

Town of Vail Community Survey 2014

**Final Report
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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 2014 Community Survey. The 2014 Town of Vail Community Survey used methods virtually identical to those used in 2012 and 2010, permitting comparisons of results over time. As in past surveys, this year's program 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 2014, the surveys were fielded using two techniques. The primary method of distribution was through a postcard mailed to all identified postal addresses in the Town of Vail using a list obtained from a commercial vendor. All known part-time resident owners were also sent cards using a list from the Eagle County Assessor. The postcards invited recipients to enter one of two unique passwords shown on the postcards to complete the survey online. Also, residents that had a password but requested (by telephone) to complete the survey using a paper form were provided a survey. The secondary method was the promotion of an "open" version of the survey designed to gather input from interested individuals that had not received the password protected invitation. Together, these two response methods resulted in 779 completed surveys (487 from the Invitation sample and 292 from the "open link"). These subsets of respondents are referred to in the report as the "Invitation" and "Open Link" groups.

Survey invitation postcards arrived in Vail mailboxes during the early part of the week of March 26, 2014. In addition, the Open Link Survey was advertised as available for completion starting on April 16. This was timed to be about three weeks after the initial postcard mailing. Through various ads, the public was invited to complete that version of the survey online but without a password. Both the Invitation and Open Link versions of the survey were closed at midnight on May 16.

Responses from both versions of the survey were generally similar. As a result, much of the discussion focuses on the responses obtained using both methods of data collection. This provided the broadest cross-section of community opinion. However, the controlled Invitation group of respondents was also carefully tracked. The Appendix to this report contains a summary of survey responses dating back to 2005; it includes only responses from the Invitation (or random sample in 2005 and 2007) responses in order to establish directly comparable survey results.

The 2014 Community Survey is one of a number of public outreach efforts conducted by the Town. It is important to recognize that the survey is considered a tool for gathering input rather than a vote or a referendum on the many topics 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 three major areas of discussion. First, a demographic profile of respondents is presented. Then, a number of issues and topics of community importance are explored. This section of the report focuses on policy-related questions that were identified to be of interest to decision makers and the community at large. Then, ratings of Town departments and services are presented using questions that allow comparisons to past surveys. Taken together, these responses provide a means of benchmarking the delivery of services over time.

KEY FINDINGS FROM THE 2014 COMMUNITY SURVEY

As noted above, this report is divided into three major sections: Demographics, Policy Discussions, and Ratings of Facilities and Services. Selected findings from each of these subject areas include:

The Demographic Profile of Respondents

The survey contained a number of demographic questions that provide a snapshot of the community, and are used to probe and analyze input from respondents. The total number of survey responses was up slightly this year (779 compared to 677 in 2012, the last time the survey was conducted). The improved participation was the result of increased publicity and outreach for the survey. In general, the demographic profile of respondents is similar to past years, but with slightly more representation from part-time and younger residents. The differences in opinions of these two segments are explored in detail where they are helpful in explaining opinions on a particular topic.

Additionally, survey responses were broken out by other subsets of respondents including: location of residence within Vail, age cohort, and whether respondents were registered to vote. For the most part, the segmentation did not show large differences of opinion among residents; however, there are areas where differences exist such as ratings of bus service by where one lives, or opinions on marijuana and environmental policies by age group.

Policies and Priorities

Right Direction or Wrong Track. Respondents began the survey by indicating their opinions regarding the general state of Vail. This 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 gotten off on the wrong track?” This year, about 64 percent of respondents said the TOV is going in the “right direction” (compared to 70 percent in 2012) and 22 percent of respondents indicated Vail is on the “wrong track” (compared to 18 percent in 2012). While there are fewer residents indicating that Vail is going in the right direction this year compared to 2012, the results are still more positive than they had been in 2010 (58 percent “right direction” and 28 percent “wrong track”) and 2007 (58 percent “right direction” and 20 percent “wrong track”). As explained below and in the full report, we believe some of the decline is attributable to the golf course lawsuit and publicity concerning various aspects of the situation.

Government Accountability and Outreach. The survey contained several new questions designed to probe satisfaction with the Town’s effort to provide information to citizens, offer public engagement opportunities, and be collaborative in decision-making processes. The responses to these three questions were relatively low compared to ratings of other areas of Town services. Specifically, the area of collaboration was viewed with lower satisfaction, 12 percent “very dissatisfied” and 18 percent rating satisfaction a “2” out of 5. While part-time residents expressed slightly more negative ratings on this question, the responses from both full- and part-time residents were similar. Registered voters were generally more likely to be dissatisfied (32 percent) compared to those not registered (23 percent).

Clearly, this year’s survey indicated that public engagement and collaborative decision-making is an area of relative weakness at this time. The open-ended comments provide extensive background on the views of citizens. The golf course lawsuit was specifically mentioned by a number of respondents, as were other aspects of communications-related to decisions. While many comments were negative, there were also positive and constructive suggestions regarding information and communications that are called out in the report and that could be used to enhance current outreach.

This sequence of three questions may be used to provide new benchmarks for Town accountability that merit continued tracking by future community surveys. The quantitative measures, along with open-ended comments, provide an important starting point for further efforts to improve in this important area of governance.

Overall Priorities Based on a List of 11 Factors. The survey contained a number of questions related to topics of policy or overall direction. These were explored in detail by examining both the quantitative (statistical) results, as well as the large number of open-ended comments that were received.

- Respondents were asked to evaluate eleven topics that are of interest to elected officials and staff, using a rating scale of 1 to 5 with 1 being “not a priority” and 5 a “high priority.” This question is similar but not identical to survey questions asked in both 2012 and 2010. The general conclusion is that priorities identified in the past remain top priorities in 2014. All of the topics or categories that were evaluated received ratings above 3 on the five-point scale and all received over 50 percent of responses earning a rating of 4 or 5. In other words, all of the priority areas evaluated are of importance or priority to the community. It is notable that “Actions to improve Vail’s appeal as a well-rounded community” was also top rated last year by a large margin (33 percent) while this year it led with 26 percent of responses. This message continues to resonate. The following is a list of top rated priorities in rank order:
 - Actions to improve Vail’s appeal as a well-rounded community
 - Economic vitality
 - Budget and capital management
 - Parking (based on adding the results from the three parking-related questions concerning opportunities for residents, visitors and guests and employees)
 - Environmental sustainability

Vail Town Council's Long-Term Goals. The block of Priorities questions was followed by a statement of the Town Council's long-term goals, with the opportunity to comment. Concerning Vail as a "balanced community," some respondents indicated that this was a good goal, while others asked what this meant, or requested more metrics to measure the goal. Some provided their own definitions with mention of affordable housing, age diversity, and building a "middle class." As in past studies, the tension between a tourism orientation and the values of residents (both long-term and newcomers) was expressed by some – this theme relates to various aspects of balancing sometimes divergent needs and expectations. In general, the survey responses suggest that the Council's Long Term goals are consistent with the 11 priorities that were measured in the questions described above, but that the specifics of what these goals mean will require continued attention and refinement, particularly in light of some of the survey findings concerning communications and transparency (which will be explored later in this report).

Environmental Policies and Priorities. The survey contained a large block of questions that explored various aspects of environmental policy. Note that "Environmental Sustainability" was identified as a top priority by about one in ten survey respondents (see discussion above), an indication of importance but not at the top of the list in terms of overall considerations from the community. Based on the environmental questions, the general conclusion is that there is strong support for protecting Gore Creek, both in terms of water quality and quantity, with this support extending to increased education and potentially regulations. The survey also showed relatively strong support for waste and recycling efforts, with both year-round and part-time residents indicating similar 75 percent support levels. However, the ratings of other environmental priorities showed less clear consensus. For example, restricting plastic bags had relatively lower support from part-time residents, as did the topic of climate change/reduced snowpack. But this group was particularly likely to identify I-70 noise as a priority. In addition to differences by resident type, there were also differences by age groups with younger residents much more attuned to environmental concerns and priorities. This finding is notable and deserves attention as the Town considers the opinions and needs of younger residents as an element of long-term planning and positioning.

Retail Marijuana Sales and Clubs. The survey contained questions concerning opinions on retail marijuana sales in the Town. Overall, the majority of respondents are not in favor of retail sales (57 percent not in favor, 30 percent in favor, and 13 percent undecided) when responses are considered as a whole. There was some difference on this question between the responses from the Invitation version of the survey (28 percent support) and the Open Link version (34 percent). There were very strong differences in opinion on this question based on age, with strong support (69 percent in favor) among those respondents under 34 years. Conversely, there was only 14 percent support among those 65 and over. The survey also examined support for a recreational marijuana club where consumption of marijuana products would be permitted on the premises. This option received slightly less support overall (28 percent) than for a retail establishment. Similar to the responses on the retail establishment, young respondents were much more favorable.

Among those that were in favor or uncertain about a retail business or club, the strongest support would be to locate such facilities in West Vail. Both Vail Village and Lionshead received similar levels of support to one another as a location. Once again, the survey data show differences by segments that deserve attention as the Town looks to the future.

Big Ideas for Vail in the Next Three to Five Years? Another open-ended question asked community members to look three to five years into Vail's future to suggest "Big Ideas" they would like to see pursued by the Town. Respondents offered a variety of thoughtful, interesting and constructive suggestions that are best reviewed by considering the verbatim results. However, many common themes were apparent. A quantitative analysis of these comments was conducted, in which comments were grouped into topic categories and these results are graphed in the report.

- The most-mentioned comments suggested changes and improvements to parking (about 15 percent of responses when tabulated). Not only did these comments encourage more parking, but they also touched upon more free parking, areas which could be utilized for skier parking, and suggestions of transportation options to reduce reliance on using a personal vehicle. Parking as a common theme was closely followed by comments which addressed I-70 (including construction of under/overpasses, burying I-70, and addressing noise issues). Events were also frequently mentioned (with specific ideas for actual events, as well as suggestions for events which may align with Vail's image). Other transportation-related topics such as a train or light rail from Vail to Denver were identified by about one in ten respondents. A similar number suggested various ideas related to a focus on the environment and sustainability. Other less common but consistent themes included: hosting the Olympics, stopping or slowing down development of the Town, renovating existing infrastructure, and improvements to the ski experience such as adding lifts.

"What's Missing in Vail?" Respondents were additionally asked what they would like to have available in Vail that is not already there. Responses ranged widely, but when evaluated the most identified ideas included:

- More parking (and/or more affordable parking)
- Grocery store (most often mentioned for Vail Village area with many suggestions of a natural foods store, with Natural Grocers and Whole Foods called out by name)
- Pool (indoor and outdoor)
- Recreation center
- Affordable goods and services including housing, restaurants, shopping, and movie theater

A notable aspect of the suggestions is that they were so wide-ranging. No single facility or service dominated, and while this question received over 400 open-ended responses, there were relatively few deficiencies identified. Also, the fact that few summer enhancements were called out may deserve attention – based on the opinions of survey respondents there appears to be little lacking in Vail, either in summer or winter.

Events. Vail has emphasized events as a component of economic development as well as to respond to community desires for entertainment and activities. A 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 84 percent of respondents rate the experience positively, a 4 or 5 on a five-point scale, similar to 2012 (85 percent). These high ratings are expressed by both year-round and part-time residents alike.

Most respondents, when asked, indicate that the Town holds “about the right number” of events (74 percent). Twelve percent indicate there are too many events while 14 percent think there are too few. When compared to community response from the 2012 survey, opinions are generally unchanged. The surveys also indicate high satisfaction for a variety of aspects of events that were evaluated: overall quality, ease of access, and bus transportation all have high satisfaction, but there is lower satisfaction with parking availability during events.

The Events questions resulted in a number of open-ended comments that included both positive and negative sentiment. On the positive side, respondents appreciate the diversity and quality of events, especially in summer. Others complained about crowding, noise and specific events (including Spring Back to Vail in 2014. Note that the survey was in the field at the time Spring Back occurred).

Parking. Concerns, ideas and constructive suggestions are all obtained through the sequence of parking-related questions on the survey. Parking is discussed in detail in the Ratings section of this report but it is also a recurring theme in terms of community priorities (see the discussion above), Big Ideas, and an area where quality of the visitor and resident experience is found to be lacking.

A series of quantitative questions were asked with regards to parking, including whether there is enough parking in the Town of Vail. Most respondents (68 percent) said “no,” there is not enough parking, with 8 percent “uncertain.” Those employed in Vail but living elsewhere were particularly likely to report there is not enough parking (83 percent).

Parking passes were evaluated. About three-quarters of respondents do not own such a pass or card. Satisfaction is relatively high with the pass or card products, with 67 percent of respondents who own a product saying they are “Very Satisfied” —4 or 5—up from 58 percent in 2012.

Other parking ratings showed very positive satisfaction with “Free after 3:00” and “Two hour free” parking programs (a new question this year); 94 and 88 percent of respondents provided a rating of 4 or 5, respectively. Various aspects of parking operations received high ratings (booth attendant courtesy, structure cleanliness over 60 to 80 percent respectively). However, fees/pricing structure continue to receive low satisfaction ratings (only 34 percent provided a rating of 4 or 5, while 39 percent provided a rating of 1 or 2). Frontage Road improvements for safety and convenience (paving, shoulder widening, sidewalks, bus stop)—a new category this year—received a 69 percent high satisfaction rating.

Ratings of Departments

As with past surveys, Town departments were rated across a number of different measures (questions). In general, results were very positive with high levels of satisfaction and notable areas of improvement across all departments. The overall satisfaction levels with Town services and programs are high and continue to improve—a very positive finding from the 2014 version of the Community Survey.

DEMOGRAPHIC PROFILE OF RESPONDENTS

The survey contained a number of demographic questions, the results of which are used to understand input from respondents. Unless otherwise noted, the narrative description of results will focus on the combined responses from the Invitation and Open Link respondents. Overall, community response to the 2014 Survey is representative of a wide range of views—younger and older community members, families with children at home and those without, renters and owners, and more recent as well as longstanding members of the community (including year-round and part-time residents).

Respondent Profile. More than half of all respondents identified themselves as year-round residents, living in Vail 11 or more months out of the year (55 percent). An additional 37 percent of respondents are part-time residents, followed by 8 percent of respondents who live elsewhere (mostly made up of those that work in town but live down-valley). While full-time and part-time residents have the most prominent representation within the survey results, feedback from those who work in Vail, or receive their mail there, rounds out the perspective of the town experience.

**Table 1
Resident Profile**

<i>Which of the following best describes you?</i>	Total All Sources	Survey Version	
		Invitation Link	Open Link
Year-round resident (11+ months/year)	55%	52%	60%
Part-time resident	37%	44%	23%
Employed in the town of Vail but don't live there	5%	2%	11%
Get mail in the town but don't live or work there	1%	1%	2%
Non-resident owner of business/commercial property	2%	1%	3%
n=	646	441	205

Employment Status. Most respondents work 8 months or more a year in the Vail Valley (45 percent). An additional 21 percent are currently employed outside of the local area, closely followed by 19 percent who are retired. Five percent of respondents work 7 months or fewer in the Vail Valley, 3 percent are homemakers, and 7 percent identified their employment status as “other.” There were some differences in employment profile between Invitation and Open Link respondents as summarized below.

**Table 2
Employment Status**

<i>Which of the following best describes your employment status?</i>	Total All Sources	Survey Version	
		Invitation Link	Open Link
Work 8 months or more a year in the local area (Vail Valley)	45%	37%	62%
Work 7 or fewer months a year in the local area (Vail Valley)	5%	6%	4%
Currently employed outside of the local area	21%	25%	12%
Retired	19%	20%	15%
Unemployed and/or looking for work	0%	1%	0%
Homemaker	3%	3%	2%
Other	7%	8%	5%
n =	648	442	206

Location of Residence in the Town of Vail. Nearly a third of all respondents live in East Vail (30 percent). The next most reported locations of residence include Potato Patch, Sandstone (12 percent), West Vail (11 percent), Intermountain (9 percent), and Vail Village (9 percent).

Table 3
Location of Residence

<i>If your residence is either year-round or seasonal within the Town of Vail, where?</i>	Total All Sources	Survey Version	
		Invitation Link	Open Link
East Vail	30%	31%	29%
Potato Patch, Sandstone	12%	13%	7%
West Vail (north of I 70)	11%	12%	7%
Intermountain	9%	8%	11%
Vail Village	9%	7%	13%
Buffehr Creek, Lionsridge, the Valley	7%	6%	11%
Matterhorn, Glen Lyon	6%	6%	7%
Booth Falls and Bald Mountain Road areas	4%	4%	2%
Golf Course	3%	4%	2%
Lionshead	3%	3%	5%
Other	3%	3%	4%
Vail Commons/Safeway area	2%	2%	2%
Booth Creek/Aspen Lane	1%	1%	0%
Not a resident of the town of Vail	0%	1%	0%
n =	479	388	91

Own or Rent. A majority of respondents own their residence (83 percent), rather than renting (17 percent). Ninety-seven percent of part-time residents own their residence, while 75 percent of year-round residents own their homes.

Length of Time in Vail. Overall, most respondents have lived or owned property in Vail for a number of years. About 25 percent have lived in town for 6 to 15 years and 49 percent have lived in town for at least 15 years. Seven percent are new to Vail, having lived in town for less than a year, and 19 percent have lived in Vail for 1 to 5 years.

Table 4
Own or Rent and Length of Time in Vail

		Total All Sources	Survey Version	
			Invitation Link	Open Link
Do you own or rent your residence?	Own	83%	87%	73%
	Rent	17%	12%	26%
	Other	1%	1%	0%
	n =	641	437	204
How long have you lived within the Town of Vail (or owned property if a non-resident)?	Less than 1 year	6%	7%	5%
	1-5 years	16%	19%	9%
	6-15 years	22%	23%	21%
	More than 15 years	44%	49%	35%
	Not applicable	12%	3%	31%
	n =	642	439	203

Business Ownership. Approximately 14 percent of respondents own or operate a business within the Town of Vail.

Voter Registration. The sample is split almost evenly relative to whether the respondent is a registered voter in Vail. Forty-six percent of respondents are registered to vote and 56 percent are not.

Table 5
Business Ownership and Voter Registration

		Total All Sources	Survey Version	
			Invitation Link	Open Link
(IF RESIDENT) Do you own or operate a business within the Town of Vail?	Yes	14%	14%	13%
	No	86%	86%	87%
	n =	502	366	136
Are you a registered voter in Vail?	Yes	46%	52%	33%
	No	54%	48%	67%
	n =	631	436	195

Household Profile. There was relatively even distribution of household types among respondents. The highest share of respondents are empty-nesters with children no longer living at home (31 percent), closely followed by couples without children (26 percent). Near equal shares of respondents are either singles without children (22 percent) or households with children at home (21 percent).

Gender. There was near equal response among males and females (51 and 49 percent, respectively).

Age of Respondent. The average age of all respondents is 54.3. Approximately 12 percent of respondents are under age 35, 62 percent between the ages of 35 and 64, and 25 percent aged 65 or older.

Table 6
Household Profile, Gender, and Age

		Total All Sources	Survey Version	
			Invitation Link	Open Link
Which of these categories best describes your household status?	Single, no children	22%	20%	25%
	Couple, no children	26%	27%	23%
	Household with children living at home	21%	20%	23%
	Empty-nester, children no longer at home	31%	32%	29%
	n =	640	437	203
Are you:	Male	51%	53%	47%
	Female	49%	47%	53%
	n =	634	432	202
Age of Respondent	18 - 24	1%	1%	1%
	25 - 34	12%	9%	17%
	35 - 44	14%	12%	18%
	45 - 54	19%	19%	19%
	55 - 64	29%	32%	23%
	65 - 74	19%	20%	18%
	75 or older	6%	7%	3%
	Average	54.3	55.7	51.2
n =	617	422	195	

Note that an important purpose of the demographic questions summarized in the preceding section is to provide a means to segment (or “crosstabulate”) responses to other survey questions, including those presented below. Tables that break survey responses down by age, gender, household makeup, length of time living in Vail, and voter registration have been presented to the Town under separate cover. They provide a means of exploring opinions in greater detail than simply looking at the total responses to a particular question.

EVALUATION OF TOPICS OF POLICY AND BROAD COMMUNITY INTEREST

Community Priorities

Respondents were asked to evaluate eleven priority topics based on a scale of 1 to 5 with 1 being “not a priority” and 5 a “high priority.” This question is similar but not identical to survey questions from both 2012 and 2010. The general conclusion is that priorities identified in the past remain top priorities in 2014. All of the topics or categories that were evaluated receive ratings above 3 on the five-point scale and all received over 50 percent of responses earning a rating of 4 or 5 (see Figures 1 and 2). The averaged results are compared below, where applicable.

Table 7
Priorities for Town Focus

	2014	2012	2010
Budget & capital management	4.5	4.4	4.4
Transportation needs	4.4	4.2	4.1
Actions to improve Vail as a well-rounded community	4.3	4.2	4.0
Economic vitality	4.3	4.3	4.4
Guest relations and customer service	4.1	4.1	4.3
Environmental sustainability	4.0	3.8	3.5
Parking opportunities for visitors and guests	3.9	Not Asked	Not Asked
Parking opportunities for residents	3.8	Not Asked	Not Asked
Parking opportunities for employees	3.7	Not Asked	Not Asked
Focus on housing for middle income workers	3.6	3.5	Not Asked
Focus on housing for service workers	3.6	3.5	Not Asked
Parking	Not Asked	4.0	4.5

This year, respondents rated most of the areas as a higher priority than they had in 2012 or 2010. Economic vitality and guest relations are the only areas which have slightly lessened in priority since 2010, but remain identical to 2012. This year, parking was broken out into three distinct categories. Each of the categories received lower average satisfaction ratings than parking did in general in 2012 (4.0) or 2010 (4.5).

This year, parking was probed in greater detail than in the past in order to identify which segment of users should receive most attention. Parking opportunities for visitors and guests earned the highest average priority rating among the three parking categories, although the needs of residents and employees are closely identified as priorities. Open-ended comments continue to express significant concerns about parking needs in Vail, especially during peak times.

As explored in the graph below, all areas were considered of significant priority. Budget and capital management had 90 percent of respondents providing a rating of 4 or 5—“High Priority.” Transportation needs (87 percent), economic vitality (82 percent), and actions to improve Vail’s appeal as a well-rounded community were also perceived as high priority issues. Meanwhile, focus on housing

for middle-income workers (55 percent) and service workers (57 percent) received slightly lower ratings of importance among all respondents, but with over 55 percent rating housing as a priority.

