

Town of Vail Community Survey 2016

**Final Report
June 2016**

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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 2016 Community Survey. The 2016 Town of Vail Community Survey used methods virtually identical to those used in 2014, 2012, and 2010, permitting comparisons of results over time. As in past surveys, this year's program resulted in extensive open-ended comments (over 300 pages) 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 2016, the surveys were fielded using two techniques. The primary method of distribution was through a postcard mailed to Town of Vail residents using a list obtained from a commercial vendor. In previous years, all identified postal addresses in the Town of Vail were mailed a postcard addressed to "current occupant." This year, in an effort to personalize the postcard invitation and avoid mailing to vacant residences, the list only included addresses associated with a name based on a consumer list. 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 1,253 completed surveys (690 from the Invitation sample and 563 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 7, 2016. Reminder postcards were sent to residents and seasonal residents about 10 days later. In addition, the Open Link Survey was advertised as available for completion starting on March 25. 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 April 18.

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 were 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 2016 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, ratings of Town departments and services are evaluated using questions that allow comparisons to past surveys. In addition, a number of issues and topics of community importance are explored. This Policy and Community Interest section of the report focuses on policy-related questions that were identified to be of interest to decision makers and the community at large, with specific input from Town Council on survey questions and wording. Taken together, these responses provide a means of benchmarking the delivery of services over time.

For the first time, in 2016 an “Employer-Employee” Survey was also distributed. It was fielded using two different methods. Several of the largest employers in Town were contacted and requested to send an invitation to complete the survey on-line to their entire workforce that had digital access. These “large employers” included the Town of Vail, the Vail Valley Medical Center, Vail Resorts, Eagle River Water & Sanitation District and the Sonnenalp. Postcards were also sent to a sampling of business owners that had not received the Community Survey. These business operators were requested to complete the survey on-line themselves, as well as to distribute the survey to all employees. Together, these two types of outreach resulted in 792 completed surveys, as well as some partially completed forms.

The results of the Employer-Employee Survey are presented under separate cover. This survey provides a new information resource that profiles a segment of Vail’s workforce, and also provides opinions on a variety of topics with particular focus on housing and transportation. This survey resulted in strong response from a relatively young, and frequently hard to reach, segment of the community and the findings are explored with emphasis on the age of respondents, whether they own or rent, and where they live in the Valley. It offer a new perspective on opinions of workers in the Valley, both those that live in Town, and outside.

KEY FINDINGS FROM THE 2016 COMMUNITY SURVEY

As noted above, this report is divided into three major sections: Demographics, Ratings of Facilities and Services, and Policy Discussions. 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 considerably this year (1,253 compared to 779 in 2014, the last time the survey was conducted). The improved participation was the result of increased publicity and outreach for the survey, including a second wave of reminder postcards that helped to encourage response. In general, the demographic profile of respondents is similar to past years, but with slightly more representation from those who are employed in Vail but do not live there. The differences in opinions by visitor type 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 length of time lived in Vail. 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 of environmental policies by age group.

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 across all departments. The Community Development Department in particular showed notable improvement, with strong gains in ratings across the board this year. The overall satisfaction levels with Town services and programs are high and continue to be steady—a positive finding from the 2016 version of the Community Survey.

For most of the Vail Town departments, open-ended comments were collected along with ratings. The results from these ratings have been presented to the departments and provide additional information on the perceptions of the delivery of services. Both positive and negative comments were received, along with practical suggestions. Taken together, the comments provide one of the important products from the Community Survey program and offer a means of “listening” to residents and workers in ways not fully represented at meetings or through other existing channels.

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” (identical to 2014) and 18 percent of respondents indicated Vail is on the “wrong track” (compared to 22 percent in 2014). While the proportion of respondents indicating that Vail is going in the right direction is unchanged, fewer respondents said Vail is on the wrong track, suggesting positive improvement.

Government Accountability and Outreach. The survey contained several questions designed to probe satisfaction with the Town government including: “approachability of staff and Town Council members,” effort to provide information to citizens, public engagement opportunities, and collaboration in decision-making processes. The responses to these four questions were relatively lower than ratings of other areas of Town services. However, satisfaction with the three categories that were also asked in 2014 all showed positive improvement this year, indicating that some progress has been made. Collaboration continues to be an area of relative weakness, with under half (45 percent) of respondents reporting that they are satisfied.

On an open-ended question about “hopes and expectations of the current Town Council,” the comments provide extensive background on the views of citizens. Respondents frequently expressed positive anticipation of the new Town Council, hoping that the new members would bring creativity and diversity of opinion to the decision-making process. Consistent with the lower ratings for collaboration, many

respondents requested that Council members listen carefully to the needs of local residents and provide adequate opportunities for community input.

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 81 percent of respondents rate the experience positively, as a 4 or 5 on a five-point scale, down slightly from 2014 (84 percent) and 2012 (85 percent). Part-time residents view events slightly more favorably (84 percent) than year-round residents (76 percent).

Most respondents, when asked, indicate that the Town holds “about the right number” of events (79 percent). Ten percent indicate there are too many events while 12 percent think there are too few. When compared to community response from the 2014 survey, opinions are more positive, with more respondents selecting “about the right number” and fewer selecting “too many” or “too few.” The surveys also indicate high satisfaction for a variety of aspects of events that were evaluated: overall quality of events, event venue options, and bus transportation all have high satisfaction.

The Events questions resulted in a number of open-ended comments that included both positive and negative sentiment. On the positive side, respondents note that events improve the quality of life in Vail and stimulate the economy. Others complained about crowding, lack of well-known performers, and lack of diversity in event type.

Overall Priorities Based on a List of 9 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 nine 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 has categories identical to those asked previously, although in 2014 11 policy areas were probed. It is also similar to 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 2016. 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 “Focus on housing for middle income and service worker households in vital support roles” exhibited a surge in 4 and 5 ratings this year (70 percent vs. 56 percent in 2014), and was noted as a priority continuously in open-ended responses throughout the survey. When asked to list the top two priorities, the most frequently mentioned actions were as follows:

- Focus on housing for middle income and service worker households in vital support roles
- Economic vitality
- Budget and capital management
- Actions to protect and enhance Gore Creek
- Environmental sustainability

Housing. Affordable and adequate housing for employees in the Town of Vail was one of the top issues that came up repeatedly throughout the survey results. Respondents identified housing as their top priority among all of the community issues and also allocated the most funding towards it in a monetary exercise designed to determine top financial priorities (discussed below). Housing emerged prominently from the open-ended comments as well; many respondents are concerned about the issue and feel it needs to be addressed by the Town.

Techniques to expand workforce housing opportunities were examined thoroughly this year in a new series of questions. Respondents are highly supportive of various techniques to address the housing problems present in Vail. On a scale from 1 to 4 where 1 is “not at all supportive” and 4 is “very supportive,” respondents rated four proposed techniques to expand workforce housing. Increasing the requirement for contributing to workforce housing among developers (77 percent gave ratings of 3 or 4), permitting required housing to be built down-valley (75 percent), requiring a contribution to workforce housing for residential development (68 percent), and permitting increased density in limited locations or circumstances (57 percent) all received larger shares of supportive respondents than unsupportive respondents.

Environmental Policies and Priorities. The survey contained three questions that explored various aspects of environmental policy. Note that “Actions to protect and enhance Gore Creek” and “Environmental Sustainability” were each identified as top priorities by about one in five survey respondents (see discussion above), an indication of importance and broad support but not at the top of the list in terms of overall considerations from the community.

Regarding environmental sustainability program focus areas, the general conclusion is that respondents place high importance on recycling and waste reduction, renewable energy projects in town, and dark sky protections. Expanding plastic bag regulations is a relatively controversial issue based on survey results, with roughly equal shares identifying it as “important” and “unimportant.” Year-round residents placed greater importance than part-time residents on most of the focus areas, as did younger respondents compared to older age cohorts. 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.

In a consideration of Gore Creek water quality, respondents identified barriers that prevent them from using environmentally-friendly landscaping practices on their property. The top barriers were the HOA’s responsibility for landscaping or HOA rules and a lack of knowledge of eco-friendly practices, each identified as a barrier by roughly half of respondents. Conversely, the lack of visual appeal of native plants

and vegetation, costs of eco-friendly landscaping, and lack of eco-friendly landscapers were identified by less than a quarter of respondents as barriers to environmentally-friendly landscaping.

A final question regarding environmental policy had respondents rate their level of support for three practices designed to mitigate and limit wildfires. Over three-quarters of respondents indicated support for each of the methods, including the creation of defensible space on individual properties (83 percent), modifying design standards to facilitate the creation of defensible space (82 percent), and the evaluation of the defensible space around each home by trained personnel (80 percent). These findings indicate that respondents are highly receptive to wildfire prevention policies.

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, financial prioritization, and written comments. The data provide information that can be used to explore policy options and ground decisions should additional considerations of parking occur.

On the operational side, various aspects of parking operations continued to receive high ratings (booth attendant courtesy, structure cleanliness) but fees/pricing structure continues to receive low satisfaction ratings (only 32 percent provided a rating of 4 or 5, while 35 percent provided a rating of 1 or 2). Several new categories were introduced this year, including ease of parking in summer, which received strong ratings. The ease of parking in winter, and convenience and safety of overflow Frontage Road parking received relatively low satisfaction ratings.

A series of quantitative questions were asked with regards to parking, including, "Is there enough parking in the Town of Vail in the summer, and in winter? Respondents generally feel that summer parking is adequate – 70 percent said "yes," there is enough parking, 20 percent responded "no," and 8 percent were uncertain. Winter parking, on the other hand, is not adequate, as only 19 percent said there is enough parking in Vail during the winter, 68 percent said there is not, and 12 percent were uncertain.

Respondents were also asked about pricing structures for parking. A strong majority (79 percent) indicated that they would not support charging a fee for parking in public lots in Vail during the summer months. Only 12 percent were supportive and 9 percent were uncertain. Given the high ratings of ease of parking in the summer and large share of respondents indicating that summer parking is adequate, this resistance to a summer parking fee is not surprising. Respondents under age 35 were particularly likely to oppose charging a fee in the summer (92 percent) when compared to those age 65 or older (74 percent). When asked about whether parking rates should be based on demand with higher rates during the busiest times and lower rates when there is little demand, respondents were split down the middle, with 39 percent responding "yes" and 42 percent responding "no," and with a substantial segment (19 percent) that "don't know."

Parking passes were evaluated. About three-quarters of respondents do not own such a pass or card. Most current pass holders intend to renew a pass (79 percent "very likely" and 6 percent "likely").

However, there remains a major segment generally unlikely to purchase a parking pass next year, with 68 percent responding 1 – “Not at all Likely.” Given the concerns for parking, there may be opportunities to continue to refine pass offerings for different local segments of users and to expand communications about the programs to address a segment that indicated that they “didn’t know about them.”

Financial Prioritization. A new question this year had respondents prioritize five improvements for the Vail community relative to one another by allocating \$100 across the various categories to best reflect their priorities. Housing emerged at the top of the list, with respondents allocating the most on average towards expanded housing opportunities for middle income and service worker households (\$27). Parking improvements to add capacity at peak times, actions to protect and enhance Gore Creek (each \$20), and transportation improvements (\$18) followed closely. The creation of a sizable enclosed space to support cultural and community activities and events was the lowest priority, with an average allocation of \$11. The dominance of housing, parking, and the environment in this financial exercise is consistent with top priorities noted throughout the survey.

Community Infrastructure. When asked for their opinions on the addition of a sizable enclosed space to support cultural and community activities and events, respondents were fairly split. Roughly equal shares identified such a facility as important (47 percent) and unimportant (46 percent), and an additional 8 percent didn’t know. Younger respondents more commonly identified this infrastructure as important, with 55 percent of those under age 35 identifying it as important compared to 40 percent of those 65 or older. A follow-up open-ended question had respondents specify what type of enclosed space they would like to see. Frequently mentioned types of spaces included multi-purpose spaces, a concert/performing arts venue, a conference/convention center, and a recreation/community center. Despite the disagreement among respondents on the importance of this space, an enclosed space ranked considerably lower than other priorities on the financial prioritization exercise (discussed below), indicating that respondents generally feel that other issues should take precedence over enclosed space.

Selected Key Themes and Findings to be Noted as Vail Looks to the Future

- Housing is a key concern as measured in a variety of ways. There is support for giving housing attention and perhaps strengthening requirements designed to help create more housing. Additionally, the surveys resulted in about 160 respondents indicating interest in Chamonix and providing contact information. These individuals represent a source of applicants and should be considered for outreach as the project moves forward.

The open-ended comments regarding a variety of topics call out housing as a concern. These results are evident from both the Community and Employee-Employer Surveys and provide additional information and “color” regarding the depths of feeling related to housing issues. Particularly the younger segment of the community is calling for action and change, and there is some frustration and concern for the plight of the workforce in Vail, and the challenges of staying in the community over time. These types of themes were evident in both surveys this year, but there was particular frustration expressed by workers through the Employee-Employer survey.

- Parking concerns are also expressed by survey respondents, both through the quantitative survey questions (the statistical measures) and the open-ended comments. However, this topic is complicated and opinions are less clear than those related to housing as a priority. For example, there is much more support for attention to parking for residents than visitors. And there are differences in opinions by age, with the younger members of the community placing less weight on this concern. There are also some associations between opinions on environmental issues and parking issues, with notable differences in opinions by age of respondents. As Vail looks to the future, and considers policy directions and alternatives related to parking, the environmental aspects of transportation and parking may merit consideration if new programs are considered by the Town.

Opinions are clear on several aspects of parking. Parking in winter is viewed as a problem by most, but summer parking is generally not perceived as a problem. There is very little support for paid parking in summer. However, the idea of demand-based pricing for parking did receive some support (about 39 percent) with 18 percent uncertain. Clearly, this suggests that there might be opportunities to consider management strategies to reduce the impacts of peak parking, and there may be significant support for such efforts if those that currently don't have opinions can be convinced that new programs will be of benefit.

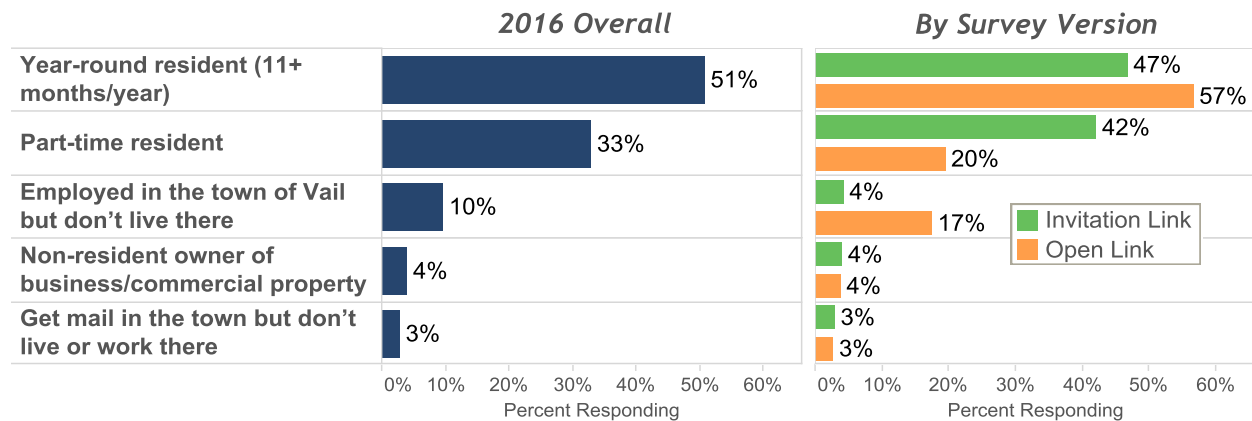
- Opinions of Millennials and likely retirees. The survey results were probed in a variety of ways. Particular attention was given to the opinions expressed by the younger segment of respondents (millennials 34 years and younger). This is an age cohort that has been of interest in recent years and the opinions of this segment deserve attention, particularly as Vail looks to the future. Additionally, the opinions of older residents are also worthy of attention. For example, the survey showed that up to about 25 percent of seasonal resident (second homeowner) respondents indicate they are interested in retiring to their residence in Vail. And most of these respondents intend to retire within the next 2-3 years (21 percent), or 4-10 years (48 percent). In other words, Vail is likely to continue to see growth in full-time residents that are retired, and this segment will require (and expect) some different services, and may reflect new priorities in the future.
- Vail's E-services List. The Community Survey resulted in a relatively large number of respondents asking to be placed on the Town's E-services list (over 300 requests). This list has grown gradually each year and has become an efficient and valued (by survey respondents) means of communication with residents and workers. Particularly because the Town's Website and E-services are identified as important sources of information by younger residents, building the e-mail list and using digital resources for communications should continue to be a priority. Further, the surveys suggest that there is interest in improved and expanded information about local government and this topic merits continued attention as Vail looks to the future.

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 2016 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 and longstanding members of the community (including year-round and part-time residents).

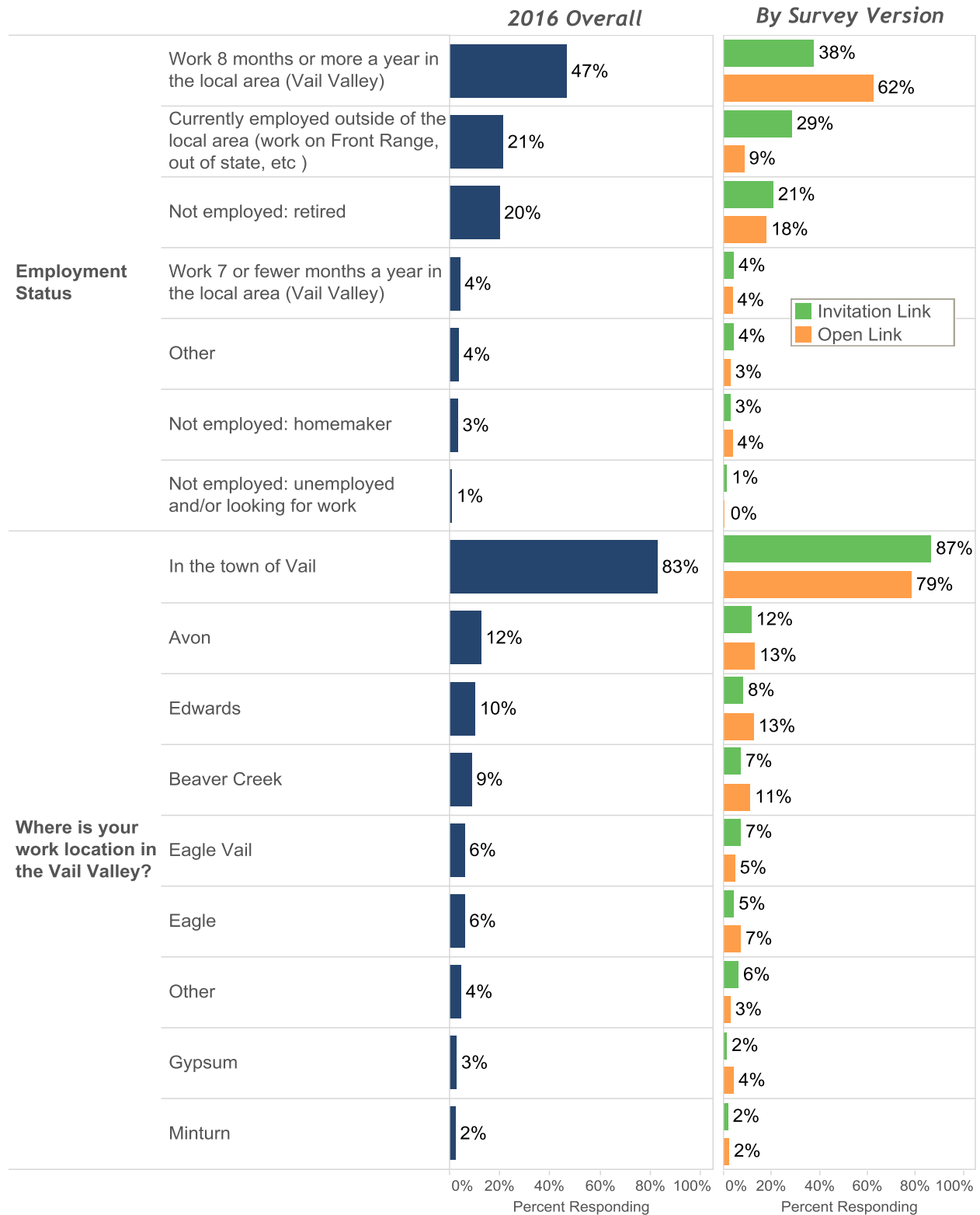
Respondent Profile. More than half of all respondents identified as year-round residents, living in Vail 11 or more months out of the year (51 percent). An additional third of respondents are part-time residents, followed by 16 percent of respondents who live elsewhere (mostly made up of those that work in the 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.

**Figure 1.
Resident Profile**



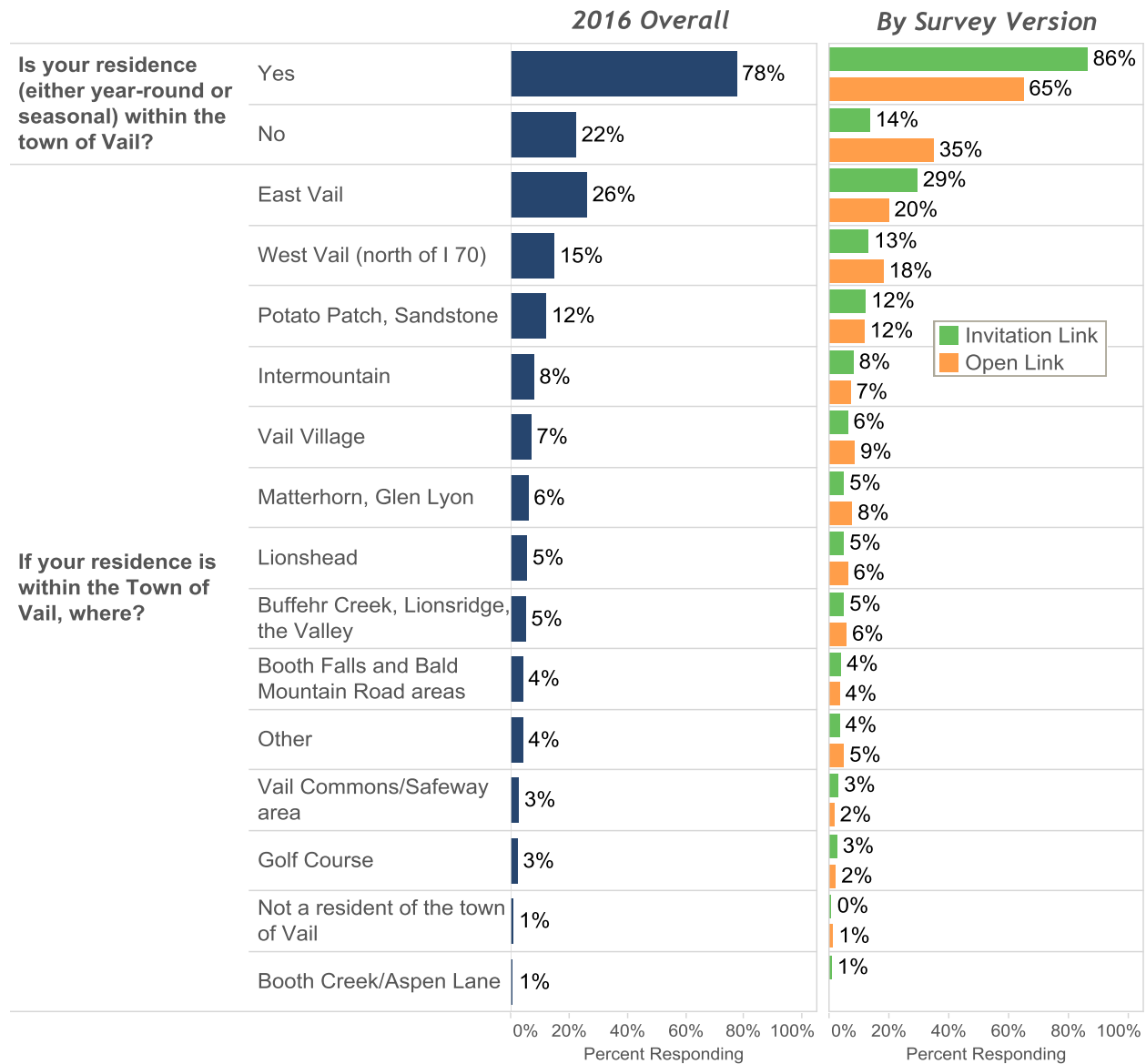
Employment Status. Most respondents work 8 months or more a year in the Vail Valley (47 percent). An additional 21 percent are currently employed outside of the local area, closely followed by 20 percent who are retired. Four percent of respondents work 7 months or fewer in the Vail Valley, 3 percent are homemakers, and 4 percent identified their employment status as “other.” There were some differences in employment profile between Invitation and Open Link respondents as summarized below.

Figure 2.
Employment Status and Work Location



Location of Residence in the Town of Vail. Over three-quarters of respondents (78 percent) indicated that their residence, either year-round or seasonal, is located within the Town of Vail. Among these respondents, approximately one in four live in East Vail (26 percent). The next most reported locations of residence include West Vail (15 percent), Potato Patch, Sandstone (12 percent), Intermountain (8 percent), Vail Village (7 percent), and Matterhorn, Glen Lyon (6 percent).

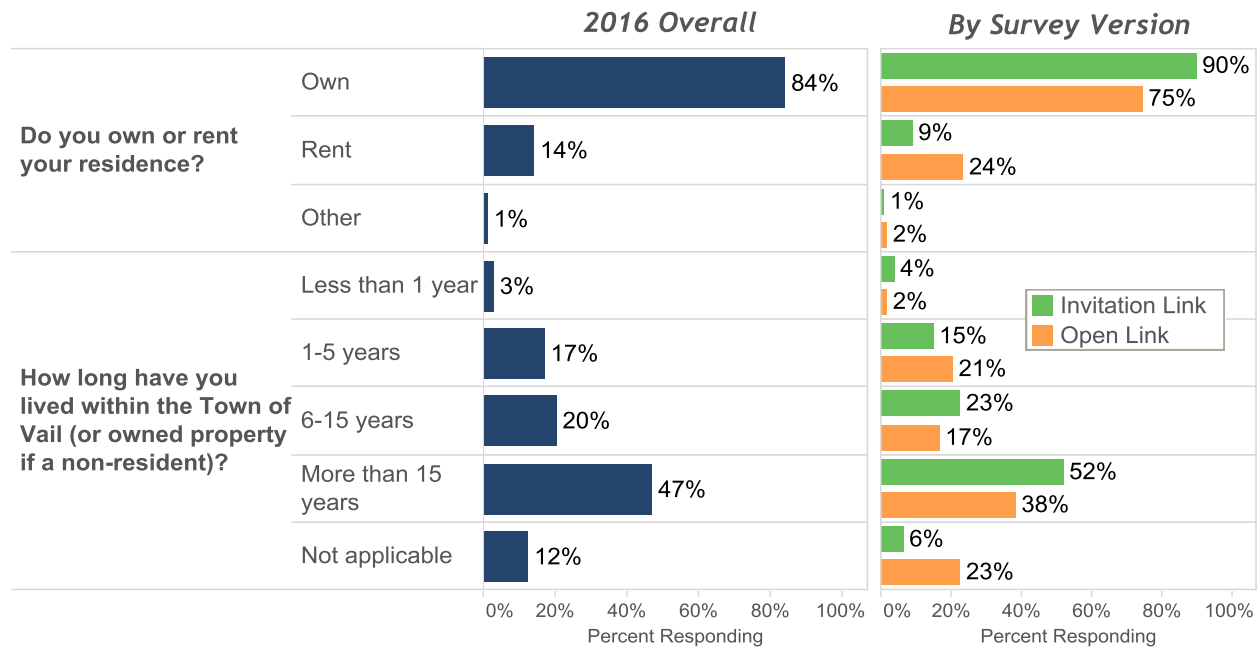
Figure 3.
Location of Residence



Own or Rent. A majority of respondents own their residence (84 percent), rather than renting (14 percent). Ninety-eight percent of part-time residents own their residence, while 76 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 20 percent have lived in the Town for 6 to 15 years and 47 percent have lived in the Town for more than 15 years. Three percent are new to Vail, having lived in the Town for less than a year, and 17 percent have lived in Vail for 1 to 5 years.

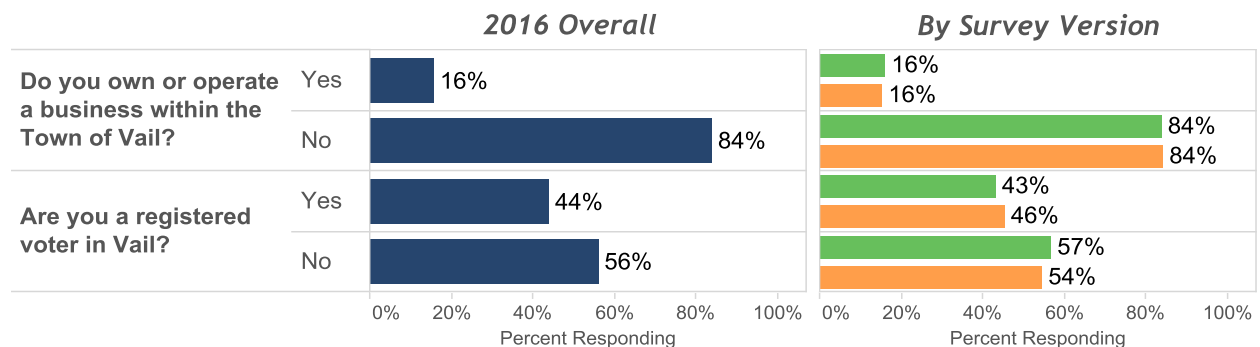
Figure 4.
Own or Rent and Length of Time in Vail



Business Ownership. Approximately 16 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-four percent of respondents are registered to vote and 56 percent are not.

Figure 5.
Business Ownership and Voter Registration

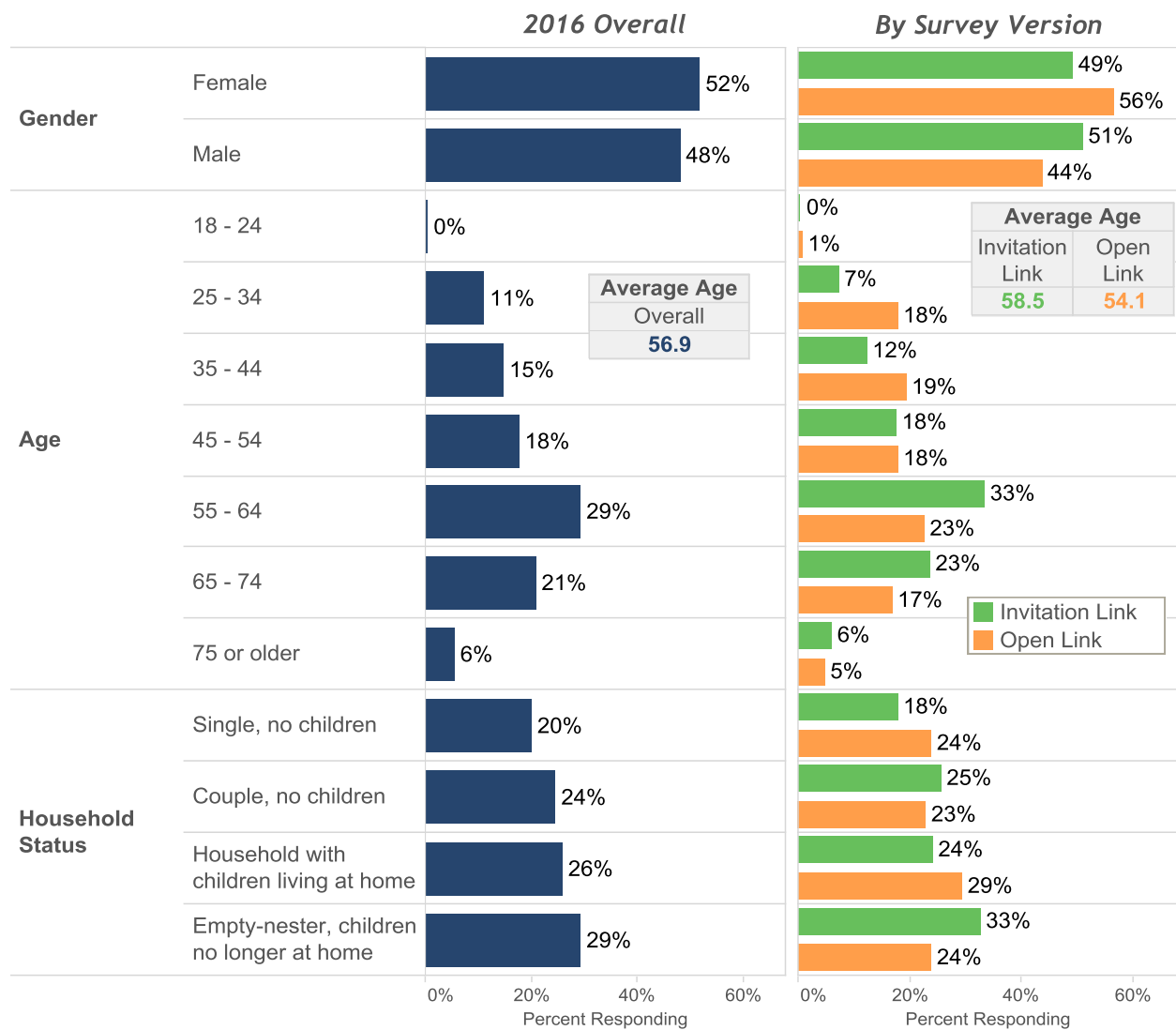


Gender. There was near equal response among males and females (48 and 52 percent, respectively).

Age of Respondent. The average age of all respondents is 56.9. Approximately 12 percent of respondents are under age 35, 62 percent between the ages of 35 and 64, and 26 percent aged 65 or older.

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 (29 percent), closely followed by households with children at home (26 percent). Near equal shares of respondents are either couples without children (24 percent) or singles without children (20 percent).

Figure 6.
Gender, Age, and Household Profile



Residential Characteristics of Part-Time Residents. Part-time residents were asked a series of questions about their residence in Vail. When asked about how frequently they use their Vail residence for various purposes, the top use is as a vacation home for the owner or guests of the owner with an average usage of 15.4 weeks per year for this purpose. On average, part-time residents use their Vail home as the primary residence for the owner 6.5 weeks per year, as a short-term vacation rental 4.8 weeks per year, and rented long term to a local resident 1.4 weeks per year. Those who rent short-term generally rent through a management company (52 percent) or rent it out themselves/through online social sources like Airbnb or VRBO (39 percent). However, part-time residents said their residence is typically vacant for a significant portion of the year, amounting to 23.4 weeks on average.

In five years, many respondents see their residence being used for similar purposes, with 63 percent indicating that it will likely be used as a vacation home for the owner or guests of the owner, 18 percent as a primary residence for the owner, and 12 percent as a vacation rental to visitors or tourists. A quarter of part-time residents (26 percent) indicated that they intend to retire to or in Vail and use their home as a retirement residence within the next five years.

Most part-time residents are fairly close to retirement, with three-quarters (76 percent) indicating that they plan to retire within the next ten years.

Figure 7.
Average Weekly Use per Year of Residence by Purpose among Part-Time Residents

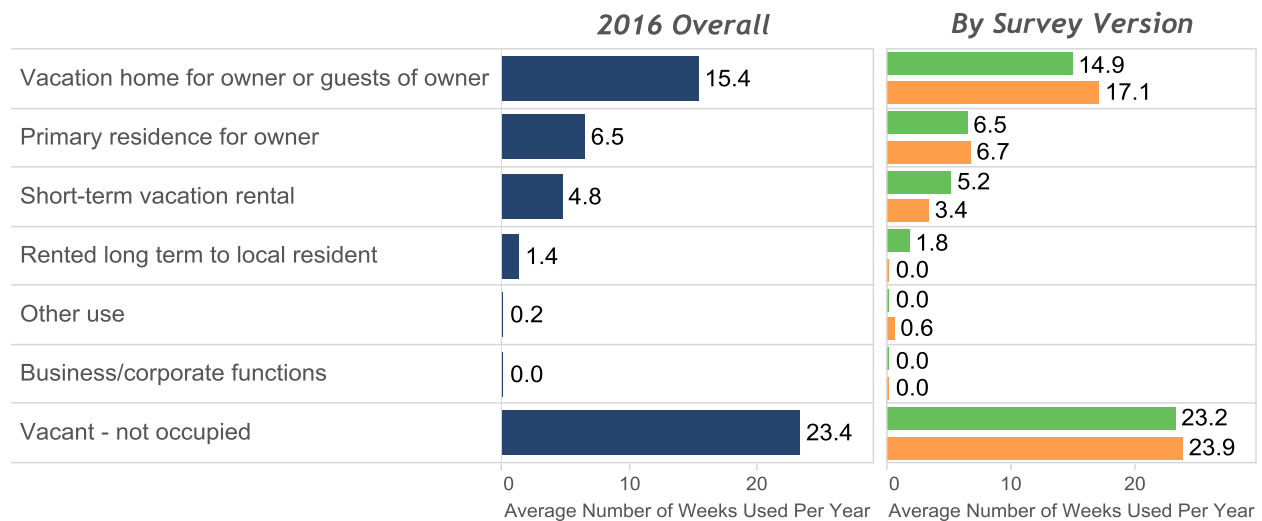
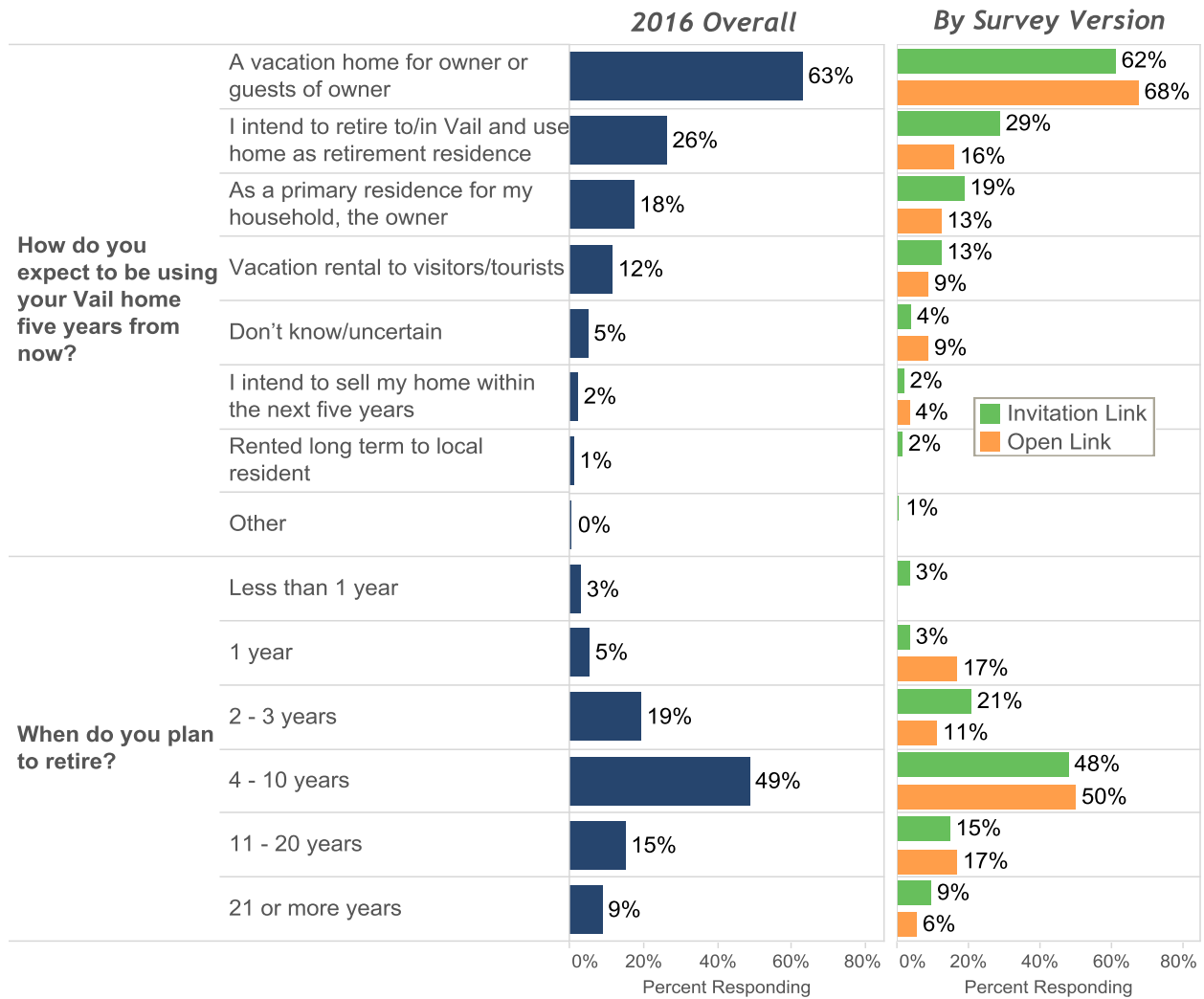


Figure 8.
Future Residential Use and Retirement Plan of Part-Time Residents



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.

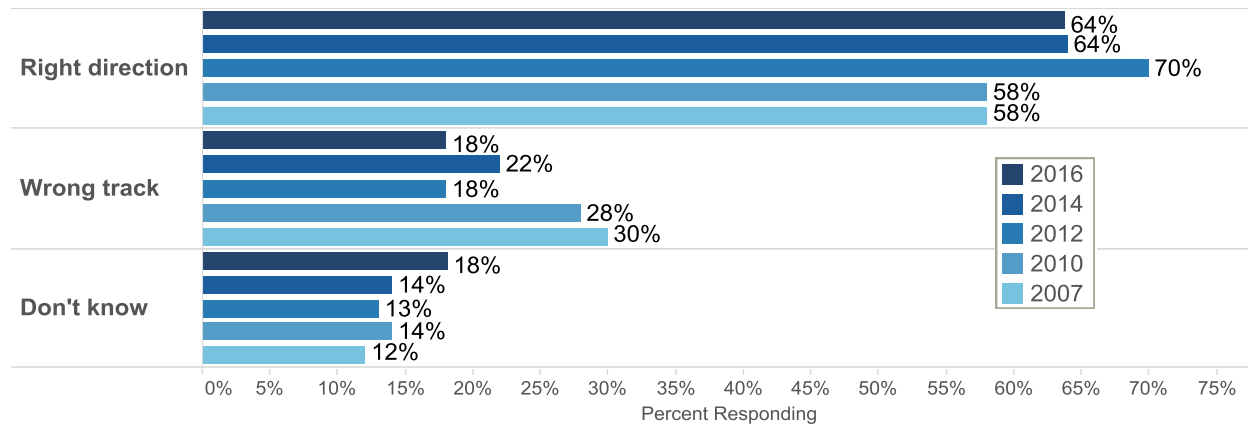
RATINGS OF SATISFACTION – COUNCIL AND DEPARTMENTS

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” (identical to 2014) and 18 percent of respondents indicated Vail is on the “wrong track” (compared to 22 percent in 2014).

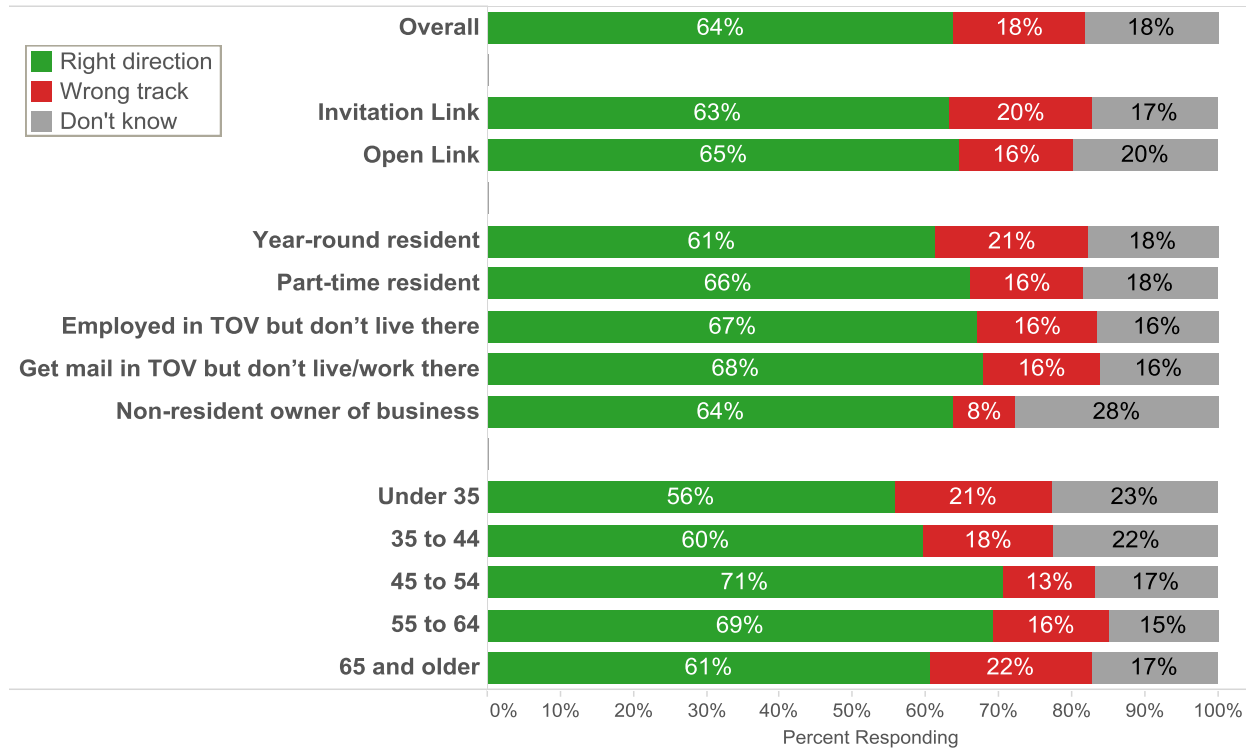
Figure 9.
Right Direction or Wrong Track? – by Year



Responses for this question were broken out by survey type, residency status, and respondent age. As is depicted below, responses are generally similar among all resident type segments. However, year-round residents were least likely to report that the Town is moving in the “right direction” (61 percent) compared to all other residents, and were most likely (21 percent) to indicate that the TOV is on the “wrong track.” Results varied considerably by age, with younger respondents less frequently saying Vail is moving in the “right direction,” including 56 percent of those under age 35 and 60 percent of those age 35 to 44. Older respondents were also less likely to select “right direction” (61 percent of those 65 or older), while middle-aged respondents were generally more satisfied with the direction of the TOV (71 percent among respondents age 45 to 54, 69 percent age 55 to 64).

¹ Note that two years ago the language of the question was changed slightly. Since 2014 it has 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?”

Figure 10.
Right Direction or Wrong Track? – by Survey Type, Residency Status, and Age (2016)



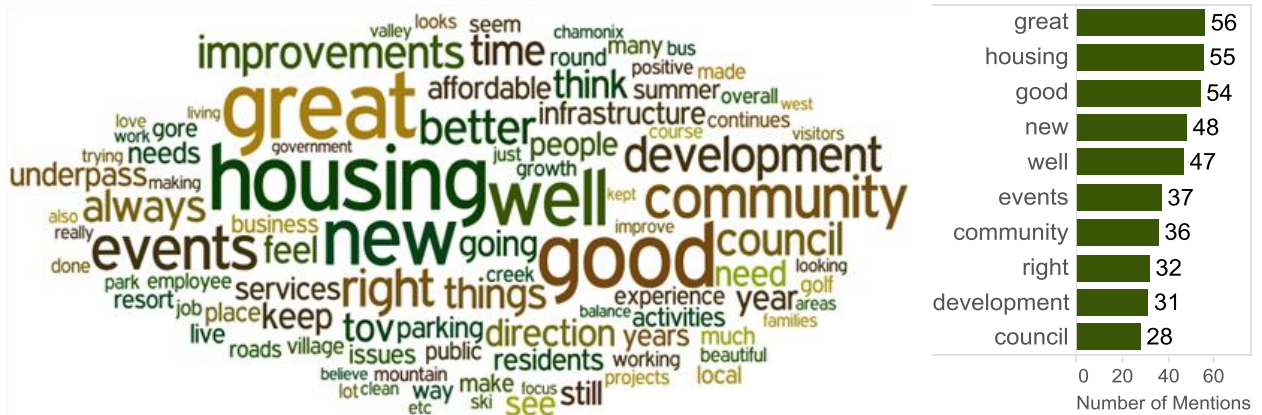
The open-ended comments provide additional input concerning the ratings of the direction of Vail as measured this year. The comments were segmented by whether respondents selected “right direction” or “wrong track” and analyzed with word clouds and word counts, depicted on the following page. In the word clouds, the size of the word correlates directly to the number of times it is mentioned in the comments. Next to each word cloud is a graph of the top ten words to provide additional context. To provide richer analysis, words like “Town” and “Vail” have been eliminated.

Respondents who indicated that Vail is moving in the “right direction” frequently cited positive words such as “great,” “good,” “well,” and “right.” Top words also focused on specific policies, including “housing,” “events,” and “development.” Those said Vail is on the “wrong track” often mentioned some of the issues facing the Town, including “parking,” “housing,” and “events.” A summary of the comments is provided below along with verbatim comments.

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

Figure 11.
Right Direction or Wrong Track? – Word Cloud and Word Count Comment Analysis

Comments From Respondents Selecting "Right Direction"



Comments From Respondents Selecting "Wrong Track"



Some of the favorable and negative comments received this year are presented below:

Among those who feel that the Town is headed in the “right direction,” respondents noted Vail’s attention towards hot-button issues like affordable housing and environmental initiatives, focus on both the guest and resident experience, investments in infrastructure and events, the cleanliness and general aesthetic of the Town, community services, and the leadership of Town Council and helpfulness of staff:

- 1. Quality of the elected officials 2. Physical infrastructure of the Town 3. Openness of government
- Building local housing is a positive.
- Everything looks great and the energy feels good.
- Good, attentive governance that takes the time to consider the views and needs of residents.
- I feel that Vail's growth has been a good thing for the Town. The additions to the Town bring in more consumers, which is beneficial for our economy.
- I think that (other than parking, and affordable living for workers) Vail looks good, the appearance of the lighting in the winter and the flowers in the summer are beautiful, the offerings for

entertainment at Vilar and Ford Amphitheater are excellent and every town has issues, but Vail has worked hard to make it appealing.

- *Investment in infrastructure, balance between out of town global and national visitors and front range/local interests.*
- *Love living here, all public service provided is top notch.*
- *Nice town, well run, with year 'round activities.*
- *Public Safety in both police and fire seems excellent. The bus transportation is excellent - the employees are friendly and the service is prompt and on time. The development of new buildings seem well thought out. The city is clean and people seem happy to visit the area.*
- *Taking proactive measures such as the Gore Creek Reparation, updating the Booth Falls playground, trying to develop and design the Chamonix lot and having public input meetings regarding projects separate from council meetings are all positive steps.*
- *The Town Council members truly care about the Town.*
- *There seems to be a reasonable balance between doing good things to develop the Town and make it more exciting without breaking a reasonable spending level.*
- *Town is looking for ways to continue thoughtful development as well as be environmentally conscious.*
- *Vail is making many necessary changes and upgrades to keep us competitive with other ski towns in the US.*

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

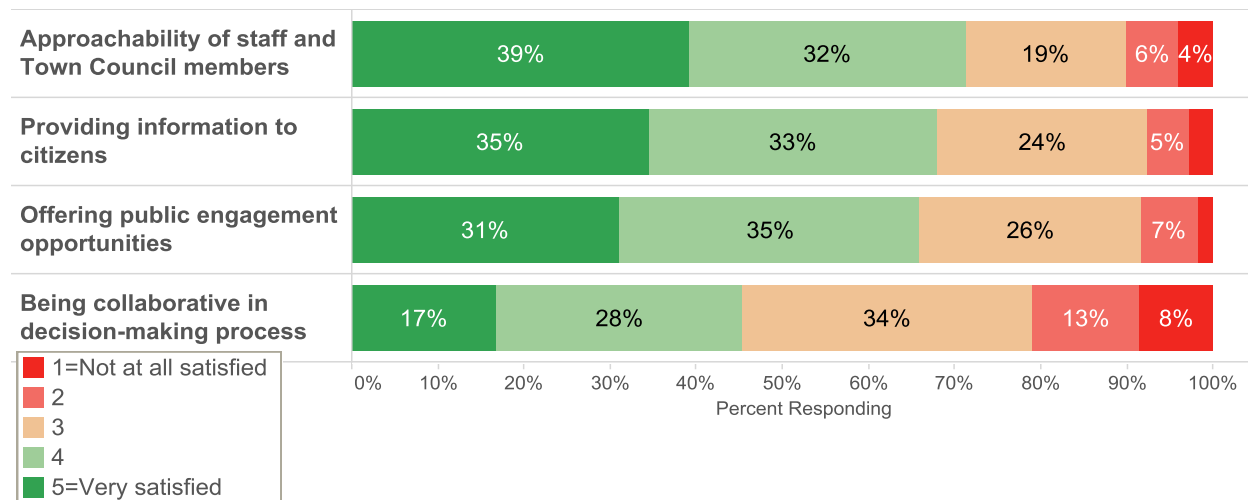
- *Becoming too high-rise and too crowded in the summer.*
- *Epic pass traffic is degrading this town during the winter. All park and ride lots are full leaving locals without carpool options, traffic congestion along frontage road is awful and the amount of ski traffic is forcing destination visitors to choose other resorts. Just look at our ranking the past 5 years to see how the industry views our resort.*
- *I fall somewhere in-between right direction and wrong track - I think that the Town is doing right and then I see information on recycling that is posted on a dumpster and to my knowledge nothing regarding recycling right of way has been published in the newspapers or anywhere else. Also quantity seems to be the norm rather than quality of the people who are encouraged to come to Vail.*
- *I think we are crowding our town with too many 'events' mostly in the summer. I understand that we are a resort, but Vail is also our home. Things are getting overcrowded and it is putting pressure on areas that are already problematic i.e. parking.*
- *Need more nightlife, après ski scene and restaurants. No more retail.*
- *Seems to lack supervision all the way down the chain of management. Departments do not work together.*
- *The Town and its constituents are too heavily influenced by the financial interests of Vail Resorts. In the past, this relationship was more mutually beneficial. That relationship has shifted to a parasitic one where the corporation enjoys benefits that the Town and its residents miss out on. One need only look at the steady reports of record profits to shareholders while the Town remains with the problem of housing cheap labor to reap those profits for the corporation.*
- *Things are too expensive. We need a local grocery store. People are begging for this.*

- *Too much growth.....lived here 35 years and it doesn't feel like a 'town' anymore. Most of us moved here to get away from the city...but they keep building 'bigger and better' nonsense. Understand it's good for business but feel like we should stop and take a breath.*
- *We feel the homeowners have little say in what they Town Council decides for our community growth.*

Government Accountability and Outreach

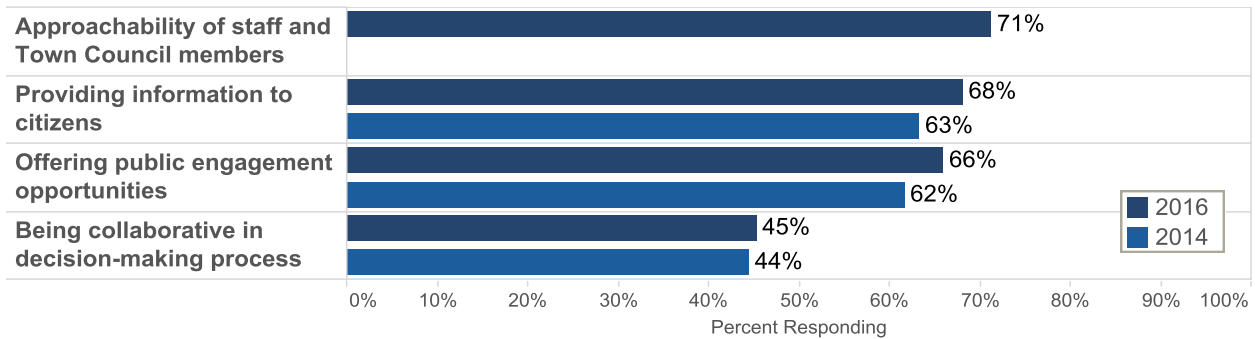
The survey contained a set of questions designed to evaluate satisfaction with accountability and outreach by the Town. A series of four questions asked respondents to report their satisfaction with the Town of Vail local government in terms of providing information to citizens about what the local government is doing, offering public engagement opportunities, being collaborative in the decision-making process, and, in a new question this year, the approachability of staff and Town Council members. Average responses showed general satisfaction, with local government earning a 4.0 average on approachability of staff and Town Council and a 3.9 average on both providing information to citizens and offering public engagement opportunities. A majority of respondents rate these categories as a 4 or 5. Respondents were slightly less satisfied with the local government’s collaborative qualities, giving collaboration an average score of 3.3, with roughly one in five (21 percent) of respondents dissatisfied. The collaborative aspect of decision-making is a relative weakness that is expressed throughout the survey results.

Figure 12.
Satisfaction with Local Government Information (2016)



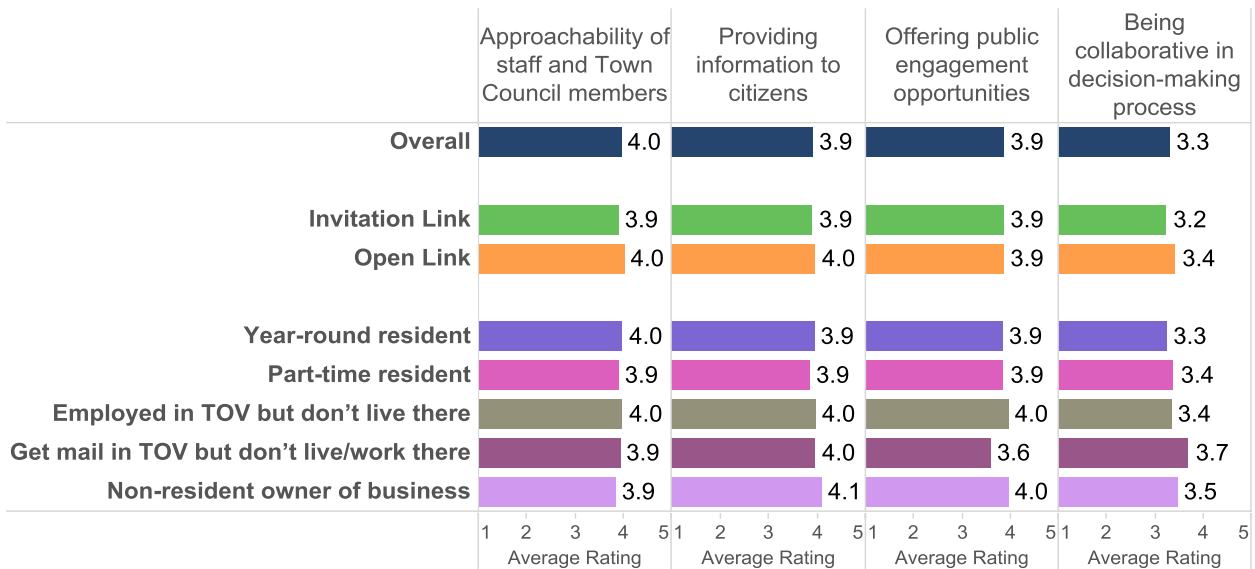
Opinions of the Town of Vail local government were slightly more favorable this year relative to 2014, with small increases in satisfaction noted in the three categories that were rated in both survey years. The local government received a slightly larger share of respondents giving 4 and 5 ratings for providing information to citizens (68 percent vs. 63 percent in 2014), offering public engagement opportunities (66 percent vs. 62 percent in 2014), and being collaborative in the decision-making process (45 percent vs. 44 percent in 2014). Though marginal, these gains in satisfaction indicate that the TOV government is moving in a positive direction.

Figure 13.
Satisfaction with Local Government Information by Year
Percent responding "Very Satisfied" (4 or 5)



When assessed by resident type, we can see variation in response patterns. All resident segments gave similar average ratings for approachability of staff and Town Council, while non-resident owners of business or commercial property were somewhat more satisfied with the information provided to citizens (4.1). Regarding public engagement opportunities, those who get mail in the Town but don't live or work there gave a relatively lower average rating (3.6), though a small sample size necessitates caution in the interpretation of these results. Year-round residents were the least satisfied with the local government's collaboration in the decision-making process (3.3), while non-resident owners of business or commercial property (3.5) and respondents who get mail in the Town but don't live or work there (3.7) were generally more satisfied.

Figure 14.
Satisfaction with Local Government Information by Survey Version & Residency Status (2016)
Average Satisfaction Rating



- *Get Chamonix moving forward and then seek out the next opportunity. Figure out more parking!*
- *I don't know what the council does.*
- *I know a city needs income to sustain, but c'mon now! Nobody in the working class can afford to live anywhere near the vicinity of Vail. I've been living in Eagle County for 10 years, and am on both the Town of vail housing lottery, as well as the Edwards lottery- unfortunately, my family and I are still not a priority for assisted housing. Vail will continue to cater to its billionaire clientele, and, very soon, the working class will disappear and all that will be left are the billionaires but no one to cater to them. I just hope that the Council will realize the importance of its workers and will figure out a way for them to actually live there.*
- *Keep forwarding thinking and moving in the right direction.*
- *Less bureaucracy.*
- *Move forward on west vail housing.*
- *Personal agenda items aren't a priority, they look at the community and its needs first, and they are receptive to community input.*
- *Stay reasonable and listen to the citizens.*
- *That they focus on concerns and interest of citizens not just businesses. Most businesses are not owned by TOV residents.*
- *These positions are service positions, so our expectations are that they consider a well-balanced viewpoints and promote continued growths of the Town. The Town relies on tourism, plain and simple. Overt protectionism will only make Vail into a backward sleepy town. There is a way to maintain the serenity while growing into a vibrant cultural hub.*
- *To continue to maintain and expand the trail system.*
- *To work on affordable housing solutions as well as solving parking problems. As a business owner I would love to afford to live close and would love to have employee housing available for staff. Always hard to find enough employees because of lack of housing. Plus, I pay a lot to have a parking spot since I don't live close.*

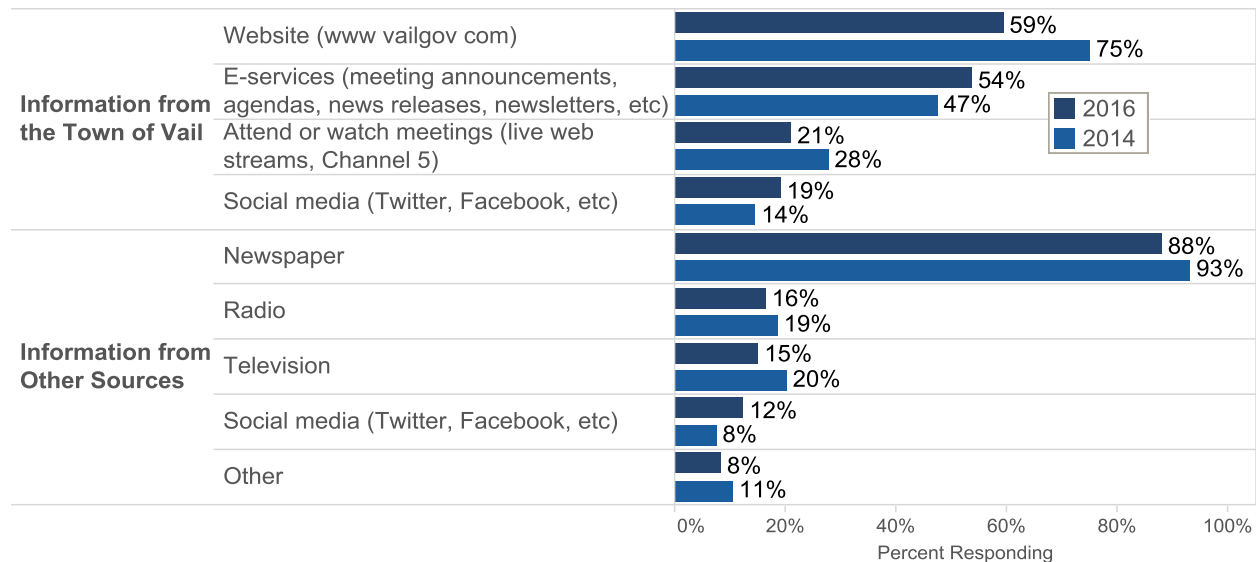
Open-ended comments to this question provide some additional context and insight into areas where respondents may feel dissatisfied or are providing positive suggestions and compliments. For a complete list of comments click here: ([VIEW COMMENTS](#)).

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 a majority of all respondents (59 percent), down from 75 percent in 2014. E-services have shown significant growth over time and are now used by over half of all respondents (54 percent, up from 47 percent in 2014), followed by 21 percent of respondents who attend or watch meetings (down from 28 percent), and 19 percent who use TOV social media (up from 14 percent).

Respondents also indicated the methods by which they receive information from “other” (non-Town) sources. Newspaper is by far the most popular (88 percent), distantly followed by radio (16 percent), television (15 percent), social media (12 percent), and other (8 percent). Results for alternative methods of receiving information this year were generally similar to 2014.

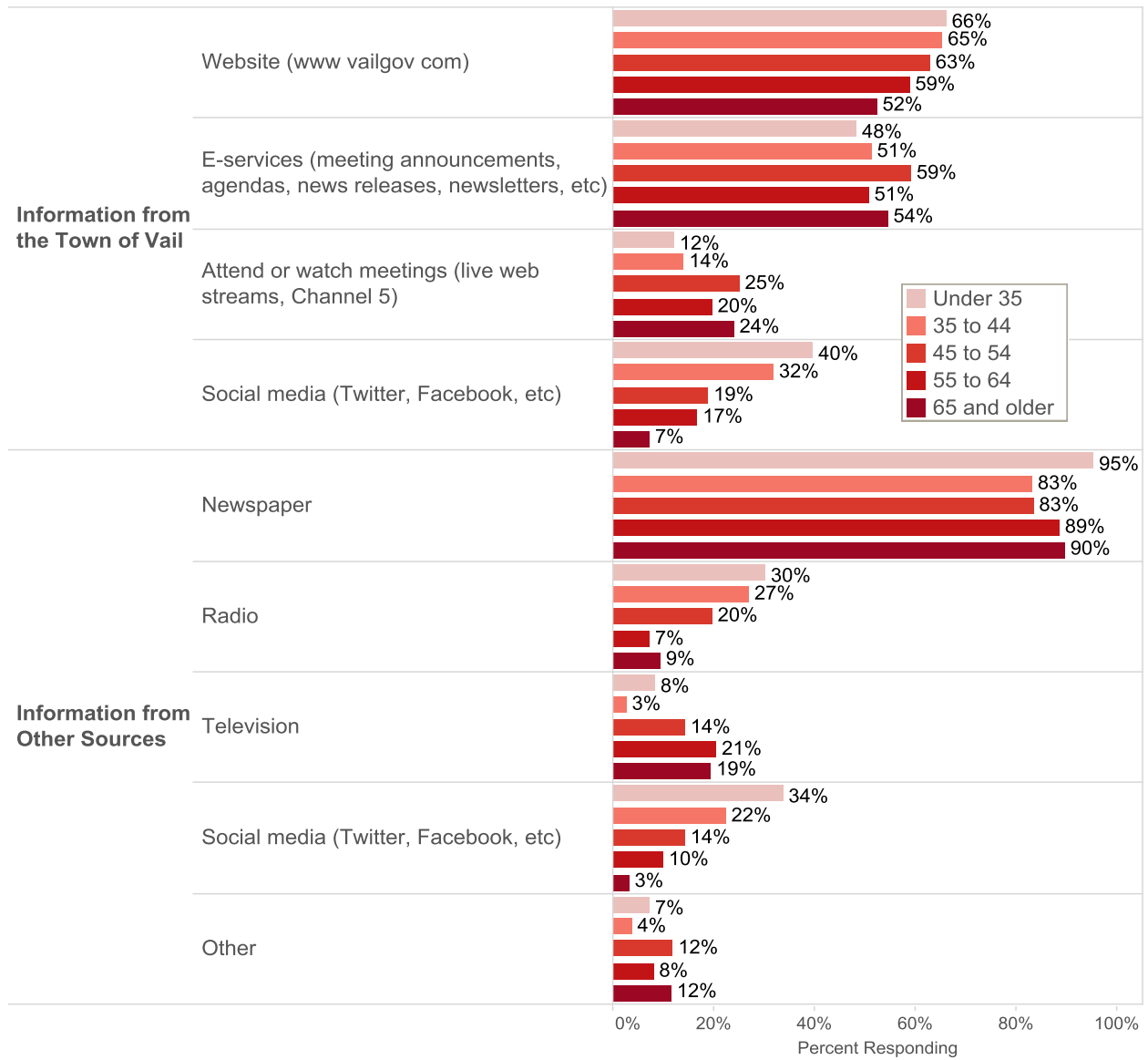
Figure 16.
Sources of Town and Other Information by Year



When assessed by resident type or age, some considerable differences emerge. Part-time residents are more likely to rely on television (22 percent) than year-round residents (13 percent). Meanwhile, full-time residents more frequently utilize the newspaper (92 percent vs. 82 percent of part-time residents), attend/watch meetings (26 percent vs. 15 percent), or listen to the radio (20 percent vs. 4 percent).

Perhaps not surprisingly, respondents under 35 most commonly use the Vail website (66 percent), TOV social media (40 percent), and other social media (34 percent), each of which sees decreased usage as age increases. In contrast, older respondents prefer to attend or watch live meetings or watch television. Interestingly, newspaper usage is high regardless of age cohort or residency status, suggesting the importance of this media source in the valley.

Figure 17.
Sources of Town and Other Information by Age (2016)



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. Ratings generally fluctuated slightly or were unchanged in most categories. The Community Development Department received particularly strong ratings this year, with all categories up considerably from years prior.

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 fluctuated slightly or were 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 1
Highest-Rated Town Services

	2016	2014	2012
Courtesy and helpfulness of firefighters and fire prevention staff	4.6	4.7	4.5
Cleanliness of pedestrian villages	4.5	4.5	4.4
Response times to basic medical emergencies	4.5	4.6	4.4
Overall park maintenance	4.4	4.4	4.3
Dependability of bus service	4.4	4.5	4.4
Overall feeling of safety and security	4.4	4.5	4.4
Ease of parking in summer	4.4	Not Asked	Not Asked
Snow removal on roads	4.4	4.4	4.5
Friendliness and courteous attitude of Public Works employees	4.3	4.2	4.2
Friendliness and approachability of Vail police department employees	4.3	4.2	4.1
Bus driver courtesy	4.3	4.4	4.3
Cleanliness of buses	4.3	4.4	4.3
Booth attendant courtesy	4.3	4.2	3.9
Atmosphere/sense of safety on buses	4.2	Not Asked	Not Asked
Frequency of in-town shuttle	4.2	4.4	4.4
Wildfire mitigation efforts	4.2	4.4	Not Asked
Cleanliness of public restrooms	4.2	4.2	4.1
Overall quality of service (police services)	4.2	4.3	4.1
Knowledge/ability to answer questions (Community Development)	4.2	3.9	3.8
Crime prevention	4.2	4.2	4.0

Relatively lower rated services included: overflow Vail Frontage Road parking (safety), ease of parking in winter, overall parking fees/pricing structure (average 2.9 each), and overflow Vail Frontage Road parking (convenience/ease of access) (3.0). Parking appears to be a relative weakness among Town services; increased attention and improvements may be warranted. With the exception of parking, all categories earned fairly high averages this year, indicating general satisfaction among respondents.

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

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

Public Works

Ratings for Public Works remained high this year, ranging from an average of 4.0 for appearance and condition of Town-owned building to an average of 4.5 for cleanliness of pedestrian villages. At least 74 percent of respondents rated each Public Works service a 4 or 5 - “Very Satisfied,” down slightly from 77 percent in 2014 but up from 73 percent in 2012, 71 percent in 2010, and 63 percent in 2007. A few categories earned their highest percentage of respondents providing a rating of 4 or 5 this year, including cleanliness of pedestrian villages (93 percent), overall park maintenance (91 percent), friendliness and courteous attitude of Public Works employees, and cleanliness of public restrooms (each 84 percent). Snow removal on roads, road and street maintenance, and appearance and condition of Town-owned buildings each ticked down slightly this year. The open-ended comments provide additional insights on the ratings. ([VIEW COMMENTS](#))

Figure 18.
Satisfaction with Public Works Services (2016)

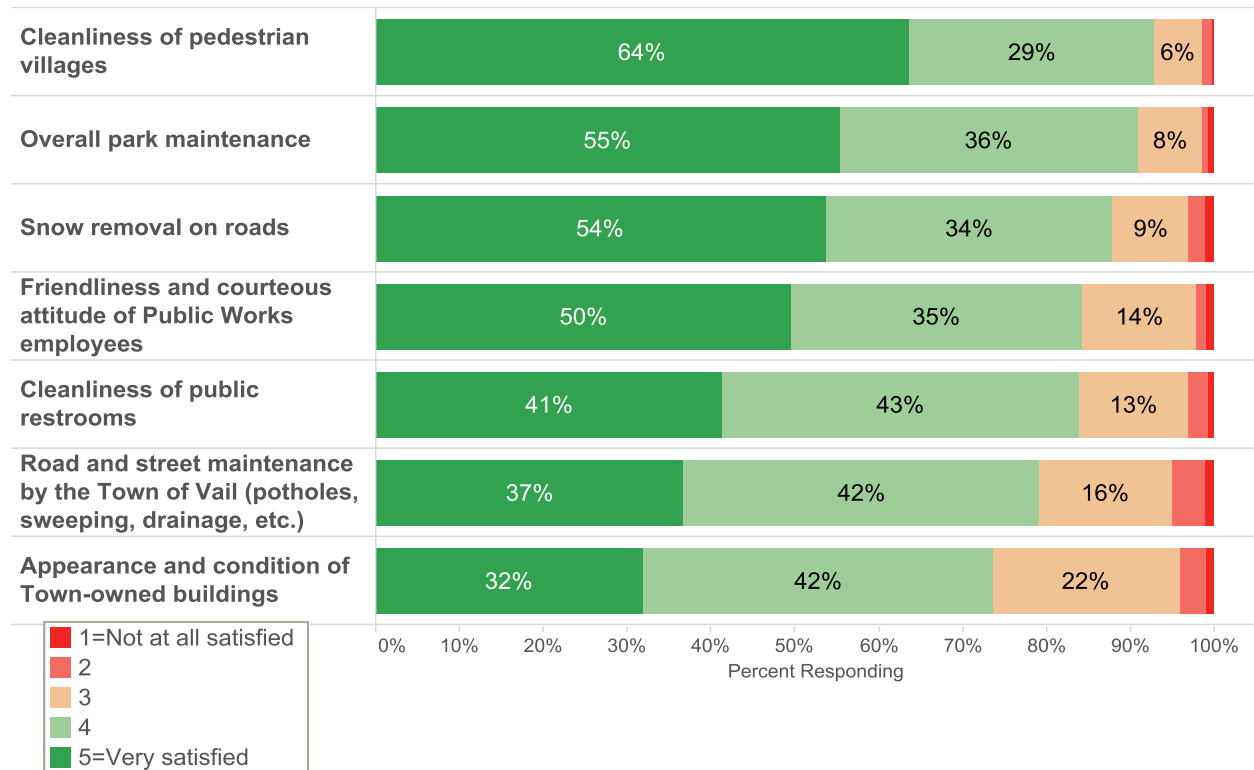


Figure 19.
Satisfaction with Public Works Services by Year
Percent responding "Very Satisfied" (4 or 5)

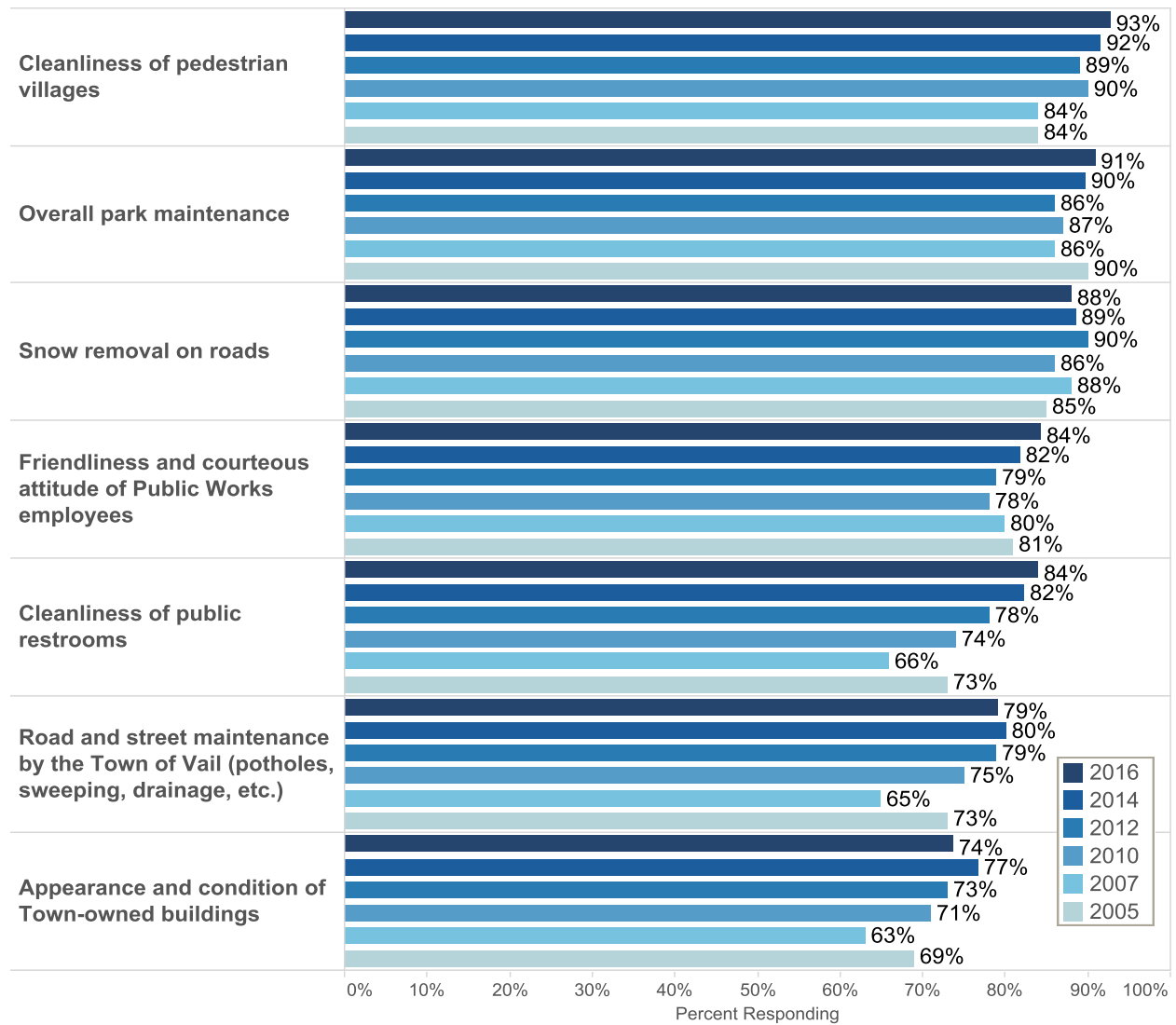
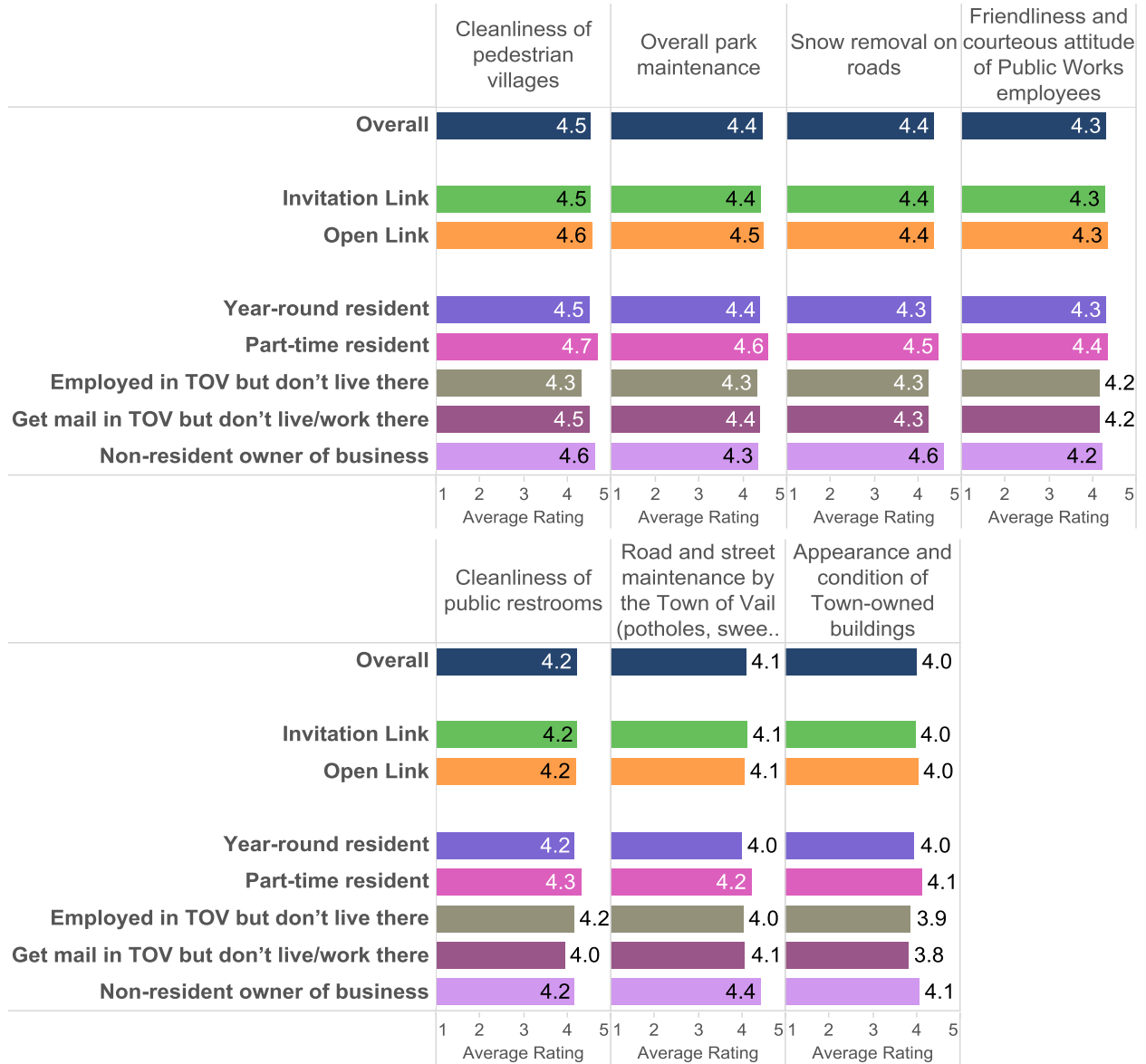


Figure 20.
Satisfaction with Public Works by Survey Version and Resident Type (2016)
Average Satisfaction Rating



Fire Services

This year, all respondents rated fire services in Vail. In past survey years, ratings of fire services were solely completed by respondents who indicated that they had used fire services within the past 12 months. As a result of the change this year, direct comparisons to prior years should be made with some caution. For each of the attributes rated, between 30 to 50 percent of respondents indicated that they “don’t know,” likely as a result of the inclusion of respondents who have not recently used fire services.

Fire services continue to be rated relatively high compared to most other departments and services provided by the Town. Courtesy and helpfulness and response time are rated especially favorably (with 91 percent providing a rating of 4 or 5 for each). Respondents also rated wildfire mitigation efforts quite favorably at 84 percent, down slightly from 2014 (89 percent). While fire safety, awareness, and education programs and timely plan-check and fire system inspections have lower shares of highly satisfied respondents in comparison (76 and 73 percent, respectively), they are still rated quite highly. Education programs in particular earned its highest rating yet in 2016, while all other categories declined slightly. The open-ended comments concerning the Fire Department are found by clicking here. ([VIEW COMMENTS](#))

Figure 21.
Satisfaction with Fire Services (2016)

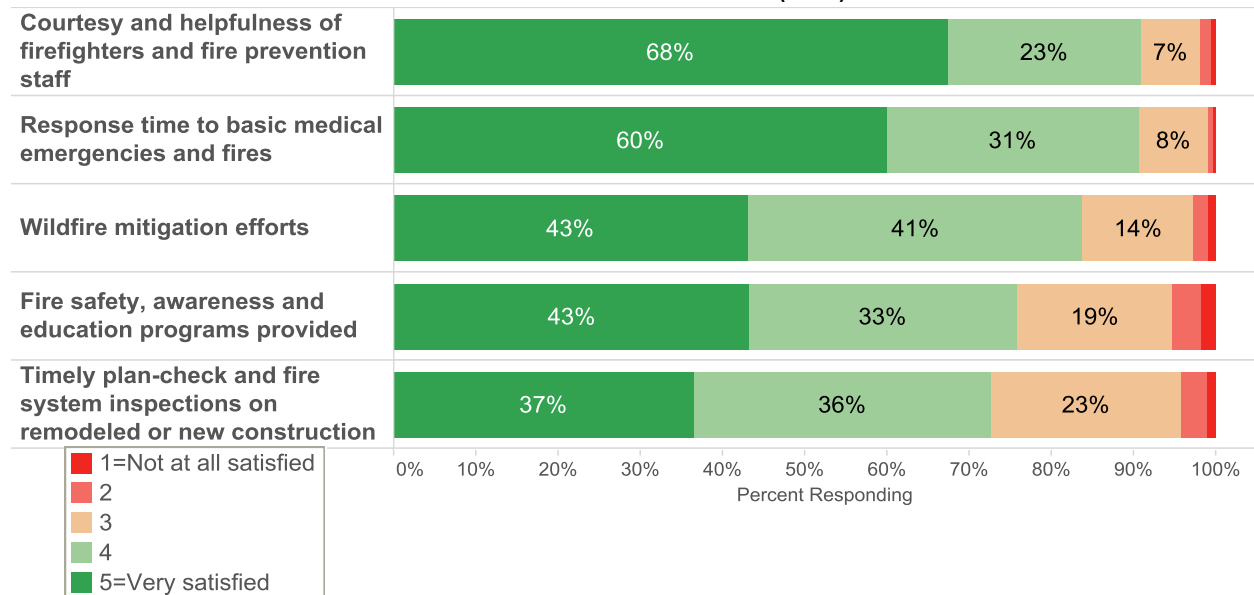


Figure 22.
Satisfaction with Fire Services by Year
Percent responding "Very Satisfied" (4 or 5)

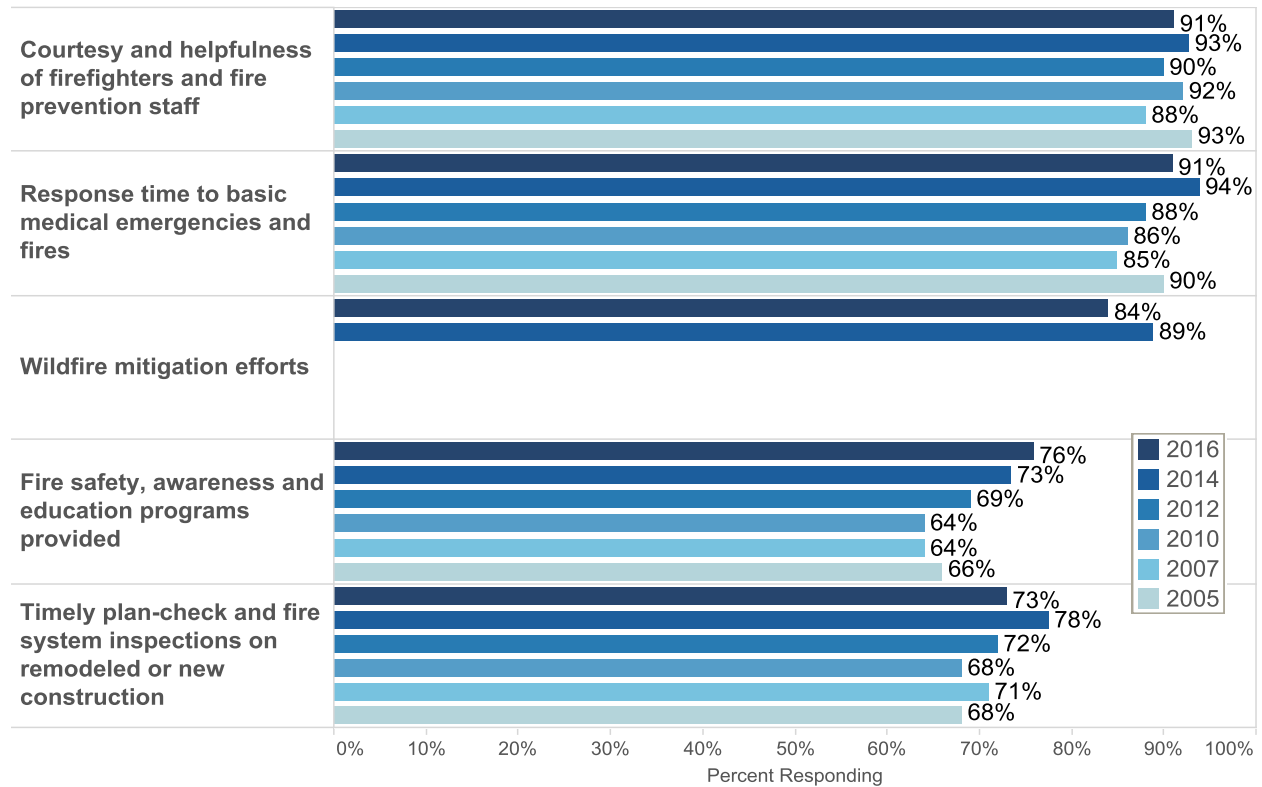
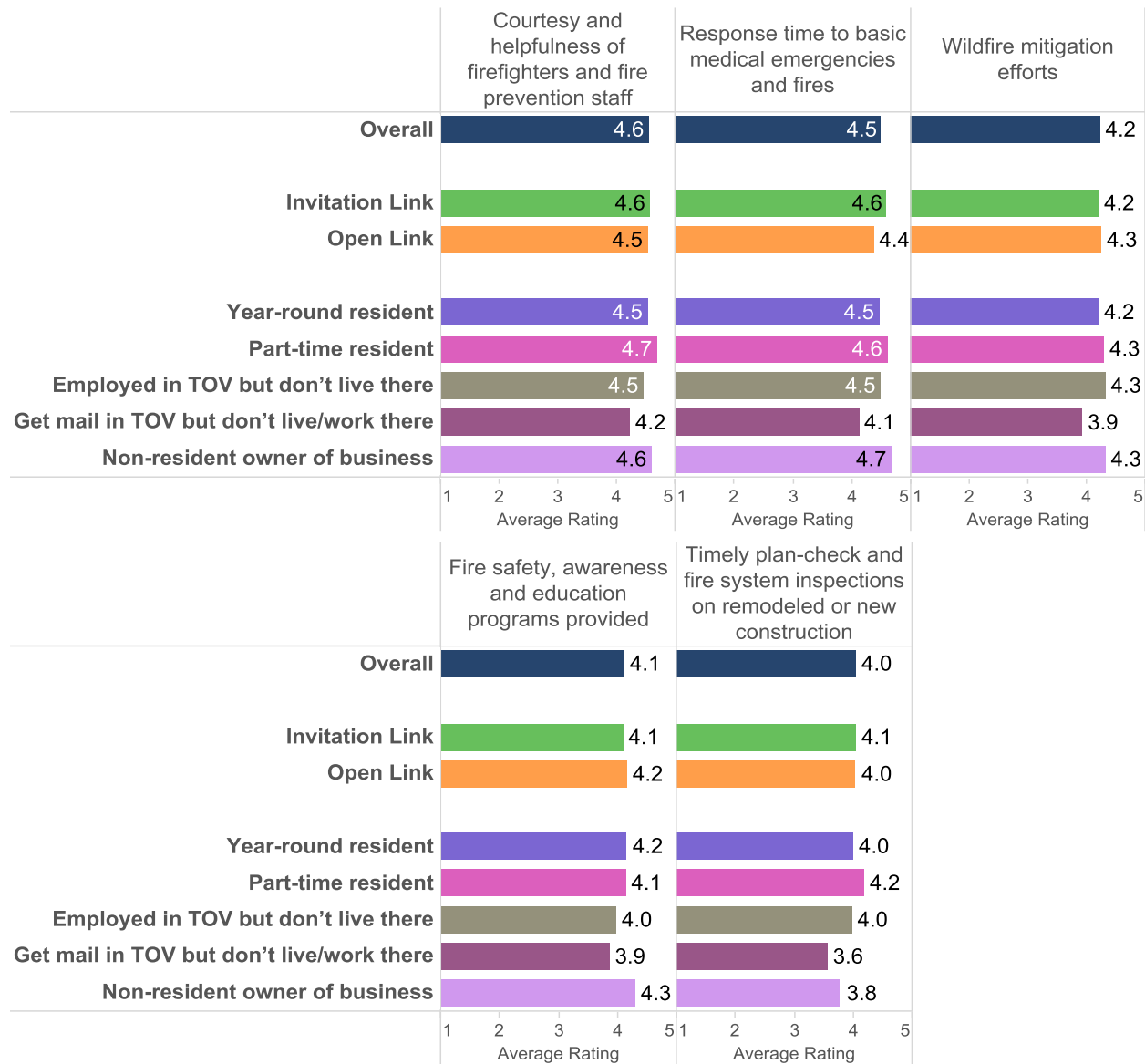


Figure 23.
Satisfaction with Fire Services by Survey Version and Resident Type (2016)
Average Satisfaction Rating



Police Services

Roughly a quarter of respondents (23 percent) reported that they have utilized the Vail Police Department for a service or emergency within the past twelve months.

Ratings for the police department remained strong, and most were similar to 2014. The highest percentage of 4 and 5 ratings was given for overall feeling of safety and security (88 percent), down just slightly from 2014 (90 percent). Friendliness and approachability of Vail police department employees received its highest ratings yet (83 percent this year). All other categories were consistent with past surveys, with the exception of managing parking and traffic control issues, with ratings declining to 63 percent from 70 percent in 2014. Open-ended comments provide some additional insight into the police ratings. ([VIEW COMMENTS](#))

Figure 24.
Satisfaction with the Aspects of Police Services (2016)

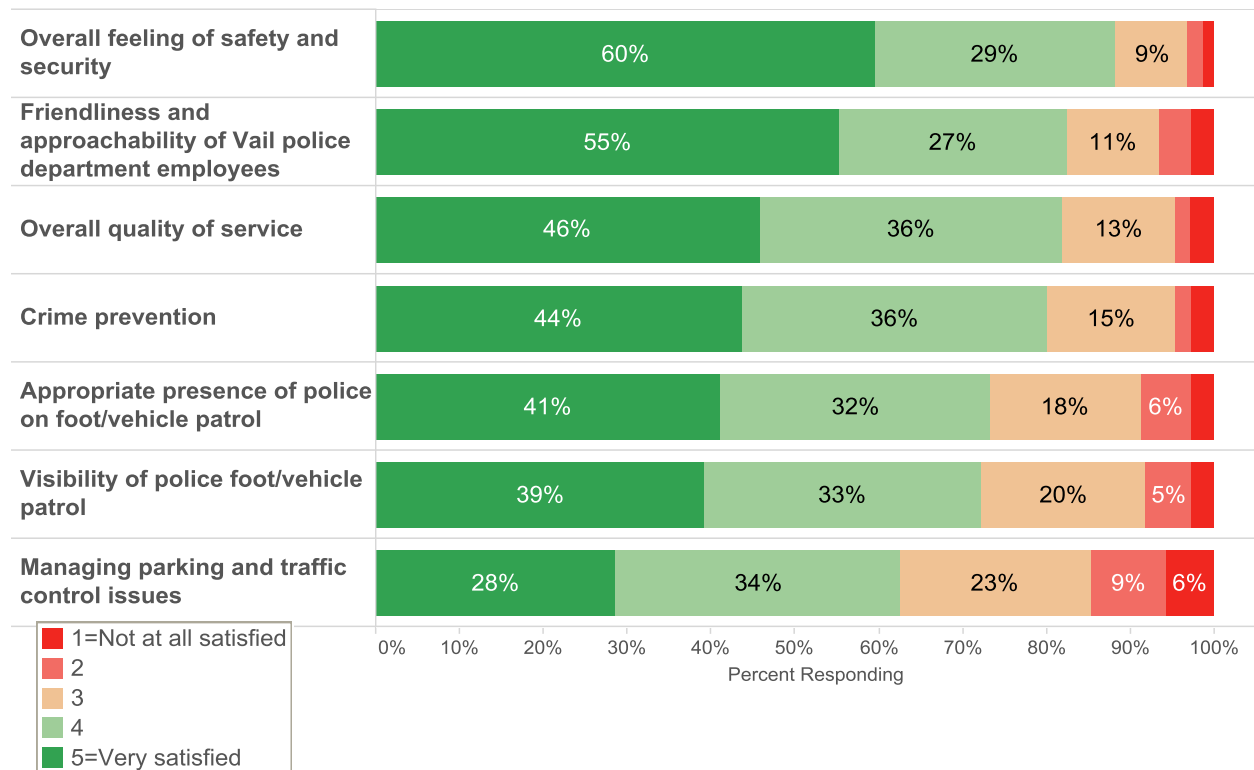


Figure 25.
Satisfaction with the Aspects of Police Services by Year
Percent responding "Very Satisfied" (4 or 5)

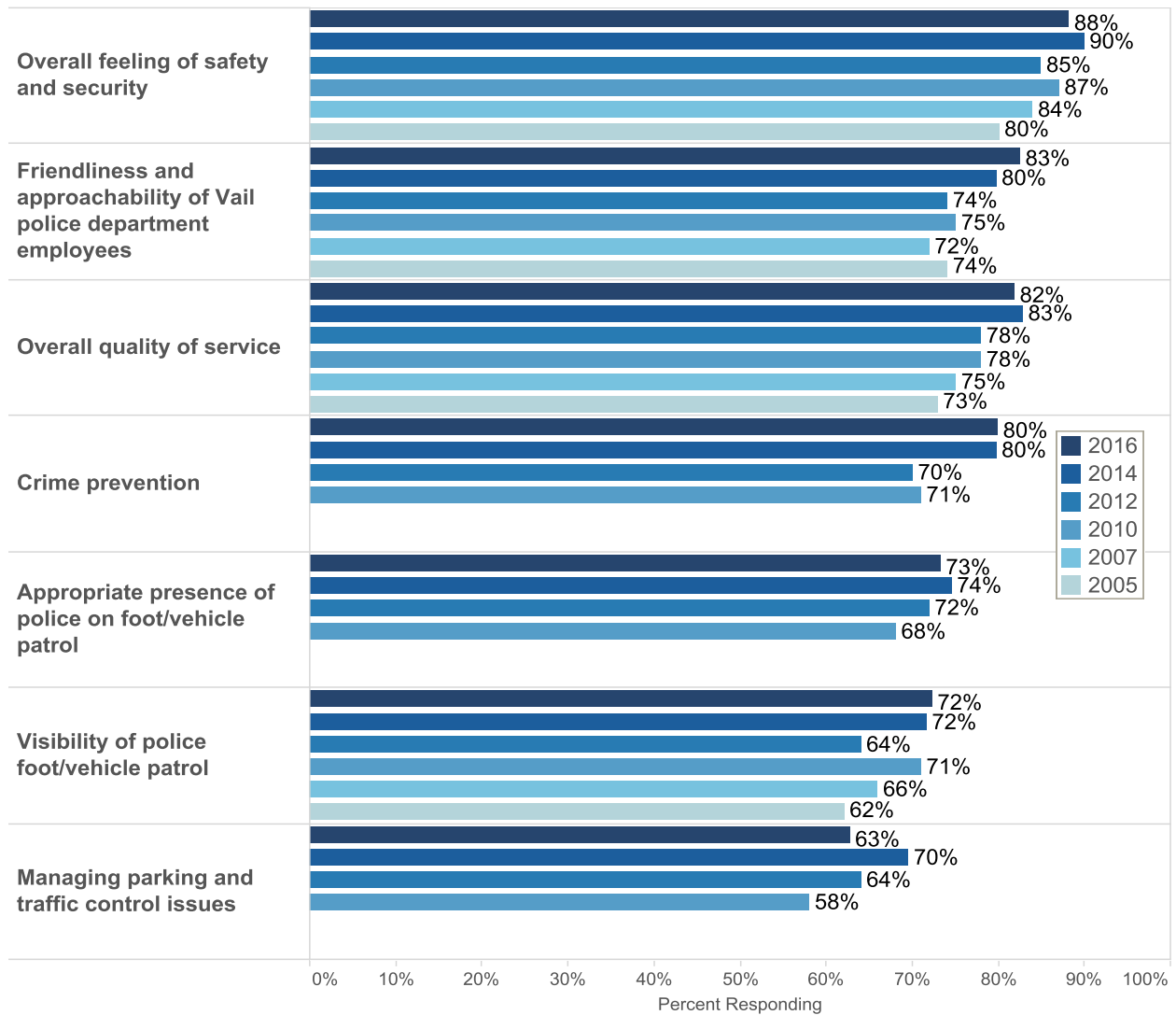
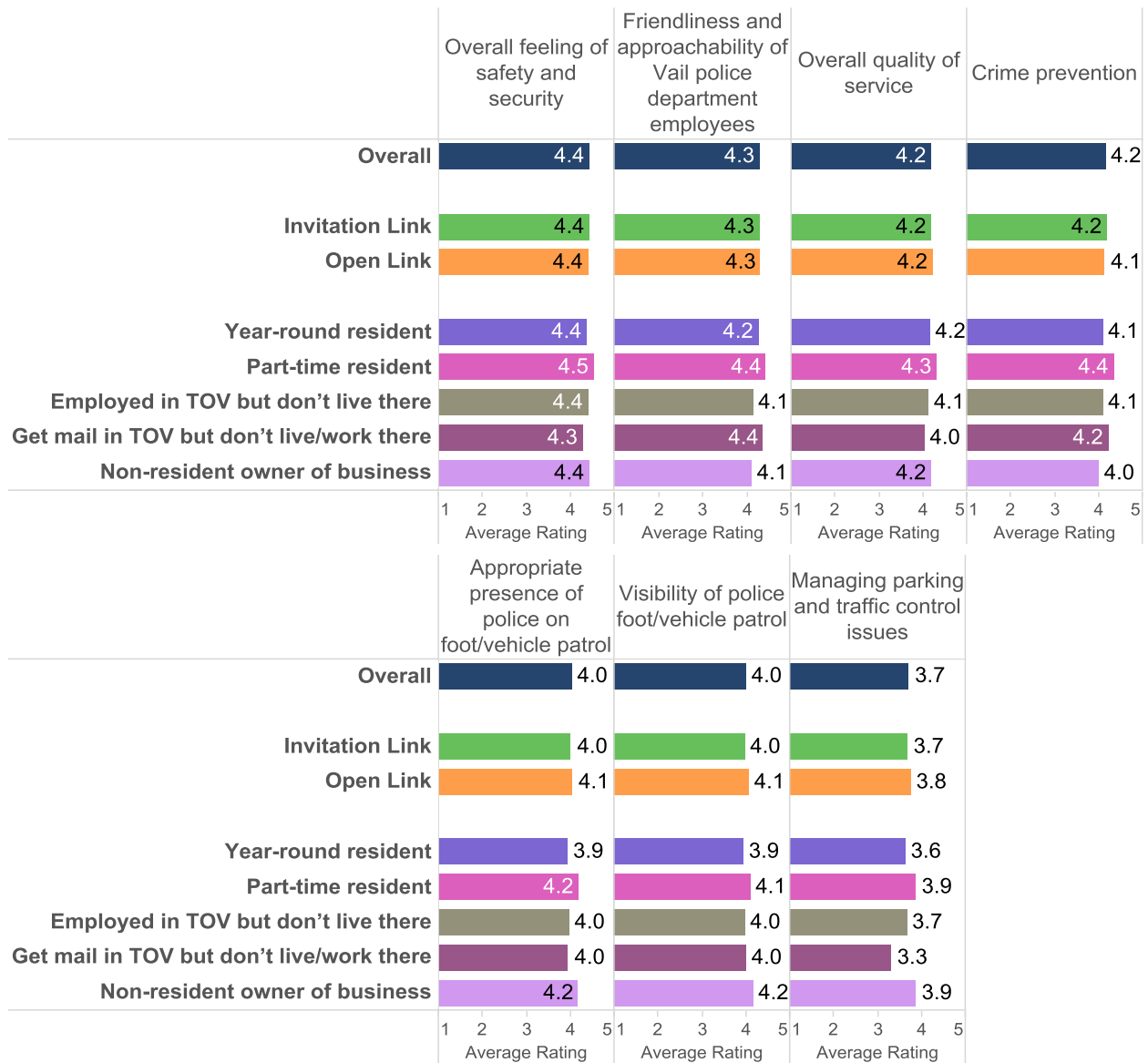


Figure 26.
Satisfaction with the Aspects of Police Services by Survey Version and Resident Type (2016)
Average Satisfaction Rating



Community Development

The Community Development Department was reported to be used by 17 percent of respondents, down from 18 percent in 2014, 21 percent in 2012, and 23 percent in 2010. Year-round residents are more likely to access the services (21 percent) than part-time residents (11 percent). Among those who have used the department’s services, services were most frequently accessed by walking into the office (68 percent), by telephone (49 percent), website (43 percent), and attending a meeting (36 percent).

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. Ratings of the department surged this year, with all attributes reaching record high shares of satisfied respondents. Of particular note, the ratings for building review process (72 percent of respondents providing a rating of 4 or 5) showed strong improvement, an area which has historically received lower average ratings (51 percent in 2014). The open-ended comments provide additional insights on the ratings. ([VIEW COMMENTS](#))

Figure 27.
Satisfaction with Aspects of the Community Development Department (2016)

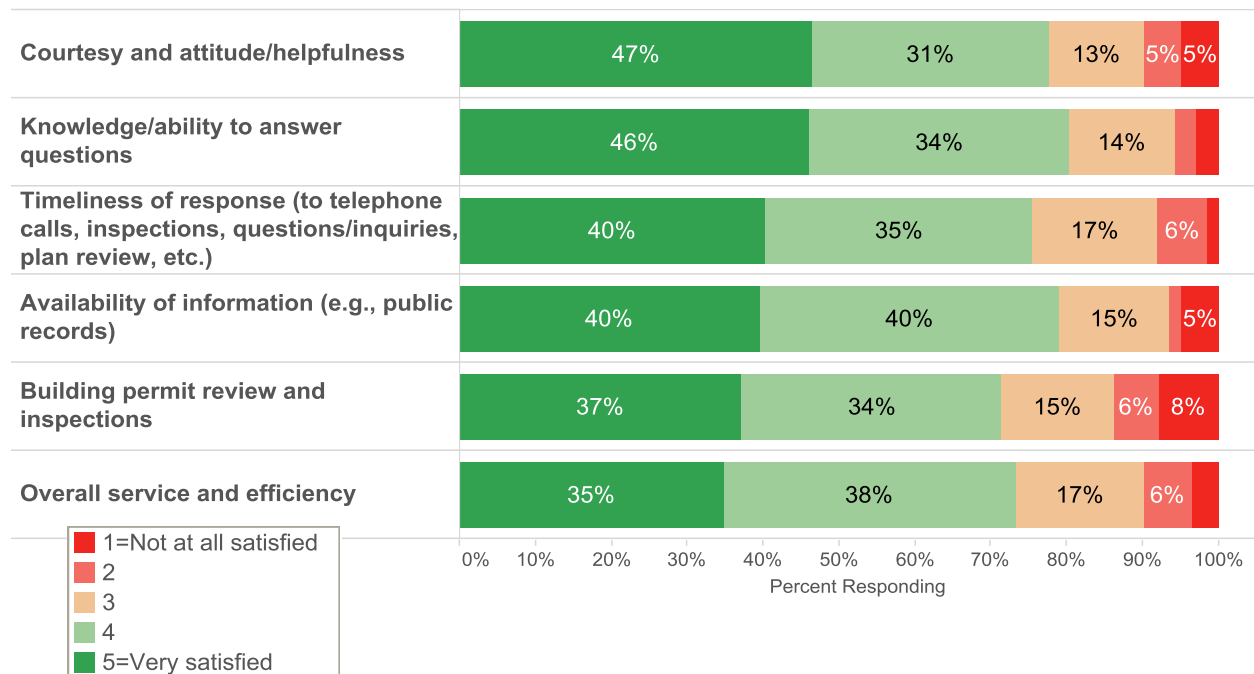


Figure 28.
Satisfaction with Aspects of the Community Development Department by Year
Percent responding "Very Satisfied" (4 or 5)

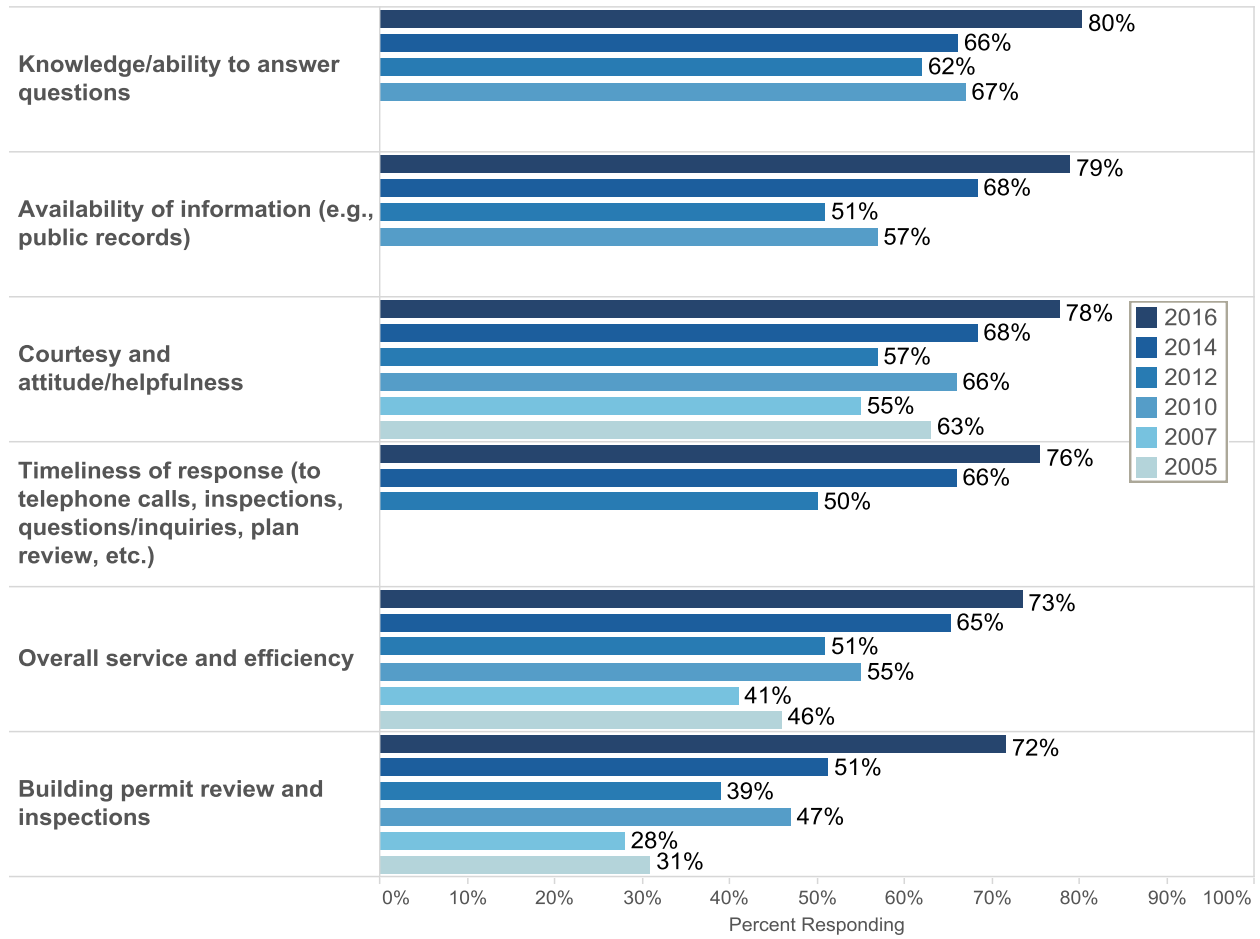
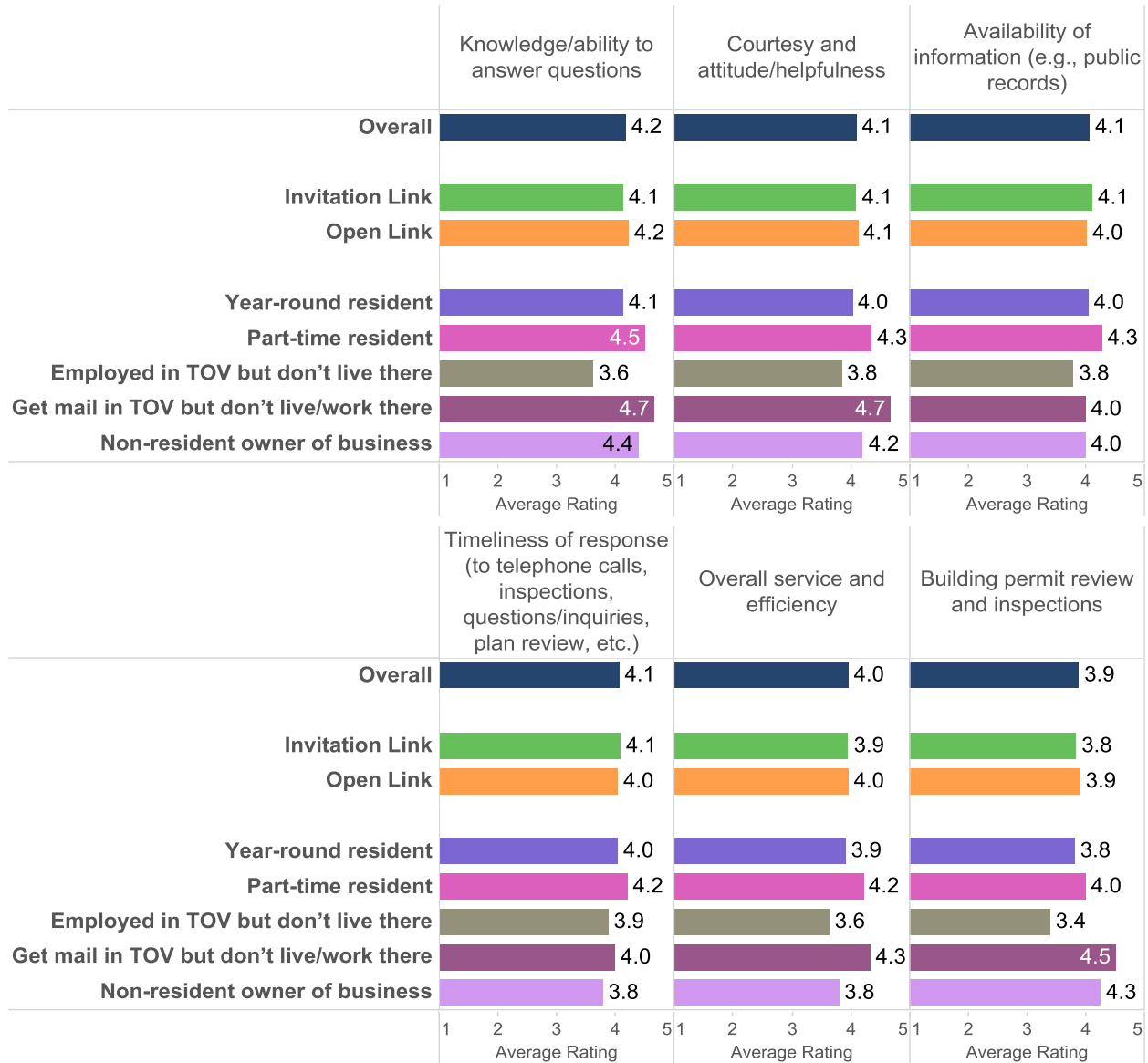


Figure 29.
Satisfaction with the Community Development Department by Survey Version and Resident Type
(2016)
Average Satisfaction Rating



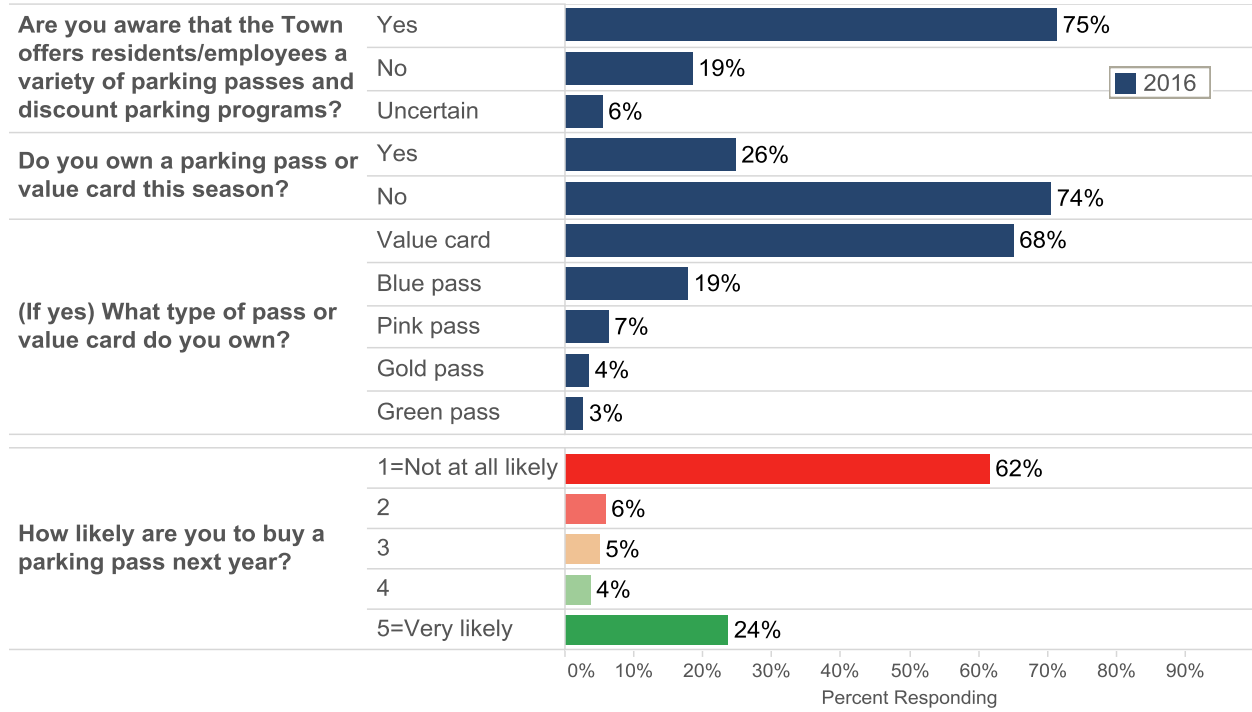
Parking

A series of questions were asked with regards to parking, including awareness of the Town offering residents and employees a variety of parking passes and discount parking programs. Three-quarters of respondents are aware; however, a notable one in five respondents (19 percent) are not aware of such passes and programs. Year-round residents are particularly likely to know about these offerings (82 percent), while part-time residents are relatively less likely to know (63 percent). A large majority of those employed in Vail but who live elsewhere do know about these offerings (84 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 (74 percent) do not own such a pass or card. These respondents were asked why they do not own parking pass ([VIEW COMMENTS](#)). The most frequently identified reason for not having a pass was “not knowing about it,” suggesting that there might be opportunities for greater publicity of the program and options; in fact, respondents who are aware of programs were more likely to own a parking pass (34 percent). Incidence of ownership is highest among those who are employed in Town but do not live there (29 percent), followed by 28 percent of year-round residents. Among those who do own a pass or card, the value card is most common (68 percent), followed by the blue pass (19 percent), pink pass (7 percent), gold pass (4 percent), and green pass (3 percent). Pass or card product usage is relatively similar to 2014, with the exception of a higher share of respondents using the blue pass (12 percent in 2014).

Respondents rated their likelihood of purchasing a parking pass next year on a scale from 1 to 5, where 1 is “not at all likely” and 5 is “very likely.” Likelihood of buying a pass was low among respondents overall, with over two-thirds (68 percent) providing a 1 or 2 rating and only a quarter (27 percent) selecting 4 or 5. Current parking pass owners said they are highly likely to purchase a parking pass next year (average likelihood rating 4.4) in comparison to non-owners (1.5). In addition, respondents who are aware of parking passes and value cards rated their likelihood of purchasing a parking pass next year higher (2.3) than those who are unaware (2.0). Interestingly, part-time residents were more likely to indicate that they might purchase a parking pass next year (2.4) compared to year-round residents (2.2). ([VIEW COMMENTS](#))

**Figure 30.
Parking Pass Ownership**



Parking ratings were mixed this year. New to the 2016 survey, respondents rated their satisfaction with the ease of parking during summer and winter as well as the convenience and safety of overflow Frontage Road parking. Ease of parking in summer received the highest ratings of satisfaction (85 percent of respondents providing a rating of 4 or 5). Booth attendant courtesy earned its highest satisfaction rating since 2005 (81 percent), as did parking structure cleanliness (59 percent). Convenience/ease of access of overflow Frontage Road parking (37 percent), ease of parking in winter (34 percent), and safety of overflow Vail Frontage Road parking (33 percent) received fairly low ratings, with roughly a third of respondents indicating satisfaction for each. Parking fees/pricing structure continues to receive low satisfaction ratings (only 32 percent provided a rating of 4 or 5, while 35 percent provided a rating of 1 or 2). The open-ended comments provide additional insights on the ratings. ([VIEW COMMENTS](#))

Figure 31.
Satisfaction with Parking (2016)

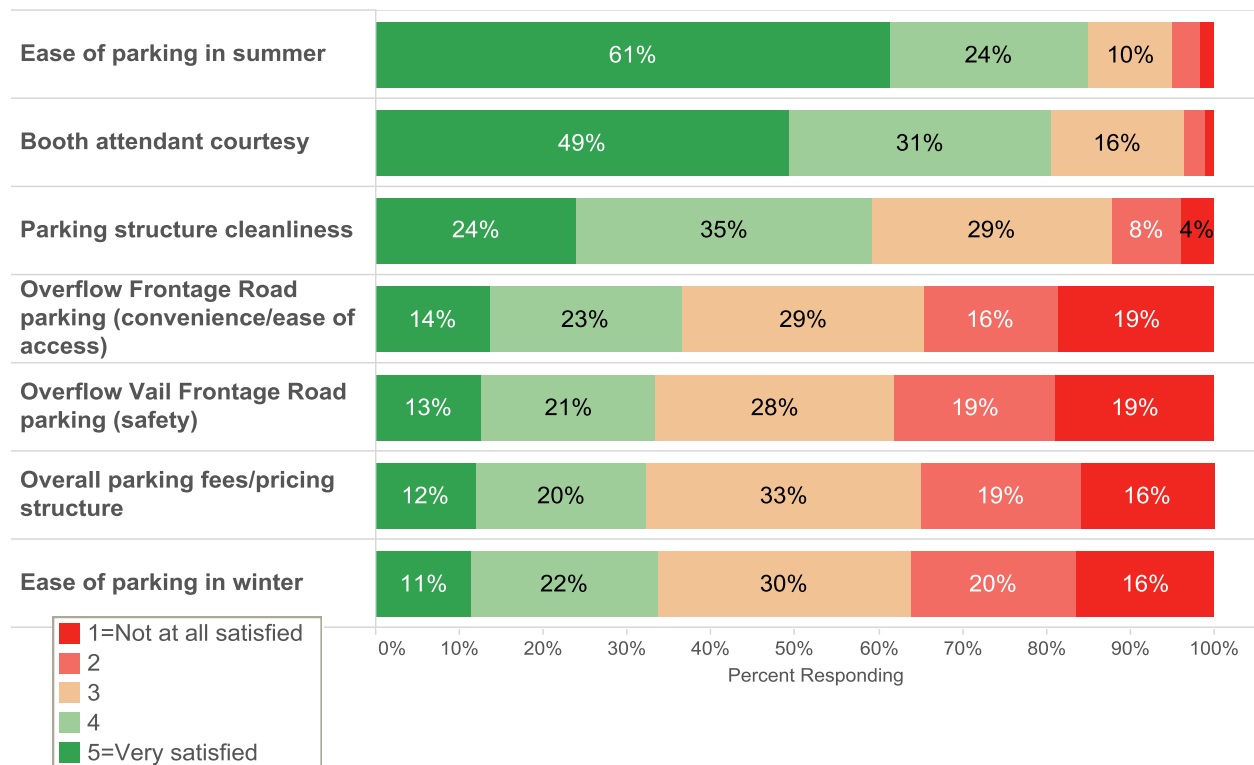


Figure 32.
Satisfaction with Parking by Year
Percent responding "Very Satisfied" (4 or 5)

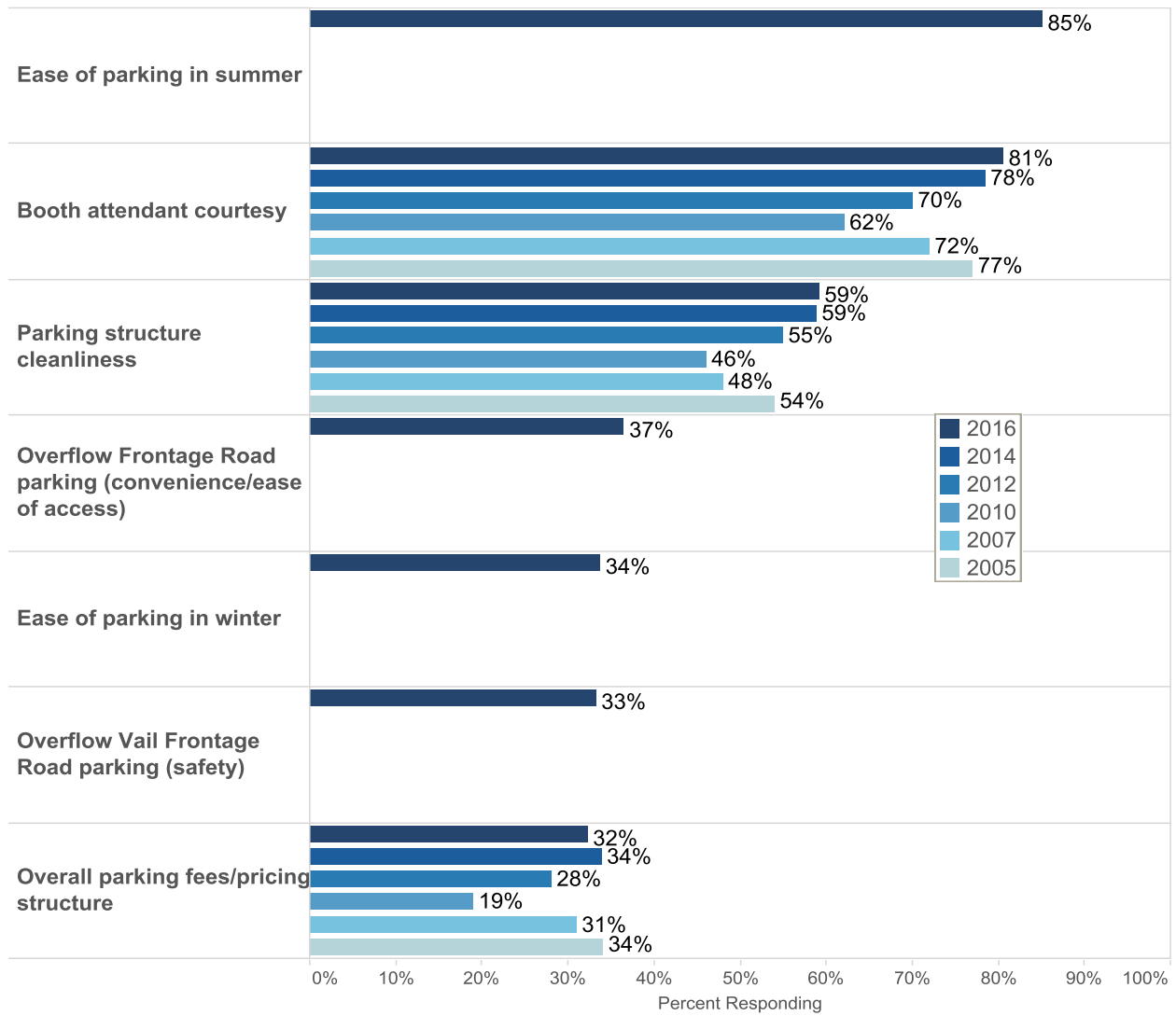
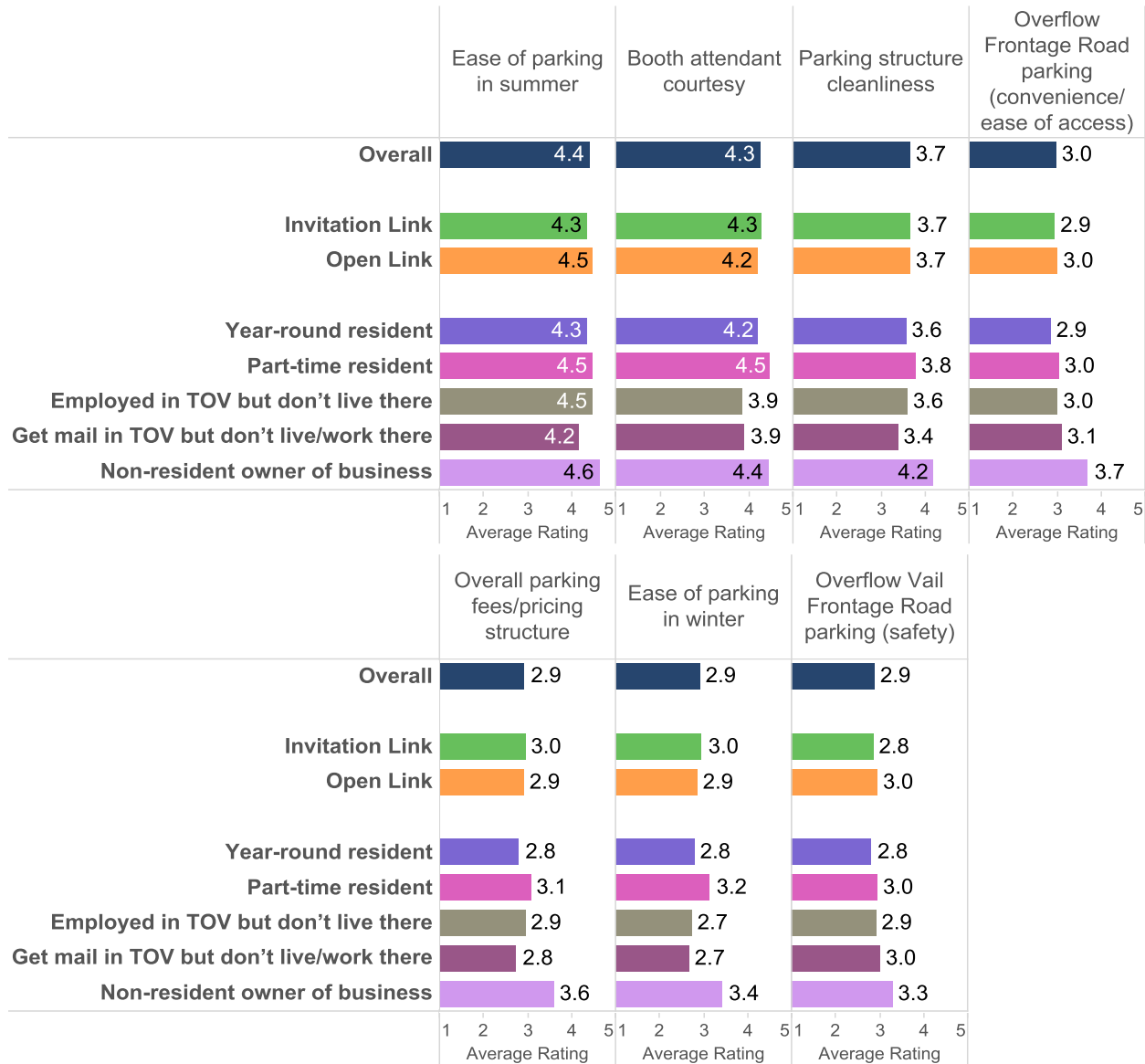


Figure 33.
Satisfaction with Parking by Survey Version and Resident Type (2016)
Average Satisfaction Rating



Bus Service

Community members were asked whether their usage of Town of Vail bus service changed during peak ski times this winter. For 26 percent of respondents, their usage increased, a notable change. A majority of respondents reported no change in their level of usage (69 percent). A slim 5 percent said their usage decreased.

Respondents were asked to identify any concerns or considerations that influence their usage of bus services. Those who indicated that their usage has increased noted the convenience and dependability of the bus service, their ability to avoid paying for parking, and the friendliness of bus drivers as aspects encouraging increased usage. Respondents who have cut back their usage indicated that the buses are too crowded or that service is not frequent enough. ([VIEW COMMENTS](#))

Despite some declines in satisfaction with Town of Vail bus service this year, respondents remain largely satisfied with most aspects of the buses, with 80 percent or more rating dependability of bus service, cleanliness of buses, bus driver courtesy, atmosphere/sense of safety on buses, and frequency of in-town shuttle a 4 or 5 – “Very Satisfied.” Frequency of outlying service received a somewhat lower share of respondents providing a rating of 4 or 5 (65 percent), and this share decreased from 2014 (75 percent). Crowding continues to be a relative area of weakness with only 50 percent saying they are “very/somewhat satisfied,” down from 55 percent in 2014 and 52 percent in 2012. In general, part-time residents provided higher satisfaction ratings than year-round residents.

Figure 34.
Satisfaction with Bus Service (2016)

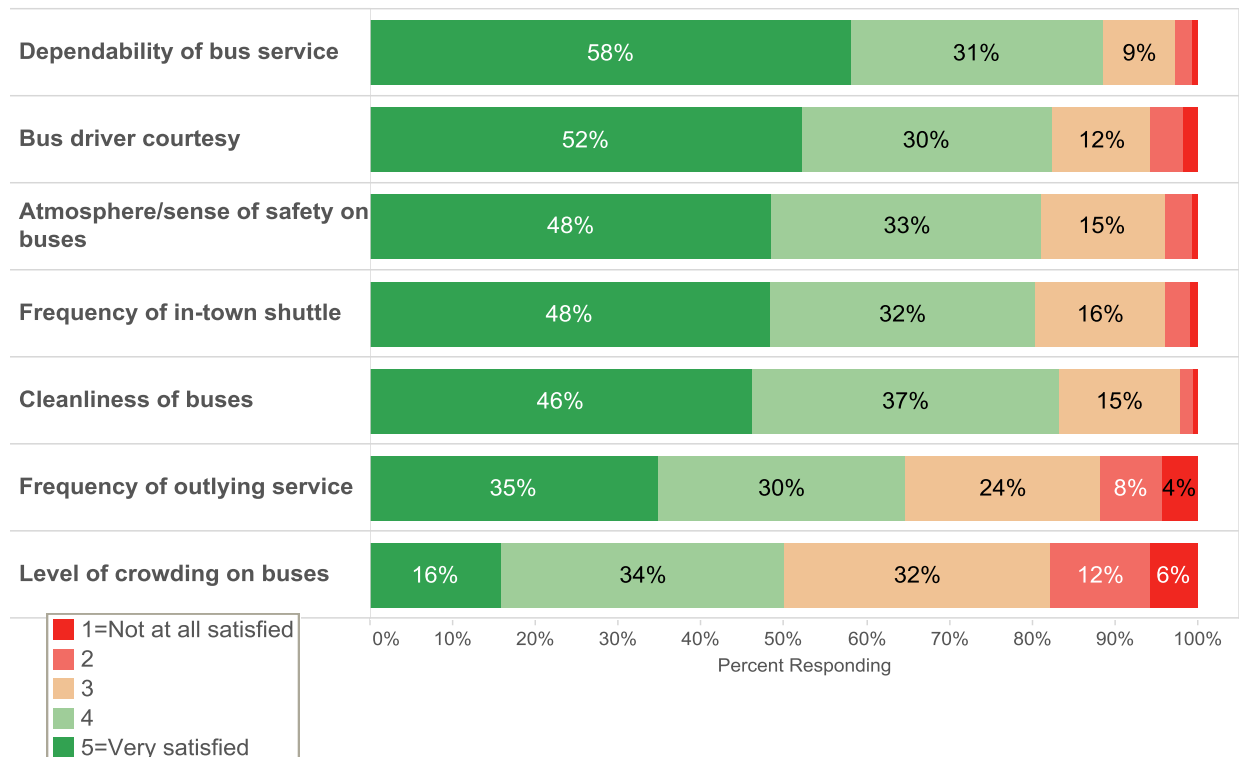
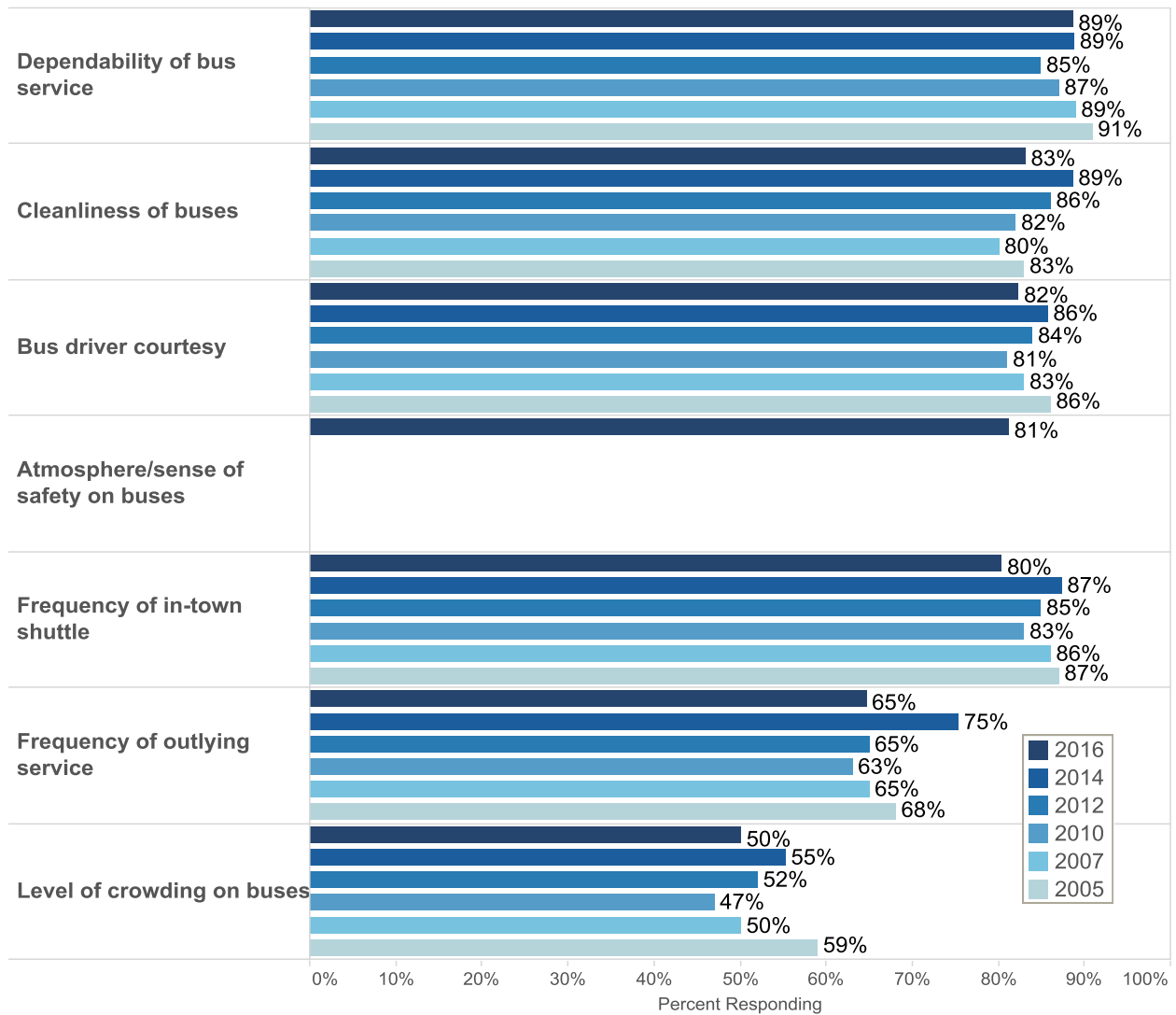
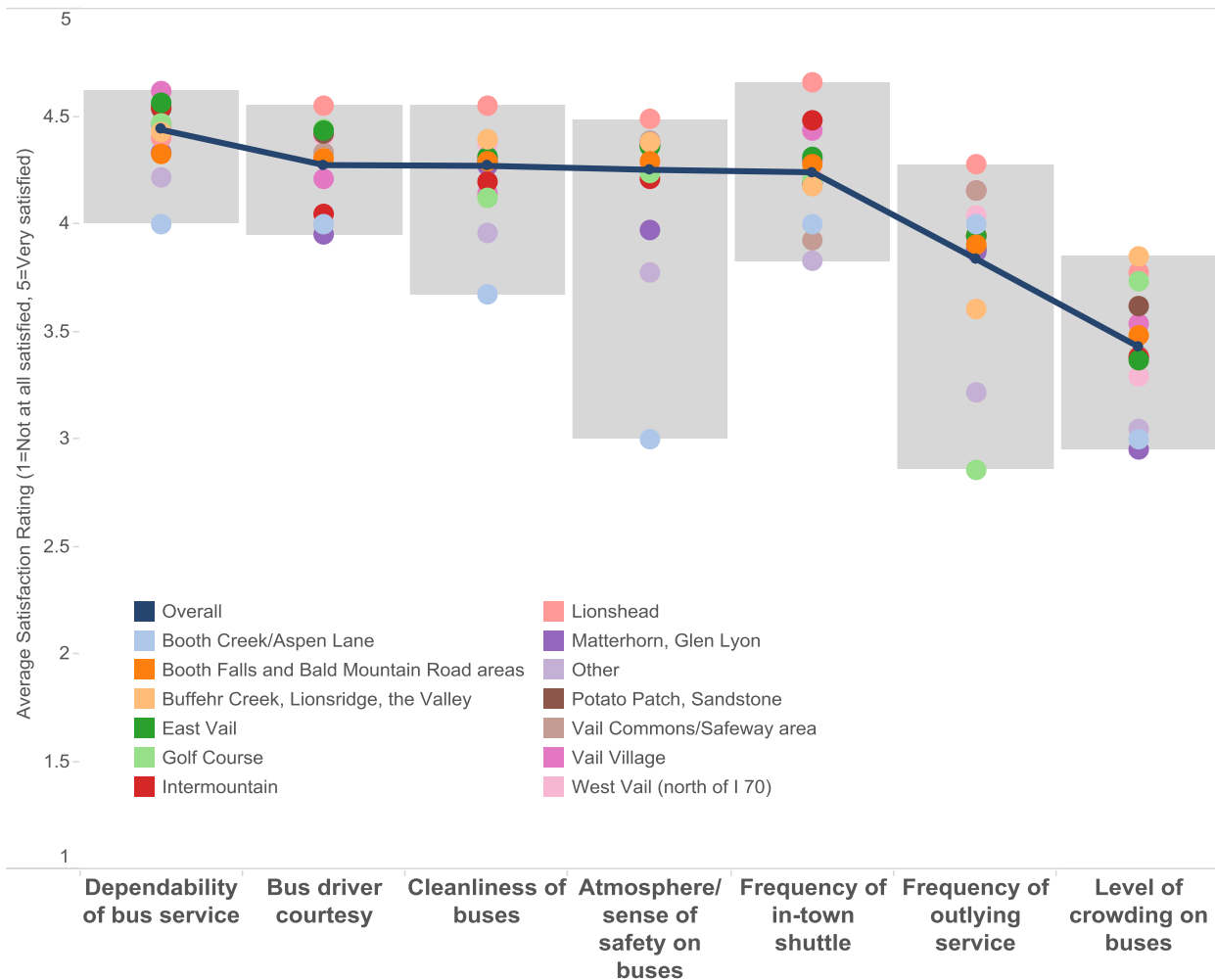


Figure 35.
Satisfaction with Bus Service by Year
Percent responding "Very Satisfied" (4 or 5)



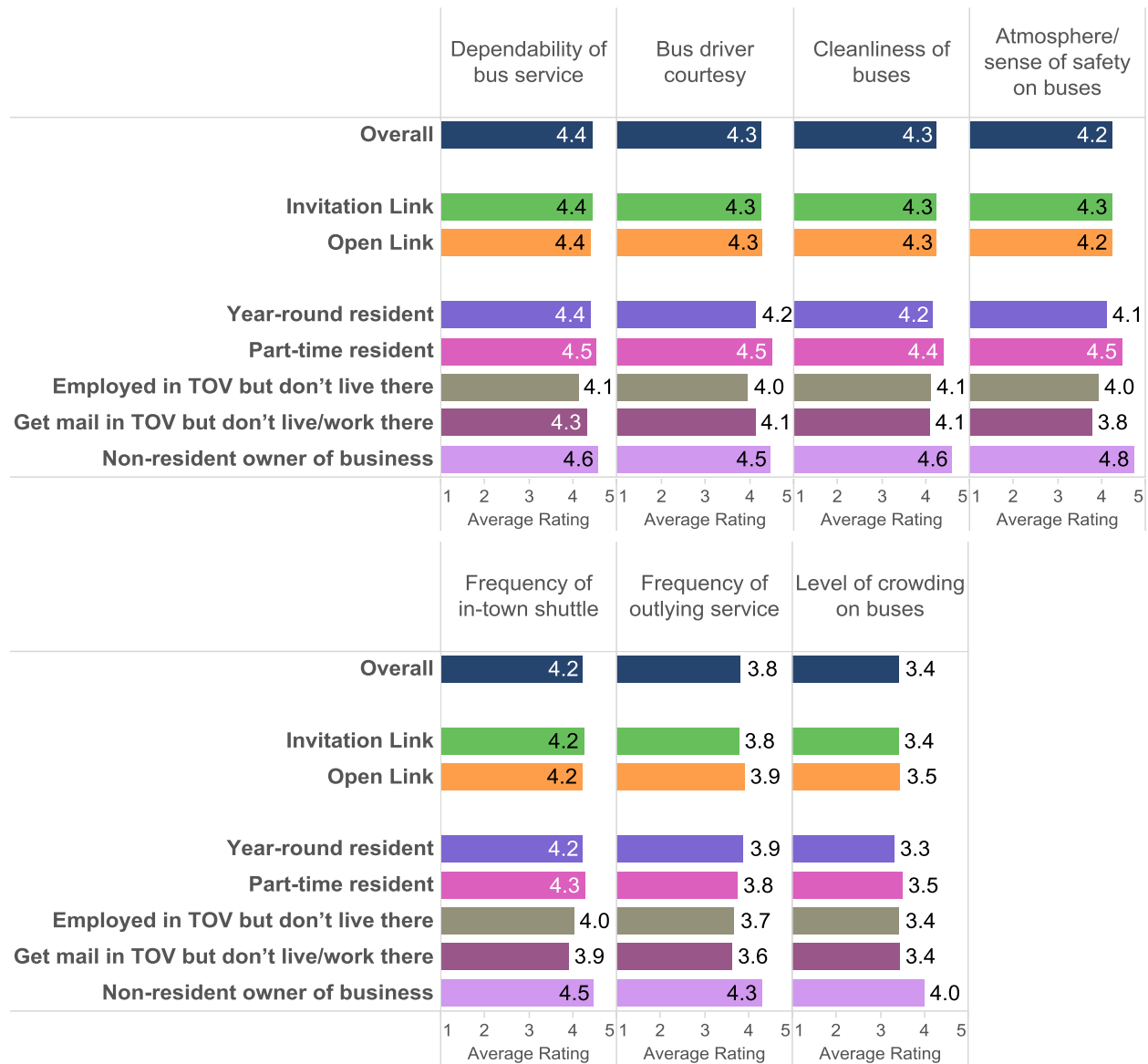
As illustrated in the past, the neighborhood location of the survey respondent within Vail is closely associated with the ratings of local buses. Shown below, there is a wide spread in average ratings by neighborhood (that is, the distance between the highest and lowest points on the vertical axis). For example, frequency of outlying service 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 Golf Course area residents, and there are significant differences of opinion indicated by the wide range of responses. The frequency of the in-town shuttle is rated highly again by Lionshead residents, but those who live in Vail Commons or “other” areas are relatively less satisfied. Meanwhile, dependability of bus service is rated high by all respondents and there is relative agreement (a narrow spread) on this question.

Figure 36.
Satisfaction with Bus Service by Neighborhood (2016)
Average Satisfaction Rating



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

Figure 37.
Satisfaction with Bus Service by Survey Version and Resident Type (2016)
Average Satisfaction Rating



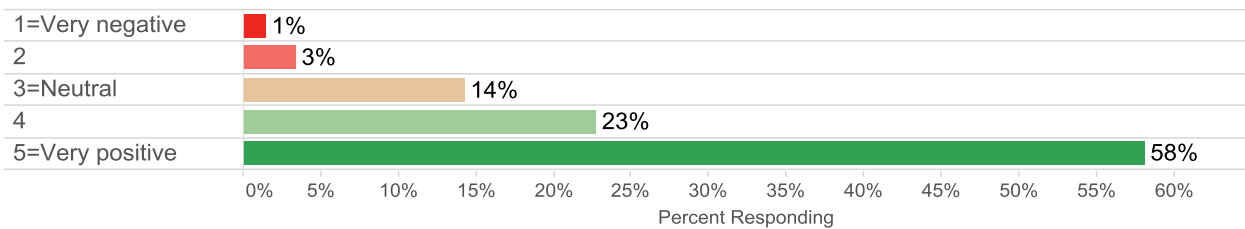
Events

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 81 percent of respondents rate the experience positively, a 4 or 5 on a five-point scale, down slightly from 2014 (84 percent) and 2012 (85 percent). Positivity is high among both year-round and part-time residents, though slightly higher among part-time residents.

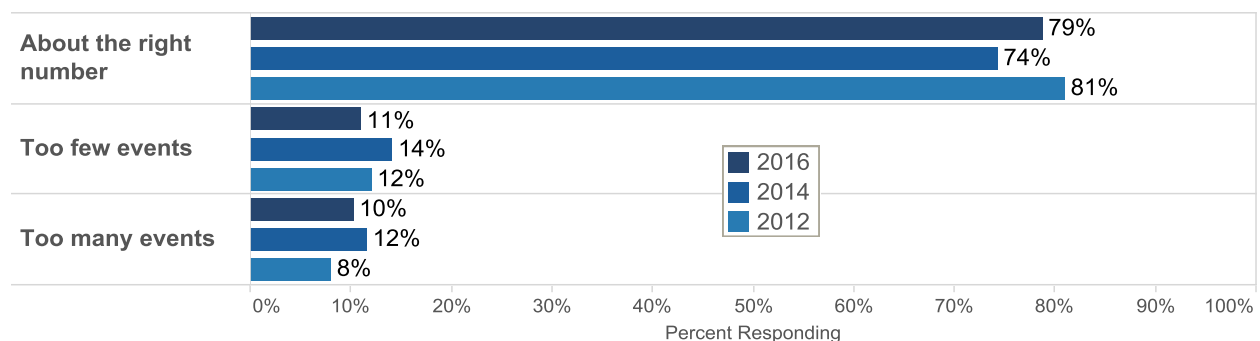
Figure 38.
Opinions Regarding Event Experience (2016)



Most respondents, when asked, indicate that the Town holds “about the right number” of events (79 percent). Ten percent indicate there are too many events while 11 percent think there are too few. Year-round residents are more likely to say there are too many events (14 percent vs. 6 percent part-time). Older residents are also more likely to report there are too many events (18 percent of those aged 65 and older vs. 4 percent under 35).

When compared to community response from the 2014 survey, we see that opinions are generally similar, with a majority of respondents indicating there are about the right number of events. In a positive finding, this year slightly smaller shares of respondents indicated there were both “too few” and “too many” events.

Figure 39.
Opinions Regarding Quantity of Events by Year



Respondents were provided the opportunity to comment on any specific type of event they would like to see added to Vail’s town-wide events program. Recurring themes included concerts, particularly well-known musicians and a variety of musical genres, recreational events including cycling and skiing, and food and beverage events such as beer festivals and food competitions.

As shown in the graphs 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 of events, bus transportation, and overall quality of event venue options all have high satisfaction. Part-time residents typically were slightly more satisfied with these aspects of events than year-round residents.

Figure 40.
Satisfaction with Events (2016)

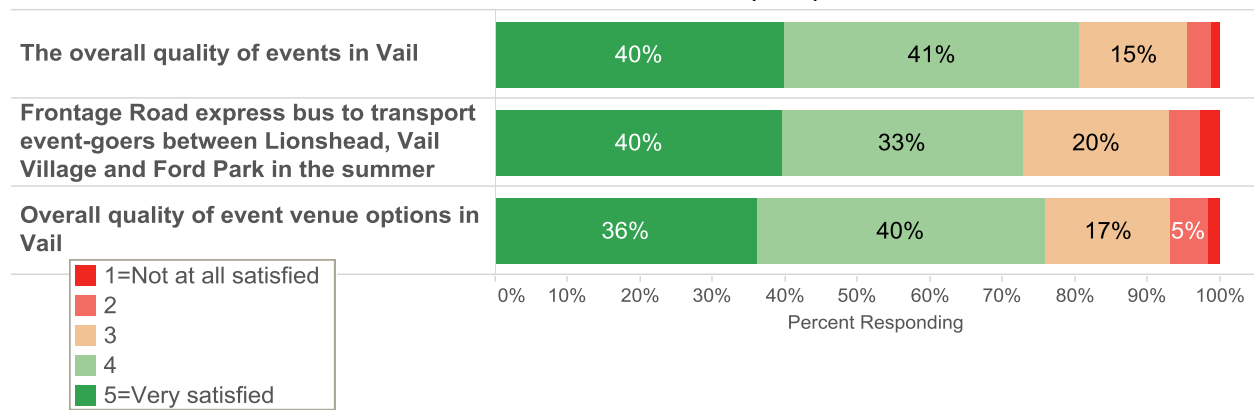
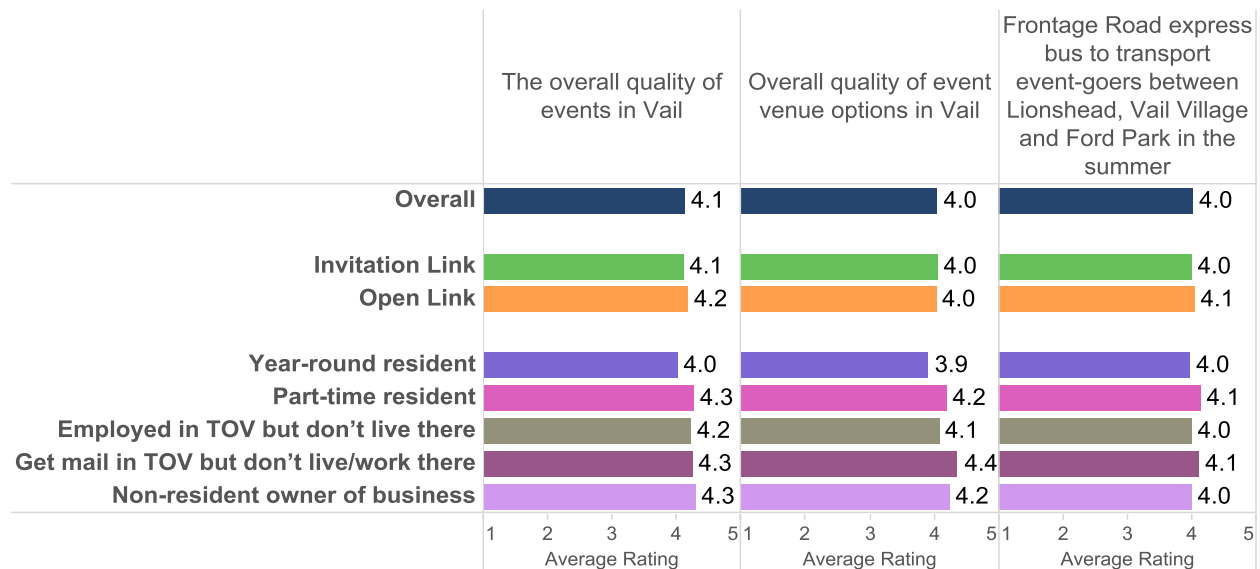
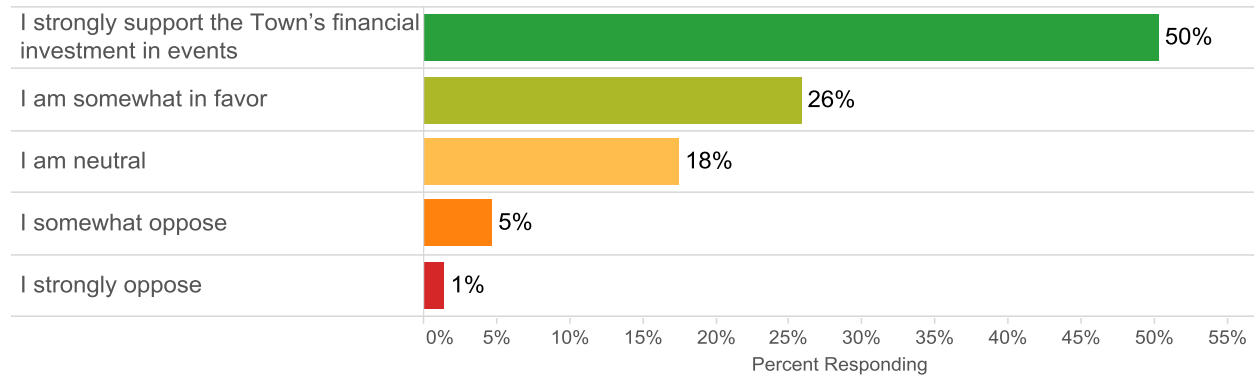


Figure 41.
Satisfaction with Events by Survey Version and Resident Type (2016)
Average Satisfaction Rating



The survey informed respondents that the Town of Vail invests in various events that are held in Vail. Respondents were asked to provide their opinion on this economic development strategy. Many were supportive, with 50 percent saying they “strongly support” the Town’s financial investment in events and 26 percent saying they were “somewhat in favor.” An additional 18 percent were neutral, and only 6 percent “somewhat oppose” or “strongly oppose” the TOV’s investment in events.

Figure 42.
Opinion of Town’s Financial Investment in Events (2016)



The survey provided a space for community members to offer additional comments regarding events. Generally, there was a mix of positive and 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 or are disruptive to local residents. Younger age cohorts were often concerned about the lack of big-name performers, while older age cohorts were concerned about the lack of diversity in event type. Several respondents also indicated a preference for events that are financially self-sustaining so the Town can scale back its investment in events.

- part-time* 35 to 44 *I think this is a short term strategy and isn't sustainable. It contributes greatly to a feeling of overcrowding and a degraded resident and guest experience.*
- part-time* 45 to 54 *Too many summer events - the village is too crowded/noisy.*
- part-time* 55 to 64 *Please remember all age groups. I am in an overlooked segment that is continuously looking for day events - ladies between 40 and 60 who do not ski, bike, hike, etc. Due to the situation, one of our attending events are the medical lectures at the Sonnenalp but it would be nice to have other dining, information, lecture events.*
- part-time* 65 to 74 *Select entertainers with wider appeal than the 18 to 24 crowd!*
- part-time* 75+ *The parking situation for the amphitheater is atrocious as you know. The bus from Lionshead is fabulous, but most people don't know about it. Bravo to you for offering it. I'm not a marketing expert, but more people need to know that it's available and a great solution to going to a concert.*

- *year-round* 25 to 34 *Quality of music/performers has drastically decreased since I moved here in 2007--I haven't recognized snow daze and spring back to vail bands/performers for a while. We don't need STS9 but there used to be popular performers like The Fray and OAR.*
- *year-round* 35 to 44 *It seems like the events used to have bigger names, and now I have rarely heard of the bands. Maybe investing a little more once or twice a year would be more entertaining.*
- *year-round* 45 to 54 *I would like to see the events a bit more evenly spaced out. It seems like there is a lot of things happening on the same weekend and then nothing for a while.*
- *year-round* 55 to 64 *We enjoyed when there were weekly concerts in town in the winter with car giveaway at the end. It had a much more local and family friendly vibe. Now that the music is all consolidated into Snow Daze and Spring Back it feels very corporate and flashy and too big. The soccer field/baseball lot should not require a pass in the summer during evening events and Bravo, it should be open to whoever is willing to pay.*
- *year-round* 65 to 74 *Too much congestion for most events.*
- *year-round* 75+ *Why give funds to events that can support themselves?*

Relative to positive sentiment, comments were offered nearly equally by year-round and part-time residents. Part-time residents were particularly likely to believe that events help attract tourists and stimulate the economy. Year-round residents commented on how they increase the quality of life in Vail.

- *part-time* 35 to 44 *Keep up the great work! They are a huge draw for the Town.*
- *part-time* 55 to 64 *Investing is driving growth and diversification. It may cost the Town, but they also benefit in tax and parking revenue. As I stated earlier key point is too grow wisely, which I believe Vail has done a wonderful job of to date.*
- *part-time* 65 to 74 *Again, strongly support the summer Ford Park schedule and quality of events.*
- *part-time* 75+ *There is always something to do in this town.*
- *year-round* 25 to 34 *One of the main reasons I live here.*
- *year-round* 35 to 44 *People will not come unless the mountain is open and there are events. Otherwise, it is boring.*
- *year-round* 45 to 54 *We have enjoyed going to the various events with our family.*
- *year-round* 55 to 64 *I love the alternative events in Vail...primarily the US Open of Snowboarding and the Teva Mountain Games! Would love to see a high profile mountain bike event (downhill) on Vail Mountain!*
- *year-round* 65 to 74 *I appreciate the variety of events.*

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

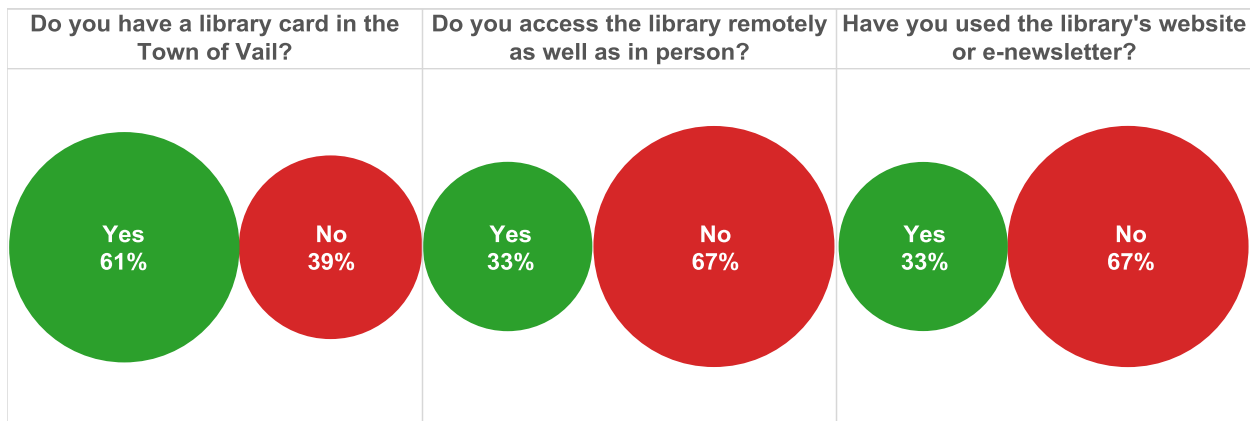
- *part-time* 65 to 74 *Events do drive revenue and profile of Vail. Need to add broader appeal. Do think support of Bravo and the dance festival important. Also the free Tuesday concerts in the summer, maybe think about adding an additional one each month, maybe somewhere in town.*
- *year-round* 25 to 34 *I think they bring people to Vail, especially in the summer and off-seasons. I will say though, the Burton US Open a couple weeks ago brought a lot of aggressive people into town.*
- *year-round* 35 to 44 *I support the events as long as we offset the environmental impacts of the crowds, parking etc. Invest in the Gore and educational programs.*
- *year-round* 45 to 54 *I like the vitality events bring to the community, but some community visitors need to realize people live here. There are neighborhoods with children and pets.*
- *year-round* 65 to 74 *While some events do increase spending in the Town, they also deter greatly from the overall experience for residents and guests.*

Library Services

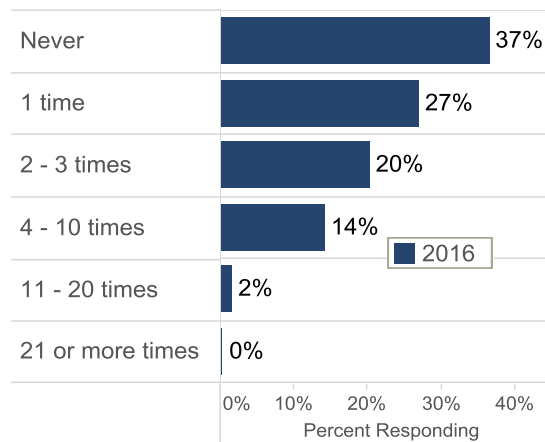
Sixty-one percent of respondents own a library card, up from 57 percent in 2014. Differences are evident in card-holding among year-round residents (77 percent) and part-time residents (45 percent). There are also differences among age cohorts. A third of respondents access the library remotely as well as in person, up from about a quarter in 2014. Additionally, a third have used the library’s website or e-newsletter. Overall, respondents report using the library 2.6 times per month on average. Again, frequency of use is higher among year-round residents (3.9 times per month) than among part-time residents (1.3).

The overall satisfaction with the library is quite high, earning an average rating of 4.6, with 90 percent of respondents providing a rating of 4 or 5—“Very Satisfied.” ([VIEW COMMENTS](#))

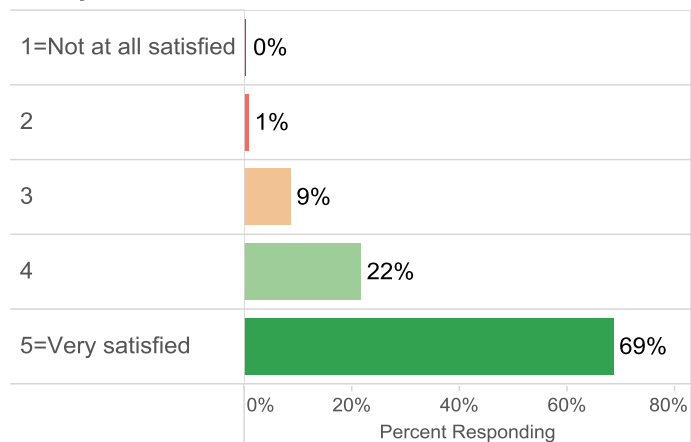
Figure 43.
Usage of and Satisfaction with Library Services (2016)



How frequently do you use the library per month?



Please rate your overall satisfaction with the Vail Public Library



A series of two questions asked respondents to provide open-ended input on the library. Respondents were first asked what they like best about the Vail Public Library, and second what they would like to be

EVALUATION OF TOPICS OF POLICY AND BROAD COMMUNITY INTEREST

Community Priorities

Respondents were asked to evaluate nine priority topics based on a scale of 1 to 5 with 1 being “not a priority” and 5 a “high priority.” This question is identical to survey questions from 2014, and 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 2016. All of the topics or categories that were evaluated receive ratings above three on the five-point scale and all received over 50 percent of responses earning a rating of 4 or 5. The averaged results are compared below, where applicable.

Table 2
Priorities for Town Focus

	2016	2014	2012
Budget & capital management	4.4	4.5	4.4
Actions to protect and enhance Gore Creek	4.2	Not Asked	Not Asked
Economic vitality	4.2	4.3	4.3
Transportation needs	4.2	4.4	4.2
Guest relations and customer service	4.0	4.1	4.1
Environmental sustainability	4.0	4.0	3.8
Focus on housing for middle income and service workers	4.0	3.6	3.5
Parking opportunities for visitors and guests	3.9	3.9	Not Asked
Parking opportunities for residents	3.9	3.8	Not Asked
Actions to improve Vail as a well-rounded community	Not Asked	4.3	4.2
Parking opportunities for employees	Not Asked	3.7	Not Asked
Parking	Not Asked	Not Asked	4.0

This year, respondents rated most of the areas as a similar or slightly lesser priority than they had in 2014 or 2012. Housing for middle income and service workers is the only area which saw a significant increase in prioritization since 2014. Open-ended comments received throughout the survey reflect this finding, as many respondents express a desire for the Town to focus on this topic. New on this year’s list was actions to protect and enhance Gore Creek, while was a highly rated priority (4.2) and also came up frequently in the comments.

As explored in the graph below, all areas were considered of significant priority. Budget and capital management had 85 percent of respondents providing a rating of 4 or 5—“High Priority,” a decline from 90 percent in 2014 but similar to 86 percent in 2012 and 2010. Actions to protect and enhance Gore Creek (79 percent), economic vitality (77 percent), and transportation needs (76 percent, down considerably from 87 percent in 2014) were also perceived as high priority issues. Following were environmental sustainability (72 percent), housing for middle income and service worker households (70 percent, up considerably from 56 percent in 2014), and guest relations and customer service (69 percent). Parking opportunities for residents and visitors/guests trailed at the bottom of the list, but are still of high importance, with two-thirds of respondents identifying each as priorities.

**Figure 46.
Level of Priority Ratings for Community Issues (2016)**

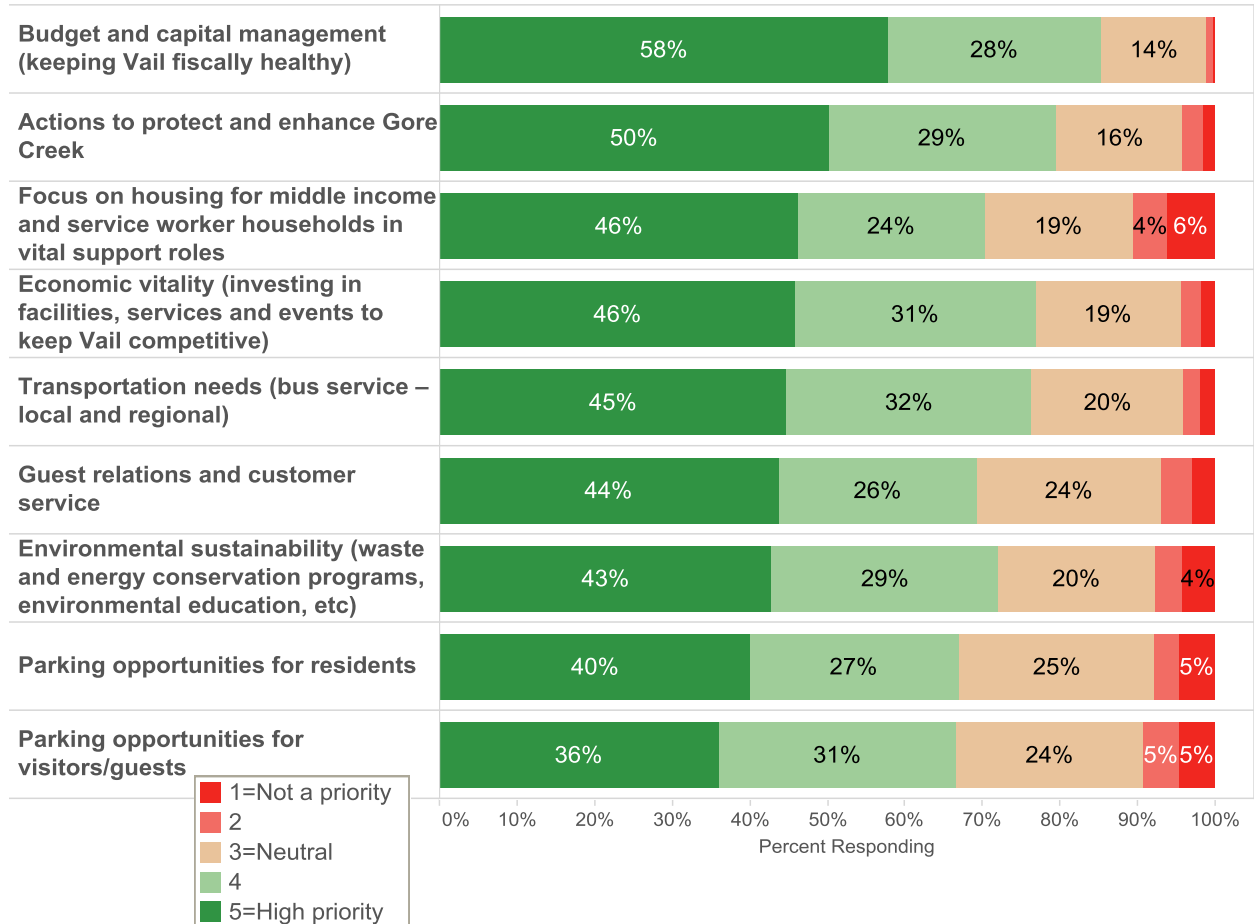
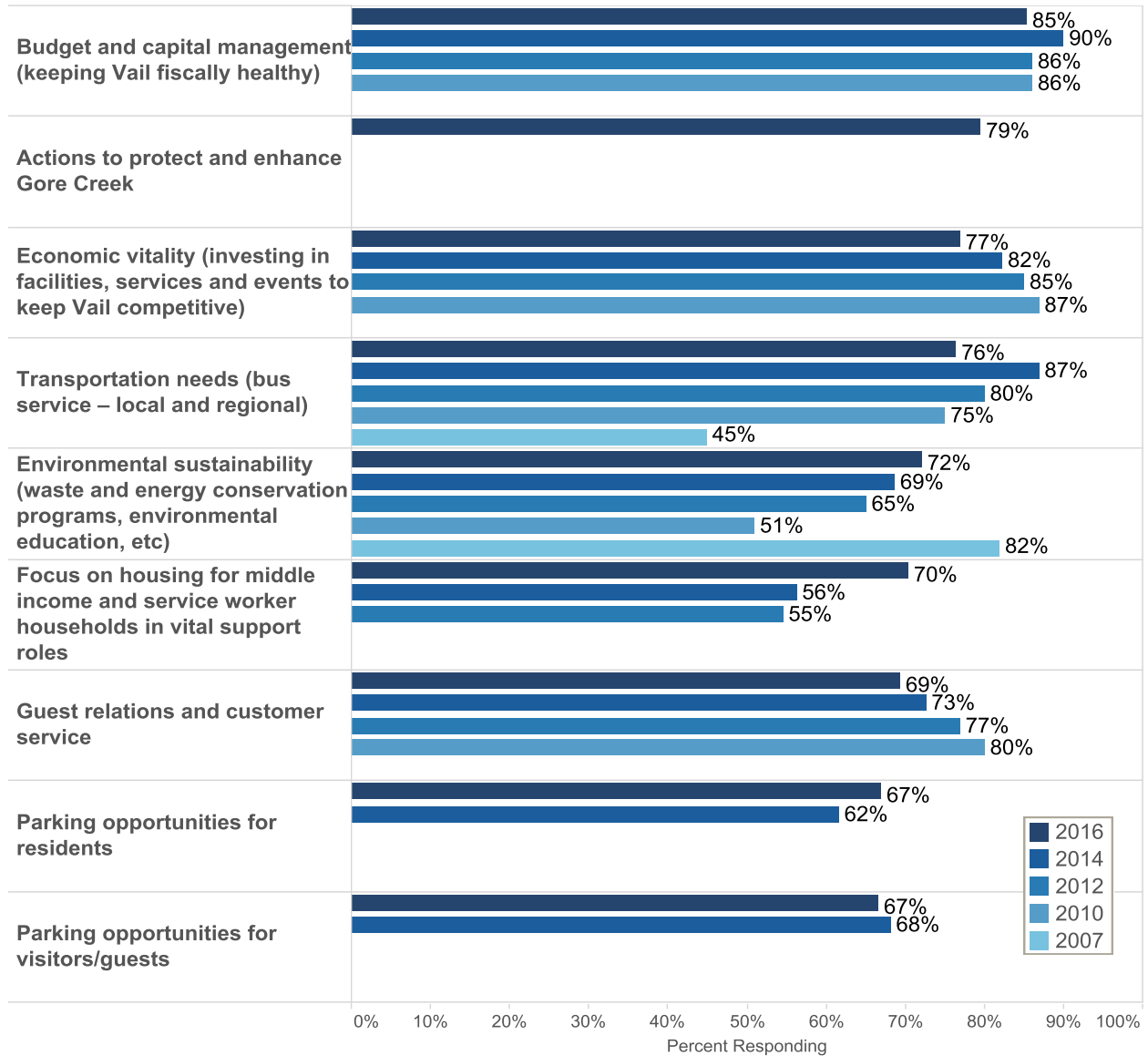


Figure 47.
Level of Priority Ratings for Community Issues by Year
Percent 4 & 5 (High Priority)

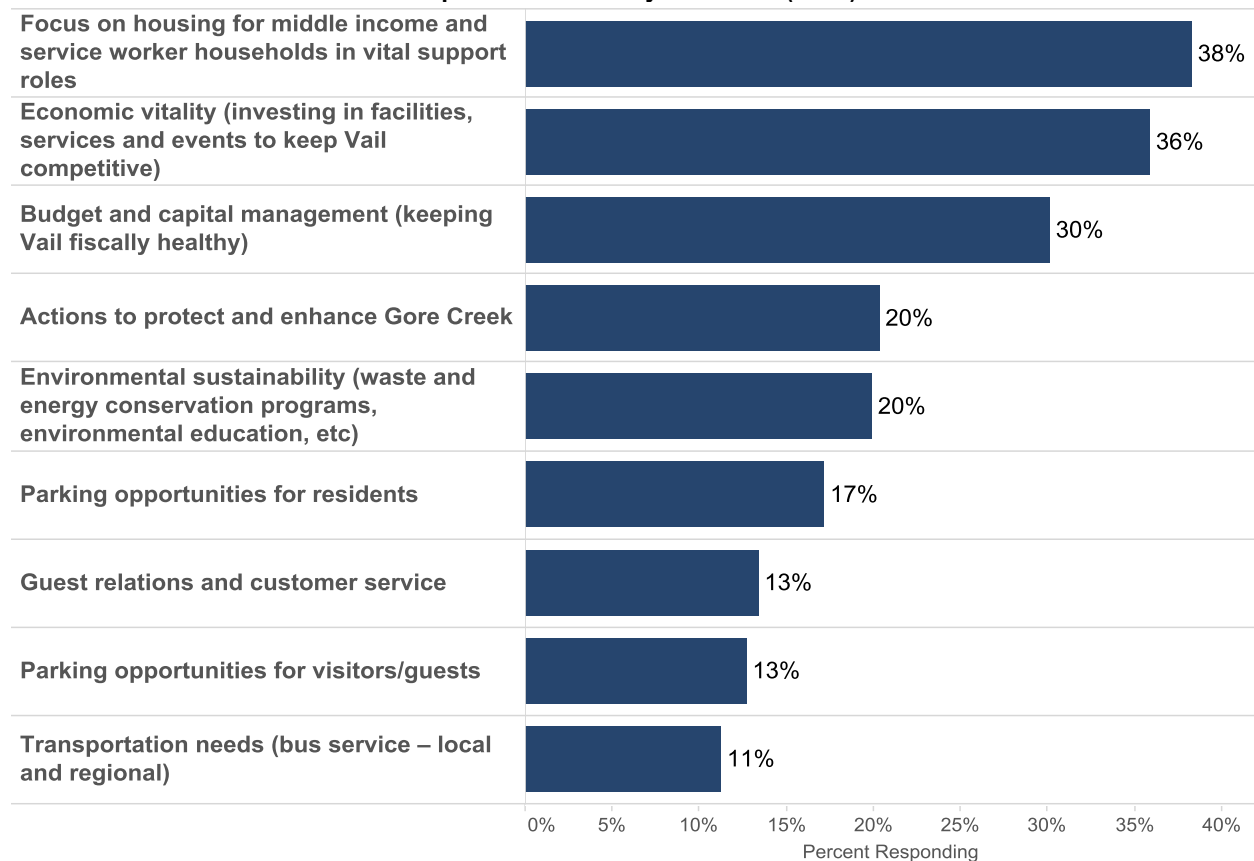


In a follow-up question, respondents were asked about the “two areas from the list that are your highest priority.” The most identified priorities were:

- “Focus on housing for middle income and service worker households in vital support roles (e.g., future development of Chamonix property in West Vail)” identified by 38 percent of respondents. Though this item was rated as a lesser priority in the previous question, the increased attention towards this issue and lengthy discussion of this topic in the open-ended comments indicates that this is clearly a hot button issue within the Vail community.
- Next most identified were two economic issues, “Economic vitality (investing in facilities, services and events to keep Vail competitive)” and “Budget and capital management (keeping Vail fiscally healthy),” at 36 percent and 30 percent respectively
- The fourth and fifth top priorities for the Town were both related to the environment – “Actions to protect and enhance Gore Creek” and “Environmental sustainability (waste and energy conservation programs, environmental education, etc.)” were each selected as one of the top two priorities by 20 percent of respondents

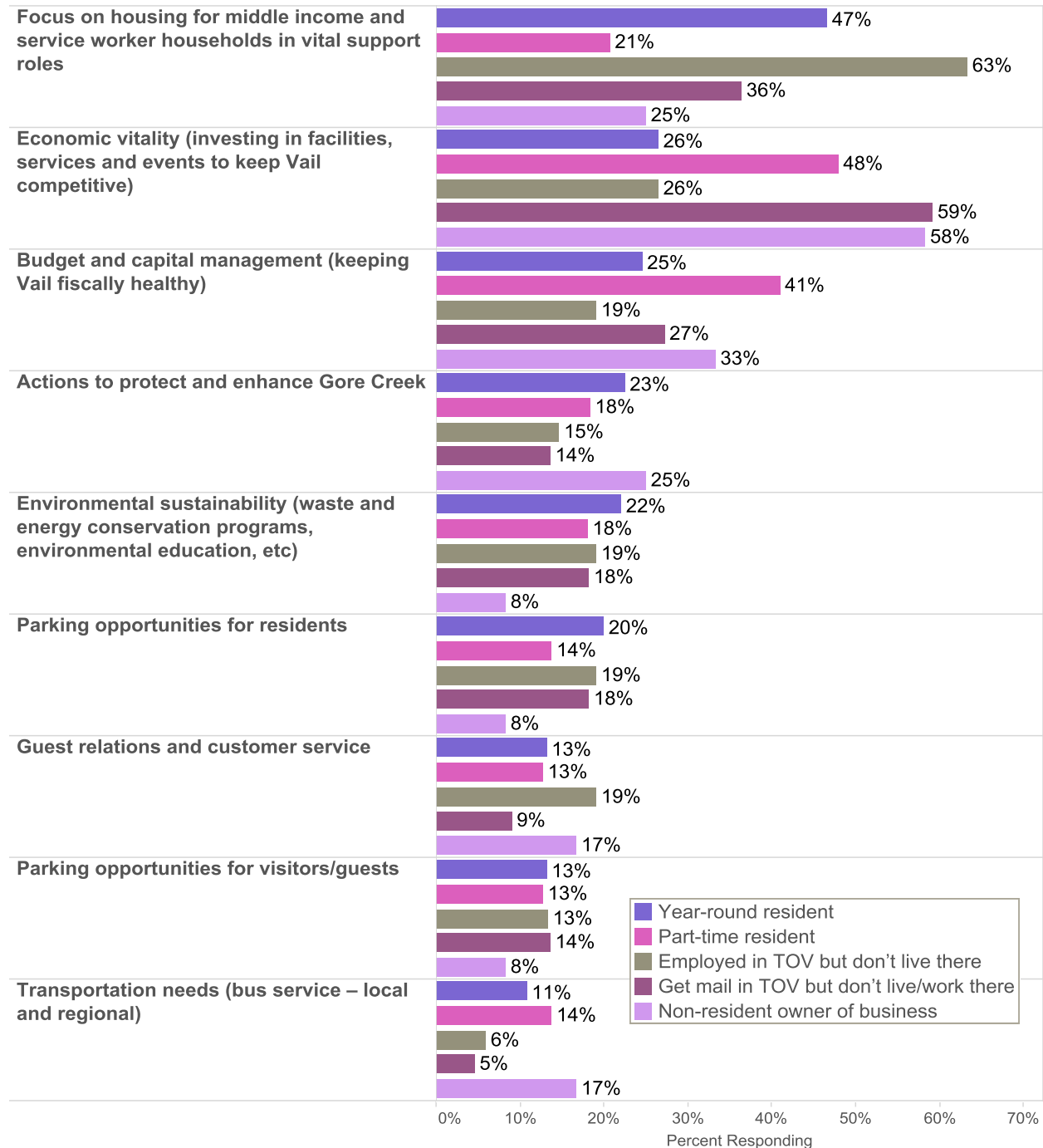
The open-ended comments provide additional insights on the prioritization. ([VIEW COMMENTS](#))

Figure 48.
Top Two Community Priorities (2016)



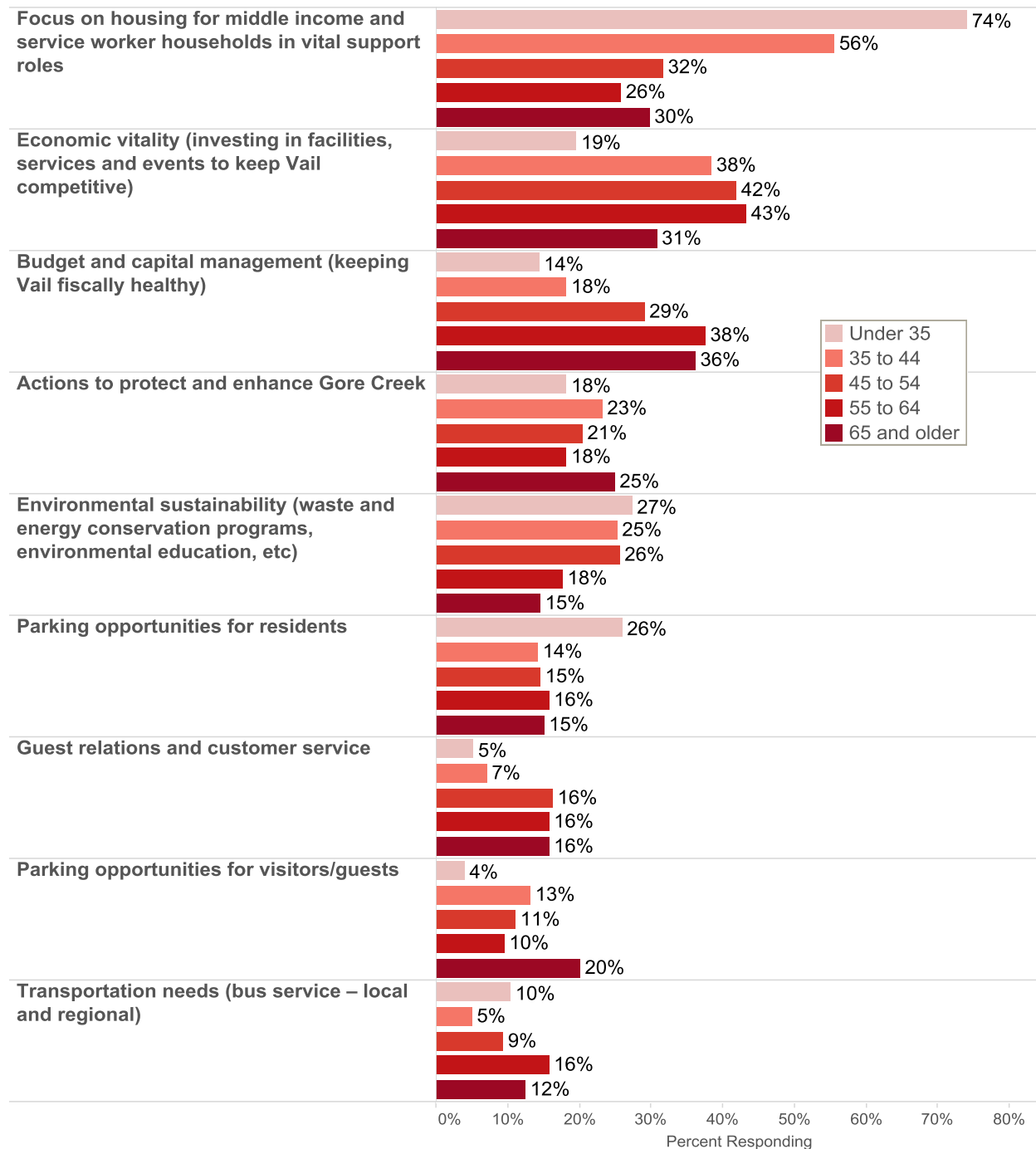
When this question is assessed by resident type, results are highly variable by segment. Year-round residents and respondents employed in Vail who don't live there place considerably more emphasis on housing for middle income and service workers (47 percent and 63 percent respectively) than do part-time residents (21 percent). In contrast, part-time residents place a higher priority on financial stability, such as economic vitality (48 percent) and budget and capital management (41 percent).

Figure 49.
Top Priorities by Resident Type



Top priorities differed by age cohorts, as is shown below. Those under age 35 were most likely to identify “focus on housing for middle income and service worker households” as the top priority (74 percent). These respondents were also the most likely of all the age cohorts to indicate that “parking opportunities for residents” was one of the top priorities (26 percent). Respondents age 65 or older were the most likely of all the age cohorts to value parking opportunities for visitors/guests (20 percent).

Figure 50.
Top Two Community Priorities by Age (2016)



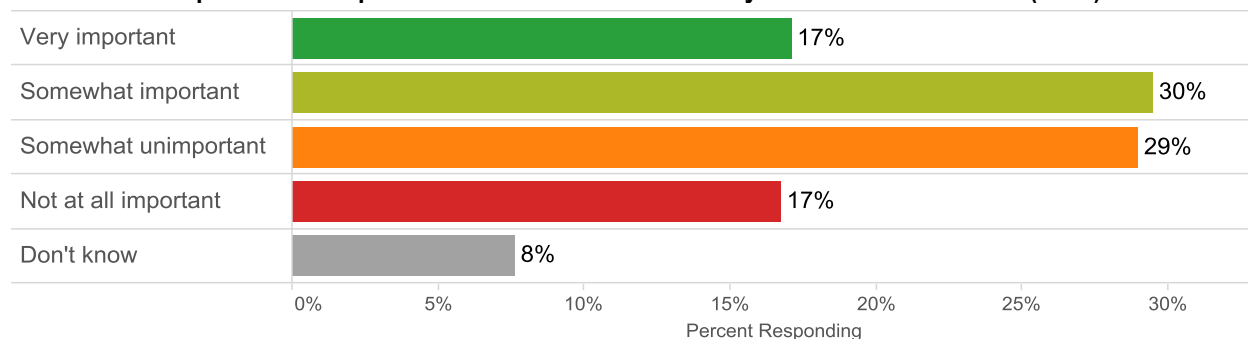
Community Infrastructure

Respondents were provided with the following prompt:

Some have suggested that Vail needs a sizable enclosed space to support a variety of cultural and community activities, and events. How important do you feel such a facility is to the Town's future?

Opinions regarding an enclosed space for activities and events were quite mixed. Roughly half (47 percent) of respondents said they feel a facility is “very” or “somewhat” important, and an additional half (46 percent) indicated it is “somewhat unimportant” or “not at all important.” An additional 8 percent didn’t know. Younger respondents showed more interest in such a facility, with 55 percent of those under 35 selecting “very” or “somewhat” important, compared to 40 percent of those 65 or older.

Figure 51.
Importance of Space for Cultural and Community Activities and Events (2016)



Respondents who identified a potential cultural or community facility as important were asked to elaborate on what type of facility they would like to see created and what types of activities they would like to see accommodated there. Several common themes for a community facility emerged from the comments:

Multi-purpose facility. Many respondents stressed the importance of a facility that can be used for a wide variety of purposes. Some relevant comments included:

- *A multi-use facility that could host large conferences, concerts, etc.*
- *Multi-purpose recreational space with meeting areas and pool.*
- *Something large and flexible so as to have meetings, indoor concerts, kid events etc.*
- *Something that can be used across the board for trade shows, mass education, concerts, art shows etc.*
- *Would love to see a town pool and rec/community center. Multi use center.*

Concert/performing arts center. Another frequently mentioned facility was a space for concerts and music, performing arts, lectures, speakers, and cultural events. The Vilar Center came up often throughout the comments as an example of an ideal facility. Some relevant comments included:

- *A theatre-type space (similar to Vilar in Beaver Creek) to support a variety of performing arts venues and community use.*
- *Concerts, art festivals.*
- *I would like to see a venue such as Wheeler Opera House or Vilar for concerts, plays, comedians, Warren Miller, public forums, etc.*
- *Performance facility that could accommodate music and lectures/workshops.*
- *We have plenty of conference space already, we need more arts, music, performances in the winter.*

Conference/convention center. Also commonly identified among respondents was a space for conferences, conventions, trade shows, and meeting spaces to draw visitors into the Town and provide meeting areas for community members. Some relevant comments included:

- *Conference center with breakout rooms so that groups could hold regional and national meetings in Vail.*
- *I would like a modern, beautiful and ecologically sound convention center with the capacity for small and moderately sized gatherings available year round.*
- *Large conference center to drive off season business.*
- *Some type of medium sized convention center as previously proposed.*
- *Vail needs a convention center to draw business events. If developed correctly, the facility could be used for other events as well.*

Recreation/community center. Finally, respondents expressed a desire for an indoor space for recreational opportunities in Vail. Year-round residents and younger residents more commonly suggested a recreation center in their comments. Some relevant comments included:

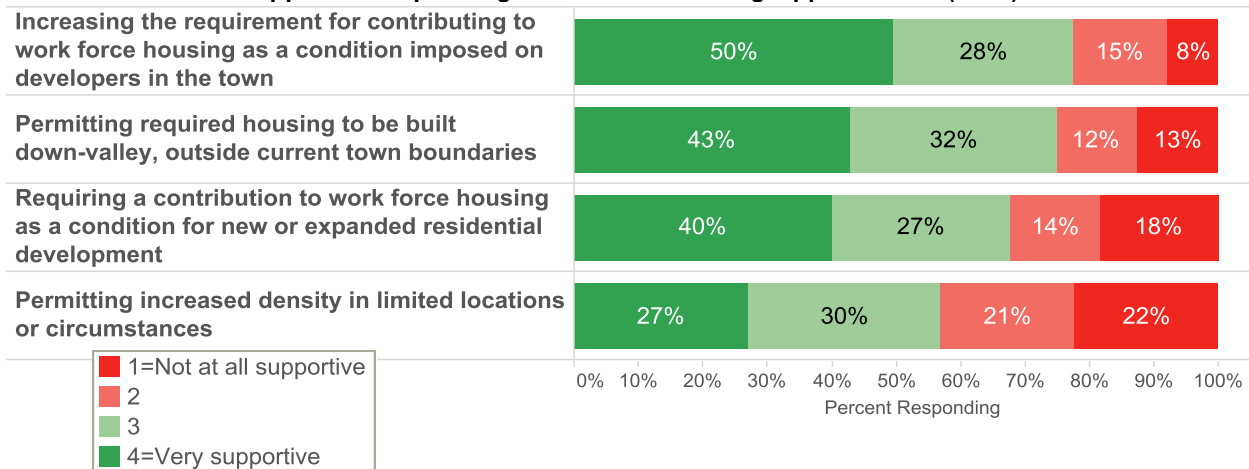
- *A community rec center. Gym, pool etc.*
- *A recreation center would be a nice addition for Vail families who cannot afford private places and who do not want to drive to Avon or Minturn. The center would have activities for all ages and exercise classes such as spin, yoga, zumba, etc. There would also be a nursery which could be utilized for younger children.*
- *I would rather see an indoor recreation center with a pool! There are plenty of cultural activities in the Town of Vail.*
- *Recreation center as in Avon and Gypsum.*
- *We have Donovan and Grandview Room which both hold meetings and weddings pretty well, we are missing an epic Recreational Building with a pool. You have to drive out of Vail to take the kids swimming.*

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

Housing

A new section of the survey this year explored support among respondents of various techniques that have been discussed in Vail to expand work force housing opportunities. Respondents rated four techniques on a scale from 1 to 4, where 1 means “not at all supportive” and 4 means “very supportive.” Increasing the requirement for developers to contribute to work force housing in the Town received the most support, with over three-quarters of respondents (77 percent) giving a 3 or 4 rating. Next was permitting required housing to be built down-valley (75 percent), requiring a contribution to work force housing as a condition for new or expanded residential development (68 percent), and permitting increased density in limited locations/circumstances (57 percent). All four techniques received a larger share of supportive respondents than unsupportive respondents.

Figure 52.
Support for Expanding Work Force Housing Opportunities (2016)



Segmentation of the results reveals some variation in response patterns by residency status and age. Year-round residents were more likely to support requiring a contribution to workforce housing for residential development (69 percent) than part-time residents (60 percent). In contrast, support was higher among part-time residents for permitting required housing to be built down-valley (82 percent) when compared to full-time residents (71 percent). Respondents under the age of 35 were more supportive than their older counterparts of requiring a contribution to workforce housing for residential development (83 percent vs. 65 percent of those 65 or older) and less supportive of permitting required housing to be built down-valley (65 percent vs. 78 percent).

The open-ended comments provide additional input concerning workforce housing opportunities. For a complete list of comments click here: ([VIEW COMMENTS](#)). The comments reflect a wide range of opinions on workforce housing among survey respondents. Many expressed support for providing workforce housing down-valley or outside of Vail, but indicated that public transportation service would need to be improved due to parking difficulty in the Town. Placing the responsibility on employers to provide adequate housing situations for their employees was also a fairly popular opinion. A sampling of comments is presented below:

- *Anything that increases density detracts from the Vail charm. With the amount of money spent on accommodations/homes in Vail, high density employee housing unfortunately needs to be kept nearby but not in immediate town.*
- *Building down-valley is fine if the transportation system supports it. Otherwise you exacerbate the parking problem. Why not consider using zoning as a tool? Other communities have.*
- *Housing affordability and increasing the quality and types of education are two areas a growing community must continually address. Towns and cities that neglect these two topics pay the consequences and it doesn't take much time to see a negative impact.*
- *I don't think work force housing is necessary. The laws around this are getting to be ridiculous and I think will hurt future home construction in Vail.*
- *In town workers need a place to live. There are so many benefits to having employees live in town.*
- *It makes sense to look at Avon for housing as available land in Vail is limited and more expensive. Expanding bus service to accommodate workers would be essential to success of such development as parking is already a problem in Vail.*
- *Need to require employers and developers to be part of solution to housing issues. Need fewer 2nd homeowners and more local housing options. Affordable homes.*
- *Priority needs to be on housing within the TOV. There needs to be a focus on public/private partnerships. Also, developers need to be responsible for adding housing not purchasing existing condos or inventory to fulfill the current requirements.*
- *The Town is overbuilt. Consolidate with Avon and Minturn and use their land for workforce housing.*
- *TOV employees are not entitled to housing that is incredibly expensive. Build down valley. Commuting 1 hour is not a hardship.*
- *Workforce housing is critical to Vail's success now and into the future.*

Environmental Priorities

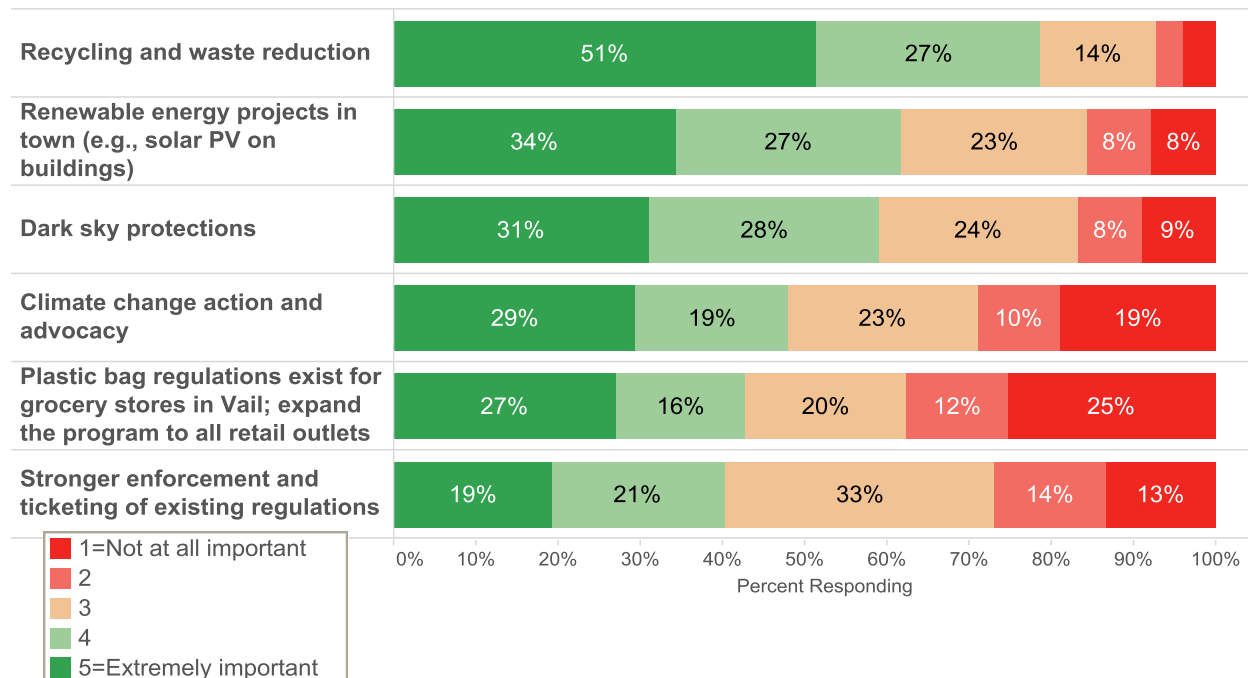
The next section of the survey turned to environmental concerns with the Town of Vail. Specifically, respondents were asked their opinions concerning a variety of environmental sustainability focus areas. Then, respondents provided input regarding the protection of Gore Creek water quality via environmentally friendly landscaping practices. Finally, respondents evaluated various approaches for wildfire mitigation. Each of these sub-areas will be discussed in turn.

Respondents identified the importance of a variety of environmental sustainability program focus areas on a scale of 1 to 5, where 1=“Not at all important” and 5=“Very important.” The top issues identified as most important include:

- Recycling and waste reduction (79 percent of all respondents said this was 4 or 5 – “Very important”)
- Renewable energy projects in town (62 percent)
- Dark sky protections (59 percent)

Expanding plastic bag regulations appears to be a fairly divisive issue, with roughly an even split between those identifying this as an important initiative (43 percent) and those who believe it is unimportant (38 percent).

Figure 53.
Importance of Environmental Priorities (2016)

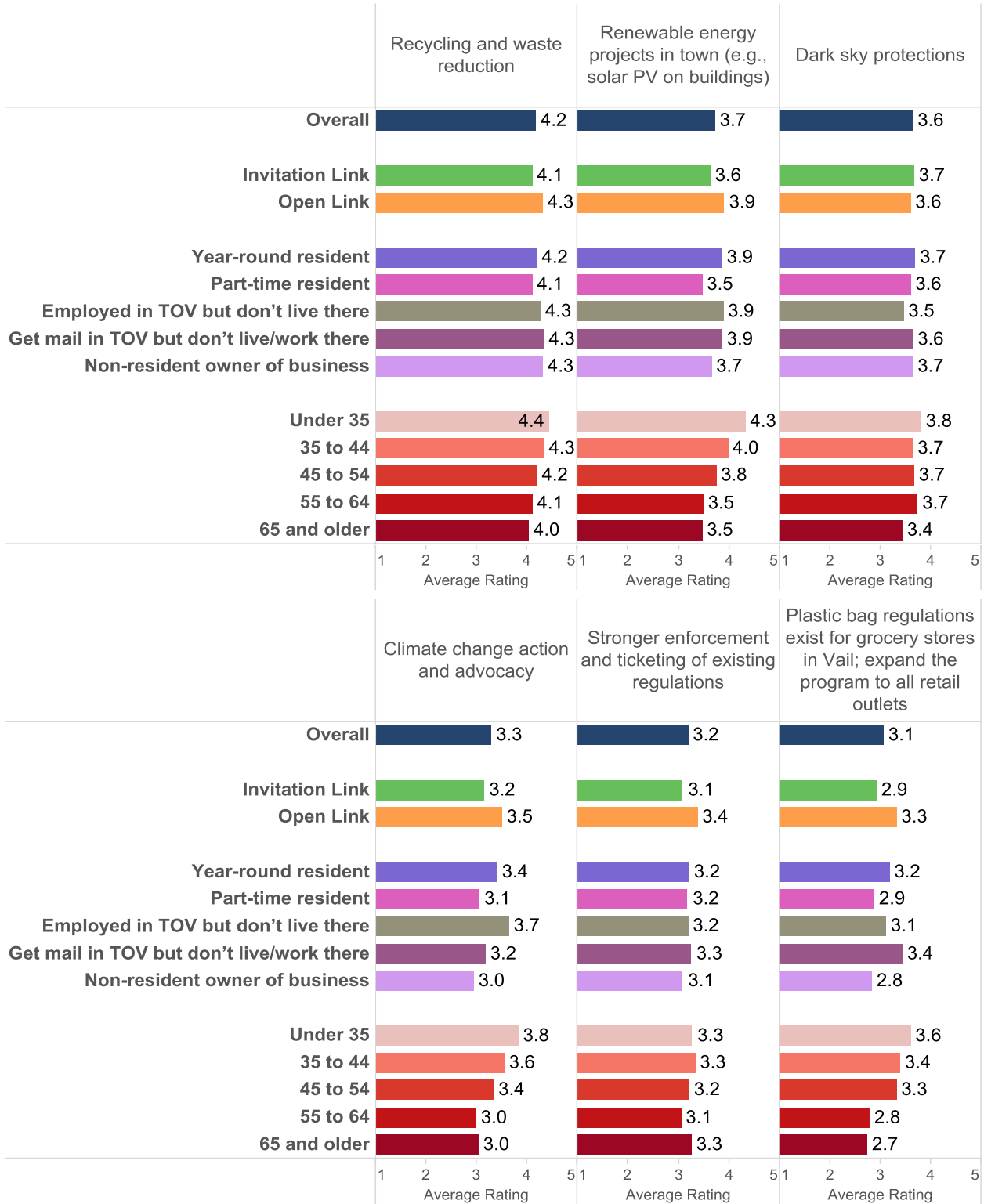


There was some variation in responses depending on resident type and age:

Relative to resident type, differences emerged between year-round residents, part-time residents, and those who work in Vail or own businesses in Vail but live elsewhere for a few of the environmental topics. Year-round residents had slightly higher ratings of importance for renewable energy projects in town than did the overall sample (66 percent vs. 62 percent overall). Part-time residents were generally less concerned with these environmental priorities, particularly renewable energy projects in town (54 percent vs. 62 percent overall), climate change action and advocacy (40 percent vs. 48 percent), and plastic bag regulations (37 percent vs. 43 percent). Respondents who are employed in town but live elsewhere were much more concerned about climate change action and advocacy (58 percent), likely partially attributable to the higher share of younger respondents in this resident category. Non-resident business/commercial property owners found climate change action and advocacy less important (32 percent), and were also less inclined to identify plastic bag regulations (36 percent) as important.

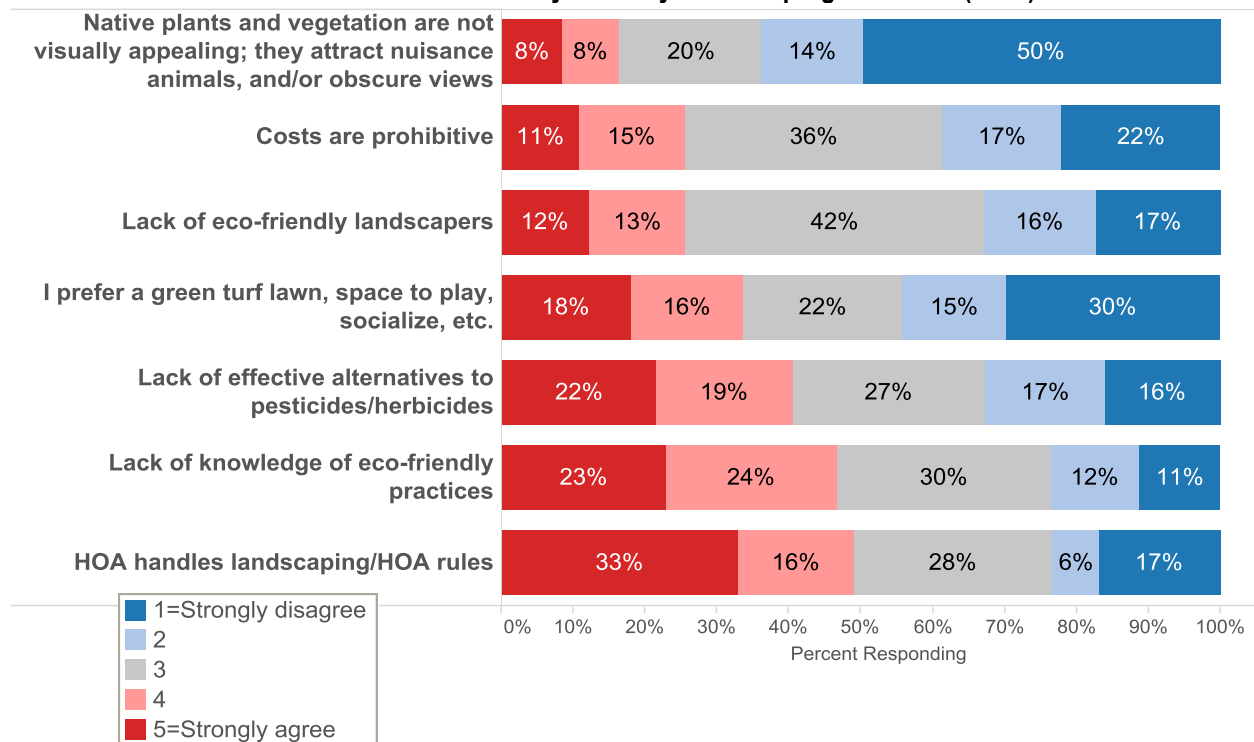
With regards to age, almost every category exhibits decreasing importance ratings as respondent age increases, indicating that younger respondents typically feel that environmentally sustainable practices are highly important. Regulations on plastic bag usage is the only category that received relatively similar ratings from all age cohorts.

Figure 54.
Importance of Environmental Priorities by Survey Version, Resident Type, and Age (2016)
Average Importance Rating



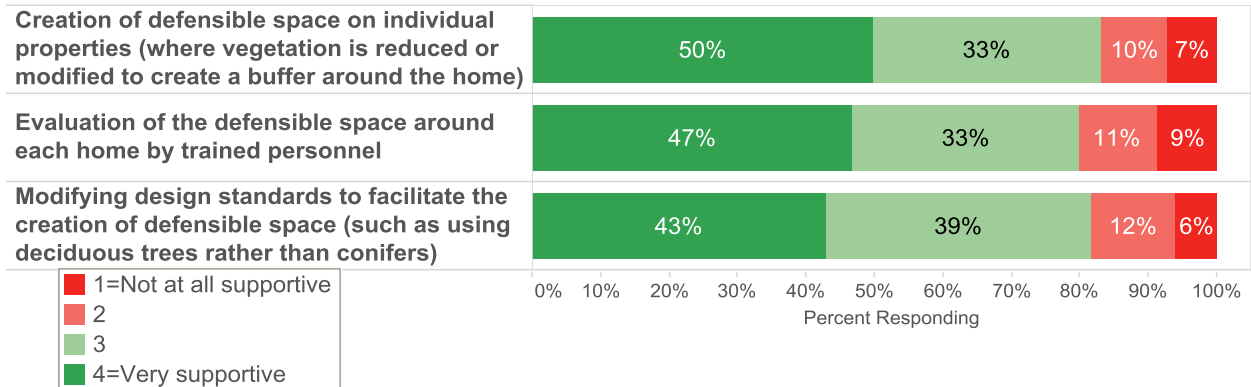
Respondents were informed that the Town is working on improving and protecting Gore Creek water quality and were asked to identify the barriers that exist towards their personal use of environmentally friendly landscaping practices on their property. On a scale from 1 to 5, where 1 means “strongly disagree” that it is a barrier and 5 means “strongly agree” that it is a barrier, respondents rated seven aspects of landscaping on their property. The items that were listed as the least significant barriers to environmentally friendly landscaping include: native plants and vegetation are not visually appealing and/or they attract nuisance animals and/or they obscure views (16 percent gave a 4 or 5 rating), costs are prohibitive (25 percent), and lack of eco-friendly landscapers (26 percent). In contrast, a lack of knowledge of eco-friendly practices (47 percent) and HOA handles landscaping/HOA rules (49 percent) were identified by almost half of respondents as barriers to environmentally friendly landscaping.

Figure 55.
Barriers to Environmentally-Friendly Landscaping Practices (2016)



A final section related to environmental policy asked respondents to indicate how supportive they are of three wildfire mitigation practices on a scale from 1 to 4, where 1 is “not at all supportive” and 4 is “very supportive.” Over three-quarters of respondents gave 3 or 4 ratings to each of the methods, including the creation of defensible space on individual properties (83 percent), modifying design standards to facilitate the creation of defensible space (82 percent), and the evaluation of the defensible space around each home by trained personnel (80 percent). Support levels were highly similar by resident type.

Figure 56.
Support for Wildfire Mitigation Practices (2016)

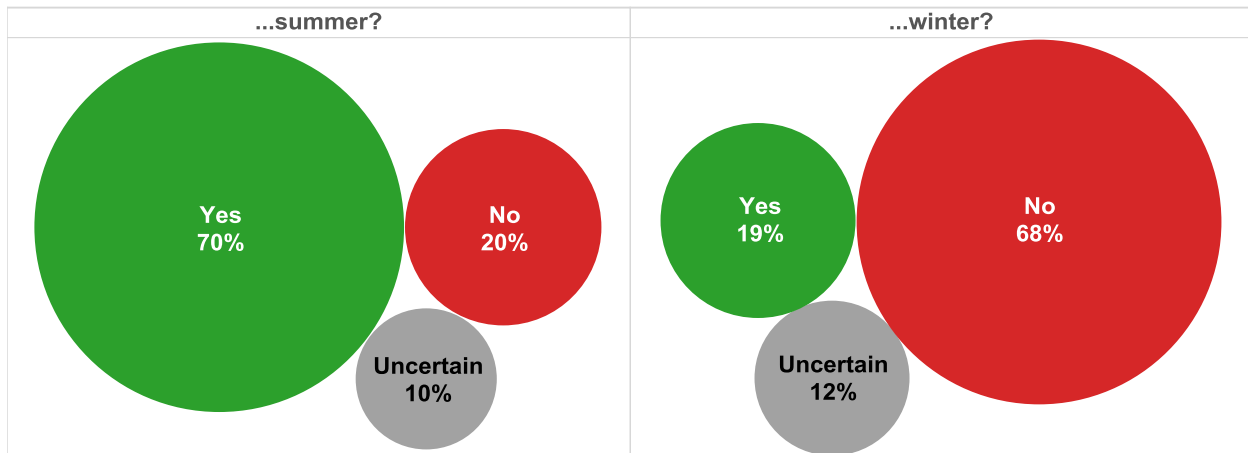


Parking

Respondents were asked a few more questions regarding parking, specifically in terms of parking availability and fee structure. When asked if they think there is enough parking in the Town of Vail in summer, a majority of respondents responded “yes” (70 percent), 20 percent responded “no,” and 10 percent were uncertain. The follow-up question asking about parking availability during the winter received exactly opposite responses, with 19 percent of respondents indicating there is enough parking in Vail during the winter, 68 percent indicating there is not enough parking, and 12 percent uncertain.

Figure 57.
Opinions on Parking Availability (2016)

Do you think there is enough parking in the Town of Vail in...



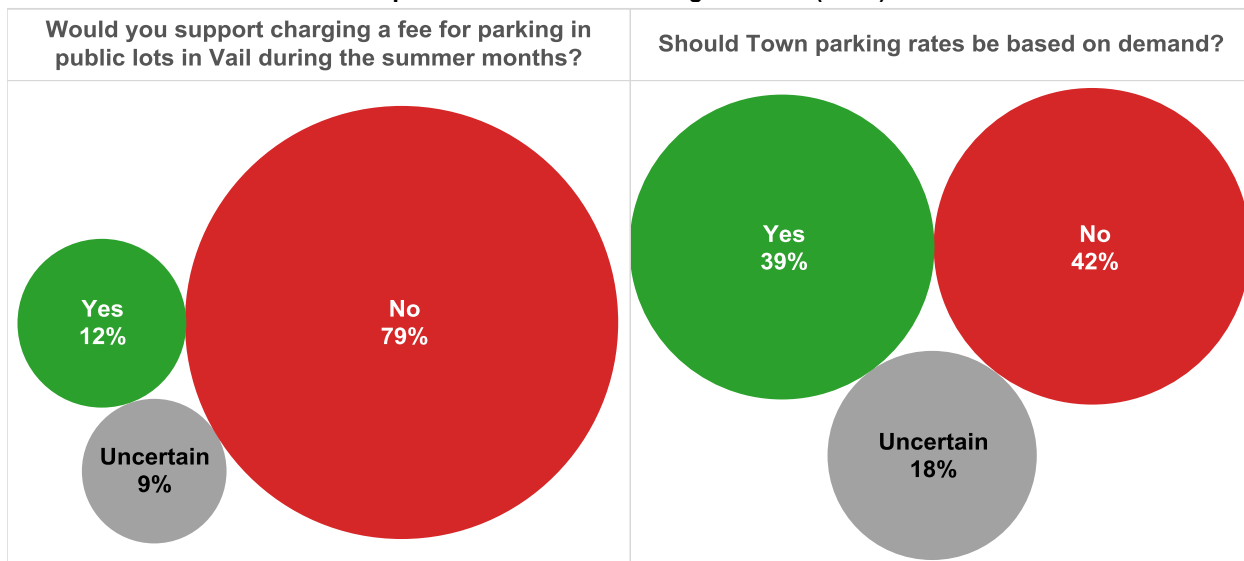
Respondents were given an opportunity to provide additional comments on their responses concerning parking. Many recognized that parking has been an ongoing issue and offered ideas for potential solutions. Some of the proposed solutions included a new parking structure, additional levels on existing parking structures, improved bus service, incentives for carpooling, and better enforcement of parking laws. A sampling of comments is presented below and a full listing of comments can be found here: ([VIEW COMMENTS](#)).

- *A new parking structure is needed to take in the cars that park on the frontage road. That is dangerous and inconvenient for guests and does not meet the level of service or convenience expected of Vail.*
- *Consider charging something for summer parking (but not winter rates). People expect to pay for parking.*
- *For peak winter times, the garage is way too small and doesn't help that the lines are gone by mid-winter so many people take up 2 spots. Ticket those people!!! Ultimately, a new parking garage with more levels will be needed.*
- *I have seen less days of frontage road parking this winter.*
- *Increase and re-think public transit options for down valley.*
- *It's very hard to create enough spaces for maximum usage, but that's what really should be the goal, especially for the winter. Even though it's free, most people don't find walking from the frontage road to be a pleasurable experience. Perhaps remote lots with bus service should be considered.*

- Most of the time parking is adequate in the summer.
- Not enough parking on July 4th and farmers market.
- Parking is too expensive.
- Put another level or two on the parking structures. Arrange for outlying parking (not on the frontage roads) and bus people into Vail.
- Street parking is out of control.
- The Town needs to add a parking structure.
- There should be availability of low cost, convenient parking in town for residents. There should be more short term parking spots for both residents and visitors in the Vail parking structure to support visits to the in town businesses. There should be a bus drop closer to the ski hills - perhaps offered during peak ski morning time on weekends.
- Vail Resorts should build on their property.
- With summer events, parking gets very limited and bus service being each 1/2 hour creates more of a problem. TOV should consider during busy summer weekends to up frequency of buses.

When asked if they would support charging a fee for parking in public lots in Vail during the summer, a majority of respondents (79 percent) were opposed, while only 12 percent were supportive and 9 percent were uncertain. Coupled with the comments, this finding indicates that a majority of respondents view the free summer parking favorably and are resistant to changing it. By age, younger respondents were especially likely to oppose charging a fee during the summer – 92 percent of those under 35 selected “no,” compared to 74 percent of respondents age 65 or older. A second question regarding public parking fees asked respondents if they believe that Town parking rates should be based on demand with higher rates at the busiest times and lower rates when there is little demand, similar to pricing structures used by hotels and airlines. Respondents were evenly split, with 39 percent responding “yes” and 42 percent responding “no.” Part-time residents were more likely to support this idea (45 percent) than year-round residents (35 percent).

Figure 58.
Opinions on Public Parking Policies (2016)



Financial Prioritization

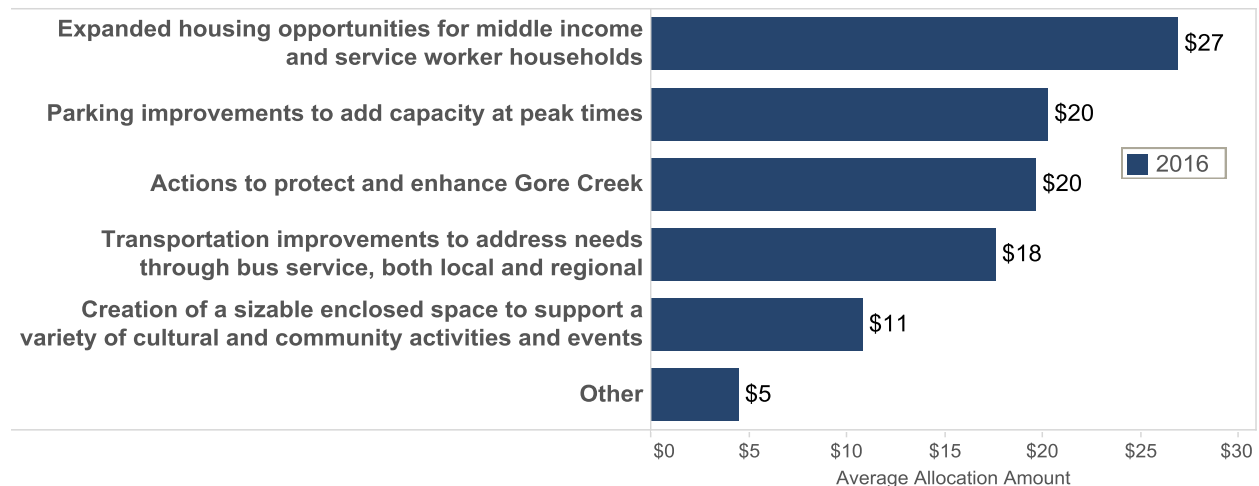
A final section of the survey provided respondents with the following prompt:

We are interested in the relative priority that you would place on improvements to serve the Vail community including residents and visitors/guests. Recognizing that the categories of projects listed below would likely involve significant investment that may require expenditures greater than the Town’s typical annual budget, please provide your input.

Respondents were then asked, “with \$5 increments being the smallest amount you might use, if you had \$100 to spend on major efforts, how would you allocate that \$100 across the following categories?” Average allocation amounts for each category are depicted below. As is shown, expanded housing opportunities for middle income and service worker households received the largest allocation (average \$27). Other improvements that received significant allocations were parking improvements to add capacity at peak times (\$20), actions to protect and enhance Gore Creek (\$20), and transportation improvements to address needs through bus service (\$18). The category that received the least amount of allocated funding was the creation of a sizable enclosed space to support a variety of cultural and community activities and events (\$11).

Respondents were also provided with the opportunity to check a box indicating that they preferred not to allocate funding towards any of the listed categories. A small minority of respondents (4 percent) indicated that they would not allocate any substantial funding towards these efforts in the future.

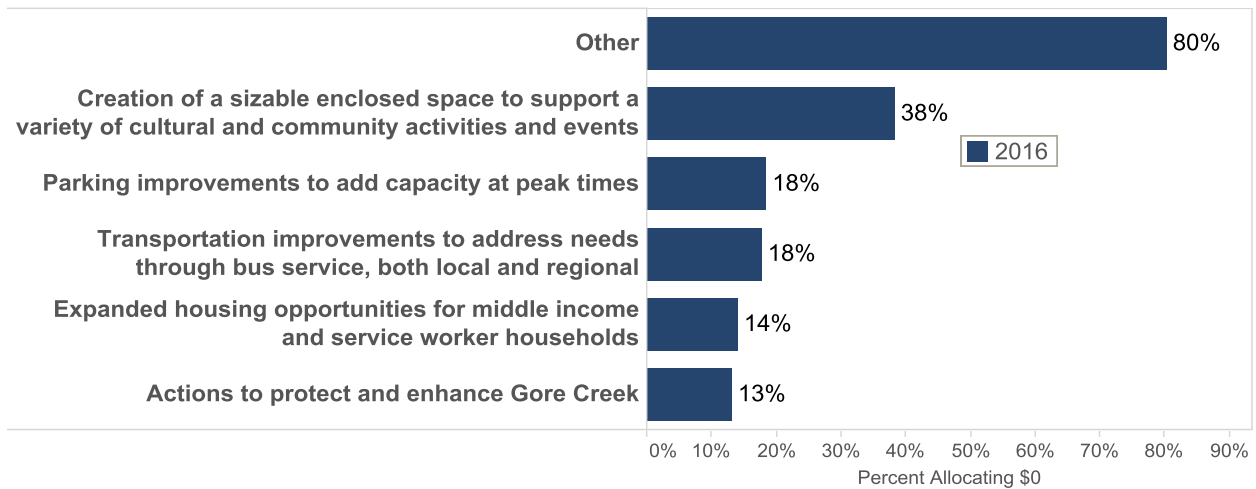
Figure 59.
If you had \$100 to spend on major efforts, how would you allocate that \$100 across the following categories? (2016)
Average Allocation Amount



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

Another interesting way to look at the data is to identify the share of respondents who allocated \$0 towards the various efforts. Respondents were most likely to allocate towards actions to protect and enhance Gore Creek (only 13 percent allocated \$0), followed by expanded housing opportunities (14 percent), transportation improvements, and parking improvements (each 18 percent). Over a third of respondents (38 percent) did not allocate any money towards the creation of a sizable enclosed space for cultural/community activities and events. This measure provides a metric for popular support for different capital priorities, and the broad support for Gore Creek and housing opportunities are notable.

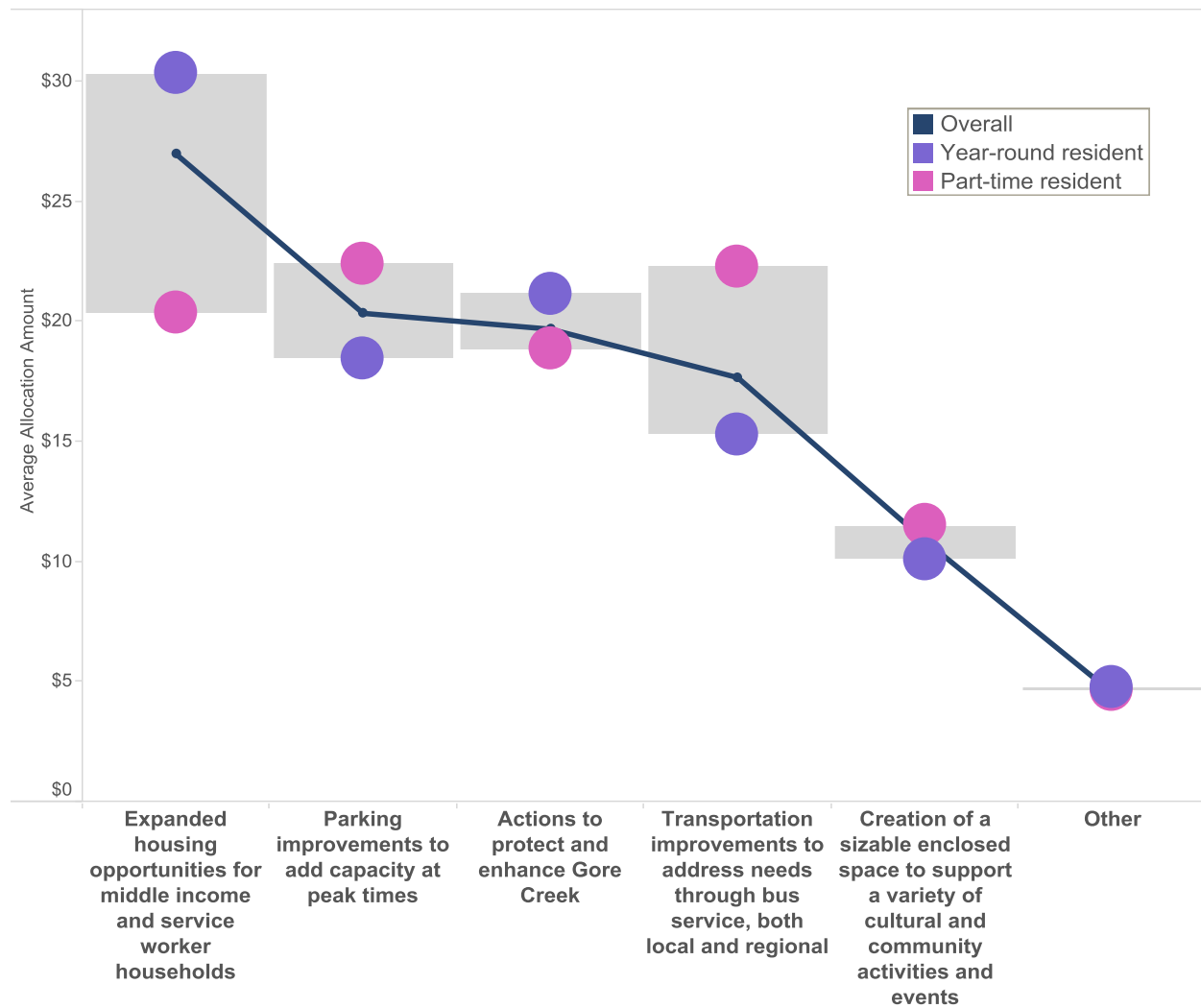
Figure 60.
If you had \$100 to spend on major efforts, how would you allocate that \$100 across the following categories? (2016)
Percent Allocating \$0



Responses are further analyzed by resident type, age, and priority ratings on the following pages.

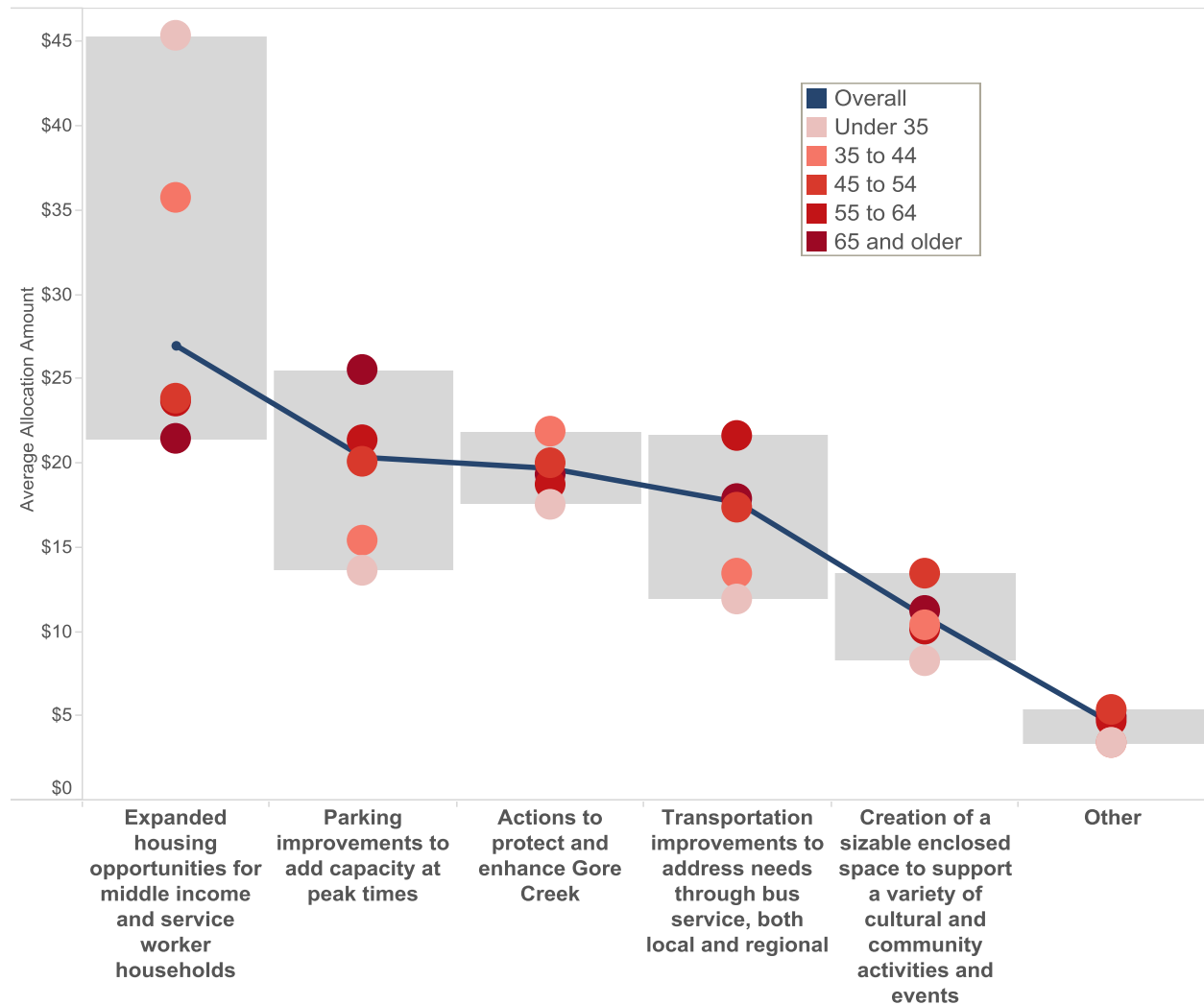
As is illustrated below, year-round and part-time residents had considerably different financial priorities in this exercise. Year-round residents allocated more towards expanded housing opportunities (average \$30 vs. \$20 from part-time residents), while part-time residents put more money towards parking improvements (\$22 vs. \$18 from year-round residents) and transportation improvements (\$22 vs. \$15). There was a fairly narrow spread between the two resident types on average allocation towards actions to protect and enhance Gore Creek and creation of a sizable enclosed space for activities and events, indicating general consensus among year-round and part-time residents about the financial resources allocated towards these improvements.

Figure 61.
If you had \$100 to spend on major efforts, how would you allocate that \$100 across the following categories? – by Resident Type (2016)
Average Allocation Amount



Financial preferences were also highly variable by age cohort. Perhaps most notably was the range of average allocation amounts for expanded housing opportunities, to which respondents under 35 allocated an average of almost half of their allotted budget (\$45) and respondents over 65 allocated only \$21 on average. Parking improvements and transportation improvements received higher allocation amounts from older respondents. The spread of average responses by age was again fairly narrow for actions to protect and enhance Gore Creek and the creation of a sizable enclosed space for activities and events.

Figure 62.
If you had \$100 to spend on major efforts, how would you allocate that \$100 across the following categories? – by Age (2016)
Average Allocation Amount



Despite the somewhat lower priority ratings for parking opportunities relative to other community issues noted earlier in the report, parking improvements rank highly in this financial prioritization exercise. In an effort to reach a deeper and more insightful understanding of the data, the allocation of funding is examined below based on the level of priority placed on parking opportunities for residents. Respondents have been segmented by whether they indicated that parking for residents was a priority (provided a 4 or 5 rating), not a priority (provided a 1 or 2 rating), or were neutral (provided a 3 rating). Not surprisingly, respondents who rated parking as a priority gave a larger allocation to parking on average (\$22) than respondents who indicated parking is not a priority (\$14). Average allocation amounts to other categories are similar, with the exception of actions to protect and enhance Gore Creek, which received an average of \$30 from those who didn't find parking a priority and only \$18 from those who did. As a result, it appears that respondents who do not identify parking as a high priority are highly invested in environmental priorities. This finding may suggest some opportunities to consider parking policies and strategies in a broader context related to environmental considerations. Such considerations would be especially likely to resonate with the younger (millennial) age segment.

Figure 63.
If you had \$100 to spend on major efforts, how would you allocate that \$100 across the following categories? – by Priority Rating for “Parking Opportunities for Residents” (2016)
Average Allocation Amount

