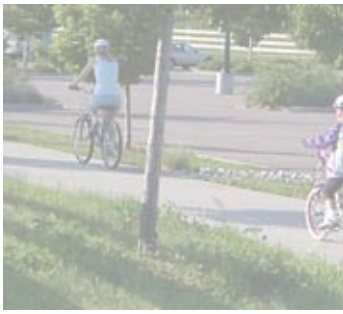
Initial Results of
2011 Community Survey

TOWN OF CASTLE ROCK COLORADO

EXCELLENCE • DEDICATION • SERVICE



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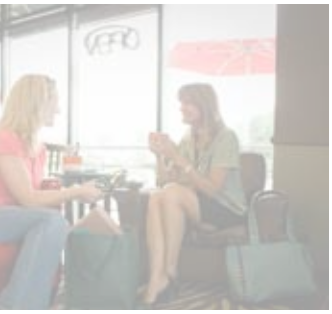
Why do a **community survey?**

- Community surveys are considered the most reliable barometer of public sentiment
- Last community survey was in 2005 – Town has changed
- Part of the Town's 2011 Major Work Projects Program



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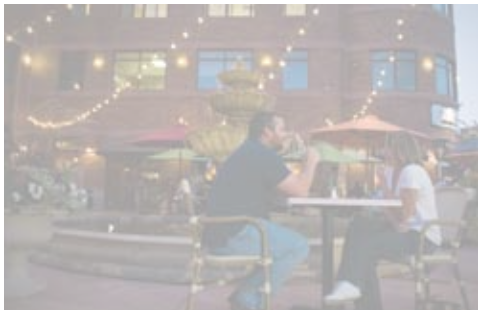
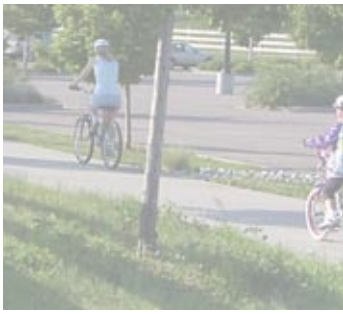


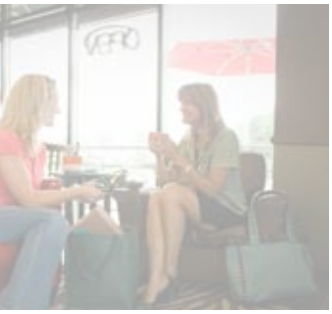
Survey **background**

- Conducted online survey of residents and licensed business owners (at Community Leadership Group suggestion) between May 16 and June 17
  - 1,500 responses; 1,100 usable
  - Residents: 99% confidence and 4.12 margin of error; businesses, 95% and 6.65
  - Follow-up phone calls with 50 residents, 20 business owners



Overall **results**

- Town is doing a very solid job; virtually all services rated “excellent” to “OK”
- Residents are engaged, practical and reasonable, and care about the Town’s future
- Highest score North Star hasseen in 10-year existence for recommending Castle Rock as a place to live



