



Remote Meeting Instructions for the City Council Worksession:

In order to comply with all health orders and State guidelines intended to stop the spread of the COVID-19 (Coronavirus), **no physical location, including the City Council Chambers, will be set up for viewing or participating in this Worksession. Because this is a Worksession, no public input will be accepted in any format, written or otherwise.**

The **only** way to view this Worksession is to follow the instructions below to watch the YouTube live stream.

- From your laptop or computer, click the following link or enter it manually into your Web Browser: (www.youtube.com/CityofGreeley)
- Clicking the link above will take you to the City of Greeley's YouTube Channel.
- Once there, you will be able to view the Worksession!

Please contact the City Clerk's Office with any questions you might have at 970-350-9740. Thank you!



Mayor
John Gates

Councilmembers

Tommy Butler
Ward I

Brett Payton
Ward II

Michael Fitzsimmons
Ward III

Dale Hall
Ward IV

Ed Clark
At-Large

Kristin Zasada
At-Large

A City Achieving
Community Excellence

Greeley promotes a healthy, diverse economy and high quality of life responsive to all its residents and neighborhoods, thoughtfully managing its human and natural resources in a manner that creates and sustains a safe, unique, vibrant and rewarding community in which to live, work, and play.

City Council Worksession Agenda

June 08, 2021 at 6:00 PM

This meeting will be conducted remotely. (See previous page for participation instructions and/or to view the YouTube live stream.)

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Reports from Mayor and Council Members
5. November 2021 Ballot Initiatives – Request for Additional Polling
6. Water & Sewer Board Interviews
7. Quiet Zone Project Update
8. We Are One Strategic Priority Update – Engagement Survey Report
9. Enhanced Sales Tax Incentive Program Overview
10. Broadband Incentive Proposal
11. Scheduling of Meetings, Other Events
12. Consideration of an Executive Session to determine positions, develop strategy and instruct negotiators regarding collective bargaining with the Greeley Police Union
13. Adjournment

Worksession Agenda Summary

June 8, 2021

Paul Fetherston, Assistant City Manager, 350-9730

Title:

November 2021 Ballot Initiatives – Request for Additional Polling

Background:

During the May 25, 2021 Work Session regarding the reauthorization of the Keep Greeley Moving sales tax as a part of the November 2021 ballot, there was a consensus of the City Council to request that staff research the cost, timeline and any other pertinent information for conducting a poll to gauge support for an open space/ natural trails and areas tax. This information is presented in response to that request.

During its May 14, 2019 work session, City Council received a presentation on the City's Natural Areas and Trails funding strategy which identified the potential for a new 0.25 sales tax for open space. As a part of the presentation, the Culture Parks and Recreation Department highlighted the following results of a community survey completed in 2018. (Note: The community survey is not the equivalent of a poll of registered voters.)

Question: There are many ways that the city could generate additional funding to address three different areas, although it does not have enough funding to do it now. The following is a list of several potential sources for additional funding. For each one, indicate if you had the opportunity to vote on a measure to increase funding for some of the specific projects, would you vote Yes in favor or No against that proposal:

	Definitely Yes	Yes
Increasing taxes by extending the existing three-tenths of one cent sales tax and use it for improvements to roads, public buildings, parks and open space	28%	69%
Increase taxes through a new sales and use tax of one-tenth of one cent and use it for conserving wildlife habitat, working farms, and lands along the Poudre River, as well as parks and trails	28%	61%
Increase taxes through a new sales and use tax of one-quarter of one cent and use it for conserving wildlife habitat, working farms, and land along the Poudre River, as well as parks and trails	28%	58%

After consideration of the information presented, the City Council determined that it was not time to move forward with a tax increase primarily because a specific plan was not in place that outlined the financial needs for and uses of an open space tax.

In June 2020, the City conducted polling relative to a reauthorization of both the Food Sales Tax and Keep Greeley Moving Sales Tax. At the time, the poll also included the following question regarding support for a natural areas and trails/ open space tax:

"Finally, let's assume for a moment that in addition to the two tax renewals we've been talking about, you were also considering a third proposal. This proposal would create a new, dedicated sales tax of one quarter of one percent (0.25%) on all purchases in order to fund the acquisition and maintenance of natural areas and trails around Greeley. If you had to decide today, would you support or oppose this proposal?"

The polling results were presented to City Council during its June 23, 2020 Work Session. The specific polling results regarding the natural areas and trails/ open space are listed below:

	Support	Oppose	Undecided
Support/ Oppose	4%	5%	
Probably	22%	11%	
Definitely	22%	26%	
TOTAL	48%	42%	10%

At that time, it was the consensus of City Council to not move forward with a natural areas and trails/ open space sales tax initiative.

The cost to conduct a poll through the services contracted through a competitive process with Strategies360 ranges from \$19,000 - \$33,000 depending upon the number of questions asked and duration of the poll. Strategies360 has developed a tentative timeframe to complete the poll which is provided below – including an anticipated date for presentation of results to City Council:

	Timeframe
Polling in field	Starting June 28
Presentation of Polling Results	July 15

As discussed during the May 25, 2021 work session, moving a new sales tax item forward on the November 2021 ballot poses challenges such as the following:

- Cause potentially negative impacts on the Keep Greeley Moving renewal effort;
- A new sales tax would typically move through a body such as the Citizen Budget Advisory Committee for its recommendation. Such a referral could still happen with compressed timeframes for analysis and discussion; and
- The success of any tax initiative is positively correlated to the existence of and support from a citizen support committee. At this time, no committee is in place for this specific issue and the time to effectively communicate is very short.

In addition, it is important to note that during the February 2020 City Council retreat, the Council established a strategic work program item "Create comprehensive City services funding strategy". This effort is intended to engage in analysis and planning for all needs, and align the short and long term needs with the appropriate revenue sources (align specific tax with for specific services such as KGM for roads). Conducting additional polling focused on this concept and that includes questions about all needs such as open space, roads, facilities, public safety, etc. If this concept is supported by Council, staff's recommendation is to complete this survey in 2022 as was originally contemplated.

Strategic Work Program Item or Applicable Council Priority and Goal:

N/A

Decision Options:

None. Informational Only.

Attachments:

None.

Worksession Agenda Summary

June 8, 2021

Anissa Hollingshead, City Clerk, 970-350-9742

Title:

Water & Sewer Board Interviews

Background:

The Water & Sewer Board has a seat with a term that is set to expire at the end of June 2021. Applications for this position were accepted through June 1, 2021. Council will vote to appoint this position along with other Boards & Commissions positions at the June 15, 2021, Council meeting.

Strategic Work Program Item or Applicable Council Priority and Goal:

Infrastructure & Growth: Establish the capital and human infrastructure to support and maintain a safe, competitive, appealing and successful community.

Decision Options:

To conduct interviews.

Attachments:

Water & Sewer Board Applications

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] B&C Application | Doran Azari
Date: Wednesday, September 23, 2020 6:14:20 PM

Name

Doran Azari

Phone

[REDACTED]

Email

[REDACTED]

Home Address

[REDACTED]

Greeley Residency

I understand this City Council policy.

While Greeley residency is not required, preference is given to applicants that are Greeley residents during the application and appointment process. Please affirm below that you understand this City Council policy

Occupation

Retired Teacher

Employer

Greeley/Evans School District 6

How did you hear about Greeley Boards and Commissions?

On line

Board or Commission Information

Select a choice. If you would like to apply for more than one commission, you will have to submit additional applications.

Water and Sewer Board

Application Type**I currently serve on a City of Greeley Board or Commission**

No

Applicant Information**Please explain why you are seeking appointment to the board or commission**

As a retired teacher and Greeley citizen since 1980, I feel that it is important for me to serve my community in this way.

Please list any previous service on Greeley's Boards and Commissions, along with any training, experience, education, or skills that you believe enhance your ability to serve on the Board or Commission

While teaching in School District 6, I took every professional development class offered concerning water and it's important history and governance in the Northern Colorado area. I would like to be part of the ongoing management and oversight of our water and sewer system so that this vital resource continues to serve our community into the future.

Demographics

Race or Ethnicity

██████

Gender

██████

Submission

Full Name

Doran Azari

Date

09/23/2020

CAUTION: This email is from an **external** source. Ensure you trust this sender before clicking on any links or attachments.

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] B&C Application | John Gauthiere
Date: Sunday, May 31, 2020 7:22:42 PM

Name

John Gauthiere

Phone

[REDACTED]

Email

[REDACTED]

Home Address

[REDACTED]

Greeley Residency

I understand this City Council policy.

While Greeley residency is not required, preference is given to applicants that are Greeley residents during the application and appointment process. Please affirm below that you understand this City Council policy

Occupation

Civil Engineer

Employer

Gauthiere Engineering, Inc.

How did you hear about Greeley Boards and Commissions?

Was the City of Greeley's Water & Sewer Department Manager of Engineering and Planning and served in other capacities from 1979 to 2001.

Board or Commission Information

Select a choice. If you would like to apply for more than one commission, you will have to submit additional applications.

Water and Sewer Board

Application Type**I currently serve on a City of Greeley Board or Commission**

No

Applicant Information**Please explain why you are seeking appointment to the board or commission**

I am very familiar with all aspects of the Greeley Water & Sewer Department. I cherish my past experience with Greeley and look forward to again working with the Water & Sewer Board to achieve its

Charter Requirements.

Please list any previous service on Greeley's Boards and Commissions, along with any training, experience, education, or skills that you believe enhance your ability to serve on the Board or Commission

I have degrees in Civil Engineering and Environmental Science. I have over 40-years of experience in all aspects of the water and wastewater industry, primarily in senior level engineering and management of municipal water and wastewater systems. I am a registered P.E. in Colorado, Texas and Wyoming and have been the manager of several award-winning projects.

My relevant experience includes 22-years with the City of Greeley as Manager of Engineering & Planning as well as Operations Manager. Additionally, I served as Acting Director of the Water & Sewer Department on many occasions in the absence of the Department Director for periods of up to one year. Major accomplishments while employed by the City of Greeley include acquisition of 3.2 billion gallons of new water rights for the City of Greeley with a 20-year rent back program to local farmers, reconstruction of all of the City of Greeley's six mountain reservoirs and dams, reconstruction of the City's 15 million gallon Gold Hill Reservoir, construction of the Gold Hill 54" diameter transmission line, significant improvements to the Bellvue and Boyd Lake Water Treatment Plants and construction of the Boyd Lake Intake and Pump Station. Major financial planning accomplishments include setting up a capital replacement program fund, water acquisition fund and capital improvement fund.

In addition to these accomplishments, my routine duties included providing engineering design as well as management of consultants, budget preparation and rate studies, supervision and management of approximately 45 employees and serving as a board director for several ditch and reservoir companies including the Greeley & Loveland Irrigation Company and the Seven Lakes Reservoir Company of which the City of Greeley is a major shareholder.

In 2001 I left the City of Greeley to form Gauthiere Engineering, Inc., a civil engineering consulting firm. For the past 22-years Gauthiere Engineering, Inc. has specialized in water and wastewater projects for municipalities, special districts, ditch and reservoir companies and contractors.

I have a great deal of experience interacting with and presenting to all levels of staff, city councils, boards of directors, the general public as well as the many agencies that regulate water and sewer activities. I am an ideas person who is able to provide innovative solutions. I believe that my education, experience and background will enable me to provide effective interaction with the Greeley Water & Sewer Board and that my vision and wisdom will add strategic long-term value to the City of Greeley's resources.

Demographics**Race or Ethnicity**

Gender

Submission**Full Name**

John Gustave Gauthiere, P.E.

Date

05/31/2020

CAUTION: This email is from an **external** source. Ensure you trust this sender before clicking on any links or attachments.

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] B&C Application | Stacey Kjeldgaard
Date: Monday, April 26, 2021 4:21:54 PM

Name

Stacey Kjeldgaard

Phone

[REDACTED]

Email

[REDACTED]

Home Address

[REDACTED]

Greeley Residency

I understand this City Council policy.

While Greeley residency is not required, preference is given to applicants that are Greeley residents during the application and appointment process. Please affirm below that you understand this City Council policy

Occupation

Executive Director

Employer

National Board of Chiropractic Examiners

How did you hear about Greeley Boards and Commissions?

Social Media

Board or Commission Information

Select a choice. If you would like to apply for more than one commission, you will have to submit additional applications.

Water and Sewer Board

Application Type**I currently serve on a City of Greeley Board or Commission**

No

Applicant Information**Please explain why you are seeking appointment to the board or commission**

I am seeking to serve on the Water and Sewer Board. I am a lifelong resident of Weld County and Greeley resident for approximately 15 years. I am the to reside in Weld County. Agriculture, sugar beets

to be specific, is what brought my family to the community. Agriculture and water go hand in hand, as do community and water. We cannot continue to have a thriving community without an ample water supply. Out of respect is why I would like to be appointed to the Water and Sewer Board. In my view, the present board has done a spectacular job. There is a great deal of institutional knowledge among the present board. I believe that their experiences and expertise must be shared. As a board member, I would work hard to carry on this board's legacy.

Please list any previous service on Greeley's Boards and Commissions, along with any training, experience, education, or skills that you believe enhance your ability to serve on the Board or Commission

I have been actively involved, but not on Greeley's Board and Commissions. I am presently a board member for the 19th Judicial Victims Compensation Board, 19th Judicial District Commissioner for Colorado Commission on Judicial Performance and also a Victim Advocate with the Greeley Police Department. I operated a small startup business in Greeley for a number of years. The business was later sold to a Fortune 500 company. I have bachelor from Colorado State and an MBA from Regis University but most of all, I have common sense

Demographics

Race or Ethnicity

██████

Gender

██████

Submission

Full Name

Stacey Kjeldgaard

Date

04/26/2021

CAUTION: This email is from an **external** source. Ensure you trust this sender before clicking on any links or attachments.

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] B&C Application | Cheri Witt-Brown
Date: Tuesday, June 1, 2021 10:37:48 AM

Name

Cheri Witt-Brown

Phone

[REDACTED]

Email

[REDACTED]

Home Address

[REDACTED]

Greeley Residency

I understand this City Council policy.

While Greeley residency is not required, preference is given to applicants that are Greeley residents during the application and appointment process. Please affirm below that you understand this City Council policy

Occupation

Executive Director

Employer

Greeley-Weld Habitat for Humanity

How did you hear about Greeley Boards and Commissions?

I follow city of Greeley news and announcements on a regular basis.

Board or Commission Information

Select a choice. If you would like to apply for more than one commission, you will have to submit additional applications.

Water and Sewer Board

Application Type**I currently serve on a City of Greeley Board or Commission**

No

Applicant Information**Please explain why you are seeking appointment to the board or commission**

The city of Greeley Water & Sewer staff, board and city leadership have for over 150 years have been visionary leaders and stewards of securing water resources, improving water and sewer infrastructure.

Together they have positioned the city of Greeley to plan and prepare for long-term viability, growth, and sustainability for the next 50-100 years and beyond.

For the past 14 months I have received the monthly Water & Sewer Board Packet and attended the monthly Water & Sewer Board meetings, first in person before the pandemic and then virtually since. In that 14 months it has been incredible to have a front row seat to the inner workings of the city of Greeley's Water & Sewer Staff Leadership team and the board's leadership and stewardship of our community's most precious nonhuman resource. Following the water & sewer team's work on innovative water acquisition & storage initiatives like the Terry Ranch acquisition has been an extraordinary opportunity to see, the highest caliber of public/private partnerships that created a tremendous long-term asset for the city of Greeley and surrounding areas. This is just one of many examples, that has led me to apply for the opportunity to serve my community through service as a water & sewer board member. I understand, I have much to learn in the realm of water & sewer resources, and pre COVID-19, I had registered for the Water Literate Leadership Class, which unfortunately was canceled. I will register again as soon as the opportunity arises, along with any other appropriate learning opportunities that become available.

Finally, I would be honored to be considered to serve alongside the current board members and city water & sewer leadership. Wise stewardship of our city's water resources into the future is imperative, and the past and present leadership is why our city is poised incredibly well for future growth and long-term sustainability of its water & sewer resources. I pledge to work diligently on behalf of our city with the goal continuing the long-standing tradition to "prepare for others, as others have prepared for you".

Please list any previous service on Greeley's Boards and Commissions, along with any training, experience, education, or skills that you believe enhance your ability to serve on the Board or Commission

For 30 years, I owned and operated multiple construction/design businesses, including a general contracting company which helped build the small community of Battlement Mesa on the Western Slope of Colorado. I was honored to work with an incredible team to develop quality communities and build over 400 homes from Glenwood Springs to Grand Junction, CO. My overall career includes 8 years in banking and finance, 25 years leading several successful construction related businesses, and I am currently serve as the Executive Director of Greeley-Weld Habitat for Humanity. In the past 5 ½ years as the Executive Director for GWHFH, I have served on a number of city of Greeley committees, including the city of Greeley Housing Task Force committee which provided input for city staff on the Strategic Housing Plan. Presently, I am serving on the Development Task Force & Code Update Advisory committees for the city of Greeley.

I have served on a number of boards since the late 1980's, including Vice President of the Grand Valley Board of Education, President, of the Grand Valley Educational Foundation, District 16 Accountability Committee President and Board Member. Ironically my very first board member service position was with the Clifton Water & Sewer District. While working as a branch manager at a local savings and loan at the age of 27, the Clifton Water and Sewer district asked me to run for an open board seat. I was elected by the Clifton community to serve on the Clifton Water and Sewer Board. Although my service was decades ago, I did have the opportunity to learn some of the inner workings of managing a small water and sewer municipality. It was an invaluable experience as a young community member.

If the city council finds my collective life's work and experience may be of value to the city of Greeley as a potential member of its distinguished Water and Sewer Board, I would count it a privilege to serve my community as a board member on the Water and Sewer Board.

Demographics

Race or Ethnicity



Gender

	
Submission	
Full Name	
Cheri Witt - Brown	
Date	
06/01/2021	

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Worksession Agenda Summary

June 8, 2021

Staff Contact: Raymond Lee, Deputy City Manager, 970-350-9785

Title:

Quiet Zone Project Update

Background:

City staff initiated the Quiet Zone Project in 2017, with Council approval following a Quiet Zone Study. The goal of the Project is to establish a quiet zone along the UPRR corridor, running along the east side of Greeley. The purpose of this item is to provide Council with a summary of the progress and remaining milestones of the project.

Strategic Work Program Item or Applicable Council Priority and Goal:

Greeley On the Move

Decision Options:

Update Only

Attachments:

Quiet Zone PowerPoint Presentation

Quiet Zone – Project Update

City Council Work Session
June 8, 2021

Purpose

The purpose of this presentation is to provide City Council with a high-level brief of the Quiet Zone project history and remaining milestones.

Project Description

Project introduced to City Council in 2017 following a Quiet Zone Study.

Goal of Project:

To establish a quiet zone along the UPRR line running adjacent to the Highway 85 corridor in the City of Greeley.



Quiet Zone Steps

Federal Railroad Administration (FRA)

1. Notice of Intent: Sent to all railway stakeholders.
2. Review: Railway diagnostic review of crossings.
3. Findings: Railway diagnostic report issued.
4. Agreements: Railway agreements for any crossing work.
5. RR Construction: Construction by RR of any needed improvements.
6. Notice of Establishment: Final notification/approval of Quiet Zone



Timeframe for Quiet Zone Completion:

- Varies depending on type and extent of improvements required.
- 2017 COG Study – Estimated 2 yrs

Comparison to other communities:

- Estimates around 2 years
- Actuals around 2 to 5 years

FRA Quiet Zone Safety Designations

Railway crossings are reviewed and given one of the following designations:

SSM = Supplemental Safety Measure (Quiet Zone Compliant)

- **Required measures that will obtain Quiet Zone status without formal application to FRA.**
- **Common SSM examples:**
 - **Installation of quad gates.**
 - **Install medians through the crossing.**
 - **Close the crossing to all use.**

ASM = Alternative Safety Measures

- **Measures at a crossing that reduce the QZ risk, but SSM compliance level.**
- **Requires FRA review and acceptance. May be revoked if accident occurs in future.**
- **Common ASM's examples:**
 - **Less than four gate crossings with medians.**
 - **Medians with adjacent/nearby driveways.**
 - **Close crossing to motor vehicles, but leave open for bike/peds.**

Project History

2017 (Study and Council Approval)

- Quiet Zone Study completed
- Approval by City Council to proceed

2018 (Design and Funding)

- Project Design Completed
- General Funds Appropriated - \$2.65M
- Notification sent to PUC of interest

2019 (Stakeholder Reviews)

- Review - Initial Railway Diagnostic Review
- Additional Funds Appropriated - \$625k (Added UPRR repairs)

2020 (Notice of Intent, City Construction)

- City Construction of Crossing Safety Improvements
- Notice of Intent: Sent to FRA/UPRR
- Agreements – RR and PUC reviewing/processing agreements for remaining crossing work.

2021 (Findings, Agreements)

- Findings - UPRR Response Received
 - ASM/SSM designations identified
- Agreements
 - PUC Approval for Track Removal
 - UP scheduling crossing work

Quiet Zone Crossings

- ✖ 5th Street – Track Removal (Great Western RR)
- ✖ 8th Street – Track Removal (Great Western RR)
- ✖ 10th Street – Track Removal (Great Western RR)

5th Street – ASM

6th Street – Crossing Closed

8th Street – ASM

10th Street – ASM

13th Street – ASM

16th Street – SSM (Compliant)

18th Street – SSM (Compliant)

22nd Street – SSM (Compliant)

ASM Crossing Solutions

The following measures are needed to meet SSM Designation at each crossing:

5th Street

- Remove GWR Track, install medians
 - Current target: Summer 2021

8th, 10th, and 13th Street

- Install Quad Gates (@\$300,000 each – Install 2022)
 - Partial costs can be offset by \$381k savings from 10th Street Project (if appropriation approved by Council)

OR

- Close/Move adjacent private property driveways

Potential Additional Costs:

If Quad Gates installed:

- \$300,000 per crossing
- Potential total: \$900,000

If driveways closed:

- Potential costs associated with moving fences, installing barriers, and/or mitigating business access needs.



Remaining Milestones

2021

- **Complete Great Western Track Removal**
 - **June 2021**
- **Address ASM crossings through design/property adjustments.**
- **UPRR completion of crossing work.**
- **Send FRA Notice of Establishment of Quiet Zone**
 - **Fall 2021**

2022 & beyond

- **Install Quad Gates (if applicable)**
- **Obtain Quiet Zone Final Determination by FRA**
 - **Anticipated: 12 to 18 months after Notice of Establishment**
- **Activate Quiet Zone**
 - **Anticipated: 2023**
- **Periodic Review**
 - **ASM: Every 2.5 to 3 years**
 - **SSM: Every 3.5 to 5 years**

Questions

- 1. Quiet Zone Steps & Designations**
- 2. Project History**
- 3. Crossing Solutions**
- 4. Remaining Milestones**

Supplemental Info

Slide 12 – SSM Examples



SSM Examples



Median Installations



“Quad Gates”

Worksession Agenda Summary

Kelli Johnson, Communications and Engagement Director, 350-9702

Title:

We Are One Strategic Priority Update – Engagement Survey Report

Background:

In support of City Council's strategic priority "We Are One," the Communication and Engagement Department, in partnership with University of Northern Colorado graduate student and researcher, Sean Zimny, conducted an engagement survey from 3/15/21 - 4/19/21. The survey provided the necessary baseline data to understand existing opportunities, barriers, and preferences for greater public engagement and participation. In addition, five focus groups with 16 participants provided quantitative data. Council's packets include two reports: an *Executive Summary* with corresponding charts and figures representative of the qualitative data and focus group comments, and a secondary report, *Greeley Voting Ward Profiles*, that augments the data and research compiled from the survey with a layer of nationally recognized segmentation data.

Council's We Are One strategic priority identified a need for a comprehensive engagement plan to foster a sense of community and strengthen the city's inclusion, engagement, and participation within the community.

To do that, it was necessary to gather community feedback to understand existing preferences and barriers for engaging with our residents. The survey was made available in English and Spanish. It was distributed through an extensive communication plan, including collaborating with local organizations to make the survey available within their business to their clients or customer. A digital campaign including paid ads in English and Spanish on Facebook were strategically placed to target participation across *all* wards. Other distribution points included Nextdoor, Twitter, Instagram, Greeley Tribune, City website, through Greeley's Boards, and Commissions and other existing partnerships.

In addition to the city's existing efforts to further embrace practices that foster inclusion and help create a sense of belonging, this survey data creates a robust foundation for the city to modify existing practices that enable greater opportunity for engagement and public participation.

Understanding the diverse needs and preferences across our community was an essential component of this research. To enhance and personify the communities within our community, a secondary data set was created for council and staff. This report (*Greeley Voting Ward Profiles*) uses nationally recognized segmentation data to create accurate and detailed descriptions of U.S. residential areas. This data, segmented by ward, offers a perspective that helps us understand the interests,

characteristics, values, and preferences of areas within Greeley. This data, overlaid with our own engagement data, offers a detailed view of the similarities and differences among wards related to engagement opportunities, barriers, and preferences.

This entire data set enhances staff and council's understanding and recognition of the diversity in our community. With that knowledge and supporting data, the city can modify its engagement efforts to foster a strong sense of inclusion for public participation.

Strategic Work Program Item or Applicable Council Priority and Goal:

We Are One Strategic Priority

Decision Options:

None. Informational only.

Attachments:

Executive Summary
Voting Ward Profiles
Data Set
PowerPoint Presentation

City of Greeley: Community Engagement Strategy Evaluation

Executive Report

Research Conducted and Presented by **Sean Zimny**

Overview: The City of Greeley's Communication and Engagement Department paired with the University of Northern Colorado Graduate Researcher Sean Zimny to assess the city's communication and engagement strategy, its impact on and assessment of Greeley citizens, and the prevalent interests, issues, and suggestions of Greeley citizens.

There were two components to this assessment of the City of Greeley's communication and engagement strategy. First, based on objectives (outlined below) developed by Kelli Johnson, Jaquelin Villegas, and Sean Zimny, a survey was developed that was administered to the Greeley community starting on 3/15/21. Data collection ended when the survey closed on 4/19/21. After cleaning of the dataset, the survey received 422 responses in total. Both an English language and Spanish translation survey were offered. 19 of the 422 responses were received through the Spanish survey.

Tables are referenced throughout the report. These tables can also be found at the end of the report. The total number of responses for each question/table varies slightly depending upon how many of the 422 respondents chose to answer each question. Additionally, response totals vary for voting ward cross tabulations because not every participant offered their address to code for their respective ward. Still, 347 responses were able to be coded for wards. Additionally, figures (graphs, charts, etc.) are also presented to help further illustrate the descriptive data. These figures can also be found at the end of the report.

Further, APPENDIX B contains information around community engagement survey outreach and distribution methods, including languages used and impact data reporting.

Some tables include mean scores. These mean scores are based upon 5-point Likert Scales. The higher the mean, the more agreement/satisfaction/prevalence given to the particular item, whereas a lower mean score means less agreement/satisfaction/prevalence. Additionally, "Select All That Apply" and "Select Top 3"

survey question table percentages exceed 100% due to the nature of the question/answer format.

Second, the primary researcher, Sean Zimny, conducted focus groups with various members of the Greeley community in order to further examine the city's communication and engagement impact and perceptions of Greeley citizens, as well as the interests and issues of most concern to them and suggestions they have for improving communication and engagement between the City of Greeley and Greeley community members.

Research Project Objectives:

- Identify Effective Modes of Communication for Different Audiences
- Identify Motivation for Community Involvement
- Identify Community Interests/Key Issues
- Celebrating Diversity of Greeley Community
- Discover Perceptions on if the City of Greeley is Representative of Their Voice

The first section of this report details findings from the community survey. The first section is separated into five sub-sections:

- 1) Survey Demographics
- 2) Residents' Current Involvement with the City
- 3) Assessment of the City's Communication with Residents
- 4) Residents' Preferred/Desired Methods of Communication
- 5) Topics/Issues Residents Are Most Interested/Concerned With

The second section of this report includes summaries and descriptions of cross tabulations performed on the survey data according to the four voting Wards of the City of Greeley. This second section is also divided into the same five sub-sections as the first section on descriptive data.

The third and final section of this report includes qualitative data – responses from focus groups. In total, five focus groups were conducted with 16 total participants. Focus groups were conducted, transcribed, and coded/analyzed for key themes by the primary researcher, Sean Zimny. This qualitative focus group data is summarized and presented through key findings and themes that emerged throughout the focus groups. Key findings and themes are also supplemented with supporting quotations/excerpts from focus group sessions.

Section 1: Community Survey Descriptive Data

City of Greeley Engagement Strategy: Voting Ward Profiles

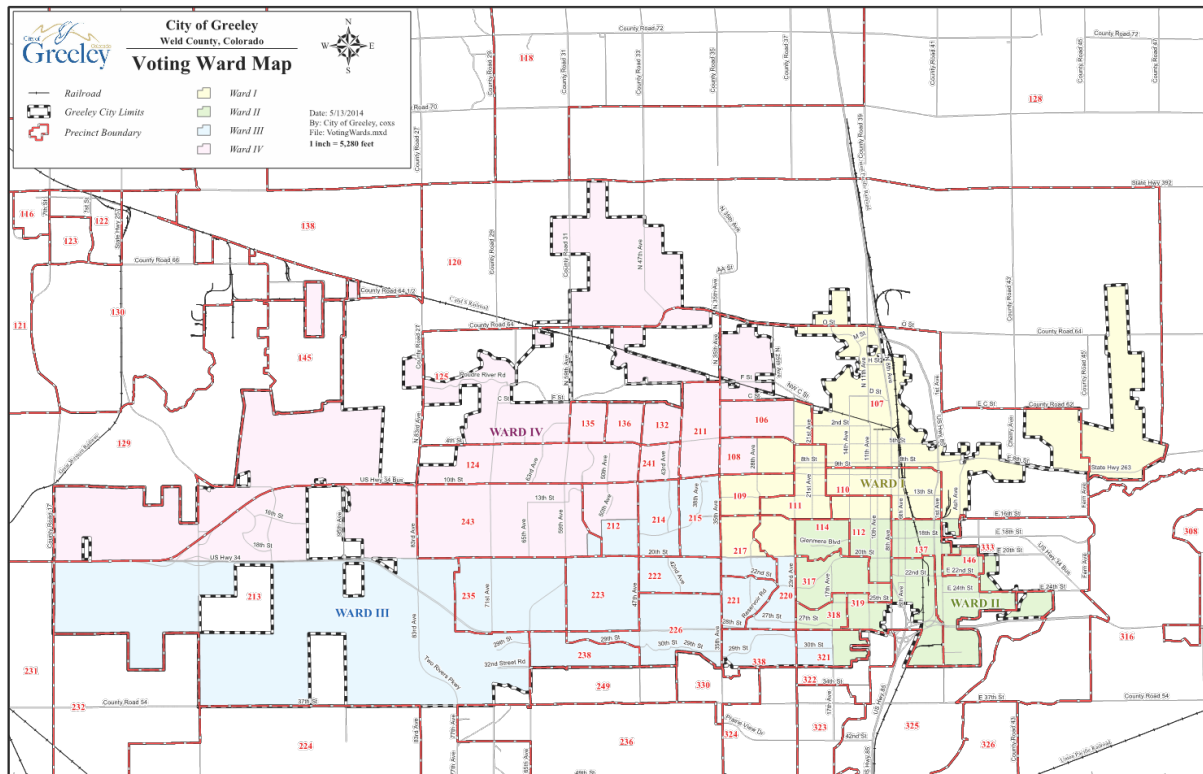
Research Compiled and Synthesized by **Sean Zimny** in conjunction with:

Victoria McKennan, GIS Analyst in the Information Technology Department

City of Greeley Communication and Engagement Department

For: City of Greeley Communication and Engagement Department

Attn: Kelli Johnson; Jaqueline Villegas



Ward 1 Profile

Tapestry Data Highlights

Barrios Urbanos: 18.4%

- Average Household Size: 3.62
- Median Age: 28.9
- Median Household Income: \$38,000

Typical Housing:

- Single-Family
- Median Value: \$92,200
- 59.5% Own; 40.5% Rent

Race and Ethnicity Diversity Index¹

- 72.5% Hispanic
- 56.2% White
- 28.6% Other
- 7.9% Black

Summary & Market Profile:

- Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof.
- These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands.
- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.
- Many households subscribe to satellite television to watch their favorite Hispanic programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.
- Typical of this diverse segment, Hispanic programming dominates the radio dials.

Metro Fusion: 12.6%

- Average Household Size: 2.65

- Median Age: 29.3
- Median Household Income: \$35,700

Typical Housing:

- Multi-Unit Rentals; Single-Family
- Average Rent: \$898
- 24% Own; 76% Rent

Race and Ethnicity Diversity Index:

- 42.7% White
- 34.2% Hispanic
- 30.8% Black
- 14.9% Other

Summary & Market Profile:

- Metro Fusion is a young, diverse market. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings.
- Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters.
- They enjoy watching MTV, BET, Spanish TV networks, and Tru TV. They listen to R&B, rap, Latin, and urban music.
- They shop at discount grocery stores, Family Dollar, and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

Social Security Set: 9.5%

- Average Household Size: 1.73
- Median Age: 45.6
- Median Household Income: \$17,900

Typical Housing:

- Multi-Unit Rentals
- Average Rent: \$658
- 13.8% Own; 86.2% Rent

¹ "The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or

ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity)."

Race and Ethnicity Diversity Index:

- 49.7% White
- 31.2% Black
- 18.6% Hispanic

Summary & Market Profile:

- One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security.
- Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic, access to hospitals, community centers, and public transportation.
- Spending on entertainment is restricted. To pass the time, residents have basic cable television. Daytime news, documentaries, and sport shows are popular.
- Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.
- Technology is difficult for these consumers. They steer away from cell phones, computers, and digital cameras.
- Many residents are dependent on Medicare and Medicaid for health care expenses.

Rustbelt Traditions: 7.6%

- Average Household Size: 2.47
- Median Age: 39.0
- Median Household Income: \$51,800

Typical Housing:

- Single Family
- Median Value: \$123,400
- 71.2% Own; 28.8% Rent

Race and Ethnicity Diversity Index:

- 81.2% White
- 11.5% Hispanic
- 8.8% Black

Summary & Market Profile:

- A mix of married-couple families and singles living in older developments of single-family homes.
- The workforce is primarily white-collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care.

- Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000.
- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is very common. Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected with technology/internet.

Old and Newcomers: 7.3%

- Average Household Size: 2.12
- Median Age: 39.4
- Median Household Income: \$44,900

Typical Housing:

- Single Family; Multi-Units
- Average Rent: \$880
- 45.2% Own; 54.8% Rent

Race and Ethnicity Diversity Index:

- 76.5% White
- 11.9% Hispanic
- 10.9% Black

Summary & Market Profile:

- This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition.
- Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes.
- They support charity causes and are environmentally conscious. Age is not always obvious from their choices.
- Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.

Survey Data Crosstabulation Highlights

Residents' Current Involvement with the City

- ◇ The majority of survey participants use both a smartphone and a computer.
- ◇ Ward 1 survey participants rated themselves as having the **lowest level of involvement with the City of Greeley** with a mean score of 2.64 (on a scale of 1-5).
- ◇ Ward 1 survey participants gave a low mean score of 1.66 to the question of "How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?" with 51.8% stating "Never," 33.8% stating "Sometimes," and just 9.5% collectively stating either "About Half the Time," "Most of the Time," or "Always."

Assessment of the City's Communication with Residents

- ◇ Ward 1 gave the **lowest mean score when assessing the city's communication with residents** at 2.54, with 14.9% selecting "Poor," 33.3% selecting "Fair," 35.6% selecting "Good," 14.9% selecting "Very Good," and 1.1% selecting "Excellent."
- ◇ Residents from Ward 1 gave the highest mean likelihood scores for using a mobile app than residents from other Wards did (3.00 compared to 2.66-2.79).
- ◇ Residents from Ward 1 gave significantly lower mean likelihood scores for using direct mail than residents from other Wards who each provided relatively high likelihood scores (2.69 compared to 3.27-3.42).
- ◇ Residents from Wards 2 and 4 (1.88 and 1.89) gave lower mean likelihood scores for using Instagram than residents from Wards 1 (2.24) and 3 (2.23).

Residents' Preferred/Desired Methods of Communication with the City of Greeley

- ◇ Overall, across Wards, email, social media, online discussion/form, virtual Q&A, neighborhood meetings, and city council meetings are the most preferred methods for residents to express their opinions.

Topics/Issues Residents Are Most Interested/Concerned With

- ◇ Wards 2 and 3 indicated that they are more interested/concerned with service organizations than residents from Wards 1 and 4 (41.2% and 47% compared to 31.8% and 24.7%).
- ◇ Residents from Ward 1 indicated that they participate in arts and theatre slightly less than residents from other Wards (34.1% compared to 42-48.5%).
- ◇ Residents from Ward 1 indicated that they participate in health and fitness programs/organizations less than residents from other Wards (28.2% compared to 37-45.6%).

Ward 2 Profile

Tapestry Data

Dorms to Diplomas: 20.0%

- Average Household Size: 2.22
- Median Age: 21.6
- Median Household Income: \$16,800

Typical Housing:

- Multi-Unit Rentals
- Average Rent: \$1,025
- 7.5% Own; 92.5% Rent

Race and Ethnicity Diversity Index:

- 70.6% White
- 12.9% Asian and Pacific Islander
- 9.8% Black
- 8.5% Hispanic

Summary & Market Profile:

- Dorms to Diplomas residents are just learning about finance and cooking. Shopping trips are sporadic, preferences for products are still being founded. Many carry a balance on their credit card so they can buy what they want now.
- Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing.
- This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.
- Rely on Internet shopping to express appearance and fashion preferences.
- They listen to all the latest music on their mobile devices.
- Use a computer for most things including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

College Towns: 13.2%

- Average Household Size: 2.14
- Median Age: 24.5
- Median Household Income: \$32,200

Typical Housing:

- Multi-Unit Rentals; Single-Family
- Average Rent: \$927

- 24.6% Own; 75.4% Rent

Race and Ethnicity Diversity Index:

- 71.6% White
- 12.4% Black
- 10.2% Hispanic
- 7.8% Asian and Pacific Islander

Summary & Market Profile:

- About half the residents are enrolled in college, while the rest work for a college or the services that support it.
- Students have busy schedules but make time between studying and part-time jobs for socializing and sports.
- Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions.
- This group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment.
- They Own laptops/notebooks, portable MP3 players, and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, music, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.

Old and Newcomers: 12.0%

- Average Household Size: 2.12
- Median Age: 39.4
- Median Household Income: \$44,900

Typical Housing:

- Single-Family; Multi-Units
- Average Rent: \$880
- 45.2% Own; 54.8% Rent

Race and Ethnicity Diversity Index:

- 76.5% White
- 11.9% Hispanic

- 10.9% Black

Summary & Market Profile:

- This market has singles' lifestyles, on a budget, a focus more on convenience than consumerism, economy over acquisition.
- Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes.
- They support charity causes and are environmentally conscious. Age is not always obvious from their choices.
- Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.

Barrios Urbanos: 11.6%

- Average Household Size: 3.62
- Median Age: 28.9
- Median Household Income: \$38,000

Typical Housing:

- Single-Family
- Median Value: \$92,200
- 59.5% Own; 40.5% Rent

Race and Ethnicity Diversity Index:

- 72.5% Hispanic
- 56.2% White
- 28.6% Other
- 7.9% Black

Summary & Market Profile:

- Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof.
- These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands.
- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.

- Many households subscribe to satellite television to watch their favorite Hispanic programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.
- Typical of this diverse segment, Hispanic programming dominates the radio dials.

Down the Road: 11.1%

- Average Household Size: 2.76
- Median Age: 35.0
- Median Household Income: \$38,700

Typical Housing:

- Mobile Homes; Single Family
- Median Value: \$89,800
- 65.2% Own; 34.8% Rent

Race and Ethnicity Diversity Index:

- 67.7% White
- 27.5% Hispanic
- 12.2% Other
- 10.7% Black

Summary & Market Profile:

- Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are younger, diverse communities. These family-oriented consumers value their traditions.
- Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in ag and mining.
- This market has higher unemployment, much lower median household income and home value, and more than a fifth of households' income below poverty level.
- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely use convenience stores to buy gas, lottery tickets, and snacks.
- Use the Internet to stay connected with friends and play online video games.
- Listen to the radio, especially at work.
- Enjoy programs on Investigation Discovery, CMT, and Hallmark.
- Frequent Walmart Supercenters, Walgreens, dollar stores, K-Marts, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

Survey Data Crosstabulation Highlights

Residents' Current Involvement with the City

- ◇ The majority of survey participants use both a smartphone and a computer.
- ◇ Ward 2 survey participants rated themselves as having the **second highest level of involvement with the City of Greeley** with a mean score of 3.18 (on a scale of 1-5).
- ◇ Ward 2 survey participants gave a low mean score of 1.96, although the highest out of the four voting wards, to the question of "How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?" with 33.8% stating "Never," 48.5% stating "Sometimes," and just 11.8% collectively stating either "About Half the Time," or "Most of the Time." No Ward 2 participants stated "Always."
- ◇ Residents from Ward 2 indicated that they participate in libraries at greater rates than residents from other Wards (51.5% compared to 29.6-40%).
- ◇ Residents from Ward 2 responded that they participate in Cultural Events more than residents from other Wards (61.8% compared to 44-49.4%).
- ◇ Residents from Ward 2 responded that they participate in educational programs/organizations more than residents from other Wards (57.4% compared to 32.1-38%).

Assessment of the City's Communication with Residents

- ◇ Ward 2 gave the **second lowest mean scores assessing the city's communication with residents** at 2.55, with 11.3% selecting "Poor," 36.6% selecting "Fair," 39.4% selecting "Good," 11.3% selecting "Very Good," and 1.4% selecting "Excellent."
- ◇ Residents from Ward 2 gave the lowest mean satisfaction score for the city website (2.46 compared to 3.25-3.39).
- ◇ Residents from Ward 2 gave the lowest mean satisfaction score for Facebook (3.07 compared to 3.30-3.41).
- ◇ Residents from Ward 2 gave lower mean likelihood scores for using the online Tribune format (2.93 compared to 3.10-3.25).
- ◇ Residents from Wards 2 and 4 (1.88 and 1.89) gave lower mean likelihood scores for using Instagram than residents from Wards 1 (2.24) and 3 (2.23).

Residents' Preferred/Desired Methods of Communication with the City of Greeley

- ◇ Overall, across Wards, email, social media, online discussion/form, virtual Q&A, neighborhood meetings, and city council meetings are the most preferred methods for residents to express their opinions.

Topics/Issues Residents Are Most Interested/Concerned With

- ◇ Residents from Wards 2-3 indicated that they are more interested/concerned with service organizations than residents from Wards 1-4 (41.2% and 47% compared to 31.8% and 24.7%).
- ◇ Residents from Ward 2 responded that they are more interested in political campaigns/activism than residents from other Wards (41.2% compared to 23-33.3%).
- ◇ Residents from Ward 2 indicated that they are more interested in issues around transportation than residents from other Wards (39.7% compared to 23.5-28.4%).
- ◇ Residents from Ward 2 utilize libraries more than residents from other Wards (51.5% compared to 29.6-40%).
- ◇ Residents from Ward 2 participate in cultural events more than residents from other Wards (61.8% compared to 44-49.4%).
- ◇ Residents from Ward 2 participate in education programs/organizations than residents from other Wards (57.4% compared to 32.1-38%).

Ward 3 Profile

Tapestry Data

Bright Young Professionals: 24.1%

- Average Household Size: 2.41
- Median Age: 33.0
- Median Household Income: \$54,000

Typical Housing:

- Single-Family; Multi-Units
- Average Rent: \$1,042
- 42.8% Own; 57.2% Rent

Race and Ethnicity Diversity Index:

- 65.1% White
- 17.4% Hispanic
- 16.6% Black

Summary & Market Profile:

- This is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals.
- More than one 1/3 householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings.
- Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs.
- Up on the latest technology. They own newer computers (desktop, laptop, or both), iPods, and 2+ TVs. They go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Own newer computers, iPods, and 2+ TVs. Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.

Exurbanites: 14.8%

- Average Household Size: 2.50
- Median Age: 51.0
- Median Household Income: \$103,400

Typical Housing:

- Single-Family
- Median Value: \$423,400
- 84.9% Own; 15.1% Rent

Race and Ethnicity Diversity Index:

- 86.3% White
- 7.4% Hispanic
- 5.7% Asian and Pacific Islander
- 3.3% Black

Summary & Market Profile:

- Exurbanite residents are now approaching retirement but showing few signs of slowing down. They have cultivated a lifestyle that is both affluent and urbane.
- Active in their communities, generous in their donations, and seasoned travelers.
- They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products. Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money

Boomburbs: 13.1%

- Average Household Size: 3.25
- Median Age: 34.0
- Median Household Income: \$113,400

Typical Housing:

- Single Family
- Median Value: \$350,000
- 84% Own; 16% Rent

Race and Ethnicity Diversity Index:

- 68.1% White

- 15.6% Asian and Pacific Islander
- 15% Hispanic
- 8% Black

Summary & Market Profile:

- This is the new growth market, young professionals with families that have opted to trade up to the newest housing in the suburbs.
- Most neighborhoods are fully developed. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes these neighborhoods, although the boom is more subdued now than it was 10 years ago.
- A top market for the latest technology.
- Like to garden but more often contract for home services. Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

Young and Restless: 9.6%

- Average Household Size: 2.04
- Median Age: 29.8
- Median Household Income: \$40,500

Typical Housing:

- Multi-Unit Rentals
- Average Rent: \$958
- 13.1% Own; 86.9% Rent

Race and Ethnicity Diversity Index:

- 53.3% White
- 23.9% Black
- 22.5% Hispanic
- 9% Other
- 8% Asian and Pacific Islander

Summary & Market Profile:

- Well-educated young workers, some of are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles.
- Residents aren't established but striving to get ahead. Consumers are diverse.
- This market ranks in the top 5 for renters, movers, college enrollment, and labor force

participation rate. Almost 1 in 5 residents move each year. Median household income is still below the US average.

