

PRESENTATION BY  
**Chris Cares**  
RRC Associates

**Vail Community  
Survey 2020**



**TOWN OF VAIL**



**RRC**  
ASSOCIATES

[www.rrcassociates.com](http://www.rrcassociates.com)

# Overview of Presentation

- Introduction to Surveys/Survey Methodology
- Resident type, Registered voters, Location in town, etc.
- Satisfaction Ratings of Town Departments
- Evaluation of Policy Topics
- Overview of Open-ended Comments Tool
- [LINK](#)
- Questions/Discussion of Findings

# Community Survey Methods

- 2020 Survey program was designed to be directly comparable to past studies (2018, 2016, 2014, 2012, and 2010) in terms of methods of data collection and presentation of results.
- While many survey questions have remained the same, Council and staff participated in the design of a variety of new survey questions fielded in 2020.
- As in past studies, year-round residents and part-time homeowners were sent a postcard invitation to the web survey with two passwords per card.
- Residents were able to request paper surveys by phone as an alternative.
- Later, an “open link” was advertised for the web survey.
- After submitting survey responses, participants were asked if they wanted to be added to the TOV email contact list. Over 500 participants provided contact information.



# Community Survey Responses

## Responses – Survey Responses by Year

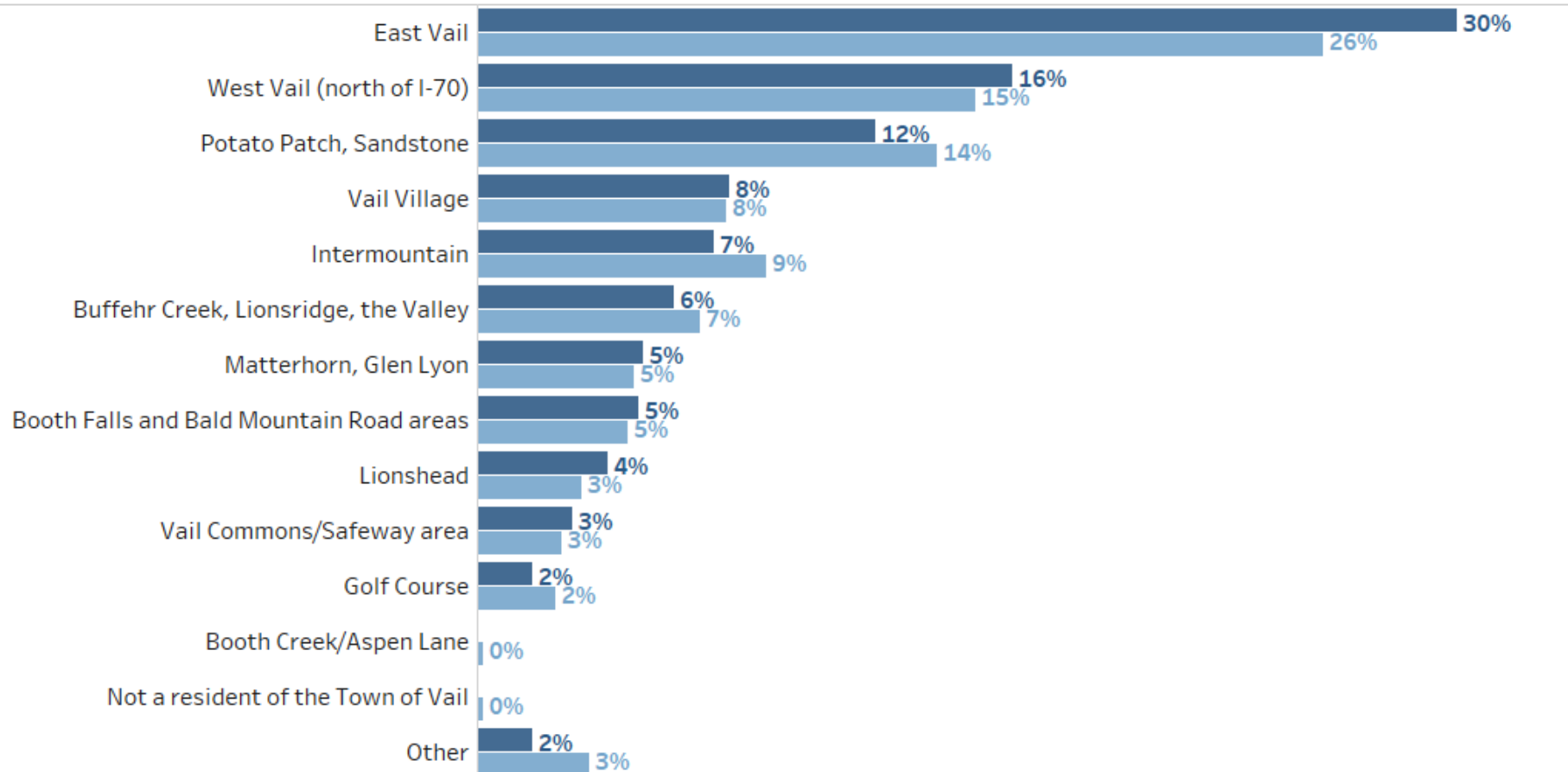
2012	2014	2016	2018	2020	Survey Version
412	487	541	562	680	Invitation
265	292	376	509	668	Open Link
<b>677</b>	<b>779</b>	<b>917</b>	<b>1,071</b>	<b>1,348</b>	<b>Total Responses</b>

**Note - responses in this PowerPoint presentation are based on the Invite Survey unless otherwise noted. The number of responses vary by question.**

# Location

Q 1: Location of Residence within Town of Vail

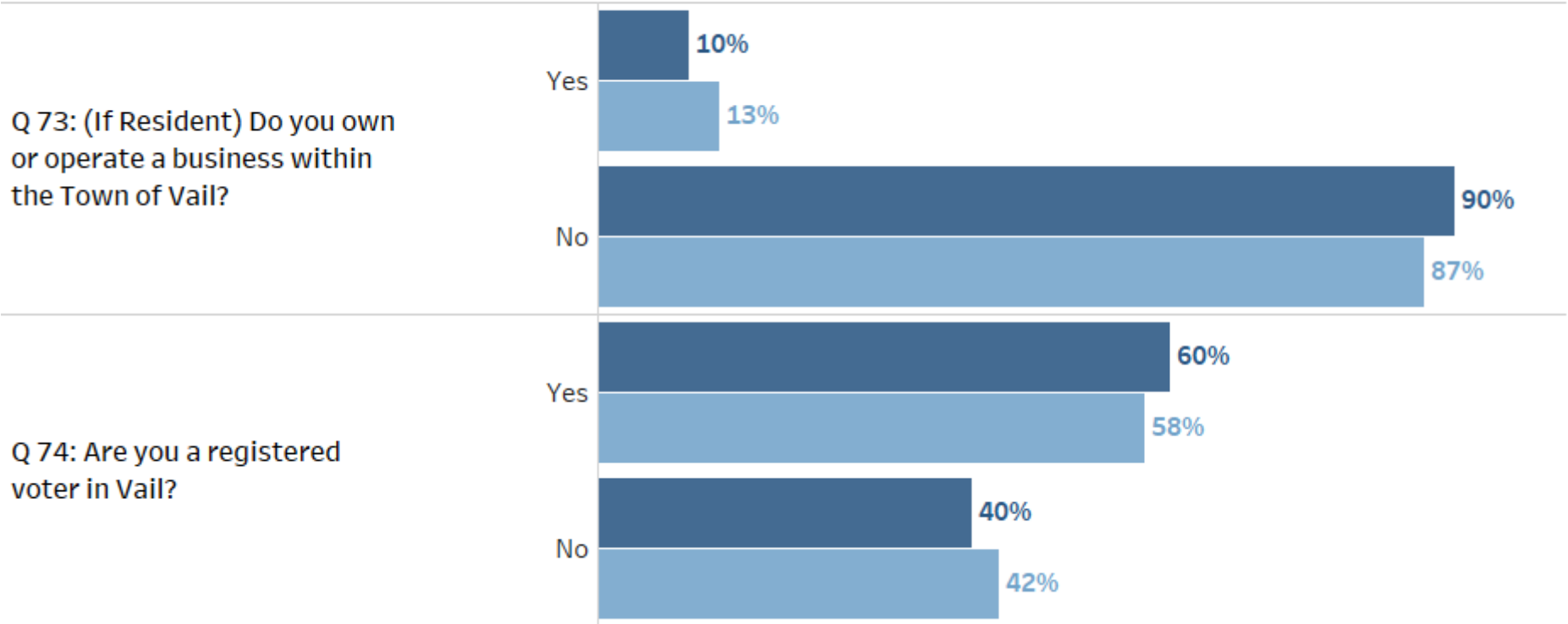
■ 2020 ■ 2018



Source: RRC Associates

# Business Ownership & Voter Registration

■ 2020 ■ 2018

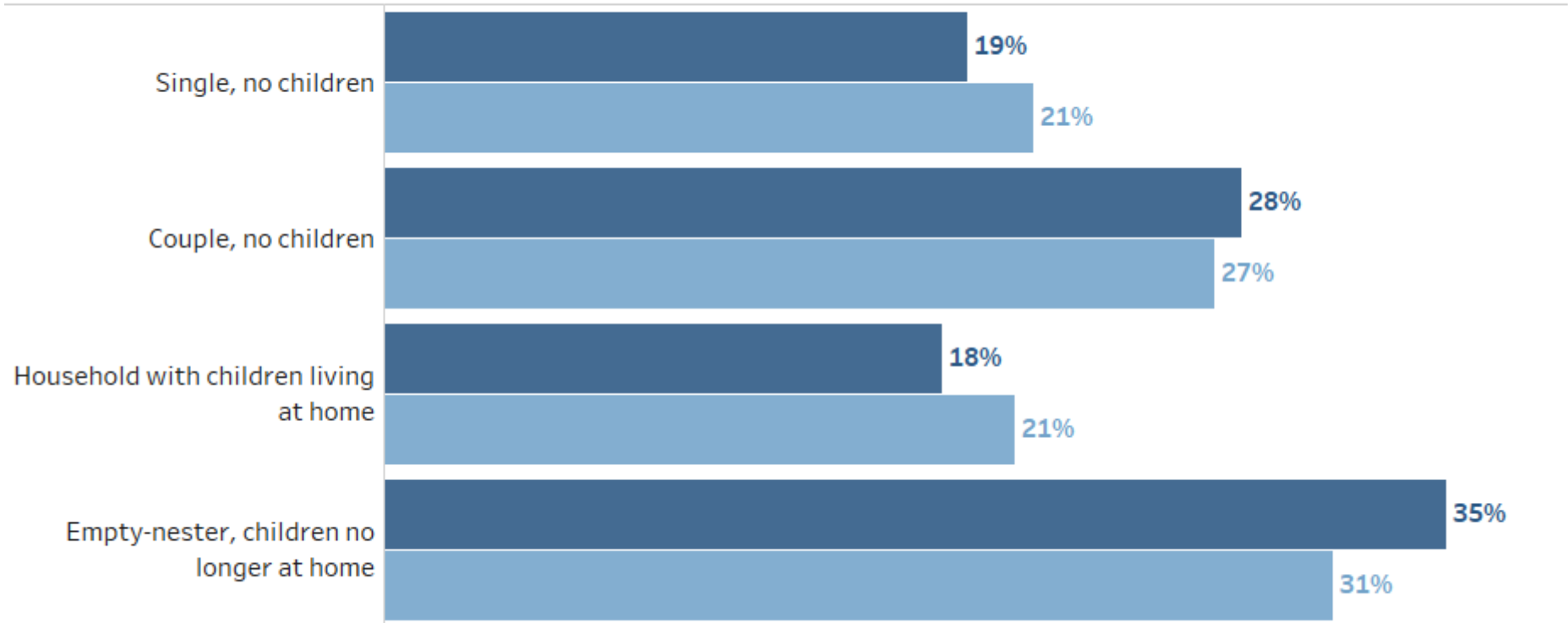


Source: RRC Associates

# Household Type

Q 75: Which of these categories best describes your household status?

