

2025 Castle Rock Resident Questionnaire



ALL DIRECTIONS IN CAPITAL LETTERS ARE PROGRAMMING AND LOGIC INSTRUCTIONS. THESE WILL NOT BE VISIBLE TO SURVEY RESPONDENTS.

= = Is equal to
!= Is not equal to
R Respondent
>= Is greater than or equal to
> Is greater than
<= Is less than or equal to
< Is less than

[PN: There will be a base question set (Screeners, 5-star rating, strategic priorities, downtown, and demographics. The other sections will be divided into the following modules. Module 1: Community Character, Fire, and Water; Module 2: Place to Live, Public Works, Police, and Government Performance; and Module 3: Parks and Recreation, Planning for Growth, and Communications and Media. R's will be randomly assigned a module but will have the option to complete the other modules.]

INTROTEL. [SHOW IF PHONE] Hello. This is ____ with ReconMR, 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.]

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.
As a Castle Rock resident, you are being invited to participate in this survey, and 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.

S1. Are you a current resident of Castle Rock?

Yes
No [SKIP TO THANK1]
Don't know [SKIP TO THANK3]
Prefer not to answer [SKIP TO THANK3]

S2. Just to make sure that our study is representative of the Town of Castle Rock, may I please have your age? *(if you prefer not to answer, please enter "999")*

_____ ENTER AGE [RANGE 18:99] [IF UNDER 18 TERMINATE – THANK2]

S2A. [ask if AGE = 999] Which of the following categories does your age fall into?

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65 or older	6

S3. Are you . . .

Male	1	
Female	2	
Some other gender identity	3	
Prefer not to answer	999	[WEB: DO NOT SHOW]

5-Star Rating

- CS1. 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? **[USE SCALE]**
[AS NEEDED]: Please use your best estimate. There are no right or wrong answers.]

Overall quality of life in Castle Rock

Does not meet my expectations at all	0
Greatly exceeds my expectations	10

- CS2. Using the same expectations scale, how would you rate the overall quality of services provided by the Town of Castle Rock? **[USE SCALE]**
[AS NEEDED]: Please use your best estimate. There are no right or wrong answers.]

Overall quality of services provided

Does not meet my expectations at all	0
Greatly exceeds my expectations	10

- CS3. 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.” **[USE SCALE]**
[AS NEEDED]: Please use your best estimate. There are no right or wrong answers.]

Castle Rock compared to other communities

Significantly worse than other cities and towns	0
Significantly better than other cities and towns	10

- CS4. 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? **[USE SCALE]**
[AS NEEDED]: Please use your best estimate. There are no right or wrong answers.]

Direction town is headed

Strongly headed in the wrong direction	0
Strongly headed in the right direction	10

- CS5. Thinking about Town provided services in Castle Rock, do you believe you are getting your money’s worth for your Town 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.” **[USE SCALE]**
[AS NEEDED]: Please use your best estimate. There are no right or wrong answers.]

Value for tax dollar

Definitely not getting my money’s worth	0
Definitely getting my money’s worth	10

Strategic Priorities

Thank you for your participation! Now, we'd like to ask you a few questions about priorities in Castle Rock.

- SP1. 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.

Improving transportation connectivity and relieving traffic congestion	1
Managing growth/quality of life	2
Protecting natural resources/preserving additional open space	3
Providing adequate park and recreation amenities to keep up with neighboring communities	4
Providing adequate job opportunities	5
Providing a suitable range of housing options	6
Maintaining the Town's unique character	7
Ensuring outstanding public safety within Castle Rock	8
Securing the Town's water future	9
Supporting economic development within the Town	10
Managing Town finances conservatively	11

- SP2. Of those you selected, which is most important to you personally?

[Show only those options selected in SP1]

- SP3. Of those you did not select, which is least important to you personally?

[Show only those options NOT selected in SP1]

- SP4. Is there anything else you feel Castle Rock should have as a strategic priority?

