



2019 Castle Rock Community Survey

**Report Submitted
April 2019**

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INTRODUCTION

BACKGROUND AND OBJECTIVES

Home to nearly 70,000 residents, the Town of Castle Rock provides police, fire and rescue, parks and recreation, development, public works, and water services to residents, as well as general government services of community relations, facilities, finance, human resources, innovation and technology, and a municipal court system. Beginning in 2011, the Town has conducted a biennial survey of residents and businesses to gauge local attitudes. The survey is intended to collect statistically reliable data that represents all Castle Rock residents, as well as reaching out to all businesses.

The 2019 Community Survey was built on the previous research efforts but was modified to address the changing environment for conducting market research and the changing needs of the Town. The survey provides insights into

- Perceived quality of life in Castle Rock and the extent to which residents and businesses believe the Town provides high-quality services, is headed in the right direction, and delivers value for the tax dollars paid
- Use and perceptions of Town services (public safety, roads and public works, water, parks and recreation)
- Community character

The 2019 Community Survey was conducted February 19 to March 18, 2019. Average survey length for residents was just over 32 minutes. The business interviews took an average of 15 minutes.

QUESTIONNAIRE DESIGN

The questionnaire design process began with a careful review of previous questionnaires. While key measures were retained, some questions were dropped or revised to provide higher-quality data. The average survey time was just over 32 minutes and included questions regarding:

- Castle Rock as a Place to Live
- Community Character
- Police and Safety
- Fire and Emergency Medical Services
- Public Works
- Castle Rock Water
- Parks and Recreation
- Strategic Priorities
- Planning for Growth
- Communications and Media
- Special Topics
- Demographics

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METHODOLOGY

Resident Survey

The methodology used an address-based sample, similar to the approach used in 2015 and 2017.

The sample frame was composed of a list of all addresses in Castle Rock—as defined by a shape file—including those indicating that post office boxes are the only way they get mail. NWRG drew a random sample of 15,000 households within the Town boundaries. This list was then matched against a comprehensive database to determine if the household had a matching landline or cell phone number. Additionally, email addresses were appended where possible.

- a. Households with no matching phone number or email address: A random selection of these households were sent a letter printed on Town letterhead and signed by Mayor Jason Gray asking them to complete the survey online or by calling a toll-free number. Each letter offered a PIN and a URL to access the survey.
- b. Households with an email address: All households with an email address were sent an email signed by the mayor asking them to complete the survey online. Residents who did not complete the survey online were followed up with via phone. Note, all of these households were put through a permission pass process prior to the study beginning. A permission pass is a process in which potential respondents receive an initial notification prior to the beginning of data collection. This allows us to remove any undeliverable email addresses, as well as provide people an early opportunity to opt out.
- c. If a matching phone number was found, the household was called and asked to complete the survey by phone.

With all data collection modes, respondents were screened to ensure that they were a head of a household (18 years of age or older) and living within Castle Rock’s town limits.

A total of 588 residents completed the entire survey. While this is less than the number who completed in 2015 and 2017, it is still well over the targeted 400 completed surveys and continues to be a higher response rate than seen in other cities and towns. Using a 95 percent confidence level, the margin of error for the entire sample is no greater than plus or minus 4.0 percentage points. This means that if the study were duplicated in the same time frame with a different 588 respondents, sampled in the same fashion, 95 times out of 100, the same result would occur, within the stated range.

Resident survey data are weighted to ensure that results of the 2019 Resident Survey are generally representative of the population of Castle Rock according to 2017 American Community Survey (ACS) 5-Year estimates. The first stage is weight-adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight is a post-stratification ranking weight to ensure that gender and age distributions of the sample match those of all Castle Rock residents. Unless otherwise noted, **weighted** data are used throughout this report.

Business Survey

A similar approach was used to reach licensed businesses located within the town limits. The Town provided NWRG with the list of 2,079 businesses with valid addresses and or phone numbers. A letter was sent to all businesses on the list with a valid address, asking participants to complete the survey online or by calling the data collection partner. Email invitations were sent to all businesses with a valid email address. Follow-up phone calls were made to businesses that did not respond. This approach resulted in a total of 199 interviews—111 completed online and 88 completed by phone. The margin of error for the business survey is no greater than plus or minus 6.6% at 95 percent confidence. Note that due to the small “universe” of businesses, the finite population factor is taken into account when determining statistical significance.

Open Community Survey

After the conclusion of the Resident Survey, the link to the online version of the questionnaire was opened so that all community members could participate. Two hundred forty-eight community members chose to complete the open online survey. While this report does not cover this data, the results to the open survey were similar to that of the sampled population. Additionally, the open-ended responses to the open survey are included in Appendix V.

Margin of Error

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. In simple terms, the margin of error means that if the same question were asked of a different sample but using the same methodology, 95 times out of 100, the same result within the stated range (margin of error) would be achieved.

The following table provides the margin of error for the resident and the business survey over the past four years.

Table 1: Error Margin of Error

Survey Year	Number of Completes	Margin of Error
Resident 2015	713	+/-3.6%
Resident 2017	720	+/-3.6%
Resident 2019	588	+/-3.9%
Business 2015*	150	+/-8.0%
Business 2017*	211	+/-6.3%
Business 2019*	199	+/-6.6%

QUALITY STANDARDS AND REPORTING CONVENTIONS

ISO

All work was conducted and is reported in accordance with ISO 20252: 2010 Market Research quality standards, and all respondents were assured that their responses would be kept confidential. No answers or opinions are tied back to individual residents or businesses, and responses are aggregated by neighborhood and analyzed by groups.

Trends

While there were changes and updates to the questionnaire, many questions were retained or are similar to questions asked in 2015 and/or 2017. Where possible, this report provides comparisons to previous data.

BENCHMARKING

Benchmarking is defined as “the routine comparison with similar organizations of administrative processes, practices, costs, and staffing to uncover opportunities to improve services and/or to lower costs.”¹ Benchmarking enables communities such as Castle Rock to

- Quantify measures of performance
- Quantify the gap between community performance and best practices
- Encourage focus on outcomes rather than simply performance

The sample frame for the benchmarking data consists of over 2,400 randomly selected households from across the United States. The sample frame was not designed to gather a specific number of completed surveys from a select number of cities. Therefore, there is no specific list of benchmark cities from which to compare. Benchmarking is performed against individuals residing in specific geographic areas.

For benchmarking, Castle Rock results for key questions are compared to

- All respondents nationwide,
- Respondents living in other 3.5-Star communities, as well as those in 4.0-Star communities,
- Respondents in the Mountain census division (Colorado, Utah, New Mexico, Arizona, Nevada, Wyoming, Montana),
- Respondents living in cities of similar sizes (between 50,000 and 100,000 residents), and
- “Peer cities,” which are those identified to be similar to Castle Rock

Note, benchmarking is only available on questions in this survey that match NWRG’s benchmarking survey data. The 2019 Castle Rock Survey contains questions that are unique to this city and cannot be benchmarked.



“Peer cities” included in this report are

<i>Aurora, CO</i>	<i>Chula Vista, CA</i>	<i>Grand Prairie, TX</i>	<i>Meridian, ID</i>	<i>Springfield, MO</i>
<i>Bellevue, WA</i>	<i>Colorado Springs, CO</i>	<i>Henderson, NV</i>	<i>New Braunfels, TX</i>	
<i>Boise, ID</i>	<i>Columbia, MO</i>	<i>Irving, TX</i>	<i>Norman, OK</i>	
<i>Brighton, CO</i>	<i>Edmond, OK</i>	<i>Lawrence, KS</i>	<i>Olathe, KS</i>	
<i>Broken Arrow, OK</i>	<i>Fort Collins, CO</i>	<i>Lincoln, NE</i>	<i>Parker, CO</i>	
<i>Carlsbad, CA</i>	<i>Fort Myers, FL</i>	<i>Loveland, CO</i>	<i>Peoria, AZ</i>	
<i>Cedar Rapids, IA</i>	<i>Fremont, CA</i>	<i>Mckinney, TX</i>	<i>Richardson, TX</i>	

¹ Mark Howard & Bill Kilmartin, “Assessment of Benchmarking within Government Organizations,” Accenture White Paper, May 2006.

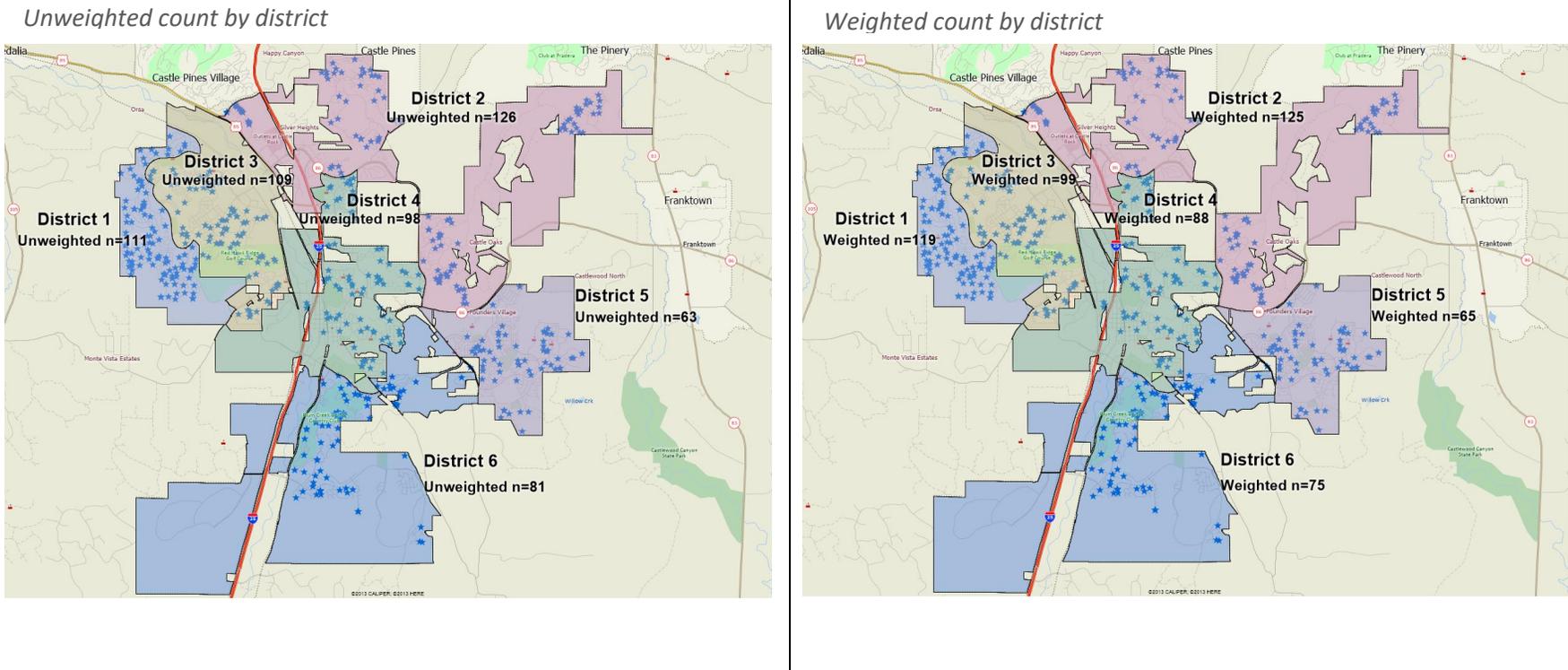
In addition to analysis by key demographic segments, the analysis looks at differences in results by each of the Town’s six council districts.

The left side of Map 1 shows the total unweighted number of interviews conducted in each district, and the right side shows the total weighted number of interviews conducted in each district.

The study was not designed to control for district level populations, so the number of completed interviews may not match the actual population distribution of Castle Rock.

Weighting was performed to ensure that the sample closely matched the age and gender characteristics of the entire Town of Castle Rock. No weighting was done at the council district level. This may change the district distribution of responses slightly. This does not impact the integrity of the survey.

Map 1: Unweighted vs. Weighted Distribution of Interviews by Town Council District

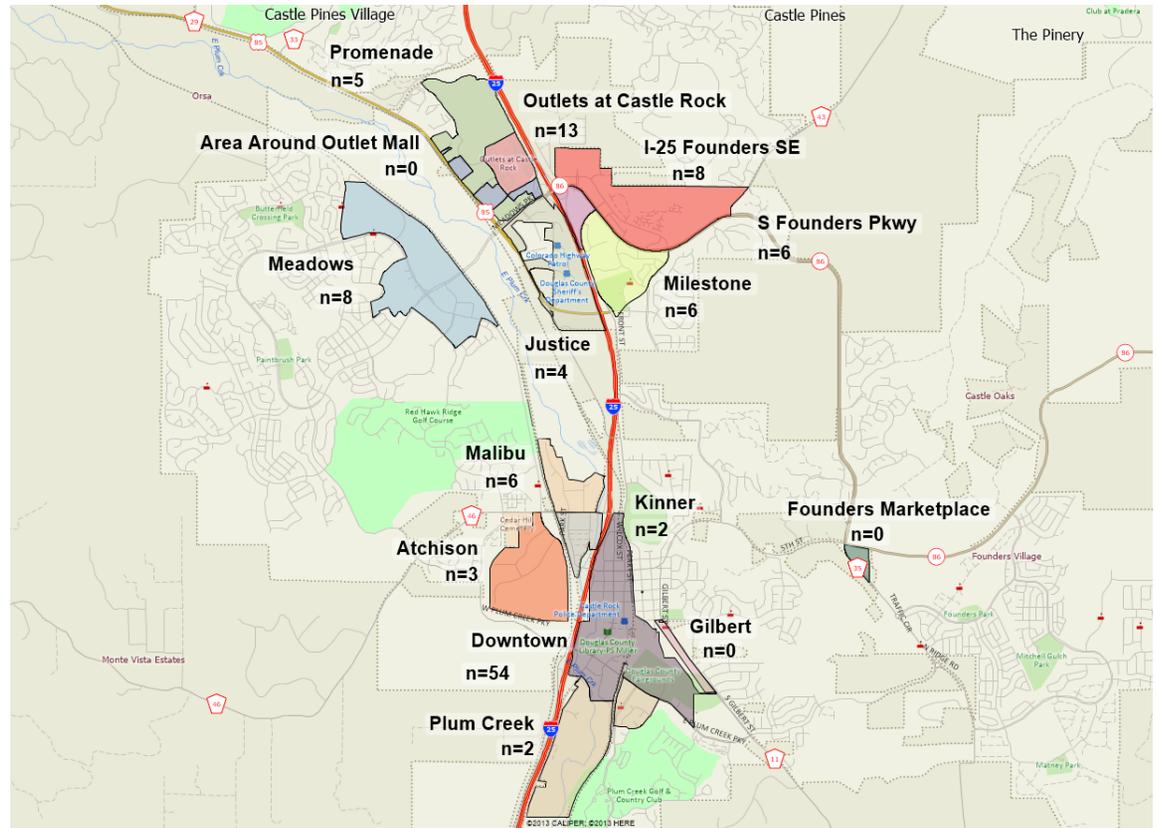


Businesses are grouped into 13 sales tax districts:

- Area around Outlet Mall (n=0)
- Atchison (n=3)
- Downtown (n=54)
- Founders Marketplace (n=0)
- Gilbert (n=0)
- I-25 Founders SE (n=8)
- Justice (n=4)
- Kinner (n=2)
- Malibu (n=6)
- Meadows (n=8)
- Milestone (n=6)
- Outlets at Castle Rock (n=13)
- Plum Creek (n=2)
- Promenade (n=5)
- S Founders Pkwy (n=6)

There were an additional 65 businesses that were unable to be assigned to a specific business district. This was either because they had incomplete address data, or the address provided did not fall into one of the districts.

Map 2: Distribution of Interviews by Business Sales Tax District



This report summarizes the major findings of the research for each survey topic overall.

Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

Mean values are reported on an 11-point scale where “0” is low and “10” is high. For reporting purposes, the 11-point scale was collapsed into four groups: “Very Satisfied” (10–9), “Somewhat Satisfied” (8–6), “Neutral” (5), “Dissatisfied” (4–0). On some occasions, the “Dissatisfied” group is further split into “Somewhat Dissatisfied” (4–2) and “Very Dissatisfied” (1–0).

Throughout the report, “top box” scores are shown. These are the sum of “very satisfied” and “somewhat satisfied.” In some instances, the sum of the two scores is a percentage greater or less than the sum of the individual scores. This is due to rounding, as the percentages are first summed and then rounded to the nearest whole number. For example, if 12.42 percent are “very satisfied” and 7.3 percent are “somewhat satisfied,” the report will show 12 percent “very” and 7 percent “somewhat” satisfied (12+7=19), while the total percent satisfied will be reported as 20 percent (12.42 + 7.3 = 19.72, which rounds to 20).

Except as noted, “don’t know” and “refused” responses are counted as missing values and are not included in the reported percentages.

The base for a question may vary depending on answers to previous questions or inclusion in a specific analytical group—for example, residents who have had contact with the police versus those who have not had contact. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability.

The report also identifies differences that are statistically significant. If a difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Unless otherwise noted, statistical significance was tested at the 95 percent confidence levels. A statistically significant difference may not always be practically significant. The differences of practical significance depend on the judgment of the organization’s management.

KEY FINDINGS

5-STAR RATING

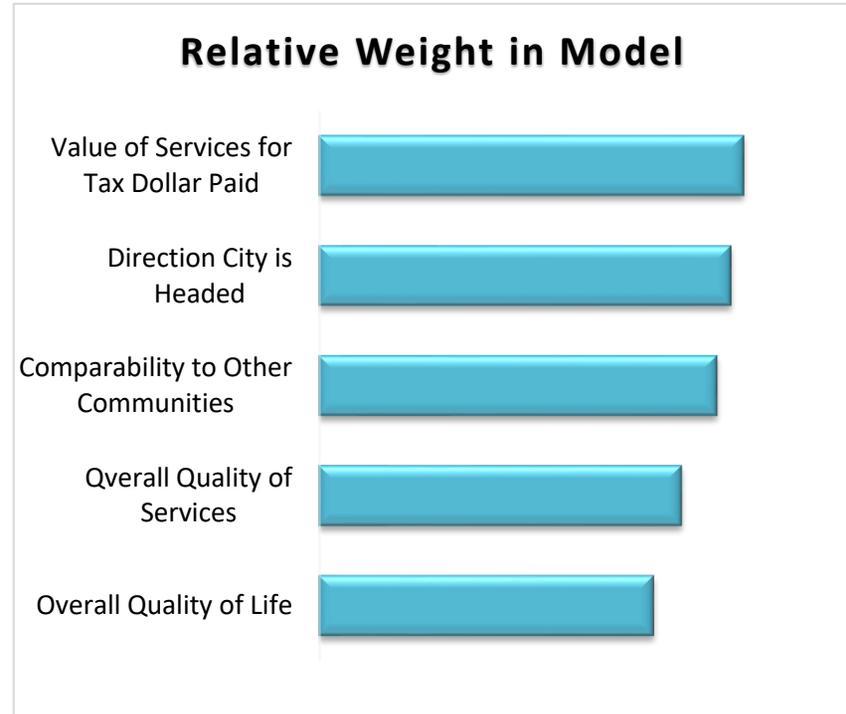
Northwest Research Group’s Community Research program includes a proprietary index and benchmarking tool, the 5-Star Rating System, designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city.

The 5-Star Rating is a composite index that captures the essence of how well a city or town meets the critical needs and expectations of its residents and that uses a robust theoretical and mathematical model. The model is based on a weighted sum of five questions: (1) overall quality of life, (2) overall quality of city services, (3) perceived comparability to other communities (that is, is Castle Rock seen as better or worse than other communities), (4) direction the community is headed, and (5) perceived value of services for tax dollars paid.

Each question is given a relative weight based on proprietary analysis. The results are then combined using a logarithmic calculation to create the Town’s 5-Star Rating. The relative strength of the weights used for each question are shown in the figure to the right.

The model was initially developed in 2007. Much has changed over the intervening years, and in 2018 and early 2019, Northwest Research Group worked with the original statistician to re-evaluate the model and update the calculation. The new calculation places more emphasis on the value of services and the direction the community is headed and less emphasis on the comparability to other communities, better reflecting the way that residents today think.

The new model has been retroactively applied to the 2015 and 2017 results so as to compare “apples to apples” when trending the data.



Castle Rock has retained its 3.5-Star City status between 2017 and 2019. While the Town continues to receive fairly high ratings regarding the overall quality of life and comparability to other cities and towns, there have been decreases in two attributes: the direction the town is headed and the overall quality of life.

2015 

2017 

2019 

		2015	2017	2019
NWRG1: How would you rate the overall quality of life in Castle Rock?	% Combined Exceeds Expectations	94%	94%	89% (↓2017)
	% Greatly Exceeds Expectations	36%	31%	27%
	% Exceeds Expectations	58%	63%	62%
	Mean	8.02	7.85	7.54(↓2017)
		2015	2017	2019
NWRG2: How would you rate the overall quality of services provided by the Town of Castle Rock?	% Combined Exceeds Expectations	90%	88%	89%
	% Greatly Exceeds Expectations	30%	28%	25%
	% Exceeds Expectations	61%	60%	64%
	Mean	7.64	7.52	7.45
		2015	2017	2019
NWRG3: Compared with other cities and towns, how would you rate Castle Rock as a place to live?	% Total Combined Better	94%	93%	92%
	% Significantly Better	55%	47%(↓2015)	44%(↓2015)
	% Better than Other Cities	39%	46%	48%
	Mean	8.39	8.23	8.05(↓2015)
		2015	2017	2019
NWRG4: Overall, would you say that Castle Rock is headed in the right or wrong direction?	% Combined Right Direction	73%	61% (↓2015)	54% (↓2017)
	% Strongly Right Direction	30%	18%(↓2015)	13%(↓2015)
	% Somewhat Right Direction	43%	44%	41%
	Mean	6.83	6.05(↓2015)	5.61(↓2017)
		2015	2017	2019
NWRG5: Do you feel that you are getting your money's worth for your tax dollar or not?	% Combined Receiving Value	79%	73% (↓2015)	69% (↓2015)
	% Strongly Receive Value	53%	18%(↓2015)	18%(↓2015)
	% Somewhat Receive Value	27%	55%	51%
	Mean	7.07	6.62(↓2015)	6.51(↓2015)

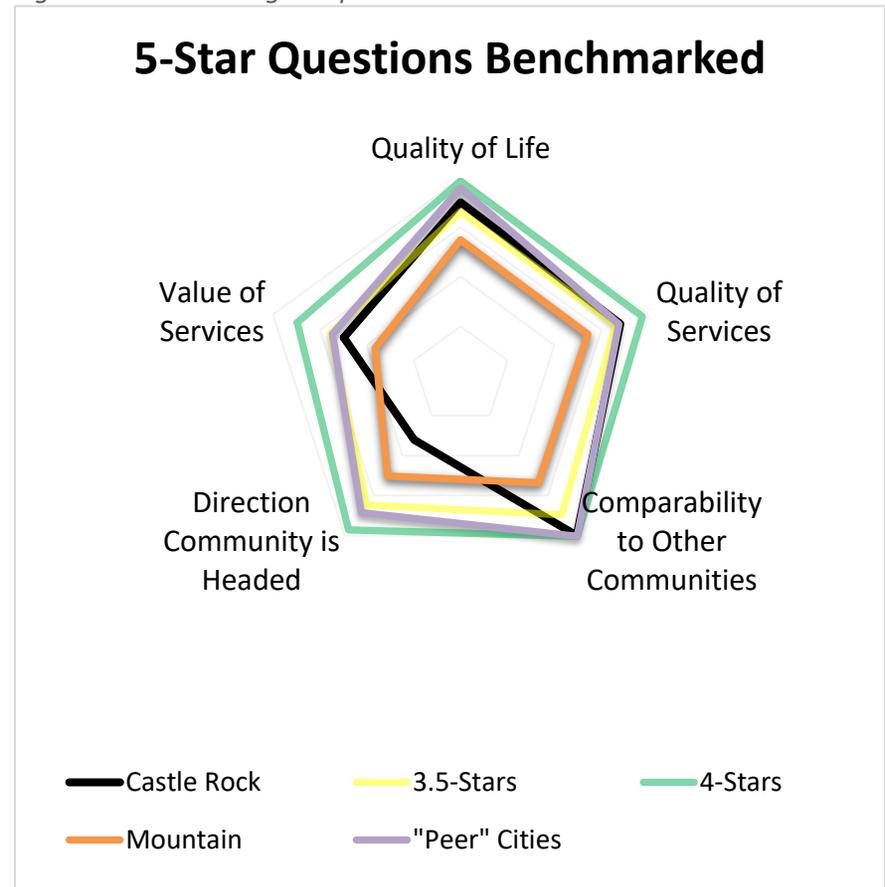
The spider diagram to the left illustrates Castle Rock’s ratings over the years. The Town has maintained steady ratings since 2015 for the quality of services. Comparability to other communities and value of services decreased from 2015 to 2017 but have remained at 2017 levels this year. Overall quality of life has declined from 2017. Finally, the direction the community is headed declined both in 2017 and 2019. The direction the community is headed has consistently scored below the other 5-Star questions.

The diagram to the right illustrates how Castle Rock performs against other cities and towns across the country. Castle Rock rates above other Mountain West communities in all measures except the direction the community is headed. Castle Rock performs similar to other 3.5-Star communities for value and quality of services and quality of life. The direction the community is headed is the only area that underperforms other benchmark communities.

Figure 1: 5-Star Rating Compared to Previous Years



Figure 2: 5-Star Rating Compared to Other Communities



5-Star Rating by District

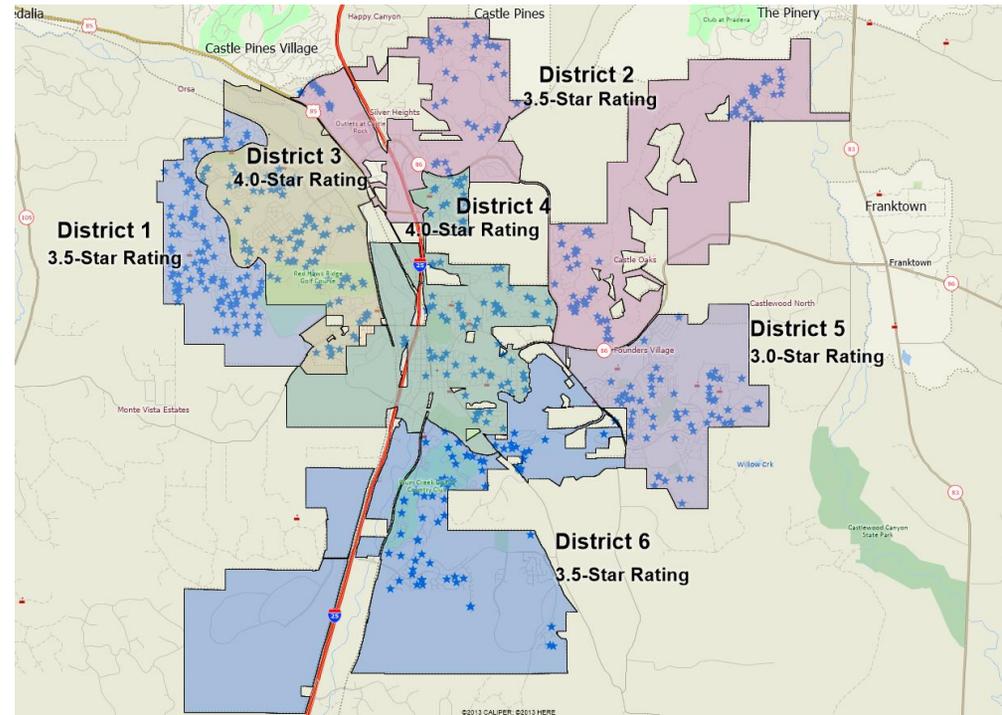
Residents living in Districts 3 and 4 feel Castle Rock is a 4-Star community, whereas residents in Districts 5 rate Castle Rock as a 3-Star community. The districts changed in 2018, so comparisons between 2017 and 2019 cannot be made.

Table 2: 5-Star Rating by District

	< 3.5-Star	3.5-Star	4-Star	4.5-Star	5-Star	Star Rating
District 1	45%	12%	15%	13%	15%	3.5-Star
District 2	48%	10%	21%	12%	8%	3.5-Star
District 3	34%	13%	26%	13%	15%	4-Star
District 4	38%	17%	22%	12%	11%	4-Star
District 5	51%	4%	24%	14%	7%	3-Star
District 6	42%	14%	24%	15%	5%	3.5-Star

5-Star Rating is a computed variable.
 Base: All respondents (n = 588)

Map 3: 5-Star Rating by District



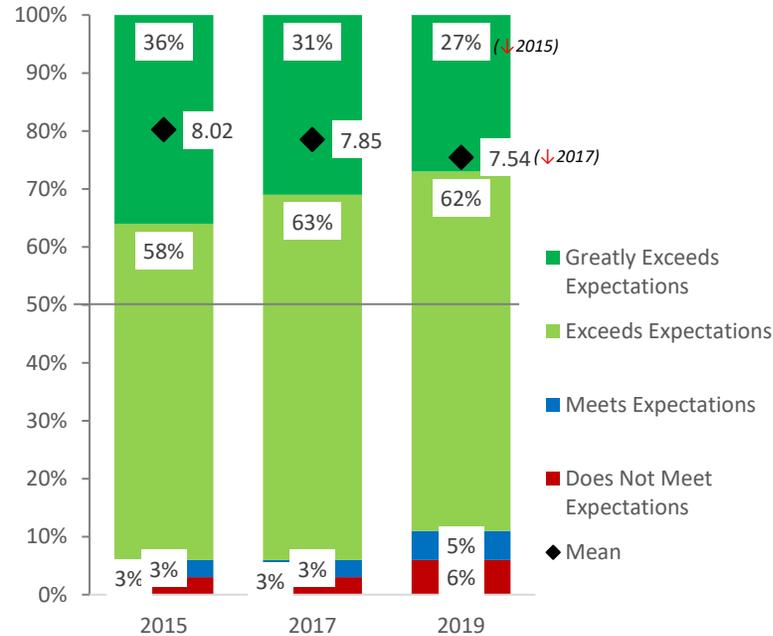
5-STAR POWER QUESTIONS

Overall Quality of Life in Castle Rock

Nearly all Castle Rock residents say that the overall quality of life in Castle Rock meets or exceeds their expectations. Though there has been some shifting away from “Greatly Exceeds,” and the difference between 2015 and 2019 is statistically significant.

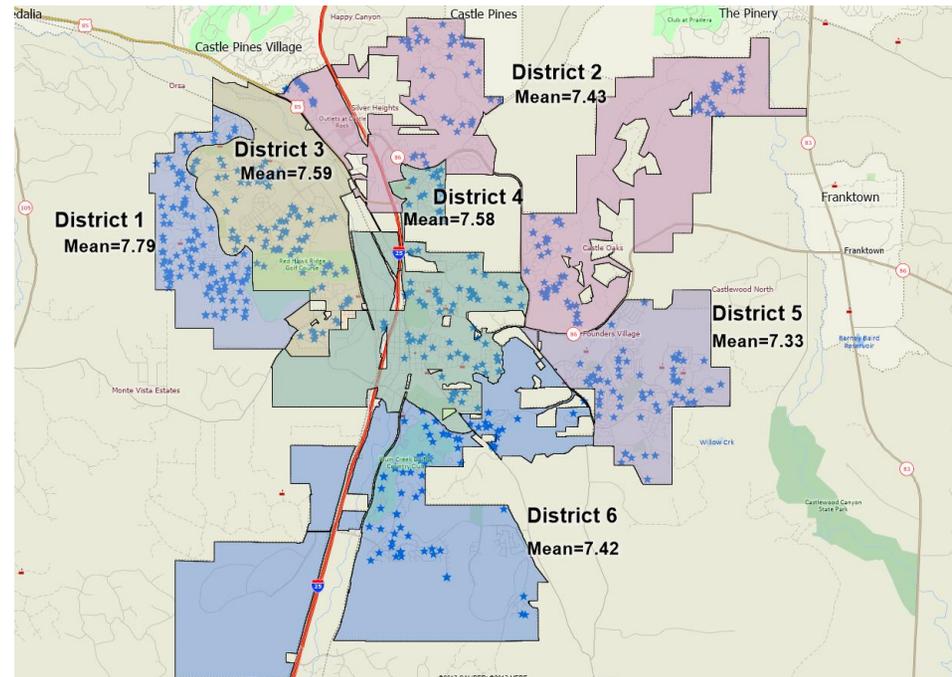
One item of note is that income plays a factor in how residents rate the quality of life. Those with household incomes below \$50,000 rate the quality of life significantly lower than other residents.

Figure 3: Overall Quality of Life in Castle Rock



NWRG1—How would you rate the overall quality of life in Castle Rock?
 Mean based on 11-point scale where “0” means “does not meet expectations at all” and “10” means “greatly exceeds expectations”
 Base: All respondents (n₂₀₁₅ = 713) (n₂₀₁₇ = 720) (n₂₀₁₈ = 588)

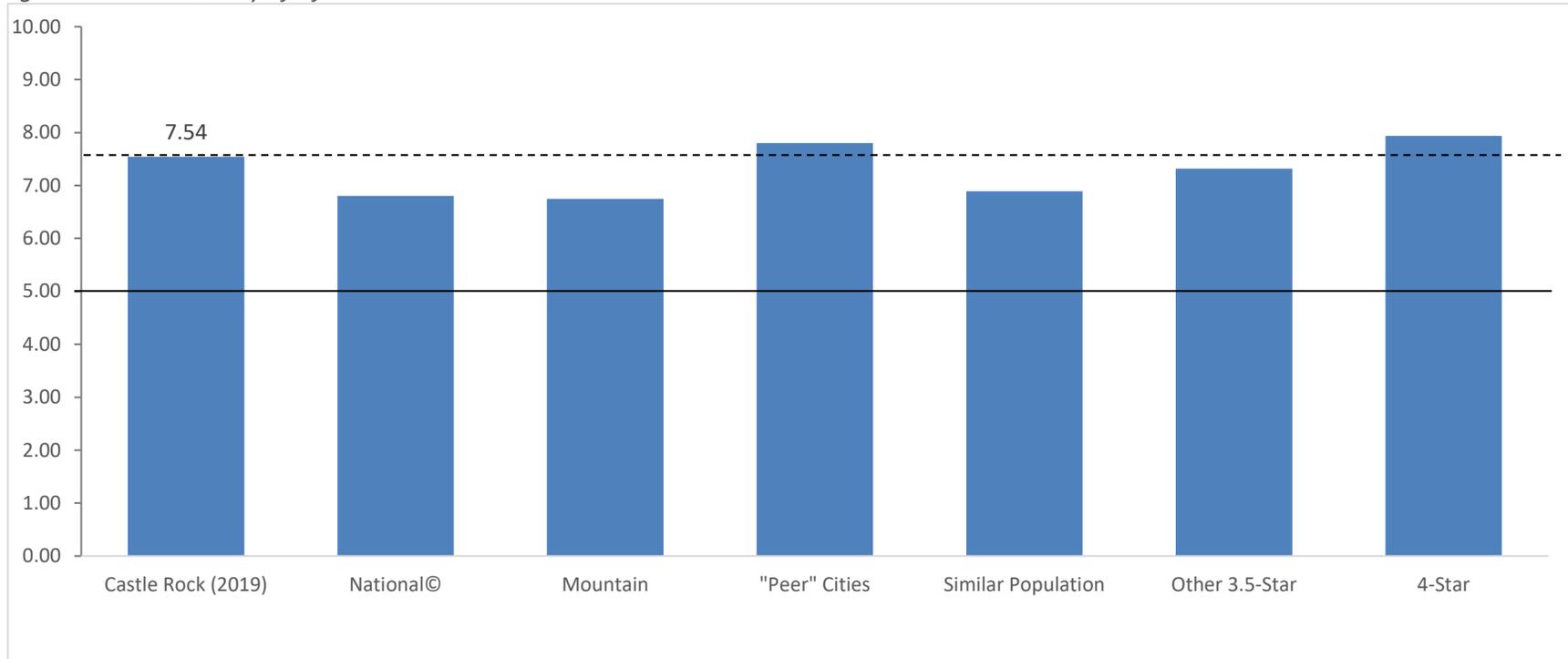
Map 4: Overall Quality of Life in Castle Rock by District



Mean based on 11-point scale where “0” means “does not meet expectations at all” and “10” means “greatly exceeds expectations.”

When the quality of life is benchmarked nationally, Castle Rock far outscores nationwide and regional benchmarks. Castle Rock also scores better than residents living in other 3.5-Star Cities and those living in cities and towns of roughly the same size. The Town performs similar to benchmark residents who believe they live in 4.0-Star communities.

Figure 4: Overall Quality of Life in Castle Rock—Benchmarked



NWRG1—How would you rate the overall quality of life in Castle Rock?

Base: All respondents (n = 588)

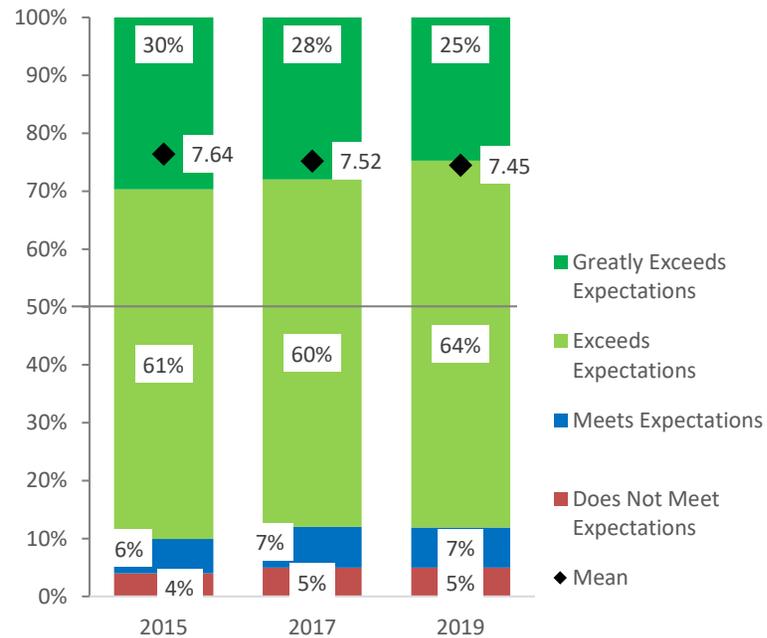
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Overall Quality of Town Services

Nine out of ten Castle Rock residents say that the quality of services provided by the Town “exceeds” or “greatly exceeds” their expectations. Ratings for the quality of services has remained the same since 2015.

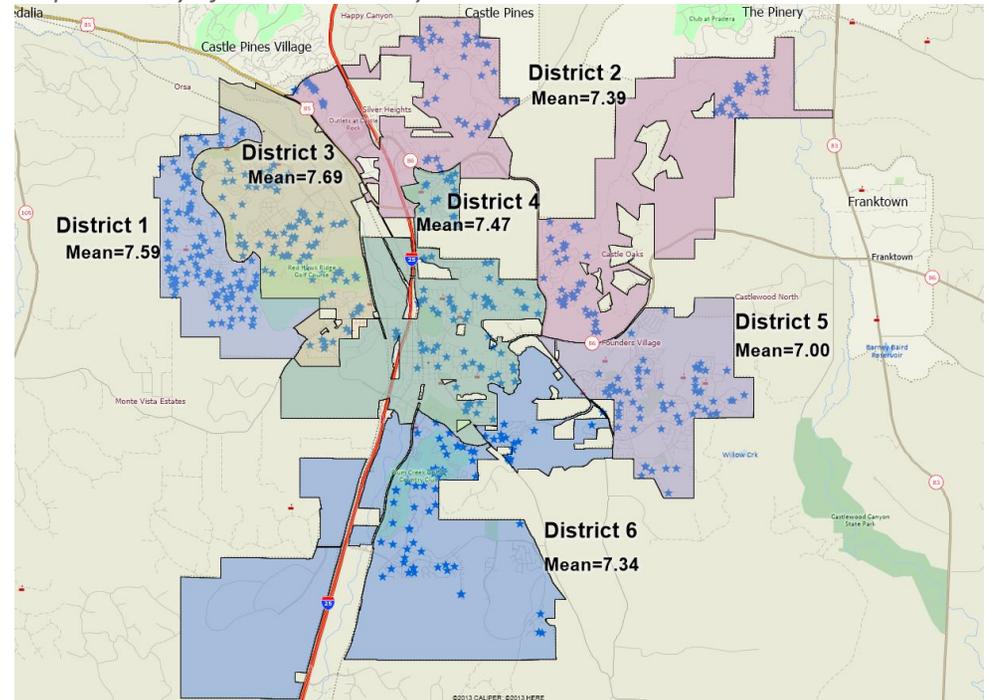
Ratings for services are consistent across demographic and geographic breakouts.

Figure 5: Overall Quality of Services Provided by Castle Rock



NWRG2—How would you rate the overall quality of services provided by the Town of Castle Rock?
 Mean based on 11-point scale where “0” means “does not meet expectations at all” and “10” means “greatly exceeds expectations.”
 Base: All respondents (n₂₀₁₅ = 713) (n₂₀₁₇ = 720) (n₂₀₁₈ = 588)

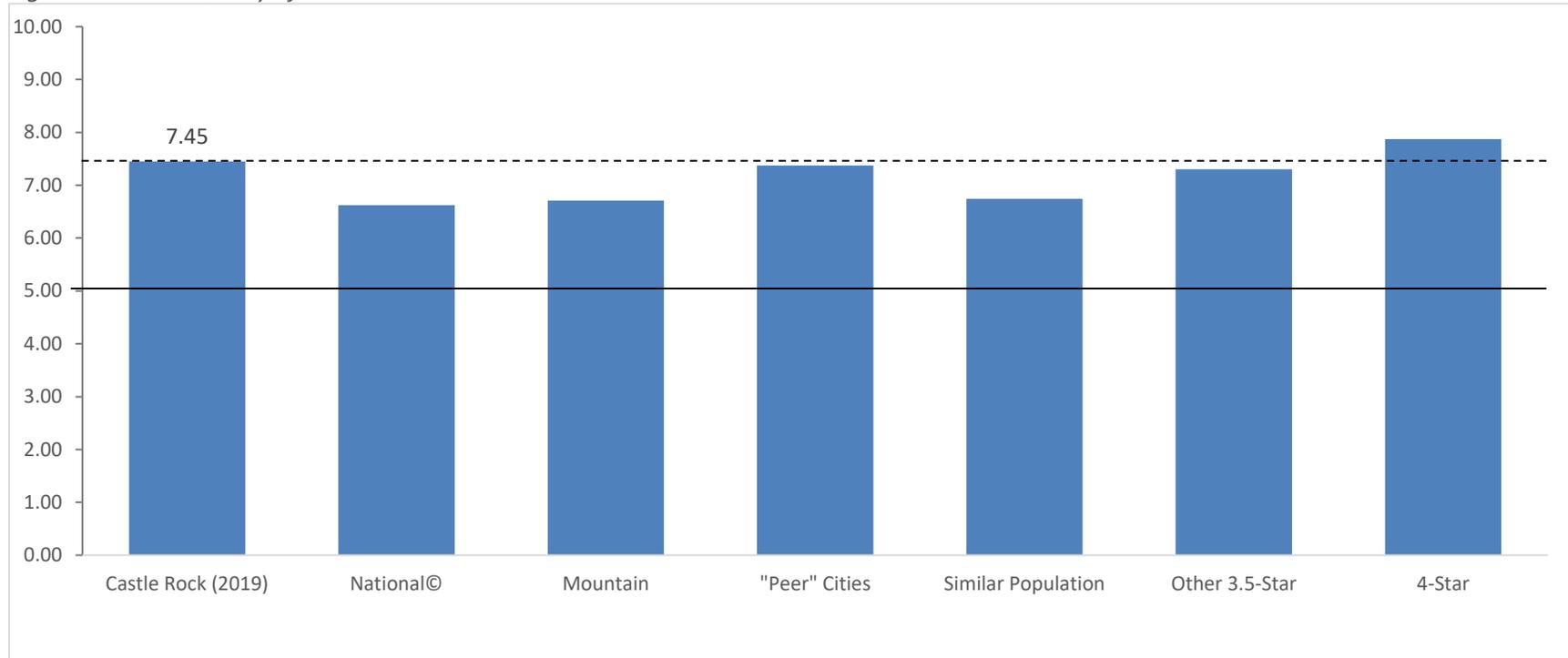
Map 5: Quality of Town Services by District



Mean based on 11-point scale where “0” means “does not meet expectations at all” and “10” means “greatly exceeds expectations.”

When the quality of services provided by the Town is benchmarked nationally, Castle Rock far outscores nationwide and regional benchmarks, as well as benchmarks among residents living in cities and towns of roughly the same size. The Town performs similar to benchmark residents who believe they live in other 3.5-Star Communities and slightly below 4-Star communities.

Figure 6: Overall Quality of Town Services—Benchmarked



NWRG1—How would you rate the overall quality of services provided by the Town of Castle Rock?

Base: All respondents (n = 588)

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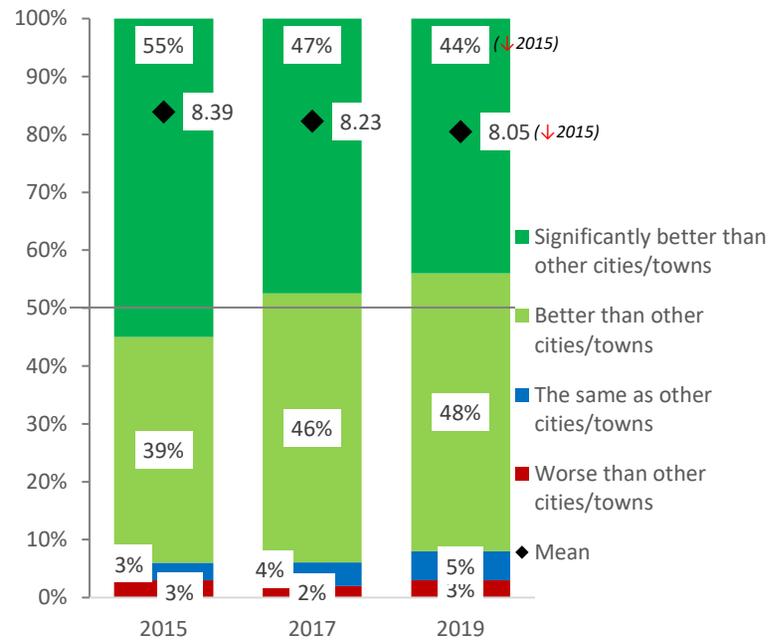
Comparability to Other Communities

Castle Rock continues to perform well when residents compare the Town against other places to live. This continues to be the highest-rated 5-Star attribute.

While ratings are similar to 2017 levels, there has been a notable decline when compared to 2015.

Ratings for services are consistent across demographic and geographic breakouts.

Figure 7: Castle Rock as a Place to Live Compared to Other Communities

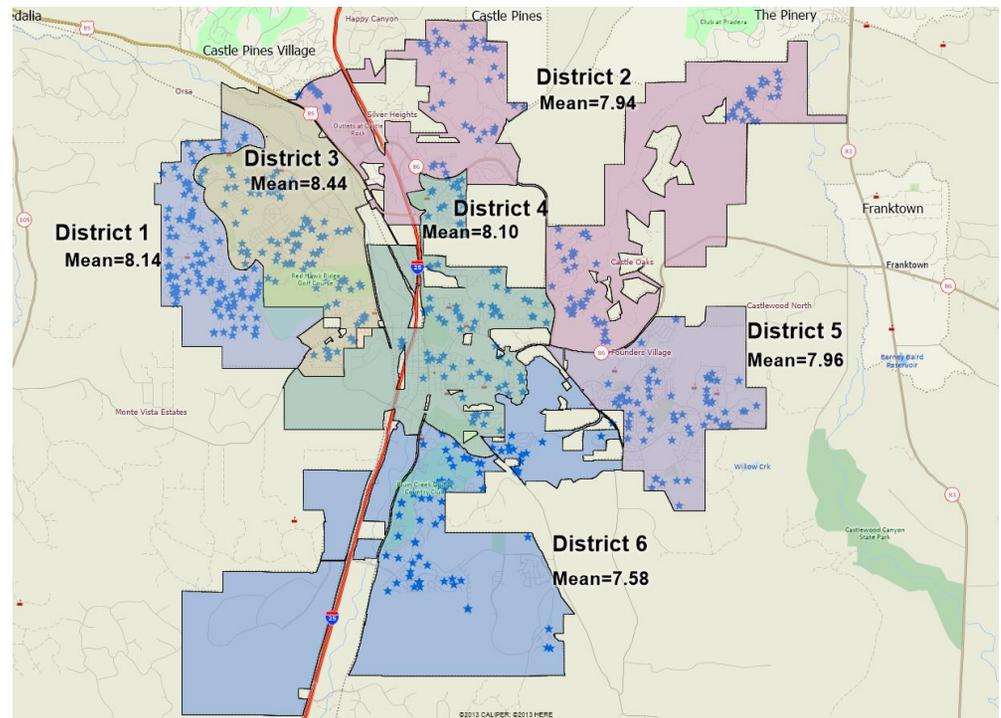


NWRG3—Compared with other cities and towns, how would you rate Castle Rock as a place to live?

Mean based on 11-point scale where “0” means “significantly worse than other cities and towns” and “10” means “significantly better than other cities and towns.”

Base: All respondents (n₂₀₁₅ = 713) (n₂₀₁₇ = 720) (n₂₀₁₈ = 588)

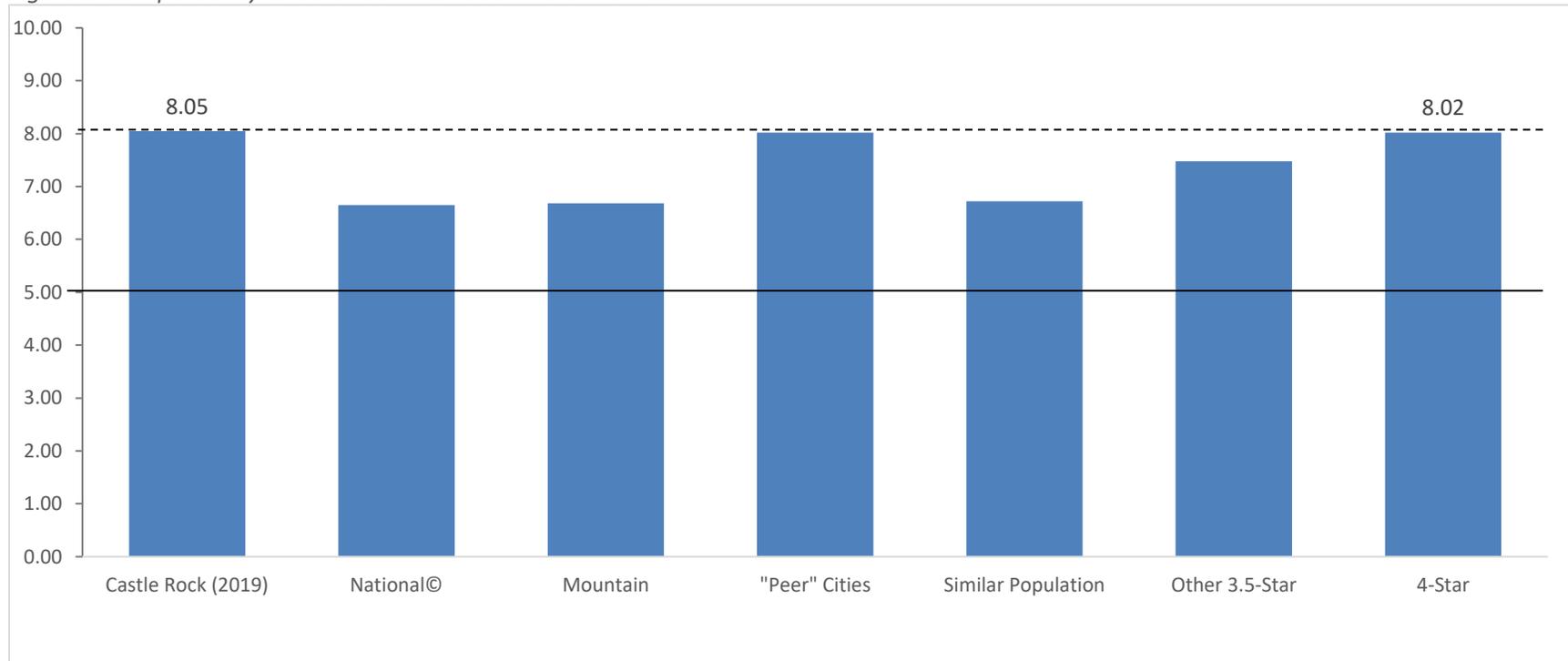
Map 6: Comparability to Other Communities by Council District



NWRG3—Compared with other cities and towns, how would you rate Castle Rock as a place to live? Mean based on 11-point scale where “0” means “significantly worse than other cities and towns” and “10” means “significantly better than other cities and towns.”

When comparability to other communities is benchmarked nationally, Castle Rock far outscores other benchmark communities and performs at, or slightly above, even 4-Star communities.

Figure 8: Comparability to Other Communities—Benchmarked



Base: All respondents (n = 588)

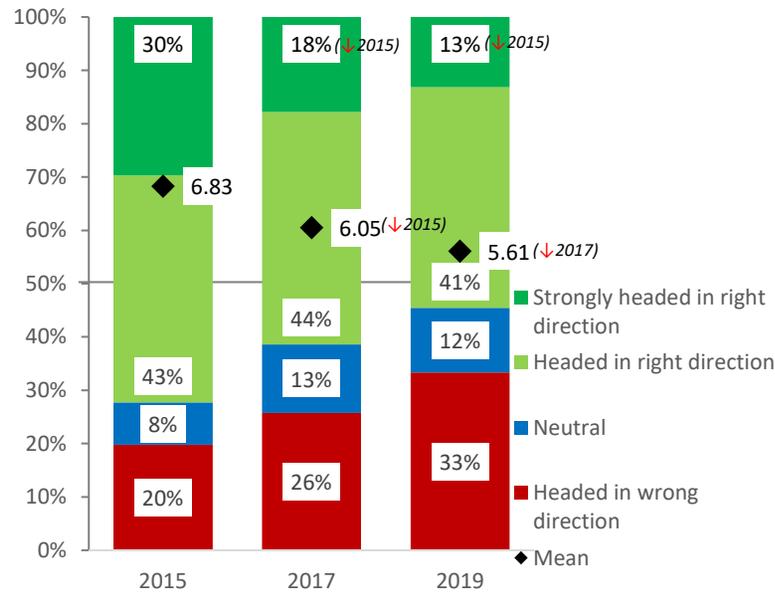
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Direction Town Is Headed

Respondents were asked to indicate if they believed that Castle Rock was headed in the right or wrong direction. While just over half of residents stated that they believe the Town is headed in the right direction, only 13 percent believe this strongly, and one-third say that the Town is headed in the wrong direction.

This is an area to examine for the town, as scores for direction the town is headed have dropped in 2015 and again in 2017. Possible reasons for this are discussed later in the report.

Figure 9: Direction Town is Headed

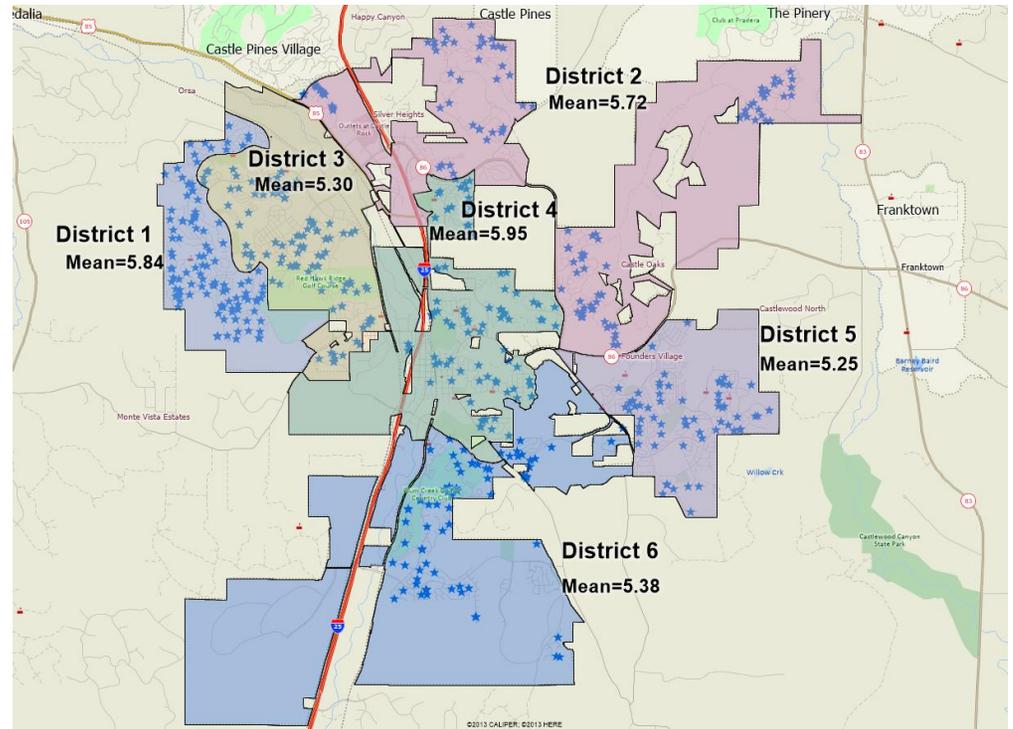


NWRG4—Overall, would you say that Castle Rock is headed in the right or wrong direction?

Mean based on 11-point scale where “0” means “strongly headed in the wrong direction” and “10” means “strongly headed in right direction.” Arrows indicate significant differences

Base: All respondents (n₂₀₁₅ = 713) (n₂₀₁₇ = 720) (n₂₀₁₈ = 588)

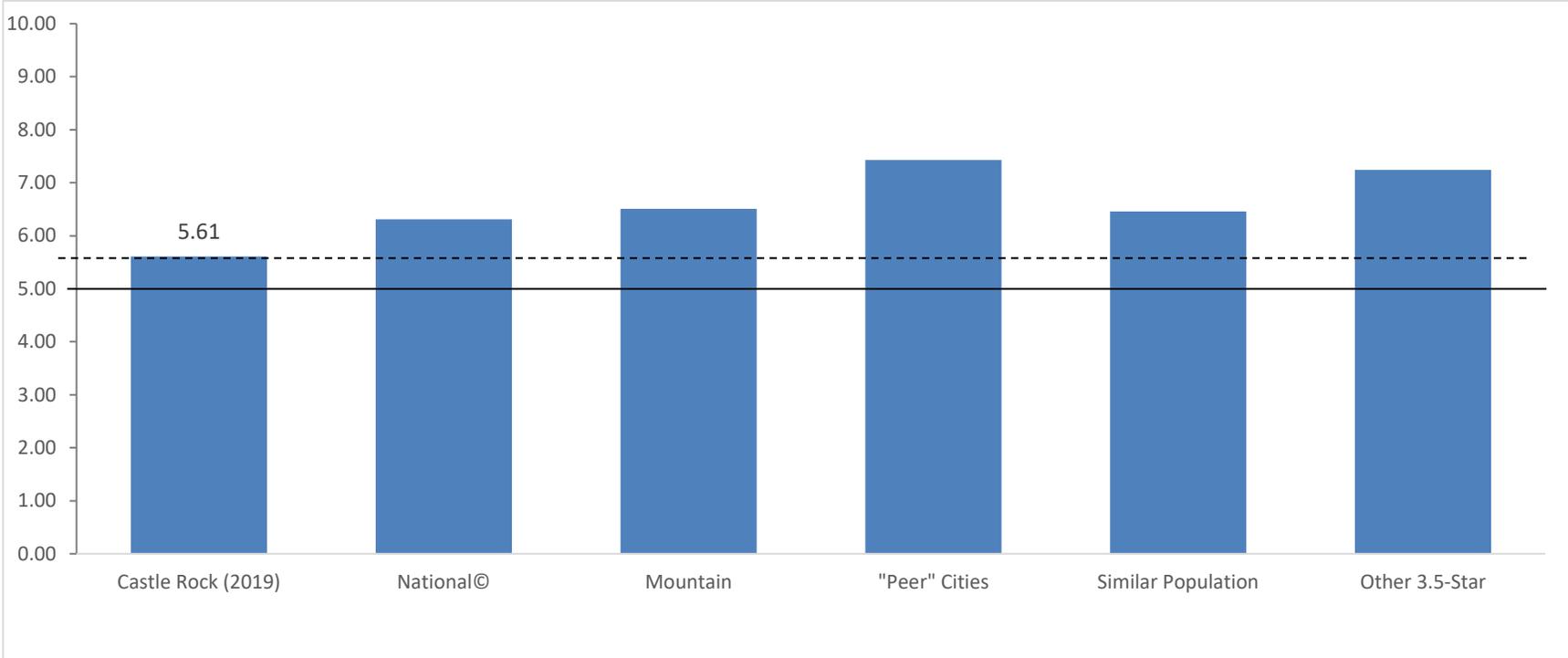
Map 7: Direction Town Is Headed by Council District



NWRG4—Overall, would you say that Castle Rock is headed in the right or wrong direction? Mean based on 11-point scale where “0” means “strongly headed in the wrong direction” and “10” means “strongly headed in right direction.”

When benchmarked nationally, the direction the town is headed shows an area for improvement.

Figure 10: Direction Castle Rock Is Headed—Benchmarked

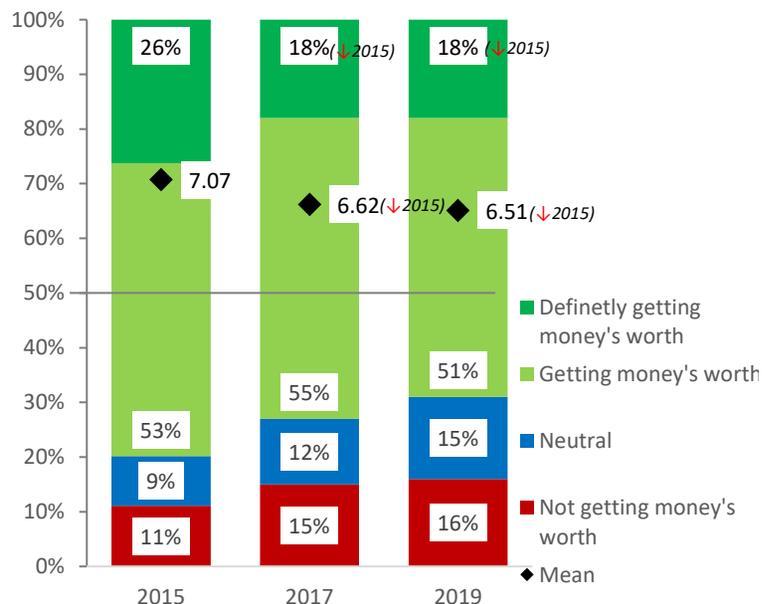


Base: All respondents (n = 588)

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Sixty-nine percent of residents say that they are getting their money’s worth for their tax dollars. This area decreased between 2015 and 2017 and has remained the same between 2017 and 2019.

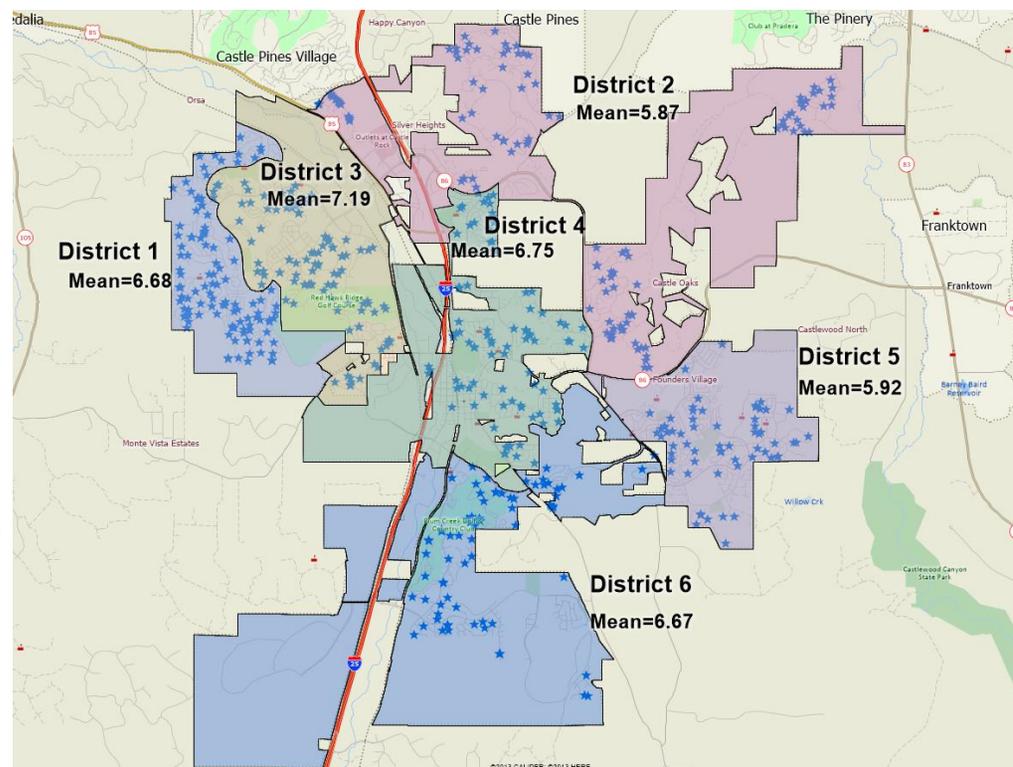
Figure 11: Value of Services for Tax Dollars Paid



NWRG5—Do you feel you are getting your money’s worth for your city tax dollar? Mean based on 11-point scale where “0” means “definitely not getting money’s worth” and “10” means “definitely getting money’s worth.” Arrows indicate significant differences.

Base: All respondents (n₂₀₁₅ = 713) (n₂₀₁₇ = 720) (n₂₀₁₈ = 588)

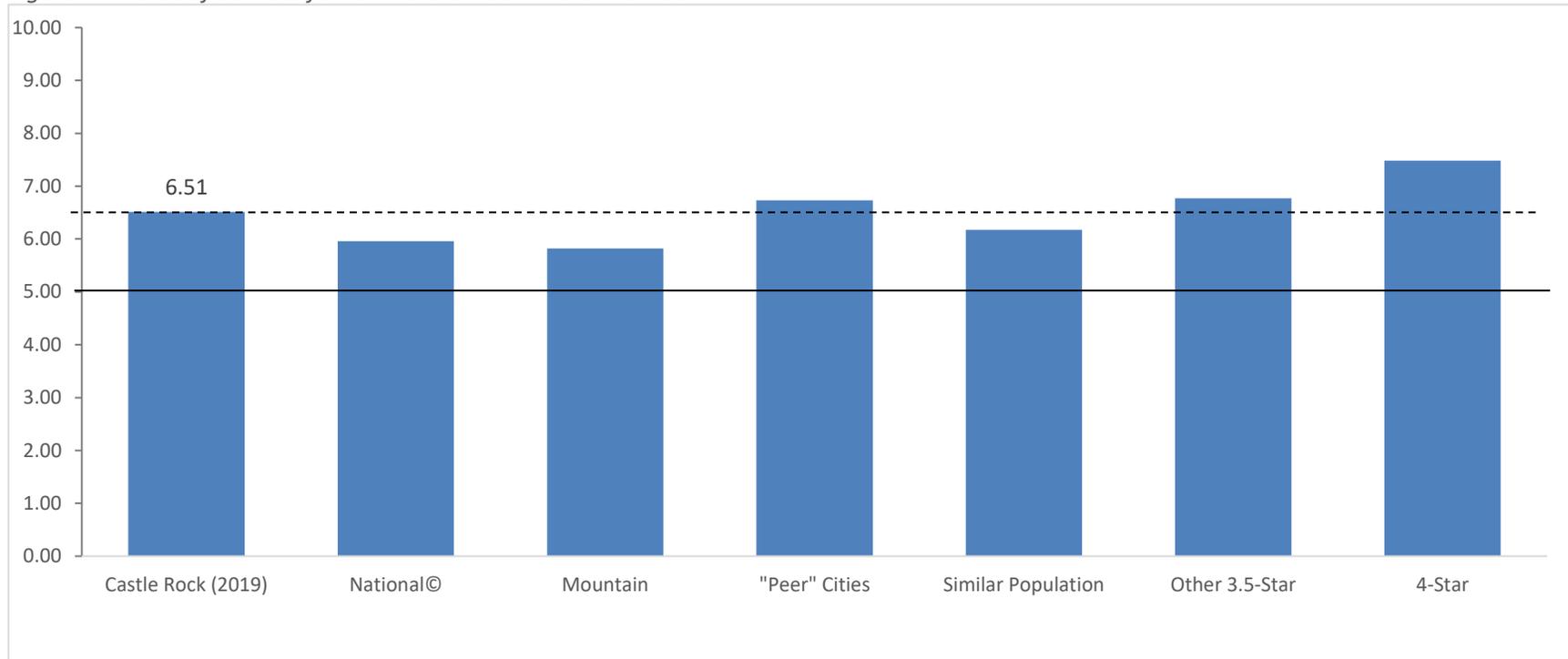
Map 8: Value of Services for Tax Dollars Paid by Council District



NWRG5—Do you feel you are getting your money’s worth for your city tax dollar? Mean based on 11-point scale where “0” means “definitely not getting money’s worth” and “10” means “definitely getting money’s worth.”

Nationwide, the value of services receives the lowest scores, so the relatively low rating compared to quality of services should not be alarming. When benchmarked, the value of services outscores nationwide and regional benchmarks, as well as benchmarks among residents living in cities and towns of roughly the same size. The Town performs similar to benchmark residents who believe they live in other 3.5-Star communities.

Figure 12: Value of Services for Tax Dollars Paid—Benchmarked



Base: All respondents (n = 588)

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THE TOWN'S STRATEGIC PRIORITIES

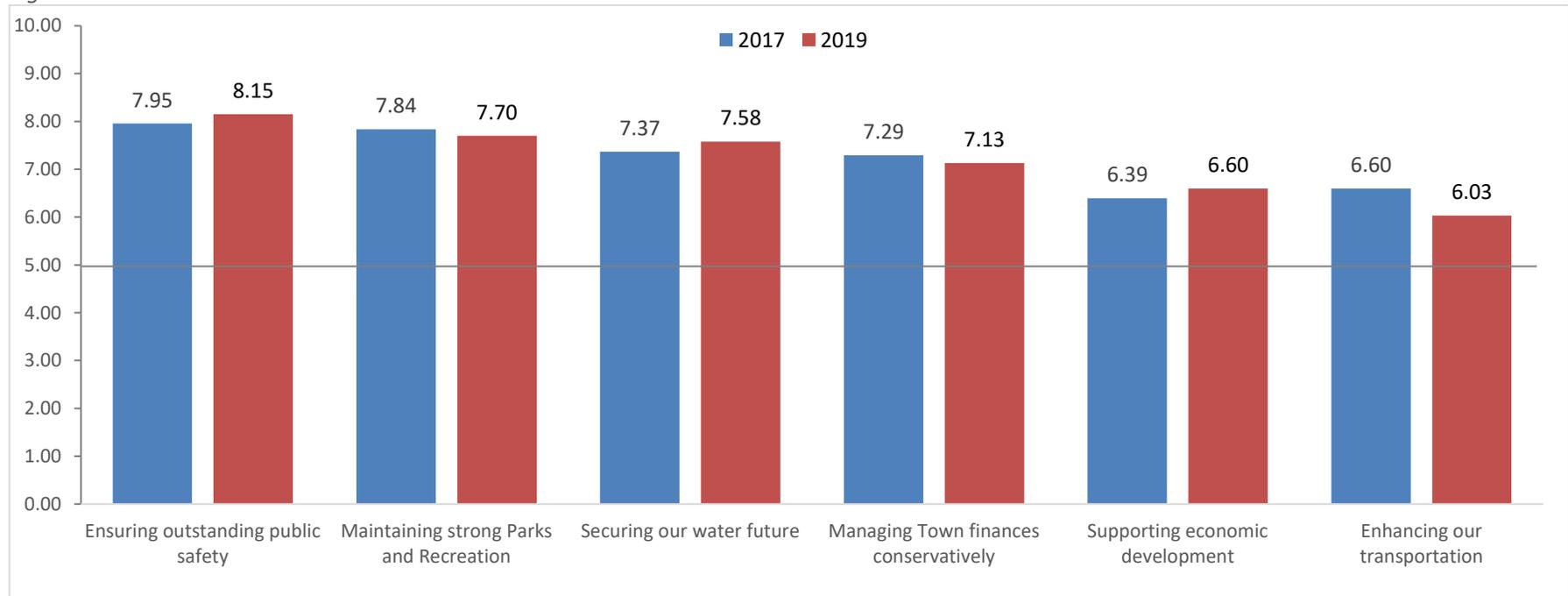
The Town's Six Key Priorities

The Town recently reviewed and updated its priorities and identified six key priorities that are comparable to six of the eight used in 2017. Residents were read each of these priorities, one at a time, and asked to indicate if they felt that the priority will lead the Town in the right or wrong direction.

Residents believe that all six priorities are on the right path and leading the Town in the right direction—providing scores above the midpoint of 5 on a 0 to 10 scale. Those priorities with the strongest support are ensuring public safety, maintaining strong parks and rec, ensuring the Town's water future, and managing the Town's finances conservatively—this is the same order as identified in 2017.

While residents maintain that supporting economic development and enhancing transportation are important, support is less so than for the other priorities mentioned.

Figure 13: Town Priorities



STRATEGY1 – For each priority shown, please indicate if you believe that it will lead the Town in the right or wrong direction.

Base: All Residents (n = 588)

Mean score based on a scale from 0 to 10.

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KEY COMMUNITY QUESTIONS

Overall Ratings

The 2019 Community Survey asked 21 questions regarding the quality of, and residents' perceptions of, various aspects of the Town of Castle Rock.

