PRESENTATION BY Chris Cares RRC Associates Vail Community Survey 2022 Summary of Results



- Introduction to Surveys/Survey Methodology
- Resident type, Registered voters, Location in town, etc.
- Evaluation of Responses on "Right/Wrong Track"
- Satisfaction Ratings of Town Departments
- Exploration of Policy Topics and Identifying Priorities
- Questions/Comments on Findings from Council and Staff



- 2022 Survey program was designed to be directly comparable to past studies (2020, 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 2022.
- 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.
- Response to survey was up 9% this year incentives, publicity and a growing TOV mailing list have helped to expand survey participation over time



Community Survey Responses

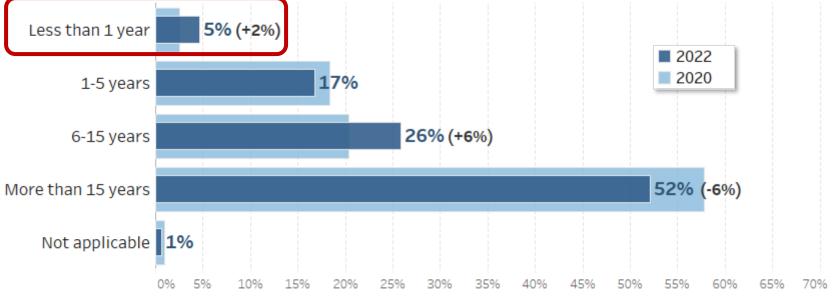
Survey Version	2012	2014	2016	2018	2020	2022
Invite	412	487	541	562	680	672
Open Link	265	292	376	509	668	799
Total Responses	677	779	917	1,071	1,348	1,471

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



Years in Town of Vail

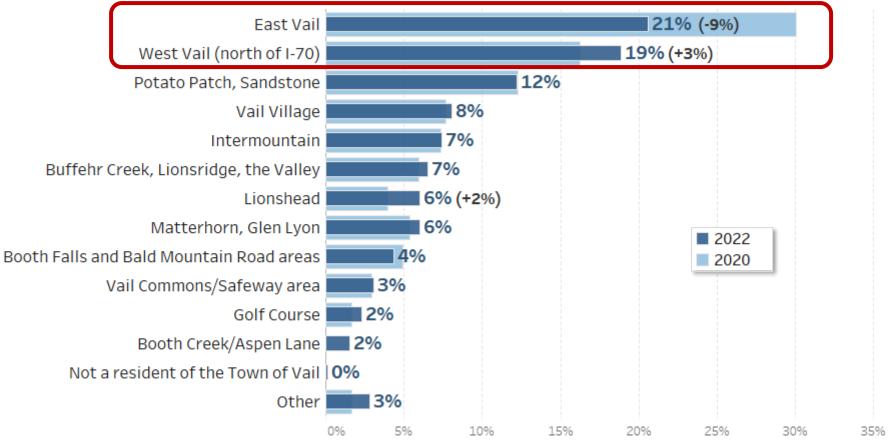
Q 77: How long have you lived within the Town of Vail?





Location

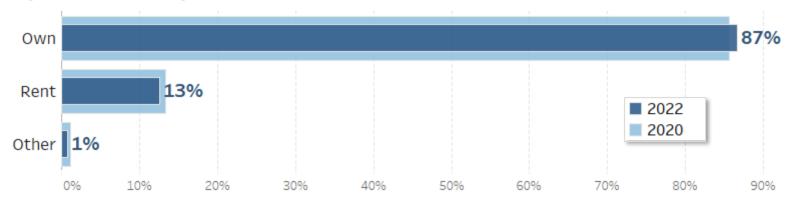
Q 2: [If residence is within Town of Vail] Where?





