

# 2005 Town of Basalt Community Survey



July 2005  
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Northwest Colorado Council of Governments

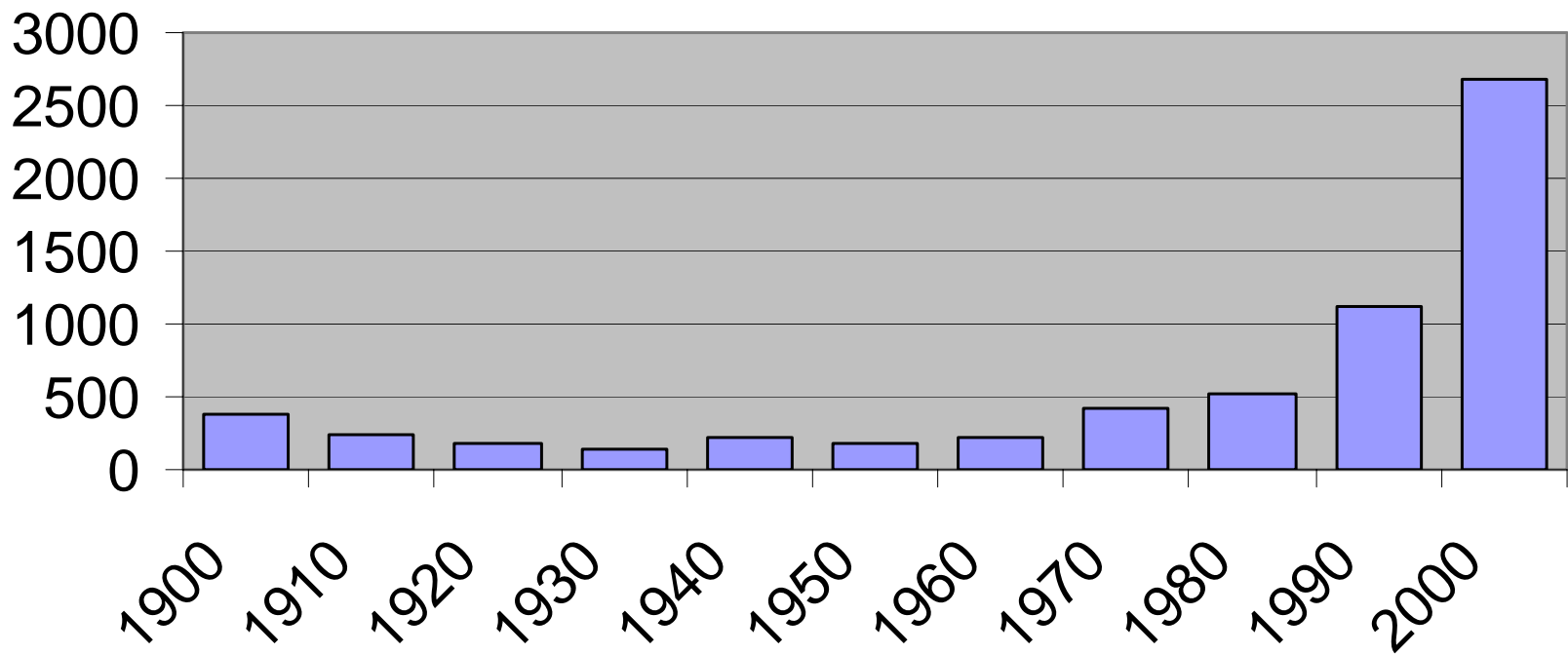
## Agenda

- General demographic information about the Town of Basalt
- Purpose and methodology of 2005 survey
- Review 2005 survey results
- Comparative results & Conclusions



# Basalt Population Growth

## Town of Basalt



Source: Colorado Demography Section

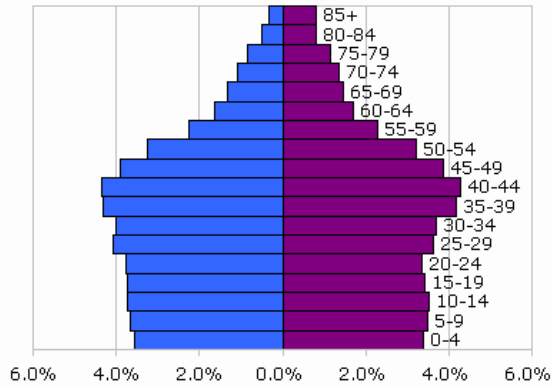
# General Demographics Population

	1990	2000	%	2003	%
<b>Town of Basalt</b>	<b>1,128</b>	<b>2,705</b>	<b>139.8%</b>	<b>2,989</b>	<b>10.5%</b>
<b>Eagle County</b>	<b>21,928</b>	<b>42,986</b>	<b>96.0%</b>	<b>46,927</b>	<b>9.2%</b>
<b>Pitkin County</b>	<b>12,661</b>	<b>15,842</b>	<b>25.1%</b>	<b>16,421</b>	<b>3.7%</b>

*Source: 1990 and 2000 Census; Colorado Demography Section \*Adjusted 2000*

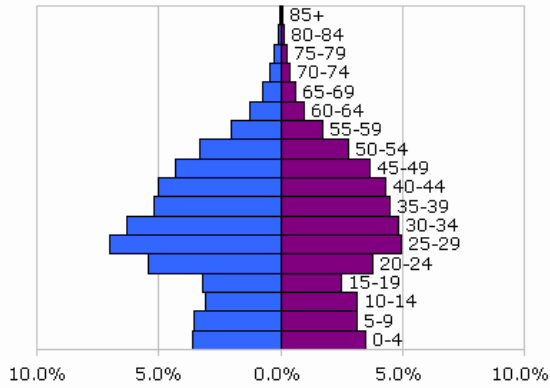
# Colorado

Age Distribution, 2000



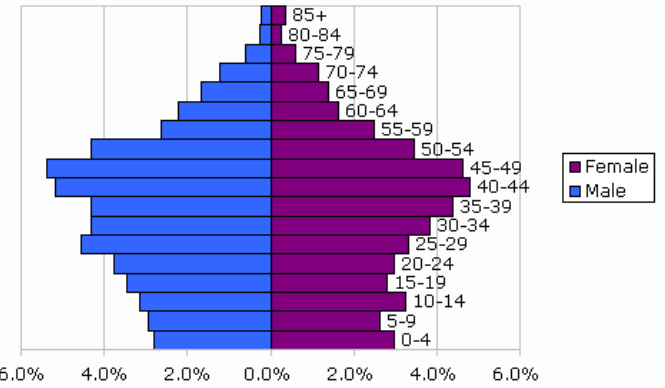
# Eagle County

Age Distribution, 2000



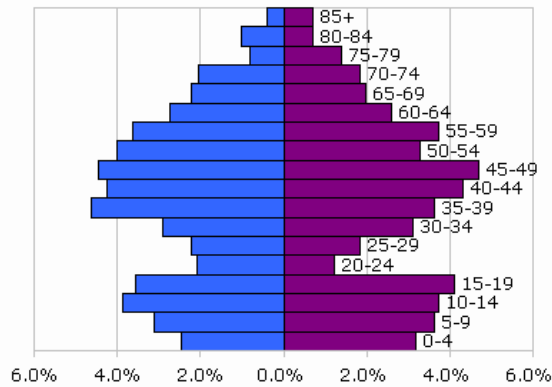
# Grand County

Age Distribution, 2000



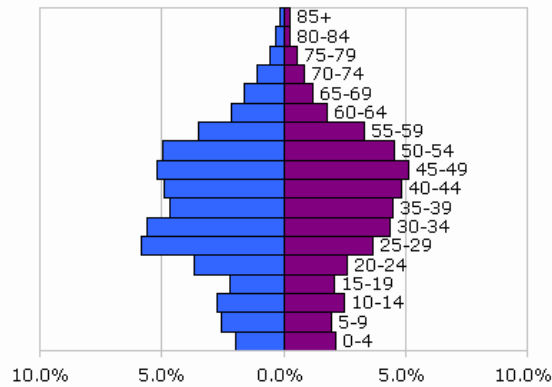
# Jackson County

Age Distribution, 2000



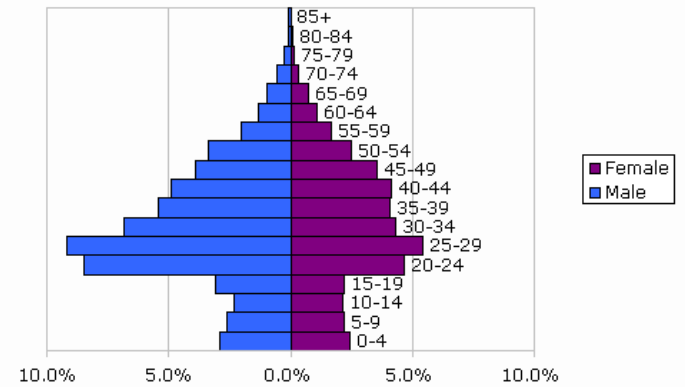
# Pitkin County

Age Distribution, 2000

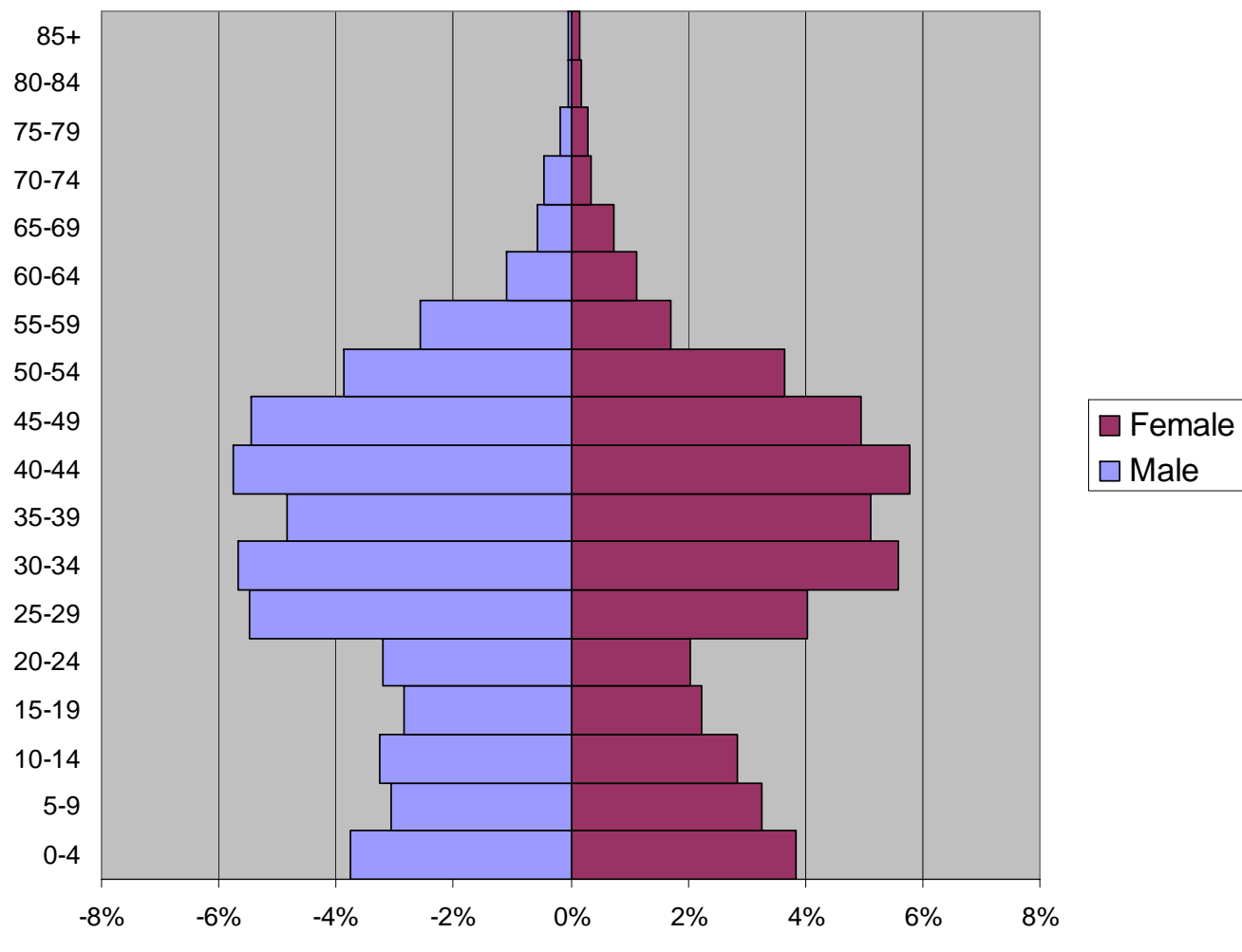


# Summit County

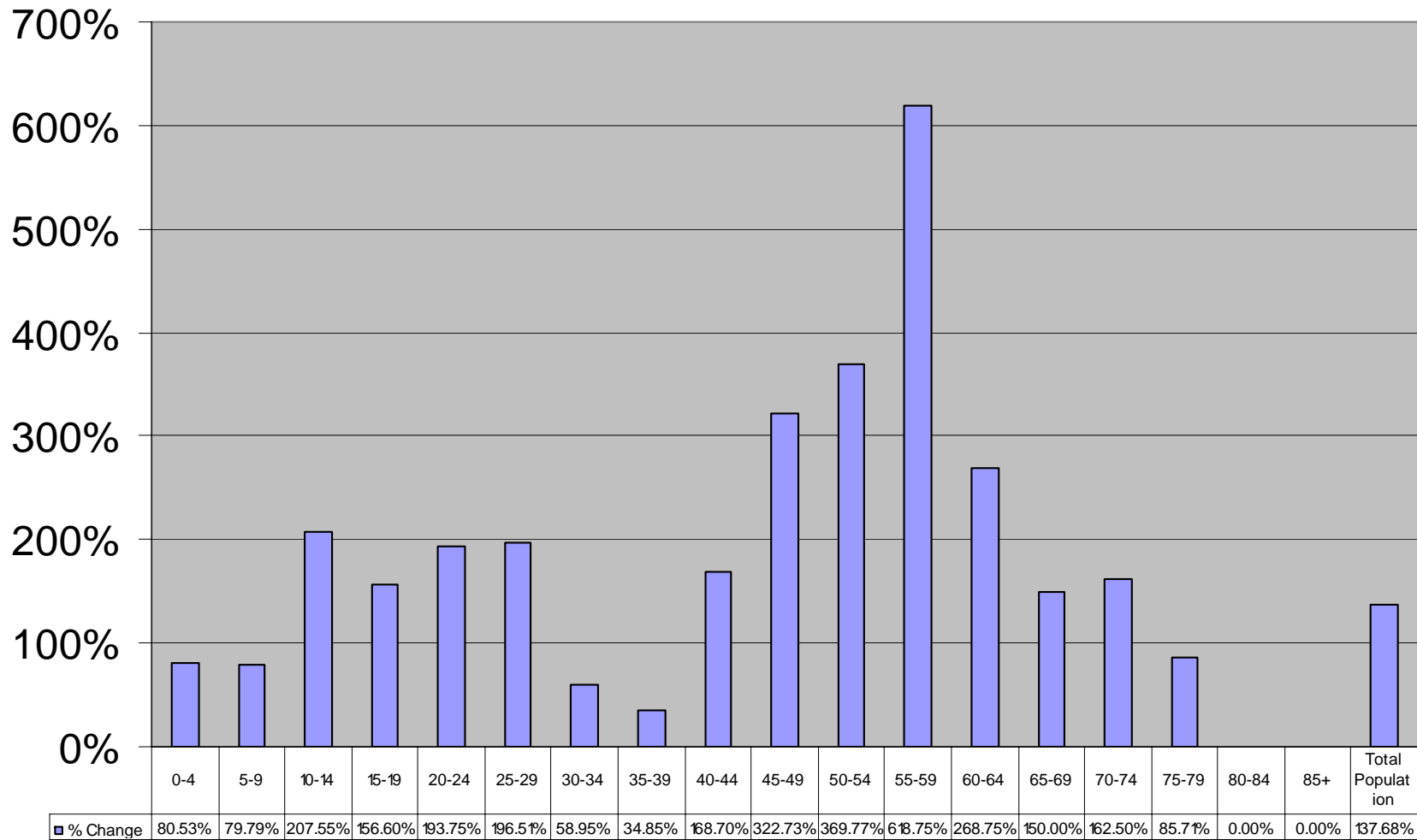
Age Distribution, 2000



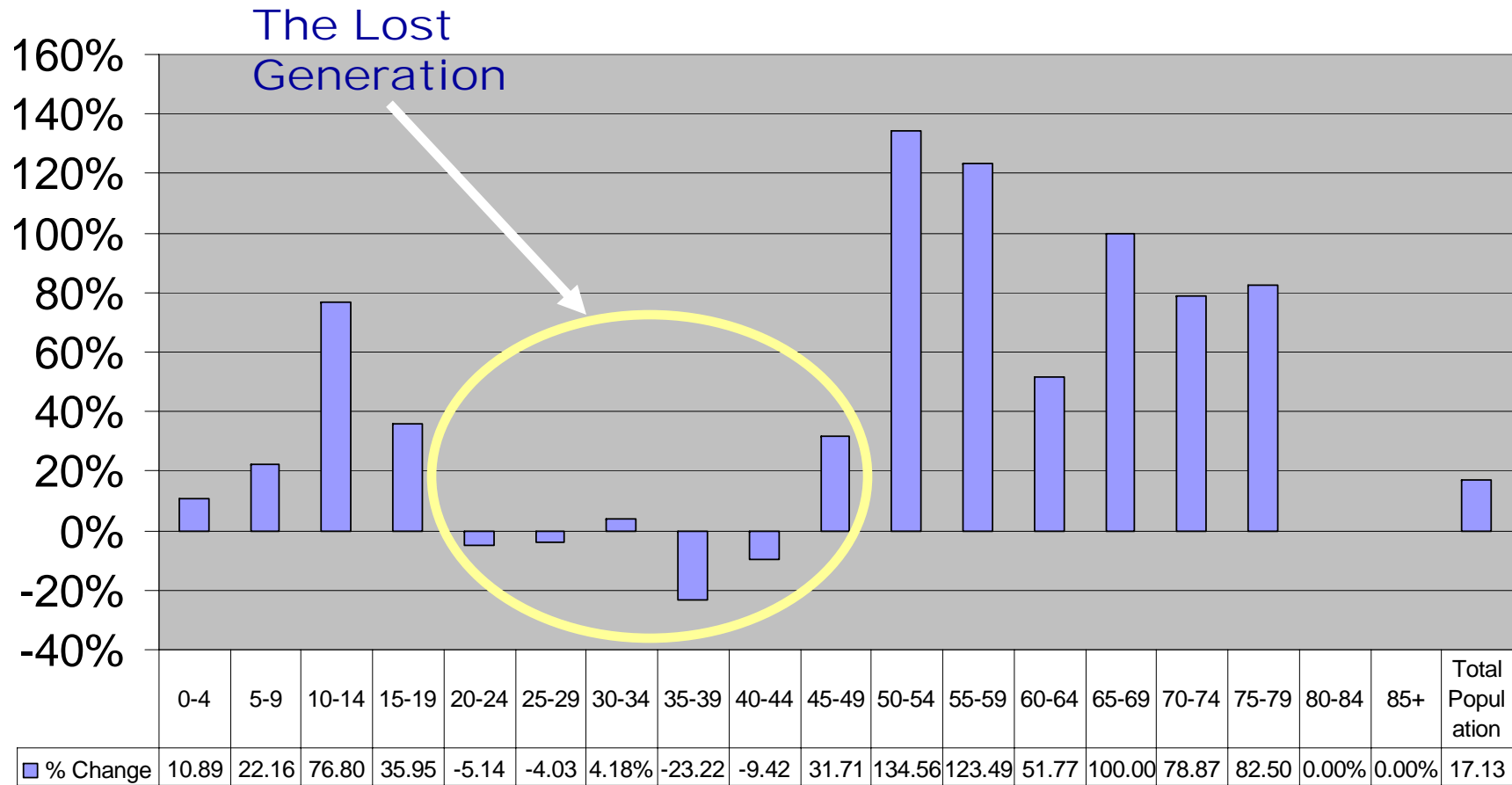
## 2000 Age Pyramid Town of Basalt



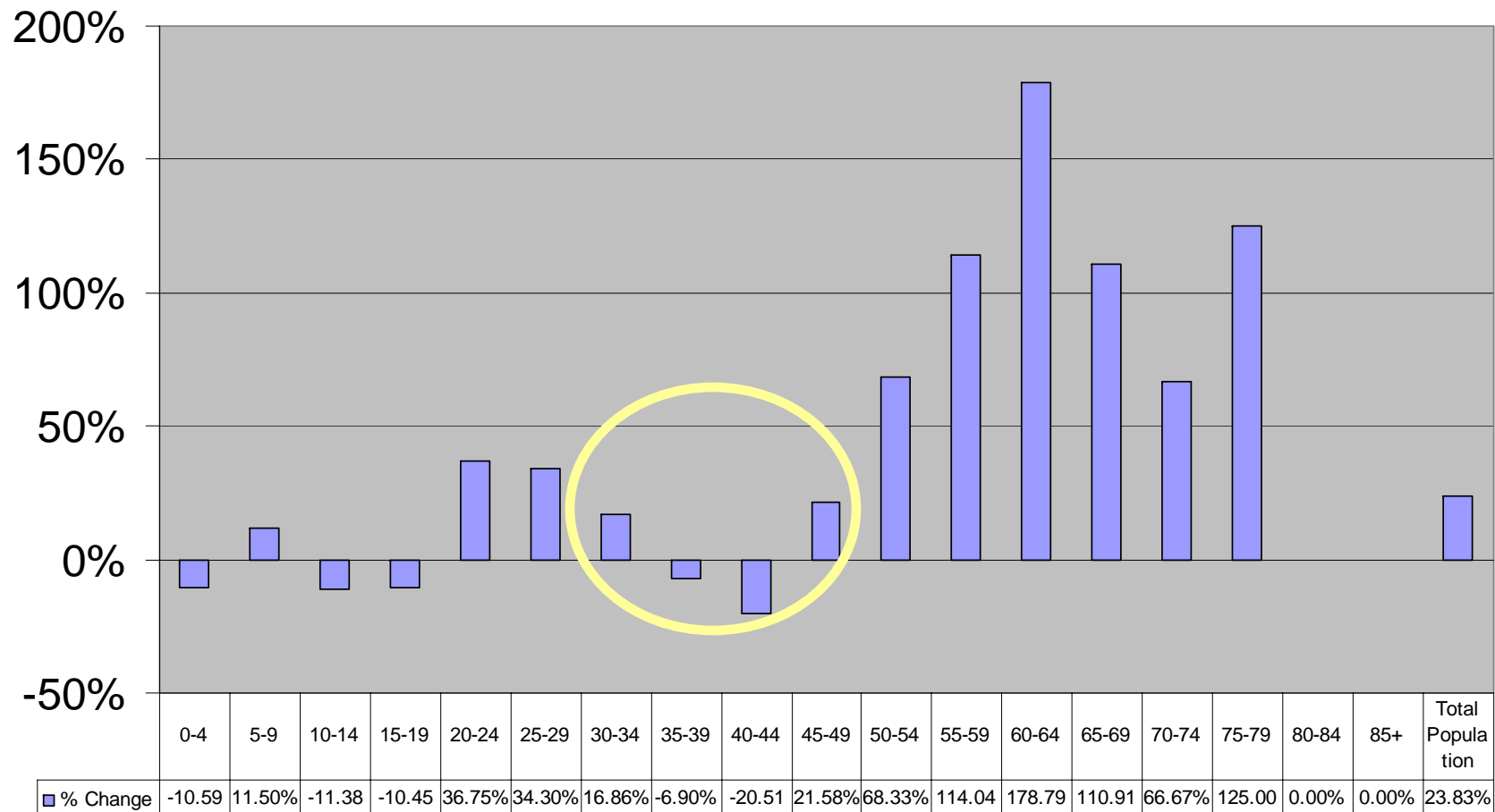
## Basalt Population Growth by Age Sector 1990-2000



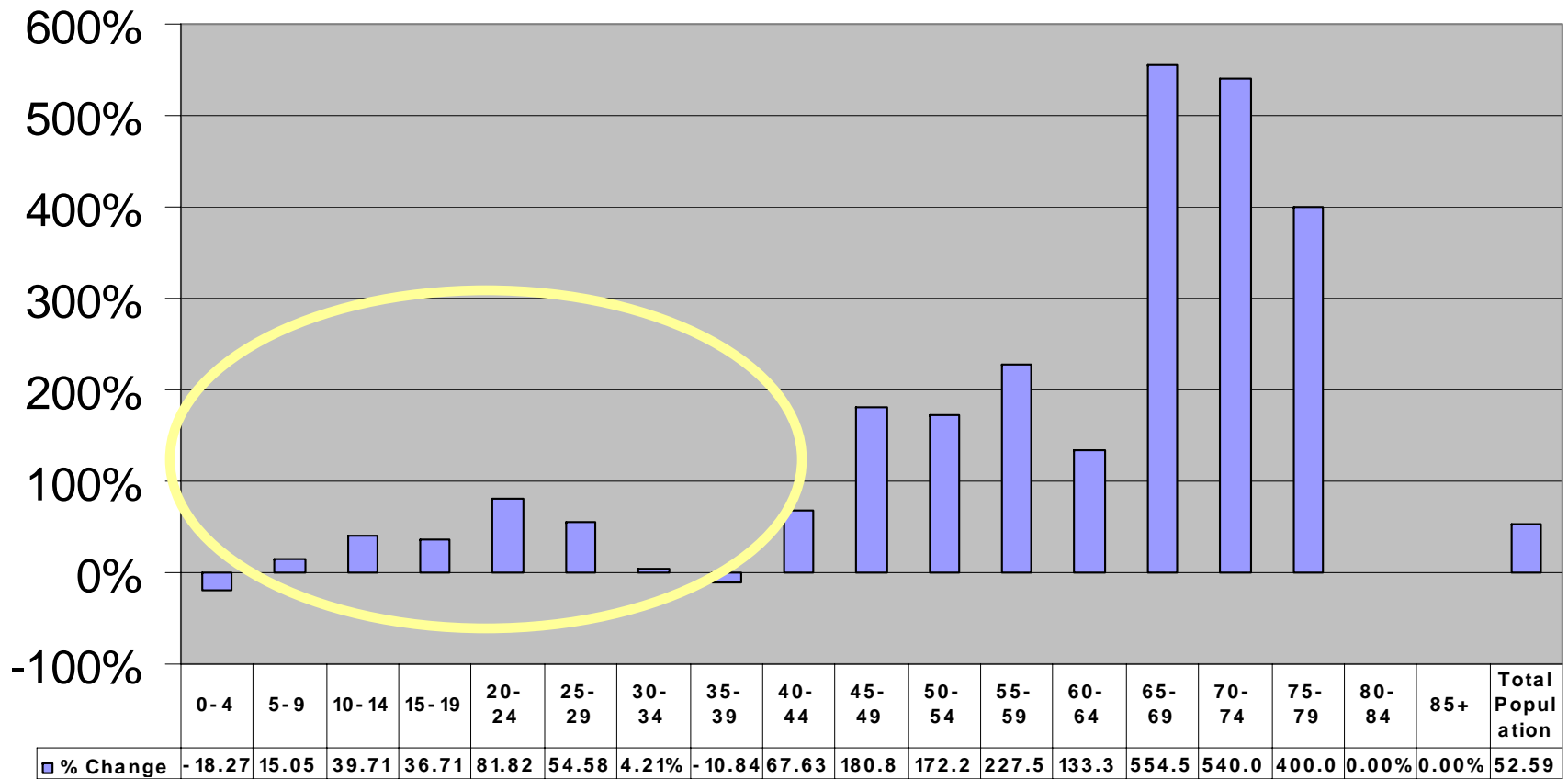
# Aspen Population Growth by Age Sector 1990-2000



