



RRC



VAIL COMMUNITY SURVEY 2024

Summary of Results



REPORT OVERVIEW

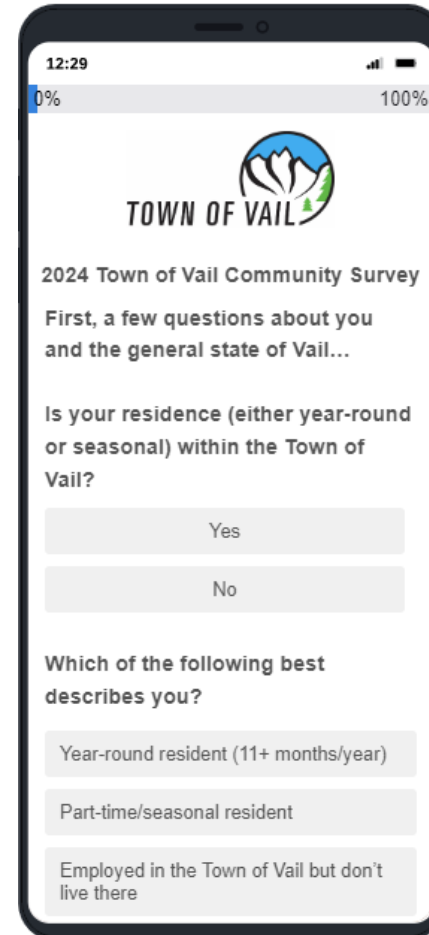
- History and Survey Methodology
- Key Findings
- Respondent Characteristics
- Direction of Town - “Is Town of Vail on Right/Wrong Track”
- Satisfaction of Town Departments
- Town of Vail Priorities
- Events & Tourism
- Housing & Other Topics

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.



945

**Total
Survey
Responses**

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.





Please participate in the **ONLINE COMMUNITY SURVEY**



Tell us how we are doing:

- Evaluate your satisfaction with transit, parking, snowplowing and other town services
- Share your thoughts and ideas about the most important issues facing Vail

Log into the survey at:
VailCommunitySurvey.org
 or scan

TOWN OF VAIL
 c/o RRC Associates
 P.O. Box 17880
 Boulder, CO 80308

One or two adults from your household are invited to participate using one of the passcodes below:

Passcode: XXXXX Passcode: XXXXX

By taking the survey, you'll have a chance to win a drawing for one of ten \$100 Visa Gift Cards or the Grand Prize of an eBike. Only surveys completed in the first week will be entered into the first round drawing, so submit your survey soon!

\$100
 or
GRAND PRIZE eBike

Please respond within two weeks to be sure your opinions are heard. You can also request a paper version of the survey by calling **970.479.2115**



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

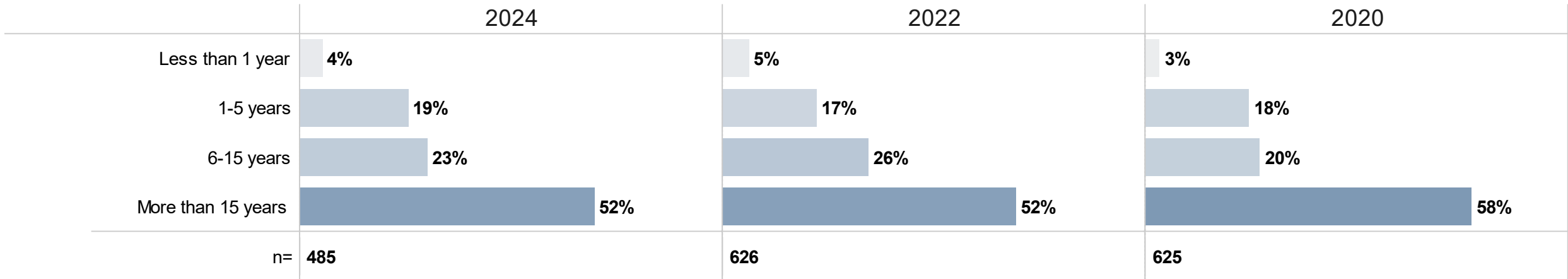
- Overall, residents are very happy with the events in Vail. 71% think the town has about the right number of events and 62% either somewhat or strongly support the Town's investing in them. The quality of both large and small events rated highly with respondents.
- 2nd homeowners are more likely to 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

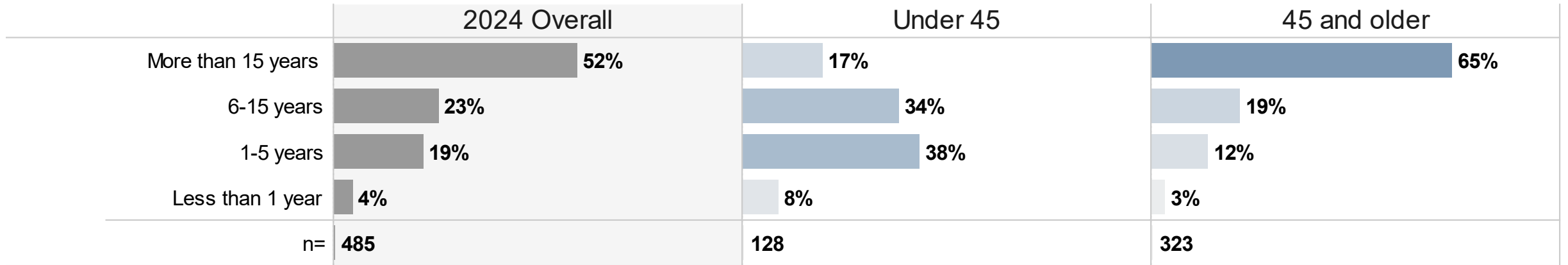
RESIDENCY

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

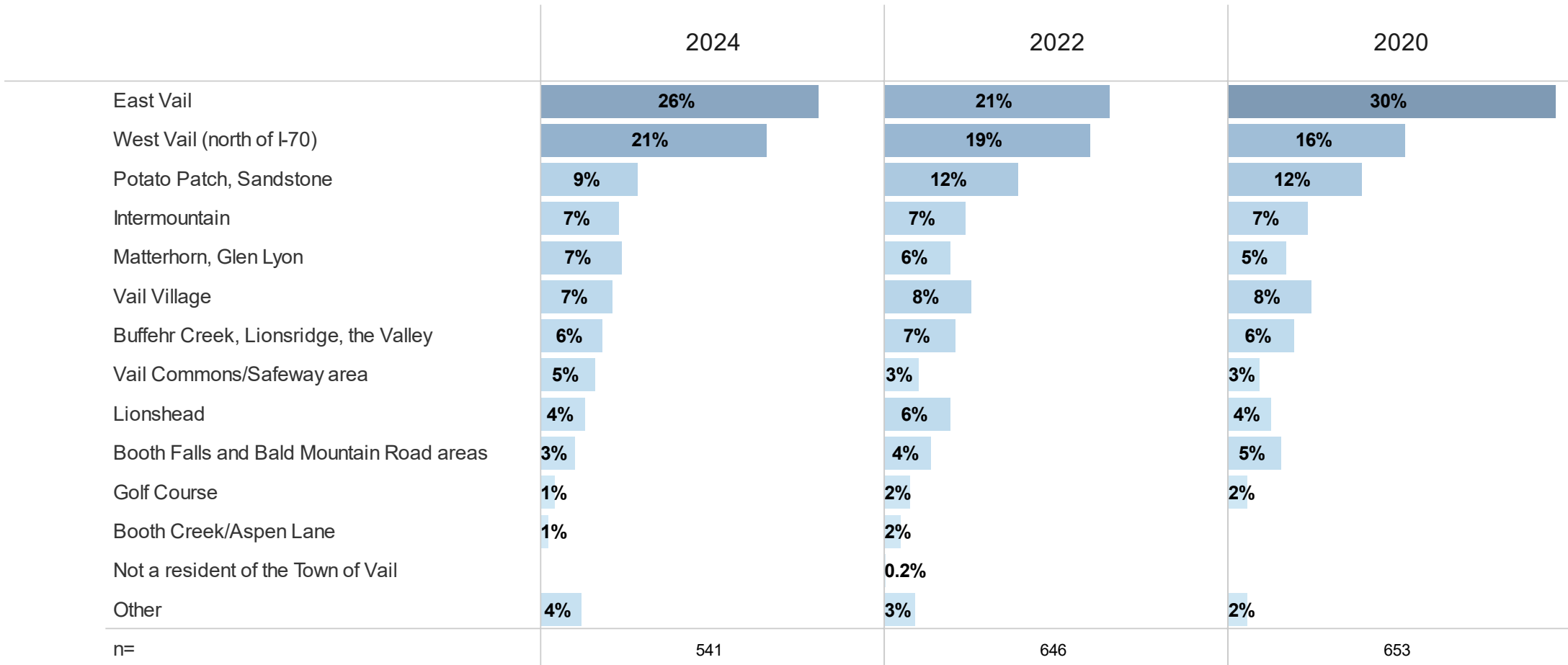
YEARS IN TOWN OF VAIL BY AGE (2024)

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



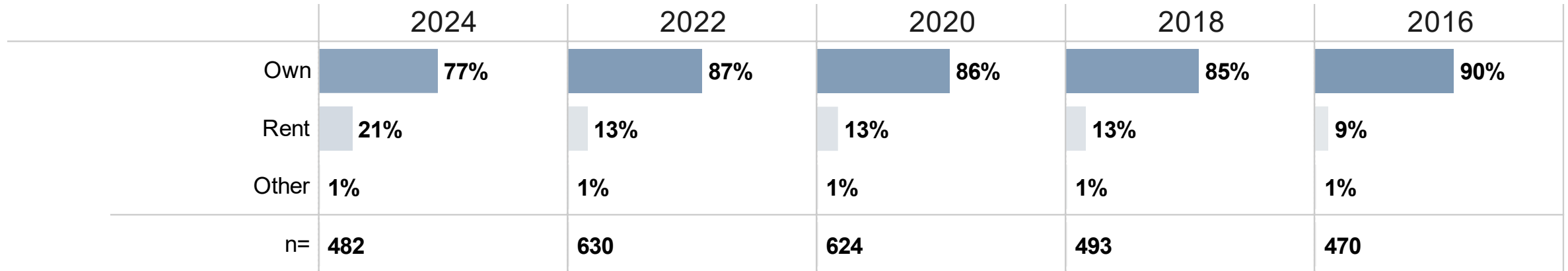
LOCATION

Overall: Percent Responding Overall & By Year

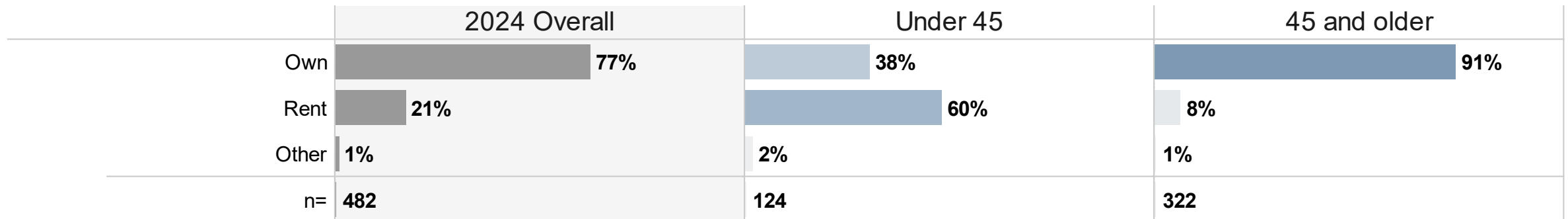


OWN VS. RENT

Do you own or rent your residence?

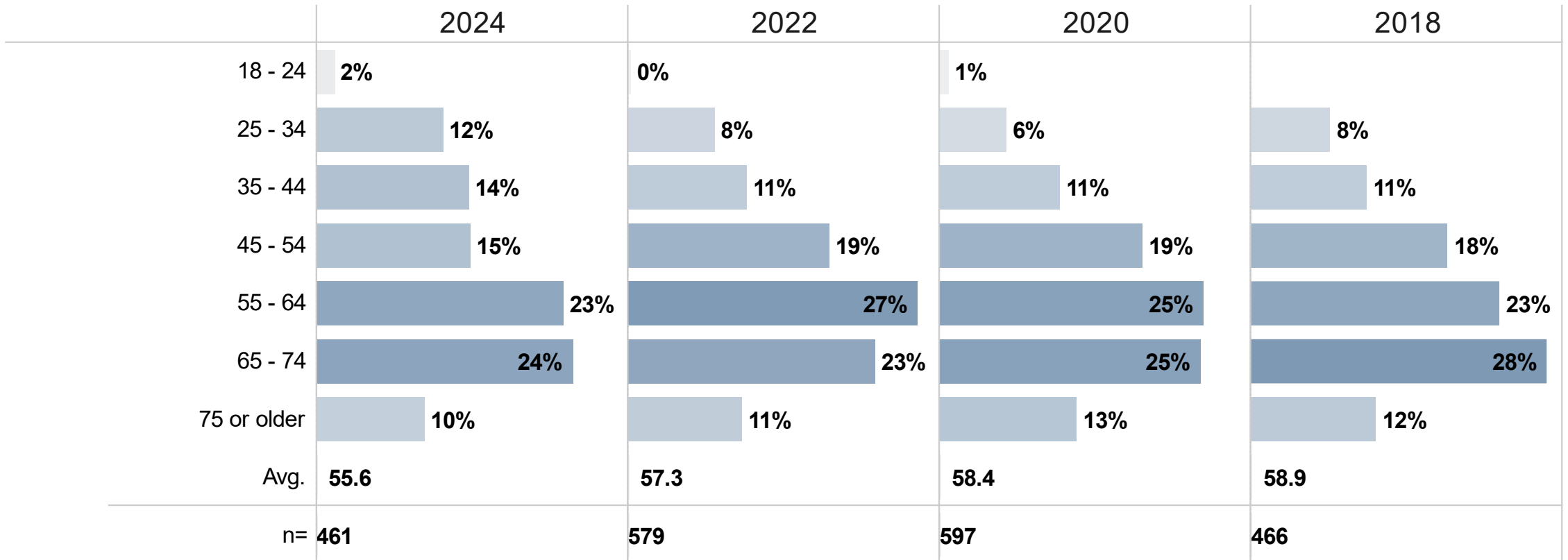


Do you own or rent your residence?



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%	4%	3%	4%	4%
n=	490	612	622	494	472

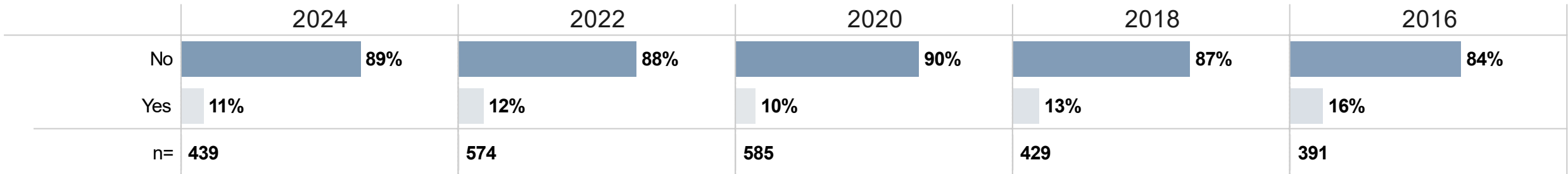
EMPLOYMENT

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

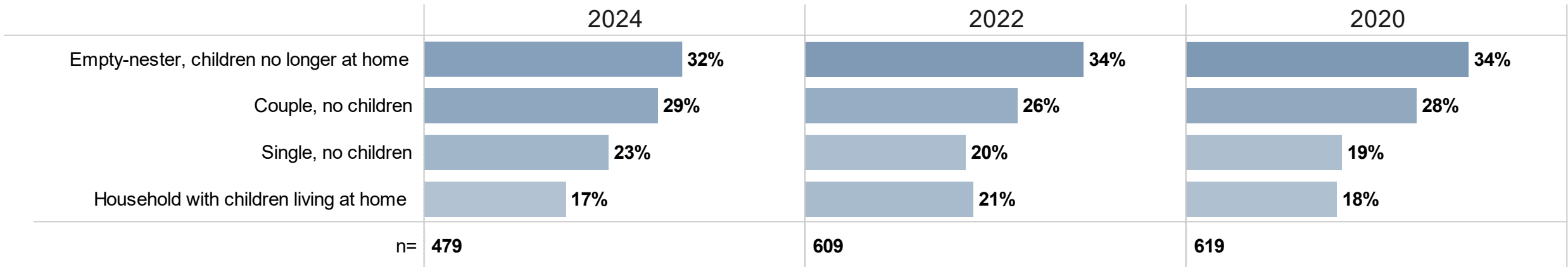
BUSINESS OWNERSHIP

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



MARITAL STATUS

Which category best describes your family status?