Own vs. Rent

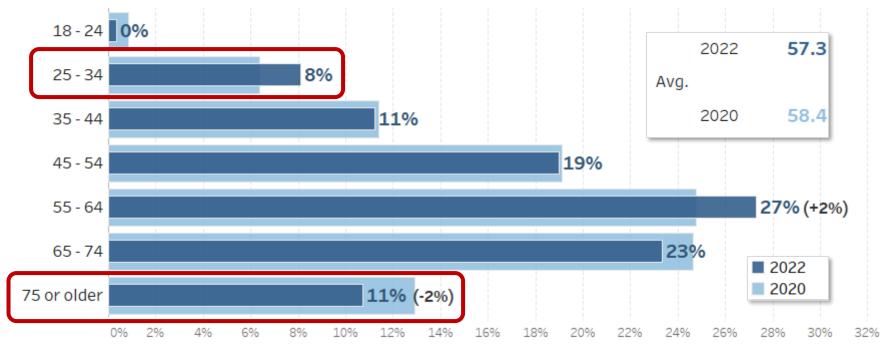
Q 78: Do you own or rent your residence?





Age

Q 111: Age of respondent



Source: RRC Associates



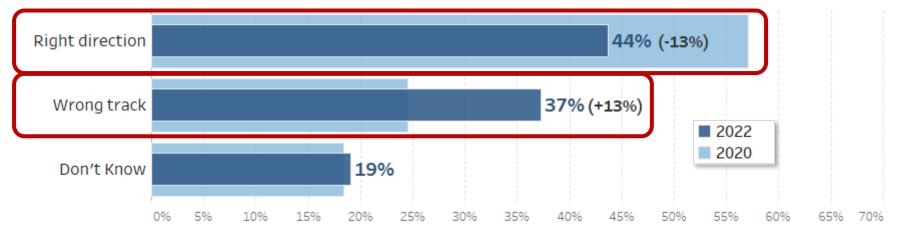
Q 5: Thinking about the Town of Vail (as distinguished from other agencies addressing the pandemic), how has the Town of Vail handled COVID precautions and information by providing programs and assistance to address the following?

2022 Only			Percent Responding:		
Rating Category	Avg.	1&2	3		4 & 5
The health and emotional needs of the community	4.0	9%	18%	37%	36% <mark>73%</mark>
The economic needs of the community	3.6	16%	24%	36%	24% 61%
	5 - E 4 3 2 1 - P	xcellent oor	*Categories are sorted in descen	-	y the average rating urce: RRC Associates



Direction of TOV

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?





Q 6: 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?

				Percent Responding:				
Rating Category		Year	Avg.	1&2	3	4 & 5		
Providing information to citizens		2022	3.8 対	11%	22%	37% 29% 67%		
Providing information to cruzens		2020	4.1	8%	13%	37% 41% 79%		
Offering public engagement oppo	rtunities	2022	3.8 🞾	12%	24%	34% 31% 65%		
(for example EngageVail.com)		2020	4.1	9%	13%	34% 45% 79%		
Approachability of staff and Town	Council	2022	3.8 🟓	15%	19%	33% 33% 6 5%		
members		2020	4.2	6%	15%	30% 48% 78%		
Being collaborative in decision-ma	aking	2022	3.4	21%	27%	32% 19% 51%		
process		2020	3.6	18%	23%	34% 25% 59%		
Ratings declined	5 - Very 4 3 2 1 - Not	/ Satisfied at all Sat	d	*Categories are sorted i	in descending order by t	the 2022 average rating Source: RRC Associates		



An Example of Satisfaction Graphs - Public Works (Satisfaction Graphs for Other Departments are in the Appendix at end of Deck)

C	Consistent pattern									
of decline. Percent Responding:										
Rating Category	Year	Avg.	1&2	3	4 & 5					
Cleanliness of pedestrian villages	2022	4.6	2%	5%	71% 93%					
cleaniness of pedescrian vinages	2020	4.8	0%	2%	80% <mark>98%</mark>					
Snow removal on roads	2022	4.6	2%	5%	69% <mark>93%</mark>					
Show removal of roads	2020	4.6	2%	6%	72% 91%					
Overall park maintenance	2022	4.5	2%	5%	28% 65% <mark>93%</mark>					
overall park maintenance	2020	4.7	0%	3%	76% 9 7%					
Friendliness and courteous attitude of	2022	4.5	3%	6%	27% 64% 91%					
Public Works employees	2020	4.6	1%	4%	71% 95%					
Cleanliness of public restrooms	2022	4.4	3%	10%	31% 56% <mark>87%</mark>					
cleaniness of public restrooms	2020	4.6	2%	5%	28% 66% <mark>93%</mark>					
Road and street maintenance by the Town	2022	4.4	4%	8%	34% 55% <mark>89%</mark>					
of Vail (potholes sweeping drainage etc.)	2020	4.4	2%	11%	30% 57% <mark>87%</mark>					
Appearance and condition of Town-owned	2022	4.3	4%	12%	32% 52% <mark>84%</mark>					
buildings	2020	4.4	3%	8%	31% 58% 90%					
5 - Ve	ery Satisfi	ed	*Categories are sorte	d in descending order by	the 2022 average rating					

TNWN

Source: RRC Associates

Q 9: Rate your satisfaction with Public Works services in the Town of Vail.

4 3 2

1 - Not at all Satisfied

Town of Vail | Community Survey 2022 vailgov.com

Satisfaction with Public Parking

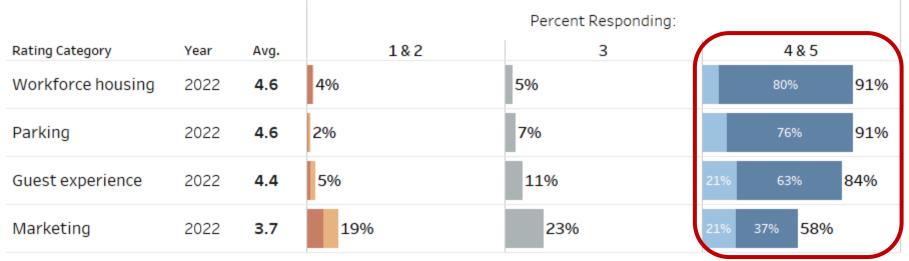
Q 20: Please rate your satisfaction with public parking services in Vail.

			Percent Responding:			
Rating Category	Year	Avg.	1&2	3	4 & 5	
Overall parking fees/pricing structure	2022	3.2	29%	27%	26% 44%	
	2020	3.2	27%	28%	26% 45%	
Face of paulying in winter	2022	2.8	24% <mark>45%</mark>	23%	31%	
Ease of parking in winter	2020	3.4	22%	27%	33% 52%	
Overflow Frontage Road parking	2022	2.7	33% 45%	22%	33%	
(convenience/ease of access)	2020	3.4	23%	25%	25% 27% <mark>52%</mark>	
Overflow Vail Frontage Dead parking (cafety)	2022	2.6	34% 50%	21%	30%	
Overflow Vail Frontage Road parking (safety)	2020	3.3	28%	24%	27% 48%	





Q 37: How important is it to you to encourage collaboration between the Town of Vail and Vail Resorts in the following areas?



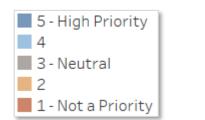




Priorities: Economic Health

Q 39: Economic Health: 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.)

			F	Percent Respondi	ng:
Rating Category	Year	Avg.	1&2	3	4 & 5
Providing an economic development focus on the events that take place in Vail	2022	3.8	8%	28%	33% 31% <mark>64%</mark>
	2020	3.5	16%	33%	33% 18% 51%
Encouraging incubator business development (spaces for local businesses to grow and thrive)	2022	3.8	13%	23%	31% 33% <mark>64%</mark>
Addressing empty storefronts during peak visitation periods	2022	3.7	13%	25%	30% 32% <mark>62%</mark>





Priorities: Environmental Sustainability

Q 39: Environmental Sustainability: 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.)

				Percent Responding	:		
Rating Category	Year	Avg.	1&2	3		485	;
Actions to protect and enhance Gore Creek	2022	4.6	2%	8%		72%	90%
	2020	4.6	1%	6%	23%	69%	92%
Actions to protect wildlife habitat	2022	4.5	3%	11%		66%	87%
	2020	4.5	4%	10%		64%	86%
Expand recycling and waste reduction efforts	2022	4.2	7%	14%	24%	55%	79%
Expand recycling and waste reduction error is	2020	4.2	5%	17%	28%	50%	78%
Actions to address alternative transportation opportunitie (bus bike pedestrian community car share program etc.)	es 2022	4.2	8%	14%	25%	52%	77%
Implement renewable energy projects in town (e.g. solar	2022	4.0	13%	18%		48% (9%
buildings)	2020	3.9	10%	20%	30%	40%	70%
	5 - High F 4	Priority	*Categories are sorte	ed in descending order b	y the 20 Sourc		age rating
	3 - Neutr 2	al		TOWN	(
Town of Vail Community Survey 2022 vailgov.com	1 - Not a	Priority]	TOWN	Uŀ	VAIL	~

Priorities: Town Infrastructure

Q 39: Town Infrastructure: 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.)

				Percent Responding	J:
Rating Category	Year	Avg.	1&2	3	4 & 5
Housing for resident-occupied deed-restricted households	2022	4.1	13%	13%	23% 52% <mark>74%</mark>
	2020	3.9	13%	21%	27% 39% <mark>66%</mark>
Childcare - supporting and enhancing quality child care for Vail's families and workforce	2022	3.9	11%	22%	25% 42% <mark>67%</mark>
Implementation of the Civic Area Mater Plan for public space	2022	3.7	13%	27%	30% 30% 60%
(Town Hall Library Dobson etc.) in the center of Vail		3.4	18%	33%	31% 19% <mark>50%</mark>





Q 39: Town Services: 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.)

			F	Percent Responding	g:
Rating Category	Year	Avg.	1&2	3	4 & 5
Defining comprehensive parking management policies	2022	4.4	2%	13%	28% 57% <mark>85%</mark>
Defining comprehensive parking management policies	2020	3.9	9%	23%	38% 30% <mark>68%</mark>
Evaluating impacts of short-term rentals	2022	4.0	14%	18%	52% 68%
Actions to increase public safety and emergency preparedness	2022	3.8	8%	28%	34% 31% 65%
Increasing Town of Vail transit frequency and connections	2022	3.8	8%	33%	28% 31% <mark>59%</mark>
increasing rown of vali cransic requeries and connections	2020	3.4	16%	35%	30% 48%
5 - High 4 3 - Neut 2 1 - Not a	ral	*Ca	ategories are sorted in		he 2022 average rating Source: RRC Associates

TOWN OF VA

Top 2 Priorities

Q 40: Which two actions from the previous question are your highe	est priorities?	Second Rank
	2020	2022
Housing for resident-occupied, deed-restricted households	32%	34%
Actions to protect wildlife habitat	44%	25%
Actions to protect and enhance Gore Creek	42%	24%
Evaluating impacts of short-term rentals		22%
Defining comprehensive parking management policies	26%	18%
Child care - supporting and enhancing quality child care for Vail's families and workforce		9%
Actions to increase public safety and emergency preparedness		8%
Expand recycling and waste reduction efforts	18%	7%
Actions to address alternative transportation opportunities		7%
Implement renewable energy projects in town (e.g., solar buildings)	10%	7%
Encouraging incubator business development		6%
Increasing Town of Vail transit frequency and connections		6%
Providing an economic development focus on the events that take place in Vail	9%	6%
Implementation of the Civic Area Master Plan for public spaces in the center of Vail	12%	5%
Addressing empty storefronts during peak visitation periods		4%
Other		2%

*Wording of some categories have been abbreviated. Source: RRC Associates

First Rank



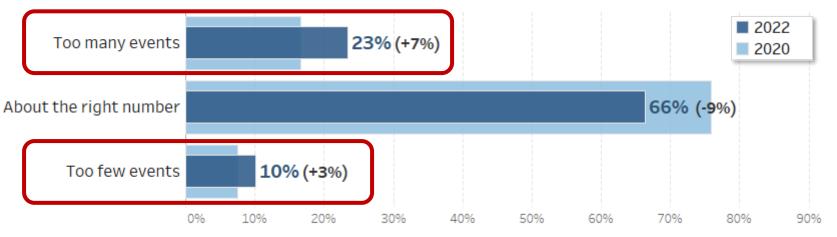
Satisfaction with Town Events

Q 25: Please rate your satisfaction with the following aspects of town-wide events.

					Percent Respondin	g:
Rating Category		Year	Avg.	1&2	3	4 & 5
Small events (such as Vail Jazz Kids Adventure Games etc.)	5	2022	4.2	4%	14%	38% 43% 81%
Overall quality of cultural communi recreational performing arts and bu conference venue options in Vail	-	2022	4.1	7%	13%	39% 41% 80%
		2022	4.0	6%	20%	39% 35% 74%
The overall quality of events in Vail		2020	4.3	3%	10%	38% 50% 87%
	5 - Very S 4 3 2 1 - Not at			ategories are sorted	in descending order by	the 2022 average rating Source: RRC Associates
Town of Vail Community Survey 2022 N	vailgov.com				τοι	NN OF VAIL

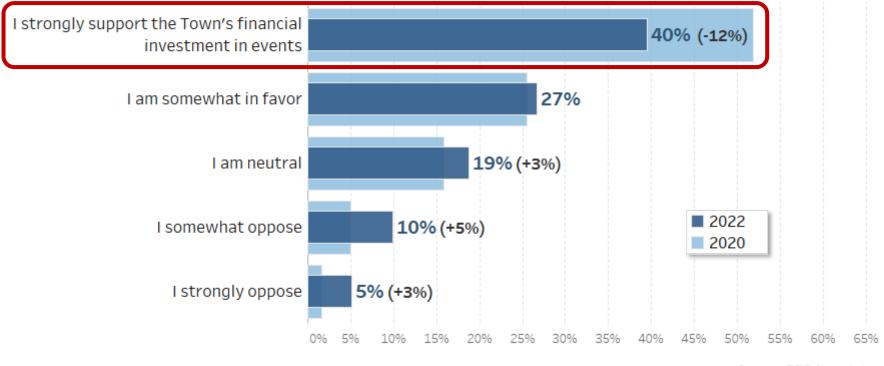
Number of Events

Q 24: With respect to the number of events in Vail are there:



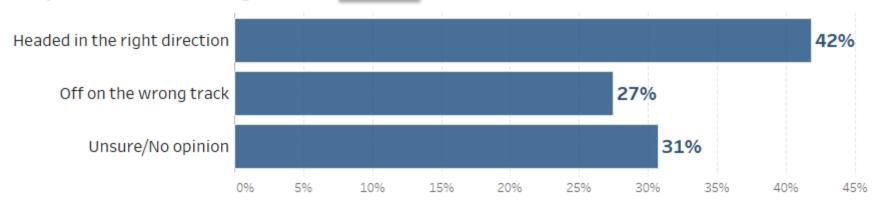


Q 27: The Town of Vail invests in various events in Vail. In general what is your opinion of this economic development strategy?





Q 50: 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?





Housing Ratings

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." If you don't know or have no opinion select "don't know."

			P	ercent Responding	:
Rating Category	Year	Avg.	1&2	3	4 & 5
Acquiring and setting aside land for future resident-occupied housing opportunities	2022	3.2	24%	21%	55%
Adopt an amnesty program to allow for the legal conversion of currently non-permitted dwelling units (for example illegal lock-off units)	2022	2.9	19% 32%	31%	37%
Allow increases in density to facilitate the development of accessory dwelling units for resident-occupied housing (i.e. a small unit	2022	2.8	20% 34%	27%	38%
together with a larger residence)	2020	2.7	26% 39%	29%	32%
Adopt residential linkage regulations assessing a fee requirement for all residential development in the town		2.6	25% 17% 42%	32%	27%
 4 - Very Suppo 3 2 1 - Not at all Su 			gories are sorted in de		2022 average rating urce: RRC Associates

TOWN OF V

Wildfire

Q 60: Wildfire poses a risk to our homes, environment, economy, recreation and safety. Effective wildfire mitigation requires a multi-faceted approach. Please indicate your opinion using the scale of 1 to 4 below.

			Percent Responding:			
Rating Category	Year	Avg.	1&2	3	4 & 5	
Actions to increase public safety and emerg preparedness	ency 2022	3.7	6%	20%	74%	
Design standards that facilitate the creation of defensible space (such as using deciduous trees rather than conifers)		3.5	12%	22%	66%	
		3.5	10%	29%	60%	
Evaluation of the defensible space around each		3.4	14%	22%	63%	
home by trained personnel	2020	3.5	13%	25%	63%	
Vegetation is reduced or modified to create a buffer around the home		3.3	17%	24%	59%	
4 - Very Sup	oportive				e 2022 average rating ource: RRC Associates	

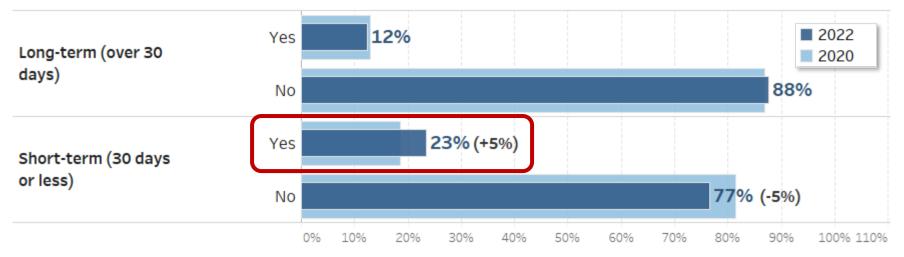


3

1 - Not at all Supportive

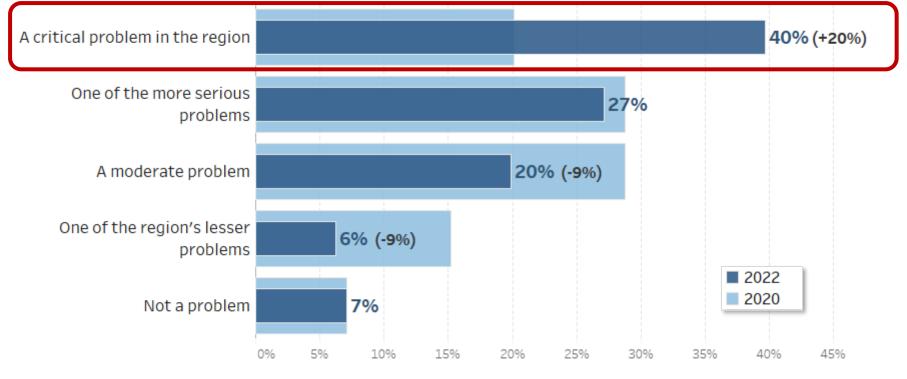
"Do you rent your home to others?"

Q 86: Do you rent your home to others?





Q 99: In your opinion to what extent is the loss of long-term rental housing a problem in Vail at this time?





