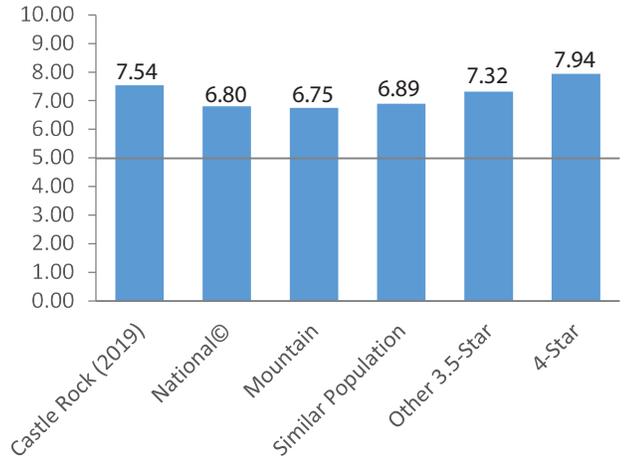
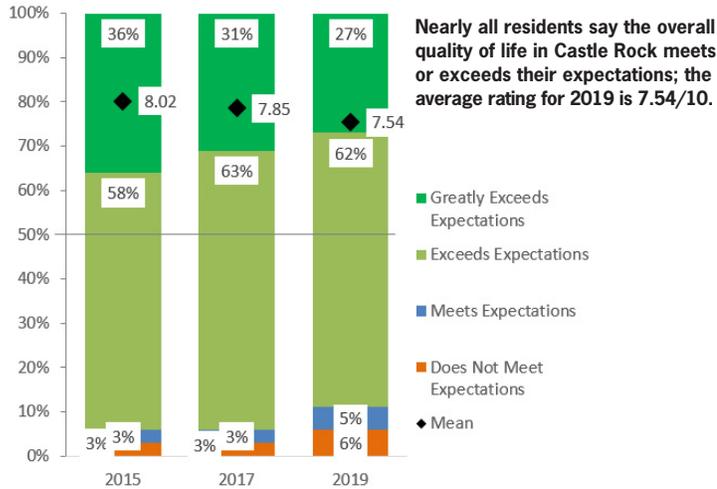


2019 community survey results

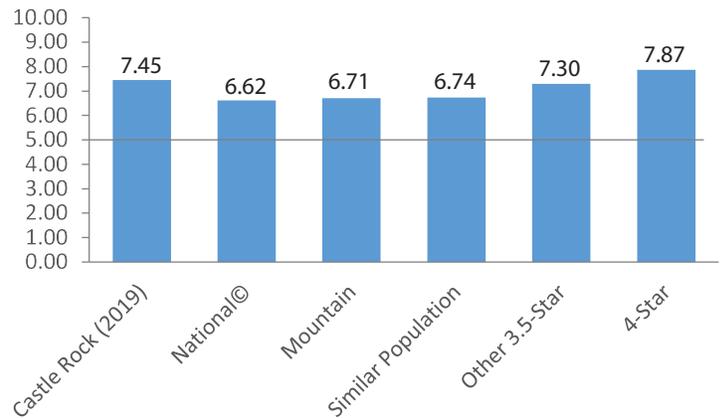
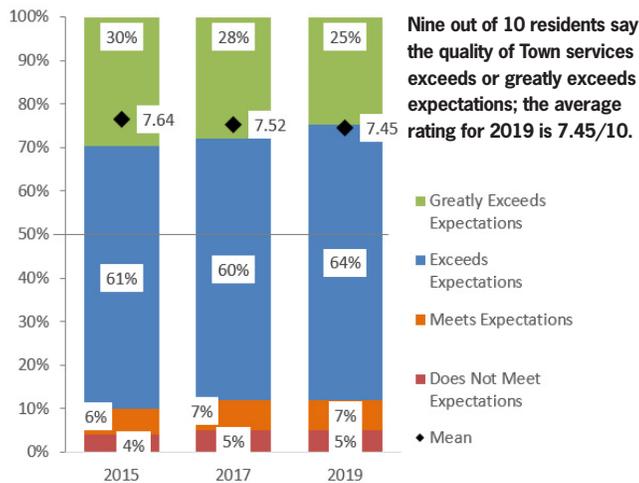
Scientific survey

Since 2011, the Town has conducted a survey of residents and businesses every other year to solicit feedback from the community. 588 residents responded to the 2019 survey, which was conducted Feb. 19 to March 18. Business results will also be available by the end of April; view results at CRgov.com/2019survey.