## Vail Population Growth by Age Sector 1990-2000



## Frisco Population Growth by Age Sector 1990-2000



# General Demographics

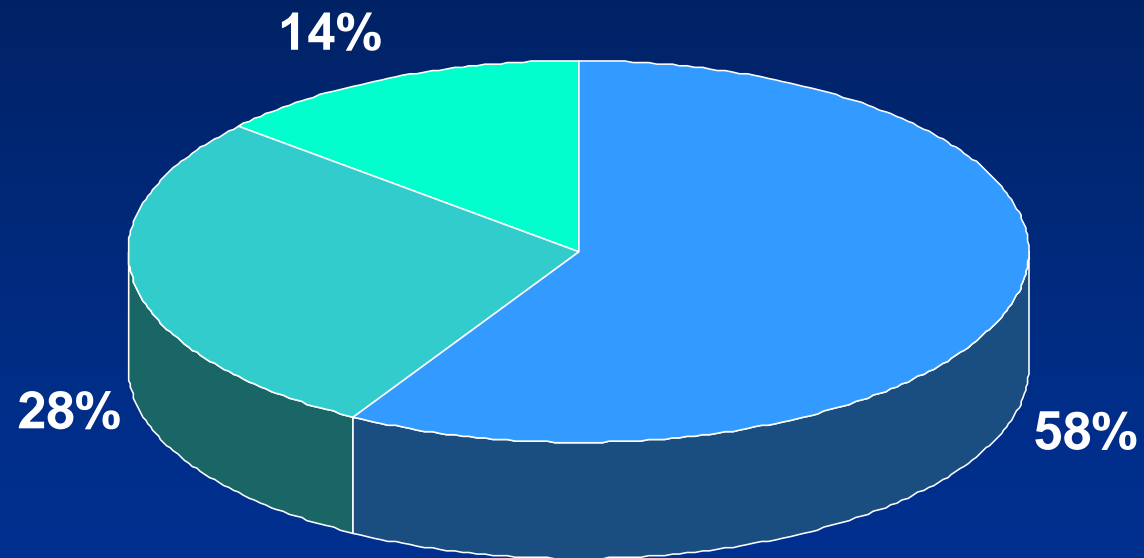
## Housing Units

	1990	2000	%	2003	%
<b>Basalt</b>	<b>507</b>	<b>1,218</b>	<b>140.2%</b>	<b>1,374</b>	<b>12.8%</b>
<b>Eagle County</b>	<b>15,226</b>	<b>24,959</b>	<b>63.9%</b>	<b>26,875</b>	<b>7.7%</b>
<b>Pitkin County</b>	<b>9,837</b>	<b>10,096</b>	<b>2.6%</b>	<b>12,394</b>	<b>22.8%</b>

*Source: 1990 and 2000 Census; Colorado Demography Section \*Adjusted 2000*

# Town of Basalt Housing Units

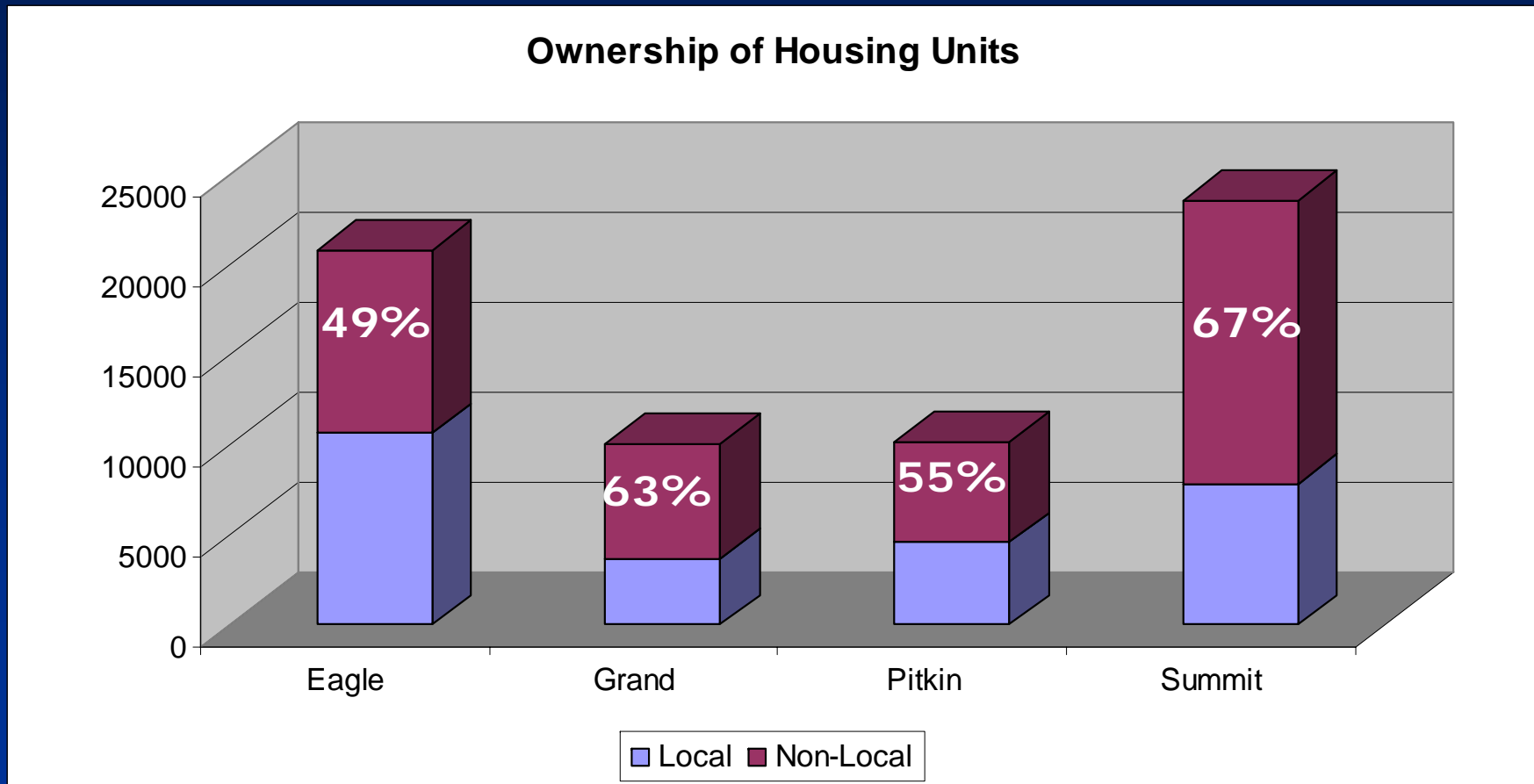
1,218 Housing Units



Owner Occupied Renter occupied 2nd homes

Source: Census 2000

# Typology of Second Homes



Source: NWCCOG 2003 Study of the Social and Economic Effects of Second Homes

# Town of Basalt Housing Units

	1990	2000	%
<b>Total</b>	<b>507</b>	<b>1218</b>	<b>140.2%</b>
<b>Occupied</b>	<b>443</b>	<b>1052</b>	<b>137.5%</b>
<i>Owner</i>	<b>295</b>	<b>710</b>	<b>140.7%</b>
<i>Renter</i>	<b>148</b>	<b>342</b>	<b>131.1%</b>
<b>Vacant</b>	<b>64</b>	<b>166</b>	<b>159.4%</b>

# Town of Basalt Housing Units



Renter:

% of Total Housing Units

1990	29%
2000	28%

# Agenda

- General demographic information about the Town of Basalt
- Purpose and methodology of 2005 survey
- Review 2005 survey results
- Comparative results & Conclusions



# Methodology

- Purpose of survey – Input from the community
  - 2005 – Town of Basalt contracted with NWCCOG to survey three segments of the community (Voters, Businesses and Homeowners). Random sampling techniques were employed. Responses are representative of the sample frames.
- **Key Issues**
  - **Town Government**
  - **Town Services**
  - **Town Improvements**
  - **Zoning limitations and growth policies**
  - **Allocation of Resources**
  - **Input from businesses**



# Three Surveys

Group:	Sample Frame:
1. Homeowners	Assessor List
2. Business Community	Basalt Business License List
3. Local Residents	Voter Registration List

# Return Rates



## 2005 Town of Basalt Community Survey

<b>Samples:</b>	<b>Mailed</b>	<b>Delivered</b>	<b>Returned</b>	<b>%</b>	<b>*Standard Error</b>
County Assessor	954	895	280	31.3%	5.4%
Business License List	348	332	106	31.9%	7.9%
Voter Registration	1000	784	241	30.7%	5.9%
Total	2302				

\* 95% Confidence Level

Total of 627 surveys tallied

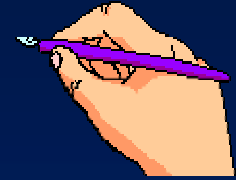
# Survey Instrument & Methodology

- 1<sup>st</sup> Mailing
  - Survey respondents received a letter in the mail encouraging them to go on-line and fill out the survey. They were given the URL and an identification number.
  - They also received a post card they could return to NWCCOG to request a paper version of the survey.
- 2<sup>nd</sup> mailing
  - Anyone who did not respond to the 1<sup>st</sup> mailing, received a reminder letter, survey form, and stamped, addressed return envelope.
  - The Town of Basalt made phone reminder calls to encourage businesses to respond to the survey.
  - Radio and newspaper advertisements, local flyers, a drawing with prizes from local businesses, and a banner all were used to encourage those selected to complete the survey.
- The same core instrument was used for all three samples
- 113 questions answered by everyone
- Additional insert with 23 questions for business owners/operators
- Additional insert with 6 questions for second homeowners

# Survey Responses

	1 <sup>st</sup> Mailing	2 <sup>nd</sup> Mailing	Total
Internet	229	45	274
Paper Survey	93	260	353
Total	322	305	627

# Write-in Responses



- #13. Please offer your suggestions for other recreational enhancements.
- #43. Please offer any comments or suggestions you have regarding the Town of Basalt's Master Plan or planning efforts.
- #72. Please offer any comments you have regarding town services.
- #111. Please use this space to share any suggestions or recommendations you have regarding the Town of Basalt.
- #140. (Business Insert): Please describe what the Town of Basalt can do to better support the local business economy.
- Other: \_\_\_\_\_

# Viewing the Results

- Assessor – Homeowners ( $n=280$ )
- Business License List – Business owners, operators, managers ( $n=106$ )
- Voter Registration – Voter/Local ( $n=241$ )

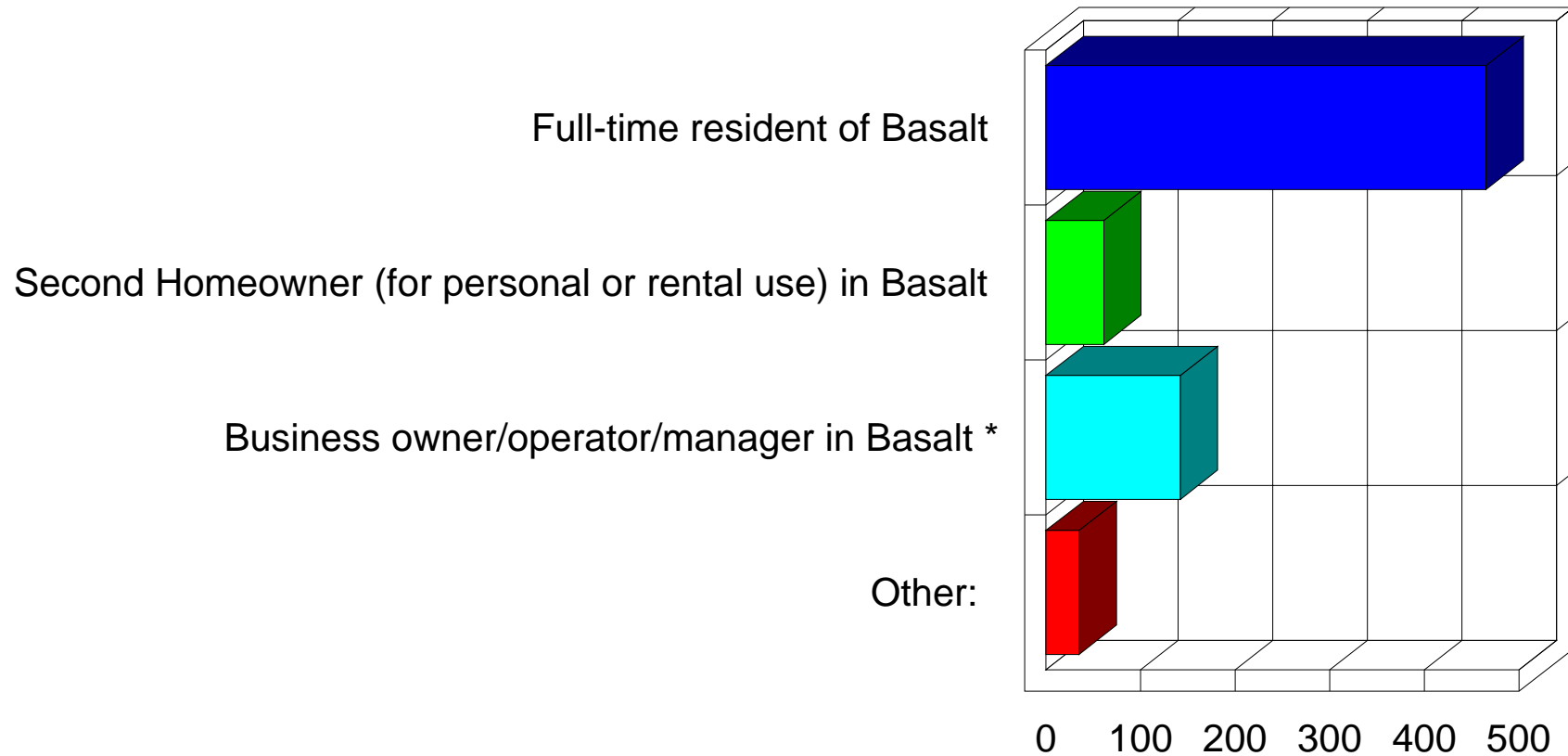
# Agenda

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# 4. Are you a....?

ALL Respondents



# 6. Where do you live/ and or own property in the Town of Basalt?

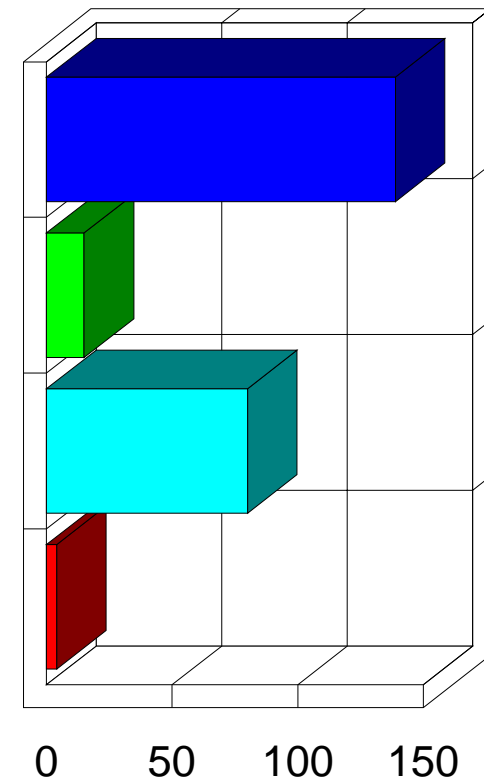
## Voters/Locals

Near Midland Ave, Basalt Elementary or Basalt Middle School

Near Basalt High School

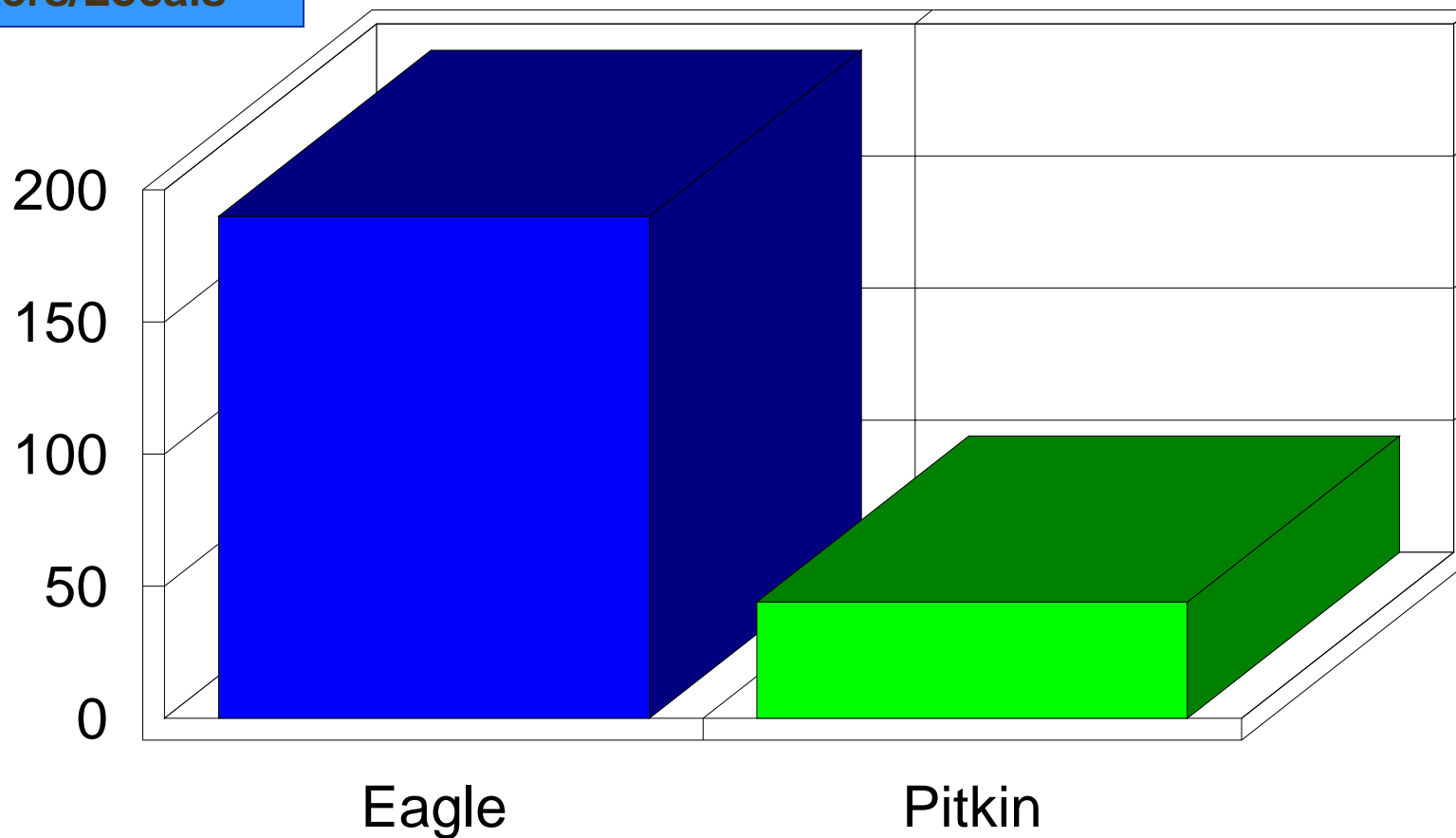
Near City Market/ Movieland (incl. Aspen Junction)

Other:



# 7. Which County?

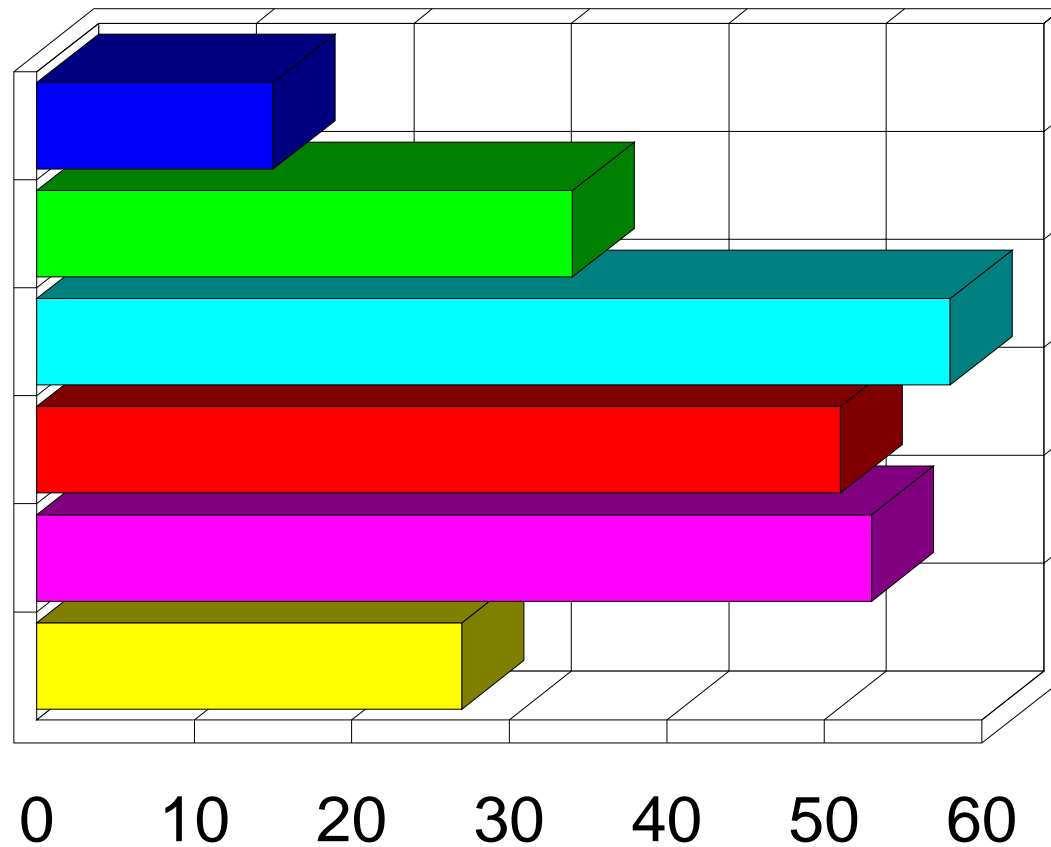
Voters/Locals



# 8. How long have you lived in Basalt?

Voters/Locals

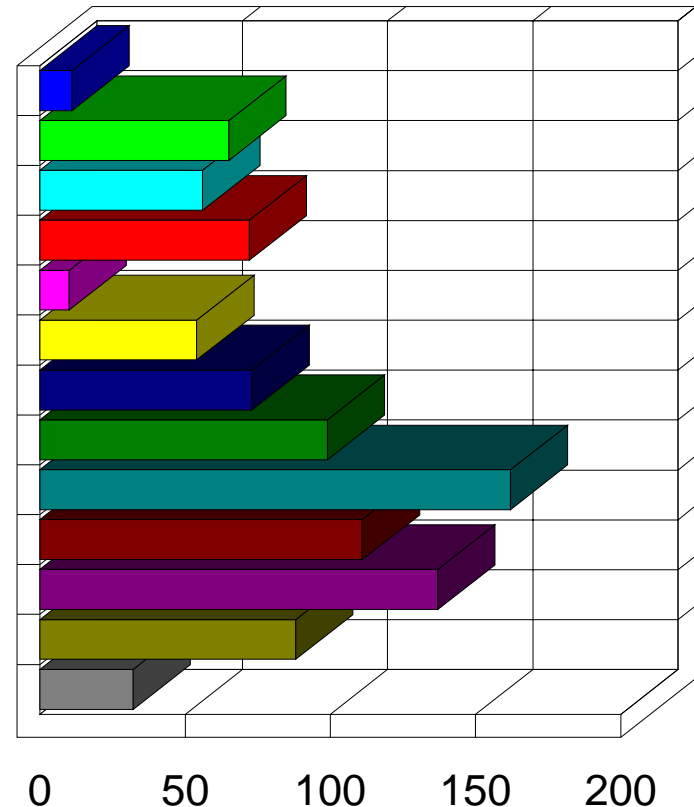
Less than one year  
1-2 years  
3-5 years  
6-10 years  
11-20 years  
21 or more years



# 9. Why do you live and/or own property in the Town of Basalt?

## Voters/Locals

I was born here  
To be with family, spouse, friends  
Employment opportunities  
For the recreational amenities  
Came here looking for a place to retire  
Winter  
Summer  
Scenery  
Small town atmosphere  
Housing more affordable than nearby communities  
Proximity to Aspen  
Walking distance to services  
Other:



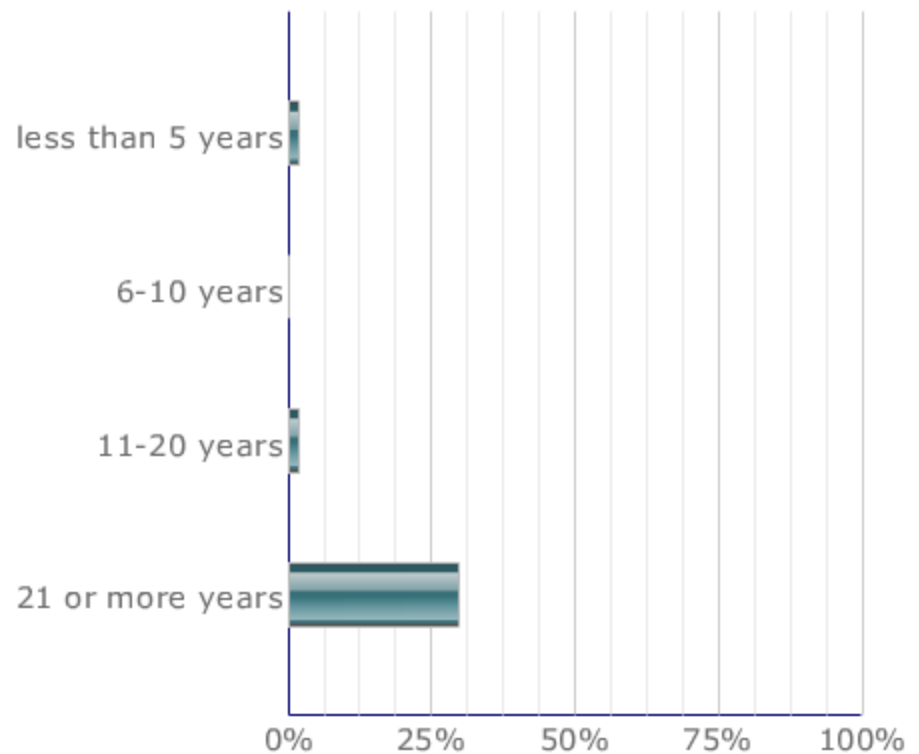
# Why do you live and/or own property in the Town of Basalt?

## Reasons

- I was born here
- To be with family, spouse, friends
- Employment opportunities
- For the recreational amenities
- Came here looking for a place to retire
- Winter
- Summer
- Scenery
- Small town atmosphere
- Housing more affordable than nearby communities
- Proximity to Aspen
- Walking distance to services
- Other:

## Length of Residency

Cross-tab



Voters/Locals

# 10. What are the most important issues that will be facing Basalt in the next five years?

	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Preservation of Small Town Character	76.2%	74.7%	72.2%
Preservation of Rural Buffer	50.2%	35.8%	45.6%
Environmental Quality	41.0%	40.0%	35.0%
Healthy Economy	37.0%	52.6%	36.3%
Traffic	35.5%	36.8%	30.8%
Affordable Housing	27.8%	36.8%	36.3%
Other	17.6%	13.7%	19.4%
Water & Sewer Service	11.7%	11.6%	18.6%
Air Quality	8.8%	4.2%	8.9%

	1st choice
	2nd Choice
	3rd Choice

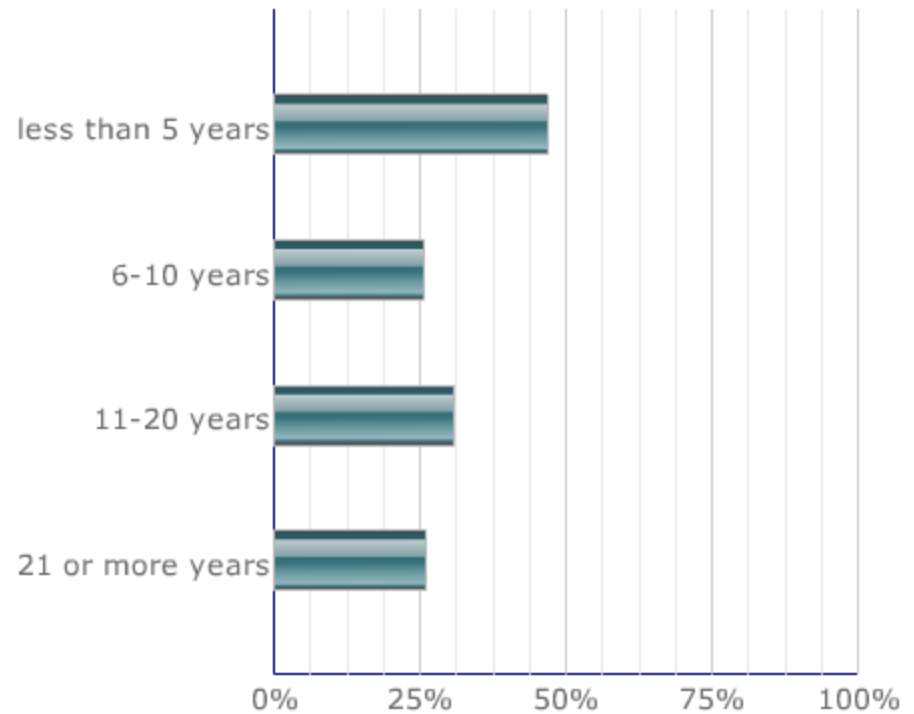
# What are the most important issues that will be facing Basalt in the next five years?

