

DISCUSSION/DIRECTION:

RESULTS OF 2017 COMMUNITY SURVEY

MAY 2, 2017
TOWN COUNCIL



IMPORTANCE OF SURVEY

Since 2011, the Town has conducted a biennial survey of residents and businesses to gauge local attitudes. The survey allows the Town to . . .

- Continue benchmarking performance over time
- Understand where residents think the Town is doing well
- Gain insight on what residents believe are the challenges facing the Town
- Gauge residents' use and perceptions of Town services (Police/Fire, roads/Public Works, Water, Parks and Recreation)
- Provide insight regarding residents' views on the Town's strategic priorities, which helps inform the annual budget and three-year financial planning processes

OVERVIEW

- **Survey topics/questions were presented for Council feedback in January/February**
- **The survey was administered in March/April**
- **720 residents responded, for a margin of error +/- 3.6%**
 - Castle Rock is a solid 4-Star community; this is the same rating received in 2015
 - The Town received above average ratings (6+ on a scale from 0-10) on 31 out of 36 performance questions and very high ratings (8+) on four of the questions
 - Eight of 34 performance measures showed improvement over 2015, and 10 decreased; the other 16 remained comparable
 - Ratings related to the direction the Town is headed indicate continued concerns over growth; ensuring well-planned, high-quality new development should continue as an area of focus
 - Nearly all residents think Castle Rock is significantly better than other communities

WHAT HAS CHANGED

- **Thirty-four performance questions were carried over from 2015**

Increased
Ability to Buy things Locally
Employment Opportunities in the Town
Castle Rock as a Place to Work
Approachability of Police
Overall Quality of Roads
Traffic Signal Timing
Cleanliness of Streets
Convenience and Accessibility of Roads

Decreased
Direction Town is Headed
Value of Services
Cost of Living
Castle Rock as a Place to Retire
Keeping Residents Informed
Seeking Residents' Input and Involvement
Plowing of Streets
Adequacy of Walking and Biking Paths
Securing Long-Term Water Supplies
Water Conservation Programs

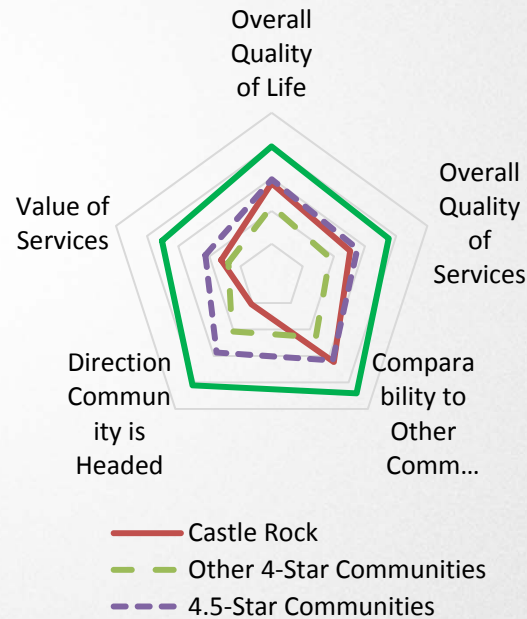
5-STAR RATING



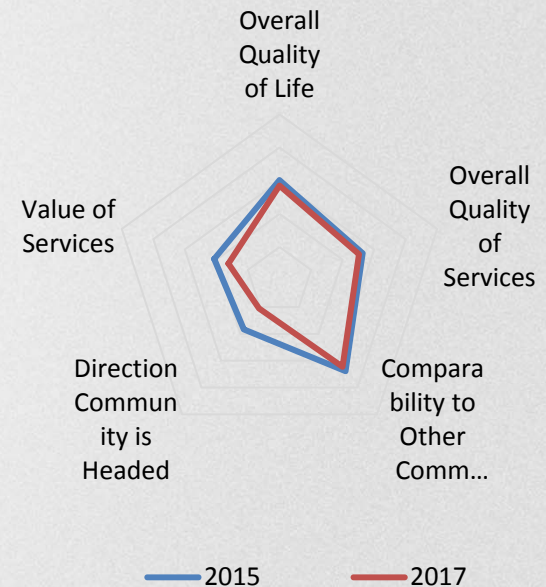
Castle Rock remains a solid 4-Star community

- Receives high ratings regarding overall quality of life and comparability to other cities and towns
- Focus should be on value of services and direction community is headed

Compared to Nationwide Benchmarks



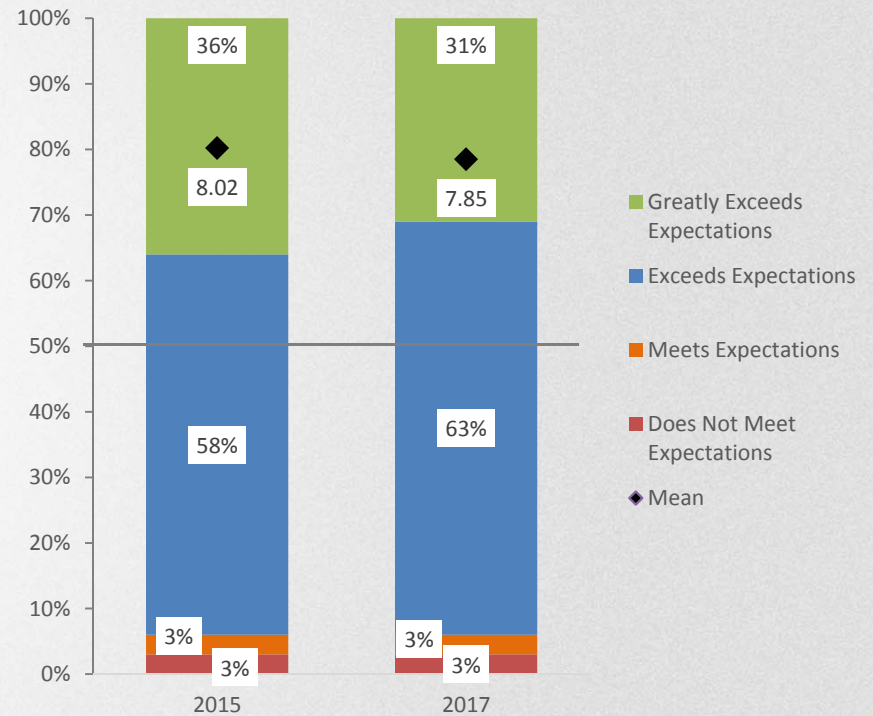
Compared to 2015 Results



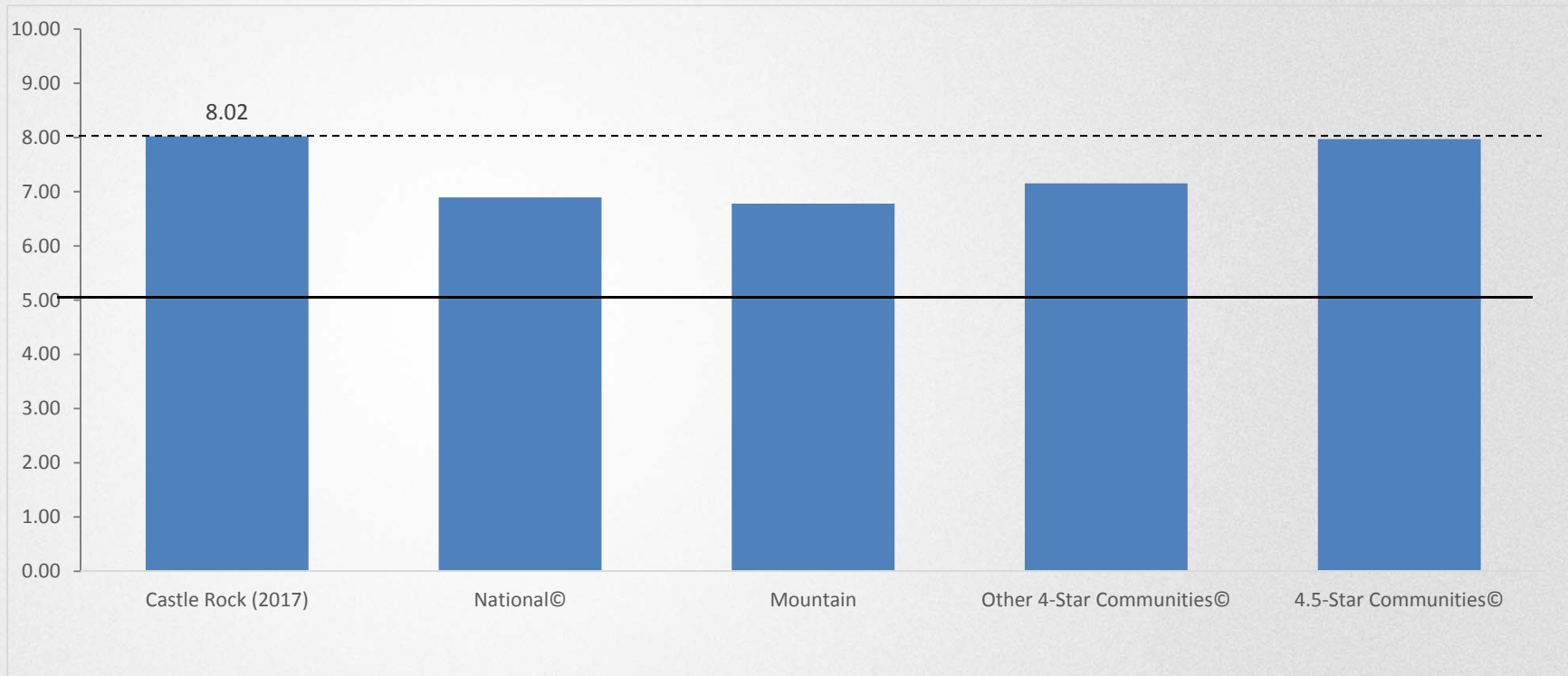
OVERALL QUALITY OF LIFE

Nearly all residents say the overall quality of life in Castle Rock meets or exceeds their expectations