GENDER

Are you...[Gender]

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

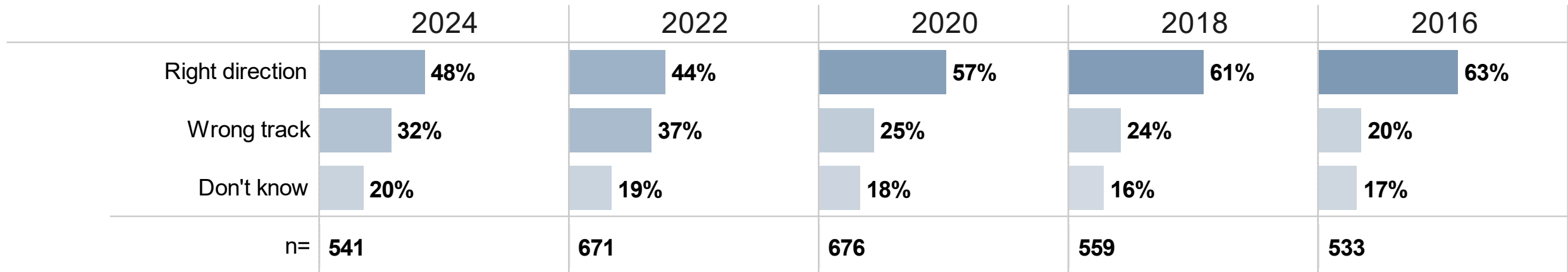


DIRECTION OF TOWN



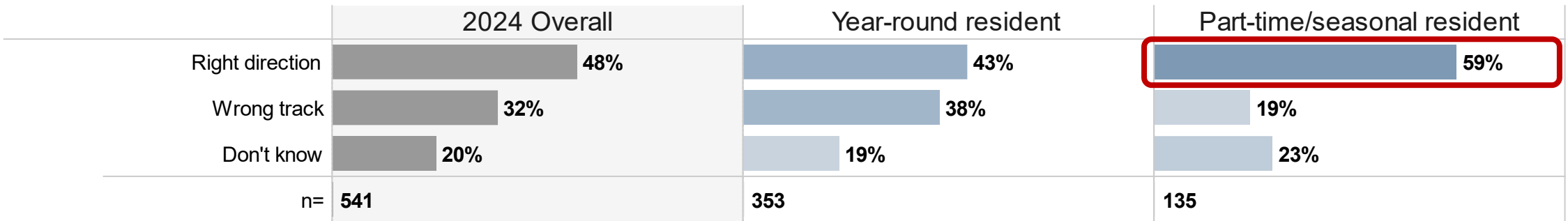
DIRECTION OF TOV

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?

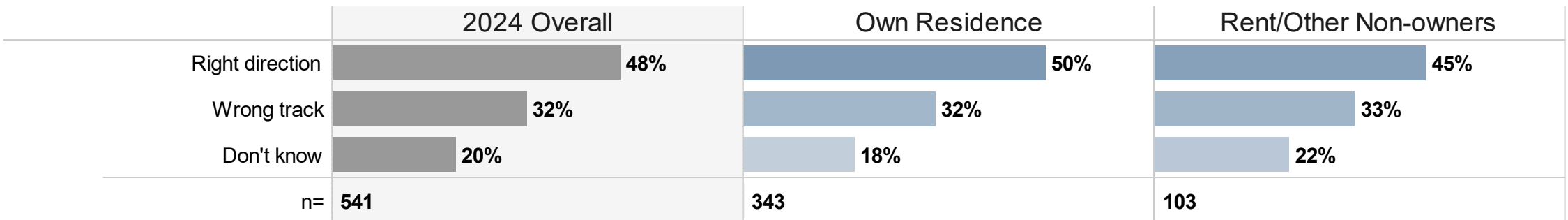


DIRECTION OF TOV (CONTINUED)

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?

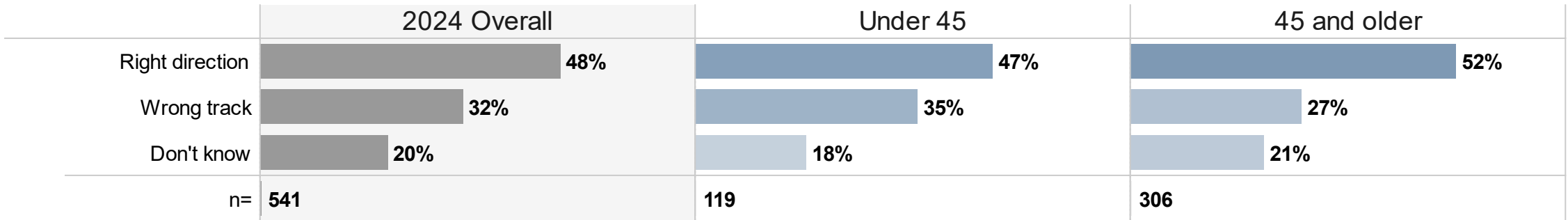


Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track?

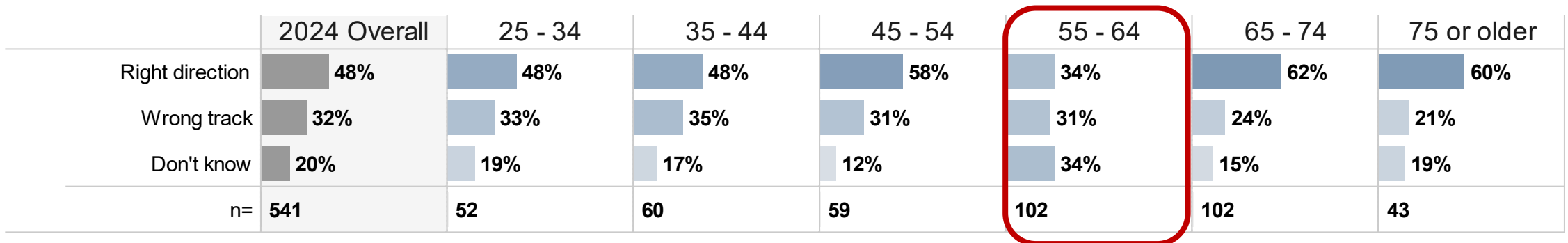


DIRECTION OF TOV (CONTINUED)

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?

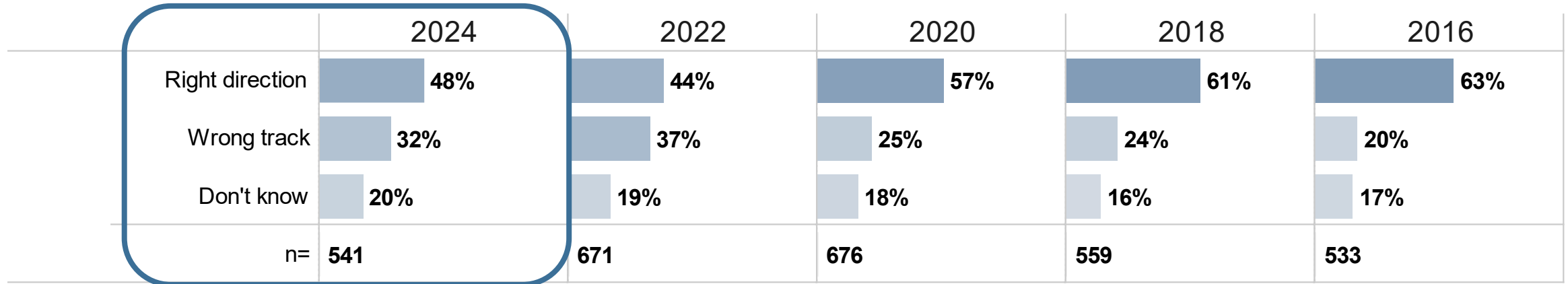


Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track?



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

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. ”

Other priorities include **recreation facilities** and **environmental sustainability**.



SATISFACTION WITH TOWN DEPARTMENTS

SATISFACTION WITH PROVIDING INFORMATION

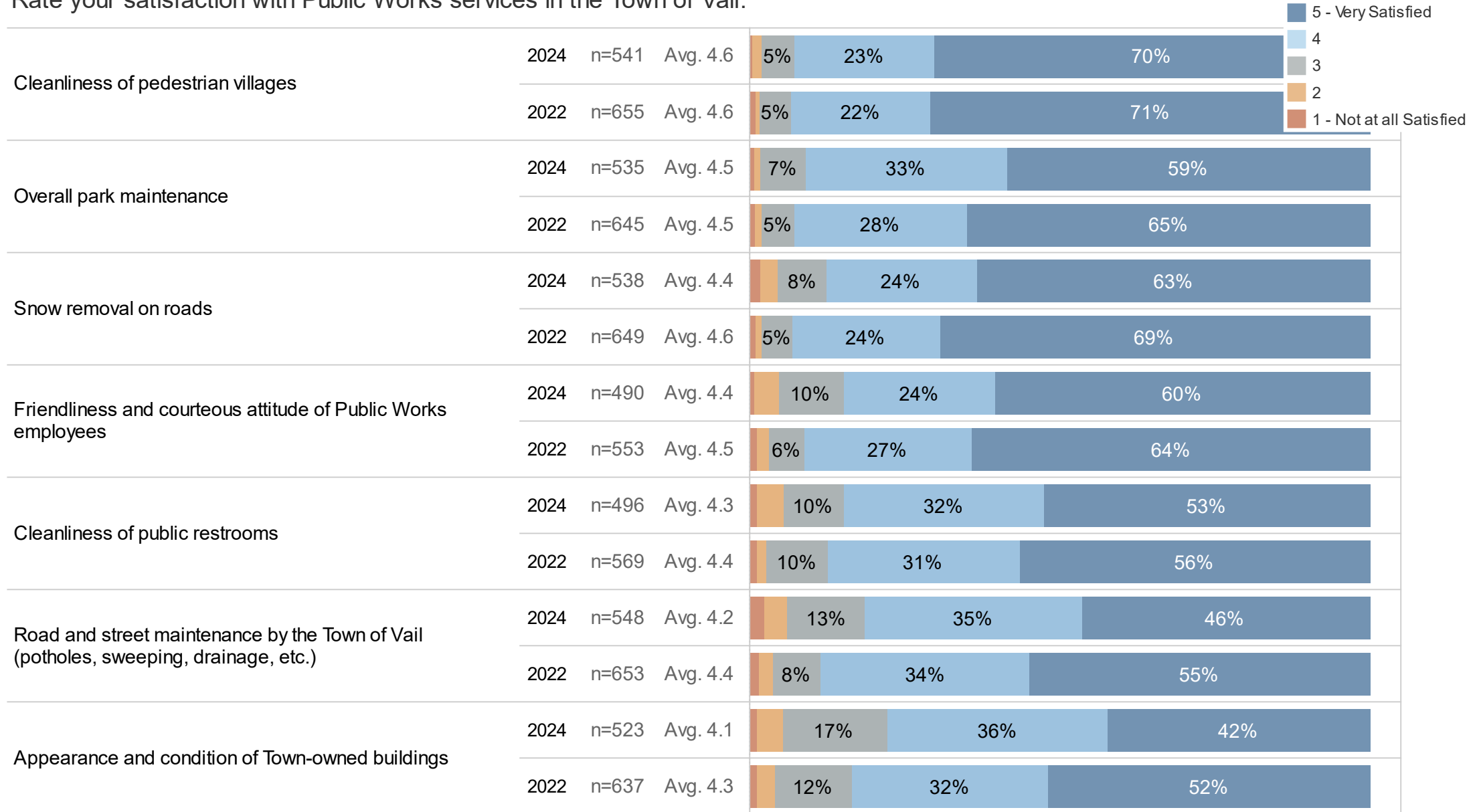
Using the 1 to 5 scale below, how satisfied are you with the Town of Vail local government in terms of providing information to constituents about what local government is doing, including offering ample public engagement opportunities, approachability, and being collaborative in the decision-making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

Offering public engagement opportunities (both in-person and online)	2024	n=514	Avg. 3.7	4% 9%	26%	32%	28%
	2022	n=577	Avg. 3.8	5% 7%	24%	34%	31%
Approachability of staff and Town Council members	2024	n=458	Avg. 3.7	7% 9%	22%	29%	32%
	2022	n=498	Avg. 3.8	5% 10%	19%	33%	33%
Providing information to constituents	2024	n=543	Avg. 3.6	6% 10%	29%	31%	25%
	2022	n=638	Avg. 3.8	4% 8%	22%	37%	29%
Being collaborative in decision-making process	2024	n=497	Avg. 3.2	9% 17%	36%	23%	15%
	2022	n=542	Avg. 3.4	9% 13%	27%	32%	19%



SATISFACTION WITH PUBLIC WORKS

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



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

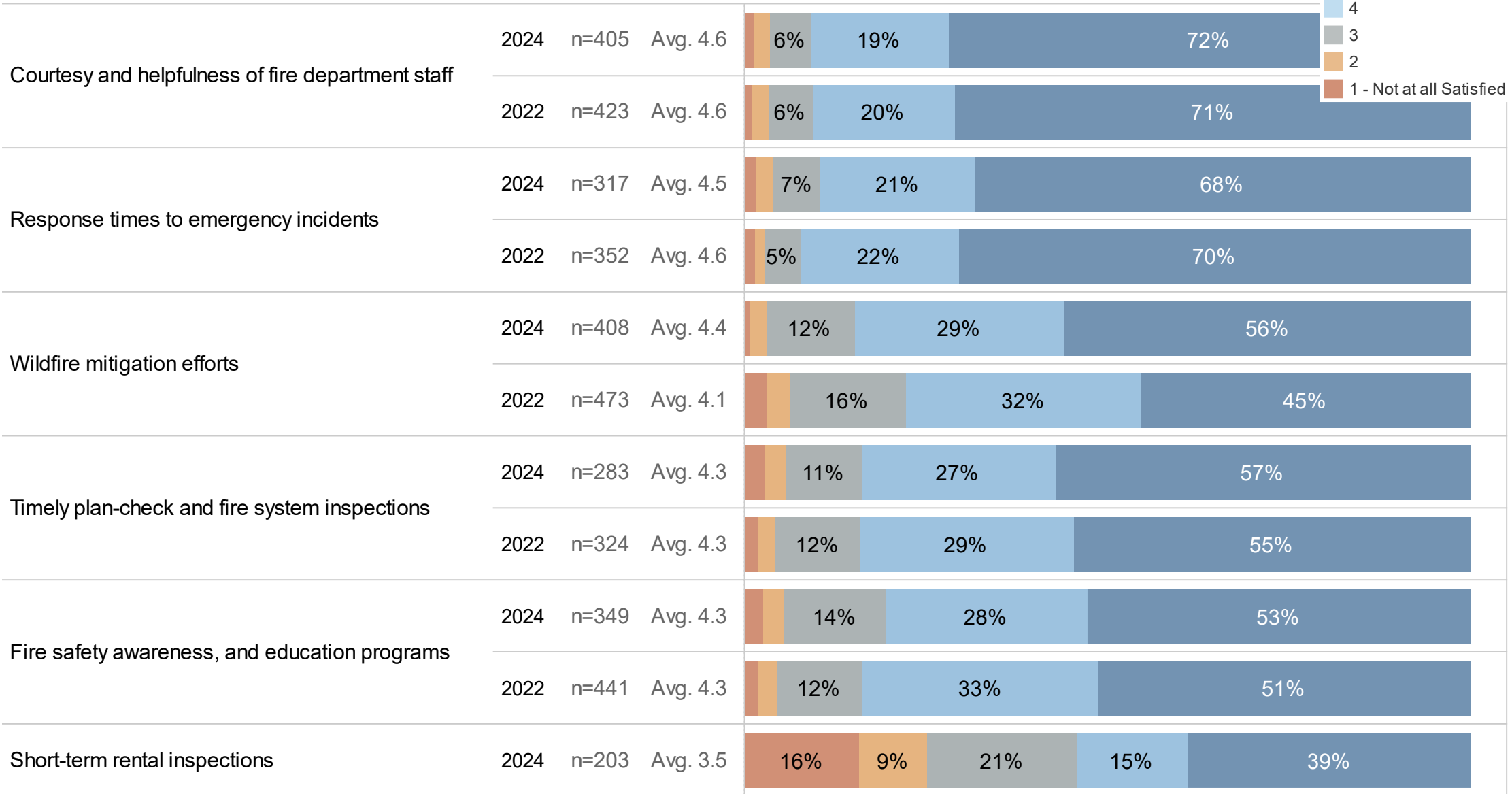


3. Road Maintenance

- Allocation to fixing potholes and maintaining road conditions

SATISFACTION WITH FIRE SERVICES

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



FIRE DEPARTMENT COMMENTS

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

1. Positive Feedback

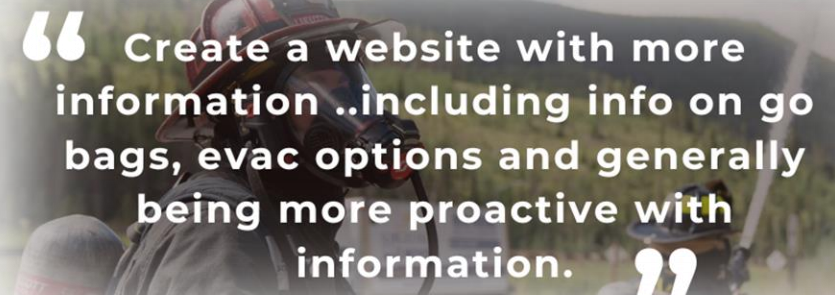
- Almost half of comments offer positive feedback or no suggestions



