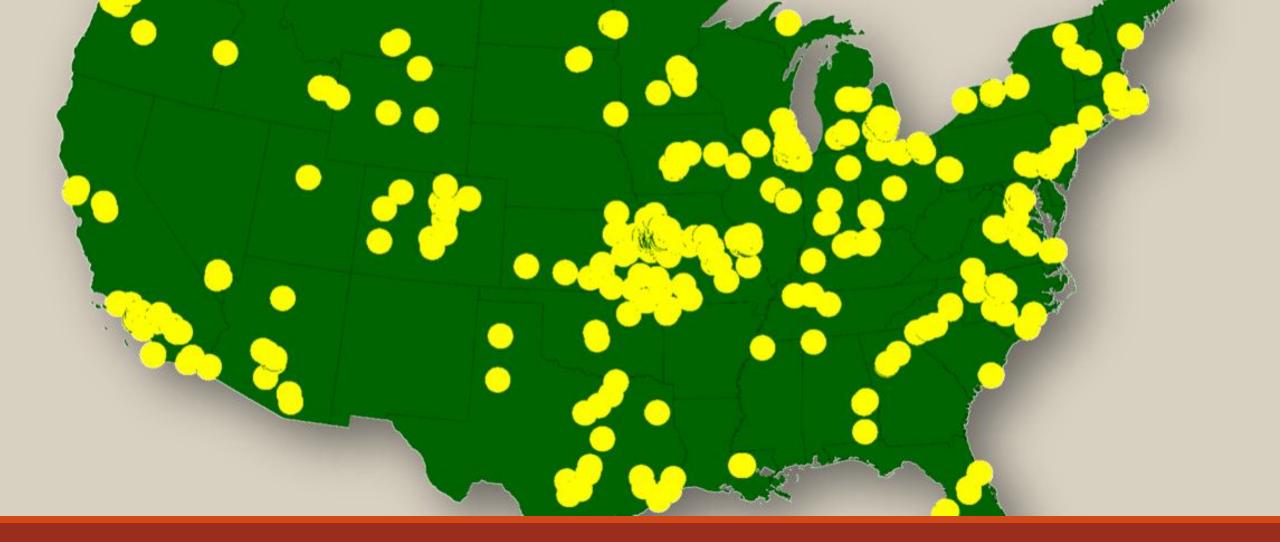
2021 City of Fruita Community Survey

PRESENTED BY 🛞 ETC





A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

Purpose

To objectively assess citizen satisfaction with the delivery of City services

To measure trends from previous surveys

To compare the City's performance with other communities

To help determine priorities for the community

Methodology

Survey Description

- 4th Community Survey conducted for the City by ETC Institute
- Seven-page survey
- Included many of the same questions that were asked in previous years
- Some new questions were added in 2021

Method of Administration

- By mail and online to <u>ALL</u> households in the City
- Each survey took approximately 15-20 minutes to complete

Methodology

Sample Size

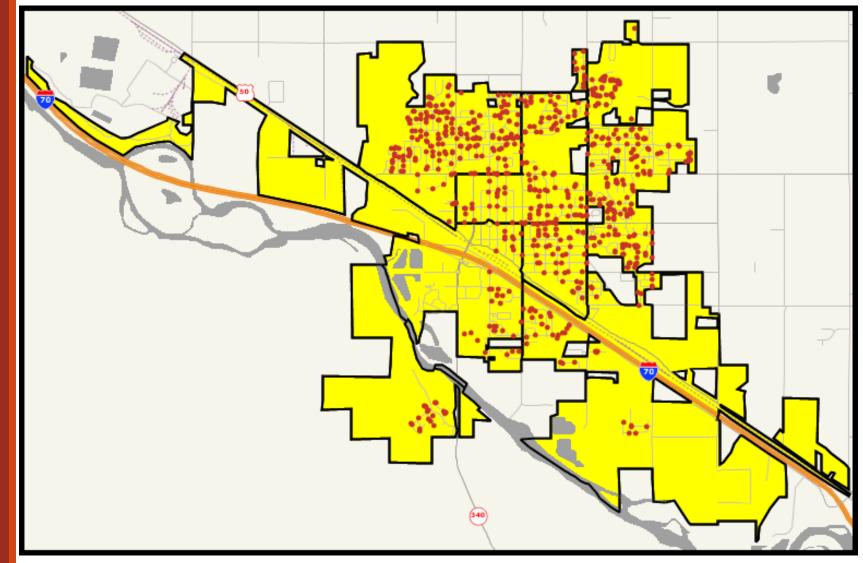
- Goal: 400 surveys
- Actual: 673 surveys

