

VAIL COMMUNITY SURVEY 2024 Summary of Results



REPORT OVERVIEW

- History and Survey Methodology
- Key Findings
- Respondent Characteristics
- Direction of Town "Is Town of Vail on Right/Wrong Track"
- Satisfaction of Town Departments
- Town of Vail Priorities
- Events & Tourism
- Housing & Other Topics





SURVEY METHODOLOGY

2024 Survey program designed for direct comparison to past biannual studies (2010-2022).

Distribution Channels:

- RRC mailed 4,950 postcards with two passcodes per HH for the online survey.
- An "open link" was advertised to capture additional responses.

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TOWN OF VAIL
2024 Town of Vail Community Survey
First, a few questions about you and the general state of Vail
Is your residence (either year-round or seasonal) within the Town of Vail?
Yes
No
Which of the following best describes you?
Year-round resident (11+ months/year)
Part-time/seasonal resident
Employed in the Town of Vail but don't live there



Total Survey Responses





Survey Version	2012	2014	2016	2018	2020	2022	2024
Invite	412	487	541	562	680	672	587
Open Link	265	292	376	509	668	799	358
Total	677	779	917	1,071	1,348	1,471	945

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

issues facing Vail survey by calling 970.479.2115
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TOWN OF

KEY FINDINGS

KEY FINDINGS: DIRECTION OF VAIL

- In general respondent characteristics this year were similar to past surveys. However, responses included the highest percentage of renters of any survey to date (21%) and the average age inched down to 55.6 from 57.3 in 2022.
- About half (48%) of respondents say the town is going in the right direction and 32% say it is on the wrong track. These numbers are better than 2022 ratings but still below pre-Covid sentiments.
 Predictably, 2nd homeowners are more positive than residents and homeowners are more upbeat than renters.
- Looking at age, younger residents (under 44) are more negative on the direction of Vail than those 65+. This is interesting in light of the fact that most surveys in other locales show more positive assessments of community direction from younger demographic groups than from older residents.
- Comments from those who feel the town is on the wrong track were focused heavily on the cost of housing, high rents for workers, and concerns about the availability and affordability of parking in the town for both residents and employees.





KEY FINDINGS: TOWN SERVICES

- Looking at how well the Town staff serves residents, the Public Works Department rates very highly. Residents positively rate cleanliness and maintenance in the pedestrian villages, parks, public restrooms and roads. Snow removal and staff interactions also rate highly.
- The Fire and Police Departments are also seen in a very positive light. Police ratings ticked down slightly from 2022 but all aspects of dealing with VPD still rate above 4 on a 5-point scale. This is notable given the recent controversies around policing policies and practices in other communities.
- Among Town departments, Community Development rates the lowest. The building permit inspection and review process is the lowest-rated aspect of the Department, coming in at 3.3 on a 5-point scale. While lower than other scores for the Town, note this is still above average. Approval for building permits is not quick or easy in any municipality.
- Turning to parking, ratings are generally higher than in 2022. Summer & winter parking, parking structures and conditions on the Frontage Road all scored higher than two years ago. The only aspect that dropped was the ratings on cost, likely due to increased fees since the last survey.





KEY FINDINGS: TOWN SERVICES

- Transit service rates extremely high in Vail. All aspects of riding the bus scored the same or better than in 2022. Frequency, dependability, cleanliness and safety all were very strong. The only part of the transit experience to rate below 4 on a 5-point scale is the level of crowding.
- Library use is relatively high in Vail. Services are used at least monthly by 42% of Vail residents and 26% of 2nd homeowners. One-third of primary residents say they "never" use the Library. Among those who utilize the Library, services rate extremely high. Service, facilities, programs and online options all scored 4.5 or higher.
- Looking at recreation, a solid majority (63%) do not feel that new facilities or programs are needed to benefit residents or guests. Of the 37% who would like to see new initiatives, a community recreation center and more family-friendly events were the most frequently mentioned items they would like to see in Vail.





KEY FINDINGS: PRIORITIES IN VAIL

- When asked to identify their highest priorities for Vail, residents clearly believe housing is the biggest challenge in the community. 63% of residents name creating a diversity of housing options as a top concern. Also important, but far behind housing, are environmental efforts and better access to childcare for workers in the community.
- Like most resort towns, the housing issue became critical in Vail during the pandemic. The 2020 survey was conducted just before Covid and about half of respondents said the loss of rental housing was a serious or critical issue. That percentage jumped to two-thirds in 2022 and remained there in 2024. However, among those under 45, nearly 80% say it is a big problem in Vail.
- Looking at specific initiatives, jointly developing affordable housing outside of Vail with down-valley
 partners and setting aside land for resident-occupied units were the top choices. The only housing
 effort that rated below 3.6 on a 5-point scale was adding new linkage fees to residential development.
- Beyond housing, age matters in choosing priorities. Younger residents (under 45) placed childcare
 and access to mental health care in their top three concerns while those 45+ named protecting wildlife
 habitat and the Gore Creek watershed as their 2nd and 3rd priorities.





KEY FINDINGS: OTHER TOPICS

- Overall, residents are very happy with the events in Vail. 71% think the town has about the right number of events and 62% either somewhat or strongly support the Town's investing in them. The quality of both large and small events rated highly with respondents.
- 2nd homeowners are more likely to rent their homes than in the past. In 2024, 39% of 2nd homeowners say they have rented their property long-term in the past 4 years compared to 15% in 2022. Similarly, 39% have rented short-term. That is up from just 11% in 2022.
- About a quarter of respondents would use a carshare program if available and 17% say it could be a viable alternative to owning a vehicle in Vail. Predictably, renters are much more likely to say "yes" to both questions than those who own their homes.
- Compared to 2022, more homeowners say they will likely be using their property in Vail as a primary
 residence in five years and fewer expect it to be a vacation or seasonal home. This seems to be driven
 partly by more residents planning to retire and live in Vail full-time.

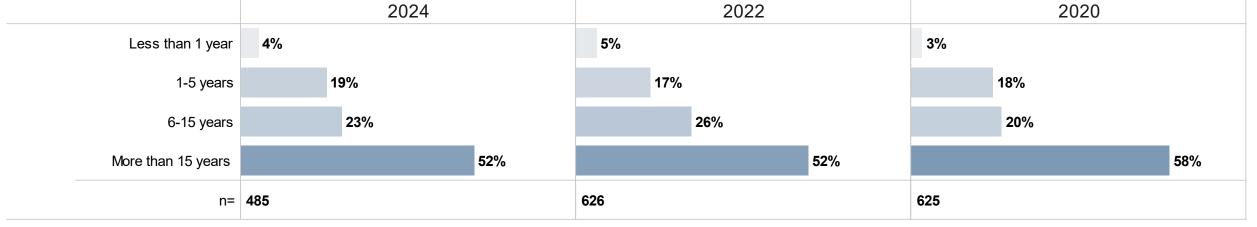




RESPONDENT CHARACTERISTICS

YEARS IN TOWN OF VAIL

How long have you lived within the Town of Vail (or owned property if a nonresident)?



Source: RRC





RESIDENCY

Which of the following best describes you?

	2024	2022	2020	2018	2016
Year-round resident	71%	57%	56%	55%	47%
Part-time/seasonal resident	26%	41%	41%	36%	42%
Employed in the Town of Vail but don't live there	1%	0%	1%	4%	4%
Non-resident owner of business/commercial property	1%	0%	1%	3%	4%
Get mail in the Town but don't live or work there			0%	2%	3%
Other	2%	1%			
n=	546	672	685	564	541



YEARS IN TOWN OF VAIL BY AGE (2024)

How long have you lived within the Town of Vail (or owned property if a nonresident)?

	2024 Overall		Under 45		45 and older						
More than 15 years			52%		17%					6	5%
6-15 years		23%			3	34%			19%		
1-5 years		19%				38%			12%		
Less than 1 year	4%		8%			3%					
 n=	485		128			323					



LOCATION

Overall: Percent Responding Overall & By Year

RRC

	2024	2	022	2020
East Vail	26%	21%		30%
West Vail (north of I-70)	21%	19%	1	16%
Potato Patch, Sandstone	9%	12%	12%	/6
Intermountain	7%	7%	7%	
Matterhorn, Glen Lyon	7%	6%	5%	
Vail Village	7%	8%	8%	
Buffehr Creek, Lionsridge, the Valley	6%	7%	6%	
Vail Commons/Safeway area	5%	3%	3%	
Lionshead	4%	6%	4%	
Booth Falls and Bald Mountain Road areas	3%	4%	5%	
Golf Course	1%	2%	2%	
Booth Creek/Aspen Lane	1%	2%		
Not a resident of the Town of Vail		0.2%		
Other	4%	3%	<mark>2%</mark>	
n=	541	E	646	653





OWN VS. RENT

Do you own or rent your residence?

	2024	2022	2020	2018	2016
Ow	n 77%	87%	86%	85%	90%
Rer	t 21%	13%	13%	13%	9%
Othe	r 1%	1%	1%	1%	1%
n	= 482	630	624	493	470

Do you own or rent your residence?

	2024 Overall	Under 45	45 and older
Own	77%	38%	91%
Rent	21%	60%	8%
Other	1%	2%	1%
 n=	482	124	322

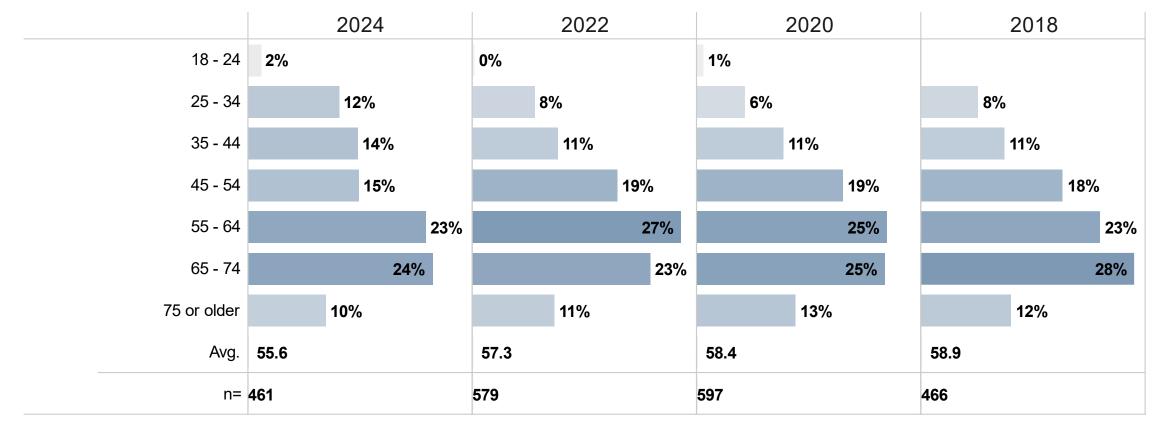
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AGE OF RESPONDENT

Age of respondent





EMPLOYMENT

Which of the following best describes your employment status?