## Issues

- Affordable Housing
- Healthy Economy
- Preservation of Rural Buffer
- Traffic
- Preservation of Small Town Character
- Environmental Quality
- Water & Sewer Service
- Air Quality
- Other (please specify):

## Length of Residency

Cross-tab



Voters/Locals

# Town of Basalt 2005 Community Survey Communication



	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Aspen Times	84.8%	65.3%	86.0%
Aspen Daily News	66.7%	53.7%	63.0%
Word of mouth	49.6%	50.5%	47.7%
Local radio station	21.5%	27.4%	29.4%
Valley Journal	13.3%	19.0%	14.0%
Official Town postings	10.7%	10.5%	14.0%
Basalt Chamber e-mails	10.4%	33.7%	5.1%
Channel 17 Public Access TV	8.2%	6.3%	14.0%
Other:	4.8%	5.3%	6.4%
Town website (www.basalt.net)	3.7%	7.4%	3.4%

Please check all that apply.  
Numbers reflect frequency responses.

	<b>80-100%</b>
	<b>60-79%</b>
	<b>40-59%</b>

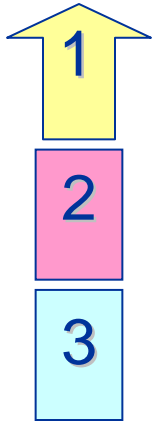
# Town of Basalt 2005 Community Survey

## Recreation Activities

	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Adult cross country skiing	48.3%	36.6%	43.8%
Hiking	45.6%	47.9%	46.8%
Yoga	41.2%	40.9%	42.3%
Mountain biking	33.3%	26.8%	25.4%
Nature tours	29.0%	32.4%	27.9%
Snowshoeing	28.5%	19.7%	28.4%
Other:	23.7%	18.3%	24.9%
Dance	18.4%	22.5%	22.9%
Senior field trips	17.5%	28.2%	12.9%
Aerobics	17.1%	18.3%	16.9%
Climbing/bouldering classes	16.7%	12.7%	18.4%
Nutrition classes	14.9%	18.3%	19.4%
Water yoga	11.4%	8.5%	7.5%
Fencing	4.0%	8.5%	2.5%

Please check all that apply.  
Numbers reflect frequency responses.

	<b>40%+</b>
	<b>30 - 39%</b>
	<b>20 - 29%</b>



# \$100 Allocation



	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Local economy	\$14.19	\$16.42	\$14.73
Local workforce housing opportunities	\$10.78	\$12.92	\$13.79
Purchase Parks and Open Space	\$24.25	\$20.99	\$22.26
Develop Parks and Playgrounds	\$16.06	\$14.01	\$16.90
Arts & culture	\$12.93	\$10.05	\$13.98
Traffic Circulation Improvements	\$13.89	\$10.99	\$12.74

# Town of Basalt 2005 Community Survey Growth

	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Less growth than at present	38.7%	30.9%	39.3%
About the same rate of growth as at the present	34.6%	43.6%	34.2%
More growth but some controls	15.6%	14.9%	16.7%
Other	8.2%	5.3%	6.8%
Zero Growth	6.3%	6.4%	6.0%
No growth controls	0.7%	0.0%	1.7%

	<b>1st choice</b>
	<b>2nd Choice</b>

## Town of Basalt 2005 Community Survey Shopping - Voter Registration

n=241

	Basalt	Aspen	Snowmass Village	Carbondale	Glenwood Springs	Grand Junction	Denver metro	Mail/Internet	Other
<b>Groceries</b>	92.0%	2.5%	0.0%	6.3%	3.8%	2.1%	0.8%	0.4%	2.1%
<b>Medical prescriptions</b>	79.2%	6.5%	0.4%	4.8%	3.9%	0.0%	0.4%	6.5%	1.7%
<b>Gasoline</b>	80.2%	0.4%	0.0%	5.9%	22.8%	2.1%	0.8%	0.0%	2.1%
<b>Clothing</b>	17.4%	10.6%	0.0%	2.1%	28.8%	23.3%	33.1%	38.1%	8.9%
<b>Sports/recreational equipment</b>	23.5%	25.7%	3.9%	3.5%	42.6%	13.9%	16.1%	25.2%	3.9%
<b>Appliances</b>	1.3%	0.4%	0.0%	1.3%	60.0%	27.1%	18.7%	10.2%	6.2%
<b>Office supplies</b>	26.1%	8.0%	0.0%	0.0%	58.9%	4.9%	5.8%	16.4%	4.0%
<b>Hardware/building supplies</b>	55.6%	3.0%	0.0%	18.0%	33.8%	15.4%	7.7%	3.9%	3.0%
<b>Household furnishings</b>	7.3%	0.9%	0.0%	1.7%	53.7%	14.6%	32.6%	17.6%	11.2%
<b>Gardening supplies</b>	38.1%	1.7%	0.4%	22.9%	50.2%	9.1%	4.8%	4.8%	4.3%
<b>Automobiles</b>	2.2%	0.9%	0.0%	0.5%	50.2%	8.5%	46.6%	2.7%	8.1%
<b>Entertainment/restaurants</b>	82.6%	42.1%	4.7%	36.2%	18.7%	5.5%	11.1%	0.4%	2.6%

## Town of Basalt 2005 Community Survey Shopping - Homeowners

n=280

	Basalt	Aspen	Snowmass Village	Carbondale	Glenwood Springs	Grand Junction	Denver metro	Mail/Internet	Other
<b>Groceries</b>	86.5%	4.5%	0.0%	6.8%	2.3%	1.9%	0.8%	0.0%	3.8%
<b>Medical prescriptions</b>	74.3%	10.0%	1.2%	3.5%	4.6%	0.8%	0.8%	5.4%	3.1%
<b>Gasoline</b>	79.2%	1.1%	0.0%	6.7%	21.2%	1.1%	0.7%	0.4%	0.7%
<b>Clothing</b>	21.6%	13.4%	0.8%	1.5%	27.6%	16.0%	29.9%	29.1%	8.6%
<b>Sports/recreational equipment</b>	31.2%	24.7%	5.7%	2.7%	35.4%	9.1%	9.5%	14.8%	3.0%
<b>Appliances</b>	2.4%	0.4%	0.0%	0.0%	65.9%	22.4%	15.3%	5.1%	3.9%
<b>Office supplies</b>	25.2%	6.7%	0.0%	2.4%	55.5%	6.7%	4.3%	15.4%	2.4%
<b>Hardware/building supplies</b>	54.6%	5.3%	0.0%	17.9%	30.9%	12.2%	4.6%	1.2%	3.4%
<b>Household furnishings</b>	15.6%	3.1%	0.0%	1.6%	49.8%	14.8%	31.9%	15.2%	7.8%
<b>Gardening supplies</b>	41.6%	1.2%	0.0%	24.1%	39.3%	9.0%	3.9%	3.9%	2.0%
<b>Automobiles</b>	2.4%	0.8%	0.0%	0.8%	45.4%	7.2%	40.6%	3.6%	13.3%
<b>Entertainment/restaurants</b>	79.7%	47.4%	5.6%	28.6%	14.7%	4.5%	4.9%	0.0%	1.5%

## Town of Basalt 2005 Community Survey Town Improvements

	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Build pedestrian and bicycle trails	79.5%	77.7%	78.4%
Create safe pedestrian crossings on Hwy 82	67.3%	65.2%	64.1%
Purchase more riverfront property	58.1%	44.5%	59.1%
Make improvements to the Roaring Fork River to eliminate flooding problems	53.9%	50.0%	54.5%
Provide more parking near Midland Avenue businesses	36.8%	43.3%	30.1%
Move the traffic light from its current Hwy 82/Basalt Ave. intersection (where the roundabout is) to Midland Avenue Extension (where the Post Office is).	33.6%	33.0%	30.7%
Install traffic light on Hwy 82 at Midvalley Medical Center - Note: Light at N. Willits Lane and Hwy 82 is already in the works.	20.5%	18.5%	19.4%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.  
(Oppose to Support)

	<b>70 - 100%</b>
	<b>60 - 69%</b>
	<b>50 - 59%</b>

# Town of Basalt 2005 Community Survey Land Use Policies

	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Requirements for developers to pay impact fees	74.8%	71.4%	78.7%
Restrictions on location and type of development in rural areas (recommendations to Eagle and Pitkin County)	67.9%	73.0%	71.8%
Restrictions on density	66.8%	55.1%	66.0%
Limitations on house size	54.1%	53.8%	61.3%
Requirements that all new development include some affordable housing.	45.4%	55.0%	52.4%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.  
(Little Benefit to Great Benefit)

	<b>70 - 100%</b>
	<b>60 - 69%</b>
	<b>50 - 59%</b>

# Please let the Town of Basalt know how important the following issues are to you:



	<b>Assessor</b> <i>n=280</i>	<b>Business</b> <i>n=106</i>	<b>Voter</b> <i>n=241</i>
Scenic/visual quality	91.3%	83.9%	91.0%
Water quality/quantity	90.6%	83.7%	92.7%
Appearance of Town	87.4%	84.8%	86.9%
Sense of Community	82.1%	77.2%	82.8%
Parks and trails	81.6%	76.3%	82.8%
Safety	79.9%	71.7%	82.8%
Recycling	73.8%	62.0%	73.1%
Recreational opportunities	73.6%	67.4%	78.5%
Public schools	71.5%	74.7%	81.1%
Arts & culture	60.7%	51.1%	59.5%
Economic development	55.9%	60.0%	54.4%
Traffic flow	53.8%	55.4%	45.7%
Parking	41.6%	51.1%	32.3%
Local workforce housing opportunities	36.7%	54.8%	40.9%
Channel 17 Public Access TV	15.6%	20.0%	22.3%

# Town of Basalt 2005 Community Survey Services

	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Police Department	54.9%	59.6%	60.3%
Water Department	47.9%	36.3%	45.5%
Public Works	46.4%	48.4%	45.7%
Water Billing and Finance	45.2%	35.2%	45.9%
Recreation	43.6%	38.9%	39.1%
Town Council	33.0%	31.1%	29.0%
Town Manager	27.8%	33.7%	24.9%
Building Permits and Inspections	27.6%	27.2%	25.4%
Planning Department	24.8%	18.7%	22.0%
Zoning Enforcement	13.8%	12.0%	12.8%
Municipal Court	12.6%	8.7%	12.3%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.  
(Very Poor to Very Good)

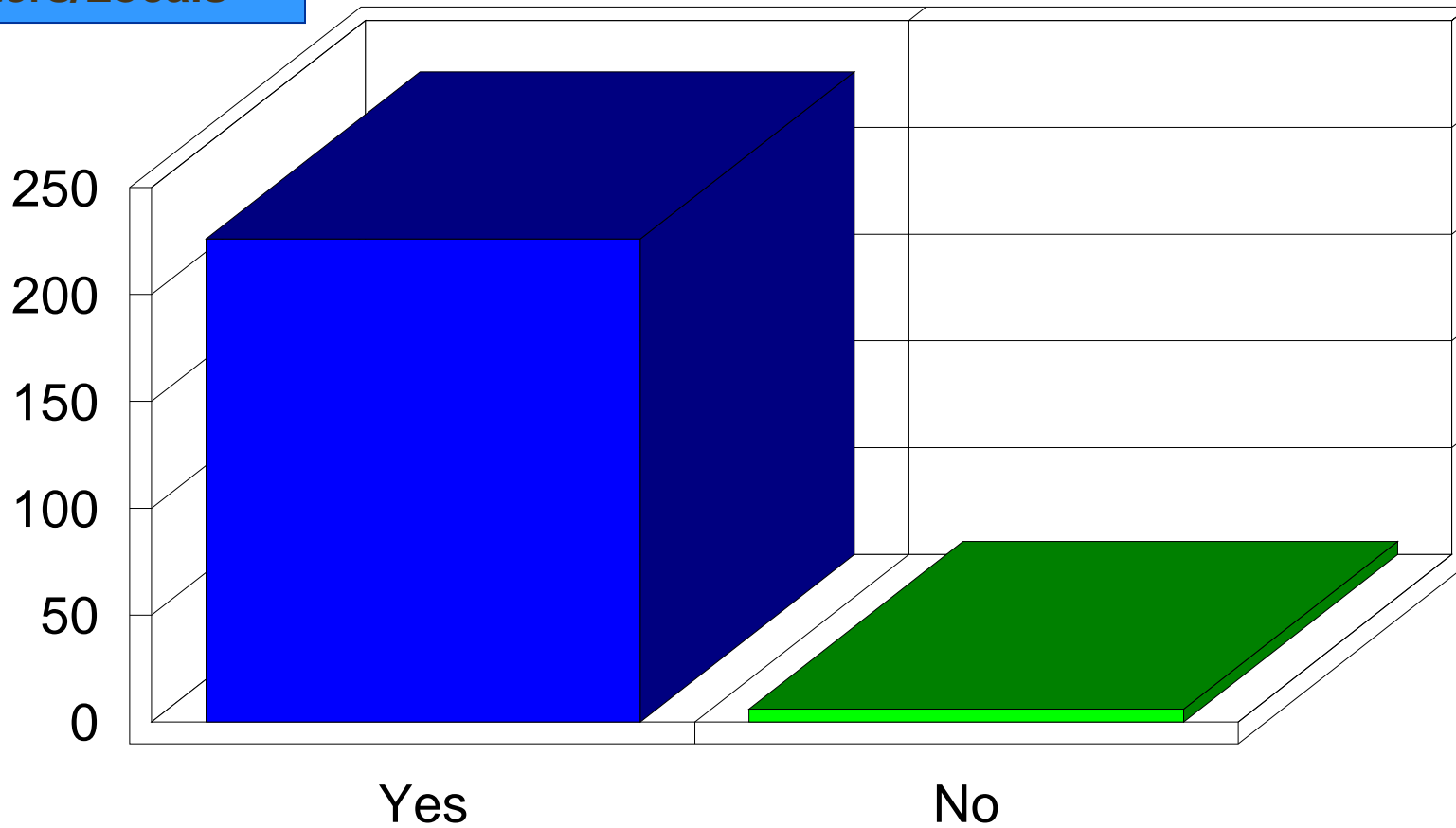
	<b>60-100%</b>
	<b>50-59%</b>
	<b>40-49%</b>