Figure 1.
Level of Priority Ratings for Community Issues
Percent 4 & 5 (High Priority) vs. 1 & 2 (Low Priority)

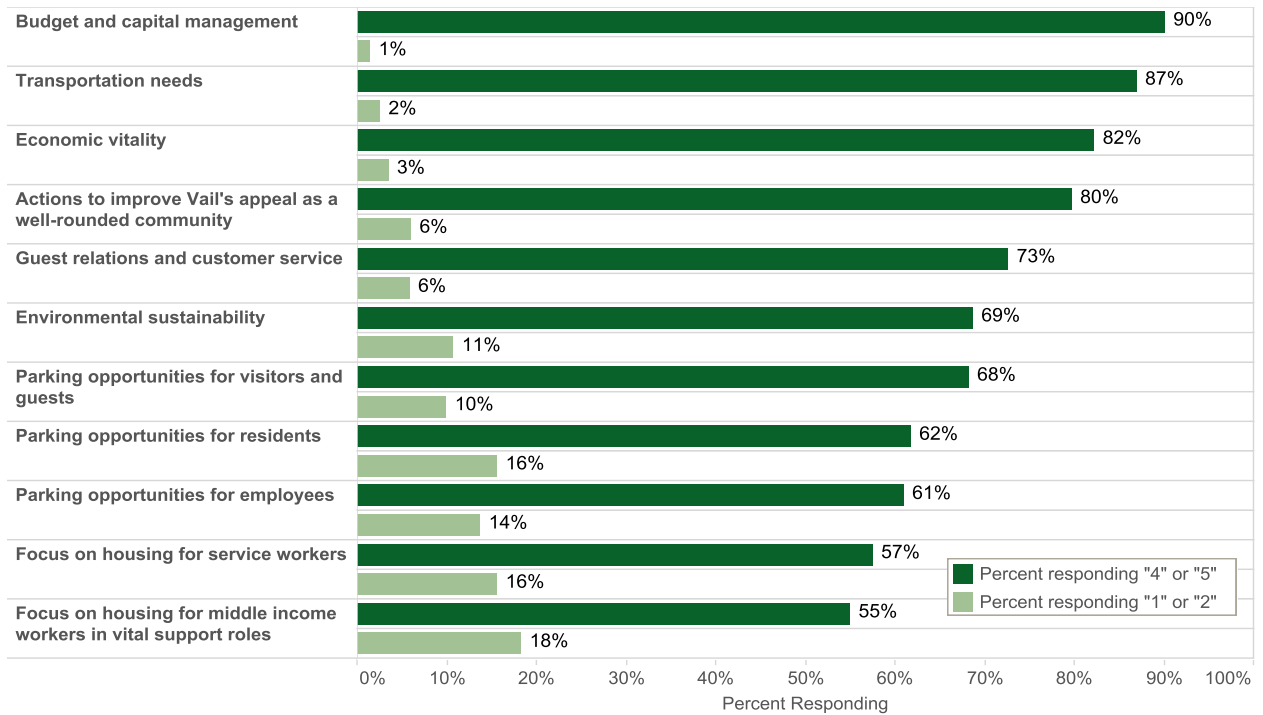
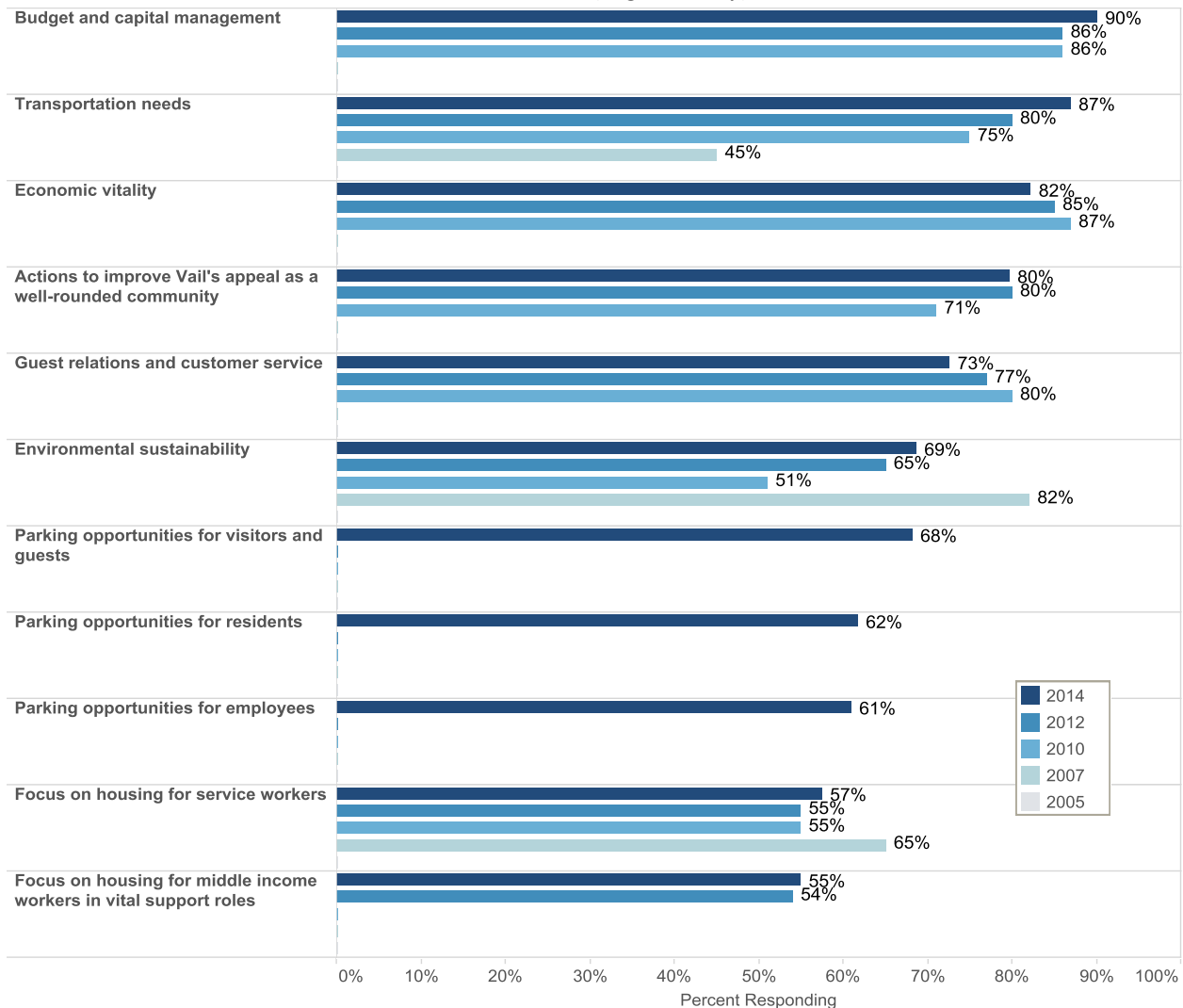


Figure 2.
Level of Priority Ratings for Community Issues
Percent 4 & 5 (High Priority)



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 26 percent of respondents. This was a full 9 percentage points more than the next most identified category and is similar to 2012 when it received 33 percent of the responses for the top rating. Clearly, this message continues to resonate with the Vail community.
- Next most identified were two economic issues, “Economic vitality” and “Budget and capital management,” at 17 percent each.
- Questions about parking were asked in a new format this year. Specifically, the priorities for parking were broken into three groups: parking opportunities for residents, for visitors and guests, and for

employees. When taken together, these three categories become the fourth most identified overall priority for the Town.

When this question is assessed by resident type, results show that the top three priorities are the same regardless of whether the respondent is a year-round resident or a part-time resident. However, year-round residents do seem to place slightly more emphasis on environmental sustainability (10 percent) and focus on housing for middle income workers (11 percent) than do part-time residents. Those who are employed in the town but don't live there put more emphasis on environmental sustainability (17 percent) than other resident types.

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 survey version and age cohort. 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.

**Table 8
Top Priorities by Resident Type**

What one area from the list below is your highest priority?	Total All Sources	Survey Version		Which of the following best describes you?				
		Invitation 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
Actions to improve Vail's appeal as a well-rounded community	26%	26%	28%	25%	29%	7%	33%	46%
Economic vitality (investing in facilities, services)	17%	20%	12%	14%	21%	28%	56%	15%
Budget and capital management (keeping Vail fiscally healthy)	17%	18%	14%	16%	20%	10%	11%	15%
Environmental sustainability (waste and energy conservation)	9%	8%	9%	10%	5%	17%	0%	8%
Focus on housing for middle income workers)	7%	5%	9%	11%	2%	7%	0%	0%
Parking opportunities for residents	7%	7%	8%	8%	5%	3%	0%	0%
Transportation needs (bus service - local and regional)	6%	5%	8%	5%	5%	10%	0%	8%
Parking opportunities for visitors and guests	4%	3%	6%	5%	5%	7%	0%	0%
Guest relations and customer service	3%	3%	2%	2%	4%	7%	0%	0%
Focus on housing for service workers	2%	2%	2%	2%	3%	3%	0%	0%
Parking opportunities for employees	2%	2%	3%	3%	1%	0%	0%	8%
n =	699	460	239	342	239	29	9	13

Top priorities differed by age cohorts, as shown in Table 9 below. Those under age 35 were most likely to identify “focus on housing for middle income workers” as the top priority (27 percent). These respondents were also the most likely of all the age cohorts to indicate that “environmental sustainability” was one of the top priorities (15 percent). Respondents age 65 or older were the most likely of all the age cohorts to value budget and capital management (23 percent).

**Table 9
Top Priorities by Age**

What one area is your highest priority?	Total All Sources	Survey Version		Age of Respondent			
		Invitation Link	Open Link	Under 35	35 to 54	55 to 64	65 and older
Actions to improve Vail's appeal as a well-rounded community	26%	26%	28%	15%	24%	28%	34%
Economic vitality	17%	20%	12%	16%	22%	20%	11%
Budget and capital management	17%	18%	14%	5%	16%	18%	23%
Environmental sustainability	9%	8%	9%	15%	10%	6%	5%
Focus on housing for middle income workers	7%	5%	9%	27%	7%	4%	1%
Parking opportunities for residents	7%	7%	8%	7%	6%	4%	9%
Transportation needs	6%	5%	8%	7%	2%	8%	6%
Parking opportunities for visitors and guests	4%	3%	6%	3%	4%	6%	5%
Guest relations and customer service	3%	3%	2%	1%	1%	3%	5%
Focus on housing for service workers	2%	2%	2%	3%	4%	2%	1%
Parking opportunities for employees	2%	2%	3%	3%	4%	2%	1%
n =	699	460	239	75	201	179	149

Comments on Town of Vail’s Long-Term Goals

A new question this year provided respondents with the following prompt:

The Vail Town Council’s Long-Term Goals and Initiatives for 2014 through 2022 focus on these primary areas:

- ***Improve economic vitality***
- ***Grow a balanced community***
- ***Continually elevate the quality of the experience***

Respondents were then asked to provide comments for the Town Council regarding these goals. Several different themes emerged within the comments provided, which will be explored below. For a complete list of comments click here: ([VIEW COMMENTS](#)).

Examples:

- *Good goals. We need to figure out what the next generation of visitor/guest is looking for and how to attract that market.*
- *Keep focused on published and established goals, don’t get side tracked.*

- *Make a special effort to reach out to the community with your plans. Do not expect the Tuesday night meetings to be the connection to the public.*
- *Re: Town Council, their job is not easy and I admire the folks who have requested to be on the Town Council. Not something I could do, so thank you everybody.*
- *Talk to the residents, create round table discussions over a cup of coffee, hear what people need – don't just assume based upon an expensive consulting report.*
- *The items listed are too general to comment on.*
- *These are excellent goals for the town to pursue.*
- *These are very vague goals. Without specific metrics it is impossible to make meaningful comments. This is a bunch of nice speak, but is without any content.*
- *You've got your work cut out for you!*

There were numerous comments on the goal of “growing a balanced community” as well as the priority of “improving Vail’s appeal as a well-rounded community.” While some respondents asked for more specifics about what is meant by a “balanced” or “well-rounded community,” many others offered interpretations of their own. Themes included affordability, families, sense of community, inclusion, property values and relevance, among others. Examples:

- *A balanced community is a nice thought, though I'm not sure possible. There is such a divide among those that can afford a home here, and those that work hard in order to live here but can't afford to buy a home.*
- *A balanced community will mean that fair prices and updated housing will always need to be accessible to the public.*
- *As an employee of Vail, I find it a slap in the face to buy a parking pass and not be able to use it on a Friday, Saturday and Sunday. These are high busy times for the town and employees are most important on these days and you make it the most difficult for them to find parking or have parking in a less stressful way...*
- *For me balance is not just between tourists and residents, but also between long-term residents and newer residents. It is very hard to become integrated in Vail as a newcomer. Even organizations who say they want new volunteers do not really seem to want them. If you haven't been here 20 or 30 years, you are excluded and not really welcomed.*
- *Hope 'Grow a balanced community' means pursuing affordable housing options for people who work in Vail. I would love to someday live in the town I work in to lessen my footprint on the environment.*
- *I just feel that the people who work in community here in Vail are at a huge loss in terms of being able to afford to actually live here. Rents/housing prices are high, costs of living are extremely high so it is difficult to keep people around because they cannot afford to work and live here.*
- *I see no value in growing a 'balanced community.' This appears to have been a goal for many years and in my opinion has never offered any value to the community. We are a resort community that should cater to the needs of our visitors. I see no reason to morph the community into something that someone thinks is 'balanced.'*
- *I wish there were a swimming pool for residents.*
- *I would love to see a more balanced community. My son will attend Red Sandstone and we have very few children in our West Vail neighborhood who will attend school with him.*

- *I would love to see the action for 'grown a balanced community'. As a young family, I see so many in my shoes moving down valley and I honestly can't blame them. I find myself constantly defending my decision to stay in Vail and would love to see how this will actually be supported and implemented. I think it is important to create an inviting and supportive atmosphere for those who are working on community projects instead of an intimidating and condescending approach. We are all on the same team and trying to work toward common goals.*
- *Indoor facility, such as the Edwards Fieldhouse.*
- *It's time to build a middle class in Vail.*
- *Make sure that the Council members understand what is affordable housing. It is NOT in the \$500,000 range.*
- *Most locals don't feel Vail wants a balanced community – the areas that locals live in (Matterhorn, East Vail, Intermountain) do not get serviced like the town services the second homeowner areas. We get less plowing, gravel, police protection, dog control, street cleaning. We are treated like second class citizens and that makes moving down valley more desirable.*
- *[Part time resident:] When focusing on a 'balanced community,' please remember that people who have invested in expensive real estate in Vail want to ensure their properties retain their value over time. Don't trade Vail's positive reputation for a lesser quality just to try to create a 'balanced community.'*
- *[Part-time resident:] Work on I-70 transportation/traffic. Put up sound barriers.*
- *Please make sure that ordinary people can afford to live and work in Town of Vail.*
- *Try to have some events that are directed towards residents like the summer picnics and Annual Town meetings at Donovan, get more of all residents to attend with a better mix. Maybe have Council personally invite unknowns to come.*
- *Vail is losing its essence as a real town and becoming more of a resort instead. Keep the local school here and focus on keeping an economically diverse population within the city limits.*
- *Vail once had a 'community' feel. Now it has a 'corporate' feel. Bring back the local charm with locals, not temporary employees that are underpaid and have no roots here. The local community is undervalued and you must respect the 'top soil your Big Tree is growing in', or you will lose the magic. Stop gouging locals and guests with outrageous prices for mediocre goods and service. Thank goodness for the free concerts at Ford Park in the summer. They truly keep the local fire alive, as well as offer the guests something they can enjoy for free.*
- *Vail will always struggle with creating a balanced community due to 'highest and best' demands for land/residential/commercial space. This is an area where partnering with entities outside the town boundaries could float all boats, so to speak.*
- *Well rounded? Really? Thank god for Bravo or there would be nothing. It has become a snowboarders paradise where drinking and drugging is an embarrassment. We have zero for 35-55 yr. olds who do not wish to eat \$\$\$ or drink.*

On the topic of economic vitality, respondents offered a wide range of comments, including those who said the town should be careful to weigh the long-term benefits of its decisions over short-term gains. Examples:

- *After 'crowds' leave in 2015, how do we keep all our new facilities and amenities looking new? In Austria, I was told that most properties reinvest up to 10% of their annual revenues back into the*

property. As a result, the town looks brand new. We need to figure out how to manage traffic without more asphalt – most roads too wide as they are and lack character.

- *Assistance to locally owned businesses.*
- *Continue to improve Vail's public facilities (i.e. Clubhouse, ice arena, etc.)*
- *Don't let economic greed take over the charm of this town. Mountain town 'charm' is hard to come by and over-exposing this gem would do detrimental effects to this valley.*
- *Economic stability with a balanced growth provides for future development.*
- *Economic vitality keeps all of Eagle County supported and is the engine that drives the region. We need to do more to support the airport's growth and bring in some lower cost carriers who can offer more competitive pricing for the region.*
- *I am skeptical about the economic benefits of the golf course 'improvements.' I think you will sink a lot of money into this project, hurt the local environment and the value of many properties, and not realize a financial gain.*
- *Improve ideas to bring the destination traveler back.*
- *[Part time resident:] The biggest challenge I see is managing Vail's popularity to maintain economic vitality without additional overcrowding.*
- *[Part-time resident:] Bring in some affordable restaurants.*
- *[Part-time resident:] To improve economic vitality, the TOV should not have so much red tape.*
- *Though I believe economic vitality should be of paramount importance, it does not mean always getting the greatest economic return at the expense of some other focus area (e.g. environment). Long-term economy will be more stable by balancing many (apparently) competing needs.*
- *West Vail Mall needs to be revamped, increasing its street appeal.*
- *While it is important to increase tourism, it is a problem to expect a crowd in town every week of the year.*
- *You MUST market the Vail Experience to the right people! Stop Spring Back to Vail Immediately! These disrespectful 16 to 25 year olds are destroying this town in many ways!*
- *You must start focusing on one of our biggest problems for our guests and that is the parking issue. Forcing people to park on the Frontage Road when we have run out of room in the parking garages is outrageous for people who have gone out of their way to come to Vail. They have other choices of places to go skiing, and we make it about as difficult for them as we possibly can...*

Comments about guest relations and customer service were offered as a means to keep Vail competitive. Examples:

- *Keeping Vail competitive means giving each guest an exceptional experience. Keep up the high level of customer service and find ways to improve it.*
- *Lower parking prices.*
- *[Part-time resident:] Add escalators to the transportation center, at least in the up direction.*
- *The guest is king!*
- *Vail's representation on Apple and Google maps is in its infancy. It is difficult to determine where you are on those maps; few businesses are shown, etc...make the picture of Vail more clear.*
- *Would like some kind of kiosk that is updated with information about what is going on in Vail on a daily, weekly and monthly basis to keep residents and guests better informed as to what one can do*

while in town. In this day, should be able to do electronically and then an app for phones, Ipads, etc. that also gives this.

Comments offered on the topic of environmental sustainability illustrated strong opinions from respondents. Examples:

- *Environmental sustainability should be the highest priority and decision-making for each of the three primary areas should be filtered through the lens of environmental sustainability. If the environment fails (water quantity and quality, air pollution and climate change, forests and fire) then it will be difficult to achieve the three primary areas the Town has selected.*
- *Growing a thoughtful environmentally viable balanced community, with all kinds of people of different economic levels is my idea of a good long term goal.*
- *In my opinion, the Town Council should not put a lot of focus on or funding into fashionable issues like 'sustainability' and leave those pursuits up to private individuals and groups.*

There were also comments about role of government in general:

- *Bigger is not better. Building size and height need to be reevaluated.... The town too cozy with developers and allowing rules to be pushed.*
- *Keep taxes low.*
- *Shrink the size and scope of government. All departments.*

“Big” Ideas

Another open-ended question asked community members to look three to five years into Vail’s future to suggest “big” ideas they would like to see pursued by the Town. Respondents offered a variety of thoughtful and interesting suggestions that are best reviewed by considering the verbatim results using the link below. However, many common themes were apparent. A quantitative analysis of these comments was conducted, in which comments were grouped into topic categories.

The most-mentioned comments suggested changes and improvements to parking (about 15 percent of responses when tabulated). Not only did these comments encourage more parking, but they also touched upon more free parking, areas which could be utilized for skier parking, and suggestions of transportation options to reduce reliance on using a personal vehicle. Parking as a common theme was closely followed by comments which addressed I-70 (including construction of under/overpasses, burying I-70, and addressing noise issues). Events were also frequently mentioned (with specific ideas for actual events, and more tailored event planning to align with Vail’s image). Other transportation-related topics such as a train or light rail from Vail to Denver were identified by about one in ten respondents. A similar number suggested various ideas related to a focus on the environment and sustainability. Other less common but consistent themes included: hosting the Olympics, stopping or slowing down development of the Town, renovating existing infrastructure, and improvements to the ski experience such as adding lifts. A few sample comments are listed below for the more common themes that emerged. For a complete list of comments click here: [\(VIEW COMMENTS\)](#)

Parking

- *3-5 years from now I would like to see parking improved. This is not 'big' like the World Cup, but it will be 'big' in cost. Parking is inadequate in Vail Village and even more of a problem at the hospital. Residents need to be able to access their town and their hospital.*
- *The parking charges are awful and they deter people from skiing there if they're not on the free bus route.*

I-70

- *Aggressively pursue the idea of putting I-70 underground from the East Vail exit to the West Vail exit. Yes, this project would be very costly, but the value of the land over the highway should more than offset the cost, the enhancement to the appeal of the valley cannot be overestimated. France, Italy, and Switzerland have undertaken similar projects with invaluable results.*
- *Less trash/noise from the highway. Environmental Footprint. Expanding the opportunity for the 'bike to work' crowd, easier access and less dodging through cars at roundabouts.*

Events

- *Increase economic viability by keeping and adding events that bring people into Vail. Investing in the Town's appeal to all different kinds of people, not just destination guests.*
- *More Events like Burton US Open, Mtn games in summer. Back to having concerts weekly to get locals more involved.*

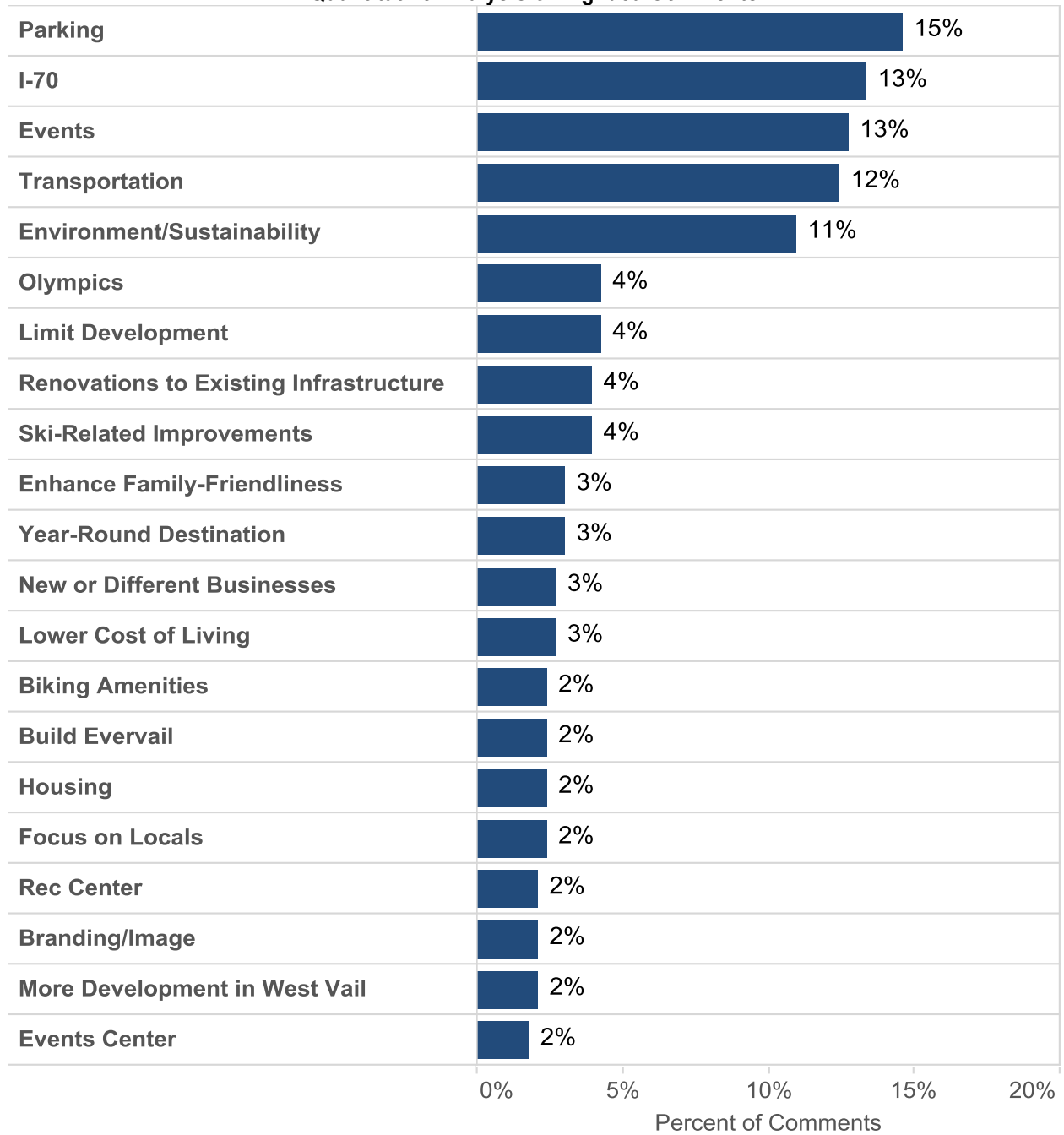
Transportation

- *Long-term transportation/traffic solution from Denver metro area.*
- *Work with the State and Feds on innovative transportation concepts. How to get people here more efficiently and effectively. Support entrepreneurship. Make Vail more appealing to new business - streamline regs, approvals, tax incentives, etc.*

Environment

- *ECO-tourism and not just the fake kind offered by Vail Resorts. I want to see Town of Vail step up. I'd like to see the TOV become more active in supporting the Wilderness area that surrounds the town. Eagles Nest and Holy Cross are an often time over-looked asset of what make Vail so special.*
- *Water bottle filling stations in town, a campaign to increase the environmental awareness.*

Figure 3.
Quantitative Analysis of Big Idea Comments



Future Amenities and Services

Respondents were additionally asked what they would like to have available in Vail that is not already there. Responses ranged widely, but when evaluated the most identified ideas included:

- More parking (or more affordable parking)
- Grocery store (most often mentioned for Vail Village area with most suggesting a natural foods store such as Natural Grocers or Whole Foods)
- Pool (indoor and outdoor)
- Recreation center
- Affordable goods and services including housing, restaurants, shopping, movie theater

A review of the full set of open-ended comments provides additional insights on potential future amenities and services. ([VIEW COMMENTS](#))

Recreational Marijuana

A series of questions explored respondents' opinions concerning the availability of recreational marijuana in Town, starting with, "Would you be in favor of the Town of Vail permitting a recreational marijuana *business* in the town?" Most respondents reported "No" (57 percent), followed by 31 percent who said they were in favor. An additional 13 percent of respondents were uncertain. Support for permitting a recreational marijuana retail business varied considerably by age. Those under age 35 were most in favor of such an effort (68 percent), compared to 29 percent of respondents age 35 to 54, 27 percent 55 to 64, and 14 percent 65 and older.