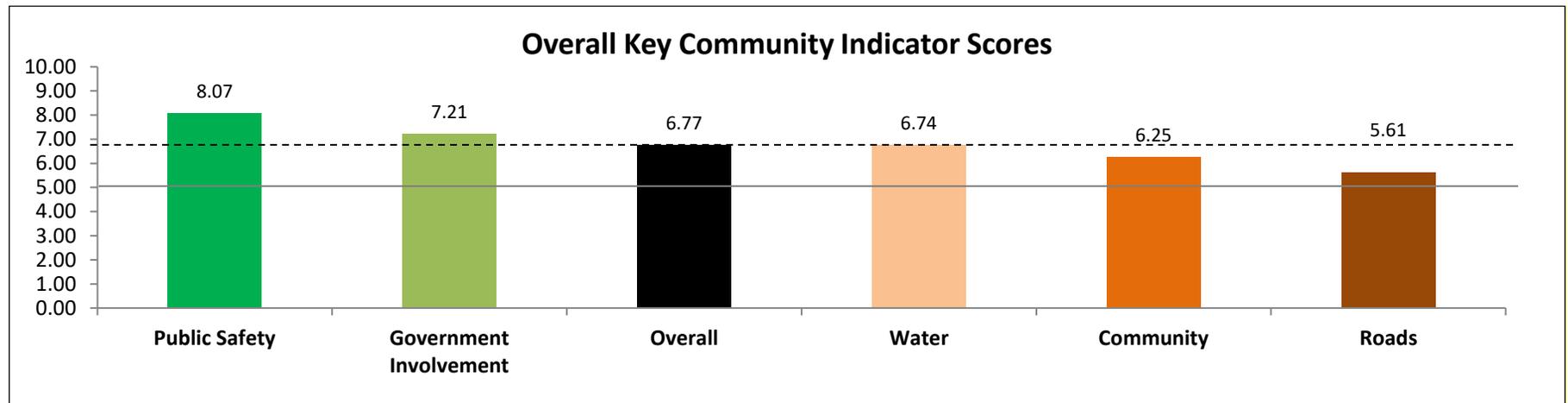
Factor analysis was performed using these questions and resulted in the formation of five key groupings of questions. Factor analysis is a type of advanced analytics that looks at the responses to multiple questions and groups questions with highly correlated responses into factors. All of the key community questions were analyzed, and the results showed that many of the answers were highly related (e.g., individual responses to questions dealing with safety were very similar). The scores of the related questions are combined to create a new variable, in this case called a dimension.

Table 3 on the next page shows which questions were highly related to one another and how they were grouped to create each of the five dimensions: Public Safety, Government Involvement, Community, Water, and Mobility. Where possible, key community questions are trended from previous Community Surveys. Table 3 indicates which questions were asked in each of the previous surveys. If similar questions were asked, that will be noted, and wording differences will be shown.

Note that although questions may have been asked in previous years, the factor analysis is performed independently each year, thus comparing dimensions year over year is not recommended.

The use of factor analysis to create these dimensions simplifies reporting and provides for a more stable model when running other analytics, such as the Key Drivers Analysis, later in this report.

Figure 14: Overall Performance on Key Question Indicator Dimensions



Mean score based on a scale from 0 to 10.

Table 3: Key Community Questions and Corresponding Dimensions

Dimension	Attributes	2015	2017	2019
Safety	POLICE3 - Overall, how would you rate the approachability of Police Officers in Castle Rock?	X	X	X
	POLICE6 - Overall, how confident are you in the Town’s Police Department to provide a safe and secure community?		X	X
	POLICE2_H - Frequency of patrols	X	X	X
	FIRE3 - How confident are you in the ability of the Castle Rock Fire and Rescue Department to respond to emergencies?			X
	POLICE2_I - Response time	X	X	
	FIRE4_B - The town is well prepared to respond to routine emergencies		X	
	FIRE4_A - The town plans appropriately to respond to major disasters		X	
	POLICE4_A – Safety in your neighborhood in general	X		
	POLICE4_B – Safety in your neighborhood after dark	X		
POLICE4_C – Safety in town parks	X			
Government Involvement	GOV1_A – Keeps residents informed regarding Town happenings and initiatives	X	X	X
	GOV1_B – Seeks residents’ involvement and input	X	X	X
	GOV1_D - Keeps residents informed regarding parks and recreation initiative		X	X
	GOV1_C - Keeps residents informed regarding Castle Rock water initiatives		X	X
Water	UTIL1_D - Customer service		X	X
	UTIL1_B - Value of service for rates paid	X	X	X
	UTIL1_G - Securing and managing long-term water supplies	X	X	X
	UTIL1_A - Overall quality of water	X	X	X
	UTIL1_C - Providing a water bill that is easy to understand		X	
	UTIL1_E - Water conservation programs	X	X	
Community	CR2_A – The ability to buy things locally	X	X	X
	CR2_B – Employment opportunities within the town	X	X	X
	CR2_D – Opportunities for youth	X	X	X
	CR2_I – The cost of living in Castle Rock	X	X	X
	CR2_C – Aesthetics and quality of town structures in Castle Rock	X	X	
	CR2_E - Availability of healthy lifestyle activities		X	
	COMM1 – Overall, how would you rate the sense of community in Castle Rock?	X	X	
	CR2_F – Entertainment and events offered by the Town	X		
	CR2_H – Arts and culture events offered by the town	X		
CR2_J – The ability to work near where I live	X			
Roads	PUB2_A – The overall condition of the road surface	X	X	X
	PUB2_B – Traffic signal timing	X	X	X
	PUB2_C – Level of congestion on the streets	X	X	X
	PUB2_E – Overall convenience and accessibility of the roads in Castle Rock	X	X	X
	PUB2_D – Cleanliness of the streets	X	X	
	PUB4 - How would you rate the adequacy of walking and biking paths in Castle Rock?		X	

Community Safety is the highest-rated dimension of the five.

- The highest safety attribute is residents’ confidence in the Town’s Fire and Rescue Department.
- The approachability of police officers is rated quite high and has maintained its improvement from 2015.
- Frequency of police patrols is the lowest-rated attribute but still rates well on an objective scale.

Government Involvement is the second highest-rated dimension.

- All four attributes of Government Involvement have shown improvement between 2017 and 2019.
- While still scoring well (6.66 on a scale from 0 to 10) and showing improvement from both 2015 and 2017, seeking residents’ involvement and input continues to be the lowest-scoring attribute in this dimension.

Table 4: Performance on Key Community Questions—Safety

Key Community Questions	2015	2017	2019
Overall	8.61	7.70	8.07
Confidence in Fire and Rescue to respond to emergencies	8.85	-	8.73
Confidence in police to provide a safe and secure community	-	8.33	8.31
Approachability of police officers in Castle Rock	7.80	8.12 (↑2015)	8.16 (↑2015)
Frequency of police patrols	7.14	7.05	7.05

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension. Base: All Respondents
Mean score based on a scale from 0 to 10.

Table 5: Performance on Key Community Questions—Government Involvement

Key Community Questions	2015	2017	2019
Overall	-	7.14	7.54
Keeps residents informed regarding parks and recreation initiative	-	7.14	7.54 (↑2017)
Keeps residents informed regarding water initiatives	-	6.59	7.33 (↑2017)
Keeps residents informed regarding Town happenings and initiatives	7.30	6.83 (↓2015)	7.29 (↑2017)
Seeks residents’ involvement and input	6.57	6.23 (↓2015)	6.66 (↑2017)

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension. Base: All Respondents
Mean score based on a scale from 0 to 10.

Water is ranked third among the five factors.

- There has been a decline in the perception of the overall quality of water. This is an area for further exploration, as it is unclear why residents would feel this way.

Table 6: Performance on Key Community Questions—Water

Key Community Questions	2015	2017	2019
Overall	-	7.23	6.74
Customer service	7.81	7.57	7.49
Overall quality of water	7.94	7.90	7.42 (↓2017)
Securing and managing long-term water supplies	7.11	6.78 (↓2015)	6.65 (↓2015)
Value of service for rates paid	6.25	6.24 (↓2015)	5.85 (↓2015)

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension. Base: All Respondents

Mean score based on a scale from 0 to 10.

Community is ranked fourth among the five factors.

- The ability to buy things locally is the top-scoring attribute in this dimension; it has seen an increase between 2017 and 2019 and has remained above 2015 levels.
- Opportunities for youth have declined from 2017.
- Employment opportunities increased between 2015 and 2017; they returned to 2015 levels in 2019.

Table 7: Performance on Key Community Questions—Community

Key Community Questions	2015	2017	2019
Overall	6.75	6.94	6.25
The ability to buy things locally	7.07	7.46 (↑2015)	7.22 (↑2015)
Overall sense of community	7.56	6.88 (↓2015)	6.75 (↓2015)
Opportunities for youth	7.20	7.06	6.59 (↓2017)
The cost of living in Castle Rock	6.15	5.56 (↓2015)	5.41 (↓2015)
Employment opportunities within the town	5.43	5.78 (↑2015)	5.27 (↓2017)

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension. Base: All Respondents

Mean score based on a scale from 0 to 10.

While Roads is the lowest-rated factor for the third year in a row, there is good news, as both the overall convenience and accessibility and the condition of the road surface have seen improvements compared to 2015.

Table 8: Performance on Key Community Questions—Roads

Key Community Questions	2015	2017	2019
Overall	5.67	6.50	5.61
Overall convenience and accessibility of the roads in Castle Rock	6.02	6.61 <i>(↑2015)</i>	6.39 <i>(↑2015)</i>
The overall condition of the road surface	5.14	6.35 <i>(↑2015)</i>	6.17 <i>(↑2015)</i>
Traffic signal timing	5.33	5.68	5.49
Level of congestion on the streets	4.56	4.85	4.41

Note: Red dividing lines in tables indicates the overall mean of the questions contained in that dimension. Base: All Respondents

Mean score based on a scale from 0 to 10.

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KEY DRIVERS ANALYSIS

Key Drivers Analysis uses a combination of factor and regression analysis to identify which areas have the greatest impact on residents' overall impressions of Castle Rock as measured by its 5-Star rating. The purpose of these analyses is to determine which key questions in the survey are most closely associated with Castle Rock's 5-Star rating. While Key Drivers Analysis is somewhat complex, and a full description is beyond the scope of this report, in its simplest form, Key Drivers Analysis looks for a correlation between a respondent's 5-Star Rating and how he or she responded to each of the key questions. If there is a significant correlation between the two, then the question (or dimension) is a "driver" of the 5-Star rating.

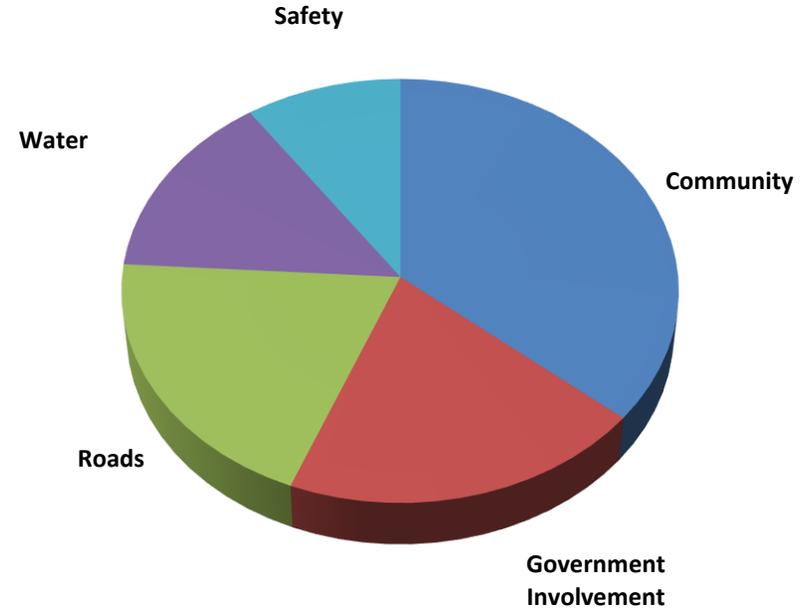
Key Drivers Analysis is useful, as it provides the Town with specific areas of focus in which to improve. For example, the question "how would you rate the cost of living" is a key driver of Castle Rock's 5-Star rating; however, satisfaction is relatively low in this area compared to other areas of government service. Key Drivers Analysis suggests that if Castle Rock was to focus on improving in this area—and residents recognize this improvement—Castle Rock's overall 5-Star Rating should increase. This provides a specific area on which to focus.

The first step in the analysis identifies the extent to which the five overall dimensions identified earlier impact Castle Rock’s 5-Star rating.

All five dimensions have a significant impact on Castle Rock’s 5-Star rating, with Community, Government Involvement, and Roads having the largest impact.

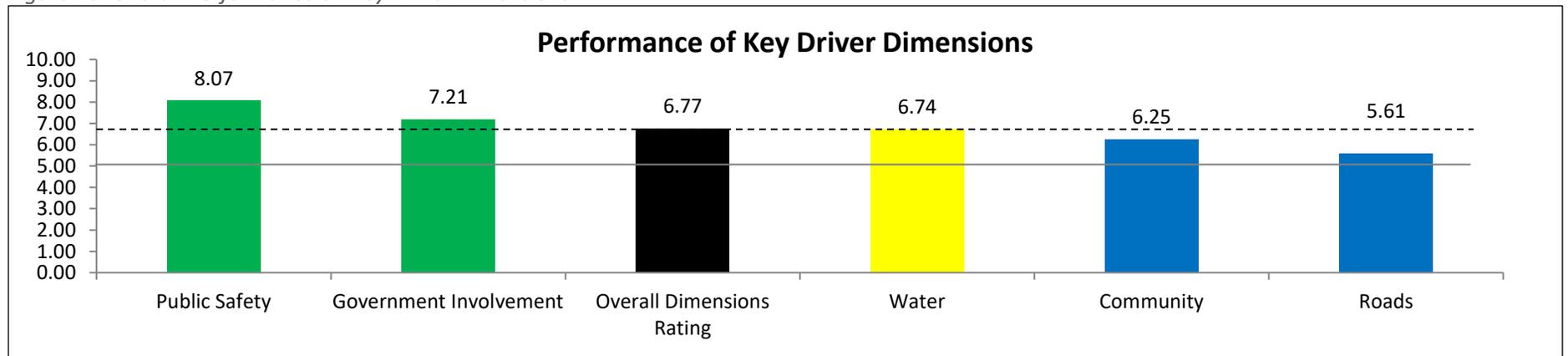
Key Drivers Analysis looks at relationships between individual survey questions or combinations of these questions and Castle Rock’s 5-Star rating and identifies the questions that have the greatest influence on Castle Rock’s 5-Star rating.

Figure 15: Key Drivers Analysis—Overall Dimensions



Those factors shown here are key drivers—that is, a change in these areas would have a significant impact on Castle Rock’s 5-Star rating.

Figure 16: Overall Performance on Key Driver Dimensions



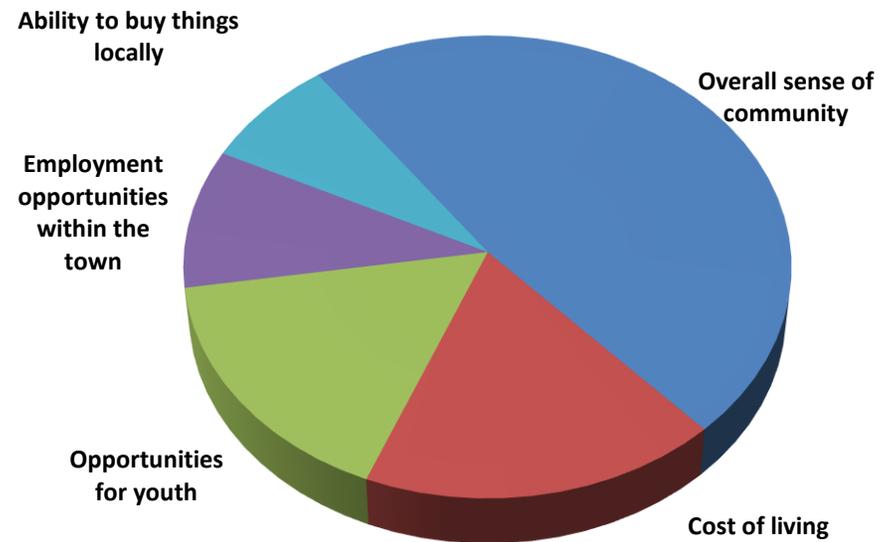
Mean score based on a scale from 0 to 10.

The second step in the analysis identifies the extent to which each of the individual Key Questions contained within the overall dimension is a key driver. Again, regression analysis is used to identify areas that drive Castle Rock’s 5-Star rating. At the end of the Key Drivers section is a summary table that identifies the key drivers and relative performances for each dimension and attribute within dimensions.

Local Community is the largest driver—that is, ratings for this dimension have the largest overall impact on Castle Rock’s 5-Star rating.

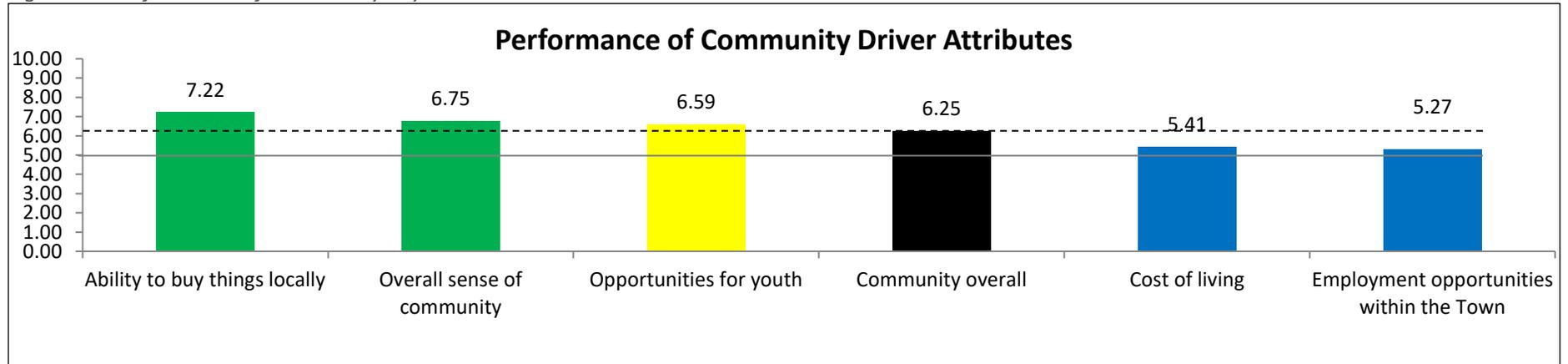
Within this dimension the areas of focus are the cost of living and employment opportunities within the town. Both of these rate relatively lower than the other attributes in this dimension.

Figure 17: Key Drivers Analysis—Community



All attributes shown are key drivers—that is, a change in these areas would have a significant impact on Castle Rock’s 5-Star rating.

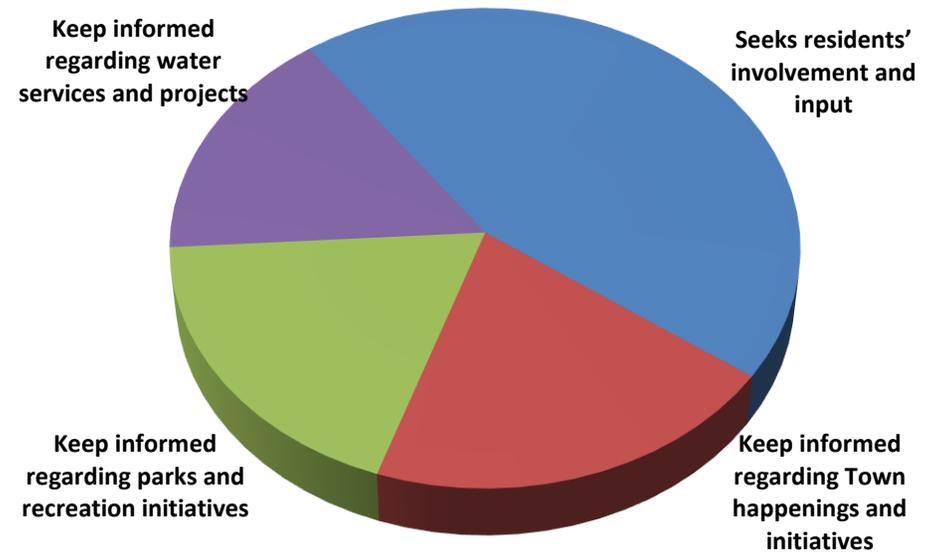
Figure 18: Performance of Community Key Driver Attributes



Mean score based on a scale from 0 to 10.

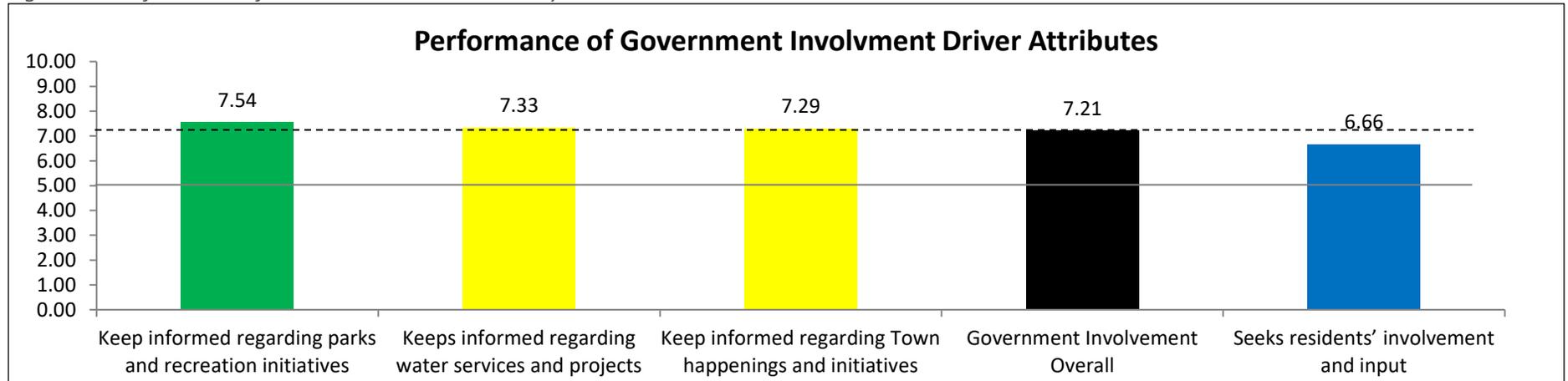
Government Involvement has the second largest impact on Castle Rock’s 5-Star Rating. Within this dimension, the focus area should be seeking residents’ involvement and input. While this has improved, it is the top driver in this dimension and scores relatively low.

Figure 19: Key Drivers Analysis—Government Involvement



All attributes shown are key drivers—that is, a change in these areas would have a significant impact on Castle Rock’s 5-Star rating.

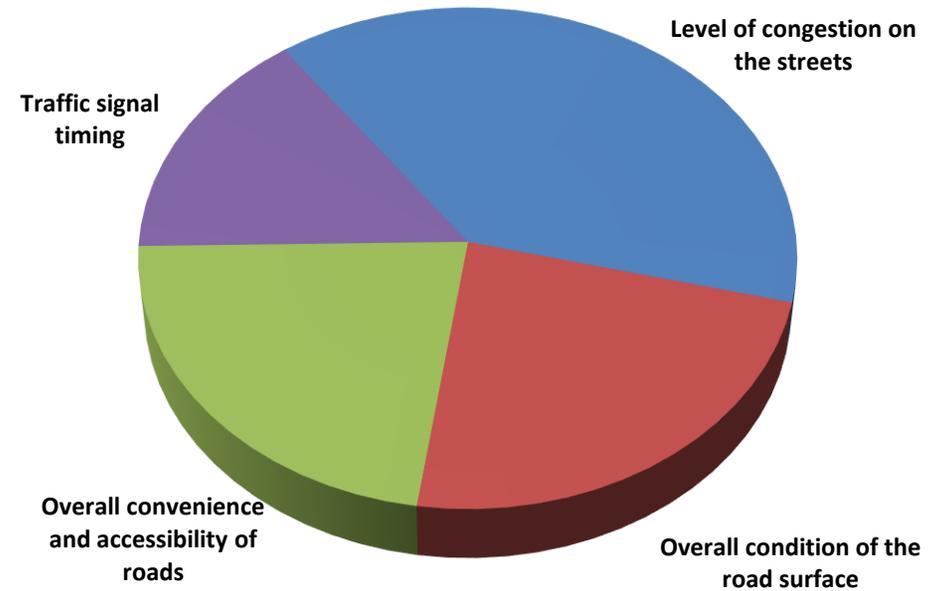
Figure 20: Performance of Government Involvement Key Driver Attributes



Mean score based on a scale from 0 to 10.

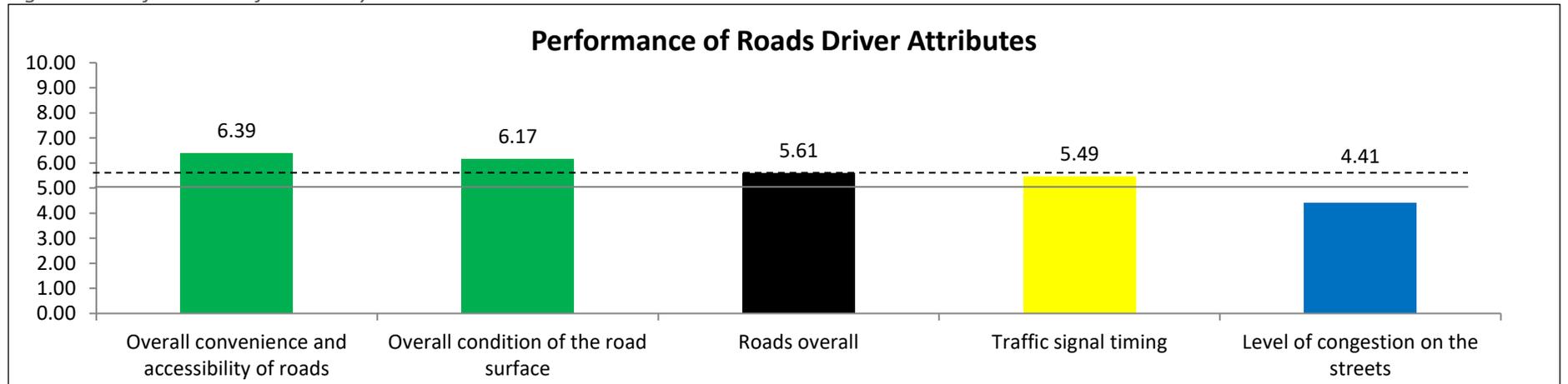
Within Roads, the Town should focus on improving the level of congestion on the streets, as it is the largest driver and has the lowest score.

Figure 21: Key Drivers Analysis—Roads



All attributes shown are key drivers—that is, a change in these areas would have a significant impact on Castle Rock's 5-Star rating.

Figure 22: Performance of Roads Key Driver Attributes



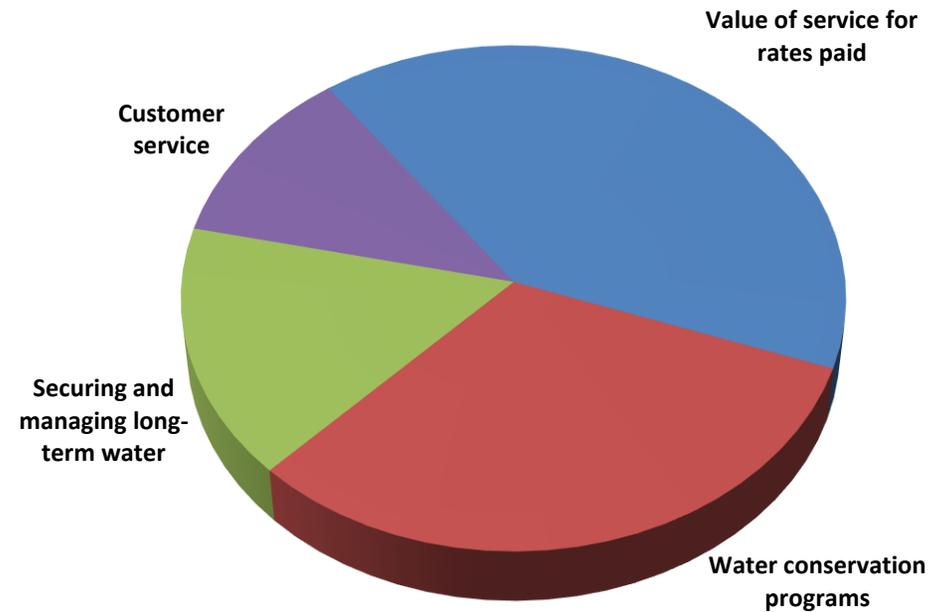
Mean score based on a scale from 0 to 10.

Within the Water dimension, there are two areas of focus.

Value of service for rates paid has remained steady over the years but is the lowest-rated attribute within this dimension.

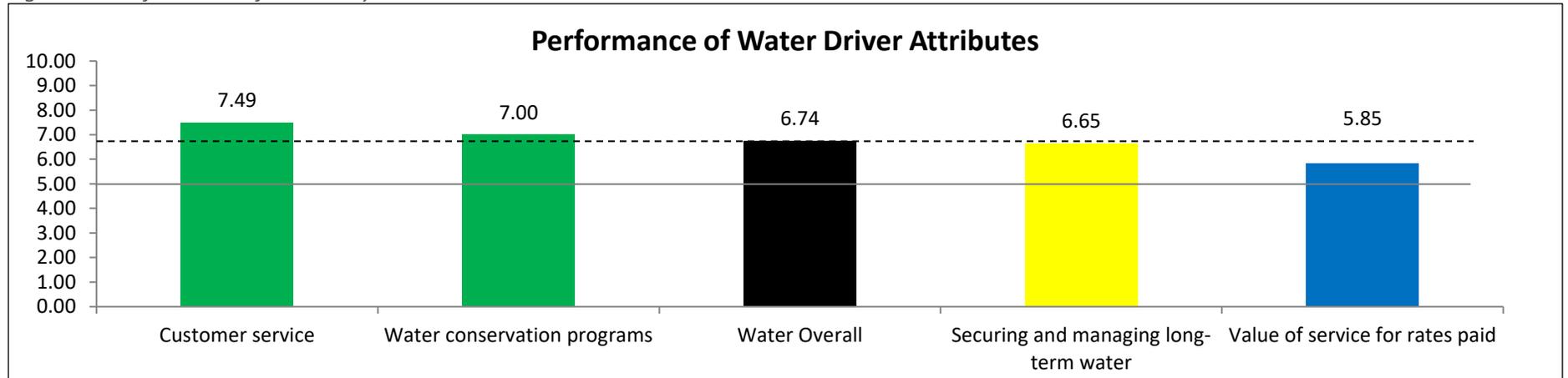
While securing and managing long-term water is not quite as important as water conservation programs, it receives lower ratings. It is recommended to ask residents how they differentiate these two items and what the Town can do to improve.

Figure 23: Key Drivers Analysis—Water



All attributes shown are key drivers—that is, a change in these areas would have a significant impact on Castle Rock’s 5-Star rating.

Figure 24: Performance of Water Key Driver Attributes

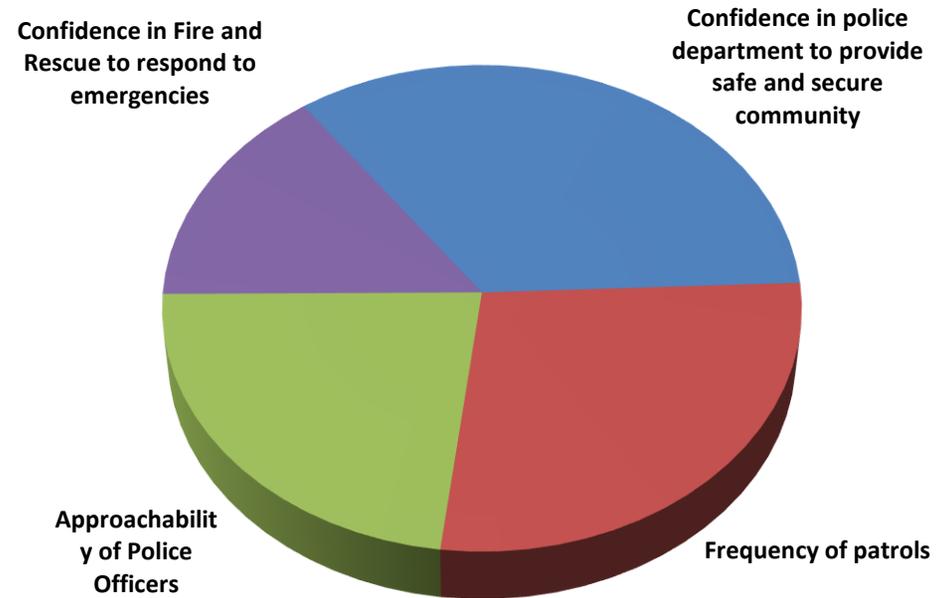


Mean score based on a scale from 0 to 10.

Safety has the lowest impact on the Town’s 5-Star rating. This does not mean that safety is not important, but rather that there is less correlation between how residents rate safety attributes and their individual Star ratings. This can be seen by the very high ratings received overall on the safety attributes. In general, regardless of how residents feel about other aspects of the Town, they feel safe.

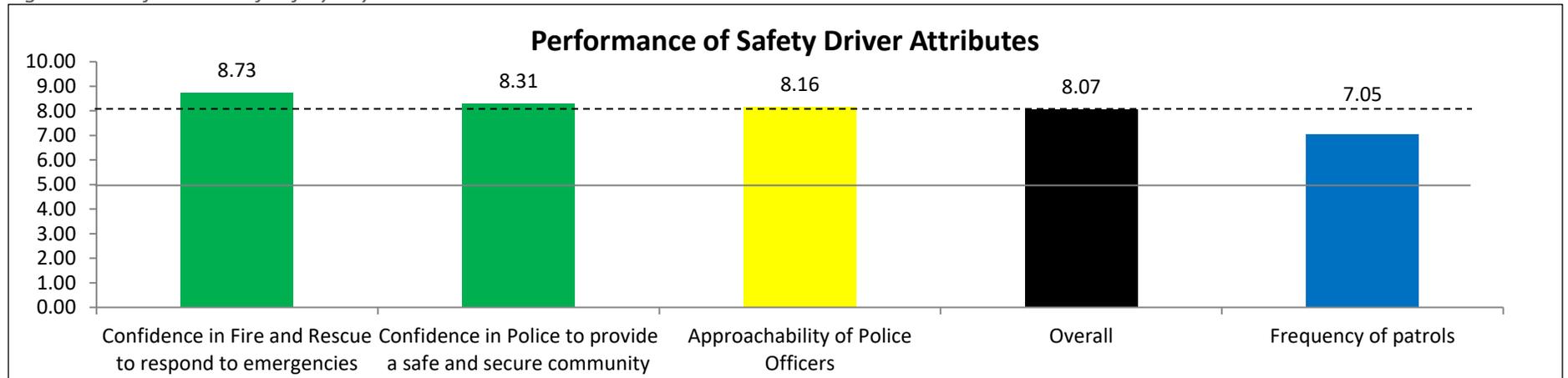
One area to examine is the frequency of patrols, as this receives the lowest rating out of these five attributes.

Figure 25: Key Drivers Analysis—Safety



All attributes shown are key drivers—that is, a change in these areas would have a significant impact on Castle Rock’s 5-Star rating.

Figure 26: Performance of Safety Key Driver Attributes



Mean score based on a scale from 0 to 10.

The final step in the analysis is to identify key areas where Castle Rock may wish to allocate additional resources based on what is most important to residents (i.e., are key drivers of Castle Rock's 5-Star rating) and current performance within individual areas. Three resource allocation strategies are identified:

1. **Invest:** These are areas that are key drivers of Castle Rock's 5-Star rating and where residents' agreement is below average when compared to the overall mean within each dimension. Investing in these areas would have a significant impact on Castle Rock's 5-Star rating. In Table 9 on the next page, these areas are highlighted in dark blue.
2. **Maintain:** These are areas identified as key drivers of Castle Rock's 5-Star rating and where residents' agreement is above average when compared to the overall mean within each dimension. Because of the impact of these items on Castle Rock's rating, it is important to maintain existing levels of service in these areas, as a decrease in the level of service would have a negative impact on Castle Rock's 5-Star rating. These areas are highlighted in dark green.
3. **Monitor:** These are areas identified as key drivers of Castle Rock's 5-Star rating and where residents' agreement is at or near average when compared to the overall mean within each dimension. Because of the impact of these items on Castle Rock's rating and their mid-level satisfaction, these are areas to monitor and invest additional resources as available to improve performance. These items are highlighted in dark yellow.

Table 9: Resource Allocation Analysis

		Importance			
I M P O R T A N C E	COMMUNITY	GOVERNMENT INVOLVEMENT	ROADS	WATER	SAFETY
	Overall Sense of Community <i>(↓2015)</i>	Seeks Residents Involvement and Input <i>(↑2017)</i>	Level of Congestion on the Streets	Value of Service for Rates Paid <i>(↓2015)</i>	Confidence in Police Department to Provide a Safe and Secure Community
	Cost of Living <i>(↓2015)</i>	Keep Residents Informed Regarding Town Happenings and Initiatives <i>(↑2017)</i>	Overall Condition of the Road Surface	Water Conservation Programs	Frequency of Patrols
	Opportunities for Youth <i>(↓2017)</i>	Keep Residents Informed Regarding Parks and Recreation Initiatives <i>(↑2017)</i>	Overall Convenience and Accessibility of Roads	Securing and Managing Long-Term Water	Approachability of Police Officers <i>(↑2015)</i> <i>Same as 2017</i>
	Employment Opportunities within the Town <i>(↓2017)</i> <i>Same as 2015</i>	Keep Residents Informed Regarding Water Services and Projects <i>(↑2017)</i>	Traffic Signal Timing	Customer Service	Confidence in Fire and Rescue to Respond to Emergencies
	Ability to Buy Things Locally <i>(↑2015)</i> <i>Same as 2017</i>				

■ = Key driver, lower-than-average agreement, invest
 ■ = Key driver, near average agreement, invest as allowed
 ■ = Key driver, above-average agreement, maintain

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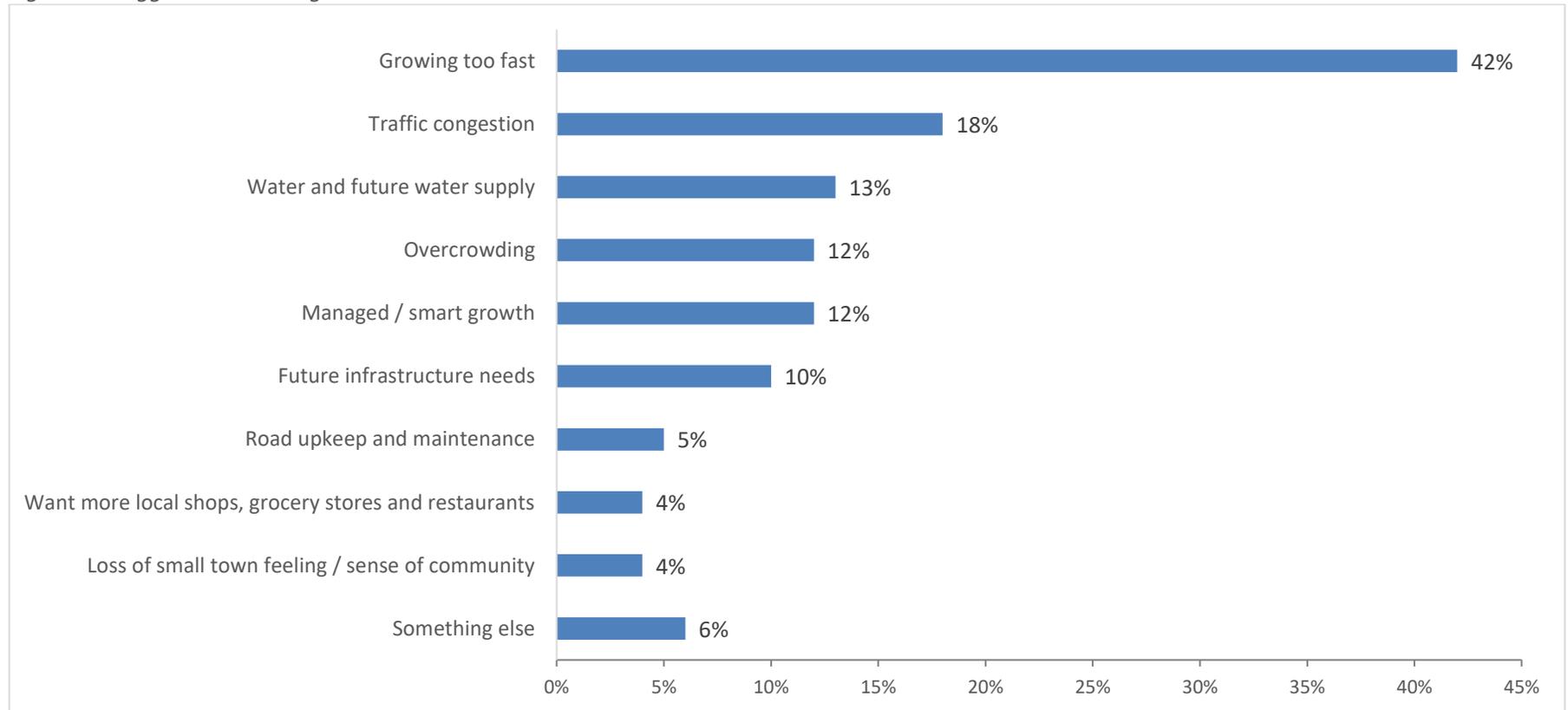
CASTLE ROCK AS A PLACE TO LIVE

Most Important Issue Facing Castle Rock

Residents were asked to describe the single most important issue facing the Town in the next five years. The responses were open-ended and then coded after data collection was completed. If a resident mentioned more than one thing in his or her response, each subject was categorized separately. This means that the sum in the figure below tallies to more than 100 percent.

By far, the most commonly mentioned topics were issues related to growth—including growing too fast, overcrowding, traffic congestion, and future infrastructure needs.

Figure 27: Biggest Issue Facing Castle Rock—2019



CR1 – What would you say is the single most important issue facing Castle Rock in the next 5 years? (open ended question coded into categories)

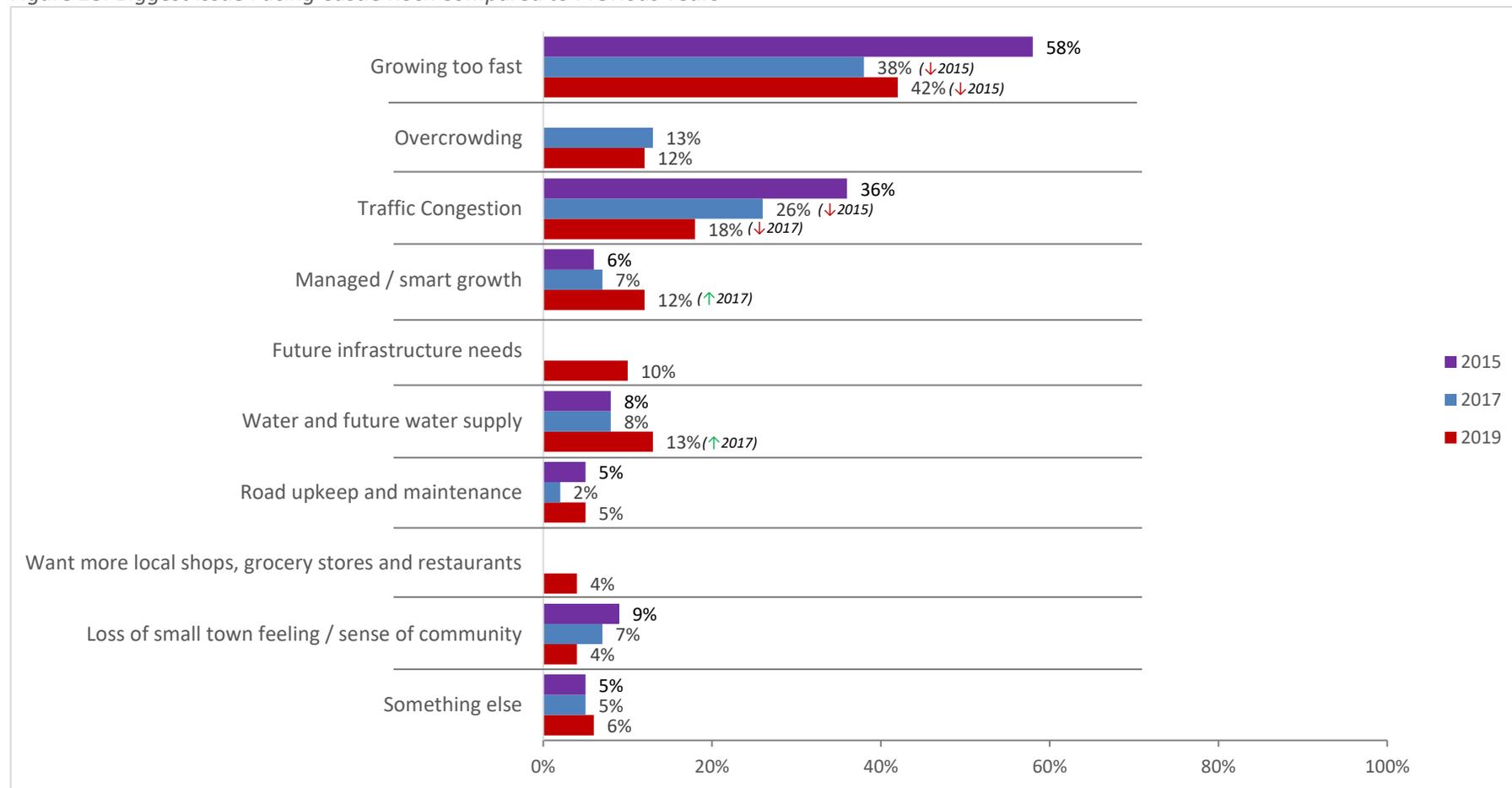
Base: All Residents

Multiple responses—may sum to more than 100 percent. Top 10 issues shown.

There are a few notable changes seen over the years. The two most notable are the steadily decreasing number of mentions regarding traffic congestion. While this is still an issue as identified in the Key Driver analysis earlier in the report, fewer residents mention this unprompted.

The second issue of note is an overall attitude toward growth. In 2015, and to a lesser extent 2017, a majority of comments related to growth were akin to “stop the growth.” While this is still true in 2019, there has been a shift toward managing or using “smart” growth, as well as ensuring growth takes into account future infrastructure needs. While not overwhelming, this shift is worth noting.

Figure 28: Biggest Issue Facing Castle Rock Compared to Previous Years



CR1 – What would you say is the single most important issue facing Castle Rock in the next 5 years? (open ended question coded into categories)

Base: All Residents Multiple responses—may sum to more than 100 percent. Top 10 issues shown.

*Note, for comparison, as years go by codes generally get more refined. For example, between 2015 and 2017 a new category, “overcrowding,” was created, but it was rolled up into “growth” in general so growth was 58 percent. In 2019 we separated out overcrowding into its own code, which is why “growing too fast” appears to have dropped.

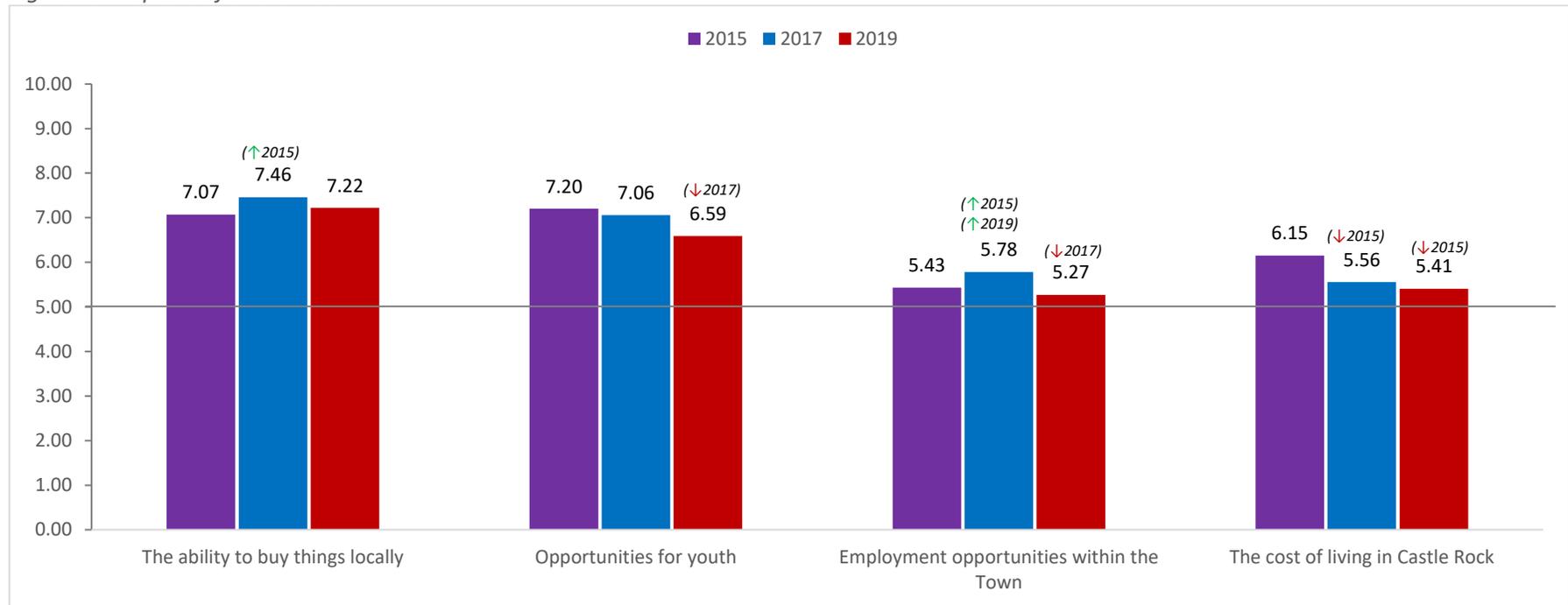
Castle Rock as a Place to Live

Residents were read a series of attributes regarding life in Castle Rock. As they were read these attributes, they were asked to rate each one from “Very Poor” to “Excellent.”

Overall, Castle Rock’s residents provided good to excellent ratings for most attributes. Residents are most pleased with the ability to buy things locally, which increased between 2015 and 2017 and has maintained the higher level.

While ratings for all attributes were above the midpoint of 5 on a 0 to 10 scale, ratings decreased between 2015 and 2017 for the cost of living in Castle Rock and have remained at the lower level between 2017 and 2019.

Figure 29: Aspects of Castle Rock



CR2 – How would you rate each of the following aspects of Castle Rock?

Base: All Residents

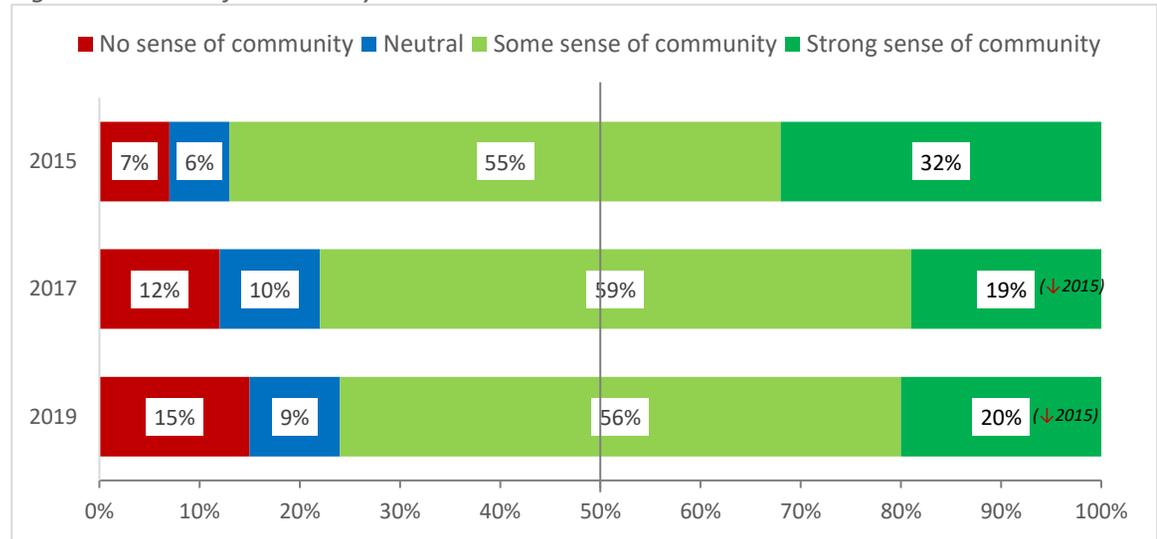
Mean score based on a scale from 0 to 10.

Two important issues to the Town are the sense of community and “small town character.” Residents were asked a series of questions regarding these issues. Nearly nine out of ten residents state that Castle Rock has either some, or a strong, sense of community. There continues to be a decrease compared to 2015 in the percent who say “strong” sense of community. Most of this shift was from “strong” to “some.”

Residents were also read several possible descriptions and asked how well they fit with the idea of “small town character.”

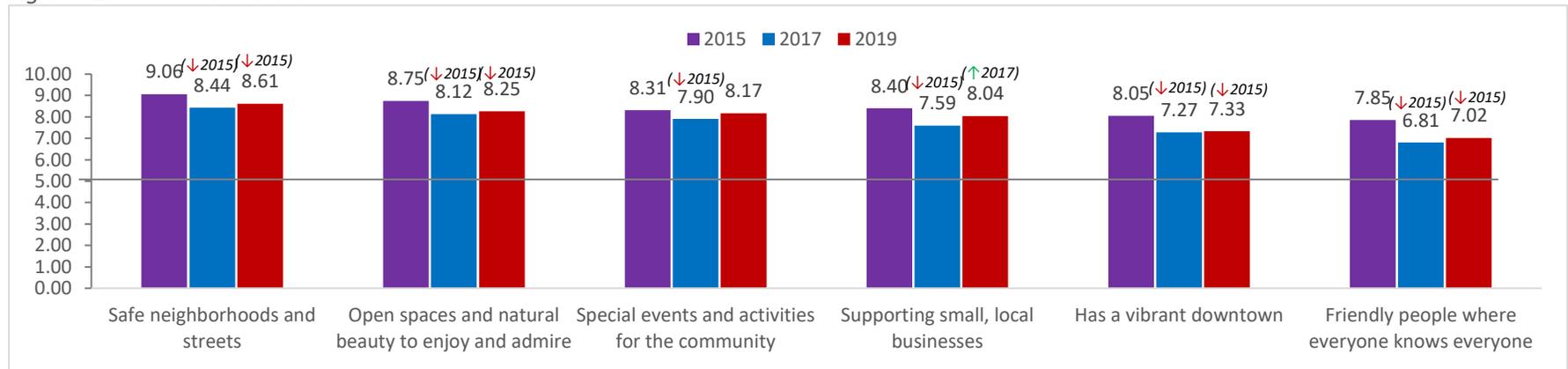
All descriptions adequately describe small town character, with safety and open spaces rated as the most accurate descriptions. The order is the same as in 2015 and 2017.

Figure 30: Sense of Community



COMM1 – Overall, how would you rate the sense of community in Castle Rock?
Base: All Residents

Figure 31: Small Town Character



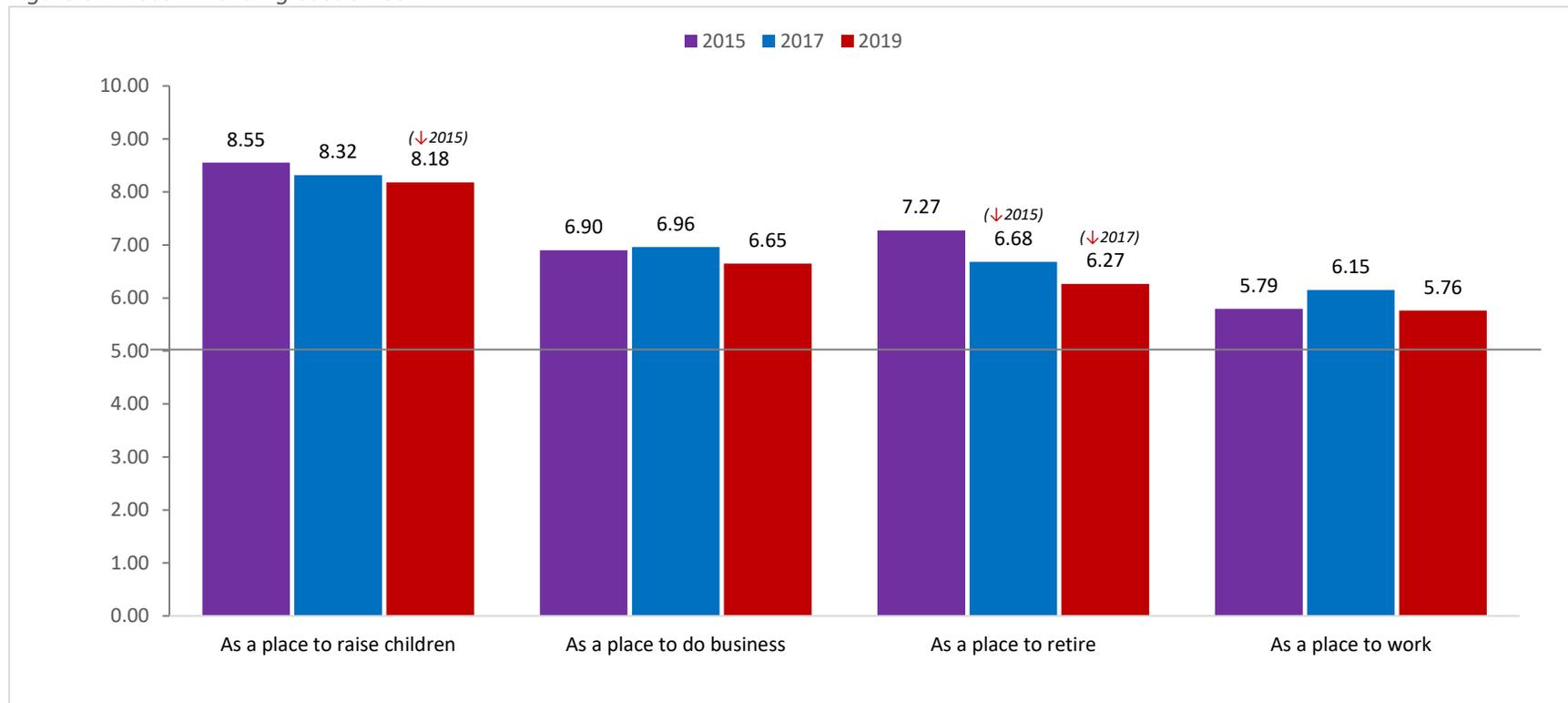
COMM3 – For each of the following statements please indicate how well you feel it describes small town character.
Base: All Residents
Mean score based on a scale from 0 to 10.

Recommending Castle Rock

Residents were read a list of four items and asked to indicate how likely they would be to recommend Castle Rock for each one. Residents are most likely to recommend the Town as a place to raise children.

Ratings for recommending Castle Rock as a place to retire have decreased from 2015 to 2017, and again from 2017 to 2019. This is an area to look into and may be related to the cost of living.

Figure 32: Recommending Castle Rock



CR5 – How likely would you be to recommend Castle Rock to someone for each of the following?

Base: All Residents

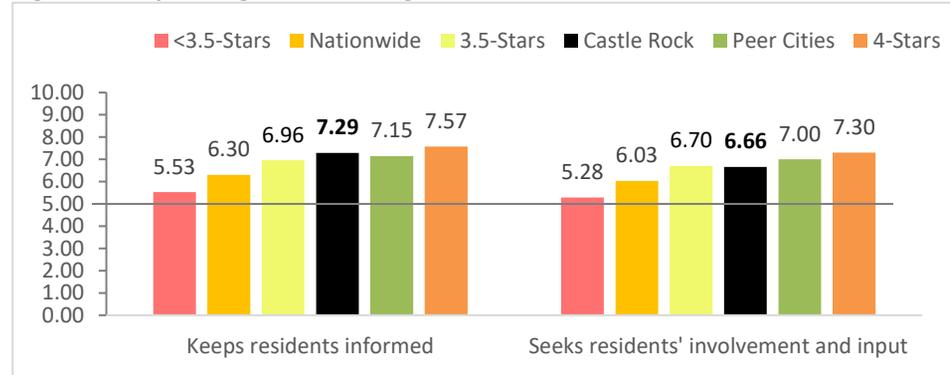
Mean score based on a scale from 0 to 10.

Residents were asked two questions regarding how well they believe the local government does at listening to residents and keeping them informed regarding Town happenings.

When compared to NWRG Benchmarks, the Town rates above national and other 3.5-Star benchmarks and similar to 4-Star communities in these areas. Year-over-year ratings for both attributes have rebounded from 2017—an area to highlight.

The Town continues to do a good job of keeping residents informed regarding parks and recreation initiatives and water services and projects. Both areas have improved.

Figure 33: Informing and Involving Residents – Mean Scores

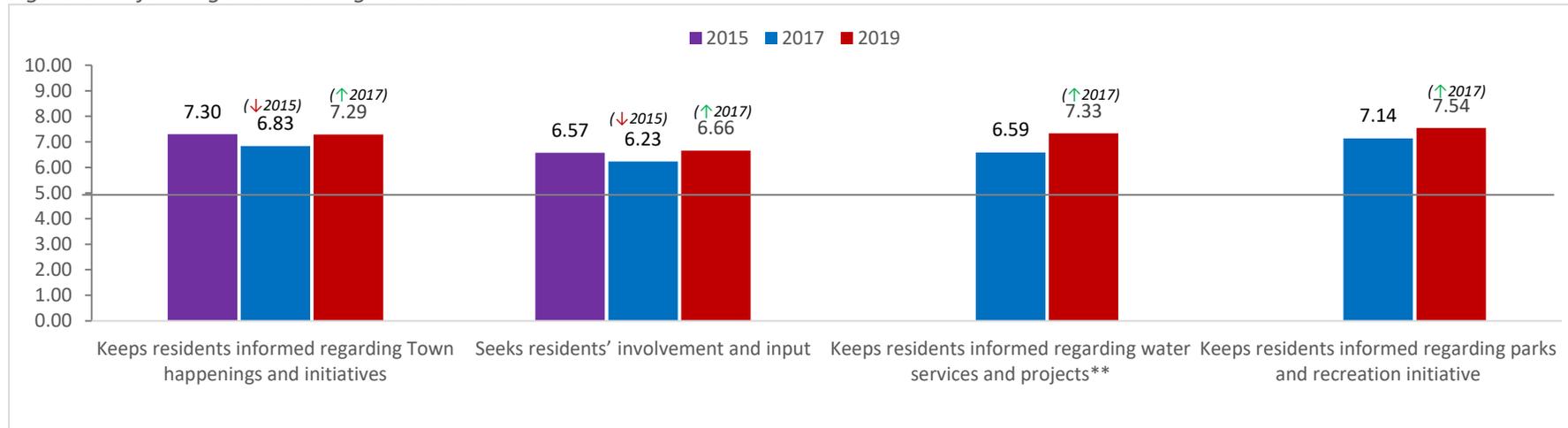


GOV1_A – Agreement with “Keeps residents informed regarding Town happenings and initiatives”

GOV1_B – Agreement with “Seeks residents’ involvement and input”

Mean score based on a scale from 0 to 10.

Figure 34: Informing and Involving Residents



GOV1_A – Agreement with “Keeps residents informed regarding Town happenings and initiatives” GOV1_B – Agreement with “Seeks residents’ involvement and input”

GOV1_C – Agreement with “Keeps residents informed regarding Castle Rock water initiatives” GOV1_D – “Keeps residents informed regarding parks and recreation initiatives”

Base: All Residents. Mean score based on a scale from 0 to 10.

SPECIAL TOPICS

Grocery Tax

Two questions were asked regarding the Town’s grocery tax. The first question asked residents to choose an option that they most agree with. The second question asked how strongly they feel that way.

The majority of residents support keeping the grocery tax as is.

The figure below was designed with the idea of seeing if residents who have strong opinions about the grocery tax have different opinions than those who feel less strongly about the issue. That is not the case. When looking only at residents who indicate they have strong feelings about the issue, the clear majority still feel that the Town should keep the grocery tax as-is.

While not shown, after the primary data collection period, the Town opened up the survey to any and all people who wanted to take the survey. The results in the “open” survey were similar to the ones shown here.

Figure 35: Opinions Regarding Grocery Tax

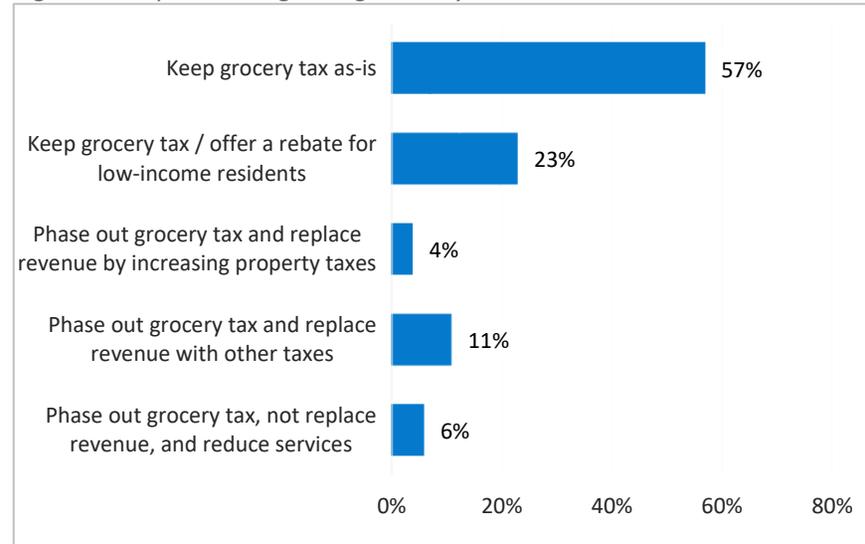
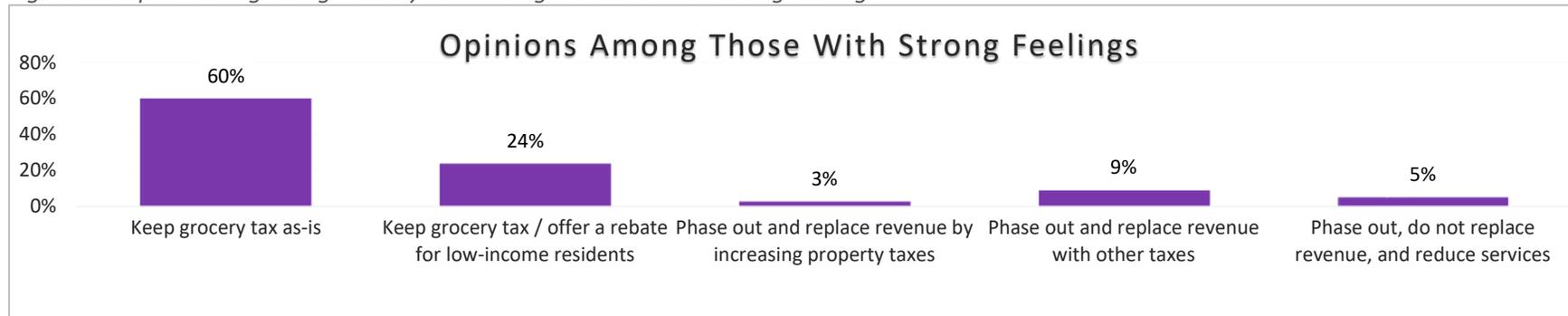


Figure 36: Opinions Regarding Grocery Tax Among Residents with Strong Feelings



TAX1 – Currently, Castle Rock has a 4 percent sales tax on food for home consumption. That means a \$100 grocery bill costs you \$4 in Town taxes. This accounts for 15.5 percent of the Town’s tax revenue and goes toward funding the Police Department, the Fire Department, street maintenance, plowing, and general government functions.

There is some discussion regarding removing the tax on groceries. Doing so would remove over \$7.6 million annually from the town’s revenue impacting the town’s Police Department, Fire Department, street maintenance, community center, and other activities. Given this information, which of the following statements do you agree with most.

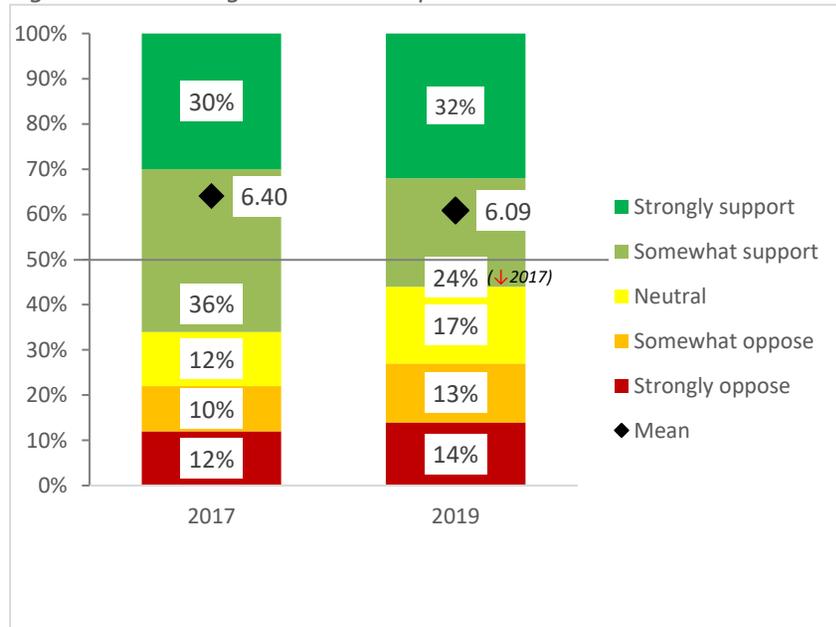
TAX2 – How strongly do you feel that [INSERT ANSWER FROM TAX1]?

Base: All Residents

Residents were asked two questions regarding support for public transportation within the Town limits. The first question asked about their support for the Town investing in public transportation. The second question asked about willingness to pay an additional tax to develop public transportation.

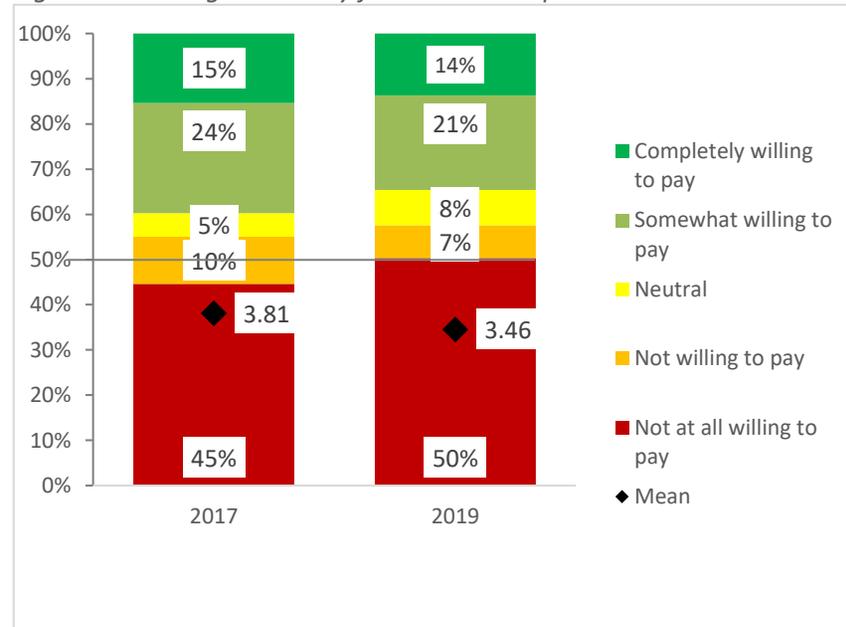
- While there is support for the Town investing in public transportation services within the Town limits, support drops when these residents are asked for their willingness to pay—more than half of residents are not willing to pay an additional tax to develop transportation system.
- Attitudes for both of these have remained unchanged from 2017.
- It should be noted that the questionnaire only asked residents who supported investing in public transportation (rating of 6 or higher) the follow-up question. The assumption was that if residents opposed investing, they would also oppose paying an additional tax to develop the service. The “willingness to pay” question was rebased so that those who do not support the Town investing were coded as not at all willing to pay to develop it.

Figure 37: Investing in Public Transportation



SPECIAL3 – Would you support or oppose the Town investing in public transportation services within the Town limits of Castle Rock?
 Base: All Residents

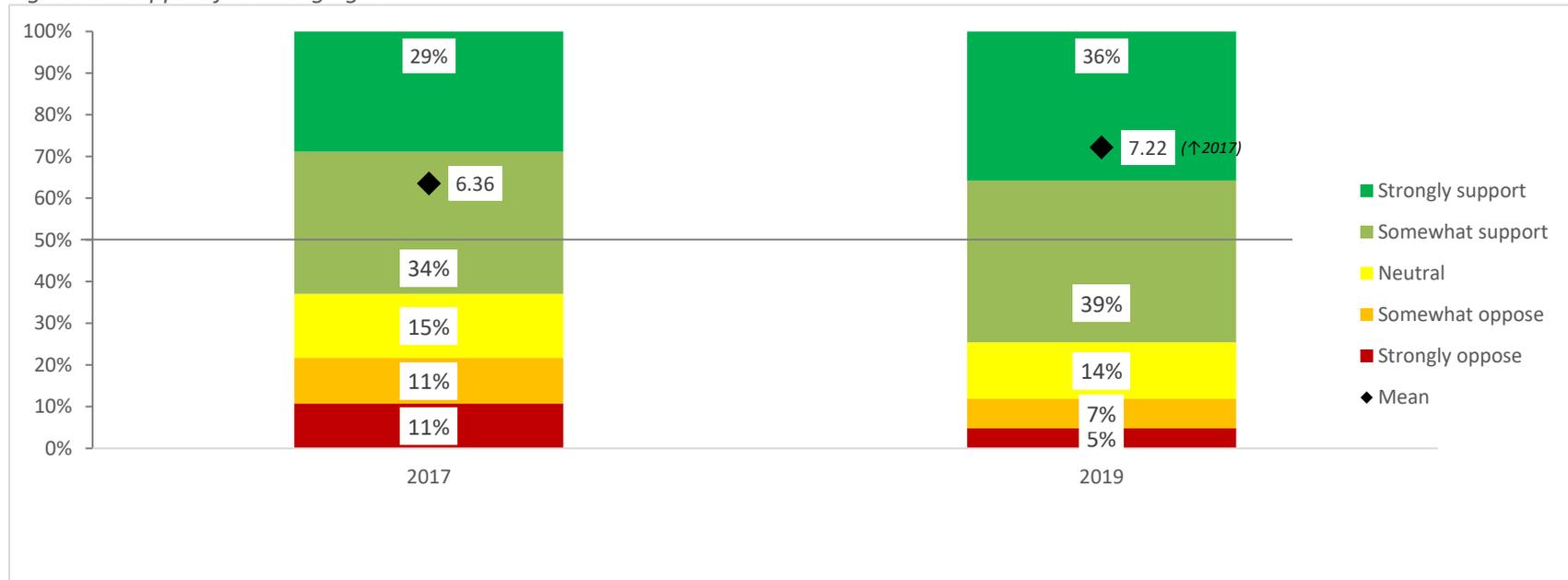
Figure 38: Willingness to Pay for Public Transportation



SPECIAL3A – Would you be willing to pay an additional tax so that the Town can develop a public transportation system within the Town limits of Castle Rock?
 Base for SPECIAL3A: Those who support the Town investing in public transportation services – rebased to include all respondents

Residents were asked in 2017 and again in 2019 to indicate their support for the Town implementing a lodging tax. Three-quarters of residents support the idea, and over one-third “strongly” support it. Overall, support for a lodging tax has increased from 2017 to 2019.