# Demographics



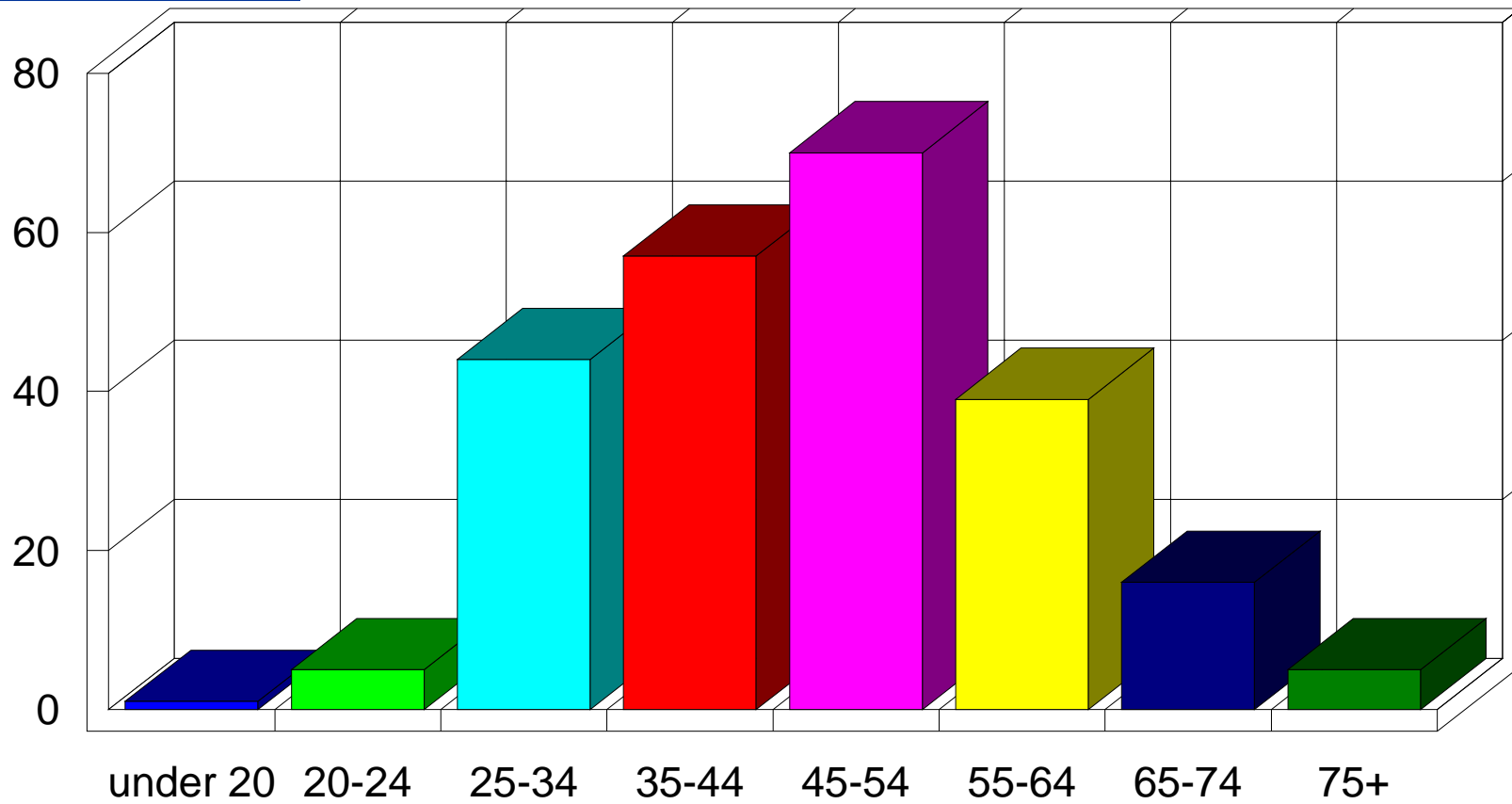
# 73. Registered Voter

Voters/Locals



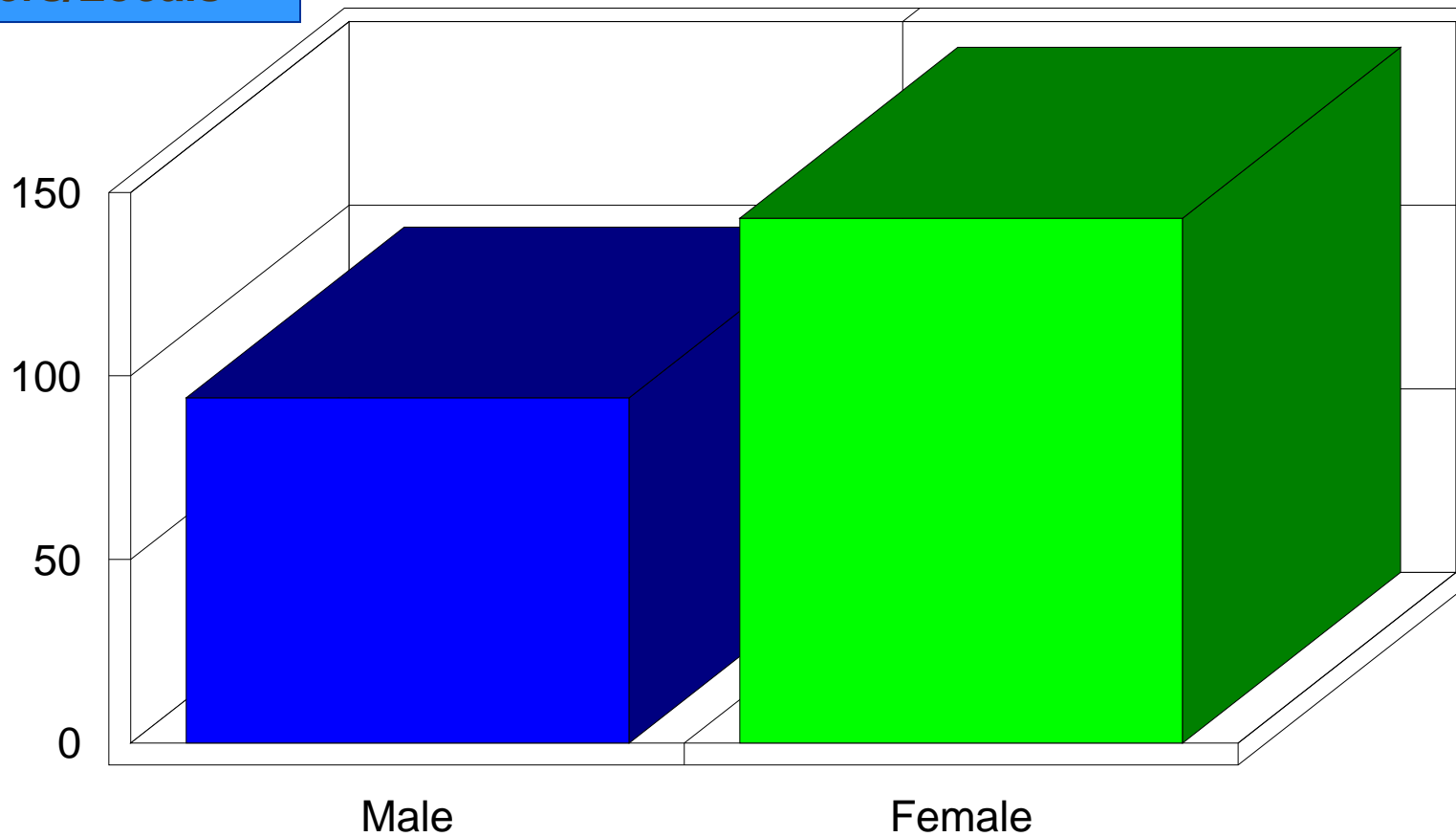
# 74. Age

Voters/Locals



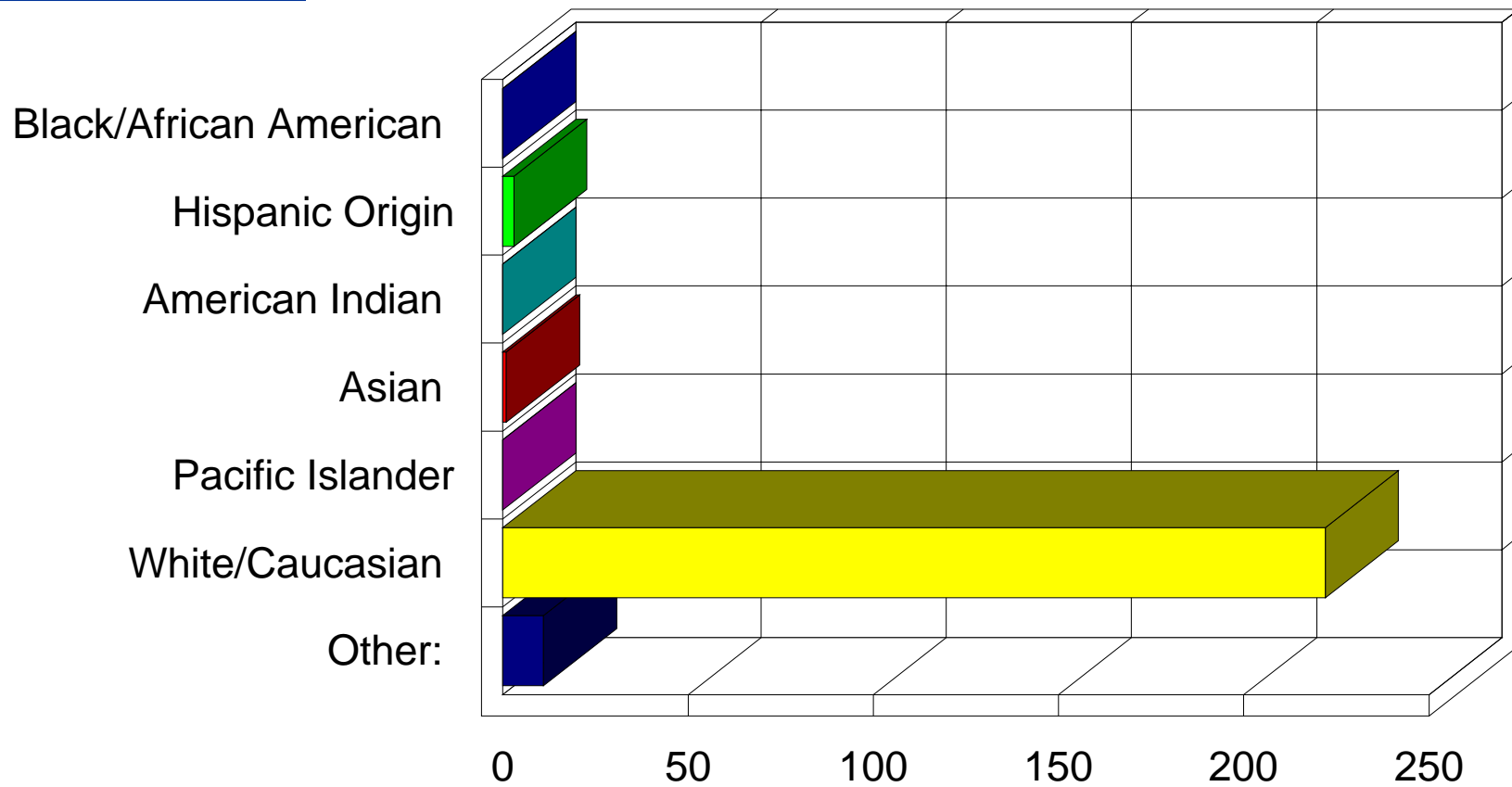
# 75. Gender

Voters/Locals



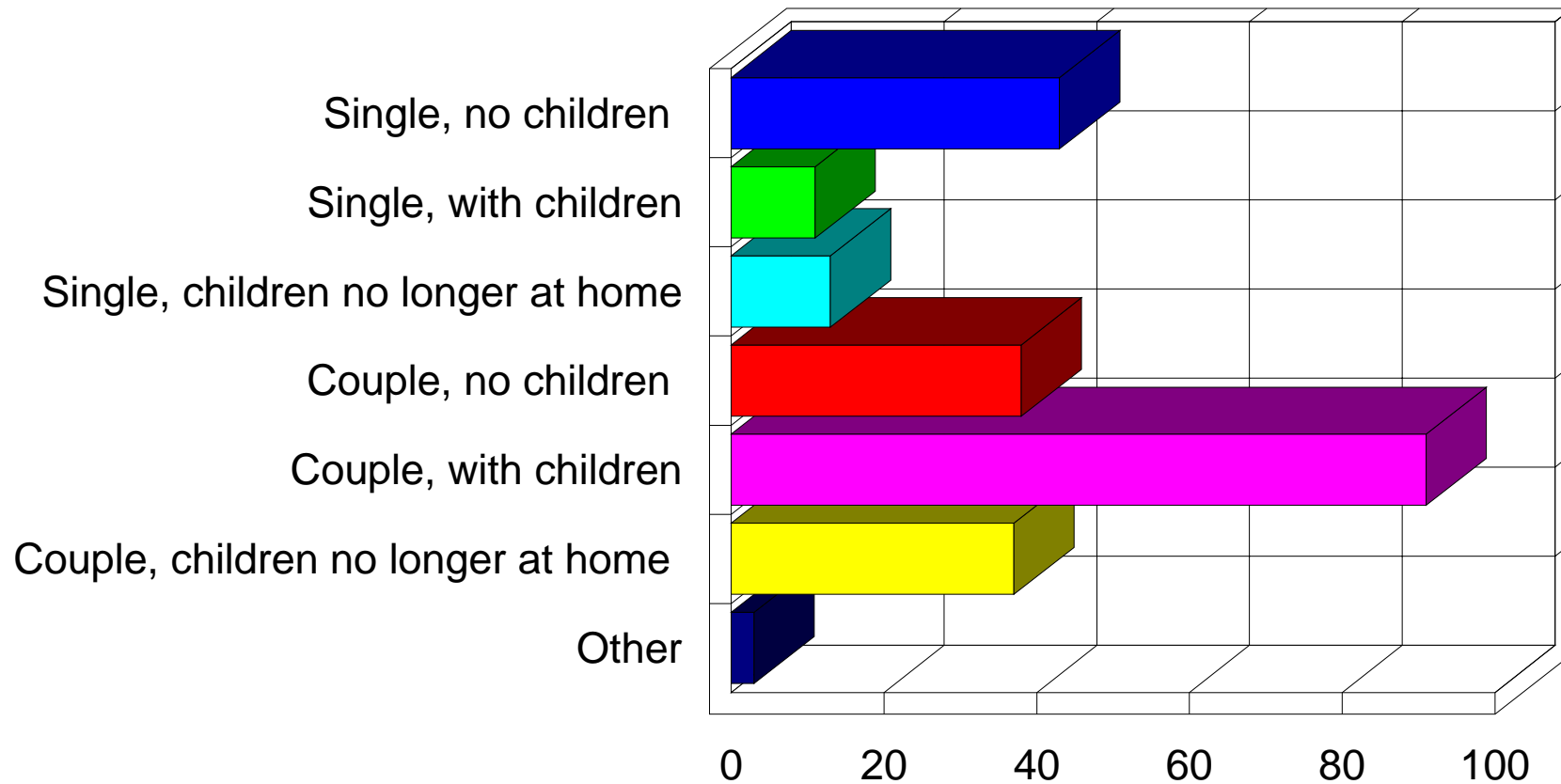
# 76. Ethnicity

## Voters/Locals



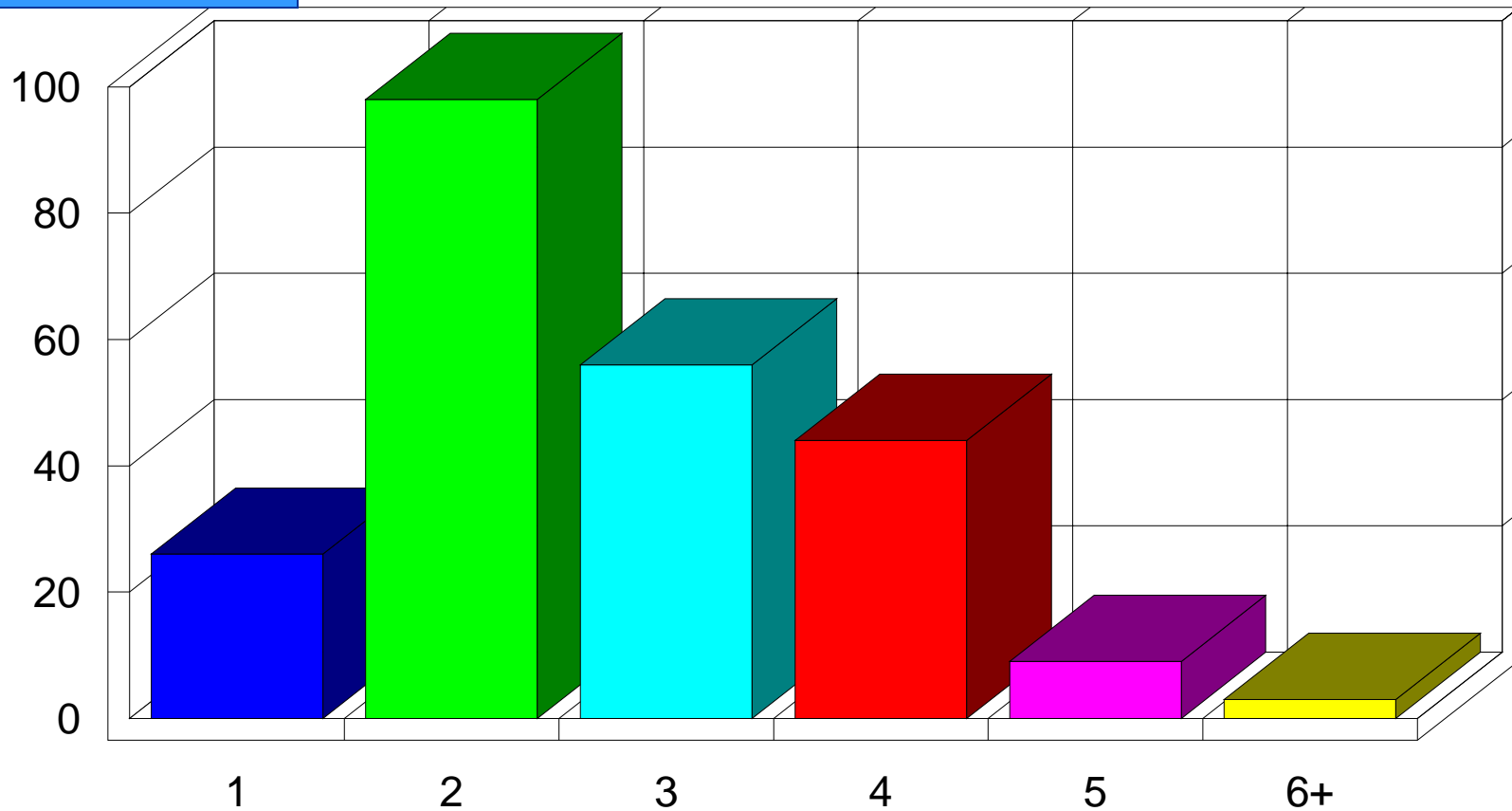
# 77. Family Status

Voters/Locals



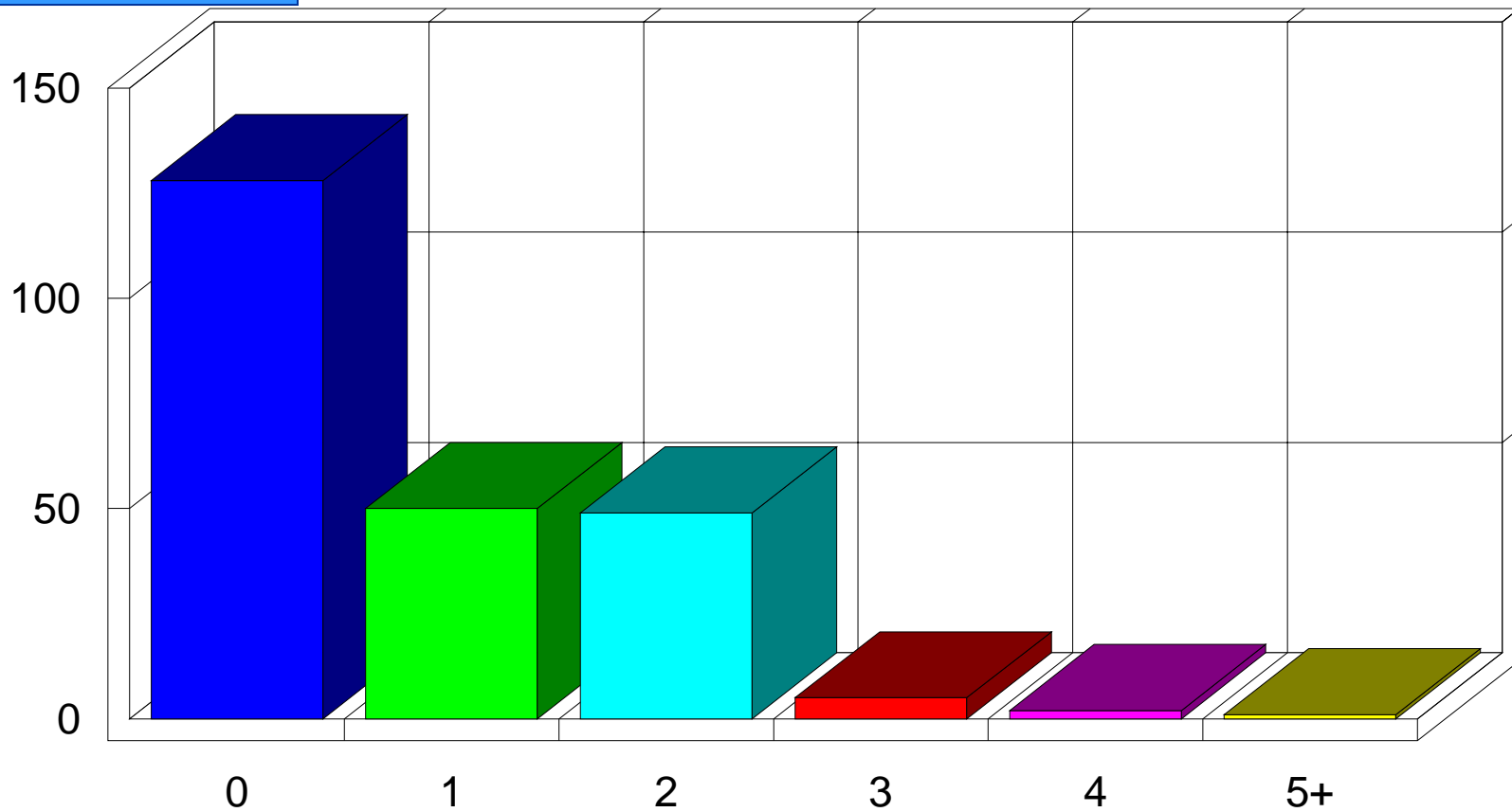
# 78. # persons in home

Voters/Locals



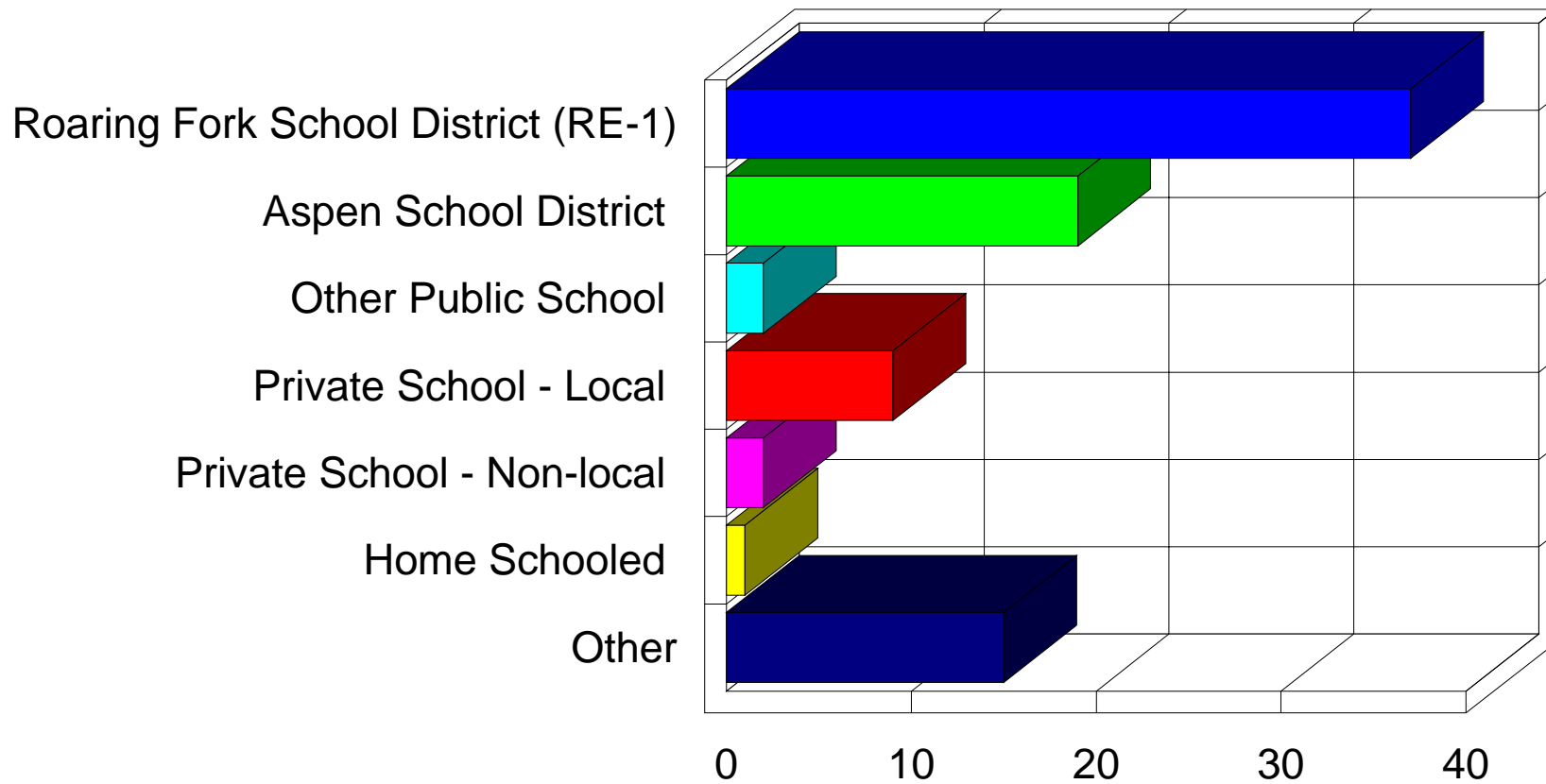
# 79. # persons <18

Voters/Locals



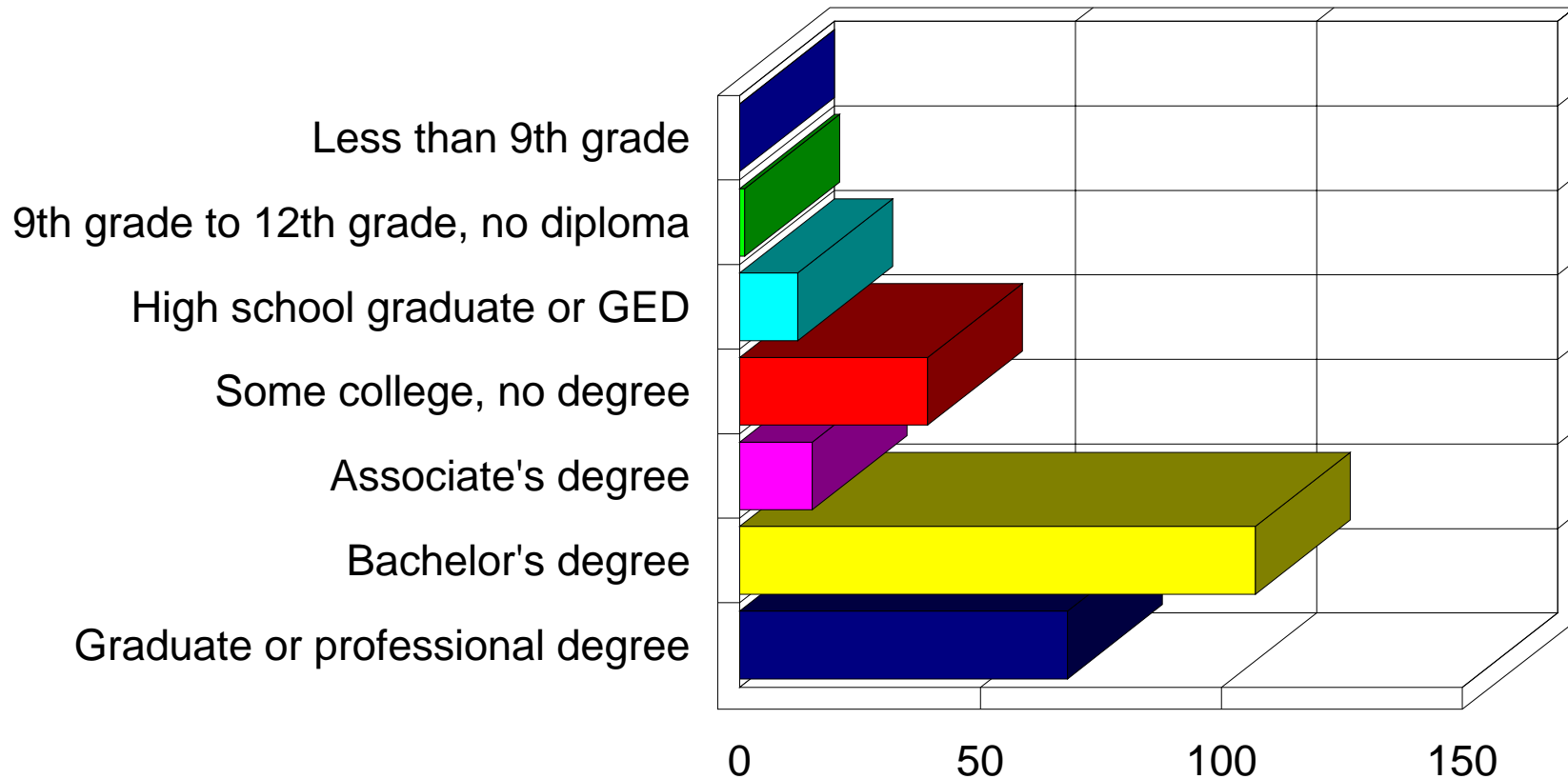
# 81. Attend school

## Voters/Locals



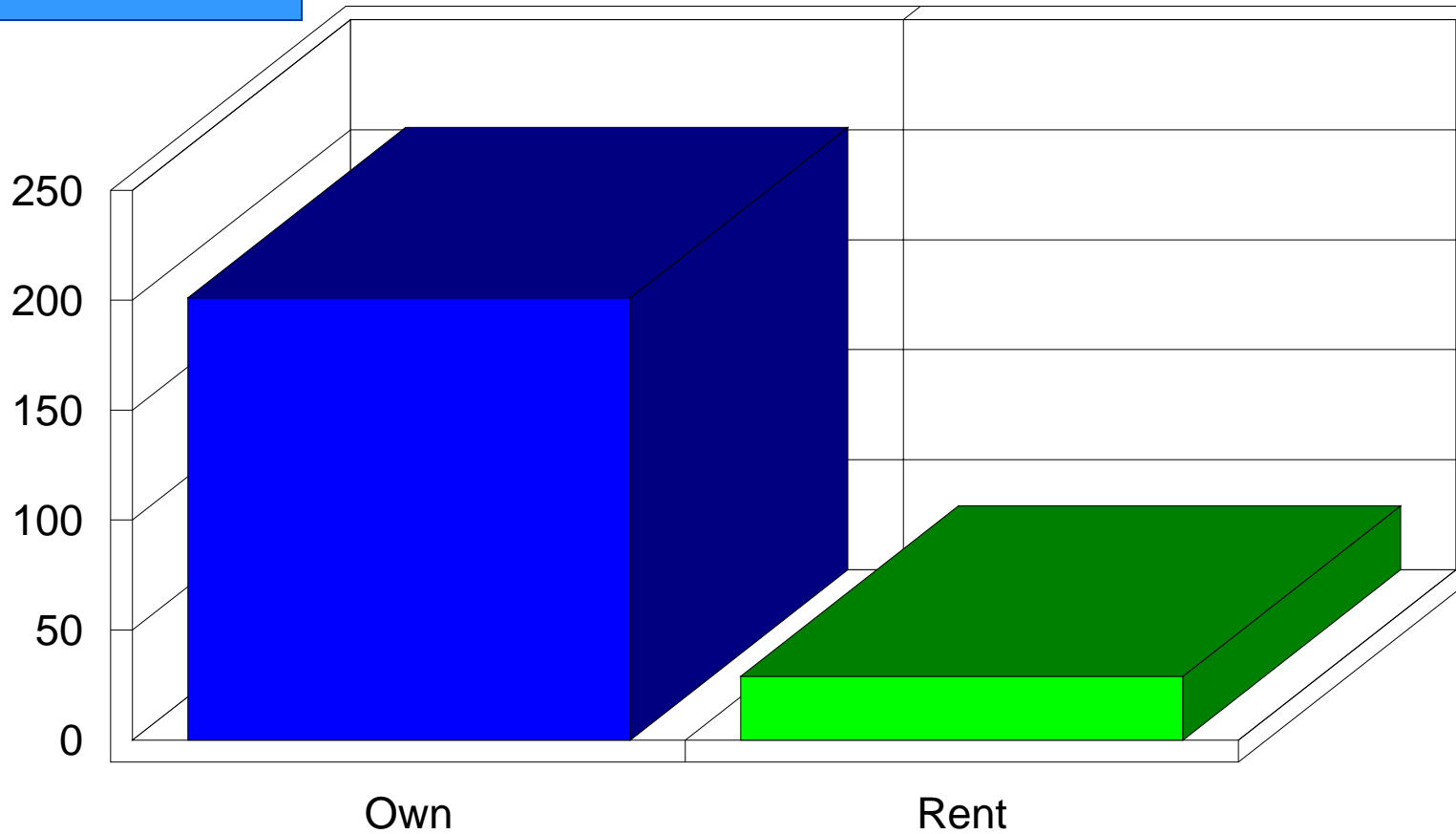
# 82. Level of education

## Voters/Locals



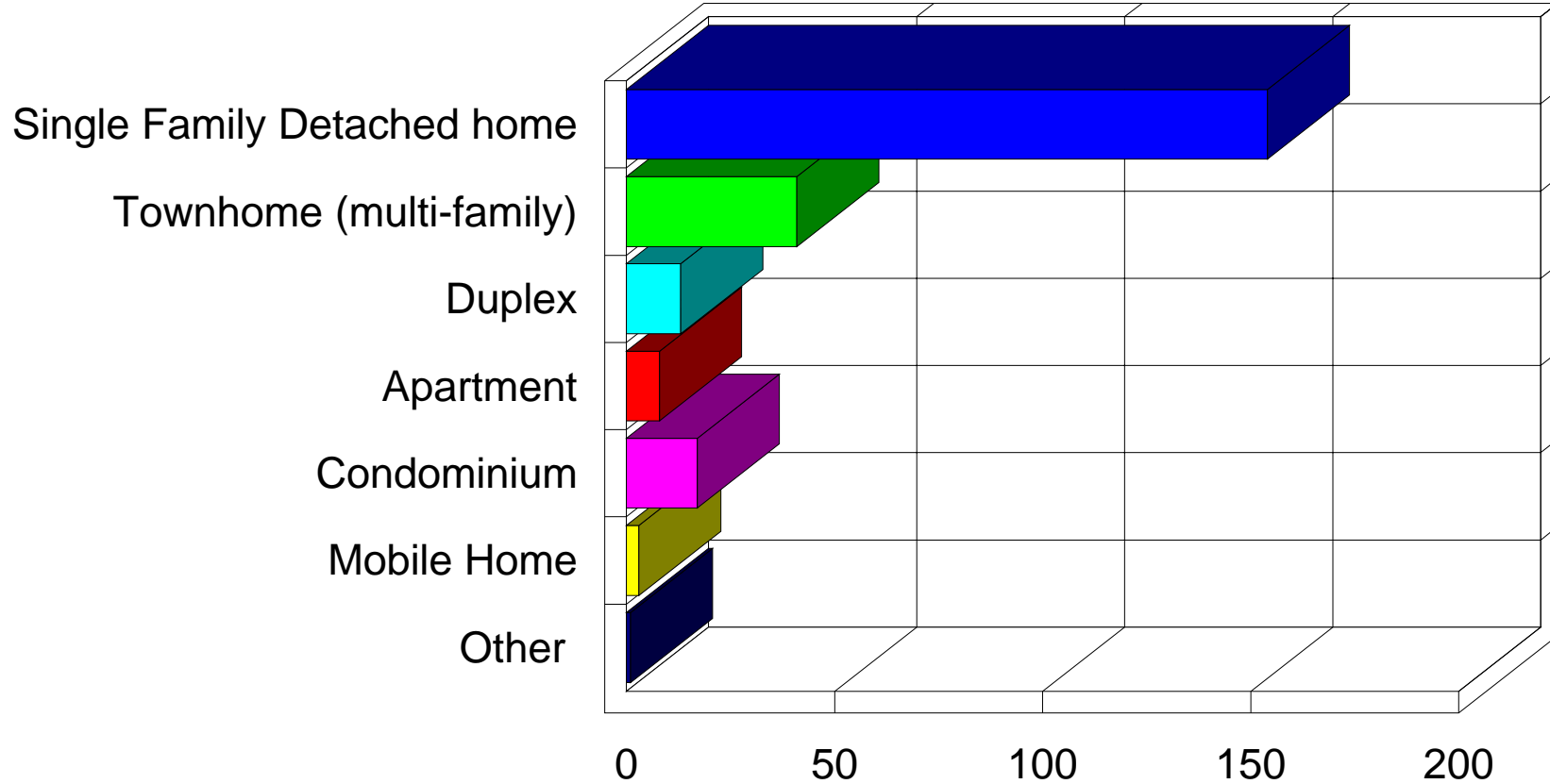
# 83. Do you own or rent your Basalt home?

