

Town of Snowmass Village Community Survey

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Findings
Report

Submitted to the Town of Snowmass Village

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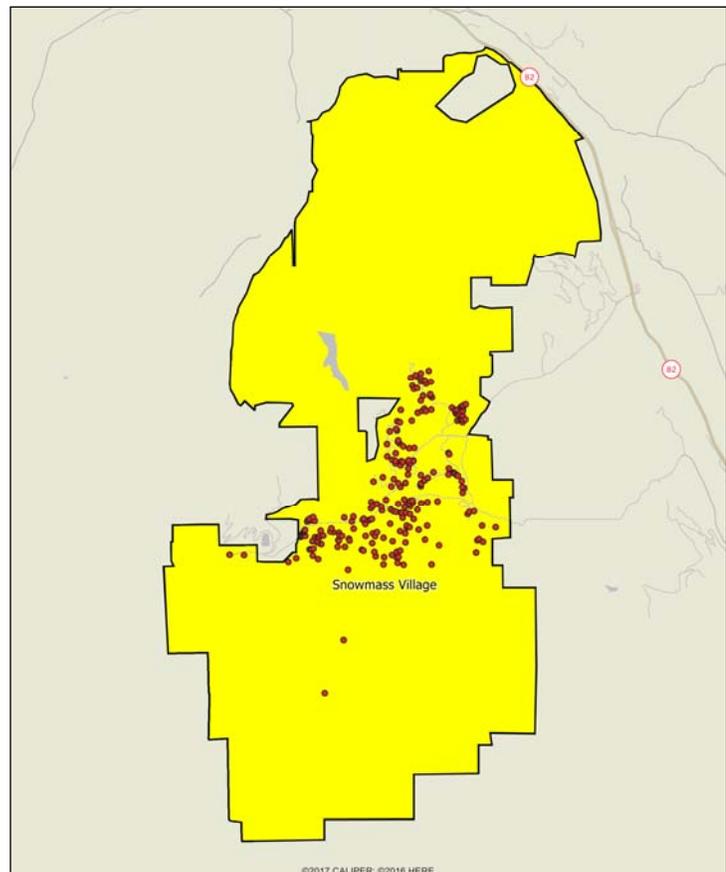
2017 Town of Snowmass Village Community Survey Executive Summary

Purpose and Methodology

ETC Institute administered a survey to respondents of the Town of Snowmass Village during the summer of 2017. The purpose of the survey was to help the Town of Snowmass Village assess community needs and priorities.

On June 30th the Town included a pre-notification and story about the survey in their monthly newsletter that was sent to 4,783 subscribers (3,994 emails were delivered). Following the pre-notification the Town of Snowmass Village emailed a link to the survey on July 12th, which was successfully delivered to 4,185 subscribers. A reminder email was sent on July 31st. The Town made the survey available on their website, www.TOSV.com and created five Facebook advertisements which reached a total of 15,042 individuals within a 50 mile radius of Snowmass Village. Of the 15,042 individuals that were reached 581 engaged with the posts or clicked the link to the survey. In addition to email and online outreach efforts, the Town of Snowmass Village sent a postcard mailer with a link to the survey to every resident and business in Snowmass Village with a PO Box. A total of 1,759 mailers were delivered. The survey was also advertised using more traditional mediums, such as the newspapers, on www.SnowmassSun.com, local radio stations, and CGTV.

A minimum of 600 completed surveys was targeted to provide statistically significant results for the Town to use. That target was exceeded with a total of 891 completed surveys collected. The overall results for the sample of 891 surveys has a precision of at least +/- 3.3% at the 95% level of confidence. The map to the right shows the location of survey respondents within the Town of Snowmass Village. The town values feedback from a wide array of community members, and the Town's Community Survey was made available to any individual that directly receives or experiences Town services. This includes all residents, part-time residents, employees, and guests of Snowmass Village.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Town of Snowmass Village with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of Town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*”.

This report contains:

- An executive summary of the methodology for administering the survey and major findings
- Charts showing the overall results for most questions on the survey
- Benchmarking data that shows how the results for the Town of Snowmass Village compare to other communities
- Trend data that shows how the 2017 results compare to 2015 and 2013 results
- Tables that show the results for each question on the survey,
- A copy of the survey instrument.

Major Findings

Overall, the Town of Snowmass Village performed exceptionally well. This exceptional performance is evidenced by the comparisons made with the U.S., similarly sized communities, and the Mountain region. The Town of Snowmass Village also performed exceptionally well when compared to results from Pitkin County and Rifle, Colorado. Seventy-four percent (74%) of respondents indicated they feel the sense of community in Snowmass Village is “improving” (38%) or “staying the same” (36%). This is a dramatic increase of 48% in 2015, and a significant increase from 40% in 2013. Additionally, the number of respondents indicating that the sense of Community is “getting worse” has gone down significantly. When it comes to the overall feeling of safety, overall quality of life, and the overall quality of services provided by the Town, Snowmass Village performed well above the U.S. average, similarly sized community average, and the Mountain regional averages. Community leaders should be proud that they are providing exceptional services to the residents of their community and those who utilize their services. The Town of Snowmass Village outperformed the benchmarking averages in every category that was compared, this is proof of the exceptional services that the Town and its staff are providing.

Overall Perceptions of the Town

Seventy-five percent (75%) of the respondents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the Town. Ninety-six percent (96%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall feeling of safety in the town, and 89% of respondents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in the Town. Forty-four percent (44%) of respondents, *who had an opinion*, indicated they believe that the sense of community in Snowmass Village is improving, 41% believe it is staying the same, and only 15% believe it is getting worse.

Satisfaction with Town Services

- **Town Rental Housing.** Based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion* 53% were satisfied with the quality of Town rental housing and 49% were satisfied with the level of service and unit upkeep.
- **Town Administration and Leadership** The highest levels of satisfaction with Town administration and leadership, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the overall quality of service provided by the Town Clerk’s Department (65%), the availability of Town personnel to address needs (64%), and the overall quality of service provided by the Town Manager’s Office (56%).
- **Community Development.** Thirteen percent (13%) of respondents indicated they have utilized Community Development services within the past 12 months. The highest levels of satisfaction with Community Development services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion* and have utilized Community Development services within the past 12 months, were: the courtesy of staff (80%), the fairness of staff (77%), and providing clear expectations of the process (68%).
 - Based on their experience, 15% of respondents indicated that the process of working with the Community Development Department in Snowmass Village is “better” than other jurisdictions, 26% said it was the same, and 59% said it was worse.
- **Public Works.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: snow removal (91%), overall street maintenance (89%), and the cleanliness/upkeep of public facilities (87%).
 - Forty-nine percent (49%) of respondents, *who had an opinion*, indicated they would be willing to incur higher solid waste rates for the addition of composting services and bins.
- **Police Department.** The highest levels of satisfaction with Police services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the overall quality of police services (92%) the friendliness and approachability of personnel (92%), and the trustworthiness of personnel (90%).
 - Respondents were asked to indicate, based on their own experience, if they feel the current levels of Police presence in five situations is “too low”, “too high”, or “just right”. Nine percent (9%) of respondents *who had an opinion* indicated that the current level of Police presence as it pertains to traffic patrol is “too high”. Ten percent (10%) of respondents *who had an opinion* indicated that the current level of Police presence as it pertains to residential patrol is “too low”. However, most

respondents indicated that the current levels of Police presence in all five situations is “just right”.

- **Transportation.** Respondents were asked to indicate if they would utilize five different programs and/or transportation alternatives to driving if they were offered in Snowmass Village. Two programs/alternatives, dedicated bike lanes (44%) and ride hailing apps (43%), had good support compared to the other three options. Seventy-nine percent (79%) of respondents indicated they currently ride the Village Shuttle. The highest levels of satisfaction with the Village Shuttle services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion* and ride the Village Shuttle, were: the sense of safety (95%), timeliness/punctuality of service (93%), comfort and cleanliness of shuttles (93%), and the courtesy and helpfulness of the shuttle driver (92%).
 - **Parking and Parking Management.** Sixty-nine percent (69%) of respondents *who had an opinion* were either “very satisfied” or “satisfied” with the availability of parking in the summer, 49% were satisfied with the availability of parking in the winter, 48% were satisfied with the availability of parking information and, 44% were satisfied with parking permit fees.
- **Tourism.** The highest levels of satisfaction with tourism services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the appeal of special events offered (69%) and guest services at Town Park Station and Ice Age Discovery Center (65%). Fifty-nine percent (59%) of respondents *who had an opinion* indicated they feel the current amount of special events hosted in Snowmass Village is “just right”, 8% think it is “too much”, and 33% think it is “not enough”.
- **Parks, Recreation, and Trails.** The highest levels of satisfaction with the trail system and rule enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the overall enforcement of seasonal trail closures (83%), the connectivity and effectiveness of the trail network (78%), and the condition of paved surface trails and paths (78%).
- **Town Communication.** The highest levels of satisfaction with Town Communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the timeliness of communication (54%) and the overall level/amount of communication (53%). Fifty-seven percent (57%) of respondents *who had an opinion* indicated they feel their voice is adequately heard by the Town.
 - Fifty-nine percent (59%) of respondents indicated that the best way for them to receive information about Tourism events and activities is through newspapers, 51% prefer the Tourism website (gosnowmass.com), 47% prefer E-blasts (emails), and 45% prefer social media.
 - Respondents were asked to indicate how informed they feel they are on current issues facing the Town on a 10-point scale where 10 means they feel “extremely informed” and 1 means they feel “not at all informed”. Most respondents (65%)

gave a rating between 9 and 6, and only 3% of respondents indicated they feel they are “not at all informed” (1).

- Seventy-three percent (73%) of respondents indicated they currently access government news and information, including information about Town services in newspaper articles. Forty-five percent (45%) of respondents get information from friends/family/word of mouth, 44% use Town websites, and 41% use Town e-newsletters/alerts.

How the Town of Snowmass Village Compares to Other Communities Nationally

Satisfaction ratings for The Town of Snowmass Village **rated above the U.S. average in all 17 areas** that were assessed. The Town of Snowmass Village rated significantly higher than the U.S. average (difference of 5% or more) in 15 of these areas.

Service	TOSV	US	Difference	Category
Overall street maintenance	89%	50%	39%	Public Works
Snow removal	91%	58%	33%	Public Works
Department's efforts to prevent crime	86%	56%	30%	Police Services
Overall quality of services provided by the Town	76%	49%	27%	Overall
Overall feeling of safety	95%	69%	26%	Overall
Overall quality of police services	93%	70%	23%	Police Services
How quickly police personnel respond to emergencies	88%	65%	23%	Police Services
Animal services	78%	58%	20%	Police Services
Enforcement of local traffic laws	83%	64%	19%	Police Services
Overall value that you receive for your tax dollars and fees	57%	38%	19%	Overall
Overall quality of life	89%	73%	16%	Overall
Overall level of opportunity to share my comments/concerns on Town issues	48%	33%	15%	Communication
Solid waste and recycling services	82%	69%	13%	Public Works
Overall ability to communicate with Town leaders	45%	34%	11%	Communication
Overall level/amount of communication	54%	46%	8%	Communication
Overall timeliness of communication	54%	50%	4%	Communication
Overall image of the Town	67%	64%	3%	Overall

How the Town of Snowmass Village Compares to Other Small Communities

Satisfaction ratings for The Town of Snowmass Village **rated above the small community average in all 17 areas** that were assessed. The Town of Snowmass Village rated significantly higher than the small community average (difference of 5% or more) in 16 of these areas.

Service	TOSV	Small Communities	Difference	Category
Overall street maintenance	89%	51%	38%	Public Works
Snow removal	91%	56%	35%	Public Works
Overall quality of services provided by the Town	76%	47%	29%	Overall
Department's efforts to prevent crime	86%	57%	29%	Police Services
Overall feeling of safety	95%	69%	26%	Overall
How quickly police personnel respond to emergencies	88%	62%	26%	Police Services
Overall quality of police services	93%	70%	23%	Police Services
Animal services	78%	55%	23%	Police Services
Overall value that you receive for your tax dollars and fees	57%	36%	21%	Overall
Overall quality of life	89%	70%	19%	Overall
Enforcement of local traffic laws	83%	67%	16%	Police Services
Solid waste and recycling services	82%	66%	16%	Public Works
Overall level of opportunity to share my comments/concerns on Town issues	48%	34%	14%	Communication
Overall ability to communicate with Town leaders	45%	34%	11%	Communication
Overall level/amount of communication	54%	47%	7%	Communication
Overall image of the Town	67%	62%	5%	Overall
Overall timeliness of communication	54%	50%	4%	Communication

How the Town of Snowmass Village Compares to Other Communities Regionally

Satisfaction ratings for The Town of Snowmass Village **rated above the Mountain Regional average in all 17 areas** that were assessed. The Town of Snowmass Village rated significantly higher than the Mountain Regional average (difference of 5% or more) in 16 of these areas.

Service	TOSV	Mountain Region	Difference	Category
Snow removal	91%	49%	42%	Public Works
Overall street maintenance	89%	49%	40%	Public Works
Department's efforts to prevent crime	86%	57%	29%	Police Services
How quickly police personnel respond to emergencies	88%	60%	28%	Police Services
Overall feeling of safety	95%	70%	25%	Overall
Overall quality of services provided by the Town	76%	54%	22%	Overall
Animal services	78%	58%	20%	Police Services
Overall quality of police services	93%	74%	19%	Police Services
Enforcement of local traffic laws	83%	64%	19%	Police Services
Overall value that you receive for your tax dollars and fees	57%	41%	16%	Overall
Overall quality of life	89%	75%	14%	Overall
Overall level/amount of communication	54%	43%	11%	Communication
Solid waste and recycling services	82%	73%	9%	Public Works
Overall ability to communicate with Town leaders	45%	36%	9%	Communication
Overall timeliness of communication	54%	46%	8%	Communication
Overall image of the Town	67%	62%	5%	Overall
Overall level of opportunity to share my comments/concerns on Town issues	48%	44%	4%	Communication

In addition to comparing the results from the Town of Snowmass Village to the U.S., similarly sized communities, and the Mountain region ETC Institute also used previous survey data from Pitkin County, CO (2016) and Rifle, CO (2015) to make comparisons. The table on the following page shows how the Town of Snowmass Village compares to both Pitkin County and Rifle.

Service	TOSV	Pitkin County	
		2016	Rifle 2015
Overall feeling of safety	95%	-	67%
Overall quality of police services	93%	91%	71%
Snow removal	91%	82%	57%
Overall street maintenance	89%	-	55%
Overall quality of life	89%	93%	58%
How quickly personnel respond to emergencies	88%	85%	69%
Department's efforts to prevent crime	86%	72%	66%
Enforcement of local traffic laws	83%	-	68%
Animal services	78%	-	49%
Overall quality of services provided by the Town	76%	75%	59%
Overall image of the Town	67%	73%	47%
Overall value that you receive for your tax & fees	57%	66%	37%
Overall timeliness of communication	54%	-	35%
Overall level of opportunity to share my comments/concerns on Town issues	48%	-	27%
Overall ability to communicate with Town leaders	45%	56%	-

Town Council Strategic Goals

Respondents were asked to indicate how important six Town Council Strategic Goals are when planning the Town’s future. The most important goals, based upon the combined percentage of “extremely important” and “very important” responses among respondents *who had an opinion*, were: working regionally with local partners to solve significant issues (e.g. transit, housing, etc.) (71%) and maintaining and increasing public safety for pedestrians, bike riders, and transit users by enhancing connectivity (68%). The least important item was increasing opportunities for effective communication with the Town Council.

Trends

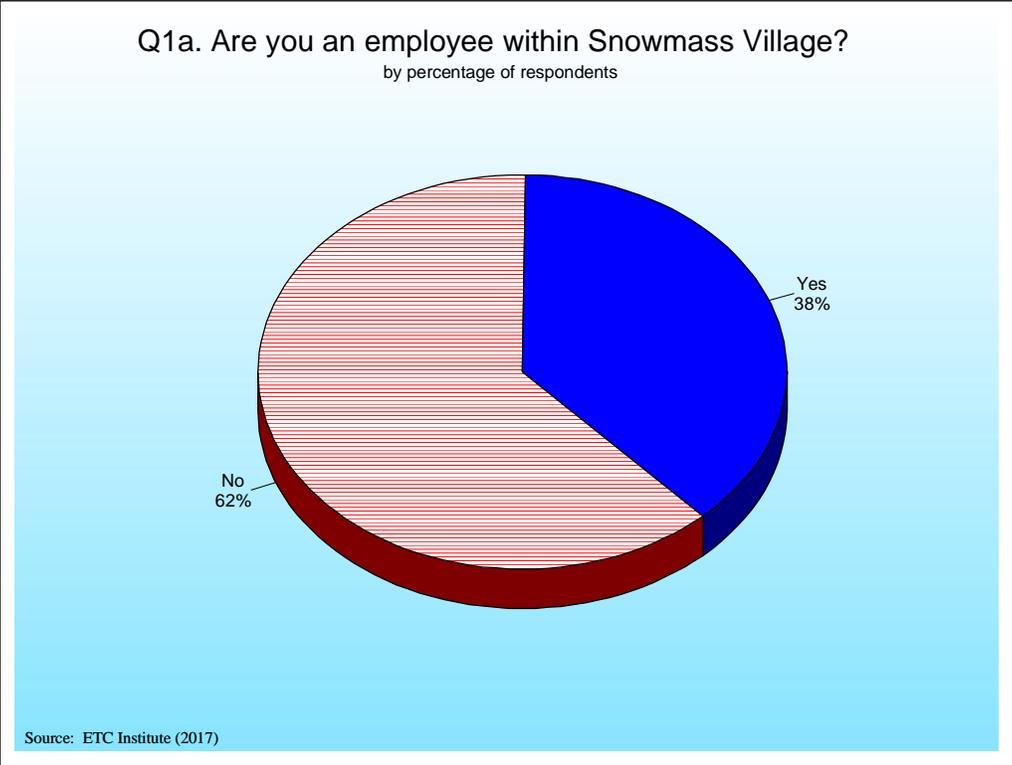
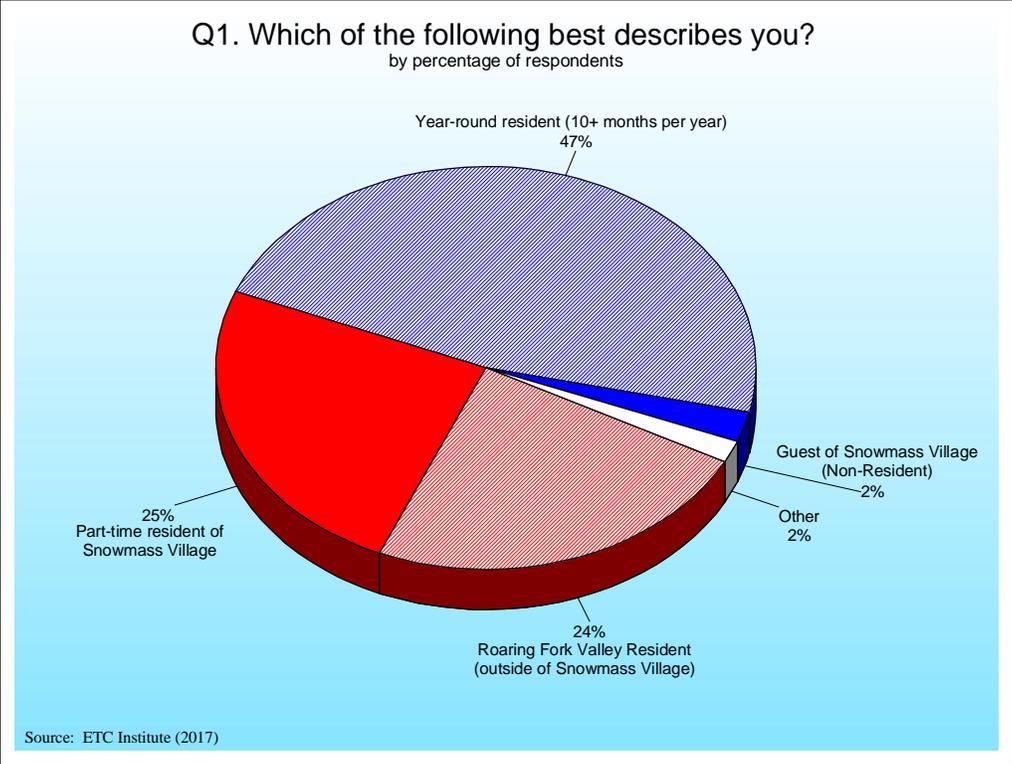
ETC Institute used previous survey data from 2015 and 2013 to compare the Town of Snowmass Village’s 2017 results. Comparisons to past results help community leaders gauge progress and plan for future improvements. Highlighted below are notable differences between the 2017, 2015, and 2013 results, notable differences include differences of +/-4%.

- Thirty-eight percent (38%) of respondents in 2017 feel that the sense of community in Snowmass Village is improving. This compares with 33% (+5%) in 2015 and 14% (+24%) in 2013.
- Eighty-five percent (85%) of respondents are not interested in potentially living in Town housing, this is a 31% increase from 2015 and a 9% increase from 2013.
- In 2017 68% of respondents indicated they are “very satisfied” or “satisfied” with how well the Community Development Department provides clear expectations, this is a 5% increase from 2013.
- Sixty-four percent (64%) of respondents are “very satisfied” or “satisfied” with the amount of information required in applications for the Community Development Department compared with 59% in 2015 and 60% in 2013.