	2024	2022	2020	2018	2016
Work 8 months or more a year in the local area (Eagle Valley)	46%	39%	36%	44%	38%
Retired	26%	26%	30%	25%	21%
Currently employed outside of the local area and work remotely from Vail	13%	25%	21%	19%	29%
Work 7 or fewer months a year in the local area (Eagle Valley)	4%	4%	5%	4%	4%
Homemaker	2%	3%	4%	2%	3%
Unemployed and/or looking for work	1%	1%	2%	1%	1%
Other	10%	10% 4%		4%	4%
n=	490	612	622	494	472





What is the location of your place of work in the Eagle Valley? (Check all that apply)

	2024	2022	2020	2018	2016
In the Town of Vail	83%	87%	86%	80%	87%
Edwards	10%	11%	12%	15%	8%
Beaver Creek	8%	6%	9%	12%	7%
Avon	8%	7%	9%	12%	12%
Eagle Vail	5%	4%	7%	9%	7%
Minturn	3%	4%	3%	6%	2%
Eagle	3%	3%	4%	6%	5%
Gypsum	2%	2%	2%	6%	2%
Other	5%	4%	5%	9%	6%
n=	239	255	251	234	197





BUSINESS OWNERSHIP

Do you own or operate a business within the Town of Vail?

	2024	2022	2020	2018	2016
No	89%	88%	90%	87%	84%
Yes	11%	12%	10%	13%	16%
n=	439	574	585	429	391





MARITAL STATUS

Which category best describes your family status?

	2024	2022	2020
Empty-nester, children no longer at home	32%	34%	34%
Couple, no children	29%	26%	28%
Single, no children	23%	20%	19%
Household with children living at home	17%	21%	18%
n=	479	609	619







Are you...[Gender]

	2024	2022	2020
Female	43%	50%	46%
Male	57%	50%	54%
Other/Self-identify	0%		
n=	467	601	611





DIRECTION OF TOWN

DIRECTION OF TOV

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?

		2	2024	2022		2020		2018		2016		6	
Right direction	'n		48%		44%	57%		57%	61%				63%
Wrong tra	:k	32	2%		37%		25%		24%		20%		
Don't kno	w	20%		19%		18%		16%		17%			
	ו= 5 4	41		671		676		559		533			



DIRECTION OF TOV (CONTINUED)

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?

		2024 Overall		Year-rou	nd resident	Part-time/seasonal resident		
Rig	ht direction	4	48%		43%			59%
V	Wrong track	32%			38%	1	9%	
	Don't know	20%		19%			23%	
	n=	541		353		135		

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?

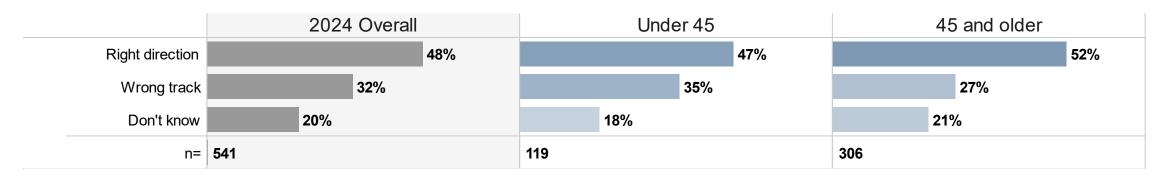
	2024 Overall	Own Residence	Rent/Other Non-owners
Right direction	48%	50%	45%
Wrong track	32%	32%	33%
Don't know	20%	18%	22%
n=	541	343	103





DIRECTION OF TOV (CONTINUED)

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?



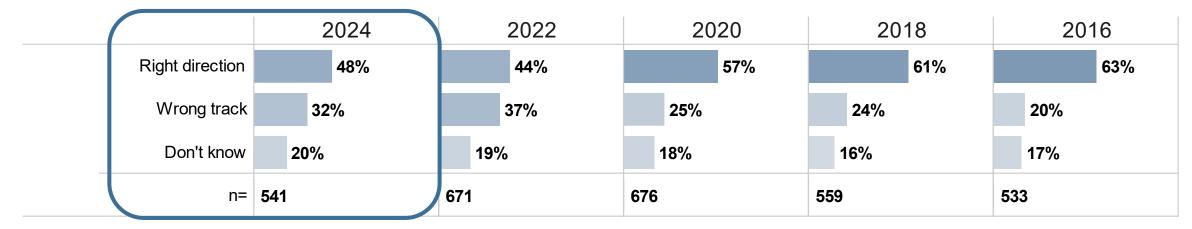
Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track?

	2024 Overall	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or older
Right direction	48%	48%	48%	58%	34%	62%	60%
Wrong track	32%	33%	35%	31%	31%	24%	21%
Don't know	20%	19%	17%	12%	34%	15%	19%
n=	541	52	60	59	102	102	43



DIRECTION OF TOV COMMENTS

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?



Right Direction (48%)

- 1. Housing
 - Efforts to manage workforce housing

2. Environment

Sustainability initiatives

Wrong Direction (32%)

- 1. Housing
 - Affordable housing, rent, real estate, and cost of living

27

2. Parking

 Concerns about the adequacy, affordability, and management of parking



FORWARD THINKING COMMENTS

What is one forward-thinking idea you would suggest the Town Council act on to ensure Vail's future?

1. Housing

- More affordable housing/rent regulation
- Increase availability of employee housing

2. Short-Term Rentals

Increase regulation and taxes

3. Transportation

- Enhance public transit
- Increase parking spaces
- Make TOV more bike and pedestrian-friendly

Low income housing and STR limits need to be a priority **?**

> Create more affordable transportation options to minimize car use, and more affordable parking.

> > 28

Other priorities include recreation facilities and environmental sustainability.





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SATISFACTION WITH TOWN DEPARTMENTS

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

Offering public engagement opportunities (both	2024	n=514	Avg. 3.7	4% 9 [°]	%	26%		32%		28%
in-person and online)	2022	n=577	Avg. 3.8	5% 79	%	24%		34%		31%
Approachability of staff and Town Council	2024	n=458	Avg. 3.7	7%	9% 22%			29%		32%
members	2022	n=498	Avg. 3.8	5% 1	0%	19%		33%	33%	
Providing information to constituents	2024	n=543	Avg. 3.6	<mark>6% 10%</mark> 29%			31%		25%	
	2022	n=638	Avg. 3.8	4 <mark>%</mark> 8%	6	22%	37%			29%
Being collaborative in decision-making process	2024	n=497	Avg. 3.2	9%	1	7%	36%		23%	15%
Deing collaborative in decision-making process	2022	n=542	Avg. 3.4	9%	139	<mark>%</mark> 27	7%	32%)	19%
				5	-	Satisfied				
				3						

1 - Not at all Satisfied



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

5 - Very Satisfied

									5 - Very Satisfied
Cleanliness of pedestrian villages	2024	n=541	Avg. 4.6	5%	23%			70%	4
Cleaniness of pedestrian vilages	2022	n=655	Avg. 4.6	5%	22%			71%	2 1 - Not at all Satisfied
	2024	n=535	Avg. 4.5	7%	33%			59%	
Overall park maintenance	2022	n=645	Avg. 4.5	5%	28%			65%	
Show romayal an raada	2024	n=538	Avg. 4.4	8%	24%			63%	
Snow removal on roads	2022	n=649	Avg. 4.6	5%	24%			69%	
Friendliness and courteous attitude of Public Works	2024	n=490	Avg. 4.4	10%	249	%		60%	
employees	2022	n=553	Avg. 4.5	6%	27%			64%	
Clearliness of nublic restrictions	2024	n=496	Avg. 4.3	10%	10% 32%			53%	
Cleanliness of public restrooms	2022	n=569	Avg. 4.4	10%	31	%		56%	
Road and street maintenance by the Town of Vail	2024	n=548	Avg. 4.2	13	13% 35%			46%	
(potholes, sweeping, drainage, etc.)	2022	n=653	Avg. 4.4	8% 34%				55%	
Appearance and condition of Town owned by ildings	2024	n=523	Avg. 4.1	17% 36%			42%		
Appearance and condition of Town-owned buildings	2022	n=637	Avg. 4.3	12%		32%		52%	



PUBLIC WORKS COMMENTS

Do you have any suggestions on how Public Works can improve its services?

1. Positive Feedback

Satisfaction with services

2. Snow Removal

Concerns about over-plowing, damage caused by plows, and need for snow removal in specific areas

3. Road Maintenance

Allocation to fixing potholes and maintaining road conditions



Snow removal can get a little aggressive, causing damage to lawns.





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

5 - Very Satisfied

		-							···· , ······
Courtesy and helpfulness of fire department staff	2024	n=405	Avg. 4.6	6%	19%			72% 4 2	
Councesy and helpfulliess of the department stan	2022	n=423	Avg. 4.6	6%	20%			71%	- Not at all Satisfied
Despense times to emergency insidents	2024	n=317	Avg. 4.5	7%	21%			68%	
Response times to emergency incidents	2022	n=352	Avg. 4.6	5%	22%			70%	
Wildfire mitigation efforts	2024	n=408	Avg. 4.4	12%		29%		56%	
Wildlife miligation enorts	2022	n=473	Avg. 4.1	10	6%	32%		45%	
Timely plan-check and fire system inspections	2024	n=283	Avg. 4.3	11%)	27%		57%	
Timely plan-check and the system hispections	2022	n=324	Avg. 4.3	12%		29%		55%	
Fire safety awareness, and education programs	2024	n=349	Avg. 4.3	14	%	28%		53%	
The salety awareness, and education programs	2022	n=441	Avg. 4.3	12%		33%		51%	
Short-term rental inspections	2024	n=203	Avg. 3.5	16%	9%	21%	15%	39%	



FIRE DEPARTMENT COMMENTS

Do you have any suggestions on how the Fire Department can improve its services?

