

Town of Snowmass Village Community Survey

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Findings
Report

Submitted to the Town of Snowmass Village

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2019 Town of Snowmass Village Community Survey Executive Summary

Purpose and Methodology

ETC Institute administered a survey to respondents of the Town of Snowmass Village during the summer of 2019. The purpose of the survey was to help the Town of Snowmass Village assess community needs and priorities, as well as evaluate trends on levels of satisfaction with Town Services.

On May 31st the Town included a pre-notification and story about the survey in their monthly newsletter that was sent to 3,715 subscribers. Following the pre-notification, the Town of Snowmass Village emailed a link to the survey on June 30th, which was successfully delivered to 3,719 subscribers. A reminder email was sent on July 11th. The Town made the survey available on their website, www.TOSV.com and created multiple social media posts targeted to reach individuals within a 50 mile radius of Snowmass Village.

In addition to email and online outreach efforts, the Town of Snowmass Village sent a postcard mailer with a link to the survey to every resident and business in Snowmass Village with a PO Box. A total of 1,759 mailers were delivered. The survey was also advertised with traditional mediums, such as the newspapers, on www.SnowmassSun.com, and local radio stations.

A minimum of 600 completed surveys was targeted to provide statistically significant results for the Town to use. That target was exceeded with a total of 676 completed surveys collected. The overall results for the sample of 676 surveys has a precision of at least +/-3.8% at the 95% level of confidence. The town values feedback from a wide array of community members, and the Town's Community Survey was made available to any individual that directly receives or experiences Town services. This includes all residents, part-time residents, employees, and guests of Snowmass Village.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Town of Snowmass Village with the results from other communities in ETC Institute's *DirectionFinder*[®] database. Since the number of "don't know" responses often reflects the utilization and awareness of Town services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion*".

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- Charts showing the overall results for most questions on the survey,
- Benchmarking data that shows how the results for the Town of Snowmass Village compare to other communities,

- Trend data that shows how the 2019 results compare to 2017, 2015, and 2013 results,
- Tables that show the results for each question on the survey, and
- A copy of the survey instrument.

Major Findings

The Town of Snowmass Village continues to significantly outperform the U.S., regional, and similarly sized community averages when it comes to the major categories of service, public works, police services, and parks and recreation. The Town saw a significant increase in the number of respondents who indicated they are satisfied with the overall value they receive for their taxes and fees (+5.3% since 2017). Town Administrators saw a significant increase in satisfaction with four of the five areas that were assessed. Snow removal, overall street maintenance, and solid waste and recycling services, condition of park facilities and fields, and the connectivity and effectiveness of the trail network all performed significantly above the U.S., regional, and similarly sized community averages. Community leaders should continue to be proud of the exceptional level of service they are providing in the Town of Snowmass Village. Despite the relatively minor increases in satisfaction when comparing the 2019 and 2017 survey results, the Town of Snowmass Village continues to deliver exceptional services to residents, employees, and tourists.

Overall Perceptions of the Town

Eighty-one percent (81%) of the respondents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the Town. Ninety-six percent (96%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall feeling of safety in the town, and 88% of respondents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in the Town. Thirty-six percent (36%) of respondents, *who had an opinion*, indicated they believe the sense of community in Snowmass Village is improving, 46% believe it is staying the same, and only 18% believe it is getting worse.

Satisfaction with Town Services

- **Town Rental Housing.** Based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion* 69% were satisfied with the quality of Town rental housing and 62% were satisfied with the level of service and unit upkeep.
- **Town Administration and Leadership** The highest levels of satisfaction with Town administration and leadership, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the overall quality of service provided by the Town Clerk’s Department (71%), the availability of Town personnel to address needs (70%), and the overall quality of service provided by the Town Manager’s Office (61%).

- **Community Development.** Twelve percent (12%) of respondents indicated they have utilized Community Development services within the past 12 months. The highest levels of satisfaction with Community Development services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion* and have utilized Community Development services within the past 12 months, were: the courtesy of staff (78%), the adequacy of staffing in the department (69%), and the fairness of staff (67%).
 - Based on their experience, 42% of respondents indicated that the process of working with the Community Development Department in Snowmass Village is “better” than other jurisdictions, 14% said it was the same, 21% said it was worse, and 23% did not have an opinion.
- **Public Works.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: snow removal (91%), overall street maintenance (88%), and solid waste and recycling service (78%).
 - Forty-six percent (46%) of respondents, *who had an opinion*, indicated they would be willing to incur higher solid waste rates for the addition of composting services and bins.
- **Police Department.** The highest levels of satisfaction with Police services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the friendliness and approachability of personnel (92%) trustworthiness of personnel (91%), and how quickly personnel respond to emergencies (91%).
 - Respondents were asked to indicate, based on their own experience, if they feel the current levels of Police presence in five situations is “too low”, “too high”, or “just right”. Most respondents indicated that the current levels of Police presence in all five situations is “just right”.
- **Transportation.** Respondents were asked to indicate if they would utilize three different programs and/or transportation alternatives to driving if they were offered in Snowmass Village. Dedicated bike lanes (46%) was the only item that received a significant level of support. Twenty-five percent (25%) or less of respondents indicated they would utilize a bike share program or car share program. Seventy-six percent (76%) of respondents indicated they currently ride the Village Shuttle. The highest levels of satisfaction with the Village Shuttle services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion* and ride the Village Shuttle, were: the sense of safety (97%), the comfort and cleanliness of shuttles (94%), the timeliness/punctuality of service (92%), and the courtesy and helpfulness of the shuttle driver (91%).
 - **Parking and Parking Management.** Sixty-two percent (62%) of respondents *who had an opinion* were either “very satisfied” or “satisfied” with the availability of parking in the summer, 51% were satisfied with parking permit fees, 44% were

satisfied with the availability of parking in the winter, and 43% were satisfied with the availability of parking information.

- **Tourism.** The highest levels of satisfaction with tourism services, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the appeal of special events offered (74%) and the appeal of special events offered in winter (66%). Sixty-two percent (62%) of respondents *who had an opinion* indicated they feel the current amount of special events hosted in Snowmass Village during the summer is “just right”, 15% think it is “too much”, and 23% think it is “not enough”. Sixty-six percent (62%) of respondents *who had an opinion* indicated they feel the current amount of special events hosted in Snowmass Village during the winter is “just right”, 6% think it is “too much”, and 29% think it is “not enough”.
- **Parks, Recreation, and Trails.** The highest levels of satisfaction with the parks and recreation system, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the condition of park facilities and fields (88%), the connectivity and effectiveness of the trail network (81%), and the overall enforcement of seasonal trail closures (80%).

Communication and Outreach

Respondents were asked to indicate how informed they feel they are on current issues facing the Town on a 10-point scale where 10 means they feel “extremely informed” and 1 means they feel “not at all informed”. Most respondents (66%) gave a rating between 9 and 6, and only 4% of respondents indicated they feel they are “not at all informed” (1). Most respondents indicated that they currently access government news and information from newspaper articles which is the same source respondents indicate would be best to receive information about tourism events, local offerings, and activities. The Town website, Town e-newsletters/alerts, and word of mouth were the other most common sources of information according to respondents.

Intersections and Traffic Calming

Respondents were asked to indicate their level of satisfaction with six different intersections while riding in an automobile and while walking or biking. The two intersections that received the highest levels of “dissatisfied” and “very dissatisfied” responses, among residents *who had an opinion*, were: Wood Road and Carriage Way, and Brush Creek Road and Owl Creek Road. Respondents were then asked to indicate which traffic calming measures currently used in Snowmass Village do they find acceptable for improving overall traffic flow and safety. Acceleration/de-acceleration lanes and reduced speed limits received the highest level of “not acceptable” responses. However, none of the eight options listed received less than 63% of respondents who indicated that the measure was acceptable.

How the Town of Snowmass Village Compares to Other Communities Nationally

Satisfaction ratings for The Town of Snowmass Village **rated above the U.S. average in 18 of the 19 areas** that were assessed. The Town of Snowmass Village rated significantly higher than the U.S. average (difference of 5% or more) in 18 of these areas.

Service	TOSV	US	Difference	Category
Overall street maintenance	88%	48%	40%	Public Works
Department's efforts to prevent crime	89%	55%	34%	Police Services
Overall quality of services provided by Town	81%	48%	33%	Overall
Enforcement of parking restrictions	75%	43%	32%	Police Services
Snow removal	90%	60%	30%	Public Works
Overall feeling of safety	96%	66%	30%	Overall
How quickly personnel respond to emergencies	91%	62%	29%	Police Services
Condition of park facilities & fields	87%	62%	26%	Parks and Recreation
Overall value that you receive for your tax & fees	63%	37%	26%	Overall
Overall quality of police services	91%	68%	23%	Police Services
Connectivity & effectiveness of trail network	81%	58%	23%	Parks and Recreation
Animal services	76%	55%	21%	Police Services
Overall quality of life	88%	72%	16%	Overall
Enforcement of local traffic laws	81%	65%	16%	Police Services
Overall quality of representation you receive from Town Council	43%	31%	12%	Overall
Courtesy of staff	78%	70%	8%	Customer Service
Overall image of Town	69%	61%	8%	Overall
Solid waste & recycling services	77%	72%	6%	Public Works
Timeliness & efficiency	57%	57%	0%	Customer Service

How the Town of Snowmass Village Compares to Other Small Communities

Satisfaction ratings for The Town of Snowmass Village **rated above the small community average all 19 areas** that were assessed. The Town of Snowmass Village rated significantly higher than the small community average (difference of 5% or more) in 18 of these areas.

Service	TOSV	Small Communities	Difference	Category
Overall street maintenance	88%	50%	39%	Public Works
Overall quality of services provided by Town	81%	44%	38%	Overall
Snow removal	90%	56%	34%	Public Works
Department's efforts to prevent crime	89%	57%	33%	Police Services
How quickly personnel respond to emergencies	91%	59%	32%	Police Services
Overall value that you receive for your tax & fees	63%	33%	29%	Overall
Overall feeling of safety	96%	67%	29%	Overall
Enforcement of parking restrictions	75%	48%	27%	Police Services
Condition of park facilities & fields	87%	62%	26%	Parks and Recreation
Connectivity & effectiveness of trail network	81%	57%	24%	Parks and Recreation
Overall quality of life	88%	67%	21%	Overall
Overall quality of police services	91%	71%	20%	Police Services
Animal services	76%	56%	20%	Police Services
Courtesy of staff	78%	64%	14%	Customer Service
Enforcement of local traffic laws	81%	66%	14%	Police Services
Overall image of Town	69%	57%	12%	Overall
Overall quality of representation you receive from Town Council	43%	33%	10%	Overall
Solid waste & recycling services	77%	71%	7%	Public Works
Timeliness & efficiency	57%	55%	2%	Customer Service

How the Town of Snowmass Village Compares to Other Communities Regionally

Satisfaction ratings for The Town of Snowmass Village **rated above the Mountain Regional average in 17 of the 19 areas** that were assessed. The Town of Snowmass Village rated significantly higher than the Mountain Regional average (difference of 5% or more) in 17 of these areas.

Service	TOSV	Mountain Region	Difference	Category
Overall street maintenance	88%	45%	43%	Public Works
Snow removal	90%	47%	43%	Public Works
Department's efforts to prevent crime	89%	56%	33%	Police Services
Condition of park facilities & fields	87%	56%	31%	Parks and Recreation
How quickly personnel respond to emergencies	91%	61%	30%	Police Services
Enforcement of parking restrictions	75%	46%	29%	Police Services
Overall quality of services provided by Town	81%	54%	27%	Overall
Overall feeling of safety	96%	69%	27%	Overall
Overall value that you receive for your tax & fees	63%	40%	23%	Overall
Connectivity & effectiveness of trail network	81%	58%	22%	Parks and Recreation
Overall quality of police services	91%	72%	19%	Police Services
Animal services	76%	58%	18%	Police Services
Enforcement of local traffic laws	81%	63%	17%	Police Services
Overall quality of life	88%	75%	13%	Overall
Courtesy of staff	78%	67%	11%	Customer Service
Solid waste & recycling services	77%	71%	6%	Public Works
Overall image of Town	69%	63%	6%	Overall
Overall quality of representation you receive from Town Council	43%	43%	0%	Overall
Timeliness & efficiency	57%	60%	-3%	Customer Service

Town Council Strategic Goals

Respondents were asked to indicate how important six Town Council Strategic Goals are when planning the Town's future. The most important goals, based upon the combined percentage of "extremely important" and "very important" responses among respondents *who had an opinion*, were: working regionally with local partners to solve significant issues (e.g. transit, housing, etc.), maintaining and increasing public safety, parking, and transit by enhancing connectivity, and improving the Town's resiliency and environmental sustainability. The least important item was increasing the amount of community spaces to create more community focused interaction. Only 22% of respondents indicated there were issues not included in the Town Council's Strategic Goals list that they feel should be a top priority.

Trends

ETC Institute used previous survey data from 2017, 2015, and 2013 to compare the Town of Snowmass Village's 2019 results. Comparisons to past results help community leaders gauge progress and plan for future improvements. The tables on the following pages highlight the notable trends in survey results between 2019, 2017, 2015, and 2013.

Long-Term Trends, 2019-2013 results:

The Town saw a significant increase in satisfaction in five of the 20 areas that were comparable between the 2019 and 2013 surveys. There were three significant decreases in overall satisfaction in this same time period.

Long-Term Increases

Trends 2019-2013				
Service	2019	2013	Difference	Category
How quickly personnel respond to emergencies	91%	83%	8%	Police Services
Quality of housing	69%	62%	7%	Town Rental Housing
Department's efforts to prevent crime	89%	82%	7%	Police Services
Overall quality of service provided by Town Clerk's Department	71%	64%	7%	Village Administration
Availability of Town personnel to address your needs	70%	65%	5%	Village Administration

Long-Term Decreases

Trends 2019-2013				
Service	2019	2013	Difference	Category
Level of service & unit upkeep	62%	67%	-5%	Town Rental Housing
Providing clear expectations of the process	58%	63%	-5%	Community Development Department
Timeliness & efficiency	57%	65%	-8%	Community Development Department

Mid-Term Trends, 2019-2015 results:

The Town saw a significant increase in satisfaction in six of the 32 areas that were comparable between the 2019 and 2015 surveys. There were five areas that saw a significant decrease in overall satisfaction.

Mid-Term Increases

Trends 2019-2015				
Service	2019	2015	Difference	Category
How quickly personnel respond to emergencies	91%	83%	8%	Police Services
Overall quality of services provided by Town	81%	75%	6%	Overall Services
Department's efforts to prevent crime	89%	85%	4%	Police Services
Trustworthiness	91%	87%	4%	Police Services
Overall value that you receive for your tax & fees	63%	59%	4%	Overall Services
Availability of/access to public records	53%	49%	4%	Village Administration

Mid-Term Decreases

Trends 2019-2015				
Service	2019	2015	Difference	Category
Animal services	76%	80%	-4%	Police Services
Availability of information on solid waste & recycling services	58%	63%	-5%	Public Works
Timeliness & efficiency	57%	65%	-8%	Community Development Department
Providing clear expectations of the process	58%	68%	-10%	Community Development Department
Level of service provided for rates/fees paid for solid waste & recycling services	56%	68%	-12%	Public Works

Short-Term Trends, 2019-2017 results:

The Town saw a significant increase in satisfaction in 11 of the 54 areas that were comparable between the 2019 and 2017 surveys. There were 13 areas that saw a significant decrease in overall satisfaction.

Short-Term Increases

Trends 2019-2017				
Service	2019	2017	Difference	Category
Quality of housing	69%	53%	16%	Town Rental Housing
Level of service & unit upkeep	62%	49%	13%	Town Rental Housing
Adequacy of staffing in the department	69%	59%	9%	Community Development Department
Parking permit fees	51%	44%	8%	Parking Services
Availability of Town personnel to address your needs	70%	63%	7%	Village Administration
Overall quality of service provided by Town Clerk's Department	71%	65%	6%	Village Administration
Overall quality of services provided by Town	81%	76%	6%	Overall Services
Overall value that you receive for your tax & fees	63%	57%	5%	Overall Services
Overall quality of service provided by Town Manager's Office	61%	56%	5%	Village Administration
Ease & efficiency of license application processes	52%	48%	4%	Village Administration
Availability of/access to public records	53%	49%	4%	Village Administration

Short-Term Decreases

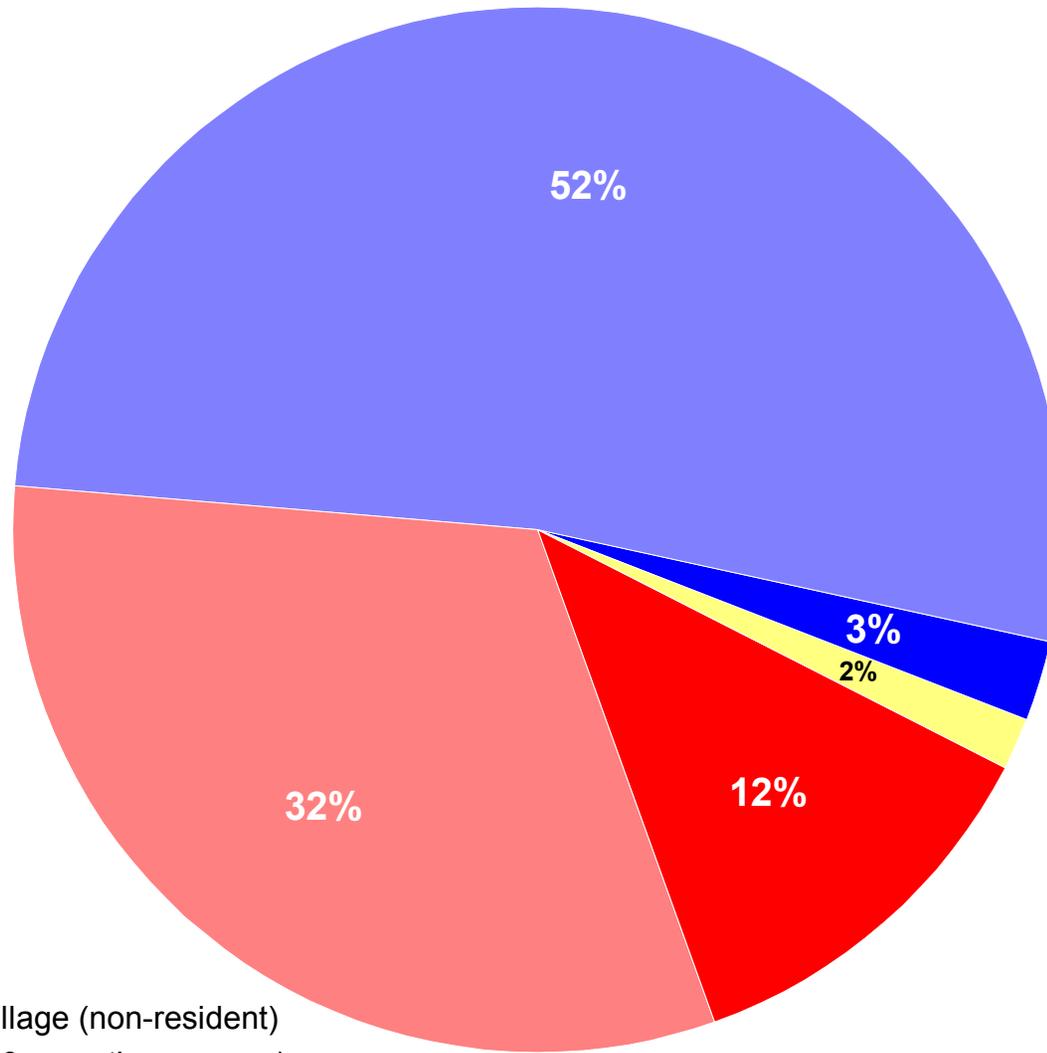
Trends 2019-2017				
Service	2019	2017	Difference	Category
Group sales & lodge bookings generated for Snowmass properties	51%	54%	-4%	Special Events
Promotion of Snowmass Village through marketing, advertising, public relations, e	60%	64%	-4%	Special Events
Information on website	77%	81%	-4%	Village Shuttle Services
Availability of parking information	43%	47%	-5%	Parking Services
Adequacy of information on how to properly dispose of solid waste	57%	62%	-5%	Public Works
Solid waste & recycling services	77%	82%	-5%	Public Works
Guest service centers at Town Park Station & Snowmass Mall	59%	65%	-6%	Special Events
Timeliness & efficiency	57%	63%	-6%	Community Development Department
Availability of information on solid waste & recycling services	58%	64%	-6%	Public Works
Availability of parking in summer	62%	69%	-7%	Parking Services
Fairness of staff	67%	76%	-9%	Community Development Department
Level of service provided for rates/fees paid for solid waste & recycling services	56%	65%	-9%	Public Works
Providing clear expectations of the process	58%	68%	-10%	Community Development Department

Section 1

Charts and Graphs

Q1. Which of the following best describes you?

by percentage of respondents

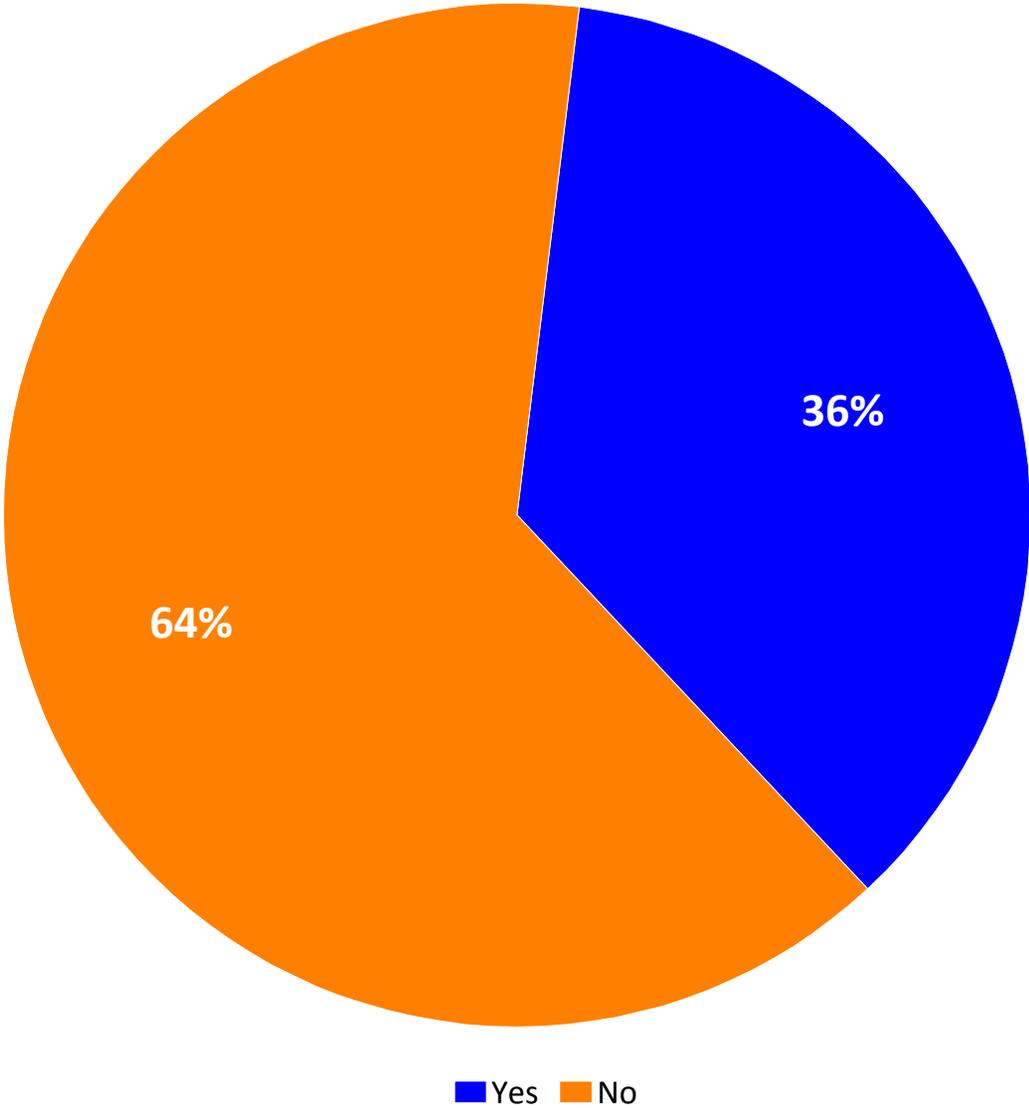


- Guest of Snowmass Village (non-resident)
- Year-round resident (10+ months per year)
- Part-time resident of Snowmass Village
- Roaring Fork Valley resident (outside of Snowmass Village)
- Other

Source: ETC Institute (2019)

Q1a. Are you an employee within Snowmass Village?

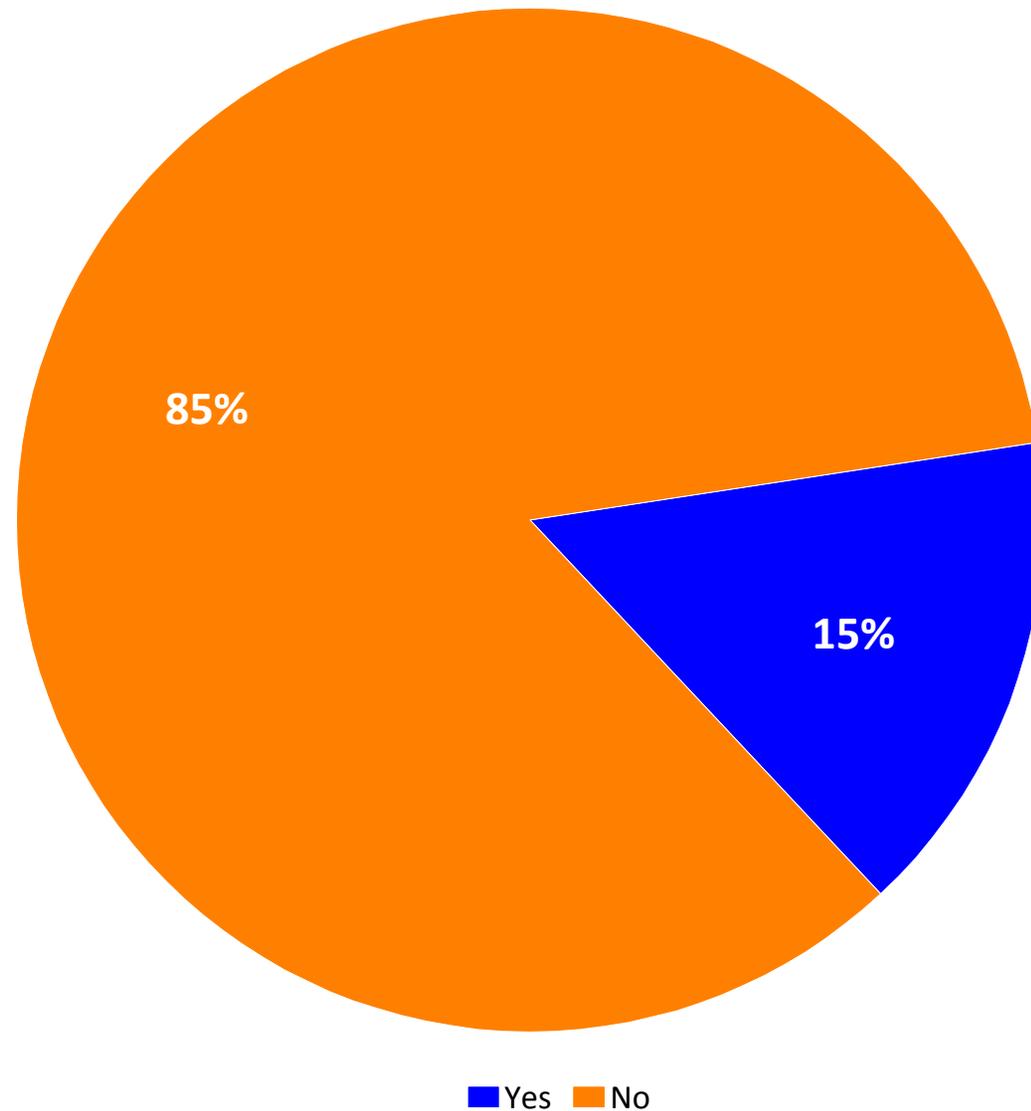
by percentage of respondents



Source: ETC Institute (2019)

Q1b. Are you a business owner/operator within Snowmass Village?

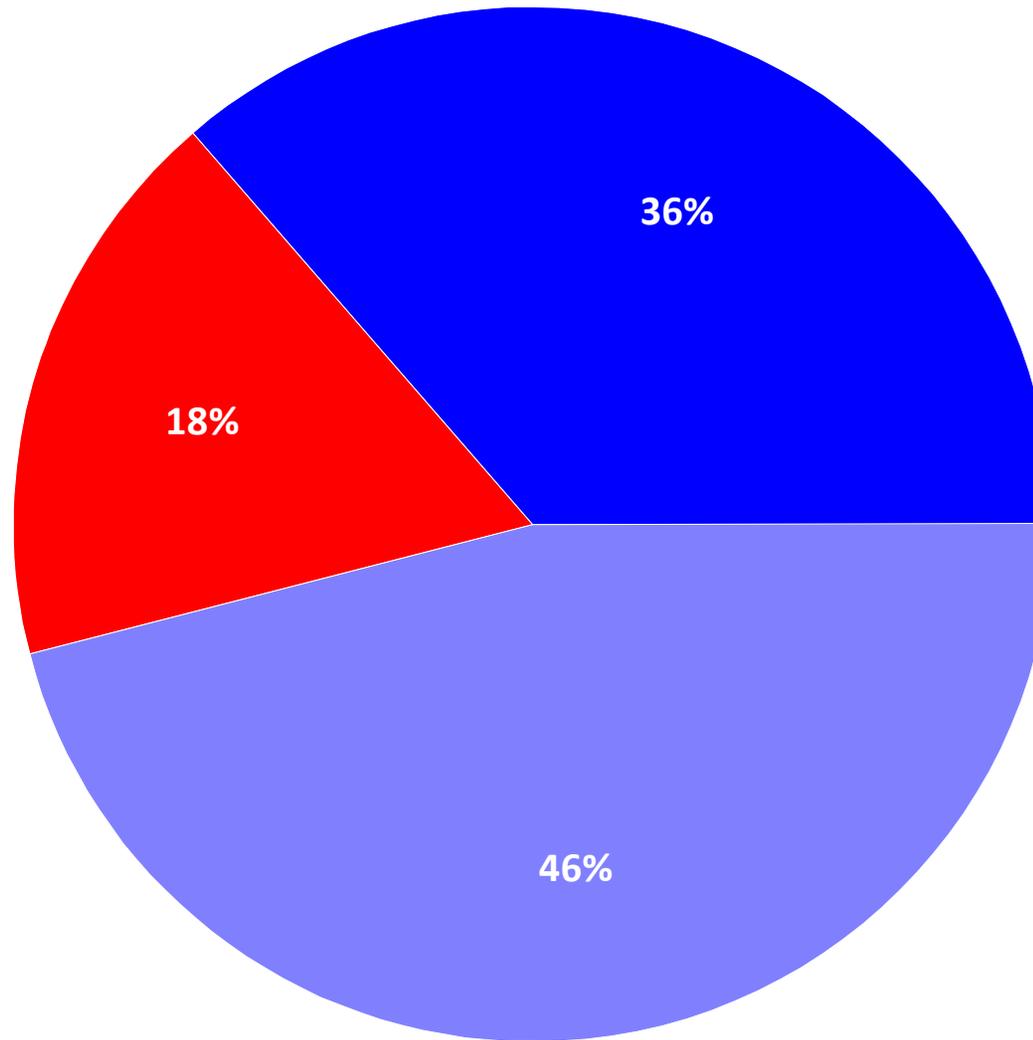
by percentage of respondents



Source: ETC Institute (2019)

Q2. Overall, do you feel that the sense of community in Snowmass Village is:

by percentage of respondents (Excluding "Don't Know")

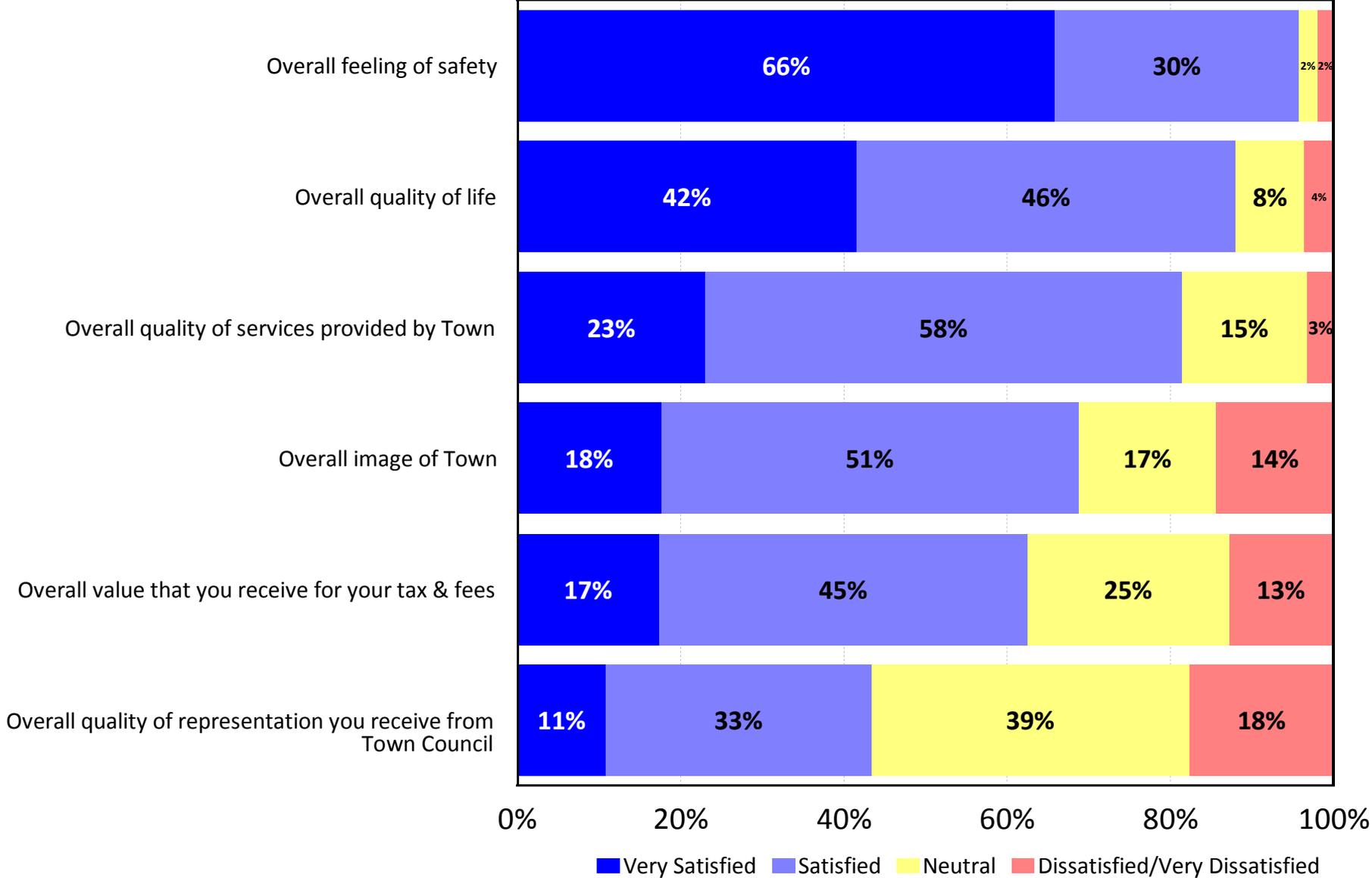


■ Improving ■ Getting worse ■ Staying the same

Source: ETC Institute (2019)

Q3. Overall satisfaction with various aspects of Town government and the Snowmass Village Community

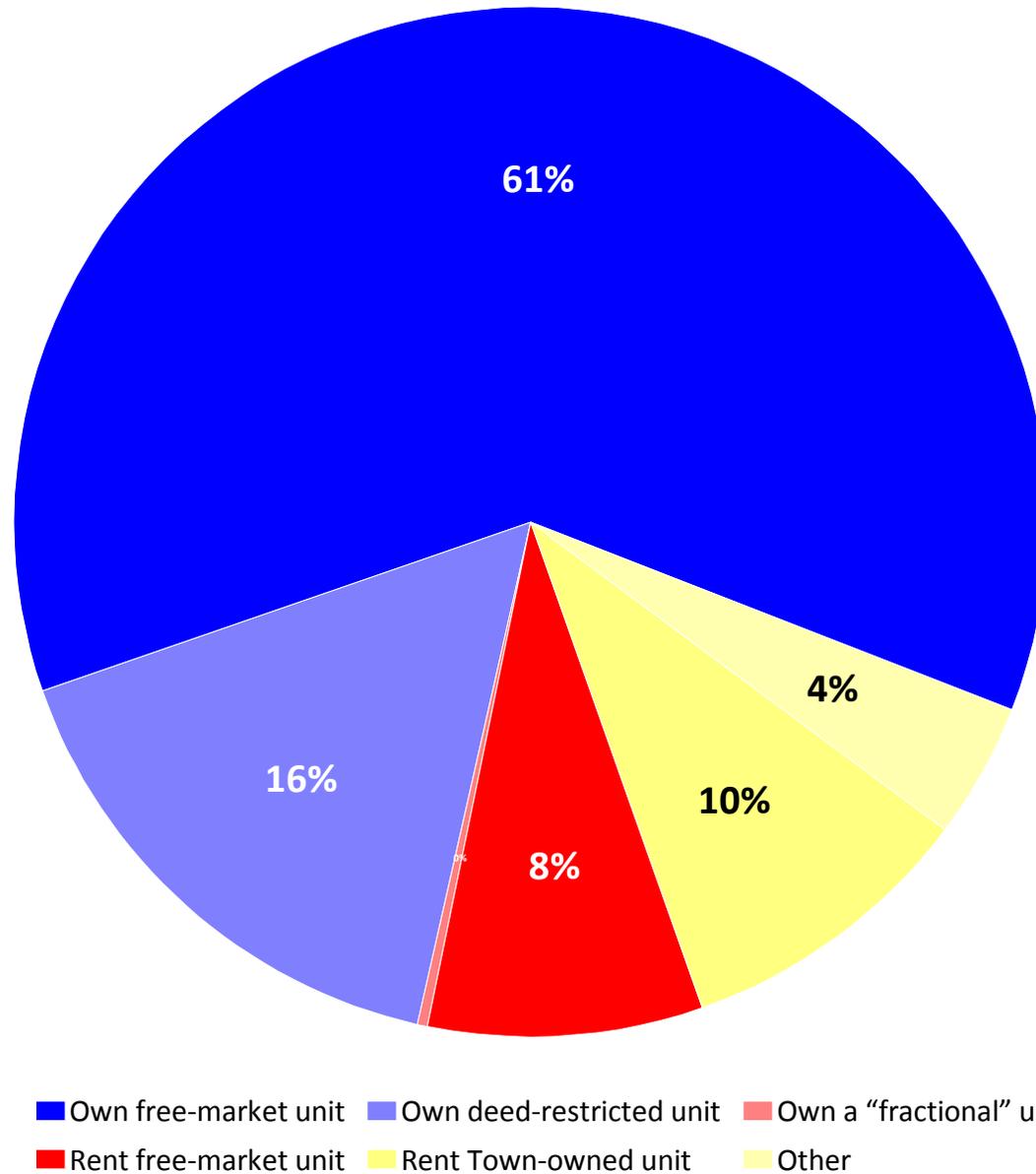
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q4. Do you own or rent your residence?

