

Town of Gypsum 2008 Community Survey

September 23, 2008
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Topics of Discussion

- **Purpose and Methodology of Community Survey**
- **Demographics of respondents**
- **Value to Assessment of issues and services (Gap Analysis)**
- **Town finances and resources**
- **Specific Town Services: Library, Law Enforcement, Recycling**
- **Prioritization of Town Resources**
- **Business Survey Analysis**

Methodology

- The purpose of the survey is to obtain information that could be useful to the town, information such as: demographics, value and assessment of services and issues, town services, and other items dealing with town finances and expenditures.

Survey Instrument

- A survey was created to address issues of importance to the Town of Gypsum.
- The survey instrument contained 37 questions for community members plus a section that contained 13 additional questions for local business owners.

Survey Implementation

- NWCCOG used addresses from the Eagle County Assessors and Voters list as well as addresses provided by the Town of Gypsum's business list to get a sample of the locals, property owners, and businesses of the community.
- From those lists, a sample of 2887 addresses were randomly selected to receive a community survey.
- The mailing gave the respondents the option of doing the survey on-line or completing a paper version of the survey and mailing it back in a postage paid envelope.
- The survey offered, in Spanish, the option of completing the survey in the Spanish language by calling Town Hall
- 2 mailings, plus incentives offered (prizes)

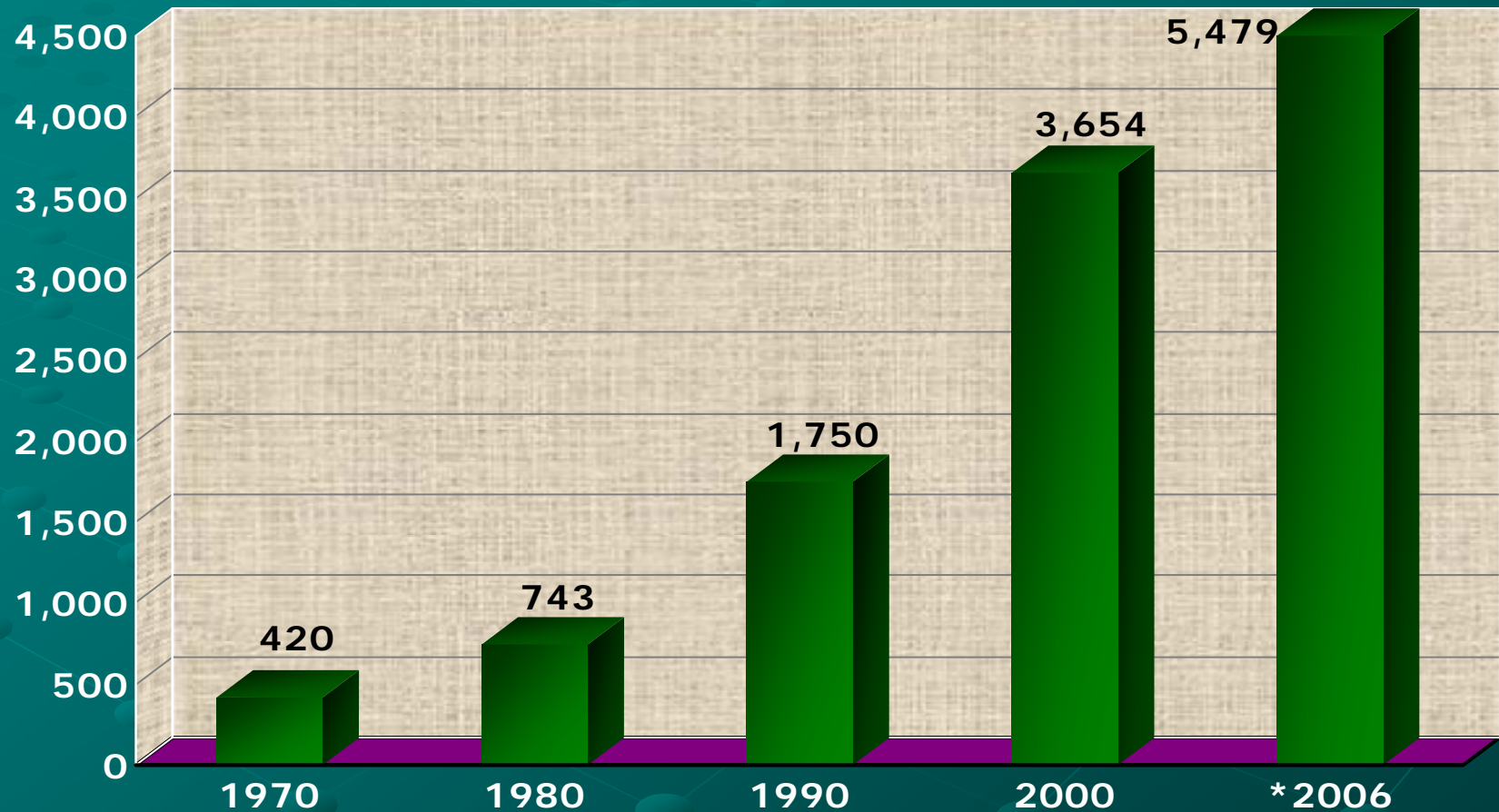
Return Rate

| Sample | Mailed | Delivered | Returned | Return % |
|------------|--------|-----------|----------|----------|
| Voters | 1321 | 1161 | 294 | 25.3% |
| Assessors | 1268 | 1060 | 223 | 20.9% |
| Businesses | 262 | 231 | 29 | 12.6% |
| Total | 2887 | 2452 | 546 | 22.2% |

| Sample Size | Total Completed | Confidence Level | Standard Error Rate |
|-------------|-----------------|------------------|---------------------|
| 2452 | 546 | 95% | 3.5% |

Demographics and Other Characteristics

Gypsum's Population Growth

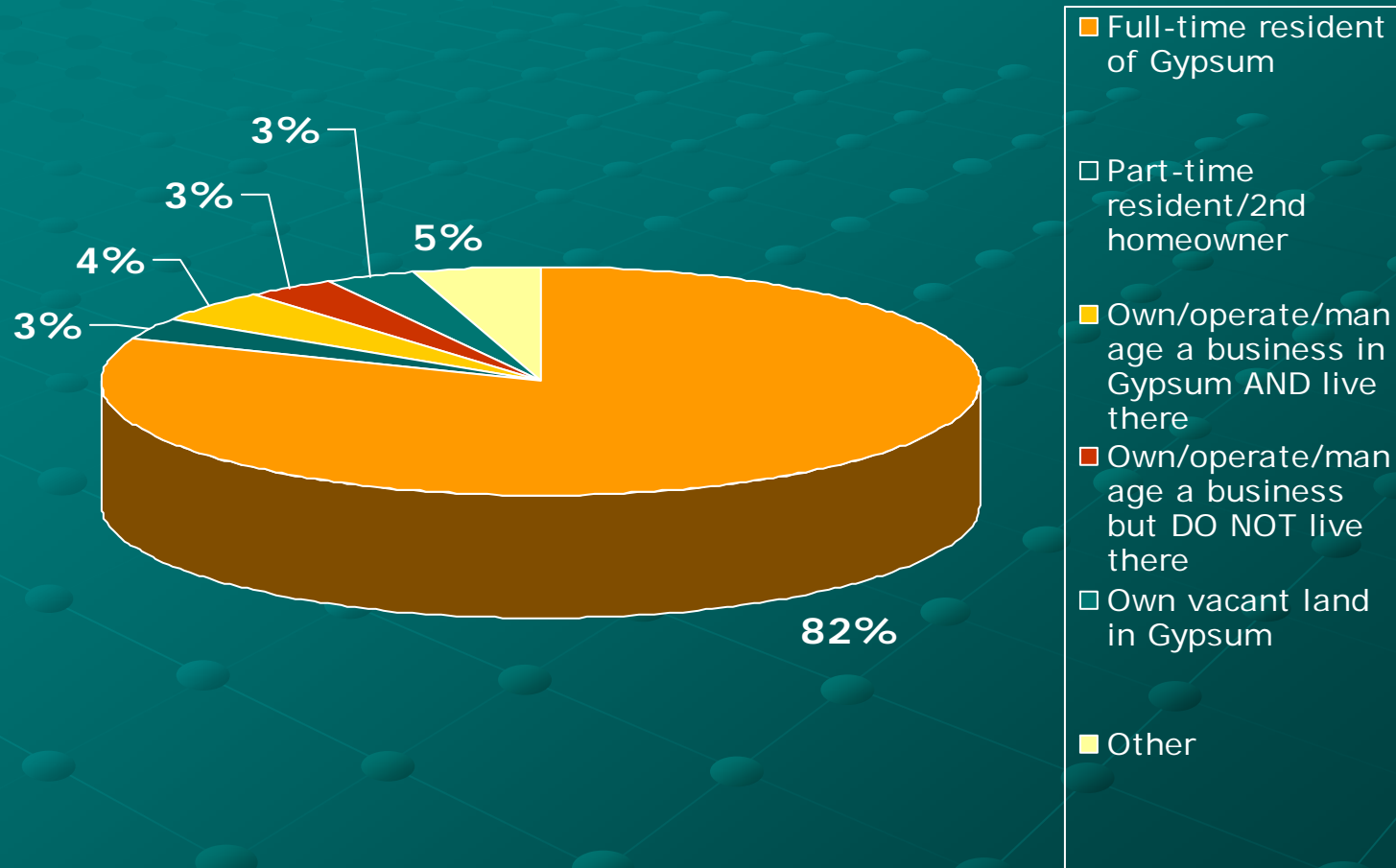


* 2006 Population estimate from Colorado Demography Office

RESIDENCY

Q2. Please indicate your type of residency

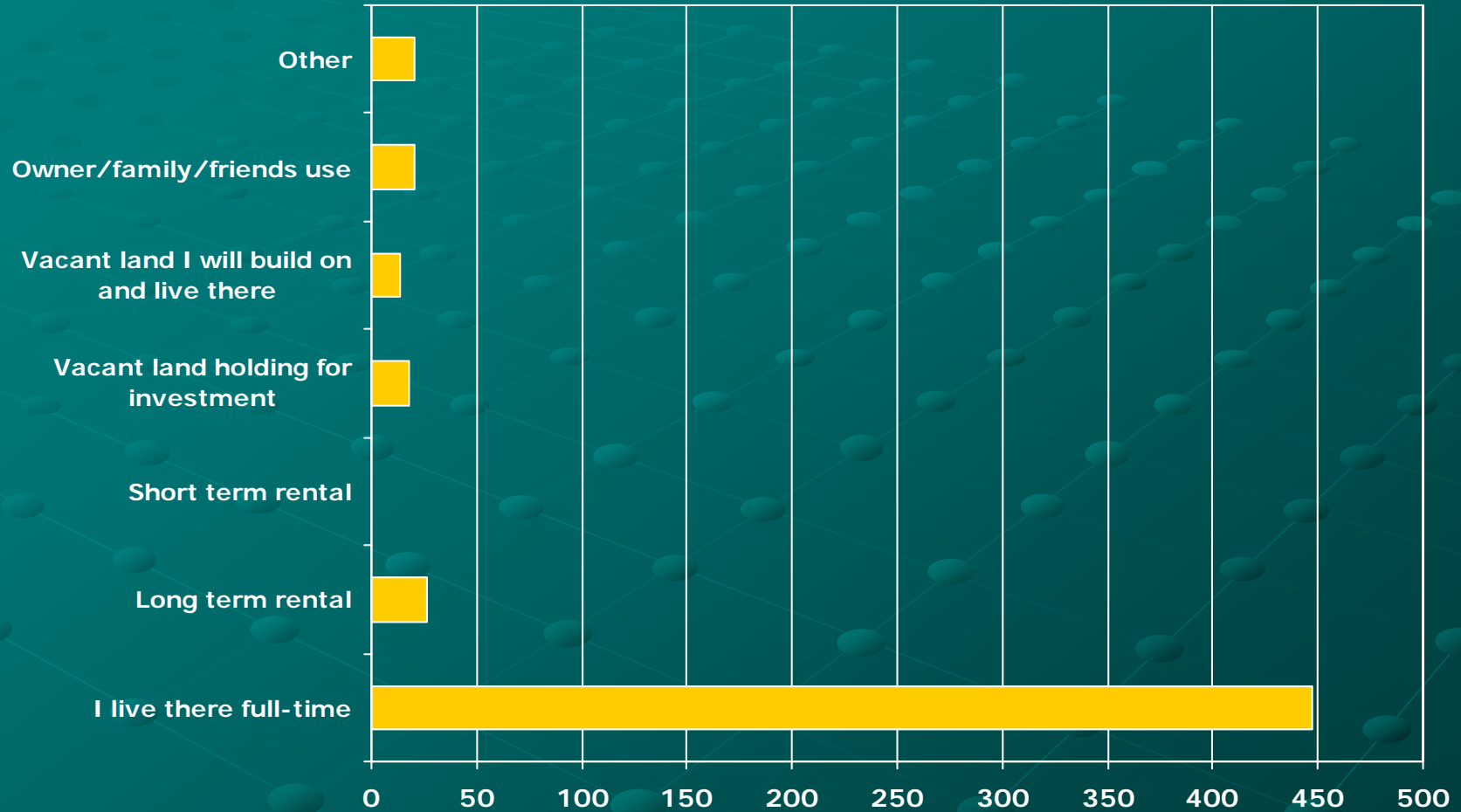
n=533



RESIDENCY

Q3. What is the current use of your Gypsum property?

n=529



NEIGHBORHOOD

Q4. Which neighborhood(s) do you live in/own property in?

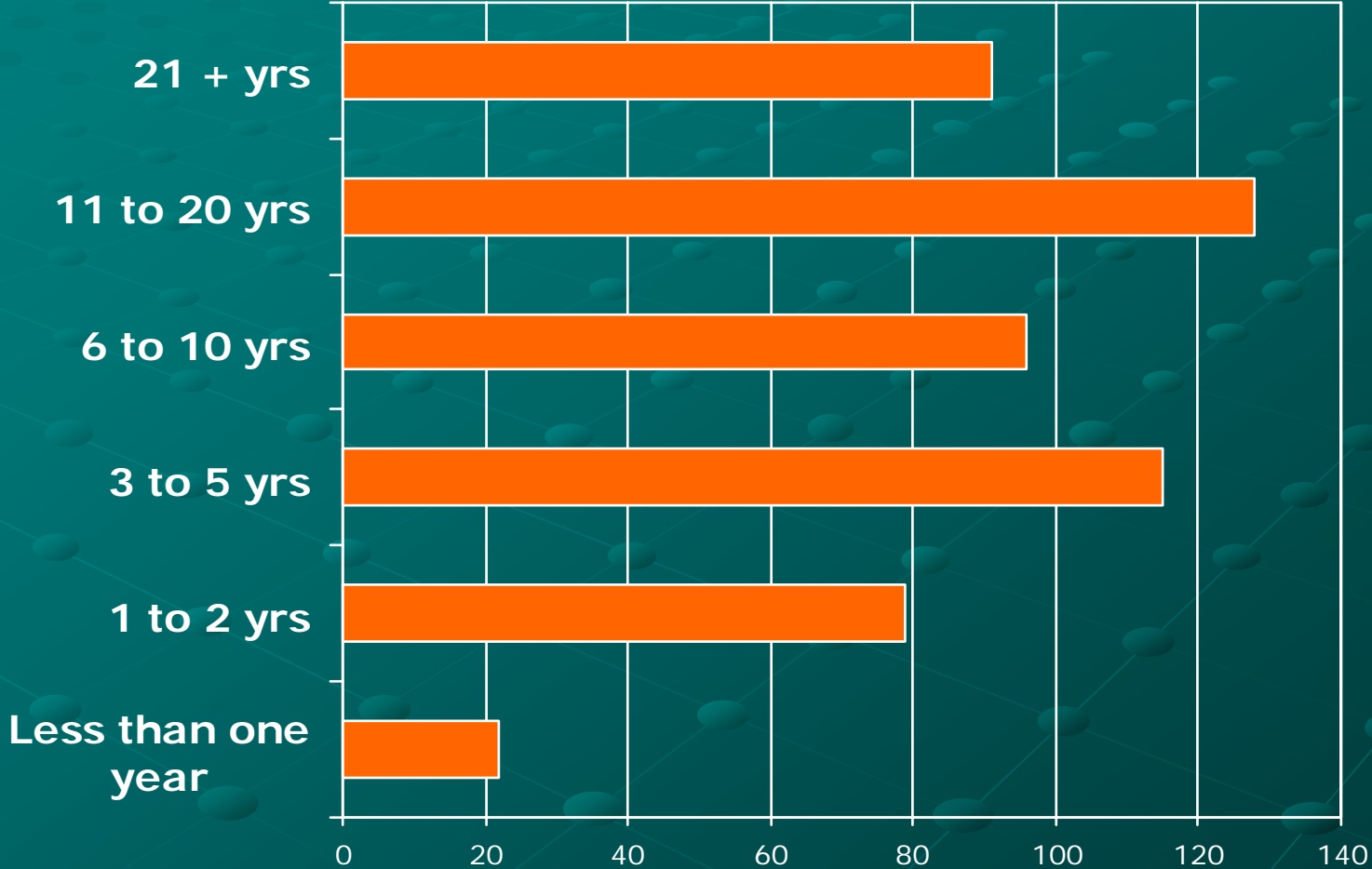
n=511

| Neighborhood | # of Respondents |
|--|------------------|
| EAGLE RIVER ESTATES & WILLOWSTONE | 92 |
| GYPSUM ESTATES, MOUNTAIN GLEN & QUAIL RUN | 58 |
| COTTON RANCH & HORSE PASTURE | 77 |
| CHATFIELD CORNERS & SOUTH | 77 |
| BUCKHORN VALLEY | 23 |
| OLD TOWN (RED HILL, ESTES LANE, LOST LANE, VALLEY RD TO COOLEY MESA, 2 ND STREET, EAGLE STREET) | 132 |
| OTHER (<i>Brightwater, Sky Legend, Dakota Square</i>) | 74 |
| BUSINESS OWNER – DON'T LIVE IN GYPSUM | 13 |
| TOTAL RESPONDENTS | 546 |

RESIDENCY

Q5. How long have you lived in / owned property in Gypsum:

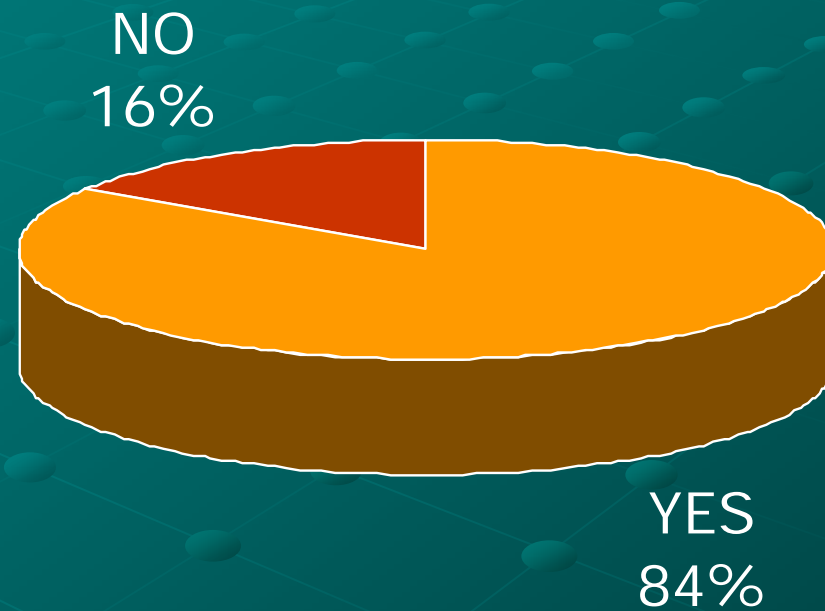
n=530



RESIDENCY

Q6. Are you a registered voter in Gypsum?