1. Positive Feedback

Almost half of comments offer positive feedback or no suggestions

2. Community Engagement & Communication

- Increased visibility in local events
- More communication

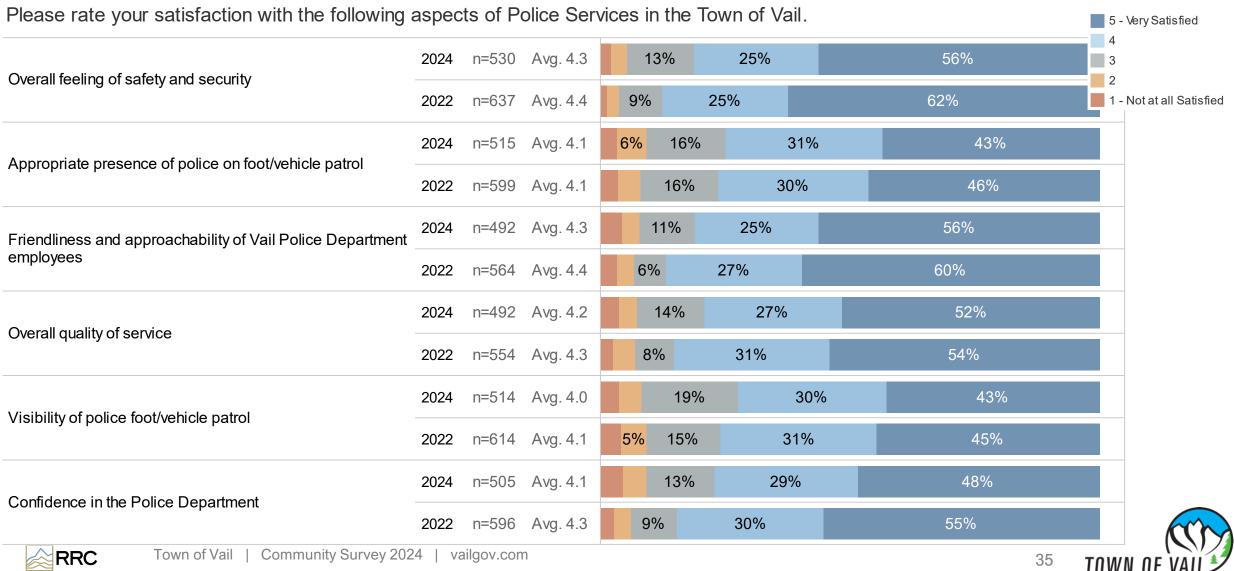
 Fire Department open house is AWESOME for kids. We'd love to see more information there as well about wildfire mitigation. ??

> Create a website with more information ..including info on go bags, evac options and generally being more proactive with information.





SATISFACTION WITH POLICE SERVICES



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POLICE DEPARTMENT COMMENTS

Do you have any suggestions on how the Police Department can improve its services?

1. Positive Feedback

About half of the comments provide positive feedback Our police department is great. They keep a fine line of being friendly but keeping us a safe community.

2. Community Engagement

- Appreciation for the presence of officers at local events
- Increased engagement and friendliness

Get back to being more community focused and inclusive. It would be nice if the police had a stronger presence in the community. I always wave and they don't really make eye contact.





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

	20	24	2022	
No		86%		85%
Yes	14%		15%	
n=	554		660	

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

Availability of information (a.g., public records)	2024	n=73	Avg. 3.8	11%	5 7%	14%	27%		41%
Availability of information (e.g., public records)	2022	n=86	Avg. 3.8	7%	7%	22%	23%)	41%
Timeliness of response (to telephone calls, inspections,	2024	n=74	Avg. 3.8	8%	8%	20%	24%	6	39%
questions/inquiries, plan review, etc.)	2022	n=87	Avg. 3.8	10%	8%	17%	23%		41%
Ruilding permit review and increations	2024	n=60	Avg. 3.3	1	8%	13%	15%	23%	30%
Building permit review and inspections	2022	n=74	Avg. 3.6	11%	8%	3	1%	12%	38%
Courtesy and attitude/helpfulness	2024	n=73	Avg. 3.8	7%	8%	19%	26%		40%
	2022	n=90	Avg. 3.9	9%		19%	22%		46%
Knowledge/ability to answer questions	2024	n=73	Avg. 3.8	7%	7%	25%	23	%	38%
	2022	n=87	Avg. 4.0	7	<mark>%</mark> 1	8%	20%		51%
		5 - Very S	Satisfied						
Town of Vail Community Survey 2024 vailgov.com		4 3 2							27
		1 - Not a	t all Satisfied						³⁷ TOWN OF VAIL.

COMMUNITY DEVELOPMENT

Do you have any suggestions on how the Community Development Department can improve its services? (If Community Development Department was used in past 12 months)

1. Process Efficiency

Dissatisfaction with the cumbersome nature of processes Have a simified helpful process for minor housing request. ??

2. Customer Service

Mixed perception of customer service quality Greater support of residents suffering from neighboring STRs (than just the hotline to call)



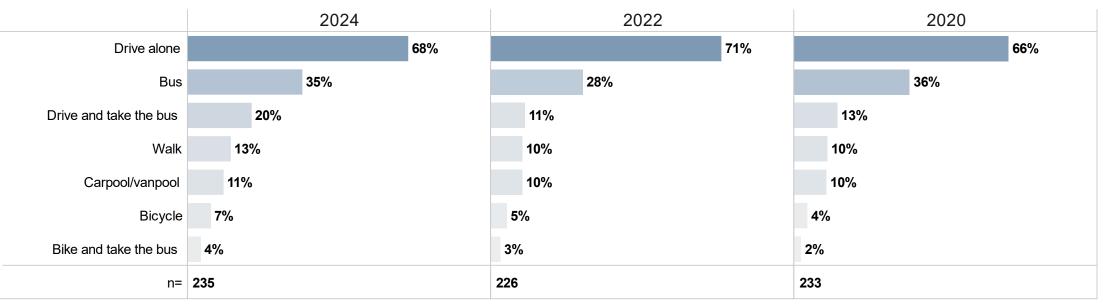


Which of the following modes of transportation do you typically use to get to work most frequently? - In Winter

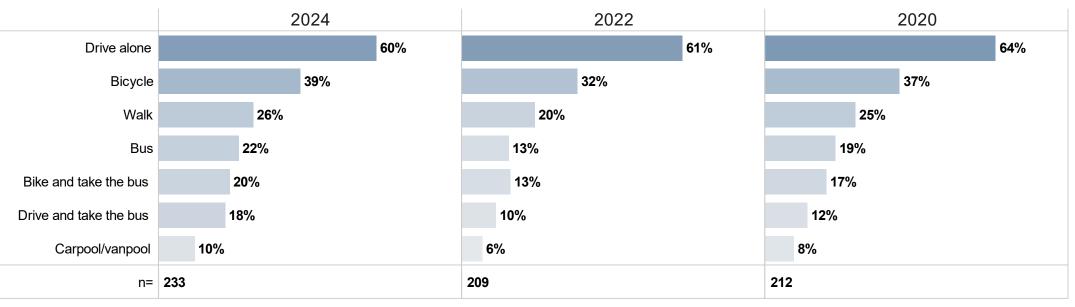
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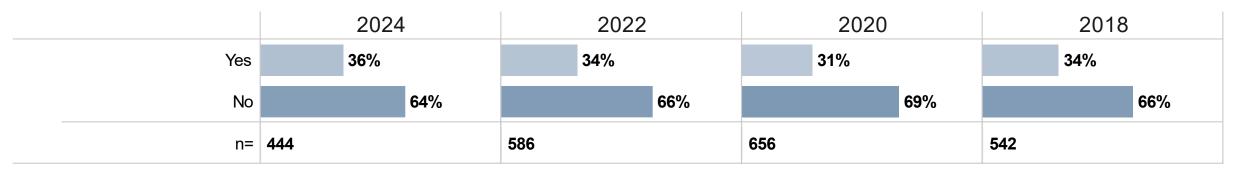


Which of the following modes of transportation do you typically use to get to work most frequently? - In Summer



PARKING PASS OWNERSHIP

Do you have a parking pass this season?



Which pass, do you have? (Check all that apply)

	2024
Vail Local Pass	76%
Employee Plus	9%
Employee	7%
Business Premier	5%
Eagle County Local Pass	3%
Premier	3%
n=	- 161

Please rate your satisfaction with public parking services in Vail.

3 2 2024 n=497 Avg. 4.2 13% 28% 51% 1 - Not at all Satisfied Ease of parking in summer n=599 15% 27% 50% 2022 Avg. 4.1 n=485 Avg. 3.9 21% 36% 33% 2024 Parking structure cleanliness n=596 Avg. 3.7 9% 22% 34% 29% 2022 18% 12% 28% 24% 19% n=416 Avg. 3.1 2024 Overflow Frontage Road parking convenience/ease of access 13% n=514 Avg. 2.7 20% 33% 12% 22% 2022 15% 21% 18% n=455 Avg. 3.0 21% 25% 2024 Overflow Vail Frontage Road parking safety 13% 34% 16% 21% 17% 2022 n=560 Avg. 2.6 n=488 12% 22% 30% 23% 12% 2024 Avg. 3.0 Ease of parking in winter 24% 19% 12% n=577 Avg. 2.8 21% 23% 2022 11% n=484 24% 19% 28% 18% 2024 Avg. 2.7 Overall parking fees/pricing structure n=590 Avg. 3.2 18% 2022 15% 14% 27% 26%

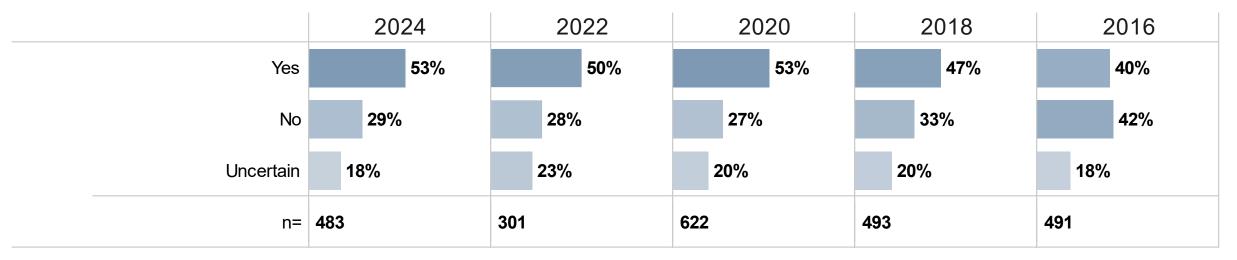


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5 - Very Satisfied

ON-DEMAND PARKING RATES

Should Town parking rates be based on demand?