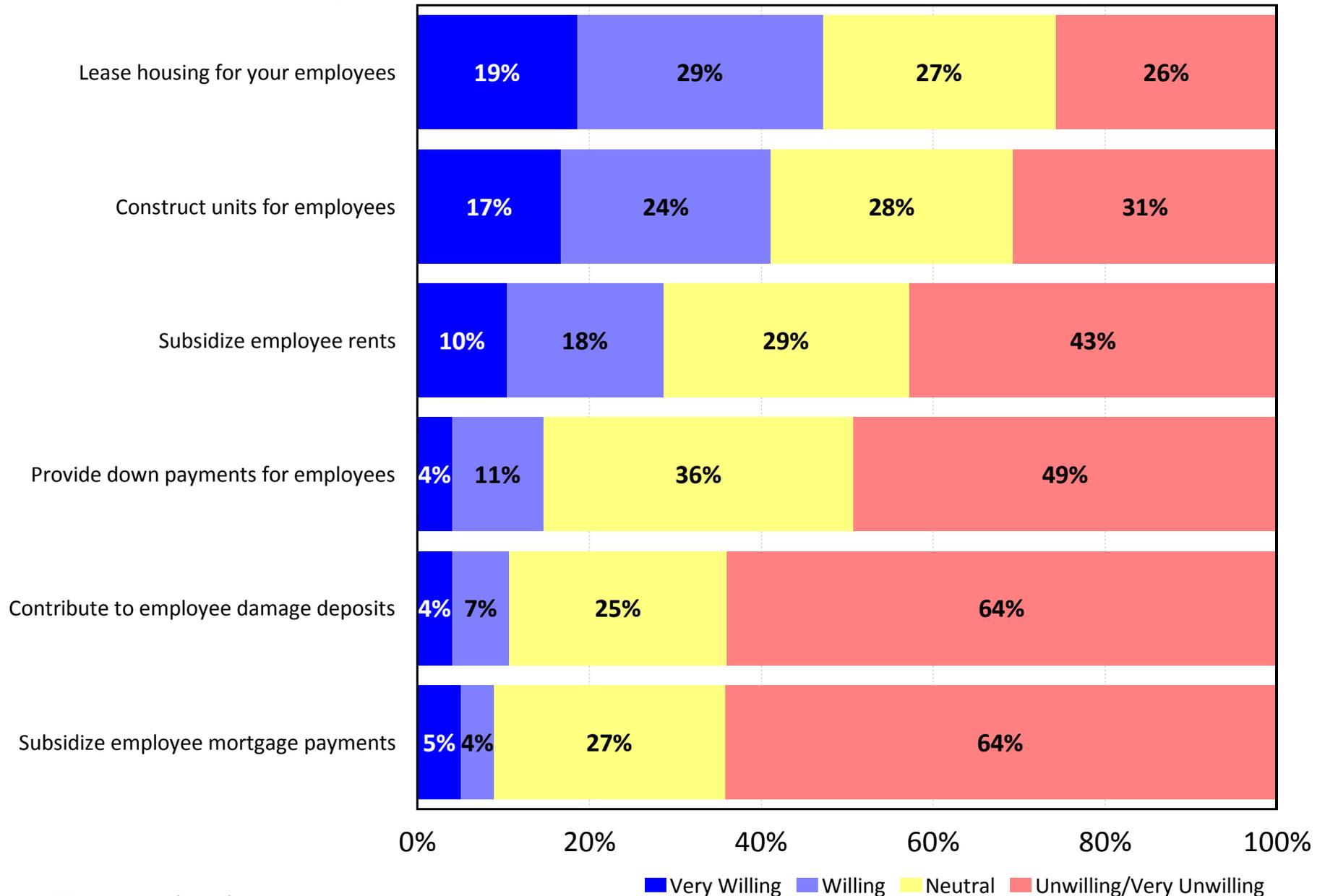
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2019)

Q6. Willingness to Assist with the Following Provisions of Affordable/Employee Housing

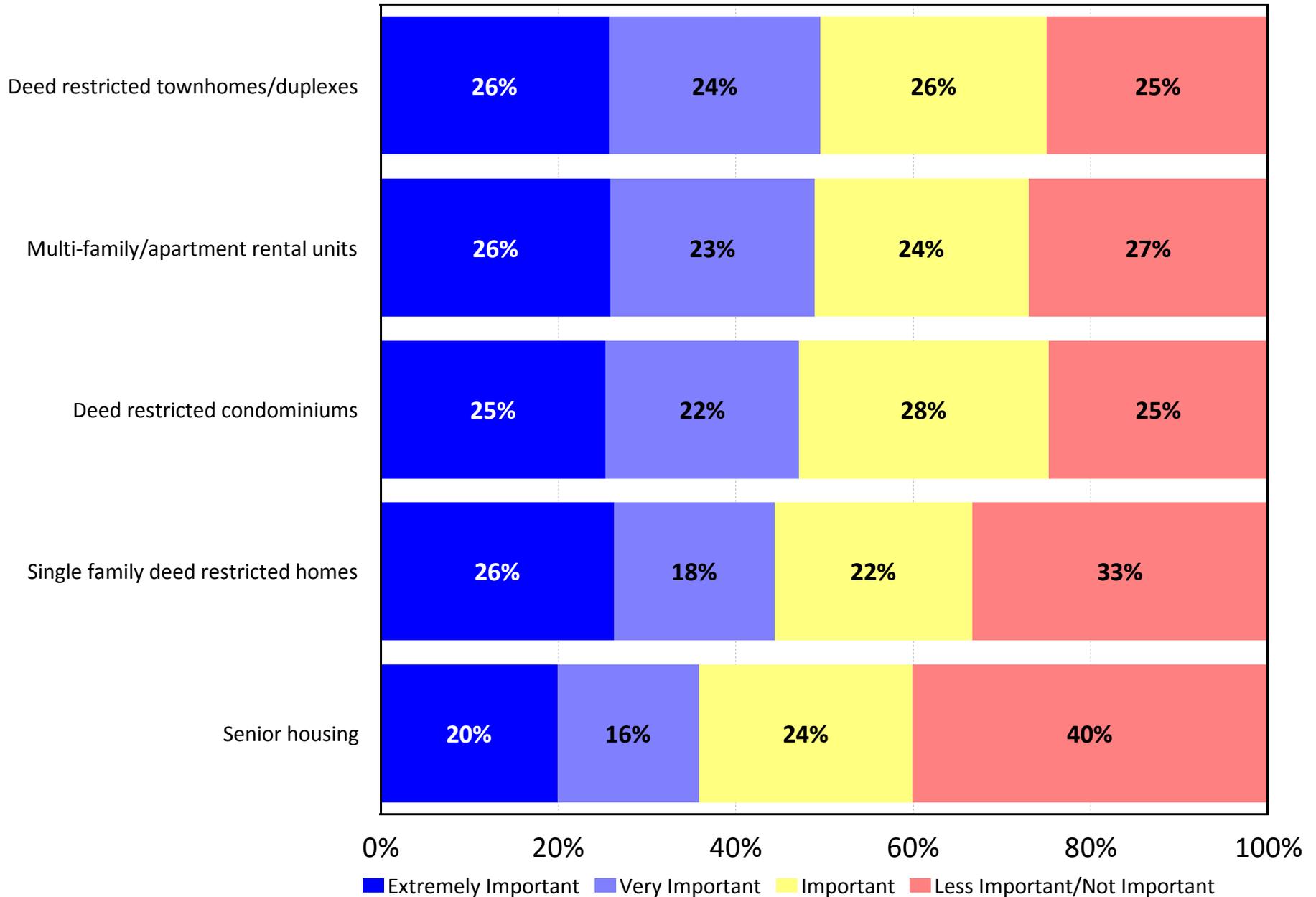
by percentage of respondents who are **business owners only** (Excluding "Don't Know")



Source: ETC Institute (2019)

Q7. Importance of Building the Following Types of Affordable Housing

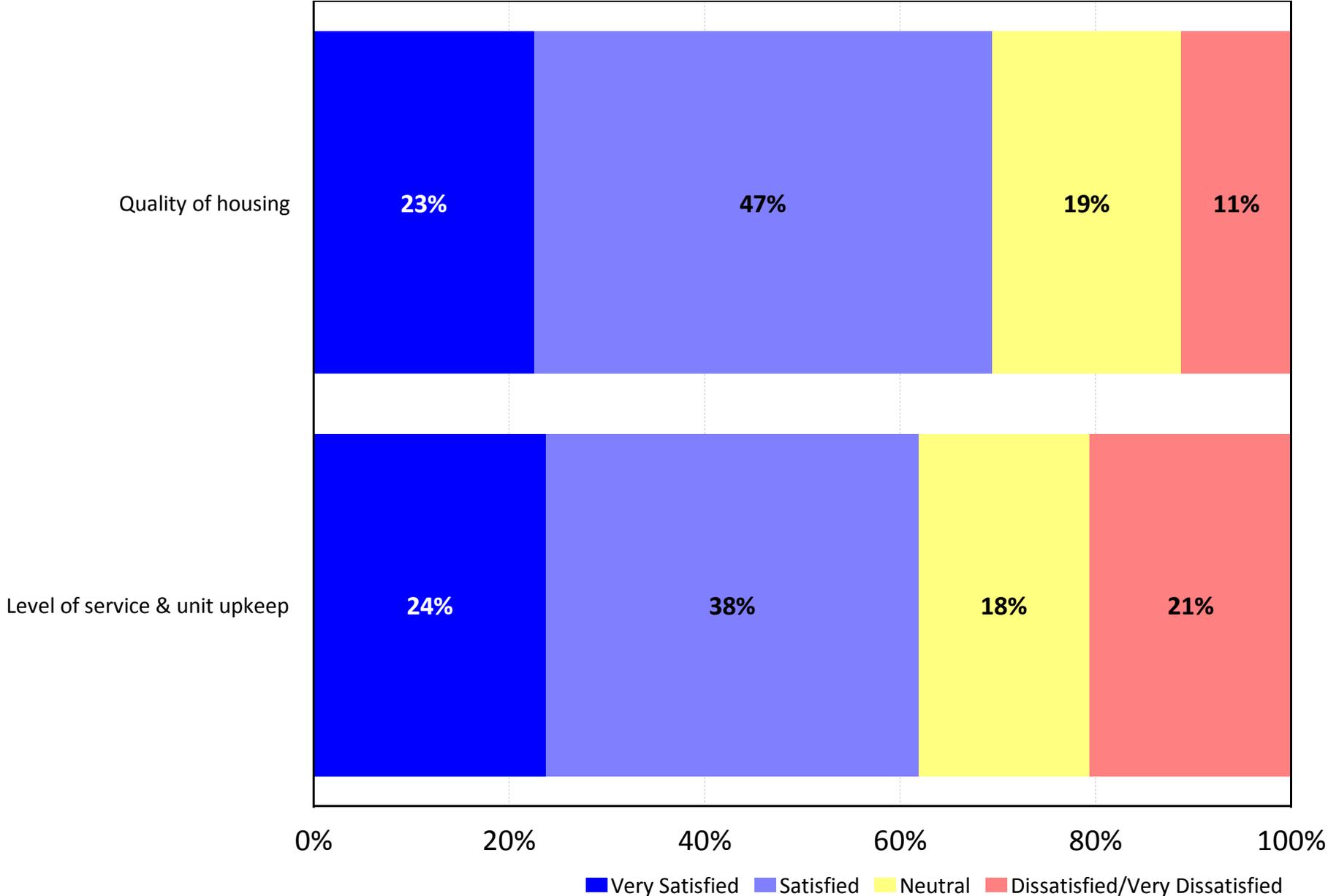
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q8. Overall satisfaction with items regarding Town rental housing

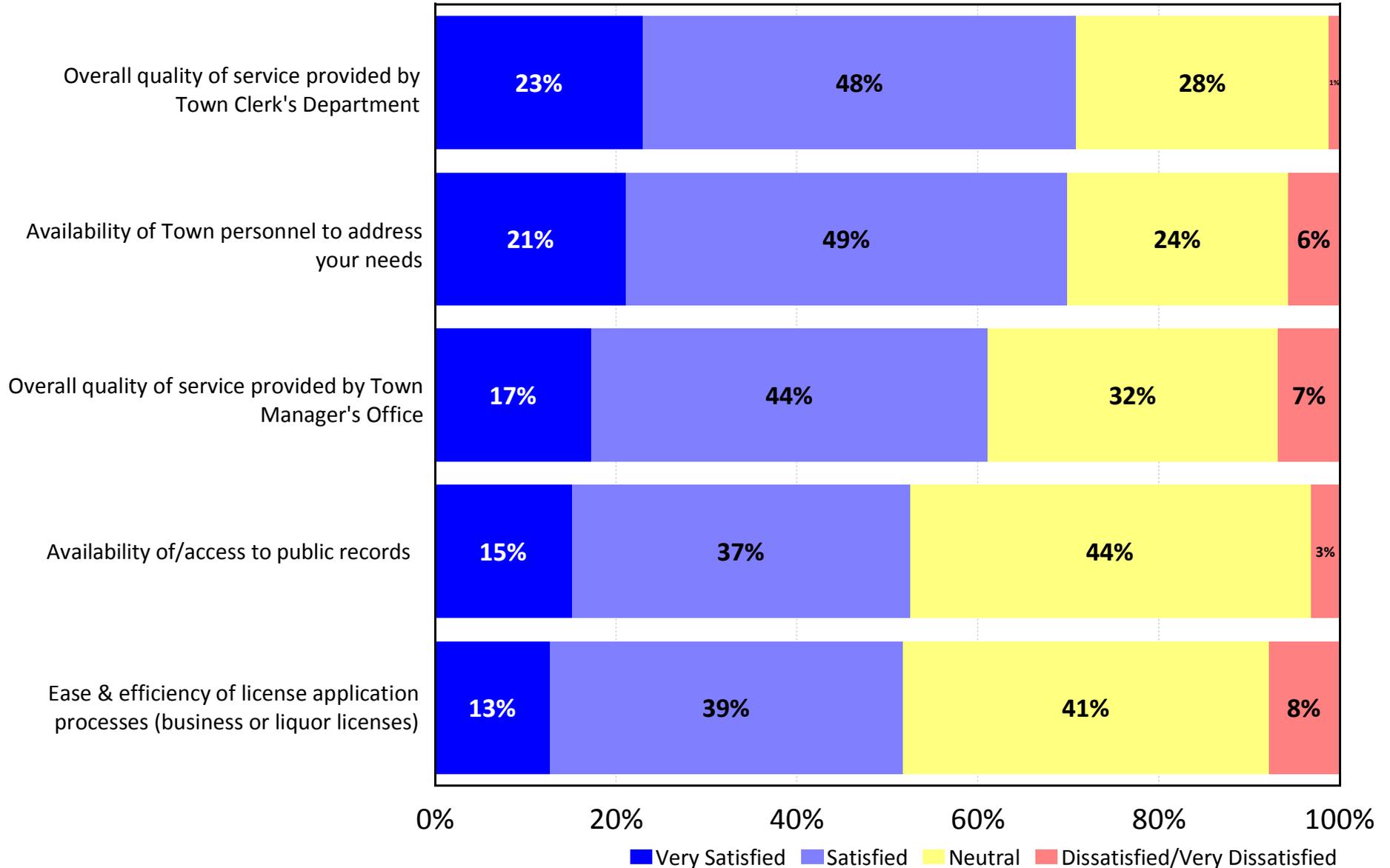
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q10. Overall satisfaction with the following functions of the Town of Snowmass Village administration

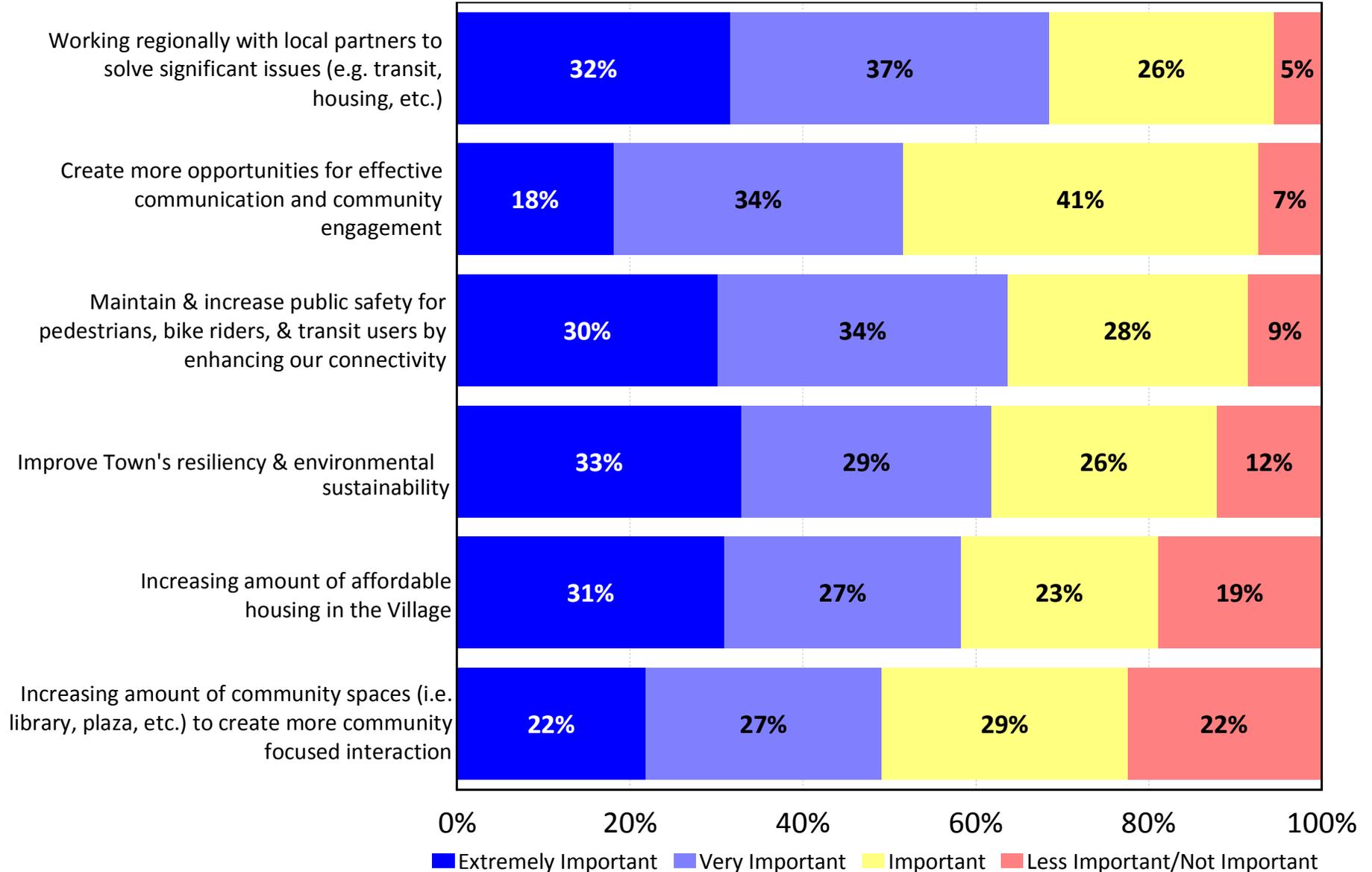
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q12. Overall importance of the following Town Council Strategic Goals when planning the Town's future

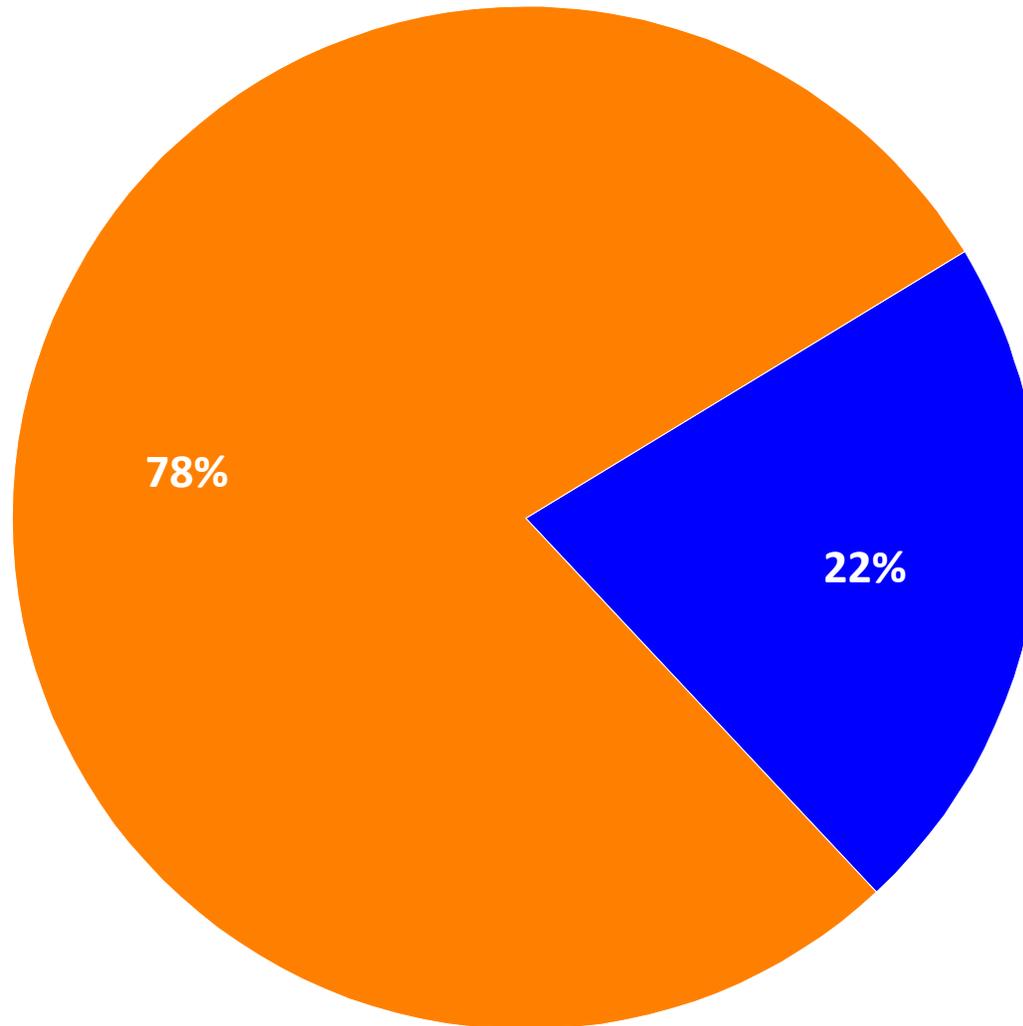
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q13. Are there any issues not included in the Town Council's Strategic Goals listed above that you feel should be one of the Town's top priorities?

by percentage of respondents (Without "Not Provided")

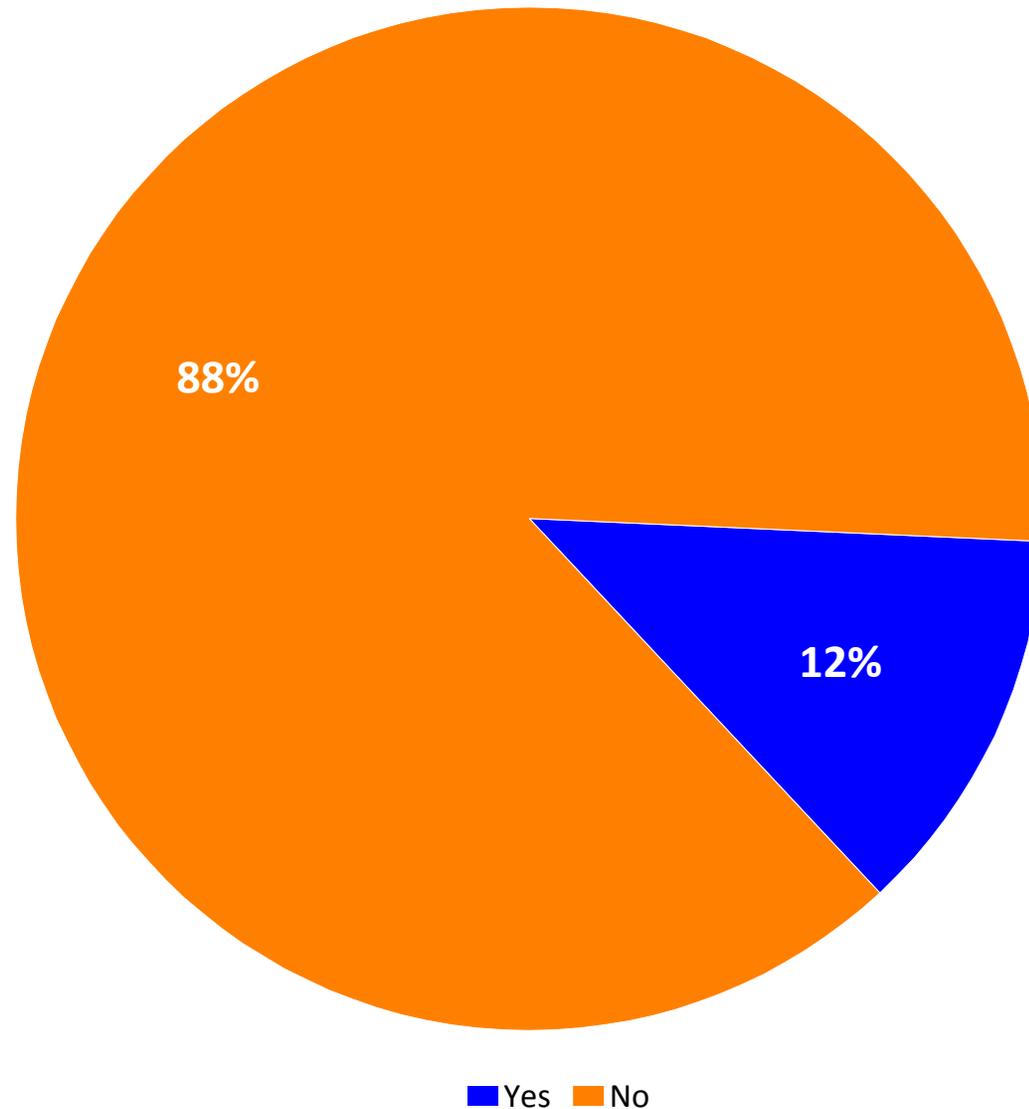


■ Yes ■ No

Source: ETC Institute (2019)

Q15. Have you utilized Community Development Department services (building & planning) within the past 12 months?

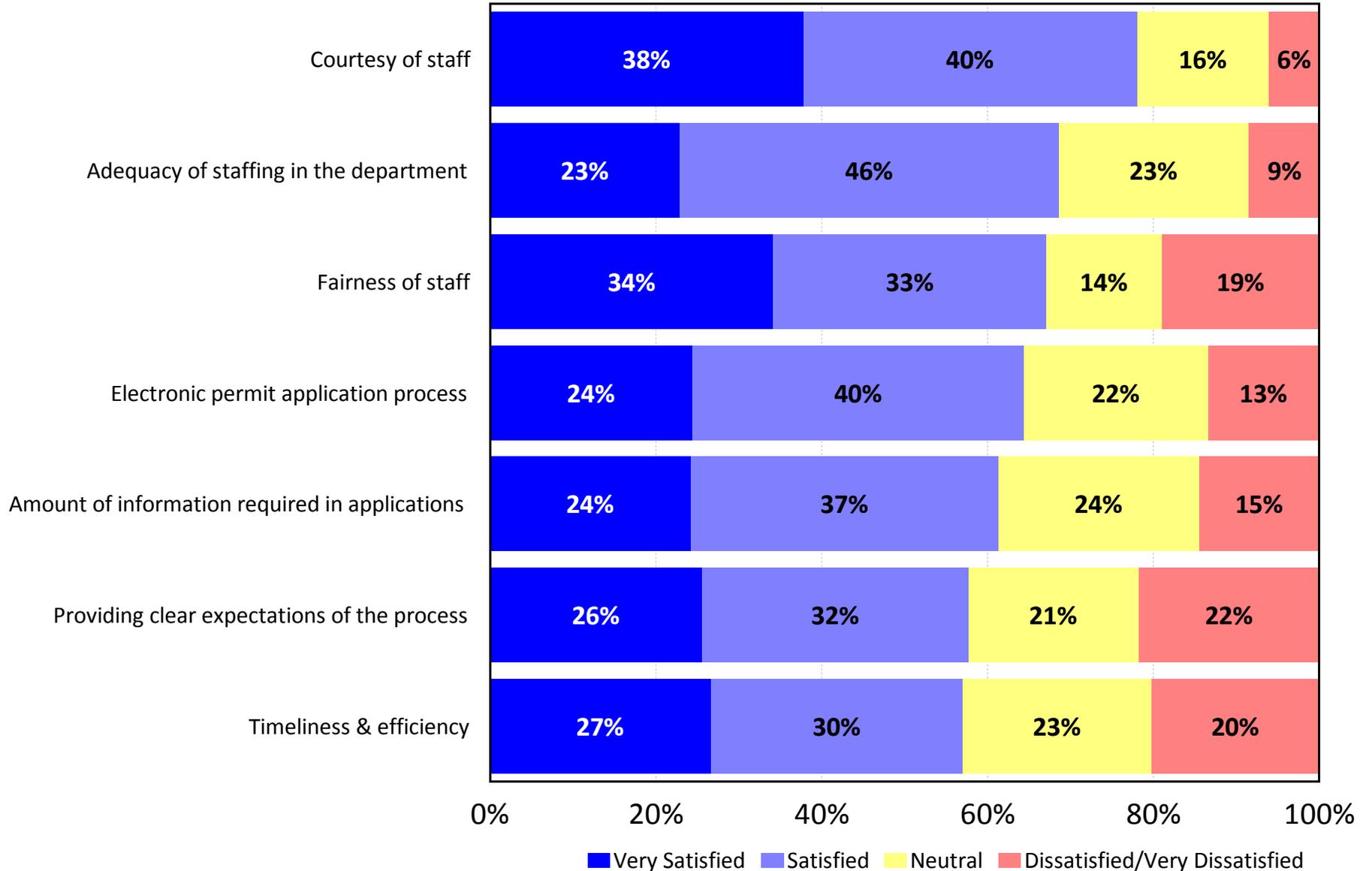
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2019)

Q15a. Overall satisfaction with the following aspects of the Community Development Department

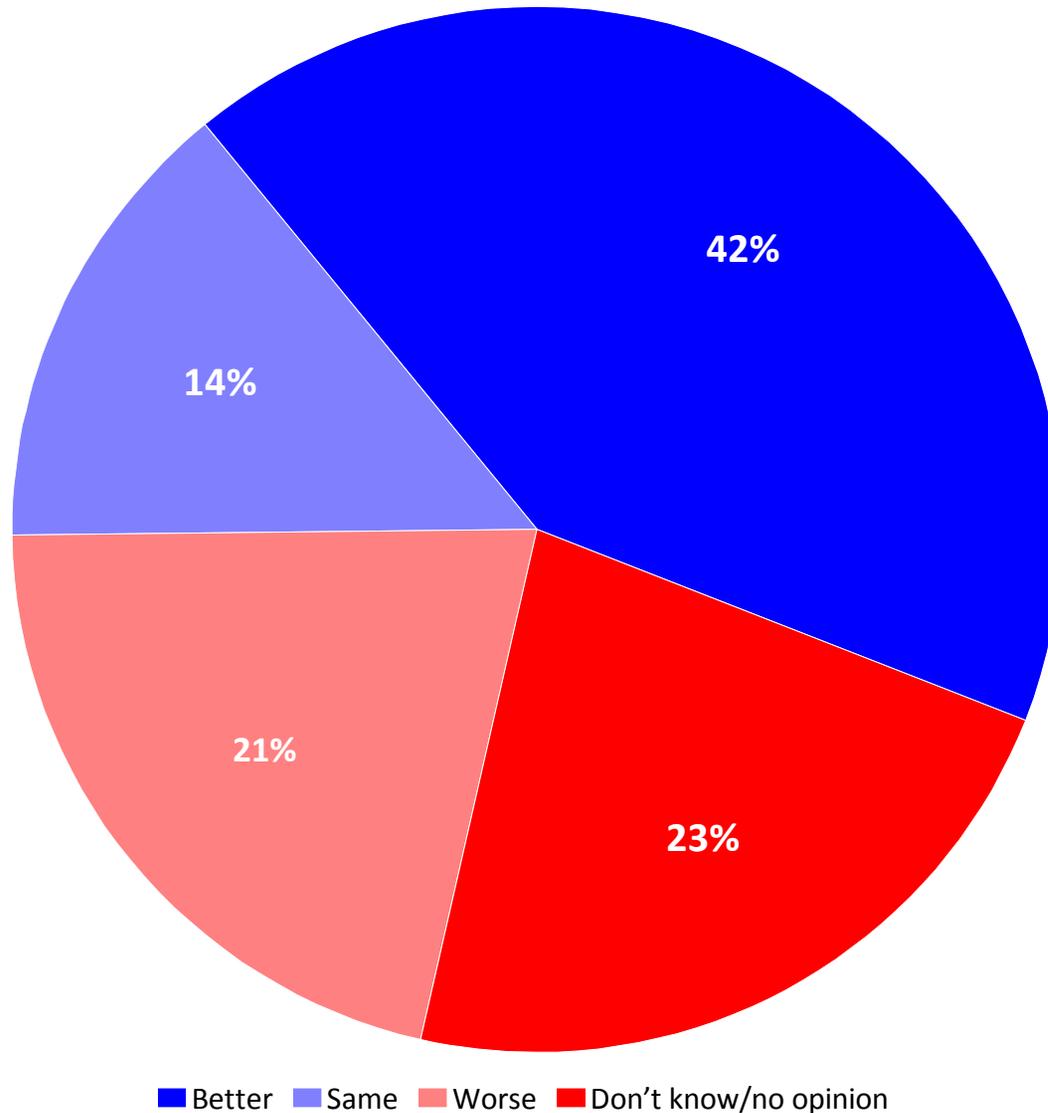
by percentage of respondents who answered "Yes" to Q15 (Excluding "Don't Know")



Source: ETC Institute (2019)

Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions?

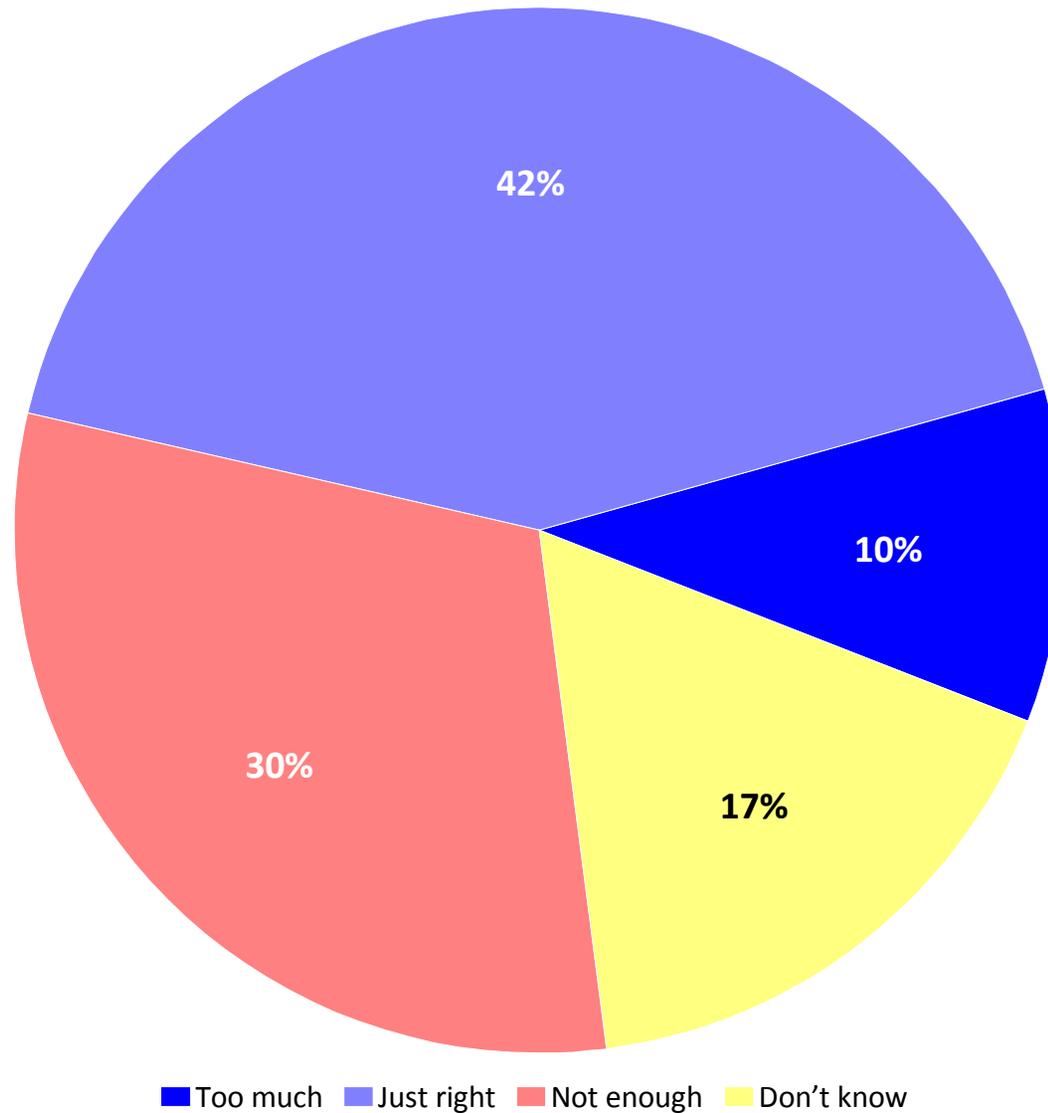
by percentage of respondents who answered "Yes" to Q15



Source: ETC Institute (2019)

Q16. What do you think of the current amount of art on display in public places within Snowmass Village

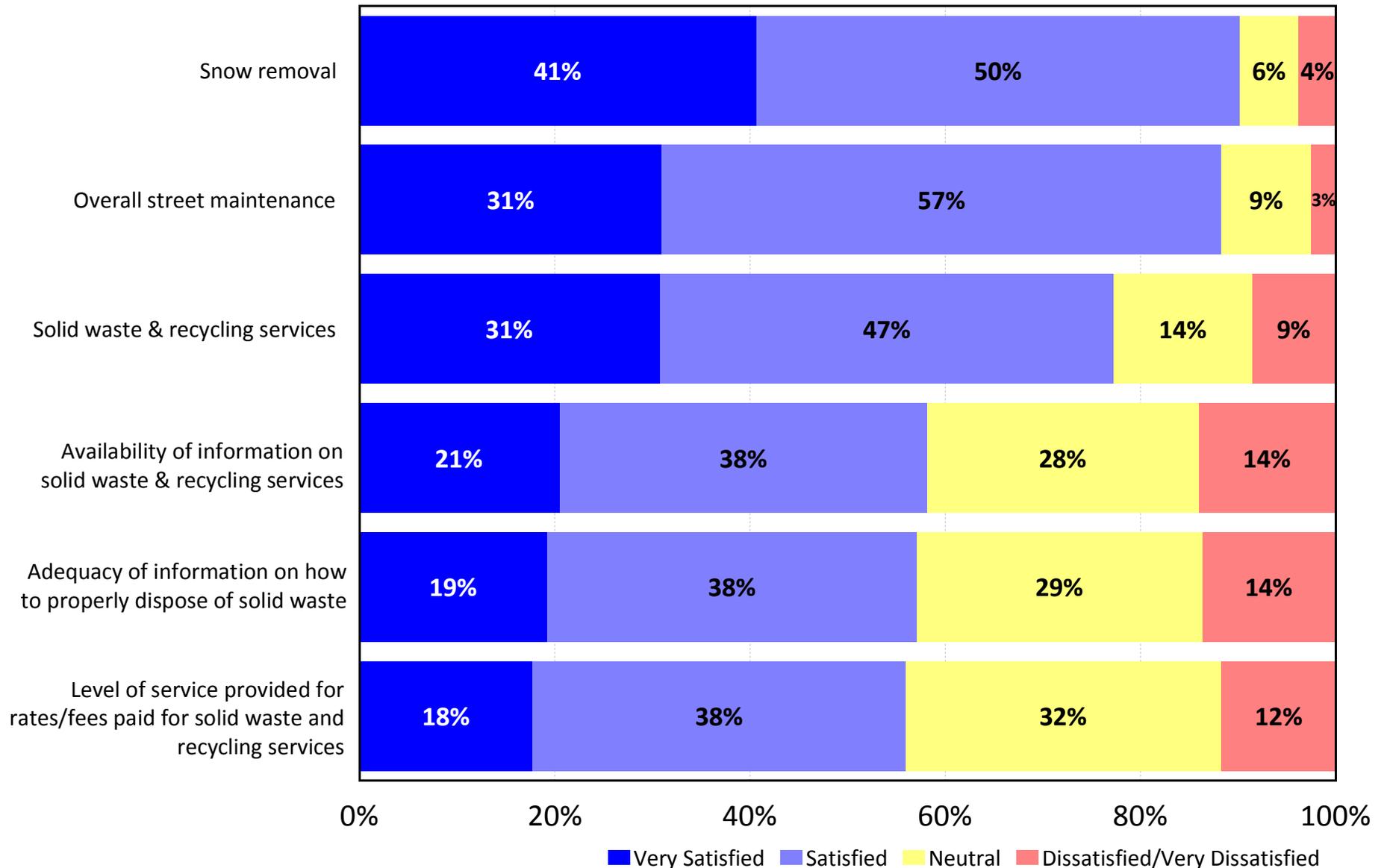
by percentage of respondents



Source: ETC Institute (2019)

Q18. Overall satisfaction with the following aspects of Public Works services in the Town of Snowmass Village

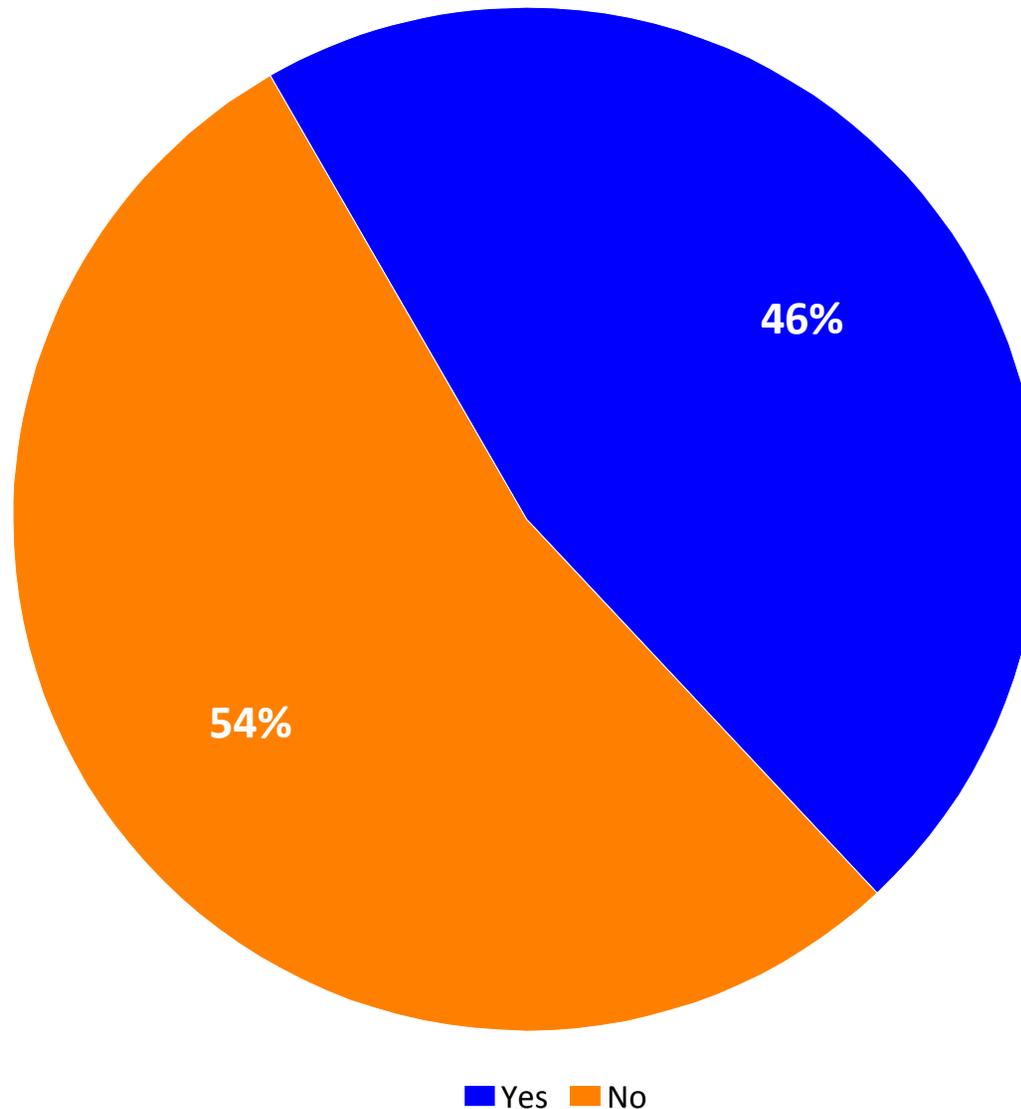
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