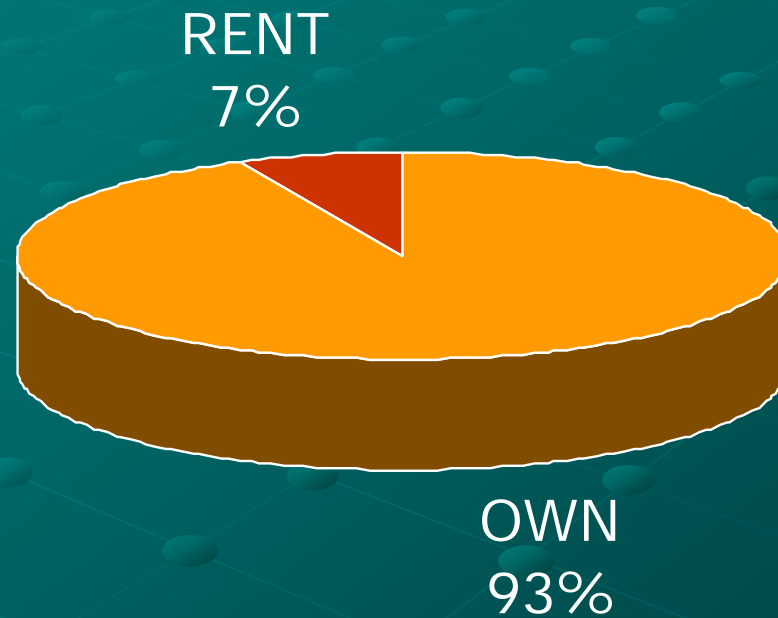
n=524



RESIDENCY

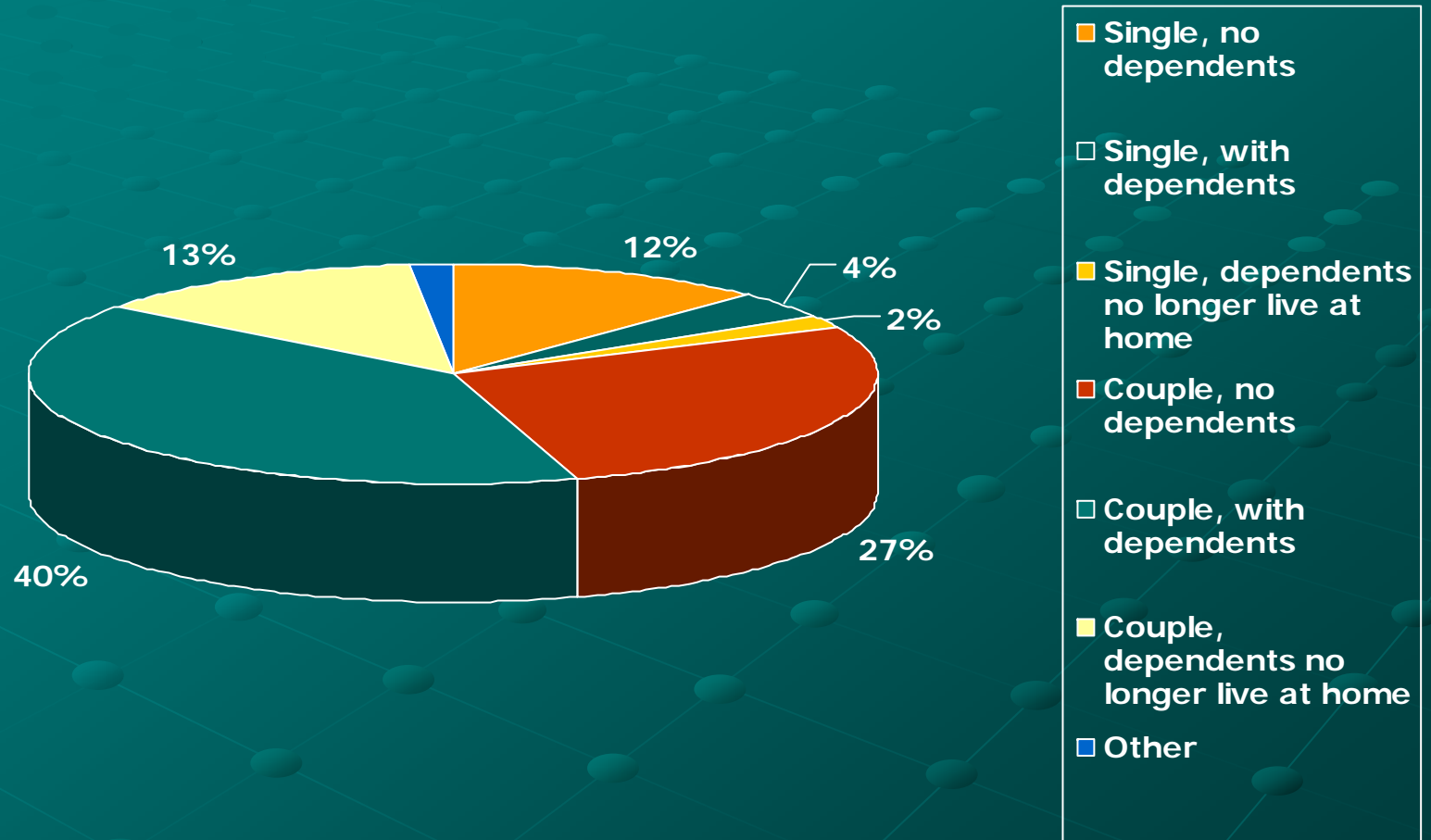
Q7. Do you own or rent the home you currently live in?

n=527



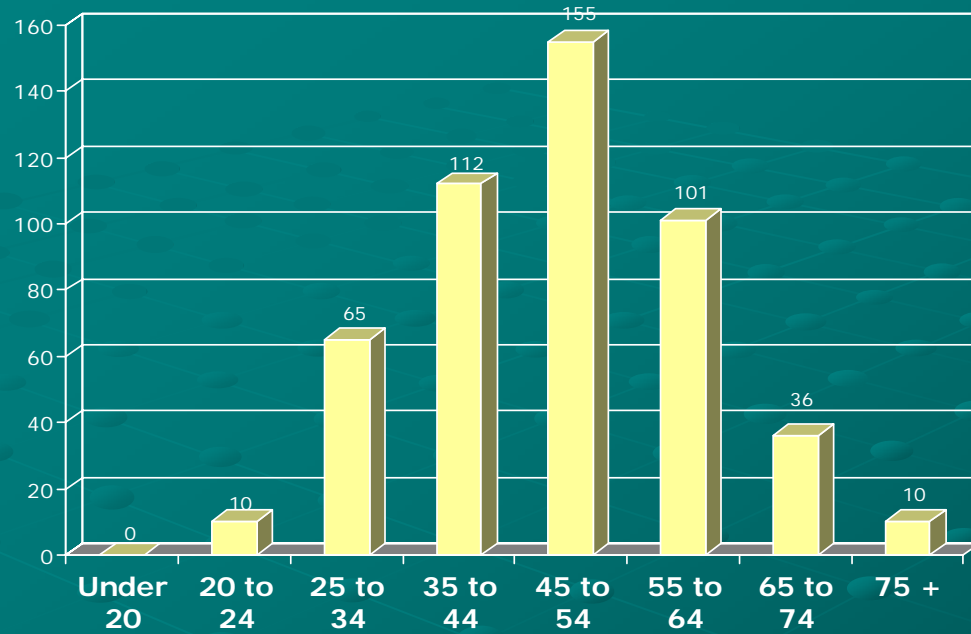
FAMILY STATUS

n=487



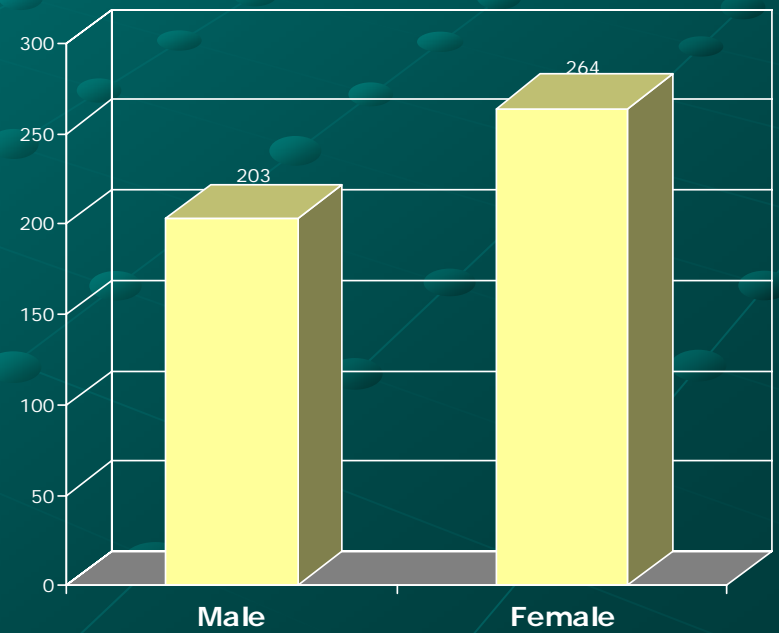
AGE GROUP

n=489



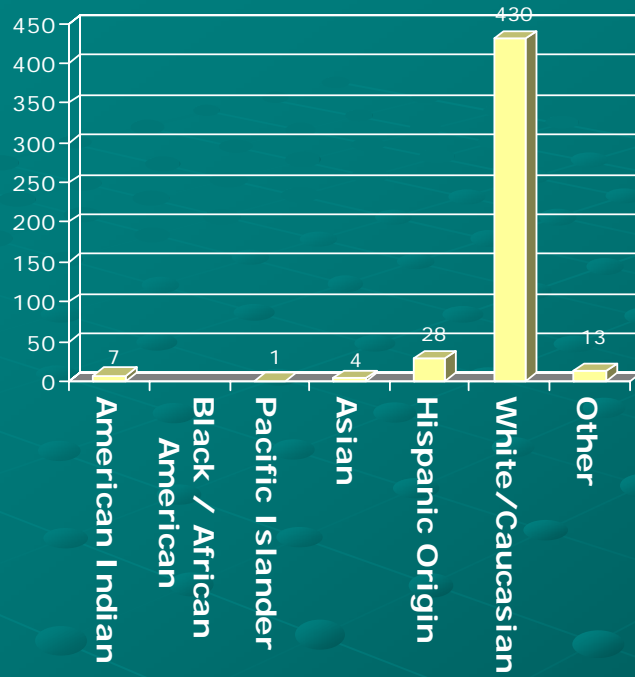
GENDER

n=467



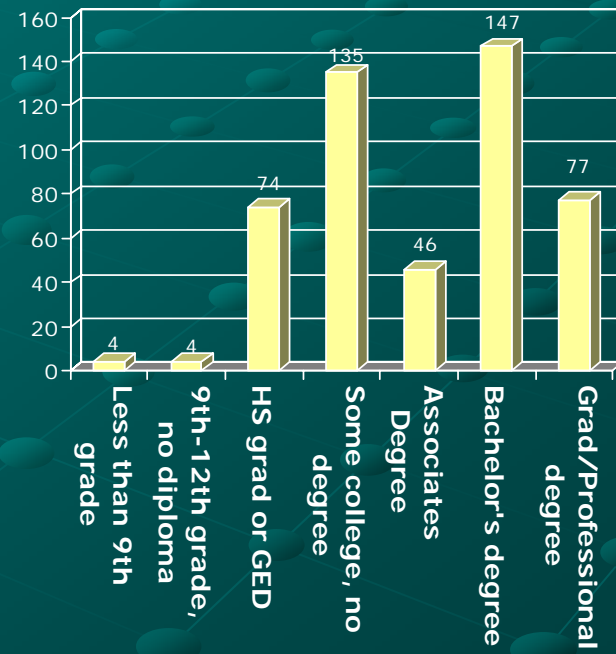
ETHNICITY

n=483

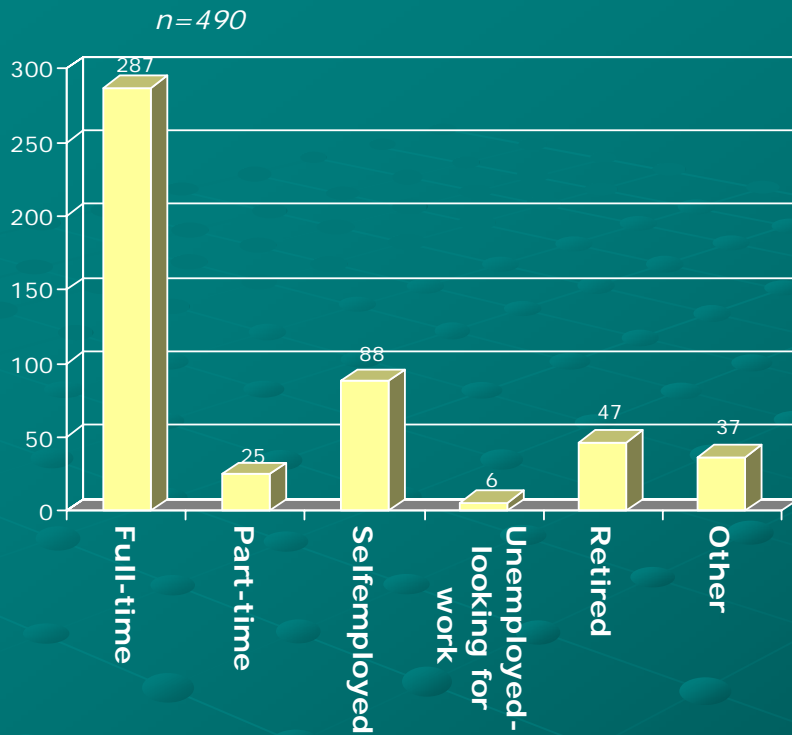


EDUCATION LEVEL

n=487

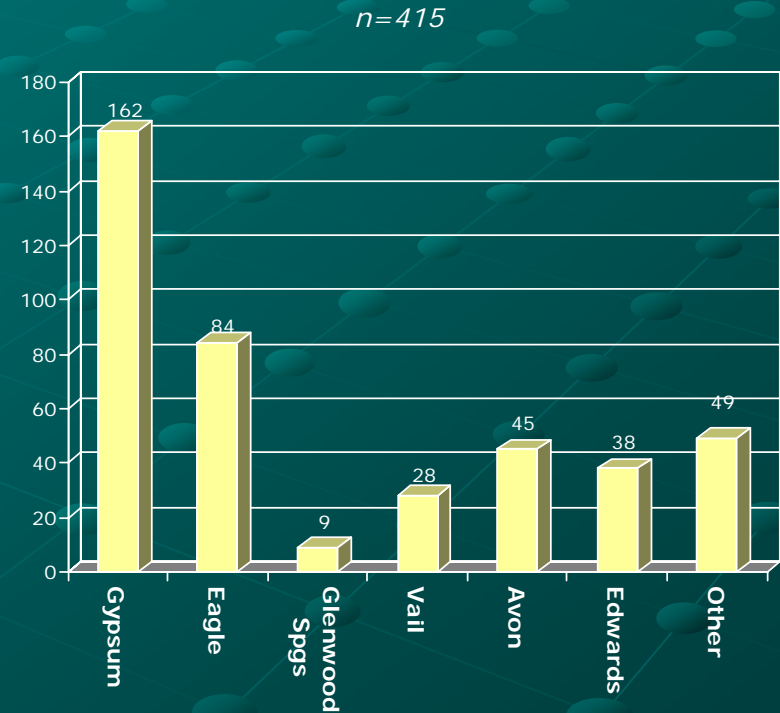


EMPLOYMENT STATUS



Others mentioned: *homemaker, stay at home mom, between opportunities*

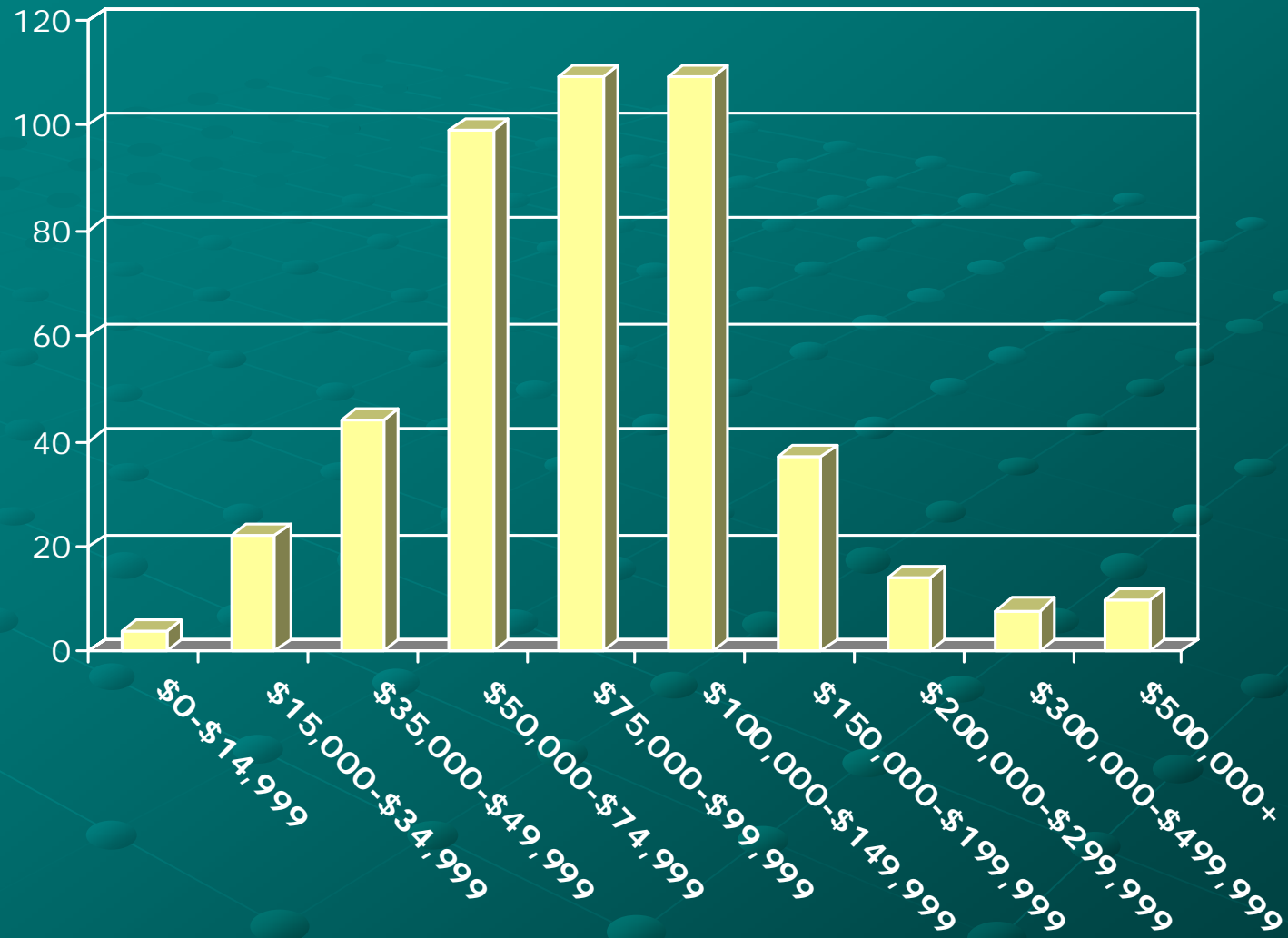
LOCATION OF MAIN JOB/OFFICE



Others mentioned: *Aspen, Carbondale, Basalt, Wolcott, Silt, Hayden, Rifle, New Castle, Denver, Wheatridge, out of state*

HOUSEHOLD INCOME

n=456



RECREATIONAL ACTIVITIES

Q9. In what recreational activities do you participate within Gypsum?