- No landline telephone for majority of HHs, preferring a cell phone only. Smartphones are a way of life, and they use the Internet extensively. Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

Metro Fusion: 9.1%

- Average Household Size: 2.65
- Median Age: 29.3
- Median Household Income: \$35,700

Typical Housing:

- Multi-Unit Rentals; Single-Family
- Average Rent: \$898
- 24% Own; 76% Rent

Race and Ethnicity Diversity Index:

- 42.7% White
- 34.2% Hispanic
- 30.8% Black
- 14.9% Other

Summary & Market Profile:

- This is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently.
- They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings.
- Hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives.
- They enjoy watching MTV, BET, Spanish TV networks, and Tru TV. They listen to R&B, rap, Latin, and urban music.
- They shop at discount grocery stores, Family Dollar, and Walmart.

Survey Data Crosstabulation Highlights

Residents' Current Involvement with the City

- ◇ The majority of survey participants use both a smartphone and a computer.
- ◇ Ward 3 survey participants rated themselves as having the **second lowest level of involvement with the City of Greeley** with a mean score of 2.86 (on a scale of 1-5).
- ◇ Ward 3 survey participants gave a low mean score of 1.52, the lowest out of the four voting wards, to the question of "How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?" with 47% stating "Never," 43% stating "Sometimes," and just 10% collectively stating either "About Half the Time," or "Most of the Time," and "Always."
- ◇ Residents from Ward 3 responded that they use social media at slightly greater rates than residents from other Wards (76% compared to 63-67.6%).
- ◇ Residents from Ward 3 responded that they use streamlining/television news slightly less than residents from other Wards (3% compared to 8.2-11.1%).

Assessment of the City's Communication with Residents

- ◇ Ward 3 gave **highest mean scores assessing the city's communication with residents** at 2.89, with 8.9% selecting "Poor," 20.8% selecting "Fair," 46.5% selecting "Good," 19.8% selecting "Very Good," and 4% selecting "Excellent."
- ◇ Residents from Ward 3 gave the highest mean score for Instagram (3.11 compared to 2.85-2.96).
- ◇ Residents from Ward 3 gave the highest mean satisfaction score for direct mail (3.27 compared to 2.94-3.09).
- ◇ Residents from Wards 3 and 4 gave the highest mean satisfaction scores for online news sources (i.e., the Greeley Tribune) (3.29 and 3.24 compared to 2.87-2.94).

Residents' Preferred/Desired Methods of Communication with the City of Greeley

- ◇ Overall, across Wards, email, social media, online discussion/form, virtual Q&A, neighborhood meetings, and city council meetings are the most preferred methods for residents of expressing their opinions.

Topics/Issues Residents Are Most Interested/Concerned With

- ◇ Residents from Wards 2 and 3 indicated that they are more interested/concerned with service organizations than residents from Wards 1 and 4 (41.2% and 47% compared to 31.8% and 24.7%).
- ◇ Residents from Ward 3 slightly participate more in church/religious organizations than residents from other Wards (49% compared to 35.3-39.7%).

Ward 4 Profile

Tapestry Data

Soccer Moms: 17.3%

- Average Household Size: 2.97
- Median Age: 37.0
- Median Household Income: \$90,500

Typical Housing:

- Single-Family
- Median Value: \$257,400
- 84.9% Own; 15.1% Rent

Race and Ethnicity Diversity Index:

- 78% White
- 11.7% Hispanic
- 8.7% Black
- 6.2% Asian and Pacific Islander

Summary & Market Profile:

- An affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers.
- They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.
- Most households own at least 2 vehicles.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.

Green Acres: 12.2%

- Average Household Size: 2.70
- Median Age: 43.9
- Median Household Income: \$76,800

Typical Housing:

- Single-Family
- Median Value: \$235,500
- 86.1% Own; 13.9% Rent

Race and Ethnicity Diversity Index:

- 90.8% White
- 5.5% Hispanic

Summary & Market Profile:

- The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.
- Self-described conservatives, residents remain pessimistic about the near future yet are heavily invested in it.
- Purchasing choices reflect Green Acres resident's country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Active in their communities and a variety of social organizations, from charitable to veterans' clubs.

Savvy Suburbanites: 12.0%

- Average Household Size: 2.85
- Median Age: 45.1
- Median Household Income: \$108,700

Typical Housing:

- Single-Family
- Median Value: \$362,900
- 90.6% Own; 9.4% Rent

Race and Ethnicity Diversity Index:

- 85.5% White
- 7.2% Hispanic
- 6% Asian and Pacific Islander
- 4.1% Black

Summary & Market Profile:

- Residents are well educated, well read, and well capitalized. Families include empty nesters, also still have adult children at home.
- Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.
- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

Front Porches: 11.4%

- Average Household Size: 2.57
- Median Age: 34.9
- Median Household Income: \$43,700

Typical Housing:

- Single-Family; Multi-Units
- Average Rent: \$913
- 46.6% Own; 53.4% Rent

Race and Ethnicity Diversity Index:

- 63.7% White
- 24% Hispanic
- 15% Black
- 10.4% Other

Summary & Market Profile:

- Front Porches blends household types, with more young families with children or single households than average.
- This group is also more diverse than the US. More than half of householders are renters, and many of the homes are older townhomes or duplexes.
- Friends and family are central to Front Porches residents and help to influence household buying decisions.

- Households tend to own just one vehicle but used only when needed. Income and net worth of these residents are well below the US average.
- Go online for gaming, watching movies, employment searches, and posting on social media.
- Prefer cellphones over landlines and use their mobile devices for entertainment such as streaming movies and music.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.
- Participate in leisure activities including sports, playing board games and video games.

In Style: 9.7%

- Average Household Size: 2.35
- Median Age: 42.0
- Median Household Income: \$73,000

Typical Housing:

- Single-Family
- Median Value: \$243,900
- 67.8% Own; 32.2% Rent

Race and Ethnicity Diversity Index:

- 83.5% White
- 7.8% Hispanic
- 6.1% Black
- 4.6% Asian and Pacific Islander

Summary & Market Profile:

- Embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices.
- Professional couples or single households without children, they have the time to focus on their homes and their interests.
- The population is slightly older and already planning for their retirement.
- Financially active, own a variety of investments often managed by a financial planner. Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes. Actively support the arts, theater, concerts, and museums.

Survey Data Crosstabulation Highlights

Residents' Current Involvement with the City

- ◇ The majority of survey participants use both a smartphone and a computer.
- ◇ Ward 4 survey participants rated themselves as having the **highest level of involvement with the City of Greeley** with a mean score of 3.18 (on a scale of 1-5).
- ◇ Ward 4 survey participants gave a low mean score of 1.62 to the question of "How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?" with 39.5% stating "Never," 45.7% stating "Sometimes," and just 14.8% collectively stating either "About Half the Time," or "Most of the Time. No Ward 4 participants stated "Always."
- ◇ Residents from Ward 4 responded that they use Direct Mail slightly less than residents from other Wards (7.4% compared to 14.1-19.1%).

Assessment of the City's Communication with Residents

- ◇ Ward 4 gave **the second highest mean scores assessing the city's communication with residents** at 2.87, with 8.4% selecting "Poor," 24.1% selecting "Fair," 42.2% selecting "Good," 22.9% selecting "Very Good," and 2.4% selecting "Excellent."
- ◇ Residents from Ward 4 gave higher mean likelihood scores for using the print Tribune format than residents from other Wards (2.70 compared to 2.30-2.43).
- ◇ Residents from Ward 4 gave lower mean likelihood scores for using NextDoor than residents from other Wards did (2.21 compared to 2.55-2.78).
- ◇ Residents from Wards 3 and 4 gave the highest mean satisfaction scores for online news sources (i.e., the Greeley Tribune) (3.29 and 3.24 compared to 2.87-2.94).

Residents' Preferred/Desired Methods of Communication with the City of Greeley

- ◇ Overall, across Wards, email, social media, online discussion/form, virtual Q&A, neighborhood meetings, and city council meetings are the most preferred methods for residents of expressing their opinions.

Topics/Issues Residents Are Most Interested/Concerned With

- ◇ Residents from Wards 2 and 3 indicated that they are more interested/concerned with service organizations than residents from Wards 1 and 4 (41.2% and 47% compared to 31.8% and 24.7%).
- ◇ Residents from Ward 4 indicated that they are more interested/concerned with economic development more than residents from other Wards (65.3% compared to 51.8-55.9%).
- ◇ Residents from Ward 4 indicated that they are slightly less interested/concerned with non-profit issues than residents from other Wards (27.2% compared to 35.3-41%).
- ◇ Residents from Ward 4 indicated that they are less interested in neighborhood associations than residents from other Wards (17.3% compared to 25-33.8%).
- ◇ Residents from Ward 4 indicated that they are more interested in issues around public works/infrastructure than residents from other Wards (63% compared to 50.6-52.9%).
- ◇ Residents from Ward 4 utilize libraries less than residents from other Wards (29.6% compared to 39-51.5%).
- ◇ Residents from Ward 4 participate in sports and recreation more than residents from other Wards (50.6% compared to 30.9-38%).

Descriptive statistics were conducted on the survey data to accurately present the survey responses.

Survey Demographics

Tables 1-5 present demographic data on survey participants. Figures 1-5 are also included here to help further illustrate the survey demographic data.

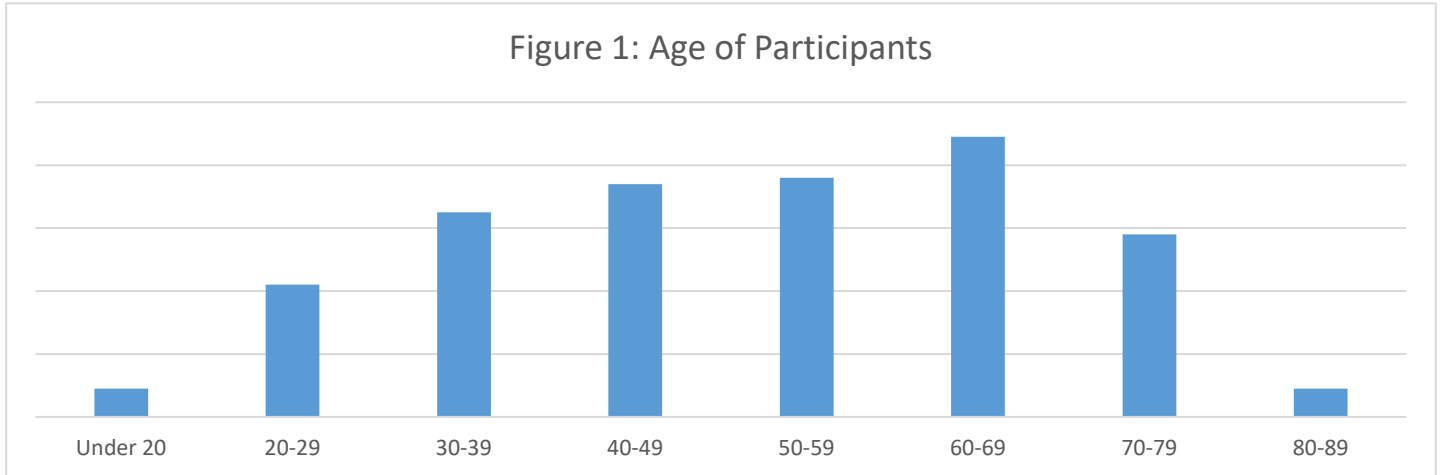


Table 1 and Figure 1 present the age of survey participants. Age was varied across participants. The largest age category that participants fell into was 60-69 years old (21.1%). The two most infrequent age categories participants fell into were Under 20 and 80-89 (2.1% each).

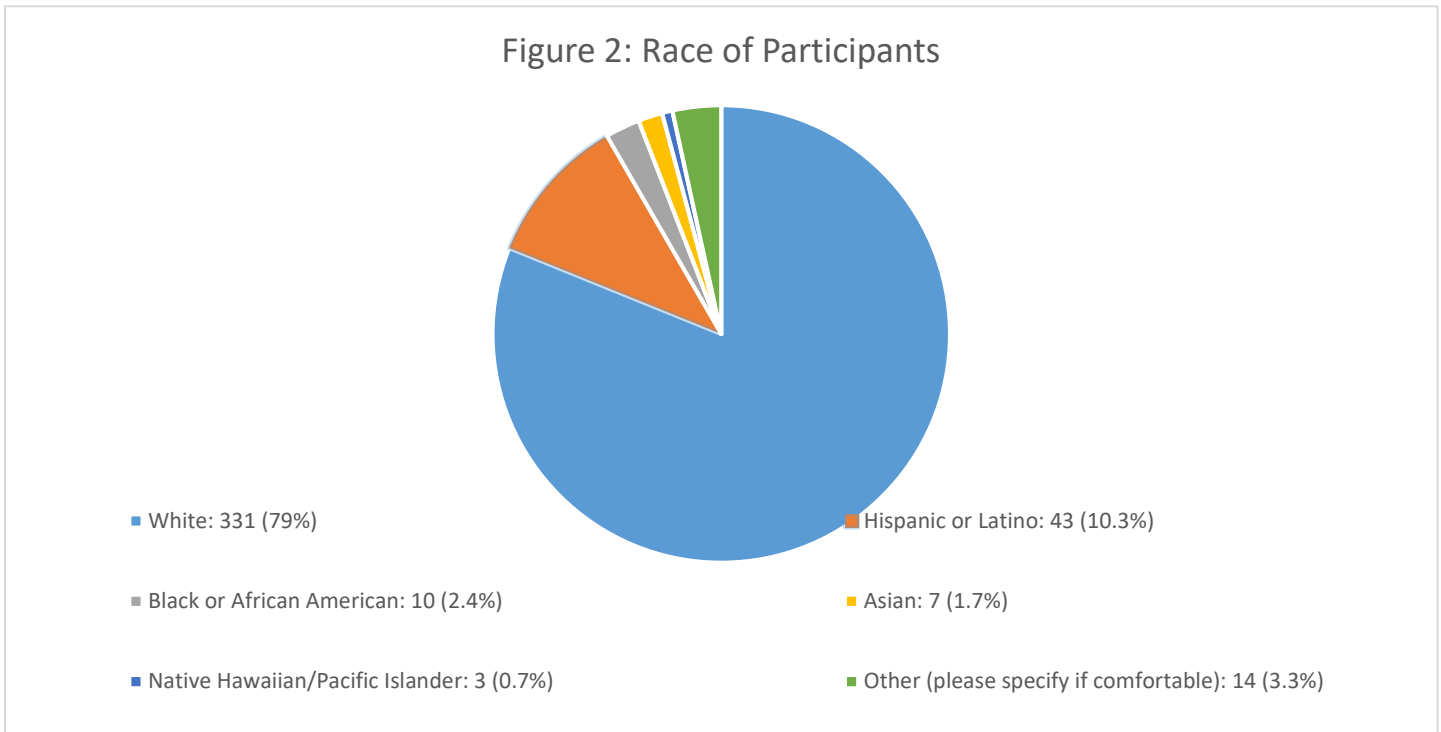


Table 2 and Figure 2 present the race of survey participants. The majority (79%) of survey participants were white. 10.3% of participants were Hispanic or Latino, 2.4% were Black or African American, 1.7% were Asian, less than 1% were Native Hawaiian/Pacific Islander. 3.3% of respondents responded with “Other,” which when specified, often involved biracial/mixed race clarifications.

Table 3 and Figure 3 present survey participants' level of education. The majority of participants (68.2%) had at least a bachelor's degree or more advanced degree, the majority of which had bachelor's degrees (32.9%) and master's degrees (37.5%). 10.4% had some college credit but no degree, 5.9% were high school graduates, 10.4% had some college credit but no degree, 5.9% were high school graduates.

Figure 3: Participants' Level of Education

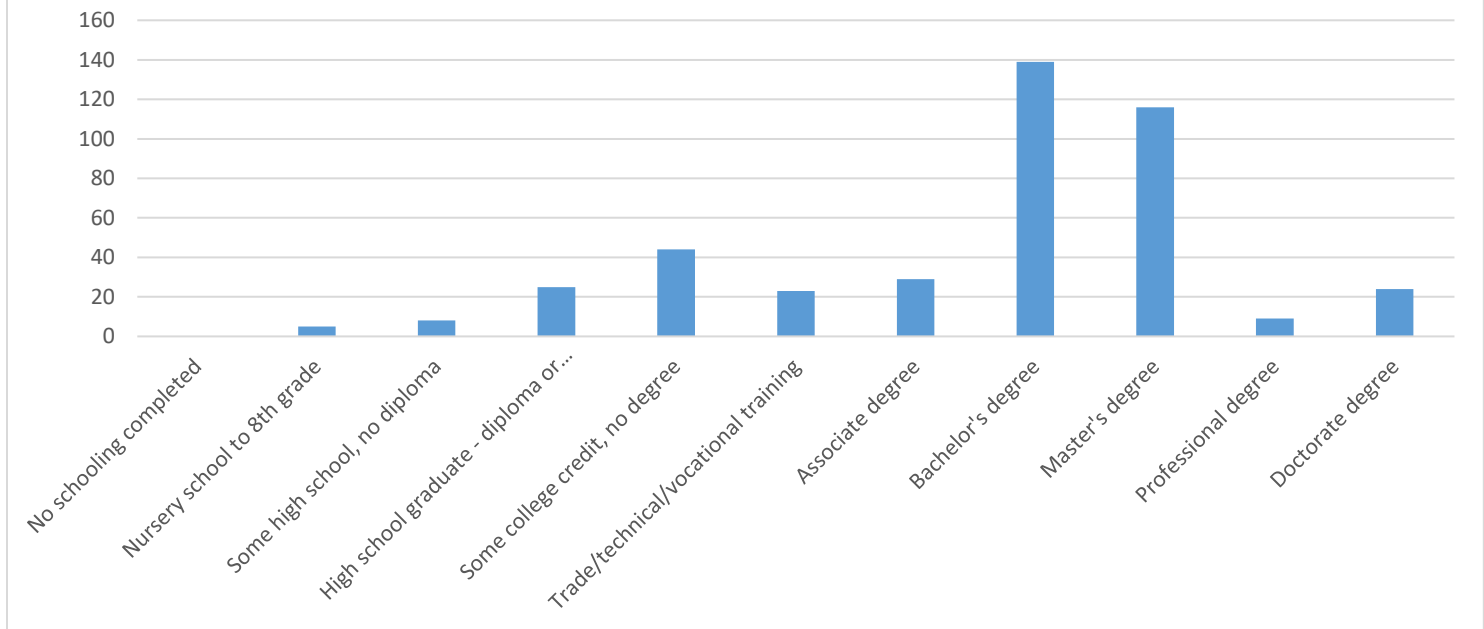


Table 4 and Figure 4 present how many years survey participants have lived in Greeley. The majority of respondents, over half, have lived in Greeley for more than 20 years (50.9%). 13.2% of participants have lived in Greeley 0-5 years, 18.7% have lived in Greeley 6-10 years, and 17.2% of participants have lived in Greeley 11-20 years.

Figure 4: How Many Years Participants Have Lived in Greeley

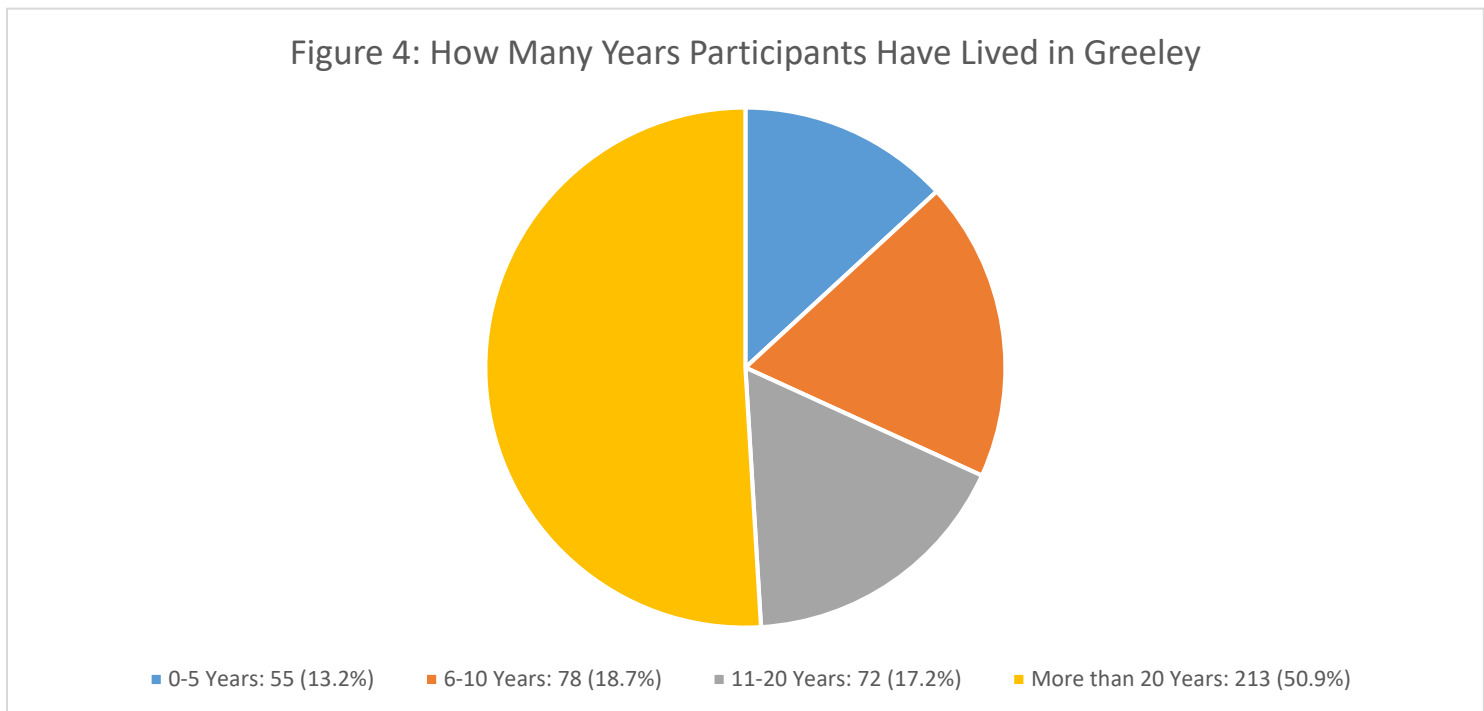
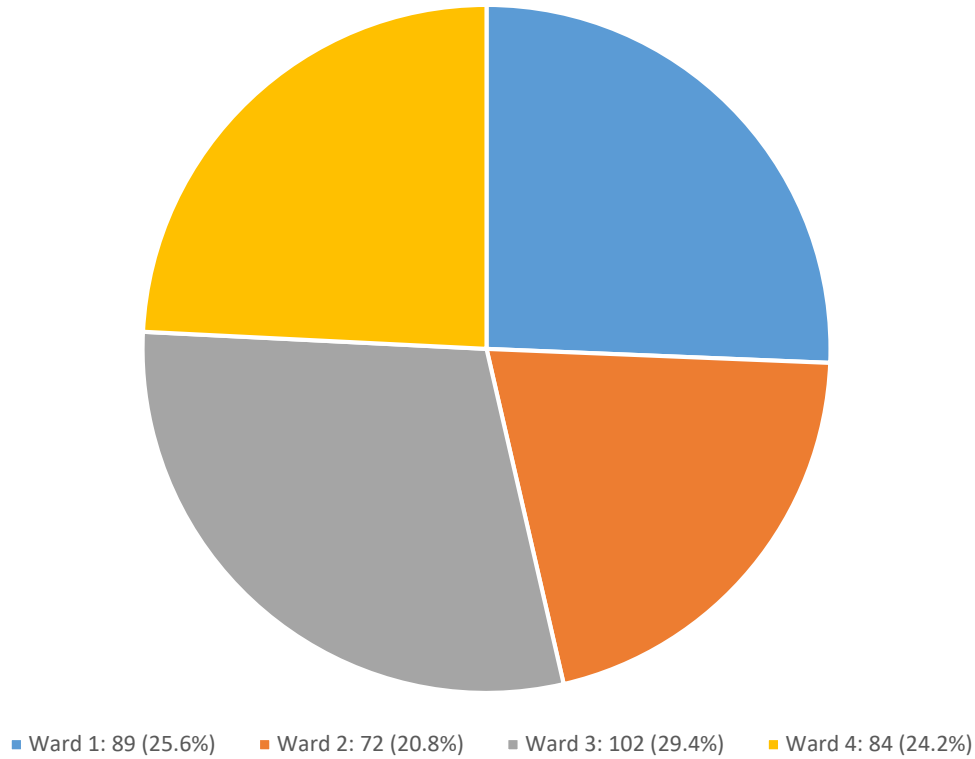


Table 5 and Figure 5 present which Wards participants live in. Ward residency was dispersed across each Ward for survey participants, ranging from 20.8% (Ward 2) to 29.4% (Ward 3). 25.6% of survey respondents reside in Ward 1, and 24.2% reside in Ward 4.

Figure 5: Wards Participants Live In



Residents' Current Involvement with the City

Tables 6-11 present data around survey participants' current involvement with the City of Greeley.

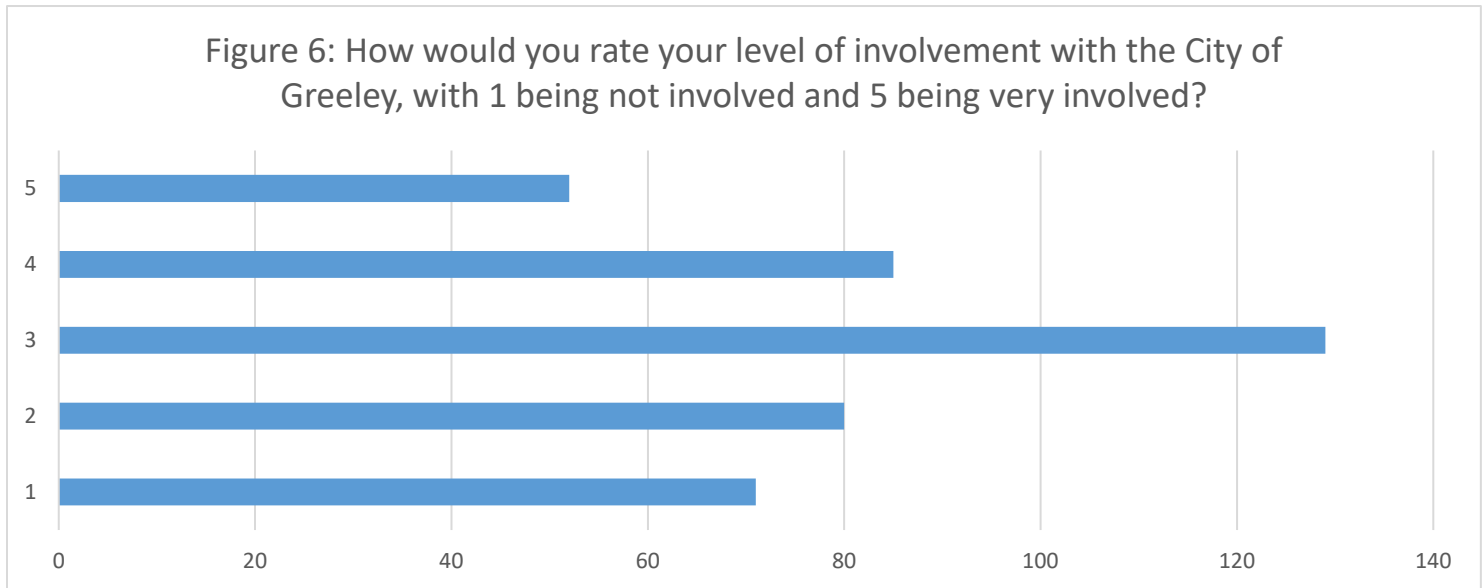
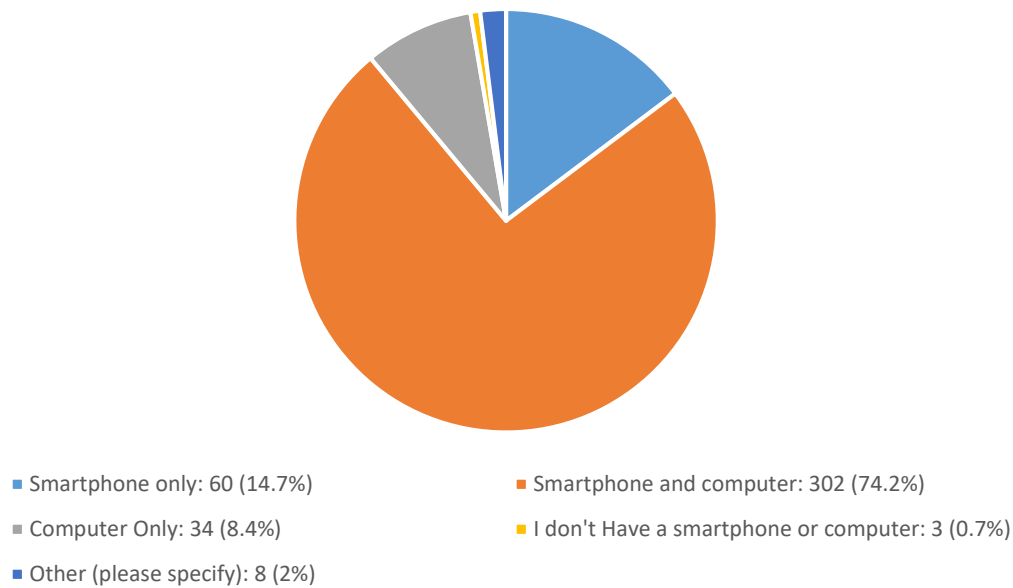


Table 6 and Figure 6 present data around participants' rating around their level of involvement with the city. Participants were asked to rate their level of involvement with 1 being not involved and 5 being very involved. This question received varied responses ranging from 12.5% ("5") to 30.9% ("3") and a moderately low mean score of 2.92, indicating that, generally, participants are not very involved with the city, yet many are at least somewhat involved.

Table 7 and Figure 7 present data around how participants engage with/access online platforms on a daily basis (smartphone, computer, etc.). The vast majority of participants use both a smartphone and a computer (74.2%), whereas

Figure 7: How do you engage with online platforms on a daily basis?
(checking email, social media, finding information)



less than 1% don't have a smartphone or computer. "Other" (2%) responses include tablets, such as iPads and Kindles, as well as KUNC and the Greeley Newspaper (Tribune).

Figure 8: How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?

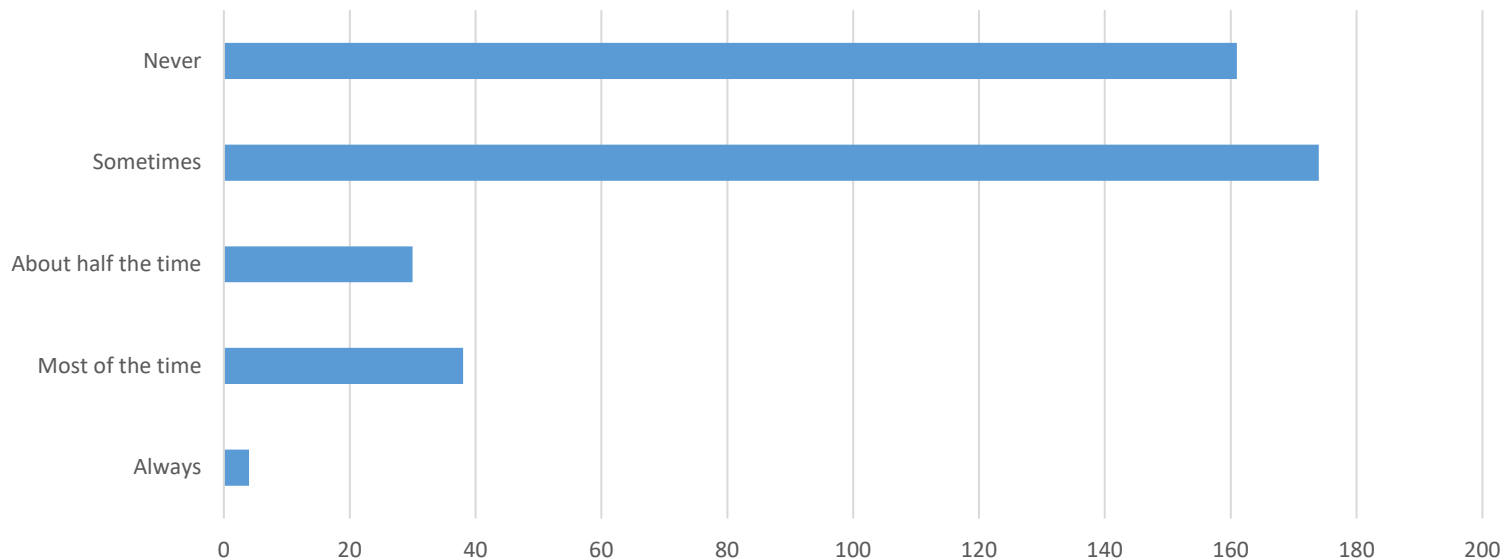


Table 8 and Figure 8 present data around how often participants use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government. This question received a low mean score of 1.89, indicating that participants do not often use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government. Just 1% of participants stated that they always do; 9.3% responded with most of the time; and 7.3% responded with about half the time. This is in comparison to 42.8% responded with sometimes and 39.6% maintaining that they never do.

Figure 9: Please select the top 3 tools you use to gather information about city/local government.

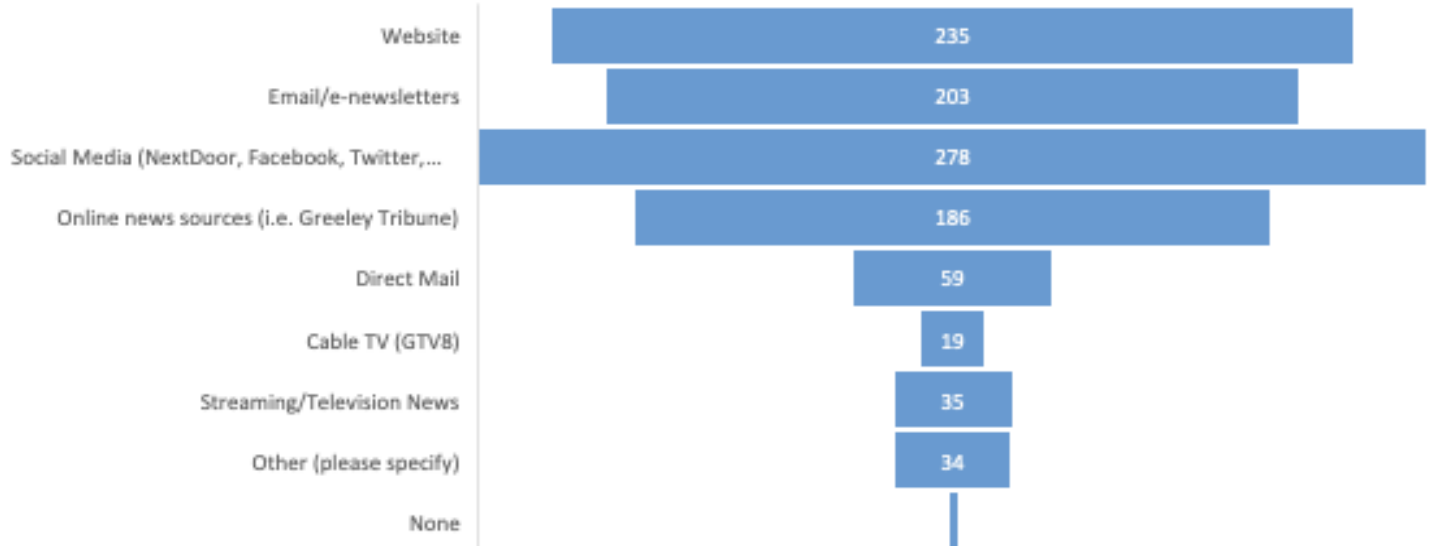


Table 9 and Figure 9 present data around the survey question that asked respondents to select the top 3 tools they use to gather information about city/local government (remember, “Select Top 3” questions total percentages do not equal 100%). Social Media (NextDoor, Facebook, Twitter, Instagram, YouTube, Google Reviews) received the widest response at 65.1%. Next, the city website received 55%, email/e-newsletters received 47.5%, and Online news sources (i.e., Greeley Tribune) received 43.6%. Cable TV (GTV8) received the lowest response at 4.4%. “Other” responses (8%) often included hard copy newspaper and in-person/interpersonal connections.

Figure 10: What programs or organizations survey respondents participate in on a regular basis

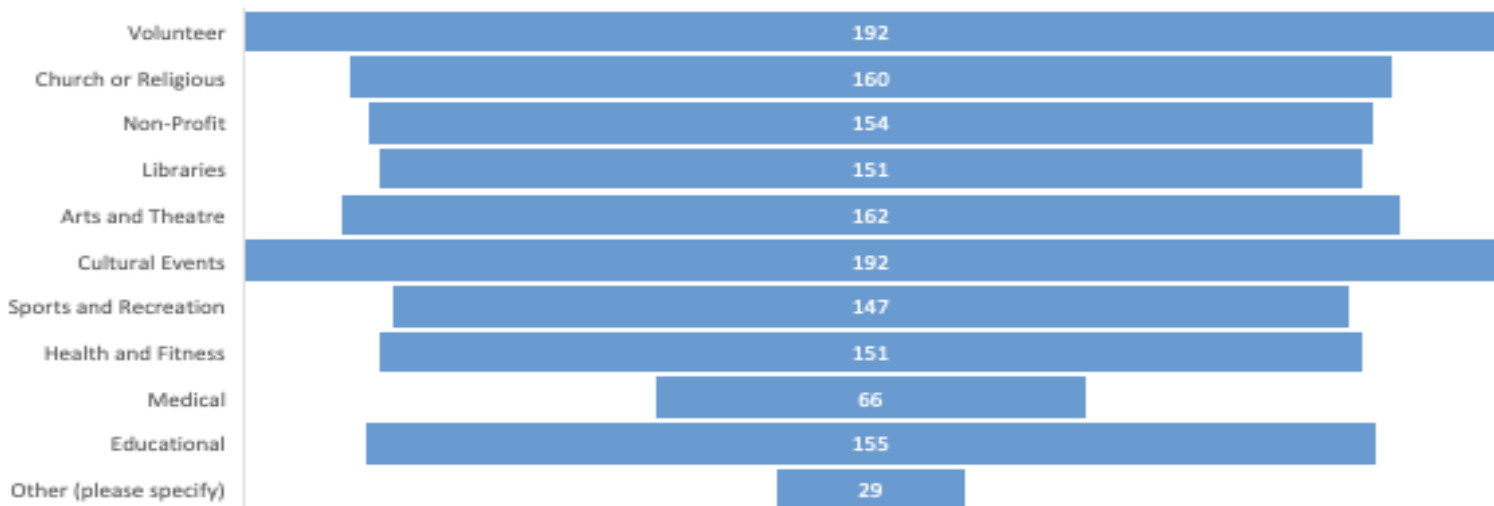


Table 10 and Figure 10 present survey responses around what programs/organizations respondents participate in on a regular basis (remember, “Select All That Apply” questions total percentages do not equal 100). Answers were quite varied. Volunteer and Cultural Events received the most responses at 45% each. “Other” received the least at 6.8%, then Medical at 15.5%. Church or Religious, Non-Profit, Libraries, Arts and Theatre, Sports and Recreation, Health and Fitness, and Education all received similar response rates ranging from 34.4%-37.9%.

When asked to state which three organizations they regularly participate in, survey participants' answers reflected the categories presented in Table 10 and Figure 10 with various specifics. Some specifics often included Downtown Greeley, parks/recreation across the city, school-related activities, the Union Colony Civics Center, neighborhood association, church/religious organizations, politics/activism, and volunteer events.

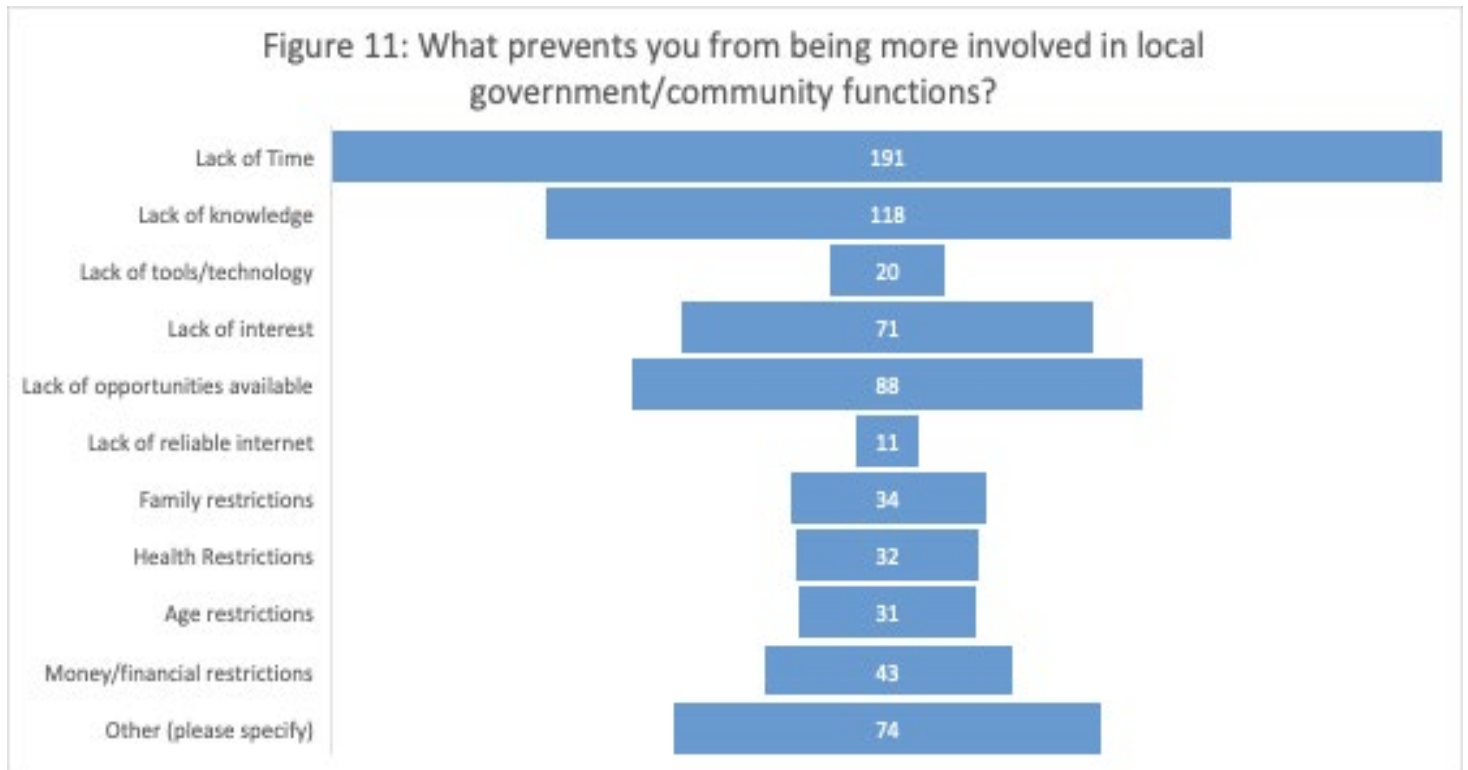


Table 11 and Figure 11 present responses around what prevents respondents from being more involved in local government/community functions (remember, “Select All That Apply” questions total percentages do not equal 100). Lack of time received the most responses at 44.7%. Next was lack of knowledge at 27.6%, lack of opportunities available 20.6%, “Other” at 17.3%, lack of interest at 16.6%, and money/financial restrictions at 10.1%. Lack of tools/technology received the lowest response at 4.7%. “Other” (17.3%) responses included COVID, already being involved/feeling content with their involvement, work/life balance restrictions, and a feeling of not being welcome/belonging to the wider Greeley community.

Survey participants were asked what would motivate them to become more involved with the City of Greeley. Some common themes that emerged were:

- Knowing what they say is valued and listened to, they are actually having a tangible impact
- Better awareness of available opportunities
- More advertising/marketing of events
- More communication with officials themselves (personalization)
- Make opportunities more accessible and welcoming to all people (supporting diversity of race/ethnicity, age, gender, disability, opinions, etc.)
- More community, neighborhood, and outreach events

Many of these themes coincide with what focus group participants offered as well.

Assessment of the City's Communication with Residents

Tables 12-35 present data around survey participants' assessment of the city's communication with residents.

