



# 2015 Castle Rock Survey of Residents

Executive Summary

DATE SUBMITTED:

6/11/2015

SUBMITTED TO:

Town of Castle Rock, CO

Northwest Research  
Group, LLC

\*Use caution, small sample sizes for these subgroups

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\*Use caution, small sample sizes for these subgroups

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## INTRODUCTION

### BACKGROUND AND OBJECTIVES

Home to just over 55,000 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 community relations, facilities, finance, human resources and innovation and technology, and a municipal court system. 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 2015 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 and utilities, parks and recreation)
- Residents' strategic priorities

The 2015 Community Survey was conducted April 10 to May 10, 2015. Average survey length for residents was just under 30 minutes.

### QUESTIONNAIRE DESIGN

The questionnaire design process began with a careful review of previous questionnaires. While key measures were retained, questions were dropped or revised to provide higher quality data. In addition, new questions were added to incorporate the 5-Star Rating and address current issues. The average survey time was just under 30 minutes and included questions regarding:

- |  |                        |
|--|------------------------|
| • Castle Rock as a place to live       | • Strategic Priorities |
| • Police and Safety                    | • Planning for Growth  |
| • Fire and Emergency Medical Services  | • Community Character  |
| • Roads and Infrastructure             | • Special Events       |
| • Water and Utilities                  | • Demographics         |
| • Town Parks and Recreation Facilities |                        |

## METHODOLOGY

### Resident Survey

To ensure a representative sample of all Castle Rock residents and to address the high incidence of cell phone-only households or households whose members primarily use cell phones, the sampling and data collection methodology was based on an address-based sample and mixed mode data collection (online and phone). The Town of Castle Rock provided NWRG with a complete list of census block groups within the Town limits. NWRG drew a random sample of 12,000 households within these census block groups. The sample was then matched against a comprehensive database to determine if the household had a listed or published landline telephone number. Approximately 30 percent of the total sample drawn had an associated landline number. A sample of these households was contacted by telephone. A sample of those addresses not containing a matching phone number was sent a letter describing the purpose of the survey and inviting residents to participate online, or by calling a toll-free phone number. The letters were printed on Town letterhead and signed by Mayor Paul Donahue. Each pre-notification letter offered a PIN and a URL to access the survey. The ABS sample was supplemented by geo-targeted cell phone sample. With all data collection modes, respondents were screened to ensure that they were a head of a household (18 years of age or older) and living within Castle Rock's Town limits. More information on address-based sampling and methodology can be found in Appendix I.

A total of 713 residents completed the entire survey. Using a 95 percent confidence level, the margin of error for the entire sample is no greater than plus or minus 3.6 percentage points. This means that if the study were duplicated in the same time frame with a different 713 respondents, sampled in the same fashion, 95 times out of 100, the same result would occur, within the stated range.

	ADDRESS-BASED SAMPLE		SUPPLEMENTAL CELL	TOTAL
	MATCHING PHONE NUMBERS (PHONE)	NO MATCHING PHONE (MAIL TO ONLINE)	PHONE SAMPLE (PHONE)	
<b>SAMPLE DRAWN</b>	3,713	8,287	1,268	13,268
<b>SAMPLE USED</b>	1,593	5,000	1,265	7,858
<b>COMPLETED INTERVIEWS</b>	137	513	63	713

Resident survey data are weighted to ensure that results of the 2015 Resident Survey are generally representative of the population of Castle Rock according to 2013 American Community Survey (ACS) 1-Year estimates. The first stage weight-adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight is a post-stratification to ensure that gender and age distributions of the sample match those of all Castle Rock residents. Unless otherwise noted, **weighted** data are used throughout this report. Details on the weighting methods used and a comparison of the weighted and unweighted sample to the Town's population can be found in Appendix II.

## Resident Survey Geography

In addition to analysis by key demographic segments, analysis looks at differences in results by each of the Town's seven Council districts.

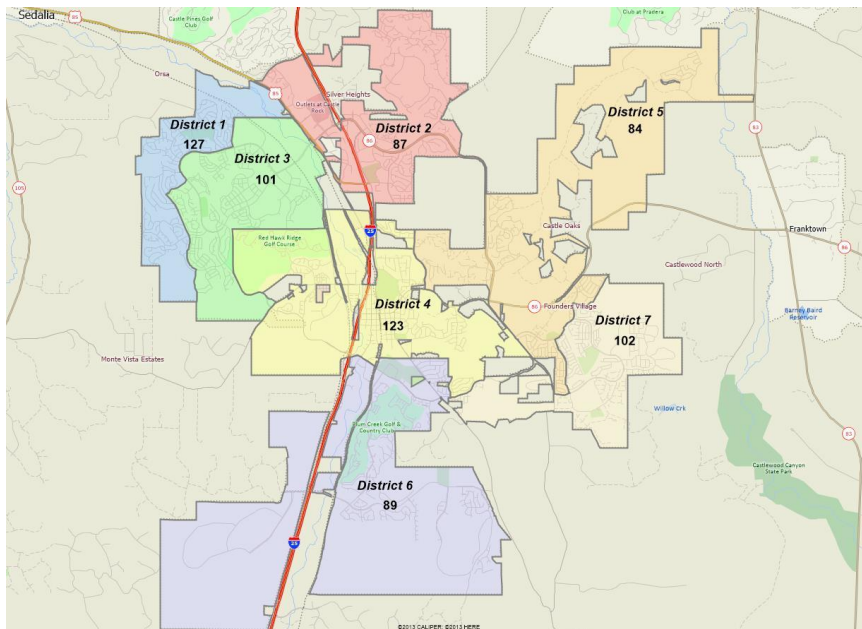
The left side of the figure on this page shows the total unweighted number of interviews conducted in each district, and the right side shows the total weighted number of interviews conducted in each district.

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

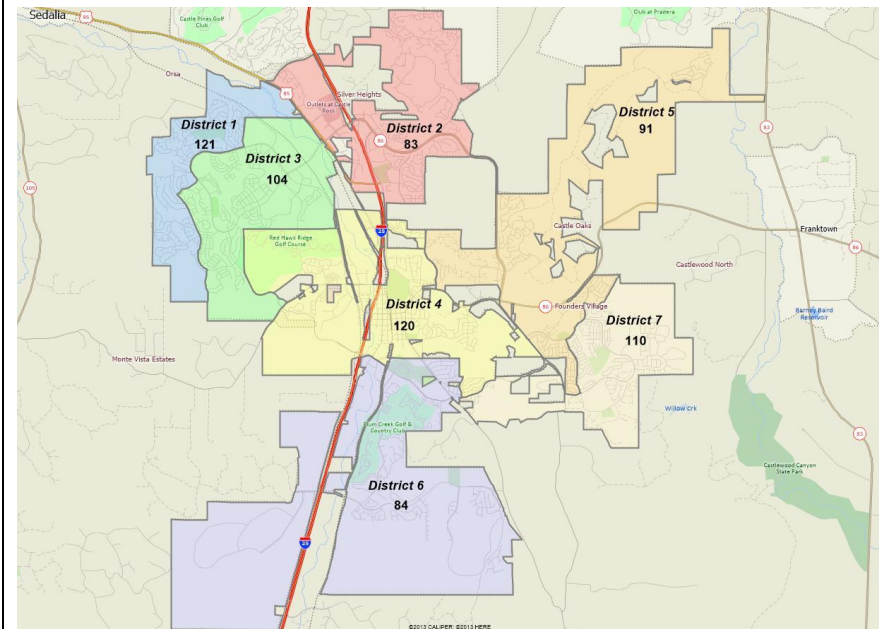
Weighting was performed to ensure that the sample closely matched the age and gender characteristics of the entire Town of Castle Rock. No weighting was done at the district level. This may change the district distribution of responses slightly. This does not impact the integrity of the survey.

*Map 1: Unweighted vs. Weighted Distribution of Interviews by Town Council District*

*Unweighted count by district*



*Weighted count by district*





## Overall 5-Star Rating

Castle Rock is a very strong 4-Star City and is on the threshold of being a 4.5-Star City, receiving very high ratings on two out of the five power measures.

2015



	2015	
How would you rate the overall quality of life in Castle Rock?	<b>% Combined Exceeds Expectations</b>	<b>94%</b>
	% Greatly Exceeds Expectations	36%
	% Exceeds Expectations	<b>58%</b>
	Mean	8.08

	2015	
How would you rate the overall quality of services provided by the Town of Castle Rock?	<b>% Total Combined Better</b>	<b>90%</b>
	% Significantly Better	30%
	% Better than Other Cities	<b>61%</b>
	Mean	7.64

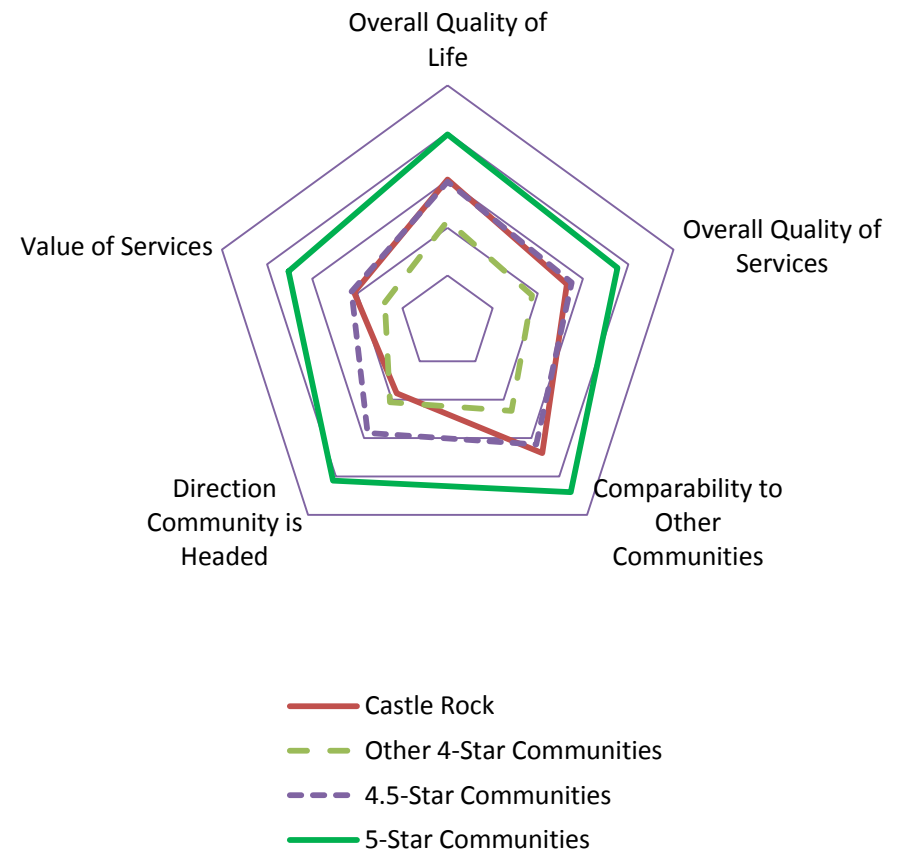
	2015	
Compared with other cities and towns, how would you rate Castle Rock as a place to live?	<b>% Combined Exceeds Expectations</b>	<b>94%</b>
	% Greatly Exceeds Expectations	<b>55%</b>
	% Exceeds Expectations	40%
	Mean	8.39

	2015	
Overall, would you say that Castle Rock is headed in the right or wrong direction?	<b>% Combined Right Direction</b>	<b>73%</b>
	% Strongly Right Direction	30%
	% Somewhat Right Direction	<b>43%</b>
	Mean	6.83

	2015	
Do you feel that you are getting your money's worth for your tax dollar or not?	<b>% Combined Receiving Value</b>	<b>79%</b>
	% Strongly Receive Value	<b>53%</b>
	% Somewhat Receive Value	27%
	Mean	7.07

Reflecting Castle Rock’s standing of being on the threshold of being a 4.5-Star Community, the Town outperforms other 4-Star Communities on four out of five measures—performing at or near 4.5-Star Communities for these measures.