- Results are similar to 2015 and 2013



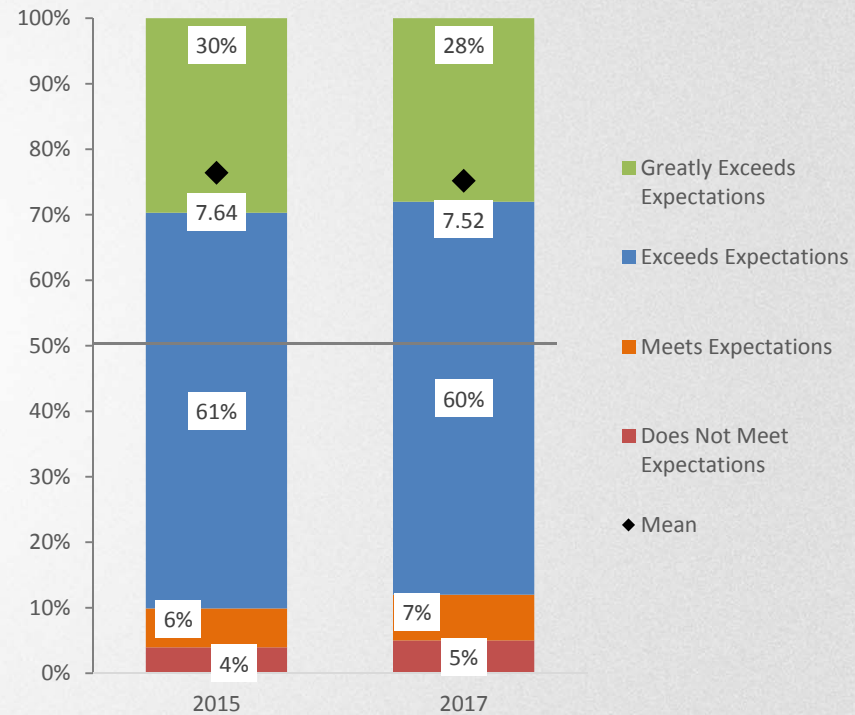
OVERALL QUALITY OF LIFE



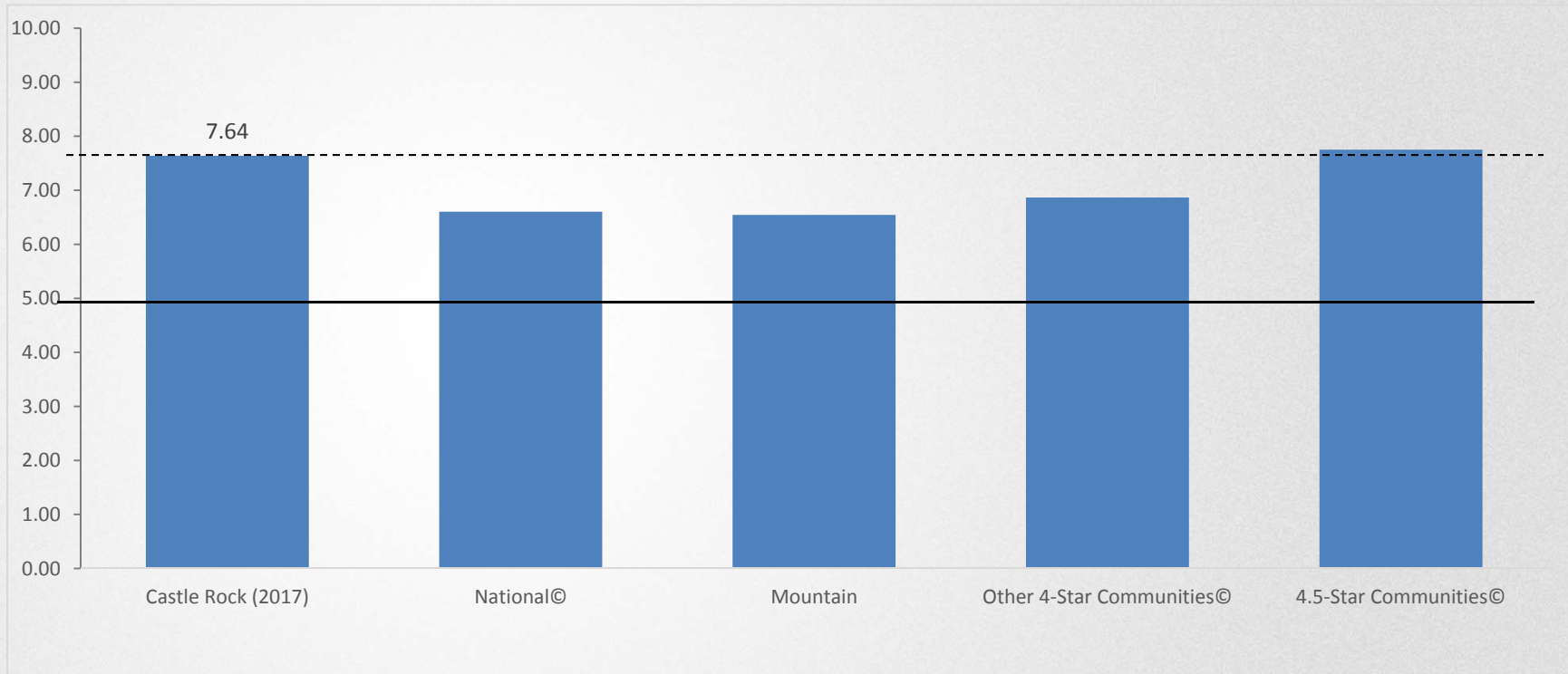
QUALITY OF TOWN SERVICES

Nine out of ten Castle Rock residents say that the quality of services provided by the Town “Exceeds” or “Greatly Exceeds” their expectations