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

2. Community Engagement & Communication

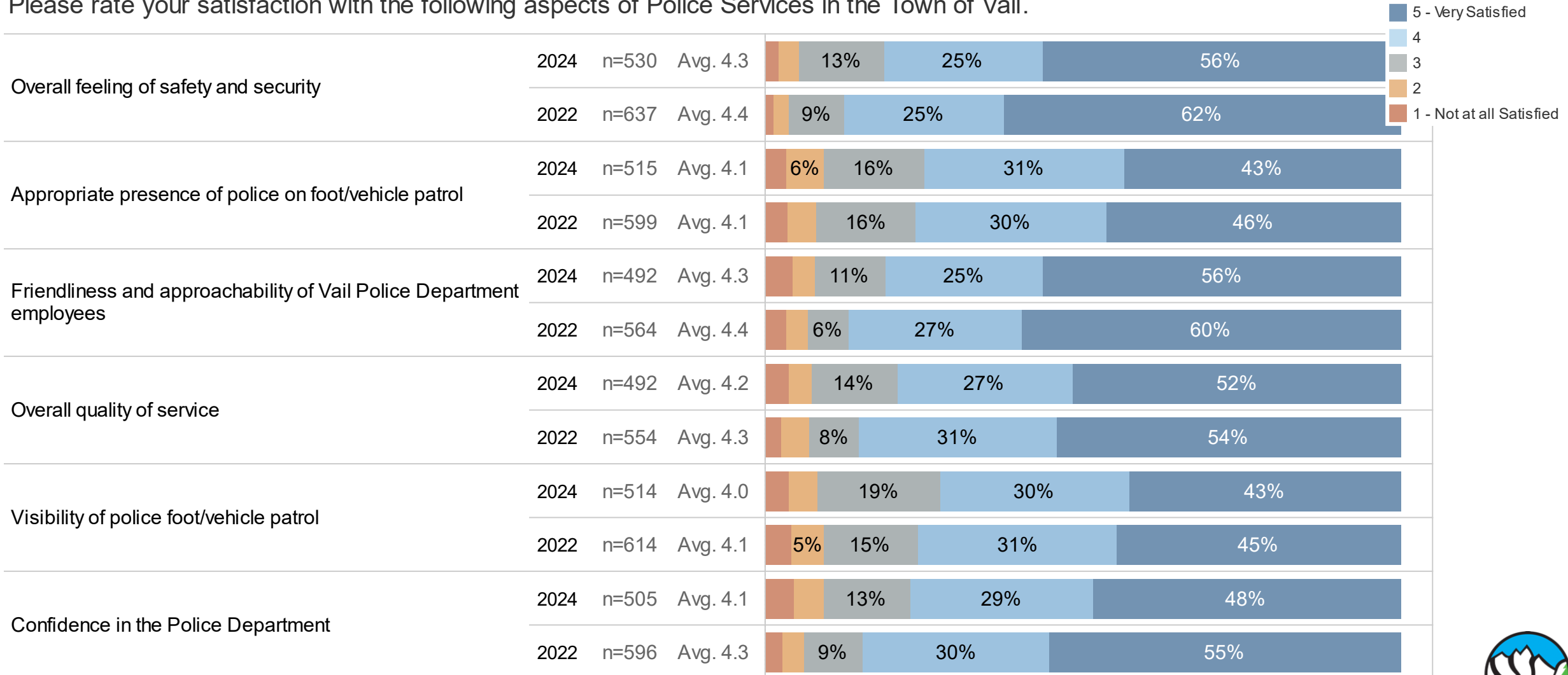
- Increased visibility in local events
- More communication



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

SATISFACTION WITH POLICE SERVICES

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



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. ”

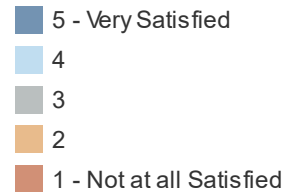
COMMUNITY DEVELOPMENT DEPARTMENT (IF USED)

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

	2024	2022
No	86%	85%
Yes	14%	15%
n=	554	660

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

Aspect	Year	n	Avg.	1 - Not at all Satisfied	2	3	4	5 - Very Satisfied
Availability of information (e.g., public records)	2024	n=73	Avg. 3.8	11%	7%	14%	27%	41%
	2022	n=86	Avg. 3.8	7%	7%	22%	23%	41%
Timeliness of response (to telephone calls, inspections, questions/inquiries, plan review, etc.)	2024	n=74	Avg. 3.8	8%	8%	20%	24%	39%
	2022	n=87	Avg. 3.8	10%	8%	17%	23%	41%
Building permit review and inspections	2024	n=60	Avg. 3.3	18%	13%	15%	23%	30%
	2022	n=74	Avg. 3.6	11%	8%	31%	12%	38%
Courtesy and attitude/helpfulness	2024	n=73	Avg. 3.8	7%	8%	19%	26%	40%
	2022	n=90	Avg. 3.9	9%	7%	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%	7%	18%	20%	51%



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. ”

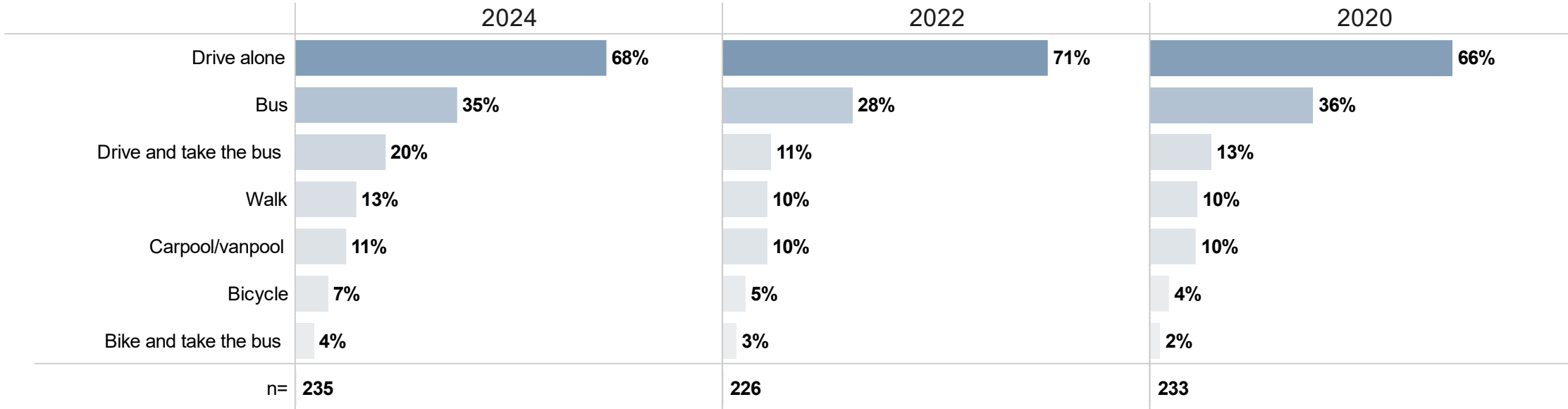
2. Customer Service

- Mixed perception of customer service quality

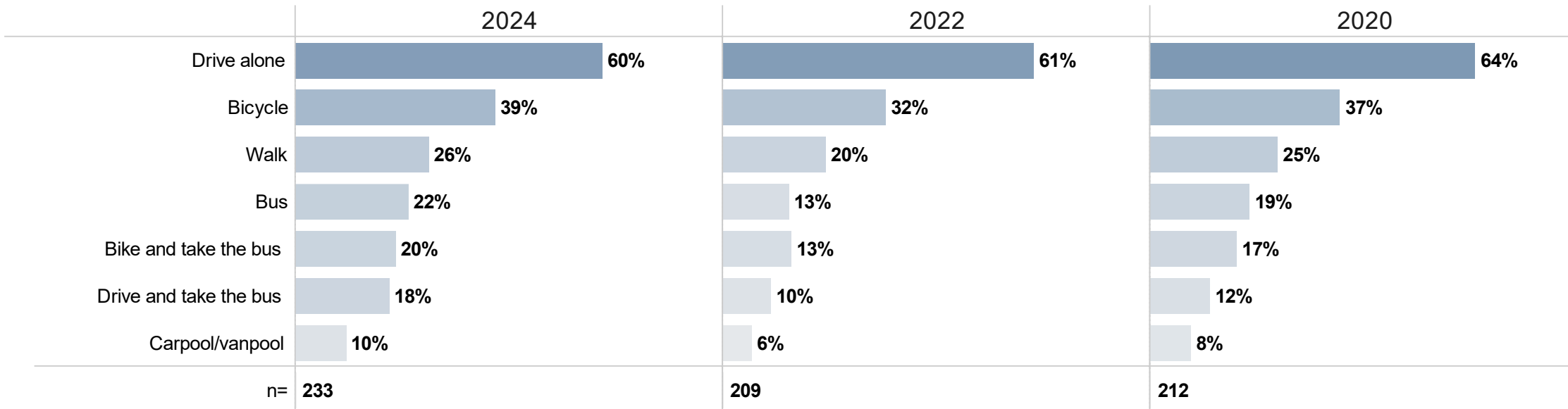
“ Greater support of residents suffering from neighboring STRs (than just the hotline to call) ”

PRIMARY MODES OF TRANSPORTATION

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

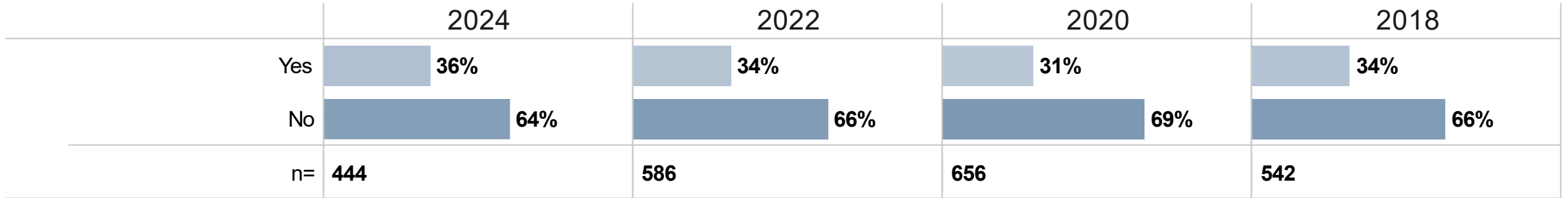


Which of the following modes of transportation do you typically use to get to work most frequently? - In Summer

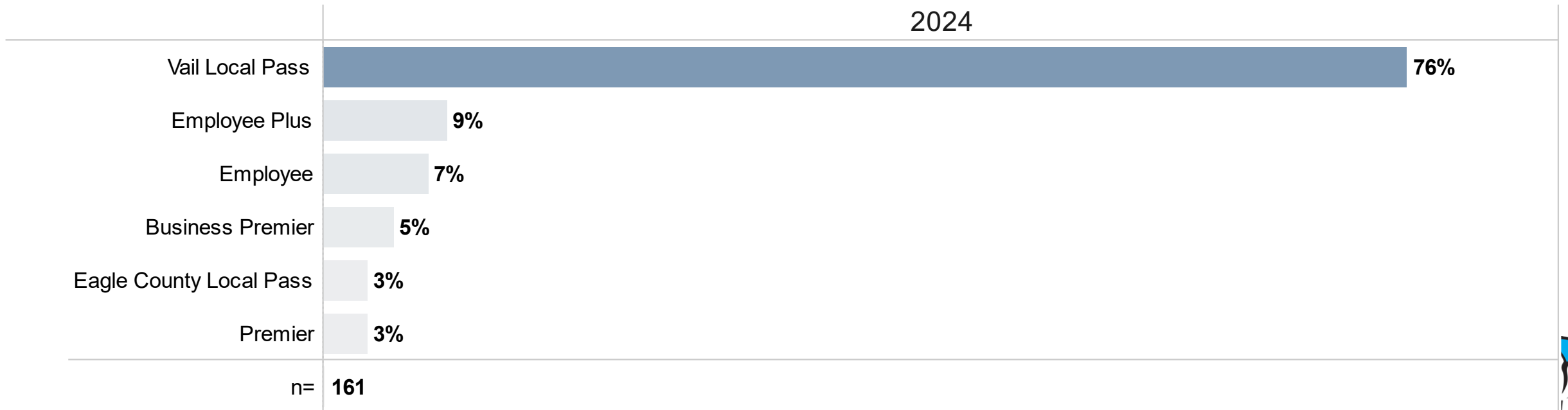


PARKING PASS OWNERSHIP

Do you have a parking pass this season?

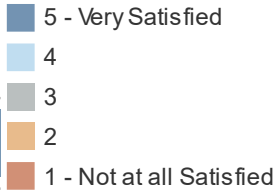


Which pass, do you have? (Check all that apply)



SATISFACTION WITH PUBLIC PARKING

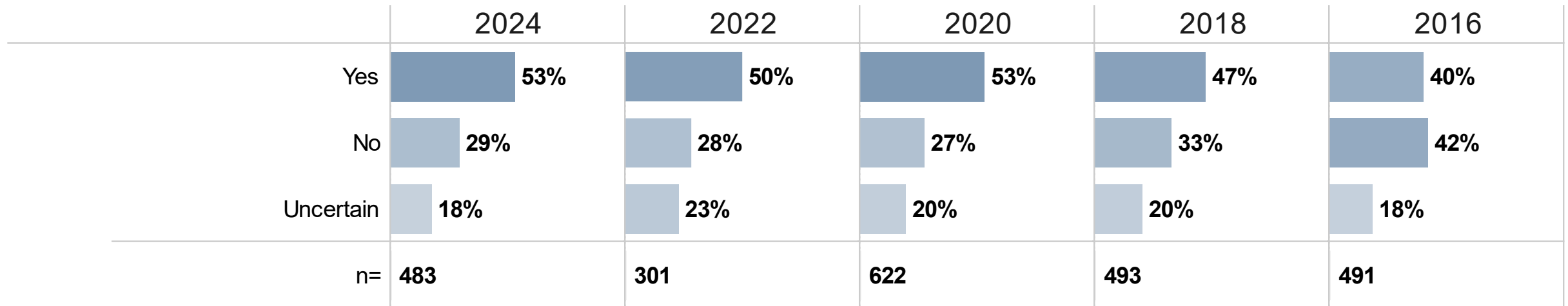
Please rate your satisfaction with public parking services in Vail.



Category	Year	n	Avg.	1 - Not at all Satisfied	2	3	4	5 - Very Satisfied
Ease of parking in summer	2024	n=497	Avg. 4.2	13%	28%	51%		
	2022	n=599	Avg. 4.1	15%	27%	50%		
Parking structure cleanliness	2024	n=485	Avg. 3.9	21%	36%	33%		
	2022	n=596	Avg. 3.7	9%	22%	34%	29%	
Overflow Frontage Road parking convenience/ease of access	2024	n=416	Avg. 3.1	18%	12%	28%	24%	19%
	2022	n=514	Avg. 2.7	33%	12%	22%	20%	13%
Overflow Vail Frontage Road parking safety	2024	n=455	Avg. 3.0	21%	15%	25%	21%	18%
	2022	n=560	Avg. 2.6	34%	16%	21%	17%	13%
Ease of parking in winter	2024	n=488	Avg. 3.0	12%	22%	30%	23%	12%
	2022	n=577	Avg. 2.8	21%	24%	23%	19%	12%
Overall parking fees/pricing structure	2024	n=484	Avg. 2.7	24%	19%	28%	18%	11%
	2022	n=590	Avg. 3.2	15%	14%	27%	26%	18%

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

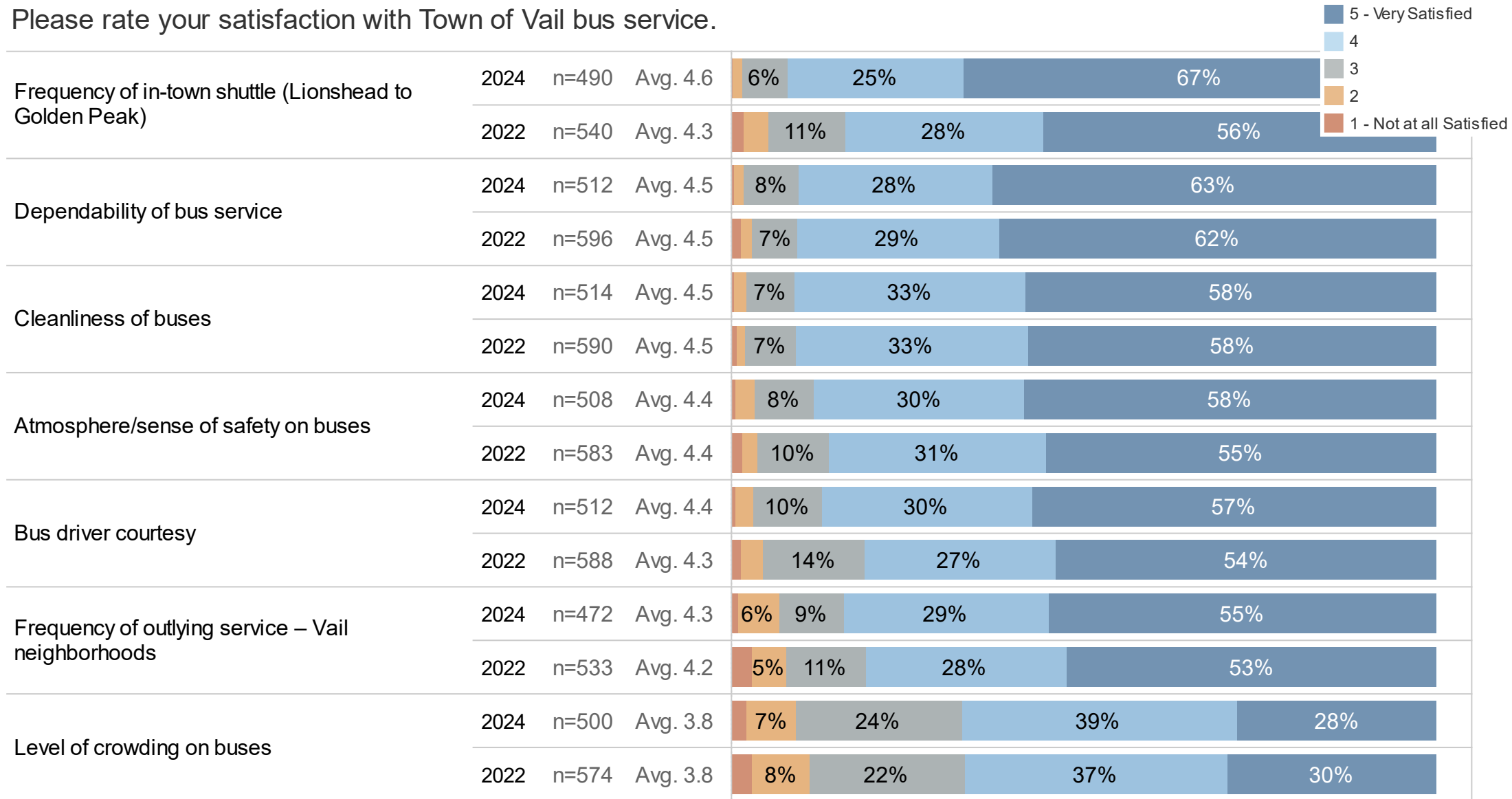
- Outdated and inadequate structures
- Modernize and expand capacity

“ Should allow locals a affordable parking option ”

“ Make a plan to replace the main parking garage and Lionshead structures to accommodate additional spaces ”

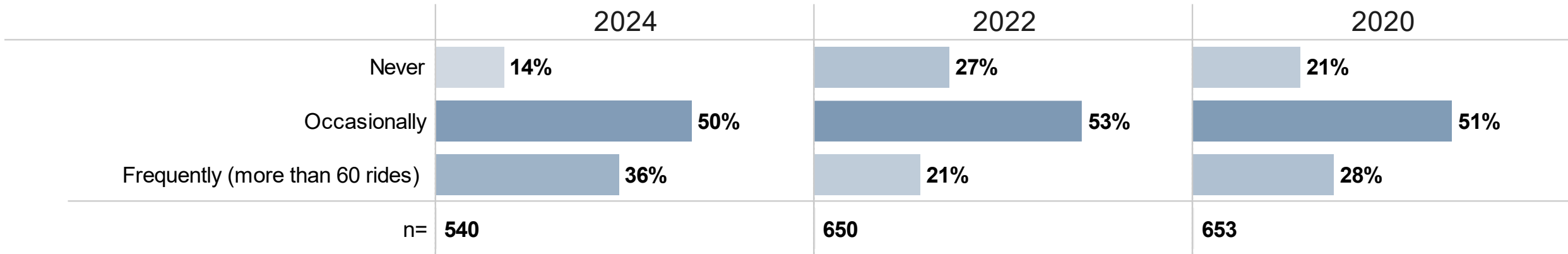
SATISFACTION WITH TOV BUS SERVICE

Please rate your satisfaction with Town of Vail bus service.