Table 10
Opinions Concerning Recreational Marijuana Retail by Age

<i>Would you be in favor of the Town of Vail permitting a recreational marijuana retail business in the town?</i>	Total All Sources	Survey Version		Age of Respondent			
		Invitation Link	Open Link	Under 35	35 to 54	55 to 64	65 and older
Yes	31%	29%	34%	68%	29%	27%	14%
No	57%	60%	50%	24%	54%	60%	75%
Uncertain	13%	11%	16%	8%	16%	14%	11%
n=	713	468	245	76	201	181	156

Response patterns also differed depending on respondent type. Year-round residents showed notably more support for a recreational marijuana business (36 percent indicated "yes") than did part-time residents (18 percent). Non-resident owners of business/commercial properties showed the greatest support for recreational marijuana (46 percent) of all the respondent types, apparently recognizing the potential economic benefits of such businesses.

Differences also emerge when responses are evaluated by whether or not the respondent is a registered voter in the Town of Vail. Community members who are registered to vote are more supportive of

permitting a recreational marijuana business (34 percent) than those respondents who are not registered to vote (25 percent).

Table 11
Opinions Concerning Recreational Marijuana Retail by Resident Type

<i>Would you be in favor of the Town of Vail permitting a recreational marijuana retail business in the town?</i>	Which of the following best describes you?				
	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
Yes	36%	18%	23%	44%	46%
No	52%	69%	47%	56%	54%
Uncertain	12%	14%	30%	0%	0%
n=	351	240	30	9	13

The following survey question probed support for a recreational marijuana *club* in town, where consumption of marijuana products on the premises is permitted. Overall, responses for this question were very similar to those for the previous question regarding a marijuana business, albeit showing slightly less support. Twenty-eight percent of all respondents were in favor, 58 percent opposed, and 13 percent were uncertain. Responses were also nearly identical to the recreational marijuana business question with regards to opinion by age cohort. Again, year-round residents (33 percent) showed twice as much support as did part-time residents (16 percent). Forty-two percent of non-resident business/commercial property owners supported a recreational marijuana club. Overall, regardless of respondent type, responses were generally in opposition of recreational marijuana clubs.

Those who were in favor or uncertain were asked to indicate what commercial areas of town should be considered as locations for a marijuana retail business and a marijuana club. With regards to a *business*, West Vail was by far most identified (90 percent of respondents). However, 51 percent of respondents were in favor of Vail Village or Lionshead, respectively. As far as location for a *marijuana club*, West Vail was again most cited (77 percent). However, Lionshead (67 percent) and Vail Village (64 percent) were nearly equally favored.

While West Vail was the most suggested location across the board, respondents age 34 or younger were the most likely to suggest either Vail Village (63 percent) or Lionshead (61 percent) as a location for a recreational marijuana business. Those aged 54 or younger were more likely to suggest Vail Village or Lionshead as places for a recreational marijuana club. It is instructive to evaluate the open-ended comments by age cohort for additional insight into how opinion varies by age. In general, opinion turned more negative than positive among older cohorts of community members.

- *25 to 34 Although I am all for marijuana being legal, the main tourist areas (the Village & Lionshead) need to remain fairly family friendly. Having it available in West Vail gives tourists the opportunity to partake in marijuana tourism but keeps it out of the 'spotlight' of our main tourism areas.*

- 25 to 34 *I don't personally have any interest in recreational marijuana but while working in a restaurant I've had customers ask me where they can buy it and why Vail doesn't have it. There is obviously a market for it.*
- 25 to 34 *I think that the recreational marijuana business is going to bring in quite a bit of revenue and guests from out of state. It seems like the Town of Vail would profit by creating a high end experience for guests that are wanting to include that in their vacation.*
- 25 to 34 *I think consideration of retail marijuana and/or a marijuana club would help deter Vail's reputation of being the domain of the rich white man who is afraid of change, and wouldn't cause as much trouble as people seem to think.*
- 35 to 44 *Do you really think the recreational marijuana belongs in a place where people ski? That just goes against all logic. It is already dangerous enough on the mountain with people being sober, and too many people make bad decisions.*
- 35 to 44 *I support legalization of marijuana but I do not think it is Vail's image even though so very many people across all spectrums of the community are users. The police target bars at closing so they would target mj clubs and that is bad for business*
- 35 to 44 *I'm fine with the legalization, but as a resort town it will be very party-oriented if recreational marijuana can be obtained in town. I'm fine with it being bought elsewhere in the county, it just requires a little more effort.*
- 35 to 44 *This is a family resort just like Disney World, we don't need to bring that element into the town. Plenty of other towns offer these services, doesn't need to be Vail.*
- 35 to 44 *It's a slippery slope. I think having too many overtly stoned people is a big turn off. However it does bring in tax revenues. Very hard to keep a balanced line.*
- 45 to 54 *Absolutely no pot in Vail. That will degrade the 'safe and friendly family atmosphere'. No need for that in Vail. Adamantly against any legalized pot or facilitation of use.*
- 45 to 54 *I think Vail's brand image is one of its strengths, and pot outlets would diminish that.*
- 45 to 54 *Marijuana sales will only degrade the high standards that Vail offers. Many from all over the world come here and they do so without this kind of facility. I would see it as a downgrade.*
- 45 to 54 *Please keep marijuana shops and clubs out of Vail it does not meet our standards of being a family friendly community and in the long run will hurt our visitor base. If someone wants pot they can go to Eagle-Vail to get it!*
- 45 to 54 *Recreational marijuana is one of the greatest threats to the Vail Brand. Vail doesn't need to sell drugs to compete economically or otherwise. Just say no!*
- 55 to 64 *Allowing marijuana in Vail would be a catastrophe. The fact that Vail doesn't tolerate bad behavior and maintains a wonderfully safe atmosphere is one of the reasons visitors love it. We lovingly refer to Vail as our Disney World.*
- 55 to 64 *Doing so sends the message the Town succumbs to the lure of easy tax dollars, follows the voices of a few, has no long term vision as to the impact on the future of the Town, its residents, visitors, and most importantly children.*
- 55 to 64 *I am not totally against marijuana, but the legalization move was a big mistake that Colorado will live to regret. Vail should have no part of it!*
- 55 to 64 *I think we should take one step at a time and ask this question maybe a year or two down the road and maybe we can answer this in a more overall experience in the community as a whole.*
- 55 to 64 *This is an issue of safety that could endanger users, and those around them.*

- 65+ *Just say NO to marijuana. Keep Vail an upmarket, family and professional oriented resort.*
- 65+ *We don't need to be the 'Pot Head' ski capital of the Rockies as it will drive away families. That's what we have over Aspen...we are family orientated. That's our product, a family orientated ski area and the 'grass' will drive those families away.*
- 65+ *Marijuana would drive away desirable visitors and attract those who spend less and whose behavior is undesirable.*
- 65+ *Skiing and marijuana are a dangerous combination. That doesn't mean people don't ski when high, but let's not facilitate dangerous behavior.*
- 65+ *Have you lost your minds? Why would you even go there?*

A review of the open-ended comments reveals a wide range of opinions concerning recreational use and sales. Overarching themes included public health and safety, enforcement, family-friendly image of Vail, the guest experience, conflict between state and federal law, voter sentiment, proactive vs. reactive leadership approach, tax income, marijuana use compared to alcohol use, where to buy or consume marijuana, and letting this type of business occur outside of Vail. ([VIEW COMMENTS](#))

The next section of the survey turned to environmental concerns with the Town of Vail. Specifically, respondents were asked their opinions concerning a variety of environmental issues. Then, respondents provided input regarding potential action for Gore Creek. Each of these sub-areas will be discussed in turn.

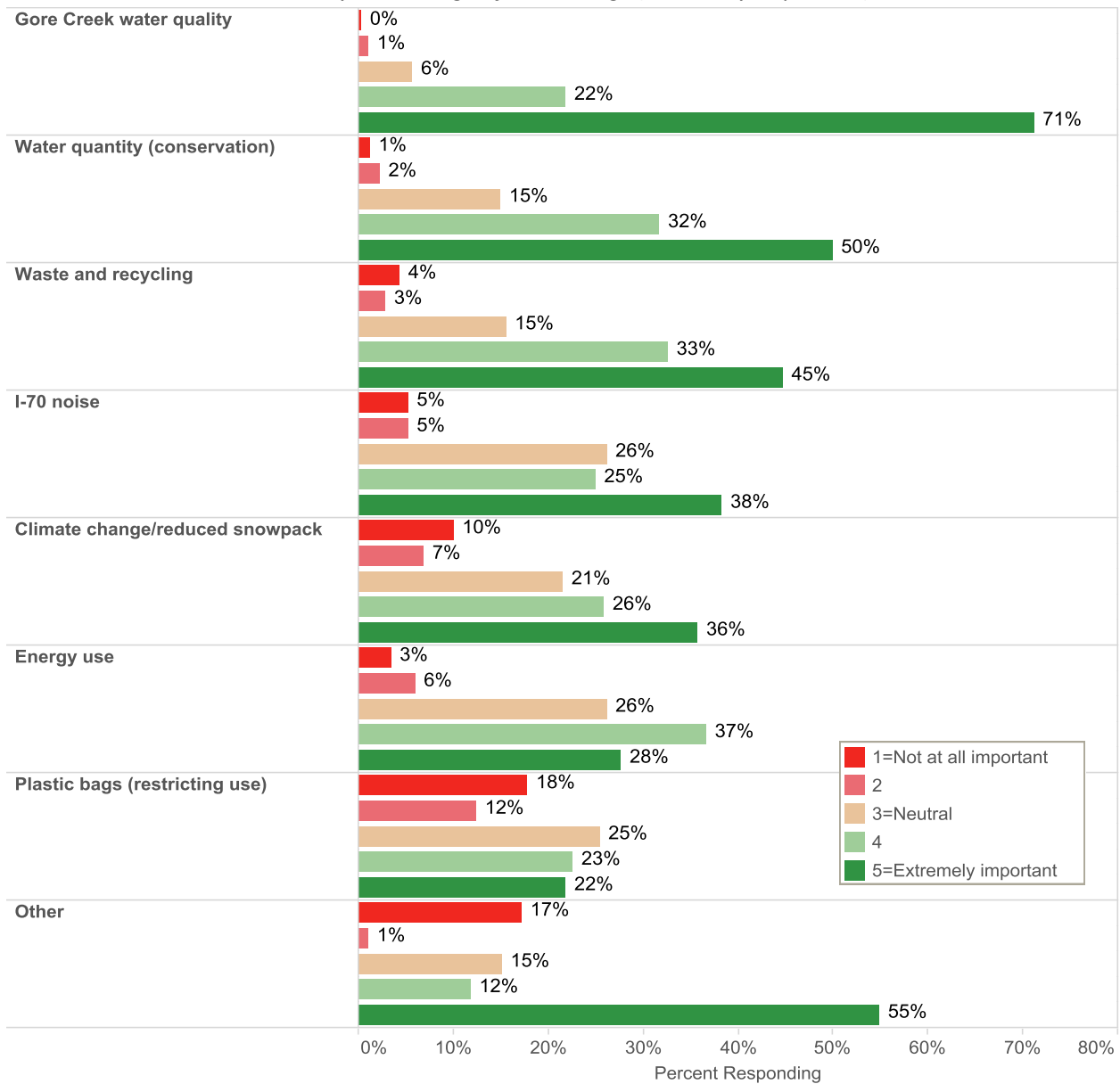
Environmental Priorities

Respondents identified the importance of a variety of environmental issues on a scale of 1 to 5, where 1="Not at all important" and 5="Extremely important." The top issues identified as most important include:

- Gore Creek water quality (93 percent of all respondents said this was 4 or 5, "Extremely important")
- Water quantity (82 percent)
- Waste and recycling (77 percent)

It is also instructive to look at the percent of respondents calling environmental priorities "extremely important." By this measure, we see that I-70 noise and climate change/reduced snowpack are also deemed to be of high importance by a large segment of respondents.

Figure 4.
Response Distribution for Environmental Priorities
Sorted by Percentage of "5" Ratings (Extremely Important)



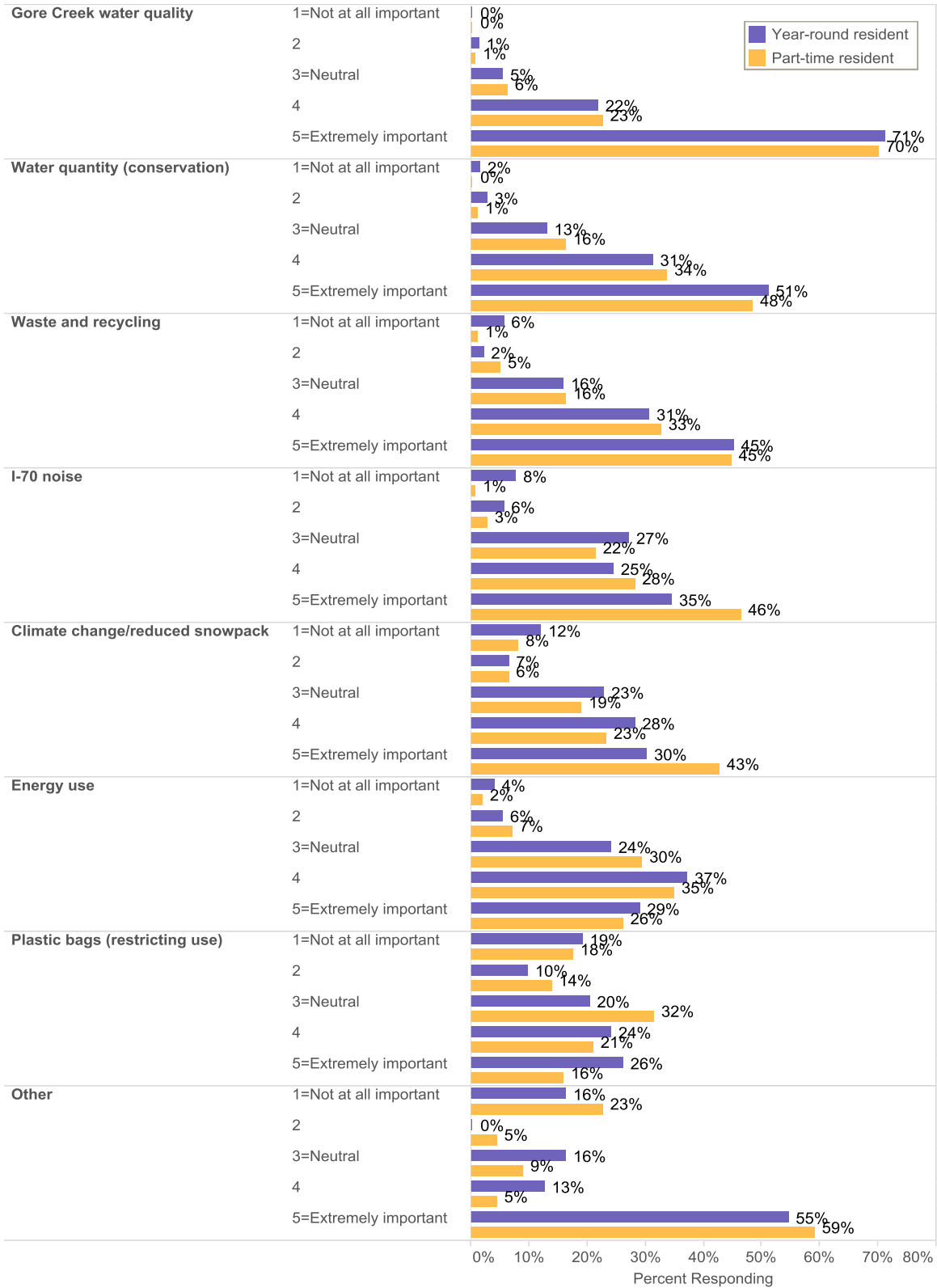
There was some variation in responses depending on age and resident type:

Relative to resident type, differences emerged for a few of the environmental topics between year-round residents, part-time residents, and those who work in Vail but live elsewhere. Year-round residents gave higher ratings of importance for restricting the use of plastic bags than did the overall sample (50 percent vs. 44 percent overall). Part-time residents felt more strongly about I-70 noise (75 percent vs. 63 percent overall), and were generally less concerned with plastic bags (33 percent). Among respondents who are employed in town but live elsewhere, they were much more concerned

about waste and recycling (87 percent), energy use (70 percent), and plastic bags (50 percent). Overall, non-residents did not have as much concern over I-70 noise, and non-resident business/commercial property owners had lower shares of respondents indicating that plastic bag restrictions, energy use, and climate change/reduced snowpack were important.

With regards to age, those under age 35 had above average ratings of importance for waste and recycling (89 percent), climate change/reduced snowpack (74 percent vs. 62 percent overall), and plastic bag restrictions (55 percent vs. 44 percent overall). Meanwhile, they were less likely to identify I-70 noise as important (53 percent vs. 63 percent overall). Respondents in the 35 to 54 age cohort also had less strong feelings about I-70 noise (53 percent). Those 55 to 64 and 65 and older felt very strongly, however, with 72 percent and 71 percent of respondents (respectively) noting this issue as very important. Those 65 and older meanwhile were less likely to identify waste and recycling as important (68 percent vs. 77 percent overall), as well as plastic bag restrictions (35 percent vs. 44 percent overall).

Figure 5.
Environmental Priority Ratings
Year-Round vs. Part-Time Residents



As far as “other” environmental concerns, roughly 80 responses were provided among all respondents. The suggestions varied, with no one common theme presented. However, some suggestions included better enforcement relative to owners picking up after their dogs, solar energy usage, and control of overcrowding. Several respondents also reiterated concerns with parking.

Level of Support for Gore Creek Initiatives

Respondents were given the following prompt:

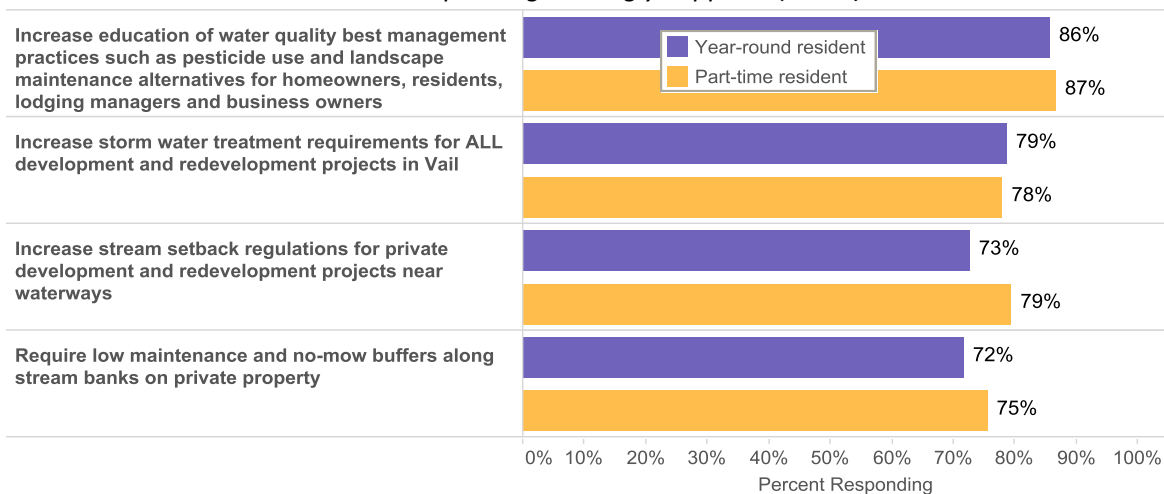
Gore Creek is an environmental resource to the Town of Vail as well as an economic driver, but is listed as an impaired stream by the State of Colorado. Three main causes of impairment to the Gore Creek have been identified: 1) degradation of riparian area, 2) impacts of urban runoff from impervious surfaces, and 3) pollutants associated with land use activities. The Town is beginning a Gore Creek Water Quality Action Plan to address these concerns.

Respondents were then asked to use a 1 to 5 scale where 1 means “Strongly oppose” and 5 means “Strongly support” to indicate their level of support for four different efforts. All four efforts received high levels of support from respondents. In order of the percent of respondents providing a rating of 4 or 5 (strongly support), the following were identified:

- Increase education of water quality “best management” practices” (87 percent)
- Increase storm water treatment requirements for ALL development and redevelopment projects in Vail (80 percent)
- Increase stream setback regulations (77 percent)
- Require low maintenance and no-mow buffers along stream banks on private property (74 percent)

Following this question, respondents were able to comment on their response. ([VIEW COMMENTS](#))

Figure 6.
Level of Support for Gore Creek Initiatives
Percent responding “Strongly Support” (4 or 5)



RATINGS OF SATISFACTION – COUNCIL AND DEPARTMENTS

State of Vail

Right Direction/Wrong Track?

Respondents began the survey by indicating their opinions regarding the general state of Vail. 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 gotten off on the wrong track?” This year¹, about 64 percent of respondents said the TOV is going in the “right direction” (compared to 70 percent in 2012) and 22 percent of respondents indicated Vail is on the “wrong track” (compared to 18 percent in 2012). While there are fewer residents indicating that Vail is going in the right direction this year, the results are still more positive than they had been in 2010 (58 percent “right direction” and 28 percent “wrong track”) and 2007 (58 percent “right direction” and 20 percent “wrong track”).

Table 12
Right Direction or Wrong Track?

	2014	2012	2010	2007	2005
Right direction	64%	70%	58%	58%	70%
Wrong track	22	18	28	30	19
Don't know	14	13	14	12	10

Table 13
Would you say that things in the town of Vail are going in the right direction, or have they gotten off on the wrong track?

<i>Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track?</i>	Total All Sources	Survey Version		Which of the following best describes you?				
		Invitation 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	64%	64%	64%	60%	66%	80%	89%	77%
Wrong track	22%	22%	22%	24%	22%	13%	11%	15%
Don't know	14%	14%	13%	16%	12%	7%	0%	8%
n =	779	487	292	348	238	30	9	13

¹ Note that this year the language of the question was changed slightly. In 2014 it read, “Would you say that things in the Town of Vail are going in the right direction, or have they gotten off on the wrong track?” In previous years it included the words “pretty seriously” to describe being off track – “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?”

The open-ended comments provide additional input concerning the ratings of the direction of Vail as measured this year. For a complete list of comments click here: ([VIEW COMMENTS](#)). Some of the favorable and negative comments this year are presented below.