However, Castle Rock somewhat underperforms other 4.5- and 4-Star Communities regarding the Direction the Town is Heading. As the chart to the right illustrates, this measure is preventing Castle Rock from being a solid 4.5-Star city.



## 5-Star Rating by District

Residents living in District 5 are the most likely to rate Castle Rock as a strong 4.5-Star Community, with nearly half rating Castle Rock as a 5-Star Community.

- While a significant percentage of District 6 residents also rate Castle Rock as a 5-Star Community, one out of five residents rate Castle Rock below 4-Star Status.

Residents living in District 1 are divided in the ratings—half rate Castle Rock as a 4-Star or lower community.

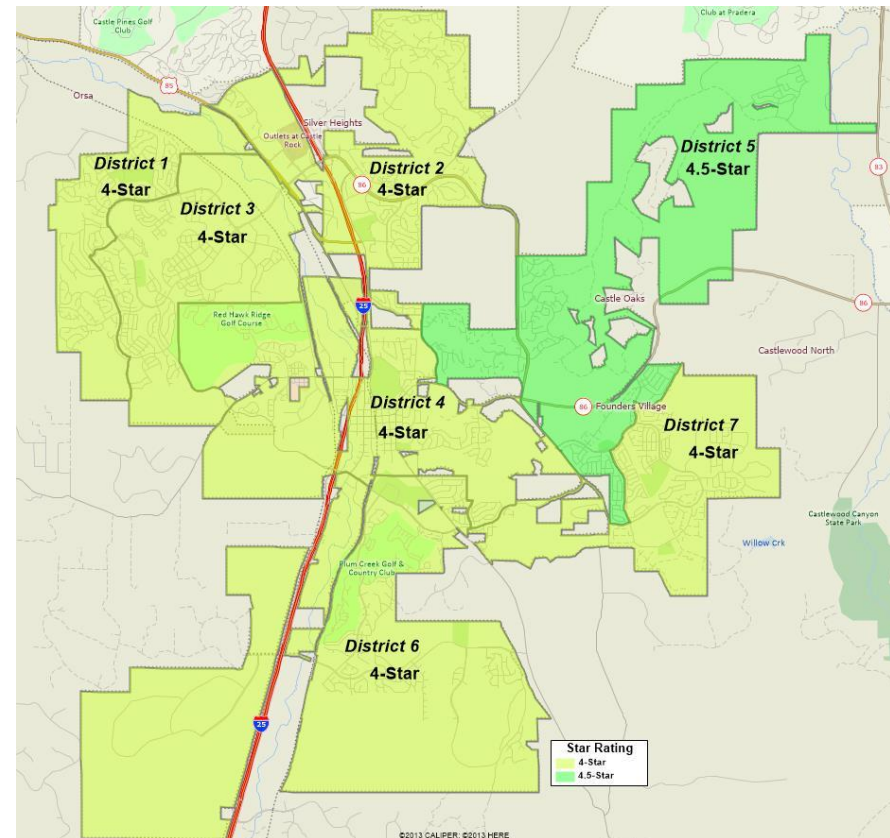
Table 1: 5-Star Rating by District

	< 4-Star	4-Star	4.5-Star	5-Star	Star Rating
District 1	26%	24%	15%	35%	4-Star
District 2	27%	15%	17%	41%	4-Star
District 3	17%	20%	21%	42%	4-Star
District 4	27%	19%	17%	36%	4-Star
District 5	10%	22%	20%	47%	4.5-Star
District 6	21%	14%	16%	49%	4-Star
District 7	17%	20%	22%	40%	4-Star

5-Star Rating is a computed variable.

Base: All respondents (n = 713)

Map 2: 5-Star Rating by District



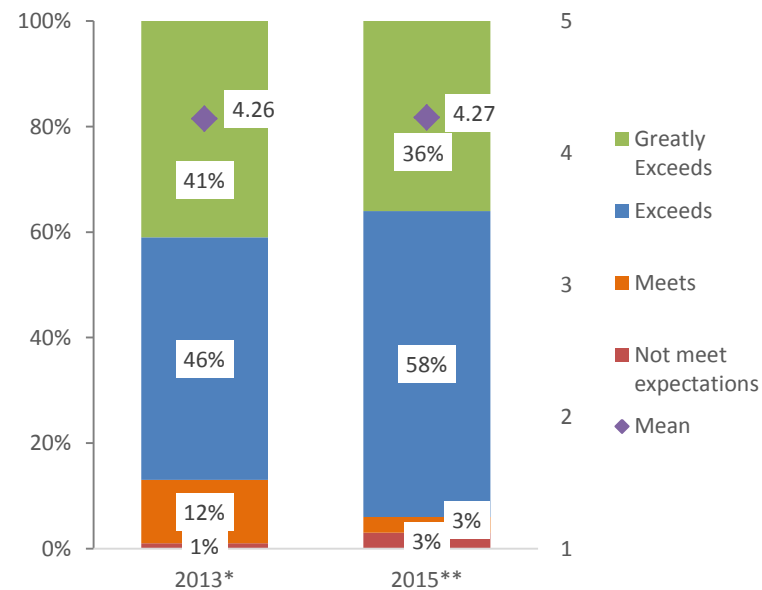
## 5-STAR POWER QUESTIONS

### Overall Quality of Life in Castle Rock

Nearly all Castle Rock residents say that the overall quality of life in Castle Rock meets or exceeds their expectations. While there has been some shifting between a rating of 4 or 5 on a five-point scale, the overall mean is nearly the same between 2013 and 2015.

While mean ratings for the overall quality of life are fairly consistent across the seven Council Districts, there are some differences; the difference between Council Districts 5 and 1 is statistically significant.

Figure 1: Overall Quality of Life in Castle Rock Compared to 2013



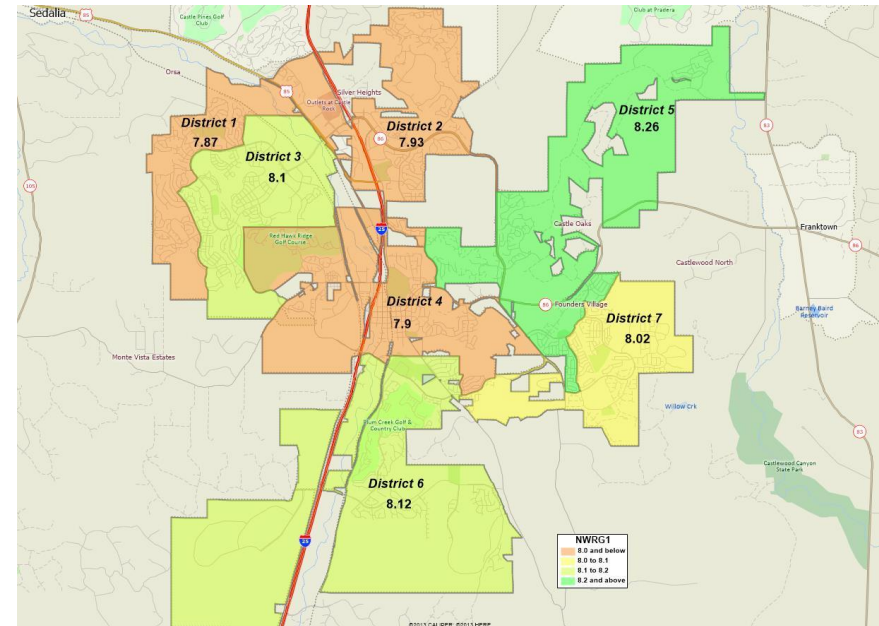
NWRG1—How would you rate the overall quality of life in Castle Rock?

\*2013 mean based on 5-point scale where "1" means "poor" and "5" means "excellent"

\*\*2015 mean based on 5-point scale where "1" means "does not meet expectations at all" and "5" means "greatly exceeds expectations" (converted from 11-point scale)

Base: All respondents (n = 713)

Map 3: Overall Quality of Life in Castle Rock by District

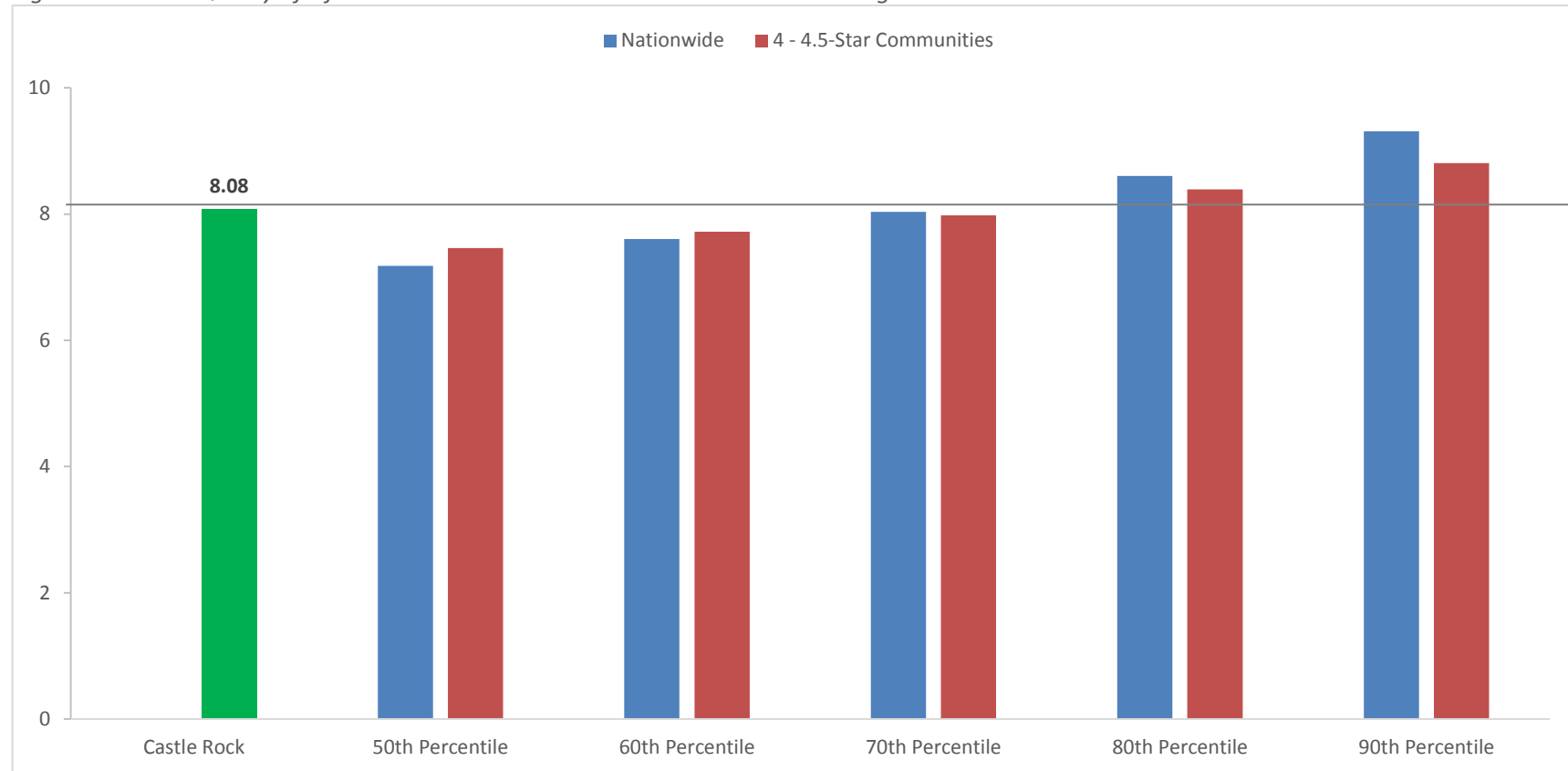


Mean based on eleven-point scale where "0" means "does not meet expectations at all" and "10" means "greatly exceeds expectations."

Maps illustrate differences in mean ratings by district when compared other districts. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an "absolute" bad score.