TOV LOCAL TRANSIT USAGE



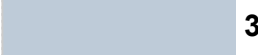

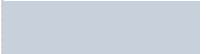
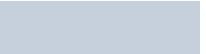










How frequently have you used the Town of Vail local transit (bus) outlying routes in the past six months?



LIBRARY SERVICES

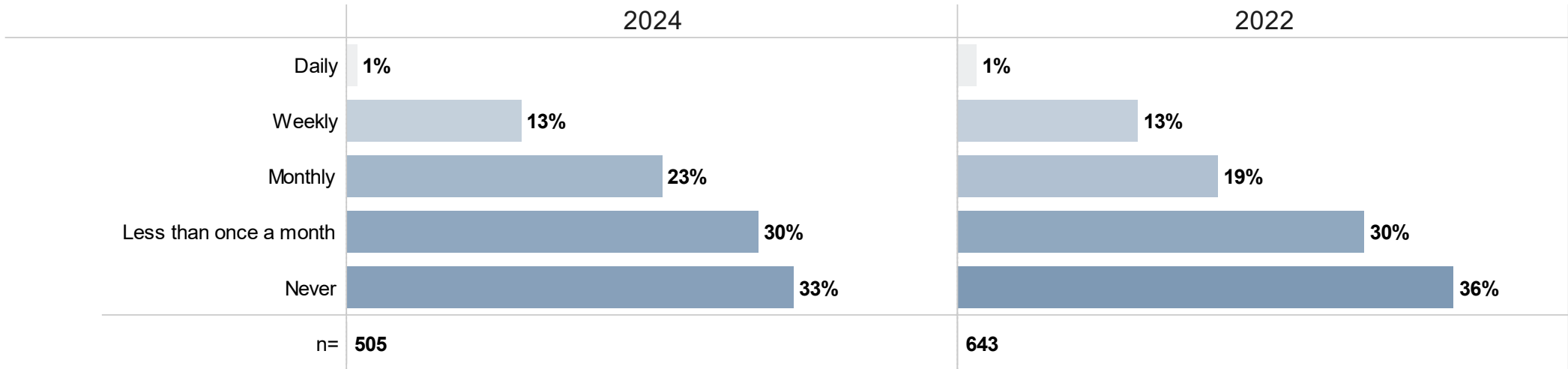
	2024	2022	2020	2018	2016
Do you have a library card at the Vail Public Library?	Yes  62%	 56%	 61%	 64%	 58%
	No  38%	 44%	 39%	 36%	 42%
n=	506	647	659	543	508

Please respond to the following questions using “Yes” or “No.”

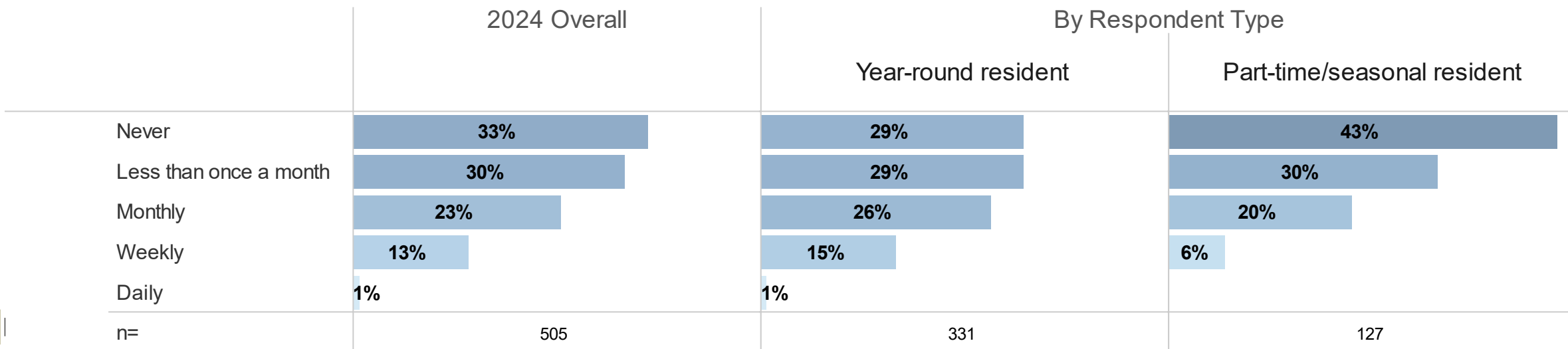
	2024	2022
Do you access the library in person?	Yes  63%	 59%
	No  37%	 41%
n=	504	645
Do you access the library remotely/via the website?	Yes  31%	 32%
	No  69%	 68%
n=	501	644
Do you subscribe to the library’s monthly e-newsletter?	Yes  13%	 13%
	No  87%	 87%
n=	501	645
Do you follow the library on social media?	Yes  8%	 8%
	No  92%	 92%
n=	502	646

LIBRARY SERVICES USE

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

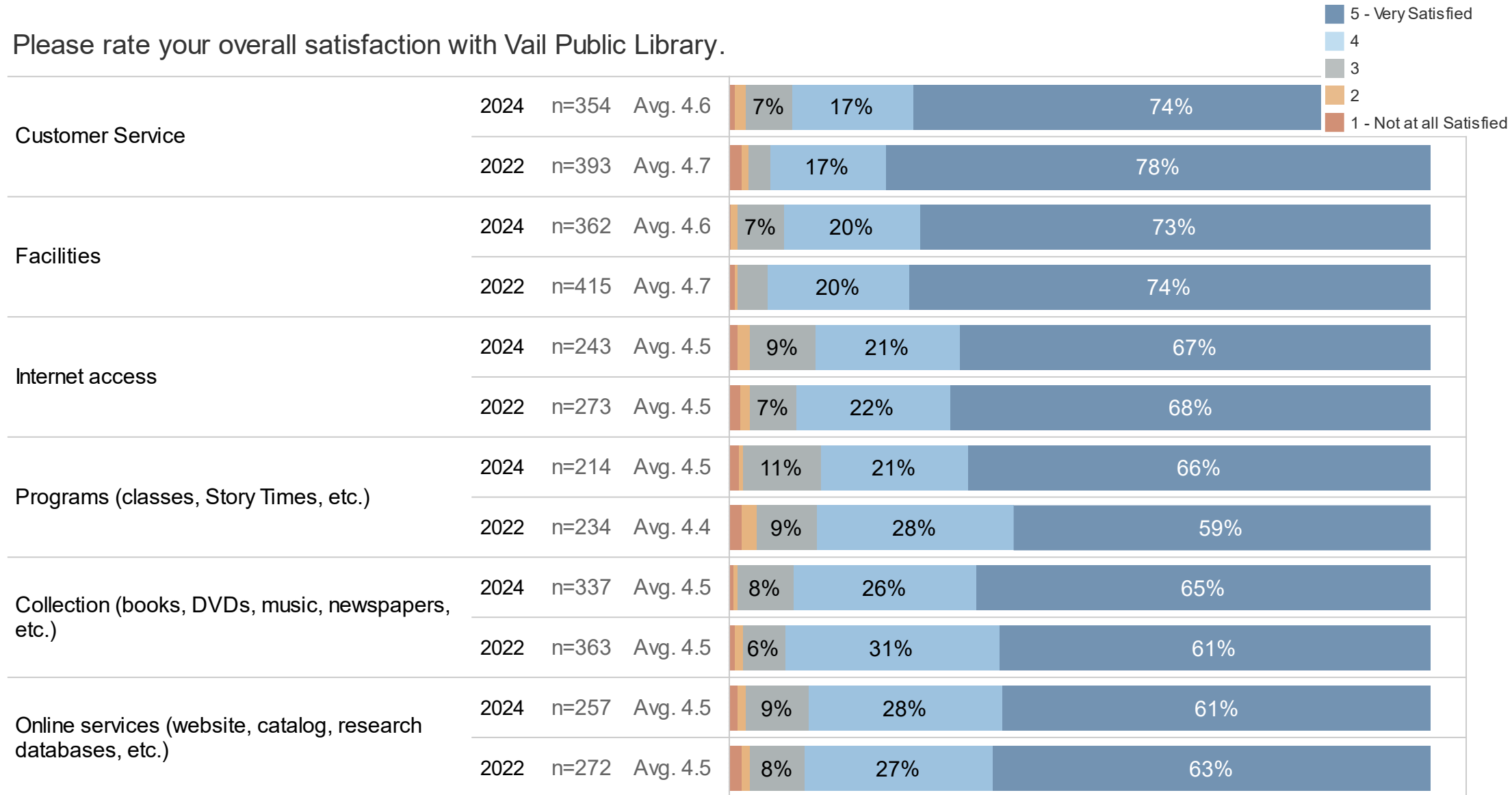


On average how frequently do you use the library's services?



SATISFACTION WITH VAIL PUBLIC LIBRARY

Please rate your overall satisfaction with Vail Public Library.



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



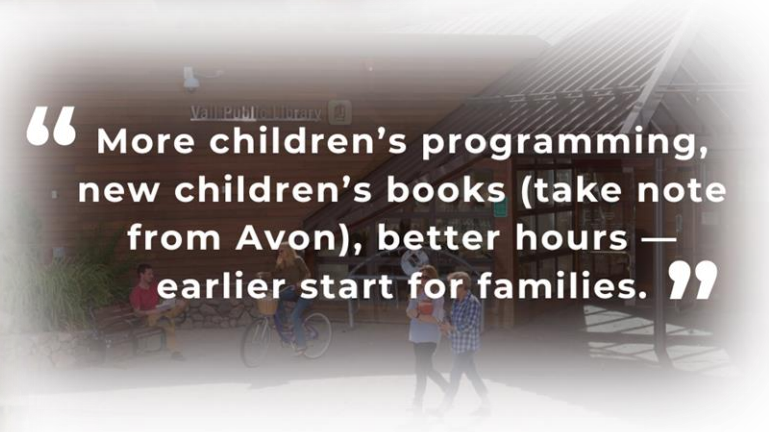
“ Need more collection of books and online services ”

2. Positive Feedback

- Gratitude for current services



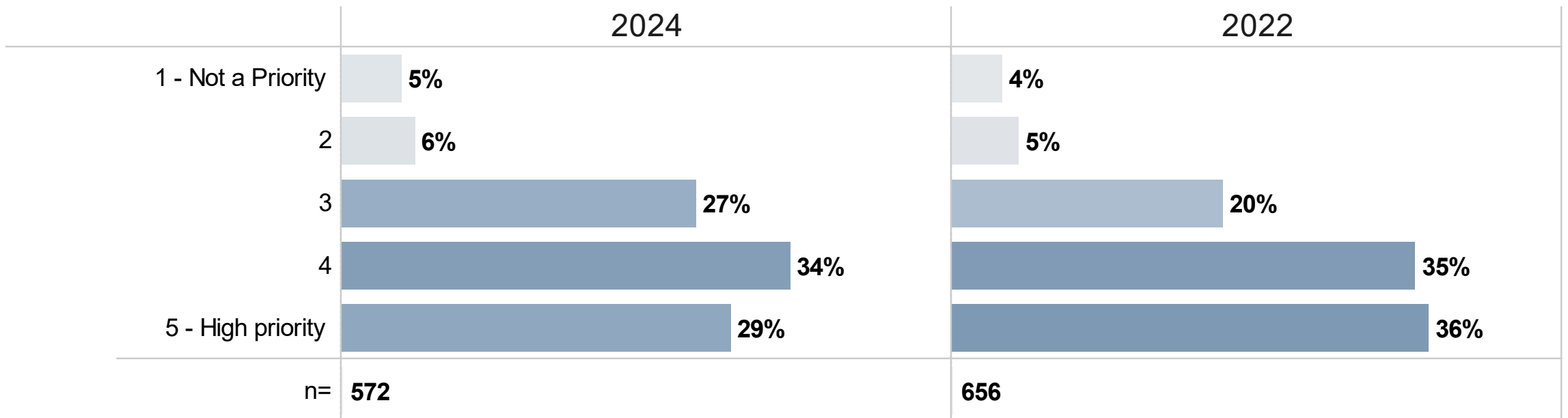
“ I love our library and appreciate the space so very much. ”



“ More children’s programming, new children’s books (take note from Avon), better hours — earlier start for families. ”

IMPORTANCE OF COMMUNITY VISIONING PLAN

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

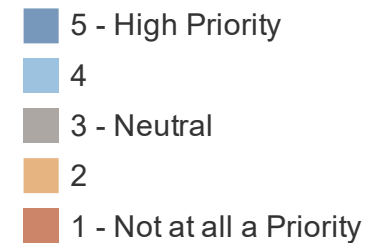
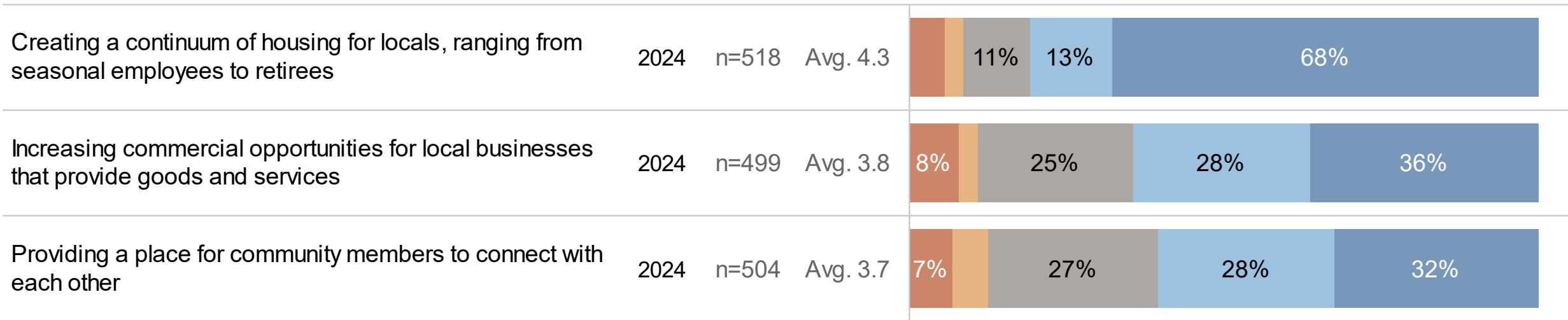