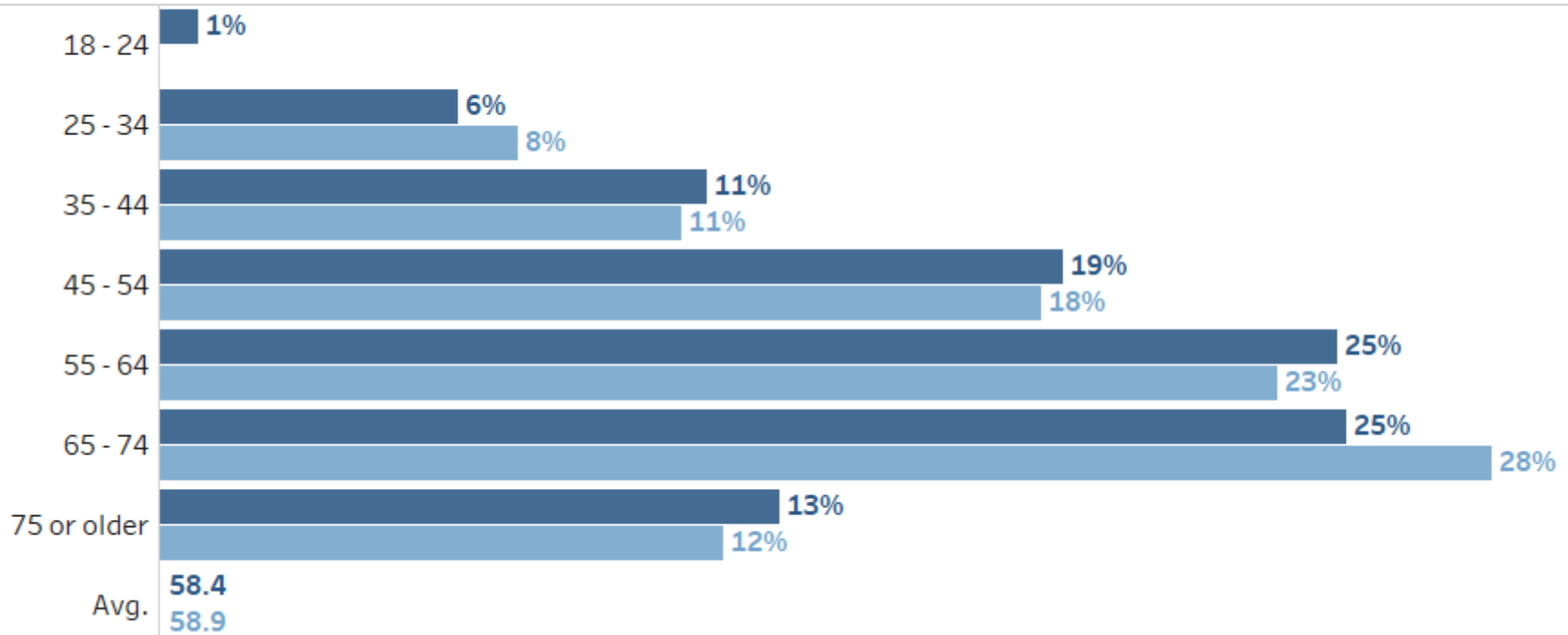
■ 2020 ■ 2018



Source: RRC Associates

# Age

Q 77: Age of respondent | 2020 2018



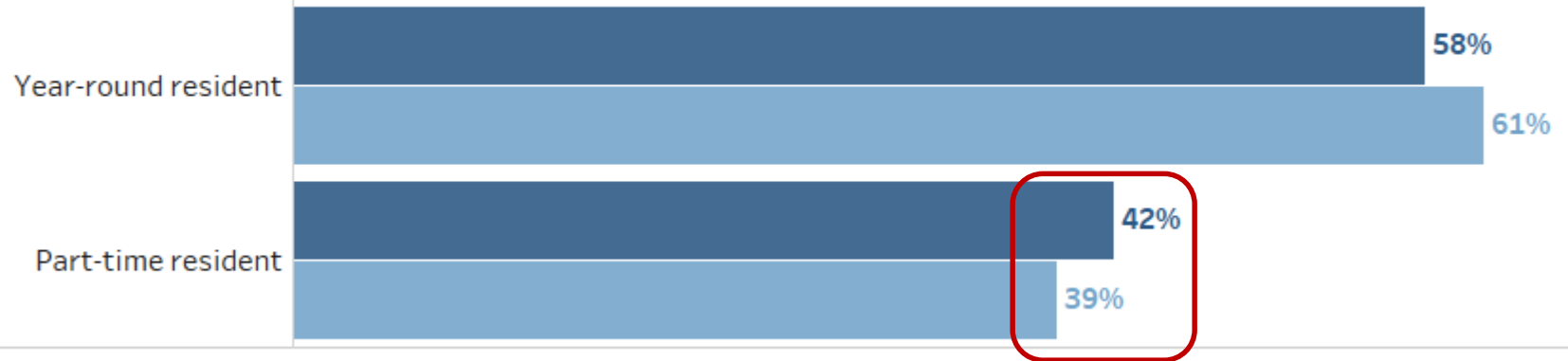
Source: RRC Associates



# Respondent Type

Q 2: Which of the following best describes you?

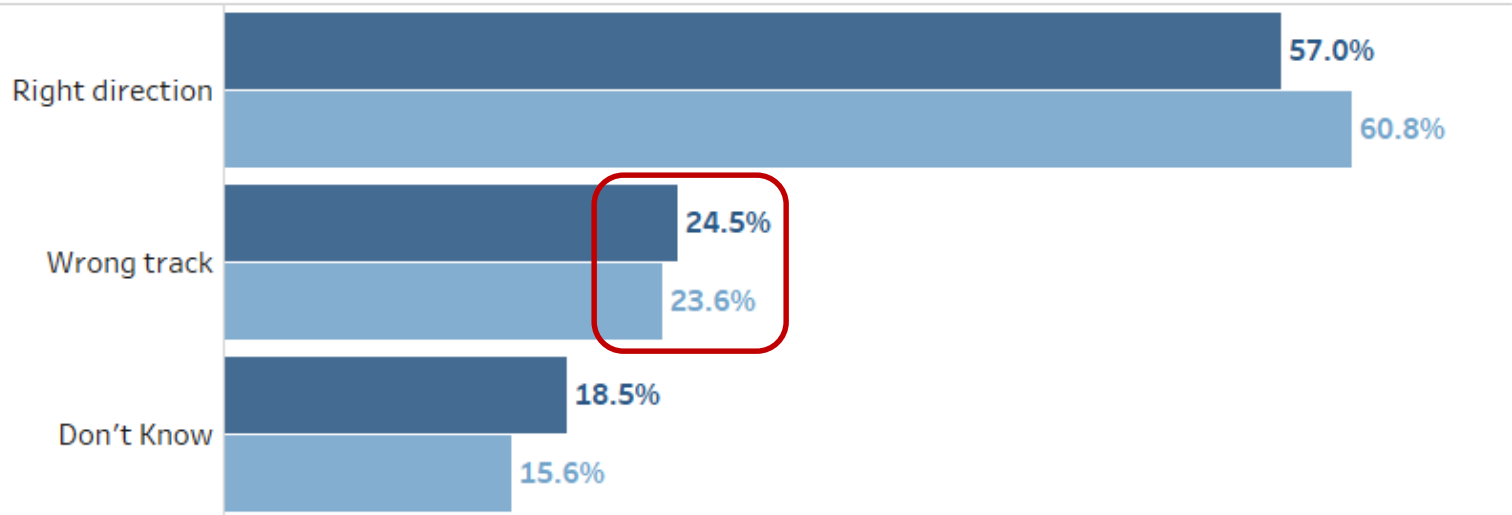
■ 2020 ■ 2018



Source: RRC Associates

# Right Direction / Wrong Track

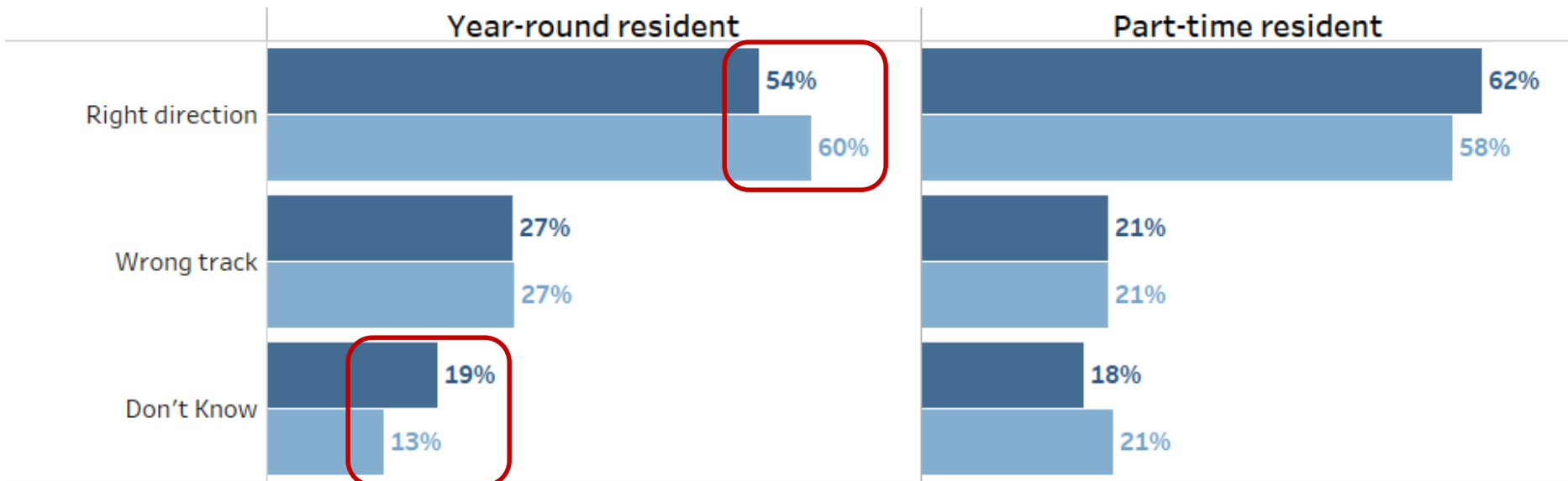
Q 4: Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track? | 2020 2018



Source: RRC Associates

# Right Direction / Wrong Track by Respondent Type

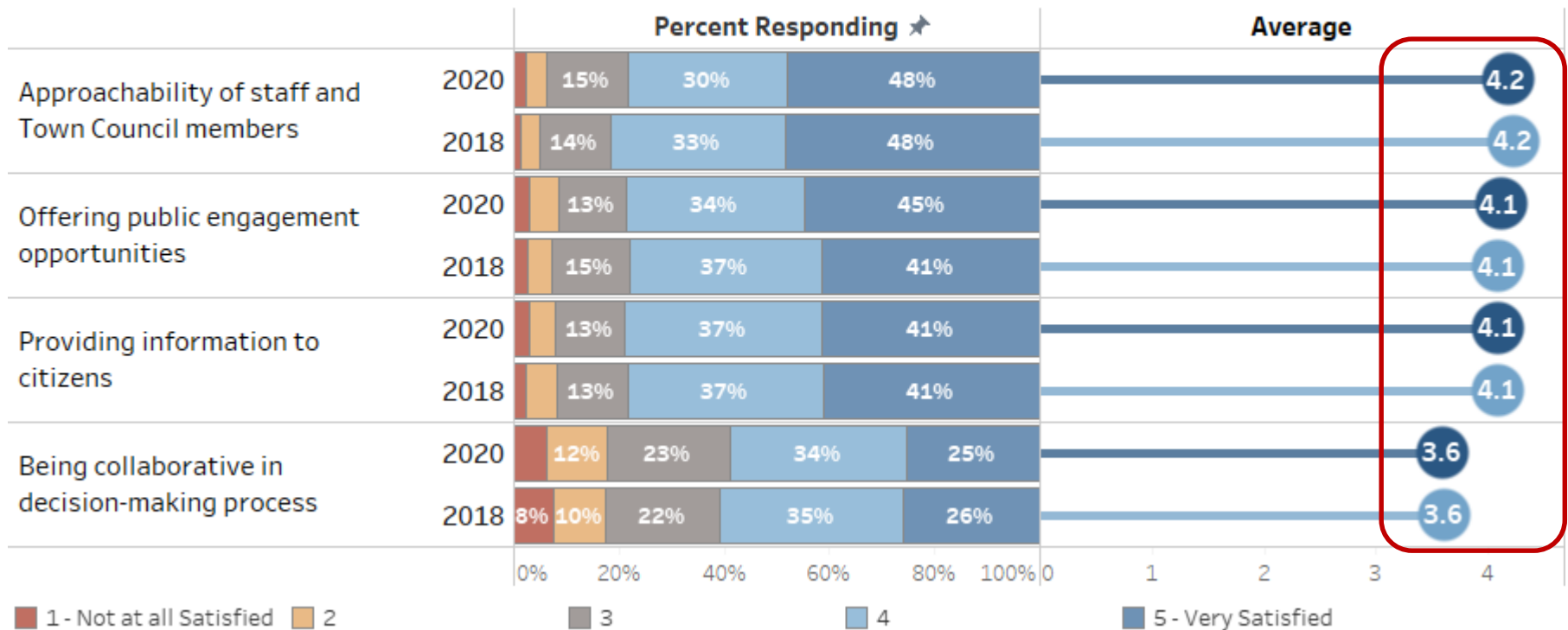
Q 4: Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track? | ■ 2020 ■ 2018



