

**CR1TOWN OF CASTLE ROCK, CO CITIZEN SURVEY**  
**NWRG Project Number: CR\_2017\_CITIZEN\_SURVEY**  
**LAST REVISION: 2/16/2017**  
**INSTRUMENT CONVENTIONS:**

**DENOTES PROGRAMMING INSTRUCTIONS**

• **DENOTES INTERVIEWER INSTRUCTIONS**

- Text in **light blue highlight** means that the data is benchmarkable against NWRG's nation-wide CityMarks
- Text in ALLCAPS is not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS] are interviewer and CATI programming instructions, not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS BOLD TYPE] are interviewer and CATI programming instructions, not read to respondents
- Question marks (?) and 'X' or 'x' indicate information needed or to be determined in conjunction with the client
- (Response options in parenthesis) are read to respondents as necessary
- For web – do not show don't know / prefer not to answer response options unless respondent attempts to skip question
- For web – changes response options that are all in CAPS to Sentence case (Capitalize first letter of word / phrase only)
- For web rating scales display grid as illustrated below:

	Much Worse Than Other Communities										Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10
Easy to get around by car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation available to where I need to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SAMPLE PLAN**

Total Population 18+	36,706		Sample Size	400
	% of Population	Minimum n	Maximum n	% of Sample
Males 18+	49%	177		44%
Females 18+	51%		223	56%
Males 18-34	15%	39		10%
Males 35-54	23%			
Males 55+	12%		67	17%
Females 18-34	15%	39		10%
Females 35-54	22%			
Females 55+	14%		75	19%

\*Source: 2011-2015 ACS 5 Year Estimates

## SAMPLE VARIABLES

<b>NWRGID</b>	Internal ID shared with client. Not imported into any dialing or sample procedures
<b>SAMPLEID</b>	Internal sample id. Not shared with client. This is imported into sample dialing
<b>USERID</b>	Unique login ID TO LOGINTO THE WEBSITE. Not shared with client
<b>SAMPLETYPE</b>	<u>Indicator for type of sample</u> SAMPLETYPE=01 Landline phone number attached - no email SAMPLETYPE=02 Cellular phone number attached - no email SAMPLETYPE=03 No phone number -no email SAMPLETYPE=04 Landline phone number attached - email address attached SAMPLETYPE=05 Cellular phone number attached - email address attached SAMPLETYPE=06 No phone number -email address attached
<b>TOMAIL</b>	Indicator that this element was randomly selected to receive a mailer
<b>SEND_EMAIL</b>	Indicator that we need to send an email to this sample element
<b>EMAIL_1</b>	Primary Email Address for Household - Use this one first
<b>EMAIL_2</b>	Secondary Email Address for Household - Use if Bounceback on Email_1
<b>GEOID</b>	Census block reference variable
<b>AGE</b>	Reference variable for estimated age of respondent
<b>AGETARGET</b>	<u>Indicator to target for likelihood of age grouping (from sample and city)</u> AGETARGET=01 18 to 34 AGETARGET=02 35 to 64 AGETARGET=03 65 and older
<b>LATITUDE</b>	Latitude
<b>LONGITUDE</b>	Longitude
<b>DWELLINGTYPE</b>	<u>Census block reference variable</u> DWELLINGTYPE=01 Single family home DWELLINGTYPE=02 Multi-family home
<b>GENDER</b>	<u>Indicator for gender (estimated)</u> GENDER=01 Male GENDER=02 Female

**SCREENING QUESTIONS**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

INTROTEL **[SHOW IF PHONE]** Hello. This is \_\_\_\_\_ with **Northwest Research Group**, calling on behalf of the Town of Castle Rock. We are conducting a survey to help the Town improve services for your community and would like to include the opinions of your household.

Let me assure you that this is not a sales call.

The information will be used to help Castle Rock plan for the future and improve services to the community. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

**[IF NECESSARY:** Your phone number has been randomly chosen for this study.]

**[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]**

INTROWEB **[SHOW IF WEB]** Thank you for agreeing to complete this important survey for the Town of Castle Rock. Your input will be used to improve services to the community.

Your household is one of a small number of households randomly selected to participate in this survey so your participation is vital to the success of this research. Your responses will help the Town better meet residents' needs and expectations, decide how to best use its resources, and set goals.

SCR1 Are you a current resident of Castle Rock?  
 00 YES  
 02 NO **[SKIP TO THANK01]**  
 998 **[DO NOT SHOW]** DON'T KNOW **[SKIP TO THANK03]**  
 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER **[SKIP TO THANK03]**

SCR2 To confirm, are you an adult 18 years of age or older?  
 01 YES  
 00 NO **[ASK TO SPEAK TO AN ADULT 18 OR OLDER. IF NOT AVAILABLE SKIP TO THANK02]**  
 998 **[DO NOT SHOW]** DON'T KNOW **[SKIP TO THANK03]**  
 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER **[SKIP TO THANK03]**

AGE Just to make sure that our study is representative of the Town of Castle Rock, may I please have your age?