When benchmarked nationally and against other 4 or 4.5-Star Communities nationwide regarding overall quality of life, the mean rating for Castle Rock is in the 70<sup>th</sup> percentile. This means that only 30 percent of those perceiving that they live in a 4 or 4.5 Star Communities rate their community higher than Castle Rock residents rate Castle Rock.

Figure 2: Overall Quality of Life in Castle Rock—Benchmarked Nationwide and Against Other 4-Star and 4.5-Star Communities



NWRG1—How would you rate the overall quality of life in Castle Rock?

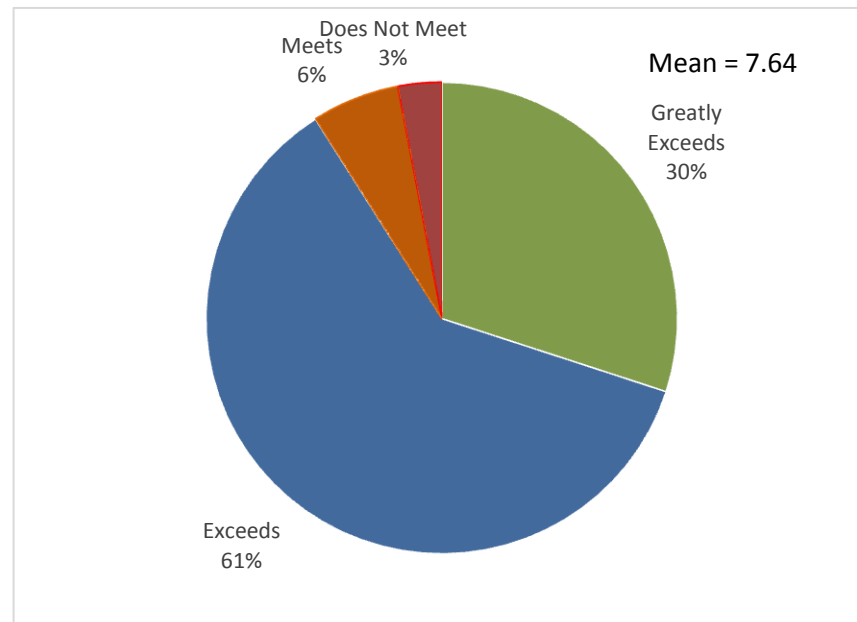
Base: All respondents (n = 713)

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## Overall Quality of Town Services

Nine out of ten Castle Rock residents say that the quality of services provided by the Town “Exceeds” or “Greatly Exceeds” their expectations. There is room for improvement, however, as over twice the number of residents think that the quality of services simply “exceeds” rather than “greatly” exceeds.

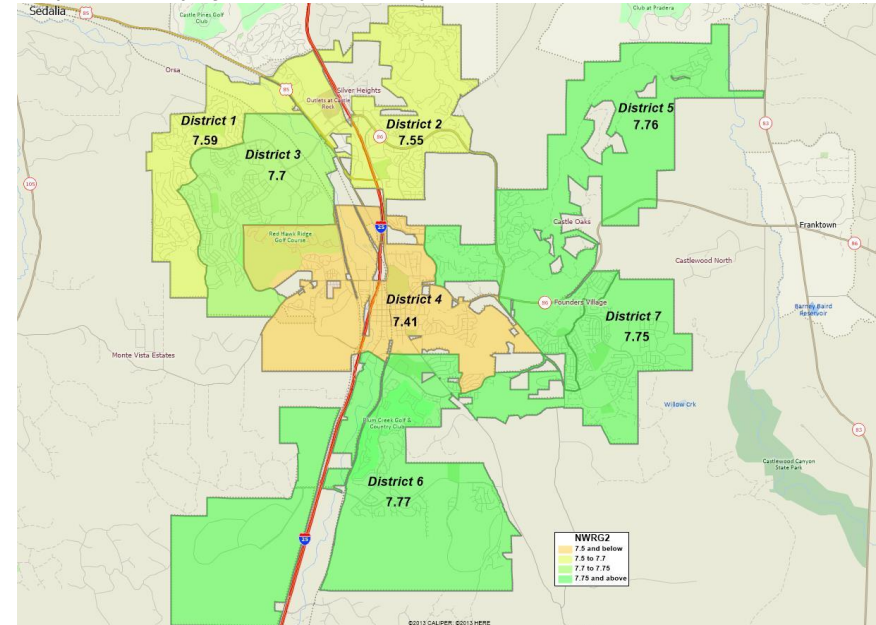
Residents living in Council Districts 5, 6, and 7 give the Town the highest ratings for quality of services while those in Districts 1 and 2 rate the Town significantly lower.



NWRG2—How would you rate the overall quality of services provided by the Town of Castle Rock?  
Mean based on eleven-point scale where “0” means “does not meet expectations at all” and “10” means “greatly exceeds expectations.”

Base: All respondents (n = 713)

Map 4: Quality of Town Services by District



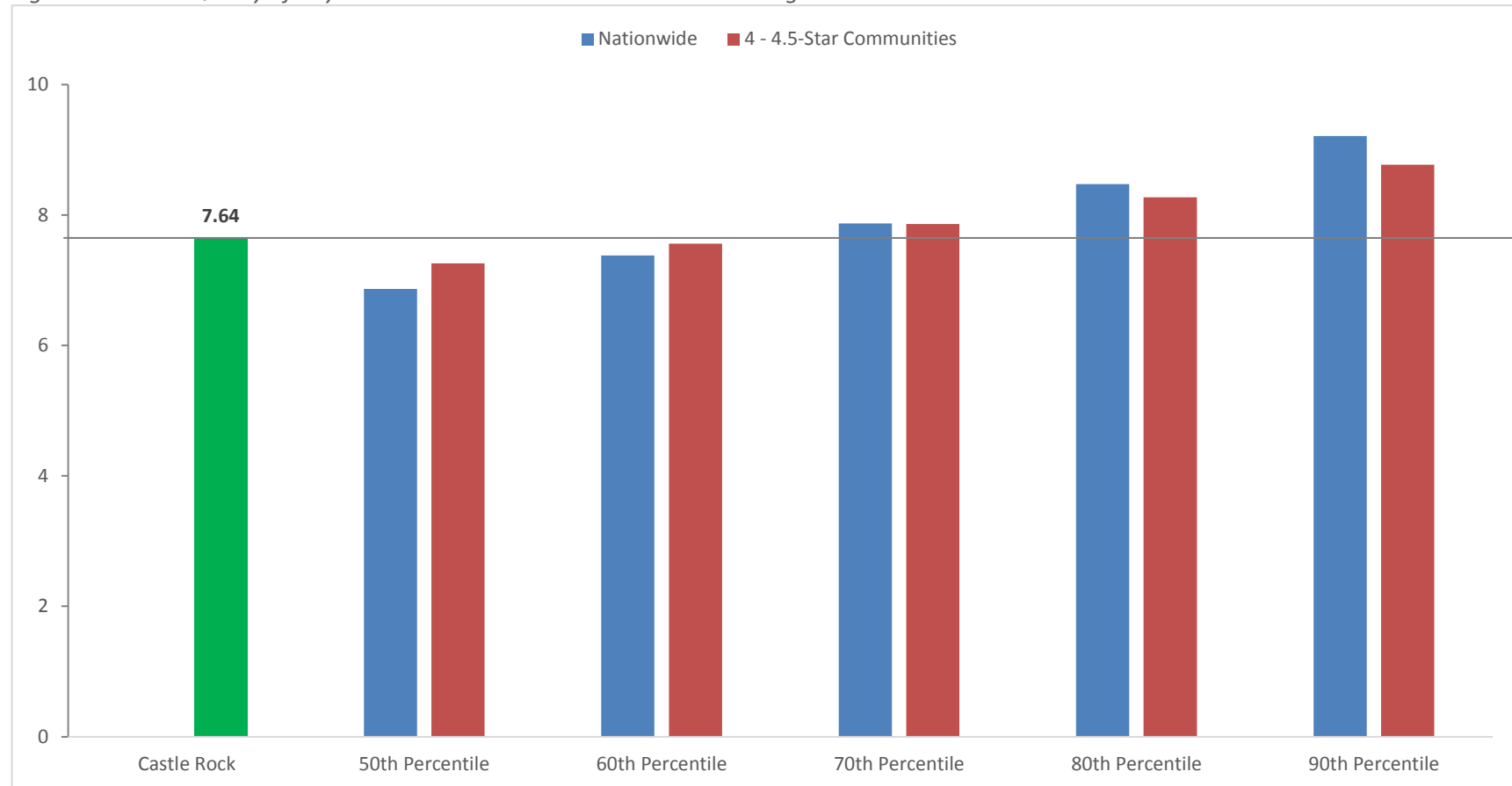
Mean based on eleven-point scale where “0” means “does not meet expectations at all” and “10” means “greatly exceeds expectations.”

Maps illustrate differences in mean ratings by district when compared other districts.

Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

When benchmarked nationally and against other 4 or 4.5-Star Communities nationwide regarding the overall quality of services, the mean rating for Castle Rock is in between the 60<sup>th</sup> and 70<sup>th</sup> percentiles.

Figure 3: Overall Quality of City Services—Benchmarked Nationwide and Against Other 4-Star and 4.5-Star Communities



NWRG1—How would you rate the overall quality of services provided by the Town of Castle Rock?

Base: All respondents (n = 713)

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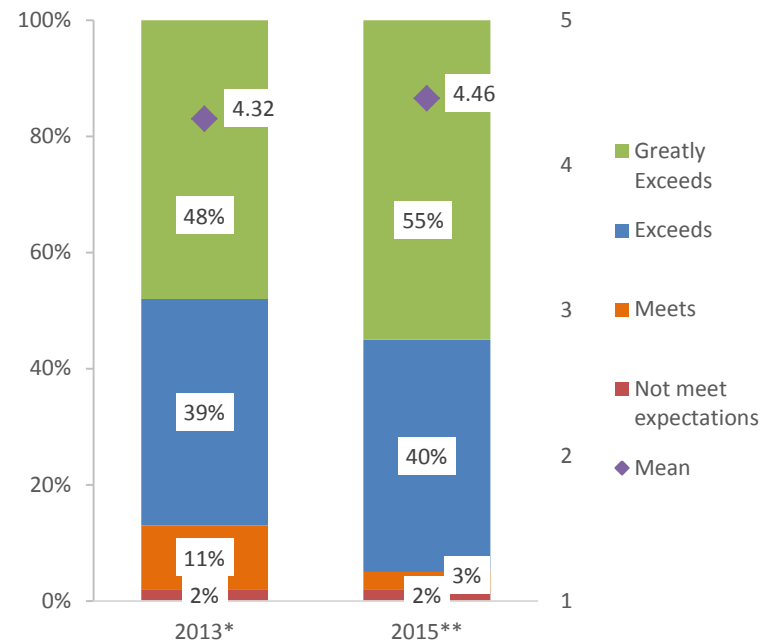


## Comparability to Other Communities

Castle Rock performs very well when residents compare the Town against other places to live. In fact, this is the highest rated 5-Star attribute and has the highest impact on a community's Star Rating. While the questions asked in 2013 and 2015 are somewhat different, and comparisons should be interpreted with caution, residents' ratings in this area have increased slightly when compared to the 2013 survey.

As with the other key measures, residents of District 5 give Castle Rock the highest rating. Those living in District 2 give the lowest.