[OPTIONAL OPEN END]

- SP5. On a scale of 0-10 (0 meaning not aligned at all and 10 meaning very aligned), how well do each of the priorities below align with your vision and values for Castle Rock's future? [USE SCALE]

[Same list as in SP1]

Not aligned at all	0
Very aligned	10

- SP6. On a scale of 0-10 (0 being poorly and 10 being excellent progress), how would you rate Castle Rock's progress over the last 10 years concerning each of the following values? [USE SCALE]

[Same list as in SP1]

Poorly	0
Excellent	10

- SP7. Please tell us how strongly you agree or disagree with the following.
 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. **[USE SCALE]**

The Town should encourage investment in this area

Strongly disagree 0
 Strongly agree 10

[SP1 List]

Improving transportation connectivity and relieving traffic congestion	1
Improving residential/nonresidential balance	2
Managing growth/quality of life	3
Protecting natural resources/preserving additional open space	4
Providing adequate park and recreation amenities to keep up with neighboring communities	5
Providing adequate job opportunities	6
Providing a suitable range of housing options	7
Maintaining the Town's unique character	8
Ensuring outstanding public safety within Castle Rock	9
Securing the Town's water future	10
Supporting economic development within the Town	11
Managing Town finances conservatively	12

Downtown

Thank you for your participation! Now, we'd like to ask you a few questions about downtown Castle Rock.

DT1. Over the past six months, how frequently have you been to downtown Castle Rock?

Almost every day (<i>6 – 7 days/week</i>)	1
5 days per week	2
2 – 4 days per week	3
About once a week	4
2 – 3 days per month	5
About once a month	6
Less than once a month	7

DT2. For what reasons do you go to downtown Castle Rock? (Check all that apply.)

I live downtown	1
I work downtown	2
Visiting family/friends	3
Going out to eat	4
Quick snack or drink	5
School/class	6
Medical appointment	7
Salon/spa	8
Work-related trip	9
Entertainment/nightlife	10
Personal shopping	11
Recreation/parks	12
Farmers market	13
Grocery shopping	14
Special event	15
Other: _____	16

DT3. How long does it typically take you to find an available parking space in downtown Castle Rock?

[5 MIN INCREMENTS]

DT4. How many blocks do you typically walk from your parking spot to your destination in downtown Castle Rock?

[#] blocks

DT5. How many blocks are you willing to walk from your parking spot to your destination in downtown Castle Rock?

[#] blocks

Fire/EMS

Thank you for your participation! Now, we'd like to ask you a few questions about the Castle Rock Fire and Rescue Department.

- F1. Below is a list of services provided by Castle Rock Fire and Rescue. Please rank the **three items that are most important to you.**

[RANK TOP 3]

1. Fire Suppression: *(Extinguishment of building, vehicle, and other misc. fires)*
2. Wildland Fire Suppression: *(Extinguishment of wildland and urban interface fires)*
3. Hazardous Materials Mitigation: *(Emergency investigation and incident stabilization of hazardous materials incidents)*
4. Fire Prevention: *(Fire code enforcement, building inspections, and building plan review)*
5. Public Education / Fire and EMS Safety: *(Public education and training in fire safety, injury prevention, and first aid)*
6. Technical Rescue: *(Commercial vehicle/machinery entrapment, extraction, confined space, high/low angle rope, trench/below grade, structural collapse, and ice/water rescue)*
7. Domestic Preparedness, Planning, and Response: *(Preparation and initial response to natural or man-made disasters to include terrorist actions)*
8. Fire Investigations: *(Determination of fire cause, origin and evidence collection, investigation to support possible prosecution)*
9. Emergency Medical Services: *(Ambulance/Paramedic)*

- F2. Now, please rank your confidence in the Castle Rock Fire and Rescue Department on each of the following ... **[RANDOMIZE TOP 3 PRIORITIES FROM PREVIOUS QUESTION – ALWAYS SHOW LAST ROW]**

[Top 3 Item selected above]

[Top 3 Item selected above]

[Top 3 Item selected above]

Overall confidence of Castle Rock Fire and Rescue to respond to emergencies

Not at all confident

0

Extremely confident

10

[LIST DISPLAYED IN FIRES]

1. Fire Suppression: *(Extinguishment of building, vehicle, and other misc. fires)*
2. Wildland Fire Suppression: *(Extinguishment of wildland and urban interface fires)*
3. Hazardous Materials Mitigation: *(Emergency investigation and incident stabilization of hazardous materials incidents)*
4. Fire Prevention: *(Fire code enforcement, building inspections, and building plan review)*
5. Public Education / Fire and EMS Safety: *(Public education and training in fire safety, injury prevention, and first aid)*
6. Technical Rescue: *(Commercial vehicle/machinery entrapment, extraction, confined space, high/low angle rope, trench/below grade, structural collapse, and ice/water rescue)*
7. Domestic Preparedness, Planning, and Response: *(Preparation and initial response to natural or man-made disasters to include terrorist actions)*
8. Fire Investigations: *(Determination of fire cause, origin and evidence collection, investigation to support possible prosecution)*
9. Emergency Medical Services: *(Ambulance/Paramedic)*

Water

Thank you for your participation! Now, we'd like to ask you a few questions about Castle Rock Water.