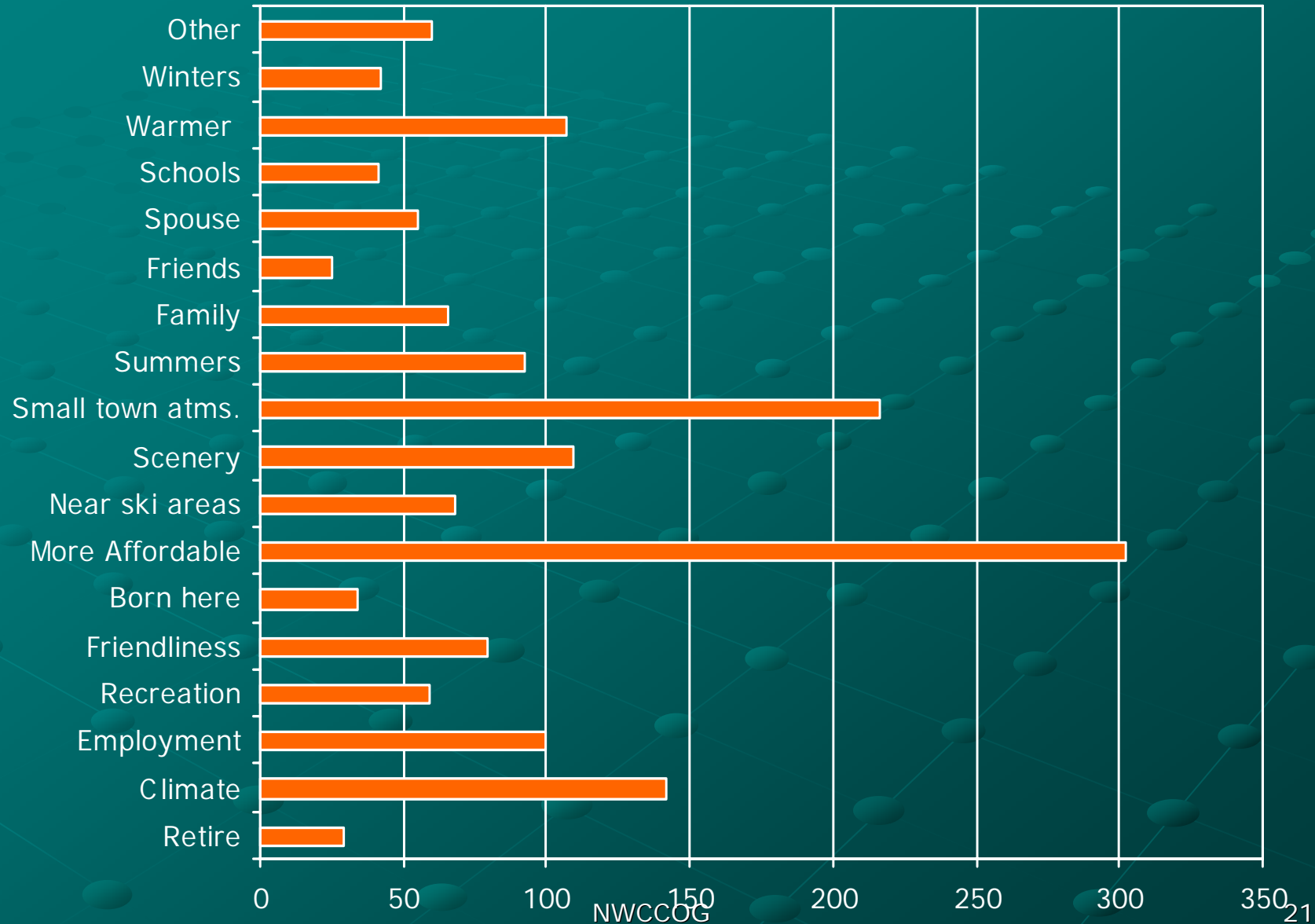
n=490



WHY DO YOU LIVE IN GYPSUM?

Q10. WHY DID YOU DECIDE TO LIVE IN / PURCHASE PROPERTY IN GYPSUM?

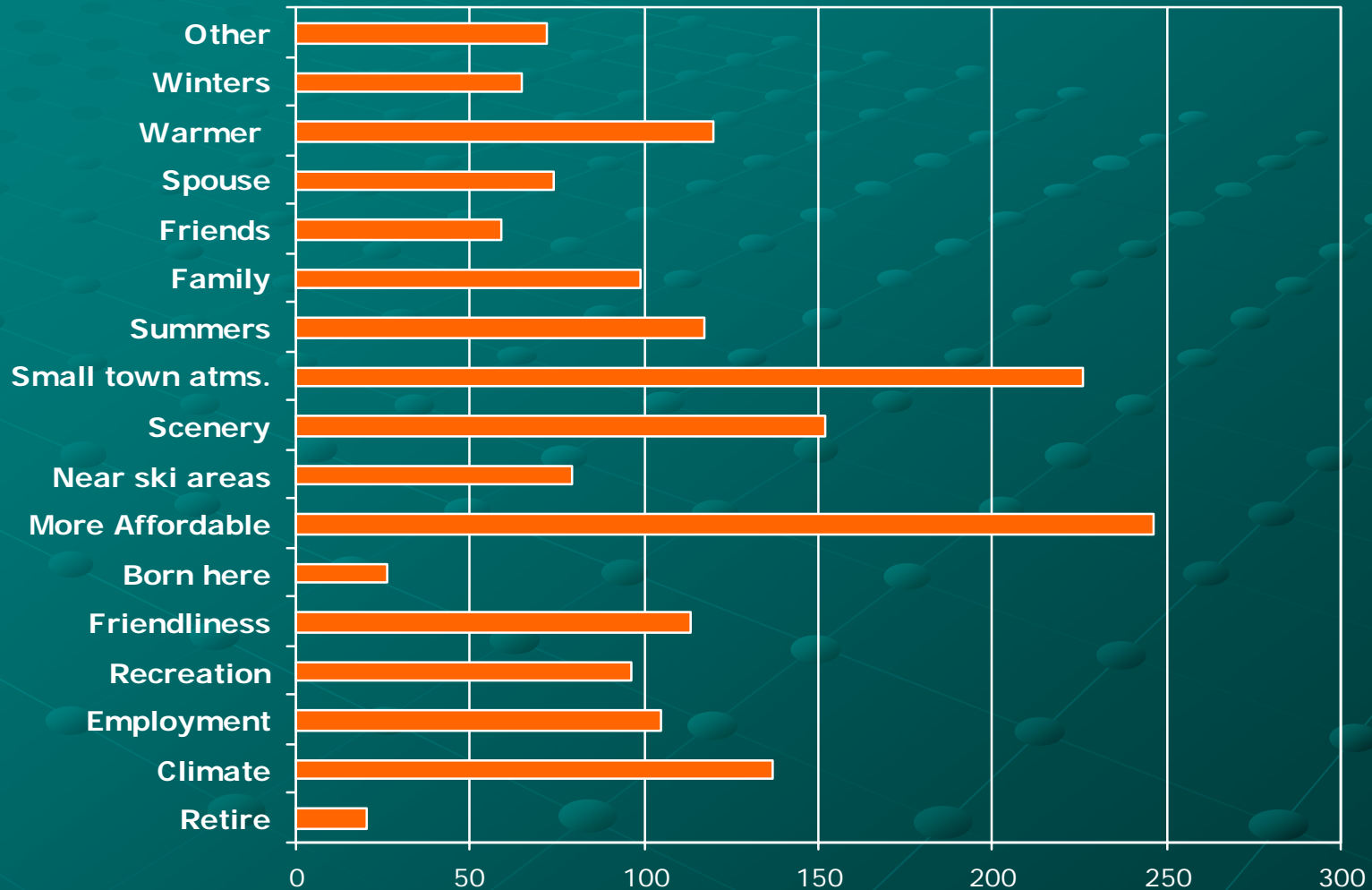
n=??



WHY DO YOU LIVE IN GYPSUM?

Q11. Why do you continue to live in Gypsum?

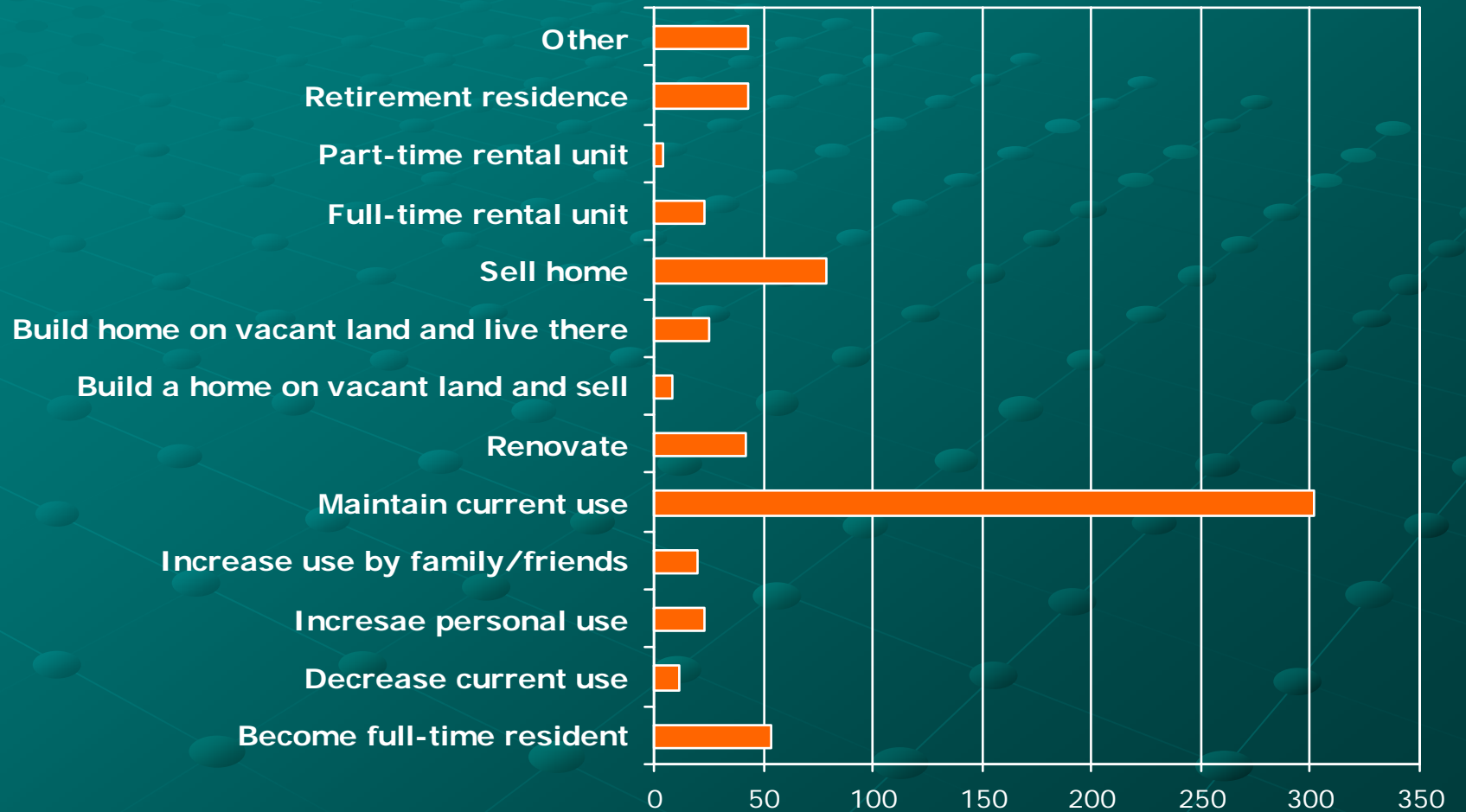
n=482



WHY DO YOU LIVE IN GYPSUM?

Q12. Intended Future Use of Your Gypsum Property:

n=484



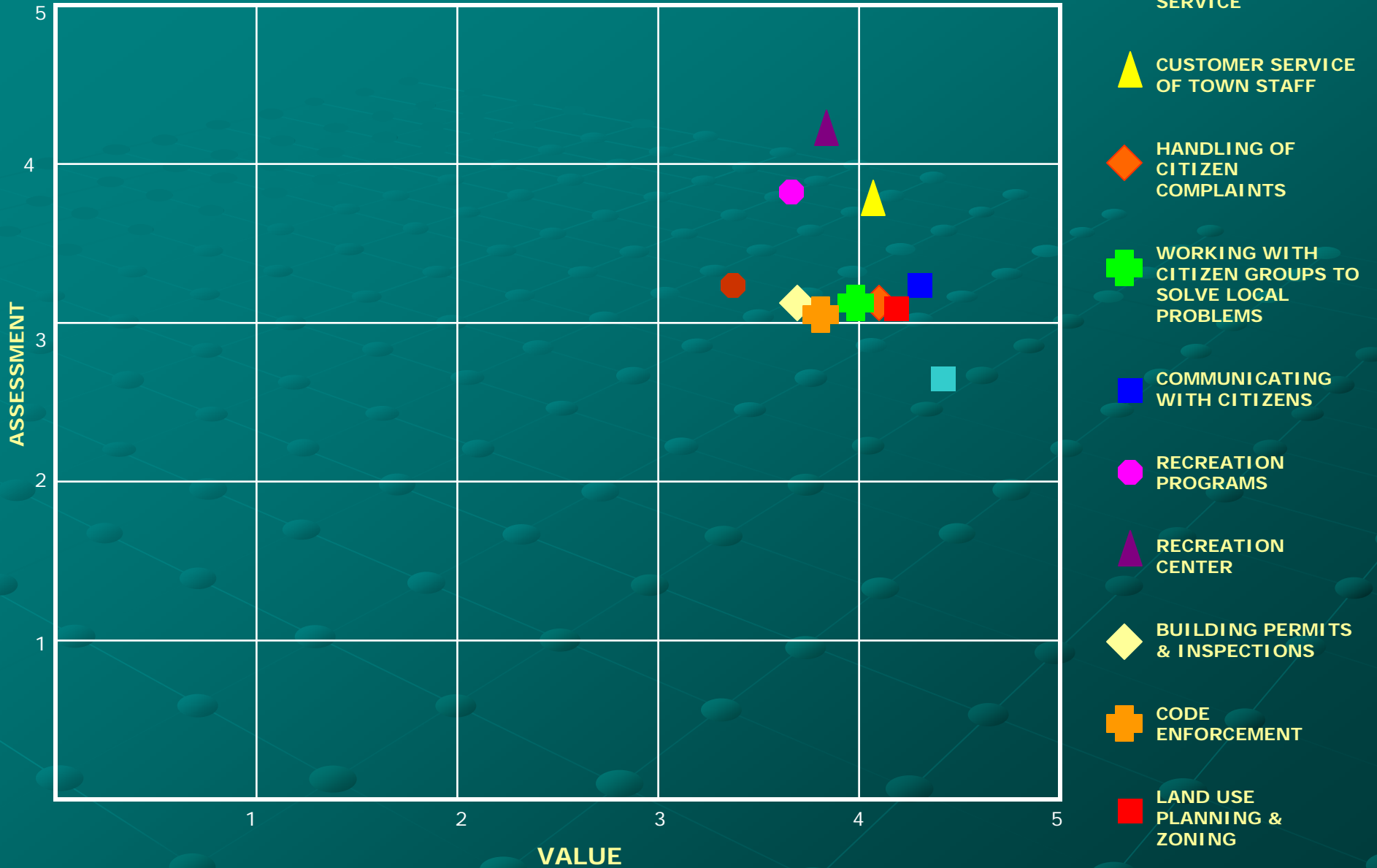
The background is a solid teal color with a subtle pattern of light teal dots connected by thin lines, creating a grid-like or molecular structure. The text is centered and consists of three lines: 'Values to', 'Assessments', and 'Gap Analysis'.

**Values to
Assessments
Gap Analysis**

GYPSUM TOWN SERVICES

Gap Analysis

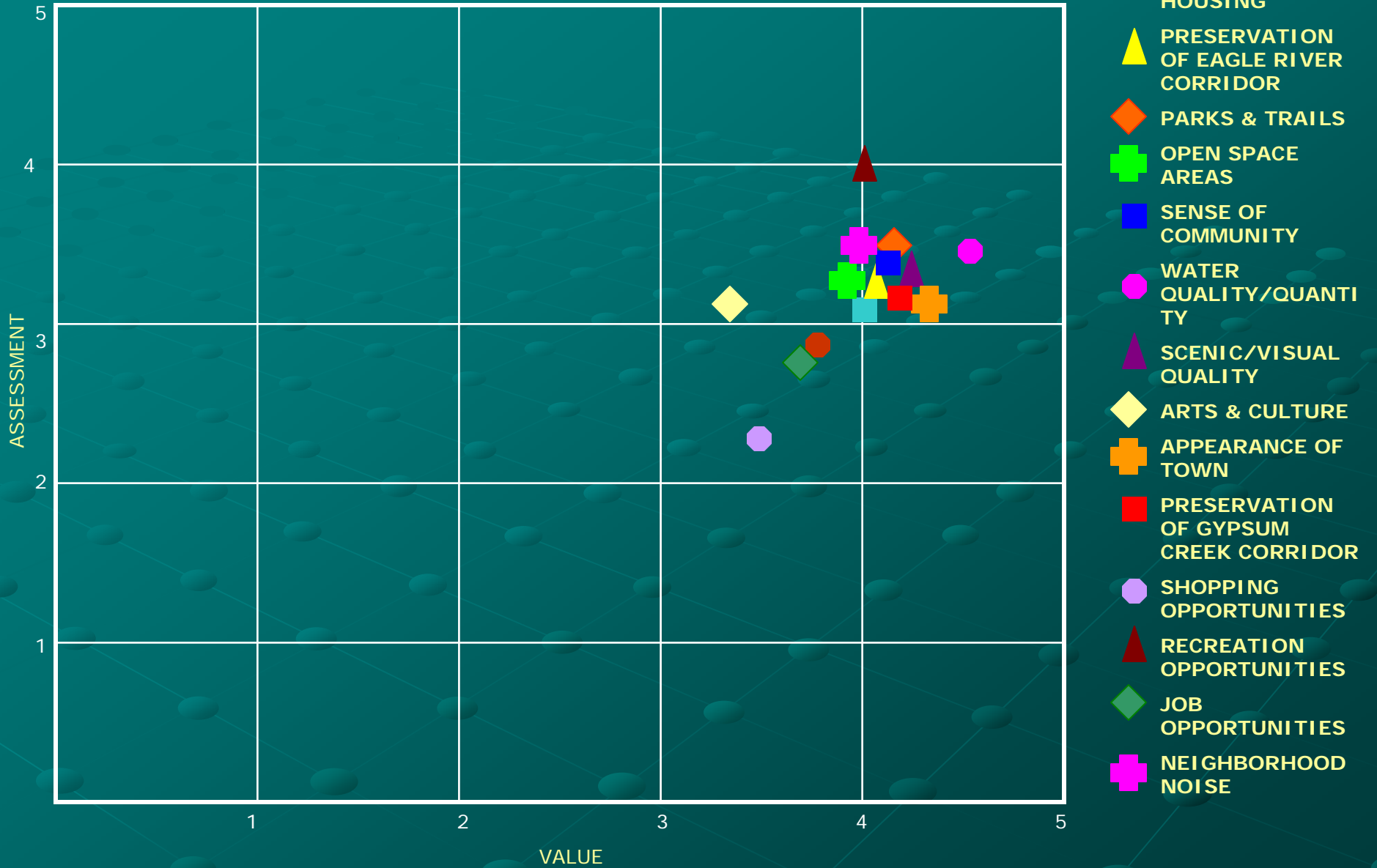
A gap of (+/-) .4 or more is considered to be significant



GYPSUM GENERAL CHARACTERISTICS

Gap Analysis

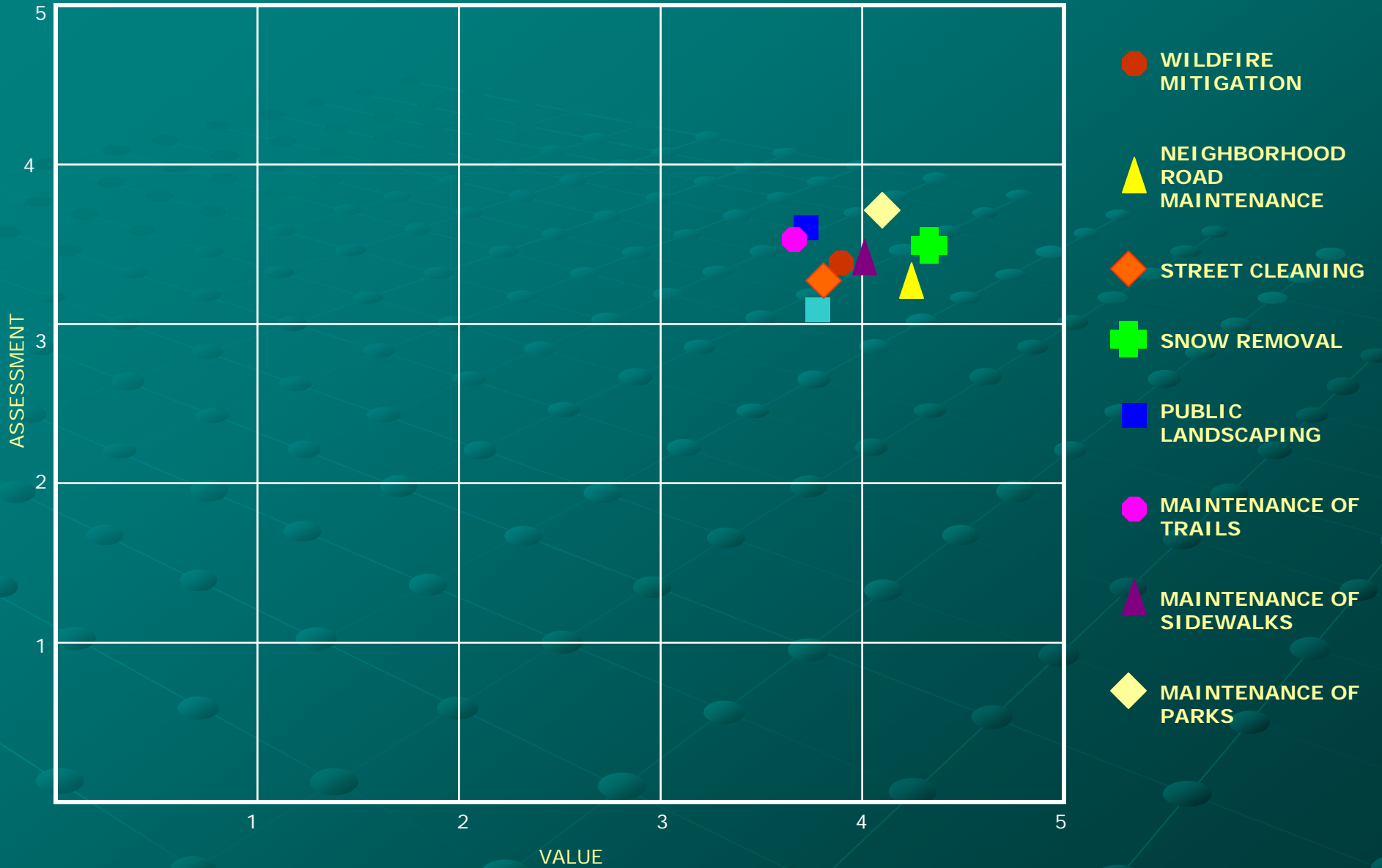
A gap of (+/-) .4 or more is considered to be significant



GYPSUM MAINTENANCE & MITIGATION

Gap Analysis

A gap of (+/-) .4 or more is considered to be significant



SPECIFIC TOWN SERVICES:



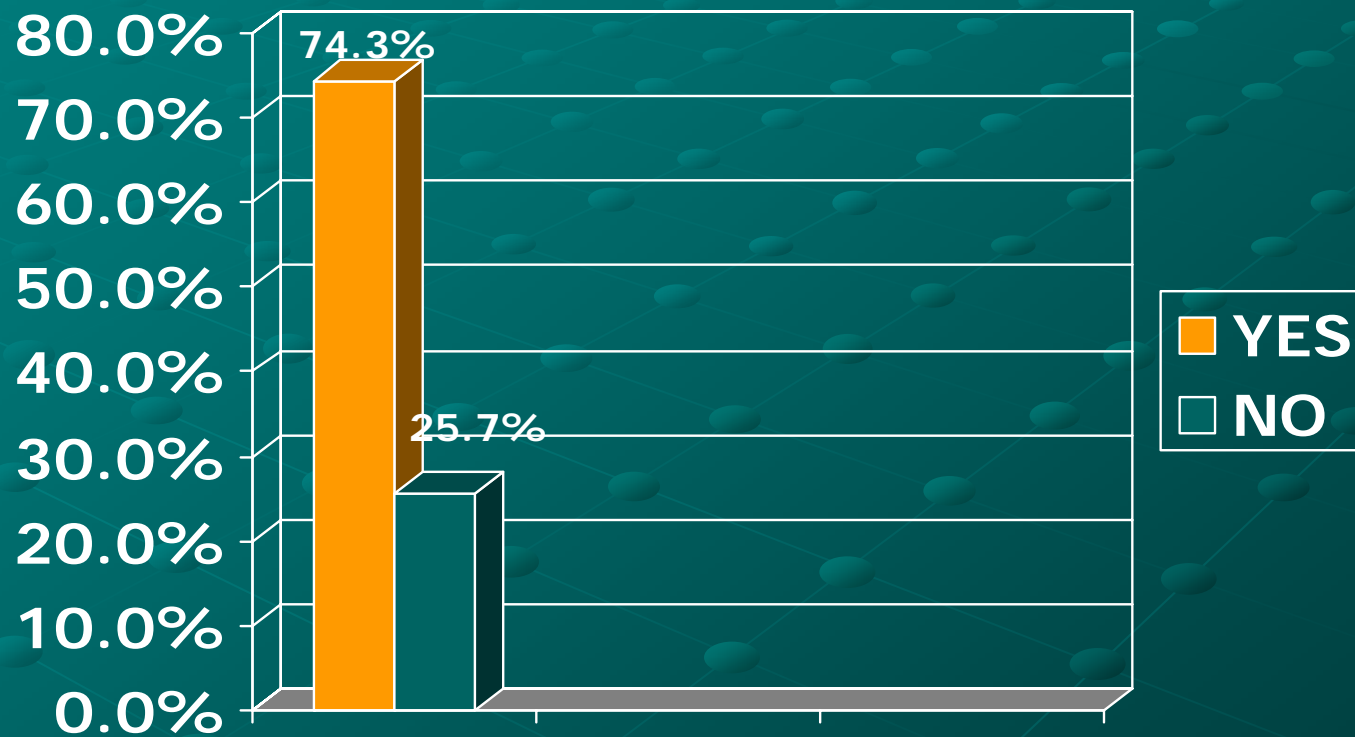
Library
Law Enforcement
Recycling



LIBRARY SERVICES

Q13. Do you, or does anyone in your family, use any of the 3 libraries (in Avon, Eagle, and Gypsum) in the Eagle Valley Library District?

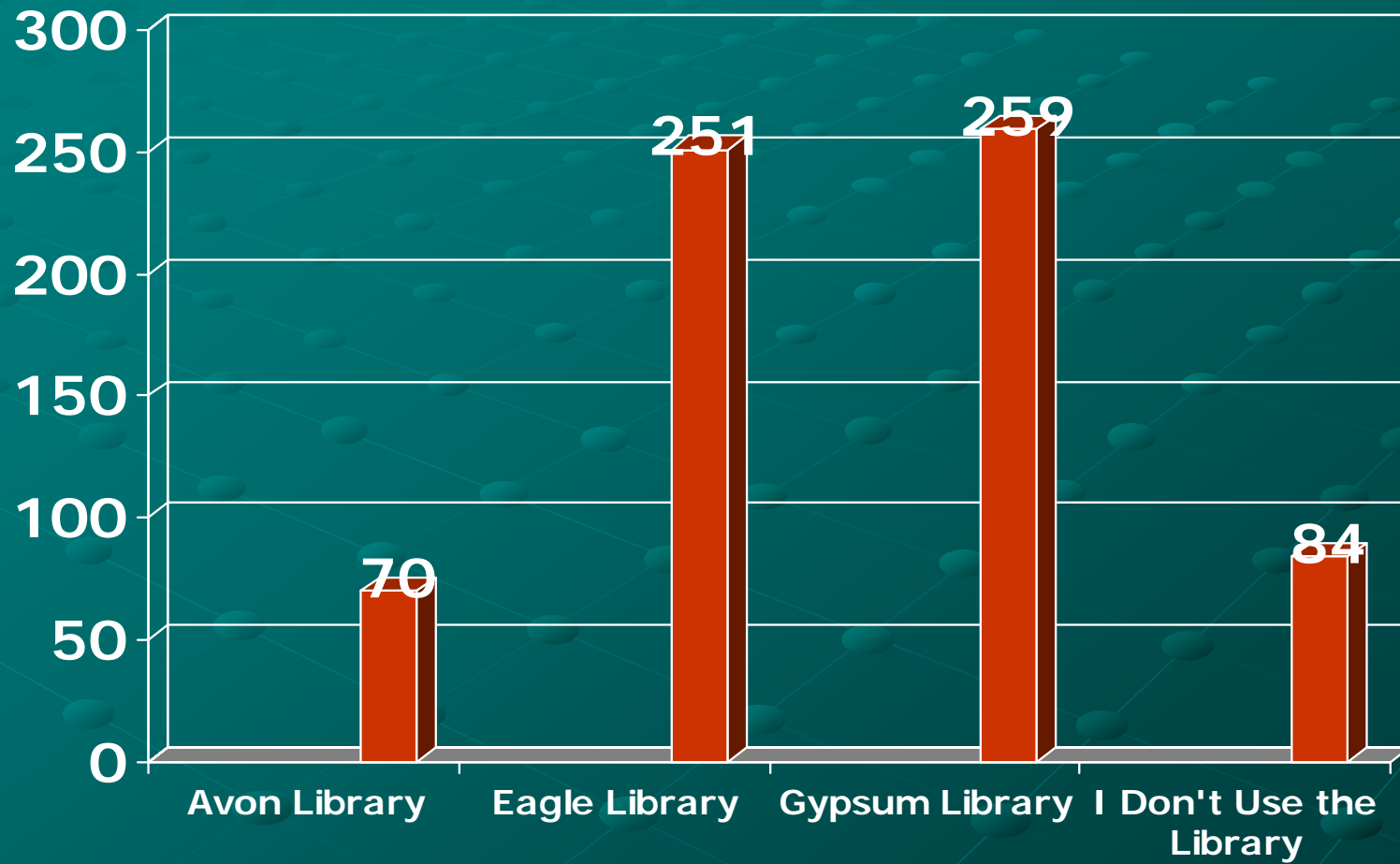
n=494; skipped=53



LIBRARY SERVICES

Q14. Which library(s) do you use?

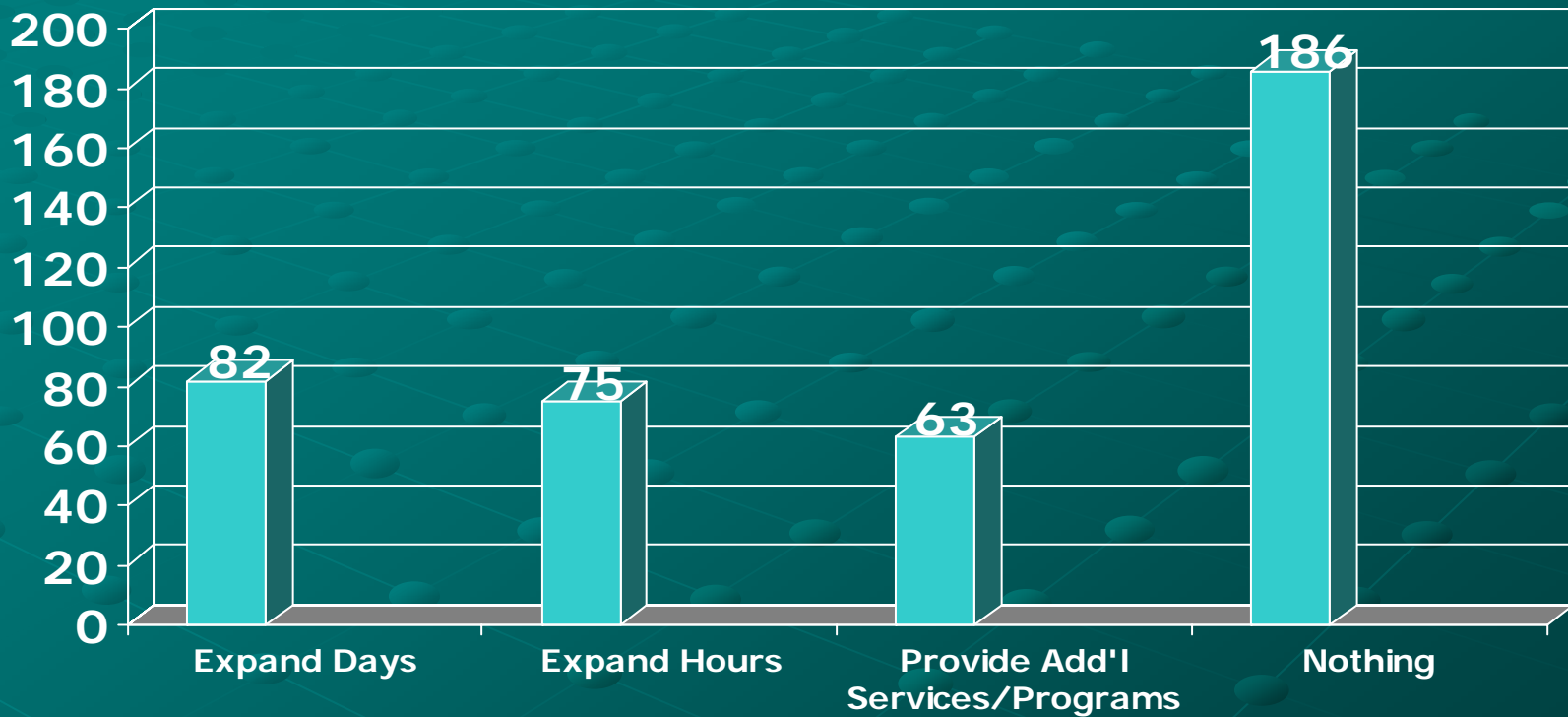
n=448; skipped=99



LIBRARY SERVICES

Q15. What could the Gypsum Library do to improve library usage?

n=336; skipped=211



LIBRARY SERVICES

Q15. What could the Gypsum Library do to improve library usage?

OPEN ENDED RESPONSES:

Expand Days of Operation:

- **Open Saturdays** (78.3%)

Expand Hours of Operation:

- **More evening hours** (84.4%)

Provide Additional Services / Programs:

- **More programs/services geared towards adults (adult novels, programs)**
- **Larger facility**
- **Advertise facility and programs more**

Additional Comments

- **Many kudos to library staff!**

LAW ENFORCEMENT

Q18. Have you had any direct contact with a Sheriff's Deputy in Gypsum within the past year?

n=494; skipped=53

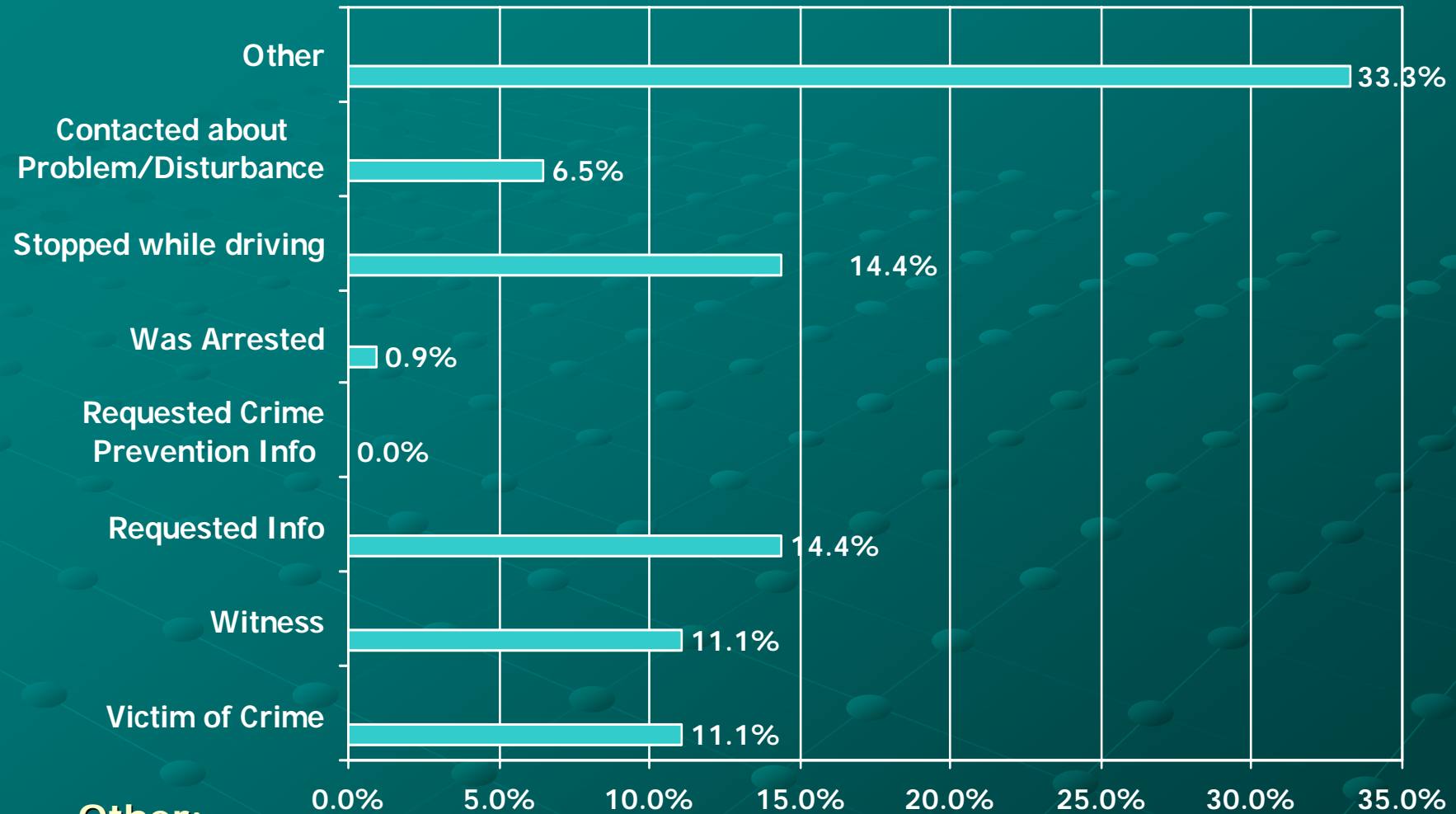
Yes – 43.3%

No – 56.7%

LAW ENFORCEMENT

Q19. If "Yes", what was the nature of the contact?

n=216



Other:

- Neighbor / socialize with / see in the community / see in the schools
- Reported neighborhood noise

LAW ENFORCEMENT

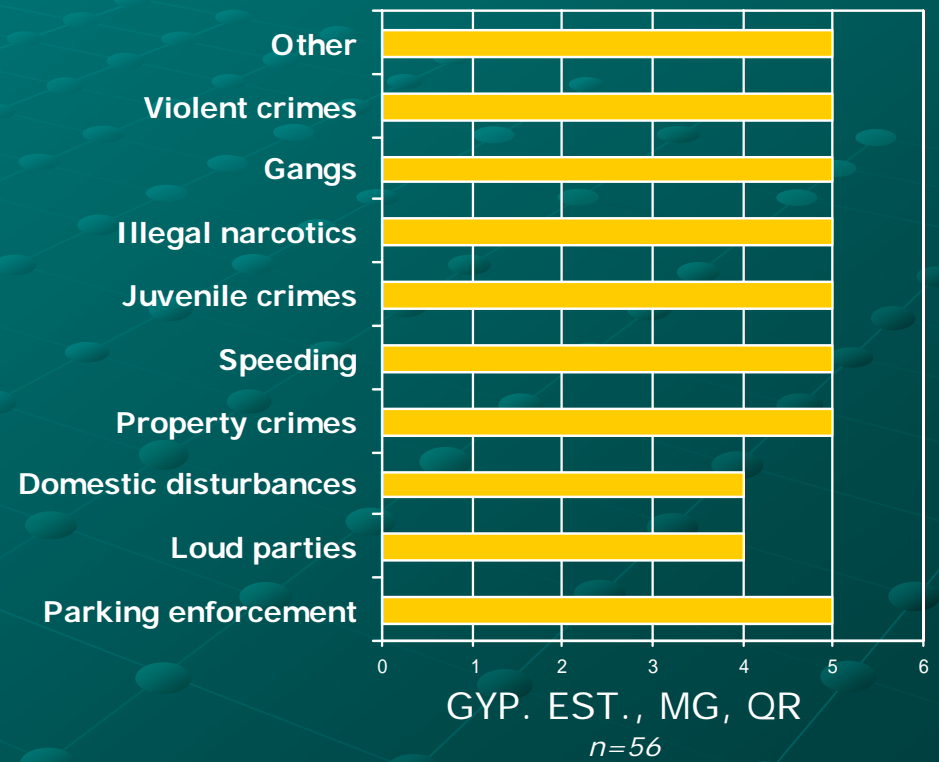
Q20. Based on your most recent contact with a Sheriff's Deputy, please rate the following areas - 1=VERY POOR; 5=VERY GOOD

n=284

| | 1=VERY POOR | 2 | 3 | 4 | 5=VERY GOOD | Response Count |
|----------------------------------|-------------|------|-------|-------|-------------|----------------|
| HELPFULNESS | 3.2% | 7.9% | 19.4% | 28.1% | 41.4% | 278 |
| KNOWLEDGE | 2.6% | 6.7% | 22.1% | 31.1% | 37.5% | 267 |
| FAIRNESS | 4.5% | 6.4% | 22.8% | 27.7% | 38.6% | 267 |
| SOLVING THE PROBLEM | 8.7% | 7.6% | 23.6% | 27.4% | 32.7% | 263 |
| PUTTING YOU AT EASE | 9.2% | 8.5% | 21.3% | 26.5% | 34.6% | 272 |
| RESPONSE TIME | 5.4% | 8.9% | 20.8% | 31.3% | 33.6% | 259 |
| EXPLAINED WHAT WOULD HAPPEN NEXT | 5.2% | 5.2% | 28.7% | 30.3% | 30.7% | 251 |
| OVERALL QUALITY OF SERVICE | 5.8% | 6.1% | 22.0% | 29.6% | 36.5% | 277 |

LAW ENFORCEMENT

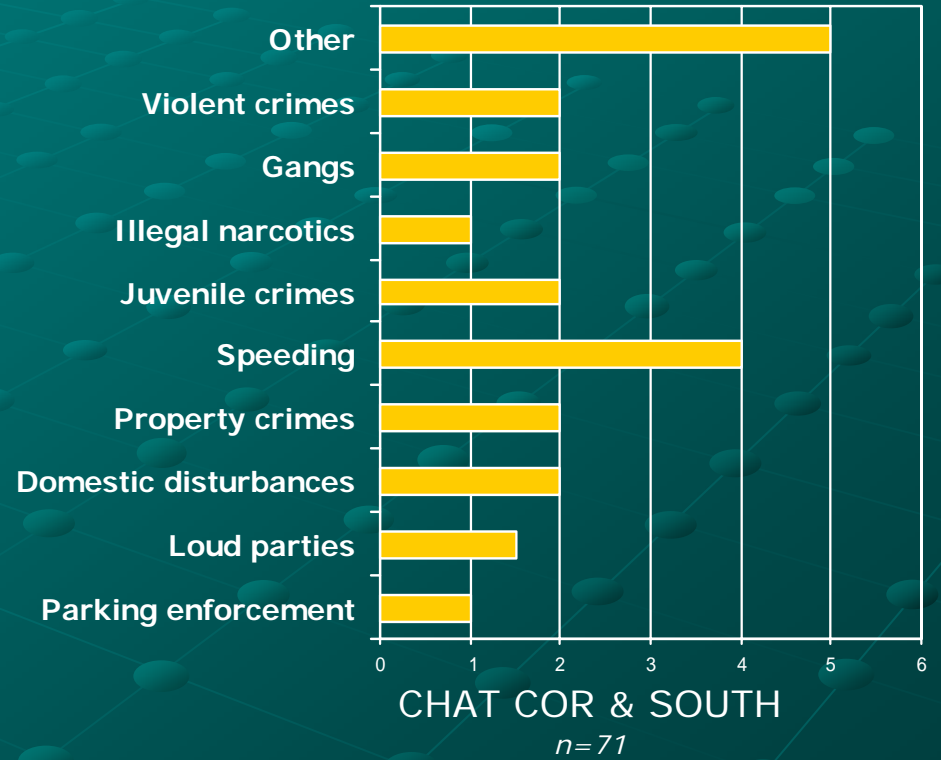
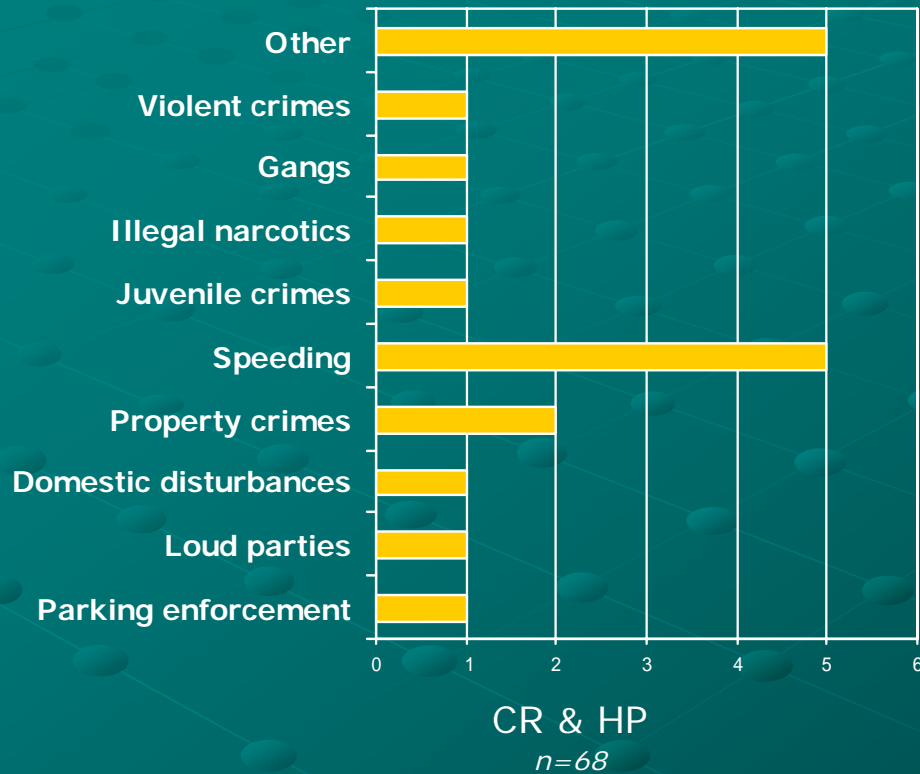
Q21. To what extent are you concerned about the following in your neighborhood?
1=NOT CONCERNED AT ALL; 5=VERY CONCERNED



LAW ENFORCEMENT

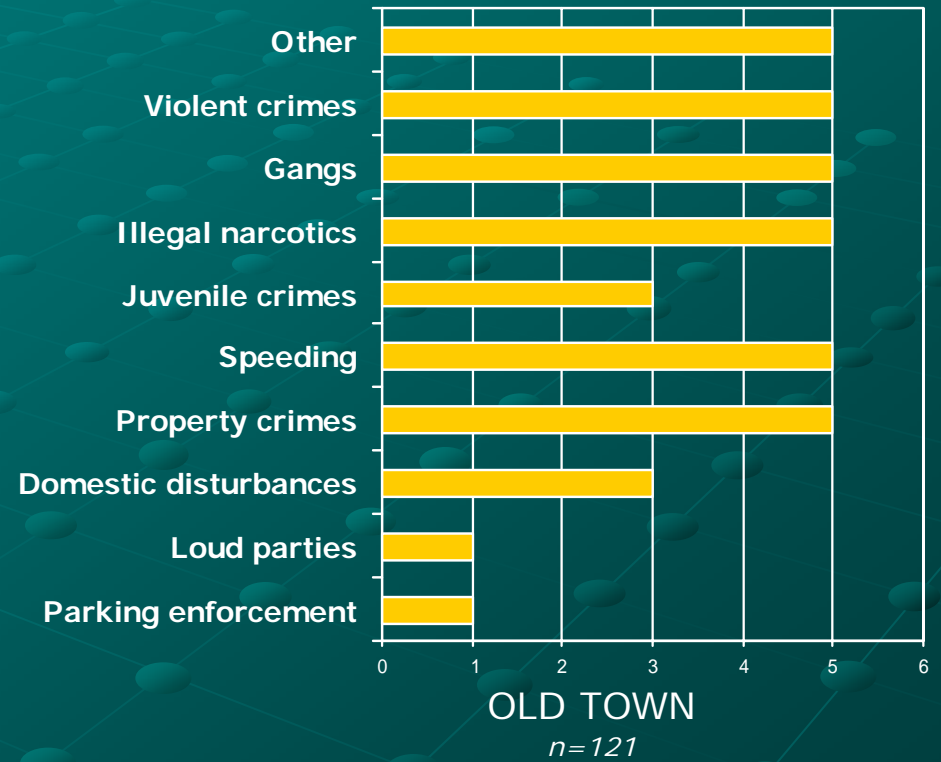
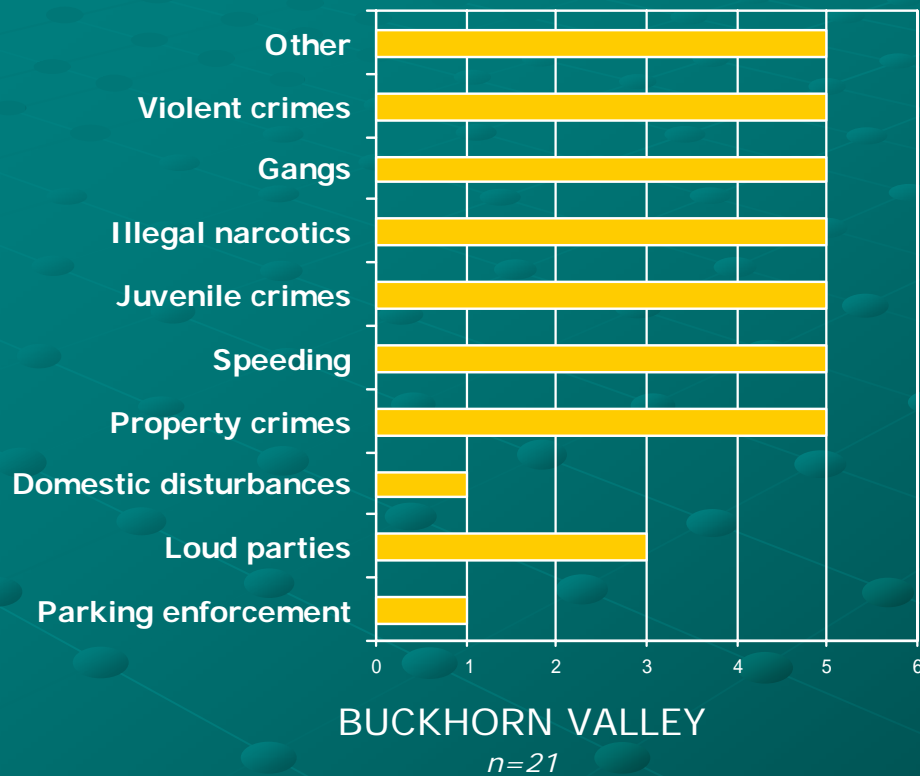
Q21. To what extent are you concerned about the following in your neighborhood?
1=NOT CONCERNED AT ALL; 5=VERY CONCERNED

1=NOT CONCERNED AT ALL; 5=VERY CONCERNED



LAW ENFORCEMENT

Q21. To what extent are you concerned about the following in your neighborhood?
 1=NOT CONCERNED AT ALL; 5=VERY CONCERNED



LAW ENFORCEMENT

Q21. To what extent are you concerned about the following in your neighborhood?