Questions & Comments

TOWN OF VAIL

Satisfaction Questions

COLOR OF



Satisfaction with Bus Service

Q 23: Please rate your satisfaction with Town of Vail bus service.

			Percent Responding:		
Rating Category	Year	Avg.	1&2	3	4 & 5
Dependability of hus convice	2022	4.5	3%	7%	29% 62% 91%
Dependability of bus service	2020	4.6	2%	4%	23% 72% <mark>95%</mark>
Cleanliness of buses	2022	4.5	2%	7%	33% 58% 91%
Cleaniness of buses	2020	4.6	1%	6%	28% 65% 9 3%
Atmosphere/sense of sefety on buses	2022	4.4	4%	10%	31% 55% <mark>86%</mark>
Atmosphere/sense of safety on buses	2020	4.6	1%	4%	27% 68% <mark>95%</mark>
Frequency of in-town shuttle	2022	4.3	5%	11%	28% 56% <mark>84%</mark>
(Lionshead to Golden Peak)	2020	4.6	2%	6%	24% 68% <mark>92%</mark>
Rus driver courtesy	2022	4.3	4%	14%	27% 54% 81%
Bus driver courtesy	2020	4.6	2%	7%	24% 67% <mark>91%</mark>
Frequency of outlying service - Vail	2022	4.2	8%	11%	28% 53% 81%
neighborhoods	2020	4.4	5%	10%	27% 58% <mark>85%</mark>
Lovel of crowding on buses	2022	3.8	11%	22%	37% 30% 6 7%
Level of crowding on buses	2020	4.0	9%	20%	34% 37% 71%
4		tisfied	*Categories are sor	ted in descending order b	y the 2022 average rating Source: RRC Associates
2	2	II Catiofia			
	Not at a pv.com	II Satisfied		TO	WN OF VAIL

Satisfaction with Fire Services

Q 11: Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail.

			Percent Responding:			
Rating Category	Year	Avg.	1&2	3	485	5
Response times to emergency incidents	2022	4.6	3%	5%	70%	92%
Response times to emergency incidents	2020	4.7	0%	3%	77%	97%
Courtesy and helpfulness of fire department	2022	4.6	3%	6%	71%	91%
staff	2020	4.7	1%	5%	79%	95%
Timely plan-check and fire system	2022	4.3	4%	12%	29% 55%	84%
inspections	2020	4.5	3%	7%	27% 63%	90%
Fire safety awareness and education	2022	4.3	5%	12%	33% 51%	84%
programs	2020	4.6	2%	4%	28% 66%	94%
Wildfire mitigation offerts	2022	4.1	6%	16%	32% 45%	78%
Wildfire mitigation efforts	2020	4.5	3%	7%	27% 63%	90%





Satisfaction with Police Services

Q 13: Please rate your satisfaction with the following aspects of Police Services in the Town of Vail.

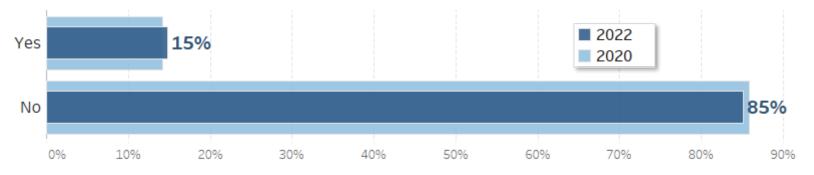
			Percent Responding:				
Rating Category	Year	Avg.	1&2	3	4 & 5		
Overall feeling of safety and security	2022	4.4	4%	9%	25% 62% <mark>88%</mark>		
overall reening of safety and security	2020	4.6	2%	5%	74% 94%		
Friendliness and approachability of Vail	2022	4.4	7%	6%	27% 60% <mark>87%</mark>		
Police Department employees	2020	4.5	4%	7%	67% <mark>88%</mark>		
Confidence in the Police Department	2022	4.3	6%	9%	30% 55% <mark>85%</mark>		
Confidence in the Police Department	2020	4.4	5%	8%	24% 63% <mark>87%</mark>		
Overall quality of service	2022	4.3	7%	8%	31% 54% <mark>85%</mark>		
	2020	4.5	4%	7%	65% <mark>89%</mark>		
Appropriate presence of police on	2022	4.1	8%	16%	30% 46% 76%		
foot/vehicle patrol	2020	4.4	5%	10%	27% 58% <mark>85%</mark>		
Visibility of police foot/vehicle patrol	2022	4.1	9%	15%	31% 45% 76%		
	2020	4.3	5%	10%	28% 56% <mark>84%</mark>		
5 - Ve 4	*Categories are sorted in descending order by the 2022 average rating Source: RRC Associates						