- U1. 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 ITEMS; ANCHOR U1G] [USE SCALE]

- U1A. The overall quality of the water (*taste, purity*)
- U1B. Securing and managing long-term water supplies
- U1C. Providing a water bill that is easy to understand
- U1D. Customer service
- U1E. Water conservation programs
- U1G. Value of service for rates paid
- U1H. Management of stormwater
- U1I. Operation of the wastewater/sewer system

Very poor	0
Excellent	10

- U2. Which of the following statements best describes your current beliefs about long-term water issues in Castle Rock (Long Term Water Plan available [here: https://www.crgov.com/1697/Long-Term-Water](https://www.crgov.com/1697/Long-Term-Water))?

[SELECT ONLY ONE ANSWER]

- I have serious concerns about the long-term water supply and believe that the Town does **not** have a solid plan to address this issue. 1
- I am somewhat concerned about the long-term water supply and am **not confident** in the Town's plan to address this issue. 2
- I am somewhat concerned about maintaining our long-term water supply but I believe that the Town is on the right path. 3
- I am not concerned about the long-term water supply because I believe that the Town has an adequate plan. 4
- I am not concerned about the long-term water supply because I just don't believe that it is an issue. 5
- I do not know enough about the issue to make an informed decision. 6

- U3. [IF U2 = 1 || U2 = 2 SHOW] What specific concerns do you have about the Town's plan to address long-term water?

[IF U2 = 6 SHOW] What information would be useful in helping you understand the Town's long-term water plan, and what is the best way for the Town to ensure you get the information you need?

[INSERT TEXT BOX]

U4. Have you registered for the online water billing system?

Yes	1
No	2

U5. [ASK IF U4 = 1] How would you rate the performance of the online water billing system?

Very poor	0
Excellent	10

U6. [ASK IF U4 = 2] Why haven't you registered for the online water billing system?

[INSERT TEXT BOX]

U7. [ASK IF U4 = 2] What would it take to convince you to register for the online water billing system?

[INSERT TEXT BOX]

U8. The Term 'ColoradoScape' means "a natural landscape, comprised of low to very-low water use plant material, which blends in with the native Castle Rock landscape." This landscaping combines hardscape and landscape materials, providing various plant materials, colors, textures, sizes, shapes, and seasonal interests.

To encourage residents to ColoradoScape their yards and decrease water usage, the Town has a rebate program of up to \$3.25 per square foot of yard converted from grass to ColoradoScapes. The current maximum rebate is \$4,875 for a residential customer.

Prior to this description, were you aware of the rebate program?

Yes	1
No	2

U9. Is any portion of your property 'ColoradoScaped'? Check all that apply.

Yes, my front yard	1
Yes, my backyard	2
Yes, some other party of my property (Please specify)	3
No, my property/yard is not ColoradoScaped [EXCLUSIVE]	4
No, I am not in charge of property/yard maintenance or do not have property/a yard [EXCLUSIVE]	5

U10. What would incentivize you to Coloradoscape your property?

Larger rebate	1
Free design services	2
Savings on water bill	3
Other	4

U11. Did you receive a mailer concerning water in Castle Rock this past November?

Yes	1
No	2

U11a. [IF U11 =1] How effective, if at all, was the mailer at providing valuable information and/or answering your questions or concerns?

Not at all effective	1
Not very effective	2
Somewhat effective	3
Very effective	4

U12. What additional questions do you have about water in Castle Rock?

[INSERT TEXT BOX]

U13. What questions or concerns do you have about stormwater management in the community?

[INSERT TEXT BOX]

U14. What questions or concerns do you have about the sanitary sewer system management in the community?