“Other” responses:

Illegal immigrants

Unattended dogs

Neighborhood noise

ATV/dirt bikes in inappropriate areas

Single family homes occupied with too many people

LAW ENFORCEMENT

Q22. Please rate the following with respect to the Sheriff's Department in the Town of Gypsum - 1=VERY POOR; 5=VERY GOOD

All Respondents – n=455

| | 1=VERY POOR | 2 | 3 | 4 | 5=VERY GOOD | Response Count |
|--|-------------|-------|-------|-------|-------------|----------------|
| POLICE VISIBILITY | 5.1% | 11.9% | 29.1% | 33.6% | 20.3% | 453 |
| COMMUNICATIONS/911 CENTER | 1.4% | 2.7% | 32.9% | 34.5% | 28.5% | 368 |
| POLICE PROFESSIONALISM & APPROACHABILITY | 2.0% | 7.6% | 26.3% | 37.1% | 27.1% | 410 |
| POLICE COMMUNICATION WITH CITIZENS | 3.8% | 10.0% | 34.3% | 32.3% | 19.8% | 400 |
| CRIME PREVENTION | 3.0% | 10.7% | 42.6% | 29.4% | 14.2% | 394 |
| ANIMAL CONTROL SERVICES | 6.8% | 13.1% | 42.5% | 23.6% | 14.1% | 398 |

LAW ENFORCEMENT

Q22. SHERIFF'S DEPARTMENT "REPORT CARD" BY NEIGHBORHOOD

1=VERY POOR; 5=VERY GOOD

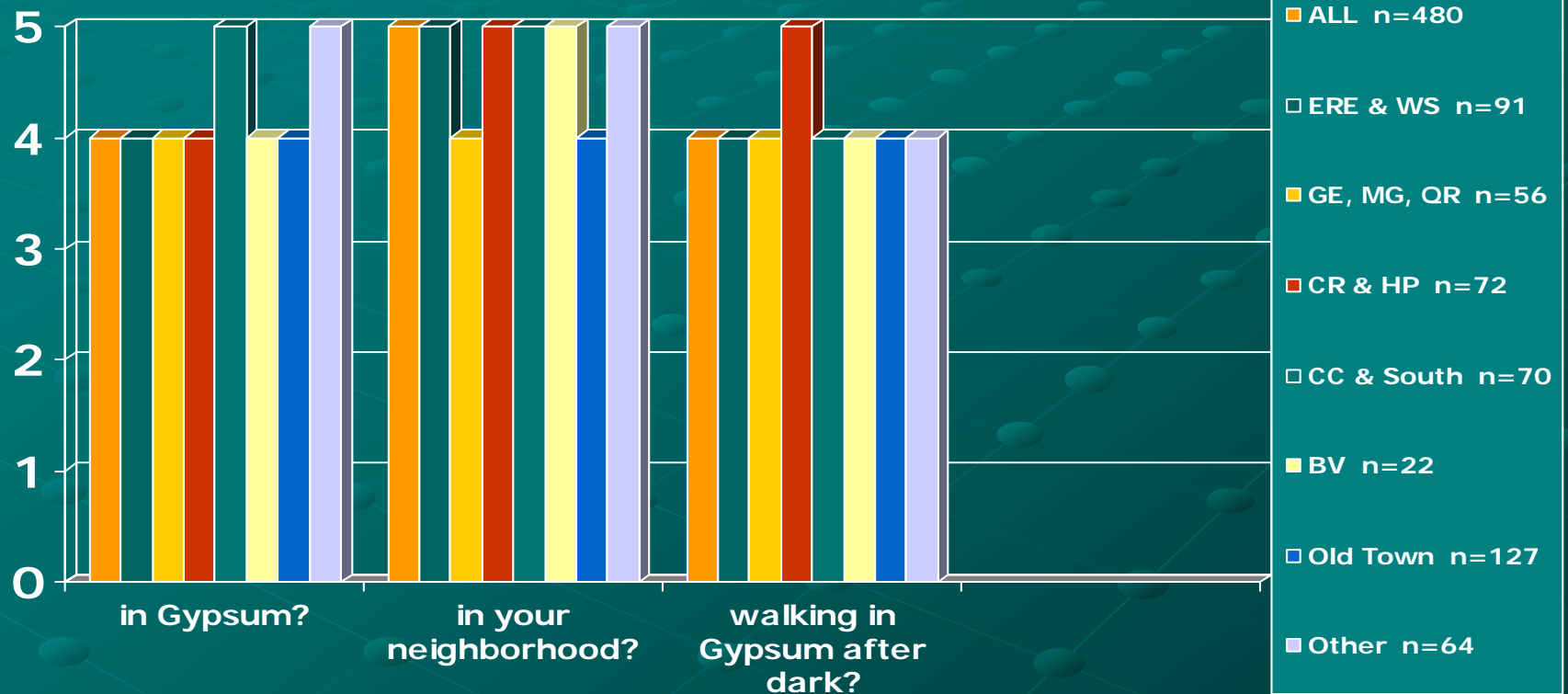
Average of Responses

| | ERE & WS n=87 | GE, MG, OR n=56 | CR & HP n=66 | CC & South n=68 | BV n=21 | Old Town n=121 | Other n=56 |
|---|---------------------|--------------------------|--------------------|-----------------------|------------|----------------------|---------------|
| POLICE VISIBILITY | 4 | 4 | 4 | 4 | 5 | 3 | 3 |
| COMMUNICATIONS/911 CENTER | 4 | 3 / 4 | 3 / 4 | 4 | 4 | 3 | 5 |
| POLICE PROFESSIONALISM & APPROACHABILITY | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| POLICE COMMUNICATION WITH CITIZENS | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| CRIME PREVENTION | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| ANIMAL CONTROL SERVICES | 3 | 3 | 3 / 4 | 3 | 3 / 4 | 3 | 3 |

LAW ENFORCEMENT

Q23 - Q25: How safe to you feel:

1=NOT SAFE AT ALL; 5=VERY SAFE



LAW ENFORCEMENT

Q26: What would you suggest the Sheriff do to improve policing in Gypsum? *(open ended responses) n=175*

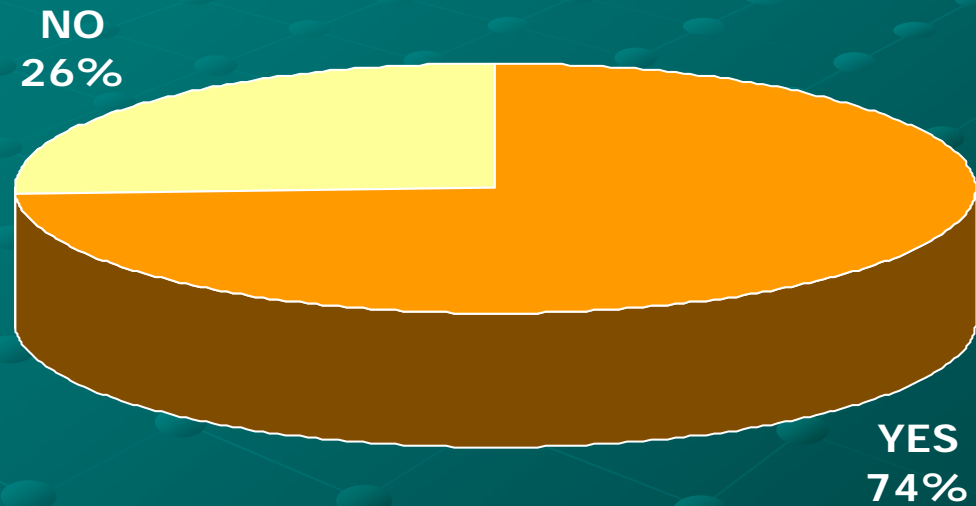
#1: INCREASE POLICE VISIBILITY (63/175)

**#2: NEED MORE DEPUTIES/MORE 24-HR COVERAGE /
MENTION OF TOWN POLICE DEPT.** (26/175)

#3: SPEEDING ENFORCEMENT (18/175)


RECYCLING

Q27: Is curbside recycling important to provide to Gypsum residents? *n=481*

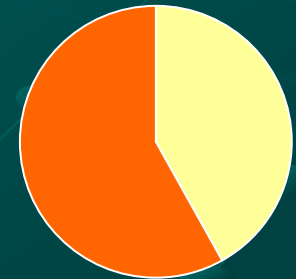
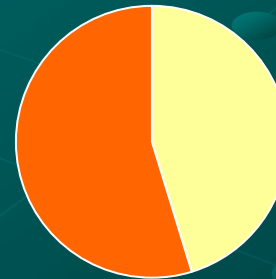
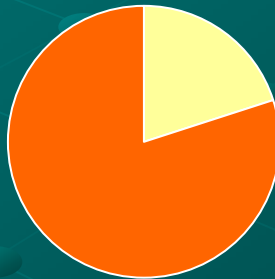
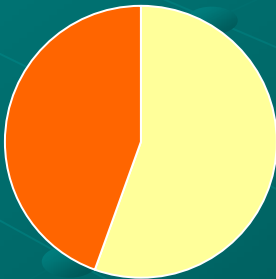
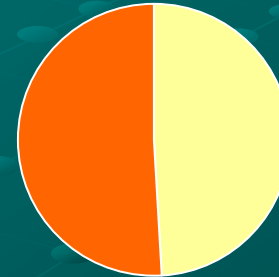
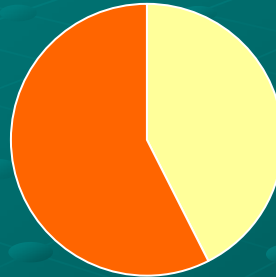
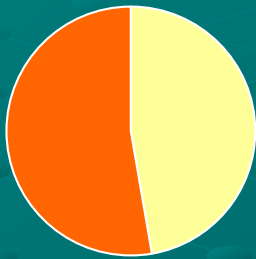


RECYCLING

Q28: Would you be willing to pay a monthly fee for curbside recycling?

 = YES

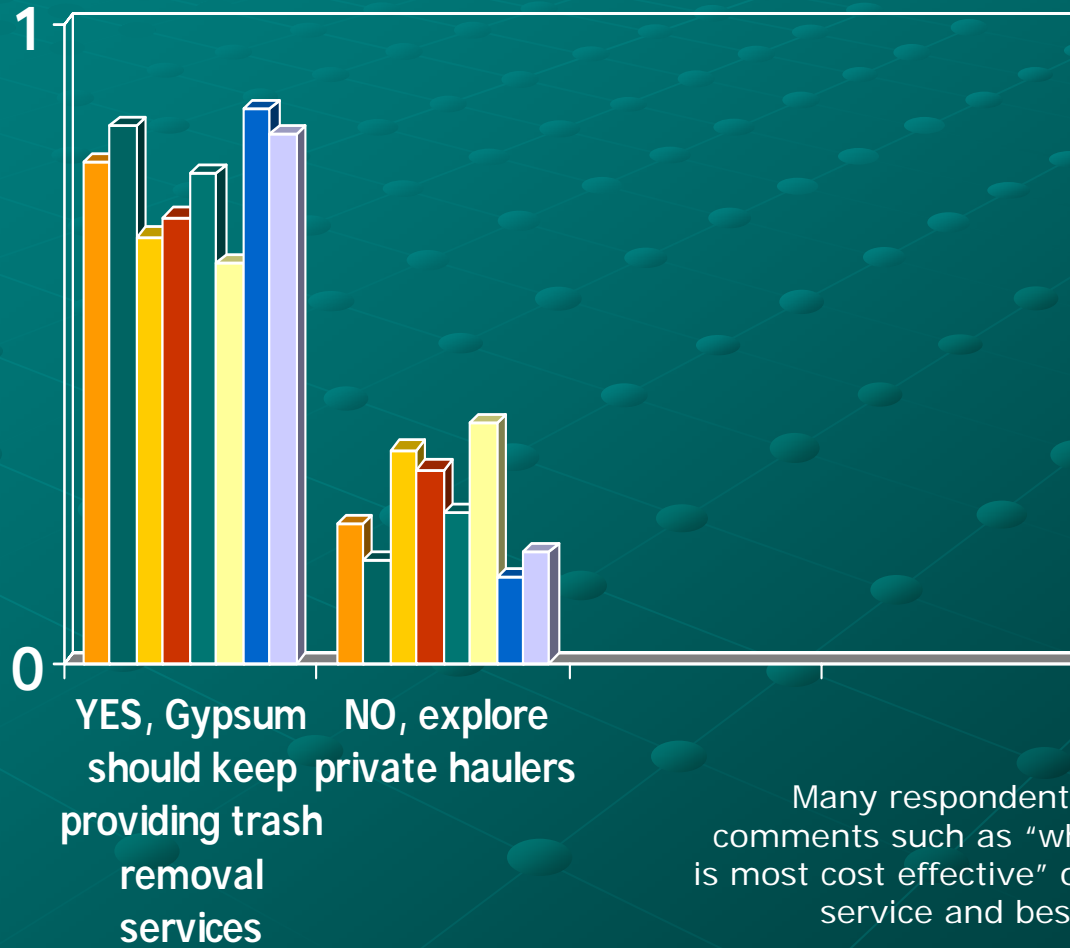
 = NO



Many respondents made comments such as "depends how much" or "for a nominal fee"

RECYCLING

Q29: Should the town continue to provide trash service (with curbside recycling) or should the town investigate contracting out for trash services with private companies that also provide curbside recycling?



Many respondents made comments such as "whatever is most cost effective" or "best service and best price"

RECYCLING

Q30. TOWN'S TRASH REMOVAL SERVICES:

"REPORT CARD" BY NEIGHBORHOOD 1=VERY POOR; 5=VERY GOOD

Average of Responses

| | ERE & WS n=90 | GE, MG, QR n=55 | CR & HP n=66 | CC & South n=68 | BV n=16 | Old Town n=124 | Other n=53 |
|-----------------------------------|---------------------|--------------------------|--------------------|-----------------------|------------|----------------------|---------------|
| TRASH REMOVAL SERVICES | 5 | 4 | 5 | 5 | 4 | 5 | 5 |

TOWN IMPROVEMENTS

Q31. Rating of Support / Opposition to the Town spending resources on town improvements. 1=OPPOSE; 3=NEUTRAL; 5=SUPPORT

Average of Responses; n=489

| AREAS OF IMPROVEMENT | RATING |
|--|--------|
| Underground utility lines | 3.46 |
| Develop ways to provide local affordable housing | 3.33 |
| Improve energy conservation | 3.90 |
| Make improvements in business core areas | 3.83 |
| Develop more parks | 3.25 |
| Develop more trails | 3.34 |
| Acquire more open space | 3.34 |
| Add more cultural programs | 3.33 |
| Maintain town facilities | 4.04 |
| Support economic development | 3.86 |
| Maintain water quality | 4.63 |
| Improve noxious weed mitigation | 3.64 |
| Improve traffic flow | 4.19 |
| Improve fire mitigation | 3.65 |
| Improve water conservation | 4.00 |
| Recreation center expansion | 3.13 |

ALLOCATION OF TOWN RESOURCES

Q33. Ranking of issues regarding level of importance to the Town in the next 5 years. **1=MOST IMPORTANT; 15=LEAST IMPORTANT**

Average of Responses; n=459

| ISSUES | ERE & WS | GE, MG, QR | CR & HP | CC & South | BV | Old Town | Other | ALL |
|-------------------------------------|----------|------------|---------|------------|-------|----------|-------|------|
| Acquisition of open space | 8.61 | 9.06 | 8.88 | 8.11 | 9.10 | 8.91 | 9.81 | 8.94 |
| Affordable housing | 8.26 | 6.25 | 8.09 | 7.48 | 6.35 | 7.62 | 7.20 | 7.49 |
| Air quality | 5.80 | 6.50 | 7.18 | 6.64 | 6.35 | 5.84 | 6.77 | 6.41 |
| Recycling | 6.48 | 7.21 | 7.94 | 6.77 | 7.35 | 8.20 | 7.26 | 7.40 |
| Increase recreational opportunities | 8.14 | 8.94 | 8.78 | 8.46 | 8.75 | 9.50 | 8.95 | 8.75 |
| Childcare | 9.33 | 8.52 | 8.92 | 8.58 | 6.50 | 8.90 | 8.50 | 8.66 |
| Development of downtown core | 6.73 | 6.40 | 4.94 | 5.78 | 7.00 | 7.32 | 7.38 | 6.48 |
| Economic development efforts | 5.91 | 6.02 | 6.37 | 6.19 | 8.10 | 6.53 | 6.74 | 6.29 |
| Growth management | 5.00 | 5.53 | 5.52 | 5.12 | 5.85 | 4.99 | 5.79 | 5.26 |
| Medical / health services | 7.72 | 6.75 | 6.49 | 6.48 | 6.95 | 6.59 | 6.28 | 6.71 |
| Traffic | 4.82 | 5.45 | 5.39 | 5.66 | 4.50 | 4.25 | 5.51 | 5.01 |
| Noxious weeds | 9.46 | 11.24 | 8.98 | 9.94 | 10.40 | 9.62 | 7.76 | 9.67 |
| Water & sewer service | 5.49 | 6.48 | 5.09 | 7.20 | 7.10 | 6.09 | 5.38 | 6.24 |
| Water quality | 4.32 | 4.88 | 5.09 | 5.47 | 5.55 | 4.08 | 4.14 | 4.65 |

ALLOCATION OF TOWN RESOURCES

Q34. Allocation of \$100

n=422

| ISSUES | ERE & WS n=82 | GE, MG, QR n=49 | CR & HP n=61 | CC & South n=58 | BV n=20 | Old Town n=110 | Other n=58 | ALL n=422 |
|---|---------------------|-----------------------|--------------------|-----------------------|--------------|----------------------|---------------|----------------|
| Economic Development | \$795 | \$719 | \$871 | \$877 | \$193 | \$945 | \$637 | \$4,941 |
| Local Affordable Housing Opportunities | \$523.00 | \$636 | \$416 | \$636 | \$165 | \$1,166 | \$652 | \$4,098 |
| Parks, Trails & Open Space Areas | \$697 | \$411 | \$465 | \$475 | \$249 | \$838 | \$432 | \$3,370 |
| Noxious Weed Mitigation | \$358 | \$189 | \$398 | \$338 | \$87 | \$510 | \$321 | \$3,043 |
| Maintenance of Town Facilities & Infrastructure (W&S) | \$1,112 | \$658 | \$857 | \$736 | \$197 | \$1,574 | \$916 | \$5,801 |
| Recycling | \$654 | \$418 | \$401 | \$453 | \$105 | \$684 | \$303 | \$2,905 |
| Traffic Flow & Improvements | \$1,544 | \$706 | \$933 | \$862 | \$308 | \$2,102 | \$724 | \$6,954 |
| Water Quality / Quantity | \$1,285 | \$551 | \$786 | \$690 | \$225 | \$2,010 | \$894 | \$6,154 |
| Arts & Entertainment | \$392 | \$293 | \$414 | \$332 | \$125 | \$442 | \$309 | \$2,229 |
| Recreation Center Expansion | \$530 | \$233 | \$336 | \$290 | \$136 | \$367 | \$324 | \$2,136 |
| Other | \$310 | \$86 | \$221 | \$111 | \$210 | \$362 | \$288 | \$1,569 |

ALLOCATION OF TOWN RESOURCES

Q34. Allocation of \$100 – Top 3 Overall:

#1 TRAFFIC FLOW AND IMPROVEMENTS

#2 WATER QUALITY / QUANTITY

#3 MAINTENANCE OF TOWN FACILITIES

“Other” responses from Q33 & Q34 – Top 5:

#1 INCREASE IN LAW ENFORCEMENT / GYPSUM POLICE DEPT.