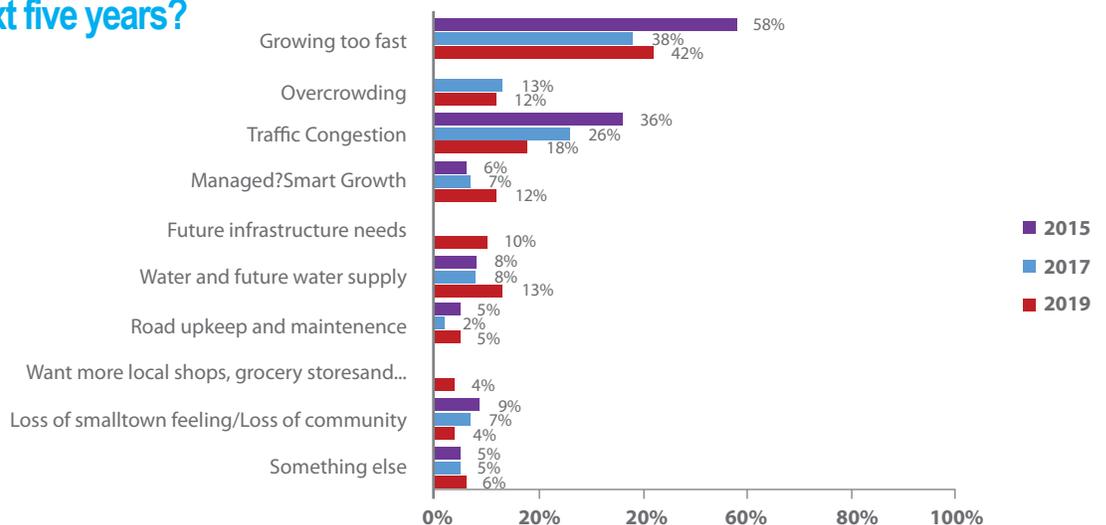
How would you rate the overall quality of life in Castle Rock?



How would you rate the overall quality of services provided by the Town of Castle Rock?



Open-ended question: What would you say is the single most important issue facing Castle Rock in the next five years?



2019 community survey results

53 performance questions were asked. Here's how the ratings broke down:



50 performance measures could be compared to 2015:



Ratings improved for:

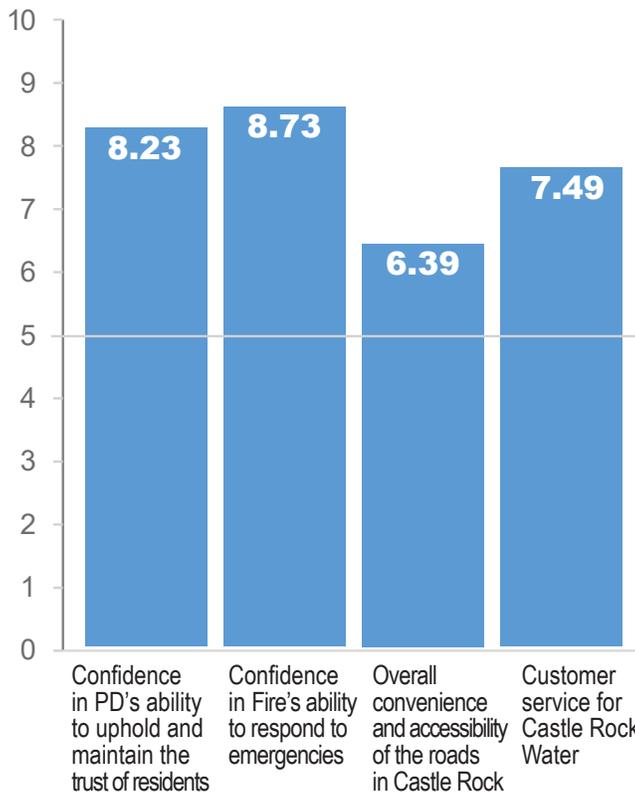
- Keeping residents informed
- Seeking residents' involvement and input
- Informing residents of water services/project
- Informing residents of parks/rec initiatives
- Transparency of Town business on website

Ratings decreased for:

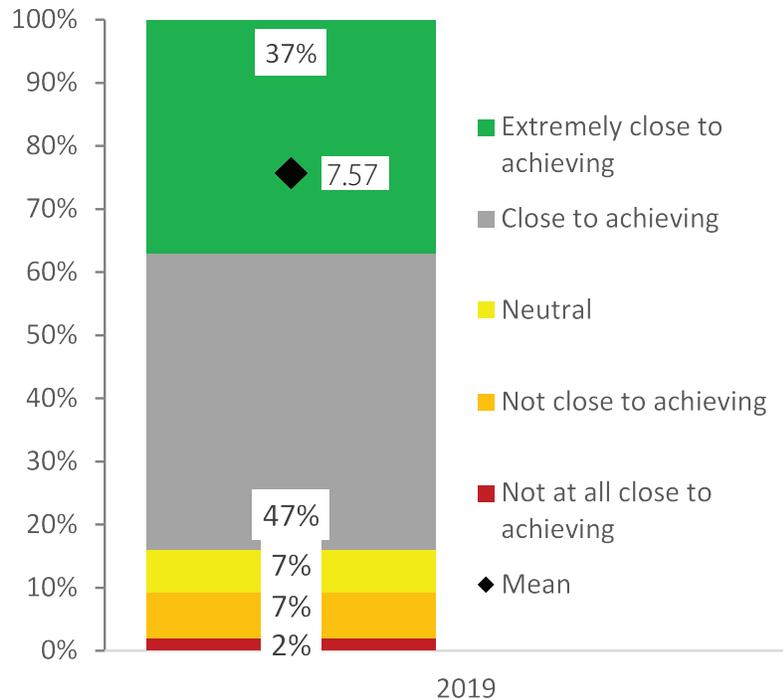
- Overall quality of life
- Direction the Town is headed
- Employment opportunities in Town
- Opportunities for youth
- Castle Rock as a place to retire
- Overall quality of water
- Value for parks/rec feeds paid

Town services

Many of the performance questions regarded Town services. Here is a sampling of those results. For full results, visit CRgov.com/2019survey.

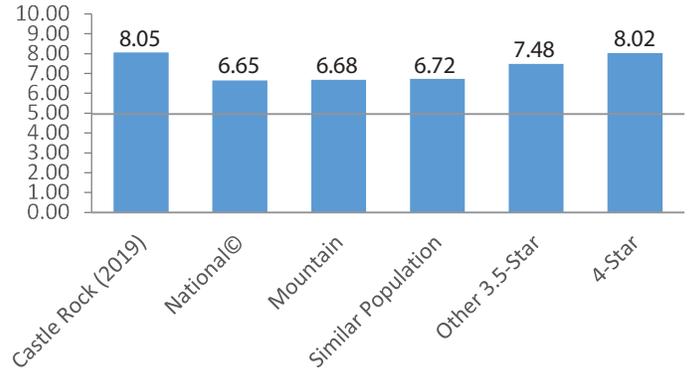
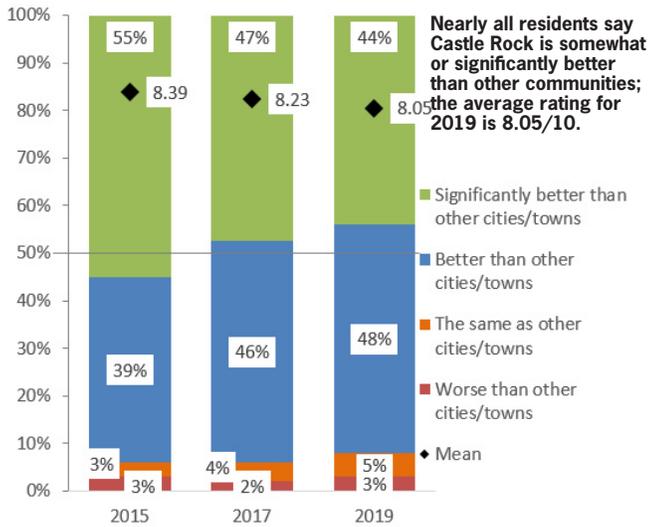


The Parks and Recreation Department has a goal of providing a park or open space for recreation within roughly half a mile of each household. Do you feel that the Town is achieving that goal?