[INSERT TEXT BOX]

Community Character

Thank you for your participation! Now, we'd like to ask you a few questions about the community character in Castle Rock.

- CC1. 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." **[USE SCALE]**

[AS NEEDED]: Please use your best estimate. There are no right or wrong answers.]

Sense of community in Castle Rock

No sense of community at all	0
Strong sense of community	10

- CC2. The next few questions are about Castle Rock's distinct Town identity. The following list contains several things residents have mentioned that contribute to the Town's Identity.

Which of the following do you feel contribute to Castle Rock's unique Town identity?
(Select up to five options)

Special events and activities for the community	1
Easy access to open spaces and natural beauty	2
Safe neighborhoods and streets	3
A vibrant downtown	4
Knowing my neighbors	5
Friendly people	6
Small businesses and limited big box stores	7
Walkable areas with low traffic	8
Feeling safe	9
Connection to history and heritage	10

- CC3. Is there anything else that contributes to the distinct identity of the Town?

[OPTIONAL OPEN END]

Place To Live

Thank you for your participation! Now, we'd like to ask you a few questions about living in Castle Rock.

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

[OPEN END]

CR2. 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." [RANDOMIZE ITEMS] [USE SCALE]

CR2B. As a place to work

CR2D. As a place to raise children

CR2E. As a place to retire

CR2F. As a place to do business

Not at all likely	0
Very likely	10

Public Works

Thank you for your participation! Now, we'd like to ask you a few questions about the Castle Rock Public Works.

- PW1. 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 ITEMS; ANCHOR PUB2E] [USE SCALE]

- PW1A. The overall condition of road surfaces
- PW1C. Level of congestion on the Town streets
- PW1D. Cleanliness of the streets
- PW1E. Overall convenience and accessibility of the roads in Castle Rock

Does not meet my expectations at all	0
Greatly exceeds my expectations	10

- PW2. CDOT owns and operates signals along U.S. Highway 85, including the segment between U.S. Highway 85 and Interstate 25, known as Meadows Parkway. It also owns the signals on State Highway 86 between I-25 and Fifth Street, known as Founders Parkway, which runs east through Town.

The Town maintains all other signals within Town limits.

How would you rate the traffic signal timing of Town-owned signals in Castle Rock?

Does not meet my expectations at all	0
Greatly exceeds my expectations	10

- PW3. The Town has two primary goals for its snowplowing operations. Using a scale from 0 to 10 where "0" means "Very poor" and "10" means "Excellent," please rate the Town's performance on the following: [USE SCALE]

PW3A. Keeping a lane open for emergency access while it is snowing.

PW3B. [WEB SHOW:] Plowing all travel lanes within 10 hours of the snow stopping.
(residential streets are *not* plowed after minor snow events)

[PHONE SHOW:] Residential streets are not plowed after minor snow events. Knowing this, how would you rate the Town's performance in plowing all travel lanes within 10-hours of the snow stopping?

Very poor	0
Excellent	10

- PW4. How would you rate the adequacy of bike lanes and multi-use paths along roadways 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." [USE SCALE]

Adequacy of bike lanes and multi-use paths along roadways

Significantly worse than other cities and towns	0
Significantly better than other cities and towns	10

- PW5. Take a moment to think about the frequent trips you take within Castle Rock. How would you rate the consistency of travel within the Town in terms of the length of time it takes to get from point A to point B? Use a scale from 0 to 10 where “0” means “travel time is extremely inconsistent” and “10” means “travel time is extremely consistent.” **[USE SCALE]**

Consistency of travel time

Extremely inconsistent	0
Extremely consistent	10

- PW6. Take a moment and think about the street on which you live. How would you rate the safety of your neighborhood streets for all transportation modes (e.g., car, bike, walking)? **[USE SCALE]**

Safety of neighborhood streets

Not at all safe	0
Completely safe	10

- PW7. Now, think about transportation along major streets in Castle Rock. How would you rate safety for all transportation modes (e.g., car, bike, walking)? **[USE SCALE]**

Safety along major streets

Not at all safe	0
Completely safe	10

Government Performance

Thank you for your participation! Now, we'd like to ask you a few questions about how well Castle Rock keeps you informed.

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."

