

# 2013 COMMUNITY SURVEY RESULTS

**November 18, 2013**

Report prepared by:

*Kelly Vaughn, TOSV Director of  
Communications*

Data prepared by:

*RRC and Associates*



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# OVERVIEW

## **The 2013 Community Survey was delivered to reach the following objectives:**

- Measure how the Town is performing—overall and within each department/division—as a service organization
- Measure levels of community awareness on services or programs offered by the Town
- Identify future needs for services, programs, or infrastructure
- Determine community sentiment on key issues and initiatives such as Trails Master Planning, and explore other issues that rise to the top
- Prioritize common desires and needs where resources are scarce, specifically with the Entryway Plan, and Holy Cross Community Enhancement Fund
- Determine what potential projects capture the imagination of our community, or could solicit additional support
- Capture contact information and interest for future communications/follow up

# OVERVIEW

**Staff has worked closely with Town staff and RRC to develop an objective survey that:**

- Captured adequate demographic information to perform meaningful analysis,
- Built off the 2007 survey so we can see how we've progressed as a service organization and how community sentiments have evolved over time,
- Determined community sentiment and priorities on key issues that require public input for long-term planning, and
- Integrated a strong informational/educational component so informed feedback can be provided by survey respondents.

# METHODOLOGY

- **Web-based survey using Survey Gizmo**
- **4,302 subscribers to the Town's email list received the survey by direct invitation through a unique link**
- **Cookie-protected link made available one-week later on the Town's website at [www.tosv.com/communitysurvey](http://www.tosv.com/communitysurvey)**
- **Paper copies provided by request only**

# RESPONSE RATE

- **979 overall responses. 681 surveys completed**
  - 638 completed through the direct email link
  - 168 completed by web link
  - 6 submitted paper surveys
  - 167 responses came from an unknown data source
- **30% dropped off prior to completion. This indicates that the survey was prohibitively long for a high percentage of users**

# DATA INTEGRITY

- **The survey was administered by the Town with the assistance of RRC and Associates**
- **Once the survey closed, data was transferred from Survey Gizmo, the online instrument used to conduct the survey, to RRC and Associates who went through a process to “clean the data.” This involved checking data integrity to search for signs of abuse of response anomalies**
- **Although there was a concern regarding the source of 167 responses, there was no indication that this data should be discounted due to signs of abuse**
  - For the sake of security, analysis was run including and excluding this data set. There was no measurable difference

# ANALYSIS

**RRC—an unbiased third party—provided analysis services to translate the data obtained from survey responses into usable information and trends. Their analysis included cross tabulation, which provides a basic picture of the interrelation between two variables, and helps find interactions between broad participation and understanding of the research and how it applies across the Town.**

# ANALYSIS

- **The response rate varies question-to-question, as not all were required**
- **The percentages provided in this report's charts and graphs provide a summary of the response set for that specific question**
  - A full data set which provides full data for each question, and a cross-tabulation of responses by their sense of community, and demographic is available here
- **Open comments are reported as trends. Full comment sets are available by selecting the link at the bottom of each page**

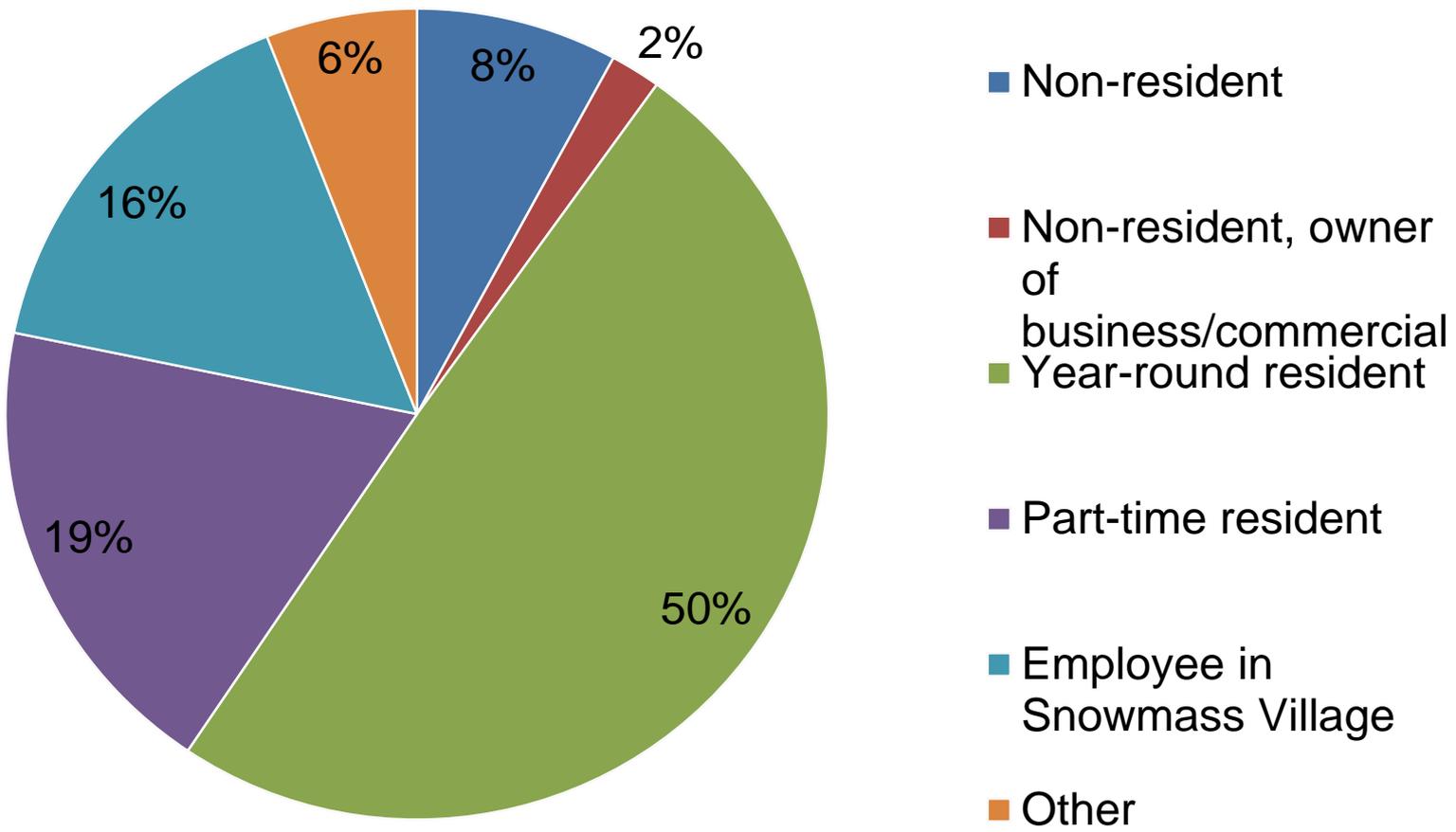
**[View a matrix of complete survey results](#)**

# **SECTION 1: RESPONDENT CHARACTERISTICS**

# **RESPONDENT TRENDS**

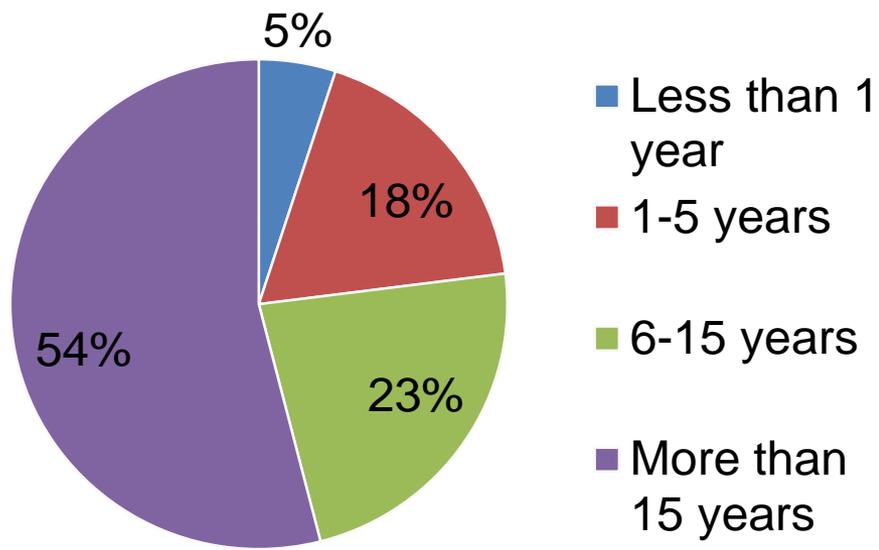
- **Most common respondents were full-time (50%) and part time residents (18%)**
- **21% own or operate a business in Snowmass Village**
- **Heavy representation from the Horse Ranch/Crossings and Melton Ranch/Sinclair neighborhoods**
- **The majority of respondents have lived in Snowmass more than 15 years (54%), or 6-15 years (23%)**
- **Relatively equal data sets from households with children, empty-nesters, couples without children, and singles**

# WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

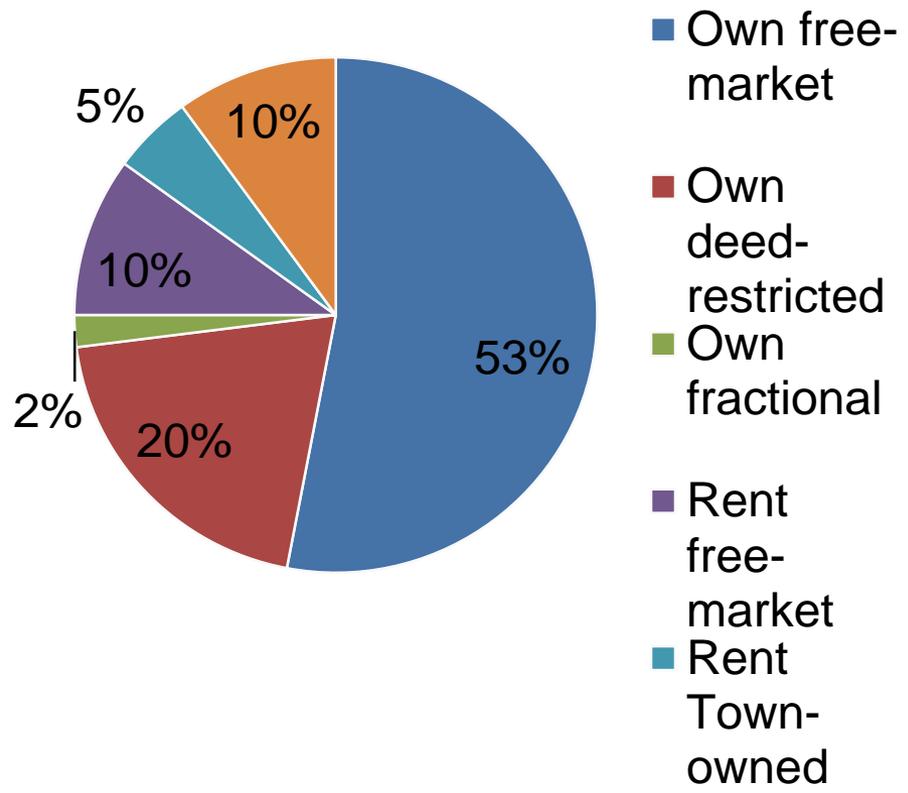


*Note: This question was required*

# HOW LONG HAVE YOU LIVED WITHIN OR OWNED PROPERTY IN SNOWMASS VILLAGE?

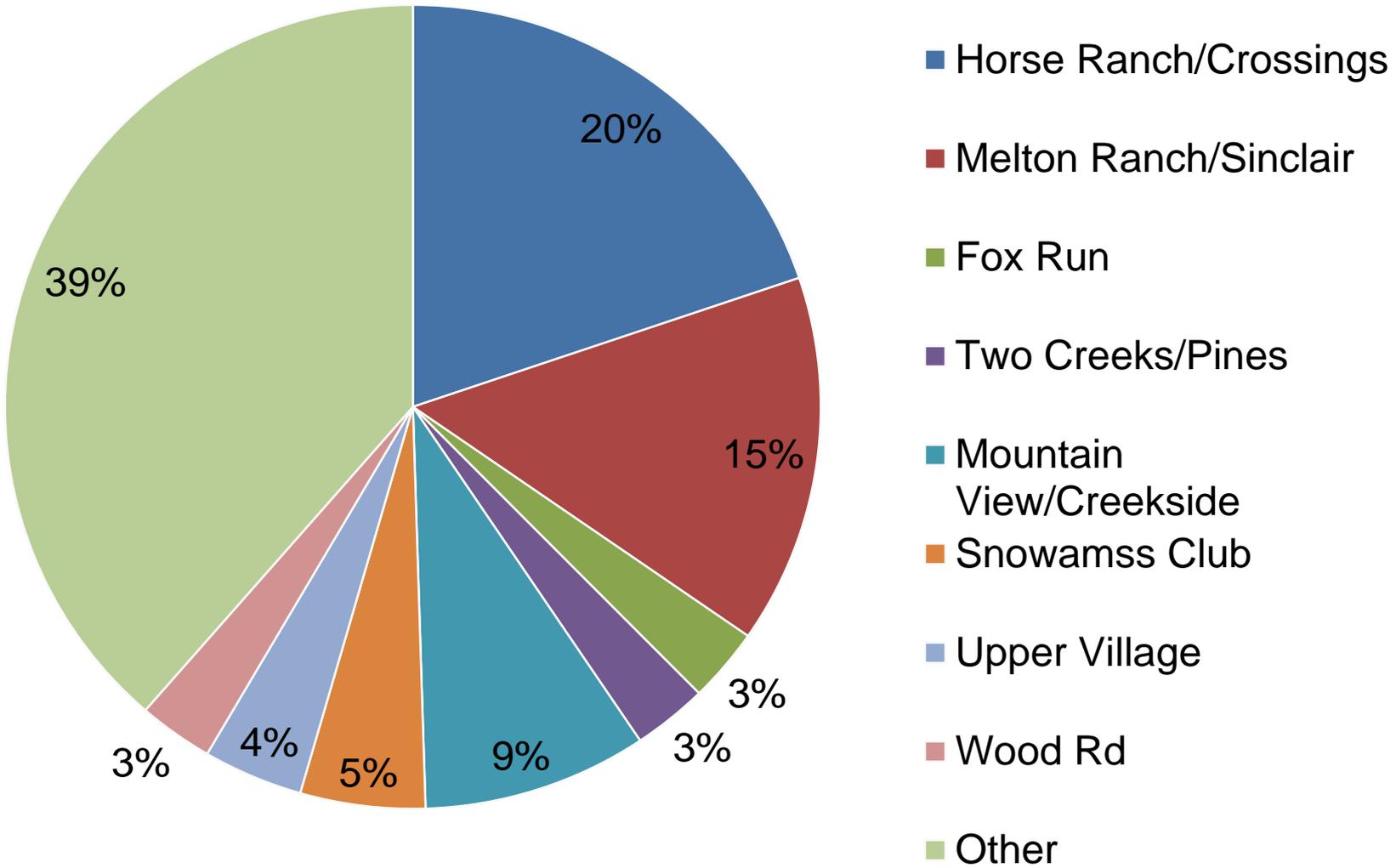


# DO YOU RENT OR OWN YOUR RESIDENCE?



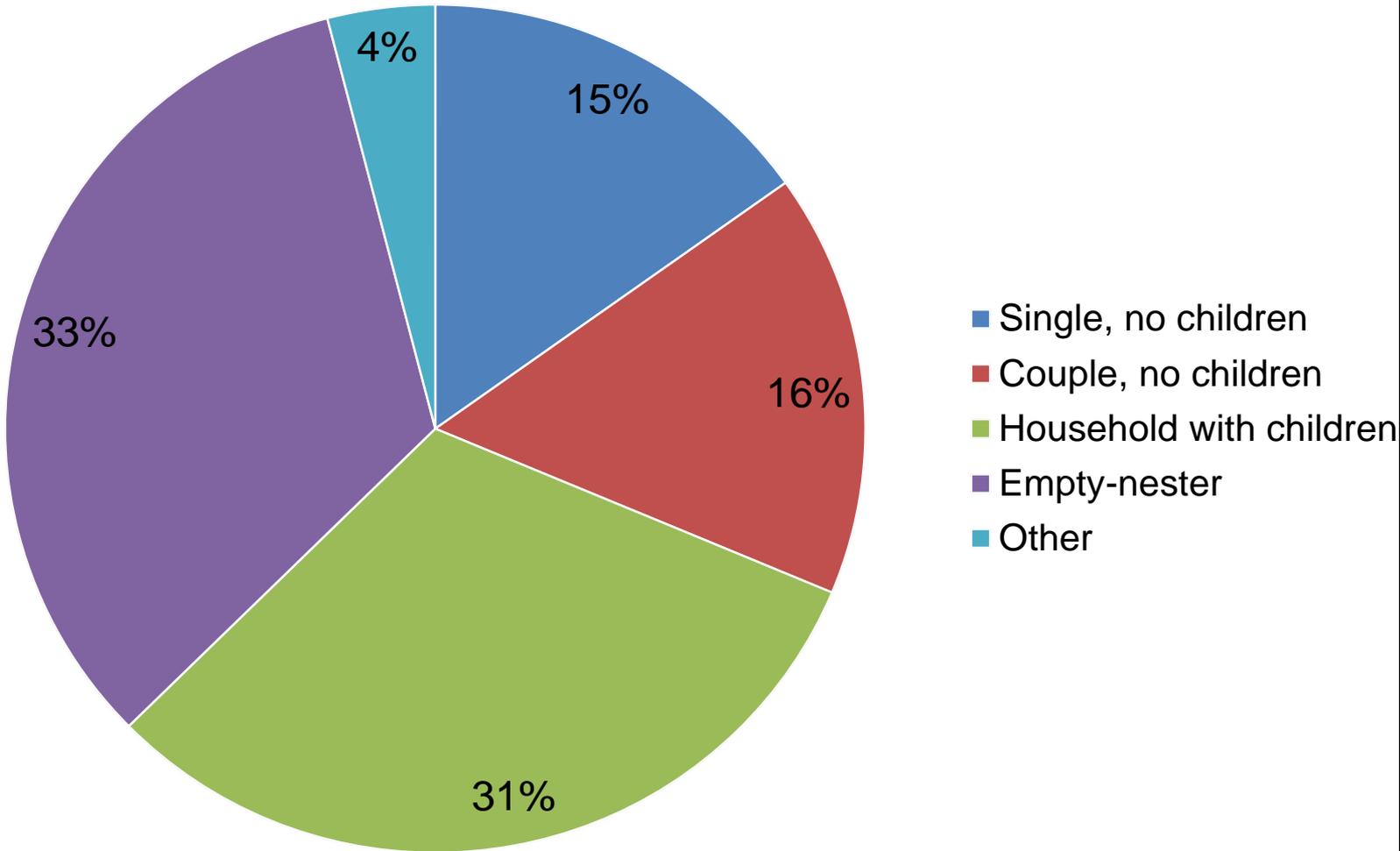
*Note: This question was asked only to respondents that indicated they were full-time or part-time residents.*

# WHERE IS YOUR RESIDENCE WITHIN SNOWMASS VILLAGE LOCATED?

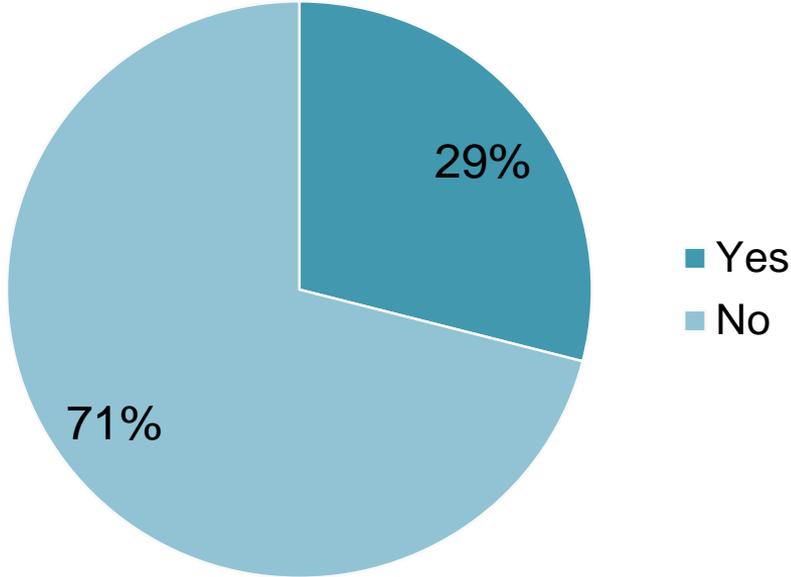


*Note: This question was asked only to respondents that indicated they were full-time or part-time residents.*

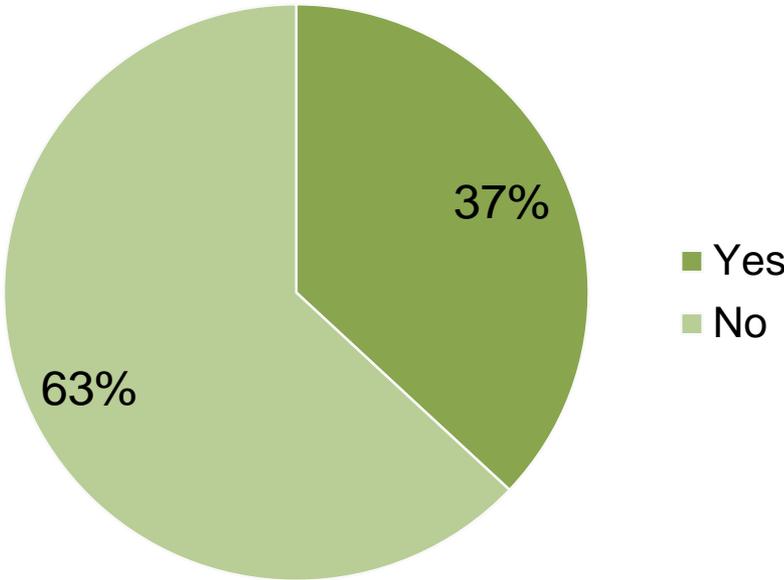
# WHICH OF THE FOLLOWING BEST DESCRIBES YOUR MARITAL STATUS?