Among those that expressed the town is headed in the “right direction,” respondents noted Vail’s focus on both the customer and resident experience, investments in infrastructure and special events, the cleanliness and aesthetic of the Town, and community services:

- *1) There's a clear focus on improving the 'customer' experience when visitors come to town. 2) older buildings are getting upgraded/replaced.*
- *As a town we are still getting great feedback from visiting guests. And we have more events at slower times which attracts more guests as well.*
- *Capital investments are being made, summer activities continue to improve. Challenges will include tax revenues and, of course, traffic and parking but the Town recognizes this.*
- *Comfortable feeling in town. Services appear to be complete and current. Few closed businesses. Real Estate taxes are outstandingly low.*
- *Economy is doing better. Golf Course Clubhouse will eventually get done. Parking situation is under control. Radical political elements have been marginalized. Timber Ridge solution is underway.*
- *Finally this town is taking environmental initiative. For years we have been behind many resort towns around the country with our weak efforts around recycling and the environment in general. Now there is a light at the end of the tunnel, it's so exciting to see the town of Vail taking such great strides toward being an environmental leader.*
- *For a resort town, there has been good planning in regards to development with adequate public transportation, housing, and open space (i.e. ball fields and Betty Ford Gardens).*
- *Generally good leadership and a laser like focus on the 'guest experience' as a tourism community.*
- *Great to live in a community with so many resources, good plowing, good streets, facilities, events and services.*
- *I love the look, cleanliness, safety, heated streets, water features, etc.*
- *I'm new to the area, so don't have much historical comparison, but I'm impressed with the town so far. There seems to be a good deal of awareness and discussion on the decisions that are made that will affect the town.*
- *I've been living in Vail for 10 years and the new construction projects are finally finished. I think the town has definitely benefited from the development.*
- *Seems like Vail is supporting the residents as well as the tourism industry.*
- *The town is progressive thinking and implementing new ideas. Not all ideas will work, but it is good see the town take the initiative.*
- *Vail is a premier ski location, vibrant town, and continues to thrive and improve.*

Comments differ among those that said the town is on the “wrong track.” These respondents commented on the influence of Vail Resorts over the Town, the lack of attention given to second-home owners and locals, the impact of special events, loss of community character, and overdevelopment:

- *As a former second home owner—now full time resident—I do not feel the interests of the majority taxpayers (second homeowners—who cannot vote) are represented fairly by the town. They do not have a voice—yet they pay. More should be done to solicit their views and fairly consider them.*
- *Becoming too big and commercialized, the town is losing its character and charm and is overrun by tourists.*

- *I feel like Denver is the focus of events, i.e. Snow Daze, Spring Back to Vail. What do locals really have any more?*
- *I know that Vail is a big tourist destination and therefore you have to cater to tourists, but I do not think enough has been put in place to help the people who actually live and work here who most likely are working class people.*
- *I think Vail is an amazing place to live, however, I believe Vail Resorts has taken over the once charming mountain town. The Colorado Rockies should be a place where people from all backgrounds can come and enjoy their favorite outdoor activities. Vail Resorts is slowly and very noticeably changing the direction of our town into a corporate money hungry monopoly. I think the town needs to do more to encourage local business growth, and stop allowing a huge corporation control things.*
- *Parking is still an issue, affordable housing hasn't increased. Construction never ends. How many times were streets in town redone??*
- *The town is boring. Lower rents and bring in fun establishments with some pizzazz. It feels like a place for wealthy blue hairs. Bring back the funk before it's too late! We also miss the great race!*
- *Too much confrontation politics; not enough openness or effort to reach consensus; too much emphasis on quantity over quality and special events.*
- *Vail has lost that small, European village charm. It is allowing big business to take over. For example, Elways going into where the Wildflower restaurant used to be. The Tavern opening up several locations. You can go to these places in Denver. I want something unique to Vail. Also, the high rises have gotten out of control.*
- *Wrong focus on golf course, poor management & planning on Ford Park and government overreach on mandatory recycling*

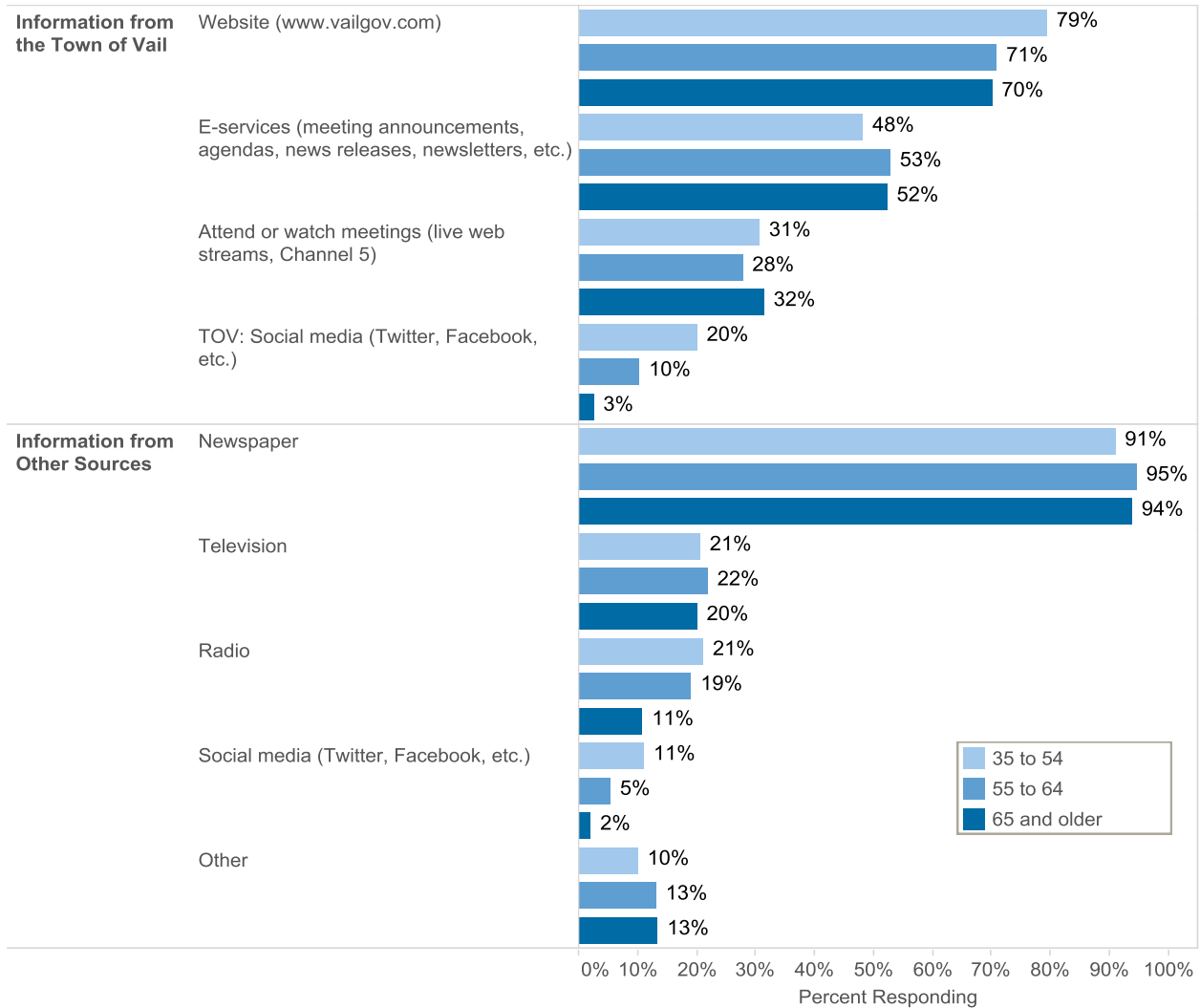
Sources of Information

A section of the survey captured the methods by which respondents currently receive information from the Town of Vail and from other sources. Of the Town sources, the website is most identified, used by three-quarters of all respondents. E-services have shown significant growth over time and are now used by just under half of all respondents (47 percent), followed by 28 percent of respondents who attend or watch meetings, and 14 percent who use social media (Twitter, Facebook, etc.).

When assessed by resident type or age, some differences emerge. Part-time residents are more likely to rely on E-services (53 percent) than year-round residents (45 percent). Meanwhile, a third of year-round residents attend or watch meetings compared to 19 percent of part-time residents. Use of the website or social media increases among younger age cohorts, while older residents are more reliant on E-services or meetings.

Respondents also indicated the methods by which they receive information from “other” (non-town) sources. Newspaper is by far the most popular (93 percent), distantly followed by television (20 percent), radio (19 percent), social media (8 percent), and other (11 percent). Interestingly, newspaper usage is high regardless of age cohort, and by year-round as well as part-time residents, suggesting the importance of this media source in the valley. Perhaps not surprising, usage of social media is highest among those under 35 (18 percent), and decreases as age increases.

**Figure 7.
Sources of Town and Other Information**

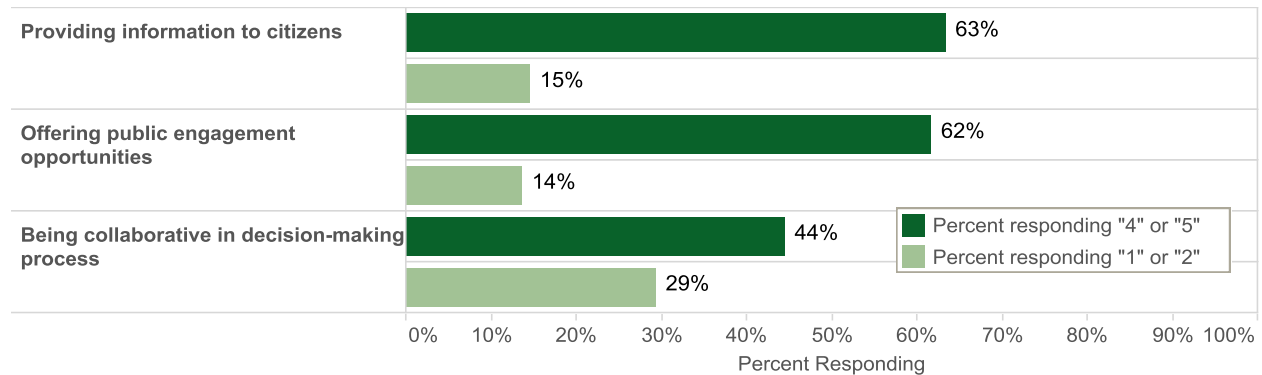


Government Accountability and Outreach

The survey contained a new set of questions designed to evaluate satisfaction with accountability and outreach by the Town. The findings relative to method of receiving information, explored above, are particularly important to keep in mind as Vail considers methods of enhancing outreach and improving perceptions of transparency. The survey contained a series of three questions that asked respondents to report their satisfaction with the Town of Vail local government in terms of providing information to citizens about what the local government is doing, providing public engagement opportunities, and being collaborative in the decision-making process. Average satisfaction responses were slightly above neutral, with the local government earning a 3.7 average on both providing information to citizens and offering public engagement opportunities. As illustrated, a majority of respondents (64 percent) rate these categories a 4 or 5, with about 15 percent offering a 1 or 2 rating, indicating dissatisfaction. Respondents were slightly less satisfied with the local government’s collaborative qualities, giving

collaboration an average score of 3.2, with 29 percent of respondents dissatisfied. The collaborative aspect of decision-making is a relative weakness that is expressed through the survey results. Compared to many other aspects of town policy and services, these ratings suggest areas where satisfaction levels could be improved.

Figure 8.
Satisfaction with Local Government Information
Percent responding "Very Satisfied" (4 or 5) vs. "Not at all Satisfied" (1 or 2)



When assessed by respondent type, we can see variation in response patterns. With regards to providing information to citizens, part-time residents (3.7) and non-resident owners of business or commercial property (3.6) were slightly less satisfied. Relative to public engagement opportunities, part-time residents were again less satisfied, providing an average rating of 3.7. Meanwhile, respondents gave similar average ratings for being collaborative in the decision-making process, regardless of residence type. Those who get mail in the town but don't live or work there gave a high average rating (4.0), but a low sample necessitates caution in the interpretation of results. Part-time residents and non-resident owners of commercial or business property gave slightly lower average ratings (3.2, respectively) than did year-round residents or employees of the town of Vail (3.3, respectively).

There were also differences by respondent age, with older age cohorts giving lower average ratings. Respondents under age 35 gave the highest average ratings for providing information (3.9), offering public engagement opportunities (3.9), and being collaborative (3.5). In order to probe why these age differences might exist, results were also explored by method of receiving information. Respondent use of Town of Vail social media decreases by age cohort, from 32 percent among those age 34 or under to 3 percent of those age 65 or older. Meanwhile, those who receive information from TOV social media give the highest average ratings compared to other town media sources utilized. Clearly, Vail's utilization of newer information platforms is resonating with younger respondents, but may leave older age cohorts feeling uninformed.

The survey provided opportunities for comments and there were numerous responses on the topic of transparency. Dissatisfaction with decisions surrounding the golf course clubhouse project topped the

list of concerns identified by respondents. Criticisms offered by both full-time and part-time residents suggested the Town Council discounted concerns of the neighborhood and pushed the project into costly litigation. Many of the remainder of the comments expressed a similar undercurrent of dissatisfaction. There were comments that suggested the Town's public engagement efforts were disingenuous and that the majority of the decisions were being made behind closed doors. Comments offered by respondents with more favorable ratings cited neighborhood picnics, the annual community meeting and e-mail updates from the Town as positive attributes.

Some additional comments include:

- *Big spending plans need to be advertised and public input needs to be heard.*
- *Council seems to ignore public's concerns.*
- *Golf course clubhouse missed the mark.*
- *If you ask for input listen and respond.*
- *Lawsuits are not the way to go. Work it out and learn to compromise.*
- *Let voters decide on important issues like fate of Timber Ridge.*
- *More outreach efforts to be inclusive of community.*
- *Need more two-way communication.*
- *Public hearing process for golf course didn't allow full participation by citizens who were there to speak.*
- *Reversal of decisions has created confusion.*
- *Town council has own agenda.*
- *Town seems to be going through the motions on public engagement – more of a feel-good measure for citizenry where conclusions have already been reached before enough info has been gathered.*

A variety of specific suggestions were offered to increase two-way communications between the Town and its stakeholders. These included newsletter mailings and email updates from the town, use of surveys and discussion forums on the Town's website, more newspaper coverage of town issues, live web stream feeds of additional board and commission meetings, scheduling weekend meetings to attract participation by part-time residents and allowing for increased public comment during town meetings. Other comments and suggestions include:

- Providing information in general
- Email town minutes
- Email/mail announcements of upcoming public engagement opportunities well in advance
- Coverage of meetings on Channel 5 is well done
- TOV e-blasts keep recipients informed; those who don't receive them may feel they aren't informed
- Regular articles in the paper regarding meeting would be great
- Announce what time a certain topic will be discussed at the open council meetings
- More open forums like annual community meeting and engagement surveys and updates regarding topics of discussion and large projects
- More public comment should be allowed at council meetings
- Allow public comment at work sessions
- Good extension of TV coverage to work sessions, need to expand to other boards

- Like the community picnics to interact with council and staff
- Consider weekend meetings to attract part-time residents
- Acknowledge correspondence sent to TOV
- Short radio and TV ads, newspaper articles, electronic displays
- More appearances by town council on TV 8
- Town should use website more aggressively with open forums on issues the town is considering

For a complete list of comments click here: ([VIEW COMMENTS](#)).

Town Services

The survey contained a number of questions designed to evaluate other 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 very positive this year, somewhat in contrast to the above concerns that were expressed about communications and transparency. Ratings were generally unchanged or up slightly in most 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 than do year-round residents.

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 average scores were given to the following categories:

Table 14
Highest-Rated Town Services

	2014	2012	2010
“Free after 3:00” program in parking structures	4.8	Not Asked	Not Asked
Courtesy and helpfulness of firefighters and fire prevention staff	4.7	4.5	4.5
Response times to basic medical emergencies	4.6	4.4	4.4
“Two hour free” parking	4.5	Not Asked	Not Asked
Cleanliness of the pedestrian villages	4.5	4.4	4.4
Dependability of bus service	4.5	4.4	4.3
Overall feeling of safety and security	4.5	4.4	4.3
Attention to wildfire mitigation	4.4	Not Asked	Not Asked
Bus driver courtesy	4.4	4.3	4.1
Cleanliness of buses	4.4	4.3	4.1
Frequency of town shuttle	4.4	4.4	4.2
Overall park maintenance	4.4	4.3	4.3
Snow removal on roads	4.4	4.5	4.3
Overall quality of service (police services)	4.3	4.1	4.6
Booth attendant courtesy	4.2	3.9	4.2
Cleanliness of public restrooms	4.2	4.1	4.0
Crime prevention	4.2	4.0	3.9
Fire safety, awareness and education programs provided	4.2	3.7	4.0
Friendliness and approachability of Vail police department employees	4.2	4.1	4.2
Friendliness and courteous of Public Works employees	4.2	4.2	4.1

Relatively lower rated services included: overall parking fees/pricing structure (average 2.9), building permit review (3.4), and level of crowding on buses (3.5). However, all categories earned fairly high averages this year, indicating overall satisfaction among respondents with no outstanding areas of weakness or concern.

Each of the following Town departments will be explored in detail in the following section of the report:

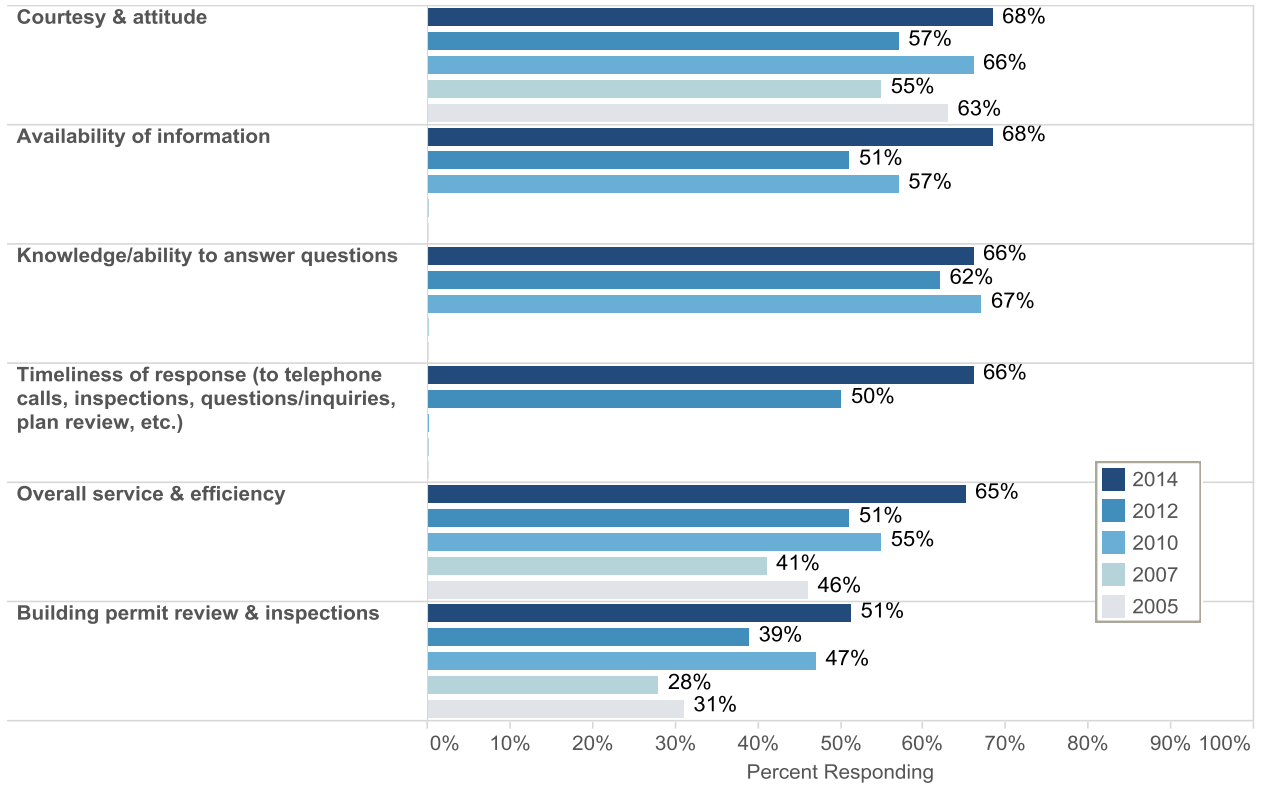
- Community Development Department
- Public Works Department
- Public Safety
- Parking and Bus Service
- Library Services

Community Development

The Community Development Department was reported to be used by 18 percent of respondents, down from 21 percent in 2012 and 23 percent in 2010. Year-round residents are more likely to access the services (22 percent) than part-time residents (13 percent). Among those who have used the department's services, services were most frequently accessed by walking into the office (63 percent), by telephone (51 percent), website (46 percent), and attending a meeting (32 percent). Sixteen percent of respondents were aware that the department had made changes in procedures in response to survey results and other feedback. About 5 percent of respondents have noticed changes in aspects of service delivery, and a notable 43 percent were uncertain about changes.

As summarized in the graph below, the ratings of Community Development are based on that segment of the community that has used the services of the department. This year's ratings of the department are some of the strongest recorded since RRC began conducting the Community Survey. The percentage of respondents providing a rating of 4 or 5 (very satisfied) were all up from 2012, in which ratings had been down across the board. And, with the exception of knowledge/ability to answer questions, all categories earned their highest percentages this year. The ratings for building review process (51 percent of respondents providing a rating of 4 or 5) showed strong improvement, an area which has historically received lower average ratings.

Figure 9.
Satisfaction with Aspects of the Community Development Department
Percent responding "Very Satisfied" (4 or 5)



The open-ended comments provide additional insights on the ratings. ([VIEW COMMENTS](#))

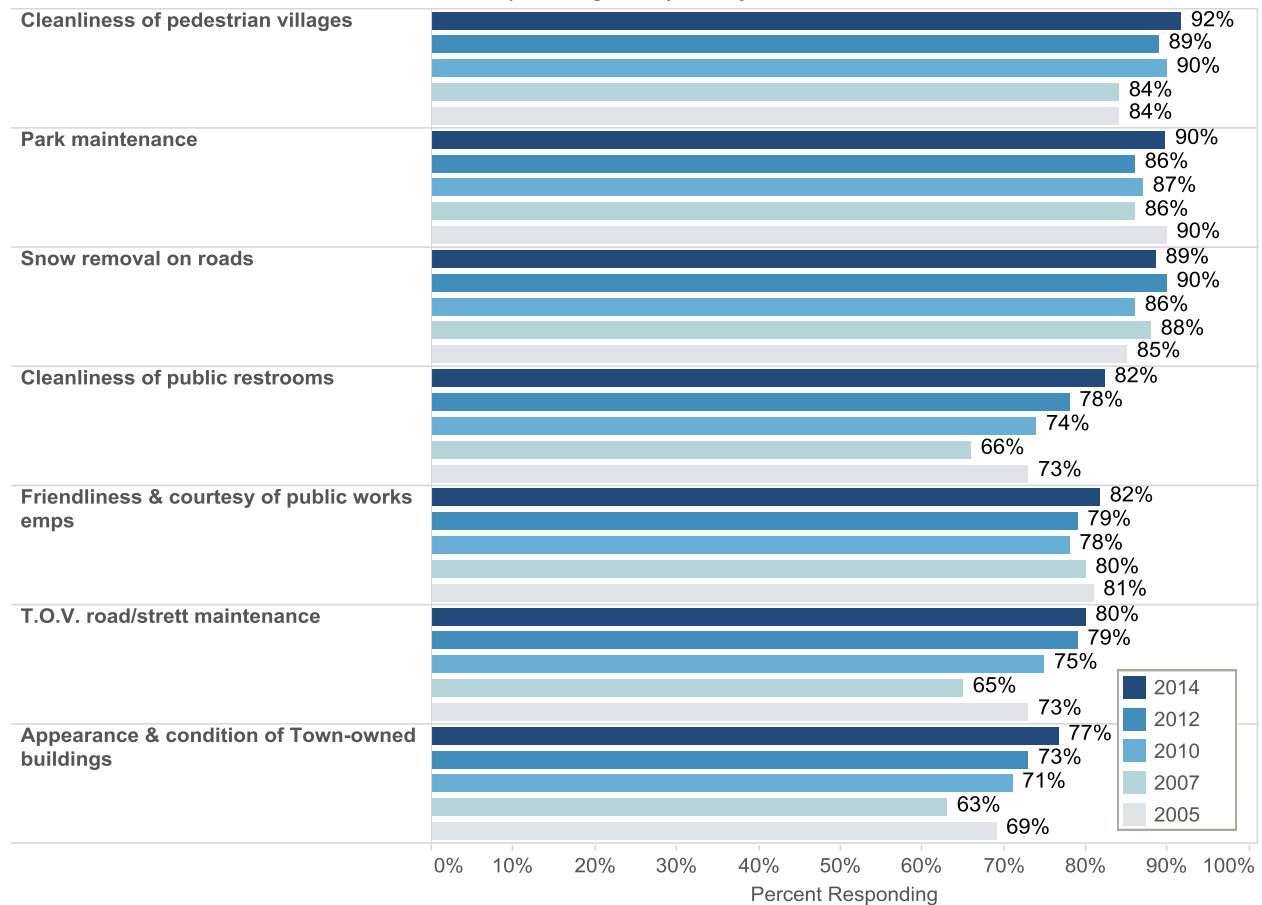
Table 15
Satisfaction with Community Development Department by Resident Type

Community Development Department		Total All Sources	Survey Version		Which of the following best describes you?			
			Invitation 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
Availability of information (e.g., public records)	1 NOT AT ALL SATISFIED	3%	1%	7%	2%	8%	0%	0%
	2	6%	9%	0%	7%	8%	0%	0%
	3	22%	24%	20%	30%	8%	33%	0%
	4	33%	31%	37%	28%	36%	50%	50%
	5 VERY SATISFIED	36%	35%	37%	33%	40%	17%	50%
	Average	3.9	3.9	4.0	3.9	3.9	3.8	4.5
Overall service and efficiency	1 NOT AT ALL SATISFIED	4%	2%	9%	5%	4%	0%	0%
	2	10%	15%	0%	12%	7%	0%	33%
	3	20%	19%	24%	23%	11%	33%	0%
	4	34%	33%	35%	34%	33%	50%	33%
	5 VERY SATISFIED	31%	31%	32%	25%	44%	17%	33%
	Average	3.8	3.8	3.8	3.6	4.1	3.8	3.7
Timeliness of response (to telephone calls, inspections, questions/inquiries, plan review, etc.)	1 NOT AT ALL SATISFIED	4%	3%	6%	4%	4%	0%	0%
	2	13%	17%	3%	16%	8%	0%	0%
	3	17%	18%	15%	20%	8%	33%	33%
	4	35%	32%	42%	37%	32%	33%	67%
	5 VERY SATISFIED	31%	30%	33%	23%	48%	33%	0%
	Average	3.8	3.7	3.9	3.6	4.1	4.0	3.7
Building permit review and inspections	1 NOT AT ALL SATISFIED	7%	8%	5%	9%	5%	0%	0%
	2	18%	20%	14%	20%	21%	0%	0%
	3	23%	20%	32%	25%	16%	33%	0%
	4	26%	33%	5%	18%	37%	33%	100%
	5 VERY SATISFIED	26%	18%	45%	29%	21%	33%	0%
	Average	3.4	3.3	3.7	3.4	3.5	4.0	4.0
Courtesy and attitude/helpfulness	1 NOT AT ALL SATISFIED	7%	7%	6%	8%	8%	0%	0%
	2	8%	10%	3%	8%	12%	0%	0%
	3	17%	17%	17%	23%	4%	17%	33%
	4	28%	26%	34%	31%	15%	33%	33%
	5 VERY SATISFIED	40%	40%	40%	31%	62%	50%	33%
	Average	3.9	3.8	4.0	3.7	4.1	4.3	4.0
Knowledge/ ability to answer questions	1 NOT AT ALL SATISFIED	5%	6%	3%	4%	8%	0%	33%
	2	7%	9%	3%	9%	4%	0%	0%
	3	22%	22%	21%	28%	12%	17%	0%
	4	30%	30%	27%	28%	28%	33%	33%
	5 VERY SATISFIED	37%	33%	45%	30%	48%	50%	33%
	Average	3.9	3.8	4.1	3.7	4.0	4.3	3.3

Public Works

Ratings for Public Works remained high this year, ranging from an average of 4.1 for road and street maintenance and appearance and condition of town-owned buildings, to an average of 4.5 for cleanliness of the pedestrian villages. At least 77 percent of respondents rated each Public Works service a 4 or 5—“Very Satisfied,” up from 73 percent in 2012, 71 percent in 2010, and 63 percent in 2007. Most every category earned its highest percentage of respondents providing a rating of 4 or 5 this year. Only snow removal ticked down very slightly from 90 percent in 2012 to 89 percent in 2014.