\_\_\_\_ ENTER AGE [RANGE 18:99] **[IF UNDER 18 TERMINATE – THANK02]**  
 998 **[DO NOT SHOW]** DON'T KNOW  
 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**ASK AGE\_ACT IF AGE=998 OR 999**

AGE\_CAT Which of the following categories does your age fall into?

**[READ OPTIONS]**

- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65 or older
- 998 **[DO NOT SHOW]** DON'T KNOW
- 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**PROGRAMMER: CREATE VARIABLE, "AGE\_BAN" MONITOR FOR DISTRIBUTION IN PORTAL  
VALUE LABLES FOR AGE (LOGIC IN PARENTHESIS)**

- 01 18 TO 34 [((AGE GE 18) AND (AGE LE 34)) OR (AGE\_CAT = 01, 02)]**
- 02 35 TO 54 [((AGE GE 35) AND (AGE LE 54)) OR (AGE\_CAT = 03, 04)]**
- 03 55 PLUS [((AGE GE 55) AND (AGE LE 98)) OR (AGE\_CAT = 05, 06)]**
- 999 UNKNOWN [AGE\_CAT = 998 | 999]**

GENDER **[PHONE NOTE:RECORD RESPONDENT'S GENDER]** Are you . . .

- 1 MALE
- 2 FEMALE
- 998 **[DO NOT SHOW]** DON'T KNOW
- 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**PROGRAMMER: CREATE VARIABLE, "AGEGEBNDR" MONITOR FOR DISTRIBUTION IN PORTAL  
VALUE LABLES FOR AGE (LOGIC IN PARENTHESIS)**

- 01 MALE 18-34 [(AGE\_BAN=1) AND (GENDER=1)]**
- 02 FEMALE 18-34 [(AGE\_BAN=1) AND (GENDER=2)]**
- 03 MALE 35-54 [(AGE\_BAN=2) AND (GENDER=1)]**
- 04 FEMALE 35-54 [(AGE\_BAN=2) AND (GENDER=2)]**
- 05 MALE 55+ [(AGE\_BAN=3) AND (GENDER=1)]**
- 06 FEMALE 55+ [(AGE\_BAN=3) AND (GENDER=2)]**
- 999 UNKNOWN [(AGE\_BAN=999) OR (GENDER=998 | 999)]**

**5-STAR RATING**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

**PROGRAMMERS NOTE: DISPLAY QUESTIONS NWRG1 THROUGH NWRG5 ONE-AT-A-TIME ON THEIR OWN SCREEN**

**NWRG1**

Using a scale from 0 to 10 where “0” means the quality of life in Castle Rock “does not meet your expectations at all” and “10” means the quality of life “greatly exceeds your expectations”, how would you rate the overall quality of life in Castle Rock?

*DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS*

Does Not Meet Expectations at All										Greatly Exceeds Expectations
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

**NWRG2**

Using the same expectations scale, how would you rate the overall quality of services provided by the Town of Castle Rock?

*DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS*

Does Not Meet Expectations at All										Greatly Exceeds Expectations
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

**NWRG3**

From what you have experienced, seen, or heard, compared with other cities and towns, how would you rate Castle Rock as a place to live? Use a scale from 0 to 10 where “0” means “Significantly worse than other cities and towns” and “10” means “Significantly better than other cities and towns”.

*DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS*

Significantly Worse Than Other Cities And Towns										Significantly Better Than Other Cities And Towns
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

**NWRG4**

Using a scale from “0” to “10” where “0” means “Strongly headed in the wrong direction” and 10 means “Strongly headed in the right direction”, overall, would you say that Castle Rock is headed in the right or wrong direction?

**DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS**

Strongly Headed In The Wrong Direction										Strongly Headed In Right Direction
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

**NWRG5**

Thinking about services and facilities in Castle Rock, do you feel you are getting your money's worth for your tax dollar or not? Please use a scale from 0 to 10 where “0” means “definitely not getting your money's worth” and “10” means “definitely getting your money's worth.”

**DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS**

Definitely <b>Not</b> Getting My Money's Worth										Definitely Getting My Money's Worth
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

**PLACE TO LIVE**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

CR1 What would you say is the single most important issue facing Castle Rock in the next 5 years?

**[OPEN END – LIST BELOW IS FOR POST CODING REFERENCE ONLY]**

- 01 TRAFFIC / CONGESTION / DIFFICULT TO GET AROUND BY CAR / TOO MANY CARS / NEED MORE ROADS
- 02 ROAD UPKEEP AND MAINTENANCE
- 03 SPRAWL / UNPLANNED GROWTH / GROWING TOO FAST
- 04 LOSS OF AGRICULTURAL LANDS / OPEN SPACE
- 05 LOOSING SMALL TOWN FEEL / SENSE OF COMMUNITY
- 06 ANNEXATION / ZONING
- 07 POLLUTION / AIR QUALITY
- 08 ECONOMY / JOBS / ATTRACTING NEW BUSINESS / UNEMPLOYMENT
- 09 EDUCATION / SCHOOLS
- 10 PUBLIC SAFETY / CRIME / DRUGS
- 11 LACK OF / INADEQUATE PUBLIC TRANSPORTATION / BUS SYSTEM
- 12 WATER / LACK OF WATER / WATER PLANNING / WATER ISSUES
- 888 SOMETHING ELSE **(SPECIFY)**
- 998 **[DO NOT READ]** DON'T KNOW
- 999 **[DO NOT READ]** REFUSED

CR2 Next, using a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent”, how would you rate each of the following aspects of Castle Rock?

