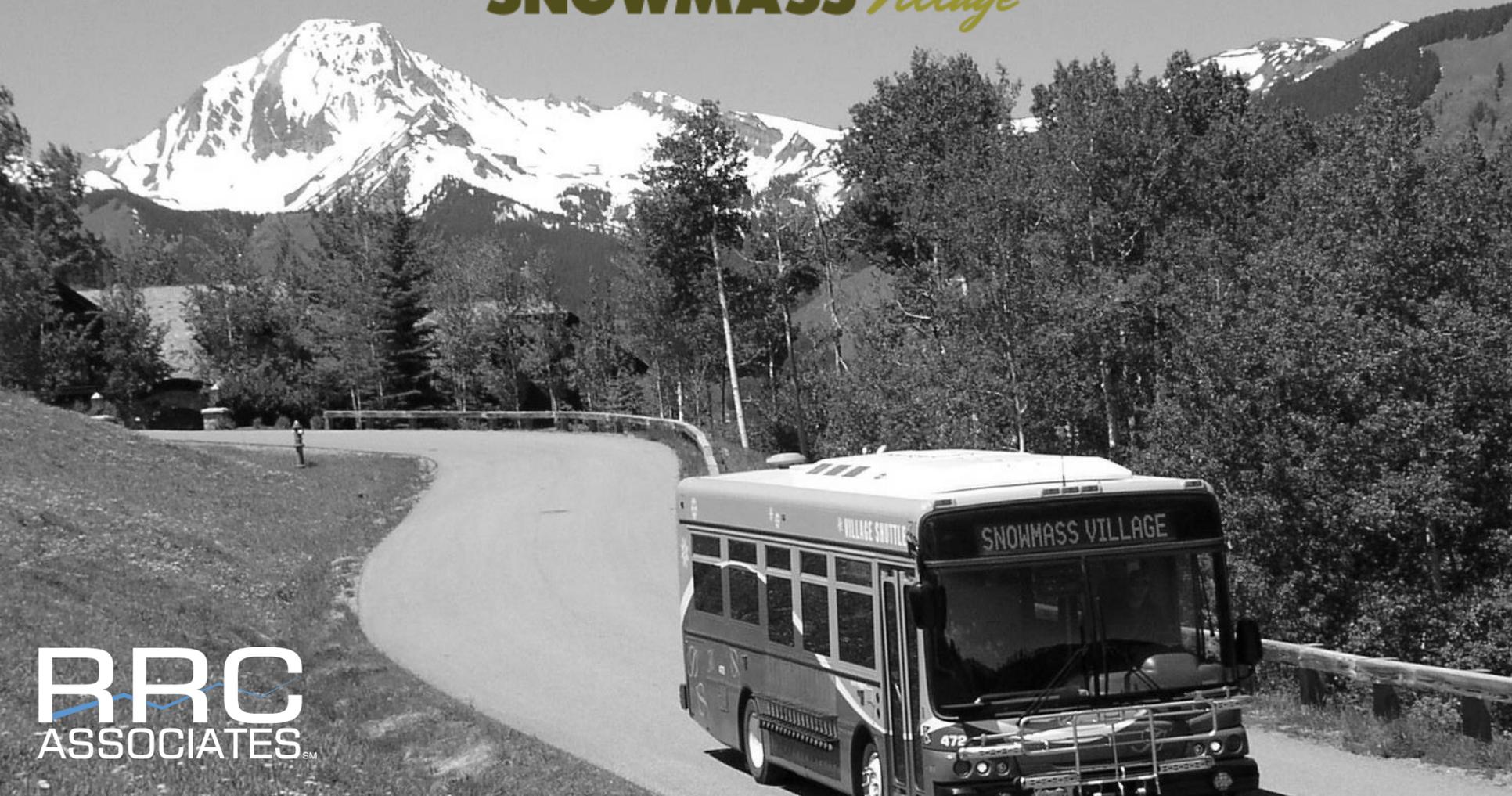


# 2015 COMMUNITY SURVEY RESULTS



*The Town of*  
**SNOWMASS** *Village*



**RRC**  
ASSOCIATES<sup>SM</sup>

# OUTLINE

**Introduction & methodology**

**Executive summary**

**Respondent demographics**

**General satisfaction & future priorities**

**Ratings of Town departments and services**

**Community engagement**

**Town housing**

# Introduction

- The Snowmass Community Survey took place between June 17 and July 7, 2015
- Conducted electronically through Survey Gizmo
- Paper copies were only available by request
- Made available to all community members through email listings, the Town website, social media, electronic ads, newspaper ads, mailed invitations, and fliers with QR Codes
- Several questions asked on past surveys were also retained for comparability

# Methodology

Method	Totals
<b>SAMPLE FRAME:</b>	
Emails with Survey Link	4,669
Postcards with Survey Invitation	1,728
<b>RESPONSES:</b>	
Total Responses	1,098 (979 in 2013)
Surveys Completed	959 (681 in 2013)
Response Rate – full-time residents	23.5% (551 full-time resident survey responses/ 2344 residents aged 18+ per 2010 Census)
<b>STATISTICAL PRECISION:</b>	
At 95% Confidence	+/- 2.8% Margin of Error

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# Key Findings

- Residents are generally **slightly more satisfied** with the Snowmass community than they were in 2013, with ratings for various items and departments improving
- 2015 ratings of sense of community have **improved notably** compared to 2013
- Respondents indicated that **economic factors** should be addressed above other concerns, including:
  - Economic development and vitality
  - Affordable housing
  - Infrastructure

# Key Findings

- Most respondents **do not feel well informed** on issues facing the Town, indicating an area for future improvement
- To improve community engagement and the degree to which residents feel informed, respondents were willing to participate in various methods, including a variety of **social settings**:
  - Meetings with Council members
  - Discussion forums
  - Special events/social gatherings
- When asked if they felt their voice was being heard, most respondents said they **didn't know**
- In related findings about communications and information sources, **newspapers are most used**, followed by the town website, posters, and social media. Not surprisingly, these results vary sharply by respondent age.

# Key Findings

- Town department ratings are generally **stable or slightly above** 2013 ratings
- Three-quarters of respondents utilize the **Village Shuttle**
- The survey shows **differences in the use of transportation** services by respondent age group. For example, respondents under age 35 are much more likely to report they use the Village Shuttle (92%) than those 65 or older (66%)
- Compared to 2013, an **increased number** of respondents are **interested in Town housing**
- Residents currently living in Town rental housing are **relatively satisfied** with the services they receive
  - However, ratings dipped this year compared to 2013

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General satisfaction & future priorities

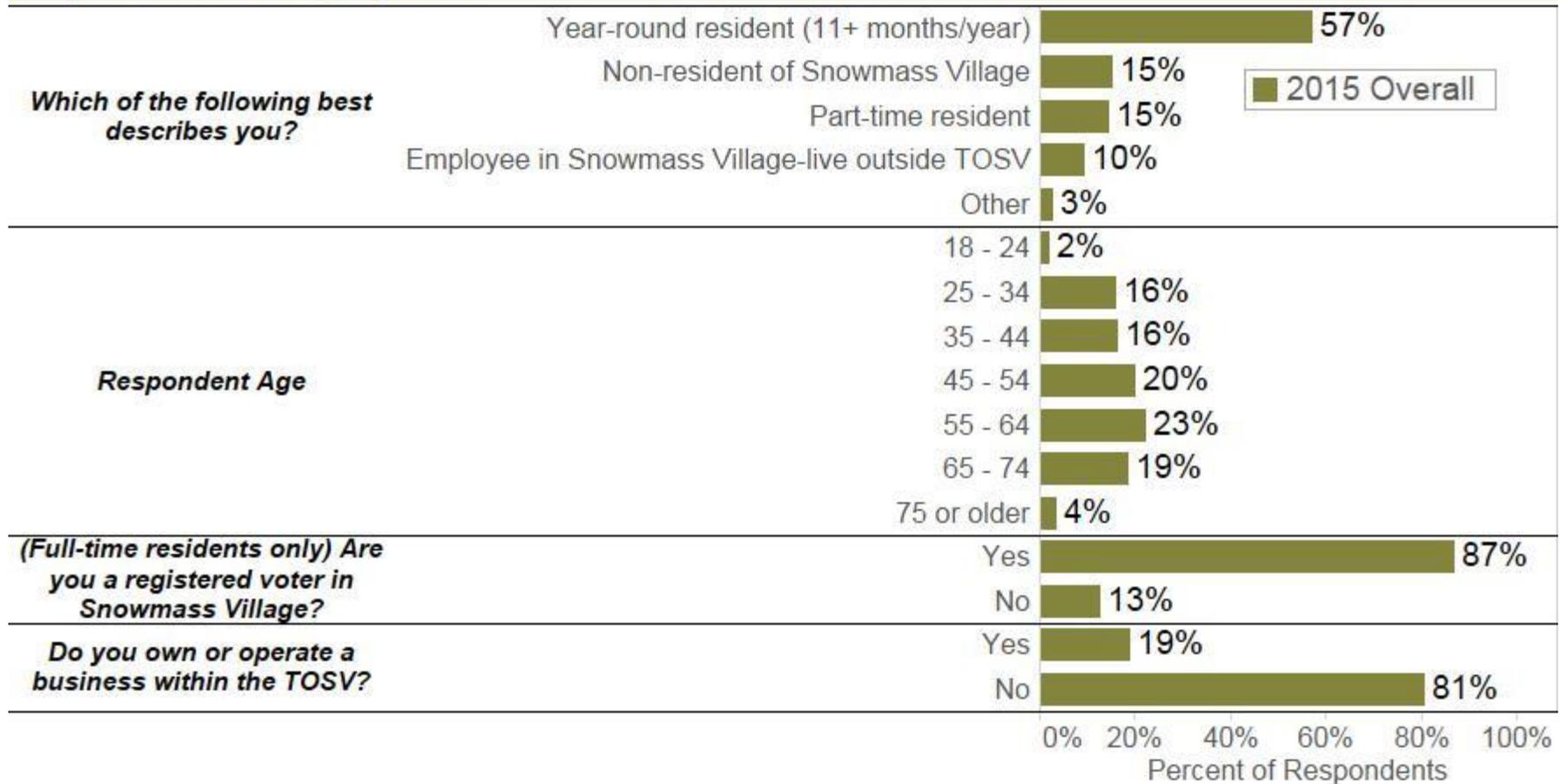
Ratings of Town departments and services

Community engagement

Town housing

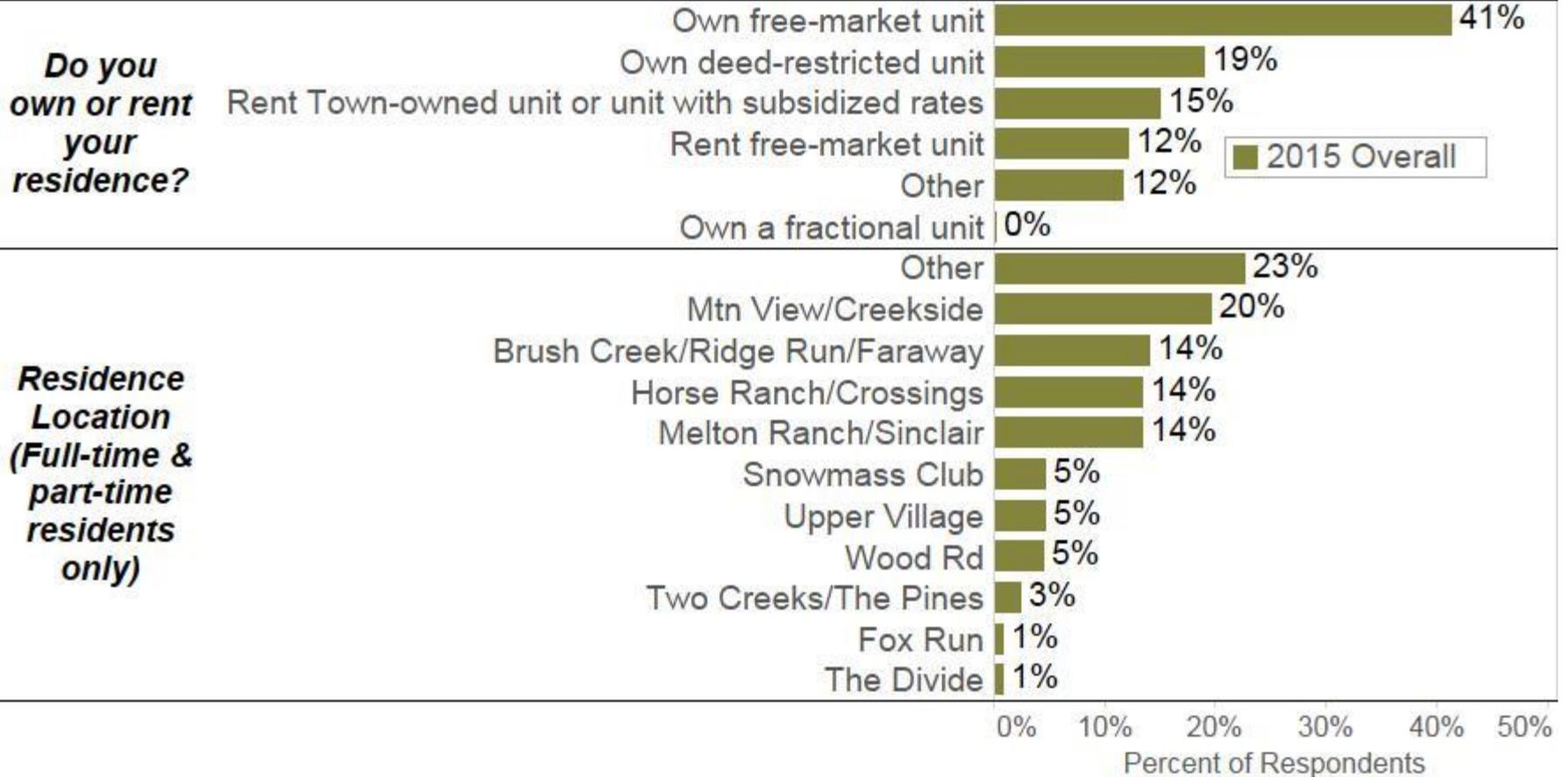
# Respondent Demographics

## Respondent Demographics



# Residential Characteristics

## Residential Characteristics



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**General satisfaction & future priorities**

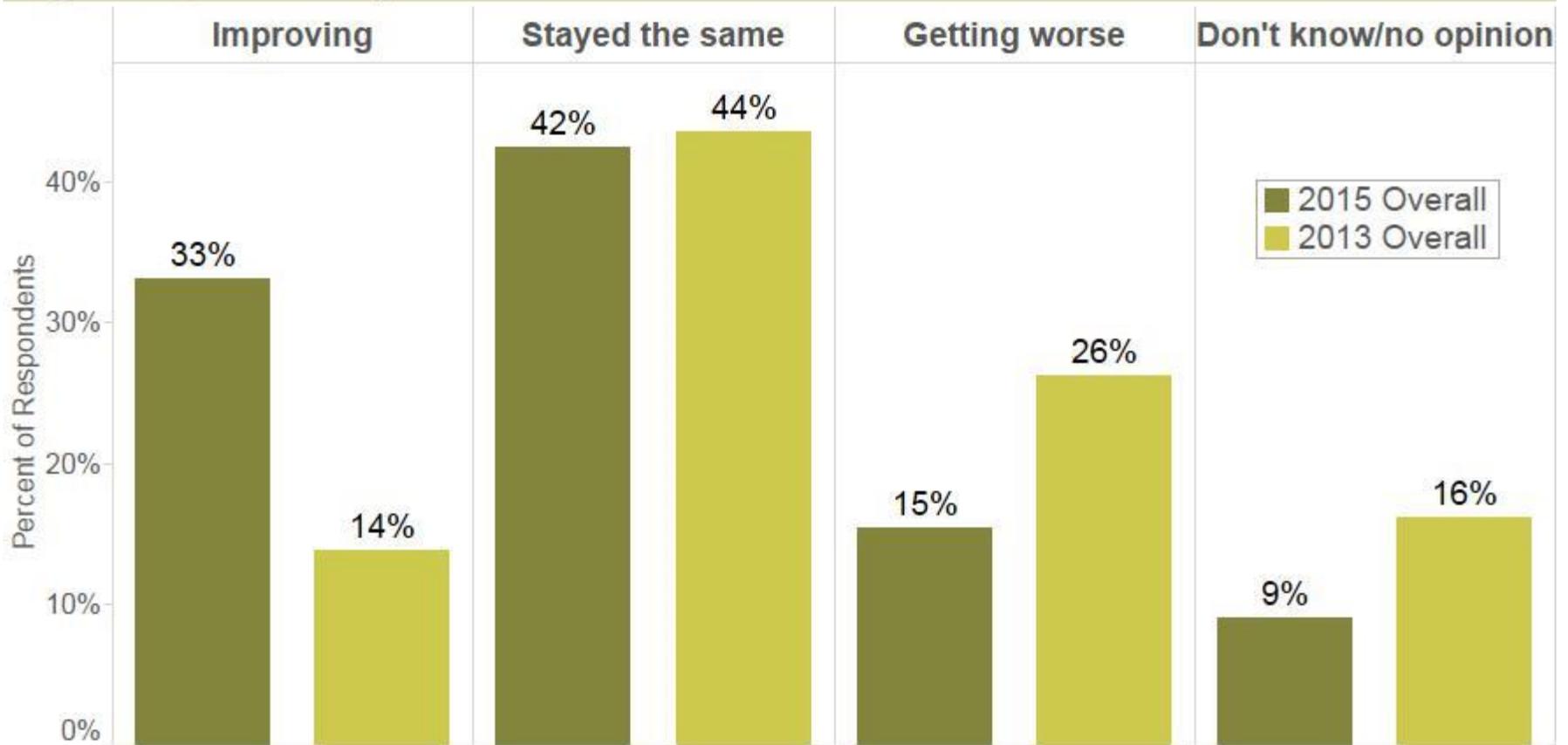
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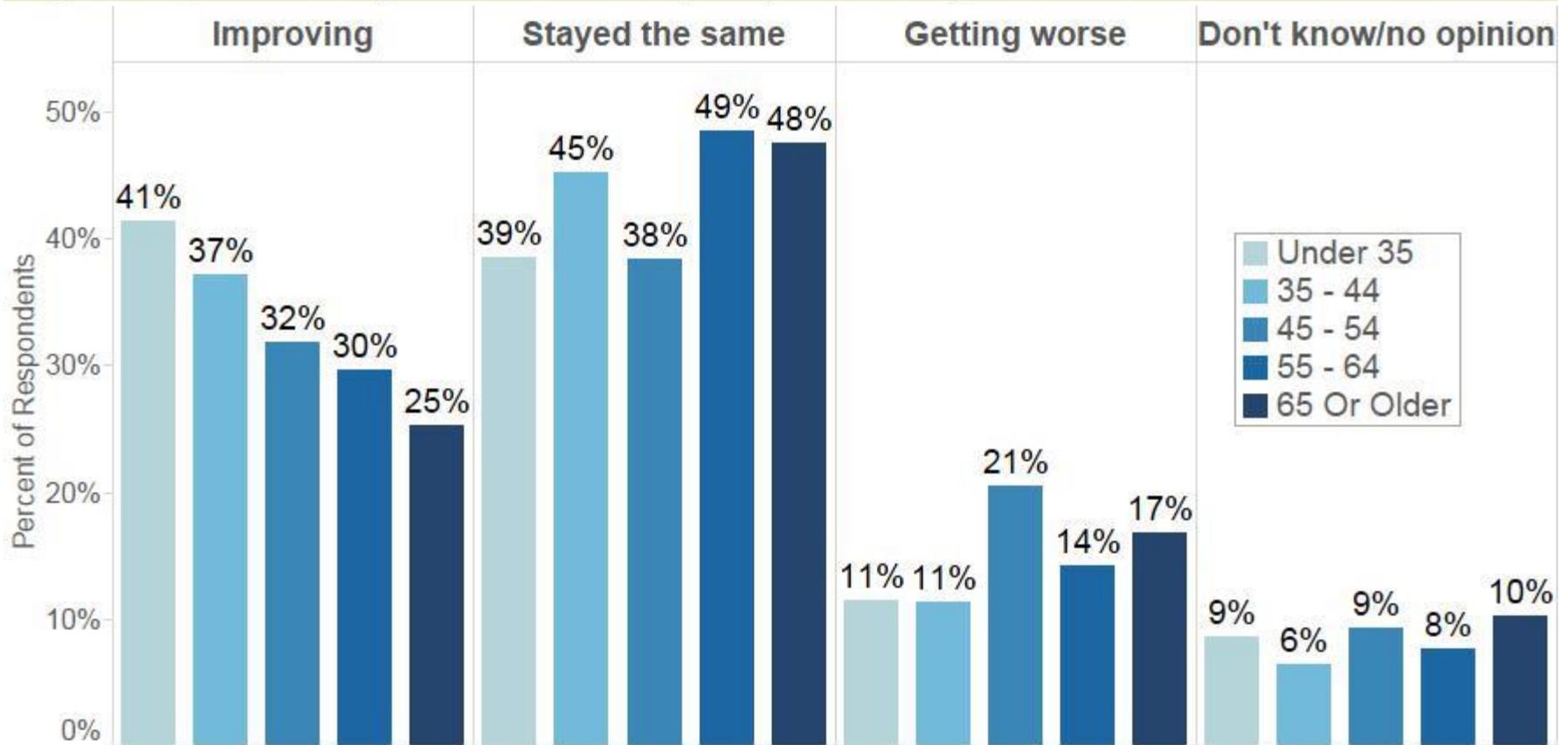
# Sense of Community