Figure 4: Castle Rock as a Place to Live Compared to 2013



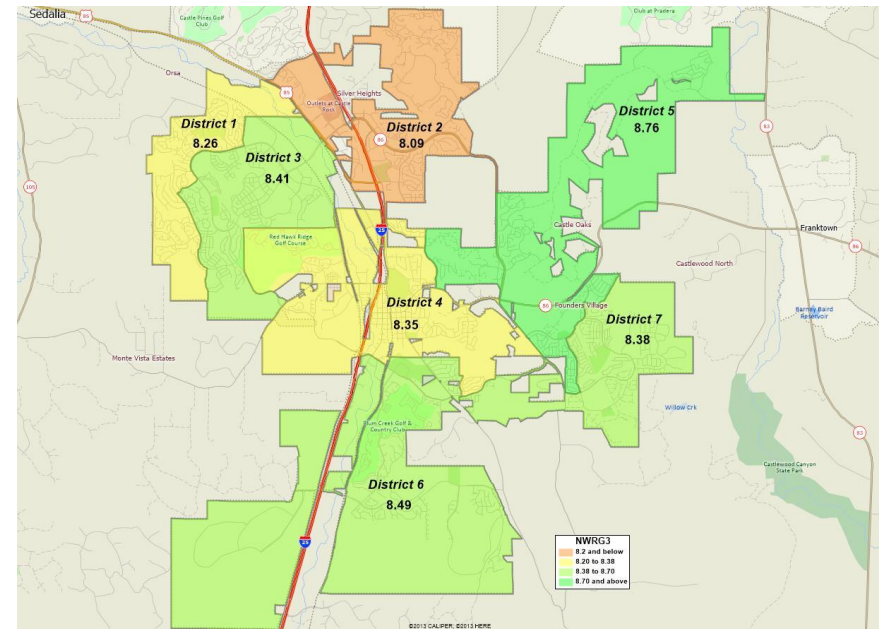
NWRG3—Compared with other cities and towns, how would you rate Castle Rock as a place to live?

\*2013 mean based on 5-point scale where "1" means "poor" and "5" means "excellent"

\*\*2015 mean based on 5-point scale where "1" means "significantly worse" and "5" means "significantly better" (converted from 11-point scale)

Base: All respondents (n = 713)

Map 5: Comparability to Other Communities by Council District



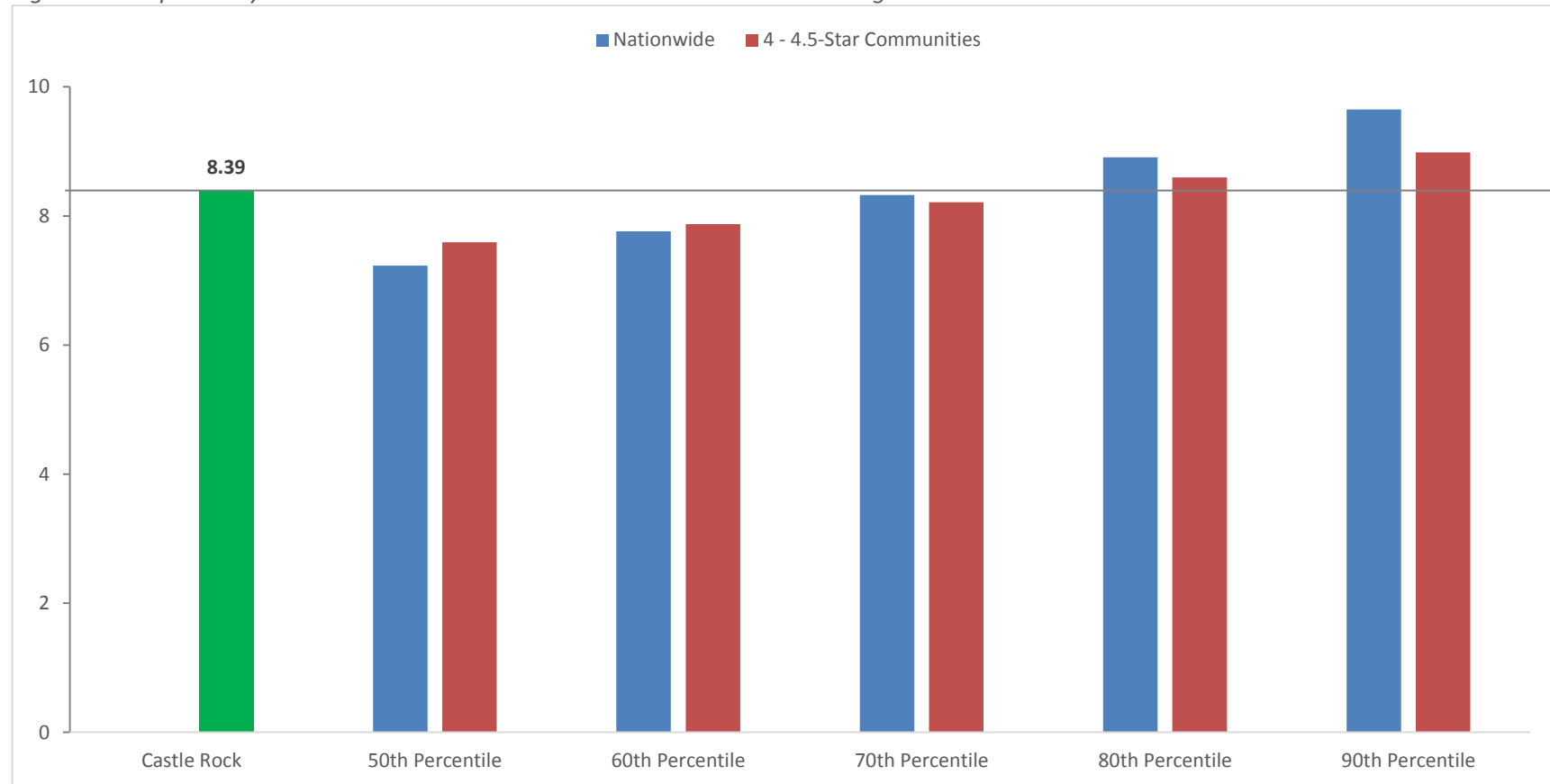
NWRG3—Compared with other cities and towns, how would you rate Castle Rock as a place to live? Mean based on eleven-point scale where "0" means "significantly worse than other cities and towns" and "10" means "significantly better than other cities and towns."

Maps illustrate differences in mean ratings by district when compared other districts. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an "absolute" bad score.



When benchmarked nationally and against other 4 or 4.5-Star Communities nationwide regarding comparability to other communities, the mean rating for Castle Rock is in the 70<sup>th</sup> percentile, the same as for overall quality of life and higher than quality of city services.

Figure 5: Comparability to Other Communities—Benchmarked Nationwide and Against Other 4-Star and 4.5-Star Communities



Base: All respondents (n = 713)

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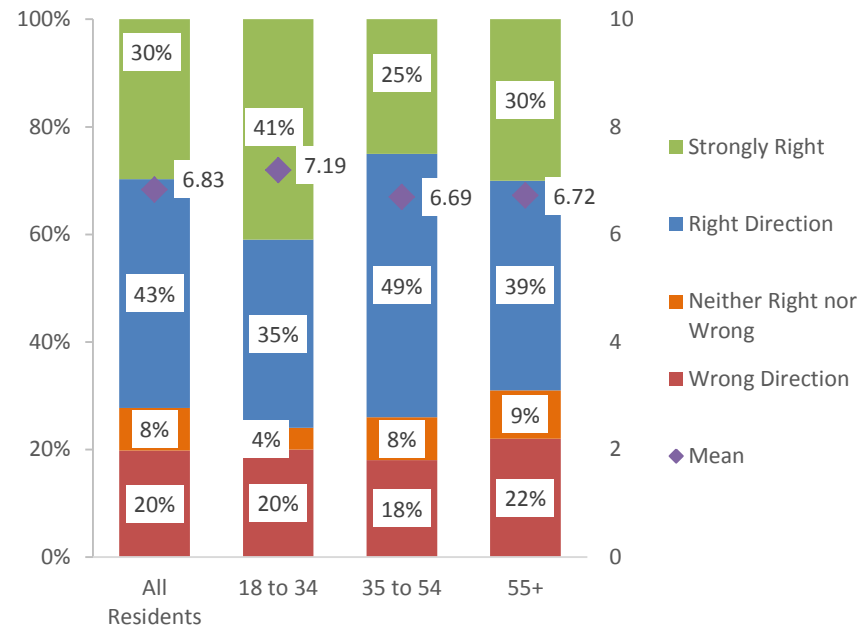
## Direction Town Is Headed

Respondents were asked to indicate if they felt that Castle Rock was headed in the right or wrong direction. While nearly three-in-four residents stated that they believe the Town is headed in the right direction, one-in-five say that the Town is headed in the wrong direction.

Residents in Council District 5 are the most likely to think that Castle Rock is headed in the right direction—85 percent believe that the Town is headed in the right direction.

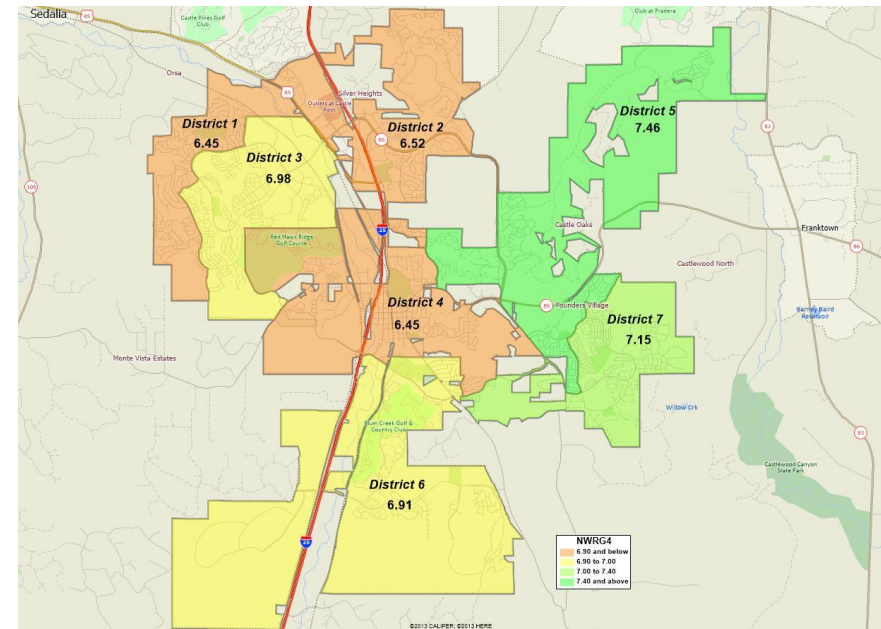
Younger residents—those under 35—are significantly more likely than older residents to say that Castle Rock is headed in the right direction.

Figure 6: Direction Town is Headed by Age Group



NWRG4—Overall, would you say that Castle Rock is headed in the right or wrong direction?  
Mean based on eleven-point scale where “0” means “strongly headed in the wrong direction” and “10” means “strongly headed in right direction.”