Source: RRC Associates

# Satisfaction with TOV Local Government

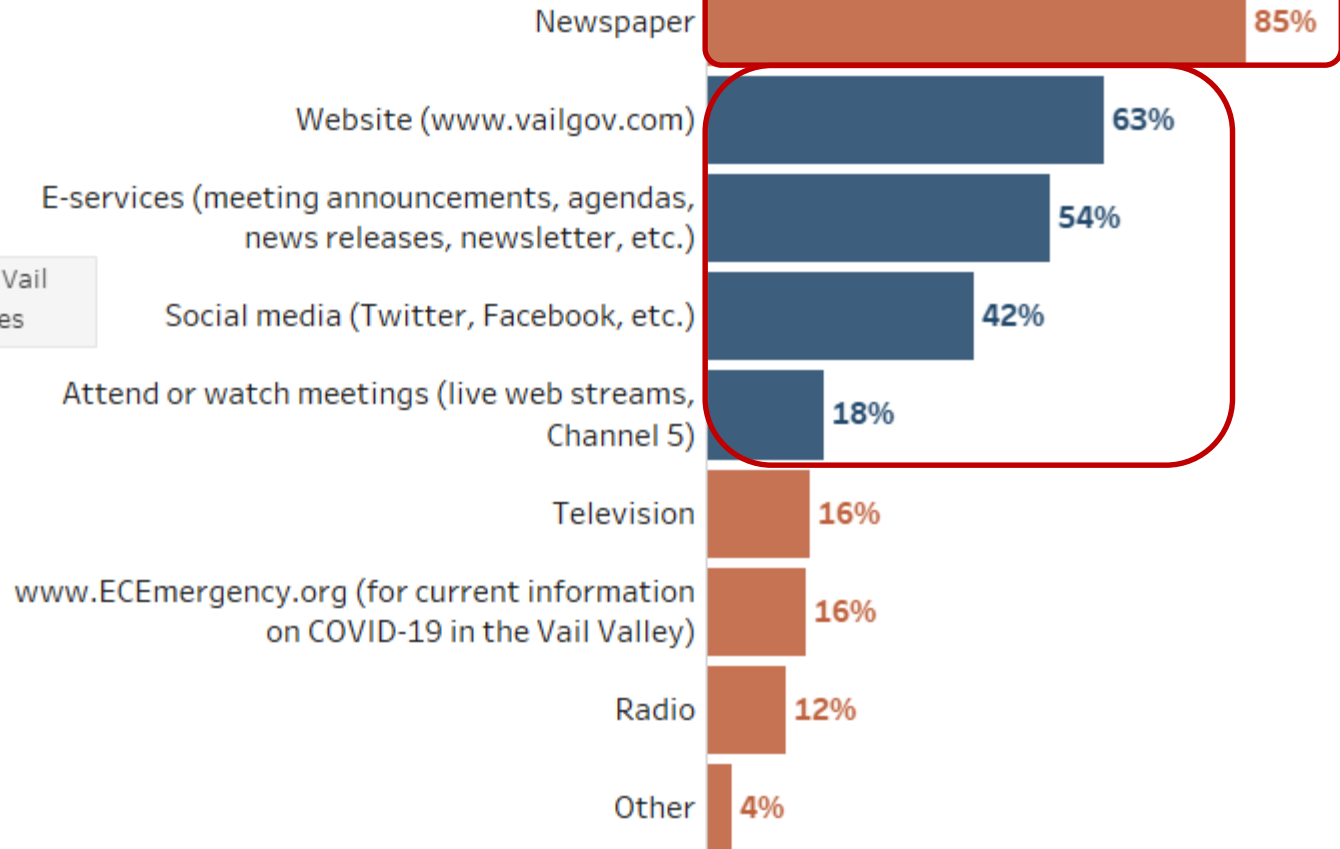
Q 5: Using the 1 to 5 scale below, how satisfied are you with the Town of Vail local government in terms of providing information to citizens about what local government is doing, including offering ample public engagement opportunities, approachability, and being collaborative in the decision-making process?



# Methods of Receiving Information about TOV

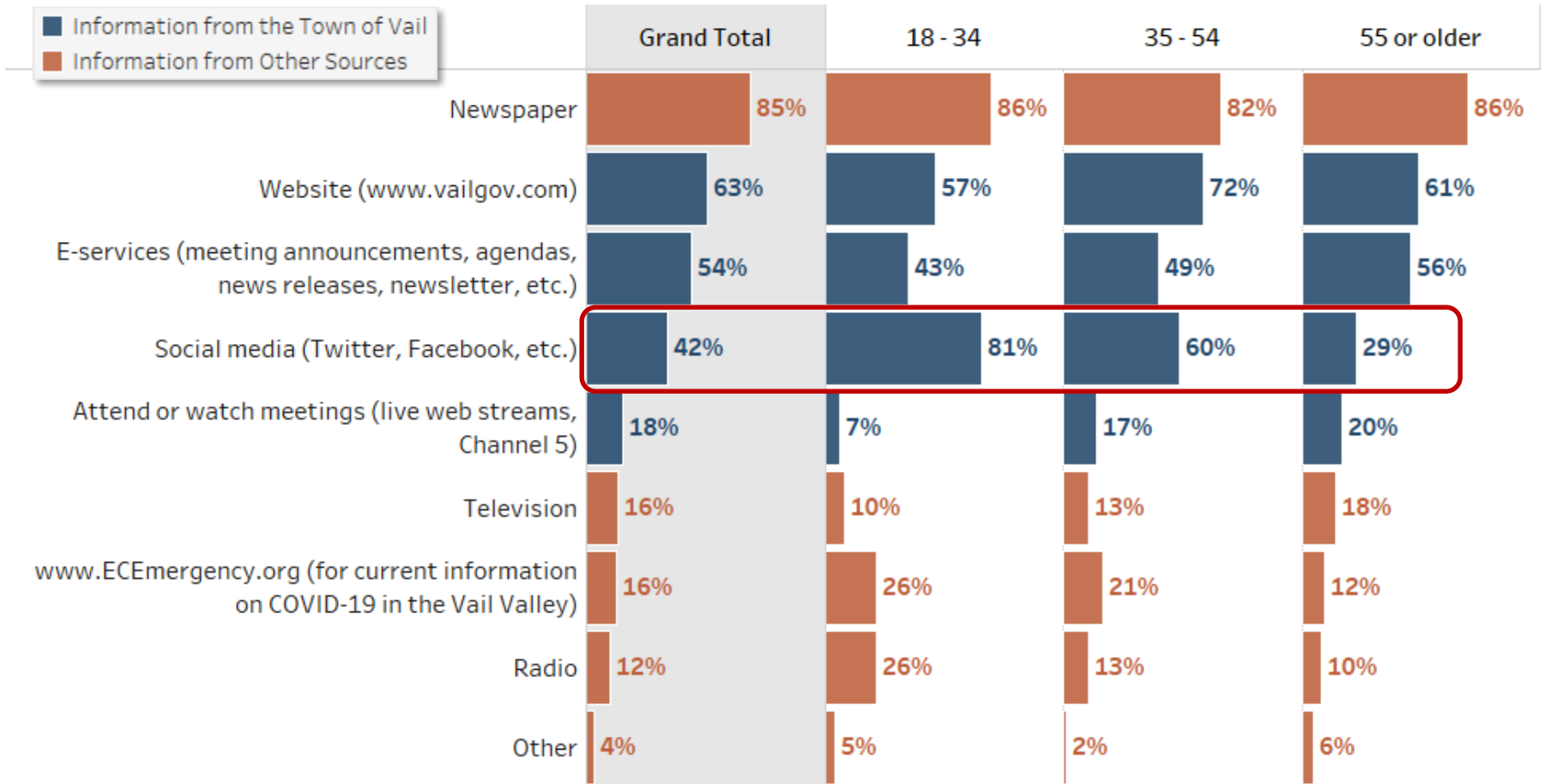
Q 40: How do you receive information about the Town of Vail that may be of interest to you? (2019 Only)

■ Information from the Town of Vail  
■ Information from Other Sources



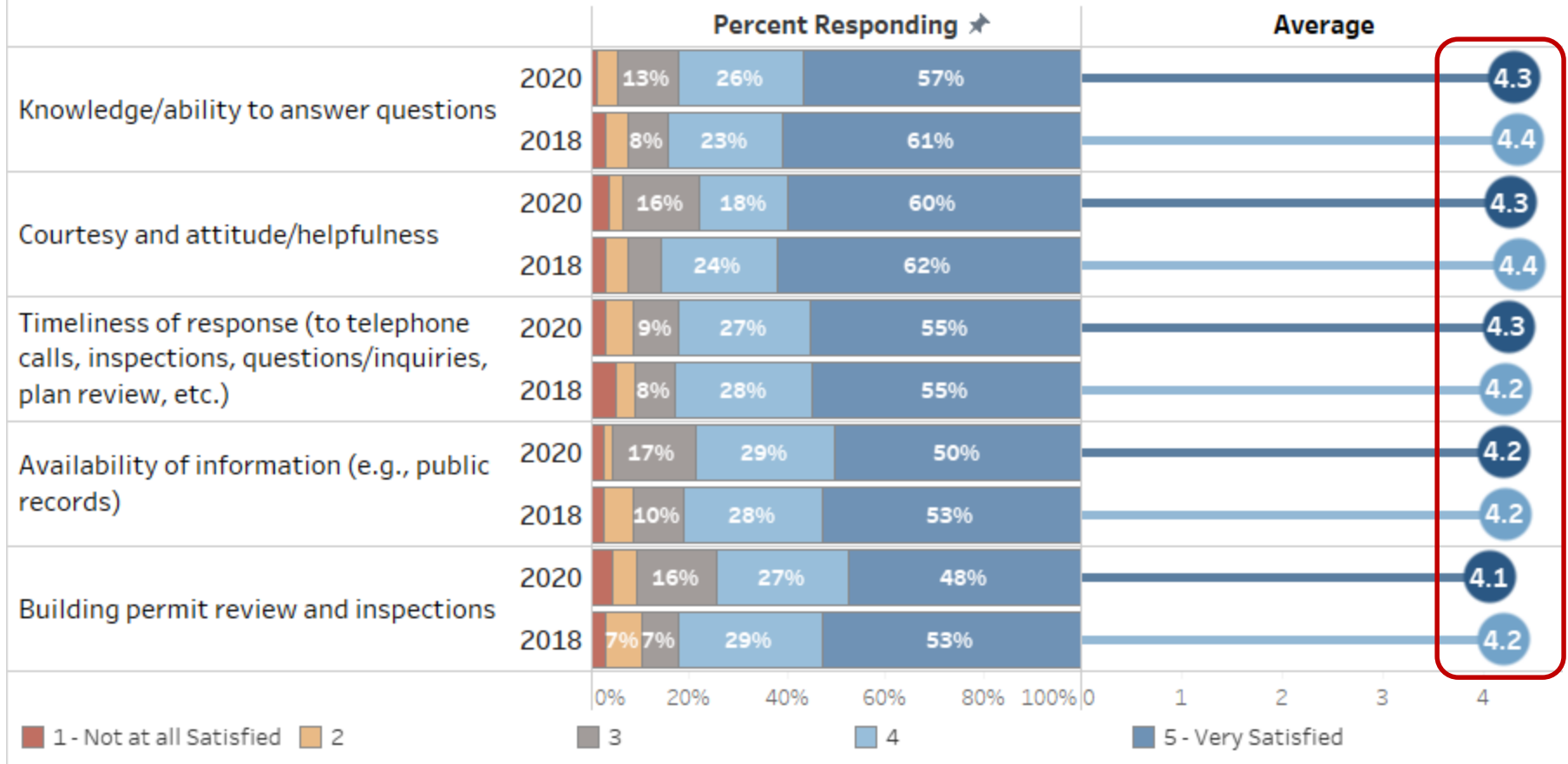
# Methods of Receiving Information about TOV

Q 40: How do you receive information about the Town of Vail that may be of interest to you? (2020 Only)