**Q19. The Town is exploring composting options for residents.
Would you be willing to incur higher solid waste rates for the
addition of TOSV composting services and bins?**

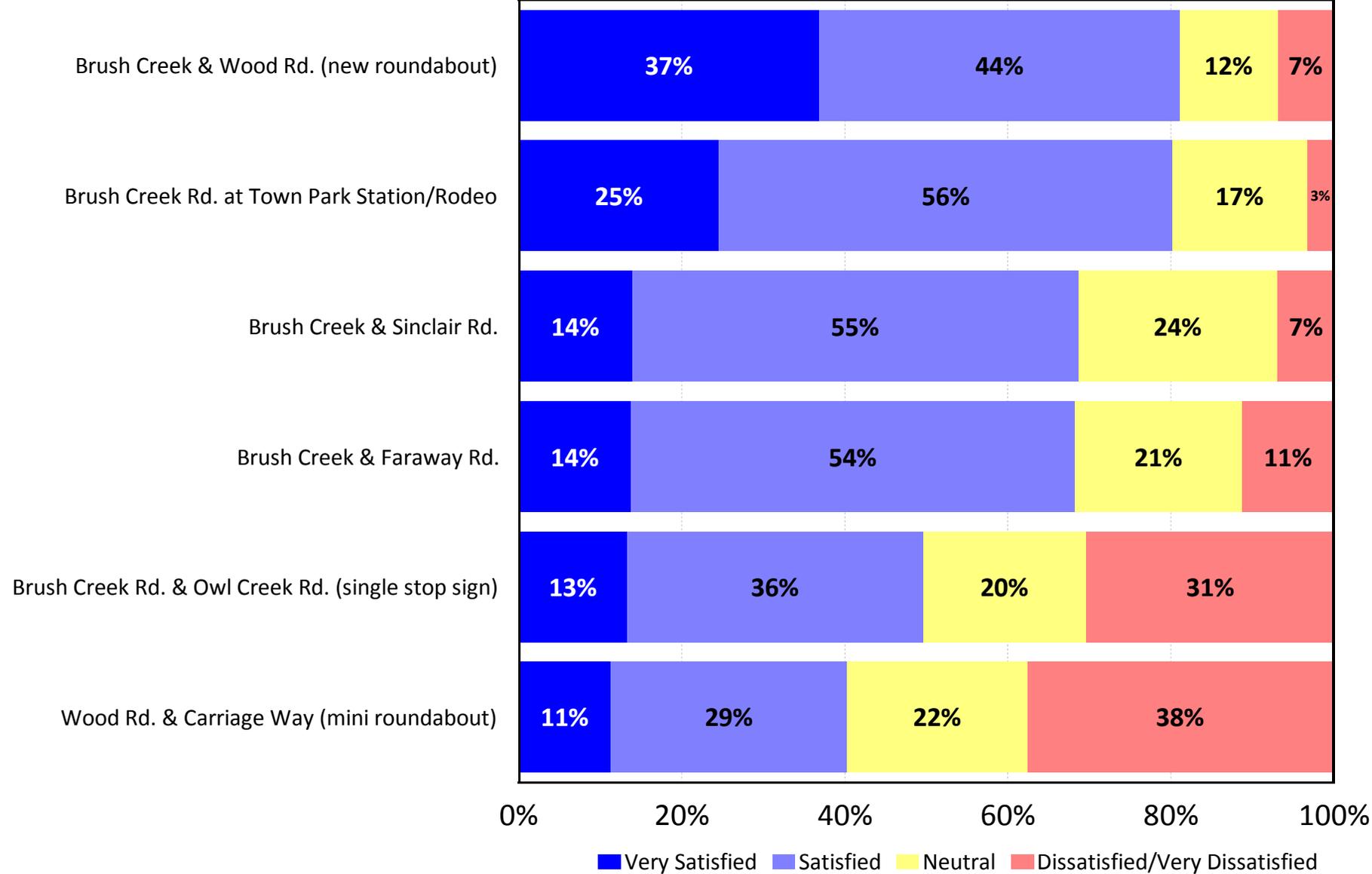
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2019)

Q20. When driving or riding in an automobile, please rate your satisfaction with the following intersections

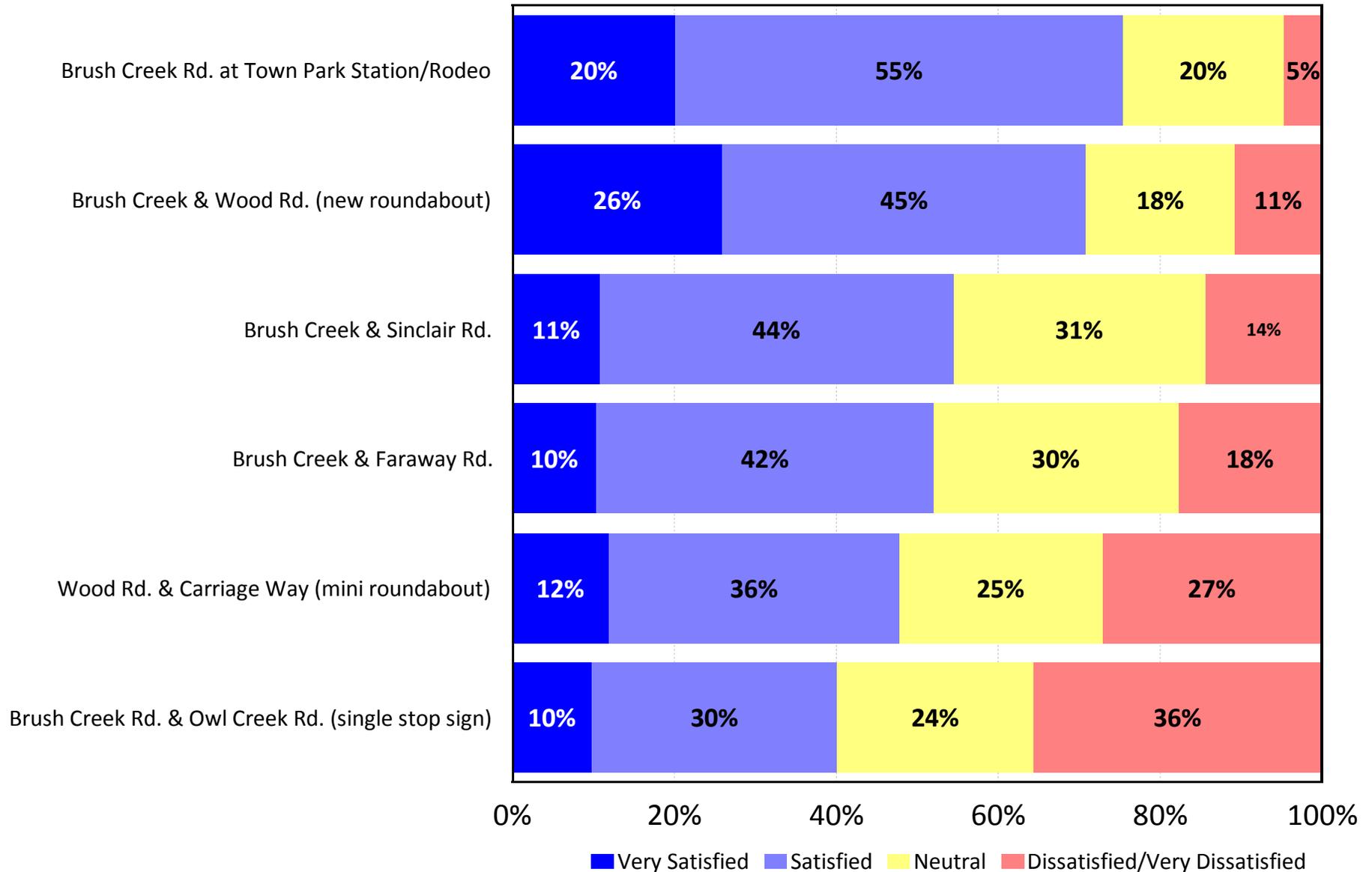
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q21. When walking or biking, please rate your satisfaction with the following intersections

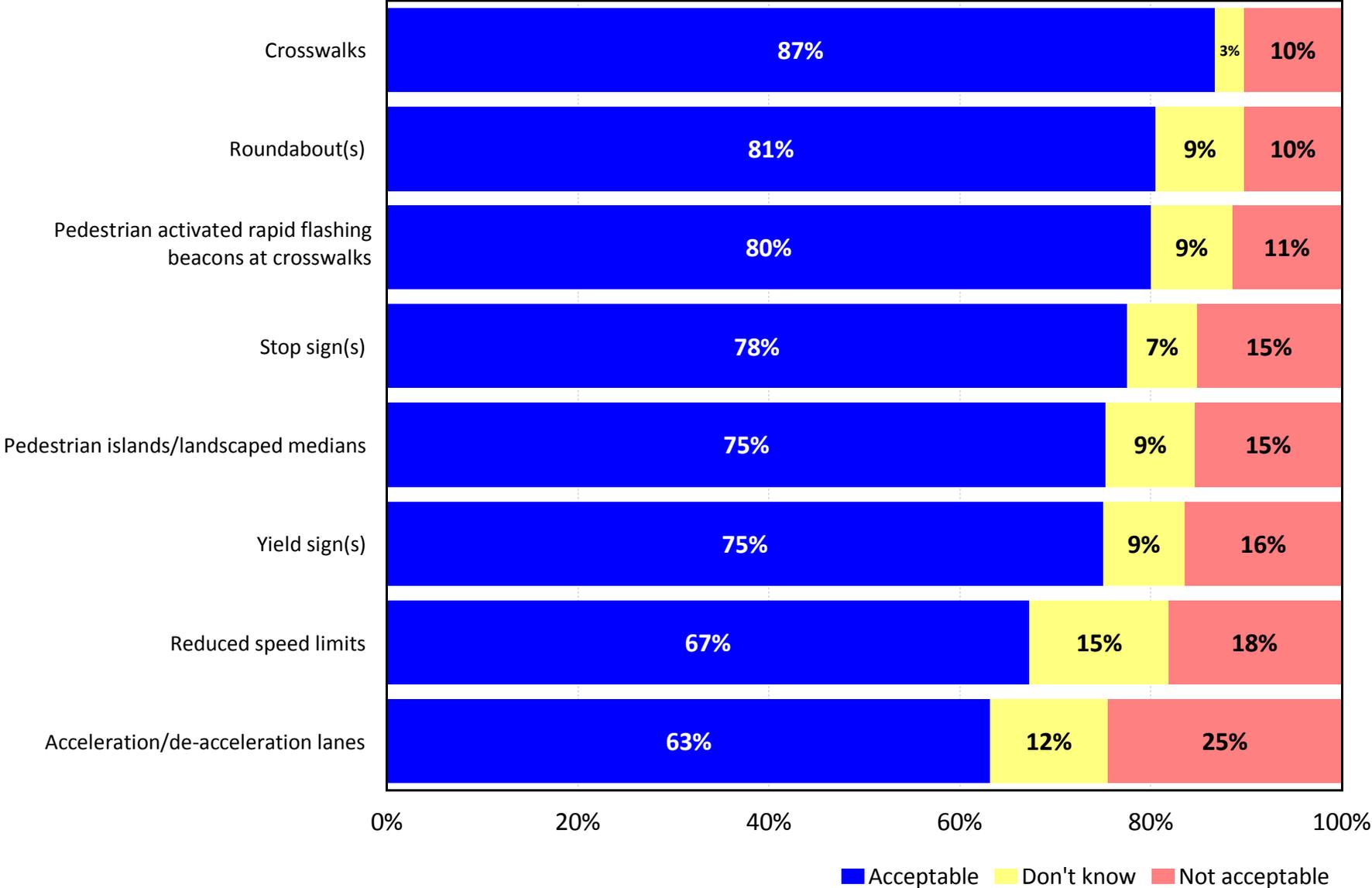
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q22. Which traffic calming measures currently used in Snowmass Village do you find acceptable for improving overall traffic flow and safety?

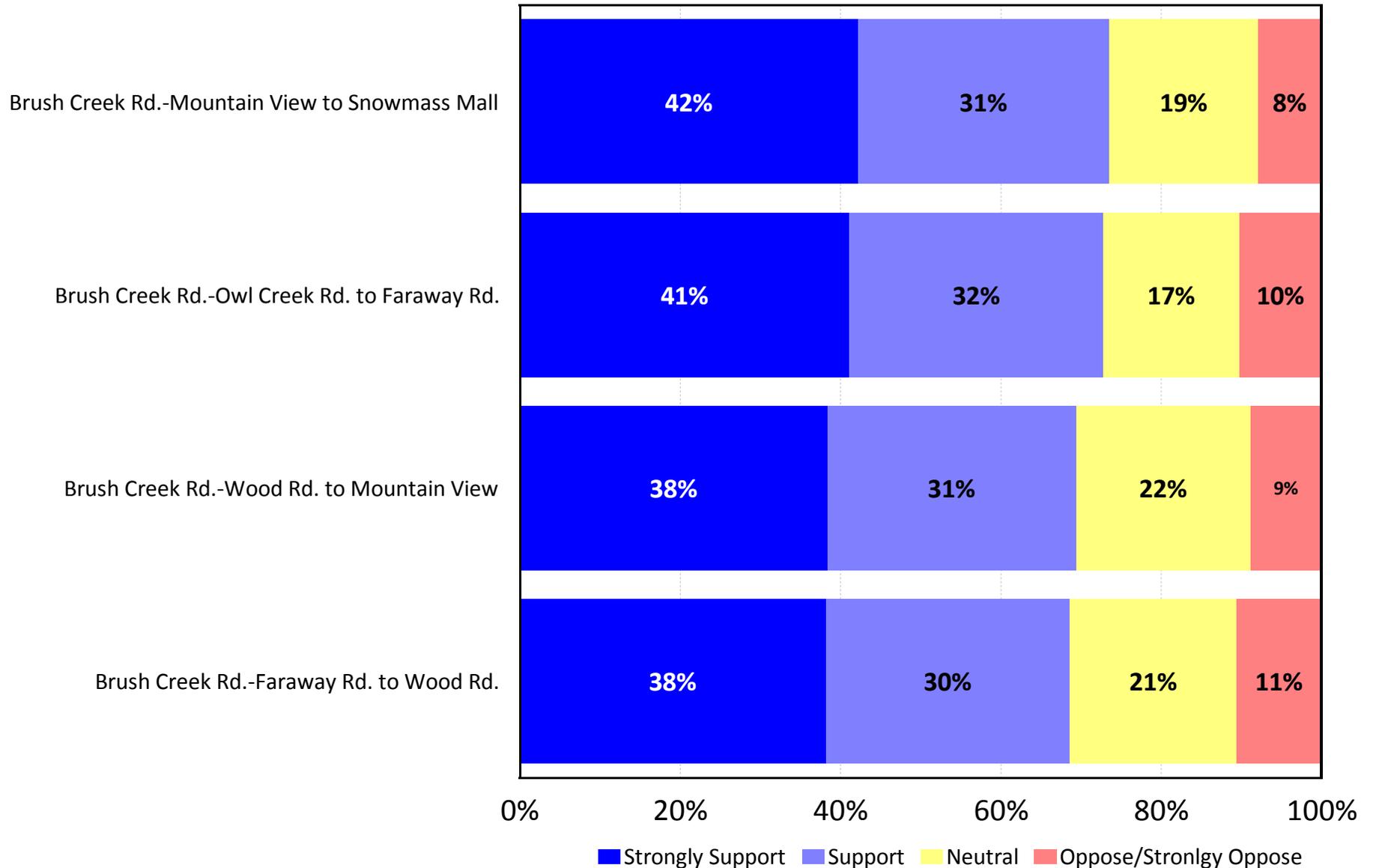
by percentage of respondents



Source: ETC Institute (2019)

Q23. Level of support for the Town constructing sidewalks/pedestrian walkways at the following locations

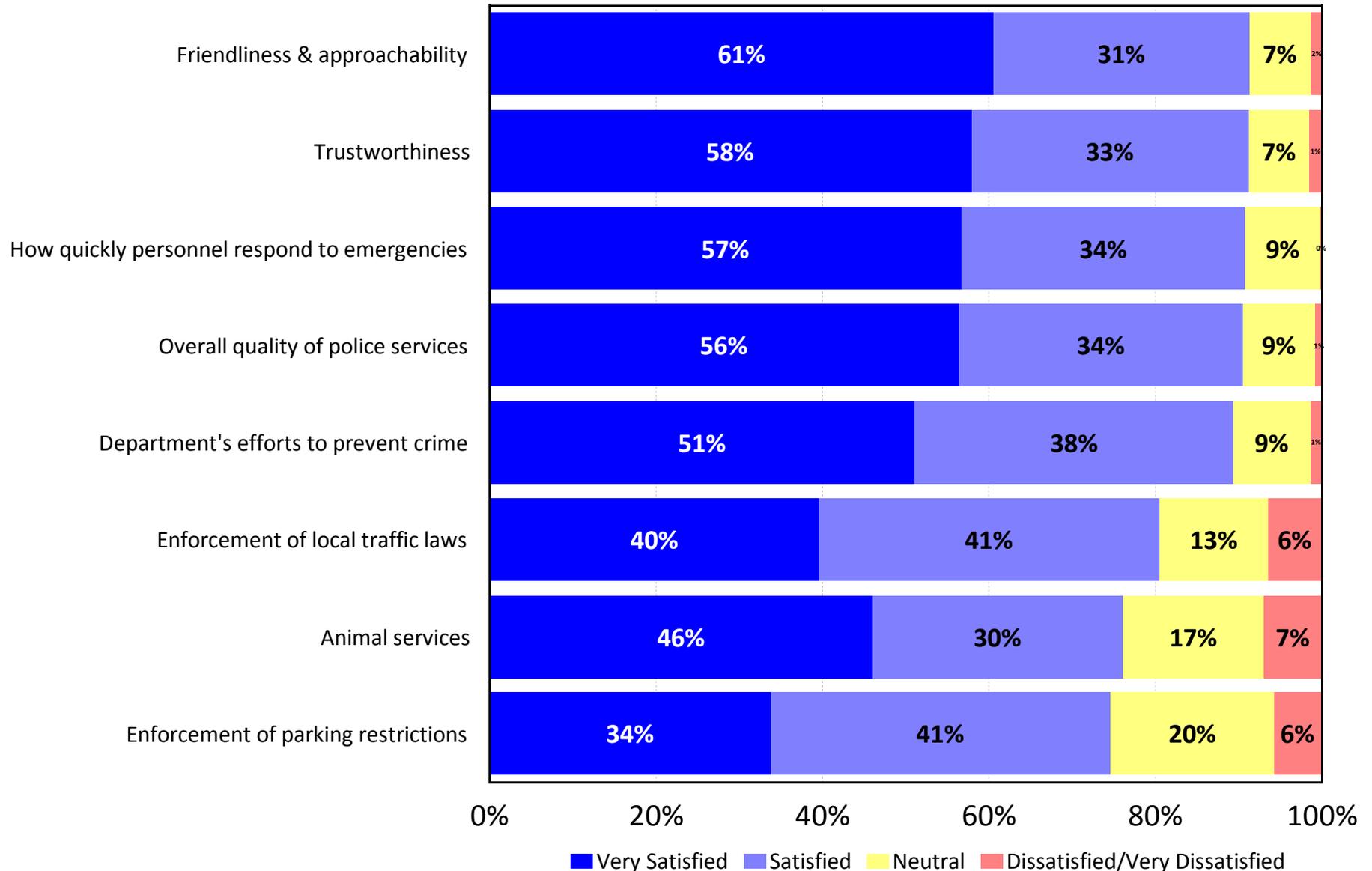
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q25. Overall satisfaction with the following aspects of Police services in the Town of Snowmass Village

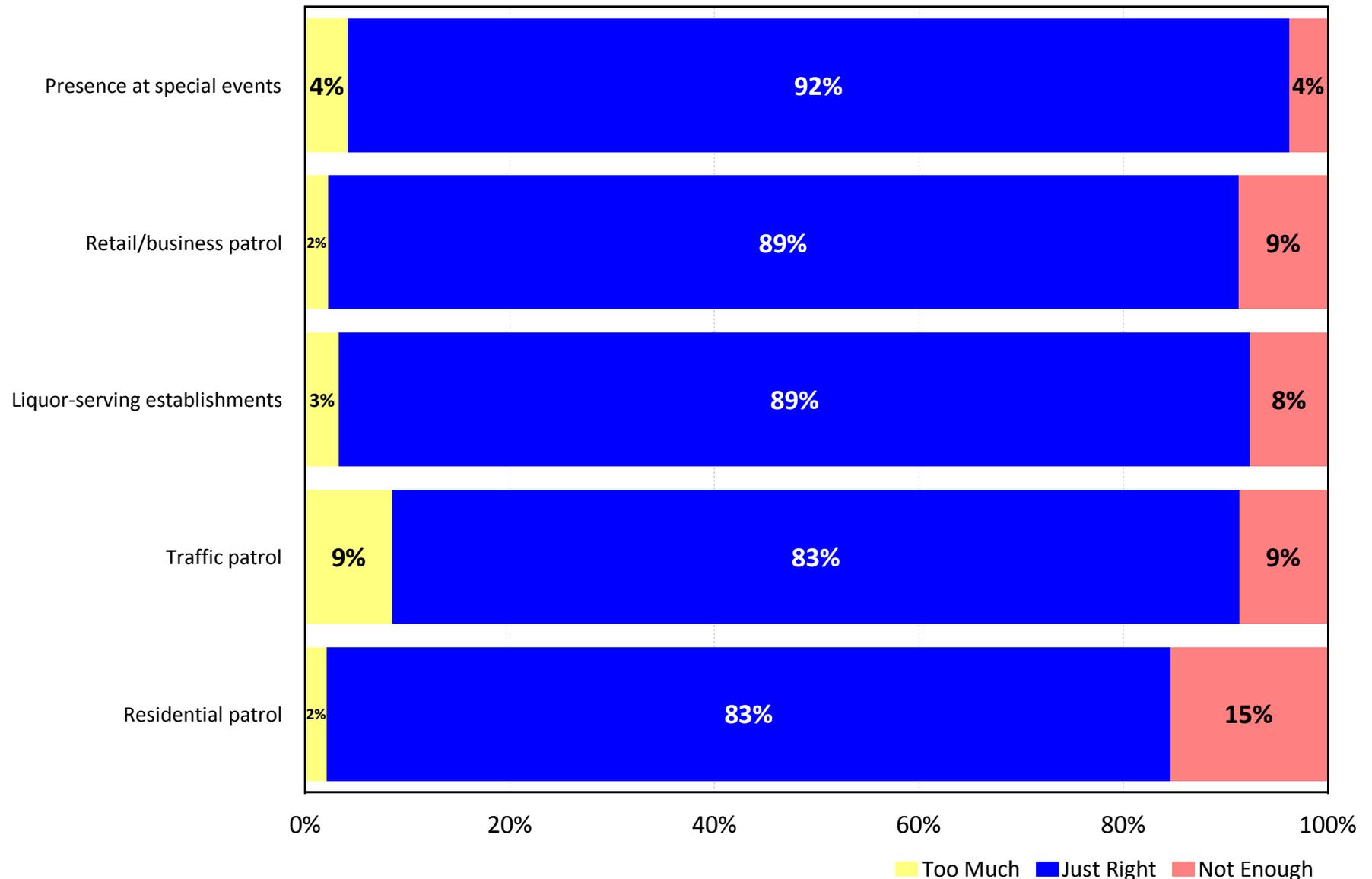
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q26. Based on experience please rate the current levels of Police presence in the following situations

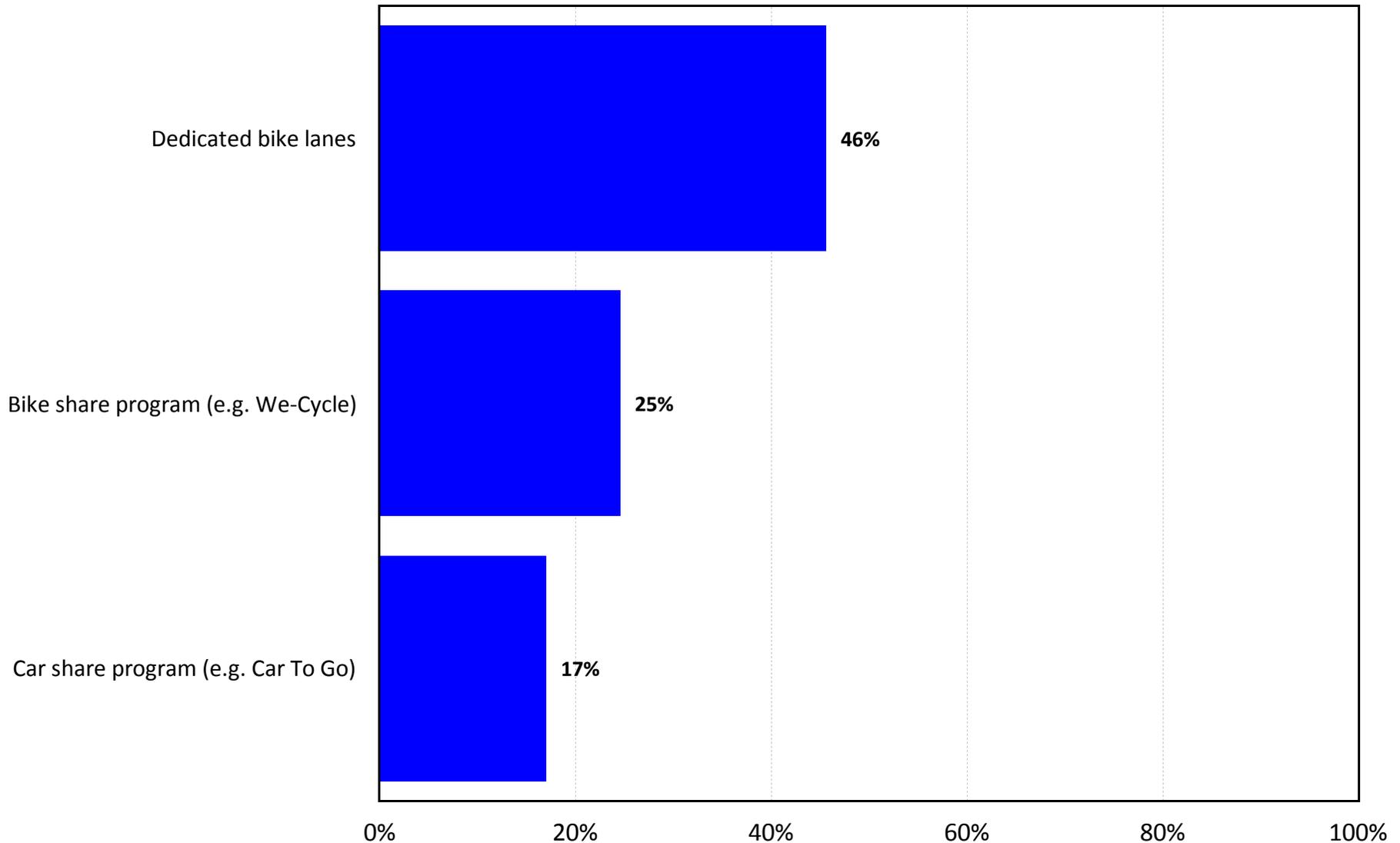
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q28. Would you utilize any of the following programs and/or transportation alternatives to driving your own vehicle if they were offered in Snowmass Village?

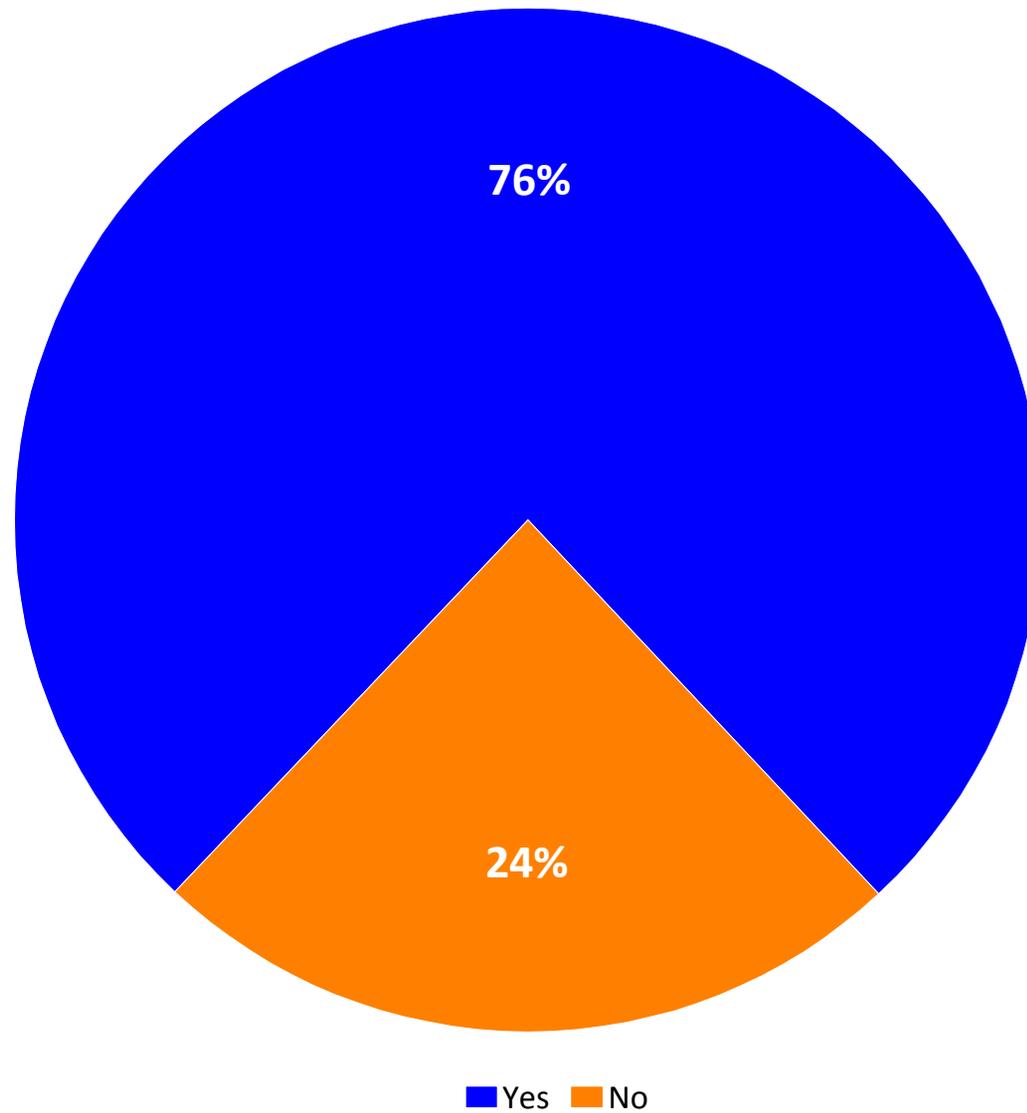
by percentage of respondents



Source: ETC Institute (2019)

Q29. Do you ride the Village Shuttle?

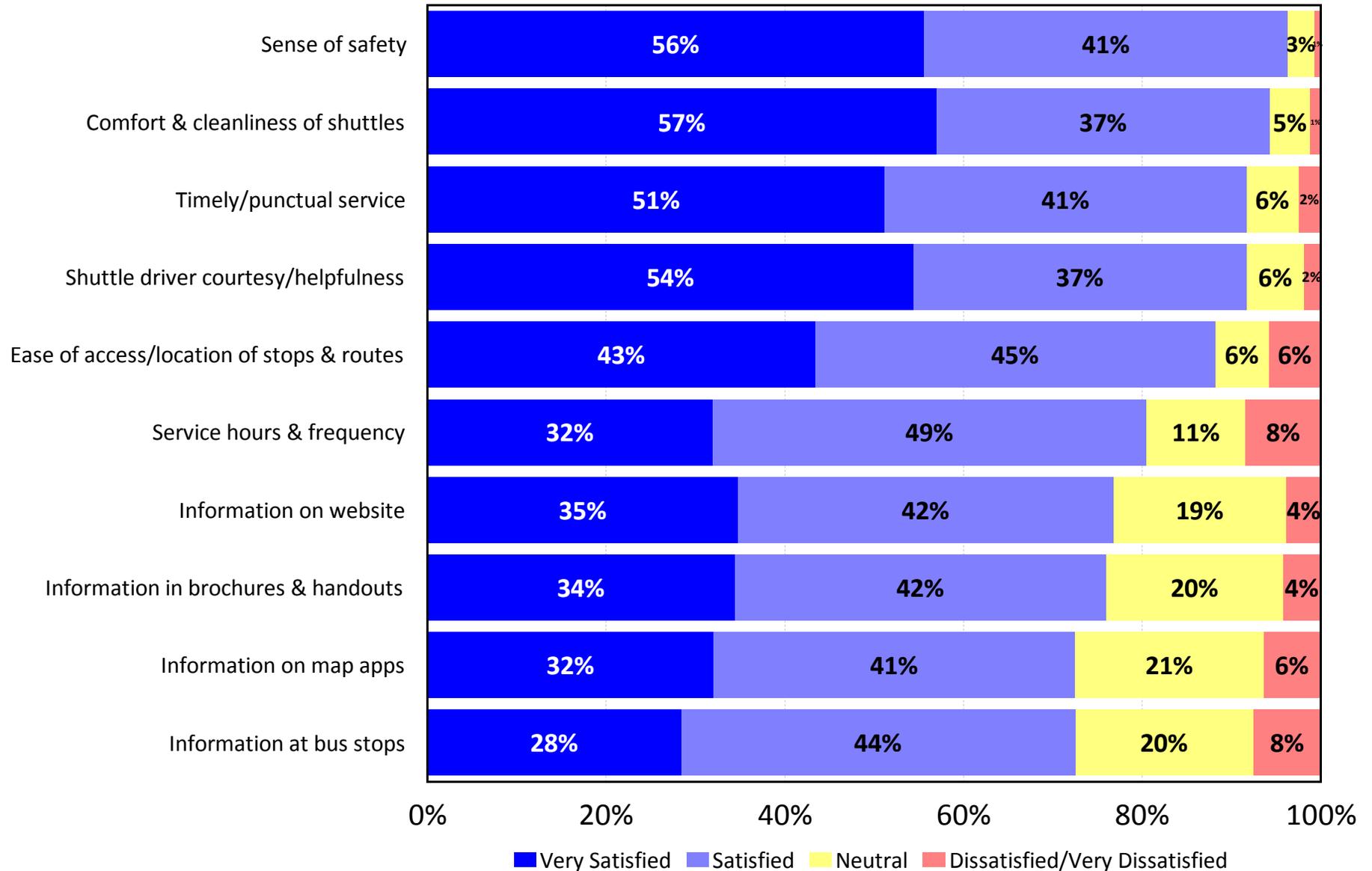
by percentage of respondents



Source: ETC Institute (2019)

Q29a. Overall satisfaction with the following aspects of Village Shuttle services in the Town of Snowmass Village

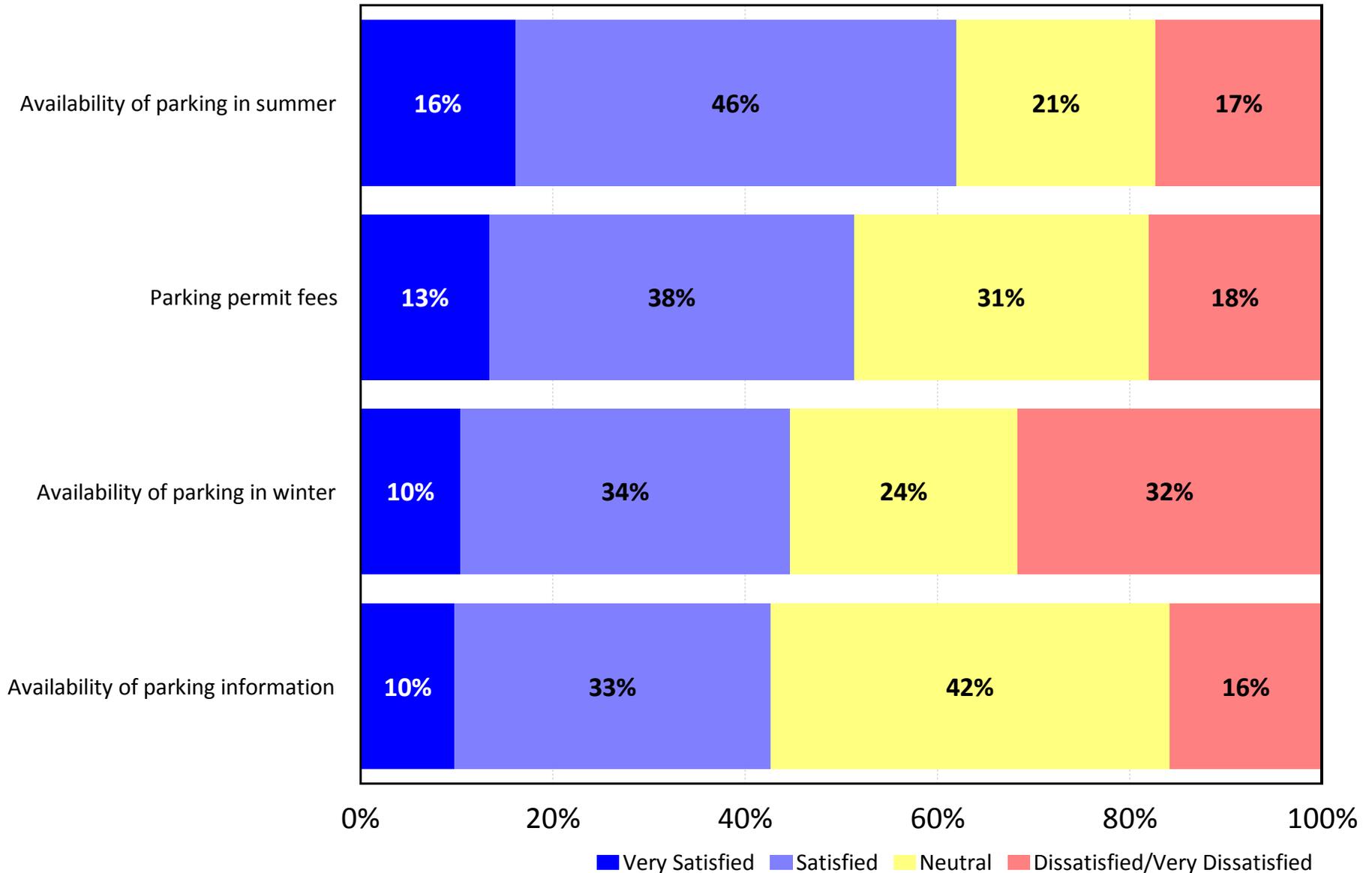
by percentage of respondents who answered "Yes" to Q23 (Excluding "Don't Know")



Source: ETC Institute (2019)

Q30. Overall satisfaction with the following aspects of Parking and Parking Management in the Town of Snowmass Village

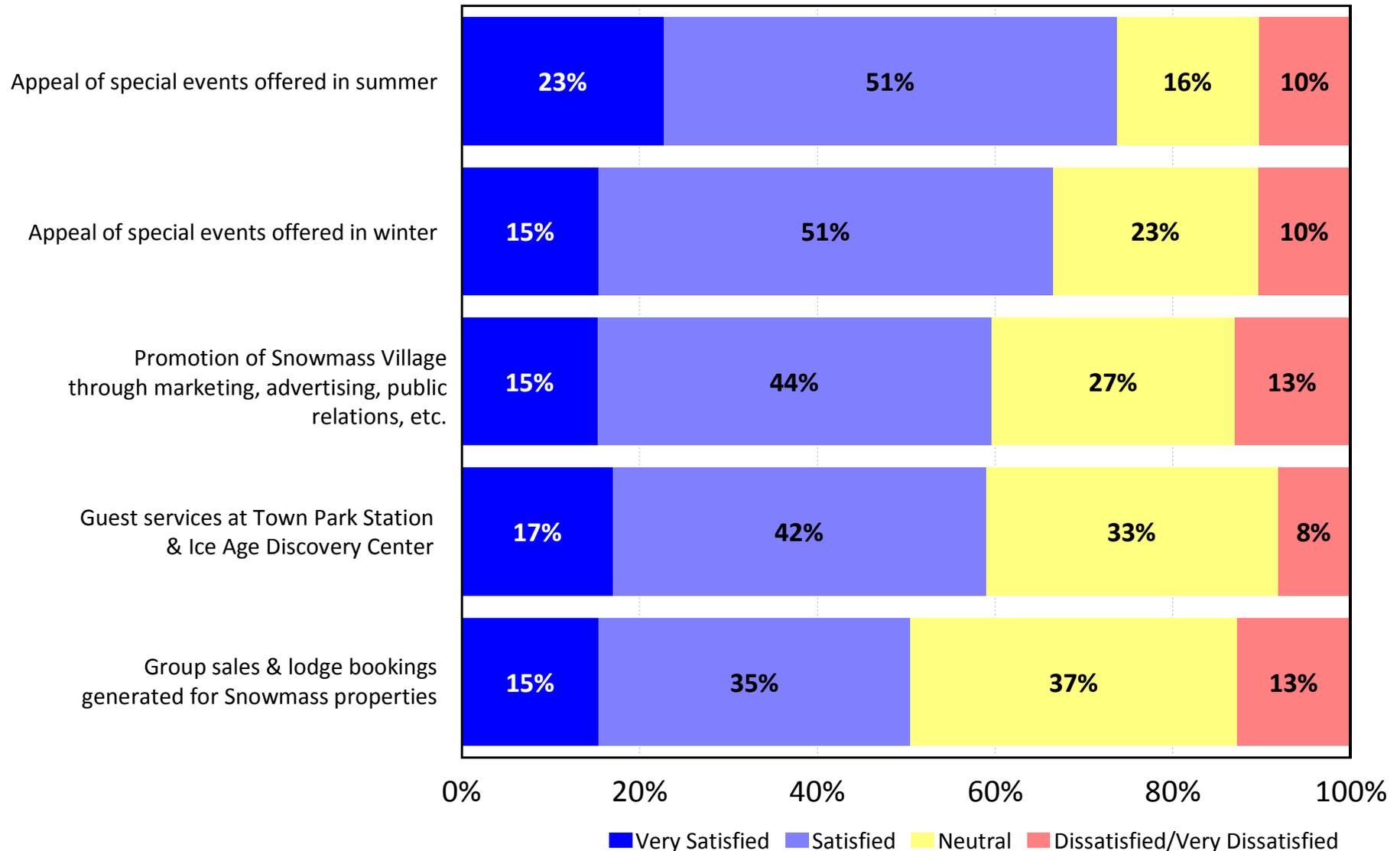
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q32. Overall satisfaction with the following functions of the Tourism Department, and the overall value the community receives for their services

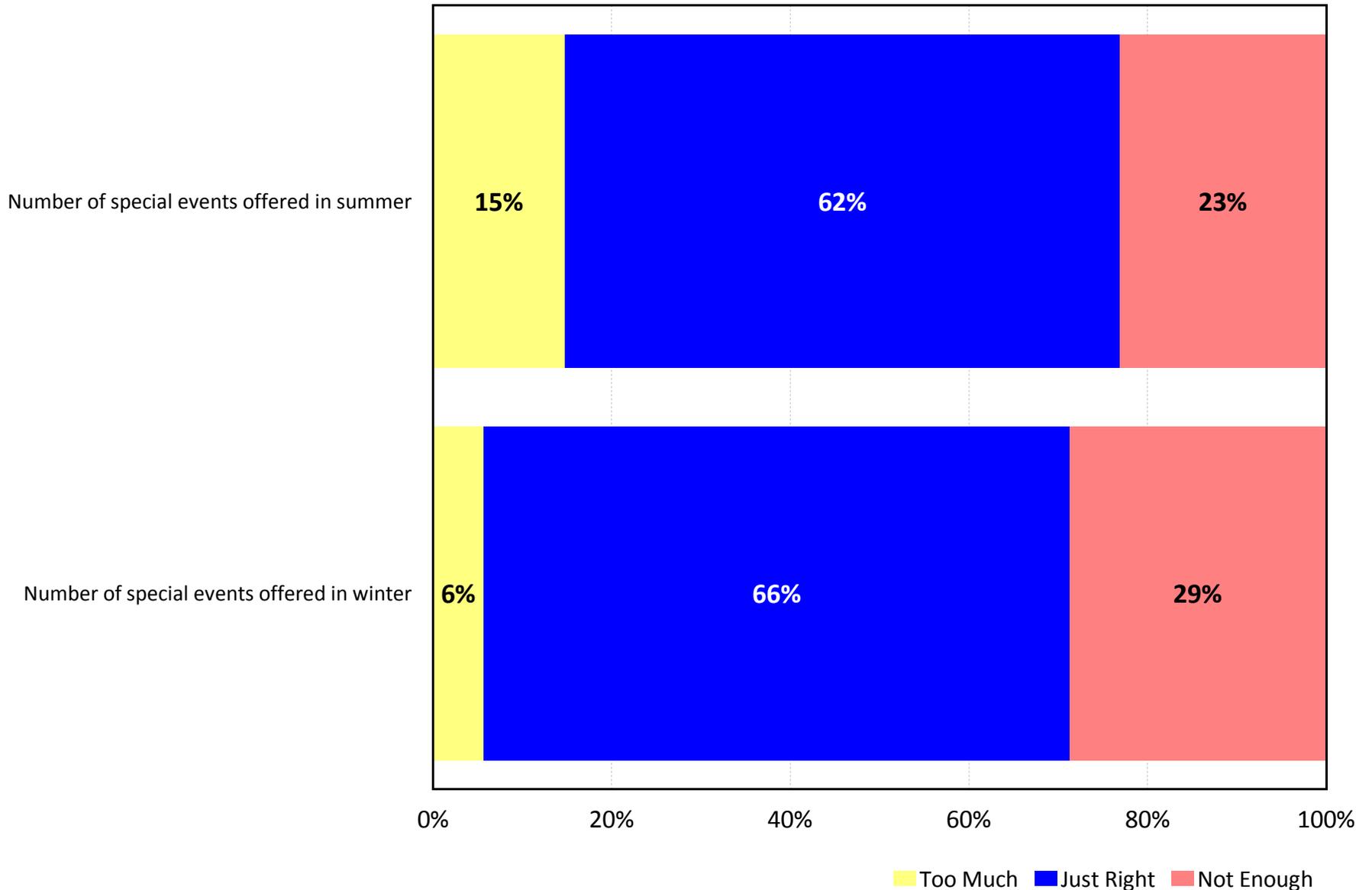
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q33. Do you feel the current amount of special events hosted in Snowmass Village is...