PARKING COMMENTS

Other than adjusting parking fees, what could the Town of Vail do to improve your satisfaction with parking in the Town?

1. Free Parking Hours

Increase free parking hours for residents

2. Parking Structures

- Outdated and inadequate structures
- Modernize and expand capacity

Should allow locals a affordable parking option **11**

Make a plan to replace the main parking garage and Lionshead structures to accommodate additional spaces **1**





Please rate your satisfaction with To	wn of V	/ail bus	service.							5 - Very Satisfied
Frequency of in-town shuttle (Lionshead to	2024	n=490	Avg. 4.6	6%	2	25%		67%		3
Golden Peak)	2022	n=540	Avg. 4.3	1	1%	28%		5	6%	1 - Not at all Satisfied
Dependebility of hus convice	2024	n=512	Avg. 4.5	8%		28%		63%	0	
Dependability of bus service	2022	n=596	Avg. 4.5	7%		29%		62%	%	
Cleanliness of buses	2024	n=514	Avg. 4.5	7%		33%		58	3%	
	2022	n=590	Avg. 4.5	7%		33%		58	3%	
Atmosphere/sense of safety on buses	2024	n=508	Avg. 4.4	8%)	30%		58	3%	
Autosphere/sense of salety of buses	2022	n=583	Avg. 4.4	109	%	31%		5	55%	
Bus driver courtesy	2024	n=512	Avg. 4.4	10%	%	30%		5	7%	
Bus unver countesy	2022	n=588	Avg. 4.3	1	14%	270	%		54%	
Frequency of outlying service – Vail	2024	n=472	Avg. 4.3	<mark>6%</mark> 9	9%	29%		ξ	55%	
neighborhoods	2022	n=533	Avg. 4.2	<mark>5%</mark>	11%	28	%		53%	
Lovel of crowding on busics	2024	n=500	Avg. 3.8	7%		24%		39%		28%
Level of crowding on buses	2022	n=574	Avg. 3.8	8%		22%		37%		30%



TOV LOCAL TRANSIT USAGE

How frequently have you used the Town of Vail local transit (bus) outlying routes in the past six months?

n=	540	650	653
Frequently (more than 60 rides)	36%	21%	28%
Occasionally	50%	53%	51%
Never	14%	27%	21%
	2024	2022	2020





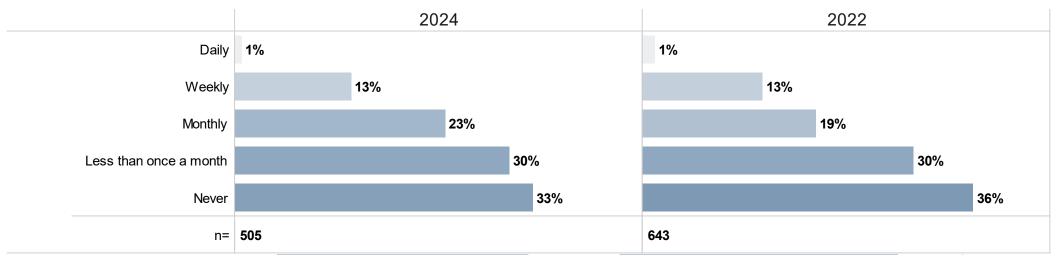
			2024		2022		2020		2018		2016
	Yes		62%		56%		61%		64%		58%
Do you have a library card at the Vail Public Library?	No		38%		44%		39%		36%		42%
	n=	506		647		659		543		508	

Please respond to the following questions using "Yes" or "No."

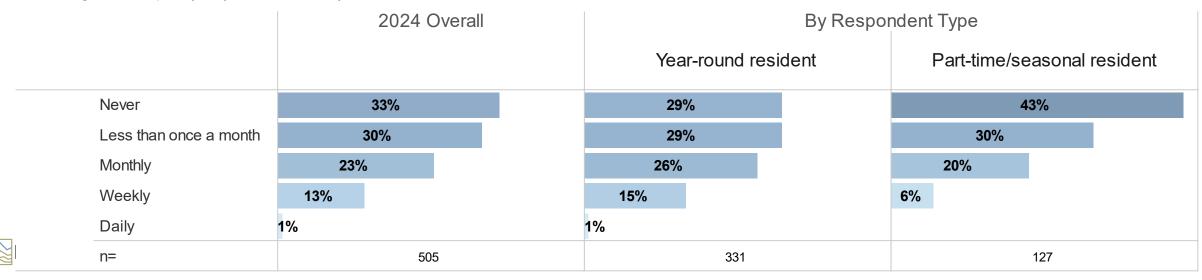
			2024	4			2022	
	Yes			63%			599	%
Do you access the library in person?	No		37%				41%	
	n=	504				645		
	Yes	÷	31%				32%	
Do you access the library remotely/via the website?	No			69%				68%
	n=	501				644		
Do you subscribe to the	Yes	13%				13%		
library's monthly e-newsletter?	No				87%			87%
e-newsieller ?	n=	501				645		
	Yes	8%				8%		
Do you follow the library on social media?	No				92%			92%
	n=	502				646		

LIBRARY SERVICES USE

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



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



Please rate your overall satisfaction with Vail Public Library.

3 2 2024 n=354 Avg. 4.6 7% 17% 74% 1 - Not at all Satisfied **Customer Service** 2022 n=393 Avg. 4.7 17% 78% 2024 n=362 Avg. 4.6 7% 20% 73% Facilities 2022 n=415 Avg. 4.7 20% 74% 2024 n=243 Avg. 4.5 9% 21% 67% Internet access 2022 n=273 Avg. 4.5 7% 22% 68% 2024 n=214 Avg. 4.5 11% 21% 66% Programs (classes, Story Times, etc.) 2022 n=234 Avg. 4.4 9% 28% 59% 2024 n=337 Avg. 4.5 8% 26% 65% Collection (books, DVDs, music, newspapers, etc.) 2022 n=363 Avg. 4.5 6% 61% 31% 2024 n=257 Avg. 4.5 9% 28% 61% Online services (website, catalog, research databases, etc.) 2022 n=272 Avg. 4.5 8% 27% 63%



5 - Very Satisfied

PUBLIC LIBRARY COMMENTS

Do you have any suggestions on how the Vail Public Library can improve its services?

1. More Services

Expand range of services, programs and books Need more collection of books and online services ??

2. Positive Feedback

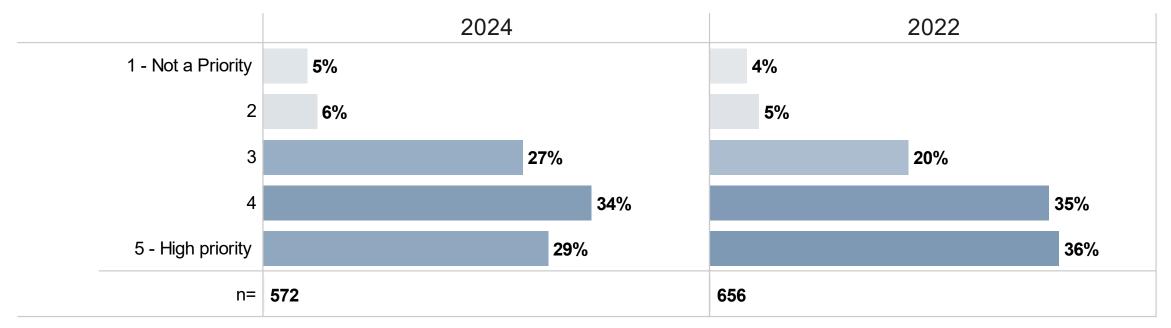
 Gratitude for current services

I love our library and appreciate the space so very much. ?? More children's programming, new children's books (take note from Avon), better hours earlier start for families. **?**?





What is your priority on undertaking a community visioning plan to better determine Vail's future?





RRC

TOWN OF VAIL PRIORITIES



PRIORITIES: HOUSING & COMMUNITY

For each action listed below, indicate the level of priority you believe is appropriate.

Creating a continuum of housing for locals, ranging from seasonal employees to retirees	2024	n=518	Avg. 4.3		11%	13%		6	8%
Increasing commercial opportunities for local businesses that provide goods and services	2024	n=499	Avg. 3.8	8%		25%	28	3%	36%
Providing a place for community members to connect with each other	2024	n=504	Avg. 3.7	7%		27%		28%	32%
				1	4 3 2	- High Priori - Neutral - Not at all a			





PRIORITIES: TRANSPORTATION

For each action listed below, indicate the level of priority you believe is appropriate.

					 	 5 - High Priority 4 3 - Neutral 2 		
increasing lown	of Vail transit frequency and connections	2022	n=617	Avg. 3.8		33%	28%	31%
Increasing Town	of Vail transit fraguancy and connections	2024	n=510	Avg. 3.6	8%	36%	25%	27%
Increasing the nu transit	umber of people who arrive in Vail by	2024	n=502	Avg. 3.7	10%	24%	28%	33%
	Transportation Center to support local, atewide transit service	2024	n=508	Avg. 3.7	8%	28%	29%	30%



PRIORITIES: WORKFORCE SUPPORT

For each action listed below, indicate the level of priority you believe is appropriate.