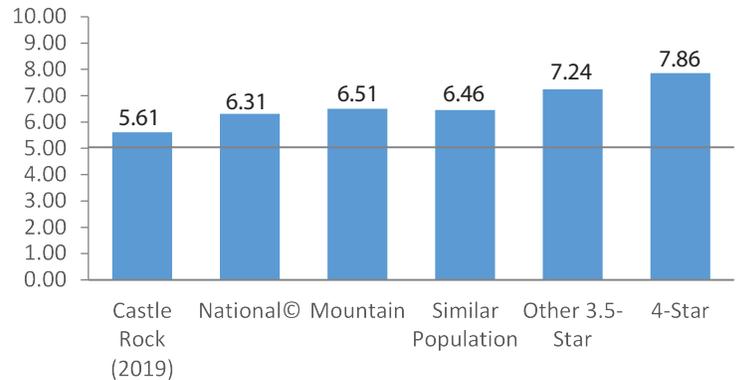
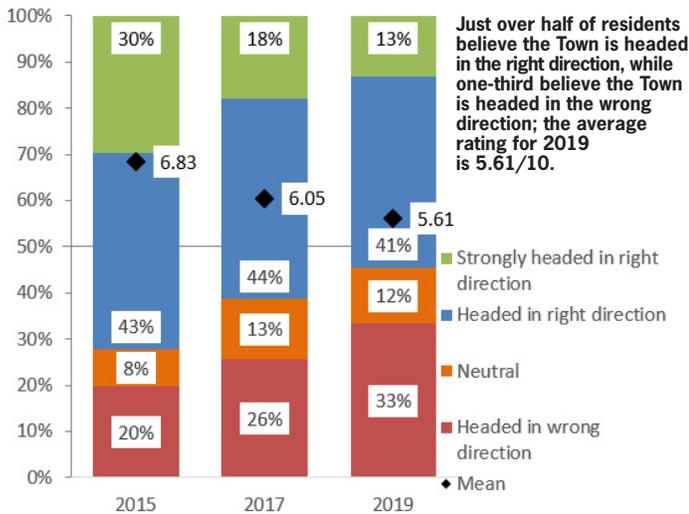


2019 community survey results

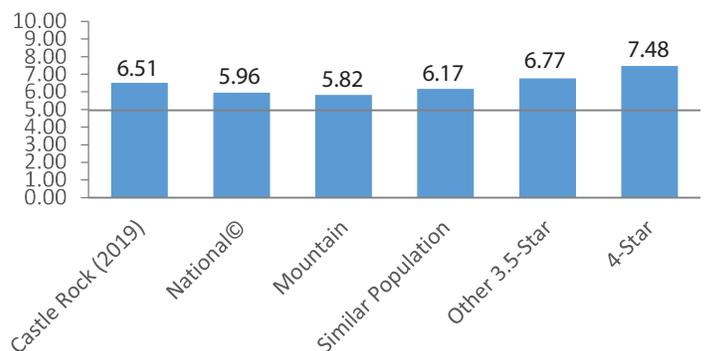
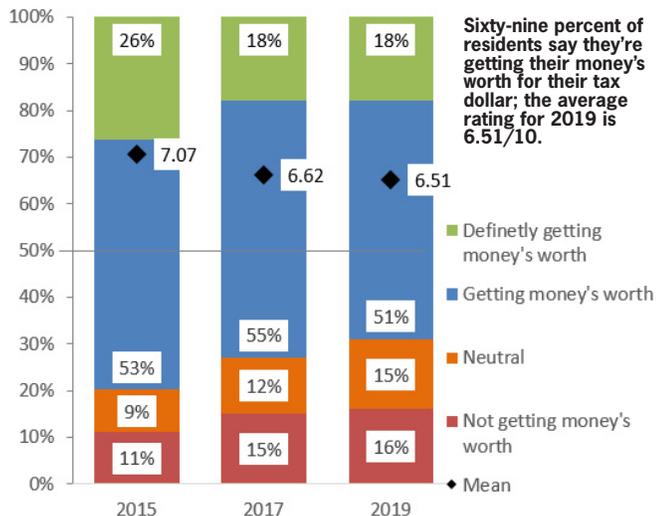
Compared to other cities and towns, how would you rate Castle Rock as a place to live?



Overall, would you say Castle Rock is headed in the right or wrong direction?



Do you feel you are getting your money's worth for your city tax dollar?