# DO YOU HAVE GRAND-CHILDREN THAT VISIT YOU IN SNOWMASS VILLAGE?

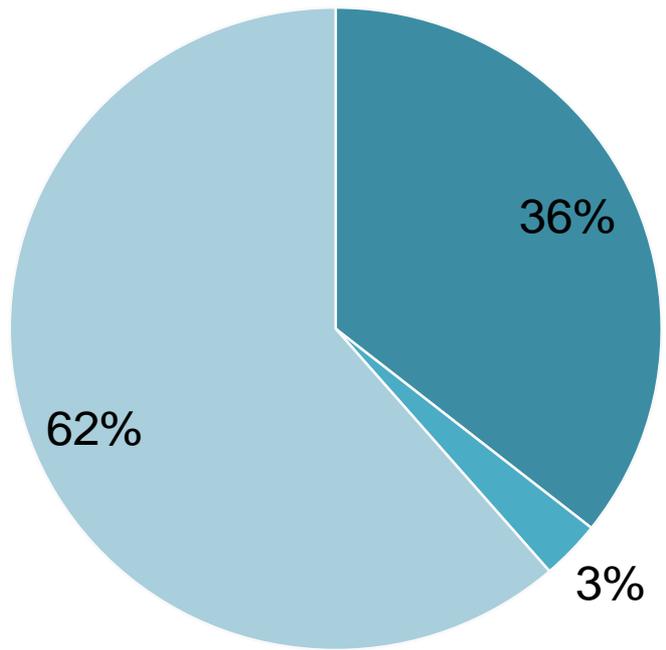


# DO YOU HAVE PARENTS OR GRANDPARENTS THAT VISIT YOU IN SNOWMASS VILLAGE?



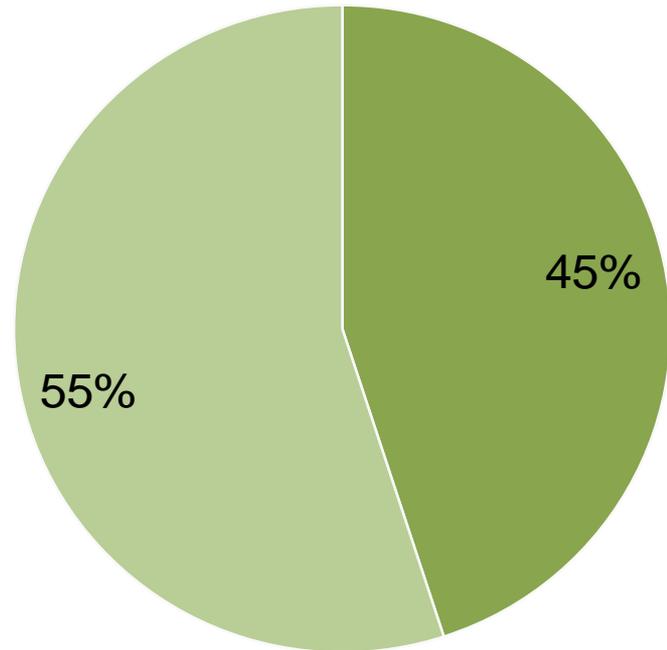
# WHICH BEST DESCRIBES THE TYPE OF TELEPHONE SERVICE YOU HAVE AT YOUR RESIDENCE

■ Cell only ■ Land line only ■ Both



# ARE YOU SATISFIED WITH THE LEVEL OF CELL PHONE SERVICE IN SNOWMASS VILLAGE?

■ Yes ■ No



[View all comments related to this question](#)

# **SECTION 2: SURVEY RESULTS AND DATA TRENDS**

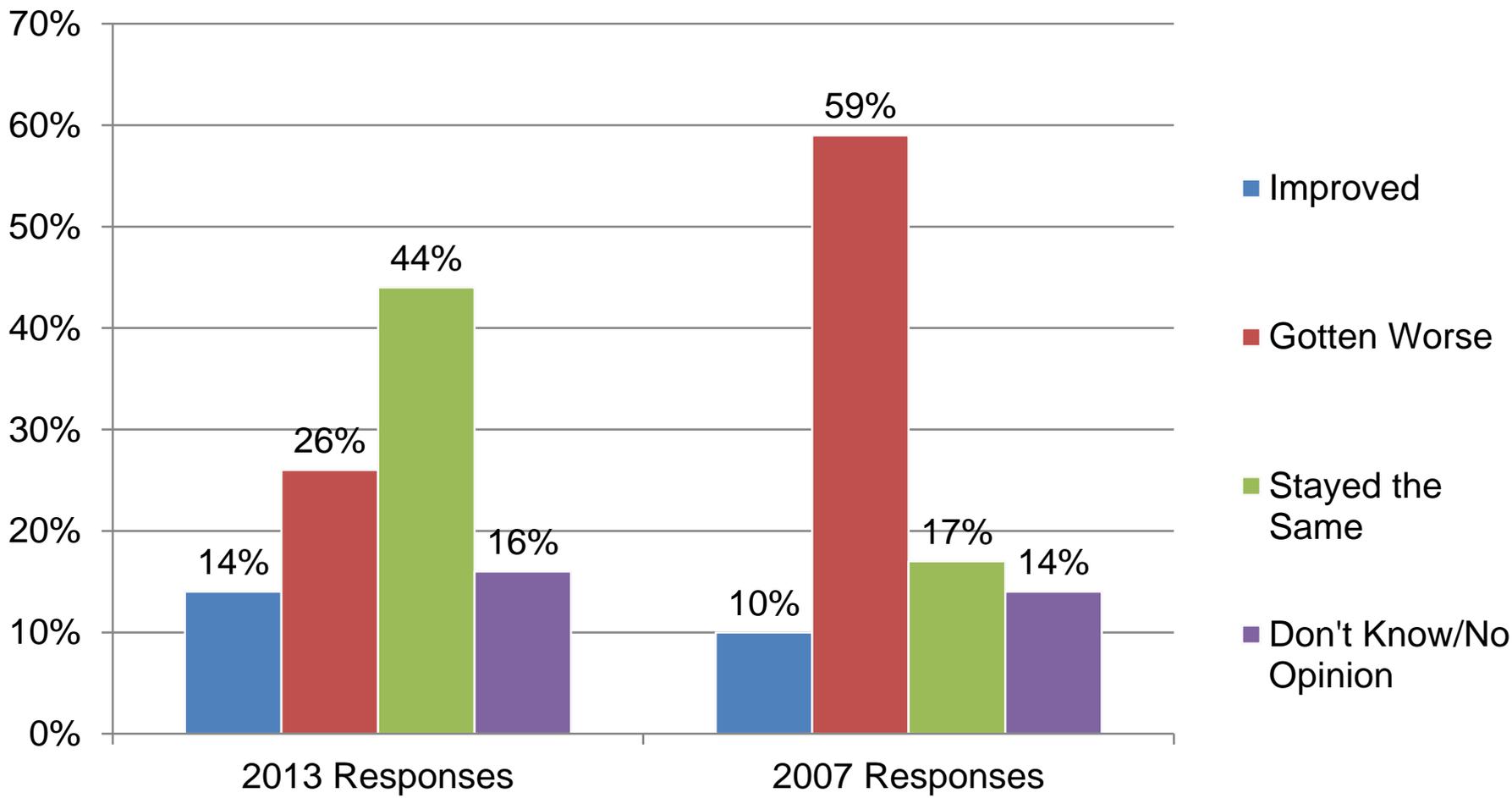
# **ANALYSIS HIGH POINTS AND SUMMARY**

- **Frequent responses were somewhat consistent through resident type.**
- **Largest variable in response type was the respondents feeling on the “sense of community.”**
  - There was a strong correlation with individuals who felt the community had improved, and individuals who participated in our employee housing program.
- **Similar to the 2007 survey, there was a strong desire from the community to complete Base Village with caution on the Town’s behalf.**
- **The importance of our trails system was a strong theme across several questions including ideas to promote tourism, areas of opportunity for the Town, and what individuals would like to keep in perpetuity.**

# **ANALYSIS HIGH POINTS AND SUMMARY**

- **The community places a high value on the natural environment, and shows strong support for various environmental initiatives.**
- **The biggest areas of deviation from the 2007 survey included averages satisfaction scores for Town Council and Community Development. Both service areas improved markedly.**
- **Town services across all departments received satisfactory ratings, however there is always room for improvement, most notably in the areas of communications, access to information, tourism, and solid waste & recycling.**
- **Overall, it was clear through the survey that respondents place a high value on a sense of community and a friendly and accessible population and Town government.**

# OVER THE PAST TWO YEARS, HAS THE SENSE OF COMMUNITY IMPROVED, GOTTEN WORSE, OR STAYED THE SAME?



[View all comments related to this question](#)

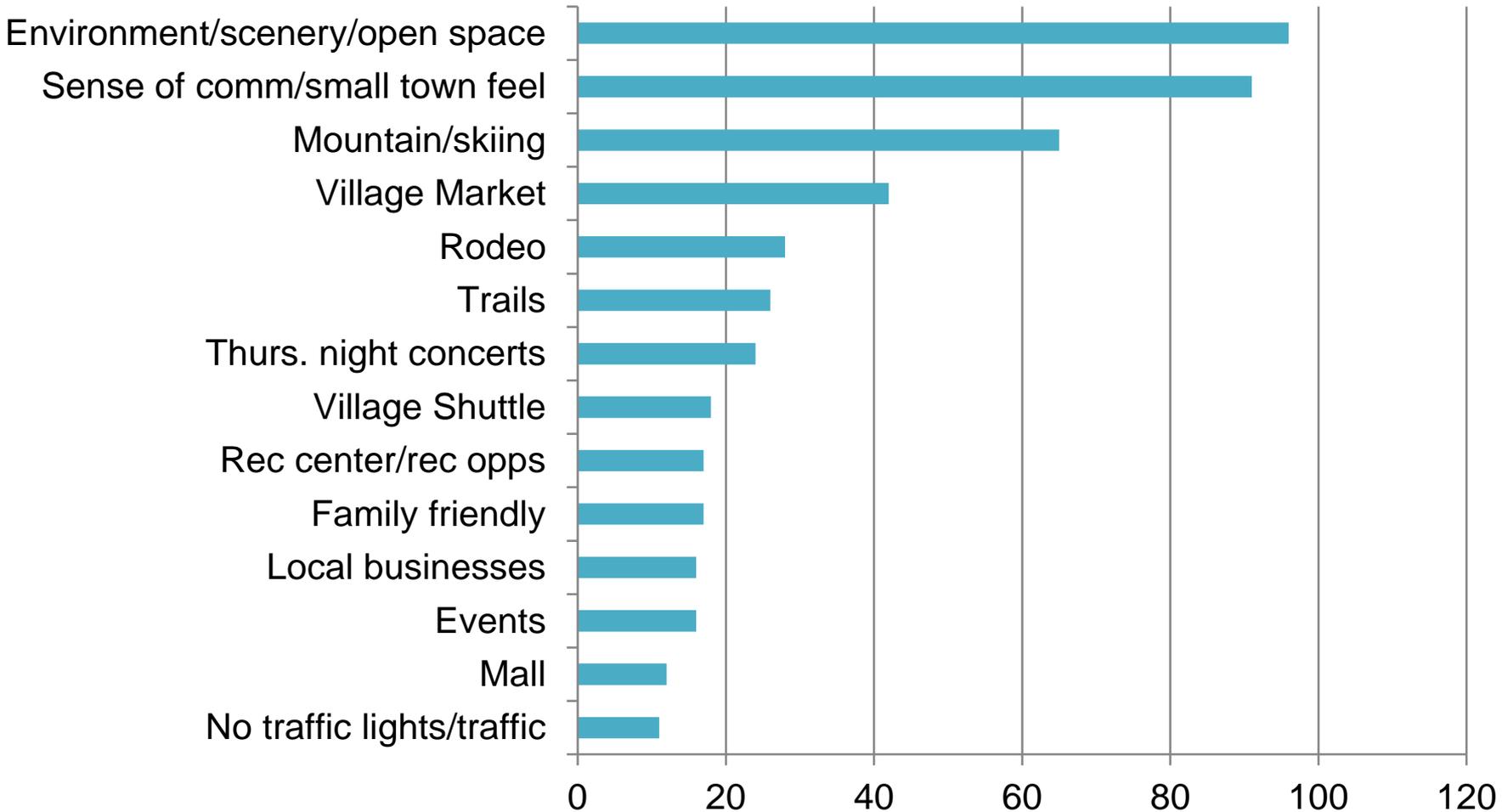
**IN A FEW WORDS, WHAT DO YOU BELIEVE ARE THE TWO BIGGEST AREAS OF OPPORTUNITY, IN ORDER OF PRIORITY FOR THE TOWN?  
(COMMENT TRENDS BY DEMOGRAPHIC)**

Resident Type	Overall Opportunity Area
Year-round resident	Base Village
	Skiing
	Summer
	Tourism
Part-time resident	Base Village
	Skiing
Employee	Base Village
	Summer
Non-Resident	Base Village
	Skiing
Other	Base Village
	Restaurants

[View all comments related to this question](#)

# IF YOU COULD KEEP ONE THING THE SAME IN SNOWMASS VILLAGE IN PERPETUITY, WHAT WOULD IT BE?

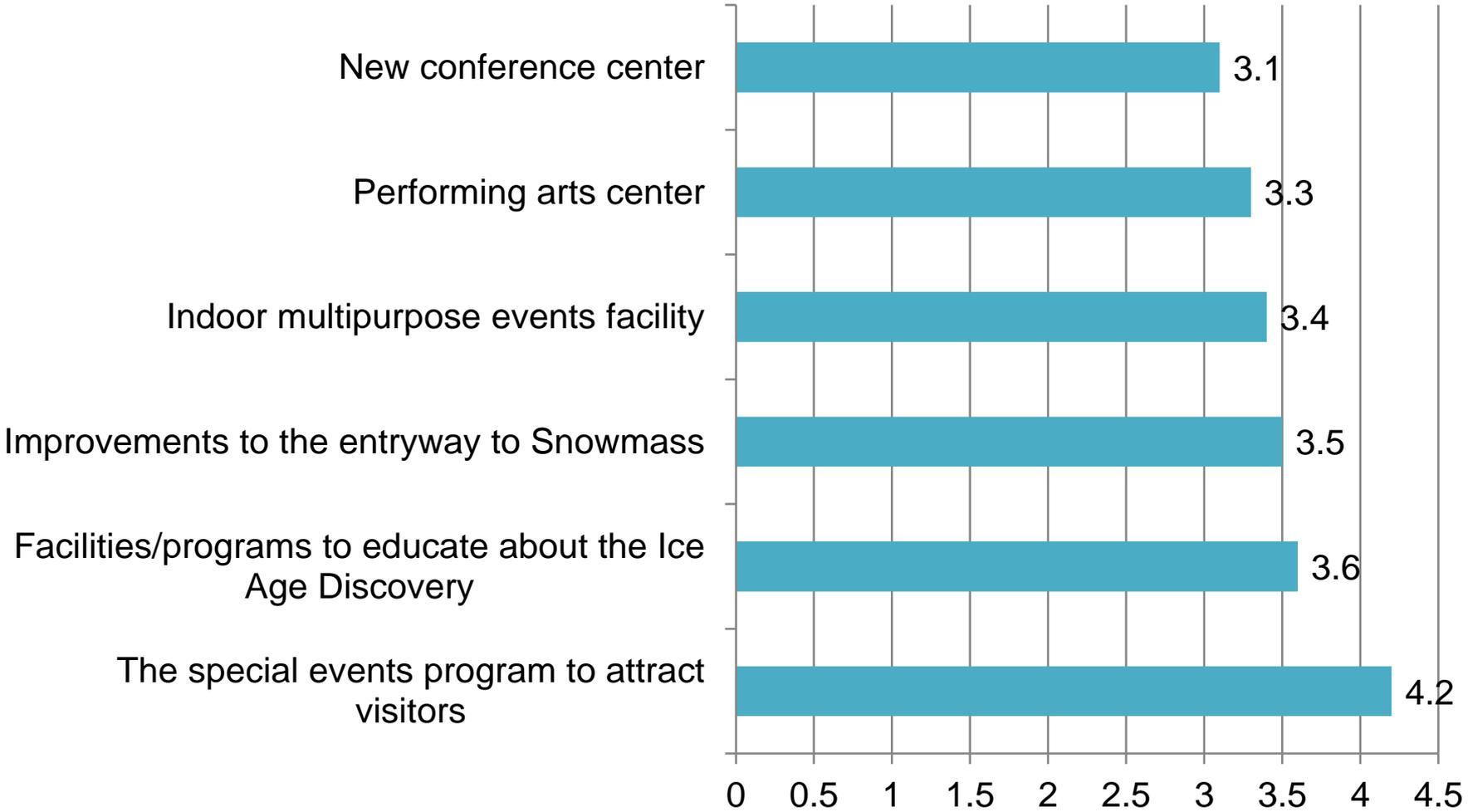
(COMMENT TRENDS)



[View all comments related to this question](#)

# HOW IMPORTANT ARE THE FOLLOWING TO YOU AND YOUR HOUSEHOLD?

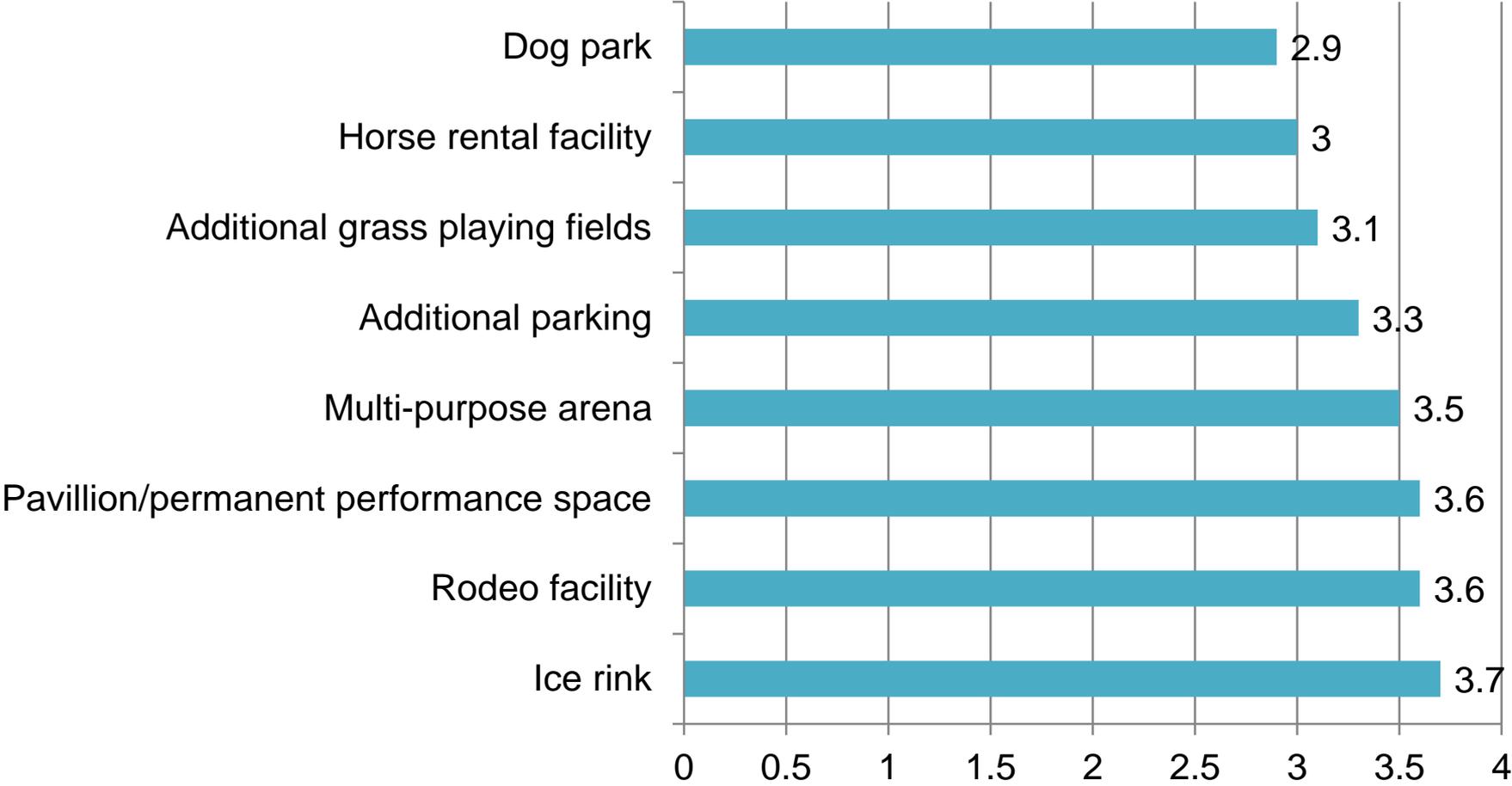
Average Rating (1=Not at all Important, 5=Very Important)



[View all comments related to this question](#)

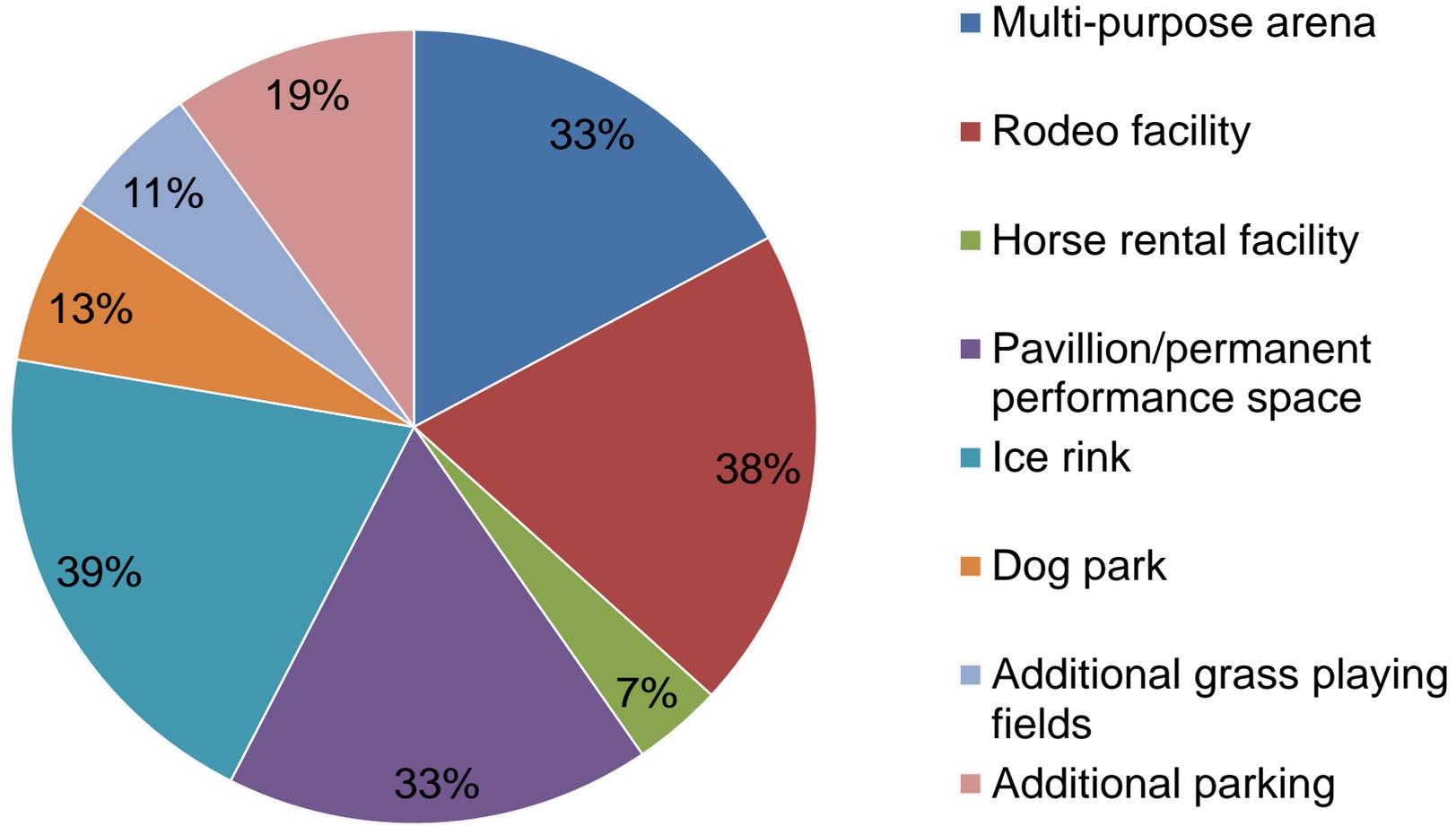
# HOW IMPORTANT ARE THE FOLLOWING RODEO ARENA AREA IMPROVEMENTS TO YOU AND YOUR HOUSEHOLD?