Increasing access to childcare for those who work in Vail, where workers want it	2024	n=494	Avg. 3.9	8%	20%	27	%		42%
Partnering to expand the availability of mental health resources for valley employees	2024	n=504	Avg. 3.9	8%	21%	27	7%		40%
Playing a role in communicating health care options	2024	n=495	Avg. 3.6	9%	319	%	26%	6	30%
Facilitating access to leadership training, mentorship, and opportunities to grow entrepreneurship skills	2024	n=492	Avg. 3.3	15%	8%	30%		26%	21%
					5 - High F 4 3 - Neutra				
					2 1 - Not at	all a Priorit	y		K



PRIORITIES: ENVIRONMENTAL & SUSTAINABILITY

For each action listed below, indicate the level	of pric	ority you	ı believe	is ap	propr	iate.			5 - High Priority 4 3 - Neutral
Improving the health of the Gore Creek Watershed	2024	n=516	Avg. 4.4	10	%	26%			260%1 - Not at all a Priority
	2022	n=632	Avg. 4.6	8%	189	%		7	72%
Protecting wildlife habitat and restoring habitat	2024	n=519	Avg. 4.2		14%	24	!%		56%
connectivity	2022	n=635	Avg. 4.5	119	6	21%			66%
Reducing 2014 baseline greenhouse gas emissions 50% by 2030	2024	n=518	Avg. 3.6	15%	% 7%	5 19	%	22%	37%



RRC

PRIORITIES: AUTHENTIC VAIL EXPERIENCE

For each action listed below, indicate the level of priority you believe is appropriate.

Creating and enhancing annual events that are consistent with Vail's unique vibe (ex: GoPro Mountain Games, Bravo!)	2024	n=521	Avg. 4.0	17%	33%	40%
Creating a seamless, vibrant environment and welcoming experience through the town to the base of Vail Mountain	2024	n=515	Avg. 3.9	23%	32%	36%
Providing support for community-led social events	2024	n=509	Avg. 3.8	27%	37%	28%
				5 - High Pri 4 3 - Neutral 2 1 - Not at a	-	

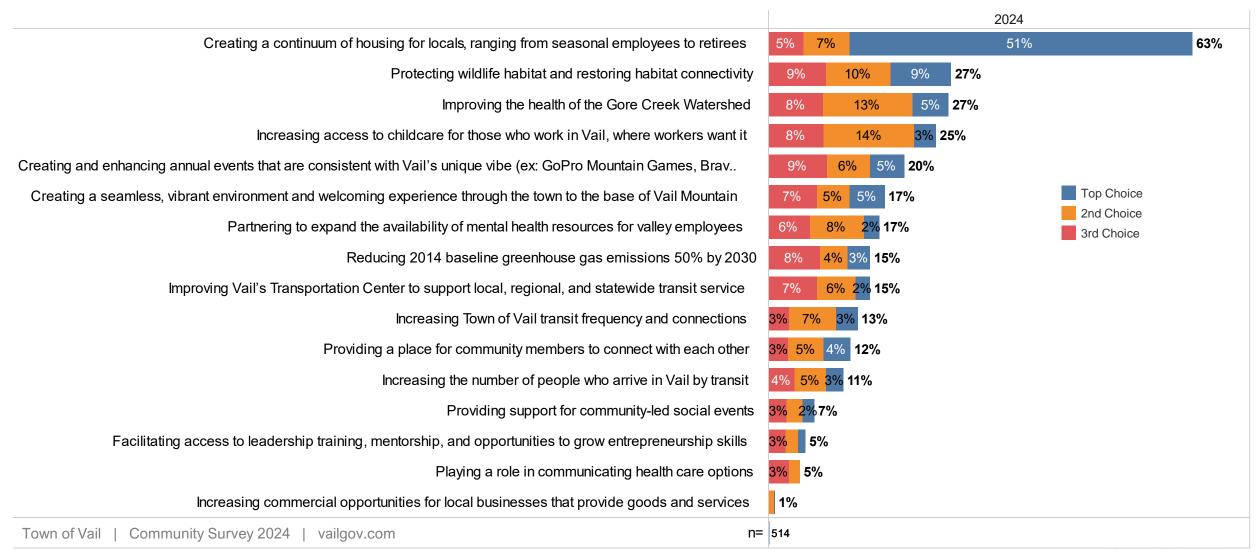


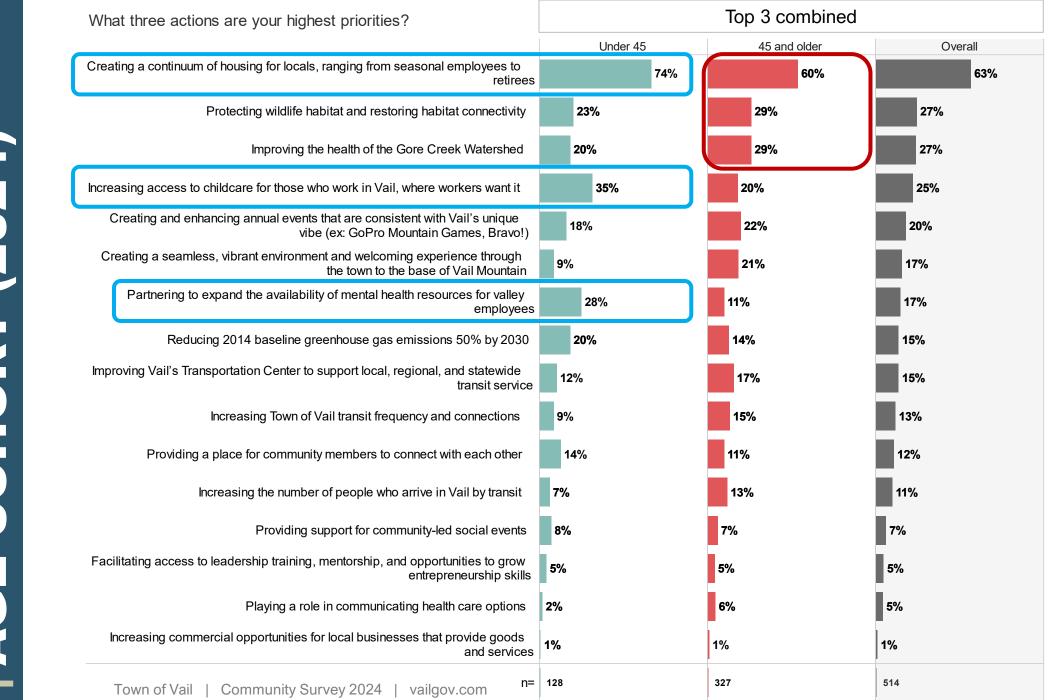
56

RRC

TOP 3 PRIORITIES

What three actions are your highest priorities?





NEW RECREATION PROGRAMS

Are there any new recreation programs/activities/facilities that you believe would benefit the residents of Vail and their guests?

	2024		2022	
No		63%		67%
Yes	37%		33%	
n=	498		562	

If yes, please include your top one or two specific ideas:

1. Community Rec Center

- Gym, swimming pool, fitness classes, and spaces for community gatherings
- Outdoor/indoor sports facilities

2. Family-Friendly Events

Cultural/arts programs, hosting food truck nights, music festivals, educational programs about local wildlife, etc. We need a rec center/gym/pool where families and locals can gather without having to drive through Dowd Junction

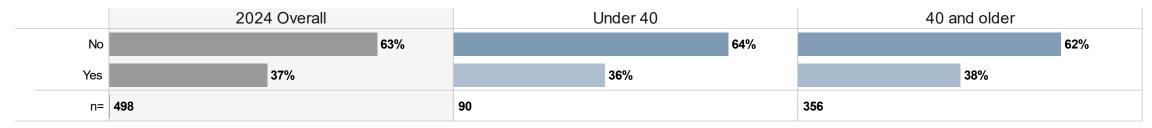
•• Recreation center that has a pool and indoor climbing facility ??





NEW RECREATION PROGRAMS BY AGE

Are there any new recreation programs/activities/facilities that you believe would benefit the residents of Vail and their guests?



If yes, please include your top one or two specific ideas:

Under 40

- Recreation center for the town with gyms and recreation areas such as a dance studio, pools, weightlifting and indoor courts for pickleball and tennis.
- Sport and fitness activities with both leagues and non-competitive team sports focused on beginners and entry-level athletes.

40 and older

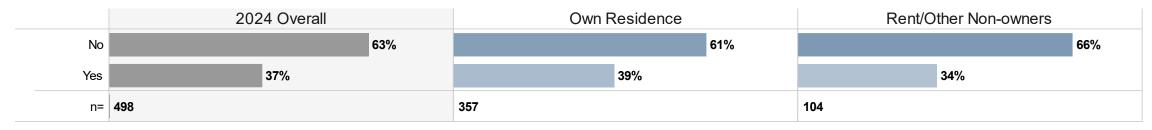
- Recreation center with gym, pools and cultural/arts programming. Venue would host food truck nights, music festivals, educational programs on local wildlife, etc.
- Aquatic Center with public pools and lap swimming for residents.
- Activities and programs for seniors, teens and the general community.





NEW RECREATION PROGRAMS BY HOMEOWNERSHIP

Are there any new recreation programs/activities/facilities that you believe would benefit the residents of Vail and their guests?



If yes, please include your top one or two specific ideas:

Homeowners

- Community center with a pool and gym, comprehensive health club facility, indoor field house, covered tennis courts, and expanded pickleball courts.
- Indoor recreation space with options for kids and adults.
- Community space for meetings and small events.
- Dog agility park and pet-friendly buses.

Renters and Non-owners

- Recreation Centers and Facilities with gym, yoga studios, weightlifting and pools.
- Arts center and programs.
- Field house sports center and indoor field house with pickleball and tennis courts.
- Sports and Fitness Activities with non-competitive leagues and indoor basketball and racquetball courts.