Margin of Error

• +/- 3.8% at the 95% level of confidence

Location of Survey Respondents

Good distribution of responses throughout the City



2021 City of Fruita Community Survey

Bottom Line Up Front

Residents have a very positive perception of the City

- 84% rated the overall quality of services as "excellent" or "good"
- 93% rated the overall quality of life in the City as "excellent" or "good"

Satisfaction is <u>much higher</u> in Fruita than other communities

- Fruita rated above the U.S. average in 32 of the 37 areas assessed (86%)
- Satisfaction with the <u>overall quality of services</u> rated 25% above the U.S. average and <u>overall value received for taxes/fess</u> rated 21% above the U.S. average

Overall Priorities for Improvement 2021

- **1**. Overall quality of City streets
- 2. Overall flow of traffic and congestion management
- 3. Overall quality of representation you receive from City Council
- 4. Overall effectiveness of City communication

Perceptions

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

Q3. Perception That Residents Have of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

Overall quality of life in the City	40%		5	3%	5%				
Overall feeling of safety in the City		34% 51%		51%	%		11% 5%		
Overall quality of services provided	27	%		5	7%		1	2% <mark>4%</mark>	
Overall image of the City	3	1%		5	51%		119	% <mark>6</mark> %	
Overall image of downtown area	28	%	1	50%	6		14%	9%	
Overall appearance of the City	20%		1	57%			18%	<mark>5%</mark>	
Overall appearance of business signs	17%		50%	6		2	9%	5%	
Overall value that you receive	20%		45	%	I	249	6	11%	
Overall image of Highway 340 area	14%	1	50%		,	27%	6	9 %	
Overall image of South Fruita area	12%	, ,	45%			33%		10 %	
Quality of new commercial development	13%	39	39%		39% 31%		B1%	1	17%
Quality of new residential development	11%	38%	38%		31	%	20	0%	
Overall image of Hwy 6 & 50 area	6%	31%	31% 26%		1 <mark>% 26</mark> % 3		36%		
Availability of high speed internet options	8%	26%		24%		43	L%		
0'	%	20%	40%		60%	8	0%	10	

Excellent (5) Good (4) Neutral (3) Below Average/Poor (2,1)

Q9. Agreement with the Following Statements About Diversity, Equity, and Inclusion

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

I feel safe going to Fruita Police Department for help if I need it	45%			39%		1	L 2 % <mark>5%</mark>
I feel welcome and a sense of belonging in Fruita		34%		499		1	L 3 % <mark>4</mark> %
I am treated equitably by City staff	:	33%		39%		249	% <mark>3</mark> 9
Fruita Police Department treats everyone fairly regardless of their race, ethnicity, gender, or income		39%		33%	21%		7%
Fruita is a place that is open and welcoming to people of all races, backgrounds, and racist beliefs are not tolerated	28%			42 %		17%	13%
I am concerned about rising housing prices in Fruita	З	31%		30%	25%		13%
The City's elected officials support policy that is equitable to all residents	219	21%			34%		14%
I am treated equitably by the City's municipal court system	24	24%			49%		25
Fruita has affordable and equitable housing options for all income levels	9%	9% 22%		4%	45%		
0)%	20%	409	% 60	%	80%	10

Q24. Reasons to Live in Fruita

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "not provided")

4% <mark>3%</mark>	41%	41%		52%		Small town atmosphere
5% <mark>5%</mark>		49%		41%		The quality of your neighborhood overall
7 % <mark>5%</mark>	,	46%		42%		Safety in your neighborhood
11% <mark>4%</mark>	·	439	·	42%		Availability of recreational opportunities
12% <mark>3%</mark>	· ·	47%		37%		Inique and vibrant feel of the community
12% <mark>5%</mark>	·	49%				Special events/festivals
10% <mark>7%</mark>	· ·	50%		32%		Ease of travel within Fruita
13% <mark>5%</mark>	·	45%		37%		Sense of community
13% 7%		44%		36%		I feel welcomed regardless of who I am
8%	33%	34% 33		.5%		Quality of public schools
20%	%		42%		14%	Types of housing
30%	30%		6	37%		Affordability of housing
7%	%		%	28%		Ability to get involved in City government
5%	36	23%		31%		Availability of high-speed internet options
6	399	21%		31%		Access to quality shopping
24%		48%		22%	6%	Employment opportunities
6 10	809	60%	409	20%	%	C

Needs are Very Well Met (4) Needs are Met (3) Not sure (2) Needs are Not Met (1)

Q1. Overall Satisfaction With City Services by Major Category

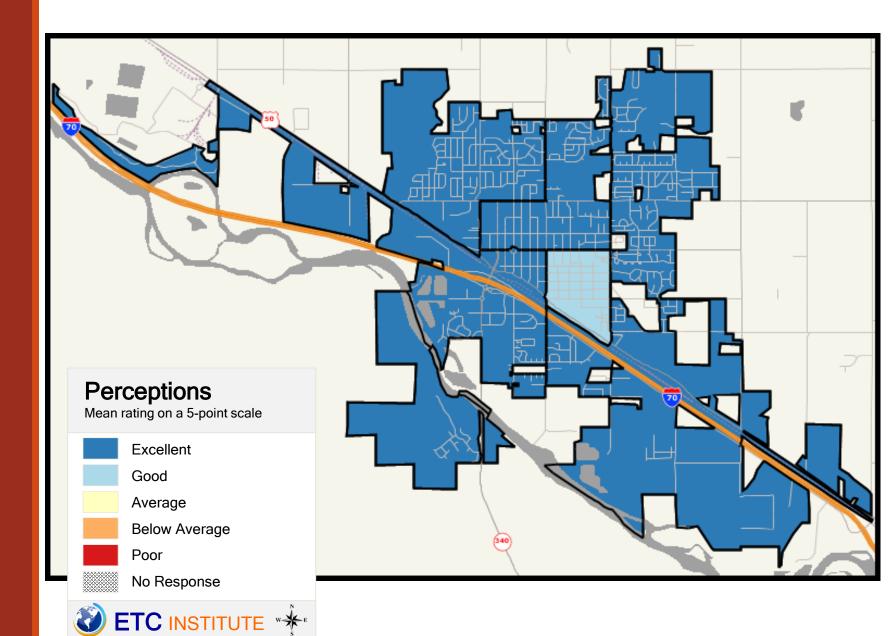
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

Overall quality of garbage collection	49%			43%		69	
Overall quality of sewer service	31%			50%		16% ^{3%}	
Overall quality of City Parks	30%			49 %		15%	6%
Overall quality of police services	37%			41%		15%	8%
Overall quality of service you receive	34%			44%		19%	6 <mark>4%</mark>
Overall quality of the City's recycling program	4	40%		37%		15%	8%
Overall quality of recreation programs	29%	40%		0%		26%	5%
Overall quality of crosswalks	20%		48%		21	.%	11%
Overall effectiveness of city communication	24%	36%			30%		11%
Overall flow of traffic & congestion management	18%	41%		21%		20%	
Overall quality of City streets	13%	42%			25%	21	۱%
Overall quality of representation you receive	20%	29	%		40%		12%
0'	% 2	0%	40%	60	% 80	0%	100
Very S	Satisfied (5)	Satisfi	ed (4)	Neutr	al (3) 🔳 D	issatis	fied (2,

Rating the Overall Quality of Life in Fruita

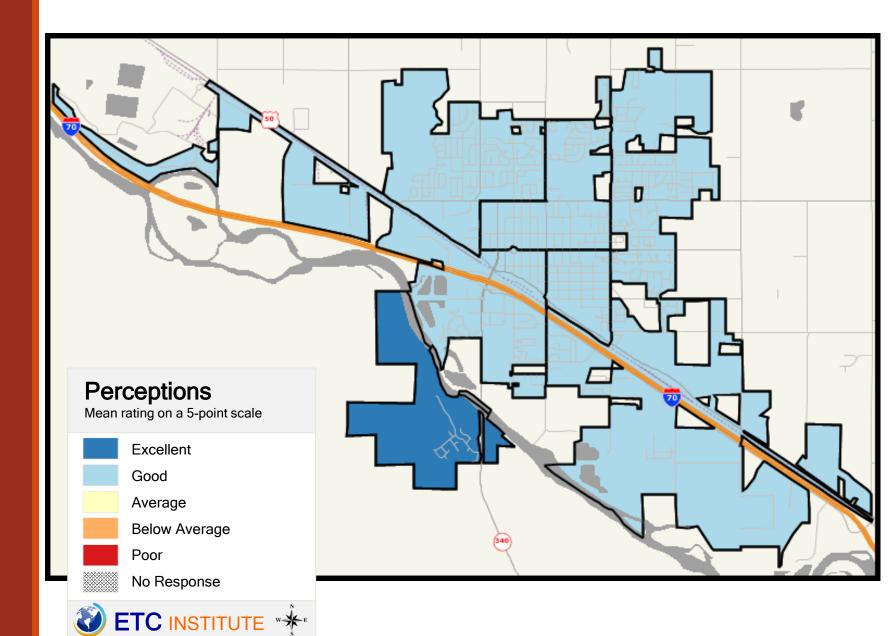
All areas of the map are in blue

Any areas of yellow, orange, or red should receive additional focus.



Overall Quality of Services Provided by the City

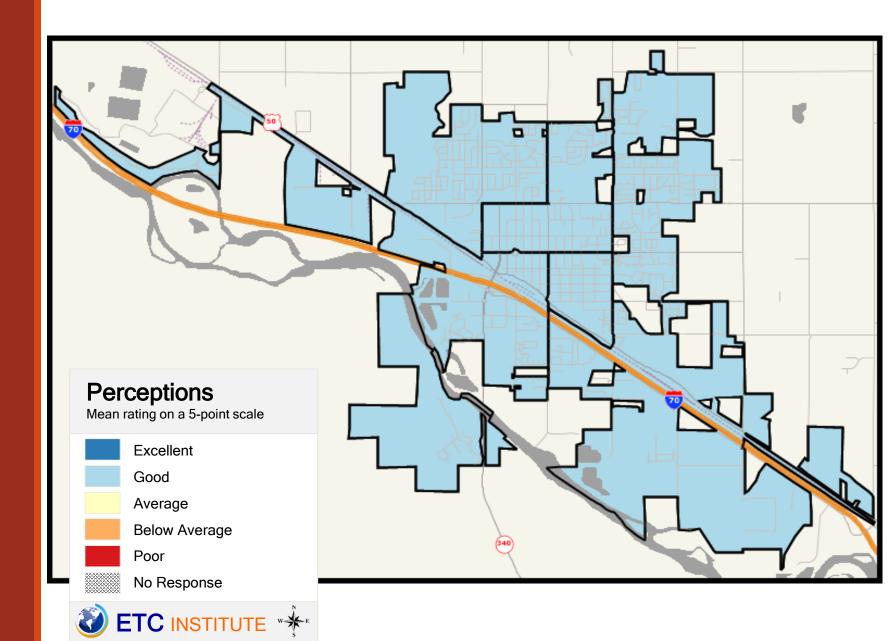
The City is equitably providing services to all residents in the City



Rating the Overall Value Received for Taxes and Fees

All areas of the map are in blue

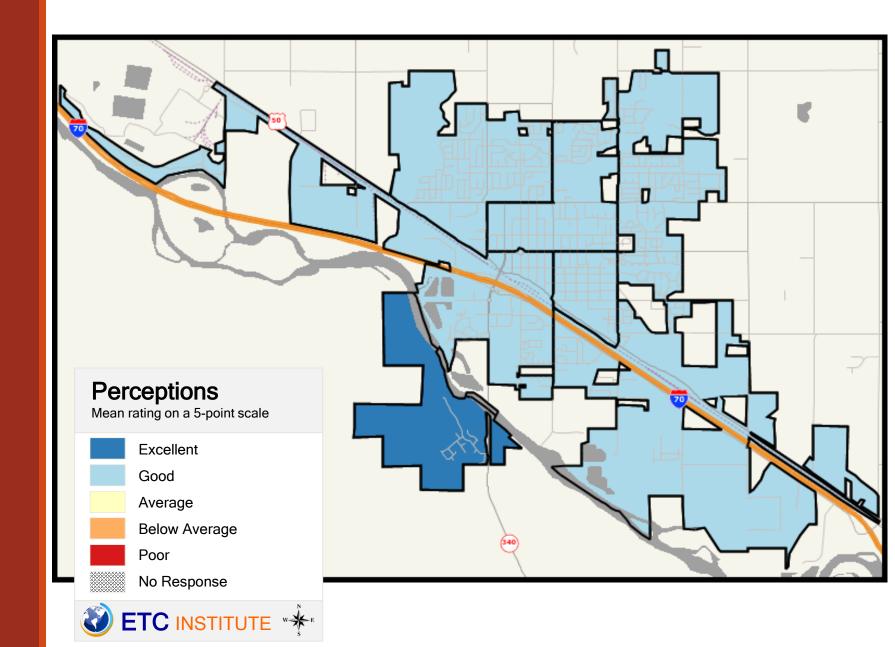
Any areas of yellow, orange, or red should receive additional focus.



Rating the Overall Feeling of Safety in Fruita

All areas of the map are in blue

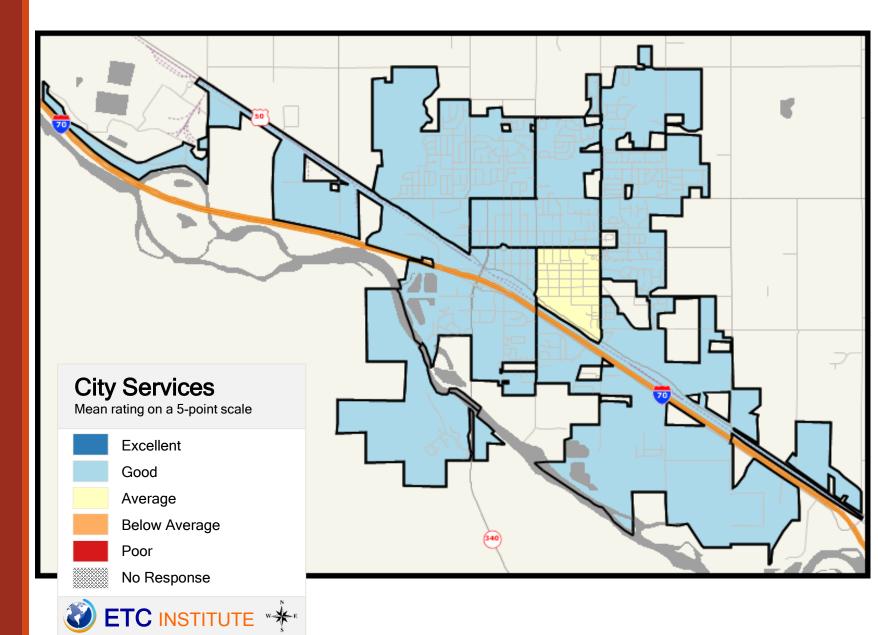
Any areas of yellow, orange, or red should receive additional focus.



Overall Quality of City Streets

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Overall Flow of Traffic and Congestion Management

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

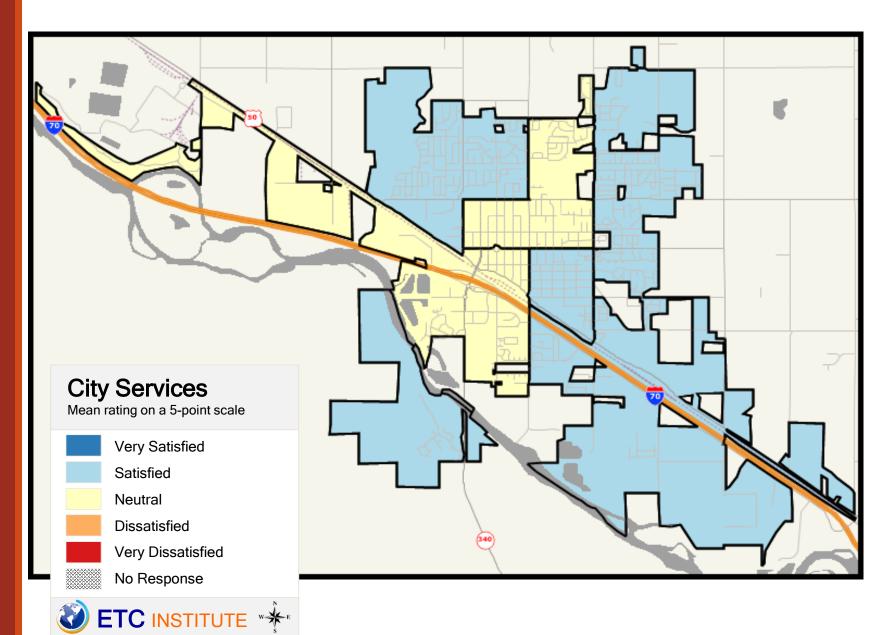
Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Overall Quality of Representation You Receive From City Council

This item was determined to be the 3rd highest priority for improvement based on the Importance-Satisfaction Analysis

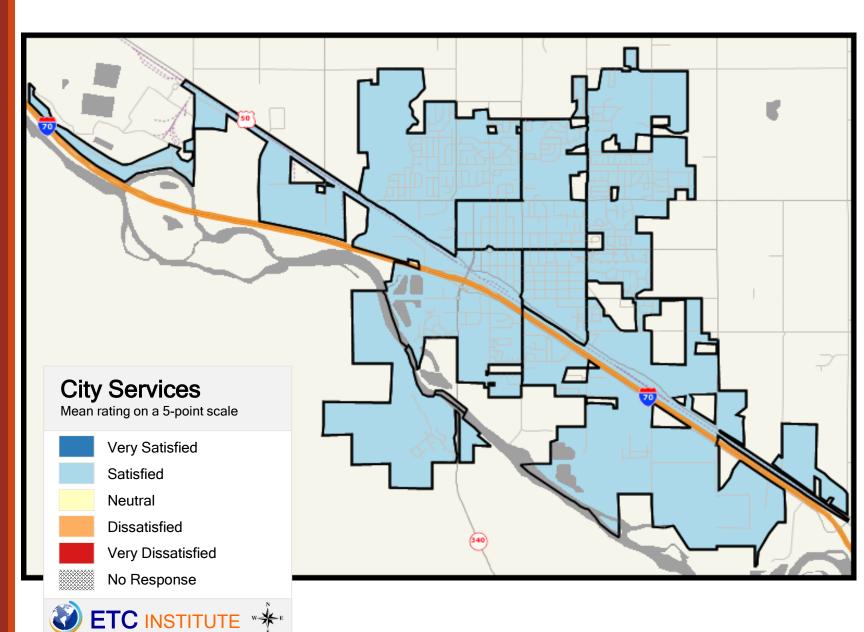
Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Overall Effectiveness of City Communication With the Public

This item was determined to be the 4th highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Trends

LONG- AND SHORT-TERM TRENDS

Short-Term Trends (2021 – 2017)

NOTABLE INCREASES

Overall image of downtown area Overall appearance of business signs Overall appearance of the City Ease of pedestrian travel in Fruita Overall image of South Fruita area Maintenance of trails Adequacy of City street lighting Snow removal on City streets Ease of travel by car in Fruita **Customer service**

NOTABLE DECREASES

City special events and festivals

City efforts to keep you informed

Overall quality of police services

Visibility of police in neighborhoods

City's efforts to prevent crime

Overall quality of representation you receive

Maintenance of major City streets

Overall quality of recreation programs

Overall flow of traffic & congestion management

Overall quality of City streets

Long-Term Trends (2021 – 2009)

NOTABLE INCREASES

Amount of open space

Overall image of downtown area

Program offerings for adults

Number of walking and biking trails

Maintenance of trails

Maintenance of downtown Fruita

Overall appearance of business signs

Overall value that you receive Overall quality of recreation programs Overall appearance of the City

NOTABLE DECREASES

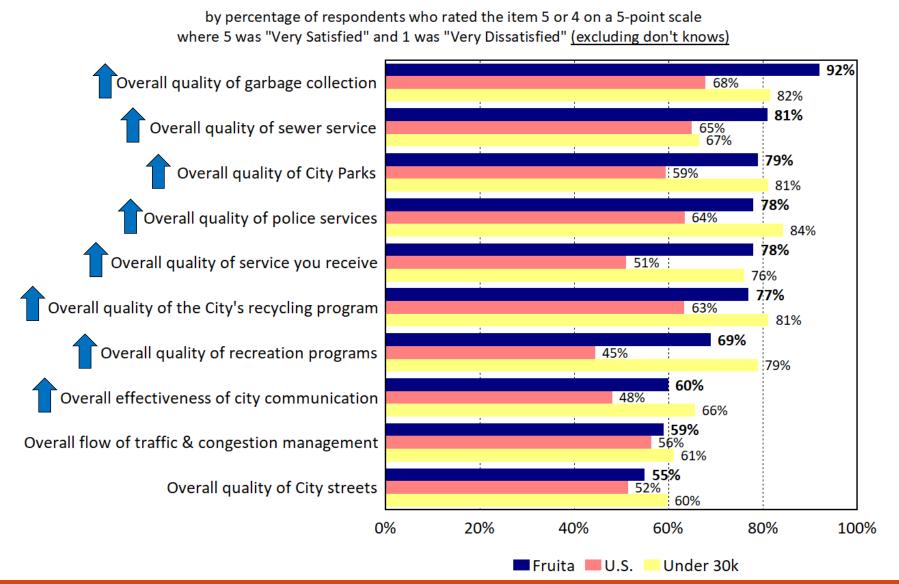
Maintenance of City parks

Maintenance of streets in your neighborhood Maintenance of major City streets Visibility of police in neighborhoods City's efforts to prevent crime Quality of the City Link quarterly newsletter Availability of info on City programs/services City special events and festivals City efforts to keep you informed Safety/prevention education programs

Benchmarks

FRUITA RATES SIGNIFICANTLY HIGHER THAN OTHER COMMUNITIES

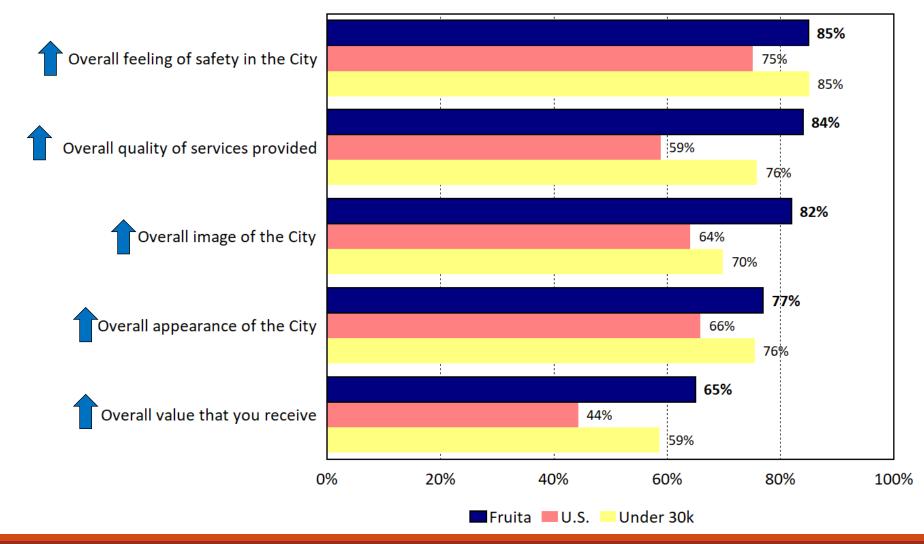
Overall Satisfaction with City Services <u>City of Fruita vs. U.S. vs. Communities w/ Pop. <30k</u>



Significantly Higher Than National Average: 🕇

Overall Satisfaction with Items that Influence Perceptions <u>City of Fruita vs. U.S. vs. Communities w/ Pop. <30k</u>

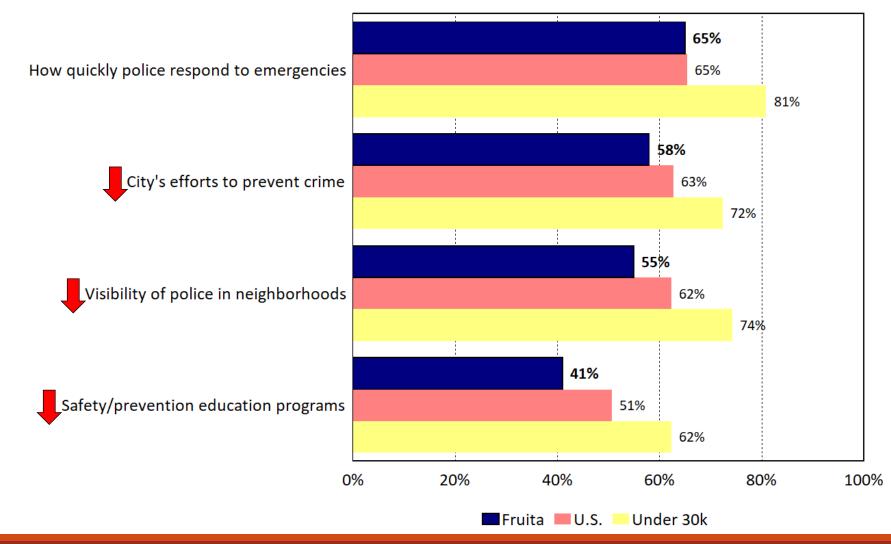
by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Significantly Higher Than National Average: 🕇