Overall, do you feel that the sense of community in Snowmass Village is improving, getting worse, or has stayed the same?



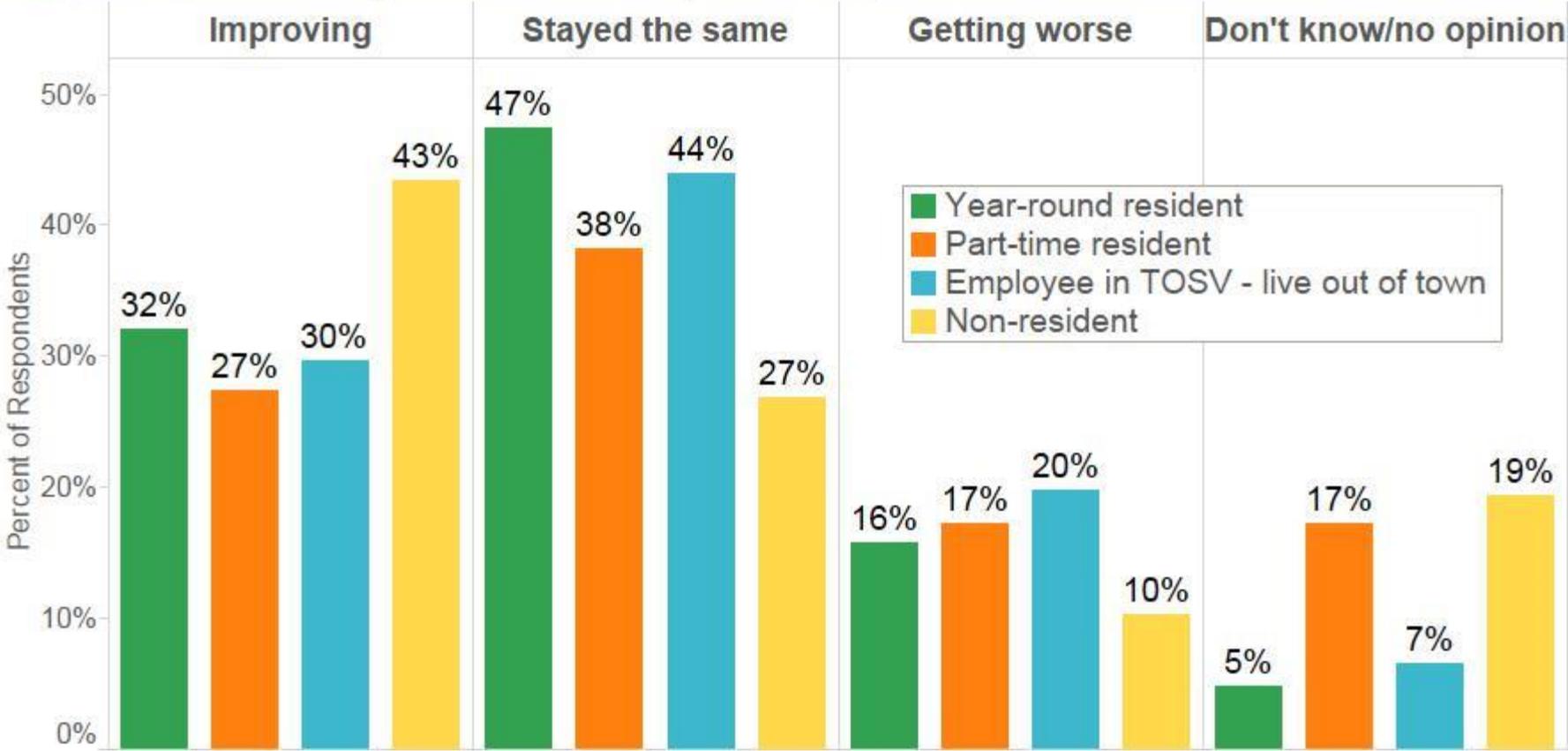
# Sense of Community – by Age

Overall, do you feel that the sense of community in Snowmass Village is improving, getting worse, or has stayed the same? - by Respondent Age

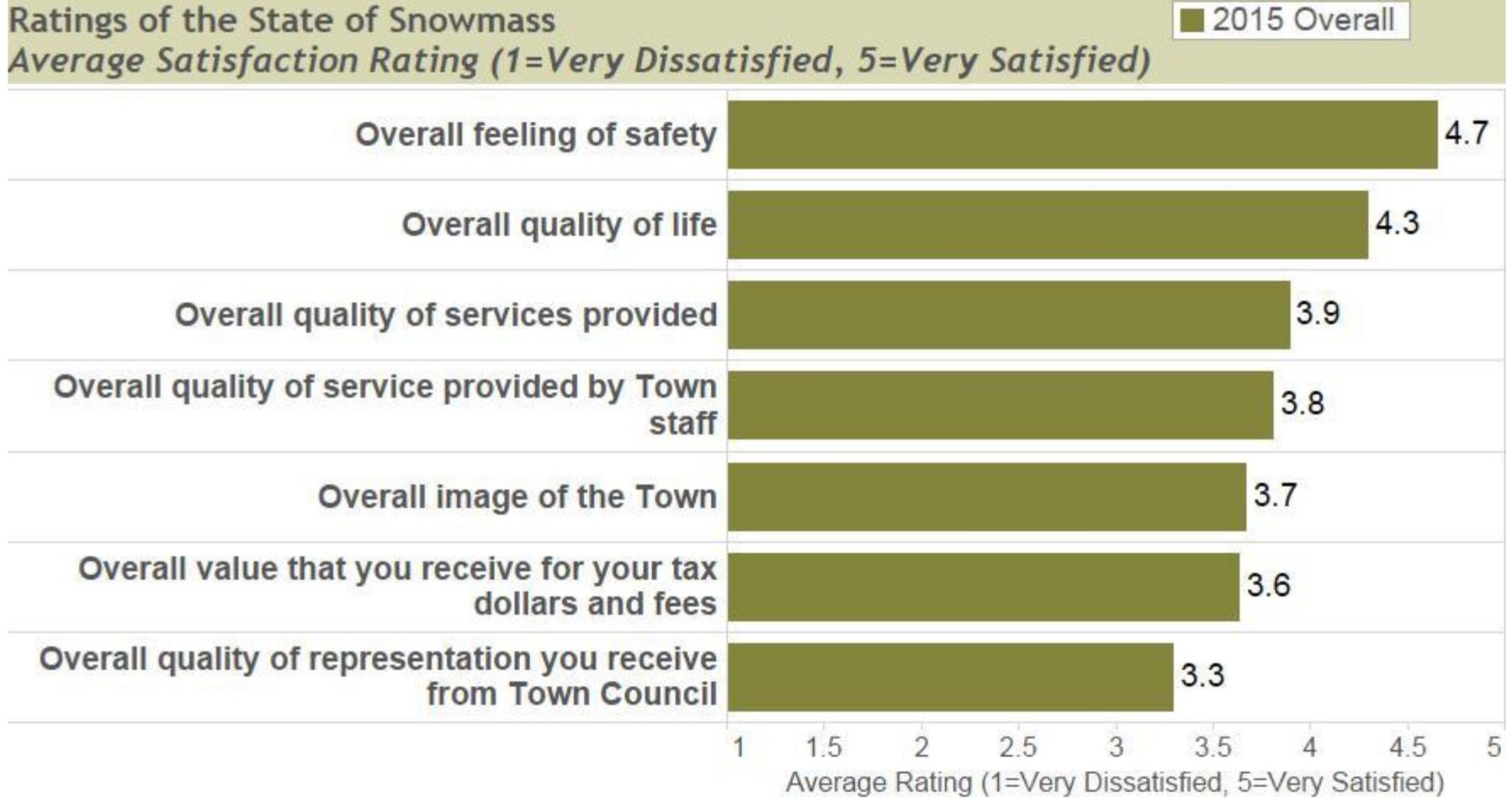


# Sense of Community – by Residency

Overall, do you feel that the sense of community in Snowmass Village is improving, getting worse, or has stayed the same? - by Residency Status