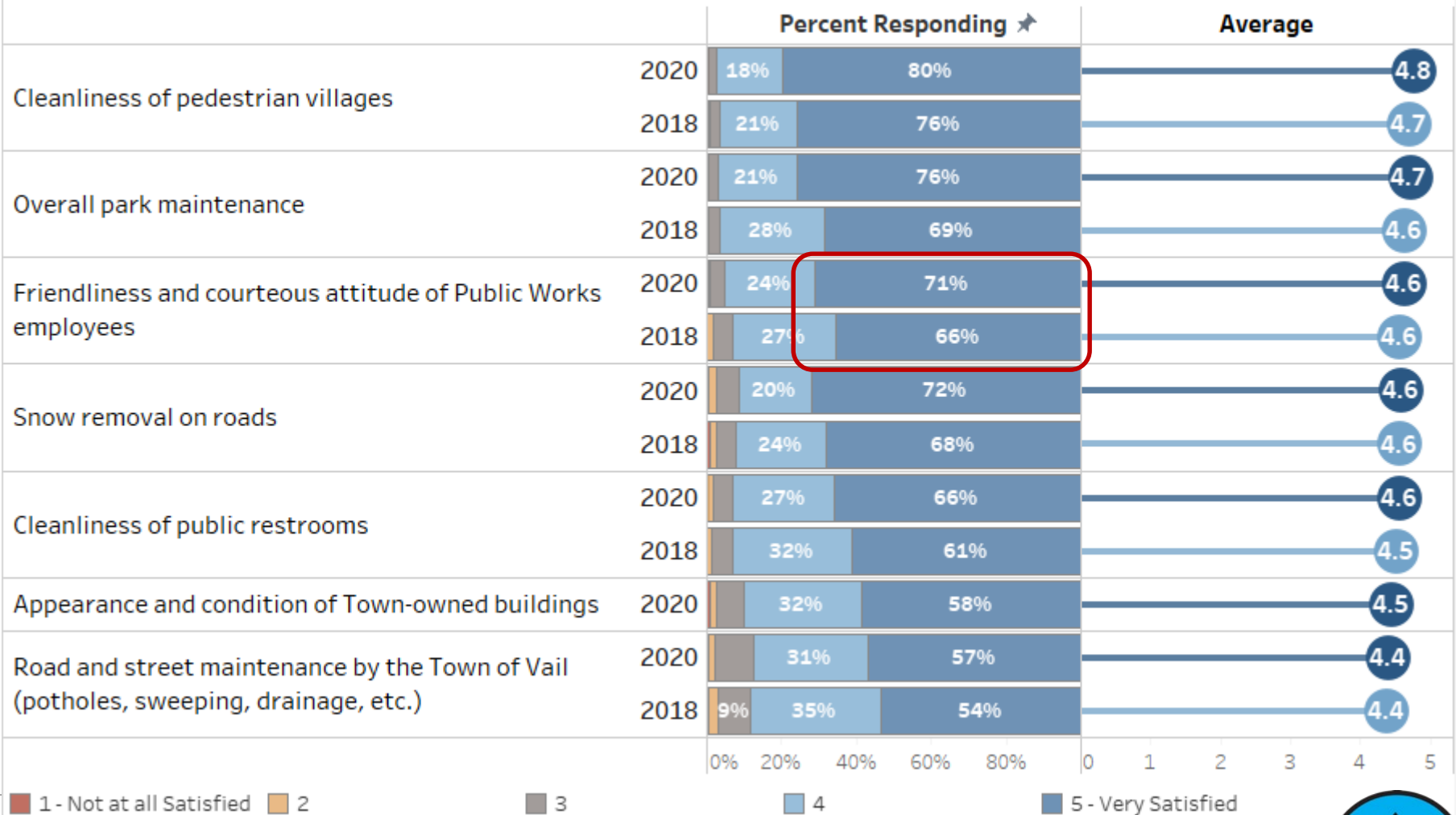
# Satisfaction with the Community Development Department

Q 14: Please rate your satisfaction with the following aspects of the Community Development Department.



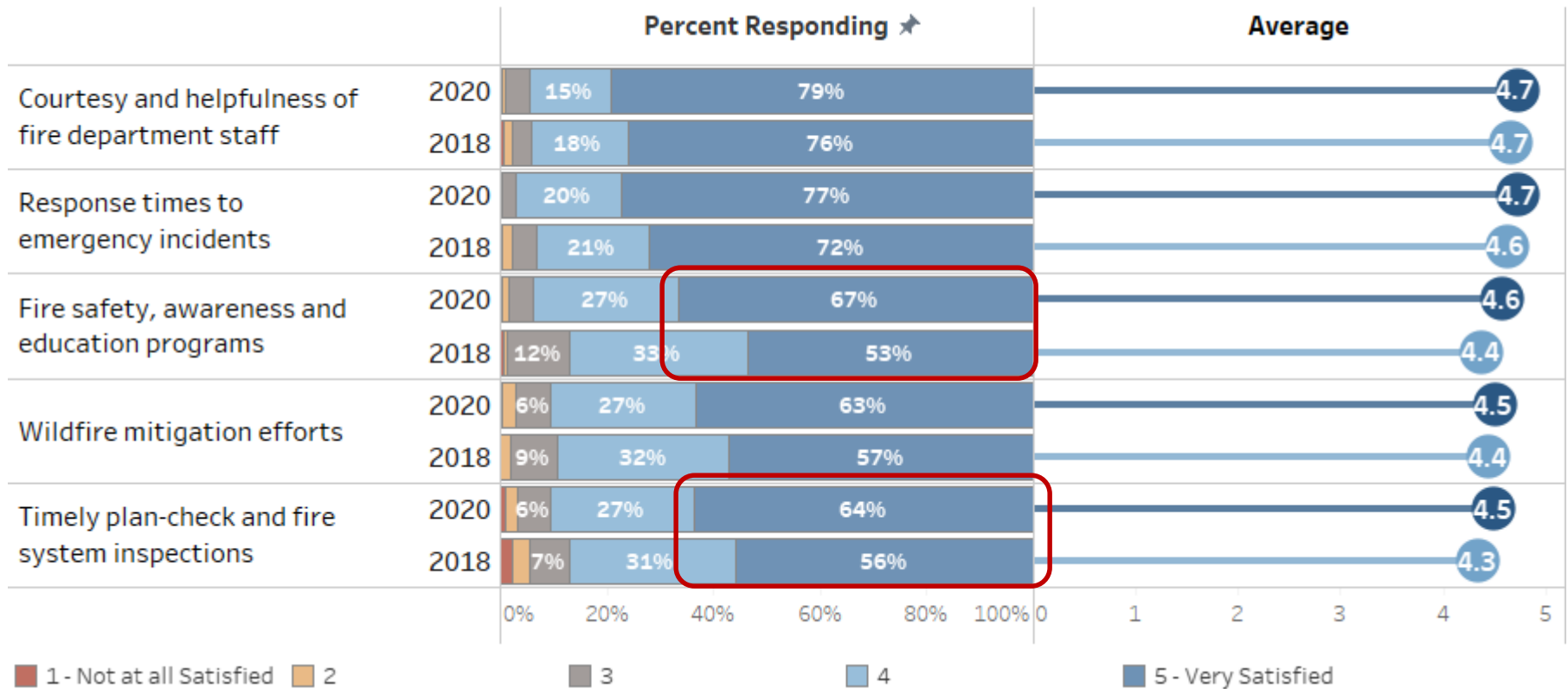
# Satisfaction with Public Works

Q 6: Rate your satisfaction with Public Works services in the Town of Vail.



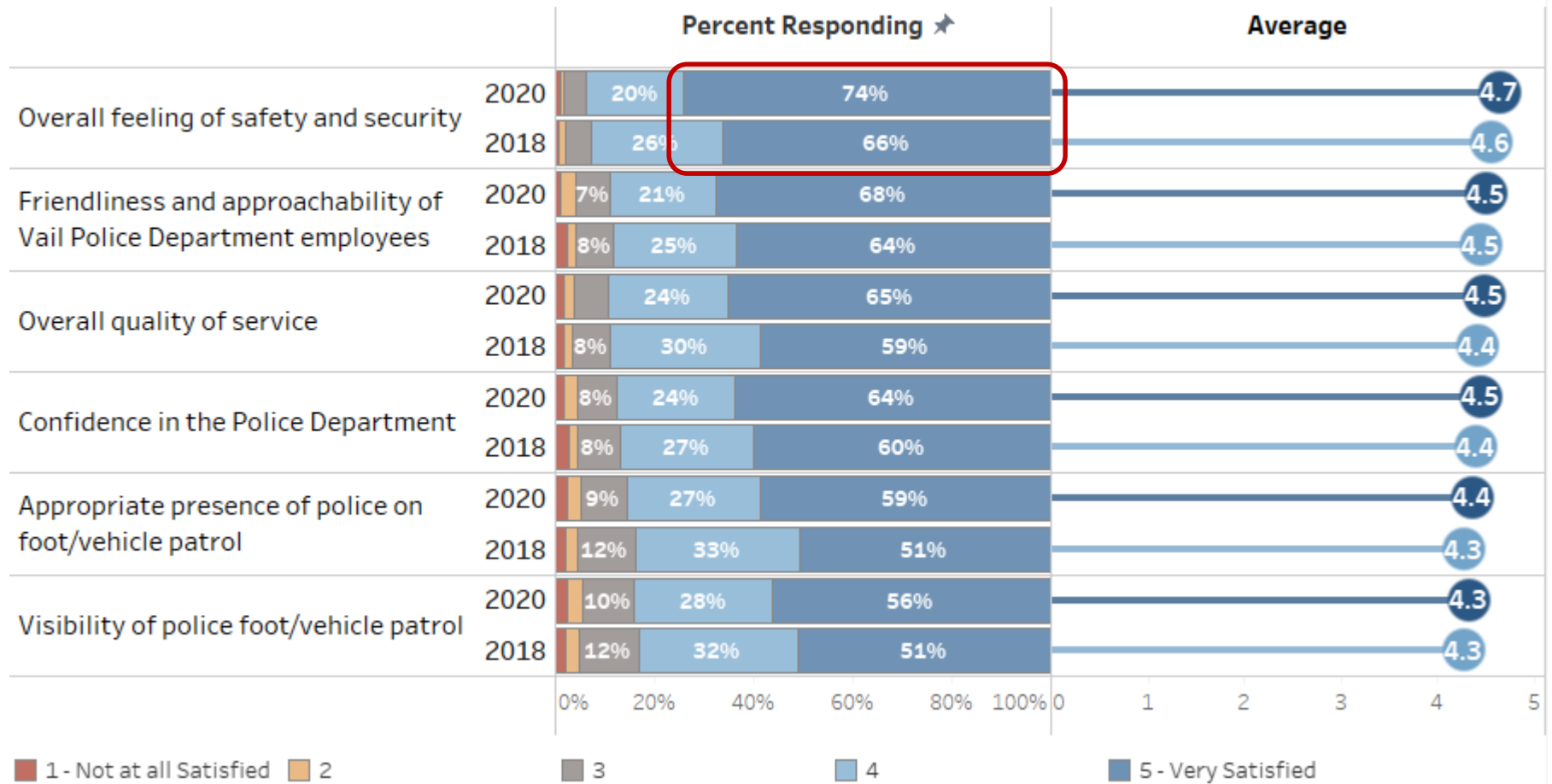
# Satisfaction with Fire Services

Q 7: Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail.