Figure 10.
Satisfaction with Public Works Services
 Percent responding “Very Satisfied” (4 or 5)



The open-ended comments provide additional insights on the ratings. ([VIEW COMMENTS](#))

Table 16
Satisfaction with Public Works by Resident Type

Public Works Services		Total All Sources	Survey Version		Which of the following best describes you?				
			Invitation 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	1%	0%	1%	0%	1%	4%	0%	0%
	2	3%	4%	2%	4%	3%	4%	0%	0%
	3	8%	7%	9%	10%	5%	4%	11%	0%
	4	28%	25%	36%	27%	28%	41%	22%	45%
	5 VERY SATISFIED	60%	64%	53%	60%	64%	48%	67%	55%
	Average	4.4	4.5	4.4	4.4	4.5	4.3	4.6	4.5
Road and street maintenance by the Town of Vail (potholes, sweeping, drainage, etc.)	1 NOT AT ALL SATISFIED	2%	1%	3%	1%	2%	4%	0%	0%
	2	4%	4%	4%	5%	3%	0%	11%	0%
	3	14%	15%	13%	15%	12%	21%	11%	17%
	4	39%	39%	41%	39%	41%	43%	22%	58%
	5 VERY SATISFIED	41%	42%	39%	40%	43%	32%	56%	25%
	Average	4.1	4.2	4.1	4.1	4.2	4.0	4.2	4.1
Overall park maintenance	1 NOT AT ALL SATISFIED	1%	0%	1%	1%	0%	4%	0%	0%
	2	1%	1%	1%	2%	0%	0%	0%	0%
	3	8%	7%	11%	9%	7%	18%	0%	9%
	4	38%	36%	40%	38%	37%	29%	33%	73%
	5 VERY SATISFIED	52%	55%	46%	51%	56%	50%	67%	18%
	Average	4.4	4.4	4.3	4.4	4.5	4.2	4.7	4.1
Appearance and condition of Town-owned buildings	1 NOT AT ALL SATISFIED	1%	0%	1%	1%	0%	0%	0%	0%
	2	4%	5%	4%	5%	3%	4%	11%	8%
	3	18%	17%	21%	19%	14%	30%	22%	17%
	4	42%	41%	43%	41%	44%	44%	33%	58%
	5 VERY SATISFIED	35%	37%	31%	33%	39%	22%	33%	17%
	Average	4.1	4.1	4.0	4.0	4.2	3.9	3.9	3.8
Friendliness and courteous attitude of Public Works employees	1 NOT AT ALL SATISFIED	2%	2%	2%	1%	1%	0%	0%	0%
	2	3%	2%	4%	3%	2%	8%	0%	0%
	3	14%	13%	15%	17%	11%	13%	13%	10%
	4	34%	32%	37%	33%	34%	42%	25%	70%
	5 VERY SATISFIED	48%	51%	42%	47%	51%	38%	63%	20%
	Average	4.2	4.3	4.1	4.2	4.3	4.1	4.5	4.1
Cleanliness of pedestrian villages	1 NOT AT ALL SATISFIED	0%	0%	1%	0%	0%	3%	0%	0%
	2	2%	1%	3%	2%	2%	0%	0%	0%
	3	6%	6%	6%	7%	4%	7%	0%	17%
	4	32%	31%	35%	33%	27%	41%	56%	58%
	5 VERY SATISFIED	59%	62%	55%	58%	66%	48%	44%	25%
	Average	4.5	4.5	4.4	4.5	4.6	4.3	4.4	4.1
Cleanliness of public restrooms	1 NOT AT ALL SATISFIED	1%	1%	3%	1%	1%	4%	0%	0%
	2	2%	2%	1%	3%	1%	0%	0%	0%
	3	15%	14%	15%	15%	13%	17%	13%	22%
	4	39%	40%	39%	38%	42%	38%	50%	44%
	5 VERY SATISFIED	43%	43%	43%	44%	44%	42%	38%	33%
	Average	4.2	4.2	4.2	4.2	4.3	4.1	4.3	4.1

Fire Services

About 12 percent of respondents indicated that they had used fire services within the past 12 months, down slightly from 15 percent in 2012 and 2010, and from 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. Response time and courtesy and helpfulness are rated especially favorably (94 and 93 percent providing a rating of 4 or 5, respectively). A new question this year asked respondents to rate attention to wildfire mitigation, to which 89 percent of respondents indicated they were satisfied. While timely plan-check and fire inspection systems and fire safety, awareness, and education programs have lower shares of highly satisfied respondents in comparison (78 and 73 percent, respectively), they are still rated quite highly and earned their highest ratings in 2014. Education programs in particular had a notable increase in satisfaction from 54 percent in 2012. The open-ended comments concerning the Fire Department are found by clicking here. ([VIEW COMMENTS](#))

Figure 11.
Satisfaction with Fire Services
Percent responding "Very Satisfied" (4 or 5)

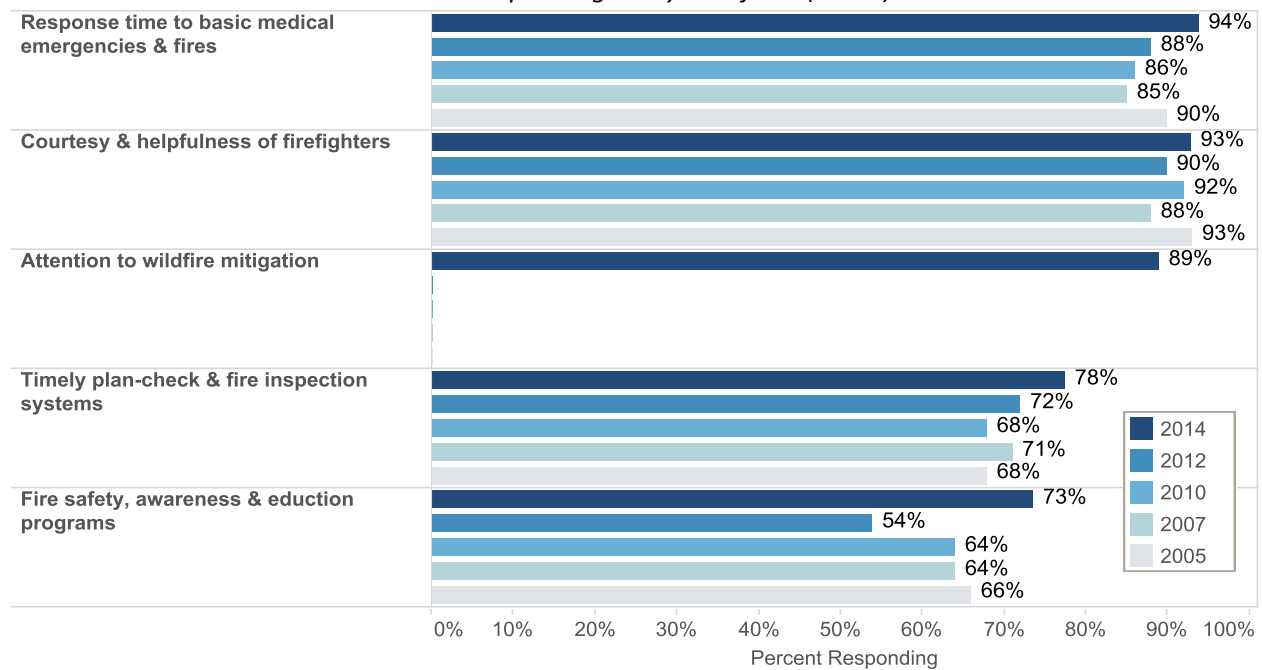


Table 15
Satisfaction with Fire Services by Resident Type

<i>Public Safety</i>		Total All Sources	Survey Version		Which of the following best describes you?			
			Invitation 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
Response times to basic medical emergencies and fires	1 NOT AT ALL SATISFIED	2%	3%	0%	3%	0%	0%	0%
	2	4%	6%	0%	6%	0%	0%	0%
	3	0%	0%	0%	0%	0%	0%	0%
	4	24%	13%	47%	22%	30%	0%	0%
	5 VERY SATISFIED	69%	78%	53%	69%	70%	100%	100%
	Average	4.6	4.6	4.5	4.5	4.7	5.0	5.0
Attention to wildfire mitigation	1 NOT AT ALL SATISFIED	0%	0%	0%	0%	0%	0%	0%
	2	0%	0%	0%	0%	0%	0%	0%
	3	11%	10%	13%	6%	14%	100%	100%
	4	40%	37%	47%	46%	14%	0%	0%
	5 VERY SATISFIED	49%	53%	40%	49%	71%	0%	0%
	Average	4.4	4.4	4.3	4.4	4.6	3.0	3.0
Courtesy and helpfulness of firefighters and fire prevention staff	1 NOT AT ALL SATISFIED	1%	0%	5%	2%	0%	0%	0%
	2	1%	2%	0%	2%	0%	0%	0%
	3	4%	4%	5%	6%	0%	0%	0%
	4	14%	11%	23%	17%	11%	0%	0%
	5 VERY SATISFIED	78%	83%	68%	72%	89%	100%	100%
	Average	4.7	4.7	4.5	4.6	4.9	5.0	5.0
Timely plan-check and fire inspection systems on remodeled or new construction	1 NOT AT ALL SATISFIED	8%	4%	13%	10%	0%	0%	0%
	2	3%	4%	0%	3%	0%	0%	0%
	3	13%	12%	13%	13%	0%	100%	0%
	4	30%	32%	27%	30%	25%	0%	0%
	5 VERY SATISFIED	48%	48%	47%	43%	75%	0%	0%
	Average	4.1	4.2	3.9	3.9	4.8	3.0	0.0
Fire safety, awareness and education programs provided	1 NOT AT ALL SATISFIED	0%	0%	0%	0%	0%	0%	0%
	2	2%	3%	0%	3%	0%	0%	0%
	3	24%	27%	19%	29%	8%	100%	0%
	4	22%	15%	38%	24%	25%	0%	0%
	5 VERY SATISFIED	51%	55%	44%	44%	67%	0%	100%
	Average	4.2	4.2	4.3	4.1	4.6	3.0	5.0

Police Services

Again, ratings were the highest recorded, with notable increases over 2012. The highest percentage of 4 and 5 ratings was given for feeling of safety and security (90 percent). Ratings were up significantly for crime prevention (80 percent this year vs. 70 percent in 2012). Visibility of police patrol also experienced a more significant increase in satisfaction from 2012 (from 64 percent to 72 percent). Open-ended comments provide some additional insight into the police ratings. ([VIEW COMMENTS](#))

Figure 12.
Satisfaction with the Aspects of Police Services
Percent responding "Very Satisfied" (4 or 5)

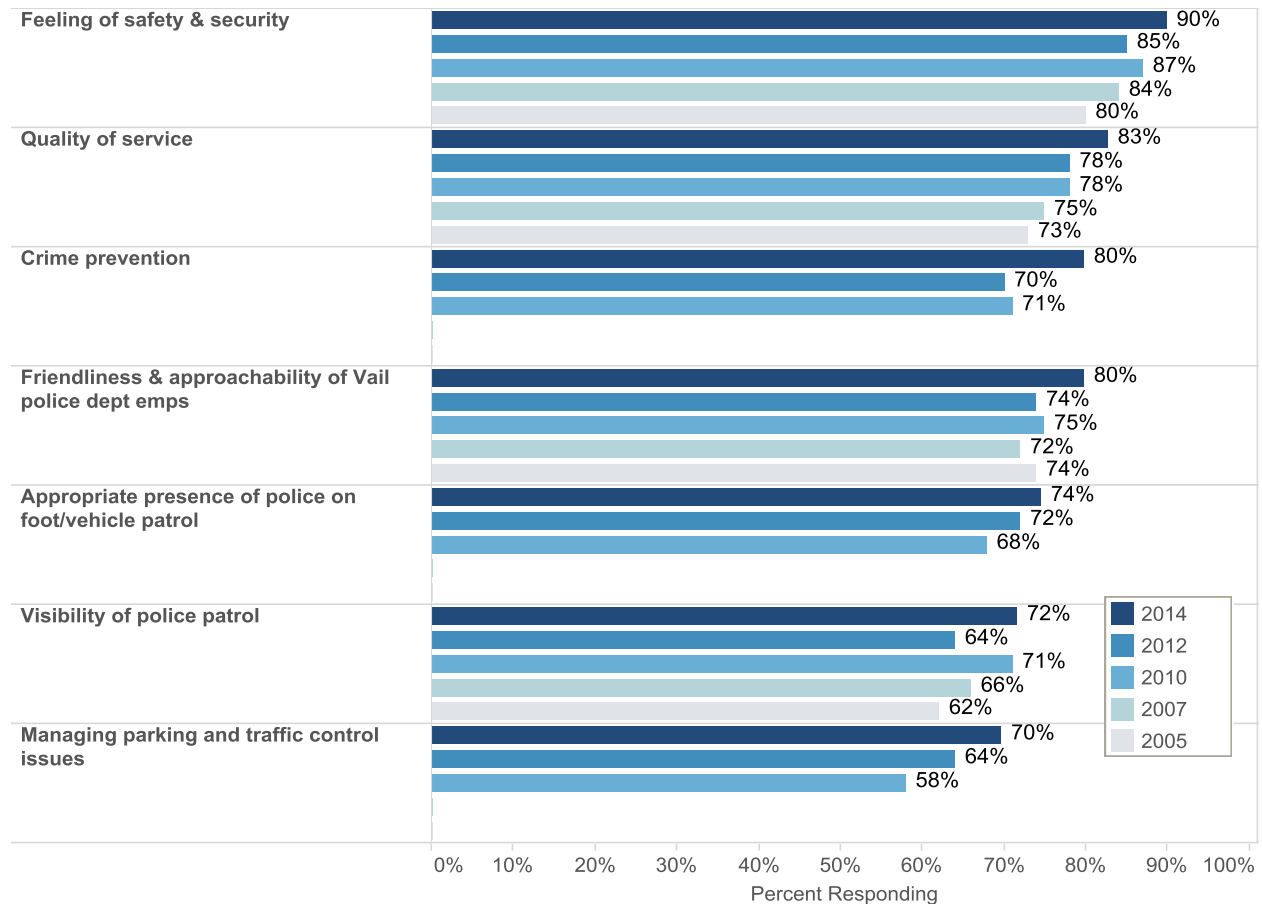


Table 16
Satisfaction with Police Services by Resident Type

Police Services		Total All Sources	Survey Version		Which of the following best describes you?				
			Invitation 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	1%	1%	1%	1%	0%	4%	0%	0%
	2	1%	1%	2%	2%	1%	0%	0%	0%
	3	8%	8%	6%	8%	6%	18%	0%	9%
	4	30%	30%	30%	31%	28%	21%	22%	55%
	5 VERY SATISFIED	60%	60%	61%	58%	65%	57%	78%	36%
	Average	4.5	4.5	4.5	4.4	4.6	4.3	4.8	4.3
Appropriate presence of police on foot/vehicle patrol	1 NOT AT ALL SATISFIED	3%	3%	2%	4%	1%	4%	0%	0%
	2	4%	5%	4%	5%	4%	4%	11%	0%
	3	18%	18%	19%	19%	17%	19%	22%	20%
	4	29%	30%	26%	29%	28%	22%	11%	50%
	5 VERY SATISFIED	46%	44%	49%	43%	50%	52%	56%	30%
	Average	4.1	4.1	4.2	4.0	4.2	4.1	4.1	4.1
Friendliness and approachability of Vail police department employees	1 NOT AT ALL SATISFIED	2%	3%	2%	2%	1%	8%	0%	0%
	2	6%	5%	7%	8%	4%	0%	0%	13%
	3	12%	12%	12%	12%	11%	13%	11%	13%
	4	29%	28%	32%	32%	23%	29%	22%	63%
	5 VERY SATISFIED	51%	52%	48%	46%	62%	50%	67%	13%
	Average	4.2	4.2	4.2	4.1	4.4	4.1	4.6	3.8
Overall quality of service	1 NOT AT ALL SATISFIED	1%	1%	1%	1%	0%	8%	0%	0%
	2	4%	5%	4%	6%	3%	0%	0%	0%
	3	12%	12%	12%	14%	10%	12%	0%	13%
	4	33%	34%	31%	33%	29%	28%	44%	63%
	5 VERY SATISFIED	50%	49%	52%	47%	59%	52%	56%	25%
	Average	4.3	4.3	4.3	4.2	4.4	4.2	4.6	4.1
Crime prevention	1 NOT AT ALL SATISFIED	1%	1%	1%	1%	1%	0%	0%	0%
	2	5%	6%	3%	7%	2%	4%	0%	0%
	3	15%	14%	17%	17%	11%	22%	0%	13%
	4	34%	35%	33%	31%	37%	35%	50%	88%
	5 VERY SATISFIED	46%	45%	47%	45%	50%	39%	50%	0%
	Average	4.2	4.2	4.2	4.1	4.3	4.1	4.5	3.9
Managing parking and traffic control issues	1 NOT AT ALL SATISFIED	5%	6%	4%	6%	4%	8%	0%	0%
	2	7%	6%	11%	9%	6%	8%	0%	0%
	3	18%	17%	21%	19%	17%	23%	0%	10%
	4	35%	36%	32%	35%	31%	38%	33%	80%
	5 VERY SATISFIED	35%	36%	33%	32%	41%	23%	67%	10%
	Average	3.9	3.9	3.8	3.8	4.0	3.6	4.7	4.0
Visibility of police foot/vehicle patrol	1 NOT AT ALL SATISFIED	4%	4%	3%	5%	2%	4%	0%	0%
	2	4%	4%	4%	3%	5%	8%	11%	0%
	3	21%	21%	20%	22%	18%	15%	11%	50%
	4	33%	33%	34%	31%	35%	35%	33%	50%
	5 VERY SATISFIED	38%	38%	39%	38%	40%	38%	44%	0%
	Average	4.0	4.0	4.0	4.0	4.1	4.0	4.1	3.5

Parking

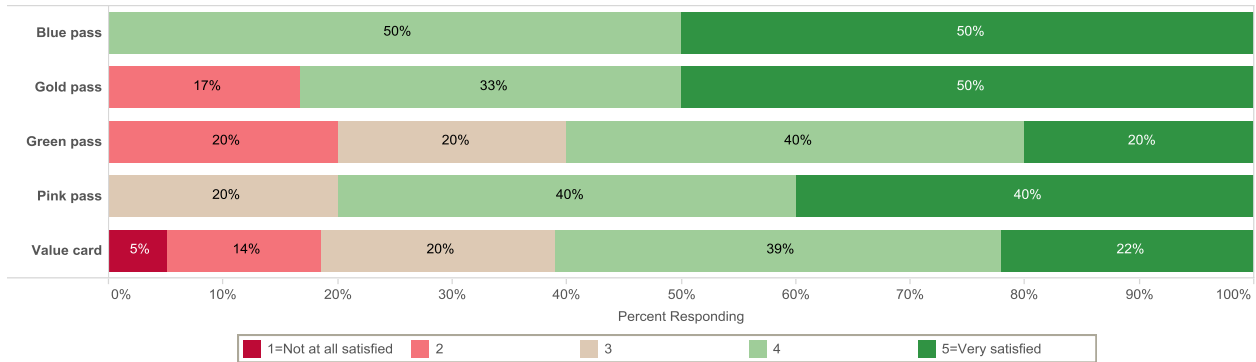
A series of questions were asked with regards to parking, including whether there is enough parking in the Town of Vail. Most respondents (68 percent) said “no,” there is not enough parking, followed by nearly a quarter of all respondents who think there is enough parking (24 percent), while 8 percent were uncertain. Those employed in Vail but living elsewhere were particularly likely to report there was not enough parking (83 percent).

When asked if additional valet services would be of interest to you, your households, and visitors or guests, most respondents indicated they would not (70 percent), while 16 percent said “yes”, and 14 percent were uncertain.

Relative to awareness of the Town offering residents and employees a variety of parking passes and discount parking programs, most respondents are aware (78 percent). However, a notable one in five respondents are not aware of such passes and programs. Year-round residents are particularly likely to know about these offerings (86 percent), while part-time residents are relatively less likely to know (66 percent). A large majority of those employed in Vail but who live elsewhere do know about these offerings (93 percent).

In addition to awareness, respondents were asked to indicate if they own a parking pass or value card this season. Three-quarters of respondents do not own such a pass or card. Incidence of ownership is highest among those who get mail in town but do not live or work there (33 percent), followed by 29 percent of year-round residents. Among those who do own a pass or card, the value card is most common (71 percent), followed by the blue pass (12 percent), gold pass (8 percent), green pass (5 percent), and pink pass (4 percent). Pass or card product usage is relatively similar to 2012, except for a lower share of respondents using the blue pass (20 percent in 2012). Satisfaction is relatively high with the pass or card products, with 67 percent of respondents who own a product saying they are 4 or 5—“Very Satisfied”—up from 58 percent in 2012. However, survey results suggest that there is still room for improvement or refinement in the pass program with about 20 percent of respondents rating the Gold, Green and Value Pass with “1” or “2” ratings on the five-point scale.

Figure 13.
Satisfaction with Pass by Pass Type



With regards to awareness of the free skier drop-off areas in Vail, most respondents already knew about the areas in Lionshead (92 percent) and Golden Peak (86 percent). However, considerably fewer respondents were aware of the skier drop-off area in Vail Village (68 percent).