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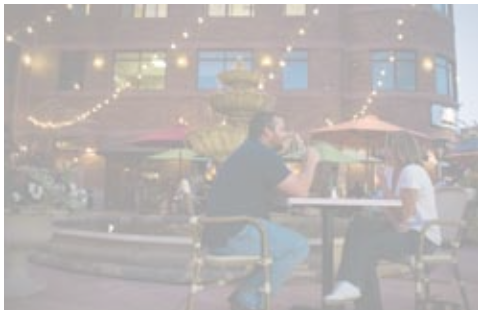
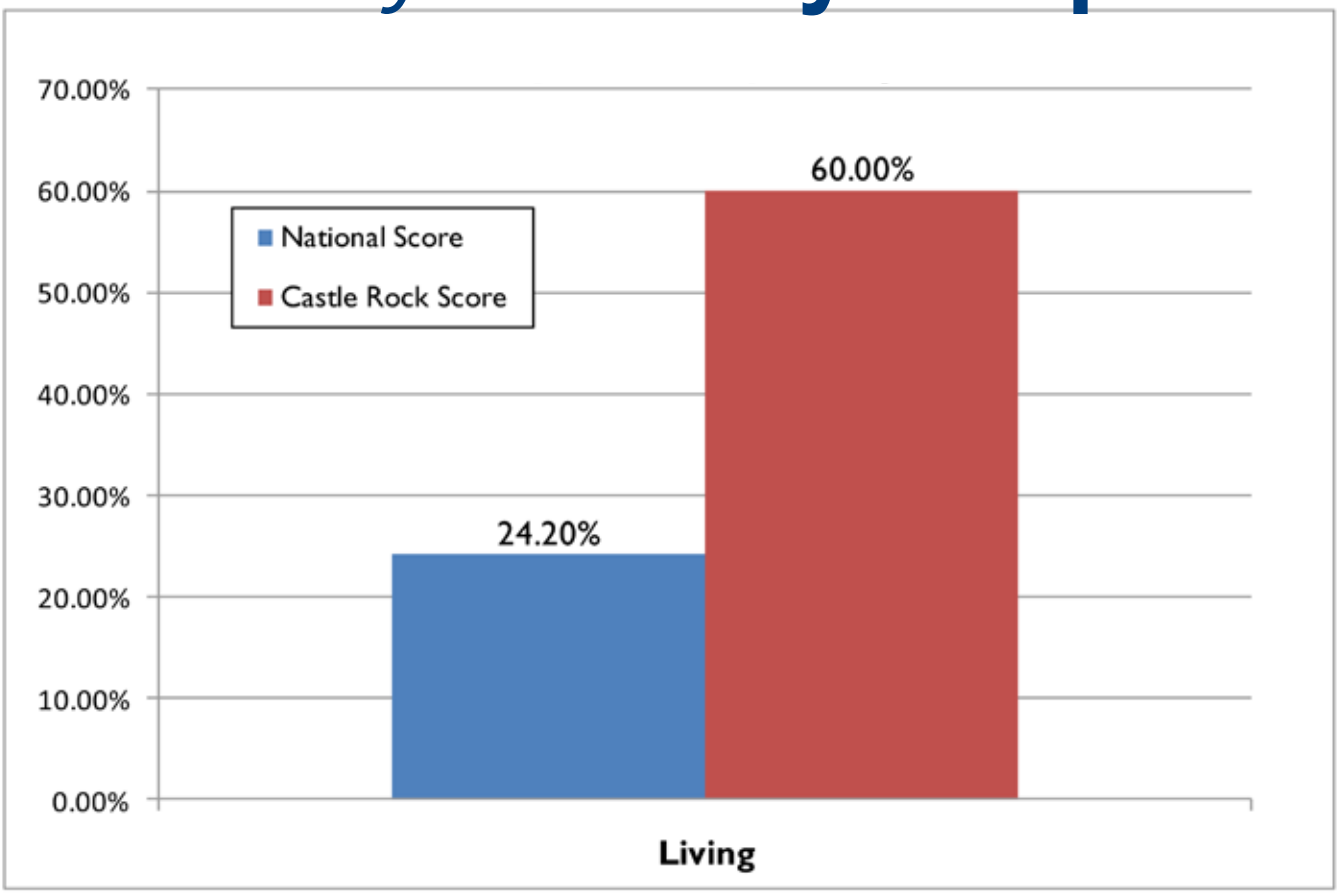
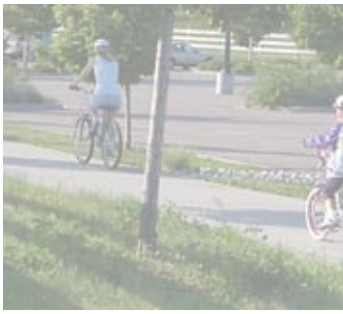


Community **Advocacy Comparison**

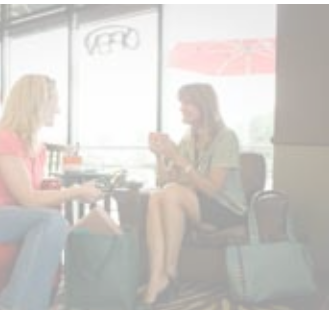


In every community survey North Star Destination Strategies completes, it asks residents how likely they are to recommend their Town as a place to live. North Star subtracts the percentage of people who would not make such a recommendation from the percentage of people who would make that recommendation to obtain an overall percentage. North Star has seen an eight-year average of 24.2%. **Castle Rock's average was 60% - the highest the firm has ever seen.**



Overall **results**

- Most respondents agree with the Town's vision and priorities (below)
    1. Securing long-term water
    2. Economic development
    3. Maintaining outstanding public health and safety services
    4. Implementing an updated parks and trails plan
    5. Constructing the North Meadows Extension



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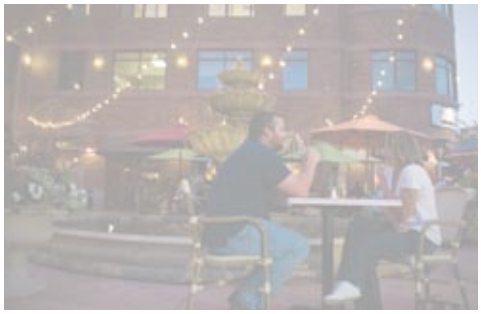
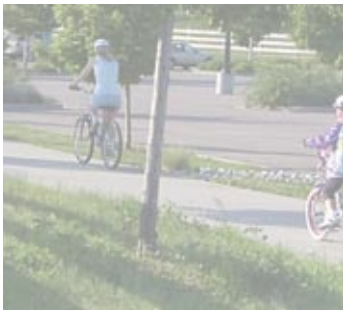


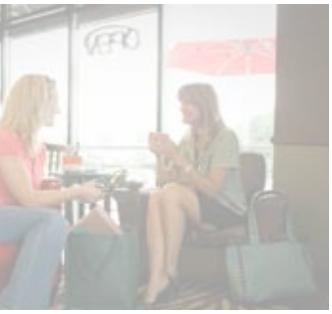
Overall **results**

- Quality of life rated 1.83 on 1-5 scale where 1 is best
  - Small-town feel, central location, scenic beauty and outdoor opportunities all important
  - High feeling of overall safety in Castle Rock (1.72)
  - Confirmed the work being done on employment and entertainment opportunities is needed