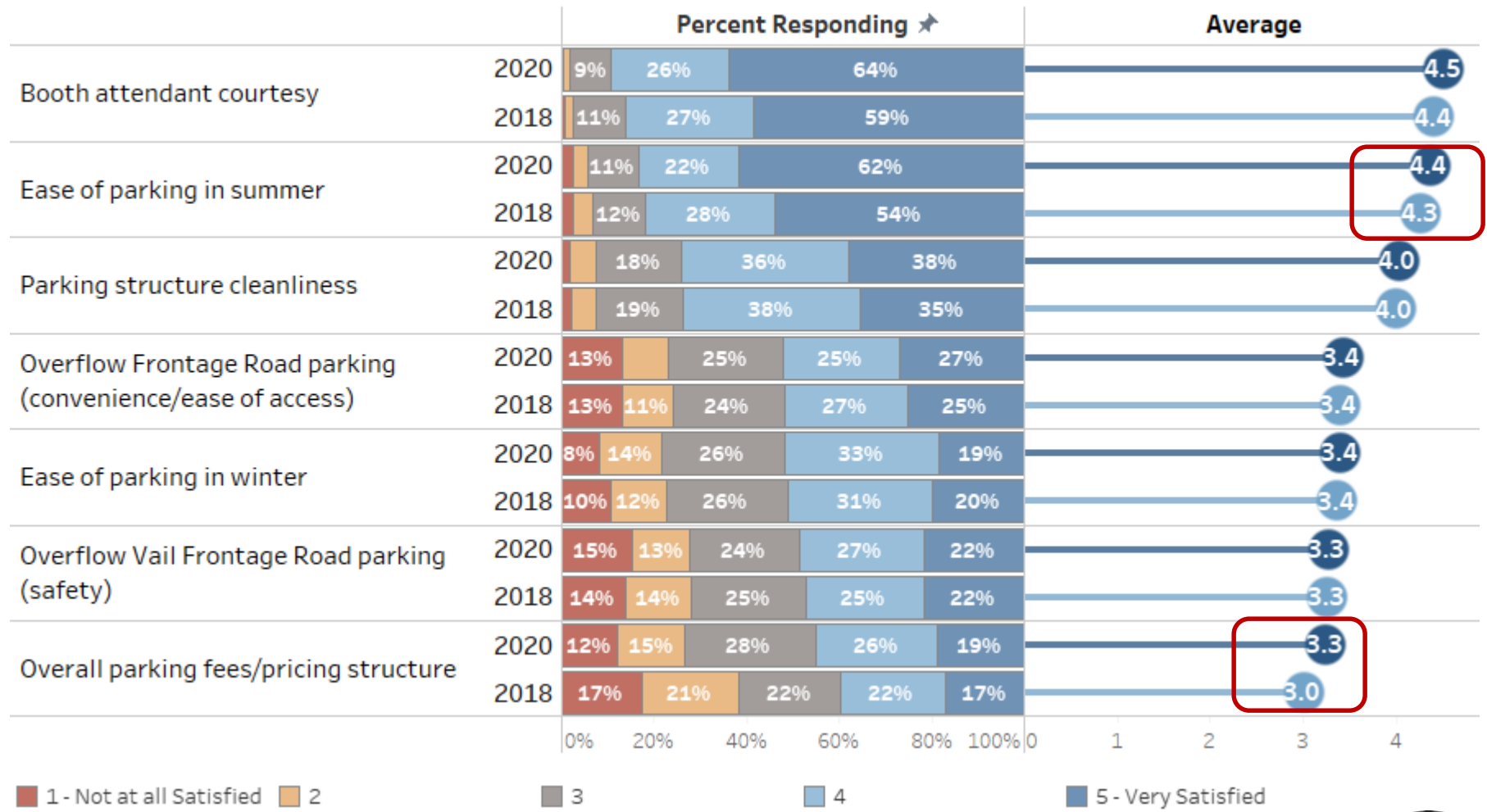
# Satisfaction with Police Services

Q 10: Please rate your satisfaction with the following aspects of Police Services in the Town of Vail.



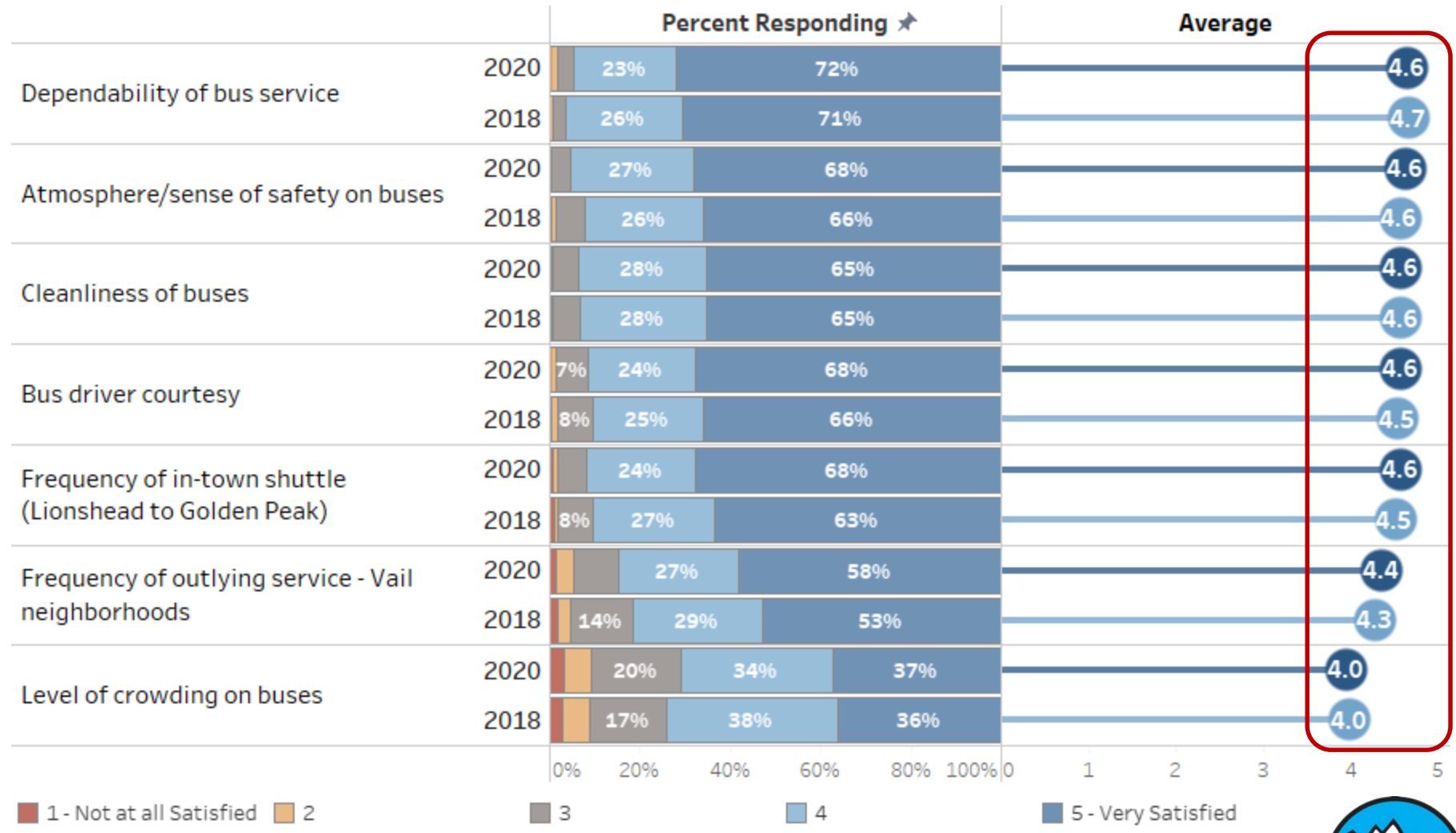
# Satisfaction with Public Parking Services

Q 18: Please rate your satisfaction with public parking services in Vail.



# Satisfaction with TOV Bus Service

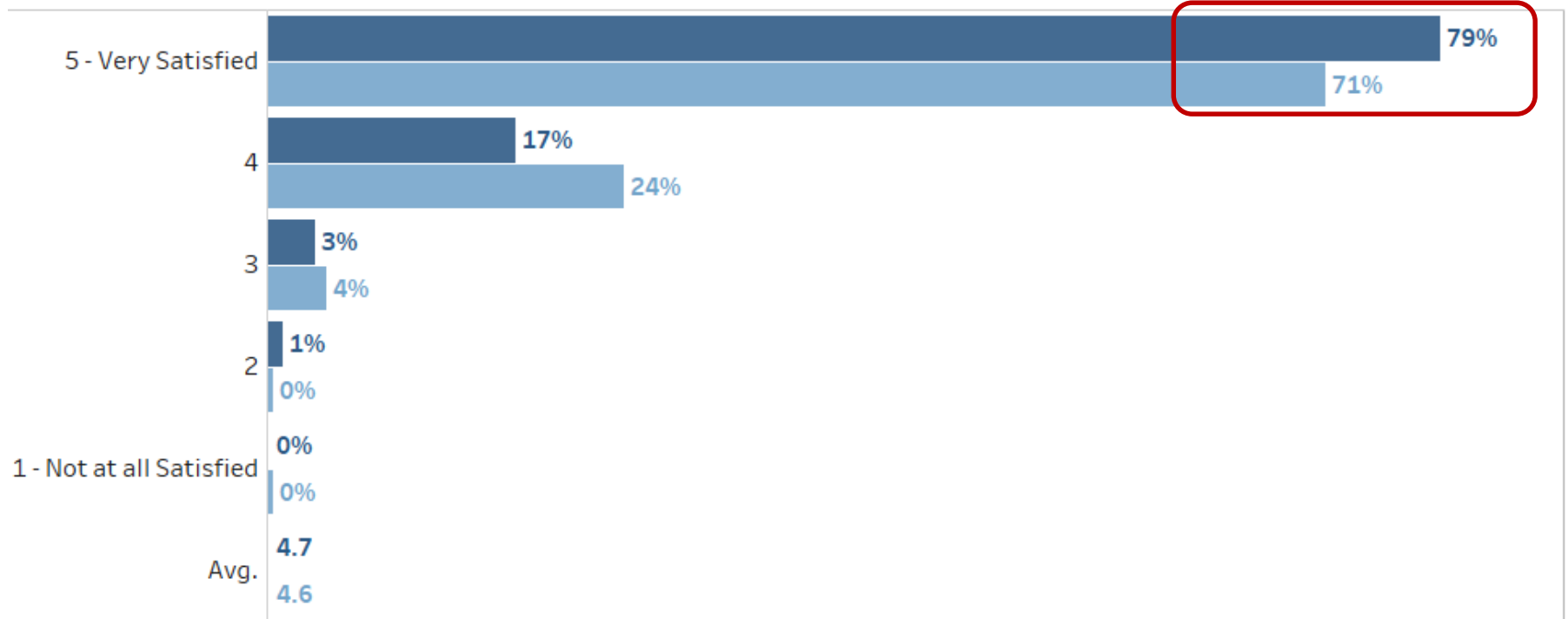
Q 21: Please rate your satisfaction with Town of Vail bus service.



# Satisfaction with Vail Public Library

Q 38: Please rate your overall satisfaction with Vail Public Library

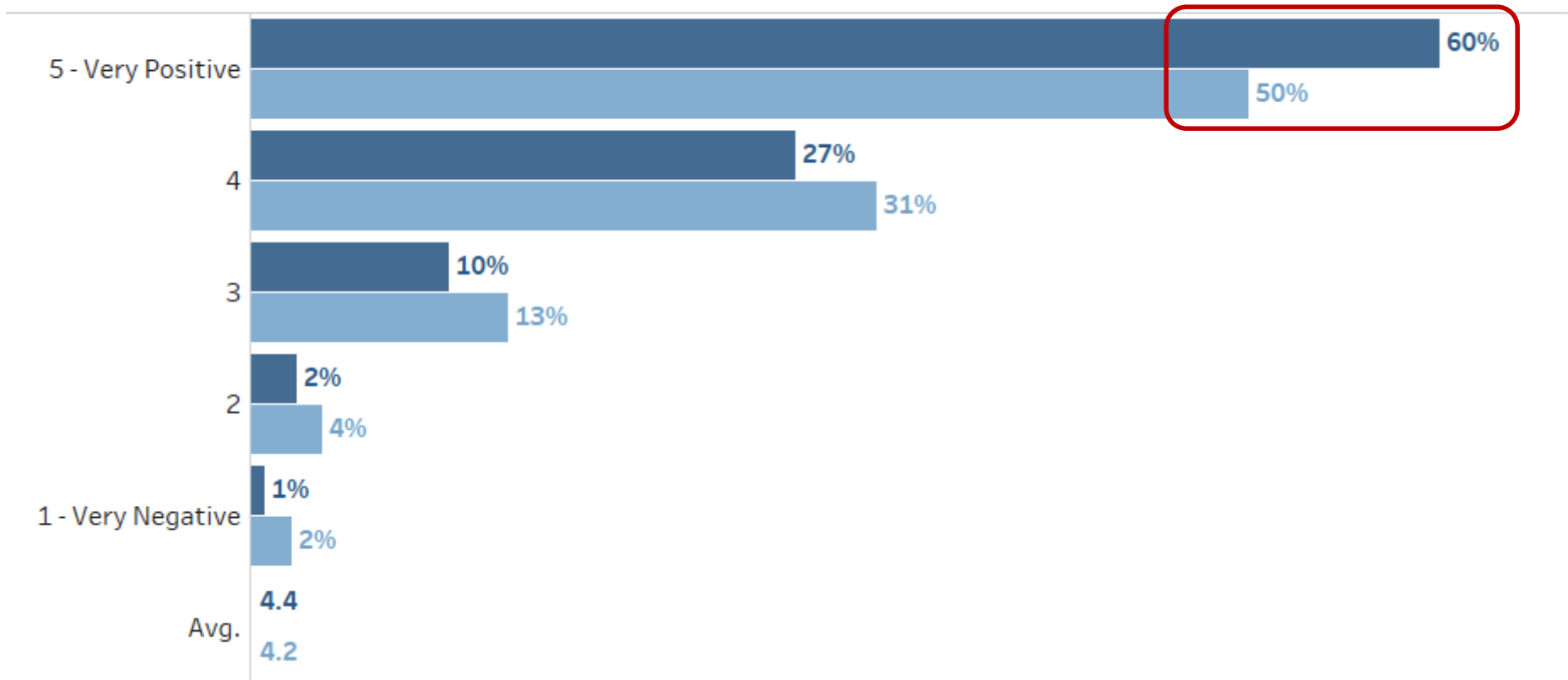
■ 2020 ■ 2018



Source: RRC Associates

# Experience of Events

Q 26: In general, how would you describe the experience that events in Vail create for you and your guests? | 2020 2018