TOWN OF VAIL PRIORITIES



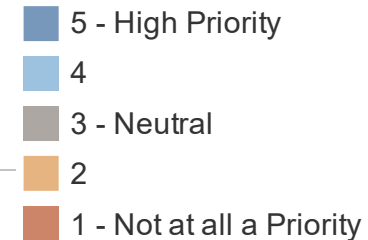
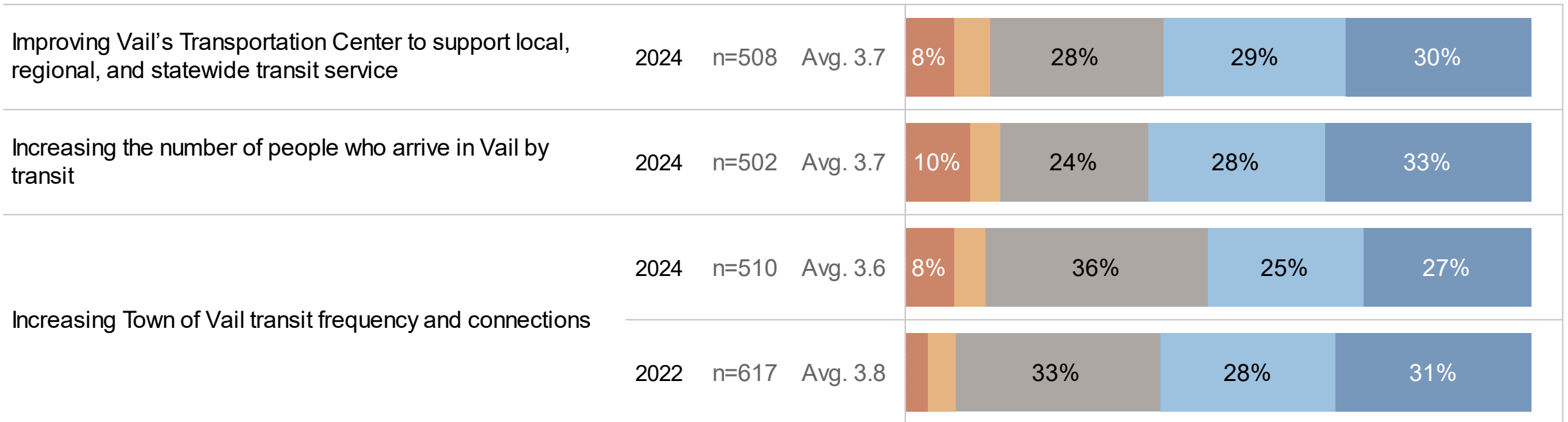
PRIORITIES: HOUSING & COMMUNITY

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



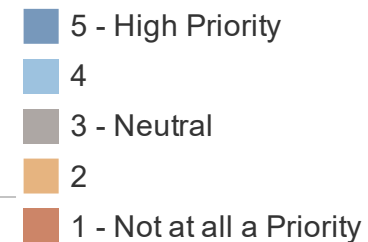
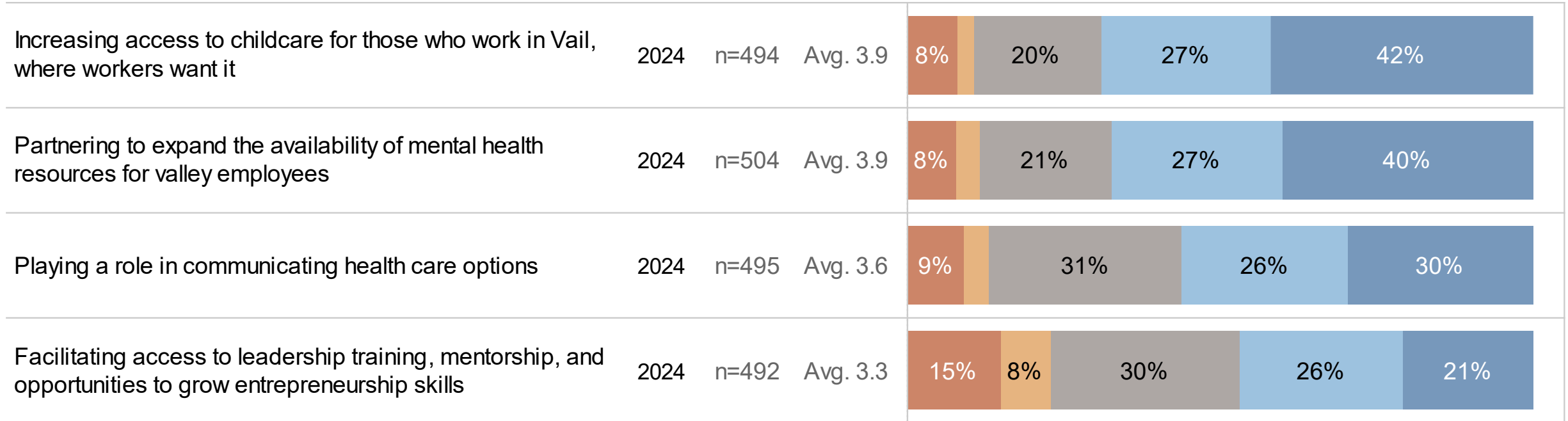
PRIORITIES: TRANSPORTATION

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



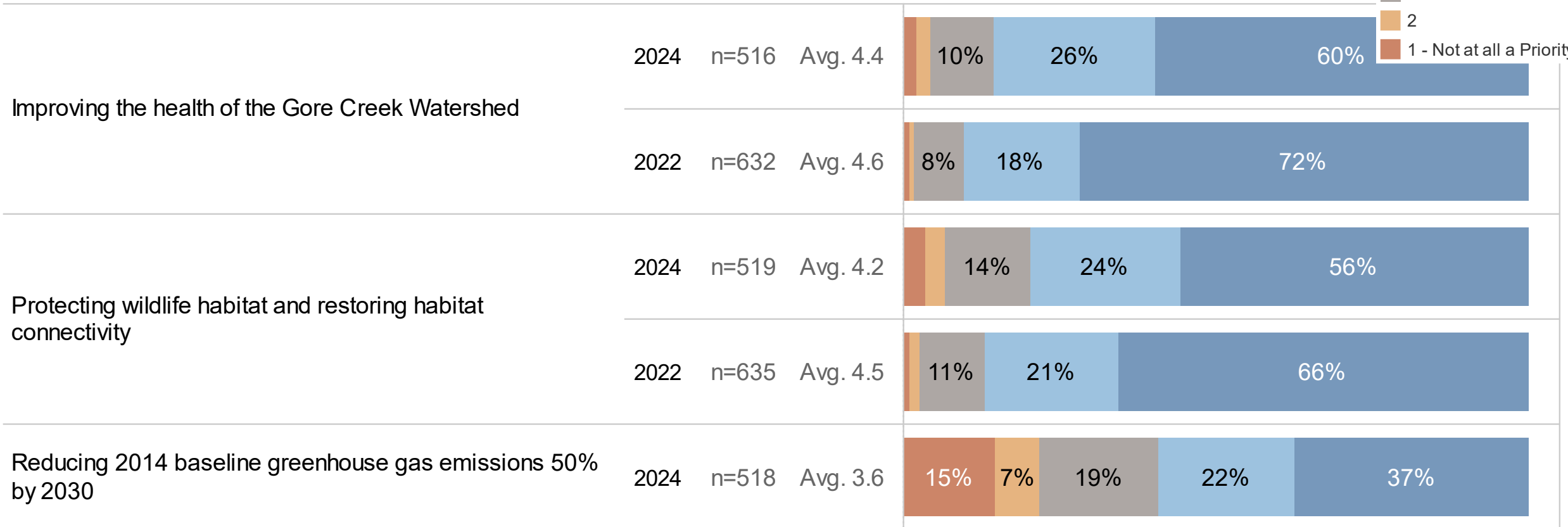
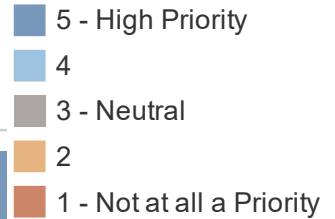
PRIORITIES: WORKFORCE SUPPORT

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



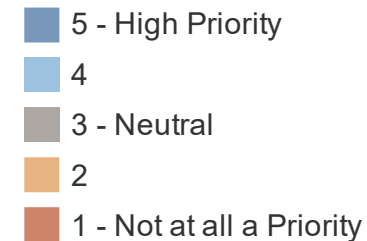
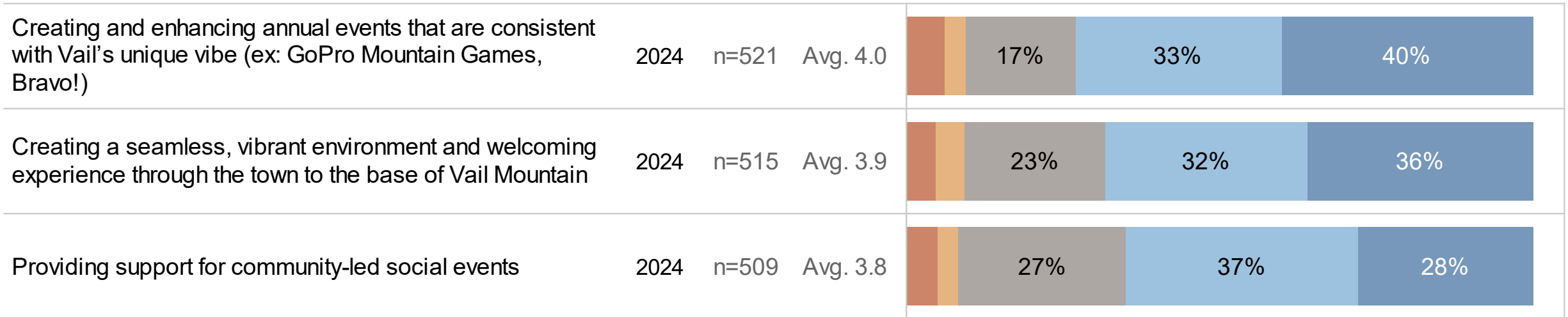
PRIORITIES: ENVIRONMENTAL & SUSTAINABILITY

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



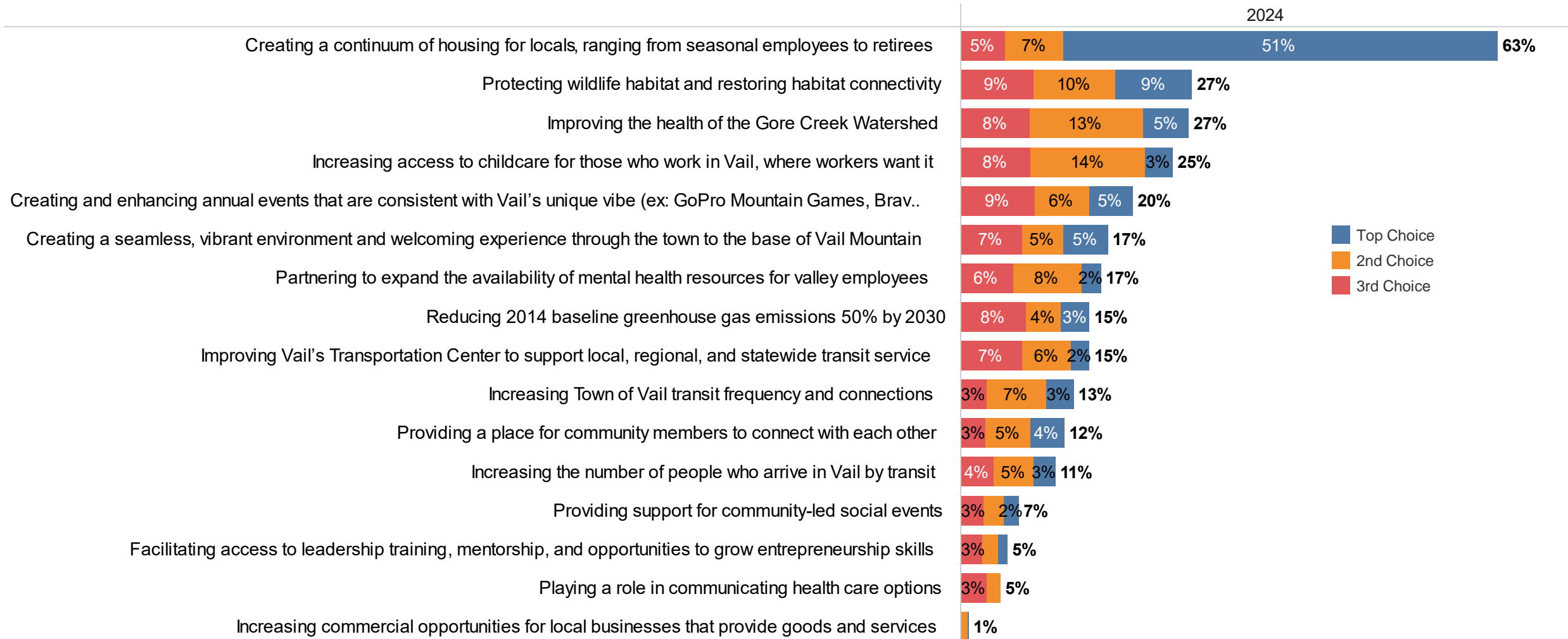
PRIORITIES: AUTHENTIC VAIL EXPERIENCE

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



TOP 3 PRIORITIES

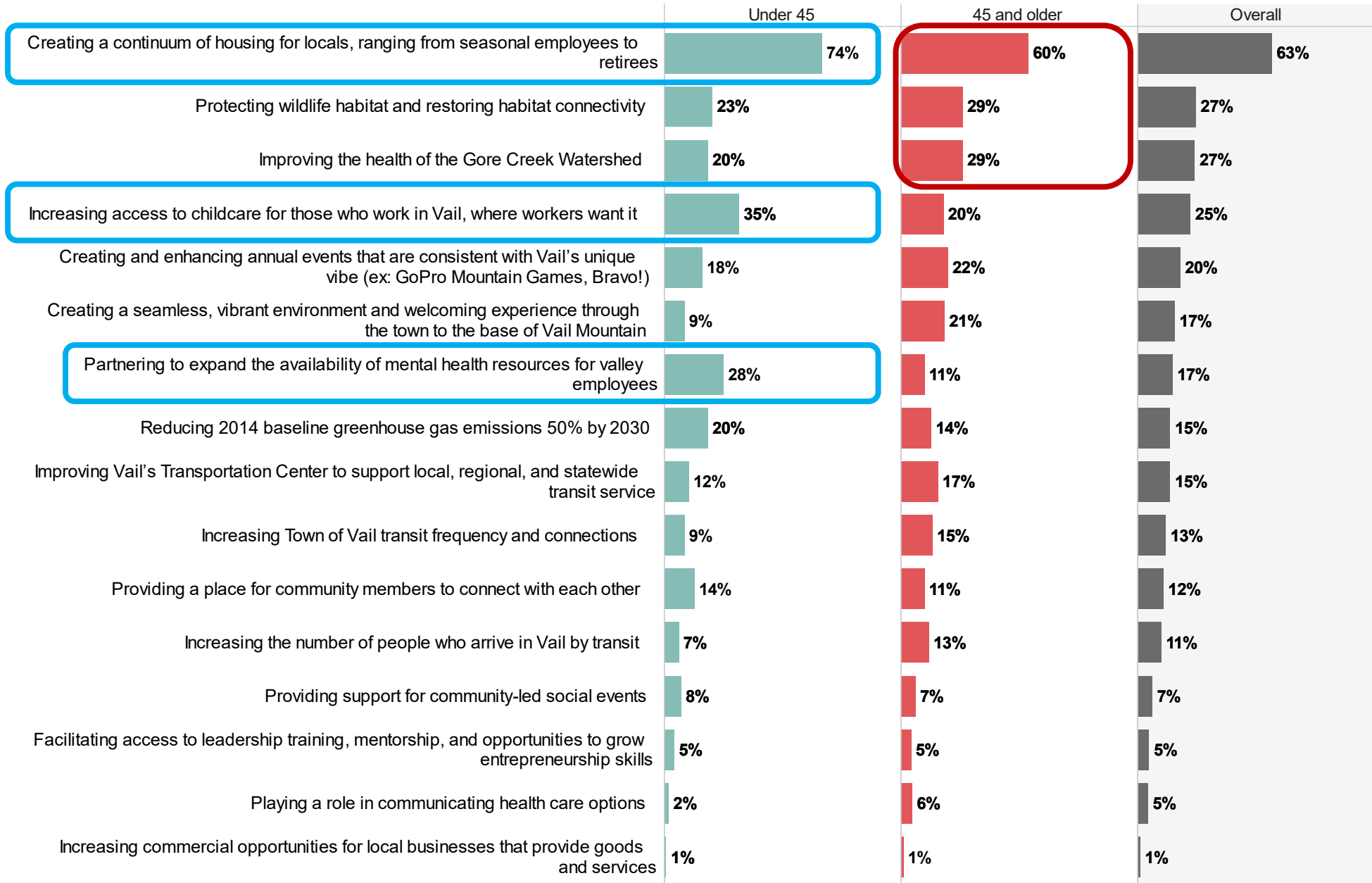
What three actions are your highest priorities?



TOP 3 PRIORITIES BY AGE COHORT (2024)

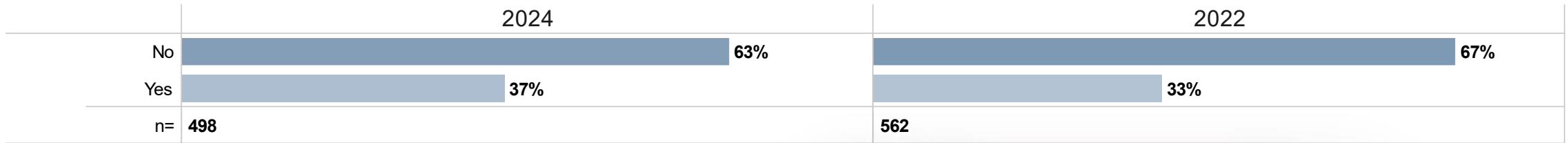
What three actions are your highest priorities?

Top 3 combined



NEW RECREATION PROGRAMS

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:

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?

	2024 Overall	Under 40	40 and older
No	63%	64%	62%
Yes	37%	36%	38%
n=	498	90	356

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?