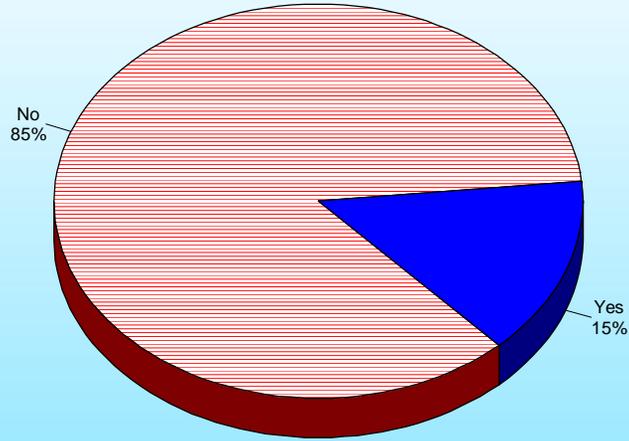
- In 2015 41% of respondents indicated that their experience working with the Community Development Department of Snowmass Village was “better” compared to other jurisdictions. In 2017 the percentage of respondents who indicated it was “better” dropped to 11%.
- Satisfaction with the overall quality of police services has gone up 4% from 89% in 2013 to 93% in 2017.
- Satisfaction with the police department’s efforts to prevent crime has seen an increase of 4% since 2013, from 82% in 2013 to 86% in 2017.
- There was a 5% increase (83% in 2013 and 2015 to 88% in 2017) in the overall satisfaction with how quickly police personnel respond to emergencies.
- In 2013 79% of respondents indicated they were satisfied with the enforcement of local traffic laws, in 2017 there was a 4% increase in satisfaction to 83%.
- There was a 4% increase in the overall satisfaction with schedules in handouts/at bus stops, 78% in 2013 to 82% in 2017.
- Since 2013 there has been an 11% decrease in satisfaction with the overall level/amount of communication from the Town.

Section 1

Charts and Graphs

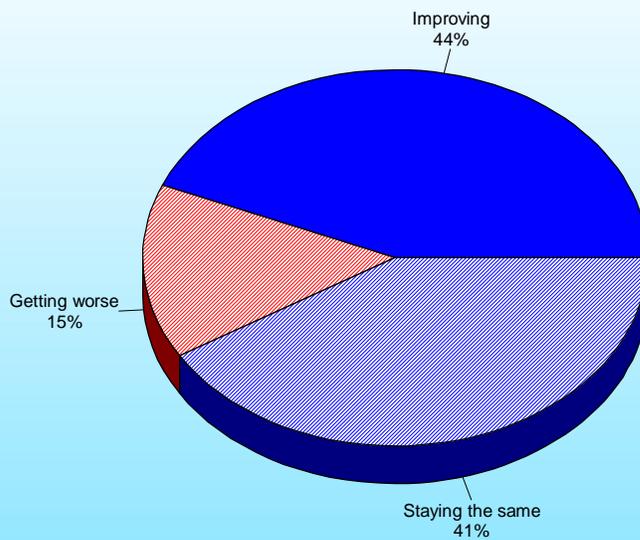


Q1b. Are you a business owner/operator within Snowmass Village?
by percentage of respondents



Source: ETC Institute (2017)

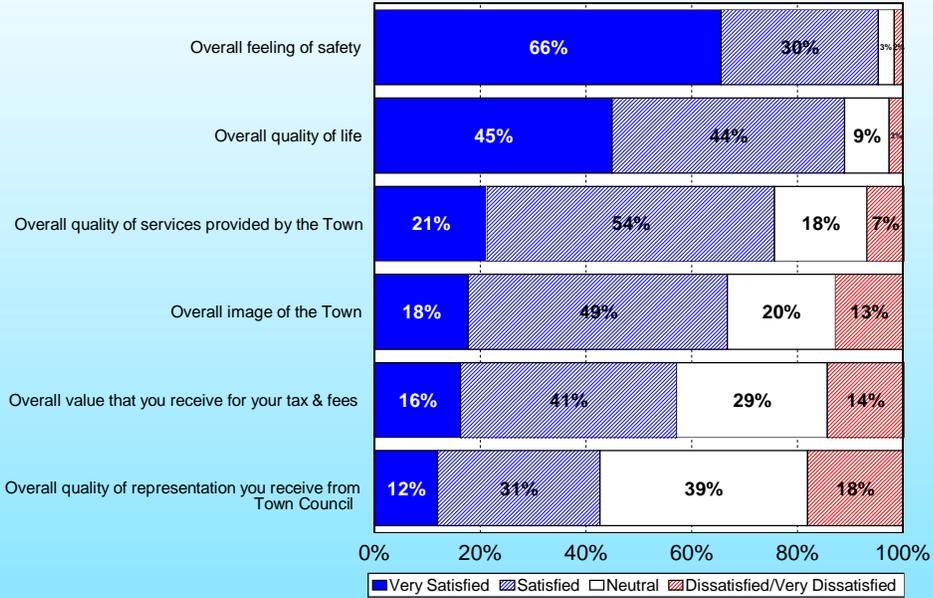
Q2. Overall, do you feel that the sense of community in Snowmass Village is:
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

Q3. Overall satisfaction with various aspects of Town government and the Snowmass Village Community

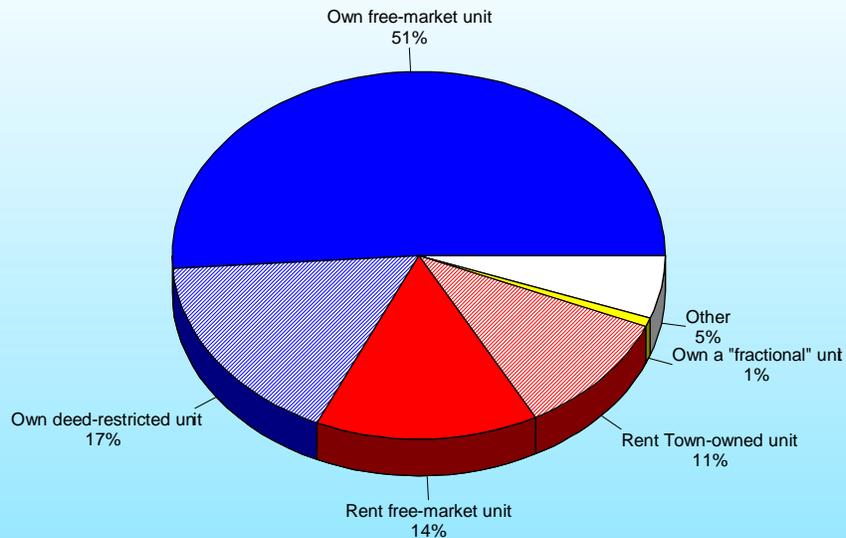
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

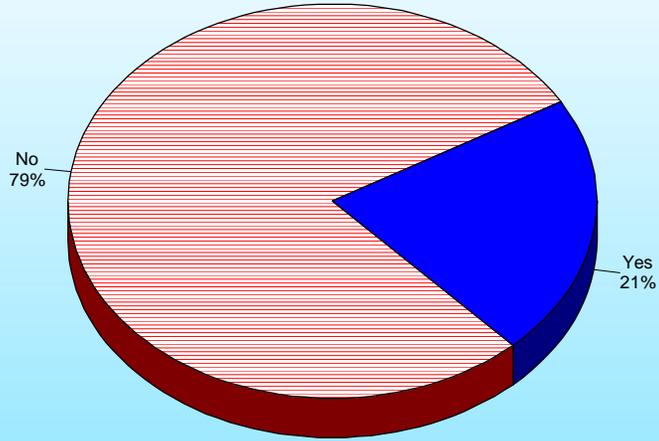
Q4. Do you own or rent your residence?

by percentage of respondents (Without "Not Provided")



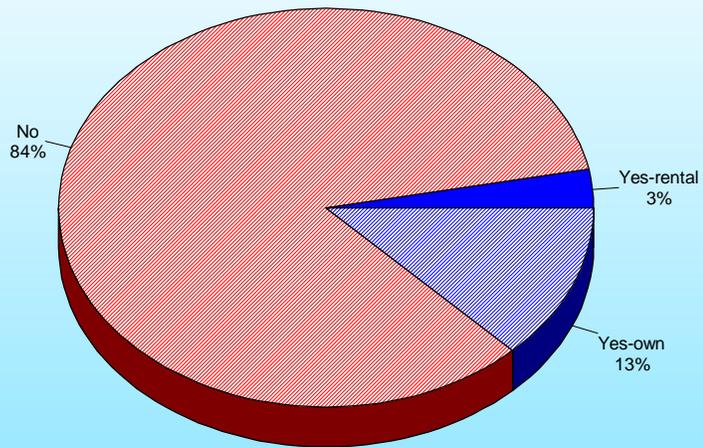
Source: ETC Institute (2017)

Q4a. If an affordable alternative was offered, would you be interested in down-sizing from your current residence to a smaller deed-restricted home?
by percentage of respondents (Without "Not Provided")

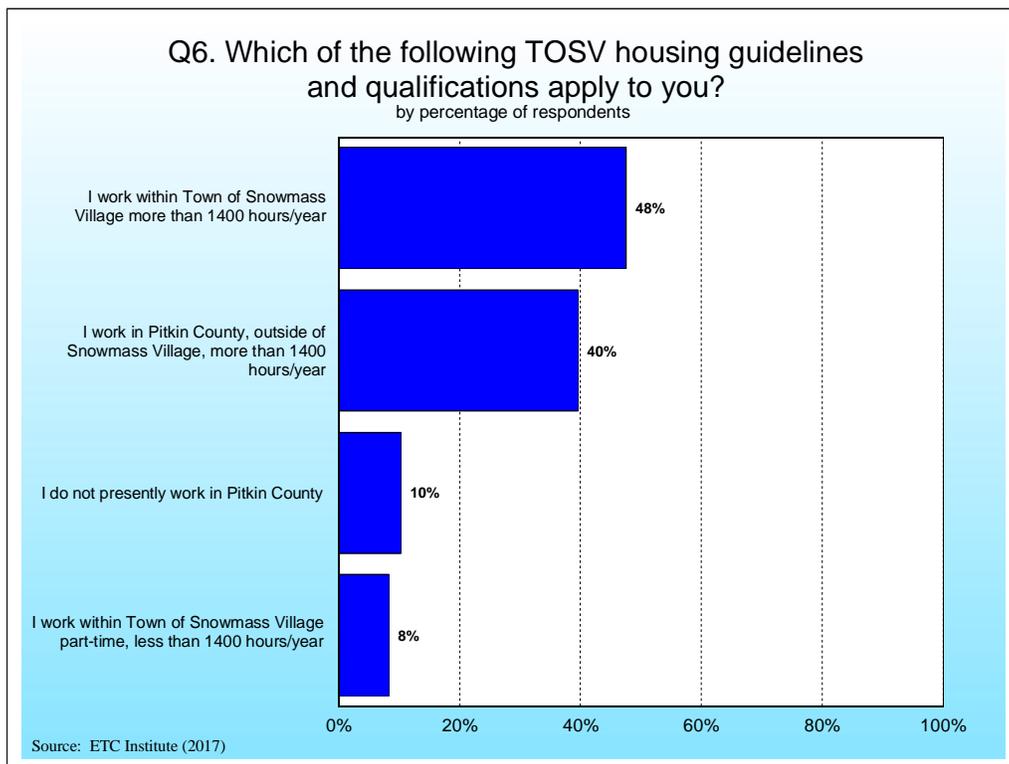
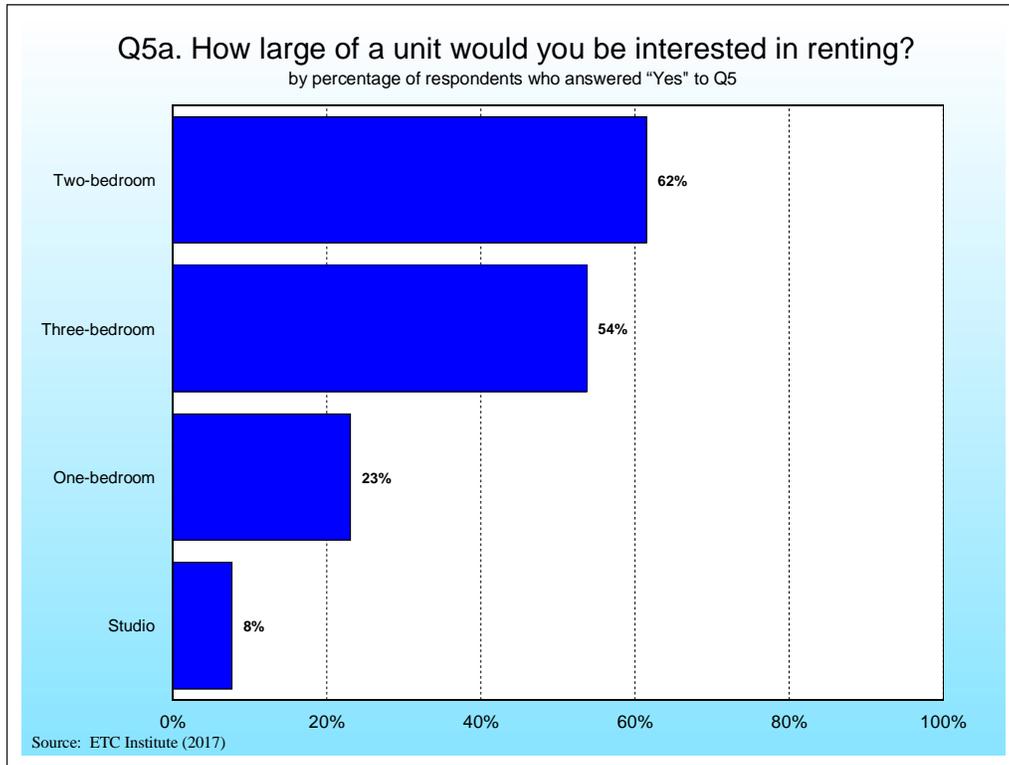


Source: ETC Institute (2017)

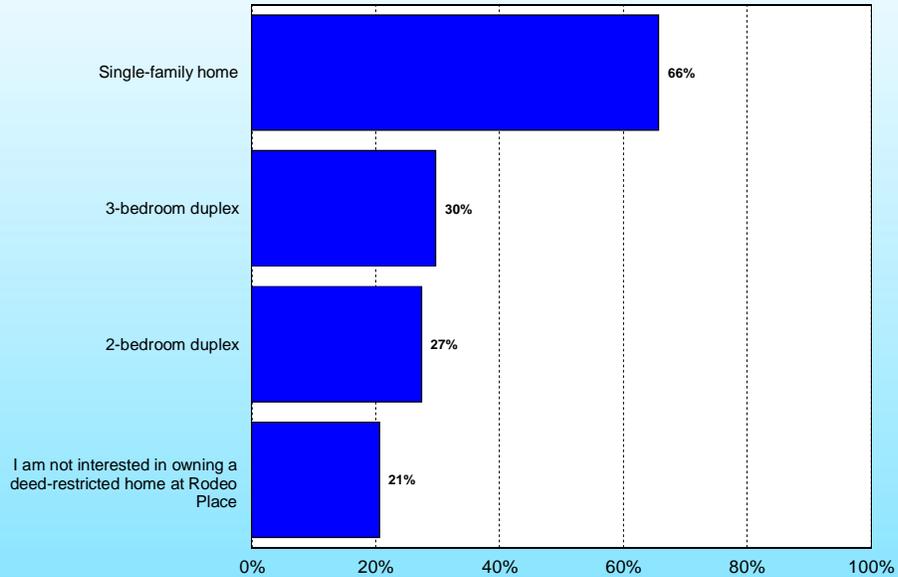
Q5. Would you be interested in potentially living in Town housing?
by percentage of respondents



Source: ETC Institute (2017)

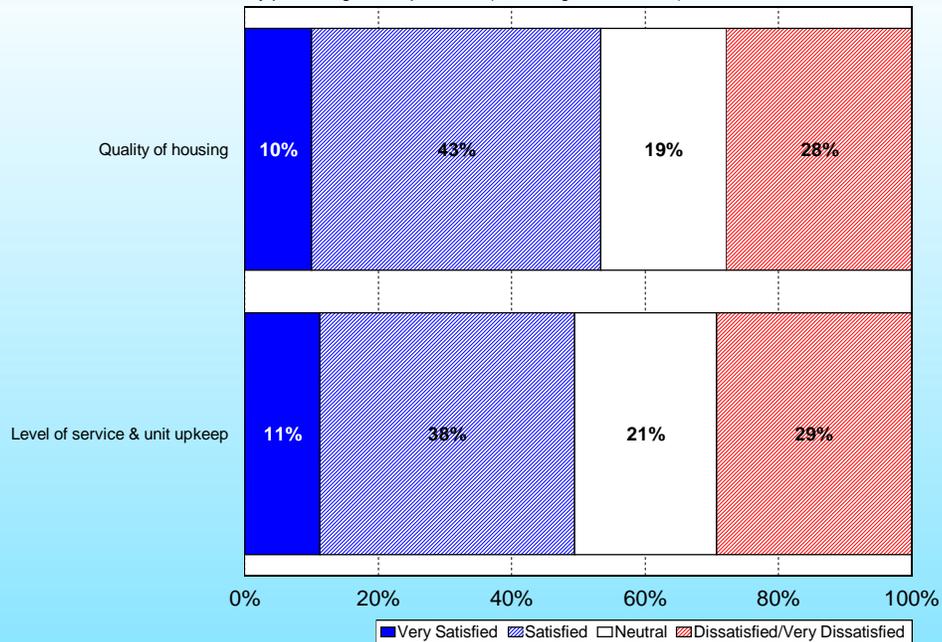


Q7. The Town is considering building additional deed-restricted homes for ownership at Rodeo Place. Which of the following units would you be interested in purchasing, if any?
by percentage of respondents



Source: ETC Institute (2017)

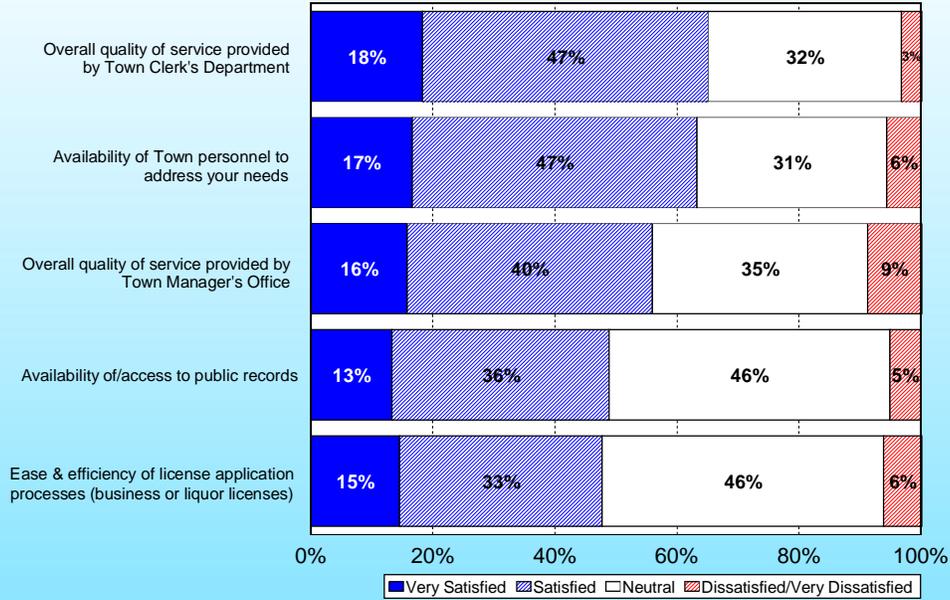
Q8. Overall satisfaction with items regarding Town rental housing
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

Q10. Overall satisfaction with the following functions of the Town of Snowmass Village administration

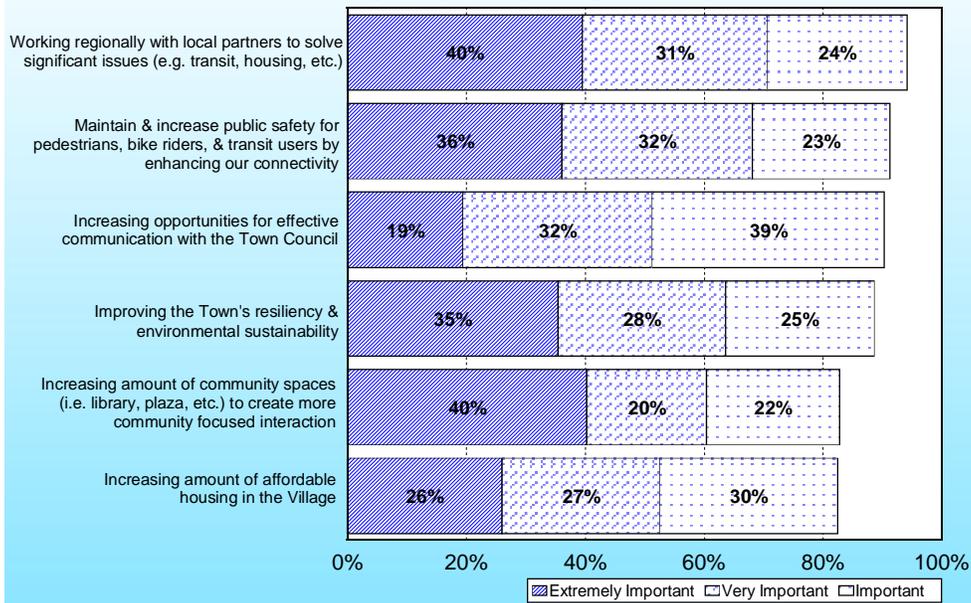
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

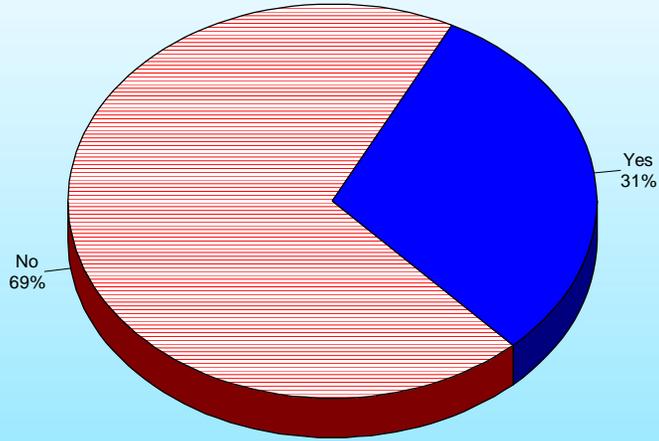
Q12. Overall importance of the following Town Council Strategic Goals when planning the Town's future

by percentage of respondents (Excluding "Don't Know")