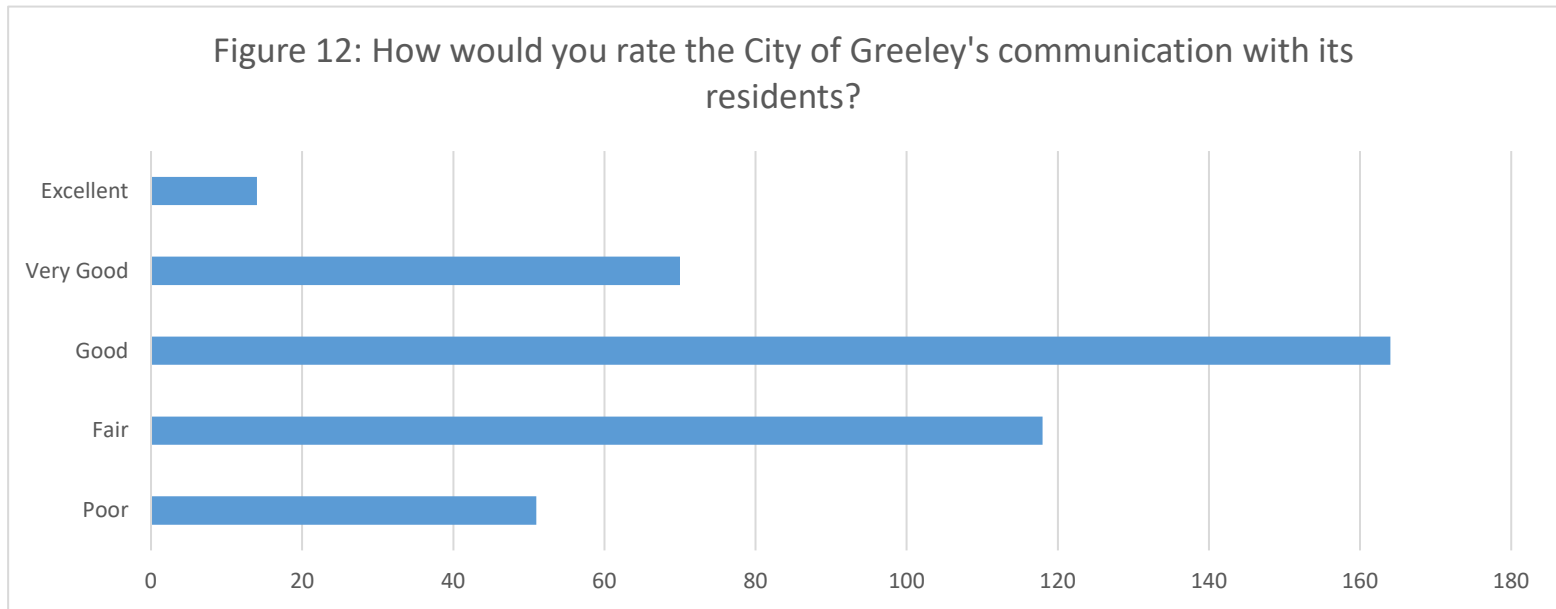


Table 12 and Figure 12 present responses to the question, “How would you rate the City of Greeley’s communication with its residents?” from poor to excellent. This question received a moderate to low mean score of 2.71, indicating generally mixed to low ratings of the City of Greeley’s communication with residents. Specifically, 12.2% responded with “Poor,” 28.3% with “Fair,” 39.3% with “Good,” 16.8% with “Very Good,” and just 3.4% with “Excellent.”

Survey participants were asked to clarify why they gave the City of Greeley’s communication with its residents the rating they did. Many participants maintained that city communication is adequate but can be improved. Some key themes that emerged included

- Many participants stated that there is a lack of awareness around city functions and what is going on.
- There is a lack of widespread, encompassing communication.
 - “Communication is generally one sided and not offered in multiple forms. It seems to be more available to those that seek it out.”
- Many participants maintained that they are happy with the forms of communication they receive, but there is a lack of widespread knowledge around the different avenues that are available to receive information.

Tables 13-24 present how satisfied survey respondents are with various tools as used by the city to communicate local government and community information. Tools included in this part of the assessment were:

- City Website
- Facebook
- Twitter
- Instagram
- YouTube
- Online news sources (i.e., Greeley Tribune)
- City Emails/E-Newsletters
- Direct Mail
- Cable TV (GTV8)
- Neighborhood Meetings
- Public Hearings
- City Council Meetings

Tools that received the highest satisfaction mean scores were Facebook (3.31), City Emails/E-Newsletters (3.30), and the City Website (3.28).

The next highest, still positive, mean satisfaction scores were given for online news sources (i.e., Greeley Tribune) (3.12), Direct Mail (3.11), and Council Meetings (3.10).

Next were Instagram and Public Hearings both at 3.00. The lowest mean satisfaction scores were given to YouTube (2.95), Twitter (2.91), Cable TV (GTV8) (2.88), and Neighborhood Meetings (2.88).

Tables 25-35 present how likely or unlikely survey respondents are to use various methods to get information about city-government issues, city services, and programs. Methods included in this part of the assessment were:

- City Website
- Facebook
- Twitter
- Instagram
- YouTube
- Mobile App
- SMS (text) Message
- Direct Mail
- Tribune (online)
- Tribune (print)
- Emails/E-Newsletters
- NextDoor

Methods of getting information that received the highest likelihood mean scores were the City Website (3.96), Emails/E-Newsletters (3.72), Facebook (3.39), and Direct Mail (3.38).

Next highest, still positive, mean likelihood scores were for the Greeley Tribune (3.19) and SMS (text) Message (3.13).

Next were Mobile App (2.87), NextDoor (2.77), and the Greeley Tribune (print) (2.56).

The lowest mean likelihood scores were given to YouTube (2.27), Instagram (2.25), and Twitter (2.06).

Residents' Preferred/Desired Methods of Communication with the City of Greeley

Tables 36 and 37 present data around survey participants' preferred/desired methods of communication with the city.

Table 36 and Figure 13 present which language survey respondents prefer to receive information in. The large majority stated that English was their desired language to receive information in at 95%. 2.2% said Spanish 1.1% said Mandarin, 0.7% said French, and 0.5% indicated Cantonese.

Figure 13: Which language do you prefer to receive information in?

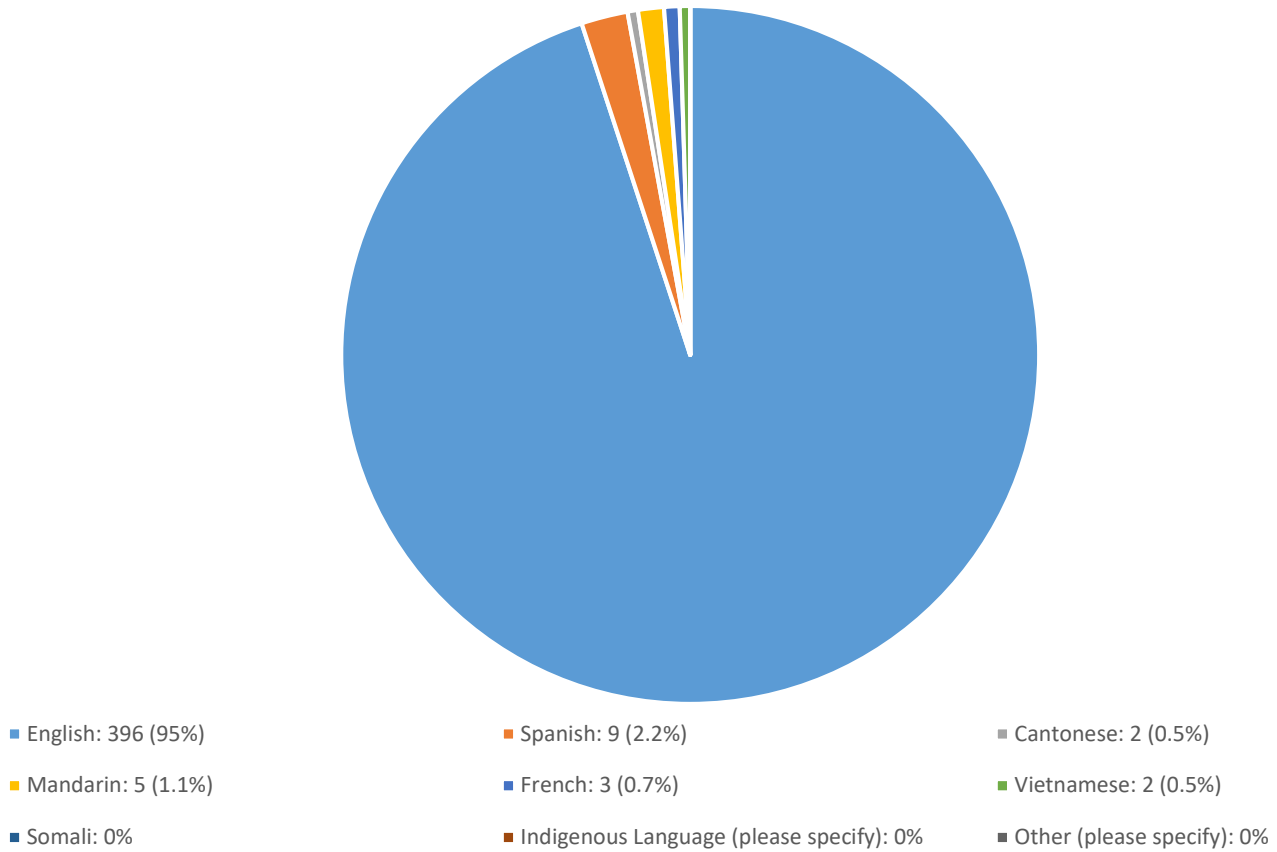


Figure 14: What are your top 3 preferred ways you would like to express your opinion?

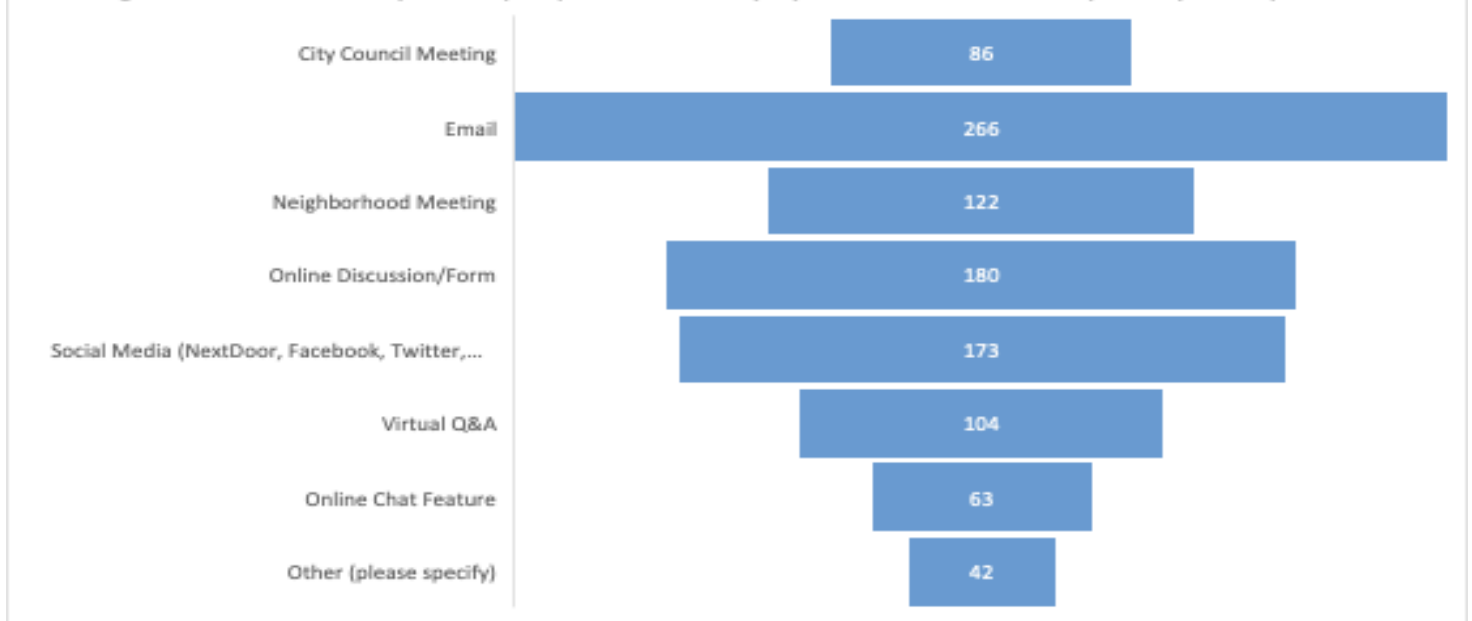


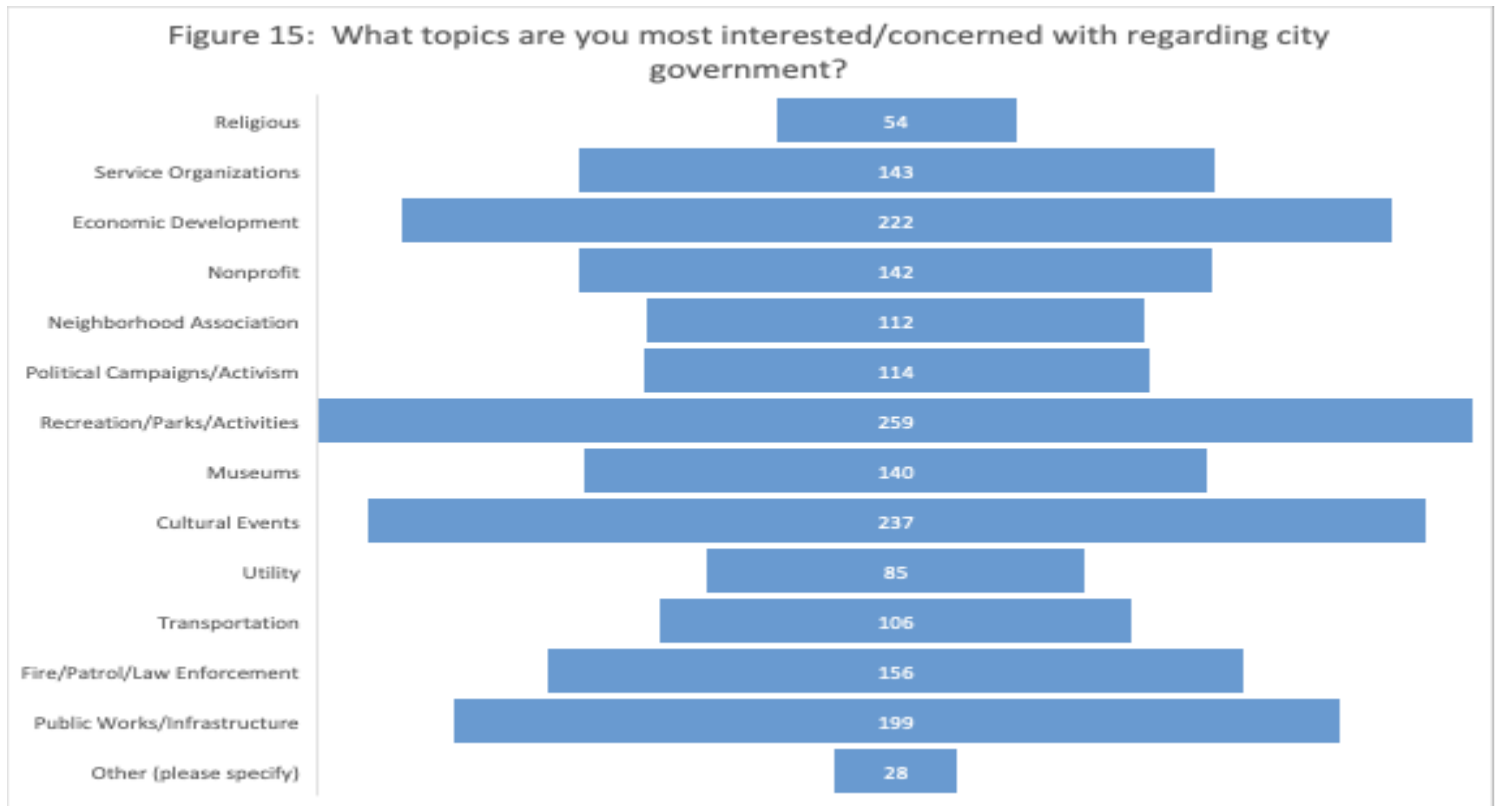
Table 37 and Figure 14 present survey respondents' top 3 preferred ways they would like to express their opinion (remember, "Select Top 3" questions total percentages do not equal 100%). Email received the largest response at 62.3%. Next highest were Online Discussion/Form at 42.2% and Social Media at 40.5%.

Next were Neighborhood Meeting (28.6%), Virtual Q&A (24.4%), and City Council Meeting (20.1%).

The lowest response rates were given to Online Chat Feature (14.8%) and "Other" (9.8%). "Other" responses included phone calls, letters to the tribune/editor, in-person/direct conversation and interaction with city personnel, and more city-administered surveys.

Topics/Issues Residents Are Most Interested/Concerned With

Table 38 and Figure 15 present data around topics/issues survey participants are most interested/concerned with. (Remember, “Select All That Apply” questions total percentages do not equal 100%).



Answers varied for what topics/issues survey participants are most interested/concerned with. The widest responses were given to Recreation/Parks/Activities (60.7%), Cultural Events (55.5%), Economic Development (52%), and Public Works/Infrastructure (46.6%).

Next largest responses were given to Fire/Patrol/Law Enforcement (36.5%), Service Organizations (33.5%), Nonprofit (33.3%), Museums (32.8%), Political Campaigns/Activism (26.7%), Neighborhood Association (26.2%), and Transportation (24.8%).

The smallest responses were given to Utility (19.9%), Religious (12.6%), and “Other” (6.6%). Responses for “Other” include diversity/equity and inclusion in the Greeley community, education, housing, and various miscellaneous topics offered.

Section 2: Crosstabs by Greeley Voting Wards

Additional cross tabulation analyses were conducted to further illustrate the relationships between the data describes in the above section on descriptive survey data. These cross tabulations are presented in Tables 39-53. Because of the objective of this project for the Communication and Engagement Department's engagement strategy, cross tabulations were conducted according to voting Wards survey respondents reside in. Specifically, cross tabulations were conducted on each survey variable by City of Greeley voting Wards. This section is organized in the same way Section 1 was organized, around five sub-sections:

- 1) Survey Demographics
- 2) Residents' Current Involvement with the City
- 3) Assessment of the City's Communication with Residents
- 4) Residents' Preferred/Desired Methods of Communication
- 5) Topics/Issues Residents Are Most Interested/Concerned With

Cross tabulation tables are presented with Wards on the left-hand side of the table and the other variables on the top. Percentages total 100% across the table so that tables are able to present the proportions of each item according to Wards and the differences that arise. Some tables also include mean scores on the right-hand side along with the percentage totals; these are tables analyzing items that are 5-point Likert scales. Table 49 and Table 50 present just mean scores given for satisfaction and likelihood for various tools and methods of communication with the city according to Wards. Again, "Select All That Apply" and "Select Top 3" questions do not include percentage totals because they do not equal 100%. Rather, these items' percentages are included to represent the extent to which participants selected a given item.

This section on crosstabs is more abbreviated than the other sections on descriptive data and on the focus groups, because even though all cross tabulation data by Wards are included in tables in the Appendix, only meaningful and relevant differences are included in the summary description here.

Survey Demographics

Cross tabulations were conducted on the demographics compiled in this survey according to how this various demographic data is distributed by which Wards survey participants reside in. Specifically, cross tabulations were conducted on Wards according to age, race, how long participants have lived in Greeley, and participants' level of education.

Demographic cross tabulation data is presented in Tables 39-42. This data is particularly useful to compare to Greeley's tapestry data in order to analyze how representative survey participants are of the wider Greeley community.

Age and years lived in Greeley were each fairly varied across Wards.

Similar to what the descriptive data illustrates, survey data skewed white. A disproportionate majority of survey respondents were white, although respondents from Ward 1 present the most diversity of respondents with 70.8% white, 21.3% Hispanic or Latino, 2.2% Black or African American, 2.2% American Indian or Alaska Native, and 3.4% "Other." Ward 3 had the highest proportion of white respondents at 94.1%. Next was Ward 4 at 86.7%, then Ward 2 at 80.6%.

Additionally, education level varied slightly according to Wards. In particular, more people in Ward 1 have some college credit but no degree at 22.5%, compared to the next highest proportion of 9.8% in Ward 3. Ward 3 had the highest proportion of respondents with associates degrees at 10.8% compared to the other Wards each at less than 5%. Ward 2 had the highest proportion of respondents with master's degrees at 41.7% and doctorate degrees at 11.1%.

Residents' Current Involvement with the City

Tables 43-47 present cross tabulation data around survey respondents' current involvement with the city.

Table 43 presents data around how residents rate their current level of involvement with the city according to Wards resided in. Residents from Ward 4 gave the highest level of involvement mean score at 3.18. Next was Ward 2 at 3.01. The two lowest level of involvement mean scores were for Ward 3 (2.86) and Ward 1 (2.64), which had the lowest involvement mean score.

Table 44 presents data around how participants engage with online platforms on a daily basis according to Wards resided in. Similar to what the descriptive data illustrates, the majority of survey participants use both a smartphone and a computer.

Table 45 presents data around how often participants use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government by what Wards they reside in. Mean scores were each below 2, which is low, indicating that residents across each Ward do not often use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government currently. Even though each Ward gave low mean scores for this item, residents from Ward 2 provided the highest mean score at 1.96. Wards 1, 2, and 4 were closer in mean scores at 1.66 (Ward 1), 1.62 (Ward 4), and 1.52 (Ward 3).

Table 46 presents data around the tools in which survey participants most widely use to gather information about city/local government by Wards residents reside in. Some notable differences include that residents from Ward 3 responded that they use social media at slightly greater rates than residents from other Wards (76% compared to 63-67.6%). Residents from Ward 4 responded that they use Direct Mail slightly less than residents from other Wards (7.4% compared to 14.1-19.1%). Finally, residents from Ward 3 responded that they use streamlining/television news slightly less than residents from other Wards (3% compared to 8.2-11.1%).

Table 47 presents data around what programs/organizations survey participants participate in on a regular basis by what Ward they reside in. Residents from Ward 2 indicated that they participate in libraries at greater rates than residents from other Wards (51.5%), and residents from Ward 4 indicated that they use libraries less than other Wards (29.6%). Residents from Ward 2 responded that they participate in Cultural Events more than residents from other Wards (61.8% compared to 44-49.4%). Residents from Ward 1 indicated that they participate in health and fitness organizations less than residents from other Wards (28.2% compared to 37-45.6%). Finally, residents from Ward 2 responded that they participate in educational programs/organizations more than residents from other Wards (57.4% compared to 32.1-38%).

Assessment of the City's Communication with Residents

Tables 48-50 present cross tabulation data around survey participants' assessment of the city's communication with residents according to Wards they reside in.

Table 48 presents data around how residents rated the City of Greeley's communication with its residents by what Wards participants reside in. Each Ward produced moderate mean scores, indicated that residents across wards, indicating generally mixed to low ratings of the City of Greeley's communication with residents. Wards 1 and 2 gave the lowest mean scores assessing the city's communication at 2.54 and 2.55, compared to Wards 3 and 4 at 2.89 and 2.87.

Table 49 presents data around how satisfied survey participants are with various tools as used by the city to communicate local government and community information according to what Wards they reside in. Rather than percentages, Table 49 presents mean scores given around satisfaction for these tools. Some notable differences include that residents from Ward 2 gave the lowest mean satisfaction score for the city website (2.46 compared to 3.25-3.39). Residents from Ward 2 gave the lowest mean satisfaction score for Facebook (3.07 compared to 3.30-3.41). Residents from Ward 3 gave the highest mean score for Instagram (3.11 compared to 2.85-2.96). Residents from Wards 3 and 4 gave the highest mean satisfaction scores for online news sources (i.e., the Greeley Tribune) (3.29 and 3.24 compared to 2.87-2.94). Finally, residents from Ward 3 gave the highest mean satisfaction score for direct mail (3.27 compared to 2.94-3.09).

Table 50 presents data around the likelihood survey participants are to use various methods to get information about city government issues, city services, and programs according to what Wards participants reside in. Rather than percentages, Table 49 presents mean scores given around likelihood for these methods. Some notable differences include that residents from Ward 1 gave the lowest mean score for the city website, although all were still relatively high (3.24 compared to 3.99-4.04). Residents from Wards 2 and 4 (1.88 and 1.89) gave lower mean likelihood scores for using Instagram than residents from Wards 1 (2.24) and 3 (2.23). Residents from Ward 1 gave the highest mean likelihood scores for using a mobile app than residents from other Wards did (3.00 compared to 2.66-2.79). Residents from Ward 1 gave significantly lower mean likelihood scores for using direct mail than residents from other Wards who each provided relatively high likelihood scores (2.69 compared to 3.27-3.42). Residents from Ward 2 gave lower mean likelihood scores for using the online Tribune format (2.93 compared to 3.10-3.25). Residents from Ward 4 gave higher mean likelihood scores for using the print Tribune format than residents from other Wards (2.70 compared to 2.30-2.43). Finally, residents from Ward 4 gave lower mean likelihood scores for using NextDoor than residents from other Wards did (2.21 compared to 2.55-2.78).

Residents' Preferred/Desired Methods of Communication with the City of Greeley

Tables 51 and 52 present cross tabulation data around survey participants' preferred/desired methods of communication according to which Wards they reside in.

Table 51 presents data around which language participants prefer to receive information in by Wards. The vast majority of survey respondents maintained that they prefer to receive information in English, with only 1.1% preferring Spanish for Ward 1, 2.8% preferring Spanish in Ward 2, and 1.4% preferring French in Ward 2. However, it is important to note that this section of data is likely particularly skewed due to the skewed demographics of survey participants.

Table 52 presents data around the preferred ways survey participants would like to express their opinion by which Ward participants reside in. Some notable differences include that residents from Ward 3 do not prefer to use neighborhood meetings to express their opinion as much as residents from other Wards (23% compared to 31.8-37%). Residents from Ward 3 seem to prefer to use social media to express their opinion more than residents from other Wards (51% compared to 37-43.5%). Overall, across Wards, email, social media, online discussion/form, virtual Q&A, neighborhood meetings, and city council meetings are the most preferred methods for residents of expressing opinions.

Topics/Issues Residents Are Most Interested/Concerned With

Tables 53 and 54 present crosstabulation data around topics/issues survey participants are most interested/concerned with by what wards participants reside in.

Table 53 presents data around What topics survey participants are most interested/concerned with regarding city government by what Wards they reside in. Notable differences include that residents from Wards 2 and 3 indicated that they are more interested/concerned with service organizations than residents from Wards 1 and 4 (41.2% and 47% compared to 31.8% and 24.7%). Residents from Ward 4 indicated that they are more interested/concerned with economic development more than residents from other Wards (65.3% compared to 51.8-55.9%). Residents from Ward 4 indicated that they are slightly less interested/concerned with non-profit issues than residents from other Wards (27.2% compared to 35.3-41%). Residents from Ward 4 indicated that they are less interested in neighborhood associations than residents from other Wards (17.3% compared to 25-33.8%). Residents from Ward 2 responded that they are more interested in political campaigns/activism than residents from other Wards (41.2% compared to 23-33.3%). Residents from Ward 2 indicated that they are more interested in issues around transportation than residents from other Wards (39.7% compared to 23.5-28.4%). Finally, residents from Ward 4 indicated that they are more interested in issues around public works/infrastructure than residents from other Wards (63% compared to 50.6-52.9%).

Table 54 presents data around what programs/organizations survey respondents participate in on a regular basis by what Ward they reside in. Some notable differences include that residents from Ward 3 slightly participate more in church/religious organizations than residents from other Wards (49% compared to 35.3-39.7%). Residents from Ward 4 utilize libraries less than residents from other Wards (29.6%), and residents from Ward 2 utilize libraries more than residents from other Wards (51.5%). Residents from Ward 1 participate in arts and theatre slightly less than residents from other Wards (34.1% compared to 42-48.5%). Residents from Ward 2 participate in cultural events more than residents from other Wards (61.8% compared to 44-49.4%). Residents from Ward 4 participate in sports and recreation more than residents from other Wards (50.6% compared to 30.9-38%). Residents from Ward 1 participate in health and fitness programs/organizations less than residents from other Wards (28.2% compared to 37-45.6%). Finally, residents from Ward 2 participate in education programs/organizations than residents from other Wards (57.4% compared to 32.1-38%).

Section 3: Qualitative Data – Focus Groups

Focus Group Participant Demographics

**N=16*

Wards Reside In		
Ward 1	2	13%
Ward 2	5	31%
Ward 3	5	31%
Ward 4	4	25%

Race		
White	12	75%
Hispanic or Latino	1	6%
Other	3	19%

Years Lived in Greeley		
0-5 Years	1	6%
6-10 Years	1	6%
11-20 Years	2	13%
More than 20 Years	12	75%

Education Level		
High School Graduate	1	6%
Some College, No Degree	1	6%
Associate Degree	1	6%
Bachelor's Degree	3	19%
Master's Degree	7	44%
Professional Degree	1	6%
Doctorate Degree	2	13%

Throughout the focus groups, participants discussed various aspects around communication and engagement with city government. Areas of conversation included, but were not limited to:

- Assessing and evaluation how the City of Greeley Government currently does with communication and engagement with city residents
- What types/modes of communication work and what types/modes of communication does not work
- Important issues/topics that Greeley residents are concerned with and whether or not the city does an adequate job of representing and communicating them
- Supporting the diversity and unique aspects of the Greeley community
- Suggestions around methods of improving communication and citizen engagement

The following is a summary of key findings and themes that emerged throughout the focus groups. Key findings

and themes are also supplemented with supporting quotations/excerpts from focus group sessions. Quotes used are not the only supporting qualitative evidence/data for the findings and themes presented in this section; rather, these quotes were carefully selected to help illustrate what focus group participants had to say regarding these topics and issues.

Communication is a Two-Way Street

Throughout the focus groups, many participants discussed and asserted how communication with the city, just as communication in other modes and forms, is a two-way street. That is, communication often has to come from both sides, the city and the citizen(s).

Motivation

A key piece around city communication is motivation. That is, for effective communication in most circumstances, there has to be a level of motivation within residents. Residents widely maintained that the city has resources and modes of communication, but residents have to be willing and wanting to seek out information and communication avenues.

“They’re not forcing communication on the public. If you want to know more, you can access that information. Greeley does not withhold information from what I see...So, I think that communication has been out there. However, that being said, I think a person who doesn’t want to know anything about it can live a sheltered life in the city.”

Generally, participants maintained that the website and other materials available are indeed good and provide quality information. However, the issue is that people need to be motivated and remember to seek these resources and information out in a timely manner.

The key question around motivation for bettering communication and engagement within a city and between a city government and its residents is how to get unmotivated, and traditionally unmotivated or excluded, people and groups invested and wanting to engage. This is the central issue. There needs to be both short-term and long-term solutions, and that is what Section 3 around focus groups highlights. How does the city get people to engage *initially*? What will make unmotivated individuals start to engage with the city?

Residents have to find their preferred methods of communication with the city, but residents have to have some sort of motivation to seek out information. Additionally, methods and modes of communication with the city also have to be accessible, readily available, and promoted better.

In the following sub-sections, more information is provided and presented involving specifics and details around these assertions.

What Works and What Does Not Work with Communication

Focus group participants were asked, when it comes to their experience and perspective, what methods of communication with the city works for them and what does not work.

Social Media and Emails

For those that use social media, social media is an efficient and effective mode of communication.

“Well, I think one of the main sources that a lot of, one of the tools that a lot of people are relying on is social media...But if we wanted to reach and demographically, we want to try to broaden our outreach and try to reach all age groups. I think the most success we’ve been seeing today is to the social media, because people are tuned into the social media...I agree that the social media has been really helpful.”

“I have been getting a lot of my communication through social media...So, I follow the city’s Instagram account. And so, I’ve been able to learn about what it’s, you know, happening and announcements through that. So, primarily I use social media to stay up to date on current happenings with the city.”

Social media is an effective communication tool, especially with more and more people being integrated and inundated with social media and technology over the course of the COVID pandemic. It is also an efficient way of rapidly communicating. Social media is so effective for some residents that for them, and even for those who do not primarily use social media, many believe social media outreach should be expanded, promoted more, and given more attention and funding.

We have social media outreach, Facebook, Twitter, radio PSA’s to our codes on our streets, but all of the above are all based on budgets and costs. So, I think that’s one thing that comes to mind with me as we start looking at either improving on what we have or adding to what we have can we build on some of those resources expanding our web page and utilizing more of our medias and signage and definitely social media.

Expanding on and improving social media outreach is highlighted further in the “Suggestions on Methods for Improving Communication and Citizen Engagement” sub-section in following pages.

Another widely expressed mode of communication that is effective for residents is that of emails.

“I think if people get connected to the email list serves those work well, but I mean, I’ve lived here my whole life and I didn’t know about them until this year. So that’s a part of it.”

Several participants stated that opting into email lists can be very effective in receiving city information, but the issue is making this widely known and consistently distributing these emails (highlighted further in the “Suggestions on Methods for Improving Communication and Citizen Engagement” sub-section in following pages).

Physical Outreach

Social media works for people who use it. However, even for the people that use social media, there is a desire for more physical outreach and physical media.

“I can certainly see how for folks who aren’t on social media there needs to be a variety of different communication channels.”

Types of physical media, communication, and outreach that residents stated are or have been particularly useful and effective are mailers, the Greeley Tribune, pamphlets, door hangers, information attached to necessities/other deliverables such as utility bills, and using events to distribute information and types of physical media just mentioned.

“I also have appreciated some of the mailers that the city has sent out. I’ve received a few on the Terry ranch, like water project have received some in the past on, you know, like keep Greeley moving.”

With the kinds of physical information that works for people, such as the Greeley Tribune, city information attached to utility bills, and mailers, residents feel that this has been scaled back. This is highlighted later in this section as well.

“Well, and of course the city doesn’t have much control over what happens to the Tribune. So, I mean, other than the fact that it’s, you know, it’s diminishing in terms of how often it communicates and what it has in it, and that sort of thing, it’s not as good as it used to be by any means, but that, that is a priming that used to be our primary source.”

“I prefer to get the information in the print newspaper, but I understand that city is not in charge of what the Tribune is going to print. And that’s significantly declined over the last two years, which leaves the city in a position to figure out other ways. The emails I get are helpful. If I read them the mailers work as well.”

Other respondents maintained that television is lacking more now in terms of prevalent, useful information around city functions and city information.

“Well, I will say that I do look at channel eight because we use that for our candidate forums and the city. The people who’ve done that in the past have been really, really good, but I look at that and there’s not much information...I mean, channel eight could be as a good resource because you know, you’re going to get people watching it...”

Overall, sentiments around different venues and modes of communication consist largely of disappointment in that more traditional forms of communication do not cover city information, such as city functions and city politics, as much or as well as they used to.

“Once in a while, they’ll, there’ll be a really insightful article by one of the reporters and they’ve done a good job of really giving a lot of space to some stories, but generally, I’m losing the opportunity to find out what’s happening in the city.”

Without social media, most respondents, but especially older residents in particular, maintain that information pathways for them have decreased/are lacking.

“I used to always get mine through the water bill. So, I used to always know the happenings they’ve kind of scaled away from that point and notice I’m not on social media, just an option that I choose not to do. And if it wasn’t for my child in college to let me know about the Greeley cleanup, I wouldn’t have known that that’s happening on the 23rd because that’s solely on Facebook and things that I’m not on. And we live in a predominantly retired elderly neighborhood and none of them had any clue, either. So, I just think that mailers probably are the best way. Just still, especially with the water bill, if you’re still receiving that, even if you go electronically...They could help us out letting us know.”

Overall, a particular focus group participant summarized others’ similar sentiments in that the city and different modes of communication has “got lazy” with social media overreliance.

“And I just think they got lazy. They totally got lazy. They just started like, ‘Hey, we’re just going to go on social media.’ And it started like 2010. I started noticing less than less people showing up. There weren’t so many board meetings anymore, except when they were wanting to get reelected, then you see them come out.”

Overall, where social media is effective and needs to be expanded, improved, and targeted more, residents hope the city will not neglect physical outreach and more traditional methods as well. There is a resounding need for improvement with these physical and traditional sources of outreach and communication.

Hybrid Model for City Council Meetings

For City Council meetings, there is a strong desire for more in-person meetings as we integrate and come out of COVID-related restrictions. Additionally, now that many people have figured out how to access and use technology such as Zoom and YouTube more effectively, there is also a strong desire to *also* stream City Council meetings over Zoom and YouTube even when in-person meetings begin again.

“I like the zoom meetings because I don’t have to go to the meeting to watch. We don’t have the channel to watch it on our television. And so, I’ve liked that. I hope that kind of a hybrid with the zoom or the internet, YouTube, will still be available once it’s safe for them to go back to face-to-face meetings.”

"I really like that the ability to access city council meetings. And I also hope that a hybrid continues out of COVID. I think many things in the world will change to a hybrid or COVID. I welcome the virtual format and virtual meetings...I work full time in another County. And, you know, if there wasn't evening where I did want to speak on an issue to be able to do that, virtually would just be really nice. And I wouldn't have to worry about making it to a meeting in person on time. So, I really appreciate that."

Holding meetings over Zoom and YouTube, as well as in-person, increases accessibility, and this should be advertised extensively to the community.

Issues Participants Care About – Are They Being Addressed and Communicated?

Focus group participants were asked about city issues they cared most about and whether or not they feel these issues are being addressed and communicated effectively. Although issues mentioned were often varied and even sparsely discussed, respondents mostly focused on the latter half of this question; whether important issues and topics are being adequately addressed and communicated.

More Communication from City Officials on Processes, Thoughts, and Deliberation BEFORE Action is Taken

Focus group participants widely expressed the desire for more communication from city officials around issues. Residents have a strong desire for more effective and efficient communication from and about city officials on processes, thoughts, and deliberations *before* action is taken on issues.

"I think there's very little knowledge of the city's actions or opinions in that realm. I think the community doesn't know enough about what [the city and city council] is doing."

Residents want more information on Internal city functions, managing, and planning, not just after the fact.

"I'd like to see an improvement in communication between the city council and residents, because I often hear about issues that have been either approved or not approved or whatever by the council, after the fact."

This allows people to understand the thoughts, deliberations, and processes that officials are having and conducting. That way, residents will be more likely and motivated to get involved and voice their opinions, possibly in more constructive ways as well. This promotes more cohesiveness, collaboration, and transparency.

"And yeah, so I'd really like to have that kind of communication maybe through the newspaper announcing, you know, talking about different issues that the council is dealing with before they deal with it. So that if I have an opinion on that, I know to go to the council or the council members and let them know."

And as noted above, respondents believe that city information around issues, functions, and processes are not being communicated across other sources as well, which works to exacerbate this issue of a perception of a lack of communication with and knowledge around city officials and decision-making.

"Once in a while, they'll, there'll be a really insightful article by one of the reporters and they've done a good job of really giving a lot of space to some stories, but generally I'm losing the opportunity to find out what's happening in the city."

"Well, I will say that I do look at channel eight because we use that for our candidate forums and the cities, the people who've done that in the past have been really, really good, but I look at that and there's not much information, you know, they'll show a picture of each of the city council people and that's it...I don't think the city council meetings show, they used to be shown on channel eight. I don't know if they are still."

Overall, residents want more "background" information around city functions, issues, and decisions more efficiently and not just after decisions are made, "to lend the city's perspective and lend the city's ear."

Diversity: Supporting and Representing

It's not just about diversity. it's not just about demographics and data. What the focus needs to be on is a common sense of belonging, unity, and community connectedness. The need to feel welcome is a key notion expressed across focus groups. How do we

support this through communication and engagement, as well as through city government structure?

Supporting Diversity through Communication and Engagement

Many focus group participants highlighted the need for more consistent and encompassing translations on the city's website and city materials that are distributed.

"And so that's a real big question when it comes to access, do people have that same type of access? And I hear everyone on this panel talking about the challenges of them getting the communication, and we've all been in this community a long time. We've all been involved, and we're challenged. Now, imagine you're newly arrived. You're from a refugee camp, your parents only speak, you know, they're mono-lingual, Burmese or Somalian...And I feel like that gap is still there and there's no one doing that work."

There was also a wide agreement amongst focus group participants that there is a need not just for English and Spanish alone, but rather the wide range of languages present in Greeley.

"I think the other thing we have to think about too, is when there are announcements or things that come from the city, are those things translated? We've seen, you know, we have a high population of Spanish speakers here and not even everything is translated into Spanish, much less all of the other languages that we have."

This does present an issue of funding, resources, and time that would need to be spent on this, and most respondents did understand this concern as well.

This issue around language translations and representations goes to a sense of belonging and welcoming for all citizens. Focus group participants asserted that the city needs to make all citizens feel welcomed *first* through language representation in city materials and city events.

"And I'm thinking a little bit about the sense of belonging as well. And just thinking like, I don't know how it works when, you know, if you're contributing, if that's what gives you a sense of belonging. And so, or if it's being welcomed in with, you know, the prioritized language and the prioritized food, and like, you know, some of those sorts of cultural norms, or if it's a

combination of both...But, you know, just when people are invested in something and they feel like they belong. And also, if you're going to be going to a new event and you see your language and your food and your people represented then that, and not as an afterthought, but as an inclusion, as an intentionality, then that you know, that you know, that you're wanted and that this is a, a place for you."

The key part to highlight here is the notion of making people feel welcomed and aspects of their culture, such as language, feel included "*not as an afterthought.*" It takes being proactive as a city government through continual reassessments (also included in the "Suggestions on Methods for Improving Communication and Citizen Engagement" sub-section in following pages), such as surveys/focus groups/projects like this.

Inclusion and welcoming through city events generate a greater sense of belonging across the community and diverse populations. Language and cultural inclusion have already been noted. The "Citizens Academy" and the "Welcome Wagon" were cited examples of ways of helping to welcome citizens into the community better as well.

"I think a big step is making sure that citizens actually feel like they're part of Greeley. Like they're welcomed. I don't think that happens as often. I know that I had done the Citizens Academy. I don't know if that's still something that the city puts on, but that was an amazing way to learn about our fire department, our police department boards and commissions, how the city council works. And that's actually how I learned about a lot of the boards. And that was my first step in being on a board. So, the Citizens Academy I thought was an amazing experience."

Supporting diversity through messaging is also a key aspect discussed throughout the focus groups. Beyond translations, respondents offered ways in which the City of Greeley could support diversity through different types and formats of messaging. A popular example offered by participants was providing short videos highlighting people/citizens that could be posted on the Greeley website and social media pages, just as the City of Fort Collins does for instance. This could include business owners, organizations, artists, etc. This would allow for messaging and communication to be creative.

“When you go to the City of Fort Collins’ website, they have videos on there of different people from different backgrounds and their stories and how they contribute to Fort Collins. When it comes to the business sector, they have someone who has specifically gone out to Latino-owned businesses to find out how they got started, what part of a country they’re from, how can we help them more, how can we communicate and get resources, what are some of the things that they need as a Latino-owned business. And we have nothing like that here. Our city doesn’t do it, our chamber doesn’t do it. And so, when you talk about this outreach, it’s like, whatever you would do for this businessperson, you should be doing for that businessperson. And if you’re not, then that sends a clear message of who you value and who you want at the table and who you want to hear from.”

These kinds of short-form videos highlighting Greeley citizens would help to celebrate Greeley’s unique backgrounds and diversity that make up the city community. These also can serve to provide information regarding different businesses/areas/subjects and issues in the city, not limited just to businesspeople as cited in this example.

Targeted efforts, organizations, and inclusion events like this are what can help better generate a sense of belonging, and in turn, greater engagement and more effective communication.

“I think another thing we have to remember is that it’s very easy for the group who currently is in control to think, ‘Well, we’ll do a nice thing. We’ll invite them to participate with us, the other group to participate with us.’ But they’re asking them to come in and join what they’re doing in their way. And I think now we’re being very welcoming when the reality is that what they need to do is go in and say, ‘What are you doing? And how can we help you and work with you to improve what it is that you’re trying to do?’ And, you know, we talk about diversity. Well, diversity is here...What we need to focus is less on diversity and more on establishing belonging. And that’s what we’re not creating. We’re not creating a sense of belonging that people can belong wherever they are and do the things, whatever they’re comfortable in doing. And they can feel that they belong there.”

Representation and Positions within City Government

A structural concern consistently brought up by focus group participants was the diversity and representation

within the city of Greeley government itself, particularly with elected and appointed officials.

“I really do think that our city council is not the face of our community any longer.”

“And when you look at the people that actually worked for the city, the amount of diversity that’s actually there does it reflect our community at all. And so, I think that’s another point that the city has to do is making sure that they’re hiring people that really reflect the community and can offer that additional expertise on how you reach out to different communities.”

It’s not just the city council that focus group participants identified as having a representation issue. Participants also pointed out that city boards and commissions are not representative of the wider, diverse population of the Greeley community either.

“I think it would be good for the city to take a look at just the diversity on city boards and commissions, full disclosure. I sit on a city commission, so I am already an involved person in the city, but I can say that out of the two years that I’ve sat on that commission, it’s very white. And so not reflective of the Greeley community at all when we’re looking at diversity...I mean, the city boards and commissions are there for resident input and for residents to help guide, you know, different aspects of things going on in the city.”

In order to adequately, fully, and sustainably support the diversity in Greeley, the city government should reflect the city’s demographics. Focus group participants maintained that the city council and city boards and commissions do not.

Focus group participants discussed ways in which to promote diversity within elected and appointed city official positions. This includes advertising boards and commissions more, especially their openings when available. By this, participants especially mean *targeted and ground level marketing* to specific neighborhoods (this is also discussed in the “Suggestions on Methods for Improving Communication and Citizen Engagement” sub-section in following pages).

“You know, I think that it’s really important that, and maybe this is going back to [fellow participant]’s point that the communications office is making a concerted effort to recruit to those city boards from communities

of color, from the LGBTQ community. Like, I don't know that that's really happening. I found out about the board just through the city web site. And then again, Instagram, but again, as you said, there might need to be more of a concerted effort from the communications office to do outreach to diverse communities in the city".

Additionally, some focus group participants gave the idea of the city establishing an actual, formal diversity position in the city government, such as a "Diversity Coordinator" or "Diversity, Equity, and Inclusion Coordinator."

"So, if it's not costly, I would say, but definitely do need somebody in charge of diversity."

"And so that's the expert in our organization that we can go to, to make sure that we are trying to, you know, fill those gaps of what has been happening, you know, generation after generation in all these different systematic entities that we have within our communities. So, it really is putting a salary position in there to really intend you to do that work and have a plan versus just having an event here or a celebration there or an acknowledgement at a city council, you know, meaning it. It really is somebody that is there to help continue the work on an everyday basis and really is mindful of what that feels like, how that should be directed, and how to have those tough conversations, who to bring to the table and how you really make that change."

Some participants built upon this idea, maintaining that this ought to be a formalized department within the city, not just a single position, as well.

Finally, some participants offered the idea of the city conducting an internal audit/study of city boards and commissions to examine the representation, or lack thereof, across city government positions.

"I just think it would be good for the city to take inventory of that. Just to see if the city board membership is reflective of the city as a whole, from a diversity perspective and not just race and ethnicity, but the LGBTQ community."

Overall, focus group participants identified that the City of Greeley needs to support the community's diversity

twofold: through communication and engagement, as well as through city government structure.