Voters/Locals



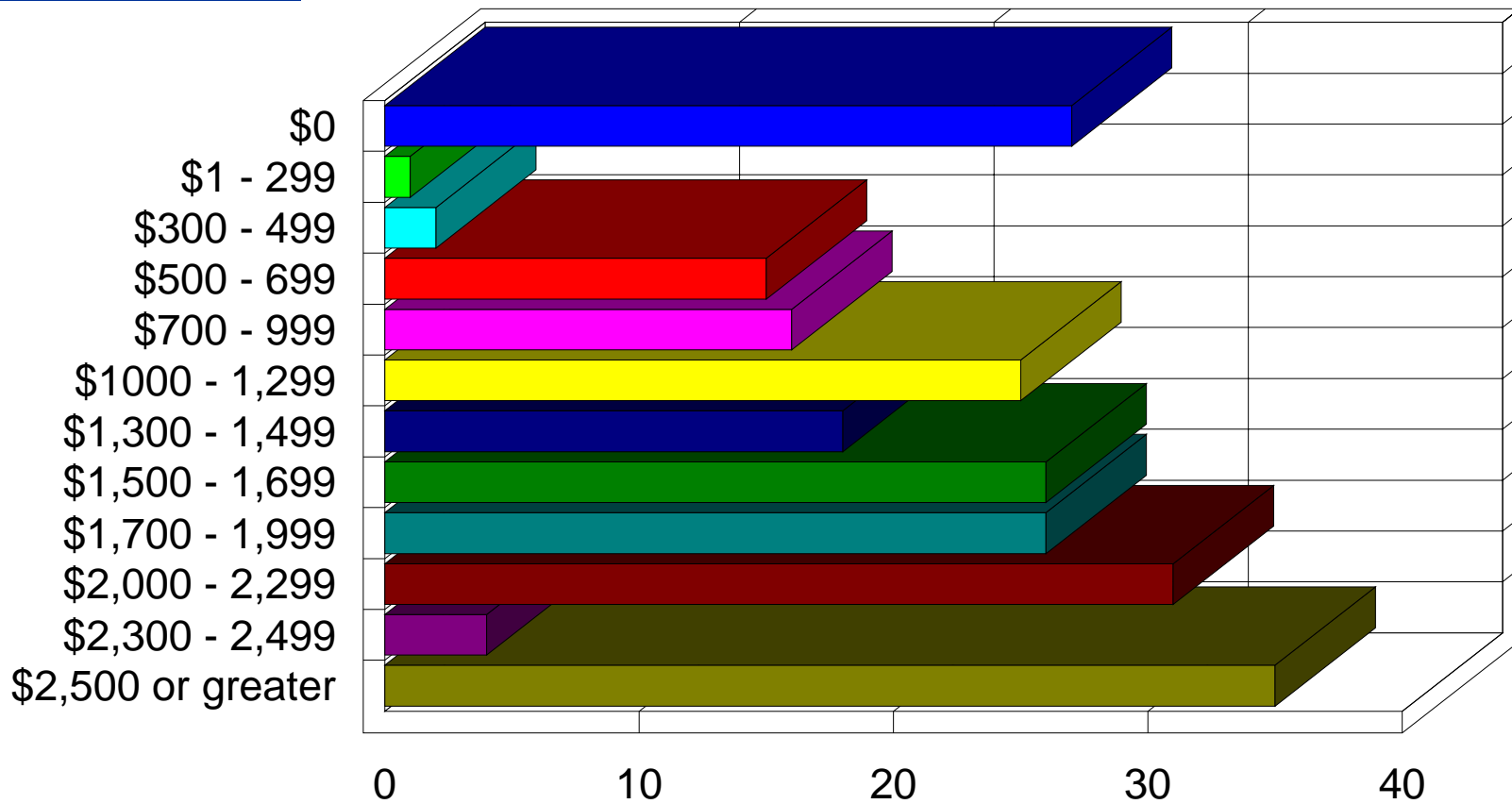
# 84. Type of housing

Voters/Locals



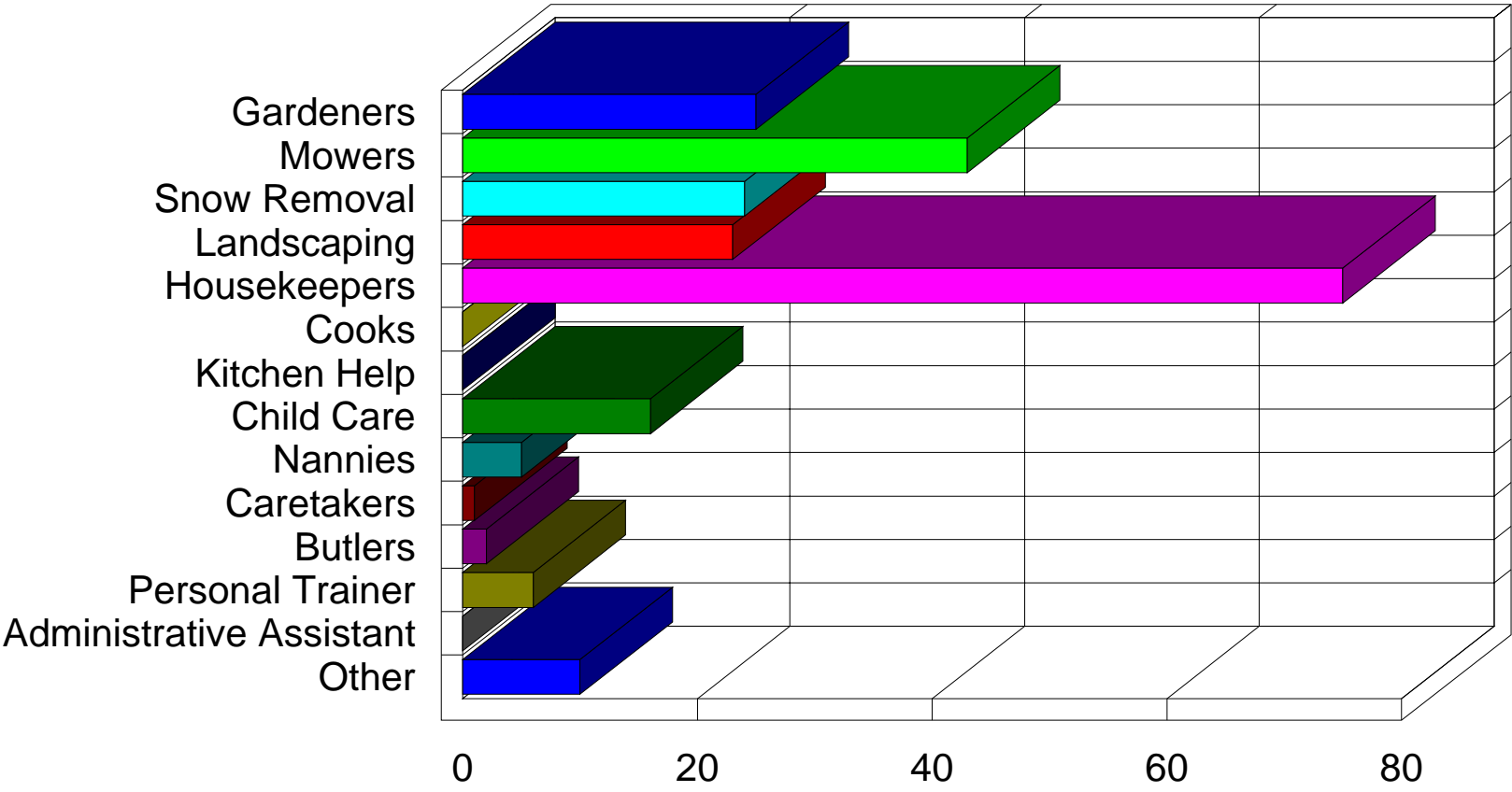
# 85. Monthly expenditure for mortgage or rent

Voters/Locals



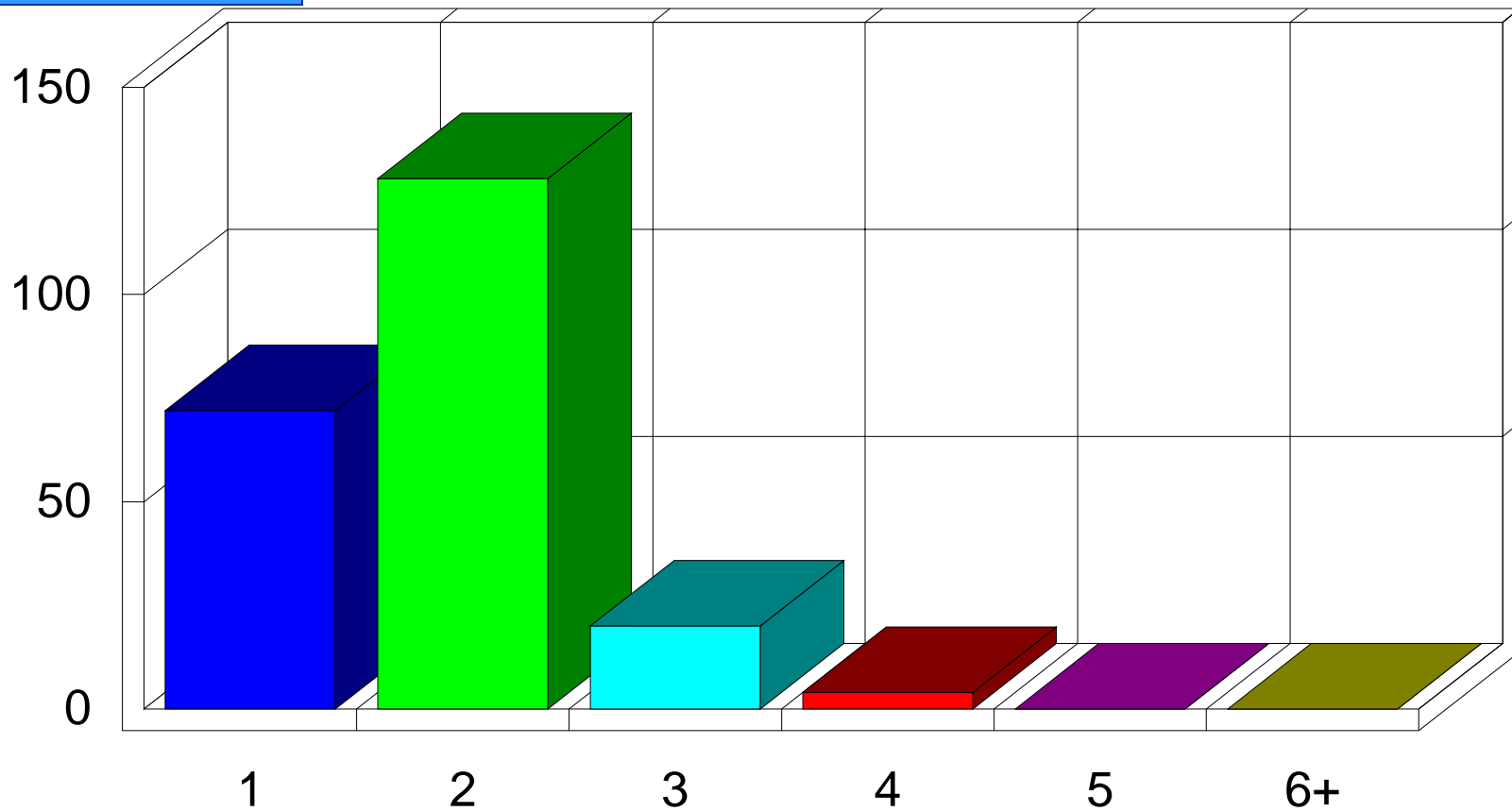
# 86. Do you employ persons to perform any of the following services for your home?

Voters/Locals



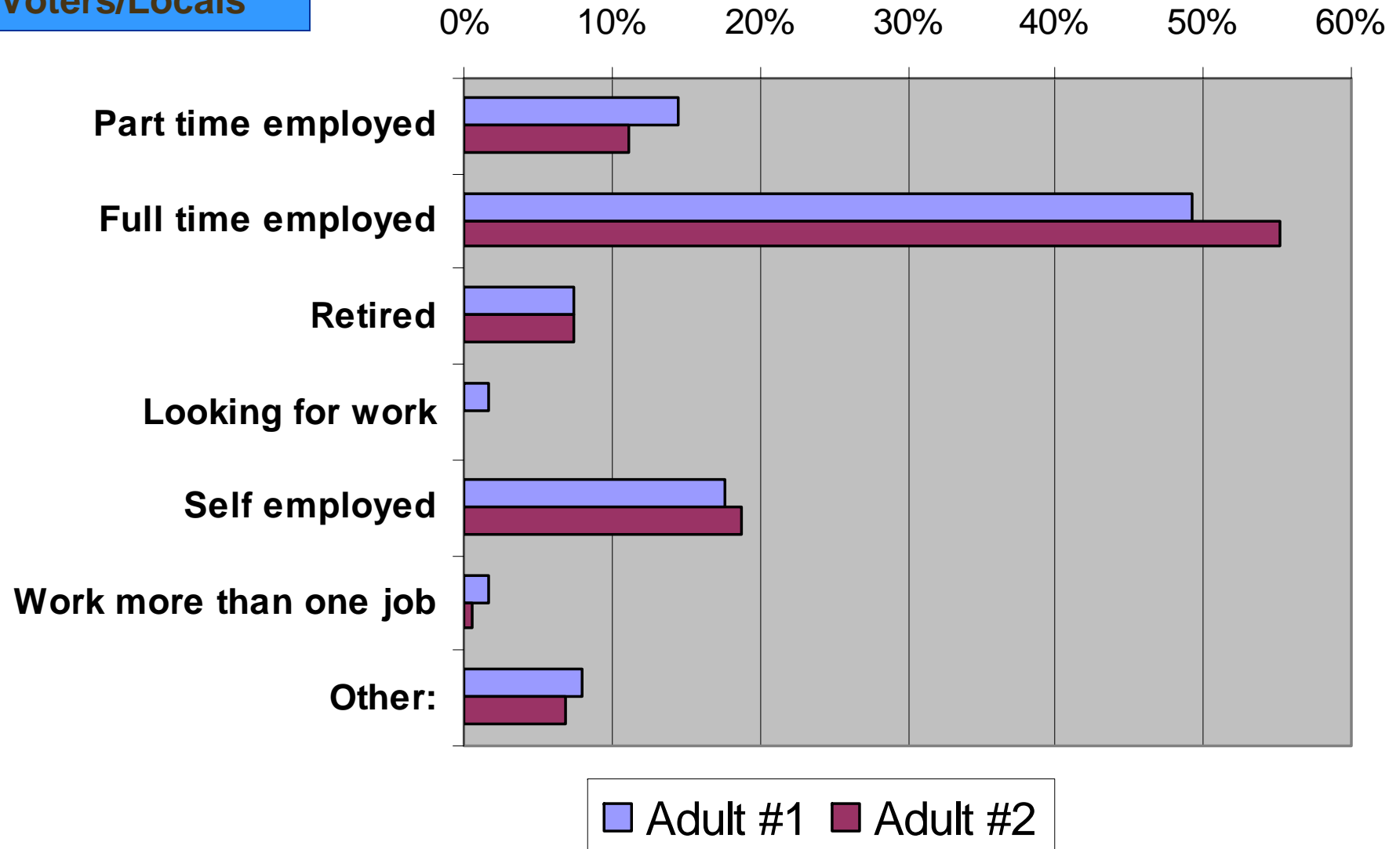
# 87. # employed in household

Voters/Locals



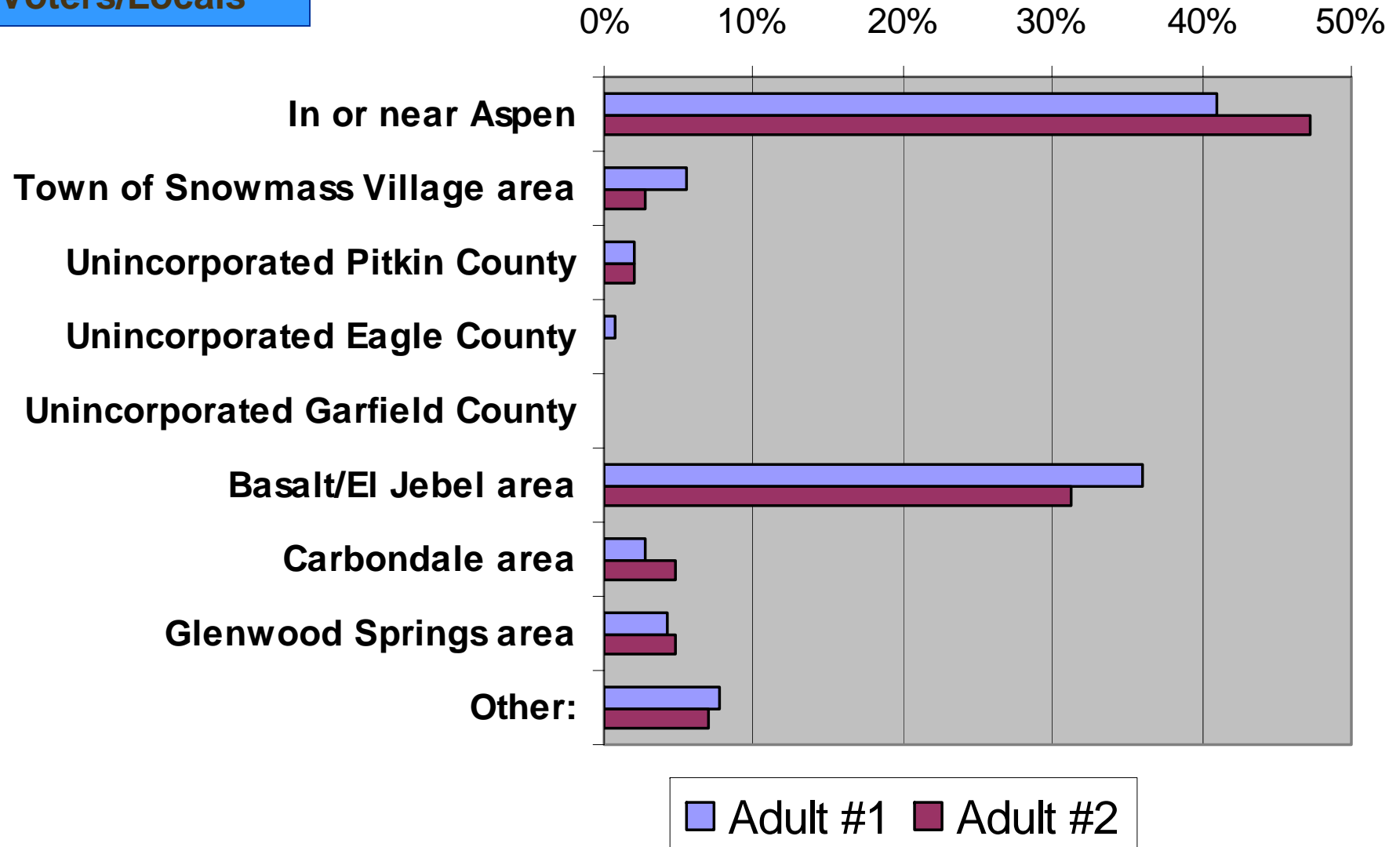
# 89. Employment Status

Voters/Locals



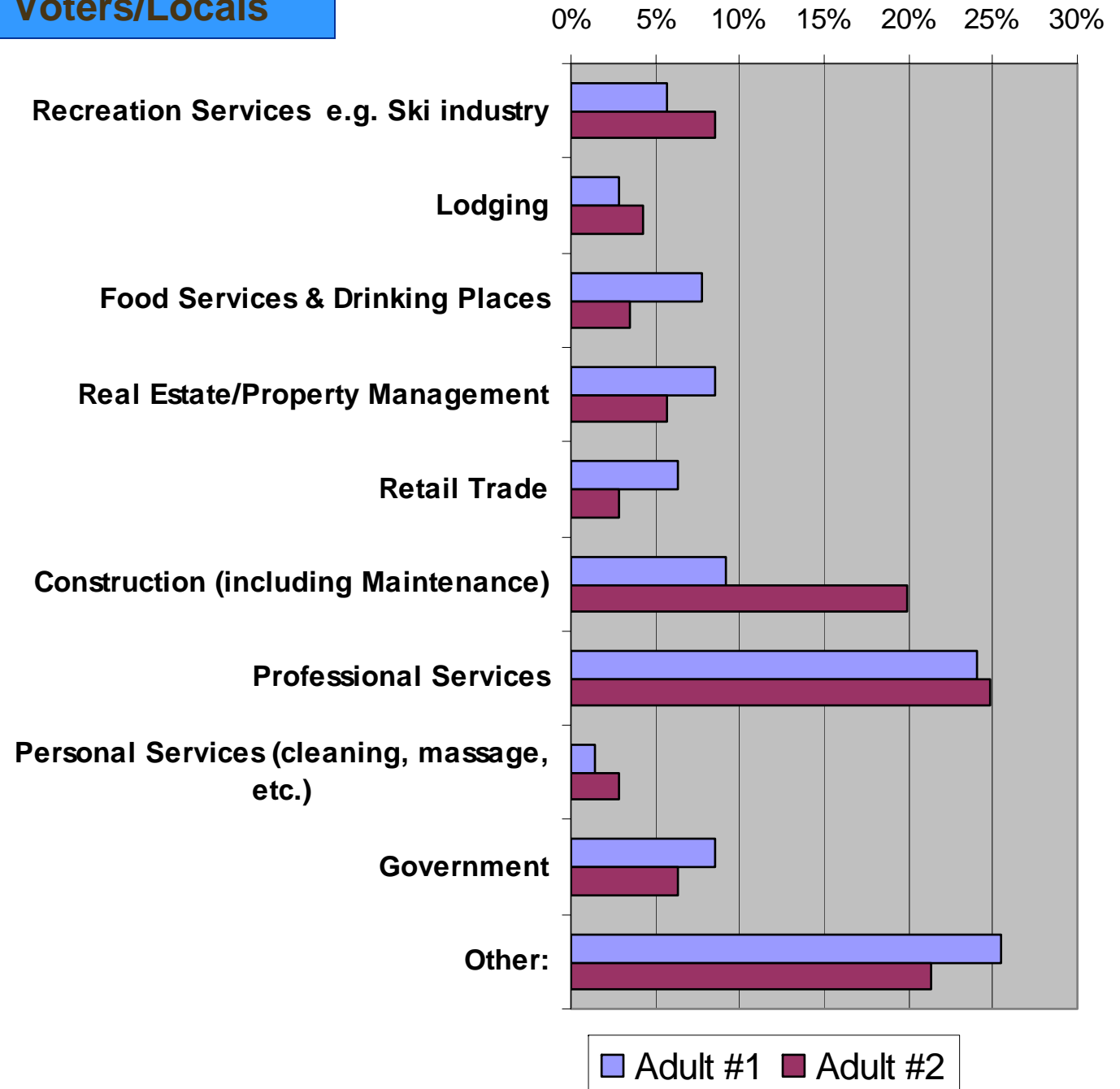
# 90. If employed, where?

## Voters/Locals



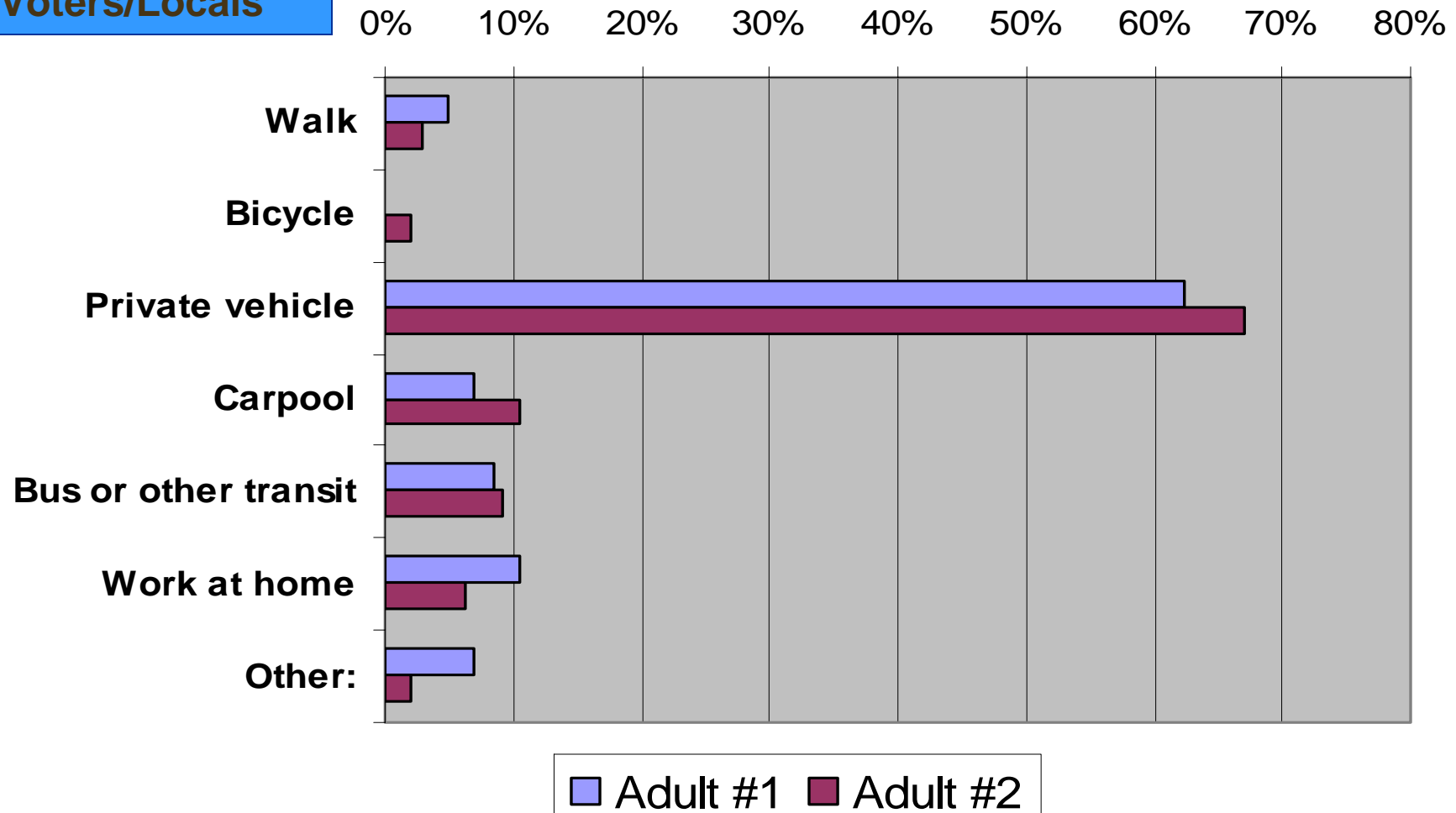
91. If employed, in what industry?

Voters/Locals



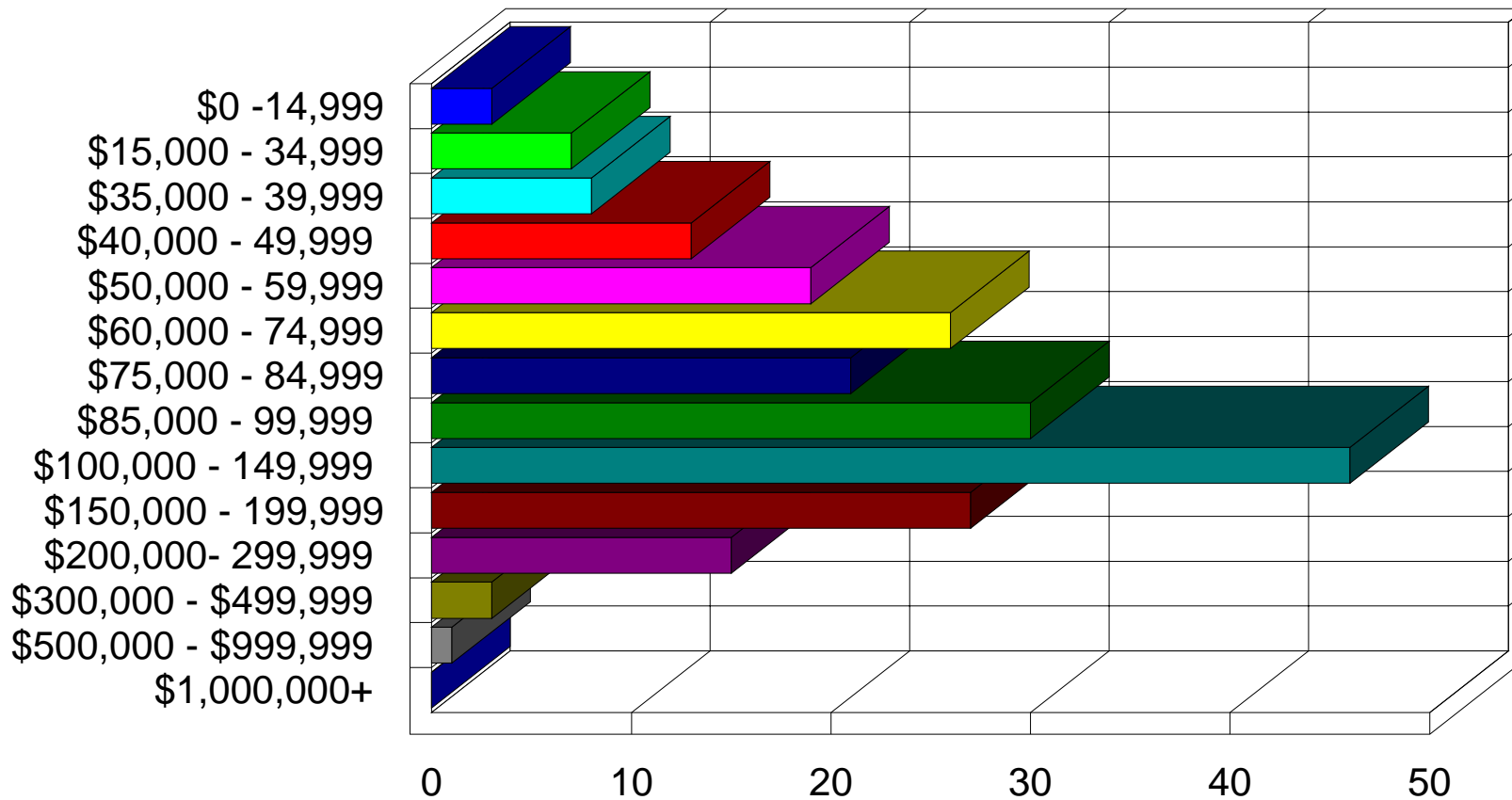
# 92. If employed, how do you typically get to work?