Parking ratings were somewhat mixed this year. New to the 2014 survey, respondents rated their satisfaction with the “Free after 3:00” and “Two hour free” parking programs, both of which received very high ratings of satisfaction (94 and 88 percent of respondents providing a rating of 4 or 5, respectively). Booth attendant courtesy earned its highest satisfaction rating since 2005 (78 percent), as did parking structure cleanliness (59 percent). Parking fees/pricing structure continues to receive low satisfaction ratings (only 34 percent provided a rating of 4 or 5, while 39 percent provided a rating of 1 or 2). Frontage Road improvements for safety and convenience (paving, shoulder widening, sidewalks, bus stop) was also a new category this year, receiving a 69 percent high satisfaction rating. While Frontage Road parking received complaints and suggestions (see comments), overall, it is not a major source of dissatisfaction for most. Year-round and seasonal residents express similar satisfaction for Frontage Road parking. ([VIEW COMMENTS](#))

Figure 14.
Satisfaction with Parking
Percent responding "Very Satisfied" (4 or 5)

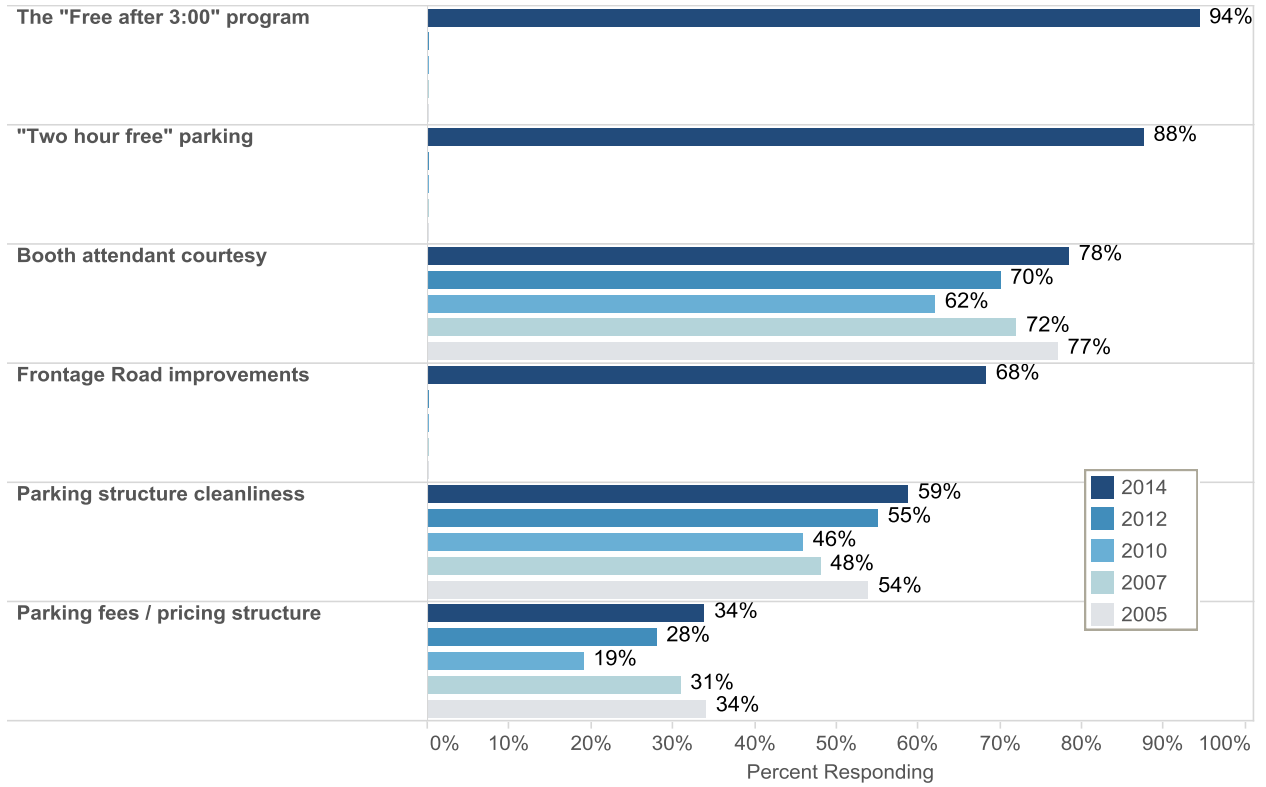


Table 17
Satisfaction with Parking Services by Resident Type

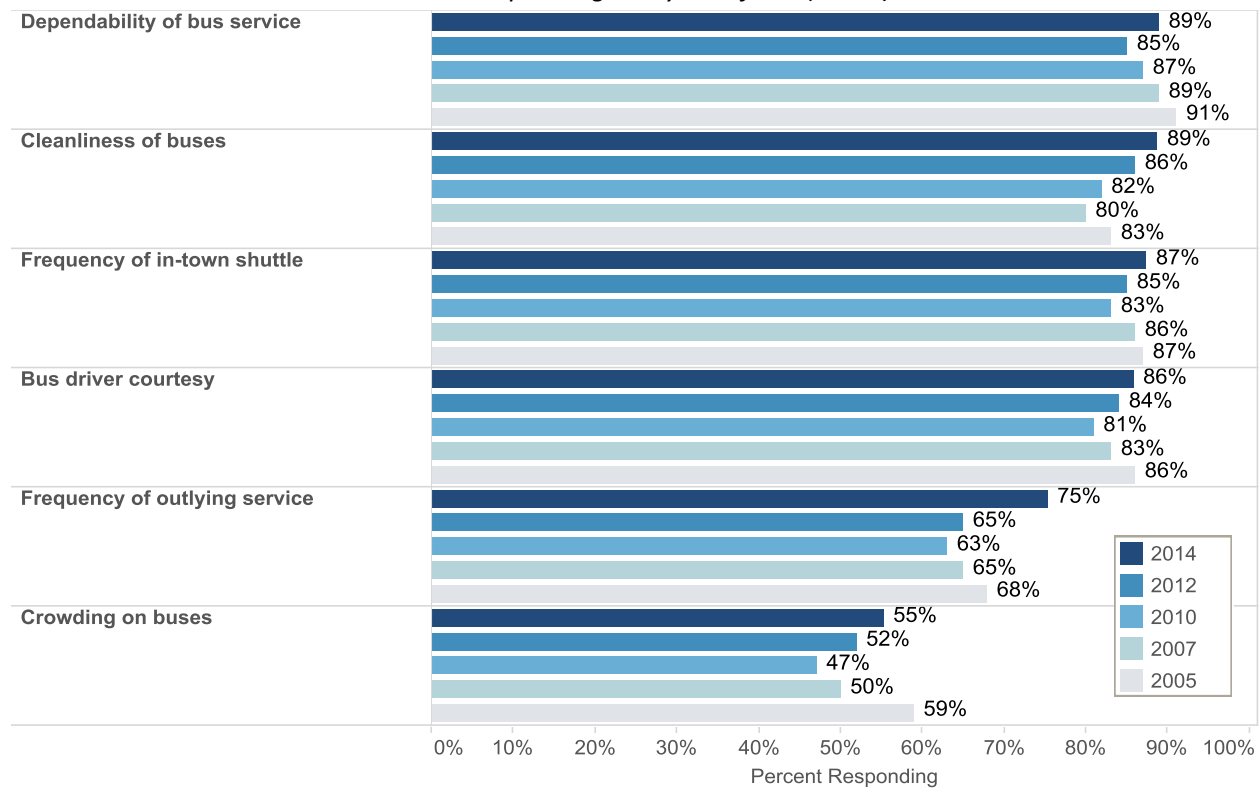
Satisfaction with Public Parking Services		Total All Sources	Survey Version		Which of the following best describes you?				
			Invitation Link	Open Link	Year-round resident (11+ months/year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the town but don't live or work there	Non-resident owner of business/commercial property
Overall parking fees/pricing structure	1 NOT AT ALL SATISFIED	19%	17%	24%	20%	16%	20%	22%	18%
	2	20%	20%	20%	21%	19%	13%	22%	9%
	3	27%	28%	25%	27%	28%	37%	0%	27%
	4	22%	23%	19%	21%	24%	20%	33%	36%
	5 VERY SATISFIED	12%	12%	11%	12%	13%	10%	22%	9%
	Average	2.9	2.9	2.7	2.8	3.0	2.9	3.1	3.1
Booth attendant courtesy	1 NOT AT ALL SATISFIED	2%	2%	3%	2%	1%	10%	0%	0%
	2	4%	4%	4%	4%	3%	7%	0%	10%
	3	16%	14%	18%	17%	12%	17%	22%	30%
	4	29%	30%	28%	28%	30%	34%	33%	50%
	5 VERY SATISFIED	49%	51%	46%	50%	54%	31%	44%	10%
	Average	4.2	4.2	4.1	4.2	4.3	3.7	4.2	3.6
Parking structure cleanliness	1 NOT AT ALL SATISFIED	4%	4%	4%	5%	4%	7%	0%	0%
	2	11%	11%	12%	11%	11%	10%	11%	9%
	3	26%	25%	27%	25%	26%	43%	11%	36%
	4	33%	35%	29%	34%	32%	17%	44%	45%
	5 VERY SATISFIED	26%	25%	27%	25%	28%	23%	33%	9%
	Average	3.6	3.6	3.6	3.6	3.7	3.4	4.0	3.5
Front Road improvements for safety and convenience	1 NOT AT ALL SATISFIED	4%	2%	6%	5%	2%	4%	0%	0%
	2	8%	9%	7%	8%	8%	7%	0%	0%
	3	20%	19%	23%	19%	21%	29%	22%	27%
	4	38%	39%	35%	35%	40%	32%	44%	64%
	5 VERY SATISFIED	31%	31%	30%	33%	28%	29%	33%	9%
	Average	3.8	3.9	3.8	3.8	3.8	3.8	4.1	3.8
The "Free after 3:00" Program in parking structures	1 NOT AT ALL SATISFIED	1%	0%	1%	1%	0%	3%	0%	0%
	2	0%	1%	0%	1%	0%	0%	0%	0%
	3	4%	5%	4%	6%	2%	3%	11%	9%
	4	11%	11%	12%	9%	13%	21%	11%	27%
	5 VERY SATISFIED	83%	83%	83%	83%	85%	72%	78%	64%
	Average	4.8	4.8	4.7	4.7	4.8	4.6	4.7	4.5
"Two Hour Free" parking	1 NOT AT ALL SATISFIED	3%	2%	3%	3%	1%	7%	0%	0%
	2	3%	3%	3%	2%	3%	0%	13%	0%
	3	7%	6%	9%	7%	5%	14%	25%	9%
	4	14%	14%	15%	14%	12%	21%	13%	27%
	5 VERY SATISFIED	73%	75%	69%	73%	79%	59%	50%	64%
	Average	4.5	4.6	4.4	4.5	4.7	4.2	4.0	4.5

Bus Service

Community members were asked whether their usage of Town of Vail bus service changed during peak ski times this winter. For 23 percent of respondents, their usage increased, a notable change. A majority of respondents reported no change in their level of usage (76 percent). A slim 6 percent said their usage decreased.

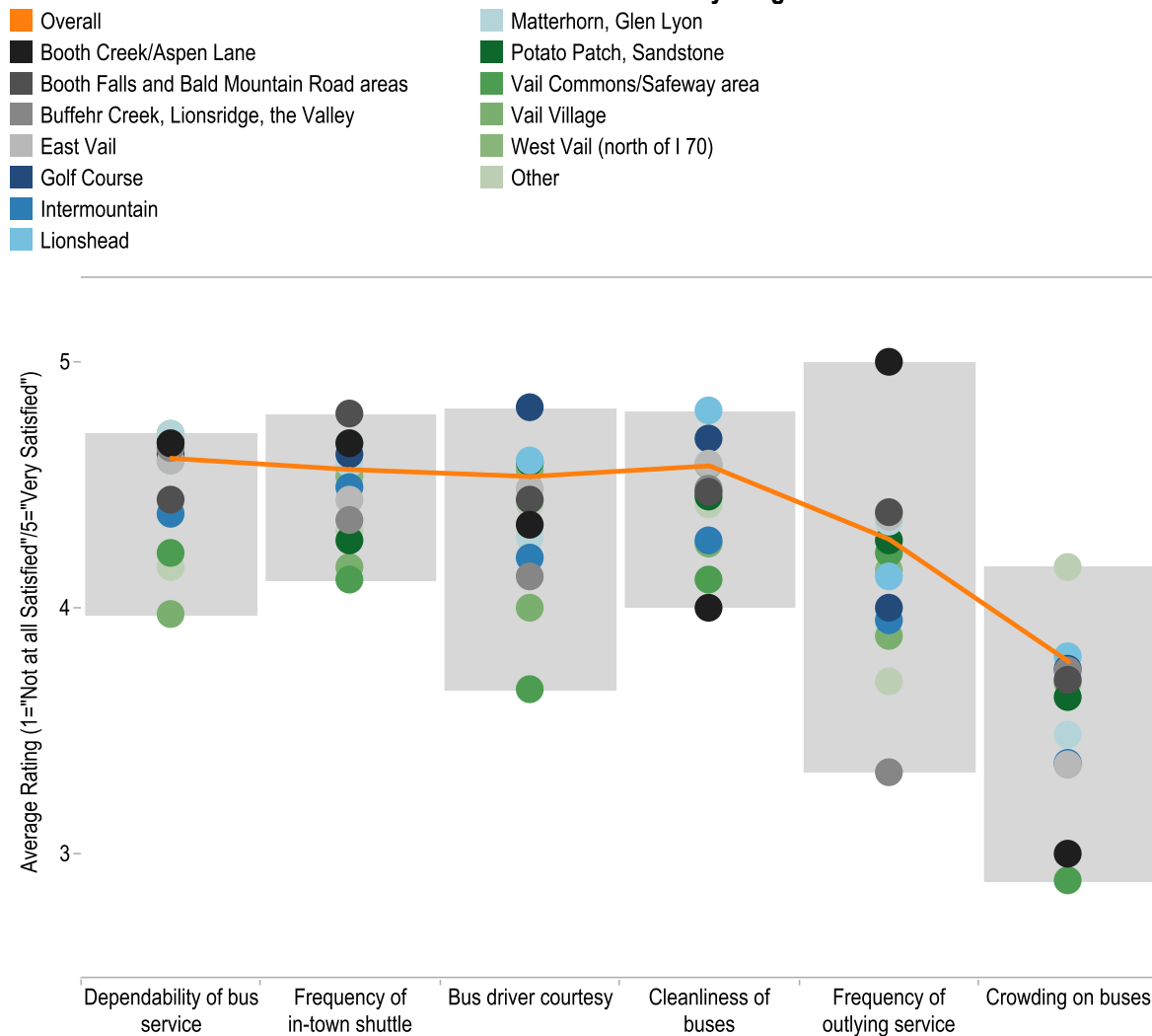
Respondents remain largely satisfied with Town of Vail bus service, with over 86 percent of respondents rating dependability of bus service, cleanliness of buses, frequency of in-town shuttle, and bus driver courtesy a 4 or 5—“Very Satisfied.” Frequency of outlying service received a slightly lower share of respondents providing a rating of 4 or 5 (75 percent) than the other categories. However, satisfaction is the highest it has been since 2005. Crowding is a relative area of weakness with only 55 percent saying they are “very/somewhat satisfied,” but up from 52 percent in 2012 and 47 percent in 2010. In general, year-round and seasonal residents express very similar satisfaction ratings.

Figure 15.
Satisfaction with Bus Service
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 Lionshead area, where the ratings of satisfaction are high; the ratings are lowest, or least satisfactory, from Booth Creek and Vail Commons area residents, and there are significant differences of opinion indicated by the wide range of responses. The frequency of outlying service is rated highly by Booth Creek residents, but those who live in Buffehr Creek area are relatively less satisfied. Meanwhile, frequency of the in-town shuttle is rated high by all respondents and there is relative agreement (a narrow spread) on this question.

Figure 16.
Satisfaction with Bus Service by Neighborhood



The open-ended comments provide additional insights on the ratings. ([VIEW COMMENTS](#))

Table 18
Please Rate your Satisfaction with Bus Service

Satisfaction with Bus Service		Total All Sources	Survey Version		Which of the following best describes you?				
			Invitation 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%	1%	1%	2%	0%	0%	0%
	2	3%	2%	4%	4%	2%	4%	0%	0%
	3	9%	8%	10%	9%	9%	7%	0%	9%
	4	28%	29%	25%	28%	26%	43%	13%	18%
	5 VERY SATISFIED	60%	60%	61%	59%	62%	46%	88%	73%
	Average	4.4	4.4	4.4	4.4	4.4	4.3	4.9	4.6
Frequency of outlying service	1 NOT AT ALL SATISFIED	4%	3%	6%	4%	3%	4%	0%	0%
	2	6%	6%	6%	5%	7%	0%	0%	17%
	3	15%	14%	17%	17%	13%	8%	20%	17%
	4	28%	31%	22%	28%	29%	38%	0%	17%
	5 VERY SATISFIED	47%	46%	49%	46%	47%	50%	80%	50%
	Average	4.1	4.1	4.0	4.1	4.1	4.3	4.6	4.0
Bus driver courtesy	1 NOT AT ALL SATISFIED	1%	1%	1%	1%	1%	4%	0%	0%
	2	3%	2%	4%	2%	2%	0%	13%	0%
	3	11%	10%	12%	11%	10%	11%	0%	27%
	4	27%	27%	28%	29%	25%	39%	25%	9%
	5 VERY SATISFIED	58%	60%	55%	57%	63%	46%	63%	64%
	Average	4.4	4.4	4.3	4.4	4.5	4.3	4.4	4.4
Dependability of bus service	1 NOT AT ALL SATISFIED	1%	0%	2%	1%	1%	0%	0%	0%
	2	2%	1%	4%	2%	1%	3%	0%	0%
	3	9%	7%	12%	9%	8%	7%	0%	9%
	4	27%	27%	26%	27%	25%	34%	13%	18%
	5 VERY SATISFIED	62%	65%	57%	60%	66%	55%	88%	73%
	Average	4.5	4.5	4.3	4.4	4.5	4.4	4.9	4.6
Cleanliness of buses	1 NOT AT ALL SATISFIED	0%	0%	1%	0%	0%	0%	0%	0%
	2	1%	1%	3%	2%	1%	0%	0%	0%
	3	10%	9%	12%	11%	8%	7%	0%	27%
	4	31%	32%	31%	31%	28%	52%	38%	9%
	5 VERY SATISFIED	57%	59%	54%	56%	63%	41%	63%	64%
	Average	4.4	4.5	4.4	4.4	4.5	4.3	4.6	4.4
Level of crowding on buses	1 NOT AT ALL SATISFIED	7%	7%	6%	8%	7%	4%	0%	0%
	2	14%	14%	13%	12%	17%	0%	0%	20%
	3	24%	23%	27%	22%	27%	25%	13%	20%
	4	32%	32%	33%	33%	28%	54%	50%	20%
	5 VERY SATISFIED	23%	24%	21%	25%	21%	18%	38%	40%
	Average	3.5	3.5	3.5	3.6	3.4	3.8	4.3	3.8

Library Services

Fifty-seven percent of respondents own a library card, down from 63 percent in 2012. Differences are evident in card-holding among year-round residents (67 percent) and part-time residents (46 percent). There are also differences among age cohorts. Sixty-eight percent of those aged 65 or older have a library card, compared to 55 percent of respondents under age 35. About a quarter of respondents access the library remotely as well as in person. Overall, respondents report using the library 3.2 times per month. Again, frequency of use is higher among year-round residents (3.5) than among part-time residents (2.9)

While most respondents report that it is the “materials (including books, magazines, audio CD’s and DVD’s)” that bring them to the library (86 percent), the friendly staff (31 percent) and quiet place to read (28 percent) are also driving factors. Older residents are more motivated to frequent the library because of friendly staff (41 percent). Those under age 35 are more likely to visit to have a quiet place to read (34 percent) or to use the computer (26 percent).

Twenty-one percent of respondents have used the new library website. Most respondents do not know there is an active Friends of the Library Group (63 percent). The overall satisfaction with the library is quite high, earning an average rating of 4.6, with 92 percent of respondents providing a rating of 4 or 5—“Very Satisfied.” ([VIEW COMMENTS](#))

Events

Respondents were provided with the following prompt:

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.

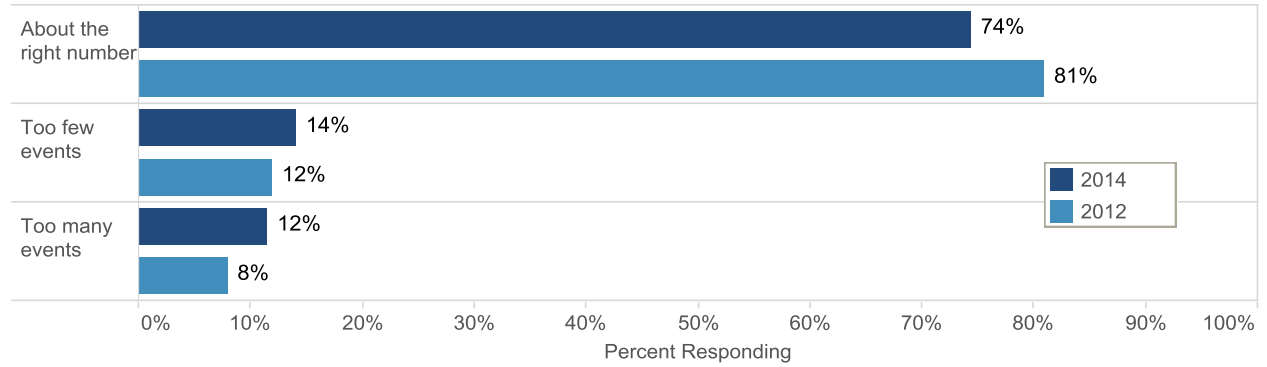
A strong majority of respondents say events create a positive experience in Vail. On the question, “In general, how would you describe the experience that events create for you and your guests?” about 84 percent of respondents rate the experience positively, a 4 or 5 on a five-point scale, similar to 2012 (85 percent). Positivity is high among both year-round and part-time residents. There are some differences among age cohorts, with percentages of 4 or 5 slightly declining as age increases (from 93 percent for those under 35 to 76 percent for those 65 and older).

Most respondents, when asked, indicate that the Town holds “about the right number” of events (74 percent). Twelve percent indicate there are too many events while 14 percent think there are too few. Year-round residents are slightly more likely to say there are too many events (14 percent vs. 10 percent part-time). Older residents are also more likely to report there are too many events (19 percent of those aged 65 and older vs. 3 percent 34 and under).

When compared to community response from the 2012 survey, we see that opinions are generally similar, with a majority of respondents indicating there are about the right number of events. However, this year slightly elevated shares of respondents indicated there were both “too few” and “too many”

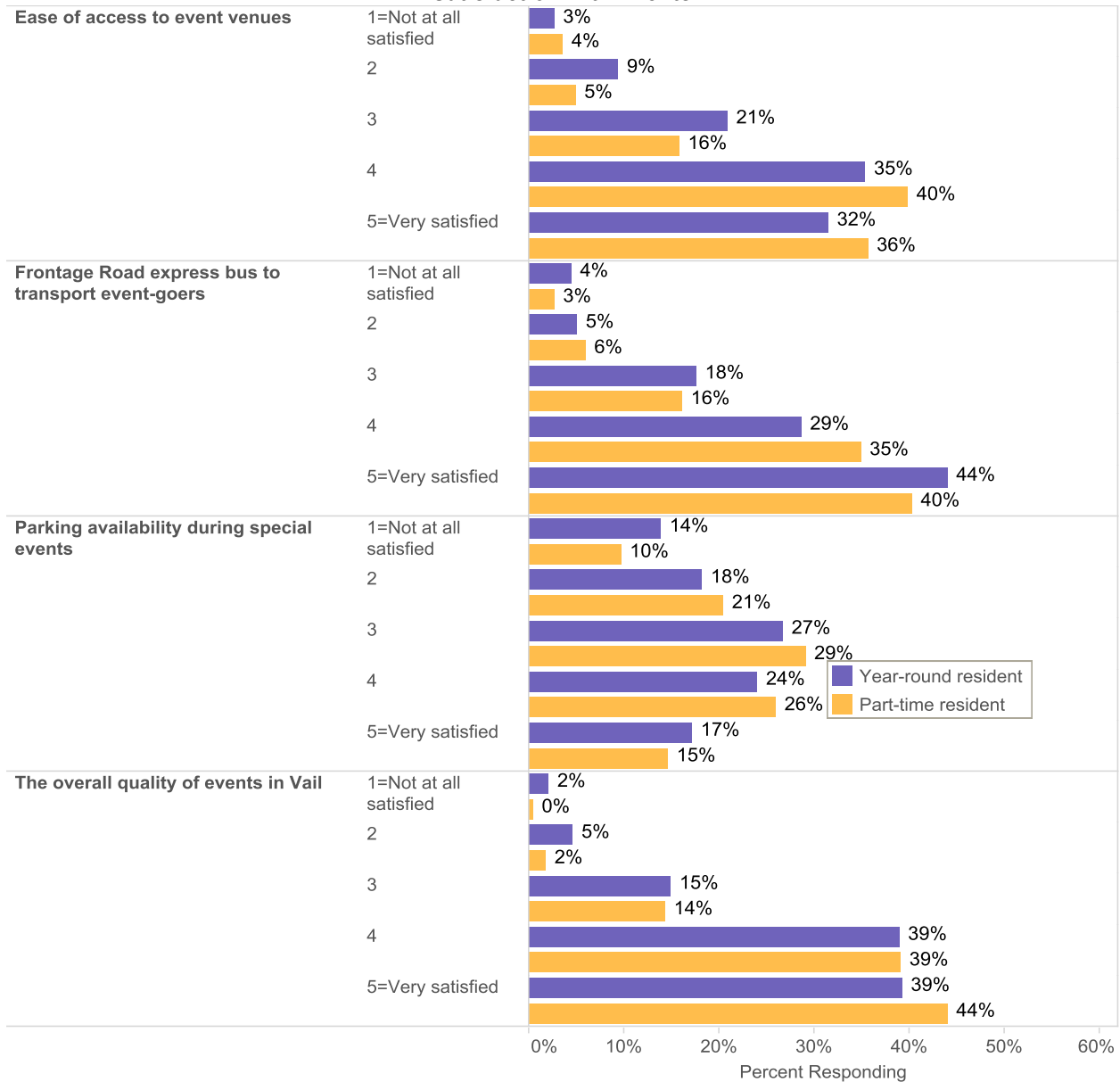
events. Results indicate somewhat split opinion concerning the number of events held in Vail among segments of respondents.