3

1 - Not at all Satisfied

Q 15: Have you used the services of the Community Development Department within the past 12 months?



Source: RRC Associates



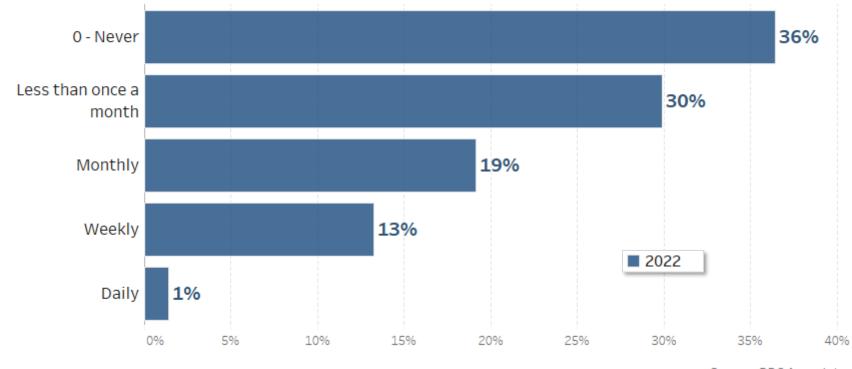
Q 16: Please rate your satisfaction with the following aspects of the Community Development Department.

			Percent Responding:			
Rating Category	Year	Avg.	1&2	3	4 & 5	
Knowledge (ability to answer questions	2022	4.0	11%	18%	51% 70%	
Knowledge/ability to answer questions	2020	4.3	6%	14%	24% 57% <mark>81%</mark>	
Courtesy and attitude/helpfulness	2022	3.9	13%	19%	46% 68%	
	2020	4.4	6%	14%	64% <mark>80%</mark>	
Availability of information (e.g. public records)	2022	3.8	14%	22%	23% 41% <mark>64%</mark>	
	2020	4.2	4%	16%	32% 48% <mark>80%</mark>	
Timeliness of response (to telephone calls	2022	3.8	18%	17%	23% 41% <mark>64%</mark>	
inspections questions/inquiries plan review etc.)	2020	4.2	9%	10%	27% 54% <mark>81%</mark>	
Building permit review and inspections	2022	3.6	19%	31%	38% 50%	
	2020	4.0	7%	23%	30% 40% 70%	

5 - Very Satisfied 4 3 2 1 - Not at all Satisfied



Frequency of Library Use



Q 32: On average how frequently do you use the library's services?

Source: RRC Associates



Satisfaction with Library Services

Q 35: Please rate your overall satisfaction with Vail Public Library.

			Percent Responding:			
Rating Category	Year	Avg.	1&2	3	4 & 5	
Customer service	2022	4.6	4%	4%	72%	93%
Facilities	2022	4.6	3%	5%	71%	92%
Collection (books DVDs music newspapers etc.)	2022	4.5	4%	2%	33% 61%	94%
Internet access	2022	4.5	5%	10%	71%	86%
Online services (website catalog research databases etc.)	2022	4.4	5%	8%	63%	88%
Programs (classes Story Times etc.)	2022	4.3	6%	11%	63%	83%



Thank You

TOWN OF VAILS