Figure 39: Support for a Lodging Tax



SPECIAL4 – Would you support or oppose implementing a lodging tax?
 Base: All Residents

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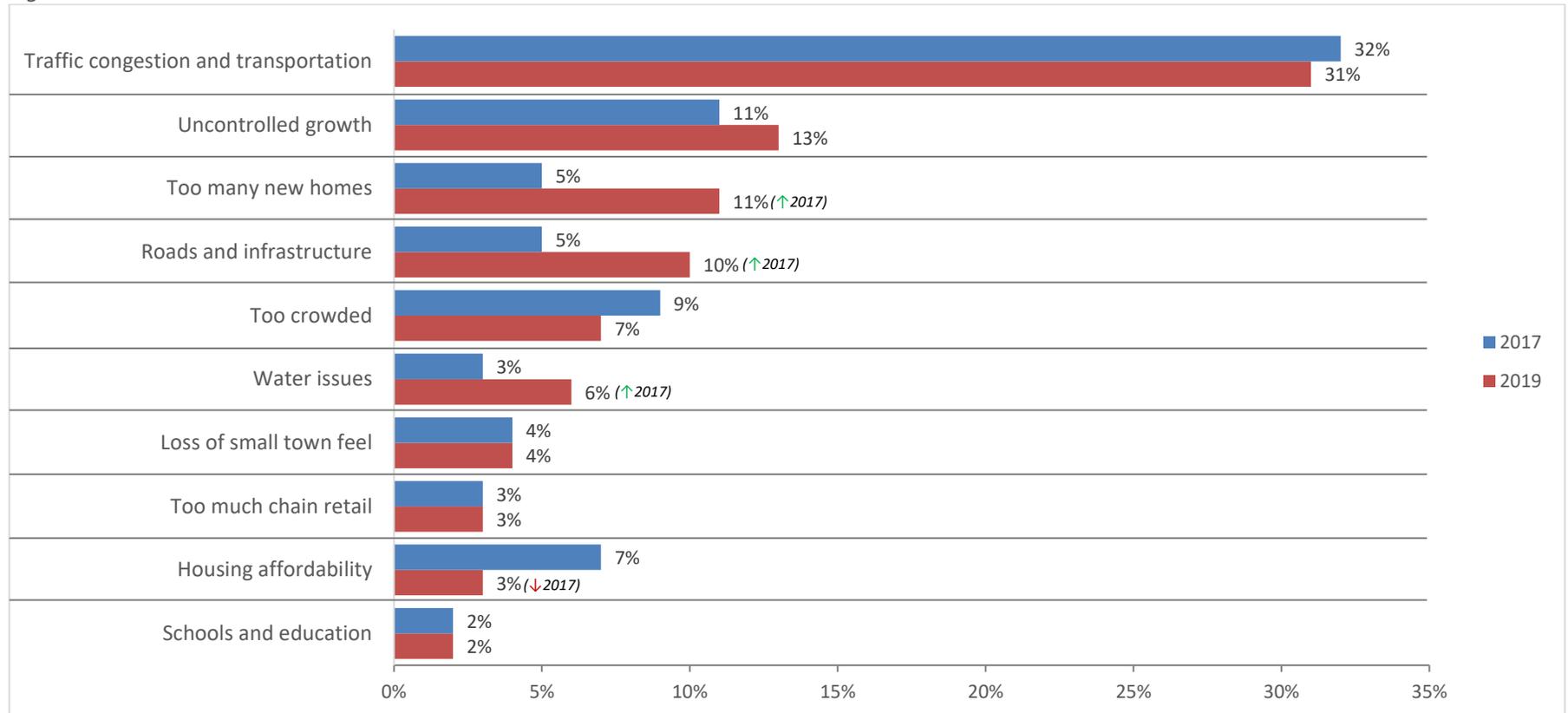
PLANNING FOR GROWTH

Growth-Related Stress

Residents were asked to describe, using a one- or two-word phrase, which aspect of growth was causing them the most stress. The most commonly mentioned aspect was increased traffic and congestion. This received over twice as many mentions as the second-most-mentioned aspect, uncontrolled growth, or growing too fast. There has been a marked increase in residents mentioning too many new homes and the ability for roads and infrastructure to keep up with development.

Castle Rock is not unique regarding these challenges, as NWRG has found traffic and rapid growth to be top issues in other cities.

Figure 40: Growth-Related Stress



GROW3A – Using a one- or two-word phrase, what aspect of growth in Castle Rock is causing you the most stress?

Base: All Residents

Multiple responses—may sum to more than 100 percent. Top 10 responses shown.

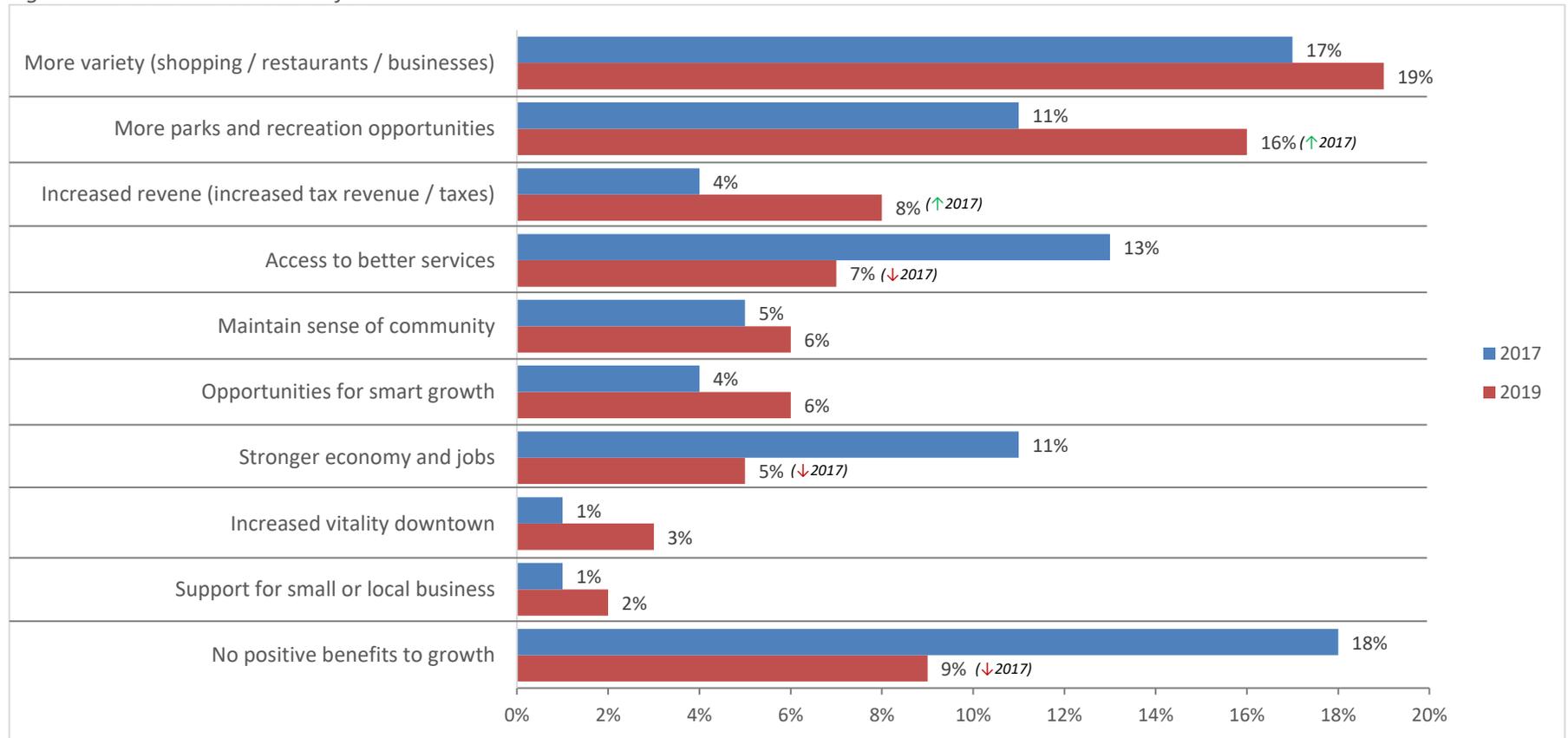
Growth-Related Benefits

Residents were also asked to describe a positive aspect of growth. While a significant percentage of residents indicated there were no positive aspects of growth, most residents could identify some positives.

The theme that emerges is having more access. This includes access to more entertainment options such as shopping, restaurants, and even parks, to necessities such as access to better medical support and transportation services.

In 2017, there was a notable mention of having a stronger economy and more jobs; mentions of this have decreased notably between 2017 and 2019.

Figure 41: Growth-Related Benefits



GROW3B – Using a one or two-word phrase, what aspect of growth in Castle Rock do you consider most beneficial?

Base: All Residents

Multiple responses—may sum to more than 100 percent. Top 10 responses shown.

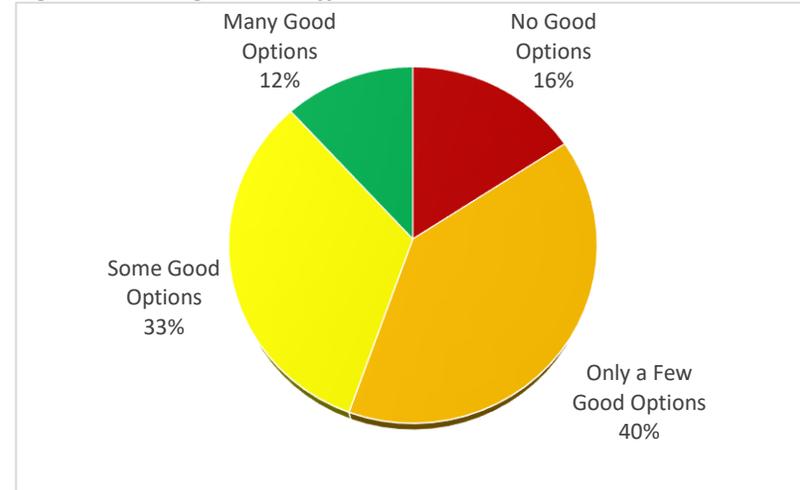
Residents were asked three questions around affordability and the cost of living in Castle Rock.

Sixteen percent of residents feel that there are no good options in terms of affordable places to live. Forty percent state there are only a few good options, 33 percent state there are some good options, and 12 percent say there are many good options.

Residents were also asked if they agree that the cost of housing makes it difficult for middle- or low-wage workers and elderly residents to afford to live in the Town.

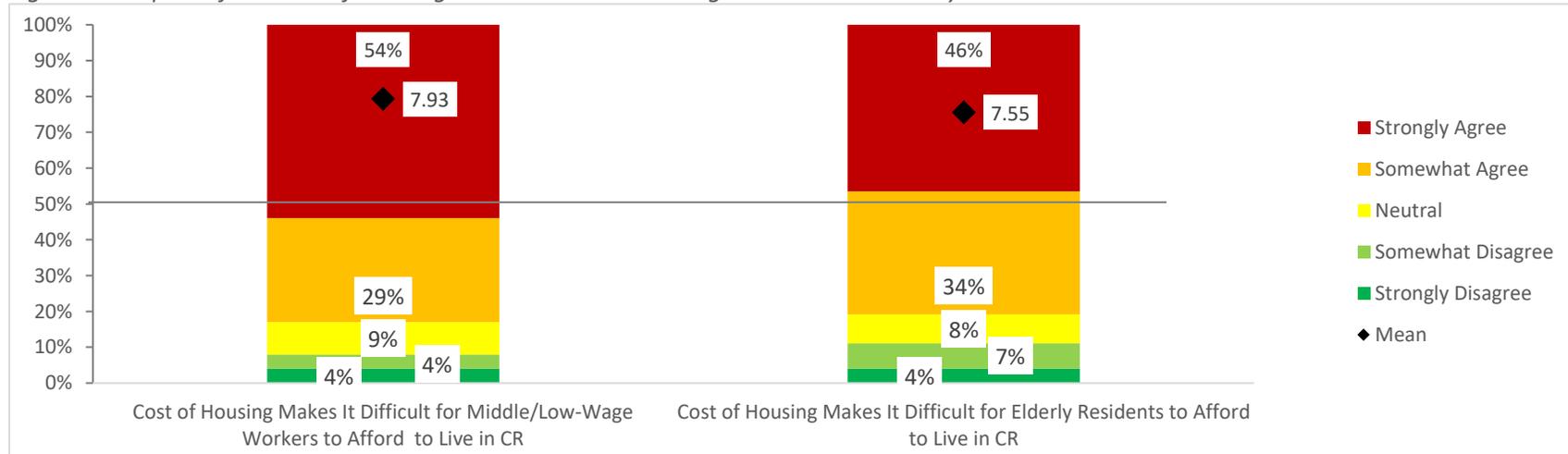
Half of residents “strongly” agree that the cost of housing makes it difficult on lower income and elderly residents.

Figure 42: Being Able to Afford a Place to Live



HOUSE1 – If you were looking to buy a home in Castle Rock and thinking in terms of being able to afford a place to live, would you say there are...?
Base: All Residents

Figure 43: Impact of the Cost of Housing on Middle and Low-Wage Workers and Elderly Residents



HOUSE2 – Do you agree or disagree with each of the following...
Base: All Residents

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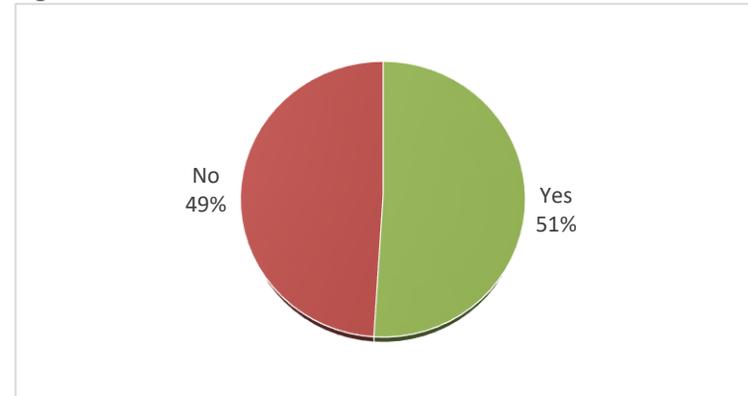
SAFETY IN CASTLE ROCK

Interaction with Police Department

Residents were asked a variety of police and safety-related questions. To keep the survey length down, the first question asked was if they have had any contact with the Castle Rock Police Department in the past two years. Residents who had contacted the Police Department were asked a series of follow-up questions regarding the nature of their interaction and satisfaction with the different services.

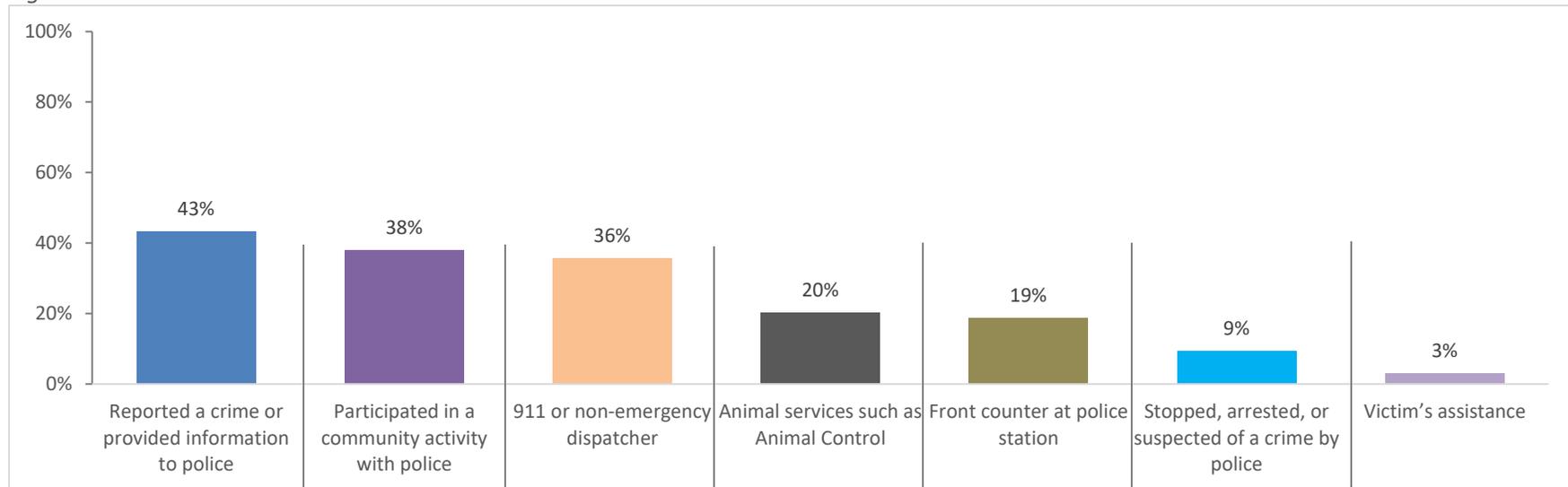
Just over half of all residents (n=282) have had some form of contact with the police in the past two years, and the most common contact with police has been to report a crime or provide information to police.

Figure 44: Contact with Police



Police1 – Have you had any contact with the Castle Rock Police Department during the past two years?
Base: All Residents

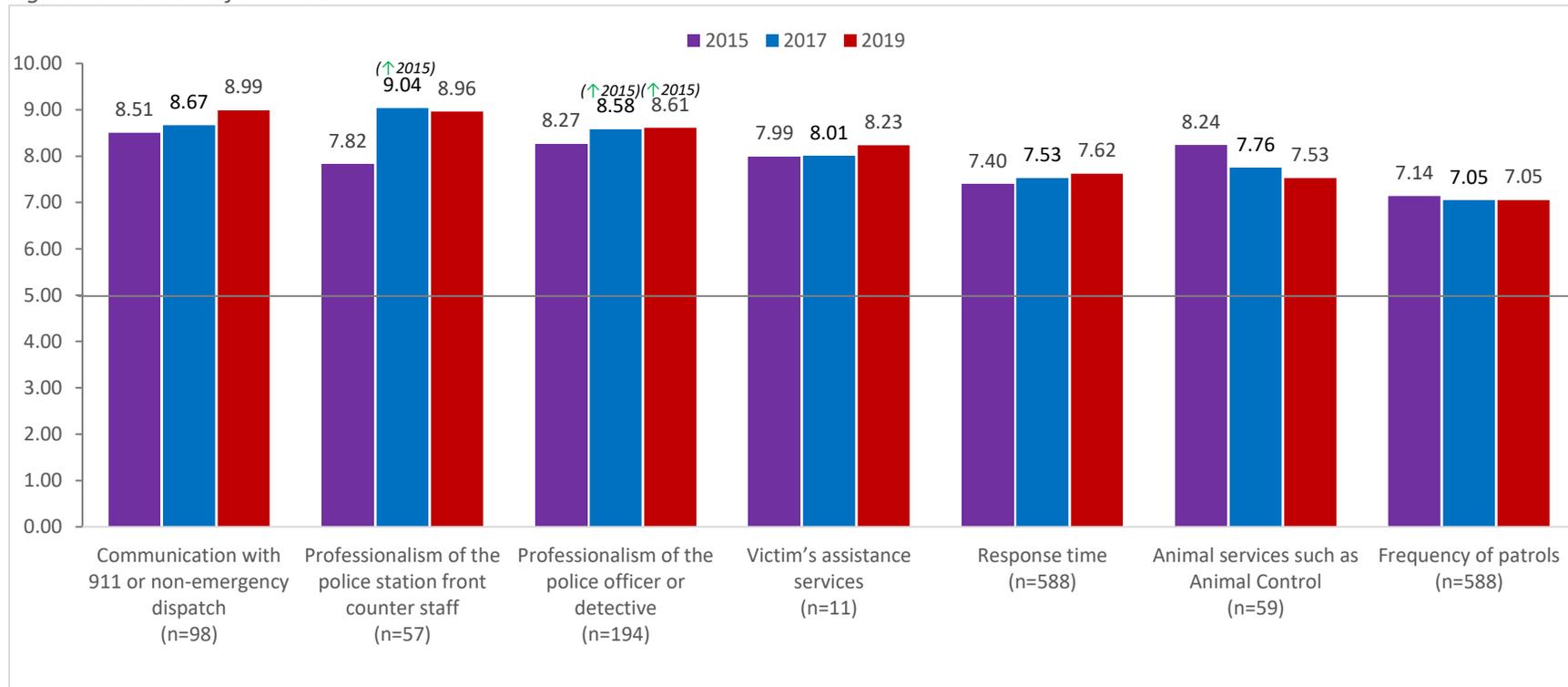
Figure 45: Police Service Interactions



POLICE1A – Which of the following Police services have you contacted or utilized in the past two years?
Base: Residents who have had contact with the police (n=282)

Residents were asked to rate the performance of the police-related services that they had contact with over the past two years. All attributes of police service scored very well. Professionalism of the front counter staff received the highest rating.

Figure 46: Police Performance



POLICE2 – Please rate the Castle Rock Police Department on each of the following?

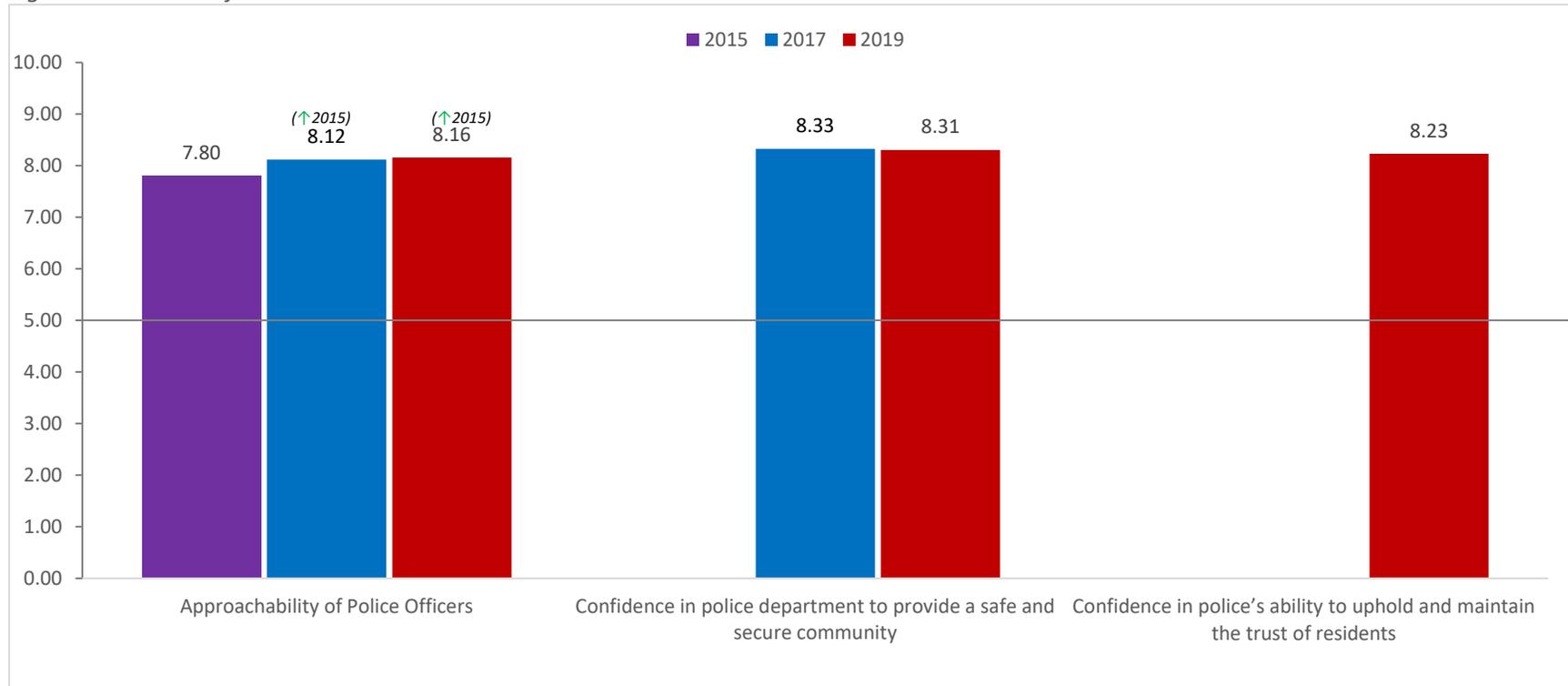
Base: Residents who have had contact with the police. Each question is asked only of those residents who indicated they utilized the specific service.

Mean score based on a scale from 0 to 10.

Confidence in and Approachability of Police

Residents also have high opinions of the department as a whole, including the approachability of police officers, confidence in the department to provide a safe and secure community, and confidence in the police’s ability to uphold and maintain the trust of residents.

Figure 47: Police Performance



POLICE3 – Overall, how would you rate the approachability of Police Officers in Castle Rock?

POLICE6 – Overall, how confident are you in the Town’s police department to provide a safe and secure community?

POLICE7 – How confident are you in the Town’s Police Department’s ability to uphold and maintain the trust of residents?

Base: All residents

Mean score based on a scale from 0 to 10.

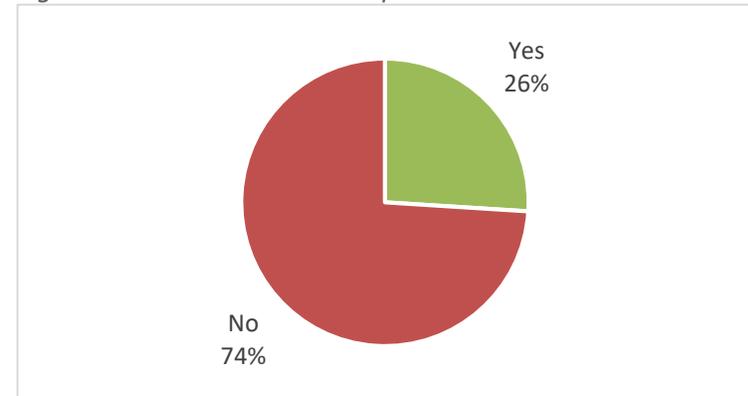
Fire Department

Similar to the Police Department, all residents were asked if they have had any interactions with the Fire Department. Those who did interact with the Fire Department were then asked a series of follow-up questions regarding the nature of and satisfaction with their interaction.

Only one in four residents (n=157) has had contact with the Castle Rock Fire and Rescue Department at some point in the past two years.

Of those residents who have had contact with the Castle Rock Fire and Rescue Department, the most common contact was regarding an emergency response such as fire, medical, or rescue services, followed by interactions at a community event.

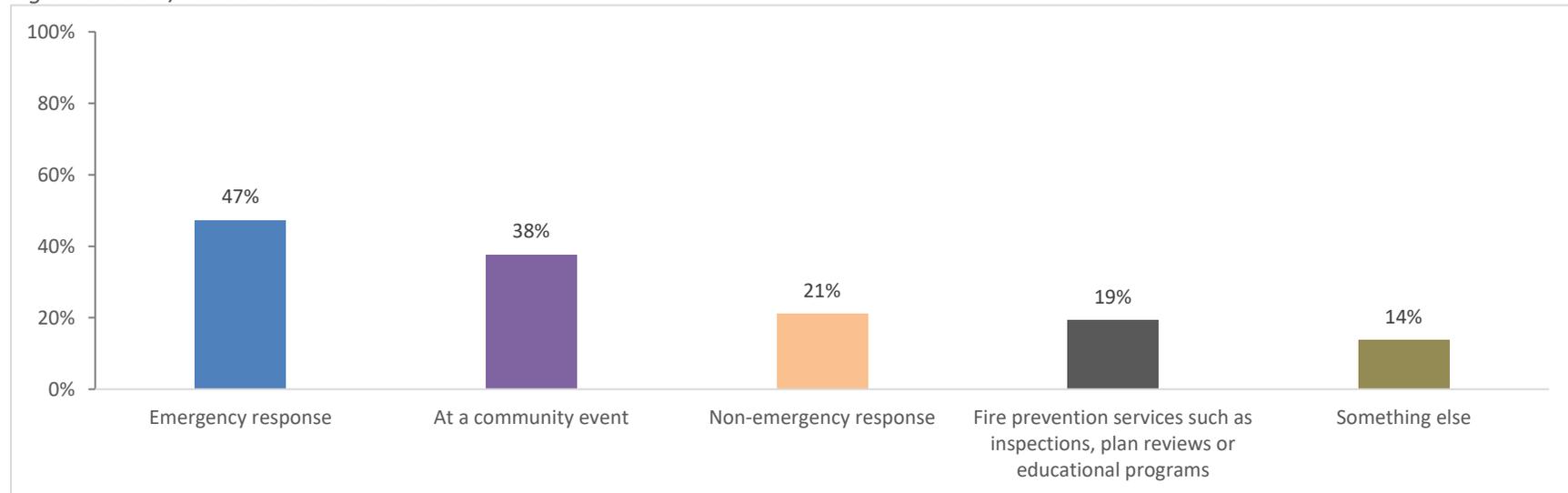
Figure 48: Contact with Fire Department



FIRE1 – Have you had any contact with the Castle Rock Fire and Rescue Department in the past two years?

Base: All Residents

Figure 49: Fire / Rescue Services Utilized



FIRE1A – Which of the following Fire and Rescue services have you contacted or utilized in the past two years?

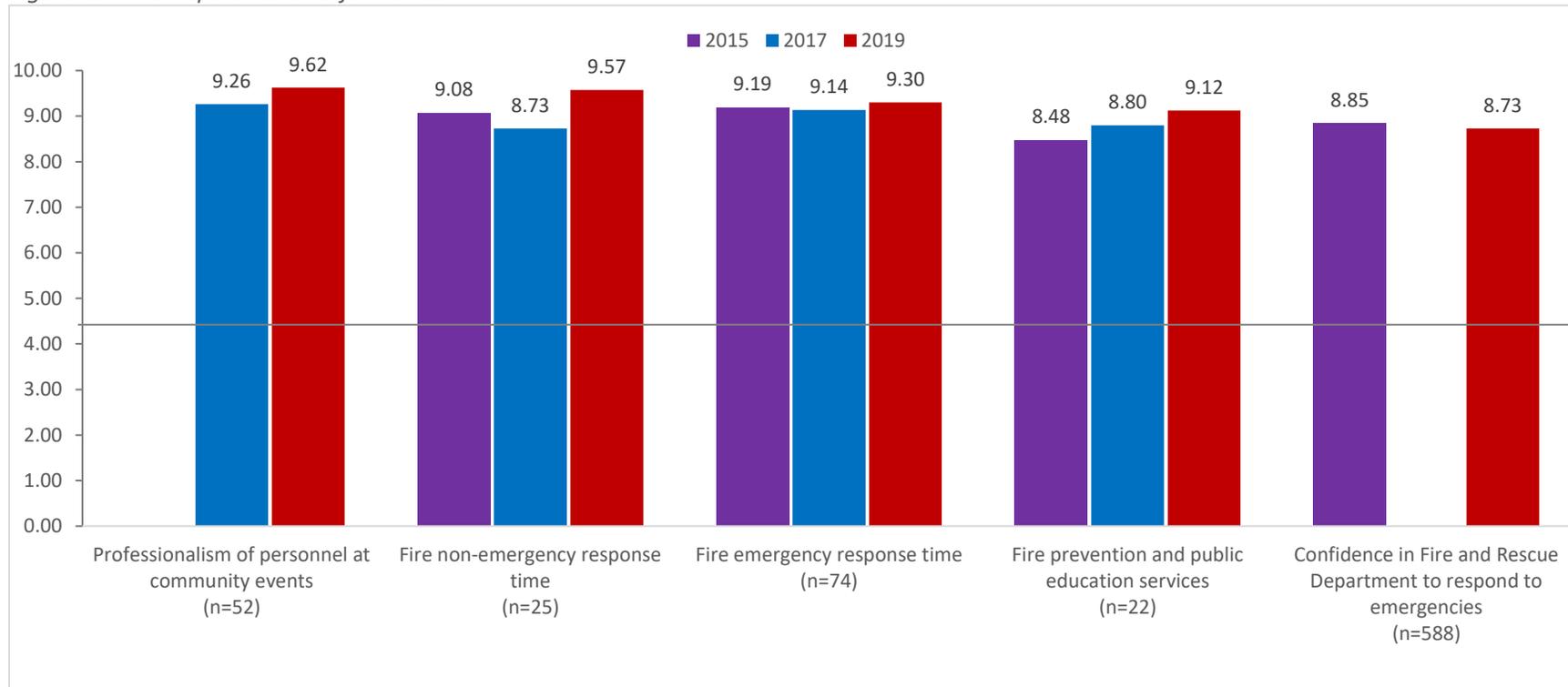
Base: Residents who have had contact with the Fire and Rescue Department (n=157)

Fire Department Performance

Residents were asked to rate the performance of the Fire Department regarding the services that they had used over the past two years.

All attributes services of fire service scored very well—all similar to previous years.

Figure 50: Fire Department Performance



FIRE2 – Please rate the Castle Rock Fire and Rescue Department on each of the following?

Base: Residents who have had contact Castle Rock Fire. Each question is asked only of those residents who indicated they utilized the specific service.

Mean score based on a scale from 0 to 10.

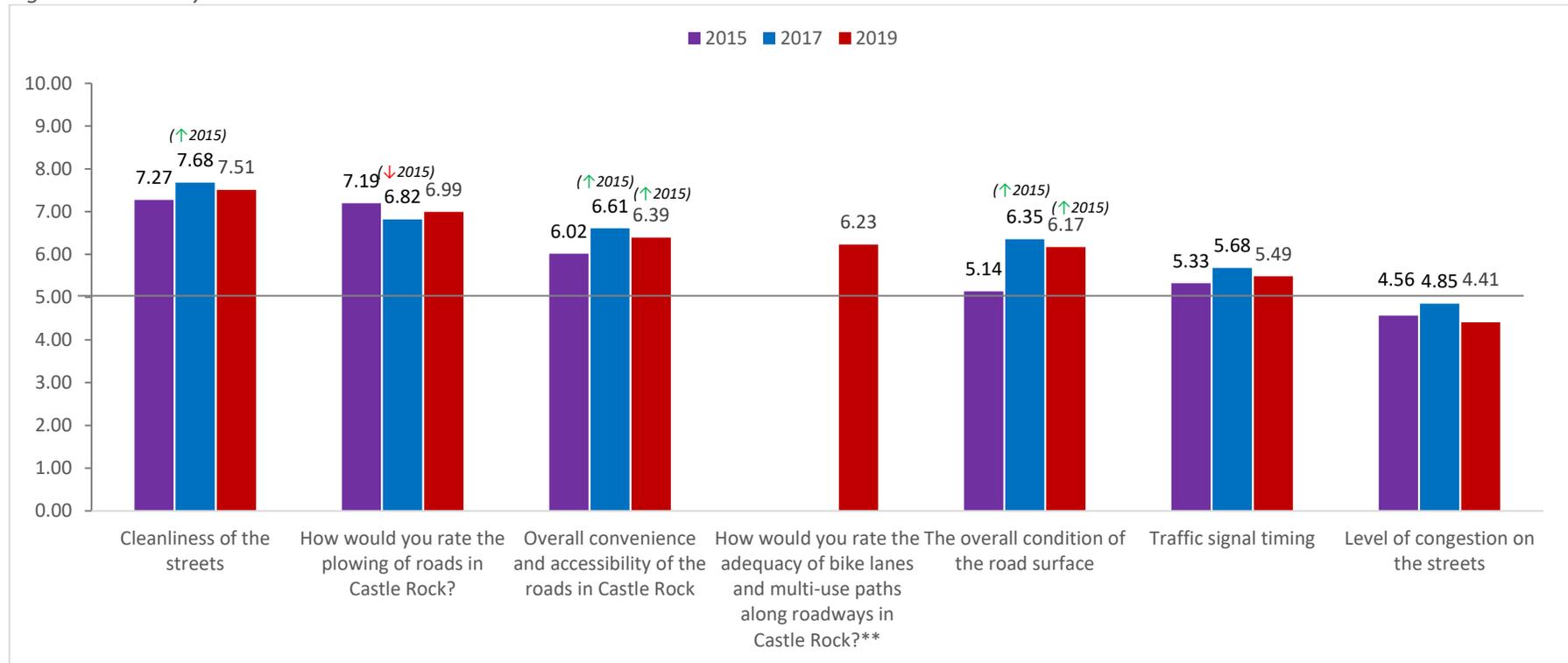
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PUBLIC WORKS AND MOBILITY

Residents were asked a series of questions regarding roads, traffic, and mobility in Castle Rock. In 2015, we asked residents to exclude Meadows/Founders Parkway, as there was ongoing construction at the time. We removed that exclusion in 2017, so while the results are trended between 2015 and later years, some caution should be taken due to the inclusion/exclusion of Meadows/Founders Parkway.

As mentioned earlier in this report, while most aspects of Mobility are the lowest-rated attributes, there were improvements seen between 2015 and 2017 that have carried over to 2019—specifically, the overall convenience and accessibility of roads and the overall condition of the road surface.

Figure 51: Mobility in Castle Rock



PUB2 – How would you rate each of the following... Base: All Residents
 Mean score based on a scale from 0 to 10.

**Question wording changed in 2019, no longer trendable to previous years.

Trip Time

A question was introduced in 2017 and repeated in 2019, asking residents how their trip time compares to two years ago.

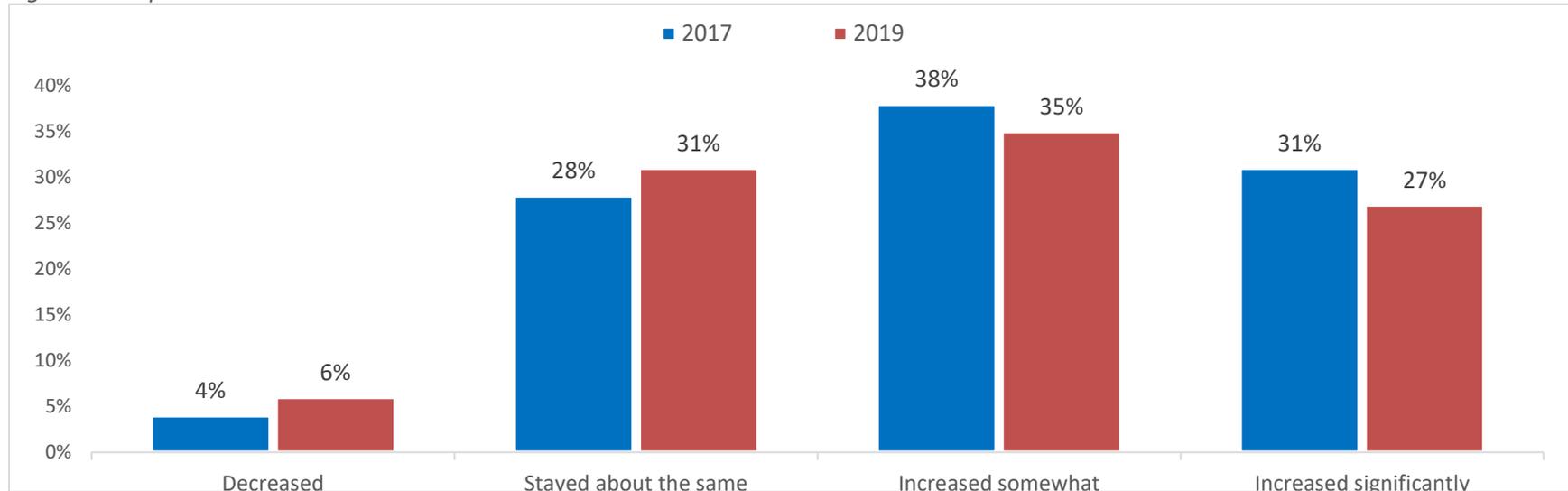
Two-thirds of residents state that their trip time has increased in the past two years—this is the same as when asked in 2017.

Overall, traffic has increased across all six districts in roughly the same amount (within the margin of error). However, District 1 has the highest percent of residents stating traffic has increased significantly over the past two years. The difference is significant when compared to District 4, which has the lowest percent of residents stating traffic has increased significantly.

Table 10: 5-Star Rating by District

	Decreased	Same	Increased Somewhat	Increased Significantly	Net Increased
District 1	3%	28%	25%	43% (↑ vs District 4)	68%
District 2	1%	39%	32%	28%	60%
District 3	6%	18%	44%	32%	76%
District 4	0%	30%	51% (↑ vs District 1)	19%	70%
District 5	6%	19%	50% (↑ vs District 1)	26%	76%
District 6	10%	25%	34%	31%	65%

Figure 52: Trip Time



PUB5 – Take a moment to think about the trip you take most often within the Town. Over the past two years, has the amount of time taken that trip increased, decreased, or stayed the same?

Base: All Residents

CASTLE ROCK WATER

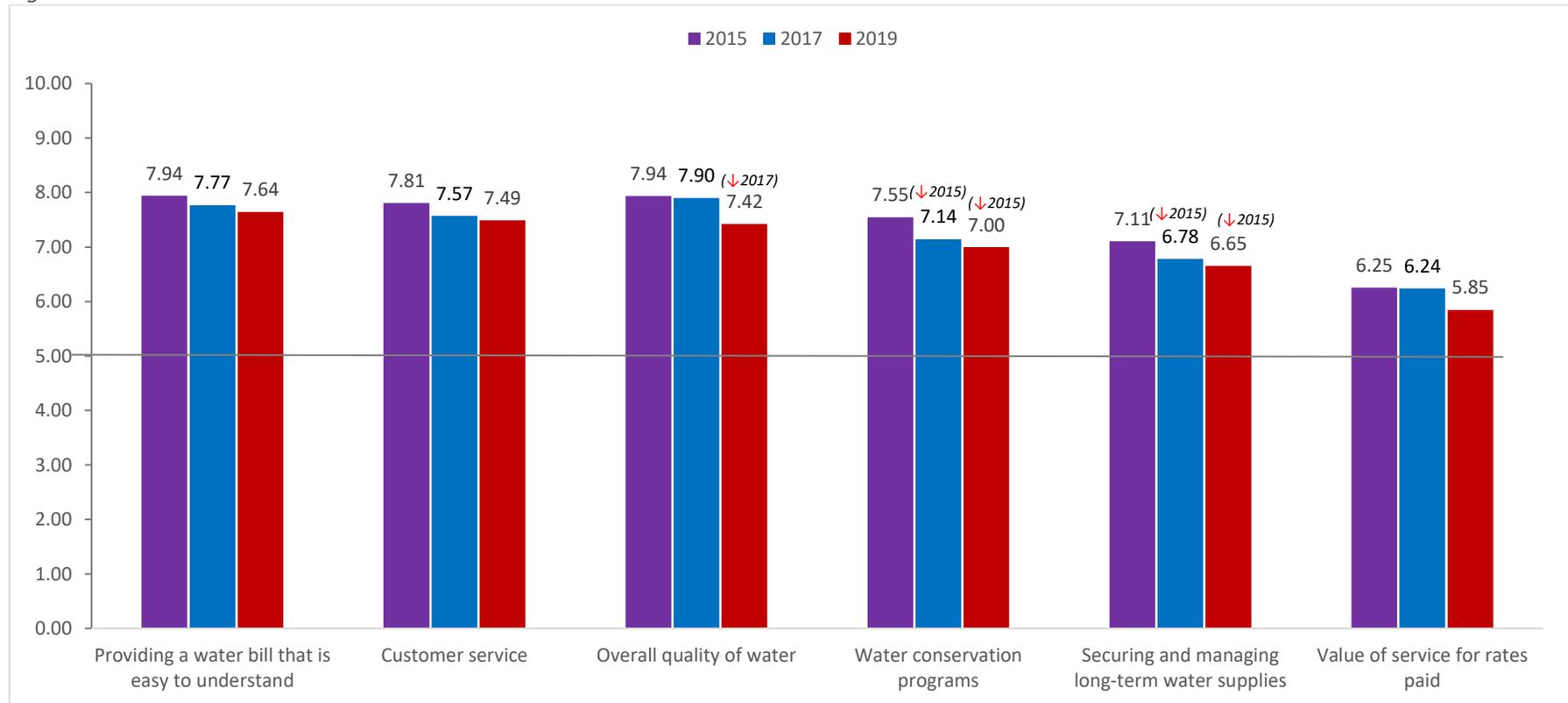
Castle Rock Water Performance

Residents were read a list of the Castle Rock Water functions and asked to rate the performance of each statement.

Overall, residents rate water services quite high, specifically regarding the quality of services being provided. While still quite high, performance regarding water conservation programs and securing long-term water supplies are still below their peak in 2015.

A notable finding is that the overall quality of water has decreased between 2017 and 2019. This is an area for further exploration, as it is unclear why residents would feel this way.

Figure 53: Castle Rock Water Services



UTIL1 – Please indicate how well Castle Rock Water is doing on each of the following items. . .

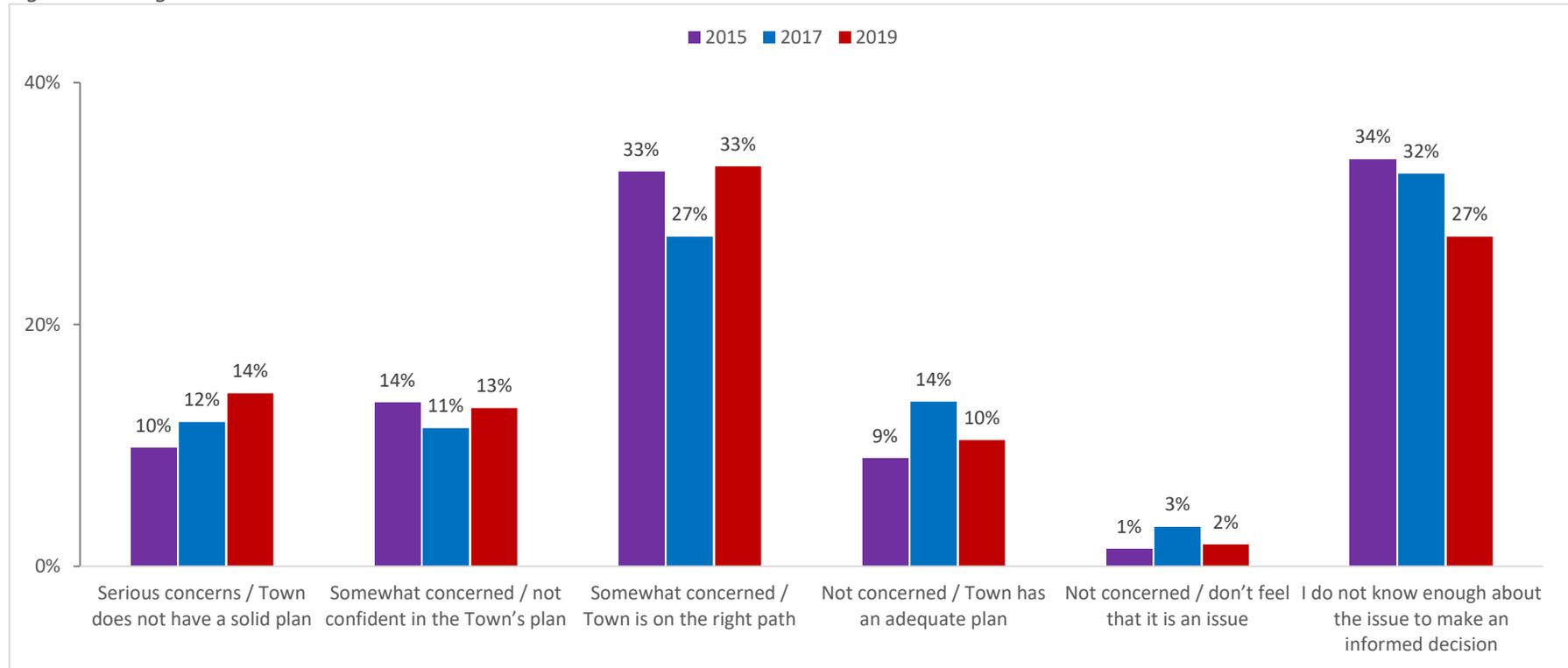
Base: All Residents

Mean score based on a scale from 0 to 10.

Each year, residents are read a series of statements regarding long-term water issues in Castle Rock and asked to indicate which statement best describes their feelings.

While the changes are not statistically significant, there has been a decrease in residents who feel they do not know enough about the issue. Most of them have shifted to having some or serious concerns. Although the question appears static, it may be worth continuing to track to see if any of these changes becomes significant in a few years.

Figure 54: Long-Term Water Issues

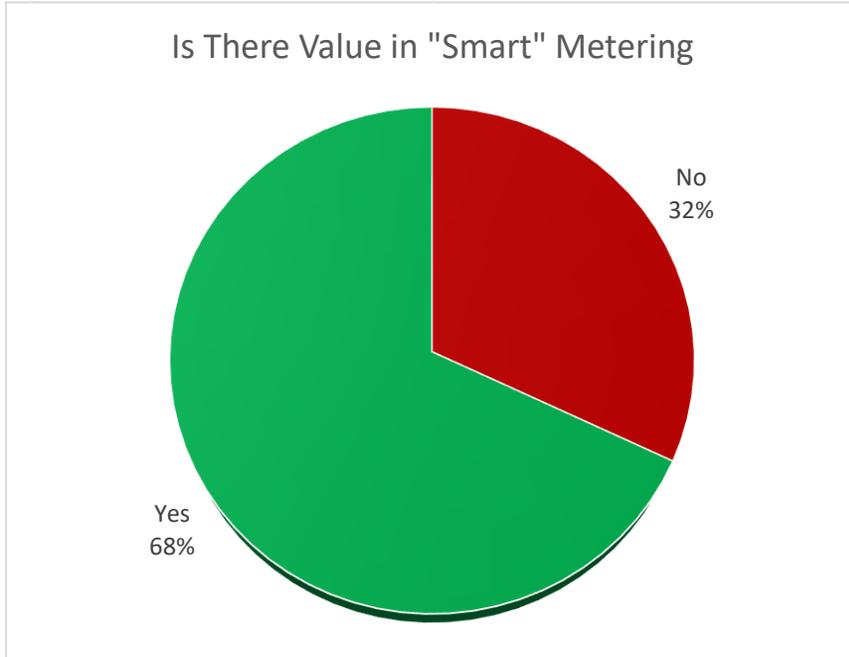


UTIL3 – Which one of the following statements best describes your current feelings about long-term water issues in Castle Rock?
 Base: All Residents

Two thirds of residents feel that “smart” water metering will be a valuable service.

Roughly the same number of residents have received information regarding the Town’s plan to incorporate purified “reuse” water as part of its long-term water supply plan.

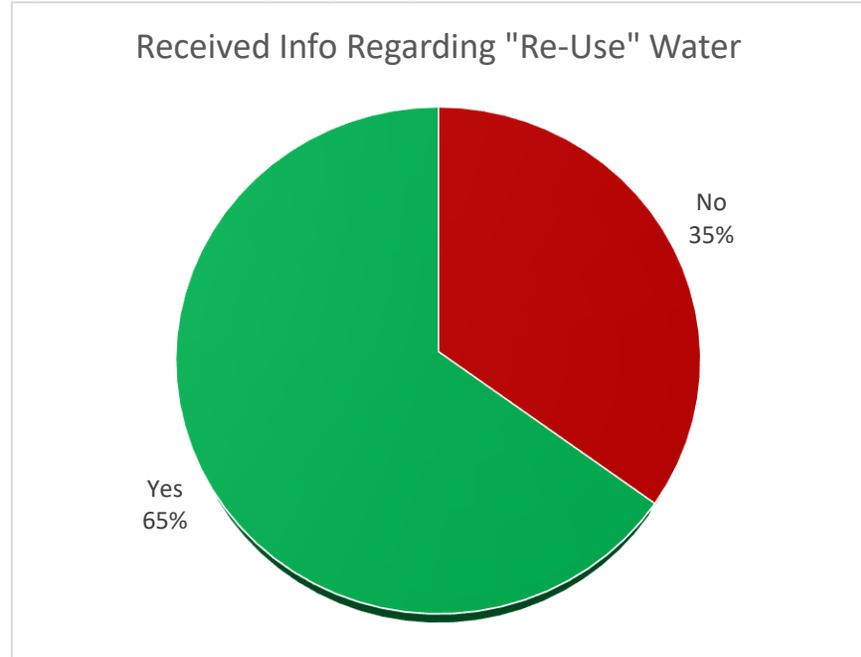
Figure 55: Value in “Smart” Metering Service



UTIL4– The Town is also evaluating the use of “smart” water metering. This will allow residents to monitor water usage in near-real time. Do you feel this is a valuable service?

Base: All Residents

Figure 56: Received Info Regarding “Re-Use” Water



UTIL5 – Have you seen, read, or heard any information regarding the Town’s plan to incorporate purified re-use water as part of the long term water supply plan?

Base: All Residents

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PARKS AND RECREATION

Use of Parks and Open Spaces

The clear majority of residents visited one of the Town’s parks, recreation facilities, trails, or open spaces, and/or visited the Miller Activity Complex in the past year.

Figure 57: Use of Town Parks

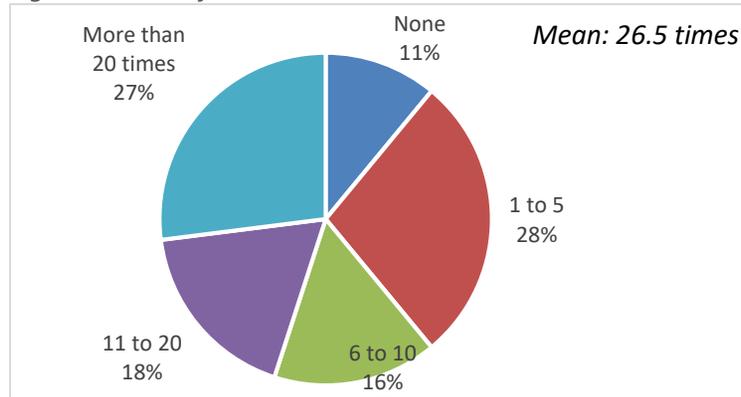


Figure 58: Use of Trails or Open Spaces

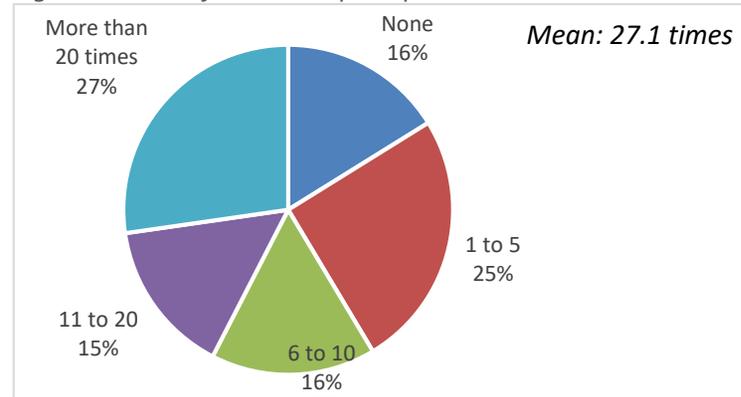


Figure 59: Use of Recreation / Senior Center

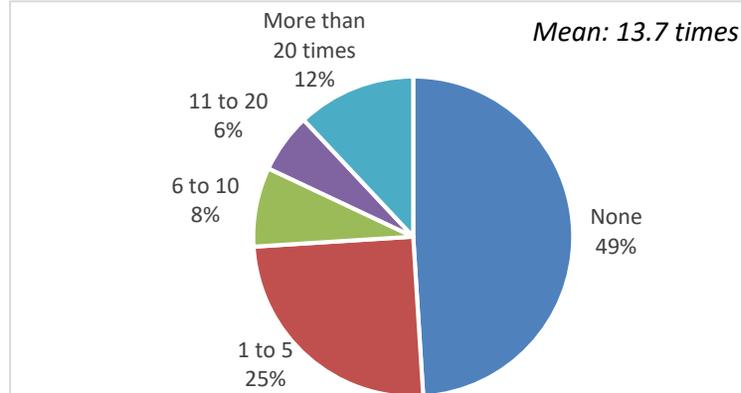
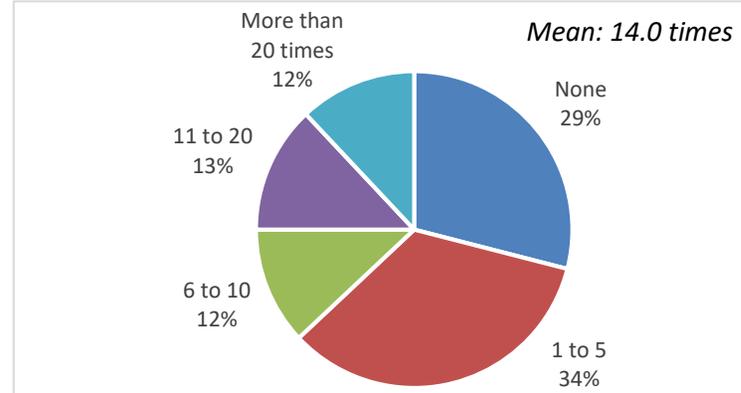


Figure 60: Use of Miller Activity Complex

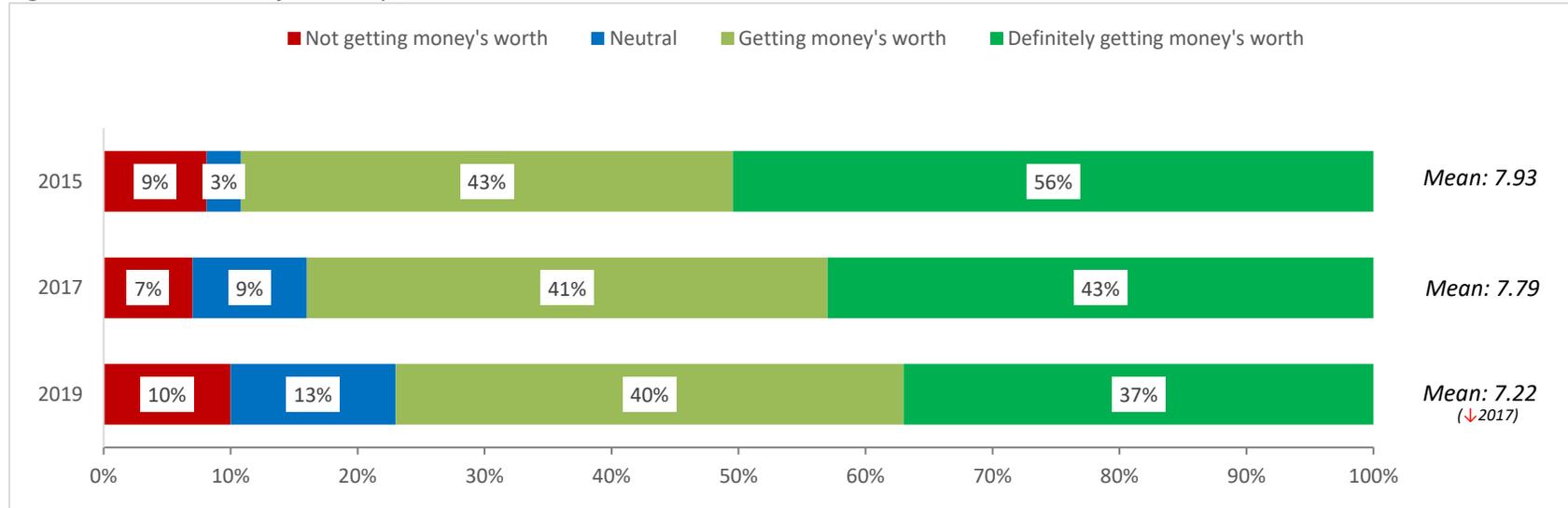


PARK8 – In the past 12 months, how many times have you visited
 Any of the Town’s parks
 Any trails or open spaces in Castle Rock
 The Recreation or Senior Center
 The Miller Activity Complex
 Base: All Residents

Parks Value for Money and Fees Paid

While the mean score has decreased from 2017, it is still the case that nearly eight out of ten residents believe they are getting their money’s worth when it comes to parks and recreation activities.

Figure 61: Parks—Value for Money / Fees Paid



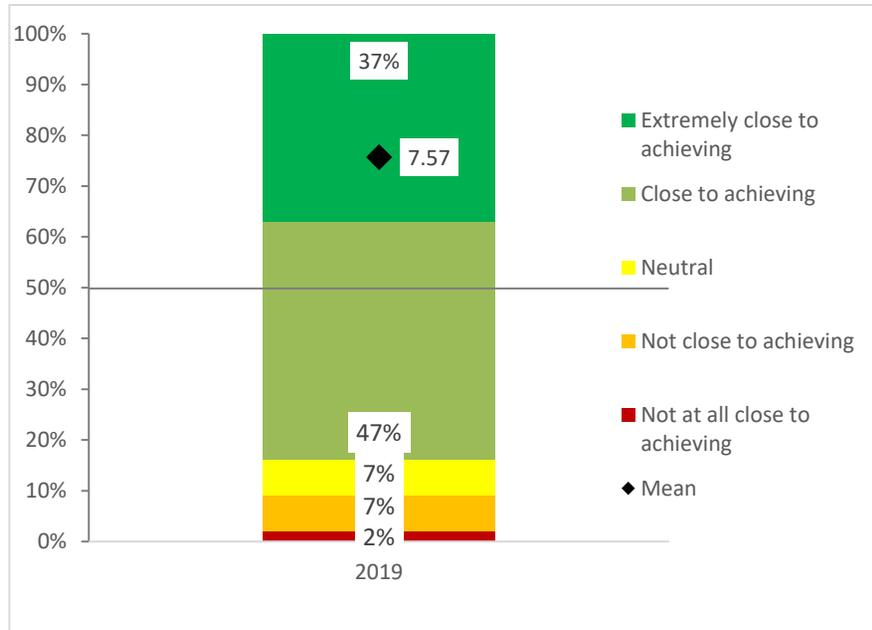
PARK7 – Thinking about the parks and recreation services you have used in Castle Rock, do you feel that you are getting good value for any fees paid?
 Base: All Residents

“Walkable” Parks

A new question for 2019 stated that the Parks and Recreation Department has a goal of providing a park or open space within roughly half a mile of each household (“walking distance”) and asked residents how close the Town is to achieving this goal. Eighty-four percent state that the Town is close to achieving this goal, and 37 percent feel the town is “extremely” close to doing so.

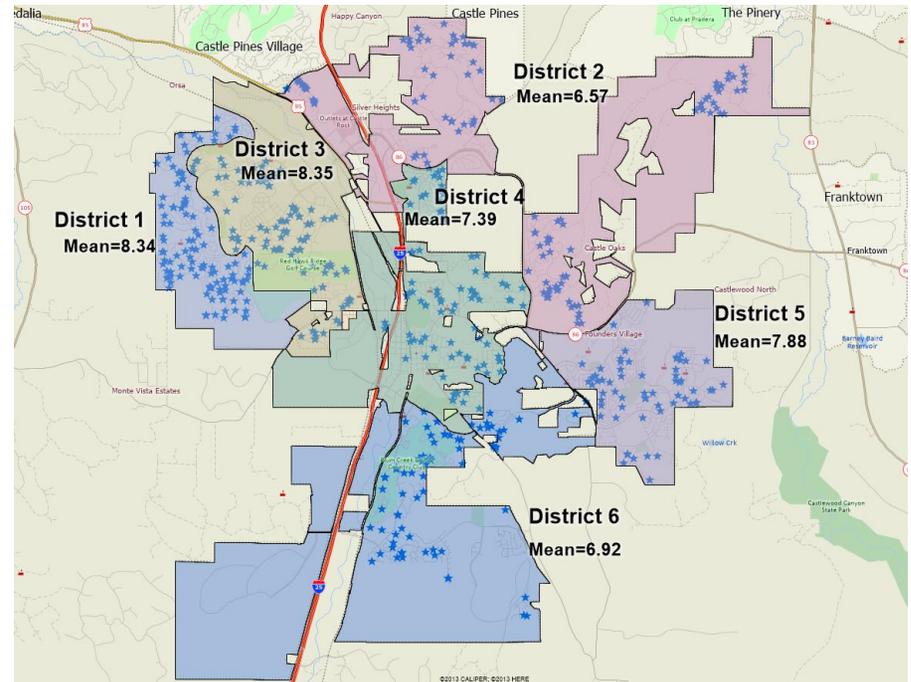
This belief varies by Council district, as shown in the map at right.

Figure 62: Having Parks or Open Spaces Within Half a Mile of Each Household



PARK12 – The parks 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?
Base: All Residents

Map 9: Walkability of Parks by Council District

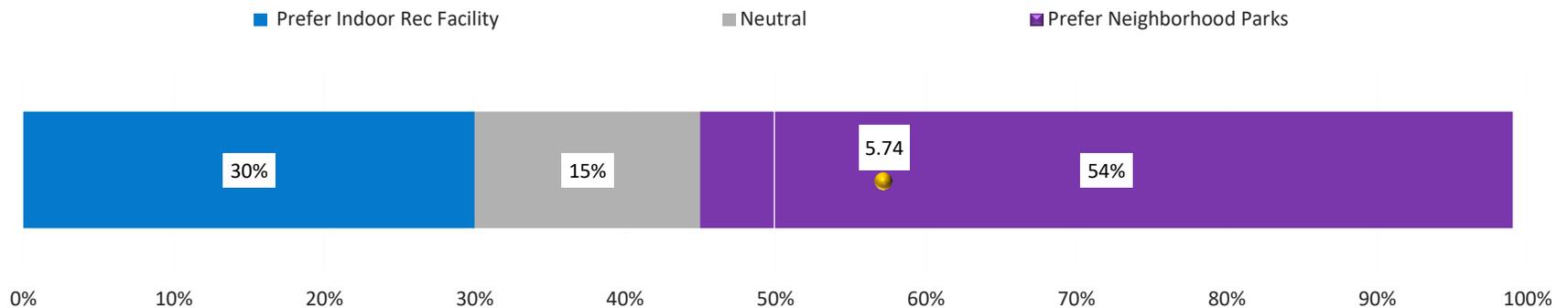


Indoor Rec Facility vs Neighborhood Parks

Residents were given a choice on future Parks and Recreation development. They were asked to indicate their preference between slowing the development of neighborhood parks and shifting resources toward creating a third indoor recreation facility or continuing to construct neighborhood parks every two to three years.

Residents lean toward the continued development of neighborhood parks.

Figure 63: Neighborhood vs. Regional Parks



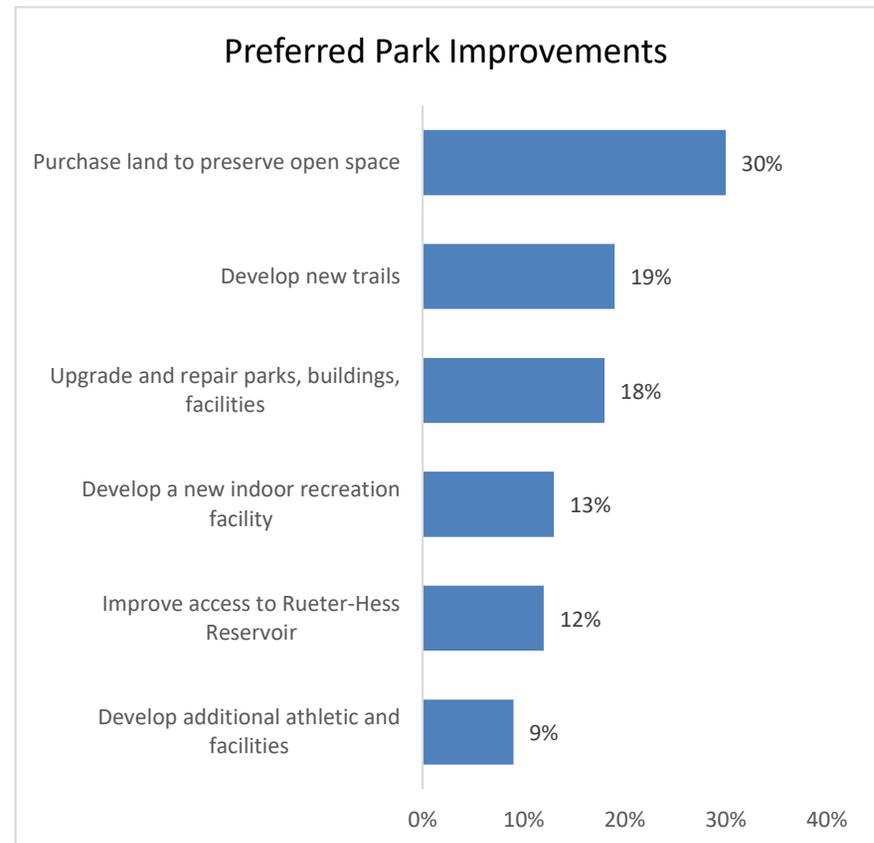
PARK14 – The Town currently has two indoor recreation facilities, the Recreation Center, which opened in 1988, and the Miller Activity Complex, which opened in 2014. As the community continues to grow, planning continues for a third indoor recreation facility, which could contain amenities like gym space, a competitive pool and/or an ice-skating rink, along with additional fitness space. In determining how to allocate limited parks and recreation funding resources, choices may be required between prioritizing construction of a third indoor recreation facility and prioritizing continued construction of neighborhood parks every two to three years. Which strategy to you believe is the best approach for the Town to take?

Preferred Park Improvements

Residents were read a list of six potential improvements related to parks and recreation and asked to indicate the three most important ones.

Residents show a clear preference for purchasing land to preserve open space. This is followed by developing new trails and upgrading/repairing parks, buildings, and facilities.

Figure 64: Preferred Park Improvements



*PARK13 – The Town is considering making several improvements to the Parks, Recreation and Open Spaces system. Please rank the following in terms of which ones you consider most important improvements to make. Use “1” as the most important, “2” as second most important, and “3” as the third most important
Base: All Residents*

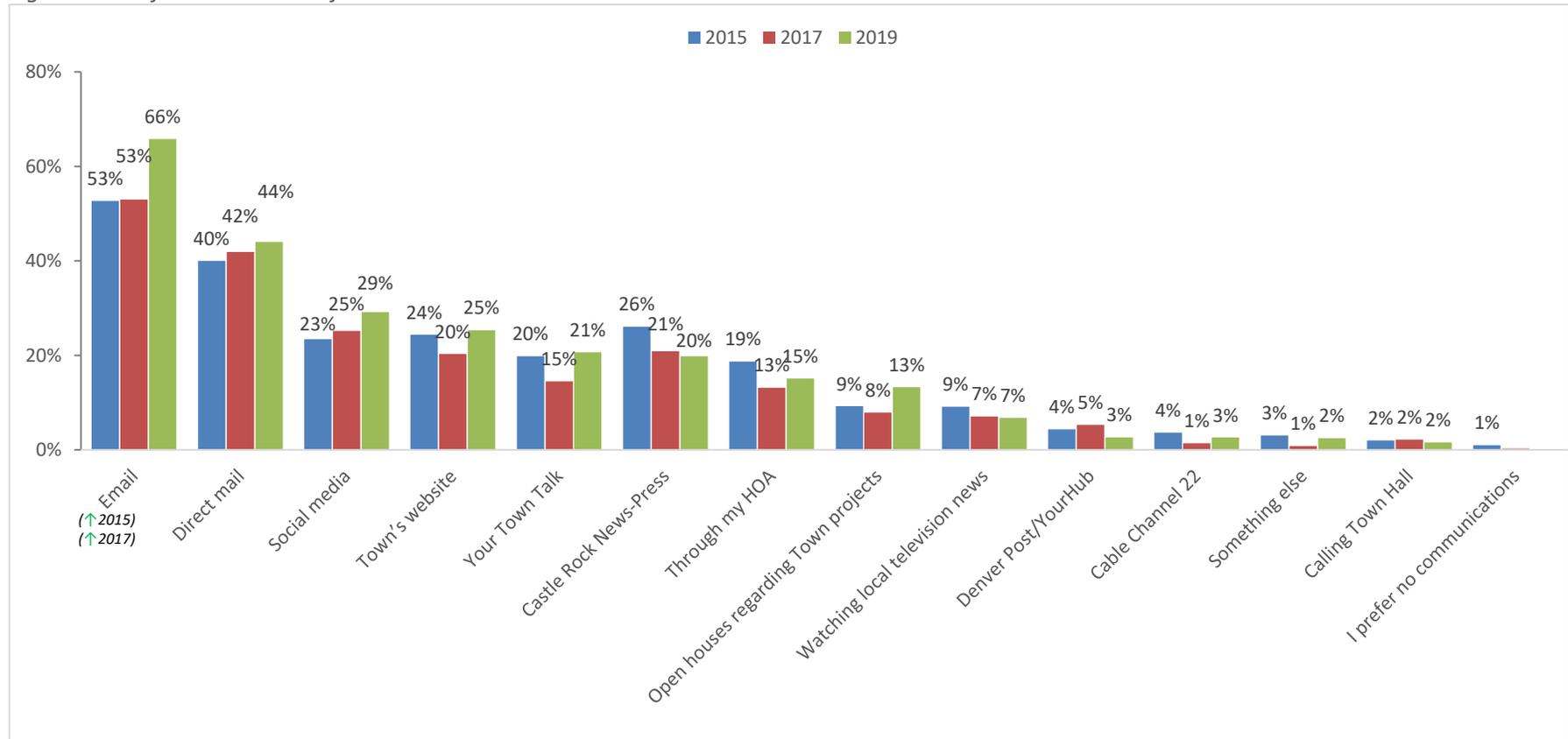
[Page intentionally left blank for pagination purposes]

COMMUNICATIONS AND MEDIA

Communication with the Town

Over half of the residents say that they prefer to use email to communicate with the Town; the strength of this preference has increased between 2015 and 2017 and again in 2019. The second-most-preferred method for receiving information from the Town is through direct mail.

