



# 2021 resident survey summary

Full results of the 2021 community survey, including business survey and open resident survey results, will be posted soon at [CRgov.com/2021survey](https://CRgov.com/2021survey).



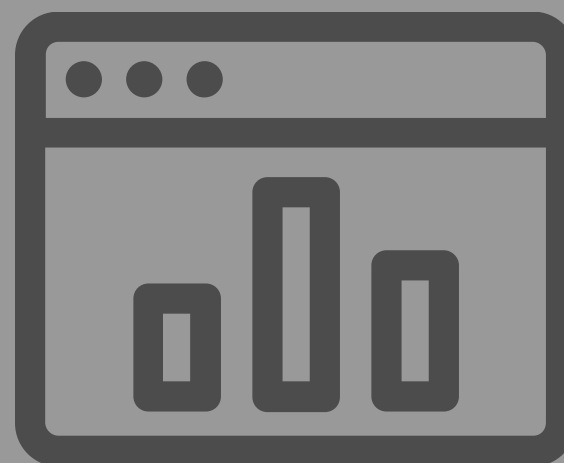
## 751

residents responded to the survey from Feb. 10-March 10, 2021.



## 90%

Average level of respondents' support for the Town's current six priorities. Support for individual priorities ranged from 97% (Ensuring outstanding public safety) to 72% (Enhancing our transportation).



## 5 or higher

The survey included 49 performance questions. Respondents rated all of these items 5 or higher on a 0-10 scale for the first time since 2015.



## trends

36 performance measures could be compared to past surveys. seven of those ratings showed improvement and one decreased; the other 28 remained comparable.



## w@h

Respondents indicated they are working from home an increased percentage of time and expect that practice to continue into the future.



## 9/10

residents said the quality of life in Castle Rock exceeds or greatly exceeds expectations.

Significantly more said "greatly exceeds" in 2021 than in 2019.



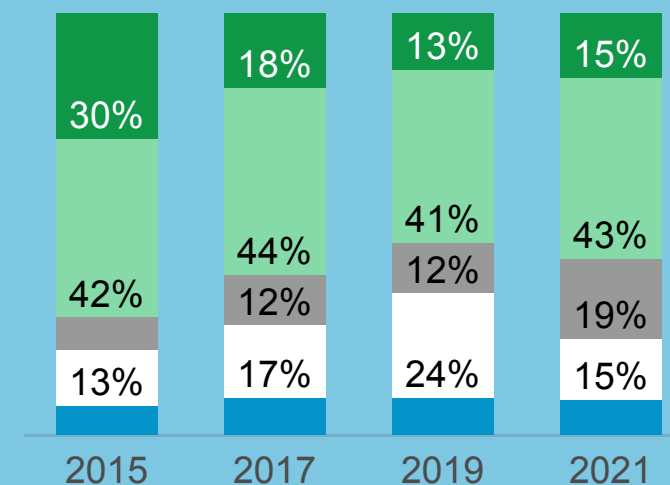
## 4/5

residents said the quality of Town services exceeds or greatly exceeds expectations. This is consistent with past performance.



## 9/10

residents said they believe Castle Rock is a better place to live than other communities. This is consistent with past performance.



## going up

2021 showed improvement from 2019 for the direction the Town is headed, with a significant shift from "wrong direction" (white) to neutral (gray).



## 72%

of respondents believe they are getting their money's worth for their tax dollars – this is another upward trend.

# RESULTS OF 2021 COMMUNITY SURVEY



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# Introduction





# Background and Objectives

Home to nearly 75,000 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, 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 2021 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, parks and recreation).
- Community character.

The 2021 Community Survey was conducted February 10 to March 10, 2021. Median survey length for residents was 24 minutes online and 30 minutes by phone. The median survey length for the business interviews was 7 minutes online and 11 minutes by phone.

# Methodology: Resident Survey

The methodology used an address-based sample, similar to the approach used since 2015.

The sample frame was composed of a list of all addresses in Castle Rock—as defined by a shape file—including those indicating that post office boxes are the only way they get mail. ComEngage drew a random sample of 15,000 households within the Town boundaries. This list was then matched against a comprehensive database to determine if the household had a matching landline or cell phone number. Additionally, email addresses were appended where possible.

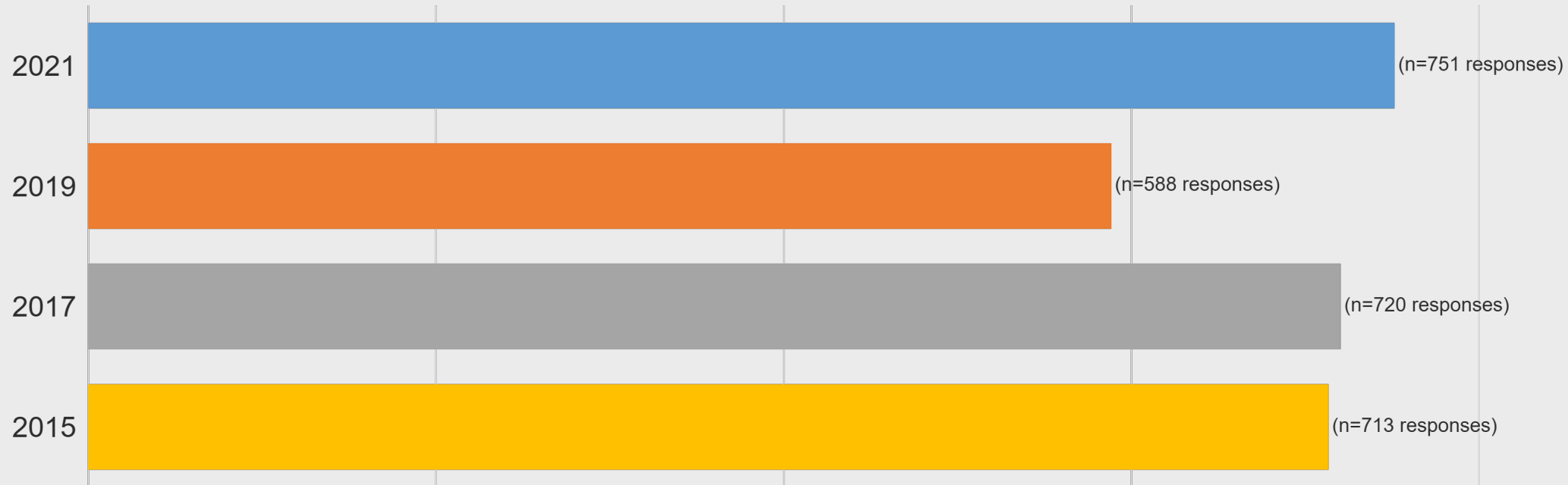
1. Households with no matching phone number or email address: A random selection of these households were sent a letter printed on Town letterhead and signed by Mayor Jason Gray, asking them to complete the survey online or by calling a toll-free number. Each letter offered a PIN and a URL to access the survey.
2. Households with an email address: All households with an email address were sent an email signed by the mayor asking them to complete the survey online. Residents who did not complete the survey online were followed up with via phone. Note, all of these households were put through a permission pass process prior to the study beginning. A permission pass is a process in which potential respondents receive an initial notification prior to the beginning of data collection. This allows us to remove any undeliverable email addresses, as well as provide people an early opportunity to opt out.
3. If a matching phone number was found, the household was called and asked to complete the survey by phone.

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.

# Who we Spoke to

The 2021 Resident Survey effort resulted in a total of 751 completed surveys from the scientific sample. 152 were completed by phone and 599 were completed online.

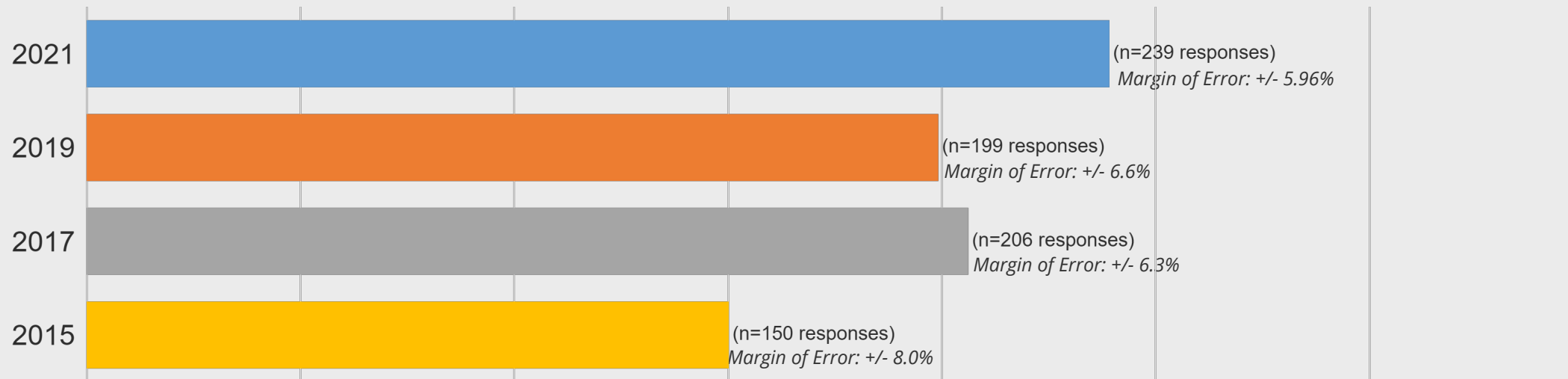
Using a 95 percent confidence level, the margin of error for the entire sample is no greater than plus or minus 3.49 percentage points. This means that if the study was duplicated in the same time frame with a different 751 respondents, sampled in the same fashion, 95 times out of 100, the same result would occur, within the stated range.



# Methodology: Business Survey

A similar approach was used to reach licensed businesses located within the Town limits. The Town provided ComEngage with the list of 2,079 businesses with valid addresses and / or phone numbers. A letter was sent to all businesses on the list with a valid address, asking participants to complete the survey online or by calling the data collection partner. Email invitations were sent to all businesses with a valid email address. Follow-up phone calls were made to businesses that did not respond.

This approach resulted in a total of 239 interviews— 184 completed online and 55 completed by phone. The margin of error for the business survey is no greater than plus or minus **5.96%** at 95 percent confidence. Note that due to the small “universe” of businesses, the finite population factor is taken into account when determining statistical significance. The finite population factor is a mathematical adjustment to the margin of error when a survey results in a sampled population of more than 5% of the total population. In this situation, the survey effort resulted in a the number of sampled businesses (completed surveys) accounting for 11.5% of the businesses in the Town.



# Methodology: Open Survey

After the conclusion of the Resident Survey, the link to the online version of the questionnaire was opened so that all community members could participate. 198 community members chose to complete the open online survey. While this report does not cover this data, the results to the open survey were similar to that of the sampled population. Additionally, the open-ended responses to the open survey include those who participated in the open community as well.

# Questionnaire Design

The questionnaire design process began with a careful review of previous questionnaires. While key measures were retained, some questions were dropped or revised to provide higher-quality data. The average survey time was 24 minutes and included questions regarding:

- Castle Rock as a Place to Live
- Community Character
- Police and Safety
- Fire and Emergency Medical Services
- Public Works
- Castle Rock Water
- Parks and Recreation
- Strategic Priorities
- Planning for Growth
- Communications and Media
- Special Topics
- Demographics

Town Council were given the opportunity to review the questions and approved the questionnaire on Jan 19, 2021.

# Geography and Weighting

In addition to analysis by key demographic segments, the analysis for the scientific resident survey looks at differences in results by each of the Town's six council districts. The left map below shows the total unweighted number of interviews conducted in each district, and the right map shows the total weighted number of interviews conducted in each district.

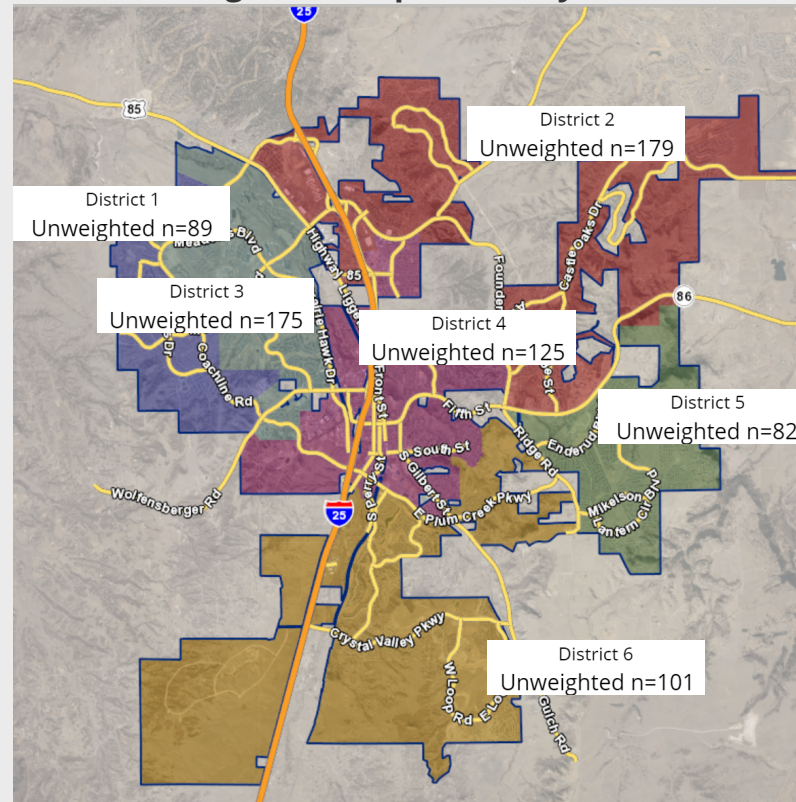
Weighting was performed to ensure that the sample closely matched the age and gender characteristics of the entire Town of Castle Rock.

No weighting was done at the council district level.

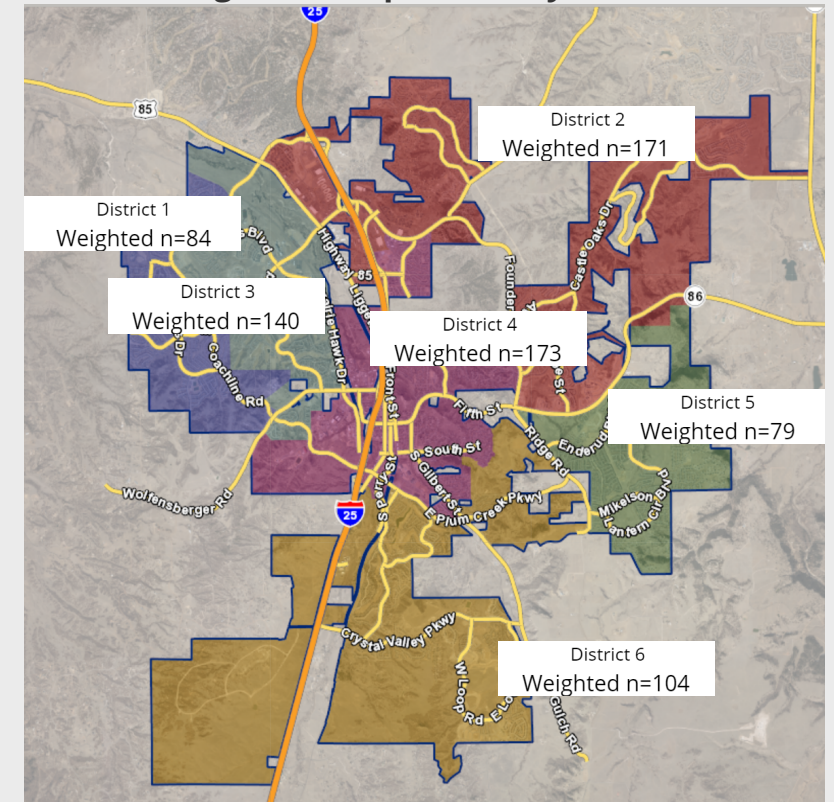
This may change the district distribution of responses slightly. This does not impact the integrity of the survey.

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.

**Unweighted Sample Sizes by District**



**Weighted Sample Sizes by District**



# Understanding the Data

This report summarizes the major findings of the research for each survey topic overall.

Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

Mean values are reported on an 11-point scale where “0” is low and “10” is high. For reporting purposes, the 11-point scale was collapsed into four groups: “Very Satisfied” (10–9), “Somewhat Satisfied” (8–6), “Neutral” (5), “Dissatisfied” (4–0). On some occasions, the “Dissatisfied” group is further split into “Somewhat Dissatisfied” (4–2) and “Very Dissatisfied” (1–0).

Throughout the report, “top box” scores are shown. These are the sum of “very satisfied” and “somewhat satisfied.” In some instances, the sum of the two scores is a percentage greater or less than the sum of the individual scores. This is due to rounding, as the percentages are first summed and then rounded to the nearest whole number. For example, if 12.42 percent are “very satisfied” and 7.3 percent are “somewhat satisfied,” the report will show 12 percent “very” and 7 percent “somewhat” satisfied ( $12+7=19$ ), while the total percent satisfied will be reported as 20 percent ( $12.42 + 7.3 = 19.72$ , which rounds to 20).

Except as noted, “don’t know” and “refused” responses are counted as missing values and are not included in the reported percentages.

The base for a question may vary depending on answers to previous questions or inclusion in a specific analytical group—for example, residents who have had contact with the police versus those who have not had contact. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability.

The report also identifies differences that are statistically significant. If a difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Unless otherwise noted, statistical significance was tested at the 95 percent confidence levels. A statistically significant difference may not always be practically significant. The differences of practical significance depend on the judgment of the organization’s management.



# Benchmarking

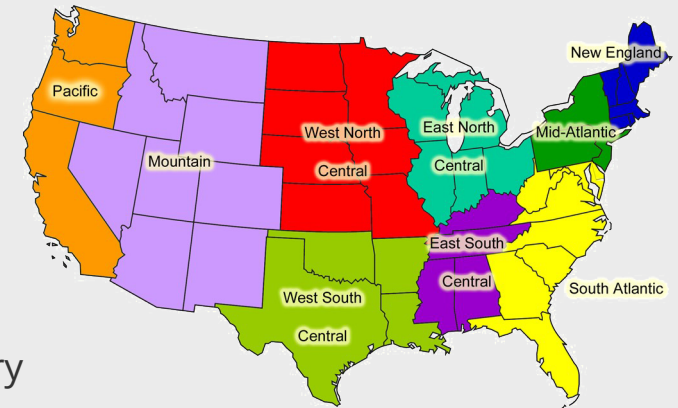
Benchmarking is defined as “the routine comparison with similar organizations of administrative processes, practices, costs, and staffing to uncover opportunities to improve services and/or to lower costs.” [\[1\]](#). Benchmarking enables communities such as Castle Rock to

- Quantify measures of performance
- Quantify the gap between community performance and best practices
- Encourage focus on outcomes rather than simply performance

The sample for the benchmarking data consists of over 2,400 randomly selected households from across the United States. The sample was not designed to gather a specific number of completed surveys from a select number of cities. Therefore, there is no specific list of benchmark cities from which to compare. Benchmarking is performed against individuals residing in specific geographic areas.

For benchmarking, Castle Rock results for key questions are compared to:

- All respondents nationwide,
- Respondents living in other 3.5-Star communities, as well as those in 4.0-Star communities,
- Respondents in the Mountain census division (Colorado, Utah, New Mexico, Arizona, Nevada, Wyoming, Montana),
- Respondents living in cities of similar sizes (between 50,000 and 100,000 residents), and
- “Peer cities,” which are those identified to be similar to Castle Rock in terms of growth trajectory

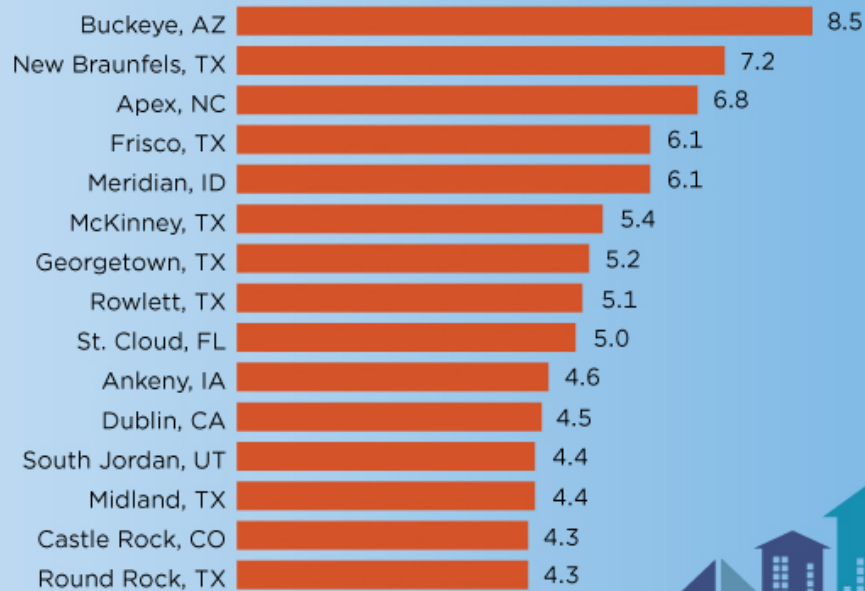


Note, benchmarking is only available on questions in this survey that match NWRG’s benchmarking survey data. The 2021 Castle Rock Survey contains questions that are unique to the Town and cannot be benchmarked.

# Castle Rock Peer Cities

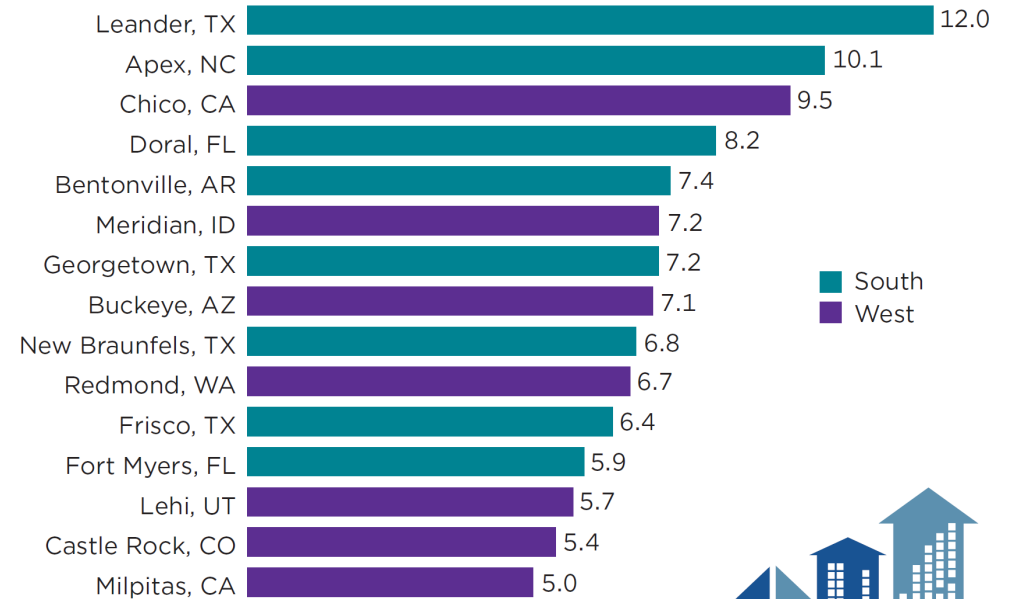
## The 15 Fastest-Growing Cities

By Percent Change Between July 1, 2017, and July 1, 2018  
Cities With a Population of 50,000 or More



## The 15 Fastest-Growing Large Cities

By Percent Change: July 1, 2018-July 1, 2019



United States<sup>®</sup>  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

Source: Vintage 2018 Population Estimates

United States<sup>®</sup>  
**Census**  
Bureau

U.S. Department of Commerce  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

Note: Percent change for fastest-growing large cities and towns with populations of 50,000 or more on July 1, 2018.  
Source: Vintage 2019 Population Estimates

# 5-Star Rating



# About the 5-Star Rating

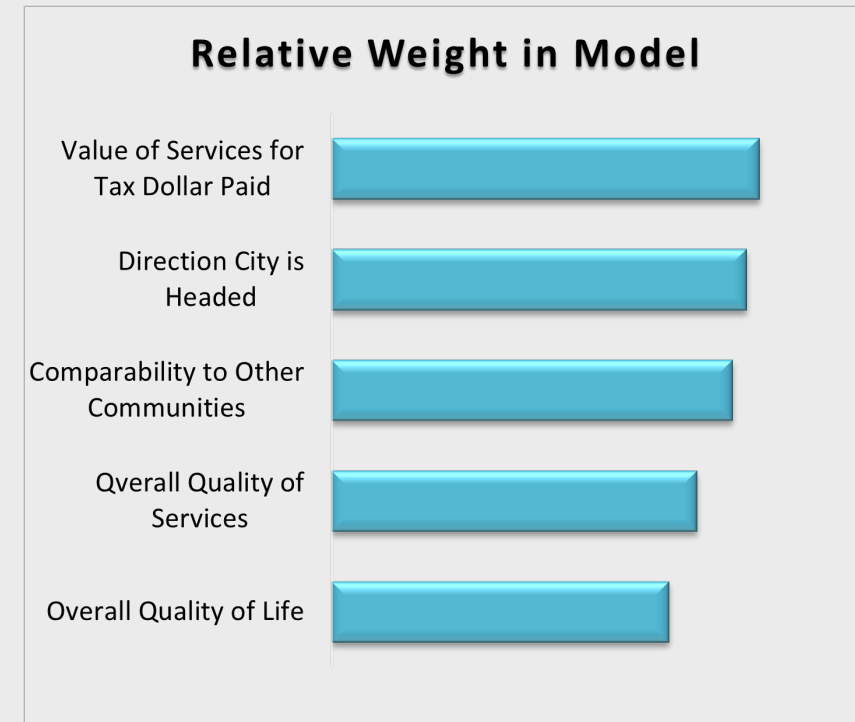
The ComEngage Community Research program includes a proprietary index and benchmarking tool, the 5-Star Rating System, designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city.

The 5-Star Rating is a composite index that captures the essence of how well a city or town meets the critical needs and expectations of its residents and that uses a robust theoretical and mathematical model. The model is based on a weighted sum of five questions:

1. Overall quality of life,
2. Overall quality of city services,
3. Perceived comparability to other communities *(that is, is Castle Rock seen as better or worse than other communities),*
4. Direction the community is headed, and
5. Perceived value of services for tax dollars paid.

Each question is given a relative weight based on proprietary analysis. The results are then combined using a logarithmic calculation to create the Town's 5-Star Rating.

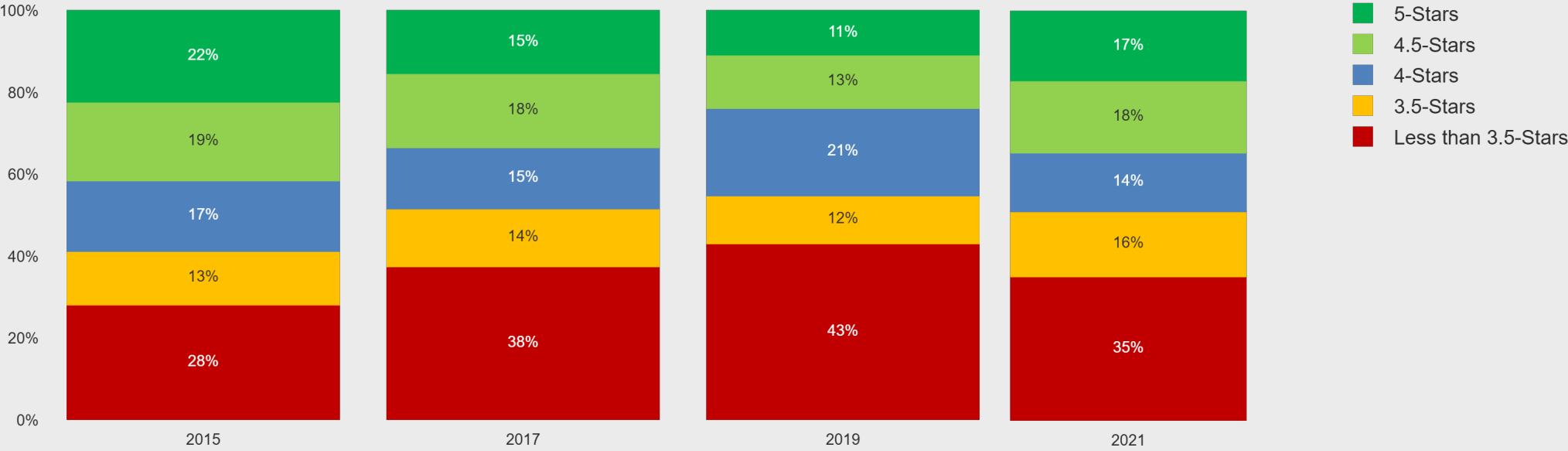
The model was initially developed in 2007 then revisited and updated in 2019. The updated model was first used in the 2019 survey and has been retroactively applied to the 2015 and 2017 surveys.



# Castle Rock's Star Rating

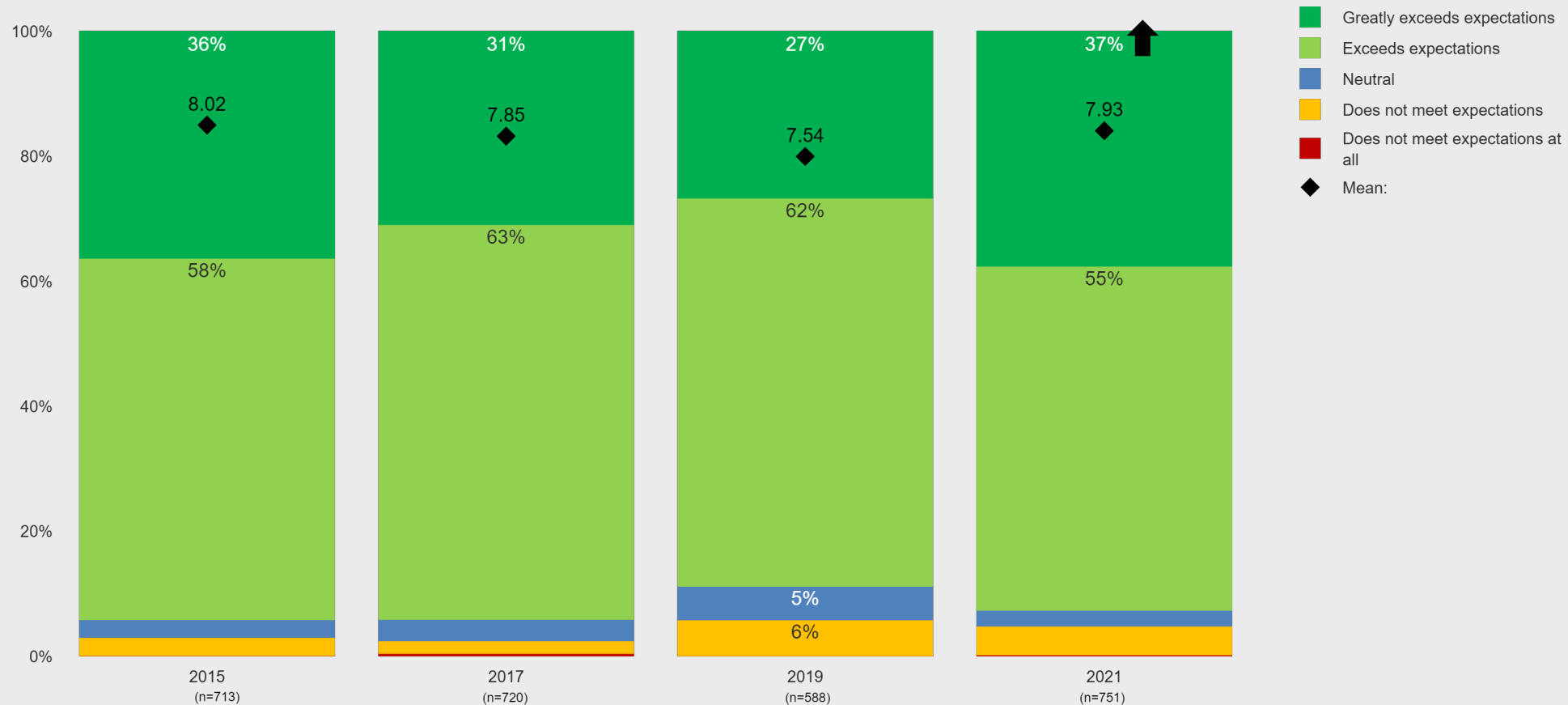


Castle Rock has retained its 3.5-Star City status, which it has done since 2017. The changes seen in the distribution below are within the margin of error, meaning that while there has been some movement, particularly compared to 2019, none of the changes from 2017 to present are statistically significant.



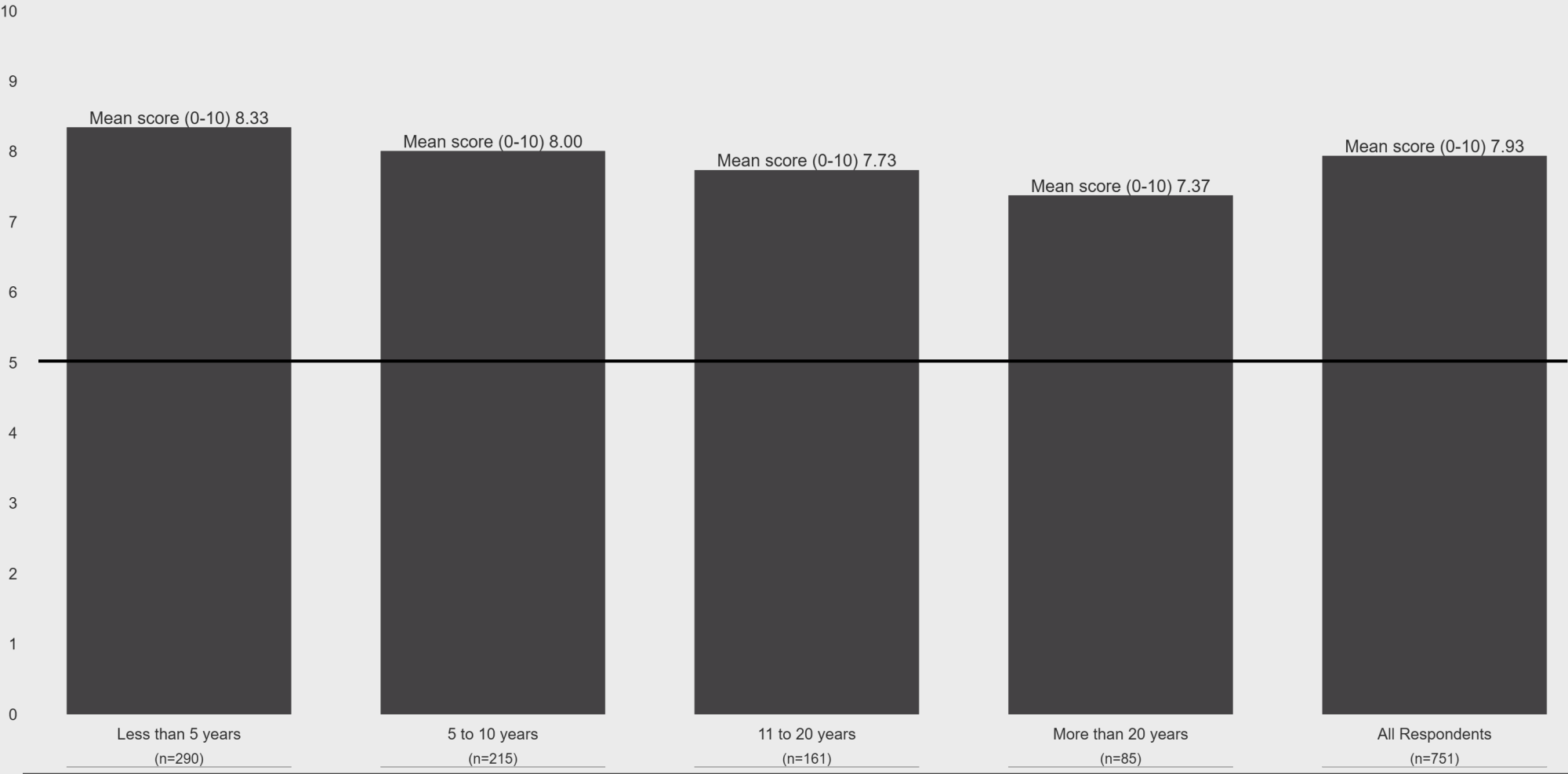
# Overall Quality of Life

Nine out of ten residents believe the quality of life exceeds or greatly exceeds their expectations. Ratings for the overall quality of life have rebounded and are near 2015 levels (the first year of this dataset). The increase in the percent of residents who state the quality of life "greatly exceeds" their expectations has increased significantly from 2019.



