

UPDATE:

# 2021 COMMUNITY SURVEY PROCESS

DECEMBER 15, 2020  
TOWN COUNCIL



# WHY A COMMUNITY SURVEY?

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

Completing community surveys is a common municipal practice, including among our neighbors within Douglas County

This year's survey is expected to cost just over \$70,000

Random sample of residents, with surveys continuing until a minimum of 400 responses received; invites to all Town-licensed businesses, with an expected 150 responses; and an online "focus group" to follow up on key themes

Internal benchmarks with 2019-2011 surveys, as well as nationwide benchmarks using ComEngage's five-star rating system

# RESIDENT SURVEY – 30 MINUTES

- General questions about the quality of life and quality and value of services in Town and a question regarding whether the Town is headed in the right direction; these will be used to compare Castle Rock to communities across the country
- Questions regarding Castle Rock as a place to live, including asking about important issues in and aspects of the Town, as well as regarding how well the Town keeps residents informed, and how likely residents are to recommend Castle Rock as a place to work, raise children, retire and do business
- Evaluations of specific aspects of Town services including Police, Fire/EMS, Roads/Public Works, Water and Parks and Recreation
- Thoughts regarding the Town's strategic priorities, how growth in Castle Rock should be managed and regarding community character

# BUSINESS SURVEY – 10 MINUTES

- **Expected to take 10 minutes to complete and includes questions in these areas:**
  - Issues affecting businesses, including financial health relative to the COVID-19 pandemic; environment for employees; and other issues
  - Quality and value of services Town provides businesses
  - Whether the Town is headed in the right direction and whether respondents would recommend doing business in Castle Rock
  - Demographics and other general information

# ANTICIPATED SCHEDULE

- Now: staff and consultant are meeting with department heads and with Councilmembers as desired to review past surveys and fine-tune questions as needed
- Staff and the consultant will present Council will draft resident and business surveys on January 15 for formal review and feedback
- The invitation-only survey is planned to be administered online and by phone from mid-February to mid-March
- The online community for qualitative follow-up will begin concurrent to the survey and is expected to run through at least April
- The offer to complete a supplemental survey will be extended to the entire community sometime in March
- Staff anticipates presenting survey results to Council in April



# COMMENTS/QUESTIONS?

Thank you!