Figure 65: Preferred Methods of Communication



MEDIA1 – How would you prefer to communicate or receive information from the Town of Castle Rock?
 Base: All Residents

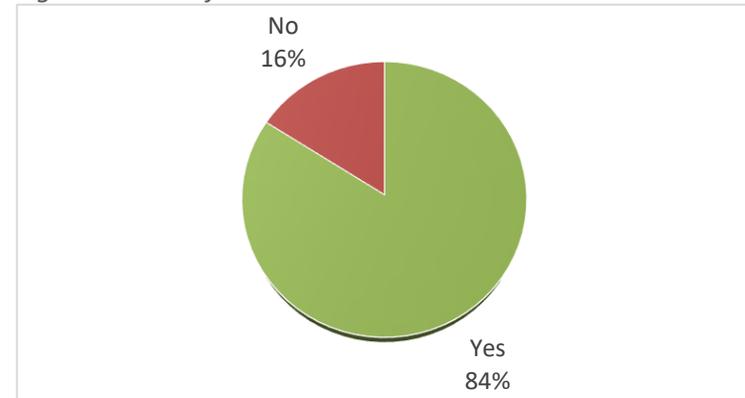
Eighty-four percent of residents have accessed the Town’s website in the past two years.

Those who have visited the website were asked a series of follow-up rating questions on various aspects of the website.

Overall, the website receives moderately high remarks, with little variance between the highest-rated attribute—quality and accuracy of information—and the lowest-rated attribute—ease of providing feedback.

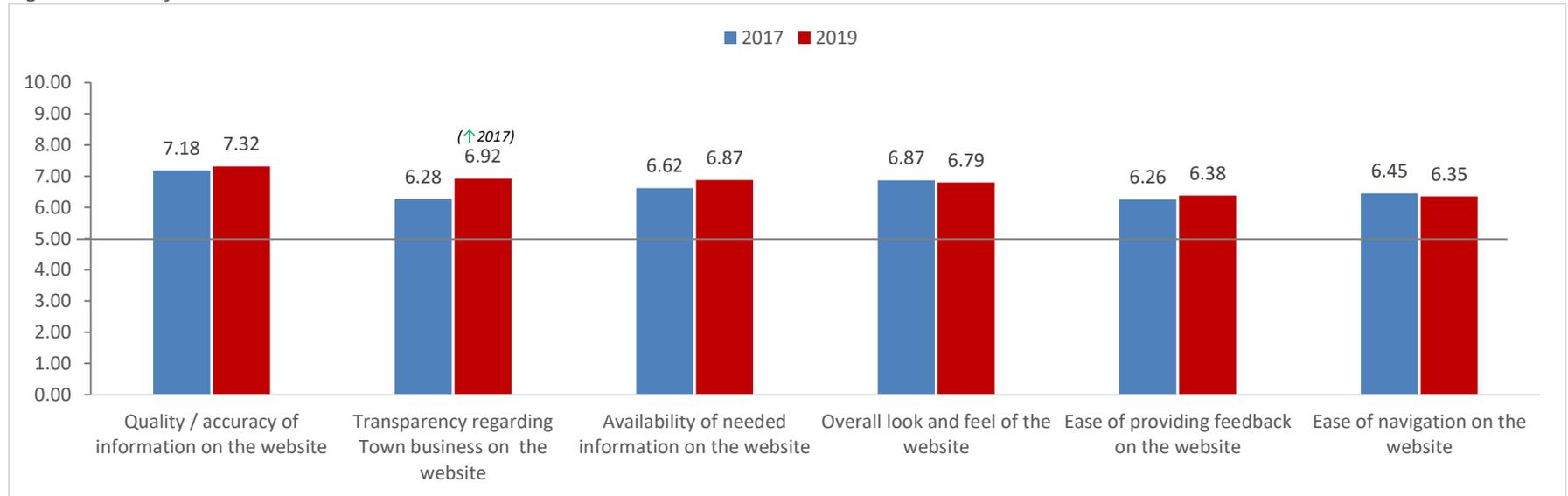
Notably, there has been improvement in the transparency regarding Town business on the website.

Figure 66: Use of Town Website



WEB1 – Have you accessed the Town’s website in the past two years?
Base: All Residents

Figure 67: Satisfaction with Town Website



WEB2 – Please rate the following aspects of Castle Rock’s website. . .
Base: Residents who have used the website (n=478)
Mean score based on a scale from 0 to 10.

BUSINESS SURVEY

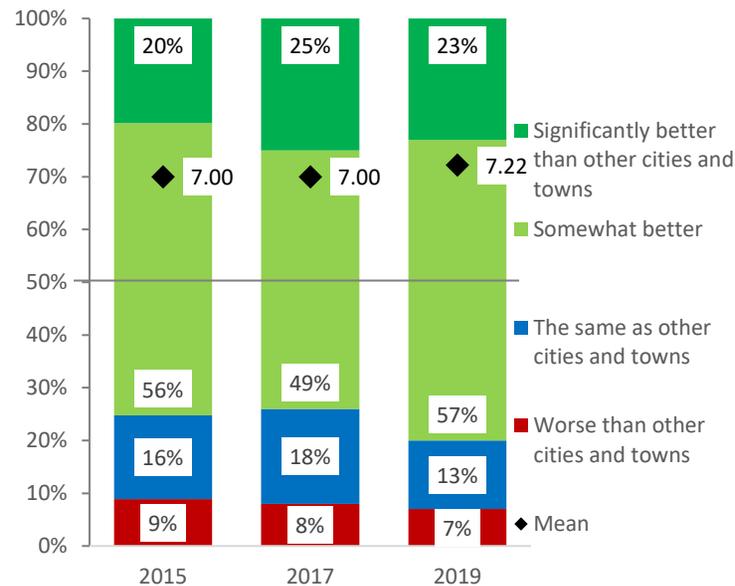
Castle Rock as a Place to Operate a Business

Business owners and operators were asked several questions similar to NWRG’s 5-Star power questions. These questions were modified slightly so that they relate to business needs.

When asked how Castle Rock rates compared to other communities as a place to operate a business, three out of four owner/operators said that Castle Rock is better than other communities—this is the same as previous years.

While businesses rate Castle Rock lower than residents when comparing the Town to other communities, they still rate it quite high, with a mean score of 7.22 on a 0 to 10 scale.

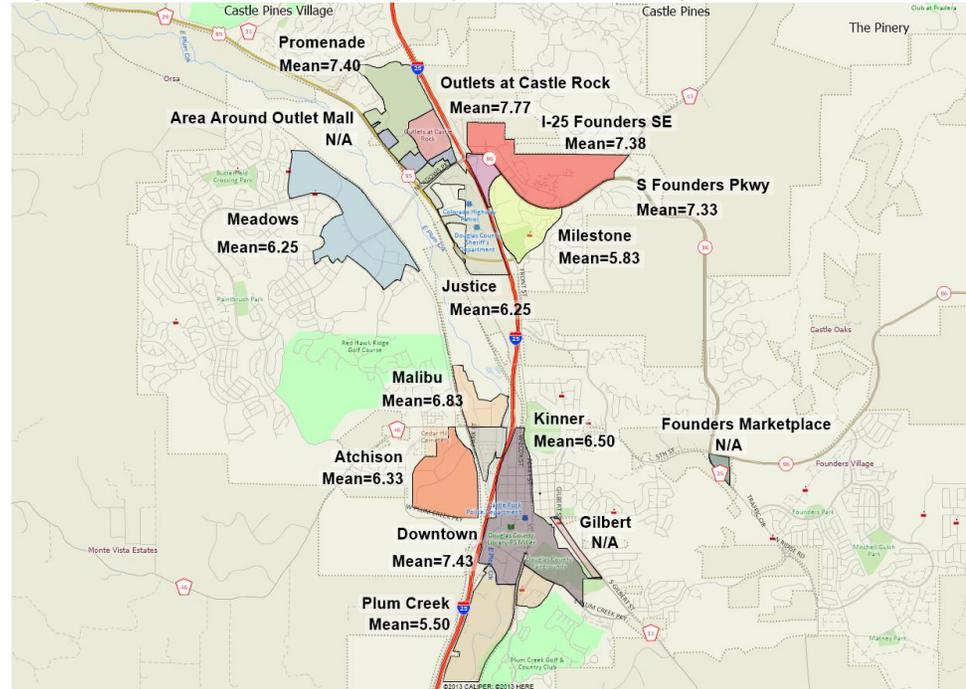
Figure 68: Castle Rock as a Place to Operate a Business



BNWRG2 – From what you have experienced, seen, or heard, compared to other cities and towns, how would you rate Castle Rock as a place to operate a business?

Base: All businesses

Figure 69: Castle Rock as a Place to Operate a Business by Business District



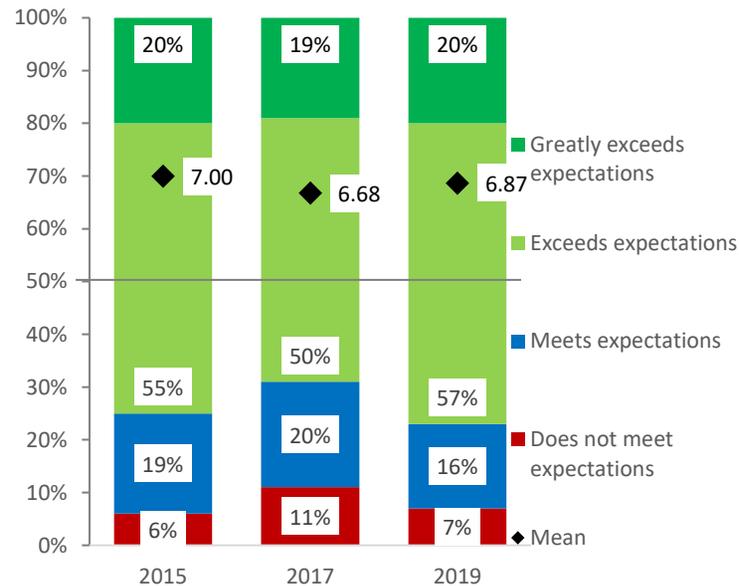
Quality of Services Provided to Businesses

Also, similar to the resident survey, businesses were asked to rate the overall quality of services provided to businesses by the Town.

Overall, businesses rate the services above average, with a mean score of 6.897 on a 0 to 10 scale, and three quarters of business owners/operators saying that the quality of service exceeds their expectations. Results are similar to previous years.

Similar to the findings for comparability to other communities, business owner/operators rate the quality of services provided slightly lower than residents.

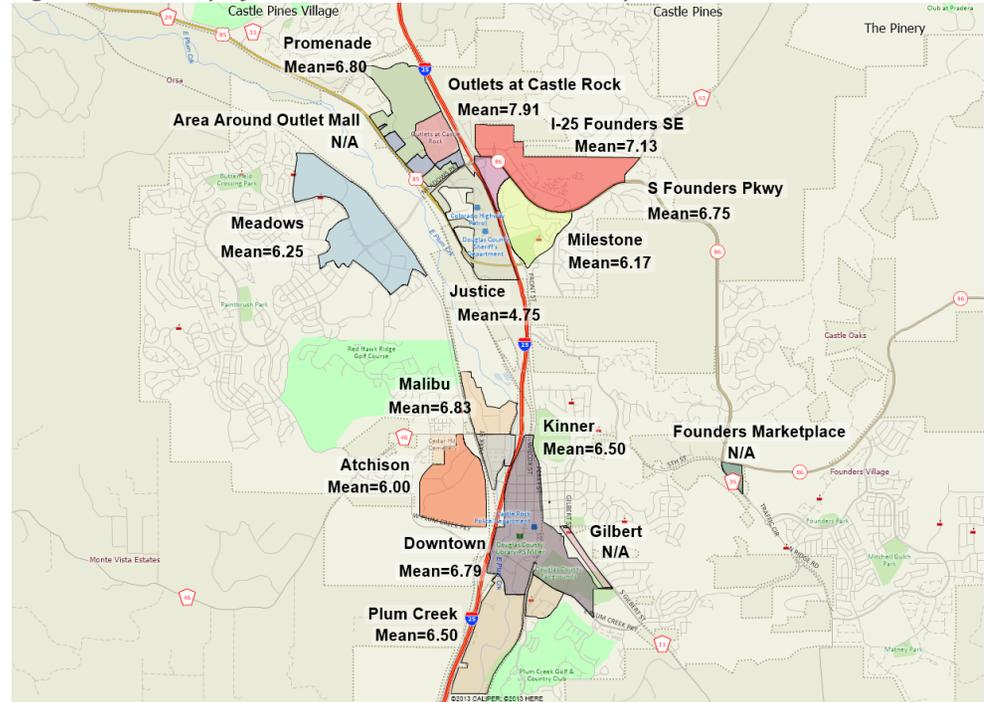
Figure 70: Quality of Services Provided to Businesses



BNWRG3 – How would you rate the overall quality of services provided to businesses by the Town of Castle Rock?

Base: All businesses

Figure 71: Quality of Services Provided to Business by Business District

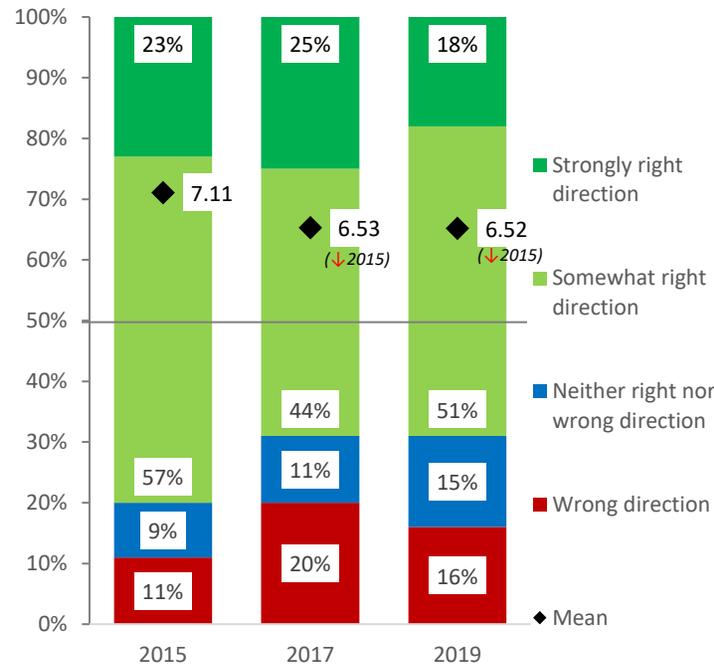


Businesses—Direction the Town Is Headed

Business owners and operators were also asked if they think that the Town is headed in the right or wrong direction. Seven out of ten business owners/operators believe that the Town is headed in the right direction. This decreased between 2015 and 2017 and has remained the same between 2017 and 2019.

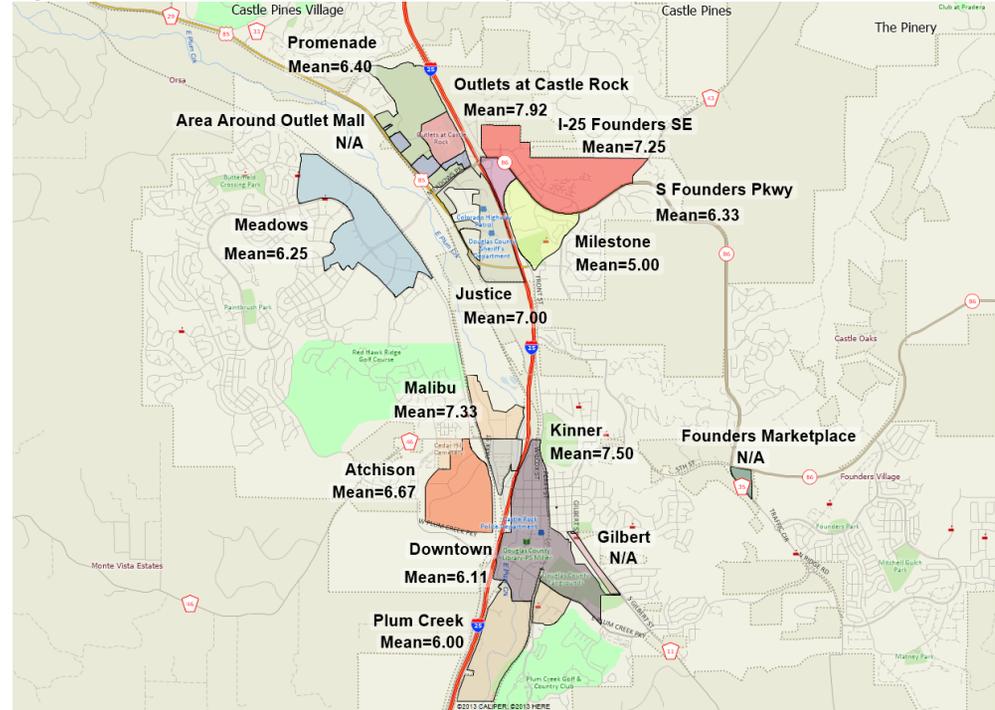
This is an area where businesses provide higher ratings than residents (resident mean score 5.61).

Figure 72: Businesses—Direction the Town Is Headed



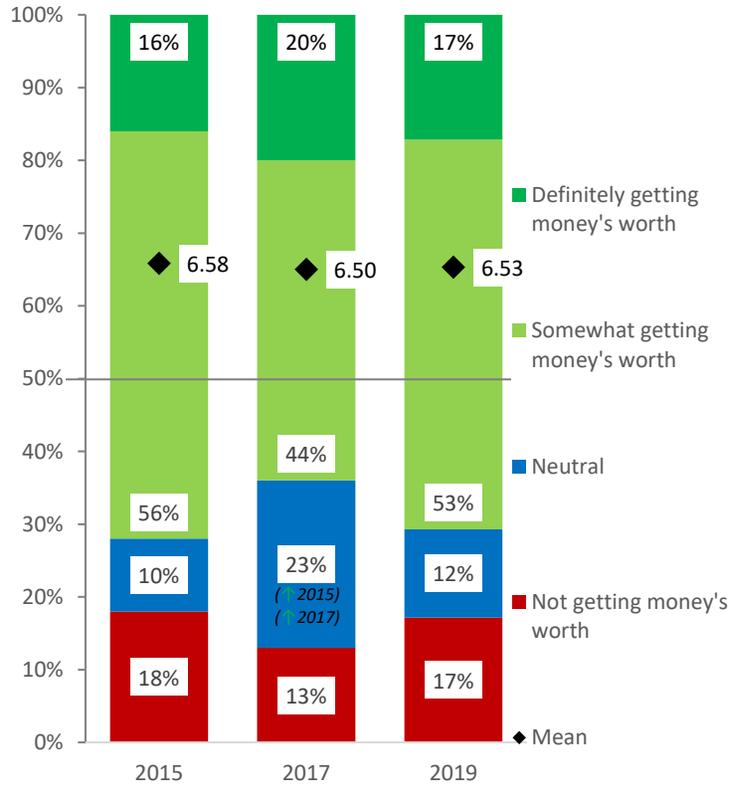
BNWRG4 – Overall, would you say Castle Rock is headed in the right or wrong direction?
 Base: All businesses

Figure 73: Direction the Town Is Headed by Business District



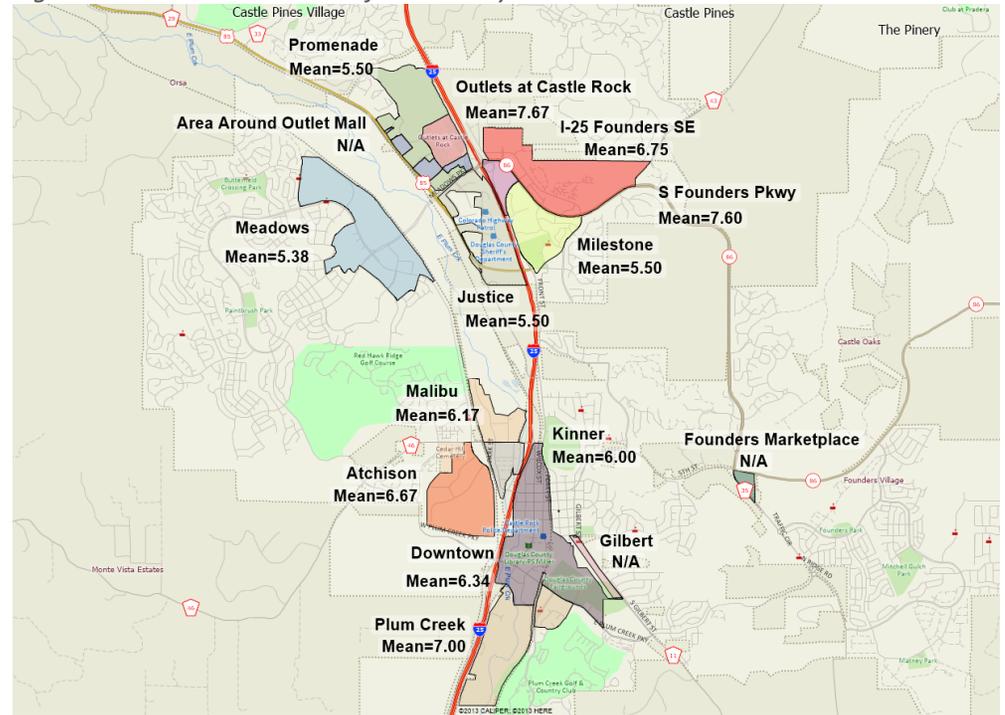
While nearly seven out of ten business owners/operators believe that they are getting their money’s worth, only 17 percent think that they are “definitely” getting their money’s worth.

Figure 74: Businesses—Value of Services for Tax Dollar



BNWRG5 – Thinking about services and facilities in Castle Rock, do you feel you are getting your money’s worth for your tax dollar or not?
 Base: All businesses

Figure 75: Businesses—Value of Services by Business District



Issues Facing Business in Castle Rock

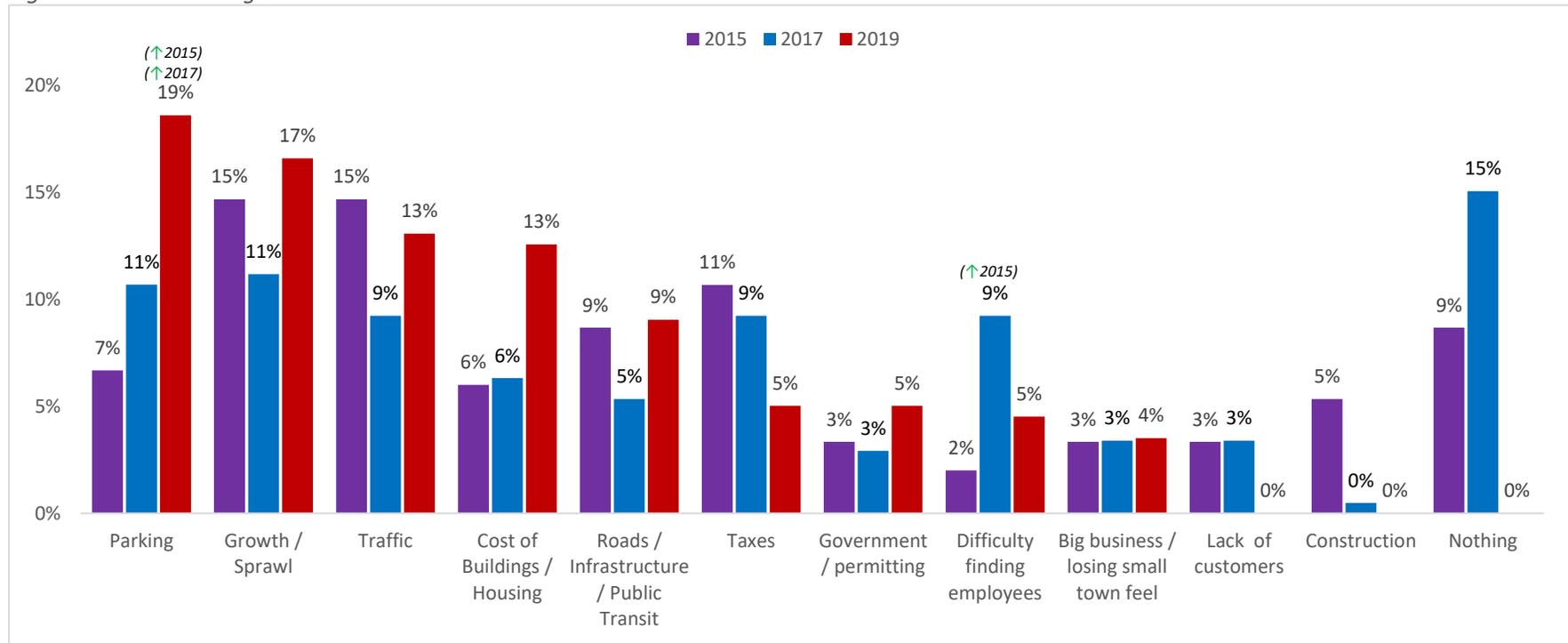
While residents were asked to describe the most important issue facing the Town overall, business owners and operators were asked to describe the single most important business-related issue facing Castle Rock.

While there has been some movement between over the years, most differences are within the margin of error and not statistically significant.

- The main exception to this is issues related to parking. Mentions of this have increased compared to both 2015 and 2017.

The top issues in 2019 are parking, growth/sprawl, traffic, and the cost of buildings/housing.

Figure 76: Issues Facing Businesses in Castle Rock



BCR1 – What would you say is the single most important business-related issue facing Castle Rock?

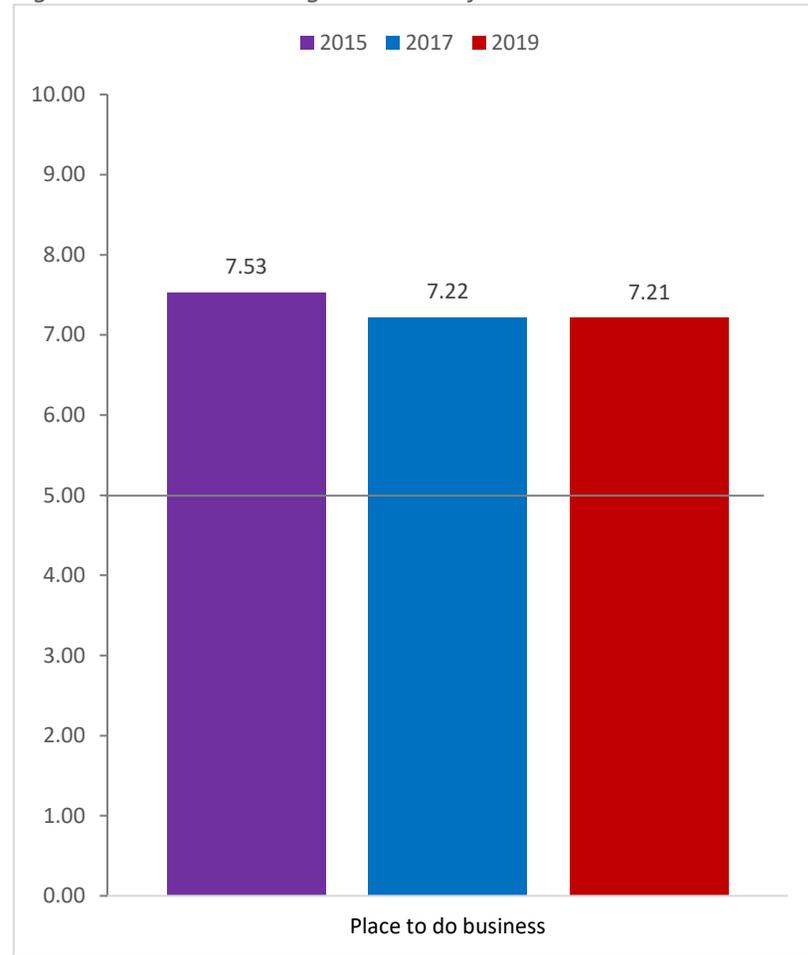
Base: All businesses

Recommending Castle Rock as a Place to do Business

Business owners and operators were asked to indicate how likely they would be to recommend Castle Rock as a place to do business, and overall, they claim they are likely to recommend the Town as a place to do business.

Most business owners/operators would be likely to recommend it—with a mean score of 7.21 out of 10. This is the same as in 2017 and down slightly, but within the margin of error, when compared to 2015.

Figure 77: Recommending Castle Rock for Business



BCR5_E – How likely would you be to recommend Castle Rock to someone as a place to do business?

Base: All businesses

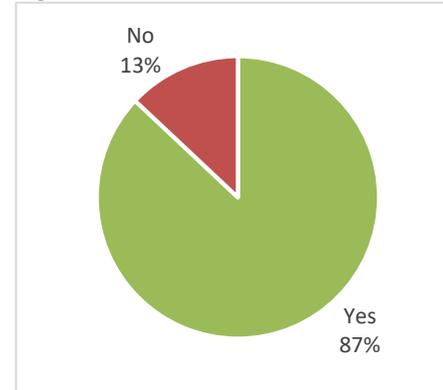
Mean score based on a scale from 0 to 10.

Reasons for Opening a Business in Castle Rock

Business owners and operators were asked why they chose to open a business in Castle Rock, and if things worked out as expected. Like previous years, the most common reasons for choosing Castle Rock are location-based reasons—they live in the area, it is convenient to them, and they like the area.

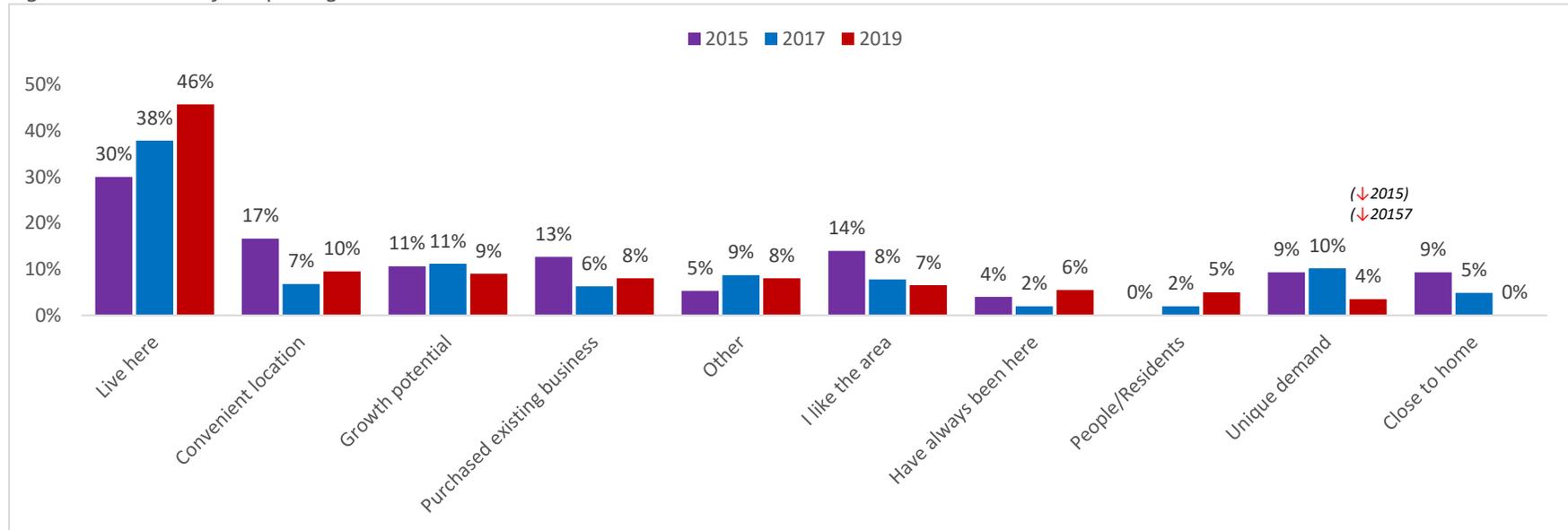
The vast majority of business owners/operators believe that things worked out as expected when they opened their business—this is the same as in 2015.

Figure 78: Business Worked Out as Expected



*BE2 – Did things work out as expected?
Base: All businesses*

Figure 79: Reasons for Opening a Business in Castle Rock



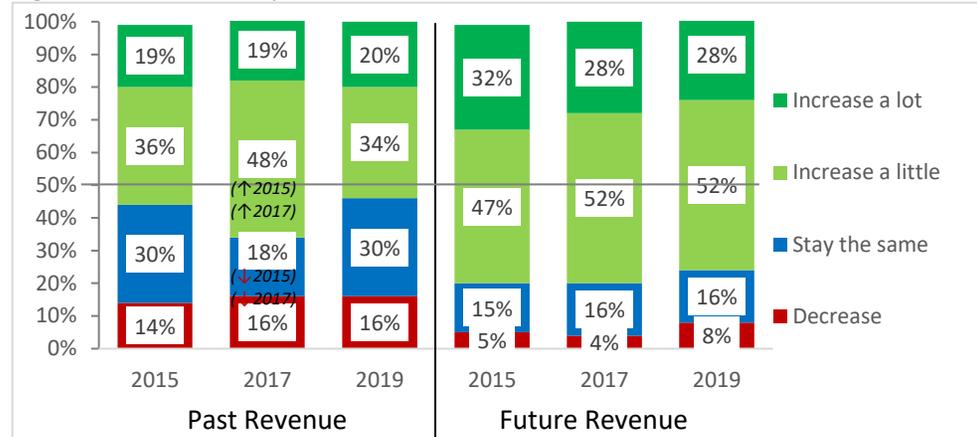
*BE1 – Why did you choose to open a business in Castle Rock?
Base: All businesses*

Business owners and operators were asked how their businesses performed over the last two years and their predictions for the next two years. They were also asked an open-ended question on what the Town can do to help their business.

As in previous years, over half of business owners/operators state their revenue increased over the past two years, and over three-quarters expect it to continue to increase.

When asked what the Town could do to help, the most common answer was to help promote and support local/small businesses followed by issues related to rent and housing affordability and infrastructure improvements.

Figure 80: Past and Expected Revenue

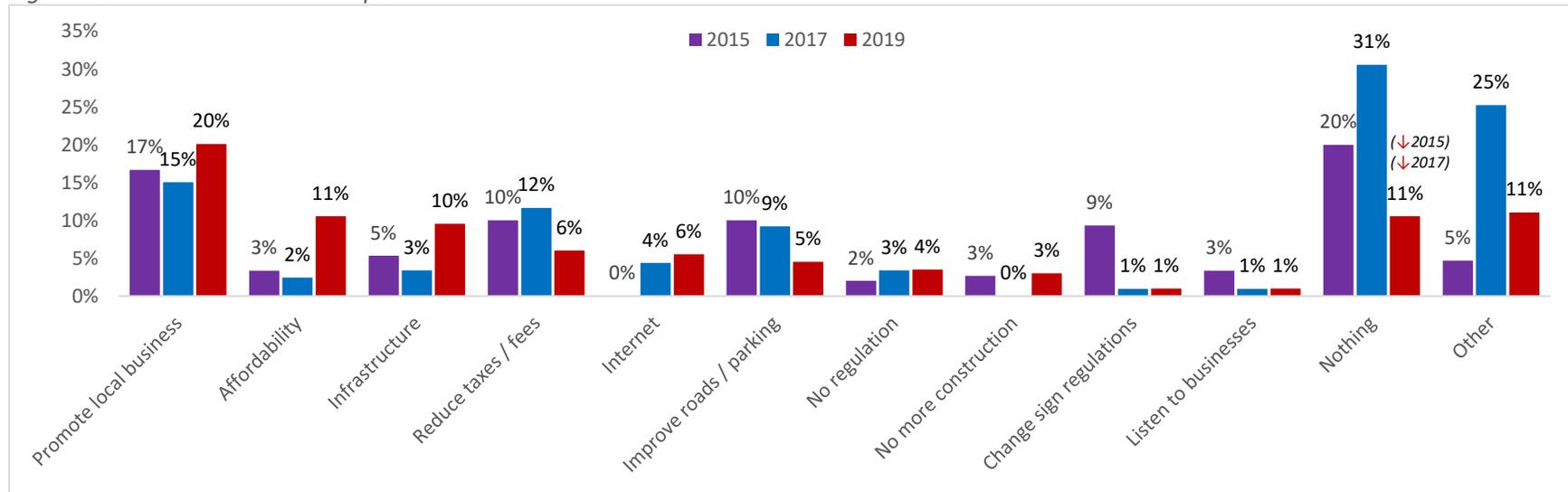


BE3 – In the past two years has revenue decreased, increased, or stayed the same?

BE4 – Over the next two years, do you expect your revenue to decrease, increase, or stay the same?

Base: All businesses

Figure 81: How the Town Can Help Businesses



BE5 – What one thing could the Town of Castle Rock do to help you with your business?

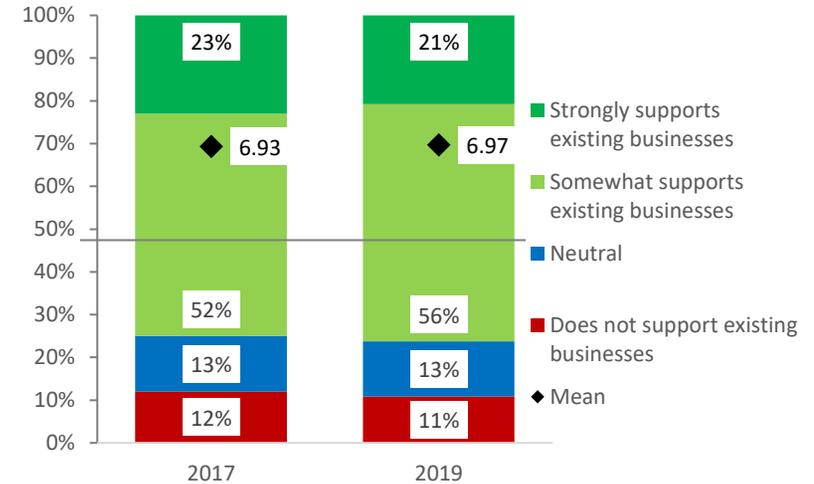
Base: All businesses

Beginning in 2017, businesses were asked how well the community does at supporting existing businesses.

Three quarters of respondents believe that the community “somewhat” or “strongly supports” existing businesses.

Two additional questions were asked in 2017 regarding the availability and affordability of commercial real estate. These questions point out an area in need of improvement—two out of five business owners/operators state that the availability of commercial real estate is “poor” or “very poor,” and over half say that the affordability of commercial real estate is “poor” or “very poor.”

Figure 82: Community Support for Existing Businesses



B4A – How well does the community do at supporting existing businesses?
Base: All businesses

Figure 83: Affordability and Availability of Commercial Real Estate



B4A – How would you rate the Town of Castle Rock on each of the following...
Base: All businesses

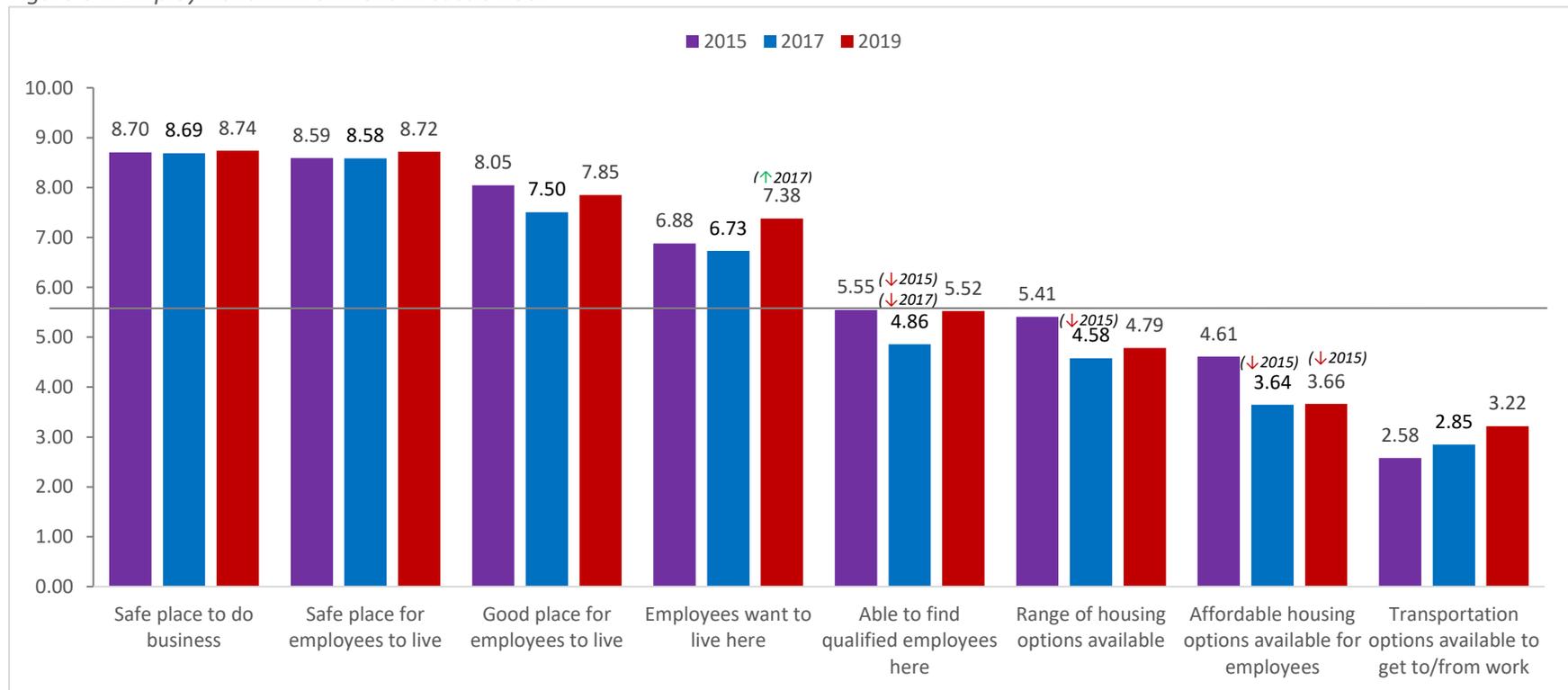
Businesses – Employee Environment

Business owners and operators were read a series of statements related to the employee environment in Castle Rock and asked to indicate their level of agreement with each statement.

Business owners/operators continue to believe that Castle Rock is a safe place, both for businesses and employees. They also firmly believe that Castle Rock is a good place for employees to live—as indicated in the resident survey. Just as in 2015, business owners/operators give the lowest ratings for transportation.

There have been a few changes when compared to previous years. There has been an increase in “employees want to live here” as well as the ability to find qualified employees. Affordable housing options for employees continues to remain below 2015 levels.

Figure 84: Employment Environment in Castle Rock



EE6A-H – How would you rate each of the following aspects of Castle Rock?

Base: All businesses

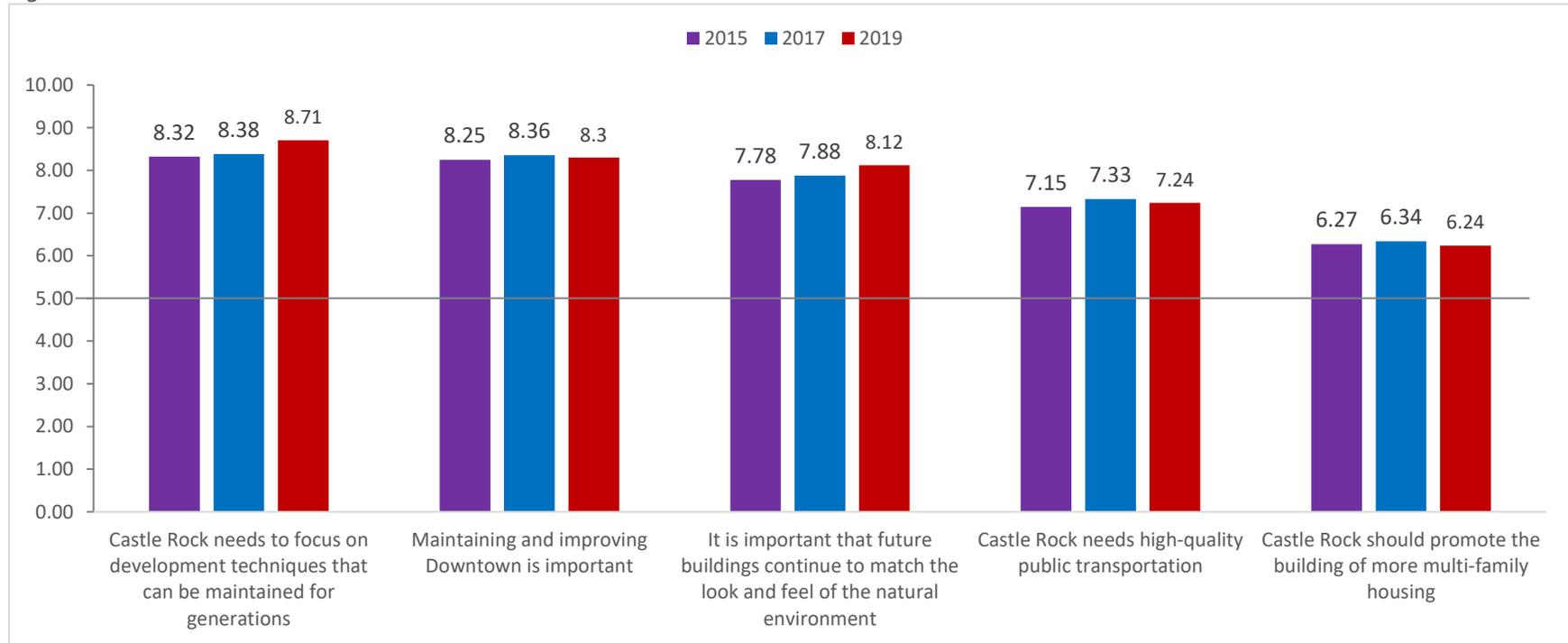
Mean score based on a scale from 0 to 10.

Priorities for Business Growth

As in previous years, business owners and operators were asked to think about the future of Castle Rock, were read a list of potential priorities, and were asked to indicate their level of agreement with each priority.

Results are pretty much the same as in 2015 and 2017. The focus should primarily be on sustainable development and improving Downtown. While still important, there is less emphasis on public transportation and building multi-family housing to attract more workers.

Figure 85: Future Business Growth



BGROW1B-F – Please indicate how much you agree or disagree with each statement regarding the growth of Castle Rock?

Base: All businesses

Mean score based on a scale from 0 to 10.

Business Characteristics

Two out of three respondents for the Business Survey are also Castle Rock residents.

Most respondents work at businesses with 10 or fewer employees. The question specified only those employees at Castle Rock locations to control large national chain businesses from skewing the results.

Castle Rock has a fairly even distribution of new and established businesses. Surveyed businesses have been in Castle Rock an average of 11 years—with one in five having been in Castle Rock for more than 20 years.

Few surveyed business report earning revenue greater than \$500,000 in 2018. One in three business estimate their 2016 revenue was less than \$100,000.

Table 11: Business Demographics

Total Number of Employees	One	23%
	2 to 5	37%
	6 to 10	16%
	11 to 20	12%
	21 to 50	9%
	50 to 100	3%
	More than 100	0%
	<i>Mean</i>	<i>9.21</i>
Total Number of Years in Business	Less than 2 years	20%
	2 to less than 5 years	19%
	5 to less than 10 years	21%
	10 to less than 15 years	10%
	15 to less than 20 years	10%
	20 years or more	19%
	<i>Mean</i>	<i>11</i>
Resident of Castle Rock	Yes	65%
	No	35%
2018 Revenue	Less than \$100,000	36%
	\$100,000 to less than \$250,000	16%
	\$250,000 to less than \$500,000	17%
	\$500,000 to less than \$750,000	6%
	\$750,000 to less than \$1,000,000	6%
	\$1,000,000 to less than \$5,000,000	16%
	\$5,000,000 to less than \$10,000,000	2%
	\$10,000,000 or more	2%

Base: All Businesses

Table 12: Business Location

Location		
	Home-based business	25%
	Free-standing retail	17%
	Center location retail	15%
	Free-standing office	10%
	Office complex	20%
	Other	14%
Sales Tax District		
	Area around Outlet Mall	0%
	Atchison	2%
	Downtown	27%
	Founders Marketplace	0%
	Gilbert	0%
	I-25 Founders SE	4%
	Justice	2%
	Kinner	1%
	Malibu	3%
	Meadows	4%
	Milestone	3%
	Outlets at Castle Rock	7%
	Plum Creek	1%
	Promenade	3%
	S Founders Pkwy	3%
	Unassigned**	41%

Base: All businesses

**Unassigned businesses either had incomplete address data or the address provided did not fall into one of the districts.

Table 13: Business Type

Classification		
	Retail	15%
	Salon / spa	14%
	Health care	13%
	Professional services	12%
	Construction / developers	8%
	Restaurant, café, caterer	7%
	Automotive	6%
	Education	6%
	Insurance / real estate	4%
	Nonprofit organization	4%
	Financial	3%
	Wholesale / distributor	3%
	Manufacturing / processing	2%
	Amusement / entertainment	2%
	Hotel/lodging / hospitality	1%
	Customer service	1%
	Publisher / printers	1%
	Agriculture	1%
	Public utilities	0%
	Other	2%

Base: All businesses

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APPENDICES

APPENDIX I — RESIDENT QUESTIONNAIRE

CR1TOWN OF CASTLE ROCK, CO CITIZEN SURVEY

DENOTES PROGRAMMING INSRUCTIONS

DENOTES INTERVIEWER INSTRUCTIONS

- Text in light blue highlight means that the data is benchmarkable against NWRG’s nation-wide CityMarks
- Text in ALLCAPS is not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS] are interviewer and CATI programming instructions, not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS BOLD TYPE] are interviewer and CATI programming instructions, not read to respondents
- Question marks (?) and ‘X’ or ‘x’ indicate information needed or to be determined in conjunction with the client
- (Response options in parenthesis) are read to respondents as necessary
- For web – do not show don’t know / prefer not to answer response options unless respondent attempts to skip question
- For web – changes response options that are all in CAPS to Sentence case (Capitalize first letter of word / phrase only)
- For web rating scales display grid as illustrated below:

	Much Worse Than Other Communities											Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10	
Easy to get around by car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation available to where I need to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SCREENING QUESTIONS

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INTROTEL **[SHOW IF PHONE]** Hello. This is _____ with **Northwest Research Group**, calling on behalf of the Town of Castle Rock. We are conducting a survey to help the Town improve services for your community and would like to include the opinions of your household.

Let me assure you that this is not a sales call.

The information will be used to help Castle Rock plan for the future and improve services to the community. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

[IF NECESSARY: Your phone number has been randomly chosen for this study.

[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]

INTROWEB **[SHOW IF WEB]** Thank you for agreeing to complete this important survey for the Town of Castle Rock. Your input will be used to improve services to the community.

Your household is one of a small number of households randomly selected to participate in this survey, so your participation is vital to the success of this research. Your responses will help the Town better meet residents' needs and expectations, decide how to best use its resources, and set goals.

SCR1 Are you a current resident of Castle Rock?

00 YES

02 NO **[SKIP TO THANK01]**

998 **[WEB: DO NOT SHOW]** DON'T KNOW **[SKIP TOTHANK03]**

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER **[SKIP TO THANK03]**

SCR2 To confirm, are you an adult 18 years of age or older?

01 YES

00 NO **[ASK TO SPEAK TO AN ADULT 18 OR OLDER. IF NOT AVAILABLE SKIP TO THANK02]**

998 **[WEB: DO NOT SHOW]** DON'T KNOW **[SKIP TOTHANK03]**

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER **[SKIP TO THANK03]**

AGE Just to make sure that our study is representative of the Town of Castle Rock, may I please have your age?
(if you prefer not to answer, please enter "999")
____ ENTER AGE [RANGE 18:99] **[IF UNDER 18 TERMINATE – THANK02]**
998 **[WEB: DO NOT SHOW]** DON'T KNOW
999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK AGE_ACT IF AGE=998 OR 999

AGE_CAT Which of the following categories does your age fall into?
[READ OPTIONS]
01 18-24
02 25-34
03 35-44
04 45-54
05 55-64
06 65 or older
998 **[WEB: DO NOT SHOW]** DON'T KNOW
999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**PROGRAMMER: CREATE VARIABLE, "AGE_BAN" MONITOR FOR DISTRIBUTION IN PORTAL
VALUE LABELS FOR AGE (LOGIC IN PARENTHESIS)**
01 18 TO 34 [((AGE GE 18) AND (AGE LE 34)) OR (AGE_CAT = 01, 02)]
02 35 TO 54 [((AGE GE 35) AND (AGE LE 54)) OR (AGE_CAT = 03, 04)]
03 55 PLUS [((AGE GE 55) AND (AGE LE 98)) OR (AGE_CAT = 05, 06)]
999 UNKNOWN [AGE_CAT = 998 | 999]

GENDER **[PHONE NOTE:RECORD RESPONDENT'S GENDER]** Are you . . .
1 MALE
2 FEMALE
998 **[WEB: DO NOT SHOW]** DON'T KNOW
999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PROGRAMMER: CREATE VARIABLE, "AGEGEBNDR" MONITOR FOR DISTRIBUTION IN PORTAL

VALUE LABELS FOR AGE (LOGIC IN PARENTHESIS)

- 01 MALE 18-34 [(AGE_BAN=1) AND (GENDER=1)]
- 02 FEMALE 18-34 [(AGE_BAN=1) AND (GENDER=2)]
- 03 MALE 35-54 [(AGE_BAN=2) AND (GENDER=1)]
- 04 FEMALE 35-54 [(AGE_BAN=2) AND (GENDER=2)]
- 05 MALE 55+ [(AGE_BAN=3) AND (GENDER=1)]
- 06 FEMALE 55+ [(AGE_BAN=3) AND (GENDER=2)]
- 999 UNKNOWN [(AGE_BAN=999) OR (GENDER=998 | 999)]

5-STAR RATING

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NWRG1

Using a scale from 0 to 10 where "0" means the quality of life in Castle Rock "Does not meet your expectations at all" and "10" means the quality of life "Greatly exceeds your expectations," how would you rate the overall quality of life in Castle Rock?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Does Not Meet Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds Expectations (10)
Overall quality of life in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG2

Using the same expectations scale, how would you rate the overall quality of services provided by the Town of Castle Rock?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Does Not Meet Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds Expectations (10)
Overall quality of services provided	o	o	o	o	o	o	o	o	o	o	o

- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG3

Compared with other cities and towns, how would you rate Castle Rock as a place to live? Use a scale from 0 to 10 where “0” means “Significantly worse than other cities and towns” and “10” means “Significantly better than other cities and towns.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Significantly Worse than Other Cities and Towns (0)	1	2	3	4	5	6	7	8	9	Significantly Better than Other Cities and Towns (10)
Castle Rock as a place to live	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG4

Using a scale from 0 to 10 where “0” means “Strongly headed in the wrong direction” and “10” means “Strongly headed in the right direction,” overall, would you say that Castle Rock is headed in the right or wrong direction?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Strongly Headed in the Wrong Direction (0)	1	2	3	4	5	6	7	8	9	Strongly Headed in the Right Direction (10)
Direction Town is headed	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG5

Thinking about services and facilities in Castle Rock, do you feel you are getting your money’s worth for your **Town** tax dollar or not? Please use a scale from 0 to 10 where “0” means “Definitely not getting your money’s worth” and “10” means “Definitely getting your money’s worth.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Definitely Not Getting My Money’s Worth (0)	1	2	3	4	5	6	7	8	9	Definitely Getting My Money’s Worth (10)
Value for tax dollar	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PLACE TO LIVE

-----<new screen>-----



CR1

What would you say is the single most important issue facing Castle Rock in the next 5 years?

[OPEN END – LIST BELOW IS FOR POST CODING REFERENCE ONLY]

- 01 *TRAFFIC / CONGESTION / DIFFICULT TO GET AROUND BY CAR / TOO MANY CARS / NEED MORE ROADS*
- 02 *ROAD UPKEEP AND MAINTENANCE*
- 03 *SPRAWL / UNPLANNED GROWTH / GROWING TOO FAST*
- 04 *LOSS OF AGRICULTURAL LANDS / OPEN SPACE*
- 05 *LOOSING SMALL TOWN FEEL / SENSE OF COMMUNITY*
- 06 *ANNEXATION / ZONING*
- 07 *POLLUTION / AIR QUALITY*
- 08 *ECONOMY / JOBS / ATTRACTING NEW BUSINESS / UNEMPLOYMENT*
- 09 *EDUCATION / SCHOOLS*
- 10 *PUBLIC SAFETY / CRIME / DRUGS*
- 11 *LACK OF / INADEQUATE PUBLIC TRANSPORTATION / BUS SYSTEM*
- 12 *WATER / LACK OF WATER / WATER PLANNING / WATER ISSUES*
- 888 *SOMETHING ELSE (SPECIFY)*
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

CR2

Next, using a scale from 0 to 10 where “0” means “Very poor” and “10” means “Excellent,” how would you rate each of the following aspects of Castle Rock?

RANDOMIZE ORDER SHOWN

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
CR2A The ability to buy things locally	0	0	0	0	0	0	0	0	0	0	0
CR2B Employment opportunities within the town	0	0	0	0	0	0	0	0	0	0	0
CR2D Opportunities for youth	0	0	0	0	0	0	0	0	0	0	0
CR2I The cost of living in Castle Rock	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

-----<new screen>-----



CR5 Now, please indicate how likely would you be to recommend Castle Rock to someone for each of the following. . . Use a scale from 0 to 10 where “0” means “not at all likely” and “10” means “very likely.”

RANDOMIZE ORDER SHOWN

	Not at all Likely (0)	1	2	3	4	5	6	7	8	9	Very Likely (10)
CR5B As a place to work	0	0	0	0	0	0	0	0	0	0	0
CR5D As a place to raise children	0	0	0	0	0	0	0	0	0	0	0
CR5E As a place to retire	0	0	0	0	0	0	0	0	0	0	0
CR5F As a place to do business	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



GOV1

From what you have experienced, seen or heard, please specify the extent to which you agree or disagree with each of the following statements about Castle Rock’s local government? Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree.”

RANDOMIZE ORDER SHOWN

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly Agree (10)
GOV1A Keeps residents informed regarding Town happenings and initiatives in general	0	0	0	0	0	0	0	0	0	0	0
GOV1B Seeks residents’ involvement and input	0	0	0	0	0	0	0	0	0	0	0
GOV1C Keeps residents informed regarding Castle Rock water services and projects	0	0	0	0	0	0	0	0	0	0	0
GOV1D Keeps residents informed regarding parks and recreation initiatives	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON’T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

SPECIAL TOPICS

-----<new screen>-----



TAX1 Currently, Castle Rock has a 4 percent sales tax on food for home consumption. That means a \$100 grocery bill costs you \$4 in Town taxes. This accounts for 15.5 percent of the Town’s tax revenue and goes toward funding the Police Department, the Fire Department, street maintenance, plowing, and general government functions.

There is some discussion regarding removing the tax on groceries. Doing so would remove over \$7.6 million annually from the town’s revenue impacting the town’s Police Department, Fire Department, street maintenance, community center, and other activities.

Given this information, which of the following statements do you agree with most. **[RANDOMIZE DISPLAY ORDER]**

- 01 The town should keep the grocery tax as-is
- 02 The town should keep the grocery tax, but offer a rebate for low-income residents
- 03 The town should phase out the grocery tax and replace the missing revenue by increasing property taxes
- 04 The town should phase out the grocery tax and replace the missing revenue with other taxes
- 05 The town should phase out the grocery tax, not replace the missing revenue and reduce services
- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

TAX2 Using a scale from 0 to 10 where “0 means “I’m leaning this way, but fairly indifferent” and “10” means “I strongly feel this way,” how strongly do you feel that **[INSERT ANSWER FROM TAX1]**?

	I’m leaning this way, but fairly indifferent (0)	1	2	3	4	5	6	7	8	9	I strongly feel this way (10)
[INSERT ANSWER FROM TAX1]	o	o	o	o	o	o	o	o	o	o	o

- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK TAX3 IF TAX1=4]

TAX3 What other revenue sources could be used to replace the \$7.6 million of annual grocery tax revenue?

(open end)

- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK TAX4 IF TAX1=5]

TAX4 What should the town do compensate for the loss of \$7.6 million of annual revenue from eliminating the grocery tax?

(open end)

- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

-----<new screen>-----



SPECIAL4 One option for diversifying the Town’s revenue sources is requesting voter approval for a new lodging tax, which would be placed on per night hotel room rentals within the Town limits. Only those staying in hotels in Town would pay the tax, likely of 4%-6%. The proceeds could be spent to fund Town services. Using a scale from 0 to 10 where “0” means “Strongly oppose” and “10” means “Strongly support,” would you support or oppose implementing a lodging tax?

	Strongly Oppose (0)	1	2	3	4	5	6	7	8	9	Strongly Support (10)
Implementing a lodging tax to fund Town services	o	o	o	o	o	o	o	o	o	o	o

- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

SPECIAL3 Using a scale from 0 to 10 where “0” means “Strongly oppose” and “10” means “Strongly support,” would you support or oppose the Town investing in public transportation services within the Town limits of Castle Rock?

	Strongly Oppose (0)	1	2	3	4	5	6	7	8	9	Strongly Support (10)
Investing in public transportation services within the Town limits	o	o	o	o	o	o	o	o	o	o	o

- 998 [DO NOT SHOW] DON'T KNOW
- 999 [DO NOT SHOW] PREFER NOT TO ANSWER

[ASK SPECIAL3A IF SPECIAL3 >5]

SPECIAL3A Now, using a scale from 0 to 10 where “0” means “Not at all willing” and “10” means “Completely willing,” would you be willing to pay an additional tax so that the Town can develop a public transportation system within the Town limits of Castle Rock?

	Strongly Oppose (0)	1	2	3	4	5	6	7	8	9	Strongly Support (10)
Additional tax to develop a public system within the Town limits	0	0	0	0	0	0	0	0	0	0	0

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

COMMUNITY CHARACTER

<new screen>



COMM3 The following are some examples of what other residents feel represent small town character in Castle Rock. For each of the following statements please indicate how well you feel it describes small town character. Use a scale from 0 to 10 where “0” means “Does not describe small town character at all” and “10” means “Perfectly describes small town character”.

RANDOMIZE ORDER SHOWN

	Does Not Describe Small Town Character at All (0)	1	2	3	4	5	6	7	8	9	Perfectly Describes Small Town Character (10)
COMM3A Friendly people where everyone knows everyone	0	0	0	0	0	0	0	0	0	0	0
COMM3B Special events and activities for the community	0	0	0	0	0	0	0	0	0	0	0
COMM3C Supporting small, local businesses	0	0	0	0	0	0	0	0	0	0	0
COMM3D Open spaces and natural beauty to enjoy and admire	0	0	0	0	0	0	0	0	0	0	0
COMM3E Safe neighborhoods and streets	0	0	0	0	0	0	0	0	0	0	0
COMM3F Has a vibrant downtown	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

COMM1

Overall, how would you rate the sense of community in Castle Rock? Use a scale from 0 to 10 where “0” means “No sense of community at all” and “10” means “Strong sense of community.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	No Sense of Community at All (0)	1	2	3	4	5	6	7	8	9	Strong Sense of Community (10)
Sense of Community in Castle Rock	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

POLICE

<new screen>



POLICE1

Have you had any contact with the Castle Rock Police Department during the past two years?

[PHONE AS NEEDED: DISPLAY ON WEB] *The Castle Rock Police Department includes not only interactions with police officers, but also 911 services, services offered at the police station front counter, victim's assistance, and animal control]*

- 01 YES
- 00 NO
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK POLICE1A IF POLICE1=01

POLICE1A

Which of the following Police services have you contacted or utilized in the past two years?

[MULTIPLE SELECT]

[RANDOMIZE ORDER SHOWN]

PHONE READ LIST DISPLAY ON WEB

- 01 911 or Non-emergency dispatcher
- 02 Participated in a community activity with police
- 03 Reported a crime or provided information to police
- 04 Stopped, arrested, or suspected of a crime by police
- 05 Animal Services such as Animal Control
- 06 Victim's assistance
- 07 Front Counter at police station **[PHONE READ AS NEEDED / DISPLAY ON WEB]** *The front counter handles such things as fingerprinting, VIN verification, etc.]*
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

POLICE2 Using a scale from 0 to 10 where “0” means “Did not meet my expectations at all” and “10” means “Greatly exceeded my expectations” please rate the Castle Rock Police Department on each of the following?

RANDOMIZE ORDER SHOWN

	Did Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeded My Expectations (10)
POLICE2A [SHOW IF POLICE1A=1] Communication with 911 or non-emergency dispatch	0	0	0	0	0	0	0	0	0	0	0
POLICE2C [SHOW IF POLICE1A=2,3,4] Professionalism of the police officer or detective	0	0	0	0	0	0	0	0	0	0	0
POLICE2E [SHOW IF POLICE1A=5] Animal services such as Animal Control	0	0	0	0	0	0	0	0	0	0	0
POLICE2F [SHOW IF POLICE1A=6] Victim’s assistance services	0	0	0	0	0	0	0	0	0	0	0
POLICE2G [SHOW IF POLICE1A=7] Professionalism of the police station front counter staff	0	0	0	0	0	0	0	0	0	0	0
POLICE2H [SHOW TO ALL] Frequency of Patrols	0	0	0	0	0	0	0	0	0	0	0
POLICE2I [SHOW TO ALL] Response time	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



POLICE3

Overall, how would you rate the approachability of Police Officers in Castle Rock? Use a Scale from 0 to 10 where “0” means “Not at all approachable” and “10” means “Very easy to approach.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Not at all Approachable (0)	1	2	3	4	5	6	7	8	9	Very Easy to Approach (10)
Approachability of Police Officers in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

POLICE6

Overall, how confident are you in the Town’s police department to provide a safe and secure community? Use a Scale from 0 to 10 where “0” means “Not at all confident” and “10” means “Extremely confident.”

	Not at all Confident (0)	1	2	3	4	5	6	7	8	9	Extremely Confident (10)
Police’s ability to provide a safe and secure community	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

POLICE7

Using the same scale, how confident are you in the Town’s Police Department’s ability to uphold and maintain the trust of residents?

	Not at all Confident (0)	1	2	3	4	5	6	7	8	9	Extremely Confident (10)
Police’s ability to uphold and maintain the trust of residents	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

FIRE / EMS

-----<new screen>-----



FIRE1 Have you had any contact with the Castle Rock Fire and Rescue Department in the past two years?

- 01 Yes
- 00 No
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FIRE1A IF FIRE1 = 01

FIRE1A What was the nature of the contact you had with Castle Rock Fire and Rescue department?

- [MULTIPLE SELECT]**
- [RANDOMIZE ORDER SHOWN]**
- PHONE READ LIST DISPLAY ON WEB**
- 01 Emergency response **[AS NEEDED / DISPLAY ON WEB such as fire, medical, rescue]**
- 02 Non-Emergency response **[AS NEEDED / DISPLAY ON WEB such as lockouts, service calls, child seat checks]**
- 03 At a community event
- 04 Fire prevention services such as inspections, plan reviews or educational programs
- 888 Other (specify_____)
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

FIRE2

Using a scale from 0 to 10 where “0” means “Did not meet my expectations at all” and “10” means “Greatly exceeded my expectations,” please rate the Castle Rock Fire and Rescue Department on each of the following?

[RANDOMIZE ORDER SHOWN]

	Did Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeded My Expectations (10)
FIRE2A [SHOW IF FIRE1A=1] Emergency response time	0	0	0	0	0	0	0	0	0	0	0
FIRE2B [SHOW IF FIRE1A=2] Non-emergency response time	0	0	0	0	0	0	0	0	0	0	0
FIRE2C [SHOW IF FIRE1A=3] Professionalism of personnel at community events	0	0	0	0	0	0	0	0	0	0	0
FIRE2D [SHOW IF FIRE1A=4] Fire prevention and public education services	0	0	0	0	0	0	0	0	0	0	0

998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

FIRE3

How confident are you in the ability of the Castle Rock Fire and Rescue Department to respond to emergencies?

	Not at all Confident (0)	1	2	3	4	5	6	7	8	9	Extremely Confident (10)
Ability of Castle Rock Fire and Rescue to respond to emergencies	0	0	0	0	0	0	0	0	0	0	0

998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PUBLIC WORKS

-----<new screen>-----



PUB2

Thinking about the roads in Castle Rock, and using a scale from 0 to 10 where “0” means “Does not meet my expectations at all” and “10” means “Greatly exceeds my expectations,” how would you rate each of the following?

RANDOMIZE ORDER SHOWN BUT ALWAYS SHOW PUB2_E LAST

	Did Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeded My Expectations (10)
PUB2A The overall condition of the road surface	o	o	o	o	o	o	o	o	o	o	o
PUB2B Traffic signal timing	o	o	o	o	o	o	o	o	o	o	o
PUB2C Level of congestion on the streets	o	o	o	o	o	o	o	o	o	o	o
PUB2D Cleanliness of the streets	o	o	o	o	o	o	o	o	o	o	o
PUB2E Overall convenience and accessibility of the roads in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PUB3

The primary purpose for plowing the roads in Castle Rock is to provide safe access for emergency vehicles when needed. Keeping that goal in mind, and using a scale from 0 to 10 where “0” means “Very poor” and “10” means “Excellent,” how would you rate the plowing of roads in Castle Rock?

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
Plowing of roads to maintain emergency vehicle access	o	o	o	o	o	o	o	o	o	o	o

- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PUB4

How would you rate the adequacy of bike lanes and multi-use paths along roadways in Castle Rock? Use a scale from 0 to 10 where “0” means “significantly worse than other cities and towns” and “10” means “significantly better than other cities and towns.”

	Significantly Worse than other Cities and Towns (0)	1	2	3	4	5	6	7	8	9	Significantly Better than other Cities and Towns (10)
Adequacy of bike lanes and multi-use paths along roadways	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PUB5

Take a moment to think about the trip you take most often within the Town. Over the past two years, has the amount of time taken that trip increased, decreased, or stayed the same?

[PHONE, PROBE WITH “WOULD THAT BE SOMEWHAT OR SIGNIFICANTLY (INCREASED/DECREASED)]

01 Increased Significantly

02 Increased Somewhat

03 Stayed about the same

04 Decreased Somewhat

05 Decreased Significantly

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

CASTLE ROCK WATER

<new screen>



UTIL1

Castle Rock Water’s functions include daily operations, maintenance, asset management, upgrades and expansions associated with maintaining the Town’s water, wastewater and stormwater systems.

Using a scale from 0 to 10 where “0” means “Very poor” and “10” means “Excellent,” please tell me how well Castle Rock Water is doing on each of the following items. . .

RANDOMIZE DISPLAY ORDER – SHOW UTIL1_G LAST

	Did Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeded My Expectations (10)
UTIL1A The overall quality of the water (<i>taste, purity</i>)	0	0	0	0	0	0	0	0	0	0	0
UTIL1B Securing and managing long-term water supplies	0	0	0	0	0	0	0	0	0	0	0
UTIL1C Providing a water bill that is easy to understand	0	0	0	0	0	0	0	0	0	0	0
UTIL1D Customer service	0	0	0	0	0	0	0	0	0	0	0
UTIL1E Water conservation programs	0	0	0	0	0	0	0	0	0	0	0
UTIL1G Value of service for rates paid	0	0	0	0	0	0	0	0	0	0	0

- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

UTIL3

Which one of the following statements best describes your current feelings about long-term water issues in Castle Rock?

[Select only one answer]

[RANDOMIZE ORDER SHOWN]

- 01 I have serious concerns about the long-term water supply and feel that the Town does **not** have a solid plan to address this issue.
- 02 I am somewhat concerned about the long-term water supply and am **not confident** in the Town’s plan to address this issue.
- 03 I am somewhat concerned about maintaining our long-term water supply but I feel that the Town is on the right path.
- 04 I am not concerned about the long-term water supply because I feel that the Town has an adequate plan.
- 05 I am not concerned about the long-term water supply because I just don’t feel that it is an issue.
- 06 I do not know enough about the issue to make an informed decision.
- 998 [WEB: DO NOT SHOW] DON’T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

UTIL4

The Town is also evaluating the use of “smart” water metering. This will allow residents to monitor water usage in near-real time. Do you feel this is a valuable service?

- 00 No
- 01 Yes
- 998 [WEB: DO NOT SHOW] DON’T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

UTIL5

Have you seen, read, or heard any information regarding the Town’s plan to incorporate purified re-use water as part of the long term water supply plan?

- 00 No
- 01 Yes
- 998 [WEB: DO NOT SHOW] DON’T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PARKS AND RECREATION

<new screen>



PARK8 In the past 12 months, how many times have you done each of the following?

	Number of times done
PARK8A Visited any of the Town's parks	_____
PARKS8B Used any of the recreational trails or open spaces in Castle Rock	_____
PARKS8C Used the Castle Rock Recreation / Senior Center	_____
PARKS8D Used the Miller Activity Complex	_____

- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

[CREATE VARIABLE SUMPARK ACTIVITIES (SUM PARK8A THRU PARK8D)].

[SHOW PARK7 IF SUMPARKACTIVITIES >0]

PARK7 Thinking about the parks and recreation services you have used in Castle Rock, do you feel that you are getting good value for any fees paid? Use a scale from 0 to 10 where "0" means "Definitely not getting your money's worth" and "10" means "Definitely getting your money's worth."

	Definitely Not Getting Your Money's Worth (0)	1	2	3	4	5	6	7	8	9	Definitely Getting Your Money's Worth (10)
Value for fees paid	0	0	0	0	0	0	0	0	0	0	0

- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PARK12

The parks department has a goal of providing a park or open space for recreation within roughly half a mile of each household. Using a scale from 0 to 10 where “0” means “Not at all close” and “10” means “Extremely close,” do you feel that the Town is achieving that goal?

	Not at all Close to Achieving (0)	1	2	3	4	5	6	7	8	9	Extremely Close to Achieving (10)
Providing parks or open spaces within roughly one-half mile distance of each household	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

-----<new screen>-----



PARK13

The Town is considering making several improvements to the Parks, Recreation and Open Spaces system. Please rank the following in terms of which ones you consider most important improvements to make. Use “1” as the most important, “2” as second most important, and “3” as the third most important.

(Please rank three items: 1=most important, 2=second most important, 3=third most important)

[RANDOMIZE RESPONSES]

[PROGRAMMING LOGIC: MUST RANK EXACTLY THREE ITEMS USING NUMBERS 1,2,3. EACH NUMBER CAN ONLY BE USED ONCE.]

- _____ Purchase land to preserve open space
- _____ Improve access to Rueter-Hess Reservoir for hiking, fishing, and hand powered watercraft
- _____ Develop new walking and biking trails to connect to existing trails
- _____ Upgrade and repair older parks, buildings, and recreation facilities
- _____ Develop additional athletic fields and park facilities
- _____ Develop a new indoor recreation center with amenities such as pools, fitness equipment, gymnasium, walking tracks, ice rink, etc.

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



PARK14

The Town currently has two indoor recreation facilities, the Recreation Center, which opened in 1988, and the Miller Activity Complex, which opened in 2014. As the community continues to grow, planning continues for a third indoor recreation facility, which could contain amenities like gym space, a competitive pool and/or an ice-skating rink, along with additional fitness space.

In determining how to allocate limited parks and recreation funding resources, choices may be required between prioritizing construction of a third indoor recreation facility and prioritizing continued construction of neighborhood parks every two to three years.

Which strategy to you believe is the best approach for the Town to take? Use a scale from 0 to 10, where “0” means you “Strongly prefer to prioritize construction of a third indoor recreation facility” and 10 means you “Strongly prefer to prioritize continued construction of new neighborhood parks every two to three years.”

	Strongly Prefer to Prioritize Construction of a Third Indoor Recreation Facility (0)	1	2	3	4	5	6	7	8	9	Strongly Prefer to Prioritize Continued Construction of New Neighborhood Parks Every Two to Three Years (10)
Preference of prioritizing a third indoor recreation facility or neighborhood parks	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

STRATEGIC PRIORITIES

-----<new screen>-----



STRATEGY1 The Town’s 2019 Budget identifies six key priorities. For each priority, please indicate if you believe that it will lead the Town in the right or wrong direction. Use a scale from “0” to “10” where “0” means “Strongly headed in the wrong direction” and 10 means “Strongly headed in the right direction.”

	Did Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeded My Expectations (10)
STRAGETY1O Ensuring outstanding public safety	0	0	0	0	0	0	0	0	0	0	0
STRAGETY1P Enhancing our transportation	0	0	0	0	0	0	0	0	0	0	0
STRAGETY1Q Securing our water future	0	0	0	0	0	0	0	0	0	0	0
STRAGETY1R Maintaining strong Parks and Recreation	0	0	0	0	0	0	0	0	0	0	0
STRAGETY1S Supporting economic development	0	0	0	0	0	0	0	0	0	0	0
STRAGETY1T Managing Town finances conservatively	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PLANNING FOR GROWTH

-----<new screen>-----



RANDOMIZE DISPLAY ORDER OF GROW3A AND GROW3B

GROW3A Using a one or two-word phrase, what aspect of growth in Castle Rock is causing you the most concern?

[OPEN END]

GROW3B Using a one or two-word phrase, what aspect of growth in Castle Rock do you consider most beneficial?

[OPEN END]

-----<new screen>-----



HOUSE1 If you were looking to buy a home in Castle Rock and thinking in terms of being able to afford a place to live, would you say there are...

[PHONE NOTATION: (READ LIST)]

[ROTATE DISPLAY ORDER 1-4 / 4-1]

- 01 No good options
- 02 Only a few good options
- 03 Some good options
- 04 Many good options
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

HOUSE2

Using a scale from 0 to 10 where “0” means you “Strongly disagree” and “10” means you “Strongly agree,” do you agree or disagree with each of the following...

INTERVIEWER: PROBE FOR ANSWER BEFORE ACCEPTING DON'T KNOW/REFUSE: “PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS”

[RANDOMIZE DISPLAY ORDER]

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly Agree (10)
HOUSE2B The cost of housing makes it difficult for middle and low-wage workers to afford to live in Castle Rock	o	o	o	o	o	o	o	o	o	o	o
HOUSE2E The cost of housing makes it difficult for elderly residents to afford to live in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

COMMUNICATIONS AND MEDIA

-----<new screen>-----



MEDIA1 How would you prefer to communicate or receive information from the Town of Castle Rock?

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT]

- 01 Direct mail (including third-party magazines, newsletters)
- 02 Email (including CRgov.com subscriptions)
- 03 Social media
- 04 Denver Post/YourHub
- 05 Castle Rock News-Press
- 06 Watching local television news
- 07 Your Town Talk (water bill newsletter)
- 08 Town's website
- 09 Calling Town Hall
- 10 Open houses regarding Town projects
- 11 Cable Channel 22
- 12 Through my HOA (website, newsletter, etc.)
- 13 I prefer not to communicate with the Town
- 14 Something else (*please tell us: _____*)
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

WEB1 Have you accessed the Town's website in the past two years?

- 01 YES
- 00 NO
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

SHOW WEB2 IF WEB1=1

WEB2 Please rate the following aspects of Castle Rock’s website. Use a scale from 0 to 10 where “0” means “Very Poor” and “10” means “Excellent.”

[RANDOMIZE ORDER SHOWN]

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
WEB1_1 Overall look and feel	o	o	o	o	o	o	o	o	o	o	o
WEB1_3 Ease of navigation	o	o	o	o	o	o	o	o	o	o	o
WEB1_4 Quality / accuracy of information	o	o	o	o	o	o	o	o	o	o	o
WEB1_6 Transparency regarding Town business	o	o	o	o	o	o	o	o	o	o	o
WEB1_9 Availability of needed information	o	o	o	o	o	o	o	o	o	o	o
WEB1_10 Ease of providing feedback	o	o	o	o	o	o	o	o	o	o	o

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

DEMOGRAPHICS

-----<new screen>-----



DEMOINT The following, final questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers with other respondents to the survey

DEMO2 How many years have you lived in Castle Rock?
[ALLOW FRACTIONAL ANSWERS]
[IF LESS THAN 6 MONTHS, ENTER "0"]
[IF 6 MONTHS TO 1 YEAR, ENTER "1"]
____ ENTER NUMBER OF YEARS LIVED IN CASTLE ROCK
998 **[WEB: DO NOT SHOW]** DON'T KNOW
999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO3 Do you own a business that is licensed with the Town of Castle Rock?
01 YES
00 NO
998 **[WEB: DO NOT SHOW]** DON'T KNOW
999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO3A Do you work in the Town of Castle Rock?
01 YES
00 NO
998 **[WEB: DO NOT SHOW]** DON'T KNOW
999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK DEMO3B IF DEMO3A=00 (NO)]

DEMO3B In which city or town do you work?
____ ENTER CITY OR TOWN
998 **[WEB: DO NOT SHOW]** DON'T KNOW
999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO3C Approximately what percentage of the time do you work from home?
____ ENTER PERCENT OF TIME WORK FROM HOME
998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

DEMO4 Do you own or rent your home?
01 OWN
02 RENT
998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

DEMO5 Including yourself, how many people currently live in your household in each of the following age categories?
[IF NECESSARY: "Please include yourself when answering this question."]

DEMOS MUST CONTAIN A RESPONSE IN AGE 18 – 64 OR 65 AND OVER

DEMO5A _____ Under 5
DEMO5B _____ 5 – 12
DEMO5C _____ 13 – 17
DEMO5D _____ 18 – 64
DEMO5E _____ 65 and over
998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

WEB INSTRUCTION: IF DEMO5 DOES NOT HAVE A RESPONSE IN 18 – 64 OR 65 AND OVER, DISPLAY THIS MESSAGE: "Please include yourself when answering this question."

COMPUTE VARIABLE HASKIDS
0=NO KIDS [IF (SUM DEMO4A, DEMO5B, DEMO5C=0)]
1=HAS KIDS [IF (SUM DEMO5A, DEMO5B, DEMO5C GE 1)]
COMPUTE VARIABLE NUMADULTS = SUM(DEMO5D, DEMO5E)
COMPUTE VARIABLE HHCOMP
1=SINGLE PERSON HH [IF (HASKIDS=0 AND NUMADULTS=1)]
2=ADULTS ONLY [IF (HASKIDS=0 AND NUMADULTS > 1)]
3=FAMILY [IF (HASKIDS GE 1)]

DEMO6 Do you speak a language other than English at home?
01 YES
00 NO
998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**ASK DEMO6A IF DEMO6 = 01
ALLOW FOR MULTIPLE RESPONSES**

DEMO6A What language
[MULTIPLE SELECT]
[DO NOT READ LIST]
01 SPANISH
02 CHINESE / CANTONESE / MANDARIN
03 VIETNAMESE
04 KOREAN
05 RUSSIAN
06 JAPANESE
07 HINDI
08 GERMAN
09 FRENCH
10 TAMIL
998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

RACE Please choose one or more races you consider yourself to be.
[MULTIPLE SELECT]
01 White
02 Black or African American
03 American Indian or Alaskan Native
04 Asian or Pacific Islander
05 Native Hawaiian or Other Pacific Islander
06 Hispanic or Latino
888 **[DO NOT READ]** Something else (*please tell us:_____*)
998 [WEB: DO NOT SHOW] DON'T KNOW
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

DEMO7

Are you registered to vote in the Town of Castle Rock?

01 YES

00 NO

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

INCOME

What is the approximate total annual income of all members of your household?

01 Less than \$20,000

02 \$20,000 to less than \$35,000

03 \$35,000 to less than \$50,000

04 \$50,000 to less than \$75,000

05 \$75,000 to less than \$100,000

06 \$100,000 to less than \$150,000

07 \$150,000 to less than \$200,000

08 \$200,000 or more

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

DRAWING

-----<new screen>-----



DRAWING1 As a “thank you” the town will be doing drawings for a total of three (3) Visa gift cards valued at \$100 each. Would you be entered into the drawing?

AS NEEDED / DISPLAY ON WEB: This is completely optional and any information you provide will be kept completely separate from your survey responses.

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK DRAWING2 IF (DRAWING1=1)

DRAWING2 Please provide an email address where we can contact you if you are selected.

- _____ ENTER EMAIL ADDRESS
- _____ CONFIRM EMAIL ADDRESS **[MUST MATCH]**
- 997 **DO NOT READ:** I DO NOT HAVE AN EMAIL ADDRESS
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

FUTURE RESEARCH

-----<new screen>-----



FUTURE1 Would you be willing to help the Town of Castle Rock by agreeing to participate in future research?

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE2 IF FUTURE1=01

FUTURE2 May I please get your first name only?

- 00 NO
- 01 YES, **ENTER NAME** _____
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE3 IF (FUTURE1=1)

FUTURE3 Please provide an email address where we can contact you for future research.

- _____ ENTER EMAIL ADDRESS
- _____ CONFIRM EMAIL ADDRESS **[MUST MATCH]**
- 997 **DO NOT READ:** I DO NOT HAVE AN EMAIL ADDRESS
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

ASK FUTURE4 IF FUTURE1=1

FUTURE4W And finally, please provide your best contact number

- ENTER BEST NUMBER** _____
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

THANK SECTION

-----<new screen>-----



- THANK1 Thank you for your time, but we are only interviewing residents of the Town of Castle Rock.
- THANK2 Thank you for your time, but we are only interviewing residents 18 years of age or older.
- THANK3 Thank you for your time, but we cannot continue without that information
- THANK4 **[TO BE USED ON OUTBOUND CALLS]** Thank you very much for your time. We greatly appreciate your help. Have a good day/night.

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APPENDIX II — BUSINESS QUESTIONNAIRE

TOWN OF CASTLE ROCK, CO BUSINESS SURVEY

DENOTES PROGRAMMING INSRUCTIONS

- **DENOTES INTERVIEWER INSTRUCTIONS**
- Text in light blue highlight means that the data is benchmarkable against NWRG’s nation-wide CityMarks
- Text in ALLCAPS is not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS] are interviewer and CATI programming instructions, not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS BOLD TYPE] are interviewer and CATI programming instructions, not read to respondents
- Question marks (?) and ‘X’ or ‘x’ indicate information needed or to be determined in conjunction with the client
- (Response options in parenthesis) are read to respondents as necessary
- For web – do not show don’t know / prefer not to answer response options unless respondent attempts to skip question
- For web – changes response options that are all in CAPS to Sentence case (Capitalize first letter of word / phrase only)
- For web rating scales display grid as illustrated below:

	Much Worse Than Other Communities										Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10
Easy to get around by car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation available to where I need to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



INTROTEL

[SHOW IF PHONE] Hello. This is _____ with **Northwest Research Group**, calling on behalf of the Town of Castle Rock. We are conducting a survey among businesses in our Town and are asking that your business participate in this important survey.

Let me assure you that this is not a sales call.

Your responses will help the Town better meet the needs and expectations of businesses in the Town, decide how to best use its resources, and set goals. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

[IF NECESSARY: Your phone number has been randomly chosen for this study.]

[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]

INTROWEB

[SHOW IF WEB] Thank you for agreeing to complete this important survey for the Town of Castle Rock. Your input will be used to improve services to the community.

As a business owner/operator in Castle Rock, you have been selected to participate in this survey. Your participation is vital to the success of this research so please take a few minutes of your time to complete this survey. Your responses will help the Town better meet the needs and expectations of businesses in the Town, decide how to best use its resources, and set goals.

SCR1

To confirm, do you currently own or operate a business that is licensed within the Town of Castle Rock?

01 YES

02 NO **[SKIP TO THANK1]**

999 DON'T KNOW/PREFER NOT TO ANSWER**[SKIP TO THANK3]**

SCR2

Including yourself, how many people currently work at your business? If you have more than one location, only count those working in Castle Rock.

[IF NECESSARY: “Please include yourself when answering this question.”]

SCR2 MUST BE GE 01

_____ Number of people

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

SCR3 Is your business located North or South of 5th Street? **[AS NEEDED: 5th street is roughly in the center of Town, near “Wolfensberger Road”]**

01 North

02 South

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

SCR3A Is your business located East or West of I-25?

01 East

02 West

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

COMPUTE VARIABLE QUADRANT

IF (SCR3=1) AND (SCR3A=01) QUADRANT=01.

IF (SCR3=1) AND (SCR3A=02) QUADRANT=02.

IF (SCR3=2) AND (SCR3A=01) QUADRANT=03.

IF (SCR3=2) AND (SCR3A=02) QUADRANT=04.

VARIABLE LABELS QUADRANT “Town Quadrant”

VALUE LABELS QUADRANT

1 “Northeast”

2 “Northwest”

3 “Southeast”

4 “Southwest”

BNWRG QUESTIONS

-----<new screen>-----



BNWRG2 From what you have experienced, seen, or heard, compared with other cities and towns, how would you rate Castle Rock as a place to operate a business? Use a scale from 0 to 10 where “0” means “Significantly worse than other cities and towns” and “10” means “Significantly better than other cities and towns.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Significantly Worse than Other Cities and Towns (0)	1	2	3	4	5	6	7	8	9	Significantly Better than Other Cities and Towns (10)
Castle Rock as a place to operate a business	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BCR1 What would you say is the single most important business-related issue facing Castle Rock?
[OPEN END]

BNWRG3 Using a scale from 0 to 10 where “0” means “Does not meet expectations at all” and “10” means “Greatly exceeds expectations,” how would you rate the overall quality of services provided to businesses by the Town of Castle Rock?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Does Not Meet Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds Expectations (10)
Overall quality of services provided	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BNWRG4 Using a scale from “0” to “10” where “0” means “Strongly headed in the wrong direction” and 10 means “Strongly headed in the right direction,” overall, would you say that Castle Rock is headed in the right or wrong direction?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Strongly Headed in the <u>Wrong</u> Direction (0)	1	2	3	4	5	6	7	8	9	Strongly Headed in the <u>Right</u> Direction (10)
Direction Town is headed	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BNWRG5 Thinking about services and facilities in Castle Rock, do you feel you are getting your money’s worth for your tax dollar or not? Please use a scale from 0 to 10 where “0” means “Definitely not getting your money’s worth” and “10” means “Definitely getting your money’s worth.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Definitely <u>Not</u> Getting My Money’s Worth (0)	1	2	3	4	5	6	7	8	9	Definitely Getting My Money’s Worth (10)
Value for tax dollar	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BCRS_E How likely would you be to recommend Castle Rock to someone as a place to do business? Use a scale from 0 to 10 where “0” means “Not at all likely” and “10” means “Very likely.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Not at all Likely (0)	1	2	3	4	5	6	7	8	9	Very Likely (10)
Likelihood of recommending Castle rock as a place to do business	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BUSINESS ENVIRONMENT

-----<new screen>-----



BE1 Why did you choose to open a business in Castle Rock?

[WEB SHOW TEXTBOX]

[INTERVIEWER: DO NOT READ LIST, RATHER CODE RESPONDENT'S ANSWER INTO ONE OF THE CATEGORIES BELOW]

- 01 I LIVE HERE / HAVE A HOME BASED BUSINESS
- 02 DEMAND FOR A PRODUCT / UNIQUE TO THE AREA
- 03 I LIKE THE AREA
- 04 GREAT / CONVENIENT LOCATION
- 05 I PURCHASED AN EXISTING BUSINESS / BUILDING
- 06 THE GROWTH POTENTIAL
- 07 IT IS CLOSE TO HOME
- 08 AVAILABILITY OF QUALITY WORKFORCE
- 09 COST OF DOING BUSINESS IS LOW
- 10 SOMETHING ELSE (**SPECIFY**)
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE2 Did things work out as expected?

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE3 In the past two years, has revenue decreased, increased, or stayed the same?
[INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS INCREASE/DECREASE PROBE WITH, “Would that be a little or a lot?”]

01 Decreased a lot
 02 Decreased a little
 03 Stayed the same
 04 Increased a little
 05 Increased a lot
 998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE4 Over the next two years, do you expect your revenue to decrease, increase, or stay the same?
[INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS INCREASE/DECREASE PROBE WITH, “Would that be a little or a lot?”]

01 Decrease a lot
 02 Decrease a little
 03 Stayed the same
 04 Increase a little
 05 Increase a lot
 998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE4A How well does the community do at supporting existing businesses? Use a scale from 0 to 10 where 0 means “The community does not support existing businesses at all” and 10 means “The community strongly supports existing businesses.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	The community does not support existing businesses at all (0)	1	2	3	4	5	6	7	8	9	The community strongly supports existing businesses (10)
How well Castle Rock does at supporting existing businesses	o	o	o	o	o	o	o	o	o	o	o

998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE5 Using a scale from 0 to 10 where 0 means “Very poor” and 10 means “Excellent,” how would you rate the town of Castle Rock on each of the following. . .

RANDOMIZE ORDER SHOWN

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
BE5_A Affordability of commercial real estate	o	o	o	o	o	o	o	o	o	o	o
BE5_B Availability of a variety of commercial real estate spaces	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BE6 Does your existing internet speed/bandwidth meet your current needs?

00 No

01 Yes

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BE7 What **one** thing could the Town and its economic partners do to help you with your business?

[OPEN END]

EMPLOYEE ENVIRONMENT

-----<new screen>-----



EE6 Next, using a scale from 0 to 10 where “0” means “Strongly disagree” and “10” means “Strongly agree,” how would you rate each of the following aspects of Castle Rock?

RANDOMIZE ORDER SHOWN

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly agree (10)
EE6_A I am able to find qualified employees living in Castle Rock	o	o	o	o	o	o	o	o	o	o	o
EE6_B Castle Rock is a good place for my employees to live	o	o	o	o	o	o	o	o	o	o	o
EE6_C There is a range of housing options available for my employees	o	o	o	o	o	o	o	o	o	o	o
EE5_D There are affordable housing options available for my employees	o	o	o	o	o	o	o	o	o	o	o
EE6_E There are transportation options available for my employees to get to/from work	o	o	o	o	o	o	o	o	o	o	o
EE6_F My employees want to live in Castle Rock	o	o	o	o	o	o	o	o	o	o	o
EE6_G Castle Rock is a safe place to do business	o	o	o	o	o	o	o	o	o	o	o
EE6_H Castle Rock is a safe place for my employees to live	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PLANNING FOR GROWTH

<new screen>



BGROW1

Castle Rock’s population is expected to more than double by the time the Town is fully built out. Good planning must be in place to ensure that the Town grows appropriately. Please tell me how much you agree or disagree with each statement regarding growth in Castle Rock. Use a scale from 0 to 10 where “0” means “Strongly disagree” and “10” means “Strongly agree.”

RANDOMIZE ORDER SHOWN

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly Agree (10)
BGROW 1_B Castle Rock needs high-quality public transportation	0	0	0	0	0	0	0	0	0	0	0
BGROW 1_C It is important that future buildings continue to match the look and feel of the natural environment	0	0	0	0	0	0	0	0	0	0	0
BGROW 1_D Castle Rock needs to focus on development techniques that can be maintained for generations	0	0	0	0	0	0	0	0	0	0	0
BGROW 1_E Maintaining and improving Downtown is important to Castle Rock’s small-town character, sense of community and economic vitality	0	0	0	0	0	0	0	0	0	0	0
BGROW 1_F Castle Rock should promote the building of more multi-family housing in order to attract more workers and businesses	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BUSINESS CHARACTERISTICS

-----<new screen>-----



BDEMOINT The following, final questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers with other respondents to the survey

BDEMO1 How many years has your business been located in Castle Rock?

[ALLOW FRACTIONAL ANSWERS]

[IF LESS THAN 6 MONTHS, ENTER "0"]

[IF 6 MONTHS TO 1 YEAR, ENTER "1"]

_____ ENTER NUMBER OF YEARS

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BDEMO2 Are you also a current resident of Castle Rock?

00 NO

01 YES

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BDEMO3

Which of the following classification best fits your business?

- 01 Agriculture
- 02 Amusement/entertainment
- 03 Automotive
- 04 Construction/developers
- 05 Education
- 06 Financial
- 07 Health care
- 08 Hotel/lodging/hospitality
- 09 Insurance/real estate
- 10 Manufacturing/processing
- 11 Professional services (attorney, CPA, etc.)
- 12 Public utilities
- 13 Publisher/printers
- 14 Restaurant, café, caterer
- 15 Retail
- 16 Wholesale/distributor
- 17 Customer service
- 18 Nonprofit organization
- 19 Salon/spa
- 20 Something else (Please tell us) _____
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

- BDEMO4** Where is your business located? **[PHONE SHOW: "Is it. . ."]**
- 01 A home-based business
 - 02 A free-standing retail location
 - 03 A center location retail location **[AS NEEDED (WEB DISPLAY): Such as a mall or shopping complex]**
 - 04 A free-standing office location
 - 05 An office complex
 - 06 Something else (Please tell us) _____
 - 998 **[WEB: DO NOT SHOW]** DON'T KNOW
 - 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

- BDEMO5** What was your approximate **2016** revenue? **[PHONE SHOW: "Was it. . ."]**
- 01 Less than \$100,000
 - 02 \$100,000 to less than \$250,000
 - 03 \$250,000 to less than \$500,000
 - 04 \$500,000 to less than \$750,000
 - 05 \$750,000 to less than \$1,000,000 **[PHONE SHOW: \$750,000 to less than \$1 Million]**
 - 06 \$1,000,000 to less than \$5,000,000 **[PHONE SHOW: \$1 Million to less than \$5 Million]**
 - 07 \$5,000,000 to less than \$10,000,000 **[PHONE SHOW: \$5 Million to less than \$10 Million]**
 - 08 \$10,000,000 or more **[PHONE SHOW: \$10 Million or more]**
 - 998 **[WEB: DO NOT SHOW]** DON'T KNOW
 - 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

FUTURE RESEARCH

-----<new screen>-----



FUTURE1 Would you be willing to help the Town of Castle Rock by agreeing to participate in future research?

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE2 IF FUTURE1=01

FUTURE2 May I please get your first name only?

- 00 NO
- 01 YES, **ENTER NAME** _____
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE3 IF (FUTURE1=1)

FUTURE3 Please provide an email address where we can contact you for future research.

- _____ ENTER EMAIL ADDRESS
- _____ CONFIRM EMAIL ADDRESS **[MUST MATCH]**
- 997 **DO NOT READ:** I DO NOT HAVE AN EMAIL ADDRESS
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

ASK FUTURE4 IF FUTURE1=1

FUTURE4 And finally, please provide your best contact number

- ENTER BEST NUMBER** _____
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

THANKS / DISPOSITIONS

-----<new screen>-----



- THANK1** Thank you for your time, but we are only interviewing people who own or operate a business located in the Town of Castle Rock.
- THANK2** Thank you for your time, but we are only interviewing residents 18 years of age or older.
- THANK3** Thank you for your time, but we cannot continue without that information
- THANK4** **[TO BE USED ON OUTBOUND CALLS]** Thank you very much for your time. We greatly appreciate your help. Have a good day/night.

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APPENDIX II — RESIDENT OPEN ENDED RESPONSES

This appendix contains verbatim open ended responses to several questions in the survey. During the data cleaning and reporting phases, these answers were reviewed and categorized so they could be quantified in the report. The responses posted in this appendix have been edited lightly to account for obvious spelling errors only.

Open Ended Responses to CR1: What would you say is the single most important issue facing Castle Rock in the next 5 years?

Infrastructure to accommodate growth (roads, water, parking downtown)

Roads, open space, dog parks, better restaurants, water, better access to the freeway.

Funding for quality education, water source and keeping real estate taxes low.

The growth and traffic is too fast of a pace. Infrastructure and schools are already suffering because of it.

Better road system. Too congested. Better trails and parks within the city limits. Better public school systems K-12.

Infrastructure to support growth, roads, water, schools, etc.

Controlling population growth regarding number of people moving in, sufficient affordable housing, increased traffic, demand for parking and employment availability.

The growth, the rate and type of new construction that is encouraged is critical. We need the preservation of open space and historic buildings. We need walkability and the availability to use public transportation to get from our own sprawl to our city center and to get to Denver, Colorado Springs, airports and other transportation hubs. We need the kinds of employment that generates enough income to live in this lovely town.

Over growth getting too crowed//Not enough space//Traffic//Wider roads//More lanes//NE

the challenges brought on by growth (i.e.. roads, traffic, crime, cost of living)

Growth, adequate roads, water,

Accommodating grow with specific regard to traffic and water

The town is growing so quickly. I fear traffic, water shortages will only get worse. I hope the town can continue to grow with people's needs. It's a great problem to live in a city that is so amazing many want to move to! :)

growth exceeding infrastructure Water

Excessive growth and infrastructure (including the new infrastructure like North Meadows Drive only being two lane) not being built nor able to handle the growth is a problem. Our water pressure has dropped with the new home being built in the Meadows, and we just keep building more. If the town is going to allow building to continue, it needs to invest in building the infrastructure to support it.

Overdevelopment, congestion, infrastructure not keeping pace with development, sustainable water use. It seems town counsel believes in a model of development at all costs while ignoring the negative impact footprint such wonton development will leave on the quality of life in CR. An example will be the interesting of ridge road and highway 86 in Founders Village and Ridge Road and East Plumb Creek Parkway if a school is permitted to be built there.

Development// Growth// Water// NE

Growth. I'm concerned how water and transportation will effect controlled growth.

Continued growth and its impact on provision of water and the ability for mobility. Mobility both in the Town as well as mass transportation capabilities for commuters both north and south of the town. Further, with the rapid growth, holding onto the more limited services of "town" versus City will need addressing.

Overbuilding, overpopulation, and inadequate transportation infrastructure.

Transportations // roads // traffic congestion

The pace of growth - construction of new homes and apartments. I recently relocated back to Colorado from Austin, Texas, where the pace of growth was much higher than the infrastructure could support. This resulted in traffic issues, lack of affordable housing , and general congestion.

Over growth. Taking shortcuts with water safety to promote growth. Serious traffic problems looming.

Over development. While I am not opposed to growth, we need to be very strategic about it. Everything from water, to traffic congestion, to all the development happening in the Promenade; where it seems like it is just one national chain store after another and it does not look anything like the plans in the developer's media. I think there needs to be great consideration to the impact all this expansion is going to have on our current infrastructure, as it is already creating issues with congestion (especially on the east side of town; Founders Parkway, Terrain, and 5th Street).

Growth, Water & Traffic.

Controlling GROWTH and providing SUFFICIENT ROADS for expected TRAFFIC volume.

Infrastructure to support the growing population. Specifically - traffic control/flow, rec and park facilities for youth sports, appropriately sized (larger) restaurants, shopping, and parking. Nearly everything I've seen built in CR over the past few years seems very small and limited and not designed or ready for a growing population. When it takes 20 minutes to get across our pretty small town, then have to circle a parking lot to find a spot, then wait in line to be helped, etc. the thought of even more people moving to CR and sharing the little we have doesn't sound appealing.

Not enough water//too much housing//too many people//traffic problems//they should of planned better//ne

Growth.. To much density downtown. Traffic to I25.. The land is what makes Castle Rock, Castle Rock.

Impact of growth on traffic & services

congestion and growth mgmt. securing the revenue needed to prosper for and with the public needs

Traffic//Grout//Crime//Over population in schools//

Too much new construction. Where are we going to get the water? At what expense? Overcrowding, crime rate goes up. Properties being built with minimal space.

Overgrowth. I'm concerned the town will not be able to keep up with all the people moving in with schools, roads, recreation, and safety and still keep out small town.

With all the building going on how long will our water last. Way too many people, we don't have enough parking . I just went to the Castle Cafe with some visiting guests, very little parking available. How are these famous restaurants to survive with such little parking?. Now we have more apartments going up what arrangements are made to give them parking? We are losing the small town feel. This is very sad. We moved here 20 yrs. ago because we loved the small town feel. We feel we are being pushed out with all the new building going on. That's my opinion and it probably won't do anything to help but we need to plan better with all the building going on.

Roads, traffic, parking

Too many people moving here from out of state. Over populating too fast so traffic, stores and restaurants are too busy. Not enough parking.

Overcrowding of the public schools, especially the high schools and there is definitely not enough parking.

Managing growth - traffic, loss of open space, crowds

Growth! However I think CR needs to do a better job of handling the growth responsibly. Our current infrastructure cannot handle much more. Roads need to be expanded and additional resource personnel are a necessity. We also need to be very mindful of our water usage. Additionally better amenities appealing to more than the new family (i.e.: fast food restaurants) are needed. More upscale shops and restaurants would be great as well as activities for our growing teen population. Although much of CR was zoned many years ago, I'd like to see our town planning commission really evaluate any new development with more empathy for current surrounding residents and then impact this new development might have. More 7-11's, Carwashes, and banks are NOT what this town needs! Additionally, more multi family rental housing near existing neighborhoods with .5 million dollar homes isn't what our town needs either. Within the last five years that we have lived here as the growth has increased the crime has also increased. If we want to keep the small town feel, the growth needs to be a bit more responsible!

Traffic, roads, delays, a need for a Costco, specialized doctors, healthy restaurants rather than fast food chains

population growth and not having the infrastructure to accommodate the growth. Also, lack of accommodations.....restaurants, services.

Too much building. We will only continue to see an increase in traffic, I am concerned about water availability and I feel like Castle Rock is losing its "small town charm" and becoming entirely too big of a town.

Managing growth and avoiding excessive congestion in transportation, community events etc. Losing the community feel that CR has made CR such a great place to live.

Too much growth, and none of our elected officials seem to be doing anything to stop the growth. We moved to CR because we loved what it is. If we wanted wall to wall houses we would have moved to Highlands Ranch or Parker. I work from home and all I hear and see every day is construction vehicles. We need more green space, and no more neighborhoods and houses. You are destroying what is special about Castle Rock. We have plenty of employers close to CR (DTC, etc.). If you want to lure one good company that would be fine, but we don't need rows of office buildings.

Growth. When my daughter relocated to Castle Rock from Westminster 6 years ago, we liked the size of the town. We decided to follow and have lived here 2 years end of March. Since then, it has become significantly more crowded. Some growth is important, but I think it needs to slow down and play catch up. Because soon it will not be the nice, friendly town it once was.

Rapid growth. Retail and roads infrastructure struggling to keep up. Lots of franchise retail. Would like to see better restaurants and more delivery options. REALLY tired of the current menus. Realize the rapid growth is causing problems in other areas. Seems like we're always playing catchup.

Schools and Traffic/infrastructure

Growth.....roads, congestion and infrastructure to support growth

Growth and Roads infrastructure to accommodate growth. Current construction of roads is behind what is needed, and too many roads are one way each way when they should be at least two lanes. New castle rock parkway leading into Meadows was a major mistake to build as only one lane each way leading into Meadows. More two or three lane roads needed each way throughout Castle Rock and more turn lanes needed at all intersections to improve traffic flow at busy intersections.

Growth and inadequate roads, including road maintenance, snow removal, and building adequate roads to meet the needs of a growing town.

The overwhelming level of population/housing growth and the ability of the city to continue to serve this booming population and related issues (schools, roads, services, etc.).

Overwhelming growth. While growth is a good thing, the town is losing its charm and character because of it. And, city infrastructure just isn't keeping up with the pace.

Infrastructure to handle the great amount of growth for housing and retail.

Adequate infrastructure and the traffic that is growing at an accelerated pace. Too many new developments/ not enough functional open space, in one word GROWTH.

Infrastructure relative to the growth. (including roads, internet speed, cell phone service, etc.)

Water use and the traffic concerns with how fast the town is growing....

Growth and related services including traffic, roads, retail stores, white color jobs and companies, lack of good restaurants and sales tax rate.

Growth, and with that Growth providing infrastructure to support that growth. We have a lot of fast food and retail shops , which brings a new demographic to the town.

Traffic, with an expected increase in population, especially with all the new builds. To that end, the recreation center (NOT the MAC, that's not really a traditional rec center) REALLY needs to be updated and expanded, to include more basketball courts (most times, the courts are not available for the public, only for leagues....and when it is available, it's mostly over crowded, and impossible to actually get a game started, with the age range trying to use it).

Too much growth is making castle Rock too expensive, too crowded and too stressful

Too much growth is killing the small town charm. I moved to Castle Rock to get out of the city and it seems like there's a new Chick-fil-a or Starbucks popping up every other week. It needs to stop. We have more than enough chain stores and restaurants. The Promenade is a joke and not at all what was presented in the original concept.

over building with not a good tax base to support this unnecessary expenditure. This includes businesses that are struggling to survive because their in the wrong areas; i.e. rent is probably part of these locations decisions, and not advertising or pointing out the new locations of these businesses. Housing is another problem. The prices are skyrocketing, there is no defensible space in these new subdivision's. If we have another terrible fire more homes will be lost and the homeowners or renters displaced. Apartment buildings are another problem. Building in areas where their squeezing out the wildlife and forcing renters to pay for things that are in the common areas that the buildings owners should be paying for as its part of the building. As I mention the wildlife is being squeezed into smaller and smaller areas or corridors and there will be incidents and the wildlife will suffer because they are both predators and prey and can't distinguish between a pet and their normal prey. The water situation is another problem. The Dawson Aquifer is being stretched to being unsustainable for future generations. We need to remember we are in the Great American Desert. Water is precious, but Gray water no matter how much its treated will not be the solution. Everyone needs to conserve and that includes parks and rec. Maybe its best to use the gray water only in those areas not for human or animal consumption.

Uncontrolled growth and water supply.

Traffic//Water bill

Traffic and water consumption.

Traffic and sprawl of homes. Water

The growth//price of water bill// n/e.

The growth and water issues// n/e

overpopulation and crowding, sufficient water

Infrastructure issues, roads, ESPECIALLY water for all the residents moving to CR. What are the leaders plans???

Infrastructure and water resource

Improve roads and increase water supply.

Having enough water for all of the expansion of business and housing.

Growth. Council is failing to realize the excessive growth is hurting quality of life here in Castle Rock. This can clearly be seen with the water issue. We don't have the water to support the current population. Somebody is in the developers pocket.

Growth and water. Period.

Growth and water availability

Growth and water availability

Growth and Services (water)

Growing too fast and the water supply.

Extreme infrastructure/water problems due to overbuild.

Excessive growth with limited water resources.

Development and water.

Development and water

Continued growth planning. Especially water.

Intelligent growth, maintaining values.

Controlling growth transportation needs

Too much growth for the area adding to increased traffic congestion.

Too much construction of unnecessary businesses and homes leading to worsening traffic

Roads/Traffic

Population growth, which leads to increased traffic. Growth also means more income to the city, so taxes should not be as high as they are.

Overpopulation and traffic

OVERGROWTH Traffic/congestion

Overcrowding. A lot of build up is still happening and the traffic is pretty awful. That combined with the people who don't seem to know how to drive and that's my biggest complaint.

Over growth. Over building of retail especially when retail is dying nationwide. Traffic in the area of Founders/I-25.

Infrastructure., specifically traffic congestion.

Infrastructure needs improvement, roads etc. Population continues to grow, town is not growing fast enough. Traffic is getting worse.

I think there are two issues wrestling for the top position: one is employment, the other is crowding. The town is exploding but the jobs available are mostly construction, retail, and dining - jobs that don't pay enough to afford the homes here. These jobs might be great for youth, but most homeowners are still commuting out to areas such as the tech center. And with the explosion of housing and retail, the population is growing exponentially, yet the roads have changed very little from the time it was a single-stop-light town. Getting from one side of town to the other is often difficult, slow, and crowded.

I am saddened by the huge amount of growth that the Town has embraced. The quality of the projects is fine. I like country living, but at my age I need the convenience of living in town. The traffic and turmoil associated with development make getting around a pain. I also respect wildlife and regret having so many lose their territory and often their life to honor the obsession with growth. Let's slow down and maybe actually step back and enjoy what we have. Enough is enough. This is my only gripe, so otherwise all is well.

Huge amount of residential building in the meadows area which will lead to traffic and service issues in the near future.

Growth//Traffic//NE

Growth. Traffic.

Growth. There are entirely too many people as is, plus we continue to approve housing projects. The traffic is ridiculous as are our roads.

Growth of the city, traffic

growth concerned about traffic with this growth

Growth and traffic. All of the new developments are adding a lot of cars to the road.

Growth and traffic

growth and roads

Growth & traffic

Crowd/ Traffic

Unrestricted growth, traffic, and traffic noise.

Too much high-density growth too fast resulting in traffic problems. For example, the new apartment buildings recently built downtown are too big for that area.

To much growth To much traffic

the water issues and traffic - when will the interchange in South Castle Rock be completed and started?

The rapid growth that has taken place. Too much went up too quickly without the proper infrastructure in place. Traffic is horrendous on Meadows around the outlet and I avoid it at all costs. I will even shop at the same stores in park meadows to avoid the cluster of that whole area.

Traffic is most important issue facing Castle Rock, as housing development continues.

Traffic due to the high number of new homes being built

To much growth with new houses being built.

Growth. Castle Rock is turning into California. Many Californians are moving here because it's affordable housing and they're driving up our housing costs. We need to tax those who are moving here in the form of a "highway/road maintenance tax" when they apply for a Colorado driver's license. That tax should go towards maintenance of roads and widening of highways.

Development and sprawl from Denver (and also some from south to Monument/CS). We moved here from Georgia in 2018 and found that Castle Rock met our needs for an identifiable "town" feel. The town is special. The surrounding areas have developed (obviously since before we arrived), but there are some areas that could be threatened further. We live over in the western area of Meadows. I see that Castle Rock areas outside town could be developed to a point where infrastructure/roads/services could be at breaking point. Our water pressure is already low.

Controlling and limiting the constant growth and sprawl.

Considerable out of control growth and growth that has been approved at a ridiculous density. Ascetically homes with substantially short set backs do not look appealing but are the habit of every single suburb of Denver and sadly CR has just merely succumbed to this after we've have folks such as relators on town council with an absolute conflict of interest pushing for this type o direction. The road system does not compensate and resembles everything CDOT has done in every other space which is a complete lack of responsibility. Go ahead and try to enter the highway at Founders and I-25 and watch the numerous folks try to avoid the line and but in at the last second and jeopardize the lies of the rest of us. I've called the CR police to report numerous incidents of high speeds on Founders Parkway when I travel that road at the speed limit while they pass me standing still. Don't tell me we need to raise taxes to have appropriate speed enforced. I've notified my insurance company each time I've called the traffic officer given accidents will be the outcome and I do not expect to have expense for my vehicle nor my health when it happens. I've spent the last 20 months in Craig Hospital with a loved one who experienced a TBI -- all I can say is take field trip there and go there once per

week and include the town council members that may be still in Real Estate. I can drive that road EVERY SINGLE DAY and see this behavior OVER and OVER and you will be h

Water and utilities/services related to growth.

Accelerated growth, haphazard planning, lack of contiguous and/or large tracts of open space. Feels a lot like Highlands Ranch due to recent growth of fast food restaurants and strip malls. We initially choose Castle Rock for the unique beauty i.e. mountain vistas, open plains, scenic trails, diverse habitats, etc. Most of these attractants are now gone or quickly disappearing. Growth is not the enemy but would like to see more thought around conserving natural and agricultural resources. Current public use plan does not appear to reflect sound resource management nor community values. Other Colorado communities have grown thoughtfully with balance, why is Douglas County not? We prefer a balanced approach that encompasses businesses, neighborhoods, and open lands, natural areas, wildlife corridors, habitat areas, view corridors, and greenways. From our perspective, little thought or space has been given to preserve natural and aesthetic character. There does not appear to be an even distribution between neighborhoods, the natural environment, and community amenities.

Management of growth and infrastructure

The economic// education//NE

Population growth, especially in regard to schools

Poor development planning, misrepresentation of the promenade and poor education despite school rankings.

Out of control expansion: Not enough room in schools; Hospitals too small for population base.

growth, crowding in schools, and new developments

Keeping that cool mountain town essence, while growing at the same time. Keeping the high quality of life, and crime down.

growth // police officers

Traffic// we do not have a good infrastructure for the amount of traffic//NE

The town is growing too fast and the infrastructure is not keeping up The roads are severely congested and in deteriorating conditions, with no plans to fix several roadways.

You are growing faster than the infrastructure. Roads are worse since we got here in 2012. We were extremely misled about the Promenade and I avoid it as much as possible. We'll be leaving in a couple of years but I won't miss the these things that were done.

traffic and lack of future planning for roads around town to accommodate increases in population and thus traffic

Too much building. Every square inch of available space is being built on. The roads cannot handle this much traffic.

Logical development, real jobs other than minimum wag restaurant positions.

The town has goals to increase population and infrastructure is not keeping up. There is no public transportation and roads are not adequate to accommodate the goals for increased population.

Road congestion. Need Town run public transportation. There are already shuttle buses.

Infrastructure due to too much growth and development, lack of public transportation

Downtown parking and/or public transportation

Traffic configuration, parking, commercial layout resulting in congestion, especially across northern area of Castle Rock

Traffic and parking. Especially the parking downtown, which I believe will get a LOT worse with ALL the new residences downtown. It's unfortunate because Castle Rock has some great restaurants downtown, but you can't patronize them if you can't find a place to park... :-) I know the town wants growth to increase tax revenue, however there is a down side to it...

Traffic as a result of over building

Too much housing versus local amenities; some parts of CR receive more/better services than others (e.g., Meadows vs. Cobblestone & Terrain); Town rubberstamps housing projects & inspections as there are tons of consumer homeowner complaints post-construction, including grading & drainage issues that CR "signed off" on so seems Town is more interested in Developer dollars than protecting homebuyers; really awful snow plowing services for smaller developments and the people who plow give zero consideration to which side of the street they are placing the snow (e.g. they push it onto the NORTH side instead of the South side, creating ice "glaciers" and snow drifts that won't melt until June whereas the South side melts right away). Just saying that there seems to be little actual consideration for residents vs. Town employees and the Developers who are developing way too fast without the amenities necessary for so many people.

Stop the building of Homes. Provide clean energy. Conserve water. Hold builders responsible for the damage to roads. Elect forward thinking people.

Overcrowding and lack of diversity

Slowing growth. Conserving open spaces.

Housing overgrowth, and diminishing open space

Population growth is too fast and too much.. Its taking away from the beauty, community, and conservative feel that was Castle Rock and turning it into another part of Denver. The surrounding resources and structures (roadways, etc.) are not supporting the current population, not to mention, what is to come.

Over development. The amount of redundant retail is an issue. Very open space seems to be being built on now. I understand the land was purchased in the past and the council and town have no control with what shops go in, but the town is beginning to look like a strip mall waste land. The Promenade is hideous collection of strip malls. Should have been approved as a development similar to Southlands or Southglen. I have only shopped there 3 times and that was to support the local popcorn shop which is sinking under the sky high rent (yes I spoke to the owners about it). Strip malls are everywhere. No character at all. The rent is so high that small businesses cannot afford to lease the space--only large corporations can. As a small businesses owner that has been looking for retail space for the past year, nothing is under \$28 NNN. Those rates do not spur small business development at all in this town. Small business owners are forced to open elsewhere...outside their home town. This excessive retail empire that is taking over and creating a traffic nightmare. It is no longer easy to get around in town, especially by the Founders exit near the outlet.

We're having an identity crisis. Some who have been here a long time and wish to preserve our quaint, small town feel are at odds with those wishing to develop and grow. Cost of living and lack of cultural diversity because of the cost of living are an issue, too. There are not enough high-paying jobs here to support the high cost of living. People don't want to commute to Castle Rock from less expensive locations to eirk for \$15 per hour. Restaurants , the outlet mall and other low-paying businesses can't get the help they need. Even the large employers can't get people yo commute here to work here. We need to recognize and address these issues.

We need more grocery/restaurants/services to support all the people. Everything is always so crowded.

Water, Restaurants that are not fast casual. Price of commercial property.

Traffic and too much retail business, not enough corporate business

Too much population growth without the infrastructure to support it. The new Castle Rock Pkwy is the most poorly planned road I have ever seen in my life. One lane in each direction with a 35 mph speed limit! Insane! We don't even have enough grocery stores. The new King Soopers is horrible- always overcrowded, always out of half the things I go there to buy. Did you know it is the highest grossing grocery store in the state of CO and the 3rd highest grossing Kroger store in the United States? Why is that? It's because Castle Rock is overpopulated and isolated - the closest grocery stores to the south, east and west of Castle Rock are all over 25 miles away and the closest grocery store to the north (Castle Pines) is almost 10 miles away. I used to live in Parker, which has the same population as Castle Rock (about 55,000), but I was within a 1 to 5 mile drive of several grocery stores in neighboring towns (Lone Tree, Centennial and Aurora). Also, Parker has SIX grocery stores (3 King Soopers, 1 Safeway, 1 Walmart and 1 Super Target). Castle Rock only has FOUR grocery stores (2 King Soopers, 1 Safeway and 1 Walmart). What is the town council doing to attract more grocery stores to Castle Rock? Whole Foods and Trader Joe's should be enticed to come here.

Too much poorly planned retail. I don't mind the growth, in fact, growth is great for the town. However, the poor planning is the biggest issue. For example, the promenade should have been an outdoor mall like South Lands or better integrated. Instead it is just giant parking lots on inaccessible retail. Planning like that is going to make Castle Rock look ugly.

Too much growth. Subpar restaurant are being built, bringing down the quality life style I thought I was buying onto. Also bring in the people I tried to move away from.

Too many new homes and not enough grocery stores or exits to get out of Castle Rock

The growth. Town services are going to be hard pressed to keep up with the massive numbers of new households with the city limits and in the surrounding areas. Supporting small business growth while managing the population explosion is essential. I love the fact that new businesses are going in downtown, but hate the "new" look of the building going in. Keeping the charm of a small town - we aren't downtown Denver - while encouraging new businesses to come to town is essential.

Road infrastructure & a need for higher end restaurants and bars

Population growth which equates to lack of employees at stores, restaurants, etc. which ultimately increases prices.

Over population and not enough commercial building

Too much growth- we loved it here for the small town feel- sad to see all the building going on in every open space-

Too much growth that is destroying our downtown/small town environment

TOO MUCH BUILDING, WE'RE LOOSING THE SMALL TOWN FEEL OF CASTLE ROCK WHICH IS WHY MOST PEOPLE COME HERE

The growth is too much. We are loosing the charm of our small town. People are moving here that don't value the real true essence of the town. They move here for the charm, yet want the city amenities. Too much growth and we are over populated in my opinion.

Rapid development and growth leading to higher congestion and crime rates. Town charm being replaced by franchises vs unique businesses.

OVERGROWTH...hands down. They are allowing wayyyyyy too much development way too fast. They are not keeping with the small town feel that we all love and are letting big ugly modern buildings go in by the small quaint ones. The "amazing shopping with exclusive stores" was a crock and sales job...7-11 and TJ Maxx are not what was expected. The growth truly needs to be stopped for a while and let everyone get a breath and let the town catch up. The traffic is ridiculous. Please Please stop saying yes to every builder that comes along.

Overgrowth. The TOWN of Castle Rock is really starting to lose its charm of being a town and is starting to have the feeling of just being another suburb of Denver. My husband and I moved to Castle Rock 11 years ago to get away from the urban sprawl and now it is almost as bad here as it was in Englewood/Littleton, etc.

OVER DEVELOPMENT, principally in terms of residential development. For my wife and I what makes Castle Rock a wonderful place to live is the small town feel, the amount of undeveloped land, the views, relatively uncrowded roads and the currently limited number of odious housing and apartment developments (although in our view we have already exceeded an acceptable number of these over-crowded developments). And, of course, in addition to the negative impact on the quality of life that over development brings, it will soon also impact our water supply & quality (this is, after all a semiarid region, not Florida, Washington or Minnesota).

Losing small town feel because of so much land being bought and housing developments going up, which is reason most people move here.

I believe we are expanding growth in all of the wrong places for the town of Castle Rock. We are expanding on the North end of town and ignoring the center/heart of it. I believe we should focus on our core and growth with the business' that make this town opposed to turning a cheek and turning the town into a mainstream version of Parker and/or Denver. Turning Castle Rock into a more mainstream town will remove Castle Rock from exactly what it is. Don't get me wrong I know we need growth and being on the Interstate 25 makes us prime real estate but don't lose the town we have (almost safe to say had if we keep going) to create this growth.

I am very concerned that our growth is expected to nearly double. Growth brings along the many negative aspects of a larger city. Do we really need more money? We moved here for the small town experience. With less revenue we can stay small and quaint...

Growth. The town is growing way to fast, losing it's charm.

growth. The new buildings downtown do not fit into existing structures

Growth, the big developers build "cookie cutter" houses that are expensive and too close together. We came here three years ago from a small town in Wyoming. The schools, healthcare, public facilities, churches, shopping are all very good. The taxes,

Growth, and more specifically how to manage the influx of people without ruining the character of the town and continuing to provide the same level of services.

Growth Castle Rock is a great town and still has that small town feeling, however with the growth of downtown it is starting to loose that appeal!

Growth and the impact that growth will have to a community known to have a small town feel. The small town feel is what helps attract people who work in Denver but do not want to live in Denver, Castle Rock offers a slower pace of life to live in.

Growing too fast and losing the small town feel.

Growing too big, too fast. I moved here because I liked the small town feel, and it seems like the city is trying to grow out of that.

Expansion while still keeping the small town vibe.

expensive rent and no public transportation

Infrastructure and getting fiber based Internet to more people.

Growth, growth, and growth. Infrastructure is being overburdened and the city (it's not a town anymore) can't handle the excess utilization. We need to let these catch up.

Growth overcoming current infrastructure and roads.

Growth outpacing the infrastructure.

Growth is exceeding infrastructure. If the growth continues at this rate the infrastructure is going to collapse hurting all residents. Cellular is already falling behind and can not support all of its customers. Internet/cable is not far behind. Customer service is nonexistent and blamed on the inability to make decisions and follow up on a timely manner. In the meantime the resident suffers.

growth infrastructure

Growth exceeding infrastructure

growth considering infrastructure

Expansion too quickly and the roads not keeping up with the increased flow of traffic

Dealing with growth, infrastructure needs.

Congestion/roadway infrastructure

Approval of additional development that is not supported by current infrastructure (roads, water)

Slowing down growth until Services and infrastructure can catch up

Population growth//infrastructure the way Castle rock is designed//NE

Overgrowth. Expanding residential units beyond that which can be supported by infrastructure, and impacting the atmosphere of the town tending toward another overcrowded metro suburb. There is a similar concern with the growth in businesses (chains) that are assumed to be driven by the overgrowth.

Over crowding. Roads cannot support the current population of Castle Rock as is and improvements take too long.

Maintaining the standard of affordability//Maintaining the living affordable//NE

infrastructure to meet growth

Growth (housing) is faster than the infrastructure can keep up. Roads in particular are becoming too crowded due to high traffic volumes

Growth (Growing too quickly (housing)). My concerns are not with more residents, but having enough infrastructure (schools, roads, fire and police) to support all the housing currently going in all over Castle Rock.

Effectively managing growth and it's impact on transportation infrastructure and public safety communications infrastructure.

It is my understanding that Castle Rock is now a sanctuary city. If this is correct, I believe we will be facing a great challenge with crime and safety because of this.

traffic and proper balance of parks and housing complex

Water//Growth//NE

water supply and the amount of population growth

Water resources to support future growth and sustainability to the present population.

Water and over growth/development

Urban sprawl, uncontrolled growth, clean drinking water at a fair cost, horrible traffic issues...

Traffic and growth

Over building. Urban sprawl

Infrastructure to handle growth.

Infrastructure not keeping up with the growth of people.

Too much development and influx of people.

They are over building the town of Castle Rock and ruining the twin , the water prices are like buying liquid gold , I feel like I'm being robbed ever month!!!!

Roads due to growth. Growth of residences too fast.

Over population, based on the willingness of the town counsel to continue to let builders build at such a frantic pace.

Congestion due to rapid growth

Growth. Developers are not being required to pay their fair share of the cost of growth. Large developments with high taxes (Metro Districts) is not the correct way to grow.

Water, population density

Over-development of residential properties, including higher density of homes. This is the #1 issue facing the town as it will take significant additional investment in infrastructure to address this rapid over-development.

over population density

Overdevelopment / Overcrowding

Overcrowding/Overdevelopment

Too much construction and too many people.

Too MANY PEOPLE MOVING HERE AND CITY ALLOWING TOO MUCH GROWTH!

the cost of water and over population for resources

Population//NE

Over growth and building. Going to get crowded.

infrastructure getting crowded and streets will need improvements. Also how big our areas are for driving around in shopping places way to small for cars to maneuver around in.

Growth and shrinking areas of land that are undeveloped. Do we have to build a house on every inch of ground? With all the growth, try to maintain the small town feel.

Building of more houses. It's getting way too overcrowded.

A need to restrict growth while incentivizing businesses to be here, rather than just homeowners.

Water issues// housing issues//n//a

WATER Housing costs

Planning Committee needs strong leader who is committed to approving what "fits Castle Rock" rather than how much sales tax can be generated. More affordable housing is really needed.

Overcrowding and un-availability of affordable housing

Growth - it needs to slow down a lot. Too much growth too fast can cause major problems especially for those of us on fixed incomes.

over expansion and high cost of town provided services. town run golf courses are more expensive then private courses. mac is way too expensive, rec center is way too expensive.

wrapid growth//n.e

worth , water

We need a partnership between Town of CR and private enterprises to provide a loop of regular 'public' transportation that goes from Plum Creek & Perry (Safeway/Post Office/Library/Downtown access) to Front Street stops (low income apartments & condos/DC High School/Walmart) to a stop somewhere on Founders for those shopping/banking/eating destinations, then to the Outlets/Promenade, onto the Theater (Senior Housing near there), then down Prairie Hawk (more senior and low-income housing on Wolfensberger), left on Wolfensberger then down to Wilcox for more downtown stops (DMV) and back to Plum Creek. I'd love to see a survey done throughout CR that said 'If you could buy a monthly bus pass for \$'X', would you use the bus loop?' I think parents would buy them for their working teens, and that particular stretch would be a tremendous help to people who either have to or want to live car-free. Any sort of large bus going through downtown would be a non-starter, so I think it would be great to contract it out to a private company that had quiet, low-impact, commuter-size buses that would not detract from outdoor dining experiences downtown. When you consider a car payment + gas costs + insurance + maintenance, I believe many would be happy to pay a \$250 - \$300 monthly bus pass. Then, if private entities wanted to help subsidize bus passes through Catholic Charities or some such, that could be done privately. I think most people would support this type of public/privat

Way too fast growth. This town (just like other colorado towns) being turned into a californian town.

Water//NE

Water!!!

Water!

Water usage.

Water supply

Water supply

Water supply

Water supply

Water resources specifically regarding our drinking water supply.

Water issue is the single most important issue facing Castle Rock in the next 5 years.

Water demands

water availability and quality

WATER

volume of houses being built and infrastructure keeping up with that volume. Too many houses are continued to be built in my opinion, which increases supply, which could negatively impact homeowner value.

Upgrading and developing infrastructure to support the retail and residential growth.

Updating older sections of town (buildings) to provide a more consistent modern feel to the city.

Unrestrained growth

Unmanaged growth.

uncontrolled growth aka McMansion central

Uncontrolled growth - too many people with not enough infrastructure being built in advance.

Uncontrolled growth

Unbridled spending. Much money is spent on projects that benefit the few. There are few opportunities for seniors. The existing ones are costly and sometimes unaffordable. No free town transportation for the elderly. Water rates are extremely high and difficult to afford, due to the billing structure and surcharges. Building permits are awarded for continued expansion, forcing a strain on water resources. Citizens cannot afford the whims of town planners to spend money on everyone's wild dreams.

Transportation problem, getting back and forth of the interstate

Transportation infrastructure. It seems as though city planning is taking the current needs of the town into account when undertaking road construction, but at the rate the town is growing the new infrastructure is longer enough by the time construction is needed. I think the town would benefit by investing more in a long term infrastructure strategy rather than the short term approach that appears to be employed currently.

Transportation

transportation

Transportation

Transportation

transit, bus service

Traffic. Need another exit off I25

Traffic. I live in the Meadows and am concerned that the continued building out of single-family and multi-family homes will cause significant traffic issues during commute times.

Traffic. The roads, especially the intersections near the Outlets, don't always keep up with volume.

Traffic. Bring the train down from Denver rather than spending money on more lanes.

Traffic seemingly is getting significantly worse each year.

Traffic planning//NE

Traffic in downtown area.

Traffic growth. There continue to be points in the town where traffic is choked due to poor planning, most notably the 1/2 mile within the Founders/Meadows Parkway exit. Some fixes are simple, such as allowing left turns out of the north end of the King Soopers parking lot so Meadows residents can turn on to SantaFe without having to fight through all of the Outlet Mall traffic, while others, such as the Founders/Allen interchange are more expensive and complicated.

Traffic flow out of the Meadows area, i.e.: Meadows Parkway. Also, Founders Parkway just east of Hwy 25. The way the city is growing, the roads need to keep up!

Traffic flow in city. On city streets not the interstate.

Traffic flow

Traffic congestion.

Traffic congestion.

Traffic Congestion in and around The Meadows and Founders Blvd. Lack of Public Transportation.

Traffic congestion in all areas of the Town.

Traffic congestion Especially around shopping areas

Traffic congestion

Traffic and congestion.

Traffic and congestion

Traffic

Town management. All positions and departments.

Too much housing development and insufficient infrastructure to handle what you are allowing. [can't help but adding that the postage stamp size single family housing lots you have permitted are a disgrace]

Too much growth. Town has sold their soul for a dollar, bare dirt, lets put a building on it.

Too much growth, too quickly

Too much growth - especially downtown. Cannot believe the condos that are being built.

Too much growth

too much grow

TOO MUCH EXPANSION AND HOUSING

Too many people moving in. Castle Rock down town Has been narrowed down to front 3rd street north. Sad too many apartments and no parking. As a long time resident it too sad. Castle Rock went from being a small town to a city. ????????

Too little water for the growing community. (Great job on the upcoming renewable/reusable water project!)

To much growth.

to much growth

to many people

to much growth

The town is growing too fast, and it is out of control

the school system ... making sure that we have enough schools for kids of all ages without letting the class sizes get out of hand. ALSO, making sure we can pay the teachers well enough that we'll get to keep good teachers.

THE ROAD

The number one issue would be managing growth and maintaining quality of life.

The large population increase in such a relatively small town

The infrastructure of the roads is not good enough to support the growing population.

The housing cost!

The growth of the town--too much

The growth of the town and the issues that come along with that like crime, to much traffic

The growth

The growth

The city is poorly organized and traffic patterns are extremely poor -- there is no way this city will be a nice place to live when home development is completed. The city doesn't seem to support its inhabitants, as it is.

That sudden reduction of new development doesn't overstretch the town if there is an economic downturn.

Stopping the out of control growth and sprawl

Stop the train blowing the horns.

Sprawl

snow removable is bad

Securing adequate water supplies for growing population.

Schools not educating students to become responsible adults.

Schools

Safety

Running out of land to build on//NE

Roadways, working with, developments, (not to stop them but to ensure proper types and locations, water, crime.

Roads. Specifically replacing the cracked concrete on older streets and working on the buildout of the master plan to alleviate congestion.

Roads that can not handle the volume of traffic.

ROADS AND TRAFFIC - need to have someone with common sense evaluate how traffic flow can be improved, Poor access to valuable resources minimize potential for those entities to succeed.

roads and access with all the new building, traffic to and around the meadows continues to get worse. Hate to see what would happen in an emergency / evacuation

ROADS - We don't have the infrastructure for the pace of growth. Building developments with one lane roads - seriously?

roads

Road infrastructure unable to keep with population growth

Responsible growth.

Resource sustainability as the population grows

resident safety

Renewable water

Reliable water supply.

Rapid growth.

Rapid growth

rapid expansion

Rampant growth

Rail Service in Castle Rock// NE

Public transportation//NE

Public transportation

Public safety

Providing services to an expanding community. This winter has shown a lack of response to snow removal in many neighborhoods.

Providing an infrastructure to support the extensive (excessive?) development

Proper planning... need more activities to bring people to town that aren't fast food. Highway access. storm recovery.

Proper City Planning for Growth. Th I-25 entrance heading west from Founders Parkway is one of the worst I have seen compared to living in California and Hawaii. The new road development in the promenade is a sign of the right direction. I'm not sure how to fix that turn and freeway entrance near Home Depot and Walgreens.

Probably becoming overbuilt, new construction has gone out of control.

Population growth//NE

Population growth// NE

POPULATION GROWTH

Population Growth

Population growth

Population growth

Population growth

Population growth

Population grow

population explosion

Population expansion and roads/infrastructure to keep up with the traffic.

POPULATION CONTROL

Population

Poor development decisions leading to the 'depreciation of private properties' and resulting 'California-like' congestion.

OVERPOPULATION! PEOPLE & BUSINES COME SHOULD NOT BE ENCOURAGED TO COME HERE.WHO IS BEING PAID OFF TO BETRAY OUR TOWN THIS WAY?

Over-population

Overpopulation

Overpopulation

Overpopulation

overpopulation

Overgrowth//NE

Overgrowth

overgrowth

Overdevelopment!

overcrowding

Overcrowded

Overbuilding

Overall growth. the Town has expanded very quickly.

over saturation of housing

Over population.

Over population

Over population

Over population

Over populated

Over growth

Over growth

Over growth

Over development.

Over development,

Over development and not asking enough from developers..

Over developed

Over building residential

Over building multi family homes over single family

Over building and crowding of residential and commercial

Number of people moving into the area.

Not sure how our water supply / sources are currently, but would say this because apparently many communities in the mid-west and the west are facing potential water supply crises. Aside from that, traffic volume and ability to navigate through town continues to worsen.

Not sure

Not enough schools, especially on the middle and high school level

Not enough dog parks for the amount of people. Need more nice restaurants.

Noise pollution from airplanes. I live in Cobblestone and the amount of planes flying over Cobblestone to land at DIA, along with those headed for Colo. Springs , along with the small planes flown for pleasure is out of control. The noise has been so bad and near constant that I am really worried about spending any quality time on the patio and walking the neighborhood and such this Spring and Summer. You can even hear the constant noise inside the house. Now I am hearing that DIA will soon be offering many more flights. Please fight to spread out the air traffic. Cobblestone is getting bombarded. I understand that the mayor of Littleton is fighting for his town.

no idea

No family entertainment to keep and/or attract families.

NA

N/A - Haven't been here long enough or been to any community meetings/town halls.

More schooling

More retail shops and restaurants to follow population growth. Maybe add more in east side of castle rock around Terrain. i.e. Costco

Meeting the demands of growth while maintaining the current small town feel of the town.

Managing traffic and congestion as a result of population growth.

Managing growth.

Managing growth.

Managing growth in a positive way.

Managing growth

Managing growth

Managing growth

Management of growth, and ensuring the town maintains its historical characteristics.

Maintaining a Weak Mayoral system. I feel a Strong Mayoral system would hurt Castle Rock.

Lower cost housing

Lots of growth

Local job opportunities and business growth

LIGHT RAIL TRAIN STATION

Liberal policies.

Land Use density that is currently permitted.

Lack of vision in planning, building, and development. New housing developments are crammed into spaces, the retail tends toward low end stores. Restaurants are chains or unhealthy choices.

Lack of parking spaces for the expected residents and consumers around Wilcox and Perry streets, and the need for traffic cameras on intersections where drivers run red light nearly all the time.

Lack of infrastructure

lack of fine dining

Lack of control over rapid development. I fear that soon Castle Rock will lose the "small town" appeal that was responsible for us choosing to live here. And with all this development will come a lot more traffic, which I feel is the second most important issue facing Castle Rock now.

Lack of bike paths and riding area through town. With the opening of the new buildings, The existing path will be overwhelmed. Need riding lane through town.

Keeping up with the growth of Castle Rock.

Keeping up with growth.

keeping up with growth

Keeping the downtown culture while managing growth.

Jobs, would like to see more employers attracted to Castle Rock. With the growth in the other areas traffic is getting worse and worse in both directions from Castle Rock. Also would like to see upgrades in our Rec Services offered. For Example Parker and Highlands Ranch kick our butts. No Ice Rink, Bowling Alley, etc. Monument even has 2 Ice surfaces, it's embarrassing that the kids in Castle Rock have no where to go for that type of activity. Additionally I feel as a community we need more nicer Family Friendly dining. Too much Quick Serve and Fast food. Would like to see Olive Gardens, Buffalo Wild Wings, Texas Roadhouse, etc. But I'm encouraged by the growth.

Jobs

Its growing too fast

It is unrealistic that Castle Rock will not help the residents of Crystal Valley Ranch and allow a cell tower to be constructed. There are many disguised cell towers throughout the United States helping residents. We have seen disguised cell towers in far more upscale areas than Castle Rock!

Infrastructure! I am very happy with having conveniences, now, that I originally needed to run to Denver for when I first moved here in 1987. But, I am very disappointed that there does not appear to be the appropriate planning to manage traffic and prevent individuals from continuously breaking laws in neighborhoods (not stopping at stop signs, dangerously speeding).

Infrastructure to support the growing population. The main roads and byways are definitely not able to support what's coming.

Infrastructure keeping up with demands

Infrastructure expansion keeping up with growth.

Infrastructure es

Infrastructure

Infrastructure

Infrastructure and growth

Increasing population

Increased growth

Increase job opportunities outside of retail

Increase in crime due to population increase.

Improving snow cleaning on roads and preparing for increased motor traffic.

I think the #1 issue is growth. Other issues facing Castle Rock that are important are all impacted by the growth of our town. I believe the current rate of growth cannot be sustained. I would prefer for growth to be more carefully managed - the monstrosity at the North end of town called the Promenade is a great example of unbridled, unhealthy, unattractive growth that is rendering our town less likeable and less livable than it was when I moved here in 1999.

How to make the most of the increase in residence.

How to deal with growth.

Housing Development//NE

Housing affordability

housing

Higher income job creation

Having grown up and lived in Castle Rock since 1977, it seems like Castle Rock has moved from being a planned community that has shifted to being very much about money. Plans are made and then not made based on builders who make promises and then go out of business. For example, the Meadows was supposed to have more mom and pop shops in their "town center" and now bigger businesses and banks and gas stations have come in. As with the Promenade, this could have been an opportunity for Castle Rock to do something different and not be just like Park Meadows/Lone Tree which is 15 minutes away. Castle Rock could have tried to welcome Colorado businesses or something unique, but instead it wants to be like every other suburb in America. Downtown Castle Rock was planned to be quaint and local. With the new buildings coming in it sounds like chains will be coming (verizon.?) and I worry that this will affect the small businesses that have worked to be in downtown and survive in downtown. In well-planned communities, the feel of the town remains the same and the integrity of the town stays during the growth without the persuasion of money being the driving force. The town needs to have a plan and a vision and stick with it. With all of that said, I believe that infrastructure to support the unplanned (or what seems to be unplanned) growth and the mishmash of different areas competing with one another instead of keeping with the same vision and feel of what Castle Rock is.

Handling the growth of the city.

Handling growth//NE

Growth/NE

Growth/Development

Growth//NE

Growth//na

Growth//highways//n/e

Growth. Too much of it in too little a timeframe.

Growth.

Growth.

growth.

growth that hasn't been planned

Growth rate is too rapid and is degrading this wonderful town. We've been here 33 yrs. and are sad to see too rapid expansion.

Growth of town

Growth management

Growth explosion

Growth and Planning. For example, the road over hwy 85 to the Meadows (North Meadows Drive) was a great THOUGHT, however, it was too narrow to begin with, and will obviously have to be completely re-engineered to accommodate the building currently going on along the river. (which is a WHOLE, new, awful "can of worms", and very, very sad)

growth and meeting the expectations of even more people

Growth and maintaining the infrastructure for that growth

Growth and lack of planning ea

GROWTH

Growing carefully and sustainably to maintain a high standard of living while the population grows.

Green programs.

Getting too crowded.

Getting rid of the low class businesses on Wilcox (ex: currency exchange, no-tell motels, used car lots, abandoned gas stations, drive through oil change, etc.)

For me, it is affordable rental housing.

Flow of traffic and congestion as town continues to grow.

Extention and growth

Explosive and uncontrolled growth.

Expansion. Too much and too quickly.

Expansion and Growth

Excessive residential growth

excessive growth Water

Excessive growth.

Excessive growth.

excessive growth.

employment opportunities

Education//NE

Education issues: school zoning, teacher pay, school resources.

Education - Our teachers are underpaid and overworked and it is going to affect the quality of education that children get in our public schools.

Downtown Castle Rock is a joke now. I've been here for over 20 years, there is zero parking, my wife is essentially forced to move her office from downtown Castle Rock because of it as her clients can't find parking. Why 'The Move' building, the new building with 'The Office' restaurant, the new building that hasn't even started yet was approved is beyond anyone who has lived here for more then 3-5 years. So you're building a new parking structure, great, how will that help the other side by 'The Move' building? That building will stay mostly vacant because there's NOWHERE to park and now there are tickets and threats of towing left on vehicles. Traffic congestion is horrible, we now have a rush hour because there is not enough road because of VERY poor planning. The essence of Castle Rock has been

destroyed, are the historical buildings next to be demolished? Now, Castle Rock has just turned into another POORLY planned suburb who's character was ripped away.

Development is important for growth and tax revenue but businesses that provide higher salaries do not take our town seriously.

Development // NE

development

Deciding what demographics/age groups to target when deciding how/where to expend town resources (money), especially in light of populations targeted for town growth.

curbing excessive growth

Curbing development

Creating a sense of community in the age of technology. The new park downtown has been instrumental in creating a space for residents to gather and be part of the local business community and to meet their neighbors. We need to find ways to help families that don't make high salaries. So many of us have too much stuff while there are families that are struggling to pay for their basic needs. I would love more opportunities for my children to give of their time to make their community better. I love the program where volunteers paint the houses of the elderly. I hope to participate in the future.

Cost of living for housing.

Controlling the growth in a truly responsible manner.

Controlling the growth // NE

Controlling growth

Controlled growth.

Controlled growth

continued safety of the residents

commercial development

City planning is non-existent. Everything is hodge-podge development with no vision as to what this town should be. In the past 5-7 years, this town lost any momentum it had to become a great place to live. Housing development has NO consistency... simply 40-80 unit housing developments dropped wherever. The town is DESTROYING any possible resale property valuation with the garbage the builders are bringing into the town. \$700,000 plus for new builder townhomes near the middle school. Seriously? Especially when homes twice the size with large lots can barely manage \$650,000. What a joke. The planning commission should consider price valuations for the people who have lived in the town for more than 6 months. Promenade development is a joke... Ross and Hobby Lobby?? And how many fast food establishments does this town need? Where are the quality restaurants the town promised when arguing the benefits of the promenade? And your traffic engineer? Can you figure out what a blinking yellow turn signal benefit is at major intersections? This bozo idea is only going to cause additional accidents (if it hasn't already). Also, dedicated yellow turn signals that barely let 2 cars through at the city's major intersection at Meadows Parkway and Factory Shops Blvd?? Finally, this town is suffering serious "Construction Fatigue." Enough development already. A week doesn't go by without a major road torn up or another field getting graded. This town can't support additional reta

City expansion

Castle Rock politics has destroyed the small town image that was so appealing to live here. It has turned into a over developed area and no longer has a small town appeal. It is now a ugly looking suburbia crap hole

Builders are allowed to build houses too close together. This is a fire hazard, as shown by the fire in the Meadows last fall that destroyed one home and damaged the two next door homes. There should be a large space required between homes.

Box stores (businesses) and homes are growing too fast for the community to keep up .

Better management of growth is needed where quality growth, not just growth for growths sake, is the focus. For example, the Promenade is not what was promised. The development consists of cheap, unattractive, poorly landscaped, unattractive clap trap strip mall construction. Taxpayer funds should never be used to encourage such development. Landscaping consists basically of rocks, weeds and trash. King Soopers has basically open concrete floors and is so dirty we generally drive to Castle Pines to buy groceries.

Balanced development as we continue to grow along with providing appropriate services.

Availability of water - housing should be limited because of lack of water

An abundance of housing options that are architecturally ugly and too many apartments being built.

After being here for 10 years, the town is becoming just like any other place around the Denver area. They are losing their identity and becoming known for letting developers come in and not provide what was promised. They are concentrating on retail too much and should have guided developers to get real paying jobs here so people can live AND work in town.

Adequate Water supply

Activities for the teenagers to do. I greatly wish there was bowling and such. Keeping our teens busy will help save our community and keep them out of trouble.

Access to water for the exponential growth happening with all the developments

~~~~~uncontrolled commercial growth, and keeping downtown area under 3 stories high and keeping in a traditional Castle Rock style

*Open Ended Responses to GROW3A: What aspect of growth in Castle Rock is causing you the most concern?*

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Water and utilities

Traffic noise

Traffic & Cost

Too many people, not enough resources, especially police monitoring speed, non stopping, etc.

Safety and sustainability

Overall congestion and use of resources

Growth and development

Deception re the promenade development and the high density housing and Sherwin Williams in the meadows

Traffic congestion Over population of retail stores and chain restaurants in one area Apartments on top of apartment buildings Houses being built with structural issues - building too fast?

Population and business explosion

over development both residential and business

Extreme, out of control growth of residential and business

Commercialized businesses And housing

water usage, new homes

Over-development Taking away open land and filling with houses

Overdevelopment!!! Way too many new multi living dwellings

water and traffic

Water and Traffic

water & traffic

Too much retail business, not enough corporate business Traffic is a concern Not enough parking downtown Castle Rock

Too much construction-it is ridiculous Speed limits need to be informed The people moving into our town don't give a crap about the community at all

Too much building of new houses and traffic Every square inch of available open space is being built on

Too many downtown apartments and too little parking You have to go to downtown at 10 am to get a parking space for lunch!

The lack of water - what's the plan? Traffic in south castle rock - 1/25 access

Securing water supply Excessive congestion (traffic and community events)

Road condition and congestion

Rising property taxes and the traffic, especially on Meadows

population and increase in traffic

Overpopulation and traffic

MAC pricing, MAC regulations, excessive growth, traffic congestion

Loss of beautiful open space We do not need to develop all of the open land I moved here to get out of Highlands Ranch, and I feel Castle Rock is turning into a city similar to Highlands Ranch Traffic congestion is increasing Wondering if the crime rate has as well

Housing // traffic

Downtown apartments/parking

downtown apartments and traffic

Crowds and Traffic

congested neighborhoods towns need to mandate more space between houses traffic congestion too much focus on new people as opposed to serving people that already live here

Traffic Some roads not equipped to handle growth

Traffic sucks

traffic roads

Traffic congested roads

Traffic and roads//the lack of snow plowing n/e

traffic - Roads

The Traffic and infrastructure

The town is growing too fast in comparison to the water availability and the infrastructure

Rapidly increasing high density housing with inadequate transportation infrastructure

Overcrowded schools

housing and infrastructure growth

HOUSING / INFRASTRUCTURE

Long term water issues and taxes

Volume and speed of traffic through town, the rudeness of drivers, noise, pollution, and diminishing open spaces

Traffic and space//na

Overcrowding Not enough open spaces

Too many people for the schools and hospitals

The traffic congestion and parking and also the overcrowding of the high schools

Traffic, safety

Traffic and crime

More homeless people that was never seen// Concerning//More crime//NE

water increased traffic

Traffic! low income housing

Traffic and cost of housing

Long term water and affordability

water and growth

Traffic control and growth

Traffic and growth

sprawl and development; crime; lack of rail access to Denver; water issues

Roads vs too much growth

population growth

Overcrowding/overdevelopment

Overcrowding & over-pricing

Traffic and water

traffic and long term water needs

Too many apartment buildings Water re-use program

Sprawl Water use chain restaurants and chain shops Highlands Ranch of the south

road ways and water supply

Overbuilding of new homes, the future of water with all of those new households

I am concerned with all the new homes being built and proposed will We have enough water and how bad traffic problems will become

Construction Depleting water resources

Traffic and school overcrowding

too much growth, too many people

Too much growth and too many people moving in

Politics and population

lose open space, over crowded, too much fast-food

The traffic The big-box stores Too many new houses Are losing small-town character city likes to talk about

The sprawl of the community, and the loss of character It's beginning to look like a Denver suburb

Retail causing too much congestion Home growth: losing small town appeal

Overcrowding, removal of natural spaces, quality of franchises slowly converting Castle Rock into non-unique big city feel

With all the new homes and shopping centers, the streets are getting overwhelmed with traffic

White privilege

West and East Promenade development we didn't get what we were told

We need open space that is not a housing development or a park We don't need every inch of our town developed!

Water usage

Water supply is finite When will we reach our maximum capacity of population within the Town? Aquifers are not going to support us all

Water supply

Water shortages

Water resource

Water rates

WATER PLAN

Water consumption

Water

Water

water

WATER

Water

Walkability neighborhoods

Volume of new homes//NE

Unsupported infrastructure

Unprepared

Unmanaged growth

Uncontrolled

Uncontrolled residential building

Uncontrolled residential building

Uncontrolled population growth//NE

uncontrolled and developer's getting rich

Ugly town homes

transportation Denver

Transportation

Transportation

transportation

Transportation

traffic

traffic parking for events

Traffic; no enforcement by police

Traffic//NE

Traffic//NE

Traffic//NE

Traffic//

Traffic, parking

Traffic, parking

Traffic, congestion, overcrowded

Traffic volume

Traffic problems

Traffic jams

traffic issues

TRAFFIC congestion!

traffic congestion and roads

Traffic congestion

traffic at I25 and Founders/Meadows intersection

Traffic and parking

traffic

Too rapid and too much in the outlet area

Too rapid

Too much retail

too much residential growth

Too much residential

Too much new construction in short period of time

Too much housing development!!

Too much growth

Too much growth, it's completely out of control

Too much growth too quickly!

Too much growth // Growing to quickly // NE

too much growth

Too much growth

Too much growth

Too much and too fast

Too Much

too many STARBUCKS

too many people on the roads

Too many new homes that are just ugly and crammed into one space My fear that these will become slum-like as the quality of these homes and the layout ugly

Too many houses

Too many Fast food restaurants!

Too many fast food restaurants & low end shops

Too many big developments coming in causing additional traffic headaches

Too fast!

Too fast

too fast

Too fast

Too expensive

Too crowded

too busy

To many small property houses

To many people

To many chains less small town good diners

to fast

To many houses being built//na

the water

The training its horn

The traffic//NE

The traffic with more people is going to be hard to make more roads

the traffic

The streets

The Promenade mall has fallen short of expectations The quality of restaurants are poor Too many fast casual restaurants We drive to Denver or Tech Center for dining CR has plenty of residents who are willing to spend money here if better shopping and dining options were available

The overwhelming amount of new/ugly housing developments such as in the meadow of the Meadows neighborhood (where the horses use to be) We HATE the new development there, especially the 3 level townhomes It has greatly detracted from the beauty of our neighborhood (the Meadows)

The Meadows is building like crazy I'm glad I don't live on that end of town I live on the end of town that the train comes through and that's a problem The train was here first so I'm not against the train What are we going to do to alleviate traffic jams when the train comes through town during rush hour?

The increasing amount of housing!

The increase traffic congestion

the housing

The growth of new homes

The faster growth

The extreme increases in rent in downtown Castle Rock which is causing small businesses to move out

The current plan to building a third lane between Castle Rock and Colorado Springs as a toll lane Build 2 additional lanes one as a toll lane and one as an additional lane to help ease the traffic between the two cities

The commercial focus seems to be on expanding chains and strip malls and less on developing the character of a small town with expanded locally owned businesses in the town center

The amount of growth affecting the safety of the streets

The addition of more amenities we already have (and don't need more of): banks, convenience stores, car washes, and gas stations, fast food restaurants We need more higher end options so we don't always have to go to Park Meadows, DTC, or Denver for shopping and eating

Teen life

Tall buildings

Suburban sprawl

suburban sprawl

Strip mall area is growing , and, growing, and growing Founders exit and getting to the meadows is a rough stretch

streets and roads

strain of resources

Stop the growth!

Stop growth

sprawl

Sprawl

sprawl

snow removal

Small town

Slow down

signal timing

Schools

Schools

school system

Safety

Roads: 1) traffic congestion around Allen Way & I-25 (add a street into Home Depot just before Allen Way) 2) congestion during holidays around the outlets getting into and out of Meadows Pkwy2) infrastructure: bridge replacements and more opportunities for highway access around the outlets

Roads

Roads

Roads

Roads

Road infrastructure and traffic flow

road infrastructure

Road congestion

ridiculous growth

Retail too much reliance on retail growth in town

Retail Hell

Residential over-development

residential growth

residential growth

Residential development

Residential Density

residential building that depletes water resources

Residential

Residential

Repairs//NE

Recycled water

reckless drivers

residential growth

Rapid housing development

Rapid growth

Rapid development

Rampant Home building

Quality of people moving here

Public transportation//NE

Public schools

Public safety

Prosperous Area Favoritism (Park in Founders needs updating and additional bathrooms)

Property tax

Promenade un-walkability

Preserving small town culture

Preserving open space

Potential for crime

Potential crime

Population

Population growth

Population expansion in Crystal Valley and areas east of downtown CR

Population density//NE

population boom

Population

Population

population

Population

Poorly planned traffic flow

Poor standards

poor roadways and road maintenance -- sand when it snows!!!!

poor planning

Poor development and construction -- i.e., the decision to build the ugly "City Scape Homes and apartments (tall monstrosities)" is simply embarrassing! Castle Rock is allowing its beauty to be covered up and its residential appeal to be mishandled Refuse this direction Don't become (further) another over crowded and commercialized California small town!

People numbers

Parking in downtown

Parking and transportation

Parking

Overutilize services

OVERSPENDING Especially, on Parks and Recreation Growth limits need to be imposed while there is still a town It seems that the Developers are running the town Water is a scarce resource and the City is making decisions that are DRAMATICALLY raising the cost of water to the average citizens who used to be able to afford to live here Now we are moving (quickly) to start to drink recycled sewer water WHY?? So the City can race full steam ahead with pleasing the developers and jam already full streets and schools with ever more people while running recycled sewer water back into our homes No, this is a terrible decision Cities (Flint, MI) do make terribly poor and expeditious decisions that can have unintended consequences on taxpayers and their families HEALTH The DEVELOPMENT RUSH by City Hall is also overloading schools mandating more schools be built and covering the once beautiful open spaces surrounding Castle Rock with block rows of self similar houses WHY?? Is the City is trying to compete with Denver and its surrounding suburbs WHY?? Does the downtown area have to turn into a modern looking mecca for future growth at taxpayer expense? Does Castle Rock have to be the 'B' factory outlet store destination of Colorado? WHY?? Does Castle Rock have to emulate Denver in all of its architecture grandeur? Denver has 3 million people to absorb the cost Castle Rock has 60,000 STOP THE OUT OF CONTROL SPENDING GET CASTLE ROCK BACK FINANCIALLY WHERE THE PEOPLE WHO LIVE HERE CAN AFFORD TO DON'T MAKE IT A CITY WHERE ONLY THE FUTURE OUT OF TOWN AFFLUENT CAN AFFORD TO LIVE HERESelf IMPOSE GROWTH CONTROLS!! REDUCE SPENDING NOW!! REDUCE ALL TAXES!! DON'T MOVE AHEAD WITH RECYCLED SEWER WATER FOR THE ADULTS AND CHILDREN TO DRINK!! CUT GROWTH, COSTS AND MAINTAIN EXISTING WATER SUPPLIES!!

Overpopulation//NE

over-population

overpopulation

Overpopulation

Overgrowth

overgrowth

Overdevelopment

overcrowding, home too close

Overcrowding schools

overcrowding in new neighborhoods with little plan for roads

Overcrowding

overcrowding

overcrowding

Overcrowded roads Insufficient infrastructure

Over congestion

Overburdening of our facilities and resources

Overbuilding

Overall growth od downtown

Over population

Over population

over population

over population

Over population

Over development on the west side of Castle Rock Too much too soon

Over development

over development

over development

Over development

over development

Over development

Over developed

OVER CROWDING

over crowding

Over crowded public schools and amenities

Over building//NE

Over building

Outdate development

Out of control

OUT OF CONTROL

Open Spaces Develop//NE

Open space

Numbers, total population//NE

Nothing I like the growth

Nothing

Not thoughtout

Not prepared

Not enough single family ranch housing available in square foot range of 2300-2700 square feet unless you go custom home

Not enough people to fill service jobs

not enough open slots for enrollment at schools of choice in Castle Rock Also, not having enough league sports available in Castle Rock for all the kids living here (and to that end, also not having enough facilities, like basketball courts, at enough local parks and especially indoor ones at the rec center)

not enough officers

Not enough high schools

Not enough control over rapid growth

none

No concerns

New single and multi family housing

New residents

new residential development

New housing

New homes going up all over the place

New home construction

New developments

New construction

New buildings/ complex's being built that are not necessary

New Buildings Non-Conformity with business district

Need more restaurants

Natural resources // Climate change

NA

na

N/A

n/a

Multi-family housing in downtown area will increase traffic in that area which already seems like a lot

More people

Missing Light-Rail

mini Highlands Ranch feel

mcmansions

mass transit

many hillsides are overcrowding with homes and builders push to make higher profits

Low quality amenities // NE

Lost of open space

loss of small town feel

loss of open space

Losing Small-Town Atmosphere

Local business instead of business chains

limited hospital

LAND DEVELOPING

Lacking Infrastructure

Lack of water for population growth

lack of teenage places to hang out

Lack of quality restaurants Too many fast food and quick car repair shops

Lack of Parking

Lack of name brand Restaurants//NE

Lack of job opportunities in Town

lack of infrastructure

Lack of infrastructure

Lack of infrastructure

Lack of higher end restaurant/bar options

Just Overgrowth//NE

Jobs

Job opportunities

Is it being managed and controlled?

Internet

Insufficient Planning

infrastructure in roads

Infrastructure/ parking

Infrastructure support

Infrastructure not keeping up with growth/development this includes roads, public transport, and water usage

Infrastructure for growth

infrastructure - roads

Infrastructure

increased traffic distracted driving

increased traffic

Increased traffic

increased traffic

increased traffic

Increase in number of new houses is causing the most concern

I am most concerned about the long-term plan for the grown Are we just going to be another town/suburb on the map, or will Castle Rock keep it's integrity of a small town that keeps local businesses and respects the values of a small town for families?

I am concerned about over-building & over-crowding, especially regarding new homes

Huge single family housing developments that don't respect the natural drainage, contour, natural habitat and don't encourage walkability (i.e. can we walk to school, to get a coffee, to pick up milk, to get lunch or dinner?)

Housing explosion

housing developments

Housing developments

Housing development

housing density

Housing Costs

housing cost

Housing cost

Housing and Promenade

Housing growth

Housing traffic

Housing

housing

Housing

housing

Horrible planning

Homes

home affordability

heritage awareness

Heavy traffic

haphazard and rapid

Growth & housing quality

growth

Growth

Growth

GROWTH

growth

growth

Growth

growing too quickly

Growing too fast!

growing population

Founders/Meadows traffic

Founders Traffic

Financial mismanagement

Financial inertia The embedded reluctance to fund projects and infrastructure (the school board setting back the county schools 15 years) will require the town to commit greater resources to develop basic needs Water, roads, etc. Not being in the RTD district curtails the city's environment due to having to use private transportation and loss of customers at the Outlets

Finances

Fast food restaurants

Fast casual food - seriously

Far too much growth

extreme rate

extreme increase traffic

Extreme growth

explosive growth

excessive residential

Excessive homes

excessive growth

Excessive construction

enforcing high community standards

emergency services

Education//NE

economic risk

downtown commercial development

Downtown Development

development of noisy park right behind my home in the Meadows

Density & population Losing the gap between Denver

decreased views (too many homes)

cycling = death

Crime

Crime

COSTOF LIVING

Cost of housing/living

Cost of housing

Controlling rate

Construction Fatigue!

Constant building in open spaces

conservation of open space

Congestion and traffic

Congestion at poorly designed intersections Example Founders parkway / Meadows parkway/ I 25 exit

congestion & unexpected costs downstream

Congestion

congestion

Congestion

congestion

congestion

Congestion

Congestion

Congestion

Congestion

commercial sprawl

Commercial expansion

Commercial

Cobblestone Ranch is terribly underserved Combined with the growth in Terrain it seems that the City should start focusing providing services in this area

Clogged roadways

cheap residential overdevelopment

changing water filtering

Chain stores, no diversity

chain stores

Chain growth ea

Catastrophic growth

Castle Rock is not concerned with the small town inviting image they have destroyed

Castle Rock is growing too fast

Castle Rock developments should embrace the 0 Carbon foot print

Can't handle

building houses too close together

Boring people

Big money rules

Big box

balanced land use

BAD ROADS

attractive employment

approaching open-space

apartments and smaller homes

Apartment buildings

Alternative transportation options

All of it

All growth Its no longer a small town or feels like a small town It now has a town feel that is way over crowded and bursting at the seems Castle Rock leaders need to go to a real small town to really see what a small town feels like and see how they really missed the boat

Aggressive growth

Affordable housing

Affordable housing

affordable housing

affordable

Adequate water supply

Adequate Services

access

ability to sustain growth rate

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*Open Ended Responses to GROW3B: What aspect of growth in Castle Rock do you consider most beneficial?*

---

better traffic and securing water

Stores & housing

Stores and services

Parks, public services, water

open space, infrastructure

Growth brings new benefits and conveniences like more restaurants, new grocery options, hospital, etc.

Convenient shopping // Additional public transportation

Revenue and employment

Recreational improvement and employment opportunities.

More retail stores and job opportunities

Smart (limited) residential growth that provides for open spaces and the vistas of the mountains.

small town feel; open space trails and views; holiday lights and celebrations; bars and restaurants

Local shops, and parks

Community outdoors

Open SpaceParksTrailsSmall town feel

The jobs and the amount of options to go to for dining and shopping.

Amenities and shopping

Amenities and high quality restaurants // NE

We have enough

water supply

water supply

Water rates

Water conservation

Water conservation

Water conservation

Water Company

water

Variety of business and shopping

Variety of activities

upscale

Upfront planning

unsure

TRANSPORTATION

Transportation

trails

traffic improvements water use awareness

Traffic control.

Traffic control

Too much growth is going on.

The Train.

The trails and Biking paths

The town trying to keep up with the growth

The promenade, places to take my kids and hang out.

the parks

The number of retail stores

The Meadows is growing in leaps and bounds and since I reside here I'm happy with this growth.

The growth needs to slow down. The infrastructure needs improvement

the amenities

The downtown area is becoming more vibrant and livable.

The business growth. The more businesses locate here, the easier it is for current residents, but also the more feasible and attractive Castle Rock is to those considering moving here!

The Business Growth//NE

The availability of new shops

Tennis court. With lights.

taxes

Tax revenues

Tax revenue.

Tax revenue // NE

Tax Revenue

Tax Revenue

tax revenue

Tax Base

Sustainability of resources, including green spaces

supporting new business

Supporting needs of community

Strong financial base

Strength economy and job opportunities

Stop growth

Stop all the new development

space for residents

somewhat small town feel

Solitude

snow removal must be improved. Most homes are on very small lots! Room between homes must be min. 50 feet

Small town field

Small Town Feel

Small town

Small town

Small town

small businesses

Small business

SLOW growth

Slow Growth

Slow growth

slow growth

Slow down!

slow down growth

Slow down

slow

Shopping Variety

Shopping variety

Shopping restaurant diversity

Shopping diversity

Shopping convenience

Shopping choice, entertainment

shopping amenities

Shopping

Shopping

shopping

Services.

seems to be planned

security

securing fine dining

SCHOOLS

Schools

school system

Sales tax revenue

Sales tax

Safety

Safety

Safety

Safety

safety

Safe Family Communities.

RTD all the way to Castle Rock

roads

Road maintenance.

road infrastructure

Road improvement.

Road construction

Rising home values

Right now, none

Revitalizing town center

revitalizing the downtown area

Revitalize the downtown area  
Revenue stream  
Revenue from said businesses and new residents  
Revenue  
revenue  
revenue  
revenue  
revenue  
Retail/industrial  
retail shopping  
Retail growth  
Retail and restaurants  
Restraint!  
Restaurant options  
Restaurant diversity  
Responsible  
Residential  
Redevelopment of downtown.  
Recreations options  
Recreational Facilities  
Recreational center  
Recreation//NE  
Recreation options, outdoor options, concerts, community activities  
Recreation center  
RECREATION  
Recreation  
recreation  
Rec space  
Rebuilding community in the downtown area.  
Reasonable Density  
Quality of life  
Quality  
Quaint downtown

Public transportation!!!

Public transportation

public transportation

Public Safety

Public safety

proximity to Denver

PROPPER MANING

Property Values

property values

Property value

promoting family time

Profession office space; corporate business; downtown

prevent overcrowding

Preserving open space.

Preservation of wildlife and open spaces// Field//NE

potential for new businesses

Possibly bring new, better quality shopping to our area.

Planning

planning

planning

planned development

Placement of traffic lights

Peace safety

Parks, trails, motorboats on Reuter-Hess,

Parks and Trails/recreation

Parks and trails

Parks and recreation

Parks and rec improvement and trail system improvement. Infill development and development which includes and improves walkability -- The Phillip Miller library comes to mind.

Parks and Rec

Parks and Rec

Parks and Open Spaces.

Parks and open space

Parks & Rec

parks & rec

Parks

Park and Recreational areas

Park and rec development

Outlet Mall

Outdoor recreation.

Outdoor Recreation

outdoor recreation

outdoor preservation

Outdoor opportunities

Outdoor activities.

Organize growth

Options - Variety

Options

Options

Opportunity

Opportunity

opportunity

opportunities

Open spaces

Open spaces

Open spaces

Open space/nature preservation

Open space preservation

Open Space

Old time

Nothing

Nothing

nothing

nothing

not sure any of the growth is great.

Not sure

not sure

not more than 6 percent

Not having to leave castle rock for shopping, services, medical, ETC. Castle Rock does need a bowling alley though. Have to go to Denver for that option.

Not beneficial to my family.

None. Too much growth is not a good thing.

None.

None.

None.

none of it

None beneficial

NONE at this point but also believe with confidence my voice will not be heard.

NONE

non fast food restaurants

No this town is going the wrong direction. They are over built the town . The WATER is to expensive! Please fix this huge problem!

no growth

no growth

no growth

No drugs

No

Nicer downtown

Nice to have more shops and restaurants, very beneficial

Nice Restaurants

new transportation

New sit down restaurants, convenient shopping.

New retail & restaurants

New restaurants

new restaurants

New Residence

New park

New businesses coming in.

NEW BUSINESSES

New businesses

New businesses

new businesses

new businesses

neighborhood planning

Need more set-down restaurants. Only fast food restaurants are going-in.

NA

na

N/A

n/a

Movie Theater came to town.

More tech and manufacturing jobs.

More taxpayers

more shops and restaurants

More Services

MORE SCHOOLS

More revenue for our city.

More retail and dining options

More retail

More restaurants. Most are sports bars...very few new fine dining.

More restaurants and shopping.

More parks// NE

More Parks

more options for purchases including restaurants

More options

more opportunities

More open spaces, parks and recreational facilities

More local restaurants and business// NE

More income.

More hotels.

More food/retail access

More diversity in local shopping.

More conveniences

More consumers for local businesses

More Community

More commerce// NE

More choices.

more choices

more business

More amenities but at what cost

More amenities

MONEY

Money

Miller Park

medical services

medical facilities

Medical Care

medical

Manufacturing jobs

managing // too many people

maintenance of roads

maintaining small town atmosphere

Maintaining level

Maintain/expand open space

Maintain small business owners to keep small town charm. Example- Geneva Illinois

lower water costs plan for the traffic congestion

love the hiking trails and open spaces

lots of new restaurants and other businesses.

Looking at and asking about issues that face us.

Location

locally owned

Local Businesses

Local business//NE

Local Business

Local business

Local

Limiting congestion//NE

Limited growth.  
limit growth  
Less growth  
Less Construction  
larger tax base  
Land and trails//NE  
Kids friendly  
Kids activities  
keeping city as a community  
jobs if they where higher paying we don't need any more 35k a year offerings  
Jobs and opportunities  
Jobs  
Job opportunities  
It's nice to have shops and restaurants close.  
Infrastructure support.  
Infrastructure  
Infrastructure  
infrastructure  
INCRECE REVENUE  
Increasing property values  
Increasing financial opportunities in town  
increases taxes  
Increased tax base//NE  
increased services  
Increased revenues  
Increased revenue  
Increased revenue  
increased revenue  
increased opportunity  
increased opportunities  
increased funds (taxes)  
Increased Diversity  
Increased capital

increased businesses

Increase tax revenue

In the Meadows, we are appreciating the enhanced services and shopping by the Hospital (such as the CVS pharmacy and the little restaurants such as Crush).

improving schools

Improving roads

improving Infrastructure

Improving downtown

Improving and maintaining roadways

Improved school system and amenities

improved infrastructure

IDK, you've I lost the small town feel with too much growth and we were deceived about the Promenade, still have to go to Denver for a selection of restaurants.

I don't see benefits to our growth at this time.

I don't know//NE

I don't know

I do like having more restaurants and shopping nearby.

I believe that the continued, but limited, growth of restaurants and shopping opportunities is beneficial.

Housing market

Housing away from town.

Housing

Hospital development

Home value

home value

Higher end sit down Restaurant

High quality development.

High end Restaurants and shopping

helps the value of my home

Helps local businesses

healthy restaurants choices

Healthcare

Having more trails

growth/infrastructure

Growth, uncontrolled.

growth of facilities

Growth is good for local business, but we have enough growth in Castle Rock. It has become over crowded.

growth equal more tax revenue for the city

Growth is inevitable, but with growth there needs to be a plan. Planned growth that supports small business and families in the area will be most beneficial.

Growing economy

growing churches

Grocery Stores

Green space.

Greater diversity - - with the immigration there is more demand for a wider range of services that town residents have been reluctant to undertake.

Great Lifestyle

Good schools

good businesses

free activities

Focus on open spaces

Fix traffic

Festival park

Farsighted

Family opportunities

family living

Family events

Expanding & preserving LARGE, undeveloped, open spaces

expanded amenities

Entertainment for kids.

Enhancing recreation

Encouraging new businesses to locate and employ people here, other than more chain restaurants!

Employment opportunities.

employment opportunities

Efforts on local government communication with the public

Education

Education

Economies of scale

economical

Economic incomes or taxes//improving TAX BASE//NE

Economic growth

Economic development. More professional level jobs

economic development

economic development

economic development

Economic

Economic

Easy access to everything we need. Love that we don't have to go downtown for everything.

Downtown vitalization

Downtown revitalization

Downtown restoration

Downtown development.

downtown development

Downtown

Downtown

don't know

Don t know//

DK

dk

Diversity

Diversity

diversity

diversity

Dining. Would love to see more small town diners less chains.

Dining options

Development//NE

Development and protection of open spaces

development

Developing the downtown

Developing enough water resources (not having to go to other states to purchase CR water).

developers adding bike lanes

Decreased individual tax burden.

creating community

Conversation

Conveniences for dining choices, shopping, and more service-oriented businesses.

Convenience

Convenience

Controlling the growth of the population and businesses in Castle Rock. After all it is "the Town of Castle Rock".

Controlled growth.

controlled growth

Controlled and sustainable support to each phase of growth. More input from ALL agencies that support these folks to insure coverage or not.

Control of growth//na

Control

Continuing hosting events in the community.

Contained.

conservative mindset

conservative

conservation of open space

Condos Downtown//NE

Community.

community.

community input

community centers

Community

community

commercial growth

Commercial diversification

Commercial buildings

Commercial

Commercial

commercial

commerce growth

commerce

City's proactive attention to growth issues//NE

Change and store sizes ea

centralized density

Castle Rock is too big now. Limit growth.

Businesses

Business/retail

Business variety

Business to increase tax revenue

Business retention//NE

Business growth.

business growth

Business diversity

business developments

Business development

business development

business development

Business

Business

Business

business

business

Building a Costco near hwy access, supporting small businesses downtown, keeping the small town atmosphere but with architectural and landscaping upgrades

Brings in tax revenue

bringing new business n/e

Bringing in economic development

biking trails

Bike lanes and more pickle ball courts (indoors)

Better transportation

Better traffic light timing

Better services because of more revenue.

Better restaurants

Better restaurants

Better parks

Better management of all departments, except for Water.

Availability of activities for all interests

Attracting Professional Jobs

Attracting new businesses which will be good employers.

attract companies with high paying jobs

asdf

Amenities - Outlet mall and Promenade

Amenities

Amenities

Amenities

amenities

amenities

Amenities

All the stores, etc. that are now local.

All the new businesses opening in the Promenade area.

age balance

Affordable Housing

Adequate road network

additional tax revenue

additional tax revenue

additional shopping opportunities

Additional retail

Additional money in coffers

Additional local choices for shopping and restaurants//NE

Additional businesses

Added revenue

Added Restaurants & Bars

accessibility

absolutely nothing.

A strong downtown!

A better infrastructure and creating a downtown that is like grapevine or fredricksberg txas. People would travel all over the state to go to these places

999

2 groceries store//n//a

(redacted)

???

### APPENDIX III — BUSINESS OPEN ENDED RESPONSES

This appendix contains verbatim open ended responses to several questions in the survey. During the data cleaning and reporting phases, these answers were reviewed and categorized so they could be quantified in the report. The responses posted in this appendix are untouched and exactly as the residents responded, including grammatical and spelling errors.

#### *Open Ended Responses to BCR1: What would you say is the single most important business related issue facing Castle Rock?*

---

We don't like the gross

VOLUME OF PEOPLE

Understanding Sales Tax filing requirements i.e. Special Event, Quarterly, Yearly

Transportation and Senior Affordable Housing

Transportation

Transportation

train horn a lot of noise

Traffic.

Traffic, and untethered growth

TRAFFIC IN ROAD WAYS

TRAFFIC CONGESTION.GROWTH

TRAFFIC CONGESTION AND PARKING.INFRASTRUCTURE.THE TRAIN,CLOGES UP THE ARTERIALS.

Traffic by the mall is a little crazy

Traffic and parking

traffic and parking

Traffic and lack of parking in the downtown area

Traffic and affordable office space.

TRAFFIC AND BLOCKAGE ON I25

Traffic Transportation

TRAFFIC

TRAFFIC

TRAFFIC

Traffic

Traffic

Traffic

traffic

Town of Castle Rock is known for stringent processes to get a business up and running. It has become too difficult to operate in a timely manner and on a low budget.

Too fast of growth

THOUGHTFUL DEVELOPMENT

THERE IS NOTHING SURROUNDING CASTLE ROCK.

There is no parking for businesses and rising rent is causing some to close

The town of Castle Rock Doesn't do anything to help or promote the local Small business but are more than willing to bend over backwards to accommodate the big box store.

The Town giving all these benefits to new businesses while increasing property taxes 20% on us older businesses

THE LACK OF CONTINUED SUPPORT FOR LOCAL BUSINESSES. THERE SEEMS TO BE A DISCONNECT BETWEEN WHAT THE BUSINESS NEEDS AND WHAT THE CITY IS NOT WILLING TO PROVIDE.

The growth

THE FEES THE TOWN CHARGES FOR THE EVENTS. FESTIVAL PARK.

The fast pace growth with new corporations popping up constantly it drowns out the small businesses

THE COST OF HOUSING AND LIVING

The chamber is not friendly unless you are in the click.

The ability to support and sustain rapid growth.

taxes regulation

Taxes are high

taxes

supporting each other

Staffing.

Space

Sales tax responsibilities

Sales Tax

Roads

RETAIL SPACE IS VERY EXPENSIVE

REGULATIONS AND RULES

REGULATIONS

real estate

RAPID GROWTH IN TOWN

Rapid Growth and traffic.

Rapid growth (a plus and a minus)

Qualified employees

public transportation

Public transportation

Public parking

Property taxes are too high. It seems that the property tax base for the Town is placed on the shoulders of the businesses while homeowners pay little.

PRICE INCREASING

PREDATORY COMPANIES NOT ENOUGH EVALUATION

Population Growth.

POPULATION

PERMITS TO DO WORK THERE

People leaving the place

PARKING.BETTER ACCES WITH PUBLIC TRASPORTATION

Parking!!! and the large out of place new buildings being constructed which dominate the skyline of the once "charming old town Castle Rock"!

PARKING IS VERY HARD

PARKING IS AN ISSUE.MY BUILDING DOESNT PROVIDE PARKING.

Parking in the downtown area

Parking in downtown area

PARKING AND DRIVING

Parking and business hours for downtown

parking & traffic

PARKING !!!

parking Comu

PARKING

Overcrowded to many businesses of the same kind

OVER BUILDING. WATERING.

Old money      Young people expending all the money not investing

OFFICE SPACEAVAILABILITY

Office space.

NUMBER GROWING PEOPLE.

Nothing comes to mind.

NOT SURE

Not involve

Not enough parking.

Nobody wants to work      Hiring qualified people      Lack of transportation

No opinion

No comment

n/a

Marketing

managing growth while maintaining aesthetic

Managing growth

Maintain appropriate price structures

Maintaining a home-town feel but realizing that people come from all over now, bringing skills and concerns with them.

Low amount of high tech industry.

Limited space: the town's infrastructure has not allowed for the amount of traffic or the parking necessary for the consumers to have good access to businesses.

LANGUAGE BARRIER.

LACK OF PEOPLE SEEKING WORK. NO PUBLIC TRASPORATION FROM DENVER

lack of people for job openings. People live here but work in tech center

Lack of parking on the Perry St main corridor

Lack of office building space

Lack of employers based in Castle Rock - we're largely a commuter community.

lack of continuity between developement groups in town

JOBS

It would be nice if "all related businesses were geographically located in the same area". However, since the downtown area was developed first and the north area later there is a scattering of business locations. This situation makes new development centered mainly to the north where "new" home development exists.

It is starting to get very congested. Lack of parking is an issue.

is the amount of housing wroght

Infrastructure planning

Infrastructure, along with realistic and effective community development programs to support business growth while maintaining a positive community overall.

I have never operated a business in any other town so I cannot compare. I do not know. However, I do like the freedom to conduct my business without a lot of government intrusion. Referring to the questions below (since there is no other place for comment), I am not happy with the amount of growth that has been forced upon the residents. When I came, CR was only 12,000 people. We came here for the quaint, hometown feel. That is long gone and we were not even given a voice in this. The influence by Californians has dramatically changed the culture. Although, some nice amenities have come, I still do not like the massive growth and the assumption that "everyone" wants it.

I feel it is becoming to commercialized. No longer the small town I fell in love with 25 years ago.

I don't know

I don't know

How to market to the audience you want

honest.

HIRING ISSUES

Hiring

Higher taxes      Property expensive

High-cost county

High rent rates.

High rent rates for small business

HIGH PROPERTY TAXES

Hard to say

GROWTH TOO RAPID.

growth planning of growth

GROWTH EXPLSIVE STRAING CITY RESOURES

GROWTH AND PRICES

Growth

Growth

growth

growth

growing too rapidly

GROSS

GROSS

Gentrification

From what I've heard from other business owners trying to start up here, they are being held accountable for too much costs that are infrastructure related, permitting, general public area upgrades (sidewalks, lights, power, etc.). Does not bode well for a small business.

Flash Availability, space.

fixing roads

finding good employees

exposure

Exploding growth and over-development putting a stress on city resources and changing Castle Rock's small town feel to just another Denver suburb.

Expensive

Expansion and growth

EXPAINION VOLUME OF PEOPLE

EMPLOYMENT LACKOFEMPLOYEES FOR THIS KIND OF WORK.

Electroic challenging

Driving through the downtown area. It's very congested. Too much new building going on down there.

downtown traffic

don't know, cant think of nothing

DON'T KNOW

DK

DK

DK

Dk

dk

DEVOLP[MENT CHANGES.

Daily help.

CUSTOMERPARKING

Cost of rent for a store front.

cost of rent

COST OF LEASING COMMERCIAL SPACE FORTHE BUSINESS

Constant fees to operate in certain areas. EX: Public improvement fees that seem to provide nothing to the business actually operating in that area.

COMMUTE

Communications regarding the following: Events, Street Closures, Festivals, Important things that impact our ability to operate a business. Also Communicate with new business owners how to start up a business in Castle Rock, Have information readily available .

Commercial space for small independent business

Collecting or disbursing internet purchases/sales for taxable items .

Castle Rock is great to do business, however, our clients often complain about finding a place to park with on a reasonable walking distance.

This is especially hard during snowy weather when the sidewalks and streets are snow packed and icy.

CANT THINKM OF ANYTHING

Business location

BUSINESSES WITHIN THE TOWN BUYLOCAL

Business impacts due to lack of parking

BRINGING MORE BUSSINESSES TO CASTLE ROCCK BETTER FOR THE ECONOMY UNEMPLOYMENT IS GOING DOWN.

bringing good, high paying jobs to the town. The college and hospital are good options but I would like to see more.

Biggest problem is traffic in downtown castle rock - perry street.

BEEN VISIBLE

bad internet options

Available Parking for businesses, workers and customers

Attracting new clients

AFFORDABLE SPACES TO OPERATE OUT OF .

Affordable housing

A lot of restrictions      A lot expenses      expensive

A lot of foot traffic

*[Page intentionally left blank for pagination purposes]*

*Open Ended Responses to BE1: Why did you choose to open a business in Castle Rock?*

---

Where we live

When I came 12 years ago, it was a small town in need of my services. Now, because of the rapid expansion, that is no longer the case

WERE NATIONAL

We saw a need.

We live in Castle Rock and an opportunity arose.

We live here and want to support our community.

We are corporate they make the decisions

We live here.

Took over a church located here already.

To enhance the character of the town.

This is where my residence is located

This business has been operating since the 90s. It was selected as the first facility due to potential growth.

There wasn't an existing store of my kind in the area at the time I opened.

There was good opportunity and significant projected population growth.

There was a need for repair on trailers for construction fleet trailers, ranch horse trailers, sport cargo trailers, and RV trailers for individuals in the area. We found that many individuals and companies needed various welding needs so this was a perfect place for both services .

The original owner had sold this business years ago and we just kept it going here based on our clientele. A number of our employees also live in the area. Not sure the exact reason why it was established here over 15 years ago.

The library sponsored the Castle Rock Writers, and they gave us a lot of support. Now we are on our own as a Colorado business and non-profit, but the library continues to be supportive.

The growth potential and location

The growing population but small town feel

The community

The area is great and being so close to everything makes for constant flow of people.

Small town ripe for growth

Small community where I hope reputation and word of mouth dictates much success and the demographics of my trade

RATES WERE REASONABLE.LOCATION

QUITMY JOB HAVE MY OWN BUSINESS

Proximity to home, growth

proximity to Denver with a small town feel and historic heritage

pottery sales from home studio; no storefront

OWNERS LIVE IN AREA

OWNER MOVED HERE.

Opened my business almost 30 years ago because of that small town feel which no longer exists

ONLY GAME IN TOWN OPENED IN 1965

OFFICE SPACE AVAILABILITY

NO OTHER BUSINESSES LIKE MINE CUSTOM AUTOMOTIVE

N/A

My place of residence

MY GRANDPARENTS

My business evolved out of request from people who wanted upholstery work.

Moved here many years ago and CR was close to home.

More resources

love this area and people are great

Love the town and the people here. I felt there was a need for a place like mine.

Love the community

location//the amount of people

Location was ideal for providing medical services to rural areas within a 60 mile radius.

Location to where I live

LOCATION

Lived here. Moved from Colorado Springs location.

Live here

JUST WORK HERE

Its been home for most of my life.

It was already here.

It was a no brainer for me. I started selling my hobby built items, slowly at first until I had a full time seasonal sales booths at various arts/crafts during Christmas. I use my home to build/sell stock throughout the nation all year long.

It is where I live

I work out of my home.

I work for the company its a big corporate business

I operate Castle Park Mobile Home Community, but do not own it. So, I did not choose it.

I opened my business 29 years ago because of the small town feeling

I opened a one-person business in my home and I just happened to reside in Castle Rock

I lived here when I retired and I needed to do something to keep myself busy.

I live in the town.

I live in Castle Rock. I have an in home day care business so some of these next questions do not pertain to me.

I live here.

I live here.

I live here, the need of healthcare.

I live here

I live here

I live here

I live here

I likes the small, Norman Rockwell type town we had.

I know the area

I have loved the town for years and have had a couple businesses in the town.

I have lived in the area for many years and it's home to me.

I have a home-based (wholesale) business. I've lived in Castle Rock, since 2005.

I GREW UP HERE MOST OF MY WORK IS HERE

I didn't want to drive and have lived in Castle Rock my entire life I know lots of people.

I DID NOT CHOOSE IT. THIS BUILDINGS WERE HERE FOR FORTY YEARS

I acquired a business that had been here for many years.

Home office in a great place to live. Excellent access to Denver, Colorado Springs, and DIA.

Home office and we chose to live in Castle Rock

Growth potential

Growing community with young families. Small town environment.

GOOD Place TO RUN BUSINESS

Good demographic. Fairly high income area. Great location along the highway to live and work.

GOOD BUSSINESS AND PURCHASED

Diversity

DEMOGRAPHICS PEOPLE AND WEALTH

Demographics

DEMAND FOR COSMETOLOGY

COUNTY SEAT

CORPORATE OWNED

Corporate decision made over my head

Corporate too many outlets

Community need

Close to where I lived

Close to home.

Close to home and to connect with others in our own community

centrally located in Douglas County

Centralized location for our operation

Built in 1983 - don't know why owners back then decided to open a business in Castle Rock

Been living in castle rock off and on since 1999 and love it here.

Been in business since 1985... founder was resident.

Because we live here.

Because we live here and wanted to operate a business where we live.

Because it's where I live and because of the ability to get the internet speed I needed.

Because I live here.

At the time it was close to the Courthouse. I like the downtown. Friendly community. Parking is awful though now.

Rents are high in town so had to move south when Riverwalk took down the building we rented.

ALREADY HAD A CLIENT BASE

ADDIDAS HAS BEEN OPEN HERE FOR 10 YEARS

20 years ago, it was a great opportunity and it was full of potential.

20 years ago Castle Rock didn't have an upscale spa in downtown. We knew the demographics were prime

*Open Ended Responses to BE5: What one thing could the Town and its economic partners do to help you with your business?*

---

Would like to see the town continue to grow responsibly while addressing increased traffic and parking issues.

would like one person to spend a day with a business and as per recording on survey.

Work with comcast

Work to increase the reach of highest speed internet access throughout the entire city limits. This could be done by introducing true competition for the monopoly cable TV and telephone companies.

WORK ON TRAFFIC AND INTERNET SPEEDS

Try to come out with something about the noise caused by the train horn

Transportation services

traffic ease of access in the meadows

Town Sales tax is too high.

Think more about artists, foster a community where art thrives.

THEY NEED TO NOT CHARGE SO MUCH GIVE BUSINESSES A BREAK.

THEY DO A GOOD JOB. ADVERTISING OPPORTUNITIES

The lot in front of my business (South Perry Street near the post office) could look much more attractive with landscaping.

The downtown renovations projects are coming along well. Being near the library, the continued improvement of this older south end of town has been and will continue to be a benefit.

The development of homes so more people can come

The Chamber of Commerce could offer a non-profit rate for non-profits to join the Chamber. Or a sliding scale.

TAX INCENTIVES

Talk with managements fliers More investment

SUPPORTING MORE EVENTS MAKING A NAME FOR THE BUSINESSES THAT EXIST HERE

Support small business as much as the big box chains

support small business

Support business friendly legislation

Stronger enforcement of public parking. Enforce county employees to park in parking structures and other designated parking spots, and not take up public parking for personal use. Slow down the commercial development downtown. More timely snow removal on downtown side streets.

Streamline small construction improvements

Stay in Castle Rock town

Start promoting and stop taxing the crap out of local small business so we can survive. You give the tax breaks to the big box places that have all the money.

Small funding

Slow down the fast growth

ROADS AROUND US ARE PERTYBAD AND PARKING LOT NO LINES ON THE PARKING LOT WE SHARE IT WITH A CHURCH AND MCDONALDS

Right now, so far so good.

regulations permitting zoning planning and zoning

Reduece fees

Reduce unnecessary regulation

REDUCE REGULATIONS ON HOUSING FOR LOWER INCOME PEOPLE

REACH OUT TO SMALLER BUSSINESSES THAT ARE NOT IN DOWNTOWN AREA

Quit giving away my tax dollars to help uncontrolled growth.

Public transportation We dont have public transportation

public transportation

PROVIDING OFFICE SPACE.ATA REASONABLE RATE

PROVIDE PUBLIC TRASPORTATION FROM DENVER

PROVIDE MORE OUTLTS RESONABLY PRICED.

Provide more comercial real estate and more affordable comercial real estate.

PROVIDE MORE AFFORABLE SPACE

Provide job fairs

PROVIDE A BUSINESS INDEX FOR THE REIDENTS TO VIEW ONLINE

promote more arts industry

Promote local businesses

Preserve the historic character of downtown Castle Rock.

Please place a limit on monthly storm water fees. \$400 dollar water bill for 2 toilets is astronomical.

Plan for growth and transportation better.

Perhaps a slide presentation or open house for "How to file your taxes for special events vs. have them collected by the Event Sponsors". This is a confusing "after the event" process when after the event(s) are completed, you receive a notice in the mail that says you owe XXX because you yourself did not file any taxes for special events (even though the Event Sponsor collected and filed those taxes for you.

Pay attention to parking needs. Better separation of business and residential RE Jeyy Street.

PARTER WITH BUSINESSES TO ASSIST IN GROWTH, AND UTILIZING THE PRODUCTS AND SERVICES THE BUSINESSES HAVE WITHIN THE TOWN OF CASTLE ROCK TO HELP THEM EXCEL. BECAUSE IF WE AS BUSINESS OWNERS EXCEL IN CASTLE ROCK, THE TOWN WILL RECEIVE MUCH MORE REVENUE.

PARKING FOR BUSINESSES IN GENERAL

PARKING PEOPLE COMPLAINT

Parking

Offer a reliable source for printing envelopes and letterhead.

NOTHING.

Nothing, my business follows the demand for real-estate which I feel has plateaued and might go into a slight decline, where in the past it was in a steep growth market.

nothing i need from them.

Nothing i can think of

Nothing comes to mind.

Nothing comes to mind

Nothing comes to mind

Nothing comes to mind

Nothing at this time. Castle Rock is a good fit for my business.

Nothing

Nothing

Not sure not related

Not sure I have to think about it

NOT SURE

NOT SURE

Not sure

Not really sure

Not entirely sure yet, too new here only 3 months

No opinion

NO COMMENT

NO NOTHING THAT I THINK

Nk

Need to lower taxes

N/A

n/a

MOREREGULATION. PREDATORY COMPANIES.

MORE WORKSHOPS MORE ADVERTING MORE RESOURCES IT IS EXPENSIVE

MORE SUPPORTOFLOCALBUSSINESS MORE ADVERTISING

MORE REFEERALS

MORE PARKING LESS APARTMENTS DOWNTOWN

more marketing

MORE INFORMATION

More free advertising in city publications

More commercial options to bring rental fees down

More cell phones and wi-fi towers

More affordable location for square feet

MORE ADVERTISING SUPPORT.

MORE ADVERTISING

maybe put our listing in local newspaper

Master plan for parking issues!

MARKETING AND PARKING

MARKETING

Marketing

Manage snow removal

make not so expensive in the town

LOWER THE COST OF THE RENT...

lower taxes ,so we coud have lower rents

lower rent

Lower property taxes

LET MORE COMPANIES COME IN THAT BUILD APPROPRIATE SPACES.FOR INDUSTRIES LIKE LANDSCAPING LAWN MAINTAINCE

Less restrictive signage and commercial rules/regulations.

LEAVE MEALONE I DONT NEED ANY MORE GOVERMENT IN MY LIFE

Keep it simple. Don't add to the complexities that the state and federal gov put on small biz

Internet - Towns around the country are managing their own internet with great success. CR should make more open forums to explain growth plans and take community input. Growth seems out of control and without a well planned future. Urban Expansion should be limited to specific numbers (people and businesses) before it gets out of control.

Interacting with the community

Infrastructure//high speed internet acces//road and traffic//security issues, more city police//

Improve traffic flow.

Improve solutions for visual impact with potential customers and improve outreach efforts with existing businesses on a one-to-one basis.

improve parking

Im not aware of anything

I'm good with how things are currently.

I think they do a great job for local businesses.

I see many small retail businesses move or close completely due to leasing rates in downtown area. The downtown area was the main reason I chose to move to Castle Rock. Yes, it is changing, which can be good. Please don't forget the mom and pop local stores that always added that personal feel to the town.

I really dont know Im renting a location , I dont deal with it

I really dont know is like e hobby

I have no idea what the town does for existing businesses. I haven't received anything from the Town to help my business. The one thing I have attended (Business over breakfast) was very clicky and not useful at all. I attend a networking event in Lone Tree because it's very well attended and promoted.

I have limited customers by choice

I have been a transitional manager as a new owner has purchased Castle Park Mobile Home Community. If I decide to stay on, I'd like to meet with town reps to get feedback as to what they'd like to see changed in this Park in order to make it a continued asset for non-subsidized low-income housing in this Community.

I feel some of the marketing or mentions of businesses is one sided and does not include all local business when they post things.

I don't think it can help me. The town has grown at a rapid rate, which has brought in extensive commentators from larger groups. The last 3 years have brought a significant drop in income. I might have to relocate. been here 12 years.

I don't know.

I can't think of anything at the moment.

I am single owner of a small business. I think that Castle Rock does better than other cities at providing services.

I am a small non-profit offering a needed service to the community. It would be nice to have some kind of visibility/support/referral but the town.

HELPKEEP THE WORKERS LOCAL

Help connect businesses to services that they might need.

Have a business listing on the town website that could identify the type of business, what is offered, along with the distance from their home location.

Grow media

Get faster internet

Foucus on business to business

FIRE MARSHAL NOT SO MUCH

Figure out Parking issues downtown.

FACILITATE FURTHER. MAKE SUREW THE TOWN IS RESOABLE TO RELA ESTATE DEVELOPMENT PROJECRS

Ensure adequate parking space is incorporated into ALL new building projects.

Enhance the availability of reasonable workforce participants. This would probably mean adding more affordable housing options.

Encourage the corporate sector to do business with us.

Encourage internet providers to offer high speed internet (1 Gig speed) to my place of business.

Easier way to promote my business

DONT KNOW.

DONT KNOW

DONT KNOW

DONT KNOW

DONT KNOW

dont know

Don't send me a letter saying I didn't file my quarterly sales tax return, or pay my quarterly sales tax bill, just because Town of CR didn't know where to apply the payment. The lady at the sales tax office told me that this happens frequently.

don't really need their help

Don't know

don't know

don't know

DO AS THEY SAY SUPPORT LOCALBUSINESS

DK, Light rail

DK

DK

DK

DK

DK

Dk

Dk

Decrease development application processing times. This statement is directed at the Development Services division. They are slow.

CREATE MORE PARKING

CREATE MORE OFFICE SPACE

COSTOF LIVING

Continue heading in the right direction

Communicate available grants

CITY WORKMORE DIRECTLY .

Cheap advertising

Change the leadership at the chamber and the edc.

CASTLEROCK PD WORK IN CLOSE CONTACT.THEY COME TO THE BUSSINESS.THEY SUPPORT THE COMMUNITY.

Castle Rock has grown to be very spread out. We need to provide public transportation so that people can get from one end of town to the other.

CANT THIBNK OF ANYTHING

Build more parking garages, in various locations

BRING UP INTERNET SPEED.RELIABLE.CHEEPPER SPACING

Bring Ting or other high speed options

BRING MORE ECONOMIC HOUSING

BETTER WEB SITE TO BID ON CITY AND COUNTY JOBS.

better parking

BETTER MARKETING OF THISTOWN IT SELF

Better Internet options

Better infrastructure support.

Better cellphone coverage

BETTER AND CHEAPER PARKING DOWNTOWN

Atract new cletns

Allow signage without a permit with in reason to help advertise current promotions.

AFFORDABLERENT FOR THE BUSINESS

AFFORDABLEOFFICE SPACE

Affordable living for employees

Affordable lease space

AFFORABILITY OF PROPERT TAXES

Advertising

A good job is done overall.

## **APPENDIX IV — CONTROLLED VS. OPEN SURVEY RESULTS**

This appendix contains comparisons between the controlled survey (reported) and the open, uncontrolled survey. Please note, that the “open” survey had no security measures in place to prevent people from taking it multiple times nor to ensure those who completed it live in Castle Rock.

|                  |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------|--------------------|---------------------------------------------------|-------------|
|                  |                    | Variable to indicate open vs closed survey        |             |
| <b>Exact age</b> |                    | Closed                                            | Open        |
| 18-24            | % within column    | 1%                                                | 1%          |
|                  | Column Comparisons |                                                   |             |
| 25-34            | % within column    | 21%                                               | 8%          |
|                  | Column Comparisons | B                                                 |             |
| 35-44            | % within column    | 20%                                               | 21%         |
|                  | Column Comparisons |                                                   |             |
| 54-54            | % within column    | 30%                                               | 27%         |
|                  | Column Comparisons |                                                   |             |
| 55-64            | % within column    | 11%                                               | 24%         |
|                  | Column Comparisons |                                                   | A           |
| 65-74            | % within column    | 12%                                               | 18%         |
|                  | Column Comparisons |                                                   |             |
| 75+              | % within column    | 4%                                                | 2%          |
|                  | Column Comparisons |                                                   |             |
| <b>NET</b>       | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                  | Column Comparisons | -                                                 | -           |
| Average          |                    | 48.26                                             | 51.73       |
| Unweighted n     |                    | 559                                               | 244         |
| Weighted n       |                    | 547                                               | 244         |
| Column Names     |                    | A                                                 | B           |

Figure 86. Exact age by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 803; total n = 838; 35 missing; effective sample size = 744 (93%); 63% filtered out

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ )

|               |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|---------------|--------------------|---------------------------------------------------|-------------|
|               |                    | Variable to indicate open vs closed survey        |             |
| <b>Gender</b> |                    | Closed                                            | Open        |
| Male          | % within column    | 48%                                               | 33%         |
|               | Column Comparisons | B                                                 |             |
| Female        | % within column    | 52%                                               | 67%         |
|               | Column Comparisons |                                                   | A           |
| <b>NET</b>    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|               | Column Comparisons | -                                                 | -           |
| Average       |                    | 1.52                                              | 1.67        |
| Unweighted n  |                    | 587                                               | 248         |
| Weighted n    |                    | 569                                               | 248         |
| Column Names  |                    | A                                                 | B           |

Figure 87. Gender by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 662 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); C

| How many years have you lived in Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey |             |
|                                               |                    | Closed                                     | Open        |
| Less than 5 years                             | % within column    | 34%                                        | 29%         |
|                                               | Column Comparisons |                                            |             |
| 5 to less than 10 years                       | % within column    | 24%                                        | 16%         |
|                                               | Column Comparisons | b                                          |             |
| 10 to less than 20 years                      | % within column    | 30%                                        | 32%         |
|                                               | Column Comparisons |                                            |             |
| 20 years or more                              | % within column    | 12%                                        | 23%         |
|                                               | Column Comparisons |                                            | A           |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                               | Column Comparisons | -                                          | -           |
| Average                                       |                    | 10.40                                      | 12.59       |
| Unweighted n                                  |                    | 584                                        | 249         |
| Weighted n                                    |                    | 565                                        | 249         |
| Column Names                                  |                    | A                                          | B           |

Figure 88. How many years have you lived in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 833; total n = 838; 5 missing; effective sample size = 659 (79%); 63% filtered out  
 Multiple comparison correction: F

| Do you own a business that is licensed with the Town of Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|----------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                      |                    | Variable to indicate open vs closed survey |             |
|                                                                      |                    | Closed                                     | Open        |
| No                                                                   | % within column    | 91%                                        | 92%         |
|                                                                      | Column Comparisons |                                            |             |
| Yes                                                                  | % within column    | 9%                                         | 8%          |
|                                                                      | Column Comparisons |                                            |             |
| <b>NET</b>                                                           | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                      | Column Comparisons | -                                          | -           |
| Unweighted n                                                         |                    | 587                                        | 250         |
| Weighted n                                                           |                    | 569                                        | 250         |
| Column Names                                                         |                    | A                                          | B           |

Figure 89. Do you own a business that is licensed with the Town of Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered out  
 Multiple c

| Do you work in the Town of Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------|--------------------|--------------------------------------------|-------------|
|                                         |                    | Variable to indicate open vs closed survey |             |
|                                         |                    | Closed                                     | Open        |
| No                                      | % within column    | 66%                                        | 62%         |
|                                         | Column Comparisons |                                            |             |
| Yes                                     | % within column    | 34%                                        | 38%         |
|                                         | Column Comparisons |                                            |             |
| <b>NET</b>                              | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                         | Column Comparisons | -                                          | -           |
| Unweighted n                            |                    | 587                                        | 250         |
| Weighted n                              |                    | 569                                        | 250         |
| Column Names                            |                    | A                                          | B           |

Figure 90. Do you work in the Town of Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered out  
 Multiple comparison correction: False D

| Do you own or rent your home? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------|--------------------|--------------------------------------------|-------------|
|                               |                    | Variable to indicate open vs closed survey |             |
|                               |                    | Closed                                     | Open        |
| Own                           | % within column    | 90%                                        | 93%         |
|                               | Column Comparisons |                                            |             |
| Rent                          | % within column    | 10%                                        | 7%          |
|                               | Column Comparisons |                                            |             |
| <b>NET</b>                    | % within column    | <b>100%</b>                                | <b>100%</b> |
|                               | Column Comparisons | -                                          | -           |
| Unweighted n                  |                    | 586                                        | 250         |
| Weighted n                    |                    | 568                                        | 250         |
| Column Names                  |                    | A                                          | B           |

Figure 91. Do you own or rent your home? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective sample size = 662 (79%); 63% filtered out  
Multiple comparison correction: False Discovery R

|             |                    | BANNER - Open vs Closed Survey (2019 Only) |      |        |      |        |      |        |      |        |      |           |      |
|-------------|--------------------|--------------------------------------------|------|--------|------|--------|------|--------|------|--------|------|-----------|------|
|             |                    | None                                       |      | 1      |      | 2      |      | 3      |      | 4      |      | 5 or more |      |
|             |                    | Variable to indicate open vs closed survey |      |        |      |        |      |        |      |        |      |           |      |
|             |                    | Closed                                     | Open | Closed | Open | Closed | Open | Closed | Open | Closed | Open | Closed    | Open |
| Under 5     | % within row       | 78%                                        | 22%  | 72%    | 28%  | 78%    | 22%  | 89%    | 11%  | 100%   | 0%   | NaN       | NaN  |
|             | Column Comparisons |                                            |      |        |      |        |      |        |      |        |      | -         | -    |
| 5 to 12     | % within row       | 78%                                        | 22%  | 65%    | 35%  | 77%    | 23%  | 73%    | 27%  | 0%     | 100% | NaN       | NaN  |
|             | Column Comparisons |                                            |      |        | a    |        |      |        |      |        |      | -         | -    |
| 13 to 17    | % within row       | 78%                                        | 22%  | 66%    | 34%  | 54%    | 46%  | 76%    | 24%  | NaN    | NaN  | NaN       | NaN  |
|             | Column Comparisons |                                            | b    |        |      |        | a    |        |      | -      | -    | -         | -    |
| 18 to 64    | % within row       | 78%                                        | 22%  | 71%    | 29%  | 71%    | 29%  | 62%    | 38%  | 61%    | 39%  | 60%       | 40%  |
|             | Column Comparisons |                                            |      |        |      |        |      |        |      |        |      |           |      |
| 65 and over | % within row       | 82%                                        | 18%  | 70%    | 30%  | 64%    | 36%  | 46%    | 54%  | NaN    | NaN  | NaN       | NaN  |
|             | Column Comparisons |                                            | B    |        |      |        | a    |        |      | -      | -    | -         | -    |

Figure 92. Including yourself, how many people currently live in your household in each of the following age categories? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 388 to 733; total n = 838; 450 missing; effecti

|                               |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------|--------------------|--------------------------------------------|-------------|
|                               |                    | Variable to indicate open vs closed survey |             |
|                               |                    | Closed                                     | Open        |
| <b>Household has children</b> | % within column    |                                            |             |
|                               | Column Comparisons |                                            |             |
| No children                   | % within column    | 52%                                        | 55%         |
|                               | Column Comparisons |                                            |             |
| Yes, children                 | % within column    | 48%                                        | 45%         |
|                               | Column Comparisons |                                            |             |
| <b>NET</b>                    | % within column    | <b>100%</b>                                | <b>100%</b> |
|                               | Column Comparisons | -                                          | -           |
| Unweighted n                  |                    | 588                                        | 250         |
| Weighted n                    |                    | 570                                        | 250         |
| Column Names                  |                    | A                                          | B           |

Figure 93. Household has children by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comp

| Number of adults in household |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------|--------------------|--------------------------------------------|-------------|
|                               |                    | Variable to indicate open vs closed survey |             |
|                               |                    | Closed                                     | Open        |
| 1                             | % within column    | 14%                                        | 10%         |
|                               | Column Comparisons |                                            |             |
| 2                             | % within column    | 70%                                        | 67%         |
|                               | Column Comparisons |                                            |             |
| 3                             | % within column    | 11%                                        | 16%         |
|                               | Column Comparisons |                                            |             |
| 4                             | % within column    | 4%                                         | 7%          |
|                               | Column Comparisons |                                            |             |
| 5                             | % within column    | 1%                                         | 1%          |
|                               | Column Comparisons |                                            |             |
| 6                             | % within column    | 0%                                         | 0%          |
|                               | Column Comparisons | -                                          | -           |
| <b>NET</b>                    | % within column    | <b>100%</b>                                | <b>100%</b> |
|                               | Column Comparisons | -                                          | -           |
| Average                       |                    | 2.07                                       | 2.22        |
| Unweighted n                  |                    | 588                                        | 250         |
| Weighted n                    |                    | 570                                        | 250         |
| Column Names                  |                    | A                                          | B           |

Figure 94. Number of adults in household by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 646 (77%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Colu

|                              |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------|--------------------|---------------------------------------------------|-------------|
|                              |                    | Variable to indicate open vs closed survey        |             |
| <b>Household composition</b> |                    | Closed                                            | Open        |
| Single person household      | % within column    | 12%                                               | 9%          |
|                              | Column Comparisons |                                                   |             |
| Two or more adults, no kids  | % within column    | 40%                                               | 46%         |
|                              | Column Comparisons |                                                   |             |
| Family with children         | % within column    | 48%                                               | 45%         |
|                              | Column Comparisons |                                                   |             |
| <b>NET</b>                   | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                              | Column Comparisons | -                                                 | -           |
| Unweighted n                 |                    | 588                                               | 250         |
| Weighted n                   |                    | 570                                               | 250         |
| Column Names                 |                    | A                                                 | B           |

Figure 95. Household composition by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column compa

|                                                    |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|----------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                    |                    | Variable to indicate open vs closed survey        |             |
| <b>Do you speak a language other than English?</b> |                    | Closed                                            | Open        |
| No                                                 | % within column    | 95%                                               | 98%         |
|                                                    | Column Comparisons |                                                   | a           |
| Yes                                                | % within column    | 5%                                                | 2%          |
|                                                    | Column Comparisons | b                                                 |             |
| <b>NET</b>                                         | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                    | Column Comparisons | -                                                 | -           |
| Unweighted n                                       |                    | 584                                               | 249         |
| Weighted n                                         |                    | 566                                               | 249         |
| Column Names                                       |                    | A                                                 | B           |

Figure 96. Do you speak a language other than English? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 833; total n = 838; 5 missing; effective sample size = 659 (79%); 63% filtered out  
 Multiple comparison correction: Fal

|                       |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |           |
|-----------------------|--------------------|---------------------------------------------------|-----------|
| <b>What language?</b> |                    | Variable to indicate open vs closed survey        |           |
|                       |                    | Closed                                            | Open      |
| Spanish               | % within column    | 2%                                                | 1%        |
|                       | Column Comparisons |                                                   |           |
| Chinese               | % within column    | 0%                                                | 0%        |
|                       | Column Comparisons |                                                   |           |
| Vietnamese            | % within column    | 0%                                                | 0%        |
|                       | Column Comparisons |                                                   |           |
| Korean                | % within column    | 0%                                                | 0%        |
|                       | Column Comparisons |                                                   |           |
| Russian               | % within column    | 1%                                                | 0%        |
|                       | Column Comparisons |                                                   |           |
| Japanese              | % within column    | 0%                                                | 1%        |
|                       | Column Comparisons |                                                   | a         |
| Hindi                 | % within column    | 0%                                                | 0%        |
|                       | Column Comparisons |                                                   |           |
| German                | % within column    | 1%                                                | 1%        |
|                       | Column Comparisons |                                                   |           |
| French                | % within column    | 0%                                                | 1%        |
|                       | Column Comparisons |                                                   | a         |
| Tamil                 | % within column    | 0%                                                | 0%        |
|                       | Column Comparisons |                                                   |           |
| <b>NET</b>            | % within column    | <b>4%</b>                                         | <b>2%</b> |
|                       | Column Comparisons |                                                   |           |
| Unweighted n          |                    | 588                                               | 250       |
| Weighted n            |                    | 570                                               | 250       |
| Column Names          |                    | A                                                 | B         |

Figure 97. What language? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 819 (98%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison s

| Please choose one or more races you consider yourself to be. |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |            |
|--------------------------------------------------------------|--------------------|---------------------------------------------------|------------|
|                                                              |                    | Variable to indicate open vs closed survey        |            |
|                                                              |                    | Closed                                            | Open       |
| White                                                        | % within column    | 93%                                               | 92%        |
|                                                              | Column Comparisons |                                                   |            |
| Black/African American                                       | % within column    | 1%                                                | 1%         |
|                                                              | Column Comparisons |                                                   |            |
| American Indian / Alaskan Native                             | % within column    | 1%                                                | 3%         |
|                                                              | Column Comparisons |                                                   |            |
| Asian / Pacific Islander                                     | % within column    | 2%                                                | 1%         |
|                                                              | Column Comparisons |                                                   |            |
| Hawaiian / other Pacific Islander                            | % within column    | 1%                                                | 0%         |
|                                                              | Column Comparisons |                                                   |            |
| Hispanic / Latino                                            | % within column    | 4%                                                | 4%         |
|                                                              | Column Comparisons |                                                   |            |
| Other                                                        | % within column    | 2%                                                | 4%         |
|                                                              | Column Comparisons |                                                   |            |
| <b>NET</b>                                                   | % within column    | <b>98%</b>                                        | <b>99%</b> |
|                                                              | Column Comparisons |                                                   |            |
| Unweighted n                                                 |                    | 588                                               | 250        |
| Weighted n                                                   |                    | 570                                               | 250        |
| Column Names                                                 |                    | A                                                 | B          |

Figure 98. Please choose one or more races you consider yourself to be. by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 667 (80%); 63% filtered out  
 Multiple comparison correction: False Discov

| <b>Are you registered to vote in Castle Rock?</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|---------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                   |                    | Variable to indicate open vs closed survey        |             |
|                                                   |                    | Closed                                            | Open        |
| No                                                | % within column    | 5%                                                | 4%          |
|                                                   | Column Comparisons |                                                   |             |
| Yes                                               | % within column    | 95%                                               | 96%         |
|                                                   | Column Comparisons |                                                   |             |
| <b>NET</b>                                        | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                   | Column Comparisons | -                                                 | -           |
| Unweighted n                                      |                    | 587                                               | 250         |
| Weighted n                                        |                    | 569                                               | 250         |
| Column Names                                      |                    | A                                                 | B           |

*Figure 99. Are you registered to vote in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)*  
 Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered out  
 Multiple comparison correction: Fals

|                                  |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|----------------------------------|--------------------|---------------------------------------------------|-------------|
|                                  |                    | Variable to indicate open vs closed survey        |             |
| <b>Household Income</b>          |                    | Closed                                            | Open        |
| Less than \$20,000               | % within column    | 2%                                                | 1%          |
|                                  | Column Comparisons |                                                   |             |
| \$20,000 to less than \$35,000   | % within column    | 3%                                                | 2%          |
|                                  | Column Comparisons |                                                   |             |
| \$35,000 to less than \$50,000   | % within column    | 4%                                                | 4%          |
|                                  | Column Comparisons |                                                   |             |
| \$50,000 to less than \$75,000   | % within column    | 10%                                               | 9%          |
|                                  | Column Comparisons |                                                   |             |
| \$75,000 to less than \$100,000  | % within column    | 13%                                               | 19%         |
|                                  | Column Comparisons |                                                   |             |
| \$100,000 to less than \$150,000 | % within column    | 31%                                               | 35%         |
|                                  | Column Comparisons |                                                   |             |
| \$150,000 to less than \$200,000 | % within column    | 18%                                               | 14%         |
|                                  | Column Comparisons |                                                   |             |
| \$200,000 or more                | % within column    | 19%                                               | 17%         |
|                                  | Column Comparisons |                                                   |             |
| <b>NET</b>                       | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                  | Column Comparisons | -                                                 | -           |
| Unweighted n                     |                    | 566                                               | 248         |
| Weighted n                       |                    | 550                                               | 248         |
| Column Names                     |                    | A                                                 | B           |

Figure 100. Household Income by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 814; total n = 838; 24 missing; effective sample size = 678 (83%); 63% filtered out

Multiple comparison correction: False Discovery Rate (FDR) ( $p$ )

| Mean Summary: 5-Star Ratings                                                            |                    | BANNER - Open vs Closed Survey (2019 Only) |      |
|-----------------------------------------------------------------------------------------|--------------------|--------------------------------------------|------|
|                                                                                         |                    | Variable to indicate open vs closed survey |      |
|                                                                                         |                    | Closed                                     | Open |
| How would you rate the overall quality of life in Castle Rock                           | Average            | 7.54                                       | 7.03 |
|                                                                                         | Column Comparisons | b                                          |      |
| How would you rate the overall quality of services provided by the Town of Castle Rock  | Average            | 7.45                                       | 7.03 |
|                                                                                         | Column Comparisons | b                                          |      |
| Compared with other cities and towns, how would you rate Castle Rock as a place to live | Average            | 8.05                                       | 7.41 |
|                                                                                         | Column Comparisons | B                                          |      |
| Overall, would you say that Castle Rock is headed in the right or wrong direction       | Average            | 5.61                                       | 4.92 |
|                                                                                         | Column Comparisons | b                                          |      |
| Do you feel you are getting your money's worth for your tax dollar or not               | Average            | 6.51                                       | 5.96 |
|                                                                                         | Column Comparisons | b                                          |      |
| Unweighted n                                                                            |                    | 587                                        | 250  |
| Weighted n                                                                              |                    | 569                                        | 250  |
| Column Names                                                                            |                    | A                                          | B    |

Figure 101. Mean Summary: 5-Star Ratings by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 837 to 838; total n = 838; 1 missing; effective sample size = 613 (73%); 63% filtered out  
Multiple comparison correction: False

| How would you rate the overall quality of life in Castle Rock? |                                       | BANNER - Open vs Closed Survey (2019 Only) |                  |
|----------------------------------------------------------------|---------------------------------------|--------------------------------------------|------------------|
|                                                                |                                       | Variable to indicate open vs closed survey |                  |
|                                                                |                                       | Closed                                     | Open             |
| NET: Does Not Meet Expectations                                | % within column<br>Column Comparisons | 6%                                         | 11%              |
| NET: Exceeds Expectations                                      | % within column<br>Column Comparisons | 89%<br>b                                   | 82%              |
| Does not meet expectations at all (0-1)                        | % within column<br>Column Comparisons | 0%                                         | 1%               |
| Does not meet expectations (2-4)                               | % within column<br>Column Comparisons | 6%                                         | 10%              |
| Neutral (5)                                                    | % within column<br>Column Comparisons | 5%                                         | 7%               |
| Exceeds Expectations (6-8)                                     | % within column<br>Column Comparisons | 62%                                        | 56%              |
| Greatly exceeds expectations (9-10)                            | % within column<br>Column Comparisons | 27%                                        | 26%              |
| <b>NET</b>                                                     | % within column<br>Column Comparisons | <b>100%</b><br>-                           | <b>100%</b><br>- |
| Unweighted n                                                   |                                       | 588                                        | 250              |
| Weighted n                                                     |                                       | 570                                        | 250              |
| Column Names                                                   |                                       | A                                          | B                |

Figure 102. How would you rate the overall quality of life in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 680 (81%); 63% filtered out  
 Multiple comparison correction: False Disc

| How would you rate the overall quality of services provided by the Town of Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                         |                    | Variable to indicate open vs closed survey |             |
|                                                                                         |                    | Closed                                     | Open        |
| NET: Does Not Meet Expectations                                                         | % within column    | 5%                                         | 9%          |
|                                                                                         | Column Comparisons |                                            | a           |
| NET: Exceeds Expectations                                                               | % within column    | 89%                                        | 76%         |
|                                                                                         | Column Comparisons | B                                          |             |
| Does not meet expectations at all (0-1)                                                 | % within column    | 1%                                         | 1%          |
|                                                                                         | Column Comparisons |                                            |             |
| Does not meet expectations (2-4)                                                        | % within column    | 3%                                         | 8%          |
|                                                                                         | Column Comparisons |                                            | a           |
| Neutral (5)                                                                             | % within column    | 7%                                         | 15%         |
|                                                                                         | Column Comparisons |                                            | A           |
| Exceeds Expectations (6-8)                                                              | % within column    | 64%                                        | 50%         |
|                                                                                         | Column Comparisons | b                                          |             |
| Greatly exceeds expectations (9-10)                                                     | % within column    | 25%                                        | 26%         |
|                                                                                         | Column Comparisons |                                            |             |
| <b>NET</b>                                                                              | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                         | Column Comparisons | -                                          | -           |
| Unweighted n                                                                            |                    | 588                                        | 250         |
| Weighted n                                                                              |                    | 570                                        | 250         |
| Column Names                                                                            |                    | A                                          | B           |

Figure 103. How would you rate the overall quality of services provided by the Town of Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparis

| Compared with other cities and towns, how would you rate Castle Rock as a place to live? |                                       | BANNER - Open vs Closed Survey (2019 Only) |             |
|------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                                                          |                                       | Variable to indicate open vs closed survey |             |
|                                                                                          |                                       | Closed                                     | Open        |
| NET: Worse Than Other Cities and Towns                                                   | % within column<br>Column Comparisons | 3%                                         | 9%          |
| NET: Better Than Other Cities and Towns                                                  | % within column<br>Column Comparisons | 92%                                        | 80%         |
| Significantly worse than other cities and towns (0-1)                                    | % within column<br>Column Comparisons | 0%                                         | 2%          |
| Worse than other cities and towns (2-4)                                                  | % within column<br>Column Comparisons | 3%                                         | 8%          |
| Neutral (5)                                                                              | % within column<br>Column Comparisons | 5%                                         | 10%         |
| Better than other cities and towns (6-8)                                                 | % within column<br>Column Comparisons | 48%                                        | 42%         |
| Significantly better than other cities and towns (9-10)                                  | % within column<br>Column Comparisons | 44%                                        | 38%         |
| <b>NET</b>                                                                               | % within column<br>Column Comparisons | <b>100%</b>                                | <b>100%</b> |
| Unweighted n                                                                             |                                       | 588                                        | 250         |
| Weighted n                                                                               |                                       | 570                                        | 250         |
| Column Names                                                                             |                                       | A                                          | B           |

Figure 104. Compared with other cities and towns, how would you rate Castle Rock as a place to live? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 737 (88%); 63% filtered out  
 Multiple compari

| <b>Overall, would you say that Castle Rock is headed in the right or wrong direction?</b> |                                       | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |                  |
|-------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------|------------------|
|                                                                                           |                                       | Variable to indicate open vs closed survey        |                  |
|                                                                                           |                                       | Closed                                            | Open             |
| NET: Headed in the Wrong Direction                                                        | % within column<br>Column Comparisons | 33%                                               | 40%              |
| NET: Headed in the Right Direction                                                        | % within column<br>Column Comparisons | 54%<br>b                                          | 45%              |
| Strongly headed in the wrong direction (0-1)                                              | % within column<br>Column Comparisons | 9%                                                | 15%<br>a         |
| Headed in the wrong direction (2-4)                                                       | % within column<br>Column Comparisons | 24%                                               | 25%              |
| Neutral (5)                                                                               | % within column<br>Column Comparisons | 12%                                               | 15%              |
| Headed in the right direction (6-8)                                                       | % within column<br>Column Comparisons | 41%                                               | 35%              |
| Strongly headed in the right direction (9-10)                                             | % within column<br>Column Comparisons | 13%                                               | 10%              |
| <b>NET</b>                                                                                | % within column<br>Column Comparisons | <b>100%</b><br>-                                  | <b>100%</b><br>- |
| Unweighted n                                                                              |                                       | 587                                               | 250              |
| Weighted n                                                                                |                                       | 569                                               | 250              |
| Column Names                                                                              |                                       | A                                                 | B                |

Figure 105. Overall, would you say that Castle Rock is headed in the right or wrong direction? by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered

| Do you feel you are getting your money's worth for your tax dollar or not? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|----------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                            |                    | Variable to indicate open vs closed survey |             |
|                                                                            |                    | Closed                                     | Open        |
| NET: Not Getting Money's Worth                                             | % within column    | 16%                                        | 26%         |
|                                                                            | Column Comparisons |                                            | a           |
| NET: Getting Money's Worth                                                 | % within column    | 69%                                        | 58%         |
|                                                                            | Column Comparisons | b                                          |             |
| Definitely not getting my money's worth (0-1)                              | % within column    | 3%                                         | 7%          |
|                                                                            | Column Comparisons |                                            | a           |
| Not getting my money's worth                                               | % within column    | 14%                                        | 19%         |
|                                                                            | Column Comparisons |                                            |             |
| Neutral (5)                                                                | % within column    | 15%                                        | 17%         |
|                                                                            | Column Comparisons |                                            |             |
| Getting my money's worth (6-8)                                             | % within column    | 51%                                        | 40%         |
|                                                                            | Column Comparisons | b                                          |             |
| Definitely getting my money's worth (9-10)                                 | % within column    | 18%                                        | 18%         |
|                                                                            | Column Comparisons |                                            |             |
| <b>NET</b>                                                                 | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                            | Column Comparisons | -                                          | -           |
| Unweighted n                                                               |                    | 588                                        | 250         |
| Weighted n                                                                 |                    | 570                                        | 250         |
| Column Names                                                               |                    | A                                          | B           |

Figure 106. Do you feel you are getting your money's worth for your tax dollar or not? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction

| Star_Rating Using the new 5-Star |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|----------------------------------|--------------------|--------------------------------------------|-------------|
|                                  |                    | Variable to indicate open vs closed survey |             |
|                                  |                    | Closed                                     | Open        |
| *                                | % within column    | 4%                                         | 14%         |
|                                  | Column Comparisons |                                            | A           |
| *+                               | % within column    | 10%                                        | 10%         |
|                                  | Column Comparisons |                                            |             |
| **                               | % within column    | 10%                                        | 14%         |
|                                  | Column Comparisons |                                            |             |
| **+                              | % within column    | 10%                                        | 9%          |
|                                  | Column Comparisons |                                            |             |
| ***                              | % within column    | 9%                                         | 10%         |
|                                  | Column Comparisons |                                            |             |
| NET: < 3.5-Stars                 | % within column    | 43%                                        | 57%         |
|                                  | Column Comparisons |                                            | a           |
| ***+                             | % within column    | 12%                                        | 9%          |
|                                  | Column Comparisons |                                            |             |
| ****                             | % within column    | 21%                                        | 10%         |
|                                  | Column Comparisons | B                                          |             |
| ****+                            | % within column    | 13%                                        | 14%         |
|                                  | Column Comparisons |                                            |             |
| *****                            | % within column    | 11%                                        | 10%         |
|                                  | Column Comparisons |                                            |             |
| NET                              | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                  | Column Comparisons | -                                          | -           |
| Unweighted n                     |                    | 588                                        | 250         |
| Weighted n                       |                    | 570                                        | 250         |
| Column Names                     |                    | A                                          | B           |

Figure 107. Star\_Rating Using the new 5-Star by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 697 (83%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ );

| What would you say is the single most important issue facing Castle Rock in the next 5 years? |                    | BANNER - Open vs Closed Survey (2019 Only) |            |
|-----------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|------------|
|                                                                                               |                    | Variable to indicate open vs closed survey |            |
|                                                                                               |                    | Closed                                     | Open       |
| Growing too fast                                                                              | % within column    | 42%                                        | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Traffic Congestion                                                                            | % within column    | 18%                                        | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Managed / smart growth                                                                        | % within column    | 12%                                        | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Overcrowding                                                                                  | % within column    | 12%                                        | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Water and future water supply                                                                 | % within column    | 13%                                        | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Future infrastructure needs                                                                   | % within column    | 10%                                        | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Something else                                                                                | % within column    | 6%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Road upkeep and maintenance                                                                   | % within column    | 5%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Loss of small town feeling / sense of community                                               | % within column    | 4%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Want more local shops, grocery stores and restaurants                                         | % within column    | 4%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Education and schools                                                                         | % within column    | 3%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Affordable housing                                                                            | % within column    | 3%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Overbuilding houses                                                                           | % within column    | 2%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Public safety                                                                                 | % within column    | 2%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| The economy and better jobs                                                                   | % within column    | 2%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Transportation in general                                                                     | % within column    | 2%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Lack of public transportation                                                                 | % within column    | 2%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Parking issues                                                                                | % within column    | 1%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Loss of open space / agricultural lands                                                       | % within column    | 1%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Taxes and government spending                                                                 | % within column    | 0%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Environmental issues                                                                          | % within column    | 0%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Parks improvements                                                                            | % within column    | 0%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Senior services                                                                               | % within column    | 0%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| Annexation and zoning                                                                         | % within column    | 0%                                         | NaN        |
|                                                                                               | Column Comparisons | -                                          | -          |
| <b>NET</b>                                                                                    | % within column    | <b>100%</b>                                | <b>NaN</b> |
|                                                                                               | Column Comparisons | -                                          | -          |
| Unweighted n                                                                                  |                    | 588                                        | 0          |
| Weighted n                                                                                    |                    | 570                                        | 0          |

Figure 108. What would you say is the single most important issue facing Castle Rock in the next 5 years? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 588; total n = 838; 250 missing; effective sample size = 322 (55%);

| Mean Summary: Livability                 |                    | BANNER - Open vs Closed Survey (2019 Only) |      |
|------------------------------------------|--------------------|--------------------------------------------|------|
|                                          |                    | Variable to indicate open vs closed survey |      |
|                                          |                    | Closed                                     | Open |
| The ability to buy things locally        | Average            | 7.22                                       | 6.59 |
|                                          | Column Comparisons | B                                          |      |
| Employment opportunities within the town | Average            | 5.27                                       | 4.67 |
|                                          | Column Comparisons | b                                          |      |
| Opportunities for youth                  | Average            | 6.59                                       | 5.79 |
|                                          | Column Comparisons | B                                          |      |
| The cost of living in Castle Rock        | Average            | 5.41                                       | 4.60 |
|                                          | Column Comparisons | B                                          |      |
| Unweighted n                             |                    | 568                                        | 249  |
| Weighted n                               |                    | 553                                        | 249  |
| Column Names                             |                    | A                                          | B    |

Figure 109. Mean Summary: Livability by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 822 to 838; total n = 838; 16 missing; effective sample size = 545 (65%); 63% filtered out  
Multiple comparison correction: False Dis

|                                          |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                          |                    | Variable to indicate open vs closed survey        |             |
| <b>The ability to buy things locally</b> |                    | Closed                                            | Open        |
| NET: Poor                                | % within column    | 9%                                                | 17%         |
|                                          | Column Comparisons |                                                   | a           |
| NET: Good / Excellent                    | % within column    | 81%                                               | 69%         |
|                                          | Column Comparisons | B                                                 |             |
| Very poor (0-1)                          | % within column    | 1%                                                | 2%          |
|                                          | Column Comparisons |                                                   |             |
| Poor (2-4)                               | % within column    | 8%                                                | 15%         |
|                                          | Column Comparisons |                                                   | a           |
| Neutral (5)                              | % within column    | 9%                                                | 14%         |
|                                          | Column Comparisons |                                                   |             |
| Good (6-8)                               | % within column    | 54%                                               | 50%         |
|                                          | Column Comparisons |                                                   |             |
| Excellent (9-10)                         | % within column    | 27%                                               | 18%         |
|                                          | Column Comparisons | b                                                 |             |
| <b>NET</b>                               | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                          | Column Comparisons | -                                                 | -           |
| Unweighted n                             |                    | 587                                               | 250         |
| Weighted n                               |                    | 569                                               | 250         |
| Column Names                             |                    | A                                                 | B           |

Figure 110. The ability to buy things locally by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered out  
Multiple comparison correction: False Discover

| Employment opportunities within the town |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                          |                    | Variable to indicate open vs closed survey |             |
|                                          |                    | Closed                                     | Open        |
| NET: Poor                                | % within column    | 32%                                        | 45%         |
|                                          | Column Comparisons |                                            | a           |
| NET: Good / Excellent                    | % within column    | 44%                                        | 36%         |
|                                          | Column Comparisons | b                                          |             |
| Very poor (0-1)                          | % within column    | 7%                                         | 10%         |
|                                          | Column Comparisons |                                            |             |
| Poor (2-4)                               | % within column    | 25%                                        | 35%         |
|                                          | Column Comparisons |                                            | a           |
| Neutral (5)                              | % within column    | 24%                                        | 19%         |
|                                          | Column Comparisons |                                            |             |
| Good (6-8)                               | % within column    | 35%                                        | 31%         |
|                                          | Column Comparisons |                                            |             |
| Excellent (9-10)                         | % within column    | 10%                                        | 5%          |
|                                          | Column Comparisons |                                            |             |
| <b>NET</b>                               | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                          | Column Comparisons | -                                          | -           |
| Unweighted n                             |                    | 573                                        | 249         |
| Weighted n                               |                    | 558                                        | 249         |
| Column Names                             |                    | A                                          | B           |

Figure 111. Employment opportunities within the town by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 822; total n = 838; 16 missing; effective sample size = 649 (79%); 63% filtered out  
 Multiple comparison correction: False

|                                |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|--------------------------------|--------------------|---------------------------------------------------|-------------|
|                                |                    | Variable to indicate open vs closed survey        |             |
| <b>Opportunities for youth</b> |                    | Closed                                            | Open        |
| NET: Poor                      | % within column    | 13%                                               | 27%         |
|                                | Column Comparisons |                                                   | A           |
| NET: Good / Excellent          | % within column    | 71%                                               | 56%         |
|                                | Column Comparisons | B                                                 |             |
| Very poor (0-1)                | % within column    | 1%                                                | 7%          |
|                                | Column Comparisons |                                                   | A           |
| Poor (2-4)                     | % within column    | 12%                                               | 20%         |
|                                | Column Comparisons |                                                   | a           |
| Neutral (5)                    | % within column    | 16%                                               | 17%         |
|                                | Column Comparisons |                                                   |             |
| Good (6-8)                     | % within column    | 55%                                               | 41%         |
|                                | Column Comparisons | b                                                 |             |
| Excellent (9-10)               | % within column    | 16%                                               | 15%         |
|                                | Column Comparisons |                                                   |             |
| <b>NET</b>                     | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                | Column Comparisons | -                                                 | -           |
| Unweighted n                   |                    | 573                                               | 250         |
| Weighted n                     |                    | 557                                               | 250         |
| Column Names                   |                    | A                                                 | B           |

Figure 112. Opportunities for youth by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 823; total n = 838; 15 missing; effective sample size = 687 (84%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (

| <b>The cost of living in Castle Rock</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                          |                    | Variable to indicate open vs closed survey        |             |
|                                          |                    | Closed                                            | Open        |
| NET: Poor                                | % within column    | 32%                                               | 46%         |
|                                          | Column Comparisons |                                                   | a           |
| NET: Good / Excellent                    | % within column    | 49%                                               | 38%         |
|                                          | Column Comparisons | b                                                 |             |
| Very poor (0-1)                          | % within column    | 6%                                                | 12%         |
|                                          | Column Comparisons |                                                   | a           |
| Poor (2-4)                               | % within column    | 27%                                               | 34%         |
|                                          | Column Comparisons |                                                   |             |
| Neutral (5)                              | % within column    | 18%                                               | 16%         |
|                                          | Column Comparisons |                                                   |             |
| Good (6-8)                               | % within column    | 42%                                               | 34%         |
|                                          | Column Comparisons | b                                                 |             |
| Excellent (9-10)                         | % within column    | 7%                                                | 4%          |
|                                          | Column Comparisons |                                                   |             |
| <b>NET</b>                               | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                          | Column Comparisons | -                                                 | -           |
| Unweighted n                             |                    | 588                                               | 250         |
| Weighted n                               |                    | 570                                               | 250         |
| Column Names                             |                    | A                                                 | B           |

Figure 113. The cost of living in Castle Rock by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ );

| <b>Mean Summary: Recommending CR</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |
|--------------------------------------|--------------------|---------------------------------------------------|------|
|                                      |                    | Variable to indicate open vs closed survey        |      |
|                                      |                    | Closed                                            | Open |
| CR as a place to work                | Average            | 5.76                                              | 4.90 |
|                                      | Column Comparisons | B                                                 |      |
| CR as a place to raise children      | Average            | 8.18                                              | 7.18 |
|                                      | Column Comparisons | B                                                 |      |
| CR as a place to retire              | Average            | 6.27                                              | 5.04 |
|                                      | Column Comparisons | B                                                 |      |
| CR as a place to do business         | Average            | 6.65                                              | 5.82 |
|                                      | Column Comparisons | B                                                 |      |
| Unweighted n                         |                    | 575                                               | 249  |
| Weighted n                           |                    | 561                                               | 249  |
| Column Names                         |                    | A                                                 | B    |

*Figure 114. Mean Summary: Recommending CR by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = from 829 to 835; total n = 838; 9 missing; effective sample size = 627 (75%); 63% filtered out  
 Multiple comparison correction: False*

|                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|---------------------------|--------------------|---------------------------------------------------|-------------|
|                           |                    | Variable to indicate open vs closed survey        |             |
| <b>As a place to work</b> |                    | Closed                                            | Open        |
| NET: Not Likely           | % within column    | 25%                                               | 40%         |
|                           | Column Comparisons |                                                   | A           |
| NET: Likely               | % within column    | 54%                                               | 42%         |
|                           | Column Comparisons | b                                                 |             |
| Not at all likely (0-1)   | % within column    | 9%                                                | 14%         |
|                           | Column Comparisons |                                                   |             |
| Not likely (2-4)          | % within column    | 16%                                               | 26%         |
|                           | Column Comparisons |                                                   | a           |
| Neutral (5)               | % within column    | 21%                                               | 17%         |
|                           | Column Comparisons |                                                   |             |
| Likely (6-8)              | % within column    | 40%                                               | 31%         |
|                           | Column Comparisons | b                                                 |             |
| Very likely (9-10)        | % within column    | 14%                                               | 11%         |
|                           | Column Comparisons |                                                   |             |
| <b>NET</b>                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                           | Column Comparisons | -                                                 | -           |
| Unweighted n              |                    | 579                                               | 250         |
| Weighted n                |                    | 564                                               | 250         |
| Column Names              |                    | A                                                 | B           |

Figure 115. As a place to work by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 829; total n = 838; 9 missing; effective sample size = 659 (79%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (

|                                     |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                     |                    | Variable to indicate open vs closed survey        |             |
| <b>As a place to raise children</b> |                    | Closed                                            | Open        |
| NET: Not Likely                     | % within column    | 3%                                                | 14%         |
|                                     | Column Comparisons |                                                   | A           |
| NET: Likely                         | % within column    | 92%                                               | 76%         |
|                                     | Column Comparisons | B                                                 |             |
| Not at all likely (0-1)             | % within column    | 1%                                                | 3%          |
|                                     | Column Comparisons |                                                   | a           |
| Not likely (2-4)                    | % within column    | 3%                                                | 11%         |
|                                     | Column Comparisons |                                                   | A           |