Average Rating (1=Not at all Important, 5=Very Important)



*Note: This question was required*

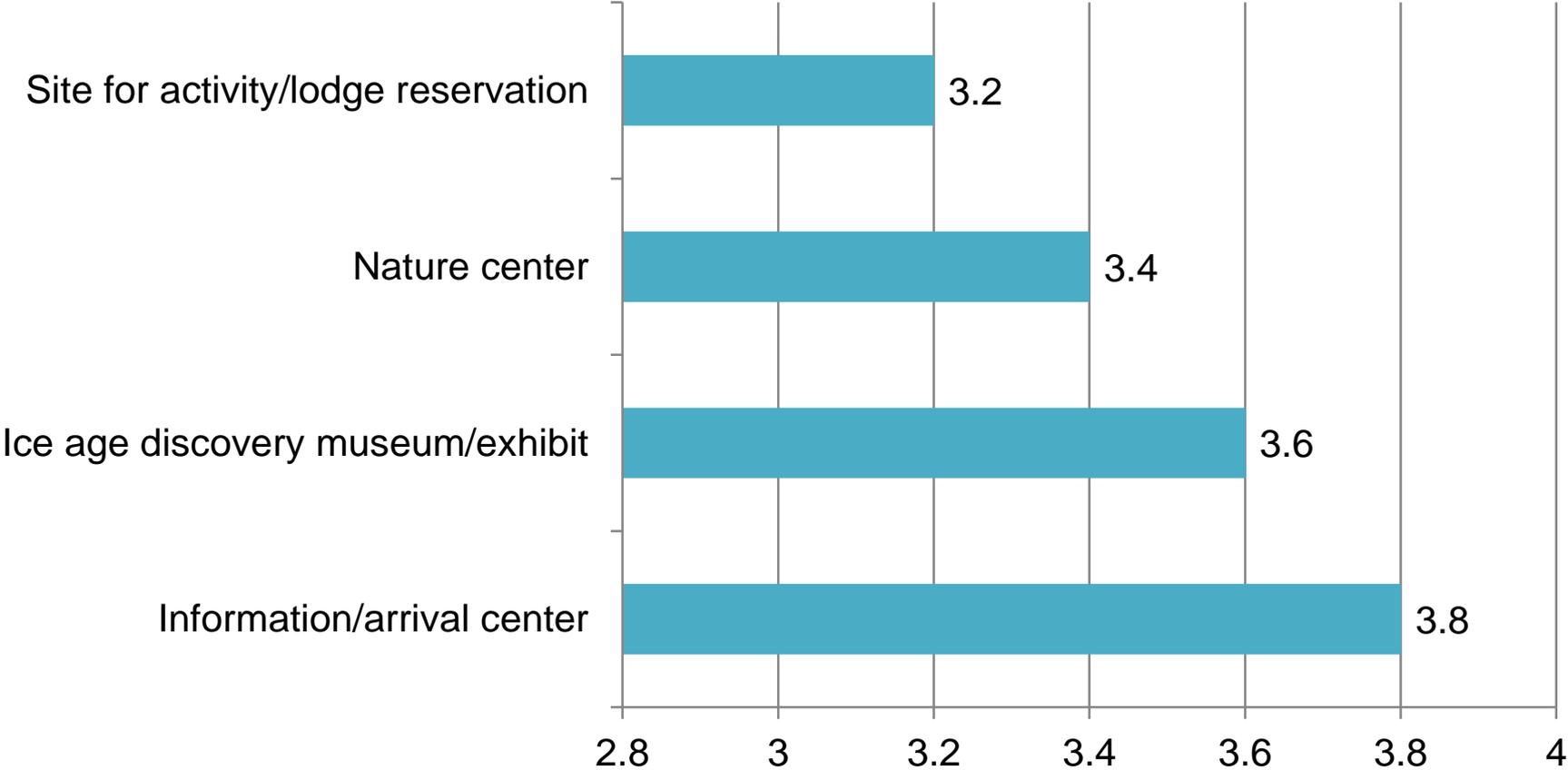
# PLEASE INDICATE WHAT TWO RODEO ARENA USES ARE MOST IMPORTANT TO THE COMMUNITY AS A WHOLE



*Note: This question was required*

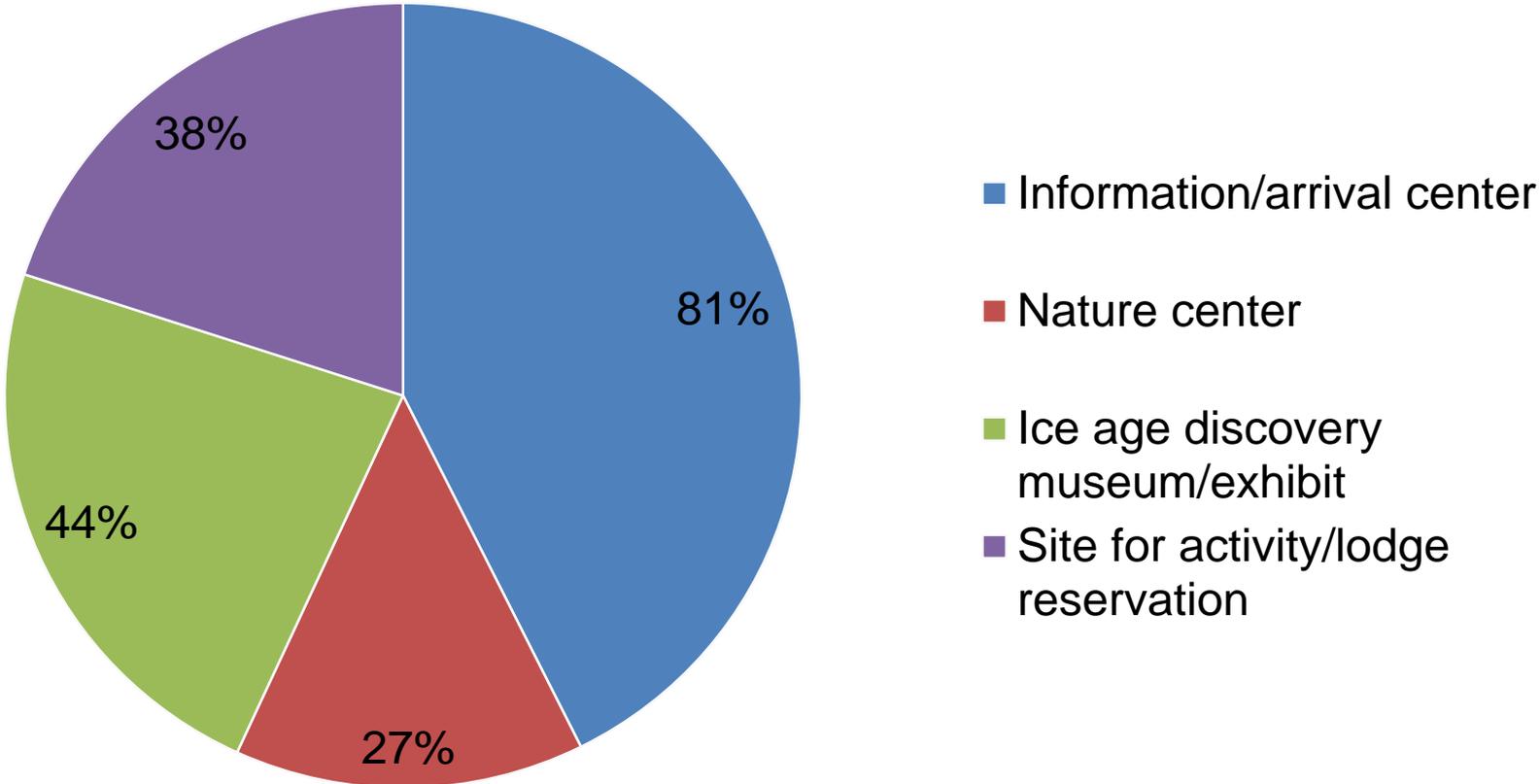
# HOW IMPORTANT ARE THE FOLLOWING VISITOR'S CENTER IMPROVEMENTS TO YOU AND YOUR HOUSEHOLD?

Average Rating (1=Not at all Important, 5=Very Important)



*Note: This question was required*

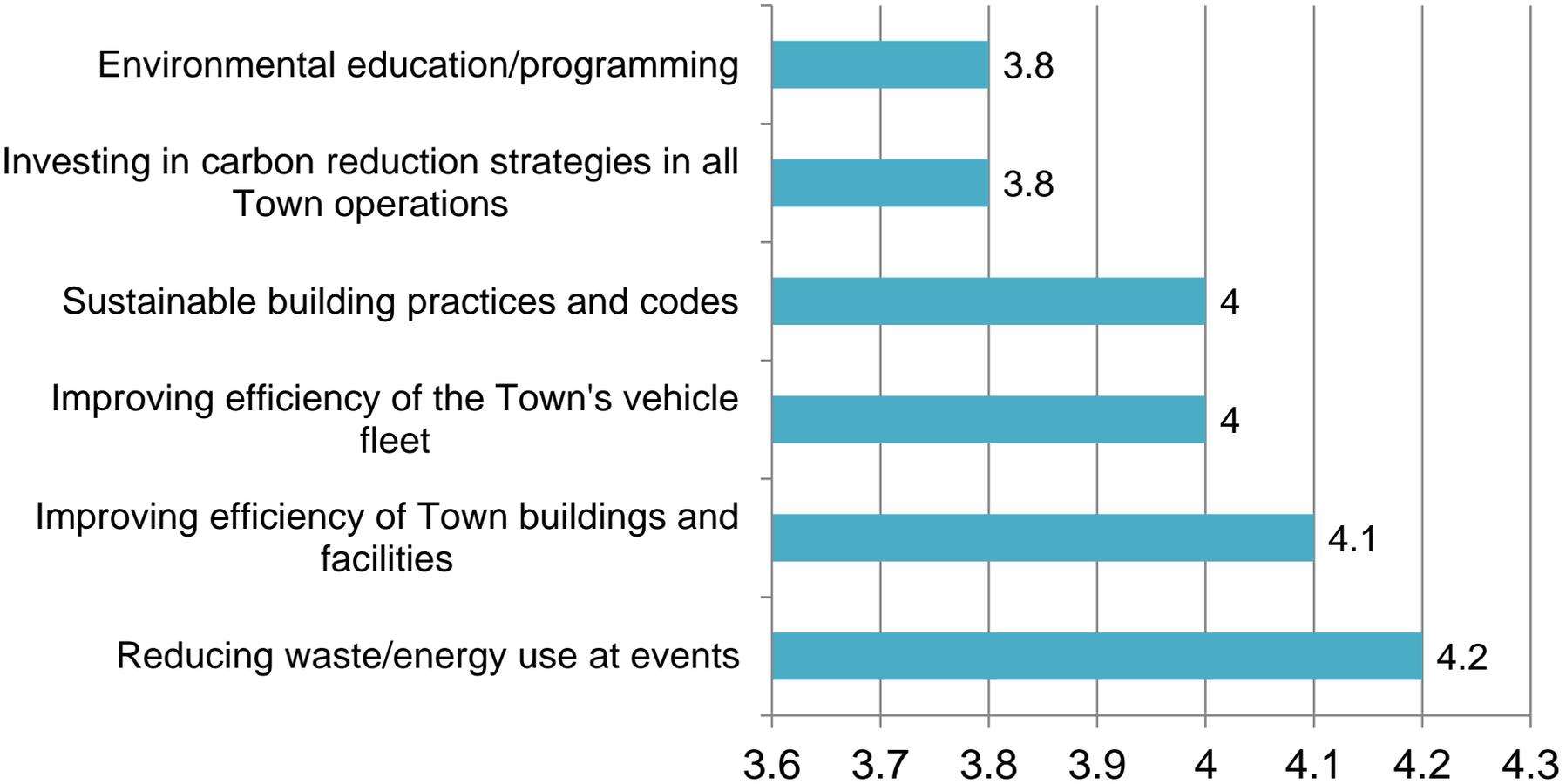
# PLEASE INDICATE WHAT TWO VISITOR'S CENTER SITE USES ARE MOST IMPORTANT TO THE COMMUNITY AS A WHOLE



*Note: This question was required*

# IMPORTANCE OF ENVIRONMENTAL GOALS TO YOU AND YOUR HOUSEHOLD

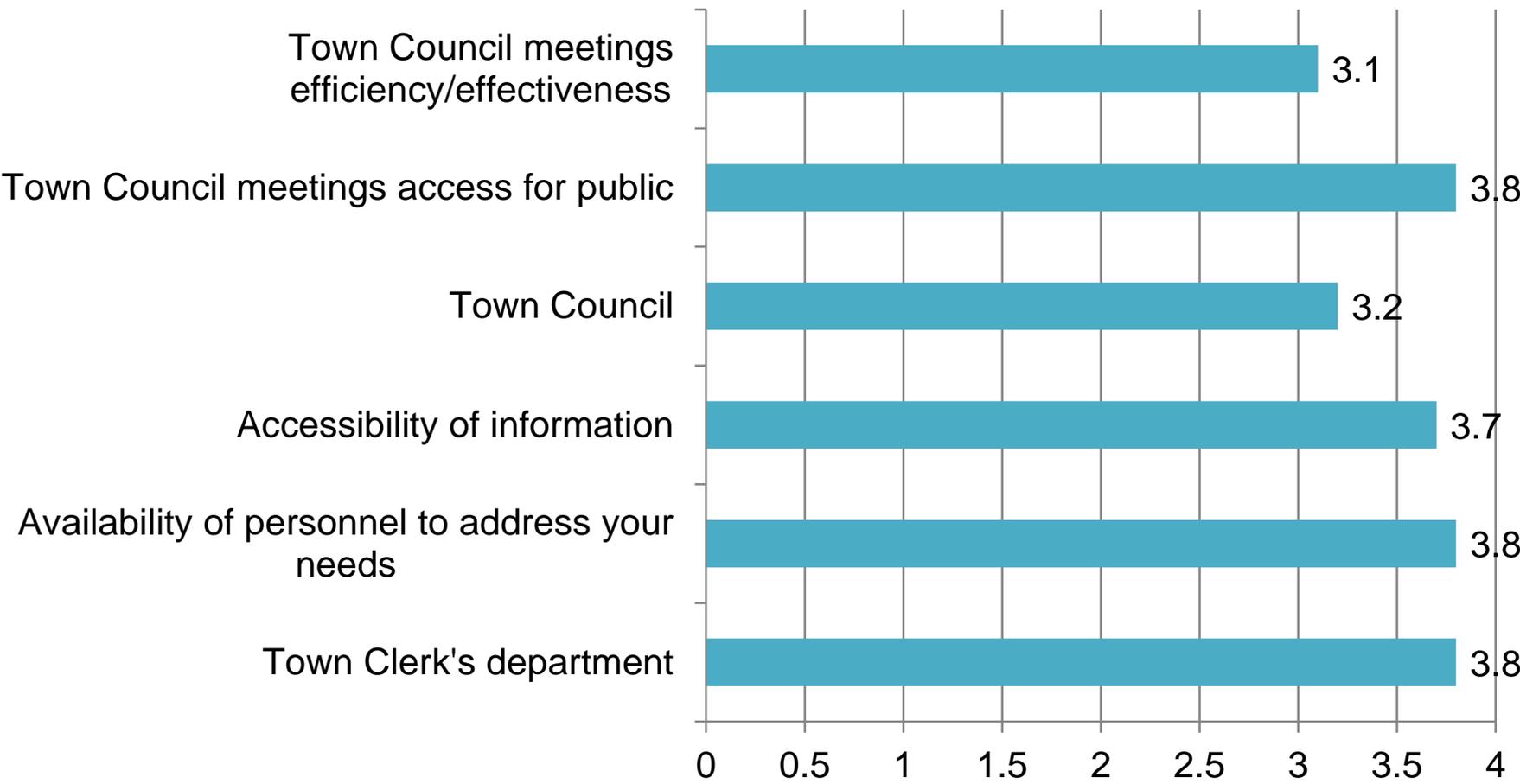
Average Rating (1=Not at all Important, 5=Very Important)



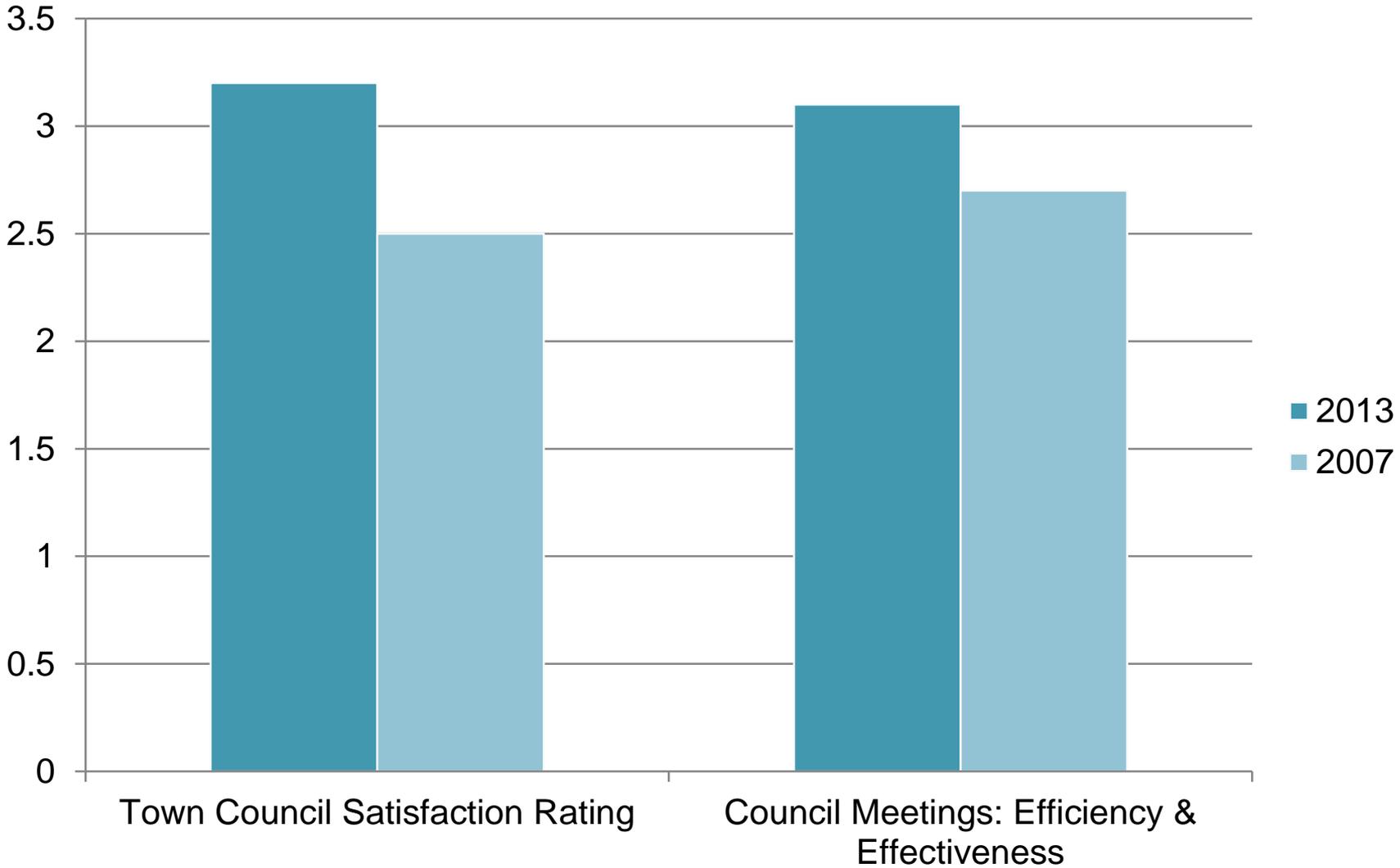
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# SATISFACTION WITH FUNCTIONS OF TOWN GOVERNMENT

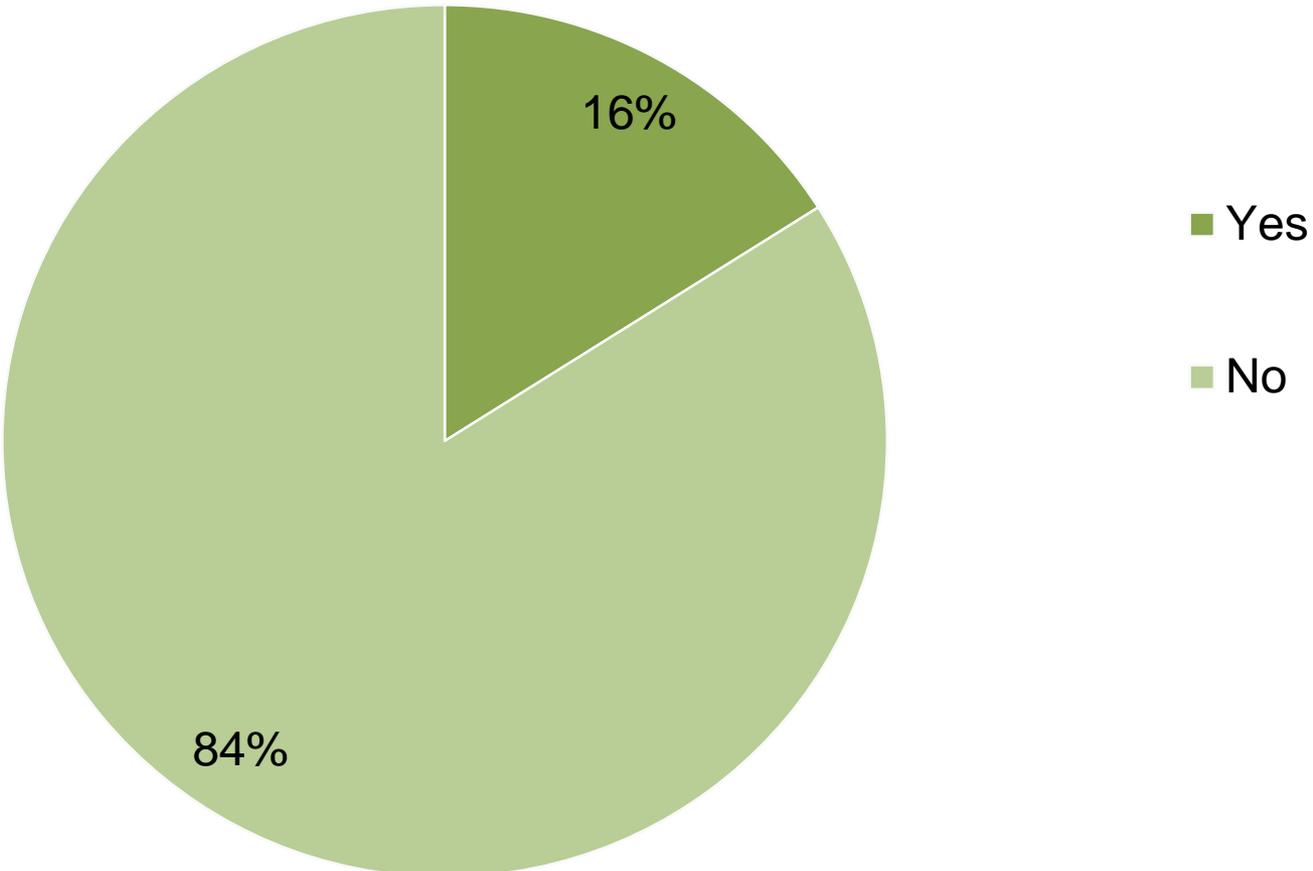
Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



# TOWN COUNCIL RATINGS 2013/2007 COMPARISON

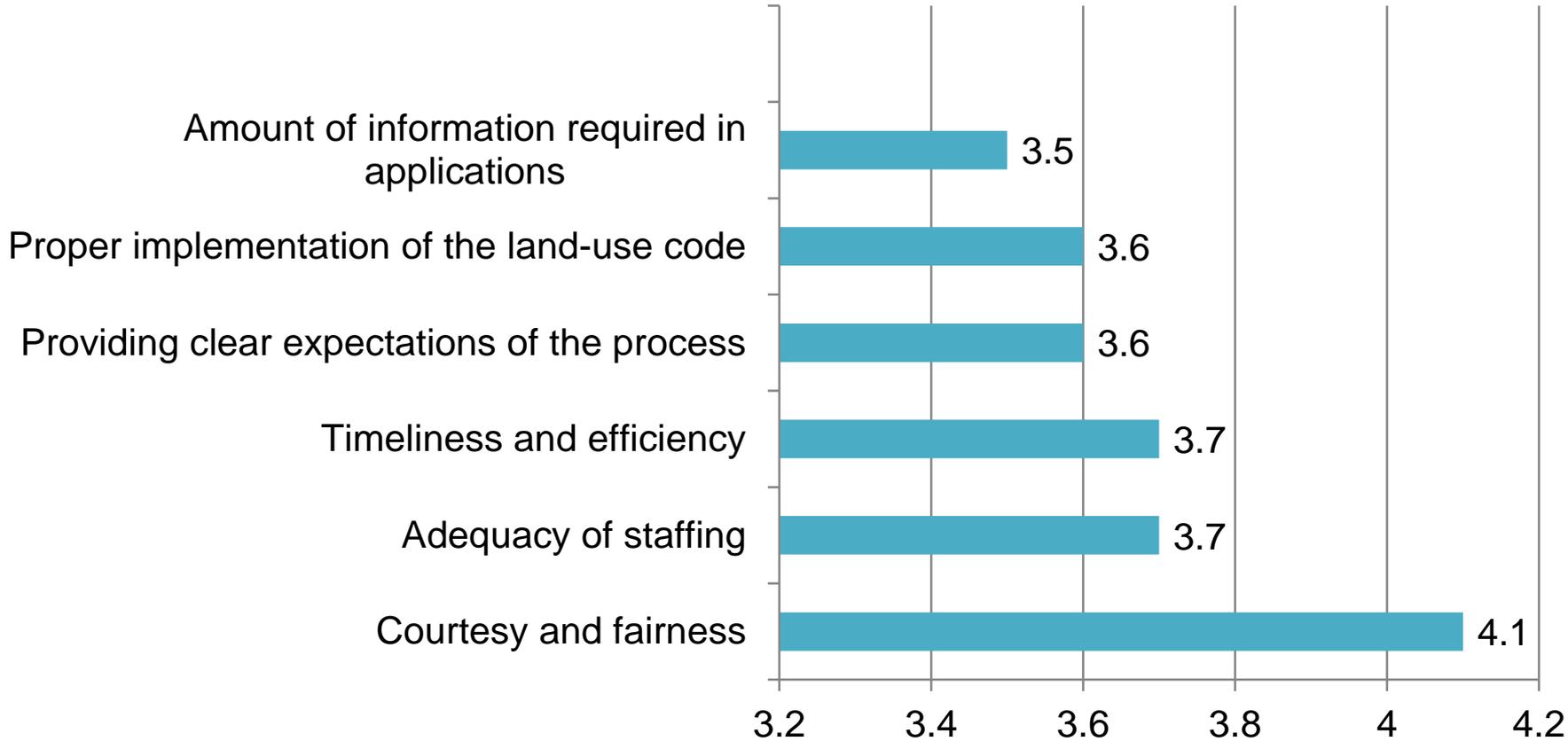


# HAVE YOU USED THE COMMUNITY DEVELOPMENT DEPARTMENT IN THE PAST 12 MONTHS?



# SATISFACTION WITH THE COMMUNITY DEVELOPMENT DEPARTMENT

Average Rating (1=Very Dissatisfied, 5=Very Satisfied)

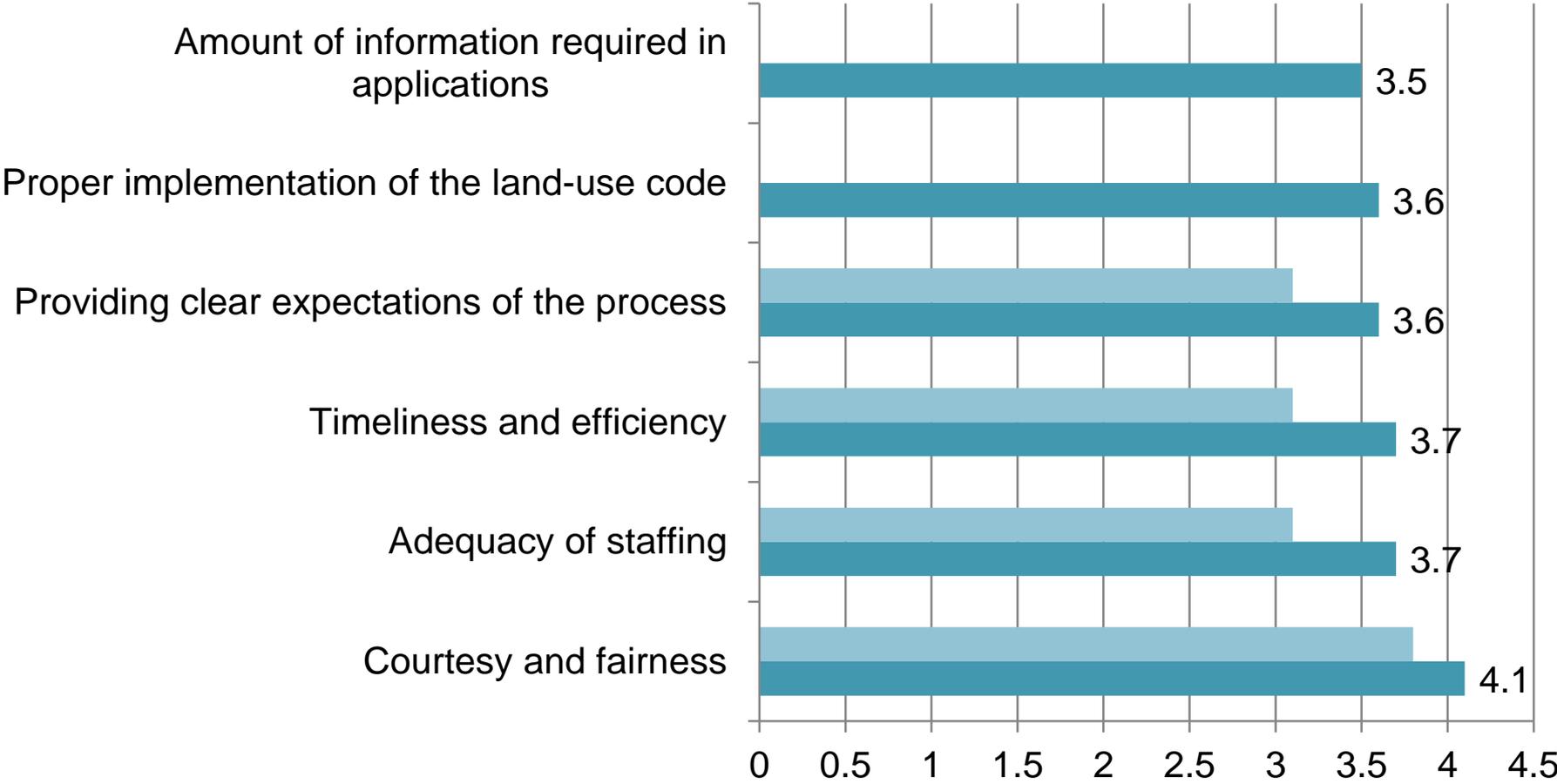


*Note: This question was asked only to respondents that they had used the Community Development Department in the last 12 months.*

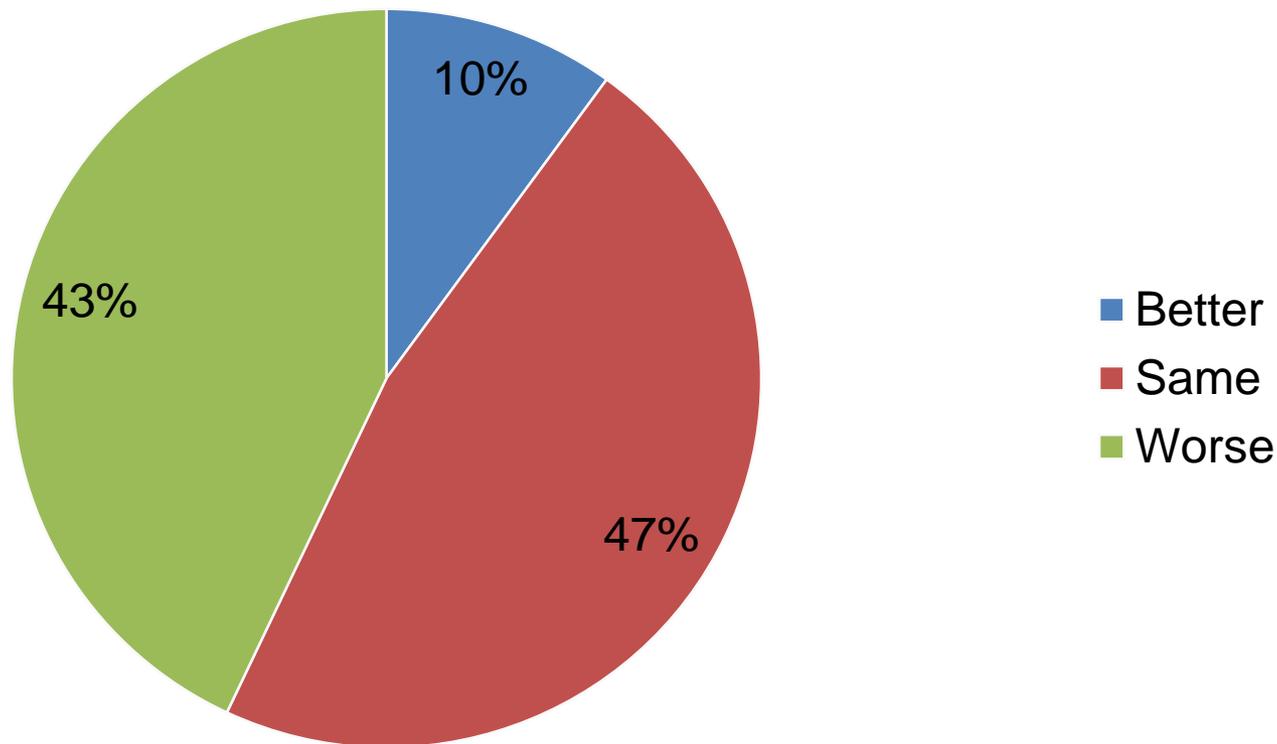
[View all comments related to this question](#)

# SATISFACTION WITH THE COMMUNITY DEVELOPMENT DEPARTMENT (RATING COMPARISON TO 2007)

Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



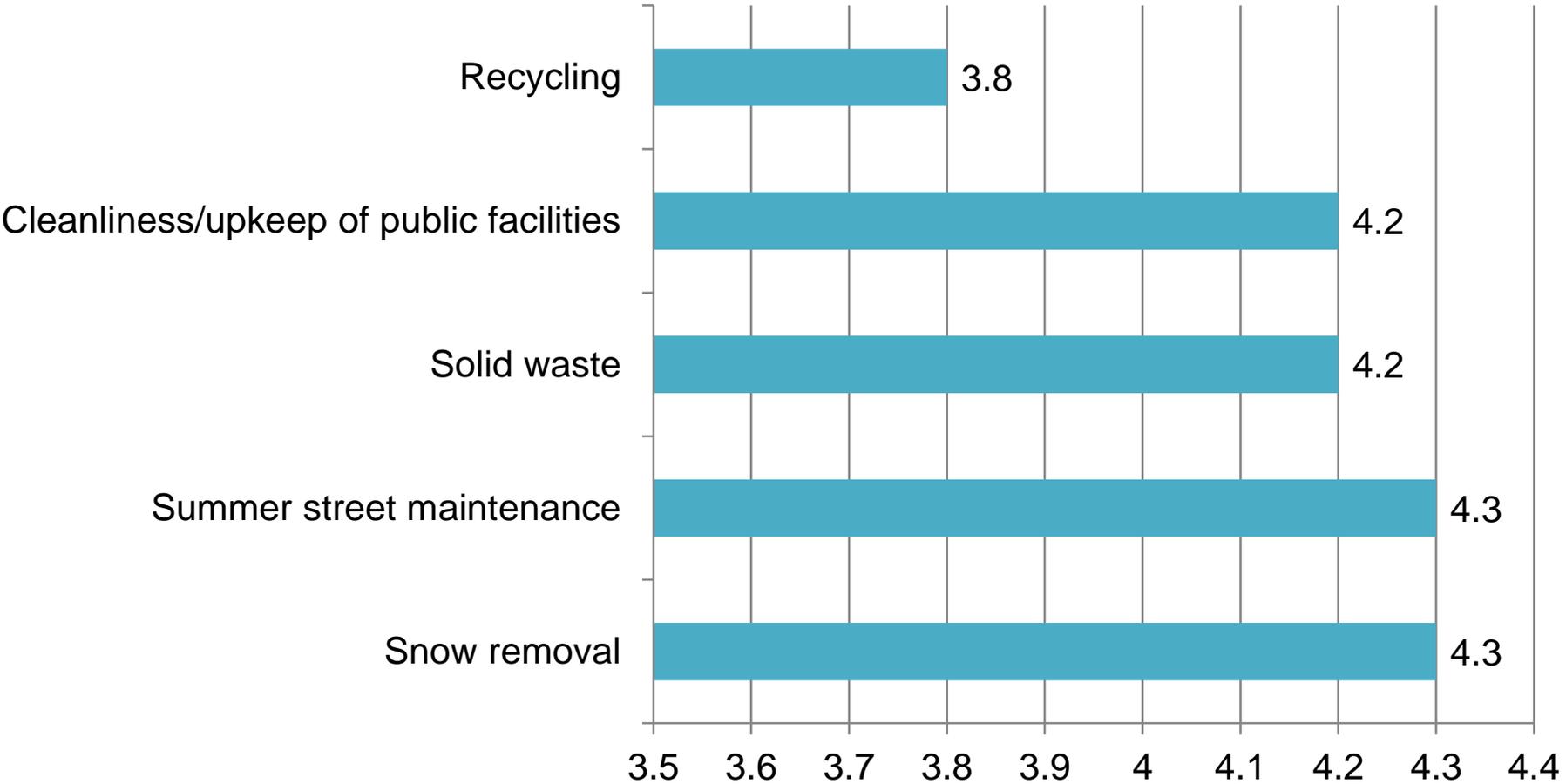
# HOW DOES THE PROCESS OF WORKING WITH THE DEPARTMENT IN SNOWMASS VILLAGE COMPARE TO OTHER JURISDICTIONS?



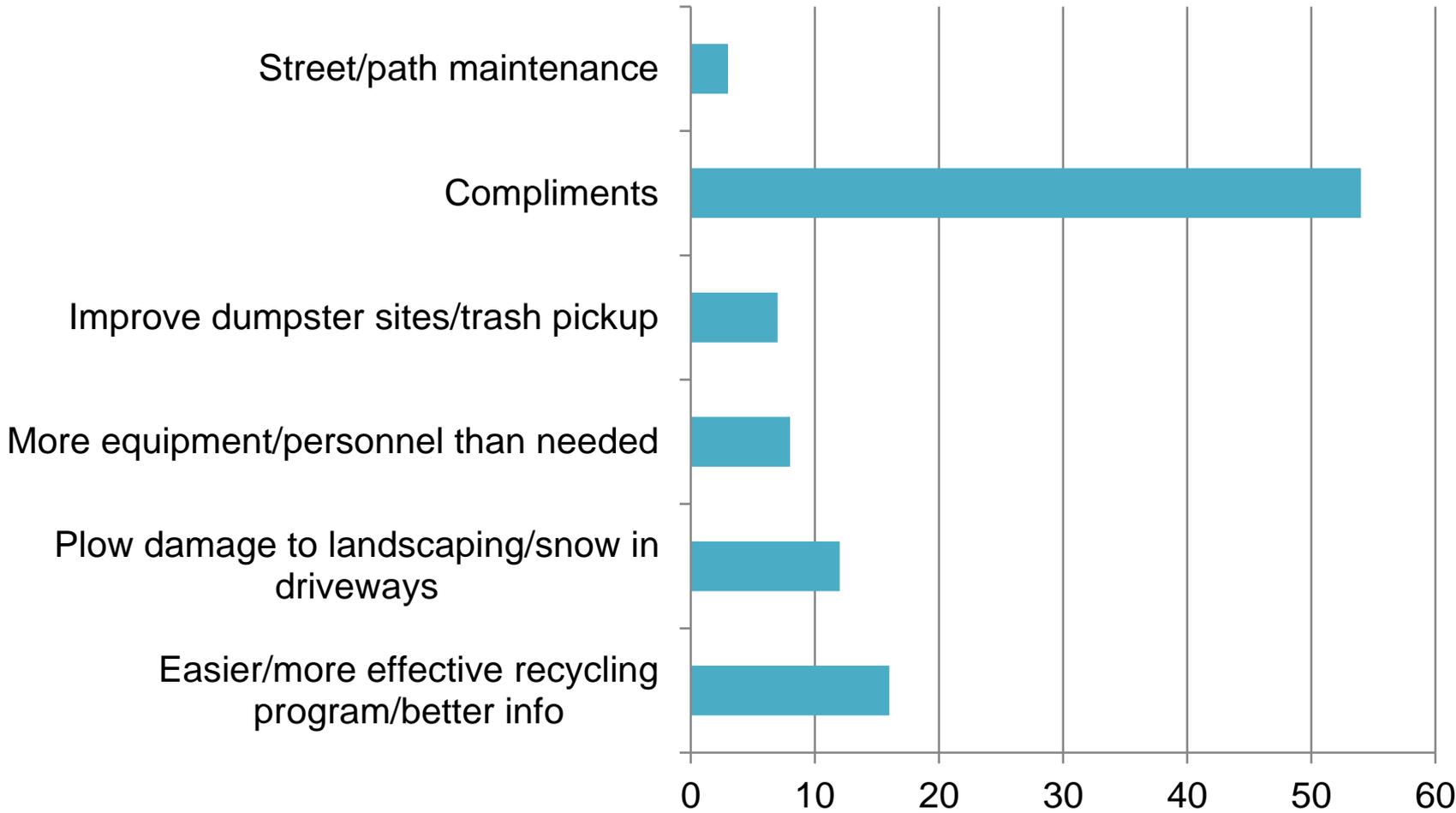
*Note: This question was asked only to respondents that they had used the Community Development Department in the last 12 months.*

# SATISFACTION WITH PUBLIC WORKS SERVICES

Average Rating (1=Very Dissatisfied, 5=Very Satisfied)

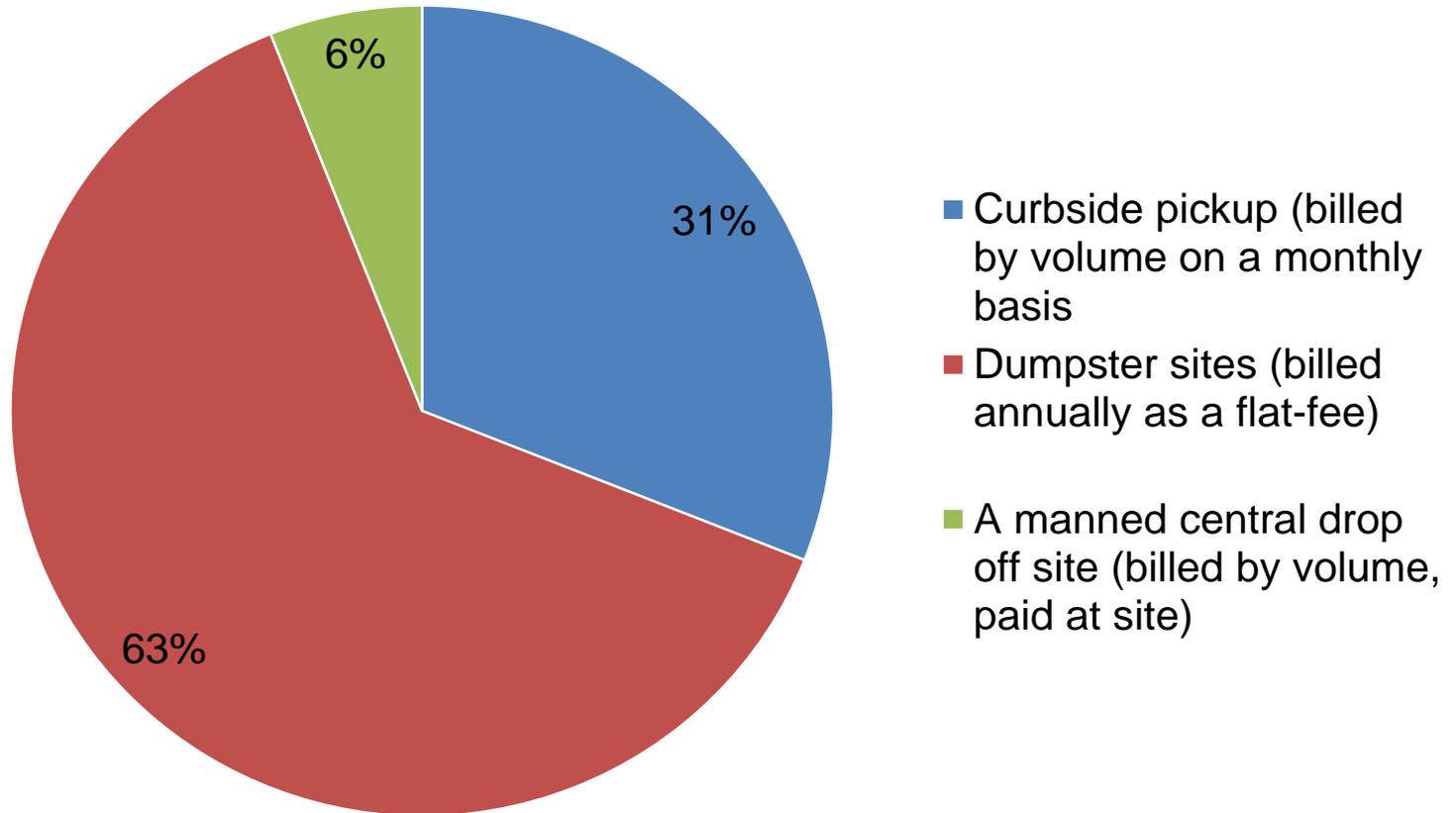


# DO YOU HAVE ANY SPECIFIC COMMENTS CONCERNING THE SERVICES PROVIDED BY PUBLIC WORKS? (COMMENT TRENDS)



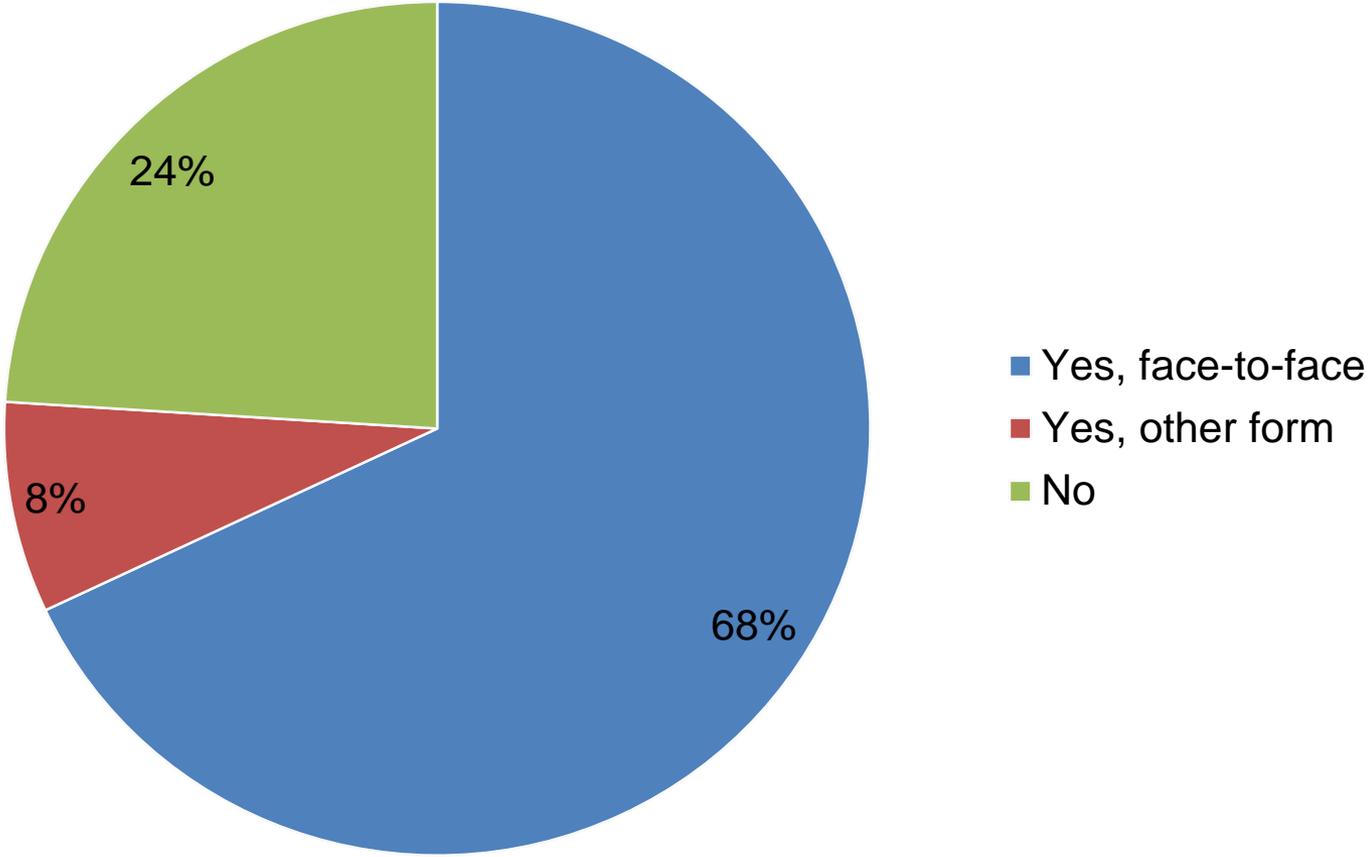
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# WHICH TYPE OF TRASH SERVICE WOULD YOU PREFER?



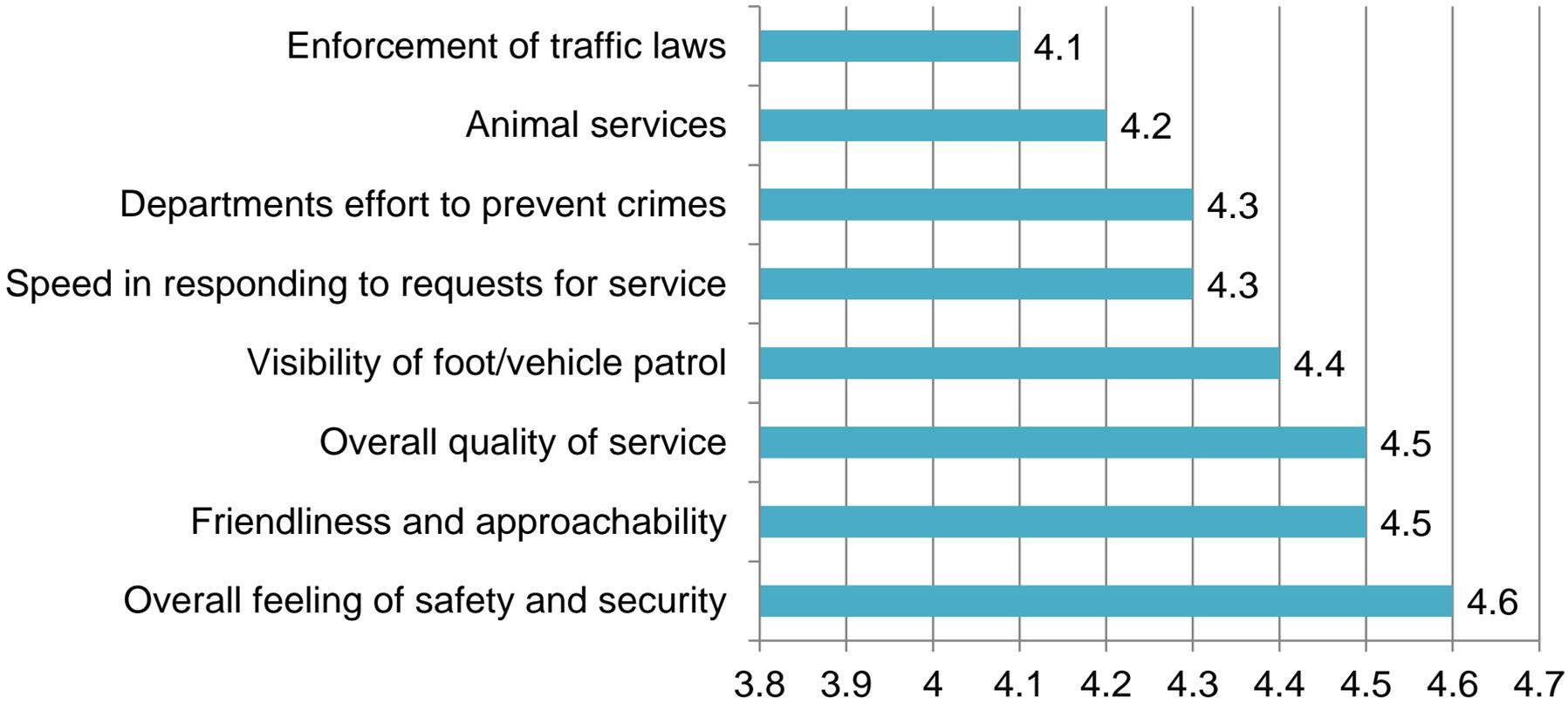
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# HAVE YOU HAD CONTACT WITH A MEMBER OF THE SNOWMASS VILLAGE POLICE DEPARTMENT?



# SATISFACTION WITH POLICE SERVICES

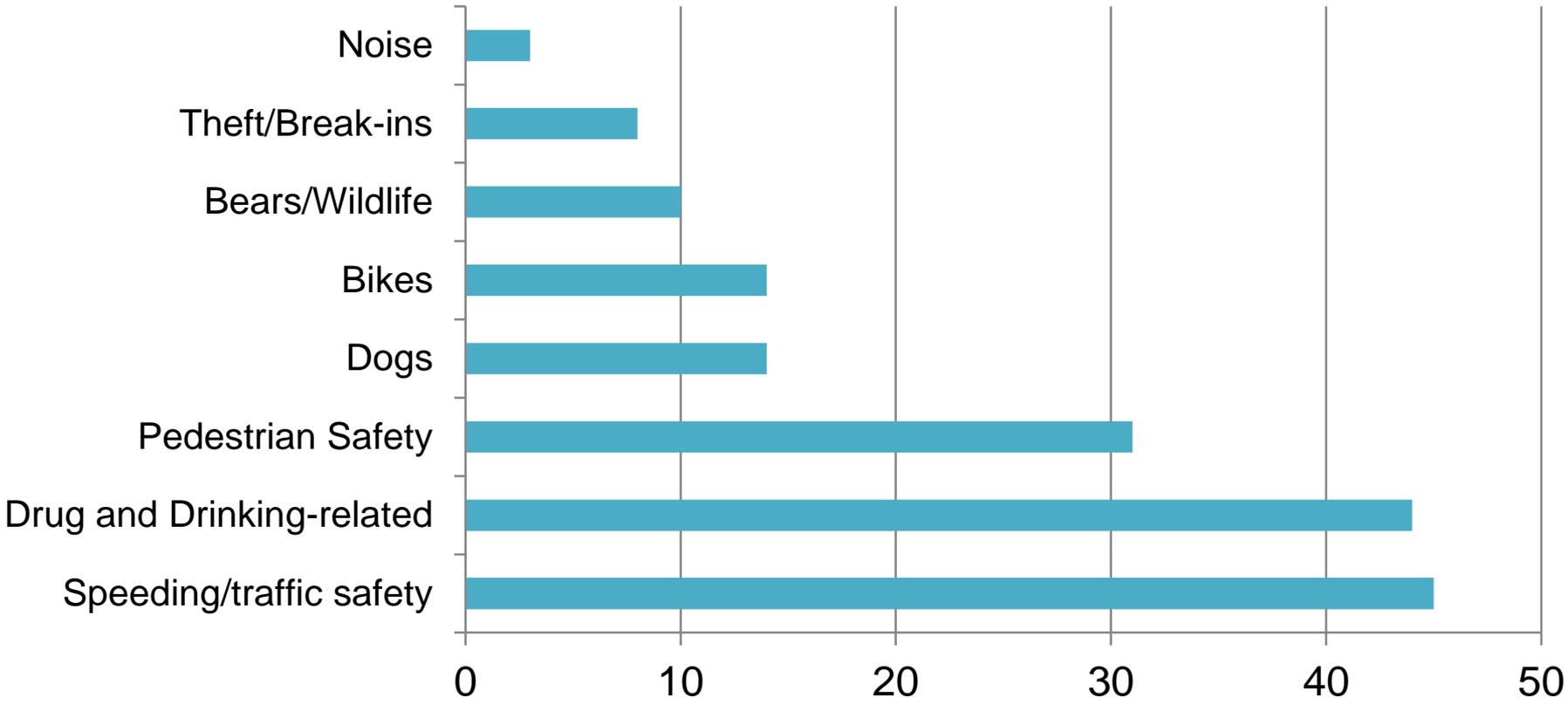
Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



*Note: This question was asked only to respondents that had some sort of interaction with the Snowmass Village Police Department.*

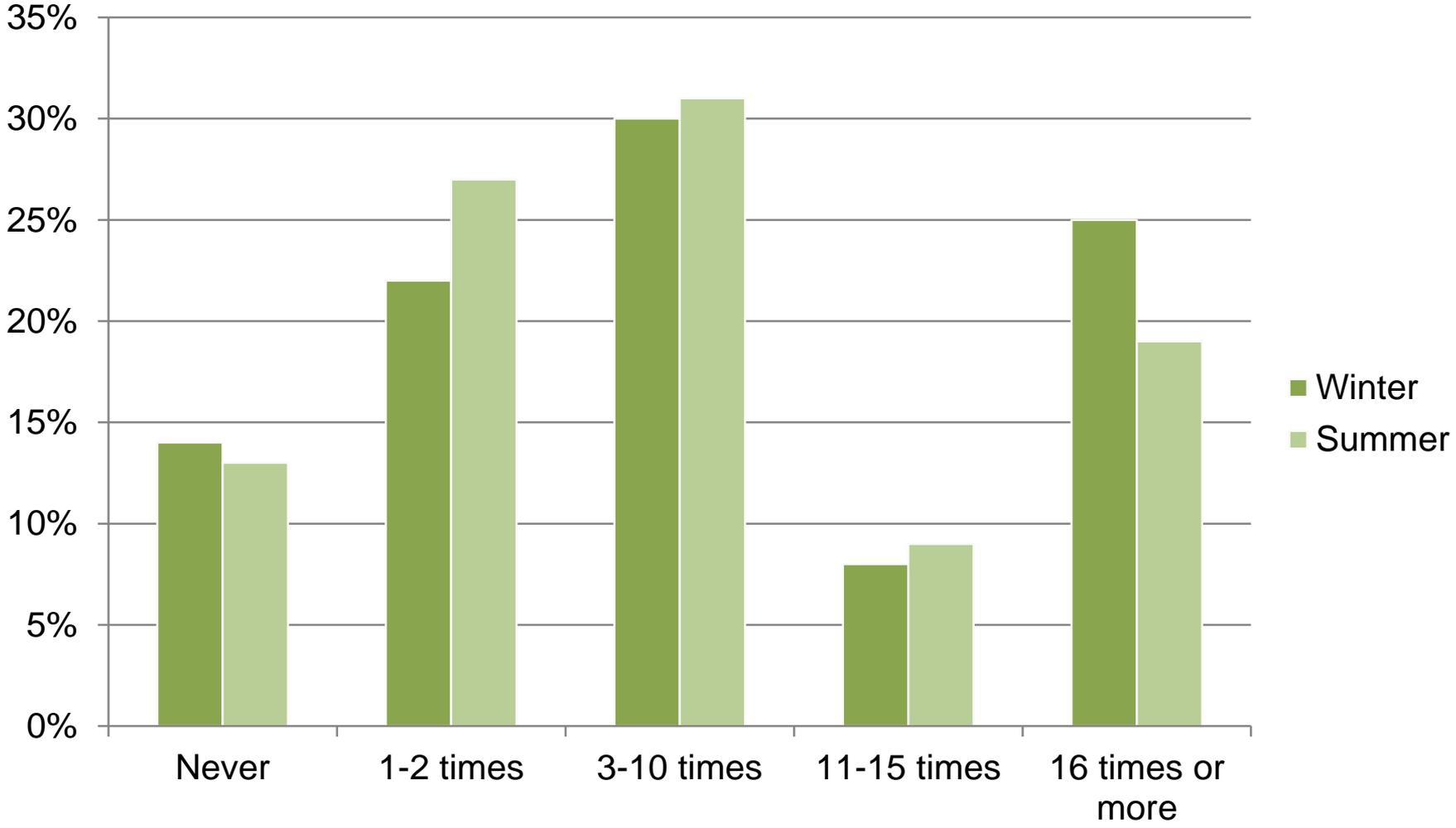
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**BRIEFLY TELL US ABOUT  
THE PUBLIC SAFETY ISSUE  
THAT CONCERNS YOU THE  
MOST (COMMENT TRENDS)**

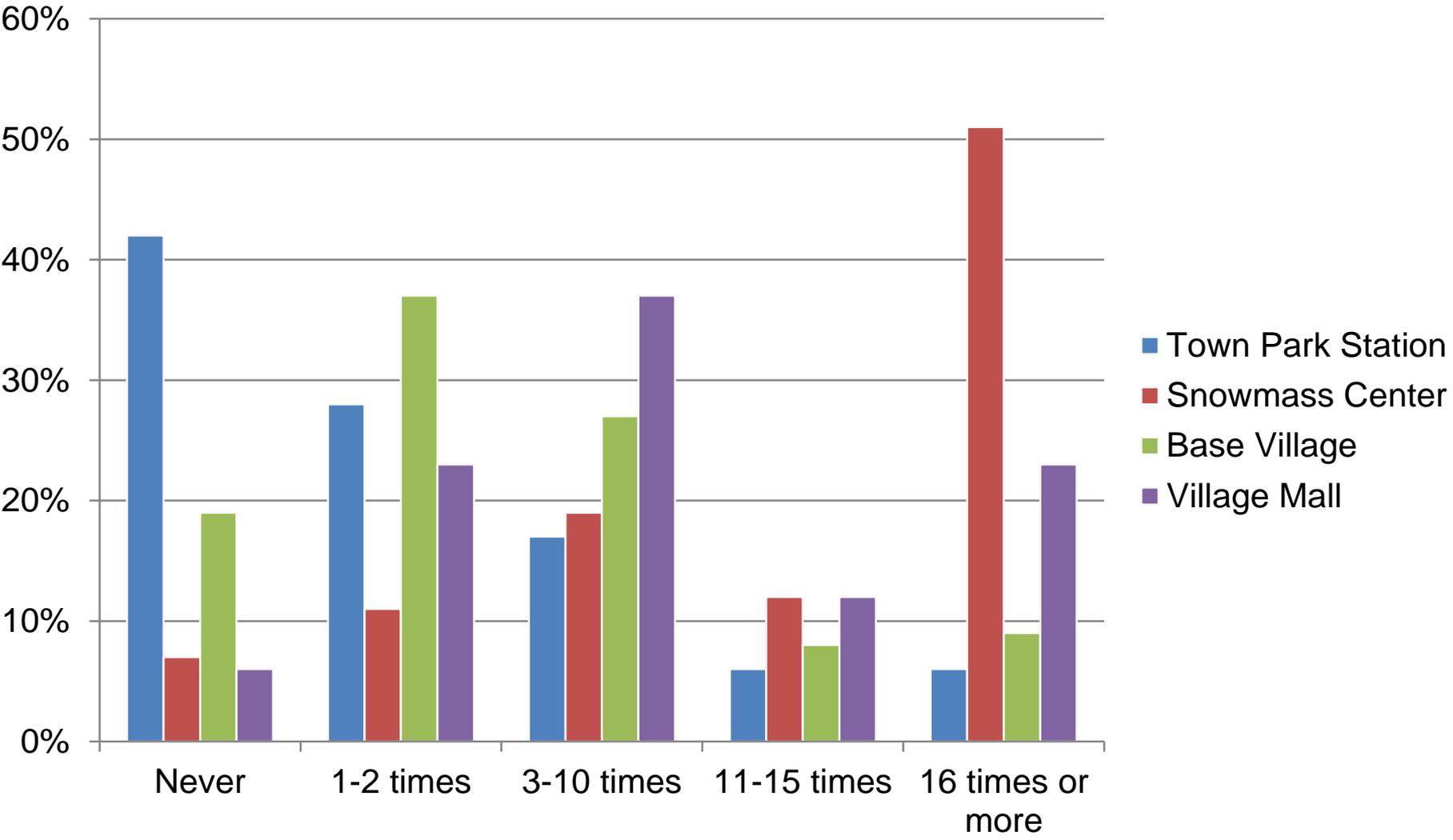


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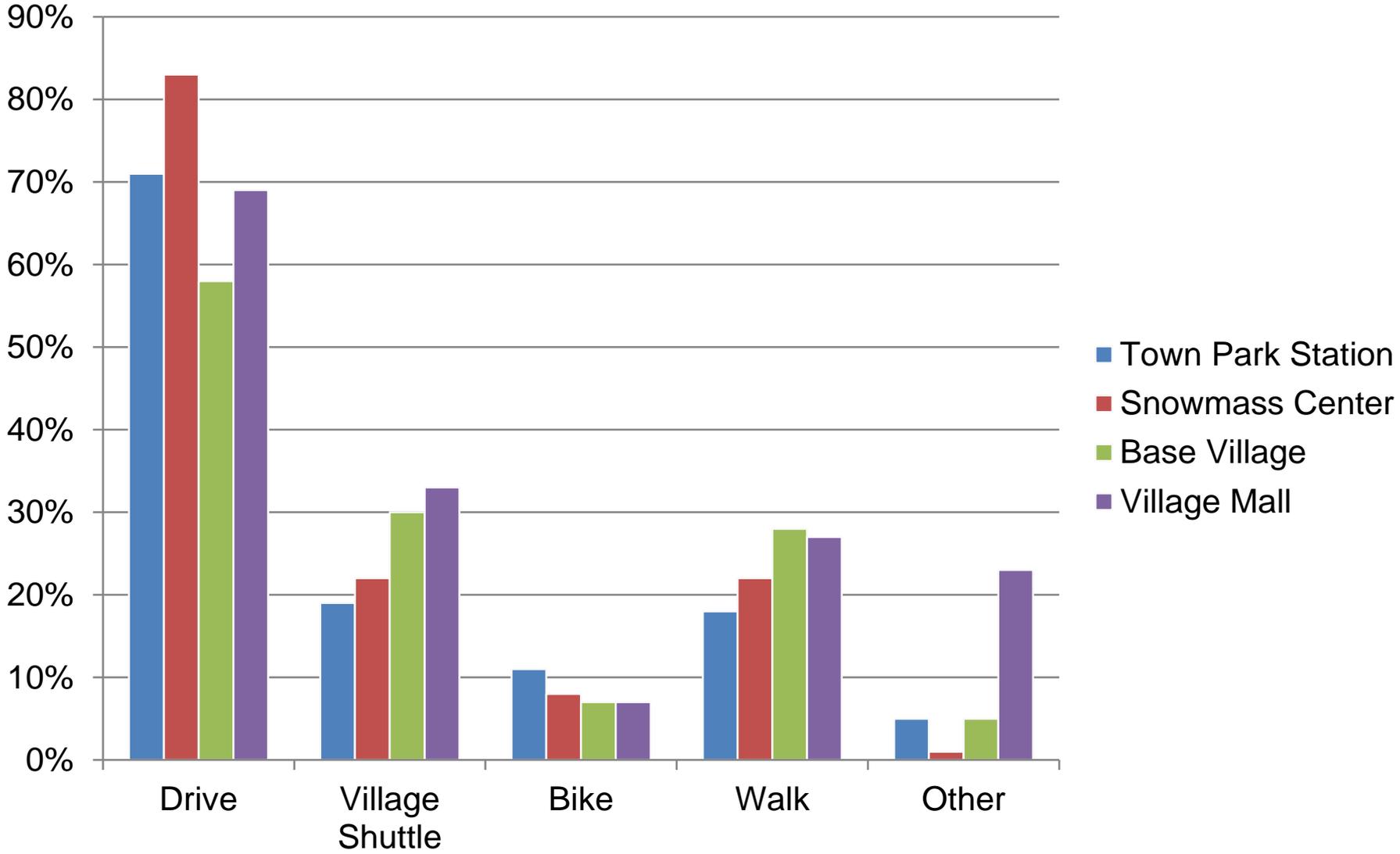
# HOW OFTEN DO YOU PARK IN THE TOWN'S PARKING LOTS PER MONTH?



# HOW OFTEN DO YOU VISIT THE FOLLOWING NODES PER MONTH?

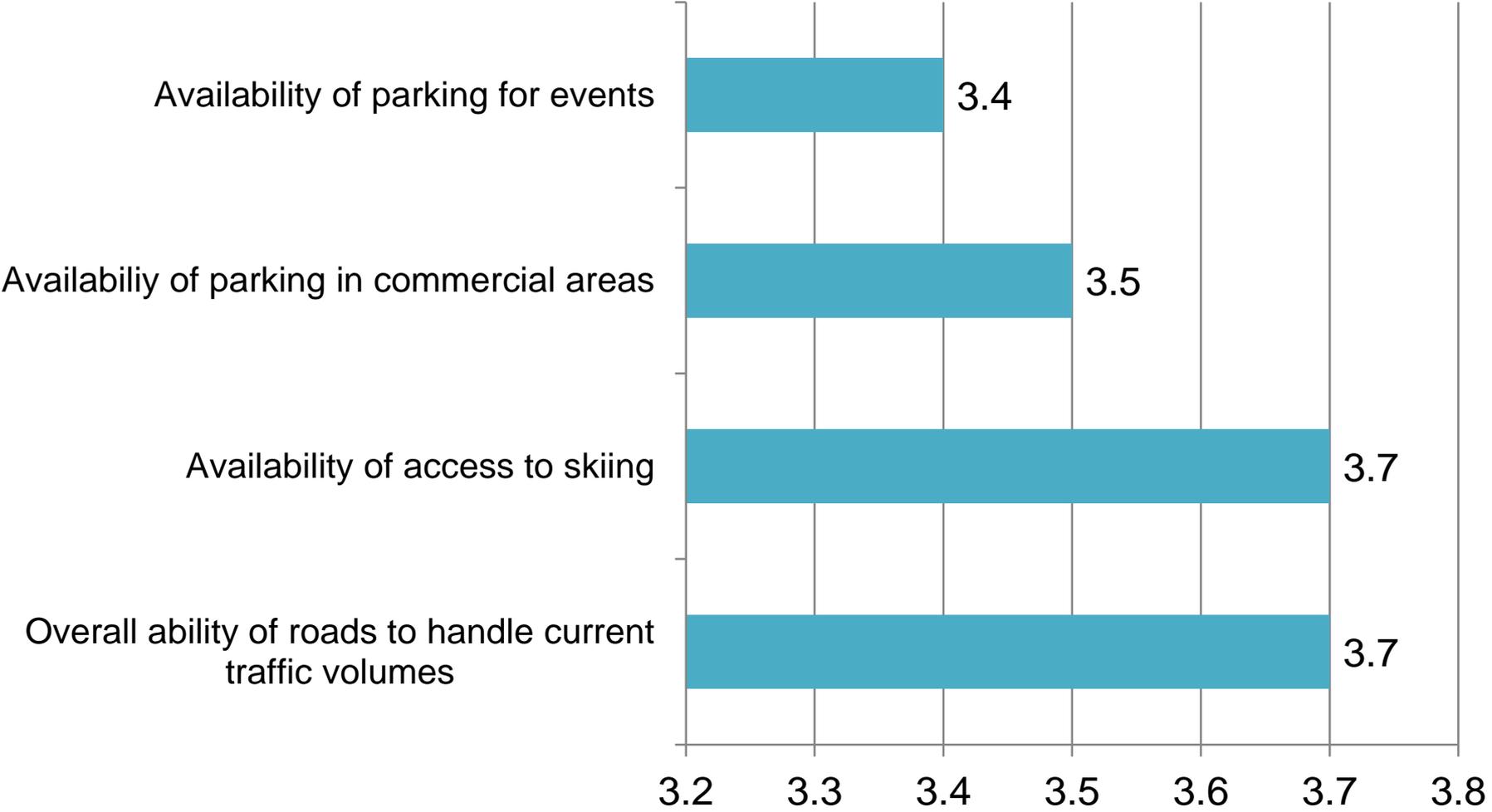


# HOW DO YOU GET TO THE FOLLOWING NODES?



# SATISFACTION WITH LOCAL ROADS AND PUBLIC PARKING

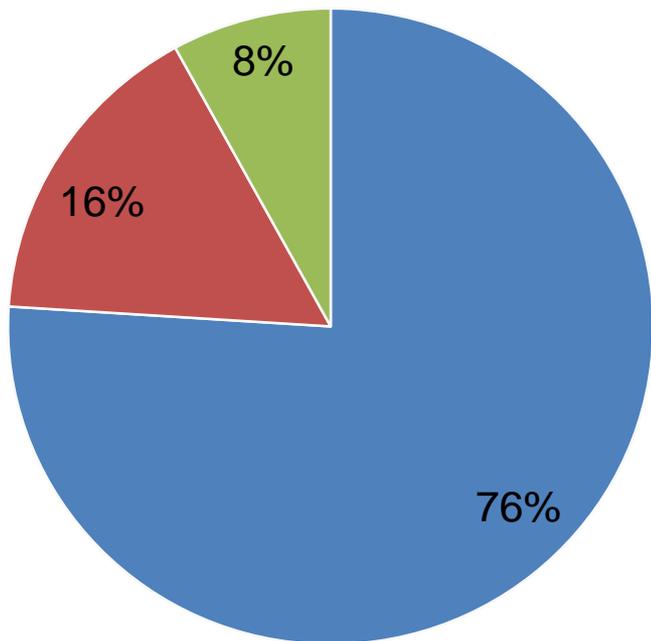
Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



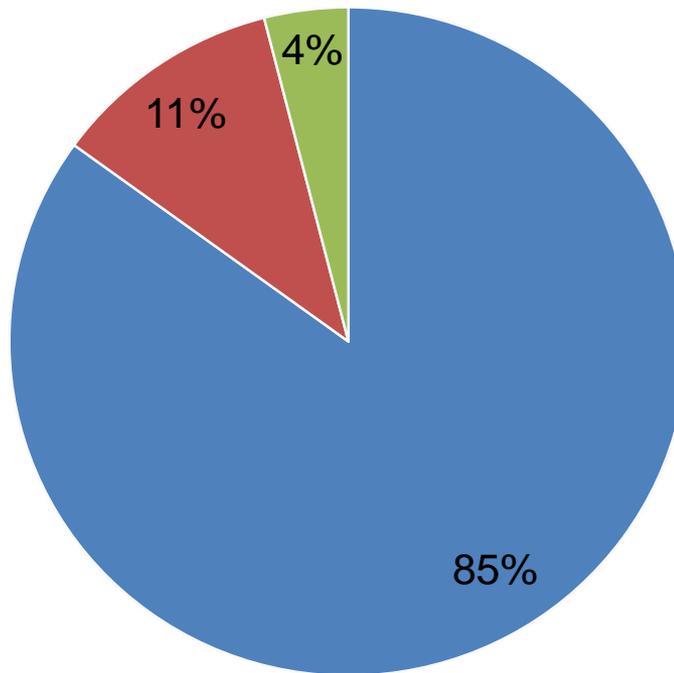
[View all comments related to this question](#)

# HOW MANY TIMES PER WEEK DO YOU RIDE THE VILLAGE SHUTTLE?

## In the Winter

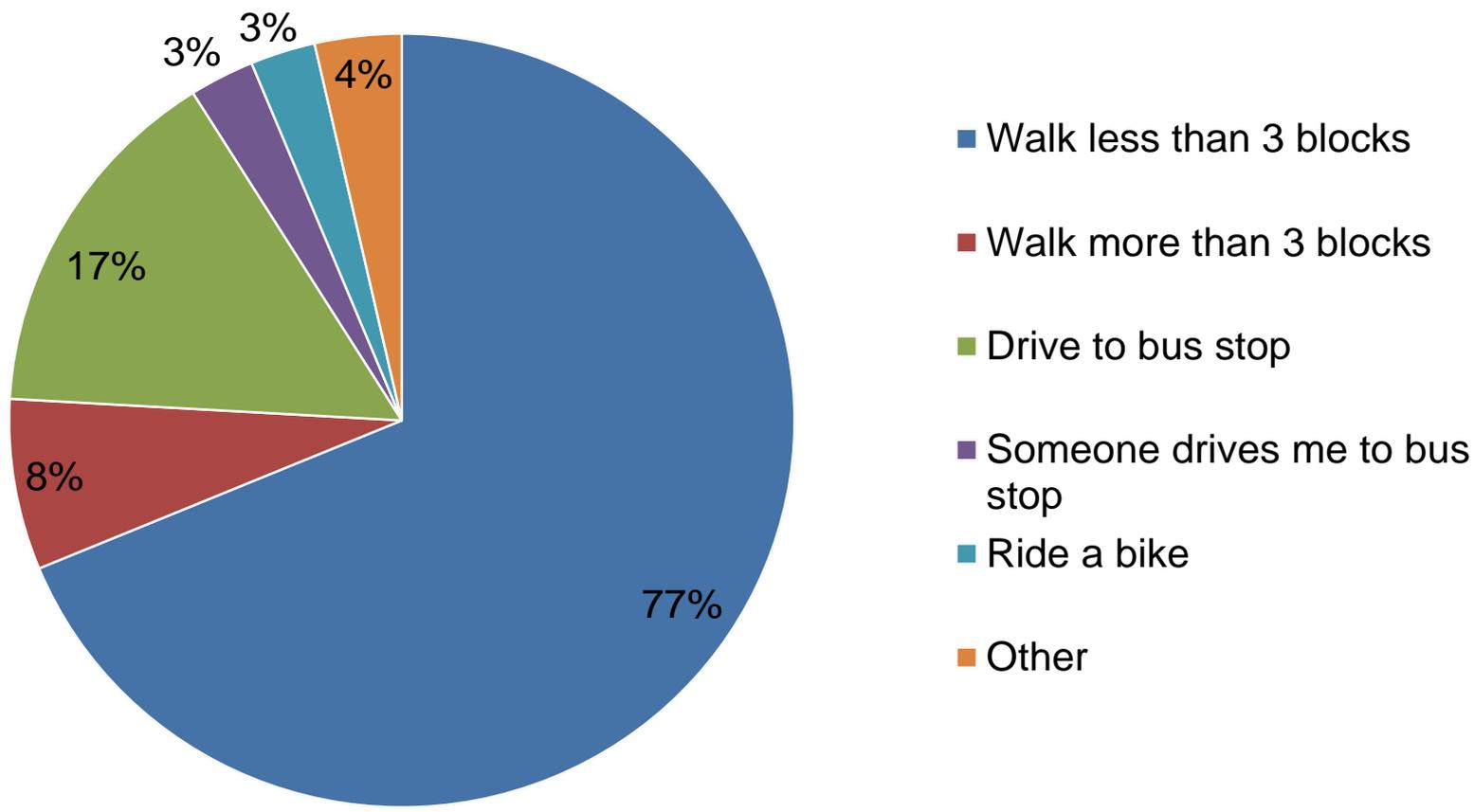


## In the Summer



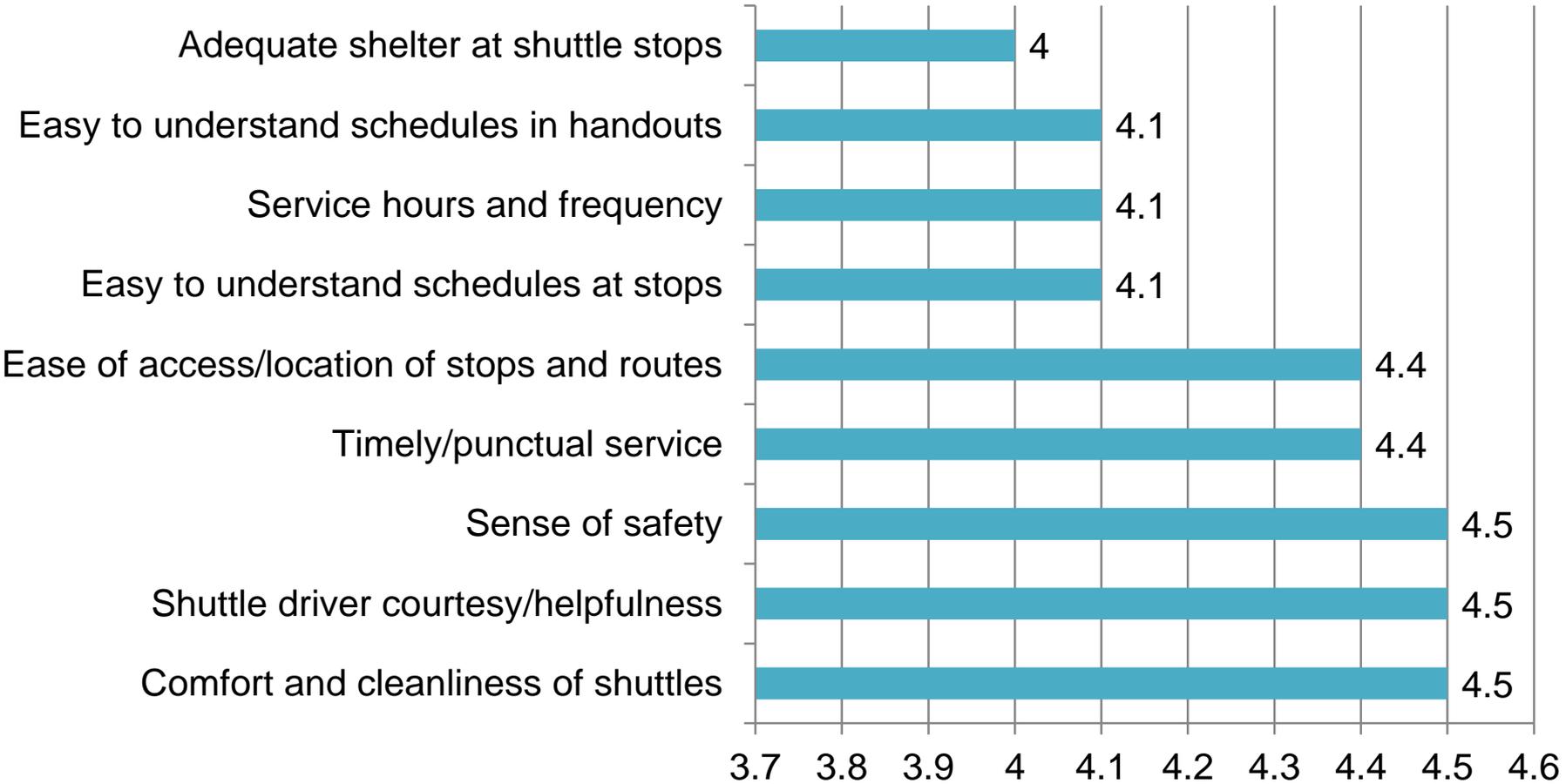
- 0 through 5
- 6 through 10
- 11 or more

# HOW DO YOU TYPICALLY GET TO THE VILLAGE SHUTTLE?



# SATISFACTION WITH VILLAGE SHUTTLE SERVICE

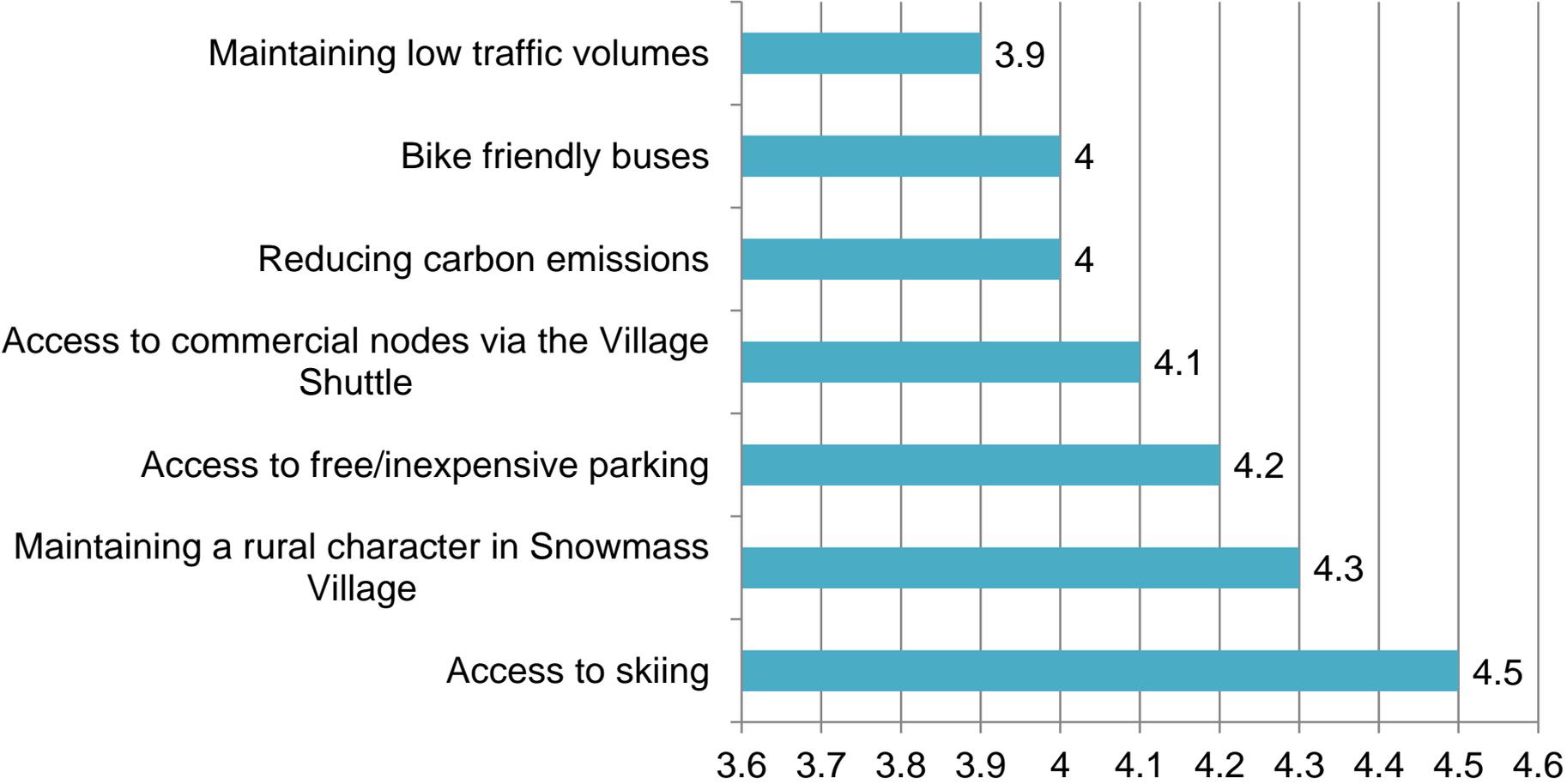
Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



[View all comments related to this question](#)

# HOW IMPORTANT ARE THE FOLLOWING PRIORITIES RELATED TO TRANSPORTATION AND PARKING TO YOU AND YOUR HOUSEHOLD?

Average Rating (1=Not at all Important, 5=Very Important)



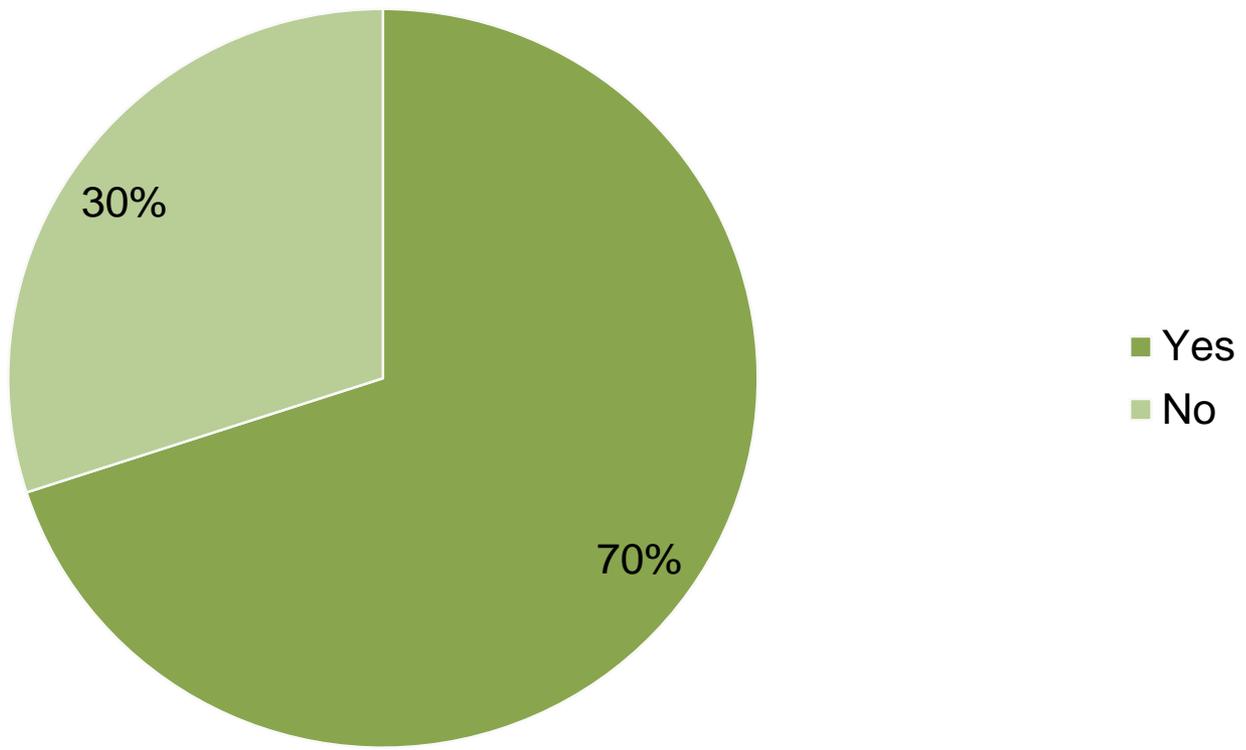
[View all comments related to this question](#)

**DO YOU HAVE ANY COMMENTS OR SUGGESTIONS CONCERNING VILLAGE SHUTTLE SERVICE, PARKING, OR ROADS?  
(COMMENT TRENDS BY DEMOGRAPHIC)**

Resident Type	Overall Opportunity Area
Year-round resident	More frequent service/later service
	Parking
	Roundabouts needed
Part-time resident	Expand service
	Parking garage
	Parking rates
Employee	Parking
	More frequent shuttle service
Non-Resident	Parking
	More shuttle routes

[View all comments related to this question](#)

# DO YOU FEEL WELL INFORMED ABOUT EVENT AND/OR ACTIVITY OFFERINGS IN SNOWMASS VILLAGE YEAR-ROUND?



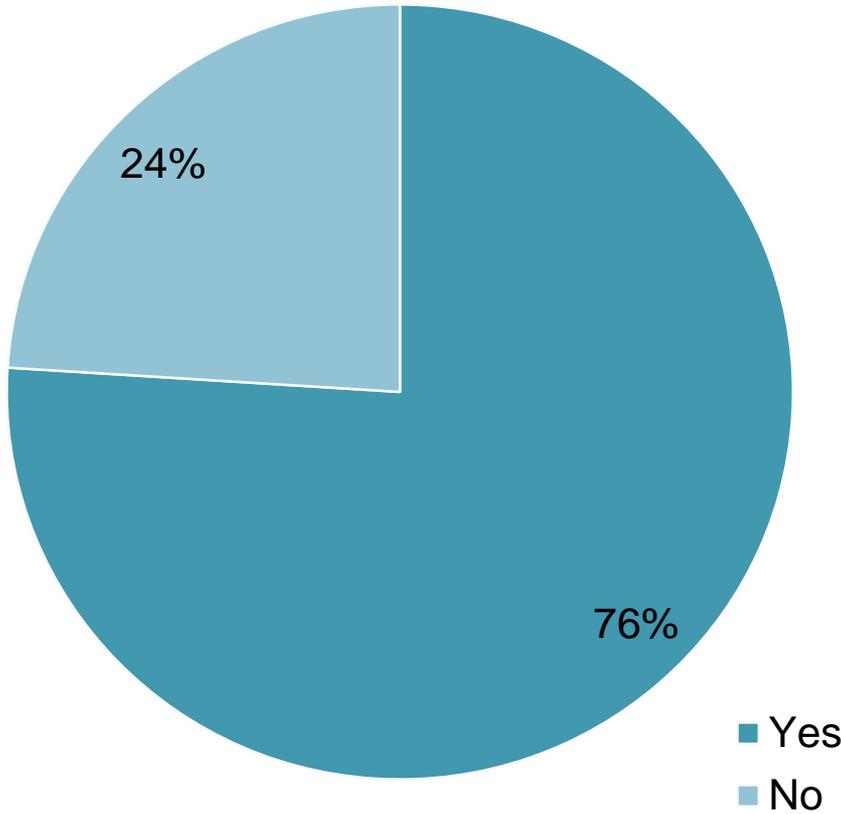
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**DO YOU HAVE ANY UNIQUE IDEAS TO PROMOTE TOURISM IN SNOWMASS VILLAGE YEAR-ROUND? (COMMENT TRENDS BY DEMOGRAPHIC)**

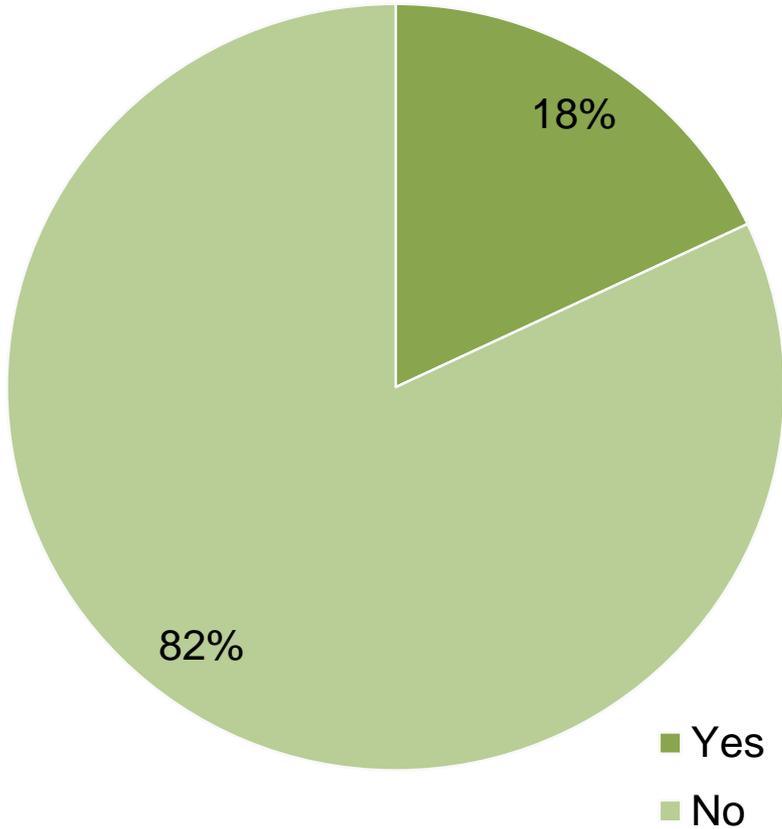
<b>Resident Type</b>	<b>Tourism Ideas</b>
<b>Year-round resident</b>	Complete Base Village
	More events
<b>Part-time resident</b>	More events
<b>Employee</b>	Promote trails
	More events
<b>Non-Resident</b>	More events

[View all comments related to this question](#)

# HAVE YOU BEEN TO THE SNOWMASS VILLAGE RECREATION CENTER?

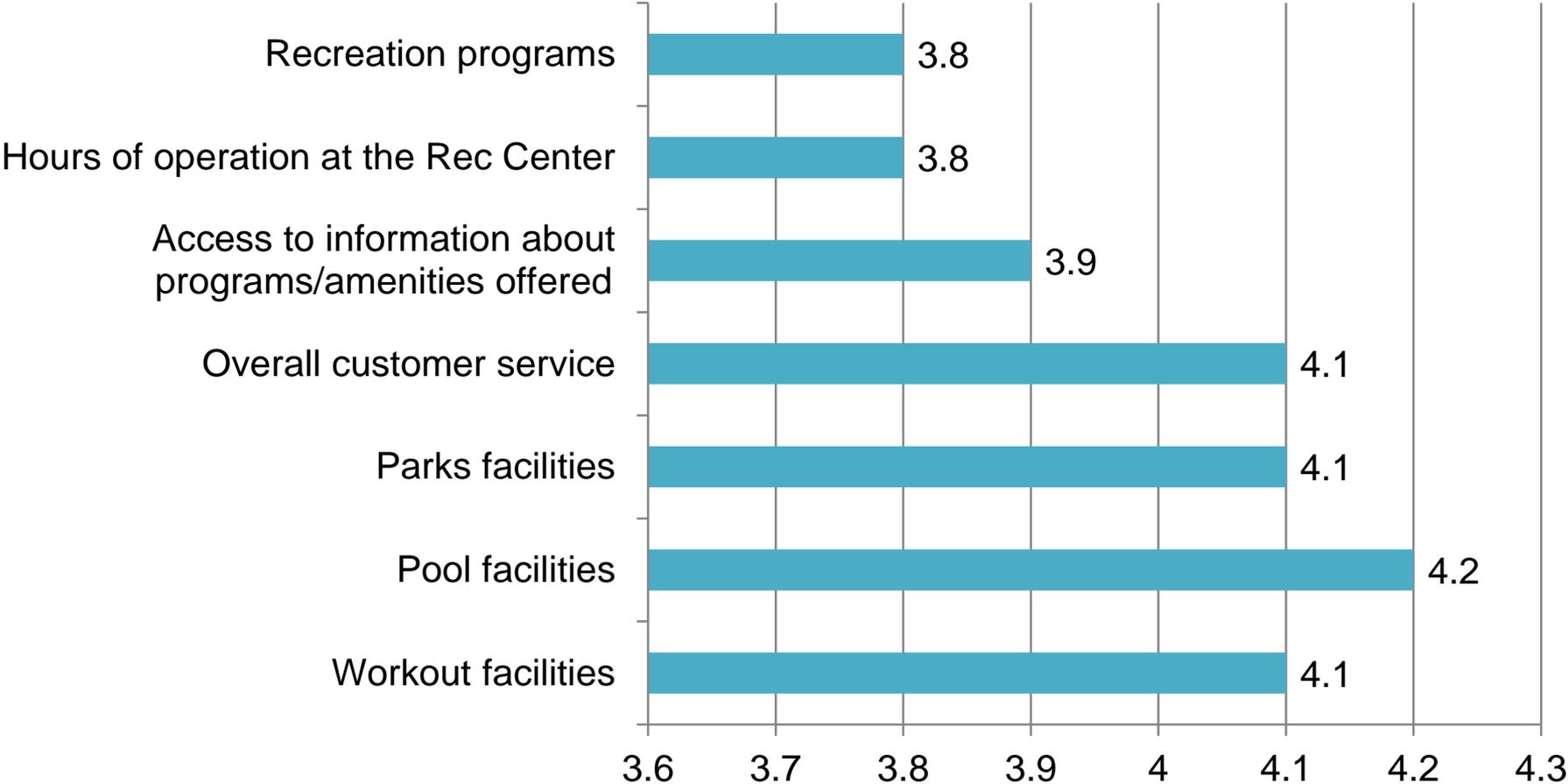


# ARE YOU A MEMBER OF THE SNOWMASS VILLAGE RECREATION CENTER?



# SATISFACTION WITH RECREATION SERVICES

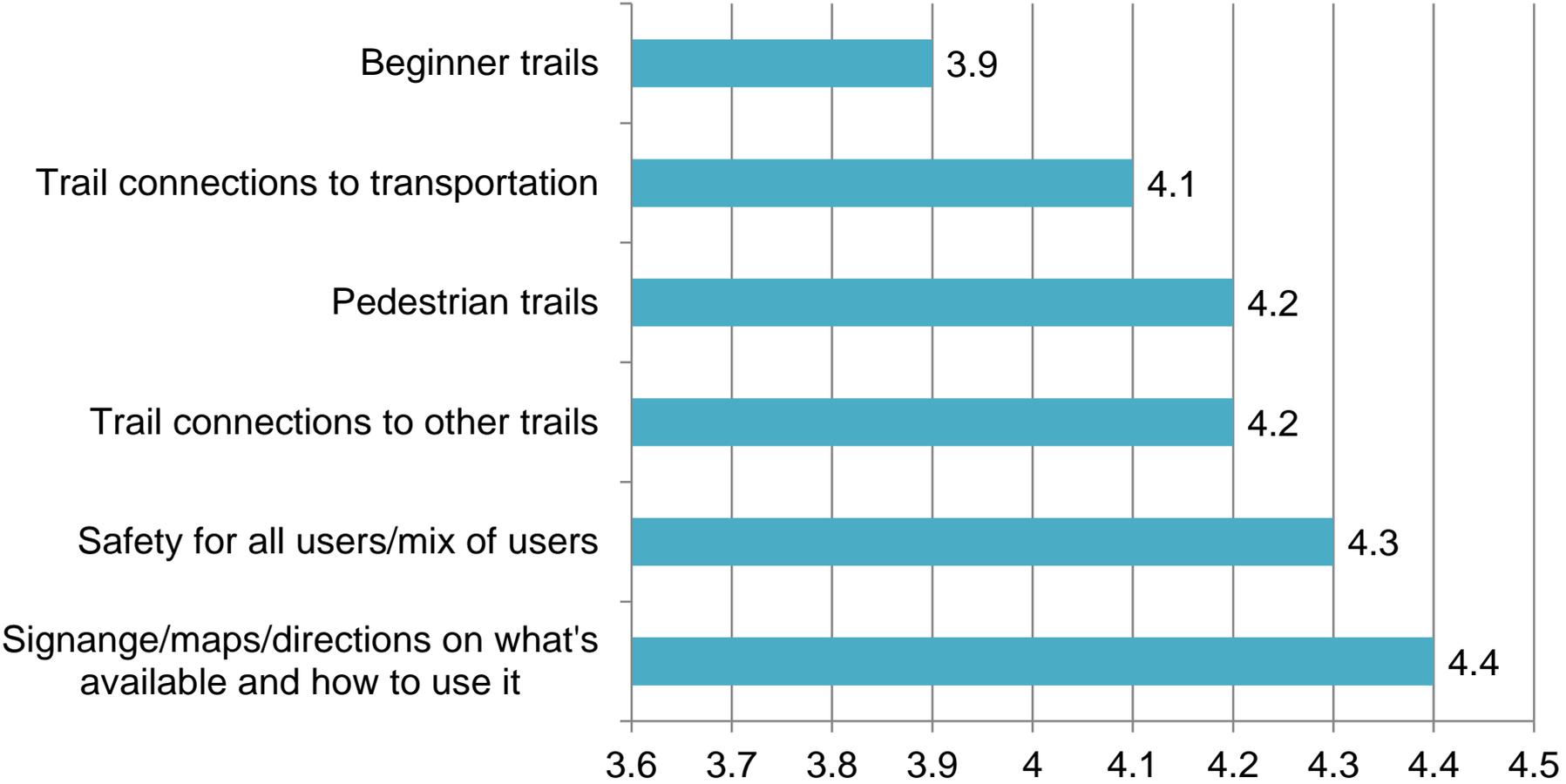
Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



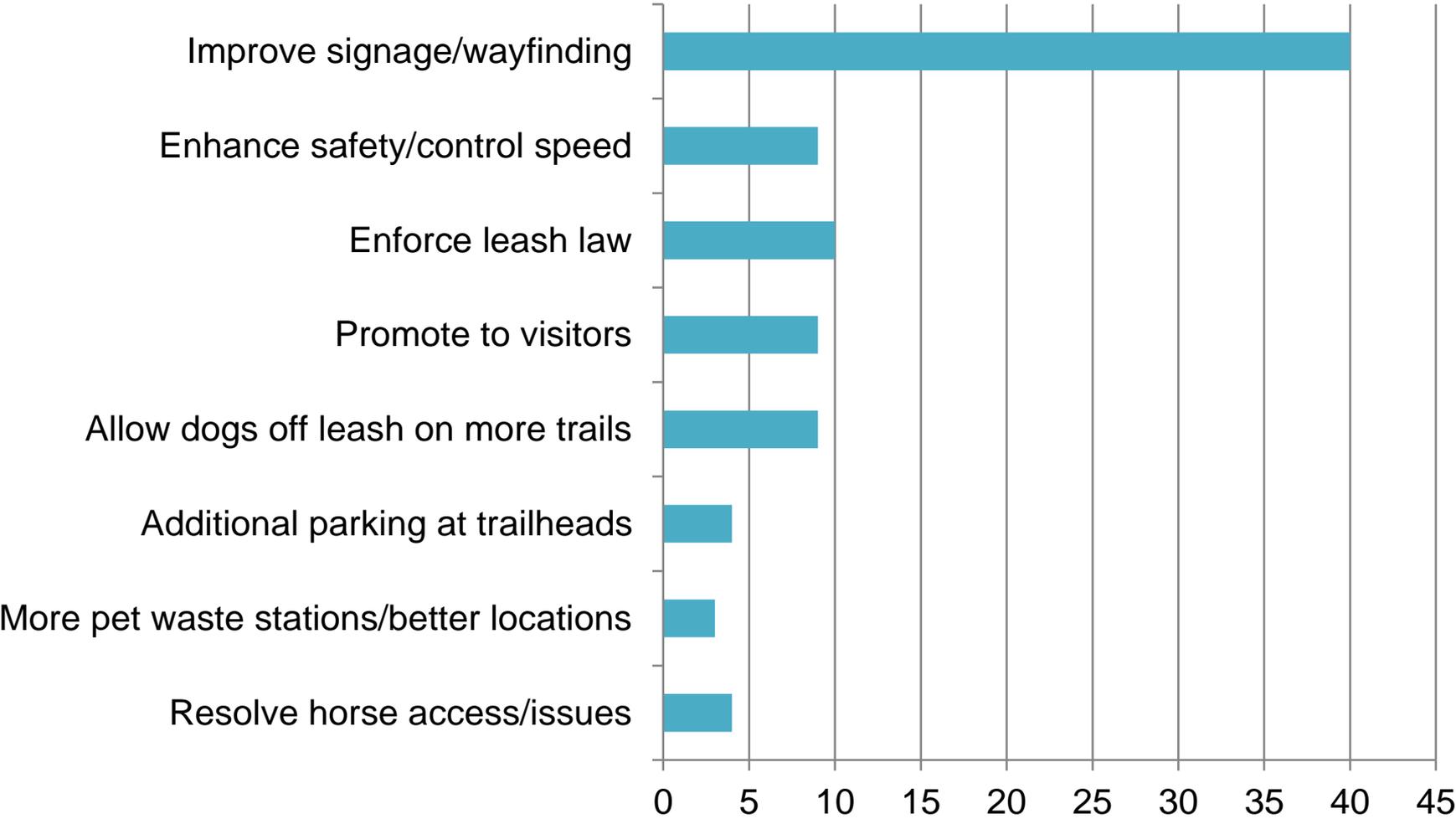
[View all comments related to this question](#)

# IMPORTANCE OF TRAIL/TRAIL SYSTEM ENHANCEMENT

Average Rating (1=Not at all Important, 5=Very Important)



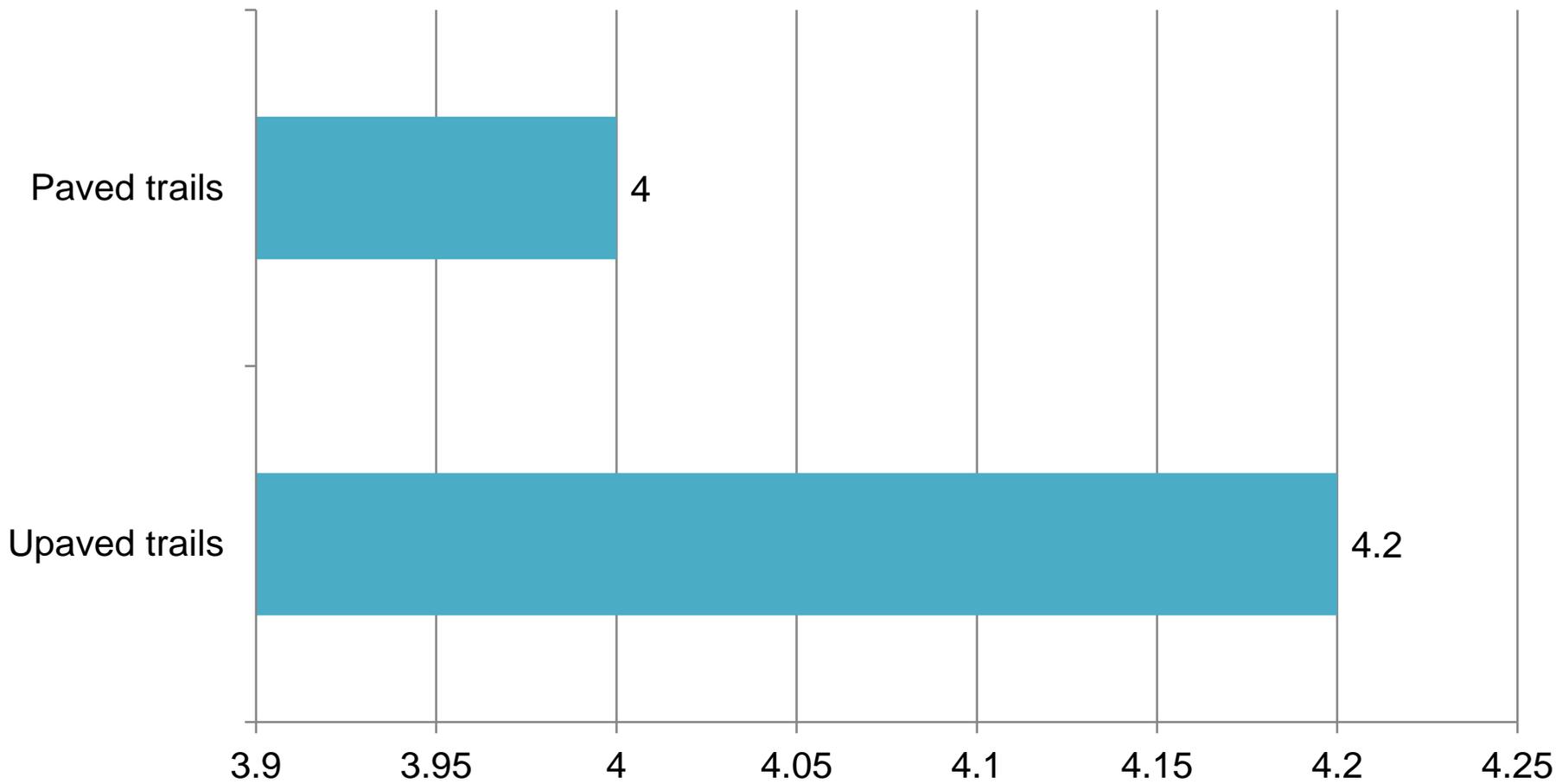
# DO YOU HAVE IDEAS TO IMPROVE TRAILS IN THE VILLAGE? (COMMENT TRENDS)



[View all comments related to this question](#)

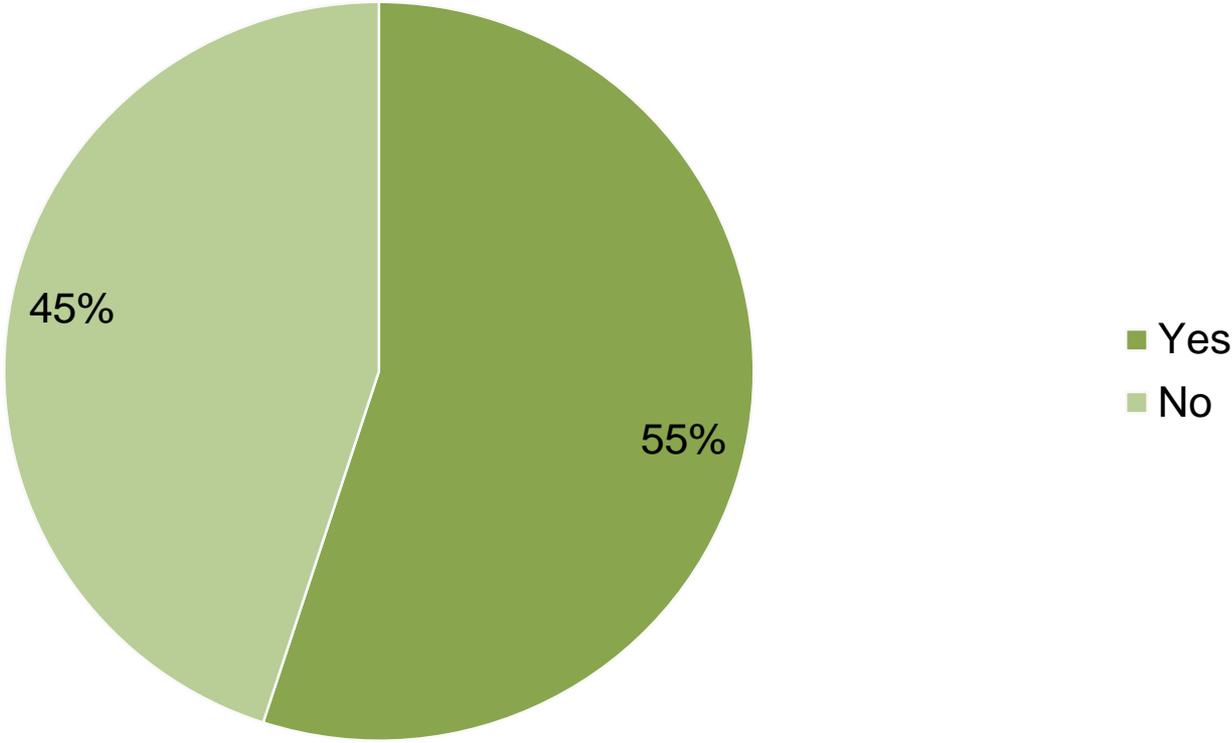
# SATISFACTION WITH TRAIL MAINTENANCE IN THE VILLAGE

Average Rating (1=Very Dissatisfied, 5=Very Satisfied)

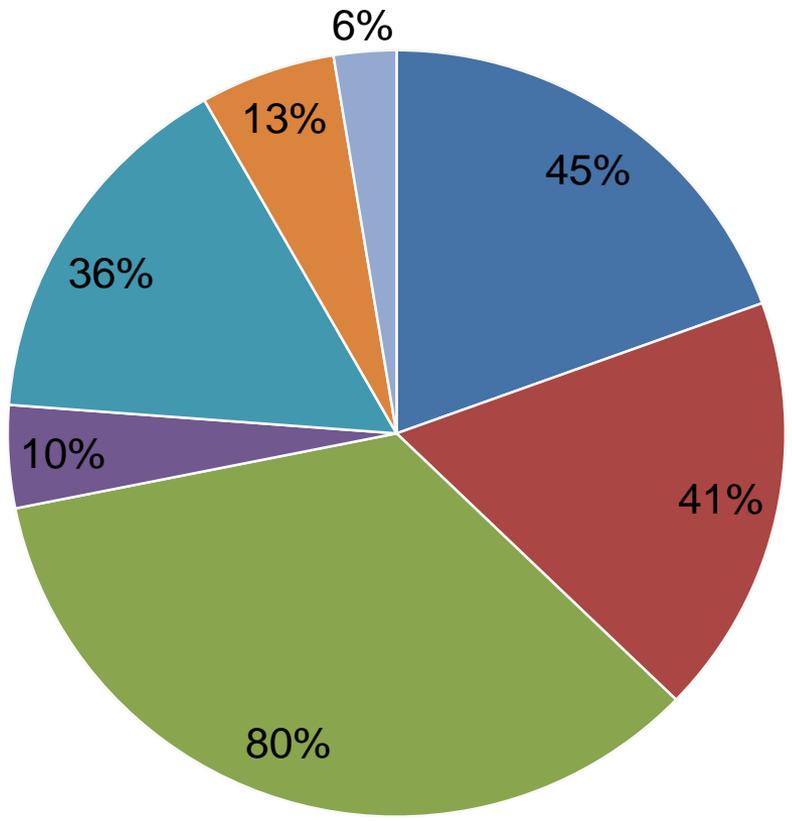


[View all comments related to this question](#)

# DO YOU FEEL WELL INFORMED ON CURRENT ISSUES FACING TOWN COUNCIL?



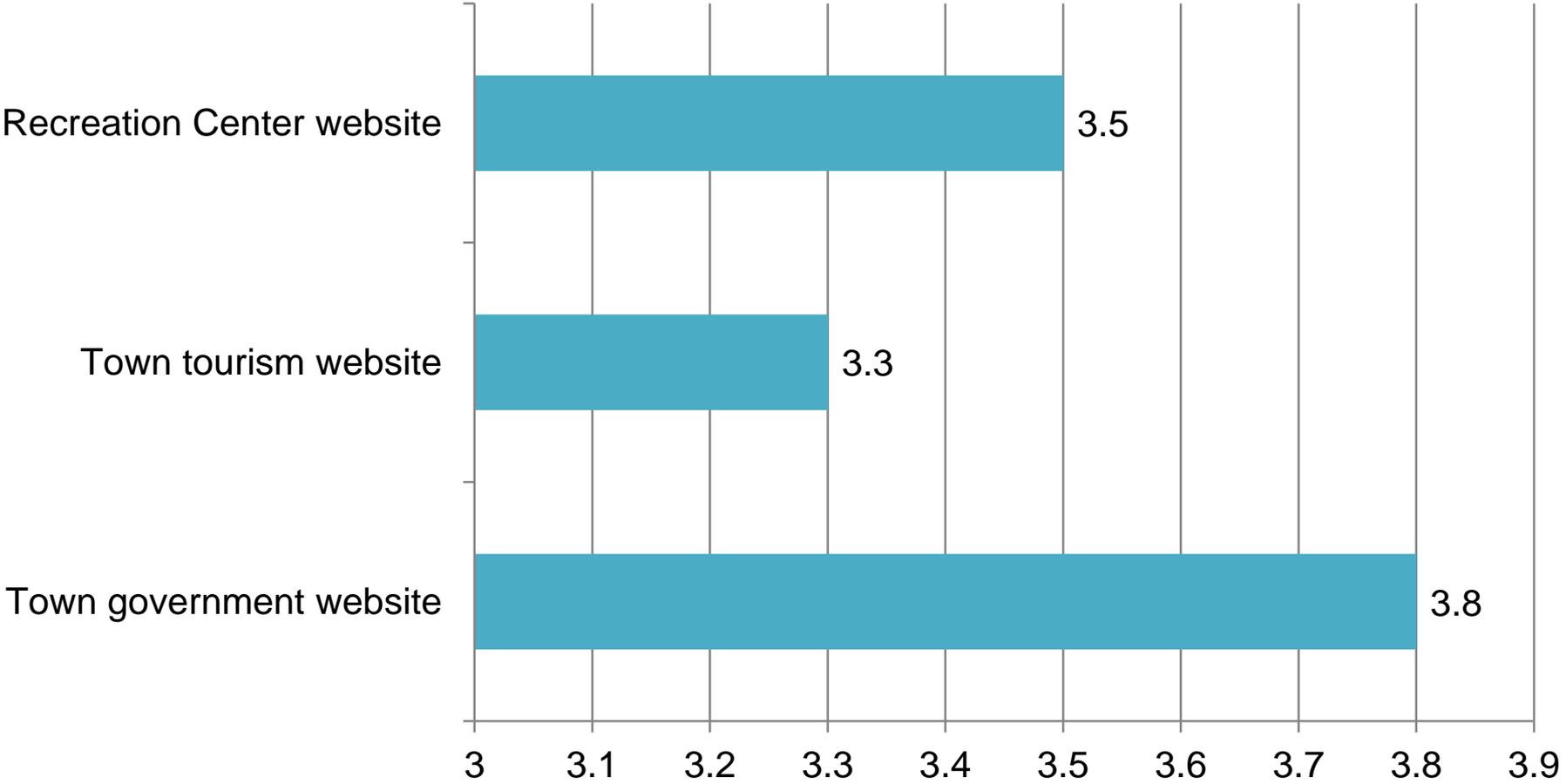
# HOW DO YOU CURRENTLY ACCESS GOVERNMENT NEWS AND INFORMATION, INCLUDING INFORMATION ABOUT TOWN DEPARTMENTS?



- Website
- Town e-newsletters/e-letters
- Local newspapers
- Mailings
- Friends
- Forums or meetings
- Other

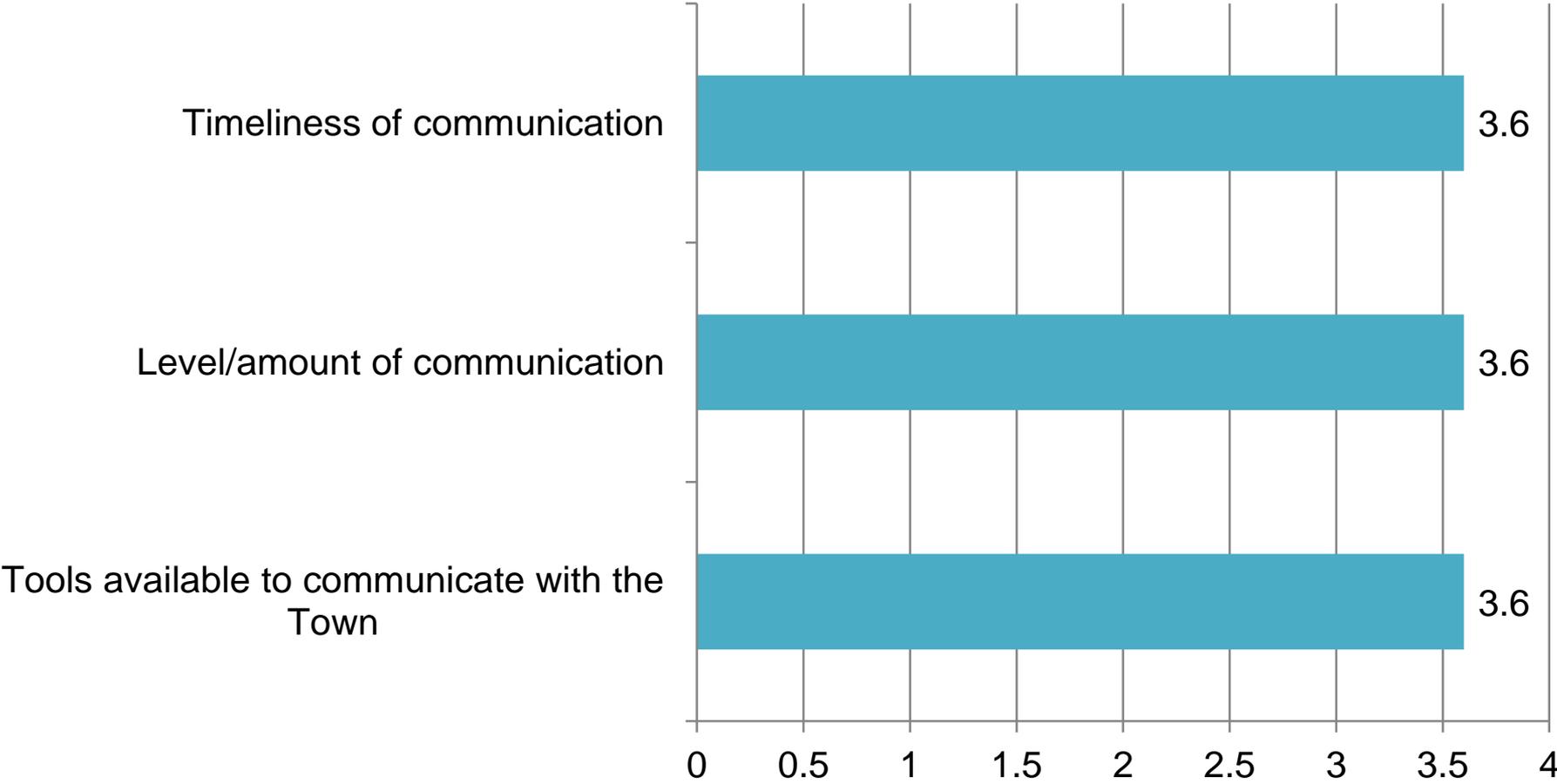
# HOW WOULD YOU RATE THE FOLLOWING TOWN-OWNED WEBSITES?

Average Rating (1=Very Dissatisfied, 5=Very Satisfied)

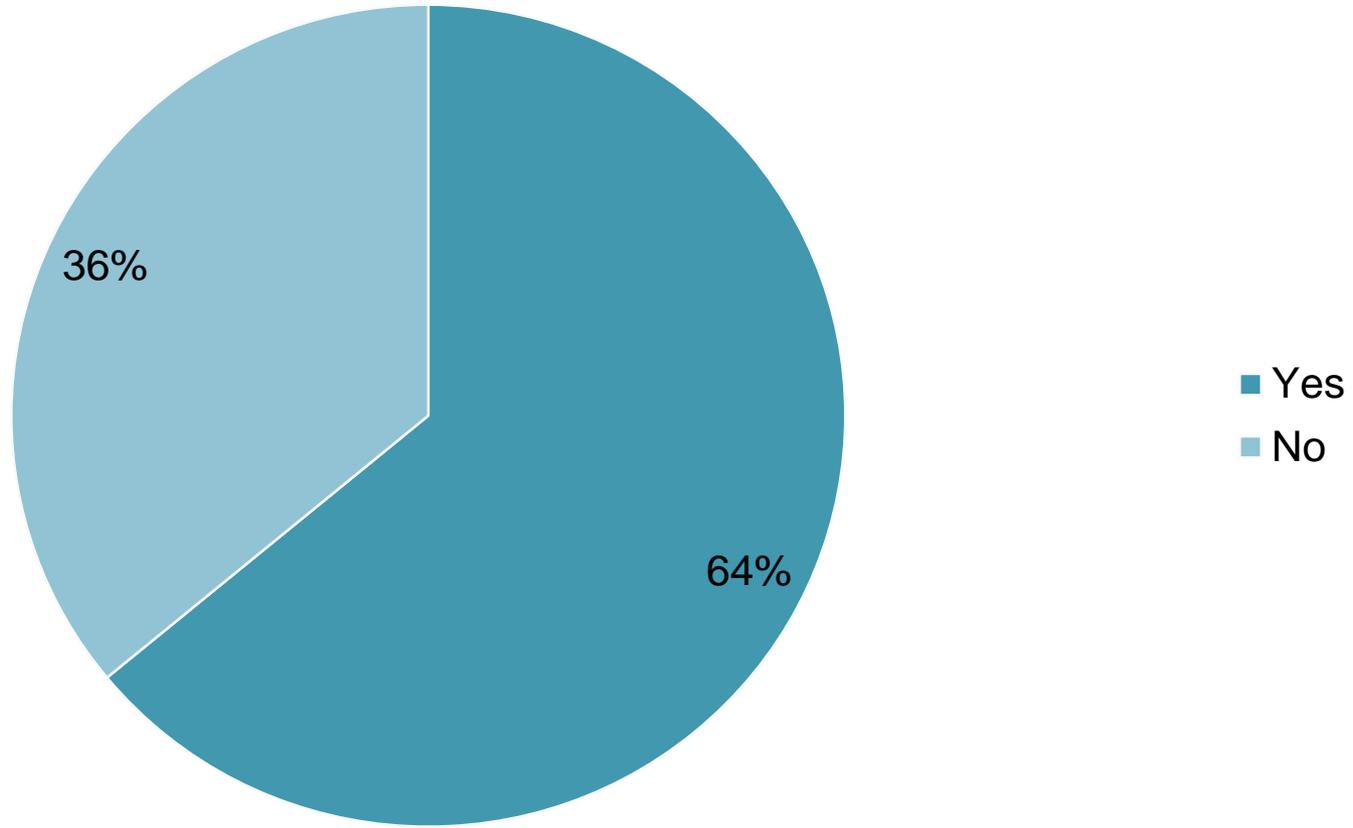


# HOW WOULD YOU RATE THE FOLLOWING RELATED TO TOWN COMMUNICATIONS?

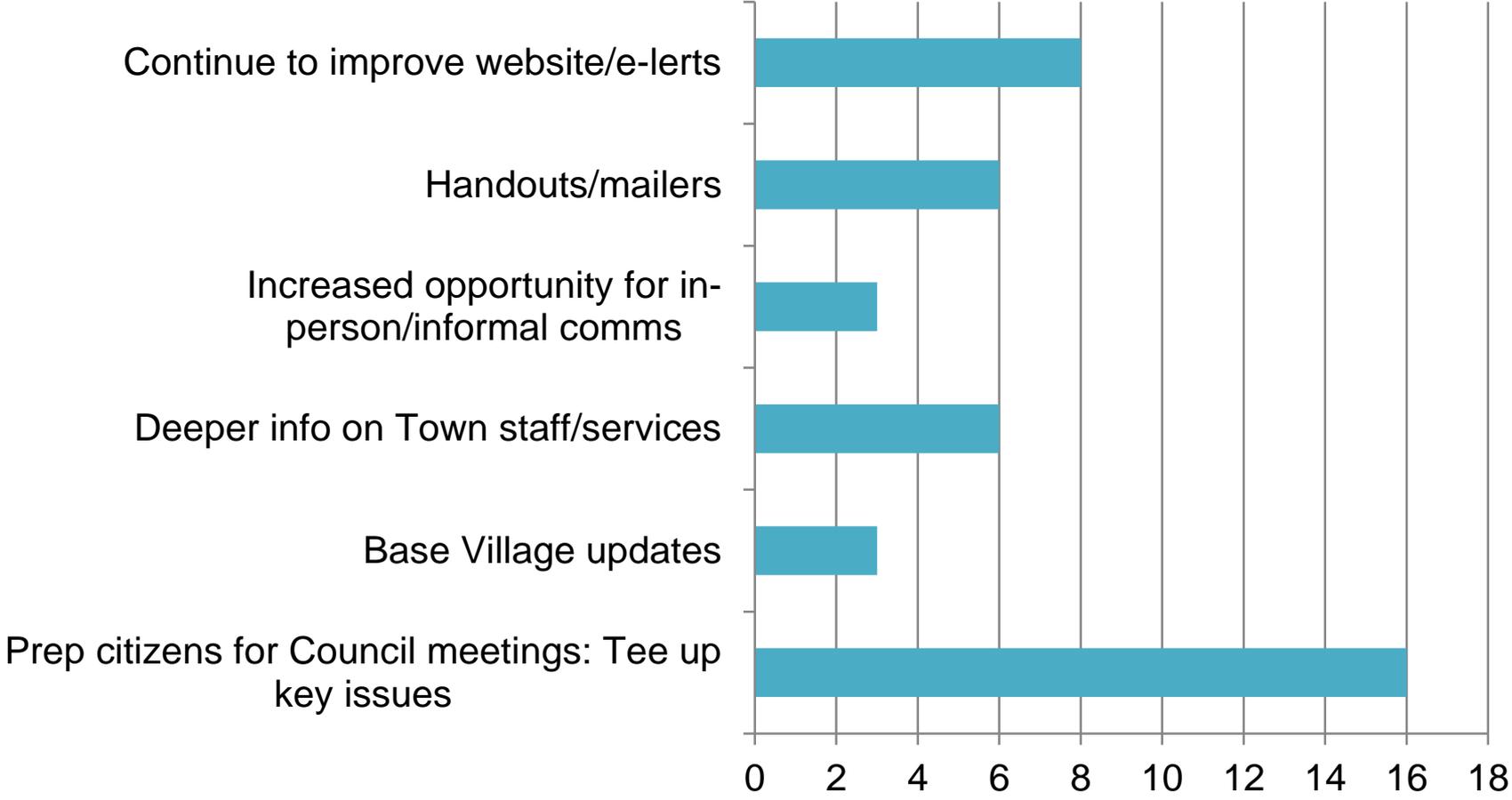
Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



# DO YOU FEEL YOUR VOICE IS ADEQUATELY HEARD?

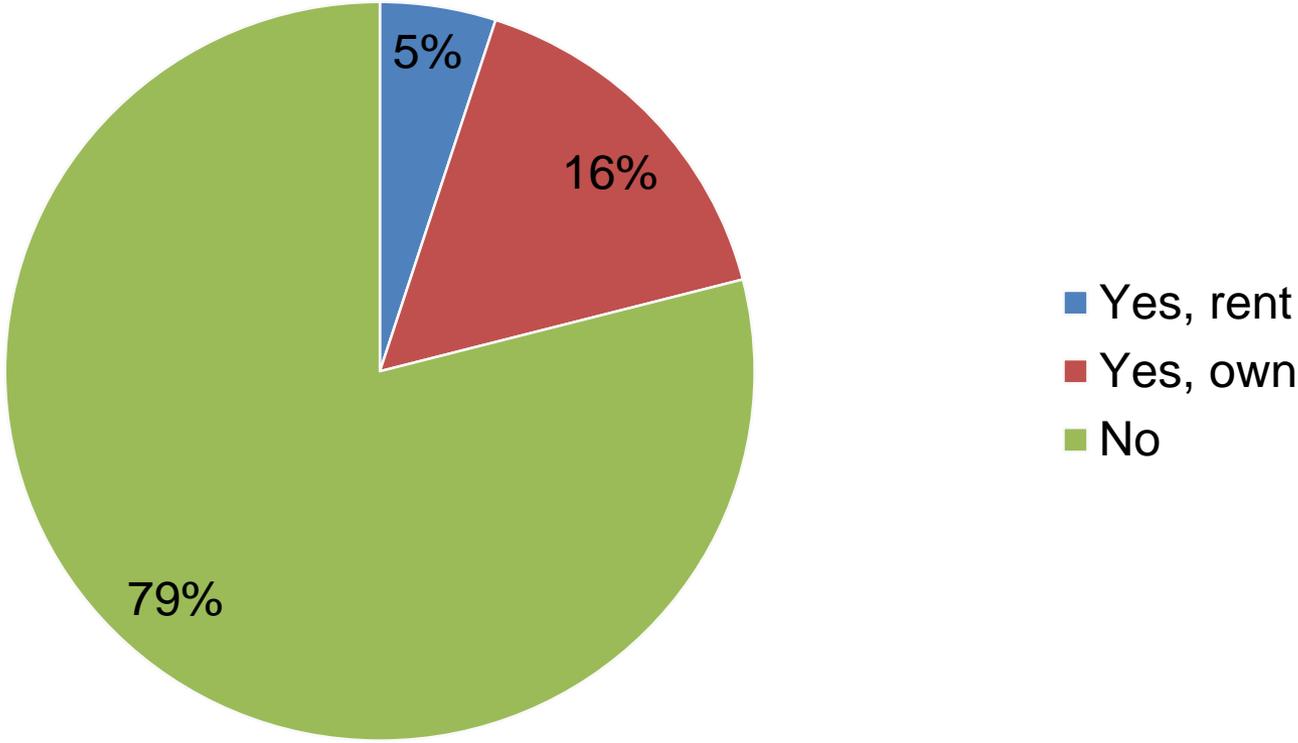


# WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO SEE PROVIDED FROM THE TOWN AND BY WHAT MEANS? (COMMENT TRENDS)

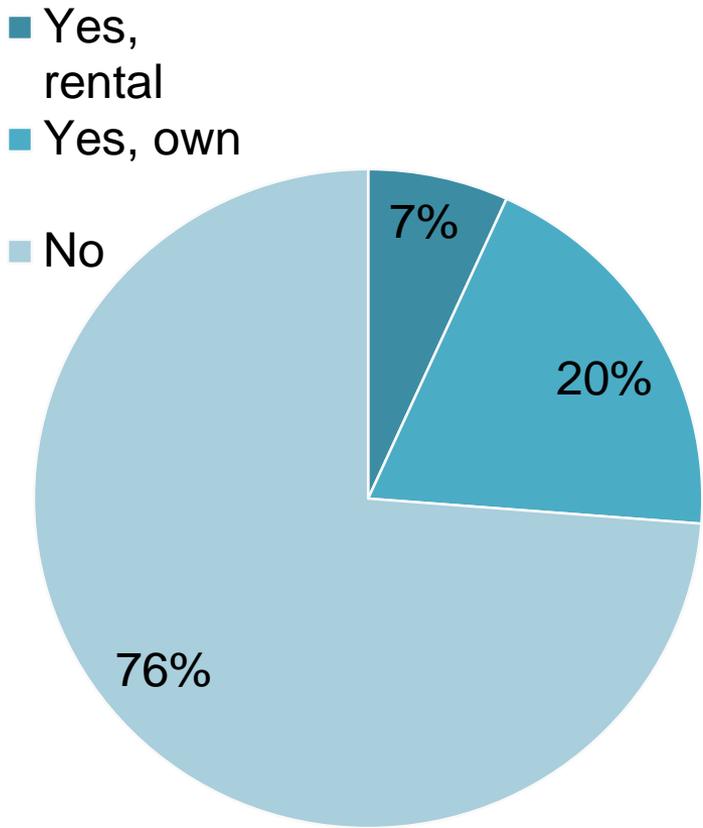


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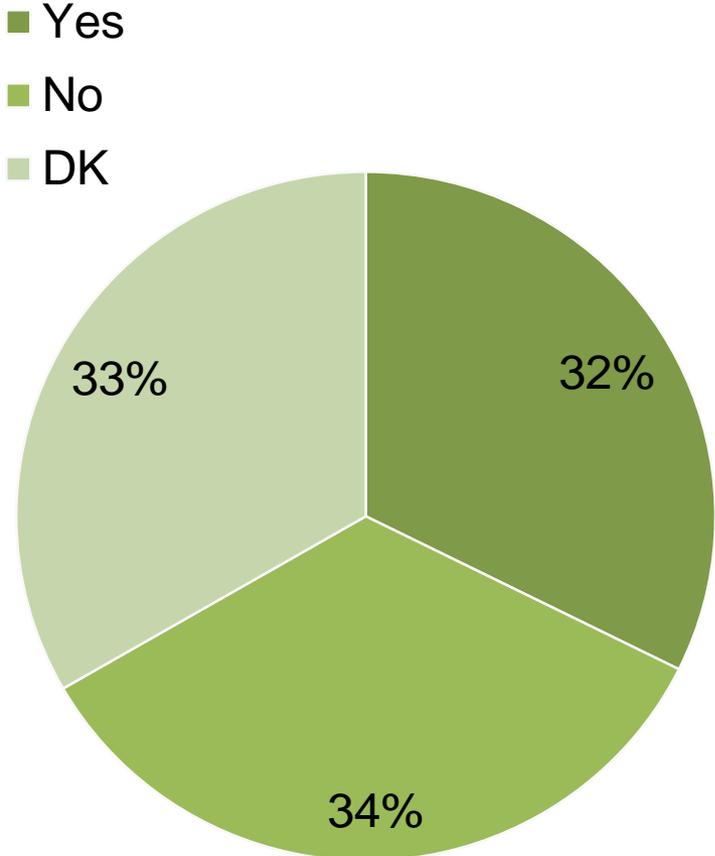
# DO YOU PARTICIPATE IN THE TOWN'S EMPLOYEE HOUSING PROGRAM?



# WOULD YOU BE INTERESTED IN POTENTIALLY LIVING IN TOWN HOUSING?



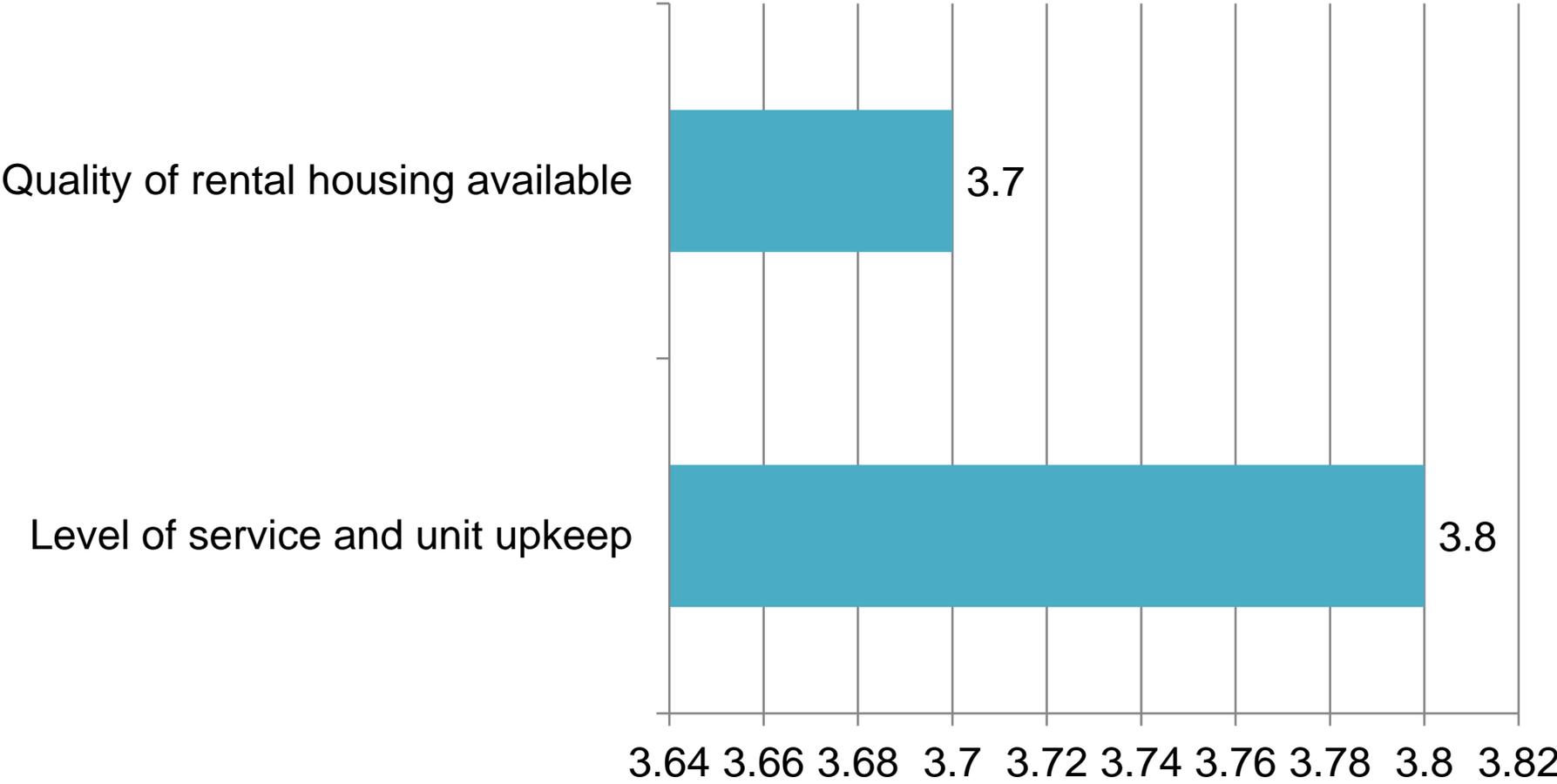
# DO THE HOUSING RULES PROHIBIT YOU FROM PARTICIPATING IN THE PROGRAM?



[View all comments related to this question](#)

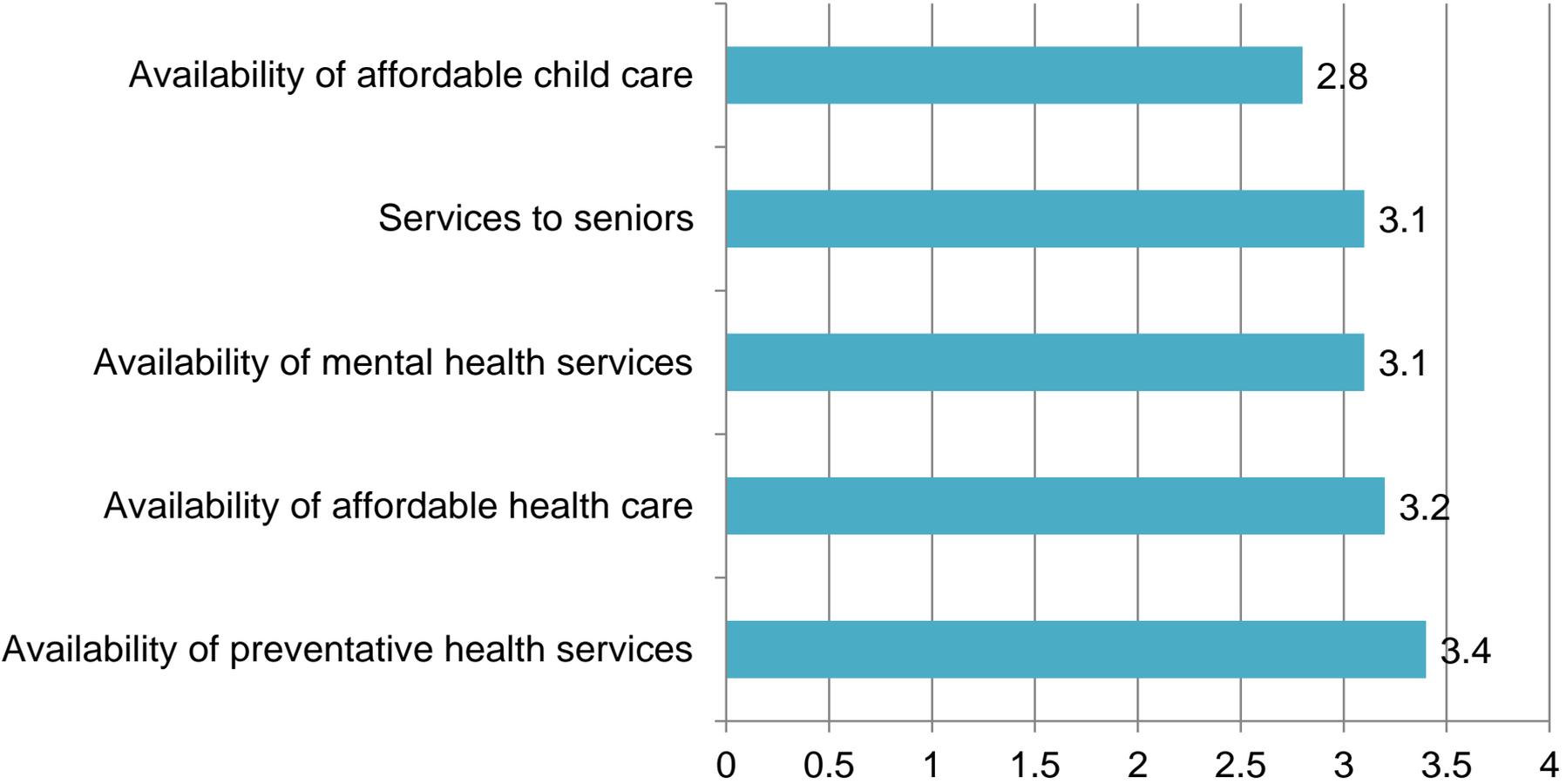
# SATISFACTION WITH TOWN RENTAL HOUSING UNITS

Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



# SATISFACTION WITH HEALTH AND HUMAN SERVICES IN SNOWMASS VILLAGE AND PITKIN COUNTY

Average Rating (1=Very Dissatisfied, 5=Very Satisfied)



[View all comments related to this question](#)

# **QUESTIONS? COMMENTS?**

**Contact Director of Communications, Kelly Vaughn**

**970.922.2275**

**[kvaughn@tosv.com](mailto:kvaughn@tosv.com)**

**The Town thanks all members of the community who took the time to complete this survey. Your feedback is critical in helping the Town deliver high levels of service, and build the community we are all proud to be a part of. We appreciate your time and input.**