



Memorandum

To: Vail Town Council

From: Suzanne Silverthorn, Communications Director
Chris Cares, RRC Associates

Date: June 7, 2022

Subject: Presentation of 2022 Community Survey Results

I. **BACKGROUND**

The Town of Vail Community Survey is a key measurement used by the Town Council and staff to probe public policy issues and solicit feedback on other topics of community interest. It is also used to measure the town's operational performance. Conducted every other year, the 2022 survey was fielded starting on March 18 with responses collected through April 1. The purpose of today's session is to provide a high-level overview of the survey results as well as an introduction in how to access and sort the more than 11,000 written comments forwarded to the town. A narrative overview is provided containing benchmark comparisons, community priorities, as well as preferences and themes related to the Town Council areas of focus.

II. **SURVEY METHODOLOGY**

The 2022 survey was fielded using two techniques. The primary method of distribution was through a postcard mailed to all identified postal addresses in the Town of Vail using a list obtained from a combination of sources including registered voters and a commercial vendor. All known part-time resident owners that were not trusts or business holdings were also sent cards using a list from the Eagle County Assessor. The postcards, followed by a reminder mailing, invited recipients to enter one of two unique passwords shown on the postcards to complete the survey online. Also, residents that had a password but requested (by telephone) to complete the survey using a paper form were provided a survey and a postage paid return envelope.

The secondary method of survey distribution was based on the promotion of an "open" version of the survey designed to gather input from interested individuals that had not received the password protected invitation. The promotion of this version of the survey was designed to reach a larger cross section of the community including employees and business owners that live outside town, and residents and part-time residents that had not responded to the invitation version. Together, these two methods resulted in 1,467 fully or partially completed surveys (672 from the Invitation sample and 799 from the "open link"). The overall response was up from 2020 by 9%. The improved participation is attributed in part to promotional efforts by the town including advertisements and using the ever-growing town email contact list. The town continues to grow these lists. New this year was the giveaway of a free e-bike as well as \$100 prize drawings of returned surveys as in previous years.

III. **ACTION REQUESTED OF TOWN COUNCIL**

Review the top-level results of the Community Survey as presented by Chris Cares of RRC Associates, ask questions and determine if other discussions and/or data collection are of interest as additional follow up.

IV. ATTACHMENTS

- Vail Community Survey 2022 Overview Report with a summary of responses to each question comparing 2022 to 2020 responses
- Vail Community Survey 2022 PowerPoint Presentation
- Full Listing of all Open-ended Survey Responses
- Access to the Open-ended Survey Tool – [click here](#)