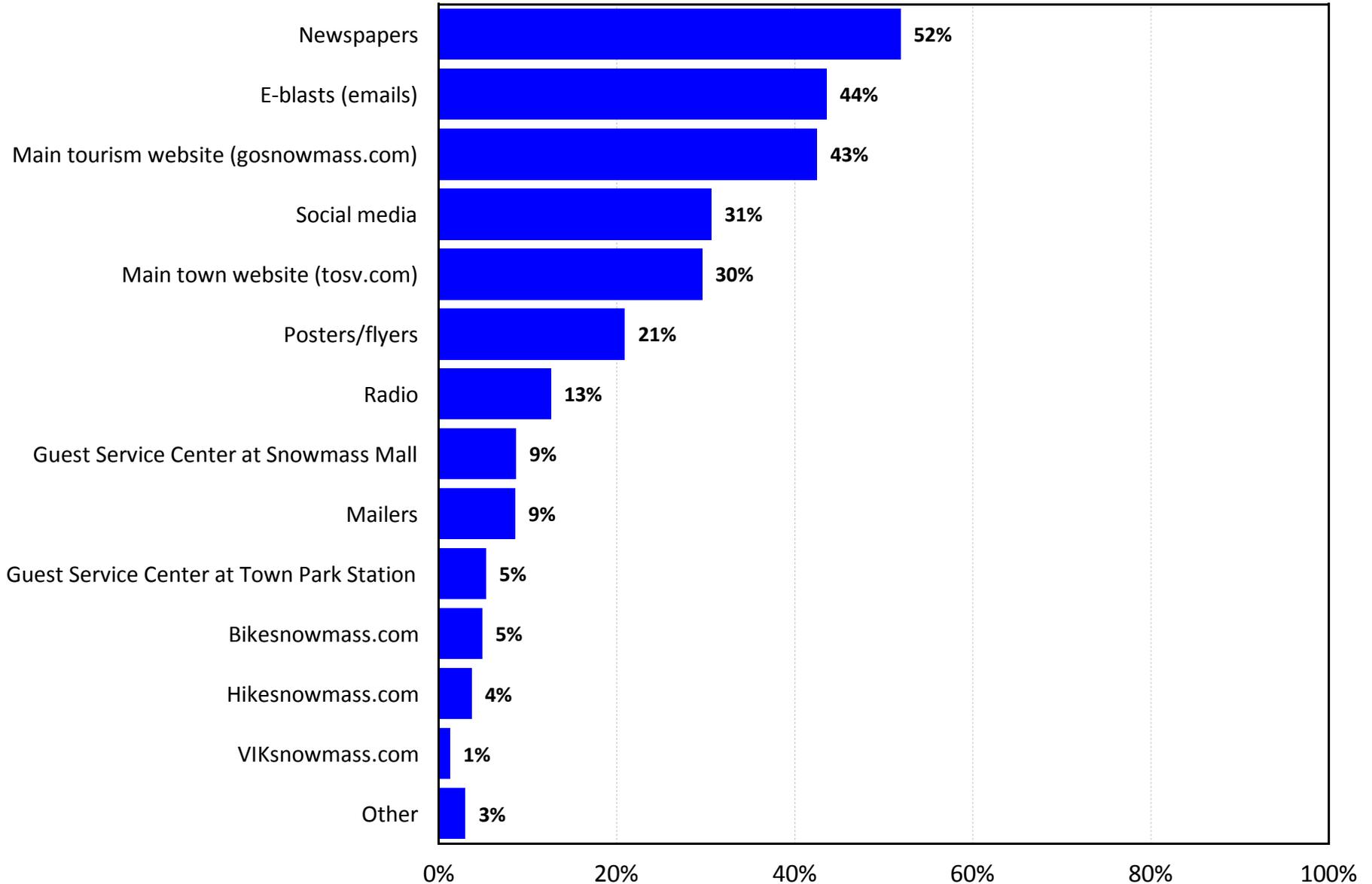
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q34. What is the best way for you to receive information about Tourism events, local offerings, and activities?

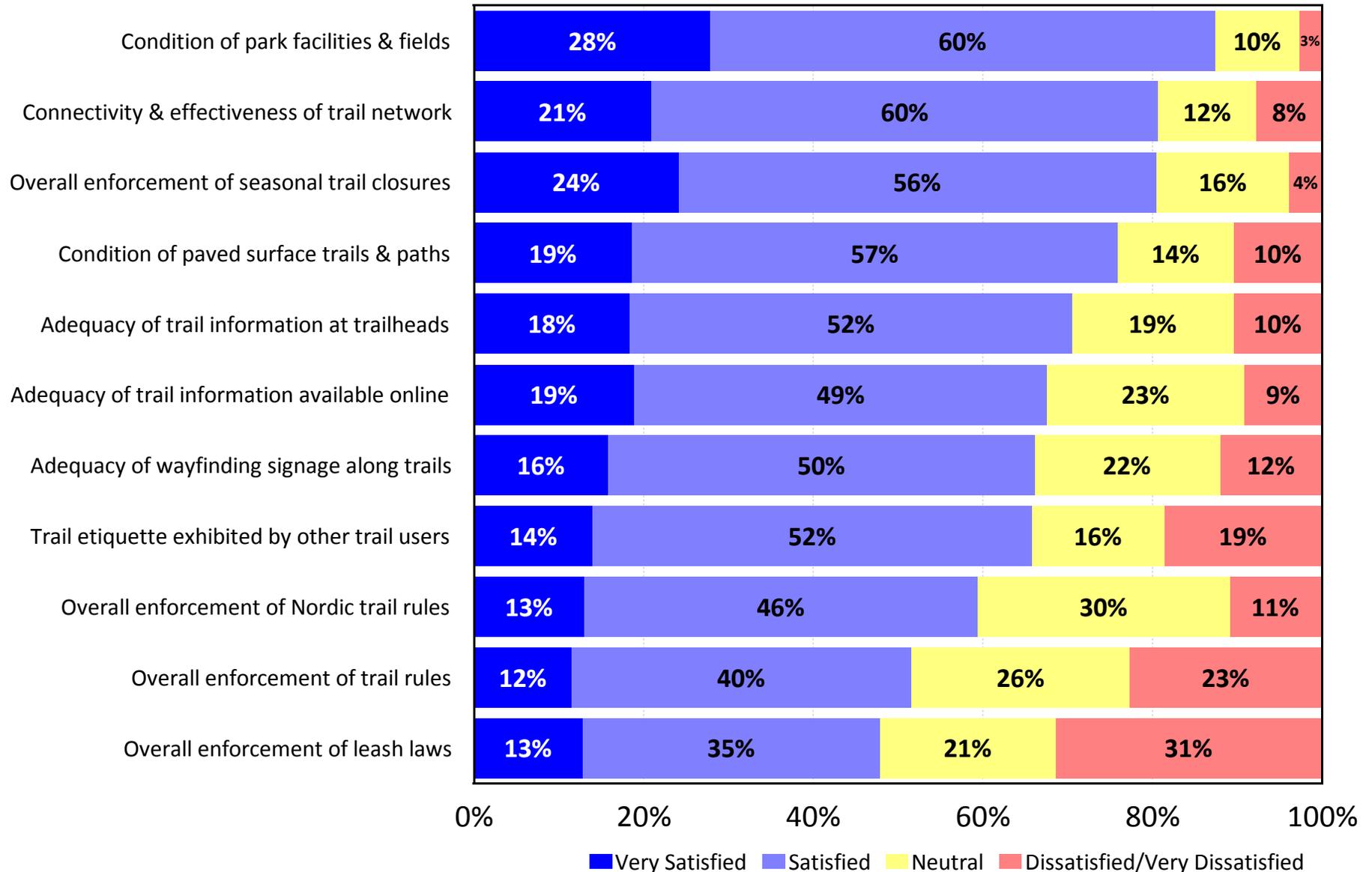
by percentage of respondents



Source: ETC Institute (2019)

Q36. Overall satisfaction with the Town of Snowmass Village's Parks and Recreation System

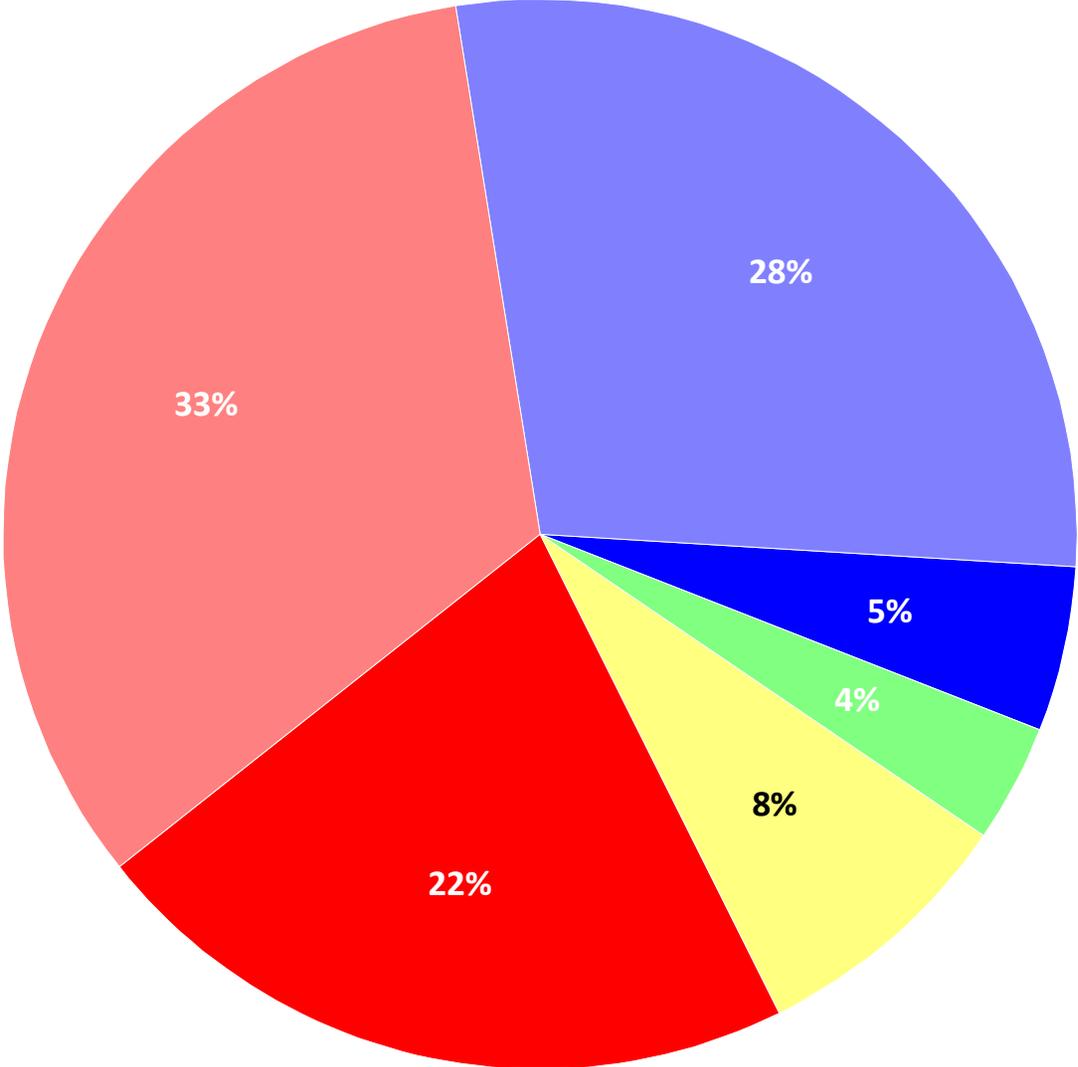
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q38. Do you feel well informed on current issues facing the town?

by percentage of respondents (Without "Not Provided")

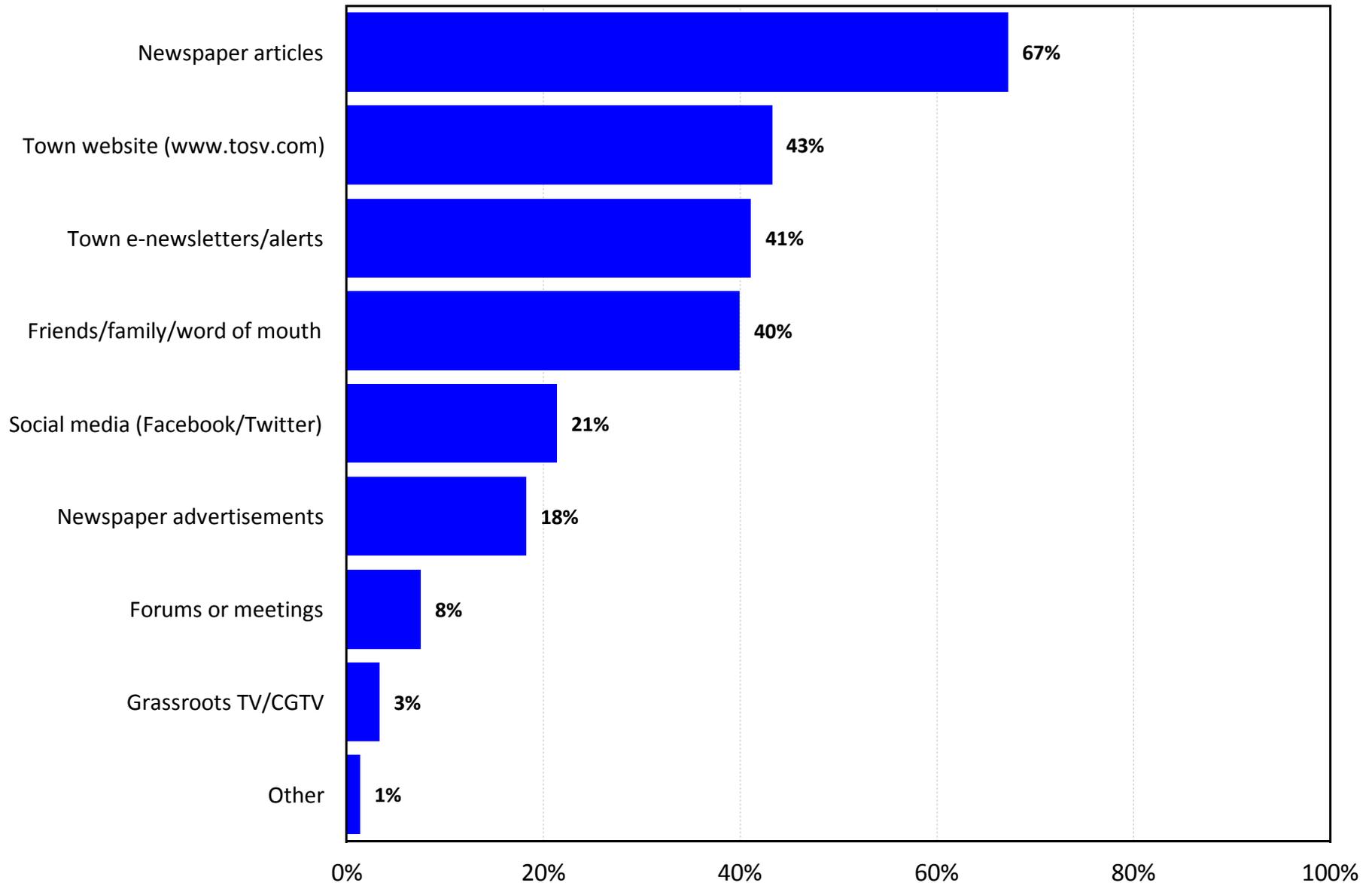


Extremely Informed 9-8 7-6 5-4 3-2 Not at all Informed

Source: ETC Institute (2019)

Q39. How do you currently access government news and information, including information about Town services?

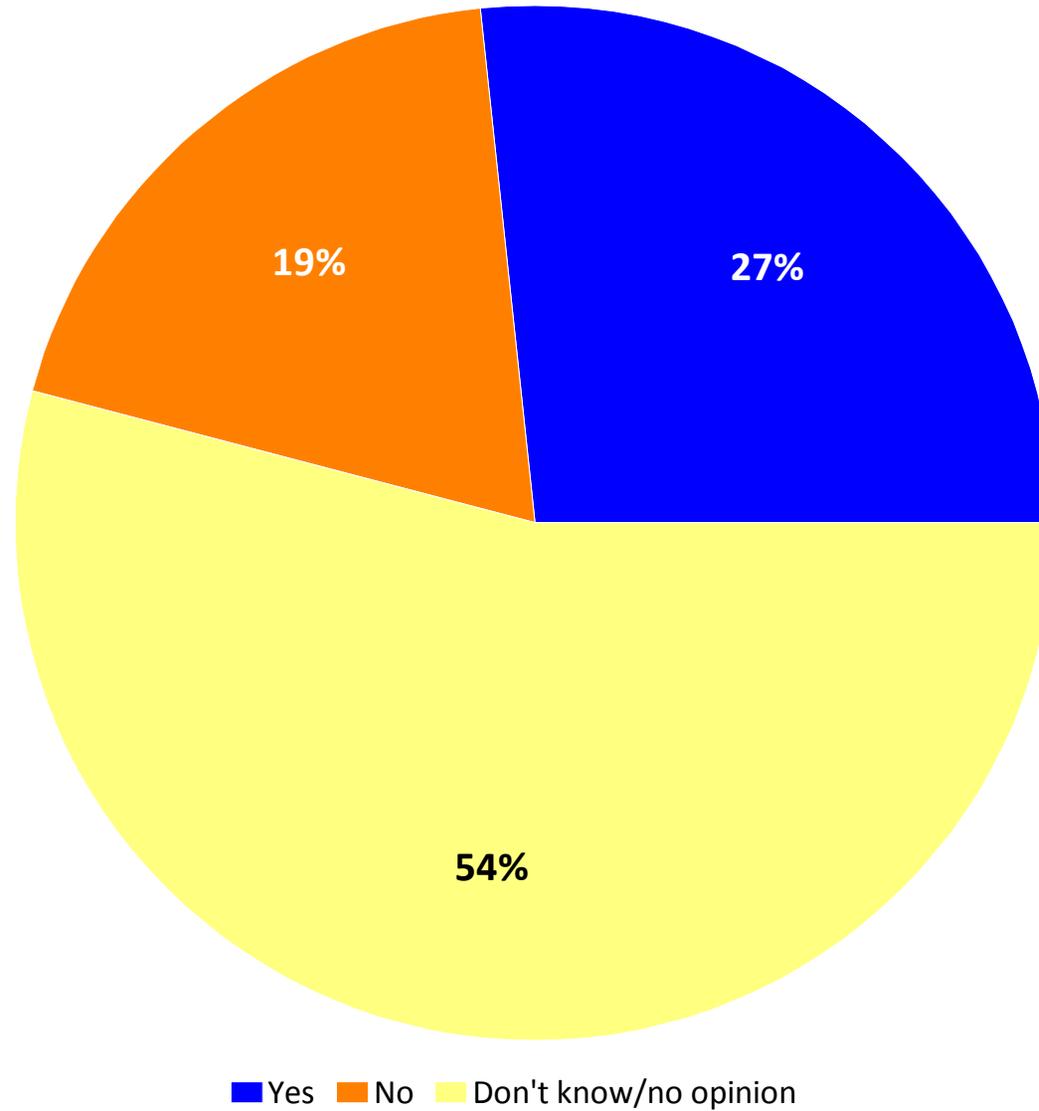
by percentage of respondents



Source: ETC Institute (2019)

Q40. Do you feel your voice is adequately heard by the Town?

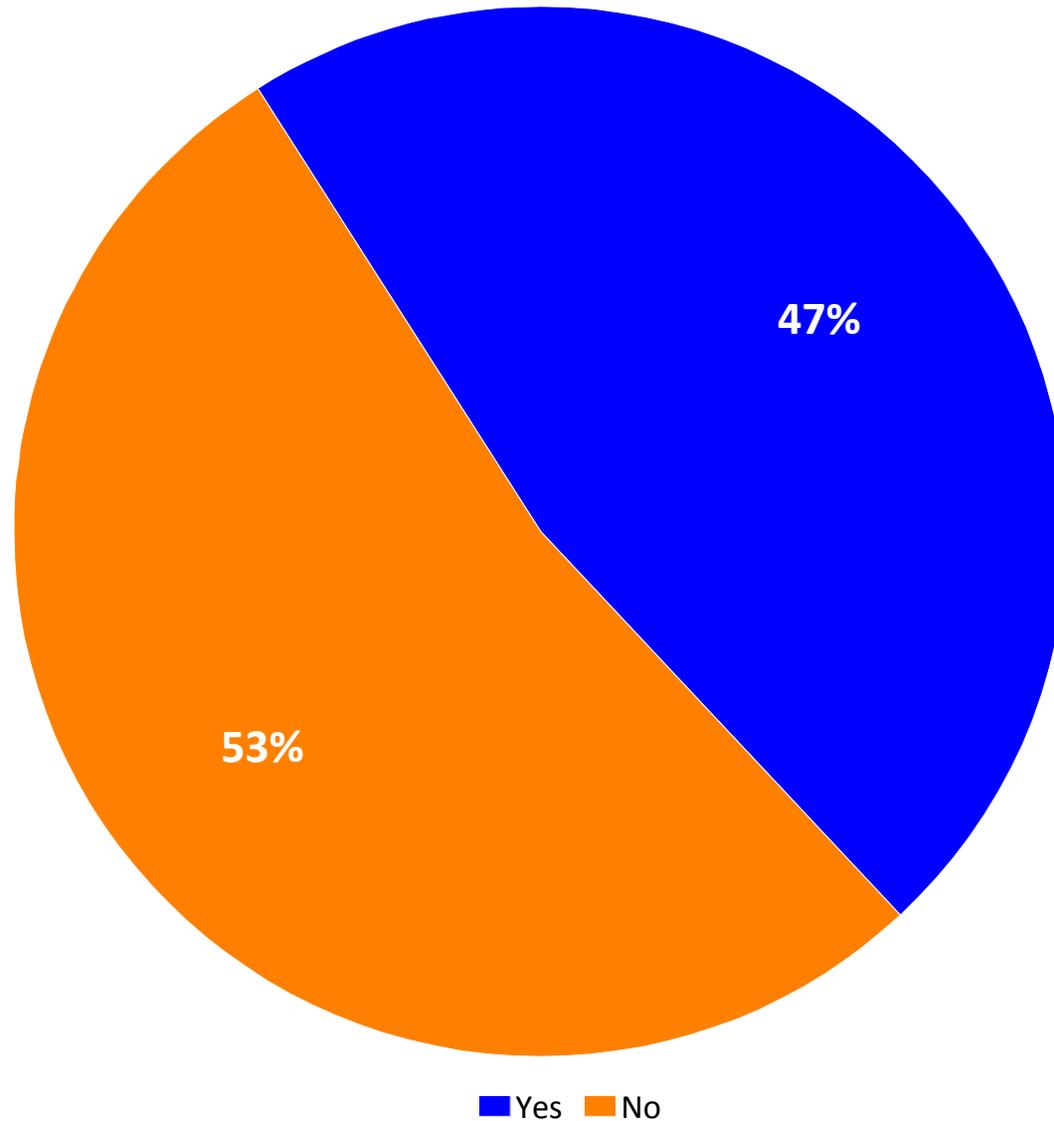
by percentage of respondents



Source: ETC Institute (2019)

Q41. Are you a registered voter in Snowmass Village?

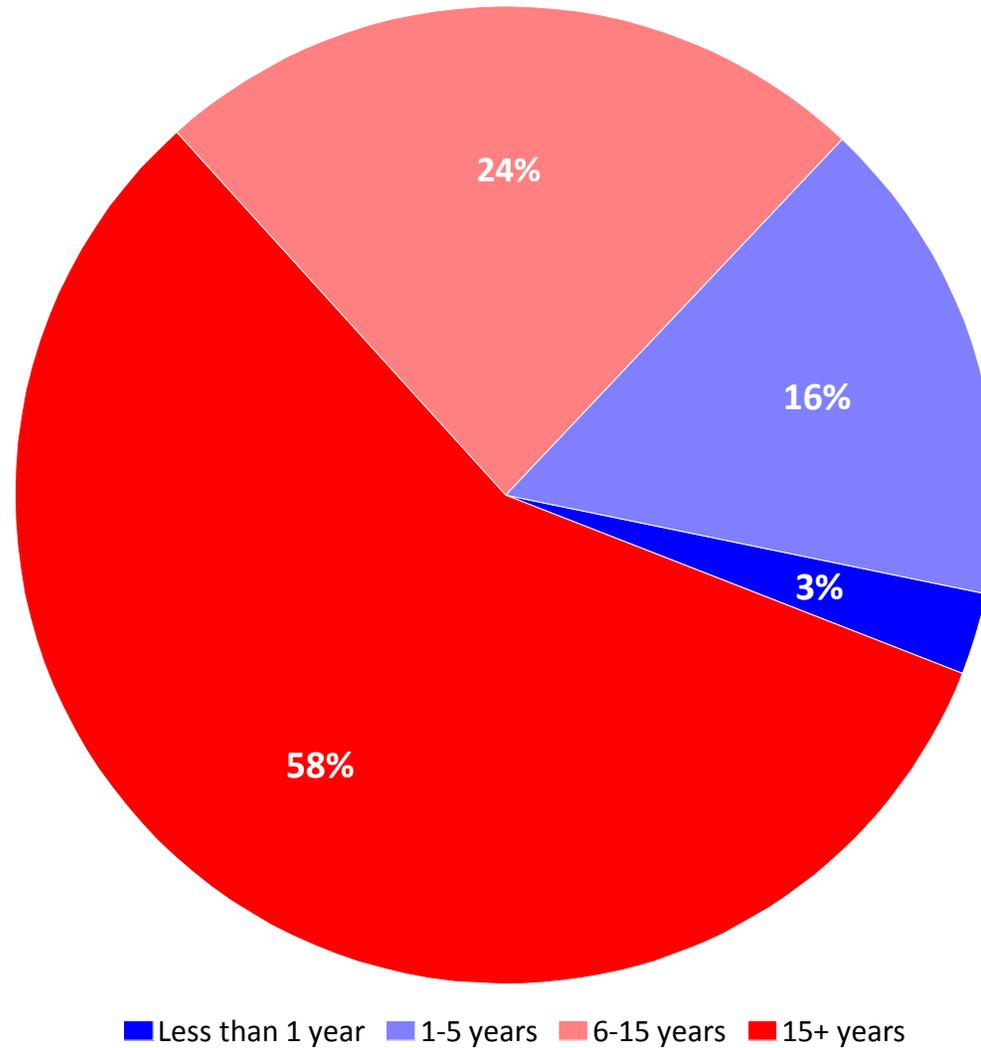
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2019)

Q42a. How long have you lived within, or owned property within the Town of Snowmass Village?

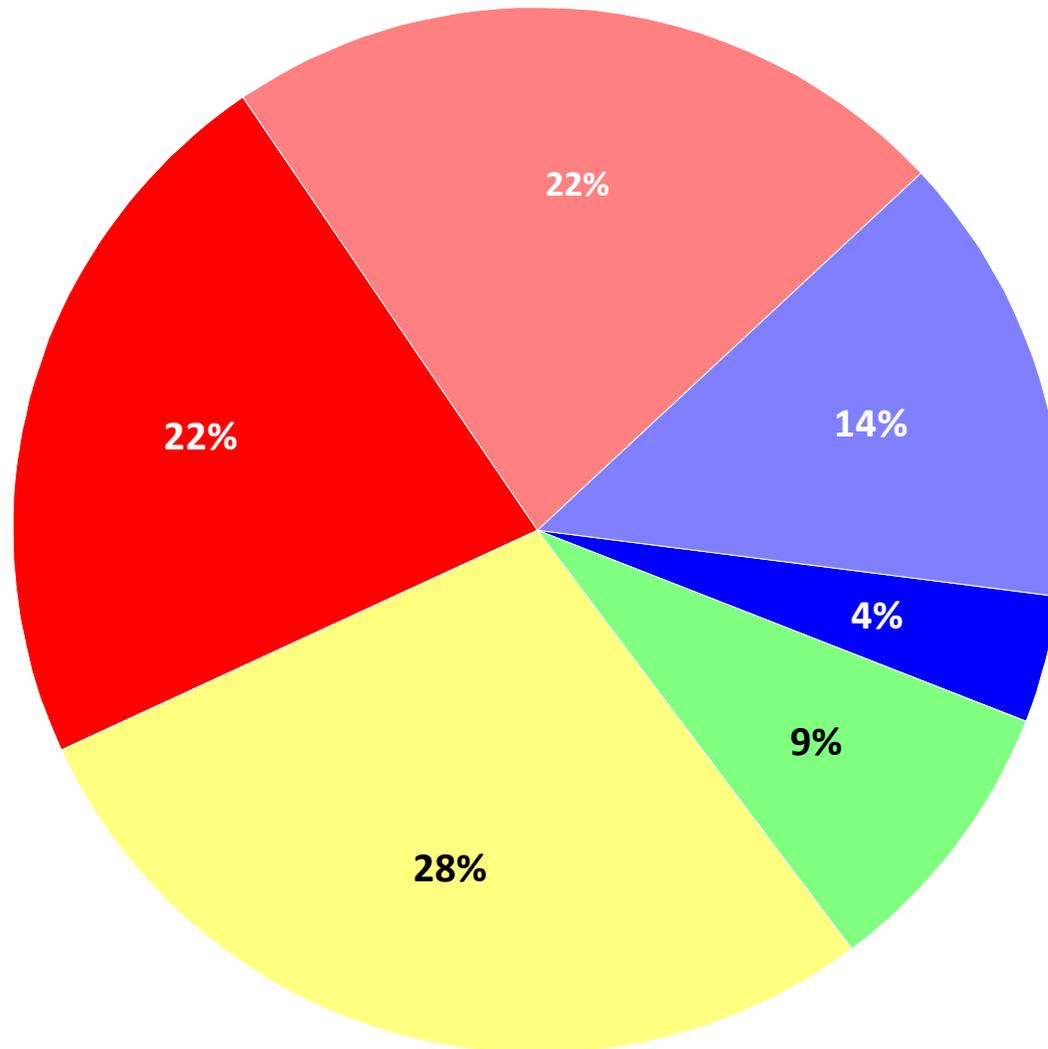
by percentage of respondents (Excluding "Not Provided")



Source: ETC Institute (2019)

Q43. What is your age?

by percentage of respondents (Excluding "Not Provided")

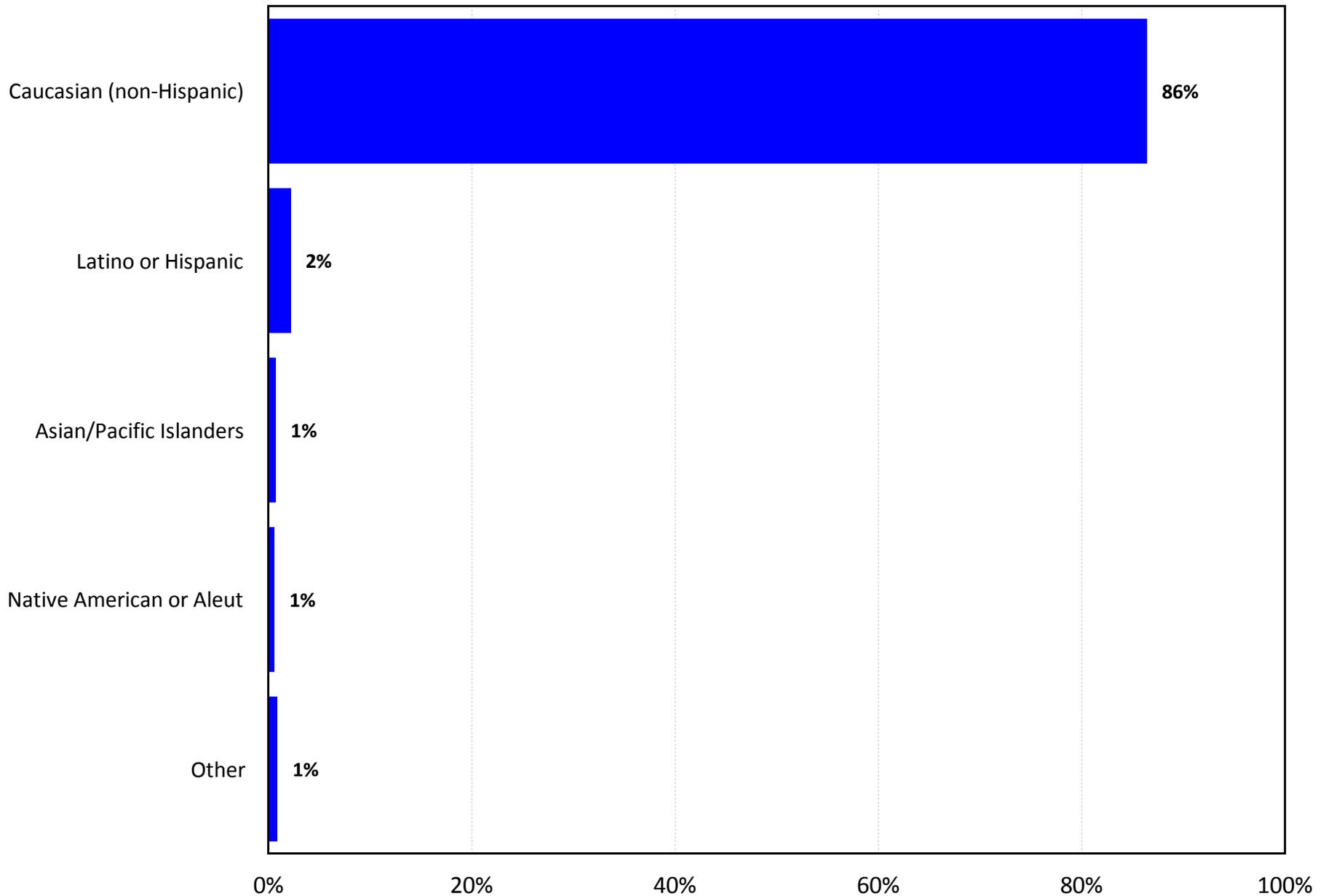


■ 18-28 years ■ 29-39 years ■ 40-54 years ■ 55-64 years ■ 64-75 years ■ >75 years

Source: ETC Institute (2019)

Q44. Would you describe yourself as...

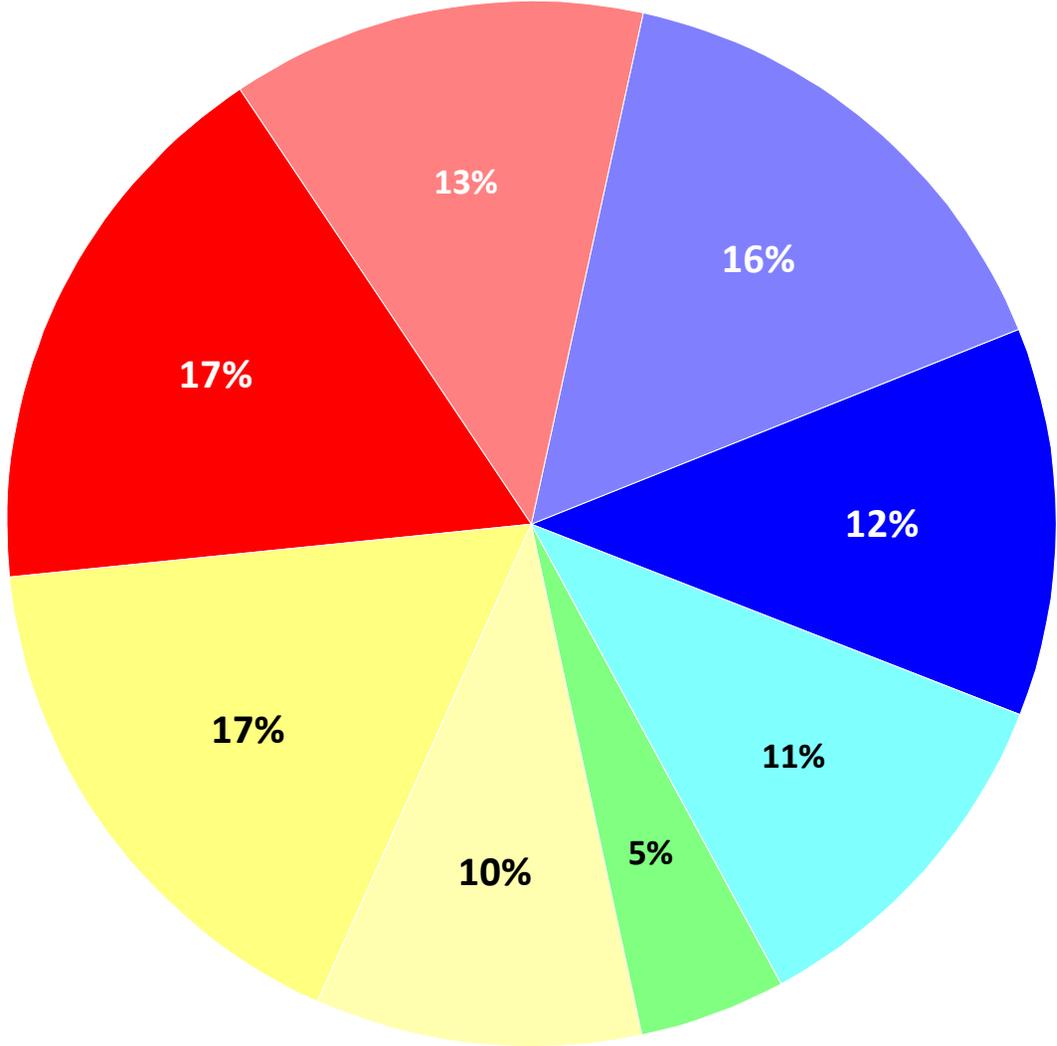
by percentage of respondents



Source: ETC Institute (2019)

Q45. What is your approximate combined household annual income

by percentage of respondents (Excluding "Not Provided")



<\$49,999 **\$50K-\$74,999** **\$75K-\$99,999** **\$100K-\$149,999**
\$150K-\$249,999 **\$250K-\$399,999** **\$400K-\$599,999** **>\$600K**

Source: ETC Institute (2019)

Section 2

Benchmarking Data

Benchmarking Summary Report

Town of Snowmass Village, Colorado

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2018 to a random sample of more than 4,000 residents across the United States, (2) a survey administered by ETC Institute to over 1,750 residents living in small communities in the United States, and (3) a regional survey administered to over 360 residents living in the Mountain Region of the United States during the fall of 2018. The Mountain Region includes residents living in the following states: Colorado, Idaho, Montana, Utah, and Wyoming

The charts on the following pages show how the overall results for the Town of Snowmass Village compared to the U.S. average, small community average, and the Mountain Regional average. The Town of Snowmass Village's results are shown in blue, the National averages are shown in orange, the small community averages are shown in yellow, and the Mountain region averages are shown in grey.