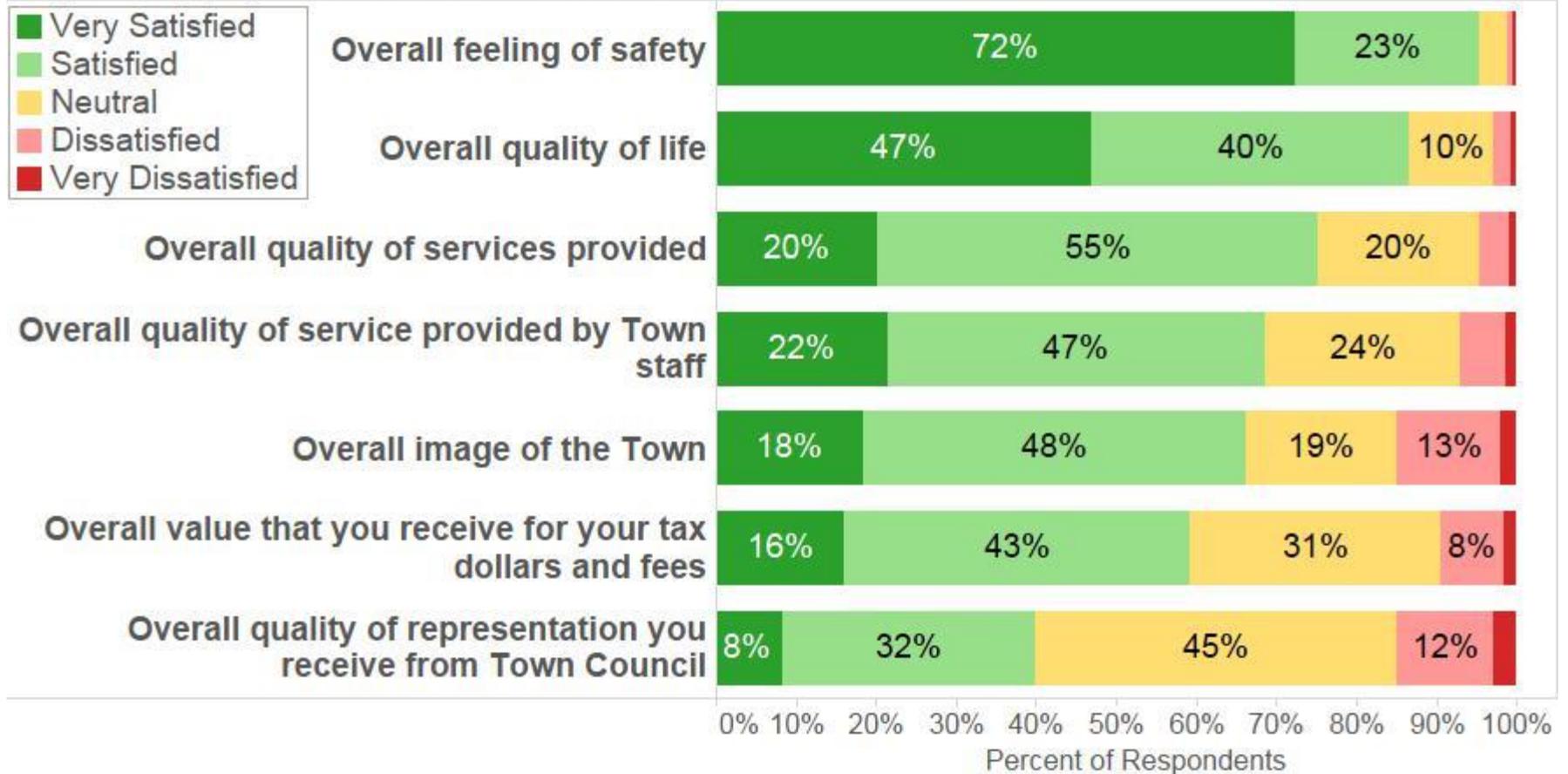


# State of Snowmass



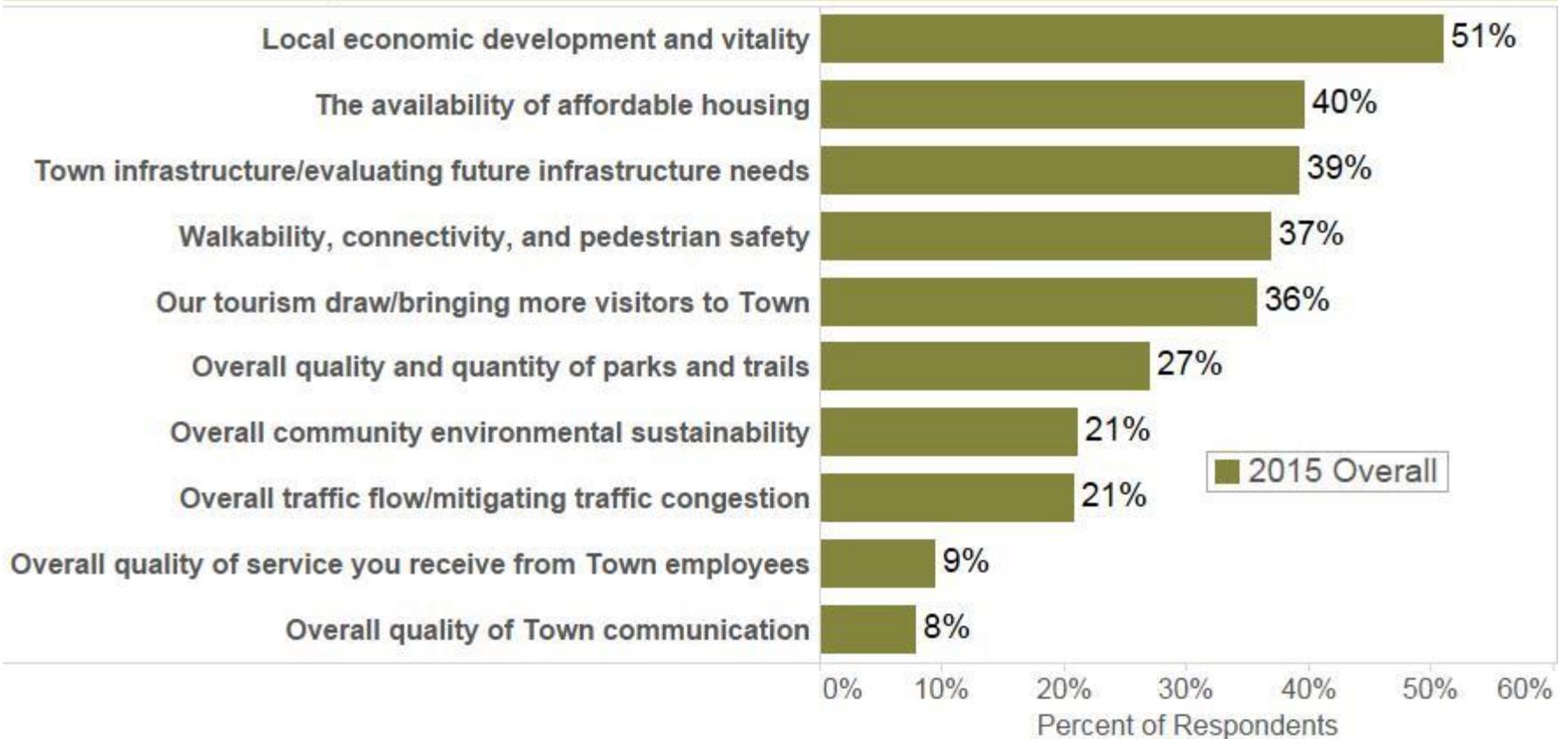
# State of Snowmass

## 2015 Ratings of the State of Snowmass



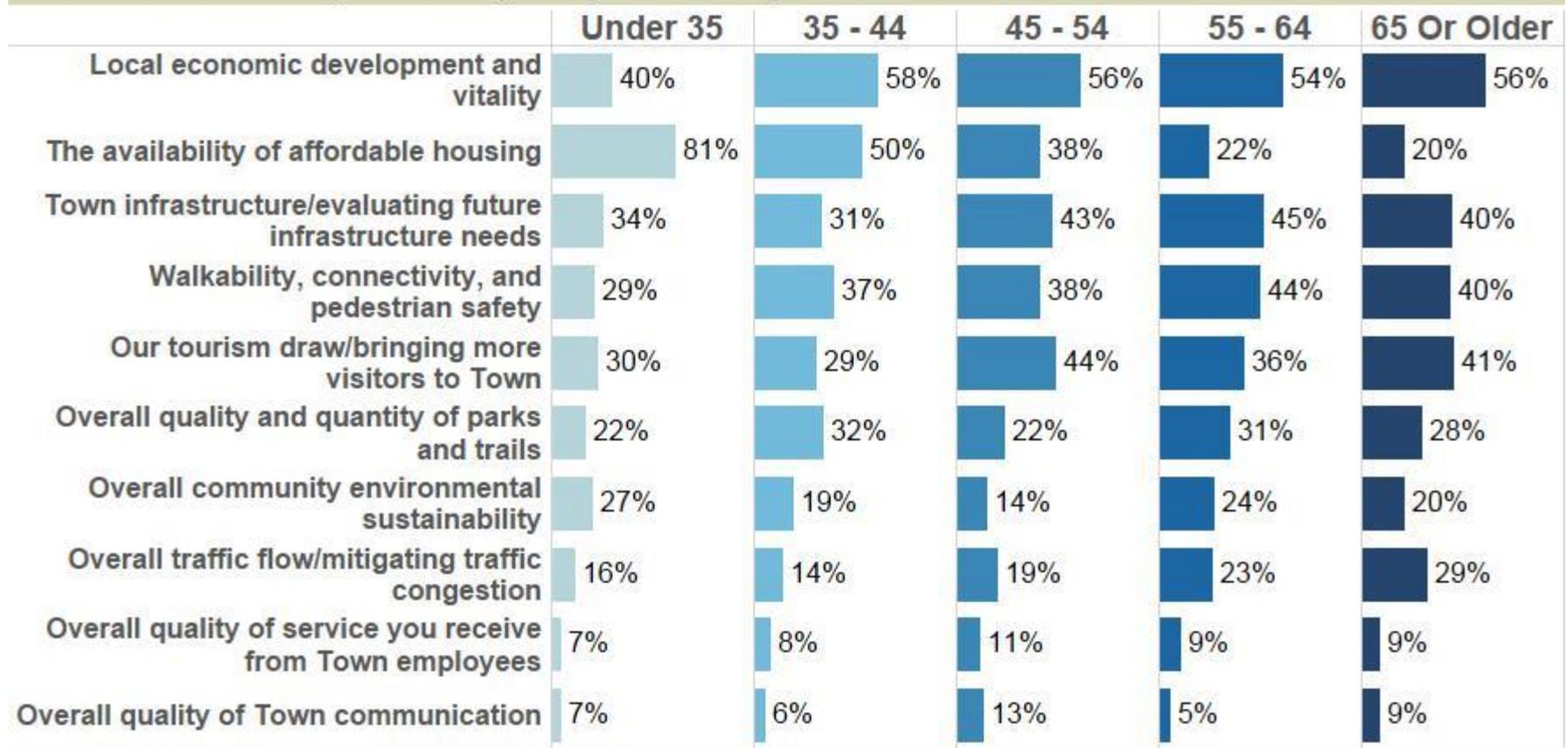
# Areas of Emphasis

Which three items do you think should receive the most emphasis from Town leaders over the next two years?



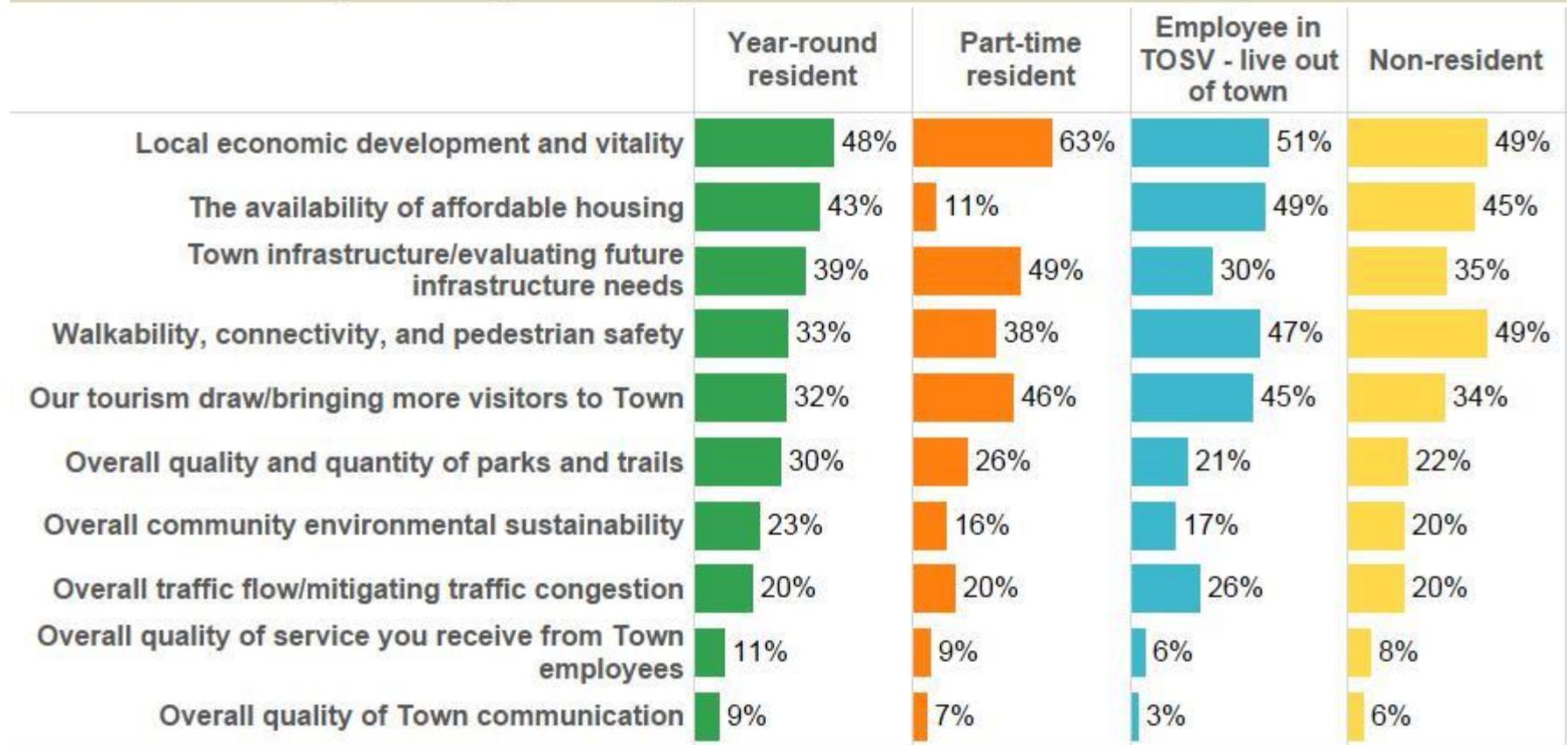
# Areas of Emphasis – by Age

Which three items do you think should receive the most emphasis from Town leaders over the next two years? - by Respondent Age



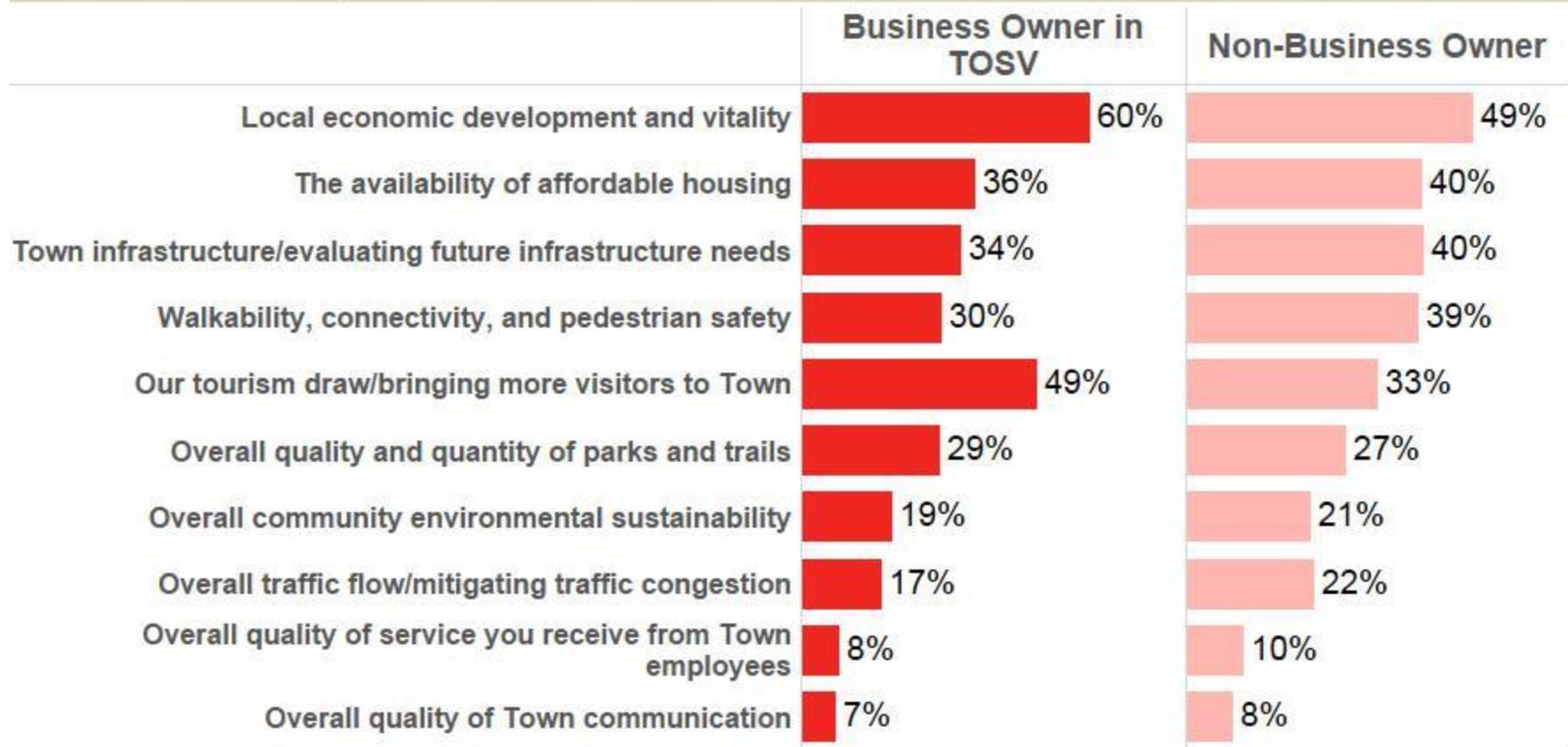
# Areas of Emphasis – by Residency

Which three items do you think should receive the most emphasis from Town leaders over the next two years? - by Residency Status



# Areas of Emphasis – by Employment

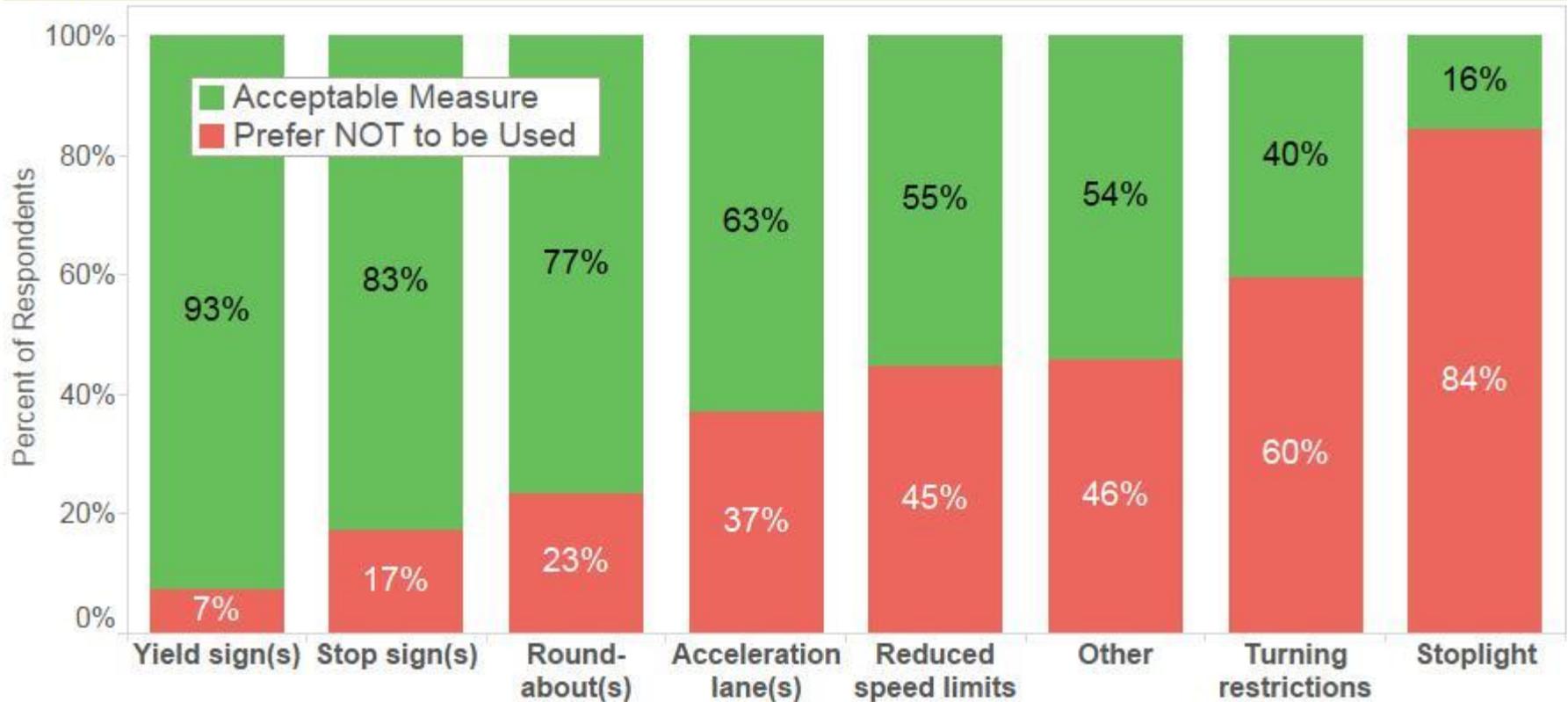
Which three items do you think should receive the most emphasis from Town leaders over the next two years? - by Business Ownership



# Traffic Calming Measures

## Opinions on Traffic Calming Measures

Percent Responding "Acceptable Measure" vs. Percent Responding "Prefer NOT to be Used"



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**Ratings of Town departments and services**

