

Town of Vail Community Survey 2012

**Final Report
May 2012**

Prepared for:

Town of Vail

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AN OVERVIEW OF RESULTS

This summary provides an overview of selected survey results as well as an identification of some of the major themes and findings that emerged from the 2012 Community Survey. The 2012 Town of Vail Community Survey used methods virtually identical to those used in 2010, the last time a survey was fielded by the Town of Vail. Once again, the survey resulted in extensive open-ended comments as well as statistical measures of many topics that are of interest to the community. The comments are excerpted in the body of the report, and are also presented verbatim in the attachments with no editing, punctuation or spelling correction.

In 2012 the surveys were fielded using three techniques. The primary method of distribution was through a postcard mailed to all identified postal addresses, including both boxes and home delivery, as well as to all identified part-time residents that own property in the Town. The postcard contained an invitation to complete the survey on-line using one of two unique passwords provided on the cards. Also, residents that had a password but requested (by telephone) to complete the survey using a paper form were provided a survey. Together these two response methods resulted in 412 completed surveys. These surveys are referred to in the report as the “Random Link” surveys. They represent responses that were randomly obtained from residents, both year-round and part-time, through the controlled version of the survey.

Survey invitation postcards arrived in Vail mailboxes during the early part of the week of March 26, 2012. The survey was closed at midnight on April 24. In addition, an “Open Link Survey” was advertised as available for completion on April 16. This was timed to be about two weeks after the initial postcard mailing. Through various ads, the public was invited to complete the survey on-line but without a password. This effort resulted in 265 responses. Responses from this group are generally similar to those obtained from the Random Link group, i.e., the group that answered the survey invitation using a password, but throughout much of this report the discussion focuses on the Random Link (or Invitation Web/Paper) version of the survey responses because this group represents the “random” sample, most comparable to the phone surveys conducted in the past. Together, the three survey methods resulted in 677 completed; this represents a broad community-wide response and provides an effective tool for understanding current local sentiment. The overall response was up from the 528 surveys completed in 2010.

The 2012 Community Survey is one of a number of public outreach efforts conducted by the Town. The survey results are considered a tool for gathering input rather than a vote or a referendum on the many civic issues that are explored. The survey results have been dissected in various ways to identify dominant themes and messages and these findings are explored in the full report that follows. The presentation in the final report is organized into two major areas of discussion. First, survey demographics are presented and issues and topics of community importance are explored. Then, ratings of Town departments and services are presented.

A Demographic Profile of Respondents

The survey contained a number of demographic questions that are used to understand input from residents. For example, much of the survey analysis presented in this report is based on overall responses to the Random Link version of the survey. However, as noted above, in some instances results from all respondents are presented in merged tables. Where graphs are based on the merged results, a notation of the sample source is provided.

Where is your residence within the Town of Vail located?	Random Link	Open Link	Overall
East Vail	25%	24%	25%
West Vail (north of I 70)	17%	13%	16%
Potato Patch, Sandstone	14%	15%	14%
Intermountain	8%	9%	8%
Vail Village	8%	8%	8%
Other	5%	8%	6%
Buffehr Creek, Lionsridge, the Valley	6%	5%	5%
Lionshead	6%	2%	5%
Matterhorn, Glen Lyon	4%	4%	4%
Booth Falls and Bald Mountain Road areas	2%	6%	3%
Vail Commons/Safeway area	2%	4%	3%
Golf Course	3%		2%
Booth Creek/Aspen Lane		1%	0%
Not a resident of the town of Vail		1%	0%
n=	286	124	413

Do you own or rent your residence?	Random Link	Open Link	Overall
Own	87%	74%	82%
Rent	12%	25%	17%
Other	1%	2%	1%
n=	346	215	560

How long have you lived within the town of Vail (or owned property if a non resident)?	Random Link	Open Link	Overall
Less than 1 year	3%	5%	4%
1-5 years	13%	14%	13%
6-15 years	25%	22%	24%
More than 15 years	52%	35%	46%
Not applicable	8%	24%	14%
n=	354	209	563

Which of the following best describes you?	Random Link	Open Link	Overall
Year-round resident (11+ months/year)	53%	71%	60%
Part-time resident	37%	11%	28%
Employed in the town of Vail but don't live there	6%	16%	10%
Get mail in the town but don't live or work there	2%	1%	2%
Non-resident owner of business/commercial property	1%		1%
n=	354	211	565

(IF RESIDENT) Do you own or operate a business within the town of Vail?	Random Link	Open Link	Overall
No	84%	85%	85%
Yes	16%	15%	15%
n=	280	171	451

Are you a registered voter in Vail?	Random Link	Open Link	Overall
Yes	51%	50%	51%
No	49%	50%	49%
n=	338	205	543

Which of these categories best describes your household status?	Random Link	Open Link	Overall
Empty-nester, children no longer at home	32%	25%	30%
Couple, no children	24%	28%	26%
Household with children living at home	24%	20%	23%
Single, no children	19%	27%	22%
n=	352	209	561

Gender	Random Link	Open Link	Overall
Female	48%	57%	51%
Male	52%	43%	49%
n=	347	210	558

Which of the following best describes your employment status?	Random Link	Open Link	Overall
Work 8 months or more a year in the local area (Vail Valley)	41%	62%	49%
Not employed: retired	21%	12%	18%
Currently employed outside of the local area (work on Front Range, out of state, etc.)	22%	10%	17%
Other	6%	7%	7%
Work 7 or fewer months a year in the local area (Vail Valley)	6%	4%	5%
Not employed: homemaker	3%	2%	3%
Not employed: unemployed and/or looking for work	1%	3%	2%
n=	355	214	568

Evaluations of Topics of Policy and Broad Community Interest

The survey contained a number of questions that were designed to provide input on policy-related topics that are of interest to the community. The following sections of this report summarize the topics that were probed.

Community Priorities. Respondents were asked to evaluate nine priority topics based on a scale of 1 to 5 with 1 being “not a priority” and 5 a “high priority.” This question was similar but not identical to a 2010 question on town priorities. The averaged results are summarized below.

Table 1
Priorities for Town Focus

	2012	2010
Budget & capital management	4.4	4.4
Economic vitality	4.3	4.4
Actions to improve Vail as a well-rounded community	4.2	4.0
Transportation needs	4.2	4.1
Guest relations and customer service	4.1	4.3
Parking	4.0	4.5
Environmental sustainability	3.8	3.5
Focus on housing for service workers	3.5	Not Asked
Focus on housing for middle income workers	3.5	Not Asked

Based on a comparison of the ratings this year to 2010, a first conclusion is that all of the topics evaluated are considered priorities by a large segment of residents, with the relatively lower rated housing categories still receiving over 55% rating as a priority, a 4 or 5 on the five-point scale. Budget and capital management and economic vitality were rated a priority by over 80 % of respondents. Another main conclusion is that parking has fallen off the top; it was the dominant issue in the last study with an average priority rating of 4.5. This year the comparable rating is 4.0. Another strong shift is that the topic of environmental sustainability is rated a significantly higher priority than in 2010, although it is still rated relatively lower than most of the other categories.

In a follow-up question, respondents were asked about the “one area from the list that is your highest priority.” The most identified priorities were:

- “Actions to improve Vail’s appeal as a well-rounded community (a great place to live, work and play),” identified by 33% of respondents.
- Next most identified were two economic issues, “Economic vitality” (15%) and “Budget and capital management” (13%).

It is interesting that while a majority rated the economic issues slightly higher when averaged on the five-point scale, the idea of improving Vail’s overall appeal as a well-rounded community is resonating with many at this time. But, economic management and fiscal considerations are also widely supported, and if responses on these two categories are summed they are close to the figure obtained by “well-rounded community” (28% compared to 32%).

Right Direction/Wrong Track? A question that has been tracked for over a decade asked, “Would you say that things in the Town of Vail are going in the right direction, or have they pretty seriously gotten off on the wrong track?” About 70% of respondents said the TOV is going in the “right direction” compared to 18% “gotten off on the wrong track.” Those saying “right direction” are up significantly from the findings in 2010 (58% “right direction” and 28% “wrong track”), and are identical to the level achieved in 2005. The responses on this question were probed in various ways. Open-ended comments were sorted by “right direction” and “on the wrong track” and these results are presented in the main body of the report. When residents were asked to explain their responses concerning this question several themes emerged.

Among those that expressed the town is headed in the “right direction,” multiple respondents identified the following:

- Supportive of the upgrades that have occurred in the Village and Lionshead. They mentioned the facelifts and new buildings, and renewal of dated structures. One said, “All the construction cranes are gone and the town feels vibrant.”
- A number believe Vail has successfully weathered economic challenges and they credit Council and staff for some of the success. Comments included, “The recession was well managed, the ‘rebirth of Vail’ is essentially complete, and overall we are positioned extremely well for the future.” Another said, “Town officials and staff continue to operate a fiscally sensitive local

government.” A year-round resident noted, “TOV has done a very nice job with capital projects, communications and general community leadership.”

- Decision-making was also cited. “There is a lot of thought put into the decisions of the Town of Vail.”
- The use of conference center funds to “get things done” was also mentioned multiple times.

Comments differ among those that said the town is on the “wrong track:”

- Concerns were expressed about the proposal to develop the Vail Municipal site with a partner. These residents identified considerations such as the structuring of the deal, and that there might be better locations for a new Town Hall.
- Some residents cite parking as an issue, saying there is not enough parking and that this shortage negatively impacts the experience of guests and locals alike. Further, the cost of parking was identified by some.
- A change in character was identified in various ways. Comments included “Vail has lost a sense of community. It is now truly a resort town.”
- The size, scale and character of the new buildings were criticized by some. In contrast to those that feel the town is on the right track because of new buildings and progress, others said the town is headed in the wrong direction and identify the results of redevelopment as the problem. “Way overbuilding” and “We have sold our souls for cash” are examples of comments from this smaller group who say the town is on the wrong track.

Sense of Community. About half the respondents indicated Vail’s “sense of community” stayed the same, with 18% saying it “improved” (up from 9% in 2010). About 16% said it had “gotten worse” (down from 26% in 2010). Like the ratings of “right direction” and “wrong track” this question suggests that there is substantial support for the general direction of Vail at this time.

In a related question, the relationship between taxes and town services found a majority of respondents (61%, up from 56% in 2010) indicating satisfaction with the current level of taxes and the services provided by the town. About 15% percent said they pay too much for the services. One in ten respondents said they would be willing to pay more taxes to get more services, while 6% said they would be willing to accept service reductions if it means lower taxes, down from 10% in 2010. Clearly, economic concerns have eased somewhat but there is a call for careful management and there is a segment of residents that still believe they pay too much.

Environmental Issues. There is general satisfaction (about 50 to 55%) with the amount of emphasis placed on environmental issues. Questions addressed the overall attention to forest health, enforcement of the dead tree removal ordinance, addressing energy consumption and Gore Creek water quality. More people said there’s “too little emphasis” (30-38%), than “too much” (4-16%).

In new questions, residents were asked about a plastic bag initiative, and emphasis on zero waste. A ban on plastic bags in grocery stores received divided support with about 37% calling it a “priority” (4 or

5 on the five-point scale) but 37% rating it a “1” or “not a priority” on the Random Link version of the survey. Results suggest that this topic is a higher priority with year-round than with part-time residents.

Events. The survey contained a series of questions concerning events in Vail. Overall, most respondents, both year-round and part-time, believe events have a positive town-wide economic impact (about 90% rate events a 4 or 5 on the five-point scale). Most also believe there are the right number of events (81%), with about 8% saying there are “too many.” The overall “quality of events” was also rated high (about 85% rating them 4 or 5). The lowest rated aspect of events, in terms of satisfaction, was parking. About 11% said they were “not at all satisfied” (“1” on the five-point scale), but 32% rated parking satisfaction a 4 or 5 during events.

Cell Phone Service. Another new question this year addressed cell phone service in town. While 44% rated their service “Excellent/very good” (4-5 on the five-point scale) about 13% called it “poor” (a 1) and 12% rated it a 2 on the five-point scale. Clearly, this is an issue for a segment of the community. Results were probed by parts of town and the areas most likely to rate “poor” (all with over 20% calling service a 1) included Booth Falls and Bald Mountain Road areas; Buffehr Creek, Lionsridge and the Valley; and Vail Village.

The Impacts of I-70. The survey contained a question concerning potential “big ideas” for addressing the impacts of I-70 as it passes through Vail. Based on a list of alternative actions, most residents indicated they had an opinion (92%), but ideas varied widely. The most identified action was, “Live with the condition, increasing enforcement and speed limits” (38%). Beyond this finding, there was little consensus, with all of the choices receiving between 20 and 30% of responses on the multiple choice question. The diversity of opinions was further supported by the broad ranging open-ended comments that were received on this question.

An Evaluation of Town of Vail Departments and Services

The survey contained a number of questions designed to evaluate services provided by the Town. In most cases the wording of these questions is identical to past surveys, permitting comparisons over time. Taken together, these ratings serve as a form of community report card. In general, the ratings of the Town services were positive this year. They were unchanged or up slightly in a number of categories.

As in past years, ratings were examined by year-round and part-time resident responses. Overall, the groups are similar in their ratings, but part-time residents rate most categories slightly higher.

Consistent with the themes that are described above, most categories of ratings were up or unchanged. In rating their satisfaction with a variety of municipal services with 5 being “very satisfied,” the highest scores were given to the following categories:

Table 2
Highest-Rated Town Services

	2012	2010
Courtesy and helpfulness of firefighters and fire prevention staff	4.5	4.5
Snow removal on roads	4.5	4.3
Response times to basic medical emergencies	4.4	4.4
Cleanliness of the pedestrian villages	4.4	4.4
Friendliness/courtesy of library staff	4.4	4.4
Overall feeling of safety and security	4.4	4.3
Dependability of bus service	4.4	4.3
Frequency of town shuttle	4.4	4.2
Overall park maintenance	4.3	4.3
Bus driver courtesy	4.3	4.1
Cleanliness of buses	4.3	4.1
Friendliness and courteous of Public Works employees	4.2	4.1
Library story hour	4.1	4.3
Road and street maintenance	4.1	4.0
Cleanliness of public restrooms	4.1	4.0
Library website	4.0	4.1
Fire safety, awareness and education programs provided	3.7	4.0

Relatively lower rated services included: parking fees/pricing structure (average 2.7), parking availability during Ford Park events (3.1), late night bus service-ECO Regional Transit (3.1), and building permit inspections (3.1).

The ratings of town departments and services also resulted in a large number of open-ended comments. These results are provided in the Attachments and have been provided to Town departments for further evaluation.

Selected Takeaways from the 2012 Community Survey

Key observations from the 2012 results include the following as summarized by the RRC team.

- The overall “mood” of the town is very favorable, measured across a number of questions. The “right direction” measure is up sharply, to a level that matched the previous high recorded in 2005.
- The sense of community also showed improvement and the open-ended comments provide indications of the sources of the improvement. Residents like the fiscal responsibility they feel

the Town has shown, and they also point to special events as a positive. Events like Farmers Market have reinforced the feeling of community and provided a place to gather and enjoy summer weekends. Additionally, the end of construction is also applauded (note: this is as of the survey timeframe). Again, the positive statistical results, coupled with many positives expressed in the open-ended comments, suggest a feeling of community support and a positive direction for Vail.

- Parking continues to be a source of complaint by some but public tolerance for parking seems to have improved based on both the statistical measures and the open-ended comments. It is unclear how much of the difference is attributable to few peak days with Frontage Road parking during the 2011/12 season. Parking is especially identified by those unsatisfied with the general direction of the town.
- The Council-identified priorities are generally the right priorities according to a number of respondents. The survey listed the four primary focus areas that Council will be addressing in the future:
 - Improve economic vitality
 - Grow a balanced community (address the current and desired demographics for the town)
 - Improve the quality of the experience
 - Develop future leadership
- Open-ended comments on these Goals and Initiatives were generally very positive and supportive. There was particular support by some for the emphasis on “leadership.”
- Additionally, the survey measured priority areas and the single dominant statement was in support of “Actions to improve Vail’s appeal as a well-rounded community.” Economic planning, budgeting and fiscal caution are also applauded in the comments and supported in the statistical evaluation. However, the overriding message is that all of the priorities identified by the Council, and tested in the survey, are of relatively high importance to a majority in the community – all received over 55% calling them a 4 or 5 on the five-point scale.
- While housing has diminished as the dominant issue that it was five or so years ago, it is still an important consideration. The survey asked about housing for both “middle income workers” and “service workers.” Both were identified as important, receiving an identical average rating of 3.5. However, housing for middle income workers was identified as the “most important” priority for 8% of respondents, compared to 4% identifying service worker housing. Clearly, the results suggest support for broadening housing efforts to include a larger segment of workers in the Town.
- The survey questions that evaluate the ratings of Town services (the overall “report card”) represent generally positive evaluations. Further, the overall community disposition towards services and individual departments as reflected in the comments is mostly positive and constructive. Where changes in ratings from past surveys are evident, for the most part they show improvement.

A REPORT OF SURVEY FINDINGS

Vail’s “Sense of Direction.” Respondents were asked whether they felt the Town of Vail is going in the “right direction” or heading on the “wrong track.” This question has been used as one of the first questions in the community survey for a period dating back to 2003. This year the results are among the most positive ever recorded and they show a sharp reversal from 2010. As shown below, these results are consistently favorable across both versions of the survey, the Random Link and the Open Link responses. Further, while year-round resident and part-time resident responses are not identical (part-time are generally a little higher), both segments were very positive as measured by the 2012 version of the survey.

Table 3
Would you say that things in the town of Vail are going in the right direction, or have they pretty seriously gotten off on the wrong track?

A Note on How to Read These Tables: Tables like the one below are used throughout this report. They present a summary of survey results from two groups of respondents: By version of the survey that was used, and by whether they are year-round, part-time, residents, etc. For this question, results are broken out by those that feel things are going in the “right direction,” on “the wrong track” or they “don’t know.” The first column summarizes responses from all participants summed together. Then, each subsequent column represents responses from a particular segment or subgroup of participants. Each column sums to 100 percent.

Throughout much of this report the discussion focuses on the Random Link (or Invitation Web/Paper) version of the survey responses because this group represents the “random” sample, most comparable to the phone surveys conducted in the past. The columns under “Which of the following best describes you?” include all respondents to the survey not just the Random Link responses. However, these columns do not sum to 677 (the overall “n”) because a number of respondents did not answer the question concerning “Which best describes you?” a question placed near the end of the survey.

Would you say that things in the town of Vail are going in the right direction, or have they pretty seriously gotten off on the wrong track?	Total All Sources	Survey Version		Which of the following best describes you?				
		Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Right direction	70%	70%	71%	67%	74%	73%	75%	75%
Wrong track	17%	18%	15%	20%	16%	16%		
Don't know	13%	13%	14%	13%	11%	11%	25%	25%
n =	677	412	265	338	154	55	10	5

The open-ended comments provide additional input concerning the improved ratings of the direction of Vail as measured this year. Generally, comments were quite favorable in a number of categories with particular mention of the conclusion of construction (note: this was as of the survey timeframe). “All the construction cranes are gone and the town feels vibrant” said one year-round resident. There were also a number of favorable comments concerning town management with words like “progressive” and

“fiscally sensitive” used in the comments. Further, the use of conference center funds to “get things done” was also mentioned multiple times.

While parking has diminished as the single most important issue (see later sections of this report), likely in part the result of lower peak skier visits and less powder days that tend to exacerbate parking issues, this problem was still noted by a number of the respondents that feel Vail is headed in the “wrong direction.” Also mentioned were concerns with the Vail Valley Medical Center’s involvement in redevelopment of the Vail Municipal site, as well as with “high end development.” For a complete list of comments click here: ([VIEW COMMENTS](#)). Some of the favorable and negative comments this year are presented below:

Why do you feel the Town of Vail is going in the right direction, or has gotten off on the wrong track?

Survey: Email / Resident Type: Year-round / Direction: Right Track

- All the construction cranes are gone and the town feels vibrant.
 - All the improvements in Lionshead and around town really give Vail a much needed facelift and people feel good about coming to a place they see continually improving.
 - Business is good, people are here, the highway is crowded.
 - Continued Capital Upgrades
 - Council is spending \$\$ to upgrade facilities at Ford Park and the golf course
 - Curbed development and well maintained
 - Despite the economic situation, the TOV has thrived.
 - Development seems to be picking up.
 - Essential services continue to be handled with priority to other goals. (capital improvements etc.)
 - Events, maintenance, etc.
 - Finances are in good order, good long term planning
 - Financially secure, taking advantage of opportunities with the medical center.
 - Generally cognizant of the national economy and the effects on our local economy but still aware that we need to plan sensitively for the future.
 - Good job
 - Good leadership from Town Council
 - Growth has continued in the correct direction; however, there is still many improvements we need to look at as a community.
 - I am very pleased with Prop 1 funds being spent to upgrade current facilities: the VNC/golf course, Ford Amphitheatre, and the Dobson Ice arena. I am also pleased to see upgrades at the library.
 - I believe the town is well managed fiscally, and I feel the leaders have paid attention to the changes in the resort economy and responded appropriately by bringing the right events.
 - I enjoy the activities that the TOV has helped plan. Also, I believe the upkeep of the town, such as the roads, has been done in a satisfactory manner.
 - I feel very lucky to live in Vail.
-

Why do you feel the Town of Vail is going in the right direction, or has gotten off on the wrong track?

Survey: Email / Resident Type: Year-Round / Direction: Wrong Track

- Instead of focusing on making the experience better, both the Town and Vail Resorts are focusing on 'more' and 'bigger'. It is dangerous to ski Vail mountain and buildings like Solaris and Vail Plaza are too large, out of character and offer no charm.
 - Lost its charm. Big buildings, big bucks, big business, no style.
 - Marketing district is a waste of money
 - Need to keep the town SMALL. That is what is attractive about it. Upgrading buildings is one thing, but don't need the sprawling Denver effect.
 - Over incentivizing projects, selling town land rather than leasing it, not paying enough attention to big environmental issues including carrying capacity (sustainability is more than education and recycling)
 - Parking
 - Parking is just a mess, the whole Ever Vail proposal, seems like moving lot of different directions at one time.
 - Sale of town land without voter approval
 - Selling land to the hospital, land which is not easy to come by.
 - Spending public funds for the wrong things
 - The 'community' is no longer its residents, but those of us who live in Vail fulltime, regularly conscripted to remind the managers, council and mayor of their fiduciary responsibility to protect our assets, which wrongly seem to be identified as developers, paying guests and corporations. These are not assets, but paying dividends if we ALWAYS invest in community.
 - The focus has been and is on luring the rich tourist - there is nothing for locals. We need a rec center like Avon or at minimum Singletree Rec Center.
 - The present economic philosophy and end results of said philosophy are out of touch.
-

Sense of Community. Respondents were asked whether they feel the sense of community in the Town of Vail has improved, gotten worse or stayed the same over the past two years. This question has been asked over many years and, as shown below, there is a sharp improvement in the percentage saying Vail has gotten better, up to 18% this year, from a low of 9% in 2010 and similar to the 17% obtained in 2005. The percentage of responses saying Vail has “gotten worse” was at 16%, down substantially from the 2010 figure of 26%. This finding is consistent with the results from the “right direction” question described above. There is considerable support for the overall efforts of the Town and the open-ended comments further reinforce the positives. Residents are saying things like:

Do you have any comments or suggestions regarding the sense of community within the town?

Survey: Email / Resident Type: Year-Round / Direction: Worse

- The response from the town around the support of Red Sandstone was wonderful in regards to the Town Council . . . I believe that schools bring community. They bring children to a community so people leave their houses, hang out in the street and meet their neighbors. Without children, people drive into their garage and never enter their neighborhood.
-

When this question is examined by year-round residents, part-time or those employed in the town, there are some differences. Not surprisingly, part-time residents are especially likely to report they have “no opinion” (22 percent); this indicates that a significant segment of the part-time residents are not involved in “sense of community.”

Interestingly, the responses from the group that is included in “other,” which is made up of Town employees, non-resident business owners and those that are employed in the town but live elsewhere, the responses were relatively positive with an overall average of 30% of Open Link respondents saying the sense of community had “improved” and just 12% saying it had “gotten worse.”

**Table 4
Sense of Community**

Over the past two years has the sense of community within the town improved, gotten worse or stayed the same?	Total All Sources	Survey Version		Which of the following best describes you?				
		Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Improved	20%	18%	23%	19%	16%	30%	25%	
Gotten worse	16%	16%	16%	19%	15%	12%		
Stayed the same	50%	50%	49%	55%	46%	49%	38%	50%
Don't know/no opinion	15%	16%	13%	7%	22%	9%	38%	50%

A follow-up question further probed the responses on “sense of community” by allowing respondents to elaborate. Again, these responses may be obtained by clicking here: ([VIEW COMMENTS](#)).

Community Priorities

The survey included a set of questions designed to probe community issues and priorities. These were based on topics that the Vail Council has identified as important. The wording of the question was as follows:

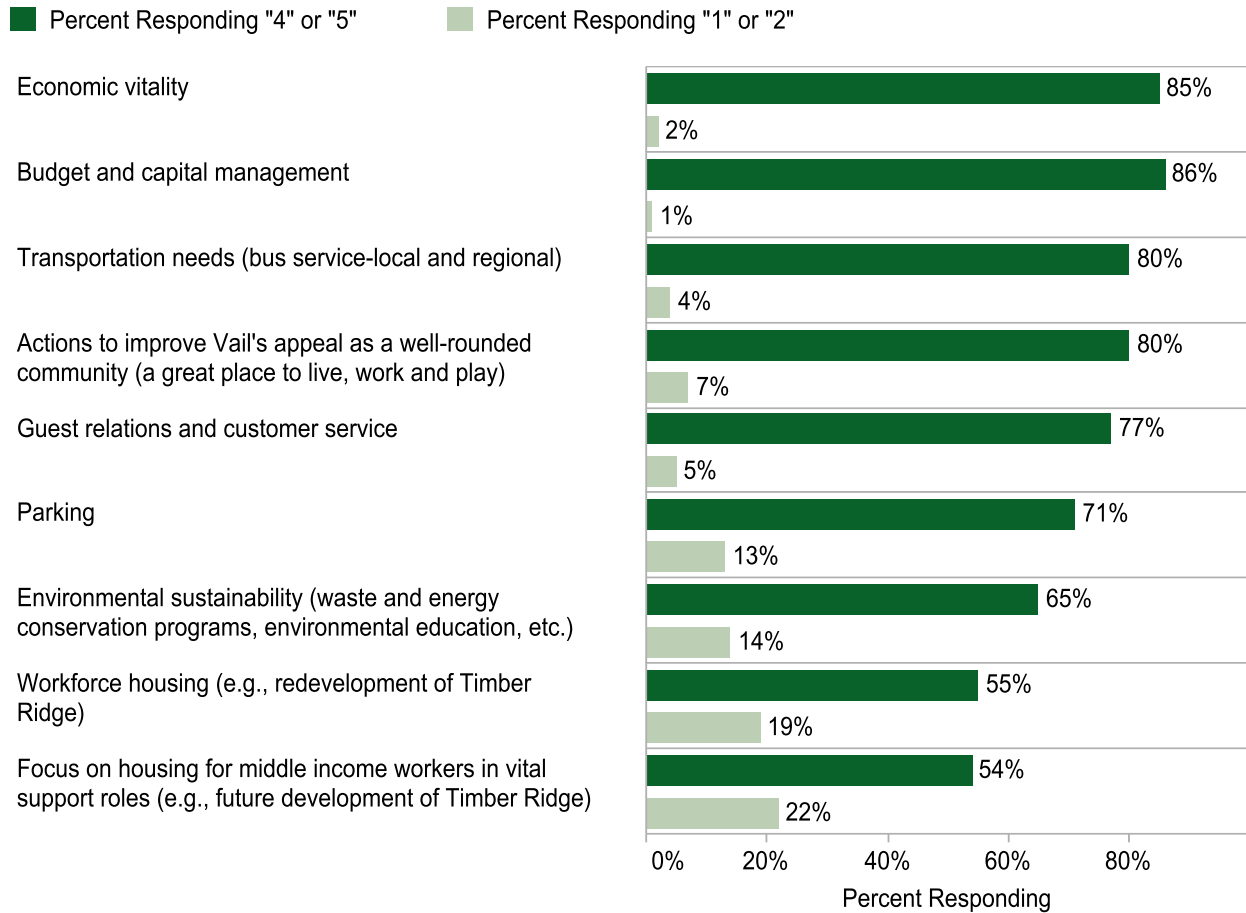
“The Vail Town Council and staff value community input to understand your priorities. For each area listed below, indicate the level of priority you believe is appropriate. (Use a 1 to 5 scale where 1=Not a Priority and 5=High Priority).”

As summarized below, all of the topics are considered to have some priority with very few responses in the 1 or 2 category (“not a priority”) on the five-point scale. Overall, at least 54% of respondents considered all categories to be priorities. The four categories that were most identified based upon the percentage of respondents giving them a 4 or 5 (“high priority”) included:

- Budget and capital management – 86%
- Economic vitality – 85%
- Transportation needs – 80%
- Actions to improve Vail’s appeal as a well-rounded community (a great place to live, work and play) – 80%

Figure 1.
Community Issues: Indicate the level of priority you believe is appropriate (Random Link)

(1 or 2) Not a priority / (4 or 5) High Priority



Highest Priority. When respondents were asked to select one area from the list that would be their “highest priority,” the topic “Actions to improve Vail’s appeal as a well-rounded community (a great place to live, work and play)” was selected twice as often as any other category (33%), compare to “Economic vitality” (15%), selected next most often. The notion of “a well-rounded community” seems to resonate with a large segment of citizens, both year-round and part-time residents.

The topic of housing was addressed in two separate categories:

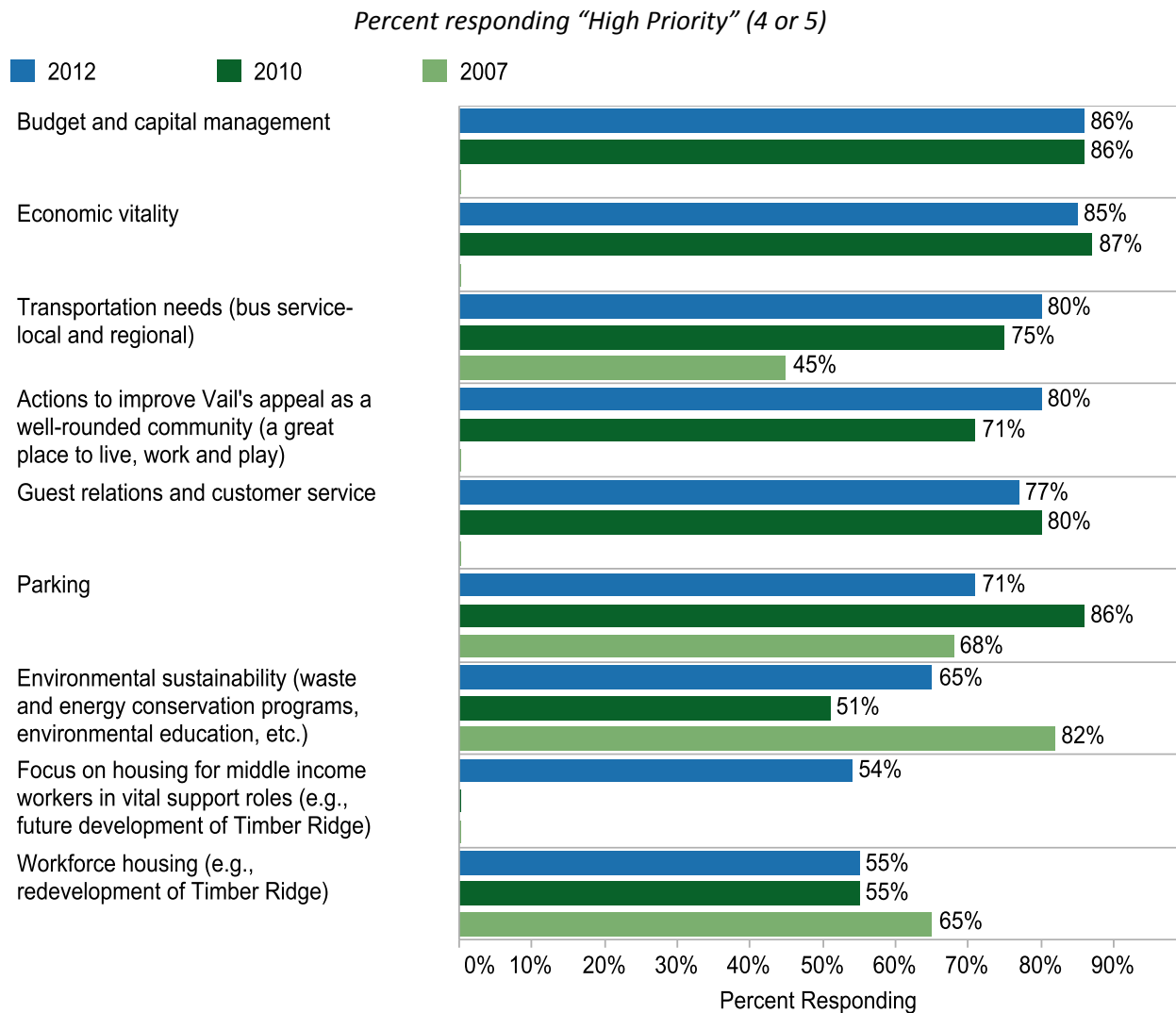
- Focus on housing for middle income workers in vital support roles (e.g. future development of Chamonix property in West Vail) - 8%
- Focus on housing for service workers (e.g. redevelopment of Timber Ridge) - 4%

The results suggest somewhat greater support for emphasis on middle income workers than service workers at this time. Taken together, these two categories represent 12% placing housing in the upper

tier of priorities. However, these results are very different from those obtained in 2008 when housing issues were identified in a number of ways as the highest priority of many in Vail.

Comparing the results from this question to a similar but not identical question in 2010, there are pronounced differences. Parking was most frequently identified as the top priority at that time with 25% of respondents identifying it, compared to 11% calling it top priority this year. “Economic vitality” received similar ratings at 15% this year, 17% in 2010. While parking remains a concern, economic issues and the idea of Vail pursuing actions to improve Vail’s appeal as a well-rounded community have taken on greater priority at this time.

Figure 2.
Community Issues: Indicate the level of priority you believe is appropriate (Random Link)



A follow-up question identified the Vail Town Council's Long Term Goals and Initiatives for 2012 through 2022:

- Improve economic vitality
- Grow a balanced community (address the current and desired demographics for the town)
- Improve the quality of the experience
- Develop future leadership

The survey then asked for "comments or suggestions" concerning these priorities in an open-ended format. A few respondents expressed the opinion that "these are all important." These and other comments suggest that the identified Council priorities are relevant in the minds of residents. Based on the comments, both year-round and part-time, residents seem to understand and generally support these priorities. There were a number of very specific comments and suggestions on priorities that were identified in this question. For a summary of comments click here: [\(VIEW COMMENTS\)](#).

Do you have any specific comments or suggestions for the Council regarding the Long-term Goals and Initiatives for 2012 through 2022?

Survey: Email / Resident Type: Year-Round

- People who retire naturally want to come here. To sustain a community there must be a way to bring people in for services off season. The Steadman Clinic has done a good job of that which creates jobs. Other than that it is a tourist based town.
- Priority should be a more balanced community
- Promoting summer & summer events
- Put in more parking solves 99% of the above
- Reduce the noise of I-70
- The more housing for the 'middle income' workers like myself is a big goal. We are trying to buy a house but even in the current market finding something affordable is tough.
- The quality of the experience for whom. . .local resident, part-time local resident, or visitor?
- The Town should not engage in ownership of 'affordable housing'. That is the responsibility of the private sector, save for the Town utilizing incentives, tax breaks, etc., to encourage the private sector to provide employee housing..
- These are all great. Develop Future Leadership should be first!

Do you have any specific comments or suggestions for the Council regarding the Long-term Goals and Initiatives for 2012 through 2022?

Survey: Open Link / Resident Type: Year-Round

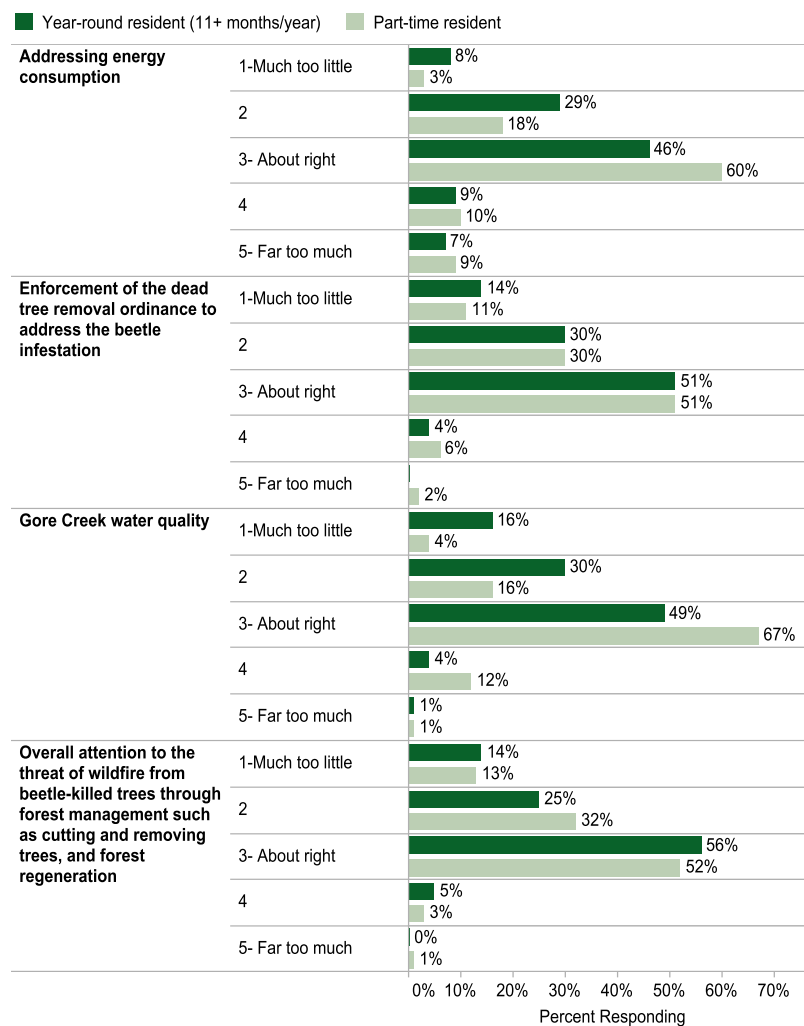
- The council needs to address environmental programs. For such a nice community, we are living in the stone age of environmental programs and it is obvious to the average citizen that the town council does not value the environment.
 - The future of Vail falls in the summer for everyone. To build Vail is to build its summers and make it a year round sort of multi set of resorts that profit the city as well as the resort. Bringing people to the city for events from all over. Once built, it would promote growth through every business across Eagle County.
 - The Key word is BALANCED. We have enough hotels and beds in town! Let's focus on creating a great community ---- The VVF has cut funds on free music (and quality free music) and other 'LOCAL' based events.....The town should step in and create more free cultural events for locals- this creates a balanced demographic.
-

Environmental Issues

The survey contained several questions that relate to Vail’s environmental policies. As summarized below, while about half of respondents think the Town’s efforts addressing environmental issues are “about right,” more respondents believe efforts are much too little or too little (1 and 2 on the five-point scale) than believe the efforts are “too much” (4 or 5 on the scale).

Comparing responses in 2012 to 2010, year-round residents are significantly more likely to support giving more attention to the threat of wildfire from beetle-killed trees and the enforcement of the dead tree removal ordinance this year than two years ago. However, again, most respondents feel current efforts are “about right.” For example, 14 percent of year-round residents said the threat of wildfire gets too little attention, compared to 7% in 2010. Similarly, 14% said enforcement of tree removal deserves more attention, compared to 8% in 2010.

Figure 3.
Rate the amount of emphasis that is being placed on the following environmental concerns
(All Respondents)

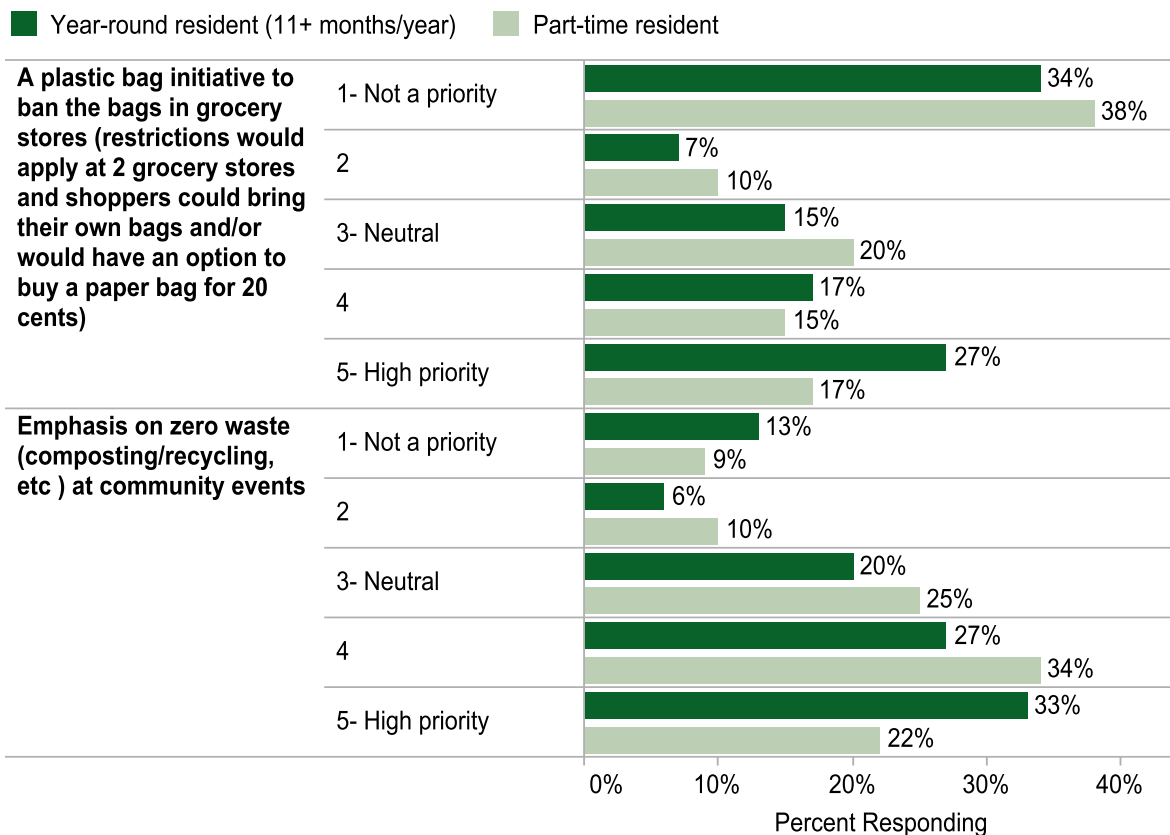


The results also provide indications that the opinions of year-round and part-time residents are similar but not identical. In general, year-round residents are particularly likely to believe the town should place more emphasis on dealing with the beetle kill issue. Responses are similar on Gore Creek water quality and addressing energy consumption. The survey results permit the constituencies that place greatest priority on these types of actions to be identified and measured.

Emphasis on zero waste and a plastic bag initiative were evaluated for the first time in 2012. The survey responses indicate that zero waste is a higher priority as measured by both the Random Link and the Open Link survey respondents. For example, on the Random Link, 60% of all respondents rated zero waste a “high priority” (4 or 5 on the five-point scale). This compares to 44% rating the plastic bag initiative as “high priority.” It is notable that there were about 37% of total Random Link respondents that said the plastic bag initiative was “not a priority” (1 on the five-point scale). In other words, on this issue the community is already divided with relatively few in the middle.

As summarized below, responses from both the year-round and part-time respondents were somewhat similar on these questions although year-round residents are especially likely to consider both efforts to be a “high priority” (5 on the five-point scale).

Figure 4.
Level of priority you would like to see placed on the following
(All Respondents)



Events Ratings

The strong majority of respondents say events create a positive experience in Vail. On the question, “In general, how would you describe the experience that events create for you and your guests?” about 85% of both permanent and part-time residents rate the experience positively, a 4 or 5 on a five-point scale.

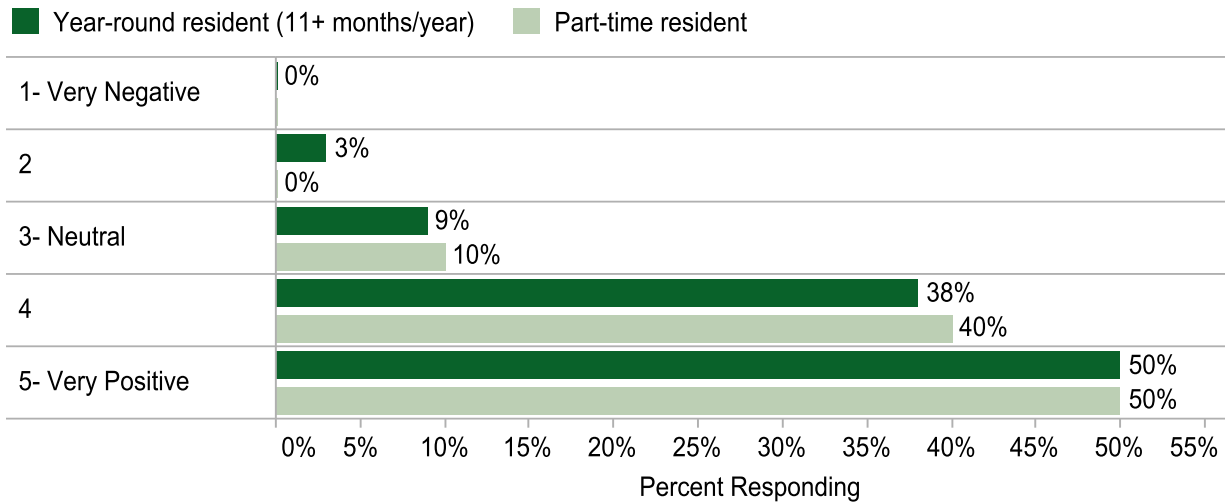
The survey asked a follow-up open-ended question on events and the comments were numerous. Generally, they offered support for events but there are a number of specific suggestions that can be taken into account as events are evaluated. As with many of the topics addressed in the survey, there are conflicting opinions with some saying the events are out of balance and others saying they represent “the right mix.” ([VIEW COMMENTS](#))

**Do you have any comments on your response concerning events?
Survey: Email / Resident Type:Part-Time / Response: 5-Positive**

- I would like to see events kept family oriented and minimal expense for participants.
 - I'm tired of smelling pot at EVERY event that I bring my family to. I don't have a problem with people using marijuana, but I don't think that the police should look the other way when 1/6 to 1/4 of the attendees at an event are smoking pot AT THE EVENT.
 - Keep up the efforts!
 - Let them continue if economically viable.
 - Love the summer concerts
 - Love them. The town and Vail Resorts do a fantastic job.
 - More evening concerts on the weekend at the Ford Amphitheater for people in their mid 30s+
 - These are KEY differentiators for Vail and personally one of the reasons I chose Vail as a place to purchase a residence. There is so much to do and such diversity of activities.
 - They are fun and world class at the same time. Wonderful!
 - To achieve the goal is to make Vail attractive to a wide range of people.
 - Vail events are great, really give a reason to come up to the mountains.
 - Vibrant, energetic, quality.
-

Similarly, about 80% of respondents believe the “economic impact” of town-wide events is positive (50% “very positive” and 38% a 4 on the five-point scale). As shown, about 3% of year-round and no part-time residents rate the economic impacts of events negatively.

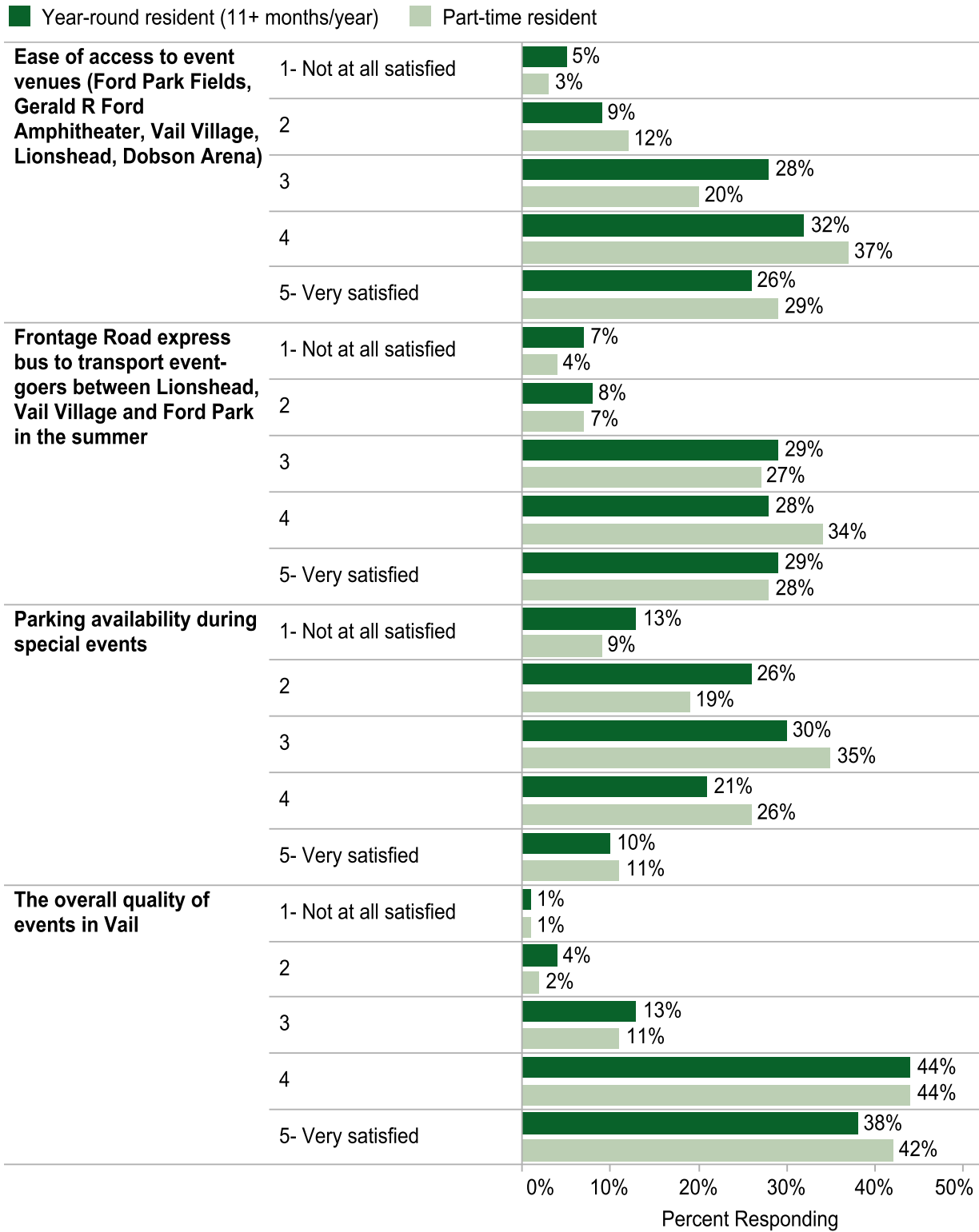
Figure 5.
What do you believe is the town-wide economic impact of events in Vail?
(All Respondents)



A series of additional questions examined other aspects of events. While most respondents feel that Vail has “about the right number of events” (81%), 12% feel there are “too few” and 8% (8% year-round and 4% part-time) say there are too many. Clearly, there is broad support for the overall approach to events in Vail at this time.

More specific questions considered event quality, access, parking availability and Frontage Road express bus access during summer events. In general, residents are satisfied, particularly with “event quality” where 83% rated their satisfaction a 4 or 5 (“very satisfied”). As shown below, there is room for improvement in access to events, particularly parking.

Figure 6.
Please rate your satisfaction with the following aspects of town-wide events
(All Respondents)



The survey also asked respondents to identify their three favorite events in Vail. Not surprisingly, the large events dominate in the totals. Overall, the most identified events included in rank order: Bravo, Fourth of July, Teva Games, Farmers Market and Taste of Vail. Many of the smaller events have strong support as “top three favorites” and even if they are not as prominent as the most identified events, they are still important to segments of the part-time and year-round residents. However, there is support for a wide variety of different events, a strong indication of the appeal of having a number of different events over the year.

Table 5

What is your favorite event in Vail?	Responses
Bravo! Vail Valley Music Festival	15.0%
Teva Games	14.1%
Fourth of July	7.6%
Concerts at Ford Amphitheater	6.5%
Vail Farmers Market	6.5%
Taste of Vail	6.3%
Ski Season	4.0%
Vail International Dance Festival	3.6%
Street Beat Concerts	3.2%
Concert Series	2.9%
Spring Back to Vail	2.9%
Free Concert Series	2.3%
Birds of Prey World Cup Race	2.1%
Holidaze	2.1%
Oktoberfest	1.9%
Hot Summer Nights	1.5%
Vail Film Festival	1.5%
Jazz Festival	1.3%
Pro Challenge Bike Race	1.3%
Other Events Mentioned	13.5%

There were a large number of comments regarding events. While most are positive, there are some suggestions for specific areas of improvement in events that should be noted. ([VIEW COMMENTS](#))

Taxes and Fees

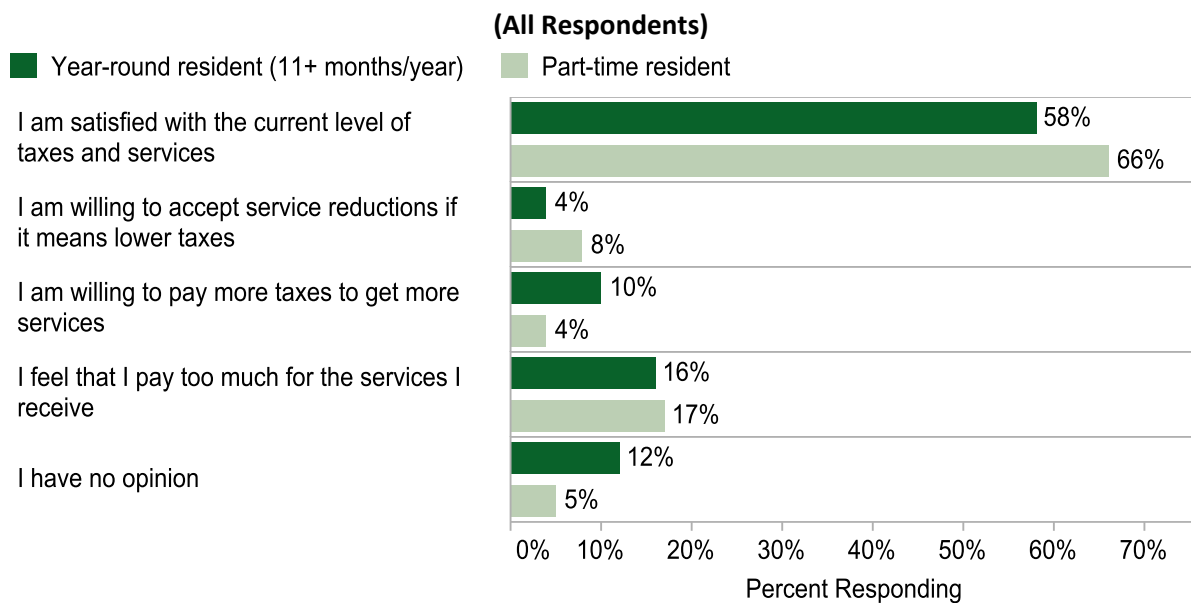
The survey asked about satisfaction with taxes and fees as they relate to services that are provided by the Town. Most respondents (61% Random Link and 54% Open Link) are satisfied with the current level of taxes and services. This compares to 56% on the Random Link survey in 2010. Additionally, 10% of respondents in 2012 indicated “I am willing to pay more taxes to get more services” compared to 6% in 2010. And 6% said they are willing to accept service reductions for lower taxes, down from 10% in 2010.

Taken together, these responses provide additional documentation that the overall support and confidence in Town of Vail programs is positive at this time.

The survey asked specifically about services people would be willing to pay more to obtain. There were a large number of suggestions but no single program or service stood out as lacking. ([VIEW COMMENTS](#))

Comparing responses on this question between year-round residents and part-time residents, year-round residents are about equally likely to say they pay too much (16% compared to 17% of part-time residents). However, it is notable that the percentage of part-time residents that say they are paying “too much” has gone down from 24% in 2010 to 17% in 2012. This is indicative of the more positive sentiment of this segment of respondents identified in this year’s survey. The part-time residents are particularly likely to mention the completion of construction and the overall favorable economic direction of Vail in their comments; results suggest that these feelings have translated into fewer part-time respondents saying they are paying too much.

Figure 7.
Which statement describes your opinion about the relationship between taxes/fees and the services that are provided by the town?



Parking Issues

Parking Pass/Value Card Ratings. About 24% of respondents this year indicated that they own a Parking Pass or Value Card, down slightly from the reported 26% in 2010. Of those that have passes the most identified is the Value Card, held by 68%, and the Blue Pass (20%). These results are very similar to those measured in 2010 and 2007.

Respondents were asked to rate their level of satisfaction with their Parking Pass or Value Card on a scale of “1-Not at all Satisfied” to “5-Very Satisfied.” The mean rating this year was 3.7, up from 3.4 in 2010 and from 3.3 in 2007 and 3.0 in 2005. However, as in the past, the responses varied significantly by type of pass owned. Results indicate the following average ratings for the different passes in rank order of satisfaction:

Table 6
Please rate your satisfaction with your parking pass

	2012	2010
Gold Pass	5.0	4.7
Blue Pass	4.3	4.1
Green Pass	3.7	3.7
Pink Pass	4.5	3.6
Value Pass	3.5	2.9

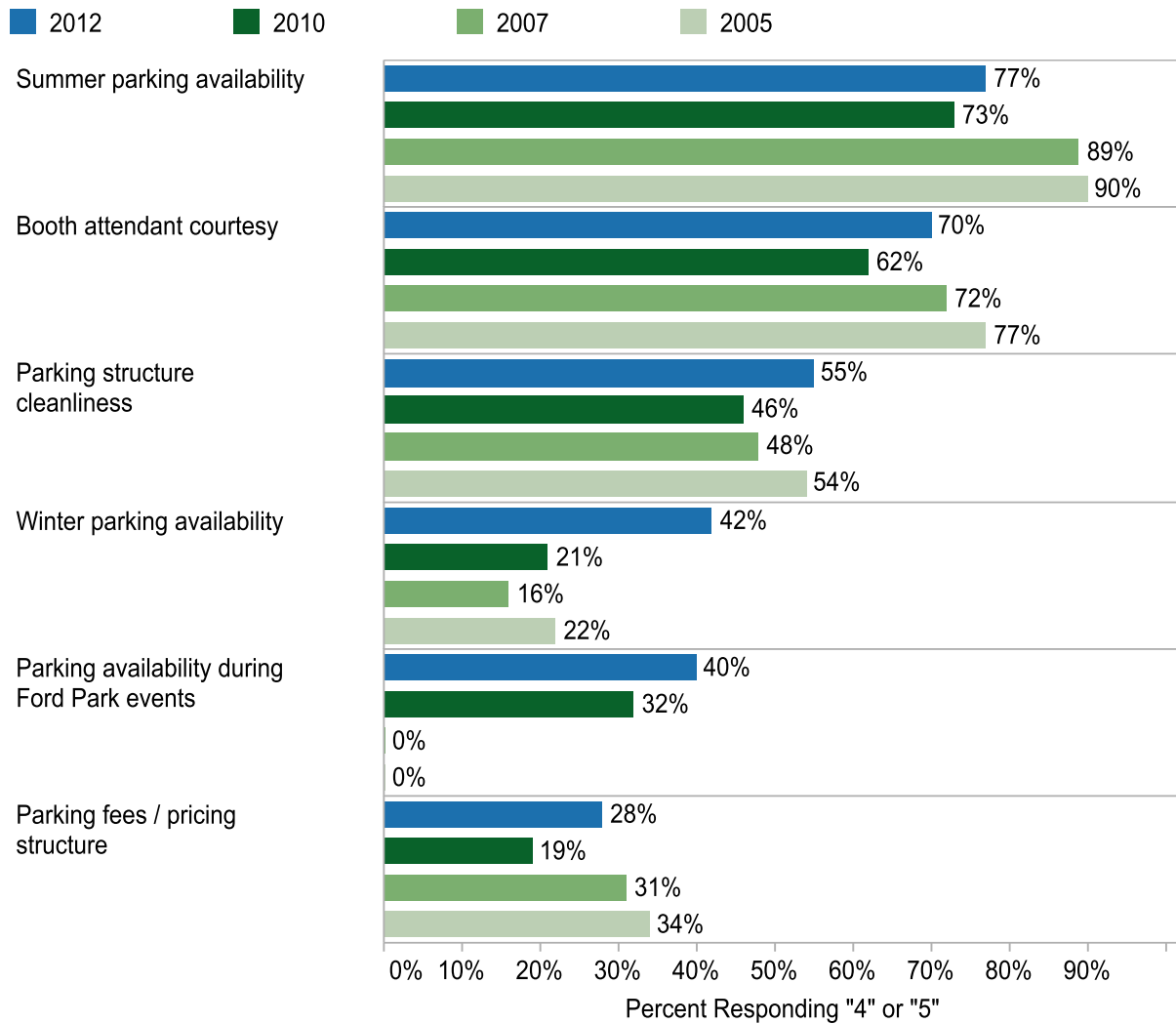
Preferred Parking Locations. The survey asked respondents where they prefer to park for shopping, work and skiing, and why. About half of all respondents favor the Village Structure for shopping (69%), followed by Lionshead (14%). For work most people cite “other” (52%) and it is usually private parking that they report using. For skiing, the Village is preferred by 35%, compared to 23% favoring Lionshead and about 3% mentioning Cascade. Together, the North Frontage Road, Donovan Park accounted for only 3%. “Other” areas were mentioned by 37% of respondents; these usually were private spaces.

Various aspects of parking ratings were evaluated. The format of these questions was unchanged from 2010 and the results may be compared. As shown below, parking fees are the most negatively rated aspect of parking services by year-round and part-time residents alike. Also, it should be noted that parking during summer events was identified as a relative problem. While summer parking availability is the most positively rated item, these ratings have been trending downward in recent surveys.

Table 7
Please rate your satisfaction with parking services

Satisfaction with Public Parking Services		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Overall parking fees/pricing structure	1 NOT AT ALL SATISFIED	21%	20%	22%	21%	19%	20%	14%	25%
	2	26%	27%	24%	25%	26%	30%	29%	25%
	3	26%	26%	27%	25%	24%	32%	43%	25%
	4	17%	17%	17%	18%	22%	7%	14%	
	5 VERY SATISFIED	10%	10%	11%	11%	9%	11%		25%
	Average	2.7	2.7	2.7	2.7	2.7	2.6	2.6	2.8
Booth attendant courtesy	1 NOT AT ALL SATISFIED	1%	1%	2%	2%	2%			
	2	6%	7%	6%	6%	3%	7%	14%	25%
	3	23%	22%	25%	23%	21%	28%	29%	25%
	4	35%	39%	27%	34%	39%	28%	57%	
	5 VERY SATISFIED	35%	31%	40%	35%	35%	37%		50%
	Average	3.9	3.9	4	3.9	4	4	3.4	3.8
Parking structure cleanliness	1 NOT AT ALL SATISFIED	3%	3%	2%	3%	2%	4%		
	2	12%	12%	14%	13%	12%	7%	13%	
	3	27%	30%	22%	28%	23%	29%	38%	
	4	36%	34%	39%	33%	40%	40%	25%	75%
	5 VERY SATISFIED	22%	21%	23%	22%	23%	20%	25%	25%
	Average	3.6	3.6	3.7	3.6	3.7	3.6	3.6	4.3
Parking availability during winter periods	1 NOT AT ALL SATISFIED	12%	11%	13%	15%	8%	7%		
	2	19%	22%	13%	16%	24%	9%	40%	25%
	3	26%	25%	29%	25%	31%	28%		
	4	28%	27%	29%	27%	28%	33%	60%	25%
	5 VERY SATISFIED	15%	14%	16%	16%	9%	23%		50%
	Average	3.1	3.1	3.2	3.1	3.1	3.6	3.2	4
Parking availability during summer periods	1 NOT AT ALL SATISFIED	1%	1%	1%	2%	1%			
	2	5%	5%	5%	5%	5%	10%		
	3	15%	17%	12%	16%	13%	12%		
	4	30%	30%	29%	25%	37%	34%	63%	50%
	5 VERY SATISFIED	49%	47%	52%	52%	44%	44%	38%	50%
	Average	4.2	4.2	4.3	4.2	4.2	4.1	4.4	4.5
Parking availability during Ford Park events	1 NOT AT ALL SATISFIED	10%	10%	9%	11%	6%	8%	14%	
	2	18%	20%	14%	15%	19%	27%	14%	
	3	32%	30%	36%	32%	38%	22%		50%
	4	24%	24%	24%	23%	25%	24%	57%	
	5 VERY SATISFIED	16%	16%	17%	18%	12%	19%	14%	50%
	Average	3.2	3.2	3.3	3.2	3.2	3.2	3.4	4

Figure 8.
Please rate your satisfaction with public parking services in Vail (Random Link)
Percent responding "Very Satisfied" (4 or 5)



Any comments on your satisfaction with public parking services in Vail?

Survey: Email / Resident Type: Year-Round

- Build some more parking!
 - Charge year round
 - Clean and wash and paint the parking structures more frequently.
 - Concern: 1. High parking fees discourage skier-visits and decrease overall TOV revenue. 2. High parking fees actually decrease the Town's revenue. Politicians: 'Don't be so selfish, Town-centered, and greedy!'
 - Costs too high for all day events
 - I refuse to pay for parking!
 - I usually use the structures off season and off hours. I know everyone complains about parking fees, but they should see the fees people pay in metro areas. They should also understand that some of our high-end guests now pay for parking in the glitzy hotels in which they stay
 - If Ford park parking is full, notify drivers before they reach entrance to Vail Village parking structure.
 - If we have more parking, we have less open space. The pricing is high - but it does drive people to use alternative transport.
 - If you are a Vail resident you should get a discount on parking when you exit by showing your ID because sometimes you have to park in the structure and \$25 is really steep.
-

To view all comments click here: ([VIEW COMMENTS](#))

RATINGS OF SATISFACTION—DEPARTMENTS

Community Development

The Community Development Department was used by 21% of respondents, down slightly from the 23% reported in 2010 and 26% in 2007. As summarized in the graphs below, the ratings of Community Development are based on that segment of the community that has used the services of the department. Ratings have shown some declines from 2010 but gains over years prior to 2010. In general, about half the respondents rate the department a 4 or 5 (“Satisfied” or “Very Satisfied”). As in past surveys, the building permit review process remains a relative source of weakness. In a new question, the “Timeliness of response (to telephone calls, inspections, question/inquiries, plan review, etc.” was asked. Results show about 49% rate service a 4 or 5 and 24% call it a 1 or 2.

Similar to past years, the part-time residents that used the services of Community Development tended to be slightly to significantly more negative toward the services. This finding may merit some attention in that only a small proportion of part-time residents typically use the services but this is an area of relative negativity toward the Town. The open-ended comments provide additional insights on the ratings. ([VIEW COMMENTS](#))

Figure 9.
Please rate your satisfaction with the following aspects of the Community Development Department
(Random Link)

Percent responding "Very Satisfied" (4 or 5)

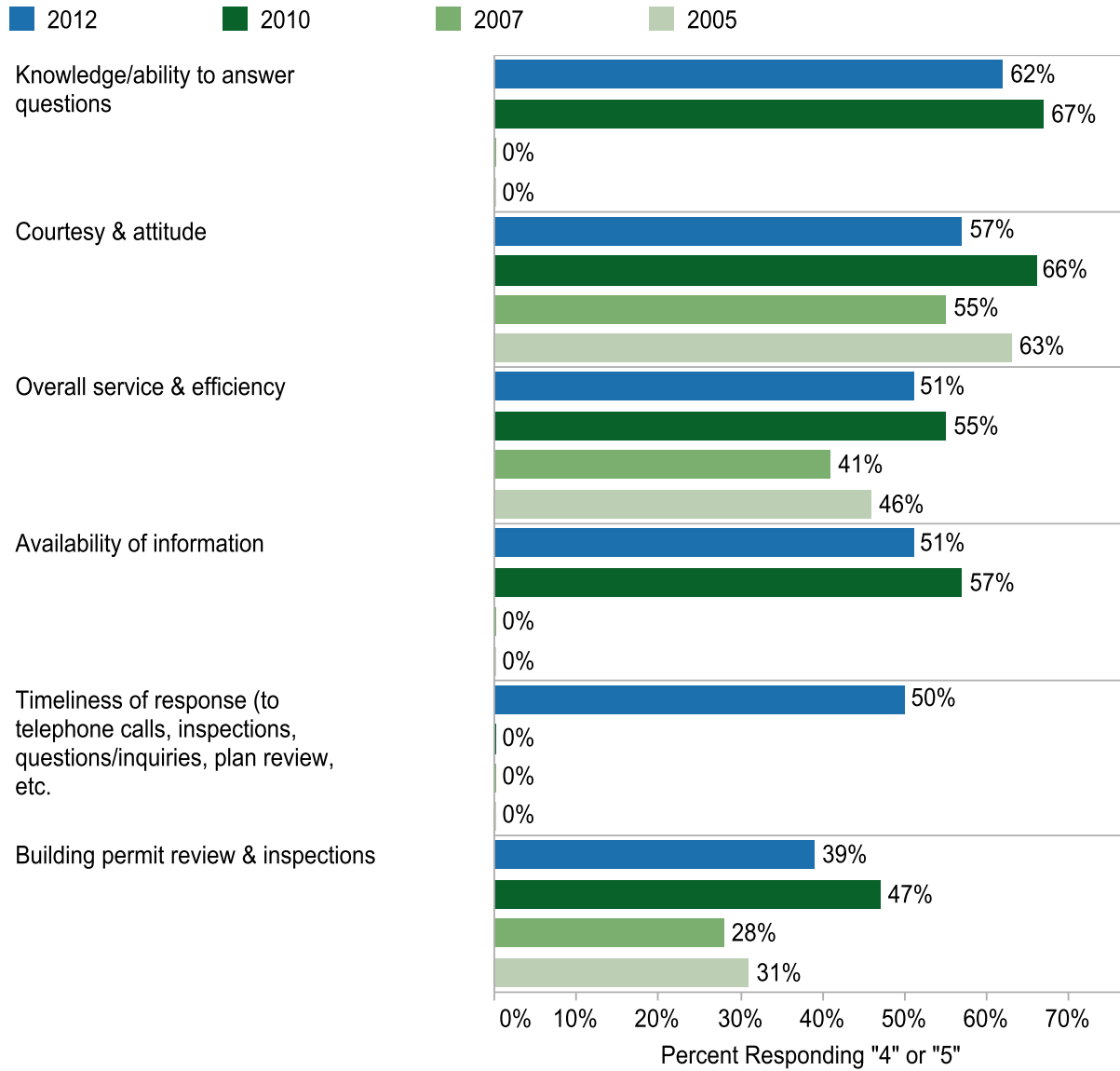


Table 8
Please rate your satisfaction with Community Development Department

Community Development Department		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Availability of information (e.g., public records)	1 NOT AT ALL SATISFIED	5%	5%	5%	4%	13%			
	2	5%	8%		4%	4%			
	3	34%	36%	32%	40%	26%	17%		50%
	4	29%	28%	31%	24%	35%	50%	100%	
	5 VERY SATISFIED	26%	23%	31%	28%	22%	33%		50%
	Average	3.7	3.6	3.8	3.7	3.5	4.2	4	4
Overall service and efficiency	1 NOT AT ALL SATISFIED	8%	8%	8%	7%	19%			
	2	15%	15%	14%	15%	19%			
	3	20%	26%	10%	24%	7%	14%		
	4	30%	28%	34%	25%	37%	43%	100%	50%
	5 VERY SATISFIED	27%	23%	34%	29%	19%	43%		50%
	Average	3.5	3.4	3.7	3.5	3.2	4.3	4	4.5
Timeliness of response (to telephone calls, inspections, questions/inquiries, plan review, etc.)	1 NOT AT ALL SATISFIED	7%	9%	5%	8%	4%			
	2	16%	15%	17%	18%	8%	14%		
	3	22%	26%	16%	21%	36%			50%
	4	24%	24%	23%	21%	20%	43%	100%	50%
	5 VERY SATISFIED	31%	26%	38%	33%	32%	43%		
	Average	3.6	3.4	3.7	3.5	3.7	4.1	4	3.5
Building permit review and inspections	1 NOT AT ALL SATISFIED	12%	15%	5%	7%	33%			
	2	19%	14%	28%	24%	14%			
	3	21%	32%	3%	22%	19%	25%		
	4	23%	23%	23%	18%	24%	50%	100%	50%
	5 VERY SATISFIED	25%	16%	40%	29%	10%	25%		50%
	Average	3.3	3.1	3.6	3.4	2.6	4	4	4.5
Courtesy and attitude/helpfulness	1 NOT AT ALL SATISFIED	7%	10%	2%	5%	16%			
	2	4%		10%	4%		14%		
	3	26%	32%	16%	26%	28%		100%	50%
	4	25%	26%	22%	22%	28%	43%		
	5 VERY SATISFIED	38%	31%	49%	42%	28%	43%		50%
	Average	3.8	3.7	4.1	3.9	3.5	4.1	3	4
Knowledge/ability to answer questions	1 NOT AT ALL SATISFIED	2%	2%	2%	1%	8%			
	2	7%	5%	10%	7%	8%			
	3	26%	31%	17%	26%	32%	17%		
	4	34%	35%	33%	33%	24%	50%	100%	50%
	5 VERY SATISFIED	31%	26%	38%	33%	28%	33%		50%
	Average	3.8	3.8	3.9	3.9	3.6	4.2	4	4.5

Public Works

Ratings for Public Works remained high this year, ranging from an average of 4.5 for “snow removal” and 4.4 for “cleanliness of the pedestrian villages,” to 4.0 for “appearance and condition of Town-owned buildings.” At least 73% of respondents rated each Public Works service a 4 or 5 - “Very Satisfied,” up from 71% in 2010 and 63% in 2007. The average rating for snow removal was up 0.1 point with the percent of Random Link respondents rating snow removal very satisfactory (a 4 or 5) at 90% - up slightly from 2010 (86%). Again this year the lowest-rated aspect of Public Works was “appearance of Town-owned buildings;” the lowest rated category in 2007, as well. The high ratings of all aspects of public works delivery remain notable, with little evidence of dissatisfaction in any aspect of these operations.

Figure 10.
Rate your satisfaction with Public Works services in the Town of Vail (Random Link)
Percent responding “Very Satisfied” (4 or 5)

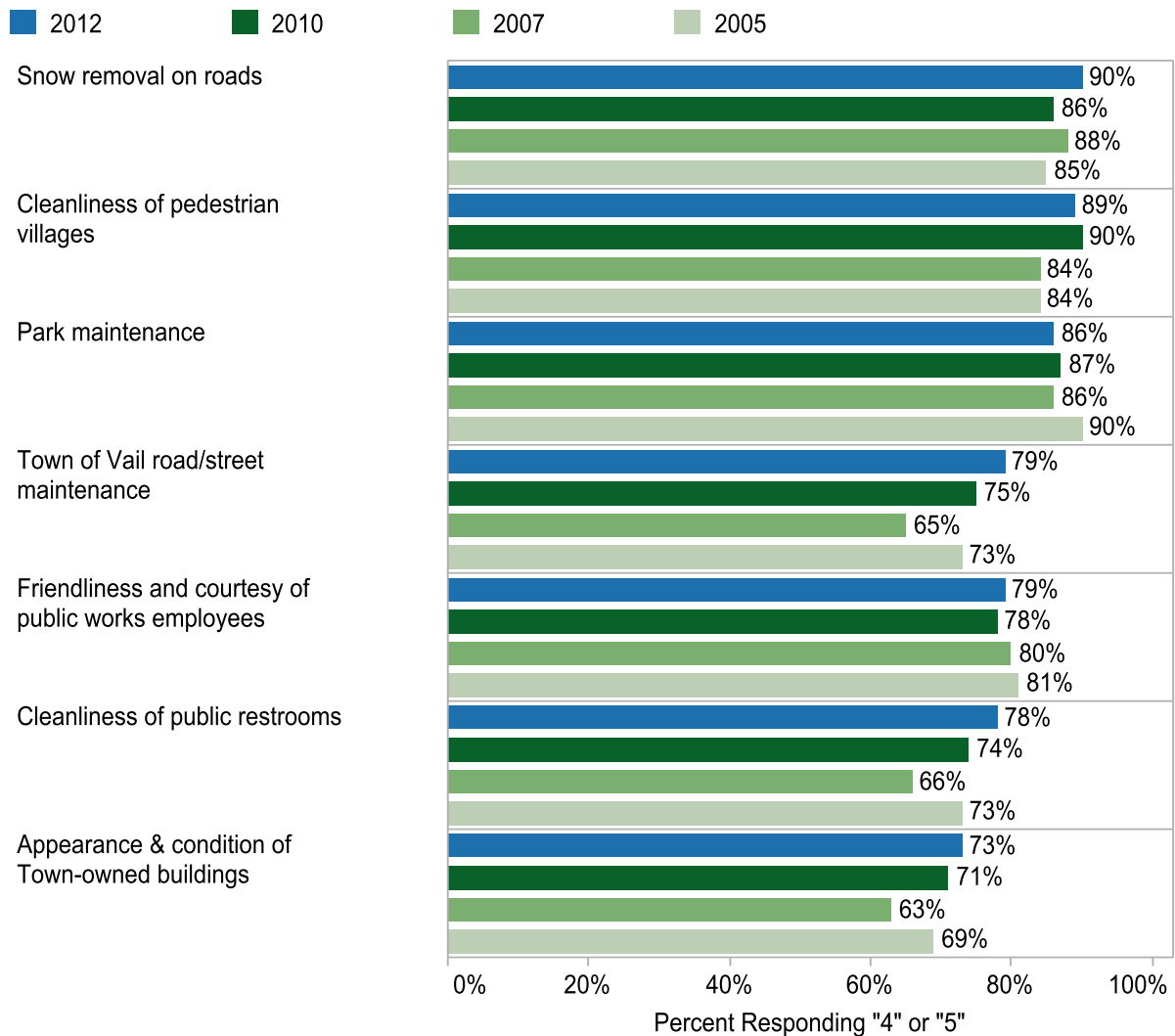


Table 9
Please rate your satisfaction with Public Works

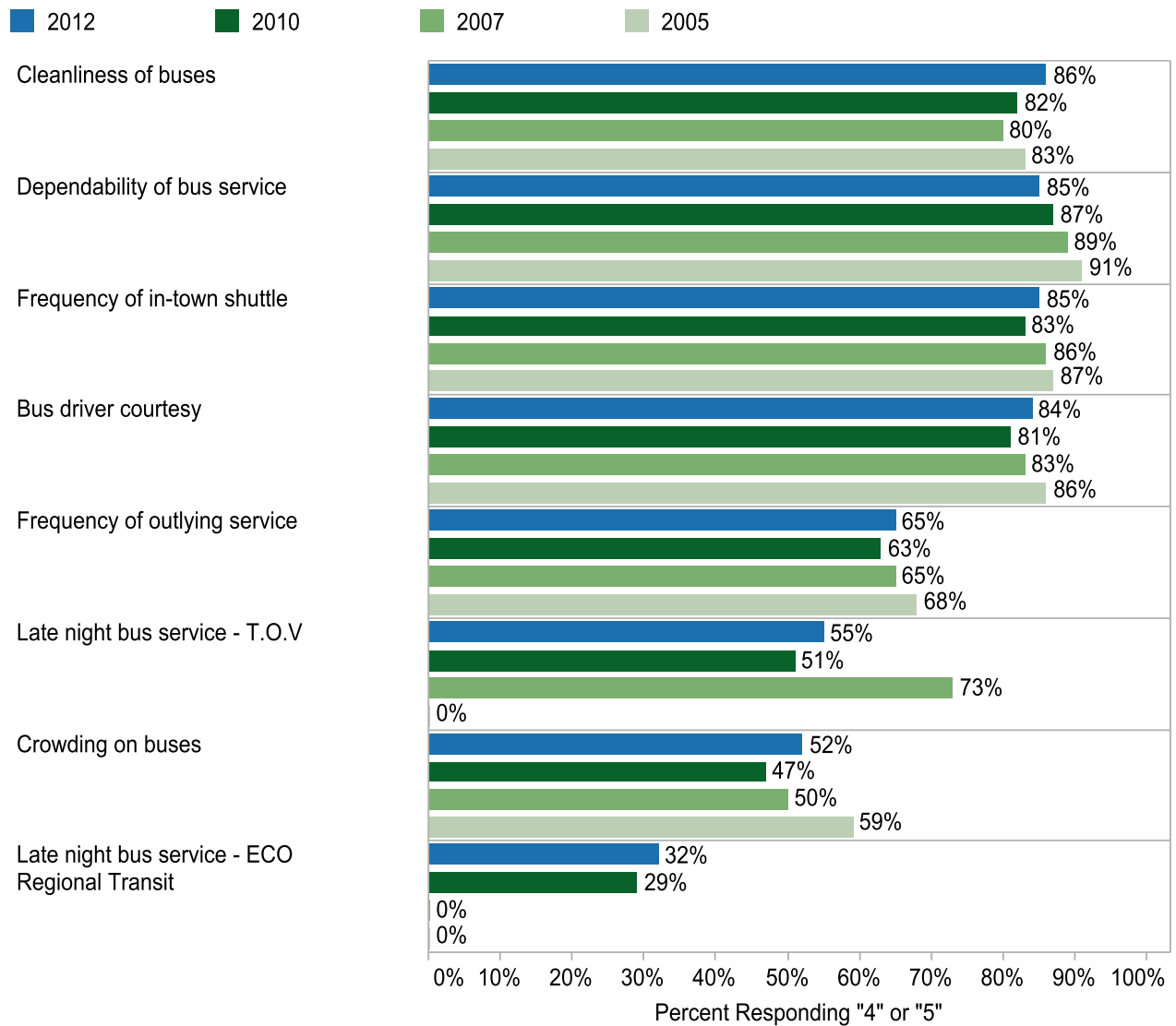
Public Works Services		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Snow removal on roads	1 NOT AT ALL SATISFIED	0%	1%		0%	0%			
	2	1%	1%	1%	1%	1%			
	3	8%	9%	8%	9%	7%	7%		25%
	4	31%	29%	34%	32%	26%	31%	71%	25%
	5 VERY SATISFIED	59%	60%	58%	58%	65%	62%	29%	50%
	Average	4.5	4.5	4.5	4.5	4.5	4.6	4.3	4.3
Road and street maintenance by the Town of Vail (potholes, sweeping, drainage, etc)	1 NOT AT ALL SATISFIED	2%	2%	2%	3%	0%	2%		
	2	4%	4%	3%	6%	1%			
	3	16%	15%	16%	17%	15%	5%	13%	
	4	42%	43%	40%	39%	44%	55%	75%	50%
	5 VERY SATISFIED	37%	36%	38%	36%	40%	39%	13%	50%
	Average	4.1	4.1	4.1	4	4.2	4.3	4	4.5
Overall park maintenance	1 NOT AT ALL SATISFIED	0%	0%	1%	0%	0%			
	2	2%	1%	2%	3%				
	3	11%	12%	8%	12%	10%	7%		25%
	4	38%	40%	35%	36%	41%	42%	71%	
	5 VERY SATISFIED	49%	46%	53%	49%	49%	51%	29%	75%
	Average	4.3	4.3	4.4	4.3	4.4	4.4	4.3	4.5
Appearance and condition of Town-owned buildings	1 NOT AT ALL SATISFIED	1%	1%	1%	1%	0%			
	2	5%	4%	6%	6%	3%	2%		
	3	22%	22%	21%	26%	16%	18%	13%	
	4	41%	44%	36%	38%	45%	48%	50%	75%
	5 VERY SATISFIED	31%	29%	35%	29%	35%	32%	38%	25%
	Average	4	4	4	3.9	4.1	4.1	4.3	4.3
Friendliness and courteous attitude of Public Works employees	1 NOT AT ALL SATISFIED	1%	0%	2%	1%	1%			
	2	2%	2%	1%	2%	2%			
	3	18%	19%	16%	17%	20%	17%	20%	25%
	4	32%	36%	27%	31%	37%	26%	60%	25%
	5 VERY SATISFIED	47%	43%	54%	49%	40%	57%	20%	50%
	Average	4.2	4.2	4.3	4.3	4.1	4.4	4	4.3
Cleanliness of pedestrian villages	2	2%	0%	4%	3%		2%		
	3	9%	10%	6%	10%	6%	7%		
	4	35%	37%	32%	33%	35%	38%	63%	25%
	5 VERY SATISFIED	55%	52%	58%	54%	59%	53%	38%	75%
	Average	4.4	4.4	4.4	4.4	4.5	4.4	4.4	4.8
Cleanliness of public restrooms	1 NOT AT ALL SATISFIED	1%	1%	1%	1%		2%		
	2	3%	3%	4%	3%	4%	5%		
	3	16%	18%	12%	19%	14%	10%		
	4	40%	41%	39%	39%	40%	33%	63%	67%
	5 VERY SATISFIED	40%	37%	45%	38%	42%	50%	38%	33%
	Average	4.1	4.1	4.2	4.1	4.2	4.2	4.4	4.3

Bus Service

Respondents remain largely satisfied with Town of Vail bus service, with over 84% of respondents rating dependability of bus service, frequency of in-town shuttle, driver courtesy and cleanliness of buses a 4 or 5 – “Very Satisfied.” Crowding on buses is a relative area of weakness with only 52% saying they are “very/somewhat satisfied,” up slightly from 47% in 2010. The late night bus service of the town is rated better than the ECO Regional Transit (55% satisfied compared to 32%), but these both remain areas of relative weakness.

Figure 11.
Please rate your satisfaction with bus service (Random Link)

Percent responding “Very Satisfied” (4 or 5)



As illustrated in the past, the neighborhood location of the survey respondent within Vail is closely associated with the ratings of local buses. Shown below, there is a wide spread in average ratings by neighborhood (that is, the distance between the highest and lowest points on the vertical axis). For example, crowding on the buses is not identified as a problem from respondents that live in the Booth Creek area, where the ratings of satisfaction are high; the ratings are lowest, or least satisfactory, from Intermountain residents, and there are significant differences of opinion indicated by the wide range of responses. In contrast, the frequency of in-town shuttles is rated high by all respondents and there is relative agreement (a narrow spread) on this question.

Figure 12.
Please rate your satisfaction with bus service
By Neighborhood (All Respondents)

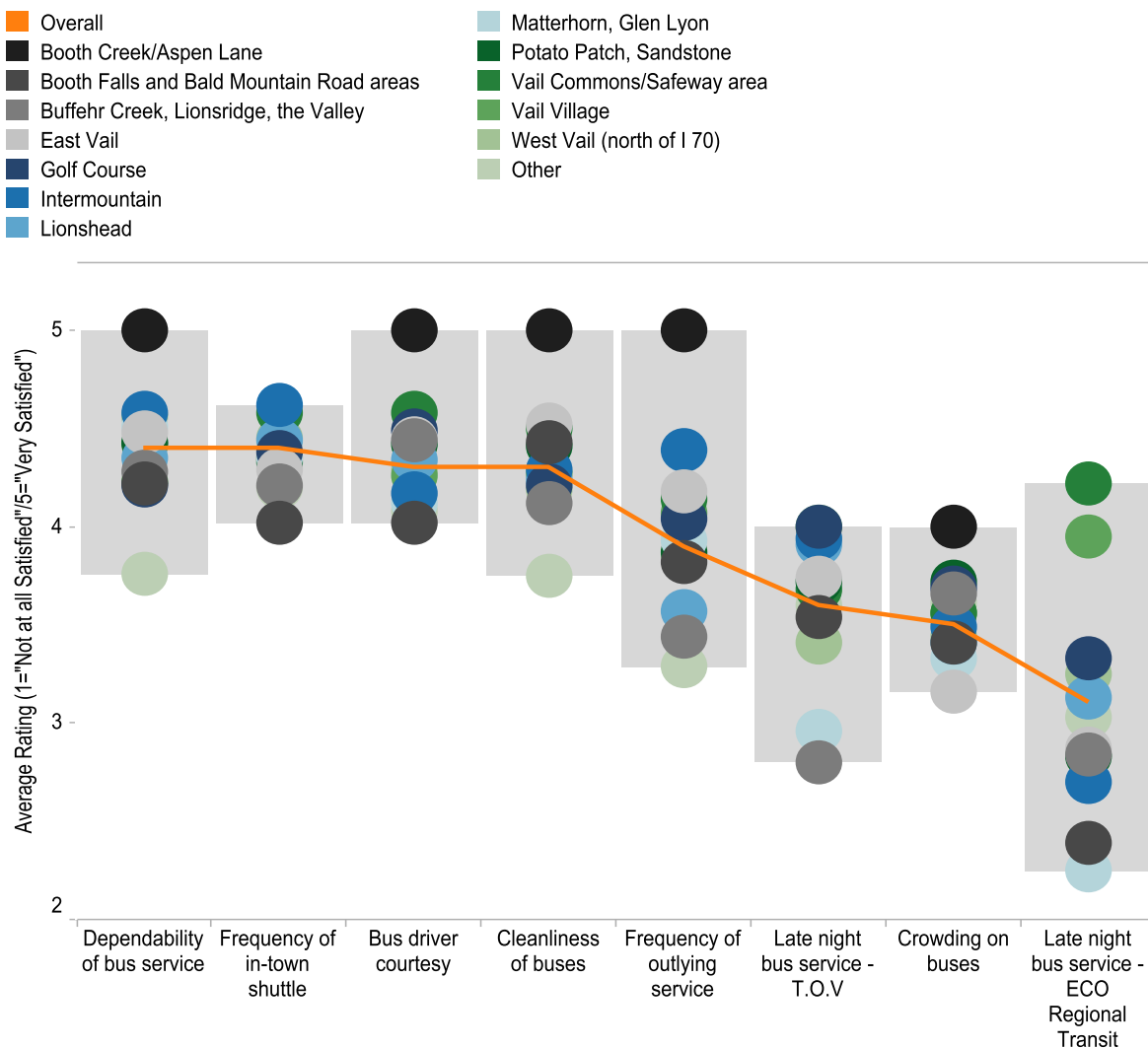


Table 10
Please rate your satisfaction with bus service

Satisfaction with Bus Service		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Frequency of in-town shuttle	1 NOT AT ALL SATISFIED	1%	1%	2%	2%	0%			
	2	2%	3%	1%	2%	1%	2%		
	3	11%	12%	9%	12%	9%	14%	13%	
	4	31%	30%	32%	32%	29%	33%	38%	50%
	5 VERY SATISFIED	55%	55%	55%	53%	60%	50%	50%	50%
	Average	4.4	4.4	4.4	4.3	4.5	4.3	4.4	4.5
Frequency of outlying service	1 NOT AT ALL SATISFIED	3%	2%	4%	3%	4%	4%		
	2	9%	10%	7%	9%	7%	8%		
	3	21%	23%	19%	19%	23%	32%	33%	
	4	31%	32%	30%	32%	30%	28%	67%	
	5 VERY SATISFIED	35%	32%	40%	37%	35%	28%		100%
	Average	3.9	3.8	4	3.9	3.9	3.7	3.7	5
Bus driver courtesy	1 NOT AT ALL SATISFIED	1%	1%	1%	1%	0%	2%		
	2	3%	3%	2%	4%	1%			
	3	11%	12%	8%	13%	9%	5%		
	4	33%	32%	34%	34%	29%	37%	50%	33%
	5 VERY SATISFIED	53%	52%	54%	48%	60%	56%	50%	67%
	Average	4.3	4.3	4.4	4.2	4.5	4.4	4.5	4.7
Dependability of bus service	1 NOT AT ALL SATISFIED	0%	0%	1%	1%				
	2	2%	2%	3%	2%	2%	2%		
	3	11%	12%	9%	12%	8%	12%	25%	
	4	29%	29%	29%	30%	29%	20%	25%	33%
	5 VERY SATISFIED	57%	57%	59%	55%	60%	66%	50%	67%
	Average	4.4	4.4	4.4	4.4	4.5	4.5	4.3	4.7

Table 10 (cont.)
Please rate your satisfaction with bus service

Satisfaction with Bus Service		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Cleanliness of buses	2	3%	3%	3%	3%	2%	2%		
	3	11%	11%	12%	14%	6%	12%	13%	
	4	35%	38%	29%	33%	40%	33%	25%	50%
	5 VERY SATISFIED	51%	48%	56%	50%	52%	53%	63%	50%
	Average	4.3	4.3	4.4	4.3	4.4	4.4	4.5	4.5
Level of crowding on buses	1 NOT AT ALL SATISFIED	5%	5%	6%	6%	6%			
	2	12%	14%	9%	11%	17%	10%		
	3	29%	29%	28%	30%	29%	27%	25%	
	4	36%	37%	36%	36%	32%	46%	38%	100%
	5 VERY SATISFIED	18%	15%	22%	18%	16%	17%	38%	
	Average	3.5	3.4	3.6	3.5	3.4	3.7	4.1	4
Late night bus service - Town of Vail	1 NOT AT ALL SATISFIED	4%	5%	3%	5%	3%			
	2	11%	12%	10%	15%	6%	6%		
	3	28%	28%	28%	27%	29%	44%		
	4	28%	30%	25%	29%	27%	25%	67%	
	5 VERY SATISFIED	28%	25%	34%	24%	35%	25%	33%	100%
	Average	3.6	3.6	3.8	3.5	3.8	3.7	4.3	5
Late night bus service - ECO Regional Transit	1 NOT AT ALL SATISFIED	16%	14%	19%	22%	3%	17%		
	2	15%	21%	7%	15%	16%	17%		
	3	34%	33%	35%	32%	40%	39%		
	4	15%	12%	19%	16%	10%	17%	50%	
	5 VERY SATISFIED	21%	21%	20%	16%	31%	11%	50%	100%
	Average	3.1	3.1	3.1	2.9	3.5	2.9	4.5	5

Fire Services

About 15 percent of respondents indicated that they had used fire services within the past 12 months, identical to 2010 and down from the 22 percent reported in 2007. As in the past, ratings of fire services are based on the relatively small part of the community that used services. Fire services continue to be rated relatively high compared to most other departments and services provided by the Town. Courtesy and helpfulness and response times are rated especially favorably (about 90% 4 or 5). As shown below, plan check times and fire safety awareness receive relatively lower ratings but overall responses are favorable. The fire safety, awareness and education ratings are pulled down slightly by a large segment that rates these services a 3 (38%) and not by a large number calling these services a 1 or 2. There were no 1 ratings and 8% of responses were a 2. The open-ended comments concerning the Fire Department are found by clicking here. ([VIEW COMMENTS](#))

Figure 13.
Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail
(Random Link)

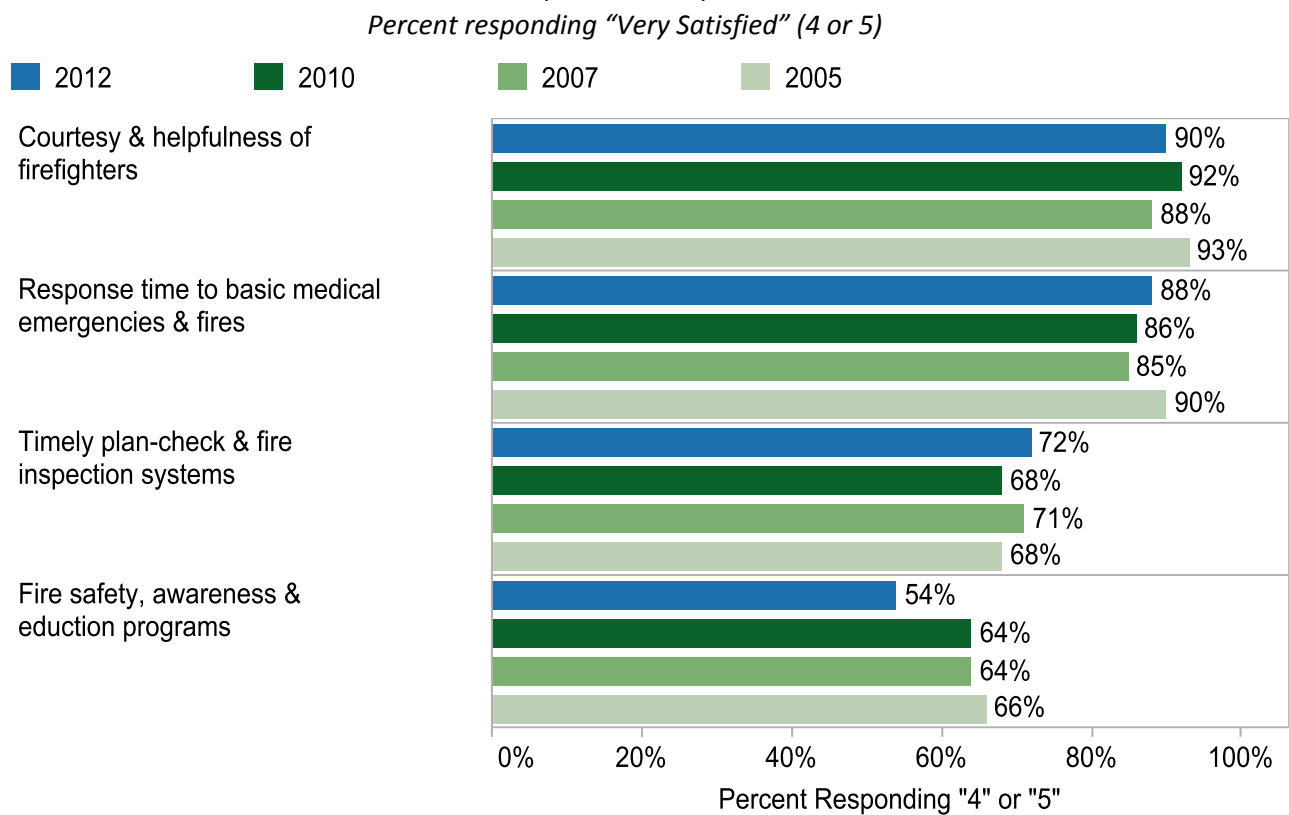


Table 11
Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail

Public Safety		Total All Sources	Survey Version		Which of the following best describes you?			
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the town of Vail but don't live there	Non-resident owner of business/commercial property
Response times to basic medical emergencies and fires	1 NOT AT ALL SATISFIED	2%	3%		3%			
	3	7%	9%		9%			
	4	31%	31%	35%	31%	11%	50%	
	5 VERY SATISFIED	59%	58%	65%	56%	89%	50%	
	Average	4.5	4.4	4.7	4.4	4.9	4.5	
Courtesy and helpfulness of firefighters and fire prevention staff	1 NOT AT ALL SATISFIED	2%	2%		2%			
	2	1%	1%			6%		
	3	5%	7%		7%			
	4	22%	21%	25%	24%	6%	33%	
	5 VERY SATISFIED	70%	68%	75%	67%	88%	67%	100%
Average	4.6	4.5	4.8	4.5	4.8	4.7	5	
Timely plan-check and fire inspection systems on remodeled or new construction	1 NOT AT ALL SATISFIED	4%	7%		4%	10%		
	2	4%	2%	7%	4%	10%		
	3	15%	19%	7%	16%	10%		100%
	4	28%	31%	22%	36%	10%	17%	
	5 VERY SATISFIED	49%	41%	63%	40%	60%	83%	
Average	4.1	4	4.4	4	4	4.8	3	
Fire safety, awareness and education programs provided	2	5%	8%		4%		25%	
	3	25%	38%		27%	40%		
	4	31%	27%	41%	38%	10%		100%
	5 VERY SATISFIED	38%	27%	59%	31%	50%	75%	
	Average	4	3.7	4.6	4	4.1	4.3	4

Police Services

Police service ratings were similar to 2010 and mostly up from 2007 and 2005. In the categories of feeling of safety and security (with 85% “very/somewhat satisfied”) and quality of service (78%), the strong majority of Vail residents are satisfied with the police services they are receiving. Ratings remain similar in 2012 for the three new questions that were added in 2010 to explore new aspects of policing services. As illustrated on the graph below, managing parking and traffic control issues is a source of relative dissatisfaction with 64% satisfied, but this is up from 58% in 2010. Appropriate presence of police on foot/vehicle patrol and crime prevention also received relatively lower marks, but this category was also up with 72% satisfaction ratings. Open-ended comments provide some additional insight into the police ratings. ([VIEW COMMENTS](#))

Figure 14.
Please rate your satisfaction with the following aspects of Police Services in the Town of Vail
(Random Link)
Percent responding "Very Satisfied" (4 or 5)

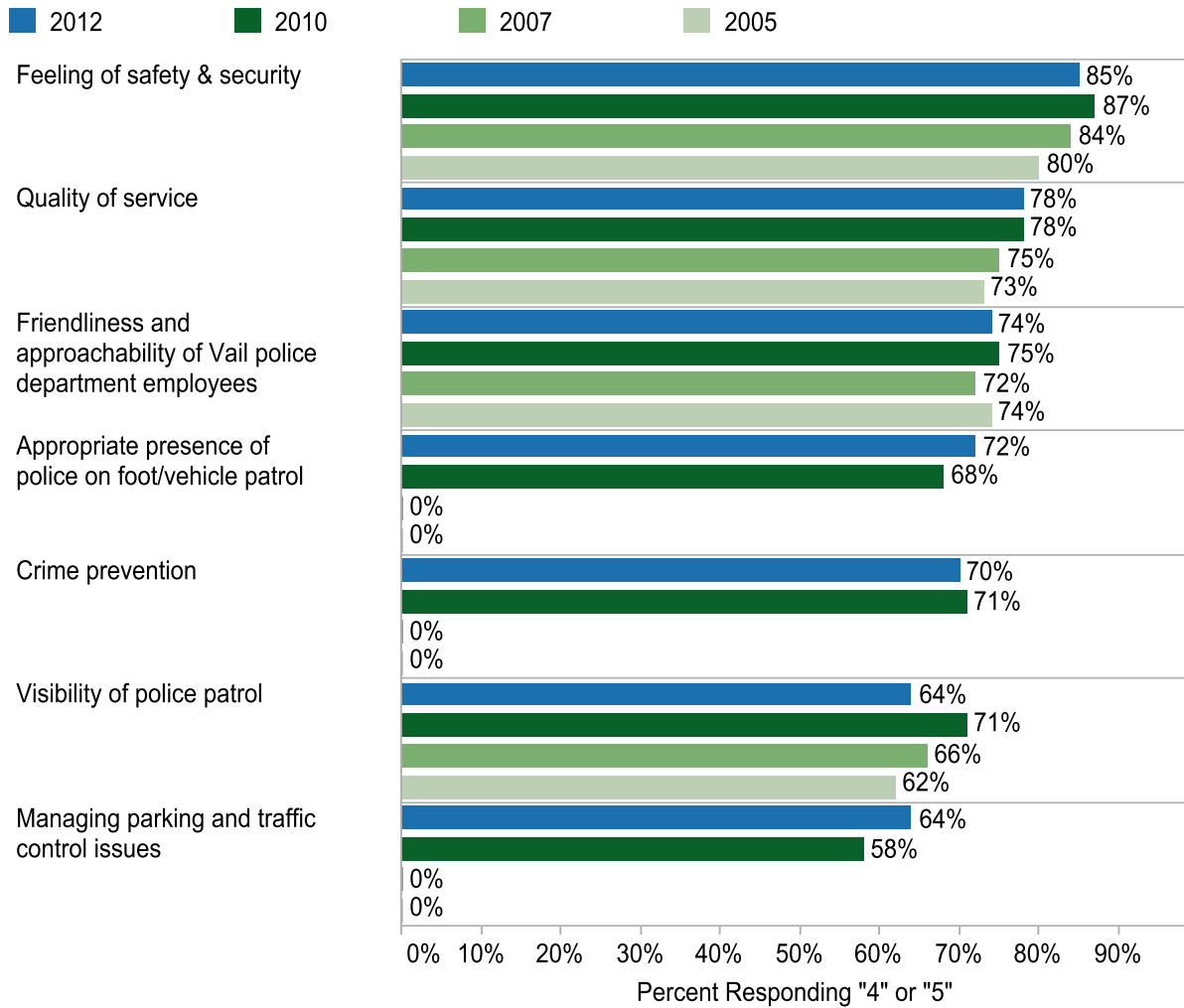


Table 12
Please rate your satisfaction with the following aspects of Police Services in the Town of Vail

Police Services		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Overall feeling of safety and security	1 NOT AT ALL SATISFIED	0%	0%	1%	1%				
	2	2%	1%	4%	3%	0%	5%		
	3	12%	13%	9%	14%	9%	9%		33%
	4	32%	33%	30%	31%	35%	27%	71%	33%
	5 VERY SATISFIED	54%	53%	56%	51%	55%	59%	29%	33%
	Average	4.4	4.4	4.4	4.3	4.5	4.4	4.3	4
Appropriate presence of police on foot/vehicle patrol	1 NOT AT ALL SATISFIED	3%	3%	4%	4%	2%	5%		
	2	5%	6%	4%	6%	4%	5%		
	3	20%	20%	20%	23%	16%	19%	13%	
	4	33%	33%	34%	32%	38%	33%	50%	67%
	5 VERY SATISFIED	39%	39%	38%	36%	41%	38%	38%	33%
	Average	4	4	4	3.9	4.1	4	4.3	4.3
Friendliness and approachability of Vail police department employees	1 NOT AT ALL SATISFIED	3%	2%	4%	3%	1%	5%		
	2	7%	7%	8%	10%	3%	7%		
	3	15%	16%	14%	14%	17%	17%	25%	33%
	4	28%	28%	30%	27%	32%	32%	25%	33%
	5 VERY SATISFIED	46%	47%	45%	46%	48%	39%	50%	33%
	Average	4.1	4.1	4	4	4.2	3.9	4.3	4
Overall quality of service	1 NOT AT ALL SATISFIED	3%	3%	3%	3%	1%	7%		
	2	3%	2%	4%	4%	1%	2%		
	3	16%	17%	15%	18%	18%	10%		
	4	36%	34%	40%	36%	33%	40%	50%	67%
	5 VERY SATISFIED	42%	44%	39%	39%	47%	40%	50%	33%
	Average	4.1	4.1	4.1	4	4.3	4	4.5	4.3
Crime prevention	1 NOT AT ALL SATISFIED	3%	3%	2%	4%		3%		
	2	6%	5%	9%	8%	3%	3%		
	3	20%	22%	15%	20%	22%	15%	17%	100%
	4	34%	32%	38%	31%	36%	48%	67%	
	5 VERY SATISFIED	37%	38%	36%	37%	39%	33%	17%	
	Average	4	4	4	3.9	4.1	4.1	4	3
Managing parking and traffic control issues	1 NOT AT ALL SATISFIED	7%	6%	7%	9%	3%	5%		
	2	9%	9%	10%	11%	8%	7%		
	3	21%	21%	22%	22%	22%	17%	29%	
	4	34%	35%	32%	30%	41%	32%	43%	67%
	5 VERY SATISFIED	29%	29%	29%	27%	27%	39%	29%	33%
	Average	3.7	3.7	3.7	3.6	3.8	3.9	4	4.3
Visibility of police foot/vehicle patrol	1 NOT AT ALL SATISFIED	4%	4%	5%	5%	3%	5%		
	2	8%	7%	10%	9%	7%	5%		
	3	22%	25%	18%	22%	24%	19%	13%	50%
	4	32%	31%	33%	31%	31%	36%	50%	50%
	5 VERY SATISFIED	33%	33%	34%	32%	35%	36%	38%	
	Average	3.8	3.8	3.8	3.8	3.9	3.9	4.3	3.5

Library

Library ratings were generally positive and comparable to past years. About 63% of respondents report holding a library card. Differences are evident in card-holding among year-round residents (71%) and part-time residents (52%). While most respondents report that it is the “materials (including books, magazines, audio CD’s and DVD’s)” that bring them to the library (90%), the technology including computers (15%) and wireless access (10%) are also important. Children’s hour (11%) and programs for adults/families (9%) are also rated as important by about one in 10 respondents.

The friendliness of staff is rated particularly well this year, at an all-time high of 87%. The Library Collection, a primary reason for using the Vail Library, was rated favorably at 80%, unchanged from 2010. Databases (a new question in 2010) showed significant decline (to 68% satisfied down from 80% in 2010), and several other areas of evaluation also deserve attention because of apparent declines in ratings (summer reading program, the website and the story hour).

The open-ended comments provide additional insight on the library, with specific praise, criticism and suggestions for improvements. A first question asked, “What do you like best about your experiences at the library?” This question yielded many favorable comments. The staff can use this input to identify the attributes and services that are most valued by constituents, both year-round and part-time. ([VIEW COMMENTS](#)) Additionally, the survey asked about other comments. This question yielded some specific insights, including the lack of knowledge of some aspects of the library such as the new “app.” ([VIEW COMMENTS](#))

Figure 15.
Please rate your satisfaction with the following at the library (Random Link)
Percent responding "Very Satisfied" (4 or 5)

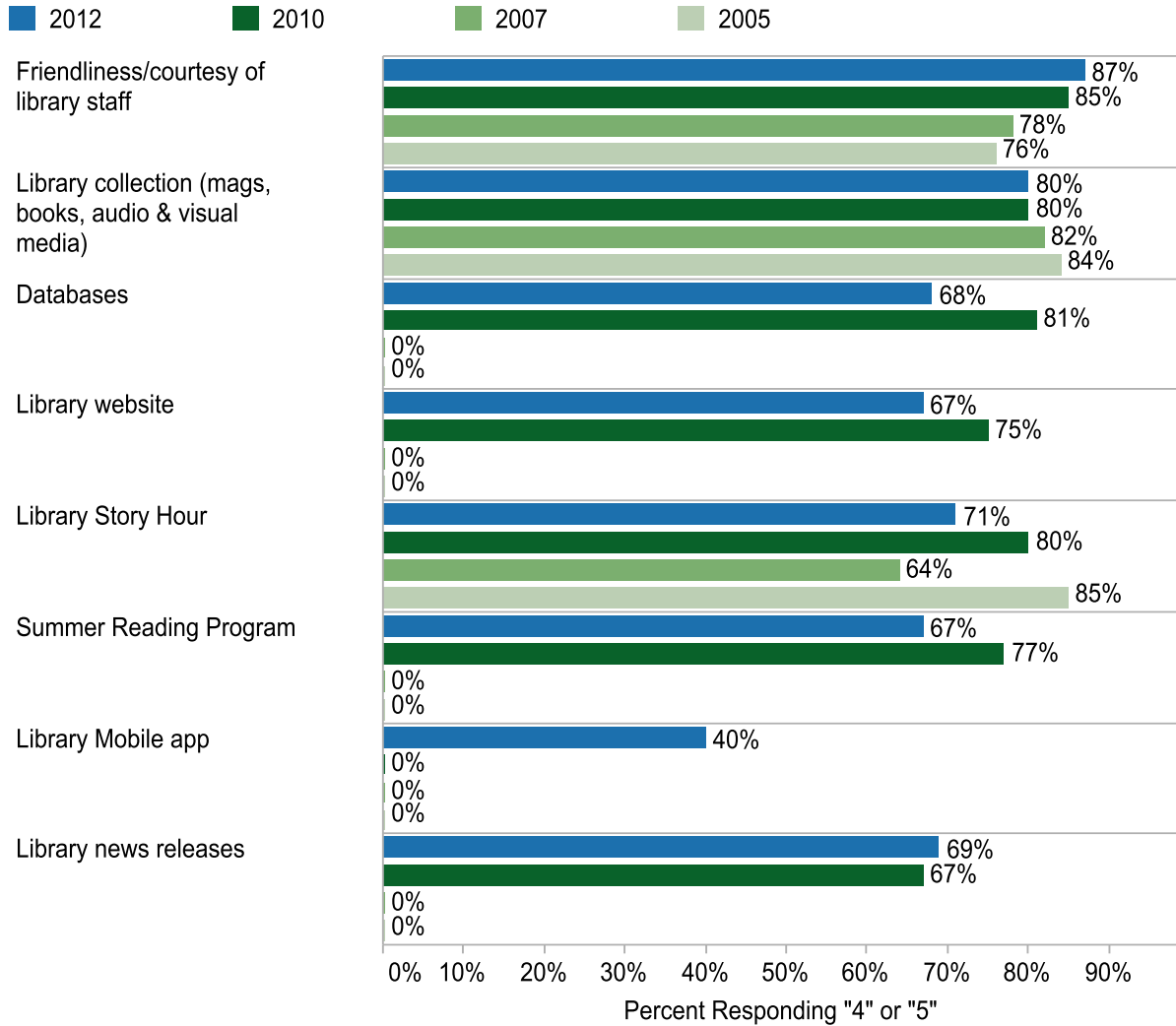


Table 13
Please rate your satisfaction with the following at the library

Satisfaction with Library		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Library collection (including magazines, books, audio and visual media)	1 NOT AT ALL SATISFIED	1%	0%	1%	1%	2%			
	2	1%	2%		1%	2%			
	3	16%	18%	12%	15%	17%	17%		100%
	4	39%	41%	36%	43%	32%	25%	50%	
	5 VERY SATISFIED	43%	39%	50%	41%	46%	58%	50%	
	Average	4.2	4.2	4.3	4.2	4.2	4.4	4.5	3
Library Story Hour	1 NOT AT ALL SATISFIED	1%	1%		1%				
	2	2%	1%	4%	2%		11%		
	3	23%	26%	19%	28%	22%			
	4	30%	33%	25%	29%	29%	22%	33%	100%
	5 VERY SATISFIED	44%	38%	52%	39%	49%	67%	67%	
	Average	4.1	4.1	4.3	4	4.3	4.4	4.7	4
Summer Reading Program	2	2%	2%	3%	3%				
	3	31%	31%	31%	32%	31%	33%		
	4	35%	37%	32%	37%	31%	33%	100%	
	5 VERY SATISFIED	32%	30%	35%	28%	38%	33%		100%
	Average	4	3.9	4	3.9	4.1	4	4	5
Databases	1 NOT AT ALL SATISFIED	1%	1%		1%				
	2	1%	1%		1%				
	3	28%	30%	25%	30%	25%	15%		100%
	4	36%	35%	37%	36%	37%	38%	50%	
	5 VERY SATISFIED	35%	32%	38%	32%	38%	46%	50%	
	Average	4	4	4.1	4	4.1	4.3	4.5	3

Table 13 (cont.)

Satisfaction with Library		Total All Sources	Survey Version		Which of the following best describes you?				
			Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Friendliness/ courtesy of library staff	1 NOT AT ALL SATISFIED	2%	1%	4%	3%		4%		
	2	3%	2%	4%	3%	1%	11%		
	3	9%	10%	8%	10%	11%			
	4	25%	27%	23%	27%	22%	19%	33%	50%
	5 VERY SATISFIED	60%	60%	61%	56%	66%	67%	67%	50%
	Average	4.4	4.4	4.3	4.3	4.5	4.3	4.7	4.5
Library news releases	1 NOT AT ALL SATISFIED	2%	1%	2%	2%				
	2	2%	3%	1%	3%				
	3	26%	28%	24%	27%	26%		25%	50%
	4	36%	38%	34%	35%	38%	60%	50%	
	5 VERY SATISFIED	34%	31%	39%	33%	36%	40%	25%	50%
	Average	4	3.9	4	3.9	4.1	4.4	4	4
Library website	1 NOT AT ALL SATISFIED	1%	1%	1%	1%	1%			
	2	1%		1%	1%				
	3	31%	33%	27%	34%	26%	23%	17%	
	4	33%	33%	33%	31%	31%	54%	50%	50%
	5 VERY SATISFIED	35%	34%	37%	34%	41%	23%	33%	50%
	Average	4	4	4	4	4.1	4	4.2	4.5
Library mobile app	1 NOT AT ALL SATISFIED	1%	2%		2%				
	2	5%	4%	7%	4%		25%		100%
	3	51%	53%	48%	54%	61%	25%		
	4	20%	18%	25%	20%	9%	50%	50%	
	5 VERY SATISFIED	22%	23%	20%	20%	30%		50%	
	Average	3.6	3.5	3.6	3.5	3.7	3.3	4.5	2

SOURCES OF LOCAL INFORMATION

Respondents were once again asked about how they receive information about the Town. Newspapers were highest rated with 84% citing this source. Online sources were also important (54%), followed by television (23%) and radio (9%).

As summarized below, the differences in sources of information between year-round and part-time residents are evident. While both groups are generally similar, year-round residents are especially likely to cite the newspaper, while part-time residents are especially apt to identify online sources and television. Clearly, these results have implications for Vail's media strategies.

Table 14
How do you typically receive information about the Town of Vail that may be of interest to you?
(Random Link Respondents)

	2012
Newspaper	84%
Online	54
Television	23
Other	11
Radio	9

When the information sources used are viewed by resident type, the findings are as follows:

Table 15
How do you typically receive information about the Town of Vail that may be of interest to you?
(Overall Sample – Year-Round vs. Part-Time Residents)

	Year-Round	Part-Time
Newspaper	87%	79%
Online	56	65
Television	20	29
Other	11	13
Radio	10	7

The data show that there are differences in use of media sources by age group. Newspaper and television use increase with age and social media use decreases with age.

Table 16
How do you typically receive information about the Town of Vail that may be of interest to you?
(Overall Sample – By Age Group)

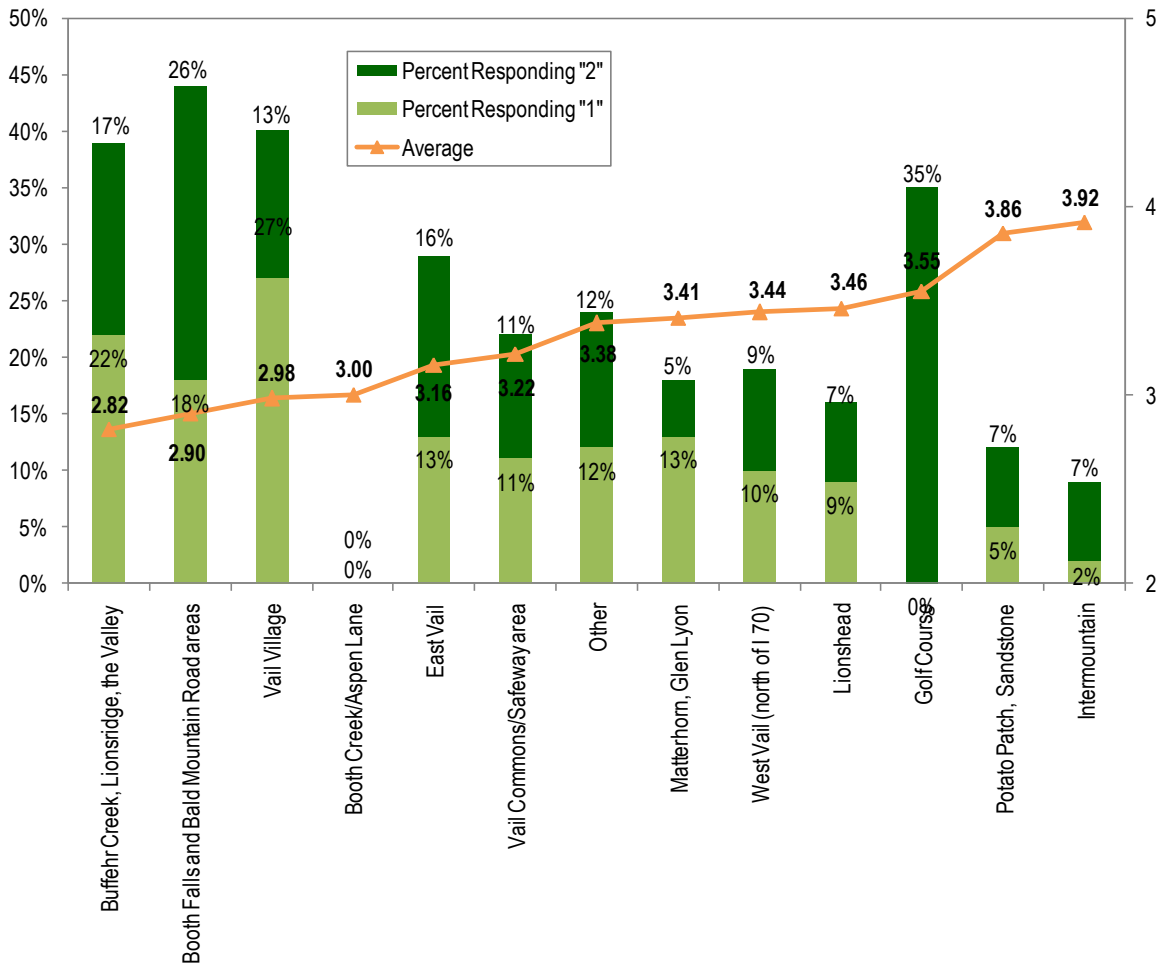
	18-34	35-44	45-54	55-64	65 or older
Newspaper	77%	82%	81%	84%	92%
Online	72	59	63	59	50
Television	11	18	20	25	27
Other	10	7	14	9	5
Radio	10	7	14	9	5

About one in five respondents say they subscribe to “e-services” provided by the Town. This figure is higher among year-round residents (28%) than part-time (20%). Notably, about 250 survey respondents indicated they wanted to be added to the Town’s email list, a side benefit of the survey process. Satisfaction levels with the e-services are high – 82% are satisfied, 4 or 5 on the five-point scale. The survey suggests that citizens, and especially part-time residents, are especially likely to be subscribing to news releases and special event information (60% or more). These e-services are an especially good way to reach the entire community, both year-round and part-time.

Another question concerning communications evaluated cell phone service in the Town. About one in four (25%) of Random Link respondents report poor service (1 or 2 on the five-point scale). About half are in the positive category (4 or 5) with 24% rating service a 5. The reported ratings of phone access are generally similar between year-round and part-time residents. Virtually all respondents (99%) indicated they have a cell phone.

The ratings of cell phone service vary significantly by part of Town as shown by the graph below. Relative problems are most evident in the three areas shown on the left side of the graph: Booth Falls and Bald Mountain Road areas; Buffehr Creek, Lionsridge, and the Valley; and Vail Village.

Figure 16.
How would you rate cell phone service at your residence or business in town?
(All Respondents)



There were a number of comments on cell phone service issues. In general, they reflect considerable frustration among residents, both year-round and part-time alike. The service from AT&T was called out specifically in a number of the comments and there were numerous requests to attend to this problem. The comments may be found by clicking here. ([VIEW COMMENTS](#))

THE IMPACTS OF I-70

The survey contained a new question designed to gather some feedback on the impacts of I-70 and some preferences in terms of alternative actions. The question included some background information, followed by a specific set of actions. The wording was as follows:

As you may be aware, a “big idea” has been periodically suggested that would attempt to address the impacts of I-70 as it passes through Vail. Recognizing that this idea has received no serious study to date and that any efforts to deal with the impacts will take many years, and would likely involve major costs (including the potential for a property tax increase), please provide some initial input to local decision makers.

To eliminate or reduce traffic noise from I-70, which of the following long-term solutions do you support for exploratory consideration? (Check all that apply)

- Extensive sound walls to contain Interstate noise
- Covering portions of I-70 (also known as “cut and cover” solution)
- A combination of sound walls and covering I-70
- Relocating I-70 in a tunnel, removing it altogether from the community
- Live with the condition, increasing enforcement of speed limits
- No opinion

The survey found that most respondents had an opinion (92%) about the choices for dealing with I-70. Interestingly, the responses from year-round and part-time residents and on the Random Link and Open Link versions of the survey were similar. The most identified action was “Live with the condition, increasing enforcement of speed limits” (38%). There is little consensus on which other specific solutions should be pursued, with all of the choices receiving support of between 20 and 30% on the multiple choice question. The diversity of opinions on this topic suggests that for any particular action to emerge as a priority with broad support, considerable additional study will be needed. This conclusion is further borne out by the open-ended comments. ([VIEW COMMENTS](#))

Figure 17.
To eliminate or reduce traffic noise from I-70, which of the following long-term solutions do you support for exploratory consideration? (All Respondents)

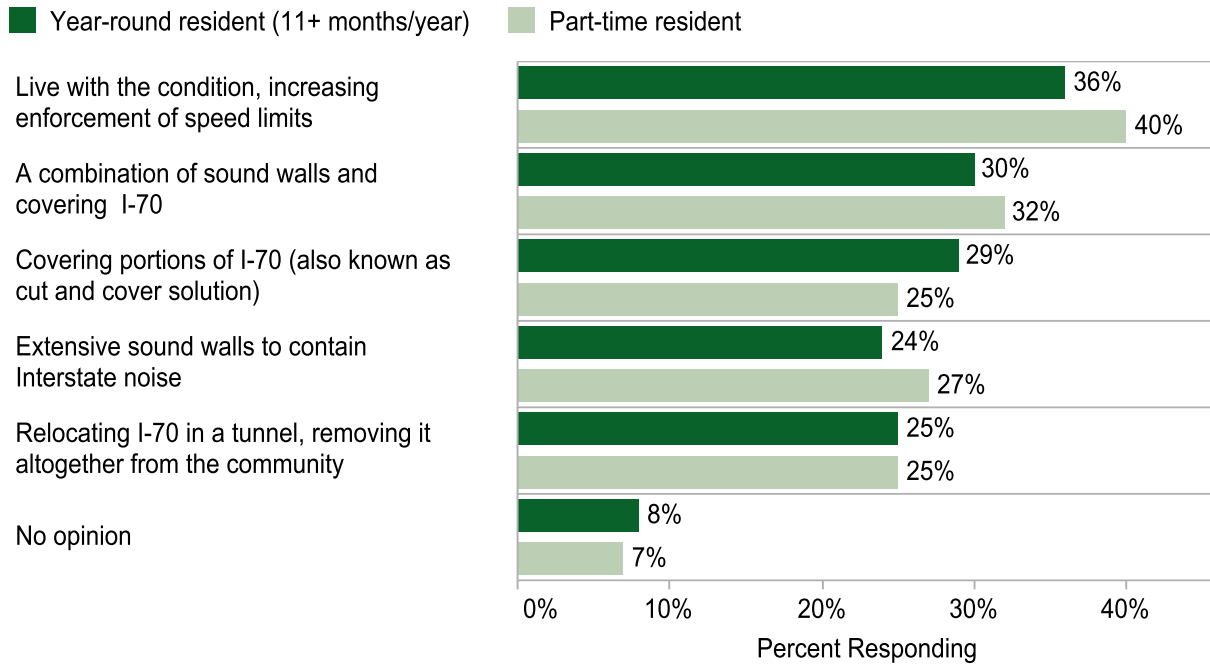


Table 17
I-70 Solutions

To eliminate or reduce traffic noise from I-70, which of the following longer-term solutions do you support for exploratory consideration?	Total All Sources	Survey Version		Which of the following best describes you?				
		Random Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Live with the condition, increasing enforcement of speed limits	37%	38%	37%	36%	40%	40%	25%	50%
A combination of sound walls and covering I-70	29%	30%	29%	30%	32%	21%	38%	25%
Covering portions of I-70 (also known as cut and cover solution)	28%	28%	27%	29%	25%	30%	38%	
Extensive sound walls to contain Interstate noise	23%	21%	27%	24%	27%	19%		
Relocating I-70 in a tunnel, removing it altogether from the community	23%	27%	18%	25%	25%	12%	13%	
No opinion	8%	8%	10%	8%	7%	12%	13%	25%

SUMMARY OF RESULTS: RANDOM LINK

First, a few questions about the general state of Vail...

1. **Would you say that things in the town of Vail are going in the right direction, or have they pretty seriously gotten off on the wrong track?**

2012 (n=412)	2010 (n=521)	2007 (n=397)	2005 (n=404)	
70%	58%	58%	70%	Right direction
18	28	30	19	Wrong track
13	14	12	10	Don't know

In a few words, why do you feel that way? _____
 (Please attach an additional sheet of paper with your comments if needed on any survey question.)

2. **Over the past two years has the sense of community within the town improved, gotten worse or stayed the same?**

2012 (n=411)	2010 (n=369)	2007 (n=400)	2005 (n=404)	
18%	9%	14%	17%	Improved
16	26	36	21	Gotten worse
50	54	45	53	Stayed the same
16	11	5	8	Don't know/no opinion

Do you have any comments or suggestions on your response? _____

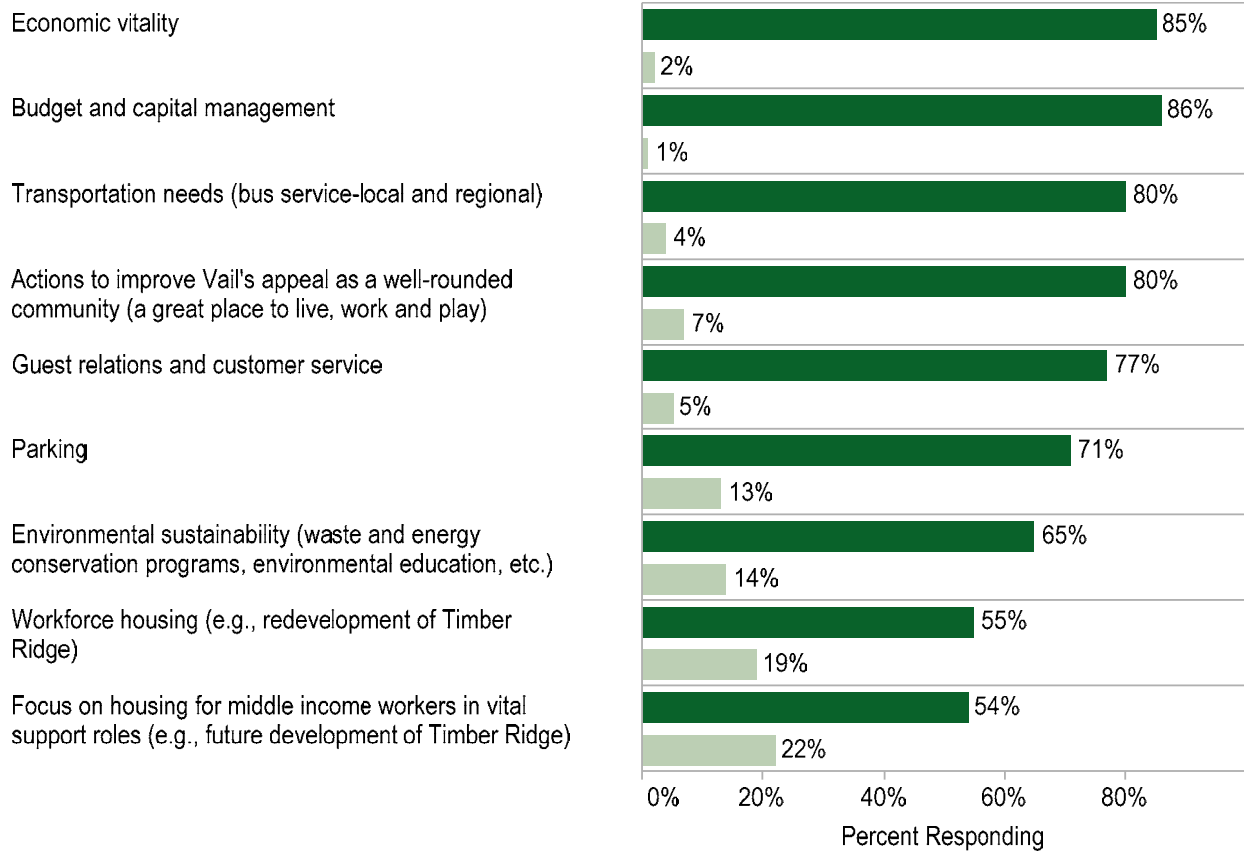
COMMUNITY ISSUES

3. The Vail Town Council and staff value community input to help understand your priorities. For each area listed below, indicate the level of priority you believe is appropriate. (Use a 1 to 5 scale where 1=Not a Priority, 3=Somewhat, 5=High Priority.)

(1 or 2) Not a priority / (4 or 5) High Priority

■ Percent Responding "4" or "5"

■ Percent Responding "1" or "2"



The Vail Town Council's Long-Term Goals and Initiatives for 2012 through 2022 focus on four primary areas:

- Improve economic vitality
- Grow a balanced community (address the current and desired demographics for the town)
- Improve the quality of the experience
- Develop future leadership

Do you have any specific comments or suggestions for the Council regarding these goals?

EVENTS

Vail has developed a wide variety of events in all seasons that have become part of our community culture. Our events now include concerts, festivals, athletic events and other activities.

4. In general, how would you describe the experience that events in Vail create for you and your guests?

VERY NEGATIVE	NEUTRAL	VERY POSITIVE	mean	n		
2	2	12	27	57	4.4	379

Do you have any comments on your response concerning events?

5. What are your three favorite events in Vail?

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

Quantity of events – are there:

12% Too few events 81 About the right number 8 Too many events n=353

	NOT AT ALL SATISFIED				VERY SATISFIED	mean	n
The overall quality of events in Vail	1%	3	13	46	36	4.1	355
Ease of access to event venues (Ford Park Fields, Gerald R. Ford Amphitheater, Vail Village, Lionshead, Dobson Arena)	4	11	25	34	26	3.7	364
Parking availability during special events	12	24	33	21	11	3.0	349
Frontage Road express bus to transport event-goers between Lionshead, Vail Village and Ford Park in the summer	6	7	26	29	32	3.7	283

How do you typically access events in Vail?

30% Public transportation 26 Walking or cycling 44 Driving n=366

Do you have any further comments on events in Vail? _____

7. What do you believe is the town-wide economic impact of events in Vail?

VERY NEGATIVE	NEUTRAL	VERY POSITIVE	mean	n		
0%	2	9	38	50	4.4	352

FEES AND TAXES

8. Which statement below best describes your opinion about the relationship between taxes/fees and the services that are provided by the Town of Vail?

- 61% I am satisfied with the current level of taxes and services
 - 10 I am willing to pay more taxes to get more services
 - 15 I feel that I pay too much for the services I receive
 - 6 I am willing to accept service reductions if it means lower taxes
 - 8 I have no opinion
- n=371

(If satisfied or willing to pay more)
 Are there specific types of services, programs or amenities you would like to see expanded or improved? _____

THE ENVIRONMENT

9. Please rate the amount of emphasis that is being placed on the following in Vail. (Use a scale from 1 to 5 where 1 means “Much Too Little Emphasis” and 5 means “Far Too Much Emphasis.”)

	MUCH TOO LITTLE		ABOUT RIGHT		FAR TOO MUCH	mean	n
Overall attention to the threat of wildfire from beetle-killed trees through forest management such as cutting and removing trees, and forest regeneration	15%	27	54	3	1	2.5	330
Enforcement of the dead tree removal ordinance to address the beetle infestation	17	26	51	4	1	2.4	304
Addressing energy consumption	5	25	53	8	8	2.9	300
Gore Creek water quality	11	27	55	6	1	2.6	286

10. Please indicate the level of priority you would like to see placed on the following:

	NOT A PRIORITY		NEUTRAL		HIGH PRIORITY	mean	n
Emphasis on “zero waste” (composting/recycling, etc.) at community events	12%	10	21	29	29	3.5	357
A plastic bag initiative to ban the bags in grocery stores (restrictions would apply at 2 grocery stores and shoppers could bring their own bags and/or would have an option to purchase a paper bag for 20 cents)	37	9	17	16	21	2.8	362

Any comments on your responses to Questions 9 and 10? _____

TOWN SERVICES

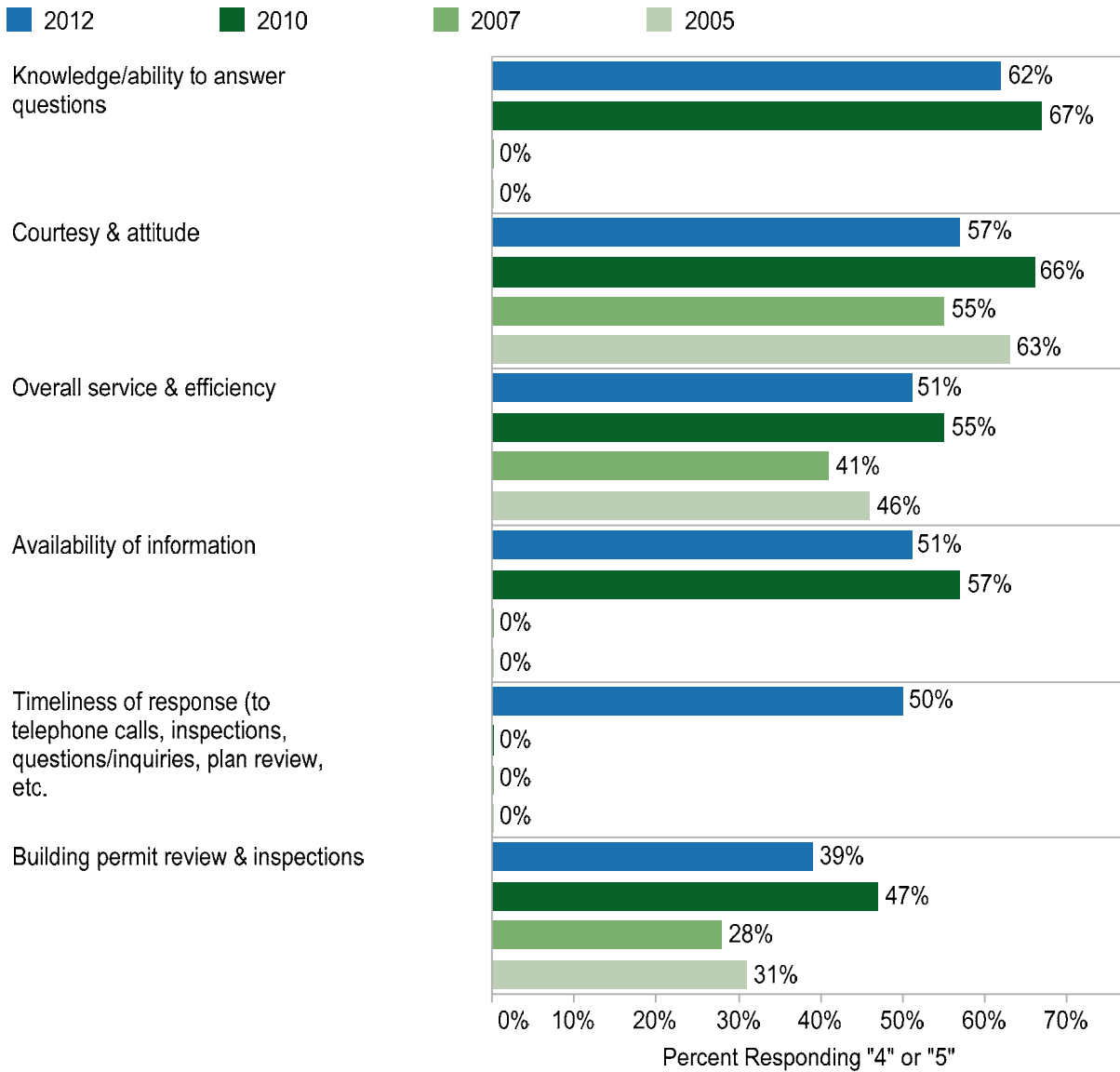
The Community Development Department provides planning, design review, environmental programs, and building and restaurant inspection services.

11. Have you used the services of the Community Development Department within the past 12 months?
 21% Yes 79 No (GO TO Q. 14) n=360

12. (IF YES) How did you access their services? (Check all that apply) n=76

- 23% Website
- 43 Telephone
- 62 Walk in to office
- 19 Attend a meeting
- 12 Other: _____

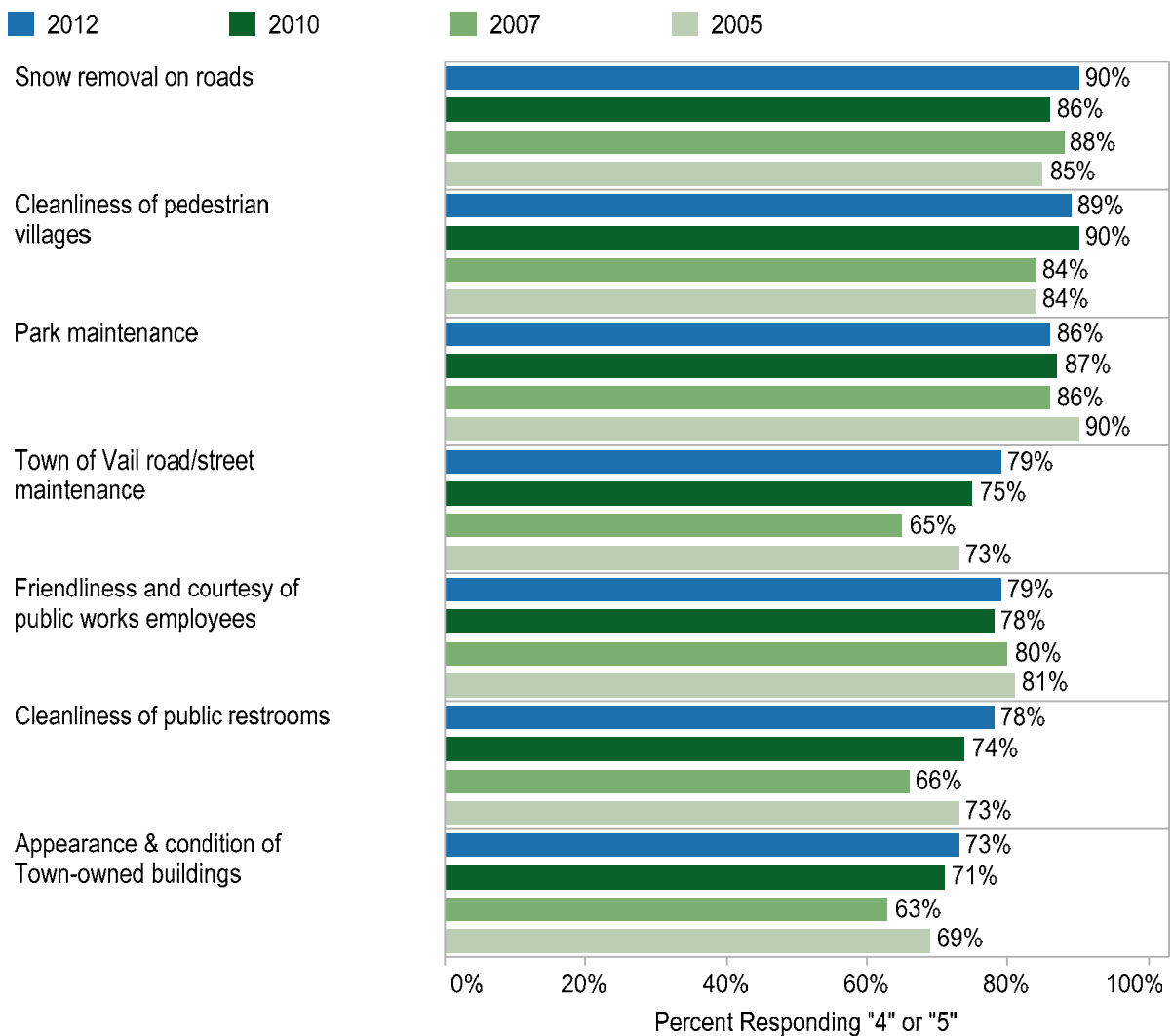
13. Please rate your satisfaction with the following aspects of the Community Development Department.



Any comments on your response? _____

The Public Works Department provides maintenance of public areas including parks, buildings, roads and village areas.

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



Any comments on your response? _____

Public Safety

15. Have you utilized Vail Fire for any service, inspection or emergency within the past 12 months? n=354

15% Yes

85 No (GO TO Q. 17)

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

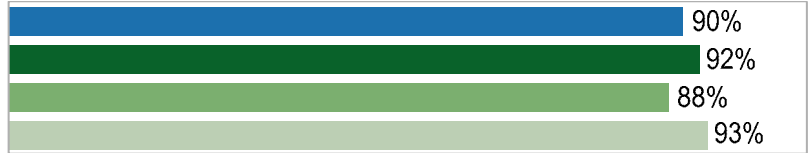
2012

2010

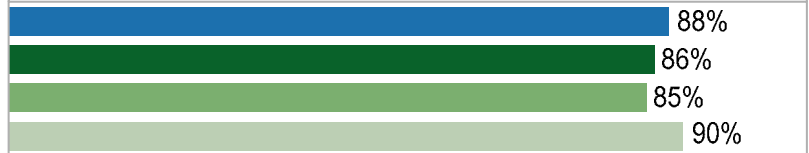
2007

2005

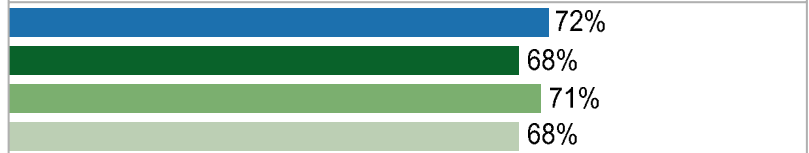
Courtesy & helpfulness of firefighters



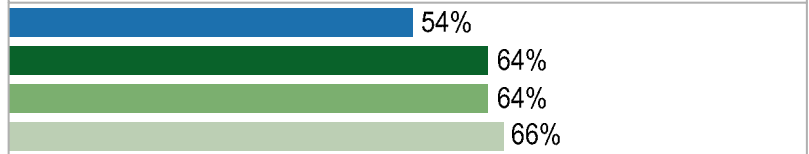
Response time to basic medical emergencies & fires



Timely plan-check & fire inspection systems



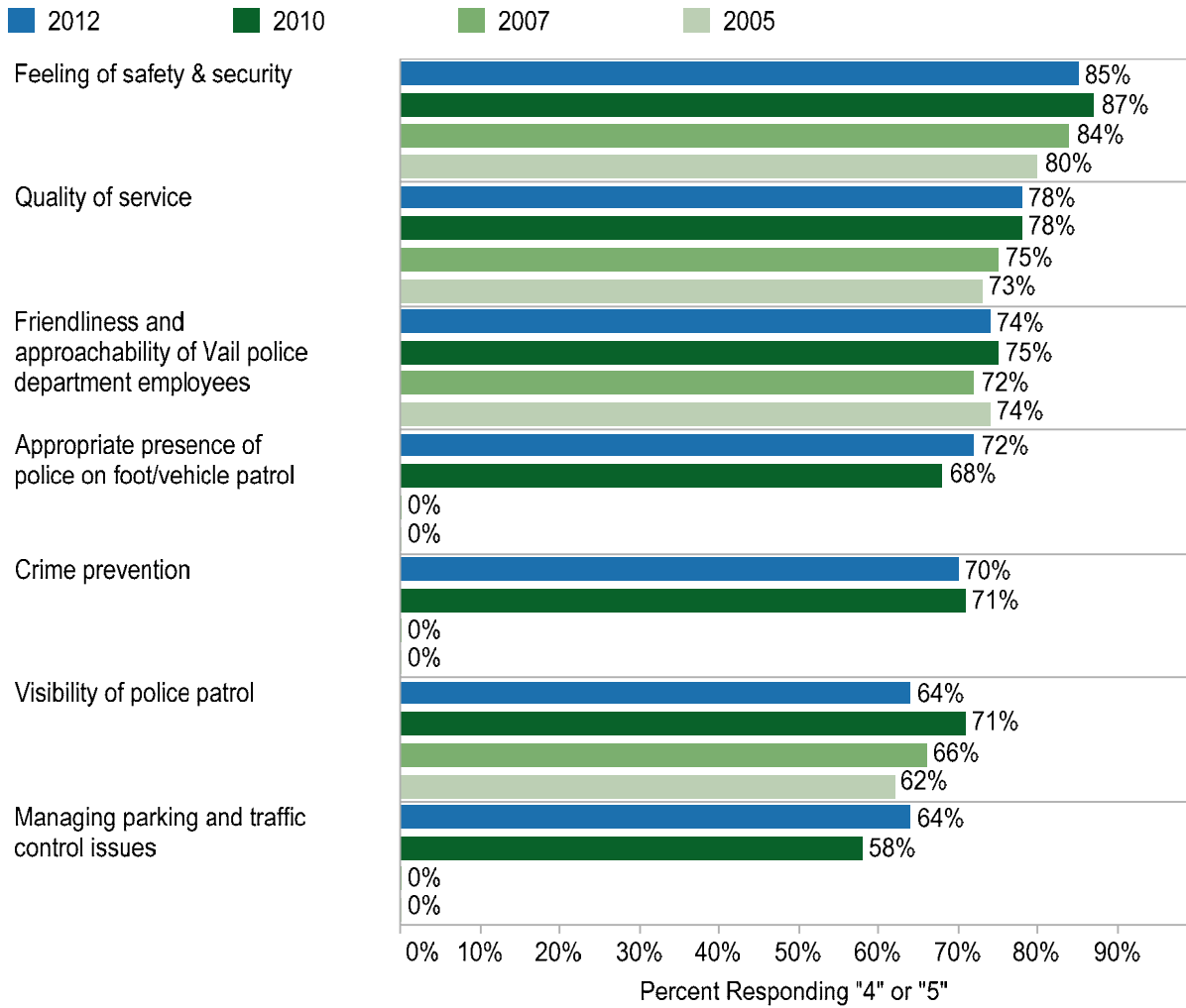
Fire safety, awareness & education programs



0% 20% 40% 60% 80% 100%
Percent Responding "4" or "5"

Any comments on your response? _____

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



Any comments on your response? _____

Parking and Bus Service

18. When you visit Vail Village/Lionshead, what is your first choice for parking for the following purposes? (Check one only for each, as applicable)

	FOR SHOPPING <u>I PREFER</u>	FOR WORK <u>I PREFER</u>	FOR SKIING <u>I PREFER</u>
Lionshead Parking Structure	14%	18%	23%
Vail Village Parking Structure	69	28	35
Cascade Area	1		3
North Frontage Road in West Vail (Safeway area)	4	2	2
Donovan Park		1	1
Other: _____	12	52	37
	n=341	258	320

19. Why do you prefer that location to enter the mountain for skiing? n=325

- 3% Variety of shops and restaurants
- 9 Overall experience
- 13 Ski lockers
- 20 Shorter walking distance
- 28 Gets to parts of the mountain I prefer to ski
- 28 Other: _____

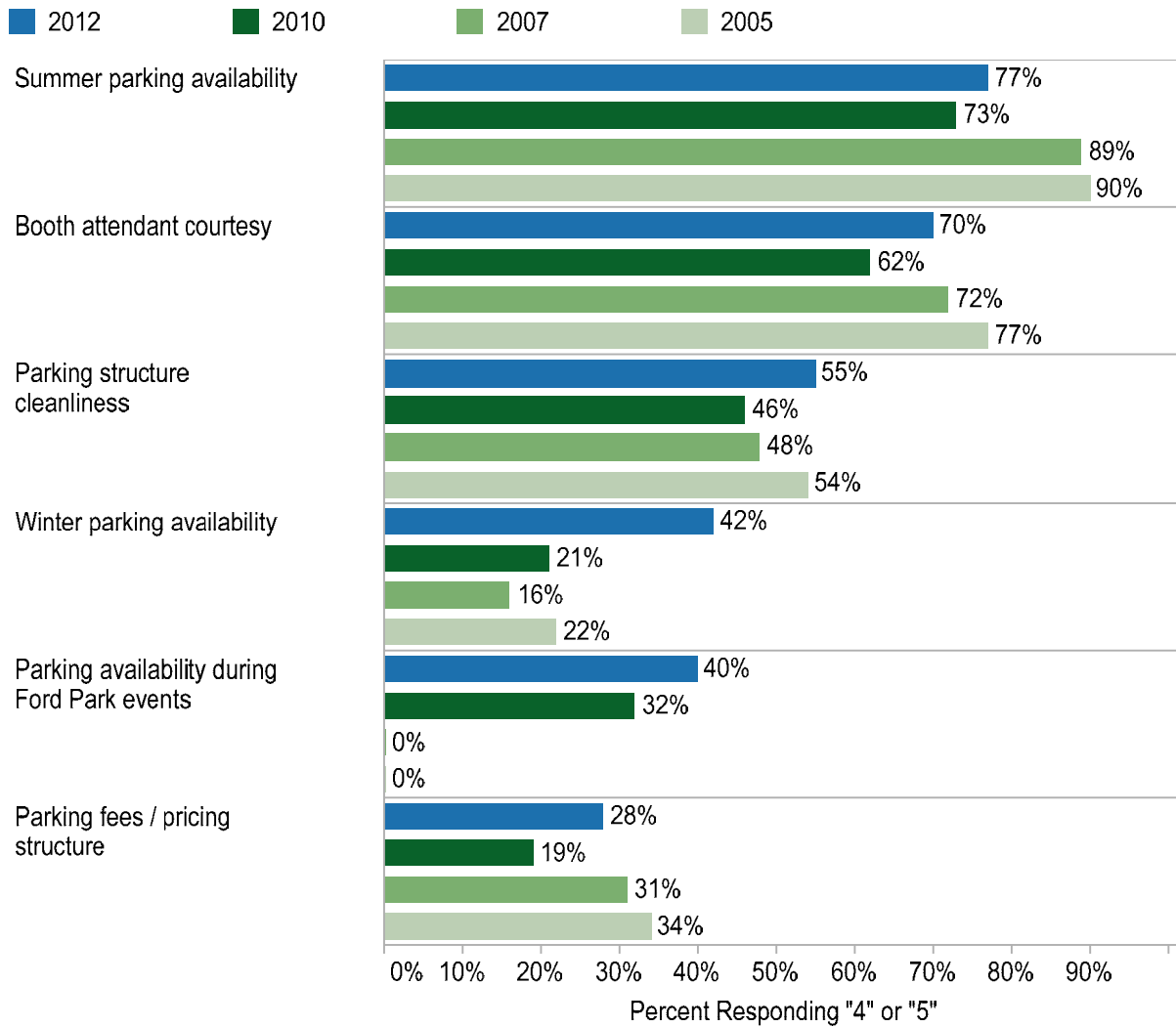
20. Do you own a parking pass or value card this season? 76% No (GO TO Q. 22)
 24 Yes: 4% Gold pass
 20 Blue pass
 4 Green pass
 4 Pink pass
 68 Value card

21. How satisfied are you with the benefits of your pass this year?

NOT AT ALL SATISFIED				VERY SATISFIED	mean	n=
5%	8	29	25	33	3.7	80

Any comments on your response? _____

22. Please rate your satisfaction with public parking services in Vail.



Any comments on your response? _____

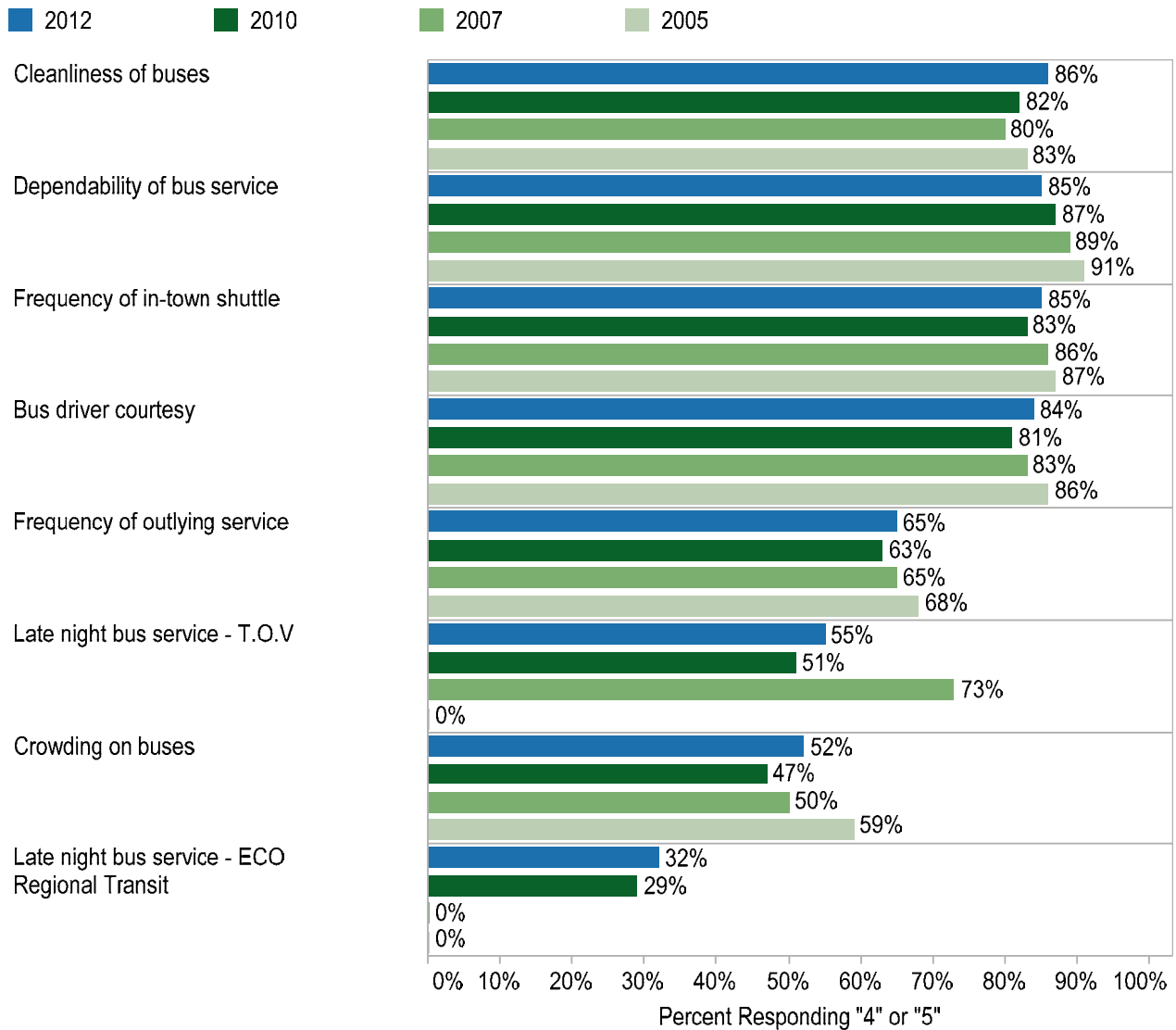
23. How many times per month do you use TOV bus service?

15.3 times per month in winter, n=330

7.7 times in summer, n=309

Are there any specific concerns or considerations that reduce your use of bus services?

24. Please rate your satisfaction with bus service.



Any comments on your response? _____

Library Services

The Vail Public Library offers access to information resources of many types to serve the needs of Vail's guests, residents, businesses and schools.

25. Do you hold a library card in the Town of Vail? n=356

- 63% Yes
- 37 No

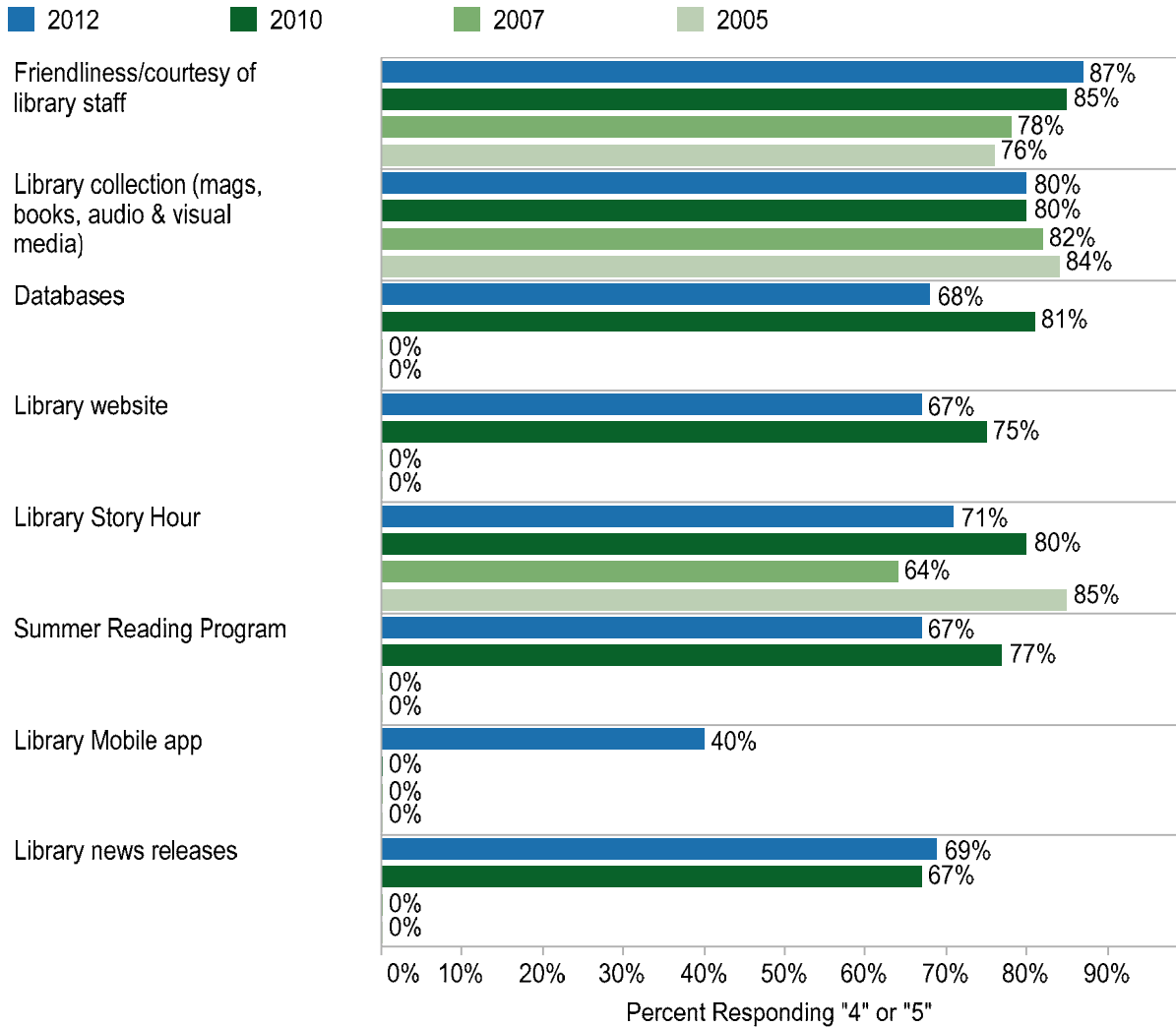
26. What typically brings you to the library? (Check the two most important categories) n=257

- 90% Materials (books, magazines, audio CDs, DVDs)
- 15 Computers
- 10 Wireless access
- 11 Children's story hours/programs
- 9 Programs for adults/families

27. How frequently do you use the library? 2.5 times per month, n=304

28. What do you like best about your experiences at the library? _____

29. Please rate your satisfaction with the following:



Any comments on your response? _____

SOURCES OF LOCAL INFORMATION

30. How do you receive information about the Town of Vail that may be of interest to you? *(Check all that apply)* n=348
- 54% Online
 - 84 Newspaper
 - 9 Radio
 - 23 Television
 - 11 Other

31. Do you subscribe to e-services provided by the Town of Vail? n=61
- 81% No (**GO TO Q. 33**)
 - 19 Yes (which ones?)
 - 62% Special event info
 - 63 News releases
 - 23 Sales tax info
 - 26 Library updates
 - 17 Art in Public Places
 - 29 Community Development Department updates
 - 33 Meeting agendas
 - 10 Twitter
 - 5 Other _____

32. How satisfied are you with the e-services provided by the Town of Vail?

NOT AT ALL SATISFIED				VERY SATISFIED	mean	n
2%	2	14	40	42	4.2	61

33. As you may be aware, a “big idea” has been periodically suggested that would attempt to address the impacts of I-70 as it passes through Vail. Recognizing that this idea has received no serious study to date and that any efforts to deal with the impacts will take many years, and would likely involve major costs (including the potential for a property tax increase), please provide some initial input to local decision makers.

To eliminate or reduce traffic noise from I-70, which of the following long-term solutions do you support for exploratory consideration? *(Check all that apply)* n=349

- 21% Extensive sound walls to contain Interstate noise
- 28 Covering portions of I-70 (also known as “cut and cover” solution)
- 30 A combination of sound walls and covering I-70
- 27 Relocating I-70 in a tunnel, removing it altogether from the community
- 38 Live with the condition, increasing enforcement of speed limits
- 8 No opinion

Do you have any additional comments on this topic? _____

Please provide the following demographic information. Remember that all responses remain strictly confidential and are reported only in group format.

34. What is the ZIP code of your primary residence? _____

35. Which of the following best describes you? n=354
- 53% Year-round resident (11+ months/year)
 - 37 Part-time resident (what is the ZIP Code of your primary residence? _____)
 - 6 Employed in the town of Vail but don't live there
 - 2 Get mail in the town but don't live or work there
 - 1 Non-resident owner of business/commercial property

36. Which of the following best describes your employment status? n=355

- 41% Work 8 months or more a year in the local area (Vail Valley)
- 6 Work 7 or fewer months a year in the local area (Vail Valley)
- 22 Currently employed outside of the local area (work on Front Range, out of state, etc.)
- 21 Not employed: retired
- 1 Not employed: unemployed and/or looking for work
- 3 Not employed: homemaker
- 6 Other: _____

37. Is your residence (either year-round or seasonal) within the town of Vail? n=354

82% Yes 18 No

If yes, where? n=289

- 25% East Vail
- 2 Booth Falls and Bald Mountain Road areas
- Booth Creek/Aspen Lane
- 3 Golf Course
- 8 Vail Village
- 6 Lionshead
- 14 Potato Patch, Sandstone
- 6 Buffehr Creek, Lionsridge, the Valley
- 2 Vail Commons/Safeway area
- 17 West Vail (north of I-70)
- 4 Matterhorn, Glen Lyon
- 8 Intermountain
- Not a resident of the town of Vail
- 5 Other _____

38. Do you own or rent your residence? n=346

- 87% Own
- 12 Rent
- 1 Other (specify) _____

39. How would you rate cell phone service at your residence or business in town?

POOR		AVERAGE		EXCELLENT	mean	n
13%	12	29	21	23	3.3	343

OR 1% Service not available
Don't have a cell phone

Any comments on your response? _____

40. How long have you lived within the town of Vail (or owned property if a non-resident)? n=280

- 3% Less than 1 year
- 13 1-5 years
- 25 6-15 years
- 52 More than 15 years
- 8 Not applicable

43. Which of these categories best describes your household status? n=352

- 19% Single, no children
- 24 Couple, no children
- 24 Household with children living at home
- 32 Empty-nester, children no longer at home

41. (IF RESIDENT) Do you own or operate a business within the town of Vail? 16% Yes 84 No n=280

44. Are you: n=347

52% Male 48 Female

42. Are you a registered voter in Vail? 51% Yes 49 No n=338

45. In what year were you born? Average age=55.6, n=330

THANK YOU FOR YOUR PARTICIPATION IN OUR CONTINUING EVALUATION PROGRAM.

If you would like to receive updates and information from the Town of Vail, please include your email address:
