

Results of the 2025 Castle Rock Community Survey



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Background and Methodology



Background and Objectives

Home to roughly 87,000 residents, the Town of Castle Rock provides police, fire and rescue, parks and recreation, development, public works, and water services to residents, as well as general government services of communications, facilities, finance, human resources, innovation and technology, and municipal court. Beginning in 2011, the Town has conducted a biennial survey of residents and businesses to gauge local attitudes. The survey is intended to collect statistically reliable data that represents all Castle Rock residents, as well as reaching out to all businesses.

The 2025 Community Survey was built on the previous research efforts but was modified to address the changing environment for conducting market research and the changing needs of the Town. The survey provides insights into...

- Perceived quality of life in Castle Rock and the extent to which residents and businesses believe the Town provides high-quality services, is headed in the right direction, and delivers value for the tax dollars paid.
- Use and perceptions of Town services (public safety, roads and public works, water, parks and recreation).
- Community character.

The 2025 Community Survey was conducted March 5 to April 14, 2025.

Methodology: Resident Survey

The methodology used an address-based sample, similar to the approach used since 2015. However, rather than taking a sample of 12,000-15,000 households, all households within the Town were invited to participate in the survey. The sample frame was composed of a list of all addresses in Castle Rock—as defined by a shape file—including those indicating that post office boxes are the only way they get mail. All addresses in this area were matched against a comprehensive database to determine if the household had a matching landline or cell phone number. Additionally, email addresses were appended where possible.

1. All households received a postcard inviting them to participate in the survey. The postcard had a brief description, a call to action, and a short URL and QR code. Postcards also had a one-time use access code.
2. All households with an email address were sent an email inviting them to complete the survey online.
3. Finally, all households where cell phones were appended were sent a text message with an invitation.

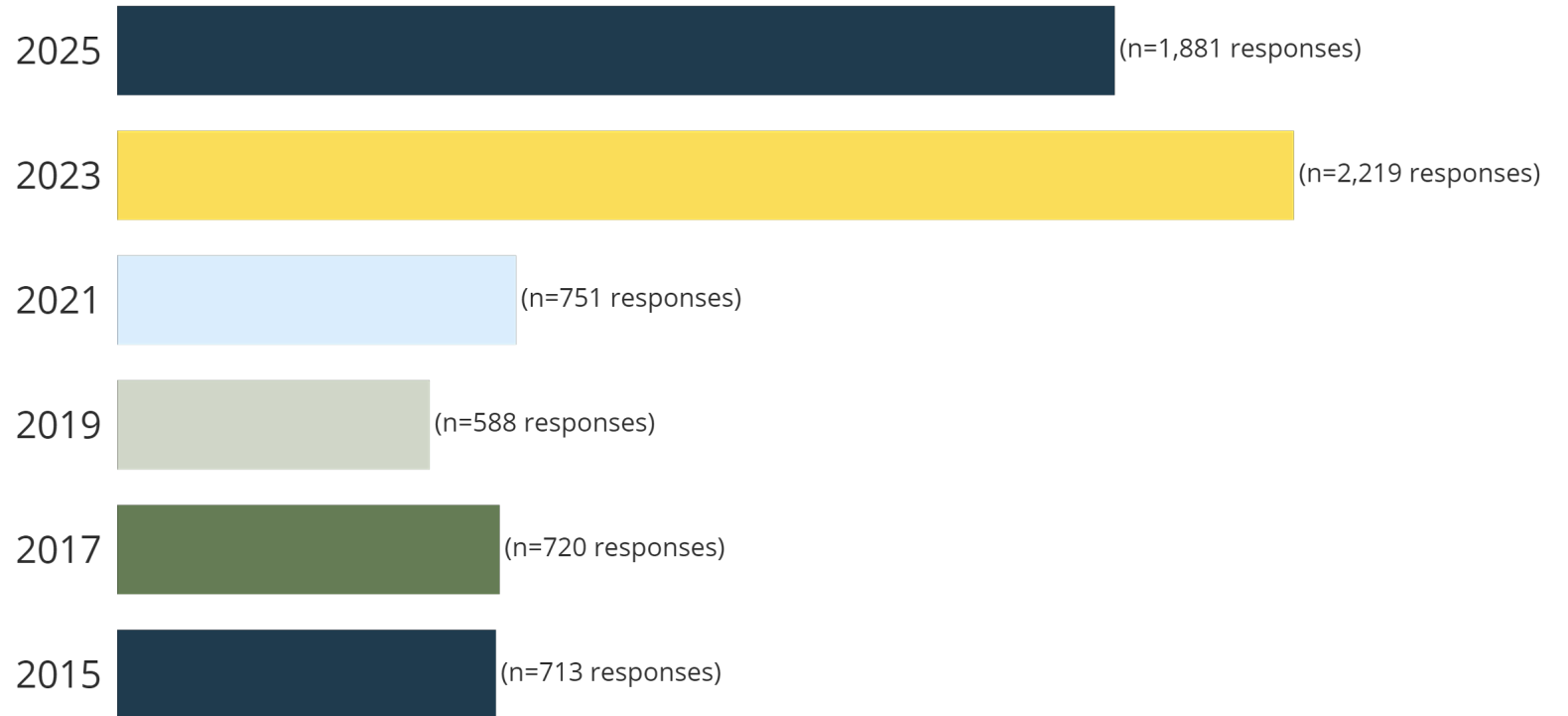
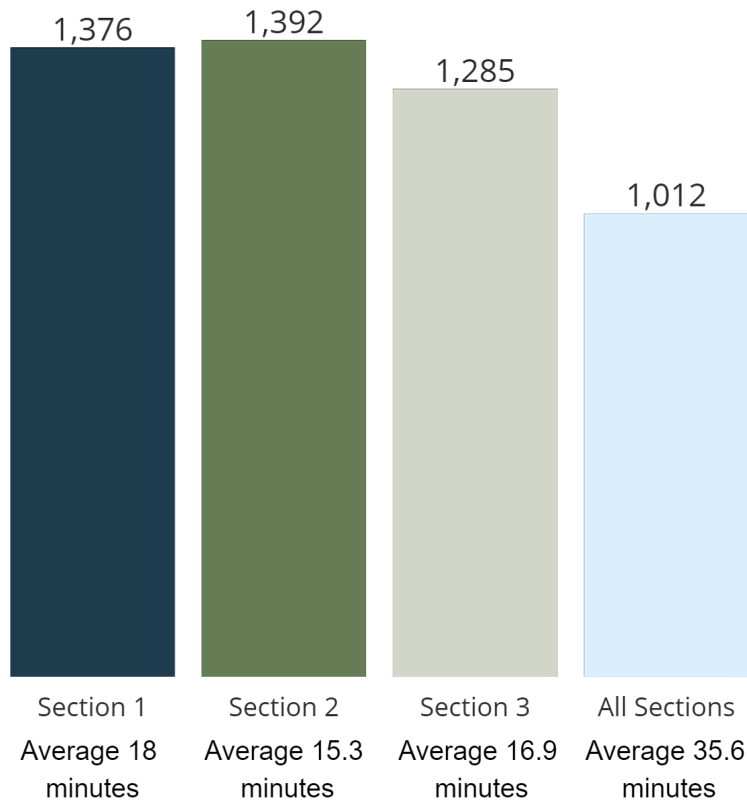
Due to the length of the overall survey, the households were split into three groups. All groups received the base question set and were then randomly assigned one of the three sections. At the end of each section, residents were given the opportunity to continue in the moment to additional sections or to opt out of the rest of the survey. The first 250 residents to complete all three sections of the survey were qualified for a \$10 incentive.

Base question set	Section 1 Topics	Section 2 Topics	Section 3 Topics
Screeners	Fire	Government Performance	Growth
5-Star Rating	Water	Place to Live	Communications and Media
Strategic Priorities	Community Character	Public Works	Parks and Recreation
Downtown		Police	
Demographics			

Who we Spoke to

Similar to the 2023 survey effort, the 2025 survey was split into three sections. Some residents completed all sections, while others completed only one, and others left the survey unfinished.

1,012 residents completed all survey items, compared to 1,069 in 2023.



Survey Weighting

As is industry standard, weighting was performed to ensure that the sample closely matched the age and gender characteristics of the entire Town of Castle Rock.

The table to the right compares the demographic make-up of the Town to both the raw (unweighted) and weighted sample of residents. Overall, the raw sample was fairly representative of the age and gender distribution of Castle Rock. Younger residents are slightly under-represented and women 55 and older are slightly over-represented in the raw sample. This is typical for resident surveys, and weighting is used to account for it.

No weighting was done at the council district level. This may change the district distribution of responses slightly. This does not impact the integrity of the survey.

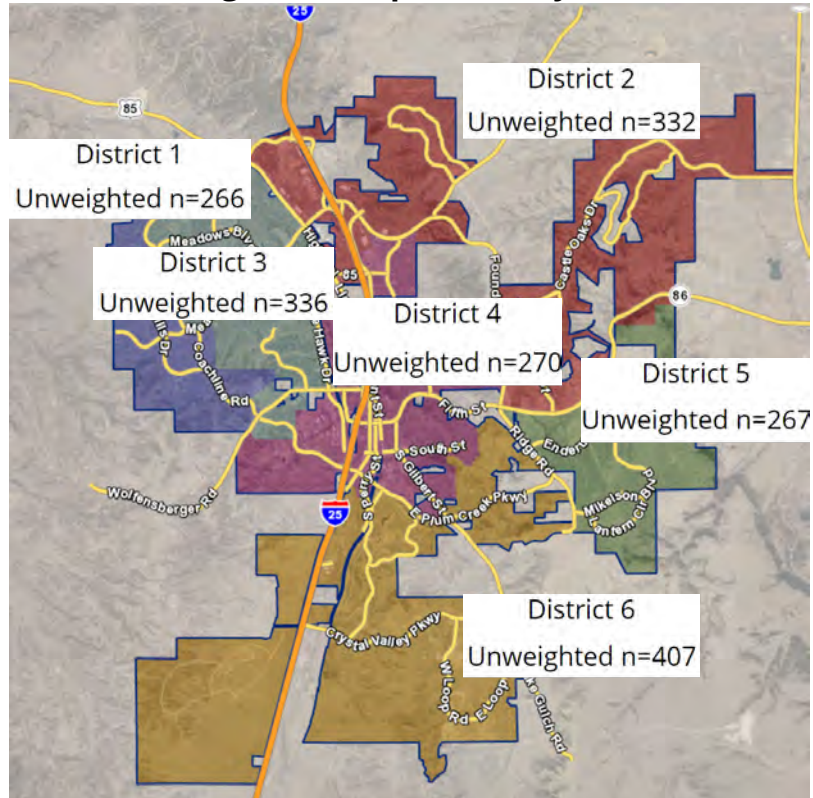
The study was not designed to control for district-level populations, so the number of completed interviews may not match the actual population distribution among election districts.

		Town Demographics	Unweighted Results	Weighted Results
Age within Gender	Males 18+	50%	49%	48%
	Males 18-34	12%	4%	12%
	Males 35-54	22%	20%	21%
	Males 55+	15%	24%	16%
	Females 18+	50%	51%	52%
	Females 18-34	11%	4%	14%
	Females 35-54	21%	21%	21%
	Females 55+	16%	26%	16%
Race	White alone (non-Hisp)	91%	93%	93%
	Black or African American	1%	1%	1%
	American Indian/Alaska Native	1%	1%	1%
	Native Hawaiian / Other Pacific Islander	0%	1%	1%
	Some other race	7%	9%	10%
Ownership	Own	78%	93%	90%
	Rent	22%	7%	10%

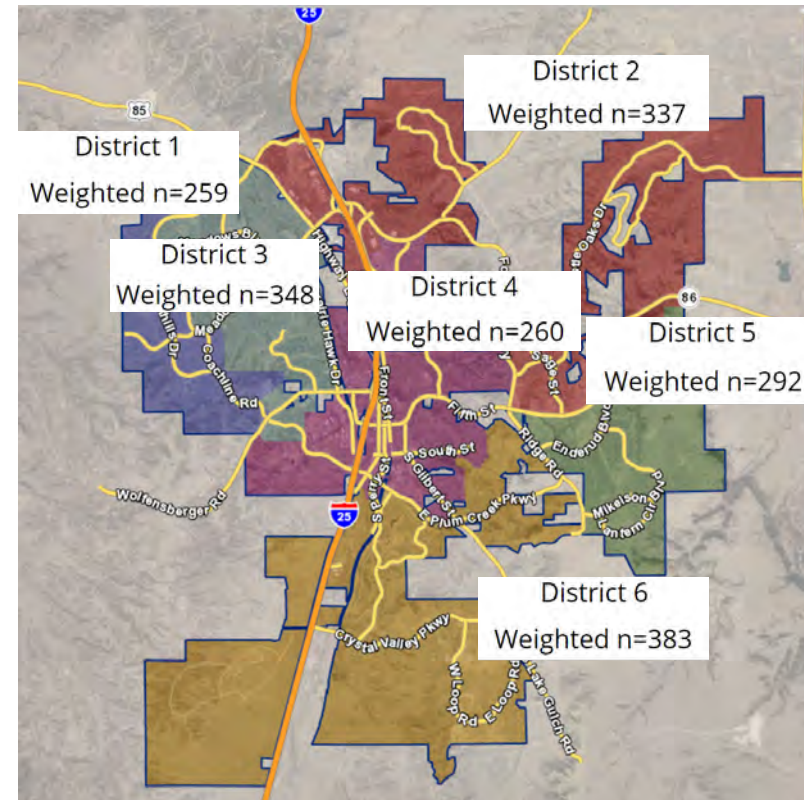
Geography

In addition to analysis by key demographic segments, the analysis looks at differences in results by each of the Town's six council districts. The left map below shows the total unweighted number of surveys completed from each district, and the right map shows the total weighted number of surveys from each district. No weighting was performed by Council District.

Unweighted Sample Sizes by District



Weighted Sample Sizes by District



Understanding the Data

This report summarizes the major findings of the research for each survey topic overall.

Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

Mean values are reported on an 11-point scale where “0” is low and “10” is high. For reporting purposes, the 11-point scale was collapsed into four groups: “Very Satisfied” (10–9), “Somewhat Satisfied” (8–6), “Neutral” (5), “Dissatisfied” (4–0). On some occasions, the “Dissatisfied” group is further split into “Somewhat Dissatisfied” (4–2) and “Very Dissatisfied” (1–0).

Throughout the report, “top box” scores are shown. These are the sum of “very satisfied” and “somewhat satisfied.” In some instances, the sum of the two scores is a percentage greater or less than the sum of the individual scores. This is due to rounding, as the percentages are first summed and then rounded to the nearest whole number. For example, if 12.42 percent are “very satisfied” and 7.3 percent are “somewhat satisfied,” the report will show 12 percent “very” and 7 percent “somewhat” satisfied (12+7=19), while the total percent satisfied will be reported as 20 percent ($12.42 + 7.3 = 19.72$, which rounds to 20).

Except as noted, “don’t know” and “refused” responses are counted as missing values and are not included in the reported percentages. The base for a question may vary depending on answers to previous questions or inclusion in a specific analytical group—for example, residents who have had contact with the police versus those who have not had contact. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability. The report also identifies differences that are statistically significant. If a difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Unless otherwise noted, statistical significance was tested at a 95% confidence levels. A statistically significant difference may not always be practically significant. The differences of practical significance depend on the judgment of the organization’s management.

Benchmarking

Benchmarking is defined as “the routine comparison with similar organizations of administrative processes, practices, costs, and staffing to uncover opportunities to improve services and/or to lower costs.”

Benchmarking enables communities such as Castle Rock to

- Quantify measures of performance
- Quantify differences between community performance and best practices
- Encourage focus on outcomes rather than simply performance

The sample for the benchmarking data consists of over 1,000 randomly selected households from a list of peer cities and towns provided by the Town of Castle Rock (n=50 respondents per city).

For benchmarking, Castle Rock results for key questions are compared to:

- All peer cities and towns,
- Respondents living in peer cities with ratings of 3.5 or 4 Stars, and
- Peer cities located in the Mountain census division (Colorado, Utah, New Mexico, Arizona, Nevada, Wyoming, Montana).

Peer Cities Used for Benchmarking

Ankeny, IA
Broomfield, CO
Buckeye, AZ
Cary, NC
Cedar Park, TX
Commerce City, CO
Eagan, MN
Fishers, IN
Folsom, CA
Fort Myers, FL
Longmont, CO
Loveland, CO
New Braunfels, TX
O’Fallon, MO
Parker, CO
Pleasanton, CA
Redmond, WA
Rogers, AK
Rowlett, TX
South Jordan, UT

Trended Attributes



Town Ratings Over Time

Excluding the Star-Rating questions, the 2025 survey contained 50 questions that can be compared to the 2023 survey. Among the trended questions, 2 increased, 6 decreased, and the remaining 42 were similar to 2023. Residents rated 49 out of the 50 attributes (98%) above 5.0 on a scale from 0 to 10.

Attributes that Increased and Increase Amount

	2019	2021	2023	2025	Change from 2023
Plowing all travel lanes within 10 hours of the snow stopping		7.18	6.04	7.05	1.01
Professionalism of the police station front counter staff	8.96	9.25	8.50	9.23	0.73

Attributes that Decreased and Decrease Amount

	2019	2021	2023	2025	Change from 2023
Victim’s assistance services	8.23	7.81	7.65	7.06	-0.59
Hazardous Materials Mitigation		8.03	7.80	7.10	-0.70
Respond to natural or man-made disasters		8.10	7.95	6.89	-1.06
Investigate fires		7.04	8.10	7.61	-0.49
Technical Rescue		8.50	8.60	8.02	-0.58
Extinguish building, vehicle, and other fires		8.79	9.00	8.49	-0.51

Town Ratings Over Time Cont.

Attributes that Remained the Same (2023 to 2025) Trends From 2019

	2019	2021	2023	2025	Change from 2023		2019	2021	2023	2025	Change from 2023
Level of congestion on the streets	4.41	5.03	4.51	4.44	-0.07	As a place to do business	6.65	6.91	6.66	6.37	-0.29
Traffic signal timing	5.49	6.01	5.51	5.87	0.36	Keeping a lane open for emergency access while it is snowing		7.30	6.66	6.67	0.01
Overall condition of road surface	6.17	6.48	5.73	5.89	0.16	I get the information from the Town in a timely manner			6.94	6.77	-0.17
Value of service for rates paid	5.85	6.37	5.80	6.05	0.25	Animal services such as Animal Control	7.53	8.19	6.99	7.37	0.38
Adequacy of bike lanes and multi-use paths	6.23	6.10	5.81	5.98	0.17	Keep residents informed regarding Parks and Recreation	7.54	7.12	7.00	6.87	-0.13
As a place to retire	6.27	6.74	5.86	6.21	0.35	Keep residents informed regarding water	7.33	6.83	7.02	6.71	-0.31
As a place to work	5.76	6.40	5.89	5.82	-0.07	Cleanliness of the streets	7.51	7.66	7.03	7.33	0.30
Securing and managing long-term water supplies	6.65	6.74	5.98	6.09	0.11	Keeps residents informed regarding Town happenings and initiatives	7.29	7.07	7.06	6.88	-0.18
Overall convenience and accessibility of roads	6.39	7.34	6.23	6.17	-0.06	Customer service	7.49	7.28	7.13	7.12	-0.01
Along major streets			6.25	6.26	0.01	Providing a water bill that is easy to understand	7.64	7.61	7.21	7.42	0.21
Water conservation programs	7.00	6.92	6.41	6.55	0.14	Neighborhood streets			7.24	7.58	0.34
Consistency of travel time		6.91	6.42	6.20	-0.22	Overall quality of water	7.42	7.59	7.28	7.29	0.01
Sense of Community	6.58	7.19	6.49	6.66	0.17	Public Education / Fire and EMS Safety		7.48	7.40	7.17	-0.23
Seeks residents' involvement and input	6.66	6.41	6.56	6.26	-0.30	Progress toward achieving park or open space within half mile of each household	6.58	7.19	7.42	7.22	-0.20

Town Ratings Over Time Cont.

Additional Attributes that Remained the Same (2023 to 2025) Trends From 2019

	2019	2021	2023	2025	Change from 2023
The information from the Town is accurate			7.52	7.20	-0.32
Response time	7.62	7.59	7.73	7.45	-0.28
As a place to raise children	8.18	8.13	7.83	7.88	0.05
Wildland Fire Suppression		7.85	7.83	7.41	-0.42
Police’s ability to provide a safe and secure community	8.31	8.14	7.89	7.96	0.07
Police’s ability to uphold and maintain the trust of residents	8.23	7.98	7.95	7.92	-0.03
Fire Prevention		7.82	8.07	7.93	-0.14
Approachability of Police Officers in Castle Rock	8.16	8.29	8.16	7.76	-0.40
Communication with 911 or non-emergency dispatch	8.99	8.69	8.21	8.47	0.26
Parks and rec impacts the quality of life			8.22	8.62	0.40
Value of access to parks and trails		8.42	8.34	8.32	-0.02
Professionalism of the police officer or detective	8.61	8.59	8.50	8.45	-0.05
Emergency Medical Services		8.81	8.78	8.57	-0.21
Overall confidence to respond to emergencies		8.88	8.78	8.56	-0.22

5-Star Rating



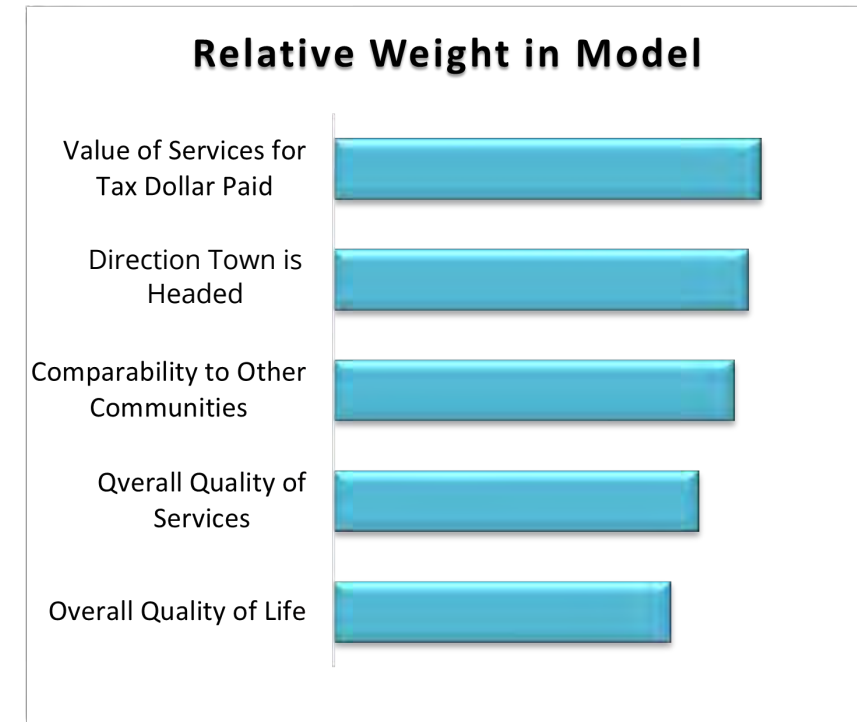
About the 5-Star Rating

ReconMR's community research programs include a robust theoretical and mathematical index, a 5-Star Rating, that measures the overall quality of governance and vision in the community. The 5-Star Rating is a composite index that captures the essence of residents' perceptions of their quality of life and how well the governing agency meets their critical needs and expectations. The rating is computed using the weighted sum of five questions:

1. Overall quality of life,
2. Overall quality of Town services,
3. Perceived comparability to other communities (*that is, "is Castle Rock seen as better or worse than other communities?"*),
4. Direction the community is headed, and
5. Perceived value of services for tax dollars paid.

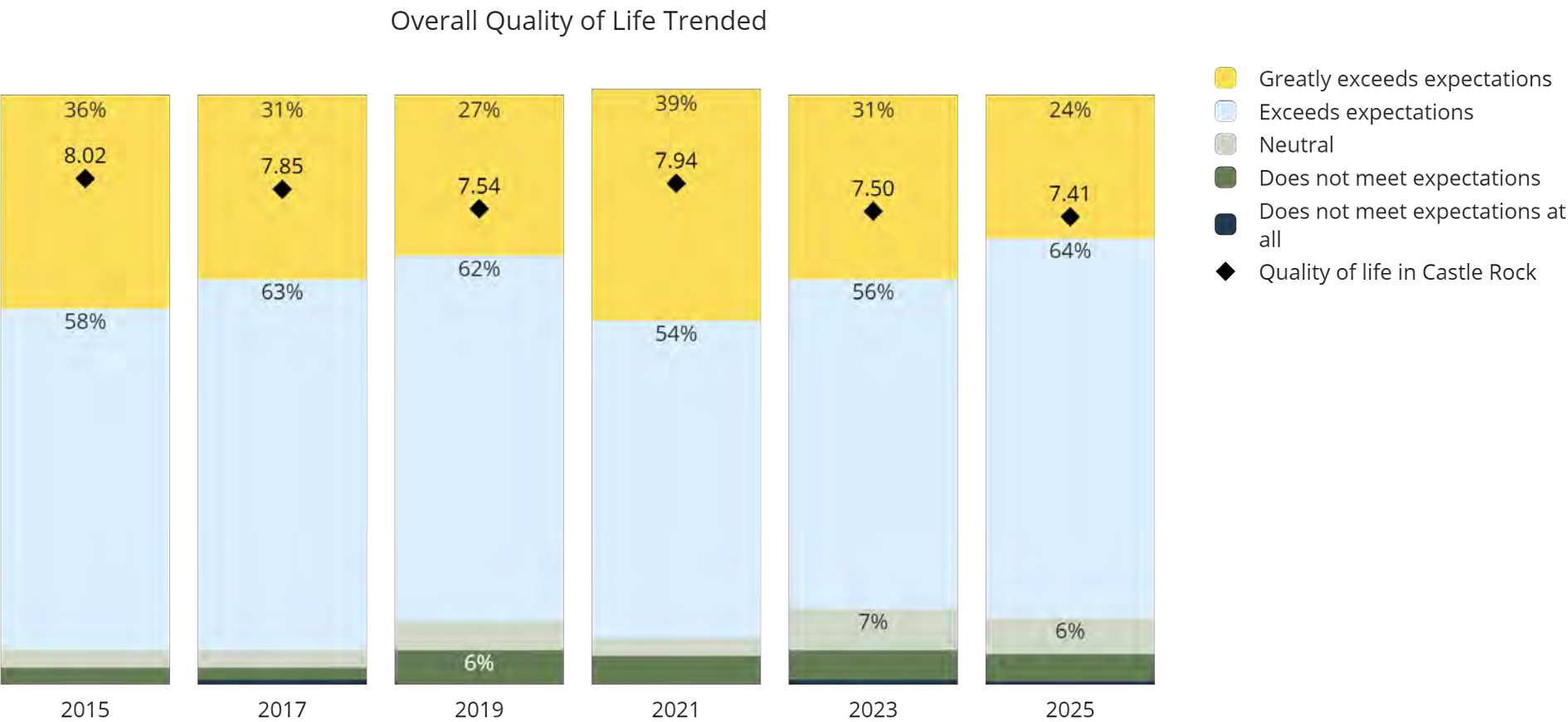
Each question is given a relative weight based on proprietary analysis. The results are then combined using a logarithmic calculation to create the Town's 5-Star Rating.

The model was initially developed in 2007 then revisited and updated in 2019. The updated model was first used in the 2019 survey and has been retroactively applied to the 2015 and 2017 surveys.



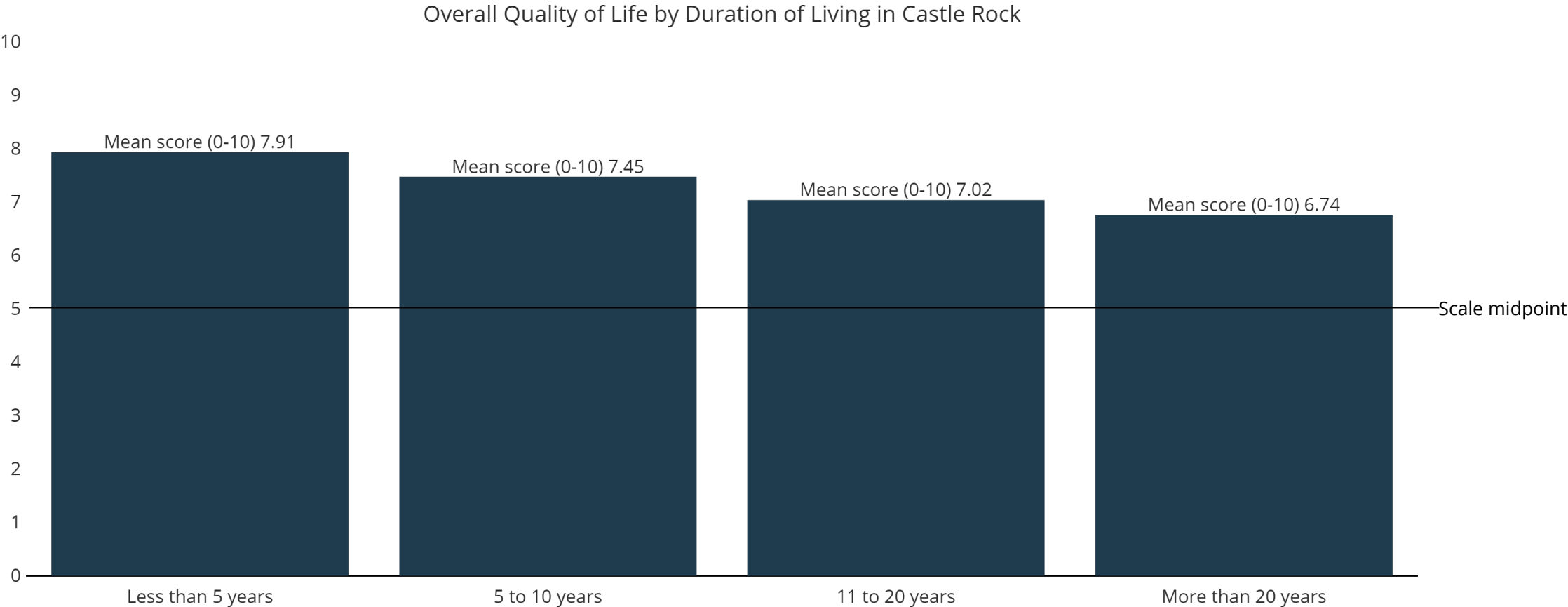
Overall Quality of Life

Approximately 90% of residents reported that the quality of life in Castle Rock meets or exceeds expectations, with roughly 25% indicating it greatly exceeds expectations. However, the proportion of residents rating quality of life as "greatly exceeding expectations" has declined steadily since 2021.



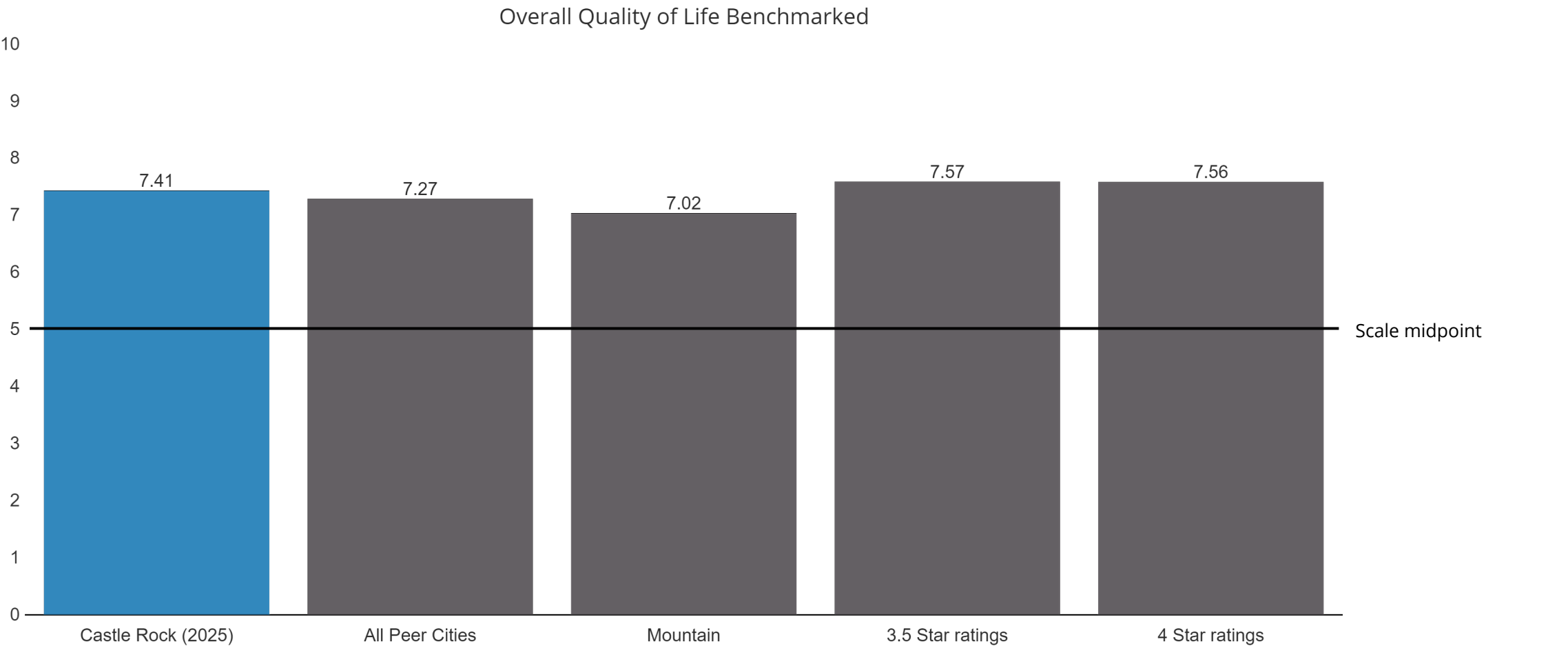
Overall Quality of Life Comparisons

Residents who have lived in Castle Rock for less than 5 years give higher ratings than those who have lived in the Town for more than 10 years. Those who have lived in Castle Rock for more than 20 years give lower ratings than those who have lived in the Town for 10 years or less.



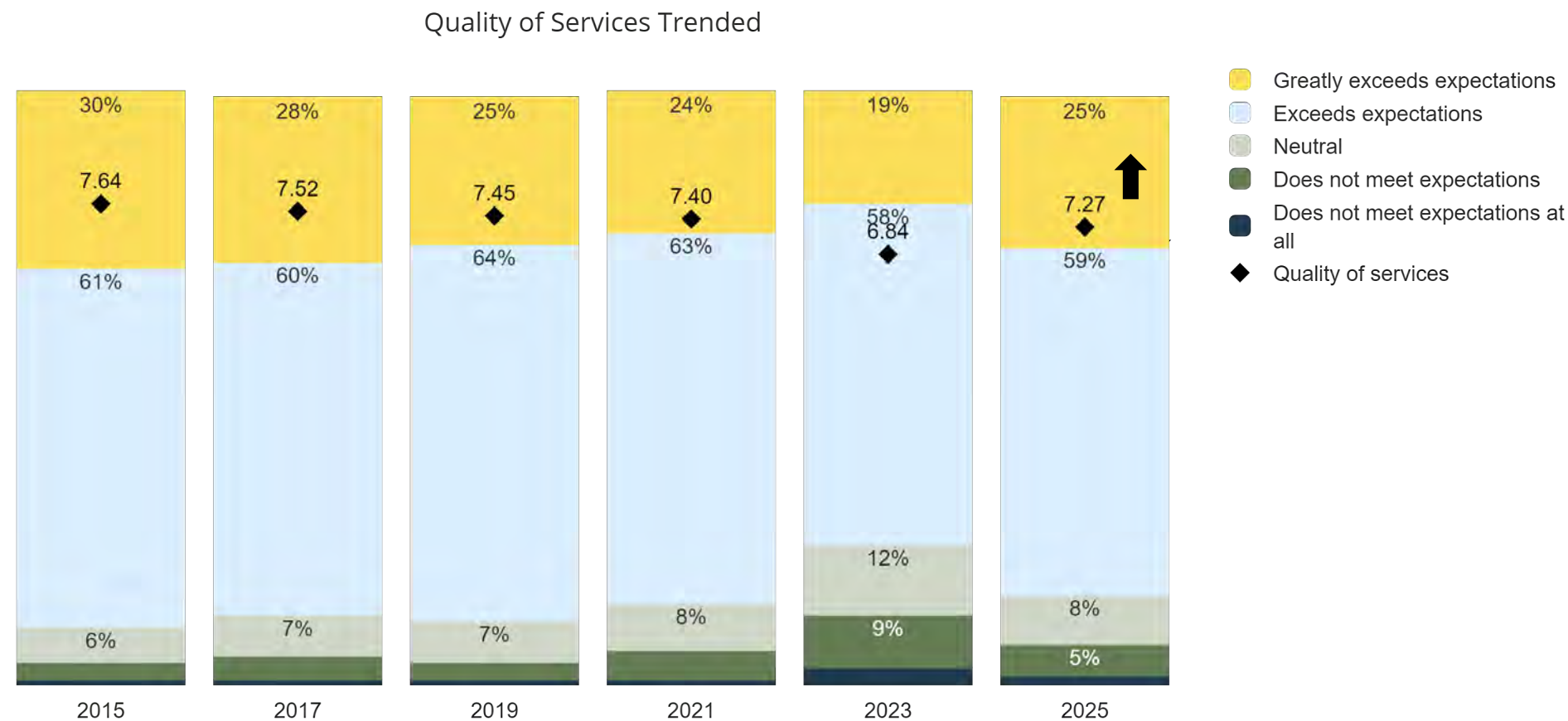
Quality of Life Benchmarking

Castle Rock scores similar to the overall rating given by 3.5 Star cities and 4 Star cities in terms of quality of life. It performs higher than other benchmark cities in the Mountain region.



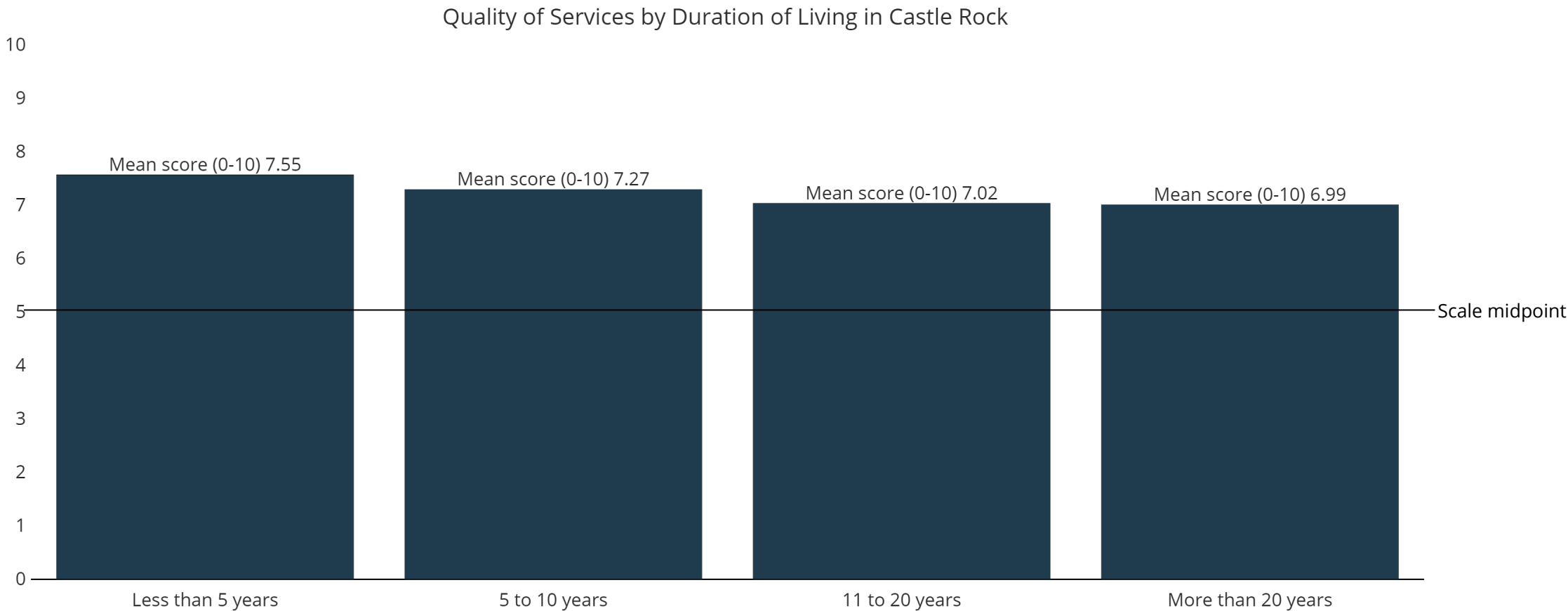
Quality of Town Services

In 2025, 84% of residents said that the quality of Town services exceeds or greatly exceeds expectations. The proportion of residents rating Town services as "greatly exceeding expectations" has significantly increased since 2023.



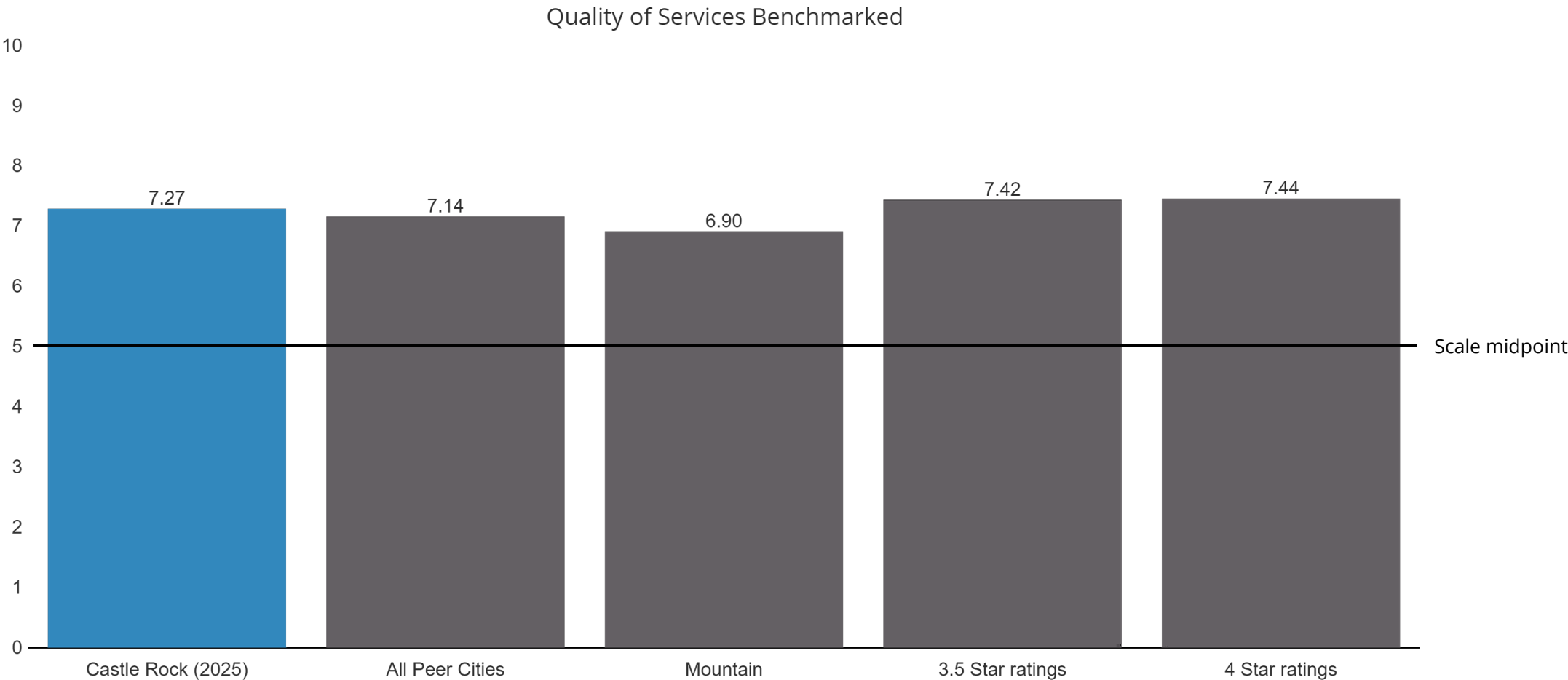
Quality of Services Comparisons

While the overall rating is above the midpoint (5), longtime residents rate the quality of services significantly lower than those living in Castle Rock for 10 years or less.



Quality of Services Benchmarking

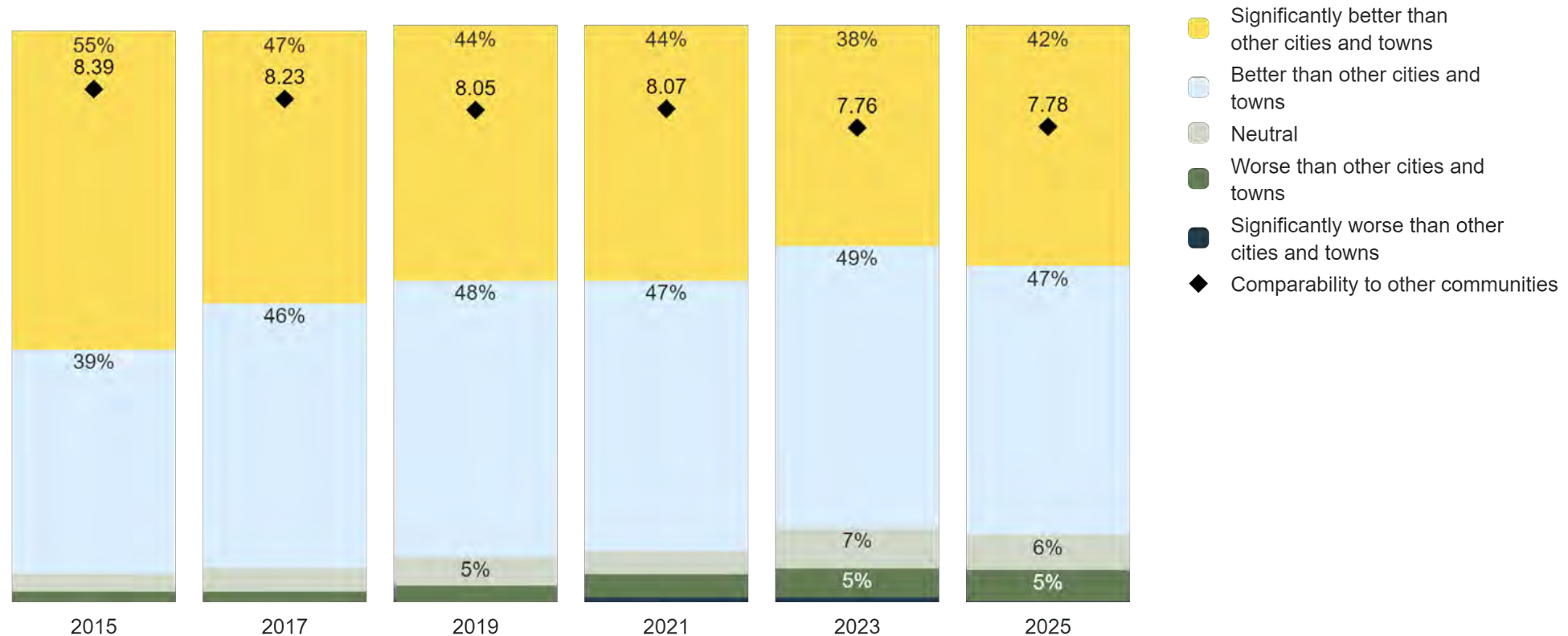
Castle Rock scores similar to peer cities relative to the quality of Town services.



Comparability to Other Communities

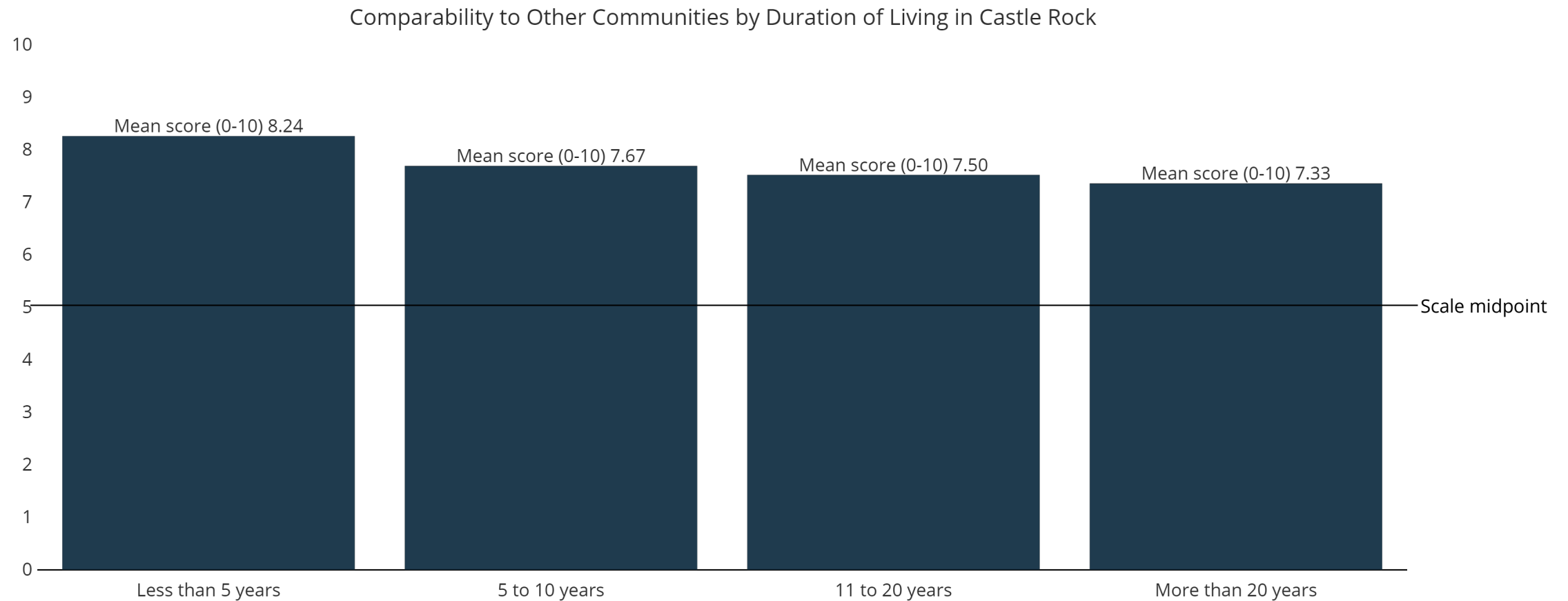
Nearly nine of 10 residents said that Castle Rock is better or significantly better than other cities and towns. The mean rating has remained consistent since 2023.

Comparability to Other Communities Trended



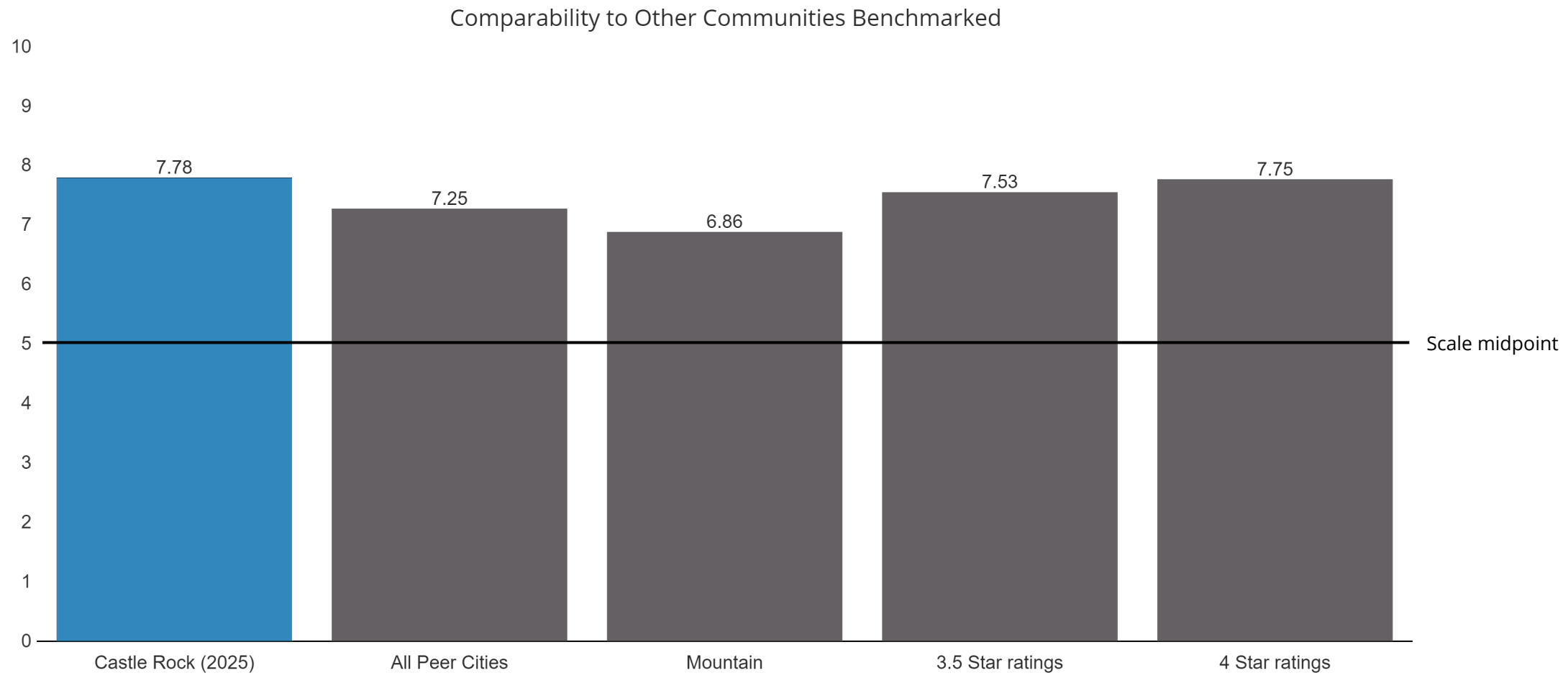
Comparability Comparisons

Nearly nine in 10 residents rated Castle Rock as a better or significantly better place to live than other communities. Ratings are related to length of residency. Those living in Castle Rock for 10 years or less rate the Town as a better place to live (compared to other cities/towns) than 11+ year residents.



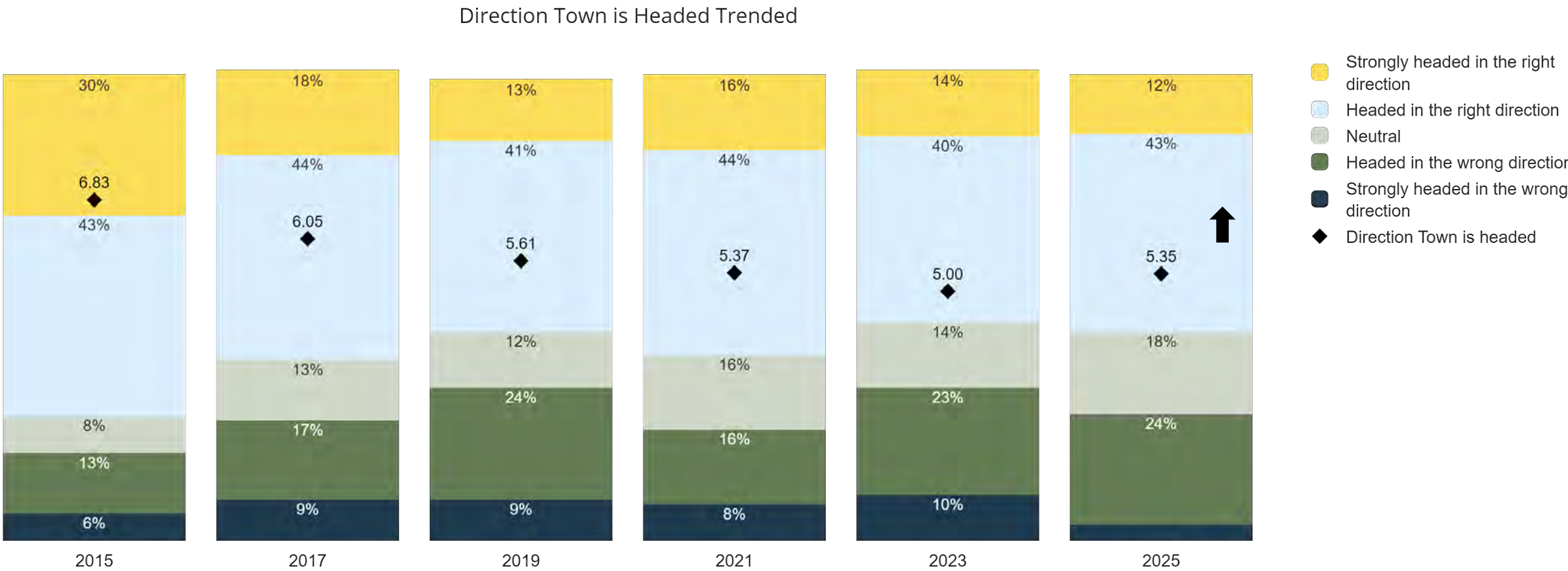
Comparability Benchmarking

When asked to rate how residents feel the Town compares to other cities and towns, residents rate Castle Rock higher than the overall average of peer cities and other Mountain region communities. The Town scores similarly to 4 Star communities.



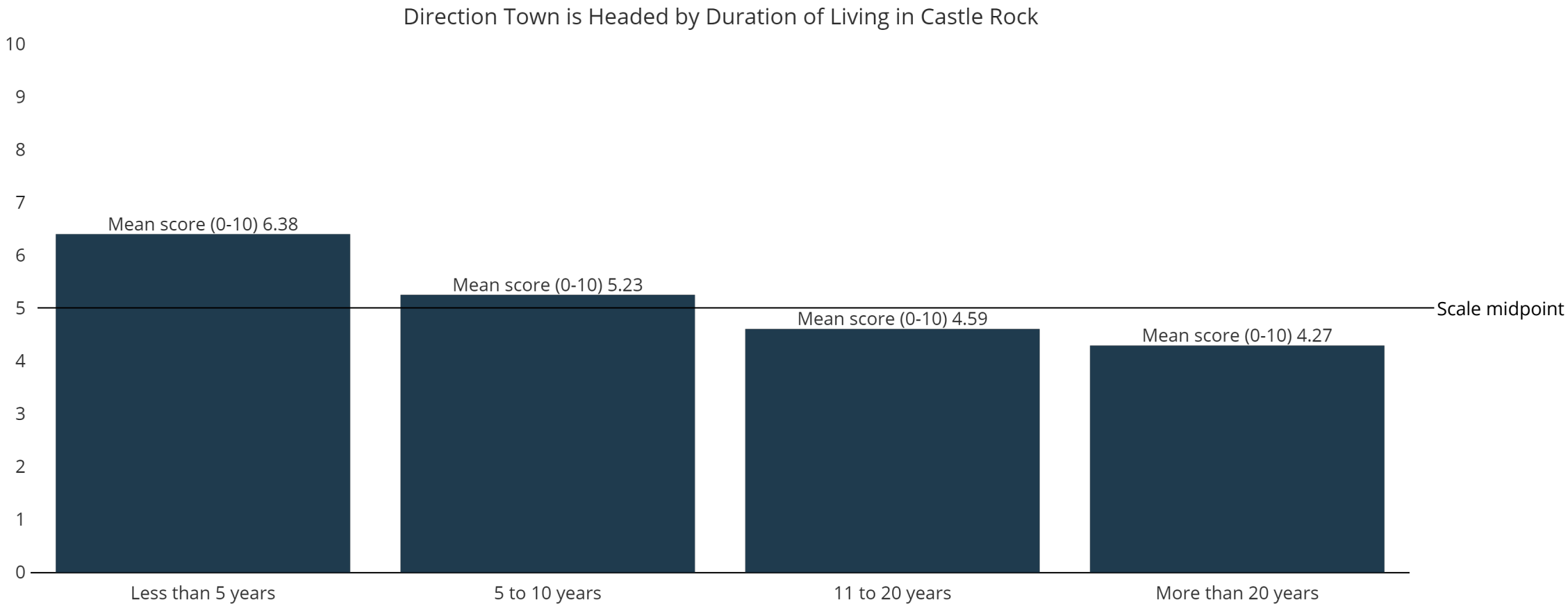
Direction Town is Headed

Just over half of Castle Rock residents believe the Town is headed in the right direction. Ratings (as measured by the mean) have increased for the first time since 2019.



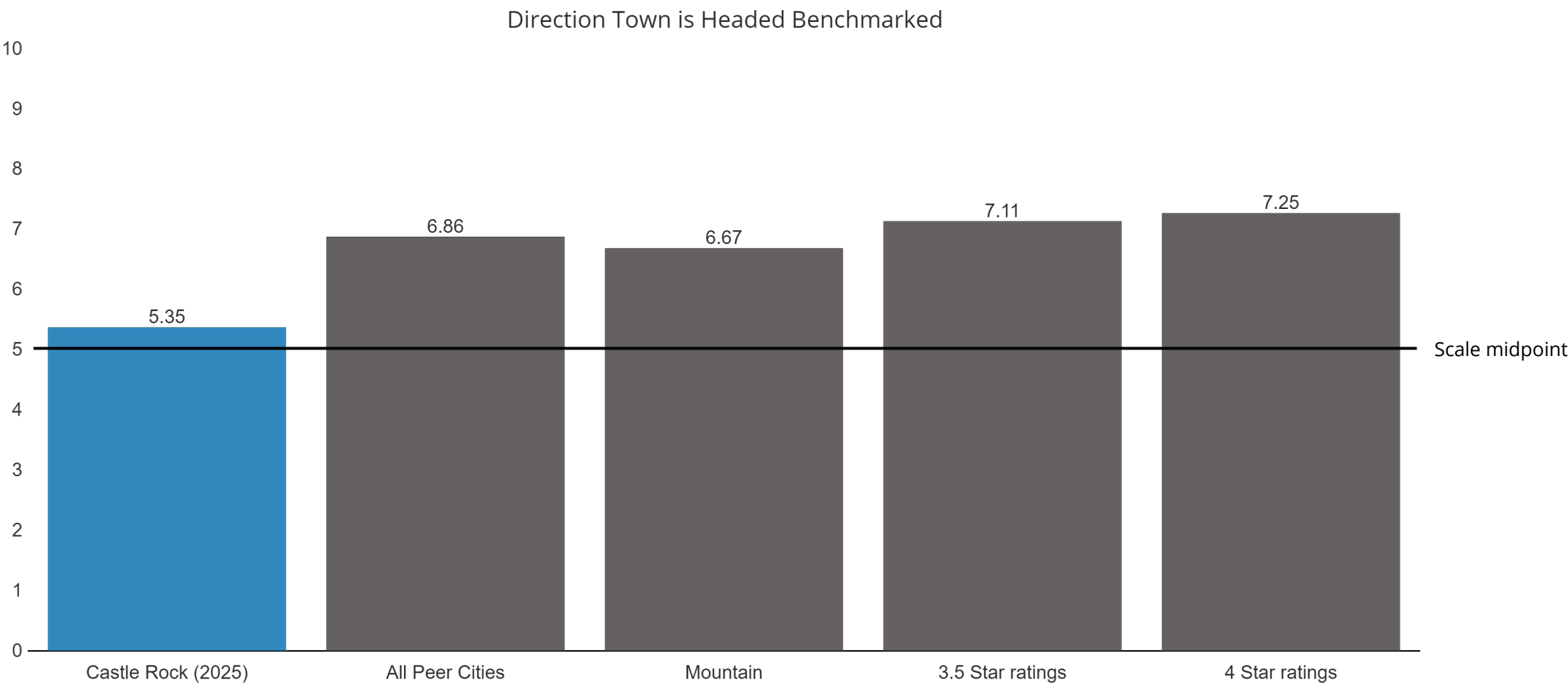
Direction Headed Comparisons

Residents who have lived in Castle Rock for less than 5 years are more likely to believe the Town is headed in the right direction compared to those who have lived in the Town longer.



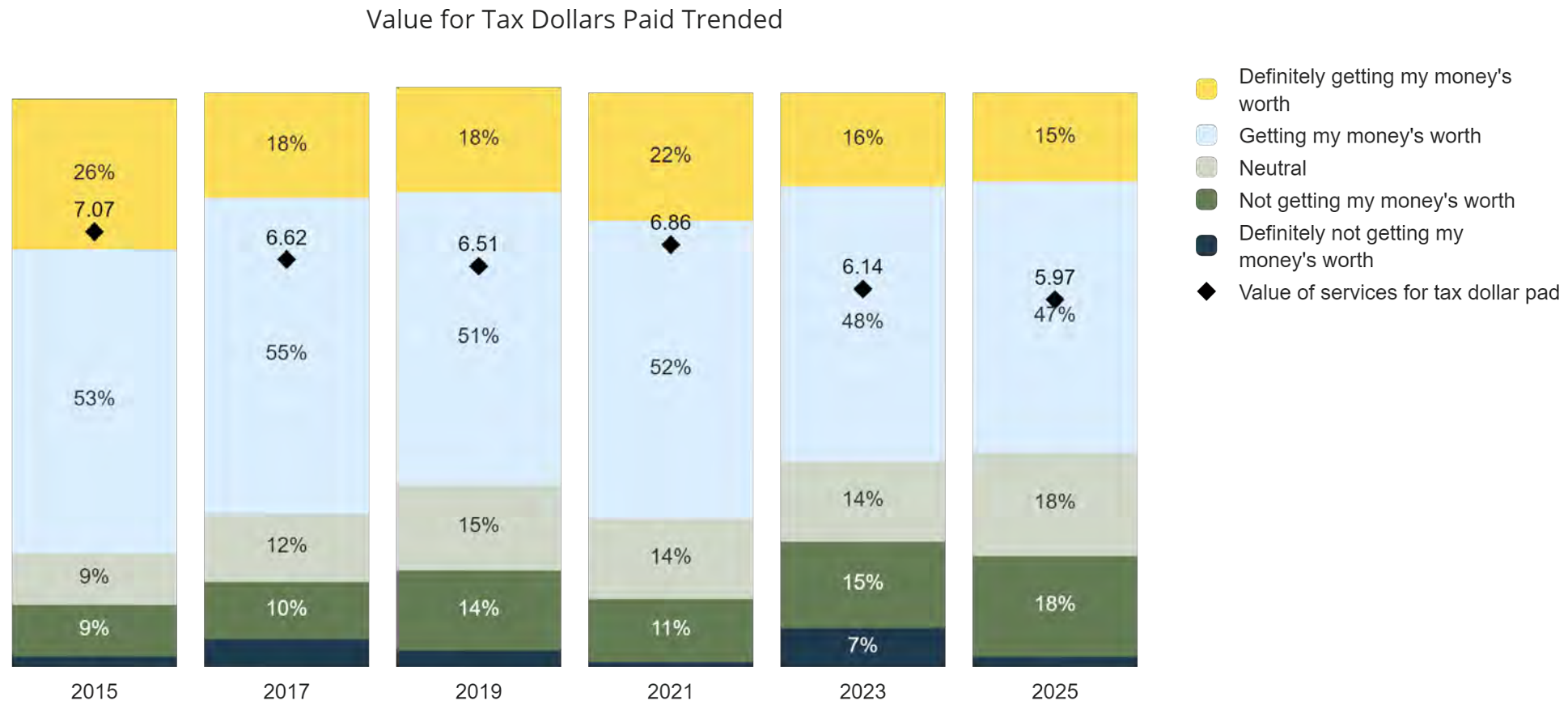
Direction Headed Benchmarking

Castle Rock scores lower than peer cities regarding the perceived direction the Town is headed.



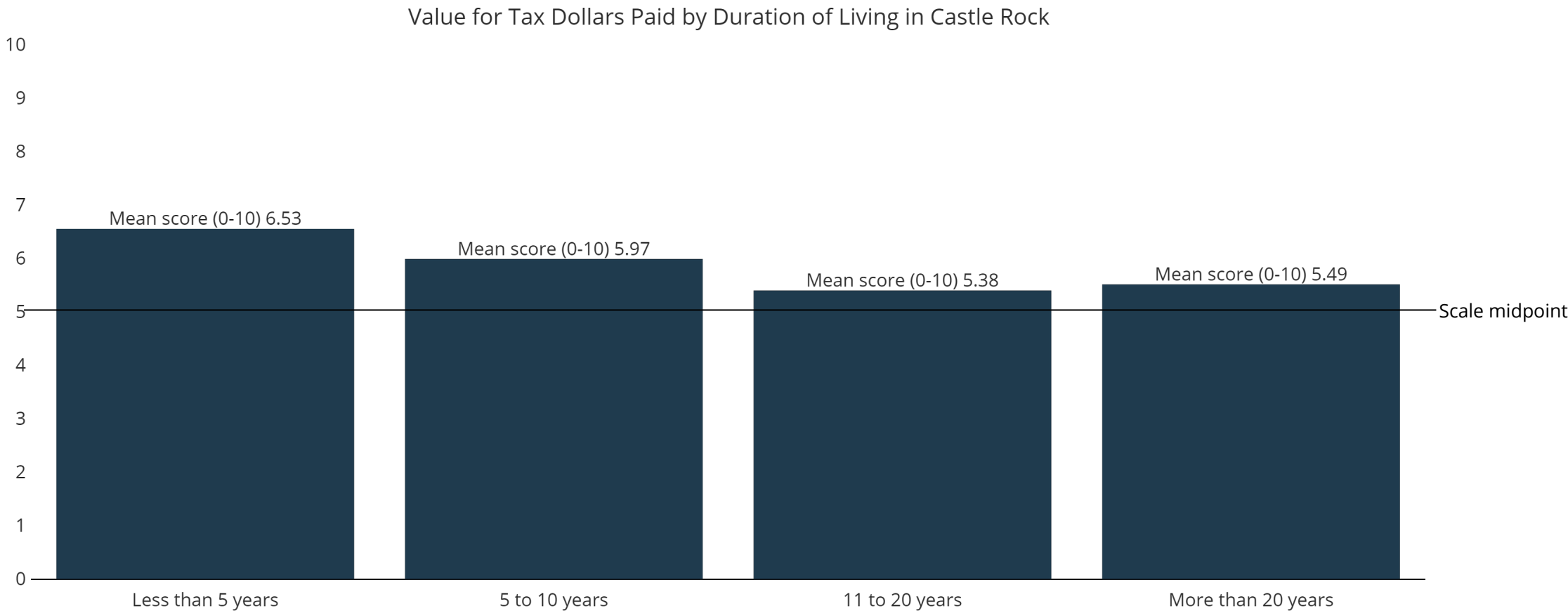
Value for Tax Dollars Paid

Nearly two-thirds of residents say they are getting their money's worth for their tax dollars. The average rating for value decreased between 2021 and 2023 and has remained the same between 2023 and 2025. About one out of five residents feel they are not getting their money's worth.



Value for Taxes Comparison

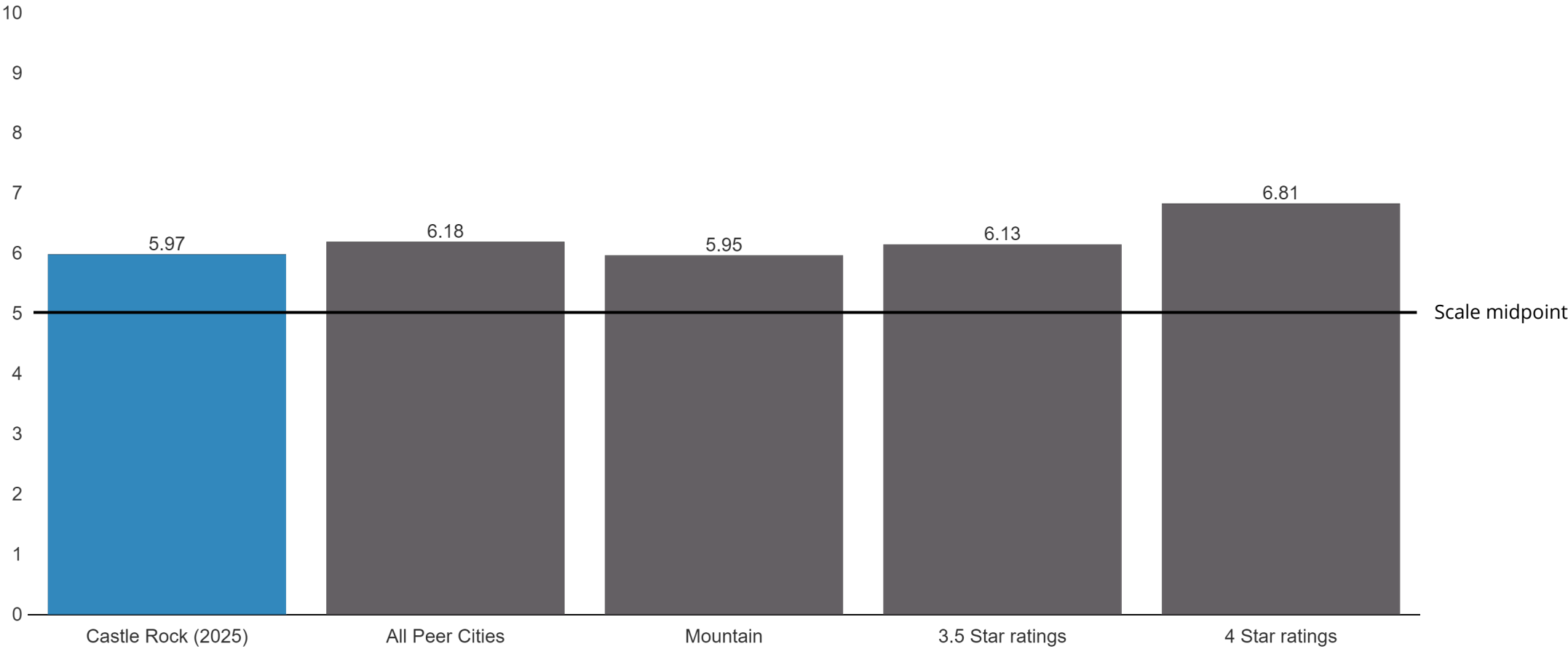
Residents who have lived in Castle Rock for less than five years are significantly more satisfied with the value of their tax dollars than residents of 20+ years. Those living in Castle Rock for less than 5 years rate the value of service for the tax dollar paid significantly higher than those who have lived in the town for 5+ years.



Value for Taxes Paid Benchmarking

Castle Rock scores similar to other Mountain region communities and 3.5 star communities with regard to the value of services provided for their tax dollars. The Town scores lower than 4 Star communities.

Value for Tax Dollars Paid Benchmarked

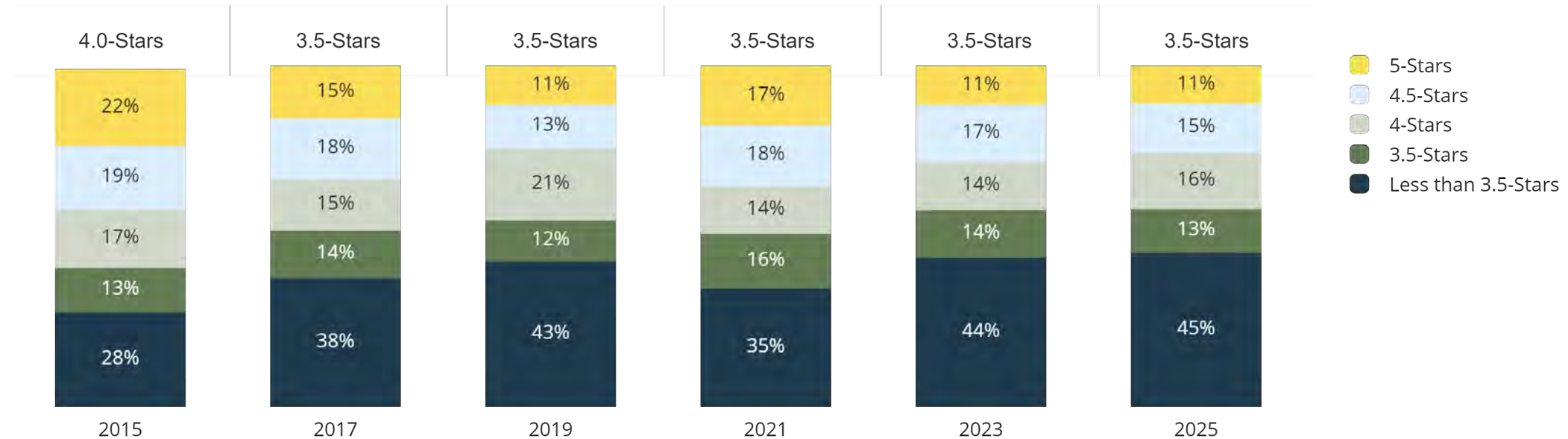


Castle Rock's Star Rating

Overall, Castle Rock receives 3.5-Stars



Castle Rock received a 3.5-star rating in 2025. The changes seen in the rating distributions from 2017 to 2025 are within the margin of error, meaning they are not significant.



5-Star rating is calculated using the weighted sum of five questions presented in this section.

Key Community Questions



About Community Questions

The 2025 Community Survey asked 22 questions regarding the quality of, and residents' perceptions of, various aspects of the Town of Castle Rock that were used in the Key Community Question analysis.

Factor analysis was performed using these questions and resulted in the formation of four key groupings of questions. Factor analysis is a type of advanced analytics that looks at the responses to multiple questions and groups questions with highly correlated responses into factors. All of the key community questions were analyzed, and the results showed that many of the answers were highly related (i.e., individual responses to questions dealing with safety were very similar). The scores of the related questions are combined to create a new variable, in this case called a dimension.

The table on the next page shows which questions were highly related to one another and how they were grouped to create each of the four dimensions: Public Safety, Local Involvement, Water, and Public Works. Where possible, key community questions are trended from previous Community Surveys. The table also indicates which questions were asked in each of the previous surveys. If similar questions were asked, that will be noted, and wording differences will be shown.

Note that although questions may have been asked in previous years, the factor analysis is performed independently each year. Thus, comparing dimensions year over year is not recommended.

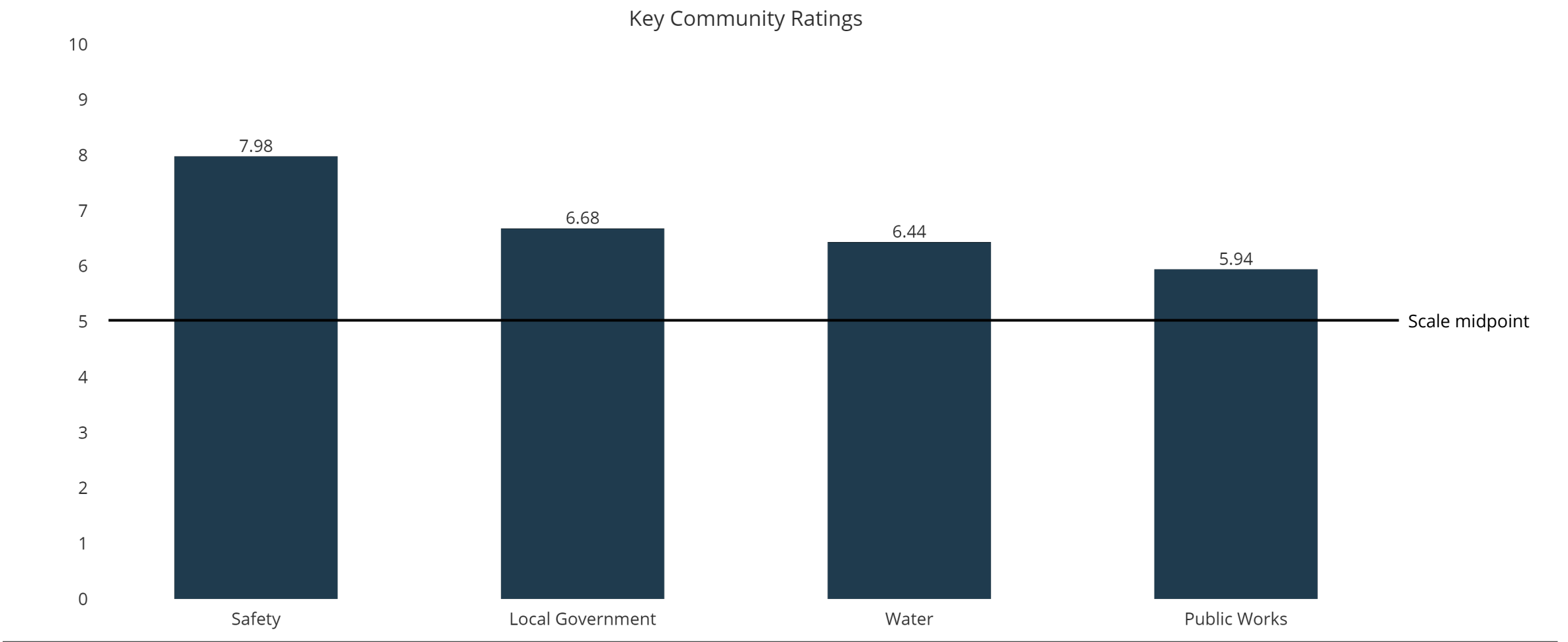
The use of factor analysis to create these dimensions simplifies reporting and provides for a more stable model when running other analytics, such as the Drivers Analysis later in this report.

Community Question Grouping

		2015	2017	2019	2021	2023	2025
Safety	Overall, how would you rate the approachability of Police Officers in Castle Rock	X	X	X	X	X	X
	Overall, how confident are you in the Town's Police Department to provide a safe and secure community		X	X	X	X	X
	Overall confidence of Castle Rock Fire and Rescue to respond to emergencies			X	X	X	X
	Police response time	X	X		X	X	X
Local Government	Keeps residents informed regarding Town happenings and initiatives	X	X	X	X	X	X
	Seeks residents' involvement and input	X	X	X	X	X	X
	Keeps residents informed regarding parks and recreation initiatives		X	X	X	X	X
	Keeps residents informed regarding Castle Rock water initiatives		X	X	X	X	X
Water	Customer service		X	X	X	X	X
	Value of service for rates paid	X	X	X	X	X	X
	Securing and managing long-term water supplies	X	X	X	X	X	X
	The overall quality of the water	X	X	X	X	X	X
	Providing a water bill that is easy to understand		X		X	X	X
	Water conservation programs	X	X		X	X	X
	Management of stormwater						X
Public Works	Operation of the wastewater/sewer system						X
	Overall condition of the road surface	X	X	X	X	X	X
	Traffic signal timing	X	X	X	X	X	X
	Level of congestion on the streets	X	X	X	X	X	X
	Overall convenience and accessibility of the roads in Castle Rock	X	X	X	X	X	X
	Cleanliness of the streets	X	X		X	X	X
	Adequacy of biking lanes and multi-use paths		X		X	X	X

Key Community Ratings

All four groups rate above the mid-point (5). The Town receives highest ratings for public safety and the lowest for public works.



Driver Analysis



About Driver Analysis

Driver analysis has routinely been done to assist the Town in understanding the relative importance and performance of Town services.

The driver analysis is performed using the following steps:

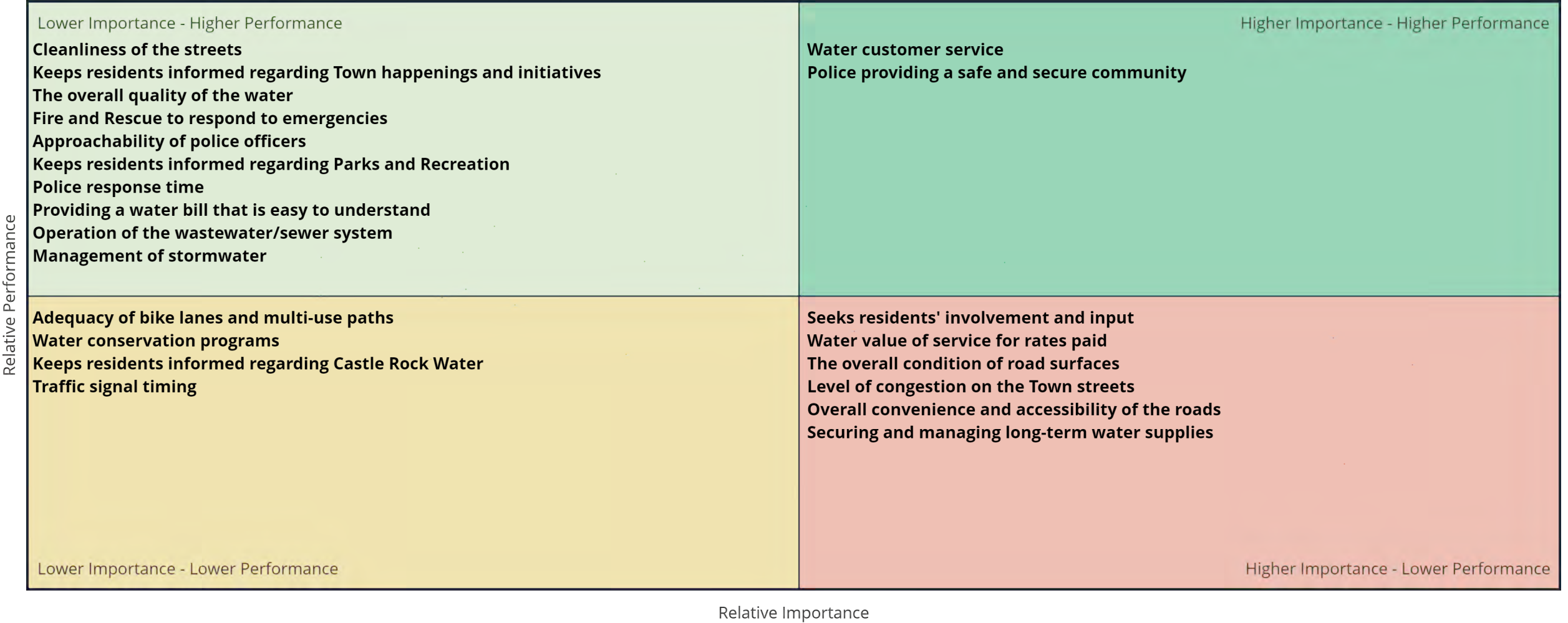
1. Questions (called "attributes in this report") are reviewed and grouped into similar categories, called Dimensions.
2. The attributes used within each Dimension are standardized. This puts the attributes on a level playing field and provides a better way to compare the performance of the attributes against each other.
3. The dimensions were used as independent variables in Regression analysis (the Star-Rating serves as the dependent variable). This analysis is used to determine the Overall Drivers of the 5-Star rating.
4. Regression analysis is then performed within each Dimension, using the individual attributes as the dependent variables (and continuing to use the Star-Rating as the dependent variable).

The output, shown on the next several pages, provides a powerful, yet easy-to-understand way to determine areas of relative strength and weakness for the Town. In general, the charts can be interpreted as follows:

- Items in the green quadrants are where the Town performs well, and service should be maintained.
- Items in the yellow quadrant are where the Town performs below average, yet these are also areas of below-average importance. The Town should invest if possible.
- Items in the red quadrant are of relatively high importance, yet the Town is performing relatively low compared to the other items. The Town should focus on improving these areas.

Drivers of 5-Star Rating

Within each quadrant, the rows are ordered by importance.



Potential Strategic Priorities



How Strategic Priorities Are Ranked

The survey asked people to share what they feel should be top strategic priorities for Castle Rock. They were asked to select all priorities that are important to them. There were then two follow-up questions.

- First, people were shown the priorities they selected and were asked to choose their most important priority.
- Then, people were shown the priorities they did not select and were asked to choose their least important priority.

The results of these questions help us understand both the rank order of each priority and the relative importance between the potential priorities.

Utility Score

A simple interpretation of the results is to think of the utility scores as answers to this question: *"if you had \$100 to spend on these items, how would you allocate that money?"*

Because utility scores are **ratio** data, the utility score of one priority (like "Trails") can be compared to that of another (like "Parks with gardens"). We can then make statistically valid statements comparing the importance that respondents assign to each priority.

Ex: "Results indicate that 'Trails through natural areas' is twice as important to residents as 'Developing parks with display gardens,' and nearly three times as important as 'Outdoor sports fields or sports courts.'"

Potential Strategic Priorities

- Improving transportation connectivity and relieving traffic congestion
- Managing growth/quality of life
- Protecting natural resources/preserving additional open space
- Providing adequate park and recreation amenities to keep up with neighboring communities
- Providing adequate job opportunities
- Providing a suitable range of housing options
- Maintaining the Town's unique character
- Ensuring outstanding public safety within Castle Rock
- Securing the Town's water future
- Supporting economic development within the Town
- Managing Town finances conservatively

Castle Rock's Strategic Priorities

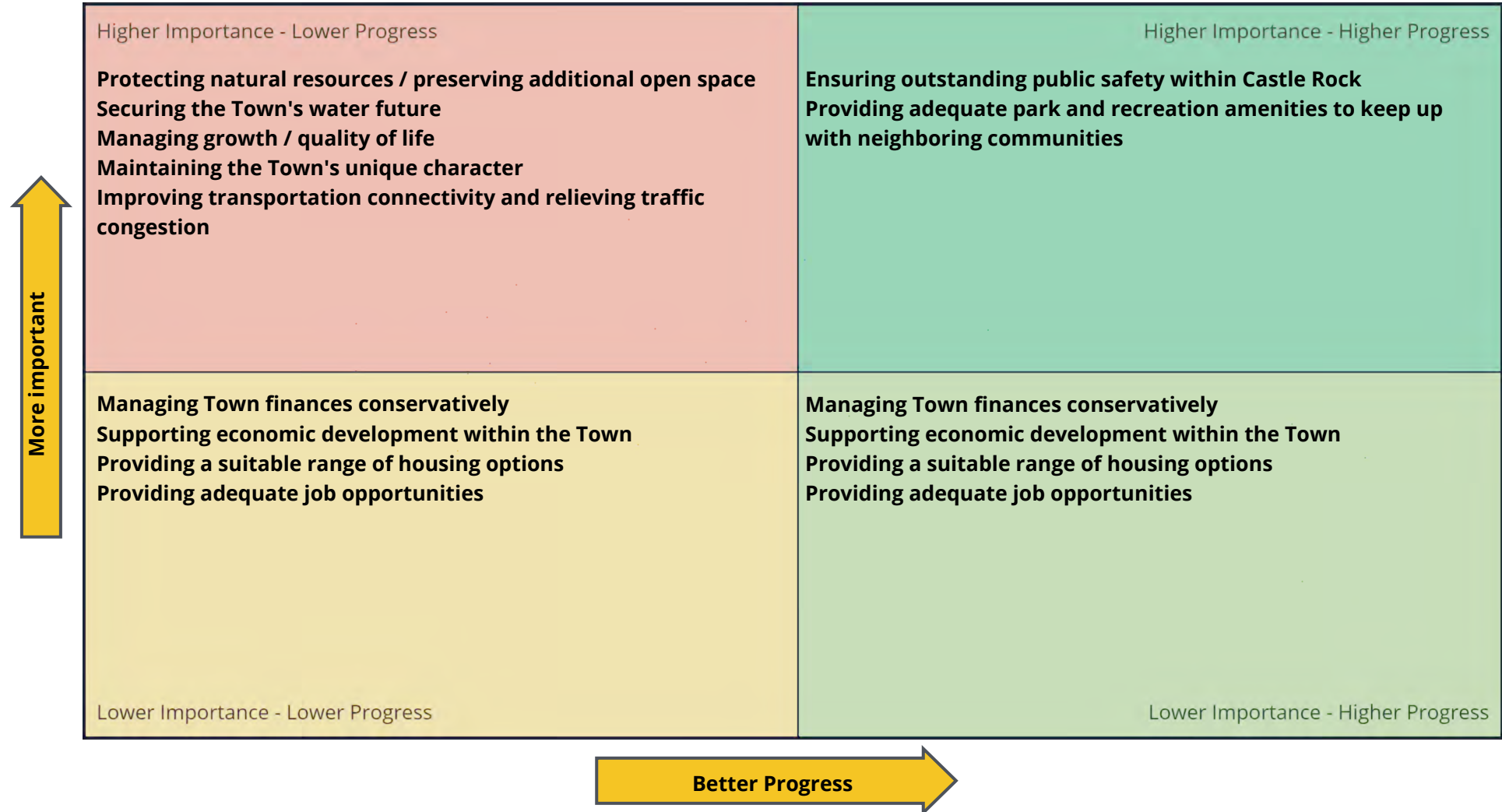
Where Castle Rock is doing well:

- Public safety
- Parks and recreation

Where Castle Rock can improve the most:

- Managing growth and traffic

Within each quadrant, the rows are sorted by how well each core community value aligns with respondents' vision and values for Castle Rock's future.



Importance Scores - Strategic Priorities

Most important strategic priorities:

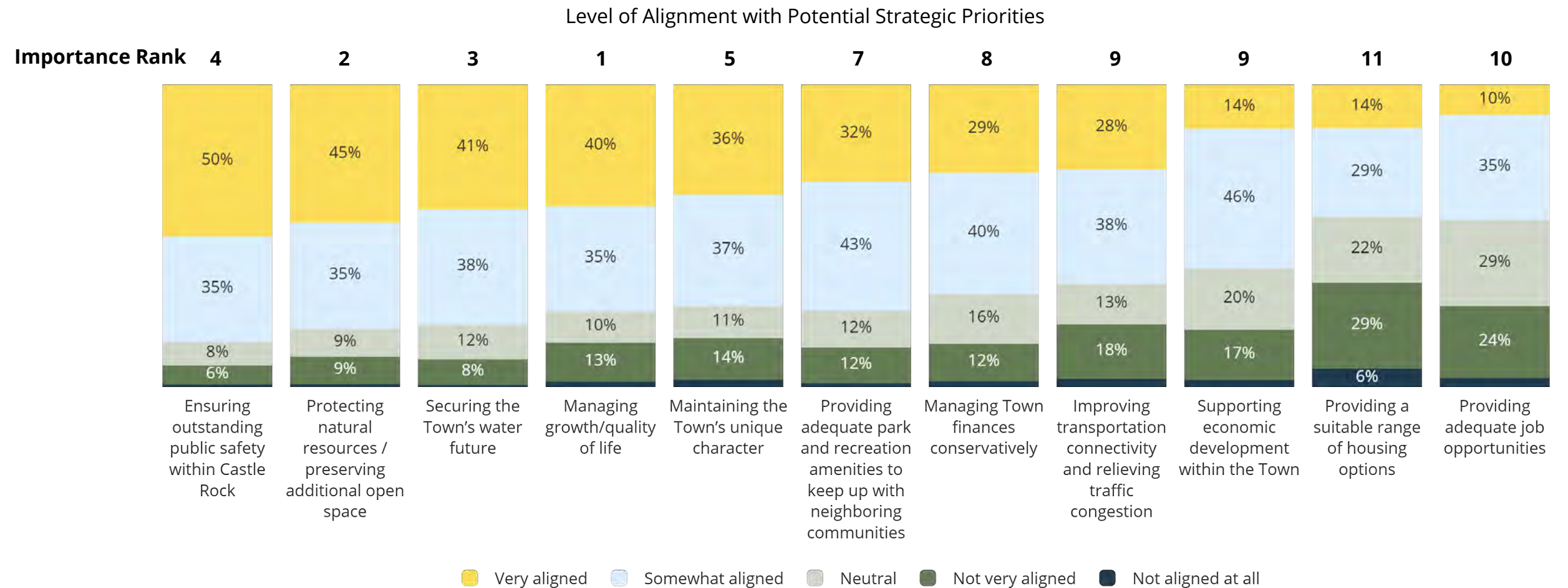
- Managing growth
- Preserving natural resources
- Securing the Town's water future



Town Council sets community priorities based upon various inputs including public feedback. The following is a list of potential priorities for the Town. Please read each item and select all that are important to you. Of those you selected, which is most important to you personally? Of those you did not select, which is the least important to you personally?

Strategic Priority Alignment

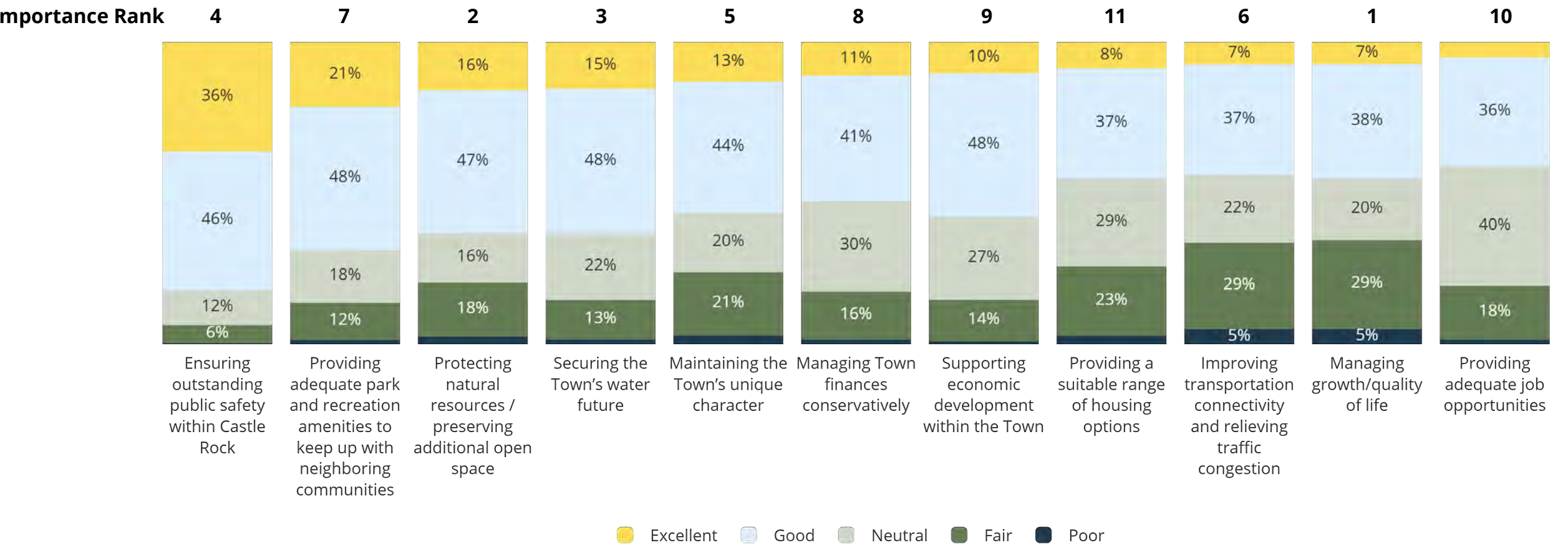
The majority of residents believe each of the potential strategic priorities align with their vision and values for Castle Rock's future. Residents tend to be very aligned with the three strategic priorities at the left.



Progress on Strategic Priorities

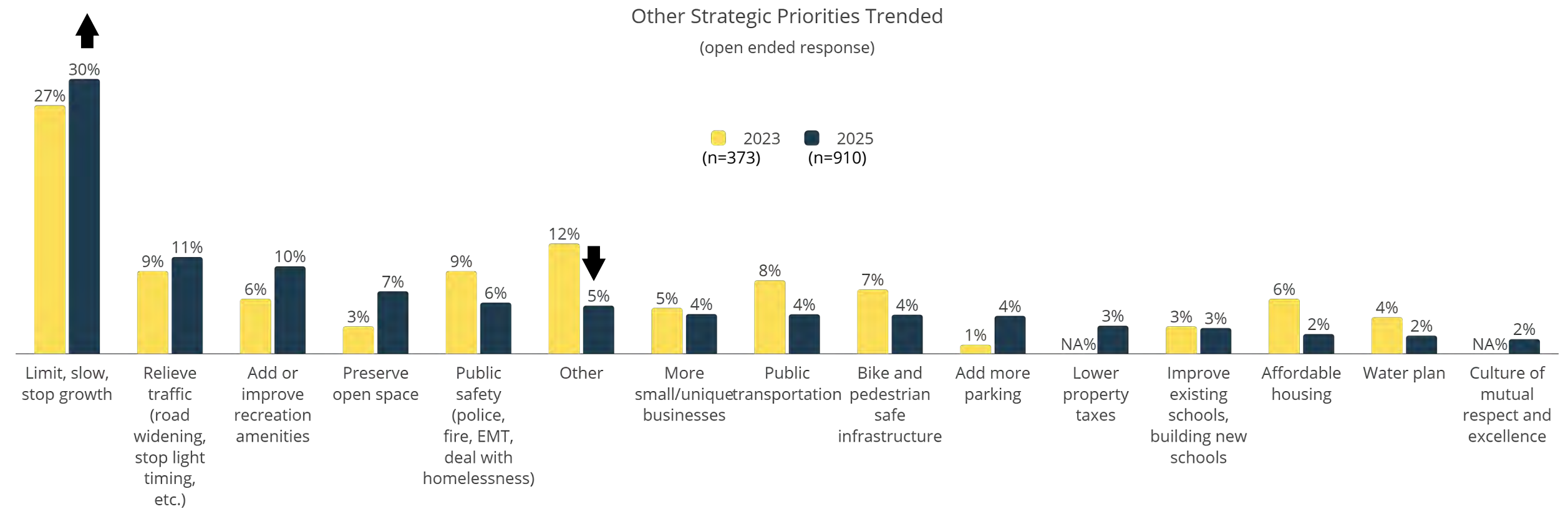
The majority of residents believe the Town has made adequate progress with protecting natural resources and securing the Town's water future, which are the second and third most important strategic priorities. The results indicate room for improvement related to managing growth.

Castle Rock's Progress on Potential Strategic Priorities



Other Strategic Priorities

Residents were asked if there are any other strategic priorities the Town should consider. 910 residents answered this question. The most common theme centered on slowing growth.

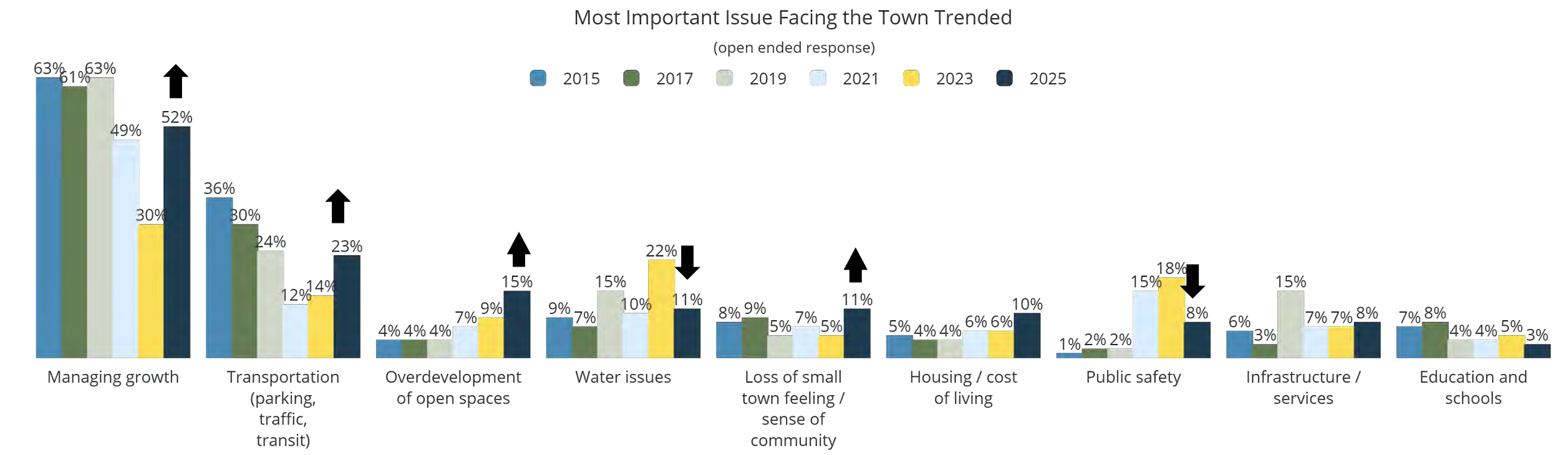


Castle Rock as a Place to Live



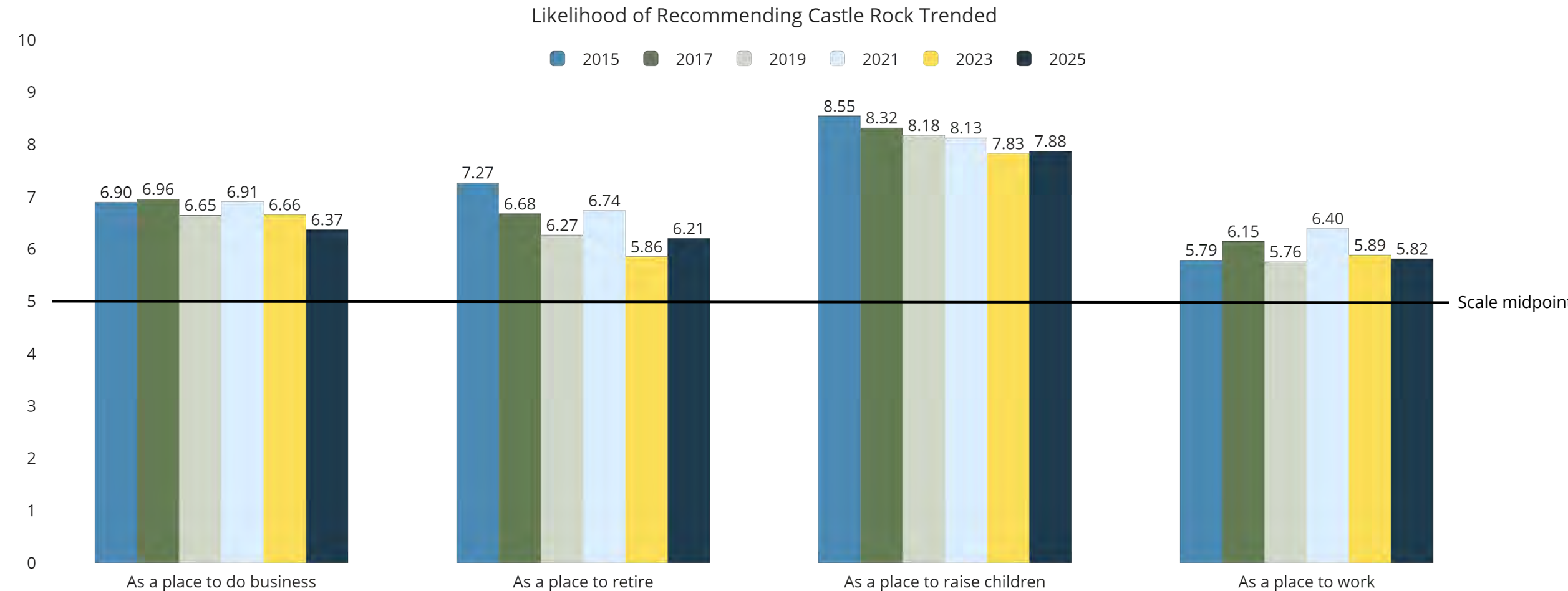
Most Important Issue Facing the Town..

When asked to specify the most important issue facing Castle Rock in the next five years, respondents mentioned managing growth and transportation, including parking, traffic, and transit, most frequently. Many other concerns have risen significantly since 2023, including overdevelopment in open spaces and loss of small-town feeling. There has been a notable decrease in those citing water issues and public safety as issues facing Castle Rock.



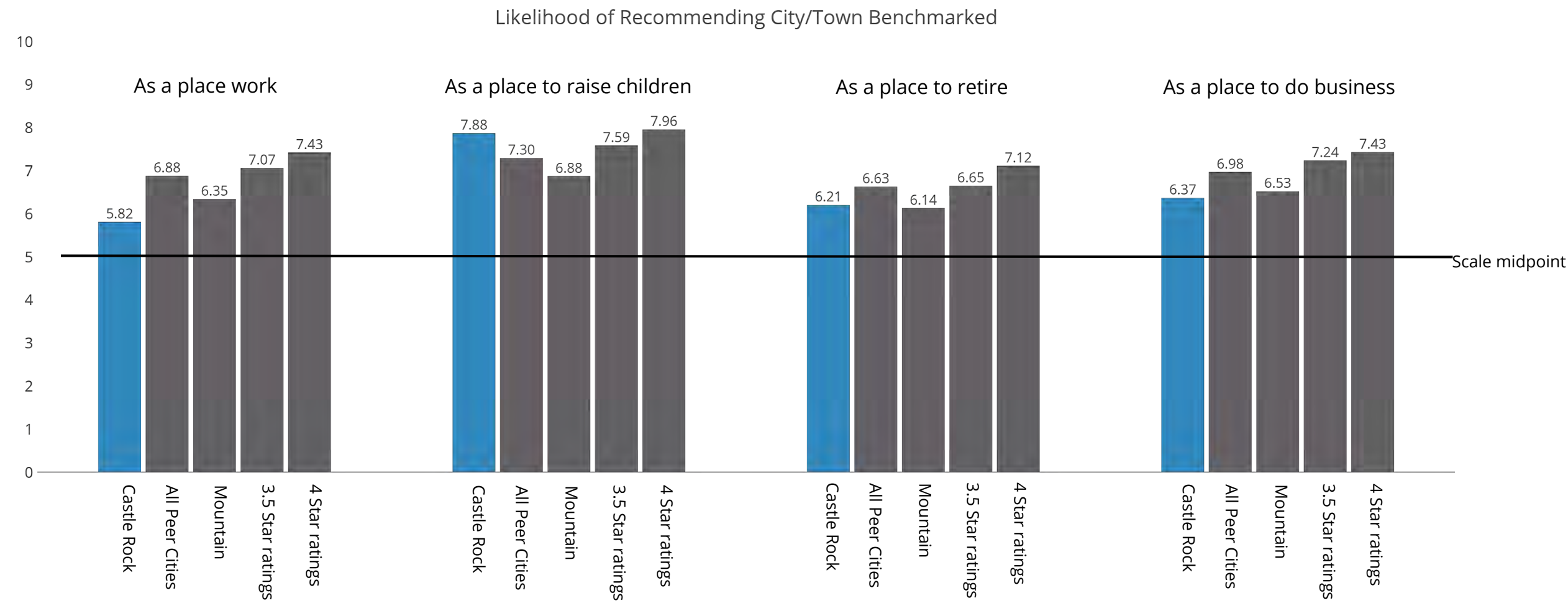
Recommending Castle Rock

Overall, Castle Rock residents are likely to recommend Castle Rock as a place to do business, a place to retire, a place to raise children, and a place to work.



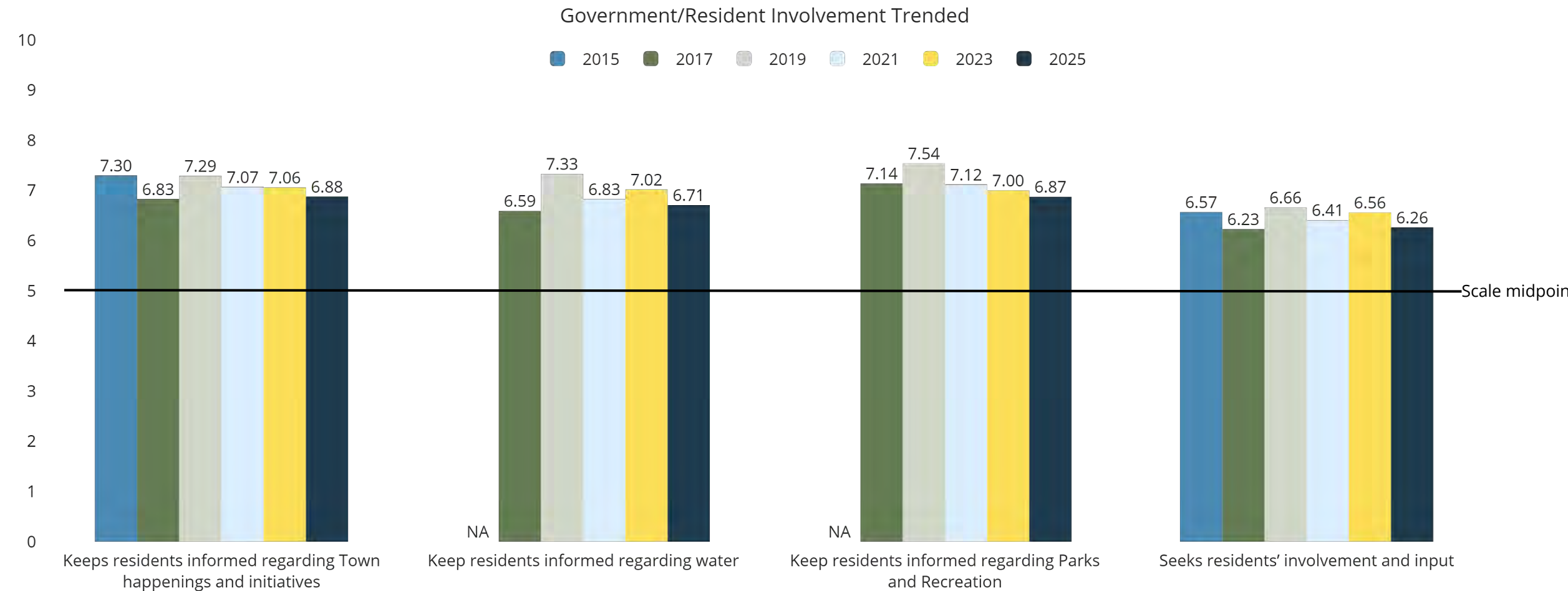
Recommending Castle Rock Benchmark

Overall, Castle Rock scores better than Peer Cities as a place to raise children. Castle Rock trails Peer Cities as a place to work and as a place to do business. Regarding the Town as a place to retire, Castle Rock performs similar to all peer cities and those in the Mountain region.



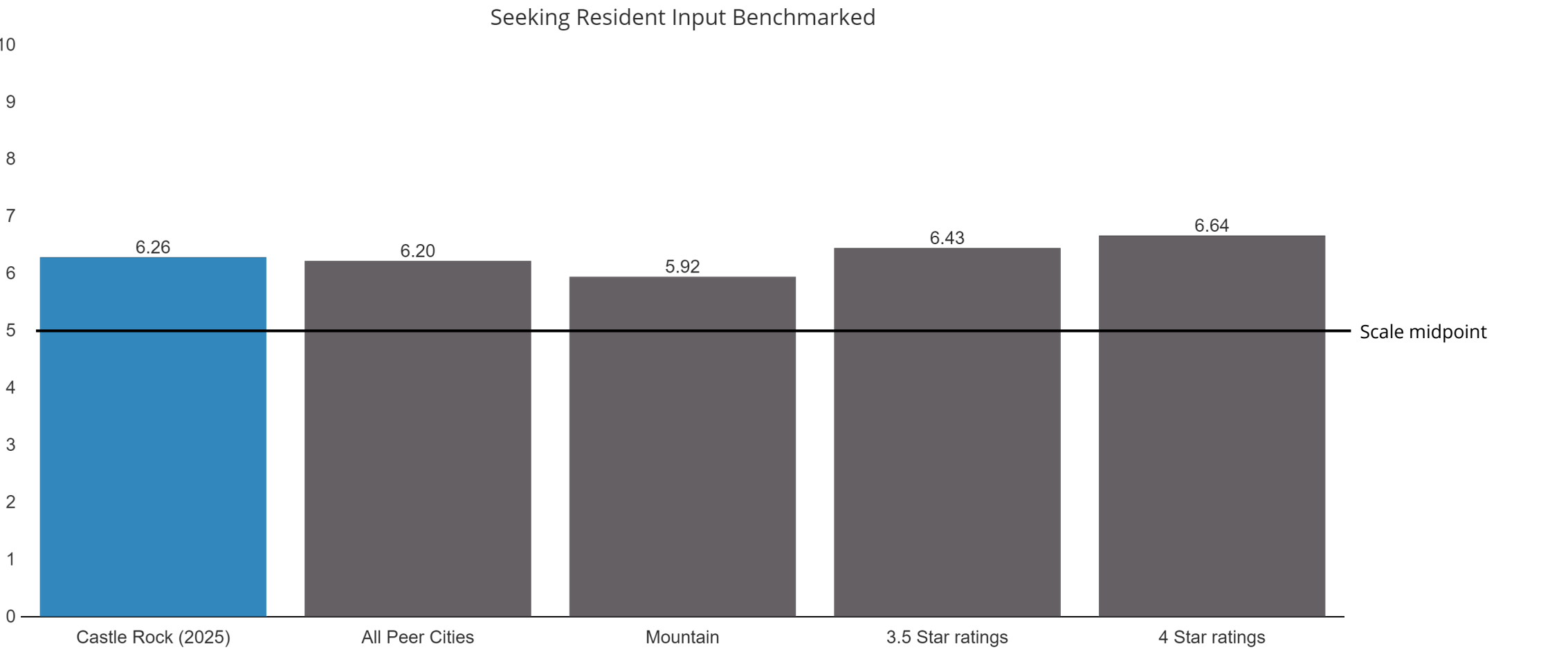
Government/Resident Involvement

Overall, residents agree Castle Rock's local government seeks their input and keeps them informed about Town happenings, water, and parks and recreation. Scores have remained consistent across all categories since 2023.



Seeking Resident Input Benchmarking

Castle Rock scores similar to peer cities, those in the Mountain region, and 3.5 Star communities with regard to their level of agreement that the Town seeks residents' involvement and input.



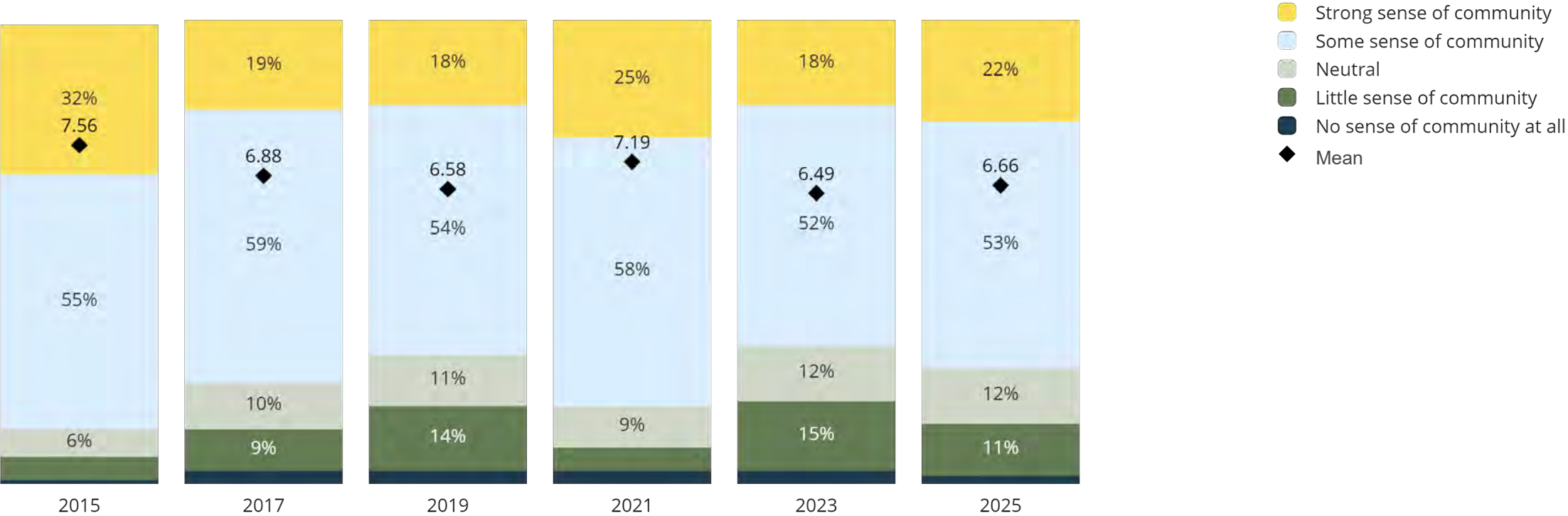
Community Character



Sense of Community

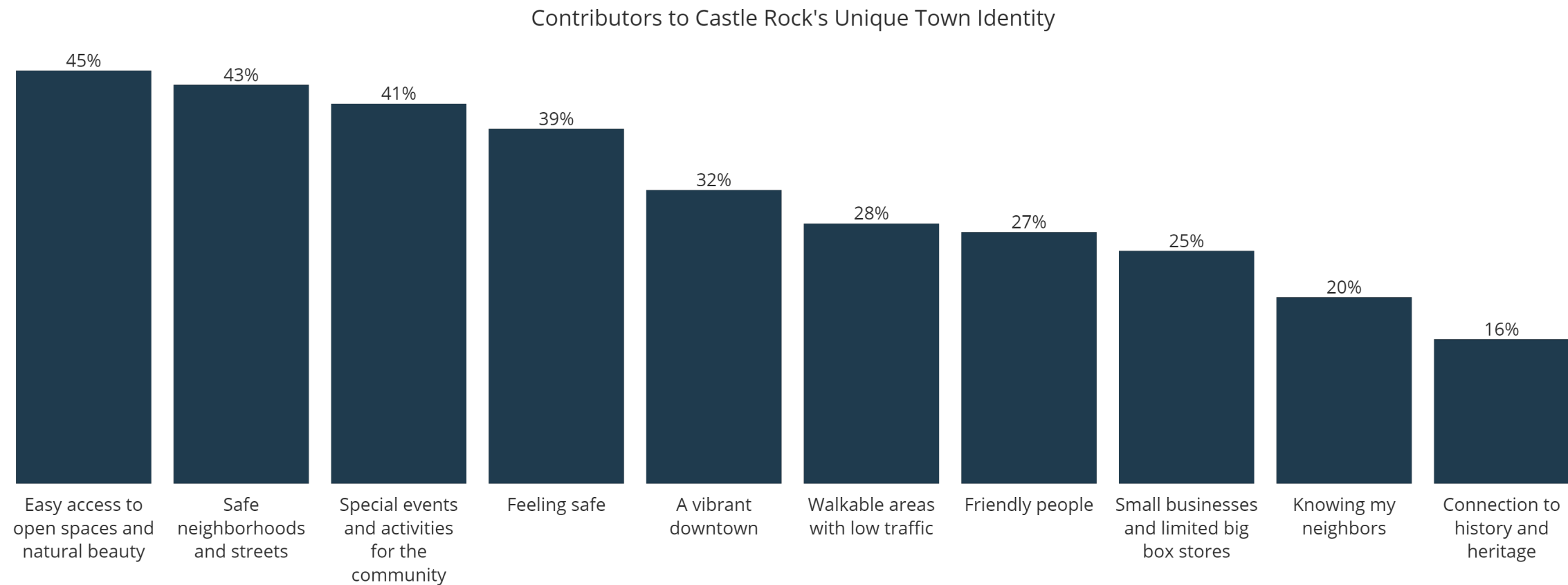
Since the 2023 study, fewer residents in Castle Rock report feeling little to no sense of community. Currently, three in four residents express at least some sense of community. Additionally, there has been an increase in the number of residents who feel a strong sense of community.

Sense of Community in Castle Rock Trended



Contributors to a Unique Identity

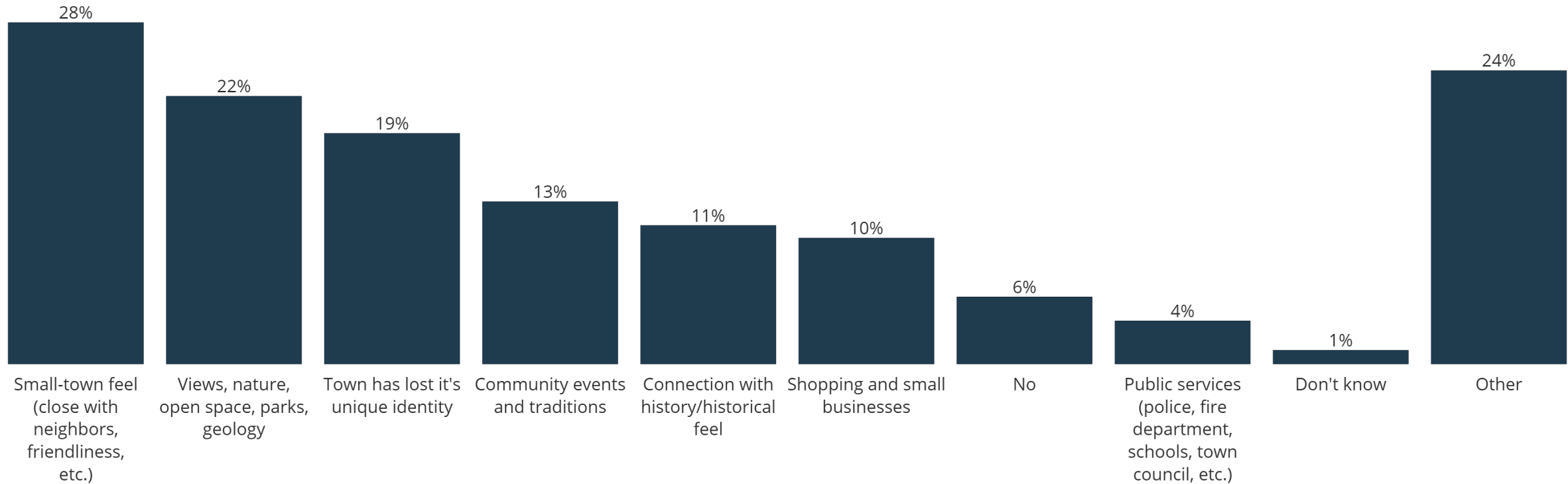
Residents were asked to read a list and select up to five items they feel contributes to Castle Rock's unique Town identity. The three items selected most often are: easy access to open spaces and natural beauty, safe neighborhoods and streets, and special events and activities for the community.



Other Contributors to a Unique Identity

Residents were asked if there are other factors that contribute to the Town's unique identity. 394 respondents answered this question. Small-town feel and items related to natural beauty were most commonly mentioned.

Other Contributors to the Distinct Identity of the Town (open ended response)
(n=394)

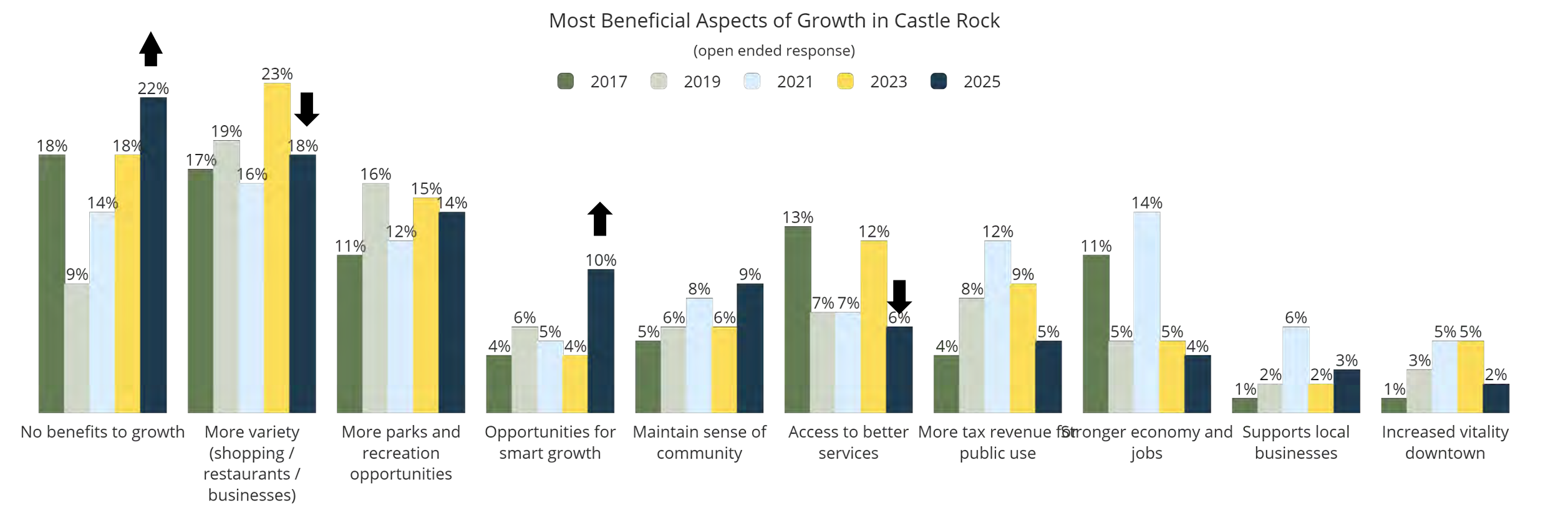


Growth in Castle Rock



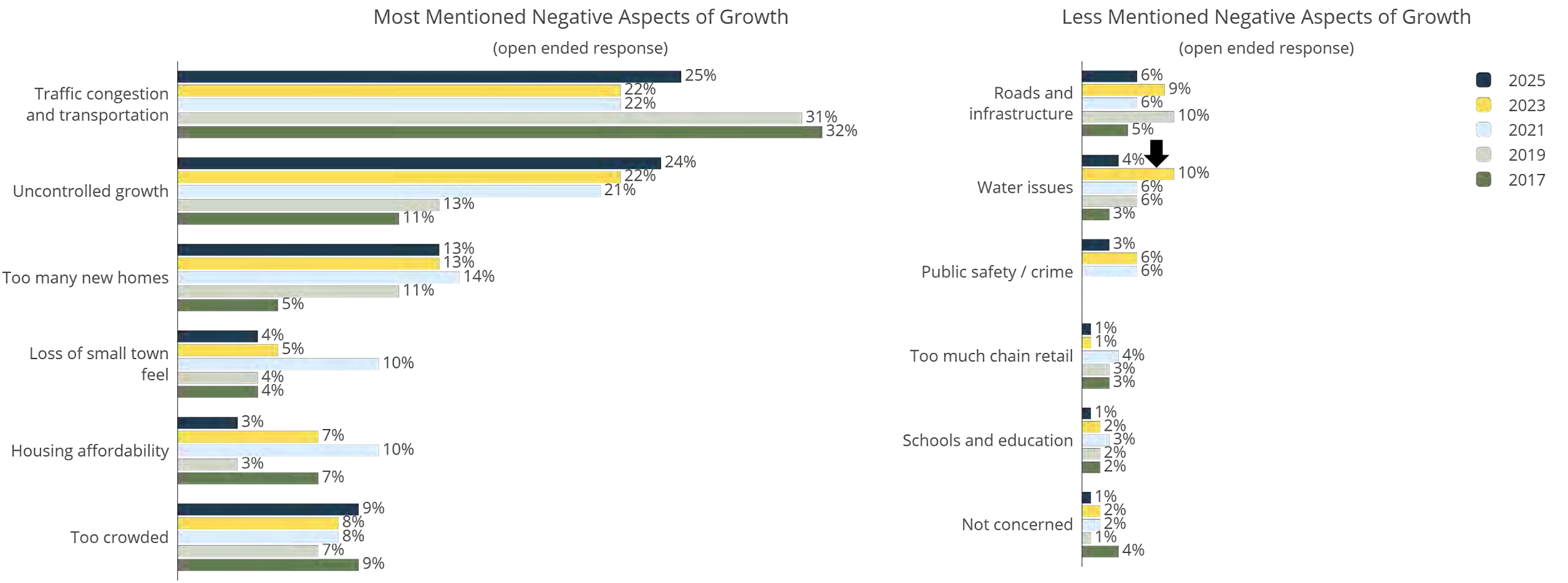
Positive Aspects of Growth

About one-fourth of residents feel there is no benefit to growth in Castle Rock. There was a significant increase in those valuing opportunities for smart growth. Since the 2023 survey, there has been a significant decrease in those appreciating more variety in shopping, restaurants, and businesses.



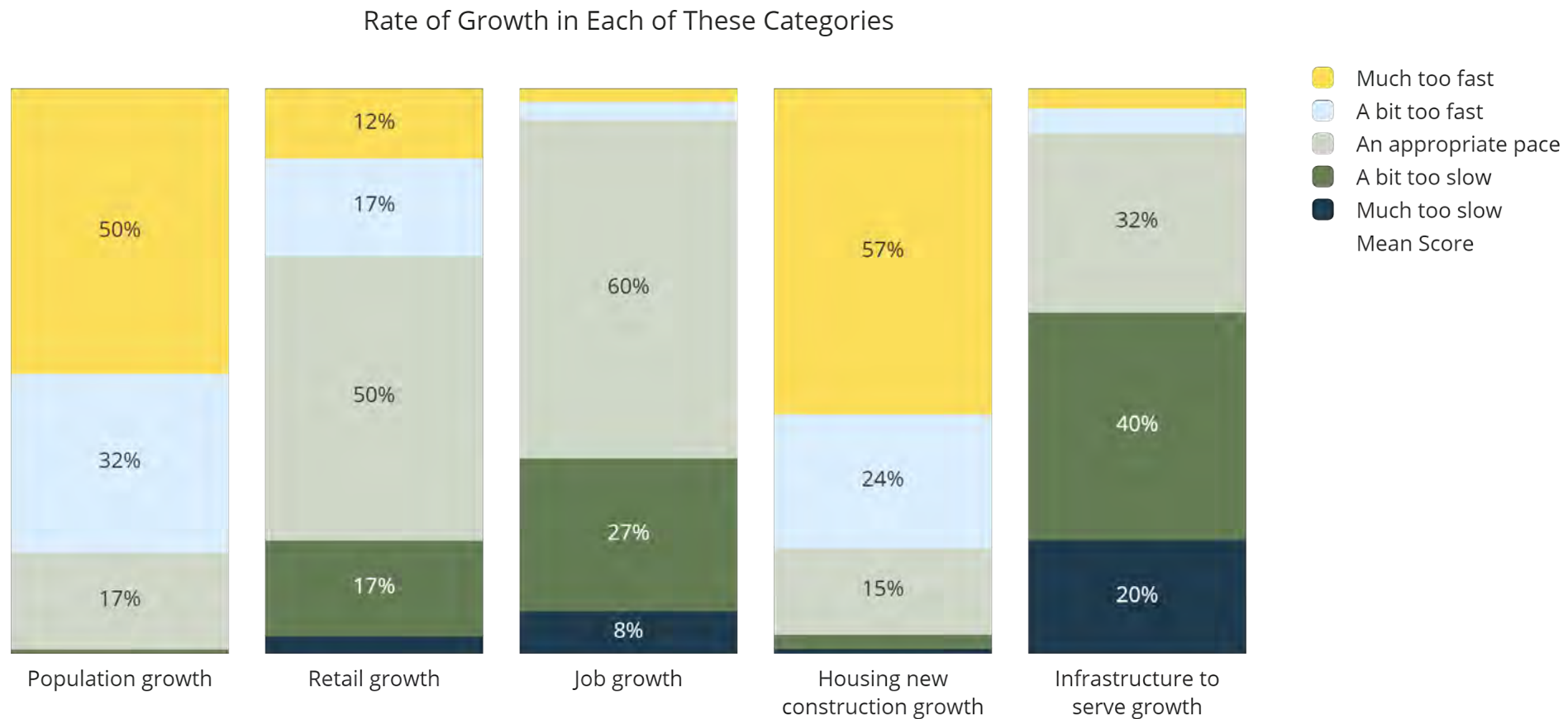
Negative Aspects of Growth

The top two concerns about growth in Castle Rock are consistent with the 2021 and 2023 surveys: uncontrolled growth and traffic congestion/transportation. Mentions of water issues have decreased compared to 2023.



Rate of Growth

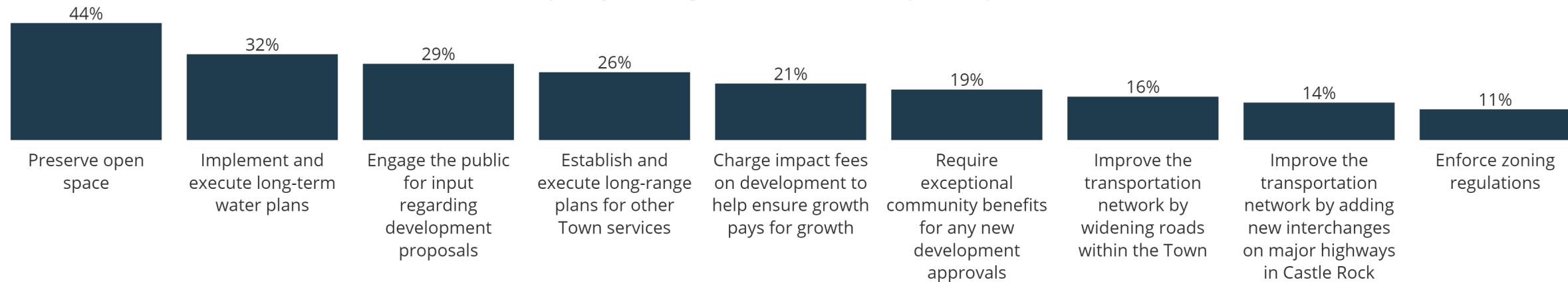
The 2025 survey asked residents to describe the Town's growth rate. Overall, residents feel the Town is growing too quickly regarding population and new housing construction. Residents feel retail growth and job growth are moving at an appropriate pace. The majority of residents feel the infrastructure to serve this growth is moving too slowly.



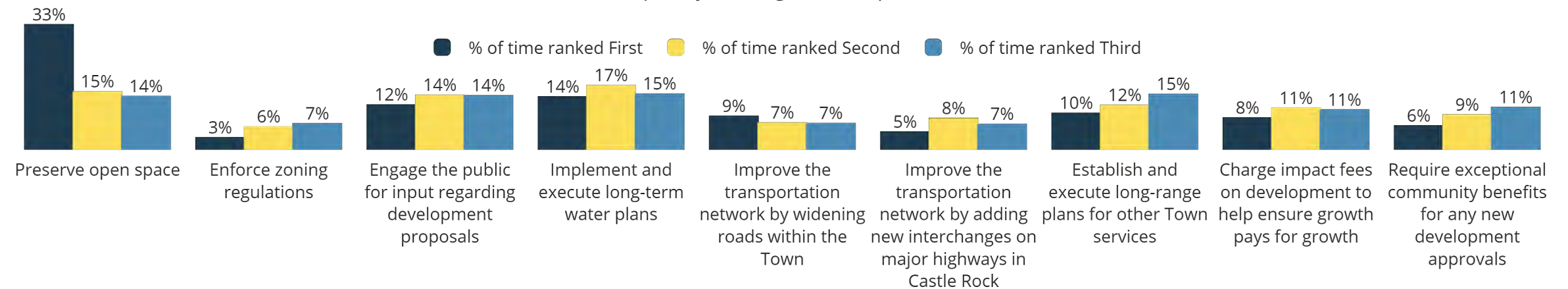
Growth Priorities

The 2025 survey asked residents to rank the priorities surrounding quality growth in Castle Rock. Open space and long-term water security ranked in the top three priorities most often (top chart), and were most often selected as the top priority (bottom chart).

Frequency of being ranked one of the top three priorities



Frequency ranking for each position



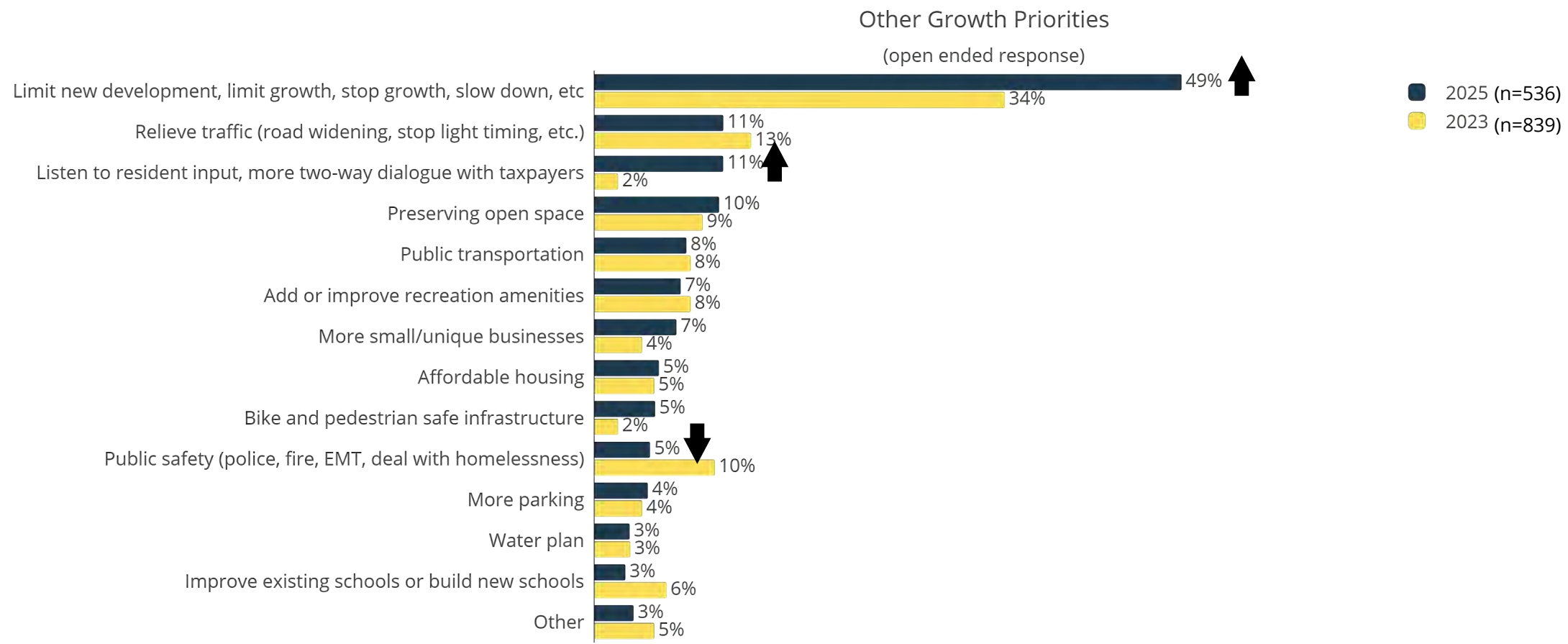
Trended Growth Priorities

Residents were asked to rank potential priorities surrounding quality of growth. When compared to 2023, the top five growth priorities are the same.

	2023 Rank	2025 Rank
Preserve open space	1	1
Implement and execute long-term water plans	2	2
Engage the public for input regarding development proposals	3	3
Establish and execute long-range plans for other Town services	4	4
Charge impact fees on development to help ensure growth pays for growth	5	5
Improve the transportation network by widening roads within the Town	6	7
Require exceptional community benefits for any new development approvals	7	6
Improve the transportation network by adding new interchanges on major highways in Castle Rock	8	8
Enforce zoning regulations	9	9

Other Growth Priorities

The survey asked if there are additional measures the Town should take to ensure quality growth. 536 respondents answered this question. Nearly half mentioned that growth must be slowed down or stopped. Compared to 2023, residents are more likely to mention limiting, slowing down, or stoping growth and a desire ror more two-way dialogue with residents/taxpayers. They are less likely to mention issues related to public safety such as increasing police and fire services.

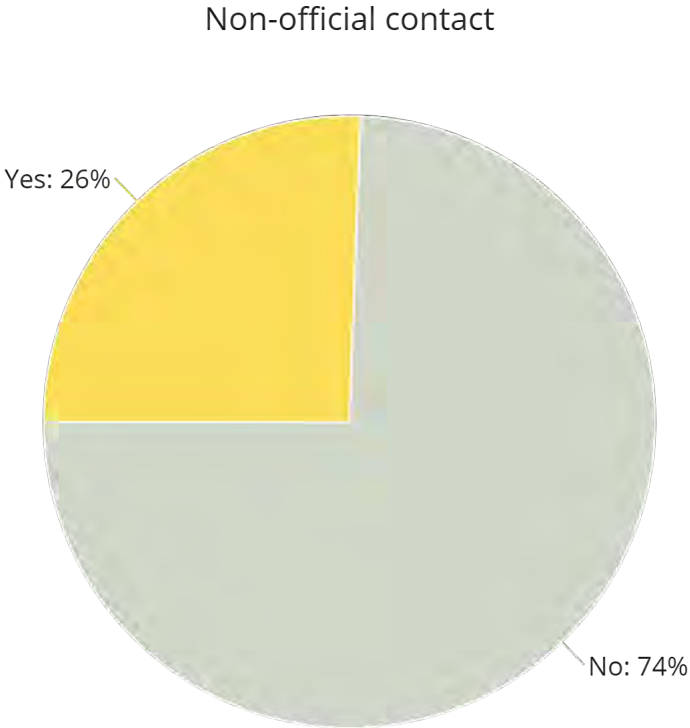
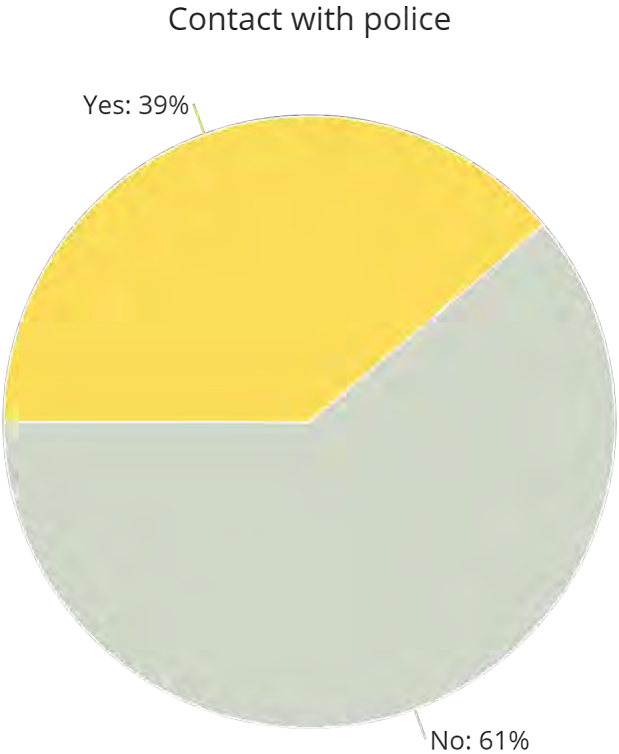


Castle Rock Police



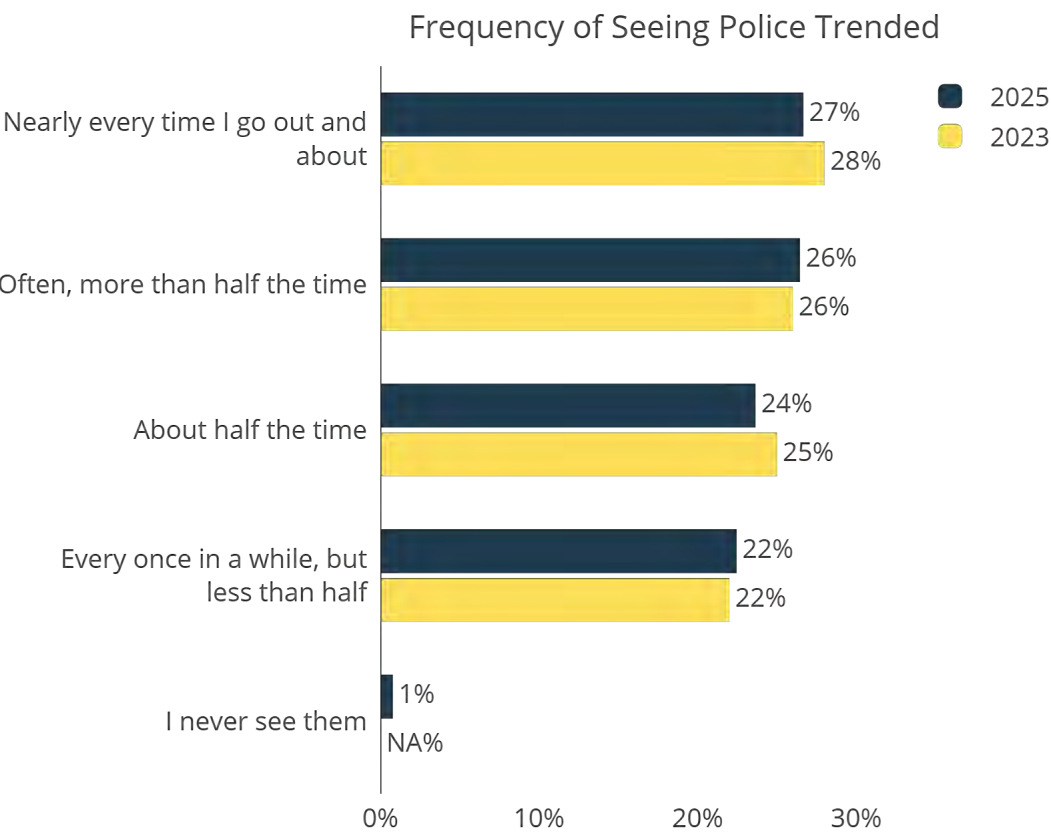
Police Contact

Thirty-nine percent of residents have had contact with Castle Rock's Police Department in the past two years, while 26% have spoken to an on-duty Castle Rock police officer for non-official business.



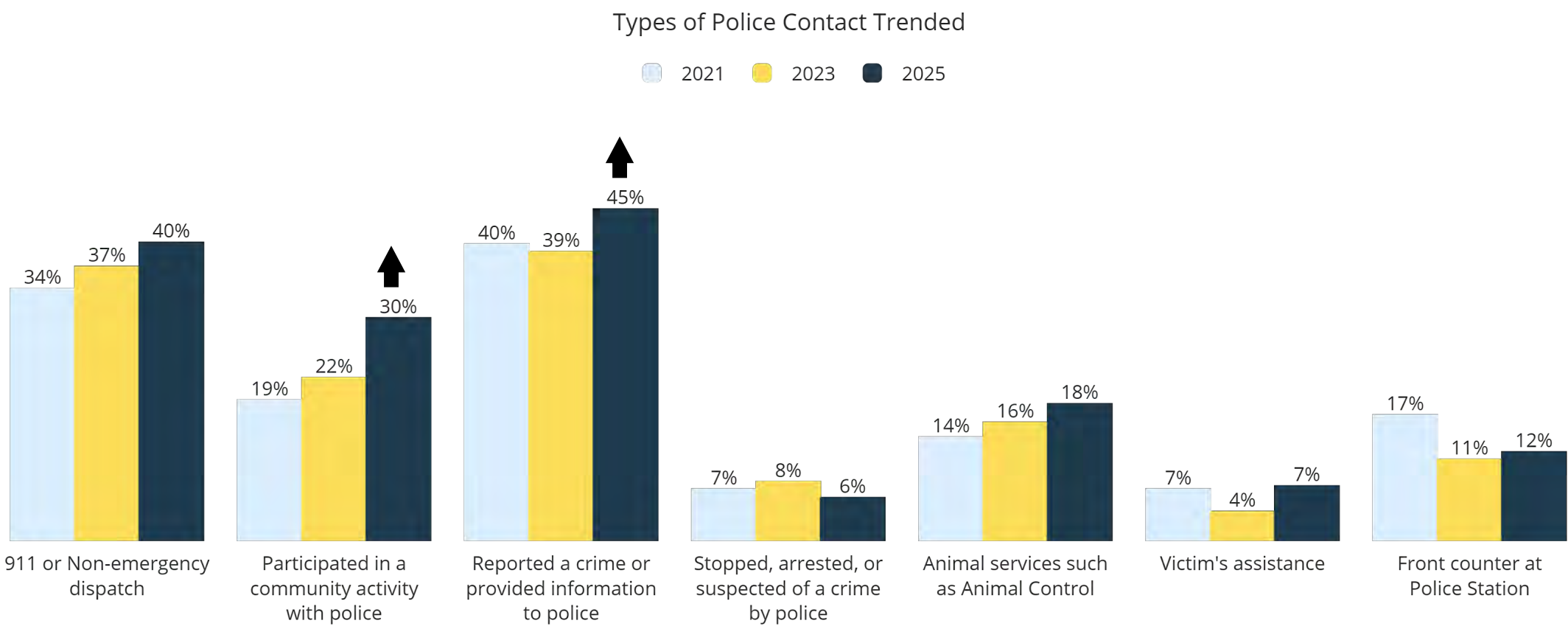
Frequency of Seeing Police

Over half of residents see Castle Rock police officers more than half the time they go out and about in Town. This is consistent with 2023.



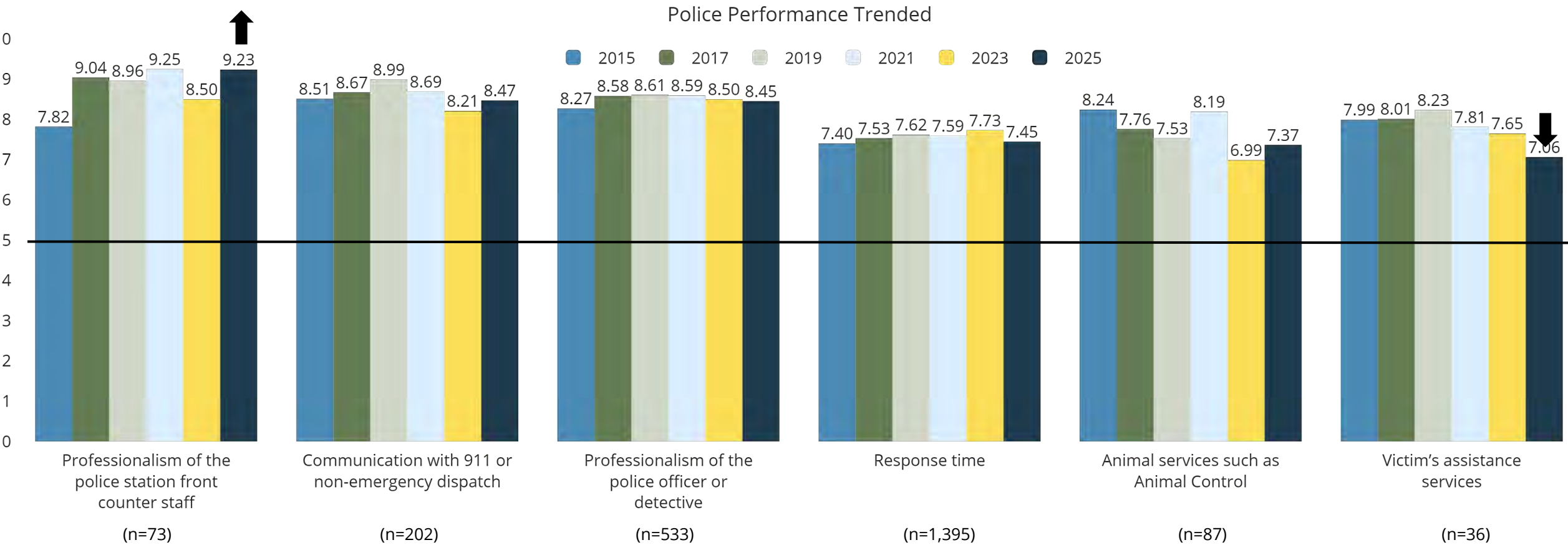
Types of Police Contact

The most common reasons for police contact are reporting a crime or providing information to police and contacting 911 or non-emergency dispatch. When compared to 2023, residents are more likely to indicate they participated in a community activity and reporting a crime or providing information to police.



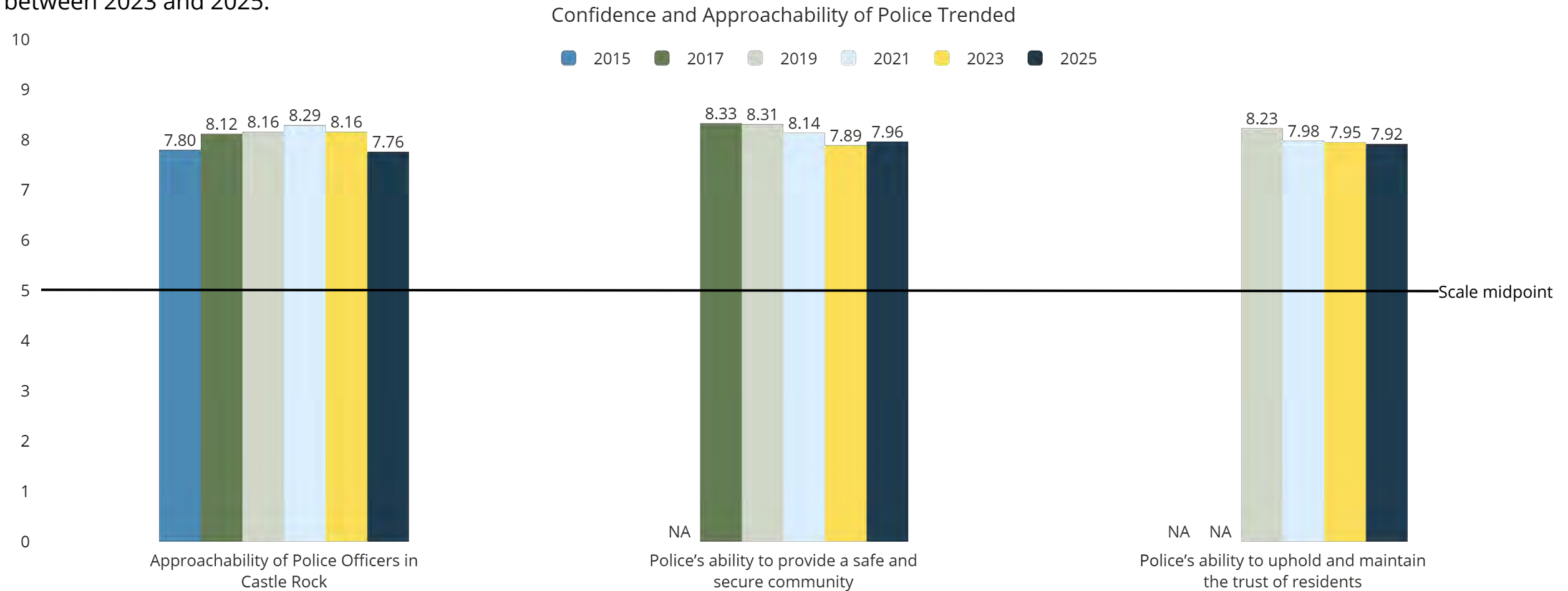
Police Performance

Police performance was rated very highly. All aspects scored above a 7 on a scale of 0-10. Exceptional ratings were given to professionalism of the police station front counter staff, communication with 911 or non-emergency dispatch, and professionalism of the police officer or detective. There was an increase in ratings for professionalism of the police station front counter staff, and a decrease in ratings for victim's assistance services, since 2023. All other aspects of police performance were steady.



Confidence and Approachability

Residents gave very high ratings for their confidence in Castle Rock police officers, their ability to provide a safe and secure community, and approachability of police officers about an 8 on a scale of 0-10 for all three performance categories. There were no significant changes in ratings between 2023 and 2025.



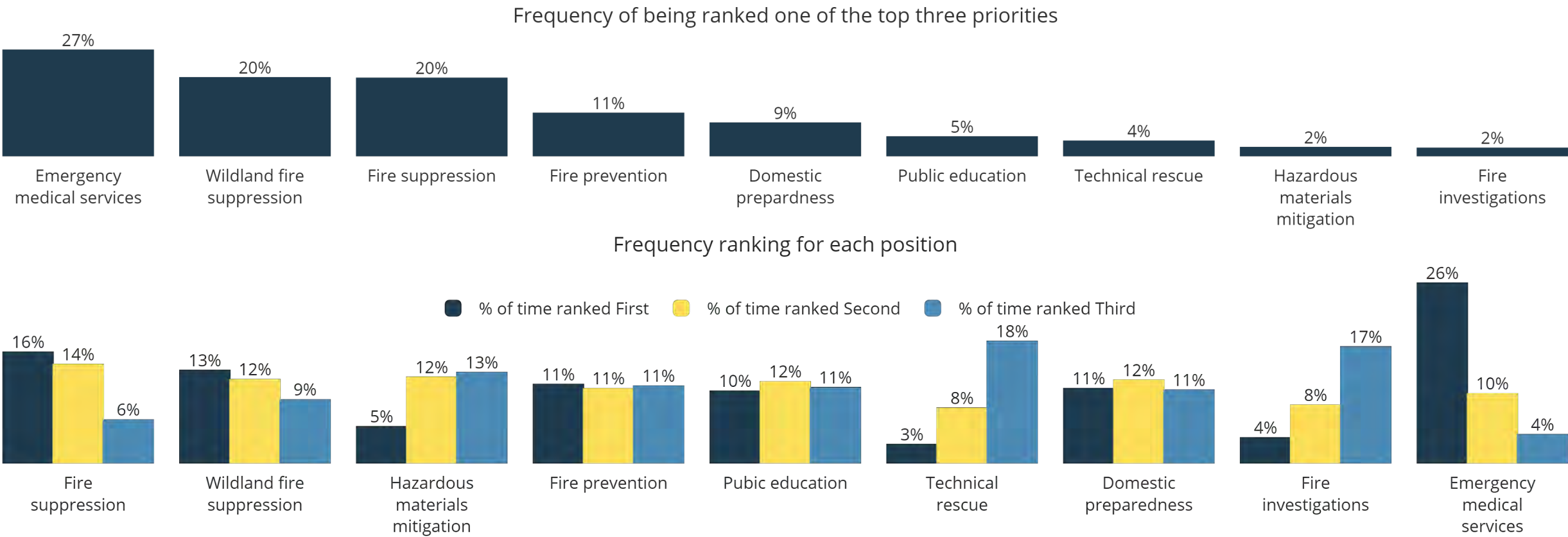
Castle Rock Fire and Rescue



Fire and Rescue Priorities

The 2025 survey asked residents to rate the top three priorities for the Fire and Rescue Department.

Emergency medical services is the top priority, ranking among the top three priorities most often (top chart), and ranking first more often than the other priorities (bottom chart).



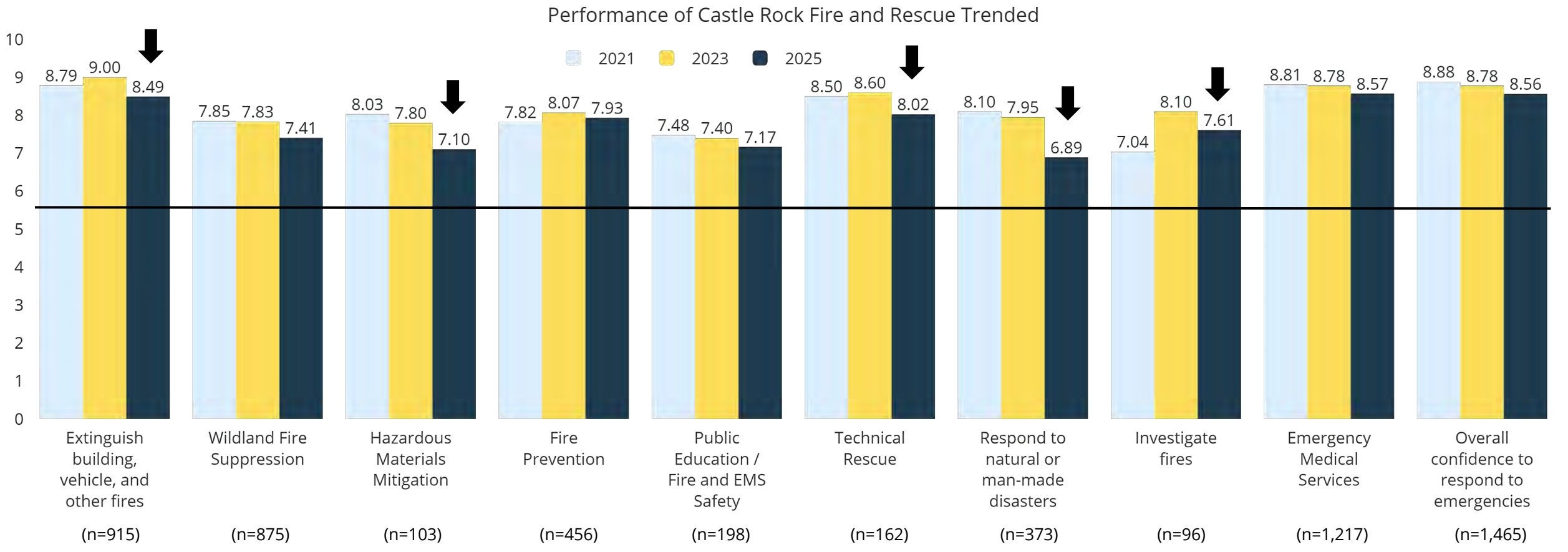
Trended Fire and Rescue Priorities

Residents were asked to rank the top three priorities for the Fire and Rescue Department. While there are minor differences, overall the rankings are similar to those given in 2023.

	2023 Rank	2025 Rank
Emergency medical services	1	1
Fire suppression	2	3
Wildland fire suppression	3	2
Fire prevention	4	4
Domestic preparedness	5	5
Public education	6	6
Hazardous materials mitigation	7	8
Technical rescue	8	7
Fire investigations	9	9

Fire and Rescue Performance

After ranking their top three priorities, respondents were then asked to rate their confidence in the priorities they picked. All residents were asked to rate their overall confidence in the Castle Rock Fire and Rescue Department to respond to emergencies. While there have been a few decreases compared to 2023, ratings for Fire and Rescue performance remain high.

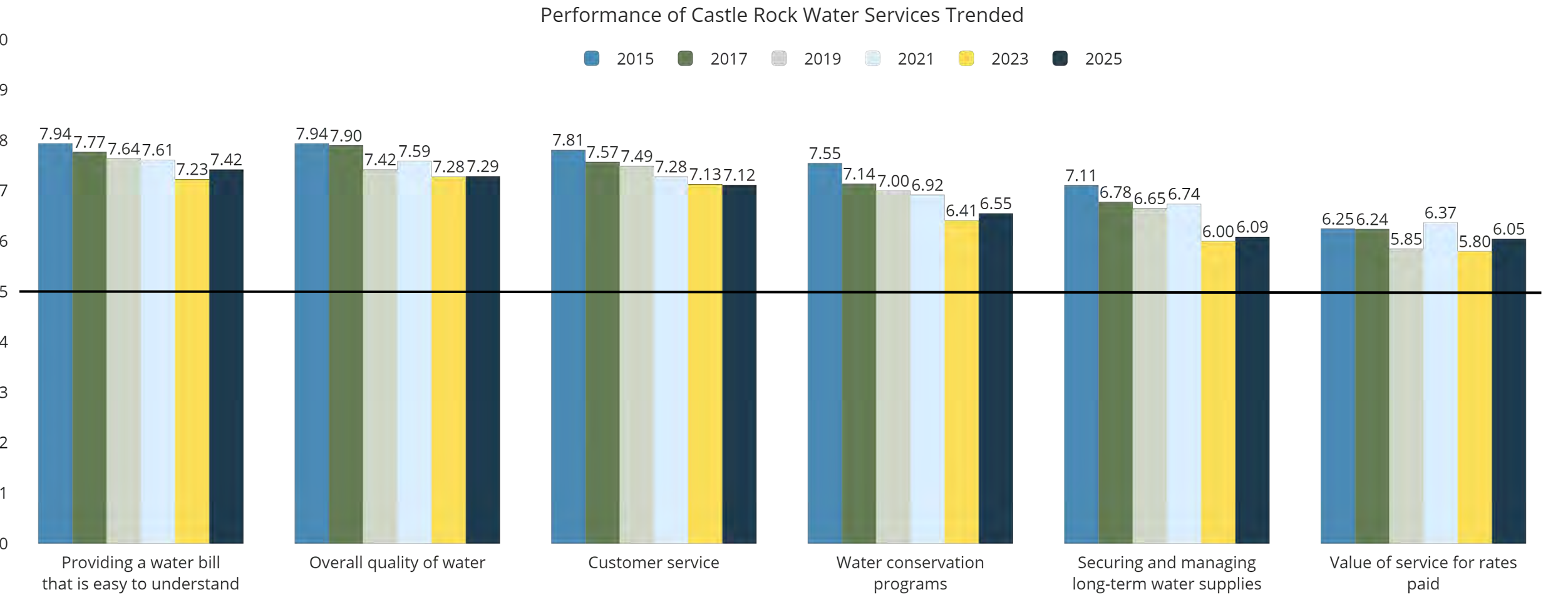


Castle Rock Water



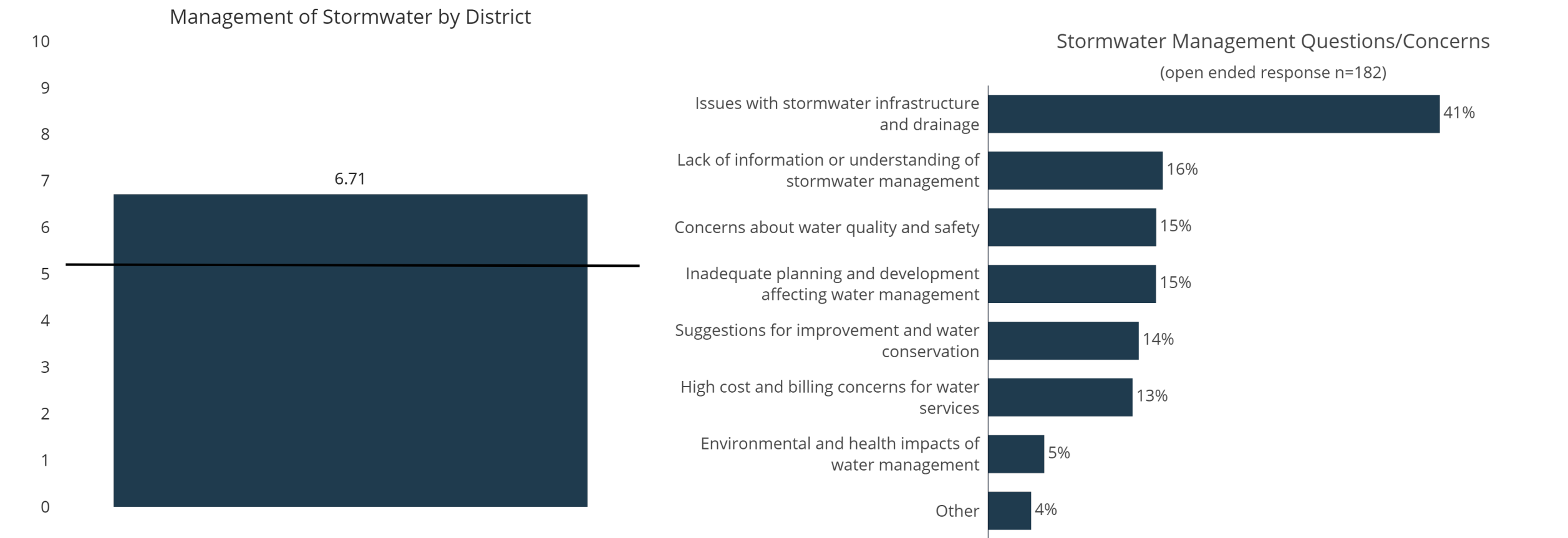
Castle Rock Water Services

Ratings for all aspects of Castle Rock Water services have remained consistent with 2023.



Management of Stormwater

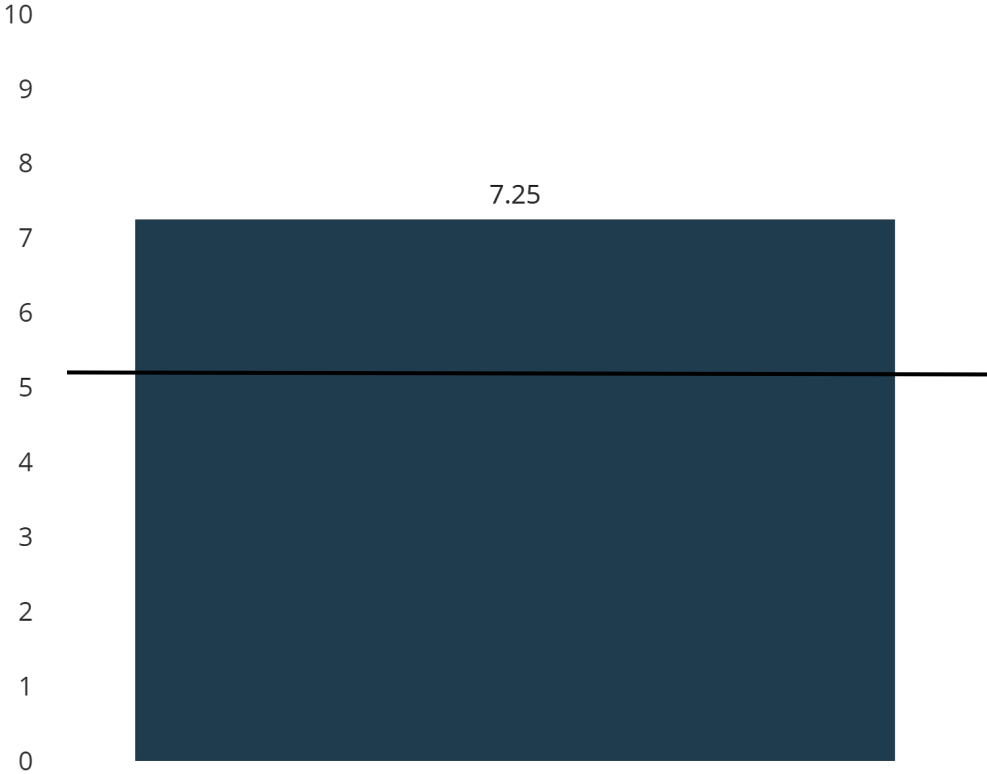
In 2025, residents were asked to rate the management of stormwater in Castle Rock on a scale of 0-10. This received an average rating of 6.71. There are no differences among districts. Those who gave ratings below 7 were asked to indicate concerns or questions on this topic. Of the 182 residents who gave lower ratings, the most commonly mentioned concerns were related to stormwater infrastructure and drainage.



Operation of Wastewater/Sewer

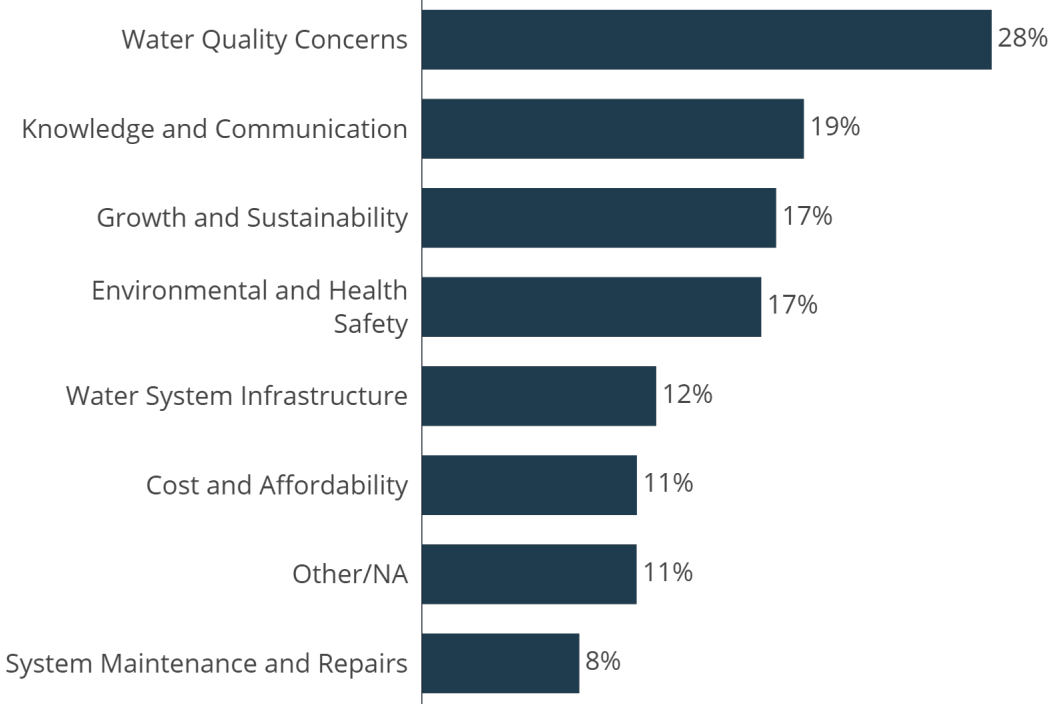
In 2025, residents were asked to rate the operation of the wastewater/sewer system in Castle Rock on a scale of 0-10. On average, residents gave a rating of 7.25. There are no differences among districts. Those who gave ratings below 7 were asked to indicate concerns or questions on this topic. Of the 97 respondents who gave lower ratings, the most commonly mentioned concerns were related to water quality.

Operation of Wastewater/Sewer by District



Questions/Concerns with Wastewater/Sewer

(open ended response n=97)

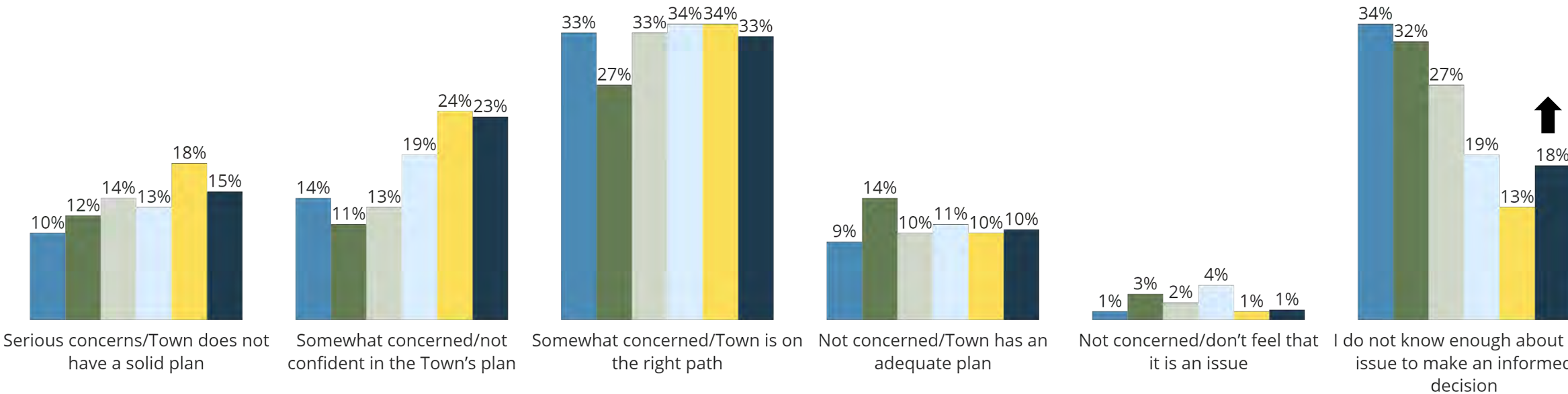


Long-Term Water Issues

Residents are engaged on the topic of long-term water issues. About one quarter are both concerned and lack confidence in the Town's long-term water plans. This is consistent with 2023 levels. About one third are concerned but confident the Town is on the right path. The percent of residents stating they do not know enough about the issue to make an informed decision increased from 2023 to 2025.

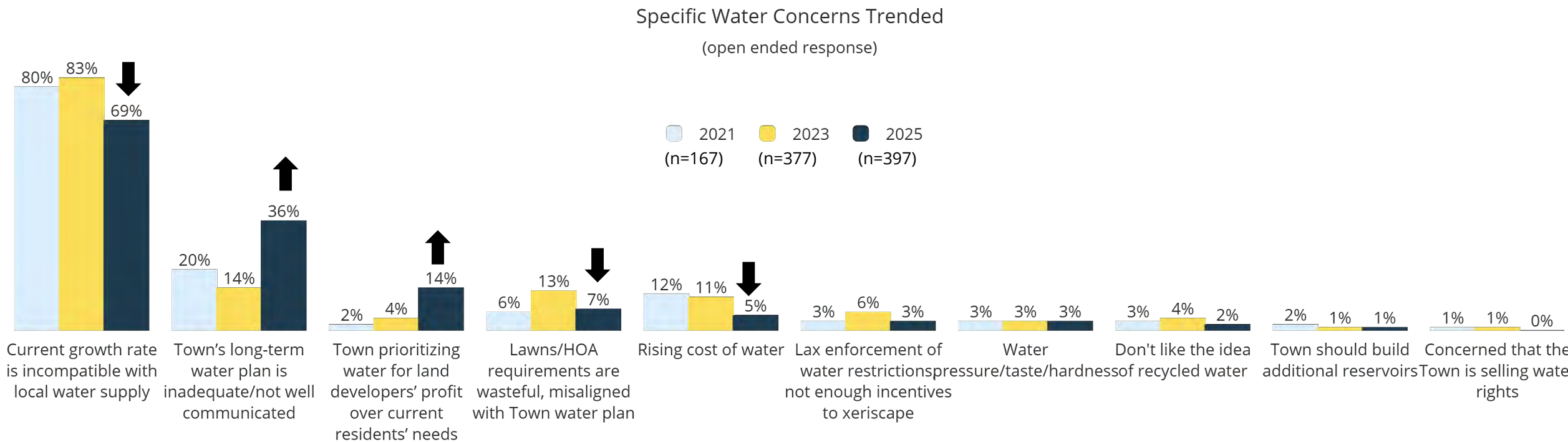
Beliefs About Long-Term Water Trended

2015 2017 2019 2021 2023 2025



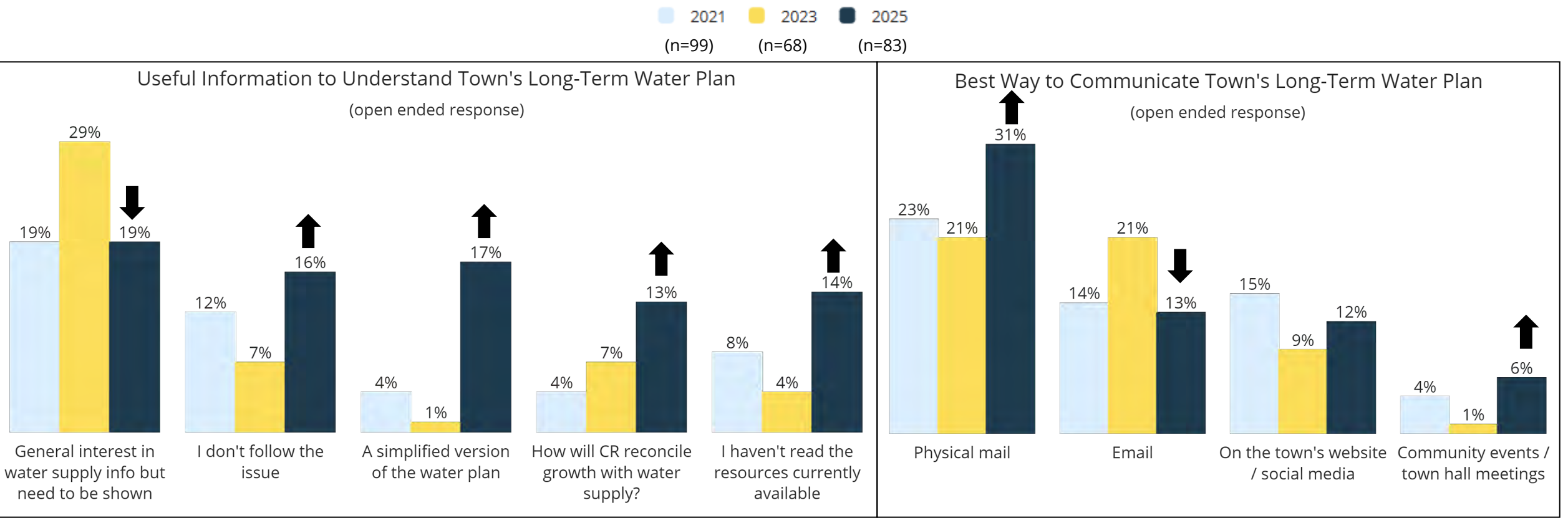
Specific Water Concerns

Residents in 2025 are less concerned than in 2023 about Castle Rock's water supply being unable to meet the demands of housing and business developments. There is an increase in concern that the Town's long-term water plan is not being communicated effectively. Residents also feel that the Town is prioritizing developers over residents by imposing water use restrictions on existing residents while allowing new developments. Concerns over HOA lawn regulations being counterproductive to water conservation are also present, along with concerns related to the rising costs of water and the enforcement of water restrictions.



Communicating the Town's Long-Term Water Pla..

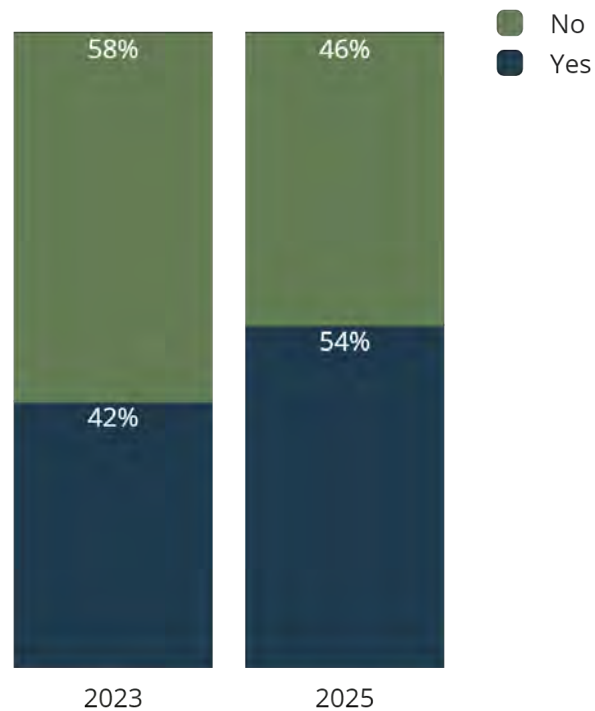
Residents generally show limited interest in receiving more information about the Town's long-term water plan. Among those who do want more information, physical mail is the most preferred method of communication, followed by email, the Town’s website, social media, and community events. There has been a notable increase in comments such as: "I don't follow the issue and would like a simplified water plan," "I haven't read the resources currently available," and "How will Castle Rock reconcile growth with water supply?"



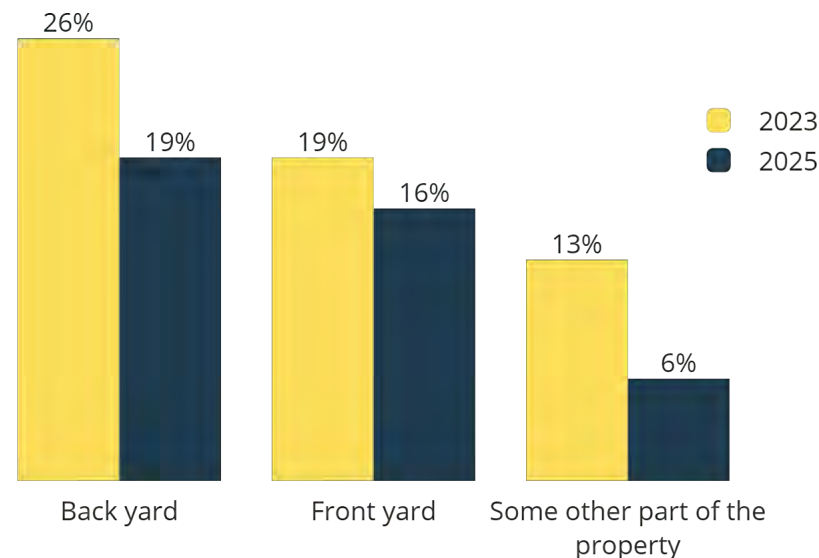
ColoradoScape Rebate

Prior to reading about it in the 2025 survey, 54% of residents were aware of the ColoradoScape Rebate program. This is a notable increase in awareness compared to 2023. One in three indicated that free design services would incentivize them to ColoradoScape their property.

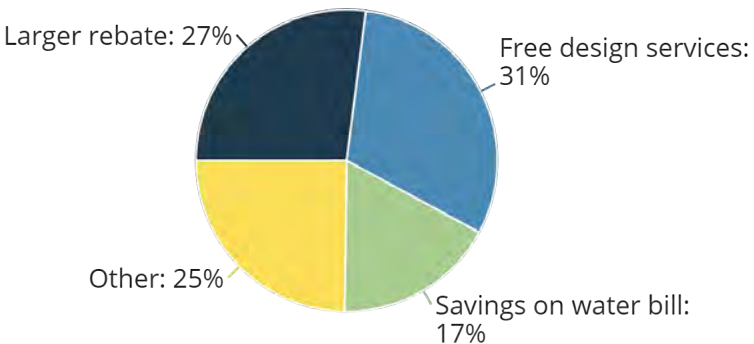
Rebate Awareness Trended



Portion of Property ColoradoScaped Trended



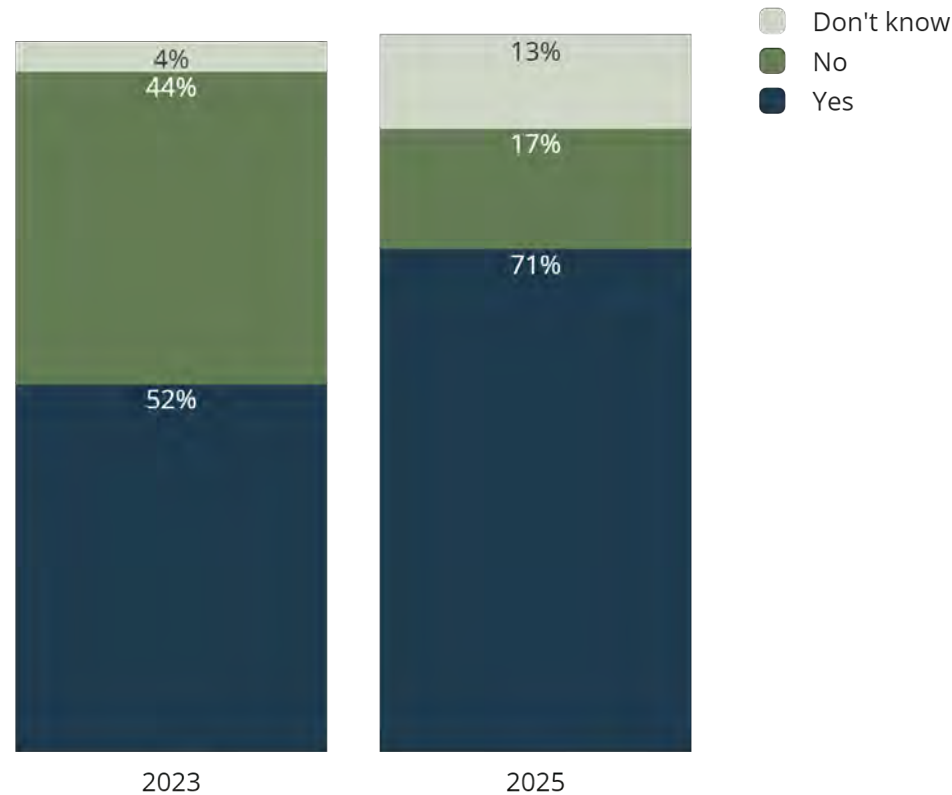
Incentives needed to ColoradoScape



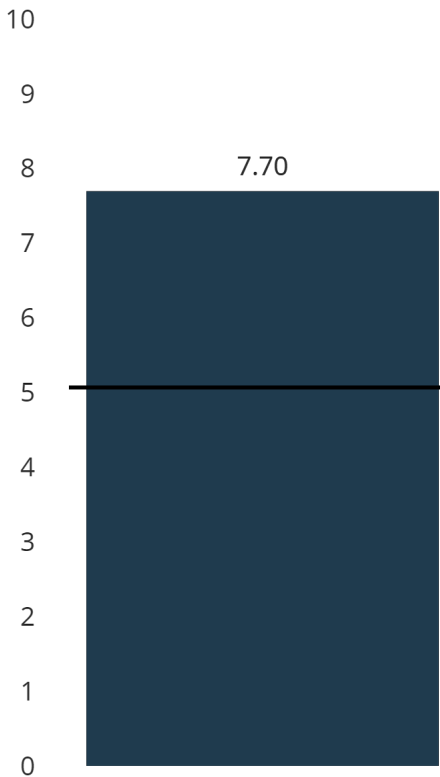
Online Water Billing System

Seventy-one percent of respondents are registered for Town's online water billing system. This is a notable increase compared to 2023. Those who are registered gave high ratings to the online billing system.

Registration for Online Water Billing Trended

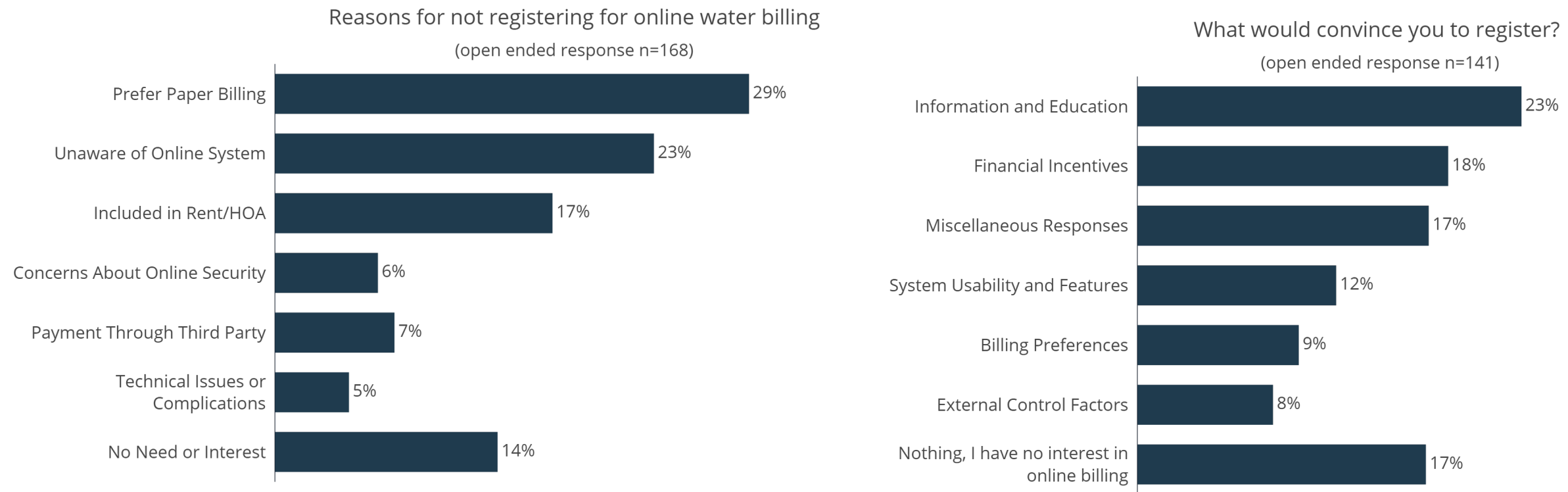


Performance of Billing System



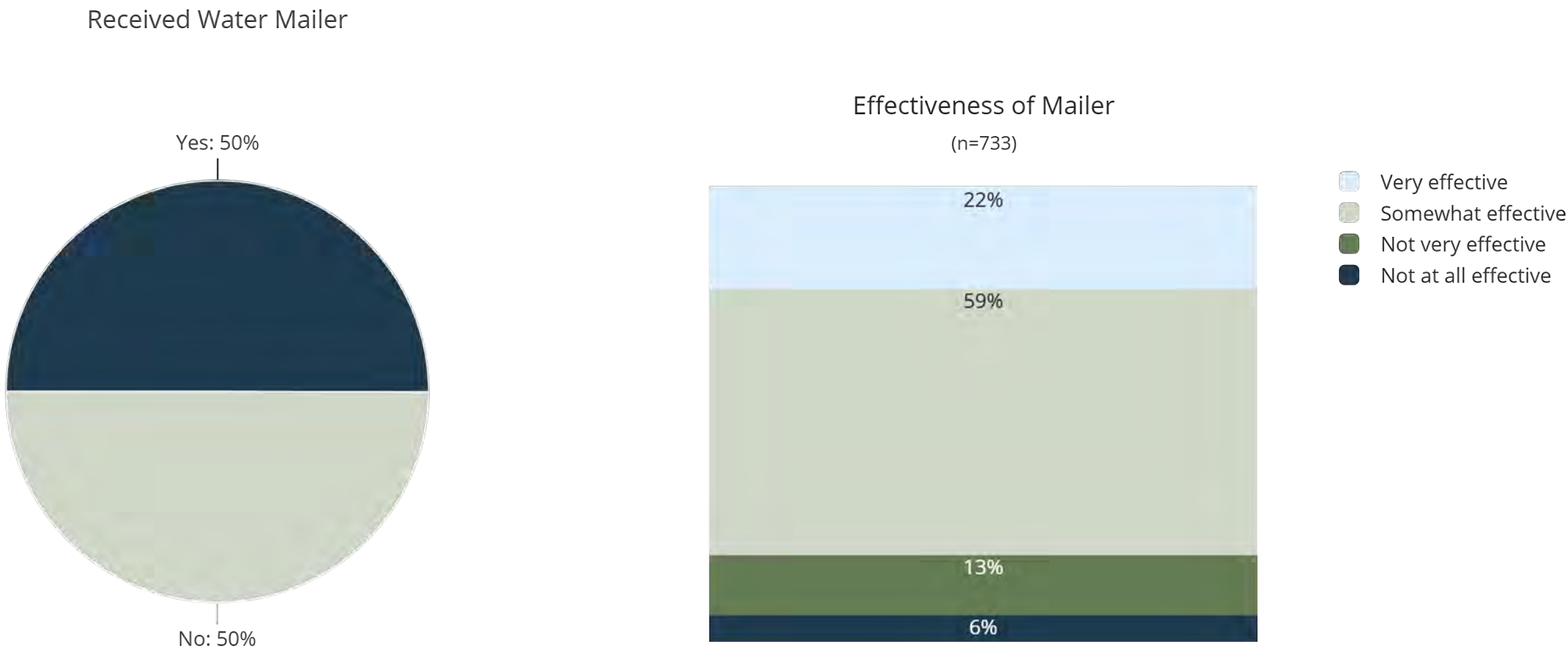
Online Water Billing System-Unregistered

Residents who are not currently registered for the online water billing system were asked to indicate why and if there are any incentives that would get them to register. Commonly mentioned were a preference for paper billing and lack of awareness of the online system. Spreading awareness of the system and how to use it would likely increase registration among residents.



Water Mailer

One half of residents recalled receiving the water mailer this past November. Of those who remembered it, 81% indicated the mailer was effective at answering their questions and providing valuable information.

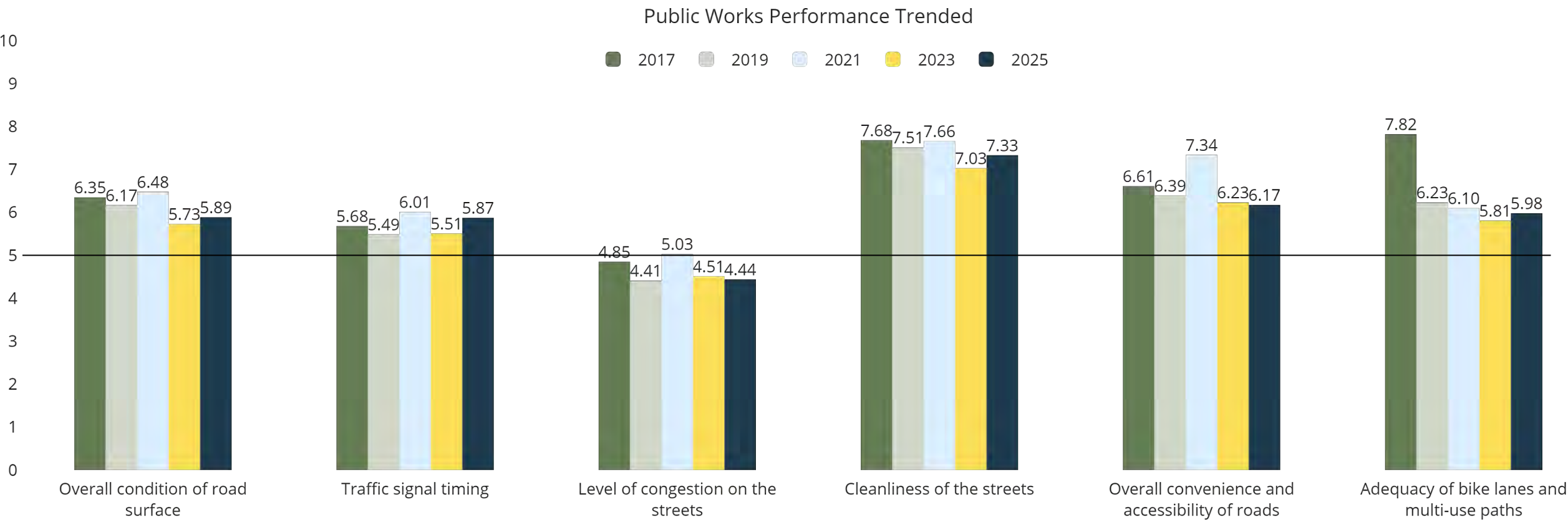


Castle Rock Public Works



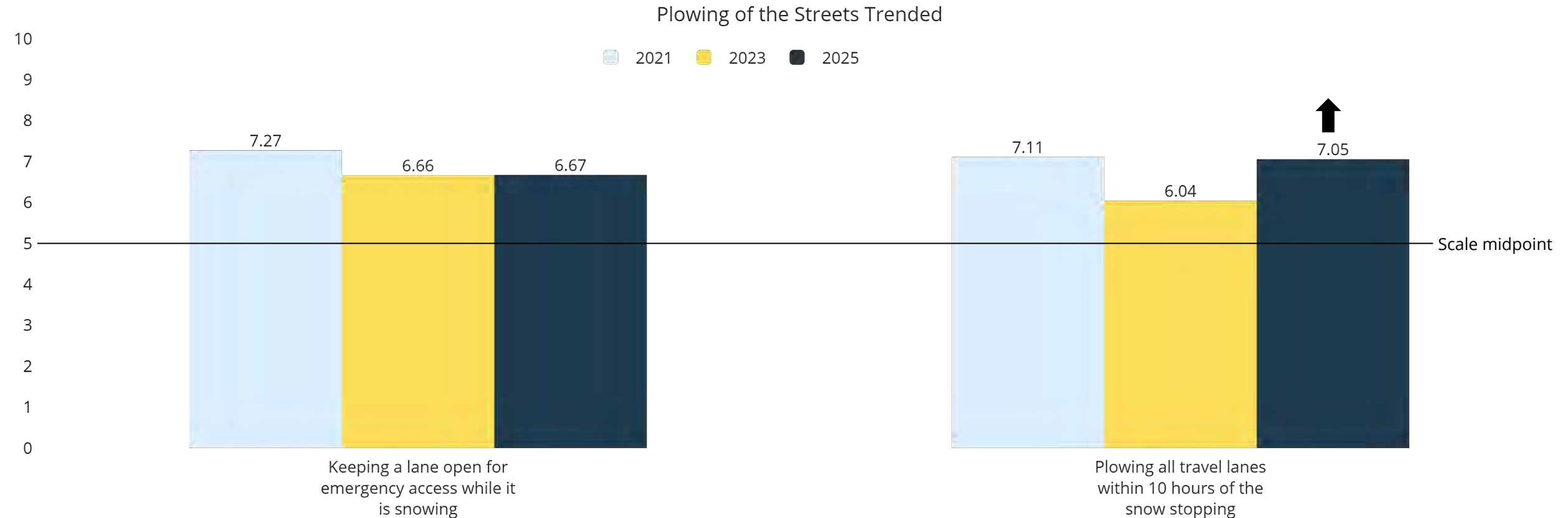
Public Works Performance

In 2025, ratings for all aspects of Public Works remained consistent with 2023 levels. Residents are most satisfied with street cleanliness and least satisfied with traffic congestion.