2019 community survey results

As key as the survey results are the actions they ignite. Following the 2017 community survey, an online focus group was convened to further explore several key areas from that survey: value of services; growth; community character; parks priorities; and water planning.

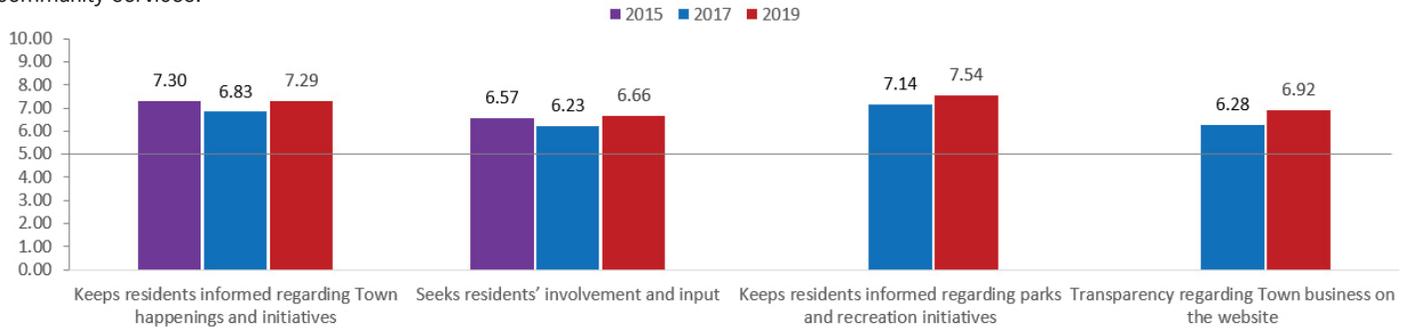
Staff identified concrete responses to undertake related to each issue.

With regard to value of services, the online community said it would like to see more transparency regarding how tax dollars are being spent. In the 2019 survey, one of the ratings that improved over 2017 was transparency regarding Town business on the website, which increased to 6.92 from 6.28.

To help ensure infrastructure keeps pace with growth, as the online community requested, Town Council adopted increases to the Town's development-related fees. Further, construction is underway on the Town's first new neighborhood park since 2012.

Finally, staff initiated simplified communications surrounding the Town's water plans, including creating a "Most Hydrated Man" video series. Ratings regarding the Town's efforts to keep residents informed regarding water services and projects improved from 6.59 in 2017 to 7.33 in 2019.

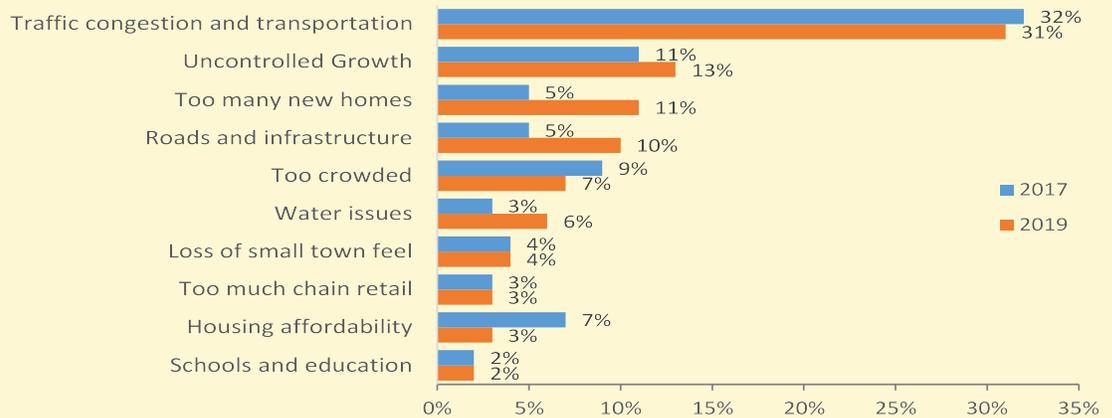
These outcomes demonstrate some of the ways the Town can use these survey results to spur positive changes to improve the quality of our community services.



Planning for growth

Residents were asked, using a one- or two-word phrase, which aspect of growth was causing the most stress and to describe a positive aspect of growth. Traffic congestion was causing the most stress, and access to amenities is seen as the biggest benefit.

What aspect of growth in Castle Rock is causing you the most stress?



What aspect of growth in Castle Rock do you consider most beneficial?