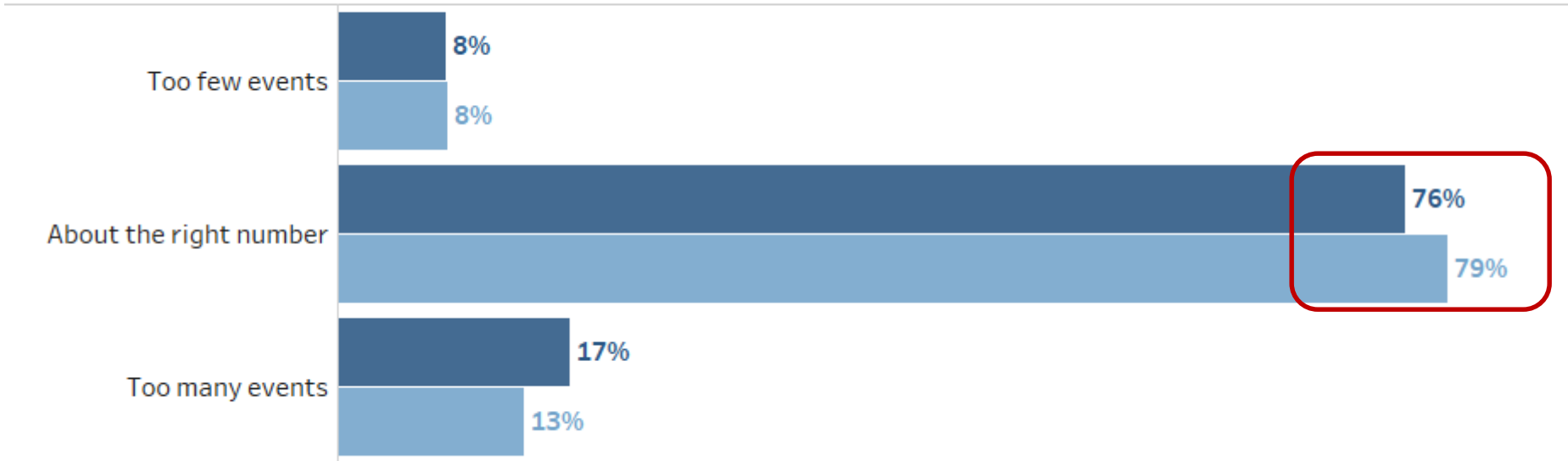


Source: RRC Associates

# Number of Events in Vail

Q 27: With respect to the number of events in Vail, are there:

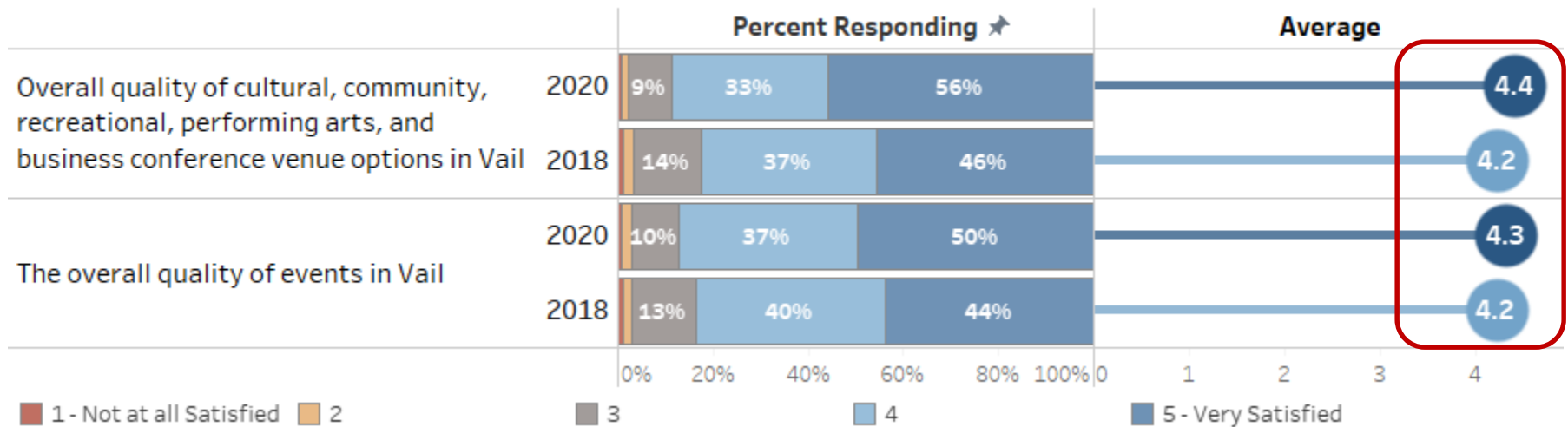
■ 2020 ■ 2018



Source: RRC Associates

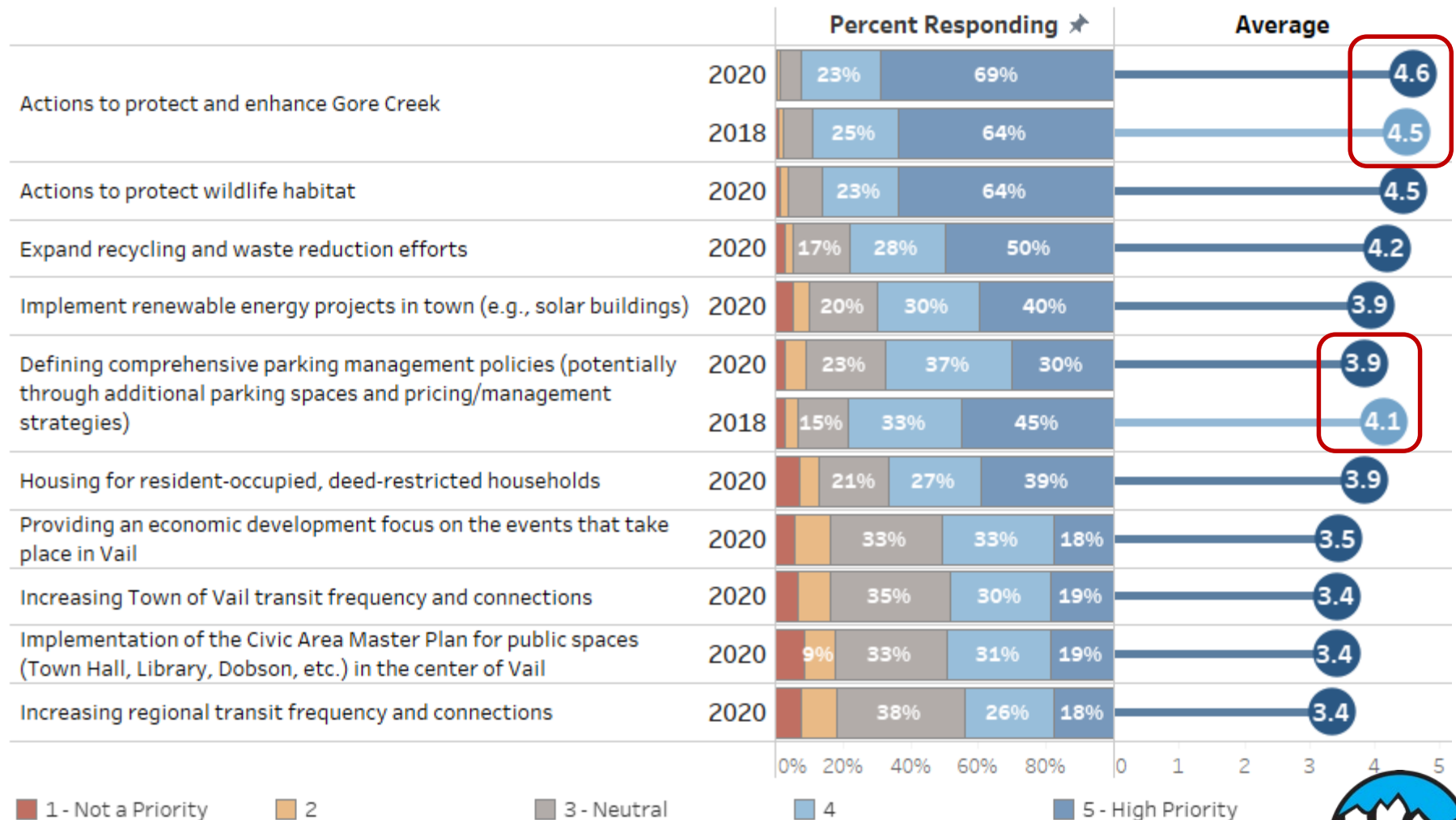
# Satisfaction with Aspects of Events

Q 28: Please rate your satisfaction with the following aspects of town-wide events.



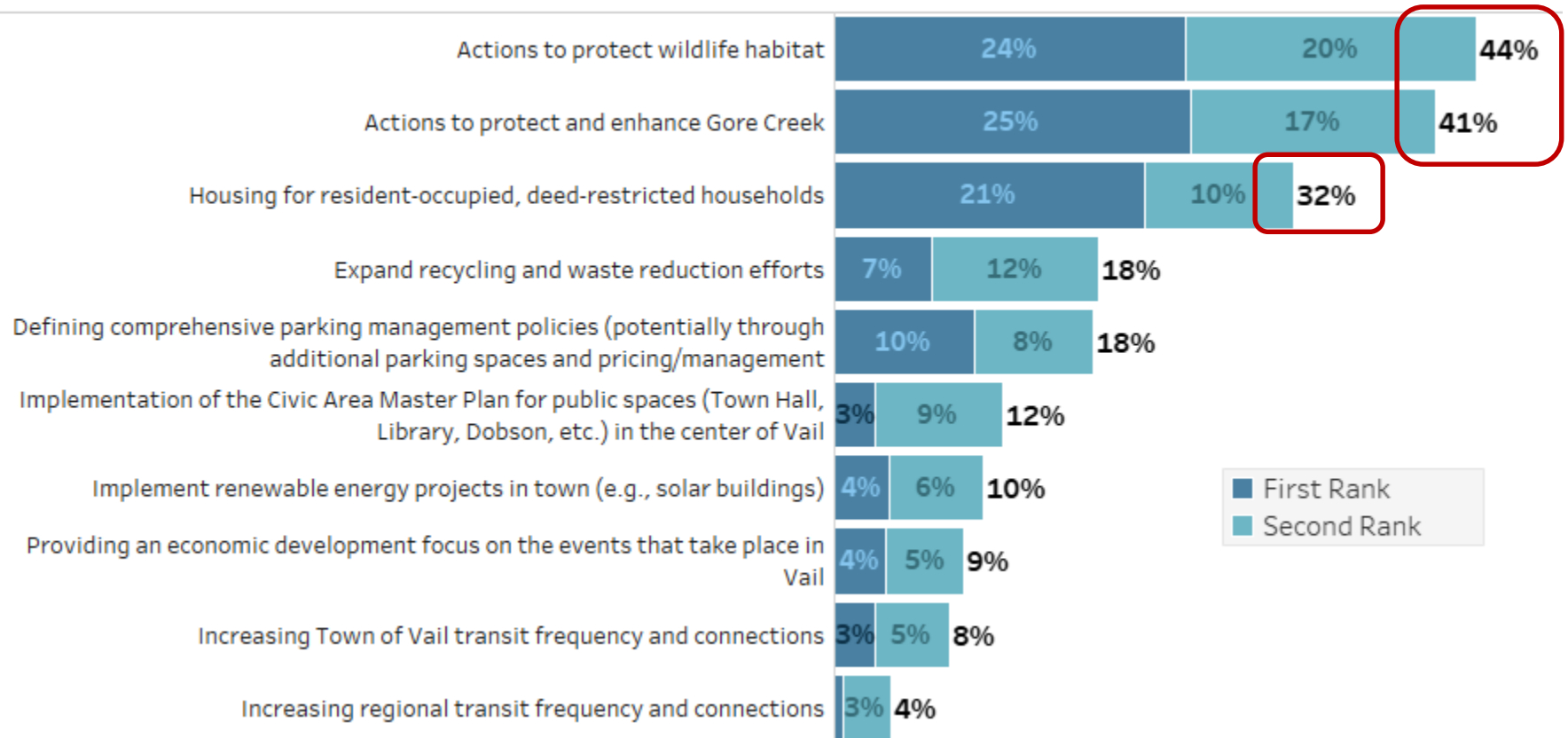
# Prioritization of Community Issues and Opportunities

Q 42: For each action listed below, indicate the level of priority you believe is appropriate. (Use a 1 to 5 scale where 1=Not a Priority, 3=Neutral, 5=High Priority.)