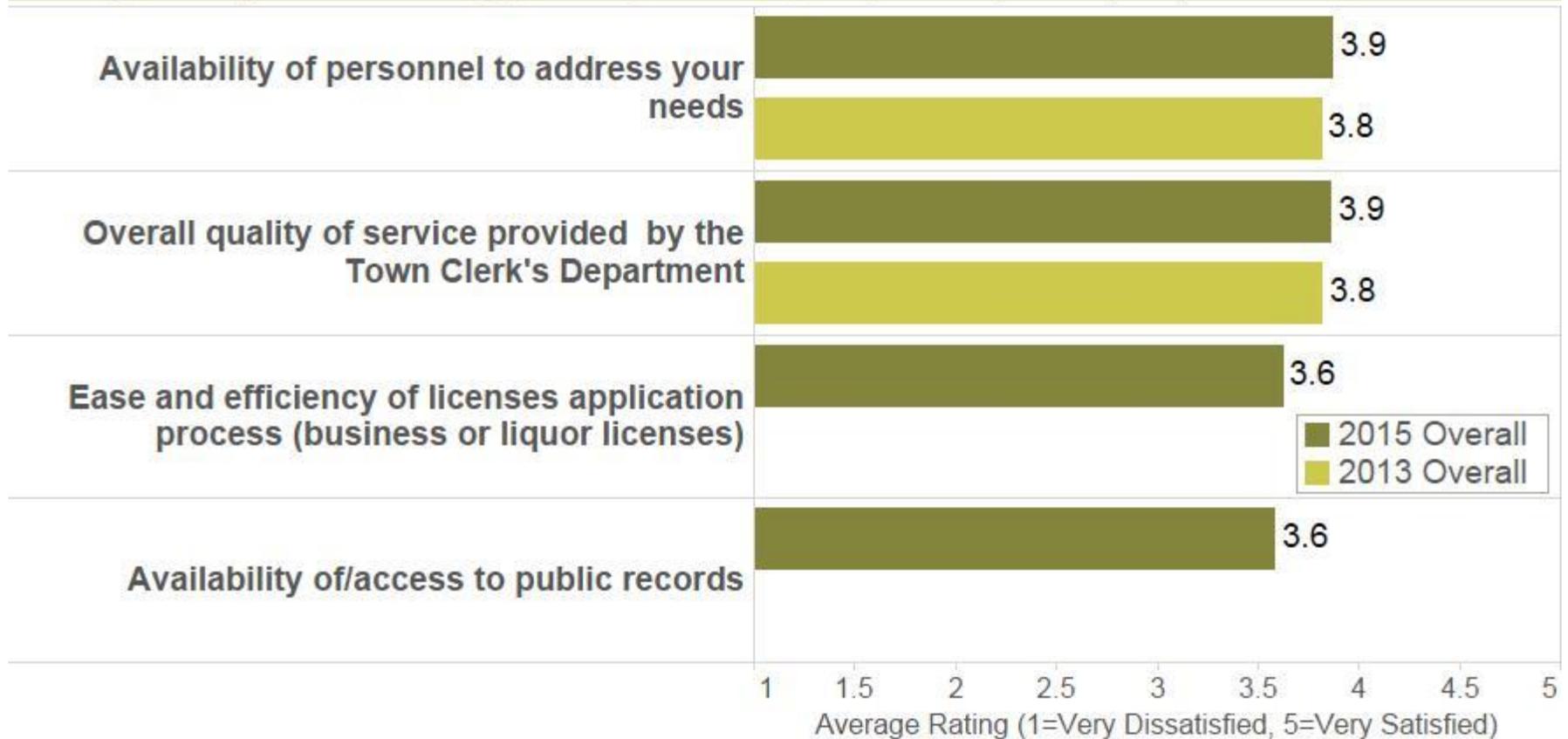
**Community engagement**

**Town housing**

# Town Administration Ratings

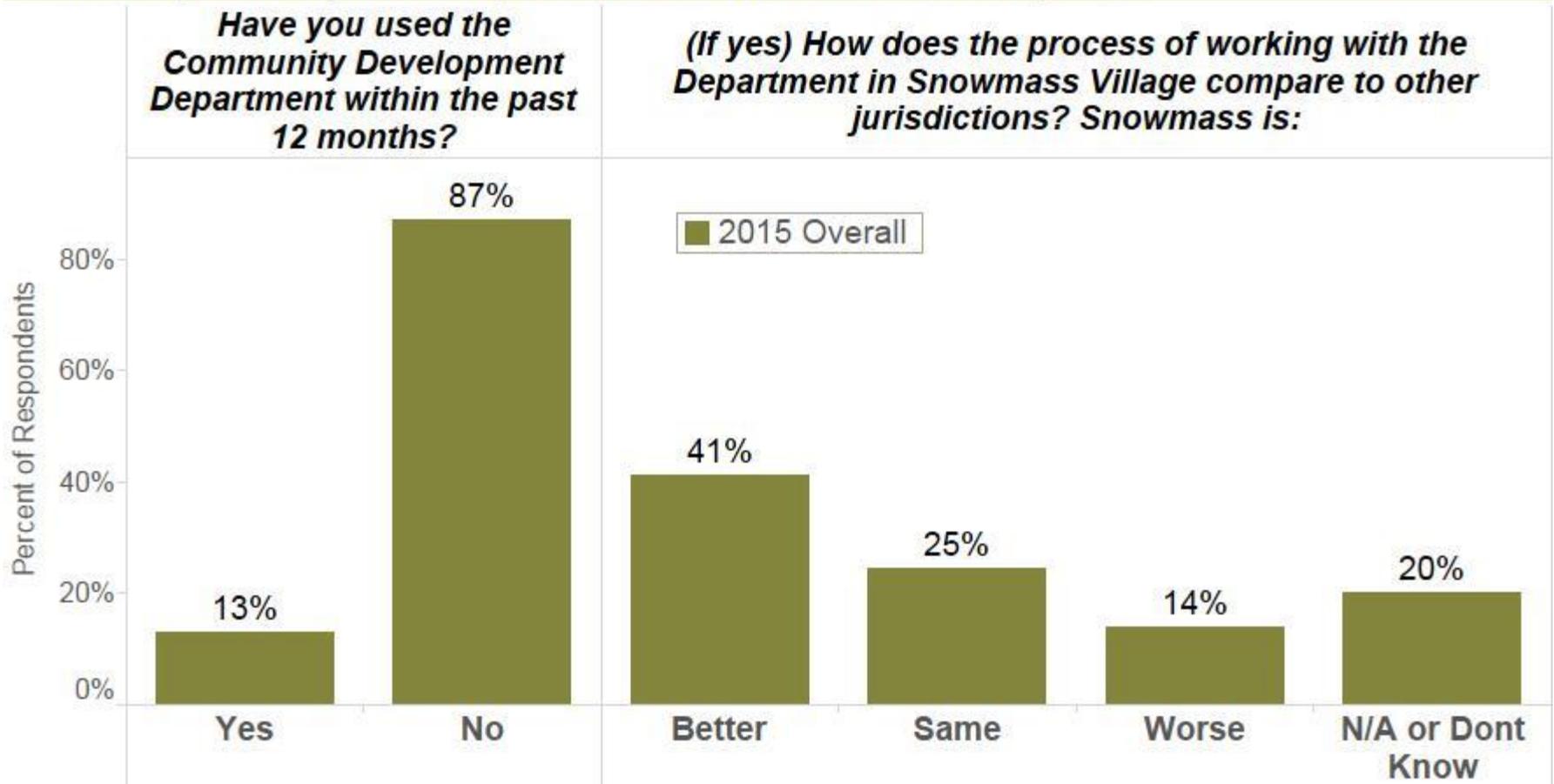
## Ratings of the Town Administration

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

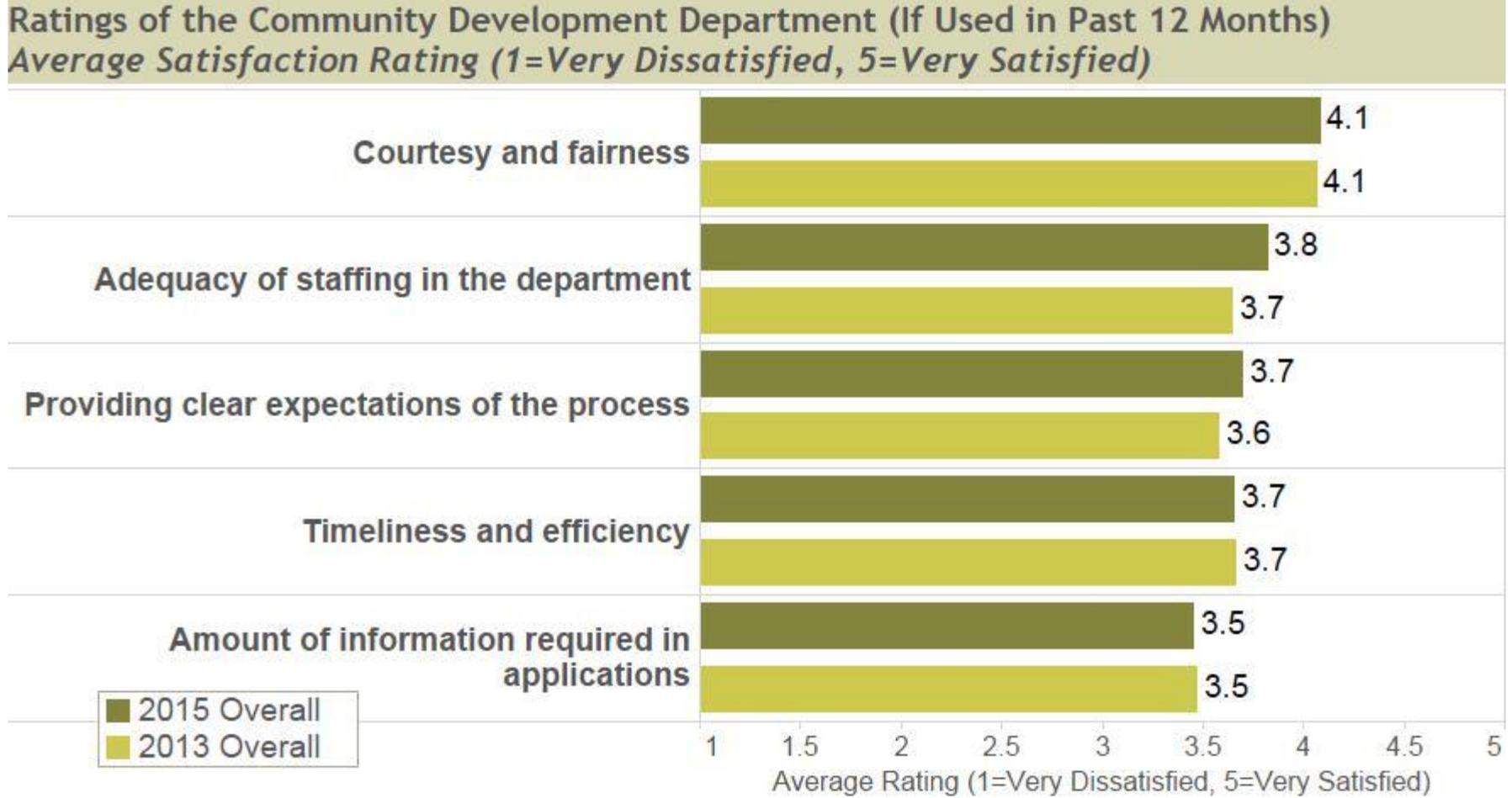


# Community Development

## Community Development Department Interaction and Perceptions



# Community Development Ratings

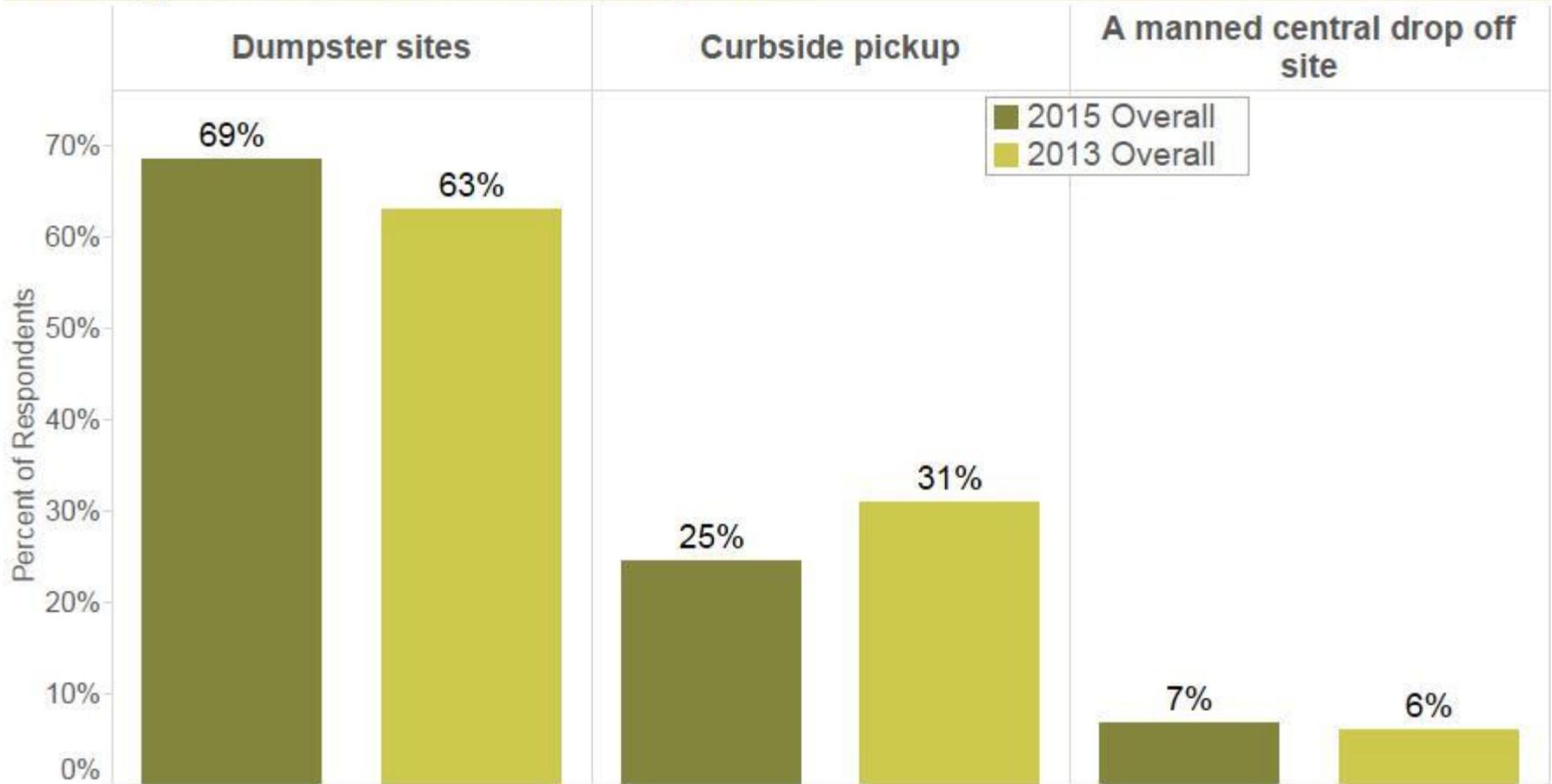


# Public Works Ratings

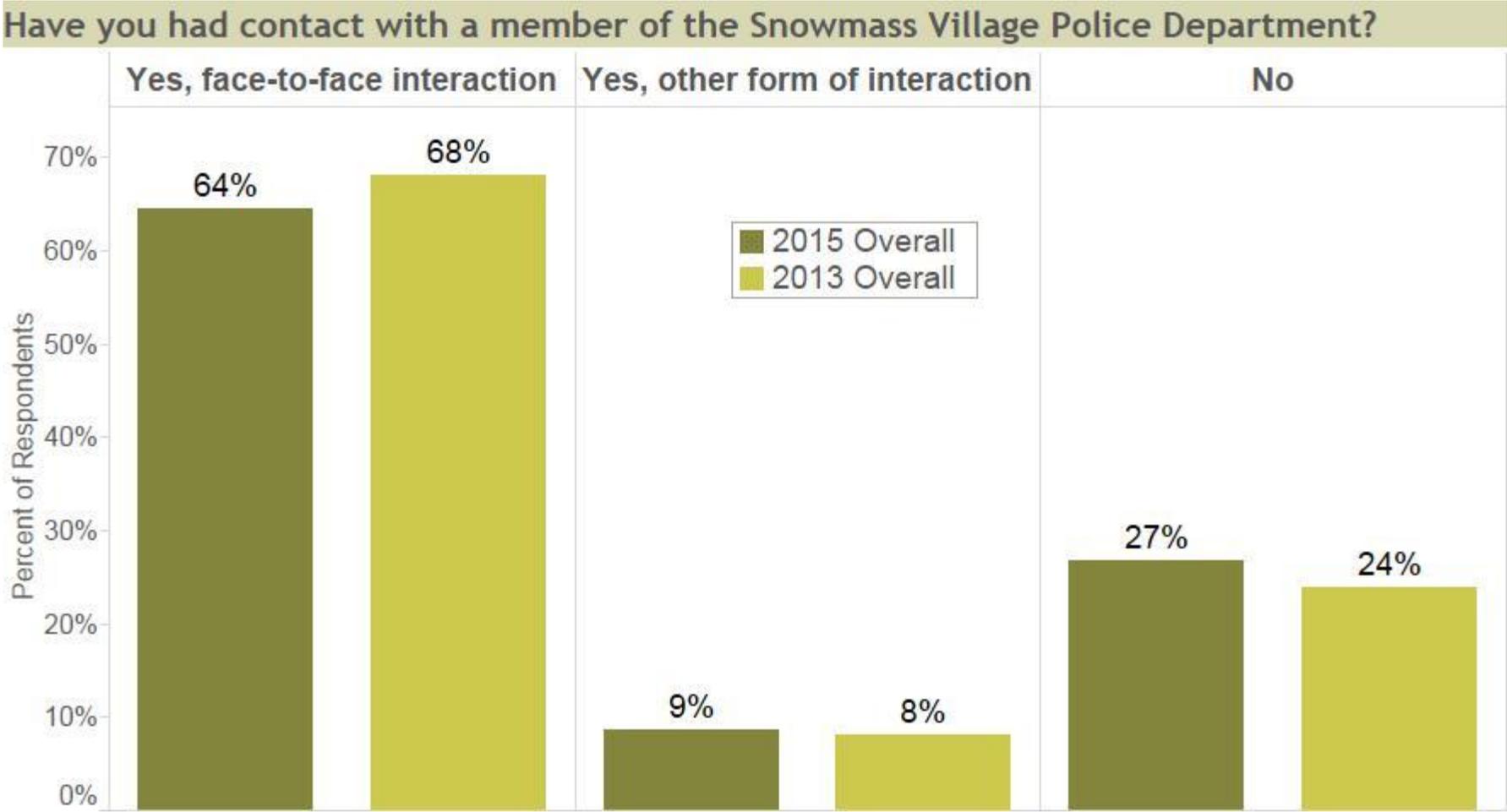


# Trash Service

Which type of trash service would you prefer?