Plowing the Streets

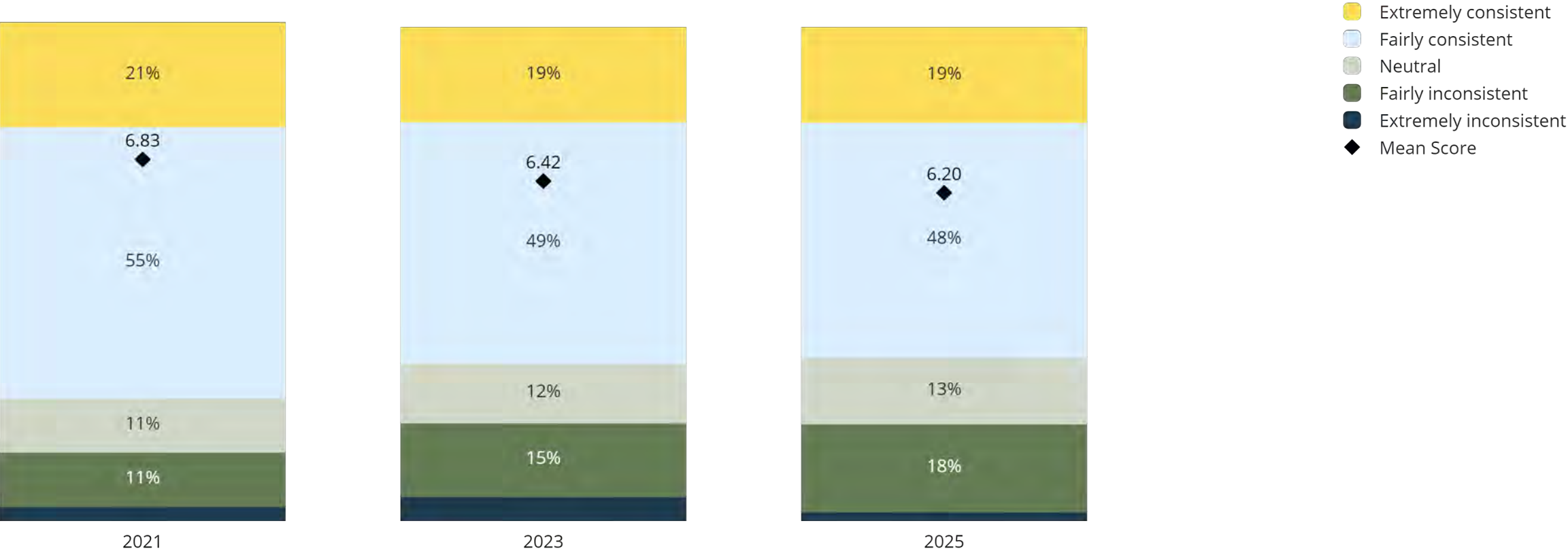
Overall, residents believe that the Town does a good job of plowing the street during and after snowstorms. Ratings have improved significantly regarding the timeliness of snow removal, compared to 2023.



Travel Time

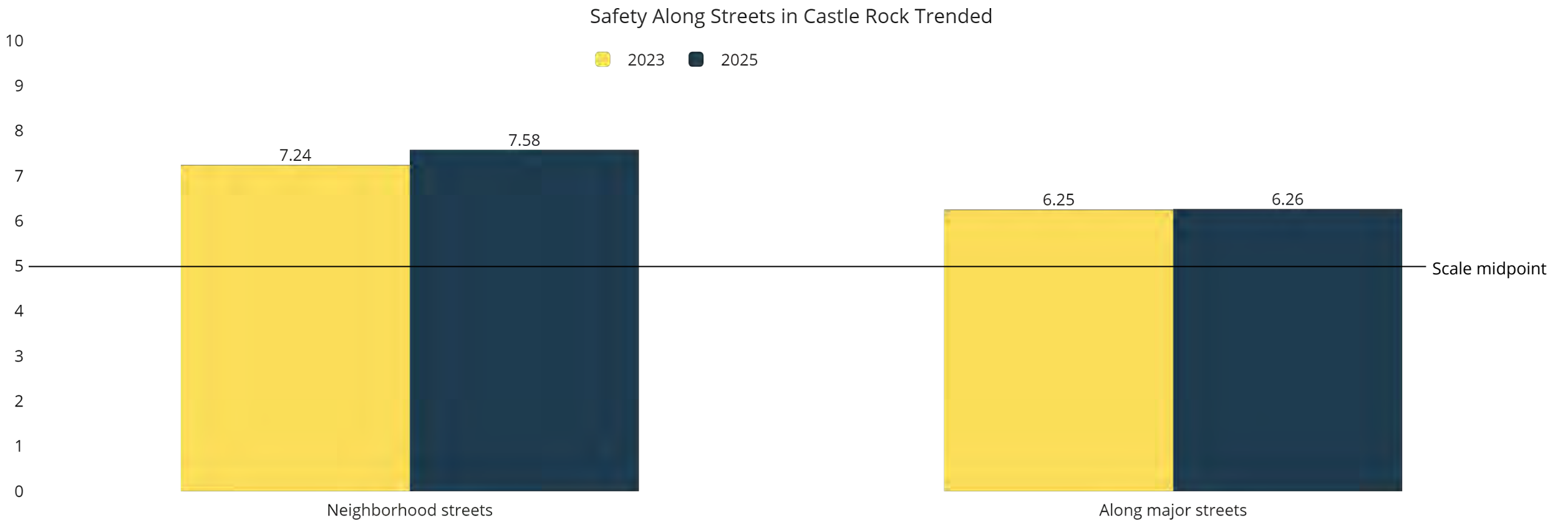
Two-thirds of residents report consistent travel time when traveling within the Town. This has remained consistent since 2023.

Consistency of Travel Time Within the Town Trended



Safety Along Streets

Overall, residents give a passing grade to the safety along streets, with perceived safety in neighborhoods being rated significantly higher than along major streets.



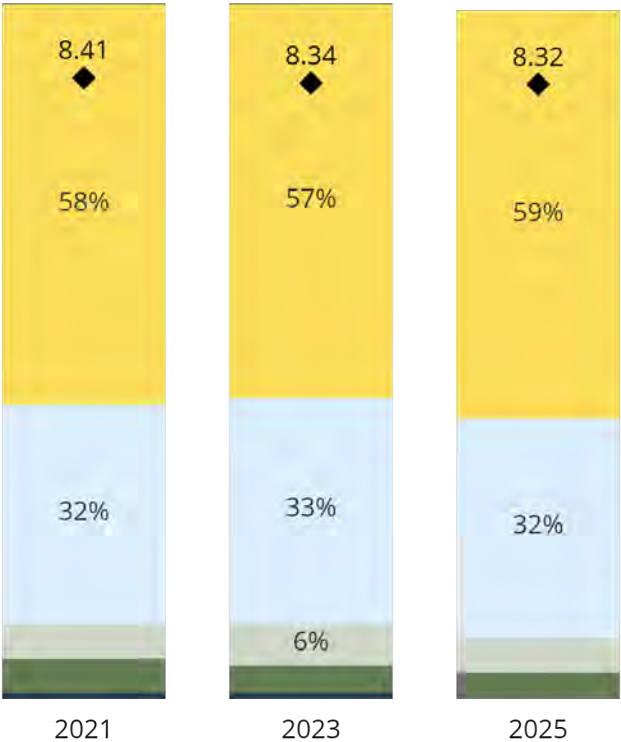
Parks, Trails, and Open Spaces



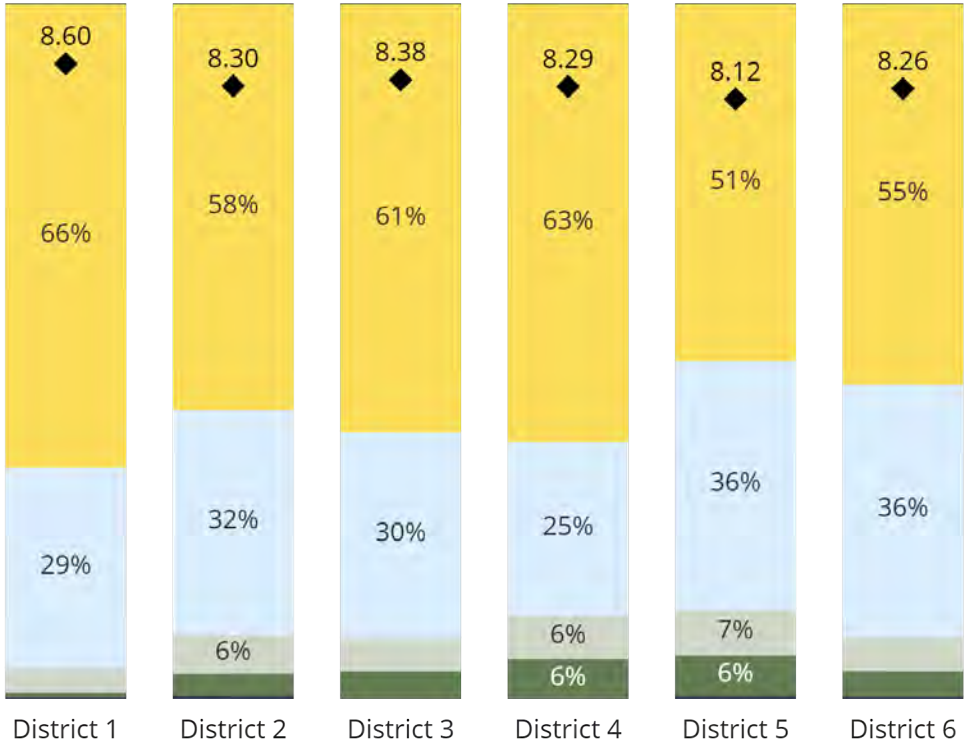
Value of Access to Parks and Trails

Nine out of 10 residents believe they are getting a good value regarding their access to parks and trails in Castle Rock. Residents who live in District 1 feel the value of parks is higher than those who live in District 5.

Value of Parks Trended



Value of Parks by District

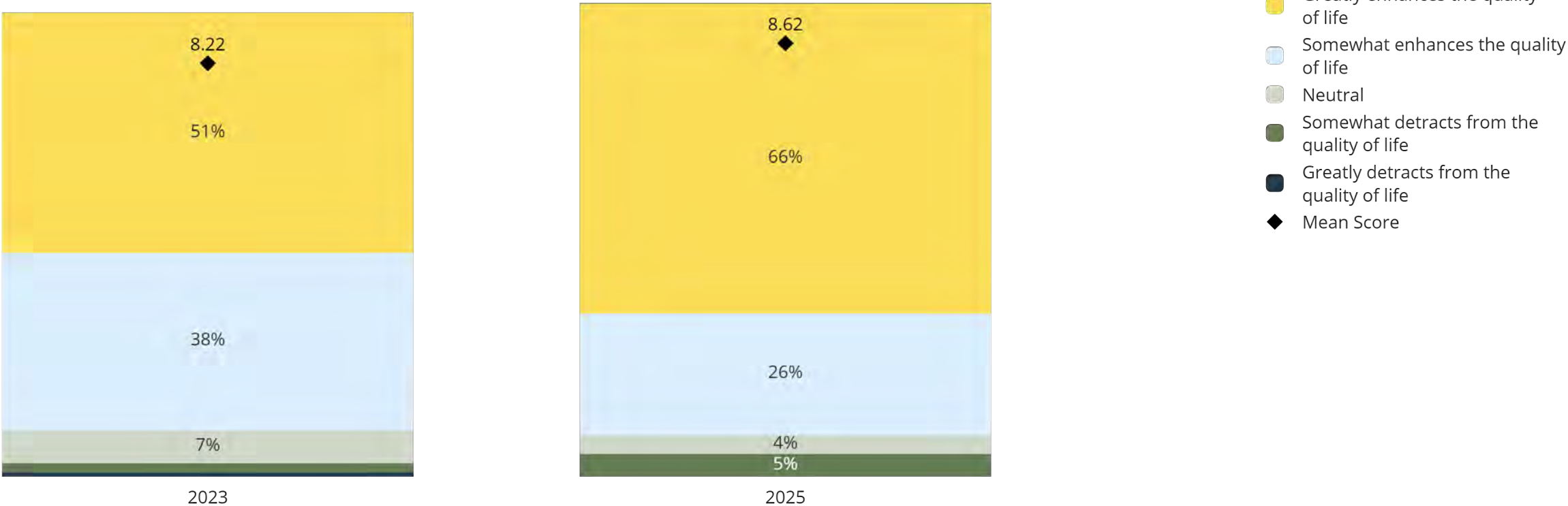


- Definitely a good value
- Somewhat of a good value
- Neutral
- Not really a good value
- Not at all a good value
- Mean Score

Impact of Parks on Quality of Life

Two-thirds of residents feel that parks and recreation opportunities greatly enhance the quality of life in Castle Rock. This is the same as 2023.

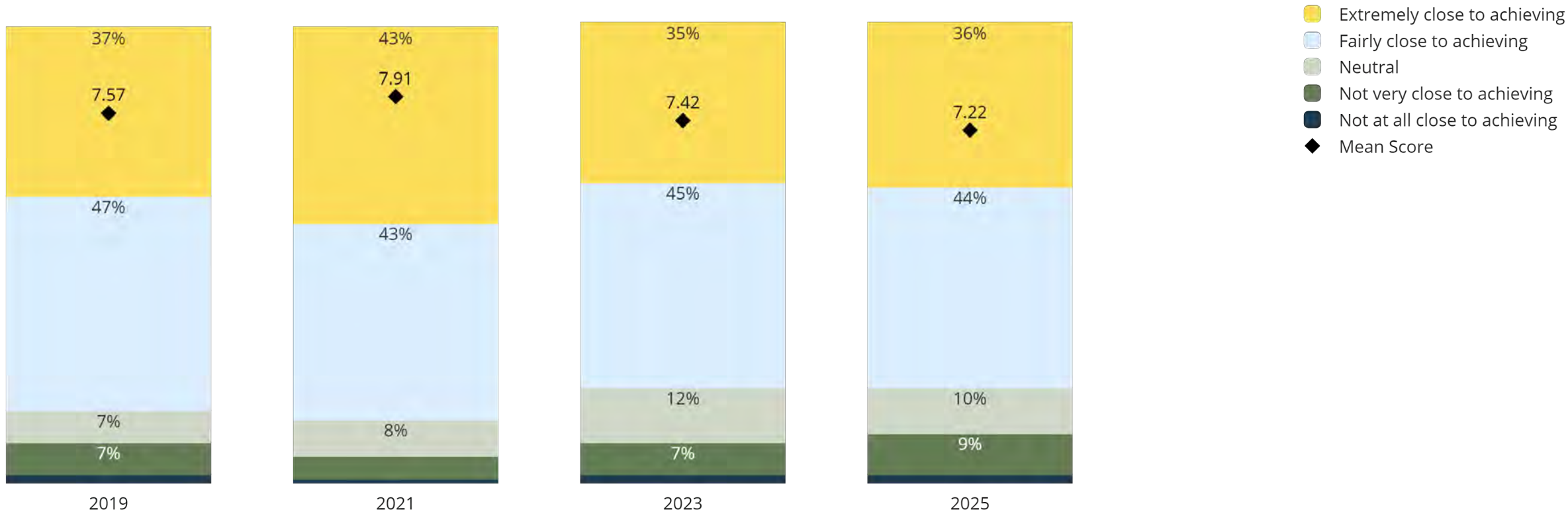
Impact of Parks on Quality of Life Trended



"Walkable" Parks

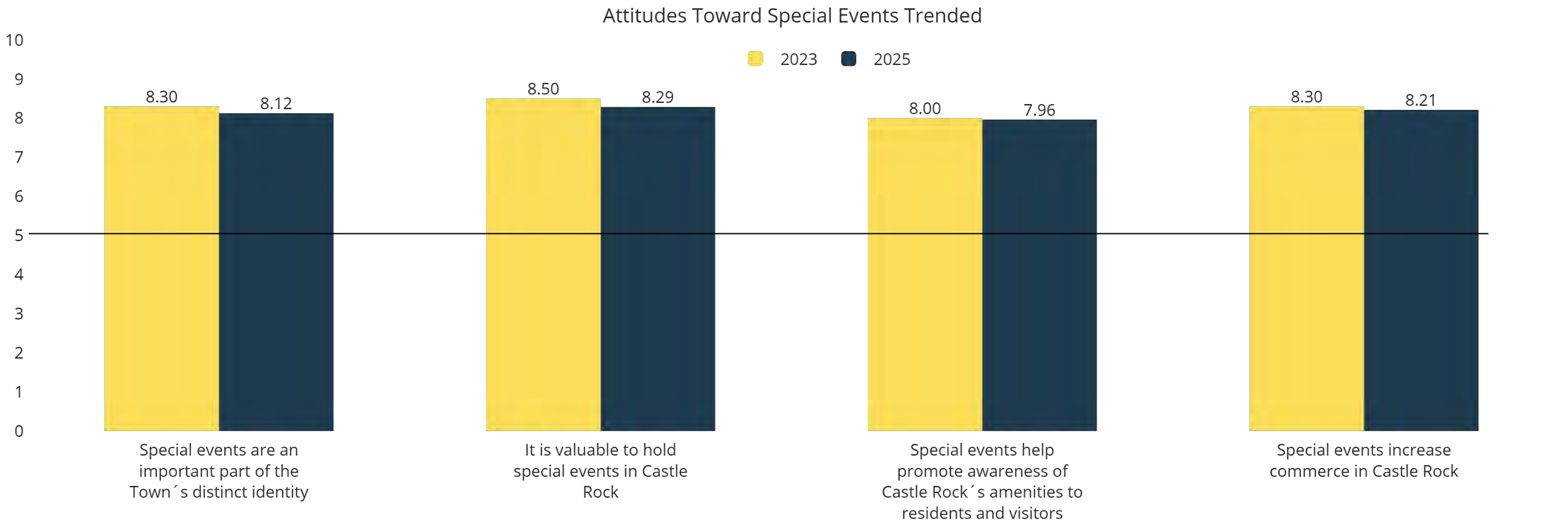
Eighty percent of residents feel the Town is close to achieving the goal of providing parks within half a mile of each household.

Closeness of Achieving Walkable Parks Trended



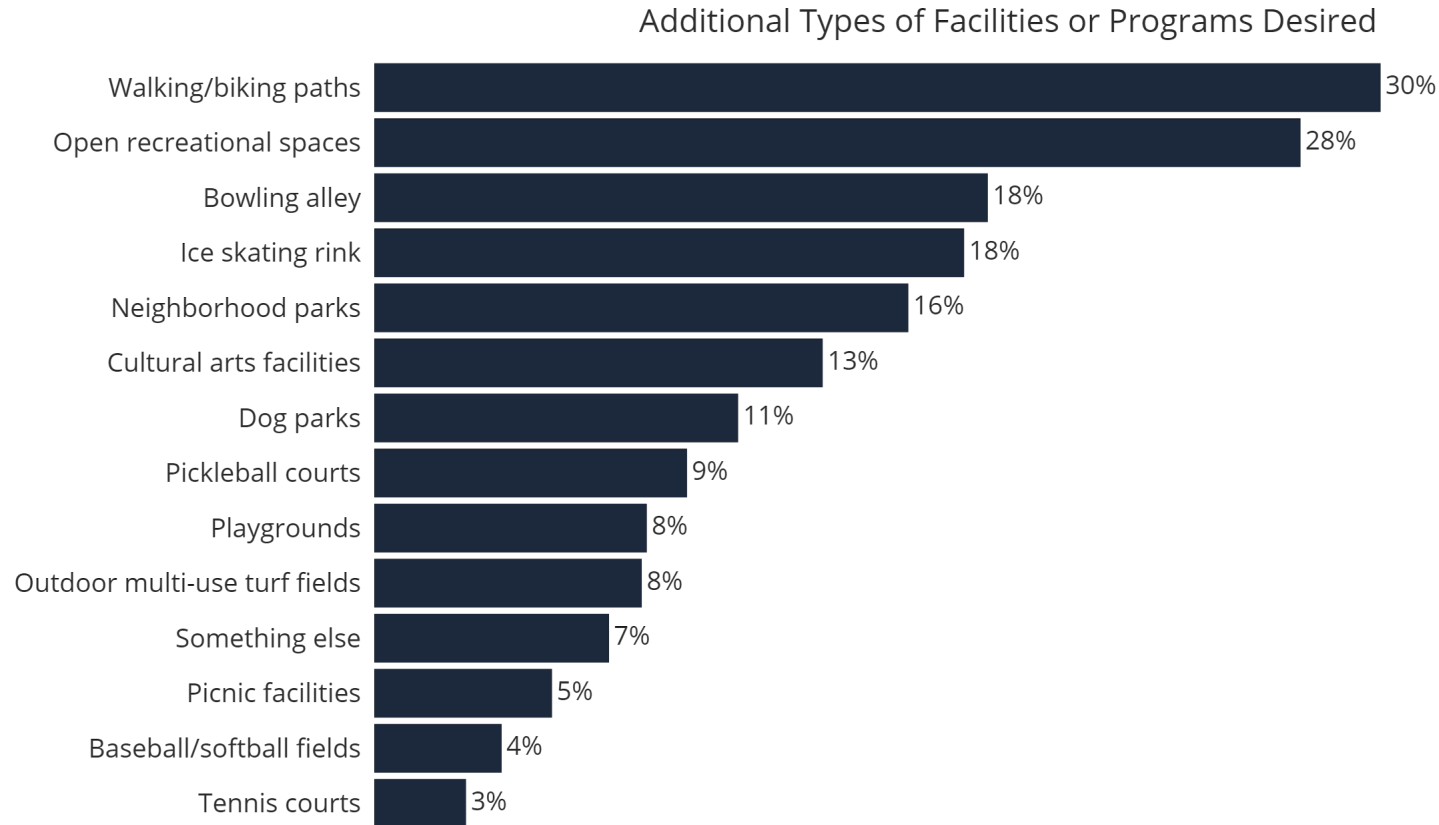
Special Events

On average, residents strongly agree that special events in Castle Rock are important, valuable, and benefit the Town on a cultural and economic level.



Missing Parks and Rec Amenities

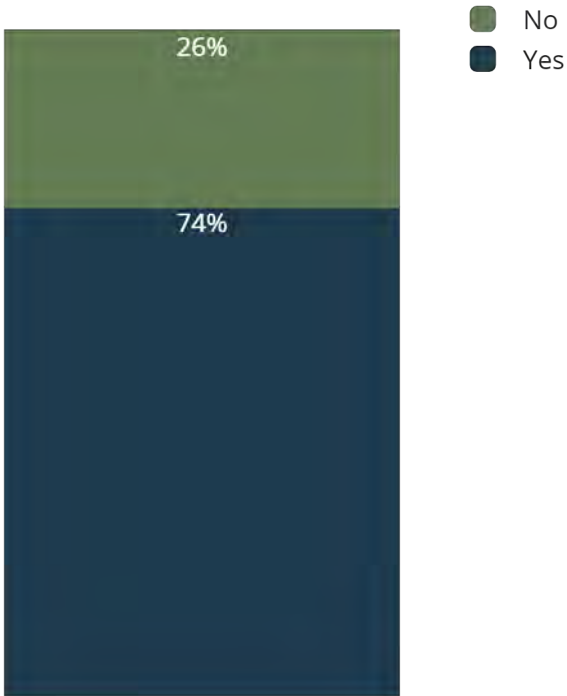
Walking/biking paths and open recreational spaces are mentioned most often as things residents would like to see the Parks and Recreation Department offer more of.



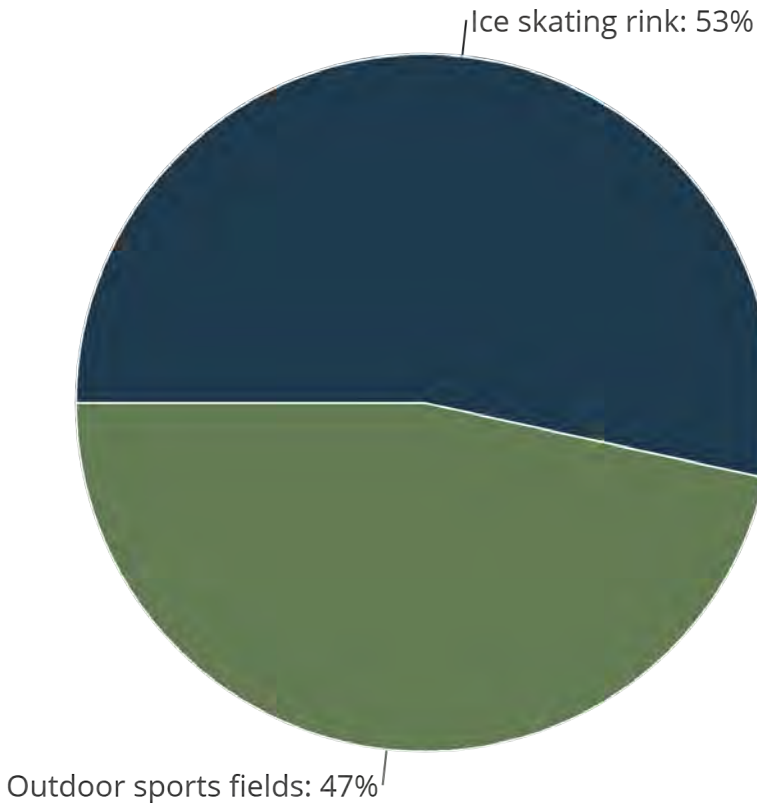
Public-Private Partnerships

Three-quarters of residents would support public-private partnerships to encourage recreational facilities in Castle Rock. Residents are split close to 50/50 on whether an ice skating rink or an outdoor sports field complex should be pursued first.

Support for Public-private Partnerships

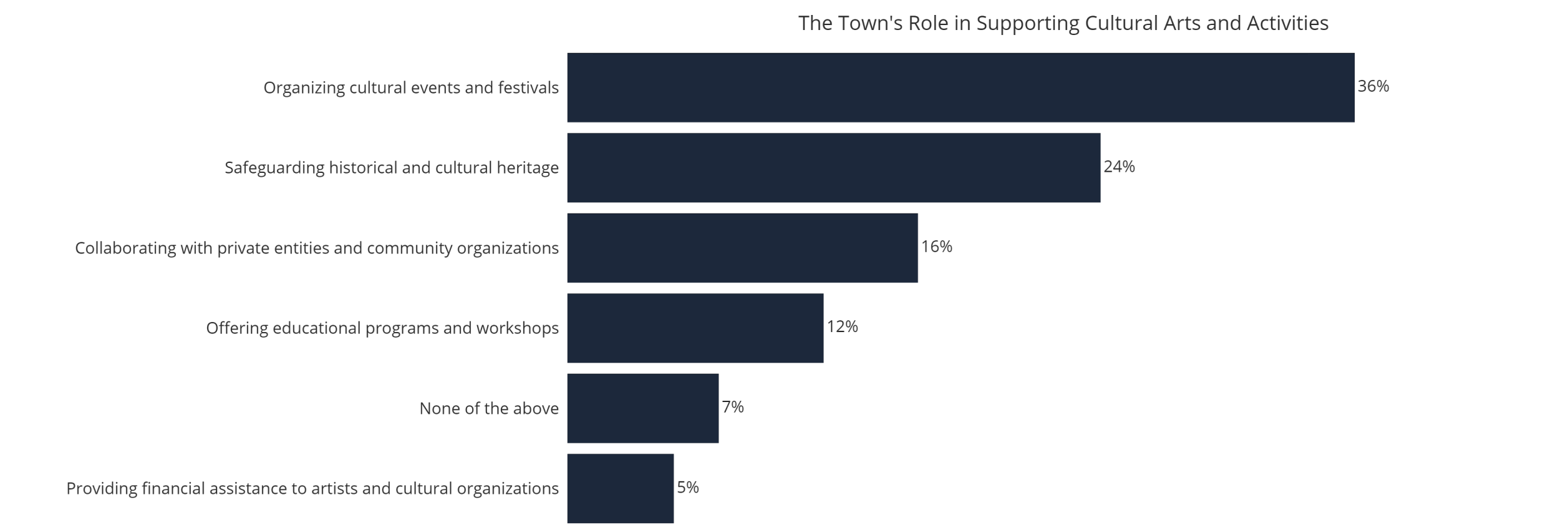


Which should the Town Pursue First



Town's Role in Culture and Arts

Thirty-six percent of residents believe that organizing cultural events and festivals should be the primary role of the Town in supporting arts and activities. One-quarter believe this focus should be on safeguarding historical heritage.



Charitable Giving

Over eight in 10 residents are willing to support charitable giving initiatives. Arts and culture, historic preservation, and youth athletics receive similar levels of support, with roughly one-quarter of residents willing to donate to each of these causes.

Willingness to Support Various Charitable Giving Initiatives



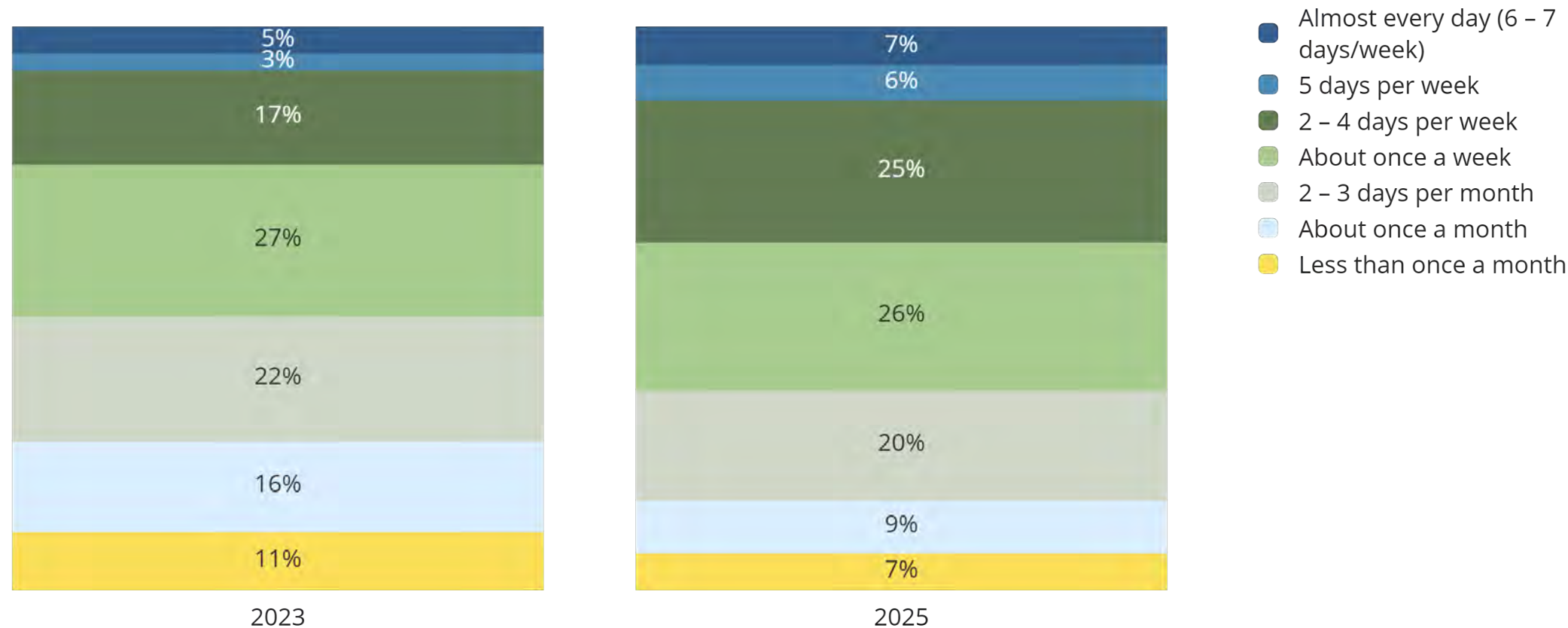
Special Topics



Frequency of Visiting Downtown

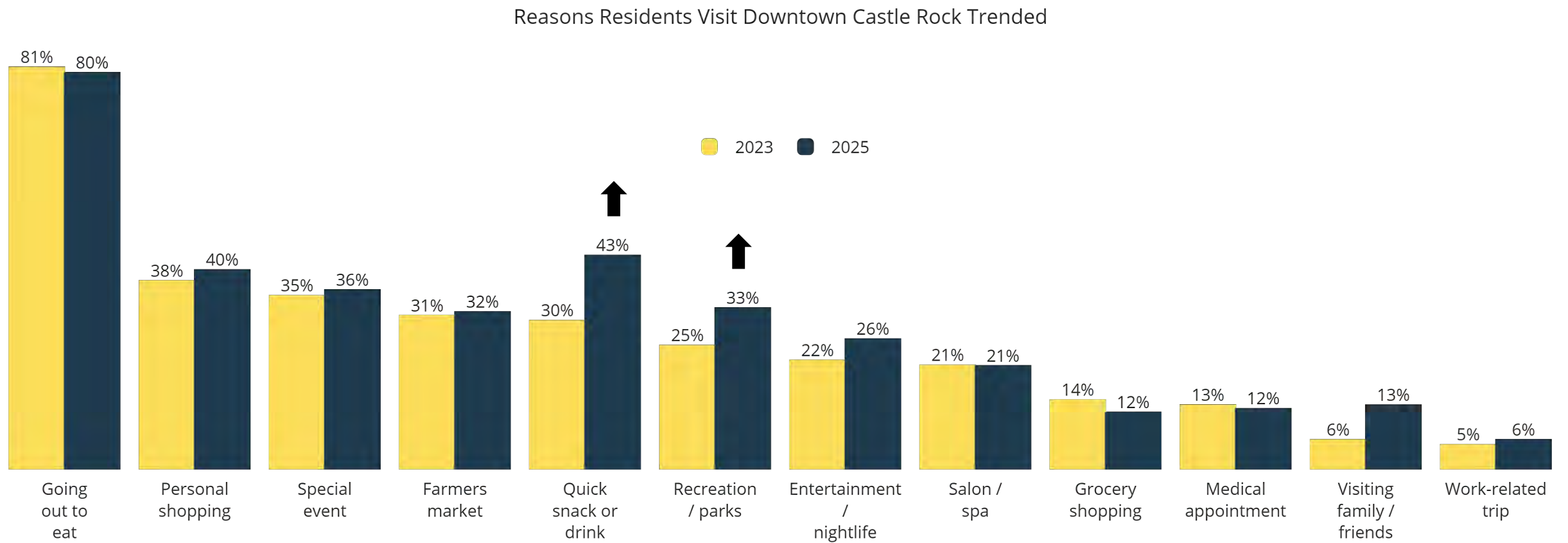
Sixty-four percent of residents visit Downtown Castle Rock about once a week or more. That's up from 52% in 2023.