- Results are similar to 2015



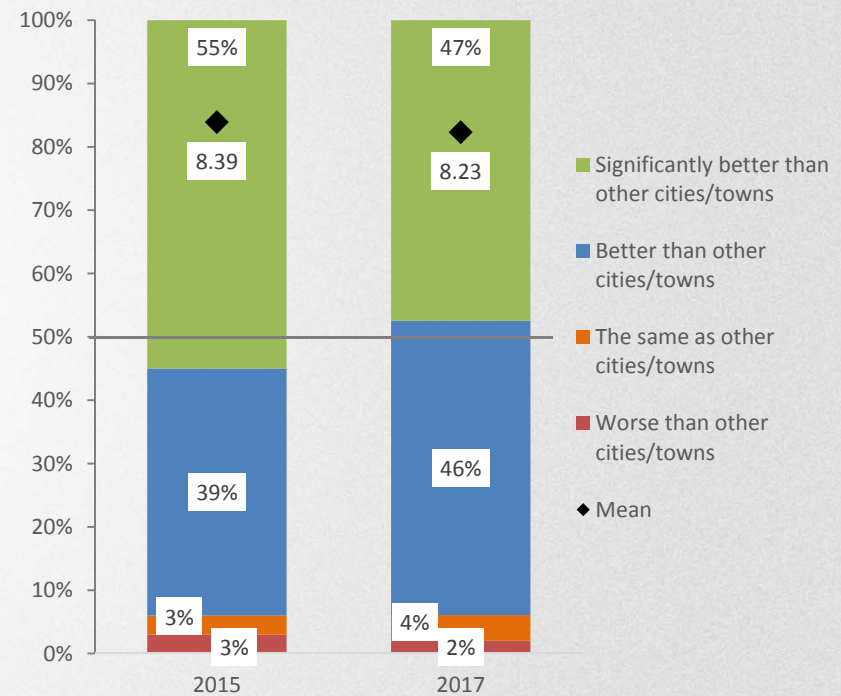
QUALITY OF TOWN SERVICES



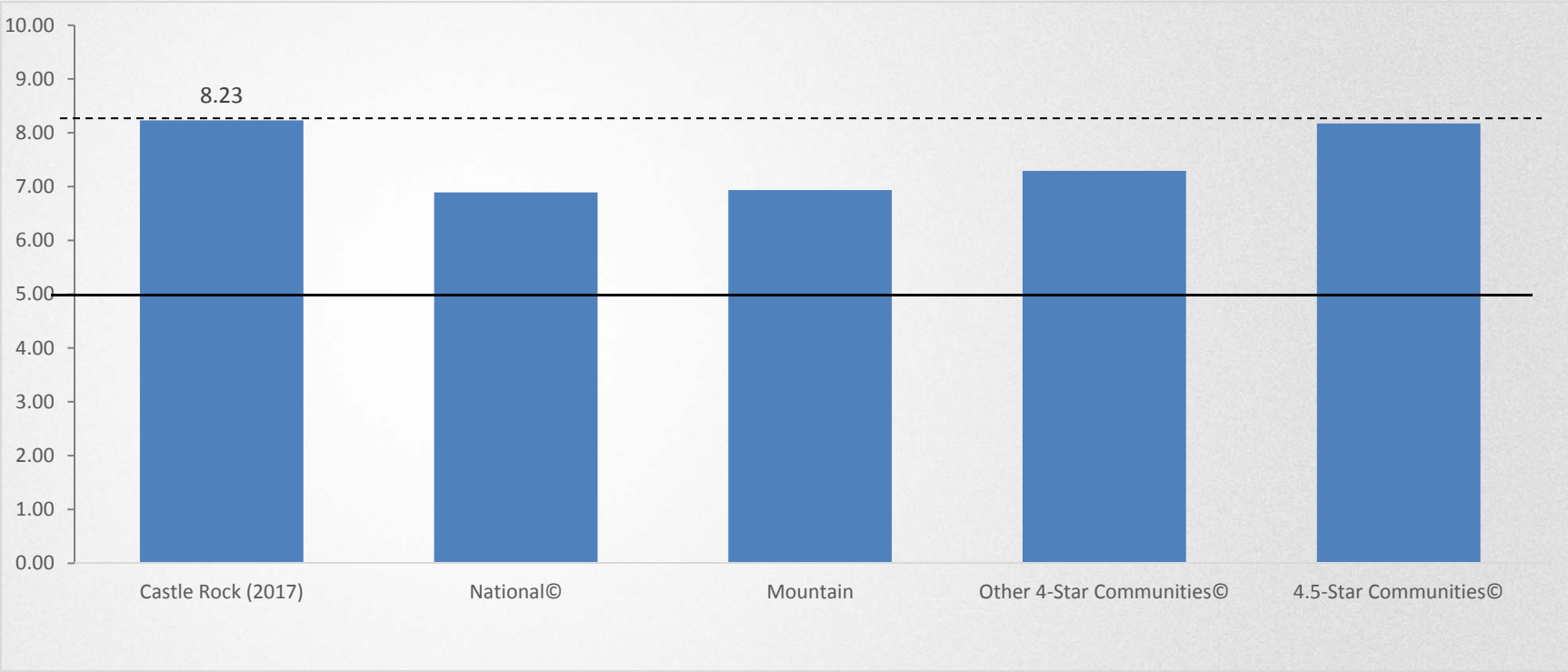
COMPARED TO OTHER COMMUNITIES

When comparing the Town to other communities, Castle Rock shines

- Nearly all residents say that Castle Rock is somewhat or significantly better than other communities
- Results are similar to 2015



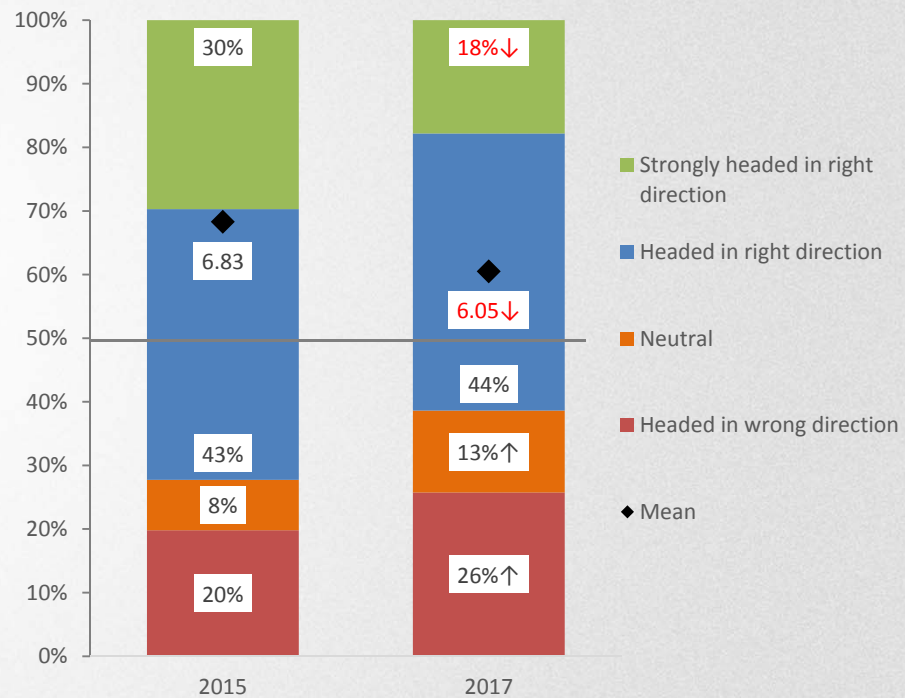
COMPARED TO OTHER COMMUNITIES



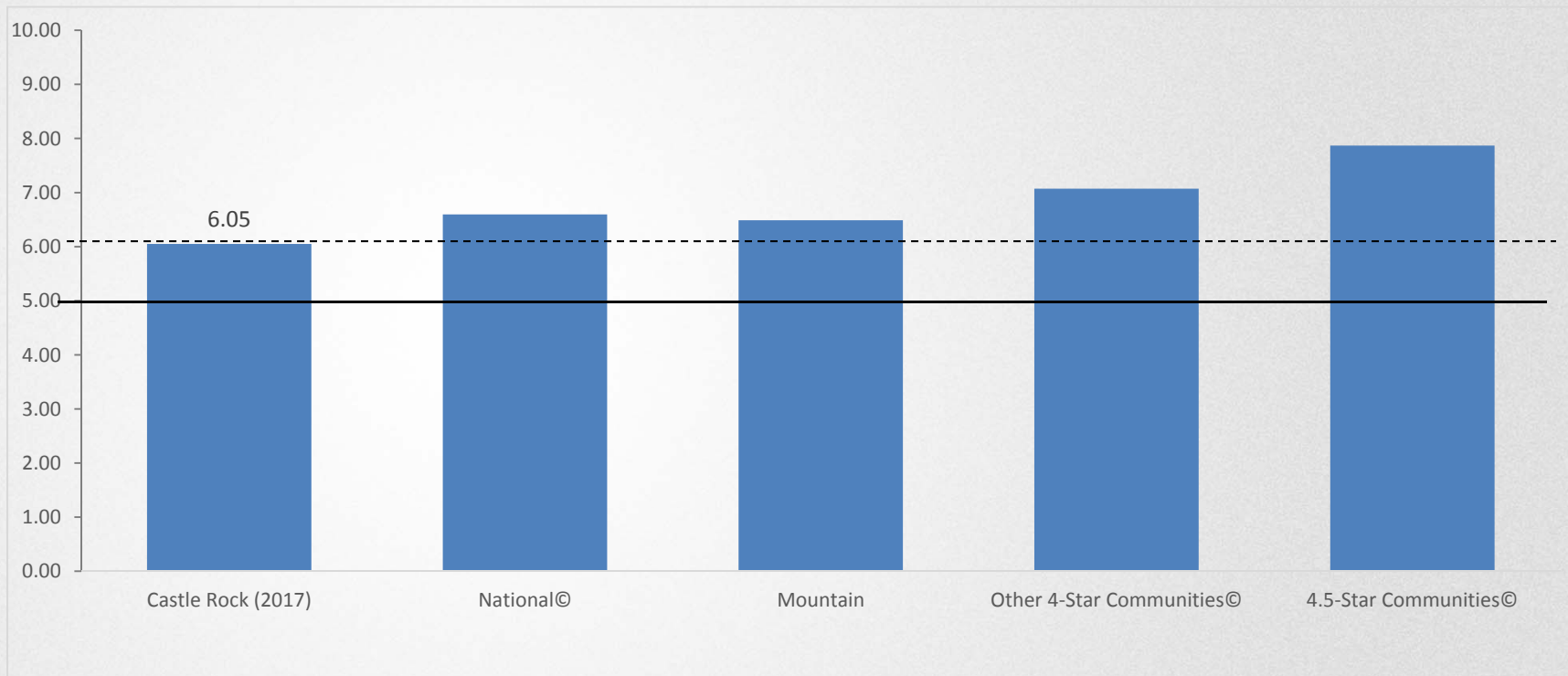
DIRECTION TOWN IS HEADED

Six in 10 residents think the Town is headed in the right direction; one quarter say the Town is headed in the wrong direction