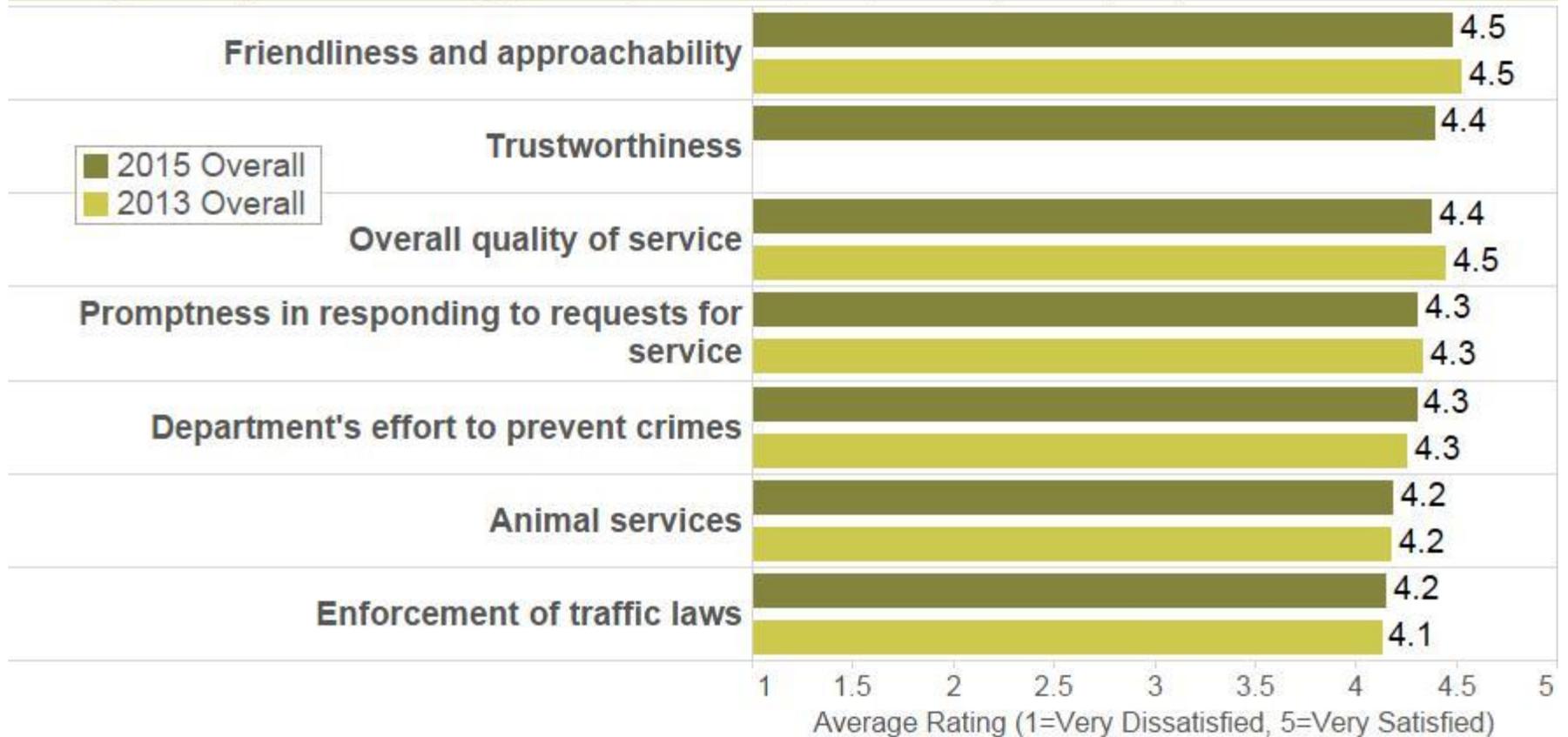
# Police Interaction



# Police Ratings

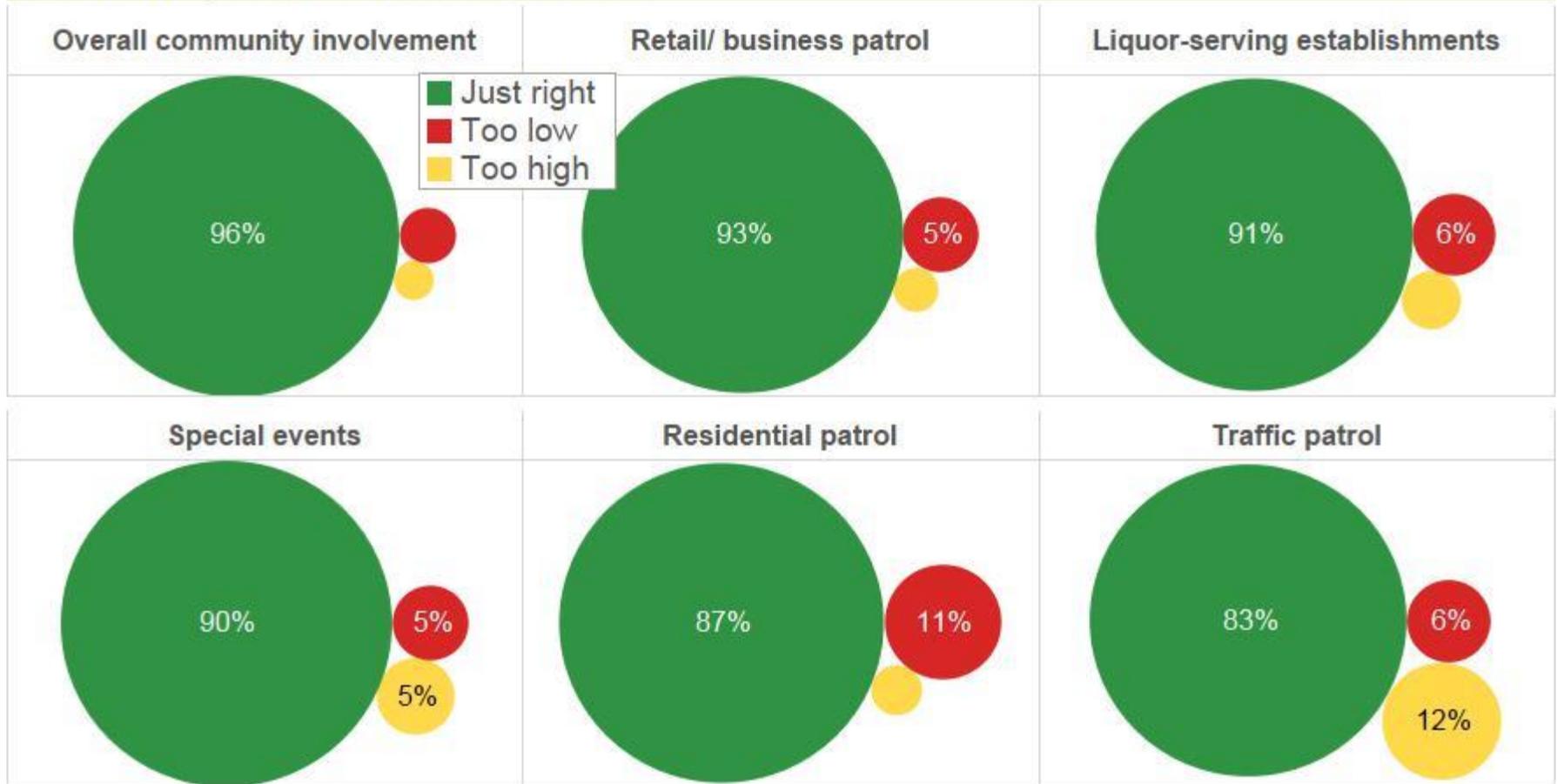
## Ratings of Police Services

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



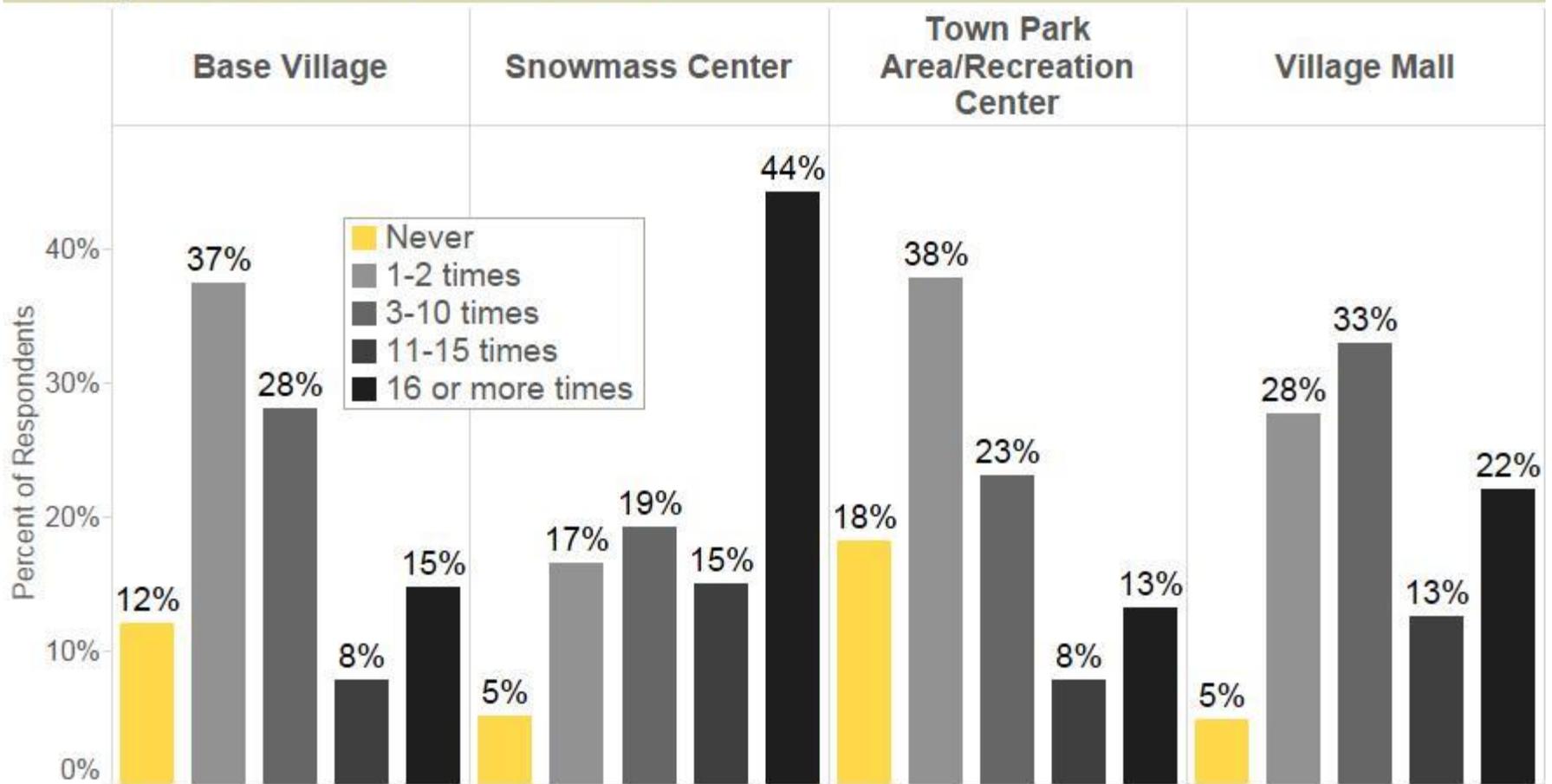
# Police Presence

## 2015 Perceptions of Police Presence

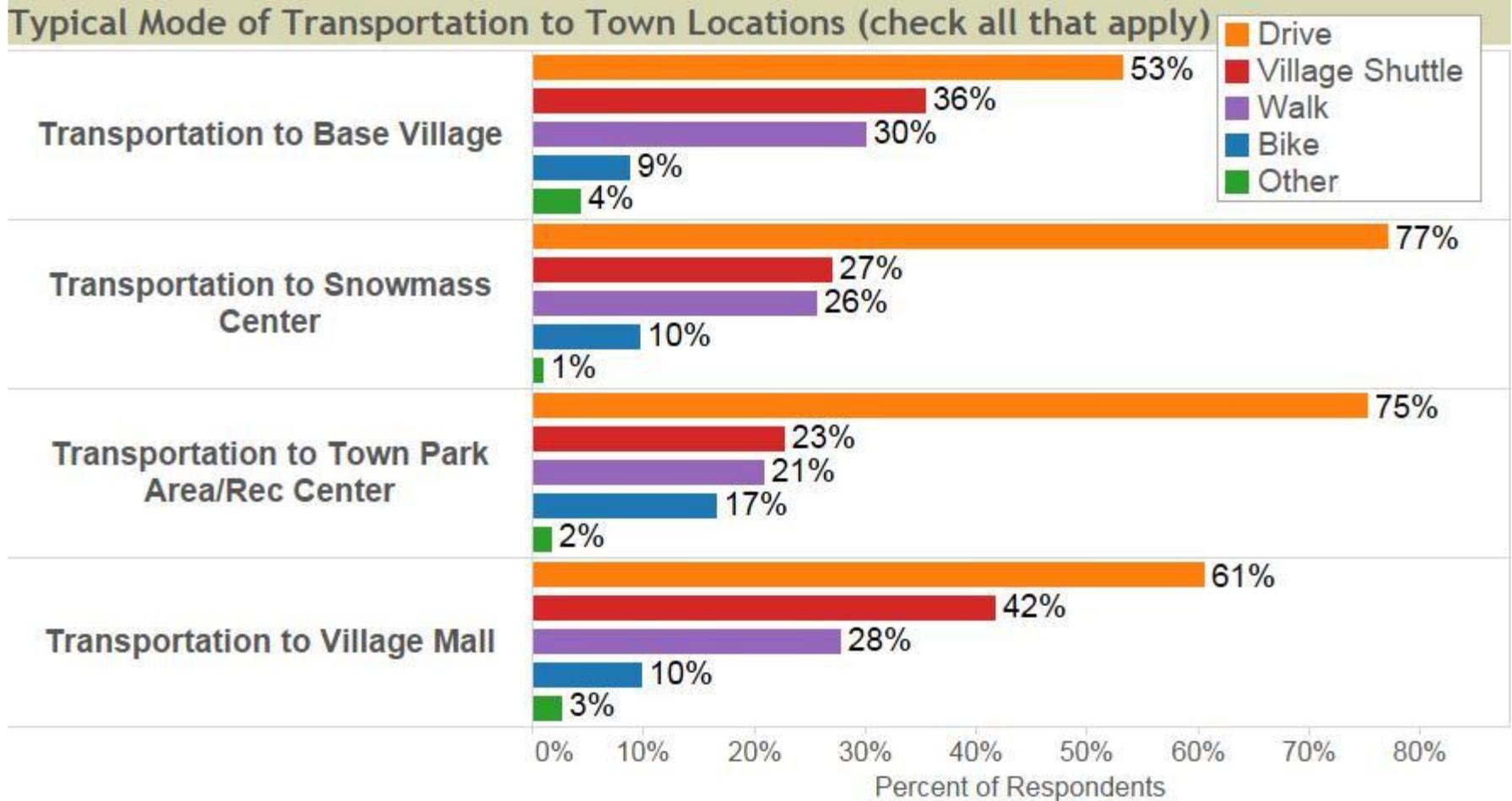


# Visitation to Town Locations

Monthly Visits Made to Town Locations



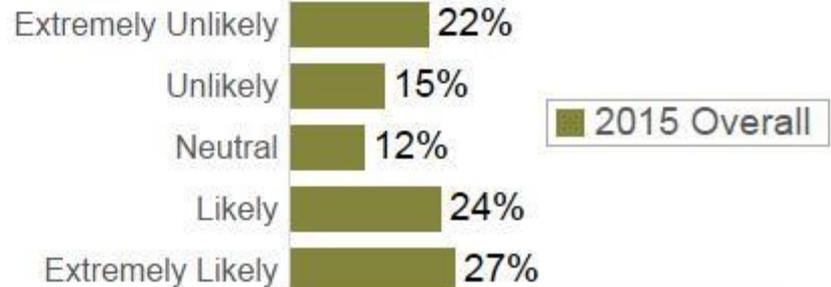
# Transportation to Town Locations



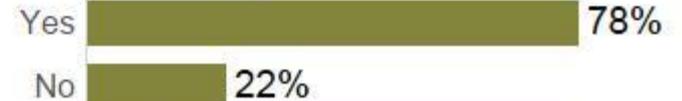
# Transportation

## Transportation Around Snowmass Village

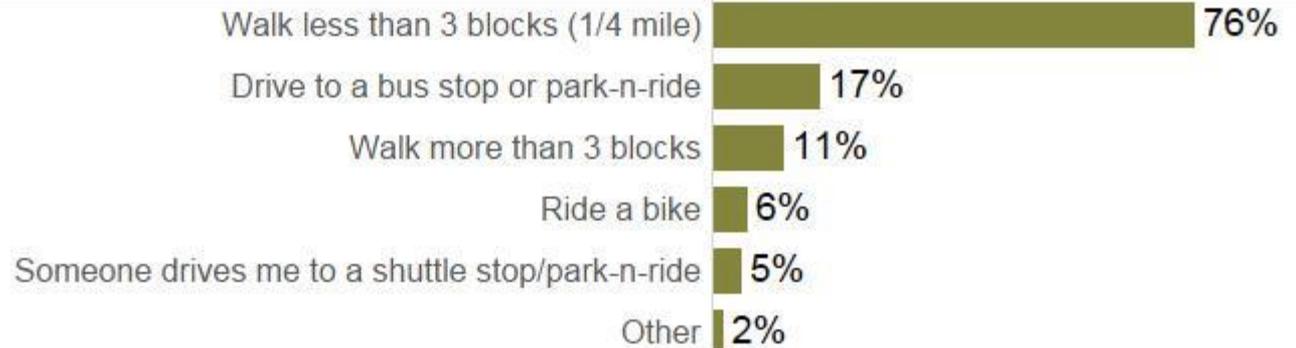
**How likely would you or your guests be to utilize a people mover, such as a gondola, from the Airport to Snowmass Village?**



**Do you ride the Village Shuttle?**

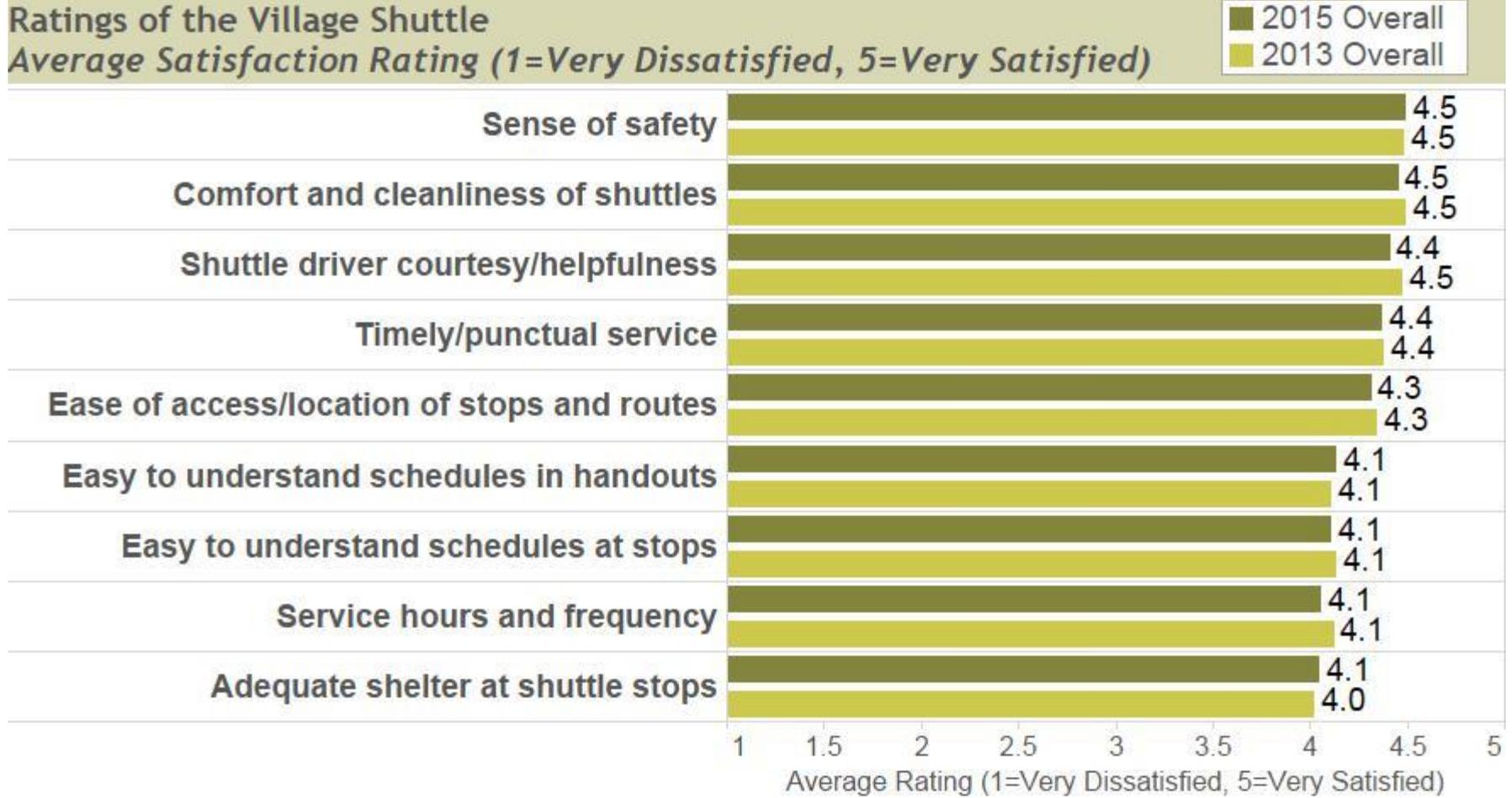


**Typical Mode of Transportation to the Village Shuttle (if ride Shuttle)**

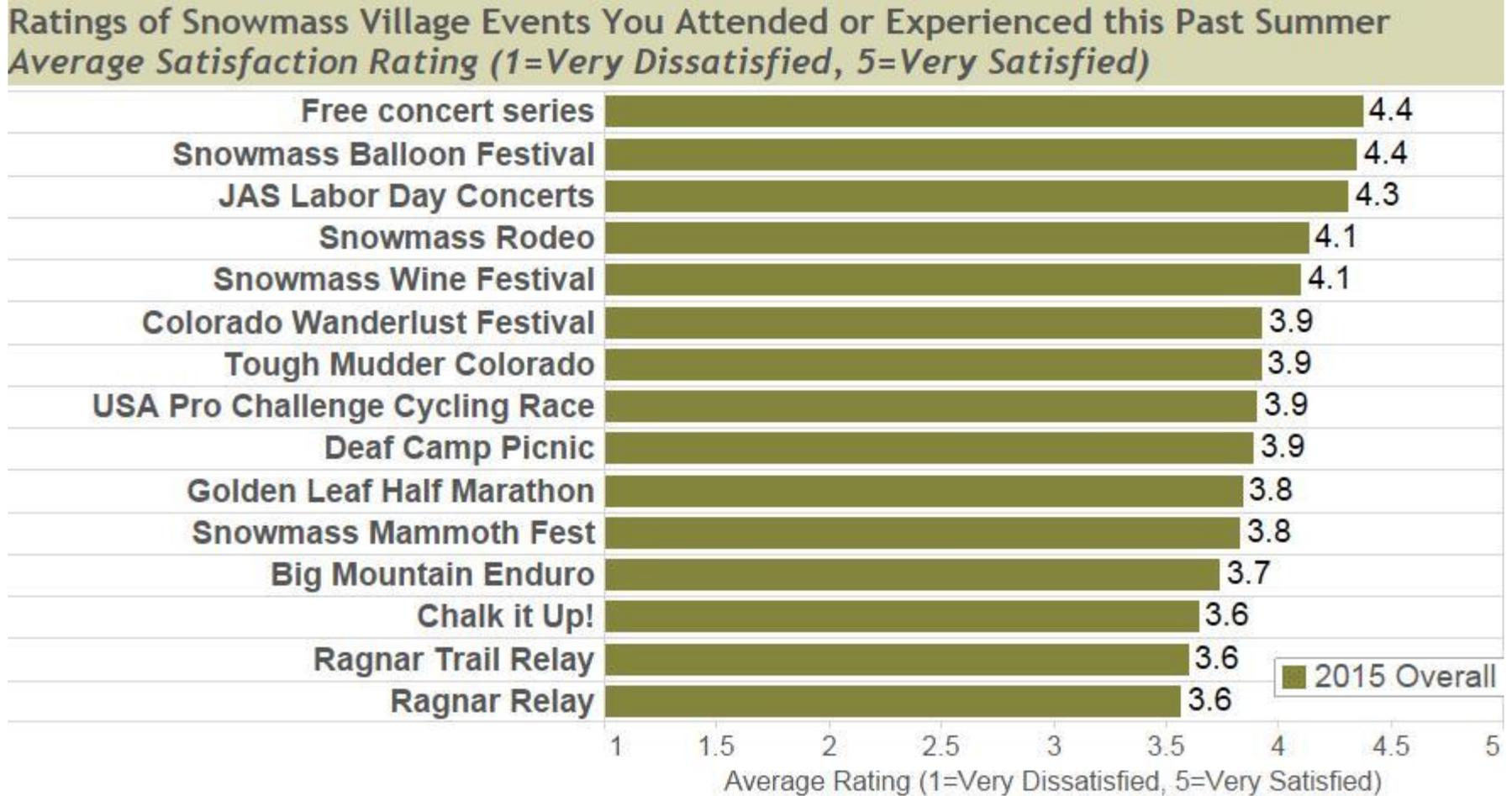


0% 20% 40% 60% 80%  
Percent of Respondents

# Village Shuttle Ratings

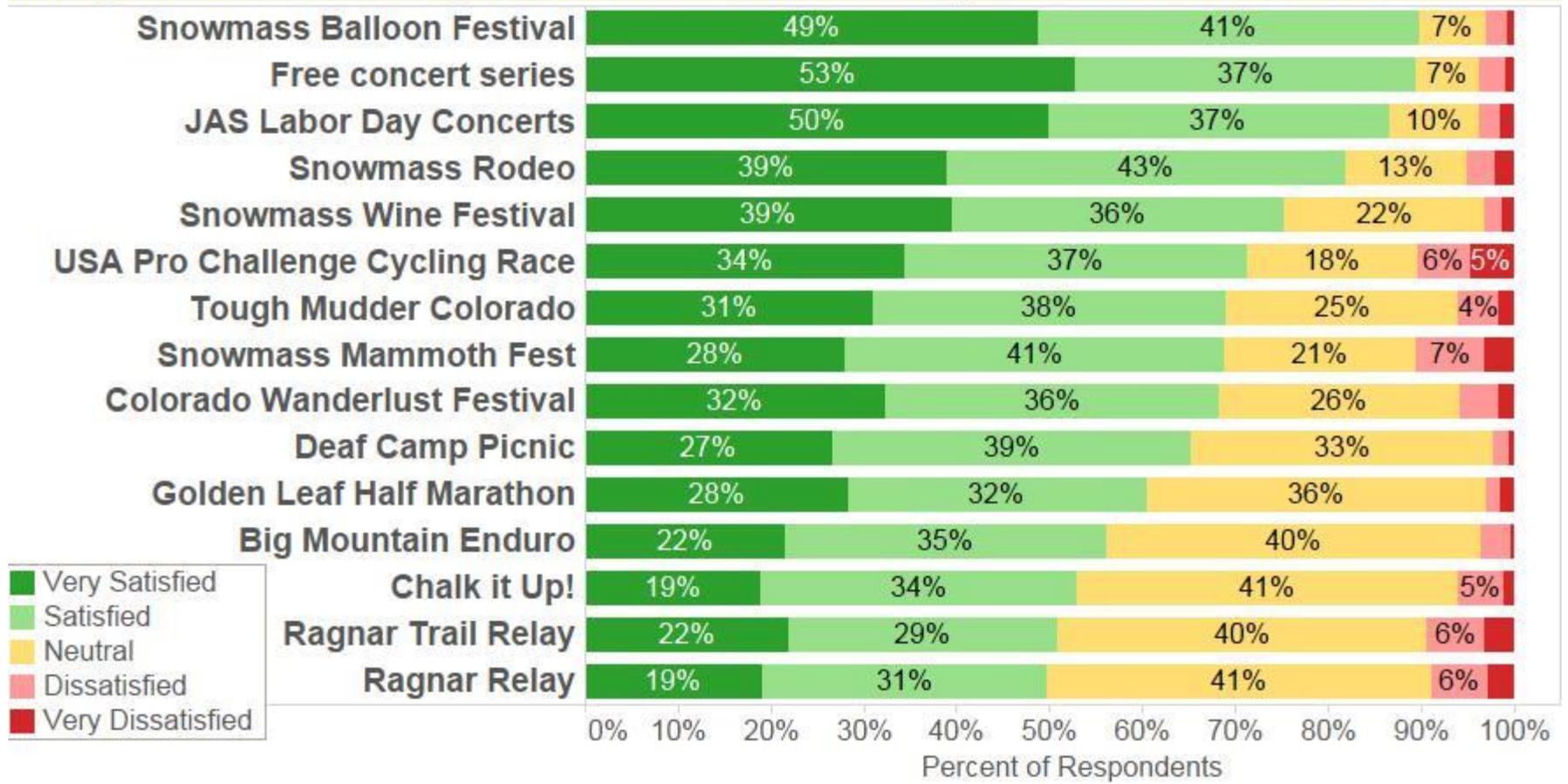


# Special Event Ratings



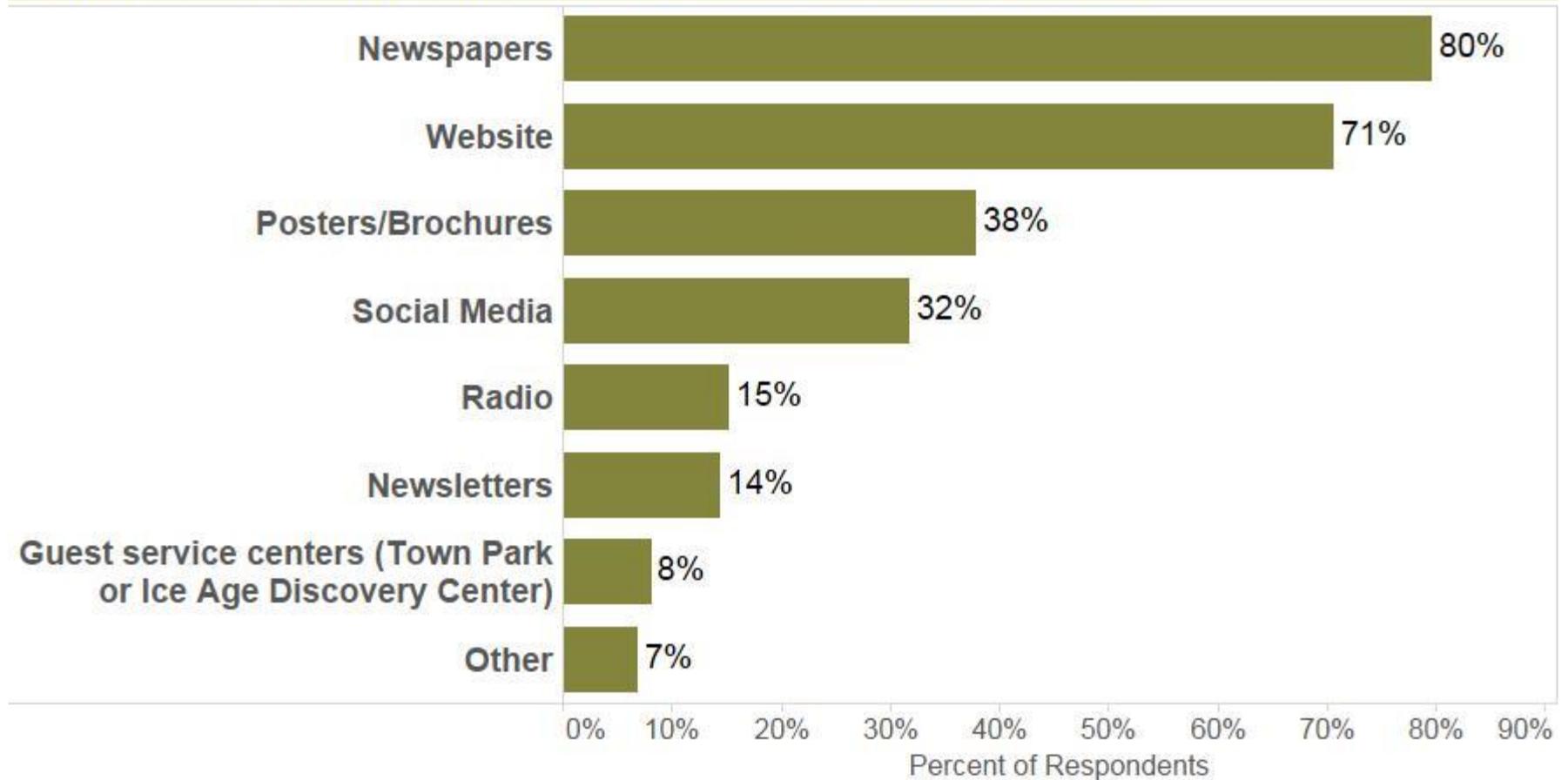
# Special Event Ratings

Ratings of Snowmass Village Events You Attended or Experienced this Past Summer



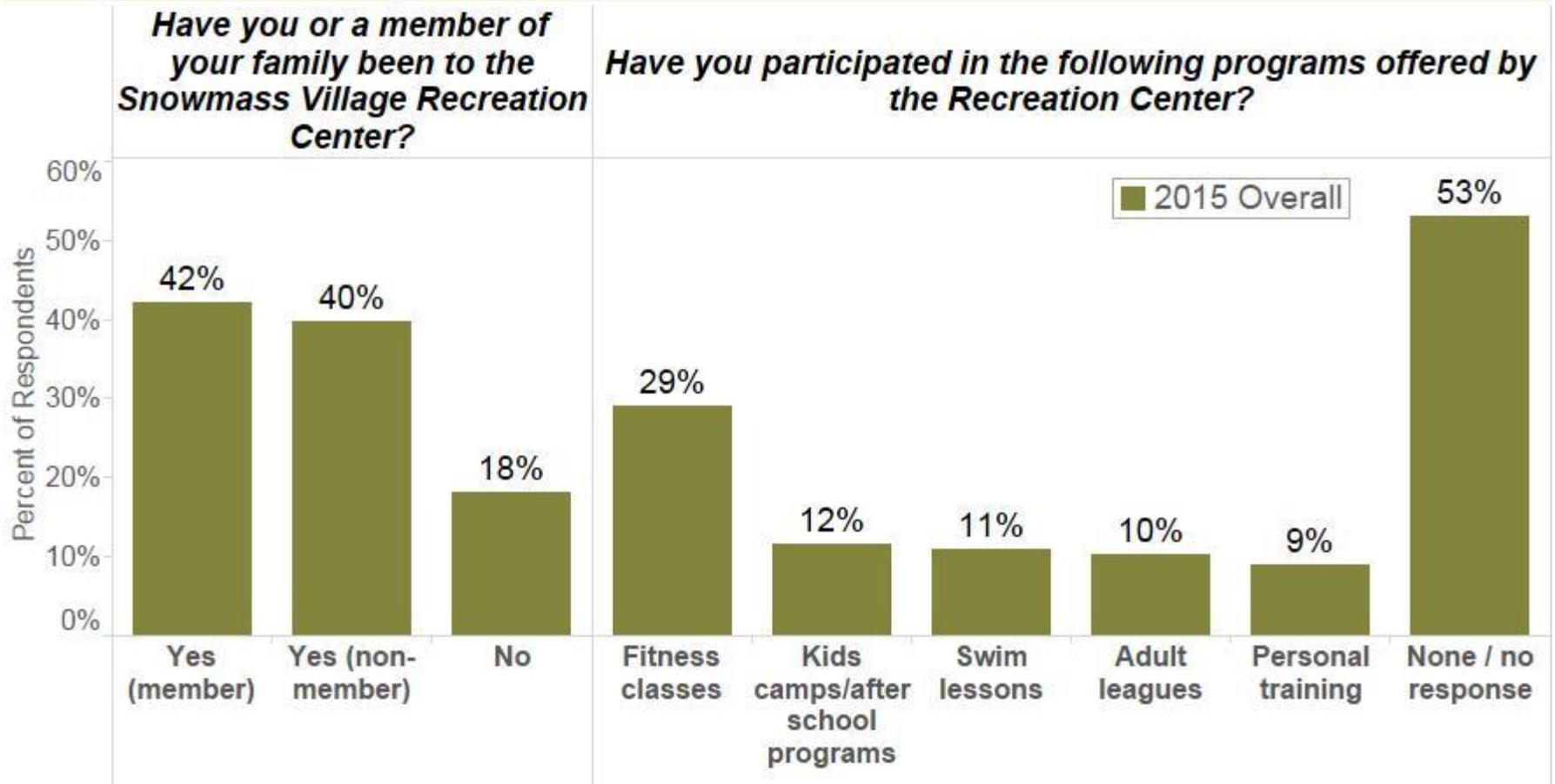
# Information Sources for Events & Activities