Map 6: Direction Town is Headed by Council District

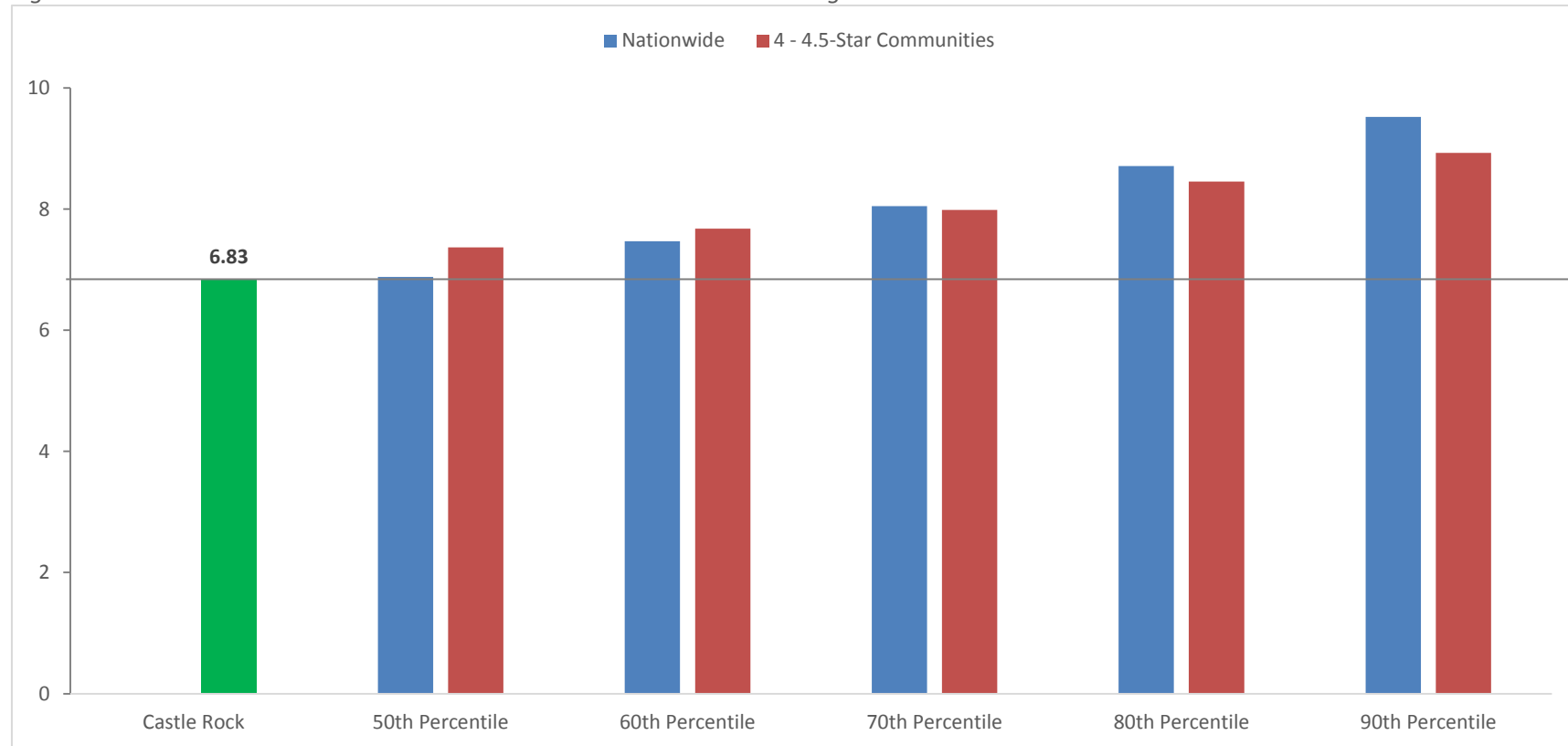


NWRG4—Overall, would you say that Castle Rock is headed in the right or wrong direction?  
Mean based on eleven-point scale where “0” means “strongly headed in the wrong direction” and “10” means “strongly headed in right direction.”

Maps illustrate differences in mean ratings by district when compared other districts. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

When benchmarked nationally and against other 4 or 4.5-Star Communities nationwide regarding the direction the Town is headed, the mean rating for Castle Rock is in the 50<sup>th</sup> percentile nationally and significantly below the 50<sup>th</sup> percentile when compared to residents rating their community as a 4 to 4.5-Star Community.

Figure 7: Direction Castle Rock is Headed—Benchmarked Nationwide and Against Other 4-Star and 4.5-Star Communities



Base: All respondents (n = 713)

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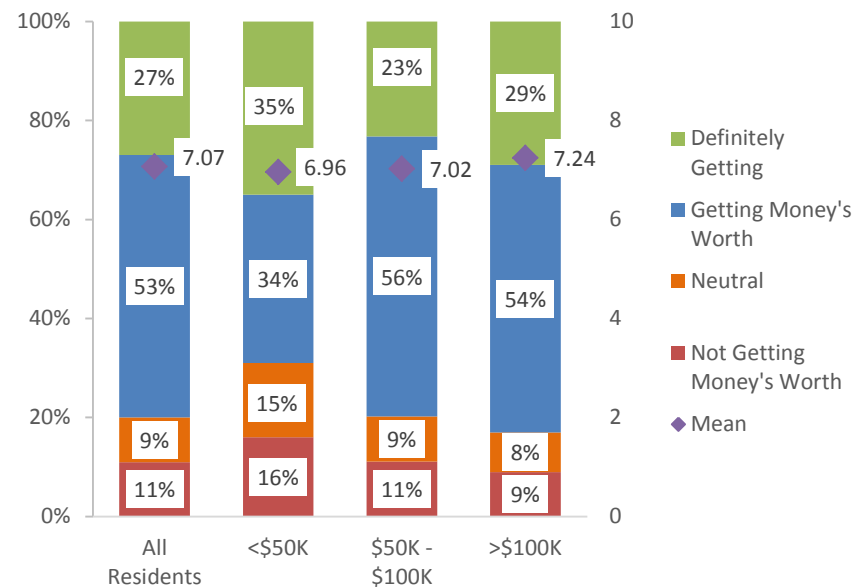
## Value of Services for Tax Dollars Paid

Eight out of ten residents say that they are getting their money's worth for their tax dollars.

As with all other questions, ratings are highest among those living in Council District 5 and lowest among those living in Districts 1 and 2.

Perceived value also varies significantly by household income. Those with incomes of less than \$50,000 annually have decidedly mixed opinions.

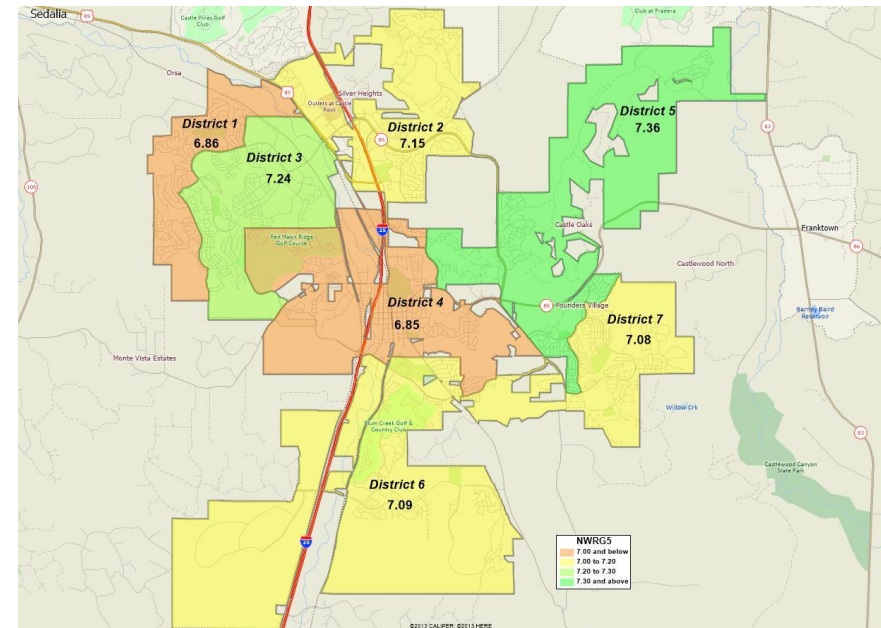
Figure 8: Value of Services for Tax Dollars Paid



NWRG5—Do you feel you are getting your money's worth for your city tax dollar?

Mean based on eleven-point scale where "0" means "definitely not getting money's worth" and "10" means "definitely getting money's worth."

Map 7: Value of Services for Tax Dollars Paid by Council District



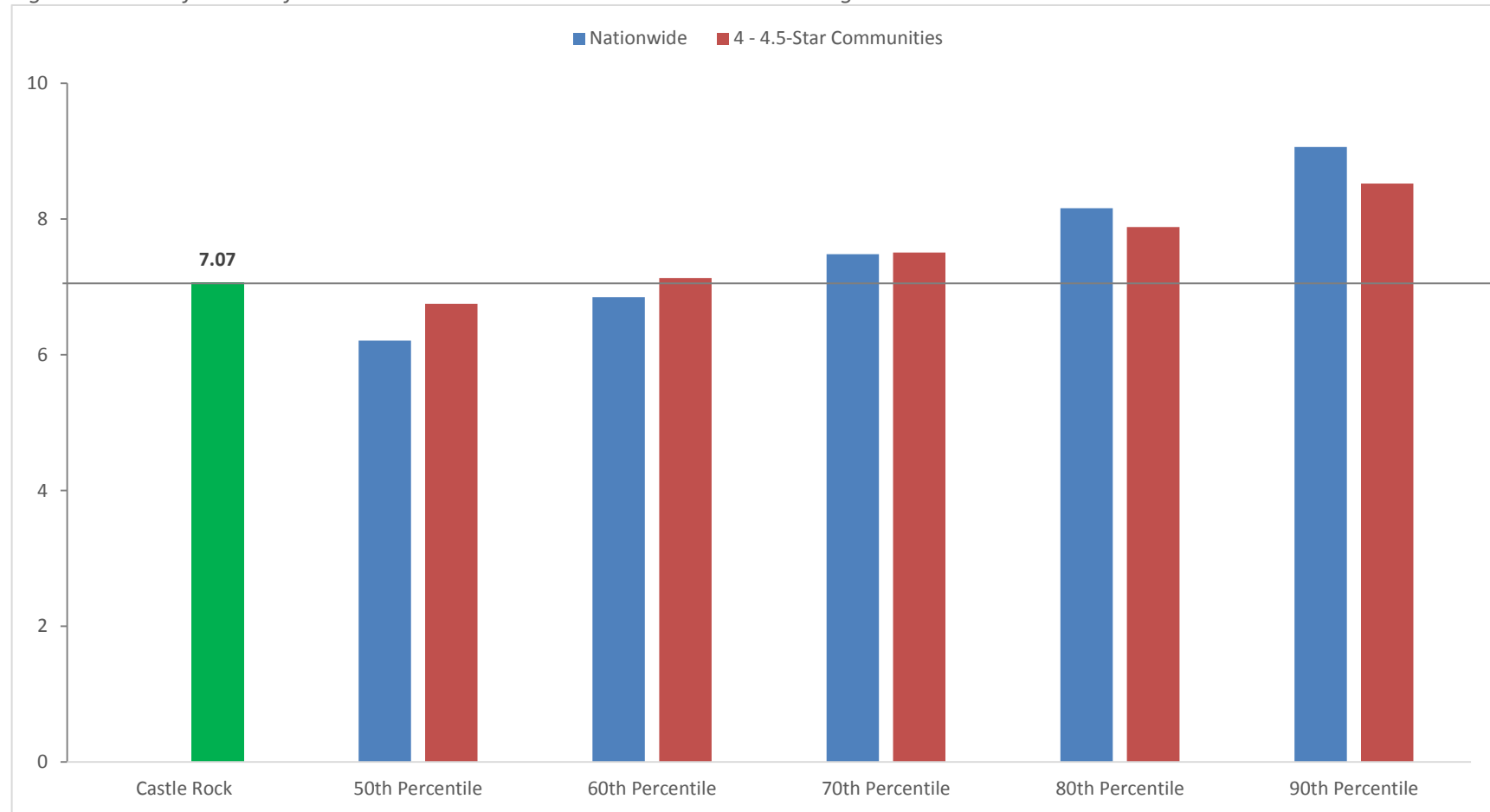
NWRG5—Do you feel you are getting your money's worth for your city tax dollar?

Mean based on eleven-point scale where "0" means "definitely not getting money's worth" and "10" means "definitely getting money's worth."

Maps illustrate differences in mean ratings by district when compared other districts. Neighborhoods with the highest mean score are green, those near middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does not indicate an "absolute" bad score.

When benchmarked nationally and against other 4 or 4.5-Star Communities nationwide regarding value of services for tax dollars paid, the mean rating for Castle Rock is between the 60<sup>th</sup> and 70<sup>th</sup> percentile nationally and slightly lower than the 60<sup>th</sup> percentile when compared to residents rating their community as a 4 or 4.5 Star Community.