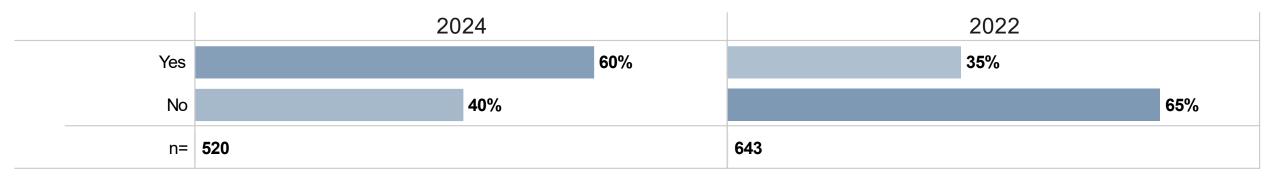


EVENTS & TOURISM

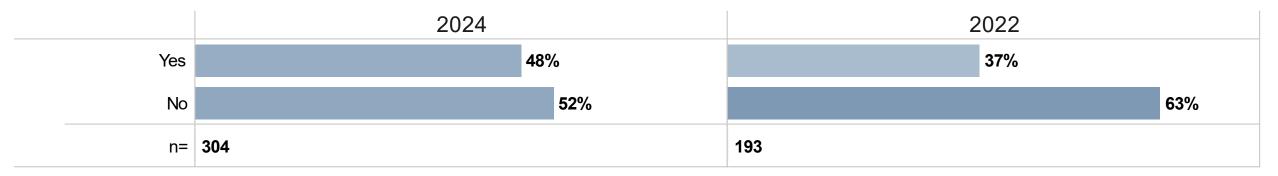


DISCOVER VAIL

Have you heard about the Town's guest-focused website, DiscoverVail.com?



Have you used the DiscoverVail site or referred others to it?







PRIMAVAIL

Have you heard about the Town's Guest Experience training initiative called PrimaVail?

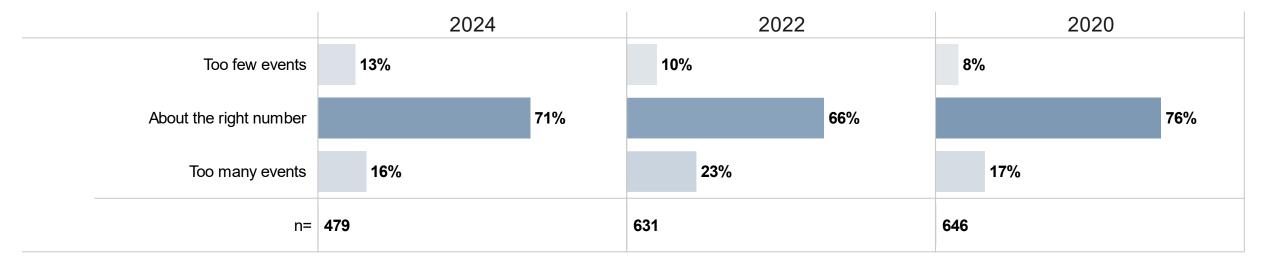
	2024				2022		2020			
Yes				32%		25%				
No					68%	75%				
n=	= 527			643			349			





NUMBER OF EVENTS

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







SATISFACTION WITH TOWN EVENTS

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

Large events (such as Farmers Market,	2024	2024 n=477 Avg. 4.2			14%	31%		47%		
Mountain Games, etc.)	2022	n=624	Avg. 4.1		13%	39%	41%			
Small events (such as Vail's lce Spectacular,	2024	n=335	Avg. 4.1	23%		33%	39%		, 0	
Kids Adventure Games, etc.)	2022	n=552	Avg. 4.2		14%	38%	43%			
The overall quality of events in Vail	2024	24 n=470 Avg. 4.0			19%	41%	34%		1%	
The overall quality of events in vali	2022	n=620	Avg. 4.0	20%		39%	find 1	35%		
RRC Town of Vail Community Surv	ey 2024	vailgov.c	om			5 - Very Satis 4 3 2 1 - Not at all		66 1	TOWN OF VAIL	

EVENTS COMMENTS

Do you have comments or suggestions related to your satisfaction with events in Vail?

1. Concerts

Add shows and more variety in musical genres

2. Farmers Market

- Expand area to accommodate more vendors/visitors
- More local farmers

larger events **M**

Neeeeed to bring back

more free concerts and

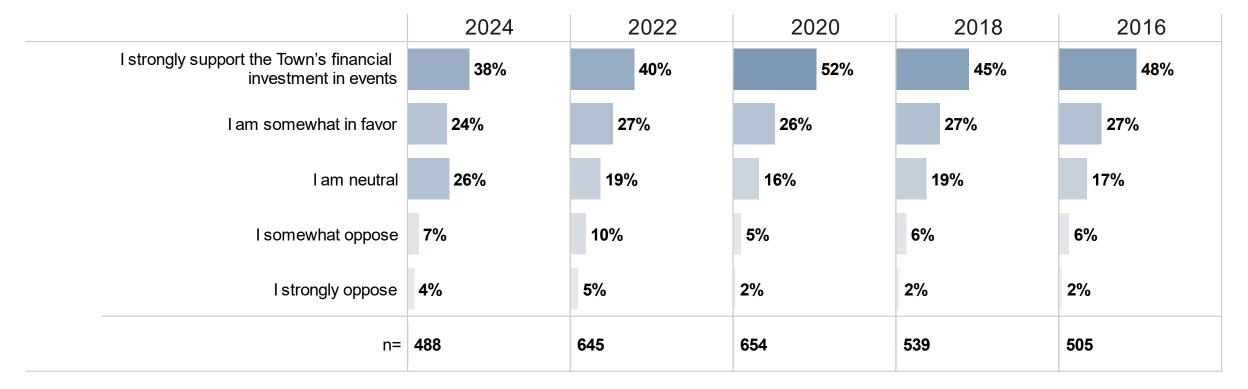
Its not a Farmers Market, Very few produce vendors, just a lot of local restaurants ??





SUPPORT FOR VAIL'S EVENT INVESTMENT STRATEGY

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







RRC

HOUSING & OTHER TOPICS



HOUSING RATINGS

Please indicate your level of support for specific changes that might be used to increase opportunities for housing using the scale of 1 to 5 below, where 1 is "not at all supportive" and 5 is "very supportive."

Explore additional housing solutions in collaboration with our down-valley partners by investing in housing development outside the Town of Vail	2024	n=484	Avg. 4.1	7%	11%	25%		52%	
Acquiring and setting aside land for future resident-occupied housing opportunities	2024	n=472	Avg. 3.9	11%	13	%	26%	44	%
Amend the terms of future deed restrictions to create a preference for qualified residents that are employed at businesses located solely within the Town of Vail municipal boundary.	2024	n=439	Avg. 3.8	9%	2	1%	28%		37%
Adopt an amnesty program to allow for the legal conversion of currently non-permitted dwelling units (for example, illegal lock-off units)	2024	n=450	Avg. 3.6	12%	7%	21%	25%		34%
Increase the amount paid to purchase deed restrictions through Vail InDEED on a wider range of home types (i.e., larger condominiums, duplexes) to expand opportunities for homeownership along the housing continuum and increase the level of affordability.	2024	n=446	Avg. 3.6	14%	8%	18%	22%	3	37%
Allow increases in density to facilitate the development of accessory dwelling units (ADUs) for resident-occupied housing (i.e., a small unit together with a larger residence)	2024	n=462	Avg. 3.6	15%	8%	16%	23%	3	37%
Adopt residential linkage regulations, which would assess a fee for all residential development in the town	2024	n=375	Avg. 3.0	24	%	11%	25%	18%	21%

Please indicate your level of support for specific changes that might be used to increase opportunities for housing using the scale of 1 to 5 below, where 1 is "not at all supportive" and 5 is "very supportive."

plore additional housing solutions in collaboration with our down-valley partners by	Own	n=512	4.1
vesting in housing development outside the Town of Vail	Rent/Other Non-owners	n=196	4.2
mend the terms of future deed restrictions to create a preference for qualified residents that	Own	n=511	3.9
e employed at businesses located solely within the Town of Vail municipal boundary.	Rent/Other Non-owners	n=195	4.1
aquiring and patting acide land for future regident accunied housing encerturities	Own	n=494	3.7
cquiring and setting aside land for future resident-occupied housing opportunities	Rent/Other Non-owners	n=191	4.4
crease the amount paid to purchase deed restrictions through Vail InDEED on a wider range home types (i.e., larger condominiums, duplexes) to expand opportunities for	Own	n=515	3.7
preownership along the housing continuum and increase the level of affordability.	Rent/Other Non-owners	n=196	4.3
low increases in density to facilitate the development of accessory dwelling units (ADUs) for	Own	n=486	3.5
sident-occupied housing (i.e., a small unit together with a larger residence)	Rent/Other Non-owners	n=179	4.1
dopt an amnesty program to allow for the legal conversion of currently non-permitted	Own	n=468	3.6
velling units (for example, illegal lock-off units)	Rent/Other Non-owners	n=182	3.8
dopt residential linkage regulations, which would assess a fee for all residential development	Own	n=406	3.0
the town	Rent/Other Non-owners	n=143	3.5



Please indicate your level of support for specific changes that might be used to increase opportunities for housing using the scale of 1 to 5 below, where 1 is "not at all supportive" and 5 is "very supportive."

	Explore additional housing solutions in collaboration with our down-valley partners by	Under 45	n=243	4.2
	investing in housing development outside the Town of Vail	45 and older	n=475	4.2
	Amend the terms of future deed restrictions to create a preference for qualified residents that		n=243	4.0
	are employed at businesses located solely within the Town of Vail municipal boundary.	45 and older	n=473	4.0
			n=240	4.2
	Acquiring and setting aside land for future resident-occupied housing opportunities	45 and older	n=452	3.9
	Increase the amount paid to purchase deed restrictions through Vail InDEED on a wider range of home types (i.e., larger condominiums, duplexes) to expand opportunities for		n=243	4.2
	homeownership along the housing continuum and increase the level of affordability.	45 and older	n=479	3.8
	Allow increases in density to facilitate the development of accessory dwelling units (ADUs) for	Under 45	n=226	4.0
	resident-occupied housing (i.e., a small unit together with a larger residence)	45 and older	n=445	3.6
	Adopt an amnesty program to allow for the legal conversion of currently non-permitted		n=227	3.9
5	ling units (for example, illegal lock-off units)	45 and older	n=429	3.6
	Adopt residential linkage regulations, which would assess a fee for all residential development	Under 45	n=183	3.5
	in the town	45 and older	n=370	3.0
				2024 Only



WILDFIRE RISK MANAGEMENT

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 5 below.