Frequency of Visiting Downtown Castle Rock Trended



Downtown Activities

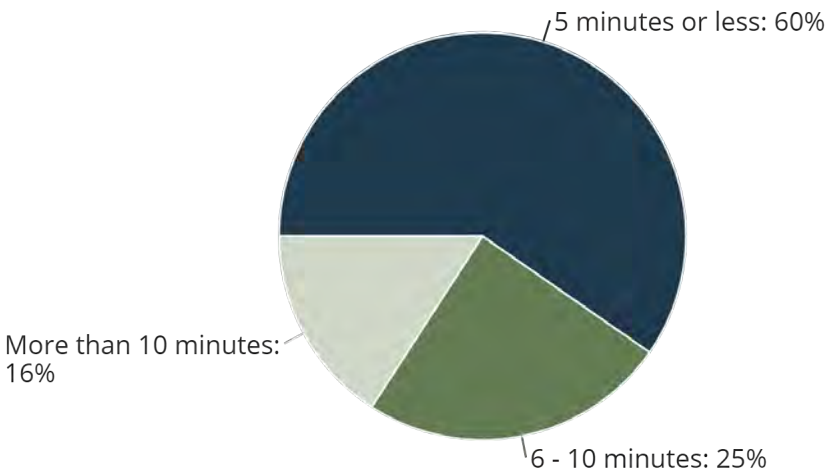
Going out to eat was by far the most common reason that residents took trips to Downtown Castle Rock, consistent with 2023. There has been an increase in residents going downtown for a quick snack or drink and for recreation activities.



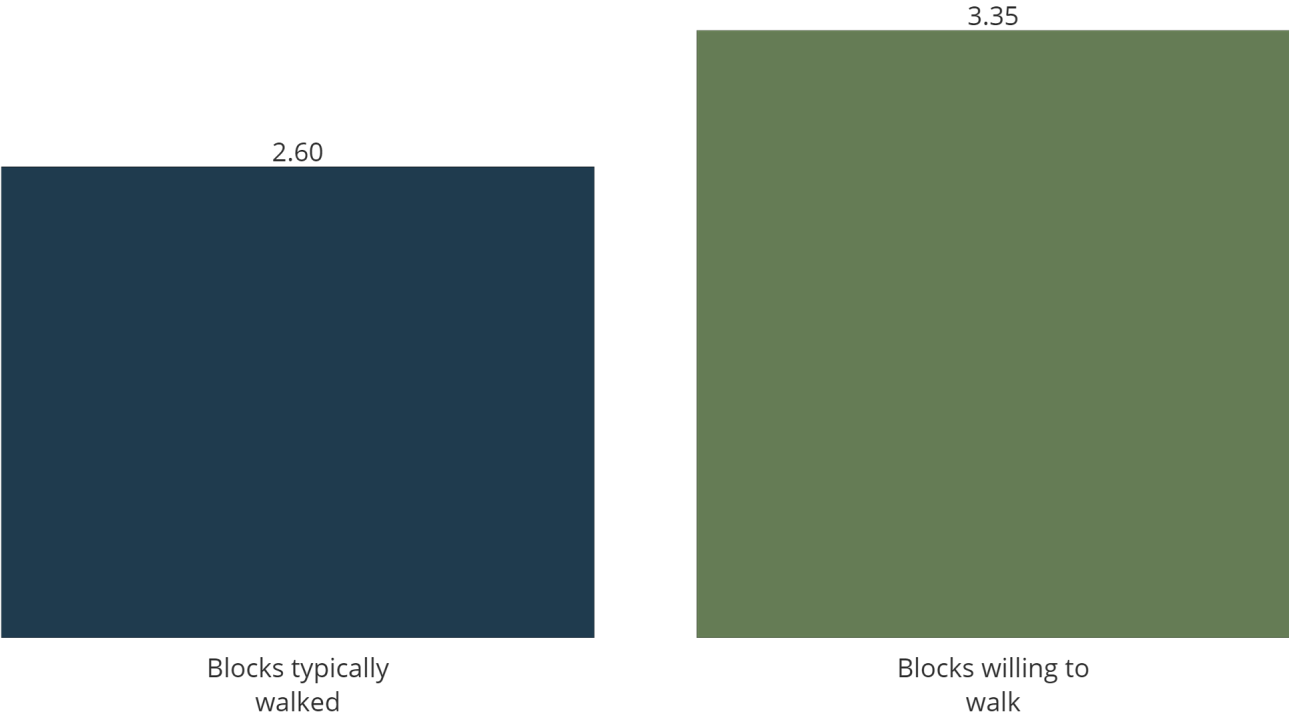
Downtown Parking

Sixty percent of residents said it typically takes them five minutes or less to find a parking space Downtown. There are no differences based on reason for visiting Downtown. On average, residents typically walk two or three blocks from their parking spot to their destination.

Time to Find a Parking Space Downtown



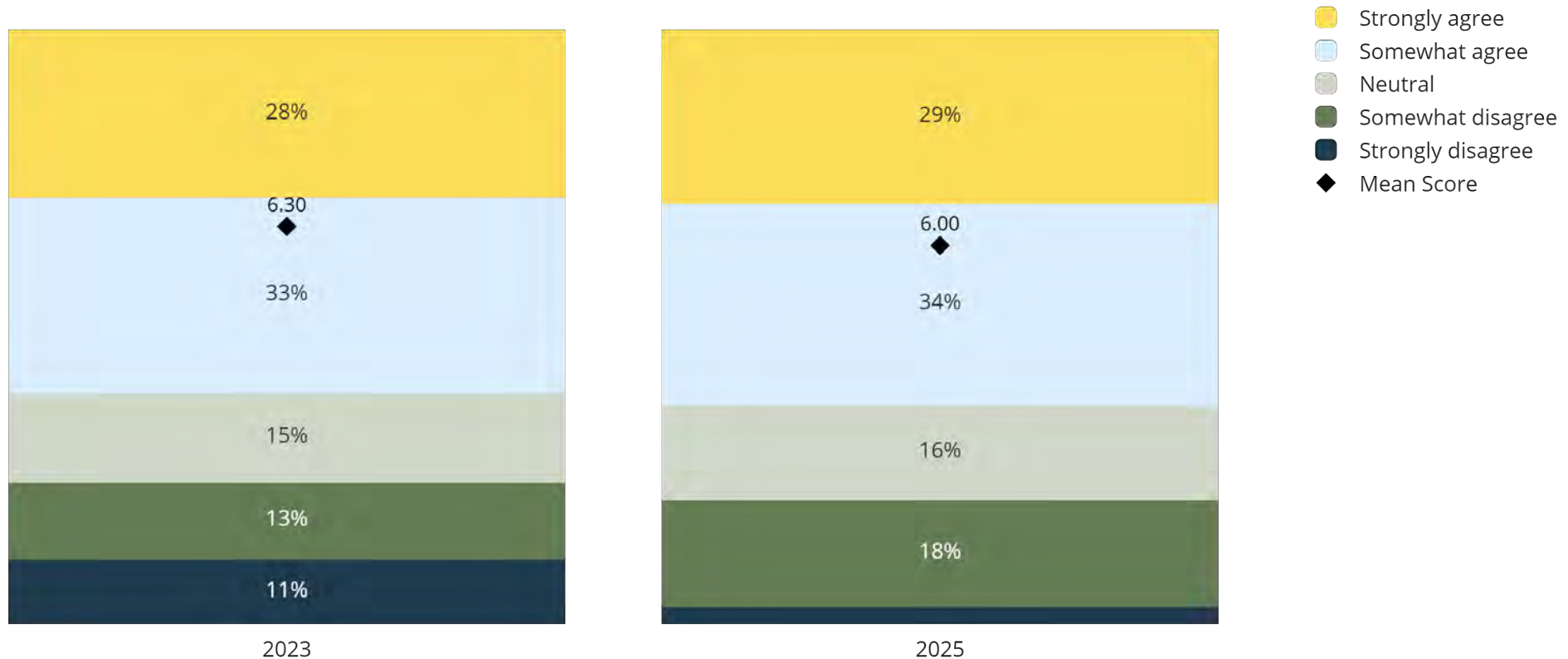
Distance Typically Walk vs. Willing to Walk



Business Investing in CR's Workforce

Over half of residents continue to agree that the Town should encourage the business community to invest in programs to help ensure that middle- and low-wage workers employed in Castle Rock can live in Castle Rock.

Agreement That the Town Should Encourage Businesses to Help Middle- and Low-Wage Workers Trended



Communications and Media

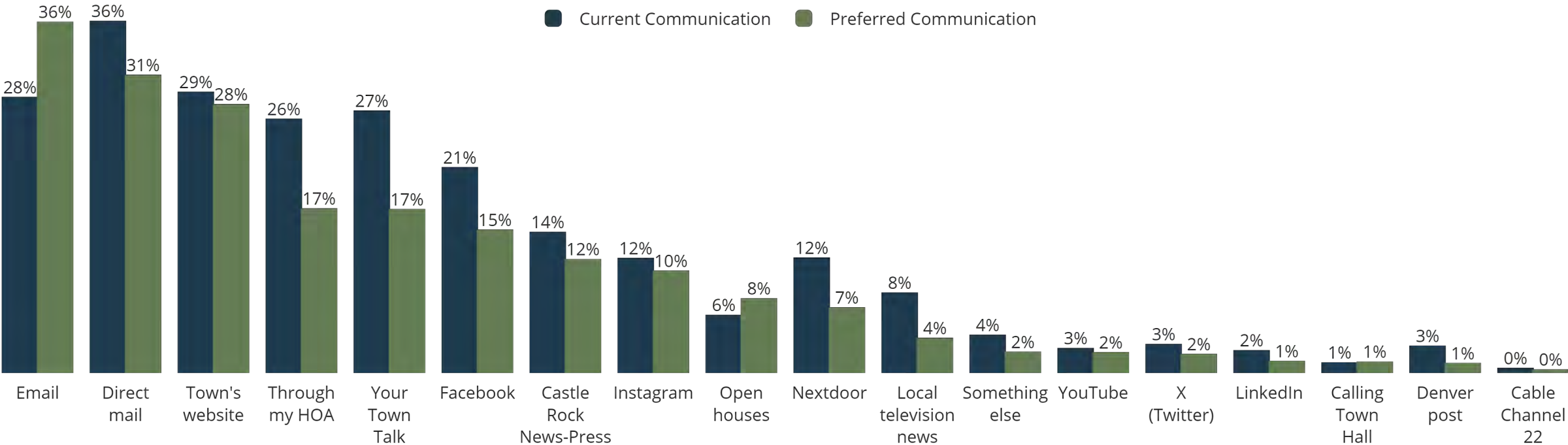


Current vs. Preferred Comms Methods

On average, residents would prefer to receive fewer direct mail communications and more email communications. Email was the only communication channel that residents would prefer to use substantially more than they currently do. Among those who use or prefer social media, Facebook is both most used and most preferred, followed by Instagram and Nextdoor.

Current vs. Preferred Communication Methods

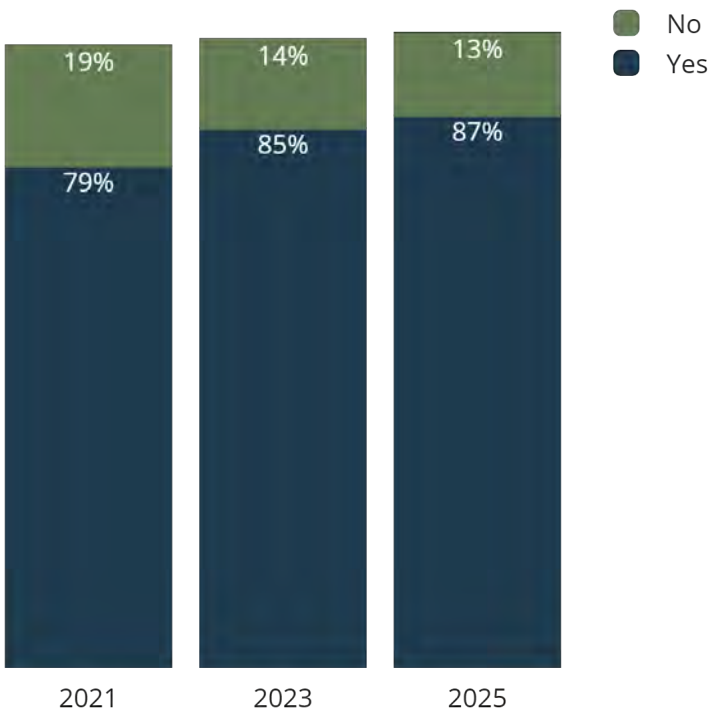
Current Communication
 Preferred Communication



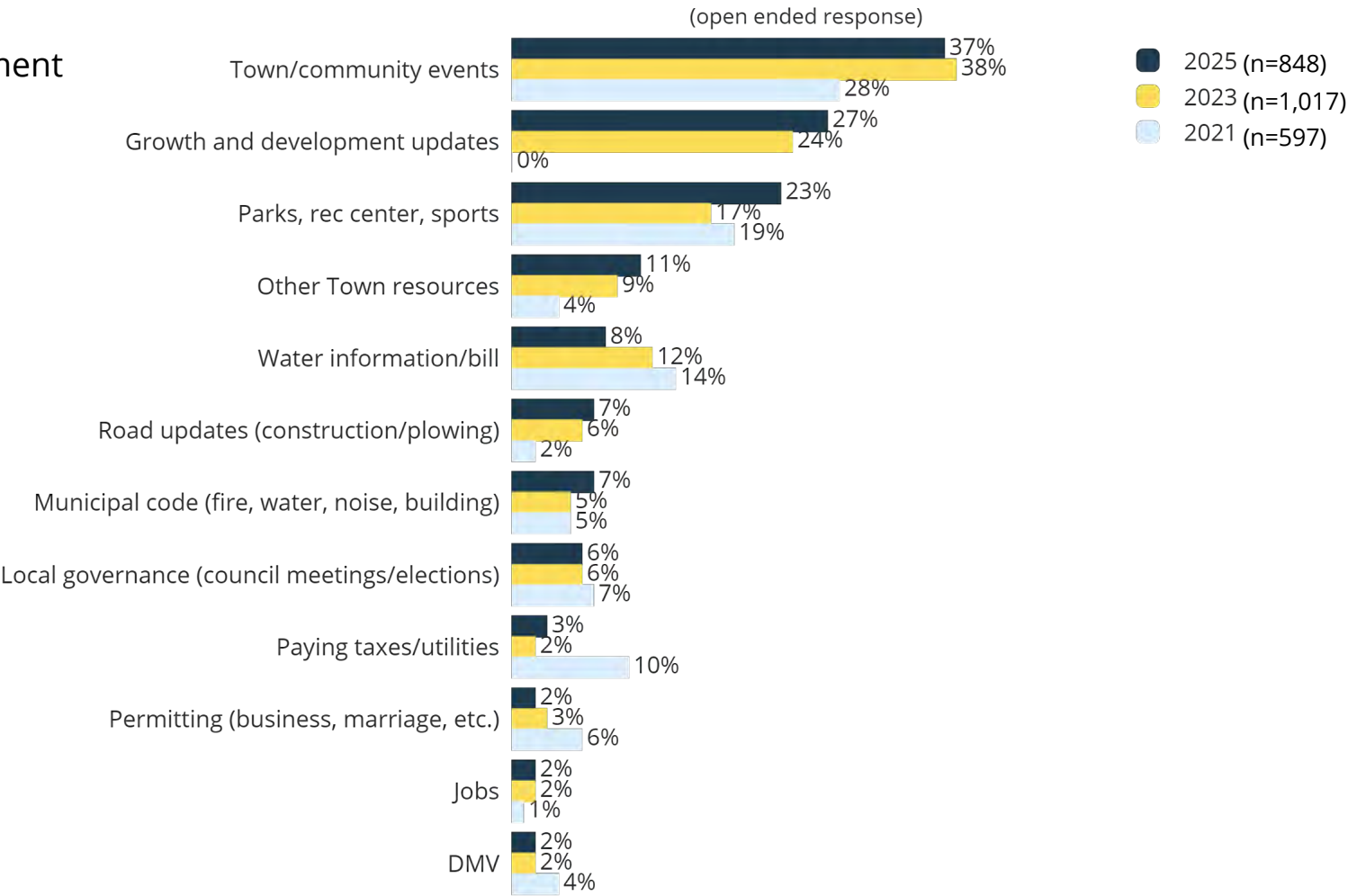
Website Information

Eighty-seven percent of residents have accessed the Town's website in the past two years. They are most frequently seeking information about community events, development updates, and recreation.

Have You Accessed the Town's Website Trended



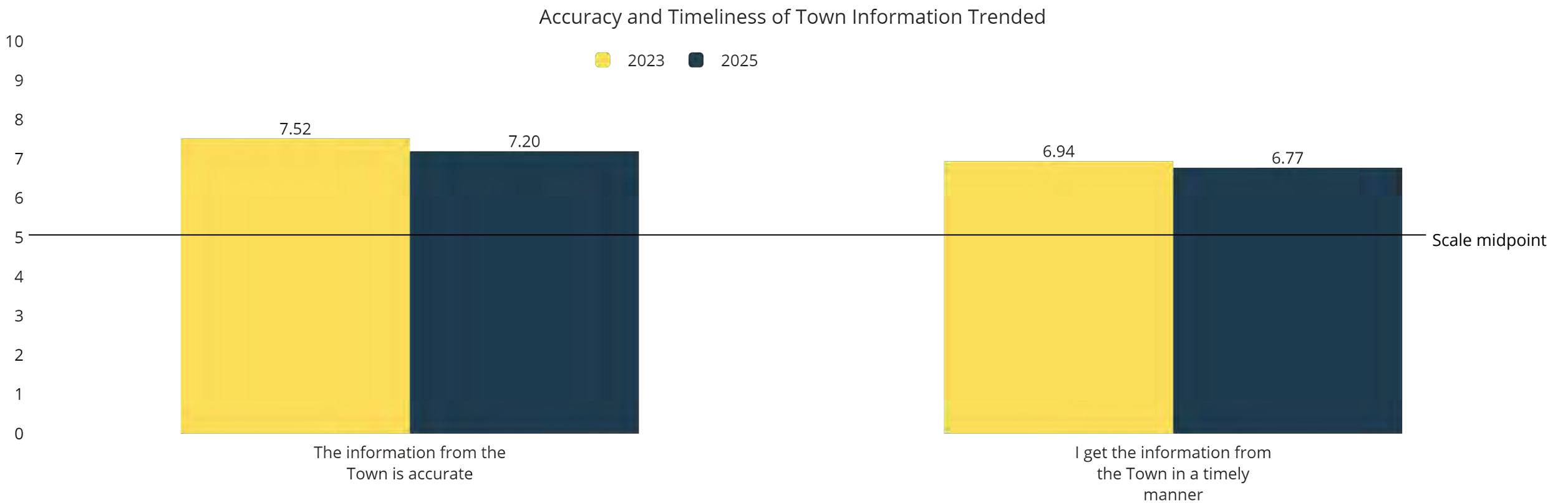
Information Sought on Town's Website Trended



Have you accessed the Town’s website (<https://CRgov.com>) in the past two years?
 [if yes] What information are you typically looking for when you visit the Town’s website?
 Open ends in Appendix page 434.

Accuracy and Timeliness of Town Information

Overall, residents are satisfied with the accuracy and timeliness of information provided by the Town of Castle Rock. Ratings are similar to those given in 2023.



Demographics



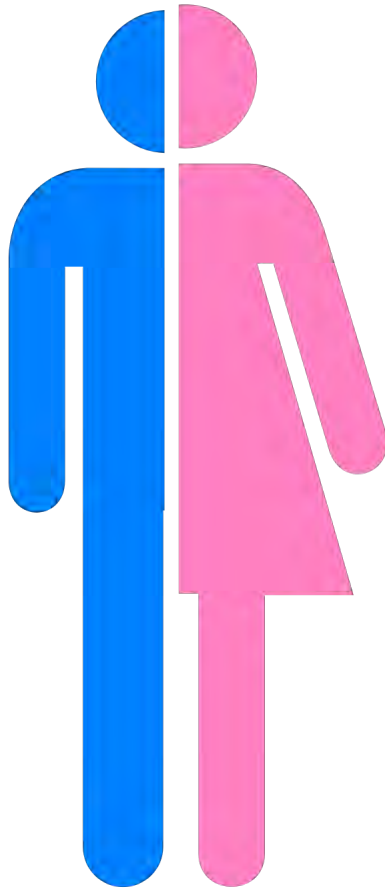
Gender & Age

Average: 48 years old

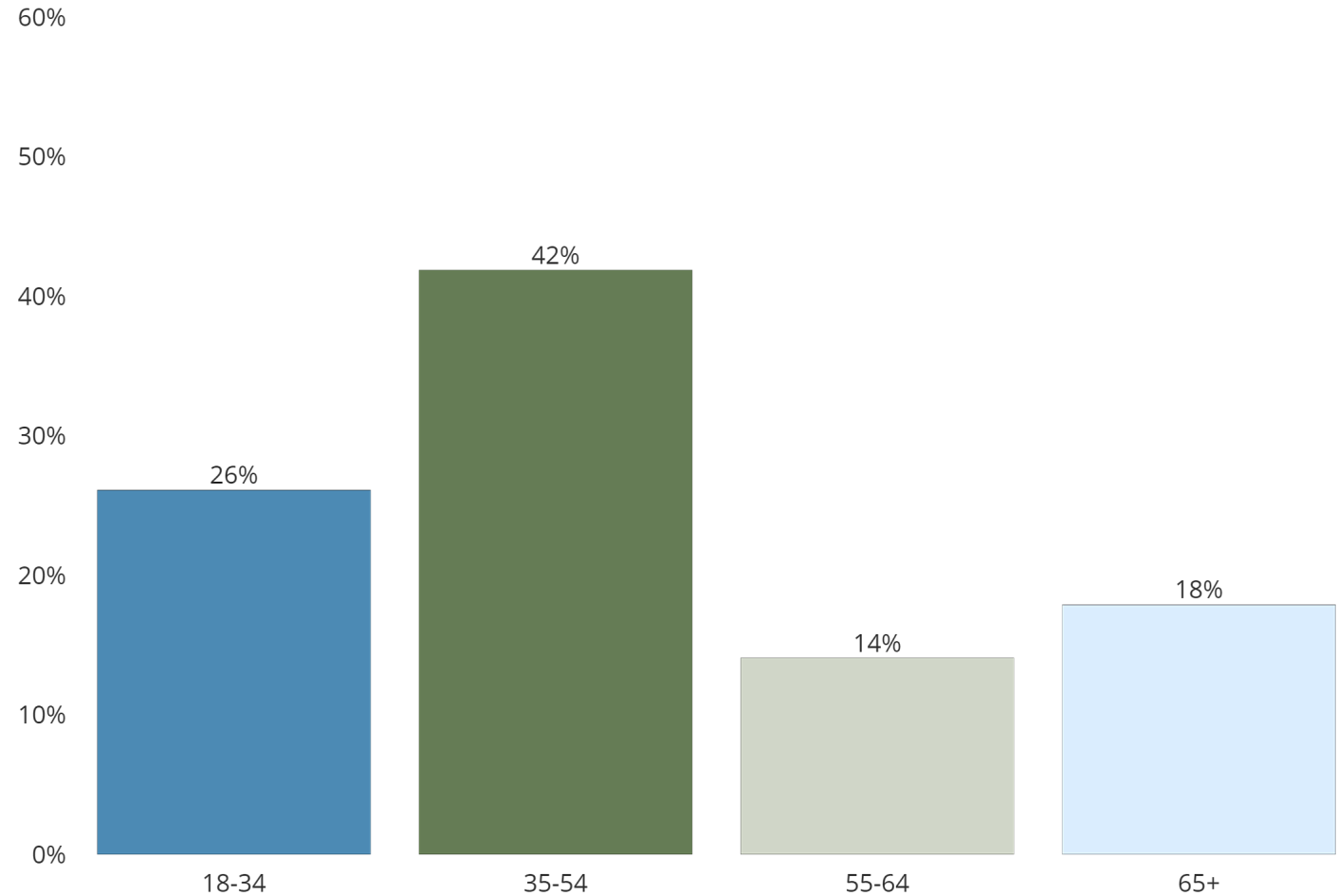
48%
Male

Gender of Survey Residents

52%
Female



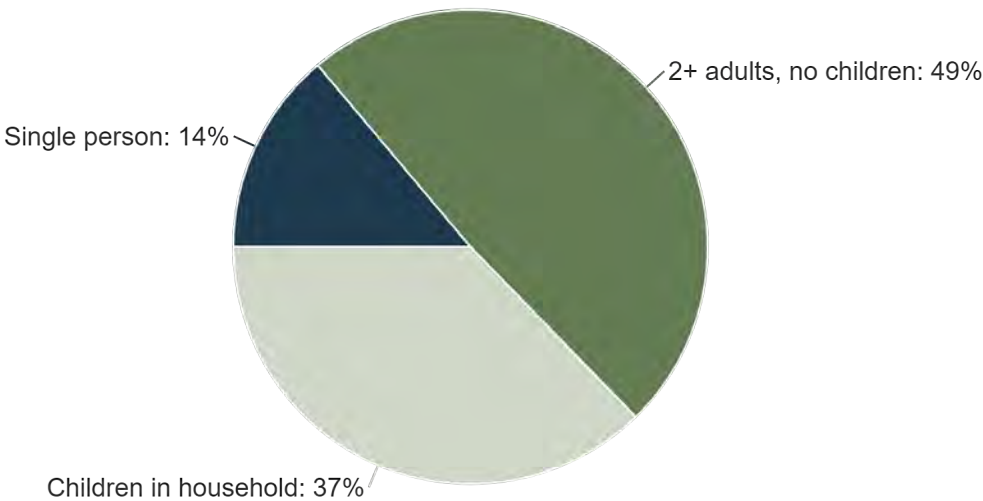
Residents' gender composition was very close to Castle Rock's population as measured by Census data (50% male, 50% female).



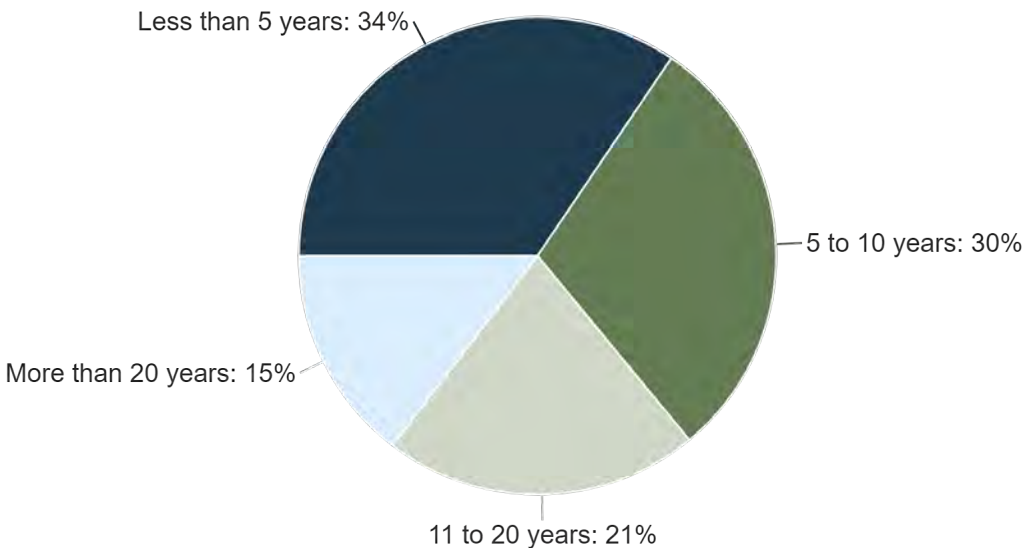
Household Characteristics

Residents' household composition was very close to Castle Rock's population as measured by Census data (9% singles, 41% with children, 50% 2+ adults without children).

Household Composition



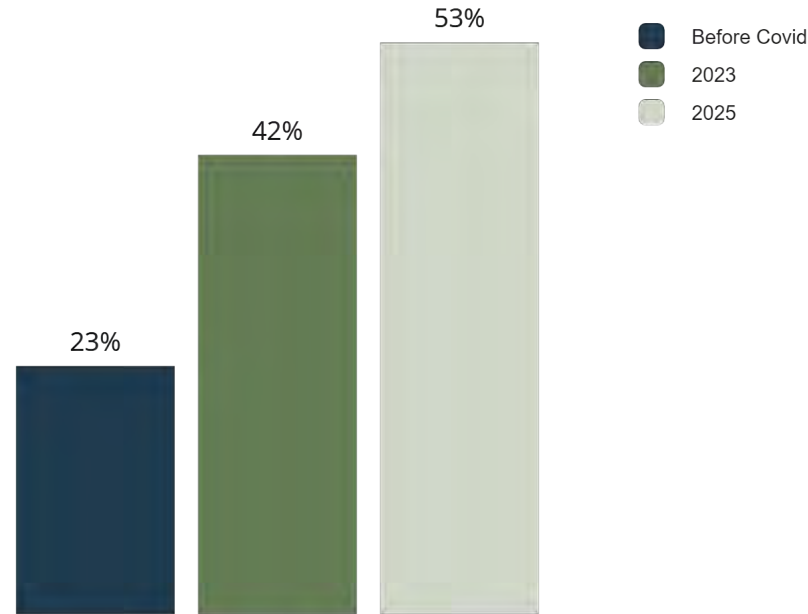
Years lived in Castle Rock
Average: 10 years



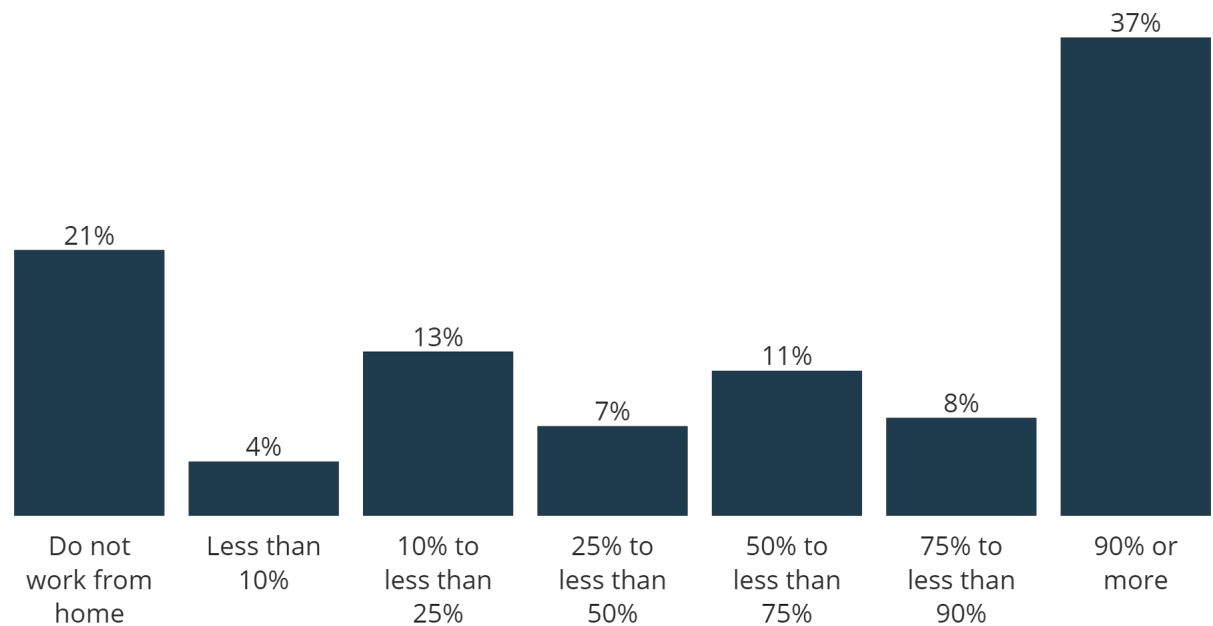
Work from Home

Overall, residents work from home about half the time. Thirty-seven percent of residents work from home 90% of the time or more.

Average Percent of Time Spent Working From Home



Proportion of Time Spent Working From Home



Voting and Business Ownership



97% of respondents are registered to vote

5% of survey respondents



state they own a business licensed in Castle Rock