Figure 9: Value of Services for Tax Dollars Paid—Benchmarked Nationwide and Against Other 4-Star and 4.5-Star Communities



Base: All respondents (n = 713)

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## STRATEGIC PRIORITIES

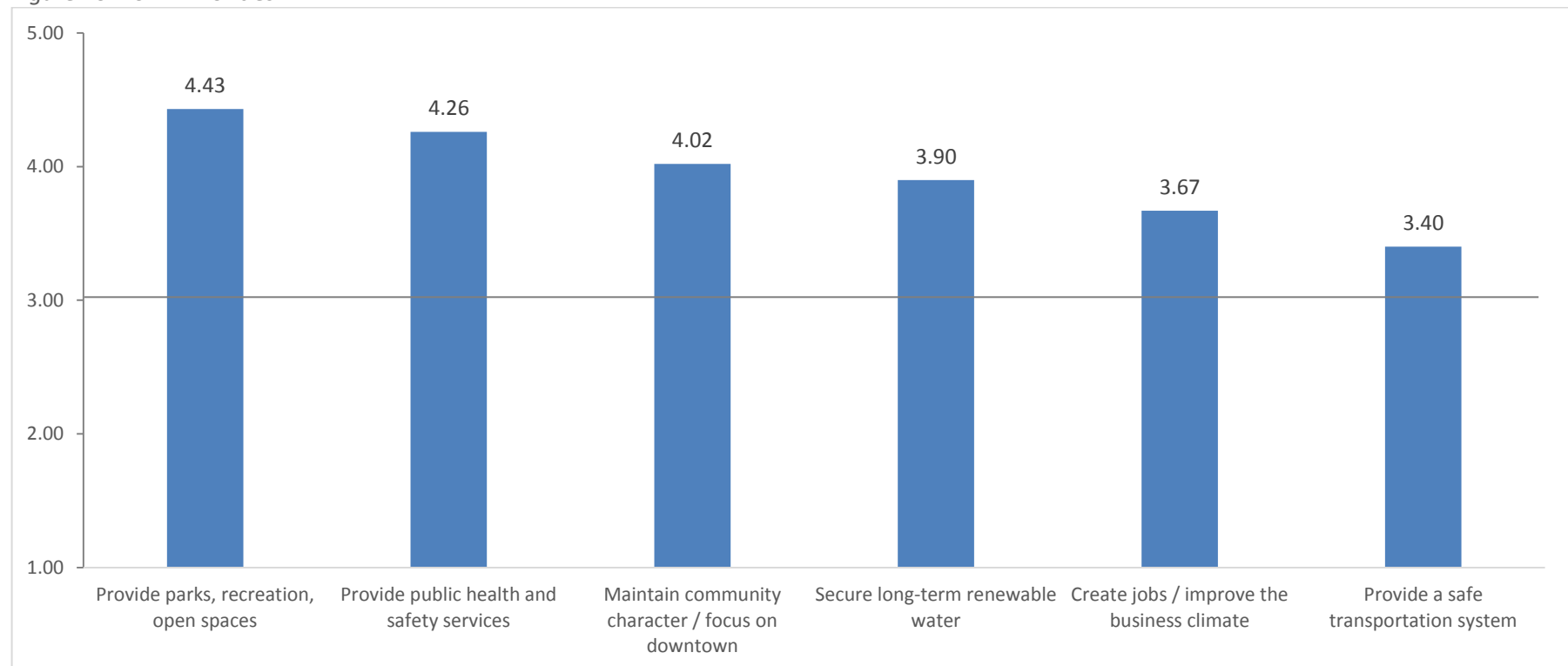
### *The Town's Six Key Priorities*

The Town's strategic plan identifies six key priorities. Residents were read each of these priorities, one at a time, and asked to indicate if they felt that the priority will lead the Town in the right or wrong direction.

Residents believe that all six priorities are on the right path and leading the Town in the right direction. Those priorities with the strongest support are focusing on parks/recreation/open spaces and public safety.

While residents maintain that creating jobs / improving the business climate and providing a safe transportation system are headed in the right direction, support is less so than for the other priorities mentioned.

Figure 10: Town Priorities



STRATEGY1 – For each priority shown, please indicate if you believe that it will lead the Town in the right or wrong direction.

Base: All Residents

Mean score based on a scale from 1 to 5

## KEY COMMUNITY QUESTIONS

### Overall Ratings

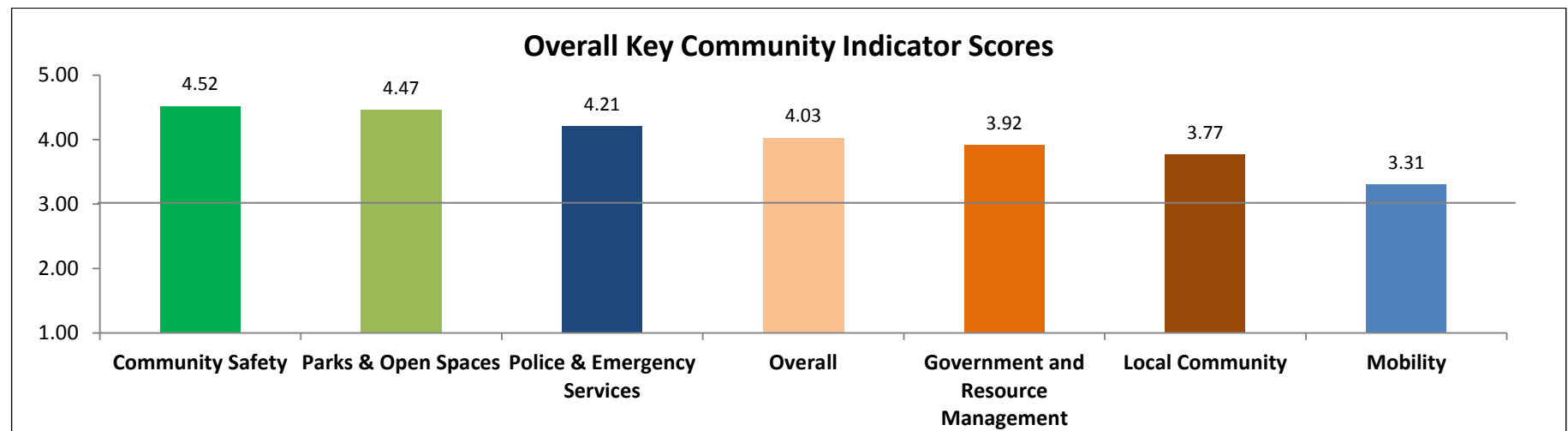
The 2015 Community Survey asked 33 questions regarding the quality of, and residents' perceptions of, various aspects of the Town of Castle Rock.

Factor analysis was performed using these 33 questions and resulted in the formation of five 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 33 of the key community questions were analyzed, and the results showed that many of the answers were highly related (e.g., 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 six dimensions: Government Service and Resource Management, Mobility, Local Community, Parks and Open Spaces, Community Safety, and Police and Emergency Services. Where possible, key community questions are trended from the 2013 Community Survey. The table on the next page indicates which questions asked in 2015 were also asked in 2013. If similar questions were asked, that will be noted, and wording differences will be shown.

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 Key Drivers Analysis later in this report.

Figure 11: Overall Performance on Key Question Indicator Dimensions



## KEY DRIVERS ANALYSIS

Key Drivers Analysis uses a combination of factor and regression analysis to identify which areas have the greatest impact on residents' overall impressions of Castle Rock as measured by its 5-Star rating. The purpose of these analyses is to determine which key questions in the survey are most closely associated with Castle Rock's 5-Star rating. While Key Drivers Analysis is somewhat complex, and a full description is beyond the scope of this report, in its simplest form, Key Drivers Analysis looks for a correlation between a respondent's 5-Star Rating and how he or she responded to each of the key questions. If there is a significant correlation between the two, then the question (or dimension) is considered to be a "driver" of the 5-Star rating.

Key Drivers Analysis is useful, as it provides the Town with specific areas of focus in which to improve. For example, the question "seeks residents' involvement and input" is a key driver of Castle Rock's 5-Star rating; however, satisfaction is relatively low in this area compared to other areas of government service. Key Drivers Analysis suggests that if Castle Rock were to focus on improving in this area—and residents recognize this improvement— Castle Rock's overall 5-Star Rating should increase.

Conversely, "Confidence in the Fire and Rescue Department to respond to emergencies" is not a key driver of the 5-Star rating. This does not mean that residents do or do not agree with this statement or that it is not important. In this case, it means that there is little variance in residents' confidence and that there is no strong correlation between this and Castle Rock's 5-Star rating.

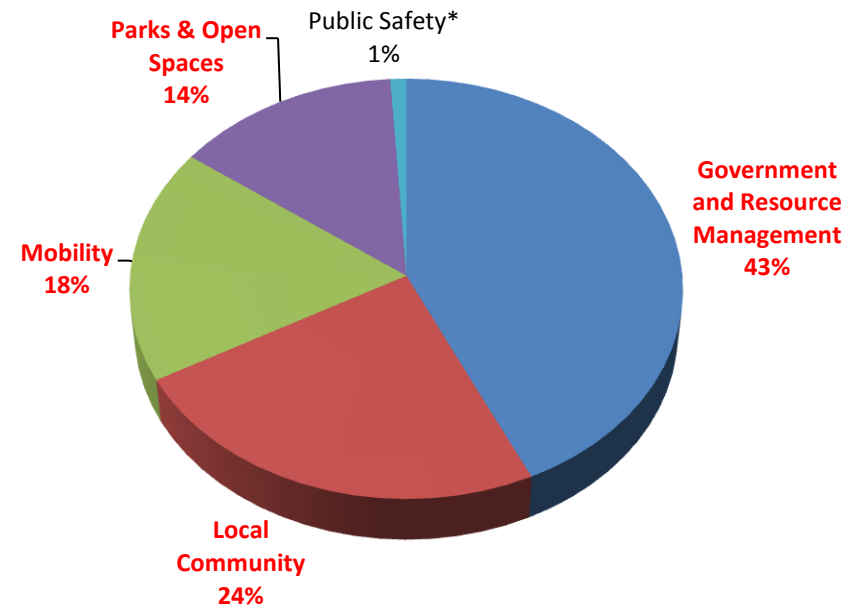


The first step in the analysis identifies the extent to which the six overall dimensions identified earlier impact Castle Rock’s 5-Star rating. For the overall regression, the categories Police & Emergency Services and Safety have been combined into one category.

All dimensions except Public Safety have a significant impact on Castle Rock’s 5-Star rating. This is not to suggest that public safety is not important. Instead, it is likely that residents see this as an absolute given and, therefore, it does not have a significant impact on the Town’s 5-Star Rating. It is likely that if public safety received a low rating, it would have a significant impact.

*Key Drivers Analysis looks at relationships between individual survey questions or combinations of these questions and Castle Rock’s 5-Star rating and identifies the questions that have the greatest influence on Castle Rock’s 5-Star rating.*

Figure 12: Key Drivers Analysis—Overall Dimensions



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Castle Rock’s 5-Star rating. Those factors in black are not drivers—that is, a change in these areas does not significantly impact Castle Rock’s 5-Star Rating.

\* For the overall regression, Public Safety includes Police & Emergency Services and Community Safety

The final step in the analysis is to identify key areas where Castle Rock may wish to allocate additional resources based on what is most important to residents (i.e., are key drivers of Castle Rock's 5-Star rating) and current performance within individual areas. Four resource allocation strategies are identified:

1. **Invest:** These are areas that are key drivers of Castle Rock's 5-Star Rating and where residents' agreement is below average when compared to the overall mean within each dimension. Investing in these areas would have a significant impact on Castle Rock's 5-Star rating. In the table on the next page, these areas are highlighted in dark blue.
2. **Maintain:** These are areas identified as key drivers of Castle Rock's 5-Star Rating and where residents' agreement is above average when compared to the overall mean within each dimension. Because of the impact of these items on Castle Rock's rating, it is important to maintain existing levels of service in these areas, as a decrease in the level of service would have a negative impact on Castle Rock's 5-Star rating. These areas are highlighted in dark green.
3. **Monitor:** These are areas identified as key drivers of Castle Rock's 5-Star Rating and where residents' agreement is at or near average when compared to the overall mean within each dimension. Because of the impact of these items on Castle Rock's rating and their mid-level satisfaction, these are areas to monitor and invest additional resources as available to improve performance. These items are highlighted in dark yellow.
4. **Non-Drivers:** These are areas not identified as key drivers of Castle Rock's 5-Star Rating and fall into three categories:
  - a. **Lower than average agreement:** These are areas where residents' agreement is below average when compared to the overall mean within each dimension. These are highlighted in light blue.
  - b. **Above average agreement:** These are areas where residents' agreement is above average when compared to the overall mean within each dimension. These are highlighted in light green.
  - c. **Average Agreement:** These are areas where residents' agreement is at or near average when compared to the overall mean within each dimension. These are highlighted in light yellow.

Table 2: Resource Allocation Analysis

Government and Resource Management 🚩	Local Community 🚩	Mobility 🚩	Parks and Open Spaces 🚩	Public Safety
Keeps residents informed 🚩	Sense of community 🚩	Cleanliness of the streets 🚩	Availability of healthy activities 🚩	Safety in neighborhood 🚩
Seeks residents' involvement and input 🚩	Aesthetics and quality of town structures 🚩	Convenience and accessibility of the roads 🚩	Quality of trails and open spaces	Frequency of patrols 🚩
Value of service for rates paid 🚩	Cost of living 🚩	Traffic signal timing 🚩	Availability of trails and open spaces	Safety of town parks 🚩
Overall quality of water 🚩	Ability to buy locally	Condition of the roads	Quality of parks	Approachability of police 🚩
Water conservation programs	Ability to work near where I live	Congestion	Adequacy of walking and biking paths	Confidence in Fire Department
Securing and managing long-term water supply	Opportunities for youth		Availability of parks	Response time
	Employment opportunities			Safety after dark
	Arts and culture			
	Entertainment and events			

🚩 = Key Driver;

= Key driver, lower-than-average performance, invest; 
  = Key driver, above-average performance, maintain; 
  = Key driver, near average performance, invest as allowed;

= Not a driver, lower than-average performance; 
  = Not a driver, above-average performance; 
  = Not a driver, near average agreement;

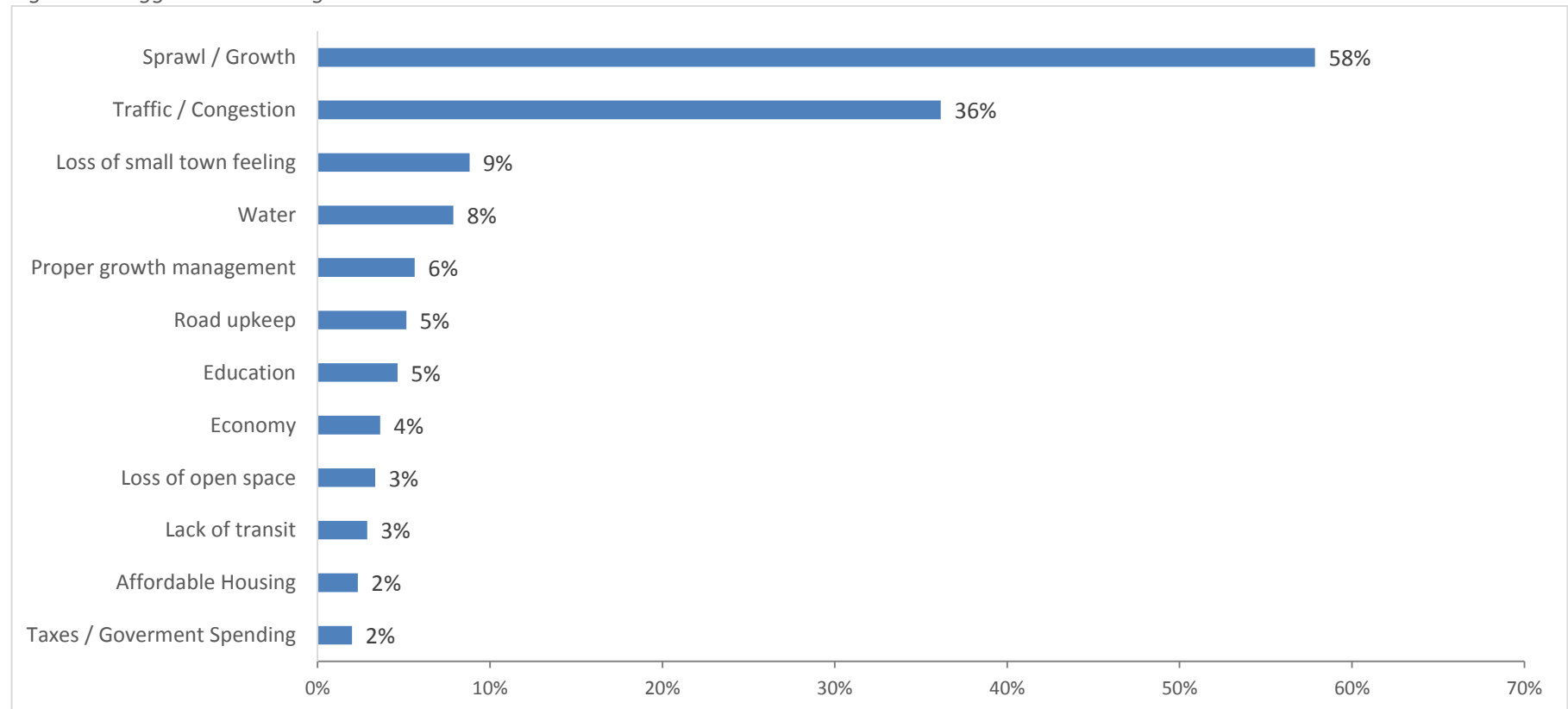
## CASTLE ROCK AS A PLACE TO LIVE

### *Most Important Issue Facing Castle Rock*

Residents were asked to describe the single most important issue facing the Town in the next five years. The responses were open-ended and then coded. Interviews completed over the phone were immediately categorized by the interviewer while those captured online were reviewed and categorized after data collection was completed. If a resident mentioned more than one thing in his or her response, each subject was categorized separately. This means that the sum of the percents in the figure below sums to more than 100 percent.

By far, the most commonly mentioned topics were issues related to growth—including sprawl, increased traffic, and loss of small town feeling.

*Figure 13: Biggest Issue Facing Castle Rock*



CR1 – What would you say is the single most important issue facing Castle Rock in the next 5 years? (open ended question coded into categories)

Base: All Residents

Multiple responses—may sum to more than 100%

## Castle Rock as a Place to Live

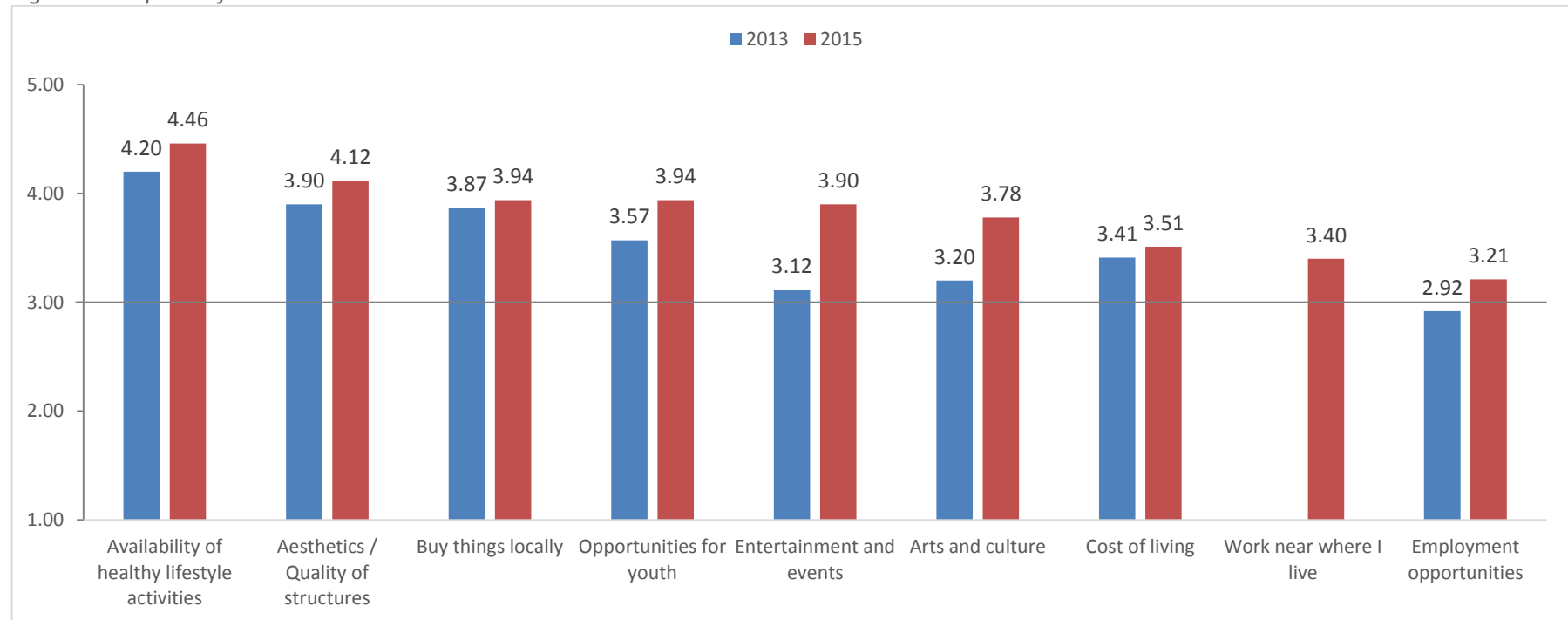
Residents were then read a series of attributes regarding life in Castle Rock. As they were read these attributes, they were asked to rate each one from “Very Poor” to “Excellent”.

On the whole, Castle Rock’s residents provided good to excellent ratings for most attributes. Residents are most pleased with the availability of healthy lifestyles in the Town as well as the aesthetics and quality of Town structures.

Ratings for all attributes have increased when compared to 2013. As mentioned earlier, caution should be used when comparing results to the 2013, as these questions were asked of both residents and businesses in 2013, while they were asked of only residents in 2015.

While still rated as good—above the mid-point of 3 on a 5 point scale—residents are less pleased with the cost of living, and attributes relating to work and employment opportunities in the Town.

Figure 14: Aspects of Castle Rock



CR2 – How would you rate each of the following aspects of Castle Rock

Base: 2013 All Residents and Businesses – 2015 All Residents

Mean score based on a scale from 1 to 5

Use caution when comparing 2013 to 2015 results

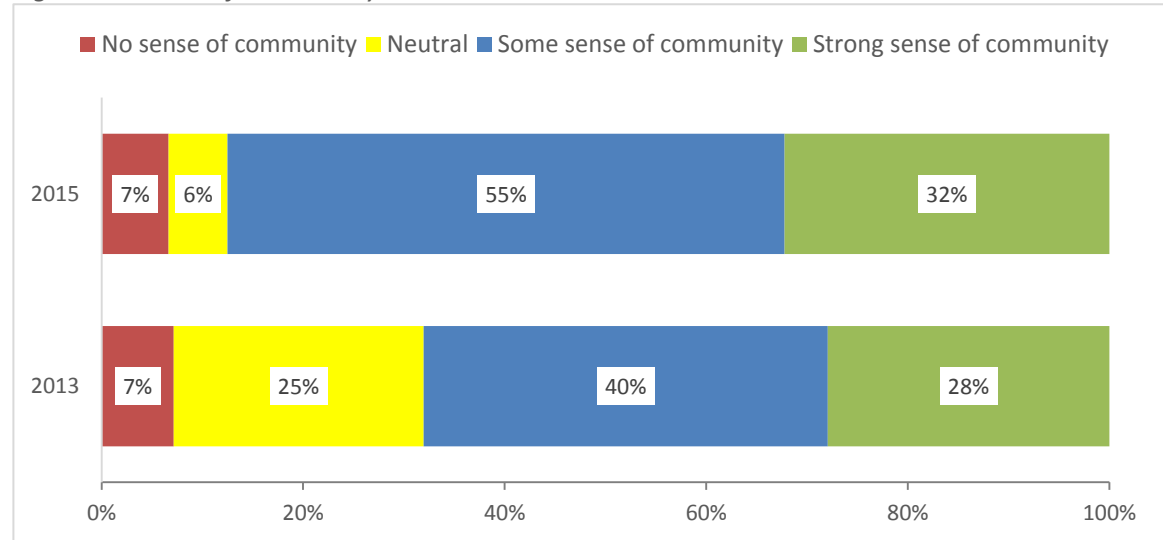
## Community Character

Two important issues to the Town are the sense of community and “small town character.” To that end, residents were asked a series of questions regarding these issues. First, residents were asked to rate how strong a sense of community they felt in Castle Rock. Nearly nine out of ten residents state that Castle Rock has either some, or a strong sense of community.