Overall **results**

- Water is the top priority; other issues on respondents' mindsare economic sustainability and public transit
    - Many supported elimination of CATCO, but minority dissatisfied, and it carried to other areas
    - "Tough budget decision" increased confidence
    - Respondents not willing to pay new tax for any type of transit



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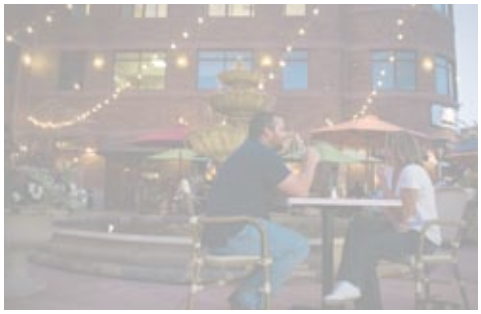
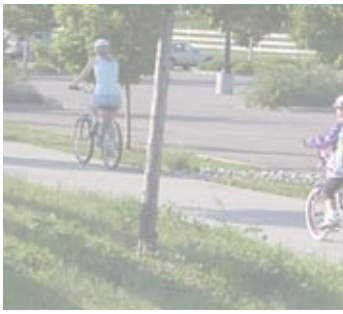


Overall **results**

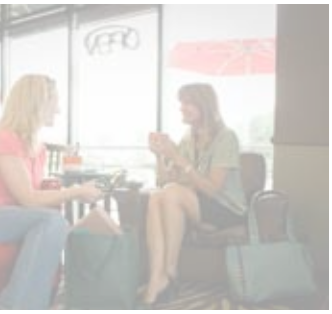
- Misconceptions exist related to how much property tax theTown receives
  - Residents think 29%
  - Businesses think 24%
  - **Actual range is 1-2.3%**
- When informed, residents were even more surprised that the Town has maintained a small-town feel AND managed growth



Town **Services**

1-Excellent 2-Good 3-OK 4-Fair 5-Poor

- Police Department: 1.83-2.77
- Fire Department: 1.12-1.64
- Parks and Recreation: 1.73-2.94
- Parks in every neighborhood and trail connections seen as a lower priority given the economy and water needs
- Public Works: 2.23-3.02



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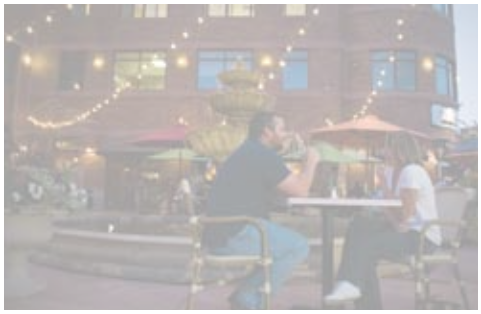
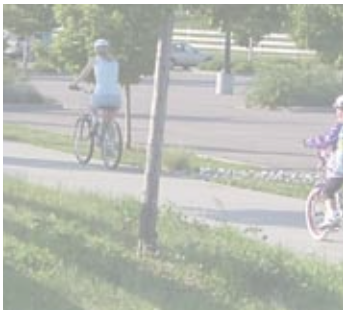


Town **services**

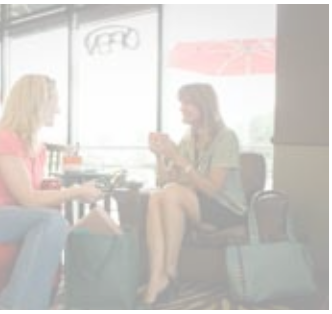
1-Excellent 2-Good 3-OK 4-Fair 5-Poor

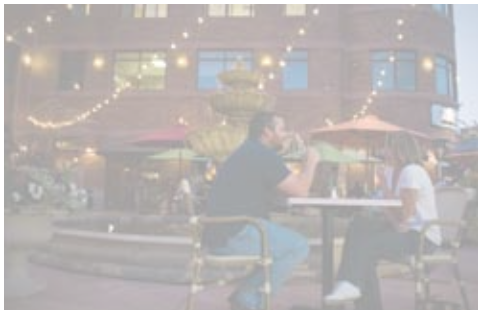
- Development Services: 2.38-3.29
    - Town doing well on smart growth
- Municipal Court: 2.2-2.43



Town **Businesses**

- Most business owners also residents, so opinions/ concerns are similar
- Businesses enjoy quality of Town, services; hopeful about economy (as of survey end in mid-June)
- Small businesses need sales and marketing assistance





Next **steps**

- Full report available at CRgov.com/2011survey on Aug. 19
- Will include full details, suggest follow-up items, list resident ideas, etc.
- Results will be shared with CLG, Town staff, media, other stakeholders
- Information will be available for strategic planning and 2012 budgeting purposes