

**CR1TOWN OF CASTLE ROCK, CO CITIZEN SURVEY**  
**NWRG Project Number: CR\_2019\_CITIZEN\_SURVEY**

**LAST REVISION: 1/14/2021**

**INSTRUMENT CONVENTIONS:**

**DENOTES PROGRAMMING INSTRUCTIONS**

**DENOTES INTERVIEWER INSTRUCTIONS**

- Text in light blue highlight means that the data is benchmarkable against NWRG's nation-wide CityMarks
- Text in ALLCAPS is not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS] are interviewer and CATI programming instructions, not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS BOLD TYPE] are interviewer and CATI programming instructions, not read to respondents
- Question marks (?) and 'X' or 'x' indicate information needed or to be determined in conjunction with the client
- (Response options in parenthesis) are read to respondents as necessary
- For web – do not show don't know / prefer not to answer response options unless respondent attempts to skip question
- For web – changes response options that are all in CAPS to Sentence case (Capitalize first letter of word / phrase only)
- For web rating scales display grid as illustrated below:

	Much Worse Than Other Communities										Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10
Easy to get around by car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation available to where I need to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SAMPLE PLAN**

Total Population 18+	36,706		Sample Size	400
	% of Population	Minimum n	Maximum n	% of Sample
Males 18+	49%	177		44%
Females			223	56%
Males				10%
Males			67	17%
Females				10%
Females			75	19%

\*Source: 2011-2015 ACS 5 Year Estimates

## SAMPLE VARIABLES

<b>NWRGID</b>	Internal ID shared with client. Not imported into any dialing or sample procedures
<b>SAMPLEID</b>	Internal sample id. Not shared with client. This is imported into sample dialing
<b>USERID</b>	Unique login ID TO LOGINTO THE WEBSITE. Not shared with client
<b>SAMPLETYPE</b>	<u>Indicator for type of sample</u> SAMPLETYPE=01 Landline phone number attached - no email SAMPLETYPE=02 Cellular phone number attached - no email SAMPLETYPE=03 No phone number -no email SAMPLETYPE=04 Landline phone number attached - email address attached SAMPLETYPE=05 Cellular phone number attached - email address attached SAMPLETYPE=06 No phone number -email address attached
<b>TOMAIL</b>	Indicator that this element was randomly selected to receive a mailer
<b>SEND_EMAIL</b>	Indicator that we need to send an email to this sample element
<b>EMAIL_1</b>	Primary Email Address for Household - Use this one first
<b>EMAIL_2</b>	Secondary Email Address for Household - Use if Bounceback on Email_1
<b>GEOID</b>	Census block reference variable
<b>AGE</b>	Reference variable for estimated age of respondent
<b>AGETARGET</b>	<u>Indicator to target for likelihood of age grouping (from sample and city)</u> AGETARGET=01 18 to 34 AGETARGET=02 35 to 64 AGETARGET=03 65 and older
<b>LATITUDE</b>	Latitude
<b>LONGITUDE</b>	Longitude
<b>DWELLINGTYPE</b>	<u>Census block reference variable</u> DWELLINGTYPE=01 Single family home DWELLINGTYPE=02 Multi-family home
<b>GENDER</b>	<u>Indicator for gender (estimated)</u> GENDER=01 Male GENDER=02 Female

## SCREENING QUESTIONS

-----<new screen>-----



### INTROTEL

**[SHOW IF PHONE]** Hello. This is \_\_\_\_\_ with **ComEngage**, 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.

**[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]**

### 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.

Your household is one of a small number of households randomly selected to participate in this survey, so 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.

### SCR1

Are you a current resident of Castle Rock?

00 YES

02 NO **[SKIP TO THANK01]**

998 **[WEB: DO NOT SHOW]** DON'T KNOW **[SKIP TO THANK03]**

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER **[SKIP TO THANK03]**

### AGE

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 – THANK02]**

**ASK AGE\_ACT IF AGE=998 OR 999**

**AGE\_CAT** Which of the following categories does your age fall into?

**[READ OPTIONS]**

- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65 or older
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**PROGRAMMER: CREATE VARIABLE, "AGE\_BAN" MONITOR FOR DISTRIBUTION IN PORTAL**  
**VALUE LABLES FOR AGE (LOGIC IN PARENTHESIS)**

- 01 18 TO 34 [((AGE GE 18) AND (AGE LE 34)) OR (AGE\_CAT = 01, 02)]
- 02 35 TO 54 [((AGE GE 35) AND (AGE LE 54)) OR (AGE\_CAT = 03, 04)]
- 03 55 PLUS [((AGE GE 55) AND (AGE LE 98)) OR (AGE\_CAT = 05, 06)]
- 999 UNKNOWN [AGE\_CAT = 998 | 999]

**GENDER** **[PHONE NOTE:RECORD RESPONDENT'S GENDER]** Are you . . .

- 1 MALE
- 2 FEMALE
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**PROGRAMMER: CREATE VARIABLE, "AGEGEBNDR" MONITOR FOR DISTRIBUTION IN PORTAL**  
**VALUE LABLES FOR AGE (LOGIC IN PARENTHESIS)**

- 01 MALE 18-34 [(AGE\_BAN=1) AND (GENDER=1)]
- 02 FEMALE 18-34 [(AGE\_BAN=1) AND (GENDER=2)]
- 03 MALE 35-54 [(AGE\_BAN=2) AND (GENDER=1)]
- 04 FEMALE 35-54 [(AGE\_BAN=2) AND (GENDER=2)]
- 05 MALE 55+ [(AGE\_BAN=3) AND (GENDER=1)]
- 06 FEMALE 55+ [(AGE\_BAN=3) AND (GENDER=2)]
- 999 UNKNOWN [(AGE\_BAN=999) OR (GENDER=998 | 999)]



**CURRSTAR1** 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?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Does Not Meet Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds Expectations (10)
Overall quality of life in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**CURRSTAR2** Using the same expectations scale, how would you rate the overall quality of services provided by the Town of Castle Rock?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Does Not Meet Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds Expectations (10)
Overall quality of services provided	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**CURRSTAR3** 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.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Significantly Worse than Other Cities and Towns (0)	1	2	3	4	5	6	7	8	9	Significantly Better than Other Cities and Towns (10)
Castle Rock compared to other communities	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**CURRSTAR4** 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?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Strongly Headed in the <u>Wrong</u> Direction (0)	1	2	3	4	5	6	7	8	9	Strongly Headed in the <u>Right</u> Direction (10)
Direction Town is headed	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**CURRSTAR5** 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.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Definitely <u>Not</u> Getting My Money's Worth (0)	1	2	3	4	5	6	7	8	9	Definitely Getting My Money's Worth (10)
Value for tax dollar	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



**CR1**

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

**[OPEN END – LIST BELOW IS FOR POST CODING REFERENCE ONLY]**

- 01 TRAFFIC / CONGESTION / DIFFICULT TO GET AROUND BY CAR / TOO MANY CARS / NEED MORE ROADS
- 02 ROAD UPKEEP AND MAINTENANCE
- 03 SPRAWL / UNPLANNED GROWTH / GROWING TOO FAST
- 04 LOSS OF AGRICULTURAL LANDS / OPEN SPACE
- 05 LOOSING SMALL TOWN FEEL / SENSE OF COMMUNITY
- 06 ANNEXATION / ZONING
- 07 POLLUTION / AIR QUALITY
- 08 ECONOMY / JOBS / ATTRACTING NEW BUSINESS / UNEMPLOYMENT
- 09 EDUCATION / SCHOOLS
- 10 PUBLIC SAFETY / CRIME / DRUGS
- 11 LACK OF / INADEQUATE PUBLIC TRANSPORTATION / BUS SYSTEM
- 12 WATER / LACK OF WATER / WATER PLANNING / WATER ISSUES
- 888 SOMETHING ELSE (**SPECIFY**)
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**CR2**

Next, using a scale from 0 to 10 where “0” means “Very poor” and “10” means “Excellent,” how would you rate each of the following aspects of Castle Rock?

**RANDOMIZE ORDER SHOWN**

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
<b>CR2A</b> The ability to buy things locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>CR2B</b> Employment opportunities within the Town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>CR2D</b> Opportunities for youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>CR2I</b> The cost of living in Castle Rock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER



**CR5** 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 ORDER SHOWN**

	Not at all Likely (0)	1	2	3	4	5	6	7	8	9	Very Likely (10)
<b>CR5B</b> As a place to work	0	0	0	0	0	0	0	0	0	0	0
<b>CR5D</b> As a place to raise children	0	0	0	0	0	0	0	0	0	0	0
<b>CR5E</b> As a place to retire	0	0	0	0	0	0	0	0	0	0	0
<b>CR5F</b> As a place to do business	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



**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 ORDER SHOWN**

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly Agree (10)
<b>GOV1A</b> Keeps residents informed regarding Town happenings and initiatives in general	0	0	0	0	0	0	0	0	0	0	0
<b>GOV1B</b> Seeks residents’ involvement and input	0	0	0	0	0	0	0	0	0	0	0
<b>GOV1C</b> Keeps residents informed regarding Castle Rock Water services and projects	0	0	0	0	0	0	0	0	0	0	0
<b>GOV1D</b> Keeps residents informed regarding Parks and Recreation initiatives	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



## SPECIAL TOPICS

<new screen>



### SPECIAL4

One option for diversifying the Town's revenue sources is requesting voter approval for a new lodging tax, which would be placed on per night hotel room rentals within the Town limits. Only those staying in hotels in Town would pay the tax, likely of 4%-6%. The proceeds could be spent to fund Town services. Using a scale from 0 to 10 where "0" means "Strongly oppose" and "10" means "Strongly support," would you support or oppose implementing a lodging tax?

	Strongly Oppose (0)	1	2	3	4	5	6	7	8	9	Strongly Support (10)
Implementing a lodging tax to fund Town services	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

### SPECIAL6

Public safety services such as police, fire, and emergency medical services are predominantly supported through sales tax. As the community grows, so does the need for public safety personnel. However, sales tax revenue cannot provide the revenue needed to pay for additional services.

One option to support additional public safety services is to ask for voters' approval to increase the Town's mill levy. Currently, the average property owner pays \$3 per month in property taxes to the Town. Would you support or oppose the Town raising the mill leaving by approximately \$12 per month to pay for additional public safety personnel?

Use a scale from 0 to 10 where "0" means "Strongly oppose" and "10" means "Strongly support," would you support or oppose implementing a lodging tax?

	Strongly Oppose (0)	1	2	3	4	5	6	7	8	9	Strongly Support (10)
Increasing the mill levy to support public safety	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

### SPECIAL6A

[ASK OF ALL] If the mill levy had a sunset clause, meaning it would expire after 10 years, would that change your opinion?

[ROTATE ORER ASKED]

01 No, it would not change my opinion

02 Yes, it would make me **less** likely to support the mill levy increase

03 Yes, it would make me **more** likely to support the mill levy increase

998 [WEB: DO NOT SHOW] DON'T KNOW [SKIP TOTHANK03]

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER [SKIP TO THANK03]

### SPECIAL6B

[ASK IF SPECIAL 6 < 5 AND IF SPECIAL6A = 1] How do you propose the Town get additional revenue to fund public safety?

[OPEN END]

## COMMUNITY CHARACTER

<new screen>



### COMM1

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."

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	No Sense of Community at All (0)	1	2	3	4	5	6	7	8	9	Strong Sense of Community (10)
Sense of Community in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

### COMM4

The Town's Comprehensive Master Plan is built upon the following Four Cornerstones: Distinct Town Identity, Responsible Growth, Community Services and a Thriving Economy. Using a scale from 0 to 10 where "0" means "Not Important at all" and "10" means "Very Important," how would you rate the Town on each of these cornerstones?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

RANDOMIZE ORDER SHOWN

	Not important at all (0)	1	2	3	4	5	6	7	8	9	Very Important (10)
Having a distinct Town identity	o	o	o	o	o	o	o	o	o	o	o
Managing growth responsibly	o	o	o	o	o	o	o	o	o	o	o
Providing top-notch community services	o	o	o	o	o	o	o	o	o	o	o
Having a thriving economy	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

### COMM6

Several aspects can contribute to a distinct Town identity. For each item in the following list, please indicate if you believe it does or does NOT feed into a distinct Town identity.

RANDOMIZE ORDER SHOWN

	Does <u>Not</u> Contribute to a Distinct Town Identity	Does Contribute to a Distinct Town Identity
Special events and activities for the community	o	o
Supporting small, local businesses	o	o
Easy access to open spaces and natural beauty	o	o
Safe neighborhoods and streets	o	o
A vibrant downtown	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**COMM7**

How has the distinct Town identity of Castle Rock changed since you have moved here?

	The Town has Completely Lost its Distinct Identity (0)	1	2	3	4	5	6	7	8	9	The Town's Distinct Identity is Significantly Stronger (10)
Change in distinct Town identity	0	0	0	0	0	0	0	0	0	0	0

## STRATEGIC PRIORITIES

<new screen>



**STRATEGY1** Town Council sets budget priorities based upon past Council actions, community survey results and public and staff feedback.

**[WEB DISPLAY]** The six priorities within the 2021 Budget are listed below. Look at each one and indicate if you believe that each priority is right for the Town or not right for the Town.

**[PHONE DISPLAY]** I am going to read the six priorities within the 2021 Budget. As I read each one, please tell me if you believe that it is right for the Town or not right for the Town.

	This Priority is <u>NOT</u> Right for the Town	This Priority is Right for the Town
Ensuring outstanding public safety	<input type="radio"/>	<input type="radio"/>
Enhancing our transportation	<input type="radio"/>	<input type="radio"/>
Securing our water future	<input type="radio"/>	<input type="radio"/>
Maintaining strong Parks and Recreation	<input type="radio"/>	<input type="radio"/>
Supporting economic development	<input type="radio"/>	<input type="radio"/>
Managing Town finances conservatively	<input type="radio"/>	<input type="radio"/>

**STRATEGY1A** Why do you believe that **[INSERT PRIORITY SELECTED AS NOT RIGHT FOR TOWN]** is not the right priority for the Town?

**[OPEN END]**

**STRATEGY1B** Is there anything that is missing from these priorities?

01 YES

00 NO

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**[ASK IF STRATEGY1A=1] STRATEGY1C** What is missing?  
**[OPEN END]**

## PLANNING FOR GROWTH

<new screen>



### RANDOMIZE DISPLAY ORDER OF GROW3A AND GROW3B

- GROW3A** Using a one or two-word phrase, what aspect of growth in Castle Rock is causing you the most concern?  
[OPEN END]
- GROW3B** Using a one or two-word phrase, what aspect of growth in Castle Rock do you consider most beneficial?  
[OPEN END]

## POLICE

<new screen>



- POLICE1** 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*]
- 01 YES  
00 NO  
998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

### ASK POLICE1A IF POLICE1=01

- POLICE1A** Which of the following Police services have you contacted or utilized in the past two years?  
[MULTIPLE SELECT]  
[RANDOMIZE ORDER SHOWN]  
PHONE READ LIST DISPLAY ON WEB
- 01 911 or Non-emergency dispatcher  
02 Participated in a community activity with police  
03 Reported a crime or provided information to police  
04 Stopped, arrested, or suspected of a crime by police  
05 Animal Services such as Animal Control  
06 Victim's assistance  
07 Front Counter at police station [PHONE READ AS NEEDED / DISPLAY ON WEB *The front counter handles such things as fingerprinting, VIN verification, etc.*]
- 998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

POLICE2

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 ORDER SHOWN

	Does Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds My Expectations (10)
<b>POLICE2A</b> [SHOW IF POLICE1A=1] Communication with 911 or non-emergency dispatch	o	o	o	o	o	o	o	o	o	o	o
<b>POLICE2C</b> [SHOW IF POLICE1A=2,3,4] Professionalism of the police officer or detective	o	o	o	o	o	o	o	o	o	o	o
<b>POLICE2E</b> [SHOW IF POLICE1A=5] Animal services such as Animal Control	o	o	o	o	o	o	o	o	o	o	o
<b>POLICE2F</b> [SHOW IF POLICE1A=6] Victim’s assistance services	o	o	o	o	o	o	o	o	o	o	o
<b>POLICE2G</b> [SHOW IF POLICE1A=7] Professionalism of the police station front counter staff	o	o	o	o	o	o	o	o	o	o	o
<b>POLICE2H</b> [SHOW TO ALL] Frequency of Patrols	o	o	o	o	o	o	o	o	o	o	o
<b>POLICE2I</b> [SHOW TO ALL] Response time	o	o	o	o	o	o	o	o	o	o	o

998

[WEB: DO NOT SHOW] DON’T KNOW

999

[WEB: DO NOT SHOW] PREFER NOT TO ANSWER



**POLICE3**

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.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Not at all Approachable (0)	1	2	3	4	5	6	7	8	9	Very Easy to Approach (10)
Approachability of Police Officers in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**POLICE6**

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.”

	Not at all Confident (0)	1	2	3	4	5	6	7	8	9	Extremely Confident (10)
Police’s ability to provide a safe and secure community	o	o	o	o	o	o	o	o	o	o	o
Police’s ability to uphold and maintain the trust of residents	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



**FIRE4:** 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)*

**FIRE5:** 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**

	Not at all Confident (0)	1	2	3	4	5	6	7	8	9	Extremely Confident (10)
Top 3 Item selected above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Top 3 Item selected above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Top 3 Item selected above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall confidence of Castle Rock Fire and Rescue to respond to emergencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**LIST DISPLAYED IN FIRES**

- Extinguish building, vehicle, and other fires
- Provide wildland fire suppression
- Provide emergency investigation and stabilization of hazardous materials incidents
- Provide fire code enforcement, building inspections and building plan review
- Provide public education and training in fire safety, injury prevention, and first aid
- Provide technical rescue services
- Respond to natural or man-made disasters
- Investigate fires
- Provide emergency medical services
- Overall confidence of Castle Rock Fire and Rescue to respond to emergencies





**PUB2**

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 ORDER SHOWN BUT ALWAYS SHOW PUB2\_E LAST**

	Did Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeded My Expectations (10)
<b>PUB2A</b> The overall condition of the road surface	o	o	o	o	o	o	o	o	o	o	o
<b>PUB2B</b> Traffic signal timing	o	o	o	o	o	o	o	o	o	o	o
<b>PUB2C</b> Level of congestion on the Town streets	o	o	o	o	o	o	o	o	o	o	o
<b>PUB2D</b> Cleanliness of the streets	o	o	o	o	o	o	o	o	o	o	o
<b>PUB2E</b> Overall convenience and accessibility of the roads in Castle Rock	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**PUB3**

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:

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
Keeping a lane open for emergency access while it is snowing.	o	o	o	o	o	o	o	o	o	o	o
<b>WEB SHOW:</b> Plowing all travel lanes within 10 hours of the snow stopping. ( <i>residential streets are <u>not</u> plowed after minor snow event</i> ) <b>PHONE SHOW:</b> 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?											

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**PUB4**

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.”

	Significantly Worse than other Cities and Towns (0)	1	2	3	4	5	6	7	8	9	Significantly Better than other Cities and Towns (10)
Adequacy of bike lanes and multi-use paths along roadways	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**PUB7**

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.”

	Extremely Inconsistent (0)	1	2	3	4	5	6	7	8	9	Extremely Consistent (10)
Consistency of travel time within the Town	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



## UTIL1

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 DISPLAY ORDER – SHOW UTIL1\_G LAST**

	Did Not Meet My Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeded My Expectations (10)
<b>UTIL1A</b> The overall quality of the water ( <i>taste, purity</i> )	o	o	o	o	o	o	o	o	o	o	o
<b>UTIL1B</b> Securing and managing long-term water supplies	o	o	o	o	o	o	o	o	o	o	o
<b>UTIL1C</b> Providing a water bill that is easy to understand	o	o	o	o	o	o	o	o	o	o	o
<b>UTIL1D</b> Customer service	o	o	o	o	o	o	o	o	o	o	o
<b>UTIL1E</b> Water conservation programs	o	o	o	o	o	o	o	o	o	o	o
<b>UTIL1G</b> Value of service for rates paid	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

## UTIL3

Which of the following statements best describes your current beliefs about long-term water issues in Castle Rock?

[Select only one answer]

[RANDOMIZE ORDER SHOWN]

- 01 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.
- 02 I am somewhat concerned about the long-term water supply and am **not confident** in the Town's plan to address this issue.
- 03 I am somewhat concerned about maintaining our long-term water supply but I believe that the Town is on the right path.
- 04 I am not concerned about the long-term water supply because I believe that the Town has an adequate plan.
- 05 I am not concerned about the long-term water supply because I just don't believe that it is an issue.
- 06 I do not know enough about the issue to make an informed decision.

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**UTIL6** [IF UTIL3 == 1 || UTIL3 == 2 SHOW] What specific concerns do you have about the Town’s plan to address long-term water?

[IF UTIL3 == 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?

**UTIL4** The Town is also evaluating the use of “smart” water metering. This will allow residents to monitor water usage in near-real time. Do you believe this is a valuable service?

00 No

01 Yes

998 [WEB: DO NOT SHOW] DON’T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



## PARK14

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 a scale from 0 to 10 where “0” means “Definitely not a good value at all” and “10” means “Definitely getting a good value.”

	Definitely <u>Not</u> a Good Value At All (0)	1	2	3	4	5	6	7	8	9	Definitely Getting a Good Value (10)
Value received from parks and open spaces	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

## PARK12

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. Using a scale from 0 to 10 where “0” means “Not at all close” and “10” means “Extremely close,” do you believe that the Town is achieving that goal?

	Not at all Close to Achieving (0)	1	2	3	4	5	6	7	8	9	Extremely Close to Achieving (10)
Providing parks or open spaces within roughly one-half mile distance of each household	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

## PARK15

What Parks and Recreation amenities that do not exist currently do you want to see developed in Castle Rock?

[OPEN END – INTERVIEWER, PROBE ONCE]



### MEDIA2

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

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT – RANDOMIZE DOWN TO “I PREFER NOT TO COMMUNICATE”]

- 01 Direct mail (including magazines, newsletters)
- 02 Email (including CRgov.com subscriptions)
- 03 Social media
- 04 Denver Post
- 05 Castle Rock News-Press
- 06 Watching local television news
- 07 Your Town Talk (water bill newsletter)
- 08 Town’s website
- 09 Calling Town Hall
- 10 Open houses regarding Town projects
- 11 Cable Channel 22
- 12 Through my HOA (website, newsletter, etc.)
- 14 I prefer not to communicate with the Town
- 15 Something else (*please tell us: \_\_\_\_\_*)
- 998 [WEB: DO NOT SHOW] DON’T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

SHOW MEDIA 2A IF MEDIA2\_13 == 1

### MEDIA2A

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 DOWN to “other”]

- 01 Facebook
- 02 Twitter
- 03 Instagram
- 04 YouTube
- 05 Nextdoor
- 06 Something else (*please tell us: \_\_\_\_\_*)

**MEDIA1**

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

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT – RANDOMIZE DOWN TO “I PREFER NOT TO COMMUNICATE”]

- 01 Direct mail (including magazines, newsletters)
- 02 Email (including CRgov.com subscriptions)
- 03 Social media
- 04 Denver Post/
- 05 Castle Rock News-Press
- 06 Watching local television news
- 07 Your Town Talk (water bill newsletter)
- 08 Town’s website
- 09 Calling Town Hall
- 10 Open houses regarding Town projects
- 11 Cable Channel 22
- 12 Through my HOA (website, newsletter, etc.)
- 13 Social Media
- 14 I prefer not to communicate with the Town
- 15 Something else (*please tell us: \_\_\_\_\_*)
- 998 [WEB: DO NOT SHOW] DON’T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

SHOW MEDIA 2A IF MEDIA1\_13 == 1

**MEDIA1A**

Which social media platform(s) would you prefer using to communicate or receive information from the Town?

[ONLY READ LIST IF NEEDED]

[MULTIPLE SELECT – RANDOMIZE DOWN to “other”]

- 01 Facebook
- 02 Twitter
- 03 Instagram
- 04 YouTube
- 05 Nextdoor
- 06 Something else (*please tell us: \_\_\_\_\_*)

**WEB1**

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

- 01 YES
- 00 NO
- 998 [WEB: DO NOT SHOW] DON’T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

SHOW WEB1A IF WEB1 == 1

**WEB1A**

What information are you typically looking for when you visit the Town’s website (<https://CRgov.com>)?

[OPEN END – PROBE ONCE]

## DEMOGRAPHICS

-----<new screen>-----



### DEMOINT

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

### DEMO2

How many years have you lived in Castle Rock?

**[ALLOW FRACTIONAL ANSWERS]**

**[IF LESS THAN 6 MONTHS, ENTER "0"]**

**[IF 6 MONTHS TO 1 YEAR, ENTER "1"]**

\_\_\_\_ ENTER NUMBER OF YEARS LIVED IN CASTLE ROCK

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

### DEMO3

Do you own a business that is licensed with the Town of Castle Rock?

01 YES

00 NO

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

### DEMO4

Do you own or rent your home?

01 OWN

02 RENT

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER





## DEMO5

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."]*

**DEMO5 MUST CONTAIN A RESPONSE IN AGE 18 – 64 OR 65 AND OVER**

DEMO5A	_____	Under 5
DEMO5B	_____	5 – 12
DEMO5C	_____	13 – 17
DEMO5D	_____	18 – 64
DEMO5E	_____	65 and over
998	<b>[WEB: DO NOT SHOW]</b> DON'T KNOW	
999	<b>[WEB: DO NOT SHOW]</b> PREFER NOT TO ANSWER	

**WEB INSTRUCTION: IF DEMO5 DOES NOT HAVE A RESPONSE IN 18 – 64 OR 65 AND OVER, DISPLAY THIS MESSAGE: "Please include yourself when answering this question."**

**COMPUTE VARIABLE HASKIDS**

**0=NO KIDS [IF (SUM DEMO4A, DEMO5B, DEMO5C=0)]**

**1=HAS KIDS [IF (SUM DEMO5A, DEMO5B, DEMO5C GE 1)]**

**COMPUTE VARIABLE NUMADULTS = SUM(DEMO5D, DEMO5E)**

**COMPUTE VARIABLE HHCOMP**

**1=SINGLE PERSON HH [IF (HASKIDS=0 AND NUMADULTS=1)]**

**2=ADULTS ONLY [IF (HASKIDS=0 AND NUMADULTS > 1)]**

**3=FAMILY [IF (HASKIDS GE 1)]**

**DEMO6** Do you speak a language other than English at home?  
01 YES  
00 NO  
998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**ASK DEMO6A IF DEMO6 = 01**  
**ALLOW FOR MULTIPLE RESPONSES**

**DEMO6A** What language  
[MULTIPLE SELECT]  
[DO NOT READ LIST]  
01 SPANISH  
02 CHINESE / CANTONESE / MANDARIN  
03 VIETNAMESE  
04 KOREAN  
05 RUSSIAN  
06 JAPANESE  
07 HINDI  
08 GERMAN  
09 FRENCH  
10 TAMIL  
998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**RACE** Do you identify yourself as?  
(select all that apply)  
[MULTIPLE SELECT]  
01 White  
02 Black or African American  
03 American Indian or Alaskan Native  
04 Asian or Pacific Islander  
05 Native Hawaiian or Other Pacific Islander  
06 Hispanic or Latino  
888 [DO NOT READ] Something else (*please tell us:*\_\_\_\_\_)  
998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**DEMO7** Are you registered to vote in the Town of Castle Rock?  
01 YES  
00 NO  
998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**DEMO8** Prior to the start of the COVID-19 pandemic, approximately what percent of the time did you work from home?  
\_\_\_\_ ENTER PERCENT OF TIME WORKED FROM HOME PRIOR TO PANDEMIC  
998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**DEMO8A** Currently, what percent of time do you work from home?  
\_\_\_\_ ENTER PERCENT OF TIME YOU CURRENTLY WORK FROM HOME  
998 [WEB: DO NOT SHOW] DON'T KNOW  
999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

**DEMO8B**

In 12 months, what percent of time do you anticipate you will be working from home?

\_\_\_\_\_ ENTER PERCENT OF TIME YOU ANTICIPATE WORKING FROM HOME.

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**INCOME**

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

01 Less than \$20,000

02 \$20,000 to less than \$35,000

03 \$35,000 to less than \$50,000

04 \$50,000 to less than \$75,000

05 \$75,000 to less than \$100,000

06 \$100,000 to less than \$150,000

07 \$150,000 to less than \$200,000

08 \$200,000 or more

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**FUTURE RESEARCH**

-----<new screen>-----

**FUTURE1**

Keep the feedback coming! Join an online community to provide additional input to help the Town improve.

As a member of the community, you will help the Town plan for the future by better understanding residents' needs. By participating in online research activities (typically one to two times a month) on various topics, you can express your ideas and know they are being heard by the Town's leaders. Each activity takes approximately 5-10 minutes to complete.

As a community member, you will receive five points for each completed (with quality responses) activity. Each point is worth \$1.00. As you complete an activity, you accumulate points. In addition, each month, all active community members will be entered into a drawing; five community members will be eligible to receive an additional 50 points. Once you have accumulated at least 10 points, you can request a VISA gift card.

The community is expected to run through April and will be moderated by our partner ComEngage.

00 NO

01 YES

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**ASK FUTURE3 IF (FUTURE1=1)**
**FUTURE3**

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

## THANK SECTION

-----<new screen> -----



- 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.