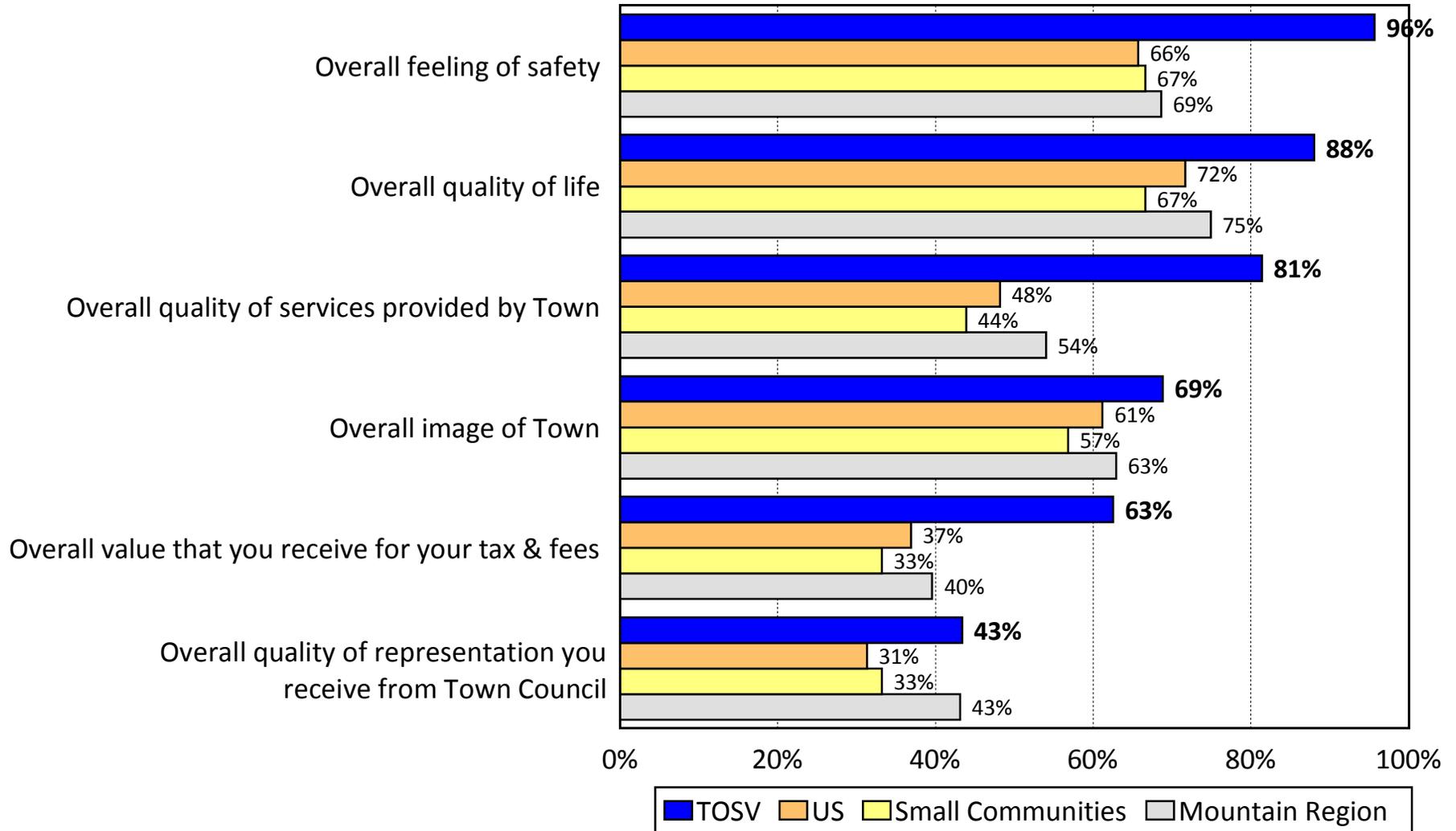
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Snowmass Village is not authorized without written consent from ETC Institute.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Snowmass Village is not authorized without written consent from ETC Institute.

Satisfaction with Major Categories of Services

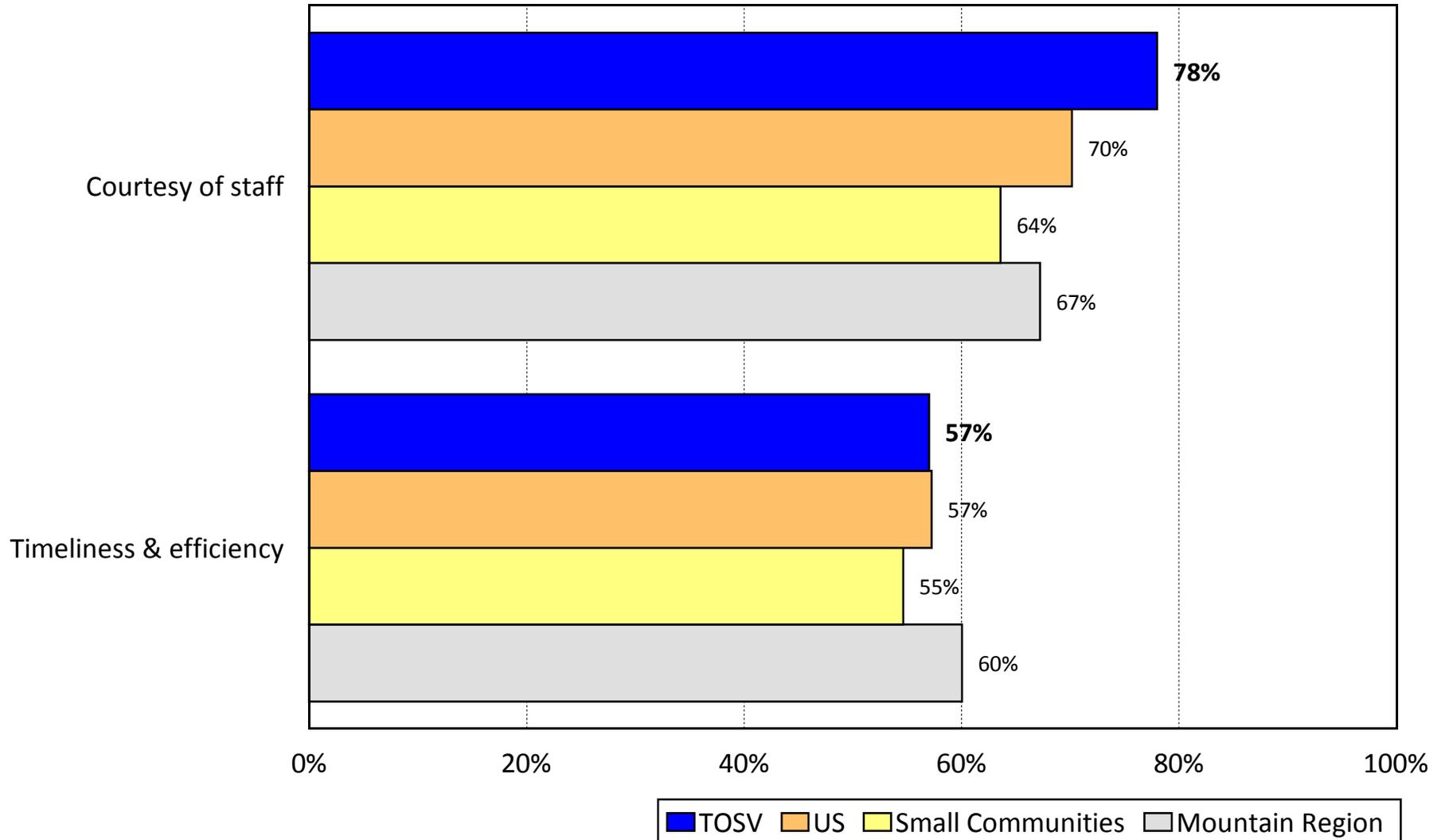
Town of Snowmass Village vs. The U.S.
 vs. Small U.S. Communities vs. The Mountain Region
 by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
 where 5 was "very satisfied"



Source: ETC Institute (2019)

Satisfaction with Town Staff

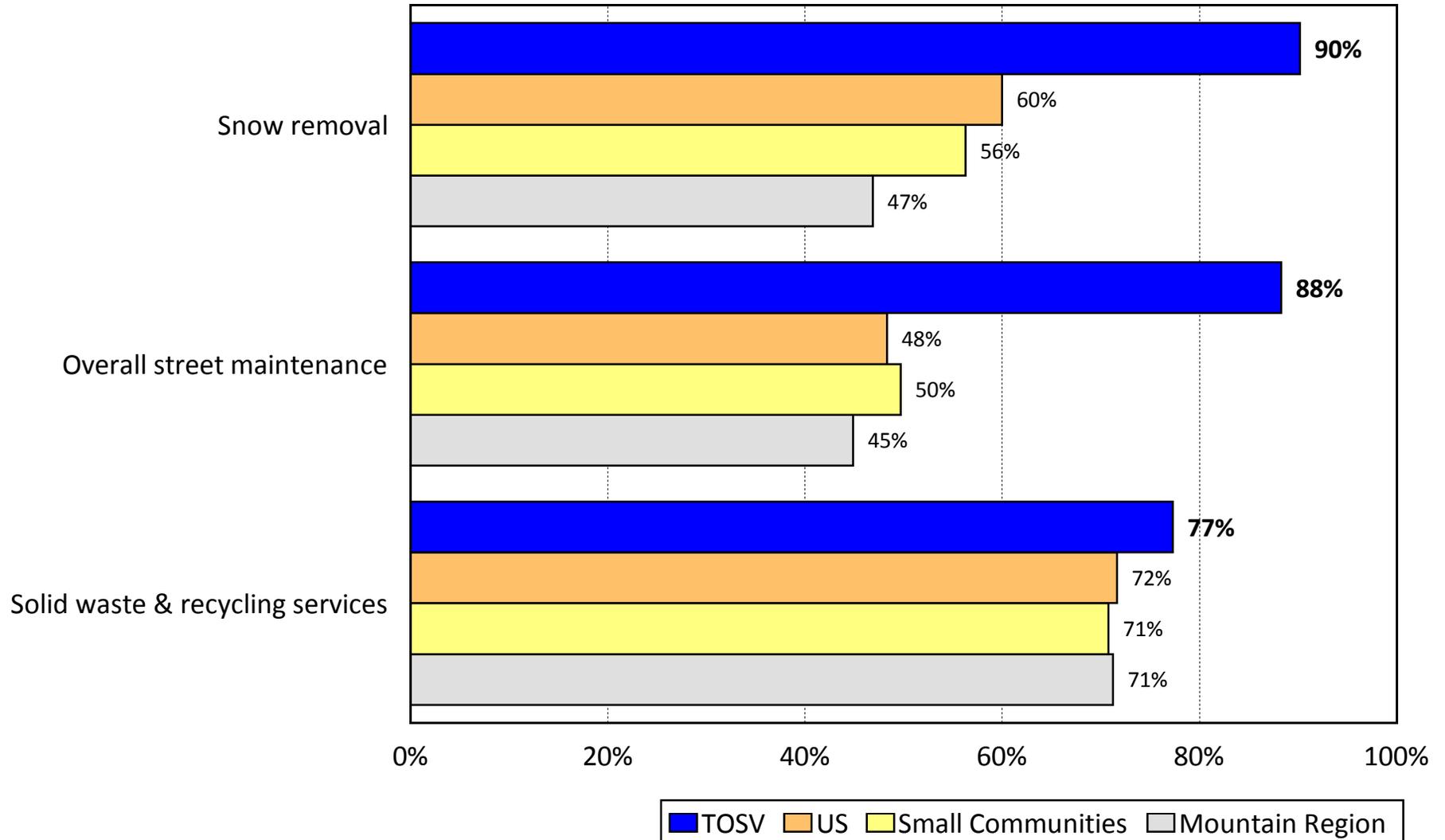
Town of Snowmass Village vs. The U.S.
vs. Small U.S. Communities vs. The Mountain Region
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied"



Source: ETC Institute (2019)

Satisfaction with Public Works

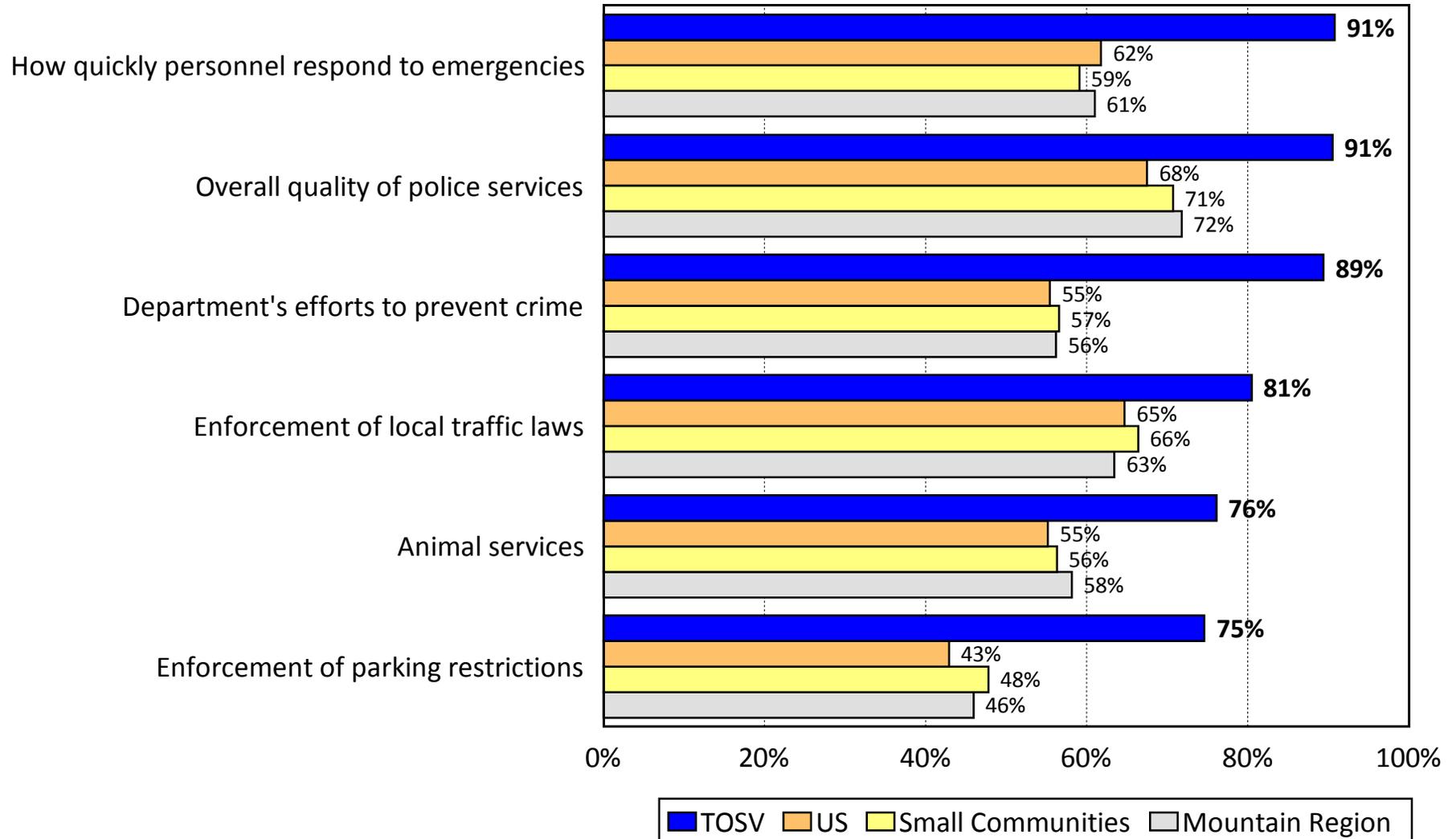
Town of Snowmass Village vs. The U.S.
vs. Small U.S. Communities vs. The Mountain Region
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied"



Source: ETC Institute (2019)

Satisfaction with the Police Department

Town of Snowmass Village vs. The U.S.
 vs. Small U.S. Communities vs. The Mountain Region
 by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
 where 5 was "very satisfied"



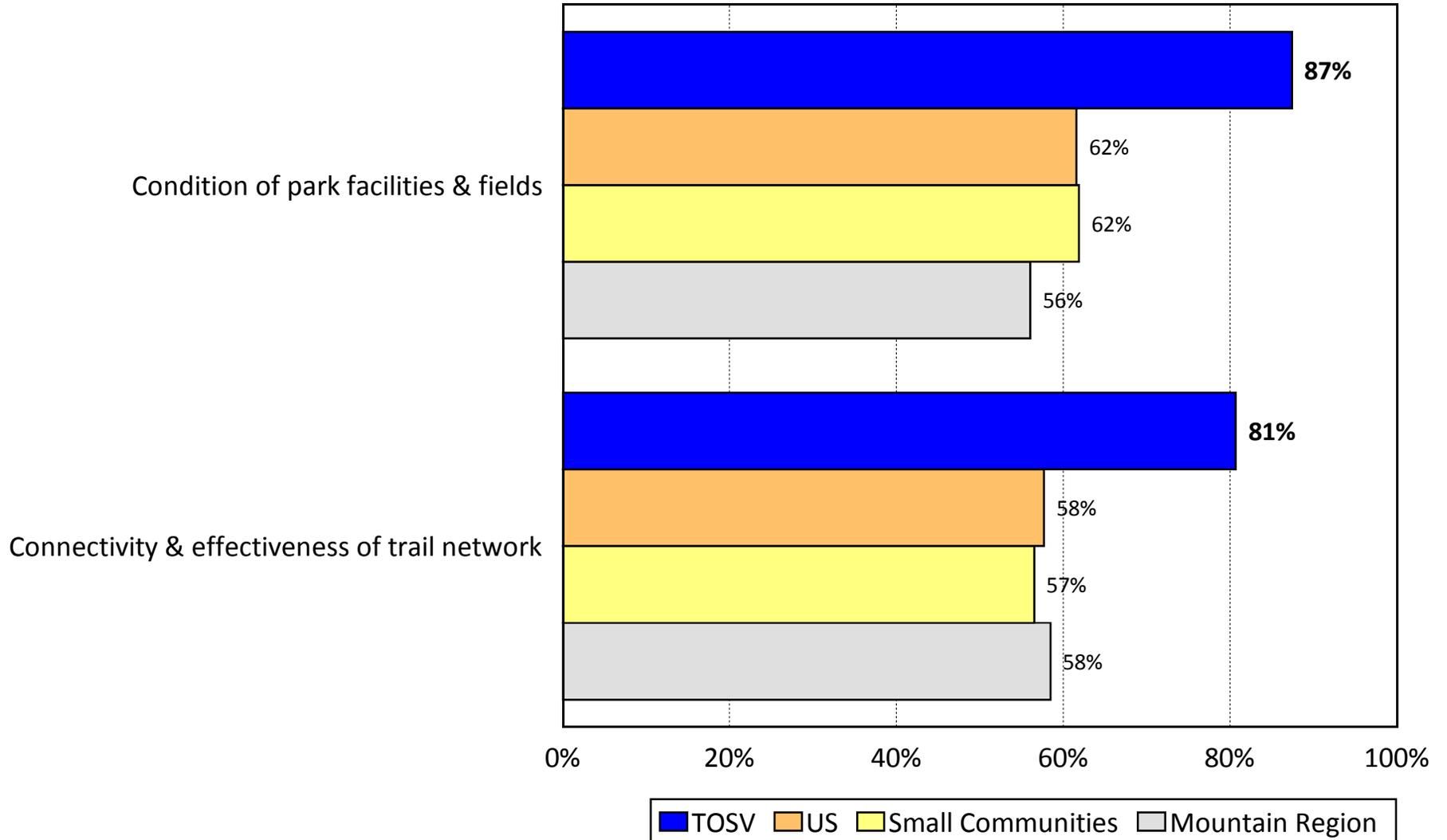
Source: ETC Institute (2019)

Satisfaction with Parks and Recreation

Town of Snowmass Village vs. The U.S.

vs. Small U.S. Communities vs. The Mountain Region

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied"



Source: ETC Institute (2019)

Section 3

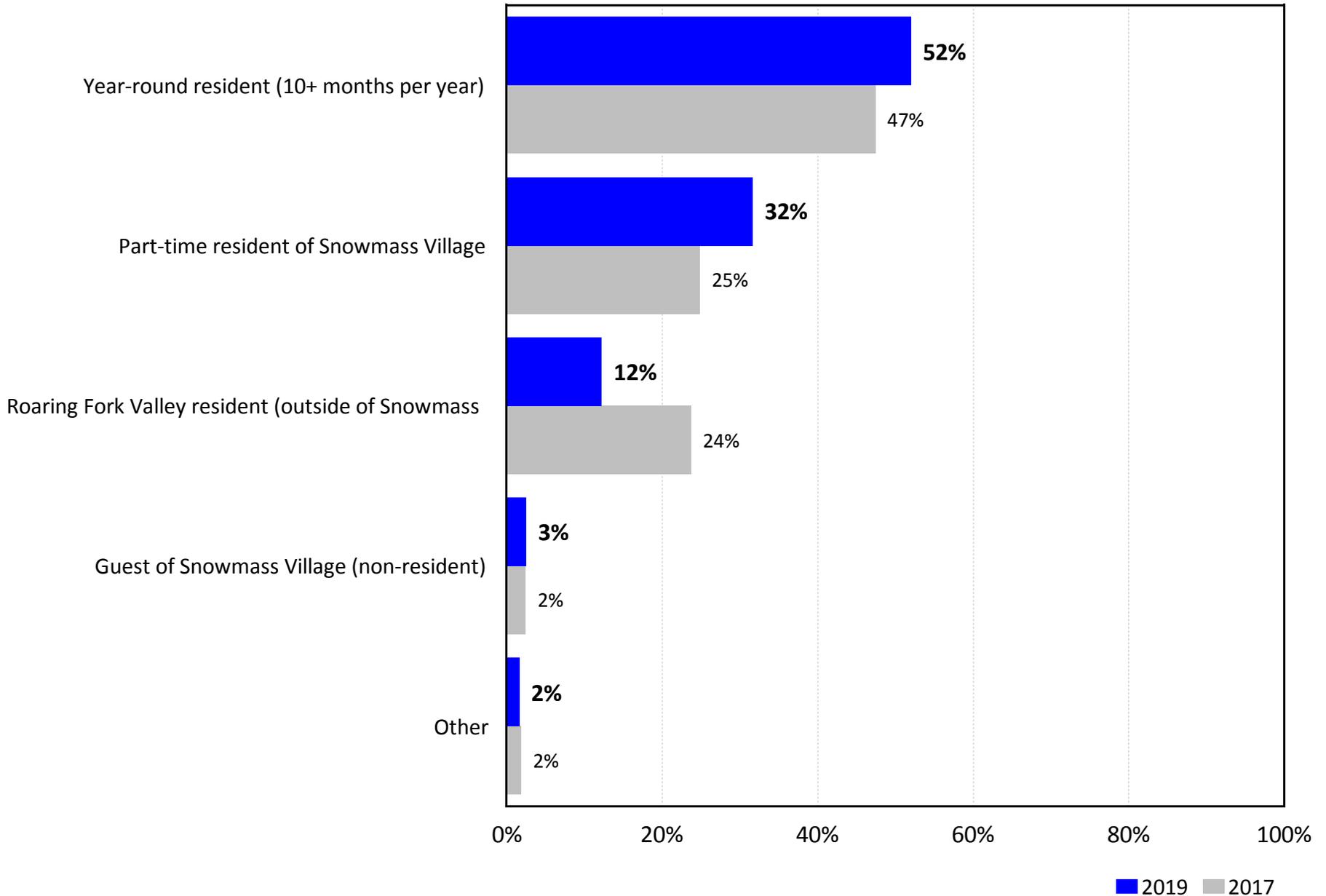
Trend Data

Trend Data

Note: The data contained in this section was collected from the 2019, 2017, 2015, and 2013 survey results. Notable differences in the data are those that differ by +/-4%.

Q1. Which of the following best describes you?

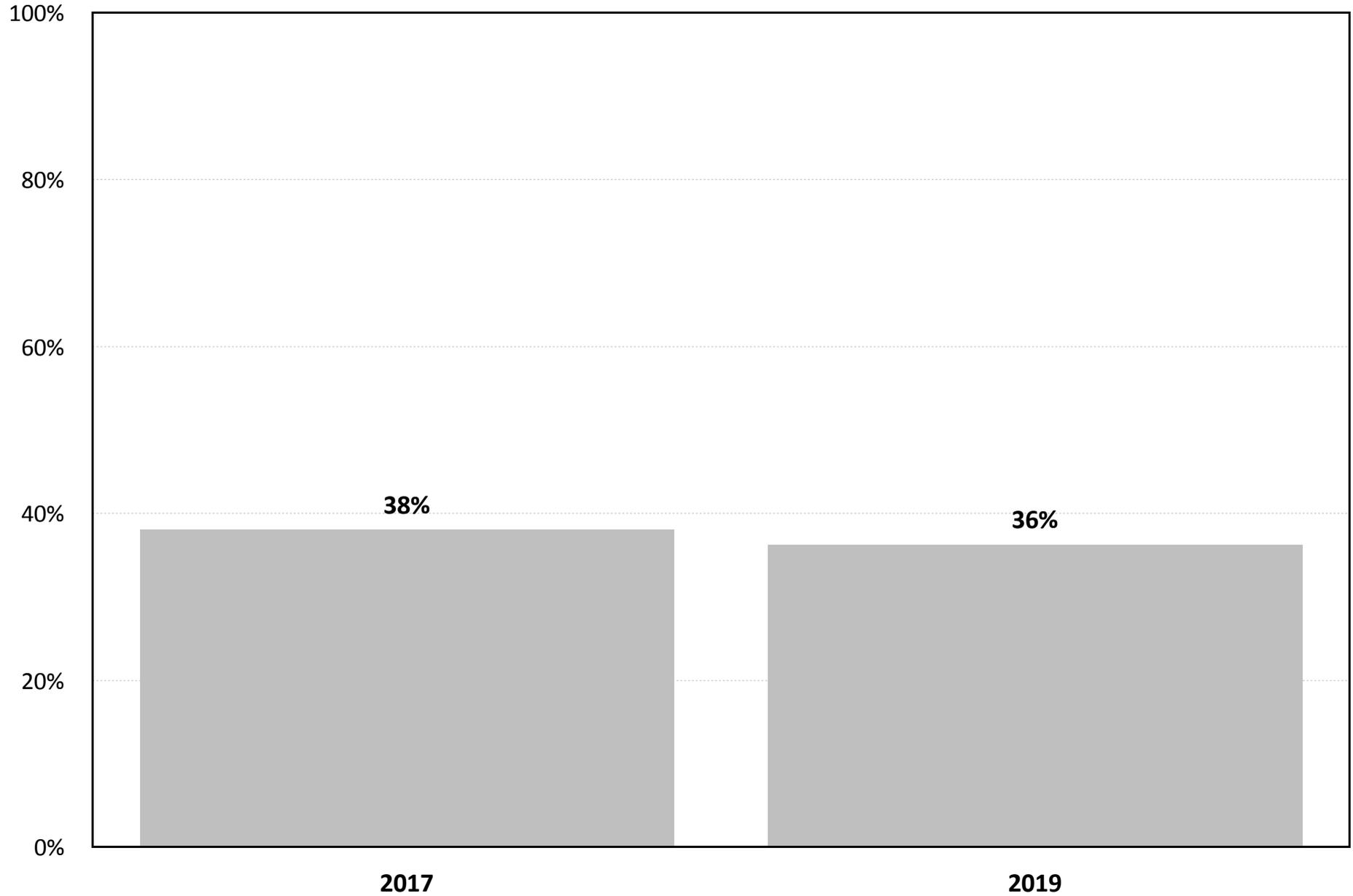
by percentage of respondents



Source: ETC Institute (2019)

Q1a. Are you an employee within Snowmass Village

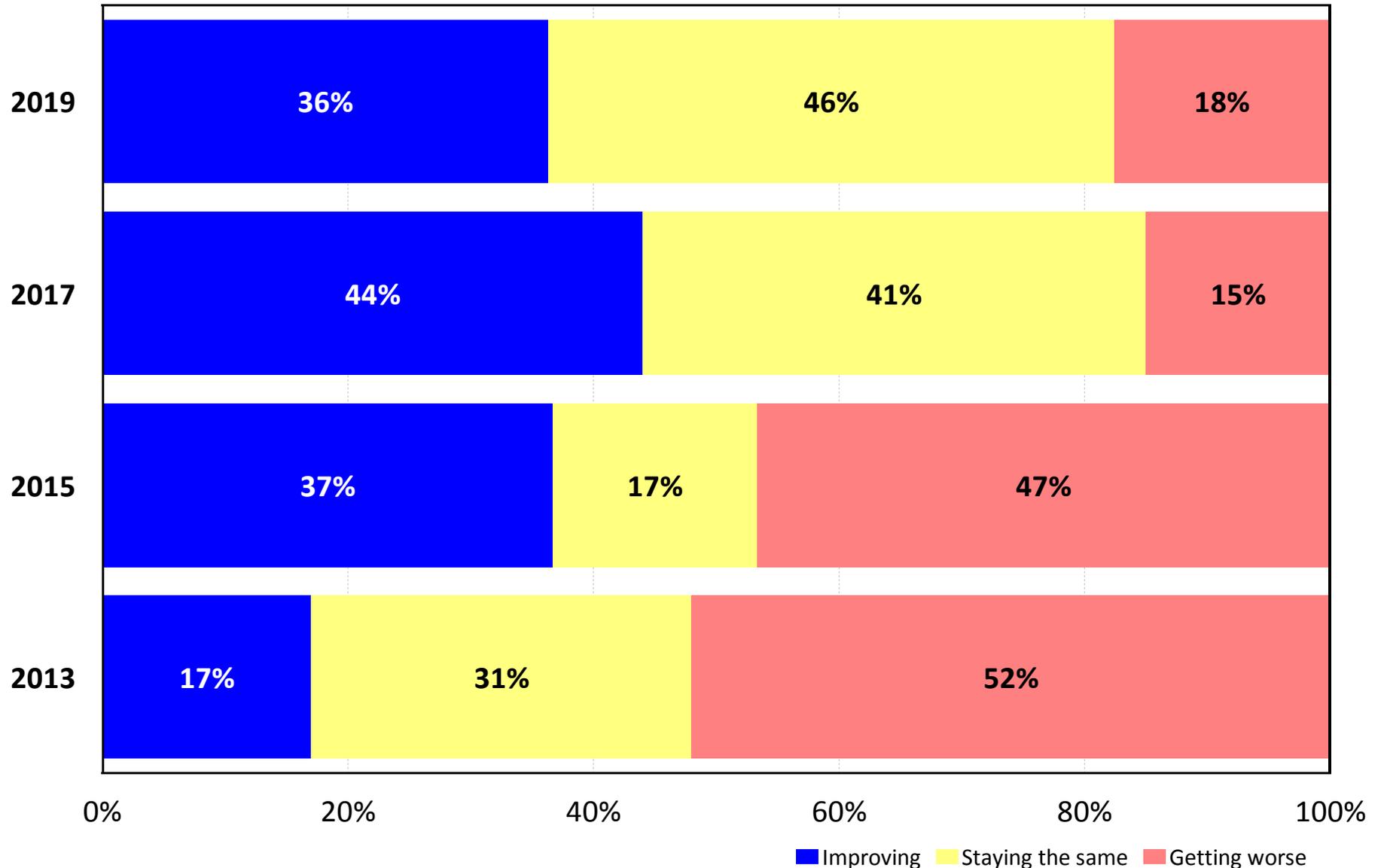
by percentage of respondents who said "YES"



Source: ETC Institute (2019)

Q2. Overall, do you feel that the sense of community in Snowmass Village is:

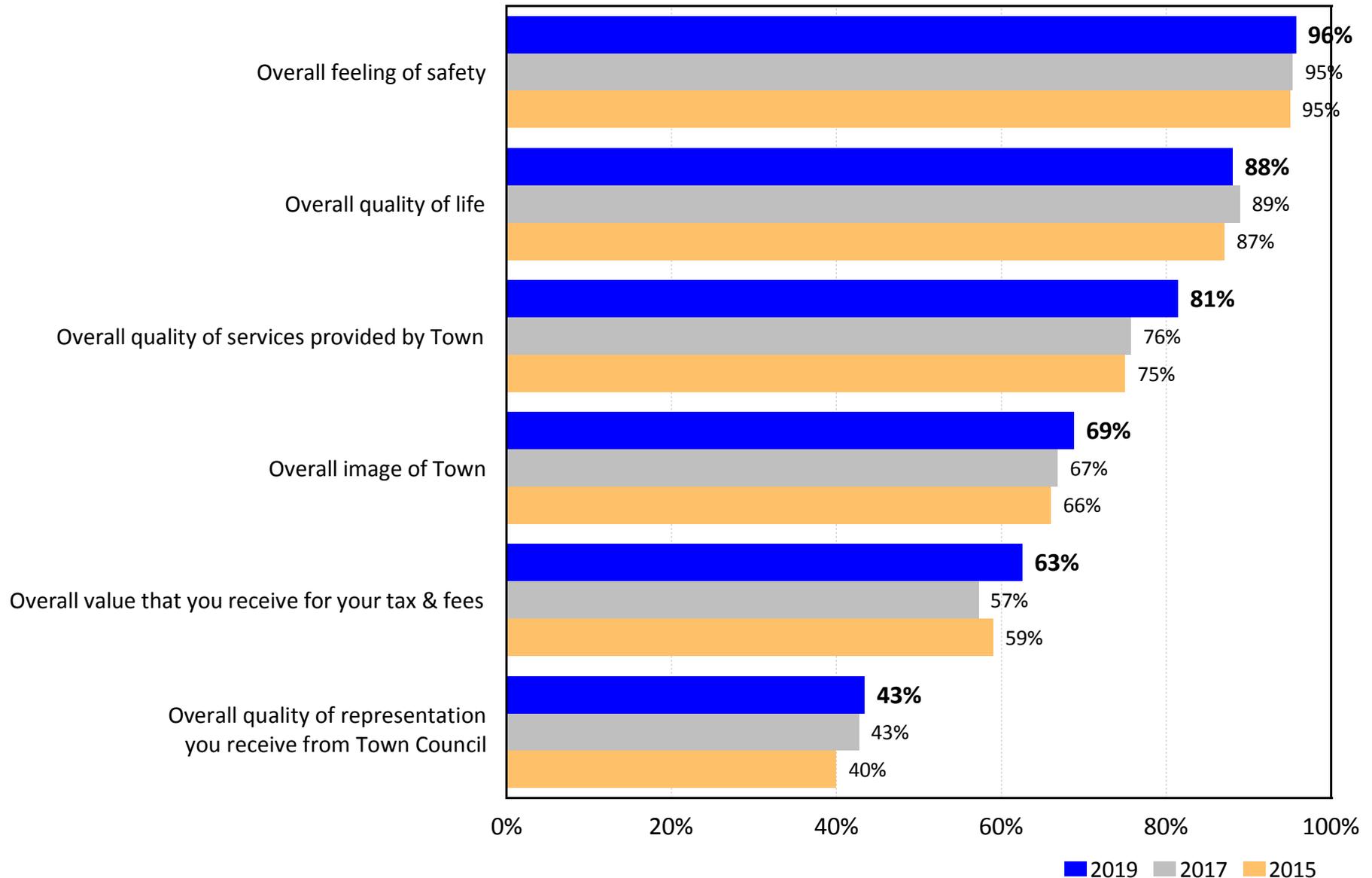
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2019)

Q3. Overall satisfaction with various aspects of Town government and the Snowmass Village Community

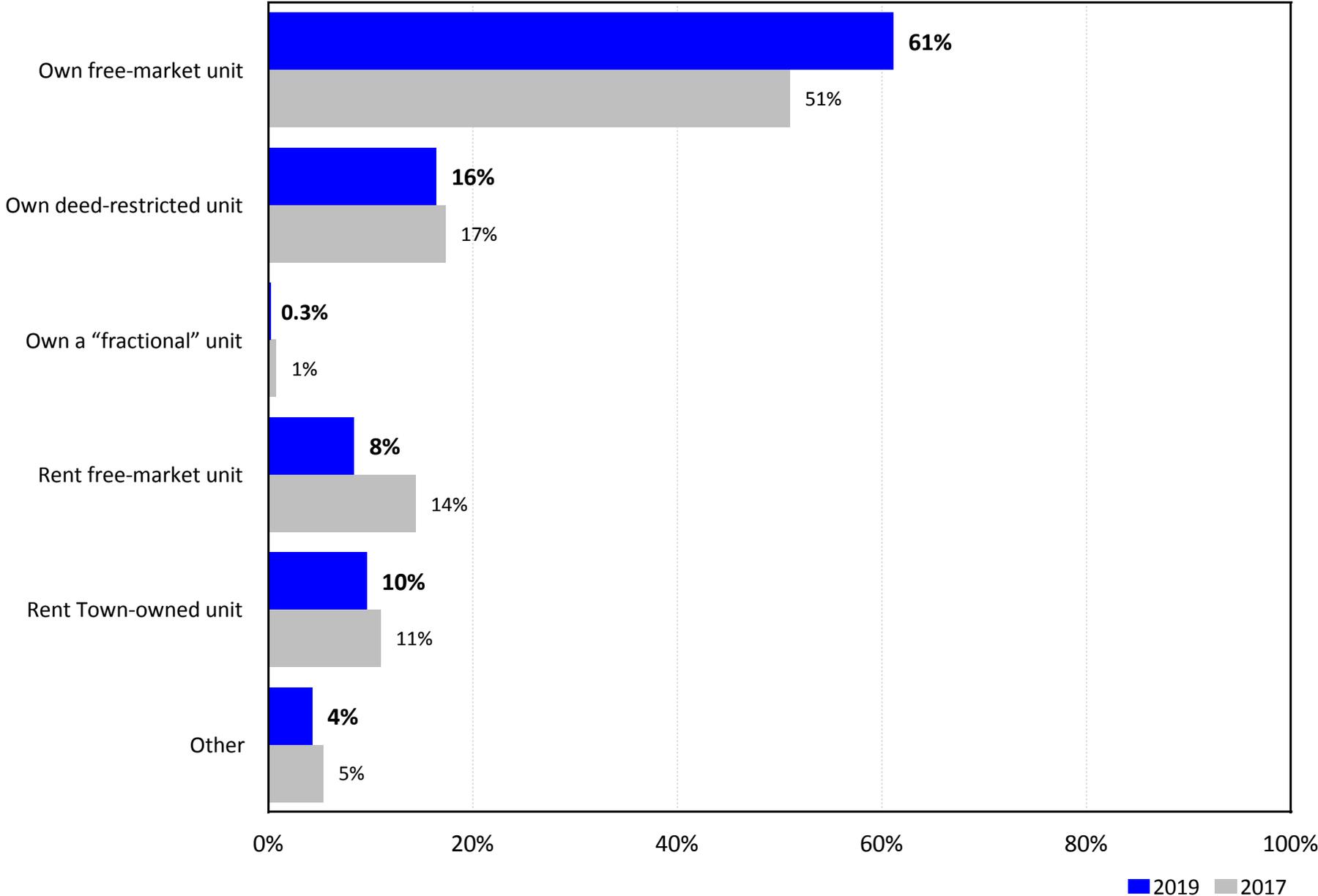
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q4. Do you own or rent your residence?