**RANDOMIZE ORDER SHOWN**

- CR2\_A The ability to buy things locally
- CR2\_B Employment opportunities within the town
- CR2\_C Aesthetics and quality of town structures in Castle Rock
- CR2\_D Opportunities for youth
- CR2\_E Availability of healthy lifestyle activities
- CR2\_I The cost of living in Castle Rock

Very Poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW

999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

CR5 Now, please indicate how likely would you be to recommend Castle Rock to someone for each of the following. . . Use a scale from 0 to 10 where “0” means “not at all likely” and “10” means “very likely”.

CR5\_B As a place to work

CR5\_D As a place to raise children

CR5\_E As a place to retire

CR5\_F As a place to do business

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

GOV1 From what you have experienced, seen or heard, please specify the extent to which you agree or disagree with each of the following statements about Castle Rock’s local government? Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree”.

**SHOW B FIRST, THEN SHOW A, THEN RANDOMIZE ORDER OF C AND D**

GOV1\_B Seeks residents’ involvement and input

GOV1\_A Keeps residents informed regarding Town happenings and initiatives in general

GOV1\_C Keeps residents informed regarding Castle Rock water initiatives

GOV1\_D Keeps residents informed regarding parks and recreation initiatives

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER



**COMMUNITY CHARACTER**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

**COMM3**      **PHONE SHOW:** I am going to read a few examples of what other residents feel represent small town character in Castle Rock. For each of the following statements please tell me how well you feel it describes small town character. Use a scale from 0 to 10 where “0” means “Does Not Describe Small Town Character at All” and “10” means “Perfectly Describes Small Town Character”.

**WEB SHOW:** Below are some examples of what other residents feel represent small town character in Castle Rock. For each of the following statements please indicate how well you feel it describes small town character. Use a scale from 0 to 10 where “0” means “Does Not Describe Small Town Character at All” and “10” means “Perfectly Describes Small Town Character”.

**[RANDOMIZE ORDER SHOWN]**

- COMM3\_A Friendly people where everyone knows everyone
- COMM3\_B Special events and activities for the community
- COMM3\_C Supporting small, local businesses
- COMM3\_D Open spaces and natural beauty to enjoy and admire
- COMM3\_E Safe neighborhoods and streets
- COMM3\_F Has a vibrant downtown

Does Not Describe Small Town Character at All										Perfectly Describes Small Town Character
0	1	2	3	4	5	6	7	8	9	10

998      **[DO NOT SHOW]** DON'T KNOW  
999      **[DO NOT SHOW]** PREFER NOT TO ANSWER

**COMM1**      Overall, how would you rate the sense of community in Castle Rock?“ Use a scale from 0 to 10 where “0” means “No Sense of Community at All” and “10” means “Strong Sense of Community”

No Sense of Community at All										Strong Sense of Community
0	1	2	3	4	5	6	7	8	9	10

998      **[DO NOT SHOW]** DON'T KNOW  
999      **[DO NOT SHOW]** PREFER NOT TO ANSWER

**POLICE**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

- POLICE1 Have you had any contact with the Castle Rock Police Department during the past two years?
- [PHONE AS NEEDED: DISPLAY ON WEB]** The Castle Rock Police Department includes not only interactions with police officers, but also 911 services, services offered at the police station front counter, victim's assistance, and animal control]
- 01 YES
- 00 NO
- 998 **[DO NOT SHOW]** DON'T KNOW
- 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**ASK POLICE1A IF POLICE1=01**

- POLICE1A Which of the following Police services have you contacted or utilized in the past two years?
- [MULTIPLE SELECT]**
- [RANDOMIZE ORDER SHOWN]**
- PHONE READ LIST DISPLAY ON WEB**
- 01 911 or Non-emergency dispatcher
- 03 Interaction with a police officer or detective
- 05 Animal Services such as Animal Control
- 06 Victim's assistance
- 07 Front Counter at police station **[AS NEEDED: The front counter handles such things as fingerprinting, VIN verification, etc.]**
- 998 **[DO NOT SHOW]** DON'T KNOW
- 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

POLICE2 Using a scale from 0 to 10 where “0” means “Did Not Meet My Expectations at All” and “10” means “Greatly Exceeded my Expectations” please rate the Castle Rock Police Department on each of the following?

**[RANDOMIZE ORDER SHOWN]**

- POLICE2\_A **[SHOW IF POLICE1A=1]** Communication with 911 or non-emergency dispatch  
 POLICE2\_C **[SHOW IF POLICE1A=3]** Professionalism of the police officer or detective  
 POLICE2\_E **[SHOW IF POLICE1A=5]** Animal services such as Animal Control  
 POLICE2\_F **[SHOW IF POLICE1A=6]** Victim’s assistance services  
 POLICE2\_G **[SHOW IF POLICE1A=7]** Professionalism of the police station front counter staff  
 POLICE2\_H **[ASK ALL]** Frequency of patrols  
 POLICE2\_I **[ASK ALL]** Response time

Did Not Meet My Expectations at All										Greatly Exceeded My Expectations
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON’T KNOW

999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

POLICE3 Overall, how would you rate the approachability of Police Officers in Castle Rock? Use a Scale from 0 to 10 where “0” means “not at all approachable” and “10” means “Very easy to approach.”