Further Suggestions on Methods for Improving Communication and Citizen Engagement

Throughout the focus groups, participants discussed and offered different ways in which they believe communication and engagement could be improved with the City of Greeley. These suggestions are listed, summarized, and explained in the sub-headings below.

Ground-Level Outreach and Marketing

A majority of focus group participants discussed the need and desire for more "ground-level" outreach and marketing.

"So, I just think that the groundwork needs to be done. And I don't know if you put interns or whoever is in charge of that."

By "ground-level" outreach and marketing, participants referred to more physical kinds of outreach (like those mentioned above under the "What Works and What Does Not Work with Communication" sub-section), including pamphlets, door hangers, mailers, and using events to distribute information.

"The only way we knew about council meetings or when our rep was coming was by the little door hangers."

"I also have appreciated some of the mailers that the city has sent out. I've received a few on the Terry Ranch water project, have received some in the past on like Keep Greeley Moving. So, some of those campaigns on road improvement, and that's been really helpful just to have an idea of like the timeline of different road improvements and stuff like that."

Another idea that a focus group participant mentioned, which received a positive response and popularity amongst fellow participants, was that of using city property, such as city vehicles, to advertise a phone number or QR code to advertise getting involved and directing people to the resources available to do so.

"I guess we see city of Greeley cars and trucks all over the city, and they identify themselves the City of

Greeley. But if there could be a magnetic sign or some other logo put on the cars to invite the public to talk to them, or to invite them to go to a phone number or a website to give their feedback or ask questions or something like that.”

Overall, there has to be easier access to communication and *awareness* of resources and where to go for city information. Essentially, there needs to be more outreach, not just engagement, expanded with the types of physical and ground-level outreach mentioned here, such as pamphlets, door hangers, mailers, etc.

Improving Educational Component

More outreach and marketing, not just “engagement,” is also relevant to another widely discussed topic in the focus groups. This is of increasing and improving the educational component around getting involved with the city, meaning better informing and educating the public on ways in which to receive information and communicate with the city and city officials.

“I think one thing that comes to mind with me, and we have resources available, but how are we rolling out to the community? Can we improve the educational part of it and get that message out? Here’s where you can directly contact the city, and here’s the resources that we have to find information. I think there’s areas of improvement on how do we get that message out to people so they know how they can directly either contact us or what resources are there for them to do their investigations.”

“But I think part of that education as that outreach starts to happen would be a good thing to do. And it’s gonna need to be a continuous process because you know, somebody may not be interested in it today, but three months from now, all of a sudden that becomes a focal issue and they need to find out.”

It is great to have resources, and the resources available are helpful and can often be effective. However, resources are registered inert if citizens do not know they are available.

“The city needs one or two more people to really be able to reach out because basically it’s a marketing piece and marketing to not sell something to the community, but to inform the community. So, you know, we’re not selling something, we just need to let you know. And I can’t sit down and talk about how

much of that is out there, but I know that the department put up programs all the time that are open to the community and you can’t, people don’t know, you know, it can go out on Facebook, but if you’re not on Facebook, you don’t see it. If you don’t get the city email, you don’t see it.”

Participants overwhelmingly asserted that there needs to be more investment into telling people how they can get involved, receive information, and communicate with the city and city officials. Perhaps this can also be done by connecting and collaborating with city organizations and community leaders as well.

Attaching City Information to Necessities/Other Deliverables

Another commonly introduced aspect of communication and engagement, related to both ground-level outreach and the educational component, was that of attaching city information to necessities/other deliverables.

“A lot of times when people say water bills, well, I get my water bill online and I go there, and I pay it. And if there’s something I’m supposed to look at, other than my amount that I paid, I don’t know what it is. So, you know, bill inserts used to be a really cost-effective to do things like that, either through Atmos or the city or whatever.”

The most widely mentioned example that participants appreciated and found very effective was including city information and outreach along with their water bill. They mentioned that this has been done in the past but has been scaled back.

“I used to always get mine through the water bill. So, I used to always know the happenings they’ve kind of scaled away from that point and notice I’m not on social media, just an option that I choose not to do...So, I just think that mailers probably are the best way. Just still, especially with the water bill, if you’re still receiving that, even if you go electronically, they do tend to let you know about the Terry Ranch water deal. They have no issue sending that out, but other pertinent information for the community should also go out. I would say, quarterly, they have these dates a year in advance.”

Other cited examples around attaching city information to necessities/other deliverables included bulk mailings

and being more directed with providing city information at events and with organizations.

Connecting with City Organizations and Community Leaders

Focus group participants often expressed that they would like to see more partnerships between the city and community events, and that this would be an effective and targeted way to communicate and reach out to residents.

Regarding survey distribution for this project, the primary researcher and Communication and Engagement department officials utilized and reached out to a list of organizations. It would be useful to build upon this list and form more established and consistent relationships with them.

City organizations, other than those in the already-used list just mentioned, offered by focus group participants include reaching out to and collaborating with school boards to disseminate information and schedule/structure events.

“So, I would just say, I mean, just even within the school district, you think that you have a lot of the ground covered as far as communication.”

“So, whether that’s through employers like JBS, whether that’s through the immigrant and refugee center, whether that’s through sunrise or the school systems, but trying to work with some of those places that are directly connected to some of the different communities here.”

Another respondent mentioned using the Farmer’s Market as a possibility to better communicate with residents, even underrepresented populations.

“...The Somalis and the immigrant communities that are here, they’re really pocketed away. So, I don’t know how much the city is doing to help them know what’s available for them. One thing that I haven’t mentioned that I do think has been great is the farmer’s market...And then that’s, that’s a wonderful method that the city can use for communicating with people. And I don’t, I don’t see much of that actually.”

Another participant strongly encouraged the city to collaborate more and connect more with UNC and

college students, integrating students more into the city, city functions, and city communications.

“I came in originally to UNC and I felt that the connects, you know, all of the resources that you depend on and you want are connected somehow or another to city government. So, I felt that’s very important. One thing also that I’d like to see, and it got better for a while, and I think it is better, but the connections between the city and UNC...I would say certainly around, you know, how the city supports UNC and is how, you know, housing for students, resources for students, transportation, and then resources, you know, ways in which the city can make, integrate the students more into the city...if the city wants to integrate that whole, that population into the things that are offered in the city, then they need to make those kinds of activities.”

There is a common sentiment amongst some city officials and members that it is ineffective or inefficient to try to connect more with college students because students typically leave after 2-4 years, post-graduation. However, this same participant gives a rebuttal to such arguments:

“In terms of thinking that it’s just temporary, but it’s not temporary in the sense that there’s going to be a new batch theoretically every four years, you know what I mean? It doesn’t go away. It may be different people, but you’re still going to have this population that you need to serve.”

They continued with an example of their own connection to the community/city through their previous college experience:

“I was at the University of Minnesota for a while in graduate school, and I felt that I was integrated into the community and knew what was going on in Minneapolis and St. Paul, and I don’t know how much students get information on campus about what’s going on in the city. Because they probably don’t take the Tribune. So, I don’t know what other means of communication, other than now digitally, how the city reaches out to those folks.”

Additionally, several focus group participants discussed collaborating with community and neighborhood leaders and stakeholders.

“If you have those people who are community leaders, because several of, you know, I think often the

community leaders at this point are competent in both languages. And so, if they're able to participate, then that's a good in road."

These participants also discussed connecting to specific community organizations that work directly with community and neighborhood members.

"I don't know if this is something you can do or not but reaching out to the immigrant and refugee center...because those are people from the various communities who try and connect folks to the different resources."

A particular example given of connecting with community and neighborhood leaders and organizations is with trying to connect with faith leaders and churches/religious organizations.

"In terms of like reaching out to leaders in the community, I think what you mentioned of faith leaders, that's a great idea."

"This is kind of tricky, but a place where people gather is in churches. And I don't know how much the city works with churches to get the word out on, you know, things that are happening."

Partnering with city, community, and neighborhood organizations could serve as beneficial entrees into specific, targeted, and underrepresented populations that the city is trying to target with communication and engagement.

Community and Neighborhood Events

Focus group participants stated that using events across Greeley, such as the Greeley Stampede, Friday Fest, and the Jazz Fest, to include information and outreach can be effective, but they would like to see more events, especially smaller, more specific or community/neighborhood-centric events as well. This is particularly pertinent with untargeted/unrepresented areas of the city.

Participants maintained that events such as these could include and be a part of marketing campaigns to "actually celebrate Greeley and make a big deal out of it."

The kinds of neighborhood and community events participants mentioned include block parties.

"And every once in a while, we'd have a request to have our street walked off and we'd have a block party where you'd got to start having a relationship with the people who live right next door to you or a block away. And there's nothing better than that because that's where you get diversity. You know, people live everywhere, and they just don't talk to each other, even if they're in the house next door, across the street or whatever. And I think we have to also reach at that level if we want to build community."

Participants mentioned that the city would, in the past, provide incentives and support for holding block parties.

"But Greeley has reached out in the past. And in fact, they even gave you \$25 to help put the party together. And they came out and they delivered the barriers to the block off your street. And then, so they know how to do that, if they could get interested in doing things like that."

Also, with these kinds of community and neighborhood block parties, participants discussed how city officials could, and have been in the past, be involved. This creates a greater sense of connection with the city and city officials, bridging a disconnect that stifles communication and citizen engagement.

"And as part of that, they also had a police officer who would go to all of those and talk to the people and talk about maybe building the neighborhood watch and, and those types of things...And of course, all of that in the last year, year and a half, you know, all went by the wayside because of the pandemic."

"And one thing that they really scale back that we had police substations throughout all of Greeley and those law enforcements really got to know the community and they'd say, Hey, we're going to have a city council meeting."

Participants also mentioned that it would be incredibly beneficial to have not just police officers, but also city council members and city board and committee members attend and participate in these kinds of community and neighborhood gatherings and events.

"You mentioned just one more thing that we haven't been able to have for over a year, but maybe in a couple of months, and that's neighborhood meetings

when city representatives have come to our neighborhood meetings, it's been wonderful...And specific to our neighborhood issues, of course. But also, when they have, when we've had those meetings, they've talked about broader city issues. We were able to have conversations and I think they're wonderful."

"And sometimes there's more to it than just the exact topic that you're looking at...And something that gets missing when you don't have those kinds of meetings is networking opportunities...And that just has dried up. You know, you don't get that out of zoom meetings."

Overall, a majority of participants have a desire for more neighborhood and community events, such as block parties, not just wider events like Friday Fest, the Greeley Stampede, or the Jazz Fest. Participants want these kinds of neighborhood and community block parties to be supported by the city, including structural and financial support/incentives. Through these events, participants want to see all kinds of city officials (i.e., city council members, boards and commissions members, police officers, etc.) brought in and included to create and promote connection in and throughout the community.

Personalization and Connection with City Officials

Many focus group participants discussed a lack of personalization and connection with city officials. Participants stated that they are missing the "people connection" with city officials. COVID has exacerbated and illuminated this, but it did not cause it. Participants maintained that this has been an issue for some time.

"I think it's harder to know who's at the city anymore because we don't. I like the people connection. And I don't see that much."

"Well, I have a thought that it would be great if Greeley City Council members could reach out to their neighborhoods. You know, it's like, your life is busy, but you usually know the folks in your block, you know, and you have friends that you work with and so on, but to build community. And especially in these times when there's a very divided community politically, and just which trickles down to just everyday divisiveness, I think...And to have that opportunity, and maybe it's bigger than council members, but to go to neighborhoods, you know, because people on the East side maybe don't feel like their needs or their whatever is being heard, their voice is being heard."

There are ways in which focus group participants offered that could help to improve the "people connection" and the connection between the Greeley public and their city officials. One such method given was to hold city council and board/commission meetings out of normal, closed-off meeting spaces in public spaces and in community areas. A participant offered the example of what school boards have done in the past when discussing how this can be effective in communicating with and reaching people.

"I was thinking as [fellow focus group participant] was speaking about their school board. There have been times when the school board has moved out of their boardroom and had their board meetings out in the schools, in different buildings, across town in order to provide that community outreach. And I don't see our city council doing that sort of thing. I don't recall if the city council has ever moved their city council meetings out of that board room with the exception of Zoom, of course."

Another method offered by focus group participants was to have a community spokesperson(s) to communicate regularly with the city council and other representative city officials.

"Well, I guess first thing that comes to my mind, is [in previous roles, themselves] have even actually personally reached out and had a conversation with these individual groups, asking them to be involved with multiple individuals or one person that might be a spokesperson for that group or say if it was a search group of a minister or somebody of authority and brought them on board and get their input, asking them that same question with the different demographics and cultures."

"We have certain roadblocks that we face; language barriers, beliefs, different things that we need to understand because that makes us if we understand those different things that are related to the different cultures, it helps us put together platforms that we will have better outreach to them. We need to understand what they're in tune to so we can focus that information. And so, they understand that they'll get, you know, finding somebody from that cultural group, if it's Hispanic or Somali or, you know, some other cultures to give us some direction to be on board and maybe take the lead in it. And I know that takes

individual manpower, womanpower, and time to do that. But if it benefits that particular demographic, it's certainly worth having more conversation about it."

Another method of connection and outreach offered by focus group participants was that of using social media to connect city officials with residents and constituents. This could look like simple community check-ins and Q&A sessions with community members. This could take place in-person or over Facebook live, Instagram live, Zoom, etc.

"I think maybe the idea of having city officials do like a Facebook Live or Instagram Live periodically could be an interesting thing. I don't think the city's done that, at least not that I'm aware of. So, I think that could be a more laid back and accessible way to get to know city officials and chat with them. Because you can live chat in during that. And so that could be interesting or having Zoom webinars periodically where again, people can like do a Q&A and chat in questions for city officials to answer. So, and for the city to provide updates that way. So, I think that could be interesting. I did attend a few Zoom webinar events that the city hosted over the summer and I thought those were really great and would definitely love to attend more things like that, just because I think it's a great informal way to get updates, but then also learn about city officials too."

This would provide a mode of directly communicating with residents and would promote both connection and transparency across the community. On top of that, this is even more accessible for many people, even younger people, using social media and technology. This also connects with the desire mentioned above around keeping/continuing a hybrid model of both in-person and online with city functions going forward.

Throughout all of these things mentioned around personalization and connection with city officials, focus group participants are widely looking for city council members to reach out directly and be more involved with their constituents. There is an overwhelming desire to build community and connections this way.

Youth Celebration, Education, and Engagement

Several focus group participants expressed how engaging youth and younger generations at earlier ages could help to spark interest and motivation, potentially even long-term, commitment/connection to the city.

"It's almost like having a kid city council or a kid legislature for Greeley. You get these kids in there. And that's what really, I mean, you just talked about building from the ground up, right? Greeley, "Great from the Ground Up." Well, from a people perspective, and a lot of these kids that I've worked with are very good, very perceptive, very intuitive, quick intelligent people that could add a strong voice and would be future leaders in the city."

Other bounced off this idea, offering specific past examples of getting youth and younger people involved in city functions and city communications, such as the Greeley Youth Commission.

"Although one of the things that you talked about was, you know, getting those bright young people that you interacted with...And I don't know how active Youth Commission is anymore. I was actually on the very first Greeley Youth Commission back in the very olden days...I think certainly utilizing that group for communications purposes could also be pretty effective."

"You have a group again, because my last career was with the chamber of commerce, the Leadership Weld County class is composed mostly of young people. So again, it reached tapping into a group like that who are learning to be leaders and learning the background information necessary to be effective as a leader. They could also be used in that communications realm."

This type of ground-level outreach and marketing from "the ground up" regarding youth engagement and exposure around city functions and information could be a powerful and effective way of generating a type of youth commitment and communication with the city, especially with introduction and education early on, such as through things like the Greeley Youth Commission and within schools themselves.

Community "Focus Group" Outreach Events

Some focus group participants offered the idea of holding community- and neighborhood-specific focus group outreach events. This could be over Zoom/online or similar to other town hall-type events where officials could place posters around a room/area and ask participants to write ideas/issues/comments on them.

"In terms of like reaching out to leaders in the community, I think what you mentioned of faith

leaders, that's a great idea. I don't know if this is something you can do or not but reaching out to the immigrant and refugee center and saying, if you can do basically a focus group with their community navigators, because those are people from the various communities who try and connect folks to the different resources. And so, they might have a much better idea of barriers and access points than I would."

"Now the sad thing about it is I just think that they get shoved into a different demographic. And when they're just always glossed over...And I honestly think that a focus group of including each other is just being respectful to one another. That's where you include everyone as being respectful."

Essentially, more of these kinds of specific community and neighborhood focus groups/town halls would promote open discussion with these neighborhoods and communities and a greater sense of connection and transparency. They could also help the city understand the needs/groups/practices of Greeley's diverse communities and populations better.

More Short-Form Communication Format

Some focus group participants offered the ideas of more short-form communication format and an optional email chain to spur communication and interest in city communications/engagement.

Short-form communication formats could include weekly summaries of city happenings, functions, decisions, etc. These short summaries could also include external links that readers can click on in order to receive/read about more detailed and specific information on particular issues they want to know more about.

These kinds of weekly summaries could be online/over technology such as email, social media, and/or the city website.

"Well, personally, I would just like a, an opportunity to have a weekly summary where they said these are the things that are happening. And then I could click on any one I wanted to know more about rather than having to go through and find each of them individually."

"Well, to have a drop-down menu of any sort would be great. If you have something residential, you have something commercial because as a business owner,

there's a lot of things I'm finding out after COVID has gone, that there was a lot of business help out there that I was completely unaware of. So little things like that, that I can click on and I can get business news. I can get residential news. I can get community news, community events, community volunteerism. So, if they have like a dropdown menu that I can click and receive certain menu or certain items from those menus would be awesome."

Others included that these kinds of short-form content/outreach could be provided over mailings as well.

"And then the other thought I had was we still do rely on postal service. And I know it's expensive to mail things, but if there were to be some sort of regular newsletter or this or that, to have a little postcard that provides a summary of where people could get more information about what's going on in the city that lands in their mailbox. I mean, well, every time there's an election, we certainly get things in the mail, but maybe even if it's not an election, we might get some information that way."

A popular example offered by participants was providing short videos highlighting people/citizens that could be posted on the Greeley website and social media pages, just as the City of Fort Collins does for instance. This could include business owners, organizations, artists, etc. This would allow for messaging and communication to be more creative.

"When you go to the City of Fort Collins' website, they have videos on there of different people from different backgrounds and their stories and how they contribute to Fort Collins. When it comes to the business sector, they have someone who has specifically gone out to Latino-owned businesses to find out how they got started, what part of a country they're from, how can we help them more, how can we communicate and get resources, what are some of the things that they need as a Latino-owned business."

These kinds of short-form videos highlighting Greeley citizens could help to celebrate Greeley's unique backgrounds and diversity that make up the city community. These also can serve to provide information regarding different businesses/areas/subjects and issues in the city.

More Dedication to Developing Effective Social Media Outreach and Presence

Focus group participants highlighted how social media can be an extremely effective outreach method. However, there needs to be more dedication and resources allocated towards social media initiatives from the city. Some participants feel that there needs to be younger voices within the city and younger employees, particularly within the Communication and Engagement department around outreach and social media initiatives. This would bring a valuable, fresh, and relevant perspective to the department and communication and engagement initiatives.

“And it may be that it is more use of social media, but that means that you’ve got to have somebody on a team, on the communications team, that is devoted to that social media aspect.”

This could include investing in UNC and/or high school students (connection to previous suggestions above as well) to engage and promote interns on the communications team. This could also spark more long-term investment from younger individuals in turn.

“What I found was the journalism and communications students and finding someone who set up a lot of our social media and utilizing them in an internship format and then encouraging them to stay, to finding somebody with those capabilities and grooming them to be a good communicator for the city, I think is a wonderful way of learning what the communications methods are for right now. What’s tomorrow? What new platform will emerge tomorrow that we all have to learn?”

This participant suggestion of the city giving more dedication to developing effective social media outreach and presence connects to both diversity and youth engagement as well. There needs to be a younger range of city employees in all departments, and especially within Communication and Engagement in order to garner their perspectives and experiences around social media, and in turn to more effectively develop social media outreach initiatives. Participants feel that the city often seems to be playing catch up around social media. The key would be to get out in front of these kinds of initiatives and outreach by employing younger officials within the city. Why are recent graduates and dedicated individuals not more willing or desiring to become members of city government? This means getting younger populations

to also want to be involved in city functions (potentially through the various kinds of suggestions offered in this section on city focus groups).

FIGURES

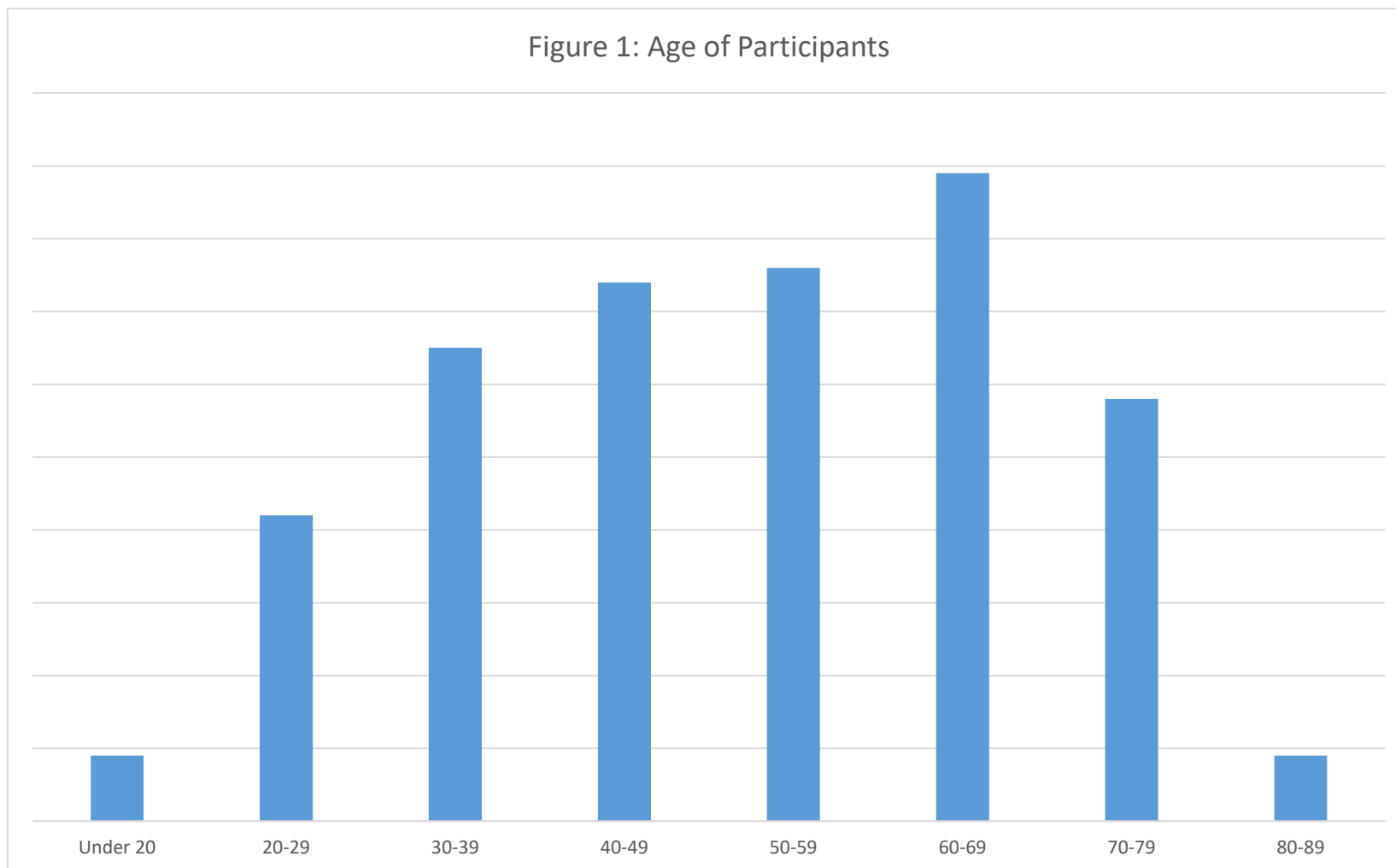


Figure 2: Race/Ethnicity of Participants

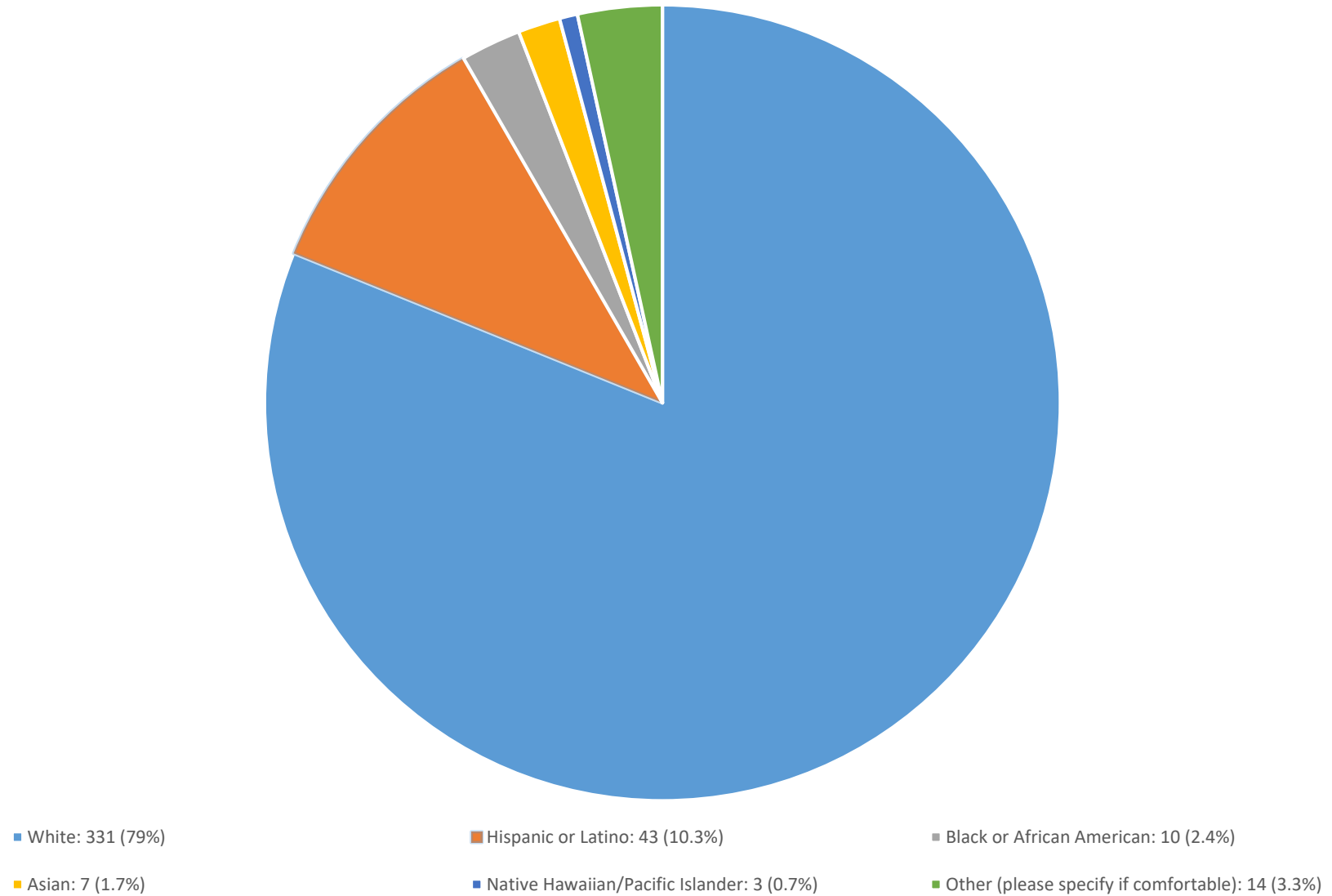


Figure 3: Participants' Level of Education

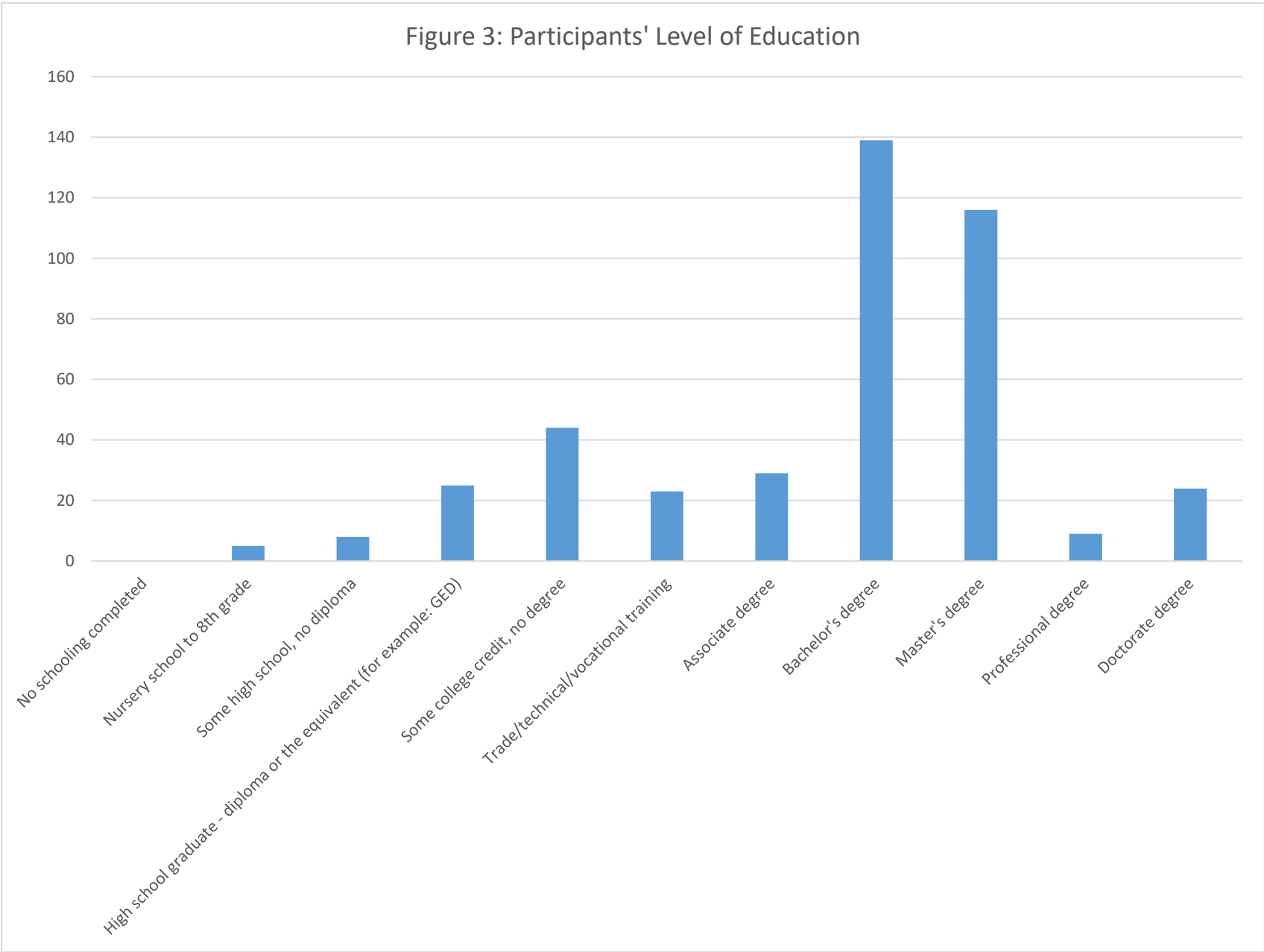


Figure 4: How Many Years Participants Have Lived in Greeley

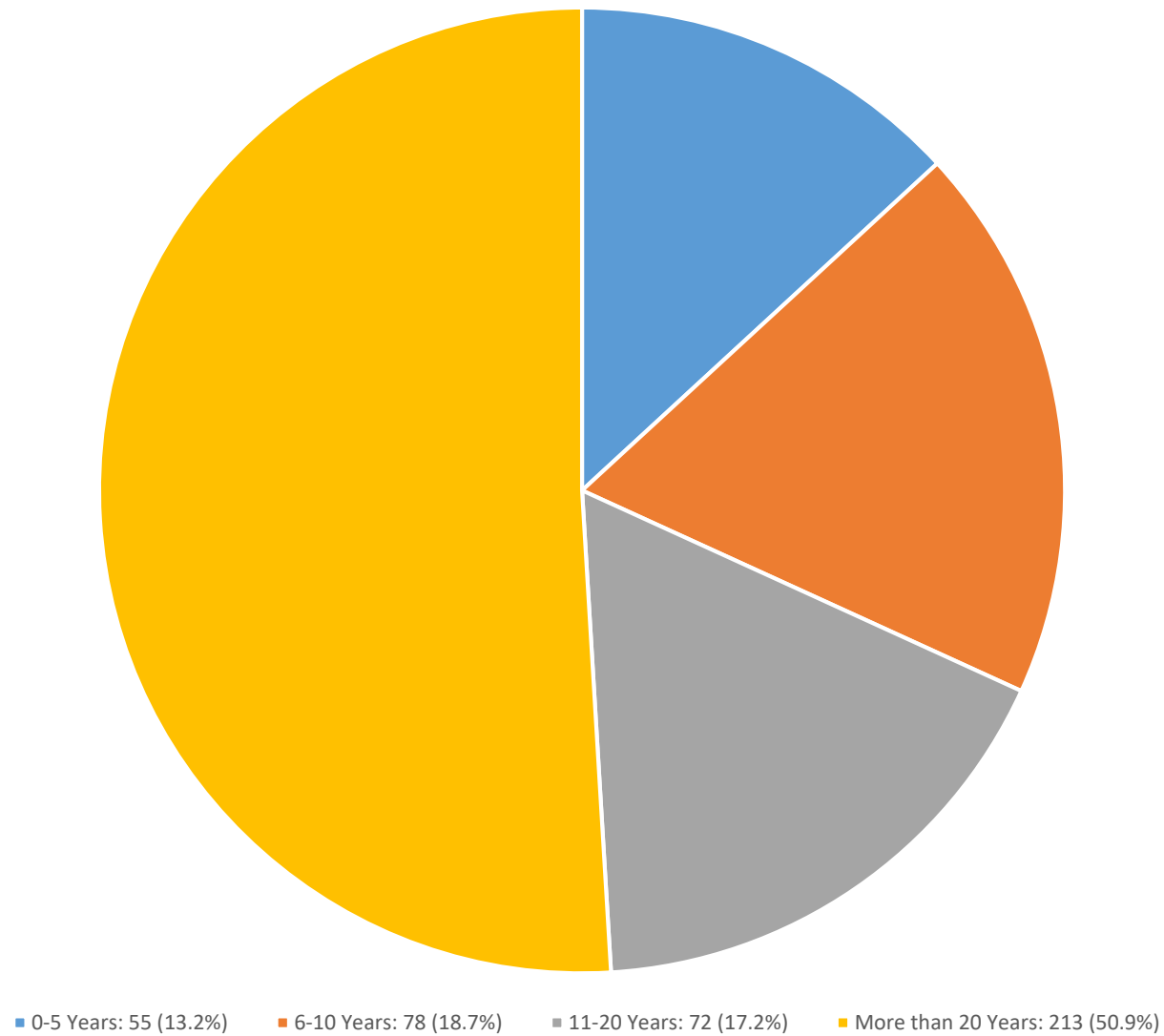


Figure 5: Wards Participants Live In

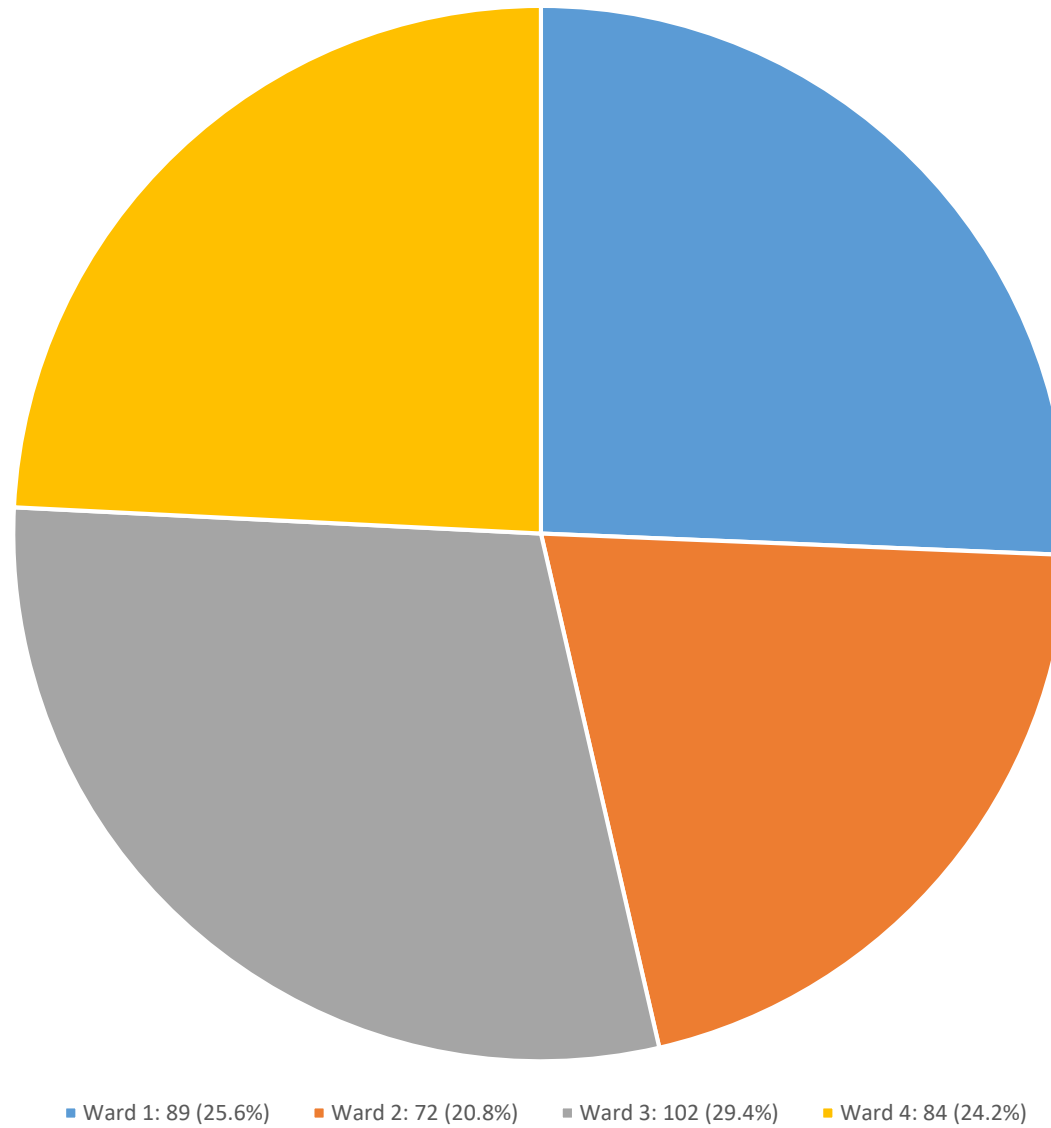


Figure 6: How would you rate your level of involvement with the City of Greeley, with 1 being not involved and 5 being very involved?

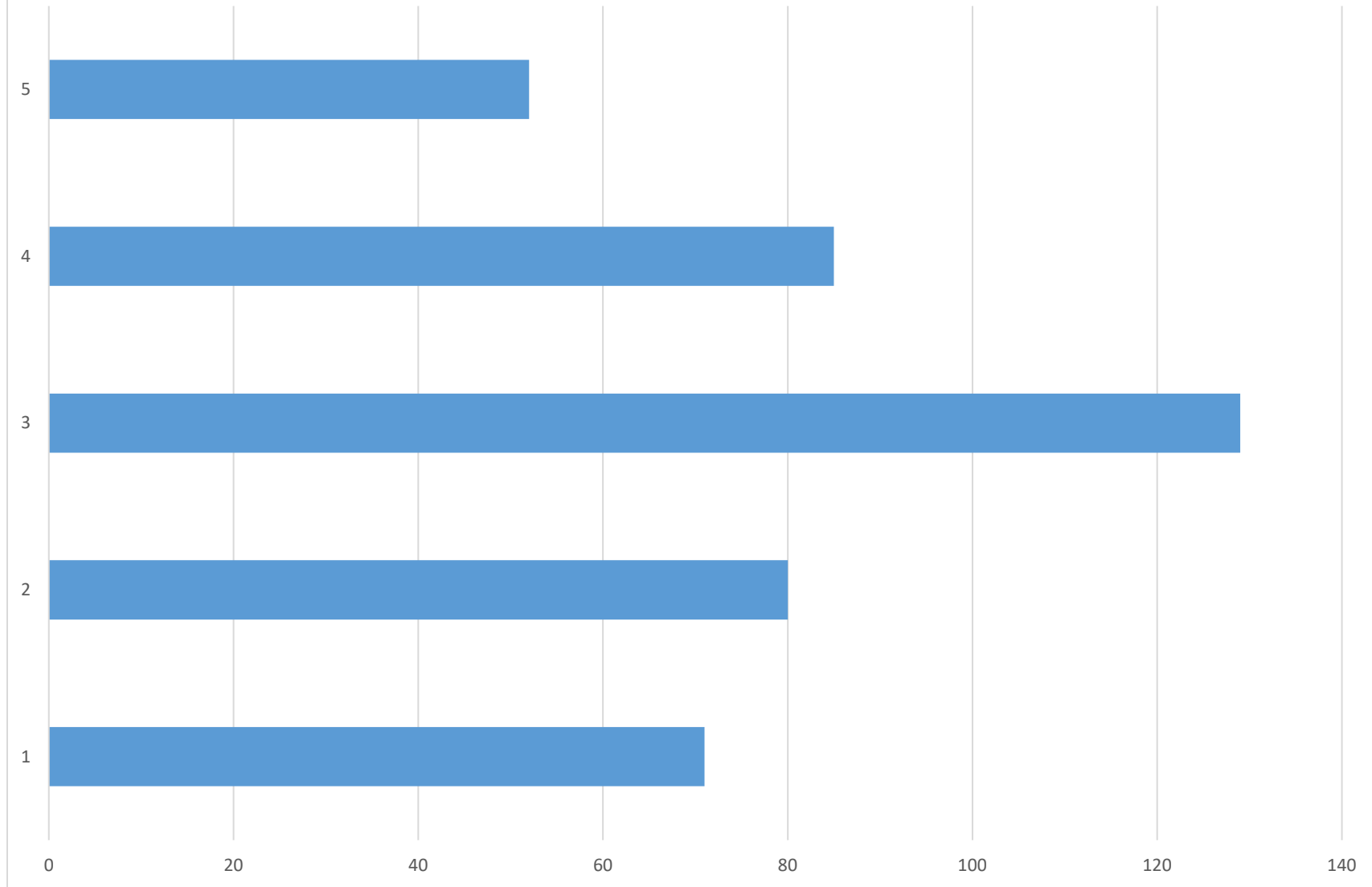


Figure 7: How do you engage with online platforms on a daily basis? (checking email, social media, finding information)

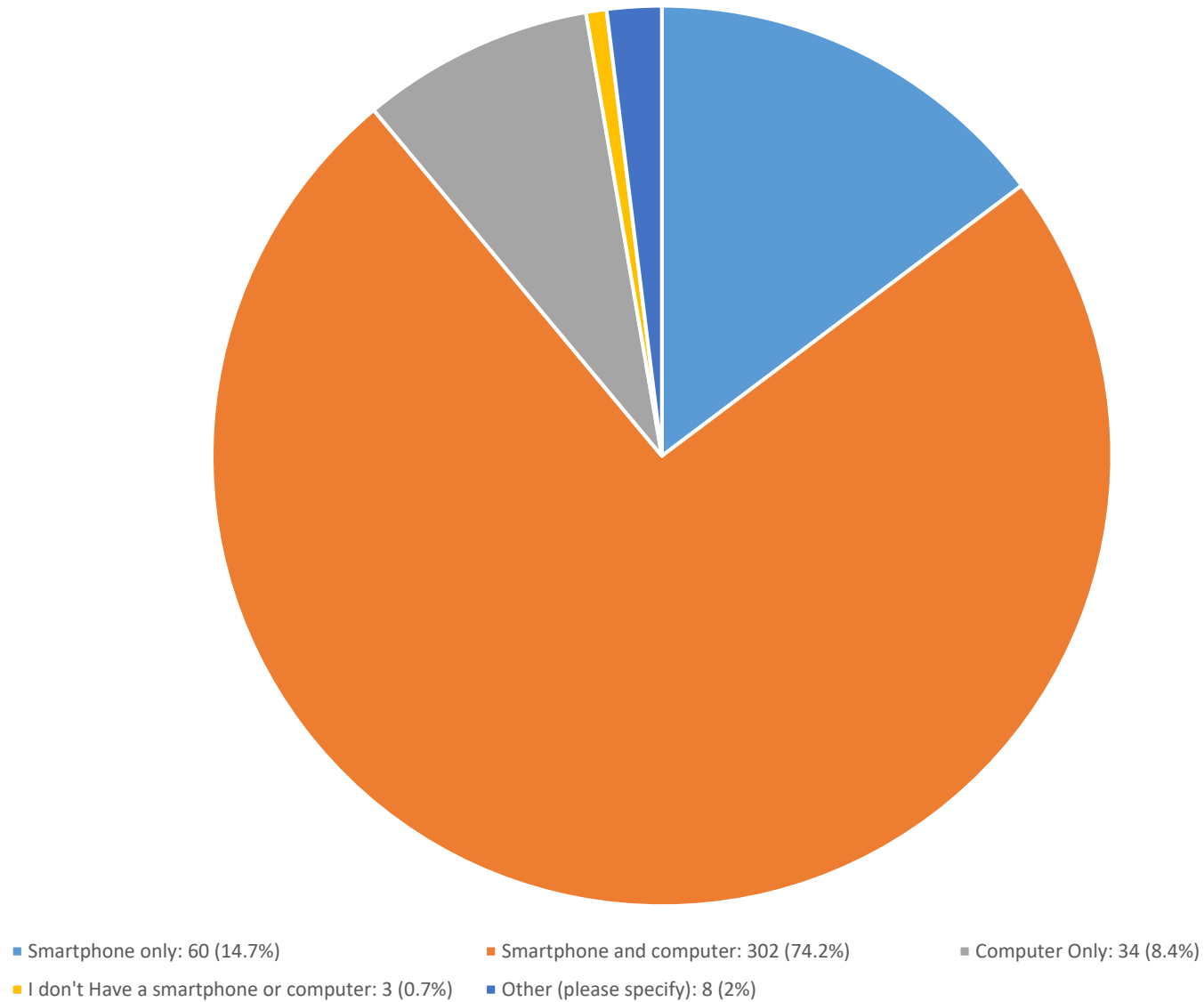


Figure 8: How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?