	2024 Overall	Own Residence	Rent/Other Non-owners
No	63%	61%	66%
Yes	37%	39%	34%
n=	498	357	104

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

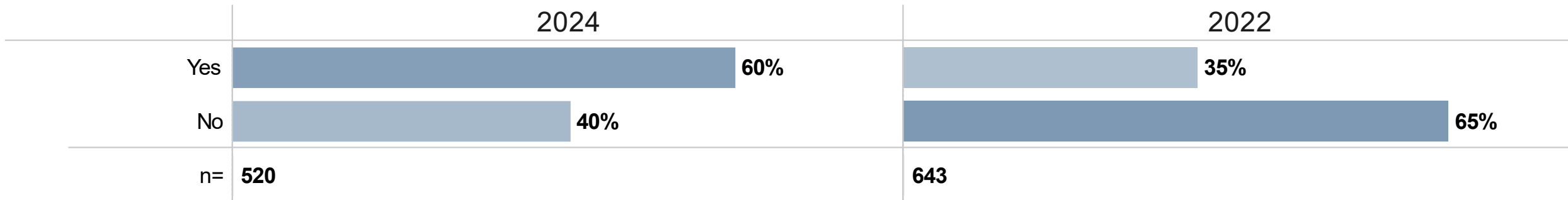
- Recreation Centers and Facilities with gym, yoga studios, weightlifting and pools.
- Arts center and programs.
- Field house sports center and indoor field house with pickleball and tennis courts.
- Sports and Fitness Activities with non-competitive leagues and indoor basketball and racquetball courts.

EVENTS & TOURISM

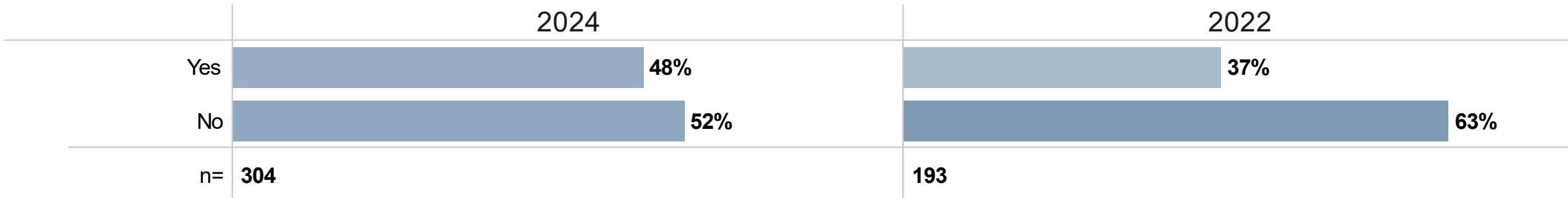


DISCOVER VAIL

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

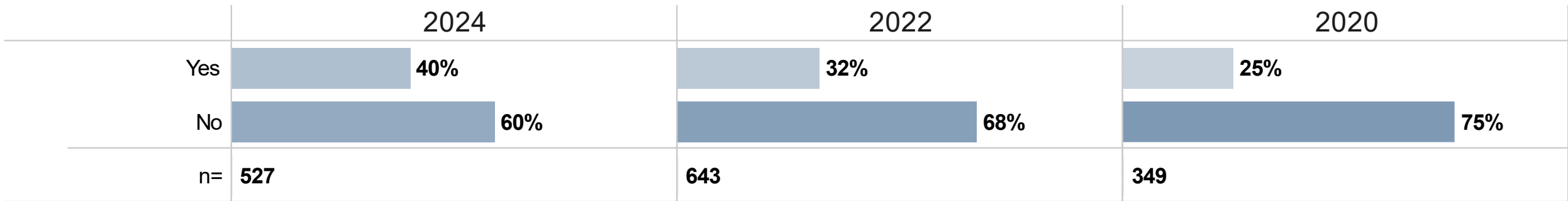


Have you used the DiscoverVail site or referred others to it?



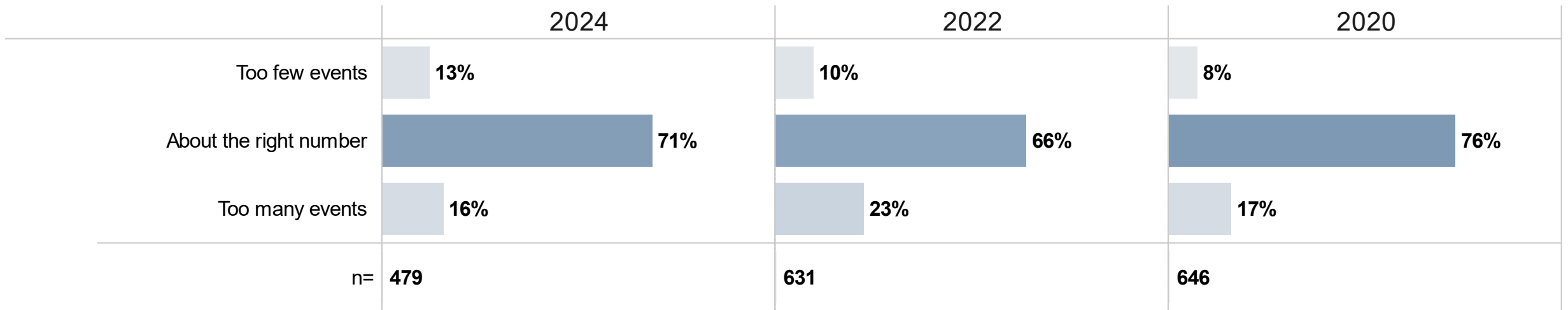
PRIMA VAIL

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



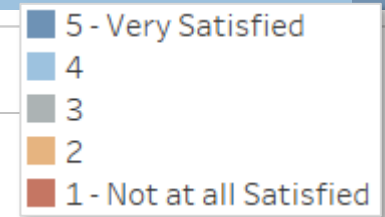
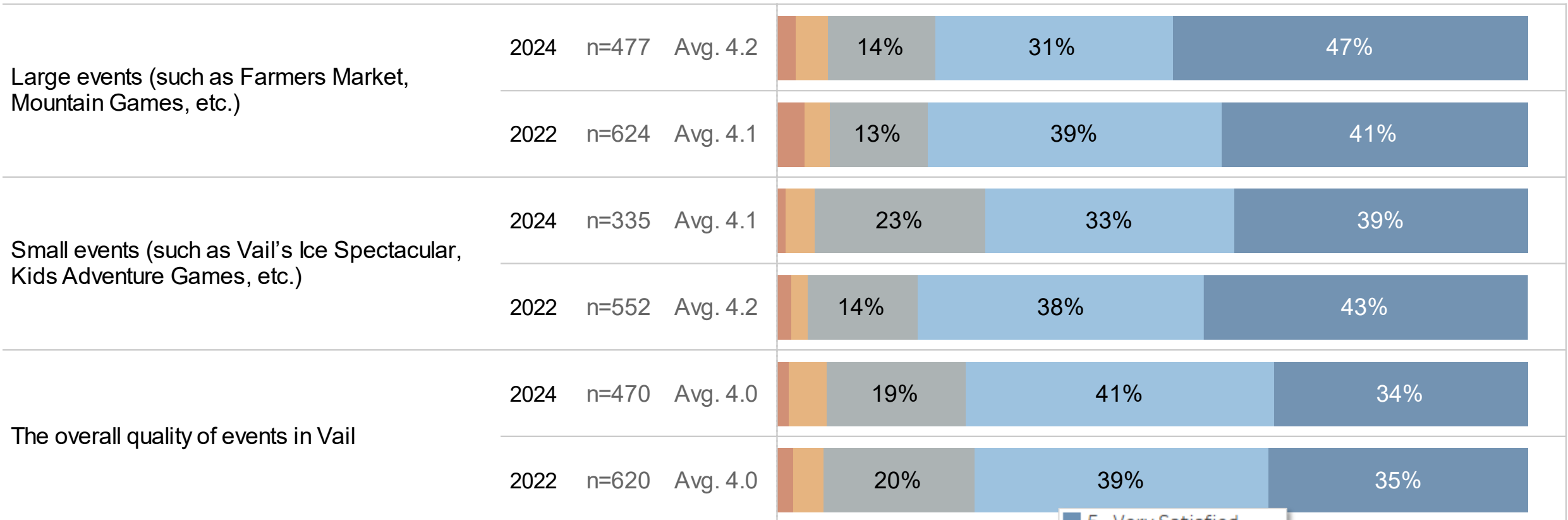
NUMBER OF EVENTS

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.



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



“ Neeeed to bring back more free concerts and larger events ”

2. Farmers Market

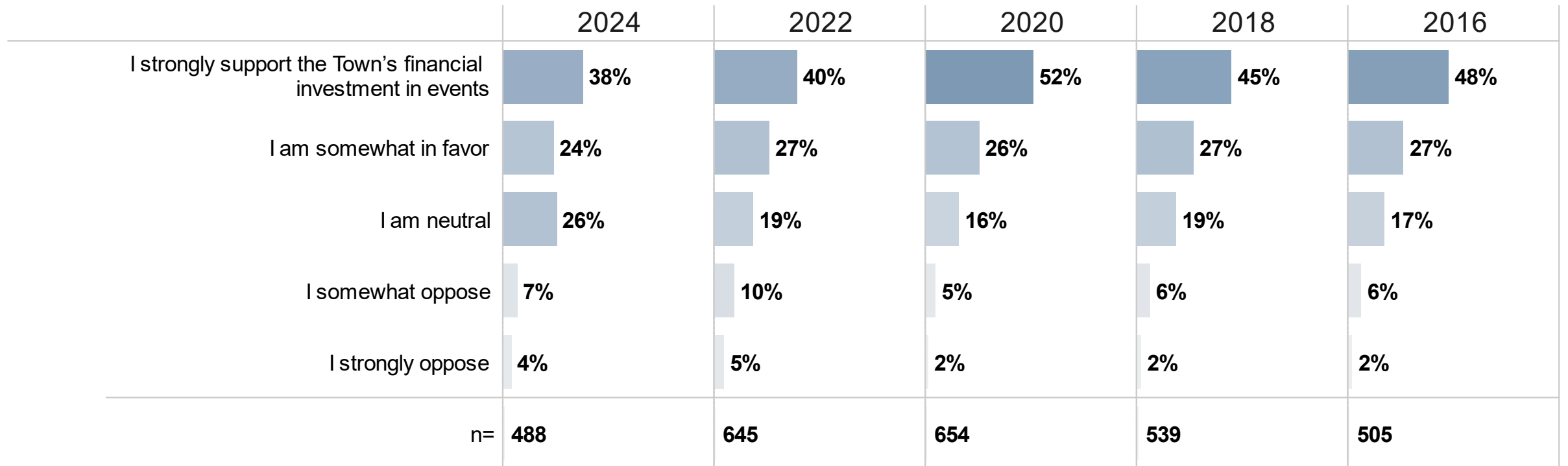
- Expand area to accommodate more vendors/visitors
- More local farmers



“ 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?



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%	21%	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%	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%	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%

HOUSING RATINGS BY OWNERSHIP (2024)

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	Own	n=512	4.1
	Rent/Other Non-owners	n=196	4.2
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.	Own	n=511	3.9
	Rent/Other Non-owners	n=195	4.1
Acquiring and setting aside land for future resident-occupied housing opportunities	Own	n=494	3.7
	Rent/Other Non-owners	n=191	4.4
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.	Own	n=515	3.7
	Rent/Other Non-owners	n=196	4.3
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)	Own	n=486	3.5
	Rent/Other Non-owners	n=179	4.1
Adopt an amnesty program to allow for the legal conversion of currently non-permitted dwelling units (for example, illegal lock-off units)	Own	n=468	3.6
	Rent/Other Non-owners	n=182	3.8
Adopt residential linkage regulations, which would assess a fee for all residential development in the town	Own	n=406	3.0
	Rent/Other Non-owners	n=143	3.5

2024 Only

HOUSING RATINGS BY AGE COHORT (2024)

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.”

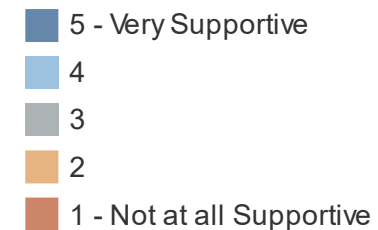
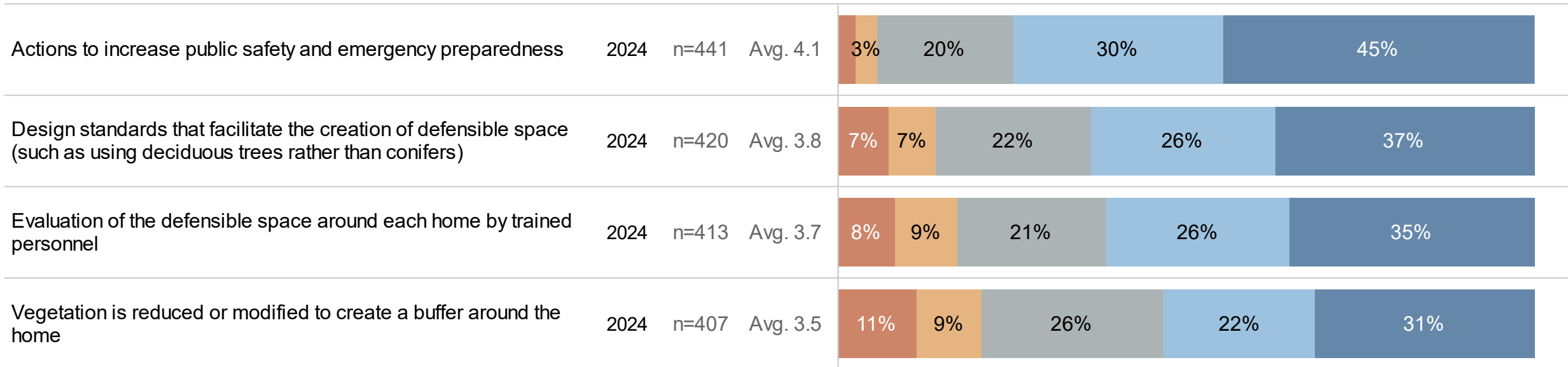
Explore additional housing solutions in collaboration with our down-valley partners by investing in housing development outside the Town of Vail	Under 45	n=243	4.2
	45 and older	n=475	4.2
Amend the terms of future deed restrictions to create a preference for qualified residents that are employed at businesses located solely within the Town of Vail municipal boundary.	Under 45	n=243	4.0
	45 and older	n=473	4.0
Acquiring and setting aside land for future resident-occupied housing opportunities	Under 45	n=240	4.2
	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 homeownership along the housing continuum and increase the level of affordability.	Under 45	n=243	4.2
	45 and older	n=479	3.8
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)	Under 45	n=226	4.0
	45 and older	n=445	3.6
Adopt an amnesty program to allow for the legal conversion of currently non-permitted dwelling units (for example, illegal lock-off units)	Under 45	n=227	3.9
	45 and older	n=429	3.6
Adopt residential linkage regulations, which would assess a fee for all residential development in the town	Under 45	n=183	3.5
	45 and older	n=370	3.0

2024 Only



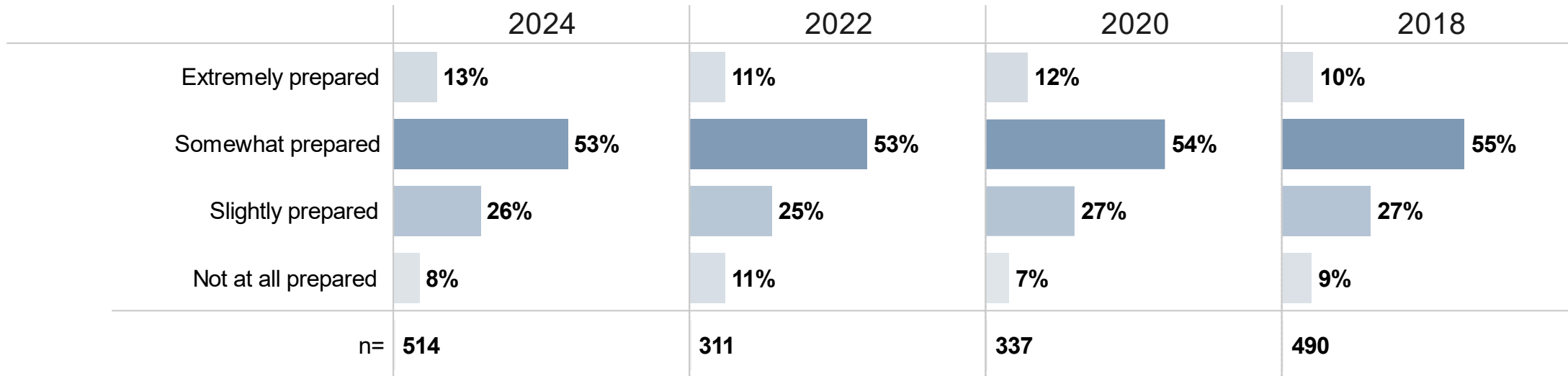
WILDFIRE RISK MANAGEMENT

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.

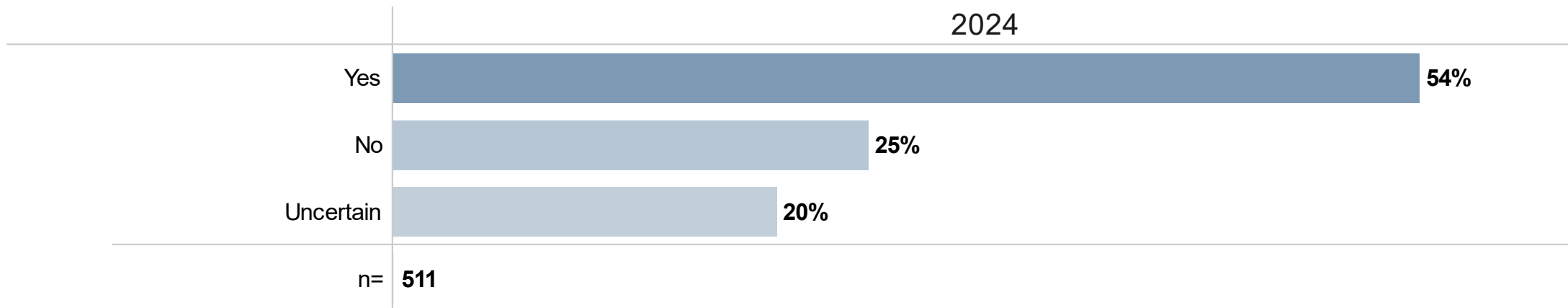


PREPAREDNESS FOR EMERGENCY

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



Are you subscribed to receive Notifications through EC Alert?

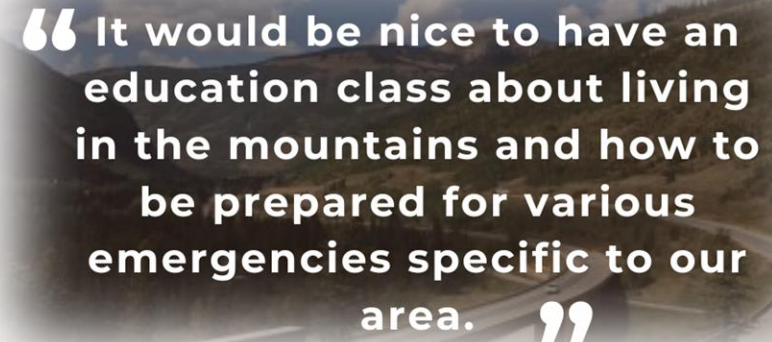


EMERGENCY PREPAREDNESS COMMENTS

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

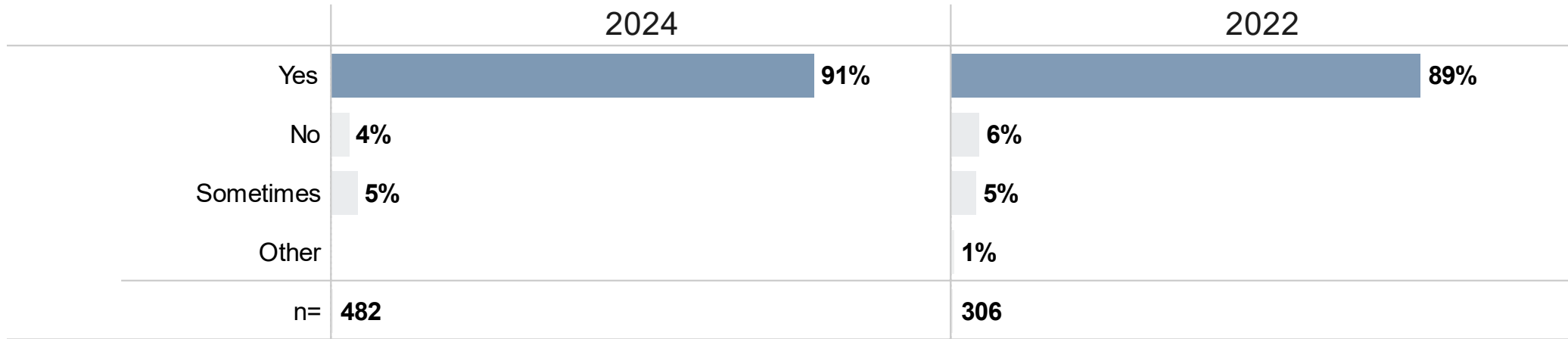
- Current infrastructure is not sufficient to ensure a swift, safe evacuation



“ More info the better - fire is a major concern ”

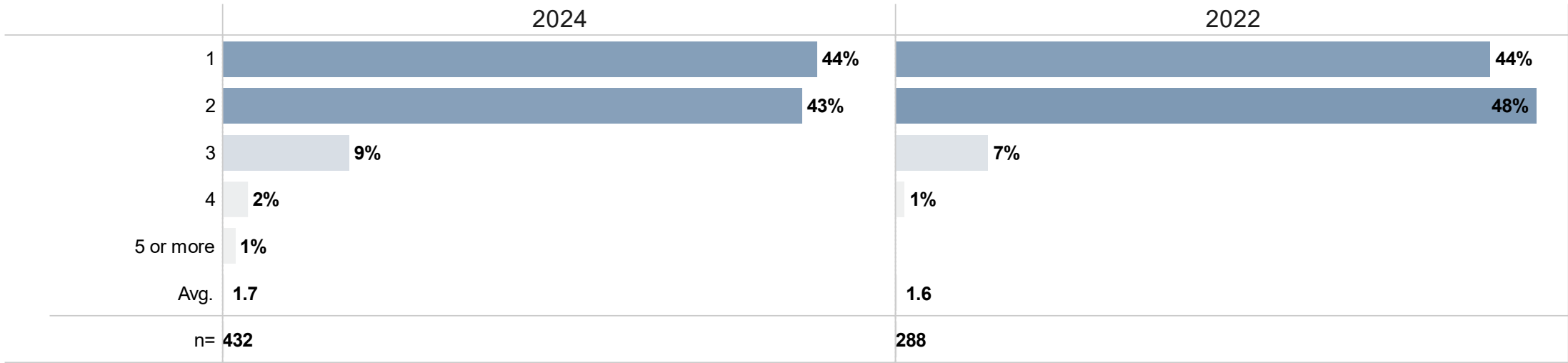
VEHICLE ACCESS

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

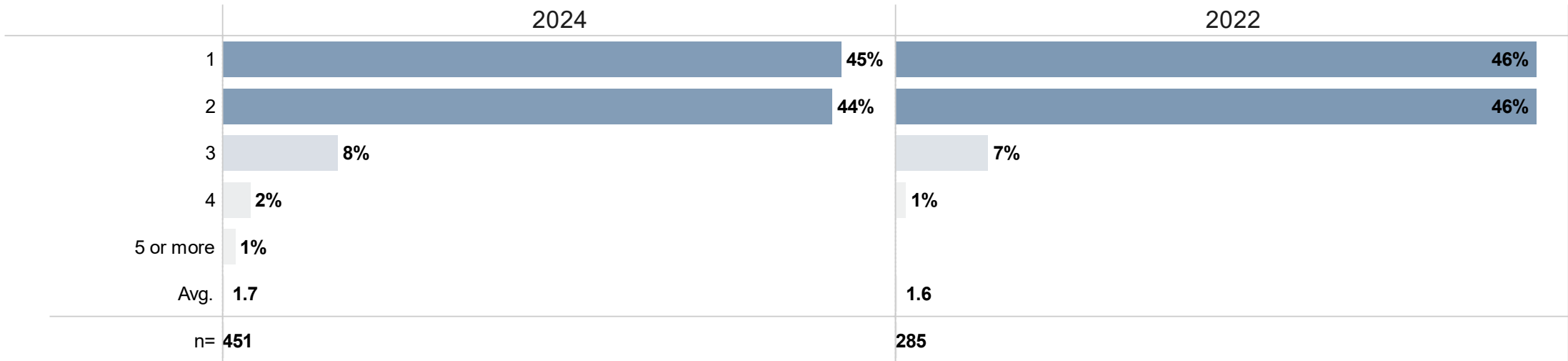


VEHICLE ACCESS

How many vehicles are typically available to your household?

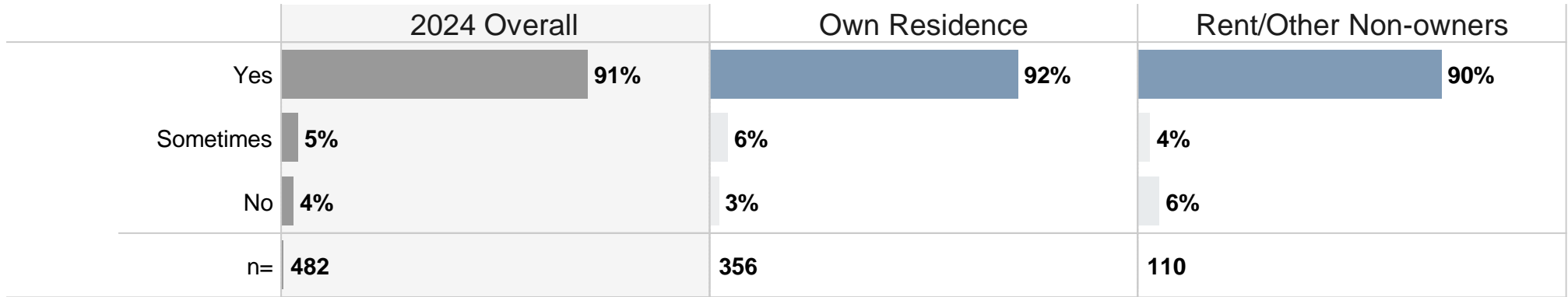


And how many of these vehicles are typically parked on your property or in parking spaces that are not on public roadways?

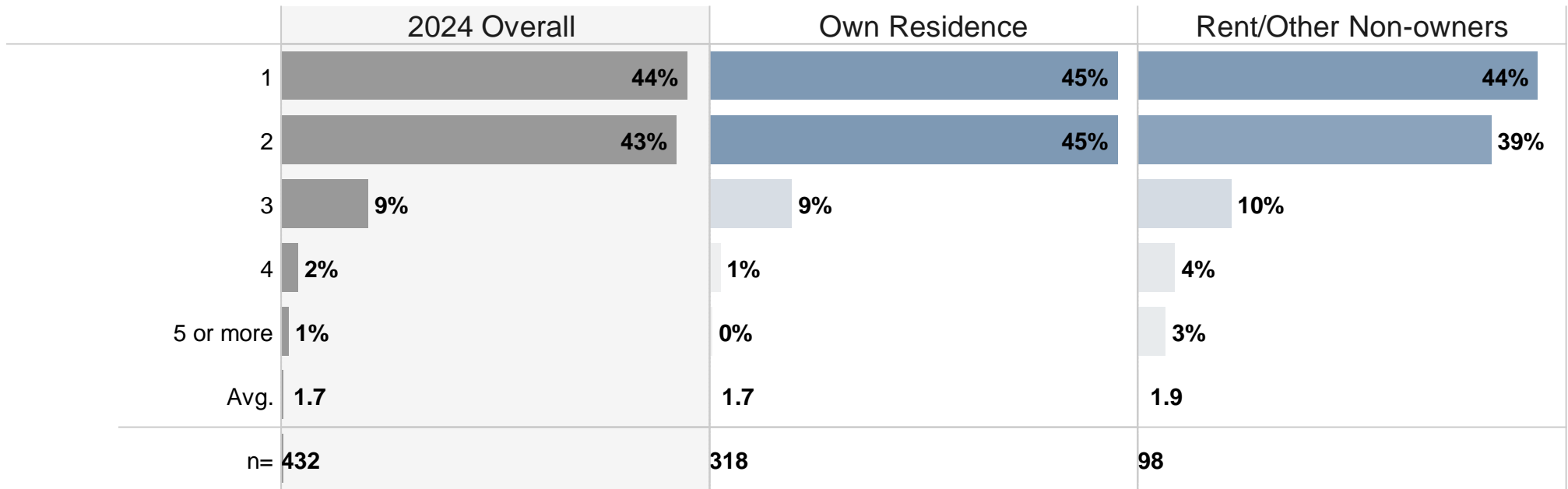


VEHICLE ACCESS BY HOME OWNERSHIP (2024)

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



How many vehicles are typically available to your household?



Source: RRC

CARSHARE BY HOME OWNERSHIP (2024)

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?

	2024 Overall	Own Residence	Rent/Other Non-owners
No	77%	81%	65%
Yes	23%	19%	35%
n=	485	360	109

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
No	83%	89%	62%
Yes	17%	11%	38%
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, e-bike promotion)

2. Bus Services

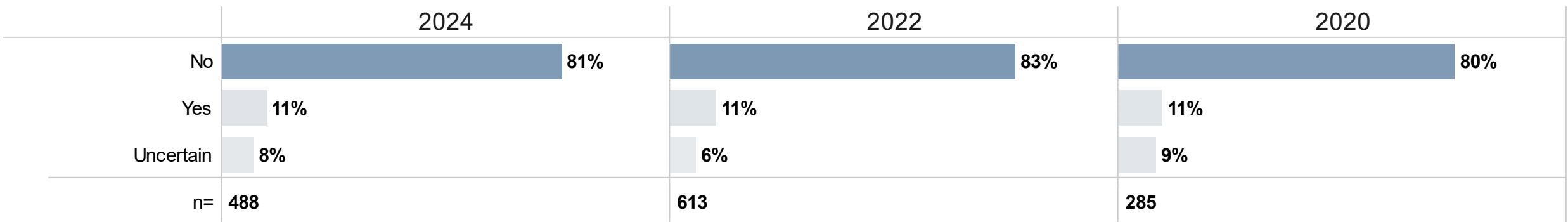
- More frequent/reliable bus system

“ 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. ”

“ Reliable and frequent buses, especially during peak hours, would make public transportation a more convenient and attractive option ”

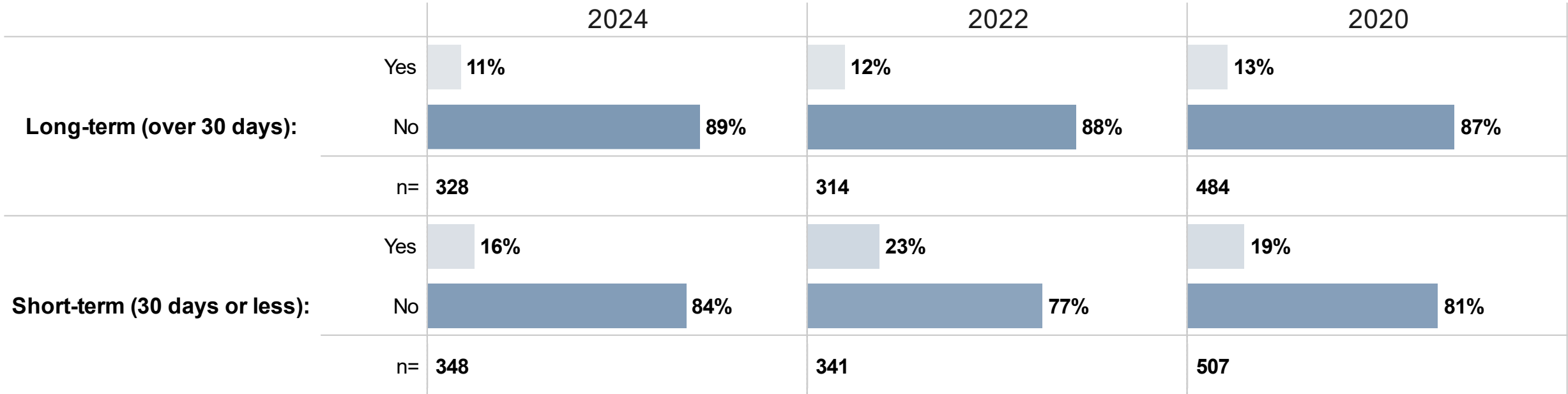
DEED-RESTRICTED HOMES

Do you reside in a deed-restricted home?



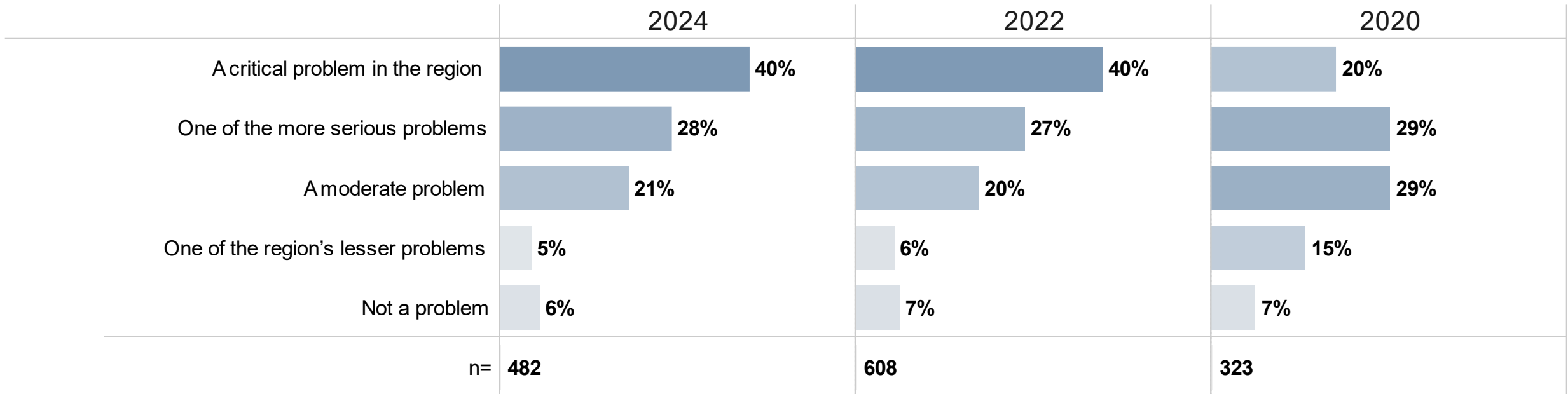
“DO YOU RENT YOUR HOME TO OTHERS?”