Voters/Locals



# 93. Income

## Voters/Locals



# 94. Primary Sources of Income

## Voters/Locals

Wage and Salary Income earned within the TOB

Wage and Salary Income earned outside of the TOB

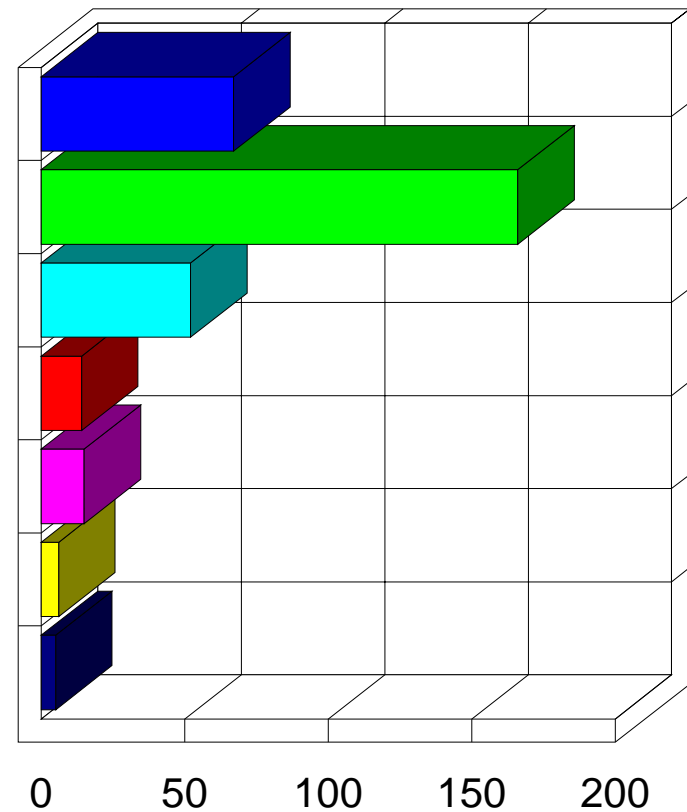
Other Income (dividends, rent, etc.)

Payments from government agencies

Private pensions or retirement plans

Family related support (alimony, child support, etc.)

Other:



# Town of Basalt 2005 Community Survey

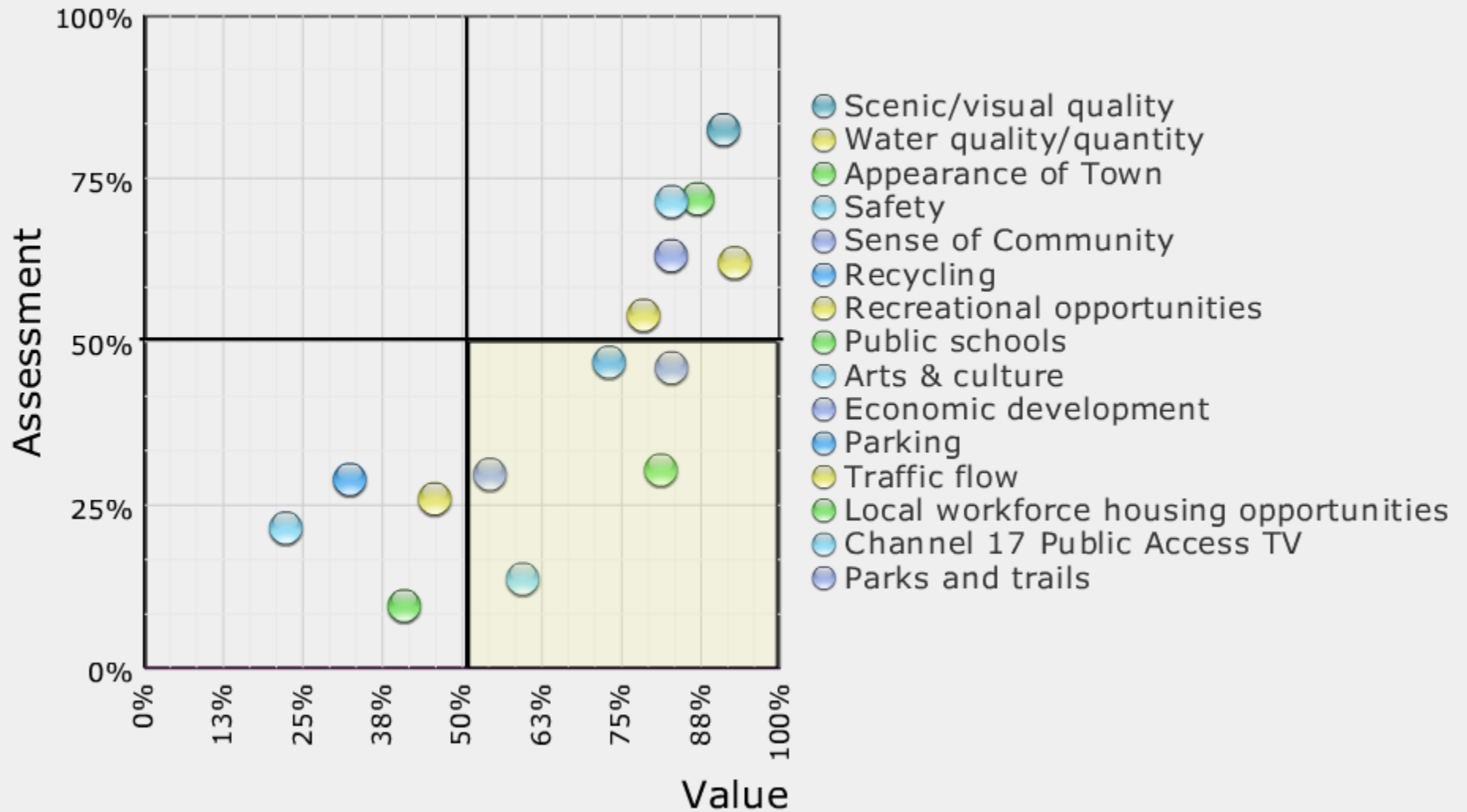
## Assessment of Town of Basalt



	<b>Assessor</b>	<b>Business</b>	<b>Voter</b>
	<i>n=280</i>	<i>n=106</i>	<i>n=241</i>
Scenic/visual quality	77.8%	73.0%	82.3%
Appearance of Town	75.2%	73.3%	71.7%
Water quality/quantity	65.8%	57.5%	62.0%
Safety	65.7%	59.6%	71.3%
Sense of Community	63.1%	57.5%	63.1%
Recreational opportunities	57.5%	59.1%	54.0%
Recycling	50.4%	45.5%	46.7%
Parks and trails	44.4%	36.0%	45.9%
Economic development	34.9%	27.7%	29.6%
Public schools	33.5%	33.3%	30.3%
Parking	24.6%	11.2%	28.8%
Channel 17 Public Access TV	20.6%	15.1%	21.4%
Arts & culture	20.5%	16.3%	13.6%
Traffic flow	19.9%	12.4%	25.9%
Local workforce housing opportunities	10.7%	7.1%	9.5%

# Value to Assessment

Scatter Gram





# Second Homeowners

# Current Use

Full time rental	21	44.7%
Part time rental	0	0.0%
Owner use only	15	31.9%
Owner, friends and family use	12	25.5%
Corporate use	0	0.0%
No use	0	0.0%
Other:	2	4.3%
Missing cases	6	11.3%

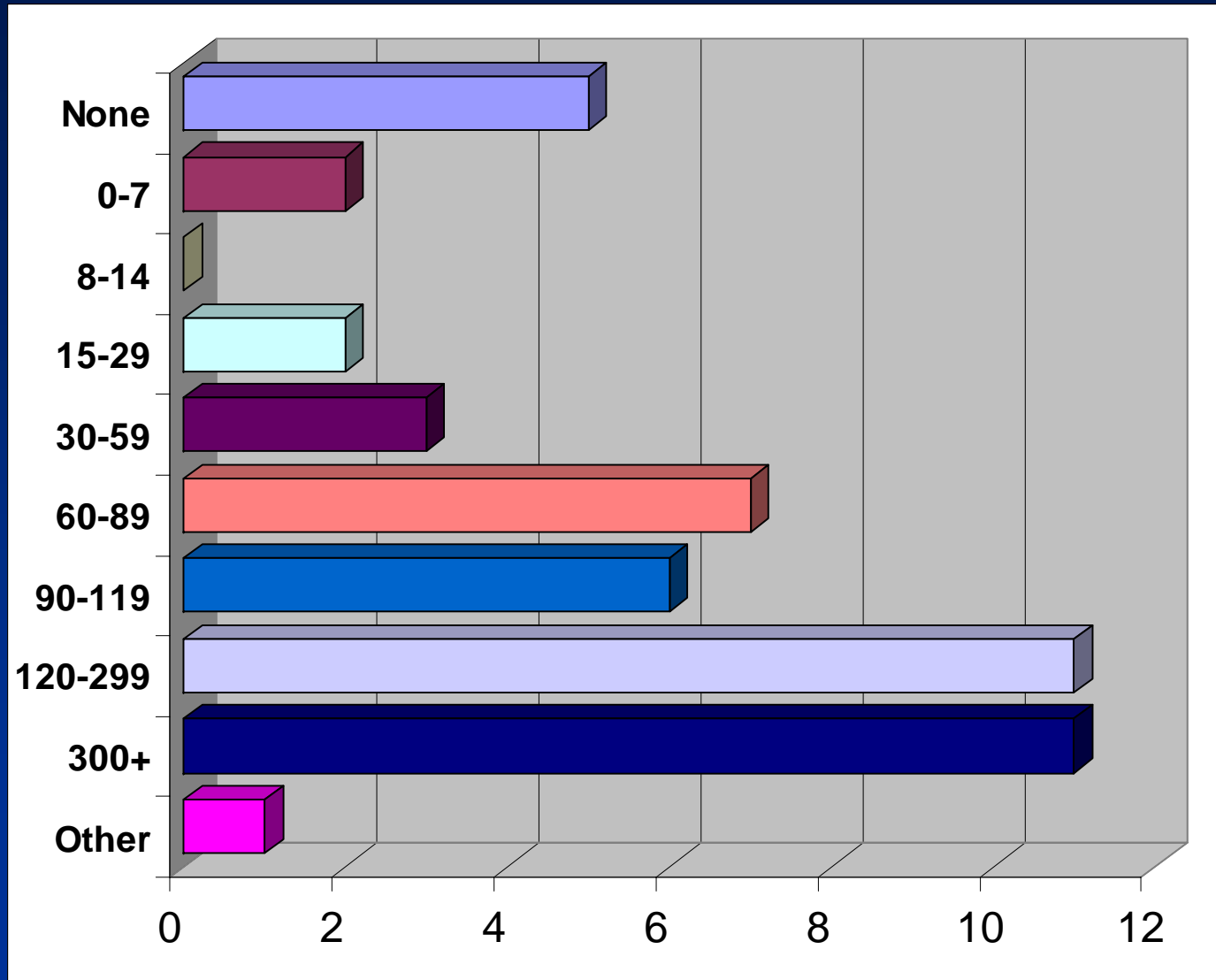
Second Homeowners  $n=53$

# Why bought property?

Proximity to Aspen	29	60.4%
Scenery/surroundings	24	50.0%
Investment potential	23	47.9%
Proximity to winter recreation	23	47.9%
Summer climate	21	43.8%
Recreational amenities	19	39.6%
Clean surroundings	18	37.5%
Intend to vacation here for years	18	37.5%
Friendly residents	12	25.0%
Proximity to friends and/or family	10	20.8%
Other:	10	20.8%
Intend to retire here	9	18.8%
Rental income	8	16.7%
Cultural opportunities	5	10.4%
Proximity to Denver and the Front Range	1	2.1%
Missing cases	5	9.4%

Second Homeowners  $n=53$

# Total Usage (# days in past 12 months)

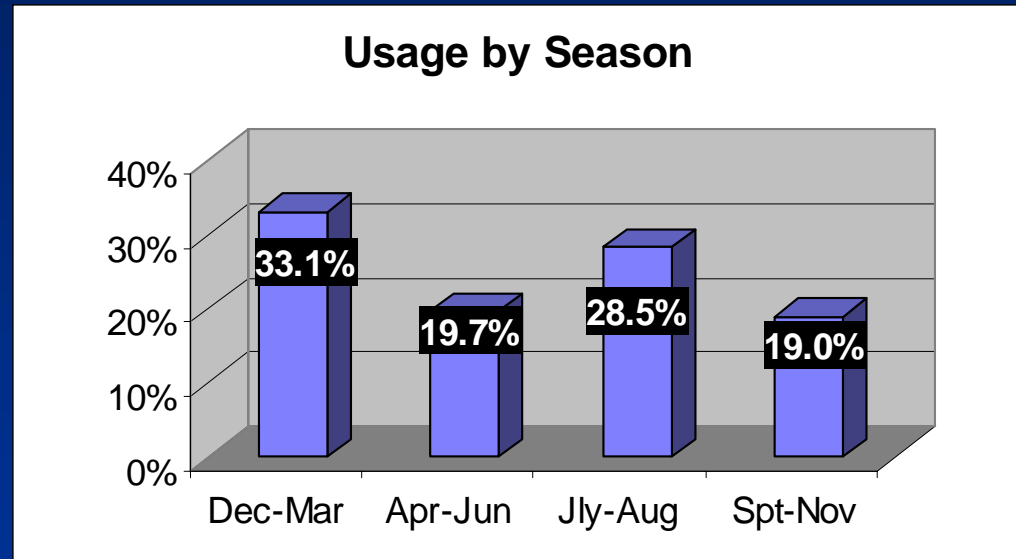


Second Homeowners  $n=53$

# How often are Basalt second homeowners here?

**0.17 Full  
Time  
Household  
Equivalency**

**0.25 FTHE  
2003 NWCCOG  
Homeowners Survey**



# Future Use

Increase my personal use of the residence	18	37.5%
Increase use by friends and family	10	20.8%
Maintain current use	20	41.7%
Decrease current use	1	2.1%
Sell the residence	9	18.8%
Use the residence as a full time rental unit	6	12.5%
Use the residence as a part time rental unit	1	2.1%
Use as retirement residence	5	10.4%
Renovate the residence	0	0.0%
Become a full time resident of the TOB	4	8.3%
Other:	1	2.1%
Missing cases	5	9.4%

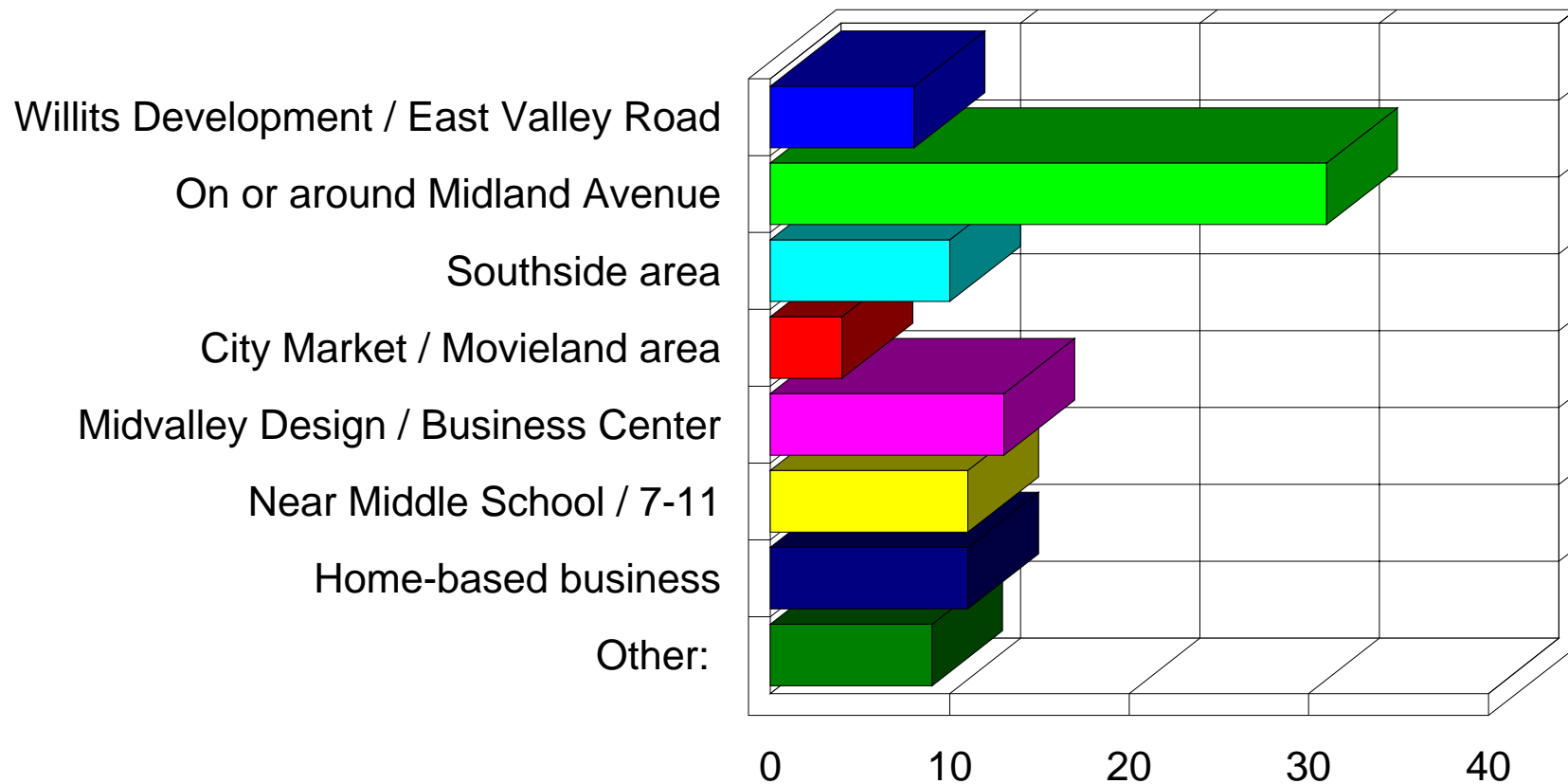
Second Homeowners  $n=53$

# Business Community



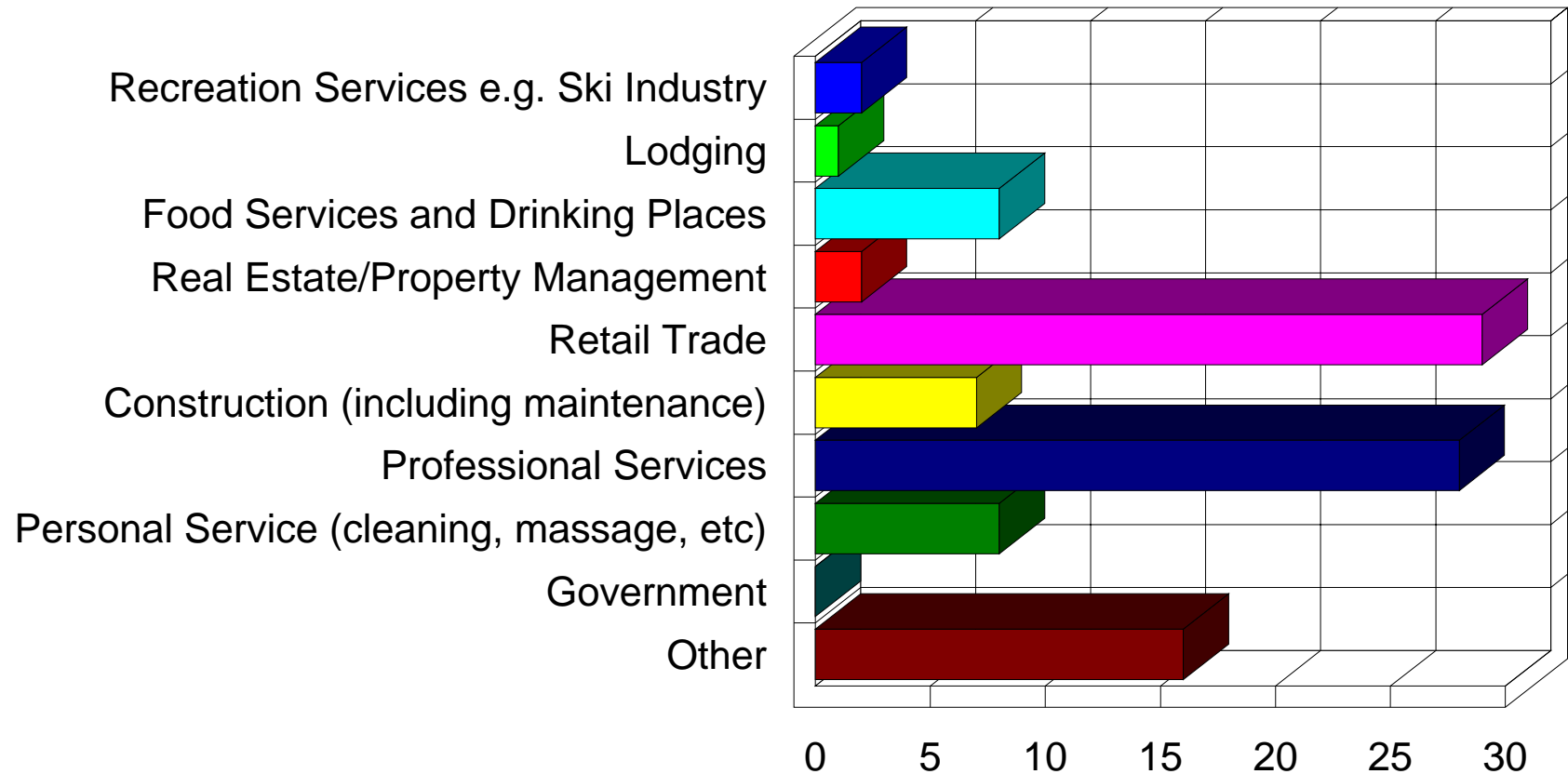
# 119. Business location

## Business Owners



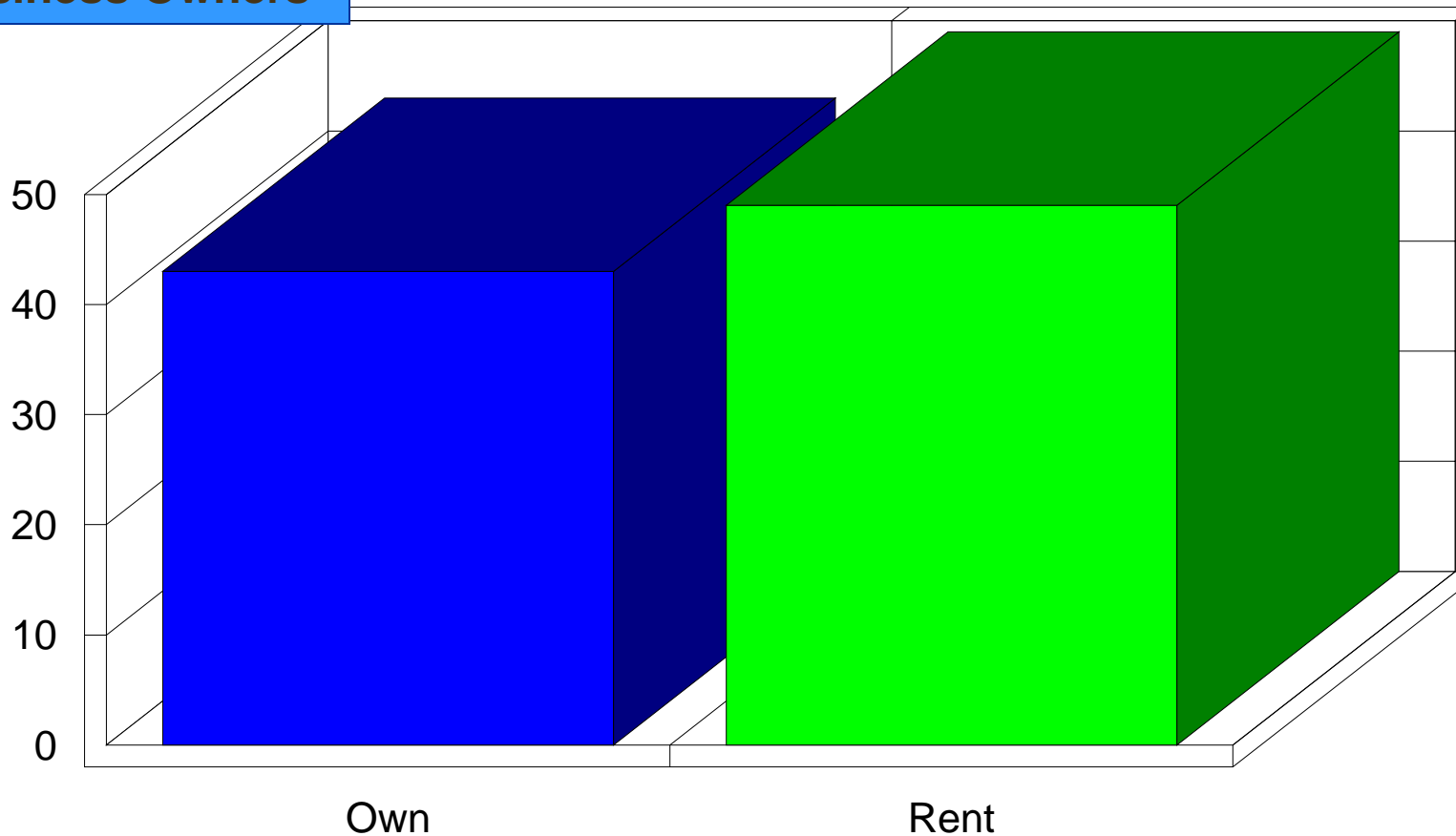
# 120. Type of business

## Business Owners



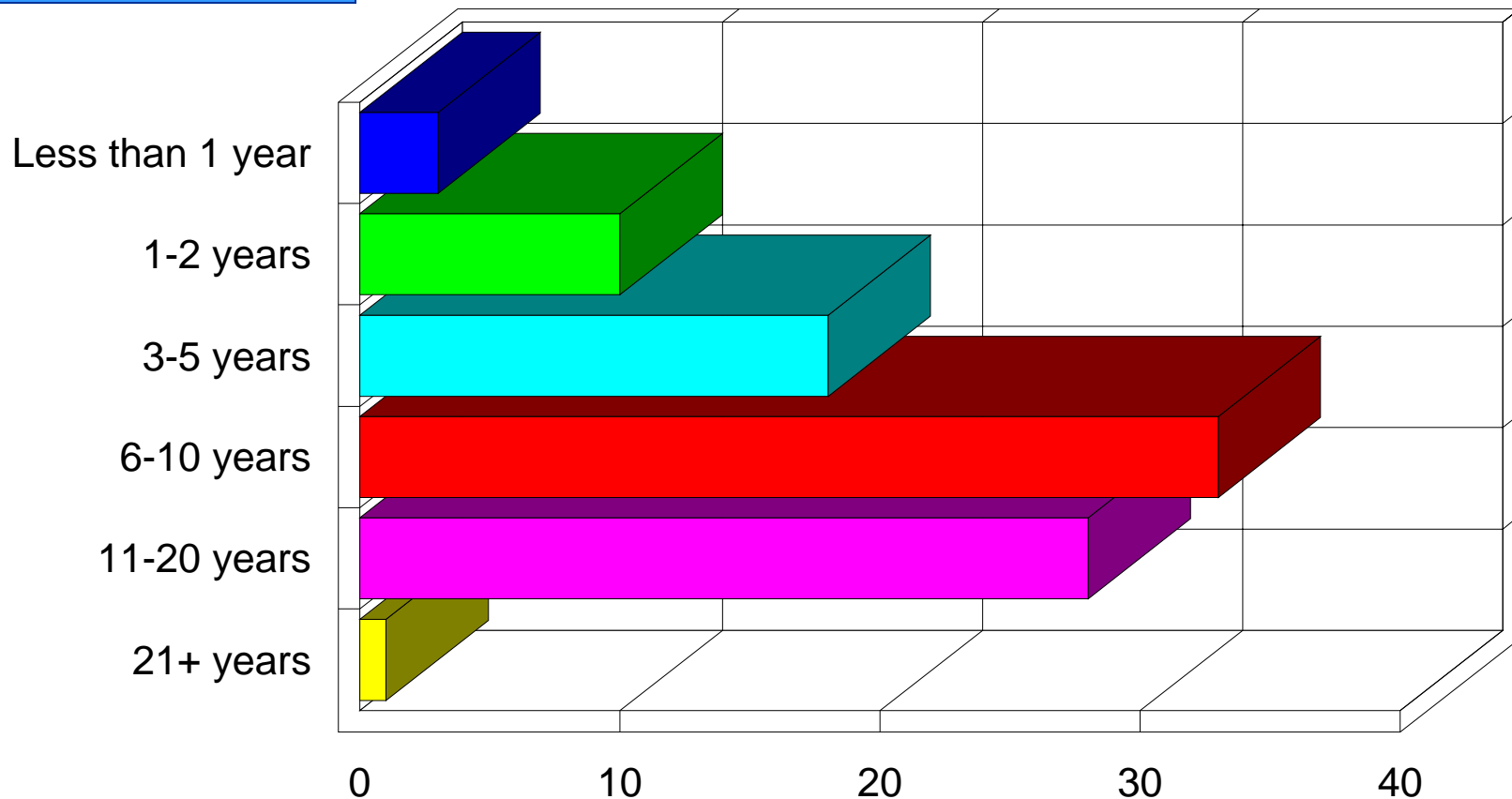
# 121. Own or rent business property?

Business Owners



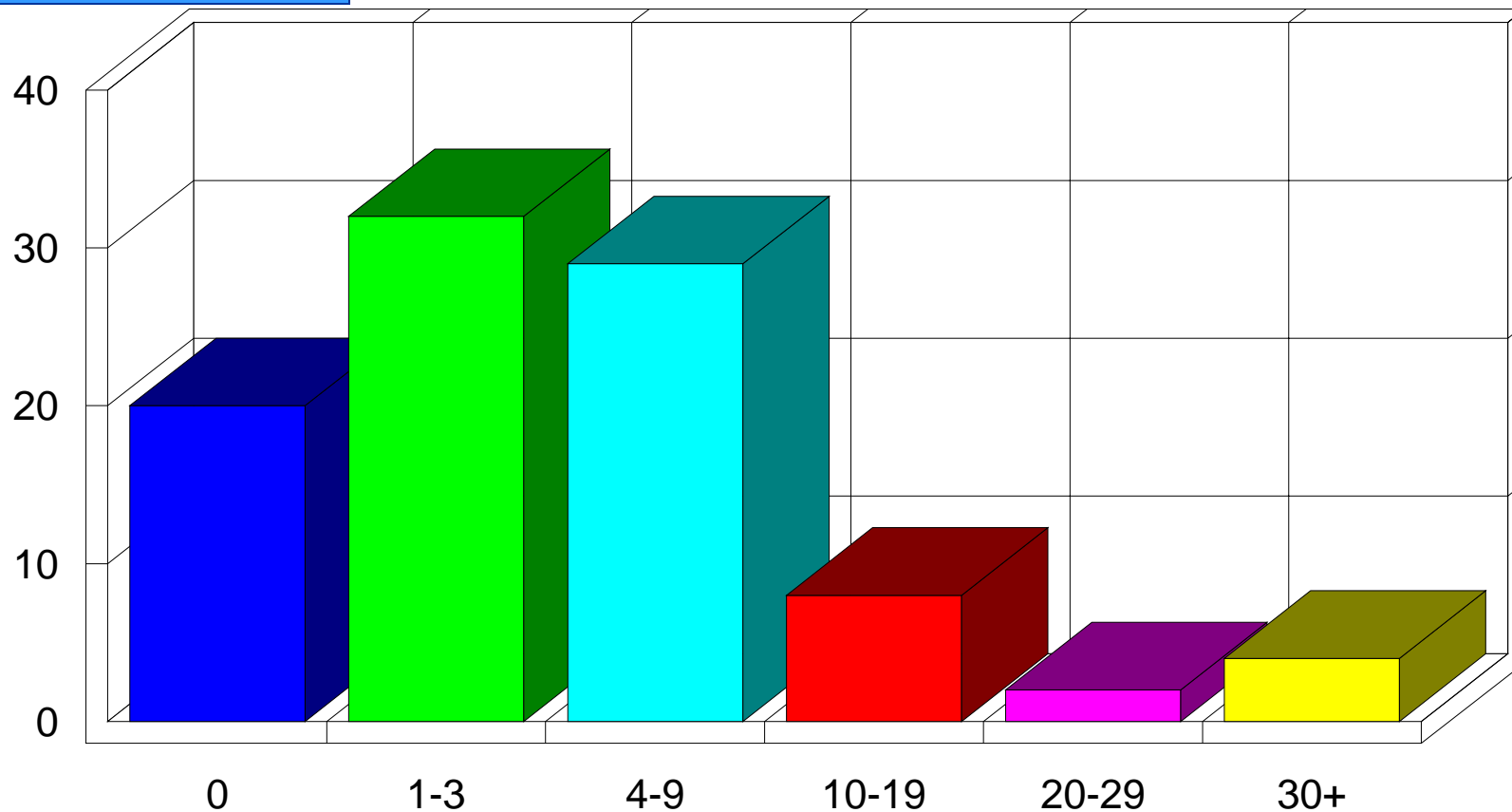
# 122. How long have you operated your business in Basalt?

## Business Owners



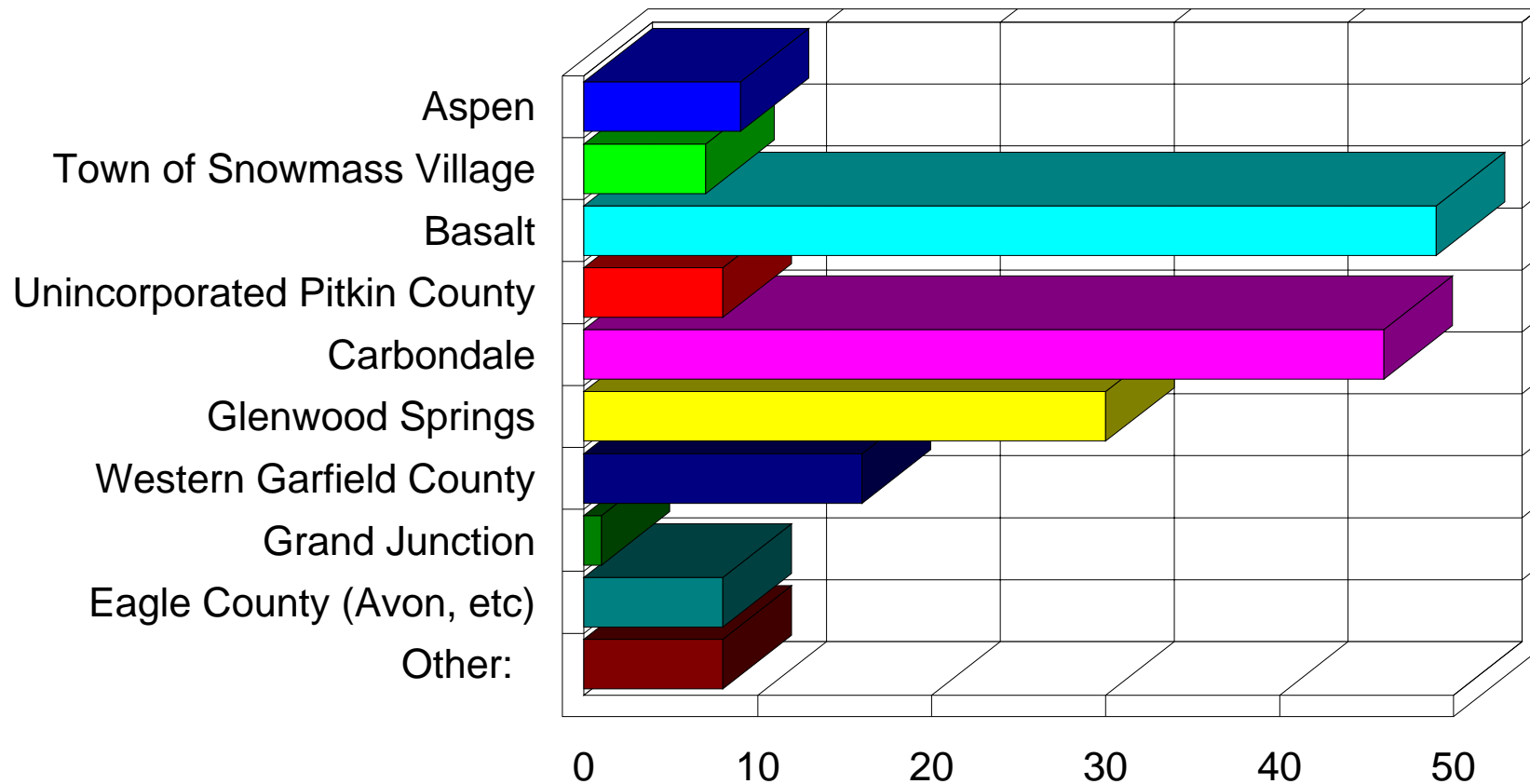
# 123. How many employees?

Business Owners



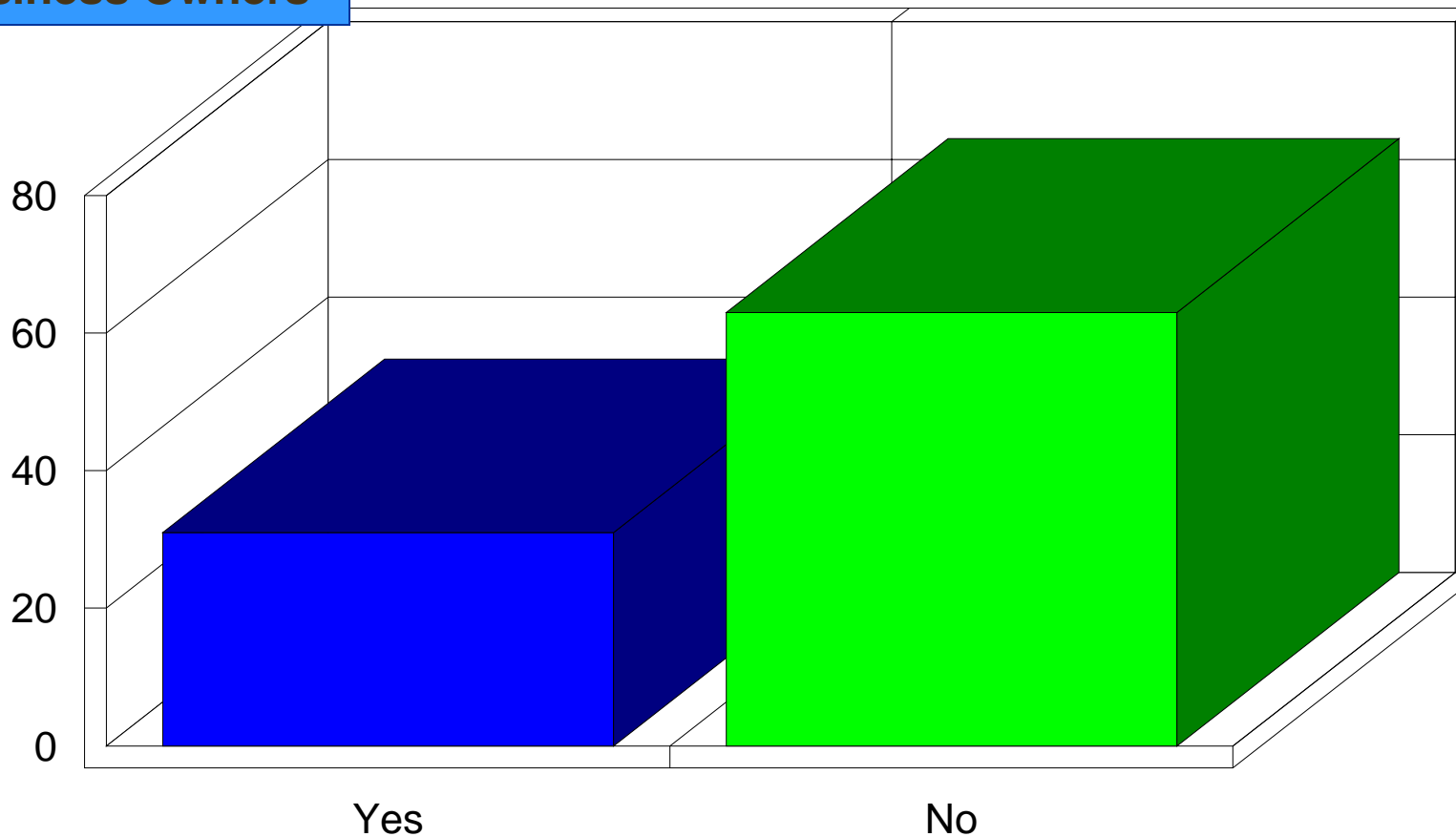
# 124. Employees reside?

## Business Owners



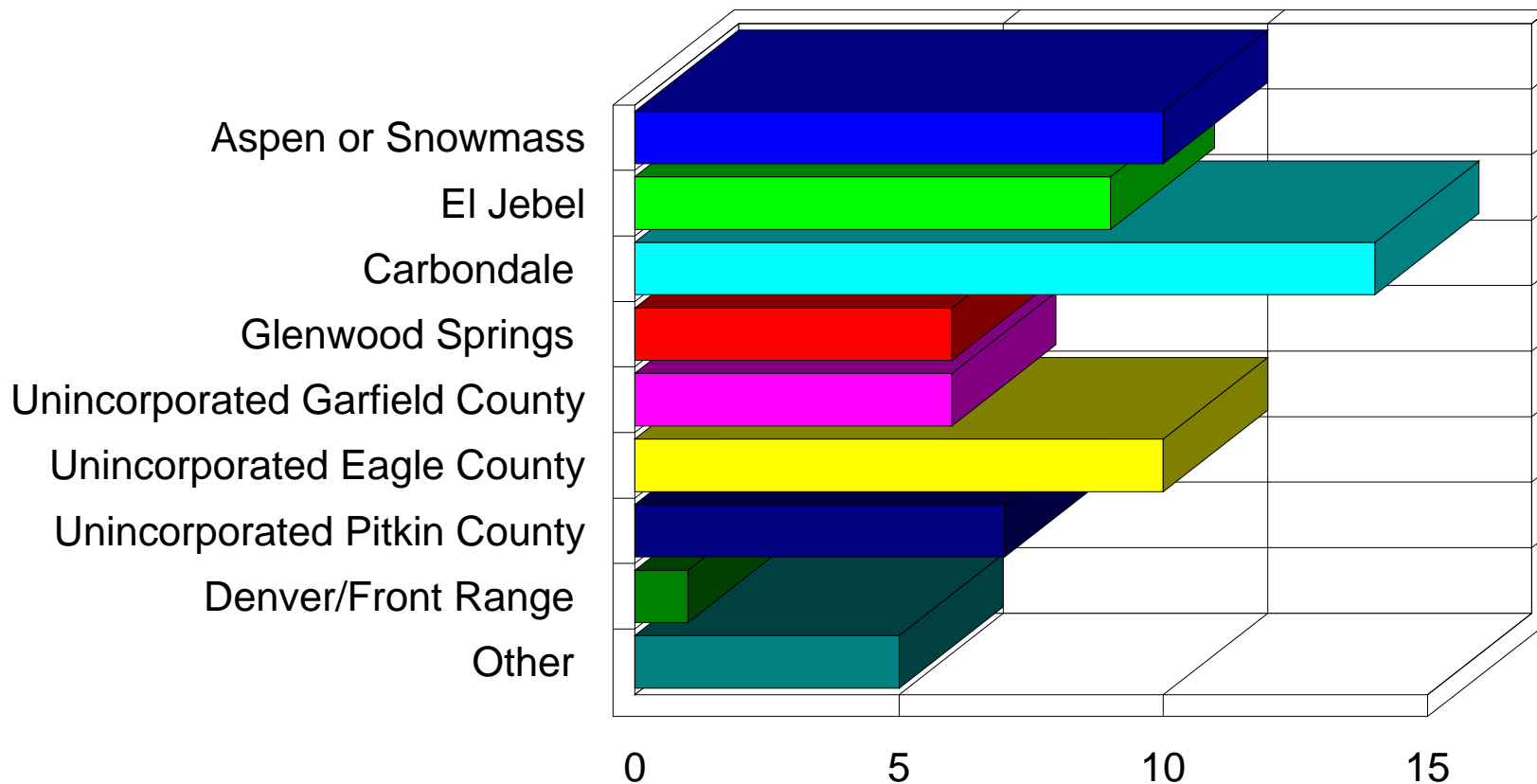
# 125. Do you live in Basalt?

Business Owners



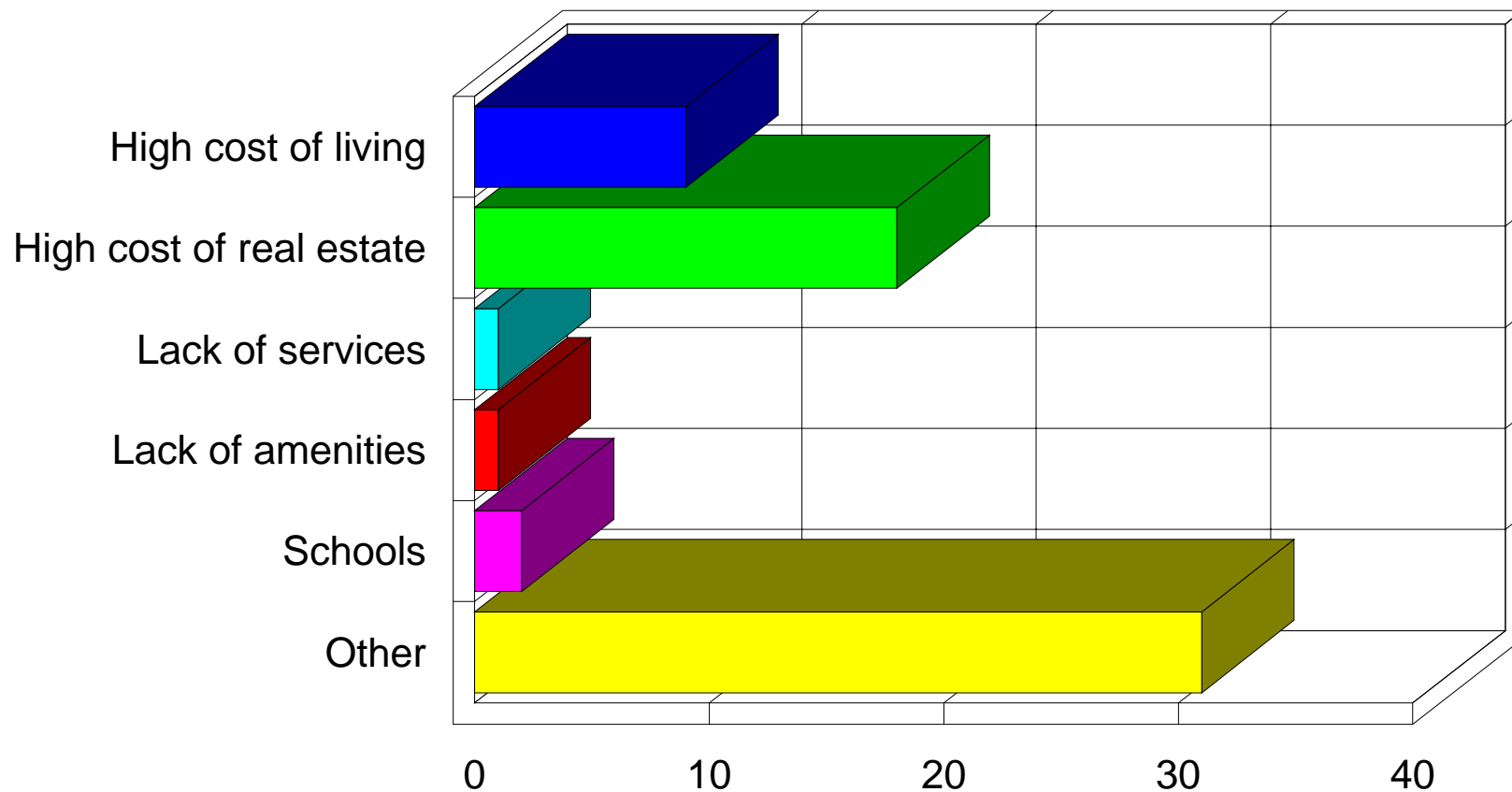
# 126. If you do not live in Basalt, where do you live?

## Business Owners



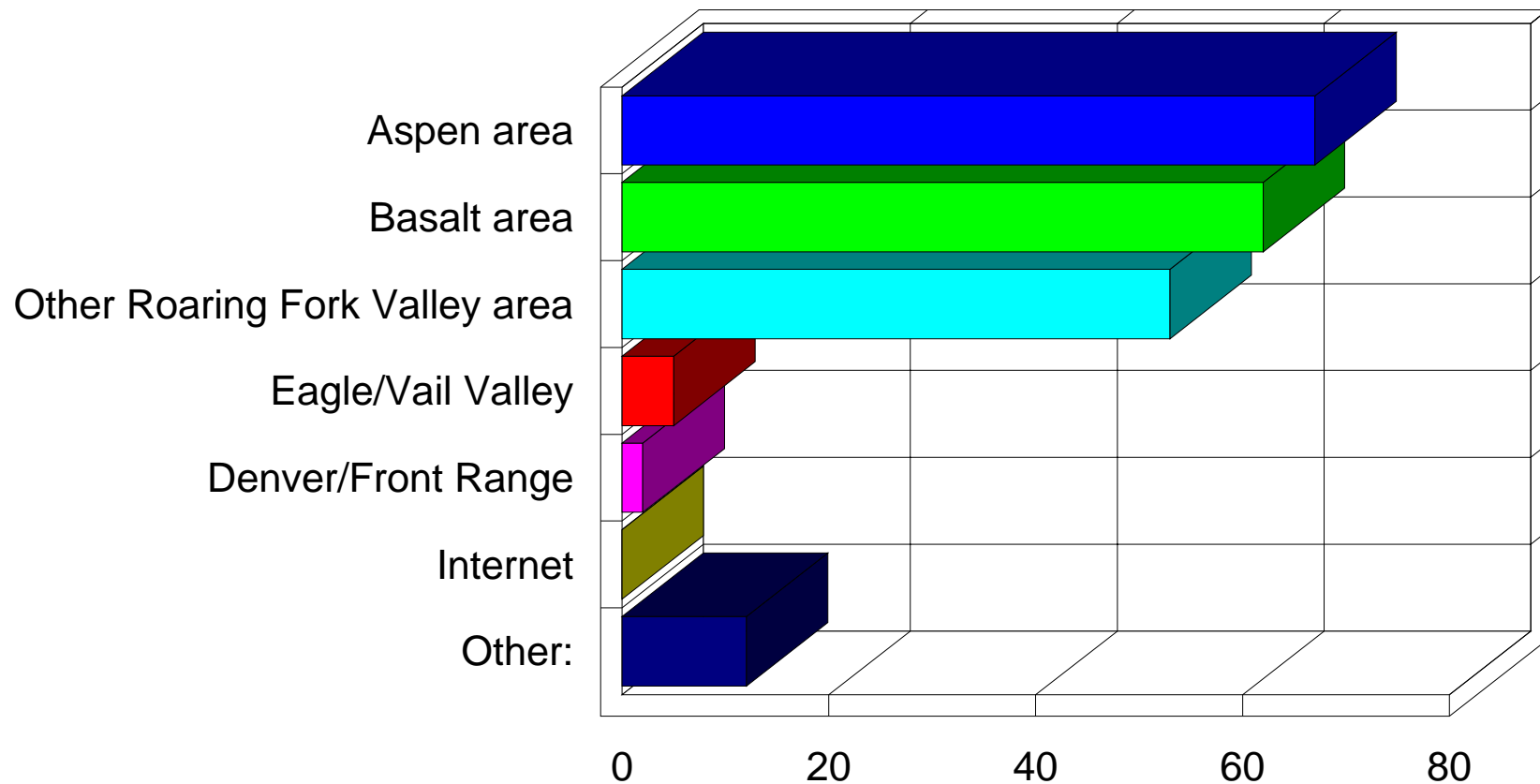
# 127. If you do not live in Basalt, why?

## Business Owners



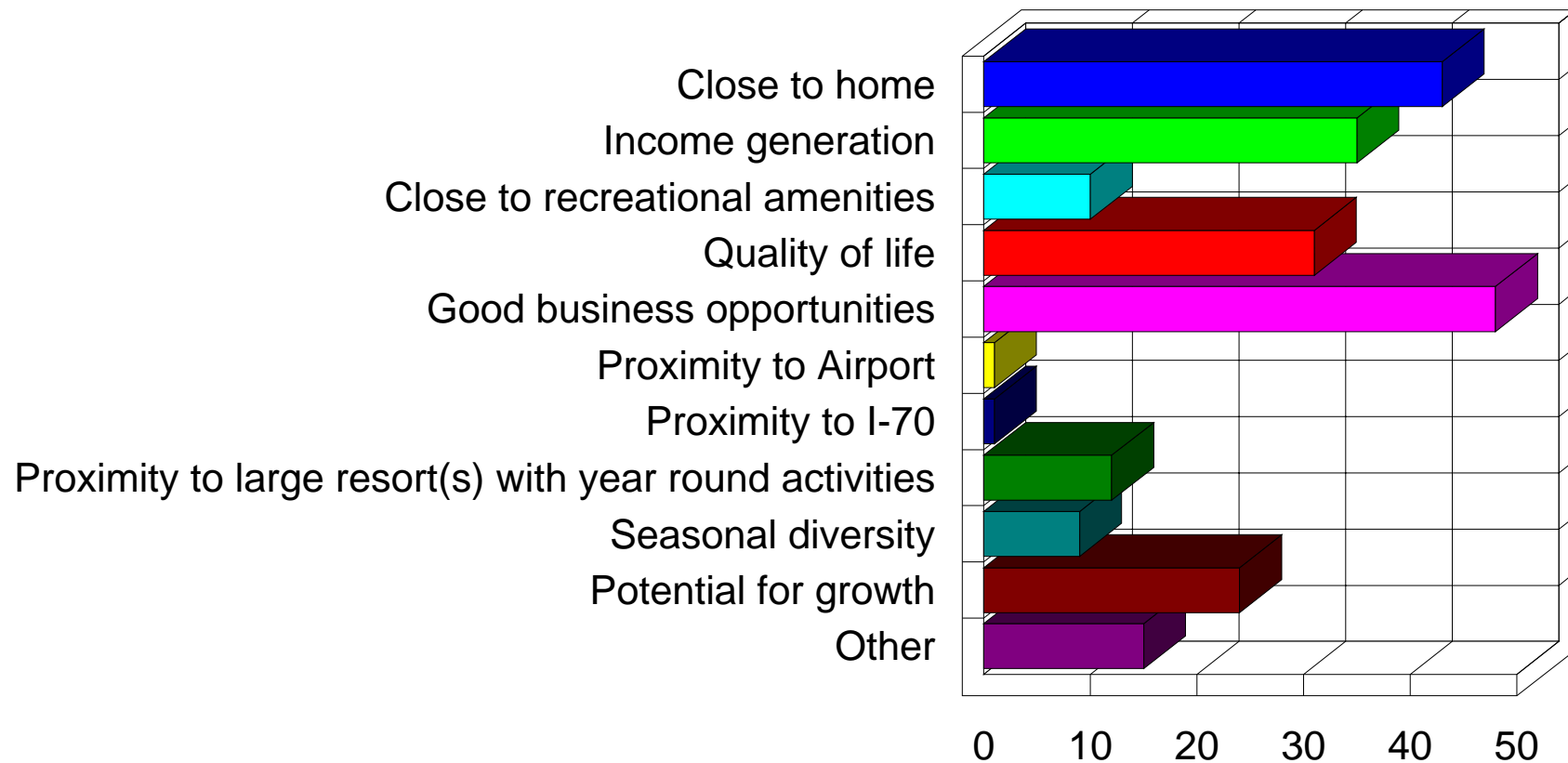
# 128. My main customers come from:

## Business Owners



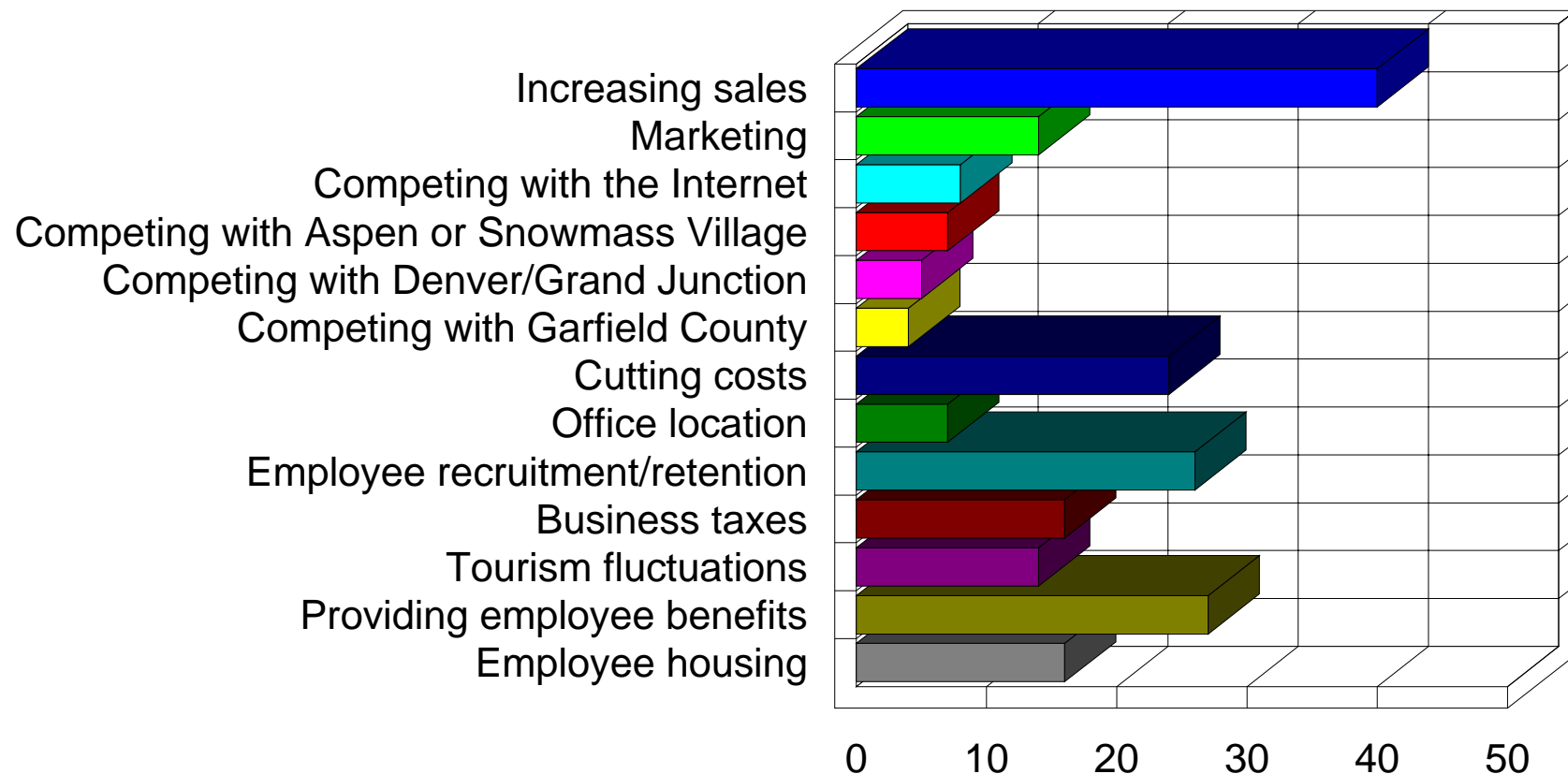
# 129. Why do business in Basalt?

## Business Owners



# 130. What are the biggest challenges you face running a business in Basalt?

## Business Owners



## Town of Basalt 2005 Community Survey Improvements to Business Climate

	<b>Business</b>
	<i>n=106</i>
Promote and market the Town of Basalt and its amenities.	59.8%
Improve the physical appearance of commercial corridors.	56.3%
Improve pedestrian access to commercial areas.	52.3%
Improve the communications between the Town of Basalt and the local business community.	47.7%
Create additional special events to draw people to the Town of Basalt.	43.7%
The Town of Basalt should stay out of the private marketplace.	30.9%
Add more sales tax generating businesses.	28.2%
Create a Special Improvement District ( <i>A district created by act, petition, or vote of the residents for a specific purpose with the power to levy taxes. It is used by a local authority for the financing of a local improvement that is primarily for the benefit of the landowners within the district.</i> )	11.9%

	<b>70-100%</b>
	<b>60-69%</b>
	<b>50-59%</b>

# Agenda

- General demographic information about the Town of Basalt
- Purpose and methodology of 2005 survey
- Review 2005 survey results
- Comparative results & Conclusions



## 2003 NWCCOG Mountain Resort Homeowners Survey Community Input/Values Comparison



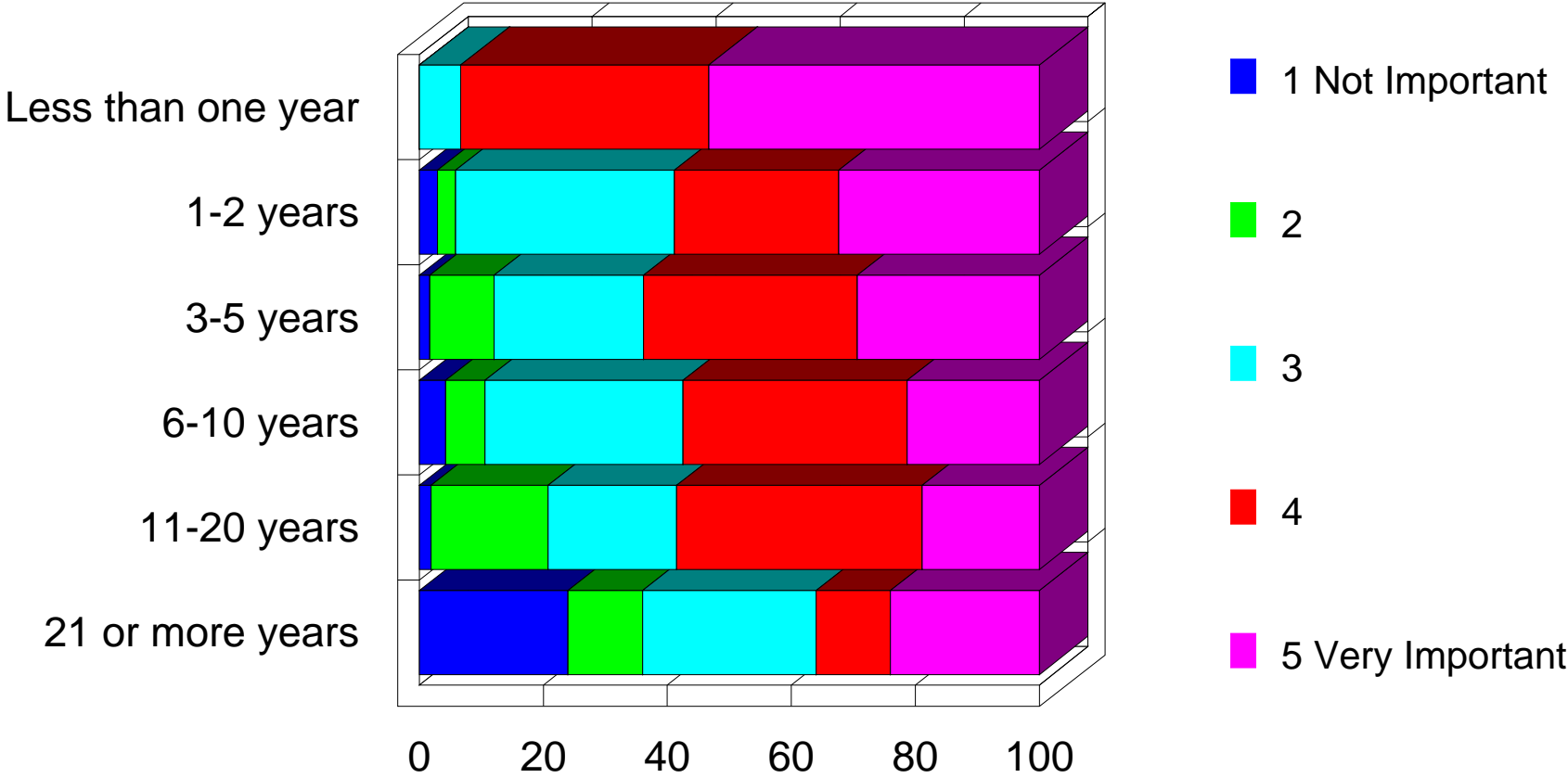
	<b>Eagle County</b>	<b>Grand County</b>	<b>Pitkin County</b>	<b>Summit County</b>	<b>ALL</b>	<b>Town of Basalt</b>
	Resident	Resident	Resident	Resident	Resident	Resident
	<i>n=160</i>	<i>n=128</i>	<i>n=123</i>	<i>n=120</i>	<i>n=531</i>	<i>n=241</i>
Scenic/visual quality:	90	85	92	92	90	91
Air quality	91	90	91	94	91	
Recreational opportunities:	75	67	88	87	79	79
Water Quality/Quantity	92	91	90	94	91	93
Parks/trail systems	79	65	83	85	78	83
Wildlife habitat	85	86	76	88	84	
Wildland fire mitigation:	68	67	63	67	67	
Local economy	88	69	76	78	79	54*
Transportation infrastructure	57	37	59	43	49	
Health care services:	79	69	82	80	77	
Arts & Culture	54	25	78	58	54	60
Public transportation	52	32	56	35	44	
Local workforce housing opportunities	50	33	48	29	41	41
Education (K-12)	63	54	63	55	59	81**
Adult Education	43	25	46	44	40	

\* Economic development

\*\* Public Schools

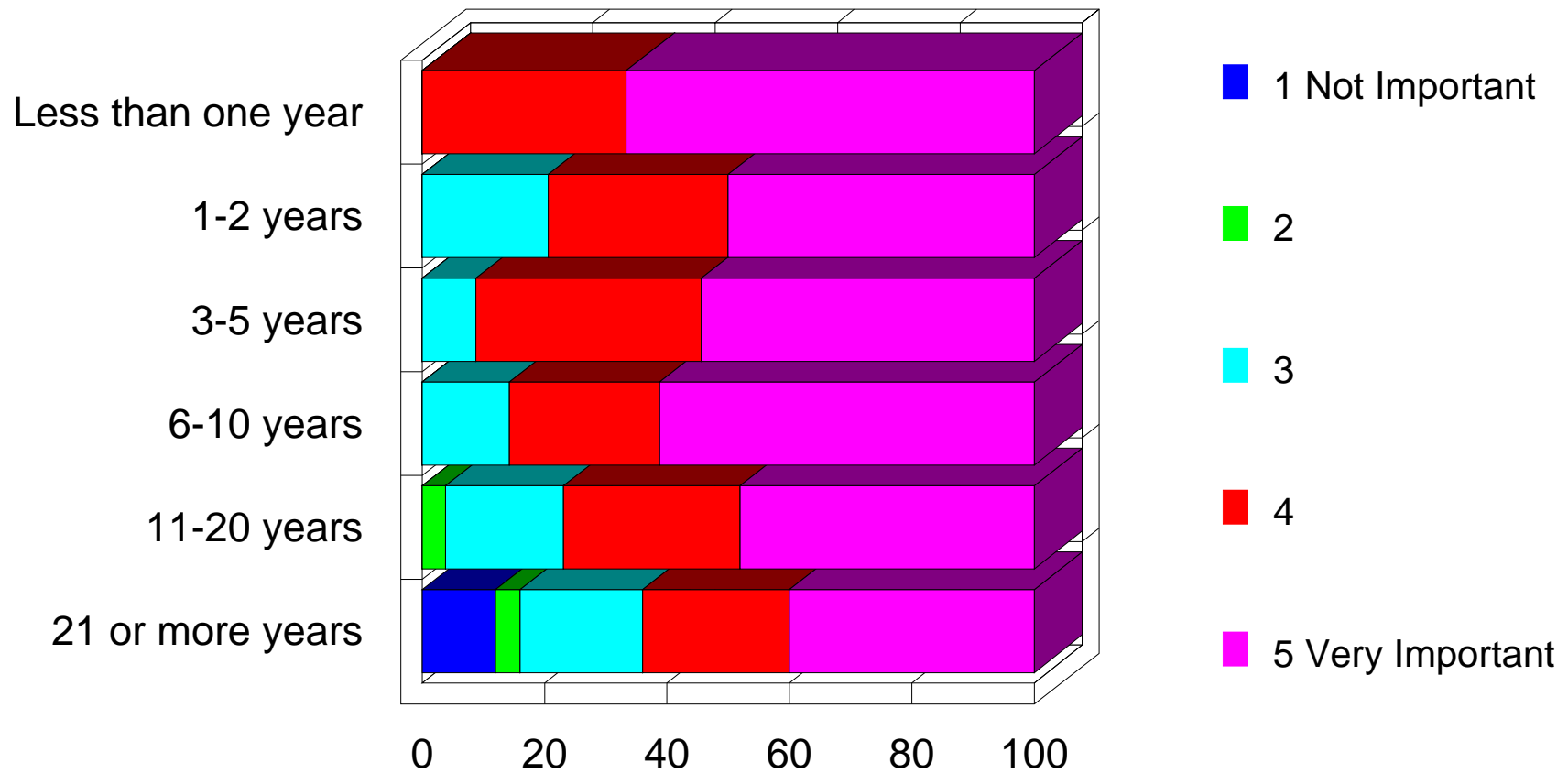
# Arts & Culture

## Voters/Locals



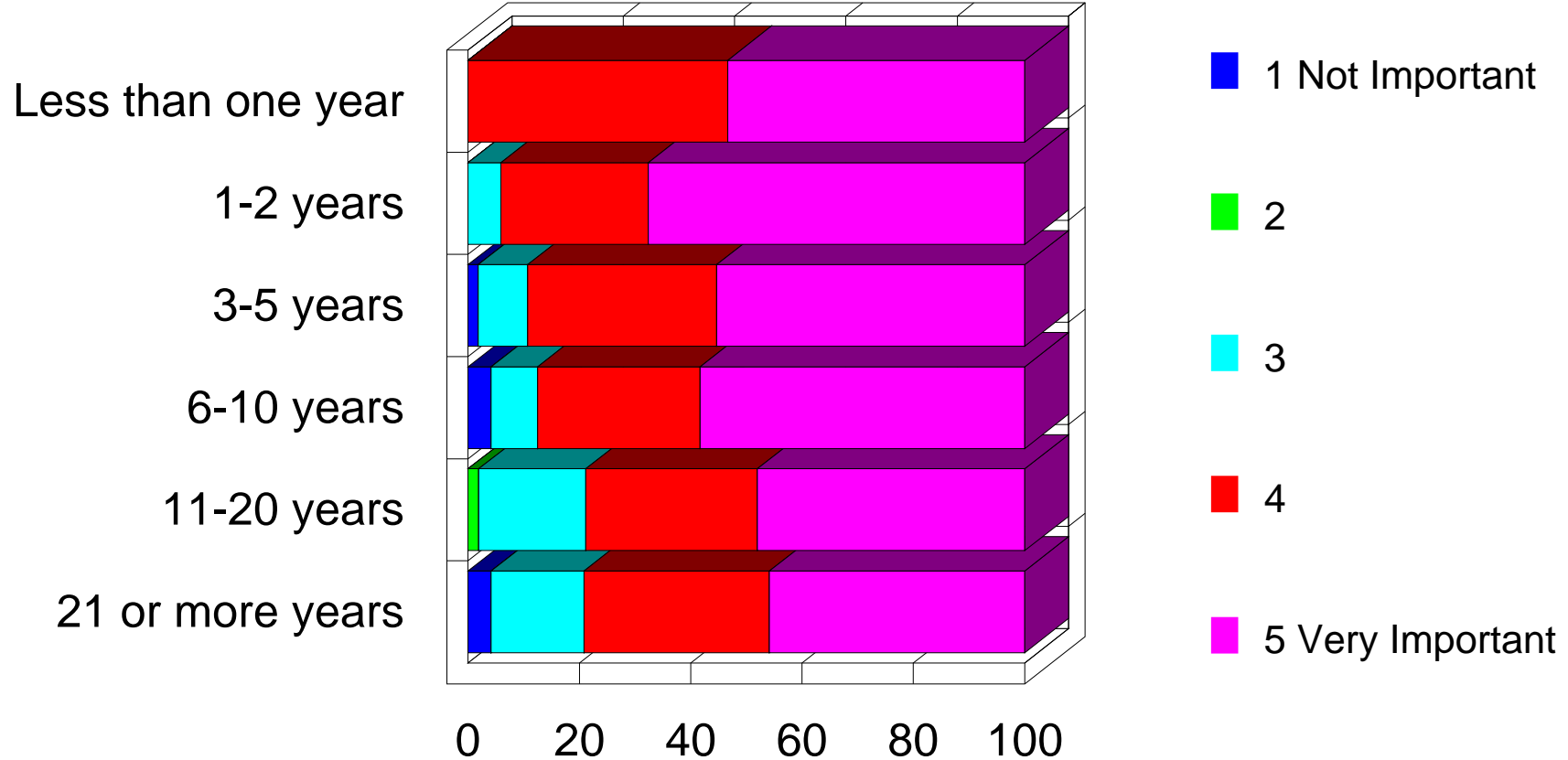
# Sense of Community

## Voters/Locals



# Appearance of Town

## Voters/Locals



# 2003 NWCCOG Mountain Resort Homeowners Survey Assessment Comparison



	Eagle County	Grand County	Pitkin County	Summit County	ALL	Town of Basalt
	Resident	Resident	Resident	Resident	Resident	Resident
	<i>n=160</i>	<i>n=128</i>	<i>n=123</i>	<i>n=120</i>	<i>n=531</i>	<i>n=241</i>
Recreation opportunities	77	77	89	91	83	54
Parks, trail and open space	67	62	88	78	73	46*
Public Safety	52	51	73	70	61	71**
Appearance of town	47	30	70	47	48	72
Opportunities to attend cultural events	47	16	79	48	47	14***
Transportation	37	10	58	44	38	
Sense of community	46	46	61	44	49	63
Shopping opportunities	13	7	20	46	21	
Health services	52	23	64	39	45	
Education (K-12)	45	56	61	40	50	30****
Traffic	29	31	27	12	25	26*****
Adult Education	28	19	58	26	33	
Job opportunities	28	11	25	22	22	
Affordable housing opportunities	10	9	23	4	11	10

\* Parks and Trails

\*\*Safety

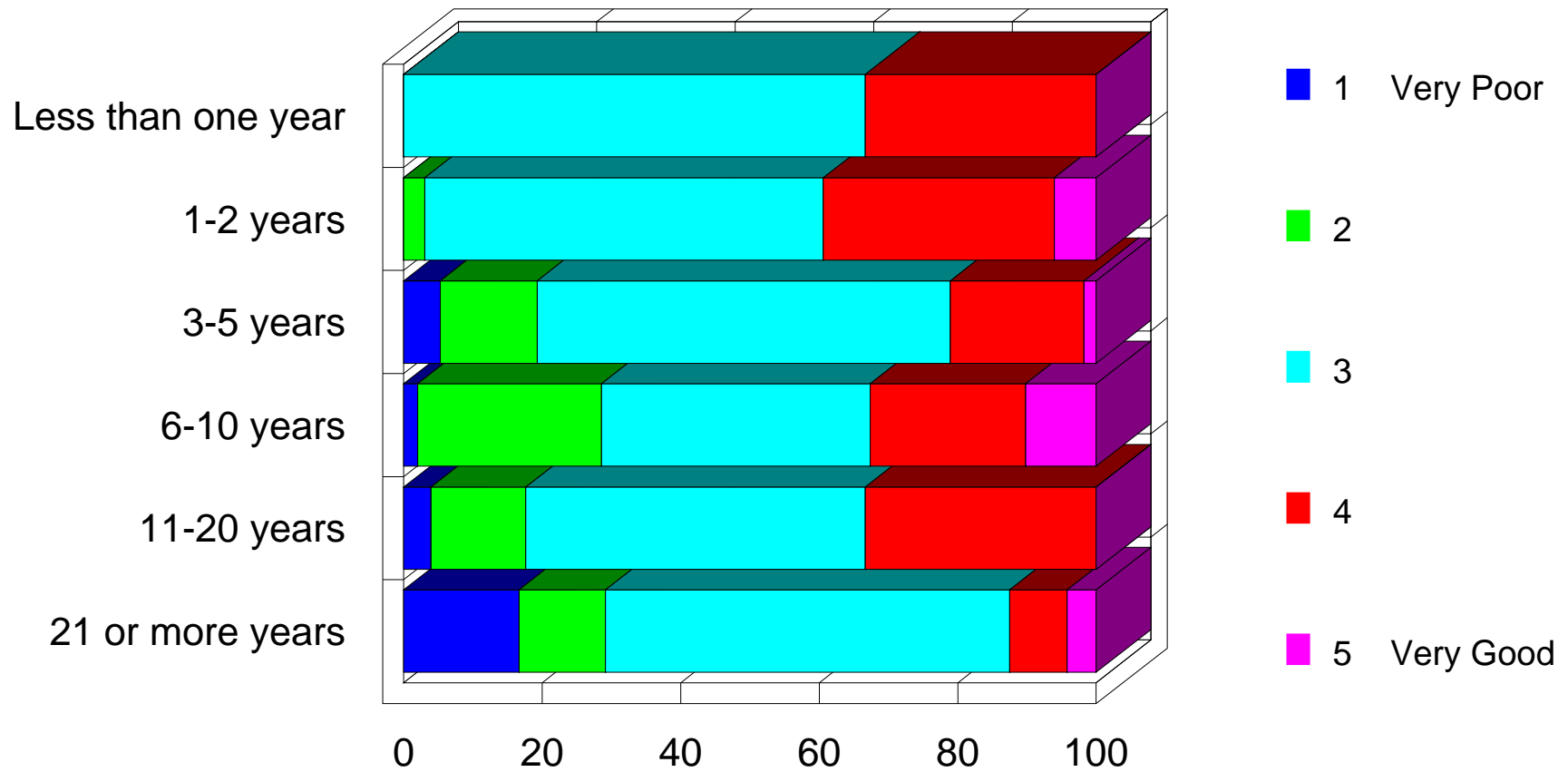
\*\*\*Arts & Culture

\*\*\*\*Public Schools

\*\*\*\*\*Traffic Flow

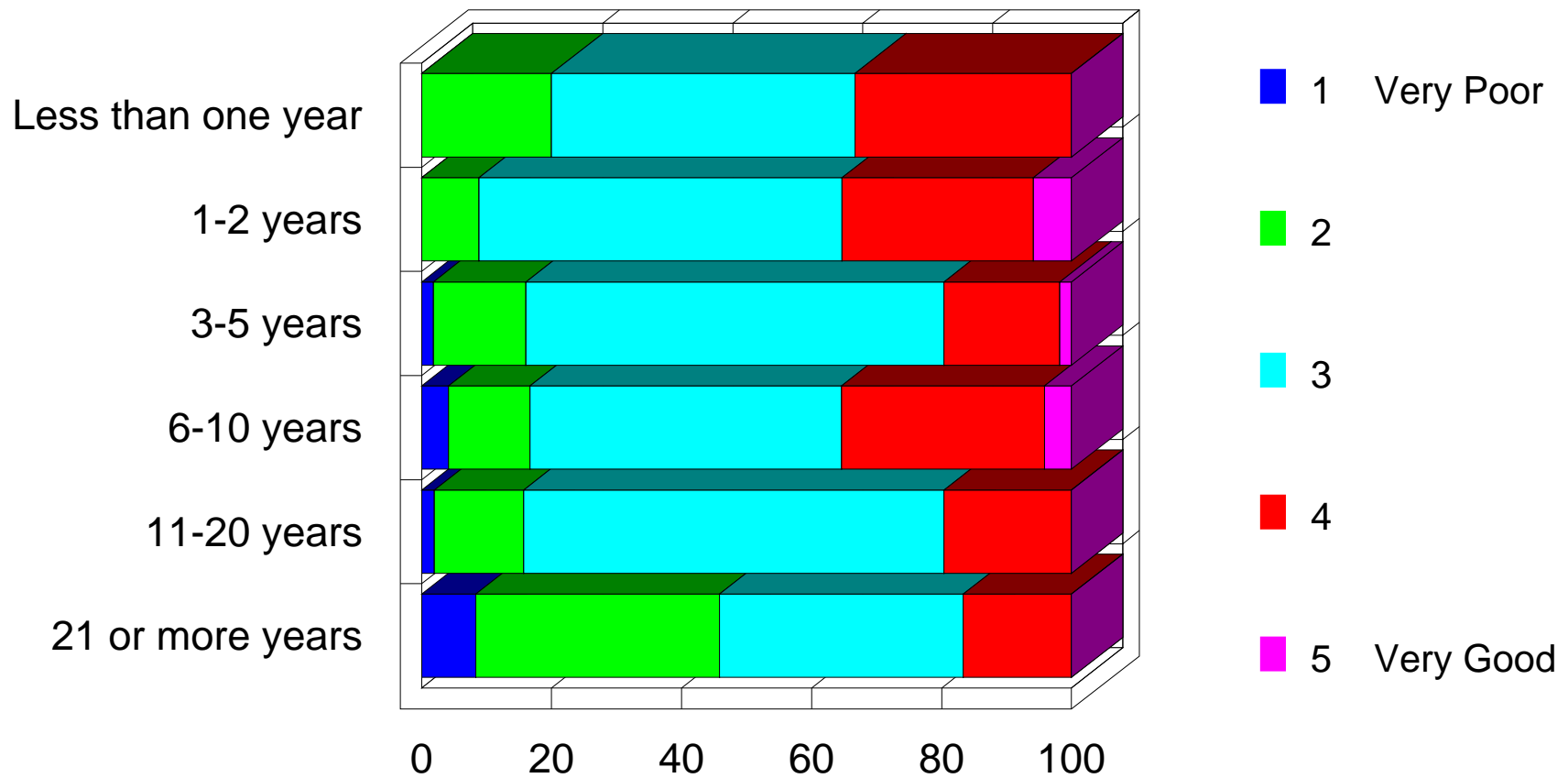
# Parking

## Voters/Locals



# Traffic Flow

## Voters/Locals

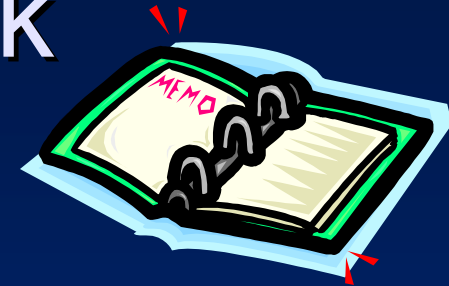




# Conclusions & Recommendations



# Survey Notebook



- Full Survey Findings
- PowerPoint presentation
- Spreadsheet Analysis
- Cross-tab analysis
- Back-up materials
- Computer disks
- Write-in responses
  - 100+ pages
    - Suggestions for recreational enhancements
    - Suggestions regarding the town's master plan
    - Comments on town services
    - Complaints and compliments
    - Additional details to responses
    - Comments and recommendations

# Conclusions & Recommendations

- The survey contains a great wealth of information. Follow-up cross-tabs are available from NWCCOG as part of the survey service. Request information that will be helpful to you in future community planning efforts.
- The response rates were good for all three samples. This is an indicator of a high level of interest in town government. Share the information with interested groups. Post the findings on the town's web page. Host discussions and forums in partnership with the business community, local residents and local homeowners.

# Conclusions & Recommendations

- The shopping analysis (leakage study) indicates substantial leakage for certain types of goods from the Town of Basalt:
  - Clothing
  - Sports/recreational equipment
  - Appliances
  - Automobiles
  - Household furnishings
  - Office supplies
  - Gardening supplies

# Conclusions & Recommendations



Agreement – Most Important  
issues facing the Town of Basalt

- Preservation of small town character
- Preservation of rural buffer
- Environmental quality
- Healthy economy

# Conclusions & Recommendations



## Agreement – Allocation of Resources

- Purchase Parks and Open Space
- Develop Parks and Playgrounds
- Local economy

# Conclusions & Recommendations



## Agreement : Growth

- Less growth than at present (39%\*)
- About the same rate of growth as at present (34%\*)

\* Assessor and Voter sample respondents

# Conclusions & Recommendations



## Agreement : Town Improvements

- Build pedestrian and bicycle trails
- Create safe pedestrian crossings on Hwy 82
- Purchase more riverfront properties
- Make improvements to the Roaring Fork River to eliminate flooding problems

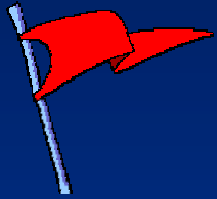
# Conclusions & Recommendations



## Agreement : Land Use Policies

- Requirements for developers to pay impact fees
- Restrictions on location and type of development in rural areas
- Restrictions on density

# Conclusions & Recommendations



Low community assessment scores should be of concern in the following areas:

- Parks and trails
- Recycling
- Public Schools
- Economic Development
- Arts and Culture

# Conclusions & Recommendations

- Use the results
- Request cross tabs and additional analysis
- Review the write-in responses
- Share the information
- Future Surveys: Trend analysis
  - Testing of strategies
  - Questions retained for consistency
  - New questions added



Survey Results and  
PowerPoint Presentation  
available on the  
NWCCOG web page

[www.nwc.cog.co.us](http://www.nwc.cog.co.us)