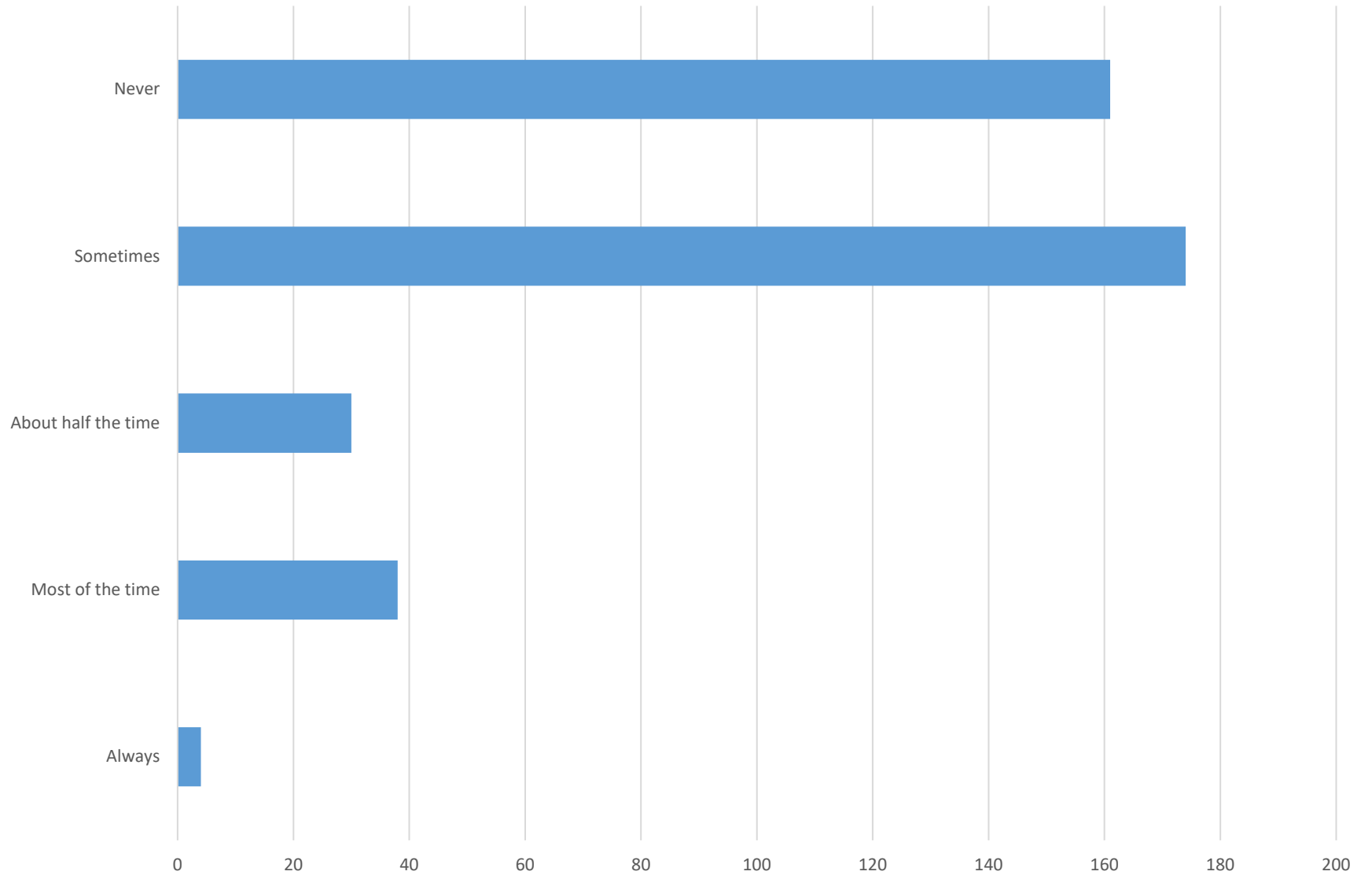


Figure 9: Please select the top 3 tools you use to gather information about city/local government.

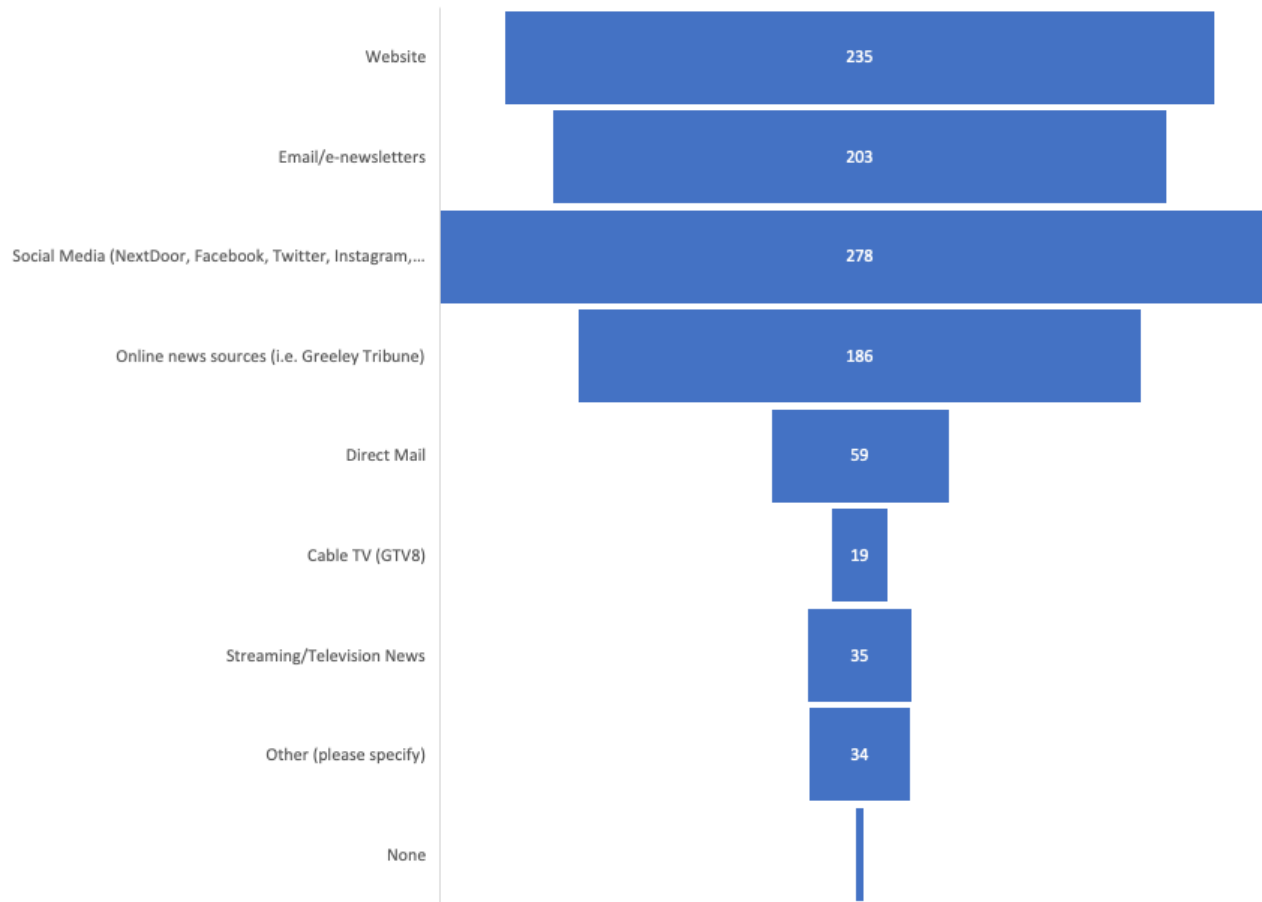


Figure 10: What programs or organizations survey respondents participate in on a regular basis

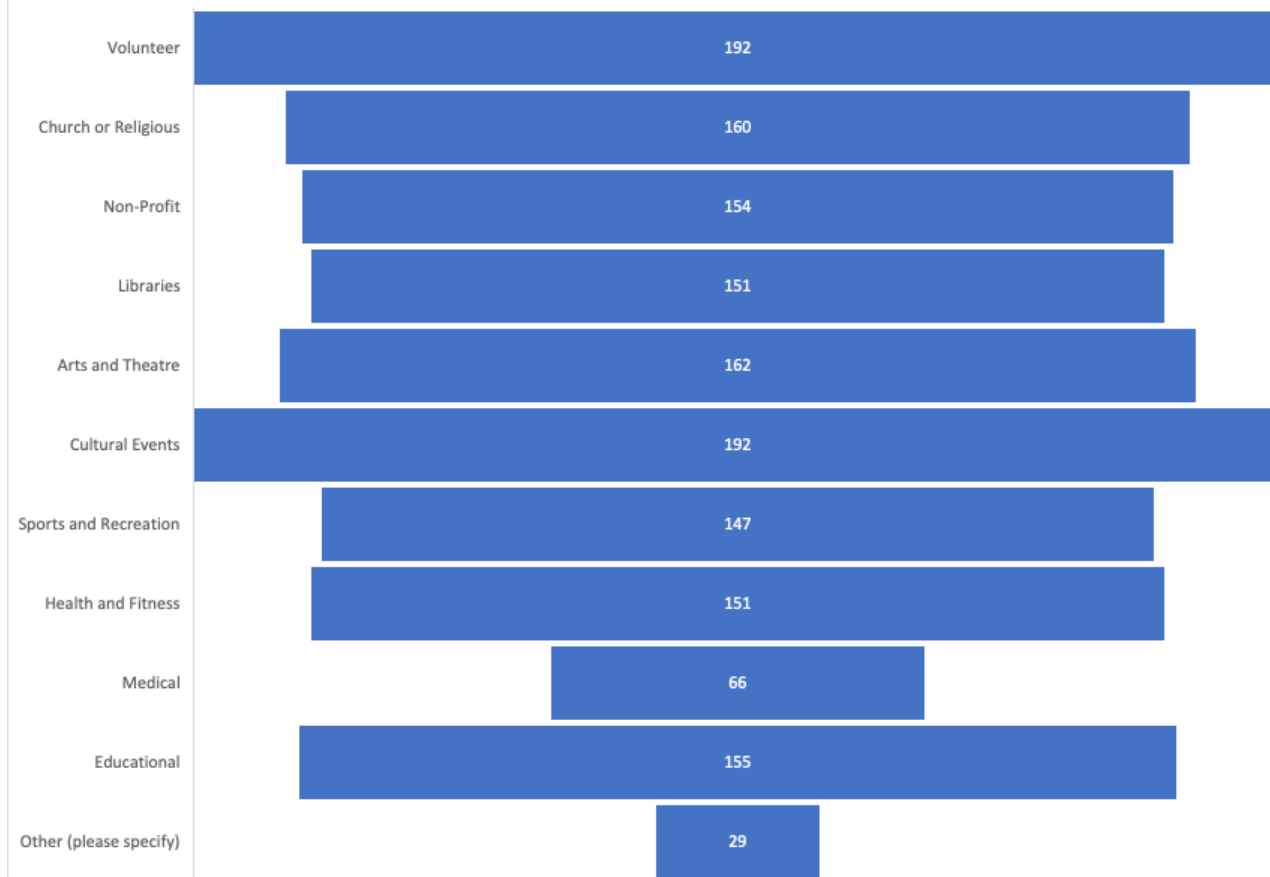
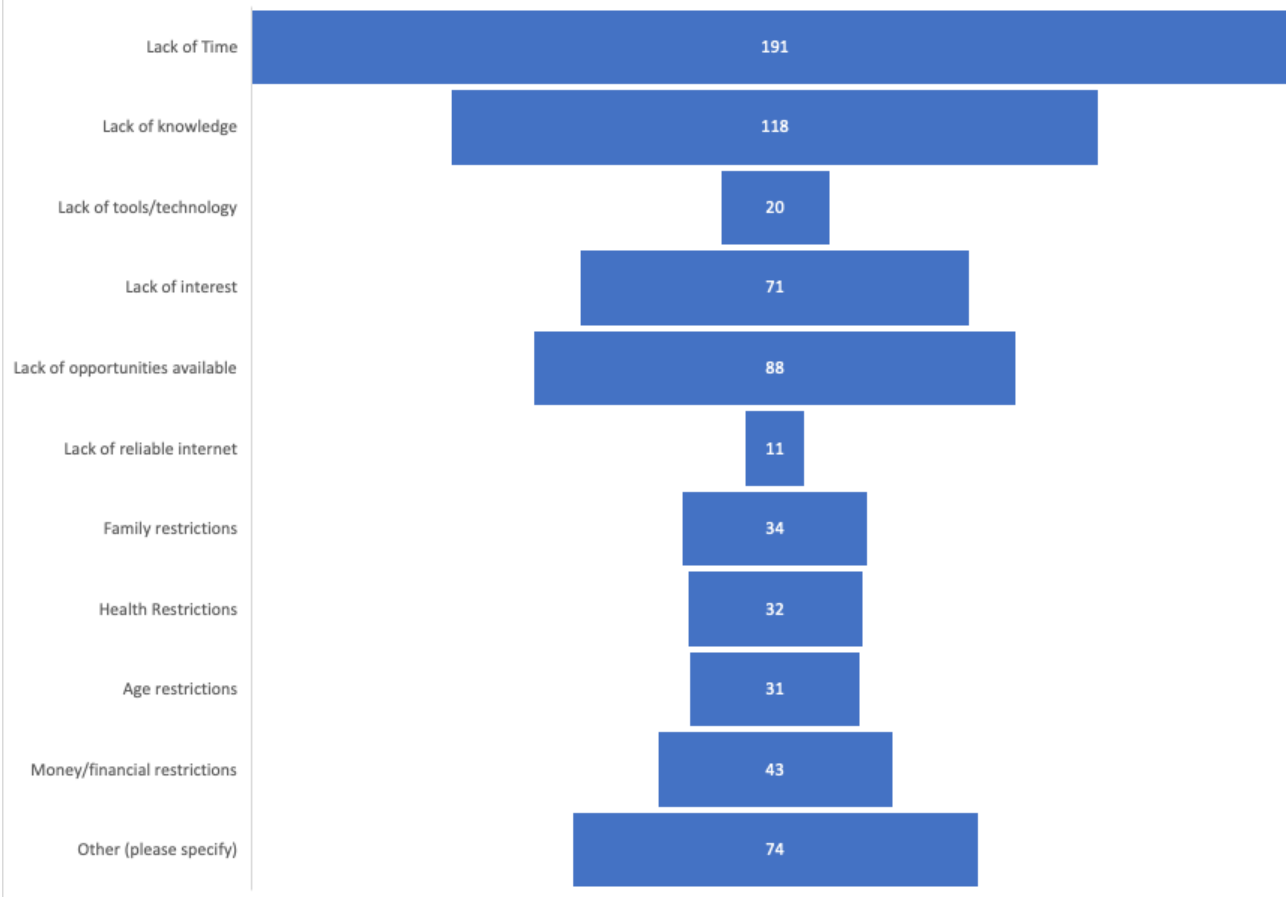


Figure 11: What prevents you from being more involved in local government/community functions?



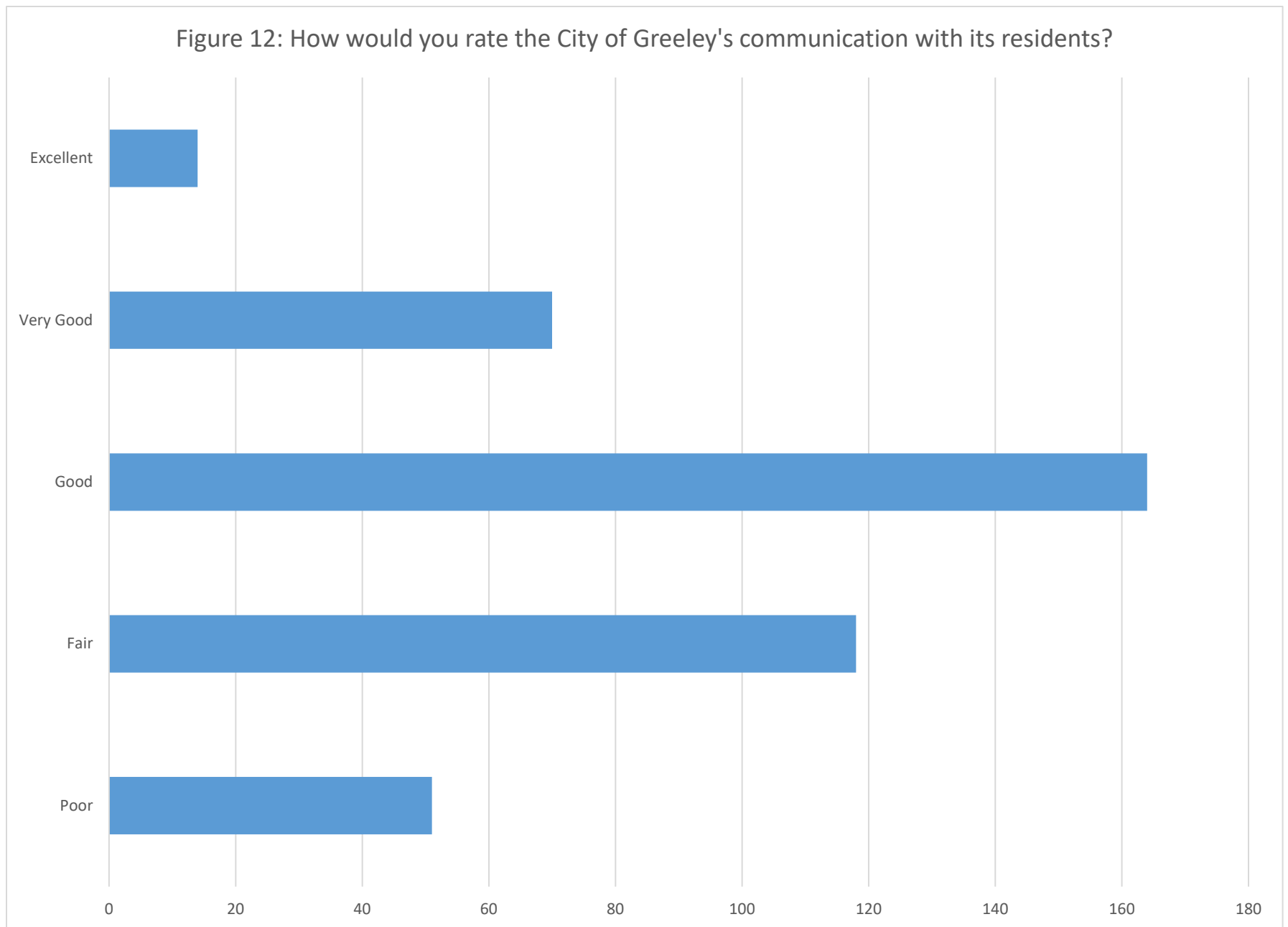


Figure 13: Which language do you prefer to receive information in?

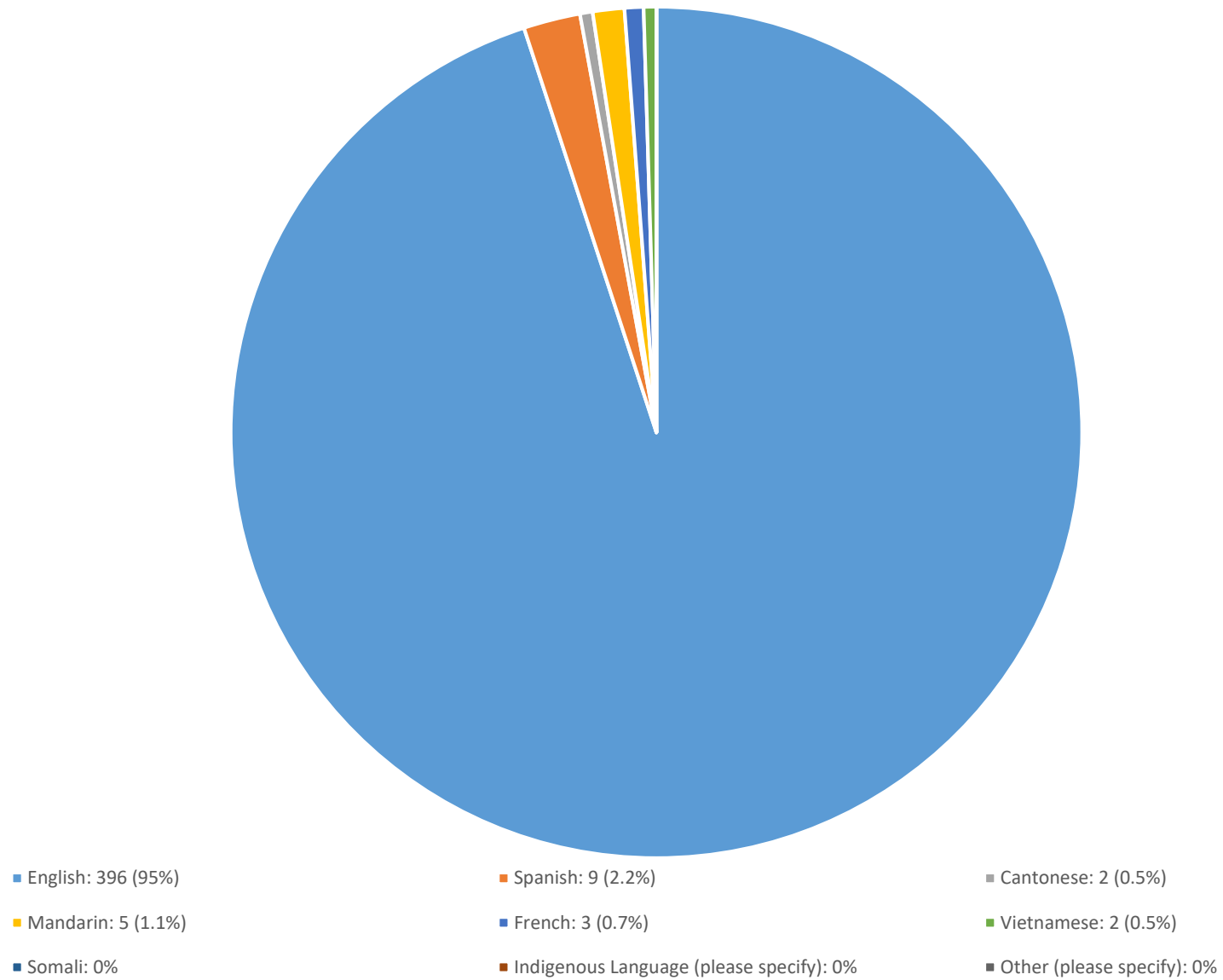
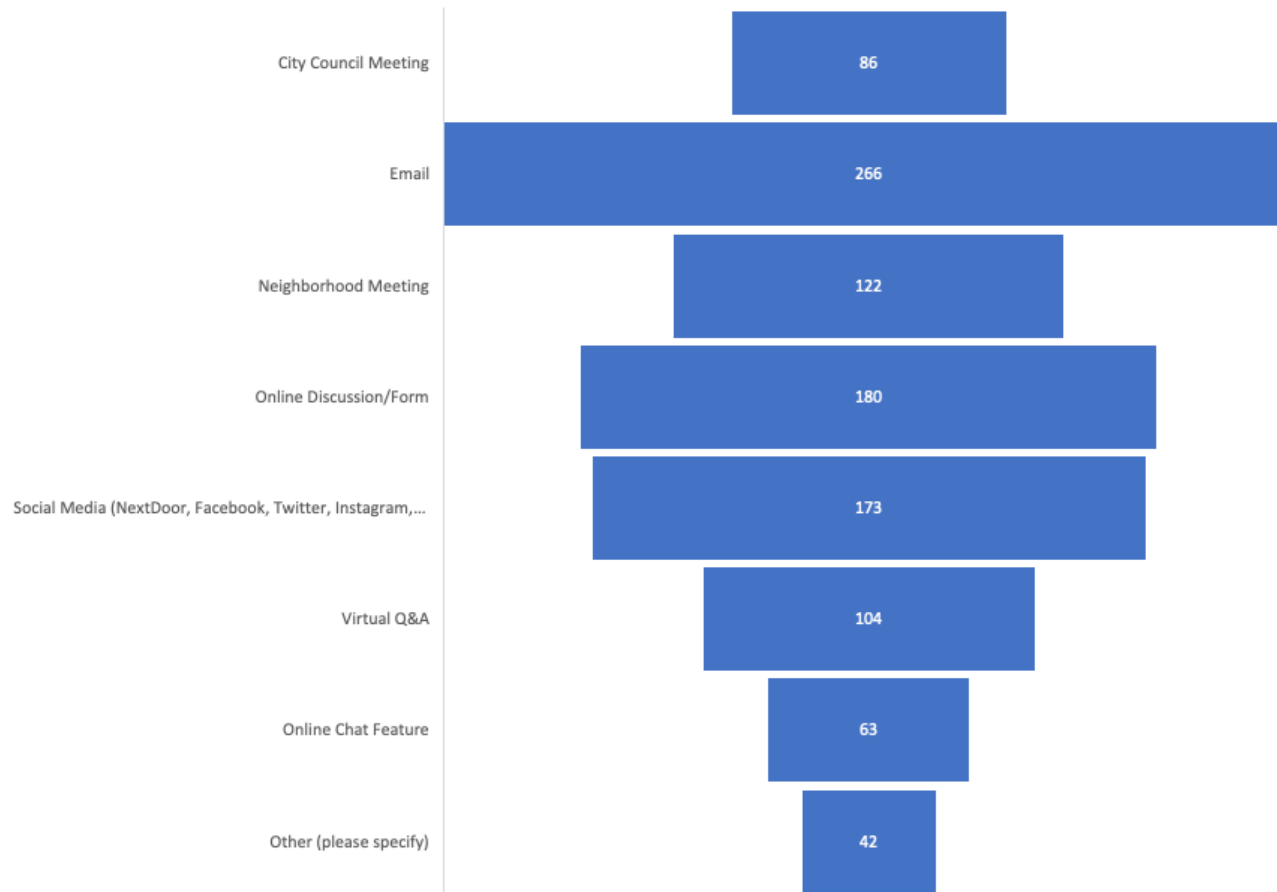


Figure 14: What are your top 3 preferred ways you would like to express your opinion?



DESCRIPTIVES

DEMOGRAPHICS

Table 1: Age of Participants

	Frequency	Percent
Under 20	9	2.1%
20-29	42	10%
30-39	65	15.4%
40-49	74	17.5%
50-59	76	18%
60-69	89	21.1%
70-79	58	13.7%
80-89	9	2.1%
Total	422	100.0

Table 2: Race/Ethnicity of Participants

	Frequency	Percent
White	331	79%
Hispanic or Latino	43	10.3%
Black or African American	10	2.4%
Asian	7	1.7%
Native Hawaiian/Pacific Islander	3	0.7%
Other (please specify if comfortable)	14	3.3%
Total	419	100.0

Race of Participants - Other (please specify)

- American native with Hispanic
- Biracial
- Chinese/Caucasian
- Greek
- mixed
- Mixed Race
- Race white/ethnicity Latino
- Rather not say
- Sicilian
- White and Hispanic

Table 3: Participants' Level of Education

	Frequency	Percent
No schooling completed	0	0%
Nursery school to 8th grade	5	1.2%
Some high school, no diploma	8	1.9%
High school graduate - diploma or the equivalent (for example: GED)	25	5.9%
Some college credit, no degree	44	10.4%
Trade/technical/vocational training	23	5.5%
Associate degree	29	6.9%
Bachelor's degree	139	32.9%
Master's degree	116	27.5%
Professional degree	9	2.1%
Doctorate degree	24	5.7%
Total	422	100.0

Table 4: How many years have you lived in Greeley?

	Frequency	Percent
0-5 Years	55	13.2%
6-10 Years	78	18.7%
11-20 Years	72	17.2%
More than 20 Years	213	50.9%
Total	418	100.0

Table 5: Wards Participants Live In

	Frequency	Percent
Ward 1	89	25.6%
Ward 2	72	20.8%
Ward 3	102	29.4%
Ward 4	84	24.2%
Total	347	100.0

RESIDENTS' CURRENT INVOLVEMENT WITH THE CITY

Table 6: How would you rate your level of involvement with the City of Greeley, with 1 being not involved and 5 being very involved?

	Frequency	Percent
1	71	17%
2	80	19.2%
3	129	30.9%
4	85	20.4%
5	52	12.5%
Total	417	100.0
Mean = 2.92		

Table 7: How do you engage with online platforms on a daily basis? (checking email, social media, finding information)

	Frequency	Percent
Smartphone only	60	14.7%
Smartphone and computer	302	74.2%
Computer Only	34	8.4%
I don't Have a smartphone or computer	3	0.7%
Other (please specify)	8	2%
Total	407	100.0

How do you engage with online platforms on a daily basis? (checking email, social media, finding information) - Other (please specify)

- iPad
- Ipad
- IPad
- Kindle
- KUNC
- Newspaper which is as bad as the city
- Tablet

Table 8: How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?

	Frequency	Percent
Always	4	1%
Most of the time	38	9.3%
About half the time	30	7.3%
Sometimes	174	42.8%
Never	161	39.6%
Total	407	100.0
Mean = 1.89		

Table 9: Please select the top 3 tools you use to gather information about city/local government.

	Frequency	Percent
Website	235	55%
Email/e-newsletters	203	47.5%
Social Media (NextDoor, Facebook, Twitter, Instagram, Youtube, Google Reviews)	278	65.1%
Online news sources (i.e. Greeley Tribune)	186	43.6%
Direct Mail	59	13.8%
Cable TV (GTV8)	19	4.4%
Streaming/Television News	35	8.2%
Other (please specify)	34	8%
None	3	0.7%
Total	427	*Select All That Apply questions total percentages do not equal 100%

Please select the top 3 tools you use to gather information about city/local government. - Other (please specify)

- Contact with city personnel
- Contact with employees
- Denver news
- emails from municode.com "A New Meeting Document is Available from Greeley, CO"
- Face to face! The best way to hear it

- Formerly the Recreation Connection
- Google Search
- Greeley Tribune (not online)
- Hard copy newspaper
- Husband
- KUNC, actual Tribune
- neighbors, friends, church
- newspaper
- Newspaper
- No the Trib any more. Paper is terrible.
- Not too fond of city website. Is slow and hard to use.
- Once again, on one of your advisory boards
- Personal acquaintances
- political and other group affinities
- print Trib
- Print Version - Greeley Tribune
- Public Displays and notices
- Radio
- telephone
- Text
- The NoCo Optimist
- Tribune
- Tribune (paper version)
- Word of mouth
- Word of mouth and other local leaders

Table 10: Help us understand where and how you spend time in the community. What programs or organizations do you participate in on a regular basis? (Select all that apply)

	Frequency	Percent
Volunteer	192	45%
Church or Religious	160	37.5%
Non-Profit	154	36.1%
Libraries	151	35.4%
Arts and Theatre	162	37.9%
Cultural Events	192	45%
Sports and Recreation	147	34.4%
Health and Fitness	151	35.4%
Medical	66	15.5%
Educational	155	36.3%
Other (please specify)	29	6.8%
Total	427	*Select All That Apply questions total percentages do not equal 100%

Help us understand where and how you spend time in the community. What programs or organizations do you participate in on a regular basis? (Select all that apply) - Other (please specify)

- Activism
- American Legion Baseball
- Been in a pandemic for a year....
- business

- Business
- Children's issues
- Downtown shops, restaurants, parks/trails
- Farmers market
- I can't go out right because of health.
- I work here
- I'm an CoG employee
- Lead on Nextdoor
- Music. "Arts and Theatre" not so much.
- Neighborhood activities...what
- Neighborhood clean ups
- None I don't have any information about any
- None since the pandemic began
- P.E.O. Chapter
- Parks
- political
- Pretty restricted in activities.
- Service club and public education
- Small business owner
- Sports
- We moved here during the pandemic. Have not been able to do much. I do make all my medical appointments in Greeley. My husband and I make a point of eating at locally owned restaurants. I'm excited for the museum to open back up!
- Work
- Working

Please tell us what three organizations you regularly visit or participate in.

- | | | |
|---------------------------|---------------------------------|----------------------------|
| • 5k run walk | • Arts Fair and Picnic | • CBAC Committee member |
| • AA | • Arts picnic | • Centennial Library |
| • AA | • Arts Picnic | • Centennial library |
| • AAA | • Arts picnic | • Centennial Library |
| • Active Adult Center | • Arts/Theatre | • Centennial library |
| • Active adults | • Assistance League of Greeley | • Centennial Library |
| • Activities Downtown | • athletics events at complexes | • Centennial Park library |
| • Aims Community College | • Atlas | • Centennial park library |
| • Aims Community College | • Atlas Church | • Centennial pool |
| • Aims Community College | • Atlas Church | • Centennial Village |
| • Aims community college | • Atlas Theater/church | • Centennial village |
| • Aims Community College | • Aven's Village | • Chamber |
| • Aims/UNC | • basketball | • Chappelow School |
| • American Legion | • Bell's Running Club | • Charitable |
| • American Legion | • Bible study group | • Charities/Non-profits |
| • Any and all parks | • Big bones dog rescue | • Christ Community Church |
| • Any Library | • Blood donation at Vitalant | • Christ Community Church |
| • Area Agency on Aging | • Boards | • Christ Community Church |
| • AREA AGENCY ON AGING | • BOCES | • Christ Community Church |
| • art | • Boy Scouts | • Christ community church |
| • Art and Drama | • Boys & Girls Club | • Christ Community church. |
| • Art Commission | • Boys & Girls Clubs of Weld | • Church |
| • Art galleries and shows | | • Church |
| • Art in the Park | County | • Church |
| • Arts & craft fairs | • Boys And Girls Club | • Church |
| • Arts & Theatre | • Boys and Girls Club | • Church |
| • Arts and Theatre | • Boys and Girls Club Board | • Church |
| • Arts and theatre | • business | • Church |
| | • Caring volunteers | • Church |
| | • Carnival club | |

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- Church
- Church
- church
- Church
- Church
- church (First Congregational)
- Church (Journey or The Town)
- Church activities
- Church and Religion
- Church music
- Church of Jesus Christ of Latter-day Saints
- Church or religion
- Church or religion
- Church or religion
- Church or religion
- Church or religion
- Church or religion
- Church or religion
- Church or religious events
- Church religious
- Churches
- CIRC
- City Commission
- City community events
- City Council meetings
- City Council Meetings
- occasionally
- City Museums

- City of Greeley Museums
- City of Greeley Museums
- City of Greeley Parks
- City parks
- City Transportation Advisory Board
- Citylights church
- Civic center
- Clearview Library
- Colorado Dance Collective
- Colorado Model Railroad Museum
- Commissions
- Community discussion
- Community Events
- Community Foundation
- Community Grief Center
- Community Grief Center
- Community Grief Center
- Community meetings
- Community Relations-- Race
- Talk Panels
- Concert/entertainment venues
- Cornerstone Community Church
- Crossroads church 1091 10th ave
- crpd
- CSU - MBA
- Cultural

• Cultural -- UCCC and
Museums asap :)

- Cultural activities
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- Cultural activity
- Cultural activity
- cultural events
- Cultural Events
- Cultural events
- cultural institutions
- Cultural Movement

Organization

- culture
- Dayspring Christian Academy
- DCPA
- DDA
- Democrat activities
- Department of Human

Services

- Dist. 6/University of Northern

Colorado

- District 6
- District 6

• District 6 DAC, Meeker
Elementary SAC

• District Accountability
Committee (District 6)

- do not want to answer
- do not want to answer
- do not want to answer
- Downtown development

activities

- Downtown events
- Downtown Events
- Downtown events
- Downtown Events
- Downtown Greeley
- Downtown Greeley
- Downtown Greeley
- downtown Greeley events

and activities

- Downtown scene, especially
food, bev, and music/arts.

- Downtown stores, theater,
art

- DREAMer Engagement

Program

- Dreamteam
- East Memorial Park
- Eaton CC
- Education
- Education
- Education
- education

- education
- education
- education
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- education
- education
- educational
- educational
- Educational
- educational
- educational
- educational
- entertainment
- Envision
- Envision
- Evans Chamber
- Events (Home and Garden show, Stampede, Arts in the Park, etc)
- Events at UNC
- Events from the IRC
- Family Fun Plex
- Family fun plex
- Family Fun plex
- Family Funplex
- Family of Christ Food Pantry
- Family of Christ food pantry
- Farmers Market
- Farr Library
- Farr Library

- Farr Library
- Farr Library
- Farr library
- FC Colorado
- Festivals/ fairs
- Festivals/rally's
- Fire department
- First Christian Church
- FIRST CONGREGATIONAL
- CHURCH
- First Congregational Church
- First Congregational Church
- UCC
- First Congregational Church
- UCC
- fitness
- Fitness
- Fitness
- fitness
- fitness
- fitness
- Fitness club
- Fitst Cong. Church
- Flea markets/swap meets
- food Bank
- Food bank
- Food Bank
- Food Bank
- Food bank
- Fred Tjardes School

- Friday fest
- Friday Fest
- Friday fest
- Friday Fest
- Friday fest
- Friday Fest
- Friday fest
- Friends of the Greeley
- Museums
- Frontier house
- Fun Plex
- Funplex
- Funplex
- Funplex
- Funplex
- FunPlex/Recreation Center
- Furrow
- GARA
- Gart Sports
- Generations Church
- Generations Church
- Generations Church
- Generations Church
- Glenmere park
- going with this question
- Golds Gym
- Golf course volunteer
- Golf courses
- Golf courses
- Government's

- Grace Church
- Greeley / Evans police
- Department
 - Greeley Active Adult Center
 - Greeley Art Commission
 - Greeley arts
 - Greeley Arts Legacy
 - Greeley Arts Legacy
 - Greeley arts picnic
 - Greeley Blues Jam
 - Greeley Chamber
 - Greeley Chamber
 - Greeley Chamber
 - Greeley Chamber Orchestra
- and Greeley Chorale
 - Greeley Chorale
 - Greeley Chorale
 - Greeley Chorale
 - Greeley civic center
 - Greeley Community Choral/
- philharmonic
 - Greeley community help
- page
 - Greeley Culture, Parks and
- Recreation
 - Greeley Downtown
- Association
 - Greeley Downtown
- Association
 - Greeley Dream Team
 - Greeley Family House

- Greeley farmers market
- Greeley Fencing Club via Rec
- Center
 - Greeley Funplex
 - Greeley Funplex
 - Greeley Golf
 - Greeley History Museum
 - Greeley Human Relations
- Commission
 - Greeley ice haus
 - Greeley interfaith assc.
 - Greeley Interfaith Association
 - Greeley Interfaith Association
 - Greeley Multicultural Festival
 - Greeley museums
 - Greeley Museums
 - Greeley Parks
 - Greeley Phil
 - Greeley Philharmonic Guild
 - Greeley Philharmonic
- Orchestra
 - Greeley Philharmonic
- Orchestra
 - Greeley Philharmonic
- Orchestra
 - Greeley Public Libraries
 - Greeley Rec
 - Greeley Rec Center
 - Greeley Rec center
 - Greeley Recreation Center
 - Greeley Resource Center

- Greeley school district 6
- Greeley Senior Center (when
- open)
 - Greeley Stampede
 - Greeley Stampede
 - Greeley Stampede and 4th of
- July parade
 - Greeley Stampede Wrangler
 - Greeley Symphony
 - Greeley Tribune
 - Greeley Youth Hockey
- Association
 - Greeley Zoning and
- Regulations Committee
 - Greeley-Weld Habitat for
- Humanity
 - group 1
 - group 2
 - group 3
 - Guadalupe Shelter
 - Guadalupe Center
 - Gym
 - Habitat
 - Habitat for Humanity
 - Habitat for Humanity
 - Habitat for Humanity
 - Habitat for Humanity
 - health
 - health
 - health
 - Health and Fitness

- Health and Fitness
 - Health and Fitness
 - Health and Fitness
 - Health and Fitness
 - Health and Fitness
 - healthy
 - High Plains Libraries
 - High plains library
 - High Plains Library District
 - High Plains Library District
 - High Plains Library District
 - High Plains Library District
 - High Plains Library District
 - High Plains Library District
- libraries
- High Plains Public Library
 - Hillside Pool
 - Hispanic Women of Weld
- County
- Historic Greeley
 - Historic preservation
 - History Museum
 - HOA
 - HOA Board member
 - HOA management meetings
 - Hockey
 - Hockey at the ice Haus
 - Holocaust Memorial
- Observances Committee
- Home and Garden event

- HomeBase club
 - HPLD
 - HPLD libraries
 - HPLD's libraries
 - HRC
 - Humane Society
 - I don't know
 - I don't know
 - I don't know
 - I perform magic
 - I'm a teacher
 - Ice Haus
 - Ice Haus
 - Ice hockey
 - Immanuel Lutheran Church
- (With COVID restrictions)
- IRCNOCO
 - IRCnoco
 - IRCNOCO
 - IRCNoCo
 - Junior Achievement
 - Junior Achievement
 - Kids activities, like hands on
- activities at the the library
- Kids recreation
 - Kiwanis
 - Kiwanis Club of the Rockies
- (With COVID restrictions)
- Kiwanis of the Rockies
 - Knights of Columbus

- Knights of Columbus
 - Konsili
 - Latino coalition of weld
- county
- Latino Northern Colorado
 - League of Women Voters
 - League of Women Voters
 - League of Women Voters
- Greeley-Weld
- League of Women Voters
- Greeley-Weld County
- leisure
 - Libraries
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- Library
- Library
- Library
- Library system
- Life After Lawn
- Life Stories
- LION'S club
- Lion's Club

- Living Grace Baptist church
- Local Festivals/Live Music
- Local Golf Leagues (Highland & Boomerang)
- local government
- local high school sports
- Local Parks
- Local parks with trails
- Local parks/trails
- Local restaurants
- Lonely people
- League of Women Voters
- Luther Park
- Lutheran Family Services
- Maplewood Elementary
- Master's Mind Gathering
- Meals on Wheels
- Medical
- medical
- medical
- Medical
- medical
- Medical
- Medical care
- Mosaic Church
- Mostow Societies
- motion
- movement
- movement
- movement

- movement
- movement
- Moxi
- Museums
- Museums
- Museums
- Museums
- My church
- My church (First Congregational)
- My Church functions
- N/A
- N/A
- N/A
- NA
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- NA
- National Parks system
- Neighborhood association
- Neighborhood association
- Neighborhood association
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- Neighborhood association
- Neighborhood association
- Neighborhood association
- Neighborhood association
- Neighborhood association
- New Hope
- New Municipal Building
- Next Door Digest
- Nonprofit
- Non-profit
- North Range Behavioral

Health

- October Fest
- Omni Source
- Omni Tech Solutions
- OSLC
- Other non-profits
- Others, various
- Our Saviors Lutheran Church
- Our Saviors Lutheran Church

- Our Savior's Lutheran Church
- Outdoor concerts
- Outdoors
- P.E.O. chapter
- Parent-Teacher League
- Park and Rec Board
- Parks
- Parks
- Parks
- Parks
- Parks
- Parks
- Parks & Rec
- Parks & Recreation
- Parks & recreation
- Parks (East Memorial, Delta, Balsam)
- Parks/Outdoor
- parks/PLC
- party
- party
- party
- PEO
- PFLAG Greeley
- Pirate Radio
- Planning
- Platte River Veterans Fly Fishing - volunteer.
- PLC

- Police Department
- Political
- Political movement
- Political movement
- Politics
- Poudre Bike Trail
- Poudre Heritage Alliance
- Poudre Learning Center
- Poudre Learning Center
- Poudre Learning Center
- Poudre River Ranch HOA
- Poudre River Trail
- Poudre Trail
- Poudre trail system and
- Private business downtown for entertainment
- Public Health
- Public Library
- Purity Supreme
- Quality Merchant Services
- Rec Center
- Rec Center
- Rec Center
- Rec Center
- Rec center
- Rec center
- Rec Center / Fun Plex
- Rec centers
- Rec centers
- Recreation

- Recreation
- Recreation
- Recreation Center
- Recreation Center
- Recreational
- Red Rocks Church
- religious
- religious
- religious
- religious
- religious
- Religious
- religious
- religious
- religious
- Religious beliefs
- Religious beliefs
- Religious organization
- Resource Center for
Pregnancy & STD Support
- restaurants
- Riverside Library
- Rodarte
- Rodarte Center
- Rotary
- Rotary
- Rotary Club
- rugby
- Sanborn park

- School Activities
- School District #6
- School District 6
- School District 6
- School District 6
- School District 6
- Schools
- schools
- Schools
- Senior Activity Center
- Senior center
- Senior Center
- Senior center
- Senior Center
- Senior Softball
- Seniors homes
- service
- Service club
- Sewing for Service
- Shop for Seniors
- Shows/events at UCCC
- Sierra Club - Greeley
- Skull and bones
- Social activities when
available
- Social organizations
- Special Olympics
- sports
- Sports
- Sports

- Sports & Leisure
- Sports & Rec
- Sports and Leisure
- Sports and recreation
- sports events
- Sports leisure
- Sports leisure
- Sports leisure
- Sports leisure
- Sports leisure
- St. Peter's Catholic Church
- St.Peter's Catholic Church
- Stampede
- Stampede
- Stampede Troupe
- Stampede Troupe Board
- Tennis
- The church
- The Church of Jesus Christ of
Latter-Day Saints
- The collective movement
- The economic development
- The economic development
- The economic development
- The Greeley Kitchen
- The Greeley Phil
- The library
- The library
- The library
- The light sent

- The medical
- The newspaper
- The Salvation Army
- The Stampede Troupe
- The Stampede Troupe - theater
- The Success Foundation - District 6
- The Triple C
- Theater & Arts
- Tim Volunteer Association
- Tointon Gallery
- Tom Cultural Exchange
- Transit, City
- Trinity Lutheran Church
- Trunity Episcopal Church
- UCC
- UCC Health
- UCCC
- Uccc
- UCCC
- UCCC
- UCCC
- UCCC
- UCCC
- UCCC
- Uccc
- UCCC -- when open of course
- UCCC Advisory Board

- UCCC Backstage Stars (non-profit)
- UCCC Citizens Advisory Committee Volunteer
- UCCC events
- UCCC performances
- UCcs
- UChealth
- UNC
- UNC
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- UNC
- UNC
- UNC Alumni Board
- UNC Arts
- UNC athletics
- UNC Events
- Unc sports
- UNC Theater
- UNC's cultural events
- UNCO

- Unco
- UNCO activities
- Union Colony Civic Center
- Union Colony Civic Center
- Union Colony Civic Center
- Union Colony Civic Center
- Union Colony Civic Center
- Union colony Civic Center
- Union colony events
- Unite series at UNC
- United Methodist Church
- United Way
- United Way
- United Way
- United Way
- United way
- UNITED WAY COLLECTIVE
- IMPACT
- United way of weld county
- United Way of Weld County
- United Way of Weld County
- United Way of Weld County
- University of Northern Colorado
- University of Northern Colorado Athletics
- University Schools
- V.A. caregivers support
- VA

- VASA
- VASA fitness
- Visit Greeley
- Volunteer
- Volunteer
- Volunteer
- Volunteer
- Volunteer
- Volunteer
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- Volunteer
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- Volunteer
- volunteer (city board, political, schools)
 - Volunteer Organization
 - Volunteer with Evans PD
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- volunteers
- Walking Trails
- Watch UNC volleyball games
- Water conservation activities
- Weld Air & Water
- Weld Area Agency on Aging
- Weld Community Foundation
- Weld Connect
- Weld County Democrats
- Weld county food
- Weld County Food bank

- Weld County United Way
 - Weld Dems
 - Weld District 6 - Greeley
- Dream Team
- Weld Food Bank
 - Weld food bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank
 - Weld Food Bank - volunteer
 - Weld Food Bank Volunteer
 - weld humane society
 - where you are
 - Women 2 women
 - Women's group
 - Work
 - Work
 - Work
 - Work Out West
 - yoga
 - Young Chautauqua Programs
- in Schools
- Youth Net
 - Youth Sports

- Zach legacy
- Zonta club of Greeley- End human trafficking

Table 11: What prevents you from being more involved in local government/community functions? (Select all that apply)		
	Frequency	Percent
Lack of Time	191	44.7%
Lack of knowledge	118	27.6%
Lack of tools/technology	20	4.7%
Lack of interest	71	16.6%
Lack of opportunities available	88	20.6%
Lack of reliable internet	11	2.6%
Family restrictions	34	8%
Health Restrictions	32	7.5%
Age restrictions	31	7.3%
Money/financial restrictions	43	10.1%
Other (please specify)	74	17.3%
Total	119	*Select All That Apply questions total percentages do not equal 100%

What prevents you from being more involved in local government/community functions? - Other (please specify)

- Already involved to a degree that is sufficient
- Am as involved as I want to be
- Am involved in other organizations.
- City shows it doesn't care by lack of response
- Covid
- COVID
- COVID-19 protocols
- depends on the function
- External motivation
- Finding something where I can really make a difference
- Greeley can be cliquish
- Greeley is a town of 10,000 that has forgotten that over 100K have moved here. Very parochial in outlook
- Have other committees I'm on that meet at the same times as City of Greeley
- I am already very involved. No need to do more.
- I am involved.
- I am very involved in the community in multiple ways
- I am very involved so this is not applicable
- I applied to volunteer at Lynn Grove, showed up the first day, and they basically had nothing for me to do and didn't seem interested. I've also applied at the Museum, specifically for a non-computer-use volunteer position, and they don't seem to have them.
- I do not see myself or people of other marginalized communities represented by local government. I do not feel safe at community functions that cater primarily to conservative ideologies.
- I don't know all the opportunities to get involved and be more engaged
- I don't know how to get involved if the city does not put out information
- I feel like I'm pretty active
- I have tried and been rejected
- I haven't been able to volunteer because of pandemic
- I try to volunteer for a commission a few years ago and I was treated so disrespectfully I decided not to submit myself to that treatment again.
- I work for the City.
- Idioma
- I'm already pretty involved (on one of your advisory boards)
- I'm interested in the areas I want to be.
- I'm involved as much as I can, stay active in issues
- I'm involved in much of the community as possible
- I've done so in past. Taking a break.
- Job restrictions
- My values do not align with those in charge in the city
- No hablo ingles – Translation "Do not speak English."
- NO opening Prayers r recognizing Pastors
- No se promueven las oportunidades entre la comunidad latina de habla español – Translation "Opportunities are not promoted among the Spanish-speaking Latino community"
- No sign language interpreter provided
- Non-transparency with city leaders
- none
- None of the above
- Not help at good times
- nothing
- Often I don't know of ways I can be involved.
- Pandemic
- Politics
- Poor communication from city.
- Retired and grandkids get any time they want.
- see below
- Sometimes required to be a Greeley resident
- The city is really not responsive the citizens.
- The ruling political affiliation puts me in an awkward position.