Figure 17.
Opinions Regarding Quantity of Events



As shown in the graph to follow, satisfaction is generally quite high, both among year-round and part-time residents with regards to aspects of town-wide events. The overall quality, ease of access, and bus transportation all have high satisfaction. Where satisfaction seems to decline, however, is with regards to parking availability during special events.

Figure 18.
Satisfaction with Events



The survey provided a space for community members to offer additional comments regarding events. Generally, the supportive comments outweighed the negative comments, with many also expressing mixed sentiments. There were some differences in sentiment depending on whether the respondent lived in town year-round or part-time as well as by age cohort. ([VIEW COMMENTS](#))

Relative to negative comments, year-round residents were more likely to express that events occur too frequently. Younger age cohorts were often concerned about the family-friendly atmosphere of events, while older age cohorts were concerned about the type of visitor being attracted to visiting Vail as a result of the events taking place.

- *part-time* 35 to 44 *While I am all for the events, in the winter there seems to be an event every week! Is that really necessary? I understand having the events in the summer to attract more tourists, but people are coming to Vail to ski in the winter regardless of the events.*
- *part-time* 45 to 54 *We come out because we love the town, and the mountain. We happened were out this year during the Burton Open because that's when our kids were off of school. While I guess it was kind of cool to see bits and pieces, I would have to say the crowds overall took AWAY from our experience in VAIL, .i.e. couldn't get reservations at favorite restaurants. Longer than usual lift lines...town was crazy crowded at night time, etc.*
- *part-time* 55 to 64 *They're nothing but excuses for younger people to get drunk in public.*
- *part-time* 65 to 74 *The massive concerts at Checkpoint Charlie and Solaris are a negative. These events turn a lovely summer evening in the mountains into a fairgrounds midway sideshow. Concerts and dance @ Ford Amphitheater epitomize the type of event for which Vail should be known.*
- *part-time* 75+ *Too many concerts that have negative consequences.*
- *year-round* 25 to 34 *Trying to avoid them as most of them are not friendly for families with small children.*
- *year-round* 35 to 44 *Some events (concerts) are not kids friendly. I have 2 and 5 year old.*
- *year-round* 45 to 54 *As I have commented, I think there is a certain amount of 'event fatigue'. There's always another one coming the following week. This is taxing on the workers as well as the infrastructure. I think, rather than focusing on lots of events, the Town should focus on just a few, high(er)-quality ones. I think many of the events have also grown to a point that they've lost whatever intimacy they might have had.*
- *year-round* 55 to 64 *The most recent Spring Back To Vail Concert with STS9?? Not the type of visitor we should see in Vail.*
- *year-round* 65 to 74 *Need to further assess the types of events that come to Vail. I know we get a lot of people for some of them, but really do they spend money in any of our shops and restaurants, and do they bring in the amount of money it costs the Town to put them on?*
- *year-round* 75+ *Watch out for some of the rock concerts! Trouble!!*

Relative to positive sentiment, comments were offered nearly equally by year-round and part-time residents. Older respondents were particularly likely to express their enjoyment of the Bravo concerts. Younger respondents commented on how they increased the quality of life in Vail.

- *part-time* 35 to 44 *The events are great. That's why I purchased a property in Vail. I do mean this for year round events. Summer is one of my favorite times to visit.*
- *part-time* 45 to 54 *So happy to see recycling at events.*
- *part-time* 55 to 64 *I think the town does a great job with events and attract a crowd I am comfortable to be in, I always feel safe and that the crowd is in control at Vail events.*
- *part-time* 65 to 74 *Thank you! 40 years coming here have seen many, many positive changes!!*
- *part-time* 75+ *I have become an avid subscriber to Bravo music concerts in the summer.*

Also, I support the jazz and dance performances. The Mardi Gras and Fourth of July events are a must. I enjoy the athletic events including winter sports and biking.

- *year-round 25 to 34 Great number of events that appeal to a variety of seasonal visitors and locals alike.*
- *year-round 35 to 44 I think town events are important for our success and hope we will continue to have more to keep thing going during the summer.*
- *year-round 45 to 54 I love to attend and participate in just about all the events in Vail. It also creates opportunity for my friends and family to visit.*
- *year-round 55 to 64 Vail creates a very welcoming atmosphere at the events -- e.g. Taste of Vail, the weekly summer fairs. The setup is convenient, easy to access, very clean, and well publicized.*
- *year-round 65 to 74 Would like some more for our shoulder seasons both for residents, guests that come and 2nd homeowners.*

Those who offered mixed response were supportive of events in general, but concerned about crowding, noise, or specific event offerings.

- *part-time 65 to 74 The noise and traffic congestion is sometimes a problem, but manageable for the current number of events.*
- *year-round 25 to 34 I love the free events but crowds are ridiculous. Catch 22. Keep crowds down by charging high fees, only out of town rich people. Keep offering fun free shows, it'll be packed.*
- *year-round 45 to 54 It varies widely by event. Some of them are net benefits all the time (Burton Championships, World Cup skiing). Some are niche events, but if they are in true 'slow seasons,' that is harmless and might grow into something great (i.e. Teva games). Some disrupt paying visitor experience for no discernible upside (Spring Back to Vail). I am bone tired of second rate music amplified to the point that you must leave the neighborhood to avoid it, I think many people are. Also, 20 pop up tents and a beer vendor is not 'a special event;' it is a lazy and duplicative use of our streets - something more should be required to get a permit, something actually special.*
- *year-round 65 to 74 Some are excellent: Bravo and Farmers Market. Some are negative: Burton Championships, concerts aimed at under 30s.*



SUMMARY OF RESULTS: INVITATION SURVEY

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 gotten off on the wrong track?

2014 (n=487)	2012 (n=412)	2010 (n=521)	2007 (n=397)	2005 (n=404)	
64%	70%	58%	58%	70%	Right direction
22	18	28	30	19	Wrong track
14	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.)

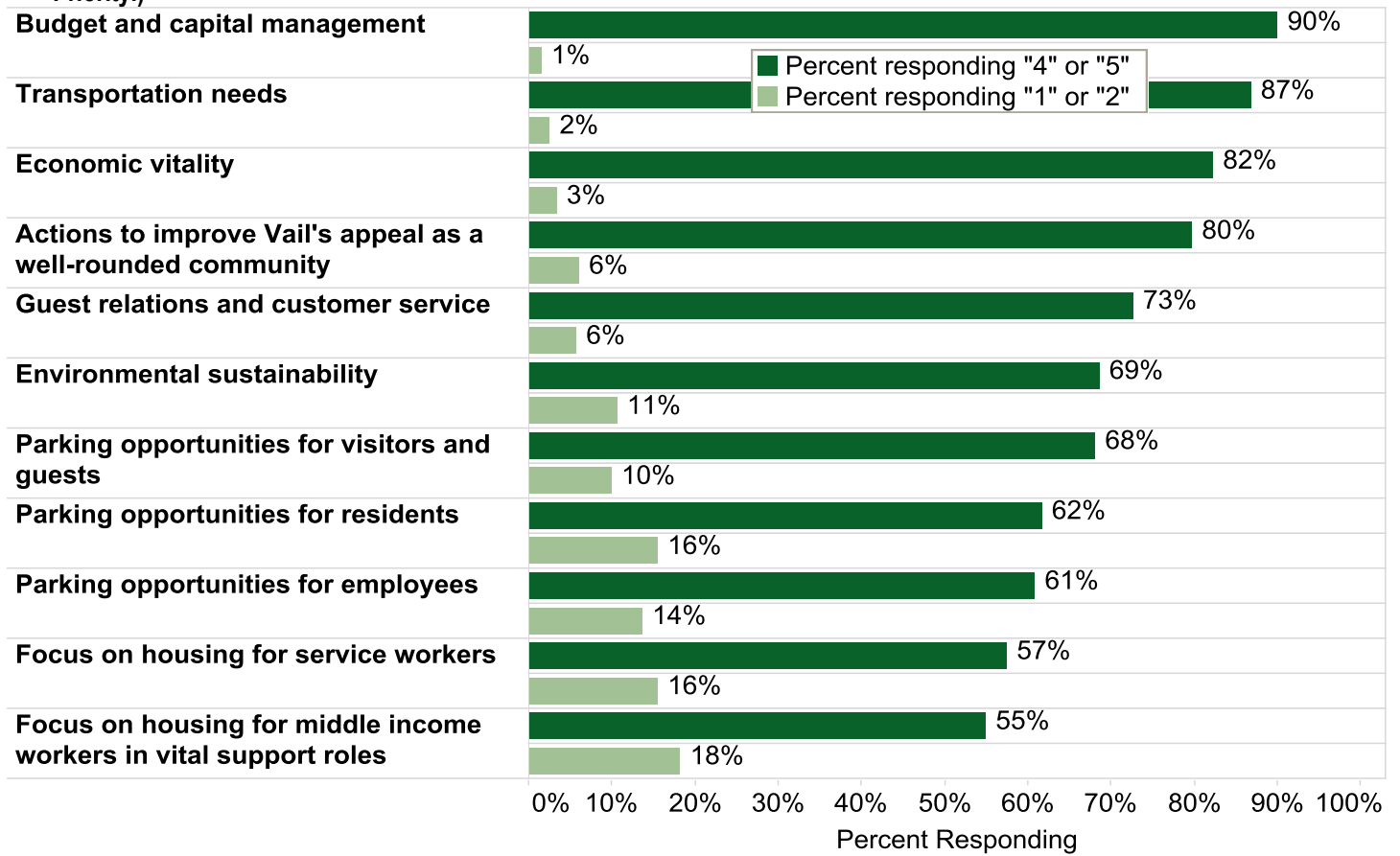
2. Using the 1 to 5 scale below, how satisfied are you with the Town of Vail local government in terms of providing information to citizens about what local government is doing, including offering ample public engagement opportunities and being collaborative in the decision-making process?

	NOT AT ALL SATISFIED					VERY SATISFIED	
	1	2	3	4	5	mean	n
Providing information to citizens	5%	10	22	35	29	3.7	457
Offering public engagement opportunities	5	10	23	33	30	3.7	440
Being collaborative in decision-making process	12	18	26	25	20	3.2	391

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

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.)



COMMUNITY ISSUES	NOT A PRIORITY		NEUTRAL			HIGH PRIORITY		mean	n
	1	2	3	4	5				
1. Actions to improve Vail's appeal as a well-rounded community (a great place to live, work and play)	2%	2	14	27	55	4.3	461		
2. Budget and capital management (keeping Vail fiscally healthy)	0	1	7	24	68	4.6	456		
3. Economic vitality (investing in facilities, services and events to keep Vail competitive)	3	1	14	30	52	4.3	467		
4. Environmental sustainability (waste and energy conservation programs, environmental education, etc.)	4	7	22	25	42	3.9	458		
5. Focus on housing for middle income workers in vital support roles (e.g., future development of Chamonix property in West Vail)	8	10	29	27	26	3.5	456		
6. Focus on housing for service workers (e.g., redevelopment of Timber Ridge)	7	9	27	29	28	3.6	454		
7. Guest relations and customer service	1	4	23	33	39	4.1	457		
8. Parking opportunities for residents	6	8	23	23	40	3.8	458		
9. Parking opportunities for employees	6	7	27	29	31	3.7	448		
10. Parking opportunities for visitors and guests	4	6	23	31	36	3.9	451		
11. Transportation needs (bus service – local and regional)	1	1	11	29	59	4.4	452		

What one area is your highest priority? **Actions to improve Vail's appeal as a well-rounded community: 26%, n=460**

The Vail Town Council's Long-Term Goals and Initiatives for 2014 through 2022 focus on these primary areas:

- Improve economic vitality
- Grow a balanced community
- Continually elevate the quality of the experience

Do you have any comments for the Town Council regarding these goals? _____

4. Looking to Vail's future (three to five years from now and after the 2015 World Championships), are there "big" ideas that you would like to see pursued by the Town and partners? _____

5. What would you like to have available in Vail that is not already here? _____

6. Would you be in favor of the Town of Vail permitting a recreational marijuana retail *business* in the town? n=468
 29% Yes 60% No 11% Uncertain

Would you be in favor of a recreational marijuana *club* in town (where consumption of marijuana products on the premises is permitted)? n=466
 26% Yes 62% No 12% Uncertain

7. If yes or uncertain, what commercial areas of town should be considered as locations for a marijuana retail business? (Check all areas that should be considered) n=165

48% Vail Village

46 Lionshead

90 West Vail

And for a marijuana club? n=144

65% Vail Village

68 Lionshead

74 West Vail

Do you have any comments on your responses? _____

THE ENVIRONMENT

8. Using a scale from 1 to 5 where 1 means “Not at all important” and 5 means “Extremely important,” how important are the following issues on which the Town of Vail could take action?

	NOT AT ALL IMPORTANT		NEUTRAL		EXTREMELY IMPORTANT		mean	n
	1	2	3	4	5			
Waste and recycling	4%	3	17	33	43	4.1	462	
Gore Creek water quality		1	6	24	69	4.6	456	
Water quantity (conservation)	1	2	16	34	47	4.2	455	
I-70 noise	3	4	26	24	42	4.0	462	
Plastic bags (restricting use)	19	12	26	22	21	3.1	458	
Energy use	3	7	27	36	28	3.8	457	
Climate change/reduced snowpack	11	8	20	26	35	3.7	446	
Other (please describe): _____	12	2	14	11	61	4.1	57	

9. Gore Creek is an environmental resource to the Town of Vail as well as an economic driver, but is listed as an impaired stream by the State of Colorado. Three main causes of impairment to Gore Creek have been identified: 1) degradation of riparian area, 2) impacts of urban runoff from impervious surfaces, and 3) pollutants associated with land use activities. The Town is beginning a Gore Creek Water Quality Action Plan to address these concerns. Using a scale of 1 to 5 where 1 means “Strongly Oppose” and 5 means “Strongly Support,” please indicate your level of support for the following.

	STRONGLY OPPOSE		NEUTRAL		STRONGLY SUPPORT		mean	n
	1	2	3	4	5			
Increase education of water quality “best management practices” such as pesticide use and landscape maintenance alternatives for homeowners, residents, lodging managers and business owners	0%	1	12	24	63	4.5	453	
Increase stream setback regulations for private development and redevelopment projects near waterways	4	3	17	22	54	4.2	438	
Require low maintenance and “no-mow” buffers along stream banks on private property	5	5	18	24	48	4.0	438	
Increase storm water treatment requirements for ALL development and redevelopment projects in Vail	2	3	18	25	52	4.2	430	

Any comments on your responses? _____

TOWN SERVICES

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

10. Have you used the services of the Community Development Department within the past 12 months? n=462
 19% Yes 81% No (GO TO Q. 15)

11. (IF YES) How did you access their services? (CHECK ALL THAT APPLY) n=86
 42% Website
 52 Telephone
 69 Walk in to office
 31 Attend a meeting
 6 Other: _____

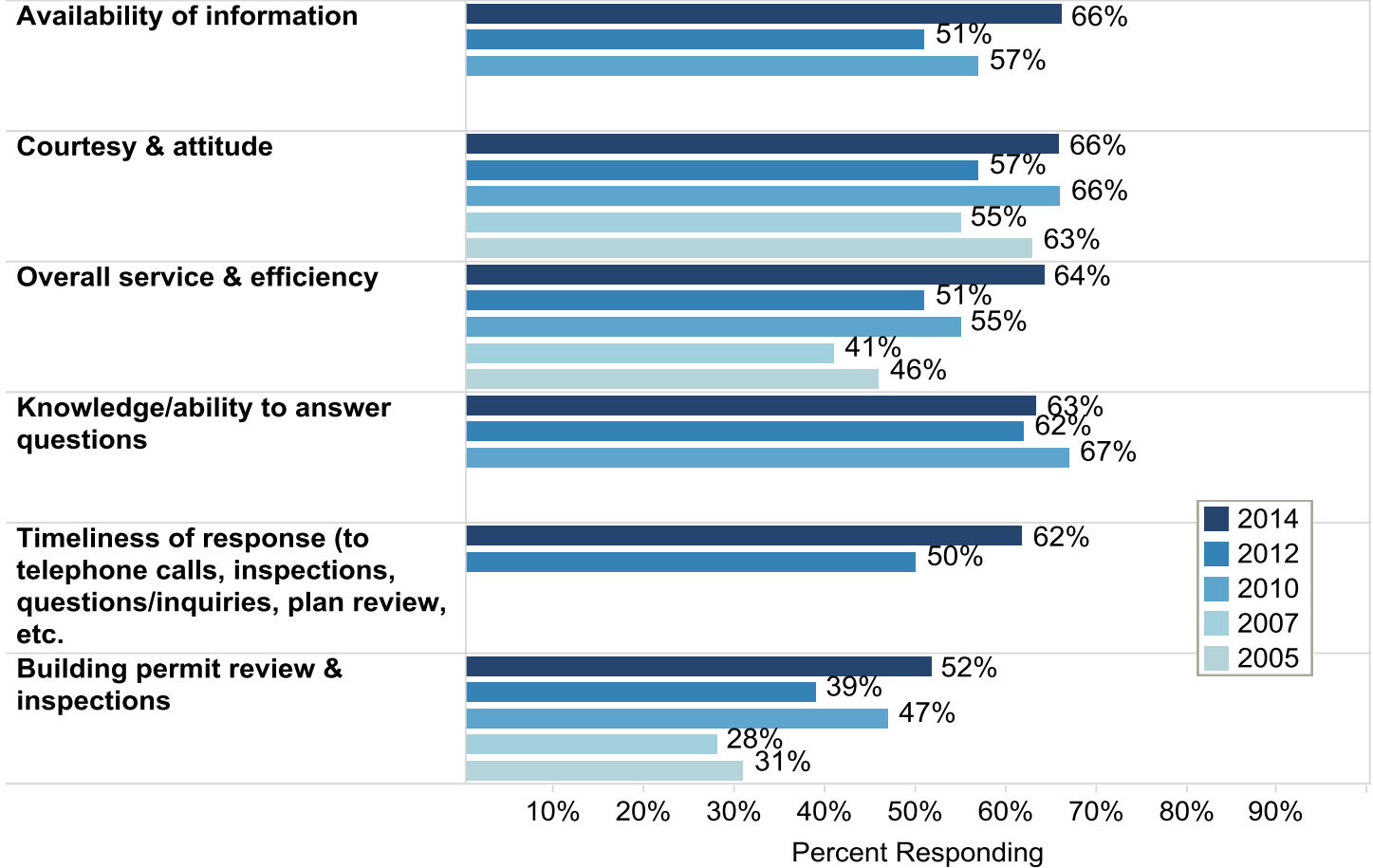
12. Are you aware that the Community Development Department has made changes in procedures (for example, over-the-counter permits) in response to survey results and other feedback? n=443

16% Yes 84% No

13. Have you noticed changes in any aspects of service delivery? n=440

5% Yes (please describe) 52 No 43 Uncertain

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



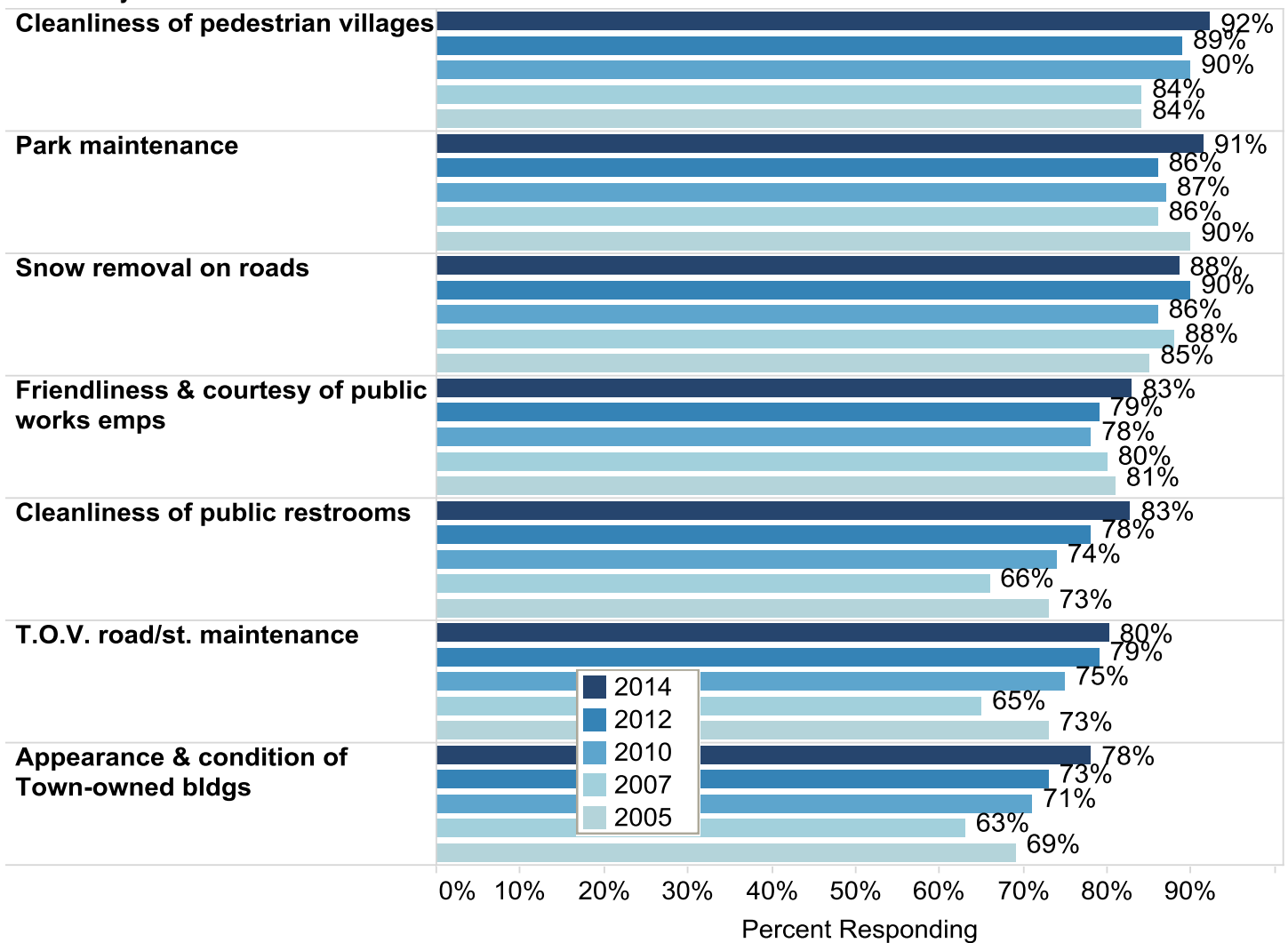
COMMUNITY DEVELOPMENT DEPARTMENT

	NOT AT ALL SATISFIED					VERY SATISFIED	
	1	2	3	4	5	mean	n
Availability of information (e.g., public records)	1%	9	24	31	35	3.9	68
Overall service and efficiency	2	15	19	33	31	3.8	81
Timeliness of response (to telephone calls, inspections, questions/inquiries, plan review, etc.)	3	17	18	32	30	3.7	76
Building permit review and inspections	8	20	20	33	18	3.3	60
Courtesy and attitude/helpfulness	7	10	17	26	40	3.8	82
Knowledge/ability to answer questions	6	9	22	30	33	3.8	82