Not at all Approachable										Very Easy to Approach
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON’T KNOW

999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

POLICE6 Overall, how confident are you in the Town’s police department to provide a safe and secure community? Use a Scale from 0 to 10 where “0” means “not at all confident” and “10” means “Extremely confident.”

Not at all Confident										Extremely confident
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON’T KNOW

999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**FIRE / EMS**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

FIRE1 Have you had any contact with the Castle Rock Fire and Rescue Department in the past two years?

- 01 Yes  
 00 No  
 998 [DO NOT SHOW] DON'T KNOW  
 999 [DO NOT SHOW] PREFER NOT TO ANSWER

**ASK FIRE1A IF FIRE1 = 01**

FIRE1A What was the nature of the contact you had with Castle Rock Fire and Rescue department?

- 01 Emergency response [AS NEEDED: such as fire, medical, rescue]  
 02 Non-Emergency response [AS NEEDED: such as lockouts, service calls, child seat checks]  
 03 At a community event  
 04 Fire prevention services such as inspections, plan reviews or educational programs  
 888 Other (specify\_\_\_\_\_)  
 998 [DO NOT SHOW] DON'T KNOW  
 999 [DO NOT SHOW] PREFER NOT TO ANSWER

FIRE2 Using a scale from 0 to 10 where "0" means "Did Not Meet My Expectations at All" and "10" means "Greatly Exceeded my Expectations" please rate the Castle Rock Fire and Rescue Department on each of the following?

- FIRE2\_A [SHOW IF FIRE1A=1] Emergency response time  
 FIRE2\_B [SHOW IF FIRE1A=2] Non-emergency response time  
 FIRE2\_C [SHOW IF FIRE1A=3] Professionalism of personnel at community events  
 FIRE2\_D [SHOW IF FIRE1A=4] Fire prevention and public education services

Did Not Meet My Expectations at All										Greatly Exceeded My Expectations
0	1	2	3	4	5	6	7	8	9	10

- 998 [DO NOT SHOW] DON'T KNOW  
 999 [DO NOT SHOW] PREFER NOT TO ANSWER

FIRE4 Using a scale from 0 to 10 where "0" means "strongly disagree" and "10" means "strongly agree", please tell me the extent you agree or disagree with each of the following statements.

FIRE4\_A The town plans appropriately to respond to major disasters such as chemical spills, floods, or train derailments.

FIRE4\_B Is well prepared to respond to routine emergencies such as fires and emergency medical.

STRONGLY DISAGREE										STRONGLY AGREE
0	1	2	3	4	5	6	7	8	9	10

- 998 [DO NOT SHOW] DON'T KNOW  
 999 [DO NOT SHOW] PREFER NOT TO ANSWER

# PUBLIC WORKS

[BASE: ALL]

PUB2 Thinking about the roads in Castle Rock, and using a scale from 0 to 10 where “0” means “does not meet my expectations at all” and “10” means “greatly exceeds my expectations”, how would you rate each of the following?

**RANDOMIZE ORDER SHOWN BUT ALWAYS SHOW PUB2\_E LAST**

- PUB2\_A The overall condition of the road surface
- PUB2\_B Traffic signal timing
- PUB2\_C Level of congestion on the streets
- PUB2\_D Cleanliness of the streets
- PUB2\_E Overall convenience and accessibility of the roads in Castle Rock

Does Not Meet My Expectations at All										Greatly Exceeds My Expectations
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

PUB3 The primary purpose for plowing the roads in Castle Rock is to provide safe access for emergency vehicles when needed. Keeping that goal in mind, and using a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent”, how would you rate the plowing of roads in Castle Rock?

Very Poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

PUB4 How would you rate the adequacy of walking and biking paths in Castle Rock? Use a scale from 0 to 10 where “0” means “Significantly worse than other cities and towns” and “10” means “Significantly better than other cities and towns”.

Significantly Worse Than Other Cities And Towns										Significantly Better Than Other Cities And Towns
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

PUB5 Take a moment to think about the trip you take most often within the Town. Over the past two years, has the amount of time taken that trip increased, decreased, or stayed the same?

[PHONE, PROBE WITH “WOULD THAT BE SOMEWHAT OR SIGNIFICANTLY (INCREASED/DECREASED)"]

01 Increased Significantly

02 Increased Somewhat

03 Stayed about the same

04 Decreased Somewhat

05 Decreased Significantly

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

**CASTLE ROCK WATER**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

UTIL1 Castle Rock Water's functions include daily operations, maintenance, asset management, upgrades and expansions associated with maintaining the Town's water, wastewater and stormwater systems.

Using a scale from 0 to 10 where "0" means "very poor" and "10" means "excellent," please tell me how well Castle Rock Water is doing on each of the following items. . .

**RANDOMIZE DISPLAY ORDER – SHOW UTIL1\_G LAST**

- UTIL1\_A Overall quality of water **[PHONE AS NEEDED DISPLAY ON WEB: taste, purity]**
- UTIL1\_B Securing and managing long-term water supplies
- UTIL1\_C Providing a water bill that is easy to understand
- UTIL1\_D Customer service
- UTIL1\_E Water conservation programs
- UTIL1\_G Value of service for rates paid

VERY POOR										EXCELLENT
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW

999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

UTIL3 Which one of the following statements best describes your current feelings about long-term water issues in Castle Rock?

**[Select only one answer]**

**[RANDOMIZE ORDER SHOWN]**

- 01 I have serious concerns about the long-term water supply and feel that the Town does not have a solid plan to address this issue.
- 02 I am somewhat concerned about the long-term water supply and am not confident in the Town's plan to address this issue.
- 03 I am somewhat concerned about maintaining our long-term water supply but I feel that the Town is on the right path.
- 04 I am not concerned about the long-term water supply because I feel that the Town has an adequate plan.
- 05 I am not concerned about the long-term water supply because I just don't feel that it is an issue.
- 06 I do not know enough about the issue to make an informed decision.
- 998 **[DO NOT SHOW]** DON'T KNOW
- 999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**PARKS AND RECREATION**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

PARK8 In the past 12 months, how many times have you done each of the following?

PARK8\_A Visited any of the Town's Parks

PARK8\_B Used any of the trails or open spaces in Castle Rock

\_\_\_ Enter Number of Times

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

PARK7 Thinking about the parks and recreation services you have used in Castle Rock, do you feel that you are getting good value for any fees paid? Use a scale from 0 to 10 where "0" means "definitely not getting your money's worth" and "10" means "definitely getting your money's worth."

Definitely <b>Not</b> Getting My Money's Worth										Definitely Getting My Money's Worth
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

PARK10 The Town is responsible for two types of parks, neighborhood parks such as Bison or Matney park, and regional parks such as Philip S. Miller park. Which of the two types of parks should the Town prioritize over the next several years. Use a scale from 0 to 10 where "0" means you "Strongly prefer the Town prioritize neighborhood parks" and "10" means you "Strongly prefer the Town prioritize regional parks".

Strongly Prefer the Town Prioritize Neighborhood Parks										Strongly Prefer the Town Prioritize Regional Parks
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

PARK9

Castle Rock does not have a dedicated youth sports complex. This means that youth sports are currently taking place at neighborhood parks around Town. Would you prefer the Town add athletic fields to the neighborhood parks or would you prefer the Town create a single, large complex dedicated to youth sports. Use a scale from 0 to 10 where “0” means you “Strongly prefer the add athletic fields to neighborhood parks” and “10” means you “Strongly prefer the Town develop a dedicated youth sports complex”.

Strongly Prefer the Town Add Athletic Fields to Neighborhood Parks										Strongly Prefer the Town Develop a Dedicated Youth Sports complex
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

PARK10

The Town has limited funding resources but sees many potential ways to improve the community.

[PHONE DISPLAY] I am going to read a list of eight potential improvements. Of these, please indicate your top three choices.

[READ OPTIONS THEN SAY: Of the, which is most important to you [INTERVIEWER PUT A 1 NEXT TO THAT OPTION THEN ASK: Of the remaining, which is most important to you [INTERVIEWER PUT A 2 NEXT TO THAT OPTION THEN ASK: finally, of the remaining choices, which is most important to you [INTERVIEWER PUT A 3 NEXT TO THAT OPTION THEN MOVE TO NEXT QUESTION

[WEB DISPLAY] Below is a list of eight potential improvements. Of these, please indicate your top three choices. Type “1” next to the item which is most important to you, a “2” next the second most important, and a “3” next to the third most important.

[RANK YOUR TOP THREE MOST IMPORTANT OPTIONS]

[RANDOMIZE ORDER SHOWN]

- PARK10\_B An indoor lap pool
- PARK10\_C Indoor leisure pools
- PARK10\_D Gymnasium
- PARK10\_E Fitness equipment such as treadmills
- PARK10\_F Indoor sports fields
- PARK10\_G An indoor ice rink
- PARK10\_H Indoor tennis facilities
- PARK10\_I Development of recreation facilities at Rueter-Hess Reservoir

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER



**STRATEGIC PRIORITIES**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

STRATEGY1 **PHONE SHOW** The Town's 2017 Budget identifies eight key priorities. I am going to read the list of priorities. For each one, tell me if you believe that this priority will lead the Town in the right or wrong direction. Use a scale from "0" to "10" where "0" means "Strongly headed in the wrong direction" and 10 means "Strongly headed in the right direction".

**WEB SHOW** The Town's 2017 Budget identifies eight key priorities. For each priority shown, please indicate if you believe that it will lead the Town in the right or wrong direction. Use a scale from "0" to "10" where "0" means "Strongly headed in the wrong direction" and 10 means "Strongly headed in the right direction".