Sources Used for Information About Snowmass Events & Activities



# Recreation Center

## Recreation Center Usage



# Parks & Recreation Ratings



# Fitness Class Ratings

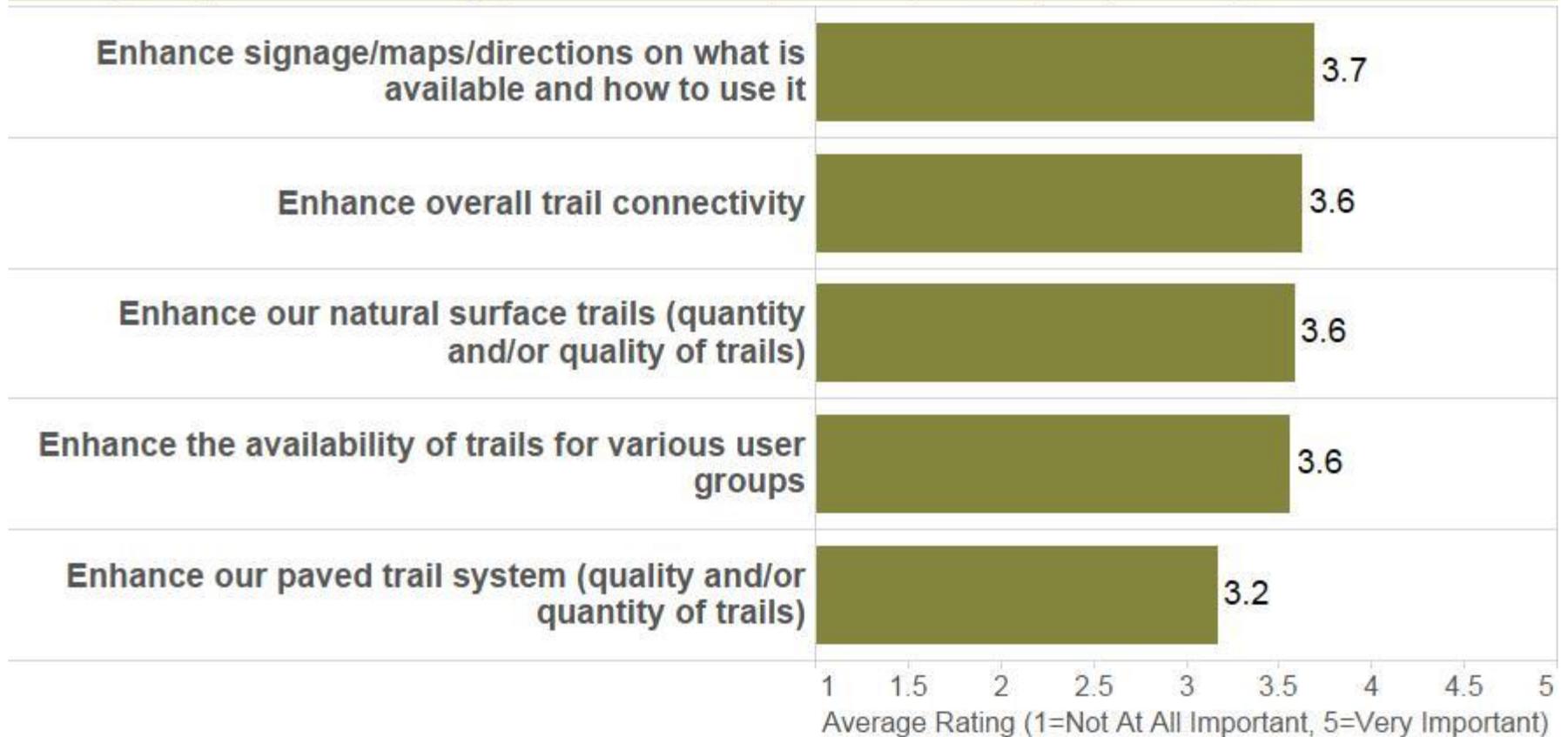


# Importance of Trail Enhancements

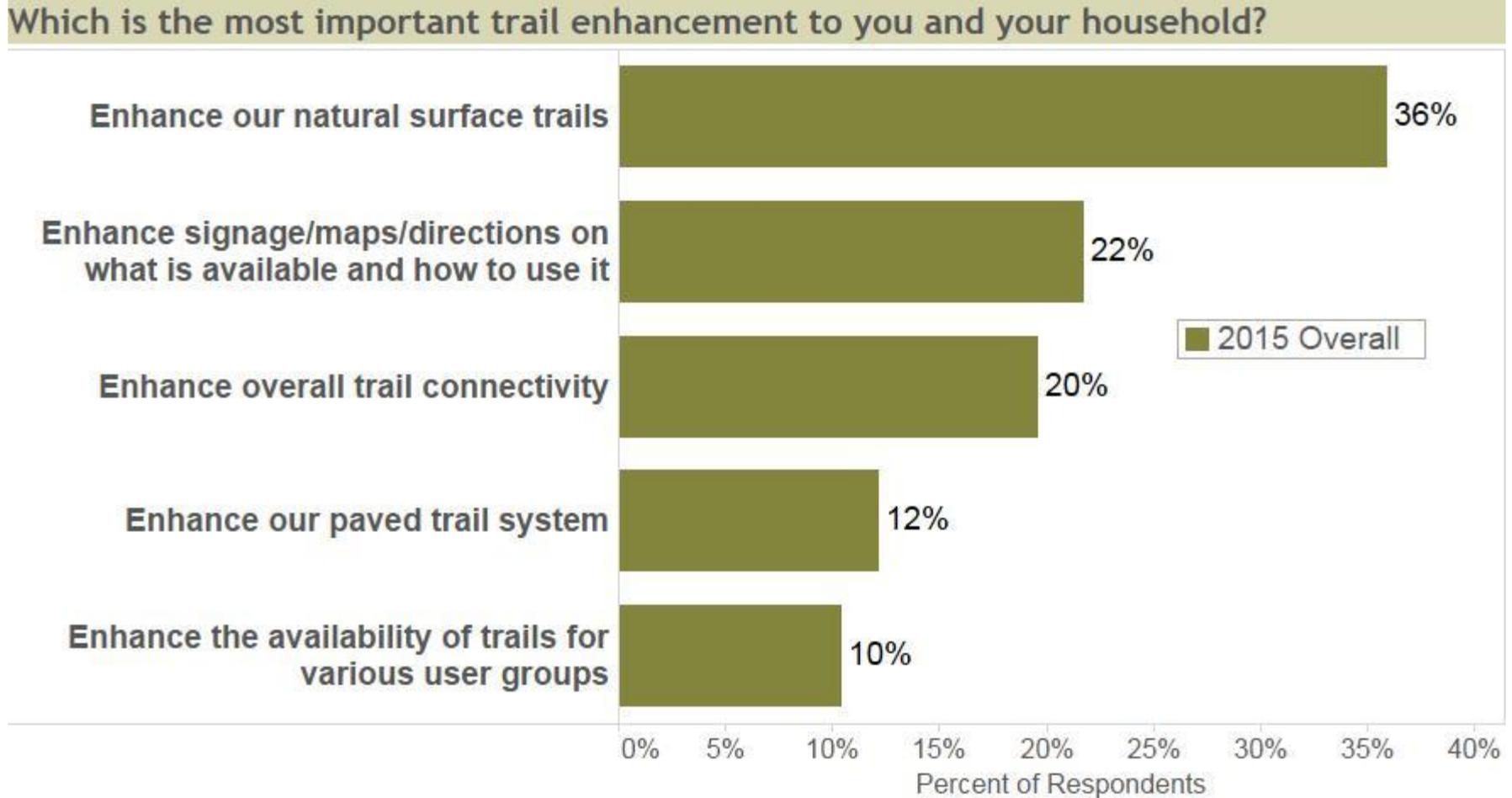
## Ratings of the Importance of Trail Enhancements

Average Importance Rating (1=Not At All Important, 5=Very Important)

2015 Overall



# Most Important Trail Enhancement



# Trail Enforcement

## 2015 Perceptions of Trail Enforcement



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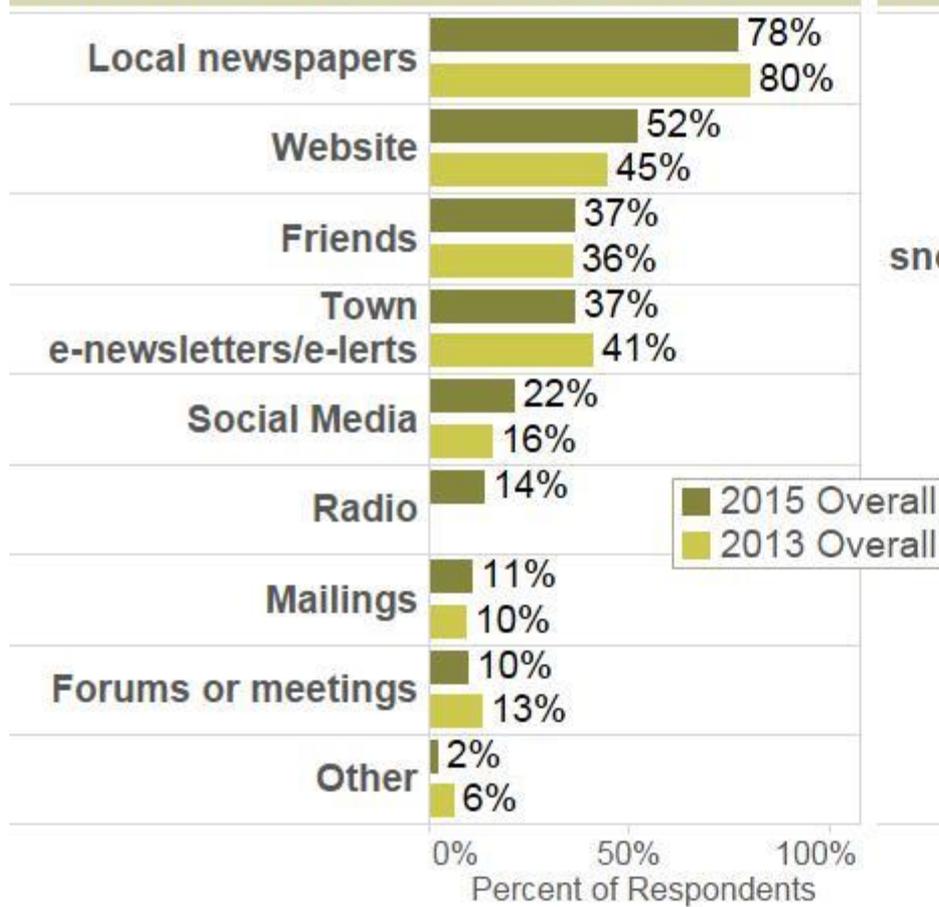
# Feeling Well Informed – by Age, Residency, Employment

Do you feel well informed on current issues facing the town? - by Age, Residency Status, Business Ownership  
Average Rating (1=Not At All Informed, 10=Extremely Informed)

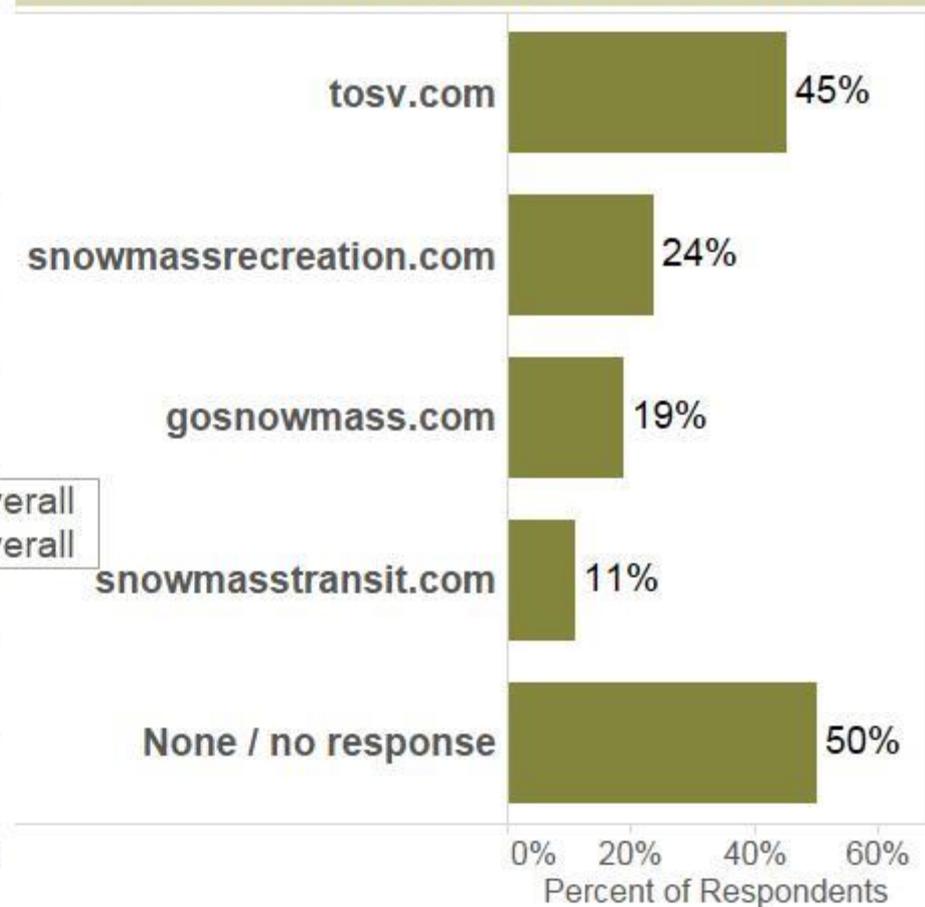


# Information Sources

Sources for Govt. News & Information



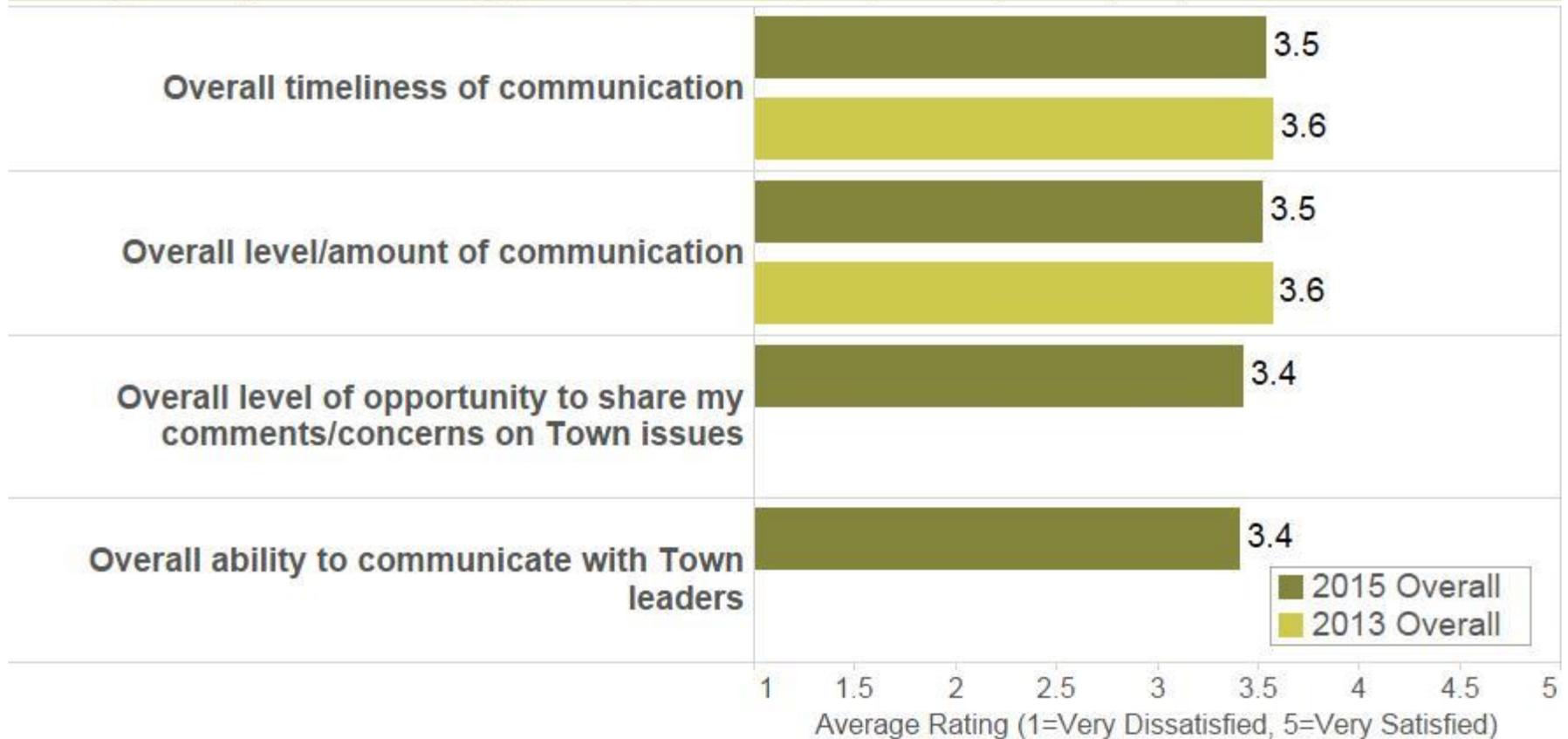
Websites Visited for Information in Past Year



