

DISCUSSION/DIRECTION:

DRAFT 2021 COMMUNITY SURVEY

JANUARY 19, 2021
TOWN COUNCIL



RESIDENT SURVEY

- **Department heads have all reviewed and agree this draft is recommended**
- Most sections in the draft presented are largely the same as in past iterations – this provides the ability to trend the Town's performance over time
- Following is a summary of changes suggested from the 2019 survey:
 - The community character section has been updated to focus on the Town's Four Cornerstones and associated aspects
 - The wording for the Town priorities question has been clarified
 - A question gauging community support for additional public safety funding has been added to the section that asks thoughts about a lodging tax

RESIDENT SURVEY, CONTINUED

- Public Works clarified its snowplowing question and added a question on the predictability of driving times in Town
- A follow-up open-ended question was added after the long-term water performance question to gain additional insights
- Parks and Recreation updated its question set to focus on upcoming initiatives, as it typically has done
- Fire and Rescue has updated its section to focus more on big-picture goals rather than service ratings, which it measures using customer contact cards
- The communications preferences section was updated to query on specific social media sites and to clarify the Town's website vs. other local information outlets
- The demographics section was updated to gather information about work-from-home trends within the community

RESIDENT SURVEY, CONTINUED

- <https://CRResident.sawtoothsoftware.com/login.html>
- Are there any current questions Council would like to discuss, or any additional, questions to suggest?

BUSINESS SURVEY

- **Collaborated with the Castle Rock Chamber and EDC on recommended questions**
 - The draft presented is largely the same as past iterations, streamlined slightly for time efficiency and with a few added elements relative to the COVID-19 pandemic
 - <https://CRBusiness.sawtoothsoftware.com/login.html>
 - Are there any current questions Council would like to discuss, or any additional, questions to suggest?

PROJECT SCHEDULE

- Feb. 9-March 12: Scientific surveys administered
- March 15-26: Open resident survey available
- Online community: Feb. 9-April 9, unless extended
- April 6: Discuss survey results with Council
- TBD: Discuss online community insights with Council



PROPOSED MOTION

"I move to direct staff to proceed with the 2021 community survey as discussed."