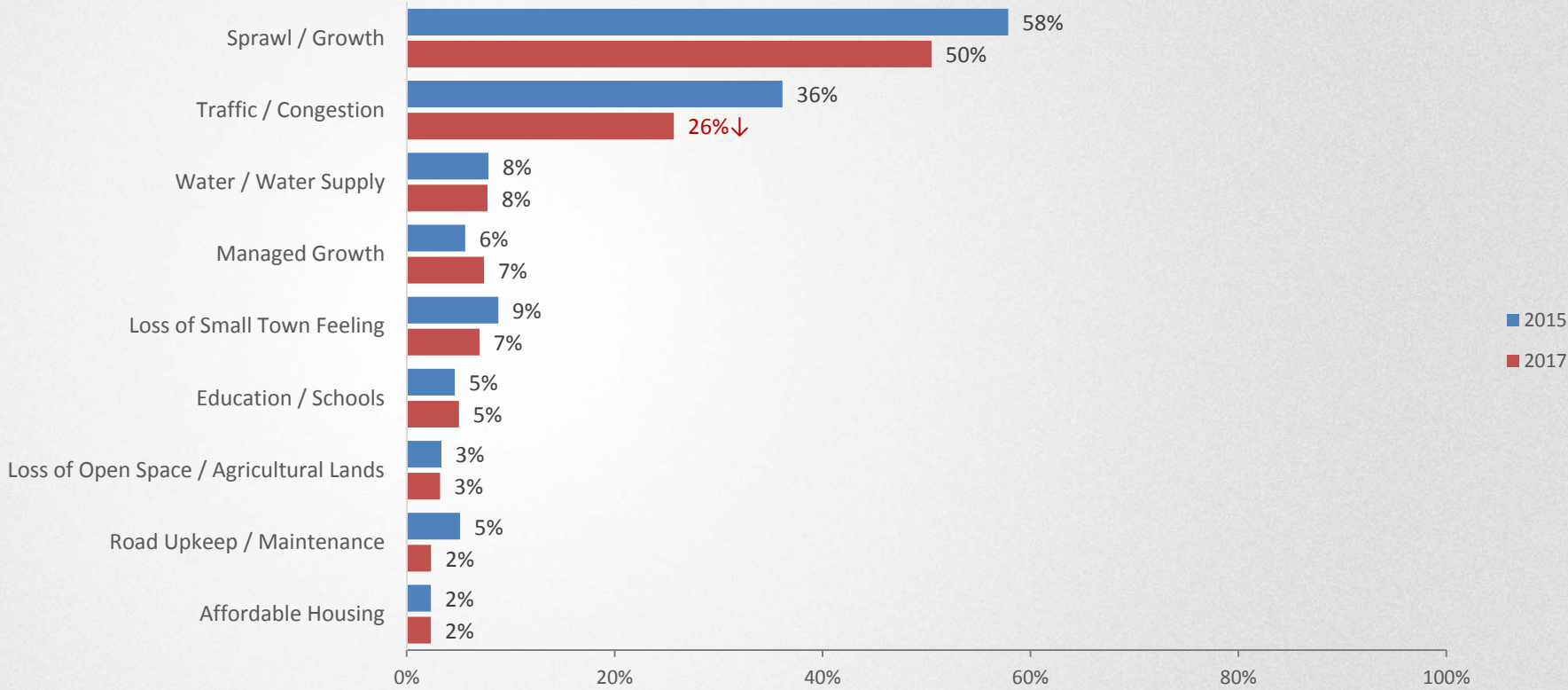
- This has decreased from 2015 and most likely represents concerns over growth



DIRECTION TOWN IS HEADED

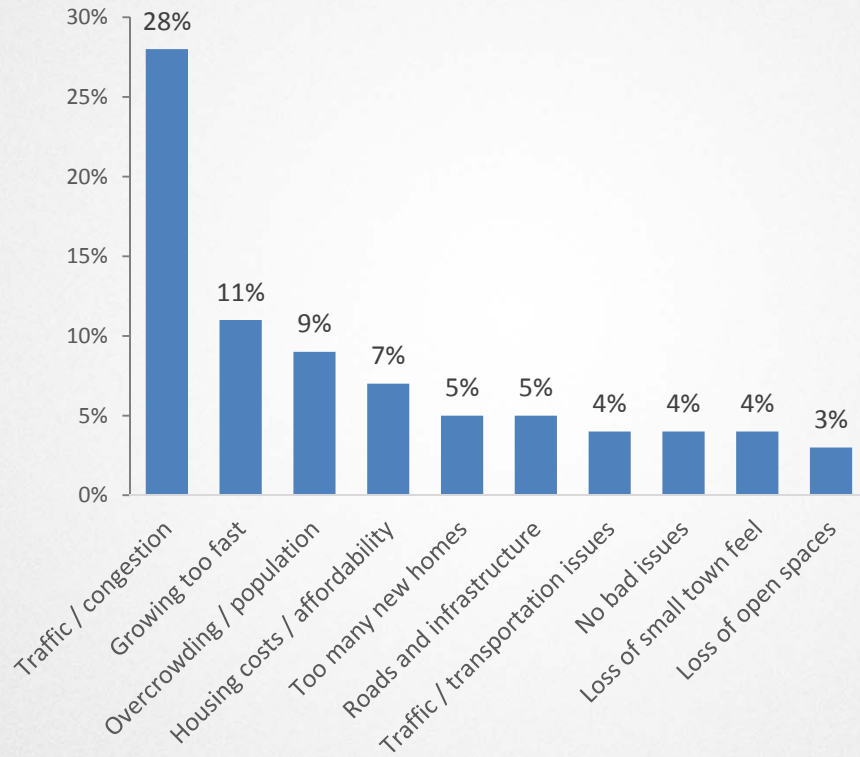


BIGGEST ISSUES FACING TOWN

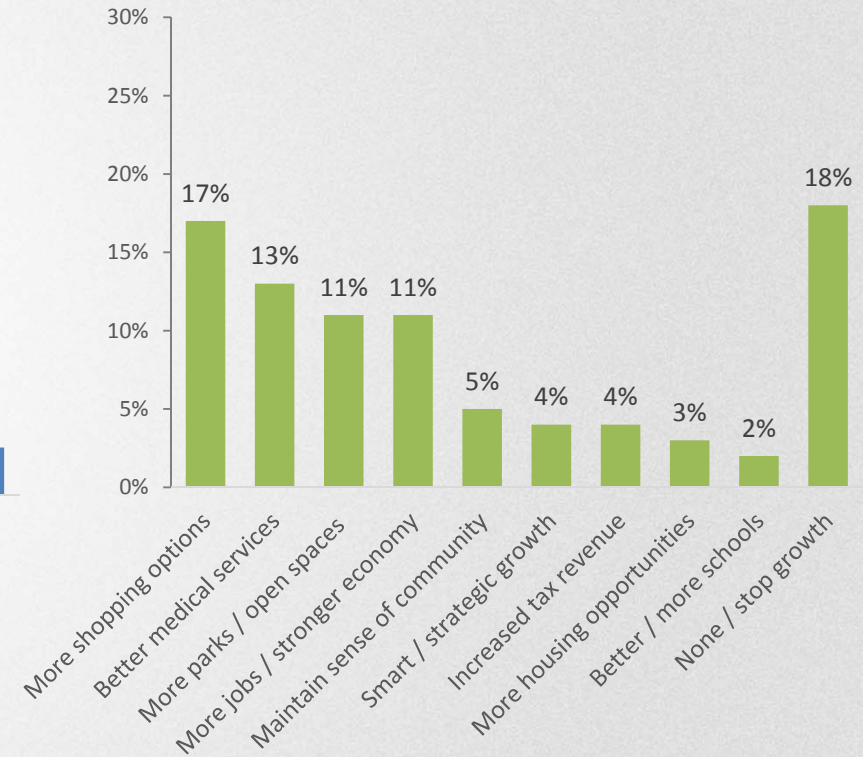


GROWTH

Stressful Aspects of Growth



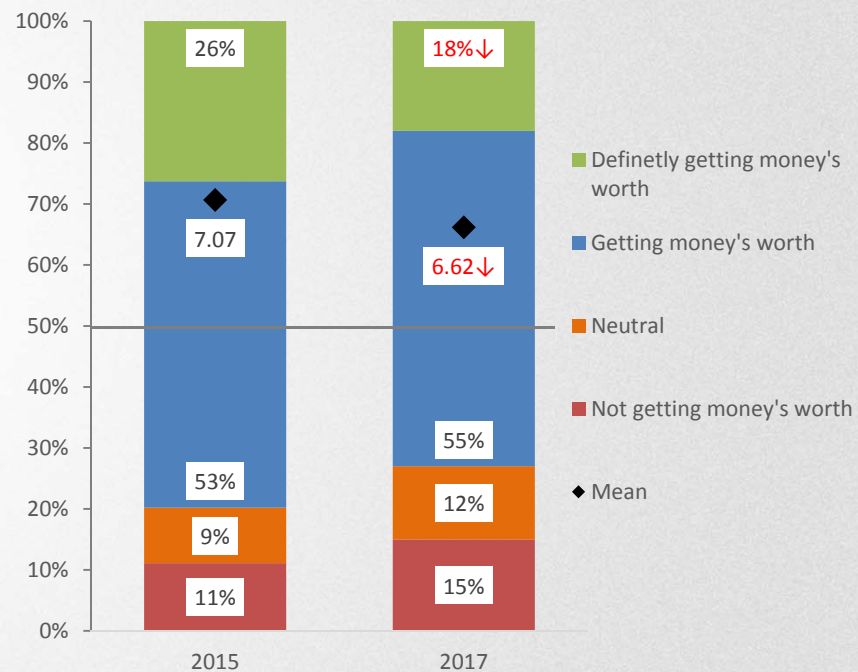
Positive Aspects of Growth



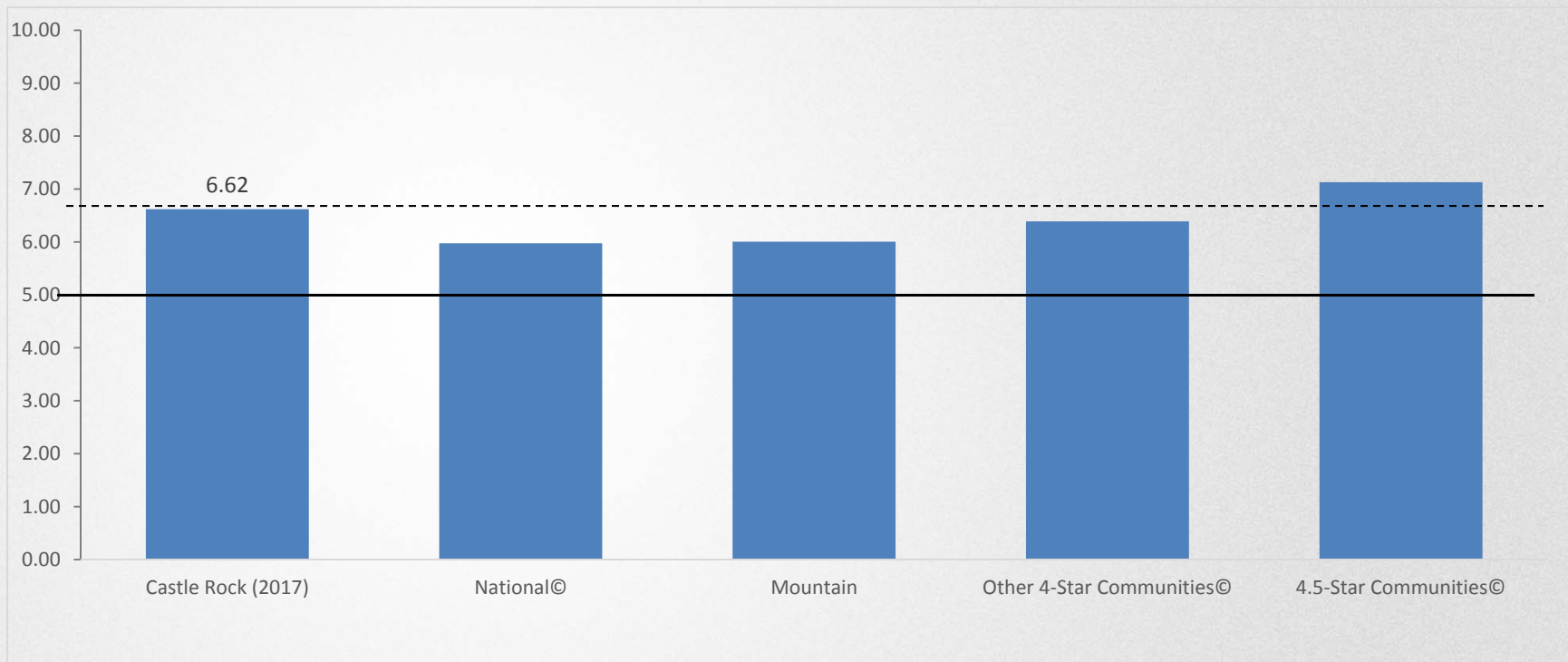
VALUE OF SERVICES

Four out of five residents say they are getting their money's worth for their tax dollars

- This has decreased compared to 2015 – especially among those who have lived in Castle Rock five or more years

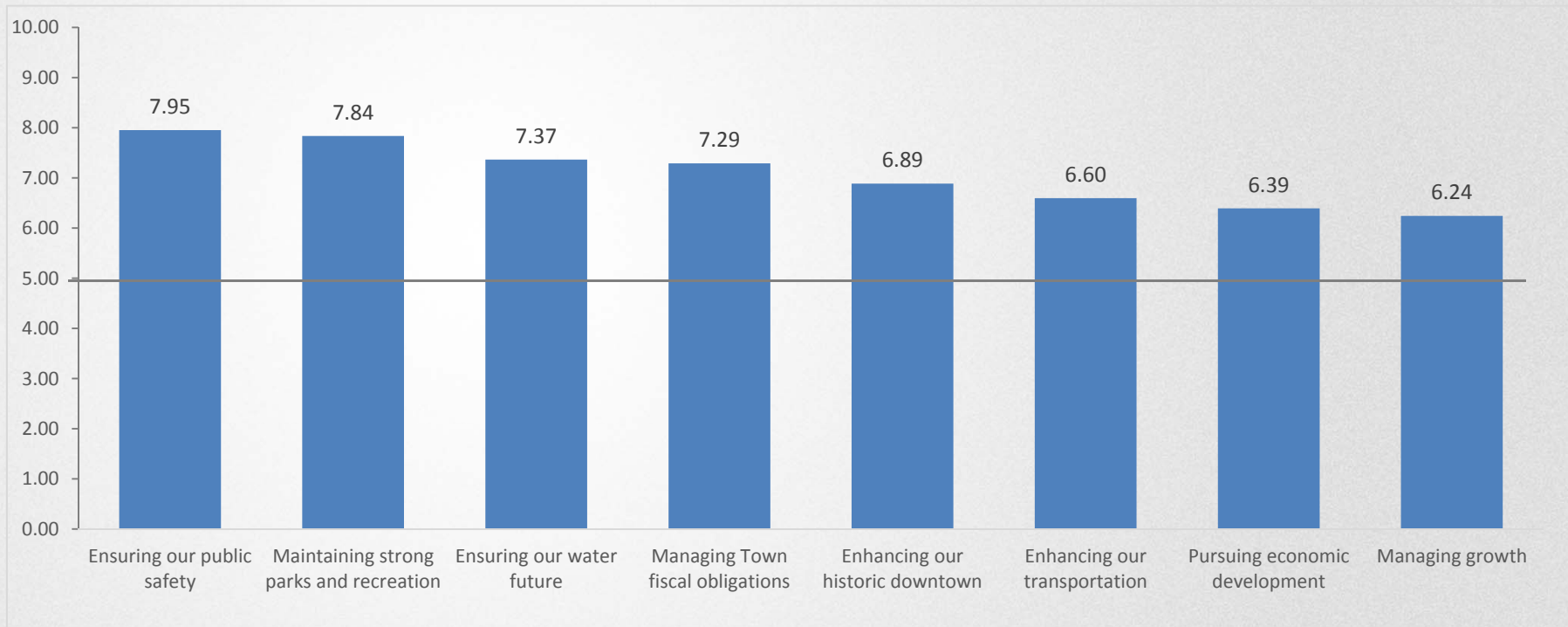


VALUE OF SERVICES



STRATEGIC PRIORITIES

Residents believe all eight priorities identified in the Town's 2017 Budget are on the right path and leading the Town in the right direction.



RESOURCE ALLOCATION

		Importance			
I M P O R T A N C E	Local Community ↘	Mobility ↘ [IMPROVED]	Government Involvement ↘	Water	Public Safety
	Overall sense of community ↘ [DECREASED]	Convenience / accessibility of roads ↘ [IMPROVED]	Seeks residents' involvement and input ↘ [DECREASED]	Value of service for rates paid ↘	Plans for major disasters ↘
	Aesthetics and quality of Town structures ↘	Cleanliness of streets ↘ [IMPROVED]	Keeps residents informed regarding parks and recreation ↘	Secure / manage long-term water ↘	Confidence in PD to provide safe and secure community ↘
	Cost of living ↘ [DECREASED]	Level of congestion on streets ↘	Keeps residents informed regarding Town happenings [DECREASED]	Water conservation programs ↘ [DECREASED]	Frequency of patrols ↘
	Availability of healthy lifestyle activities ↘	Adequacy of walking / biking paths ↘ [DECREASED]	Keeps residents informed regarding water initiatives	Quality of water ↘	Response time
	Opportunities for youth	Traffic signal timing [IMPROVED]		Customer service	Preparedness for routine emergencies
	Employment opportunities [IMPROVED]	Overall condition of road surface [IMPROVED]		Easy to understand bill	Approachability of Police officers [IMPROVED]
	Ability to buy things locally [IMPROVED]				

OTHER KEY FINDINGS

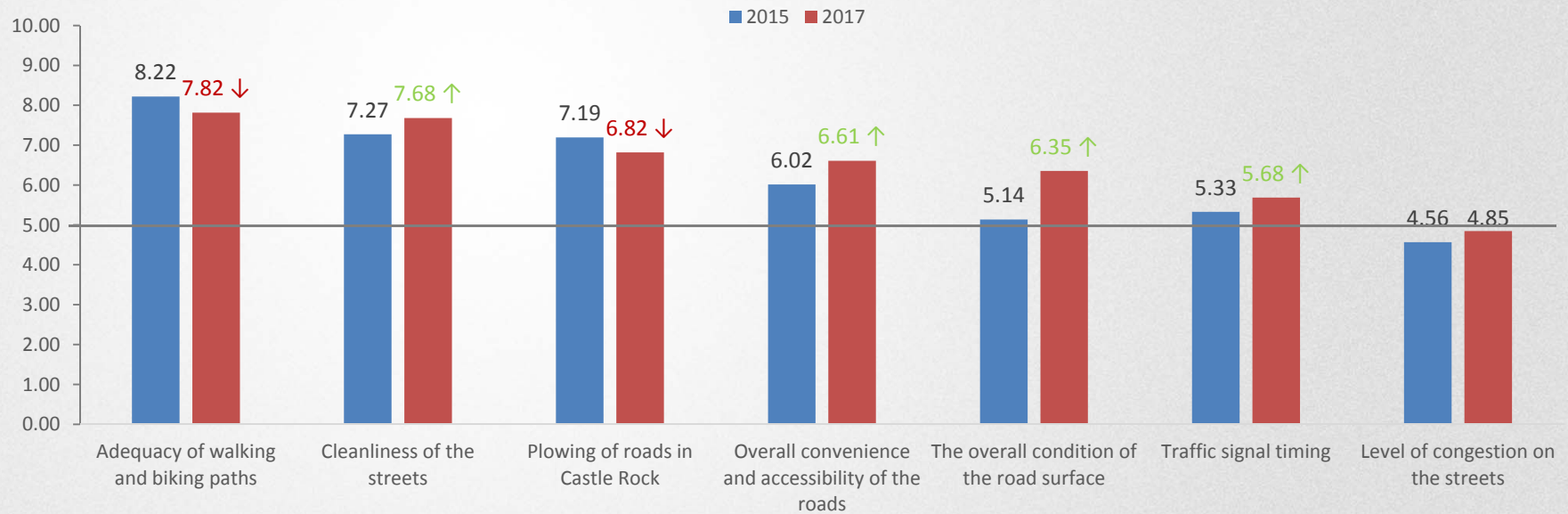
Planning for Growth	<ul style="list-style-type: none">• When asked what areas the Town should focus on as the population expands, using development techniques that can be maintained for generations and maintaining the Downtown core remain the two priorities.
Police and Fire	<ul style="list-style-type: none">• Residents are confident in the Police Department to provide a safe and secure community and are confident in the Fire and Rescue Department's ability to respond to emergencies.
Public Works/ Mobility	<ul style="list-style-type: none">• Most aspects related to mobility showed improvement from 2015 to 2017. This includes cleanliness of the streets, overall convenience and accessibility of roads, the overall condition of the road surface and traffic signal timing.

MOBILITY

Four out of seven aspects of mobility have improved.

- Greatest improvement was for overall condition of road surface.

Adequacy of walking and biking paths, and plowing of roads decreased.



OTHER KEY FINDINGS

Water

- Residents rate Castle Rock Water services quite high, specifically regarding the quality of services being provided.
- Education continues to be key regarding the Town's long-term water issues. One-third of Castle Rock residents still say they do not know enough about this issue or the Town's strategy for dealing with it to make an informed decision on if the Town has the right plan.

Parks and Recreation

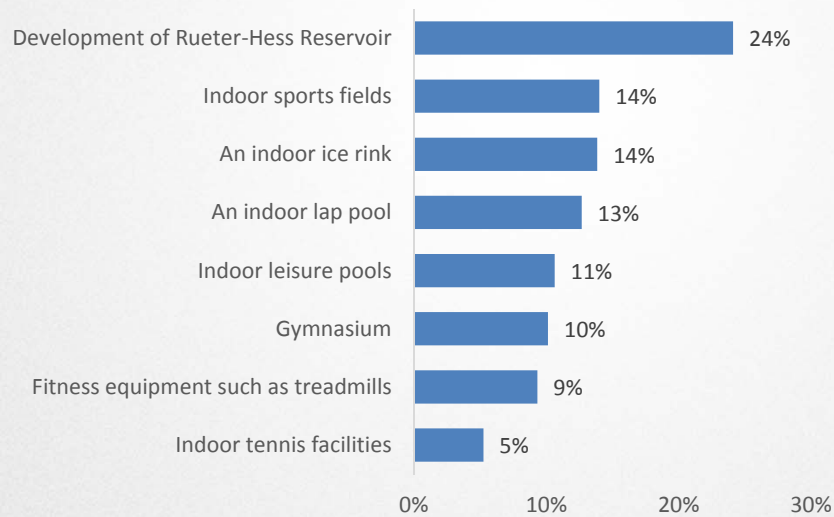
- The vast majority of residents have visited one of the Town's parks or used one of the trails or open spaces in the past year.
- Over eight out of 10 residents surveyed said they are getting their money's worth when it comes to Parks and Recreation activities – this is the same as in 2015.

PARK DEVELOPMENT PRIORITIES

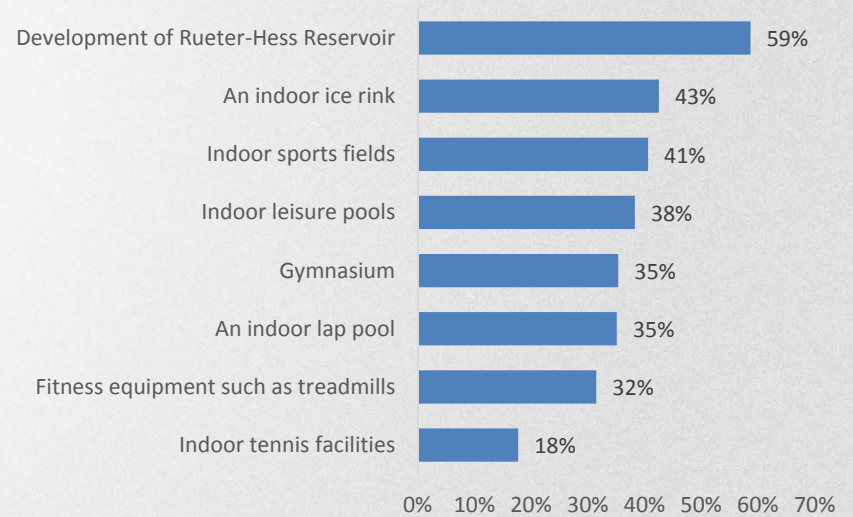
Residents show a clear preference for the development of facilities at the Rueter-Hess Reservoir.

- Other top items are development of indoor activities

First Choice



% Making Top 3



OTHER KEY FINDINGS

Castle Rock as a Place to Live

- Residents are most likely to recommend Castle Rock as a place to raise children. While ratings have improved since 2015, they are least likely to recommend the Town as a place to work.
- Ratings for how the Town does at listening to residents and keeping them informed of Town happenings have decreased, though they remain above national benchmarks and similar to other 4-Star communities. The Town should focus attention on these areas.

Special Topics

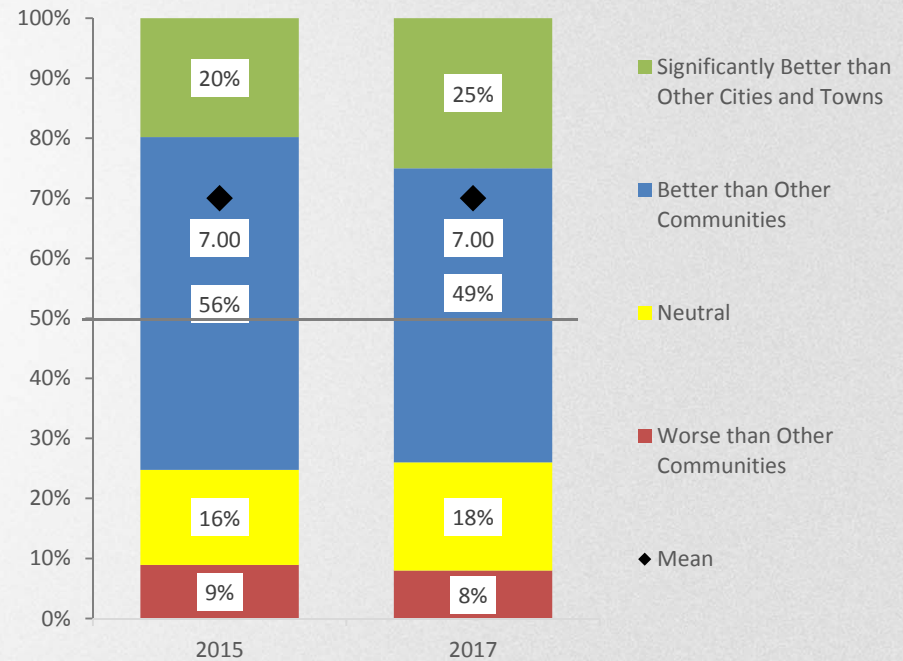
- While there is support for the Town investing in public transportation services within Town limits, support drops when residents are asked about their willingness to pay for such a system – more than half of residents are not willing to pay an additional tax to develop a transportation system.
- Nearly two-thirds of resident respondents support the Town implementing a lodging tax, and 60 percent support a five-year TABOR “time out” for police, fire/EMS and transportation purposes.

BUSINESS: OPERATING A BUSINESS

211 businesses responded, for a margin of error +/- 6.3%

Just under three out of four owner/operators said Castle Rock is a better place to operate a business than other communities

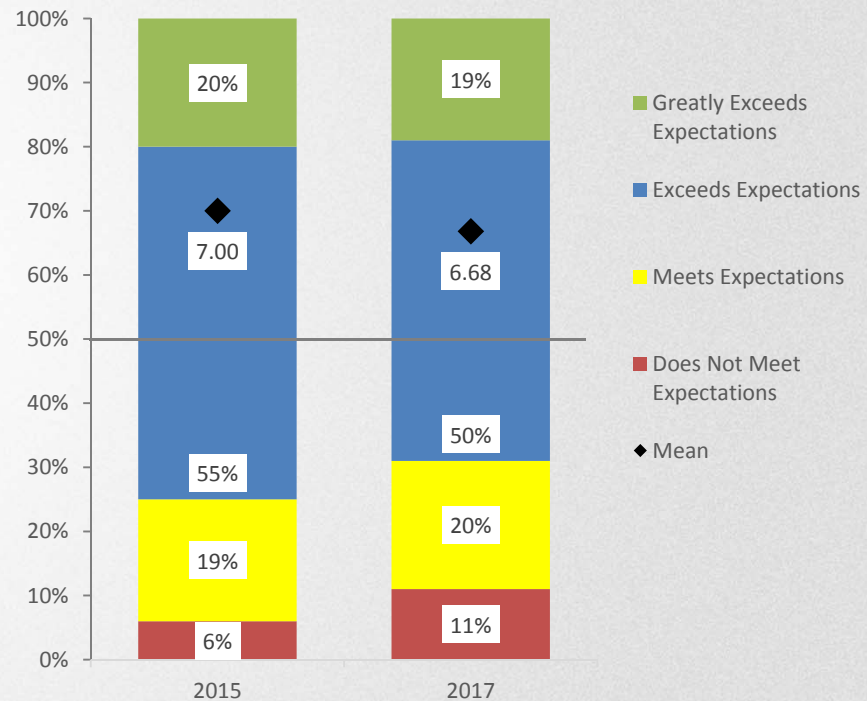
- Results are similar to 2015



BUSINESS: QUALITY OF SERVICES

Seven out of 10 business owners/operators say the quality of Town services exceeds their expectations

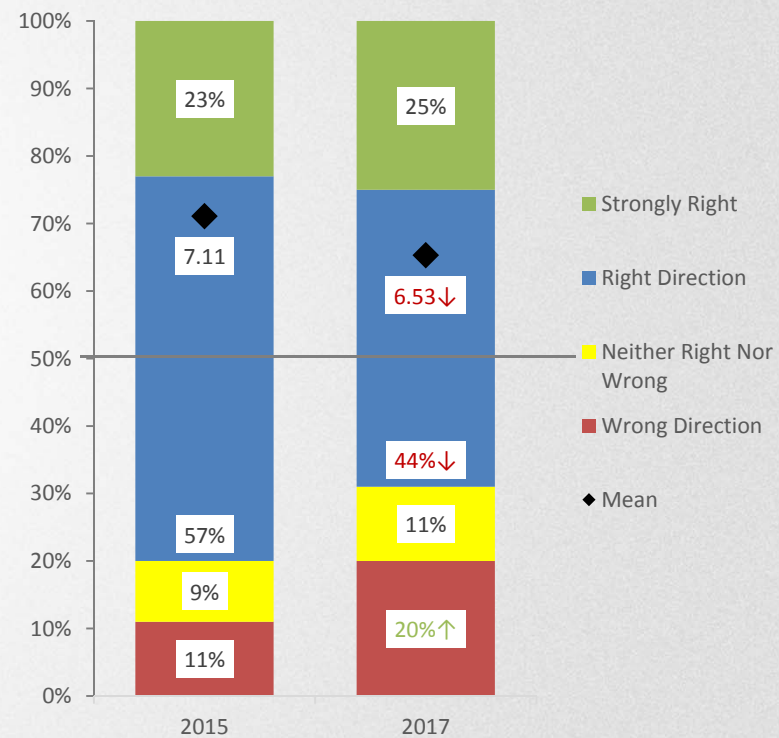
- Results are similar to 2015



BUSINESS: DIRECTION TOWN IS HEADED

Seven out of 10 business owners/operators believe the Town is headed in the right direction

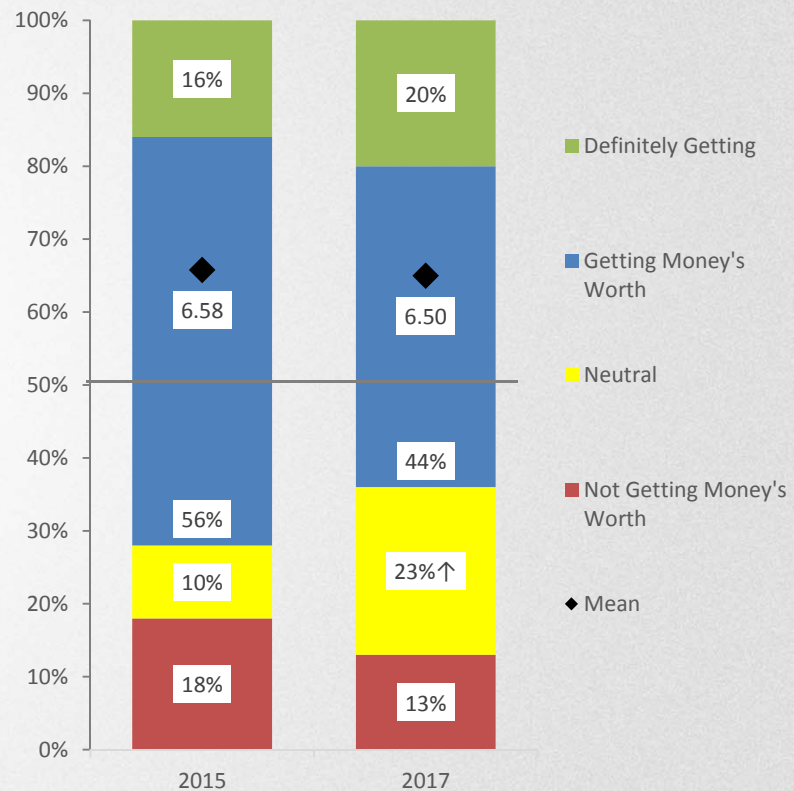
- Results are lower than 2015
- Businesses give higher rating than residents (6.05)



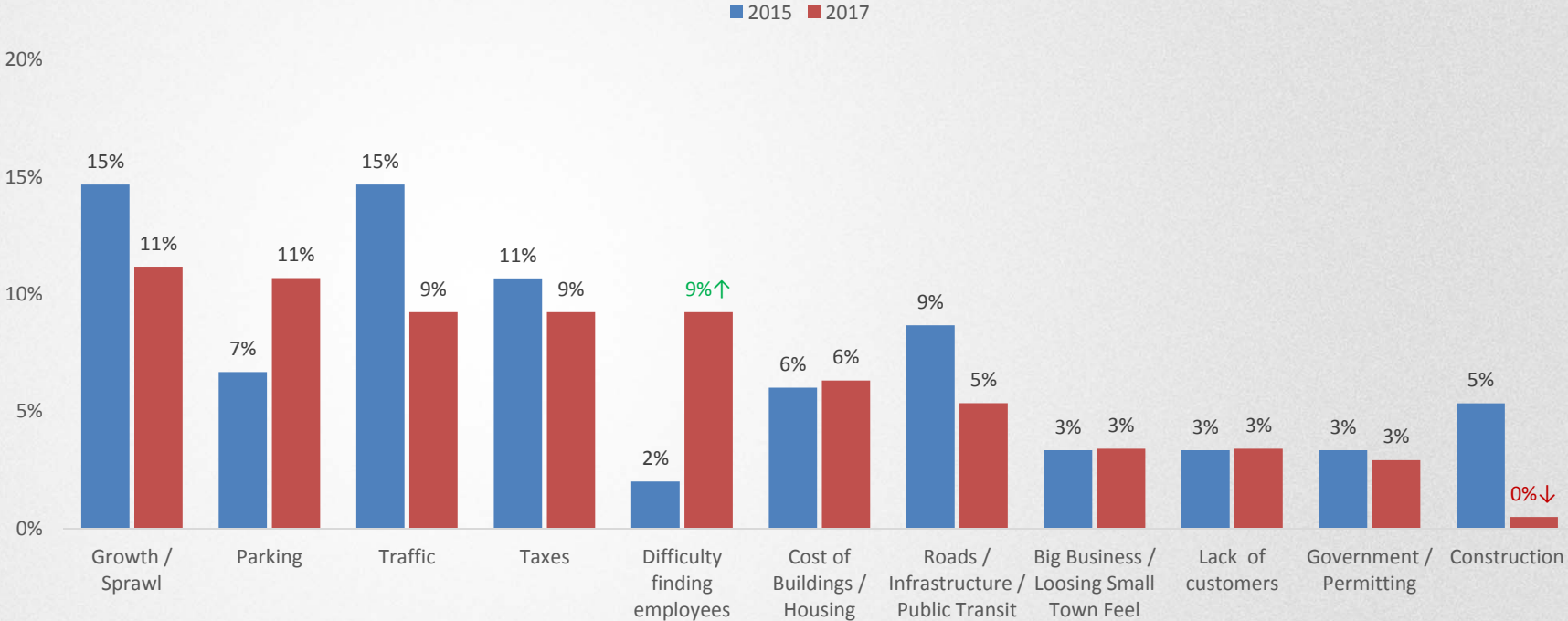
BUSINESS: VALUE OF SERVICES

Nearly two out of three business owners/operators believe they are getting their money's worth for their tax dollar

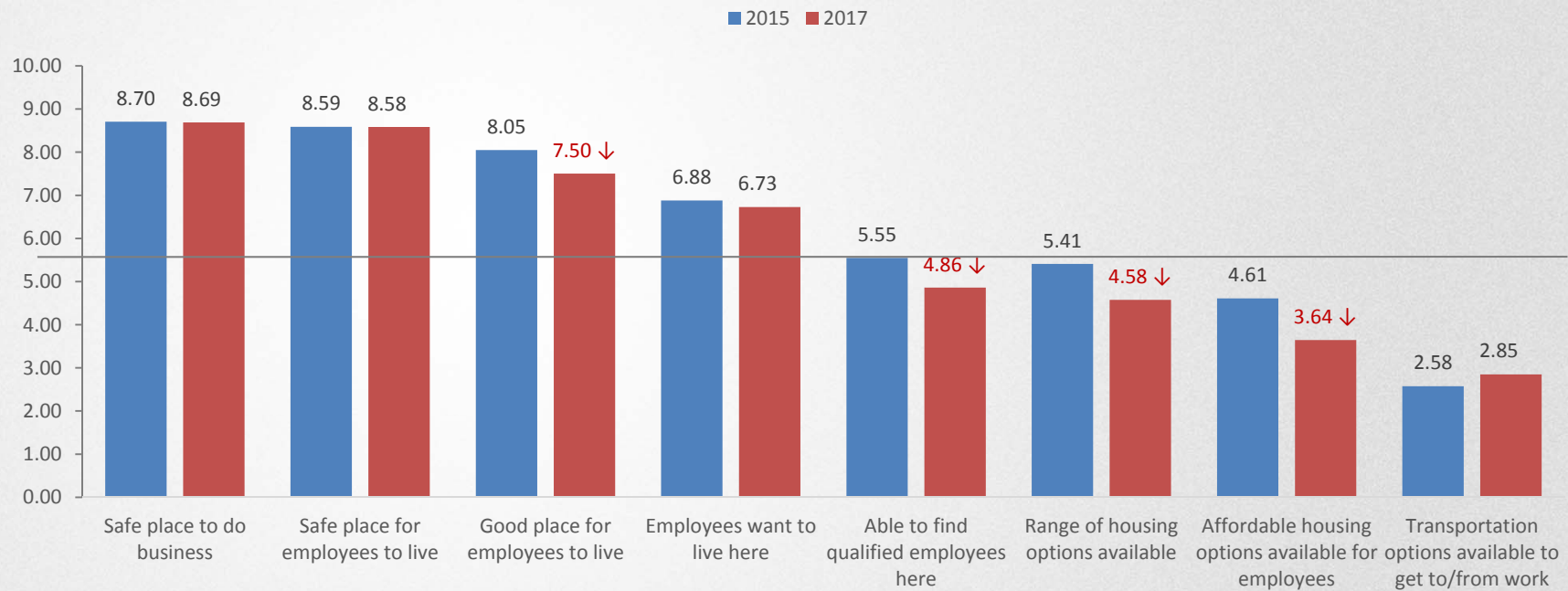
- One out of five think they are “definitely” getting their money's worth
- Compared to 2015, there has been a shift toward “neutral”



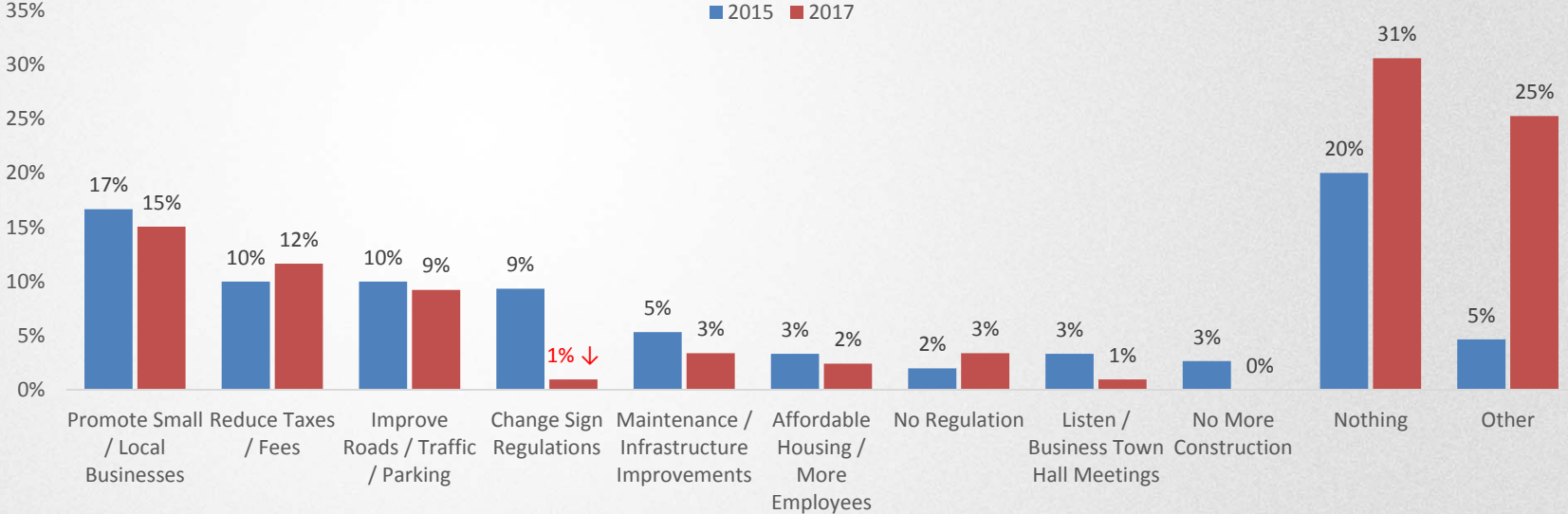
BUSINESS: BIGGEST ISSUES



BUSINESS ENVIROMENT



BUSINESS: HOW CAN THE TOWN HELP?





NEXT STEPS/QUESTIONS

Following the 2015 survey, concerted efforts were made to increase investments in transportation, as well as with regard to seeking residents' involvement and input – efforts in both these areas are expected to continue

Staff encourages Council to discuss the survey results and any potential additional desired action items