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



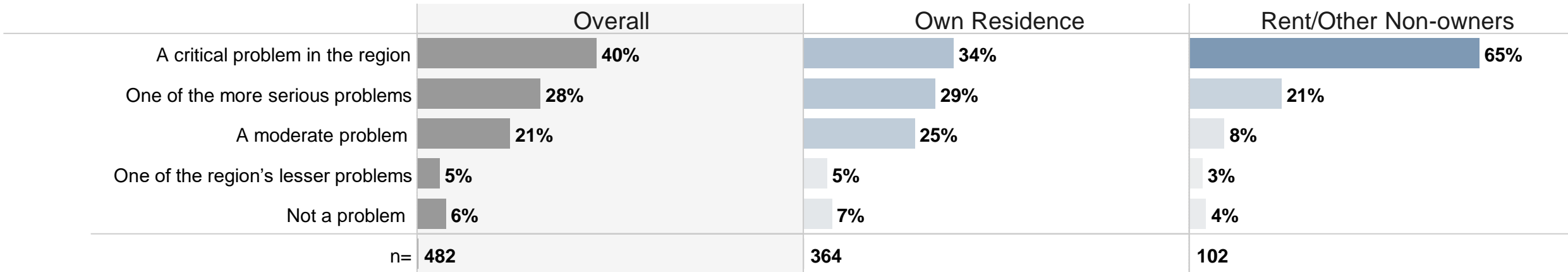
EXTENT OF HOUSING PROBLEM

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

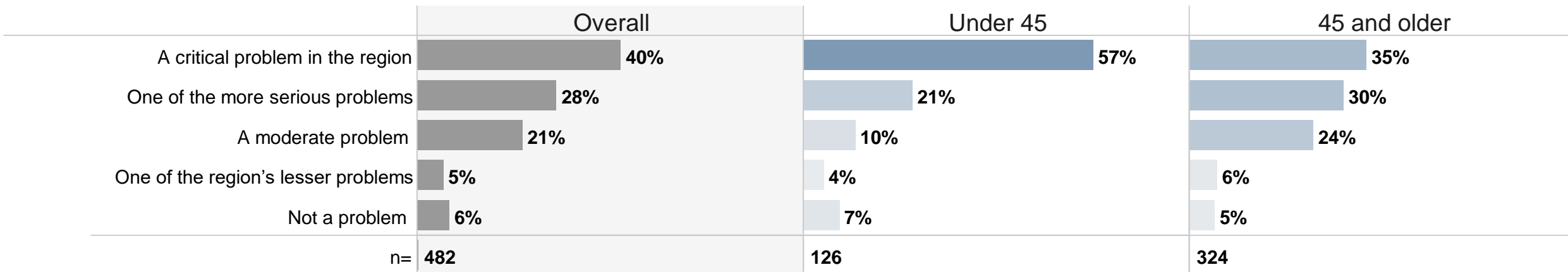


EXTENT OF HOUSING PROBLEM (CONT.)

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



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



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 long-term 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

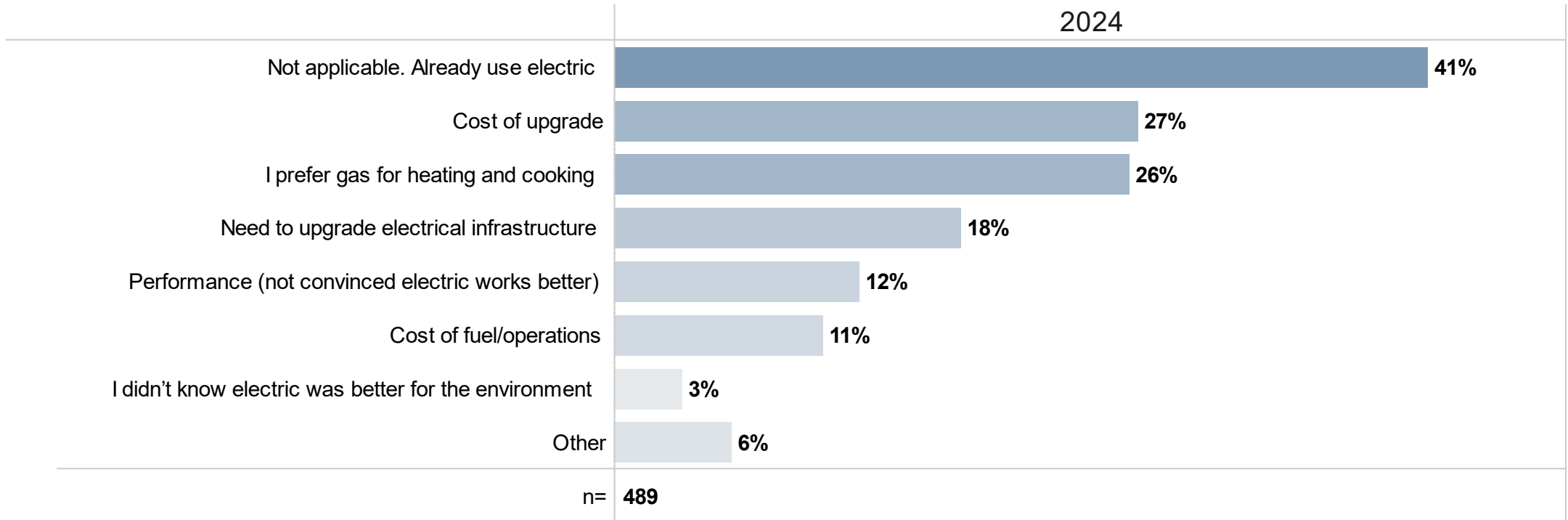
- Increase taxes on STRs and non-resident vacation homes to generate revenue for affordable housing initiatives
- Incentivize long-term rentals to locals

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

“Incentivize homeowners to long-term rent to verified local employees.”

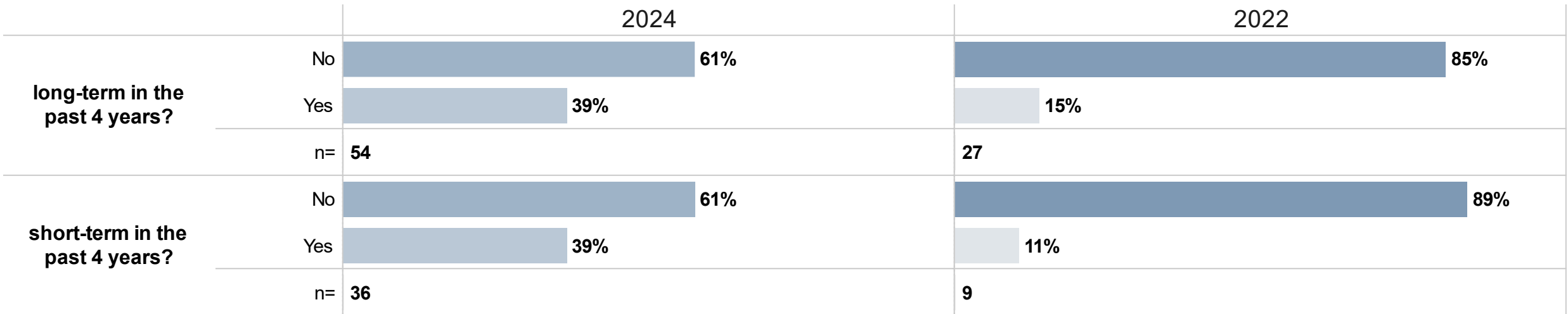
ELECTRIC APPLIANCES

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



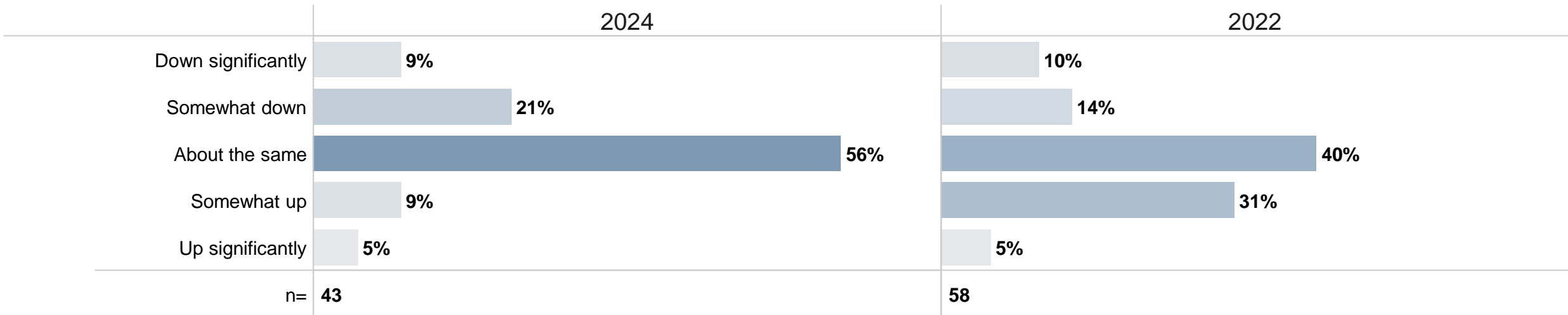
2ND HOMEOWNERS: “HAVE YOU RENTED YOUR HOME TO OTHERS?”

Have you rented...

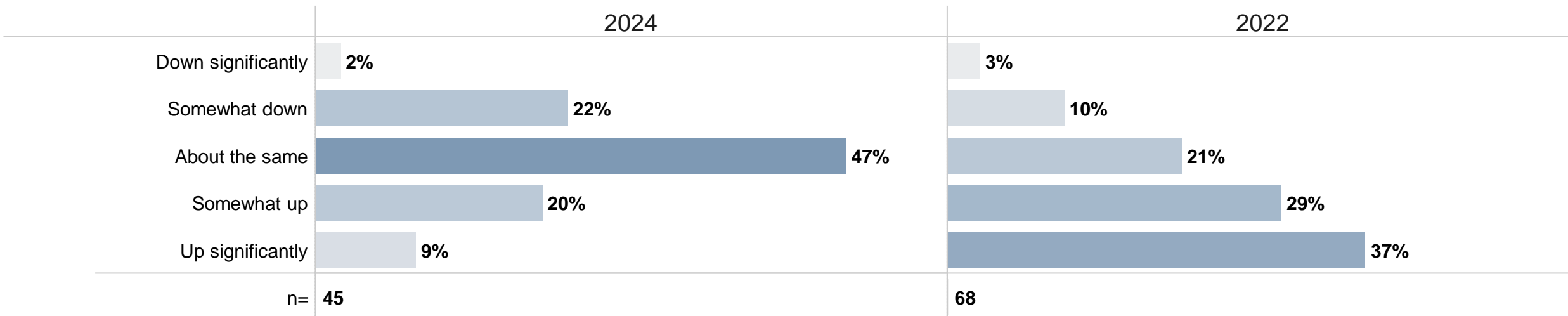


SHORT-TERM RENTAL OCCUPANCIES

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

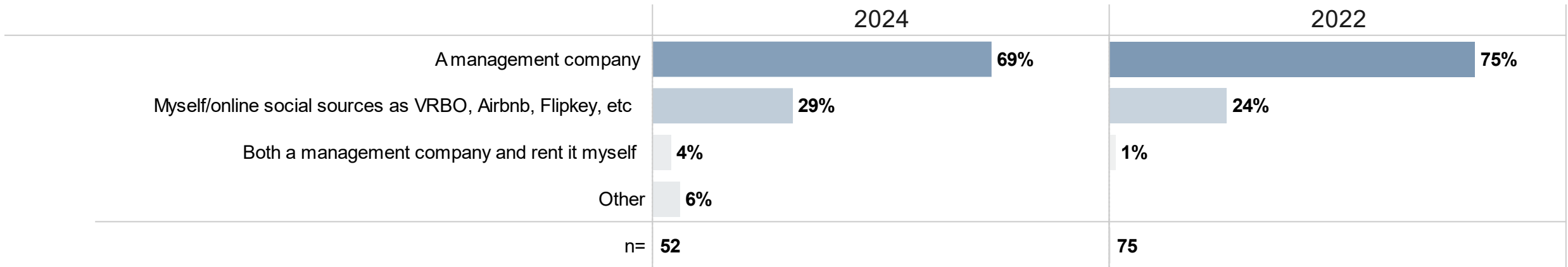


And your expectations for this Winter?



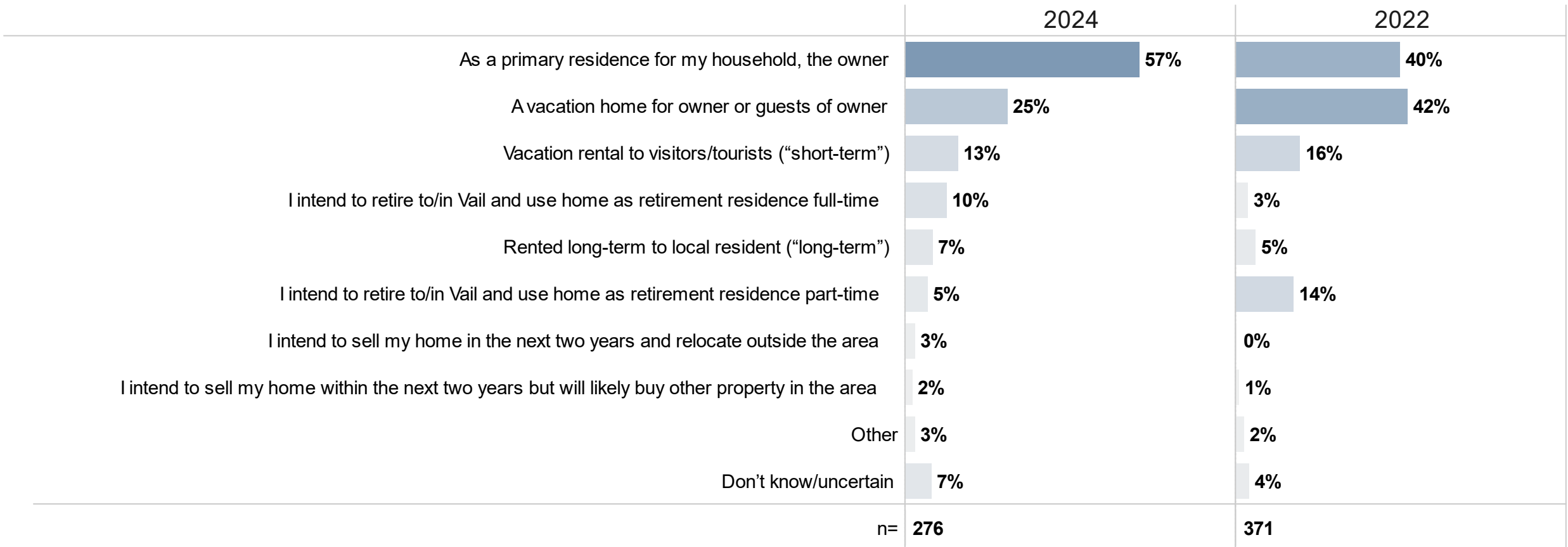
STR RENTAL METHOD

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



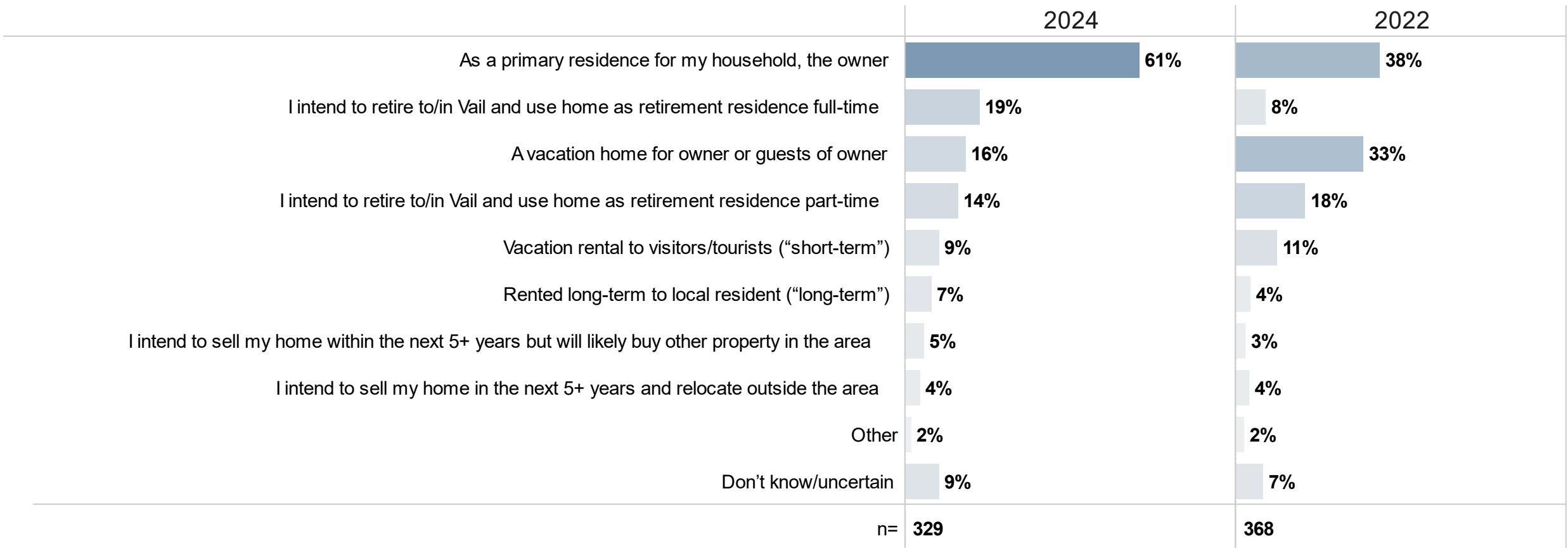
FUTURE USE OF VAIL HOME

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



FUTURE USE OF VAIL HOME

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



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

Thank you!



TOWN OF VAIL



RRC

RRC ASSOCIATES

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Boulder, CO 80303

rrcassociates.com
(303) 449-6558