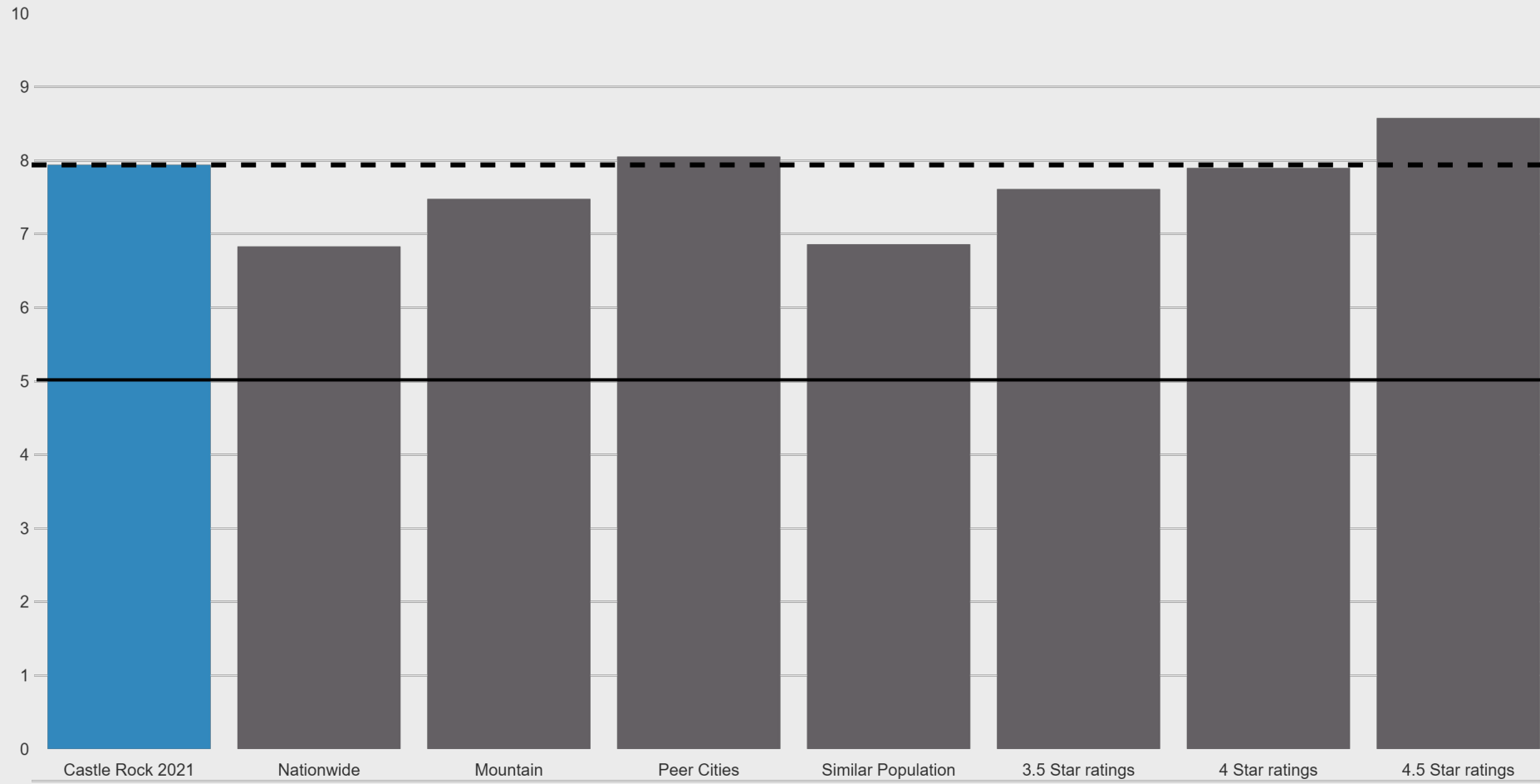
# Quality of Life Comparisons

New residents (less than 5 years) give significantly higher ratings than those who have lived in the Town for 10 years or more.



# Quality of Life Benchmarking

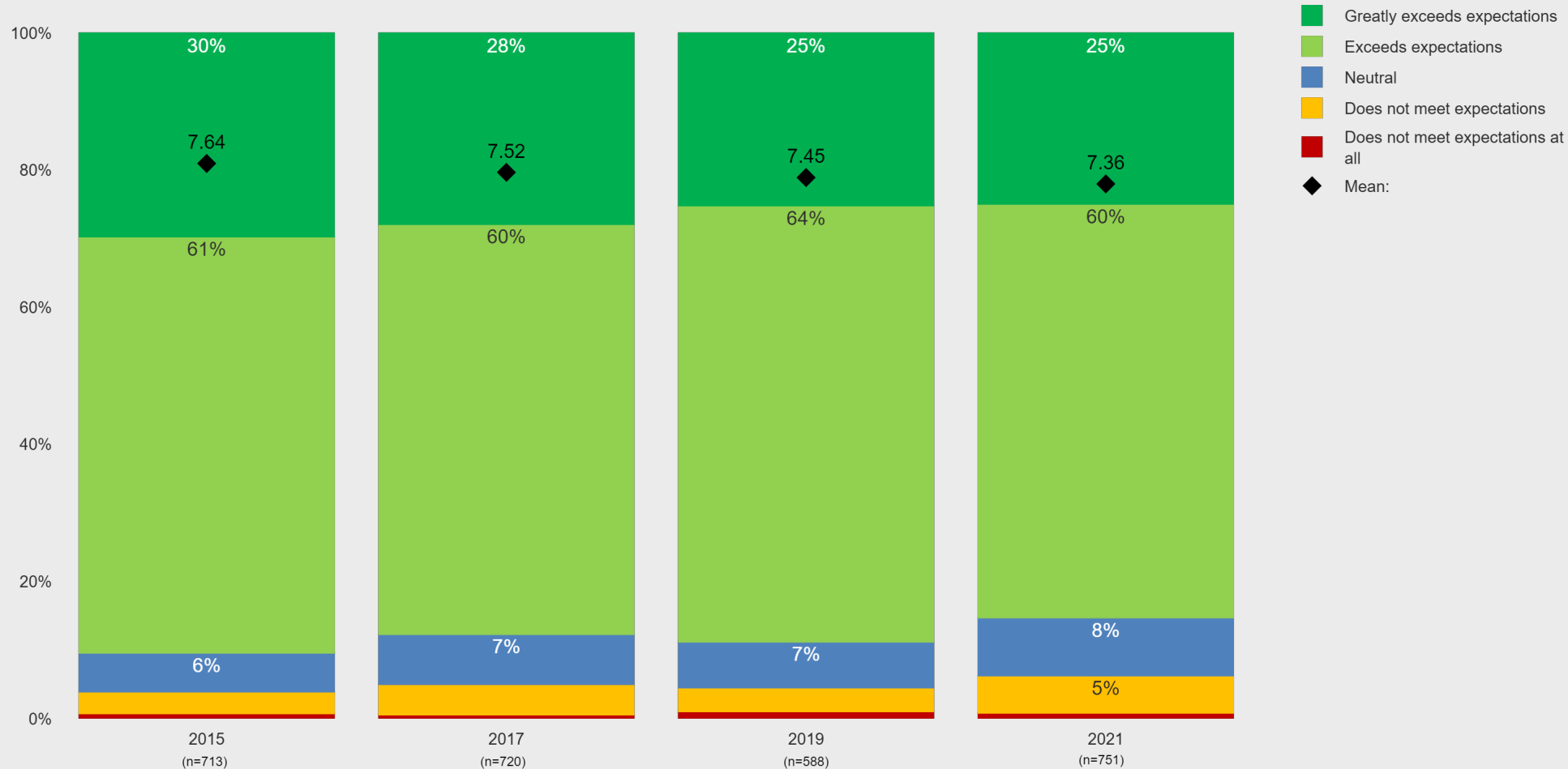
Castle Rock scores similar to 'peer' cities and cities with 4-Star ratings.





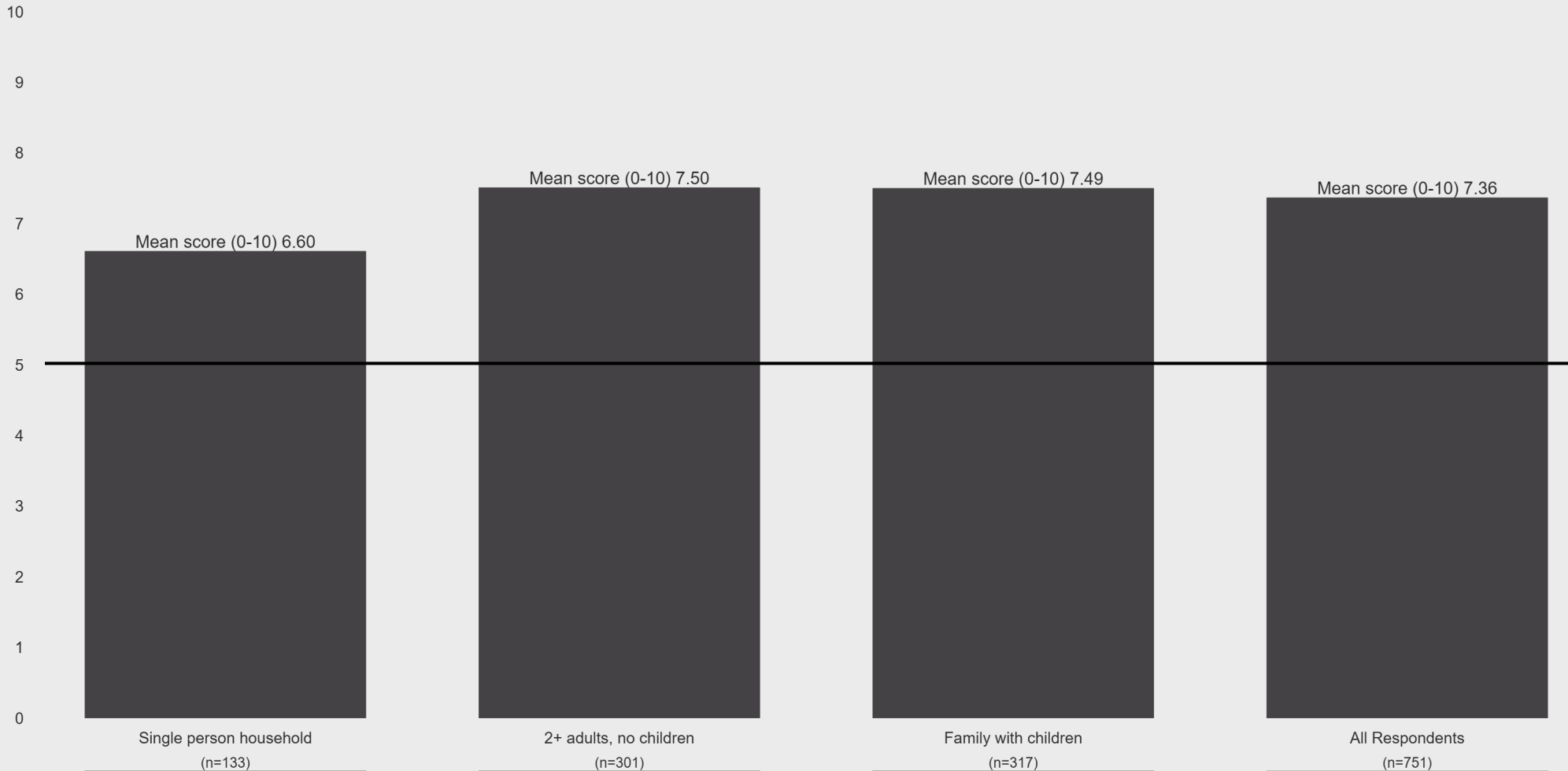
# Quality of Town Services

85% of residents state that the quality of services "exceeds" or "greatly exceeds" their expectations. There have been no statistically significant changes over the years.



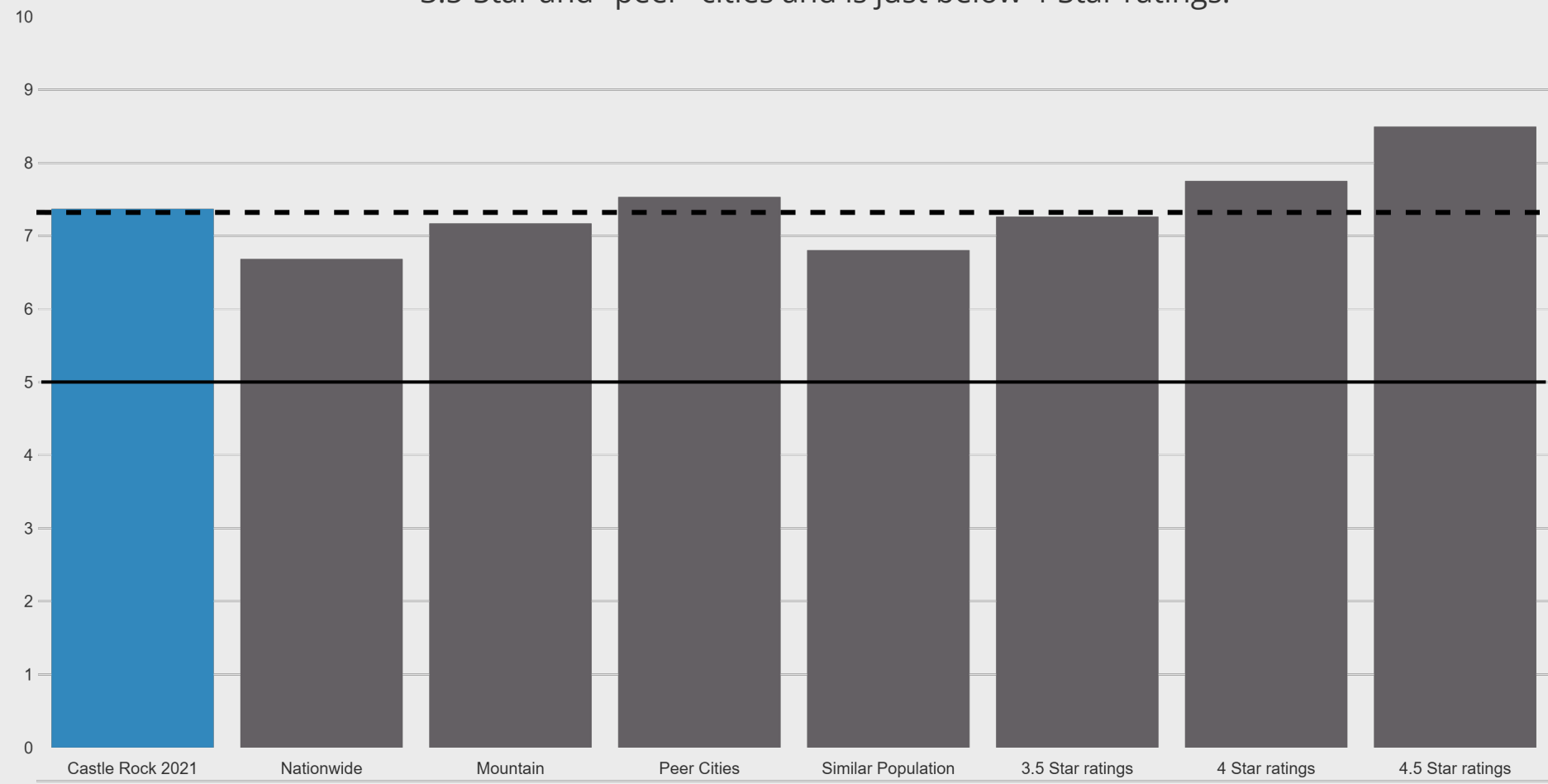
# Quality of Services Comparisons

The only significant difference found is when comparing household compositions--with single person households providing significantly lower ratings.



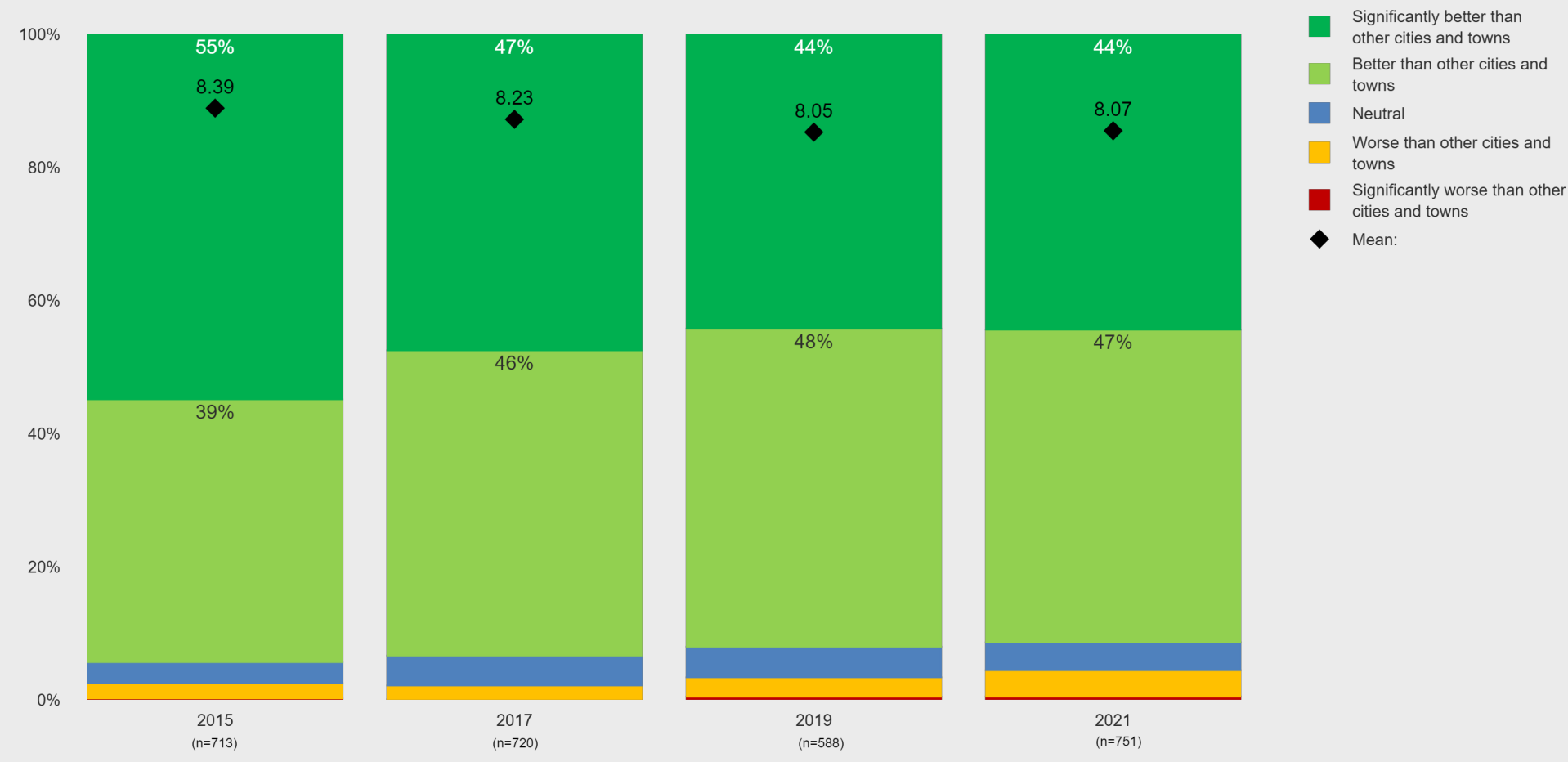
# Quality of Services Benchmarking

Castle Rock outperforms national and regional benchmarks. Additionally, the Town scores similar to other 3.5-Star and "peer" cities and is just below 4-Star ratings.



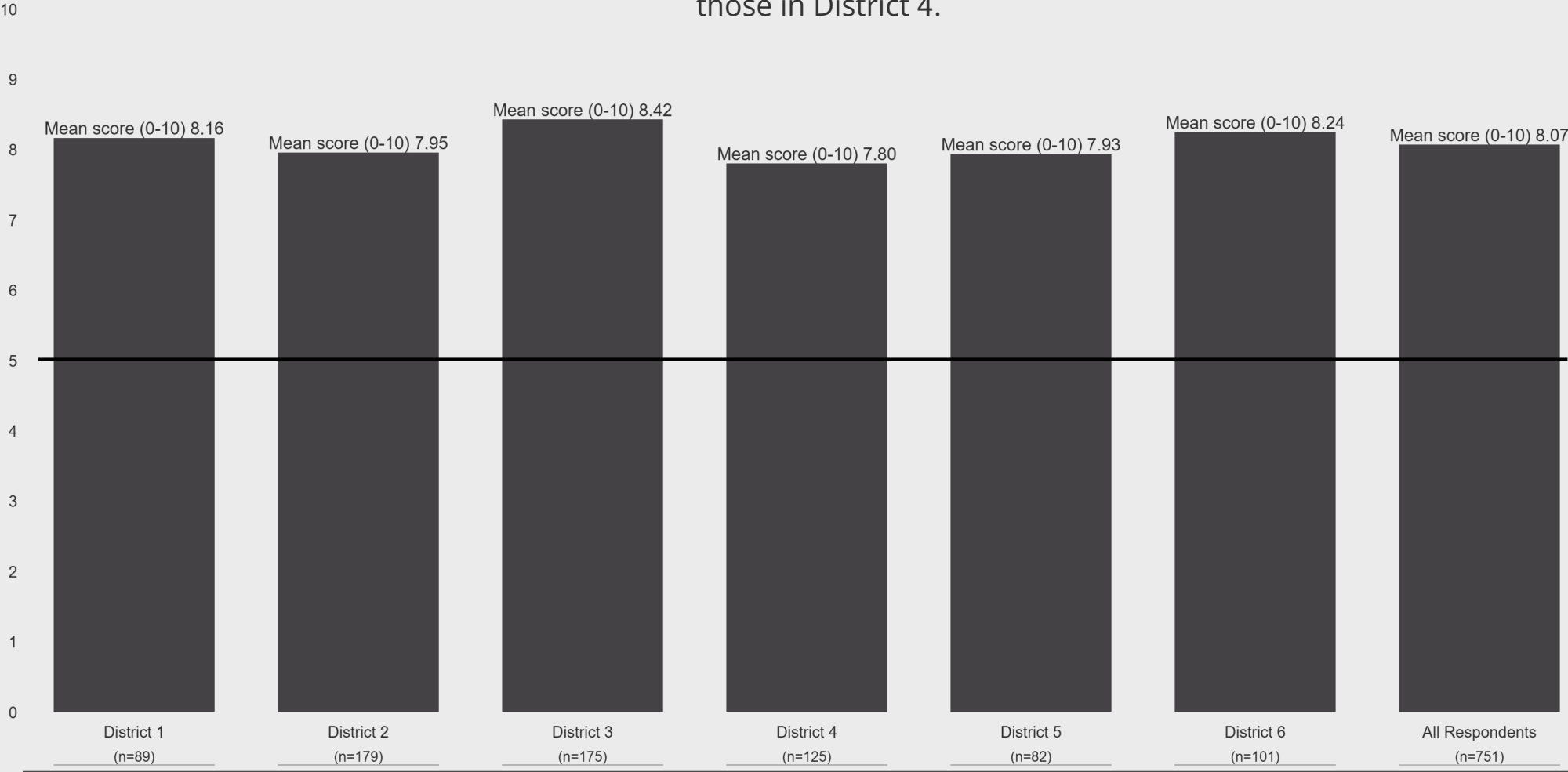
# Comparability to Other Communities

Nine out of ten residents believe that Castle Rock is better than other communities. While the mean score is within the margin of error compared to previous years, there has been a significant shift since 2015 from "significantly better" to "better" than other cities and Towns.



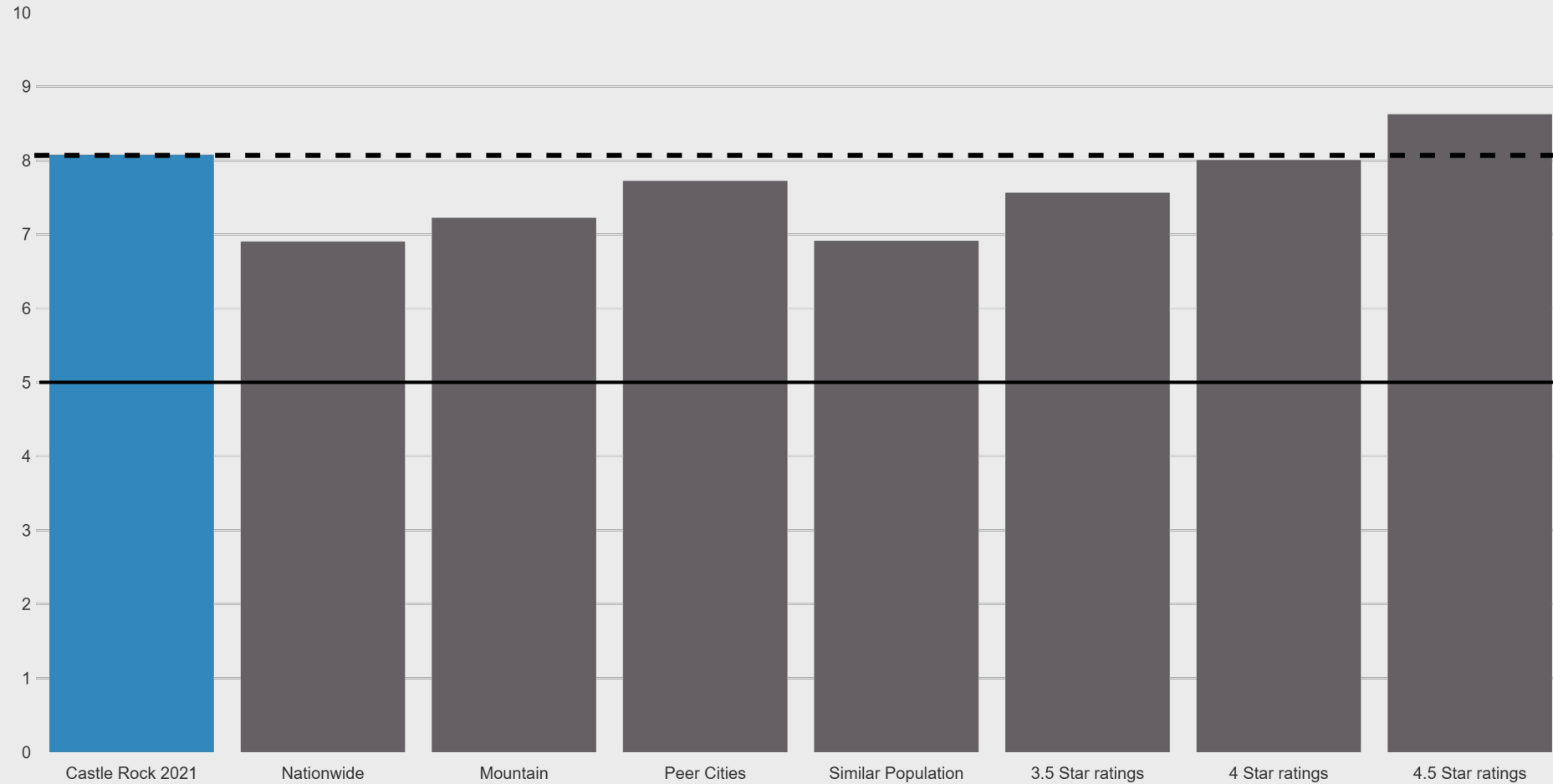
# Comparability Comparisons

Across the board, residents rate Castle Rock as better than other communities. The only significant difference found is between Districts 3 and 4. Residents in District 3 have the highest ratings and provide significantly higher ratings than those in District 4.



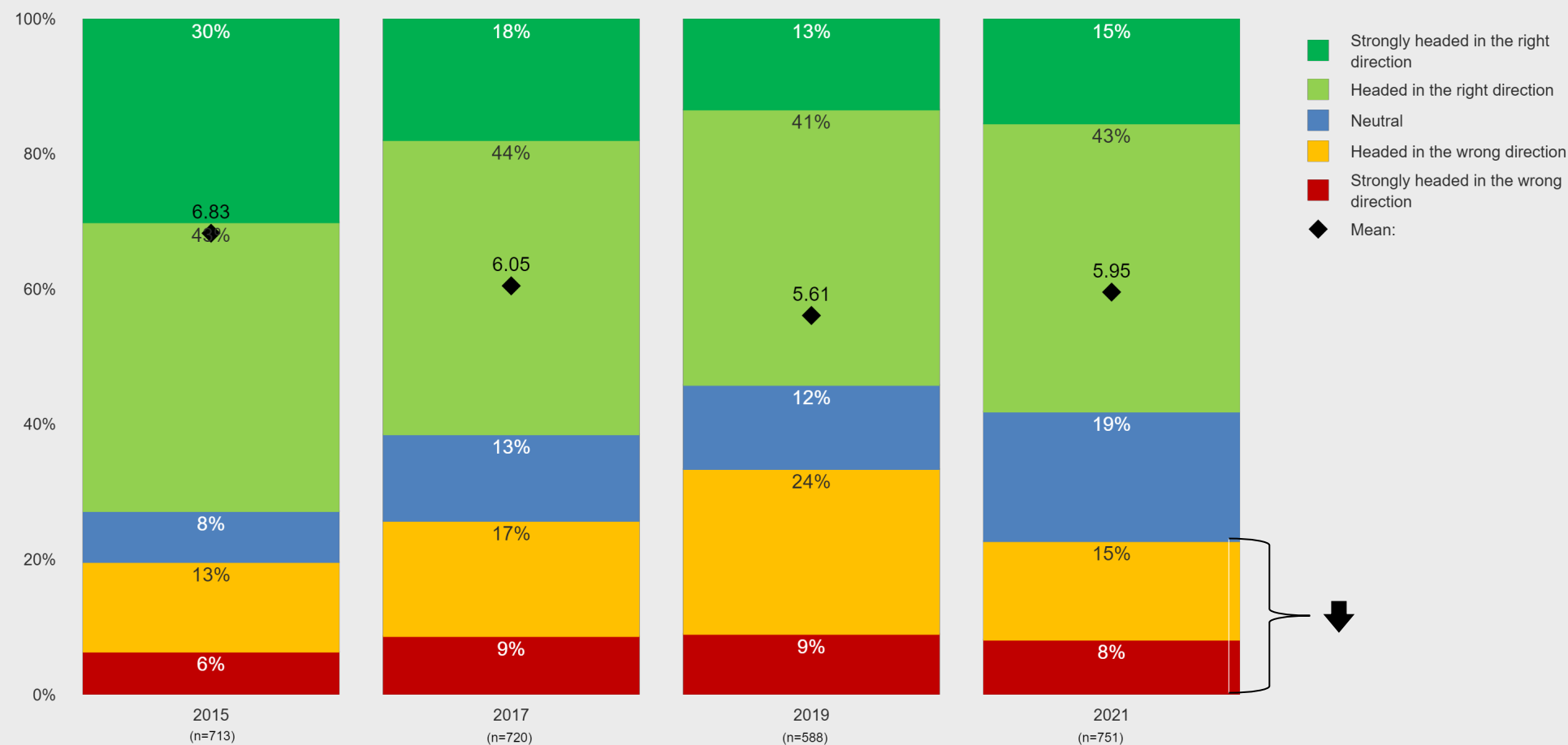
# Comparability Benchmarking

Castle Rock scores above other 3.5-Star and 'peer' cities, and is in-line with 4-Star communities.



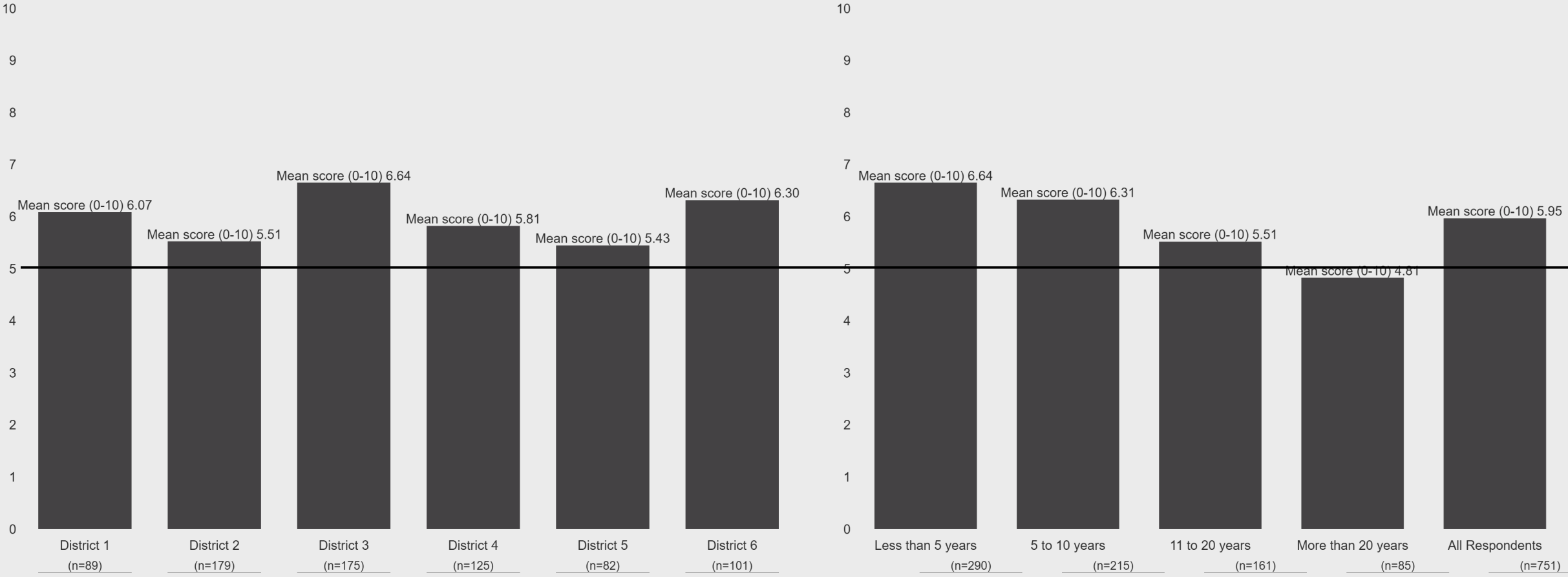
# Direction Town is Headed

Three in five residents believe the Town is headed in the right direction. There is a statistically significant shift away from residents stating the Town is heading in the "wrong direction" into the three more positive areas.



# Direction Headed Comparisons

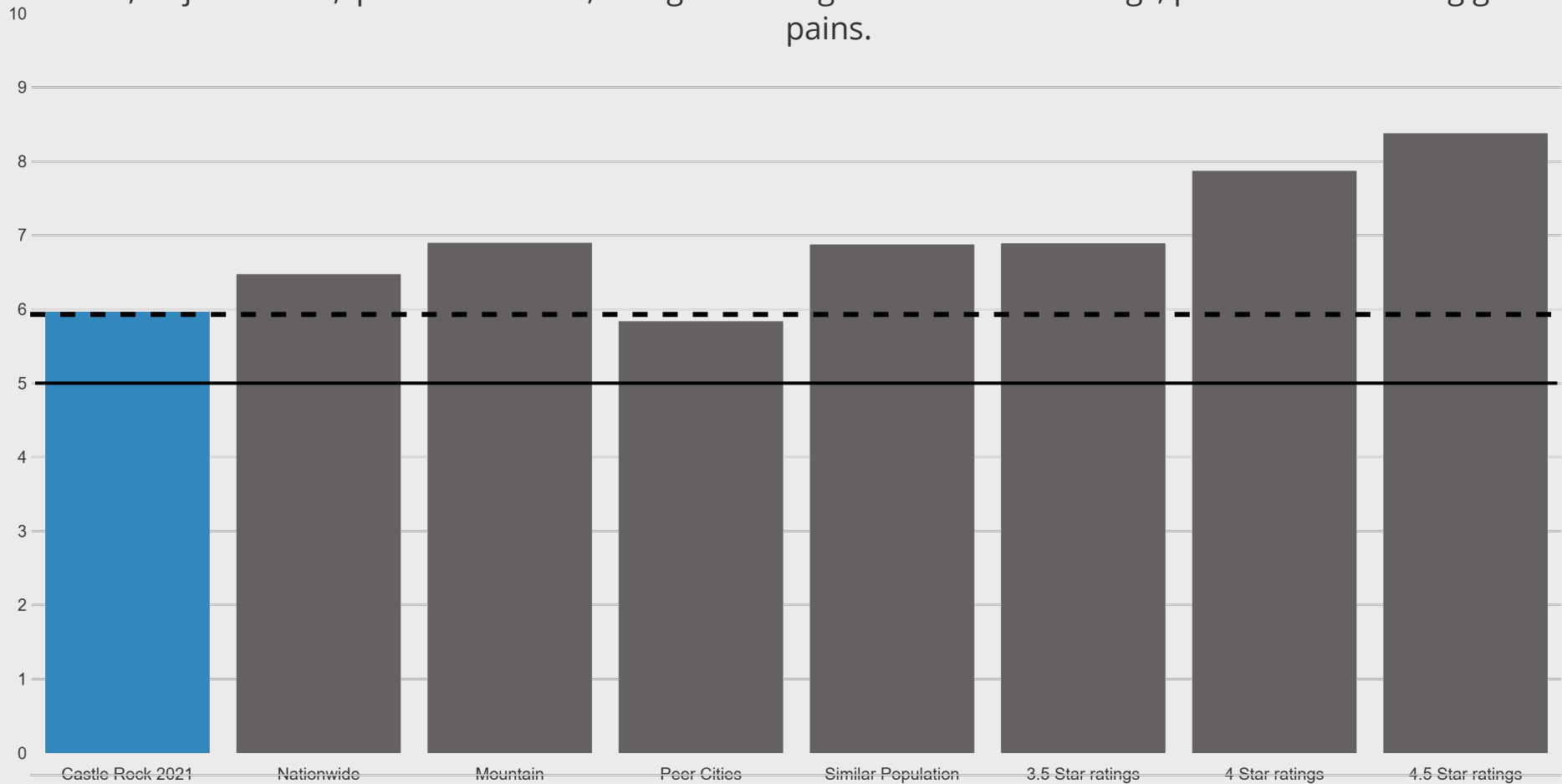
This is another area where ratings vary across a variety of demographic cut points. Two notable areas are council district and years lived in Castle Rock . Those who have lived in CR for less than 10 years give significantly higher ratings than those who have lived in the Town for 10+ years. Also, those in District 3 give significantly higher ratings compared to those in Districts 2 and 5.





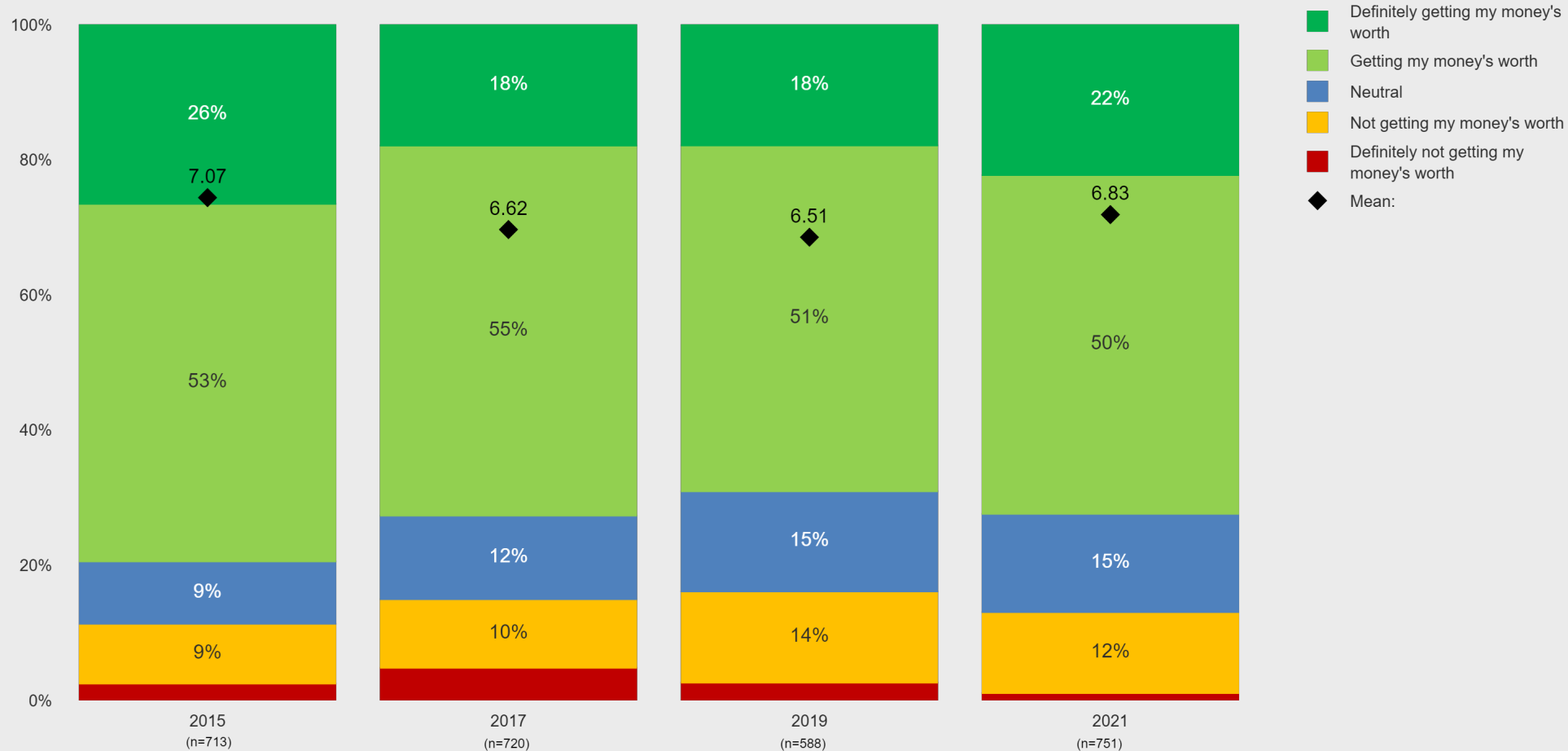
# Direction Headed Benchmarking

This metric is where Castle Rock scores below most comparable benchmarks. However, the Town is in-line with, or just above, 'peer' cities. This, along with the growth-related findings, points to continuing growing pains.



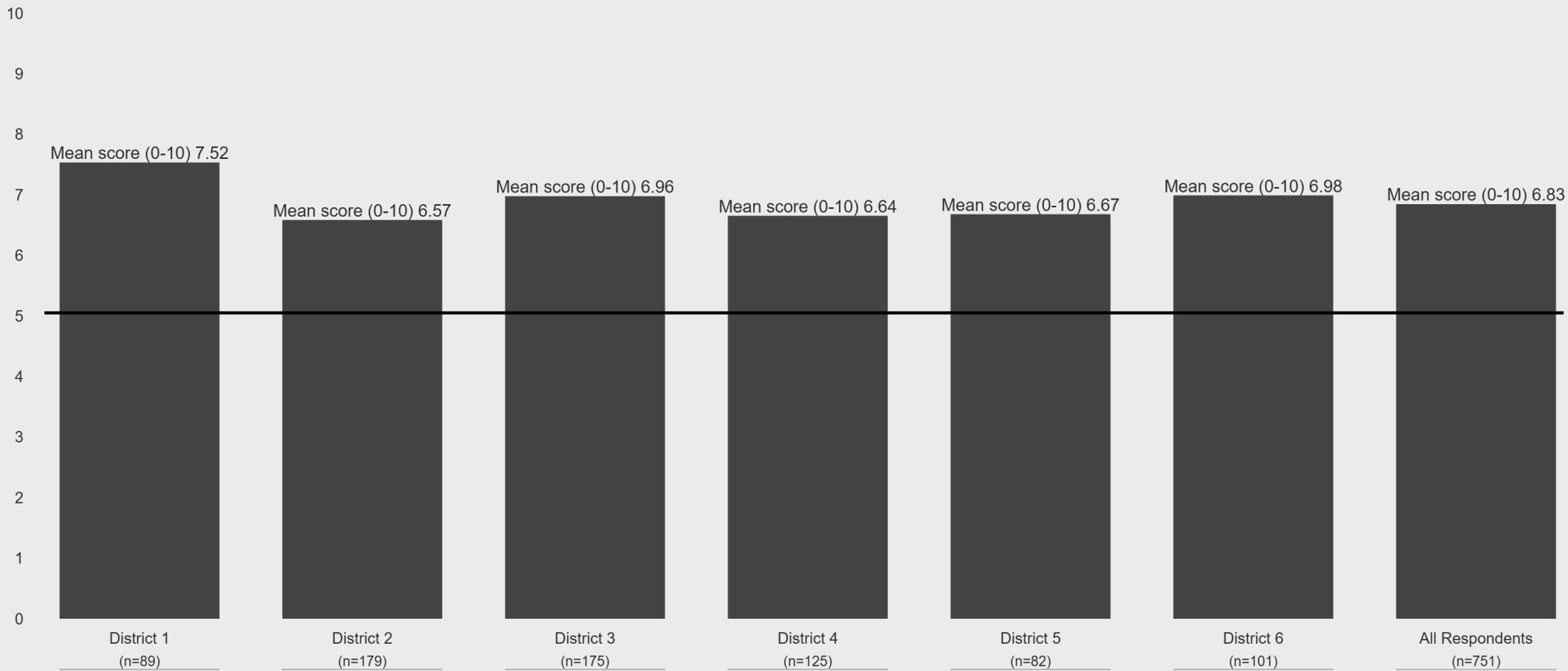
# Value for Tax Dollar Paid

Nearly three-quarters of residents believe they are getting their money's worth for their tax dollars. Value of services for tax dollar paid is another category that is seeing a slight rebound after decreases in 2017 and 2019. While scores are still below the high in 2015, they are beginning to show an upward trend.



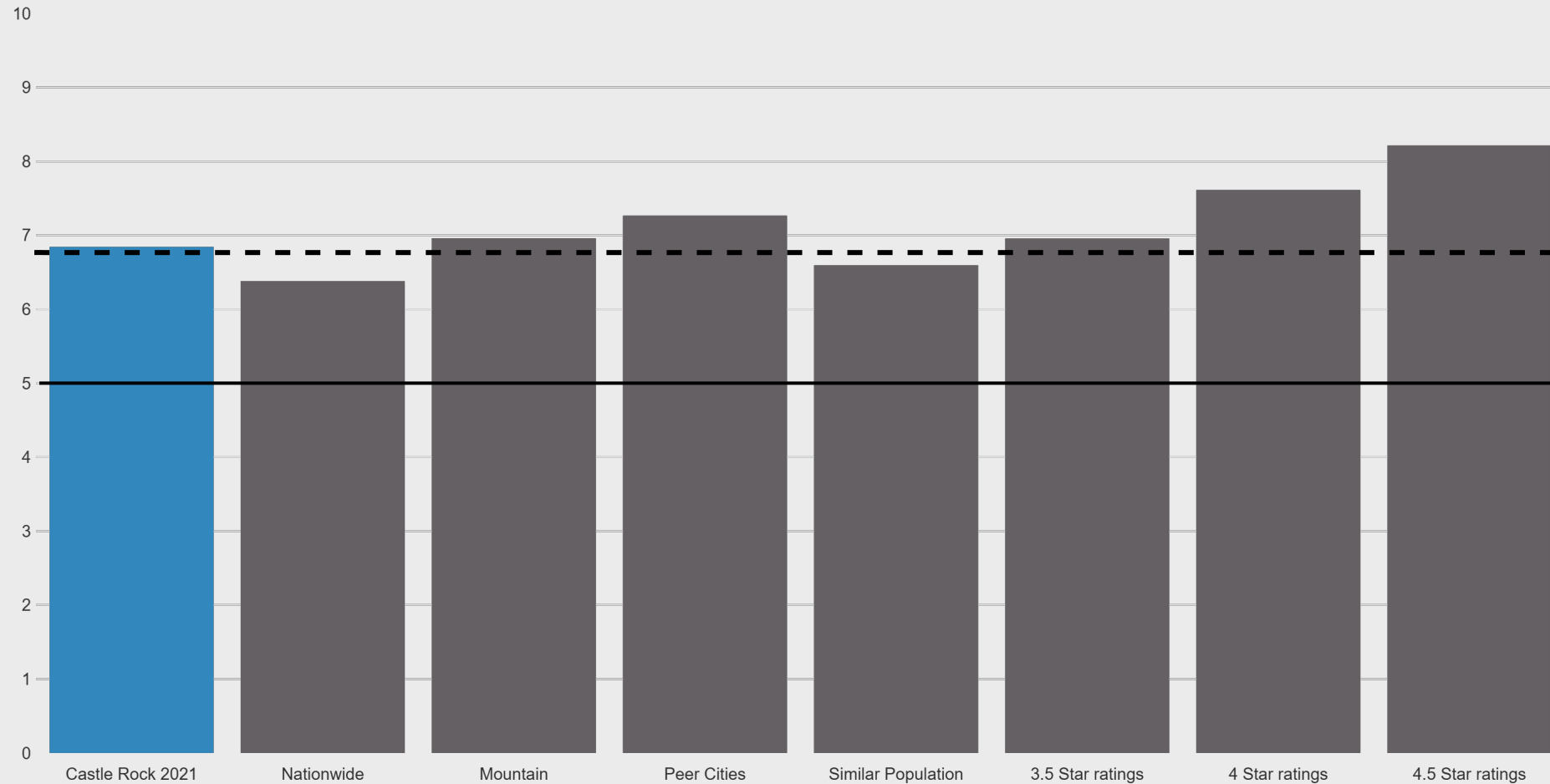
# Value for Taxes Comparisons

Ratings for value of services for tax dollars paid are similar to those of quality of services in that single-person households give the lowest ratings. There is also a difference by council district, with residents of District 1 giving the highest rating, significantly higher than those in Districts 2, 3, and 5.



# Value for Taxes Benchmarking

Castle Rock scores similar to other cities in the region and other 3.5-Star cities.



# Key Community Questions



# About Community Questions

The 2021 Community Survey asked 25 questions regarding the quality of, and residents' perceptions of, various aspects of the Town of Castle Rock that were used in the Key Community Question analysis.

Factor analysis was performed using these 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 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 five dimensions: Public Safety, Local Involvement, Water, Amenities, and Public Works. Where possible, key community questions are trended from previous Community Surveys. The table also indicates which questions were asked in each of the previous surveys. If similar questions were asked, that will be noted, and wording differences will be shown.

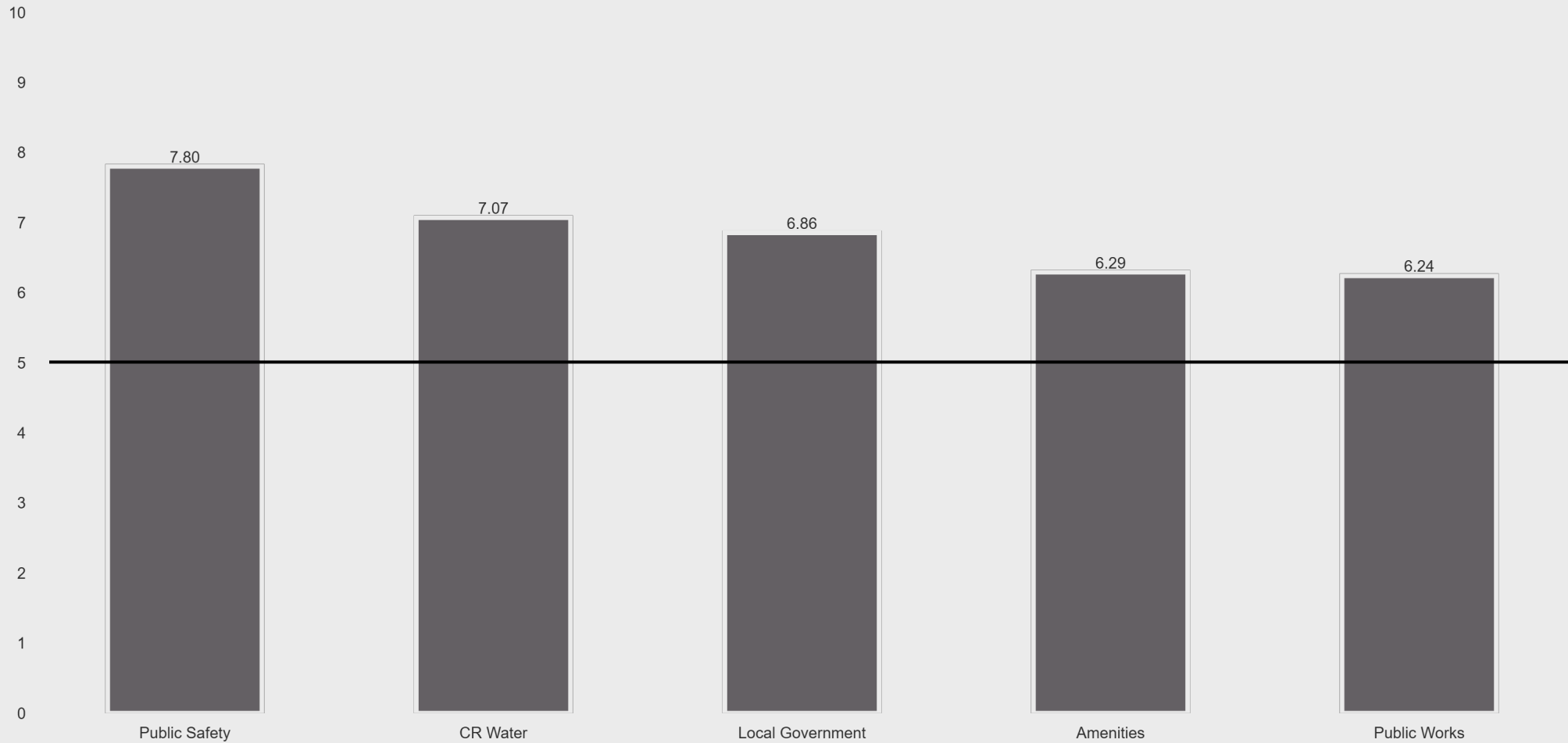
Note that although questions may have been asked in previous years, the factor analysis is performed independently each year, thus comparing dimensions year over year is not recommended.

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 Drivers Analysis, later in this report.

# Community Question Grouping

Dimension	Attributes	2015	2017	2019	2021
Safety	POLICE3 - Overall, how would you rate the approachability of Police Officers in Castle Rock?	X	X	X	X
	POLICE6 - Overall, how confident are you in the Town's Police Department to provide a safe and secure community?		X	X	X
	POLICE2_H - Frequency of patrols	X	X	X	X
	FIRE3 - How confident are you in the ability of the Castle Rock Fire and Rescue Department to respond to emergencies?			X	X
	POLICE2_I - Response time	X	X		X
	FIRE4_B - The town is well prepared to respond to routine emergencies		X		
	FIRE4_A - The town plans appropriately to respond to major disasters		X		
	POLICE4_A – Safety in your neighborhood in general	X			
	POLICE4_B – Safety in your neighborhood after dark	X			
	POLICE4_C – Safety in town parks	X			
Local Government	GOV1_A – Keeps residents informed regarding Town happenings and initiatives	X	X	X	X
	GOV1_B – Seeks residents' involvement and input	X	X	X	X
	GOV1_D - Keeps residents informed regarding parks and recreation initiative		X	X	X
	GOV1_C - Keeps residents informed regarding Castle Rock water initiatives		X	X	X
Water	UTIL1_D - Customer service		X	X	X
	UTIL1_B - Value of service for rates paid	X	X	X	X
	UTIL1_G - Securing and managing long-term water supplies	X	X	X	X
	UTIL1_A - Overall quality of water	X	X	X	X
	UTIL1_C - Providing a water bill that is easy to understand		X		X
	UTIL1_E - Water conservation programs	X	X		X
Amenities	CR2_A – The ability to buy things locally	X	X	X	X
	CR2_B – Employment opportunities within the town	X	X	X	X
	CR2_D – Opportunities for youth	X	X	X	X
	CR2_I – The cost of living in Castle Rock	X	X	X	X
	CR2_C – Aesthetics and quality of town structures in Castle Rock	X	X		
	CR2_E - Availability of healthy lifestyle activities		X		
	CR2_F – Entertainment and events offered by the Town	X			
	CR2_H – Arts and culture events offered by the town	X			
	CR2_J – The ability to work near where I live	X			
Public Works	PUB2_A – The overall condition of the road surface	X	X	X	X
	PUB2_B – Traffic signal timing	X	X	X	X
	PUB2_C – Level of congestion on the streets	X	X	X	X
	PUB2_E – Overall convenience and accessibility of the roads in Castle Rock	X	X	X	X
	PUB2_D – Cleanliness of the streets	X	X		X
	PUB4 - How would you rate the adequacy of biking lanes and multi-use paths in Castle Rock?		X		x

# Key Community Ratings





# Trended Attributes

Excluding the star-rating questions, the 2021 survey contained 36 questions that can be compared to the 2019 survey.

Among the trended questions, seven increased vs. 2019, one decreased vs. 2019, and the remaining 28 questions remained similar to 2019.

All of them scored above 5.0 on a scale from 0 to 10.

## **Attributes that Increased**

	2019	2021	Change from 2019
Animal services such as Animal Control	7.53	8.19	0.66
Overall convenience and accessibility of the roads	6.39	7.34	0.94
As a place to retire	6.27	6.74	0.47
As a place to work	5.76	6.40	0.63
Value of service for rates paid	5.85	6.35	0.51
Traffic signal timing	5.49	6.01	0.52
Level of congestion on the Town streets	4.41	5.03	0.63

## **Attributes that Decreased**

	2019	2021	Change from 2019
Keeps residents informed regarding Castle Rock water services and projects**	7.33	6.83	-0.50

## **Attributes that Remained the Same**

	2019	2021
Progress toward achieving park or open space within half mile of each household	7.57	7.91
The overall condition of the road surface	6.17	6.48
Cleanliness of the streets	7.51	7.66
Adequacy of bike lanes and multi-use paths	6.23	6.09
Overall quality of water	7.42	7.59
Securing and managing long-term water supplies	6.65	6.71
Providing a water bill that is easy to understand	7.64	7.61
Customer service	7.49	7.28
Water conservation programs	7.00	6.90
Approachability of Police Officers in Castle Rock	8.16	8.29
Police's ability to provide a safe and secure community	8.31	8.14
Police's ability to uphold and maintain the trust of residents	8.23	7.98
Communication with 911 or non-emergency dispatch	8.99	8.69
Professionalism of the police officer or detective	8.61	8.59
Victim's assistance services	8.23	7.81
Professionalism of the police station front counter staff	8.96	9.25
Frequency of patrols	7.05	7.23
Response time	7.62	7.59
Keeps residents informed regarding Town happenings and initiatives	7.29	7.07
Keeps residents informed regarding Parks and Recreation initiatives	7.54	7.12
Seeks residents' involvement and input	6.66	6.41
Sense of Community	6.75	7.19
The ability to buy things locally	7.22	7.53
Opportunities for youth	6.59	6.54
Employment opportunities within the Town	5.27	5.69
The cost of living in Castle Rock	5.41	5.43
As a place to do business	6.65	6.91
As a place to raise children	8.18	8.13

# Driver Analysis



# About Driver Analysis

Driver Analysis has routinely been done to assist the Town in understanding the relative importance and performance of Town services.

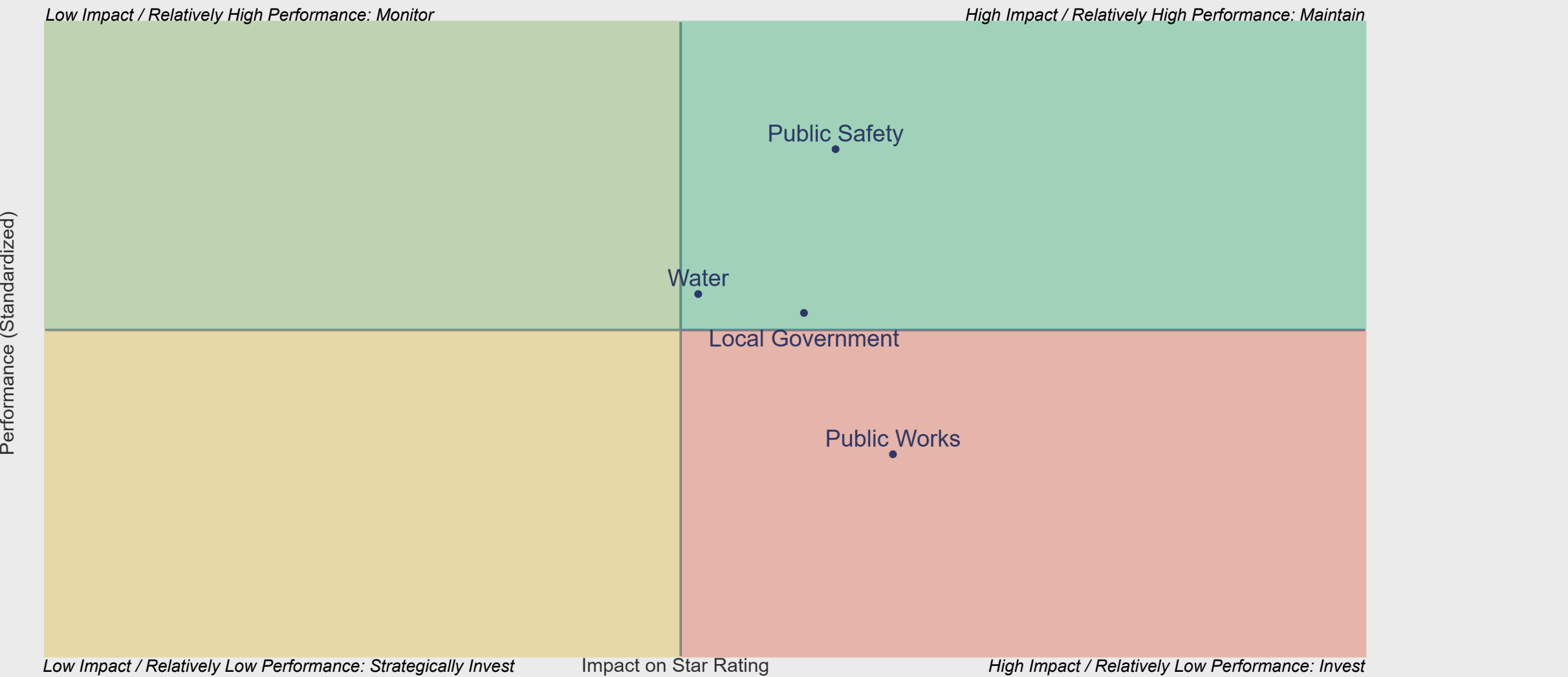
The driver analysis is performed using the following steps:

1. Questions (called "attributes in this report") are reviewed and grouped into similar categories, called Dimensions.
2. The attributes used within each Dimension are standardized. This puts the attributes on a level playing field and provides a better way to compare the performance of the attributes against each other.
3. The dimensions were used as independent variables in Regression analysis (the Star-Rating serves as the dependent variable). This analysis is used to determine the Overall Drivers of the 5-Star rating.
4. Regression analysis is then performed within each Dimension, using the individual attributes as the dependent variables (and continuing to use the Star-Rating as the dependent variable).

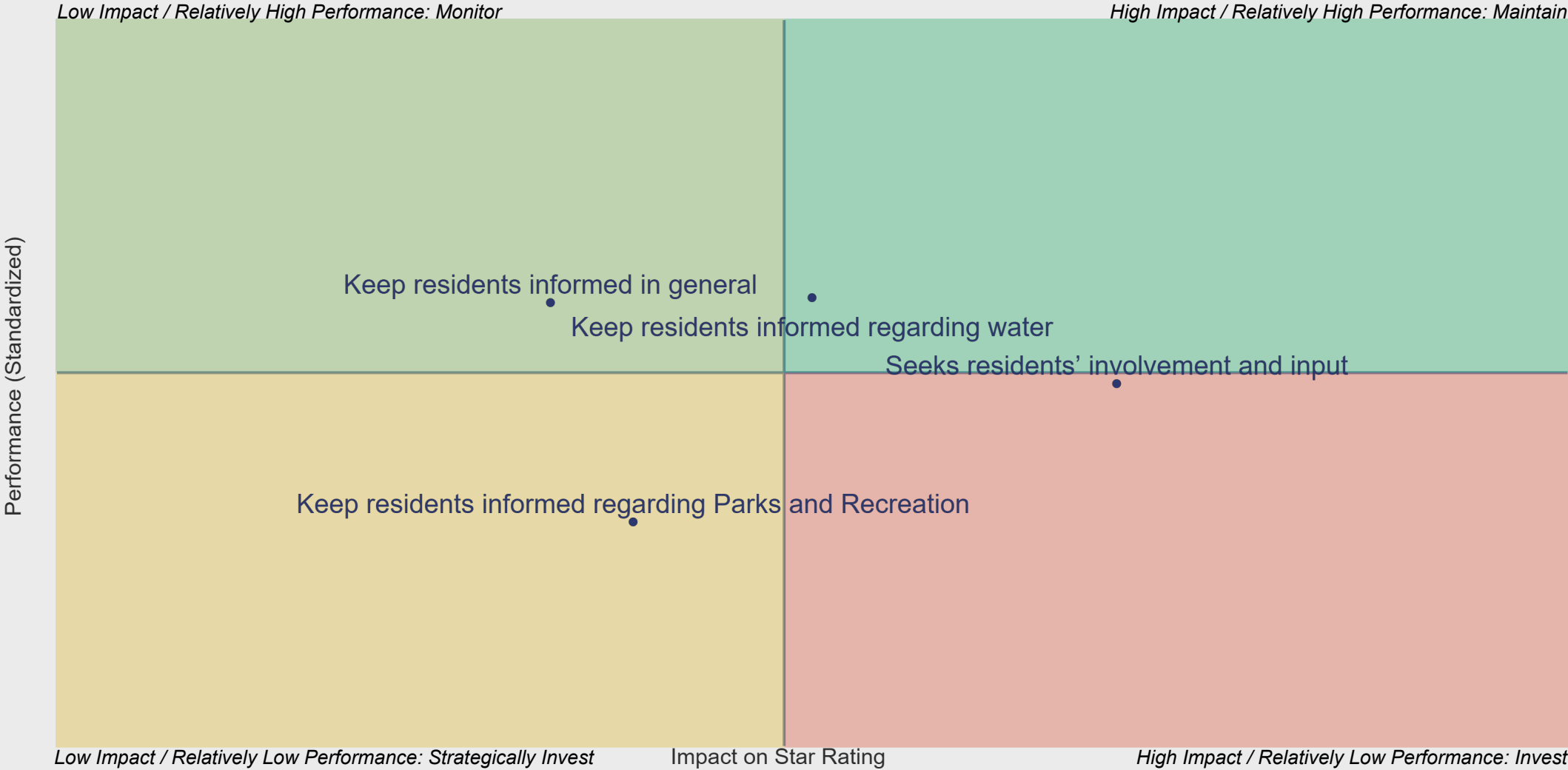
The output, shown on the next several pages, provides powerful, yet easy-to-understand, way to determine areas of relative strength and weakness for the Town. In general, the charts can be interpreted as follows:

- Items in the green quadrants are where the Town performs well, and service should be maintained.
- Items in the yellow quadrant are where the Town performs below average, yet these are also areas of below-average importance. The Town should invest if possible.
- Items in the red quadrant are of relatively high importance yet the Town is performing relatively low compared to the other items. The Town should focus on improving these areas.

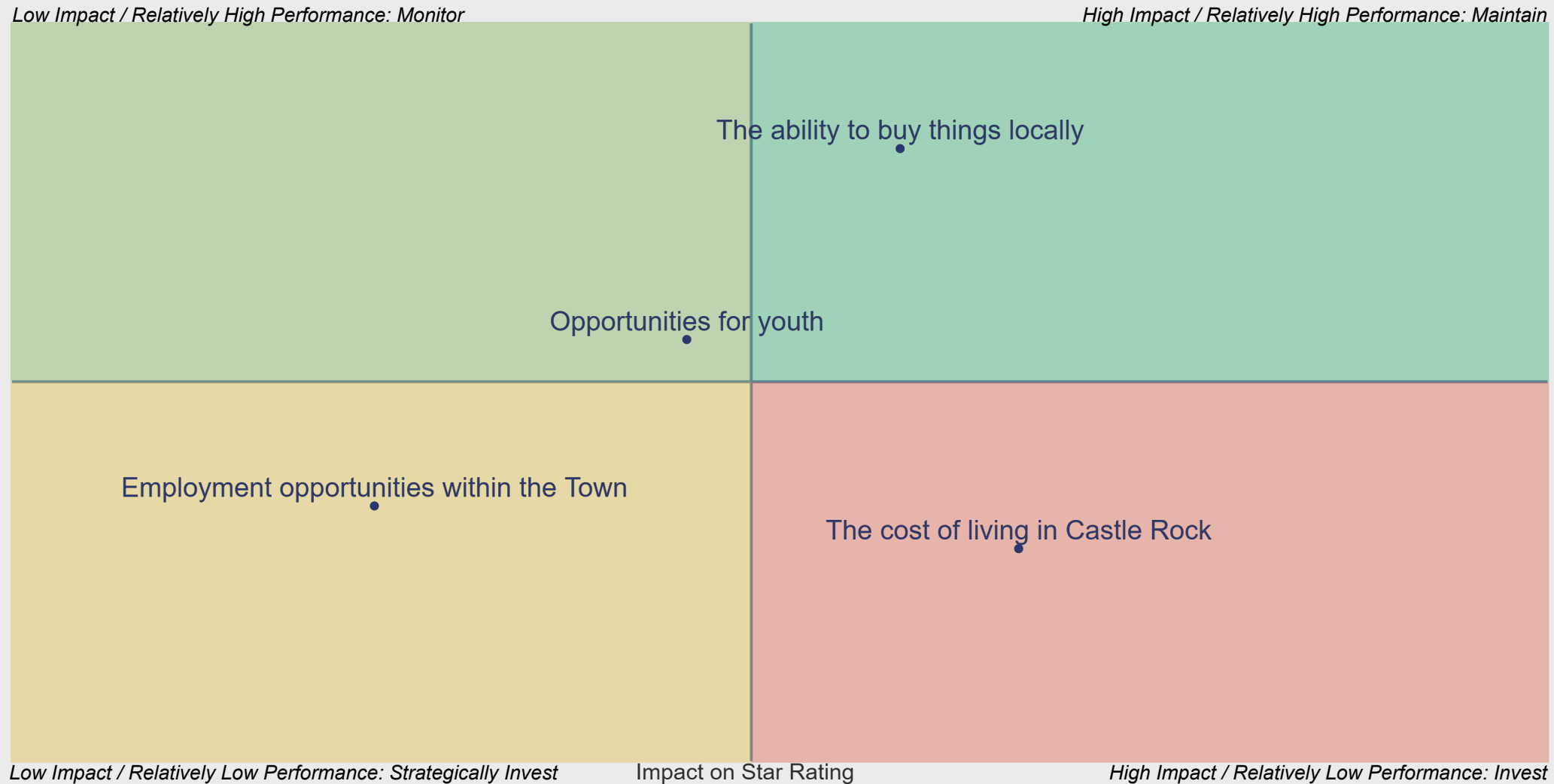
# Overall Drivers of 5-Star Rating



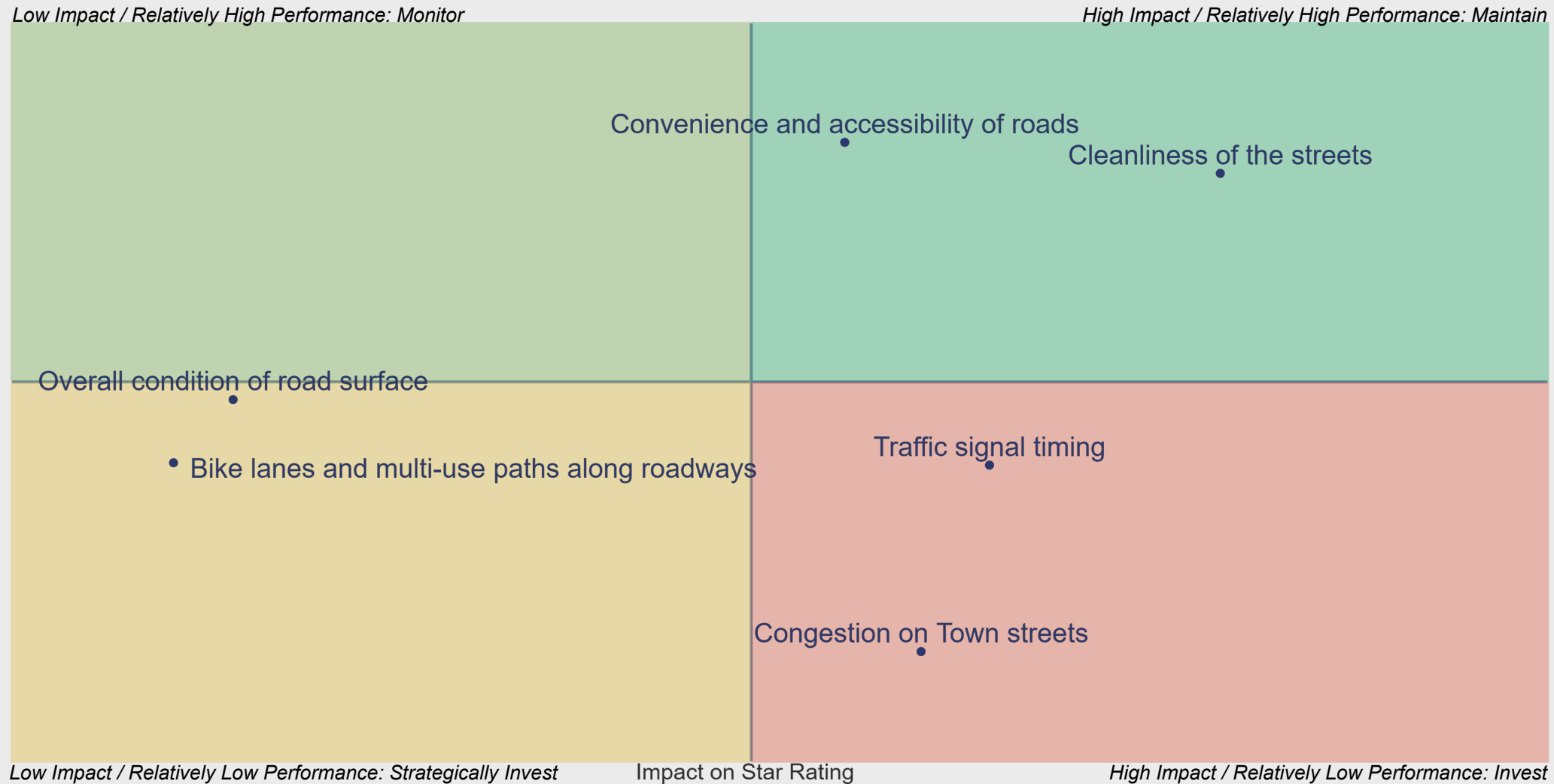
# Local Govt Drivers of 5-Star Rating



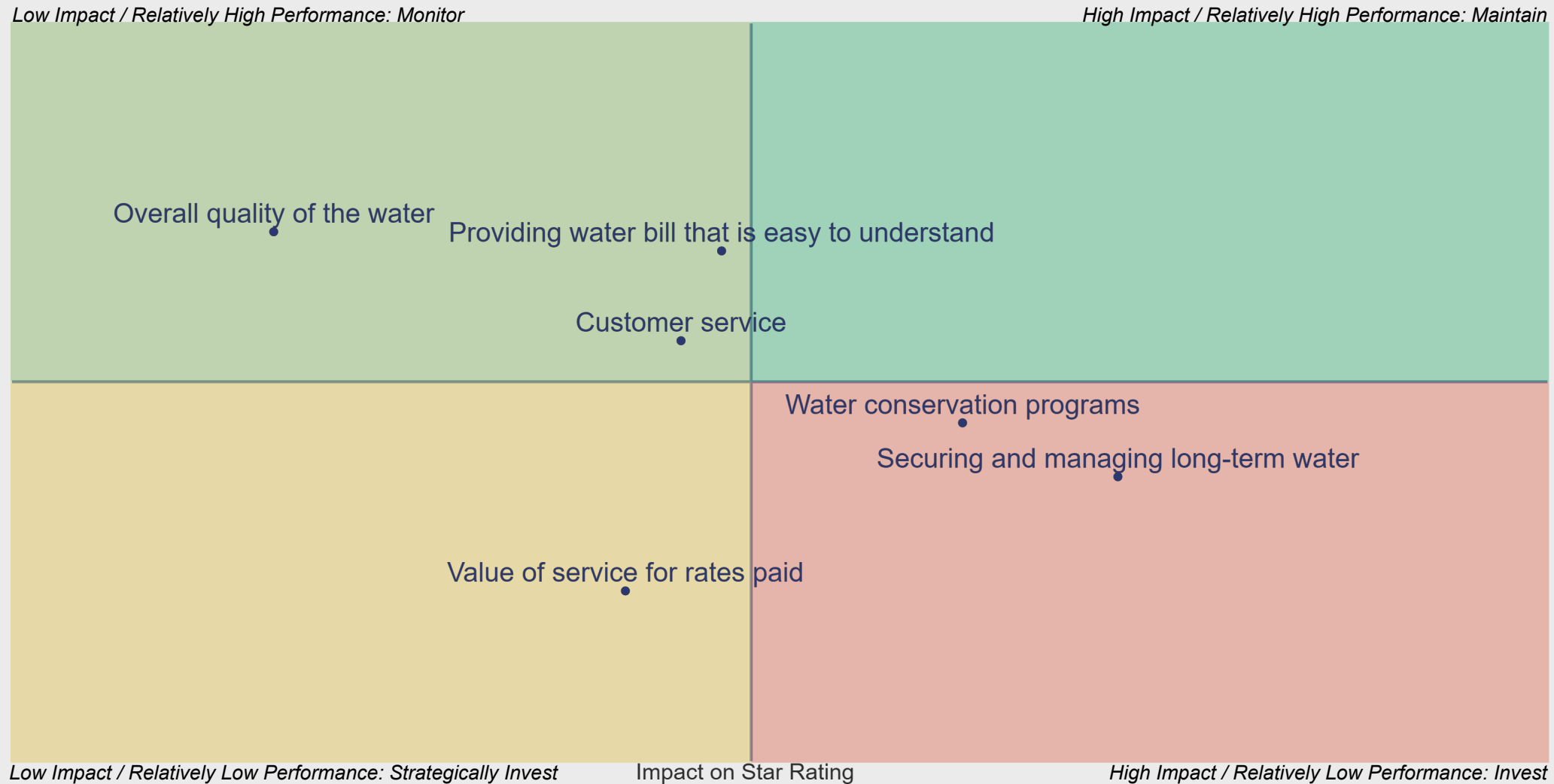
# Amenities Drivers of 5-Star Rating



# Pub Works Drivers of 5-Star Rating

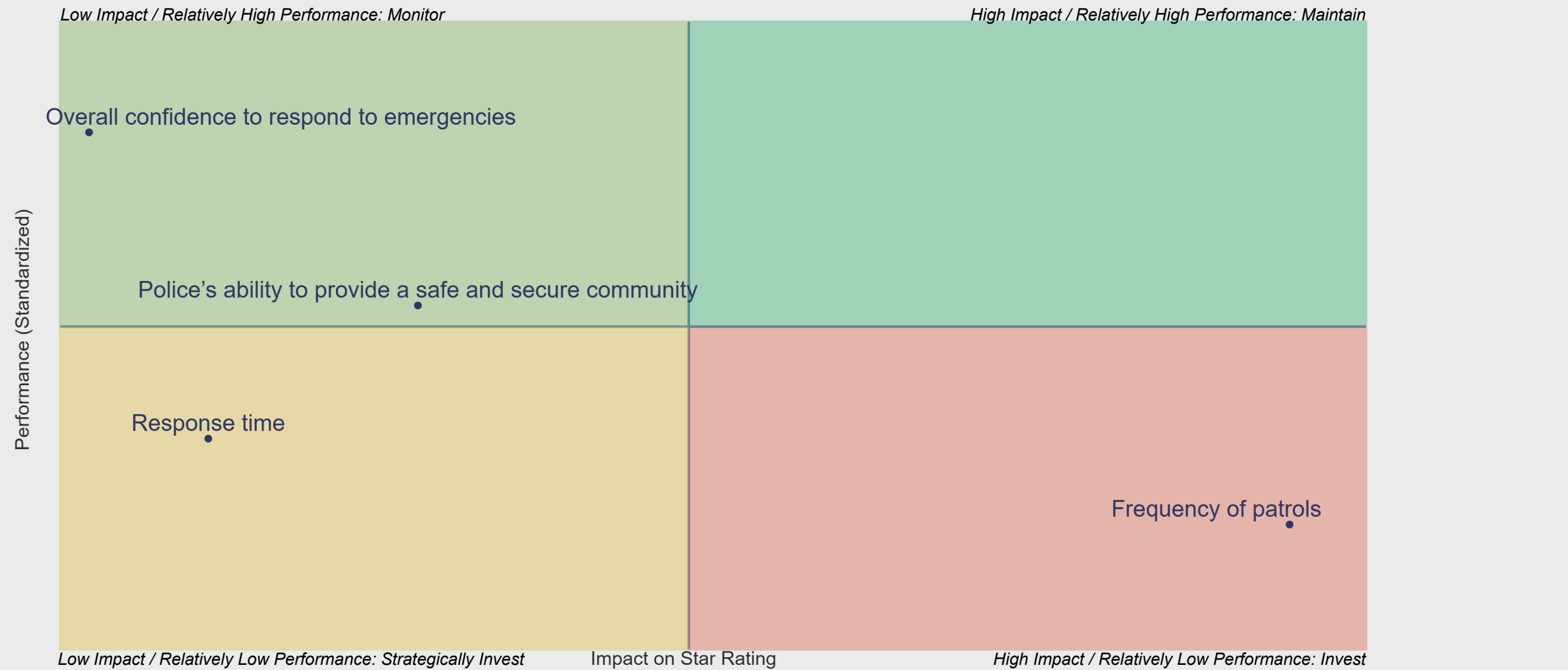


# CR Water Drivers of 5-Star Rating





# Safety Drivers of 5-Star Rating



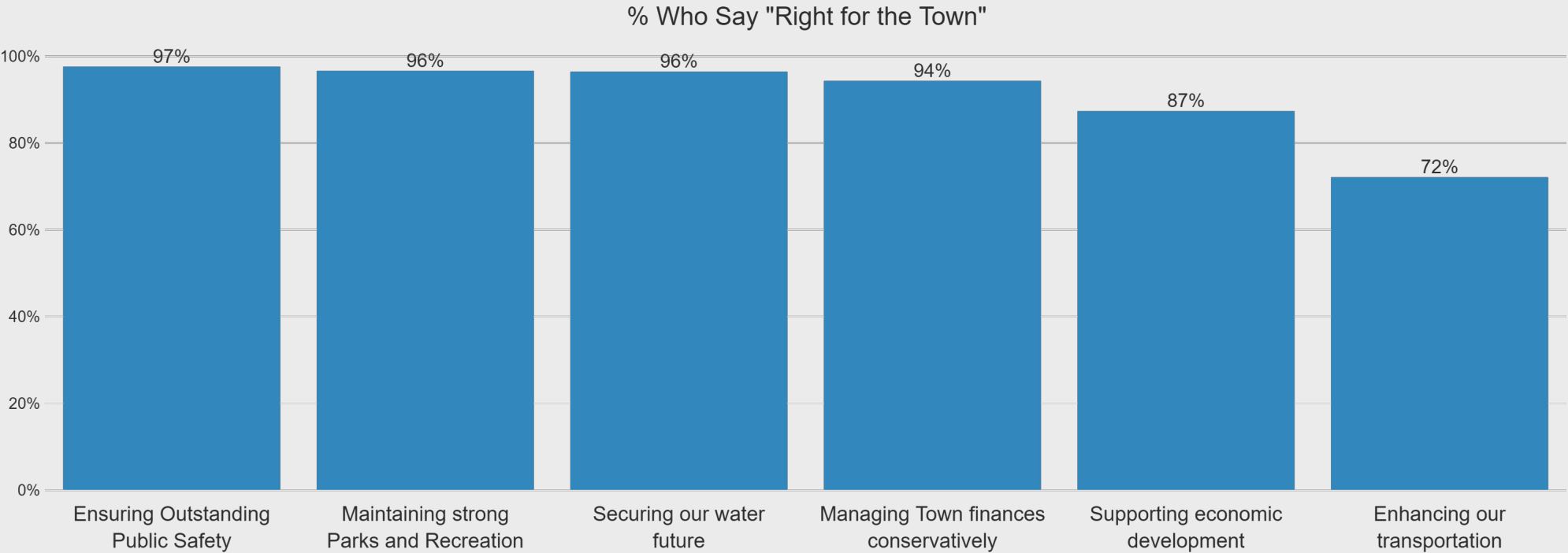
# The Town's Strategic Priorities



# Overall Strategic Priorities

The 2021 community displayed a list of strategic priorities and asked residents to indicate, for each one, if they believed that priority was right for the Town.

Overall, 90% of residents agree with the priorities. Nearly all residents agree that public safety, strong parks and recreation, securing water, and managing Town finances conservatively are the right priorities for the Town. While economic development and transportation receive less support, a clear majority believe these are right for the Town.

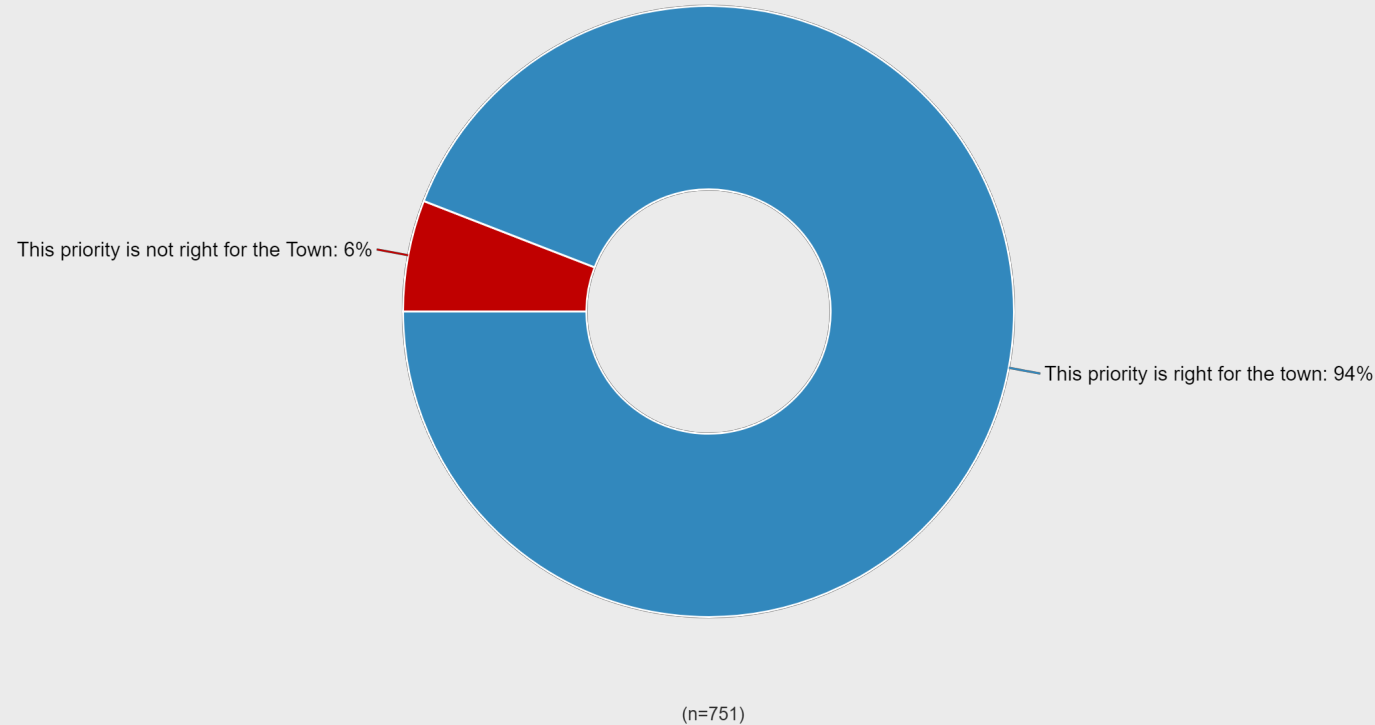


# Managing Finances Conservatively

94% of residents believe that this priority is right for the town.

Only n=55 residents believe it is NOT right for the town.

The full open ended responses are located in the appendix.

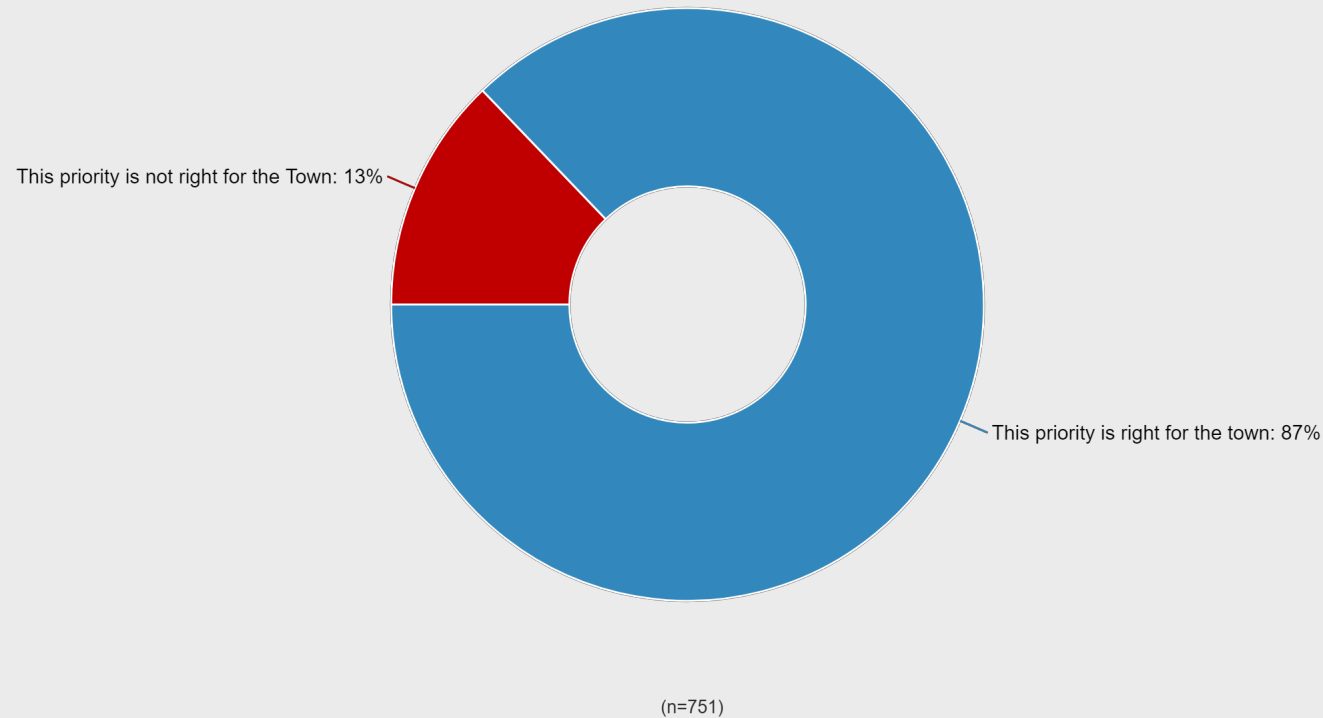


# Supporting Economic Development

87% of residents believe that this priority is right for the town.

Only n=92 residents believe it is NOT right for the town.

The full open ended responses are located in the appendix.

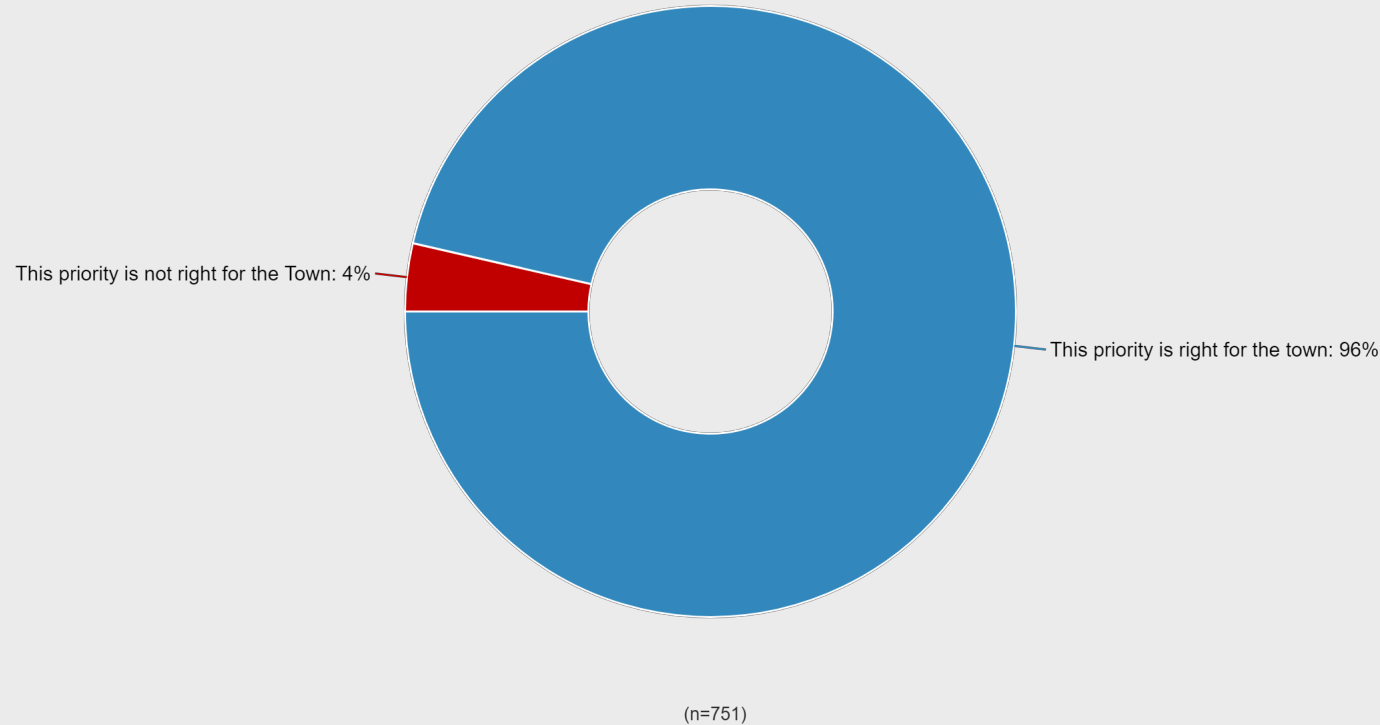


# Maintaining Strong Parks and Rec

96% of residents believe that this priority is right for the town.

Only n=23 residents believe it is NOT right for the town.

The full open ended responses are located in the appendix.

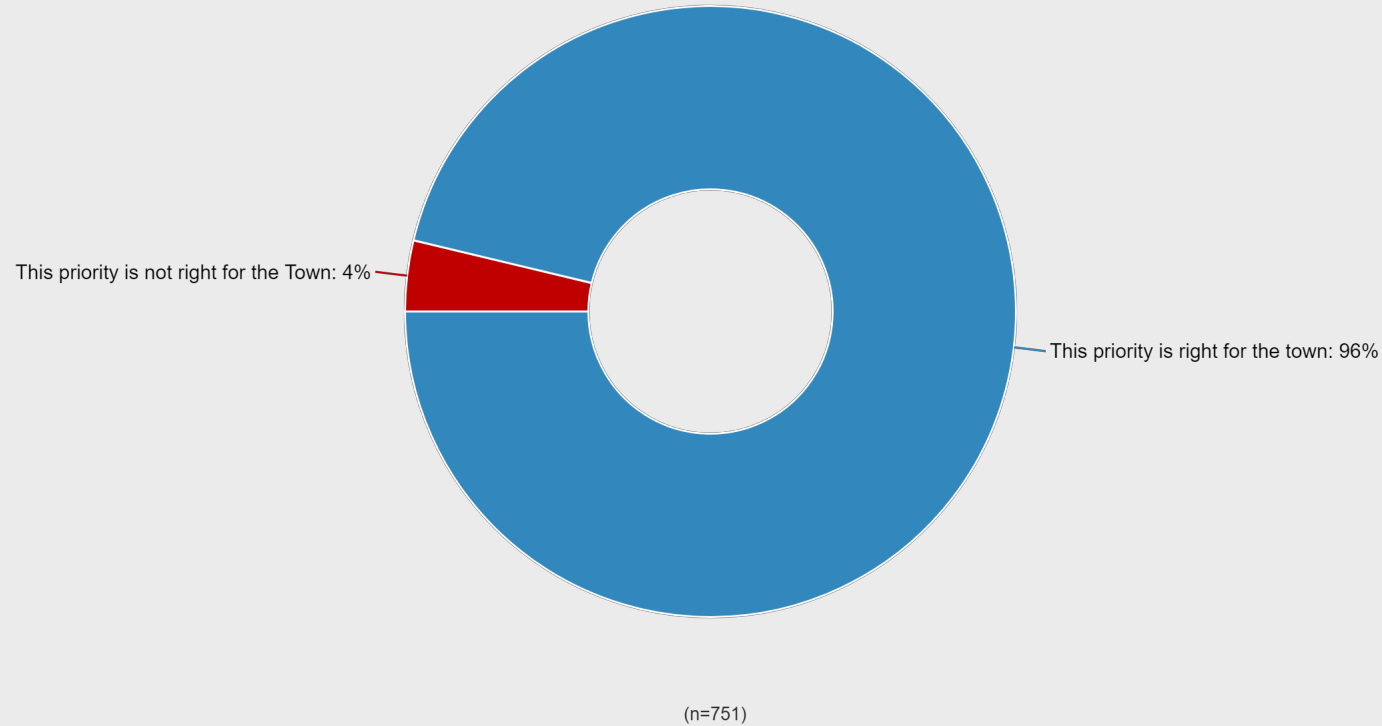


# Securing Water Future

96% of residents believe that this priority is right for the town.

Only n=21 residents believe it is NOT right for the town.

The full open ended responses are located in the appendix.

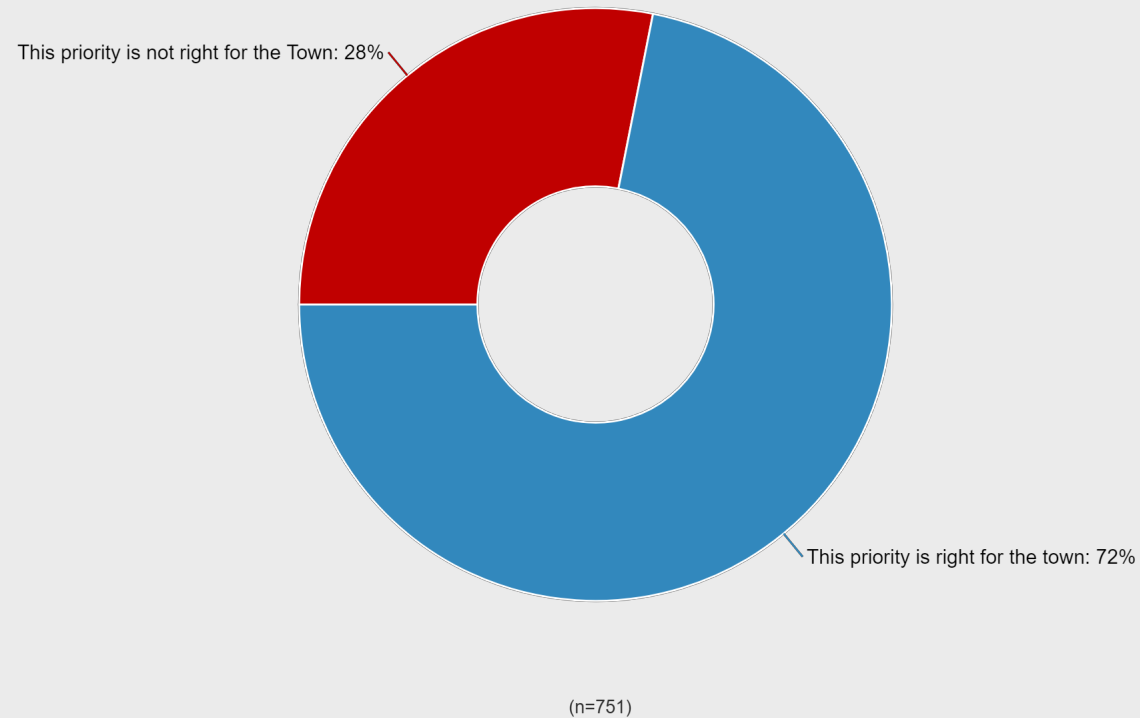


# Enhancing Our Transportation

72% of residents believe that this priority is right for the town.

Only n=193 residents believe it is NOT right for the town.

The full open ended responses are located in the appendix.



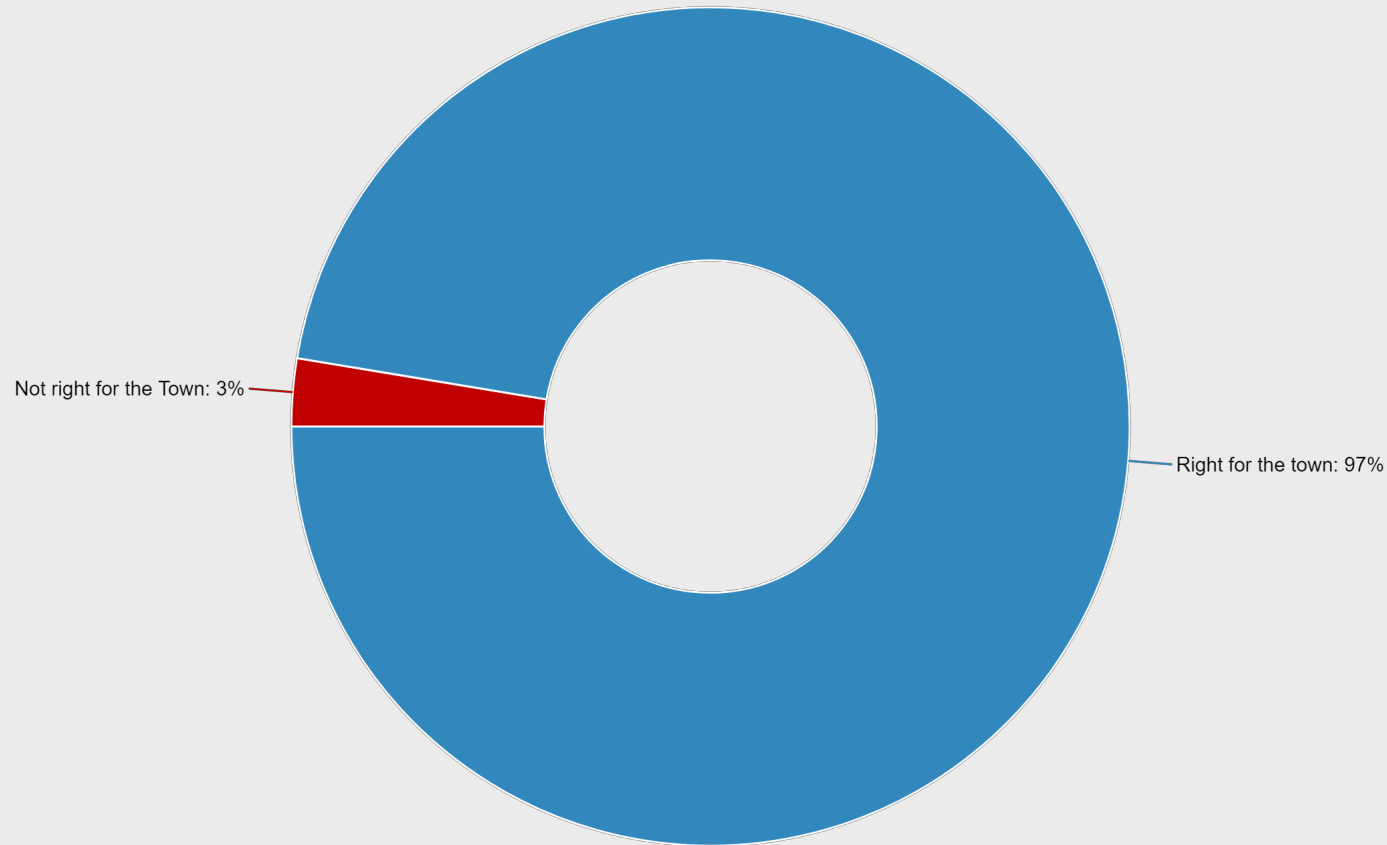


# Ensuring Outstanding Public Safety

97% of residents believe that this priority is right for the town.

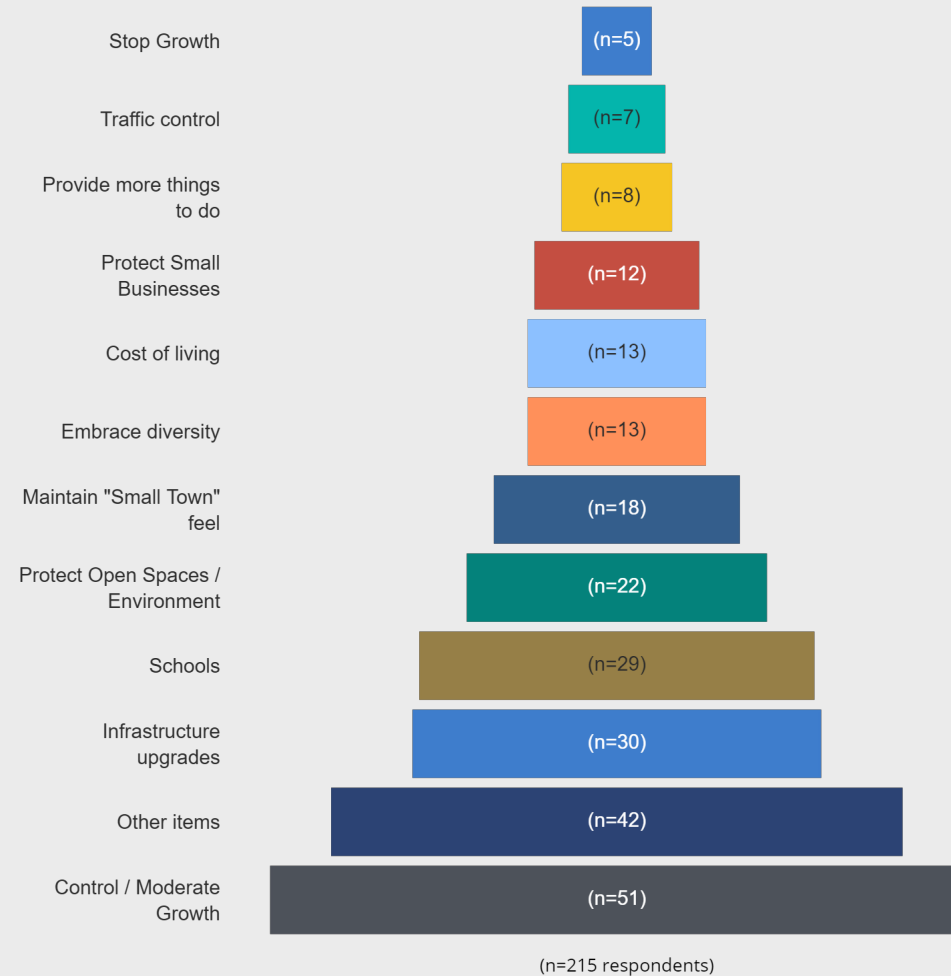
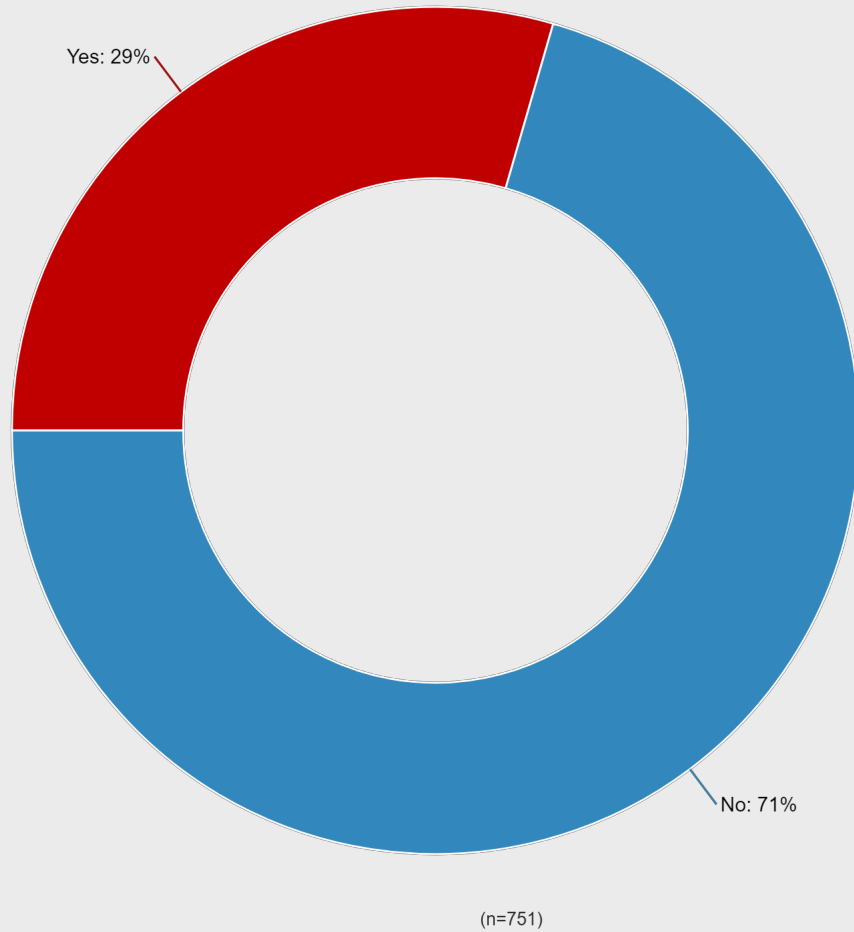
Only n=29 residents believe it is NOT right for the town.

The full open ended responses are located in the appendix.



# Missing Priorities for Town

29% of residents feel that there is something missing from these priorities.  
The full open ended responses are located in the appendix.

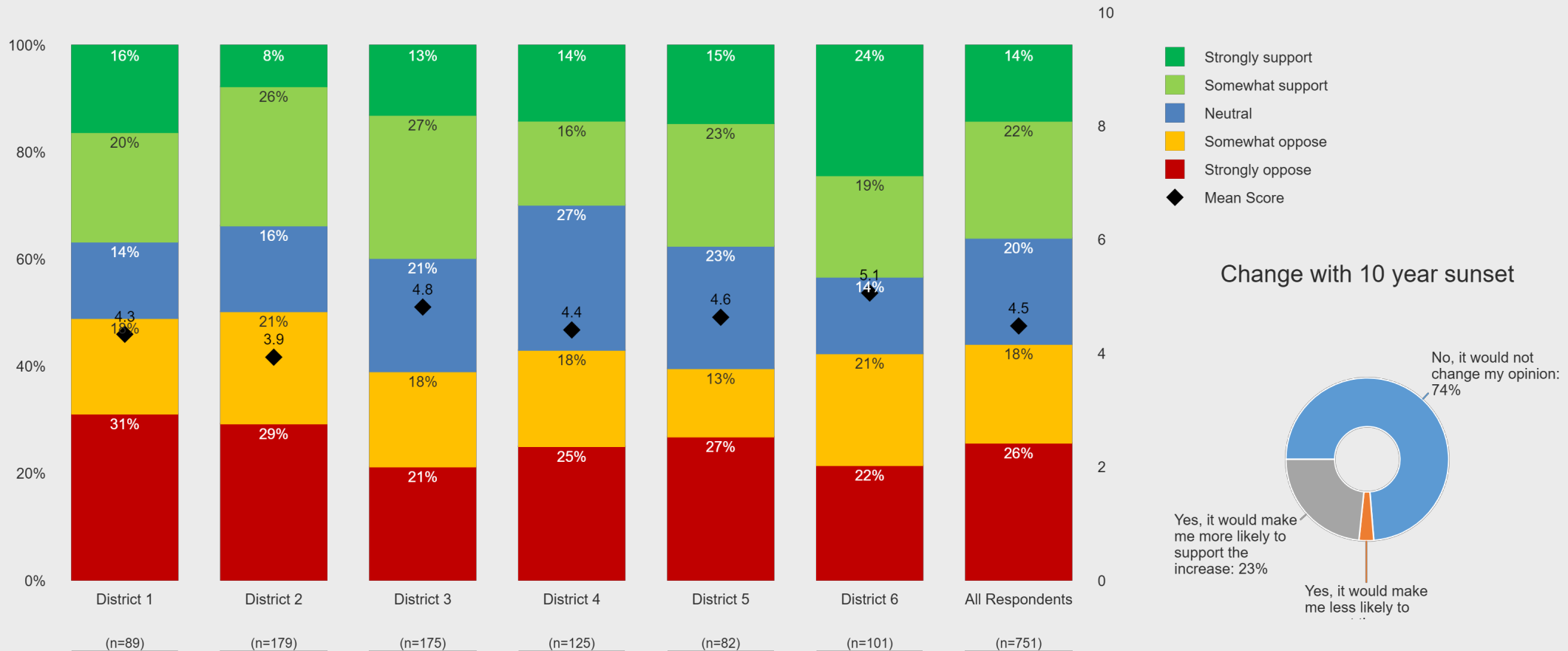


# Support for Additional Funding



# Support for a Mill Levy

New in 2021, residents were asked their level of support for a mill levy to pay for public safety services. Less than half of residents support the idea, even with a 10 year sunset clause. There are no significant differences between groups.



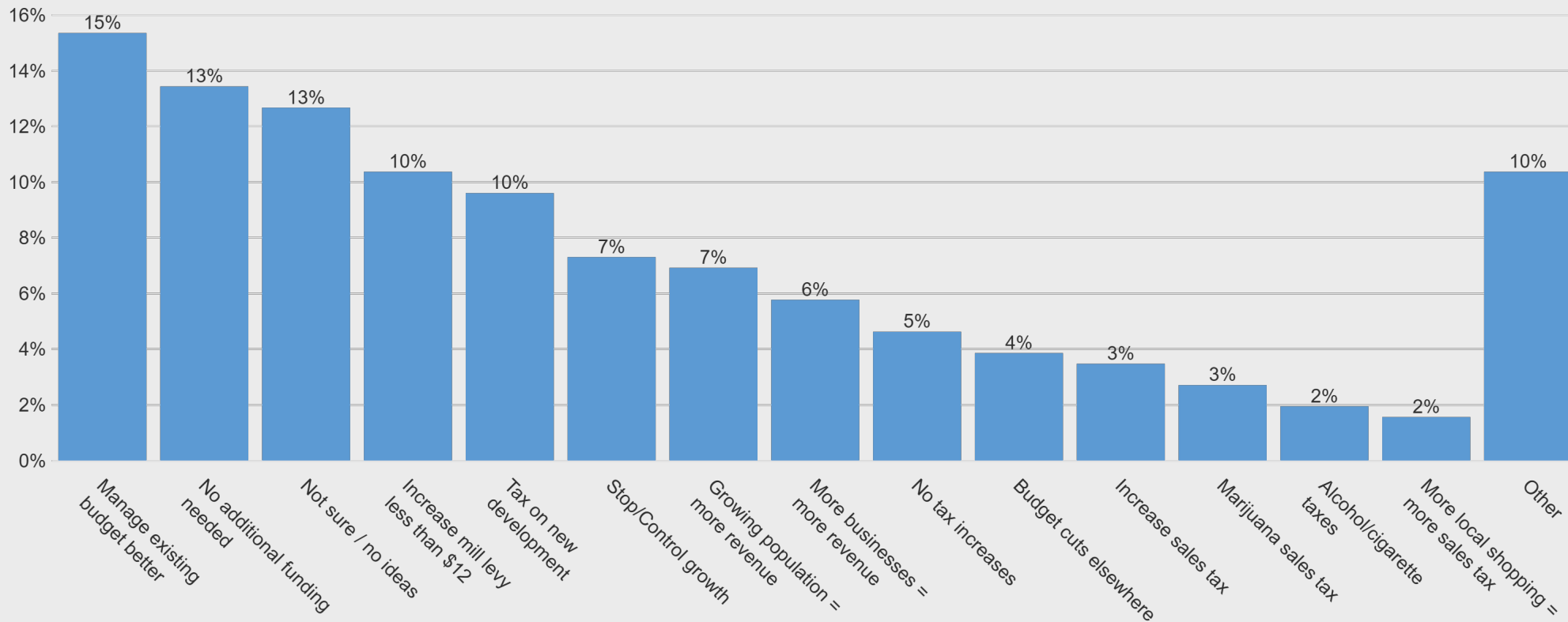
Public safety services such as police, fire, and emergency medical services are predominantly supported through sales tax. As the community grows, so does the need for public safety personnel. However, sales tax revenue cannot provide the revenue needed to pay for additional services. One option to support 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 levy by approximately \$12 per month to pay for additional public safety personnel?

# Alternative Funding Sources

Residents who opposed a mill levy increase, regardless of the sunset clause, were asked to provide ideas to the Town to get additional revenue to fund public safety.

The most common response was that the Town should manage the existing budget better to find the funding. A notable number also mentioned that the Town is safe enough and no additional funding is needed.

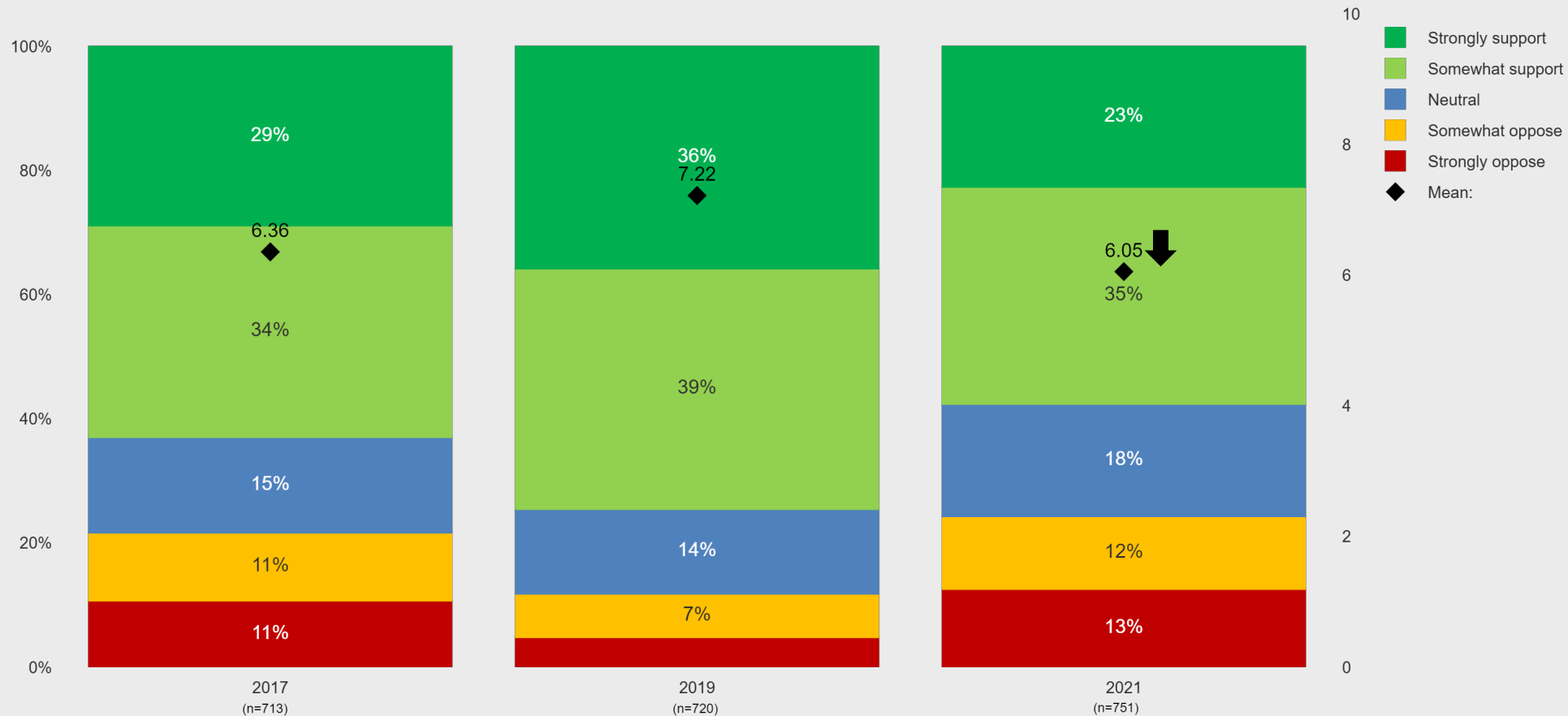
Roughly one in six residents said they are not sure what the Town should do.



# Support for Lodging Tax

Support for a lodging tax has been on the survey for three iterations.

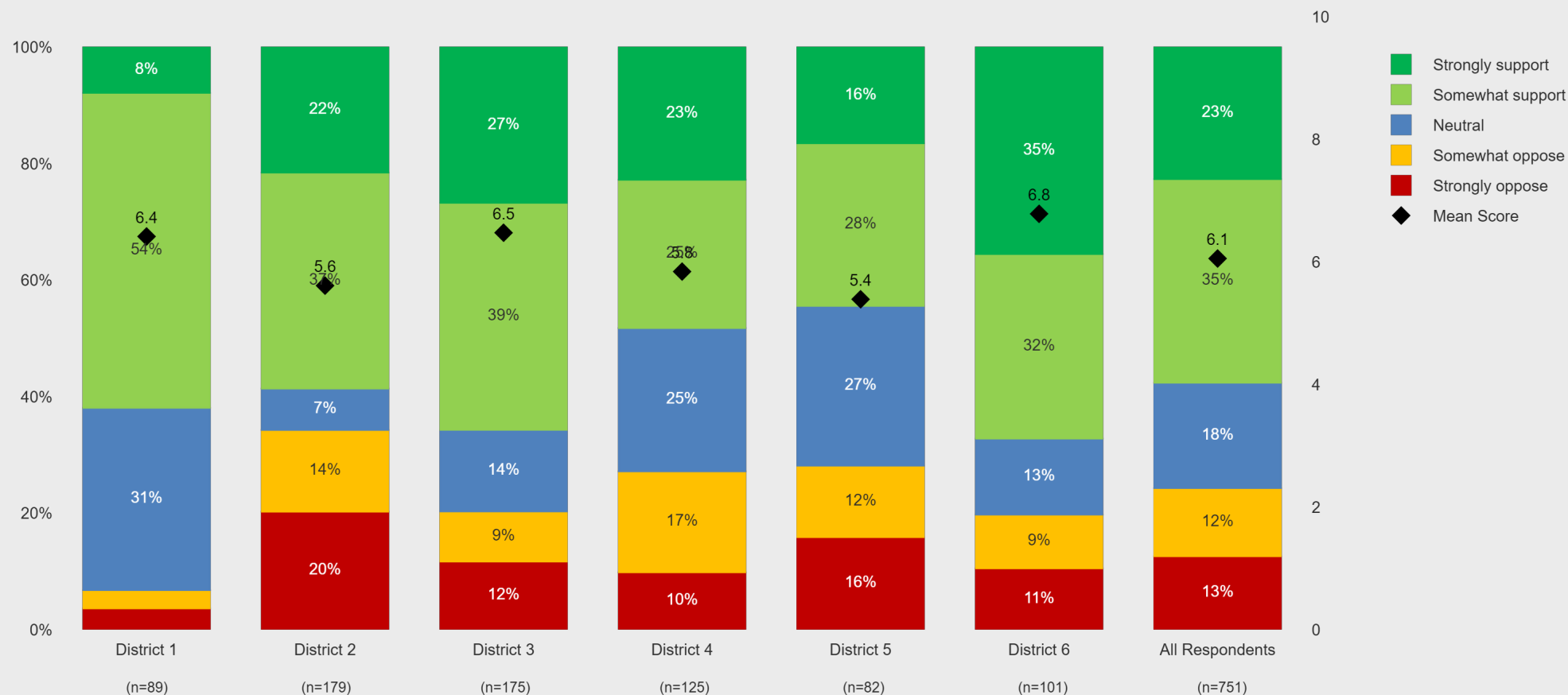
While nearly six in ten residents support the idea, it could be waning, as there is a significant decrease compared to 2019.



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?

# Lodging Tax Support Compared

While no significant differences are found, there appears to be greater support among residents living in Districts 1, 3, and 6. Even so among these individuals, it would best be described as, "somewhat support" a lodging tax.



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?

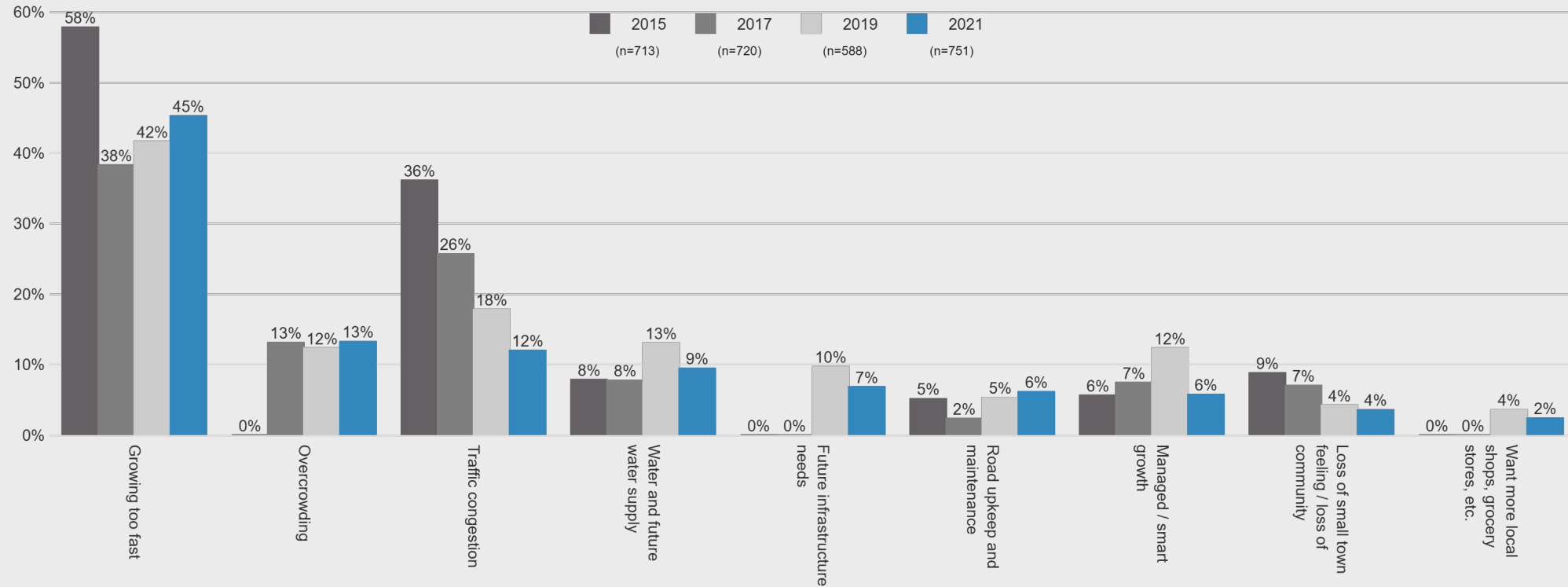
# Castle Rock as a Place to Live





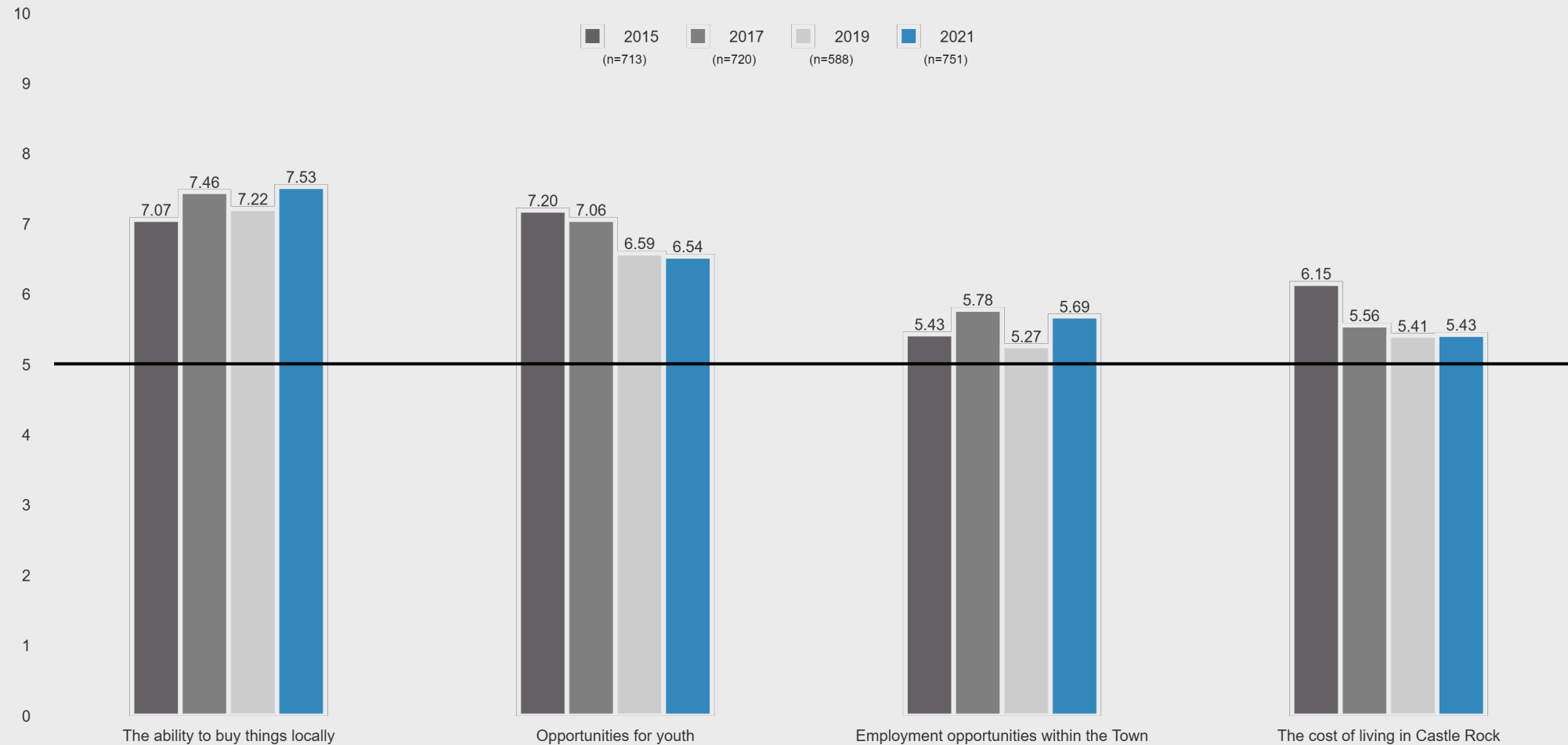
# Most Important Issue Facing the Town

Growth still remains the most important issue facing the Town for many residents. Mentions of traffic have been steadily decreasing since 2015. Note, the 2021 resident survey occurred during the COVID-19 pandemic and traffic levels have been historically low.



# Castle Rock as a Place to Live

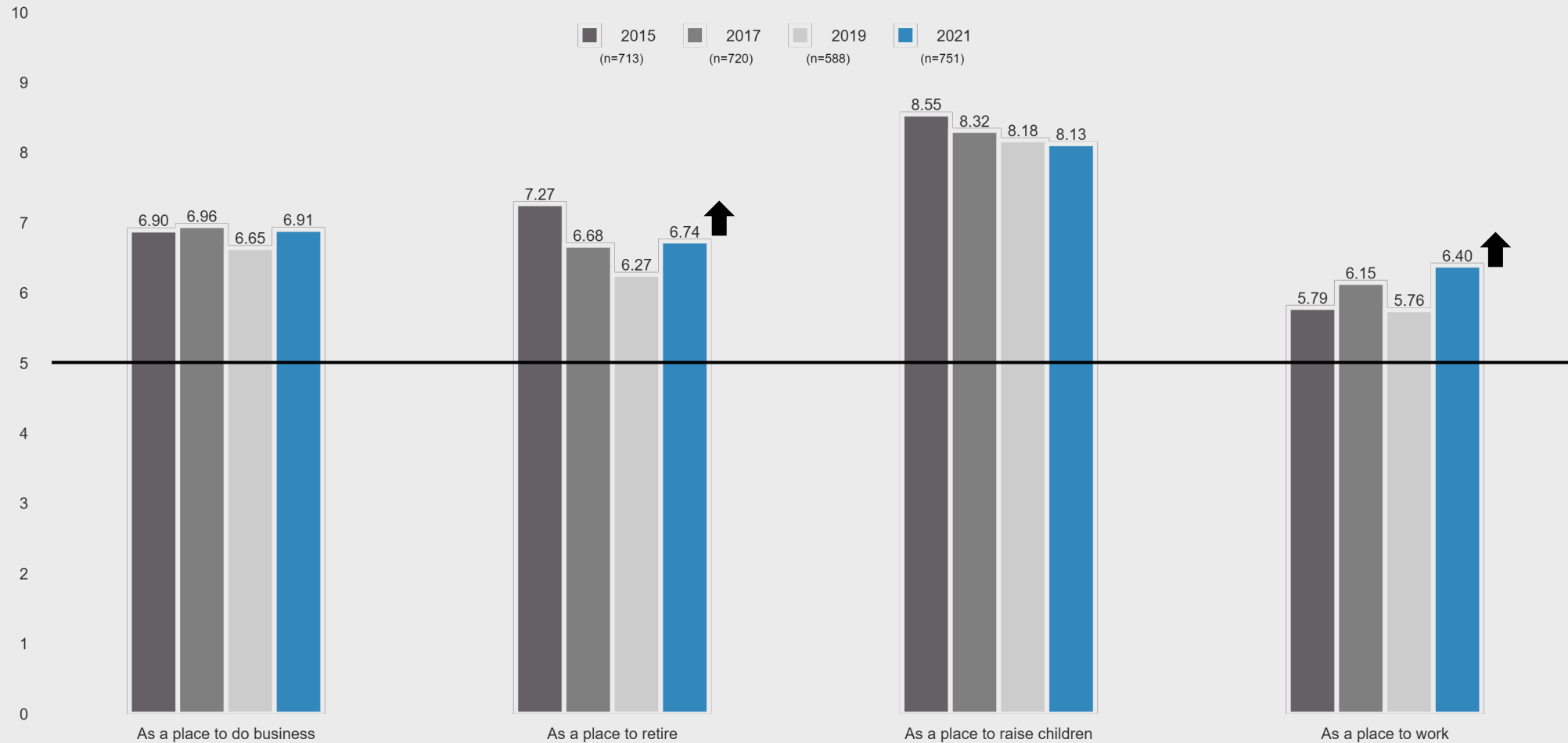
Overall, residents provided good to excellent ratings for most attributes. As with previous years, residents are most pleased with the ability to buy things locally and least pleased with the cost of living in Castle Rock.



How would you rate each of the following aspects of Castle Rock? (0 to 10 scale)

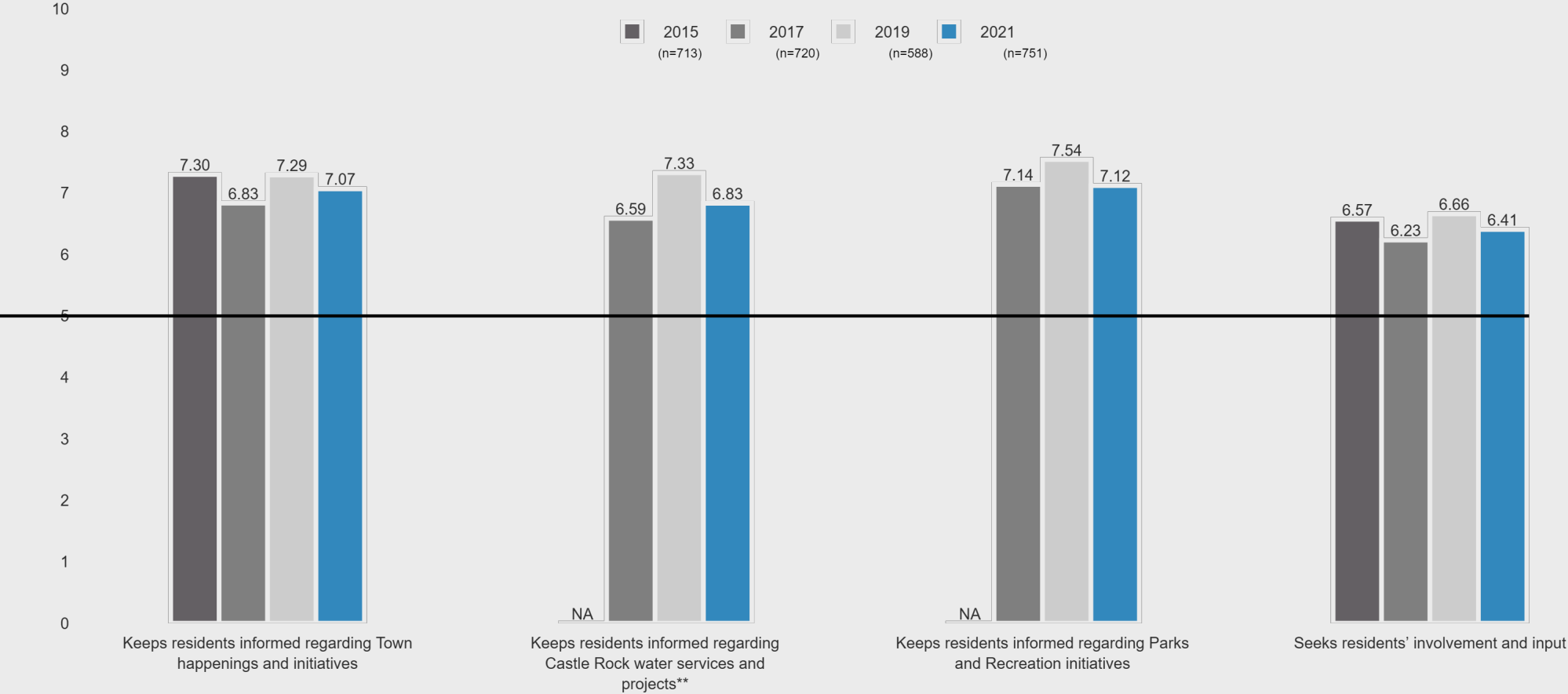
# Recommending Castle Rock

The likelihood of residents recommending Castle Rock as a place to work and retire has increased compared to 2019. The remaining attributes are the same.



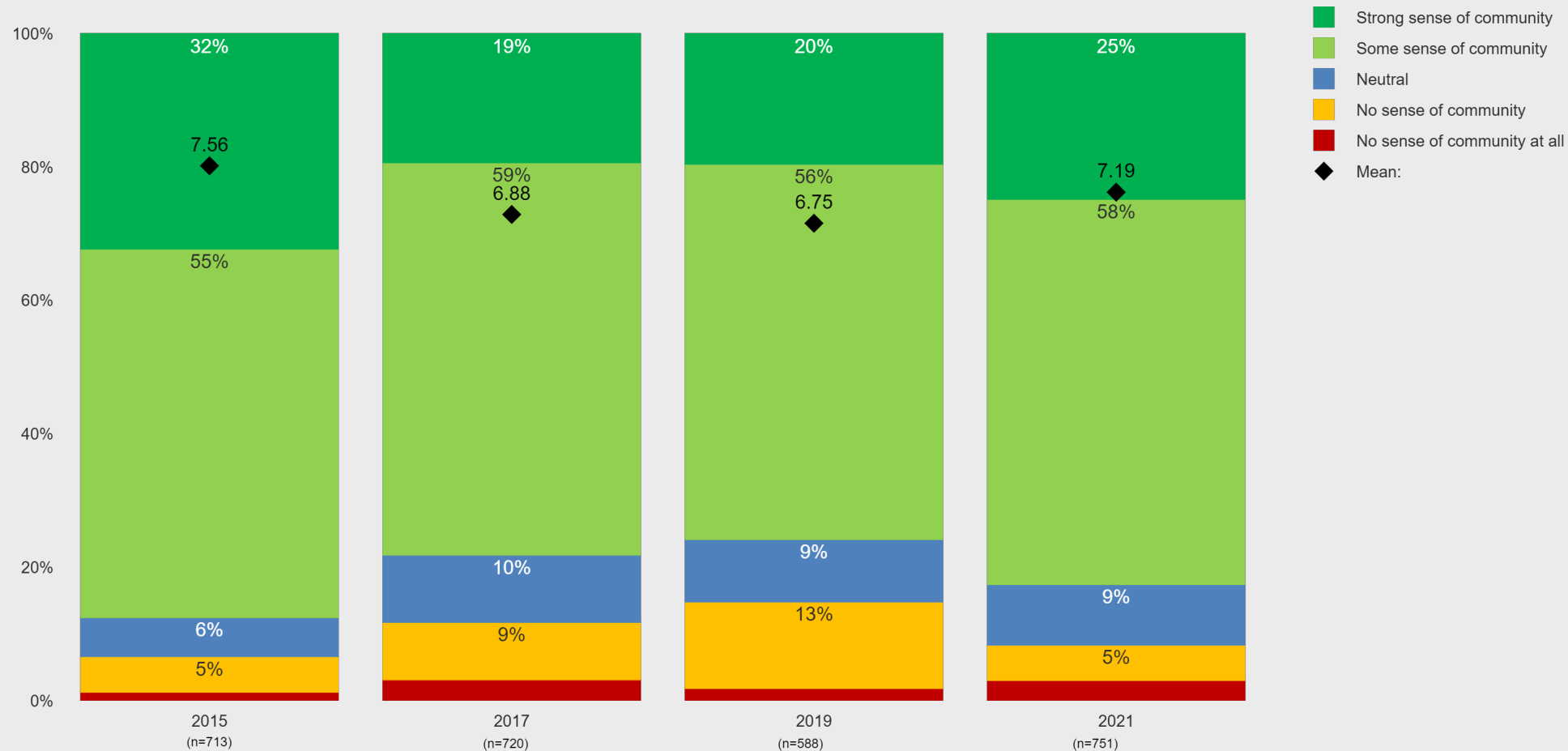
# Government / Resident Involvement

Overall, residents indicate that the Town does a good job in keeping them informed. There is a significant decline in keeping residents informed regarding Castle Rock water services and projects. While not significant, there is a notable decrease regarding keeping residents informed regarding parks and rec. This may be because the Town did not issue any printed Recreation Guides in 2020 as was done in years past.



# Sense of Community

Four out of five residents believe Castle Rock has 'some' or a 'strong' sense of community. While still lower than the benchmark ratings of 2015, current scores are higher than 2017 and 2019.



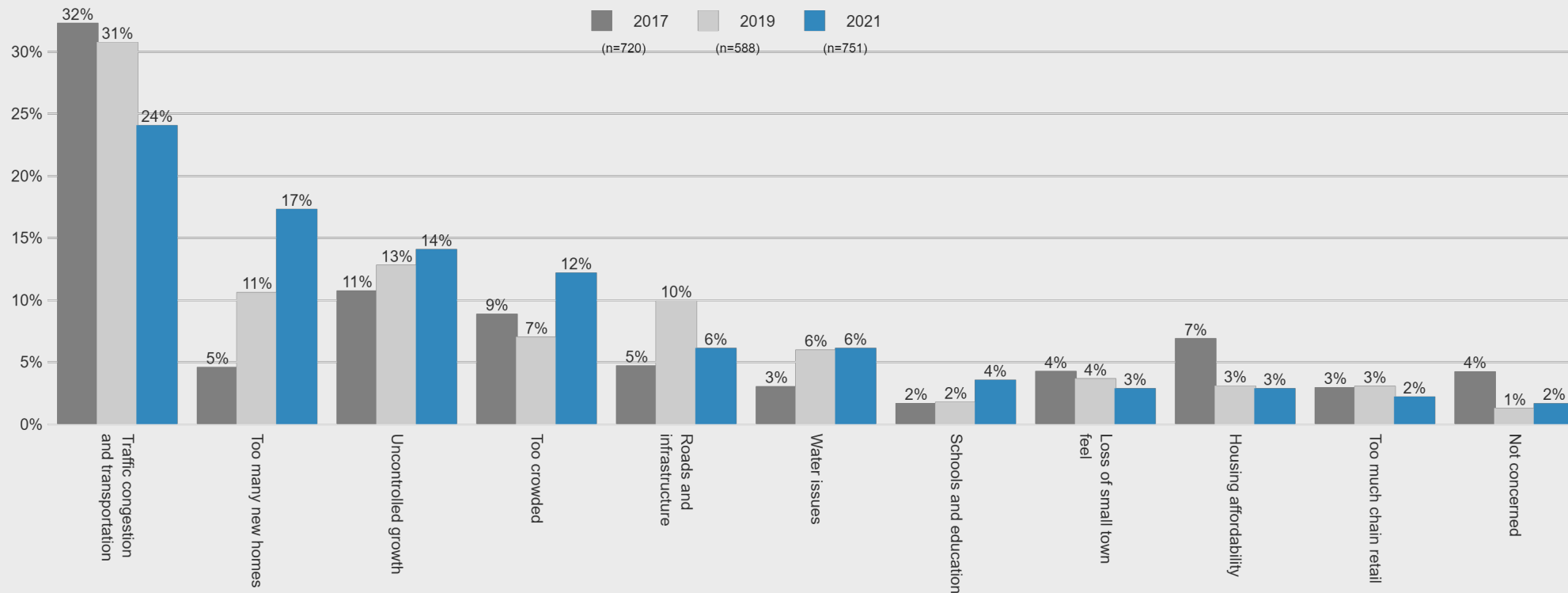
# Growth in Castle Rock



# Negative Aspects of Growth

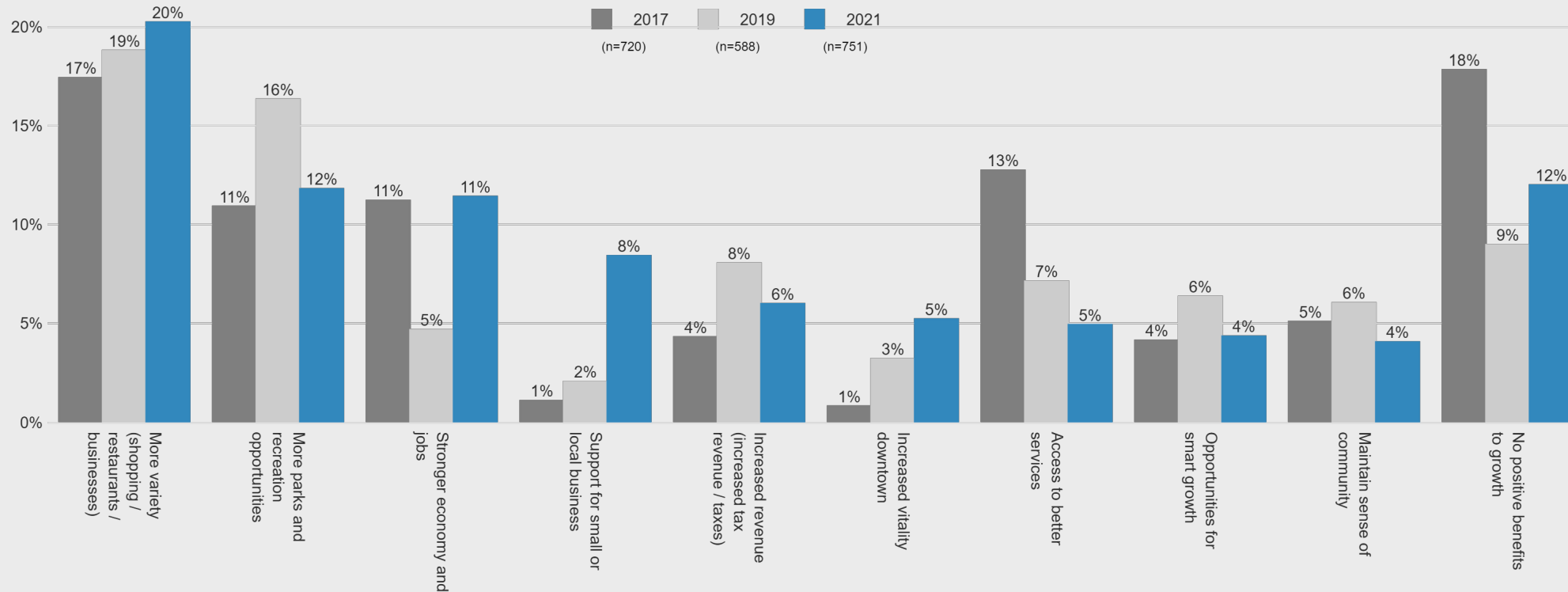
Traffic continues to top the list regarding concerns about growth. While this is down significantly from previous waves, it should be noted that the 2021 survey was implemented during the COVID-19 pandemic and traffic was lower than usual.

Concerns about too many homes/increased density have been rising over the years and now rate as the second most mentioned concern.



# Positive Aspects of Growth

Residents were also asked about positive aspects of growth. Here, the most common theme is more options. More business, restaurant, and entertainment options received the most mentions. This is followed by more parks, recreation, and outdoor opportunities, a stronger economy and more support for small businesses. It should be noted that 1 in 8 respondents stated there are no benefits to growth.



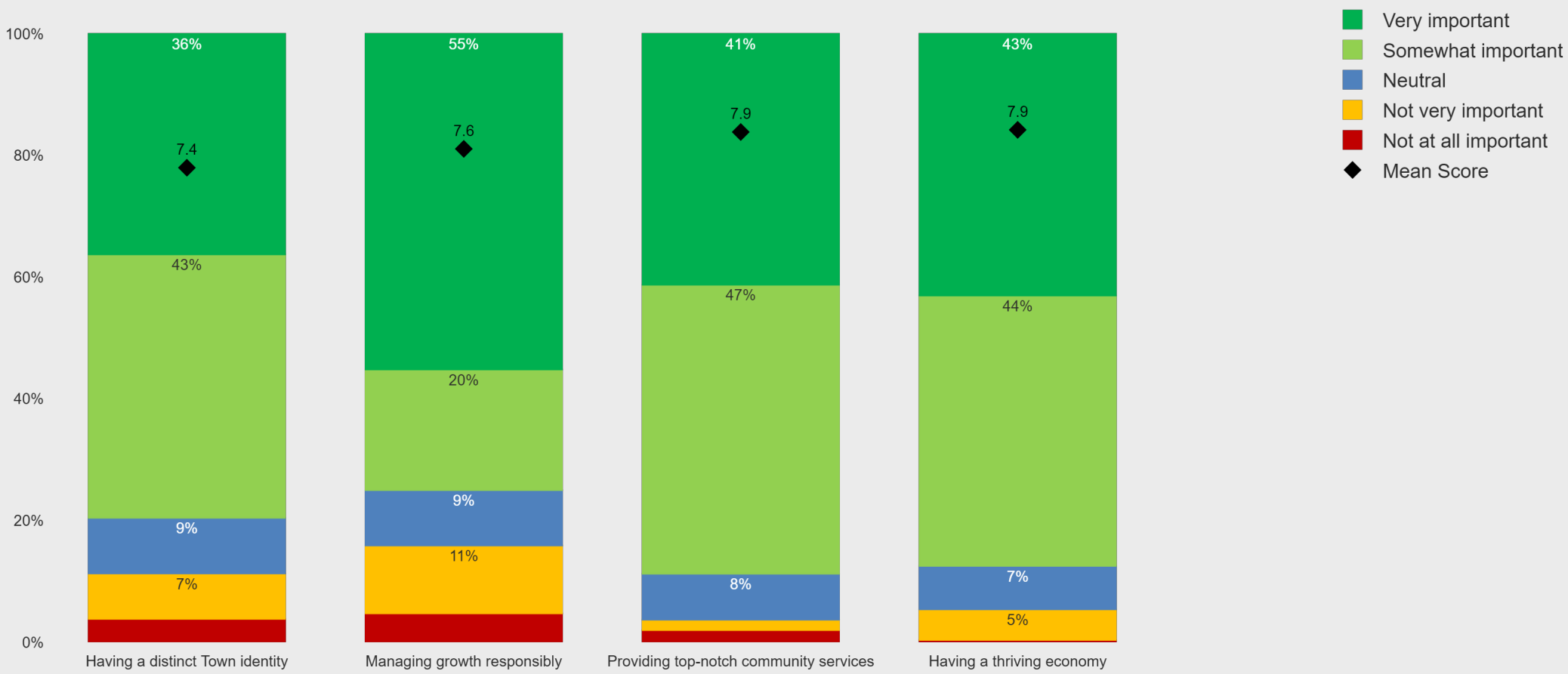


# The Town's Master Plan



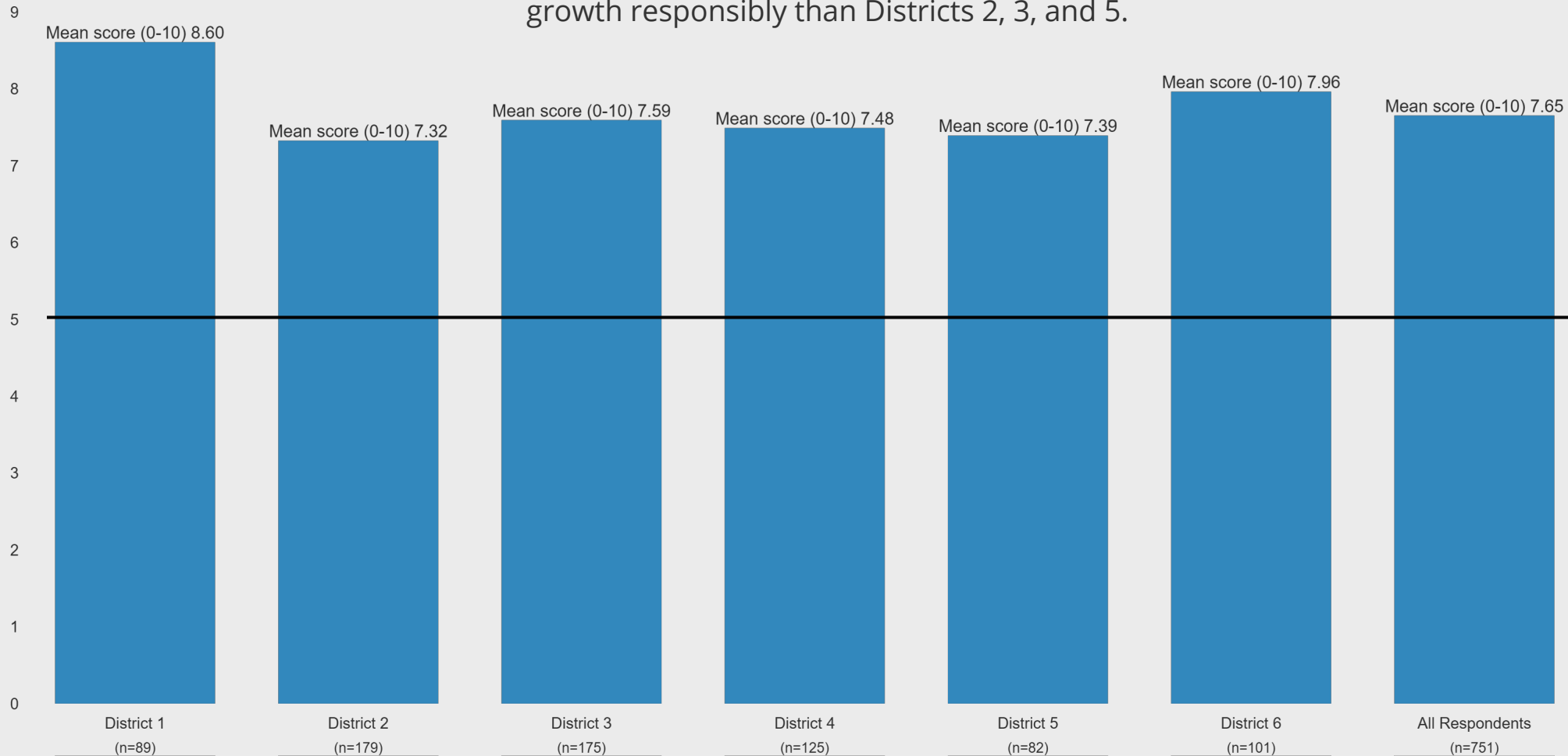
# Importance of Cornerstones to Town

The survey asked residents to rate the importance of the Four Cornerstones of the Town's Comprehensive Master Plan. Residents consider all four cornerstones as important.



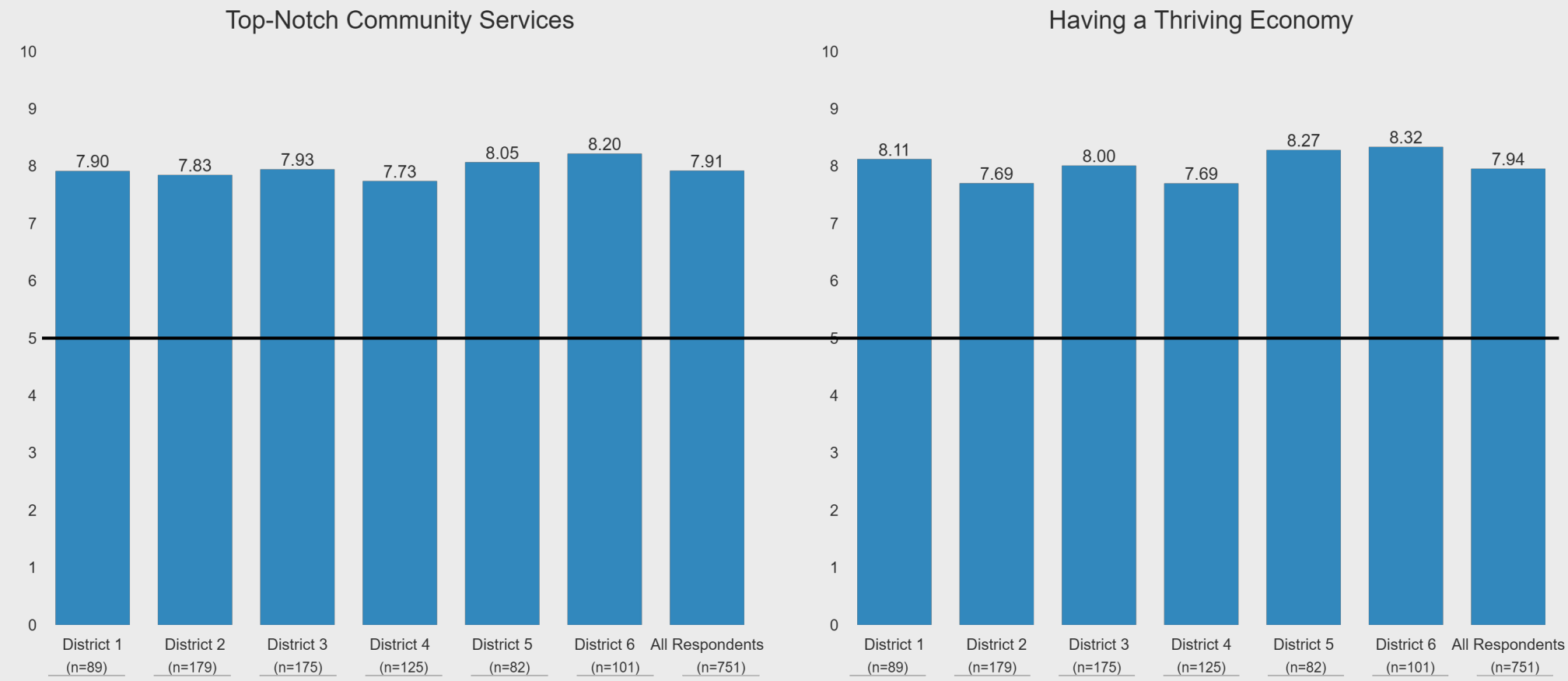
# Importance: Managing Growth Responsibly

Significant differences are found among districts. Notably, District 1 places significantly higher importance on managing growth responsibly than Districts 2, 3, and 5.



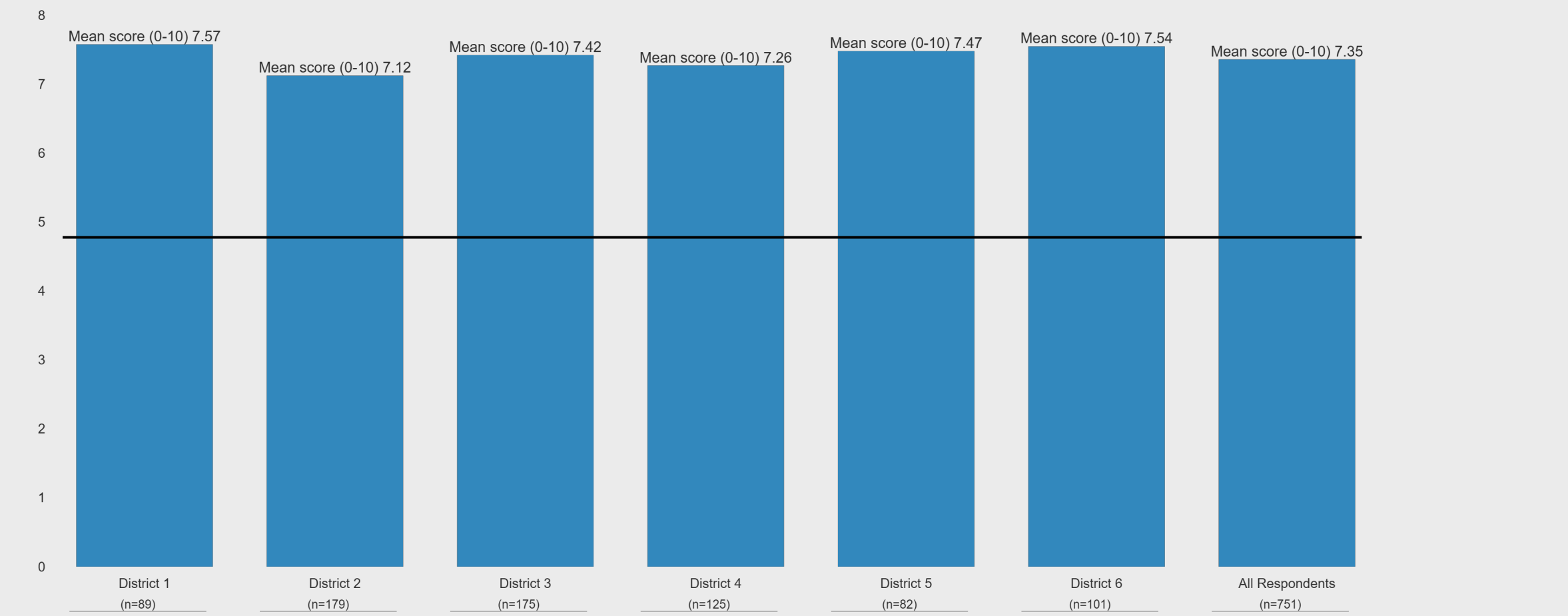
# Importance: Top-Notch Community Services and Thriving Economy

There are no statistically significant differences regarding providing top-notch community services nor are there any differences regarding having a thriving economy.



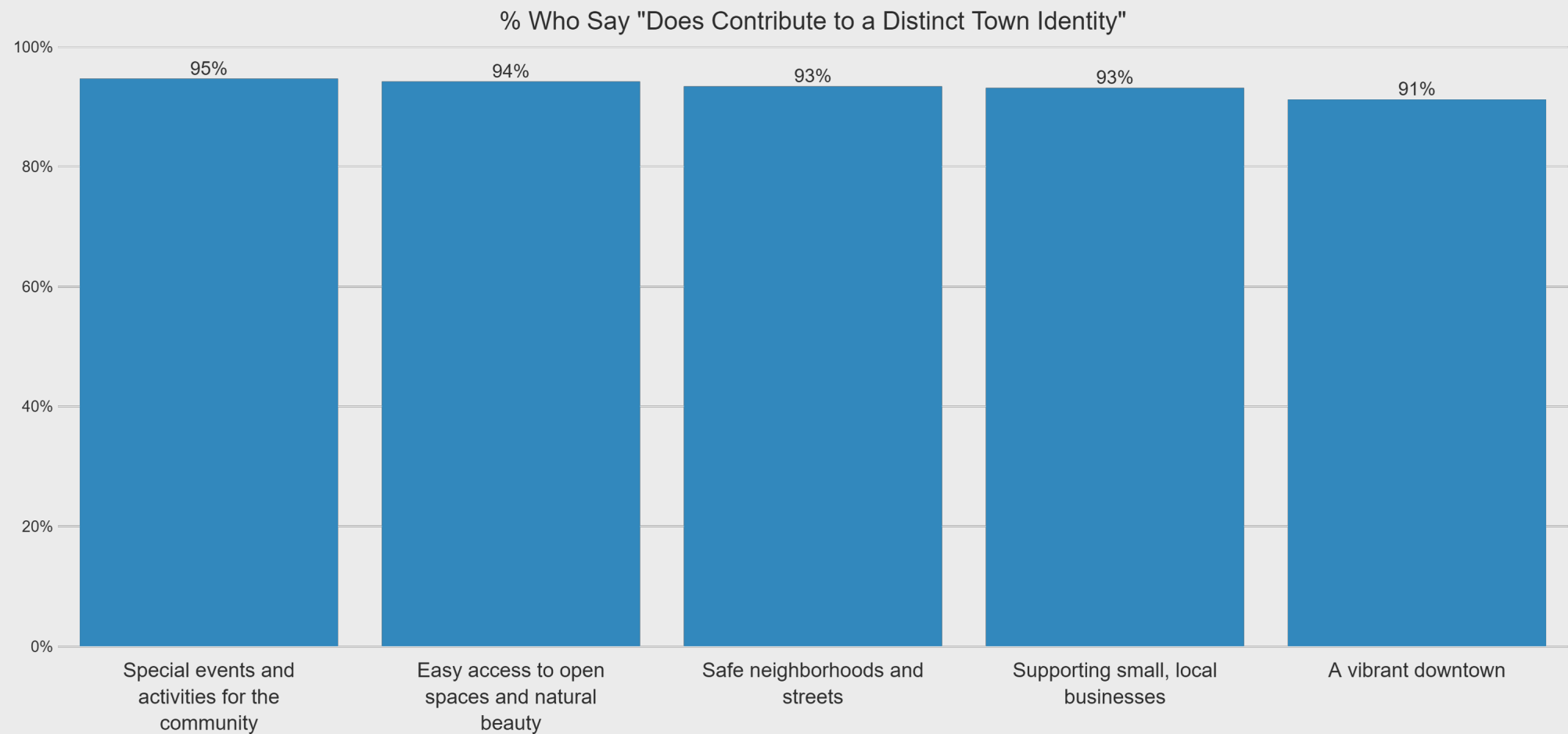
# Importance: Distinct Town Identity

Significant differences are found among districts and among different age groups. Notably, District 2 places the lowest importance of having a distinct Town identity. There is also a divide when comparing residents over/under 55, with older residents placing higher importance on this aspect.



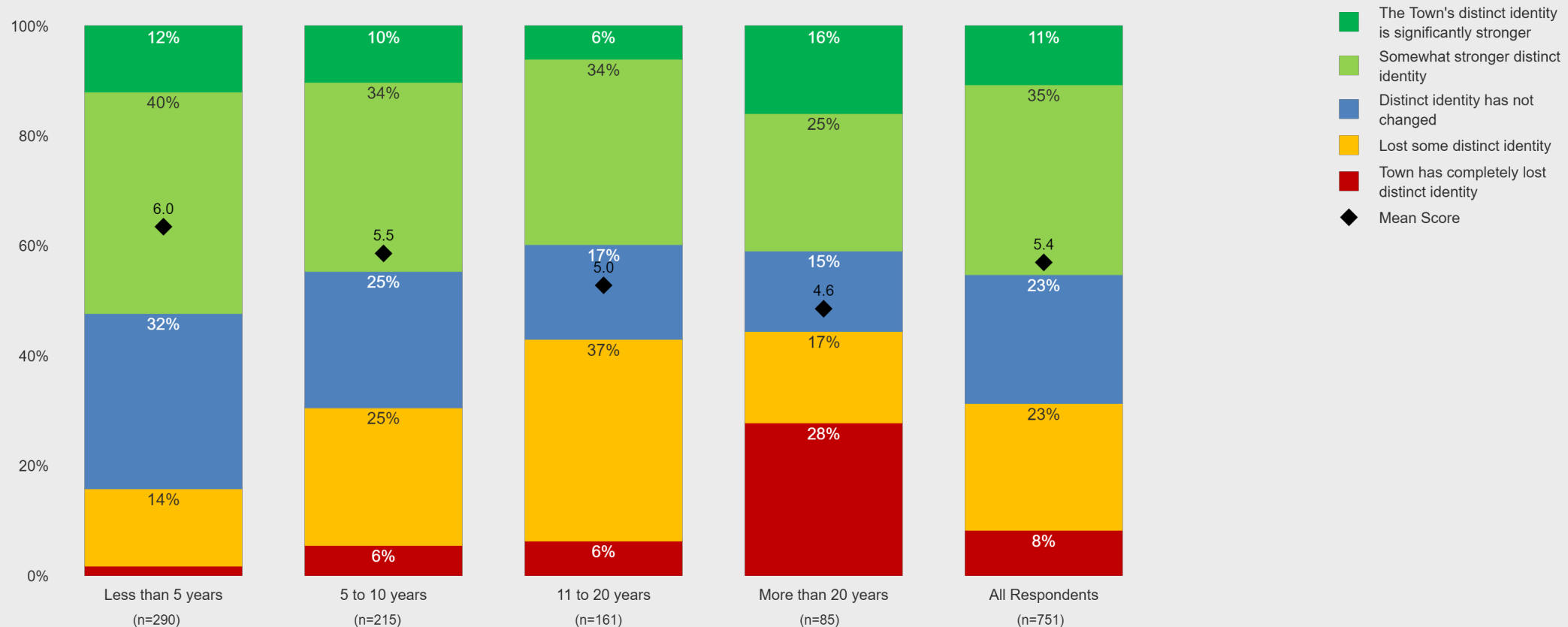
# Contributions: Distinct Town Identity

All five areas contribute to a distinct Town identity.



# Changes in Distinct Town Identity

Residents appear fairly divided on the change of the Town's distinct identity. Just under half believe that the Town's distinct identity is stronger than when they moved to Castle Rock. This is most prevalent among those who have lived in the Town for less than five years. On the flip side, roughly one-third state Castle Rock has lost some identity. This sentiment is most prevalent among those who have lived in Castle Rock for more than 20 years.



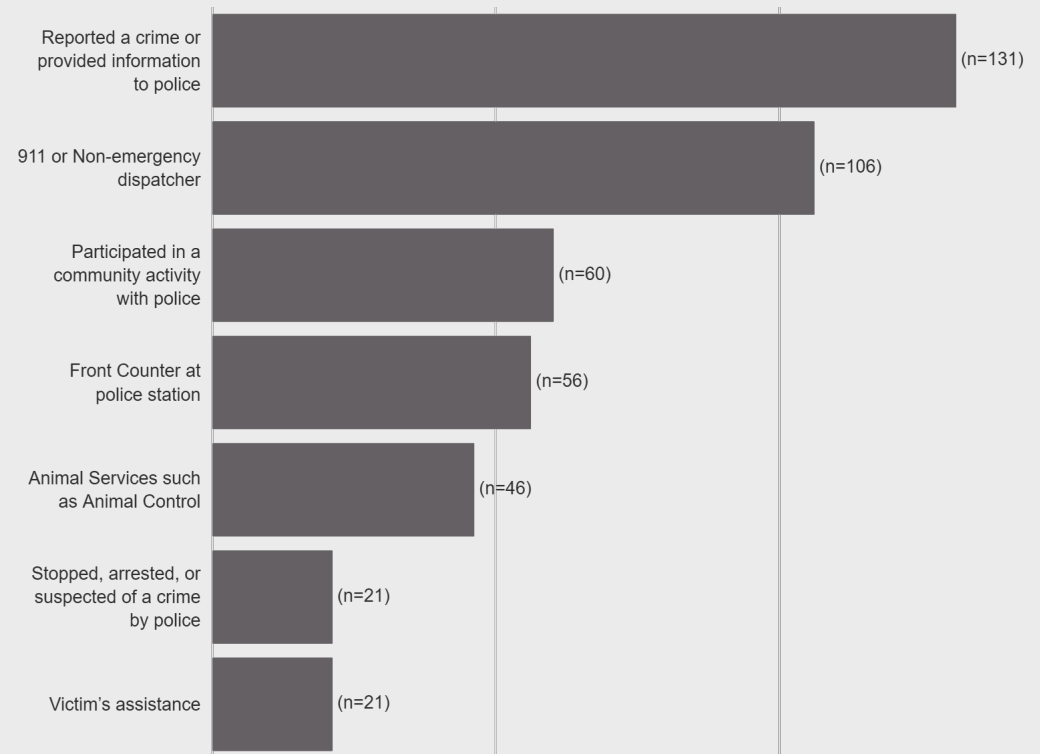
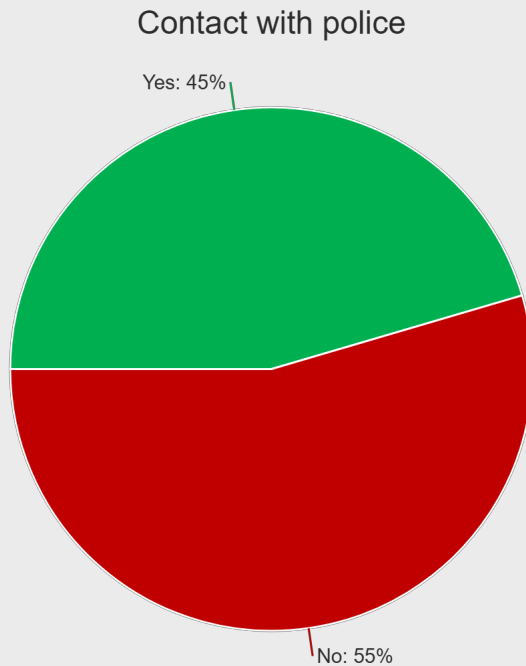
# Castle Rock Police





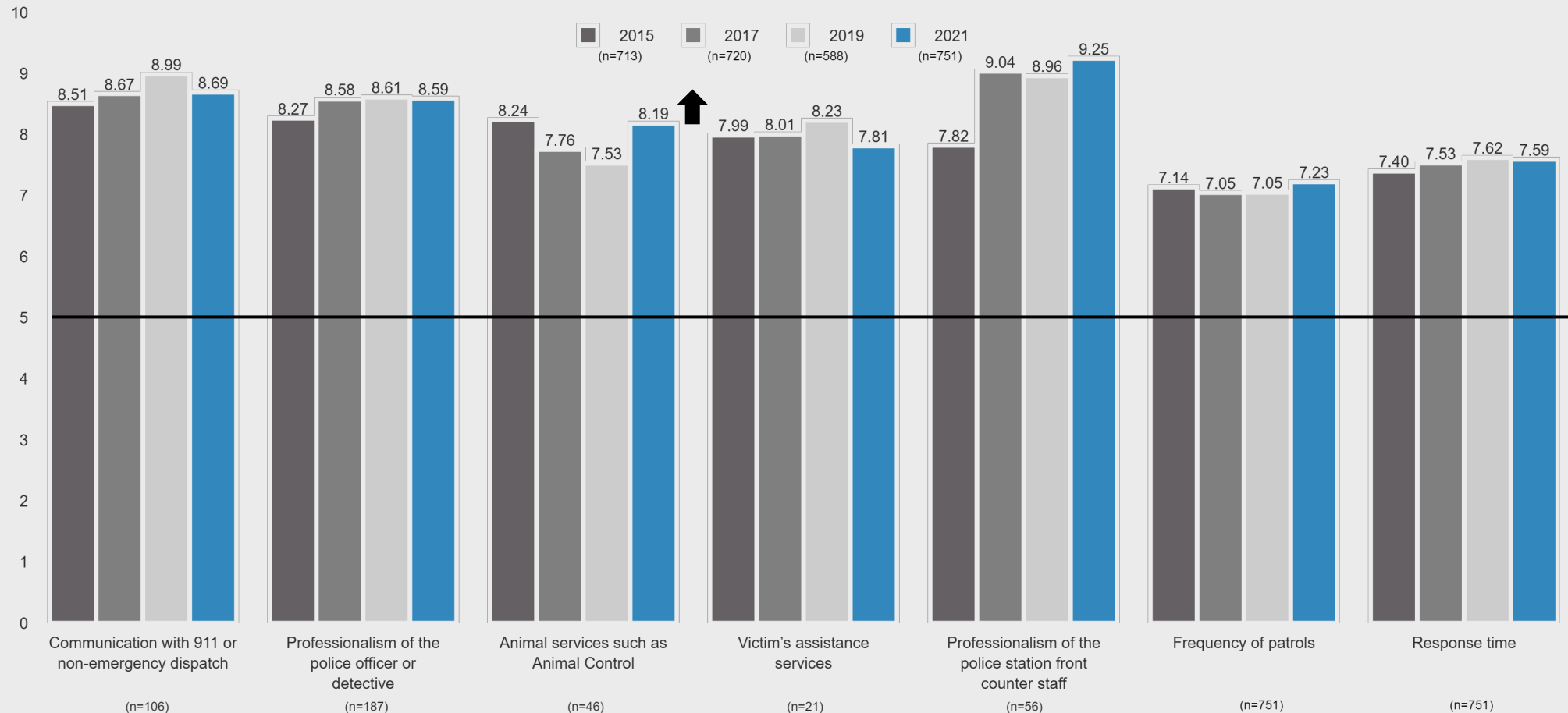
# Police Contact

Just under half of residents have had contact with Castle Rock's Police Department in the past two years. The most common reasons for the contact are reporting a crime or providing information to police, and contacting a 911 or non-emergency dispatcher.



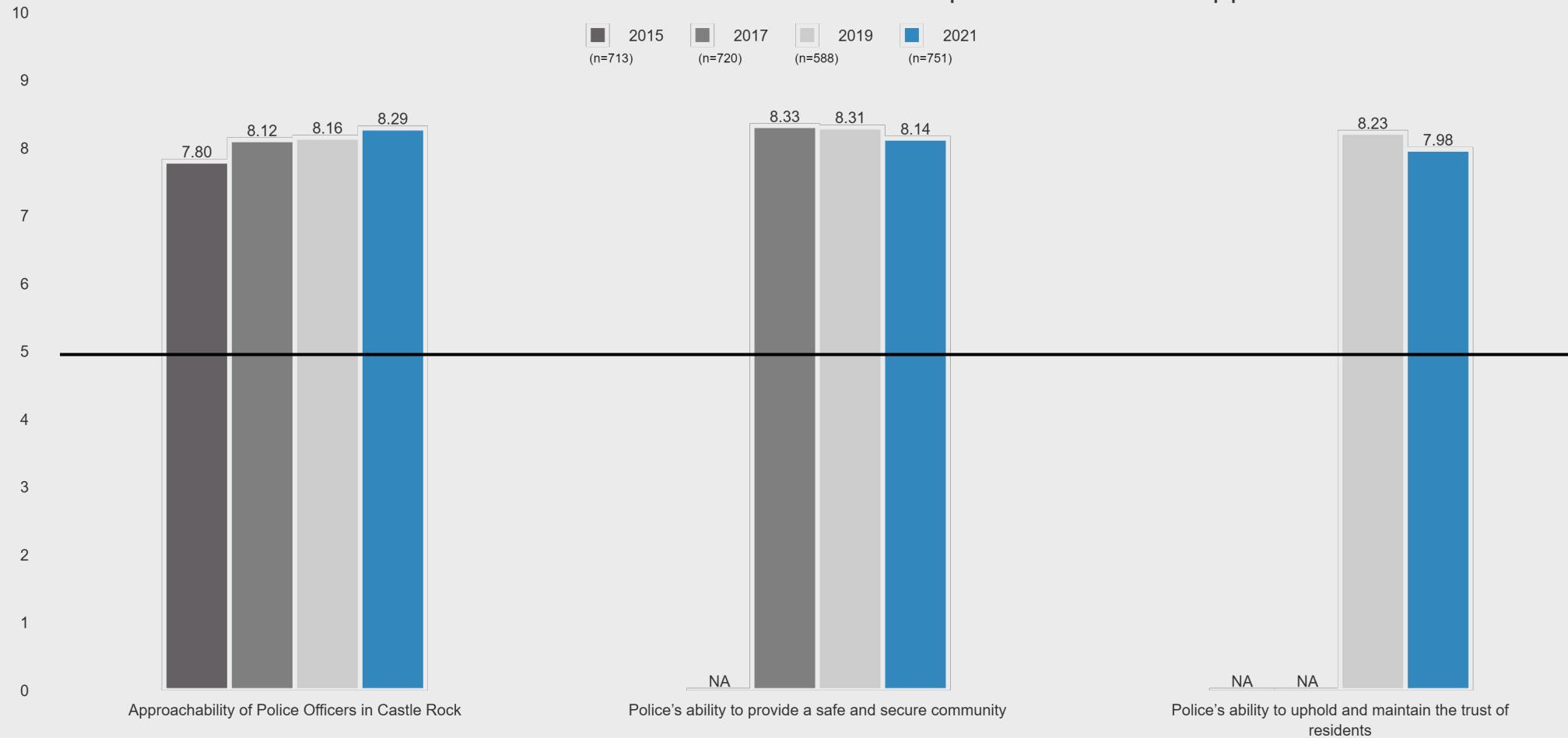
# Police Performance

All attributes of police service scored above a 7 on a 0 to 10 scale. Professionalism of the front counter staff receiving the highest scores. While still quite high, frequency of patrols and response time received the lowest ratings. Ratings for animal control have increased significantly when compared to 2019.



# Confidence and Approachability

Residents have high confidence in the police providing a safe and secure community and maintaining trust among residents. Residents also state that the Town's police officers are approachable.



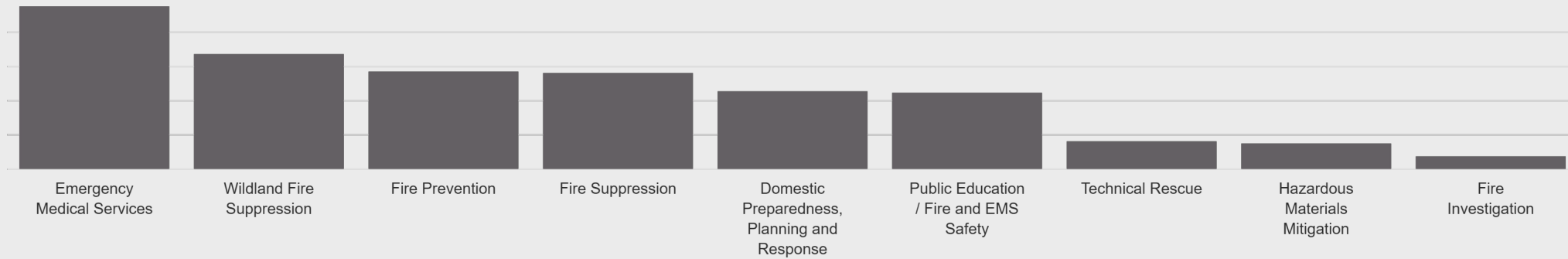
# Castle Rock Fire and Rescue



# Fire and Rescue Priorities

The 2021 survey asked residents to rank the top three priorities for the Fire and Rescue. Emergency Medical Services is the clear top priority. It was ranked among the top three priorities most often (top chart), and it was ranked first more often than the other priorities.

Frequency of being ranked one of the top 3 priorities

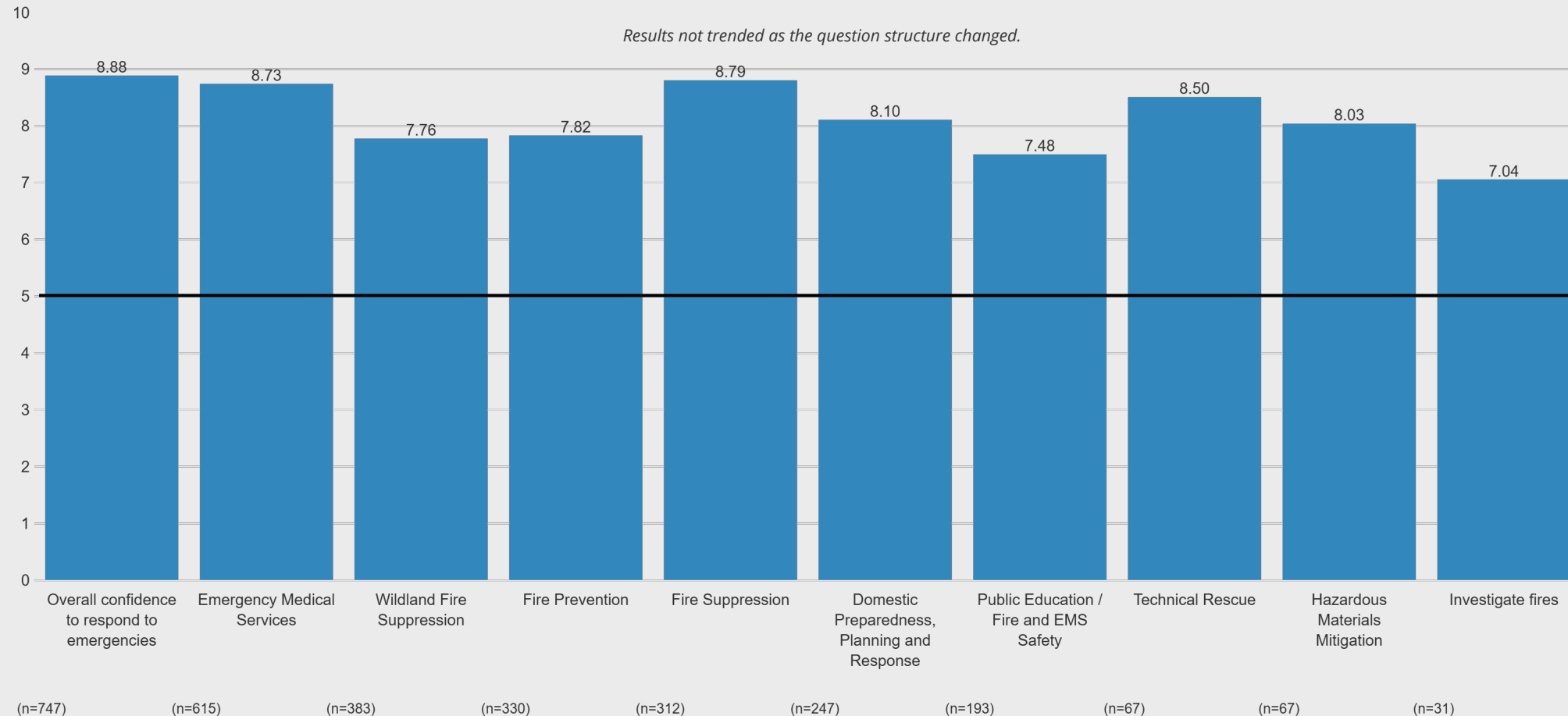


Frequency ranking for each position



# Fire and Rescue Performance

After ranking their top three priorities, residents were then asked to rate their confidence for the priorities they picked. All respondents were asked to rate their overall confidence in the Castle Rock Fire and Rescue Department to respond to emergencies.

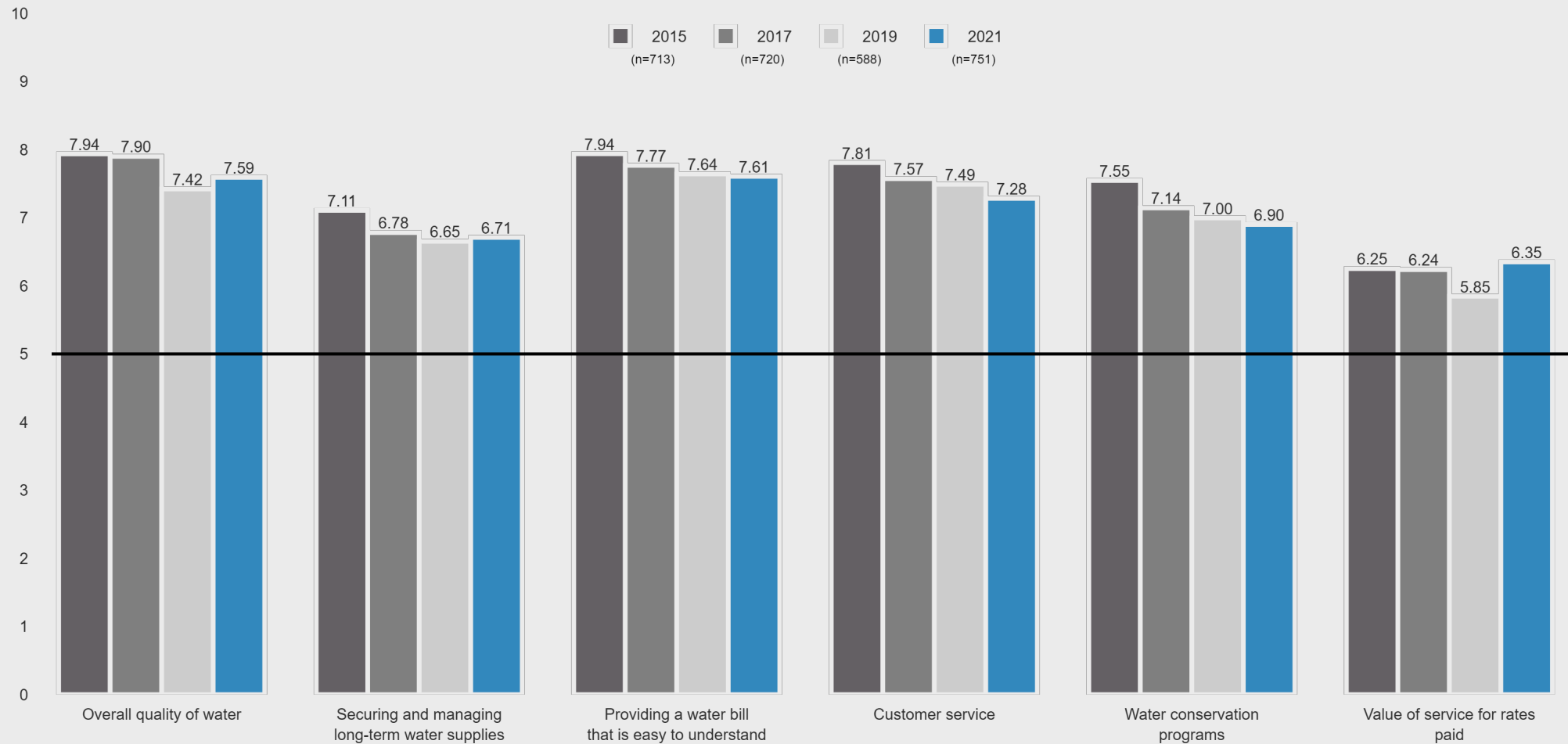


# Castle Rock Water



# Castle Rock Water Services

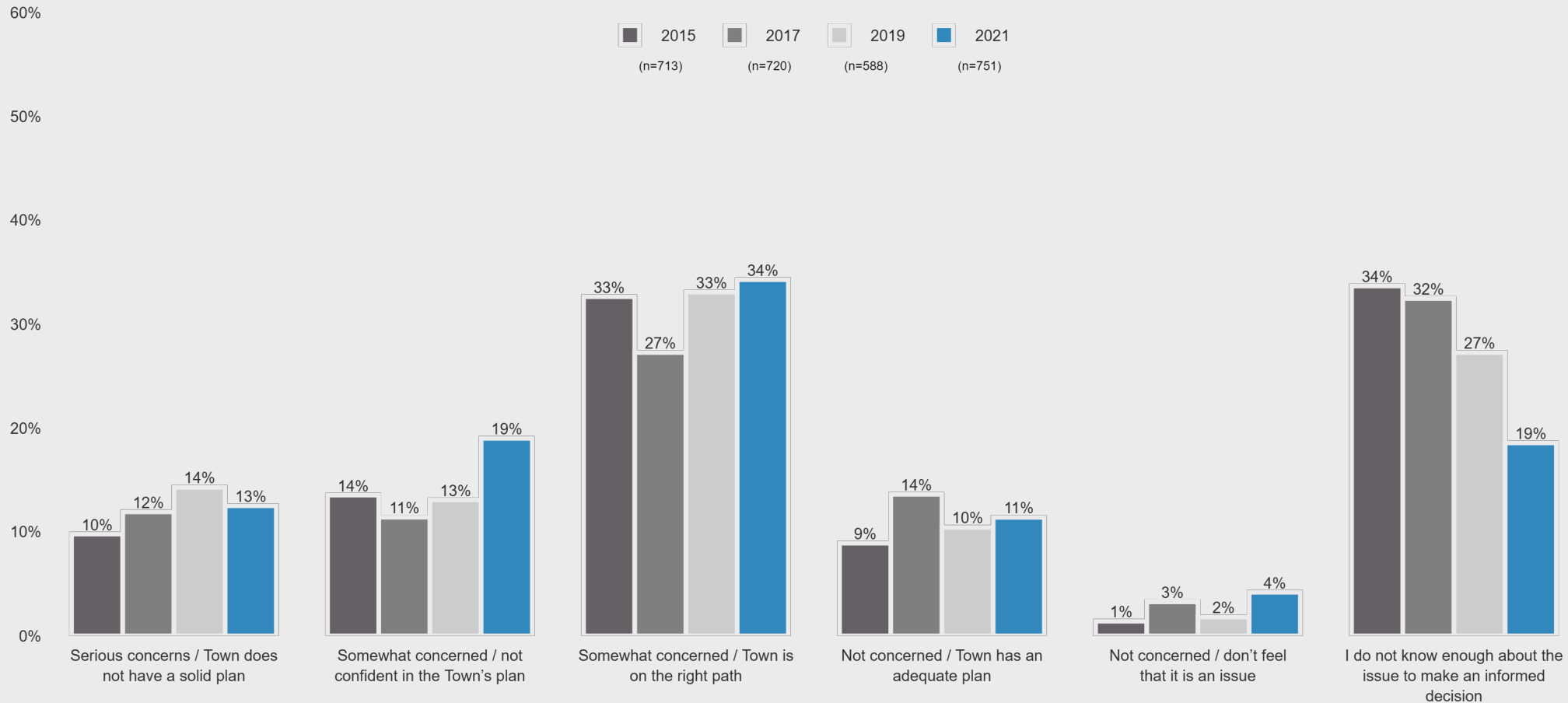
Nearly all aspects of water service are consistent with 2019. Value of service for rates paid has increased beyond the margin of error and is at the highest level recorded.





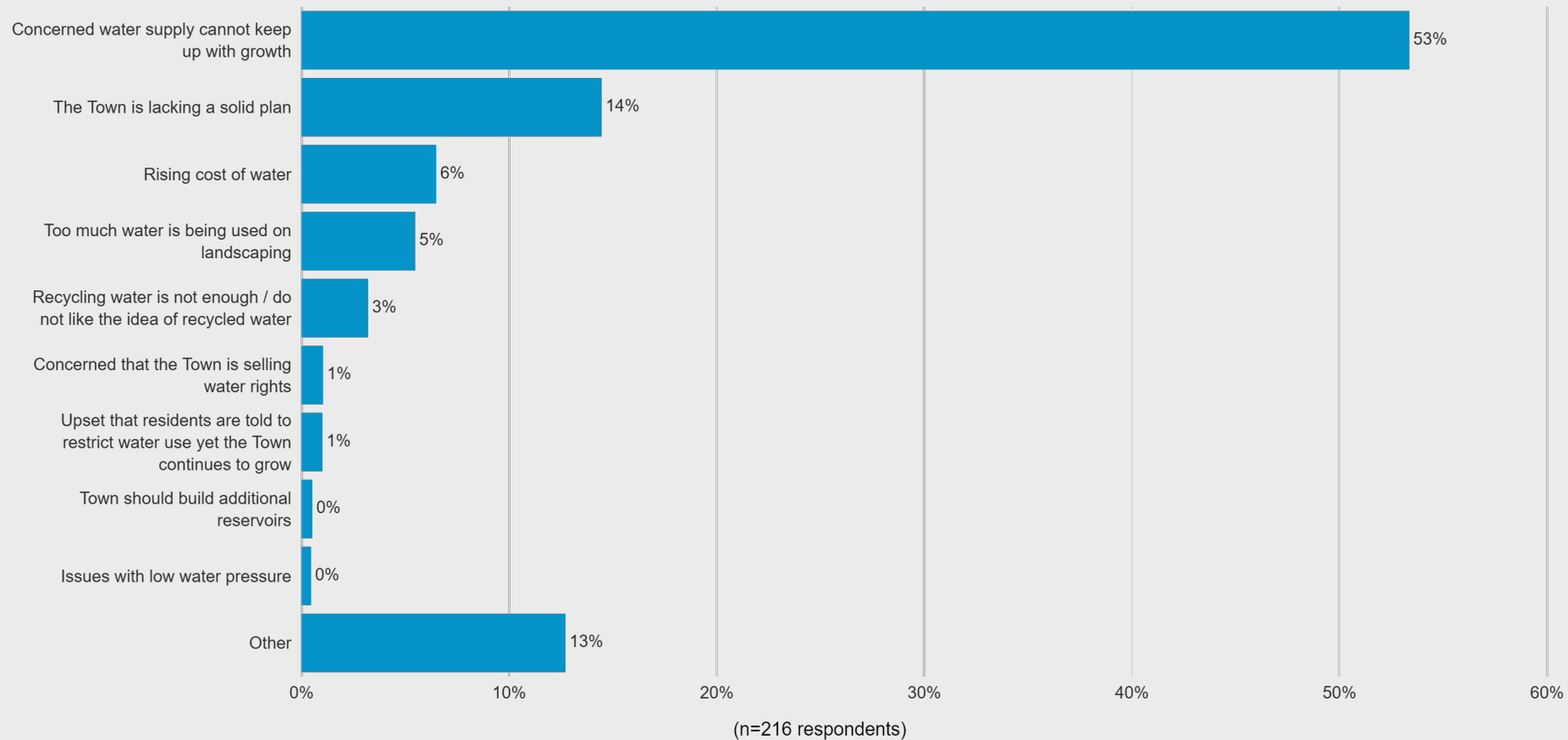
# Long-Term Water Issues

Residents are becoming increasingly informed about long-term water issues. Some residents are also more concerned. There is a statistically significant increase in the percent of residents who are somewhat concerned and not confident the Town is on the right path.



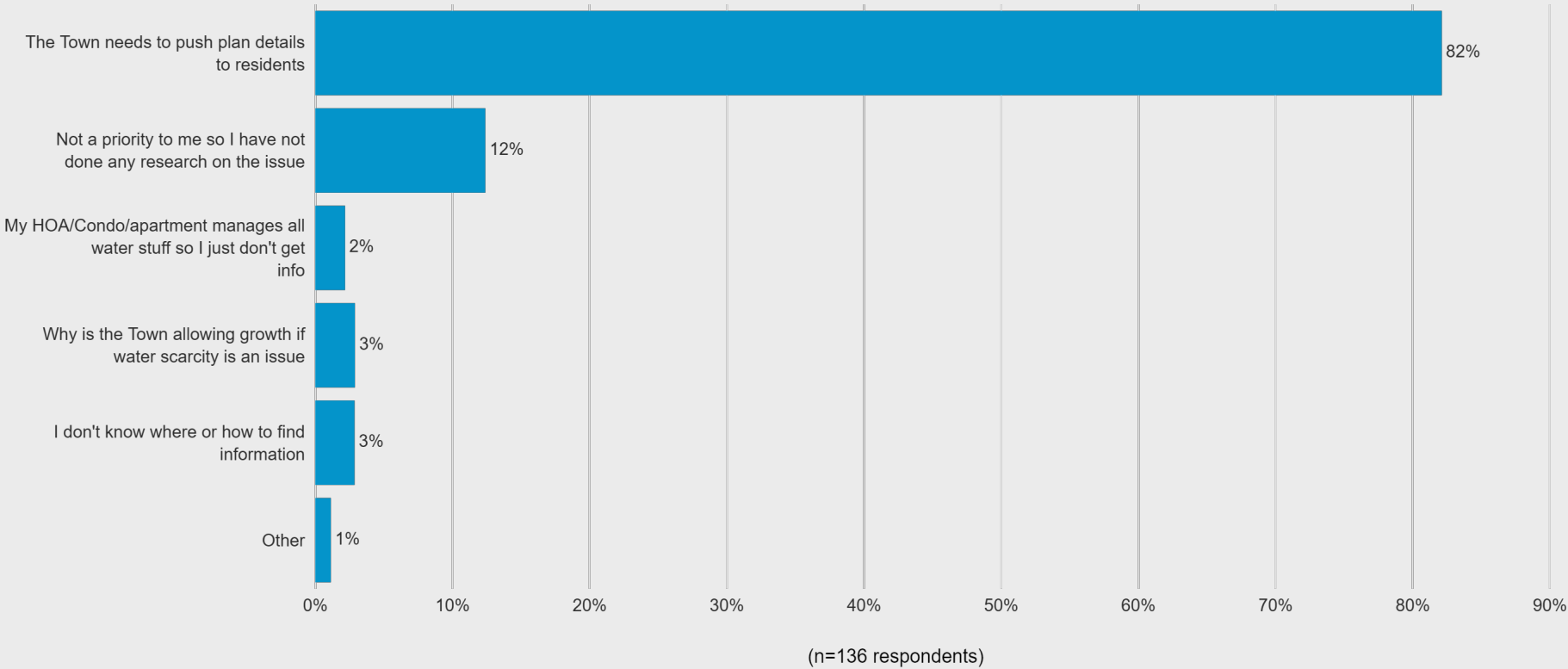
# Specific Water Concerns

Overall, 32% of Castle Rock residents have concerns about long-term water and lack confidence in the Town's plan to address the issue. These individuals were asked to detail the specific concerns they had. The open ended responses were coded into the following categories. Full open end responses are located in the appendix.



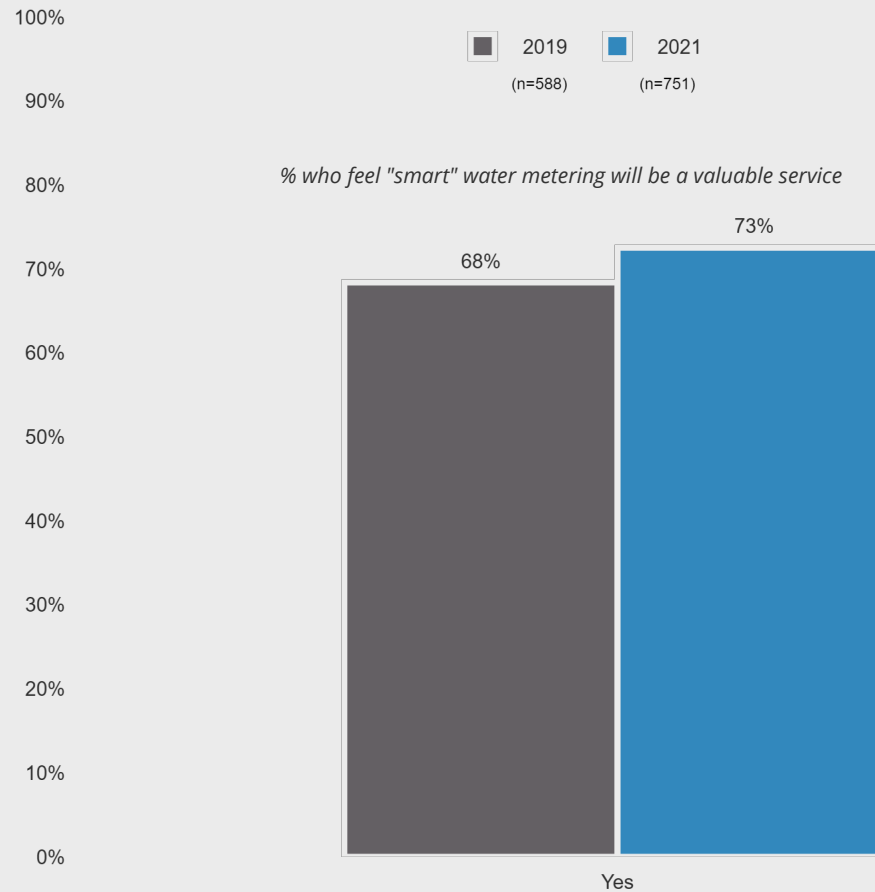
# Information Useful About Water

19% of residents say they do not know enough about long-term water to make an informed decision. These residents were asked what information would be useful in helping them to understand the Town's long-term water plan. The clear majority stated that the Town needs to push out plan details. The next most mentioned response was that water is not a priority and they have not done any research into it.



# Smart Metering

Residents were told that "smart" water metering will allow them to monitor water usage in near-real time and then asked if they believed it is a valuable service.



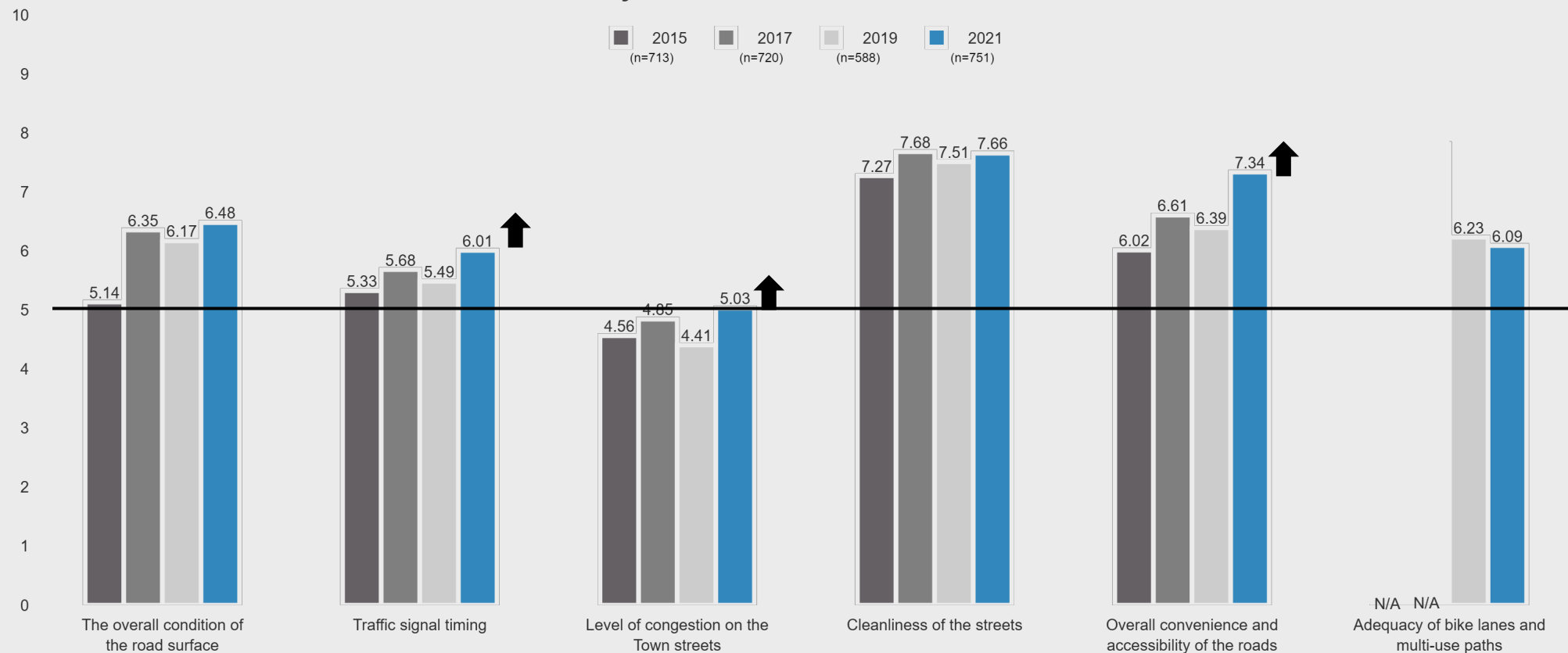
# Castle Rock Public Works



# Public Works Performance

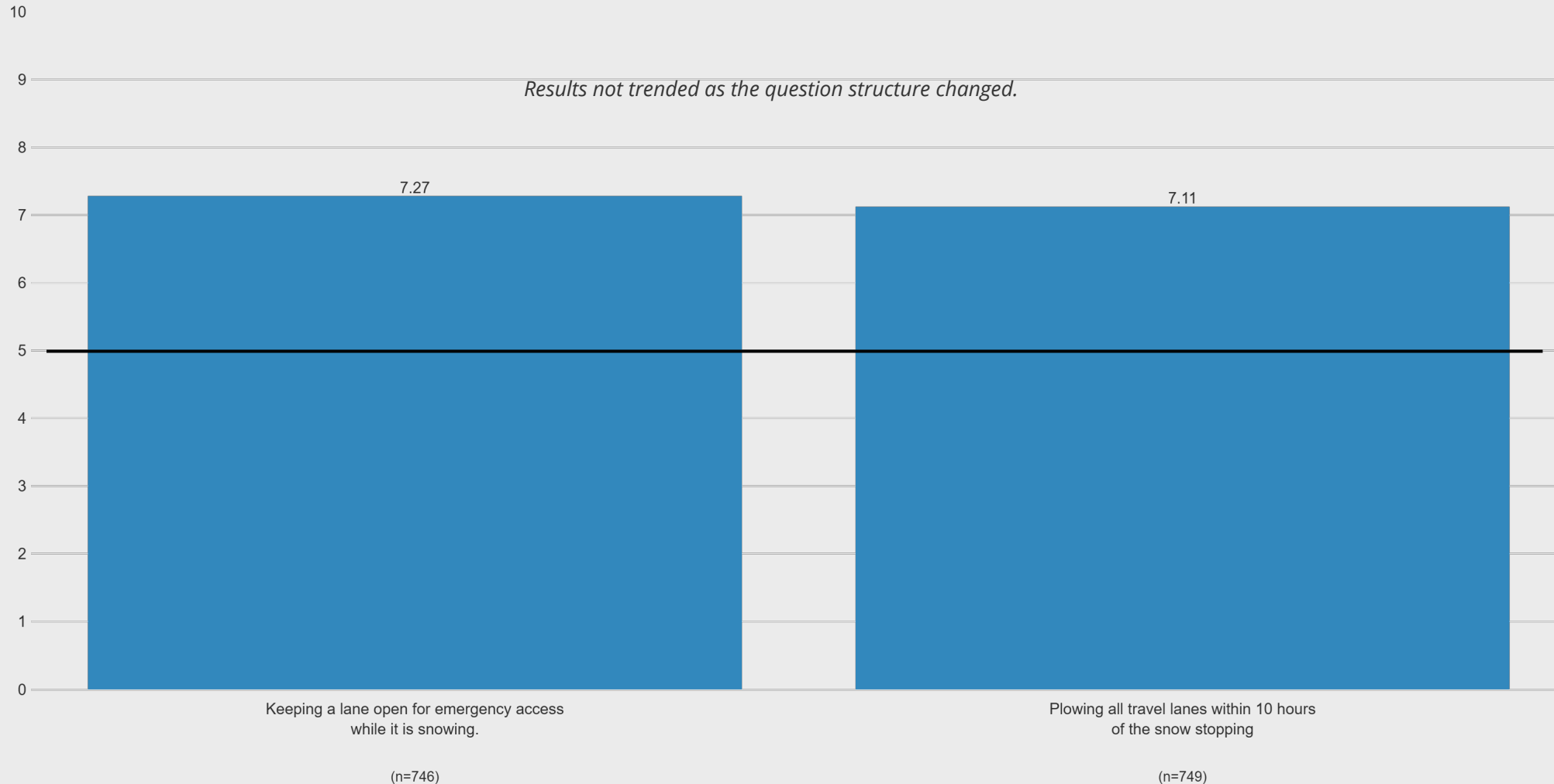
Public Works has improved compared to 2019, with significant increases seen in three attributes:

- Traffic signal timing
- The level of congestion on the streets, and
- The overall convenience and accessibility of the roads.



# Plowing the Streets

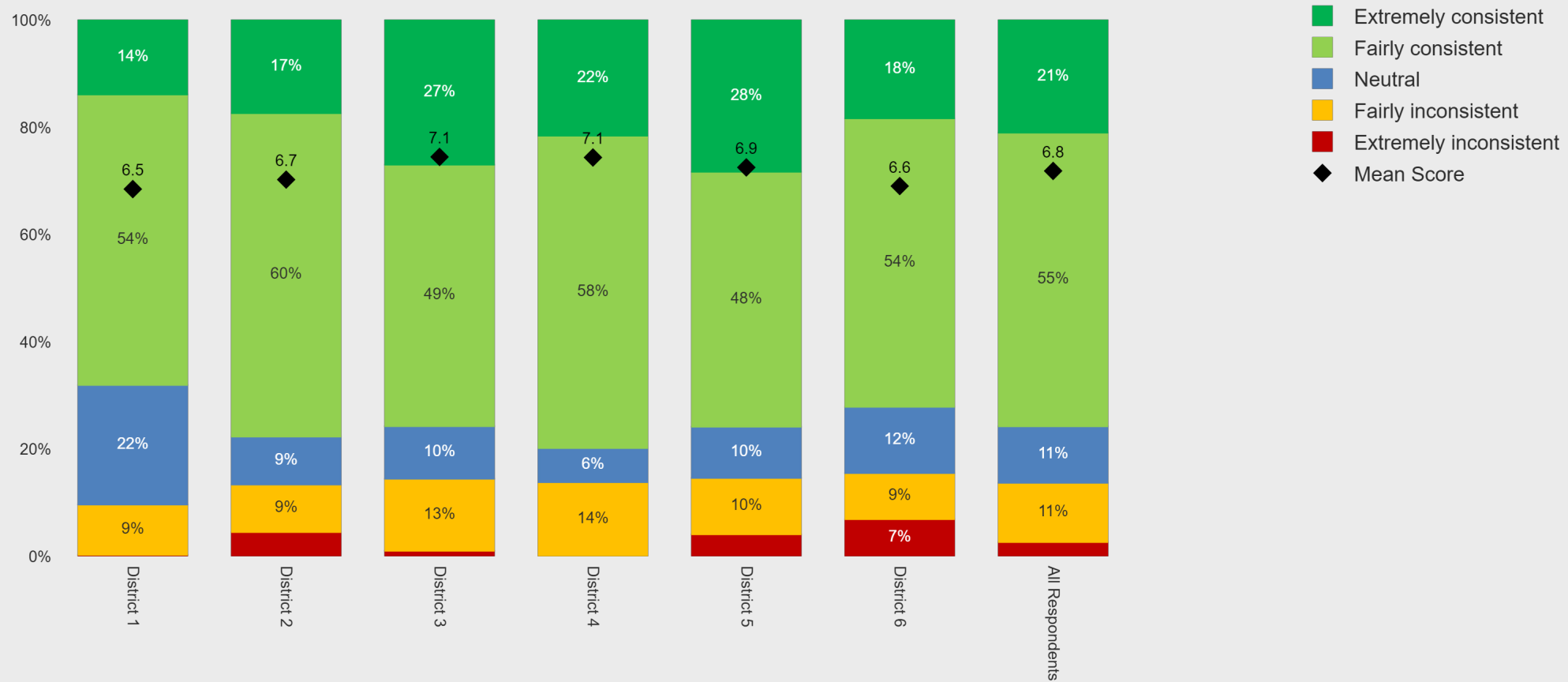
Overall, residents believe that the Town does a good job plowing the streets during and after snow storms.



# Travel Time

Overall, residents state that travel time is fairly consistent throughout the Town. There is one area where opinions differ by demographics. 20+ year residents believe travel times are more inconsistent than newer residents.

*Results not trended as the question structure changed.*





# Parks, Trails and Open Spaces



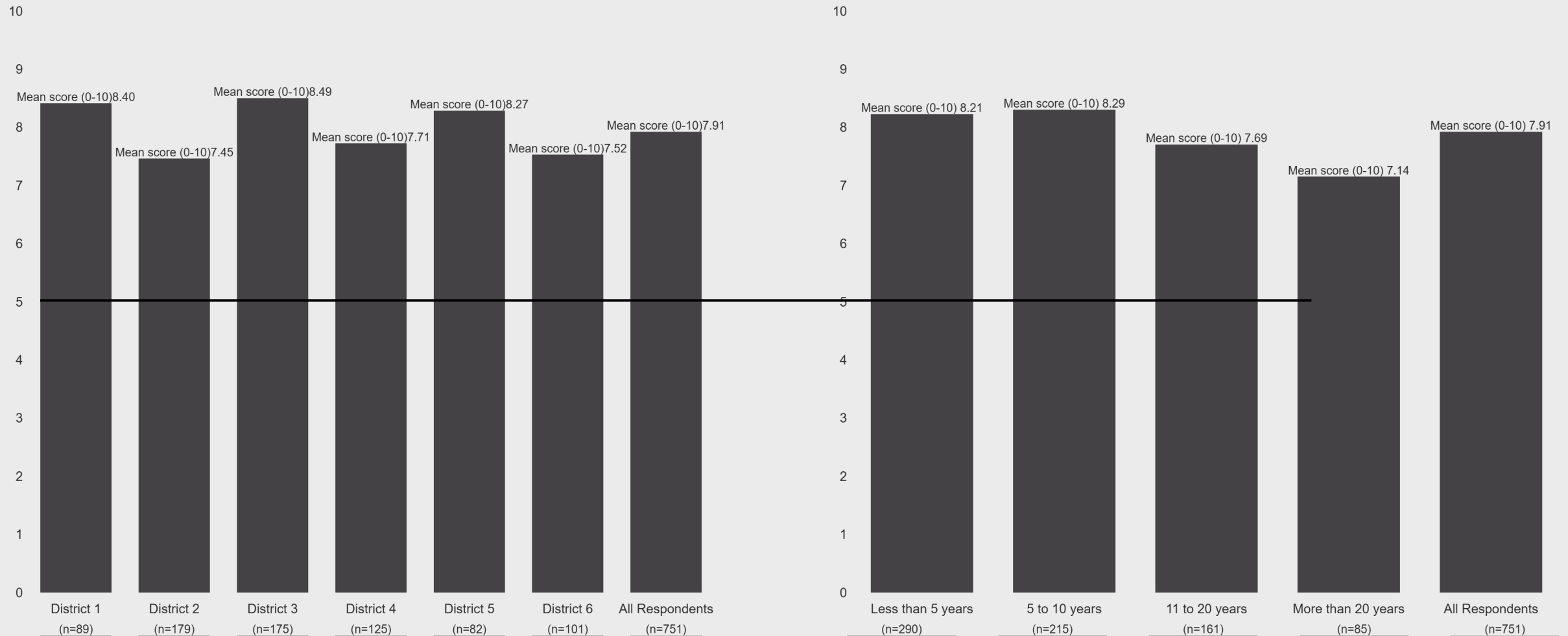
# "Walkable" Parks

Residents continue to believe the Town is doing a good job providing parks within half a mile of their household.



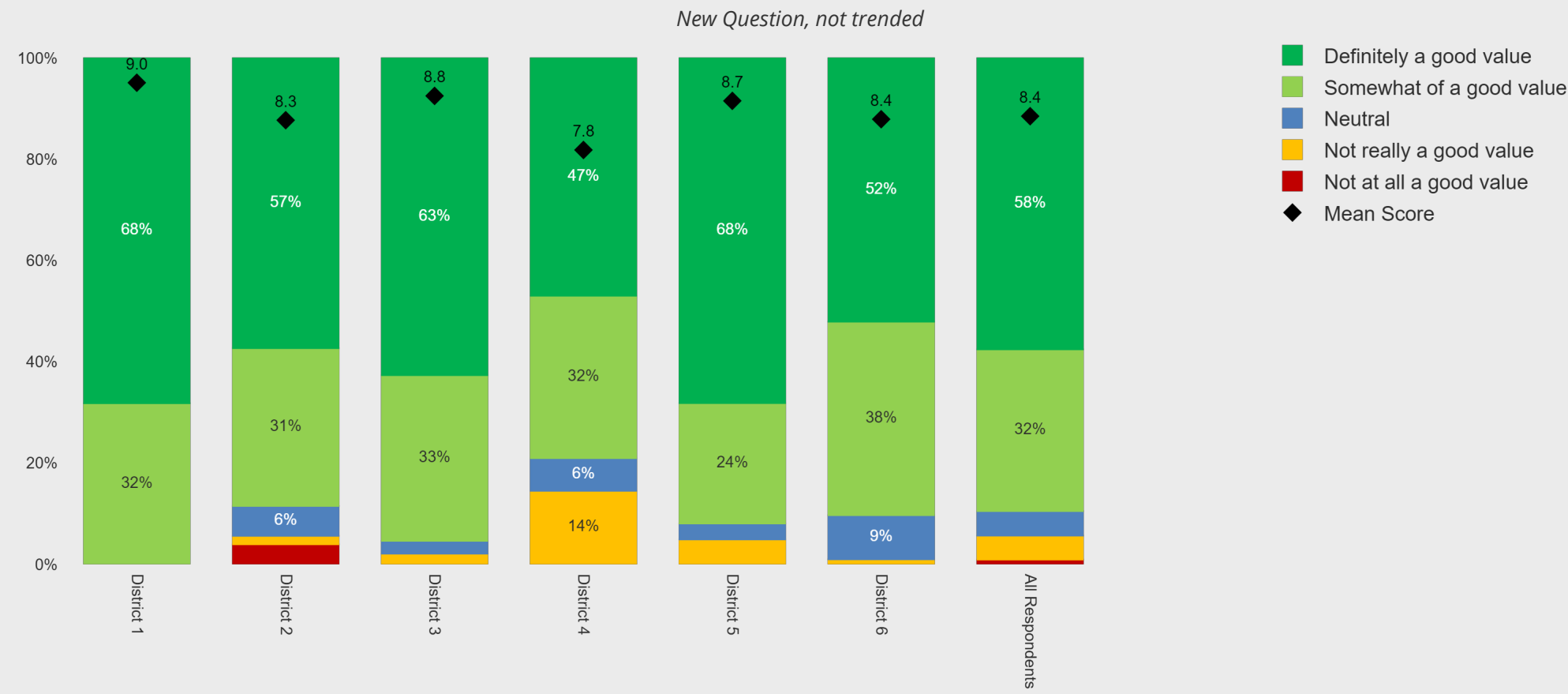
# "Walkable" Parks Comparisons

Those who live in Districts 1 and 3 give significantly higher ratings regarding "walkable" parks than those in Districts 2, 4, and 6.  
Conversely, long-term residents (20+ years) give lower ratings than newer residents, particularly 5-10 year residents.



# Value of Access to Parks and Trails

Overall, residents believe that the access they have to parks and trails is a good value to them. Ratings for receiving value for access are highest among residents in districts 1 and 3. The difference is significant when compared to residents in District 4.

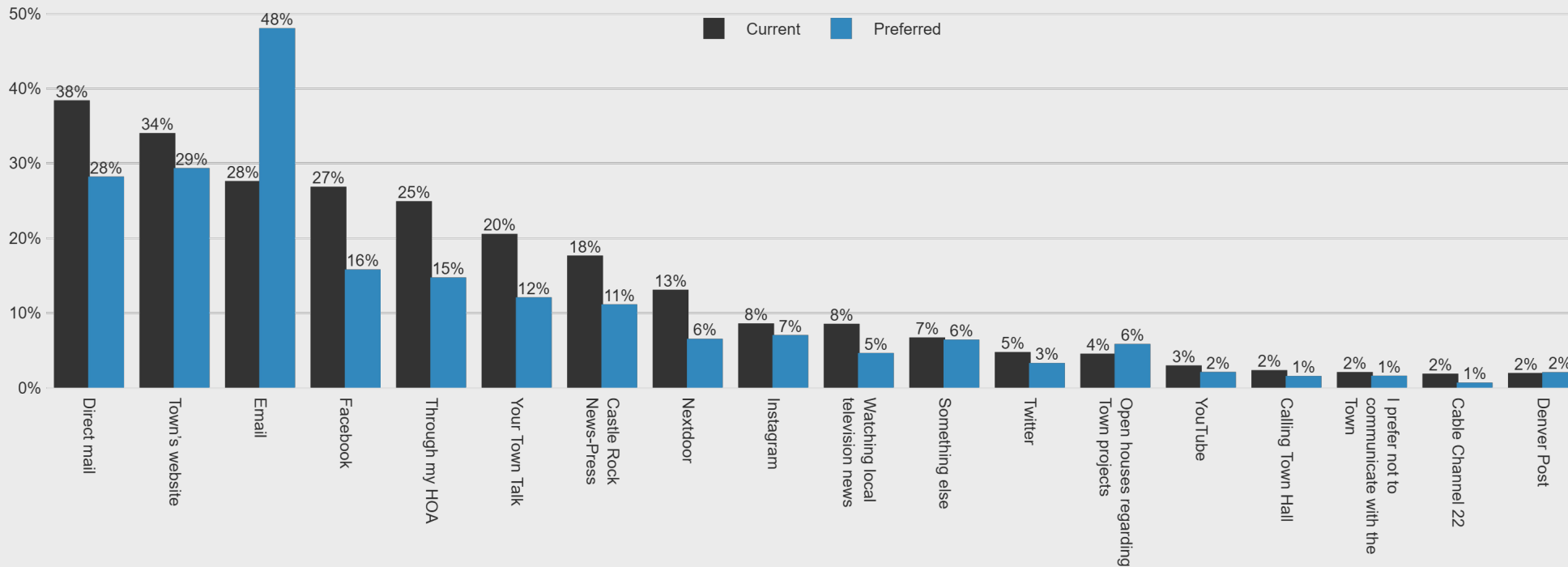


# Communications and Media



# Current vs. Preferred Methods

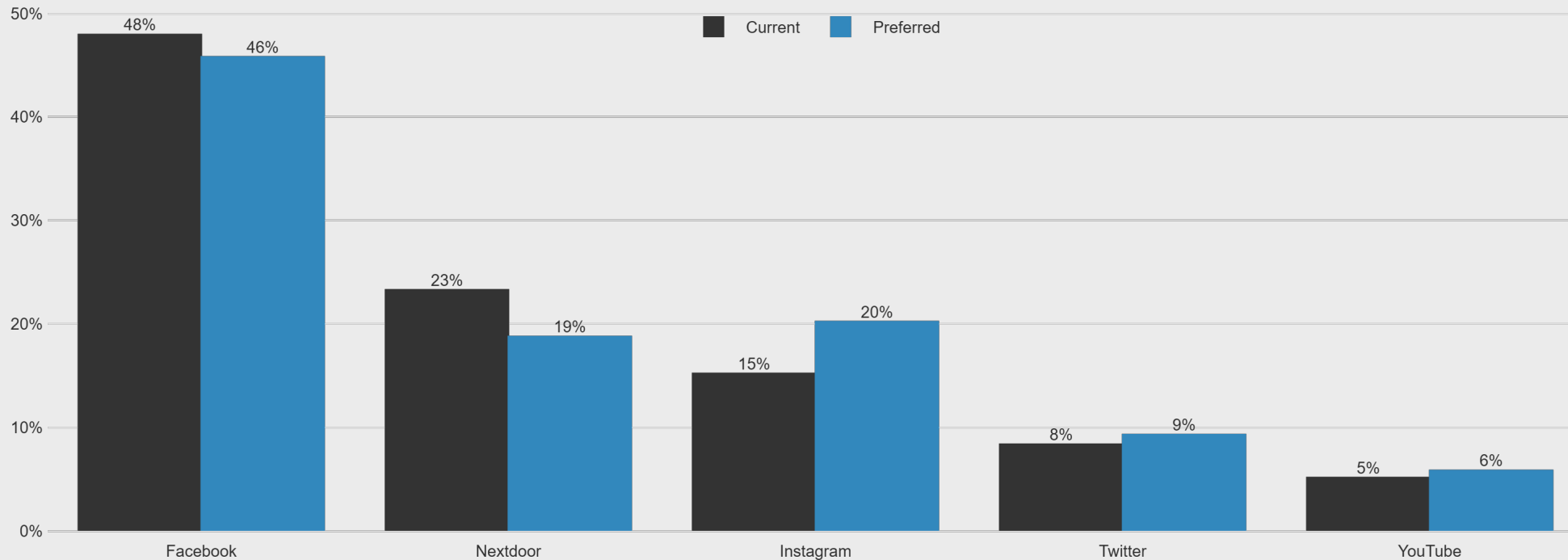
Nearly half of residents would prefer to receive information about the Town via email from the Town. Otherwise, residents are generally getting information how they prefer to get it.



# Social Media

Currently, 32% of respondents get information from social media sources, while 22% prefer social media.

Among those who use or prefer social media, Facebook is both most used and most preferred. While Nextdoor is used more than Instagram, the latter has equal preference.

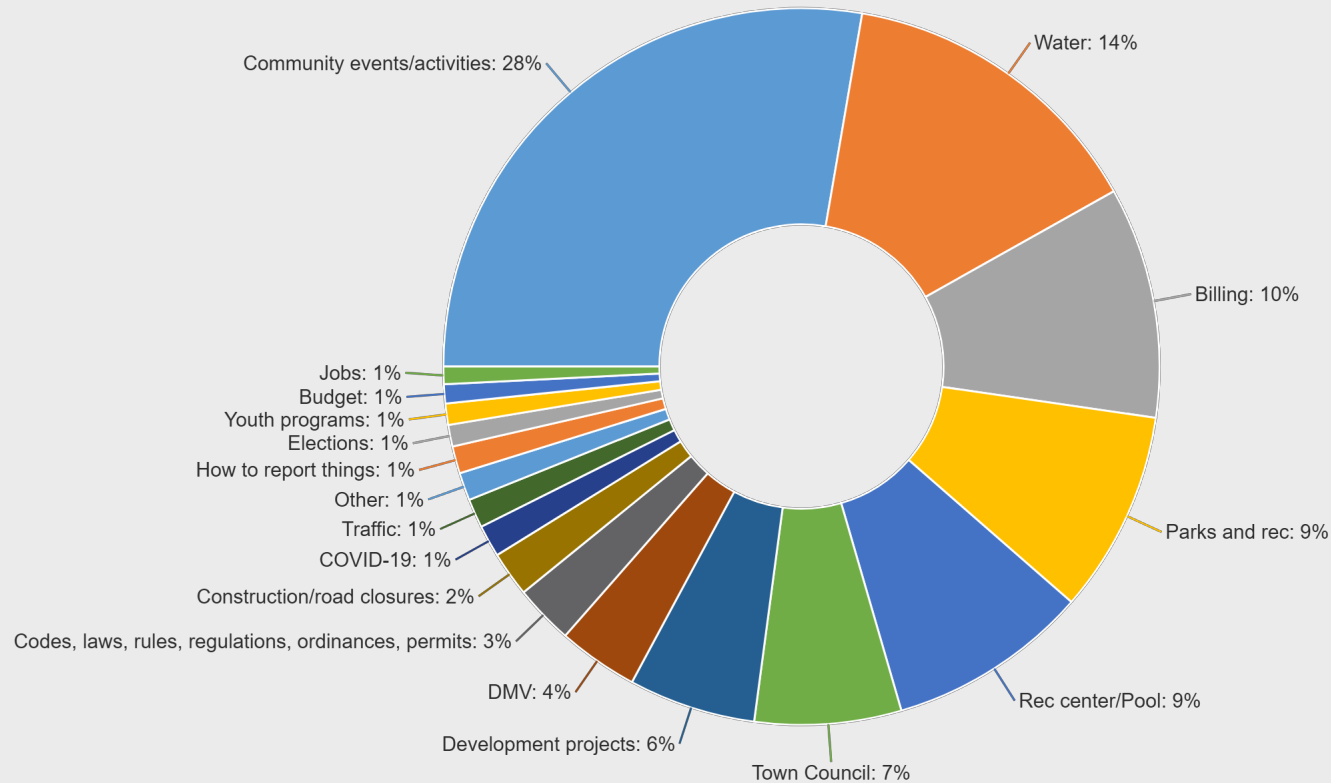


# Website Information

80% of respondents have accessed the Town's website in the past two years.

Among those, 24% stated they were just browsing and not looking for any specific information.

Those who gave a specific reason mentioned community events, water, and billing most often.





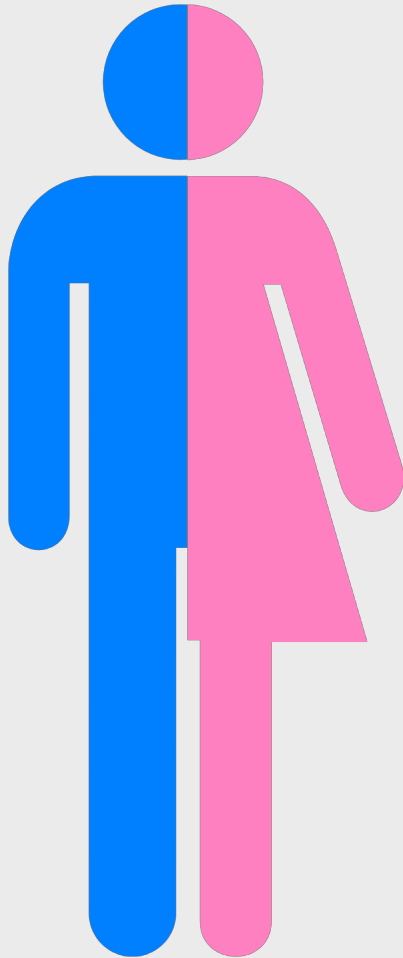
# Demographics



# Gender, Age

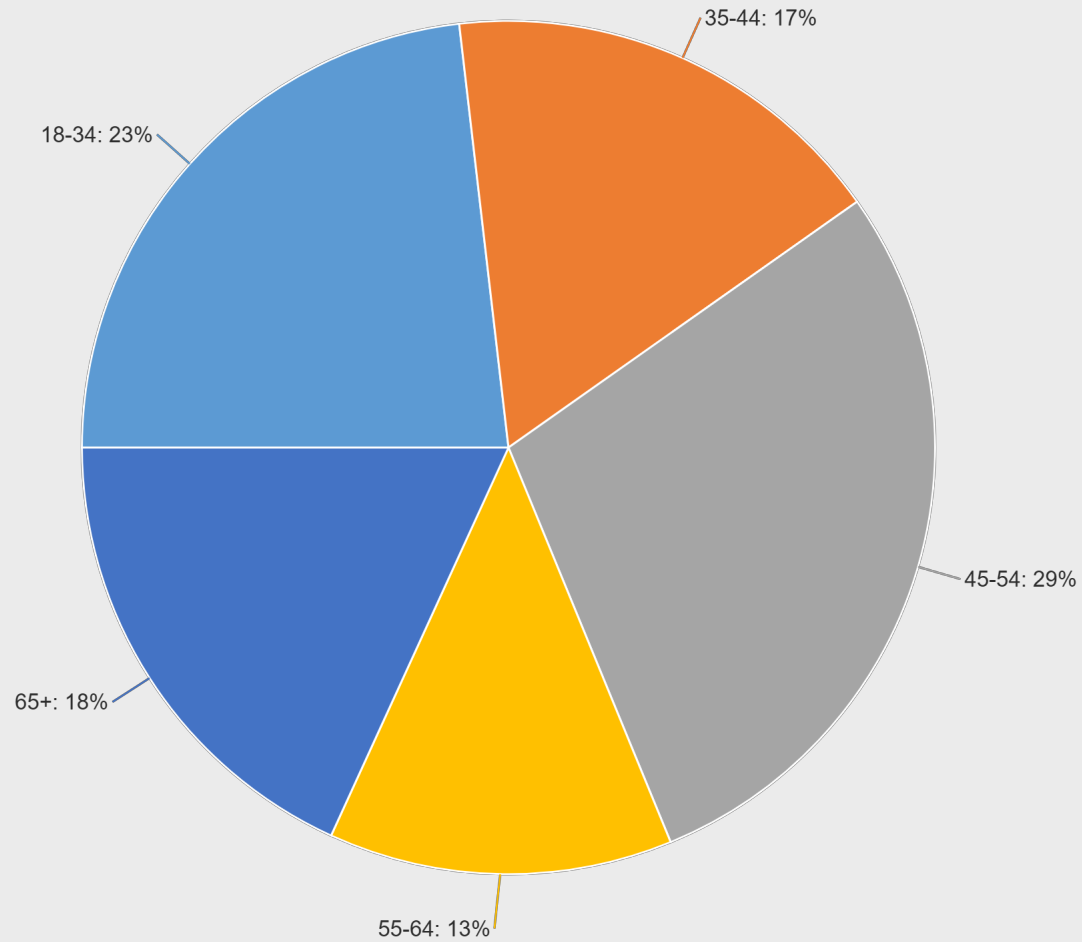
Gender of Survey Respondents

51%  
Male



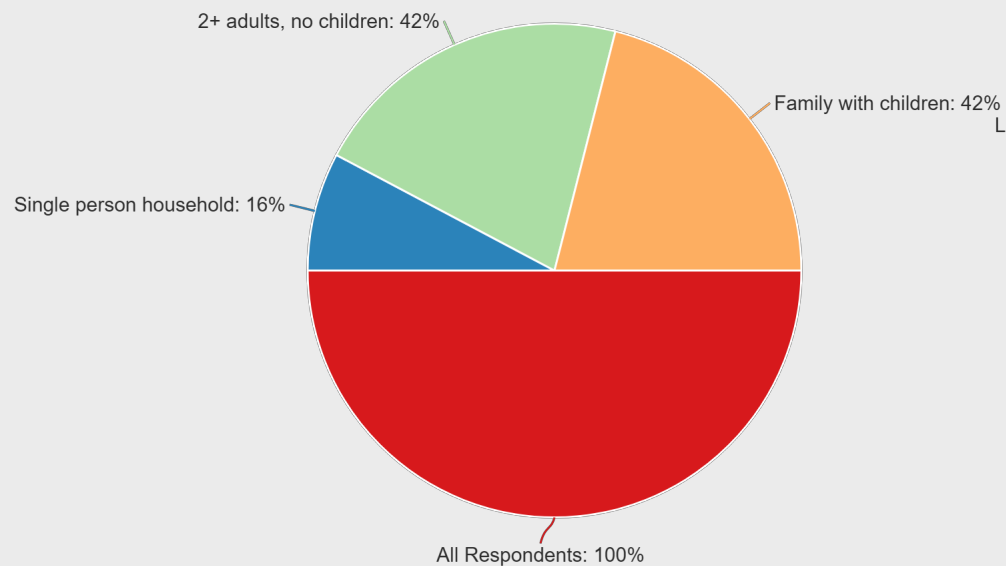
49%  
Female

Age of Survey Respondents

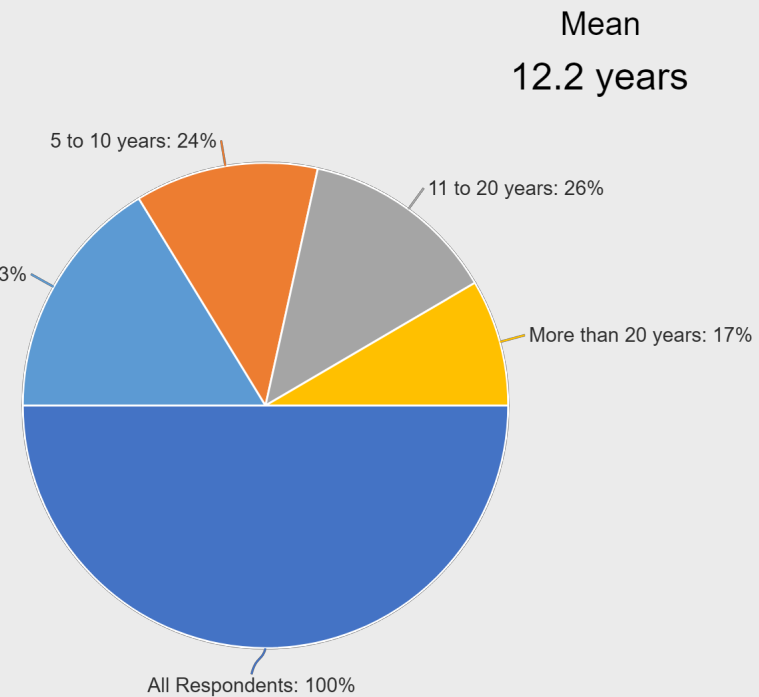


# Household Characteristics

Household Composition

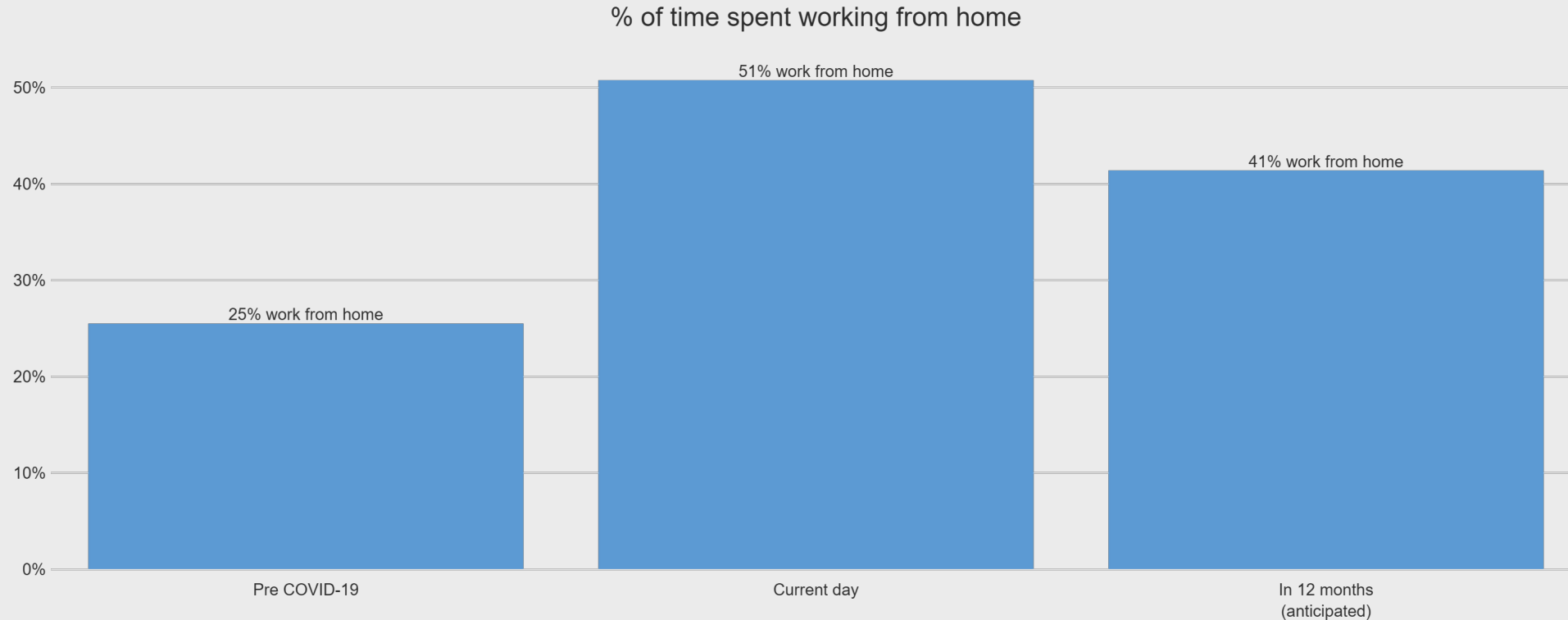


Years Lived in Castle Rock



# Work from Home

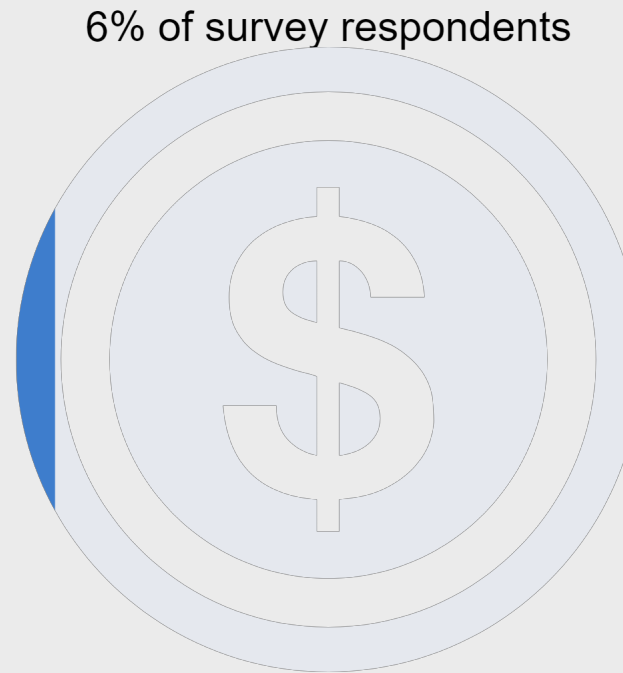
The 2021 survey asked residents about their work from home habits prior to the start of the COVID-19 pandemic, currently, then followed by how often they anticipate working from home 12 months from now.



# Voting and Business Ownership



96% of respondents are registered to vote



state they own a business licensed in Castle Rock

# Sampled Demographics vs. Population

	Town Demographics	2021 Resident Survey (unweighted)	2021 Resident Survey (weighted)
<b>Males 18+</b>	50	47	50%
<b>Males 18 - 34</b>	12	6	12%
<b>Males 35 - 54</b>	22	25	23%
<b>Males 55+</b>	15	16	15%
<b>Females 18+</b>	50	53	50%
<b>Females 18 - 34</b>	11	8	12%
<b>Females 35 - 54</b>	21	24	22%
<b>Females 55+</b>	16	21	16%
<b>Race</b>			
<b>White alone (non-Hisp)</b>	91	89	89%
<b>Black or African American</b>	1	2	1%
<b>American Indian and Alaska Native</b>	1	2	1%
<b>Asian</b>	2	2	1%
<b>Native Hawaiian and Other Pacific Islander</b>	0	0	1%
<b>Some other race</b>	5	5	6%
<b>Living Status</b>			
<b>Own</b>	78	88	86%
<b>Rent</b>	22	12	14%
<b>HH Composition</b>			
<b>Households with Children</b>		42	42%
<b>Households without Children</b>		58	58%