Any comments on your response? _____

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

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



PUBLIC WORKS DEPARTMENT

	NOT AT ALL SATISFIED			VERY SATISFIED		mean	n
	1	2	3	4	5		
Snow removal on roads	0%	4	7	25	64	4.5	460
Road and street maintenance by the Town of Vail (potholes, sweeping, drainage, etc.)	1	4	15	39	42	4.2	453
Overall park maintenance	0	1	7	36	55	4.4	430
Appearance and condition of town-owned buildings	0	5	17	41	37	4.1	439
Friendliness and courteous attitude of Public Works employees	2	2	13	32	51	4.3	388
Cleanliness of pedestrian villages	0	1	6	31	62	4.5	456
Cleanliness of public restrooms	1	2	14	40	43	4.2	388
Any comments on your response? _____							

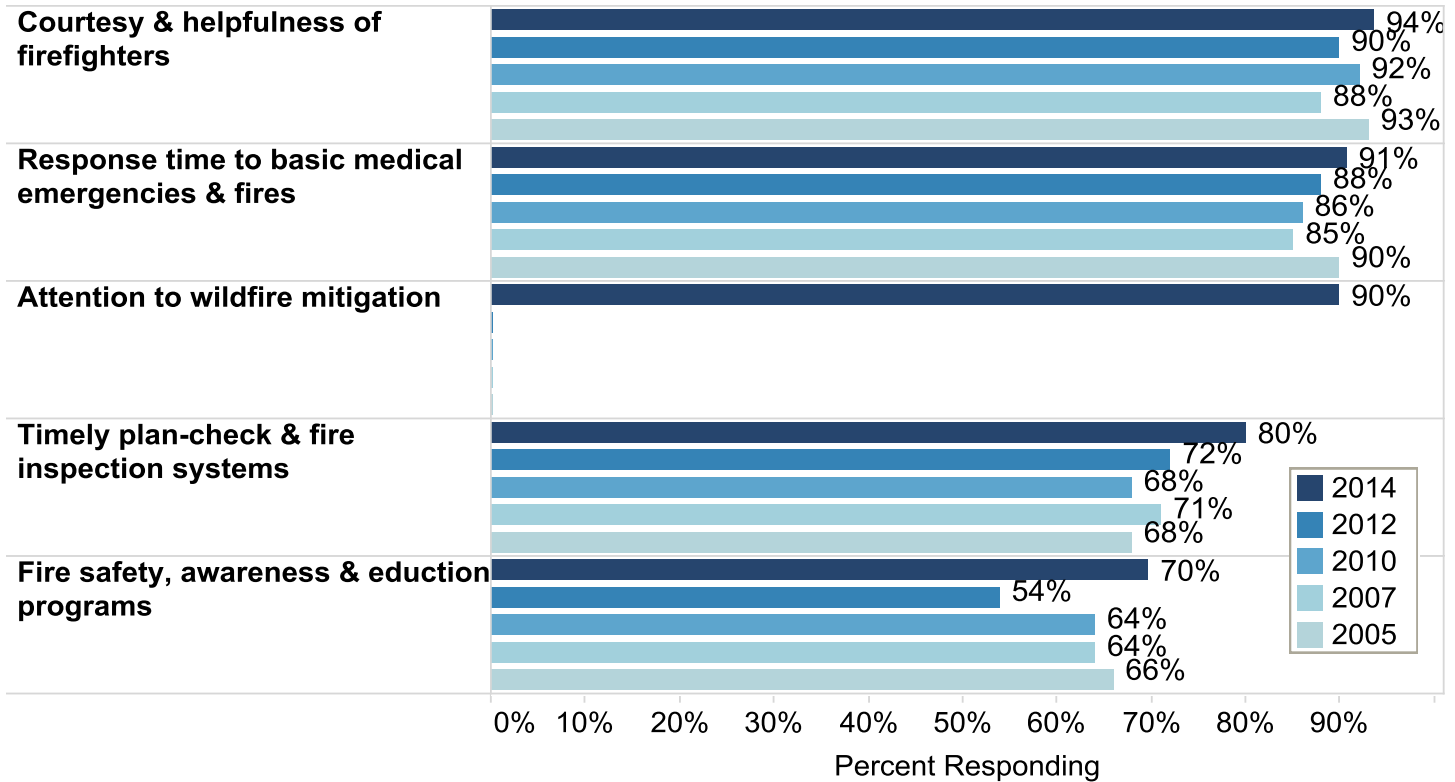
Public Safety

16. Have you utilized Vail Fire for any service, inspection or emergency within the past 12 months? n=439

12% Yes

88 No (GO TO Q. 18)

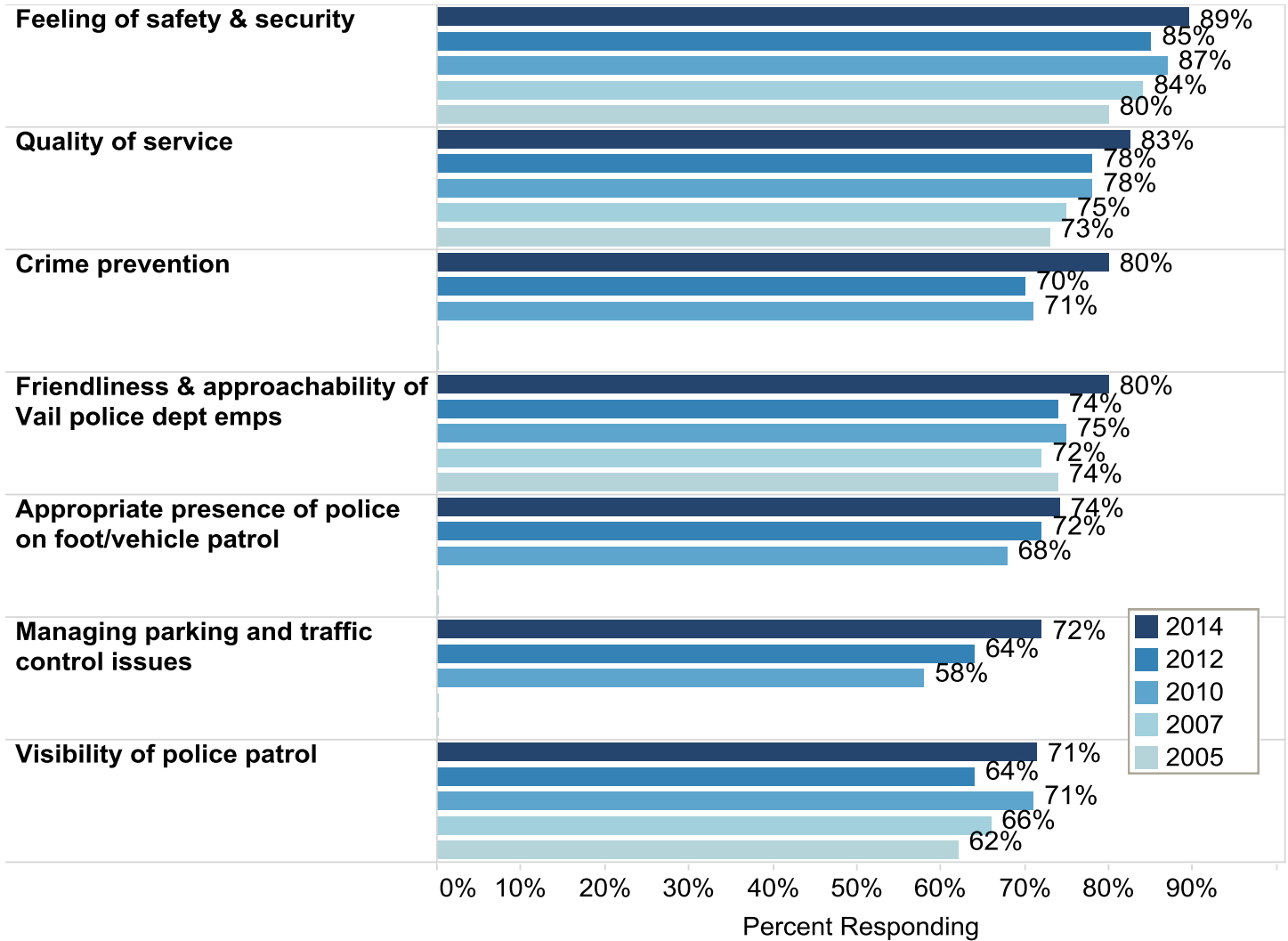
17. Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail.



FIRE SERVICES

	NOT AT ALL SATISFIED					VERY SATISFIED		mean	n
	1	2	3	4	5				
Response times to basic medical emergencies and fires	3%	6		13	78	4.6	32		
Attention to wildfire mitigation			10	37	53	4.4	30		
Courtesy and helpfulness of firefighters and fire prevention staff		2	4	11	83	4.7	47		
Timely plan-check and fire inspection systems on remodeled or new construction	4	4	12	32	48	4.2	25		
Fire safety, awareness and education programs provided		3	27	15	55	4.2	33		
Any comments on your response? _____									

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



POLICE SERVICES	NOT AT ALL					VERY	
	SATISFIED					SATISFIED	
	1	2	3	4	5	mean	n
Overall feeling of safety and security	1%	1	8	30	60	4.5	437
Appropriate presence of police on foot/vehicle patrol	3	5	18	30	44	4.1	418
Friendliness and approachability of Vail police department employees	3	5	12	28	52	4.2	390
Overall quality of service	1	5	12	34	49	4.3	396
Crime prevention	1	6	14	35	45	4.2	340
Managing parking and traffic control issues	6	6	17	36	36	3.9	412
Visibility of police foot/vehicle patrol	4	4	21	33	38	4.0	417

Any comments on your response? _____

Parking and Bus Service

19. **Do you think there is enough parking in the Town of Vail? n=456**

27% Yes 65% No 8% Uncertain

Any comments on your response? _____

20. **Some have suggested that additional valet services be provided within the town to improve the experience in Vail. Would such services be of interest to you and your household/visitors/guests? n=452**

15% Yes 69% No 15% Uncertain

21. **Are you aware that the Town offers residents/employees a variety of parking passes and discount parking programs? n=456**

78% Yes 18% No 4% Uncertain

22. **Do you own a parking pass or value card this season? n=453**

73% No (**COMMENT BELOW AND GO TO Q. 24**)

Why do you not buy a parking pass or value card? _____

27 Yes: 8% Gold pass

9 Blue pass

3 Green pass

3 Pink pass

77 Value card

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

	NOT AT ALL					VERY	
	SATISFIED					SATISFIED	
	1	2	3	4	5	mean	n
	4%	11	19	43	22	3.7	113

Any comments on your response? _____

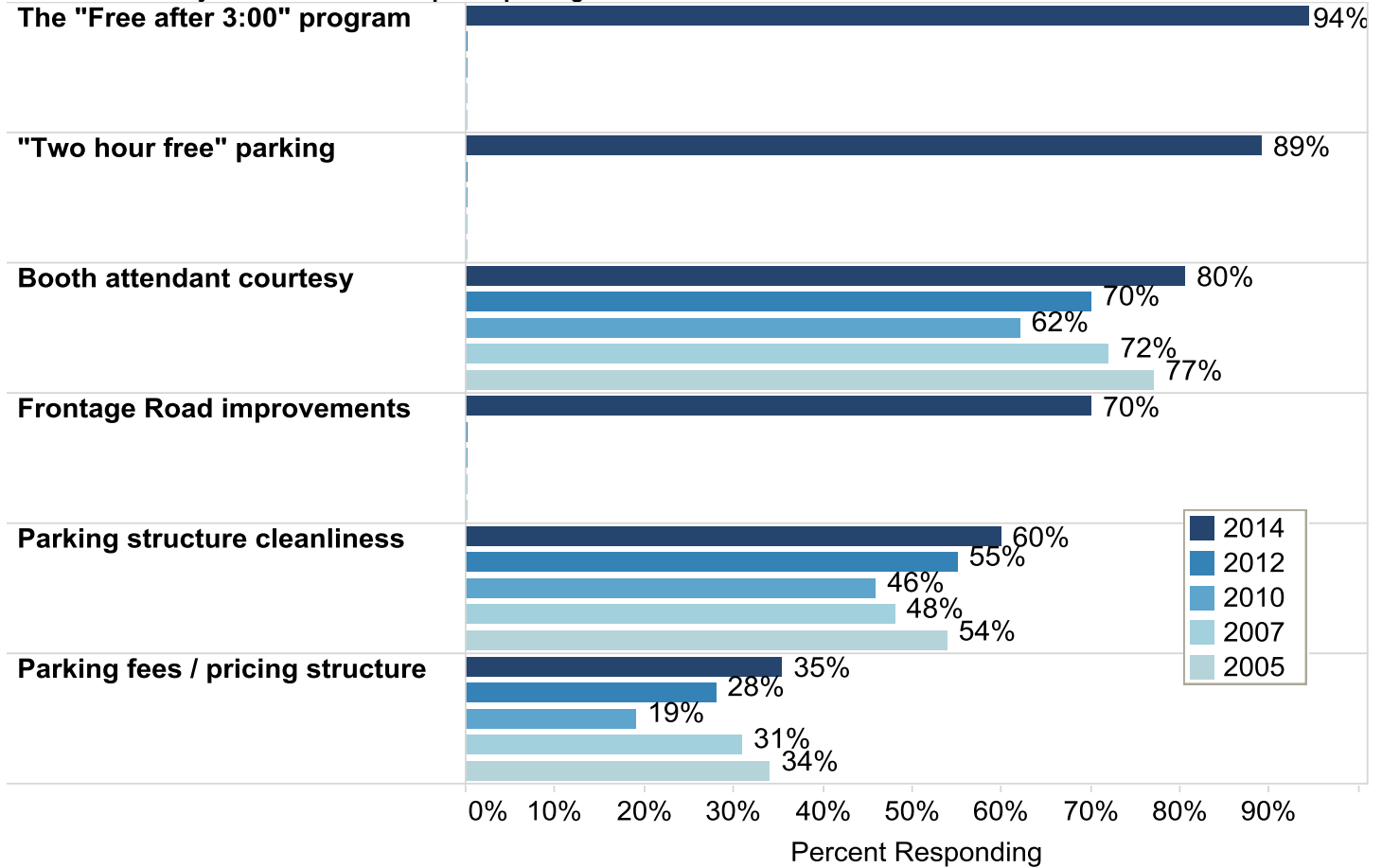
24. **Are you aware of the free skier drop-off areas in Vail? (CHECK ALL OF WHICH YOU ARE AWARE) n=427**

91% Lionshead, west end of parking structure

87 Golden Peak

67 Vail Village, Hanson Ranch Road

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



PARKING SERVICES

	NOT AT ALL SATISFIED					VERY SATISFIED	
	1	2	3	4	5	mean	n
Overall parking fees/pricing structure	17%	20	28	23	12	2.9	429
Booth attendant courtesy	2	4	14	30	51	4.2	415
Parking structure cleanliness	4	11	25	35	25	3.6	434
Frontage Road improvements for safety and convenience (paving, shoulder widening, sidewalks, bus stops)	2	3	19	39	31	3.9	411
The "Free after 3:00" Program in the parking structures	0	1	5	11	83	4.8	439
"Two Hour Free" parking	2	3	6	14	75	4.6	430

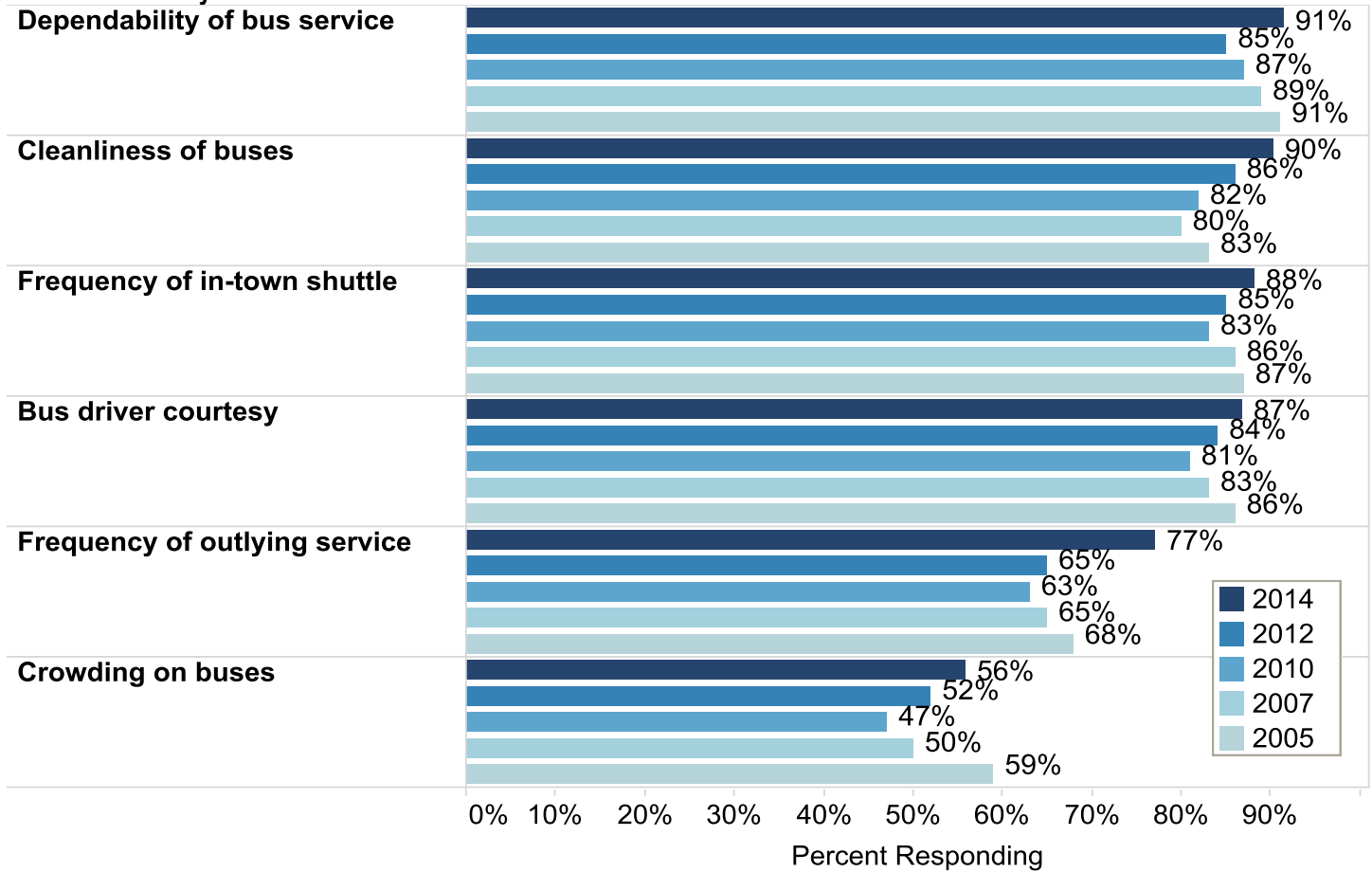
Any comments on your response? _____

26. Has your use of Town of Vail bus service changed during peak ski times this winter? n=445

- 23% Yes, increased
- 5 Yes, decreased
- 71 No change

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

27. Please rate your satisfaction with bus service.



BUS SERVICE	NOT AT ALL SATISFIED					VERY SATISFIED		mean	n
	1	2	3	4	5	5	5		
Frequency of in-town shuttle	1%	2	8	29	60	4.4	423		
Frequency of outlying service	3	6	14	31	46	4.1	357		
Bus driver courtesy	1	2	10	27	60	4.4	429		
Dependability of bus service	0	1	7	27	65	4.5	433		
Cleanliness of buses		1	9	32	59	4.5	431		
Level of crowding on buses	7	14	23	32	24	3.5	429		

Any comments on your response? _____

Library Services

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

28. Do you have a library card in the Town of Vail? n=448

- 58% Yes
- 42 No

29. Do you access the library remotely as well as in person? n=444

- 26% Yes
- 74 No

30. How frequently do you use the library? 3.4 times per month on average, n=232

31. What typically brings you to the library? (Check all that apply, for both in-person and remote use) n=269

- 88% Materials (books, magazines, audio CDs, DVDs, downloadable audio/eBooks)
- 35 Friendly/helpful/courteous staff
- 11 Online databases
- 15 Computers
- 11 Wireless access
- 13 Children's story hours/programs
- 15 Programs for adults/families
- 28 Quiet place to read
- 22 Interlibrary loan services

32. Have you used the new library website? n=439

- 22% Yes (any comments on its look and feel? _____)
- 78 No

33. Do you know that there is an active Friends of the Library group? n=439

- 30% Yes
- 62% No
- 9% Uncertain

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

Do you have any further comments or suggestions concerning library services?

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

NOT AT ALL SATISFIED				VERY SATISFIED		mean	n
1	2	3	4	5			
1%	1	5	24	70	4.6	288	

SOURCES OF LOCAL INFORMATION

36. How do you receive information about the Town of Vail that may be of interest to you? (CHECK ALL THAT APPLY)

INFORMATION FROM THE TOWN OF VAIL n=347

75% Website (www.vailgov.com)

48 E-services (meeting announcements, agendas, news releases, newsletters, etc.)

28 Attend or watch meetings (live web streams, Channel 5)

11 Social media (Twitter, Facebook, etc.)

INFORMATION FROM OTHER SOURCES n=417

93 Newspaper

16 Radio

19 Television

6 Social media (Twitter, Facebook, etc.)

12 Other (please describe): _____

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.

37. 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
1	2	3	4	5			
1%	3	11	27	58	4.4	434	

Do you have any comments on your response concerning events?

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

Quantity of events – are there: n=427

13% Too few events 76% About the right number 12% Too many events

	NOT AT ALL SATISFIED		VERY SATISFIED			mean	n
	1	2	3	4	5		
The overall quality of events in Vail	2%	2	15	38	42	4.2	424
Ease of access to event venues (Ford Park Fields, Gerald R. Ford Amphitheater, Vail Village, Lionshead, Dobson Arena)	2	7	19	39	33	3.9	423
Parking availability during special events	9	22	30	24	16	3.2	380
Frontage Road express bus to transport event-goers between Lionshead, Vail Village and Ford Park in the summer	4	6	18	31	42	4.0	321

39. The Town of Vail invests in various events in Vail. In general, what is your opinion of this economic development strategy? n=441

50% I strongly support the Town's financial investment in events

29 I am somewhat in favor

14 I am neutral

5 I somewhat oppose

2 I strongly oppose

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

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

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

41. Which of the following best describes you? n=441

- 52% Year-round resident (11+ months/year)
- 44 Part-time resident (what is the ZIP Code of your primary residence? _____)
- 2 Employed in the town of Vail but don't live there
- 1 Get mail in the town but don't live or work there
- 1 Non-resident owner of business/commercial property

42. Which of the following best describes your employment status? n=442

- 37% 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)
- 25 Currently employed outside of the local area (work on Front Range, out of state, etc.)
- 20 Retired
- 1 Unemployed and/or looking for work
- 3 Homemaker
- 8 Other: _____

43. Is your residence (either year-round or seasonal) within the town of Vail? n=421

92% Yes 8% No

If yes, where? n=388

- | | |
|--|---|
| 31% East Vail | 6 Buffehr Creek, Lionsridge, the Valley |
| 4 Booth Falls and Bald Mountain Road areas | 2 Vail Commons/Safeway area |
| 1 Booth Creek/Aspen Lane | 12 West Vail (north of I-70) |
| 4 Golf Course | 6 Matterhorn, Glen Lyon |
| 7 Vail Village | 8 Intermountain |
| 3 Lionshead | 1 Not a resident of the town of Vail |
| 13 Potato Patch, Sandstone | 3 Other _____ |

44. Do you own or rent your residence? n=437

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

45. How long have you lived within the town of Vail (or owned property if a non-resident)? n=439

- 7% Less than 1 year
- 19 1-5 years
- 23 6-15 years
- 49 More than 15 years
- 3 Not applicable

48. Which of these categories best describes your household status? n=437

- 20% Single, no children
- 27 Couple, no children
- 20 Household with children living at home
- 32 Empty-nester, children no longer at home

46. (IF RESIDENT) Do you own or operate a business within the town of Vail? 14% Yes 86% No n=366

49. Are you: n=432
53% Male 47% Female

47. Are you a registered voter in Vail? 52% Yes 48% No n=436

50. In what year were you born? Average age=55.7 years, n=422

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: