

DISCUSSION/DIRECTION:

# 2025 COMMUNITY SURVEY

FEBRUARY 18, 2025  
TOWN COUNCIL



# WHY A COMMUNITY SURVEY?

The Town has surveyed the community every other year since 2011 in order to gauge public perceptions over time and assist in decision-making related to policy, as well as with the annual budget and multiyear financial planning processes

Invites to all residents and Town-licensed businesses. Internal benchmarks with previous surveys, as well as nationwide benchmarks with comparable communities

## **Planned schedule:**

~March 1:	Surveys begin
Mid-April:	Data collection closes
Mid-May:	Draft results report delivered to Council
June 3:	Discussion of results with Council

Draft business survey contains no major changes compared to the 2023 business survey

# DRAFT RESIDENT SURVEY

**Staff is recommending a handful of changes to the resident survey:**

- Strategic priorities: Two follow-up questions are included to help gauge how well Town priorities line up with residents' vision and values for Castle Rock's future, as well as how the Town has been progressing on the priorities over the last 10 years in residents' view
- Downtown: Three new questions are included regarding parking in Downtown Castle Rock, asking how long it typically takes to find parking, how far people must walk to their destination and how far they are willing to walk to a destination

# DRAFT RESIDENT SURVEY

- Water: Questions about the online billing system and ColoradoScape rebates were revised to reflect current needs, and new questions were added regarding the 2024 water mailer, along with stormwater and sewer management
- Growth: A new question regarding the perceived pace (too fast/too slow) of the rate of growth across several areas (population/retail/jobs/housing/infrastructure) is included
- Parks and Recreation: The question about future park amenities has been adjusted from an open-ended question to include a list of potential items, including ice skating rinks. New questions are included on public-private partnerships and on charitable giving for Parks and Recreation purposes





# RECOMMENDATION/MOTION

Staff recommends administering the resident and business surveys as presented in **Attachments A and B** and as discussed during this meeting.

*“I move to direct staff to proceed with the 2025 community survey as discussed.”*