# Town Communication Ratings

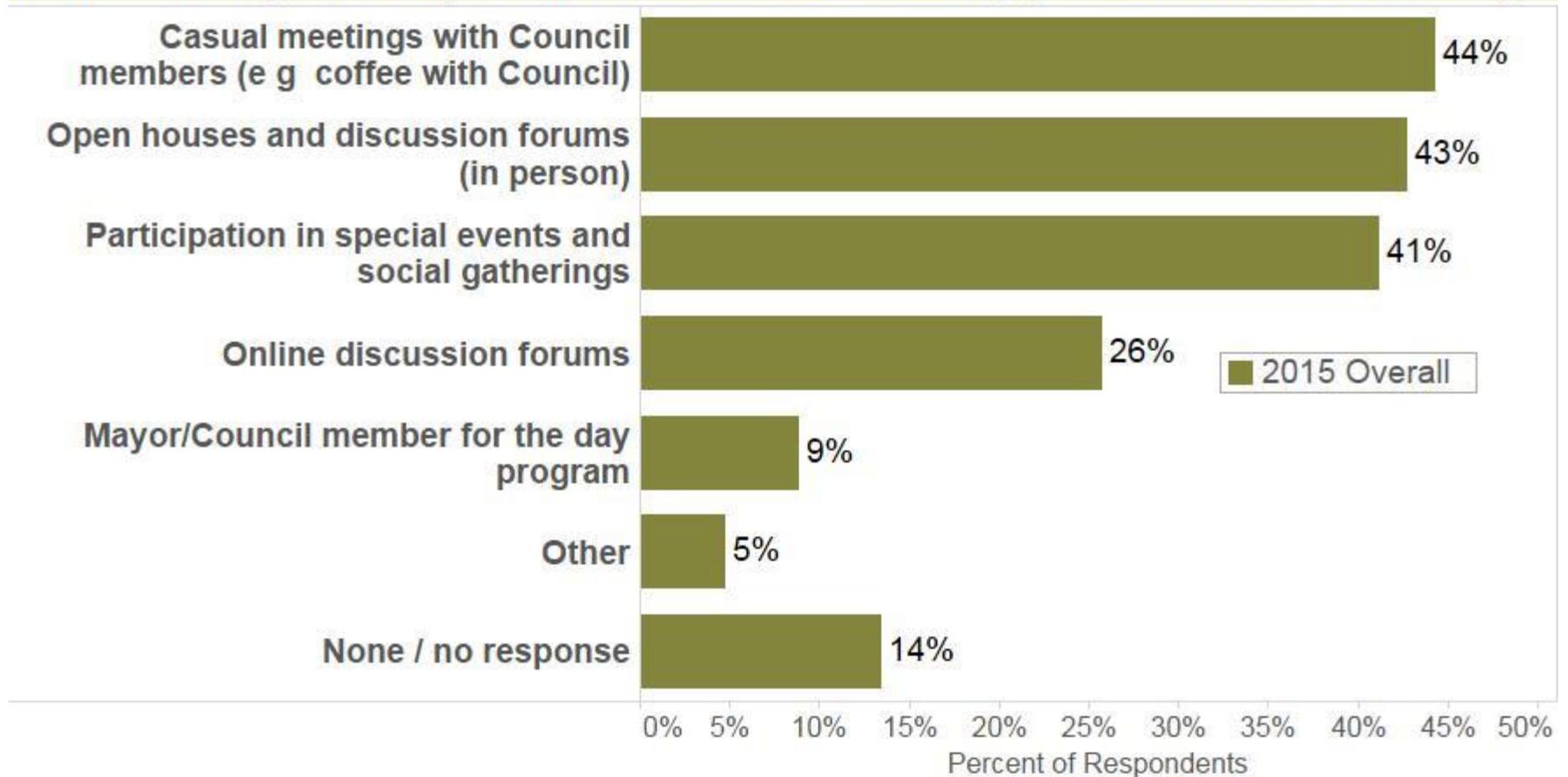
## Ratings of Town Communication

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



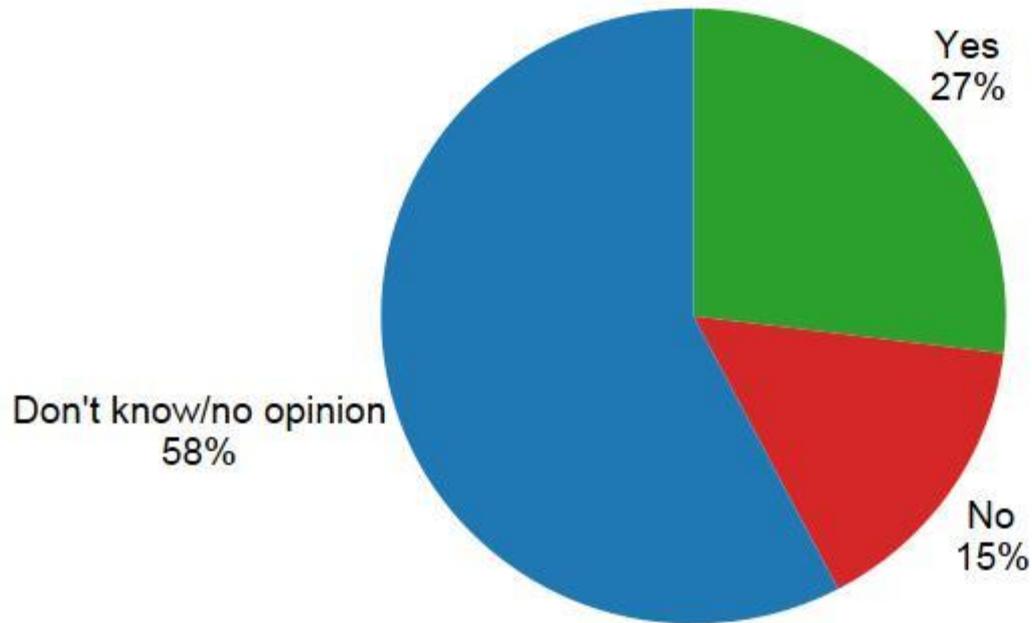
# Enhancing Engagement

Methods Willing to Participate in to Enhance Levels of Engagement with the Community



# Do you feel your voice is heard?

Do you feel your voice is adequately heard? - 2015 Overall



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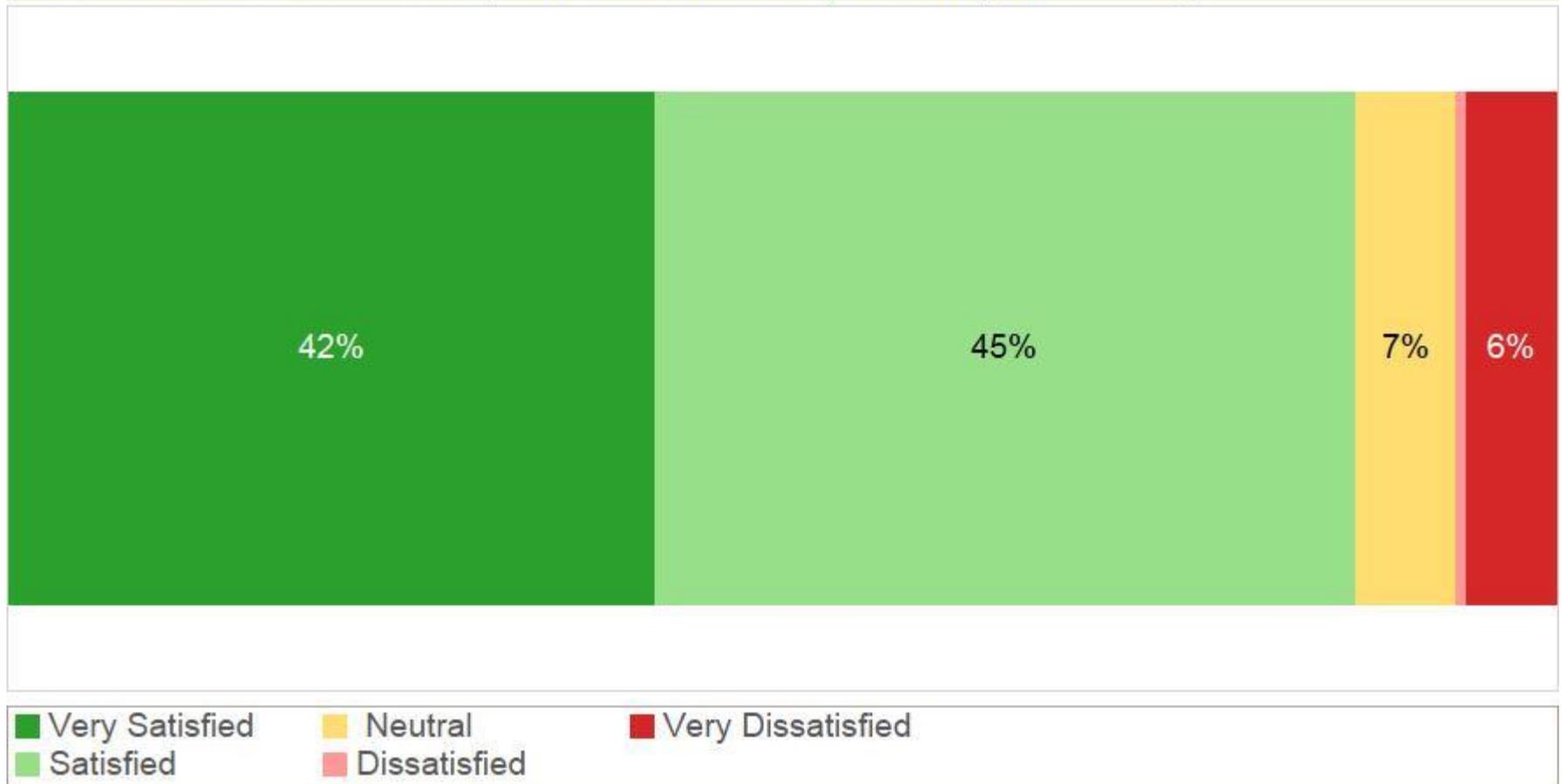
**Ratings of Town departments and services**

**Community engagement**

**Town housing**

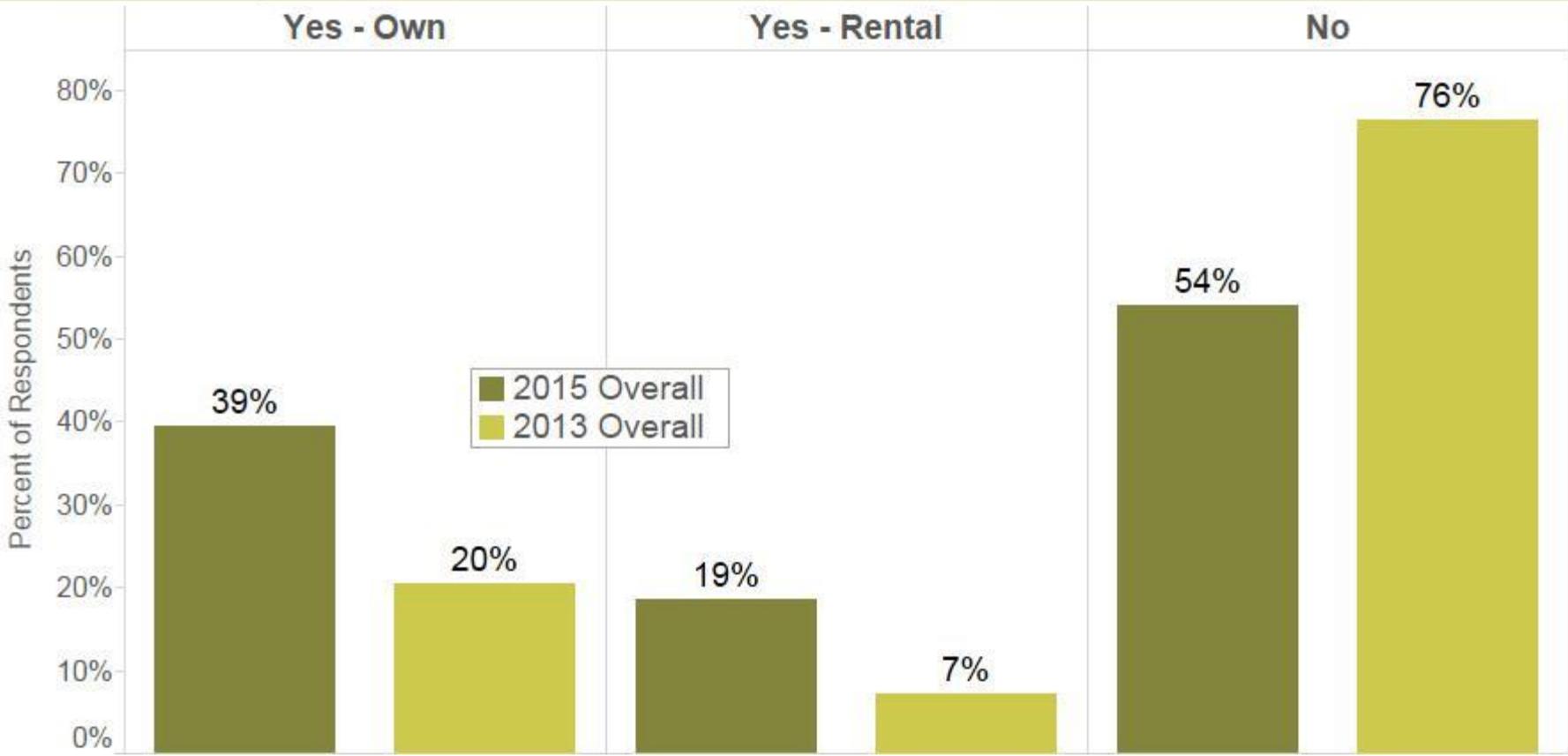
# Deed-Restricted Housing

(If own deed-restricted unit) How satisfied are you with your housing?



# Interest in Living in Town Housing

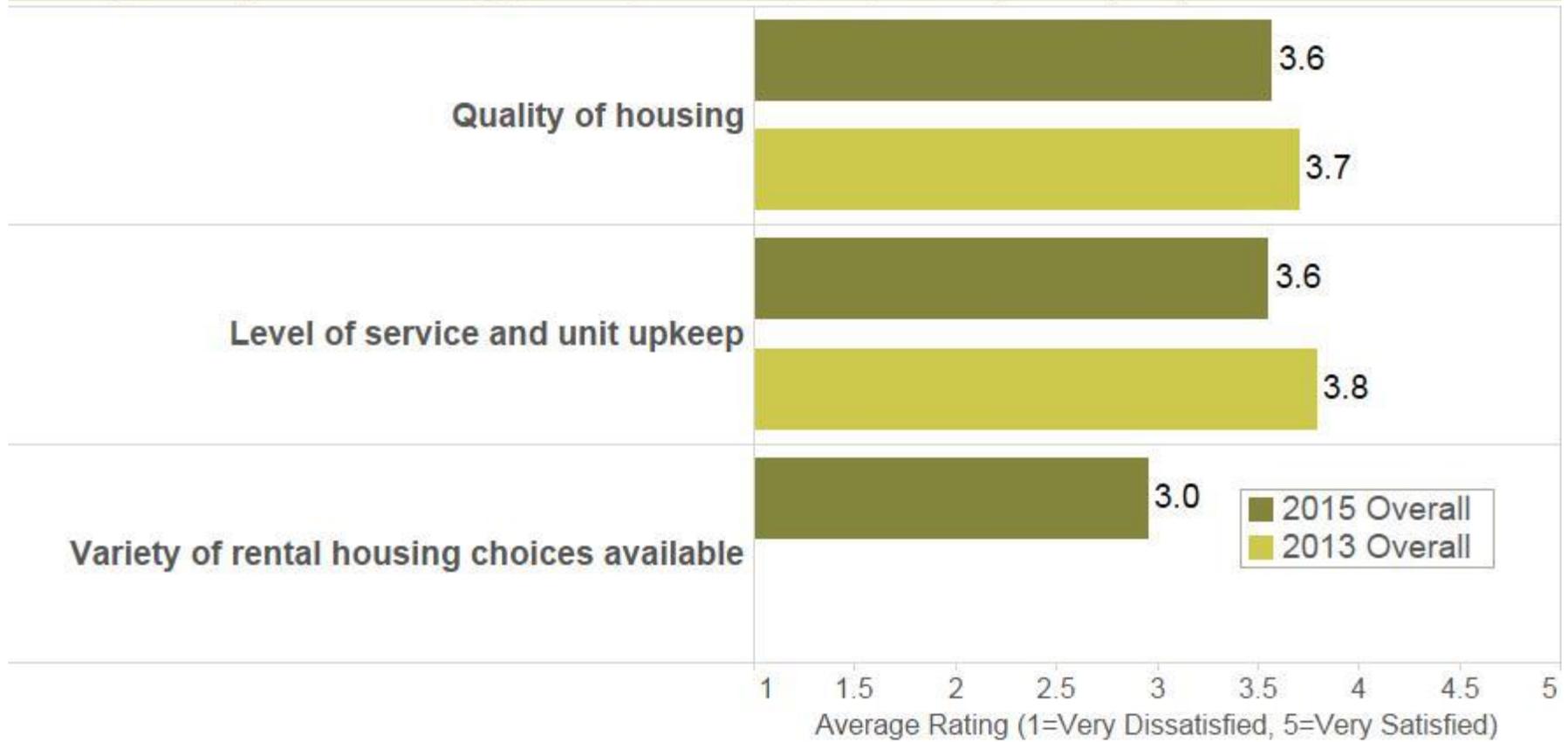
Would you be interested in potentially living in Town housing? (owners of deed-restricted units excluded)



# Town Rental Housing Ratings

Ratings of Town Housing Rentals (if rent Town-owned unit)

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



# 2015 COMMUNITY SURVEY RESULTS



*The Town of*  
**SNOWMASS** *Village*

Thank you.

**RRC**  
ASSOCIATES<sup>SM</sup>