| Neutral (5)                         | % within column    | 5%                                                | 10%         |
|                                     | Column Comparisons |                                                   | a           |
| Likely (6-8)                        | % within column    | 43%                                               | 42%         |
|                                     | Column Comparisons |                                                   |             |
| Very likely (9-10)                  | % within column    | 49%                                               | 34%         |
|                                     | Column Comparisons | B                                                 |             |
| <b>NET</b>                          | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                     | Column Comparisons | -                                                 | -           |
| Unweighted n                        |                    | 581                                               | 250         |
| Weighted n                          |                    | 565                                               | 250         |
| Column Names                        |                    | A                                                 | B           |

Figure 116. As a place to raise children by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 831; total n = 838; 7 missing; effective sample size = 739 (89%); 63% filtered out  
Multiple comparison correction: False Discovery Ra

|                             |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------|--------------------|---------------------------------------------------|-------------|
|                             |                    | Variable to indicate open vs closed survey        |             |
| <b>As a place to retire</b> |                    | Closed                                            | Open        |
| NET: Not Likely             | % within column    | 25%                                               | 41%         |
|                             | Column Comparisons |                                                   | A           |
| NET: Likely                 | % within column    | 64%                                               | 48%         |
|                             | Column Comparisons | B                                                 |             |
| Not at all likely (0-1)     | % within column    | 8%                                                | 20%         |
|                             | Column Comparisons |                                                   | A           |
| Not likely (2-4)            | % within column    | 17%                                               | 21%         |
|                             | Column Comparisons |                                                   |             |
| Neutral (5)                 | % within column    | 12%                                               | 11%         |
|                             | Column Comparisons |                                                   |             |
| Likely (6-8)                | % within column    | 40%                                               | 30%         |
|                             | Column Comparisons | b                                                 |             |
| Very likely (9-10)          | % within column    | 23%                                               | 18%         |
|                             | Column Comparisons |                                                   |             |
| <b>NET</b>                  | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                             | Column Comparisons | -                                                 | -           |
| Unweighted n                |                    | 585                                               | 250         |
| Weighted n                  |                    | 567                                               | 250         |
| Column Names                |                    | A                                                 | B           |

Figure 117. As a place to retire by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 660 (79%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (FDR)

|                                  |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|----------------------------------|--------------------|---------------------------------------------------|-------------|
|                                  |                    | Variable to indicate open vs closed survey        |             |
| <b>As a place to do business</b> |                    | Closed                                            | Open        |
| NET: Not Likely                  | % within column    | 13%                                               | 27%         |
|                                  | Column Comparisons |                                                   | A           |
| NET: Likely                      | % within column    | 72%                                               | 58%         |
|                                  | Column Comparisons | B                                                 |             |
| Not at all likely (0-1)          | % within column    | 3%                                                | 7%          |
|                                  | Column Comparisons |                                                   | a           |
| Not likely (2-4)                 | % within column    | 9%                                                | 20%         |
|                                  | Column Comparisons |                                                   | A           |
| Neutral (5)                      | % within column    | 16%                                               | 15%         |
|                                  | Column Comparisons |                                                   |             |
| Likely (6-8)                     | % within column    | 52%                                               | 43%         |
|                                  | Column Comparisons | b                                                 |             |
| Very likely (9-10)               | % within column    | 20%                                               | 15%         |
|                                  | Column Comparisons |                                                   |             |
| <b>NET</b>                       | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                  | Column Comparisons | -                                                 | -           |
| Unweighted n                     |                    | 582                                               | 249         |
| Weighted n                       |                    | 566                                               | 249         |
| Column Names                     |                    | A                                                 | B           |

Figure 118. As a place to do business by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 831; total n = 838; 7 missing; effective sample size = 684 (82%); 63% filtered out  
Multiple comparison correction: False Discovery Rate

|                                                                              |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |
|------------------------------------------------------------------------------|--------------------|---------------------------------------------------|------|
|                                                                              |                    | Variable to indicate open vs closed survey        |      |
| <b>Mean Summary: Government</b>                                              |                    | Closed                                            | Open |
| Keeps residents informed regarding Town happenings and initiatives           | Average            | 7.29                                              | 6.54 |
|                                                                              | Column Comparisons | B                                                 |      |
| Seeks residents' involvement and input                                       | Average            | 6.66                                              | 5.48 |
|                                                                              | Column Comparisons | B                                                 |      |
| Keeps residents informed regarding Castle Rock water services and projects** | Average            | 7.33                                              | 6.76 |
|                                                                              | Column Comparisons | b                                                 |      |
| Keeps residents informed regarding parks and recreation initiative           | Average            | 7.54                                              | 6.85 |
|                                                                              | Column Comparisons | B                                                 |      |
| Unweighted n                                                                 |                    | 585                                               | 250  |
| Weighted n                                                                   |                    | 566                                               | 250  |
| Column Names                                                                 |                    | A                                                 | B    |

Figure 119. Mean Summary: Government by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 836 to 838; total n = 838; 2 missing; effective sample size = 589 (70%); 63% filtered out  
Multiple comparison correction: False Disc

| <b>Keeps residents informed regarding<br/>Town happenings and initiatives</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                                               |                    | Variable to indicate open vs closed survey        |             |
|                                                                               |                    | Closed                                            | Open        |
| NET: Disagree                                                                 | % within column    | 12%                                               | 21%         |
|                                                                               | Column Comparisons |                                                   | a           |
| NET: Agree                                                                    | % within column    | 81%                                               | 68%         |
|                                                                               | Column Comparisons | B                                                 |             |
| Strongly disagree (0-1)                                                       | % within column    | 2%                                                | 5%          |
|                                                                               | Column Comparisons |                                                   |             |
| Somewhat disagree (2-4)                                                       | % within column    | 10%                                               | 16%         |
|                                                                               | Column Comparisons |                                                   | a           |
| Neutral (5)                                                                   | % within column    | 6%                                                | 11%         |
|                                                                               | Column Comparisons |                                                   | a           |
| Somewhat agree (6-8)                                                          | % within column    | 50%                                               | 41%         |
|                                                                               | Column Comparisons | b                                                 |             |
| Strongly agree (9-10)                                                         | % within column    | 31%                                               | 26%         |
|                                                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                                                  |                    | 588                                               | 250         |
| Weighted n                                                                    |                    | 570                                               | 250         |
| Column Names                                                                  |                    | A                                                 | B           |

*Figure 120. Keeps residents informed regarding Town happenings and initiatives by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 679 (81%); 63% filtered out  
Multiple comparison correction: False*

| <b>Seeks residents' involvement and input</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey        |             |
|                                               |                    | Closed                                            | Open        |
| NET: Disagree                                 | % within column    | 16%                                               | 35%         |
|                                               | Column Comparisons |                                                   | A           |
| NET: Agree                                    | % within column    | 70%                                               | 52%         |
|                                               | Column Comparisons | B                                                 |             |
| Strongly disagree (0-1)                       | % within column    | 3%                                                | 14%         |
|                                               | Column Comparisons |                                                   | A           |
| Somewhat disagree (2-4)                       | % within column    | 13%                                               | 22%         |
|                                               | Column Comparisons |                                                   | a           |
| Neutral (5)                                   | % within column    | 14%                                               | 12%         |
|                                               | Column Comparisons |                                                   |             |
| Somewhat agree (6-8)                          | % within column    | 46%                                               | 34%         |
|                                               | Column Comparisons | b                                                 |             |
| Strongly agree (9-10)                         | % within column    | 23%                                               | 18%         |
|                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                  |                    | 586                                               | 250         |
| Weighted n                                    |                    | 567                                               | 250         |
| Column Names                                  |                    | A                                                 | B           |

Figure 121. Seeks residents' involvement and input by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective sample size = 661 (79%); 63% filtered out  
Multiple comparison correction: False Di

| Keeps residents informed regarding Castle Rock water services and projects** |                                       | BANNER - Open vs Closed Survey (2019 Only) |                  |
|------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|------------------|
|                                                                              |                                       | Variable to indicate open vs closed survey |                  |
|                                                                              |                                       | Closed                                     | Open             |
| NET: Disagree                                                                | % within column<br>Column Comparisons | 14%                                        | 17%              |
| NET: Agree                                                                   | % within column<br>Column Comparisons | 78%                                        | 73%              |
| Strongly disagree (0-1)                                                      | % within column<br>Column Comparisons | 3%                                         | 5%               |
| Somewhat disagree (2-4)                                                      | % within column<br>Column Comparisons | 11%                                        | 12%              |
| Neutral (5)                                                                  | % within column<br>Column Comparisons | 9%                                         | 10%              |
| Somewhat agree (6-8)                                                         | % within column<br>Column Comparisons | 40%                                        | 46%              |
| Strongly agree (9-10)                                                        | % within column<br>Column Comparisons | 38%                                        | 27%              |
| <b>NET</b>                                                                   | % within column<br>Column Comparisons | <b>100%</b><br>-                           | <b>100%</b><br>- |
| Unweighted n                                                                 |                                       | 587                                        | 250              |
| Weighted n                                                                   |                                       | 569                                        | 250              |
| Column Names                                                                 |                                       | A                                          | B                |

Figure 122. Keeps residents informed regarding Castle Rock water services and projects\*\* by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered out  
 Mu

| <b>Keeps residents informed regarding parks and recreation initiative</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|---------------------------------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                                           |                    | Variable to indicate open vs closed survey        |             |
|                                                                           |                    | Closed                                            | Open        |
| NET: Disagree                                                             | % within column    | 9%                                                | 15%         |
|                                                                           | Column Comparisons |                                                   | a           |
| NET: Agree                                                                | % within column    | 85%                                               | 73%         |
|                                                                           | Column Comparisons | B                                                 |             |
| Strongly disagree (0-1)                                                   | % within column    | 2%                                                | 4%          |
|                                                                           | Column Comparisons |                                                   |             |
| Somewhat disagree (2-4)                                                   | % within column    | 6%                                                | 10%         |
|                                                                           | Column Comparisons |                                                   |             |
| Neutral (5)                                                               | % within column    | 6%                                                | 12%         |
|                                                                           | Column Comparisons |                                                   | a           |
| Somewhat agree (6-8)                                                      | % within column    | 48%                                               | 42%         |
|                                                                           | Column Comparisons |                                                   |             |
| Strongly agree (9-10)                                                     | % within column    | 37%                                               | 32%         |
|                                                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                                                              |                    | 588                                               | 250         |
| Weighted n                                                                |                    | 570                                               | 250         |
| Column Names                                                              |                    | A                                                 | B           |

*Figure 123. Keeps residents informed regarding parks and recreation initiative by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
Multiple comparison correction: False*

**BANNER - Open vs Closed Survey (2019 Only)**

| Attitudes toward Town grocery tax                                                                      |                                       | Variable to indicate open vs closed survey |             |
|--------------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                                                                        |                                       | Closed                                     | Open        |
| The town should keep the grocery tax as-is                                                             | % within column<br>Column Comparisons | 57%                                        | 50%         |
| The town should keep the grocery tax, but offer a rebate for low-income residents                      | % within column<br>Column Comparisons | 23%                                        | 20%         |
| The town should phase out the grocery tax and replace the missing revenue by increasing property taxes | % within column<br>Column Comparisons | 4%                                         | 6%          |
| The town should phase out the grocery tax and replace the missing revenue with other taxes             | % within column<br>Column Comparisons | 11%                                        | 14%         |
| The town should phase out the grocery tax, not replace the missing revenue and reduce services         | % within column<br>Column Comparisons | 6%                                         | 10%         |
| Don't know                                                                                             | % within column                       | 0%                                         | 0%          |
|                                                                                                        | Column Comparisons                    | -                                          | -           |
| <b>NET</b>                                                                                             | % within column                       | <b>100%</b>                                | <b>100%</b> |
|                                                                                                        | Column Comparisons                    | -                                          | -           |
| Average                                                                                                |                                       | 1.86                                       | 2.15        |
| Unweighted n                                                                                           |                                       | 586                                        | 250         |
| Weighted n                                                                                             |                                       | 568                                        | 250         |

Figure 124. Attitudes toward Town grocery tax by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective sample size = 661 (79%); 63% filtered out  
 Multiple comparison correction: False Discover

| How strongly do you feel this way?                 |                                       | BANNER - Open vs Closed Survey (2019 Only) |             |
|----------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                    |                                       | Variable to indicate open vs closed survey |             |
|                                                    |                                       | Closed                                     | Open        |
| I'm leaning this way, but fairly indifferent (0-1) | % within column<br>Column Comparisons | 3%                                         | 5%          |
| Leaning this way (2-4)                             | % within column<br>Column Comparisons | 6%                                         | 5%          |
| Neutral (5)                                        | % within column<br>Column Comparisons | 9%                                         | 9%          |
| I feel somewhat strongly this way (6-8)            | % within column<br>Column Comparisons | 40%                                        | 29%         |
| I strongly feel this way (9-10)                    | % within column<br>Column Comparisons | 42%                                        | 52%         |
| NET: Strongly                                      | % within column<br>Column Comparisons | 82%                                        | 81%         |
| <b>NET</b>                                         | % within column<br>Column Comparisons | <b>100%</b>                                | <b>100%</b> |
| Average                                            |                                       | 7.63                                       | 7.87        |
| Unweighted n                                       |                                       | 585                                        | 250         |
| Weighted n                                         |                                       | 566                                        | 250         |
| Column Names                                       |                                       | A                                          | B           |

Figure 125. How strongly do you feel this way? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 660 (79%); 63% filtered out  
 Multiple comparison correction: False Discover

**How strongly do you feel this way?**

| Attitudes toward Town grocery tax                                                                      |                    | I'm leaning this way, but fairly indifferent (0-1) | Leaning this way (2-4) | Neutral (5) | I feel somewhat strongly this way (6-8) | I strongly feel this way (9-10) | NET: Strongly | NET         | Row n      | Row Population |
|--------------------------------------------------------------------------------------------------------|--------------------|----------------------------------------------------|------------------------|-------------|-----------------------------------------|---------------------------------|---------------|-------------|------------|----------------|
|                                                                                                        |                    | The town should keep the grocery tax as-is         | % within column        | 64%         | 44%                                     | 38%                             | 58%           | 61%         | 60%        | <b>57%</b>     |
|                                                                                                        | Column Comparisons |                                                    |                        |             |                                         |                                 | -             | -           |            |                |
| The town should keep the grocery tax, but offer a rebate for low-income residents                      | % within column    | 19%                                                | 6%                     | 25%         | 22%                                     | 25%                             | 24%           | <b>23%</b>  | 127        | 128            |
|                                                                                                        | Column Comparisons |                                                    |                        | b           | b                                       | b                               | -             | -           |            |                |
| The town should phase out the grocery tax and replace the missing revenue by increasing property taxes | % within column    | 0%                                                 | 21%                    | 12%         | 4%                                      | 2%                              | 3%            | <b>4%</b>   | 32         | 25             |
|                                                                                                        | Column Comparisons |                                                    | d E                    | e           |                                         |                                 | -             | -           |            |                |
| The town should phase out the grocery tax and replace the missing revenue with other taxes             | % within column    | 11%                                                | 23%                    | 20%         | 13%                                     | 5%                              | 9%            | <b>11%</b>  | 66         | 61             |
|                                                                                                        | Column Comparisons |                                                    | e                      | e           | e                                       |                                 | -             | -           |            |                |
| The town should phase out the grocery tax, not replace the missing revenue and reduce services         | % within column    | 6%                                                 | 7%                     | 5%          | 4%                                      | 6%                              | 5%            | <b>5%</b>   | 37         | 29             |
|                                                                                                        | Column Comparisons |                                                    |                        |             |                                         |                                 | -             | -           |            |                |
| Don't know                                                                                             | % within column    | 0%                                                 | 0%                     | 0%          | 0%                                      | 0%                              | 0%            | <b>0%</b>   | 0          | 0              |
|                                                                                                        | Column Comparisons | -                                                  | -                      | -           | -                                       | -                               | -             | -           |            |                |
| <b>NET</b>                                                                                             | % within column    | <b>100%</b>                                        | <b>100%</b>            | <b>100%</b> | <b>100%</b>                             | <b>100%</b>                     | <b>100%</b>   | <b>100%</b> | <b>585</b> | <b>566</b>     |
|                                                                                                        | Column Comparisons | -                                                  | -                      | -           | -                                       | -                               | -             | -           |            |                |
| Average                                                                                                |                    | 1.77                                               | 2.44                   | 2.29        | 1.83                                    | 1.70                            | 1.76          | <b>1.85</b> |            |                |
| Unweighted n                                                                                           |                    | 20                                                 | 28                     | 54          | 223                                     | 260                             | 483           | <b>585</b>  |            |                |
| Weighted n                                                                                             |                    | 19                                                 | 32                     | 50          | 227                                     | 239                             | 465           | <b>566</b>  |            |                |

Figure 126. CLOSED SURVEY - Attitudes toward Town grocery tax by How strongly do you feel this way?  
Filter: 2019 AND Closed; Weight: Raked Weight; base n = 585; total n = 588; 3 missing; effective sample size = 370 (63%); 74% filtered out  
Multiple comparison correc

**How strongly do you feel this way?**

| Attitudes toward Town grocery tax                                                                      |                    | I'm leaning this way, but fairly indifferent (0-1) | Leaning this way (2-4) | Neutral (5) | I feel somewhat strongly this way (6-8) | I strongly feel this way (9-10) | NET: Strongly | NET         | Row n      | Row Population |
|--------------------------------------------------------------------------------------------------------|--------------------|----------------------------------------------------|------------------------|-------------|-----------------------------------------|---------------------------------|---------------|-------------|------------|----------------|
|                                                                                                        |                    | The town should keep the grocery tax as-is         | % within column        | 68%         | 45%                                     | 37%                             | 56%           | 57%         | 57%        | <b>55%</b>     |
|                                                                                                        | Column Comparisons | c                                                  |                        |             | c                                       | c                               | -             | -           |            |                |
| The town should keep the grocery tax, but offer a rebate for low-income residents                      | % within column    | 12%                                                | 11%                    | 25%         | 22%                                     | 24%                             | 23%           | <b>22%</b>  | 178        | 179            |
|                                                                                                        | Column Comparisons |                                                    |                        |             |                                         |                                 | -             | -           |            |                |
| The town should phase out the grocery tax and replace the missing revenue by increasing property taxes | % within column    | 3%                                                 | 17%                    | 9%          | 4%                                      | 3%                              | 4%            | <b>5%</b>   | 46         | 39             |
|                                                                                                        | Column Comparisons |                                                    | d E                    | e           |                                         |                                 | -             | -           |            |                |
| The town should phase out the grocery tax and replace the missing revenue with other taxes             | % within column    | 13%                                                | 22%                    | 19%         | 13%                                     | 8%                              | 10%           | <b>12%</b>  | 101        | 96             |
|                                                                                                        | Column Comparisons |                                                    | e                      | e           |                                         |                                 | -             | -           |            |                |
| The town should phase out the grocery tax, not replace the missing revenue and reduce services         | % within column    | 4%                                                 | 5%                     | 9%          | 5%                                      | 9%                              | 7%            | <b>7%</b>   | 63         | 55             |
|                                                                                                        | Column Comparisons |                                                    |                        |             |                                         |                                 | -             | -           |            |                |
| Don't know                                                                                             | % within column    | 0%                                                 | 0%                     | 0%          | 0%                                      | 0%                              | 0%            | <b>0%</b>   | 0          | 0              |
|                                                                                                        | Column Comparisons | -                                                  | -                      | -           | -                                       | -                               | -             | -           |            |                |
| <b>NET</b>                                                                                             | % within column    | <b>100%</b>                                        | <b>100%</b>            | <b>100%</b> | <b>100%</b>                             | <b>100%</b>                     | <b>100%</b>   | <b>100%</b> | <b>835</b> | <b>816</b>     |
|                                                                                                        | Column Comparisons | -                                                  | -                      | -           | -                                       | -                               | -             | -           |            |                |
| Average                                                                                                |                    | 1.73                                               | 2.30                   | 2.37        | 1.89                                    | 1.87                            | 1.88          | <b>1.94</b> |            |                |
| Unweighted n                                                                                           |                    | 32                                                 | 40                     | 77          | 296                                     | 390                             | 686           | <b>835</b>  |            |                |
| Weighted n                                                                                             |                    | 31                                                 | 44                     | 73          | 300                                     | 369                             | 668           | <b>816</b>  |            |                |

Figure 127. OPEN SURVEY - Attitudes toward Town grocery tax by How strongly do you feel this way?  
 Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 591 (71%); 63% filtered out  
 Multiple comparison correction: False D

| Would you support or oppose implementing a lodging tax? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|---------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                         |                    | Variable to indicate open vs closed survey |             |
|                                                         |                    | Closed                                     | Open        |
| NET: Oppose                                             | % within column    | 12%                                        | 12%         |
|                                                         | Column Comparisons |                                            |             |
| NET: Support                                            | % within column    | 75%                                        | 74%         |
|                                                         | Column Comparisons |                                            |             |
| Strongly oppose (0-1)                                   | % within column    | 5%                                         | 6%          |
|                                                         | Column Comparisons |                                            |             |
| Somewhat oppose (2-4)                                   | % within column    | 7%                                         | 6%          |
|                                                         | Column Comparisons |                                            |             |
| Neutral (5)                                             | % within column    | 14%                                        | 14%         |
|                                                         | Column Comparisons |                                            |             |
| Somewhat support (6-8)                                  | % within column    | 39%                                        | 36%         |
|                                                         | Column Comparisons |                                            |             |
| Strongly support (9-10)                                 | % within column    | 36%                                        | 38%         |
|                                                         | Column Comparisons |                                            |             |
| <b>NET</b>                                              | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                         | Column Comparisons | -                                          | -           |
| Average                                                 |                    | 7.22                                       | 7.15        |
| Unweighted n                                            |                    | 585                                        | 250         |
| Weighted n                                              |                    | 566                                        | 250         |
| Column Names                                            |                    | A                                          | B           |

Figure 128. Would you support or oppose implementing a lodging tax? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 660 (79%); 63% filtered out  
 Multiple comparison cor

| Would you support or oppose the Town investing in public transportation services within the Town limits of Castle Rock? |                                       | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                                                                                         |                                       | Variable to indicate open vs closed survey |             |
|                                                                                                                         |                                       | Closed                                     | Open        |
| NET: Oppose                                                                                                             | % within column<br>Column Comparisons | 27%                                        | 29%         |
| NET: Support                                                                                                            | % within column<br>Column Comparisons | 56%                                        | 55%         |
| Strongly oppose (0-1)                                                                                                   | % within column<br>Column Comparisons | 14%                                        | 17%         |
| Somewhat oppose (2-4)                                                                                                   | % within column<br>Column Comparisons | 13%                                        | 12%         |
| Neutral (5)                                                                                                             | % within column<br>Column Comparisons | 17%                                        | 16%         |
| Somewhat support (6-8)                                                                                                  | % within column<br>Column Comparisons | 24%                                        | 24%         |
| Strongly support (9-10)                                                                                                 | % within column<br>Column Comparisons | 32%                                        | 31%         |
| <b>NET</b>                                                                                                              | % within column<br>Column Comparisons | <b>100%</b>                                | <b>100%</b> |
| Average                                                                                                                 |                                       | 6.09                                       | 5.99        |
| Unweighted n                                                                                                            |                                       | 586                                        | 250         |
| Weighted n                                                                                                              |                                       | 568                                        | 250         |
| Column Names                                                                                                            |                                       | A                                          | B           |

Figure 129. Would you support or oppose the Town investing in public transportation services within the Town limits of Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective s

| <b>Would you be willing to pay an additional tax so that the Town can develop a public transportation system within the Town limits of Castle Rock?</b> |                                       | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------|------------------|
|                                                                                                                                                         |                                       | Variable to indicate open vs closed survey        |                  |
|                                                                                                                                                         |                                       | Closed                                            | Open             |
| NET: Oppose                                                                                                                                             | % within column<br>Column Comparisons | 25%                                               | 25%              |
| NET: Support                                                                                                                                            | % within column<br>Column Comparisons | 61%                                               | 62%              |
| Strongly oppose (0-1)                                                                                                                                   | % within column<br>Column Comparisons | 12%                                               | 12%              |
| Somewhat oppose (2-4)                                                                                                                                   | % within column<br>Column Comparisons | 13%                                               | 12%              |
| Neutral (5)                                                                                                                                             | % within column<br>Column Comparisons | 14%                                               | 13%              |
| Somewhat support (6-8)                                                                                                                                  | % within column<br>Column Comparisons | 37%                                               | 36%              |
| Strongly support (9-10)                                                                                                                                 | % within column<br>Column Comparisons | 24%                                               | 26%              |
| <b>NET</b>                                                                                                                                              | % within column<br>Column Comparisons | <b>100%</b><br>-                                  | <b>100%</b><br>- |
| Average                                                                                                                                                 |                                       | 6.12                                              | 6.16             |
| Unweighted n                                                                                                                                            |                                       | 323                                               | 138              |
| Weighted n                                                                                                                                              |                                       | 322                                               | 138              |
| Column Names                                                                                                                                            |                                       | A                                                 | B                |

Figure 130. Would you be willing to pay an additional tax so that the Town can develop a public transportation system within the Town limits of Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 461; total n = 83

| <b>NEW BASE - Would you be willing to pay an additional tax so that the Town can develop a public transportation system within the Town limits of Castle Rock?</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|------------|
|                                                                                                                                                                    |                    | Variable to indicate open vs closed survey        |            |
|                                                                                                                                                                    |                    | Closed                                            | Open       |
| NET: Oppose                                                                                                                                                        | % within column    | 58%                                               | NaN        |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| NET: Support                                                                                                                                                       | % within column    | 35%                                               | NaN        |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| Strongly oppose (0-1)                                                                                                                                              | % within column    | 50%                                               | NaN        |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| Somewhat oppose (2-4)                                                                                                                                              | % within column    | 7%                                                | NaN        |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| Neutral (5)                                                                                                                                                        | % within column    | 8%                                                | NaN        |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| Somewhat support (6-8)                                                                                                                                             | % within column    | 21%                                               | NaN        |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| Strongly support (9-10)                                                                                                                                            | % within column    | 14%                                               | NaN        |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| <b>NET</b>                                                                                                                                                         | % within column    | <b>100%</b>                                       | <b>NaN</b> |
|                                                                                                                                                                    | Column Comparisons | -                                                 | -          |
| Average                                                                                                                                                            |                    | 3.46                                              | NaN        |
| Unweighted n                                                                                                                                                       |                    | 588                                               | 0          |
| Weighted n                                                                                                                                                         |                    | 570                                               | 0          |
| Column Names                                                                                                                                                       |                    | A                                                 | B          |

Figure 131. NEW BASE - Would you be willing to pay an additional tax so that the Town can develop a public transportation system within the Town limits of Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 588; t

| <b>Mean Score: Overall, how would you rate the sense of community in Castle Rock?</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |
|---------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|------|
|                                                                                       |                    | Variable to indicate open vs closed survey        |      |
|                                                                                       |                    | Closed                                            | Open |
| Mean Score: Overall, how would you rate the sense of community in Castle Rock?        | Average            | 6.75                                              | 6.19 |
|                                                                                       | Column Comparisons | b                                                 |      |
| Average                                                                               |                    | 6.75                                              | 6.19 |
| Unweighted n                                                                          |                    | 588                                               | 250  |
| Weighted n                                                                            |                    | 570                                               | 250  |
| Column Names                                                                          |                    | A                                                 | B    |

*Figure 132. Mean Score: Overall, how would you rate the sense of community in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 539 (64%); 63% filtered out  
 Multiple comparison correc*

| Overall, how would you rate the sense of community in Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|--------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                    |                    | Variable to indicate open vs closed survey |             |
|                                                                    |                    | Closed                                     | Open        |
| NET: Lack of Sense of Community                                    | % within column    | 15%                                        | 22%         |
|                                                                    | Column Comparisons |                                            | a           |
| NET: Sense of Community                                            | % within column    | 76%                                        | 64%         |
|                                                                    | Column Comparisons | b                                          |             |
| No sense of community at all (0-1)                                 | % within column    | 2%                                         | 4%          |
|                                                                    | Column Comparisons |                                            | a           |
| Little sense of community (2-4)                                    | % within column    | 13%                                        | 18%         |
|                                                                    | Column Comparisons |                                            |             |
| Neutral (5)                                                        | % within column    | 9%                                         | 14%         |
|                                                                    | Column Comparisons |                                            | a           |
| Somewhat strong sense of community (6-8)                           | % within column    | 56%                                        | 48%         |
|                                                                    | Column Comparisons | b                                          |             |
| Strong sense of community (9-10)                                   | % within column    | 20%                                        | 16%         |
|                                                                    | Column Comparisons |                                            |             |
| <b>NET</b>                                                         | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                    | Column Comparisons | -                                          | -           |
| Unweighted n                                                       |                    | 588                                        | 250         |
| Weighted n                                                         |                    | 570                                        | 250         |
| Column Names                                                       |                    | A                                          | B           |

Figure 133. Overall, how would you rate the sense of community in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 686 (82%); 63% filtered out  
 Multiple comparison correction: False

| <b>Friendly people where everyone knows everyone</b> |                                       | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------------------------------|---------------------------------------|---------------------------------------------------|-------------|
|                                                      |                                       | Variable to indicate open vs closed survey        |             |
|                                                      |                                       | Closed                                            | Open        |
| NET: Does Not Describe Small Town Character          | % within column<br>Column Comparisons | 18%                                               | 19%         |
| NET: Describes Small Town Character                  | % within column<br>Column Comparisons | 73%                                               | 72%         |
| Does not describe small town character at all (0-1)  | % within column<br>Column Comparisons | 5%                                                | 7%          |
| Does not describe small town character (2-4)         | % within column<br>Column Comparisons | 12%                                               | 12%         |
| Neutral (5)                                          | % within column<br>Column Comparisons | 10%                                               | 9%          |
| Describes small town character (6-8)                 | % within column<br>Column Comparisons | 37%                                               | 36%         |
| Perfectly describes small town character (9-10)      | % within column<br>Column Comparisons | 36%                                               | 36%         |
| <b>NET</b>                                           | % within column<br>Column Comparisons | <b>100%</b>                                       | <b>100%</b> |
| Unweighted n                                         |                                       | 588                                               | 250         |
| Weighted n                                           |                                       | 570                                               | 250         |
| Column Names                                         |                                       | A                                                 | B           |

Figure 134. Friendly people where everyone knows everyone by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR)

|                                                    |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |
|----------------------------------------------------|--------------------|---------------------------------------------------|------|
|                                                    |                    | Variable to indicate open vs closed survey        |      |
| <b>Mean Summary: Community Character</b>           |                    | Closed                                            | Open |
| Friendly people where everyone knows everyone      | Average            | 7.02                                              | 7.01 |
|                                                    | Column Comparisons |                                                   |      |
| Special events and activities for the community    | Average            | 8.17                                              | 8.00 |
|                                                    | Column Comparisons |                                                   |      |
| Supporting small, local businesses                 | Average            | 8.04                                              | 7.77 |
|                                                    | Column Comparisons |                                                   |      |
| Open spaces and natural beauty to enjoy and admire | Average            | 8.25                                              | 8.08 |
|                                                    | Column Comparisons |                                                   |      |
| Safe neighborhoods and streets                     | Average            | 8.61                                              | 8.30 |
|                                                    | Column Comparisons | b                                                 |      |
| Has a vibrant downtown                             | Average            | 7.33                                              | 6.82 |
|                                                    | Column Comparisons | b                                                 |      |
| Unweighted n                                       |                    | 587                                               | 250  |
| Weighted n                                         |                    | 569                                               | 250  |
| Column Names                                       |                    | A                                                 | B    |

*Figure 135. Mean Summary: Community Character by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = from 837 to 838; total n = 838; 1 missing; effective sample size = 537 (64%); 63% filtered out  
 Multiple comparison correction: F*

| Special events and activities for the community     |                                       | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                     |                                       | Variable to indicate open vs closed survey |             |
|                                                     |                                       | Closed                                     | Open        |
| NET: Does Not Describe Small Town Character         | % within column<br>Column Comparisons | 6%                                         | 9%          |
| NET: Describes Small Town Character                 | % within column<br>Column Comparisons | 90%                                        | 85%         |
| Does not describe small town character at all (0-1) | % within column<br>Column Comparisons | 1%                                         | 2%          |
| Does not describe small town character (2-4)        | % within column<br>Column Comparisons | 6%                                         | 7%          |
| Neutral (5)                                         | % within column<br>Column Comparisons | 4%                                         | 6%          |
| Describes small town character (6-8)                | % within column<br>Column Comparisons | 38%                                        | 33%         |
| Perfectly describes small town character (9-10)     | % within column<br>Column Comparisons | 51%                                        | 52%         |
| <b>NET</b>                                          | % within column<br>Column Comparisons | <b>100%</b>                                | <b>100%</b> |
| Unweighted n                                        |                                       | 588                                        | 250         |
| Weighted n                                          |                                       | 570                                        | 250         |
| Column Names                                        |                                       | A                                          | B           |

Figure 136. Special events and activities for the community by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR)

|                                                     |                                       | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |                  |
|-----------------------------------------------------|---------------------------------------|---------------------------------------------------|------------------|
|                                                     |                                       | Variable to indicate open vs closed survey        |                  |
| <b>Supporting small, local businesses</b>           |                                       | Closed                                            | Open             |
| NET: Does Not Describe Small Town Character         | % within column<br>Column Comparisons | 6%                                                | 10%              |
| NET: Describes Small Town Character                 | % within column<br>Column Comparisons | 89%<br>b                                          | 83%              |
| Does not describe small town character at all (0-1) | % within column<br>Column Comparisons | 1%                                                | 4%<br>a          |
| Does not describe small town character (2-4)        | % within column<br>Column Comparisons | 5%                                                | 6%               |
| Neutral (5)                                         | % within column<br>Column Comparisons | 5%                                                | 7%               |
| Describes small town character (6-8)                | % within column<br>Column Comparisons | 39%                                               | 34%              |
| Perfectly describes small town character (9-10)     | % within column<br>Column Comparisons | 50%                                               | 49%              |
| <b>NET</b>                                          | % within column<br>Column Comparisons | <b>100%</b><br>-                                  | <b>100%</b><br>- |
| Unweighted n                                        |                                       | 588                                               | 250              |
| Weighted n                                          |                                       | 570                                               | 250              |
| Column Names                                        |                                       | A                                                 | B                |

*Figure 137. Supporting small, local businesses by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ );*

| Open spaces and natural beauty to enjoy and admire  |                                       | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                     |                                       | Variable to indicate open vs closed survey |             |
|                                                     |                                       | Closed                                     | Open        |
| NET: Does Not Describe Small Town Character         | % within column<br>Column Comparisons | 7%                                         | 7%          |
| NET: Describes Small Town Character                 | % within column<br>Column Comparisons | 90%                                        | 82%         |
| Does not describe small town character at all (0-1) | % within column<br>Column Comparisons | 3%                                         | 2%          |
| Does not describe small town character (2-4)        | % within column<br>Column Comparisons | 4%                                         | 5%          |
| Neutral (5)                                         | % within column<br>Column Comparisons | 4%                                         | 11%         |
| Describes small town character (6-8)                | % within column<br>Column Comparisons | 33%                                        | 28%         |
| Perfectly describes small town character (9-10)     | % within column<br>Column Comparisons | 57%                                        | 54%         |
| <b>NET</b>                                          | % within column<br>Column Comparisons | <b>100%</b>                                | <b>100%</b> |
| Unweighted n                                        |                                       | 588                                        | 250         |
| Weighted n                                          |                                       | 570                                        | 250         |
| Column Names                                        |                                       | A                                          | B           |

Figure 138. Open spaces and natural beauty to enjoy and admire by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 665 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (

|                                                     |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                     |                    | Variable to indicate open vs closed survey        |             |
| <b>Safe neighborhoods and streets</b>               |                    | Closed                                            | Open        |
| NET: Does Not Describe Small Town                   | % within column    | 3%                                                | 6%          |
| Character                                           | Column Comparisons |                                                   | a           |
| NET: Describes Small Town                           | % within column    | 93%                                               | 88%         |
| Character                                           | Column Comparisons |                                                   |             |
| Does not describe small town character at all (0-1) | % within column    | 0%                                                | 2%          |
|                                                     | Column Comparisons |                                                   | a           |
| Does not describe small town character (2-4)        | % within column    | 3%                                                | 5%          |
|                                                     | Column Comparisons |                                                   |             |
| Neutral (5)                                         | % within column    | 4%                                                | 5%          |
|                                                     | Column Comparisons |                                                   |             |
| Describes small town character (6-8)                | % within column    | 33%                                               | 31%         |
|                                                     | Column Comparisons |                                                   |             |
| Perfectly describes small town character (9-10)     | % within column    | 60%                                               | 58%         |
|                                                     | Column Comparisons |                                                   |             |
| <b>NET</b>                                          | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                     | Column Comparisons | -                                                 | -           |
| Unweighted n                                        |                    | 588                                               | 250         |
| Weighted n                                          |                    | 570                                               | 250         |
| Column Names                                        |                    | A                                                 | B           |

*Figure 139. Safe neighborhoods and streets by BANNER - Open vs Closed Survey (2019 Only)*  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 678 (81%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Col

|                                                     |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                     |                    | Variable to indicate open vs closed survey        |             |
| <b>Has a vibrant downtown</b>                       |                    | Closed                                            | Open        |
| NET: Does Not Describe Small Town                   | % within column    | 11%                                               | 21%         |
| Character                                           | Column Comparisons |                                                   | a           |
| NET: Describes Small Town                           | % within column    | 80%                                               | 69%         |
| Character                                           | Column Comparisons | b                                                 |             |
| Does not describe small town character at all (0-1) | % within column    | 4%                                                | 8%          |
|                                                     | Column Comparisons |                                                   |             |
| Does not describe small town character (2-4)        | % within column    | 7%                                                | 12%         |
|                                                     | Column Comparisons |                                                   | a           |
| Neutral (5)                                         | % within column    | 9%                                                | 10%         |
|                                                     | Column Comparisons |                                                   |             |
| Describes small town character (6-8)                | % within column    | 42%                                               | 33%         |
|                                                     | Column Comparisons | b                                                 |             |
| Perfectly describes small town character (9-10)     | % within column    | 38%                                               | 36%         |
|                                                     | Column Comparisons |                                                   |             |
| <b>NET</b>                                          | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                     | Column Comparisons | -                                                 | -           |
| Unweighted n                                        |                    | 587                                               | 250         |
| Weighted n                                          |                    | 569                                               | 250         |
| Column Names                                        |                    | A                                                 | B           |

Figure 140. Has a vibrant downtown by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (FD)

| Have you had any contact with the Castle Rock Police in the past two years? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                             |                    | Variable to indicate open vs closed survey |             |
|                                                                             |                    | Closed                                     | Open        |
| No                                                                          | % within column    | 49%                                        | 48%         |
|                                                                             | Column Comparisons |                                            |             |
| Yes                                                                         | % within column    | 51%                                        | 52%         |
|                                                                             | Column Comparisons |                                            |             |
| 998                                                                         | % within column    | 0%                                         | 0%          |
|                                                                             | Column Comparisons |                                            |             |
| <b>NET</b>                                                                  | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                             | Column Comparisons | -                                          | -           |
| Unweighted n                                                                |                    | 588                                        | 250         |
| Weighted n                                                                  |                    | 570                                        | 250         |
| Column Names                                                                |                    | A                                          | B           |

Figure 141. Have you had any contact with the Castle Rock Police in the past two years? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correctio

| Which of the following Police services have you contacted or utilized in the past two years? |                                       | BANNER - Open vs Closed Survey (2019 Only) |          |
|----------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|----------|
|                                                                                              |                                       | Variable to indicate open vs closed survey |          |
|                                                                                              |                                       | Closed                                     | Open     |
| 911 or Non-emergency dispatcher                                                              | % within column<br>Column Comparisons | 36%                                        | 34%      |
| 2017 - Interaction with a police officer or detective                                        | % within column<br>Column Comparisons | NaN<br>-                                   | NaN<br>- |
| Animal Services such as Animal Control                                                       | % within column<br>Column Comparisons | 20%                                        | 20%      |
| Victim's assistance                                                                          | % within column<br>Column Comparisons | 3%                                         | 5%       |
| Front Counter at police station                                                              | % within column<br>Column Comparisons | 19%                                        | 25%      |
| Participated in a community activity with police                                             | % within column<br>Column Comparisons | 38%                                        | 35%      |
| Reported a crime or provided information to police                                           | % within column<br>Column Comparisons | 43%                                        | 47%      |
| Stopped, arrested, or suspected of a crime by police                                         | % within column<br>Column Comparisons | 9%                                         | 6%       |
| Unweighted n                                                                                 |                                       | 0                                          | 0        |
| Weighted n                                                                                   |                                       | 0                                          | 0        |
| Column Names                                                                                 |                                       | A                                          | B        |

Figure 142. Which of the following Police services have you contacted or utilized in the past two years? by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = from 0 to 413; total n = 838; 838 missing; effective sample size = 36

|                                                                                                        |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |       |
|--------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|-------|
|                                                                                                        |                    | Variable to indicate open vs closed survey        |       |
| <b>Mean Summary: Police</b>                                                                            |                    | Closed                                            | Open  |
| Communication with 911 or non-emergency dispatch                                                       | Average            | 8.99                                              | 8.87  |
|                                                                                                        | Column Comparisons |                                                   |       |
| Professionalism of the police officer or detective                                                     | Average            | 8.61                                              | 8.47  |
|                                                                                                        | Column Comparisons |                                                   |       |
| Animal services such as Animal Control                                                                 | Average            | 7.53                                              | 7.54  |
|                                                                                                        | Column Comparisons |                                                   |       |
| Victim's assistance services                                                                           | Average            | 8.23                                              | 7.43  |
|                                                                                                        | Column Comparisons |                                                   |       |
| Professionalism of the police station front counter staff                                              | Average            | 8.96                                              | 8.97  |
|                                                                                                        | Column Comparisons |                                                   |       |
| Frequency of patrols                                                                                   | Average            | 7.05                                              | 6.37  |
|                                                                                                        | Column Comparisons | b                                                 |       |
| Response time                                                                                          | Average            | 7.62                                              | 7.35  |
|                                                                                                        | Column Comparisons |                                                   |       |
| Overall, how would you rate the approachability of Police Officers in Castle Rock?                     | Average            | 8.16                                              | 7.92  |
|                                                                                                        | Column Comparisons |                                                   |       |
| Overall, how confident are you in the Town's police department to provide a safe and secure community? | Average            | 8.31                                              | 7.75  |
|                                                                                                        | Column Comparisons | b                                                 |       |
| Police's ability to uphold and maintain the trust of residents                                         | Average            | 8.23                                              | 7.84  |
|                                                                                                        | Column Comparisons | b                                                 |       |
| Average                                                                                                |                    | NaN                                               | 84.00 |
| Unweighted n                                                                                           |                    | 0                                                 | 1     |
| Weighted n                                                                                             |                    | 0                                                 | 1     |

Figure 143. Mean Summary: Police by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 18 to 826; total n = 838; 820 missing; effective sample size = 601 (73%); 63% filtered out  
Multiple comparison correction: False Discover

| Communication with 911 or non-emergency dispatch |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|--------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                  |                    | Variable to indicate open vs closed survey |             |
|                                                  |                    | Closed                                     | Open        |
| NET: Did Not Meet My Expectations                | % within column    | 0%                                         | 2%          |
|                                                  | Column Comparisons |                                            |             |
| NET: Exceeded My Expectations                    | % within column    | 99%                                        | 96%         |
|                                                  | Column Comparisons | b                                          |             |
| Did not meet my expectations at all (0-1)        | % within column    | 0%                                         | 0%          |
|                                                  | Column Comparisons |                                            |             |
| Did not meet my expectations (2-4)               | % within column    | 0%                                         | 2%          |
|                                                  | Column Comparisons |                                            |             |
| Neutral (5)                                      | % within column    | 0%                                         | 2%          |
|                                                  | Column Comparisons |                                            |             |
| Exceeded my expectations (6-8)                   | % within column    | 26%                                        | 18%         |
|                                                  | Column Comparisons |                                            |             |
| Greatly exceeded my expectations (9-10)          | % within column    | 73%                                        | 78%         |
|                                                  | Column Comparisons |                                            |             |
| <b>NET</b>                                       | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                  | Column Comparisons | -                                          | -           |
| Unweighted n                                     |                    | 98                                         | 45          |
| Weighted n                                       |                    | 101                                        | 45          |
| Column Names                                     |                    | A                                          | B           |

Figure 144. Communication with 911 or non-emergency dispatch by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 143; total n = 838; 695 missing; effective sample size = 120 (84%); 63% filtered out  
Multiple comparison correcti

| Professionalism of the police officer or detective |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|----------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                    |                    | Variable to indicate open vs closed survey |             |
|                                                    |                    | Closed                                     | Open        |
| NET: Did Not Meet My Expectations                  | % within column    | 4%                                         | 9%          |
|                                                    | Column Comparisons |                                            |             |
| NET: Exceeded My Expectations                      | % within column    | 94%                                        | 90%         |
|                                                    | Column Comparisons |                                            |             |
| Did not meet my expectations at all (0-1)          | % within column    | 2%                                         | 2%          |
|                                                    | Column Comparisons |                                            |             |
| Did not meet my expectations (2-4)                 | % within column    | 2%                                         | 6%          |
|                                                    | Column Comparisons |                                            |             |
| Neutral (5)                                        | % within column    | 2%                                         | 1%          |
|                                                    | Column Comparisons |                                            |             |
| Exceeded my expectations (6-8)                     | % within column    | 27%                                        | 20%         |
|                                                    | Column Comparisons |                                            |             |
| Greatly exceeded my expectations (9-10)            | % within column    | 67%                                        | 70%         |
|                                                    | Column Comparisons |                                            |             |
| <b>NET</b>                                         | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                    | Column Comparisons | -                                          | -           |
| Unweighted n                                       |                    | 194                                        | 94          |
| Weighted n                                         |                    | 214                                        | 94          |
| Column Names                                       |                    | A                                          | B           |

Figure 145. Professionalism of the police officer or detective by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 288; total n = 838; 550 missing; effective sample size = 243 (84%); 63% filtered out  
 Multiple comparison correc

|                                               |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey        |             |
| <b>Animal services such as Animal Control</b> |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations             | % within column    | 12%                                               | 12%         |
|                                               | Column Comparisons |                                                   |             |
| NET: Exceeded My Expectations                 | % within column    | 83%                                               | 81%         |
|                                               | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1)     | % within column    | 5%                                                | 12%         |
|                                               | Column Comparisons |                                                   |             |
| Did not meet my expectations (2-4)            | % within column    | 7%                                                | 0%          |
|                                               | Column Comparisons |                                                   |             |
| Neutral (5)                                   | % within column    | 5%                                                | 8%          |
|                                               | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)                | % within column    | 35%                                               | 35%         |
|                                               | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)       | % within column    | 49%                                               | 46%         |
|                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                  |                    | 59                                                | 26          |
| Weighted n                                    |                    | 60                                                | 26          |
| Column Names                                  |                    | A                                                 | B           |

Figure 146. Animal services such as Animal Control by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 85; total n = 838; 753 missing; effective sample size = 61 (71%); 63% filtered out  
Multiple comparison correction: False Di

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Victim's assistance services</b>       |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 6%                                                | 14%         |
|                                           | Column Comparisons |                                                   |             |
| NET: Exceeded My Expectations             | % within column    | 94%                                               | 86%         |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1) | % within column    | 0%                                                | 14%         |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations (2-4)        | % within column    | 6%                                                | 0%          |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 0%                                                | 0%          |
|                                           | Column Comparisons | -                                                 | -           |
| Exceeded my expectations (6-8)            | % within column    | 36%                                               | 43%         |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 57%                                               | 43%         |
|                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 11                                                | 7           |
| Weighted n                                |                    | 7                                                 | 7           |
| Column Names                              |                    | A                                                 | B           |

Figure 147. Victim's assistance services by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 18; total n = 838; 820 missing; effective sample size = 14 (76%); 63% filtered out  
Multiple comparison correction: False Discovery Ra

| Professionalism of the police station front counter staff |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                           |                    | Variable to indicate open vs closed survey |             |
|                                                           |                    | Closed                                     | Open        |
| NET: Did Not Meet My Expectations                         | % within column    | 0%                                         | 0%          |
|                                                           | Column Comparisons |                                            |             |
| NET: Exceeded My Expectations                             | % within column    | 100%                                       | 94%         |
|                                                           | Column Comparisons | b                                          |             |
| Did not meet my expectations at all (0-1)                 | % within column    | 0%                                         | 0%          |
|                                                           | Column Comparisons | -                                          | -           |
| Did not meet my expectations (2-4)                        | % within column    | 0%                                         | 0%          |
|                                                           | Column Comparisons |                                            |             |
| Neutral (5)                                               | % within column    | 0%                                         | 6%          |
|                                                           | Column Comparisons |                                            |             |
| Exceeded my expectations (6-8)                            | % within column    | 20%                                        | 21%         |
|                                                           | Column Comparisons |                                            |             |
| Greatly exceeded my expectations (9-10)                   | % within column    | 79%                                        | 73%         |
|                                                           | Column Comparisons |                                            |             |
| <b>NET</b>                                                | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                           | Column Comparisons | -                                          | -           |
| Unweighted n                                              |                    | 57                                         | 33          |
| Weighted n                                                |                    | 51                                         | 33          |
| Column Names                                              |                    | A                                          | B           |

Figure 148. Professionalism of the police station front counter staff by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 90; total n = 838; 748 missing; effective sample size = 70 (77%); 63% filtered out  
 Multiple comparison c

| Frequency of patrols                      |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey |             |
|                                           |                    | Closed                                     | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 8%                                         | 18%         |
|                                           | Column Comparisons |                                            | A           |
| NET: Exceeded My Expectations             | % within column    | 75%                                        | 65%         |
|                                           | Column Comparisons | b                                          |             |
| Did not meet my expectations at all (0-1) | % within column    | 3%                                         | 6%          |
|                                           | Column Comparisons |                                            |             |
| Did not meet my expectations (2-4)        | % within column    | 5%                                         | 12%         |
|                                           | Column Comparisons |                                            | a           |
| Neutral (5)                               | % within column    | 17%                                        | 17%         |
|                                           | Column Comparisons |                                            |             |
| Exceeded my expectations (6-8)            | % within column    | 47%                                        | 42%         |
|                                           | Column Comparisons |                                            |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 28%                                        | 24%         |
|                                           | Column Comparisons |                                            |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                           | Column Comparisons | -                                          | -           |
| Unweighted n                              |                    | 550                                        | 238         |
| Weighted n                                |                    | 545                                        | 238         |
| Column Names                              |                    | A                                          | B           |

Figure 149. Frequency of patrols by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 788; total n = 838; 50 missing; effective sample size = 629 (80%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (FDR)

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Response time</b>                      |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 3%                                                | 10%         |
|                                           | Column Comparisons |                                                   | A           |
| NET: Exceeded My Expectations             | % within column    | 76%                                               | 73%         |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1) | % within column    | 2%                                                | 4%          |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations (2-4)        | % within column    | 1%                                                | 6%          |
|                                           | Column Comparisons |                                                   | A           |
| Neutral (5)                               | % within column    | 21%                                               | 17%         |
|                                           | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)            | % within column    | 36%                                               | 32%         |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 40%                                               | 41%         |
|                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 523                                               | 229         |
| Weighted n                                |                    | 511                                               | 229         |
| Column Names                              |                    | A                                                 | B           |

Figure 150. Response time by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 752; total n = 838; 86 missing; effective sample size = 655 (87%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p =$

| Overall, how would you rate the approachability of Police Officers in Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                    |                    | Variable to indicate open vs closed survey |             |
|                                                                                    |                    | Closed                                     | Open        |
| NET: Not Approachable                                                              | % within column    | 5%                                         | 7%          |
|                                                                                    | Column Comparisons |                                            |             |
| NET: Easy to Approach                                                              | % within column    | 86%                                        | 80%         |
|                                                                                    | Column Comparisons |                                            |             |
| Not at all approachable (0-1)                                                      | % within column    | 2%                                         | 2%          |
|                                                                                    | Column Comparisons |                                            |             |
| Not very approachable (2-4)                                                        | % within column    | 4%                                         | 5%          |
|                                                                                    | Column Comparisons |                                            |             |
| Neutral (5)                                                                        | % within column    | 9%                                         | 13%         |
|                                                                                    | Column Comparisons |                                            |             |
| Easy to approach (6-8)                                                             | % within column    | 31%                                        | 28%         |
|                                                                                    | Column Comparisons |                                            |             |
| Very easy to approach (9-10)                                                       | % within column    | 55%                                        | 52%         |
|                                                                                    | Column Comparisons |                                            |             |
| <b>NET</b>                                                                         | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                    | Column Comparisons | -                                          | -           |
| Unweighted n                                                                       |                    | 561                                        | 246         |
| Weighted n                                                                         |                    | 545                                        | 246         |
| Column Names                                                                       |                    | A                                          | B           |

Figure 151. Overall, how would you rate the approachability of Police Officers in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 807; total n = 838; 31 missing; effective sample size = 643 (80%); 63% filtered

| Overall, how confident are you in the Town's police department to provide a safe and secure community? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|--------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                                        |                    | Variable to indicate open vs closed survey |             |
|                                                                                                        |                    | Closed                                     | Open        |
| NET: Not Confident                                                                                     | % within column    | 3%                                         | 7%          |
|                                                                                                        | Column Comparisons |                                            | a           |
| NET: Confident                                                                                         | % within column    | 91%                                        | 85%         |
|                                                                                                        | Column Comparisons | b                                          |             |
| Not at all confident (0-1)                                                                             | % within column    | 1%                                         | 3%          |
|                                                                                                        | Column Comparisons |                                            | a           |
| Not very confident (2-4)                                                                               | % within column    | 2%                                         | 4%          |
|                                                                                                        | Column Comparisons |                                            |             |
| Neutral (5)                                                                                            | % within column    | 6%                                         | 8%          |
|                                                                                                        | Column Comparisons |                                            |             |
| Somewhat confident (6-8)                                                                               | % within column    | 40%                                        | 40%         |
|                                                                                                        | Column Comparisons |                                            |             |
| Extremely confident (9-10)                                                                             | % within column    | 52%                                        | 45%         |
|                                                                                                        | Column Comparisons |                                            |             |
| <b>NET</b>                                                                                             | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                                        | Column Comparisons | -                                          | -           |
| Unweighted n                                                                                           |                    | 578                                        | 248         |
| Weighted n                                                                                             |                    | 562                                        | 248         |
| Column Names                                                                                           |                    | A                                          | B           |

Figure 152. Overall, how confident are you in the Town's police department to provide a safe and secure community? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 826; total n = 838; 12 missing; effective sample size = 655

| <b>Police's ability to uphold and maintain the trust of residents</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                                       |                    | Variable to indicate open vs closed survey        |             |
|                                                                       |                    | Closed                                            | Open        |
| NET: Not Confident                                                    | % within column    | 3%                                                | 8%          |
|                                                                       | Column Comparisons |                                                   | a           |
| NET: Confident                                                        | % within column    | 90%                                               | 85%         |
|                                                                       | Column Comparisons |                                                   |             |
| Not at all confident (0-1)                                            | % within column    | 1%                                                | 2%          |
|                                                                       | Column Comparisons |                                                   |             |
| Not very confident (2-4)                                              | % within column    | 2%                                                | 6%          |
|                                                                       | Column Comparisons |                                                   | a           |
| Neutral (5)                                                           | % within column    | 7%                                                | 6%          |
|                                                                       | Column Comparisons |                                                   |             |
| Somewhat confident (6-8)                                              | % within column    | 40%                                               | 38%         |
|                                                                       | Column Comparisons |                                                   |             |
| Extremely confident (9-10)                                            | % within column    | 50%                                               | 48%         |
|                                                                       | Column Comparisons |                                                   |             |
| <b>NET</b>                                                            | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                                       | Column Comparisons | -                                                 | -           |
| Unweighted n                                                          |                    | 577                                               | 248         |
| Weighted n                                                            |                    | 563                                               | 248         |
| Column Names                                                          |                    | A                                                 | B           |

*Figure 153. Police's ability to uphold and maintain the trust of residents by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 825; total n = 838; 13 missing; effective sample size = 655 (79%); 63% filtered out  
Multiple compar*

| Have you had any contact with the Castle Rock Fire and Rescue Department in the past two years? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                                 |                    | Variable to indicate open vs closed survey |             |
|                                                                                                 |                    | Closed                                     | Open        |
| No                                                                                              | % within column    | 74%                                        | 73%         |
|                                                                                                 | Column Comparisons |                                            |             |
| Yes                                                                                             | % within column    | 26%                                        | 27%         |
|                                                                                                 | Column Comparisons |                                            |             |
| <b>NET</b>                                                                                      | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                                 | Column Comparisons | -                                          | -           |
| Unweighted n                                                                                    |                    | 587                                        | 250         |
| Weighted n                                                                                      |                    | 568                                        | 250         |
| Column Names                                                                                    |                    | A                                          | B           |

Figure 154. Have you had any contact with the Castle Rock Fire and Rescue Department in the past two years? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 662 (79%);

| What was the nature of the contact you had with Castle Rock Fire and Rescue department? |                    | BANNER - Open vs Closed Survey (2019 Only) |            |
|-----------------------------------------------------------------------------------------|--------------------|--------------------------------------------|------------|
|                                                                                         |                    | Variable to indicate open vs closed survey |            |
|                                                                                         |                    | Closed                                     | Open       |
| Emergency response                                                                      | % within column    | 47%                                        | 17%        |
|                                                                                         | Column Comparisons | B                                          |            |
| Non-Emergency response                                                                  | % within column    | 21%                                        | 5%         |
|                                                                                         | Column Comparisons | B                                          |            |
| Fire prevention services such as inspections, plan reviews or educational programs      | % within column    | 19%                                        | 4%         |
|                                                                                         | Column Comparisons | B                                          |            |
| At a community event                                                                    | % within column    | 38%                                        | 9%         |
|                                                                                         | Column Comparisons | B                                          |            |
| Something else                                                                          | % within column    | 14%                                        | 2%         |
|                                                                                         | Column Comparisons | B                                          |            |
| <b>NET</b>                                                                              | % within column    | <b>98%</b>                                 | <b>27%</b> |
|                                                                                         | Column Comparisons | <b>B</b>                                   |            |
| Unweighted n                                                                            |                    | 158                                        | 250        |
| Weighted n                                                                              |                    | 151                                        | 250        |
| Column Names                                                                            |                    | A                                          | B          |

Figure 155. What was the nature of the contact you had with Castle Rock Fire and Rescue department? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 408; total n = 838; 430 missing; effective sample size = 347 (85%); 63% fi

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**BANNER - Open vs Closed Survey (2019 Only)**

| <b>Mean Summary: Fire</b>                                                                                     |                    | Variable to indicate open vs closed survey |      |
|---------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|------|
|                                                                                                               |                    | Closed                                     | Open |
| Fire Emergency response time                                                                                  | Average            | 9.30                                       | 9.16 |
|                                                                                                               | Column Comparisons |                                            |      |
| Fire Non-emergency response time                                                                              | Average            | 9.57                                       | 9.00 |
|                                                                                                               | Column Comparisons |                                            |      |
| Professionalism of personnel at community events                                                              | Average            | 9.62                                       | 9.55 |
|                                                                                                               | Column Comparisons |                                            |      |
| Fire prevention and public education services                                                                 | Average            | 9.12                                       | 9.80 |
|                                                                                                               | Column Comparisons |                                            |      |
| How confident are you in the ability of the Castle Rock Fire and Rescue Department to respond to emergencies? | Average            | 8.73                                       | 8.63 |
|                                                                                                               | Column Comparisons |                                            |      |
| Unweighted n                                                                                                  |                    | 1                                          | 2    |
| Weighted n                                                                                                    |                    | 8                                          | 2    |
| Column Names                                                                                                  |                    | A                                          | B    |

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Figure 156. Mean Summary: Fire by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 32 to 825; total n = 838; 806 missing; effective sample size = 592 (72%); 63% filtered out  
Multiple comparison correction: False Discovery

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
|                                           |                    | Closed                                            | Open        |
| <b>Fire Emergency response time</b>       | % within column    | 2%                                                | 5%          |
|                                           | Column Comparisons |                                                   |             |
| NET: Did Not Meet My Expectations         | % within column    | 98%                                               | 95%         |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1) | % within column    | 0%                                                | 0%          |
|                                           | Column Comparisons | -                                                 | -           |
| Did not meet my expectations (2-4)        | % within column    | 2%                                                | 5%          |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 0%                                                | 0%          |
|                                           | Column Comparisons | -                                                 | -           |
| Exceeded my expectations (6-8)            | % within column    | 11%                                               | 7%          |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 86%                                               | 88%         |
|                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 74                                                | 43          |
| Weighted n                                |                    | 72                                                | 43          |
| Column Names                              |                    | A                                                 | B           |

Figure 157. Fire Emergency response time by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 117; total n = 838; 721 missing; effective sample size = 80 (68%); 63% filtered out  
Multiple comparison correction: False Discovery R

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Fire Non-emergency response time</b>   |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 0%                                                | 8%          |
|                                           | Column Comparisons |                                                   |             |
| NET: Exceeded My Expectations             | % within column    | 100%                                              | 92%         |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1) | % within column    | 0%                                                | 0%          |
|                                           | Column Comparisons | -                                                 | -           |
| Did not meet my expectations (2-4)        | % within column    | 0%                                                | 8%          |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 0%                                                | 0%          |
|                                           | Column Comparisons | -                                                 | -           |
| Exceeded my expectations (6-8)            | % within column    | 0%                                                | 8%          |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 100%                                              | 83%         |
|                                           | Column Comparisons | b                                                 |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 25                                                | 12          |
| Weighted n                                |                    | 32                                                | 12          |
| Column Names                              |                    | A                                                 | B           |

*Figure 158. Fire Non-emergency response time by BANNER - Open vs Closed Survey (2019 Only)*  
 Filter: 2019; Weight: Raked Weight; base n = 37; total n = 838; 801 missing; effective sample size = 29 (78%); 63% filtered out  
 Multiple comparison correction: False Discover

| Professionalism of personnel at community events |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|--------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                  |                    | Variable to indicate open vs closed survey |             |
|                                                  |                    | Closed                                     | Open        |
| NET: Did Not Meet My Expectations                | % within column    | 0%                                         | 0%          |
|                                                  | Column Comparisons | -                                          | -           |
| NET: Exceeded My Expectations                    | % within column    | 100%                                       | 95%         |
|                                                  | Column Comparisons |                                            |             |
| Did not meet my expectations at all (0-1)        | % within column    | 0%                                         | 0%          |
|                                                  | Column Comparisons | -                                          | -           |
| Did not meet my expectations (2-4)               | % within column    | 0%                                         | 0%          |
|                                                  | Column Comparisons | -                                          | -           |
| Neutral (5)                                      | % within column    | 0%                                         | 5%          |
|                                                  | Column Comparisons |                                            |             |
| Exceeded my expectations (6-8)                   | % within column    | 11%                                        | 0%          |
|                                                  | Column Comparisons |                                            |             |
| Greatly exceeded my expectations (9-10)          | % within column    | 89%                                        | 95%         |
|                                                  | Column Comparisons |                                            |             |
| <b>NET</b>                                       | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                  | Column Comparisons | -                                          | -           |
| Unweighted n                                     |                    | 52                                         | 22          |
| Weighted n                                       |                    | 57                                         | 22          |
| Column Names                                     |                    | A                                          | B           |

Figure 159. Professionalism of personnel at community events by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 74; total n = 838; 764 missing; effective sample size = 46 (63%); 63% filtered out  
 Multiple comparison correction

|                                                      |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                      |                    | Variable to indicate open vs closed survey        |             |
| <b>Fire prevention and public education services</b> |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations                    | % within column    | 0%                                                | 0%          |
|                                                      | Column Comparisons | -                                                 | -           |
| NET: Exceeded My Expectations                        | % within column    | 93%                                               | 100%        |
|                                                      | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1)            | % within column    | 0%                                                | 0%          |
|                                                      | Column Comparisons | -                                                 | -           |
| Did not meet my expectations (2-4)                   | % within column    | 0%                                                | 0%          |
|                                                      | Column Comparisons | -                                                 | -           |
| Neutral (5)                                          | % within column    | 7%                                                | 0%          |
|                                                      | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)                       | % within column    | 12%                                               | 0%          |
|                                                      | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)              | % within column    | 81%                                               | 100%        |
|                                                      | Column Comparisons |                                                   |             |
| <b>NET</b>                                           | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                      | Column Comparisons | -                                                 | -           |
| Unweighted n                                         |                    | 22                                                | 10          |
| Weighted n                                           |                    | 29                                                | 10          |
| Column Names                                         |                    | A                                                 | B           |

*Figure 160. Fire prevention and public education services by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 32; total n = 838; 806 missing; effective sample size = 17 (53%); 63% filtered out  
 Multiple comparison correction: F*

| How confident are you in the ability of the Castle Rock Fire and Rescue Department to respond to emergencies? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|---------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                                               |                    | Variable to indicate open vs closed survey |             |
|                                                                                                               |                    | Closed                                     | Open        |
| NET: Not Confident                                                                                            | % within column    | 1%                                         | 2%          |
|                                                                                                               | Column Comparisons |                                            |             |
| NET: Confident                                                                                                | % within column    | 93%                                        | 92%         |
|                                                                                                               | Column Comparisons |                                            |             |
| Not at all confident (0-1)                                                                                    | % within column    | 0%                                         | 0%          |
|                                                                                                               | Column Comparisons |                                            |             |
| Not very confident (2-4)                                                                                      | % within column    | 0%                                         | 2%          |
|                                                                                                               | Column Comparisons |                                            | a           |
| Neutral (5)                                                                                                   | % within column    | 6%                                         | 6%          |
|                                                                                                               | Column Comparisons |                                            |             |
| Somewhat confident (6-8)                                                                                      | % within column    | 27%                                        | 28%         |
|                                                                                                               | Column Comparisons |                                            |             |
| Extremely confident (9-10)                                                                                    | % within column    | 66%                                        | 64%         |