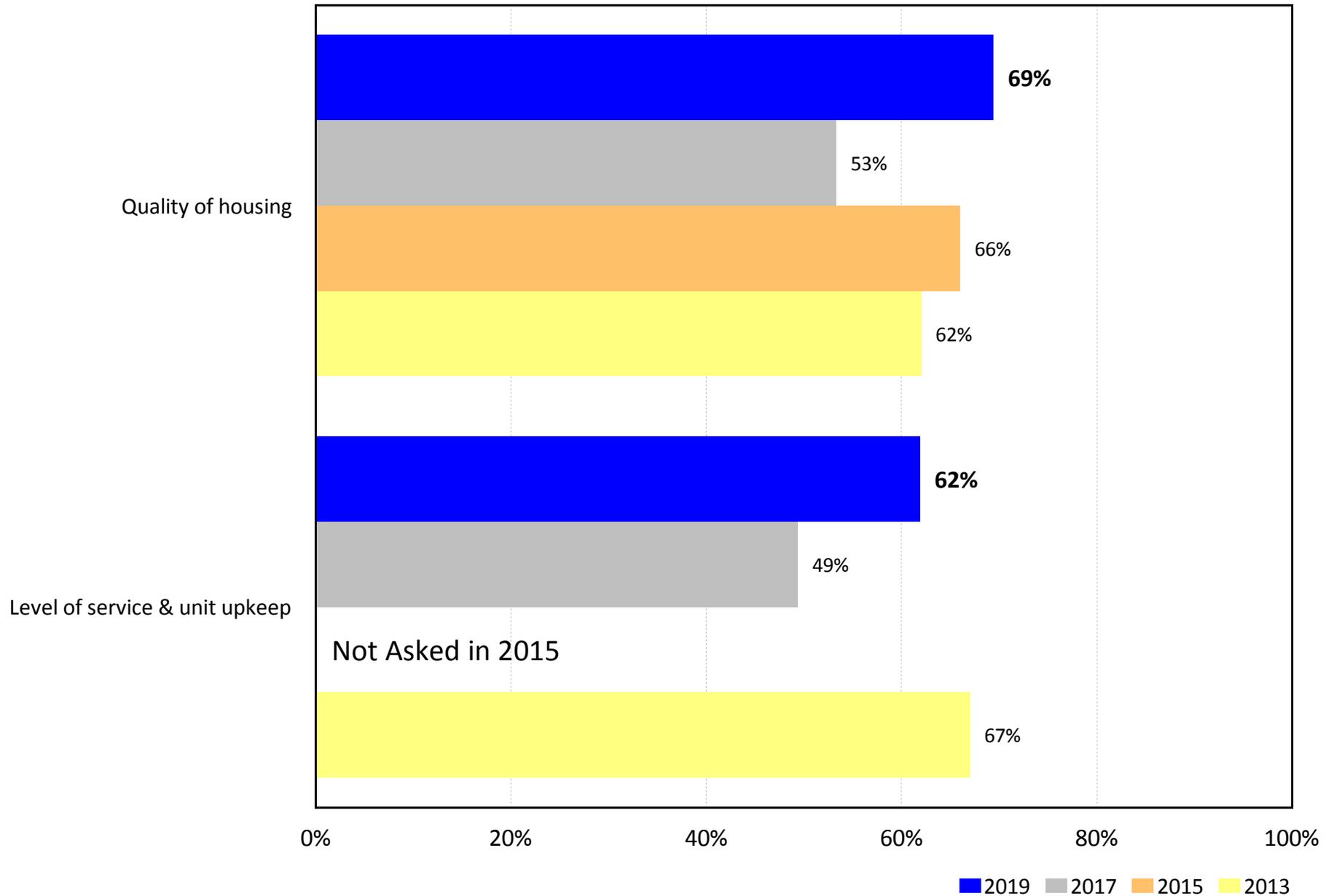
by percentage of respondents



Source: ETC Institute (2019)

Q8. Satisfaction with Town Rental Housing

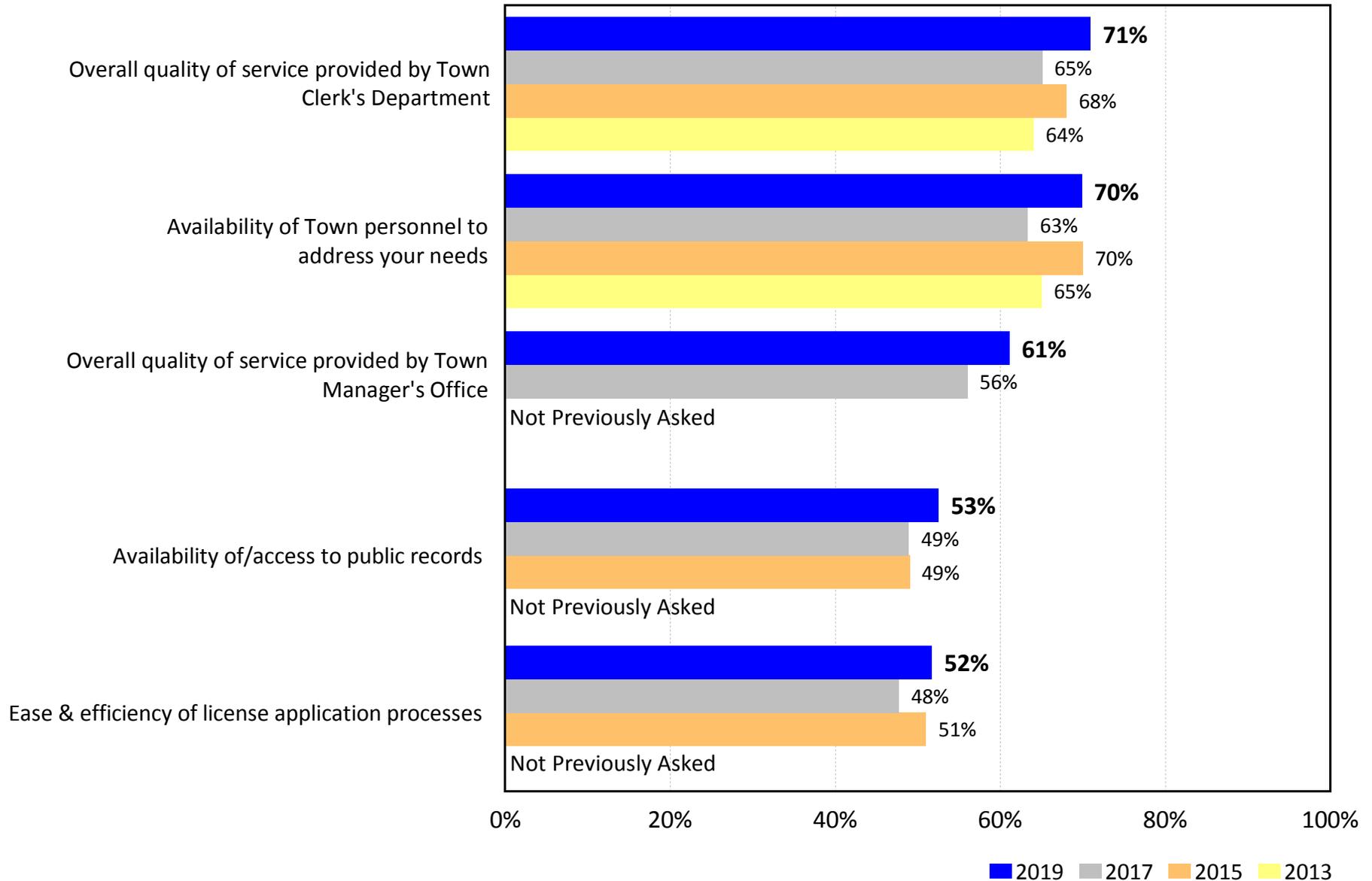
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q10. Satisfaction with Functions of the Town of Snowmass Village Administration

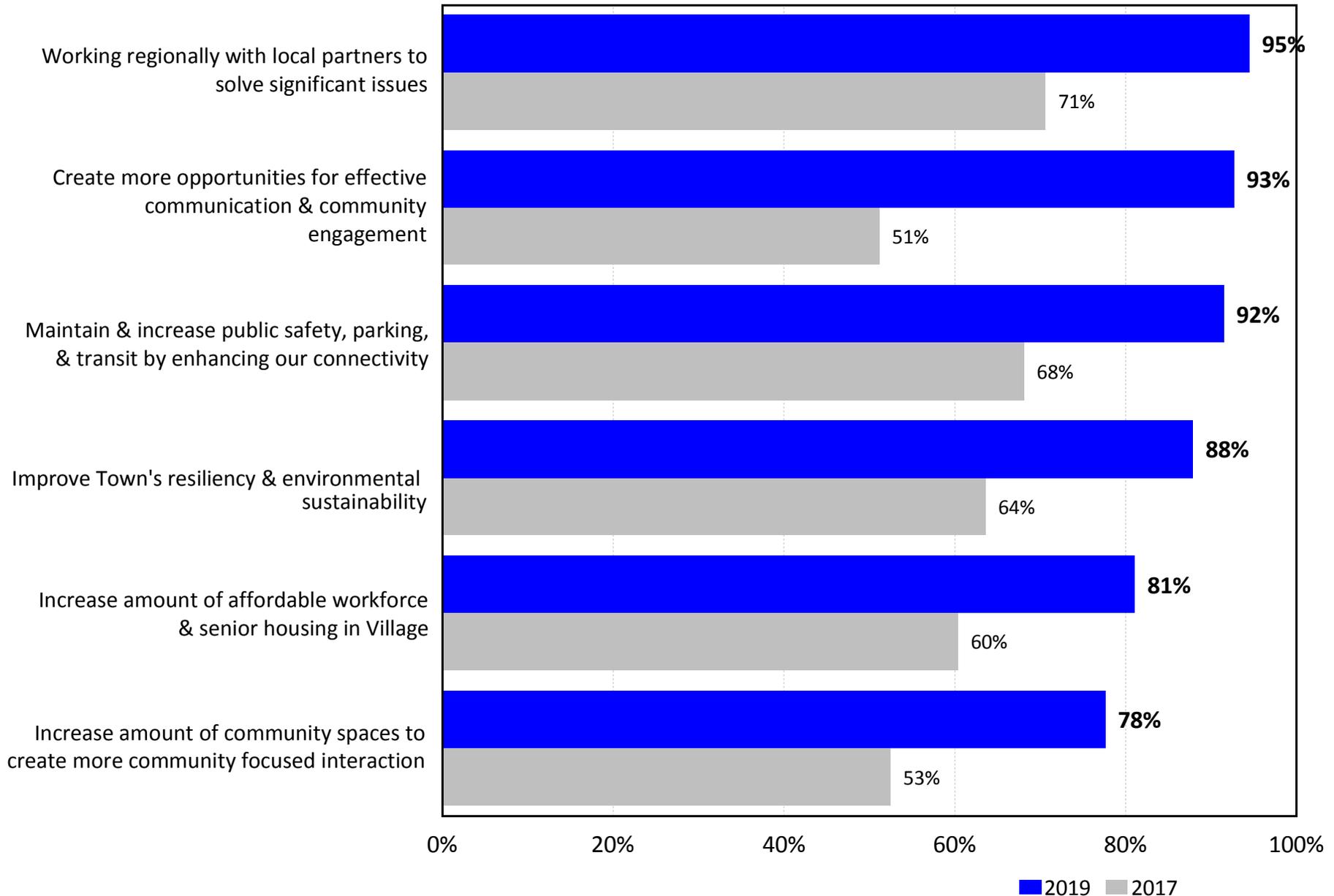
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q12. Importance of Town Council Strategic Goals

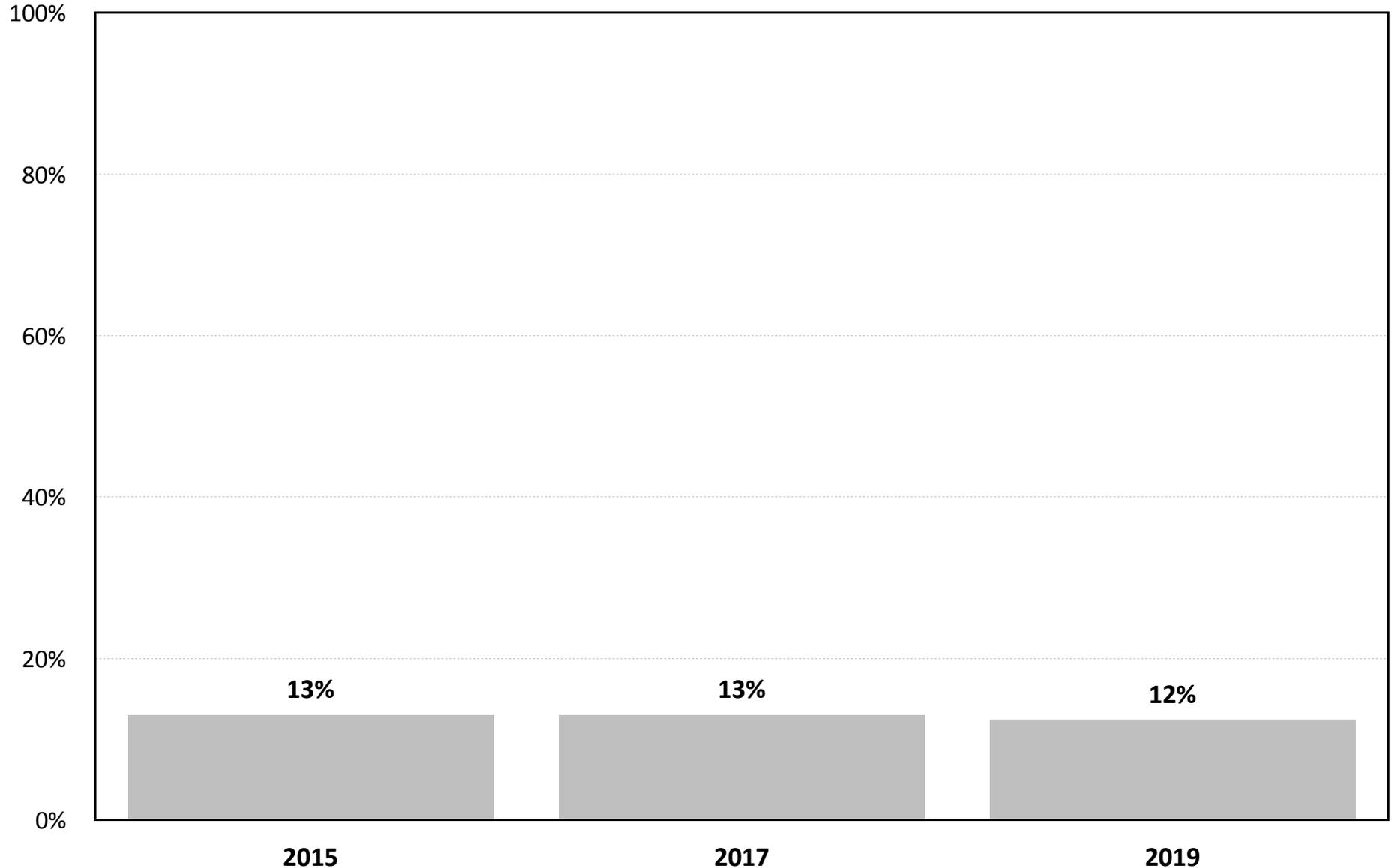
by percentage of respondents who responded "extremely important," "very important," or "important"



Source: ETC Institute (2019)

Q15. Have you utilized Community Development Department services (building & planning) within the past 12 months?

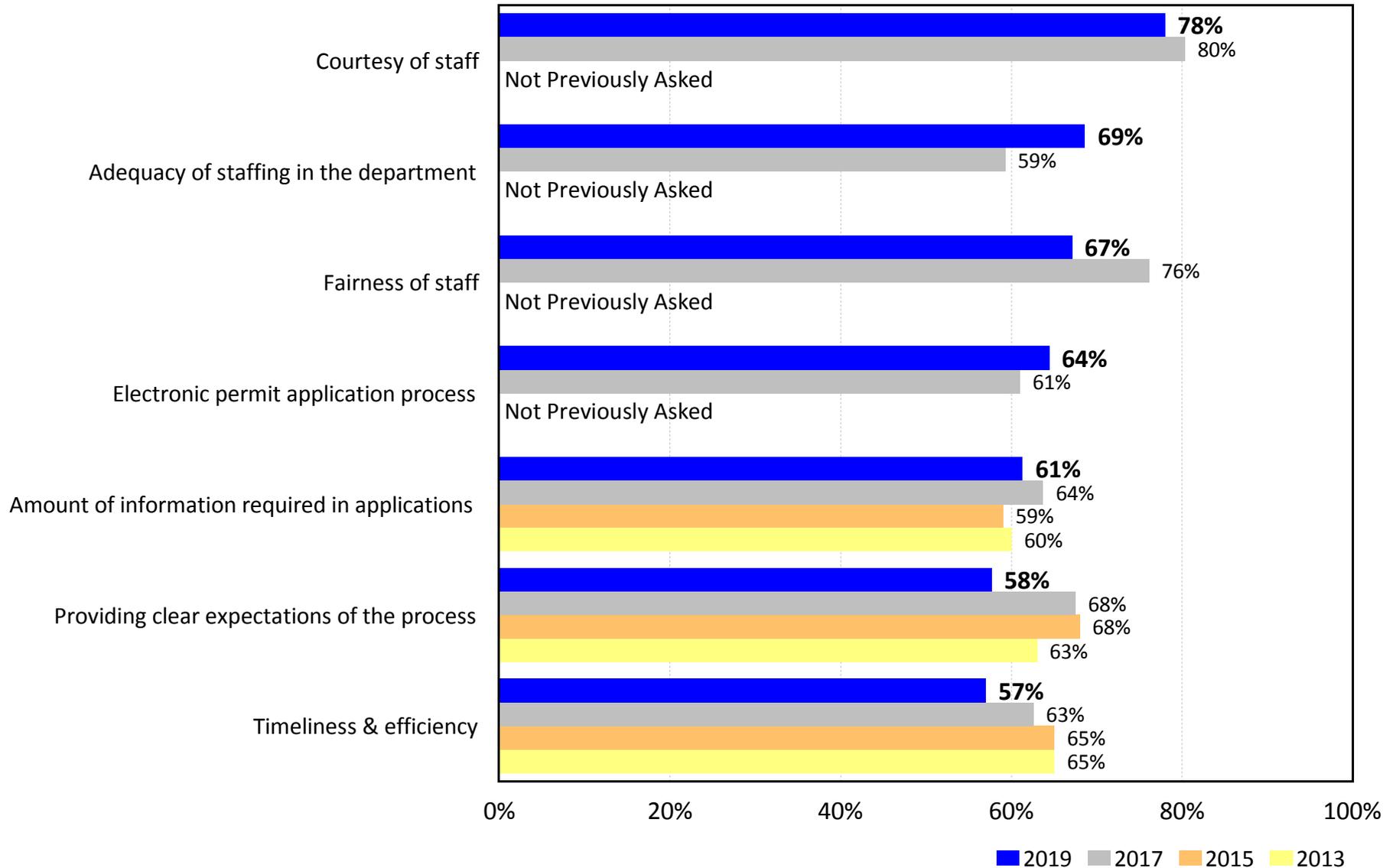
by percentage of respondents who said "YES" (Without "Not Provided")



Source: ETC Institute (2019)

Q15a. Overall satisfaction with the following aspects of the Community Development Department

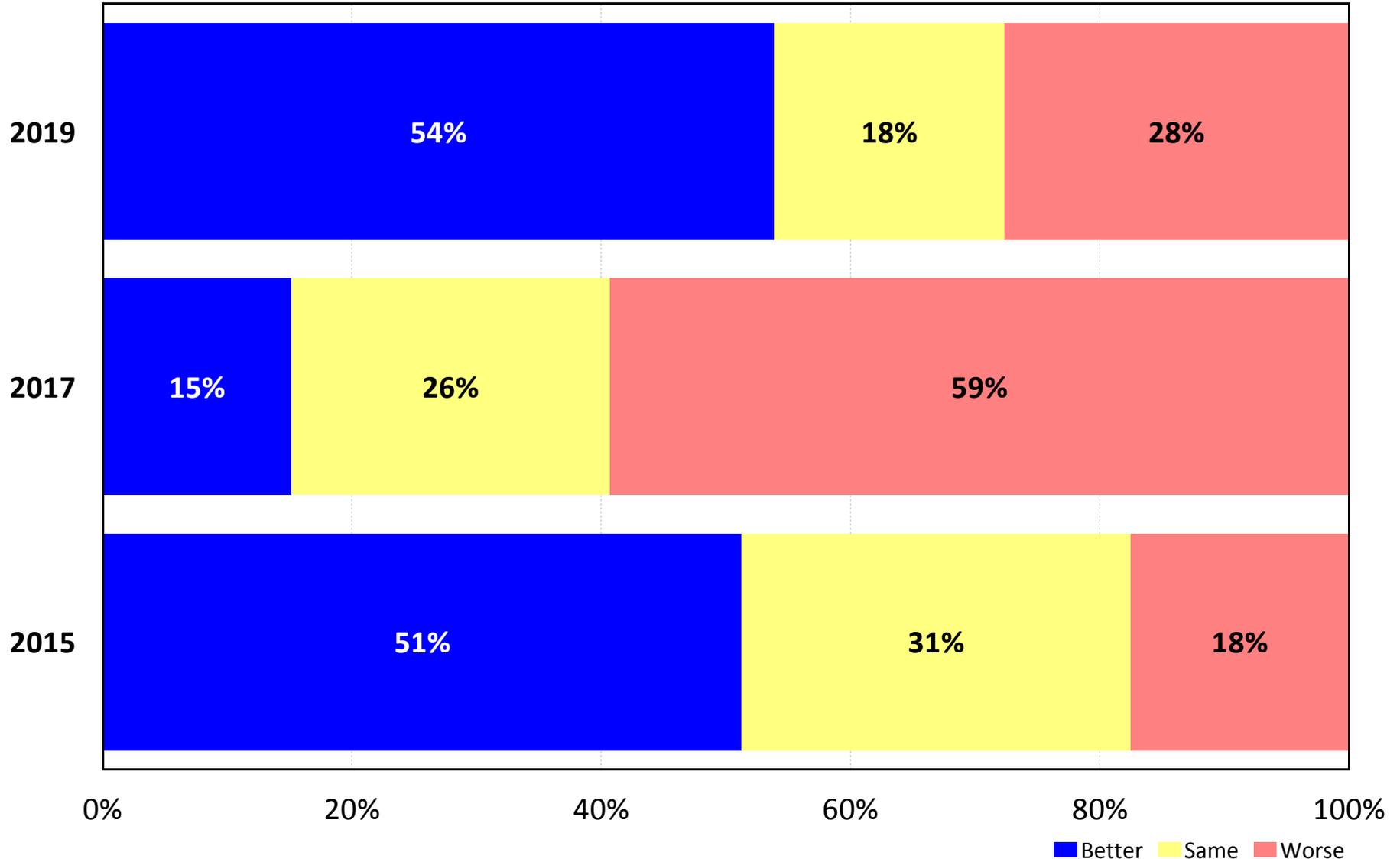
by percentage of respondents who indicated they were "very satisfied" or "satisfied" and answered "Yes" to Q15 (Excluding "Don't Know")



Source: ETC Institute (2019)

Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions?

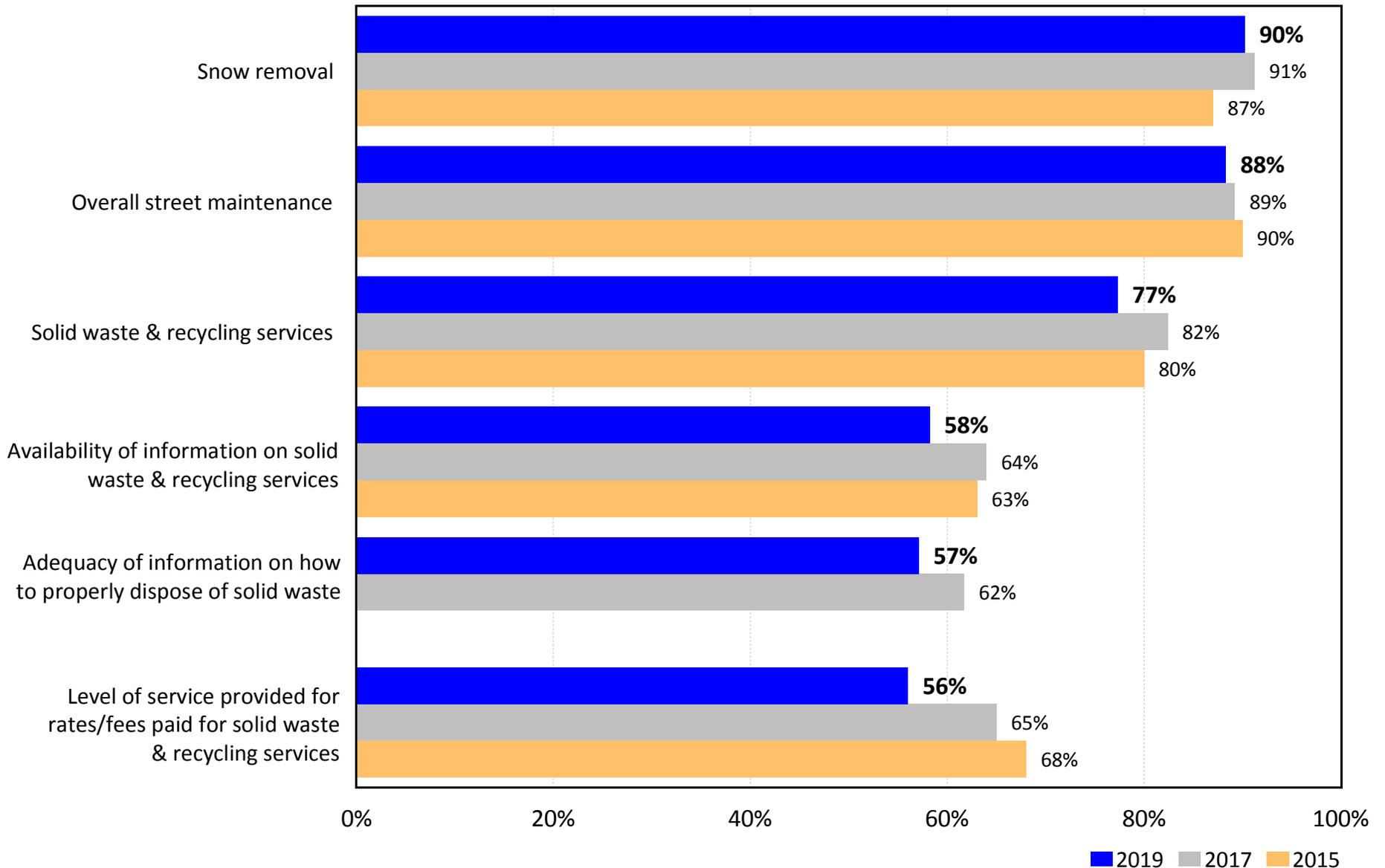
by percentage of respondents who answered "Yes" to Q15 (Excluding "Don't Know")



Source: ETC Institute (2019)

Q18. Overall satisfaction with the following aspects of Public Works services in the Town of Snowmass Village

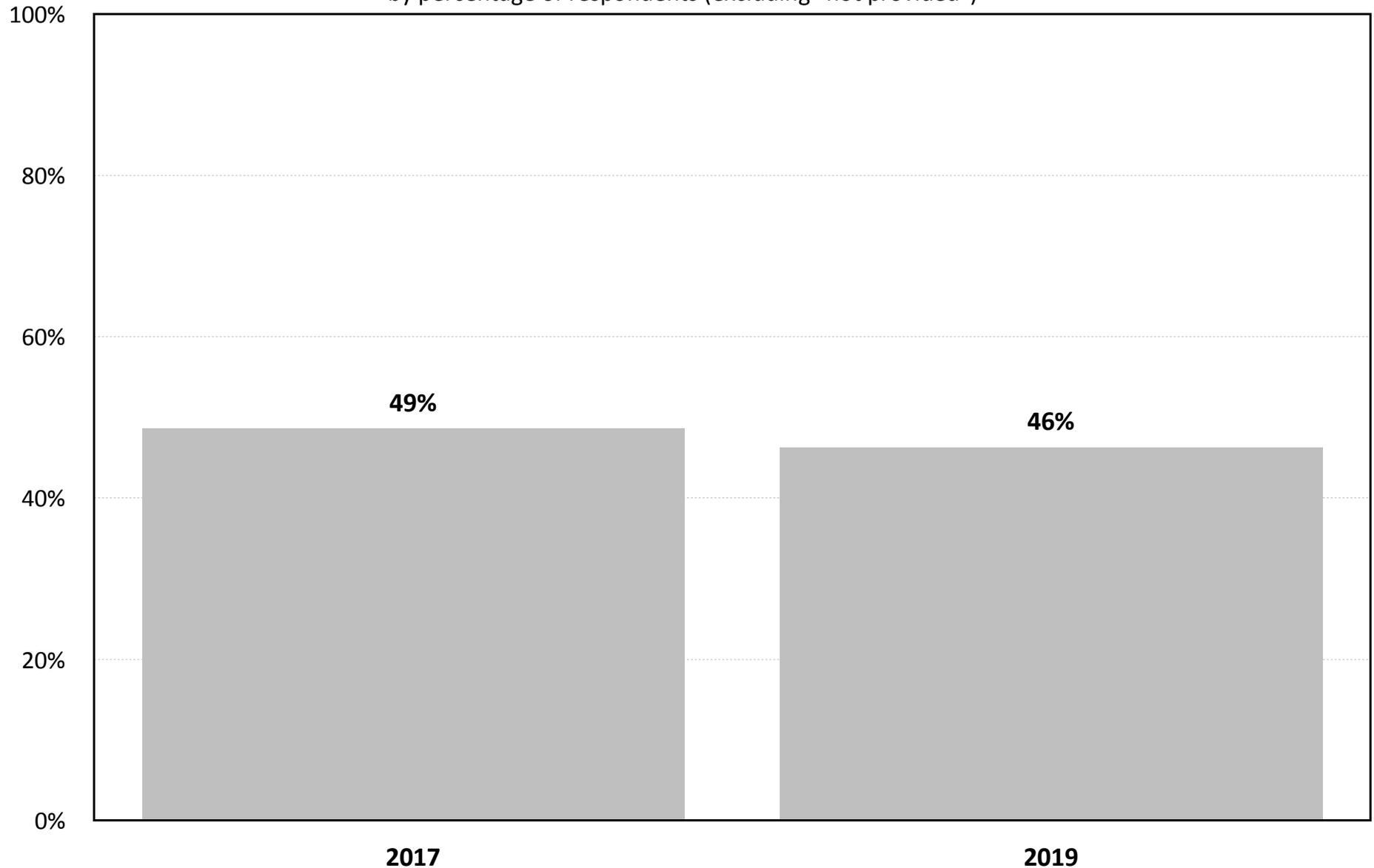
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q19. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services and bins?

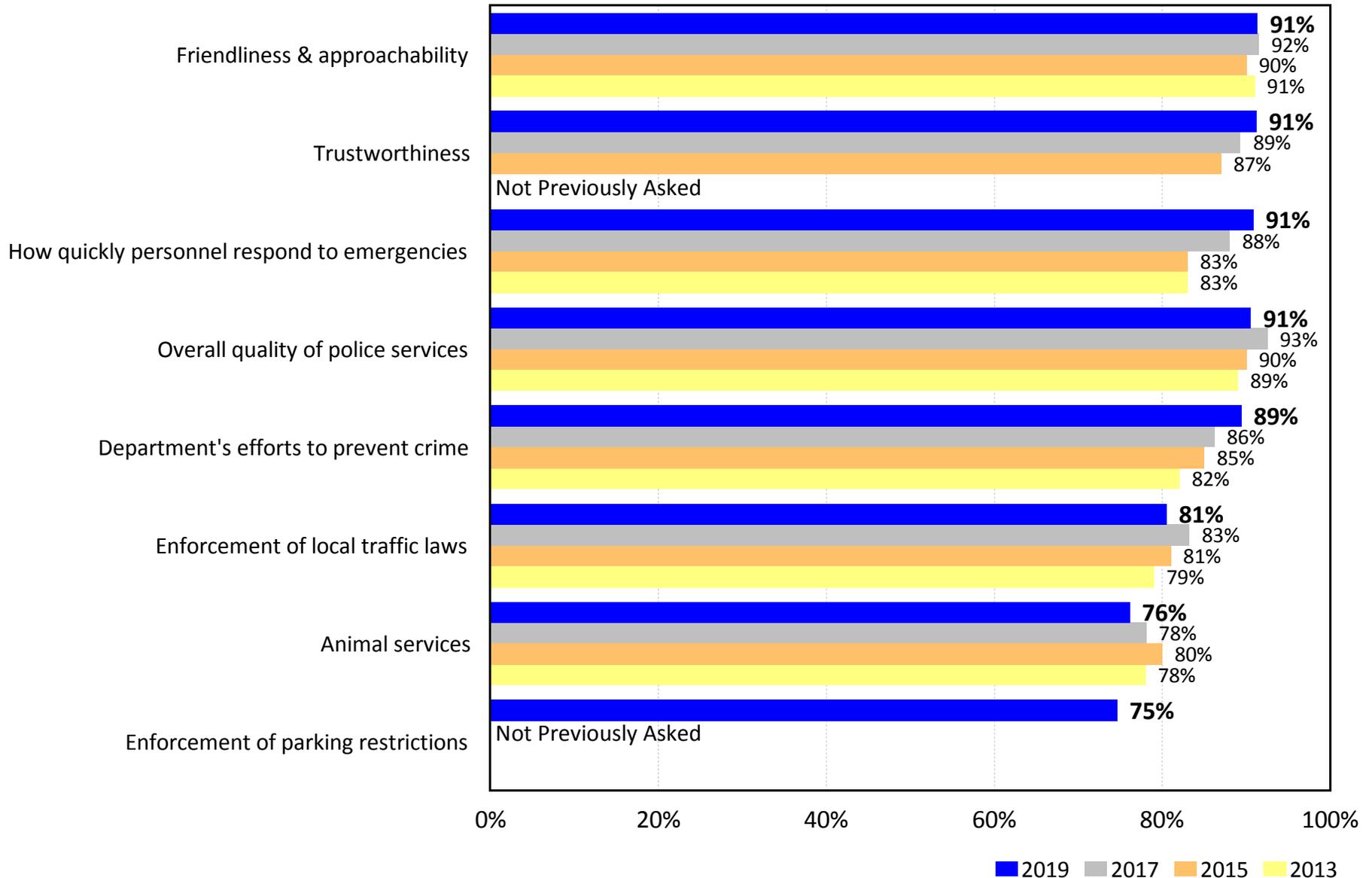
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

Q25. Overall satisfaction with the following aspects of Police services in the Town of Snowmass Village

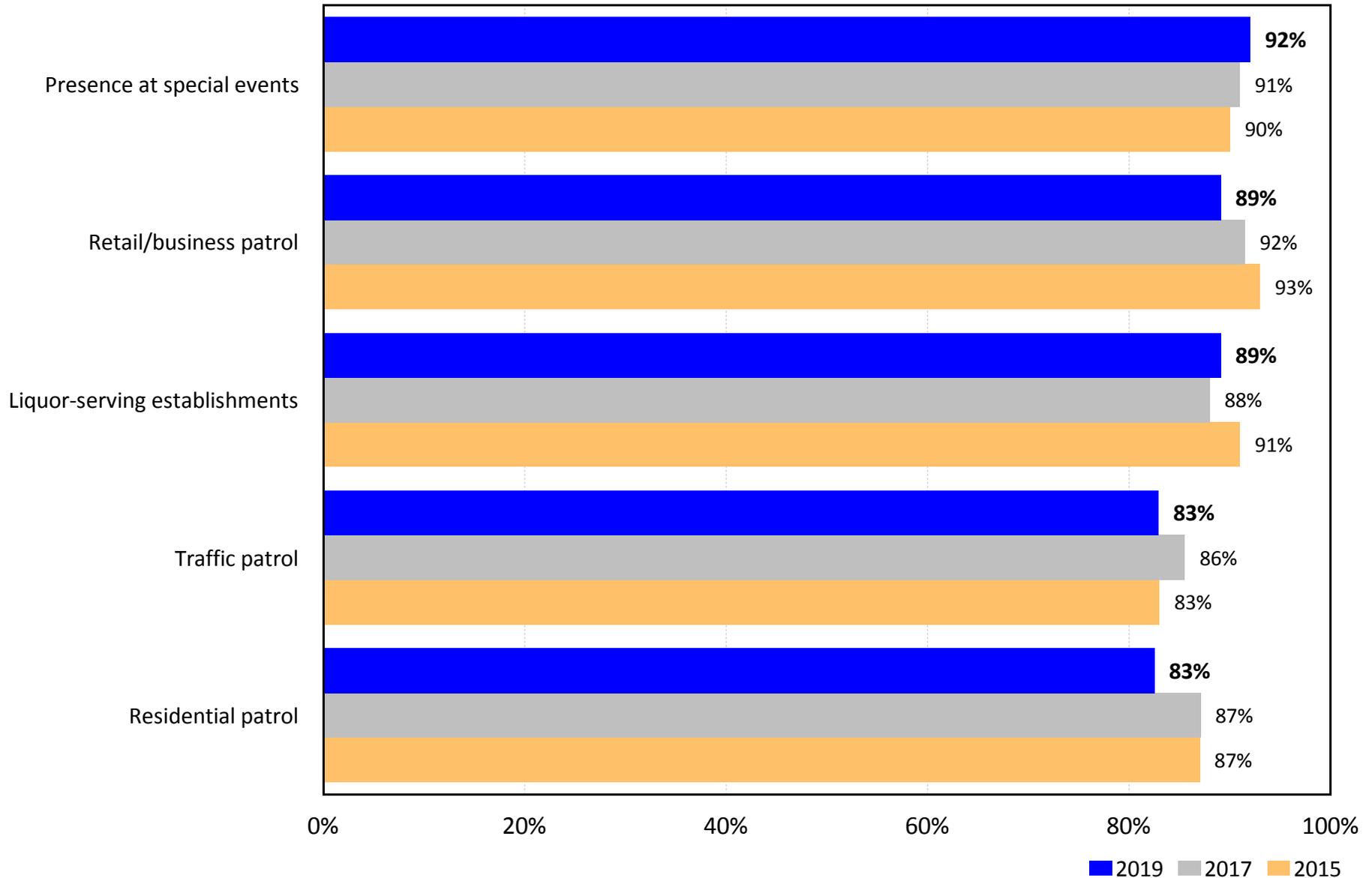
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q26. Based on experience please rate the current levels of Police presence in the following situations

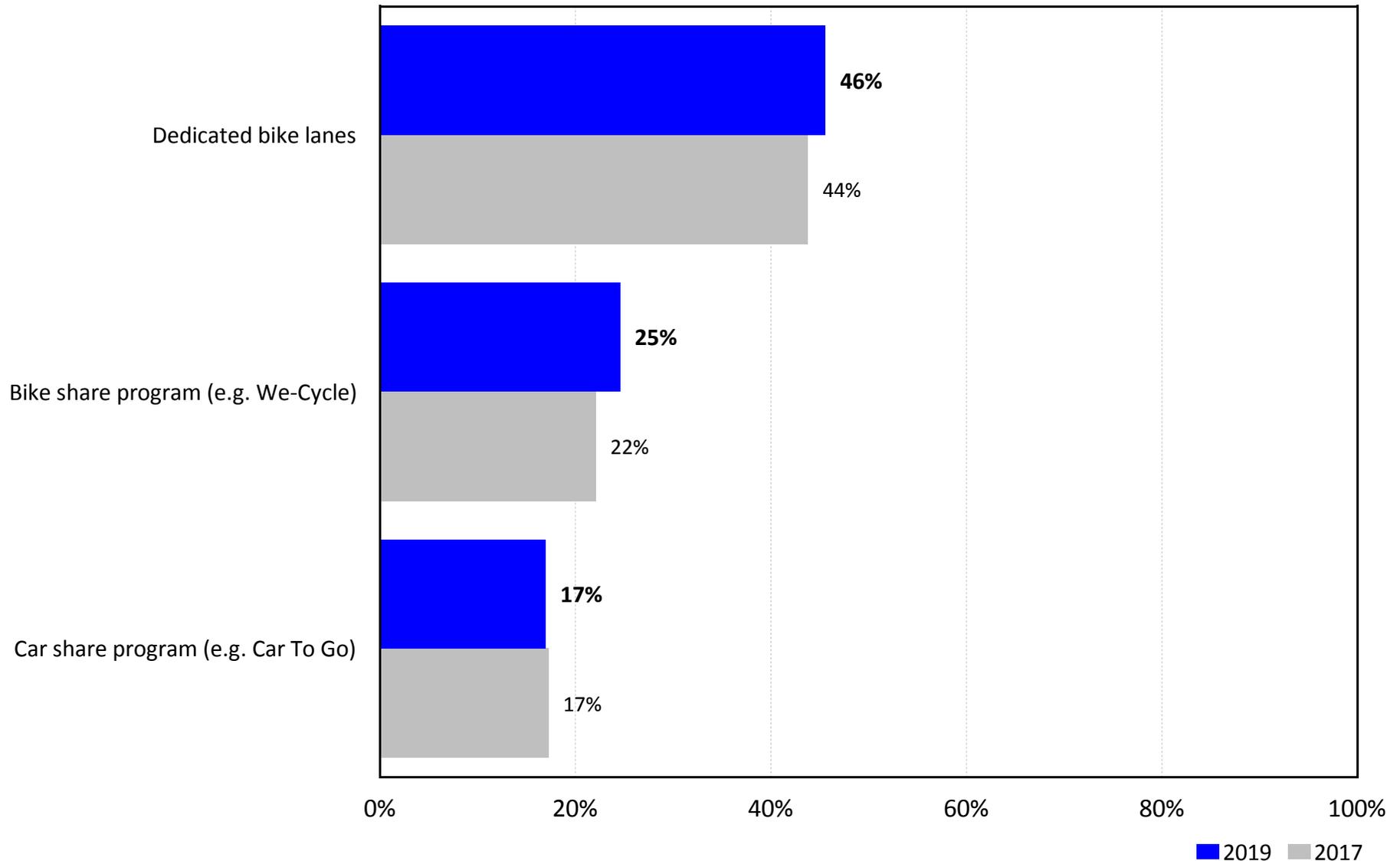
by percentage of respondents who indicated the level was "just right"



Source: ETC Institute (2019)

Q28. Would you utilize any of the following programs and/or transportation alternatives to driving your own vehicle if they were offered in Snowmass Village?

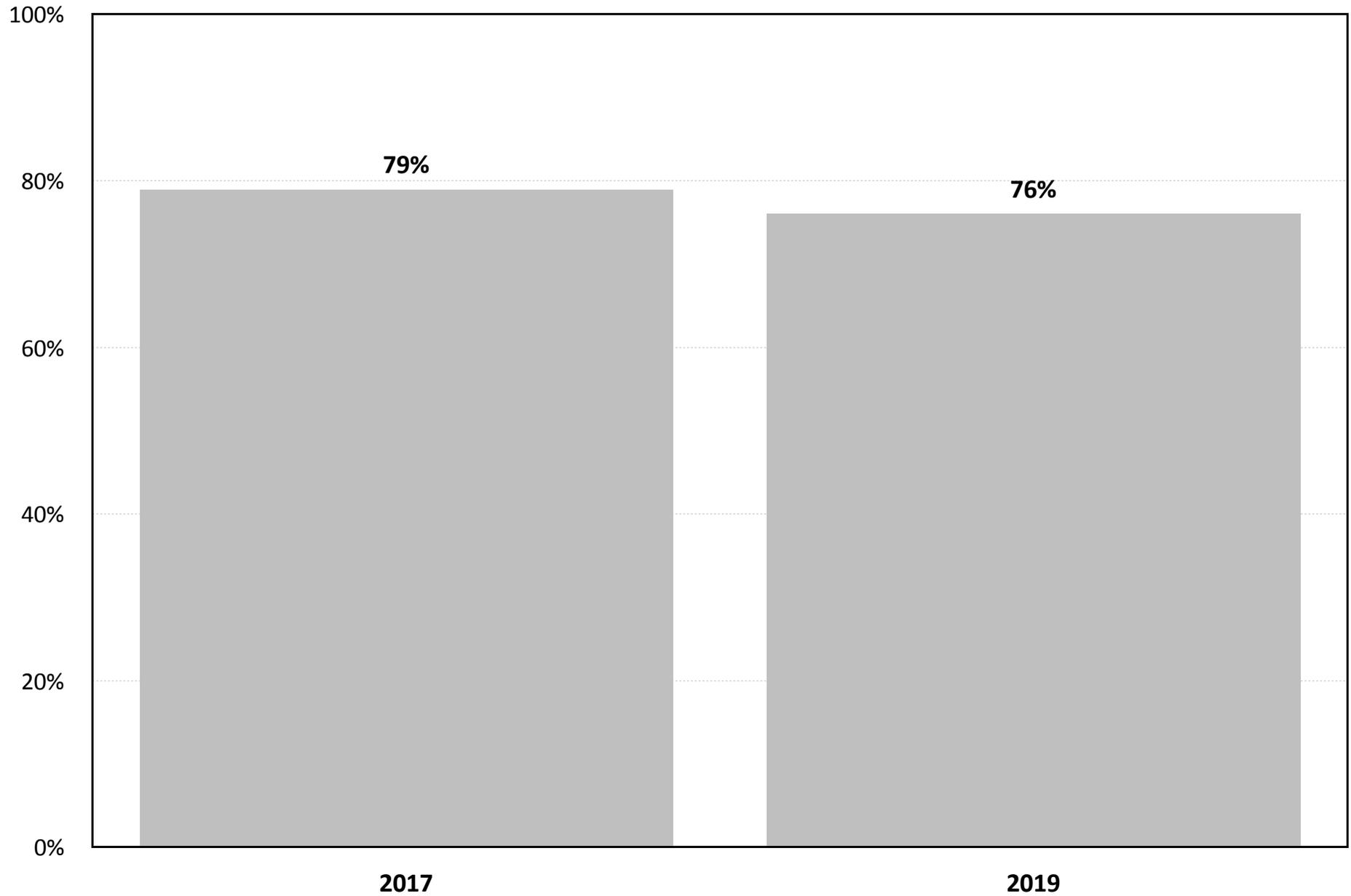
by percentage of respondents who said "YES"



Source: ETC Institute (2019)

Q29. Do you ride the Village Shuttle?

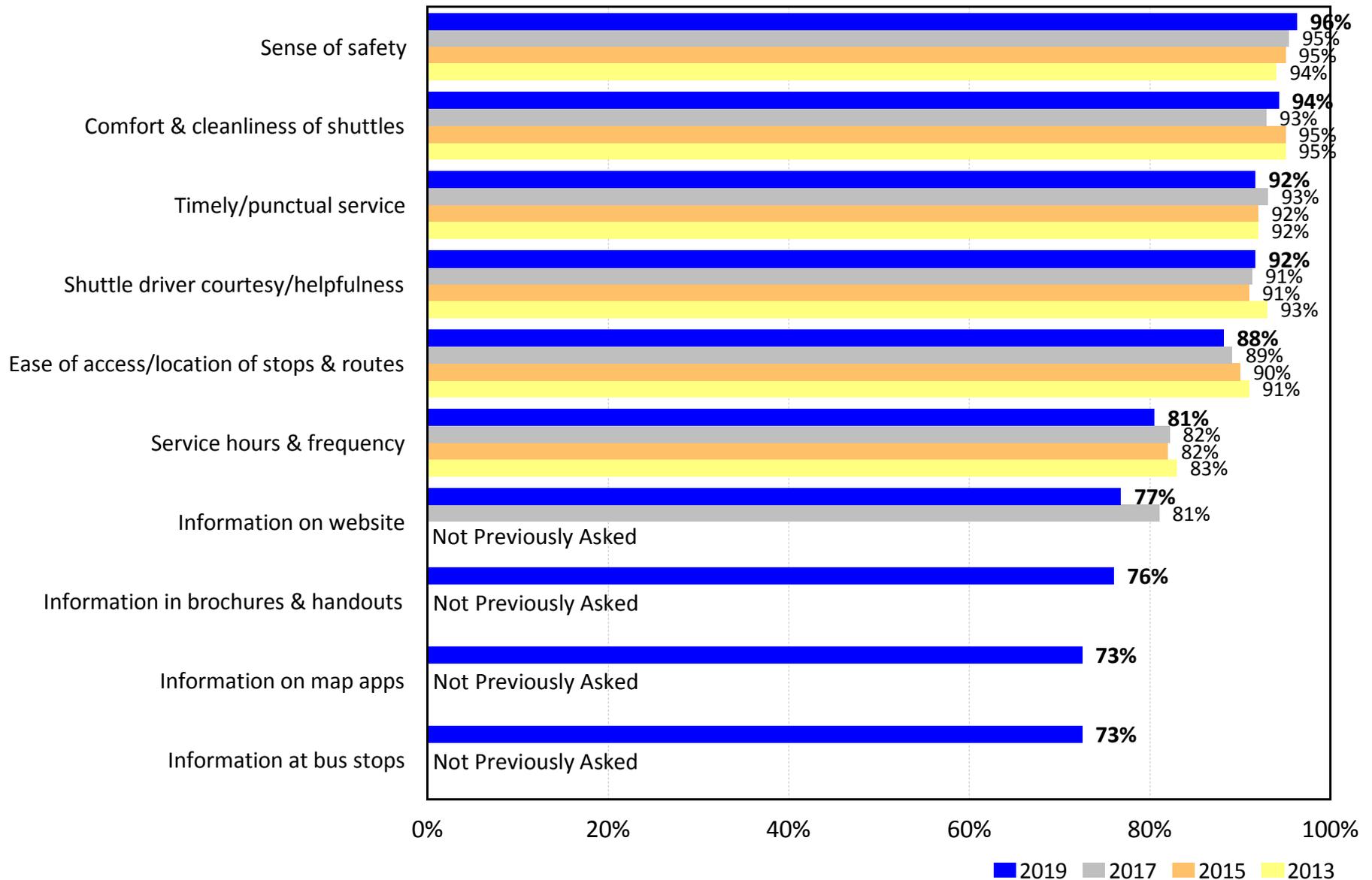
by percentage of respondents who said "YES"



Source: ETC Institute (2019)

Q29a. Overall satisfaction with the following aspects of Village Shuttle services in the Town of Snowmass Village

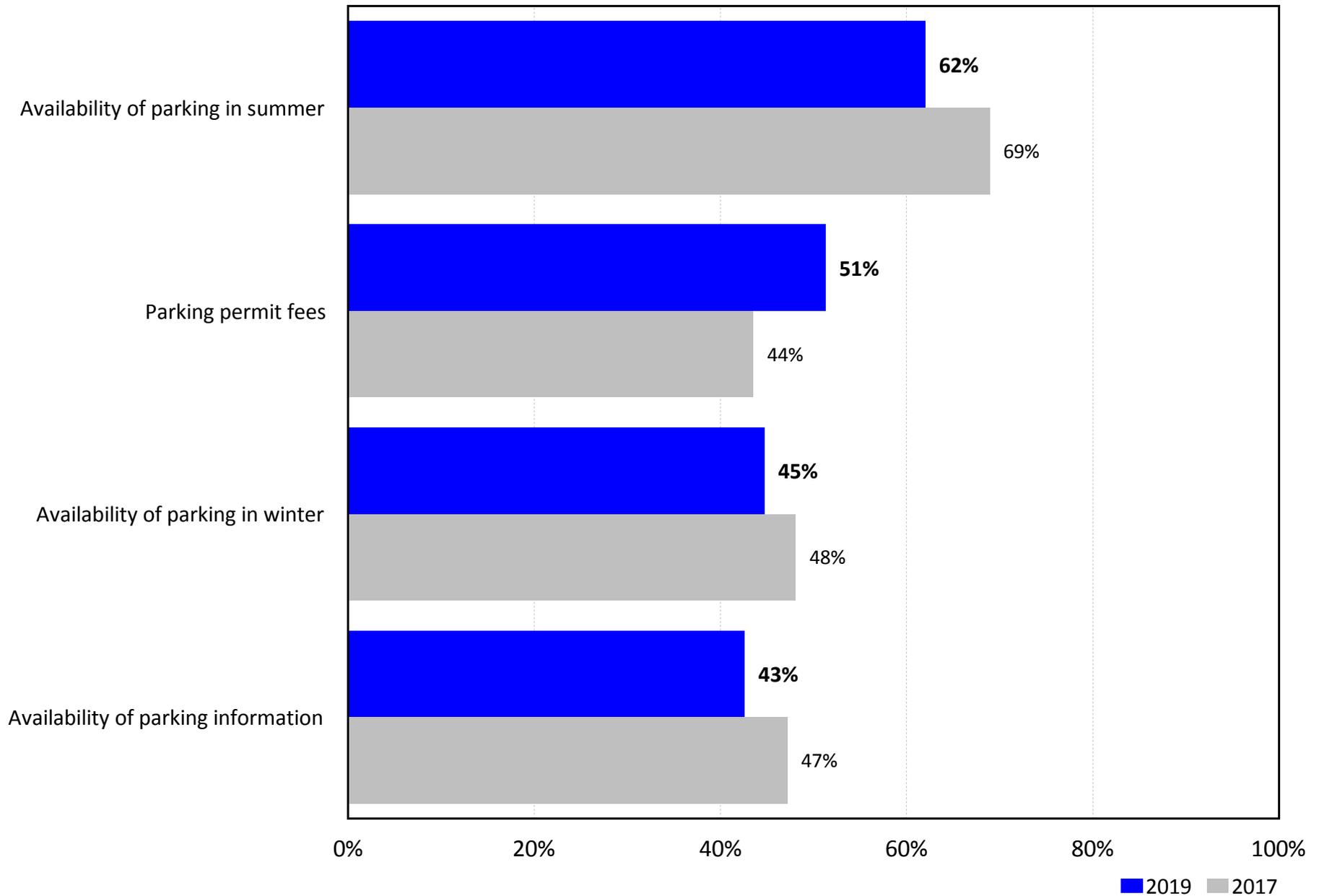
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q30. Satisfaction with Parking and Parking Management

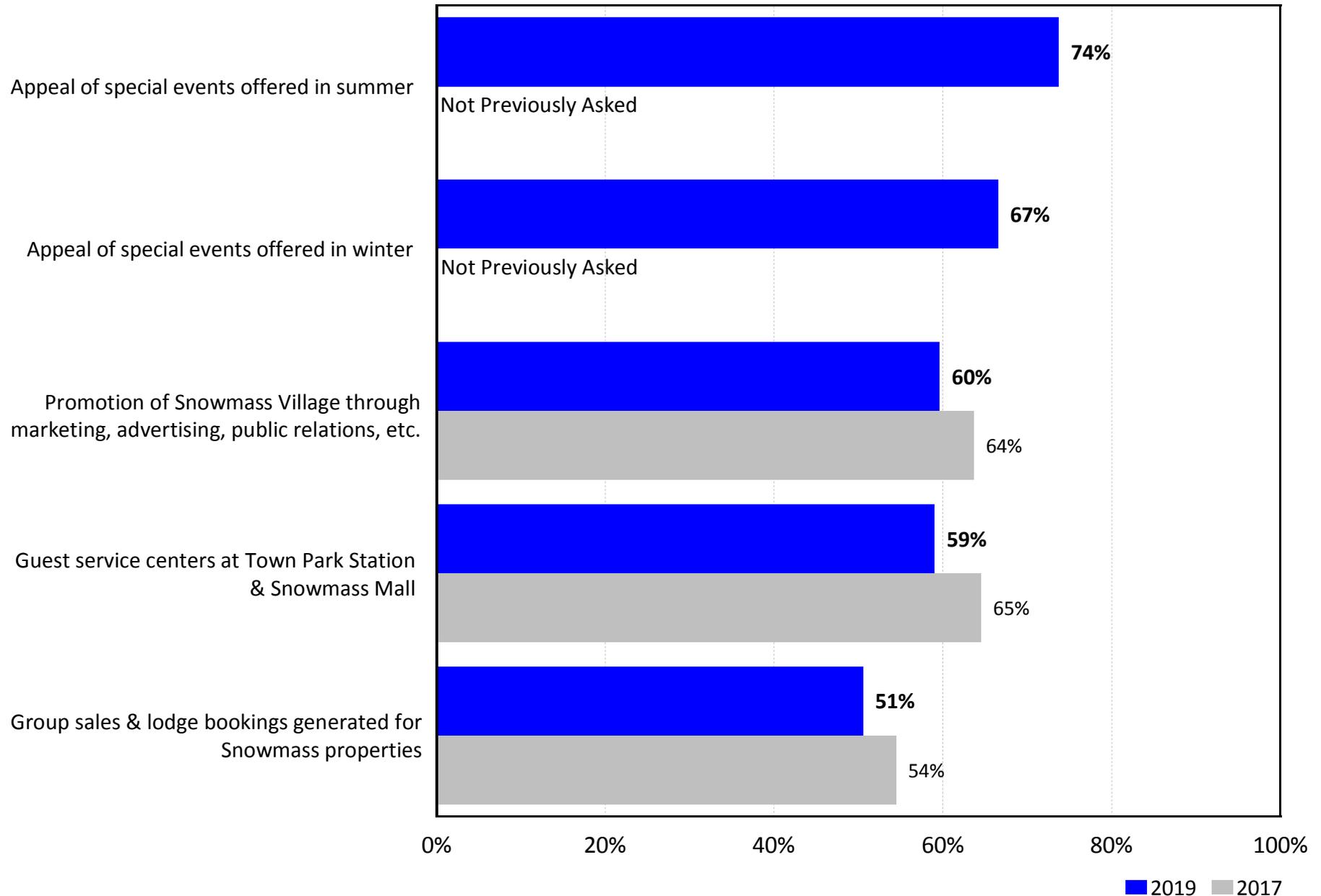
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q32. Satisfaction with the Tourism Department

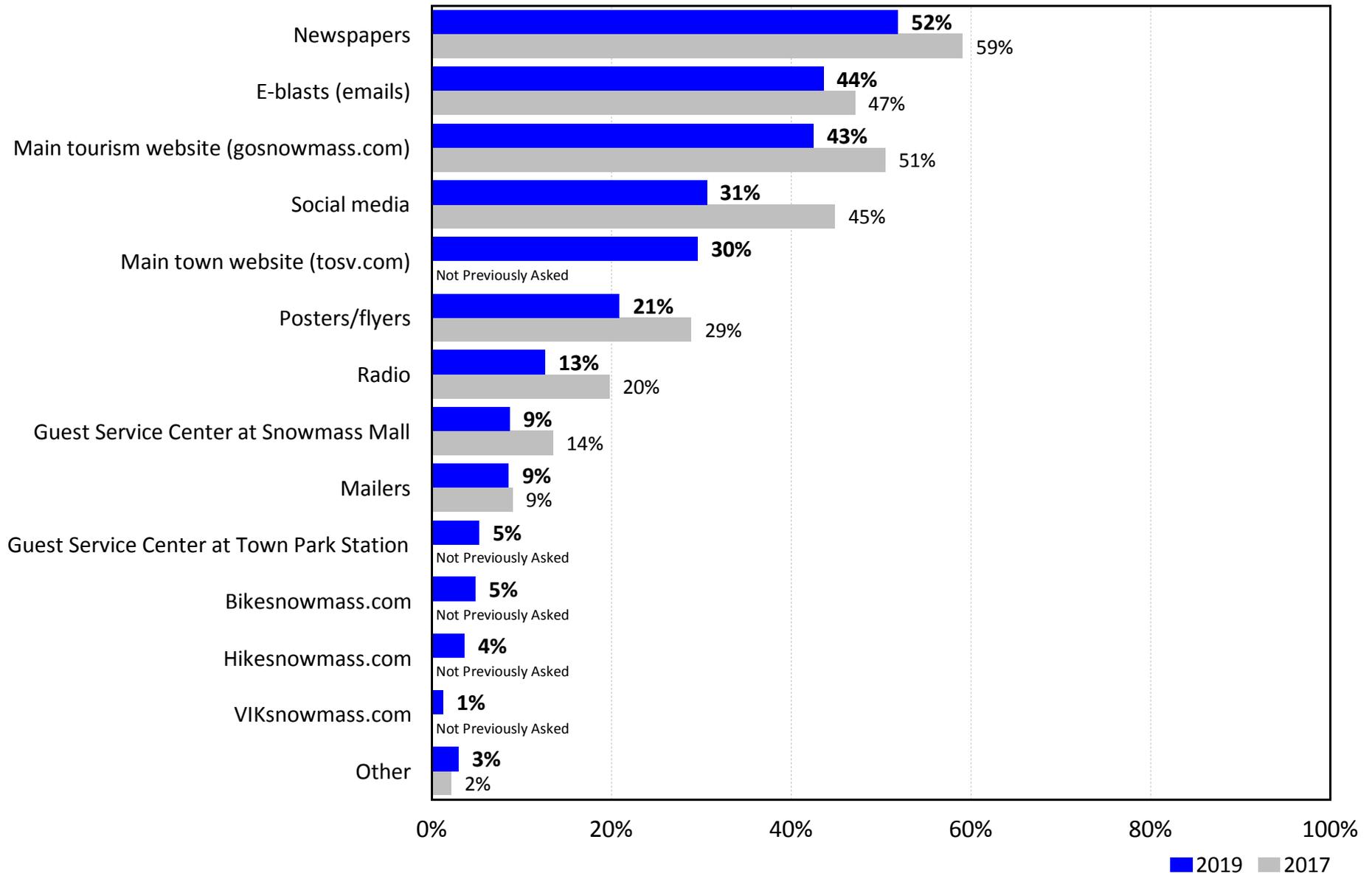
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q34. Best way for respondents to receive information about tourism events, local offerings, and activities

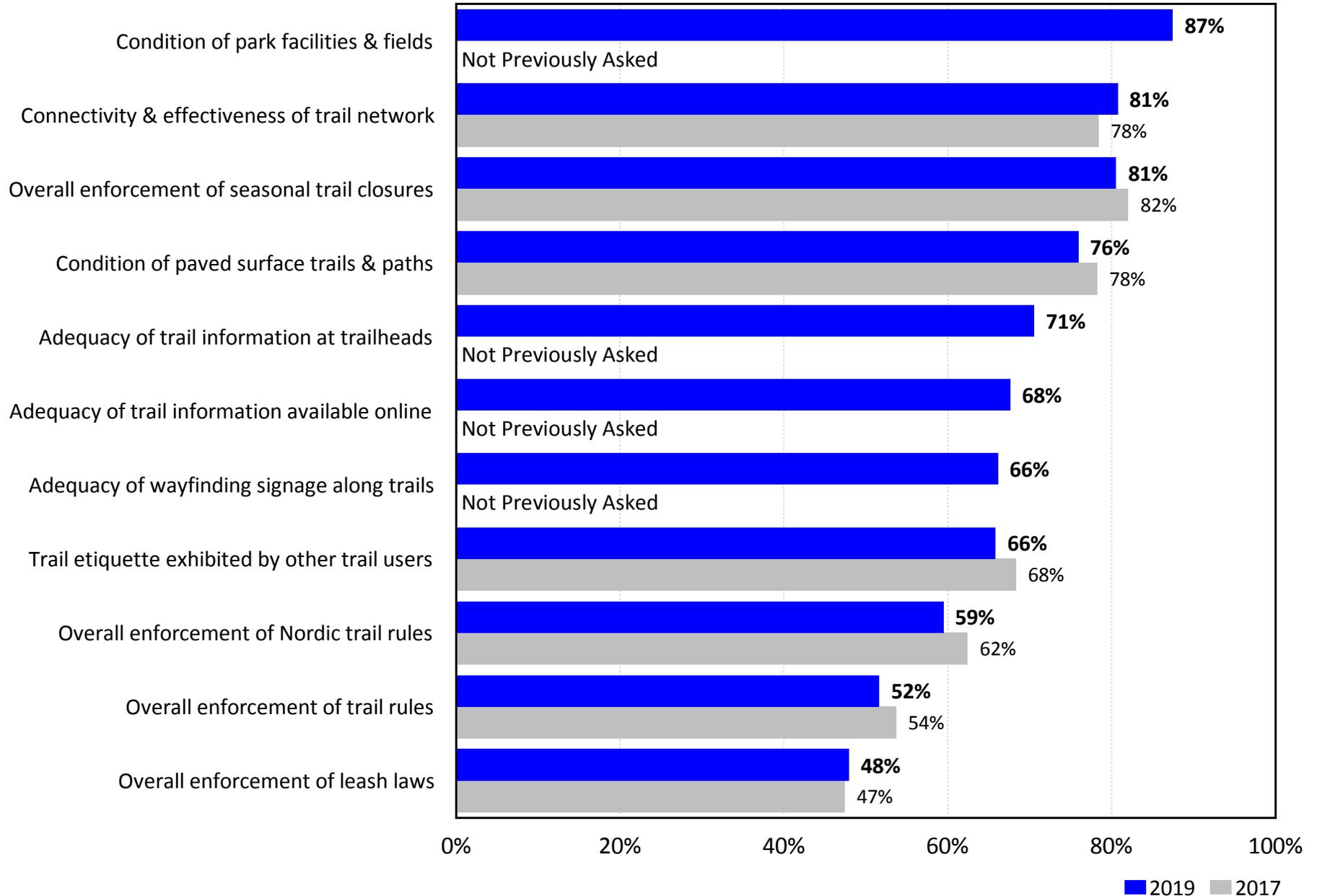
by percentage of respondents



Source: ETC Institute (2019)

Q36. Satisfaction with Local Parks and Trails

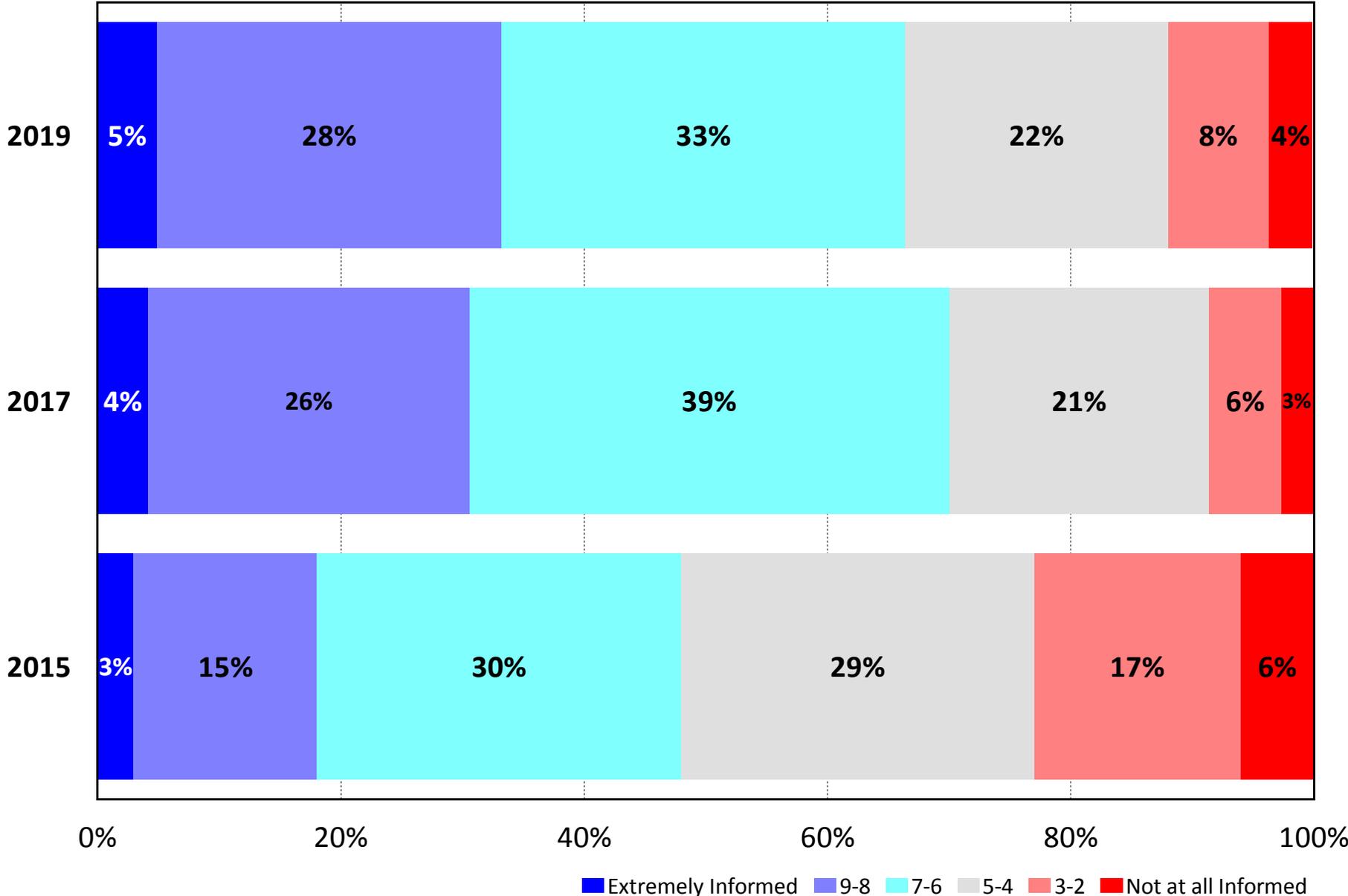
by percentage of respondents who indicated they were "very satisfied" or "satisfied"



Source: ETC Institute (2019)

Q38. Do you feel well informed on current issues facing the town?

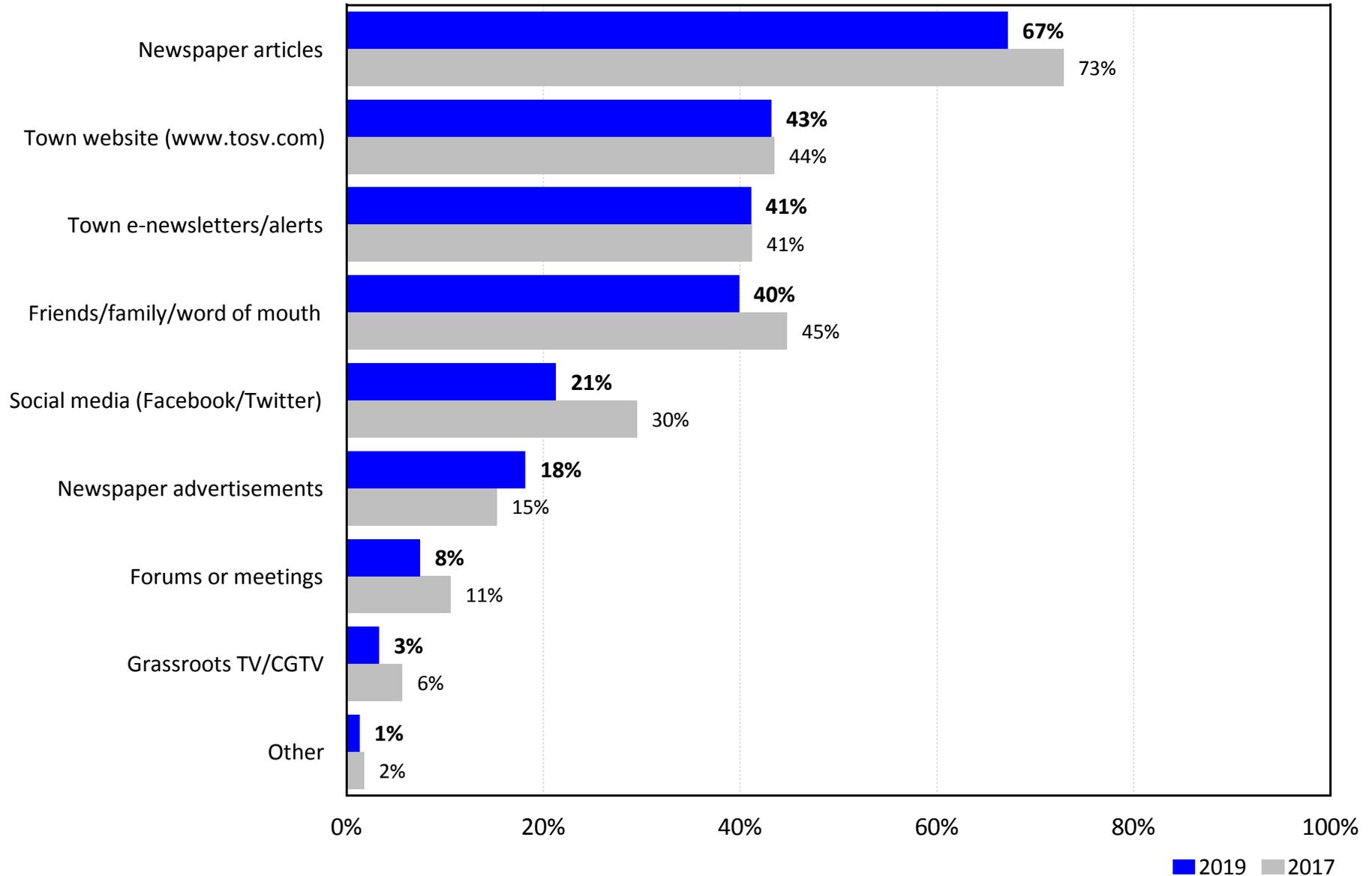
by percentage of respondents (Without "Not Provided")



Source: ETC Institute (2019)

Q39. How respondents currently access government news and information

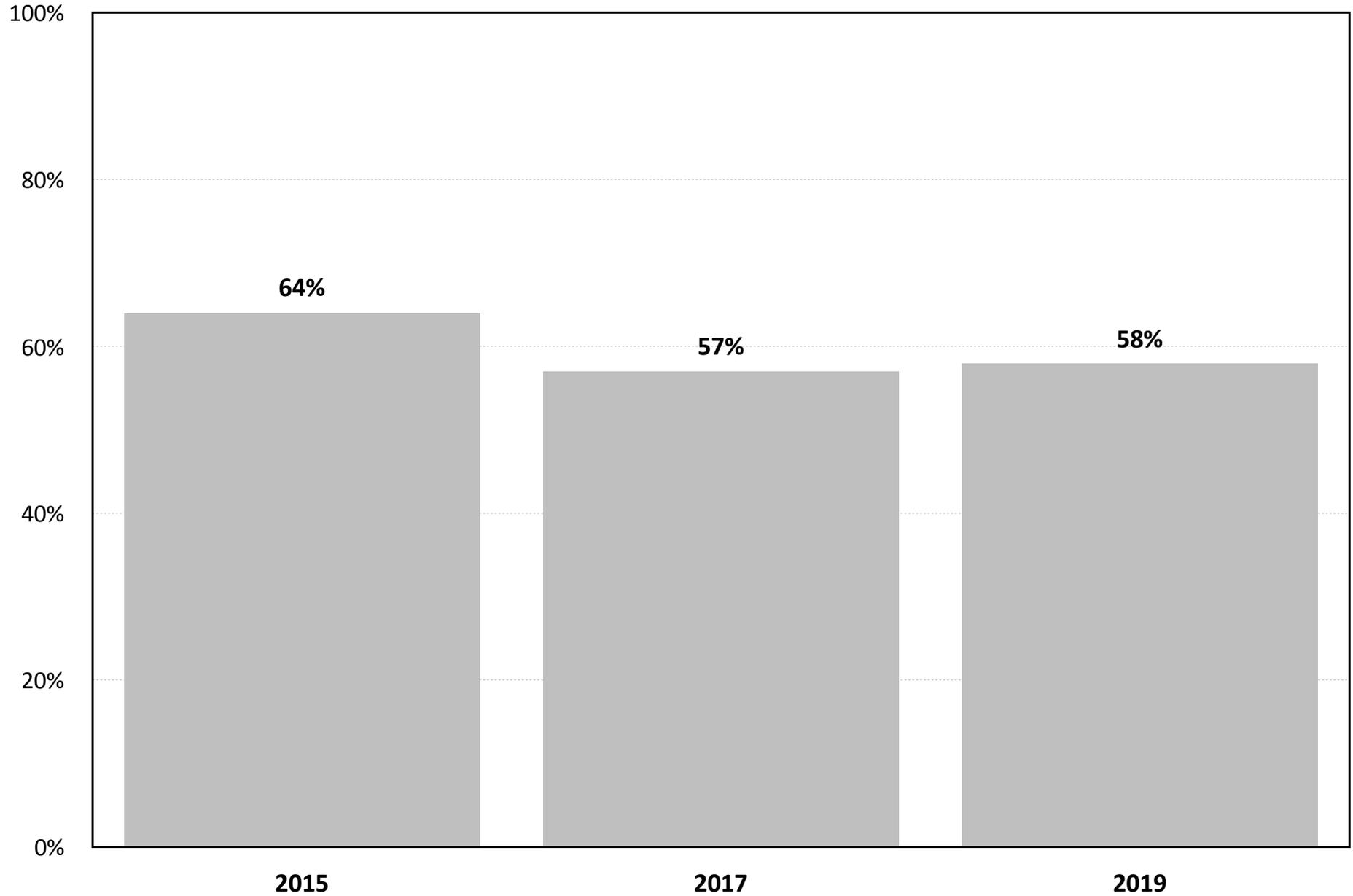
by percentage of respondents



Source: ETC Institute (2019)

Q40. Do you feel your voice is adequately heard by the Town?

by percentage of respondents who said "YES"



Source: ETC Institute (2019)

Section 4

Tabular Data

Q1. Which of the following best describes you?

<u>Q1. Which following best describes you</u>	<u>Number</u>	<u>Percent</u>
Guest of Snowmass Village (non-resident)	17	2.5 %
Year-round resident (10+ months per year)	349	51.6 %
Part-time resident of Snowmass Village	212	31.4 %
Roaring Fork Valley resident (outside of Snowmass Village)	82	12.1 %
Other	11	1.6 %
Not provided	5	0.7 %
Total	676	100.0 %

WITHOUT NOT PROVIDED

Q1. Which of the following best describes you? (without "not provided")

<u>Q1. Which following best describes you</u>	<u>Number</u>	<u>Percent</u>
Guest of Snowmass Village (non-resident)	17	2.5 %
Year-round resident (10+ months per year)	349	52.0 %
Part-time resident of Snowmass Village	212	31.6 %
Roaring Fork Valley resident (outside of Snowmass Village)	82	12.2 %
Other	11	1.6 %
Total	671	100.0 %

Q1a. Are you an employee within Snowmass Village?

Q1a. Are you an employee within Snowmass Village	Number	Percent
Yes	245	36.2 %
No	431	63.8 %
Total	676	100.0 %

Q1b. Are you a business owner/operator within Snowmass Village?

Q1b. Are you a business owner/operator within Snowmass Village	Number	Percent
Yes	104	15.4 %
No	572	84.6 %
Total	676	100.0 %

Q2. Overall, do you feel that the sense of community in Snowmass Village is:

Q2. What is overall sense of community in Snowmass Village	Number	Percent
Improving	211	31.2 %
Getting worse	102	15.1 %
Staying the same	268	39.6 %
Don't know/no opinion	95	14.1 %
Total	676	100.0 %

WITHOUT DON'T KNOW

Q2. Overall, do you feel that the sense of community in Snowmass Village is: (without "don't know/no opinion")

Q2. What is overall sense of community in Snowmass Village	Number	Percent
Improving	211	36.3 %
Getting worse	102	17.6 %
Staying the same	268	46.1 %
Total	581	100.0 %

Q3. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Town government and the Snowmass Village Community.

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by Town	22.2%	56.2%	14.8%	2.5%	0.6%	3.7%
Q3-2. Overall value that you receive for your tax & fees	16.1%	41.9%	22.9%	9.0%	2.8%	7.2%
Q3-3. Overall image of Town	17.3%	50.4%	16.6%	11.2%	3.0%	1.5%
Q3-4. Overall quality of life	40.5%	45.1%	8.1%	3.0%	0.6%	2.7%
Q3-5. Overall feeling of safety	64.3%	29.1%	2.2%	1.0%	0.9%	2.4%
Q3-6. Overall quality of representation you receive from Town Council	8.9%	26.9%	32.1%	8.7%	5.9%	17.5%

WITHOUT DON'T KNOW

Q3. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Town government and the Snowmass Village Community. (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by Town	23.0%	58.4%	15.4%	2.6%	0.6%
Q3-2. Overall value that you receive for your tax & fees	17.4%	45.1%	24.7%	9.7%	3.0%
Q3-3. Overall image of Town	17.6%	51.2%	16.8%	11.4%	3.0%
Q3-4. Overall quality of life	41.6%	46.4%	8.4%	3.0%	0.6%
Q3-5. Overall feeling of safety	65.9%	29.8%	2.3%	1.1%	0.9%
Q3-6. Overall quality of representation you receive from Town Council	10.8%	32.6%	38.9%	10.6%	7.2%

Q4. Do you own or rent your residence?

<u>Q4. Do you own or rent your residence</u>	<u>Number</u>	<u>Percent</u>
Own free-market unit	402	59.5 %
Own deed-restricted unit	108	16.0 %
Own a “fractional” unit	2	0.3 %
Rent free-market unit	55	8.1 %
Rent Town-owned unit	63	9.3 %
Other	28	4.1 %
Not provided	18	2.7 %
Total	676	100.0 %

WITHOUT NOT PROVIDED

Q4. Do you own or rent your residence? (without "not provided")

<u>Q4. Do you own or rent your residence</u>	<u>Number</u>	<u>Percent</u>
Own free-market unit	402	61.1 %
Own deed-restricted unit	108	16.4 %
Own a “fractional” unit	2	0.3 %
Rent free-market unit	55	8.4 %
Rent Town-owned unit	63	9.6 %
Other	28	4.3 %
Total	658	100.0 %

Q4-6. Other

<u>Q4-6. Other</u>	<u>Number</u>	<u>Percent</u>
ASC employee housing	1	3.6 %
Rent on-property apartment from my employer	1	3.6 %
I have employee housing through my full-time job.	1	3.6 %
Ski company housing	1	3.6 %
I live in my parents house and rent it out on Airbnb	1	3.6 %
Rent apartment outside Snowmass Village	1	3.6 %
Teacher housing	1	3.6 %
Rent employer owned unit	1	3.6 %
I rent an Aspen School District-owned unit	1	3.6 %
Out of town residence	1	3.6 %
Girl friend owns been here 15 years	1	3.6 %
I have an APCHA house in Aspen	1	3.6 %
Own in Aspen Village	1	3.6 %
Do not live in Snowmass Village	1	3.6 %
Own a single family home in the mid valley	1	3.6 %
Pitkin County employee housing	1	3.6 %
Rent teacher housing	1	3.6 %
Own outside of Snowmass Village	1	3.6 %
Live on property where husband works	1	3.6 %
Visitor	1	3.6 %
I am an original member of the Part Time Home Owners Association	1	3.6 %
Rent ASC employee housing	1	3.6 %
We own our house	1	3.6 %
Commercial property owner	1	3.6 %
Care-taker	1	3.6 %
Guest	1	3.6 %
Free market outside of Snowmass Village	1	3.6 %
<u>Considering purchasing Snowmass Village home</u>	<u>1</u>	<u>3.6 %</u>
Total	28	100.0 %

Q5. Please rate your level of satisfaction with your current residence:

Q5. How satisfied are you with your current residence	Number	Percent
Very satisfied	347	51.3 %
Satisfied	229	33.9 %
Neutral	54	8.0 %
Dissatisfied	18	2.7 %
Very dissatisfied	6	0.9 %
Not provided	22	3.3 %
Total	676	100.0 %

WITHOUT NOT PROVIDED

Q5. Please rate your level of satisfaction with your current residence: (without "not provided")

Q5. How satisfied are you with your current residence	Number	Percent
Very satisfied	347	53.1 %
Satisfied	229	35.0 %
Neutral	54	8.3 %
Dissatisfied	18	2.8 %
Very dissatisfied	6	0.9 %
Total	654	100.0 %

Q6. "Business Owners only from Question 1b" Using a scale of 1 to 5, where 5 means "very willing" and 1 means "very unwilling," please rate the level to which you would be interested in assisting with the following provisions of affordable/employee housing in the future:

(N=104)

	Very willing	Willing	Neutral	Unwilling	Very unwilling	Don't know
Q6-1. Lease housing for your employees	12.5%	19.2%	18.3%	9.6%	7.7%	32.7%
Q6-2. Construct units for employees	12.5%	18.3%	21.2%	12.5%	10.6%	25.0%
Q6-3. Subsidize employee rents	7.7%	13.5%	21.2%	20.2%	11.5%	26.0%
Q6-4. Provide down payments for employees	2.9%	7.7%	26.0%	19.2%	16.3%	27.9%
Q6-5. Contribute to employee damage deposits	2.9%	4.8%	18.3%	26.9%	19.2%	27.9%
Q6-6. Subsidize employee mortgage payments	3.8%	2.9%	20.2%	26.9%	21.2%	25.0%

WITHOUT NOT DON'T KNOW

Q6. "Business Owners only from Question 1b" Using a scale of 1 to 5, where 5 means "very willing" and 1 means "very unwilling," please rate the level to which you would be interested in assisting with the following provisions of affordable/employee housing in the future: (without "don't know")

(N=104)

	Very willing	Willing	Neutral	Unwilling	Very unwilling
Q6-1. Lease housing for your employees	18.6%	28.6%	27.1%	14.3%	11.4%
Q6-2. Construct units for employees	16.7%	24.4%	28.2%	16.7%	14.1%
Q6-3. Subsidize employee rents	10.4%	18.2%	28.6%	27.3%	15.6%
Q6-4. Provide down payments for employees	4.0%	10.7%	36.0%	26.7%	22.7%
Q6-5. Contribute to employee damage deposits	4.0%	6.7%	25.3%	37.3%	26.7%
Q6-6. Subsidize employee mortgage payments	5.1%	3.8%	26.9%	35.9%	28.2%

Q7. Using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important," please rate the level of importance you feel for the Town to build the following types of affordable housing options within Snowmass Village:

(N=676)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q7-1. Single family deed restricted homes	21.4%	14.8%	18.2%	14.1%	13.2%	18.3%
Q7-2. Deed restricted townhomes/duplexes	20.7%	19.2%	20.6%	9.9%	10.2%	19.4%
Q7-3. Deed restricted condominiums	20.4%	17.5%	22.6%	9.8%	10.1%	19.7%
Q7-4. Multi-family/apartment rental units	21.0%	18.6%	19.5%	12.4%	9.5%	18.9%
Q7-5. Senior housing	16.1%	13.0%	19.5%	16.6%	16.0%	18.8%

WITHOUT DON'T KNOW

Q7. Using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important," please rate the level of importance you feel for the Town to build the following types of affordable housing options within Snowmass Village: (without "don't know")

(N=676)

	Extremely important	Very important	Important	Less important	Not important
Q7-1. Single family deed restricted homes	26.3%	18.1%	22.3%	17.2%	16.1%
Q7-2. Deed restricted townhomes/duplexes	25.7%	23.9%	25.5%	12.3%	12.7%
Q7-3. Deed restricted condominiums	25.4%	21.7%	28.2%	12.2%	12.5%
Q7-4. Multi-family/apartment rental units	25.9%	23.0%	24.1%	15.3%	11.7%
Q7-5. Senior housing	19.9%	16.0%	24.0%	20.4%	19.7%

Q8. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following items regarding Town rental housing:

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Quality of housing	22.2%	46.0%	19.0%	11.1%	0.0%	1.6%
Q8-2. Level of service & unit upkeep	23.8%	38.1%	17.5%	17.5%	3.2%	0.0%

WITHOUT DON'T KNOW

Q8. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following items regarding Town rental housing: (without "don't know")

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Quality of housing	22.6%	46.8%	19.4%	11.3%	0.0%
Q8-2. Level of service & unit upkeep	23.8%	38.1%	17.5%	17.5%	3.2%

Q10. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following functions of the Town of Snowmass Village administration.

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Overall quality of service provided by Town Manager's Office	13.3%	33.7%	24.7%	3.0%	2.4%	22.9%
Q10-2. Overall quality of service provided by Town Clerk's Department	17.5%	36.2%	21.2%	0.6%	0.3%	24.3%
Q10-3. Availability of Town personnel to address your needs	17.0%	39.3%	19.7%	3.3%	1.3%	19.4%
Q10-4. Ease & efficiency of license application processes (business or liquor licenses)	4.9%	14.9%	15.5%	1.8%	1.2%	61.7%
Q10-5. Availability of/access to public records	6.8%	16.9%	20.0%	1.2%	0.3%	54.9%

WITHOUT DON'T KNOW

Q10. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following functions of the Town of Snowmass Village administration. (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Overall quality of service provided by Town Manager's Office	17.3%	43.8%	32.1%	3.8%	3.1%
Q10-2. Overall quality of service provided by Town Clerk's Department	23.0%	47.9%	27.9%	0.8%	0.4%
Q10-3. Availability of Town personnel to address your needs	21.1%	48.8%	24.4%	4.0%	1.7%
Q10-4. Ease & efficiency of license application processes (business or liquor licenses)	12.7%	39.0%	40.5%	4.6%	3.1%
Q10-5. Availability of/access to public records	15.1%	37.4%	44.3%	2.6%	0.7%

Q12. Town Council Strategic Goals: Please indicate how important each of the following Town Council Strategic Goals are to you when planning the Town's future using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important."

(N=676)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q12-1. Create more opportunities for effective communication & community engagement	16.6%	30.8%	37.7%	5.2%	1.5%	8.3%
Q12-2. Working regionally with local partners to solve significant issues (e.g. transit, housing)	30.0%	35.1%	24.7%	3.3%	1.9%	5.0%
Q12-3. Increase amount of affordable workforce & senior housing in Village	28.8%	25.6%	21.3%	9.8%	8.0%	6.5%
Q12-4. Improve Town's resiliency & environmental sustainability	30.8%	27.1%	24.4%	8.0%	3.4%	6.4%
Q12-5. Increase amount of community spaces (e.g. library, plaza) to create more community focused interaction	20.7%	25.9%	27.1%	14.2%	7.0%	5.2%
Q12-6. Maintain & increase public safety, parking, & transit by enhancing our connectivity	28.4%	31.7%	26.2%	6.8%	1.2%	5.8%

WITHOUT DON'T KNOW

Q12. Town Council Strategic Goals: Please indicate how important each of the following Town Council Strategic Goals are to you when planning the Town's future using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important." (without "don't know")

(N=676)

	Extremely important	Very important	Important	Less important	Not important
Q12-1. Create more opportunities for effective communication & community engagement	18.1%	33.5%	41.1%	5.6%	1.6%
Q12-2. Working regionally with local partners to solve significant issues (e.g. transit, housing)	31.6%	36.9%	26.0%	3.4%	2.0%
Q12-3. Increase amount of affordable workforce & senior housing in Village	30.9%	27.4%	22.8%	10.4%	8.5%
Q12-4. Improve Town's resiliency & environmental sustainability	32.9%	28.9%	26.1%	8.5%	3.6%
Q12-5. Increase amount of community spaces (e.g. library, plaza) to create more community focused interaction	21.8%	27.3%	28.5%	15.0%	7.3%
Q12-6. Maintain & increase public safety, parking, & transit by enhancing our connectivity	30.1%	33.6%	27.8%	7.2%	1.3%

Q13. Are there any issues not included in the Town Council's Strategic Goals listed in Question 12 that you feel should be one of the Town's top priorities?

Q13. Are there any issues not included in Town Council's Strategic Goals that should be Town's top priorities

	Number	Percent
Yes	147	21.7 %
No	529	78.3 %
Total	676	100.0 %

Q15. Have you utilized Community Development Department services (building & planning) within the past 12 months?

Q15. Have you utilized Community Development Department services within past 12 months

	Number	Percent
Yes	84	12.4 %
No	592	87.6 %
Total	676	100.0 %

Q15a. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of the Community Development Department.

(N=84)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15a-1. Courtesy of staff	36.9%	39.3%	15.5%	6.0%	0.0%	2.4%
Q15a-2. Fairness of staff	32.1%	31.0%	13.1%	4.8%	13.1%	6.0%
Q15a-3. Adequacy of staffing in the department	19.0%	38.1%	19.0%	4.8%	2.4%	16.7%
Q15a-4. Timeliness & efficiency	25.0%	28.6%	21.4%	9.5%	9.5%	6.0%
Q15a-5. Providing clear expectations of the process	23.8%	29.8%	19.0%	7.1%	13.1%	7.1%
Q15a-6. Amount of information required in applications	17.9%	27.4%	17.9%	7.1%	3.6%	26.2%
Q15a-7. Electronic permit application process	13.1%	21.4%	11.9%	3.6%	3.6%	46.4%

WITHOUT DON'T KNOW

Q15a. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of the Community Development Department. (without "don't know")

(N=84)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a-1. Courtesy of staff	37.8%	40.2%	15.9%	6.1%	0.0%
Q15a-2. Fairness of staff	34.2%	32.9%	13.9%	5.1%	13.9%
Q15a-3. Adequacy of staffing in the department	22.9%	45.7%	22.9%	5.7%	2.9%
Q15a-4. Timeliness & efficiency	26.6%	30.4%	22.8%	10.1%	10.1%
Q15a-5. Providing clear expectations of the process	25.6%	32.1%	20.5%	7.7%	14.1%
Q15a-6. Amount of information required in applications	24.2%	37.1%	24.2%	9.7%	4.8%
Q15a-7. Electronic permit application process	24.4%	40.0%	22.2%	6.7%	6.7%

Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions? Snowmass Village is...

Q15b. How does the process of working with the Department in Snowmass Village compare to other Jurisdictions

	Number	Percent
Better	35	41.7 %
Same	12	14.3 %
Worse	18	21.4 %
Don't know/no opinion	19	22.6 %
Total	84	100.0 %

WITHOUT DON'T KNOW

Q15b. Based on your experience with the Community Development Department, how does the process of working with the Department in Snowmass Village compare to other Jurisdictions? Snowmass Village is... (without "don't know/no opinion")

Q15b. How does the process of working with the Department in Snowmass Village compare to other Jurisdictions

	Number	Percent
Better	35	53.8 %
Same	12	18.5 %
Worse	18	27.7 %
Total	65	100.0 %

Q16. Please indicate if you feel the current amount of art on display in public places within Snowmass Village is "too much," "just right," or "not enough."

Q16. What do you think of the current amount of art on display in public places within Snowmass

<u>Village</u>	<u>Number</u>	<u>Percent</u>
Too much	68	10.1 %
Just right	286	42.3 %
Not enough	206	30.5 %
Don't know	116	17.2 %
Total	676	100.0 %

WITHOUT DON'T KNOW

Q16. Please indicate if you feel the current amount of art on display in public places within Snowmass Village is "too much," "just right," or "not enough." (without "don't know")

Q16. What do you think of the current amount of art on display in public places within Snowmass

<u>Village</u>	<u>Number</u>	<u>Percent</u>
Too much	68	12.1 %
Just right	286	51.1 %
Not enough	206	36.8 %
Total	560	100.0 %

Q18. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with each of the following aspects of Public Works services in the Town of Snowmass Village.

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Overall street maintenance	30.0%	55.5%	8.9%	2.1%	0.4%	3.1%
Q18-2. Snow removal	39.1%	47.5%	5.8%	3.0%	0.7%	4.0%
Q18-3. Solid waste & recycling services	28.0%	42.2%	12.9%	5.8%	1.9%	9.3%
Q18-4. Availability of information on solid waste & recycling services	17.2%	31.5%	23.2%	10.4%	1.3%	16.4%
Q18-5. Adequacy of information on how to properly dispose of solid waste	15.8%	30.9%	24.0%	10.1%	1.0%	18.2%
Q18-6. Level of service provided for rates/fees paid for solid waste & recycling services	13.9%	29.9%	25.3%	6.1%	3.1%	21.7%

WITHOUT DON'T KNOW

Q18. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with each of the following aspects of Public Works services in the Town of Snowmass Village. (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall street maintenance	31.0%	57.3%	9.2%	2.1%	0.5%
Q18-2. Snow removal	40.7%	49.5%	6.0%	3.1%	0.8%
Q18-3. Solid waste & recycling services	30.8%	46.5%	14.2%	6.4%	2.1%
Q18-4. Availability of information on solid waste & recycling services	20.5%	37.7%	27.8%	12.4%	1.6%
Q18-5. Adequacy of information on how to properly dispose of solid waste	19.3%	37.8%	29.3%	12.3%	1.3%
Q18-6. Level of service provided for rates/fees paid for solid waste & recycling services	17.8%	38.2%	32.3%	7.8%	4.0%

Q19. Composting in Snowmass Village: The Town is exploring composting options for residents. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services and bins?

Q19. Would you be willing to incur higher solid waste rates for addition of TOSV composting services & bins

	Number	Percent
Yes	274	40.5 %
No	318	47.0 %
Not provided	84	12.4 %
Total	676	100.0 %

WITHOUT NOT PROVIDED

Q19. Composting in Snowmass Village: The Town is exploring composting options for residents. Would you be willing to incur higher solid waste rates for the addition of TOSV composting services and bins? (without "not provided")

Q19. Would you be willing to incur higher solid waste rates for addition of TOSV composting services & bins

	Number	Percent
Yes	274	46.3 %
No	318	53.7 %
Total	592	100.0 %

Q20. When driving or riding in an automobile, please rate your level of satisfaction with the following intersections using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Brush Creek & Wood Rd. (new roundabout)	35.1%	42.0%	11.5%	4.3%	2.1%	5.0%
Q20-2. Wood Rd. & Carriage Way (mini roundabout)	10.5%	27.1%	20.6%	15.4%	19.7%	6.8%
Q20-3. Brush Creek Rd. & Owl Creek Rd. (single stop sign)	12.6%	34.3%	18.9%	19.4%	9.5%	5.3%
Q20-4. Brush Creek Rd. at Town Park Station/Rodeo	23.1%	52.2%	15.5%	2.8%	0.3%	6.1%
Q20-5. Brush Creek & Faraway Rd.	12.4%	49.0%	18.5%	6.7%	3.4%	10.1%
Q20-6. Brush Creek & Sinclair Rd.	12.3%	48.5%	21.6%	4.4%	1.8%	11.4%

WITHOUT DON'T KNOW

Q20. When driving or riding in an automobile, please rate your level of satisfaction with the following intersections using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Brush Creek & Wood Rd. (new roundabout)	36.9%	44.2%	12.1%	4.5%	2.2%
Q20-2. Wood Rd. & Carriage Way (mini roundabout)	11.3%	29.0%	22.1%	16.5%	21.1%
Q20-3. Brush Creek Rd. & Owl Creek Rd. (single stop sign)	13.3%	36.3%	20.0%	20.5%	10.0%
Q20-4. Brush Creek Rd. at Town Park Station/Rodeo	24.6%	55.6%	16.5%	3.0%	0.3%
Q20-5. Brush Creek & Faraway Rd.	13.8%	54.4%	20.6%	7.4%	3.8%
Q20-6. Brush Creek & Sinclair Rd.	13.9%	54.8%	24.4%	5.0%	2.0%

Q21. When walking or biking, please rate your level of satisfaction with the following intersections using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Brush Creek & Wood Rd. (new roundabout)	20.3%	35.2%	14.3%	5.8%	2.7%	21.7%
Q21-2. Wood Rd. & Carriage Way (mini roundabout)	9.2%	27.7%	19.4%	12.3%	8.6%	22.9%
Q21-3. Brush Creek Rd. & Owl Creek Rd. (single stop sign)	7.7%	23.8%	19.1%	17.2%	10.8%	21.4%
Q21-4. Brush Creek Rd. at Town Park Station/Rodeo	15.8%	43.5%	15.7%	2.5%	1.2%	21.3%
Q21-5. Brush Creek & Faraway Rd.	7.7%	30.6%	22.3%	7.2%	5.8%	26.3%
Q21-6. Brush Creek & Sinclair Rd.	8.0%	32.2%	22.9%	7.4%	3.3%	26.2%

WITHOUT DON'T KNOW

Q21. When walking or biking, please rate your level of satisfaction with the following intersections using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Brush Creek & Wood Rd. (new roundabout)	25.9%	45.0%	18.3%	7.4%	3.4%
Q21-2. Wood Rd. & Carriage Way (mini roundabout)	11.9%	35.9%	25.1%	15.9%	11.1%
Q21-3. Brush Creek Rd. & Owl Creek Rd. (single stop sign)	9.8%	30.3%	24.3%	21.8%	13.7%
Q21-4. Brush Creek Rd. at Town Park Station/Rodeo	20.1%	55.3%	19.9%	3.2%	1.5%
Q21-5. Brush Creek & Faraway Rd.	10.4%	41.6%	30.3%	9.8%	7.8%
Q21-6. Brush Creek & Sinclair Rd.	10.8%	43.7%	31.1%	10.0%	4.4%

Q22. Which traffic calming measure(s) currently used in Snowmass Village do you find acceptable for improving overall traffic flow and safety in Snowmass Village? And which techniques, if any, would you prefer NOT be used in Snowmass Village?

(N=676)

	Acceptable measure	Not acceptable measure	Don't know
Q22-1. Stop sign(s)	77.5%	7.4%	15.1%
Q22-2. Yield sign(s)	75.0%	8.6%	16.4%
Q22-3. Roundabout(s)	80.5%	9.3%	10.2%
Q22-4. Reduced speed limits	67.3%	14.6%	18.0%
Q22-5. Acceleration/de-acceleration lanes	63.2%	12.3%	24.6%
Q22-6. Crosswalks	86.7%	3.1%	10.2%
Q22-7. Pedestrian activated rapid flashing beacons at crosswalks	80.0%	8.6%	11.4%
Q22-8. Pedestrian islands/landscaped medians	75.3%	9.3%	15.4%

WITHOUT DON'T KNOW

Q22. Which traffic calming measure(s) currently used in Snowmass Village do you find acceptable for improving overall traffic flow and safety in Snowmass Village? And which techniques, if any, would you prefer NOT be used in Snowmass Village? (without "don't know")

(N=676)

	Acceptable measure	Not acceptable measure
Q22-1. Stop sign(s)	91.3%	8.7%
Q22-2. Yield sign(s)	89.7%	10.3%
Q22-3. Roundabout(s)	89.6%	10.4%
Q22-4. Reduced speed limits	82.1%	17.9%
Q22-5. Acceleration/de-acceleration lanes	83.7%	16.3%
Q22-6. Crosswalks	96.5%	3.5%
Q22-7. Pedestrian activated rapid flashing beacons at crosswalks	90.3%	9.7%
Q22-8. Pedestrian islands/landscaped medians	89.0%	11.0%

Q23. Using a scale of 1 to 5, where 5 means "strongly support" and 1 means "strongly oppose," please rate your level of support to construct sidewalks/pedestrian walkways at the following locations.

(N=676)

	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know
Q23-1. Brush Creek Rd.-Owl Creek Rd. to Faraway Rd.	35.8%	27.7%	14.8%	5.9%	3.0%	12.9%
Q23-2. Brush Creek Rd.-Faraway Rd. to Wood Rd.	32.4%	25.7%	17.6%	5.6%	3.4%	15.2%
Q23-3. Brush Creek Rd.-Wood Rd. to Mountain View	31.2%	25.1%	17.6%	4.1%	3.1%	18.8%
Q23-4. Brush Creek Rd.-Mountain View to Snowmass Mall	34.9%	25.9%	15.4%	3.4%	3.1%	17.3%

WITHOUT DON'T KNOW

Q23. Using a scale of 1 to 5, where 5 means "strongly support" and 1 means "strongly oppose," please rate your level of support to construct sidewalks/pedestrian walkways at the following locations. (without "don't know")

(N=676)

	Strongly support	Support	Neutral	Oppose	Strongly oppose
Q23-1. Brush Creek Rd.-Owl Creek Rd. to Faraway Rd.	41.1%	31.7%	17.0%	6.8%	3.4%
Q23-2. Brush Creek Rd.-Faraway Rd. to Wood Rd.	38.2%	30.4%	20.8%	6.6%	4.0%
Q23-3. Brush Creek Rd.-Wood Rd. to Mountain View	38.4%	31.0%	21.7%	5.1%	3.8%
Q23-4. Brush Creek Rd.-Mountain View to Snowmass Mall	42.2%	31.3%	18.6%	4.1%	3.8%

Q25. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Police services in the Town of Snowmass Village.

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q25-1. Animal services	36.8%	24.1%	13.6%	3.0%	2.5%	20.0%
Q25-2. Friendliness & approachability	56.4%	28.6%	6.8%	1.2%	0.1%	7.0%
Q25-3. Trustworthiness	52.5%	30.2%	6.7%	1.0%	0.3%	9.3%
Q25-4. Department's efforts to prevent crime	43.6%	32.7%	7.8%	0.7%	0.4%	14.6%
Q25-5. Enforcement of local traffic laws	36.2%	37.4%	12.0%	3.1%	2.7%	8.6%
Q25-6. Enforcement of parking restrictions	29.9%	36.1%	17.5%	3.0%	2.1%	11.5%
Q25-7. How quickly personnel respond to emergencies	40.8%	24.6%	6.5%	0.1%	0.0%	28.0%
Q25-8. Overall quality of police services	51.9%	31.4%	8.0%	0.4%	0.3%	8.0%

WITHOUT DON'T KNOW

Q25. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Police services in the Town of Snowmass Village. (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Animal services	46.0%	30.1%	17.0%	3.7%	3.1%
Q25-2. Friendliness & approachability	60.6%	30.7%	7.3%	1.3%	0.2%
Q25-3. Trustworthiness	57.9%	33.3%	7.3%	1.1%	0.3%
Q25-4. Department's efforts to prevent crime	51.1%	38.3%	9.2%	0.9%	0.5%
Q25-5. Enforcement of local traffic laws	39.6%	40.9%	13.1%	3.4%	2.9%
Q25-6. Enforcement of parking restrictions	33.8%	40.8%	19.7%	3.3%	2.3%
Q25-7. How quickly personnel respond to emergencies	56.7%	34.1%	9.0%	0.2%	0.0%
Q25-8. Overall quality of police services	56.4%	34.1%	8.7%	0.5%	0.3%

Q26. Based on your experience, please indicate if you feel the current levels of Police presence is "too much," "just right," or "not enough."

(N=676)

	Too much	Just right	Not enough	Don't know
Q26-1. Traffic patrol	7.5%	73.4%	7.5%	11.5%
Q26-2. Residential patrol	1.6%	63.5%	11.8%	23.1%
Q26-3. Retail/business patrol	1.3%	54.6%	5.3%	38.8%
Q26-4. Presence at special events	3.4%	74.7%	3.1%	18.8%
Q26-5. Liquor-serving establishments	2.1%	55.5%	4.7%	37.7%

WITHOUT DON'T KNOW**Q26. Based on your experience, please indicate if you feel the current levels of Police presence is "too much," "just right," or "not enough." (without "don't know")**

(N=676)

	Too much	Just right	Not enough
Q26-1. Traffic patrol	8.5%	82.9%	8.5%
Q26-2. Residential patrol	2.1%	82.5%	15.4%
Q26-3. Retail/business patrol	2.2%	89.1%	8.7%
Q26-4. Presence at special events	4.2%	92.0%	3.8%
Q26-5. Liquor-serving establishments	3.3%	89.1%	7.6%

Q28. Would you utilize any of the following programs and/or transportation alternatives to driving your own vehicle if they were offered in Snowmass Village?

Q28. Would you utilize any following programs and/or transportation alternatives to driving your own vehicle

	Number	Percent
Car share program (e.g. Car To Go)	115	17.0 %
Bike share program (e.g. We-Cycle)	166	24.6 %
Dedicated bike lanes	308	45.6 %
Total	589	

Q29. Do you ride the Village Shuttle?

Q29. Do you ride Village Shuttle	Number	Percent
Yes	514	76.0 %
No	162	24.0 %
Total	676	100.0 %

Q29a. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Village Shuttle services in the Town of Snowmass Village.

(N=514)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q29a-1. Timely/punctual service	49.4%	39.1%	5.6%	1.9%	0.4%	3.5%
Q29a-2. Shuttle driver courtesy/helpfulness	52.7%	36.2%	6.2%	1.4%	0.4%	3.1%
Q29a-3. Ease of access/location of stops & routes	42.0%	43.4%	5.8%	4.3%	1.4%	3.1%
Q29a-4. Information in brochures & handouts	30.7%	37.2%	17.7%	3.1%	0.6%	10.7%
Q29a-5. Information at bus stops	26.3%	40.9%	18.5%	6.2%	0.8%	7.4%
Q29a-6. Information on website (www.villageshuttle.com)	25.3%	30.5%	14.0%	2.5%	0.4%	27.2%
Q29a-7. Information on map apps (Google maps, Apple maps, Transit app, etc.)	20.6%	26.1%	13.6%	3.3%	0.8%	35.6%
Q29a-8. Service hours & frequency	30.2%	45.9%	10.5%	7.2%	0.8%	5.4%
Q29a-9. Sense of safety	53.7%	39.3%	2.9%	0.6%	0.0%	3.5%
Q29a-10. Comfort & cleanliness of shuttles	54.7%	35.8%	4.3%	1.0%	0.2%	4.1%

WITHOUT DON'T KNOW

Q29a. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Village Shuttle services in the Town of Snowmass Village. (without "don't know")

(N=514)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q29a-1. Timely/punctual service	51.2%	40.5%	5.8%	2.0%	0.4%
Q29a-2. Shuttle driver courtesy/helpfulness	54.4%	37.3%	6.4%	1.4%	0.4%
Q29a-3. Ease of access/location of stops & routes	43.4%	44.8%	6.0%	4.4%	1.4%
Q29a-4. Information in brochures & handouts	34.4%	41.6%	19.8%	3.5%	0.7%
Q29a-5. Information at bus stops	28.4%	44.1%	20.0%	6.7%	0.8%
Q29a-6. Information on website (www.villageshuttle.com)	34.8%	42.0%	19.3%	3.5%	0.5%
Q29a-7. Information on map apps (Google maps, Apple maps, Transit app, etc.)	32.0%	40.5%	21.1%	5.1%	1.2%
Q29a-8. Service hours & frequency	31.9%	48.6%	11.1%	7.6%	0.8%
Q29a-9. Sense of safety	55.6%	40.7%	3.0%	0.6%	0.0%
Q29a-10. Comfort & cleanliness of shuttles	57.0%	37.3%	4.5%	1.0%	0.2%

Q30. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Parking and Parking Management in the Town of Snowmass Village.

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q30-1. Availability of parking in winter	9.6%	31.8%	21.9%	21.7%	7.7%	7.2%
Q30-2. Availability of parking in summer	15.1%	43.0%	19.4%	10.8%	5.5%	6.2%
Q30-3. Parking permit fees	10.2%	28.8%	23.4%	8.9%	4.7%	24.0%
Q30-4. Availability of parking information	7.8%	26.3%	33.4%	9.3%	3.4%	19.7%

WITHOUT DON'T KNOW

Q30. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following aspects of Parking and Parking Management in the Town of Snowmass Village. (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q30-1. Availability of parking in winter	10.4%	34.3%	23.6%	23.4%	8.3%
Q30-2. Availability of parking in summer	16.1%	45.9%	20.7%	11.5%	5.8%
Q30-3. Parking permit fees	13.4%	37.9%	30.7%	11.7%	6.2%
Q30-4. Availability of parking information	9.8%	32.8%	41.6%	11.6%	4.2%

Q32. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following functions of the Tourism Department, and the overall value the community receives for their services.

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q32-1. Appeal of special events offered in summer	21.3%	47.8%	14.9%	6.7%	3.0%	6.4%
Q32-2. Appeal of special events offered in winter	14.2%	47.2%	21.3%	7.8%	1.8%	7.7%
Q32-3. Promotion of Snowmass Village through marketing, advertising, public relations, etc.	13.3%	38.5%	23.8%	8.4%	2.8%	13.2%
Q32-4. Group sales & lodge bookings generated for Snowmass properties	9.9%	22.6%	23.7%	4.7%	3.6%	35.5%
Q32-5. Guest service centers at Town Park Station & Snowmass Mall	12.1%	29.9%	23.4%	4.6%	1.2%	28.8%

WITHOUT DON'T KNOW

Q32. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your level of satisfaction with the following functions of the Tourism Department, and the overall value the community receives for their services. (without "don't know")

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q32-1. Appeal of special events offered in summer	22.7%	51.0%	16.0%	7.1%	3.2%
Q32-2. Appeal of special events offered in winter	15.4%	51.1%	23.1%	8.5%	1.9%
Q32-3. Promotion of Snowmass Village through marketing, advertising, public relations, etc.	15.3%	44.3%	27.4%	9.7%	3.2%
Q32-4. Group sales & lodge bookings generated for Snowmass properties	15.4%	35.1%	36.7%	7.3%	5.5%
Q32-5. Guest service centers at Town Park Station & Snowmass Mall	17.0%	42.0%	32.8%	6.4%	1.7%

Q33. Based on your experience, please indicate if you feel the current amount of special events hosted in Snowmass Village is "too much," "not enough," or "just right."

(N=676)

	Too much	Just right	Not enough	Don't know
Q33-1. Number of special events offered in summer	13.5%	56.4%	21.0%	9.2%
Q33-2. Number of special events offered in winter	4.9%	56.4%	24.7%	14.1%

WITHOUT DON'T KNOW

Q33. Based on your experience, please indicate if you feel the current amount of special events hosted in Snowmass Village is "too much," "not enough," or "just right." (without "don't know")

(N=676)

	Too much	Just right	Not enough
Q33-1. Number of special events offered in summer	14.8%	62.1%	23.1%
Q33-2. Number of special events offered in winter	5.7%	65.6%	28.7%

Q34. What is the best way for you to receive information about Tourism events, local offerings, and activities?

Q34. What is the best way for you to receive information about Tourism events, local offerings, & activities

	Number	Percent
Main tourism website (gosnowmass.com)	287	42.5 %
Main town website (tosv.com)	200	29.6 %
Bikesnowmass.com	33	4.9 %
Hikesnowmass.com	25	3.7 %
VIKsnowmass.com	9	1.3 %
Guest Service Center at Town Park Station	36	5.3 %
Guest Service Center at Snowmass Mall	59	8.7 %
Newspapers	351	51.9 %
Radio	85	12.6 %
E-blasts (emails)	295	43.6 %
Posters/flyers	141	20.9 %
Mailers	58	8.6 %
Social media	207	30.6 %
Other	20	3.0 %
Total	1806	

Q34-14. Other

<u>Q34-14. Other</u>	<u>Number</u>	<u>Percent</u>
Word of mouth	9	45.0 %
Banners at Woodbridge	2	10.0 %
Facebook	1	5.0 %
There needs to be a central repository of all activities where people can go	1	5.0 %
Skicos website	1	5.0 %
Aspen Ski Co	1	5.0 %
Face to face	1	5.0 %
ASPEN APP	1	5.0 %
I like the cards in the mailbox	1	5.0 %
Bulletin board at Snowmass Center	1	5.0 %
<u>Aspen/Snowmass website</u>	<u>1</u>	<u>5.0 %</u>
Total	20	100.0 %

Q36. Based on your experience(s) with our local parks and trails, please rate your level of satisfaction with each of the following trail systems and rule enforcement.

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q36-1. Trail etiquette exhibited by other trail users	12.4%	46.2%	13.9%	12.7%	3.8%	10.9%
Q36-2. Overall enforcement of seasonal trail closures	19.2%	45.0%	12.4%	2.4%	0.7%	20.3%
Q36-3. Overall enforcement of leash laws	10.7%	29.1%	17.2%	15.4%	10.7%	17.0%
Q36-4. Overall enforcement of trail rules (e.g. no dogs, equestrian only, etc.)	9.5%	33.0%	21.2%	11.7%	7.0%	17.8%
Q36-5. Overall enforcement of Nordic trail rules	7.2%	25.9%	16.6%	3.7%	2.4%	44.2%
Q36-6. Condition of park facilities & fields	23.7%	50.4%	8.4%	1.9%	0.3%	15.2%
Q36-7. Condition of paved surface trails & paths	16.3%	50.1%	12.0%	7.4%	1.8%	12.4%
Q36-8. Connectivity & effectiveness of trail network	18.0%	51.6%	9.9%	6.1%	0.7%	13.6%
Q36-9. Adequacy of trail information at trailheads	15.4%	43.6%	16.0%	7.1%	1.6%	16.3%
Q36-10. Adequacy of trail information available online	12.7%	32.8%	15.7%	5.5%	0.7%	32.5%
Q36-11. Adequacy of wayfinding signage along trails	12.9%	40.8%	17.8%	8.0%	1.8%	18.8%

WITHOUT DON'T KNOW**Q36. Based on your experience(s) with our local parks and trails, please rate your level of satisfaction with each of the following trail systems and rule enforcement. (without "don't know")**

(N=676)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q36-1. Trail etiquette exhibited by other trail users	14.0%	51.8%	15.6%	14.3%	4.3%
Q36-2. Overall enforcement of seasonal trail closures	24.1%	56.4%	15.6%	3.0%	0.9%
Q36-3. Overall enforcement of leash laws	12.8%	35.1%	20.7%	18.5%	12.8%
Q36-4. Overall enforcement of trail rules (e.g. no dogs, equestrian only, etc.)	11.5%	40.1%	25.7%	14.2%	8.5%
Q36-5. Overall enforcement of Nordic trail rules	13.0%	46.4%	29.7%	6.6%	4.2%
Q36-6. Condition of park facilities & fields	27.9%	59.5%	9.9%	2.3%	0.3%
Q36-7. Condition of paved surface trails & paths	18.6%	57.3%	13.7%	8.4%	2.0%
Q36-8. Connectivity & effectiveness of trail network	20.9%	59.8%	11.5%	7.0%	0.9%
Q36-9. Adequacy of trail information at trailheads	18.4%	52.1%	19.1%	8.5%	1.9%
Q36-10. Adequacy of trail information available online	18.9%	48.7%	23.2%	8.1%	1.1%
Q36-11. Adequacy of wayfinding signage along trails	15.8%	50.3%	21.9%	9.8%	2.2%

Q38. Do you feel well informed on current issues facing the Town? Please select a number from 1 to 10 where 10 means "extremely informed" and 1 means "not at all informed."

(N=676)

	Extre- mely inform- ed	9	8	7	6	5	4	3	2	Not at all inform- ed	Not provid- ed
Q38. Are you well informed on current issues facing Town	4.7%	8.7%	18.3%	19.5%	12.3%	12.7%	8.0%	4.9%	3.1%	3.4%	4.3%

WITHOUT DON'T KNOW

Q38. Do you feel well informed on current issues facing the Town? Please select a number from 1 to 10 where 10 means "extremely informed" and 1 means "not at all informed." (without "not provided")

(N=676)

	Extreme- ly informed	9	8	7	6	5	4	3	2	Not at all informed
Q38. Are you well informed on current issues facing Town	4.9%	9.1%	19.2%	20.4%	12.8%	13.3%	8.3%	5.1%	3.2%	3.6%

Q39. How do you currently access government news and information, including information about Town services?

Q39. How do you currently access government news & information, including information about Town services

	Number	Percent
Town website (www.tosv.com)	292	43.2 %
Town e-newsletters/alerts	278	41.1 %
Newspaper articles	454	67.2 %
Newspaper advertisements	123	18.2 %
Social media (Facebook/Twitter)	144	21.3 %
Friends/family/word of mouth	270	39.9 %
Forums or meetings	51	7.5 %
Grassroots TV/CGTV	22	3.3 %
Other	9	1.3 %
Total	1643	

Q39-9. Other

Q39-9. Other	Number	Percent
Radio	1	11.1 %
Newspaper	1	11.1 %
Brian is great spreading the word about important happenings in the Town	1	11.1 %
Town information board at the center	1	11.1 %
Top of the Village newsletters	1	11.1 %
Mailers	1	11.1 %
Condominium management letter	1	11.1 %
Information sent by property managers	1	11.1 %
Destination resorts	1	11.1 %
Total	9	100.0 %

Q40. Do you feel your voice is adequately heard by the Town?

Q40. Is your voice adequately heard by Town	Number	Percent
Yes	180	26.6 %
No	131	19.4 %
Don't know/no opinion	365	54.0 %
Total	676	100.0 %

WITHOUT DON'T KNOW**Q40. Do you feel your voice is adequately heard by the Town? (without "don't know/no opinion")**

Q40. Is your voice adequately heard by Town	Number	Percent
Yes	180	57.9 %
No	131	42.1 %
Total	311	100.0 %

Q41. Are you a registered voter in Snowmass Village?

Q41. Are you a registered voter in Snowmass Village	Number	Percent
Yes	310	45.9 %
No	350	51.8 %
Not provided	16	2.4 %
Total	676	100.0 %

WITHOUT NOT PROVIDED**Q41. Are you a registered voter in Snowmass Village? (without "not provided")**

Q41. Are you a registered voter in Snowmass Village	Number	Percent
Yes	310	47.0 %
No	350	53.0 %
Total	660	100.0 %

**Q42a. How long have you lived within, or owned property within the Town of Snowmass Village?
(Residents only)**

Q42a. How long have you lived or owned property within Town of Snowmass Village	Number	Percent
Less than 1 year	15	2.7 %
1-5 years	89	15.9 %
6-15 years	131	23.4 %
15+ years	318	56.7 %
Not provided	8	1.4 %
Total	561	100.0 %

WITHOUT NOT PROVIDED

**Q42a. How long have you lived within, or owned property within the Town of Snowmass Village?
(Residents only) (without "not provided")**

Q42a. How long have you lived or owned property within Town of Snowmass Village	Number	Percent
Less than 1 year	15	2.7 %
1-5 years	89	16.1 %
6-15 years	131	23.7 %
15+ years	318	57.5 %
Total	553	100.0 %

Q42b. What is your zip code?

<u>Q42b. What is your zip code</u>	<u>Number</u>	<u>Percent</u>
10022	1	0.1 %
10024	1	0.1 %
10028	1	0.1 %
10065	1	0.1 %
10549	1	0.1 %
10580	1	0.1 %
11201	1	0.1 %
11710	1	0.1 %
15143	1	0.1 %
16803	1	0.1 %
19426	1	0.1 %
20815	1	0.1 %
20852	1	0.1 %
23185	1	0.1 %
28480	1	0.1 %
28803	1	0.1 %
29909	1	0.1 %
29926	1	0.1 %
30097	1	0.1 %
30577	1	0.1 %
32541	1	0.1 %
33062	1	0.1 %
33330	1	0.1 %
33408	2	0.3 %
33432	1	0.1 %
33446	1	0.1 %
33486	1	0.1 %
33912	1	0.1 %
33957	1	0.1 %
34215	1	0.1 %
34236	1	0.1 %
35223	1	0.1 %
37069	1	0.1 %
38133	1	0.1 %
40222	1	0.1 %
44233	1	0.1 %
45040	1	0.1 %
45206	1	0.1 %
45434	1	0.1 %
45805	1	0.1 %
46250	1	0.1 %
46256	1	0.1 %
47906	1	0.1 %
48236	1	0.1 %
48302	1	0.1 %
52401	1	0.1 %
54952	1	0.1 %

Q42b. What is your zip code?

Q42b. What is your zip code	Number	Percent
55331	1	0.1 %
60010	1	0.1 %
60091	2	0.3 %
60521	1	0.1 %
60540	1	0.1 %
60613	1	0.1 %
60654	1	0.1 %
61254	1	0.1 %
61822	1	0.1 %
63105	1	0.1 %
63141	1	0.1 %
67206	1	0.1 %
68154	1	0.1 %
70124	1	0.1 %
72205	1	0.1 %
74003	1	0.1 %
74114	1	0.1 %
75205	1	0.1 %
75225	3	0.4 %
75701	1	0.1 %
77401	1	0.1 %
77566	1	0.1 %
78703	1	0.1 %
78731	1	0.1 %
78746	1	0.1 %
80015	1	0.1 %
80126	1	0.1 %
80132	1	0.1 %
80134	1	0.1 %
80207	1	0.1 %
80227	1	0.1 %
80301	1	0.1 %
80448	1	0.1 %
80525	1	0.1 %
81403	1	0.1 %
81601	3	0.4 %
81611	33	4.9 %
81615	482	71.3 %
81621	14	2.1 %
81623	27	4.0 %
81625	1	0.1 %
81652	1	0.1 %
81654	9	1.3 %
87063	1	0.1 %
87102	1	0.1 %
87505	1	0.1 %
90803	1	0.1 %

Q42b. What is your zip code?

Q42b. What is your zip code	Number	Percent
91304	1	0.1 %
91320	1	0.1 %
92629	1	0.1 %
92705	1	0.1 %
94061	1	0.1 %
94526	1	0.1 %
95404	1	0.1 %
98391	1	0.1 %
Not provided	8	1.2 %
Total	676	100.0 %

Q43. What is your age?

Q43. Your age	Number	Percent
18-28 years	25	3.7 %
29-39 years	90	13.3 %
40-54 years	146	21.6 %
55-64 years	145	21.4 %
64-75 years	184	27.2 %
>75 years	58	8.6 %
Not provided	28	4.1 %
Total	676	100.0 %

WITHOUT NOT PROVIDED**Q43. What is your age? (without "not provided")**

Q43. Your age	Number	Percent
18-28 years	25	3.9 %
29-39 years	90	13.9 %
40-54 years	146	22.5 %
55-64 years	145	22.4 %
64-75 years	184	28.4 %
>75 years	58	9.0 %
Total	648	100.0 %

Q44. Would you describe yourself as...

<u>Q44. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islanders	5	0.7 %
Caucasian (non-Hispanic)	584	86.4 %
Latino or Hispanic	15	2.2 %
Native American or Aleut	4	0.6 %
Other	6	0.9 %
Total	614	

Q44-6. Other

<u>Q44-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	33.3 %
Brown	1	16.7 %
Asian Indian and Jewish	1	16.7 %
Descendants of European immigrants	1	16.7 %
French & Mexican	1	16.7 %
Total	6	100.0 %

Q45. What is your approximate combined household annual income?Q45. Your approximate total household annual
income

	Number	Percent
<\$49,999K	58	8.6 %
\$50K-\$74,999	78	11.5 %
\$75K-\$99,999	62	9.2 %
\$100K-\$149,999	85	12.6 %
\$150K-\$249,999	83	12.3 %
\$250K-\$399,999	49	7.2 %
\$400K-\$599,999	22	3.3 %
>\$600K	56	8.3 %
Not provided	183	27.1 %
Total	676	100.0 %

WITHOUT NOT PROVIDED**Q45. What is your approximate combined household annual income? (without "not provided")**Q45. Your approximate total household annual
income

	Number	Percent
<\$49,999K	58	11.8 %
\$50K-\$74,999	78	15.8 %
\$75K-\$99,999	62	12.6 %
\$100K-\$149,999	85	17.2 %
\$150K-\$249,999	83	16.8 %
\$250K-\$399,999	49	9.9 %
\$400K-\$599,999	22	4.5 %
>\$600K	56	11.4 %
Total	493	100.0 %