Actions to increase public safety and emergency preparedness	2024	n=441	Avg. 4.1	3%	20%		30%		45%
Design standards that facilitate the creation of defensible space such as using deciduous trees rather than conifers)	2024	n=420	Avg. 3.8	7%	7%	22%	26%		37%
Evaluation of the defensible space around each home by trained personnel	2024	n=413	Avg. 3.7	8%	9%	21%	26%		35%
/egetation is reduced or modified to create a buffer around the nome	2024	n=407	Avg. 3.5	11%	9%	26%		22%	31%
	 5 - Very Supportive 4 3 2 1 - Not at all Supportive 								

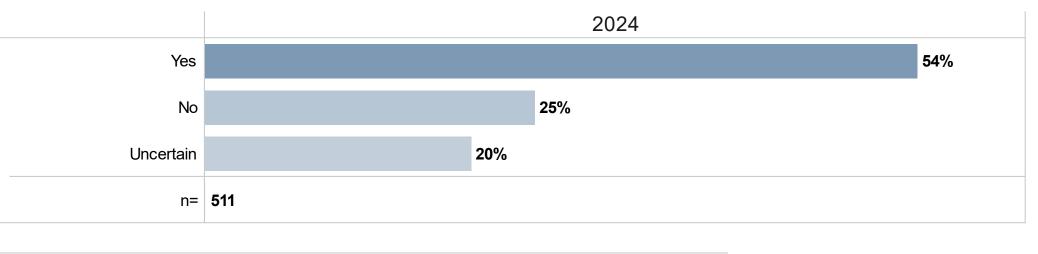
73



How prepared would you say you and your household are in the event of a catastrophic emergency event?

	2024	2022	2020	2018	
Extremely prepared	13%	11%	12%	10%	
Somewhat prepared	53%	53%	54%	55%	
Slightly prepared	26%	25%	27%	27%	
Not at all prepared	8%	11%	7%	9%	
n=	514	311	337	490	

Are you subscribed to receive Notifications through EC Alert?







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EMERGENCY PREPAREDNESS COMMENTS

Do you have any comments or questions related to emergency preparedness in Vail?

1. Wildfires

 Effective measures/ communication around fire emergency plans It would be nice to have an education class about living in the mountains and how to be prepared for various emergencies specific to our area.

2. Roads

 Current infrastructure is not sufficient to ensure a swift, safe evacuation More info the better - fire is a major concern





VEHICLE ACCESS

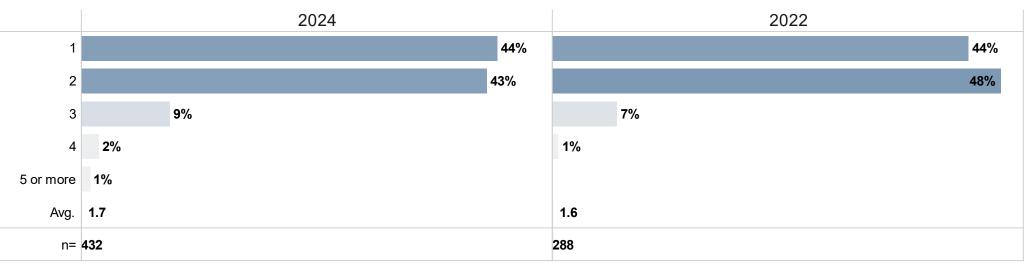
Do you have access to a vehicle(s) that you keep at your residence?

		2024		202	2
Yes			91%		89%
No	4%			6%	
Sometimes	5%			5%	
 Other				1%	
n=	482			306	

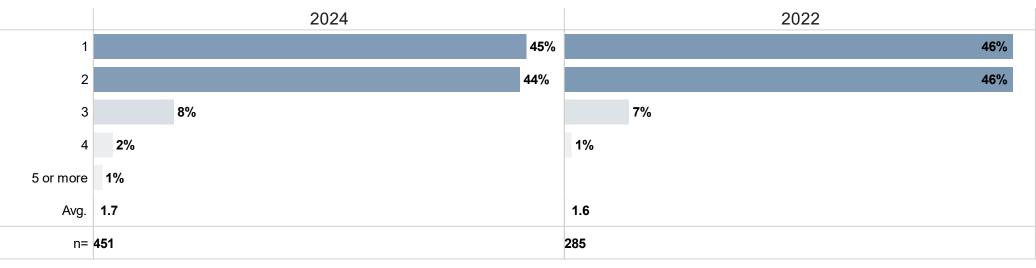




How many vehicles are typically available to your household?



And how many of these vehicles are typically parked on your property or in parking spaces that are not on public roadways?





Do you have access to a vehicle(s) that you keep at your residence?

	2024 Overall		Own Residence		Rent/Other Non-owners	
Yes		91%		92%		90%
Sometimes	5%		6%		4%	
No	4%		3%		6%	
n=	482		356		110	

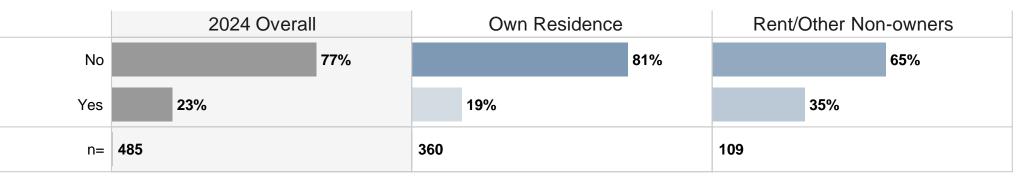
How many vehicles are typically available to your household?

	2024 Overall	Own Residence	Rent/Other Non-owners
1	44%	45%	44%
2	43%	45%	39%
3	9%	9%	10%
4	2%	1%	4%
5 or more	1%	0%	3%
Avg.	1.7	1.7	1.9
n=	432	318	98

Source: RRC



A car sharing program is short-term, on-demand car rental, available locally to members. If available, would you use a car sharing program in Vail?



If available, would a car share program in Vail provide an alternative to owning your own car?

	2024 Overall		Own Residence		Rent/Other Non-owners		on-owners	
No		83%			89%			62%
Yes	17%			11%			38%	
n=	n= 485		362		108			

Source: RRC



ALT. TRANSPORTATION COMMENTS

Do you have any suggestions on ways to encourage alternative transportation opportunities (bus, bike, pedestrian use, etc.) in Vail and throughout the region?

1. Bike Infrastructure

Improve bike infrastructure (number of lanes, paths, ebike promotion) I believe Vail could benefit greatly from expanding its bike lanes and ensuring they are well-maintained year-round. More dedicated bike paths would encourage people to use bikes instead of cars, especially if they feel safe and have convenient routes.

2. Bus Services

More frequent/reliable bus system Reliable and frequent buses, especially during peak hours, would make public transportation a more convenient and attractive option ??

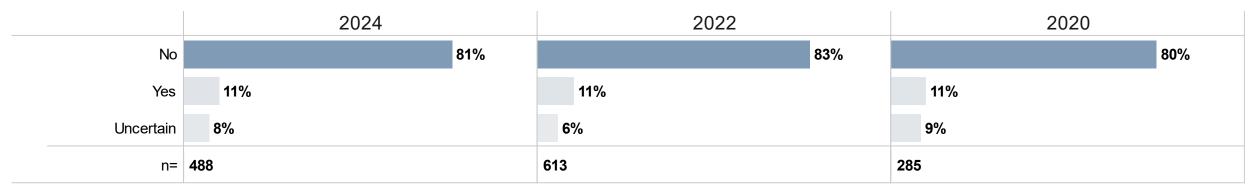




DEED-RESTRICTED HOMES

Do you reside in a deed-restricted home?

RRC

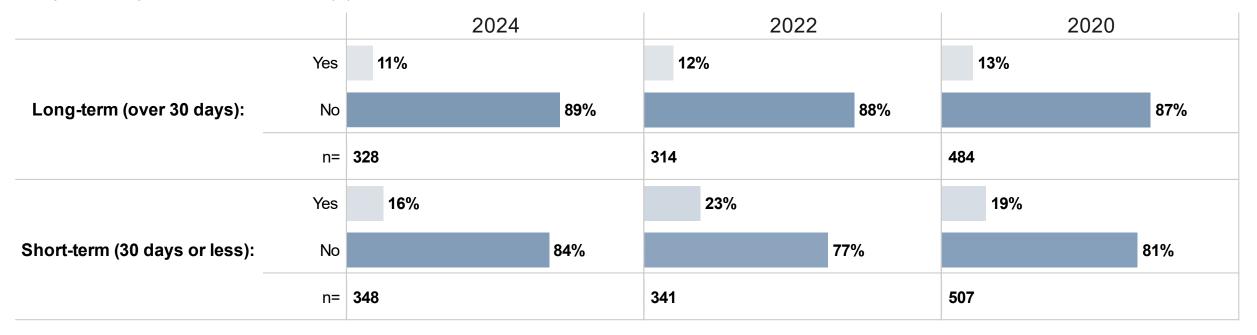






"DO YOU RENT YOUR HOME TO OTHERS?"

Do you rent your Vail area home(s) to others?

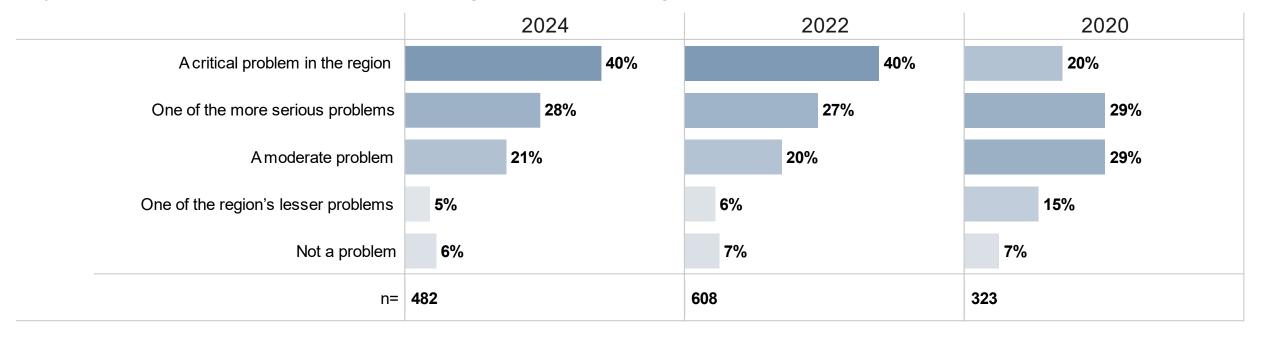






EXTENT OF HOUSING PROBLEM

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





RRC

EXTENT OF HOUSING PROBLEM (CONT.)

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

	Overall	Own Residence	Rent/Other Non-owners
A critical problem in the region	40%	34%	65%
One of the more serious problems	28%	29%	21%
A moderate problem	21%	25%	8%
One of the region's lesser problems	5%	5%	3%
Not a problem	6%	7%	4%
n=	482	364	102

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

	Overall	Under 45	45 and older
A critical problem in the region	40%	57%	35%
One of the more serious problems	28%	21%	30%
A moderate problem	21%	10%	24%
One of the region's lesser problems	5%	4%	6%
Not a problem	6%	7%	5%
n=	482	126	324



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LTR INCENTIVE COMMENTS

If you do not rent your residence long-term, are there any actions by local nonprofits or government that might encourage you to consider renting long-term to a local resident/worker?

Over half of people answered 'No' in their open-ended comment. The summary of themes below is from the remainder of comments.

1. Financial Incentives

Tax breaks, subsidies or grants for property owners

2. Regulatory Changes

- Simplify process for converting STRs to long-term rentals
- Implement policies to protect landlords (i.e., incentives/support to develop ADUs)





Financial support would make it more appealing to commit to longterm leases.

ADDITIONAL HOUSING COMMENTS

Do you have any suggestions or opinions (positive or negative), regarding how additional housing for residents could be provided, that you would like to share with the Vail Town Council and the Vail Local Housing Authority?

1.STR Restrictions

- Increase taxes on STRs and nonresident vacation homes to generate revenue for affordable housing initiatives
- Incentivize long-term rentals to locals

Restrictions or raise taxes on short term rentals in Vail and provide incentives for long term rentals 99

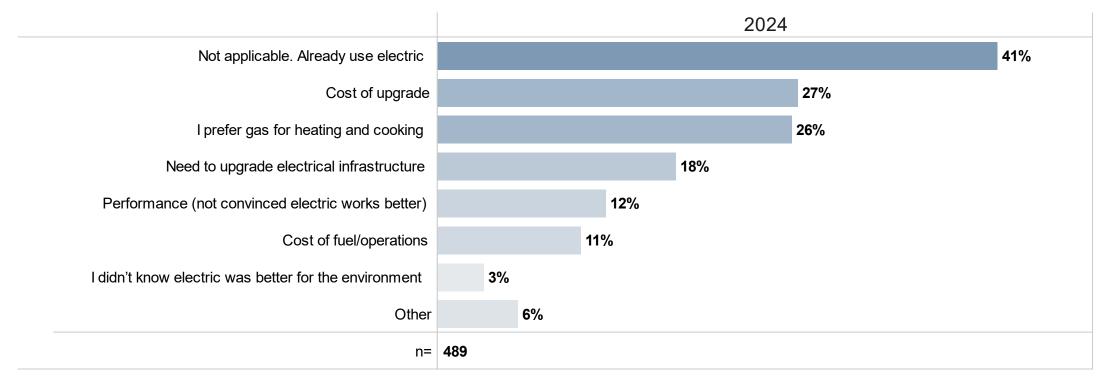
 Incentivize homeowners to longterm rent to verified local employees.





ELECTRIC APPLIANCES

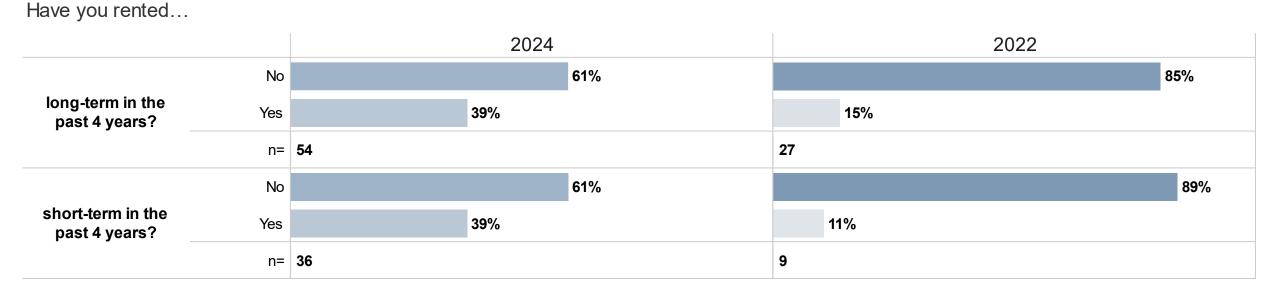
Which of the following would prevent you from adopting electric heating and cooking technologies in your home? (Check all that apply)







2ND HOMEOWNERS: "HAVE YOU RENTED YOUR HOME TO OTHERS?"

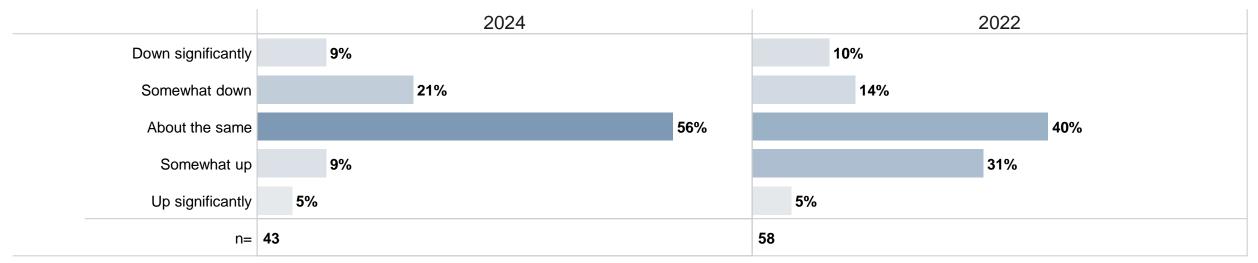




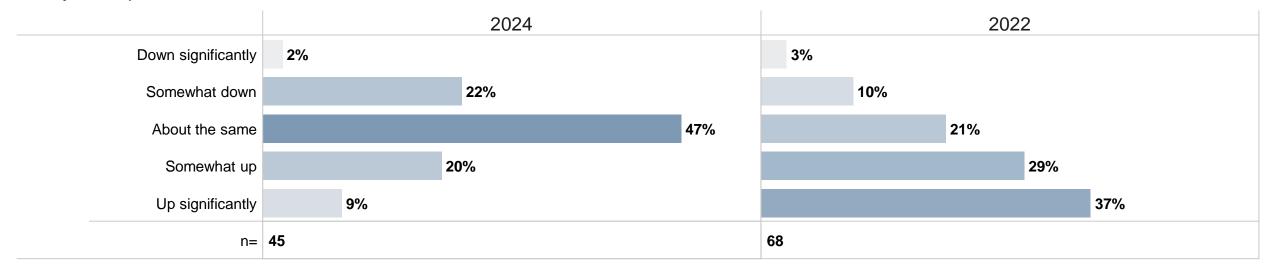
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SHORT-TERM RENTAL OCCUPANCIES

What were your experiences with short-term rental occupancies over the past summer?



And your expectations for this Winter?



STR RENTAL METHOD

If you rent your property short-term, is it through: (Check all that apply)

	2024		2022	
A management company		69%	75%	6
Myself/online social sources as VRBO, Airbnb, Flipkey, etc	29%		24%	
Both a management company and rent it myself	4%		1%	
Other	6%			
n=	52		75	





FUTURE USE OF VAIL HOME

How do you expect to be using your Vail home two years from now?

	2024	2022
As a primary residence for my household, the owner	57%	40%
A vacation home for owner or guests of owner	25%	42%
Vacation rental to visitors/tourists ("short-term")	13%	16%
I intend to retire to/in Vail and use home as retirement residence full-time	10%	3%
Rented long-term to local resident ("long-term")	7%	5%
I intend to retire to/in Vail and use home as retirement residence part-time	5%	14%
I intend to sell my home in the next two years and relocate outside the area	3%	0%
l intend to sell my home within the next two years but will likely buy other property in the area	2%	1%
Other	3%	2%
Don't know/uncertain	7%	4%
n=	276	371

TOWN OF VAIL

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FUTURE USE OF VAIL HOME

Looking further into the future, how would you expect to be using it 5 or more years from now?

		2024		2022
As a primary residence for my household, the owner		61%		38%
I intend to retire to/in Vail and use home as retirement residence full-time	19%		8%	
A vacation home for owner or guests of owner	16%			33%
I intend to retire to/in Vail and use home as retirement residence part-time	14%		18%	
Vacation rental to visitors/tourists ("short-term")	9%		11%	
Rented long-term to local resident ("long-term")	7%	7%		
I intend to sell my home within the next 5+ years but will likely buy other property in the area	5%		3%	
I intend to sell my home in the next 5+ years and relocate outside the area	4%		4%	
Other	2%		2%	
Don't know/uncertain	9%		7%	
n=	329		368	
	-		2	

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TOWN OF



ADDITIONAL COMMENTS AND SUGGESTIONS

Do you have any additional comments or suggestions?

COMMUNITY & LIVING EXPERIENCE

Values of maintaining a vibrant community for families and long-term residents

HOUSING

Issues of rising rents, the prevalence of short-term rentals, and the lack of affordable housing

INFRASTRUCTURE & AMENITIES

- Desire for updated town infrastructure and amenities
- Suggestions to create more community centers and parks to facilitate community engagement

PARKING

- Desire for improved parking infrastructure to accommodate residents
- Prioritization to support town employees parking options











RRC ASSOCIATES

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