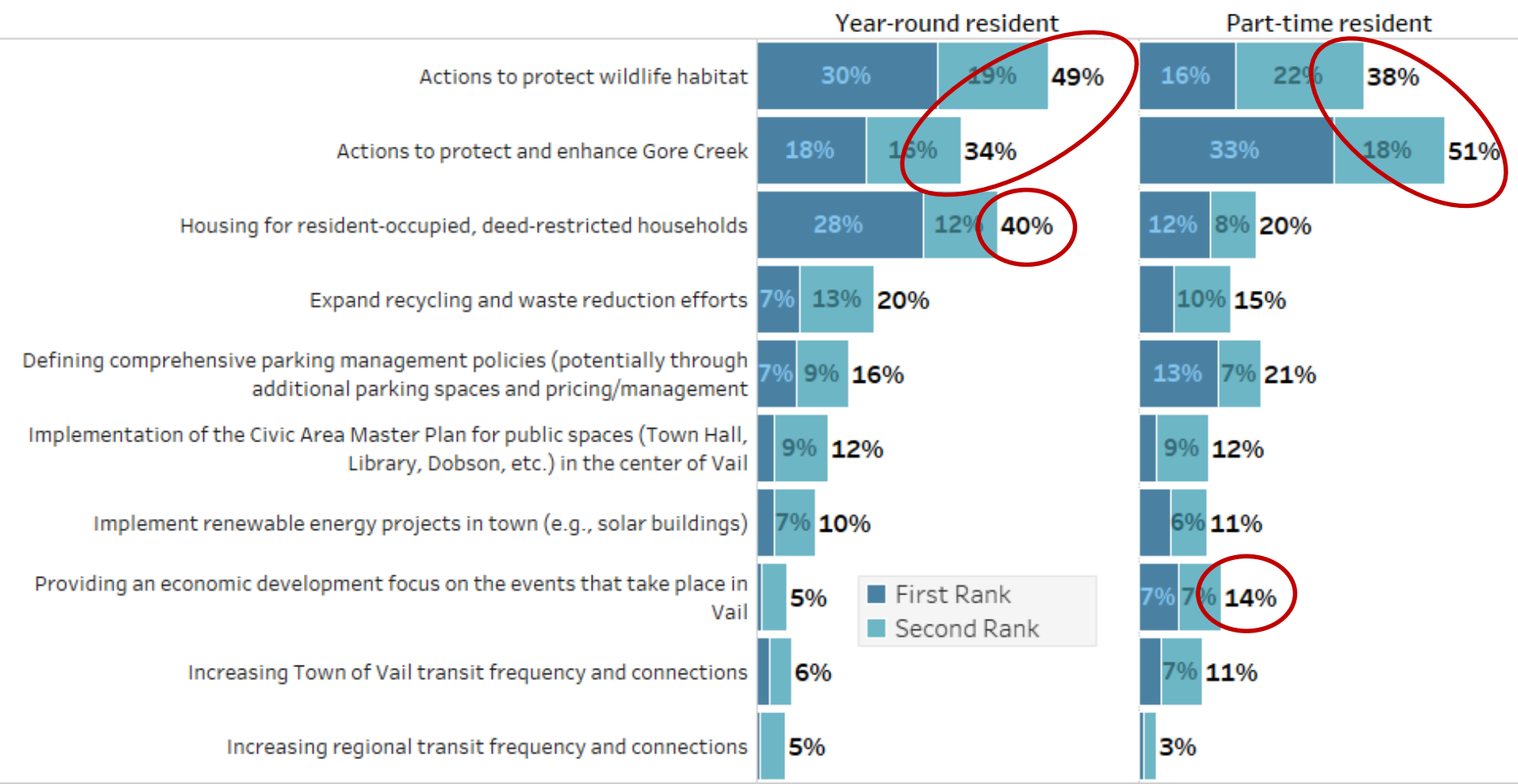
# Top Two Priorities

Q 43: What two actions are your highest priorities? (2020 Only)



# Top Two Priorities by Resident Type

Q 43: What two actions are your highest priorities? (2020 Only)



# Investment in Indoor Special Event Facilities

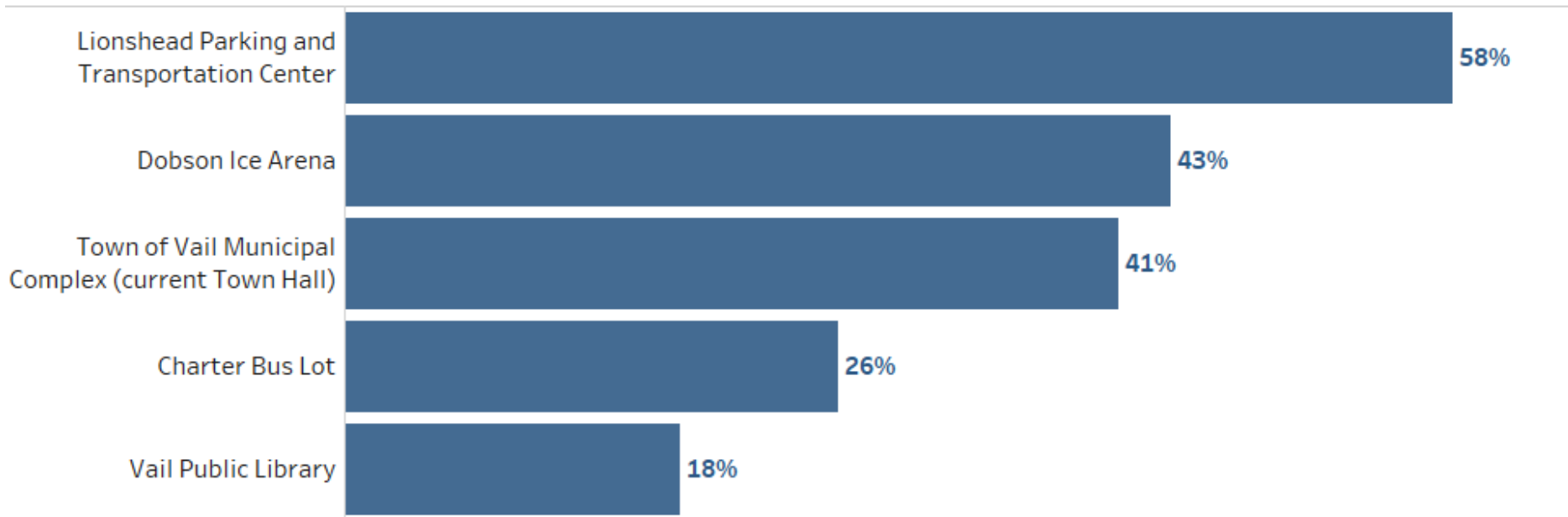
Q 30: Should the Town invest in indoor facilities to support hosting special events and community groups? | ■ 2020



# Civic Area Master Plan 1<sup>st</sup> Phase Priorities

**Q 48: During the Civic Area effort five major sites were identified that comprise the study area of the Plan.**

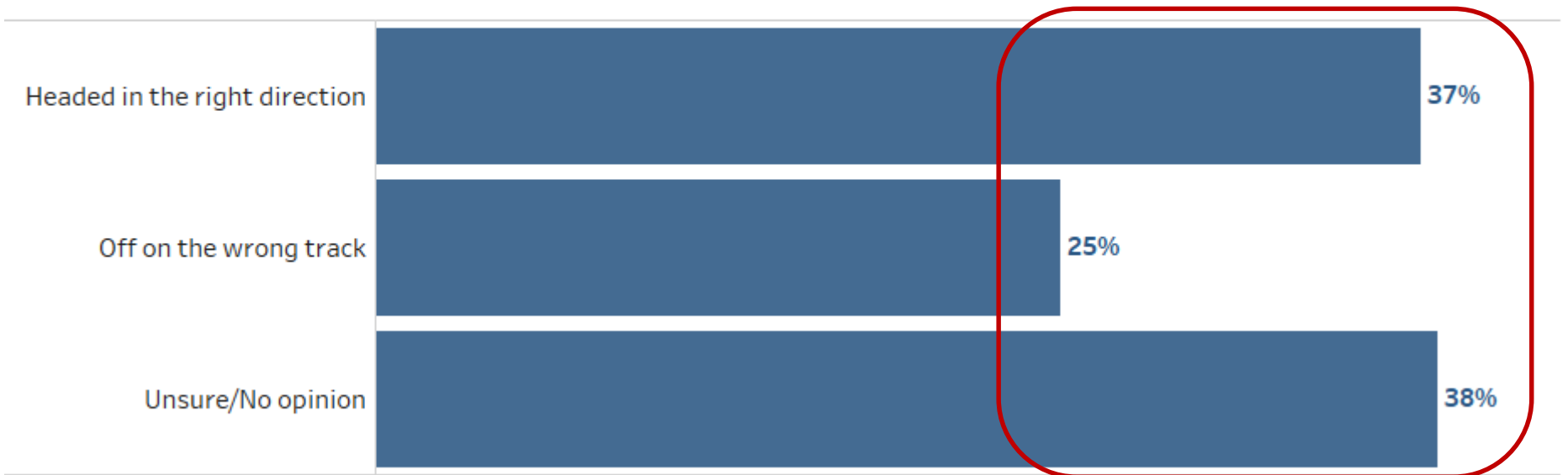
**Which two sites do you believe should be the focus of the first phase of implementation?** | ■ 2020



Source: RRC Associates

# TOV & Vail Local Housing Authority Direction

**Q 51: Do you think the Town of Vail and the Vail Local Housing Authority's mission and goals to address housing for year-round residents is headed in the right direction or do you feel they are off on the wrong track?** | ■ 2020

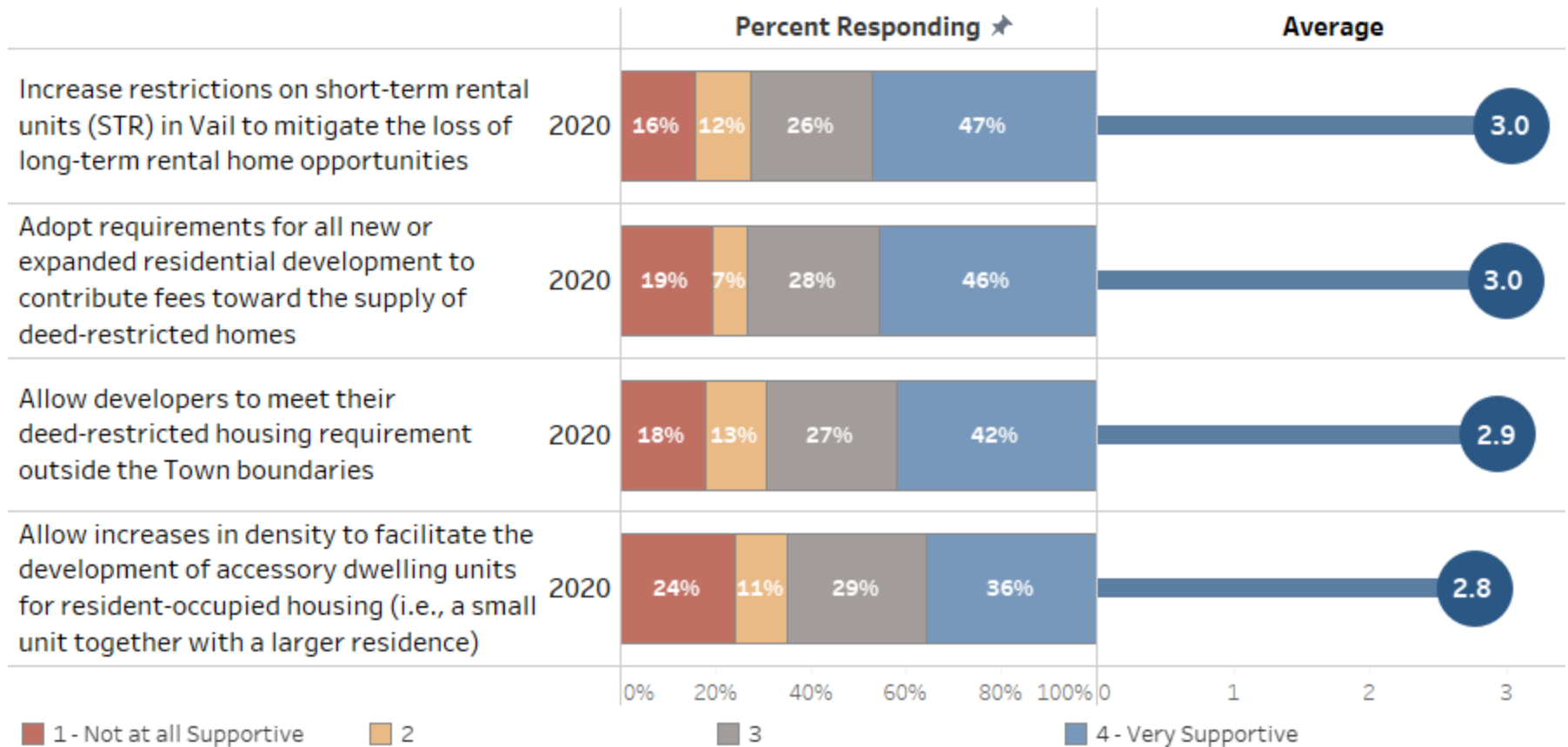


Source: RRC Associates

\*Includes only respondents registered to vote within the Town of Vail. They are weighted to match the US Census owner-occupied housing rate, 2014 - 2018.