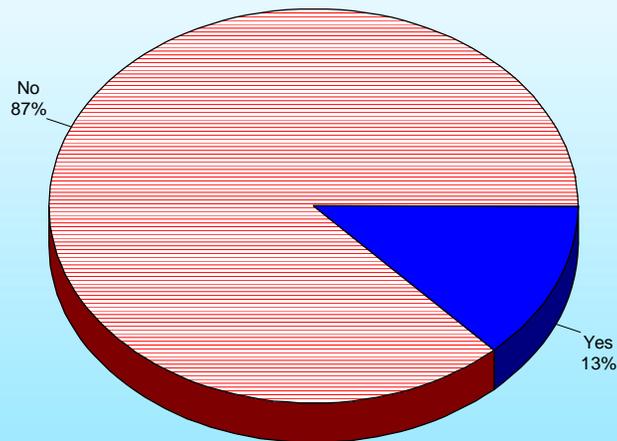
Source: ETC Institute (2017)

Q13. Are there any issues not included in the Town Council's Strategic Goals listed above that you feel should be one of the Town's top priorities?
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2017)

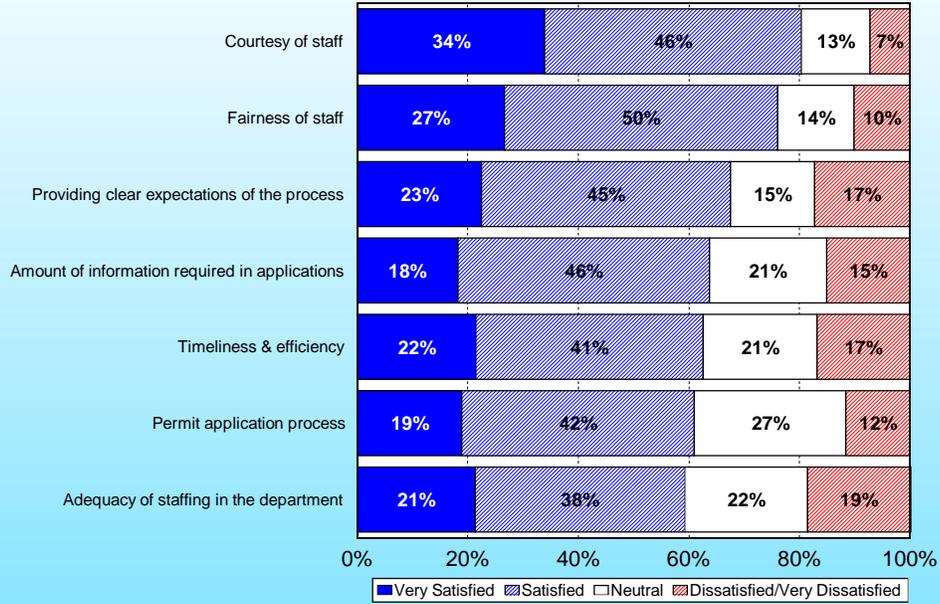
Q15. Have you utilized Community Development Department services (building & planning) within the past 12 months?
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2017)

Q15a. Overall satisfaction with the following aspects of the Community Development Department

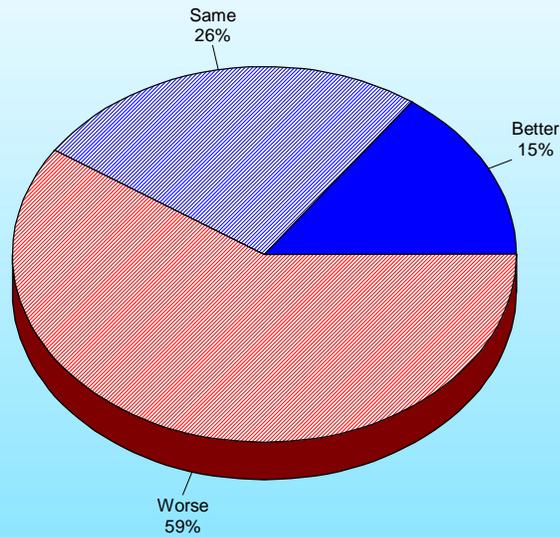
by percentage of respondents who answered "Yes" to Q15 (Excluding "Don't Know")



Source: ETC Institute (2017)

Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions?

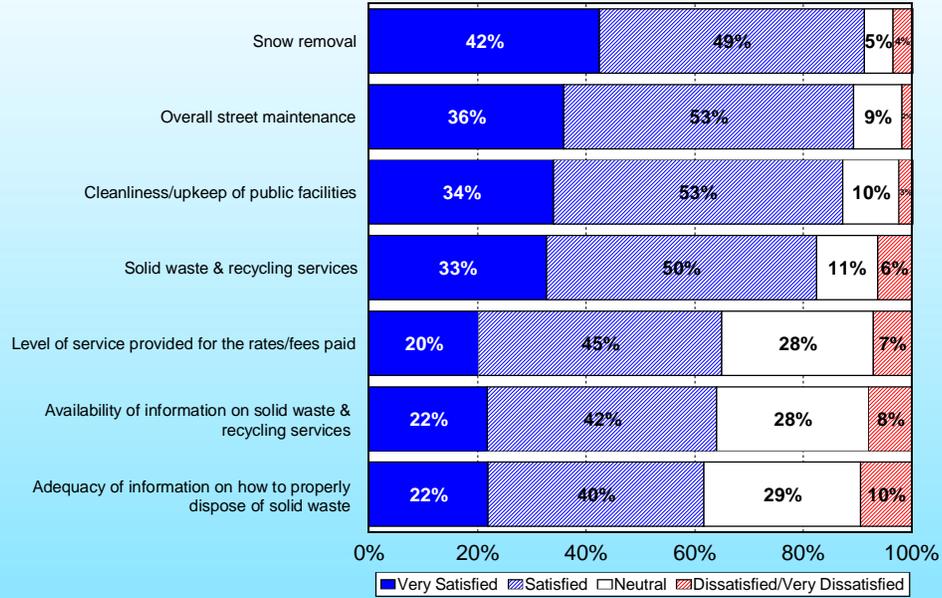
by percentage of respondents who answered "Yes" to Q15 (Excluding "Don't Know")



Source: ETC Institute (2017)

Q17. Overall satisfaction with the following aspects of Public Works services in the Town of Snowmass Village

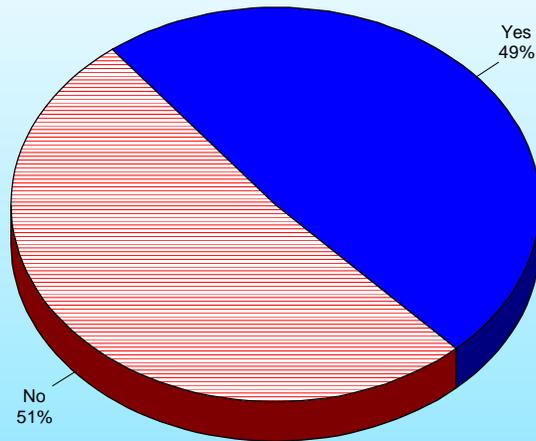
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

Q18. The Town is exploring composting options for residents. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services and bins?

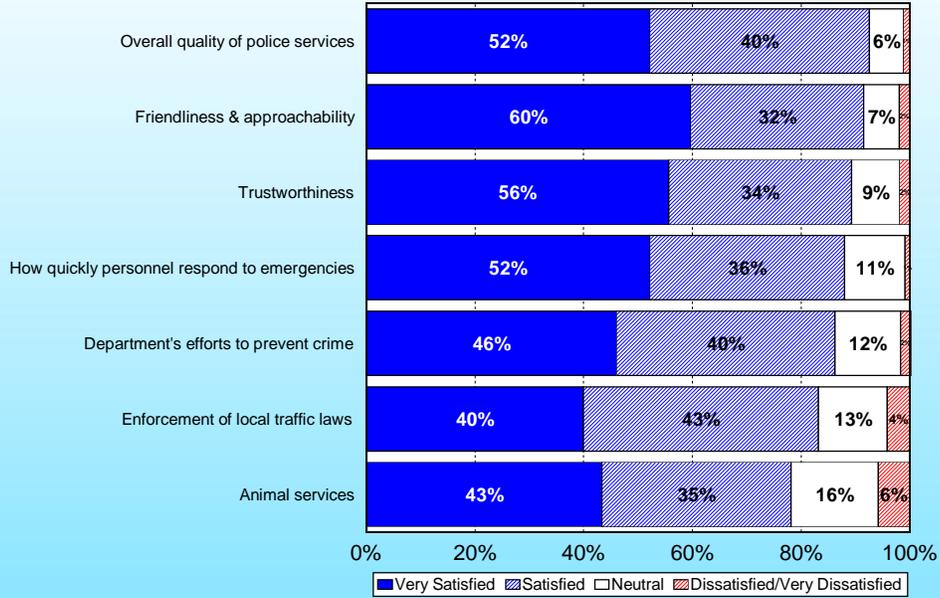
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2017)

Q20. Overall satisfaction with the following aspects of Police services in the Town of Snowmass Village

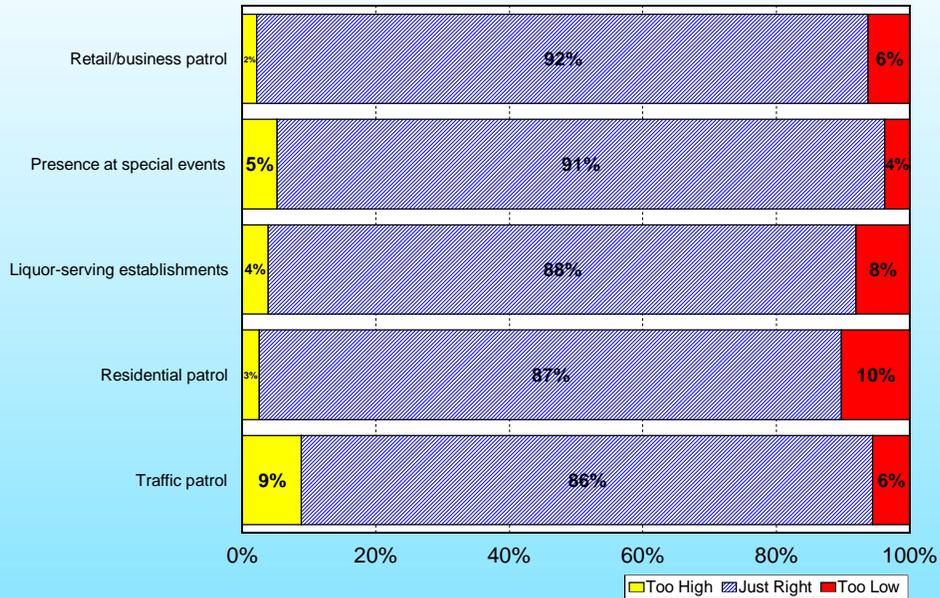
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

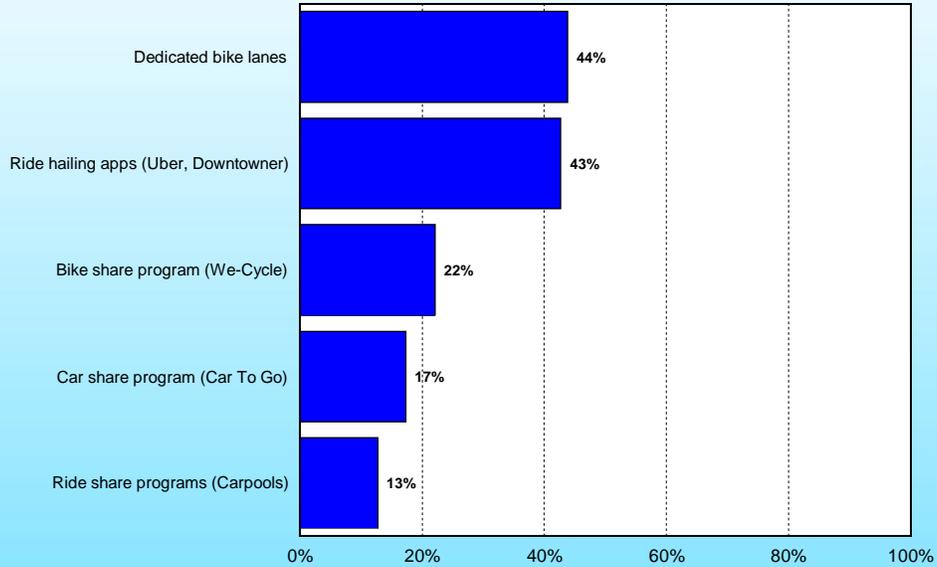
Q21. Based on experience please rate the current levels of Police presence in the following situations

by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

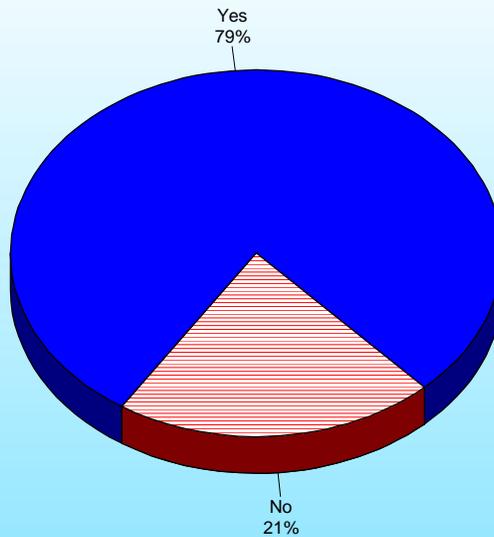
Q23. Would you utilize any of the following programs and/or transportation alternatives to driving your own vehicle if they were offered in Snowmass Village?
by percentage of respondents



Source: ETC Institute (2017)

Q23a. Do you ride the Village Shuttle?

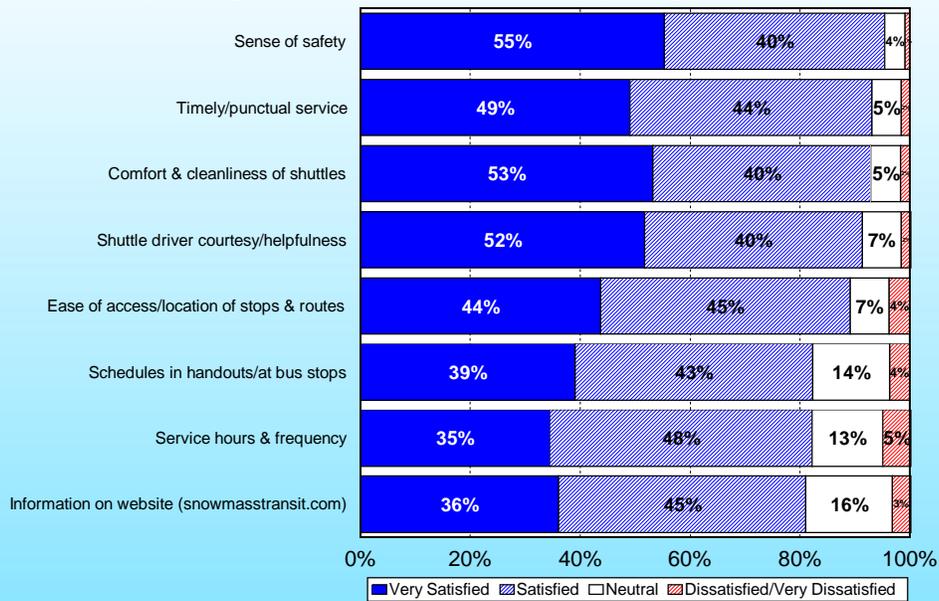
by percentage of respondents who answered "Yes" to Q23 (Without "Not Provided")



Source: ETC Institute (2017)

Q23b. Overall satisfaction with the following aspects of Village Shuttle services in the Town of Snowmass Village

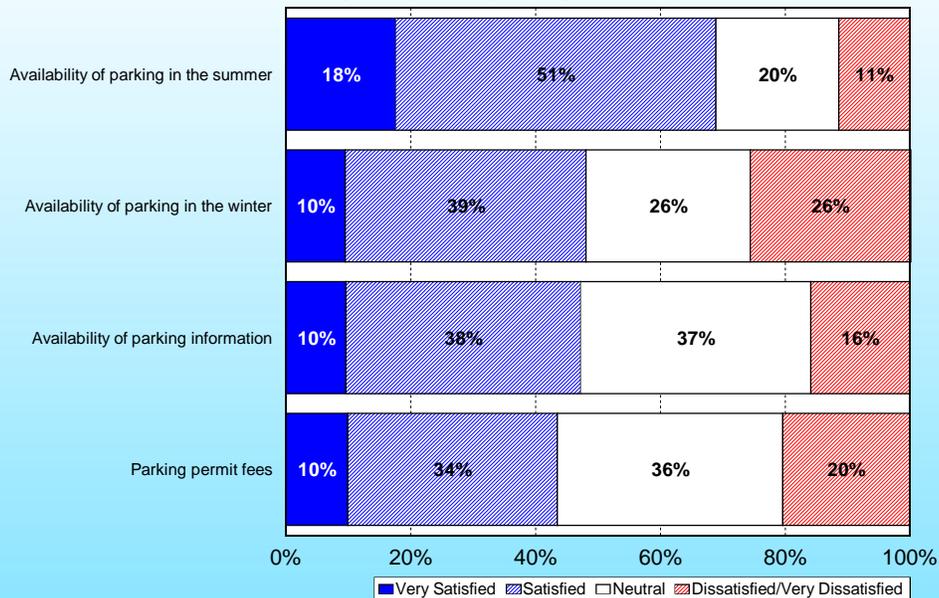
by percentage of respondents who answered "Yes" to Q23 (Excluding "Don't Know")



Source: ETC Institute (2017)

Q24. Overall satisfaction with the following aspects of Parking and Parking Management in the Town of Snowmass Village

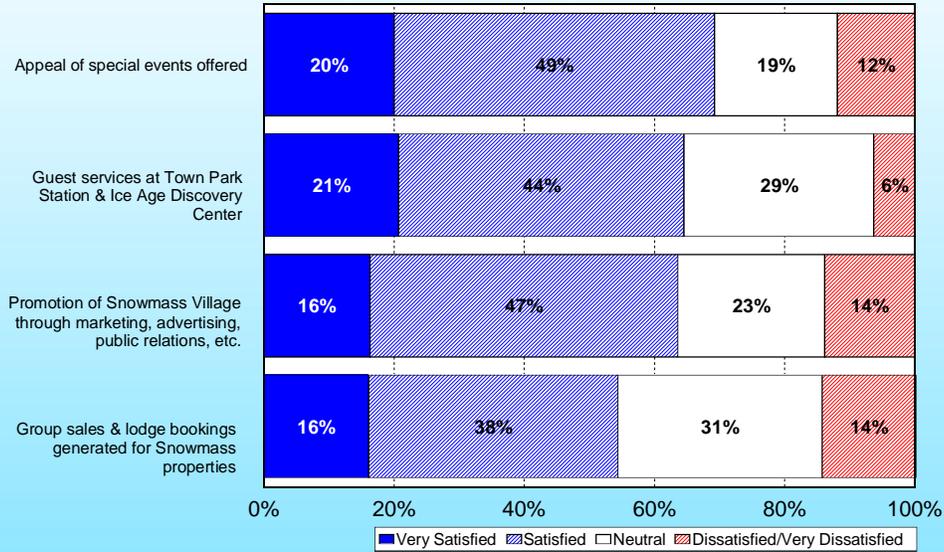
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

Q26. Overall satisfaction with the following functions of the Tourism Department, and the overall value the community receives for their services

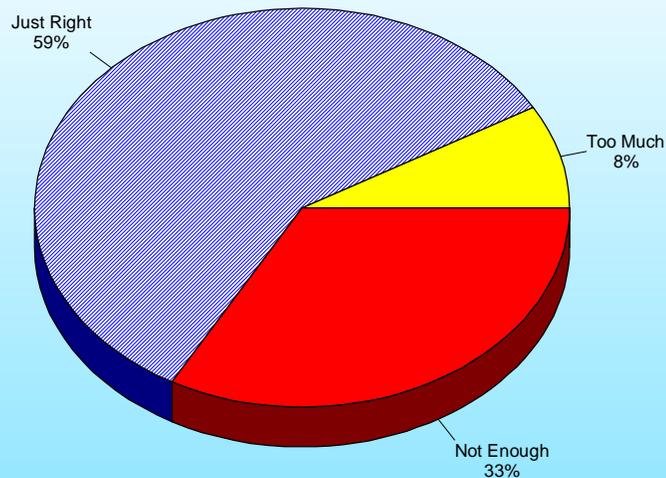
by percentage of respondents (Excluding "Don't Know")



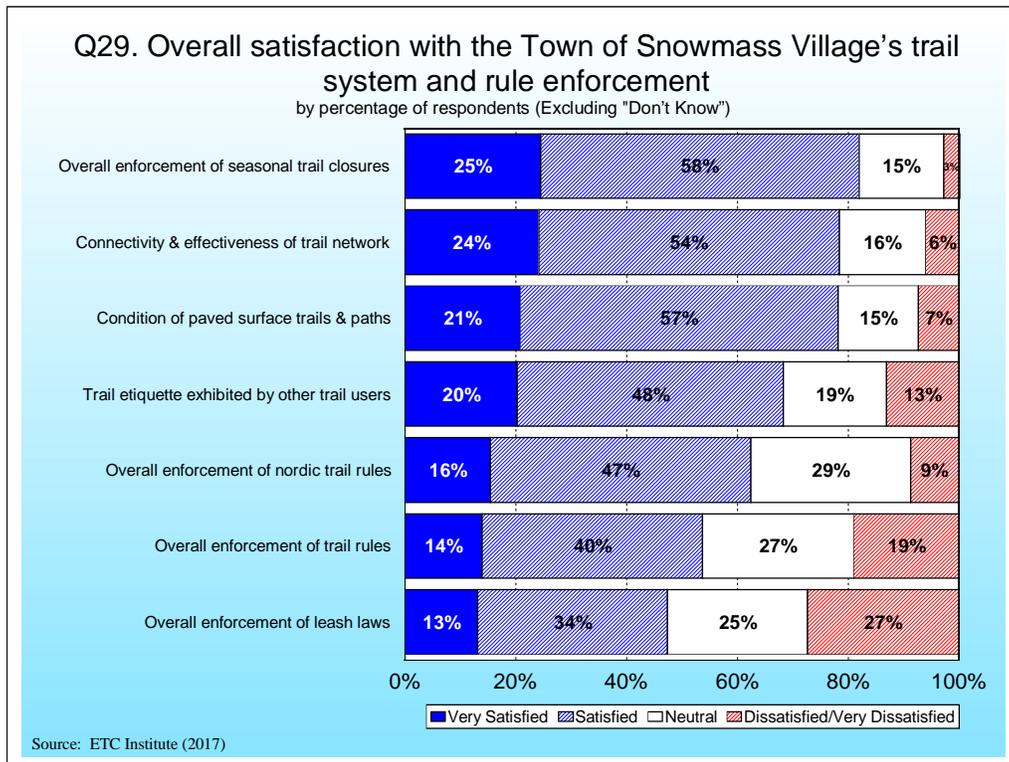
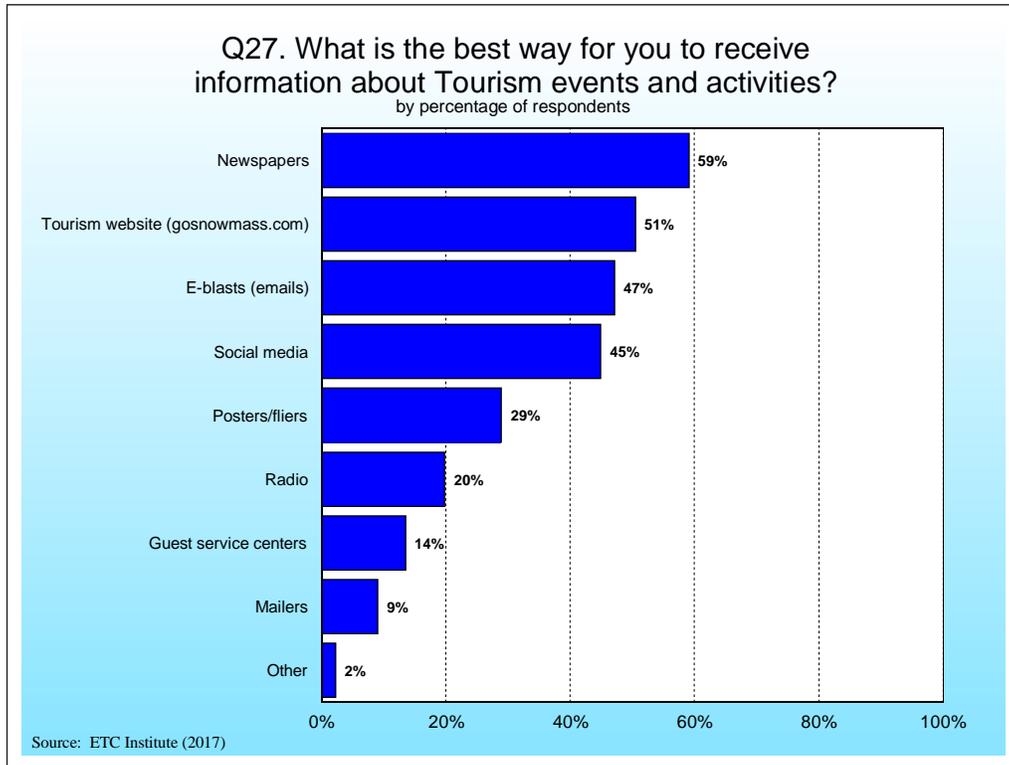
Source: ETC Institute (2017)

Q26a. Based on experience please indicate how you feel about the current amount of special events hosted in Snowmass Village

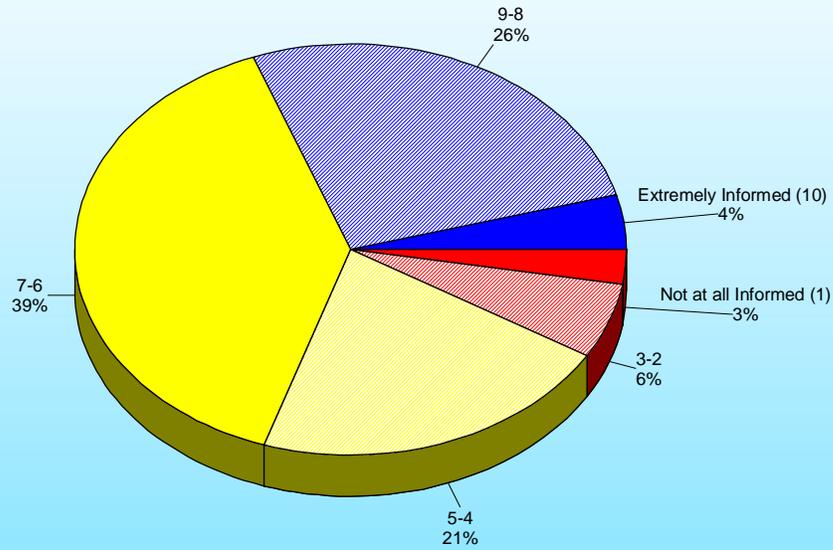
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)



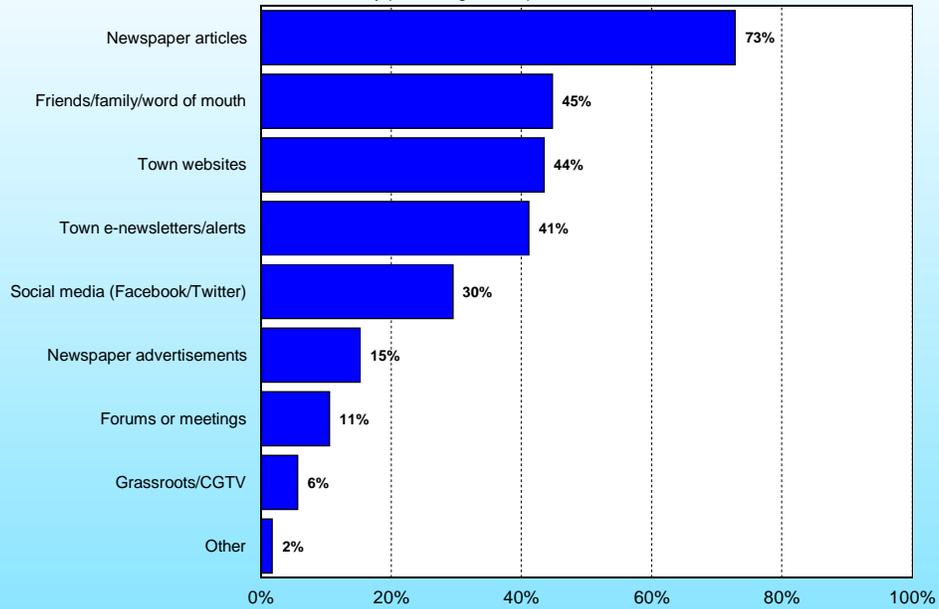
Q31. Do you feel well informed on current issues facing the town?
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2017)

Q32. How do you currently access government news and information, including information about Town services?

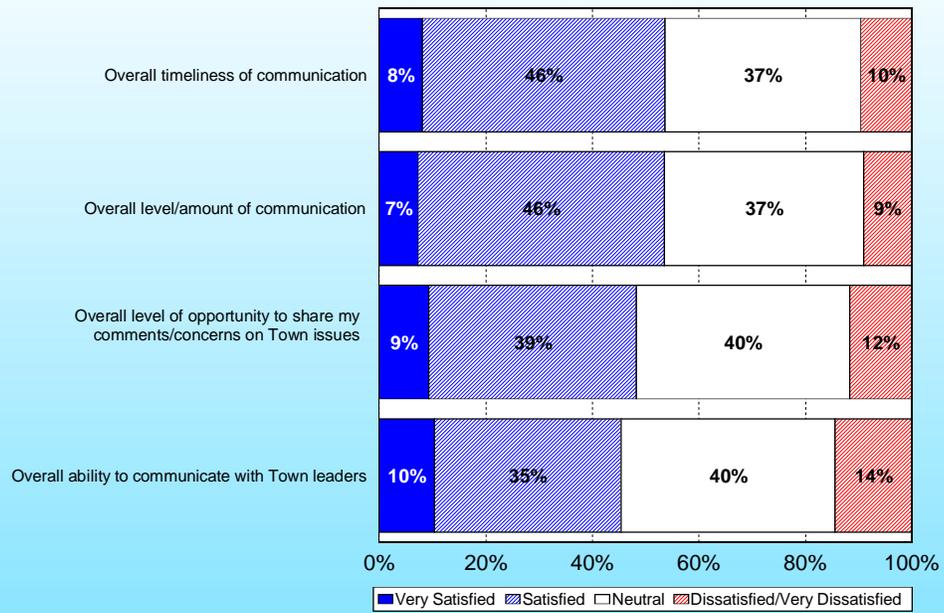
by percentage of respondents



Source: ETC Institute (2017)

Q33. Overall satisfaction with the following aspects of the Town's Communication efforts

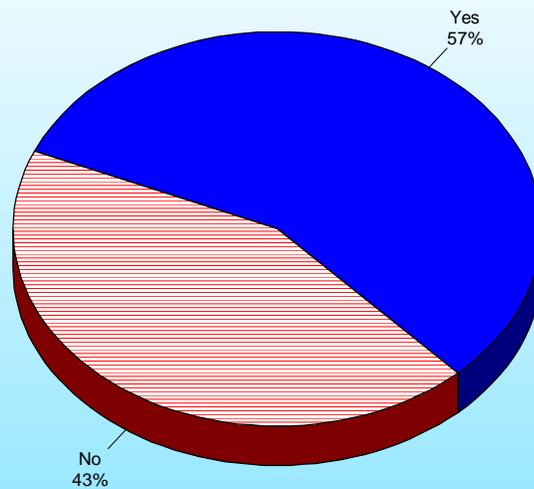
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2017)

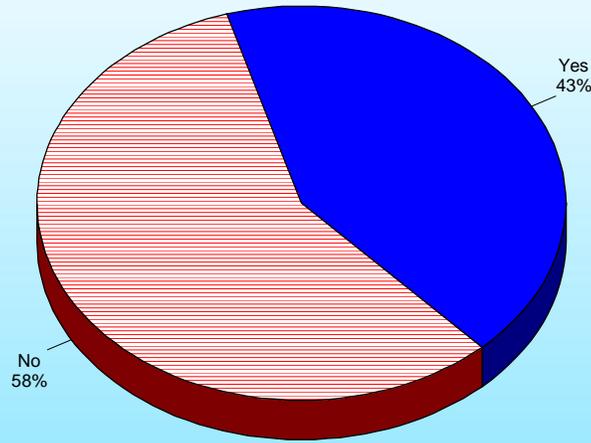
Q34. Do you feel your voice is adequately heard by the Town?

by percentage of respondents (Excluding "Don't Know")



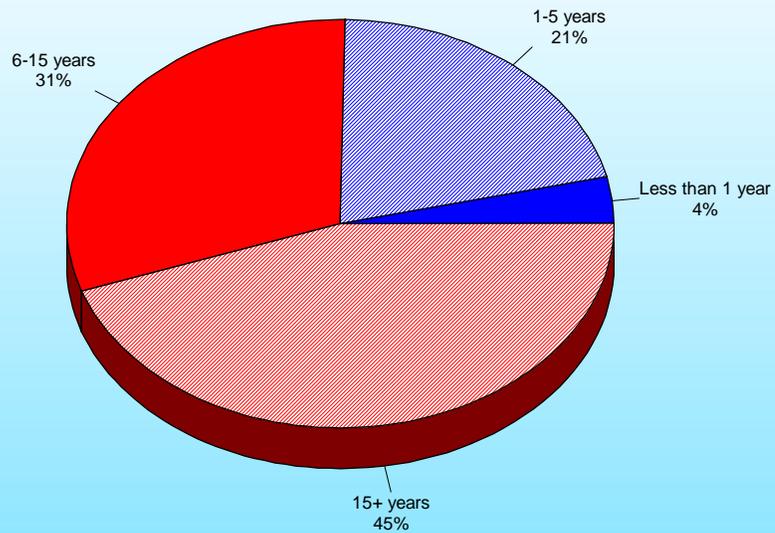
Source: ETC Institute (2017)

Q35. Are you a registered voter in Snowmass Village?
by percentage of respondents (Without "Not Provided")

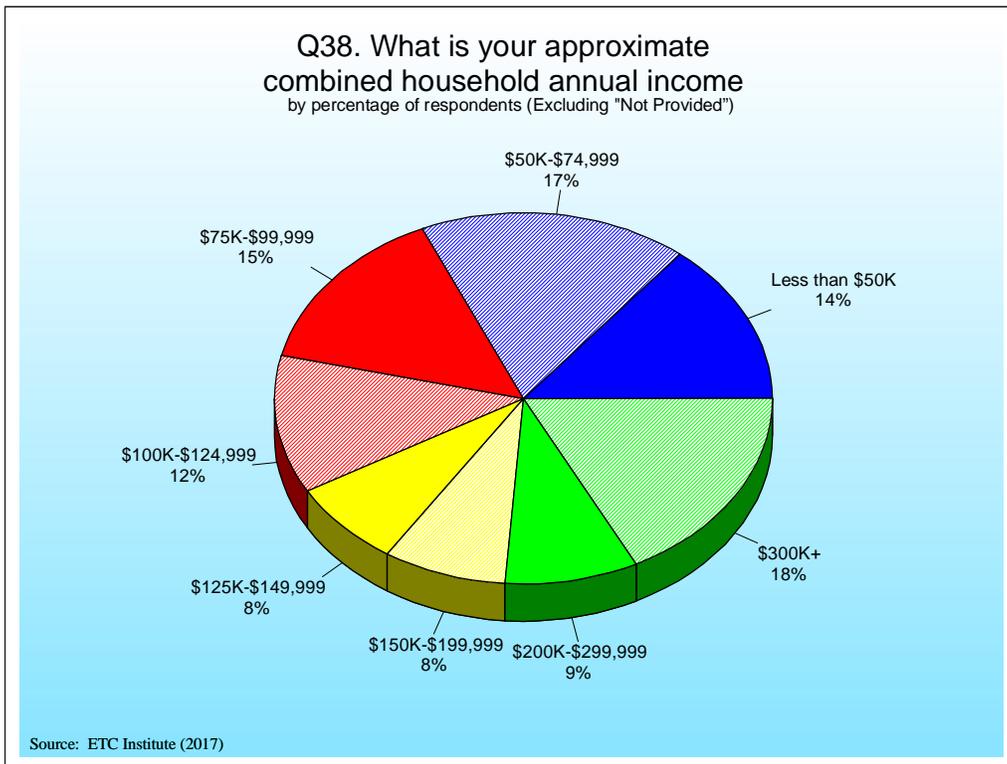
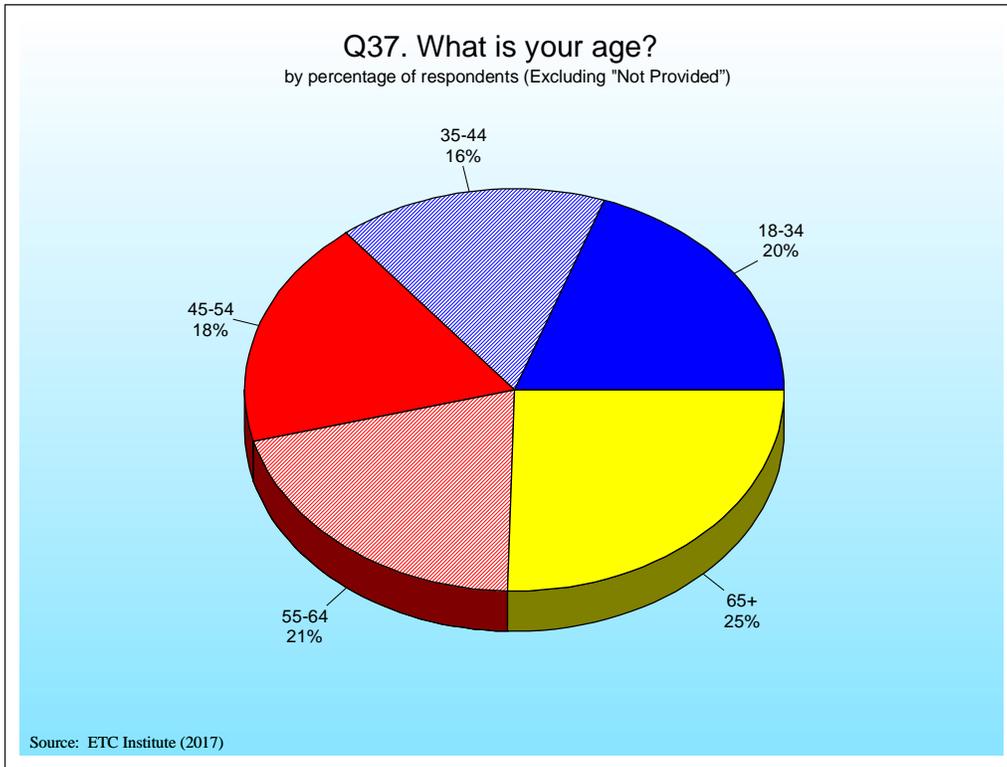


Source: ETC Institute (2017)

Q36. How long have you lived within, or owned property within the Town of Snowmass Village?
by percentage of respondents (Excluding "Not Provided")



Source: ETC Institute (2017)



Section 2

Benchmarking Summary

Benchmarking Summary Report

Town of Snowmass Village, Colorado

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of more than 4,000 residents across the United States, (2) a survey administered by ETC Institute to over 1650 residents living in small communities in the United States, and (3) a regional survey administered to over 350 residents living in the Mountain Region of the United States during the fall of 2016. The Mountain Region includes residents living in the following states: Colorado, Idaho, Montana, Utah, and Wyoming

The charts on the following pages show how the overall results for the Town of Snowmass Village compared to the U.S. average, small community average, and the Mountain Regional average. The Town of Snowmass Village's results are shown in blue, the National averages are shown in green, the small community averages are shown in yellow, and the Mountain region averages are shown in red.

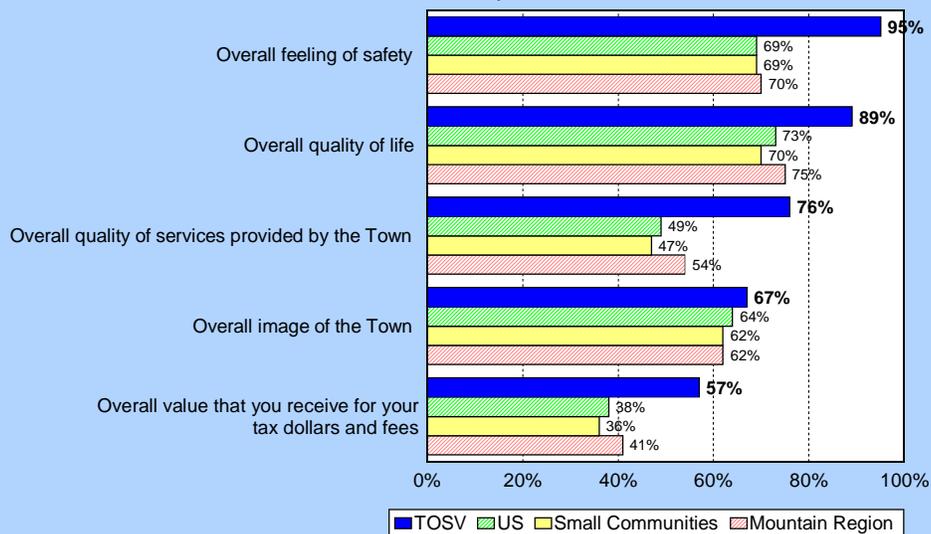
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Snowmass Village is not authorized without written consent from ETC Institute.

National Benchmarks

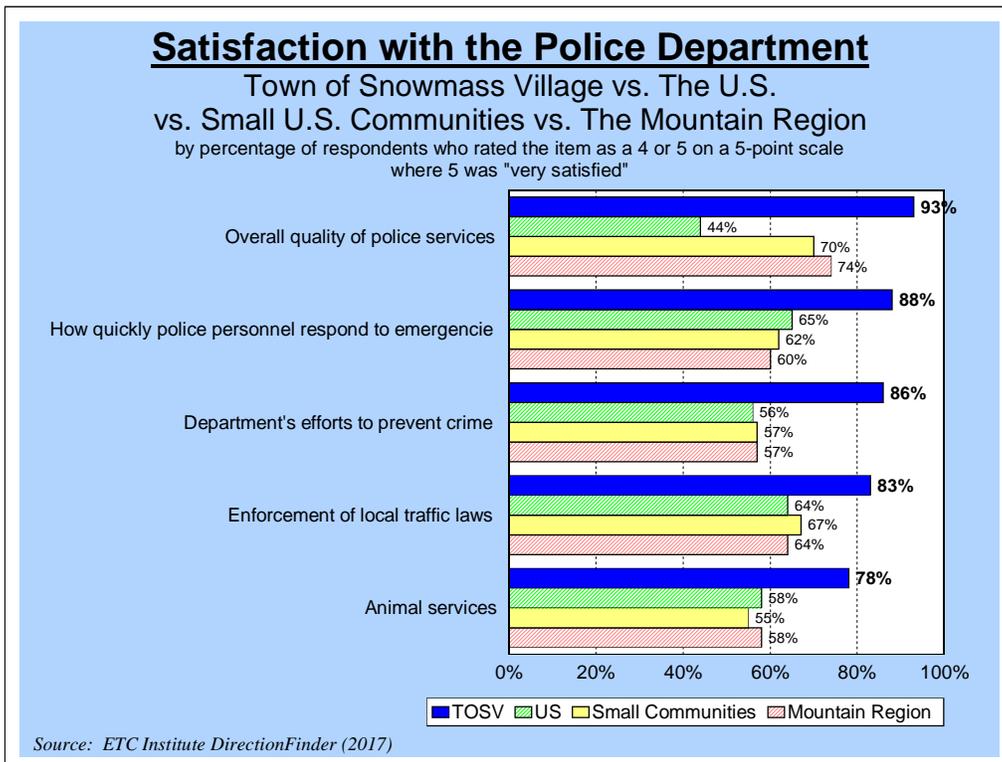
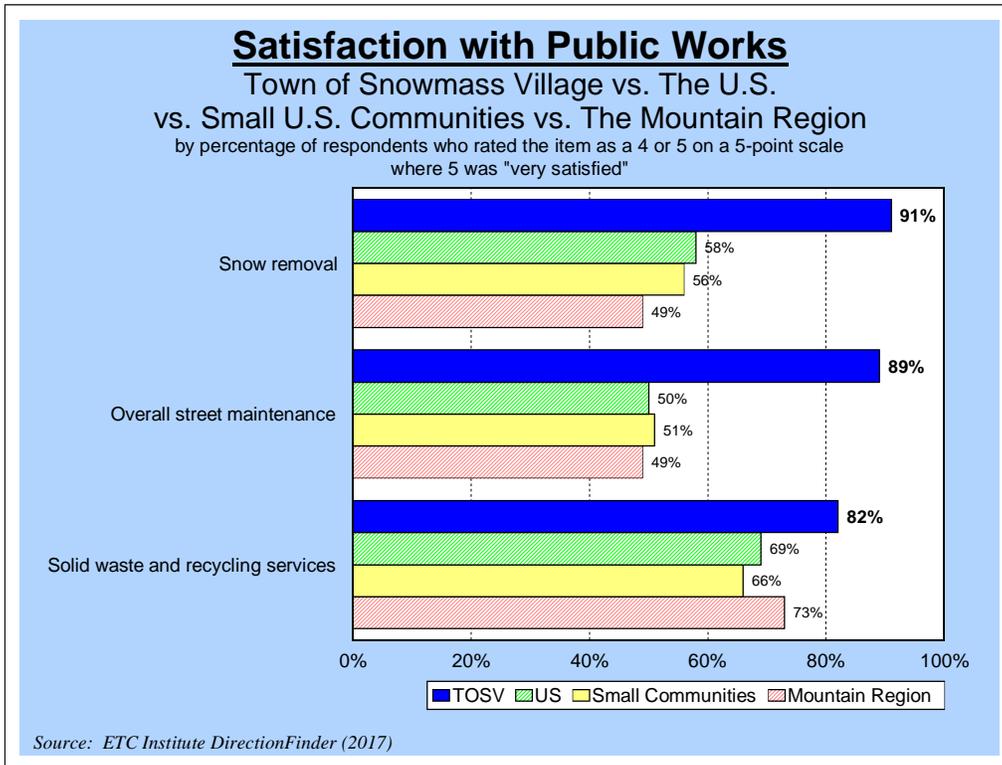
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Snowmass Village is not authorized without written consent from ETC Institute.

Satisfaction with Major Categories of Services

Town of Snowmass Village vs. The U.S.
 vs. Small U.S. Communities vs. The Mountain Region
 by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
 where 5 was "very satisfied"

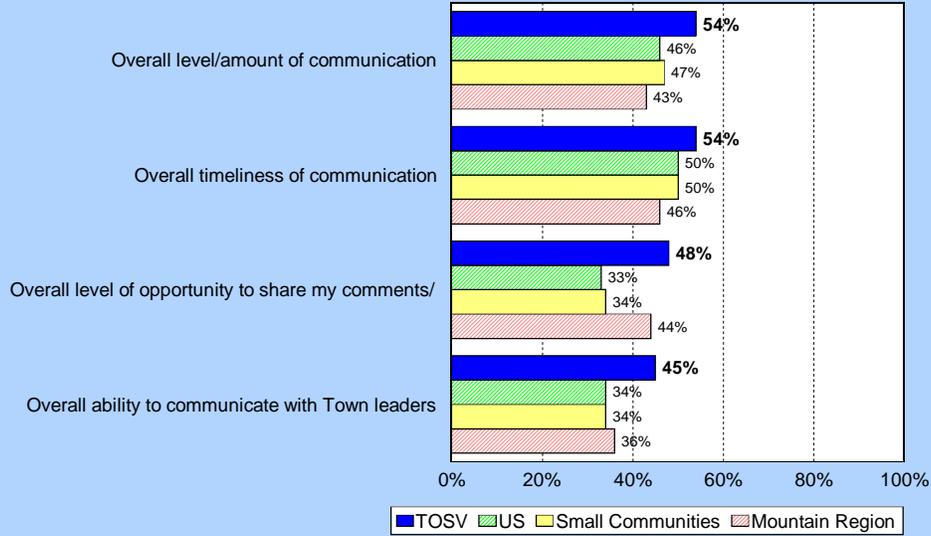


Source: ETC Institute DirectionFinder (2017)



Satisfaction with Town Communication

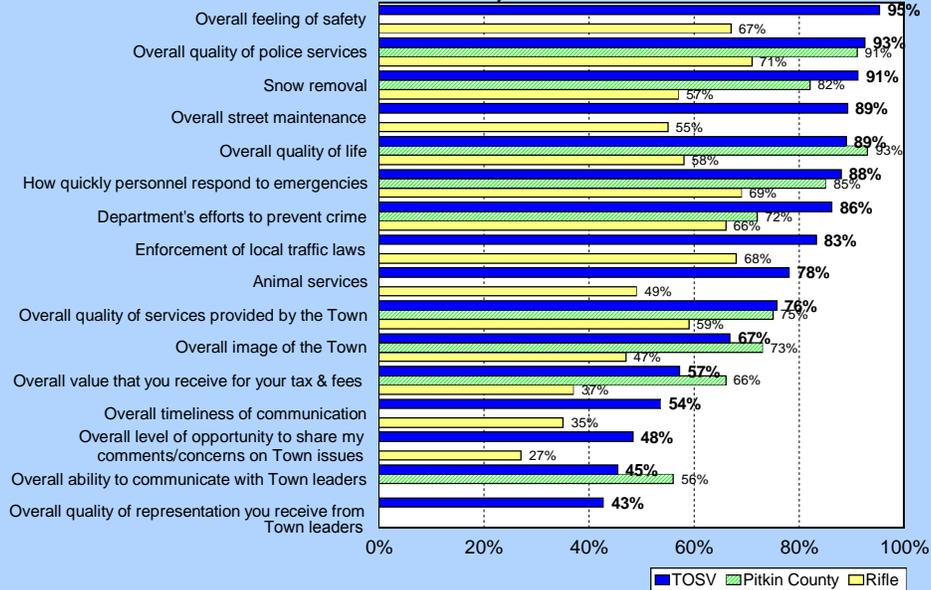
Town of Snowmass Village vs. The U.S.
vs. Small U.S. Communities vs. The Mountain Region
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied"



Source: ETC Institute DirectionFinder (2017)

Various Town Services

Town of Snowmass Village vs. Pitkin County 2016 vs. Rifle 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied"



Source: ETC Institute DirectionFinder (2017)

Section 3

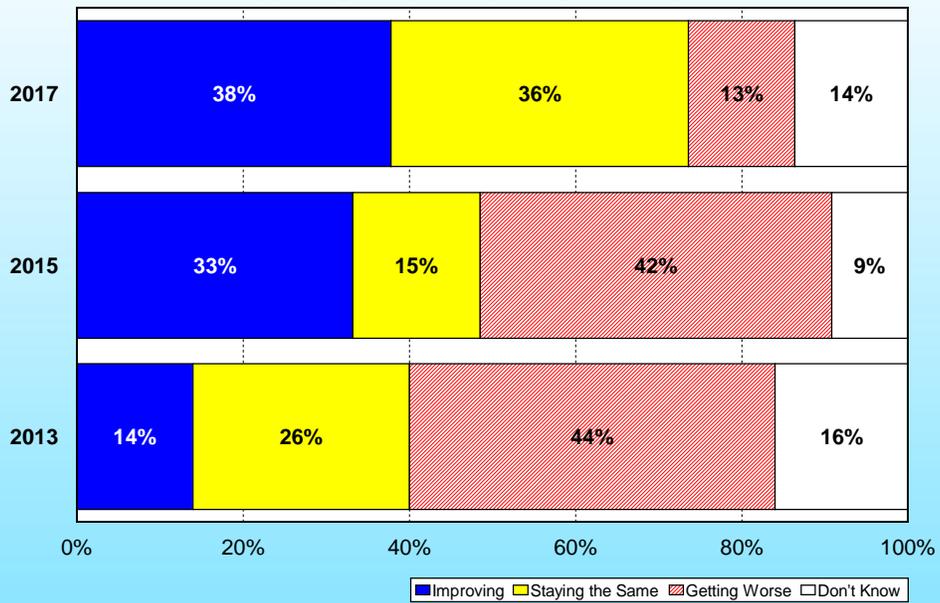
Trend Data

Trend Data

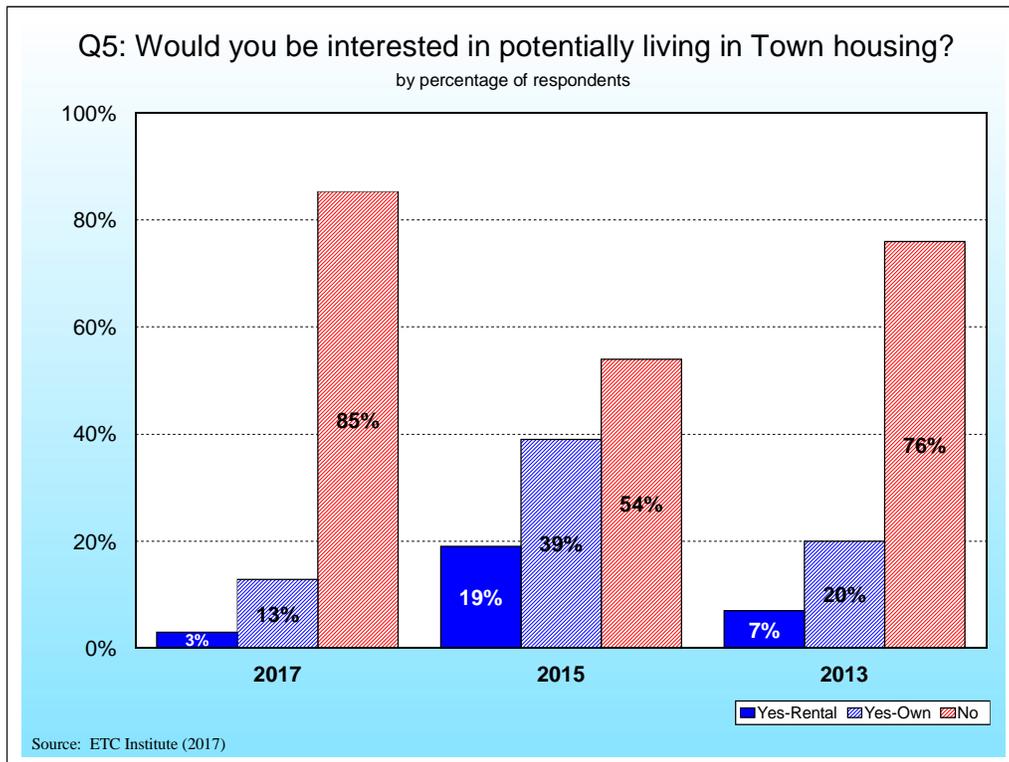
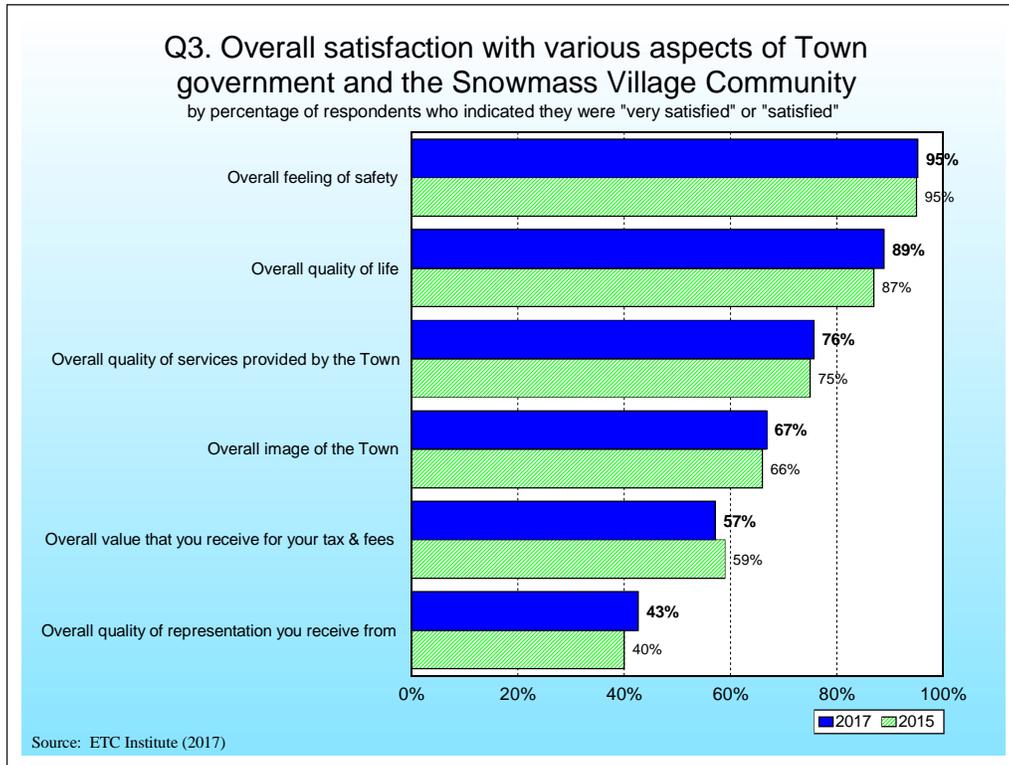
Note: The data contained in this section was collected from the 2017, 2015, and 2013 survey results. Notable differences in the data are those that differ by +/-4%.

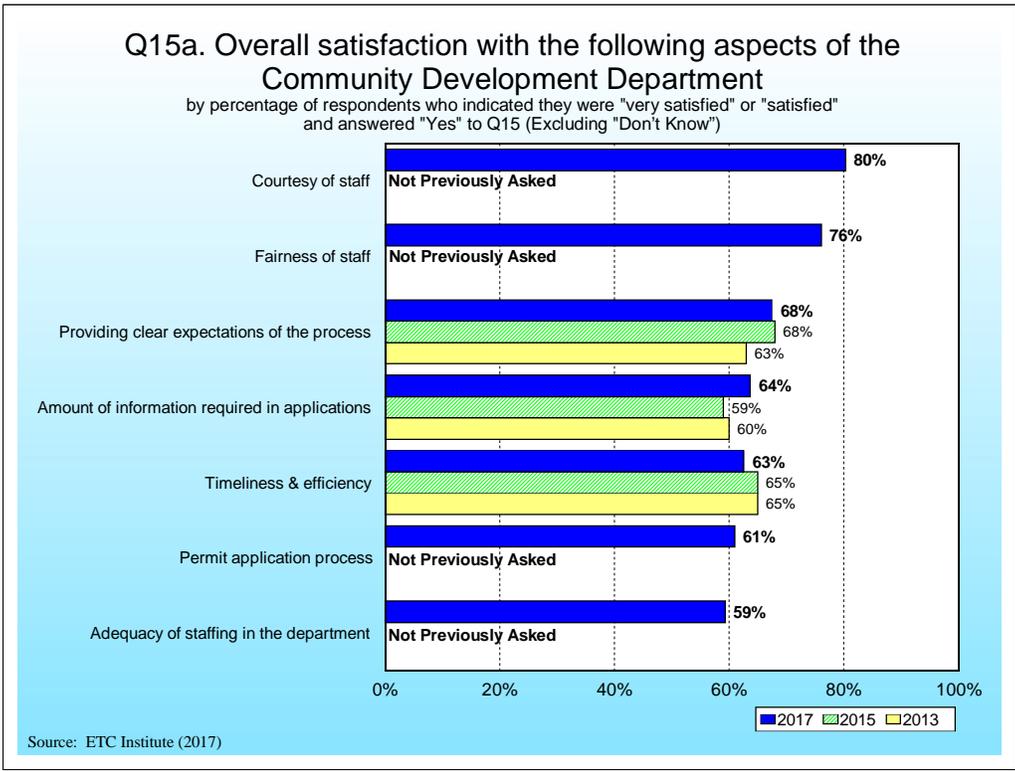
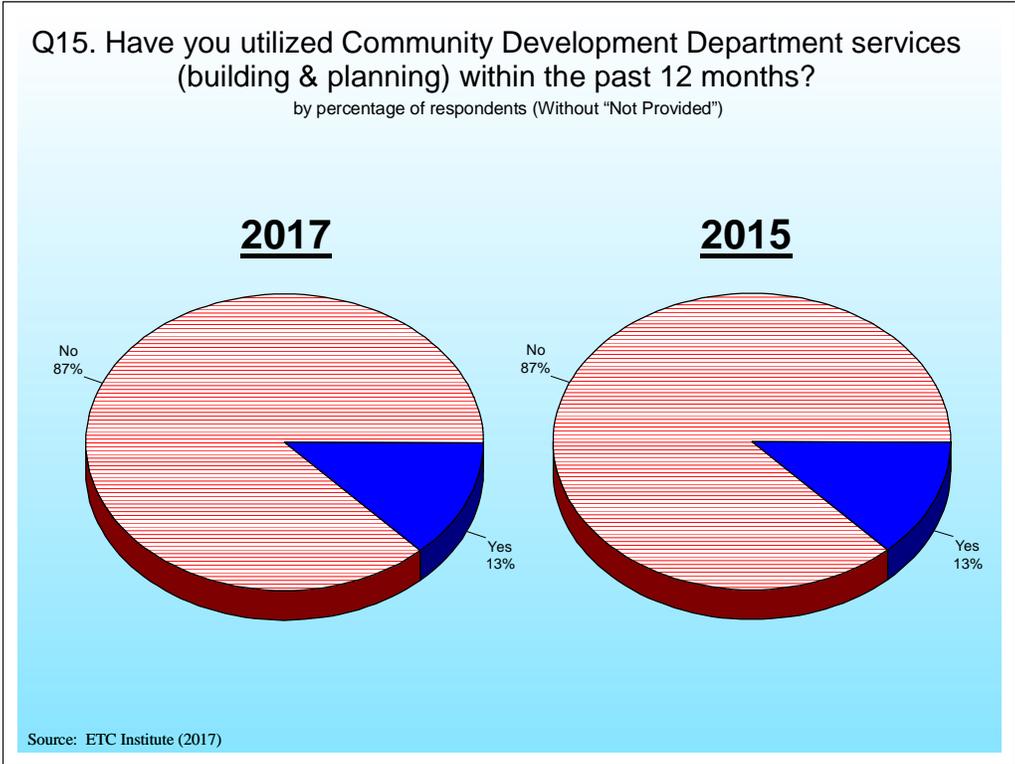
Q2. Overall, do you feel that the sense of community in Snowmass Village is:

by percentage of respondents (Excluding "Don't Know")

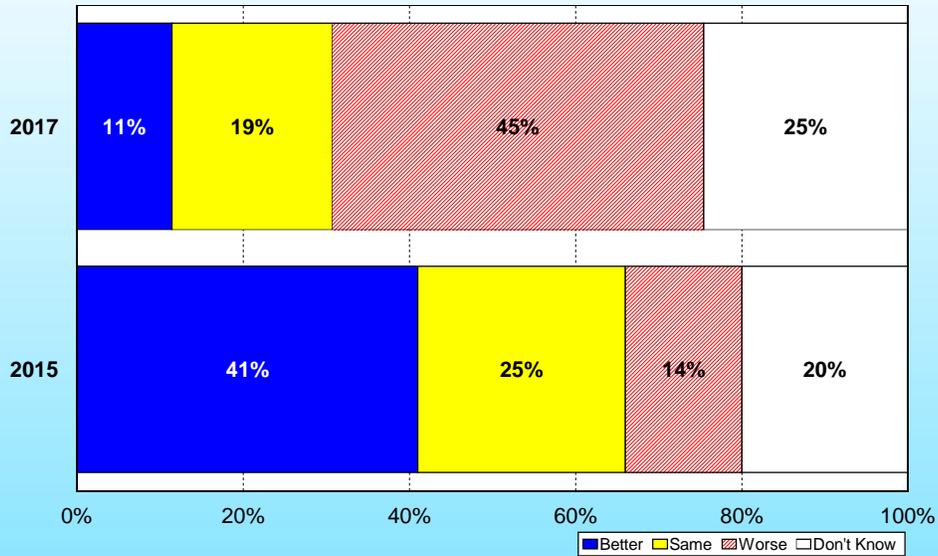


Source: ETC Institute (2017)





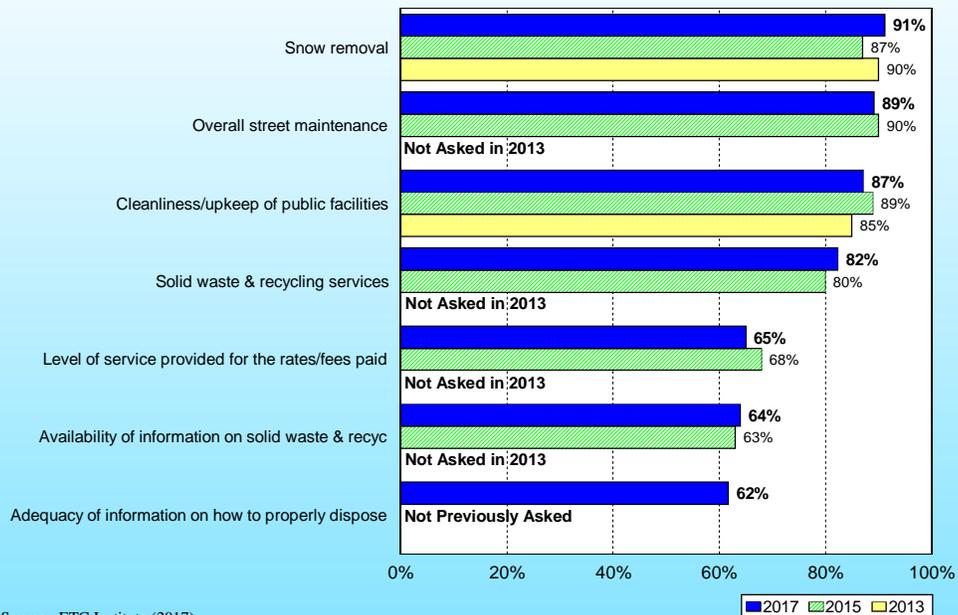
Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions?
 by percentage of respondents who answered "Yes" to Q15 (Excluding "Don't Know")



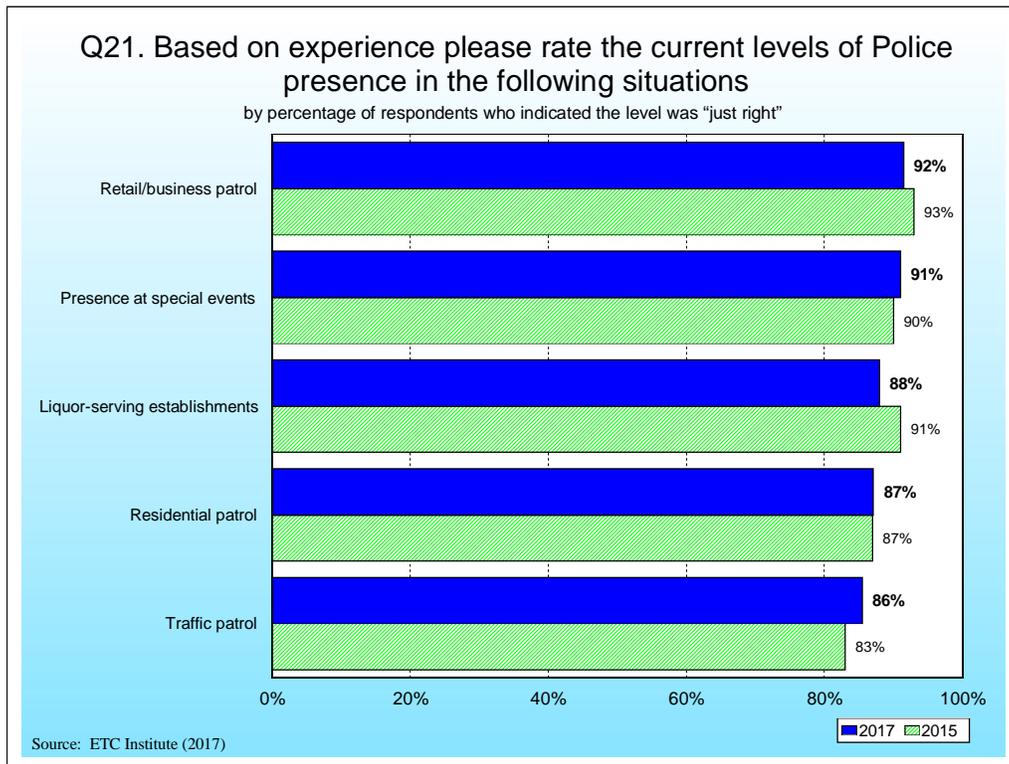
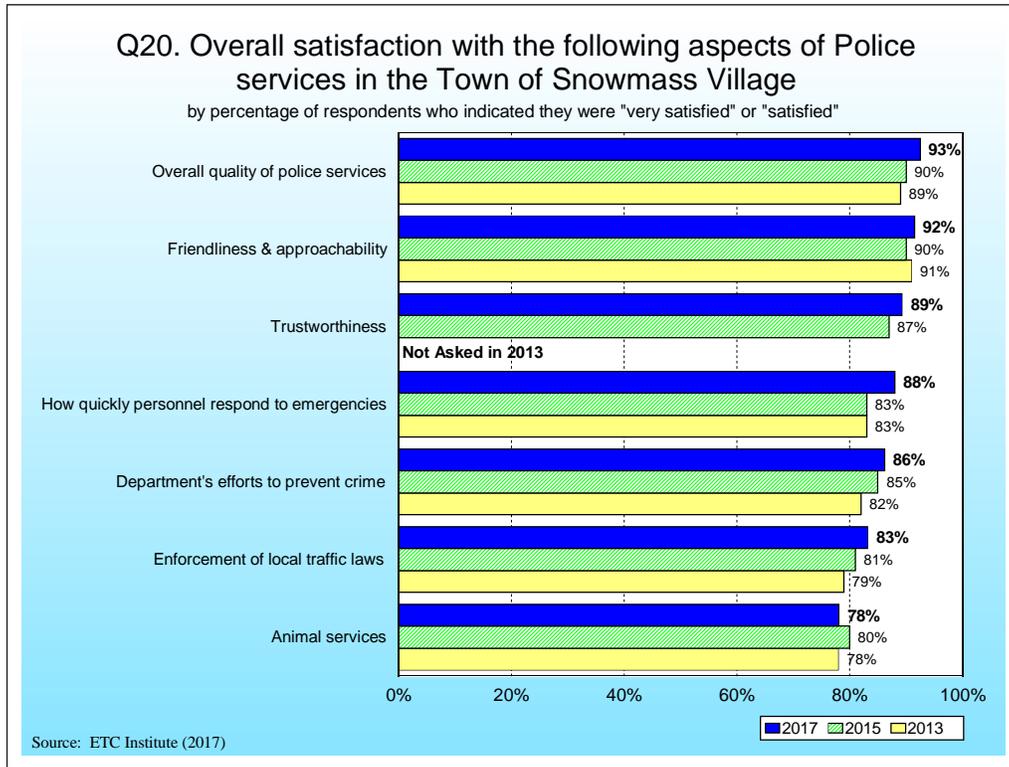
Source: ETC Institute (2017)

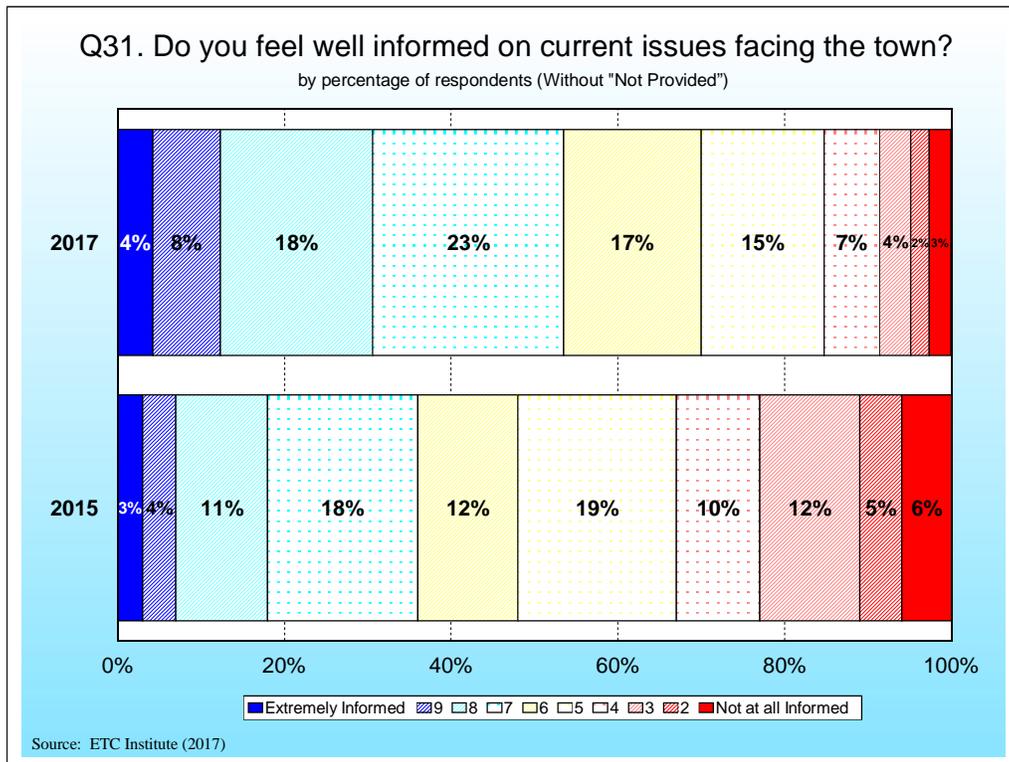
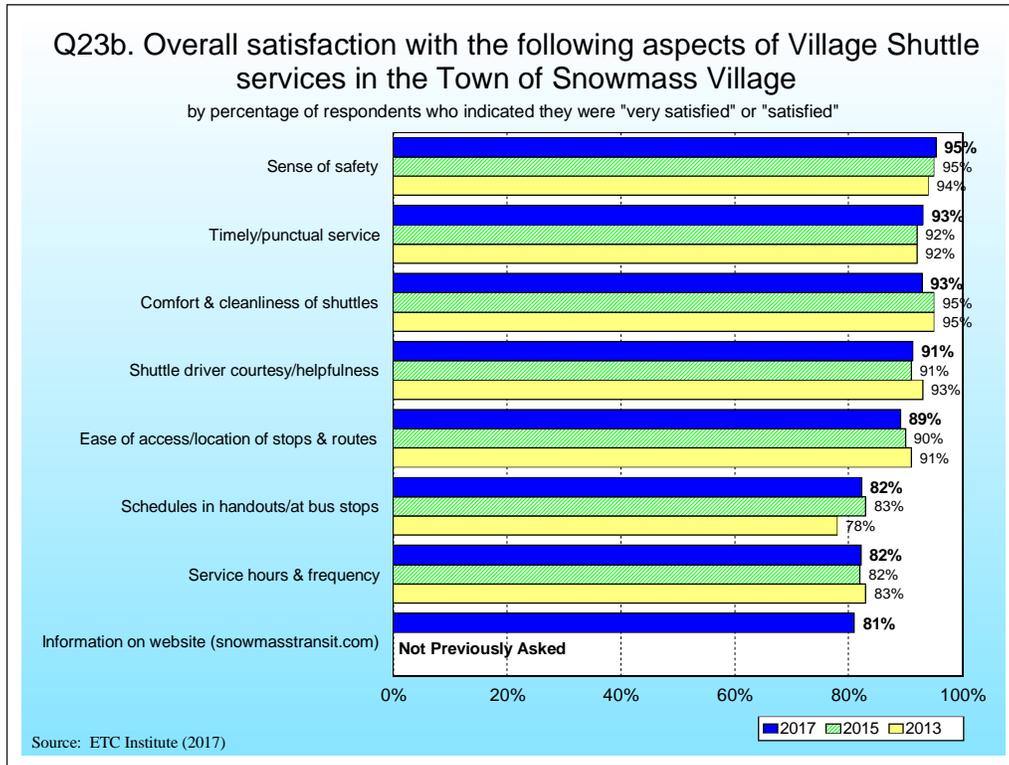
Q17. Overall satisfaction with the following aspects of Public Works services in the Town of Snowmass Village

by percentage of respondents who indicated they were "very satisfied" or "satisfied"



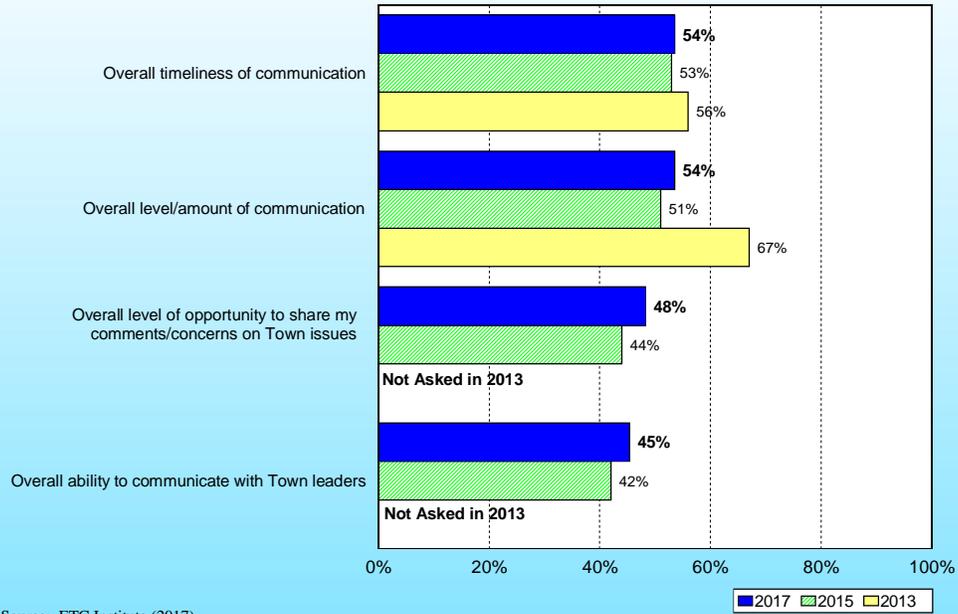
Source: ETC Institute (2017)





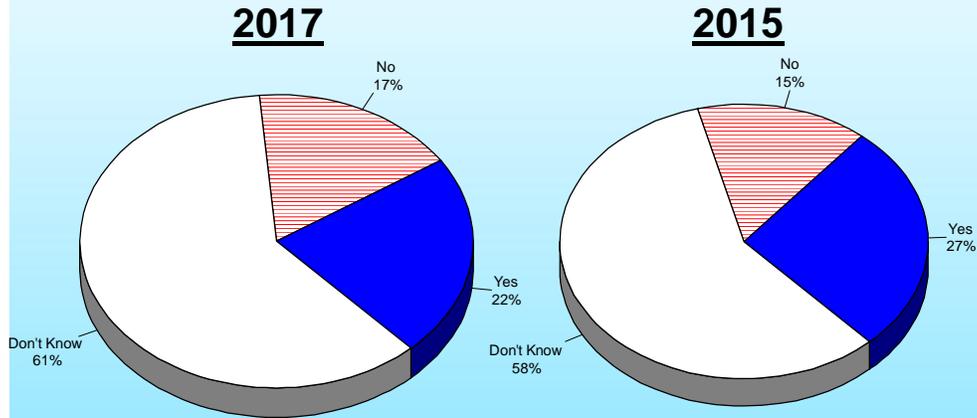
Q33. Overall satisfaction with the following aspects of the Town's Communication efforts

by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Q34. Do you feel your voice is adequately heard by the Town?

by percentage of respondents



Section 4

Tabular Data

Q1. Which of the following best describes you?

<u>Q1. What best describes you</u>	<u>Number</u>	<u>Percent</u>
Guest of Snowmass Village (Non-Resident)	21	2.4 %
Year-round resident (10+ months per year)	422	47.4 %
Part-time resident of Snowmass Village	221	24.8 %
Roaring Fork Valley Resident (outside of Snowmass Village)	211	23.7 %
Other	16	1.8 %
Total	891	100.0 %

Q1. Other

<u>Q1. Other</u>	<u>Number</u>	<u>Percent</u>
Condo owner	2	12.5 %
Roaring Fork Valley/Brush Creek Village	1	6.3 %
Crystal Valley	1	6.3 %
Work in Snowmass Village full time	1	6.3 %
visitor, plan to buy property there	1	6.3 %
Work for fire department, 48 hrs shift	1	6.3 %
Own Condo and use 5 or 6 weeks a year; other times rent it out	1	6.3 %
Aspen resident, Snowmass Stakeholder	1	6.3 %
Littleton, CO resident	1	6.3 %
Stonebridge Hotel Condo owner	1	6.3 %
Property Owner and part time user of my unit	1	6.3 %
winter guest for years and now moving as permanent resident	1	6.3 %
We own condo at Capital Peak	1	6.3 %
Snowmass Village homeowner	1	6.3 %
Owner of rental unit	1	6.3 %
Total	16	100.0 %

Q1a. Are you an employee within Snowmass Village?

Q1a. Are you an employee within Snowmass Village	Number	Percent
Yes	330	37.9 %
No	540	62.1 %
Total	870	100.0 %

Q1b. Are you a business owner/operator within Snowmass Village?

Q1b. Are you a business owner/operator within Snowmass Village	Number	Percent
Yes	127	14.6 %
No	743	85.4 %
Total	870	100.0 %

Q2. Overall, do you feel that the sense of community in Snowmass Village is:

Q2. What do you think the sense of community in Snowmass Village is	Number	Percent
Improving	337	37.8 %
Getting worse	114	12.8 %
Staying the same	319	35.8 %
Don't know/no opinion	121	13.6 %
Total	891	100.0 %

WITHOUT "DON'T KNOW"**Q2. Overall, do you feel that the sense of community in Snowmass Village is: (without "don't know/no opinion")**

Q2. What do you think the sense of community in Snowmass Village is	Number	Percent
Improving	337	43.8 %
Getting worse	114	14.8 %
Staying the same	319	41.4 %
Total	770	100.0 %

Q3. How satisfied are you with the following aspects of Town government and the Snowmass Village Community? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a. Overall quality of services provided by the Town	20.4%	52.1%	16.8%	5.5%	1.0%	4.3%
Q3b. Overall value that you receive for your tax & fees	14.8%	37.2%	25.9%	8.9%	4.2%	9.0%
Q3c. Overall image of the Town	17.6%	48.3%	20.1%	10.7%	1.9%	1.5%
Q3d. Overall quality of life	44.1%	43.1%	8.4%	1.8%	0.7%	1.9%
Q3e. Overall feeling of safety	65.0%	29.5%	2.9%	1.4%	0.3%	0.9%
Q3f. Overall quality of representation you receive from Town Council	9.8%	25.2%	32.2%	8.8%	6.1%	18.0%

WITHOUT "DON'T KNOW"

Q3. How satisfied are you with the following aspects of Town government and the Snowmass Village Community? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a. Overall quality of services provided by the Town	21.3%	54.4%	17.5%	5.8%	1.1%
Q3b. Overall value that you receive for your tax & fees	16.3%	40.9%	28.5%	9.8%	4.6%
Q3c. Overall image of the Town	17.8%	49.0%	20.4%	10.9%	1.9%
Q3d. Overall quality of life	45.0%	43.9%	8.5%	1.8%	0.7%
Q3e. Overall feeling of safety	65.6%	29.7%	3.0%	1.4%	0.3%
Q3f. Overall quality of representation you receive from Town Council	12.0%	30.7%	39.2%	10.7%	7.4%

Q4. Do you own or rent your residence?

<u>Q4. Do you own or rent your residence</u>	<u>Number</u>	<u>Percent</u>
Own free-market unit	425	47.7 %
Own deed-restricted unit	144	16.2 %
Own a "fractional" unit	7	0.8 %
Rent free-market unit	120	13.5 %
Rent Town-owned unit	92	10.3 %
Other	45	5.1 %
Not provided	58	6.5 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"**Q4. Do you own or rent your residence? (without "not provided")**

<u>Q4. Do you own or rent your residence</u>	<u>Number</u>	<u>Percent</u>
Own free-market unit	425	51.0 %
Own deed-restricted unit	144	17.3 %
Own a "fractional" unit	7	0.8 %
Rent free-market unit	120	14.4 %
Rent Town-owned unit	92	11.0 %
Other	45	5.4 %
Total	833	100.0 %

Q4. Other

<u>Q4. Other</u>	<u>Number</u>	<u>Percent</u>
Employee housing	8	17.4 %
Skico housing	2	4.3 %
Teacher housing	2	4.3 %
Caretaker	1	2.2 %
Rent employee-housing through my employer	1	2.2 %
I live with my boyfriend who owns a deed-restricted unit	1	2.2 %
live down valley	1	2.2 %
Rent to own	1	2.2 %
Rent through my employer	1	2.2 %
Comes with job	1	2.2 %
wife owns home	1	2.2 %
Club Commons	1	2.2 %
Pitkin County affordable housing	1	2.2 %
ranch sit/employee	1	2.2 %
I'm a Valley resident	1	2.2 %
Live with parents who own deed-restricted unit	1	2.2 %
We live down valley. We couldn't afford to buy in the village	1	2.2 %
Fire department 48 hr work shift	1	2.2 %
I live in Glenwood Springs	1	2.2 %
Aspen/Pitkin County Housing	1	2.2 %
own three units	1	2.2 %
Caretaker, job attached housing	1	2.2 %
Own a unit at Stonebrdge	1	2.2 %
Aspen School District housing	1	2.2 %
Renter	1	2.2 %
owned for 10 years free market	1	2.2 %
Lease condo	1	2.2 %
Parents own free-marker unit	1	2.2 %
ASC Employee Housing	1	2.2 %
live onsite for work	1	2.2 %
We are owners of two units Crestwood and Stonebridge Inn	1	2.2 %
Rent APCHA unit	1	2.2 %
Live outside SMV in employee provided housing	1	2.2 %
Live with parents in employee housing	1	2.2 %
Own a deed restricted unit through APCHA	1	2.2 %
Live in caretaker	1	2.2 %
<u>I own down valley</u>	<u>1</u>	<u>2.2 %</u>
Total	46	100.0 %

Q4a. Own-Deed Restricted ONLY: If an affordable alternative was offered, would you be interested in down-sizing from your current residence to a smaller deed-restricted home?

Q4a. Would you be interested in down-sizing from your current residence to a smaller deed-restricted home

	Number	Percent
Yes	25	17.4 %
No	92	63.9 %
Not provided	27	18.8 %
Total	144	100.0 %

WITHOUT "NOT PROVIDED"

Q4a. Own-Deed Restricted ONLY: If an affordable alternative was offered, would you be interested in down-sizing from your current residence to a smaller deed-restricted home? (without "not provided")

Q4a. Would you be interested in down-sizing from your current residence to a smaller deed-restricted home

	Number	Percent
Yes	25	21.4 %
No	92	78.6 %
Total	117	100.0 %

Q5. Would you be interested in potentially living in Town housing?

Q5. Would you be interested in potentially living in		
<u>Town housing</u>	<u>Number</u>	<u>Percent</u>
Yes-rental	13	3.0 %
Yes-own	55	12.9 %
No	365	85.3 %
Total	433	

Q5a. How large of a unit would you be interested in renting?

Q5a. How large of a unit would you be interested		
<u>in renting</u>	<u>Number</u>	<u>Percent</u>
Studio	1	7.7 %
One-bedroom	3	23.1 %
Two-bedroom	8	61.5 %
Three-bedroom	7	53.8 %
Total	19	

Q6. Which of the following TOSV housing guidelines and qualifications apply to you?

Q6. What TOSV housing guidelines & qualifications apply to you	Number	Percent
I work within Town of Snowmass Village more than 1400 hours/year	212	47.6 %
I work in Pitkin County, outside of Snowmass Village, more than 1400 hours/year	176	39.6 %
I work within Town of Snowmass Village part-time, less than 1400 hours/year	37	8.3 %
<u>I do not presently work in Pitkin County</u>	<u>46</u>	<u>10.3 %</u>
Total	471	

Q7. The Town is considering building additional deed-restricted homes for ownership at Rodeo Place. Which of the following units would you be interested in purchasing, if any?

Q7. Which deed-restricted homes would you be interested in purchasing	Number	Percent
Single-family home	115	65.7 %
2-bedroom duplex	48	27.4 %
3-bedroom duplex	52	29.7 %
I am not interested in owning a deed-restricted home at Rodeo Place	36	20.6 %
Total	251	

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following items regarding Town rental housing:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8a. Quality of housing	9.9%	42.9%	18.7%	17.6%	9.9%	1.1%
Q8b. Level of service & unit upkeep	11.1%	37.8%	21.1%	24.4%	4.4%	1.1%

WITHOUT "DON'T KNOW"

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following items regarding Town rental housing: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8a. Quality of housing	10.0%	43.3%	18.9%	17.8%	10.0%
Q8b. Level of service & unit upkeep	11.2%	38.2%	21.3%	24.7%	4.5%

Q10. How satisfied are you with the following functions of the Town of Snowmass Village administration? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10a. Overall quality of service provided by Town Manager's Office	11.8%	30.0%	26.3%	4.5%	2.1%	25.3%
Q10b. Overall quality of service provided by Town Clerk's Department	13.3%	34.0%	23.0%	1.8%	0.6%	27.3%
Q10c. Availability of Town personnel to address your needs	12.8%	35.9%	23.9%	3.3%	1.0%	23.1%
Q10d. Ease & efficiency of license application processes (business or liquor licenses)	5.5%	12.7%	17.7%	1.5%	0.8%	61.7%
Q10e. Availability of/access to public records	5.9%	15.7%	20.3%	1.5%	0.7%	56.0%

WITHOUT "DON'T KNOW"

Q10. How satisfied are you with the following functions of the Town of Snowmass Village administration? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10a. Overall quality of service provided by Town Manager's Office	15.8%	40.2%	35.3%	6.0%	2.8%
Q10b. Overall quality of service provided by Town Clerk's Department	18.3%	46.8%	31.7%	2.5%	0.8%
Q10c. Availability of Town personnel to address your needs	16.6%	46.7%	31.1%	4.3%	1.3%
Q10d. Ease & efficiency of license application processes (business or liquor licenses)	14.5%	33.2%	46.2%	4.0%	2.2%
Q10e. Availability of/access to public records	13.3%	35.6%	46.0%	3.5%	1.6%

Q12. Town Council Strategic Goals: Please indicate how important each of the following Town Council Strategic Goals are to you when planning the Town's future using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important."

(N=891)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q12a. Increasing amount of affordable housing in the Village	38.4%	19.3%	21.3%	9.2%	7.3%	4.5%
Q12b. Increasing opportunities for effective communication with the Town Council	17.6%	28.8%	35.4%	7.2%	1.5%	9.5%
Q12c. Increasing amount of community spaces (i.e. library, plaza, etc.) to create more community focused interaction	25.0%	25.4%	28.7%	11.6%	5.2%	4.1%
Q12d. Maintain & increase public safety for pedestrians, bike riders, & transit users by enhancing our connectivity	34.9%	31.0%	22.3%	6.6%	1.9%	3.3%
Q12e. Improving the Town's resiliency & environmental sustainability	33.9%	27.1%	24.0%	7.5%	3.3%	4.2%
Q12f. Working regionally with local partners to solve significant issues (e.g. transit, housing, etc.)	37.8%	29.7%	22.4%	4.4%	1.3%	4.4%

WITHOUT "DON'T KNOW"**Q12. Town Council Strategic Goals: Please indicate how important each of the following Town Council Strategic Goals are to you when planning the Town's future using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important." (without "don't know")**

(N=891)

	Extremely important	Very important	Important	Less important	Not important
Q12a. Increasing amount of affordable housing in the Village	40.2%	20.2%	22.4%	9.6%	7.6%
Q12b. Increasing opportunities for effective communication with the Town Council	19.4%	31.8%	39.1%	8.0%	1.6%
Q12c. Increasing amount of community spaces (i.e. library, plaza, etc.) to create more community focused interaction	26.0%	26.5%	29.9%	12.1%	5.4%
Q12d. Maintain & increase public safety for pedestrians, bike riders, & transit users by enhancing our connectivity	36.1%	32.0%	23.1%	6.8%	2.0%
Q12e. Improving the Town's resiliency & environmental sustainability	35.4%	28.2%	25.0%	7.9%	3.5%
Q12f. Working regionally with local partners to solve significant issues (e.g. transit, housing, etc.)	39.5%	31.1%	23.5%	4.6%	1.3%

Q13. Are there any issues not included in the Town Council's Strategic Goals listed above that you feel should be one of the Town's top priorities?

Q13. Are there any issues not included in the Town Council's Strategic Goals that you feel should be one of the Town's top priorities

	Number	Percent
Yes	188	21.1 %
No	424	47.6 %
Not provided	279	31.3 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"

Q13. Are there any issues not included in the Town Council's Strategic Goals listed above that you feel should be one of the Town's top priorities? (without "don't know")

Q13. Are there any issues not included in the Town Council's Strategic Goals that you feel should be one of the Town's top priorities

	Number	Percent
Yes	188	30.7 %
No	424	69.3 %
Total	612	100.0 %

Q15. Have you utilized Community Development Department services (building & planning) within the past 12 months?

Q15. Have you utilized Community Development Department services (building & planning) within past 12 months	Number	Percent
Yes	114	12.8 %
No	765	85.9 %
Not provided	12	1.3 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"

Q15. Have you utilized Community Development Department services (building & planning) within the past 12 months? (without "not provided")

Q15. Have you utilized Community Development Department services (building & planning) within past 12 months	Number	Percent
Yes	114	13.0 %
No	765	87.0 %
Total	879	100.0 %

**Q15a. How satisfied are you with the following aspects of the Community Development Department?
Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your
level of satisfaction with the following:**

(N=114)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15a-a. Courtesy of staff	33.3%	45.6%	12.3%	5.3%	1.8%	1.8%
Q15a-b. Fairness of staff	25.7%	47.8%	13.3%	4.4%	5.3%	3.5%
Q15a-c. Adequacy of staffing in the department	20.2%	36.0%	21.1%	15.8%	1.8%	5.3%
Q15a-d. Timeliness & efficiency	20.7%	39.6%	19.8%	13.5%	2.7%	3.6%
Q15a-e. Providing clear expectations of the process	21.9%	43.9%	14.9%	11.4%	5.3%	2.6%
Q15a-f. Amount of information required in applications	16.4%	40.9%	19.1%	10.0%	3.6%	10.0%
Q15a-g. Permit application process	16.4%	36.4%	23.6%	8.2%	1.8%	13.6%

WITHOUT "DON'T KNOW"

**Q15a. How satisfied are you with the following aspects of the Community Development Department?
Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your
level of satisfaction with the following: (without "don't know")**

(N=114)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a-a. Courtesy of staff	33.9%	46.4%	12.5%	5.4%	1.8%
Q15a-b. Fairness of staff	26.6%	49.5%	13.8%	4.6%	5.5%
Q15a-c. Adequacy of staffing in the department	21.3%	38.0%	22.2%	16.7%	1.9%
Q15a-d. Timeliness & efficiency	21.5%	41.1%	20.6%	14.0%	2.8%
Q15a-e. Providing clear expectations of the process	22.5%	45.0%	15.3%	11.7%	5.4%
Q15a-f. Amount of information required in applications	18.2%	45.5%	21.2%	11.1%	4.0%
Q15a-g. Permit application process	18.9%	42.1%	27.4%	9.5%	2.1%

Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions? Snowmass Village is...

Q15b. How does the process of working with the department in Snowmass Village compare to other

Jurisdictions	Number	Percent
Better	13	11.4 %
Same	22	19.3 %
Worse	51	44.7 %
Don't know/no opinion	28	24.6 %
Total	114	100.0 %

WITHOUT "DON'T KNOW"

Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions? Snowmass Village is... (without "don't know/no opinion")

Q15b. How does the process of working with the department in Snowmass Village compare to other

Jurisdictions	Number	Percent
Better	13	15.1 %
Same	22	25.6 %
Worse	51	59.3 %
Total	86	100.0 %

Q17. How satisfied are you with the following aspects of Public Works services in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a. Overall street maintenance	34.7%	51.5%	8.6%	1.7%	0.1%	3.4%
Q17b. Snow removal	41.1%	47.3%	5.1%	2.5%	1.0%	2.9%
Q17c. Solid waste & recycling services	29.5%	44.8%	10.2%	4.4%	1.3%	9.9%
Q17d. Availability of information on solid waste & recycling services	17.9%	34.5%	22.9%	5.2%	1.4%	18.1%
Q17e. Adequacy of information on how to properly dispose of solid waste	17.5%	31.7%	23.0%	6.4%	1.1%	20.2%
Q17f. Cleanliness/upkeep of public facilities	32.5%	50.9%	9.9%	1.8%	0.6%	4.2%
Q17g. Level of service provided for the rates/fees paid	16.9%	37.4%	23.3%	4.3%	1.6%	16.5%

WITHOUT "DON'T KNOW"

Q17. How satisfied are you with the following aspects of Public Works services in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a. Overall street maintenance	35.9%	53.3%	8.9%	1.8%	0.1%
Q17b. Snow removal	42.4%	48.8%	5.3%	2.6%	1.1%
Q17c. Solid waste & recycling services	32.7%	49.7%	11.3%	4.8%	1.4%
Q17d. Availability of information on solid waste & recycling services	21.8%	42.2%	28.0%	6.3%	1.7%
Q17e. Adequacy of information on how to properly dispose of solid waste	21.9%	39.8%	28.8%	8.1%	1.4%
Q17f. Cleanliness/upkeep of public facilities	34.0%	53.2%	10.4%	1.9%	0.6%
Q17g. Level of service provided for the rates/fees paid	20.2%	44.8%	27.9%	5.1%	1.9%

Q18. Composting in Snowmass Village: The Town is exploring composting options for residents. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services and bins?

Q18. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services & bins

	Number	Percent
Yes	365	41.0 %
No	386	43.3 %
Not provided	140	15.7 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"

Q18. Composting in Snowmass Village: The Town is exploring composting options for residents. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services and bins? (without "not provided")

Q18. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services & bins

	Number	Percent
Yes	365	48.6 %
No	386	51.4 %
Total	751	100.0 %

Q20. How satisfied are you with the following aspects of Police services in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20a. Animal services	34.5%	27.6%	12.8%	2.6%	1.9%	20.5%
Q20b. Friendliness & approachability	55.9%	29.8%	6.1%	1.2%	0.6%	6.4%
Q20c. Trustworthiness	51.6%	31.2%	8.1%	1.2%	0.6%	7.2%
Q20d. Department's efforts to prevent crime	40.9%	35.5%	10.7%	0.9%	0.7%	11.3%
Q20e. Enforcement of local traffic laws	37.2%	40.1%	11.7%	3.1%	0.8%	7.1%
Q20f. How quickly personnel respond to emergencies	39.9%	27.4%	8.5%	0.5%	0.2%	23.6%
Q20g. Overall quality of police services	47.9%	37.0%	5.8%	0.6%	0.5%	8.2%

WITHOUT "DON'T KNOW"

Q20. How satisfied are you with the following aspects of Police services in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a. Animal services	43.4%	34.7%	16.1%	3.3%	2.4%
Q20b. Friendliness & approachability	59.7%	31.8%	6.5%	1.3%	0.6%
Q20c. Trustworthiness	55.6%	33.7%	8.8%	1.3%	0.6%
Q20d. Department's efforts to prevent crime	46.1%	40.1%	12.1%	1.0%	0.8%
Q20e. Enforcement of local traffic laws	40.0%	43.2%	12.6%	3.3%	0.9%
Q20f. How quickly personnel respond to emergencies	52.2%	35.8%	11.1%	0.6%	0.3%
Q20g. Overall quality of police services	52.2%	40.3%	6.3%	0.6%	0.5%

Q21. Based on your experience, please indicate if you feel the current levels of Police presence is "too low," "too high," or "just right."

(N=891)

	Too high	Just right	Too low	Don't know
Q21a. Traffic patrol	8.0%	76.8%	5.0%	10.2%
Q21b. Residential patrol	2.0%	65.2%	7.7%	25.1%
Q21c. Retail/business patrol	1.4%	58.2%	4.0%	36.3%
Q21d. Presence at special events	4.5%	79.6%	3.3%	12.6%
Q21e. Liquor-serving establishments	2.6%	58.7%	5.4%	33.3%

WITHOUT "DON'T KNOW"**Q21. Based on your experience, please indicate if you feel the current levels of Police presence is "too low," "too high," or "just right." (without "don't know")**

(N=891)

	Too high	Just right	Too low
Q21a. Traffic patrol	8.9%	85.5%	5.6%
Q21b. Residential patrol	2.6%	87.1%	10.3%
Q21c. Retail/business patrol	2.2%	91.5%	6.3%
Q21d. Presence at special events	5.2%	91.0%	3.8%
Q21e. Liquor-serving establishments	3.9%	88.0%	8.1%

Q23. Would you utilize any of the following programs and/or transportation alternatives to driving your own vehicle if they were offered in Snowmass Village?

Q23. Programs and/or transportation alternatives you would utilize to driving your own vehicle	Number	Percent
Car share program (Car To Go)	154	17.3 %
Bike share program (We-Cycle)	196	22.1 %
Ride share programs (Carpools)	113	12.7 %
Ride hailing apps (Uber, Downtowner)	379	42.7 %
Dedicated bike lanes	389	43.8 %
None of above	268	30.2 %
Total	1499	

WITHOUT "NONE OF THE ABOVE"

Q23. Would you utilize any of the following programs and/or transportation alternatives to driving your own vehicle if they were offered in Snowmass Village? (without "none of above")

Q23. Programs and/or transportation alternatives you would utilize to driving your own vehicle	Number	Percent
Car share program (Car To Go)	154	24.8 %
Bike share program (We-Cycle)	196	31.6 %
Ride share programs (Carpools)	113	18.2 %
Ride hailing apps (Uber, Downtowner)	379	61.1 %
Dedicated bike lanes	389	62.7 %
Total	1231	

Q23a. Do you ride the Village Shuttle?

<u>Q23a. Do you ride the Village Shuttle</u>	<u>Number</u>	<u>Percent</u>
Yes	701	78.7 %
No	187	21.0 %
Not provided	3	0.3 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"**Q23a. Do you ride the Village Shuttle? (without "not provided")**

<u>Q23a. Do you ride the Village Shuttle</u>	<u>Number</u>	<u>Percent</u>
Yes	701	78.9 %
No	187	21.1 %
Total	888	100.0 %

Q23b. (If YES to Question 23a) How satisfied are you with the following aspects of Village Shuttle services in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=701)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23b-a. Timely/punctual service	48.5%	43.6%	5.3%	0.7%	0.9%	1.0%
Q23b-b. Shuttle driver courtesy/helpfulness	51.3%	39.3%	7.0%	1.1%	0.6%	0.7%
Q23b-c. Ease of access/location of stops & routes	43.3%	45.0%	7.1%	2.7%	1.0%	0.9%
Q23b-d. Schedules in handouts/at bus stops	36.7%	40.6%	13.2%	2.5%	1.0%	6.1%
Q23b-e. Information on website (snowmasstransit.com)	28.9%	36.0%	12.6%	2.5%	0.1%	19.9%
Q23b-f. Service hours & frequency	33.5%	46.3%	12.4%	4.0%	0.9%	2.9%
Q23b-g. Sense of safety	54.7%	39.7%	3.6%	0.6%	0.3%	1.2%
Q23b-h. Comfort & cleanliness of shuttles	52.5%	39.2%	5.3%	1.2%	0.4%	1.4%

WITHOUT "DON'T KNOW"

Q23b. (If YES to Question 23a) How satisfied are you with the following aspects of Village Shuttle services in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=701)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23b-a. Timely/punctual service	49.0%	44.1%	5.3%	0.7%	0.9%
Q23b-b. Shuttle driver courtesy/helpfulness	51.7%	39.6%	7.1%	1.2%	0.6%
Q23b-c. Ease of access/location of stops & routes	43.7%	45.4%	7.1%	2.8%	1.0%
Q23b-d. Schedules in handouts/at bus stops	39.1%	43.2%	14.0%	2.6%	1.1%
Q23b-e. Information on website (snowmasstransit.com)	36.1%	44.9%	15.8%	3.1%	0.2%
Q23b-f. Service hours & frequency	34.5%	47.7%	12.8%	4.2%	0.9%
Q23b-g. Sense of safety	55.3%	40.1%	3.7%	0.6%	0.3%
Q23b-h. Comfort & cleanliness of shuttles	53.2%	39.7%	5.4%	1.2%	0.4%

Q24. How satisfied are you with the following aspects of Parking and Parking Management in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24a. Availability of parking in the winter	8.7%	35.5%	24.2%	18.1%	5.5%	8.0%
Q24b. Availability of parking in the summer	16.3%	47.5%	18.2%	7.6%	2.9%	7.5%
Q24c. Parking permit fees	7.3%	24.9%	26.7%	10.9%	4.1%	26.0%
Q24d. Availability of parking information	7.8%	30.7%	30.1%	10.2%	2.8%	18.5%

WITHOUT "DON'T KNOW"

Q24. How satisfied are you with the following aspects of Parking and Parking Management in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24a. Availability of parking in the winter	9.5%	38.6%	26.3%	19.7%	6.0%
Q24b. Availability of parking in the summer	17.6%	51.3%	19.7%	8.2%	3.2%
Q24c. Parking permit fees	9.9%	33.6%	36.1%	14.7%	5.6%
Q24d. Availability of parking information	9.6%	37.6%	36.9%	12.5%	3.4%

Q26. How satisfied are you with the following functions of the Tourism Department, and the overall value the community receives for their services? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26a. Appeal of special events offered	18.8%	46.1%	17.7%	9.4%	1.6%	6.3%
Q26b. Promotion of Snowmass Village through marketing, advertising, public relations, etc.	14.8%	43.0%	20.4%	8.5%	4.0%	9.2%
Q26c. Group sales & lodge bookings generated for Snowmass properties	10.5%	25.0%	20.4%	6.9%	2.5%	34.8%
Q26d. Guest services at Town Park Station & Ice Age Discovery Center	15.0%	31.5%	21.0%	3.0%	1.5%	27.9%

WITHOUT "DON'T KNOW"

Q26. How satisfied are you with the following functions of the Tourism Department, and the overall value the community receives for their services? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26a. Appeal of special events offered	20.0%	49.2%	18.9%	10.1%	1.7%
Q26b. Promotion of Snowmass Village through marketing, advertising, public relations, etc.	16.3%	47.3%	22.5%	9.4%	4.5%
Q26c. Group sales & lodge bookings generated for Snowmass properties	16.1%	38.3%	31.3%	10.6%	3.8%
Q26d. Guest services at Town Park Station & Ice Age Discovery Center	20.7%	43.8%	29.2%	4.2%	2.1%

Q26a. Based on your experience, please indicate if you feel the current amount of special events hosted in Snowmass Village is "too much", "not enough", or "just right."

(N=891)

	Too much	Just right	Not enough	Don't know
Q26a-a. Number of special events offered	7.6%	54.0%	30.3%	8.1%

WITHOUT "DON'T KNOW"

Q26a. Based on your experience, please indicate if you feel the current amount of special events hosted in Snowmass Village is "too much", "not enough", or "just right." (without "don't know")

(N=891)

	Too much	Just right	Not enough
Q26a-a. Number of special events offered	8.3%	58.7%	33.0%

Q27. What is the best way for you to receive information about Tourism events and activities?

Q27. What is the best way for you to receive information about tourism events & activities	Number	Percent
Tourism website (gosnowmass.com)	434	50.5 %
Guest service centers (Town Park or Ice Age Discovery Center)	116	13.5 %
Newspapers	508	59.1 %
Radio	170	19.8 %
E-blasts (emails)	405	47.1 %
Posters/fliers	248	28.9 %
Mailers	77	9.0 %
Social media	386	44.9 %
Other	19	2.2 %
Total	2363	

Q27. Other

Q27. Other	Number	Percent
Word of mouth	9	50.0 %
Regularly scheduled meetings	1	5.6 %
aspensnomass website	1	5.6 %
Half of the time the events are not advertised at all	1	5.6 %
messenger aspen	1	5.6 %
Visits from town staffers informing stake holders of what's going on	1	5.6 %
They need to talk one on one at least a couple times a year	1	5.6 %
Google search	1	5.6 %
Signs posted around the mall, plaza & town center	1	5.6 %
Unsure of best way to obtain consistent/accurate information	1	5.6 %
Total	18	100.0 %

Q29. Based on your experience(s) on our local trails, how satisfied are you with our trail system and rule enforcement? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q29a. Trail etiquette exhibited by other trail users	19.2%	45.2%	17.5%	8.4%	3.9%	5.8%
Q29b. Overall enforcement of seasonal trail closures	21.0%	49.2%	13.1%	1.8%	0.6%	14.4%
Q29c. Overall enforcement of leash laws	11.4%	29.6%	21.9%	15.1%	8.5%	13.4%
Q29d. Overall enforcement of trail rules (e.g. no dogs, equestrian only, etc.)	11.9%	33.7%	23.2%	10.6%	5.5%	15.1%
Q29e. Overall enforcement of nordic trail rules	9.6%	29.0%	17.9%	2.8%	2.5%	38.2%
Q29f. Condition of paved surface trails & paths	19.2%	52.4%	13.3%	5.1%	1.6%	8.5%
Q29g. Connectivity & effectiveness of trail network	21.7%	48.6%	14.0%	4.5%	0.9%	10.3%

WITHOUT "DON'T KNOW"

Q29. Based on your experience(s) on our local trails, how satisfied are you with our trail system and rule enforcement? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q29a. Trail etiquette exhibited by other trail users	20.3%	48.0%	18.6%	8.9%	4.1%
Q29b. Overall enforcement of seasonal trail closures	24.5%	57.5%	15.3%	2.1%	0.7%
Q29c. Overall enforcement of leash laws	13.2%	34.2%	25.3%	17.4%	9.8%
Q29d. Overall enforcement of trail rules (e.g. no dogs, equestrian only, etc.)	14.0%	39.7%	27.3%	12.5%	6.5%
Q29e. Overall enforcement of nordic trail rules	15.5%	46.9%	28.9%	4.6%	4.0%
Q29f. Condition of paved surface trails & paths	20.9%	57.3%	14.5%	5.5%	1.8%
Q29g. Connectivity & effectiveness of trail network	24.2%	54.2%	15.6%	5.0%	1.0%

Q31. Do you feel well informed on current issues facing the town? Please select a number from 1 to 10 where 10 means "Extremely Informed" and 1 means "Not at all Informed."

(N=891)

	Extremely informed	9	8	7	6	5	4	3	2	Not at all informed	Not provided
Q31. Do you feel well informed on current issues facing the town	4.1%	7.9%	17.9%	22.3%	16.1%	14.4%	6.5%	3.6%	2.1%	2.6%	2.6%

WITHOUT "NOT PROVIDED"

Q31. Do you feel well informed on current issues facing the town? Please select a number from 1 to 10 where 10 means "Extremely Informed" and 1 means "Not at all Informed." (without "not provided")

(N=891)

	Extremely informed	9	8	7	6	5	4	3	2	Not at all informed
Q31. Do you feel well informed on current issues facing the town	4.2%	8.1%	18.3%	22.9%	16.5%	14.7%	6.7%	3.7%	2.2%	2.6%

Q32. How do you currently access government news and information, including information about Town services?

Q32. How do you currently access government news & information	Number	Percent
Town websites	369	43.5 %
Town e-newsletters/alerts	349	41.2 %
Newspaper articles	618	72.9 %
Newspaper advertisements	130	15.3 %
Social media (Facebook/Twitter)	250	29.5 %
Friends/family/word of mouth	380	44.8 %
Forums or meetings	90	10.6 %
Grassroots/CGTV	48	5.7 %
Other	15	1.8 %
Total	2249	

Q32. Other

Q32. Other	Number	Percent
Aspen Public Radio	2	14.3 %
Homeowners association	1	7.1 %
Mailings	1	7.1 %
ASC Work	1	7.1 %
News from Timberline Condo	1	7.1 %
Working closely with business owners	1	7.1 %
Radio	1	7.1 %
Destination resorts	1	7.1 %
email information	1	7.1 %
via our property management company	1	7.1 %
info from our condo association	1	7.1 %
NPR	1	7.1 %
homeowner association emails	1	7.1 %
Total	14	100.0 %

Q33. How satisfied are you with the following aspects of the Town's Communication efforts? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q33a. Overall level/amount of communication	6.6%	41.8%	33.8%	6.5%	1.8%	9.6%
Q33b. Overall timeliness of communication	7.1%	39.6%	32.1%	6.8%	1.5%	12.8%
Q33c. Overall ability to communicate with Town leaders	7.8%	26.6%	30.5%	7.9%	3.0%	24.3%
Q33d. Overall level of opportunity to share my comments/concerns on Town issues	7.2%	30.3%	31.1%	5.9%	3.2%	22.3%

WITHOUT "DON'T KNOW"

Q33. How satisfied are you with the following aspects of the Town's Communication efforts? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following: (without "don't know")

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q33a. Overall level/amount of communication	7.3%	46.2%	37.4%	7.1%	1.9%
Q33b. Overall timeliness of communication	8.1%	45.5%	36.8%	7.8%	1.8%
Q33c. Overall ability to communicate with Town leaders	10.3%	35.1%	40.2%	10.5%	3.9%
Q33d. Overall level of opportunity to share my comments/concerns on Town issues	9.3%	39.0%	40.0%	7.6%	4.1%

Q34. Do you feel your voice is adequately heard by the Town?

Q34. Do you feel your voice is adequately heard by the Town	Number	Percent
Yes	199	22.3 %
No	152	17.1 %
Don't know/no opinion	540	60.6 %
Total	891	100.0 %

WITHOUT "DON'T KNOW"**Q34. Do you feel your voice is adequately heard by the Town? (without "don't know/no opinion")**

Q34. Do you feel your voice is adequately heard by the Town	Number	Percent
Yes	199	56.7 %
No	152	43.3 %
Total	351	100.0 %

Q35. Are you a registered voter in Snowmass Village?

Q35. Are you a registered voter in Snowmass Village	Number	Percent
Yes	363	40.7 %
No	491	55.1 %
Not provided	37	4.2 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Are you a registered voter in Snowmass Village? (without "not provided")**

Q35. Are you a registered voter in Snowmass Village	Number	Percent
Yes	363	42.5 %
No	491	57.5 %
Total	854	100.0 %

**Q36. How long have you lived within, or owned property within the Town of Snowmass Village?
(Residents only)**

Q36. How long have you lived within, or owned property within the Town of Snowmass Village	Number	Percent
Less than 1 year	24	2.8 %
1-5 years	142	16.3 %
6-15 years	205	23.6 %
15+ years	301	34.6 %
Not provided	198	22.8 %
Total	870	100.0 %

WITHOUT "NOT PROVIDED"

**Q36. How long have you lived within, or owned property within the Town of Snowmass Village?
(Residents only) (without "not provided")**

Q36. How long have you lived within, or owned property within the Town of Snowmass Village	Number	Percent
Less than 1 year	24	3.6 %
1-5 years	142	21.1 %
6-15 years	205	30.5 %
15+ years	301	44.8 %
Total	672	100.0 %

If you do not live in Snowmass Village, what is your zip code?

<u>Q37. Your zip code</u>	<u>Number</u>	<u>Percent</u>
10029	1	0.6 %
19803	1	0.6 %
21030	1	0.6 %
49862	1	0.6 %
52641	1	0.6 %
60523	1	0.6 %
62901	1	0.6 %
64113	1	0.6 %
81601	6	3.6 %
81611	50	30.1 %
81612	9	5.4 %
81615	13	7.8 %
81621	26	15.7 %
81623	35	21.1 %
81632	1	0.6 %
81647	1	0.6 %
81652	1	0.6 %
81654	10	6.0 %
81656	4	2.4 %
91623	1	0.6 %
93720	1	0.6 %
Total	166	100.0 %

Q37. What is your age?

<u>Q37. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	160	18.0 %
35-44	130	14.6 %
45-54	149	16.7 %
55-64	167	18.7 %
65+	206	23.1 %
Not provided	79	8.9 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"**Q37. What is your age? (without "not provided")**

<u>Q37. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	160	19.7 %
35-44	130	16.0 %
45-54	149	18.3 %
55-64	167	20.6 %
65+	206	25.4 %
Total	812	100.0 %

Q38. What is your approximate combined household annual income?

Q38. Your approximate combined household annual income

	Number	Percent
Less than \$50K	101	11.3 %
\$50K-\$74,999	123	13.8 %
\$75K-\$99,999	105	11.8 %
\$100K-\$124,999	84	9.4 %
\$125K-\$149,999	54	6.1 %
\$150K-\$199,999	57	6.4 %
\$200K-\$299,999	60	6.7 %
\$300K+	125	14.0 %
Not provided	182	20.4 %
Total	891	100.0 %

WITHOUT "NOT PROVIDED"**Q38. What is your approximate combined household annual income? (without "not provided")**

Q38. Your approximate combined household annual income

	Number	Percent
Less than \$50K	101	14.2 %
\$50K-\$74,999	123	17.3 %
\$75K-\$99,999	105	14.8 %
\$100K-\$124,999	84	11.8 %
\$125K-\$149,999	54	7.6 %
\$150K-\$199,999	57	8.0 %
\$200K-\$299,999	60	8.5 %
\$300K+	125	17.6 %
Total	709	100.0 %

Section 5

Survey Instrument

The Town of Snowmass Village Community Survey 2017



Welcome to the 2017 Snowmass Village Community Survey. Your input will be used to assess community needs and priorities for The Town of Snowmass Village. If you have questions, please call Travis Elliott, at 970-922-2275.

At the end of this survey, as a way to say thank you for your time and feedback, you can enter to win JAS VIP tickets, a one year membership to the Snowmass Village Recreation Center, and gift certificates to local businesses.

1. Which of the following best describes you?

- (1) Guest of Snowmass Village (Non-Resident)
- (2) Year-round resident (10+ months per year)
- (3) Part-time resident
- (4) Roaring Fork Valley resident (outside Snowmass Village)
- (5) Other: _____

1a. Are you an employee within Snowmass Village? (1) Yes (2) No

1b. Are you a business owner/operator within Snowmass Village? (1) Yes (2) No

2. Overall, do you feel that the sense of community in Snowmass Village is:

- (3) Improving
- (2) Getting worse
- (1) Staying the same
- (9) Don't Know/No Opinion

3. Please rate how satisfied you are with the following aspects of Town government and the Snowmass Village Community using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the Town	5	4	3	2	1	9
2. Overall value that you receive for your tax dollars and fees	5	4	3	2	1	9
3. Overall image of the Town	5	4	3	2	1	9
4. Overall quality of life	5	4	3	2	1	9
5. Overall feeling of safety	5	4	3	2	1	9
6. Overall quality of representation you receive from Town Council	5	4	3	2	1	9

Housing Department

4. Do you own or rent your residence?

- (1) Own free-market unit [Skip to Q5.]
- (2) Own deed-restricted unit
- (3) Own a "fractional" unit [Skip to Q5.]
- (4) Rent free-market unit [Skip to Q6.]
- (5) Rent Town-owned unit [Skip to Q6.]
- (9) Other: _____

4a. If an affordable alternative was offered, would you be interested in down-sizing from your current residence to a smaller deed-restricted home?

- (1) Yes
- (2) No

5. Would you be interested in potentially living in Town housing?

___(1) Yes – Rental ___(2) Yes – Own [Skip to Q6.] ___(3) No [Skip to Q10.]

5a. How large of a unit would you be interested in renting? [Check all that apply.]

___(1) Studio ___(2) One Bedroom ___(3) Two Bedroom ___(4) Three Bedroom

6. Which of the following TOSV housing guidelines and qualifications apply to you? [Check all that apply.]

- ___(1) I work within the Town of Snowmass Village more than 1400 hours/year
- ___(2) I work in Pitkin County, outside of Snowmass Village, more than 1400 hours/year
- ___(3) I work within the Town of Snowmass Village part-time, less than 1400 hours/year
- ___(4) I do not presently work in Pitkin County

7. The Town is considering building additional deed-restricted homes for ownership at Rodeo Place. Which of the following units would you be interested in purchasing, if any? [Check all that apply.]

- ___(1) Single-family home ___(3) 3-bedroom duplex
- ___(2) 2-bedroom duplex ___(4) I am not interested in owning a deed-restricted home at Rodeo Place

8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following items regarding Town rental housing:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of housing	5	4	3	2	1	9
2.	Level of service and unit upkeep	5	4	3	2	1	9

9. OPTIONAL: Do you have any comments about services provided by the Housing Department that you'd like to share?

Town Administration and Leadership

10. Please rate how satisfied you are with the following functions of the Town of Snowmass Village administration using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of service provided by the Town Manager's Office	5	4	3	2	1	9
2.	Overall quality of service provided by the Town Clerk's Department	5	4	3	2	1	9
3.	The availability of Town personnel to address your needs	5	4	3	2	1	9
4.	Ease and efficiency of license application processes (business or liquor licenses)	5	4	3	2	1	9
5.	Availability of/access to public records	5	4	3	2	1	9

11. Do you have any comments about services provided by the administration that you would like to share?

Town Council Strategic Goals

12. Please indicate how important each of the following Town Council Strategic Goals are to you when planning the Town's future using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important".

		Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
1.	Increasing the amount of affordable housing in the Village	5	4	3	2	1	9
2.	Increasing opportunities for effective communication with the Town Council	5	4	3	2	1	9
3.	Increasing the amount of community spaces (i.e. library, plaza, etc.) to create more community focused interaction	5	4	3	2	1	9
4.	Maintain and increase public safety for pedestrians, bike riders, and transit users by enhancing our connectivity	5	4	3	2	1	9
5.	Improving the Town's resiliency and environmental sustainability	5	4	3	2	1	9
6.	Working regionally with local partners to solve significant issues (e.g. transit, housing, etc.)	5	4	3	2	1	9

13. Are there any issues not included in the Town Council's Strategic Goals listed above that you feel should be one of the Town's top priorities?

____(1) Yes (What? _____) ____ (2) No

14. If you could keep one thing the same in Snowmass Village forever, what would it be?

Community Development

15. Have you utilized Community Development Department services (building & planning) within the past 12 months? ____ (1) Yes ____ (2) No [Skip to Q15b.]

15a. Please rate how satisfied you are with the following aspects of the Community Development Department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Courtesy of staff	5	4	3	2	1	9
2.	Fairness of staff	5	4	3	2	1	9
3.	Adequacy of staffing in the department	5	4	3	2	1	9
4.	Timeliness and efficiency	5	4	3	2	1	9
5.	Providing clear expectations of the process	5	4	3	2	1	9
6.	Amount of information required in applications	5	4	3	2	1	9
7.	Permit application process	5	4	3	2	1	9

15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions? Would you say that Snowmass Village is...

____ (3) Better ____ (2) Same ____ (1) Worse ____ (9) Don't Know/No Opinion

16. OPTIONAL: Do you have any comments about the services provided by the Community Development Department that you would like to share?

Public Works

17. Please rate how satisfied you are with the following aspects of Public Works services in the Town of Snowmass Village using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall street maintenance	5	4	3	2	1	9
2.	Snow removal	5	4	3	2	1	9
3.	Solid waste and recycling services	5	4	3	2	1	9
4.	Availability of information on solid waste and recycling services	5	4	3	2	1	9
5.	Adequacy of information on how to properly dispose of solid waste	5	4	3	2	1	9
6.	Cleanliness/upkeep of public facilities	5	4	3	2	1	9
7.	Level of service provided for the rates/fees paid	5	4	3	2	1	9

18. The Town is exploring composting options for residents. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services and bins?

____(1) Yes ____ (2) No

19. OPTIONAL: Do you have any comments about the services provided by the Public Works Department that you would like to share?

Police Department

20. Please rate how satisfied you are with the following aspects of Police services in the Town of Snowmass Village using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Animal services	5	4	3	2	1	9
2.	Friendliness and approachability	5	4	3	2	1	9
3.	Trustworthiness	5	4	3	2	1	9
4.	Department's efforts to prevent crime	5	4	3	2	1	9
5.	Enforcement of local traffic laws	5	4	3	2	1	9
6.	How quickly personnel respond to emergencies	5	4	3	2	1	9
7.	Overall quality of police services	5	4	3	2	1	9

21. Based on your experience, please indicate if you feel the current levels of Police presence is "too low", "too high", or "just right".

		Too High	Just Right	Too Low	Don't Know
1.	Traffic patrol	3	2	1	9
2.	Residential patrol	3	2	1	9
3.	Retail/business patrol	3	2	1	9
4.	Presence at special events	3	2	1	9
5.	Liquor-serving establishments	3	2	1	9

22. OPTIONAL: Do you have any comments about the services provided by the Police Department that you would like to share?

Transportation

23. Would you utilize any of the following programs and/or transportation alternatives to driving your own vehicle if they were offered in Snowmass Village (check all that apply)?

- ___(1) Car share program (Car To Go)
- ___(2) Bike share program (We-Cycle)
- ___(3) Ride share programs (Carpools)
- ___(4) Ride hailing apps (Uber, Downtowner)
- ___(5) Dedicated bike lanes
- ___(6) None of the above

23a. Do you ride the Village Shuttle?

- ___(1) Yes – answer #23b.
- ___(2) No – answer #24

23b. How satisfied are you with the following aspects of Village Shuttle services in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Timely/punctual service	5	4	3	2	1	9
2. Shuttle driver courtesy/helpfulness	5	4	3	2	1	9
3. Ease of access/location of stops and routes	5	4	3	2	1	9
4. Schedules in handouts/at bus stops	5	4	3	2	1	9
5. Information on website (snowmasstransit.com)	5	4	3	2	1	9
7. Service hours and frequency	5	4	3	2	1	9
8. Sense of safety	5	4	3	2	1	9
9. Comfort and cleanliness of shuttles	5	4	3	2	1	9

24. How satisfied are you with the following aspects of Parking and Parking Management in the Town of Snowmass Village? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of parking in the winter	5	4	3	2	1	9
2. Availability of parking in the summer	5	4	3	2	1	9
3. Parking permit fees	5	4	3	2	1	9
4. Availability of parking information	5	4	3	2	1	9

25. OPTIONAL: Do you have any comments about the services provided by the Transportation and Parking Department that you would like to share?

Tourism

26. How satisfied are you with the following functions of the Tourism Department, and the overall value the community receives for their services? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Appeal of special events offered	5	4	3	2	1	9
2.	Promotion of Snowmass Village through Marketing, advertising, public relations, etc.	5	4	3	2	1	9
3.	Group sales and lodge bookings generated for Snowmass properties	5	4	3	2	1	9
4.	Guest services at Town Park Station and Ice Age Discovery Center	5	4	3	2	1	9

26a. Based on your experience, please indicate if you feel the current amount of special events hosted in Snowmass Village is "too much", "not enough", or "just right."

		Too Much	Just Right	Not Enough	Don't Know
1.	Number of special events offered	3	2	1	9

27. What is the best way for you to receive information about Tourism events and activities? (Check all that apply.)

- (1) Tourism website (gosnowmass.com)
- (2) Guest service centers (Town Park or Ice Age Discovery Center)
- (3) Newspapers
- (4) Radio
- (5) E-blasts (emails)
- (6) Posters/fliers
- (7) Mailers
- (8) Social Media
- (9) Other: _____

28. OPTIONAL: Do you have any comments about or suggestions for the services provided by the Tourism Department?

Parks, Recreation, and Trails

29. Based on your experience(s) on our local trails, how satisfied are you with our trail system and rule enforcement? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Trail etiquette exhibited by other trail users	5	4	3	2	1	9
2.	Overall enforcement of seasonal trail closures	5	4	3	2	1	9
3.	Overall enforcement of leash laws	5	4	3	2	1	9
4.	Overall enforcement of trail rules (e.g. no dogs, equestrian only, etc.)	5	4	3	2	1	9
5.	Overall enforcement of nordic trail rules	5	4	3	2	1	9
6.	Condition of paved surface trails and paths	5	4	3	2	1	9
7.	Connectivity and effectiveness of trail network	5	4	3	2	1	9

30. OPTIONAL: Do you have any comments about or suggestions for the services provided by the Parks, Recreation & Trails Department that you would like to share?

Communication

31. Do you feel well informed on current issues facing the town? Please select a number from 1 to 10 where 10 means "Extremely Informed" and 1 means "Not at all Informed".

Extremely Informed Not at all Informed
 10 9 8 7 6 5 4 3 2 1

32. How do you currently access government news and information, including information about Town services? [Check all that apply.]

- (1) Town websites
- (2) Town e-newsletters/alerts
- (3) Newspaper Articles
- (4) Newspaper Advertisements
- (5) Social media (Facebook/Twitter)
- (6) Friends/family/word of mouth
- (7) Forums or meetings
- (8) Grassroots/CGTV
- (9) Other: _____

33. How satisfied are you with the following aspects of the Town's Communication efforts? Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall level/amount of communication	5	4	3	2	1	9
2.	Overall timeliness of communication	5	4	3	2	1	9
3.	Overall ability to communicate with Town leaders	5	4	3	2	1	9
4.	Overall level of opportunity to share my comments/concerns on Town issues	5	4	3	2	1	9

34. Do you feel your voice is adequately heard by the Town?

- ___(1) Yes
- ___(2) No
- ___(9) Don't Know/No Opinion

34b. IF NO – Please tell us why you do not feel your voice is heard, and/or how we could improve.

Demographics

To help us ensure that our survey is representative of the community, please answer the following demographic questions.

35. Are you a registered voter in Snowmass Village?

- ___(1) Yes
- ___(2) No

36. How long have you lived within, or owned property within the Town of Snowmass Village? (Residents only)

- ___(1) Less than 1 year
- ___(2) 1-5 years
- ___(3) 6-15 years
- ___(4) More than 15 years

DO NOT LIVE IN SNOWMASS VILLAGE ONLY (from question #1) – What is your zip code?

37. What is your age?

_____ years

38. What is your approximate combined household annual income?

- ___(01) <\$50k
- ___(03) \$50 – 75k
- ___(02) \$75 – 100k
- ___(04) \$100 – 125k
- ___(05) \$125 – 150k
- ___(06) \$150 – 200k
- ___(07) >\$200k

Raffle Drawing

As a way to say thank you for your time, the Town of Snowmass Village will be raffling off the following prizes:

(2) Two one-day VIP Passes to JAS Labor Day Festival

(1) One one-year membership to the Snowmass Village Recreation Center

(2) Two \$100 gift cards to local businesses

To enter the raffle, please enter your email below. Winners will be announced the week of August 7th.

Email: _____

____(1) Yes, sign me up for the Town's monthly newsletter

____(2) Yes, sign me up for Tourism's event updates and news

This concludes the survey – thank you for your time!

Your responses will remain completely confidential.