[RANDOMIZE ITEMS] [USE SCALE]

GOV1A. Keeps residents informed regarding Town happenings and initiatives in general

GOV1B. Seeks residents' involvement and input

GOV1C. Keeps residents informed regarding Castle Rock Water services and projects

GOV1D. Keeps residents informed regarding Parks and Recreation initiatives

Strongly disagree 0

Strongly agree 10

Police

Thank you for your participation! Now, we'd like to ask you a few questions about the Castle Rock Police.

P0. How often do you see Castle Rock Police Officers when you are out and about in the Town?

- | | |
|---|---|
| I have never seen Castle Rock Police around town | 1 |
| I see them every once in a while, but less than half the time I'm out and about | 2 |
| I see them about half the time I'm out and about | 3 |
| I see them often, more than half the time | 4 |
| I see them nearly every time I go out and about in the Town | 5 |

P1. 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]

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

P0A. [IF P0 > 1] Did you talk to any on-duty Castle Rock police officer for non-official business?

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

P1A. [ASK IF P1 = 1] Which of the following Police services have you contacted or utilized in the past two years? Check all that apply.

- | | |
|--|---|
| 911 or non-emergency dispatcher | 1 |
| Participated in a community activity with police | 2 |
| Reported a crime or provided information to police | 3 |
| Stopped, arrested, or suspected of a crime by police | 4 |
| Animal Services such as Animal Control | 5 |
| Victim's assistance | 6 |
| Front Counter at police station | 7 |
- [PHONE READ AS
NEEDED / DISPLAY ON WEB THE FRONT COUNTER HANDLES SUCH THINGS
AS FINGERPRINTING, VIN VERIFICATION, ETC.]

P2. 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 ITEMS] [USE SCALE]

- P2A. [SHOW IF P1A=1] Communication with 911 or non-emergency dispatch
P2C. [SHOW IF P1A=2,3,4 || P0A == 1] Professionalism of the police officer or detective
P2E. [SHOW IF P1A=5] Animal services such as Animal Control
P2F. [SHOW IF P1A=6] Victim's assistance services
P2G. [SHOW IF P1A=7] Professionalism of the police station front counter staff
P2I. [SHOW TO ALL] Response time

- | | |
|-------------------------------------|----|
| Did not meet my expectations at all | 0 |
| Greatly exceeds my expectations | 10 |

- P3. 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.” **[USE SCALE]**

Approachability of Police Officers in Castle Rock

Not at all approachable	0
Very easy to approach	10

- P4. How confident are you in the following aspects of the Town’s Police Department? Use a Scale from 0 to 10 where “0” means “Not at all confident” and “10” means “Extremely confident.” **[USE SCALE]**

P4a. Police’s ability to provide a safe and secure community

P4b. Police’s ability to uphold and maintain the trust of residents

Not at all confident	0
Extremely confident	10

Planning for Growth

Thank you for your participation! Now, we'd like to ask you a few questions about planning for growth in Castle Rock.

- G1. Using a one or two-word phrase, what aspect of growth in Castle Rock do you consider most beneficial?

[OPEN END]

- G2. Using a one or two-word phrase, what aspect of growth in Castle Rock is causing you the most concern?

[OPEN END]

- G3. The following is a list of actions the Town takes to help ensure quality growth within Castle Rock. **Please rank these actions from most important to least important.**

Preserve open space
Enforce zoning regulations
Engage the public for input regarding development proposals
Implement and execute long-term water plans
Improve the transportation network by widening roads within the Town
Improve the transportation network by adding new interchanges on major highways in Castle Rock
Establish and execute long-range plans for other Town services (fire, police, parks and recreation)
Charge impact fees on development to help ensure growth pays for growth
Require exceptional community benefits for any new development approvals

- G4. Are there any other measures you would like to see the Town take to ensure quality growth?

[OPTIONAL OPEN END]

- G5. Please indicate the rate of growth in the following categories in Castle Rock over the past 2 years.

- a. Population growth
- b. Retail growth (stores, restaurants, etc.)
- c. Job growth
- d. Housing new construction growth
- e. Infrastructure to serve growth (roads, parks, facilities, etc.)

Much too fast	1
A bit too fast	2
An appropriate pace	3
A bit too slowly	4
Much too slowly	5

Communications and Media

Thank you for your participation! Now, we'd like to ask you a few questions about the communication in Castle Rock.

M1. How do you **currently** communicate or receive information from the Town of Castle Rock?

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT – RANDOMIZE 1-12; ANCHOR 13&14]

Direct mail (including magazines, newsletters)	1
Email (including CRgov.com subscriptions)	2
Social media	3
Denver Post	4
Castle Rock News-Press	5
Watching local television news	6
Your Town Talk (water bill newsletter)	7
Town's website	8
Calling Town Hall	9
Open houses regarding Town projects	10
Cable Channel 22	11
Through my HOA (website, newsletter, etc.)	12
I prefer not to communicate with the Town	13
Something else (<i>Please specify</i>)	14

M1A. [SHOW IF M1=3] Which social media platform(s) do you **currently** use to communicate or receive information from the Town?

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT – RANDOMIZE 1-6; ANCHOR 7&8]

Facebook	1
X (Twitter)	2
Instagram	3
YouTube	4
Nextdoor	5
LinkedIn	6
Something else (<i>Please specify</i>)	7
Prefer not to say	8

M2. How would you rate each of the following elements of service on the information you get from the Town?

The information from the Town is accurate

I get the information from the Town in a timely manner

Do not agree at all	0
Completely agree	10

M3. How would you **prefer** to communicate or receive information from the Town of Castle Rock?

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT; RANDOMIZE 1-12. ANCHOR 13-15]

Direct mail (including magazines, newsletters)	1
Email (including CRgov.com subscriptions)	2
Social media	3
Denver Post	4
Castle Rock News-Press	5
Watching local television news	6
Your Town Talk (water bill newsletter)	7
Town's website	8
Calling Town Hall	9
Open houses regarding Town projects	10
Cable Channel 22	11
Through my HOA (website, newsletter, etc.)	12
I prefer not to communicate with the Town	13
Something else (<i>Please specify</i>)	14
Prefer not to say	15

M3A. [SHOW IF M3 = 3] Which social media platform(s) would you **prefer** to use to communicate or receive information from the Town?

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT; RANDOMIZE 1-6. ANCHOR 7&8]

Facebook	1
X (Twitter)	2
Instagram	3
YouTube	4
Nextdoor	5
LinkedIn	6
Something else (<i>Please specify</i>)	7
Prefer not to say	8

M4. Have you accessed the Town's website (<https://CRgov.com>) in the past two years?

Yes	1
No	2
Prefer not to say	3

M4A. [SHOW IF M4 = 1] What information are you typically looking for when you visit the Town's website (<https://CRgov.com>)?

[OPEN END – PROBE ONCE]

Parks and Recreation

Thank you for your participation! Now, we'd like to ask you a few questions about the Castle Rock Parks and Recreation.

- PR1. Do you believe that the access you have to parks and trails is a good value to you as a resident of Castle Rock? **[USE SCALE]**

Value received from parks and open spaces

Definitely not a good value at all	0
Definitely getting a good value	10

- PR2. The Parks and Recreation Department has a goal of providing a park or open space for recreation within roughly half a mile of each household. **How close do you believe that the town is achieving that goal?** **[USE SCALE]**

Providing parks or open spaces within roughly one-half mile distance of each household

Not at all close to achieving	0
Extremely close to achieving	10

- PR3. To what extent do the parks and recreation opportunities available in Castle Rock impact the quality of life here? **[USE SCALE]**

Greatly detracts from the quality of life	0
Greatly enhances the quality of life	10

- PR4. The Town's Parks and Recreation department puts on roughly 35 special events within the community each year. It also permits other entities to produce events in the Town.

Please indicate your level of agreement or disagreement with each of the following statements regarding special events in Castle Rock. [USE SCALE]

- Special events are an important part of the Town's distinct identity
- It is valuable to hold special events in Castle Rock
- Special events help promote awareness of Castle Rock's amenities to residents and visitors
- Special events increase commerce in Castle Rock

Strongly Disagree	0
Strongly Agree	10

- PR5. What additional types of facilities or programs would you like to see the Castle Rock Parks and Recreation Department offer to you and your family? Select up to three.

[RANDOMIZE; ANCHOR 14 AND 15]

Neighborhood parks	1
Open recreational spaces	2
Playgrounds	3
Picnic facilities	4
Outdoor multi-use turf fields for soccer, lacrosse, football, etc.	5
Walking/biking paths	6
Bowling alley	7
Pickleball courts	8
Ice skating rinks	9
Tennis courts	10
Baseball/softball fields	11
Cultural arts facilities	12
Dog parks	13
Other (Please specify)	14
None	15

- PR6. Do you support public-private partnerships where the Town provides incentives, such as land and revenue sharing, to encourage businesses to develop park and sports facilities in Castle Rock?

Yes 1
No 2

- PR7. [IF PR6=1] Which of the following should the Town pursue in developing a public-private partnership first?

Pick one of the two the Town should pursue a public-private partnership to develop first.

Ice skating rink	1
Outdoor sports fields	2

- PR8. What do you believe should be the **primary** role of the Town in supporting cultural arts and activities? Please rank the following in order of importance.

Providing financial assistance to artists and cultural organizations	1
Organizing cultural events and festivals	2
Collaborating with private entities and community organizations	3
Offering educational programs and workshops	4
Safeguarding historical and cultural heritage	5
None of the above	6

- PR9. Would you be willing to support charitable giving initiatives for the following causes in our community? Check all that apply.

Therapeutic recreation	1
Arts and culture	2
Historic preservation	3
Youth athletics	4
None of the above	5 [EXCLUSIVE]

Demographics

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.

D2. How many years have you lived in Castle Rock?
_____ ENTER NUMBER OF YEARS LIVED IN CASTLE ROCK

D3. Do you own a business that is licensed with the town of Castle Rock?

Yes 1
No 2

D4. Do you own or rent your home?

Own 1
Rent 2

D5. 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."]

[DEMOS MUST CONTAIN A RESPONSE IN AGE 18-64 OR 65 AND OVER]

D5A. _____ Under 5
D5B. _____ Under 5-12
D5C. _____ Under 13-17
D5D. _____ Under 18-64
D5E. _____ 65 and over

D6. Do you speak a language other than English at home?

Yes 1
No 2

D6A. **[IF D6=1]** What language(s) are spoken in your home?

Spanish 1
Chinese / Cantonese / Mandarin 2
Vietnamese 3
Korean 4
Russian 5
Japanese 6
Hindi 7
German 8
French 9
Tamil 10
Other (Please specify) 11

D7. Do you identify as.... (Check all that apply.)

[MULTIPLE SELECT]

- | | |
|---|---|
| White | 1 |
| Black or African American | 2 |
| American Indian or Alaskan Native | 3 |
| Native Hawaiian or Other Pacific Islander | 4 |
| Hispanic or Latino | 5 |
| Something else (<i>Please specify</i>) | 6 |

D8. Are you registered to vote in the Town of Castle Rock?

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

D9A. What percent of the time do you work from home?

_____ ENTER PERCENT OF TIME YOU CURRENTLY WORK FROM HOME

D10. What is the approximate total annual income of all members of your household?

- | | |
|----------------------------------|---|
| Less than \$20,000 | 1 |
| \$20,000 to less than \$35,000 | 2 |
| \$35,000 to less than \$50,000 | 3 |
| \$50,000 to less than \$75,000 | 4 |
| \$75,000 to less than \$100,000 | 5 |
| \$100,000 to less than \$150,000 | 6 |
| \$150,000 to less than \$200,000 | 7 |
| \$200,000 or more | 8 |

Future Research

FR1. Keep the Feedback Flowing!

You've just completed one of three survey modules the Town of Castle Rock is conducting through early April 2025. By joining our community of engaged citizens, you'll have the chance to participate in the remaining modules, each with a unique focus and similar length to this one. Great news, the next modules will be shorter than the first, as they won't include the general and demographic questions you've already answered.

Your continued feedback is crucial. It will help shape the Town's future planning and decision-making.

Important note, your contact information is kept separate from your responses. We will only reach out to you during the survey period with invitations and reminders when new modules are ready.

Your responses and progress will be saved. You can quit and come back at any time.

Are you ready to help shape the future of Castle Rock?

Click below to continue and make your voice heard!

Yes	1	[ASSIGN Rs TO ANOTHER MODULE]
No	2	

FR2. [IF FR1=1] Please provide an email address so you can participate in future research. We will only use this email address for this specific research for the Town of Castle Rock.

_____	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

- 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. **[TO BE USED ON OUTBOUND CALLS]** Thank you very much for your time. We greatly appreciate your help. Have a good day/night.