# Resident-Occupied, Deed-Restricted Housing Opportunities

Q 52: Please indicate your level of support for specific changes that might be used to increase opportunities for housing using the scale of 1 to 4 below, where 1 is “not at all supportive” and 4 is “very supportive.”

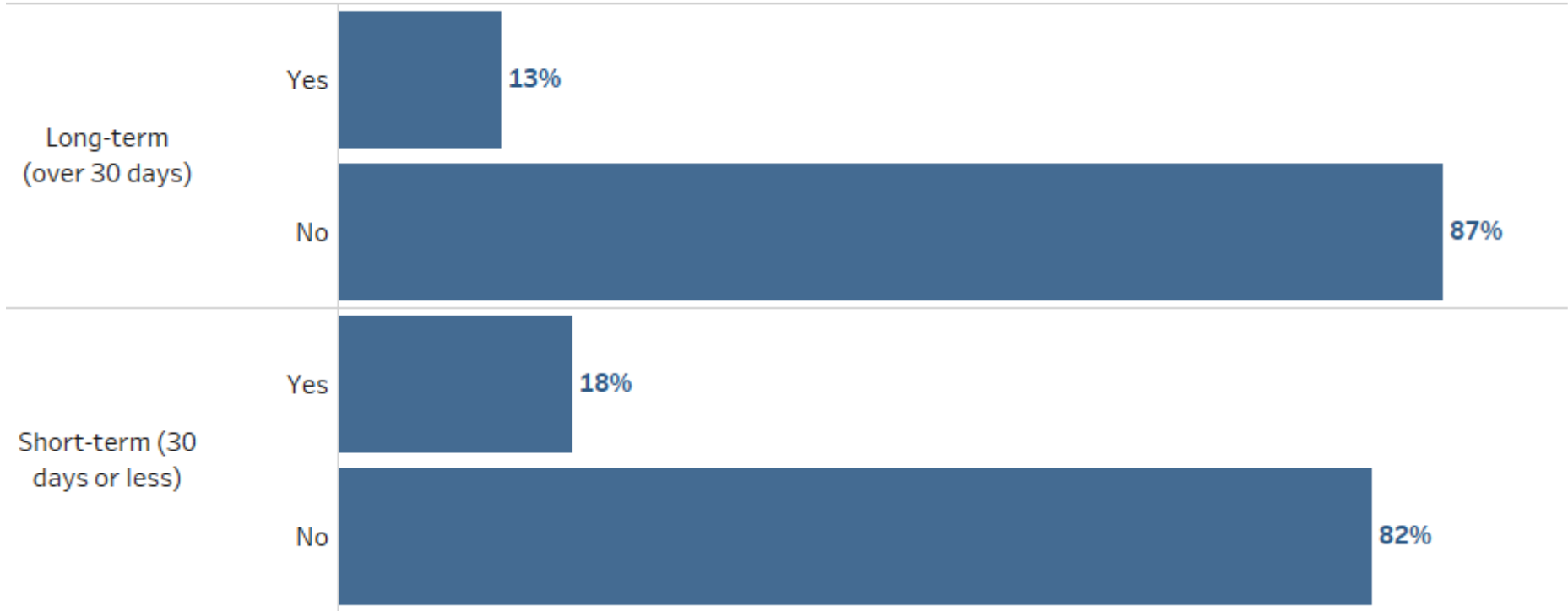


\*Includes only respondents registered to vote within the Town of Vail. They are weighted to match the US Census owner-occupied housing rate, 2014 - 2018.



# Do You Rent Your Home to Others

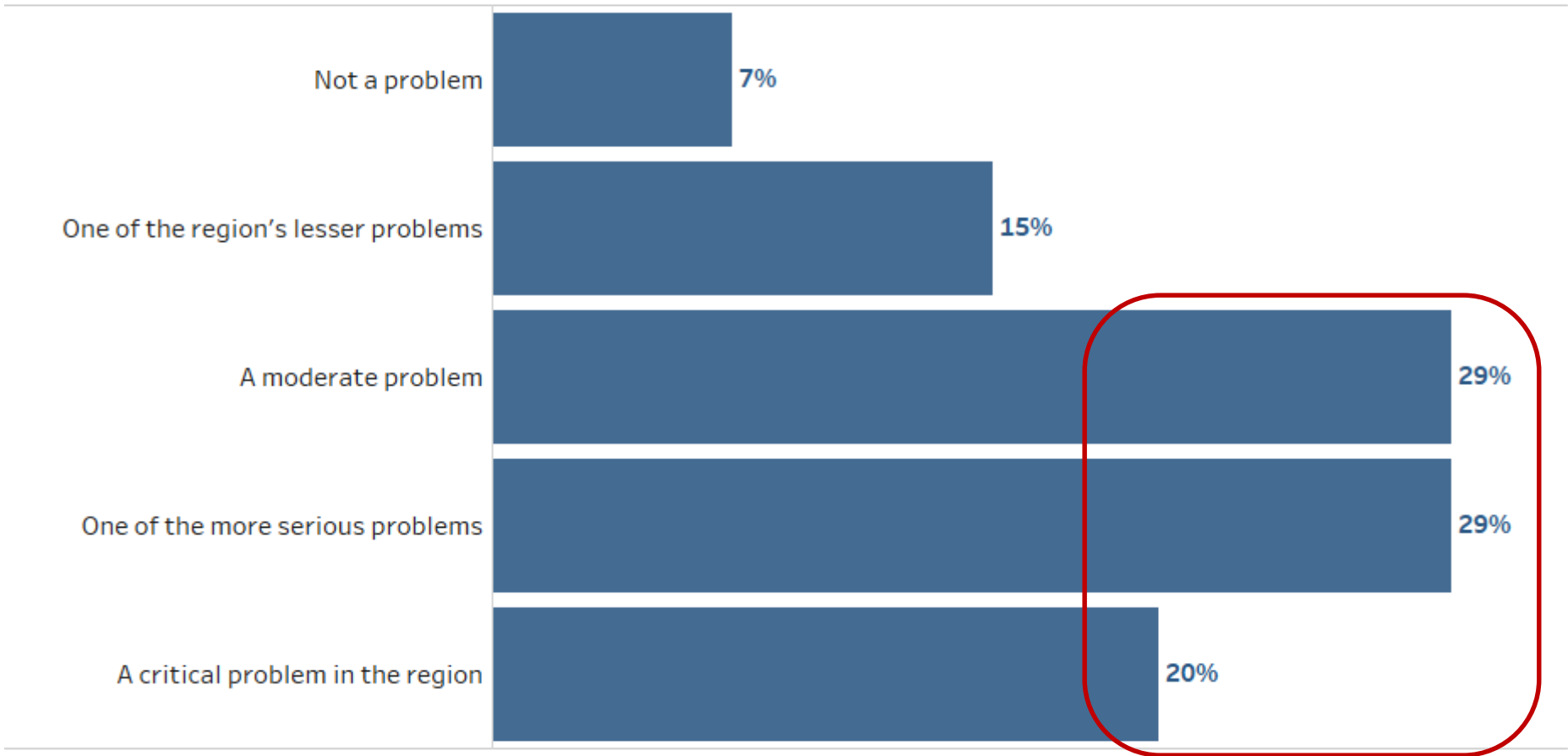
Q 65: (If you own your home) Do you rent your home to others? | ■ 2020



Source: RRC Associates

# Loss of Long-Term Rental Housing

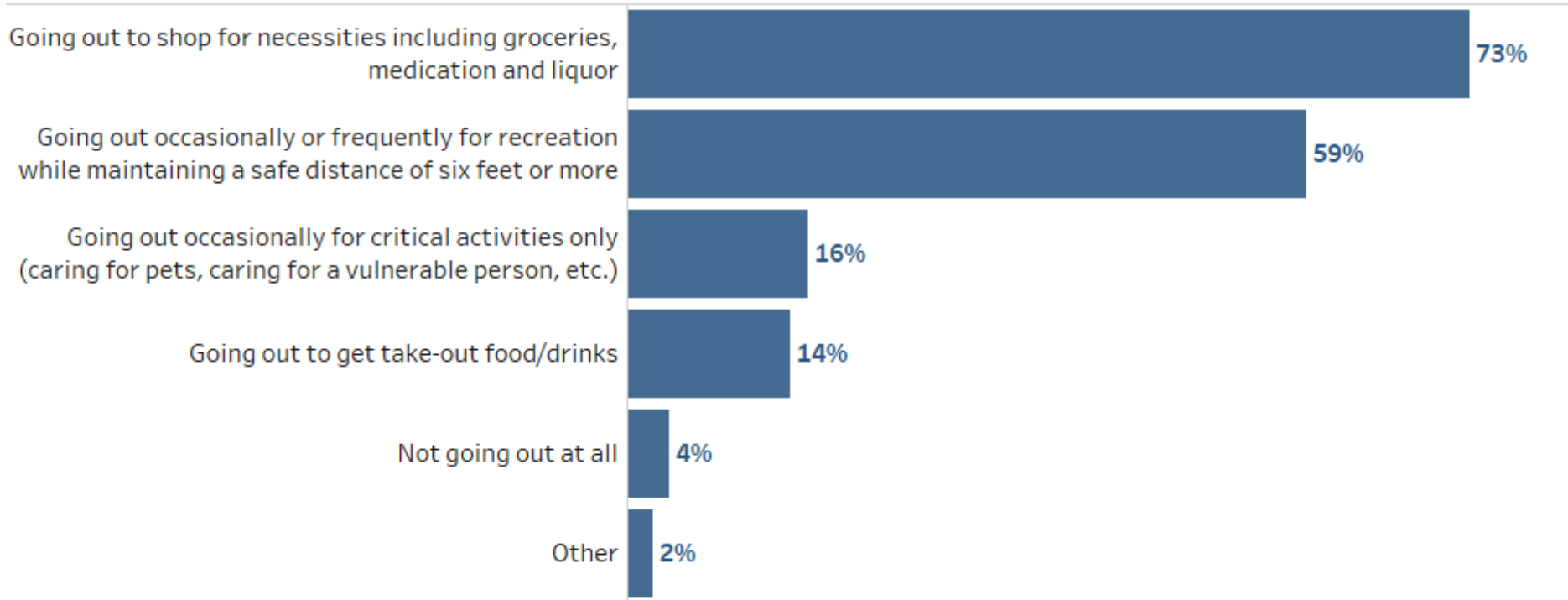
Q 69: In your opinion, to what extent is the loss of long-term rental housing a problem in Vail at this time? | ■ 2020



Source: RRC Associates

# Habits During COVID-19

Which of the following best describes your habits? ■ 2020



# Vail Community Survey 2020

**Select a Question:** Q 4: Would you say that things in the Town of Vail are g... ▾

## Open-Ended Comments

Select Respondent Type(s): (All)

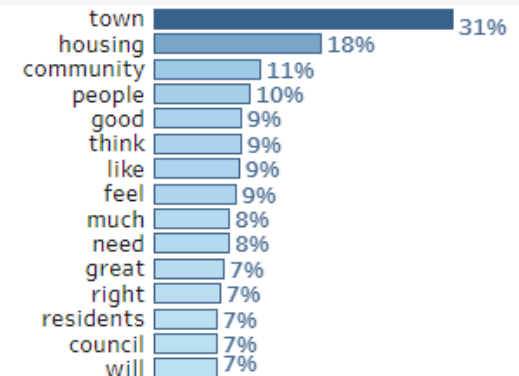
**Q 4: Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track? In a few words, why do you feel that way?**

Search for a word:

?

Hover for info


**All Words:**



968 comments :

1. Building process, too complex and costly, impossible for young families to expand their property or anyone to do alterations. 2. Senior's are the forgotten class in Vail.

1. the parking in lionshead is a joke. the VVMC uses it , while they are underconstruction, leaving no parking for customers looking to spend money in lionshead 2. the number of events in this town is outrageous: too many soccer events, concerts, kids events ect. 3. housing housing housing & East Vail is



# Questions/Discussion

# Thank you



TOWN OF VAIL