In 2013, residents were asked to describe what “small town character” meant to them. The most rated descriptions were adapted for the 2015 survey and presented to residents. They were then asked to rate how well each phrase describes small town character.

Most residents agree that the descriptions arrived at in 2013 describe small town character—specifically safe neighborhoods and open spaces.

Figure 15: Sense of Community

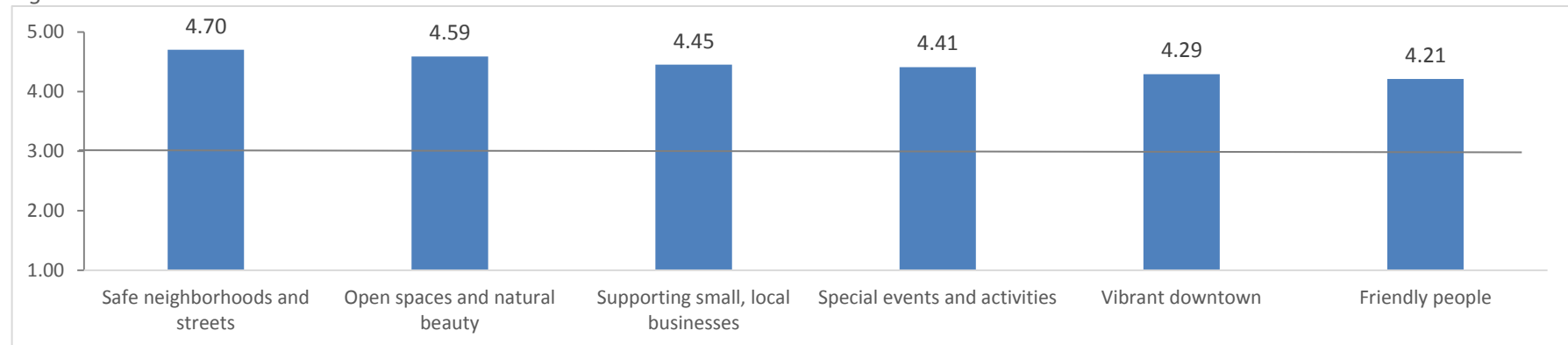


COMM1 – Overall, how would you rate the sense of community in Castle Rock?

Base: 2013 All Residents and Businesses – 2015 All Residents

Use caution when comparing to 2013

Figure 16: Small Town Character



COMM3 – For each of the following statements please indicate how well you feel it describes small town character

Base: All Residents

Mean score based on a scale from 1 to 5

## SPECIAL EVENTS

### *Value of Special Events*

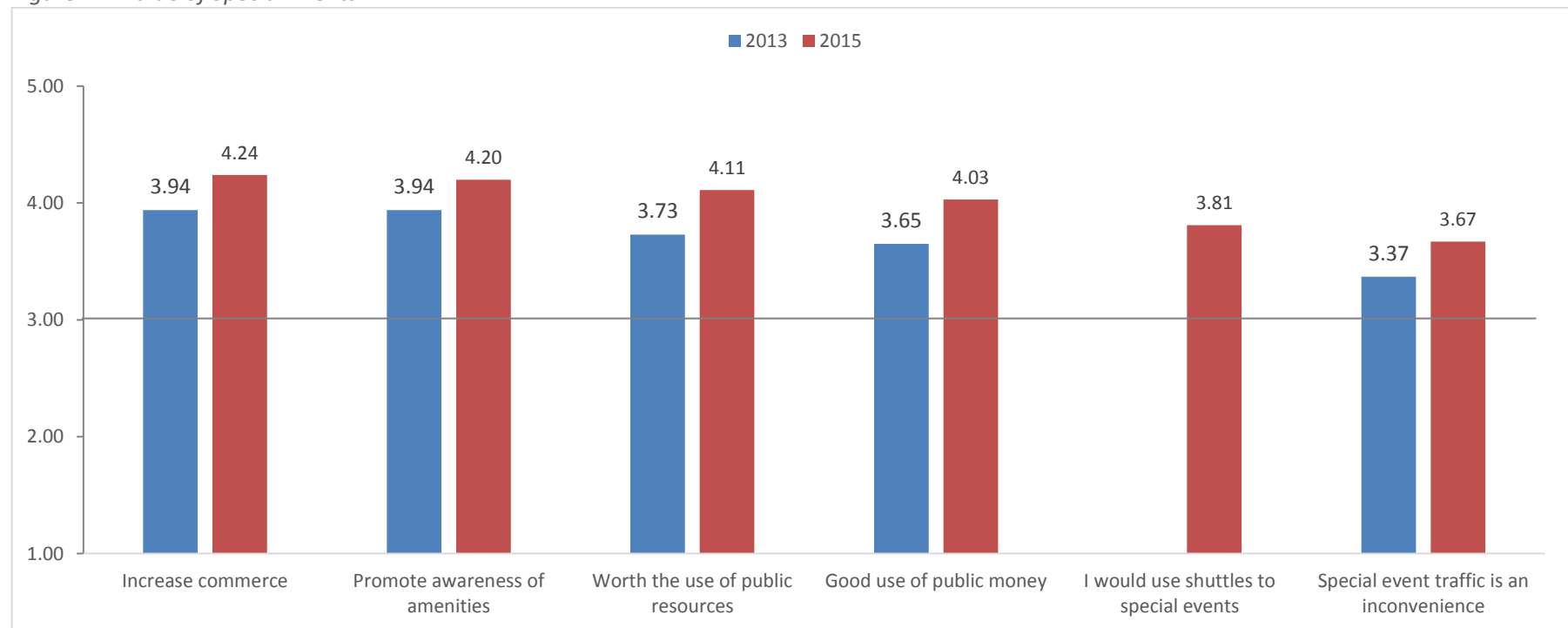
Special events are a big part of the Castle Rock way of life. To that end, the Town dedicated a small portion of the survey to ask residents for their opinions regarding the issues and benefits associated with special events.

The majority of residents agree that special events serve a positive purpose for the Town and they are a good use of the Town's money and resources.

There is a fair amount of agreement from residents regarding willingness to use shuttles for special events.

Even though special events are generally regarded as positive events, residents do think that the traffic associated with these events does cause an inconvenience.

*Figure 17: Value of Special Events*



*SE1 – Please indicate your level of agreement or disagreement with each of the following statements regarding special events in Castle Rock.*

*Base: 2013 All Residents and Businesses – 2015 All Residents*

*Mean score based on a scale from 1 to 5*

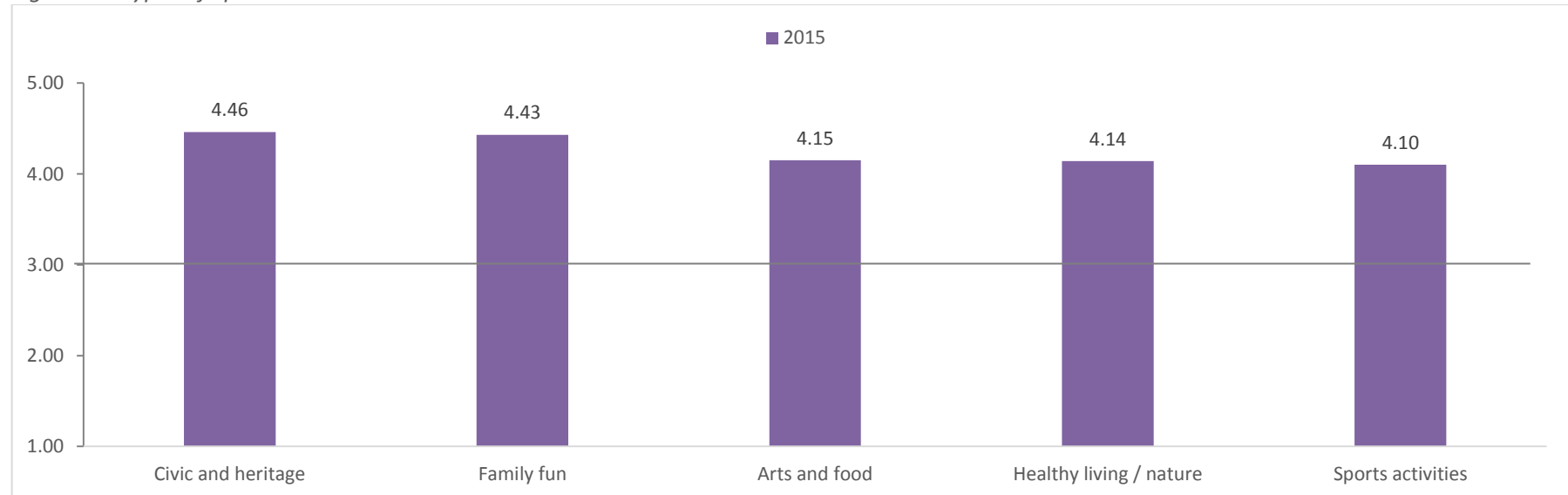
*Use caution when comparing to 2013*

## Types of Special Events

Town residents were then asked to indicate which categories of special events are most important to them.

Not surprisingly, residents said that all types of special events are important, with civic/heritage and family fun being the most important.

Figure 18: Types of Special Events



SE2 – To help the Town determine the focus of special events, please rate the overall importance for each of the following events categories.

Base: 2013 All Residents and Businesses – 2015 All Residents

Mean score based on a scale from 1 to 5

Use caution when comparing to 2013



## OTHER KEY FINDINGS

The table below provides an overview of other key findings from the Resident Survey. Details on these findings will be in the full written report, which will be available near the end of June 2015.

<b>Castle Rock as a Place to Live</b>	<p>Residents are very likely to recommend Castle Rock as a place to live and as a place to raise children. However, residents are not very likely to recommend the Town as a place to work or do business.</p> <p>Residents feel that the Town does a good job at keeping them informed but could use some improvement in seeking their involvement and input.</p>
<b>Planning for Growth</b>	<p>When asked what areas the Town should focus on as the population expands, residents believe that items related to maintaining the Town's infrastructure are most important. These include: Improving the downtown core, using development techniques that can be maintained for generations, and ensuring that buildings match the natural environment.</p>
<b>Priorities for the Future</b>	<p>When asked to think about the future of Castle Rock, residents thought that the Town should primarily focus on addressing needs of the aging population. While less important, residents also recognized as priorities for the future the need for developing a public transportation system and for shifting the Town's revenue source away from sales tax.</p>
<b>Police and Fire</b>	<p>Residents feel very safe in Castle Rock, are satisfied with the Town's Police Department and are confident in the Fire and Rescue Department's ability to respond to emergencies.</p>
<b>Public Works and Mobility</b>	<p>Residents state that Castle Rock does very well at providing walking/biking paths, maintaining clean streets, and plowing the roads appropriately. However, they are less happy with issues relating to traffic such the increasing congestion on the streets.</p>
<b>Water and Utilities</b>	<p>Residents are quite happy with the Town's Utilities Department. Scores for each trackable measure have increased from 2013.</p> <p>Education is key regarding the Town's long-term water issues. One-third of Castle Rock residents state that they do not know enough about this issue or the Town's strategy for dealing with it to make an informed decision on if the town has the right plan.</p> <p>Nearly two-thirds of all residents surveyed claim they have visited the Miller Activity Complex since its opening six months ago, and it receives high ratings all around, but particularly for the hours of operation and the overall quality of the facilities.</p>
<b>Parks and Recreation</b>	<p>Six out of ten residents surveyed have visited the Recreation Center in the past year, and ratings there are holding relatively steady, if not increasing slightly, when compared to 2013.</p> <p>Eight out of ten residents surveyed had visited a Town park in the past year, and most ratings are holding relatively steady, if not increasing slightly, when compared to 2013.</p>