#2 CREATION OF DOWNTOWN AREA / BUSINESS CORE

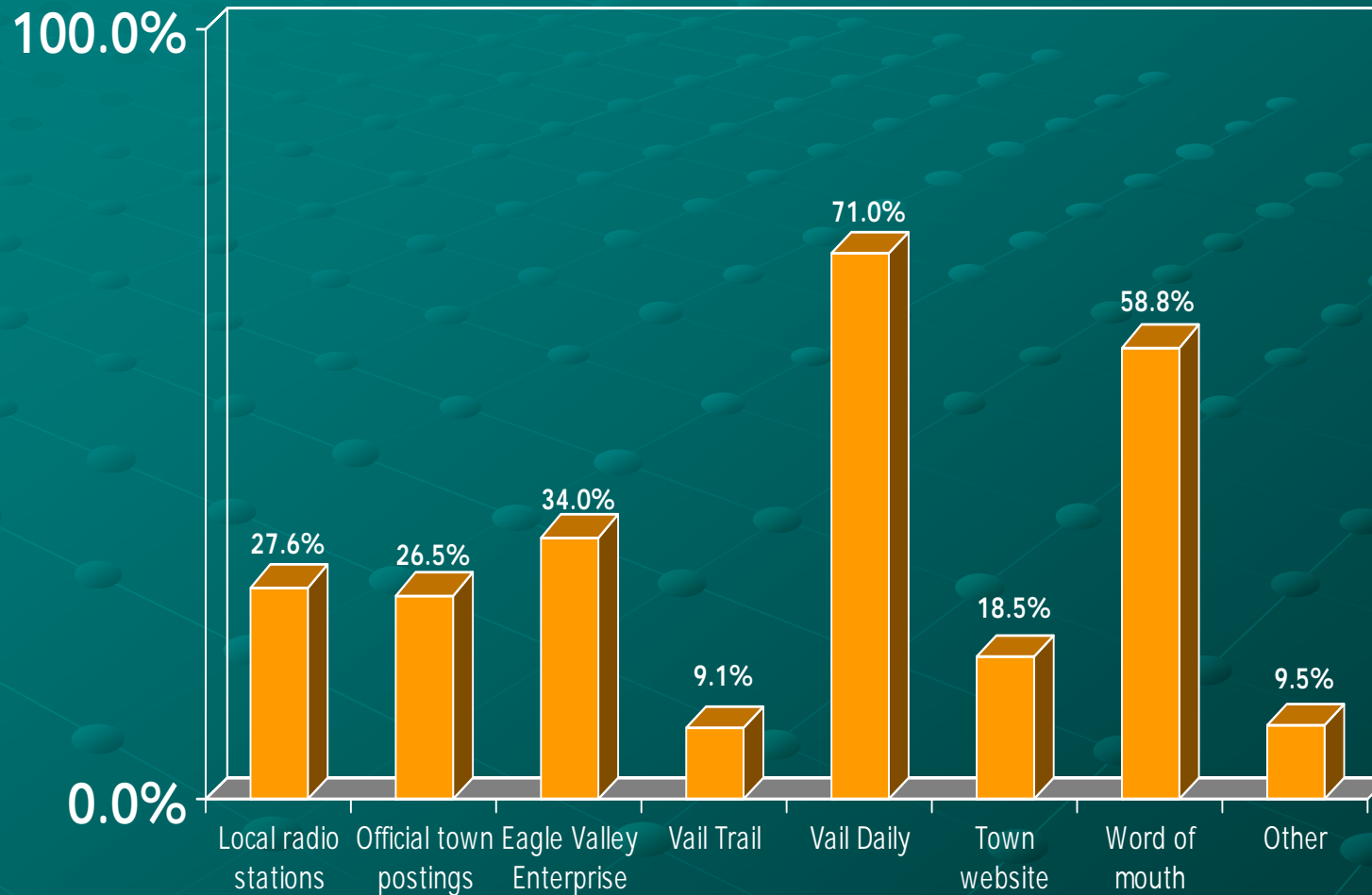
#3 ILLEGAL IMMIGRANTS

#4 MOSQUITOS

#5 APPEARANCE OF TOWN / CODE ENFORCEMENT

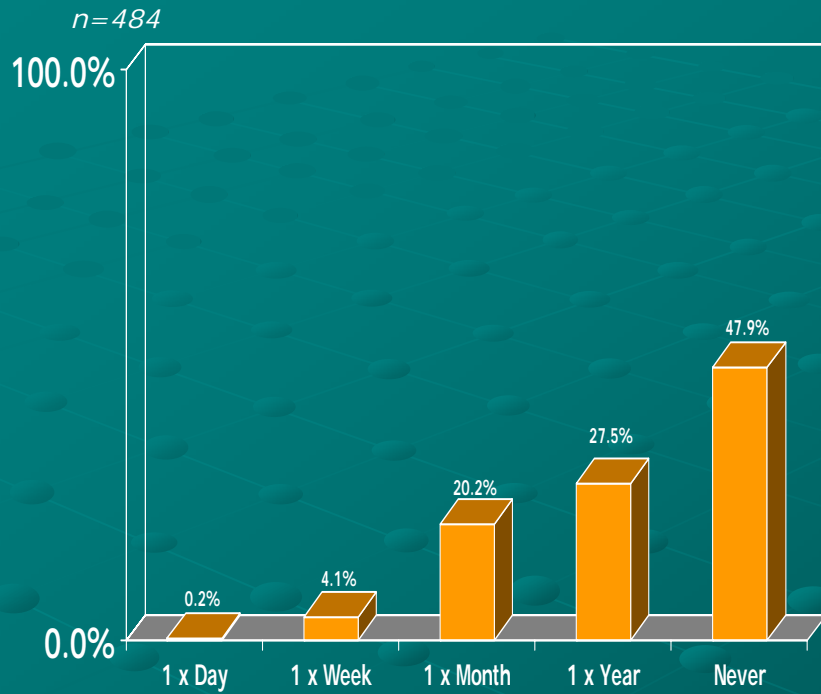
TOWN INFORMATION

Q35. How do you find out about town issues and events? *n=486*

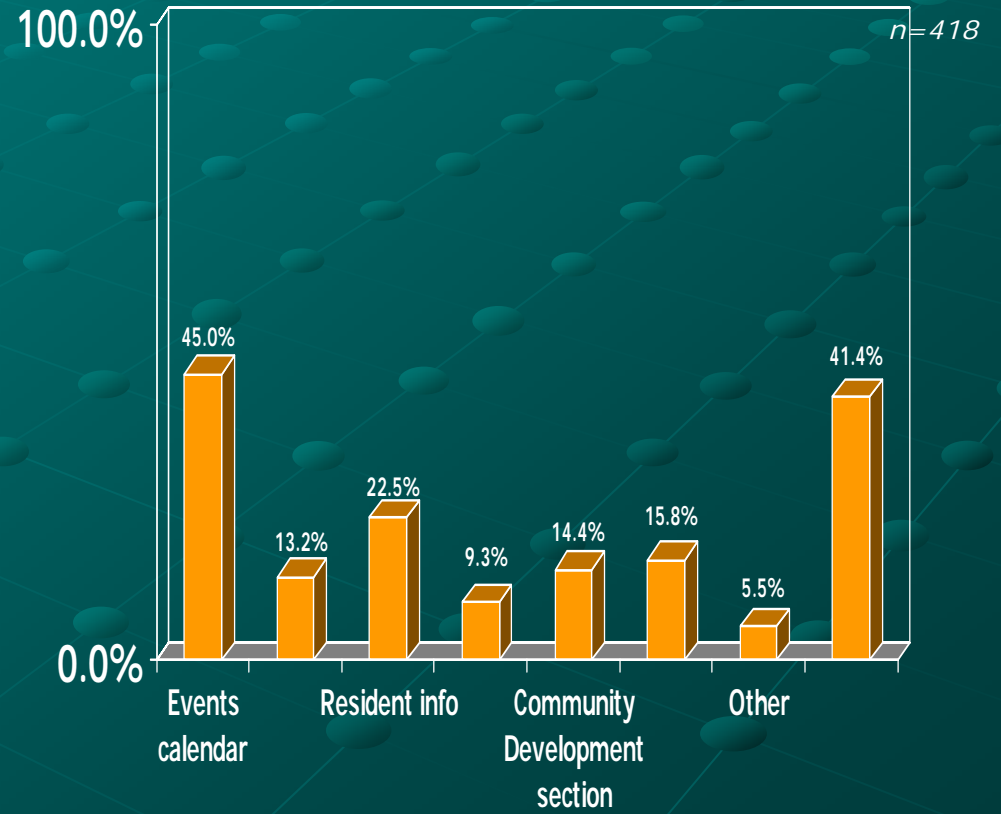


TOWN INFORMATION

Q36. Town Website:



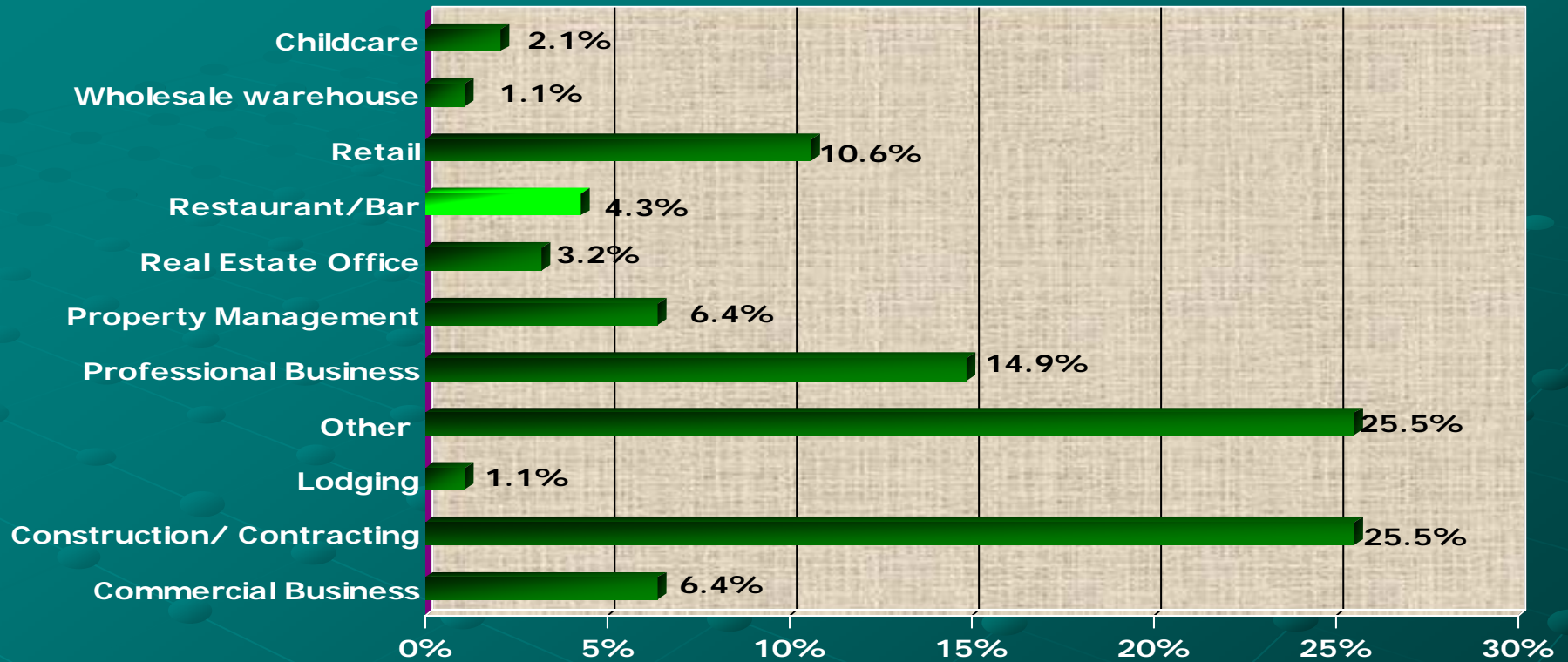
Q37. Town Website – Sections Used:



Business Survey Analysis

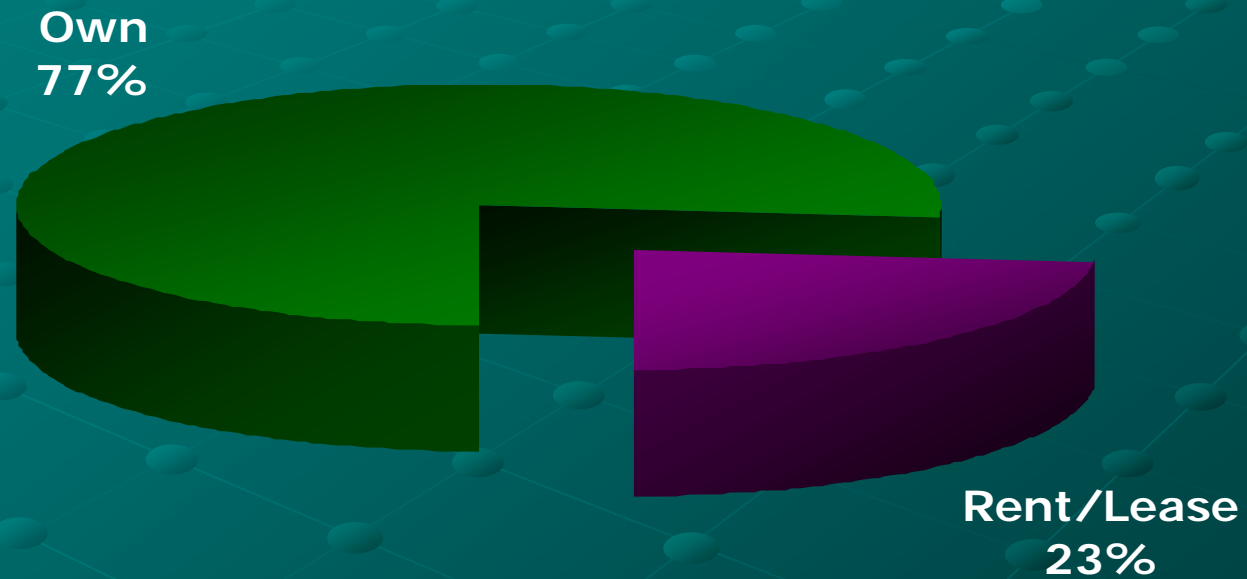


A. What type of business do you own/operate/manage?



Other: Aviation, Equestrian Industry, Graphic Design & Printing, Auto Rental, Church, Government, On-line sales, Event lighting and design, rental properties

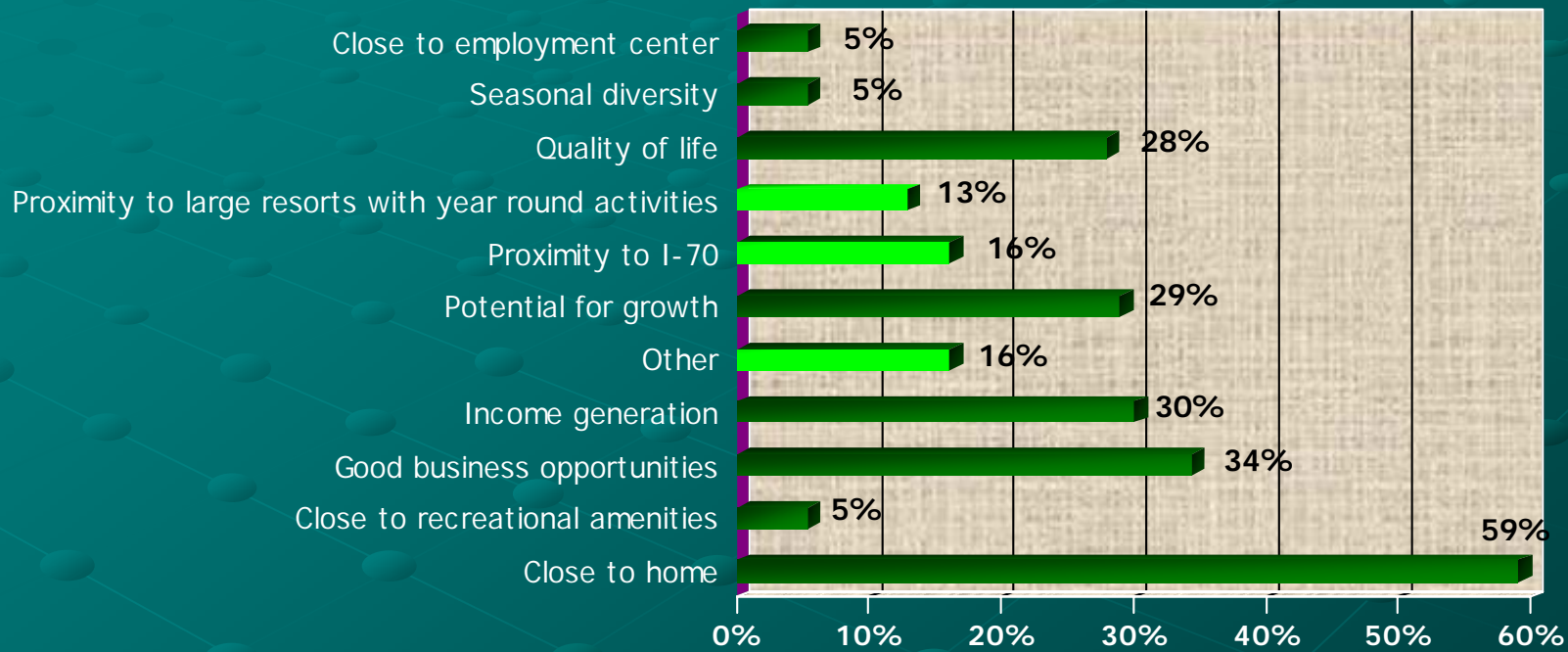
B. Do you own or rent the property where your business is located?



C. How long have you operated your business in Gypsum?



D. Which statements most accurately reflect the reasons you operate a business in Gypsum?

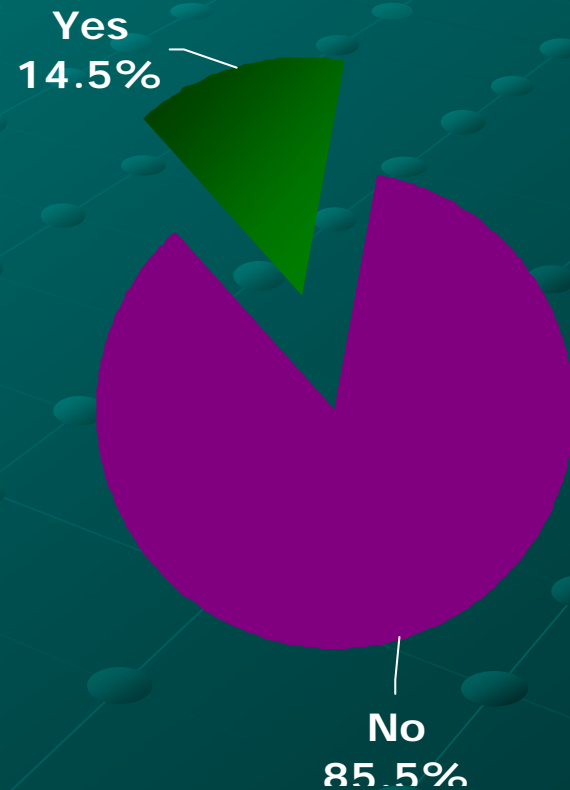


Other: *Home based business (6), Airport*

E. Are you considering or planning an expansion of products or services which might require the expansion of your facility, or a move to a larger facility?