- the structure of the City is not set-up for input - it's the good old boy network
- There is a lot of bigotry fascism racism, and harassment
- There isn't much room for involvement unless you go to city

council meetings. Feel from the ones I have gone to or participated online in that decisions had been made prior to meetings

- They are very rude people.
- Too crowded
- transportation

- travel
- Work restrictions - I work most evenings and weekends
- Work/Life Balance
- Working nights and out of town

What would motivate you to become more involved with the City of Greeley?

- A better awareness of opportunity
- A better, more organized volunteer program that had flexible scheduling and allowed me to work with my hands, not on a computer, and not in a gift shop.
- A certainty of communication. Without in-person meetings, the availability of City Staff and more importantly elected officials is greatly diminished. Unless I have a solid internet connection and without planning ahead, I don't feel I can communicate with elected officials in meetings at all.
- A great social media presence by the city that not only informs but also encourages involvement, and an information "package" of some sort that touts the benefits of living in Greeley and how to be involved which is sent to home buyers. I have received countless informational e-

mails from the companies with which I do business here, but nothing from the city.

- A greater sense of progressive political thought and reform. Population expansion in Greeley is surpassing the the political ideology of the small cattle town Greeley once was.
- A process for reducing the impact of loud mufflers and street racing on our community.
- A specific training for a volunteer position.
- A welcoming attitude
- Ability to volunteer for outdoor projects
- Active outreach asking for help
- **Actividades familiares, desfiles – Translation: Family activities, parades**
- Activities closer to where I live and only daytime.
- Activities that work with my schedule, not against it

- Again, already pretty involved
- Already am the balance of my personal life is a great consideration. I feel like I do my part
- Anytime I'm asked to contribute something from my fields of expertise I try to comply. Feeling wanted and valued, as a volunteer, is critical and usually I do.
- Why go to meetings when your voice doesn't count?
- As soon as COVID restrictions are lifted and it is safe to be out and about, I'll be more involved
- At this point, my current community activities are all that I can handle at my age.
- Available/flexible/safe options where I felt as though my voice would be heard and valued
- Being aware of what is happening and how to get involved.
- Better communications.

- Better information
- Better information offered further in advance so that I can make arrangements to allow me to participate.
- Better leadership
- Better notification of how to be involved. I have never felt that my opinion matters to Greeley
- Better outreach and more code enforcement
- Better process to include my voice.
- Can't think of a thing.
- Change the time of the meeting
- Child-based opportunities
- City employees who really do care about Greeley citizens and who are friendly, pleasant to work with.
- City's willingness to grow and move on from "old boys club" mentality.
- Clear communication about upcoming issues and how we can be involved.
- comunicación de eventos informativos. – Translation: Communication of information for events
- Constructive actions and not reactive actions
- Continue Communication..make opportunities available for all types of people..all ages..all health and physical conditions.. Activities that would welcome families..AS WELL AS singles..and continue eradicating

drugs and those who are not safe to be around.

- Coordinated events offered nights or evenings spaced about once a month. Virtual would be fine, but I'd like to have a regular schedule like that the third Tuesday evening I know that there's something interesting to do.
- Depending on the function. I'll attend events if I'm invited. I don't serve on a council or commission, so that is a matter of time, appropriate opportunity, and selection.
- Depends on what you mean by involved. Right now with pandemic restrictions, involvement in anything is hard but pre and post pandemic I was generally active on a lot of City events
- Doing fine currently.
- Don't know
- early evening options. 5-6:00.
- Electronic access/virtual meetings - not having to "go to" meetings would help with my busy schedule.
- Email notifications on happenings
- Employees who care.
- Events during my non-working hours, events within walking distance.
- Events specially meant to celebrate our diverse communities in Greeley. Something like a Taste of Greeley for the Latino and refugee populations. Events for the LGBTQ+ community to

feel like they belong and are accepted. City wide events that condemn white supremacy and racism. Events that show non-white/straight communities that we too live here and we aren't going away. Dog friendly events.

- Feel I am available when needed.
- Feeling like the city was more inclusive.
- Feeling my input would be heard and acted upon.
- Feeling my voice would be heard in this town, with the liberal city council the native Greeley people are not being listened too.
- Find a need for a volunteer that matches my skills or where I can learn new skills.
- Finding out about more opportunities to become involved.
- Finding the right opportunity and advance notice
- Finding time and motivation to do more
- For others, it could be an "opportunity fair" when we can all be back together!
- For those opportunities to be shared. Can't feed a closed mouth
- forgetting how icky they've been about code enforcement about my yard
- Free time in my day?
- Future responsible development

- Greater awareness of what is going on
- Hearing about the possibilities.
- Hearing more about the things that are going on, and them being times that I'm not working. For example, the East Greeley Parks meetings are at 4 p.m. on a Tuesday afternoon. That doesn't support working class attendance or participation. Stuff is posted on the internet, but what about mailers or putting information into the city water bills? Frederick and Firestone put town information in with invoices for water and electric.
- I already am super involved.
- I am already verily involved with the city
- I am at a point in my life that I do not have the desire to become more involved
- I am involved at a level with which I am comfortable.
- I am involved with the HRC, but the work hasn't been as fulfilling as I thought it would be.
- I am more interested
- I am pretty involved, I attend plenty of events. My business does a lot with events, the city streets and parks divisions.
- I am very busy with work and family so nothing would motivate me. I am not interested in politics and any involvement in gov't, which the City is,

therefore I don't want to be involved. Too many people, too many radical opinions.

- I believe I am involved.
- I can't think of anything. The city is very good at notifying the community about upcoming events. I imagine you are already promoting your e-Newsletter as much as possible.
- I currently sit on a city board, but I would like to see more autonomy given to residents that sit on City Boards. I would also like to see more diversity on these boards.
- I don't know
- I don't know....
- I don't know
- I Don't know
- I don't know at this point.
- I feel I am involved enough.
- I feel I am involved in city issues and events. I've voiced concerns in the past if I've seen problems in our community to the city council.
- I feel that I am already very involved in the Museums, Parks, Recreation, Boards, and occasionally speak at Council Meetings.
- I have recently retired & plan to become more involved. I want to go to the Rec Center to work out, I want to attend Friday Fest's again & I plan to volunteer somewhere, hopefully soon. I hope that the vaccine will open up

new opportunities & that the City will stay responsible by requiring masks or at least Highly encouraging them into the foreseeable future. Have fun with it with contests on mask design, etc. The City should promote it's TV productions more to reach a broader audience.

- I have tried to get involved and been rejected. There was no follow up that was promised.
- I just stay informed, need a break from being actively involved.
- I know my involvement would be wearing, considering the political viewpoints of elected officials, I just don't think I want to fight those battles yet. Once leadership reflects my political stance a bit more, I might consider getting more involved.
- I like the communication that I have received and feel like I am encouraged to be involved currently.
- I think it would be very beneficial for the COG to have a volunteer coordinator who could recruit, coordinate and reward community and local government involvement.
- I try to be as involved as I can be on a variety of levels. I recognize that although it is not directly related to the "city of Greeley," my involvement serves our community in a different way.

- I work long hours, so am not interested in being more involved right now.
- I would like to know the ways to become involved.
- I would love to be involved but it would help to have information
- I would love to be more involved, but face barriers with working full time and raising 2 children
- I would love to have a better sense of what opportunities are available and what the needs are. I love Greeley, and I'd love to do what I can to help.
- I'm not really sure.
- I've served on a commission in the past. There was lack of a clear purpose and meeting times were a challenge
- I've thought about attending some of the public meetings but it's tough with my individual work schedule. I'd be interested in attending meetings and even taking on responsibilities but it's also a matter of finding a passion aligned with the goals of the city.
- if all boards and opportunities were not in groups that have managers or city leaders, leading said groups. need fresh ideas and thoughts not repeats of the same ideas and people
- If an area of interest did arise I might be tempted to participate.
- If city would listen more to the citizens and not the same people all the time. Borden your depth of us here in Greeley
- If getting involved didn't mean being a leftist with a political agenda. There appears to only be 1 type of person accepted into the city, if you don't fit that mold then you are either pushed out or never allowed in.
- If I knew exactly what the main items were to be changed and how it would affect me and Greeley.
- If I thought it would really make a difference
- If I was certain that the city actually cared about the hardworking people who take care of their homes I would become more involved. I'm not going to put all that energy into helping make the city better if my property values decrease due to lack of others keeping their homes/yards cleaned up. Where is the follow through from the city? Just to be clear, this is not about people who can't afford to fix up their homes. This is about lazy people with trash in their yards. It doesn't cost a thing to pick up buckets, plastic, etc.
- If I were ten years younger!!
- If more information was provided.
- If my job weren't so demanding, if I got paid more
- If my kids can be involved too.
- If the City was less right-wing
- If the city were doing things that I cared about, I would love to be more involved. But as it stands, all the events are either not for me (because I'm not old, conservative, farmer, or oil worker), or they're all the same. Once you've been to one city event downtown, you've been to them all.
- If the city's leaders actually actively listened and opted the ideas given by the communities members, especially those who are often marginalized or silenced.
- If the facilities and rec programs got back to normal
- If there is a particular issue or opportunity for learning, I will take it.
- If there were things I could participate in online, it would help. I don't drive much any more and transportation can be a problem.
- If you did something awful.
- I'm already very involved in several things in Greeley. I simply don't have time to do more and still maintain a family life.
- I'm anticipating getting more involved, once my real estate in another county is sold.
- I'm involved tired of the bullshit!!!
- I'm not sure. Perhaps it's because I don't see that I would need to be

involved. See other priorities such as my own grandchildren.

- Important issues
- Improved communication on what is available.
- Improvements in my overall health.
- Information about the needs the city has and the opportunities to be involved in would be very helpful. I have looked for a job with the city because I believe being plugged into my community is very important. A bachelors degree seems to be required and I do not have one. I would be interested in other ways to be involved.
- Information readily available to all individuals in the community. (More than newspaper or internet.) More avenues of communication. Need more time for involvement of community to understand project intentions and open debate-not one sided. More public forums.
- Information-is anything happening? How would a person know?
- Inspiring leadership and projects
- Issues compelling to me in which I could have influence.
- It's time for the next generation to do their thing !!
- Job opportunities
- Just the knowledge of how to get involved .

- Know more of what is available
- Knowing about a specific area of need
- Knowing about engagement opportunities and opportunities that align with my interests/values
- Knowing about events further in advance.
- Knowing about events would be helpful.
- Knowing I could help in some way.
- Knowing in what tangible ways my involvement yields outcomes for the city.
- Knowing more about what opportunities are available
- Knowing more information in enough time - seems I find out information when it happens or after it happens
- Knowing of opportunities to be engaged
- Knowing that what I said might be valued, but how would that happen when there are mostly conservative white people that run the government and make the decisions -bottom line, racism is about power, who has it and who doesn't want to share it - Greeley is a very good example of it -Greeley is so divided that it's hard to think that we might all sit at the table. As an educated person of color from Boulder County I find this community hard to live in, It's hard to say, but I've given-up after what I've seen as

business as usual here in Greeley.

After the election and the ugliness I seen here in Greeley, I've decided to just make my circle small and try to make a difference that way. Forget the government, they're immovable.

- Knowing what is available
- Knowing what the needs are.
- Knowing what there is that i could maybe do
- Knowledge
- List of opportunities
- Love for the motherland
- Lower taxes
- Maybe after I retire
- Maybe different times available? I have 2 kids so naps are always in the way. I may also feel like my voice isnt always heard, so why bother.
- Maybe if the city council were more progressive. They're disappointing tbh
- Maybe if the mayor actively did his job, it would seem that my time would be worthy of an outcome, but at this point in time I don't see local government as being in a position to care about what I have to say.
- Maybe receiving flyers of opportunities available in the community.
- **Mi familia – Translation “My Family”**
- Monthly calendar of events
- More advanced notice of activities

- More advertising for events. I increased my involvement during covid-19 due to Zoom. I am unlikely to participate in opportunities hosted physically rather than over Zoom.
- More arts, cultural, etc. events would be nice.
- More arts-based options, more openly inclusive options. Communication about what is needed and why.
- More caring and attentive representatives (be leaders not buck the system)
- More communication regarding need and or opportunity to get involved.
- More community coffee talks one a month in our part of the city. Bring in landscaping and water officials in the city government. You could set up a website inviting community involvement See Book Citizenville:How to take the town Square Digital by Gavin Newsom
- More consistent information about opportunities being communicated.
- More coordinated efforts by the city to improve involvement, fun involvement activities, lack of calls for involvement, different types of involvement opportunities (opportunities that aren't sitting on a board)
- More direct contact and notifications.
- More events to get involved with. Or know what is happening through out the year.
- More family friendly activities.
- More free time
- More free time available.
- More fun events. Maybe some 5k running races.
- More info how city gov and boards interact with residents,
- more info provided
- More information on opportunities and needs
- more knowledge of how to become involved
- More knowledge of opportunities
- More Mexican/American involvement at all levels of the City.
- More open mindedness from the City officials. Less of an old boys club attitude at management level and commissions
- More open-minded leaders
- more openness, less clique. more open minded attitudes
- More opportunities
- More opportunities during evening and weekend hours.
- More opportunities made known on FB and Nextdoor
- more opportunities to get involved in a virtual way, rather than in person
- More options
- More outdoor events walking distance from our house.
- More outreach to ALL communities by the city of Greeley
- More programs that are easily accessible to adults.
- More robust athletic programs. More outdoor trail and open space opportunities. More opportunities to uplift blighted areas in the community.
- More Senior activities
- More social events for social causes.
- More time
- More time in my life.
- More time!
- More time, I am currently involved in the Greeley/Evans school district and Kiwanis. They are my current priorities.
- More volunteer opportunities
- More younger people taking charge and recruiting.
- Most of my involvement is with the Greeley Active Adult Center serving in several areas.
- My issue is time. Between my business, family, and other commitments I don't always have the time.
- My time is filled nicely between my family and what I do within the city and other organizations.
- NEED 2 know About it. NEED meetings 2 open with Prayer! NEED

bibleinschools. net NOW! N 41 States! NEED FREE Good News Clubs in Elementary and middle schools NOW! NEED Christian art works around town! Churches need 2 b Honored. Along with Firefighters, Police, Hospital staff, etc. Stop charging Churches 4 4th of July Parade. 10 Commandments & National Motto, "In God We Trust " n Every building, Colleges, & Schools, NO! Repent return 2 God maybe God will stop judging us so much USAF Veteran Pastor

- New leadership that actually listens to constituents when they share the issues and obstacles that prevent access for traditionally underserved or minoritized populations.
- no estoy seguro de que forma involucrarme que no tome mucho tiempo. Translation: I'm not sure which way to get involved that doesn't take too long
- not certain, just to have more time & not have health issues interfere. & if income wasn't an issue I'd happily take a day to join a committee/issue.
- Not having to work!
- Not much, it's not my drive to be involved as such just to be aware
- Not sure
- Not sure - feel "out of the loop" since I'm new to Greeley (5 years) and as in

all communities, the established people call the shots.

- Nothing...I'm already serving on three city boards/commissions.
- Nothing; I am tired of fighting city hall.
- Ongoing advertising campaigns that demonstrate specifically how we can contribute, I.e., "tweet us before the meeting and tell us your thoughts about _____. If you join X commission, you can help make decisions about _____. The City needs volunteer for X children's event - call, text, etc.
- Open minds to different thoughts and the desire to give the best for the people of the city not the city of Greeley
- Open space for POC to be involved - not just a seat at the table, but a voice
- Openness
- Opportunity that's a good fit for my skills/abilities/interests and time constraints
- Option to have emails one events, opportunities to participative
- overlap with my passions
- Personal invitations. People know me and they should know that they can ask and I'll rarely say no. Often I wait for that invitation.
- Provide input on issues that affect the city
- Publicized opportunities

- Que halla mas programas en español sobre la ciudad
- Reconocimiento de las aportaciones de la comunidad hispana Para el trabajo que realizan.- Translation: Recognition of the contributions of the Hispanic community for the work they do.
- Regular updates and if the timing allowed me to.
- Restructure the use of committees. They can often be a time suck with never-ending discussion and little production. There are many new concepts for committees out there and you should adopt a new method.
- Resuming all sports at the Rec Center....fencing for example.
- Retirement
- Retirement!
- Right now I am not aware of most of the things the city does. However, I would like to see humanitarian efforts made by the city, ones that the public could get involved with, like more community gardens, clean up days, recycling efforts, and things like that.
- Saber que la ciudad realmente quiere ver a la comunidad hispana involucrada, la cual no solo es latinos de 4 o 5 generación. Translation: Know that the city really wants to see the Hispanic community involved, which is not just 4 or 5 generation Latinos

- Seeing Greeley invest more back in us and our business (the Atlas Theater)
- Smaller community involvement events.
- Some central office one can reach out to for opportunities would be great. More invitations for volunteer opportunities.
- Something of real interest
- Staying connected as an employee and resident.
- That will be hard for me. Like I indicated above I'm retired and the grandkids get most of my time. Then the city will be competing with my volunteer time with church, Kiwanis and other groups I volunteer for. I'm a member of one of the City's commissions and remain present with the City agency I retired from. Collaboration between community service groups, e.g., Kiwanis, Optimists, and that other group who's name means "I wish we were Kiwanians" would be something to explore.
- The ability to know what I can take part in.
- The City of Greeley has never asked me to become involved in anything. Maybe city employees could be more pro-active.
- The desire to make changes and to see more women involved in our local politics.
- The few dealings I've had with city/county government gives me the distinct impression that government workers don't care about the community they serve. Are they required to live here? When I worked for local government in another state, employees were required to live in the area, giving them a personal stake.
- The lack of tools
- The physical and mental health
- Things that would motivate me to become more involved in my community would be the availability of knowledge on opportunities, and greater availability of time.
- This is not a major concern of mine, as I do feel that I am fairly involved.
- Time and interest
- Time?
- Transparency from the city
- Unsure
- Unsure, I'm pretty involved.
- Ver resultados de propuestas en la ciudad. Translation: See results of proposals in the city
- virtual, more KUNC information, earlier notification in Tribune
- When I have more time. Working full time with a family takes most of my time.
- Would like to have more "townhall" meetings in my ward where upcoming issues are discussed. Need earlier notice of public meetings to schedule in my calendar.
- Youth representation (ages 18 - 25) within the City itself. It would be nice to see employees across departments that share similar generational experiences; this feels particularly true as more and more formative events take place for the younger generation in the past 1-5 years.

ASSESSMENT OF THE CITY'S COMMUNICATION WITH RESIDENTS

Table 12: How would you rate the City of Greeley's communication with its residents?

	Frequency	Percent
Poor	51	12.2%
Fair	118	28.3%
Good	164	39.3%
Very Good	70	16.8%
Excellent	14	3.4%
Total	417	100.0
Mean = 2.71		

Why did you give the following rating for City of Greeley's communication with residents?

- 50% of my friends know what it going on in town but 50% don't have a clue. Very frustrating as I think the city does a good job getting information out to our residents but some just don't pay attention.
- Although I do not live within the City limits, my community activities are in the city, and I shop, use the libraries, and recreation facilities in Greeley. I was a part-time city employee for 25 years at the Recreation Center and Funplex. I expect to move into the city limits within the next 2 years. The Council communicates city plans and information very well via the Tribune.
- Although it uses the newspaper, it may be too dependent on electronic or digital media and devices.
- Always find out after the fact. Websitesn newsletters Tribune articles spotty at best.
- Always keeping us informed and sharing information to citizens.
- amiable
- As a business I get most of my communication from the Greeley Chamber or Greeley downtown authority
- As far as I can tell, if you're not on FB I don't see how they communicate
- Because I don't get involved I am not on any list and really have no reason to receive any communication because I am

not interested in receiving anything. So I don't know how good the communication is.

- Because the city doesn't communicate with the folks.
- Because the only way I know anything is the Sunday newspaper.
- Because they make an average effort.
- Because when they are doing construction front of you residence. I think the city/ whatever Department is doing the constructions need to send a newsletter to the residents to keep them inform!! Don't like getting water shut off when trying to get ready in the morning without any notice Water Dept. is not real nice!! Also the racism and hate in the community also needs to be address I'm not liking this community as much anymore and I have lived here and grew up here all my life!!
- Born and raised here. City has done amazing with communication on every level
- City seems to be proactive through Facebook and email notifications to the public when the need arises.
- City sends frequent newsletters, publishes info in Greeley Trib, replies to telephone queries, & more.
- City staff frequently ask opinions of Glenmere Park area residents for improvements; various departments often communicate via email and/or Nextdoor app; frequently solicit community-wide feedback on proposed plans; often establish ad hoc commissions for long-range plans/actions
- Communication can always improve.
- Communication happens when they have something to share but not consistently.
- Communication is adequate.
- Communication is generally one sided and not offered in multiple forms. It seems to be more available to those that seek it out. Or opt in, like this survey
- Communication is ok and traditional

- Communications can always be better & improved upon
- Continuous communication through Facebook, Neighborhood app, emails.
- Could be better. Website could also be so much better.
- COVID changed everything. Everything' was closed for so long. Not much communication. No senior center information
- Do not often receive relevant information
- Do not see much information from City other than what I learn from employees or a neighbor that might get the newspaper.
- Don't hear a lot of what's going on.
- Easy access to the city of Greeley page, easy to use.
- Email, newsletters
- En lo personal por el Idioma . Ya que en mi familia no hay nadie que domine el idioma inglés. Translation: Personally for the Language. Since in my family there is no one who masters the English language
- Enthusiastic to communicate
- Family and friends often talk about what is happening in Greeley, therefore I feel information is available and widely promoted.
- Feels as though it's not communicated but just telling us what city manager and council members have decided to do. Very little room for discussion
- Follow on Facebook and get emails
- For those of us who do not subscribe to the Greeley Tribune, the only information we get is through word of mouth..news on TV..News on our phone apps..which doesn't include much About Greeley. And this newsletter. Does the Greeley Tribune even exist anymore?
- Good
- Good access to passive information, receive active communication for areas I have previously participated.

- Good at informing, poor at asking or involving or empowering
- Good people. The staff cares about Greeley and its agricultural heritage. They also care and want to develop business.
- Good website, social media and monthly e-news. Gives me all I need.
- Good, well written brochures and flyers mailed to our home address.
- Greeley needs to diversify communication
- Greeley uses multiple platforms, social media, print, G8TV, E-Mail
- Hard to find information easily. Nothing sent to us. We have to go to the website. Sad.
- Hard to find out what's going on in the city
- Hard to know what if anything is going on these days
- Have info on website
- Have only received their annual report card
- Hear about many things after they are over
- Honest effort of communication
- I always know what's going on in the community by way of Facebook posts made by the city. Events, weather updates, traffic notification, etc... are all made available in a super clear and timely manner.
- I am actively following city of Greeley on social media platforms. I'm not sure how they reach folks who aren't.
- I am an employee and found that I find things out from Facebook more than anywhere. That said, I recently subscribed to the City's newsletters to stay better up to date on things.
- I am aware of what is happening from TV, newspaper, commission I am on.
- I am being generous actually.

- I am happy with the Twitter updates and info I get from the Greeley Tribune.
- I am not aware where to go other than the city's website or the Tribune to receive information from the City.
- I am vaguely aware of the things that interest me.
- I appreciate the emails and tweets of what is going on
- I appreciate the monthly emails with information but am not sure how else to find the information. The city website is not always the easiest to navigate.
- I appreciate the updates on FB as well as the information that is published in the Tribune
- I assumed as a new citizen of Greeley that I would receive communication from the city as to ways I could be involved and/or opportunities available to me in Greeley. I received neither. I had to seek them out for myself, through asking questions and through social media (which is spotty at best) and does not allow the benefits of living here to shine.
- I believe the City has used multiple sources to reach out to residents and has been open with communication.
- I believe there is a big disconnect between the City of Greeley and its residents.
- I can read about Greeley on Next Door and I have signed up for the newsletters that come out.
- I depend on the Greeley Tribune for info about what the city council is doing. It is spotty. Don't have any regular access to what is going on in the city.
- I do a lot of community work
- I do not recall ever getting communication from the city of Greeley.
- I do receive summer communication but it is minimal and I do not know if it is more my fault or the city's as I know many like myself.
- I don't get the newspaper and my water bill is electronic so I don't receive much news about the city.

- I don't hear about election/vote issues from the city, just from political groups.
- I don't really know why I'd get communication from them and I feel like I don't
- I don't receive any communication from the city.
- I don't retain much necessarily, but I can find what I need without issue.
- I don't see much communication
- I don't see much communication at all. I follow the Greeley PD on social media but other than that not much else
- I don't think I've ever received any information from Greeley.
- I don't think most people want to be bombarded with information from the government & especially from any particular party but clearly want information readily available
- I don't always see results to my questions or complaints. Not getting a return call when I have left a message.
- I don't ever see communications unless it's on a bill
- I don't get a lot of communication from the City. Most information I get is information I have sought out.
- I don't have issue with not receiving information, but I haven't noticed an abundance of information going out either.
- I don't hear much from the City of Greeley.
- I don't receive much information from the City of Greeley. It could just be that I'm not looking in the right places.
- I don't receive many forms of communication directly from the city. Most information about city happenings I find in the newspaper
- I enjoy the weekly updates, notifications on nextdoor, etc.
- I feel I can get information if I need to.
- I feel I can only find info on the city from the Tribune and you have to pay for that and I just don't see the point

- I feel in the loop, updated. I don't feel lacking for information but I do see some other folks unsure of opportunities (ie kid opportunities at the red, happenings in town, etc)
- I feel information is disseminated fairly well.
- I feel like Greeley tries to communicate. GTV allows for access to Council Sessions. The Tribune publishes the info they are given. However I do not see how I can be involved in the City.
- I feel like I get essential communication on a fairly regular basis
- I feel like I know what is going on in town. But i also follow city social media and other organizations in town that talk about things going on in the city.
- I feel like internet access is necessary to receive most communication from the City, however there are a lot of people in Greeley who don't have access to the internet.
- I feel like it's generally easy to find out what I need to know.
- I feel that I have easy access to social/web platforms that allow me to connect with Greeley. I did not score it as excellent because I am not aware that everyone in Greeley is receiving adequate/timely communication. I am unsure of the equity...
- I feel the city does a good job of putting out information on Facebook, NextDoor and through emails
- I feel the city is generally transparent and uses various mediums to communicate with the residents.
- I feel there is so much information out there & available to the residents regarding billing, utilities, activities, educational info, schools, voting & council topics.
- I feel very heard by the City of Greeley when it comes to parks and recreation issues and streets/maintenance. But in recent history, with the Terry Ranch project, I don't feel like the city communicated thoroughly.

- I get a lot of updates through Next Door App. If someone wants to be in the know, that is where they should go!
- I get good communication via mail, web, social media and local news sources.
- I get the city managers email he sends out and i read it. That's about all
- I get to learn from Facebook about a plan to change our water source - seems like something so important will be communicated officially and seeking input from residents. And that's just one example.
- I have a Greeley address but it's also in Evans and I feel on the outside of Greeley rather than apart of Greeley.
- I have access to information via the city website, Facebook, et.
- I have an issue with the next door neighbor not keeping their fence in good shape. Their dog gets into our back yard and I can't even work in my backyard without being afraid of the dog. When I contacted the city they said they don't deal with fences. It's a shame because we are working on fixing our backyard, as it was a disaster when we moved in. It's a big dog with a scary bark. I got a quick response back, but I feel that policy, and not making people clean up their yards and broken down cars is not going to attract hardworking people to Greeley.
- i have never seen anything other than on the greeley neighbors page
- I have only received one or two pieces of mail from the city of Greeley
- I have received emails and seen online social media posts.
- I have worked in the nonprofit sector in the community for about 2 years, and rarely see representatives from the local government in collaborative settings. Granted, this is anecdotal, but there has not felt like a connection between services and the City in my experience.

- I haven't been here long enough to know how good or bad the communication truly is; I lived in Greeley 2013-2017 when I was at UNC and just moved back to town this month (March 2021). The city information on social media and local websites is helpful and I've always been able to find the information I've needed.
- I haven't received much from the city in the mail.
- I hear about events that will be happening. I hear about changes in city policy.
- I hear most things because I follow them on social media and keep an eye on the trib
- I hunt for city info - not everyone would have the energy or access to do so.
- I know that information is posted on the city's website... and I can go look for it if needed. I don't get information sent to me, but it is available.
- I know the channels to receive the information, but I also think it could always be better.
- I live in East Greeley, and there are East Greeley outdoor/parks stuff going on, and I hear NOTHING about it. I only know about it as a result of meetings I attend at work.
- I live in Evans so don't know the direct communication with Greeley residents, but I do follow city of greeley and greeley rec and PD social media sites and communication seems good.
- I mess regular updates on social media
- I normally see things online or in a paper. So, just okay, not great unless I am looking for news.
- I only receive information via Facebook. What about early evening meetings or zoom options?
- I really don't have any communication with the city. I don't take the paper anymore but there wasn't much city news there.

- I received information in various ways on a consistent basis about water condition, school information, and other important information.
- I refer to Channel 8 periodically to get information. I also read the Tribune which gives me the majority of city information. I call a specific department if I have a question: e.g. forestry, water. For people who do not read the paper, this probably is a problem for communication about city activities.
- I regularly see Facebook posts and get emergency alerts
- I see a lot of interaction on my social media accounts
- I see advertisements, received the Tribune for many years, and billboards advertising different issues. Like right now with Terry's ranch and the water deal goin on. I feel like you use a few different avenues to get information across. Facebook is another way I keep up as well..
- I see articles in the paper, information on the website, talking to people in the community
- I see communications in the papers and on the NextDoor app.
- I see notifications from City of Greeley often- on Facebook, the paper, radio, etc.
- I see their posts on Facebook. If they don't post there, I wouldn't know what's going on.
- I see things posted on Facebook and Nextdoor regularly
- I see updates on Instagram regularly and the downtown newsletter provides timely content
- I serve on two boards and am therefore aware of most of the communication. My neighbors usually come and ask me what is going on, and therefore, I assume the word is not getting out as well as should be.
- I sometimes get an email (downtown news) but think the City could be doing a better job.

- I sometimes get postcards in the mail related to city issues such as water or transportation. I also follow the city on Instagram and stay informed that way.
- I think Greeley does a good job of communicating with citizens, but not above and beyond.
- I think I'm learning as a resident to find out ways to get involved, I just do a google search.
- I think that the city is trying, but think it could be more effective.
- I think the city does a good job of balancing communication and outreach with a respect to privacy. But I imagine that there are residents who could receive better service always.
- I think the city is average because access and equity are still a concern.
- I think the communication could be better.
- I think the information is available and transparent, but people don't know it exists or where to look.
- I think the level of engagement with involved citizens (those who proactively get involved) is very good. But my sense based on what I read in the media and my connection with family and friends, is that the average citizen is not very informed and aware.
- I think the mailers have been very informative.
- I think you do very well via newspapers, which we subscribe to. Also some communication through internet on Neighbors app.
- I try to keep up with what is going on in the city and, for the most part, IMHO, communication from city govt. is doing a good job of letting us know what's happening and/or being discussed or considered.
- I used to use FB regularly and check updates on the city's page; however, I have recently started restricting FB use so my city information acquisition is limited and compounded by the pandemic. So....good. If I wanted to find something

out I know how to get information, but city info isn't in my face.

- I usually know what is going on in the city.
- I've never once been approached by the city of Greeley. Website is hard to manage/understand sometimes. Trying to find ways to get a hold of specific parts of the city is like pulling teeth.
- I'd like to see a more regular update about City Council happenings in a mailer that is sent out to residents. Same for Parks and Rec. We've been in our current house for a year, but I've lived in Greeley as an adult for about four years, and I don't think I've ever gotten anything in the mail.
- If I did not get the Greeley Tribune, which is becoming less reliable, smaller and less frequent, the communication with the city would be fairly limited.
- If I didn't have social media I wouldn't know snow anything going on in town.
- If it wasn't for social media, I feel like I wouldn't know what is going on in the city.
- If it weren't for Facebook I would have no idea what is happy in this town.
- If you don't get the Tribune and don't have the internet there isn't much communication
- IF you don't get the Greeley Tribune, you never hear anything from the City. When talking to a city employee, they are very rude or very unfriendly and uninterested in having anything to do with the resident. In 43 years I don't recall EVER talking to a pleasant city employee.
- I'm Facebook friends with Tommy Butler's and John Gates, so I see their posts, and I go to the Rec Center and library a lot so I see things on the bulletin boards there. Otherwise, I don't see much public outreach.
- I'm not sure everything is available via local news.

- I'm not sure if I'm getting all the communication COG puts out or not.
- I'm uncertain of the efficacy of outreach for ethnic populations.
- In general, the communication is effective, but they were slow in engaging residents about Terry Ranch so a lot of misinformation took hold.
- Increase in social media communication has been successful
- Information about the city and events is available, but not everyone knows where to look.
- Information is available in a variety of forms and languages.
- Information that is critical to ongoing events is relayed, but it is not always sent out in a way that would include everyone.
- Information via social media is good, but not everyone has computer access.
- It could be better. More Consistent
- It may be lack of awareness on my part, but unless it's on FB or I receive an email, I won't see it.
- It seems adequate but could be better.
- It seems like Denver takes precedence, even in local news coverage. The Greeley Daily Rag is worthless and biased and television rarely mentions us unless there's a lot of blood spilled.
- It seems like some events such as clean-up weekends and the free greencycle after the last big storm weren't widely known by the community
- It seems most communication is through Facebook or other social media - and not everyone in the city uses it.
- It seems the only communication is when the city wants something - whether that is more money or additional taxes.

- It would be nice to have a daily paper. That is the primary way that I get information about the City of Greeley activities.
- It's average
- It's fine. The city does a fine job of getting information out so long as you're already a part of the stream of information. I also still really struggle with the "small town" mindset for this more-than-100k-residents city.
- It's often hard to find out information, there doesn't seem to be one place to go to obtain information easily.
- Jamás he recibido alguna comunicación de parte de la ciudad, de hecho por eso me llamó la atención esta encuesta. Translation: I have never received any communication from the city, in fact that is why this survey caught my attention.
- KUNC announcing landscape classes
- Lack of transparency with the Terry Ranch water project the city started working on this behind closed doors for 2 years biggest issue. The city makes knee jerk mandates that always affect the lives of Greeley residents
- Lots of folks miss information -- I wish more were in the Tribune (and I understand that much of that is out of the city's control).
- Mi trabajo es compartir información con la comunidad Y nunca tengo nada claro en torno a lo que la ciudad quiere compartir. Me gustaría que se difundieron más las actividades en las que se están trabajando. Translation: My job is to share information with the community And I never have anything clear about what the city wants to share. I would like the activities that are being worked on to be more widely disseminated.
- Mayor Gates is a good communicator.
- Merely due to the fact that little is known and communicated.

- Minimal info mailed or provided at home
- Missing the Recreation Connection program catalog - printed version and pdf version. Not everything should be electronic or social media (not everyone uses any one form of communication and social media has too much junk)
- More methods could be used such as texting.
- Most information I learn about Greeley is through social media including internet and Denver news channels.
- Most Pastors, Christians, Conservatives, Seniors do NOT take the Tribune! Tribune don't advertise before it happens! We know NOTHING About what the city council r county commissioners r planning 2 do r r doing! Many people don't do Facebook r email! U NEED 2 connect with All Pastors!
- Most people that I know have zero idea what's going on in Greeley. I think I know because I choose to stay active and involved.
- My experience with the city is much is decided quietly luke the water issue.
- Need more avenues of information
- Newspaper and NextDoor.
- Newspapers and internet notices are my primary way of following the City of Greeley
- Newspapers.banners
- No communication received.
- No information due to lack of newspaper
- No leadership during the pandemic
- No help to small business, no mask mandate, other cities did these things and their numbers were never as scary as ours were. I don't interact with the community because of how selfish and tiresome it has become
- Non disclosure of important tax spending decisions

- Nos tienen muy al tanto de lo que pasa en la ciudad.
Translation: They keep us very aware of what is happening in the city
- Not a large amount of communication to really rate
- Not enough communication with the stakeholders of Greeley
- Nothing in Spanish. Communication department releases outdated material. Heavily rely on traditional media instead of digital.
- Often get newsletters or Facebook posts.
- Often times, we don't hear about issues until it is too late to respond. My Council representative doesn't communicate to me at all. There needs to be more marketing of surveys and/or public meetings in a timely manner - put in newspaper - market on Facebook, etc.
- Only hear or read about events after they happened. I would like to attend more.
- Our neighbors do not seem to know what is happening unless we tell them.
- Outside of the website site, don't hear anything about the City of Greeley.
- Past experiences with law enforcement and city officials
- Plenty of information through the internet, local newspaper, and radio stations.
- Porque muy rara vez he recibido información pertinente a la ciudad directamente de la ciudad, casi siempre es por alguna otra fuente. Translation: Because very rarely have I received information pertinent to the city directly from the city, it is almost always from some other source
- Press releases, text messages, and posters are all methods of communication I have seen. Works for me!
- Primarily follow on FB which is updated regularly.
- Regular updates about legislative issues, and the various city departments twitter feeds are informative and

engaging. I am a little perplexed why we are receiving so much information about the Terry Ranch project. Are we going to be voting on it? It would be nice if the fliers included information about why they are being sent.

- Relevant information is shared via social media
- Room to grow, but also, I see that the desire is there.
- Seems ok.
- Seems the only communication is via the Tribune. Not all people get the paper. No local t v .
- Since Covid, and the scarcity of our newspaper, I haven't heard much about Greeley. We have a local radio station which could give local news, but it seems to have no set schedule for a Greeley update.
- Social Media and website presence is spectacular.
- social media is available along with a variety of newsletter options
- solo de ves en cuando veo info en facebook y sigo la pagina. no veo información en otros lugares a donde voy aquí mismo en la ciudad. Translation: only from time to time I see info on facebook and I follow the page. I don't see information in other places where I go right here in the city
- Some people don't have resources to get instant updates.
- Some things you hear a lot about - Water initiatives for example...that seems to be a huge priority, but what about the other great things that are happening in CPRD? I think the attention to other great happening and communication to the community is not equal always.
- Somehow or other, communication about events and opportunities and activities does not reach lots of folks here. I'm not sure it is the City's fault . . . but effective communication has to be received. what to do? WISH I COULD TELL YOU:)
- The campaigns highlighting some Greeley folks (I remember Hat Works, a Habitat for Humanity volunteer, a teacher at

UNC who wasn't a resident, and a woman who is an artist/welder) are fine, but they're overdone. I don't need to see what is essentially the same content so many times. I like that these people are part of the community, but there wasn't really a way for me to connect with them or buy stuff from most of them.

- The city does a good job keeping people informed from social media, to mailers, to recorded meetings, etc. I am fairly plugged in. I watch city council meetings every week, I try to keep up with the information going out. But I still find myself missing things from time to time. If I miss stuff, I'm sure other people do too.
- The city does not communicate with residents they just push through their ideas with the help of city council
- The City does not openly share what is happening or provide a 'why'. City officials make decisions without regard for what their community members actually want.
- The city has performed well in some aspects and poorly in others in its efforts to communicate.
- The city is very good about sharing & providing information but not as good in hearing from the people
- The city keeps its residents informed by mail
- The City makes a concerted effort to communicate with all people in whatever mode and language they may prefer.
- The City of Greeley chooses to continue using traditional communication channels to engage with their residents. The problem with this is that the communication channels used are set-up to connect with mostly-white, middle class, English-speaking communities, which is only about 45% of the community. They continue to ignore opportunities to engage the Hispanic/Latino/x community or truly engage in participatory community-engaged efforts.
- The City of Greeley Communicates with Citizens through it's website, the Greeley Rec Catalog, and through various

program areas such as the Rodarte Center and the Youth Net meetings.

- The city provides a lot of information via social media and access to Tribune reporters for coverage.
- The city uses all platform to contact us - mailings, newspaper, and you otto know - facebook.
- The city utilizes multiple avenues to communicate with residents.
- The city web site has info for all parts of city government .
- The email I received to fill out this survey indicates City of Greeley is communicating with me.
- The Greeley Tribune, the Greeley Now magazine and Police posts and information on line, are all excellent resources.
- The info is not always easy to find. Newspapers are obsolete and I'm not always interested in looking at a pc in the evening after work.
- The information from the city of Greeley is not communicating rather instructions of what we are allowed to do by city manger and city Council
- The neighborhood watch is riddled with misguided people who harass their neighbors.www.gangstalkingismurder.com
- The only communication I get is about youth sports and activities.
- The only information I have about the city comes from rec center emails, Facebook posts or the Greeley Tribune. I don't access the website.
- The only times I have even know about city communications is through work.
- The provides various media methods to get the information to the people, ie print, social media, facebook, instagram, twitter, etc both in English and Spanish
- The sharing of Terry Ranch info was very late and always listed in the manner directed toward the City's preference,

rather than listing both sides of the project. Much info listed in the Tribune is delayed due to the few days of publishing.

- The website provides me with excellent information. Any time I have contacted the city concerning potholes they are filled by the next day.
- There are a few different places one could go to for information on the different city events.
- There are a variety of enewsletters, social media, and web sites, as well as traditional media that can be accessed to gather information
- There are times the city communicates very well and other times it is like we get information a day or two too late.
- There are times when I wish you would send information about events or problems in advance of any actions. Sometimes it seems I only hear about things after they are passed or just before.
- There could be better communication, not everyone is on social media
- There is a class hierarchy in Greeley & it appears as if though some people are more equal than others. When you look at its political presentation, it's even worse.
- There is a lot I don't know regarding the city and construction/renovation/political issues. I only find out through social media. Not everyone has social media.
- There is an over saturation of information for so many different entities that it is overwhelming.
- There is no cohesive plan to do anything in Greeley... it's all willy nilly.
- There isn't very much communication
- There's lots of mass communication. Individual communication when pursued by the resident.
- They are accessible thru their website. The communicate regularly with YouTube videos. Are visible and accessible on social media.

- They aren't very proactive. They put up city counsel meetings on YouTube but no one knows about it really.
- They can always do better.
- They don't communicate with residents. They try to use advertisements and media to communicate and make themselves look good.
- They need to what the people want and not what the city wants.
- They try to get important communication out but sometimes not in time.
- Too much communication is done through the Greeley Tribune.
- Transparency in City Council activities, Advisory boards, involvement in social media platforms including NextDoor Neighbor, occasional mailings
- Trib and web info
- TV 8, Greeley Tribute, and City Council members being active in our community The Chamber of Commerce does a terrific job
- Unless you have social media or Wi-Fi you may not know what's going on with the city! I think some of the older generation is left out!
- Used to see stuff in the paper, but no more. We stopped it. F/B is my only source of city news.
- Various means used by city
- Very outlets and ways to reach as many residents as possible
- We are not always told the facts and we get lots of PR type communications very little of it has any substance
- We currently only get the city newspaper four days per week.
- We do not receive information to residents. We receive clips of information in the newspaper. If anything we have to pull information (research) from the city.

- We don't hear much from them unless we go looking for it.
- We have been able to take the police department citizens class and hope to take the fire department citizens class if it resumes post covid.
- We have missed some events because we did not see them advertised but many are advertised well.
- We need to know what new buildings are for (businesses)
- We never hear what the plans are. Not everyone can go to council meetings.
- We only see what is going on through the next door app. We don't do social media or newspaper so we have limited awareness of what is going on
- Website is outdated and not user friendly. Water bill system is a bit archaic. Social media is getting better and channel 8 works well for older citizens. Live City Council Meetings have been hard to find on YouTube sometimes like there is a delay in their loading. Advertise your social media and YouTube channel more on website.
- Well done indeed
- What communication? Nothing on the local news and I don't get the newspaper and not paying to read it online.
- When I was employed, I knew a lot about the city due to the nature of my work. In retirement, I don't have the same access.
- When it comes to development of projects like streets, sidewalks, and community improvements, information comes in very last minute. When it comes to advertising for events, I think the city does fairly well. One area of improvement for the city would be more education and resources on city codes and zoning regulations, as residents coming to the community receive little to nothing.
- While serving as an HOA board member, I have used information on the website and talked with members of individuals from various departments; and I have always

found answers to my questions. In addition, as a relative newcomer, my husband and I took the Greeley tours and found them to be both informational and entertaining.

- With the Greeley Tribune not being a daily newspaper, information trickles down to residents very slowly or not at all.
- Without the familiar structure of a community newspaper and the inequitable ability to access online, the City struggles with a universal mode of communication.
- Would appreciate more information on a regular basis about kids events, camps, leagues, etc
- You are trying to do something
- You can only communicate with people to the extent that they are open to communication. People don't read the newspaper or listen to the radio as much these days, so ads and PSA's have to be on social media. If people go on social media, you reach them, otherwise, you don't. I emailed Mayor Gates about an issue (loud mufflers and cars racing) and he got back to me. He also cc'd the Chief of Police and head of Public Works, and they were interested in the issue. I turned in some specific license plate numbers and the police have followed up as much as I think they can. There have unfortunately been a couple of times that I had to call the police, for a neighbor's domestic situation and for a trespasser. Another time, I saw them respond to an incident where a woman was wearing nothing but a blanket for some reason. I was impressed with the police response, and with them getting North Range Behavioral Health involved. This was prior to the George Floyd death and the protests - they were already getting North Range to respond to calls.
- You WAY over communicate with the Terry Ranch project. I get that you got some push back on it. But PLEASE, for the

love of God, stop posting on social media about it. The deal is done. Let's move on.

Table 13: How satisfied are you with the following tools as used by the city to communicate local government and community information? - City Website

	Frequency	Percent
Very Dissatisfied	27	6.6%
Somewhat Dissatisfied	39	9.6%
Neither Satisfied Nor Dissatisfied	171	42%
Somewhat Satisfied	134	32.9%
Very Satisfied	36	8.8%
Total	407	100.0
Mean = 3.28		

Table 14: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Facebook

	Frequency	Percent
Very Dissatisfied	26	6.4%
Somewhat Dissatisfied	38	9.3%
Neither Satisfied Nor Dissatisfied	172	42.3%
Somewhat Satisfied	127	31.2%
Very Satisfied	44	10.8%
Total	407	100.0
Mean = 3.31		

Table 15: How satisfied are you with the following tool as used by the city to communicate local government and community information? - Twitter

	Frequency	Percent
Very Dissatisfied	49	12%
Somewhat Dissatisfied	16	3.9%
Neither Satisfied Nor Dissatisfied	279	68.6%
Somewhat Satisfied	47	11.5%
Very Satisfied	16	3.9%
Total	407	100.0
Mean = 2.91		

Table 16: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Instagram

	Frequency	Percent
Very Dissatisfied	42	10.3%
Somewhat Dissatisfied	15	3.7%
Neither Satisfied Nor Dissatisfied	277	68.1%
Somewhat Satisfied	47	11.5%
Very Satisfied	16	3.9%
Total	407	100.0
Mean = 3.00		

Table 17: How satisfied are you with the following tools as used by the city to communicate local government and community information? - YouTube

	Frequency	Percent
Very Dissatisfied	42	10.3%
Somewhat Dissatisfied	25	6.1%
Neither Satisfied Nor Dissatisfied	268	65.8%
Somewhat Satisfied	57	14%
Very Satisfied	15	3.7%
Total	407	100.0
Mean = 2.95		

Table 18: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Online news sources (i.e. Greeley Tribune)

	Frequency	Percent
Very Dissatisfied	54	13.3%
Somewhat Dissatisfied	57	14%
Neither Satisfied Nor Dissatisfied	125	30.7%
Somewhat Satisfied	129	31.7%
Very Satisfied	42	10.3%
Total	407	100.0
Mean = 3.12		

Table 19: How satisfied are you with the following tools as used by the city to communicate local government and community information? - City Emails/E-Newsletters

	Frequency	Percent
Very Dissatisfied	30	7.4%
Somewhat Dissatisfied	39	9.6%
Neither Satisfied Nor Dissatisfied	168	41.3%
Somewhat Satisfied	119	29.2%
Very Satisfied	51	12.5%
Total	407	100.0
Mean = 3.30		

Table 20: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Direct Mail

	Frequency	Percent
Very Dissatisfied	43	10.6%
Somewhat Dissatisfied	30	7.4%
Neither Satisfied Nor Dissatisfied	200	49.1%
Somewhat Satisfied	106	36%
Very Satisfied	28	6.9%
Total	407	100.0
Mean = 3.11		

Table 21: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Cable TV (GTV8)

	Frequency	Percent
Very Dissatisfied	44	10.8%
Somewhat Dissatisfied	23	5.7%
Neither Satisfied Nor Dissatisfied	287	70.5%
Somewhat Satisfied	44	10.8%
Very Satisfied	9	2.2%
Total	407	100.0
Mean = 2.88		

Table 22: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Neighborhood Meetings

	Frequency	Percent
Very Dissatisfied	43	10.6%
Somewhat Dissatisfied	37	9.1%
Neither Satisfied Nor Dissatisfied	261	64.1%
Somewhat Satisfied	57	14%
Very Satisfied	9	2.2%
Total	407	100.0
Mean = 2.88		

Table 23: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Public Hearings

	Frequency	Percent
Very Dissatisfied	38	9.3%
Somewhat Dissatisfied	36	8.8%
Neither Satisfied Nor Dissatisfied	235	57.7%
Somewhat Satisfied	83	20.4%
Very Satisfied	15	3.5%
Total	407	100.0
Mean = 3.00		

Table 24: How satisfied are you with the following tools as used by the city to communicate local government and community information? - Council Meetings

	Frequency	Percent
Very Dissatisfied	37	9.1%
Somewhat Dissatisfied	30	7.4%
Neither Satisfied Nor Dissatisfied	229	56.3%
Somewhat Satisfied	78	19.2%
Very Satisfied	33	8.1%
Total	407	100.0
Mean = 3.10		

Table 25: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Website

	Frequency	Percent
Very Unlikely	20	4.9%
Somewhat Unlikely	27	6.6%
Neither Likely nor Unlikely	37	9.1%
Somewhat Likely	188	46.2%
Very Likely	135	33.2%
Total	407	100.0
Mean = 3.96		

Table 26: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Facebook

	Frequency	Percent
Very Unlikely	84	20.6%
Somewhat Unlikely	27	6.6%
Neither Likely nor Unlikely	53	13%
Somewhat Likely	132	32.4%
Very Likely	111	27.3%
Total	407	100.0
Mean = 3.39		

Table 27: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Twitter

	Frequency	Percent
Very Unlikely	229	56.3%
Somewhat Unlikely	29	7.1%
Neither Likely nor Unlikely	70	17.2%
Somewhat Likely	53	13%
Very Likely	26	6.4%
Total	407	100.0
Mean = 2.06		

Table 28: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Instagram

	Frequency	Percent
Very Unlikely	207	50.9%
Somewhat Unlikely	31	7.6%
Neither Likely nor Unlikely	72	17.7%
Somewhat Likely	55	13.5%
Very Likely	42	9.8%
Total	407	100.0
Mean = 2.25		

Table 29: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - YouTube

	Frequency	Percent
Very Unlikely	176	43.2%
Somewhat Unlikely	56	13.8%
Neither Likely nor Unlikely	85	20.9%
Somewhat Likely	69	17%
Very Likely	21	4.9%
Total	407	100.0
Mean = 2.27		

Table 30: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Mobile App

	Frequency	Percent
Very Unlikely	111	27.3%
Somewhat Unlikely	42	10.3%
Neither Likely nor Unlikely	81	19.9%
Somewhat Likely	136	33.4%
Very Likely	37	9.1%
Total	407	100.0
Mean = 2.87		

Table 31: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - SMS (text) Message

	Frequency	Percent
Very Unlikely	95	23.3%
Somewhat Unlikely	27	6.6%
Neither Likely nor Unlikely	79	19.4%
Somewhat Likely	143	35.1%
Very Likely	63	15.5%
Total	407	100.0
Mean = 3.13		

Table 31: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Direct Mail

	Frequency	Percent
Very Unlikely	60	14.7%
Somewhat Unlikely	29	7.1%
Neither Likely nor Unlikely	85	20.9%
Somewhat Likely	164	40.3%
Very Likely	69	17%
Total	407	100.0
Mean = 3.38		

Table 32: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Tribune (online)

	Frequency	Percent
Very Unlikely	92	22.6%
Somewhat Unlikely	39	9.6%
Neither Likely nor Unlikely	59	14.5%
Somewhat Likely	135	33.2%
Very Likely	82	20.1%
Total	407	100.0
Mean = 3.19		

Table 33: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Tribune (print)

	Frequency	Percent
Very Unlikely	165	40.5%
Somewhat Unlikely	45	11.1%
Neither Likely nor Unlikely	68	16.7%
Somewhat Likely	62	15.2%
Very Likely	67	16.5%
Total	407	100.0
Mean = 2.56		

Table 34: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - Email/E-newsletters

	Frequency	Percent
Very Unlikely	30	7.4%
Somewhat Unlikely	27	6.6%
Neither Likely nor Unlikely	69	17%
Somewhat Likely	182	44.7%
Very Likely	99	24.3%
Total	407	100.0
Mean = 3.72		

Table 35: Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs. - NextDoor

	Frequency	Percent
Very Unlikely	124	30.5%
Somewhat Unlikely	39	9.6%
Neither Likely nor Unlikely	91	22.4%
Somewhat Likely	113	27.8%
Very Likely	40	9.8%
Total	407	100.0
Mean = 2.77		

RESIDENTS' PREFERRED/DESIRED METHODS OF COMMUNICATION

Table 36: Which language do you prefer to receive information in?		
	Frequency	Percent
English	396	95%
Spanish	9	2.2%
Cantonese	2	0.5%
Mandarin	5	1.1%
French	3	0.7%
Vietnamese	2	0.5%
Somali	0	0%
Indigenous Language (please specify)	0	0%
Other (please specify)	0	0%
Total	119	100.0

Table 37: What are your top 3 preferred ways you would like to express your opinion?

	Frequency	Percent
City Council Meeting	86	20.1%
Email	266	62.3%
Neighborhood Meeting	122	28.6%
Online Discussion/Form	180	42.2%
Social Media (NextDoor, Facebook, Twitter, Instagram, Youtube, Google Reviews)	173	40.5%
Virtual Q&A	104	24.4%
Online Chat Feature	63	14.8%
Other (please specify)	42	9.8%
Total	427	*Select Top 3 questions total percentages do not equal 100%

What are your top 3 preferred ways you would like to express your opinion? - Other (please specify)

- Advisory Board Mtgs
- board meetings
- By phone
- Call on the phone
- call who I need to get the right answers
- Citizen boards
- Direct call with city employee or elected officials.
- Direct conversations with city manager or various city council members
- Direct phone calls
- I don't really share my input. I normally just listen to learn.
- I don't.
- I write for the Tribune when Passionate
- I'm not much of a sharer
- I'm not sure that I have strong opinions to express
- In person
- Letter to Editor
- Letters to the editor of Tribune
- Letters to the Trib
- Live - face-to-face
- Mail
- Maybe a public drop-box, for those who don't have access to the internet.

- my opinion does not matter to city leaders
- N/A
- Never really expressed my opinion. If i had an issue i would phone whoever i needed to talk to if i could
- Nextdoor
- personal interaction at social events, not necessarily City sanctioned
- Phone call made to specific departments within the city

- Phone call, letter
- Surveys
- surveys like this
- Surveys like this one
- Talk to a knowledgeable person
- Text message
- Through networking
- Via citizens advisory board (UCCC)
- vote
- Working groups are the only groups that have any say. They only have neighborhood meetings after they have decided what to

do, and they are actually just telling you what is going to happen. These meetings are lip service and a dog and pony show, unless it is "industrial." They might actually deny the permit in that case.

- Writing letter to the editor.
- Writing old fashioned letters to council members

TOPICS/ISSUES RESIDENTS ARE MOST INTERESTED/CONCERNED WITH

Table 38: What topics are you most interested/concerned with regarding city government? (select all that apply)

	Frequency	Percent
Religious	54	12.6%
Service Organizations	143	33.5%
Economic Development	222	52%
Nonprofit	142	33.3%
Neighborhood Association	112	26.2%
Political Campaigns/Activism	114	26.7%
Recreation/Parks/Activities	259	60.7%

Museums	140	32.8%
Cultural Events	237	55.5%
Utility	85	19.9%
Transportation	106	24.8%
Fire/Patrol/Law Enforcement	156	36.5%
Public Works/Infrastructure	199	46.6%
Other (please specify)	28	6.6%
Total	427	*Select All That Apply questions total percentages do not equal 100%

What topics are you most interested/concerned with regarding city government? (select all that apply) - Other (please specify)

- Beautification of Greeley, Good Citizens awards or recognition
- bills/laws/taxes
- Christian Art work
- Corrupt community policing
- Cultural inclusivity
- Diversity
- Education
- El reconocimiento y respeto a la diversidad. Translation: Recognition and respect for diversity
- Equity and access work. Cultural proficiency.
- Equity and Inclusion
- High Speed internet so we can run our businesses
- Homeless services
- Housing
- I'm not sure why the City would ever be concerning itself with religious topics?
- Immigration, Education, Higher Education, Equity, Inclusion
- Lack of inclusivity and equity training for council members
- land use issues
- Many of these seem inappropriate for any gov't association, e.g. Religious, service clubs
- Overpopulation
- Proactive code enforcement
- Something has to be done with the traffic on hwy 34 and please stop adding stoplights to this hwy. Hwy 85 needs lots of help too.
- specifically economic development for the future (i.e. likely neither beef nor extraction)
- terry ranch dirty water
- Tree maintenance
- Water; city codes/restrictions
- Women's issues
- Youth activities

CROSSTABULATIONS

DEMOGRAPHICS

Table 39:

Cross tabulation for Age of Participants by Location (City of Greeley Wards)

		Age of Participants									Total
		Under 20	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90 or Older	
Location	Ward 1	0%	7 (7.9%)	16 (18%)	12 (13.5%)	21 (23.6%)	18 (20.2%)	11 (12.4%)	4 (4.5%)	0%	89 (100%)
	Ward 2	0%	9 (12.5%)	15 (20.8%)	15 (20.8%)	8 (11.1%)	10 (13.9%)	15 (20.8%)	0%	0%	72 (100%)
	Ward 3	1 (1%)	9 (8.8%)	10 (9.8%)	16 (15.7%)	26 (25.5%)	29 (28.4%)	10 (9.8%)	1 (1%)	0%	102 (100%)
	Ward 4	1 (1.2%)	3 (3.6%)	5 (6%)	16 (19%)	12 (14.3%)	24 (28.6%)	19 (22.6%)	4 (4.8%)	0%	84 (100%)

Table 40:

Cross tabulation for Race of Participants by Location (City of Greeley Wards)

		Race of Participants							Total
		White	Hispanic or Latino	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian/Pacific Islander	Other (please specify if comfortable)	
Location	Ward 1	63 (70.8%)	19 (21.3%)	2 (2.2%)	2 (2.2%)	0%	0%	3 (3.4%)	89 (100%)
	Ward 2	58 (80.6%)	8 (11.1%)	1 (1.4%)	0%	1 (1.4%)	1 (1.4%)	3 (4.2%)	72 (100%)
	Ward 3	96 (94.1%)	3 (2.9%)	0%	0%	1 (1%)	1 (1%)	1 (1%)	102 (100%)
	Ward 4	72 (86.7%)	5 (6%)	0%	0%	0%	0%	6 (7.2%)	83 (100%)

Table 41:
Cross tabulation for Years Participants have Lived in Greeley by Location (City of Greeley Wards)

		Years Lived in Greeley				Total
		0-5 Years	6-10 Years	11-20 Years	More than 20 Years	
Location	Ward 1	15 (16.9%)	11 (12.4%)	18 (20.2%)	45 (50.6%)	89 (100%)
	Ward 2	7 (7.9%)	18 (25%)	12 (16.7%)	35 (48.6%)	72 (100%)
	Ward 3	16 (15.7%)	12 (11.8%)	11 (10.8%)	63 (61.8%)	102 (100%)
	Ward 4	6 (7.2%)	14 (16.9%)	13 (15.7%)	50 (60.2%)	83 (100%)

Table 42:
Cross tabulation for Education Level of Participants by Location (City of Greeley Wards)

		Highest Degree of Education Completed										Total
		Nursery school to 8 th grade	Some high school, no diploma	High school graduate - diploma or the equivalent (for example: GED)	Some college credit, no degree	Trade/ technical/ vocational training	Associate degree	Bachelor's degree	Master's degree	Professional degree	Doctorate degree	
Location	Ward 1	0%	0%	8 (9%)	20 (22.5%)	5 (5.6%)	3 (3.4%)	30 (33.7%)	17 (19.1%)	1 (1.1%)	5 (5.6%)	89 (100%)
	Ward 2	1 (1.4%)	0%	5 (6.9%)	2 (2.8%)	1 (1.4%)	3 (4.2%)	20 (27.8%)	30 (41.7%)	2 (2.8%)	8 (11.1%)	72 (100%)
	Ward 3	0%	1 (1%)	1 (1%)	10 (9.8%)	4 (3.9%)	11 (10.8%)	38 (37.3%)	31 (30.4%)	1 (1%)	5 (4.9%)	102 (100%)
	Ward 4	0%	1 (1.2%)	5 (6%)	4 (4.8%)	6 (7.1%)	4 (4.8%)	33 (39.3%)	24 (28.6%)	3 (3.6%)	4 (4.8%)	84 (100%)

RESIDENTS' CURRENT INVOLVEMENT WITH THE CITY

Table 43:
Cross tabulation for Overall Level of Involvement Rating by Location (City of Greeley Wards)

		How would you rate your level of involvement with the City of Greeley, with 1 being not involved and 5 being very involved					Total	Means
		1	2	3	4	5		
Location	Ward 1	14 (16.1%)	28 (32.2%)	25 (28.87%)	15 (17.2%)	5 (5.7%)	87 (100%)	2.64
	Ward 2	14 (19.7%)	8 (11.3%)	21 (29.6%)	19 (26.8%)	9 (12.7%)	71 (100%)	3.01
	Ward 3	22 (21.8%)	17 (16.8%)	25 (24.8%)	27 (26.7%)	10 (9.9%)	101 (100%)	2.86
	Ward 4	11 (13.3%)	10 (12%)	32 (38.6%)	13 (15.7%)	17 (20.5%)	83 (100%)	3.18

Table 44:
Cross tabulation for Residents' Engagement Methods by Location (City of Greeley Wards)

		How do you engage with online platforms on a daily basis?					Total
		Smartphone only	Smartphone and computer	Computer only	I don't have a smartphone or a computer	Other	
Location	Ward 1	13 (15.3%)	62 (72.9%)	8 (9.4%)	0%	2 (2.4%)	85 (100%)
	Ward 2	14 (20.6%)	47 (69.1%)	7 (10.3%)	0%	0%	68 (100%)
	Ward 3	9 (9%)	84 (84%)	5 (5%)	0%	2 (2%)	100 (100%)
	Ward 4	10 (12.3%)	62 (76.5%)	6 (7.4%)	0%	3 (3.7%)	81 (100%)

Table 45:
Cross tabulation for How Often Residents Use Council Meetings, Neighborhood Meetings, and/or Public Hearings to Gather Information around City/Local Government by Location (City of Greeley Wards)

		How often do you use council meetings, neighborhood meetings, and/or public hearings to gather information around city/local government?					Total	Means
		Always	Most of the time	About half the time	Sometimes	Never		
Location	Ward 1	1 (1.2%)	5 (5.9%)	2 (2.4%)	33 (38.8%)	44 (51.8%)	85 (100%)	1.66
	Ward 2	0%	8 (11.8%)	4 (5.9%)	33 (48.5%)	23 (33.8%)	68 (100%)	1.96
	Ward 3	2 (2%)	5 (5%)	3 (3%)	43 (43%)	47 (47%)	100 (100%)	1.52
	Ward 4	0%	9 (11.1%)	3 (3.7%)	37 (45.7%)	32 (39.5%)	81 (100%)	1.62

Table 46:
Cross tabulation for Tools Used to Gather Information by Location (City of Greeley Wards)

		Please select the top 3 tools you use to gather information about city/local government.									Total
		Website	Email/e-newsletters	Social Media (NextDoor, Facebook, Twitter, Instagram, YouTube, Google Reviews)	Online news sources (i.e. Greeley Tribune)	Direct Mail	Cable TV (GTV8)	Streaming/Television News	Other	None	
Location	Ward 1	56 (65.9%)	47 (55.3%)	57 (67.1%)	41 (48.2%)	12 (14.1%)	2 (2.4%)	7 (8.2%)	6 (7.1%)	1 (1.2%)	*Select Top 3 questions total percentages do not equal 100%
	Ward 2	40 (58.9%)	34 (50%)	46 (67.6%)	31 (45.6%)	13 (19.1%)	1 (1.5%)	7 (10.3%)	9 (13.2%)	0%	
	Ward 3	55 (55%)	51 (51%)	76 (76%)	47 (47%)	16 (16%)	5 (5%)	3 (3%)	10 (10%)	2 (2%)	
	Ward 4	52 (64.2%)	48 (59.3%)	51 (63%)	43 (53.1%)	6 (7.4%)	3 (3.7%)	9 (11.1%)	6 (7.4%)	0%	

Table 47:
Cross tabulation for What Prevents Residents from Being More Involved by Location (City of Greeley Wards)

		What programs or organizations do you participate in on a regular basis? (Select all that apply)											Total
		Volunteer	Church or Religious	Non-Profit	Libraries	Arts and Theatre	Cultural Events	Sports and Recreation	Health and Fitness	Medical	Educational	Other	
Location	Ward 1	32 (37.6%)	32 (37.6%)	28 (32.9%)	34 (40%)	29 (34.1%)	39 (45.9%)	28 (32.9%)	24 (28.2%)	11 (12.9%)	32 (37.6%)	3 (3.5%)	*Select All That Apply questions total percentages do not equal 100%
	Ward 2	24 (35.3%)	24 (35.3%)	27 (39.7%)	35 (51.5%)	33 (48.5%)	42 (61.8%)	21 (30.9%)	31 (45.6%)	11 (16.2%)	39 (57.4%)	8 (11.8%)	
	Ward 3	49 (49%)	49 (49%)	42 (42%)	39 (39%)	43 (43%)	44 (44%)	38 (38%)	37 (37%)	16 (16%)	38 (38%)	9 (9%)	
	Ward 4	36 (44.4%)	33 (40.7%)	32 (39.5%)	24 (29.6%)	34 (42%)	40 (49.4%)	41 (50.6%)	34 (42%)	15 (18.5%)	26 (32.1%)	6 (7.4%)	

ASSESSMENT OF THE CITY'S COMMUNICATION WITH RESIDENTS

Table 48:
Cross tabulation for City of Greeley's Communication Rating by Location (City of Greeley Wards)

		How would you rate the City of Greeley's communication with its residents?						
		Poor	Fair	Good	Very Good	Excellent	Total	Means
Location	Ward 1	13 (14.9%)	29 (33.3%)	31 (35.6%)	13 (14.9%)	1 (1.1%)	87 (100%)	2.54
	Ward 2	8 (11.3%)	26 (36.6%)	28 (39.4%)	8 (11.3%)	1 (1.4%)	71 (100%)	2.55
	Ward 3	9 (8.9%)	21 (20.8%)	47 (46.5%)	20 (19.8%)	4 (4%)	101 (100%)	2.89
	Ward 4	7 (8.4%)	20 (24.1%)	35 (42.2%)	19 (22.9%)	2 (2.4%)	83 (100%)	2.87

Table 49:
Cross tabulation for Mean Satisfaction Scores for City Communication Methods by Location (City of Greeley Wards)

		How satisfied are you with the following tools as used by the city to communicate local government and community information?											
		City Website	Facebook	Twitter	Instagram	YouTube	Online news sources (i.e., Greeley Tribune)	City Emails/E-Newsletters	Direct Mail	Cable TV (GTV8)	Neighborhood Meetings	Public Hearing	
Location	Ward 1	3.25	3.30	2.84	2.96	2.85	2.94	3.23	2.96	2.64	2.78	2.93	3.07
	Ward 2	2.46	3.07	2.69	2.84	2.91	2.87	3.20	2.94	2.81	2.76	3.04	3.13
	Ward 3	3.39	3.38	2.99	3.11	3.09	3.29	3.40	3.27	2.82	2.94	3.01	3.08
	Ward 4	3.32	3.41	2.80	2.85	2.77	3.24	3.35	3.09	2.85	2.88	2.83	3.02

Table 50:
Cross tabulation for Mean Likelihood of Use Scores for City Communication Methods by Location (City of Greeley Wards)

		Please indicate how likely or unlikely you are to use each of the following to get information about the city-government issues, city services, and programs.											
		Website	Facebook	Twitter	Instagram	YouTube	Mobile App	SMS (text) Message	Direct Mail	Tribune (online)	Tribune (print)	City Emails/E-Newsletters	NextDoor
Location	Ward 1	3.24	3.31	1.85	2.24	2.26	3.00	3.16	2.69	3.15	2.30	3.52	2.66
	Ward 2	4.00	3.41	1.68	1.88	2.04	2.66	3.22	3.41	2.93	2.43	3.72	2.78
	Ward 3	3.99	3.44	1.92	2.23	2.26	2.79	3.02	3.27	3.25	2.34	3.67	2.55
	Ward 4	4.04	3.19	1.86	1.89	1.91	2.73	3.00	3.42	3.10	2.70	4.01	2.21

RESIDENTS' PREFERRED/DESIRED METHODS OF COMMUNICATION

Table 51:
Crosstabulation for Preferred Language to Receive Information in by Location (City of Greeley Wards)

		What language do you prefer to receive information in?			Total
		English	Spanish	French	
Location	Ward 1	86 (98.9%)	1 (1.1%)	0%	87 (100%)
	Ward 2	68 (95.8%)	2 (2.8%)	1 (1.4%)	71 (100%)
	Ward 3	101 (100%)	0%	0%	101 (100%)
	Ward 4	83 (100%)	05	05	83 (100%)

Table 52:
Crosstabulation for Residents' Preferred Ways of Expressing Their Opinion by Location (City of Greeley Wards)

		What are your Top 3 ways you would like to express your opinion?								Total
		City Council Meeting	Email	Neighborhood Meeting	Online Discussion/Form	Social Media (NextDoor, Facebook, Twitter, Instagram, Youtube, Google Reviews)	Virtual Q&A	Online Chat Feature	Other	
Location	Ward 1	16 (18.8%)	58 (68.2%)	27 (31.8%)	43 (50.6%)	37 (43.5%)	20 (23.5%)	13 (15.3%)	8 (9.4%)	*Select Top 3 questions total percentages do not equal 100%
	Ward 2	17 (25%)	46 (67.6%)	25 (36.8%)	33 (48.5%)	28 (41.2%)	20 (29.4%)	10 (14.7%)	8 (11.8%)	
	Ward 3	17 (17%)	72 (72%)	23 (23%)	45 (45%)	51 (51%)	27 (27%)	19 (19%)	13 (13%)	
	Ward 4	22 (27%)	48 (59.3%)	30 (37%)	32 (39.5%)	30 (37%)	20 (24.7%)	11 (13.6%)	7 (8.6%)	

TOPICS/ISSUES RESIDENTS ARE MOST INTERESTED/CONCERNED WITH

Table 53: Cross tabulation for Topics Residents are Most Interested in/Concerned with by Location (City of Greeley Wards)															
	What topics are you most interested/concerned with regarding city government? (Select all that apply)														
	Religious	Service Organizations	Economic Development	Non-profit	Neighborhood Association	Political Campaign/Activism	Recreation / Parks/ Activities	Museums	Cultural Events	Utility	Transportation	Fire/ Patrol/ Law Enforcement	Public Works/ Infrastructure	Other	Total
Ward 1	11 (12.9%)	27 (31.8%)	44 (51.8%)	30 (35.3%)	28 (32.9%)	23 (27.1%)	54 (63.5%)	36 (42.4%)	54 (63.5%)	52 (29.4%)	20 (23.5%)	39 (45.9%)	43 (50.6%)	9 (10.6%)	*Select All That Apply questions total percentages do not equal 100%
Ward 2	10 (14.7%)	28 (41.2%)	38 (55.9%)	26 (38.2%)	23 (33.8%)	28 (41.2%)	44 (64.7%)	28 (41.2%)	44 (64.7%)	61 (23.5%)	27 (39.7%)	24 (35.3%)	36 (52.9%)	9 (13.2%)	
Ward 3	12 (12%)	47 (47%)	55 (55%)	41 (41%)	25 (25%)	23 (23%)	72 (72%)	38 (38%)	63 (63%)	20 (20%)	26 (26%)	42 (42%)	51 (51%)	1 (1%)	
Ward 4	9 (11.1%)	20 (24.7%)	53 (65.4%)	22 (27.2%)	14 (17.3%)	27 (33.3%)	59 (72.8%)	26 (32.1%)	54 (66.7%)	71 (21%)	23 (28.4%)	39 (48.1%)	51 (63%)	4 (4.9%)	

Table 54:
Cross tabulation for What Programs/Organizations Residents Participate in by Location (City of Greeley Wards)

		What programs or organizations do you participate in on a regular basis? (Select all that apply)											Total
		Volunteer	Church or Religious	Non-Profit	Libraries	Arts and Theatre	Cultural Events	Sports and Recreation	Health and Fitness	Medical	Educational	Other	
Location	Ward 1	32 (37.6%)	32 (37.6%)	28 (32.9%)	34 (40%)	29 (34.1%)	39 (45.9%)	28 (32.9%)	24 (28.2%)	11 (12.9%)	32 (37.6%)	3 (3.5%)	*Select All That Apply questions total percentages do not equal 100%
	Ward 2	24 (35.3%)	24 (35.3%)	27 (39.7%)	35 (51.5%)	33 (48.5%)	42 (61.8%)	21 (30.9%)	31 (45.6%)	11 (16.2%)	39 (57.4%)	8 (11.8%)	
	Ward 3	49 (49%)	49 (49%)	42 (42%)	39 (39%)	43 (43%)	44 (44%)	38 (38%)	37 (37%)	16 (16%)	38 (38%)	9 (9%)	
	Ward 4	36 (44.4%)	33 (40.7%)	32 (39.5%)	24 (29.6%)	34 (42%)	40 (49.4%)	41 (50.6%)	34 (42%)	15 (18.5%)	26 (32.1%)	6 (7.4%)	

We Are One

Embrace the diverse cultures in our community by coming together and recognizing that we are all one! Our residents are engaged. Community events are well attended and residents revel in strong engagement in civic organizations, local boards and commissions. Agency partnerships unite us as one community.

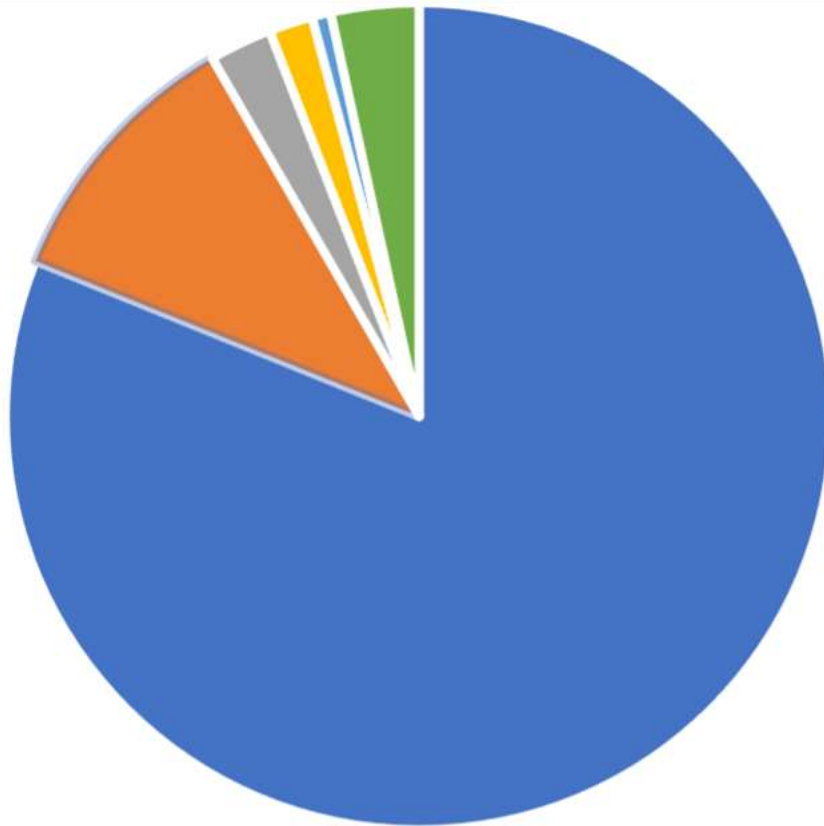
Engagement Survey

Objectives:

- Identify effective modes of communication for different audiences
- Identify motivation for community involvement
- Identify community interests/\key issues
- Identify barriers to stronger engagement
- Understand diversity of Greeley community
- Understand community perceptions of representative

Demographics

Race of Participants

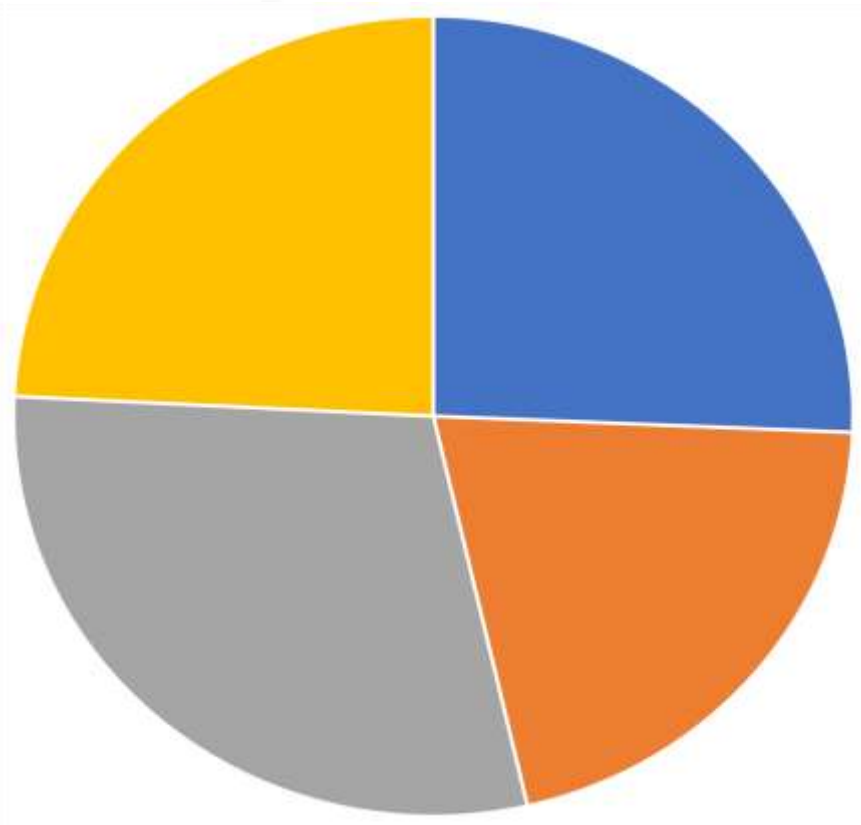


- White: 331 (79%)
- Hispanic or Latino: 43 (10.3%)
- Black or African American: 10 (2.4%)
- Asian: 7 (1.7%)
- Native Hawaiian/Pacific Islander: 3 (0.7%)
- Other (please specify if comfortable): 14 (3.3%)

Demographics

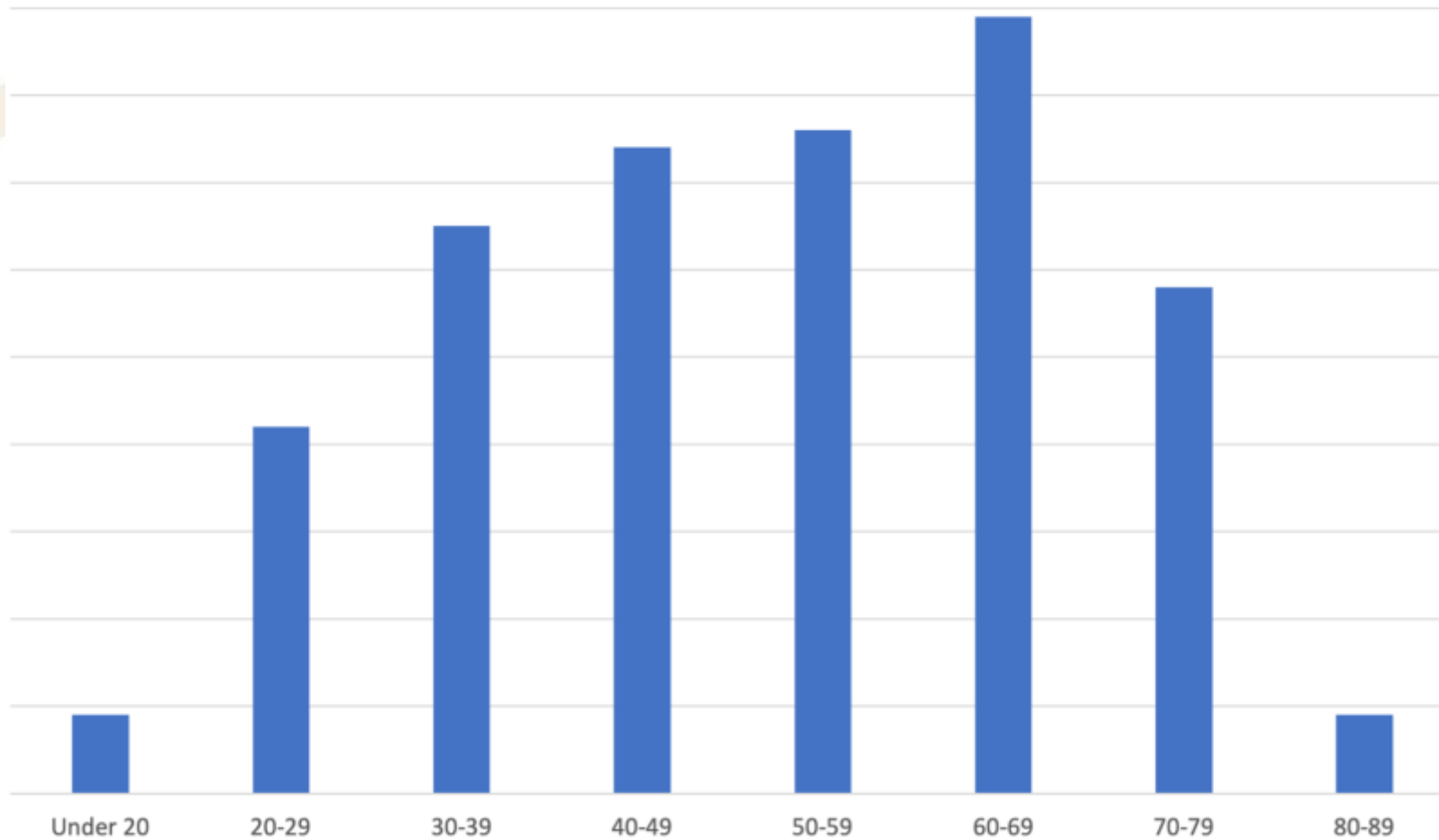
Wards Participants Live In

■ Ward 1: 89 (25.6%) ■ Ward 2: 72 (20.8%) ■ Ward 3: 102 (29.4%) ■ Ward 4: 84 (24.2%)



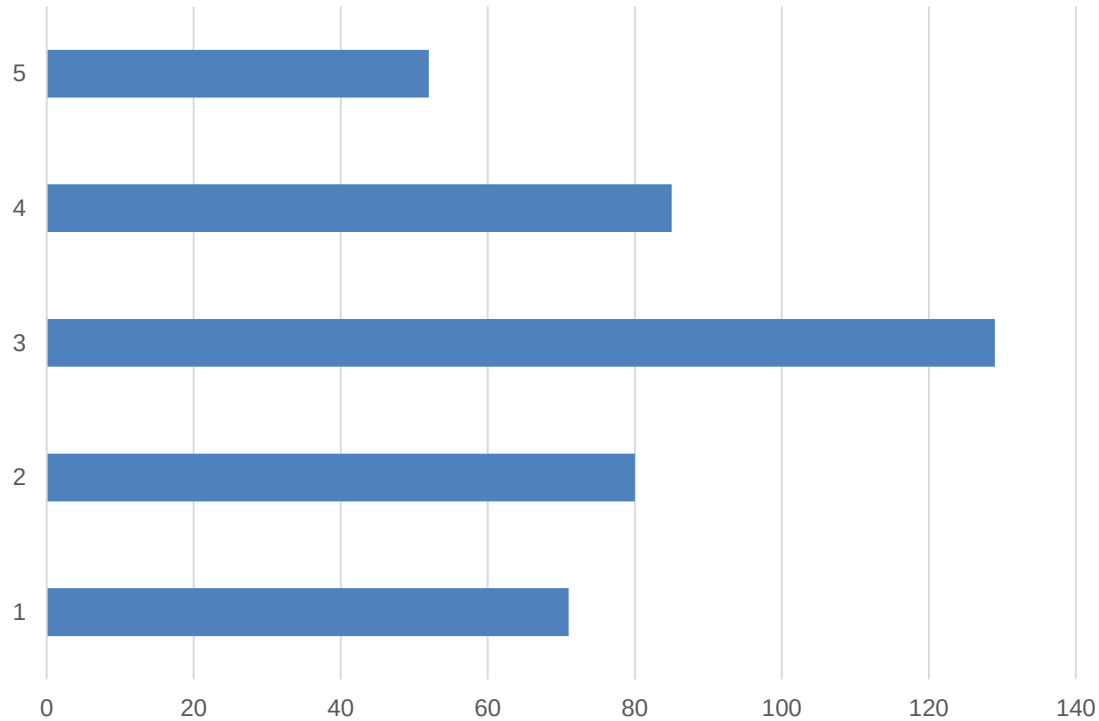
Demographics

Age of Participants



Involvement

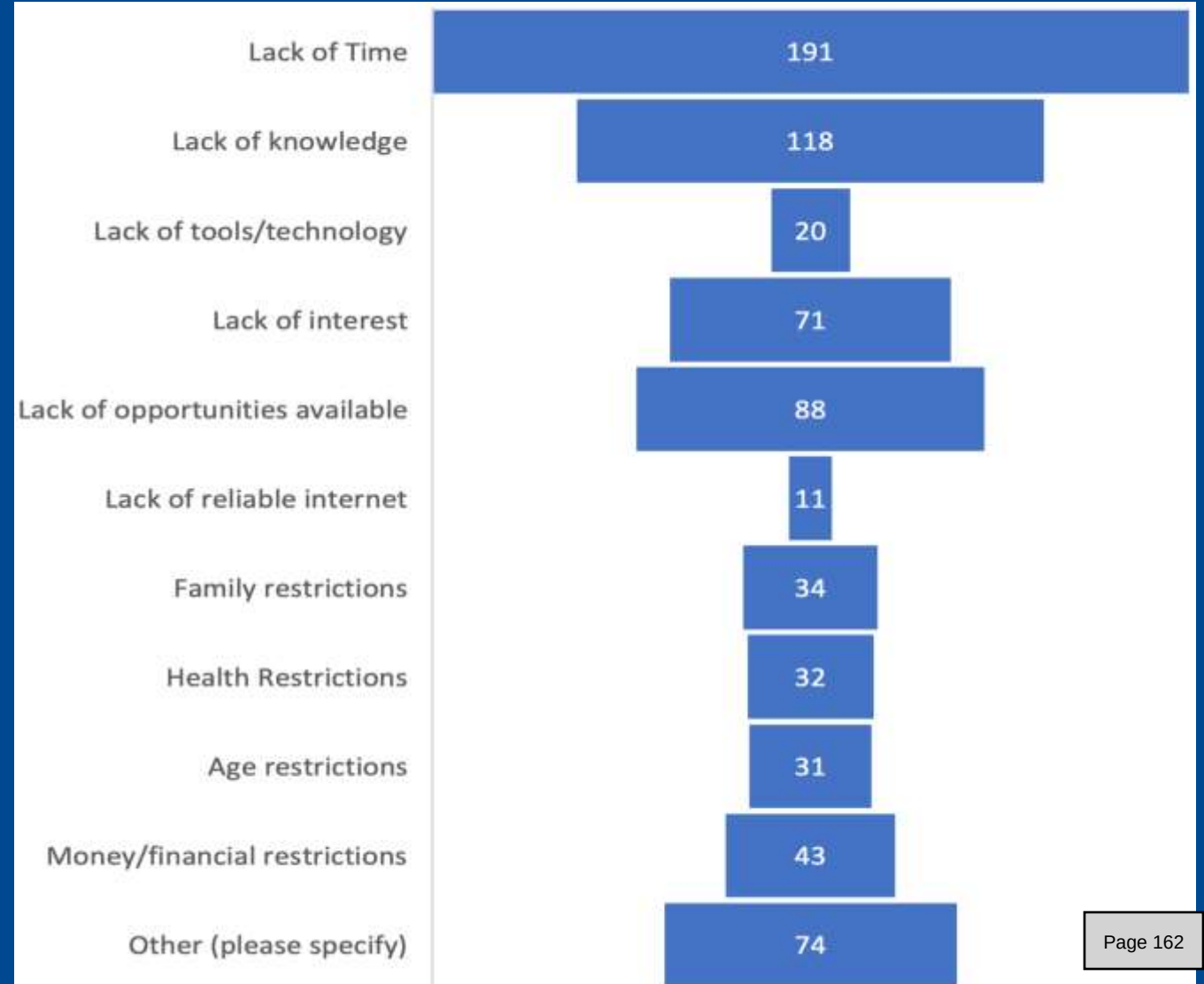
Current Level of Involvement



How would you rate your level of involvement with the City of Greeley, with 1 being not involved and 5 being very involved?

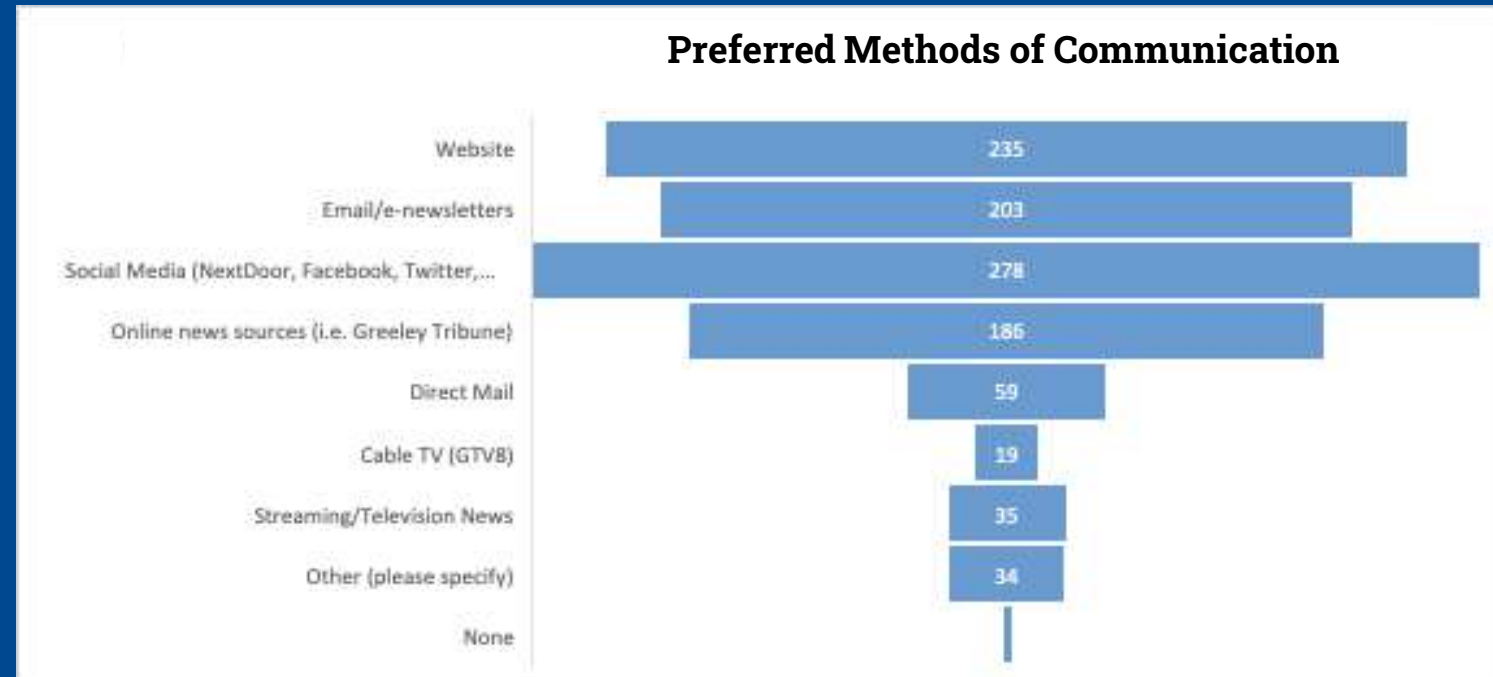
Barriers to Involvement

What prevents you from being more involved in local government/community functions?



Communication

Please select the top three tools you use to gather information about city/local government?



Communication

Satisfaction with City Communication

	Frequency	Percent
Poor	51	12.2%
Fair	118	28.3%
Good	164	39.3%
Very Good	70	16.8%
Excellent	14	3.4%
Total	417	100.0

How would you rate the City of Greeley's communication with residents?

Topics/Issues of Interest

Table 38: What topics are you most interested/concerned with regarding city government? (select all that apply)

	Frequency	Percent
Religious	54	12.6%
Service Organizations	143	33.5%
Economic Development	222	52%
Nonprofit	142	33.3%
Neighborhood Association	112	26.2%
Political Campaigns/Activism	114	26.7%
Recreation/Parks/Activities	259	60.7%
Museums	140	32.8%
Cultural Events	237	55.5%
Utility	85	19.9%
Transportation	106	24.8%
Fire/Patrol/Law Enforcement	156	36.5%
Public Works/Infrastructure	199	46.6%
Other (please specify)	28	6.6%
Total	427	*Select All That Apply questions total percentages do not equal 100%

What topics are you most interested/concerned with regarding city government? (select all that apply)

Focus Group Highlights

DIVERSITY

- Structural
- Representation

PERSONALIZATION & CONNECTION W/ CITY OFFICIALS

- Neighborhood
- Outreach & Events

RESIDENT SUGGESTIONS

- Ground-Level Outreach & Marketing
- Short-Form Content
- Education Around City Functions & How to Get Involved



Recommendations & Key Findings

- Opportunity for better and more involvement and City engagement
- Proactive information
- Translations
 - More than English and Spanish
- Social media and online formats
- Support and promotion of diversity

Using the Data

- Hybrid meetings
- Civic engagement platforms
- Organizational standards for public engagement practices
- Implementation of strategic civic campaigns
(did you know, learn to, informative with call to actions)
- Coordinated online communication
- Community activation

Q&A

Worksession Agenda Summary

June 8, 2021

Benjamin Snow, Economic Health & Housing Director, 970-350-9384

Title:

Enhanced Sales Tax Incentive Program Overview

Background:

While Greeley has performed well in overall in generating sales tax revenue for City operations, EHH has determined that there are certain areas within the City that lack essential retail services. The City might be able to attract new sales tax generating entities to those underserved areas by adopting a new economic development tool, known as an Enhanced Sales Tax Incentive Program (ESTIP). This tool has been in use in Colorado for many years, and there are many cities and towns that currently compete for new sales tax generating entities using this tool.

Adoption of this incentive tool will allow Greeley to remain competitive with other cities when attracting retailers. In addition to capturing sales taxes from current residents, many of whom may leave town to shop in other nearby cities, attracting retailers to the identified underperforming areas of town will likely also result in new sales taxes being generated from non-residents who will travel to Greeley to work and shop.

Strategic Work Program Item or Applicable Council Priority and Goal:

A Dynamic and Resilient Economy: Striking the right balance of opportunities to work, shop, play and live in Greeley.

Your Home is Here: Having local shopping options will help attract new residents to live in Greeley, helping fulfill our Strategic Housing Plan.

Decision Options:

Determine consensus to move forward to consider adding language to the municipal code to include provisions for a sales tax incentive program.

Attachments:

Slide deck presentation

Enhancing Our Economic Development Toolbox

Benjamin Snow, CEcD
Director of Economic Health & Housing

June 8, 2021



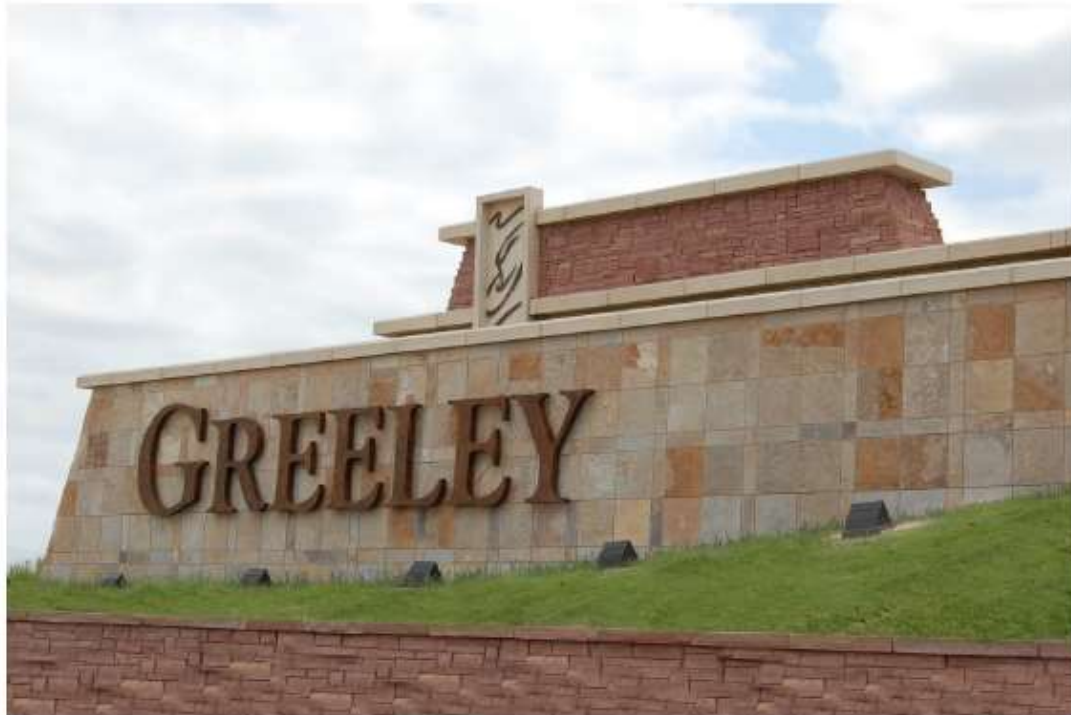


Why Offer Incentives?

1. Attract Desired Investment Activity
2. Accelerate Our Goals as a Community
3. Honor the “But For” Principle
4. Generate Economic Prosperity
5. Balance Community Needs
6. Remain Competitive with other Places



SUMMARY OF INCENTIVES



Summary of Our Current 'Menu'

1. Business Development Incentives

- Focused on creation of new capital investment and jobs

2. Housing Development Incentives

- Focused on creation of new residential units (SF and MF, Owners and Renters, Affordable through Executive)



What Tools Might We Be Missing?



1. Specific to Retail Sales Tax?
2. Industrial Metro District?
3. Entrepreneurial Ecosystem?
 - Support for 1st and 2nd Stage Companies
4. Targeted Infrastructure?
 - Broadband, Water, Roads

Enhanced Sales Tax Incentive Program (ESTIP) Proposal

1. Overview
2. Goals
3. Criteria/Parameters
4. Application Process
5. Measuring Success



Enhanced Sales Tax Incentive Program (ESTIP) Proposal



Overview

- Some areas within the City that lack essential retail services.
- We should consider adopting an Enhanced Sales Tax Incentive Program (ESTIP).
- Many cities and towns use this tool.

Enhanced Sales Tax Incentive Program (ESTIP) Proposal



Goals

- Keep Greeley Competitive.
- New sales taxes generated from non-residents who will travel to Greeley to work and shop.
- Help attract new residents to live in Greeley, supporting our Strategic Housing Plan.

Enhanced Sales Tax Incentive Program (ESTIP) Proposal

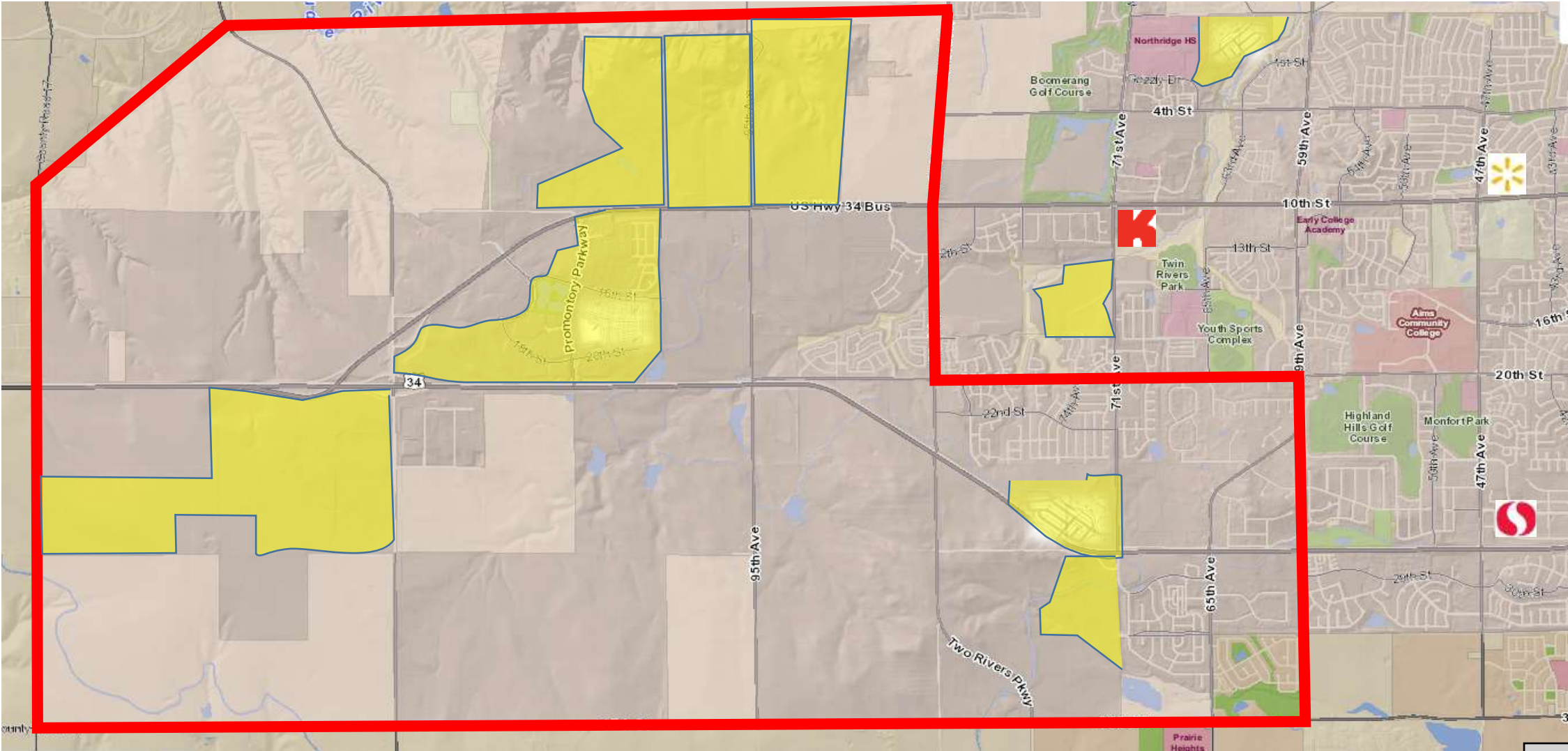


Criteria for Eligibility/Parameters Geographic

1. Restricted to those areas pre-defined as underperforming
 - a. Downtown Greeley Defined Map
 - b. West Greeley Defined Map
2. Missing Services Test
3. Tax Generating Thresholds
4. Caps and Limitations (can be a combination of metrics)



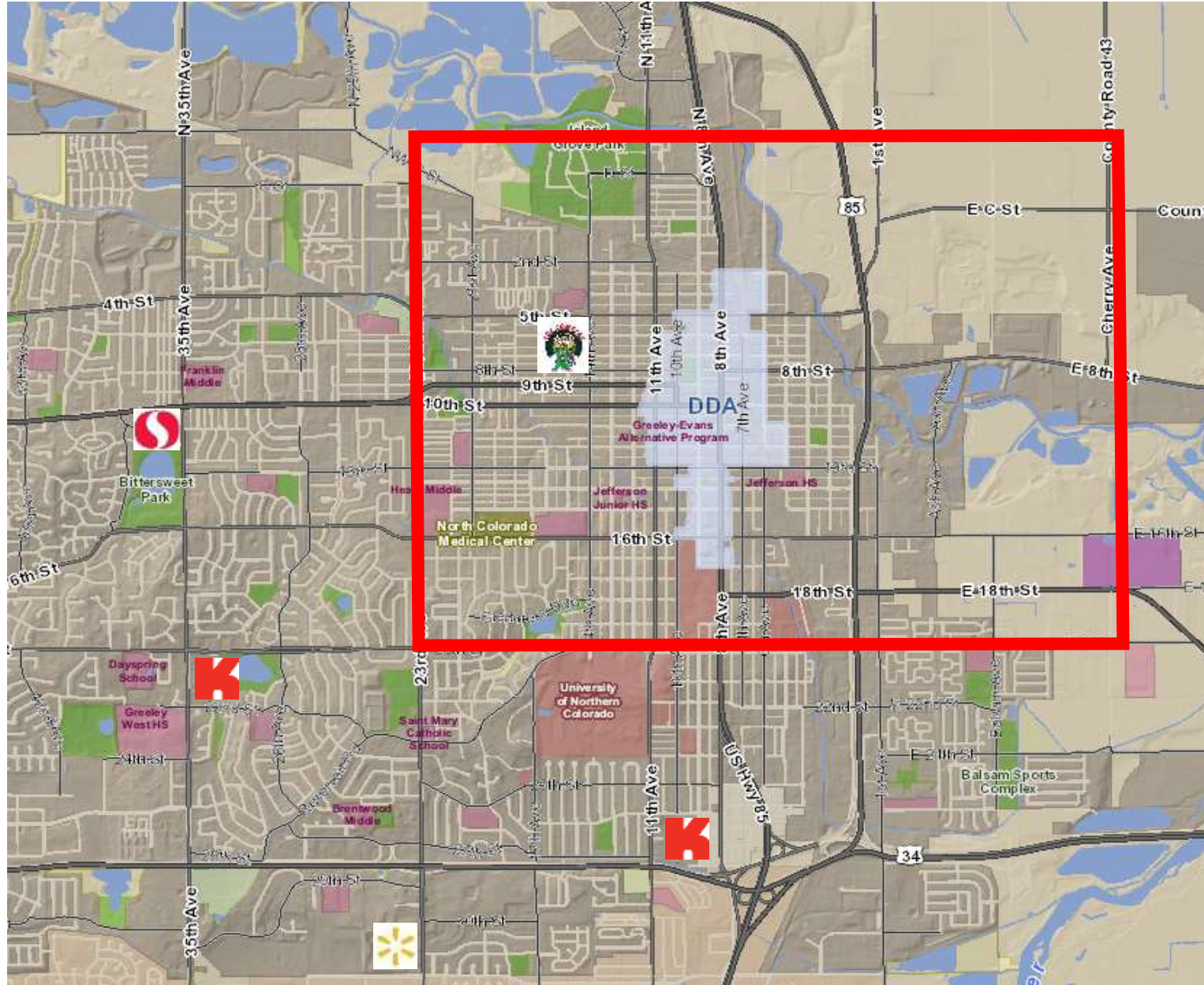
West Greeley ESTIP Eligible Geography



 Metro Districts

 Platted Subdivisions

Downtown Greeley ESTIP Eligible Geography



Enhanced Sales Tax Incentive Program (ESTIP) Proposal



Application Process/Structure

1. Convene an Incentives Committee
 - a. EHH, Finance, CMO (standing members)
 - b. Depending on project may include CAO, CD, Water, PW
2. Generate Recommendation for Each Applicant
3. Bring Proposal to Council for Decision

Enhanced Sales Tax Incentive Program (ESTIP) Proposal



Measuring Success

- The City will see increased sales tax generation in parts of the City currently underperforming.
- The City will reduce the amount of retail 'leakage', especially from residents living close to our municipal borders who leave to shop in other cities.
- The City will capture new sales taxes from non-resident shoppers who live within 10 minutes of the city.

Enhanced Sales Tax Incentive Program (ESTIP) Proposal



Next Steps

- If Council agrees to continue moving this forward . . .
- Staff would bring forward an ordinance to amend the Municipal Code section on business incentives to include this new tool.
- After both readings, staff would be prepared to receive applications for the program.
- Staff would evaluate each application and only bring forward those that meet the program's objectives to Council for approval.

Contact Information

Benjamin.Snow@greeleygov.com
970-939-4415

Comments & Questions



Worksession Agenda Summary

June 8, 2021

Benjamin Snow, Economic Health & Housing Director, 970-350-9384

Title:

Broadband Incentive Proposal

Background:

Greeley's residents and businesses currently enjoy access to broadband in certain areas of town, but the speed and reliability is often a concern. To compete in the 21st century, cities must encourage the development of additional broadband infrastructure. Communities who do not keep pace will be left behind.

This proposal includes several goals:

- The Broadband Infrastructure Incentive Program will promote high-quality broadband access to all Greeley citizens at a fair and equitable price.
- The program will exist to encourage upgrades to existing services in areas that are not meeting the broadband initiative objectives.
- The program is designed to be supportive of any fiber deployment program that increases services and access to broadband.

Strategic Work Program Item or Applicable Council Priority and Goal:

Leadership in Educational Excellence: Greeley is a community known as a creative, educational and learning environment.

A Dynamic and Resilient Economy: We are a community of choice for forward-thinking commerce.

Your Home is Here: Greeley is a community known for its high standard of living, which includes access to affordable broadband.

Decision Options:

Determine consensus regarding use of existing broadband funds to create an incentive program for more broadband infrastructure deployment.

Attachments:

Slide presentation

Broadband incentive program outline

Broadband In-Ground Infrastructure Incentive Program

Purpose/Goals

- The Broadband Infrastructure Incentive Program (“Incentive Program”) exists to promote high-quality broadband access to all Greeley citizens at a fair and equitable price.
- In addition, the program exists to encourage upgrades to existing services in areas that are not meeting the objectives outlined in the Broadband Initiative Objectives below.
- The program is designed to be supportive of any fiber deployment program that increases services and access to broadband.

Applicability & Eligibility

- The Incentive Program exists for all areas within the city limits of Greeley, with greater emphasis on those areas east of 35th Avenue.
- Any infrastructure constructor, leaser, or product operator is eligible for consideration.
- Project must be for primarily underground and fiber enhancement and/or alternatives, or deployment of above-ground services (i.e., utility lines) where underground installation is not a viable option.
- Project must meet adopted Broadband Initiative objectives (attached).
- Project must meet all City standards and code requirements, including working with the City if the City identifies up-sizing or co-locating of ground infrastructure of any type, typically at the City’s cost, or as otherwise defined by City code.
- Easement/access rights must be secured or reasonably securable by the applicant.
- Applicant must reasonably demonstrate secured and dedicated funding for the project.
- Project must be commenced within 12 months of assistance approval and completed within 36 months, or as otherwise agreed to by the City, based on the scale and scope of the project.
- Applicant will enter into a written agreement that warrants development performance.

Assistance

The City has dedicated funding of \$1.0 million as of 6/1/2021 which is available for the Incentive Program. City Council has dedicated this as one-time funding and is not obligated to renew it. When and if funding is granted to a qualifying applicant(s), the City is not required to re-fund it.

The program may, upon qualification, underwrite eligible fees (permit, inspection, sales/use taxes, etc.) based upon the level of private investment:

- a. When infrastructure investment exceeds \$20MM, the City will pay 20% of the eligible fees;
- b. At \$40MM or more in infrastructure investment, will pay 40% of the eligible fees;
- c. At \$60MM or more in infrastructure investment, will pay 60% of the eligible fees
- d. At \$80MM or more in infrastructure investment, will pay 80% of the eligible fees.

Percentage of City’s support does not increase proportionately for increments between the threshold dollar levels. Fees are applied upon completion of the project. Any disqualification of incentives at any time throughout the project shall result in the applicant paying any deferred or unpaid fees. The City and applicant may separately agree to phased payment of fees, based on phased construction.

Approval Process

Application for the Incentive Program shall be in a form designated and provided by the Economic Health and Housing Department.

The City Manager or their designee shall review and approve financial assistance through the Incentive Program, based on review and recommendation for approval from staff.

Broadband Initiative Objectives

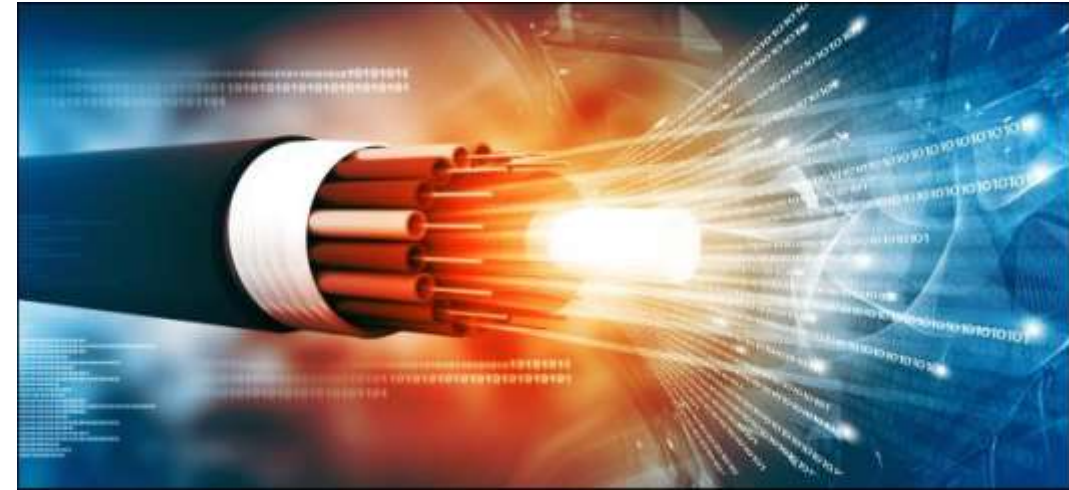
- Wired (landline service providers)
 - Increases coverage of broadband services above 500 MB to 90% of the residential consumers within the City of Greeley (existing providers)
 - Increases coverage of broadband services above 500 MB to 95% of the Business consumers within the City of Greeley (existing providers)
 - Provides coverage of broadband services above 500 MB to 90% of the residential consumers within the City of Greeley (new providers)
 - Provides coverage of broadband services above 500 MB to 95% of the Business consumers within the City of Greeley (new providers)
- Wireless
 - Increases coverage of wireless broadband services above 50 MB to 90% of the residential consumers within the City of Greeley (existing providers)
 - Increases coverage of broadband services above 50MB to 95% of the Business consumers within the City of Greeley (existing providers)
 - Provides coverage of broadband services above 50 MB to 90% of the residential consumers within the City of Greeley (new providers)
 - Provides coverage of broadband services above 500 MB to 95% of the Business consumers within the City of Greeley (new providers)

Broadband Incentive Proposal

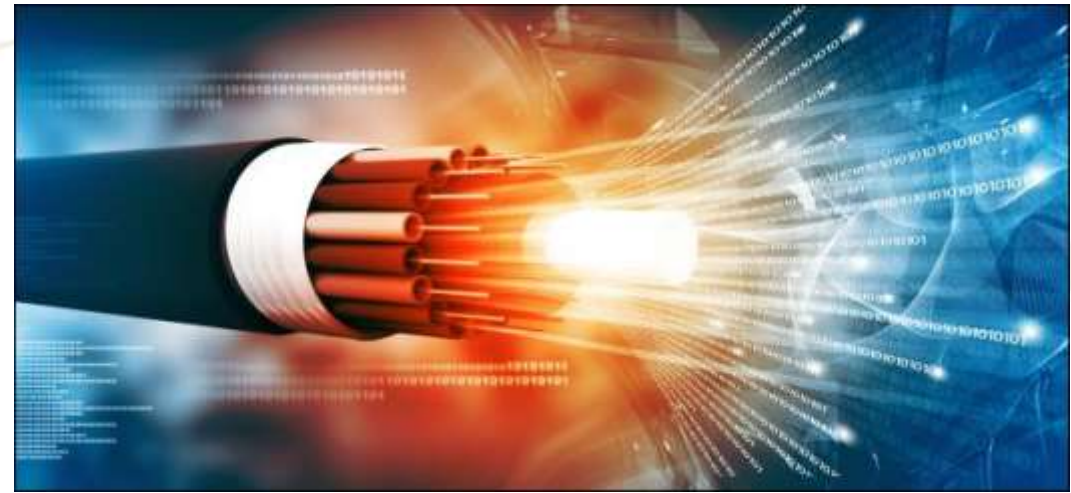
1. Purpose & Goals
2. Applicability & Eligibility
3. Fee Assistance
4. Approval Process
5. Objectives

City Broadband Incentive Team Includes:

IT, Finance, CD, EHH, CAO and CMO



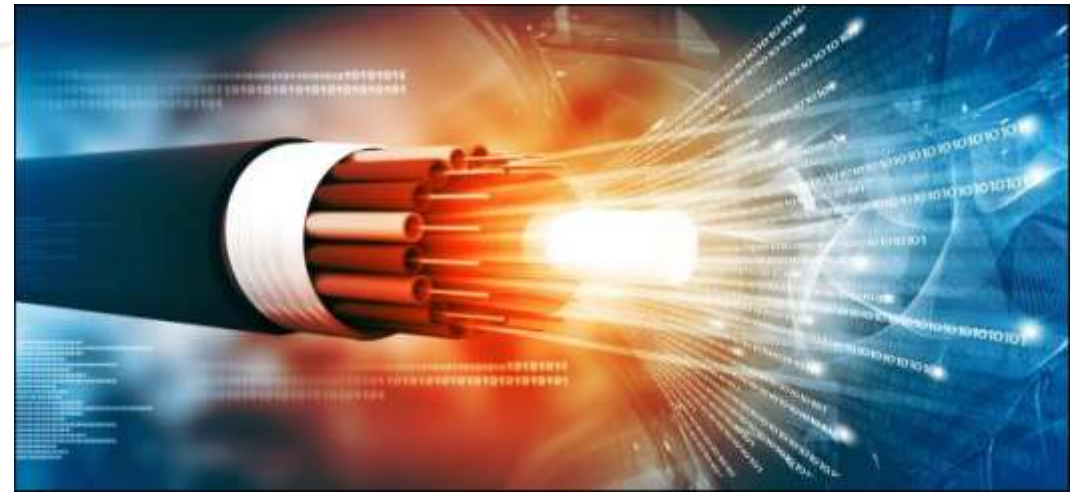
Broadband Incentive Proposal



Purpose/Goals

- The Broadband Infrastructure Incentive Program (“Incentive Program”) exists to promote high-quality broadband access to all Greeley citizens at a fair and equitable price.
- In addition, the program exists to encourage upgrades to existing services in areas that are not meeting the objectives outlined in the Broadband Initiative Objectives below.
- The program is designed to be supportive of any fiber deployment program that increases services and access to broadband.

Broadband Incentive Proposal

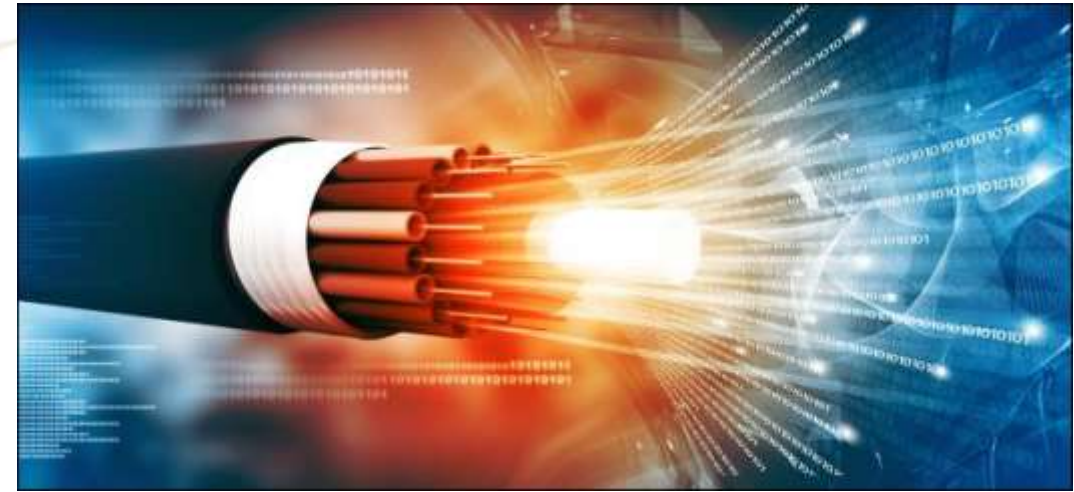


Applicability & Eligibility

- Geography = Extent of Greeley City Limits.
- Any infrastructure constructor, leaser, or product operator is eligible
- Project must be for primarily underground and fiber enhancement and/or alternatives
- Project must meet adopted Broadband Initiative objectives
- Project must meet all City standards and code requirements
- Applicant must reasonably demonstrate funding for the project
- Prompt Timing and Execution
- Applicant will enter into a written agreement that warrants performance.



Broadband Incentive Proposal



Fee Assistance

- Dedicated Funding of \$1 million as of 6/1/2021.
- Underwrite eligible fees, based on investment level:
 - \$20MM = 20%
 - \$40MM = 40%
 - \$60MM = 60%
 - \$80MM = 80%

Broadband Incentive Proposal



Approval Process

- Application for the Incentive Program shall be in a form designated and provided by the Economic Health and Housing Department.
- The Broadband Incentive Team will review the applications for assistance, determine eligibility and make a recommendation to the Director of Finance.
- The Director of Finance will review and approve financial assistance through the Incentive Program, based on review and recommendation for approval from the Broadband Incentive team.

Broadband Incentive Proposal



Broadband Initiative Objectives – June 2021*

- Wired (landline service providers)
 - Available to both Existing Providers and New Providers
 - Available to both Residential and Business Customers
 - 500 Mbps Download Speeds to 90% of residential customers
 - 500 Mbps Download Speeds to 95% of business customers
- Wireless
 - Available to both Existing Providers and New Providers
 - Available to both Residential and Business Customers
 - 50 Mbps Download Speeds to 90% of residential customers
 - 50 Mbps Download Speeds to 95% of business customers

*These industry speed standards and objectives will be reviewed and updated as needed

Broadband Incentive Proposal

Next Steps

1. Staff recommends the use of up to \$1.0M funds currently set-aside for deployment of broadband as part of this program.
2. Broadband team will be well positioned to begin reviewing qualifying project proposals and determine eligibility and availability of funds to execute on this program.



Contact Information

Benjamin.Snow@greeleygov.com
970-939-4415

Comments & Questions

June 7, 2021 - June 13, 2021

June 2021							July 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5				1	2	3	
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Monday, June 7

Tuesday, June 8

6:00pm - City Council Worksession Meeting - Council Master Calendar 

Wednesday, June 9

Thursday, June 10

7:30am - Poudre River Trail (Hall) 

Friday, June 11

Saturday, June 12

Sunday, June 13

June 14, 2021 - June 20, 2021

June 2021							July 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5				1	2	3	
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Monday, June 14

Tuesday, June 15

6:00pm - City Council Meeting - Council Master Calendar

Wednesday, June 16

2:00pm - 5:00pm Water & Sewer Board (Gates)

Thursday, June 17

7:30am - 8:30am DDA (Zasada/Butler)

3:30pm - 4:30pm Airport Authority (Clark/Payton)

Friday, June 18

Saturday, June 19

6:00pm - 8:00pm Weld Distinguished Citizen of the Year Honoring Dr. Deirdre Pilch (Hilton DoubleTree at Lincoln Park, 919 7th Street) - Council Master Calendar

Sunday, June 20

June 21, 2021 - June 27, 2021

June 2021							July 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4	5				1	2	3
6	7	8	9	10	11	12		4	5	6	7	8	9
13	14	15	16	17	18	19		11	12	13	14	15	16
20	21	22	23	24	25	26		18	19	20	21	22	23
27	28	29	30					25	26	27	28	29	30
												31	

Monday, June 21

Tuesday, June 22

6:00pm - City Council Worksession Meeting - Council Master Calendar 

Wednesday, June 23

Thursday, June 24

7:30am - Poudre River Trail (Hall) 

Friday, June 25

Saturday, June 26

Sunday, June 27

June 28, 2021 - July 4, 2021

June 2021							July 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5				1	2	3	
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Monday, June 28

11:30am - 12:30pm Greeley Chamber of Commerce (Hall) 

6:00pm - 7:00pm Youth Commission (Butler) 

Tuesday, June 29

Wednesday, June 30

7:00am - 8:00am Upstate Colorado Economic Development
(Gates/Hall) (Upstate Colorado Conference Room) - Council Master
Calendar 

Thursday, July 1

3:30pm - IG Adv. Board (Butler) 

6:00pm - MPO (Gates/Payton) 

Friday, July 2

Saturday, July 3

Sunday, July 4

July 5, 2021 - July 11, 2021

July 2021							August 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30	31				

Monday, July 5

Tuesday, July 6

6:00pm - City Council Meeting - Council Master Calendar

Wednesday, July 7

Thursday, July 8

7:30am - Poudre River Trail (Hall)

Friday, July 9

Saturday, July 10

Sunday, July 11

City Council Meeting Scheduling

Current as of 06/04/2021

This schedule is subject to change

Date	Description	Sponsor	Placement/Time
June 15, 2021 Council Meeting	Alzheimer's Awareness Month Proclamation	Anissa Hollingshead	Recognitions
	Change Order - Brown & Caldwell Engineering	Sean Chambers	Consent
	Resolution - Suffolk Subdivision 4th Filing, 1st Amendment	Brad Mueller	Regular
	Ordinance - Intro - Preliminary PUD, Areas F, L & M, 2nd Amendment	Brad Mueller	Consent
	Ordinance - Intro - Amendments to portions of the GMC Title 22, Chapter 11, adoption of the 2020 Edition of the National Electrical Code	Brad Mueller	Consent
	Ordinance - Intro - Dispossession of the Hasbrouck and Vara Farms	Sean Chambers	Consent
	Ordinance - Final - Second Additional Appropriation	John Karner	Regular
	Ordinance - Final - Non-Exclusive Franchise Agreement to Allo	Raymond Lee	Regular
	Ordinance - Final - Amendments to the GMC regarding Industrial Pre-Treatment	Sean Chambers	Regular
	Ordinance - Final - Promontory Preliminary PUD, Areas M & N, 1st Amendment	Brad Mueller	Regular
	Ordinance - Final - Household Occupancy Standards Code Update	Brad Mueller	Regular
	Public Hearing Development Code Updates Chapters 1 & 2 - General Provision	Brad Mueller	Regular
	Boards & Commissions Appointments	Anissa Hollingshead	Regular
June 22, 2021 Worksession Meeting	Strategic Housing Plan Update	Ben Snow	0.50
	ARPA funding priorities and overview of program operation and timeline	John Karner	0.50
	COVID-19 Update		
July 6, 2021 Council Meeting	Resolution - Promontory Imagine School Preliminary PUD, Third Filing (Public Hearing?)	Brad Mueller	Regular
	Ordinance - Intro - Cache Annexation	Brad Mueller	Consent
	Ordinance - Intro - Cache Preliminary PUD	Brad Mueller	Consent
	Ordinance - Intro - Development Code Updates Chapters 7, 8, 9, 10, 11 & 12	Brad Mueller	Consent
	Ordinance - Intro - Ashcroft Draw Regional Sewer Lift Station Local Improvement District (LID)	Sean Chambers	Consent
	Ordinance - Final - Amendments to portions of the GMC Title 22, Chapter 11, adoption of the 2020 Edition of the National Electrical Code	Brad Mueller	Regular
	Ordinance - Final Preliminary PUD, Areas F, L & M 1st Amendment	Brad Mueller	Regular
	Ordinance - Final - Dispossession of the Hasbrouck and Vara Farms	Sean Chambers	Regular
July 13, 2021 Worksession Meeting			
July 20, 2021 Council Meeting	CDBG Annual Plan Amendment	Ben Snow	Regular
	Ordinance - Intro - Cache Annexation	Brad Mueller	Consent
	Ordinance - Intro - Cache Preliminary PUD	Brad Mueller	Consent
	Ordinance - Final - Ashcroft Draw Regional Sewer Lift Station Local Improvement District (LID)	Sean Chambers	Regular
	Public Hearing - Development Code Updates Chapters 7, 8, 9, 10, 11 & 12	Brad Mueller	Regular
	Boards & Commissions Appointments	Anissa Hollingshead	Regular
July 27, 2021 Worksession Meeting	Transportation Master Plan Update	Raymond Lee	0.50
	COVID-19 Update		
	Executive Session: City Manager Quarterly Check-in	Roy Otto	

Greeley City Council

Status Report of Council Initiatives

Initiative No.	Council Request	Council Meeting, Worksession, or Committee Meeting Date Requested	Status or Disposition (After completion, item is shown one time as completed and then removed.)	Assigned to:
03-2021	Also related to the Poudre River Trail, Council Member Hall noted the section of the trail known as the Narrows is facing increasing risks of erosion, with some portions in danger of falling into the river, and no available alternative areas for trail placement in that vicinity. The School of Mines will do a project to work on some engineering solutions for the area, in addition to other engineering studies that have already been done. Council Member Hall requested the formation of a committee, which he would chair, to review and determine options to move forward in addressing this with the assistance of City staff. City Manager Otto added information about potential Capital Improvement Projects through this area, and Council Member Hall provided information about existing potential rough cost estimates in response to questions from the Council.	February 2, 2021 Council Meeting	Update: 04/20/2021 Council Member Hall provide an update on his initiative regarding the Poudre Narrows. He reported that the committee had its first meeting and that he is pleased with engagement from City staff and the community. A committee, chaired by Council Member and Poudre River Trail Corridor Chairman Hall, has been formed with representatives from the Poudre Trail Corridor Board, Culture, Parks and Recreation/Natural Areas and Trails, Public Works, Water and Sewer, the Poudre River Run Master HOA, a member of the Parks and Recreation Advisory Board, and a representative from the Ditch #3 Board. Committee Chairman Hall has also referenced initial communications with Otak Engineering, a consulting firm who produced a study of this area in 2018 for the City of Greeley, as well as the Colorado School of Mines engineering students who will conduct a capstone project this semester towards a suggested course of action and suggested	Andy McRoberts

Initiative No.	Council Request	Council Meeting, Worksession, or Committee Meeting Date Requested	Status or Disposition (After completion, item is shown one time as completed and then removed.)	Assigned to:
			funding mechanism(s). An initial assessment with design parameters, recommended course(s) of action including recommended funding sources, is expected in June, 2021 post consultation with the Mines student project and engineering consultants. Although this project will carry on m practicality through committee work	
07-2021	Council Member Zasada attained support for an initiative resulting from complaints about current code enforcement efforts. A two part review of enforcement practices was requested: 1) Review of what current code compliance looks like – how many code compliance officers are there, how many cases do they each have, etc. 2) Analysis of options to increase the current level of enforcement efforts and potentially toughen the existing nuisance ordinance.	June 1, 2021 Council Meeting		

Council Agenda Summary

June 8, 2021

Maria Gonzalez Estevez, Human Resources Director, 970-350-9714

Title:

Consideration of an Executive Session to determine positions, develop strategy and instruct negotiators regarding collective bargaining with the Greeley Police Union

Decision Options:

If this item is considered favorably by City Council, the following suggested motion is needed:

I move that the City Council go into an Executive Session to discuss the following matter as provided under C.R.S. 24-6-402(4) (e)(I) and Greeley Municipal Code 2.04.020(5): to determine positions, develop strategy and instruct negotiators regarding collective bargaining with the Greeley Police Union.

Attachments:

None