- STRATEGY1\_G Enhancing our transportation
- STRATEGY1\_H Ensuring our public safety
- STRATEGY1\_I Ensuring our water future
- STRATEGY1\_J Maintaining strong parks and recreation
- STRATEGY1\_K Enhancing our historic downtown
- STRATEGY1\_L Pursuing economic development
- STRATEGY1\_M Managing Town fiscal obligations
- STRATEGY1\_N Managing growth

Strongly Headed In The Wrong Direction										Strongly Headed In Right Direction
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW

999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**PLANNING FOR GROWTH**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

**GROW1:** Castle Rock's population is expected to more than double by the time the Town is fully built out. Good planning must be in place to ensure that Town grows appropriately. Please tell me how much you agree or disagree with each statement regarding growth in Castle Rock. Use a scale from 0 to 10 where "0" means "strongly disagree" and "10" means "strongly agree".

GROW1\_D Castle Rock needs to focus on development techniques that can be maintained for generations

GROW1\_E Maintaining and improving the Downtown is important to Castle Rock's small-town character, sense of community and economic vitality

GROW1\_F Castle Rock should promote the building of more multi-family housing

GROW1\_G Castle Rock should promote more affordable housing

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

**RANDOMIZE DISPLAY ORDER OF GROW3A AND GROW3B**

**GROW3A:** Using a one or two-word phrase, what aspect of growth in Castle Rock is causing you the most stress?

**[OPEN END]**

**GROW3B:** Using a one or two-word phrase, what aspect of growth in Castle Rock do you consider most beneficial?

**[OPEN END]**

**GROW4:** Most of the Town's commercial development has been near I-25 and Meadows founders Parkway, yet there are other areas where development can occur. How do you feel regarding additional development occurring at each of the following places? Use a scale from 0 to 10 where "0" means "strongly oppose" and "10" means "strongly support".

GROW4\_A I-25 and Castle Rock Parkway / North Meadows Drive

GROW4\_B I-25 and Founders / Meadows Parkway

GROW4\_C I-25 and Wilcox / Wolfensberger (**pronounced wolf ins burger**)

GROW4\_D I-25 and Plum Creek Parkway

GROW4\_E The future Crystal Valley / Dawson Ridge Interchange

GROW4\_F Major intersections close to my neighborhood

Strongly Oppose										Strongly Support
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

## SPECIAL EVENTS

[BASE: ALL]

[NEW SECTION FOR TIMING]

SE2 To help the Town determine the focus of special events, please rate the overall importance for each of the following events categories. Use a scale 0 to 10 where "0" means not at all important and "10" means "extremely important."

SE2\_1 Arts and food [AS NEEDED: Such as Downtown after 5, Celebration Concert Series, Taste of Douglas County]

SE2\_2 Civic and heritage [AS NEEDED: Such as Western Heritage Welcome, July 4th fireworks, Downtown walking tours]

SE2\_3 Sports activities [AS NEEDED: Such as Running events, Elephant Rock, Tri the Rock]

SE2\_4 Healthy living/nature [AS NEEDED: Such as Healthy Living Expo, Spring up the Creek, National Trails Day, Bike to Work Day]

SE2\_5 Family fun [AS NEEDED: Such as Harvest Festival, Trick or Treat Street, Music in the Meadows, Daddy Daughter Ball, Season of the Star, etc.]

Not at all important										Extremely Important
0	1	2	3	4	5	6	7	8	9	10

998 [DO NOT SHOW] DON'T KNOW

999 [DO NOT SHOW] PREFER NOT TO ANSWER

## COMMUNICATIONS AND MEDIA

[BASE: ALL]

[NEW SECTION FOR TIMING]

MEDIA1 How would you prefer to communicate or receive information from the Town of Castle Rock?

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT]

- 01 Direct mail (including third-party magazines, newsletters)
- 02 Email (including CRgov.com subscriptions)
- 03 Social media
- 04 Denver Post/YourHub
- 05 Castle Rock News-Press
- 06 Watching local television news
- 07 Your Town Talk (water bill newsletter)
- 08 Town's website
- 09 Calling Town Hall
- 10 Open houses regarding Town projects
- 11 Cable Channel 22
- 12 Through my HOA (website, newsletter, etc.)
- 13 I prefer not to communicate with the Town
- 14 OTHER [Specify]
- 998 [DO NOT SHOW] DON'T KNOW
- 999 [DO NOT SHOW] PREFER NOT TO ANSWER

WEB1 Have you accessed the Town's website in the past two years?

- 01 YES
- 00 NO
- 998 [DO NOT SHOW] DON'T KNOW
- 999 [DO NOT SHOW] PREFER NOT TO ANSWER

SHOW WEB2 IF WEB1=1

WEB2 Please rate the following aspects of Castle Rock's website. Use a scale from 0 to 10 where "0" means "Very Poor" and "10" means "Excellent"

[RANDOMIZE ORDER SHOWN]

- WEB2\_1 Overall look and feel
- WEB2\_3 Ease of navigation
- WEB2\_4 Quality / accuracy of information
- WEB2\_6 Transparency regarding Town business
- WEB2\_9 Availability of needed information
- WEB2\_10 Ease of providing feedback

Very Poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

- 998 [DO NOT SHOW] DON'T KNOW
- 999 [DO NOT SHOW] PREFER NOT TO ANSWER

**SPECIAL TOPICS****[BASE: ALL]****[NEW SECTION FOR TIMING]**

**SPECIAL2** You may be familiar with the fact that voters can allow their local government to lift TABOR revenue restrictions. Using a scale from 0 to 10 where “0” means “strongly oppose” and “10” means “strongly support,” do you support or oppose a five-year TABOR exemption allowing additional expenditures for police, fire, emergency medical, and transportation purposes?

Strongly Oppose										Strongly Support
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**SPECIAL3** Using a scale from 0 to 10 where “0” means “strongly oppose” and “10” means “strongly support,” would you support or oppose the Town investing in public transportation services?

Strongly Oppose										Strongly Support
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW999 **[DO NOT SHOW]** PREFER NOT TO ANSWER**[ASK SPECIAL3A IF SPECIAL3 >5]**

**SPECIAL3A** Now, using a scale from 0 to 10 where “0” means “not at all willing” and “10” means “completely willing,” would you be willing to pay an additional tax so that the Town can develop a public transportation system?

Not at all Willing										Completely Willing
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**SPECIAL4** One option for diversifying the Town’s revenue sources is requesting voter approval for a new lodging tax, which would be placed on per night hotel room rentals within the Town limits. Only those staying in hotels in Town would pay the tax, likely of 3%-5%. The proceeds could be spent to fund Town services. Using a scale from 0 to 10 where “0” means “strongly oppose” and “10” means “strongly support,” would you support or oppose implementing a lodging tax?

Strongly Oppose										Strongly Support
0	1	2	3	4	5	6	7	8	9	10

998 **[DO NOT SHOW]** DON'T KNOW999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

**DEMOGRAPHICS**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

DEMOINT The following, final questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers with other respondents to the survey

DEMO2 How many years have you lived in Castle Rock?  
**[ALLOW FRACTIONAL ANSWERS]**  
**[IF LESS THAN 6 MONTHS, ENTER "0"]**  
**[IF 6 MONTHS TO 1 YEAR, ENTER "1"]**  
\_\_\_\_ ENTER NUMBER OF YEARS LIVED IN CASTLE ROCK  
998 **[DO NOT SHOW]** DON'T KNOW  
999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO3 Do you own a business that is licensed with the Town of Castle Rock?  
01 YES  
00 NO  
998 **[DO NOT SHOW]** DON'T KNOW  
999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO3A Do you work in the Town of Castle Rock?  
01 YES  
00 NO  
998 **[DO NOT SHOW]** DON'T KNOW  
999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO4 Do you own or rent your home?  
01 OWN  
02 RENT  
998 **[DO NOT SHOW]** DON'T KNOW  
999 **[DO NOT SHOW]** PREFER NOT TO ANSWER

DEMO5 Including yourself, how many people currently live in your household in each of the following age categories?  
**[IF NECESSARY: "Please include yourself when answering this question."]**

**DEMO5 MUST CONTAIN A RESPONSE IN AGE 18 – 64 OR 65 AND OVER**

DEMO5A \_\_\_\_ Under 5  
DEMO5B \_\_\_\_ 5 – 12  
DEMO5C \_\_\_\_ 13 – 17  
DEMO5D \_\_\_\_ 18 – 64  
DEMO5E \_\_\_\_ 65 and over  
998 **[DO NOT DISPLAY ON WEB]** DON'T KNOW  
999 **[DO NOT DISPLAY ON WEB]** PREFER NOT TO ANSWER

**WEB INSTRUCTION: IF DEMO5 DOES NOT HAVE A RESPONSE IN 18 – 64 OR 65 AND OVER, DISPLAY THIS MESSAGE: "Please include yourself when answering this question."**

**COMPUTE VARIABLE HASKIDS**  
**0=NO KIDS [IF (SUM DEMO4A, DEMO5B, DEMO5C=0)]**  
**1=HAS KIDS [IF (SUM DEMO5A, DEMO5B, DEMO5C GE 1)]**  
**COMPUTE VARIABLE NUMADULTS = SUM(DEMO5D, DEMO5E)**  
**COMPUTE VARIABLE HHCOMP**  
**1=SINGLE PERSON HH [IF (HASKIDS=0 AND NUMADULTS=1)]**  
**2=ADULTS ONLY [IF (HASKIDS=0 AND NUMADULTS > 1)]**  
**3=FAMILY [IF (HASKIDS GE 1)]**

DEMO6      Do you speak a language other than English at home?  
 01      YES  
 00      NO  
 998      [DO NOT SHOW] DON'T KNOW  
 999      [DO NOT SHOW] PREFER NOT TO ANSWER

**ASK DEMO6A IF DEMO6 = 01**  
**ALLOW FOR MULTIPLE RESPONSES**

DEMO6A      What language  
**[DO NOT READ LIST]**  
 01      SPANISH  
 02      CHINESE / CANTONESE / MANDARIN  
 03      VIETNAMESE  
 04      KOREAN  
 05      RUSSIAN  
 06      JAPANESE  
 07      HINDI  
 10      GERMAN  
 11      FRENCH  
 12      TAMIL  
 998      [DO NOT SHOW] DON'T KNOW  
 999      [DO NOT SHOW] PREFER NOT TO ANSWER

RACE      **PHONE SHOW:** I am going to read a list of race categories. Please choose one or more races you consider yourself to be.  
**IF RESPONDENT SAYS "HISPANIC" PROBE:** "In addition to Hispanic, what other race categories do you consider yourself to be?"  
**WEB SHOW:** Please choose one or more races you consider yourself to be.  
 01      White  
 02      Black or African American  
 03      American Indian or Alaskan Native  
 04      Asian or Pacific Islander  
 05      Native Hawaiian or Other Pacific Islander  
 06      Hispanic or Latino  
 888      [DO NOT READ] OTHER (SPECIFY)  
 998      [DO NOT SHOW] DON'T KNOW  
 999      [DO NOT SHOW] PREFER NOT TO ANSWER

- DEMO7      Are you registered to vote in the Town of Castle Rock?
- 01      YES
  - 00      NO
  - 998      [DO NOT SHOW] DON'T KNOW
  - 999      [DO NOT SHOW] PREFER NOT TO ANSWER
- INCOME      What is the approximate total annual income of all members of your household?
- 01      Less than \$20,000
  - 02      \$20,000 to less than \$35,000
  - 03      \$35,000 to less than \$50,000
  - 04      \$50,000 to less than \$75,000
  - 05      \$75,000 to less than \$100,000
  - 06      \$100,000 to less than \$150,000
  - 07      \$150,000 to less than \$200,000
  - 08      \$200,000 or more
  - 998      DON'T KNOW
  - 999      PREFER NOT TO ANSWER
- TEL      Which of the following best describes how you make or receive calls at home
- 01      Only have a cell phone
  - 02      Primarily use a cell phone
  - 03      Use a landline and cell phone equally
  - 04      Primarily use a landline
  - 05      Only have a landline at home
  - 998      DON'T KNOW
  - 999      PREFER NOT TO ANSWER



## WRAP UP

[BASE: ALL PARTICIPANTS]  
[PROGRAMMING: SECTION FOR TIMING]

### SHOW CARD ONLY OF WEB RESPONDENTS

CARD Would you like to receive your \$5 gift card to the Outlets at Castle Rock as a “thank you” for completing this survey?

00 No

01 Yes

998 [PHONE NOTATION: (DO NOT READ)] Don't know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

### SHOW CARD1 IF CARD=1 (YES) AND ((SAMPLETYPE=4) OR (SAMPLETYPE=5))

CARD1 To receive the gift card, you will receive an emailed voucher. You will need to take the email to the Customer Service center at the Outlet Mall, and they will give you a physical gift card. Please confirm that the email address below is the email address you would prefer we send the voucher.

#### [DISPLAY EMAIL ADDRESS FROM SAMPLE]

00 No, I would prefer that you send the gift card to a different email address than the one above

01 Yes, this is the email address to send the gift card to

998 DO NOT READ: DON'T KNOW

999 DO NOT READ: PREFER NOT TO ANSWER

### SHOW CARD2 IF CARD1=0 OR (SAMPLETYPE=3)

CARD2 To receive the gift card, you will receive an emailed voucher. You will need to take the email to the Customer Service center at the Outlet Mall and they will give you a physical gift card. Please provide the email address to which you would like the voucher sent.

\_\_\_\_\_ ENTER EMAIL ADDRESS

\_\_\_\_\_ CONFIRM EMAIL ADDRESS

998 DO NOT READ: DON'T KNOW

999 DO NOT READ: PREFER NOT TO ANSWER

**FUTURE RESEARCH**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

FUTURE1 Would you be willing to help the Town of Castle Rock by agreeing to participate in future research?

- 00 NO
- 01 YES
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

**ASK FUTURE2 IF FUTURE1=01**

FUTURE2 May I please get your first name only?

- 00 NO
- 01 YES, **ENTER NAME** \_\_\_\_\_
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

**ASK FUTURE3 IF (FUTURE1=1)**

FUTURE3 Please provide an email address where we can contact you for future research.

- \_\_\_\_\_ **ENTER EMAIL ADDRESS**
- \_\_\_\_\_ **CONFIRM EMAIL ADDRESS [MUST MATCH]**
- 997 **DO NOT READ:** I DO NOT HAVE AN EMAIL ADDRESS
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

**ASK FUTURE4 AND FUTURE4W IF FUTURE1=1**

FUTURE4 **[PHONE SHOW]** And to confirm, is your best contact number **[ENTER PHONE NUMBER]**

- 00 NO **ENTER BEST NUMBER** \_\_\_\_\_
- 01 YES
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

FUTURE4W **[WEB/INBOUND CALL SHOW]** And finally, please provide your best contact number

- ENTER BEST NUMBER** \_\_\_\_\_
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

## THANK SECTION

### SECTION FOR “THANKS” DEPENDING ON SCREENER AND COMPLETE STAUS

THANK1	Thank you for your time, but we are only interviewing residents of the Town of Castle Rock.
THANK2	Thank you for your time, but we are only interviewing residents 18 years of age or older.
THANK3	Thank you for your time, but we cannot continue without that information
THANK4	<b>[TO BE USED ON OUTBOUND CALLS]</b> Thank you very much for your time. We greatly appreciate your help. Have a good day/night.