|                                                                                                               | Column Comparisons |                                            |             |
| <b>NET</b>                                                                                                    | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                                               | Column Comparisons | -                                          | -           |
| Unweighted n                                                                                                  |                    | 579                                        | 246         |
| Weighted n                                                                                                    |                    | 556                                        | 246         |
| Column Names                                                                                                  |                    | A                                          | B           |

Figure 161. How confident are you in the ability of the Castle Rock Fire and Rescue Department to respond to emergencies? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 825; total n = 838; 13 missing; effective sample siz

| Mean Summary: Public Works                                                                        |                    | BANNER - Open vs Closed Survey (2019 Only) |      |
|---------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|------|
|                                                                                                   |                    | Variable to indicate open vs closed survey |      |
|                                                                                                   |                    | Closed                                     | Open |
| The overall condition of the road surface                                                         | Average            | 6.17                                       | 5.08 |
|                                                                                                   | Column Comparisons | B                                          |      |
| Traffic signal timing                                                                             | Average            | 5.49                                       | 4.64 |
|                                                                                                   | Column Comparisons | B                                          |      |
| Level of congestion on the streets                                                                | Average            | 4.41                                       | 3.58 |
|                                                                                                   | Column Comparisons | B                                          |      |
| Cleanliness of the streets                                                                        | Average            | 7.51                                       | 6.54 |
|                                                                                                   | Column Comparisons | B                                          |      |
| Overall convenience and accessibility of the roads in Castle Rock                                 | Average            | 6.39                                       | 5.42 |
|                                                                                                   | Column Comparisons | B                                          |      |
| How would you rate the plowing of roads in Castle Rock?                                           | Average            | 6.99                                       | 6.08 |
|                                                                                                   | Column Comparisons | B                                          |      |
| How would you rate the adequacy of bike lanes and multi-use paths along roadways in Castle Rock?* | Average            | 6.23                                       | 5.57 |
|                                                                                                   | Column Comparisons | b                                          |      |
| Unweighted n                                                                                      |                    | 582                                        | 250  |
| Weighted n                                                                                        |                    | 567                                        | 250  |
| Column Names                                                                                      |                    | A                                          | B    |

Figure 162. Mean Summary: Public Works by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 834 to 838; total n = 838; 4 missing; effective sample size = 585 (70%); 63% filtered out  
Multiple comparison correction: False Di

|                                                  |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|--------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                  |                    | Variable to indicate open vs closed survey        |             |
| <b>The overall condition of the road surface</b> |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations                | % within column    | 22%                                               | 36%         |
|                                                  | Column Comparisons |                                                   | A           |
| NET: Exceeded My Expectations                    | % within column    | 66%                                               | 48%         |
|                                                  | Column Comparisons | B                                                 |             |
| Did not meet my expectations at all (0-1)        | % within column    | 4%                                                | 12%         |
|                                                  | Column Comparisons |                                                   | A           |
| Did not meet my expectations (2-4)               | % within column    | 17%                                               | 24%         |
|                                                  | Column Comparisons |                                                   | a           |
| Neutral (5)                                      | % within column    | 12%                                               | 16%         |
|                                                  | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)                   | % within column    | 53%                                               | 42%         |
|                                                  | Column Comparisons | b                                                 |             |
| Greatly exceeded my expectations (9-10)          | % within column    | 13%                                               | 5%          |
|                                                  | Column Comparisons | b                                                 |             |
| <b>NET</b>                                       | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                  | Column Comparisons | -                                                 | -           |
| Unweighted n                                     |                    | 588                                               | 250         |
| Weighted n                                       |                    | 570                                               | 250         |
| Column Names                                     |                    | A                                                 | B           |

Figure 163. The overall condition of the road surface by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p =$

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Traffic signal timing</b>              |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 33%                                               | 46%         |
|                                           | Column Comparisons |                                                   | a           |
| NET: Exceeded My Expectations             | % within column    | 54%                                               | 42%         |
|                                           | Column Comparisons | b                                                 |             |
| Did not meet my expectations at all (0-1) | % within column    | 12%                                               | 18%         |
|                                           | Column Comparisons |                                                   | a           |
| Did not meet my expectations (2-4)        | % within column    | 21%                                               | 27%         |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 14%                                               | 13%         |
|                                           | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)            | % within column    | 43%                                               | 36%         |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 11%                                               | 6%          |
|                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 587                                               | 250         |
| Weighted n                                |                    | 569                                               | 250         |
| Column Names                              |                    | A                                                 | B           |

Figure 164. Traffic signal timing by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (FDR)

| <b>Level of congestion on the streets</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
|                                           |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 50%                                               | 60%         |
|                                           | Column Comparisons |                                                   | a           |
| NET: Exceeded My Expectations             | % within column    | 38%                                               | 28%         |
|                                           | Column Comparisons | b                                                 |             |
| Did not meet my expectations at all (0-1) | % within column    | 20%                                               | 29%         |
|                                           | Column Comparisons |                                                   | a           |
| Did not meet my expectations (2-4)        | % within column    | 30%                                               | 31%         |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 12%                                               | 12%         |
|                                           | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)            | % within column    | 32%                                               | 27%         |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 6%                                                | 2%          |
|                                           | Column Comparisons | b                                                 |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 588                                               | 250         |
| Weighted n                                |                    | 570                                               | 250         |
| Column Names                              |                    | A                                                 | B           |

Figure 165. Level of congestion on the streets by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ );

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Cleanliness of the streets</b>         |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 8%                                                | 19%         |
|                                           | Column Comparisons |                                                   | A           |
| NET: Exceeded My Expectations             | % within column    | 87%                                               | 70%         |
|                                           | Column Comparisons | B                                                 |             |
| Did not meet my expectations at all (0-1) | % within column    | 2%                                                | 6%          |
|                                           | Column Comparisons |                                                   | A           |
| Did not meet my expectations (2-4)        | % within column    | 7%                                                | 13%         |
|                                           | Column Comparisons |                                                   | a           |
| Neutral (5)                               | % within column    | 5%                                                | 10%         |
|                                           | Column Comparisons |                                                   | a           |
| Exceeded my expectations (6-8)            | % within column    | 56%                                               | 50%         |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 30%                                               | 20%         |
|                                           | Column Comparisons | b                                                 |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 587                                               | 250         |
| Weighted n                                |                    | 570                                               | 250         |
| Column Names                              |                    | A                                                 | B           |

Figure 166. Cleanliness of the streets by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 689 (82%); 63% filtered out  
Multiple comparison correction: False Discovery Rate

| Overall convenience and accessibility of the roads in Castle Rock |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                   |                    | Variable to indicate open vs closed survey |             |
|                                                                   |                    | Closed                                     | Open        |
| NET: Did Not Meet My Expectations                                 | % within column    | 20%                                        | 30%         |
|                                                                   | Column Comparisons |                                            | a           |
| NET: Exceeded My Expectations                                     | % within column    | 69%                                        | 52%         |
|                                                                   | Column Comparisons | B                                          |             |
| Did not meet my expectations at all (0-1)                         | % within column    | 5%                                         | 14%         |
|                                                                   | Column Comparisons |                                            | A           |
| Did not meet my expectations (2-4)                                | % within column    | 15%                                        | 16%         |
|                                                                   | Column Comparisons |                                            |             |
| Neutral (5)                                                       | % within column    | 11%                                        | 18%         |
|                                                                   | Column Comparisons |                                            | a           |
| Exceeded my expectations (6-8)                                    | % within column    | 49%                                        | 40%         |
|                                                                   | Column Comparisons | b                                          |             |
| Greatly exceeded my expectations (9-10)                           | % within column    | 20%                                        | 12%         |
|                                                                   | Column Comparisons | b                                          |             |
| <b>NET</b>                                                        | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                   | Column Comparisons | -                                          | -           |
| Unweighted n                                                      |                    | 588                                        | 250         |
| Weighted n                                                        |                    | 570                                        | 250         |
| Column Names                                                      |                    | A                                          | B           |

Figure 167. Overall convenience and accessibility of the roads in Castle Rock by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False D

| How would you rate the plowing of roads in Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|---------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                         |                    | Variable to indicate open vs closed survey |             |
|                                                         |                    | Closed                                     | Open        |
| NET: Poor                                               | % within column    | 14%                                        | 28%         |
|                                                         | Column Comparisons |                                            | A           |
| NET: Good / Excellent                                   | % within column    | 78%                                        | 65%         |
|                                                         | Column Comparisons | b                                          |             |
| Very poor (0-1)                                         | % within column    | 5%                                         | 10%         |
|                                                         | Column Comparisons |                                            | a           |
| Poor (2-4)                                              | % within column    | 9%                                         | 18%         |
|                                                         | Column Comparisons |                                            | A           |
| Neutral (5)                                             | % within column    | 8%                                         | 7%          |
|                                                         | Column Comparisons |                                            |             |
| Good (6-8)                                              | % within column    | 50%                                        | 46%         |
|                                                         | Column Comparisons |                                            |             |
| Excellent (9-10)                                        | % within column    | 28%                                        | 20%         |
|                                                         | Column Comparisons | b                                          |             |
| <b>NET</b>                                              | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                         | Column Comparisons | -                                          | -           |
| Unweighted n                                            |                    | 588                                        | 250         |
| Weighted n                                              |                    | 570                                        | 250         |
| Column Names                                            |                    | A                                          | B           |

Figure 168. How would you rate the plowing of roads in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery R

| How would you rate the adequacy of bike lanes and multi-use paths along roadways in Castle Rock? ** |                                       | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                                                                     |                                       | Variable to indicate open vs closed survey |             |
|                                                                                                     |                                       | Closed                                     | Open        |
| NET: Worse Than Other Cities and Towns                                                              | % within column<br>Column Comparisons | 18%                                        | 28%         |
| NET: Better Than Other Cities and Towns                                                             | % within column<br>Column Comparisons | 61%                                        | 49%         |
| Significantly worse than other cities and towns (0-1)                                               | % within column<br>Column Comparisons | 6%                                         | 8%          |
| Worse than other cities and towns (2-4)                                                             | % within column<br>Column Comparisons | 12%                                        | 20%         |
| Neutral (5)                                                                                         | % within column<br>Column Comparisons | 21%                                        | 22%         |
| Better than other cities and towns (6-8)                                                            | % within column<br>Column Comparisons | 45%                                        | 35%         |
| Significantly better than other cities and towns (9-10)                                             | % within column<br>Column Comparisons | 16%                                        | 14%         |
| <b>NET</b>                                                                                          | % within column<br>Column Comparisons | <b>100%</b>                                | <b>100%</b> |
| Unweighted n                                                                                        |                                       | 584                                        | 250         |
| Weighted n                                                                                          |                                       | 568                                        | 250         |
| Column Names                                                                                        |                                       | A                                          | B           |

Figure 169. How would you rate the adequacy of bike lanes and multi-use paths along roadways in Castle Rock? \*\* by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 834; total n = 838; 4 missing; effective sample size = 662 (79%)

| Over the past two years, has the amount of time taken that trip increased, decreased, or stayed the same? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                                           |                    | Variable to indicate open vs closed survey |             |
|                                                                                                           |                    | Closed                                     | Open        |
| NET: Increased                                                                                            | % within column    | 68%                                        | 78%         |
|                                                                                                           | Column Comparisons |                                            | a           |
| Increased Significantly                                                                                   | % within column    | 31%                                        | 41%         |
|                                                                                                           | Column Comparisons |                                            | a           |
| Increased Somewhat                                                                                        | % within column    | 38%                                        | 37%         |
|                                                                                                           | Column Comparisons |                                            |             |
| Stayed about the same                                                                                     | % within column    | 28%                                        | 20%         |
|                                                                                                           | Column Comparisons | b                                          |             |
| NET: Decreased                                                                                            | % within column    | 4%                                         | 2%          |
|                                                                                                           | Column Comparisons |                                            |             |
| <b>NET</b>                                                                                                | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                                           | Column Comparisons | -                                          | -           |
| Unweighted n                                                                                              |                    | 586                                        | 250         |
| Weighted n                                                                                                |                    | 570                                        | 250         |
| Column Names                                                                                              |                    | A                                          | B           |

Figure 170. Over the past two years, has the amount of time taken that trip increased, decreased, or stayed the same? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective sample size = 6

| <b>Mean Summary: Water</b>                        |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |
|---------------------------------------------------|--------------------|---------------------------------------------------|------|
|                                                   |                    | Variable to indicate open vs closed survey        |      |
|                                                   |                    | Closed                                            | Open |
| Overall quality of water                          | Average            | 7.42                                              | 7.00 |
|                                                   | Column Comparisons | b                                                 |      |
| Securing and managing long-term water supplies    | Average            | 6.65                                              | 6.29 |
|                                                   | Column Comparisons |                                                   |      |
| Providing a water bill that is easy to understand | Average            | 7.64                                              | 7.04 |
|                                                   | Column Comparisons | b                                                 |      |
| Customer service                                  | Average            | 7.49                                              | 7.12 |
|                                                   | Column Comparisons | b                                                 |      |
| Water conservation programs                       | Average            | 7.00                                              | 6.68 |
|                                                   | Column Comparisons |                                                   |      |
| Value of service for rates paid                   | Average            | 5.85                                              | 5.34 |
|                                                   | Column Comparisons | b                                                 |      |
| Unweighted n                                      |                    | 574                                               | 248  |
| Weighted n                                        |                    | 554                                               | 248  |
| Column Names                                      |                    | A                                                 | B    |

Figure 171. Mean Summary: Water by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 829 to 836; total n = 838; 9 missing; effective sample size = 602 (72%); 63% filtered out  
Multiple comparison correction: False Discovery

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Overall quality of water</b>           |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 11%                                               | 16%         |
|                                           | Column Comparisons |                                                   |             |
| NET: Exceeded My Expectations             | % within column    | 82%                                               | 71%         |
|                                           | Column Comparisons | b                                                 |             |
| Did not meet my expectations at all (0-1) | % within column    | 4%                                                | 6%          |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations (2-4)        | % within column    | 7%                                                | 10%         |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 8%                                                | 13%         |
|                                           | Column Comparisons |                                                   | a           |
| Exceeded my expectations (6-8)            | % within column    | 44%                                               | 34%         |
|                                           | Column Comparisons | b                                                 |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 38%                                               | 37%         |
|                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 586                                               | 250         |
| Weighted n                                |                    | 568                                               | 250         |
| Column Names                              |                    | A                                                 | B           |

Figure 172. Overall quality of water by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective sample size = 662 (79%); 63% filtered out  
Multiple comparison correction: False Discovery Rate (

| <b>Securing and managing long-term water supplies</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                       |                    | Variable to indicate open vs closed survey        |             |
|                                                       |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations                     | % within column    | 13%                                               | 22%         |
|                                                       | Column Comparisons |                                                   | a           |
| NET: Exceeded My Expectations                         | % within column    | 68%                                               | 61%         |
|                                                       | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1)             | % within column    | 4%                                                | 6%          |
|                                                       | Column Comparisons |                                                   |             |
| Did not meet my expectations (2-4)                    | % within column    | 9%                                                | 16%         |
|                                                       | Column Comparisons |                                                   | a           |
| Neutral (5)                                           | % within column    | 19%                                               | 17%         |
|                                                       | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)                        | % within column    | 45%                                               | 38%         |
|                                                       | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)               | % within column    | 23%                                               | 23%         |
|                                                       | Column Comparisons |                                                   |             |
| <b>NET</b>                                            | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                       | Column Comparisons | -                                                 | -           |
| Unweighted n                                          |                    | 581                                               | 250         |
| Weighted n                                            |                    | 565                                               | 250         |
| Column Names                                          |                    | A                                                 | B           |

Figure 173. Securing and managing long-term water supplies by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 831; total n = 838; 7 missing; effective sample size = 658 (79%); 63% filtered out  
 Multiple comparison correction:

| Providing a water bill that is easy to understand |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|---------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                   |                    | Variable to indicate open vs closed survey |             |
|                                                   |                    | Closed                                     | Open        |
| NET: Did Not Meet My Expectations                 | % within column    | 7%                                         | 11%         |
|                                                   | Column Comparisons |                                            |             |
| NET: Exceeded My Expectations                     | % within column    | 84%                                        | 74%         |
|                                                   | Column Comparisons | b                                          |             |
| Did not meet my expectations at all (0-1)         | % within column    | 2%                                         | 4%          |
|                                                   | Column Comparisons |                                            |             |
| Did not meet my expectations (2-4)                | % within column    | 5%                                         | 8%          |
|                                                   | Column Comparisons |                                            |             |
| Neutral (5)                                       | % within column    | 9%                                         | 14%         |
|                                                   | Column Comparisons |                                            | a           |
| Exceeded my expectations (6-8)                    | % within column    | 45%                                        | 44%         |
|                                                   | Column Comparisons |                                            |             |
| Greatly exceeded my expectations (9-10)           | % within column    | 39%                                        | 31%         |
|                                                   | Column Comparisons |                                            |             |
| <b>NET</b>                                        | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                   | Column Comparisons | -                                          | -           |
| Unweighted n                                      |                    | 584                                        | 250         |
| Weighted n                                        |                    | 565                                        | 250         |
| Column Names                                      |                    | A                                          | B           |

Figure 174. Providing a water bill that is easy to understand by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 834; total n = 838; 4 missing; effective sample size = 659 (79%); 63% filtered out  
 Multiple comparison correctio

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Customer service</b>                   |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 3%                                                | 6%          |
|                                           | Column Comparisons |                                                   |             |
| NET: Exceeded My Expectations             | % within column    | 78%                                               | 70%         |
|                                           | Column Comparisons | b                                                 |             |
| Did not meet my expectations at all (0-1) | % within column    | 1%                                                | 2%          |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations (2-4)        | % within column    | 2%                                                | 4%          |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 19%                                               | 24%         |
|                                           | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)            | % within column    | 44%                                               | 39%         |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 34%                                               | 31%         |
|                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 580                                               | 249         |
| Weighted n                                |                    | 559                                               | 249         |
| Column Names                              |                    | A                                                 | B           |

Figure 175. Customer service by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 829; total n = 838; 9 missing; effective sample size = 654 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) (p

|                                           |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey        |             |
| <b>Water conservation programs</b>        |                    | Closed                                            | Open        |
| NET: Did Not Meet My Expectations         | % within column    | 12%                                               | 13%         |
|                                           | Column Comparisons |                                                   |             |
| NET: Exceeded My Expectations             | % within column    | 73%                                               | 71%         |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations at all (0-1) | % within column    | 3%                                                | 5%          |
|                                           | Column Comparisons |                                                   |             |
| Did not meet my expectations (2-4)        | % within column    | 9%                                                | 8%          |
|                                           | Column Comparisons |                                                   |             |
| Neutral (5)                               | % within column    | 15%                                               | 16%         |
|                                           | Column Comparisons |                                                   |             |
| Exceeded my expectations (6-8)            | % within column    | 42%                                               | 44%         |
|                                           | Column Comparisons |                                                   |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 31%                                               | 27%         |
|                                           | Column Comparisons |                                                   |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                           | Column Comparisons | -                                                 | -           |
| Unweighted n                              |                    | 581                                               | 249         |
| Weighted n                                |                    | 564                                               | 249         |
| Column Names                              |                    | A                                                 | B           |

Figure 176. Water conservation programs by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 830; total n = 838; 8 missing; effective sample size = 657 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery Rat

| Value of service for rates paid           |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                           |                    | Variable to indicate open vs closed survey |             |
|                                           |                    | Closed                                     | Open        |
| NET: Did Not Meet Expectations            | % within column    | 24%                                        | 34%         |
|                                           | Column Comparisons |                                            | a           |
| NET: Exceeded Expectations                | % within column    | 57%                                        | 48%         |
|                                           | Column Comparisons | b                                          |             |
| Did not meet my expectations at all (0-1) | % within column    | 8%                                         | 11%         |
|                                           | Column Comparisons |                                            |             |
| Did not meet my expectations (2-4)        | % within column    | 15%                                        | 23%         |
|                                           | Column Comparisons |                                            | a           |
| Neutral (5)                               | % within column    | 19%                                        | 18%         |
|                                           | Column Comparisons |                                            |             |
| Exceeded my expectations (6-8)            | % within column    | 43%                                        | 34%         |
|                                           | Column Comparisons | b                                          |             |
| Greatly exceeded my expectations (9-10)   | % within column    | 14%                                        | 14%         |
|                                           | Column Comparisons |                                            |             |
| <b>NET</b>                                | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                           | Column Comparisons | -                                          | -           |
| Unweighted n                              |                    | 585                                        | 250         |
| Weighted n                                |                    | 566                                        | 250         |
| Column Names                              |                    | A                                          | B           |

Figure 177. Value of service for rates paid by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 671 (80%); 63% filtered out  
 Multiple comparison correction: False Discovery

| Which one of the following statements best describes your current feelings about long-term water issues in Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                                                         |                    | Variable to indicate open vs closed survey |             |
|                                                                                                                         |                    | Closed                                     | Open        |
| Serious concerns / Town does not have a solid plan                                                                      | % within column    | 14%                                        | 22%         |
|                                                                                                                         | Column Comparisons |                                            | a           |
| Somewhat concerned / not confident in the Town's plan                                                                   | % within column    | 13%                                        | 17%         |
|                                                                                                                         | Column Comparisons |                                            |             |
| Somewhat concerned / Town is on the right path                                                                          | % within column    | 33%                                        | 34%         |
|                                                                                                                         | Column Comparisons |                                            |             |
| Not concerned / Town has an adequate plan                                                                               | % within column    | 10%                                        | 9%          |
|                                                                                                                         | Column Comparisons |                                            |             |
| Not concerned / don't feel that it is an issue                                                                          | % within column    | 2%                                         | 0%          |
|                                                                                                                         | Column Comparisons |                                            |             |
| I do not know enough about the issue to make an informed decision                                                       | % within column    | 27%                                        | 18%         |
|                                                                                                                         | Column Comparisons | b                                          |             |
| <b>NET</b>                                                                                                              | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                                                         | Column Comparisons | -                                          | -           |
| Unweighted n                                                                                                            |                    | 588                                        | 250         |
| Weighted n                                                                                                              |                    | 570                                        | 250         |
| Column Names                                                                                                            |                    | A                                          | B           |

Figure 178. Which one of the following statements best describes your current feelings about long-term water issues in Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63

| <b>Do you feel 'smart' metering is a valuable service?</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                            |                    | Variable to indicate open vs closed survey        |             |
|                                                            |                    | Closed                                            | Open        |
| No                                                         | % within column    | 32%                                               | 35%         |
|                                                            | Column Comparisons |                                                   |             |
| Yes                                                        | % within column    | 68%                                               | 65%         |
|                                                            | Column Comparisons |                                                   |             |
| <b>NET</b>                                                 | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                            | Column Comparisons | -                                                 | -           |
| Unweighted n                                               |                    | 581                                               | 248         |
| Weighted n                                                 |                    | 561                                               | 248         |
| Column Names                                               |                    | A                                                 | B           |

Figure 179. Do you feel 'smart' metering is a valuable service? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 829; total n = 838; 9 missing; effective sample size = 654 (79%); 63% filtered out  
 Multiple comparison correct

| <b>Have you seen, read, or heard any information regarding the Town's plan to incorporate purified re-use water as part of the long term water supply plan?</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                                                                                                                                 |                    | Variable to indicate open vs closed survey        |             |
|                                                                                                                                                                 |                    | Closed                                            | Open        |
| No                                                                                                                                                              | % within column    | 35%                                               | 22%         |
|                                                                                                                                                                 | Column Comparisons | B                                                 |             |
| Yes                                                                                                                                                             | % within column    | 65%                                               | 78%         |
|                                                                                                                                                                 | Column Comparisons |                                                   | A           |
| <b>NET</b>                                                                                                                                                      | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                                                                                                                                 | Column Comparisons | -                                                 | -           |
| Unweighted n                                                                                                                                                    |                    | 587                                               | 249         |
| Weighted n                                                                                                                                                      |                    | 569                                               | 249         |
| Column Names                                                                                                                                                    |                    | A                                                 | B           |

Figure 180. Have you seen, read, or heard any information regarding the Town’s plan to incorporate purified re-use water as part of the long term water supply plan? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 836; tota

|                                             |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |                    |      |              |      |            |      |             |      |                    |      |
|---------------------------------------------|--------------------|---------------------------------------------------|------|--------------------|------|--------------|------|------------|------|-------------|------|--------------------|------|
|                                             |                    | None                                              |      | NET: At least once |      | 1 to 5 times |      | 6-10 times |      | 11-20 times |      | More than 20 times |      |
|                                             |                    | Variable to indicate open vs closed survey        |      |                    |      |              |      |            |      |             |      |                    |      |
|                                             |                    | Closed                                            | Open | Closed             | Open | Closed       | Open | Closed     | Open | Closed      | Open | Closed             | Open |
| Visited Town park                           | % within row       | 72%                                               | 28%  | 69%                | 31%  | 70%          | 30%  | 67%        | 33%  | 66%         | 34%  | 73%                | 27%  |
|                                             | Column Comparisons |                                                   |      |                    |      |              |      |            |      |             |      |                    |      |
| Used trails or open spaces                  | % within row       | 69%                                               | 31%  | 69%                | 31%  | 66%          | 34%  | 72%        | 28%  | 70%         | 30%  | 72%                | 28%  |
|                                             | Column Comparisons |                                                   |      |                    |      |              |      |            |      |             |      |                    |      |
| Used Castle Rock Recreation / Senior Center | % within row       | 70%                                               | 30%  | 69%                | 31%  | 74%          | 26%  | 63%        | 37%  | 71%         | 29%  | 62%                | 38%  |
|                                             | Column Comparisons |                                                   |      |                    |      |              |      |            |      |             |      |                    |      |
| Used Miller Activity Complex                | % within row       | 65%                                               | 35%  | 72%                | 28%  | 71%          | 29%  | 63%        | 37%  | 75%         | 25%  | 79%                | 21%  |
|                                             | Column Comparisons |                                                   |      |                    |      |              |      |            |      |             |      |                    |      |

Figure 181. In the past 12 months, how many times have you done each of the following? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = from 837 to 838; total n = 838; 1 missing; effective sample size = 649 (77%); 63% filte

| <b>Mean Score: Do you feel that you are getting good value for your money any fees paid?</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |
|----------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|------|
|                                                                                              |                    | Variable to indicate open vs closed survey        |      |
|                                                                                              |                    | Closed                                            | Open |
| Mean Score: Do you feel that you are getting good value for your money any fees paid?        | Average            | 7.22                                              | 6.17 |
|                                                                                              | Column Comparisons | B                                                 |      |
| Average                                                                                      |                    | 7.22                                              | 6.17 |
| Unweighted n                                                                                 |                    | 549                                               | 234  |
| Weighted n                                                                                   |                    | 537                                               | 234  |
| Column Names                                                                                 |                    | A                                                 | B    |

*Figure 182. Mean Score: Do you feel that you are getting good value for your money any fees paid? by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 783; total n = 838; 55 missing; effective sample size = 484 (62%); 63% filte*

| Do you feel that you are getting good value for your money any fees paid? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|---------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                           |                    | Variable to indicate open vs closed survey |             |
|                                                                           |                    | Closed                                     | Open        |
| NET: Not Getting My Money's Worth                                         | % within column    | 10%                                        | 25%         |
|                                                                           | Column Comparisons |                                            | A           |
| NET: Getting My Money's Worth                                             | % within column    | 77%                                        | 59%         |
|                                                                           | Column Comparisons | B                                          |             |
| Definitely not getting my money's worth (0-1)                             | % within column    | 4%                                         | 9%          |
|                                                                           | Column Comparisons |                                            | a           |
| Not getting my money's worth (2-4)                                        | % within column    | 6%                                         | 16%         |
|                                                                           | Column Comparisons |                                            | A           |
| Neutral (5)                                                               | % within column    | 13%                                        | 15%         |
|                                                                           | Column Comparisons |                                            |             |
| Getting my money's worth (6-8)                                            | % within column    | 40%                                        | 32%         |
|                                                                           | Column Comparisons |                                            |             |
| Definitely getting my money's worth (9-10)                                | % within column    | 37%                                        | 27%         |
|                                                                           | Column Comparisons | b                                          |             |
| <b>NET</b>                                                                | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                           | Column Comparisons | -                                          | -           |
| Unweighted n                                                              |                    | 549                                        | 234         |
| Weighted n                                                                |                    | 537                                        | 234         |
| Column Names                                                              |                    | A                                          | B           |

Figure 183. Do you feel that you are getting good value for your money any fees paid? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 783; total n = 838; 55 missing; effective sample size = 621 (79%); 63% filtered out  
 Mult

| Providing parks or open spaces within roughly one-half mile distance of each household |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|----------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                        |                    | Variable to indicate open vs closed survey |             |
|                                                                                        |                    | Closed                                     | Open        |
| NET: Not Close to Achieving                                                            | % within column    | 9%                                         | 14%         |
|                                                                                        | Column Comparisons |                                            |             |
| NET: Close to Achieving                                                                | % within column    | 84%                                        | 73%         |
|                                                                                        | Column Comparisons | b                                          |             |
| Not at all close to achieving (0-1)                                                    | % within column    | 2%                                         | 5%          |
|                                                                                        | Column Comparisons |                                            | a           |
| Not close to achieving (2-4)                                                           | % within column    | 7%                                         | 9%          |
|                                                                                        | Column Comparisons |                                            |             |
| Neutral (5)                                                                            | % within column    | 7%                                         | 13%         |
|                                                                                        | Column Comparisons |                                            | a           |
| Close to achieving (6-8)                                                               | % within column    | 47%                                        | 42%         |
|                                                                                        | Column Comparisons |                                            |             |
| Extremely close to achieving (9-10)                                                    | % within column    | 37%                                        | 30%         |
|                                                                                        | Column Comparisons |                                            |             |
| <b>NET</b>                                                                             | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                        | Column Comparisons | -                                          | -           |
| Average                                                                                |                    | 7.57                                       | 6.94        |
| Unweighted n                                                                           |                    | 587                                        | 250         |
| Weighted n                                                                             |                    | 569                                        | 250         |
| Column Names                                                                           |                    | A                                          | B           |

Figure 184. Providing parks or open spaces within roughly one-half mile distance of each household by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 687 (82%); 63% filte

| Please rank the following in terms of which ones you consider most important improvements to make. |                    | BANNER - Open vs Closed Survey (2019 Only) |      |
|----------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|------|
|                                                                                                    |                    | Variable to indicate open vs closed survey |      |
|                                                                                                    |                    | Closed                                     | Open |
| Purchase land to preserve open space                                                               | Probability %      | 30%                                        | 32%  |
|                                                                                                    | Column Comparisons |                                            |      |
| Develop new walking and biking trails to connect to existing trails                                | Probability %      | 19%                                        | 19%  |
|                                                                                                    | Column Comparisons |                                            |      |
| Upgrade and repair older parks, buildings, and recreation facilities                               | Probability %      | 18%                                        | 18%  |
|                                                                                                    | Column Comparisons |                                            |      |
| Improve access to Rueter-Hess Reservoir for hiking, fishing, and hand powered watercraft           | Probability %      | 12%                                        | 10%  |
|                                                                                                    | Column Comparisons |                                            |      |
| Develop a new indoor recreation                                                                    | Probability %      | 13%                                        | 11%  |
|                                                                                                    | Column Comparisons |                                            |      |
| Develop additional athletic fields and park facilities                                             | Probability %      | 9%                                         | 8%   |
|                                                                                                    | Column Comparisons |                                            |      |
| Unweighted n                                                                                       |                    | 588                                        | 250  |
| Weighted n                                                                                         |                    | 570                                        | 250  |
| Column Names                                                                                       |                    | A                                          | B    |

Figure 185. Please rank the following in terms of which ones you consider most important improvements to make. by BANNER - Open vs Closed Survey (2019 Only)

*Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 534 (64%); 63% filtered out  
Multip*

**BANNER - Open vs Closed Survey (2019 Only)**

**Preference of prioritizing a third indoor recreation facility or neighborhood parks**

|                                                                                                                |                                       | Variable to indicate open vs closed survey |             |
|----------------------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|-------------|
|                                                                                                                |                                       | Closed                                     | Open        |
| NET: Prefer to Prioritize Construction of a Third Indoor Recreation Facility                                   | % within column<br>Column Comparisons | 30%                                        | 34%         |
| NET: Prefer to Prioritize Continued Construction of New Neighborhood Parks Every Two to Three Years            | % within column<br>Column Comparisons | 54%                                        | 48%         |
| Strongly prefer to prioritize construction of a third indoor recreation facility (0-1)                         | % within column<br>Column Comparisons | 17%                                        | 18%         |
| Somewhat prefer to prioritize construction of a third indoor recreation facility (2-4)                         | % within column<br>Column Comparisons | 13%                                        | 16%         |
| Neutral (5)                                                                                                    | % within column<br>Column Comparisons | 16%                                        | 18%         |
| Somewhat prefer to Prioritize continued construction of new neighborhood parks every two to three years (6-8)  | % within column<br>Column Comparisons | 31%                                        | 22%         |
| Strongly prefer to Prioritize continued construction of new neighborhood parks every two to three years (9-10) | % within column<br>Column Comparisons | 24%                                        | 26%         |
| <b>NET</b>                                                                                                     | % within column<br>Column Comparisons | <b>100%</b>                                | <b>100%</b> |
| Average                                                                                                        |                                       | 5.74                                       | 5.56        |
| Unweighted n                                                                                                   |                                       | 587                                        | 250         |

Weighted n  
2019 Castle Rock Community Survey

569 250

Figure 186. Preference of prioritizing a third indoor recreation facility or neighborhood parks by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 663 (79%); 63% filtered

| Mean Summary: Strategic Priorities      |                    | BANNER - Open vs Closed Survey (2019 Only) |      |
|-----------------------------------------|--------------------|--------------------------------------------|------|
|                                         |                    | Variable to indicate open vs closed survey |      |
|                                         |                    | Closed                                     | Open |
| Ensuring outstanding public safety      | Average            | 8.15                                       | 7.92 |
|                                         | Column Comparisons |                                            |      |
| Enhancing our transportation            | Average            | 6.03                                       | 5.58 |
|                                         | Column Comparisons |                                            |      |
| Securing our water future               | Average            | 7.58                                       | 6.97 |
|                                         | Column Comparisons | b                                          |      |
| Maintaining strong Parks and Recreation | Average            | 7.70                                       | 7.26 |
|                                         | Column Comparisons | b                                          |      |
| Supporting economic development         | Average            | 6.60                                       | 5.67 |
|                                         | Column Comparisons | B                                          |      |
| Managing Town finances conservatively   | Average            | 7.13                                       | 6.53 |
|                                         | Column Comparisons | b                                          |      |
| Unweighted n                            |                    | 582                                        | 250  |
| Weighted n                              |                    | 563                                        | 250  |
| Column Names                            |                    | A                                          | B    |

Figure 187. Mean Summary: Strategic Priorities by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = from 833 to 837; total n = 838; 5 missing; effective sample size = 618 (74%); 63% filtered out  
 Multiple comparison correction:

|                                               |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey        |             |
| <b>Ensuring outstanding public safety</b>     |                    | Closed                                            | Open        |
| NET: Headed in the Wrong Direction            | % within column    | 5%                                                | 4%          |
|                                               | Column Comparisons |                                                   |             |
| NET: Headed in the Right Direction            | % within column    | 90%                                               | 85%         |
|                                               | Column Comparisons |                                                   |             |
| Strongly headed in the wrong direction (0-1)  | % within column    | 2%                                                | 2%          |
|                                               | Column Comparisons |                                                   |             |
| Headed in the wrong direction (2-4)           | % within column    | 3%                                                | 2%          |
|                                               | Column Comparisons |                                                   |             |
| Neutral (5)                                   | % within column    | 5%                                                | 11%         |
|                                               | Column Comparisons |                                                   | a           |
| Headed in the right direction (6-8)           | % within column    | 42%                                               | 39%         |
|                                               | Column Comparisons |                                                   |             |
| Strongly headed in the right direction (9-10) | % within column    | 48%                                               | 46%         |
|                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                  |                    | 585                                               | 250         |
| Weighted n                                    |                    | 568                                               | 250         |
| Column Names                                  |                    | A                                                 | B           |

Figure 188. Ensuring outstanding public safety by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 662 (79%); 63% filtered out  
 Multiple comparison correction: False Discov

|                                               |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey        |             |
| <b>Enhancing our transportation</b>           |                    | Closed                                            | Open        |
| NET: Headed in the Wrong Direction            | % within column    | 19%                                               | 32%         |
|                                               | Column Comparisons |                                                   | A           |
| NET: Headed in the Right Direction            | % within column    | 57%                                               | 48%         |
|                                               | Column Comparisons | b                                                 |             |
| Strongly headed in the wrong direction (0-1)  | % within column    | 8%                                                | 13%         |
|                                               | Column Comparisons |                                                   |             |
| Headed in the wrong direction (2-4)           | % within column    | 11%                                               | 19%         |
|                                               | Column Comparisons |                                                   | a           |
| Neutral (5)                                   | % within column    | 24%                                               | 20%         |
|                                               | Column Comparisons |                                                   |             |
| Headed in the right direction (6-8)           | % within column    | 36%                                               | 27%         |
|                                               | Column Comparisons | b                                                 |             |
| Strongly headed in the right direction (9-10) | % within column    | 21%                                               | 21%         |
|                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                  |                    | 583                                               | 250         |
| Weighted n                                    |                    | 566                                               | 250         |
| Column Names                                  |                    | A                                                 | B           |

Figure 189. Enhancing our transportation by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 833; total n = 838; 5 missing; effective sample size = 659 (79%); 63% filtered out  
Multiple comparison correction: False Discovery Ra

|                                               |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey        |             |
| <b>Securing our water future</b>              |                    | Closed                                            | Open        |
| NET: Headed in the Wrong Direction            | % within column    | 11%                                               | 16%         |
|                                               | Column Comparisons |                                                   | a           |
| NET: Headed in the Right Direction            | % within column    | 81%                                               | 72%         |
|                                               | Column Comparisons | b                                                 |             |
| Strongly headed in the wrong direction (0-1)  | % within column    | 3%                                                | 6%          |
|                                               | Column Comparisons |                                                   | a           |
| Headed in the wrong direction (2-4)           | % within column    | 8%                                                | 10%         |
|                                               | Column Comparisons |                                                   |             |
| Neutral (5)                                   | % within column    | 8%                                                | 12%         |
|                                               | Column Comparisons |                                                   |             |
| Headed in the right direction (6-8)           | % within column    | 39%                                               | 32%         |
|                                               | Column Comparisons |                                                   |             |
| Strongly headed in the right direction (9-10) | % within column    | 42%                                               | 40%         |
|                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                  |                    | 587                                               | 250         |
| Weighted n                                    |                    | 569                                               | 250         |
| Column Names                                  |                    | A                                                 | B           |

Figure 190. Securing our water future by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 680 (81%); 63% filtered out  
Multiple comparison correction: False Discovery Rate

|                                                |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                |                    | Variable to indicate open vs closed survey        |             |
| <b>Maintaining strong Parks and Recreation</b> |                    | Closed                                            | Open        |
| NET: Headed in the Wrong Direction             | % within column    | 5%                                                | 10%         |
|                                                | Column Comparisons |                                                   | a           |
| NET: Headed in the Right Direction             | % within column    | 87%                                               | 79%         |
|                                                | Column Comparisons | b                                                 |             |
| Strongly headed in the wrong direction (0-1)   | % within column    | 1%                                                | 3%          |
|                                                | Column Comparisons |                                                   | a           |
| Headed in the wrong direction (2-4)            | % within column    | 4%                                                | 7%          |
|                                                | Column Comparisons |                                                   |             |
| Neutral (5)                                    | % within column    | 8%                                                | 10%         |
|                                                | Column Comparisons |                                                   |             |
| Headed in the right direction (6-8)            | % within column    | 53%                                               | 44%         |
|                                                | Column Comparisons | b                                                 |             |
| Strongly headed in the right direction (9-10)  | % within column    | 33%                                               | 35%         |
|                                                | Column Comparisons |                                                   |             |
| <b>NET</b>                                     | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                | Column Comparisons | -                                                 | -           |
| Unweighted n                                   |                    | 586                                               | 250         |
| Weighted n                                     |                    | 568                                               | 250         |
| Column Names                                   |                    | A                                                 | B           |

*Figure 191. Maintaining strong Parks and Recreation by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective sample size = 662 (79%); 63% filtered out  
Multiple comparison correction: False D*

|                                               |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey        |             |
| <b>Supporting economic development</b>        |                    | Closed                                            | Open        |
| NET: Headed in the Wrong Direction            | % within column    | 20%                                               | 32%         |
|                                               | Column Comparisons |                                                   | a           |
| NET: Headed in the Right Direction            | % within column    | 69%                                               | 59%         |
|                                               | Column Comparisons | b                                                 |             |
| Strongly headed in the wrong direction (0-1)  | % within column    | 6%                                                | 16%         |
|                                               | Column Comparisons |                                                   | a           |
| Headed in the wrong direction (2-4)           | % within column    | 14%                                               | 16%         |
|                                               | Column Comparisons |                                                   |             |
| Neutral (5)                                   | % within column    | 11%                                               | 9%          |
|                                               | Column Comparisons |                                                   |             |
| Headed in the right direction (6-8)           | % within column    | 43%                                               | 37%         |
|                                               | Column Comparisons |                                                   |             |
| Strongly headed in the right direction (9-10) | % within column    | 25%                                               | 22%         |
|                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                  |                    | 586                                               | 250         |
| Weighted n                                    |                    | 568                                               | 250         |
| Column Names                                  |                    | A                                                 | B           |

*Figure 192. Supporting economic development by BANNER - Open vs Closed Survey (2019 Only)*  
 Filter: 2019; Weight: Raked Weight; base n = 836; total n = 838; 2 missing; effective sample size = 662 (79%); 63% filtered out  
 Multiple comparison correction: False Discovery

|                                               |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                               |                    | Variable to indicate open vs closed survey        |             |
|                                               |                    | Closed                                            | Open        |
| <b>Managing Town finances conservatively</b>  | % within column    |                                                   |             |
|                                               | Column Comparisons |                                                   |             |
| NET: Headed in the Wrong Direction            | % within column    | 12%                                               | 17%         |
|                                               | Column Comparisons |                                                   |             |
| NET: Headed in the Right Direction            | % within column    | 74%                                               | 66%         |
|                                               | Column Comparisons | b                                                 |             |
| Strongly headed in the wrong direction (0-1)  | % within column    | 3%                                                | 8%          |
|                                               | Column Comparisons |                                                   | A           |
| Headed in the wrong direction (2-4)           | % within column    | 9%                                                | 9%          |
|                                               | Column Comparisons |                                                   |             |
| Neutral (5)                                   | % within column    | 14%                                               | 17%         |
|                                               | Column Comparisons |                                                   |             |
| Headed in the right direction (6-8)           | % within column    | 42%                                               | 40%         |
|                                               | Column Comparisons |                                                   |             |
| Strongly headed in the right direction (9-10) | % within column    | 32%                                               | 26%         |
|                                               | Column Comparisons |                                                   |             |
| <b>NET</b>                                    | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                               | Column Comparisons | -                                                 | -           |
| Unweighted n                                  |                    | 584                                               | 250         |
| Weighted n                                    |                    | 564                                               | 250         |
| Column Names                                  |                    | A                                                 | B           |

Figure 193. Managing Town finances conservatively by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 834; total n = 838; 4 missing; effective sample size = 659 (79%); 63% filtered out  
 Multiple comparison correction: False Dis

**BANNER - Open vs Closed Survey (2019 Only)**

| Aspect of growth in Castle Rock is causing you the most concern? |                    | Variable to indicate open vs closed survey |            |
|------------------------------------------------------------------|--------------------|--------------------------------------------|------------|
|                                                                  |                    | Closed                                     | Open       |
| Traffic congestion and transportation                            | % within column    | 31%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Uncontrolled Growth                                              | % within column    | 13%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Too many new homes                                               | % within column    | 11%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Roads and infrastructure                                         | % within column    | 10%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Too crowded                                                      | % within column    | 7%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Water issues                                                     | % within column    | 6%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Loss of small town feel                                          | % within column    | 4%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Housing affordability                                            | % within column    | 3%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Too much chain retail                                            | % within column    | 3%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Concerns about safety                                            | % within column    | 2%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Schools and education                                            | % within column    | 2%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| No bad issues                                                    | % within column    | 1%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Too many taxes                                                   | % within column    | 1%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Lower income residents and housing                               | % within column    | 0%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Other                                                            | % within column    | 14%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| <b>NET</b>                                                       | % within column    | <b>96%</b>                                 | <b>NaN</b> |
|                                                                  | Column Comparisons | -                                          | -          |
| Unweighted n                                                     |                    | 588                                        | 0          |
| Weighted n                                                       |                    | 570                                        | 0          |
| 2019 Castle Rock Community Survey                                |                    |                                            |            |
| Column Names                                                     |                    | A                                          | B          |

*Figure 194. Aspect of growth in Castle Rock is causing you the most concern? by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 588; total n = 838; 250 missing; effective sample size = 322 (55%); 63% filtered out  
Multiple com*

**BANNER - Open vs Closed Survey (2019 Only)**

| Aspect of growth in Castle Rock do you consider most beneficial? |                    | Variable to indicate open vs closed survey |            |
|------------------------------------------------------------------|--------------------|--------------------------------------------|------------|
|                                                                  |                    | Closed                                     | Open       |
| More variety (shopping / restaurants / businesses)               | % within column    | 19%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| More parks and recreation opportunities                          | % within column    | 16%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| No positive benefits to growth                                   | % within column    | 9%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Increased revenue (increased tax revenue / taxes)                | % within column    | 8%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Access to better services                                        | % within column    | 7%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Opportunities for smart growth                                   | % within column    | 6%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Maintain sense of community                                      | % within column    | 6%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Stronger economy and jobs                                        | % within column    | 5%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Increased vitality downtown                                      | % within column    | 3%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Support for small or local business                              | % within column    | 2%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Increased safety and security                                    | % within column    | 2%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Better schools                                                   | % within column    | 2%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Diversity                                                        | % within column    | 1%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| More housing opportunities                                       | % within column    | 1%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Increased property values                                        | % within column    | 0%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| More diversity downtown                                          | % within column    | 0%                                         | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| Other                                                            | % within column    | 15%                                        | NaN        |
|                                                                  | Column Comparisons | -                                          | -          |
| <b>NET</b>                                                       | % within column    | <b>100%</b>                                | <b>NaN</b> |
|                                                                  | Column Comparisons | -                                          | -          |

|                                   |     |   |
|-----------------------------------|-----|---|
| Unweighted n                      | 588 | 0 |
| 2019 Castle Rock Community Survey |     |   |
| Weighted n                        | 570 | 0 |

Figure 195. Aspect of growth in Castle Rock do you consider most beneficial? by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 588; total n = 838; 250 missing; effective sample size = 322 (55%); 63% filtered out  
 Multiple com

| Options in terms of being able to afford a place to live in CR |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|----------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                |                    | Variable to indicate open vs closed survey |             |
|                                                                |                    | Closed                                     | Open        |
| No good options + Only a few good options                      | % within column    | 56%                                        | 41%         |
|                                                                | Column Comparisons | B                                          |             |
| No good options                                                | % within column    | 16%                                        | 11%         |
|                                                                | Column Comparisons |                                            |             |
| Only a few good options                                        | % within column    | 40%                                        | 30%         |
|                                                                | Column Comparisons | b                                          |             |
| Some good options                                              | % within column    | 33%                                        | 39%         |
|                                                                | Column Comparisons |                                            |             |
| Many good options                                              | % within column    | 12%                                        | 20%         |
|                                                                | Column Comparisons |                                            | a           |
| <b>NET</b>                                                     | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                | Column Comparisons | -                                          | -           |
| Unweighted n                                                   |                    | 588                                        | 250         |
| Weighted n                                                     |                    | 570                                        | 250         |
| Column Names                                                   |                    | A                                          | B           |

Figure 196. Options in terms of being able to afford a place to live in CR by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out  
 Multiple comparison correction: False Disc

| The cost of housing makes it difficult for middle and low-wage workers to afford to live in Castle Rock |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|---------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                                         |                    | Variable to indicate open vs closed survey |             |
|                                                                                                         |                    | Closed                                     | Open        |
| NET: Disagree                                                                                           | % within column    | 8%                                         | 12%         |
|                                                                                                         | Column Comparisons |                                            |             |
| NET: Agree                                                                                              | % within column    | 83%                                        | 84%         |
|                                                                                                         | Column Comparisons |                                            |             |
| Strongly disagree (0-1)                                                                                 | % within column    | 4%                                         | 4%          |
|                                                                                                         | Column Comparisons |                                            |             |
| Somewhat disagree (2-4)                                                                                 | % within column    | 4%                                         | 7%          |
|                                                                                                         | Column Comparisons |                                            |             |
| Neutral (5)                                                                                             | % within column    | 9%                                         | 4%          |
|                                                                                                         | Column Comparisons | b                                          |             |
| Somewhat agree (6-8)                                                                                    | % within column    | 29%                                        | 28%         |
|                                                                                                         | Column Comparisons |                                            |             |
| Strongly agree (9-10)                                                                                   | % within column    | 54%                                        | 57%         |
|                                                                                                         | Column Comparisons |                                            |             |
| <b>NET</b>                                                                                              | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                                         | Column Comparisons | -                                          | -           |
| Average                                                                                                 |                    | 7.93                                       | 8.02        |
| Unweighted n                                                                                            |                    | 586                                        | 249         |
| Weighted n                                                                                              |                    | 569                                        | 249         |
| Column Names                                                                                            |                    | A                                          | B           |

Figure 197. The cost of housing makes it difficult for middle and low-wage workers to afford to live in Castle Rock by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 835; total n = 838; 3 missing; effective sample size = 662

| The cost of housing makes it difficult for elderly residents to afford to live in Castle Rock |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                                                               |                    | Variable to indicate open vs closed survey |             |
|                                                                                               |                    | Closed                                     | Open        |
| NET: Disagree                                                                                 | % within column    | 11%                                        | 10%         |
|                                                                                               | Column Comparisons |                                            |             |
| NET: Agree                                                                                    | % within column    | 81%                                        | 81%         |
|                                                                                               | Column Comparisons |                                            |             |
| Strongly disagree (0-1)                                                                       | % within column    | 4%                                         | 4%          |
|                                                                                               | Column Comparisons |                                            |             |
| Somewhat disagree (2-4)                                                                       | % within column    | 7%                                         | 6%          |
|                                                                                               | Column Comparisons |                                            |             |
| Neutral (5)                                                                                   | % within column    | 8%                                         | 9%          |
|                                                                                               | Column Comparisons |                                            |             |
| Somewhat agree (6-8)                                                                          | % within column    | 34%                                        | 27%         |
|                                                                                               | Column Comparisons |                                            |             |
| Strongly agree (9-10)                                                                         | % within column    | 46%                                        | 53%         |
|                                                                                               | Column Comparisons |                                            |             |
| <b>NET</b>                                                                                    | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                                                               | Column Comparisons | -                                          | -           |
| Average                                                                                       |                    | 7.55                                       | 7.87        |
| Unweighted n                                                                                  |                    | 588                                        | 249         |
| Weighted n                                                                                    |                    | 570                                        | 249         |
| Column Names                                                                                  |                    | A                                          | B           |

Figure 198. The cost of housing makes it difficult for elderly residents to afford to live in Castle Rock by BANNER - Open vs Closed Survey (2019 Only)  
Filter: 2019; Weight: Raked Weight; base n = 837; total n = 838; 1 missing; effective sample size = 664 (79%); 63

| How would you prefer to communicate or receive information from the Town of Castle Rock? |                    | BANNER - Open vs Closed Survey (2019 Only) |            |
|------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|------------|
|                                                                                          |                    | Variable to indicate open vs closed survey |            |
|                                                                                          |                    | Closed                                     | Open       |
| Email                                                                                    | % within column    | 66%                                        | 68%        |
|                                                                                          | Column Comparisons |                                            |            |
| Direct mail                                                                              | % within column    | 44%                                        | 30%        |
|                                                                                          | Column Comparisons | B                                          |            |
| Social media                                                                             | % within column    | 29%                                        | 46%        |
|                                                                                          | Column Comparisons |                                            | A          |
| Town's website                                                                           | % within column    | 25%                                        | 33%        |
|                                                                                          | Column Comparisons |                                            | a          |
| Castle Rock News-Press                                                                   | % within column    | 20%                                        | 22%        |
|                                                                                          | Column Comparisons |                                            |            |
| Your Town Talk                                                                           | % within column    | 21%                                        | 17%        |
|                                                                                          | Column Comparisons |                                            |            |
| Through my HOA                                                                           | % within column    | 15%                                        | 14%        |
|                                                                                          | Column Comparisons |                                            |            |
| Open houses regarding Town projects                                                      | % within column    | 13%                                        | 18%        |
|                                                                                          | Column Comparisons |                                            |            |
| Watching local television news                                                           | % within column    | 7%                                         | 7%         |
|                                                                                          | Column Comparisons |                                            |            |
| I already receive communication from the Town                                            | % within column    | NaN                                        | NaN        |
|                                                                                          | Column Comparisons | -                                          | -          |
| Denver Post/YourHub                                                                      | % within column    | 3%                                         | 4%         |
|                                                                                          | Column Comparisons |                                            |            |
| Cable Channel 22                                                                         | % within column    | 3%                                         | 3%         |
|                                                                                          | Column Comparisons |                                            |            |
| Calling Town Hall                                                                        | % within column    | 2%                                         | 1%         |
|                                                                                          | Column Comparisons |                                            |            |
| Something else                                                                           | % within column    | 2%                                         | 2%         |
|                                                                                          | Column Comparisons |                                            |            |
| I prefer not to communicate with the Town                                                | % within column    | 0%                                         | 0%         |
|                                                                                          | Column Comparisons |                                            |            |
| <b>NET</b>                                                                               | % within column    | <b>NaN</b>                                 | <b>NaN</b> |
|                                                                                          | Column Comparisons | -                                          | -          |
| Unweighted n                                                                             |                    | 0                                          | 0          |
| Weighted n                                                                               |                    | 0                                          | 0          |
| 2019 Castle Rock Community Survey                                                        |                    |                                            |            |
| Column Names                                                                             |                    | A                                          | B          |

Figure 199. How would you prefer to communicate or receive information from the Town of Castle Rock? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 0 to 838; total n = 838; 838 missing; effective sample size = 764 (9

| Have you accessed the Town's website in the past two years? |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-------------------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                             |                    | Variable to indicate open vs closed survey |             |
|                                                             |                    | Closed                                     | Open        |
| No                                                          | % within column    | 16%                                        | 10%         |
|                                                             | Column Comparisons | b                                          |             |
| Yes                                                         | % within column    | 84%                                        | 90%         |
|                                                             | Column Comparisons |                                            | a           |
| <b>NET</b>                                                  | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                             | Column Comparisons | -                                          | -           |
| Unweighted n                                                |                    | 588                                        | 250         |
| Weighted n                                                  |                    | 570                                        | 250         |
| Column Names                                                |                    | A                                          | B           |

Figure 200. Have you accessed the Town's website in the past two years? by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 838; effective sample size = 664 (79%); 63% filtered out

Multiple comparison correction: False Discover

| <b>Mean Summary: Website</b>                        |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |      |
|-----------------------------------------------------|--------------------|---------------------------------------------------|------|
|                                                     |                    | Variable to indicate open vs closed survey        |      |
|                                                     |                    | Closed                                            | Open |
| Overall look and feel of the website                | Average            | 6.79                                              | 6.41 |
|                                                     | Column Comparisons |                                                   |      |
| Ease of navigation on the website                   | Average            | 6.35                                              | 5.62 |
|                                                     | Column Comparisons | b                                                 |      |
| Quality / accuracy of information on the website    | Average            | 7.32                                              | 6.58 |
|                                                     | Column Comparisons | B                                                 |      |
| Transparency regarding Town business on the website | Average            | 6.92                                              | 5.96 |
|                                                     | Column Comparisons | B                                                 |      |
| Availability of needed information on the website   | Average            | 6.87                                              | 6.10 |
|                                                     | Column Comparisons | B                                                 |      |
| Ease of providing feedback on the website           | Average            | 6.38                                              | 5.61 |
|                                                     | Column Comparisons | B                                                 |      |
| Unweighted n                                        |                    | 467                                               | 223  |
| Weighted n                                          |                    | 463                                               | 223  |
| Column Names                                        |                    | A                                                 | B    |

Figure 201. Mean Summary: Website by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = from 690 to 702; total n = 838; 148 missing; effective sample size = 436 (62%); 63% filtered out  
Multiple comparison correction: False Disco

|                                             |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|---------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                             |                    | Variable to indicate open vs closed survey        |             |
| <b>Overall look and feel of the website</b> |                    | Closed                                            | Open        |
| NET: Poor                                   | % within column    | 14%                                               | 16%         |
|                                             | Column Comparisons |                                                   |             |
| NET: Good / Excellent                       | % within column    | 72%                                               | 66%         |
|                                             | Column Comparisons |                                                   |             |
| Very poor (0-1)                             | % within column    | 4%                                                | 4%          |
|                                             | Column Comparisons |                                                   |             |
| Poor (2-4)                                  | % within column    | 9%                                                | 12%         |
|                                             | Column Comparisons |                                                   |             |
| Neutral (5)                                 | % within column    | 14%                                               | 18%         |
|                                             | Column Comparisons |                                                   |             |
| Good (6-8)                                  | % within column    | 48%                                               | 47%         |
|                                             | Column Comparisons |                                                   |             |
| Excellent (9-10)                            | % within column    | 24%                                               | 19%         |
|                                             | Column Comparisons |                                                   |             |
| <b>NET</b>                                  | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                             | Column Comparisons | -                                                 | -           |
| Unweighted n                                |                    | 474                                               | 226         |
| Weighted n                                  |                    | 472                                               | 226         |
| Column Names                                |                    | A                                                 | B           |

Figure 202. Overall look and feel of the website by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 700; total n = 838; 138 missing; effective sample size = 547 (78%); 63% filtered out  
Multiple comparison correction: False Di

|                                          |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                          |                    | Variable to indicate open vs closed survey        |             |
| <b>Ease of navigation on the website</b> |                    | Closed                                            | Open        |
| NET: Poor                                | % within column    | 20%                                               | 30%         |
|                                          | Column Comparisons |                                                   | a           |
| NET: Good / Excellent                    | % within column    | 66%                                               | 55%         |
|                                          | Column Comparisons | b                                                 |             |
| Very poor (0-1)                          | % within column    | 4%                                                | 9%          |
|                                          | Column Comparisons |                                                   |             |
| Poor (2-4)                               | % within column    | 16%                                               | 20%         |
|                                          | Column Comparisons |                                                   |             |
| Neutral (5)                              | % within column    | 13%                                               | 15%         |
|                                          | Column Comparisons |                                                   |             |
| Good (6-8)                               | % within column    | 49%                                               | 40%         |
|                                          | Column Comparisons |                                                   |             |
| Excellent (9-10)                         | % within column    | 18%                                               | 15%         |
|                                          | Column Comparisons |                                                   |             |
| <b>NET</b>                               | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                          | Column Comparisons | -                                                 | -           |
| Unweighted n                             |                    | 476                                               | 226         |
| Weighted n                               |                    | 474                                               | 226         |
| Column Names                             |                    | A                                                 | B           |

*Figure 203. Ease of navigation on the website by BANNER - Open vs Closed Survey (2019 Only)*  
 Filter: 2019; Weight: Raked Weight; base n = 702; total n = 838; 136 missing; effective sample size = 549 (78%); 63% filtered out  
 Multiple comparison correction: False Disco

| Quality / accuracy of information on the website |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|--------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                  |                    | Variable to indicate open vs closed survey |             |
|                                                  |                    | Closed                                     | Open        |
| NET: Poor                                        | % within column    | 9%                                         | 16%         |
|                                                  | Column Comparisons |                                            | a           |
| NET: Good / Excellent                            | % within column    | 83%                                        | 66%         |
|                                                  | Column Comparisons | B                                          |             |
| Very poor (0-1)                                  | % within column    | 1%                                         | 2%          |
|                                                  | Column Comparisons |                                            |             |
| Poor (2-4)                                       | % within column    | 8%                                         | 14%         |
|                                                  | Column Comparisons |                                            |             |
| Neutral (5)                                      | % within column    | 8%                                         | 18%         |
|                                                  | Column Comparisons |                                            | A           |
| Good (6-8)                                       | % within column    | 55%                                        | 46%         |
|                                                  | Column Comparisons | b                                          |             |
| Excellent (9-10)                                 | % within column    | 28%                                        | 21%         |
|                                                  | Column Comparisons |                                            |             |
| <b>NET</b>                                       | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                  | Column Comparisons | -                                          | -           |
| Unweighted n                                     |                    | 474                                        | 226         |
| Weighted n                                       |                    | 472                                        | 226         |
| Column Names                                     |                    | A                                          | B           |

Figure 204. Quality / accuracy of information on the website by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 700; total n = 838; 138 missing; effective sample size = 547 (78%); 63% filtered out  
 Multiple comparison correcti

| Transparency regarding Town business on the website |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|-----------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                     |                    | Variable to indicate open vs closed survey |             |
|                                                     |                    | Closed                                     | Open        |
| NET: Poor                                           | % within column    | 13%                                        | 25%         |
|                                                     | Column Comparisons |                                            | A           |
| NET: Good / Excellent                               | % within column    | 75%                                        | 57%         |
|                                                     | Column Comparisons | B                                          |             |
| Very poor (0-1)                                     | % within column    | 2%                                         | 9%          |
|                                                     | Column Comparisons |                                            | A           |
| Poor (2-4)                                          | % within column    | 11%                                        | 16%         |
|                                                     | Column Comparisons |                                            |             |
| Neutral (5)                                         | % within column    | 13%                                        | 18%         |
|                                                     | Column Comparisons |                                            |             |
| Good (6-8)                                          | % within column    | 51%                                        | 38%         |
|                                                     | Column Comparisons | b                                          |             |
| Excellent (9-10)                                    | % within column    | 24%                                        | 19%         |
|                                                     | Column Comparisons |                                            |             |
| <b>NET</b>                                          | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                     | Column Comparisons | -                                          | -           |
| Unweighted n                                        |                    | 474                                        | 224         |
| Weighted n                                          |                    | 472                                        | 224         |
| Column Names                                        |                    | A                                          | B           |

Figure 205. Transparency regarding Town business on the website by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 698; total n = 838; 140 missing; effective sample size = 546 (78%); 63% filtered out  
 Multiple comparison corr

| Availability of needed information on the website |                    | BANNER - Open vs Closed Survey (2019 Only) |             |
|---------------------------------------------------|--------------------|--------------------------------------------|-------------|
|                                                   |                    | Variable to indicate open vs closed survey |             |
|                                                   |                    | Closed                                     | Open        |
| NET: Poor                                         | % within column    | 11%                                        | 23%         |
|                                                   | Column Comparisons |                                            | a           |
| NET: Good / Excellent                             | % within column    | 78%                                        | 61%         |
|                                                   | Column Comparisons | B                                          |             |
| Very poor (0-1)                                   | % within column    | 3%                                         | 6%          |
|                                                   | Column Comparisons |                                            |             |
| Poor (2-4)                                        | % within column    | 8%                                         | 17%         |
|                                                   | Column Comparisons |                                            | a           |
| Neutral (5)                                       | % within column    | 10%                                        | 16%         |
|                                                   | Column Comparisons |                                            | a           |
| Good (6-8)                                        | % within column    | 61%                                        | 45%         |
|                                                   | Column Comparisons | B                                          |             |
| Excellent (9-10)                                  | % within column    | 18%                                        | 16%         |
|                                                   | Column Comparisons |                                            |             |
| <b>NET</b>                                        | % within column    | <b>100%</b>                                | <b>100%</b> |
|                                                   | Column Comparisons | -                                          | -           |
| Unweighted n                                      |                    | 474                                        | 226         |
| Weighted n                                        |                    | 472                                        | 226         |
| Column Names                                      |                    | A                                          | B           |

Figure 206. Availability of needed information on the website by BANNER - Open vs Closed Survey (2019 Only)  
 Filter: 2019; Weight: Raked Weight; base n = 700; total n = 838; 138 missing; effective sample size = 547 (78%); 63% filtered out  
 Multiple comparison correct

| <b>Ease of providing feedback on the website</b> |                    | <b>BANNER - Open vs Closed Survey (2019 Only)</b> |             |
|--------------------------------------------------|--------------------|---------------------------------------------------|-------------|
|                                                  |                    | Variable to indicate open vs closed survey        |             |
|                                                  |                    | Closed                                            | Open        |
| NET: Poor                                        | % within column    | 16%                                               | 27%         |
|                                                  | Column Comparisons |                                                   | a           |
| NET: Good / Excellent                            | % within column    | 62%                                               | 48%         |
|                                                  | Column Comparisons | b                                                 |             |
| Very poor (0-1)                                  | % within column    | 4%                                                | 9%          |
|                                                  | Column Comparisons |                                                   |             |
| Poor (2-4)                                       | % within column    | 12%                                               | 18%         |
|                                                  | Column Comparisons |                                                   |             |
| Neutral (5)                                      | % within column    | 22%                                               | 24%         |
|                                                  | Column Comparisons |                                                   |             |
| Good (6-8)                                       | % within column    | 43%                                               | 34%         |
|                                                  | Column Comparisons | b                                                 |             |
| Excellent (9-10)                                 | % within column    | 19%                                               | 15%         |
|                                                  | Column Comparisons |                                                   |             |
| <b>NET</b>                                       | % within column    | <b>100%</b>                                       | <b>100%</b> |
|                                                  | Column Comparisons | -                                                 | -           |
| Unweighted n                                     |                    | 467                                               | 223         |
| Weighted n                                       |                    | 463                                               | 223         |
| Column Names                                     |                    | A                                                 | B           |

Figure 207. Ease of providing feedback on the website by BANNER - Open vs Closed Survey (2019 Only)

Filter: 2019; Weight: Raked Weight; base n = 690; total n = 838; 148 missing; effective sample size = 537 (78%); 63% filtered out  
Multiple comparison correction: Fal