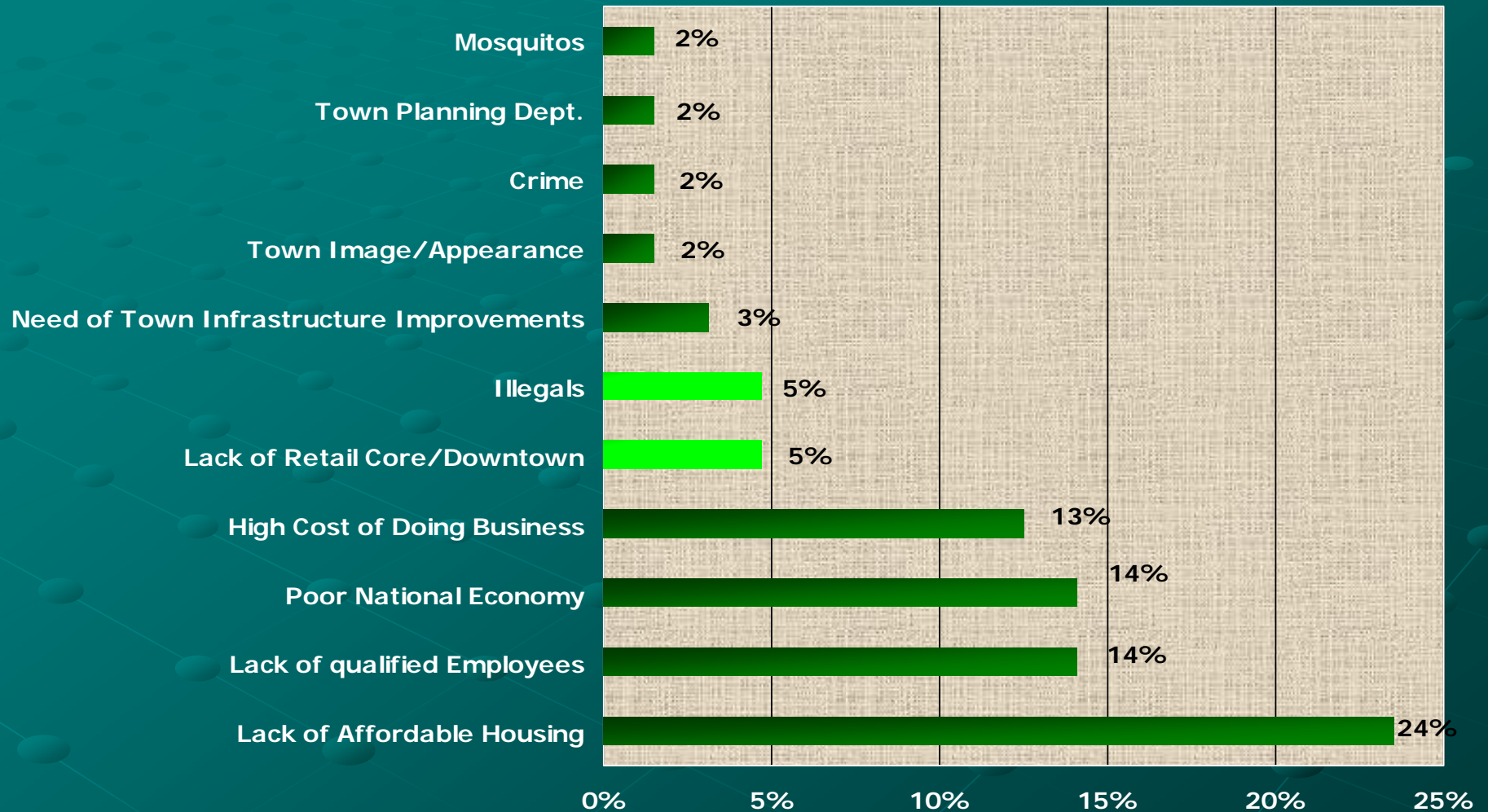
If yes, are you contemplating relocating your business outside of Gypsum?



F. Please rate the following characteristics of doing business at your location in the Town of Gypsum:



G. In a few words, please let us know what you would say is currently the greatest barrier to your businesses growth?



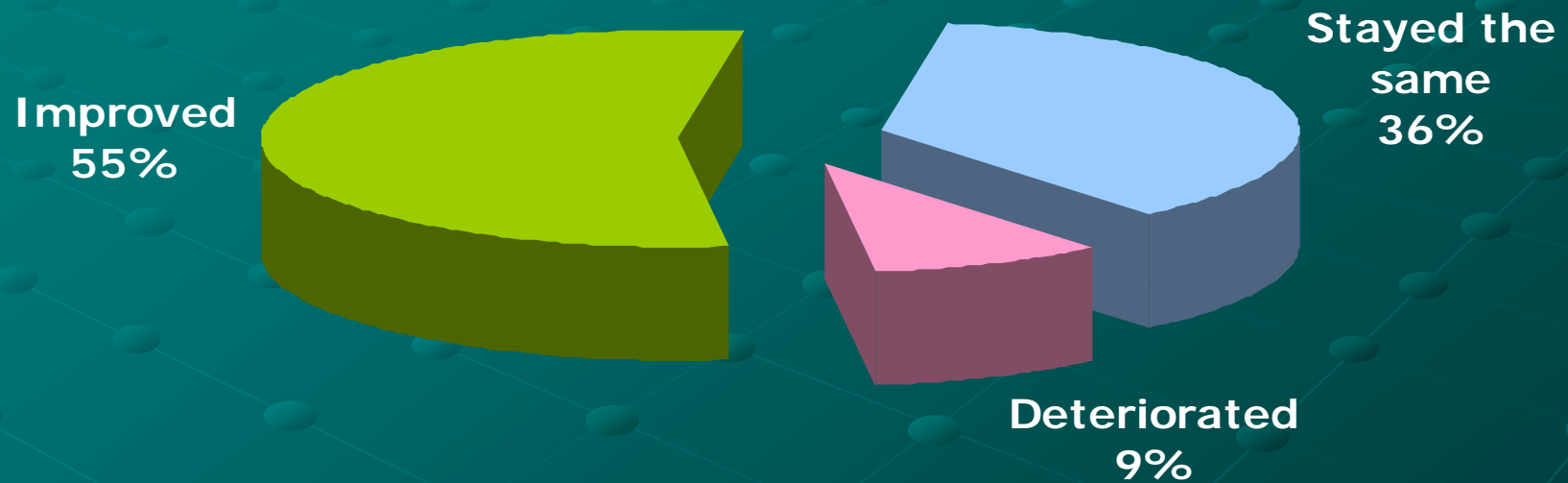
H. What would you say are the three (3) most important things the Town could do to better serve the local business community?

#1 – RECRUIT ADDITIONAL BUSINESSES TO GYPSUM (53%)

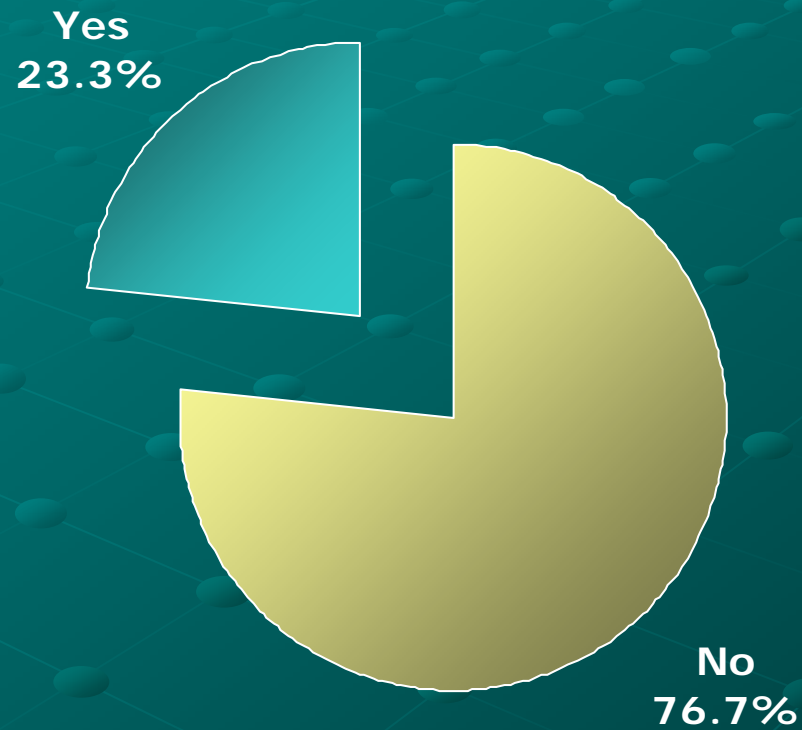
#2 – IMPROVE TRAFFIC INFRASTRUCTURE (51%)

#3 – IMPROVE COMMUNICATION BETWEEN TOWN AND LOCAL BUSINESSES (25%)

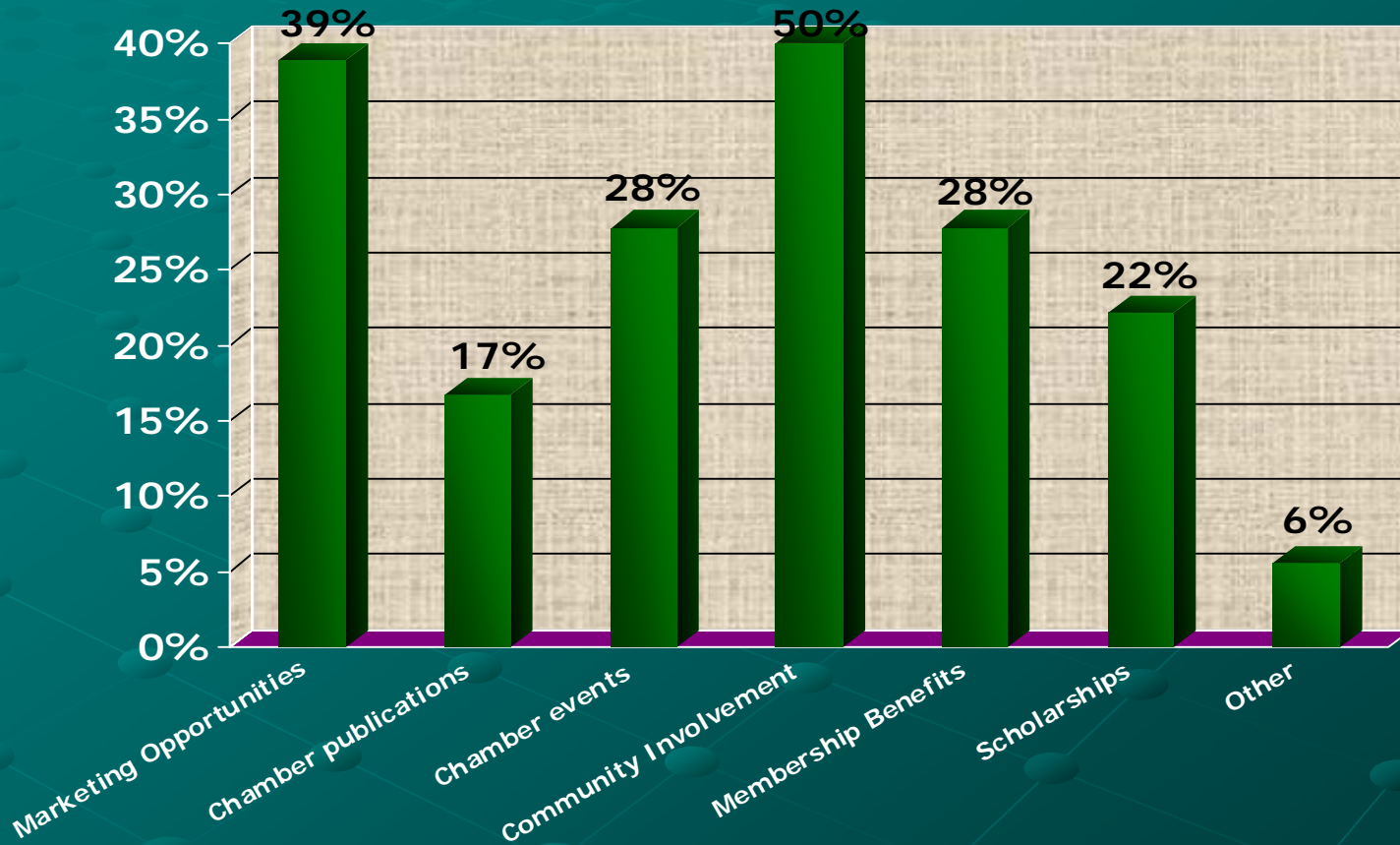
I. In your opinion, how has the overall business environment in Gypsum changed in the past 5 years?



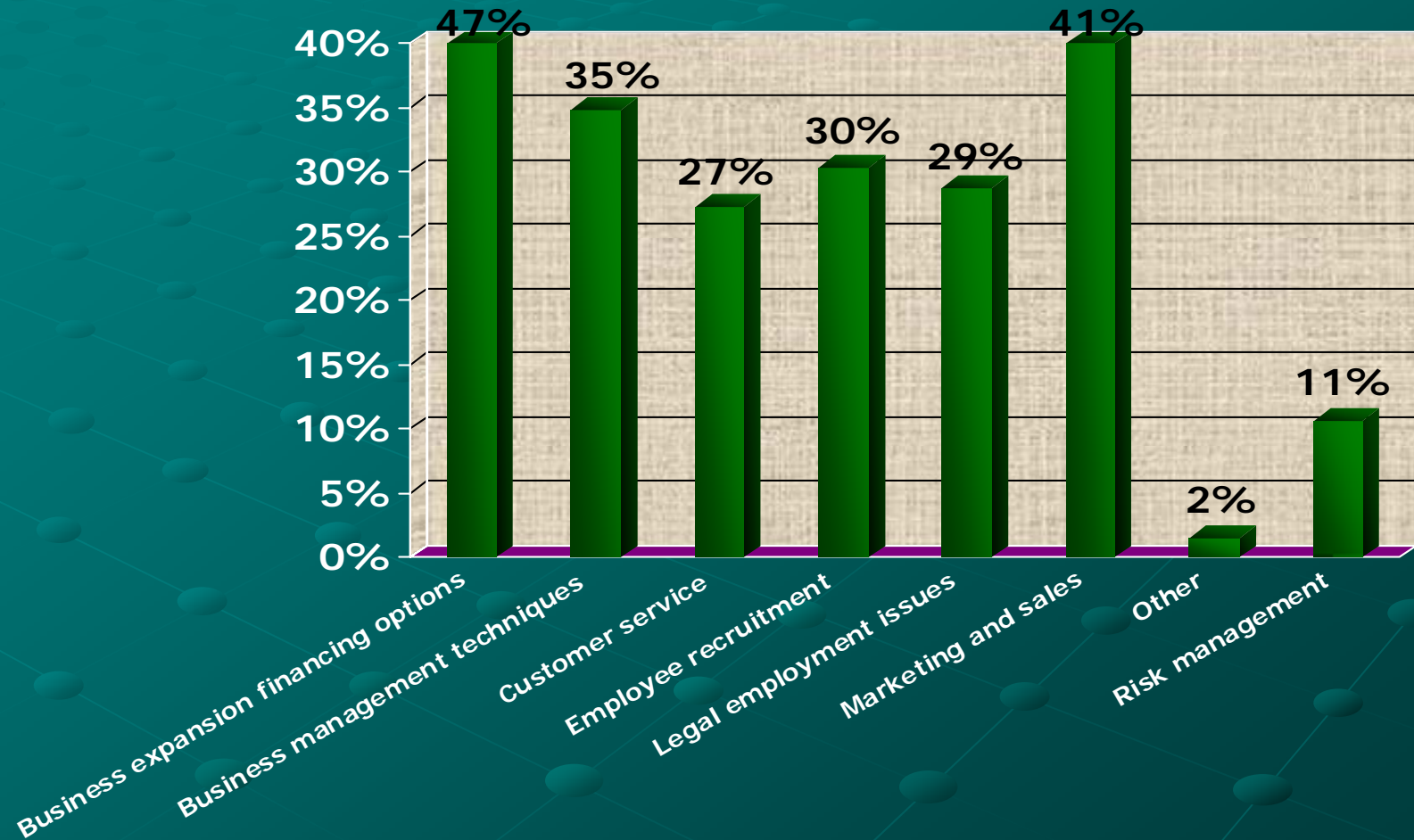
J. Are you a member of the Eagle Valley Chamber of Commerce?



K. If you are a member of the Eagle Valley Chamber of Commerce, which services are most important to your business?



L. Which topics would you like to see featured at upcoming business seminars, if offered by the Town?



#46: Please use this space to share any suggestions or recommendations you have regarding the community: *242 open-ended comments*

15 Most Frequently Mentioned Issues:

#1 – APPEARANCE OF TOWN / CODE ENFORCEMENT

#2 – KUDOS – TOWN STAFF, RECREATION CENTER, EVENTS, LOVE THE TOWN!

#3 – MAINTAIN SMALL TOWN CHARACTER / SMART GROWTH MANAGEMENT BY TOWN

#4 – DEVELOPMENT OF DOWNTOWN CORE/ RECRUIT MORE BUSINESSES, RESTAURANTS

#5 - TOWN SERVICES – TRASH, RECYCLE, SNOW REMOVAL, MOSQUITOS

#6 – TRAFFIC FLOW

#7 – COURTESY, FAIRNESS, ATTITUDE OF TOWN STAFF

#8 – LAW ENFORCEMENT – NEED INCREASED PRESENCE, VISIBILITY, 24-HOUR COVERAGE

#9 – MAINTAIN THE AFFORDABILITY OF TOWN

#10 – TOO MANY PEOPLE LIVING IN ONE SINGLE FAMILY HOME

#11 – ILLEGAL IMMIGRANTS

#12 – LAW ENFORCEMENT – SPEEDING ENFORCEMENT

#13 – TOWN INFORMATION – NEED NEWSLETER, COMMUNITY NEWSPAPER, WEBSITE UPDATED

#14 – ALLOW DOGS IN PARKS, CREATE A DOG PARK

#15 – TOO MUCH LOW INCOME HOUSING

Closing Remarks

- Use and share the results provided in workbooks.
- Review the open-ended comments.
- Future Surveys: Trend analysis.
- www.nwc.coq.co.us
- THANK YOU!