Overall Satisfaction with Public Safety City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

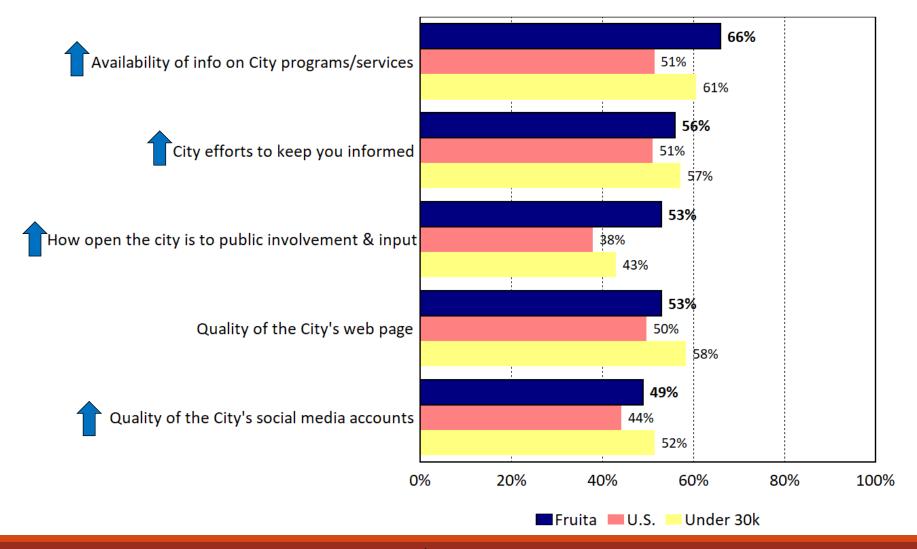
by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Significantly Higher Than National Average: 🕇

Overall Satisfaction with City Communication <u>City of Fruita vs. U.S. vs. Communities w/ Pop. <30k</u>

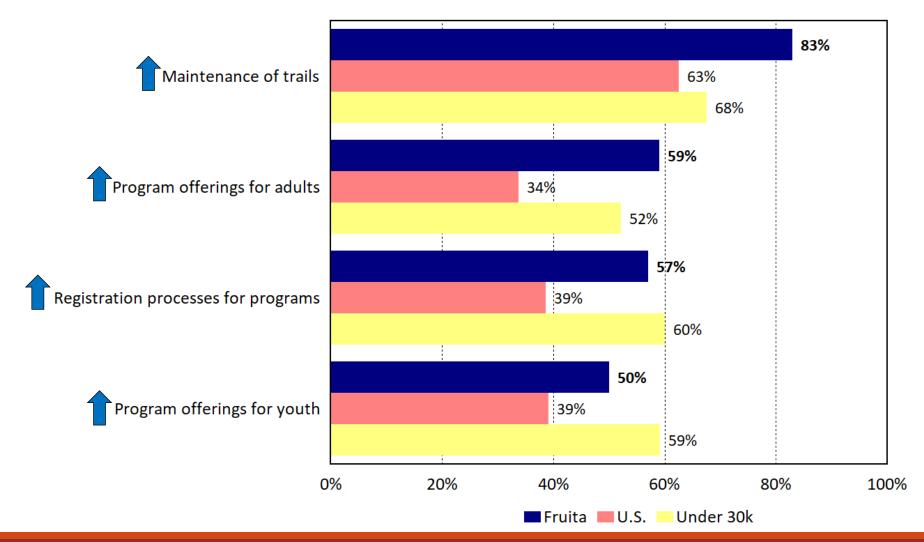
by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Significantly Higher Than National Average: 🕇

Overall Satisfaction with Parks and Recreation <u>City of Fruita vs. U.S. vs. Communities w/ Pop. <30k</u>

by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows)



Significantly Higher Than National Average: 🕇

Overall Satisfaction with Public Works <u>City of Fruita vs. U.S. vs. Communities w/ Pop. <30k</u>

by percentage of respondents who rated the item 5 or 4 on a 5-point scale

where 5 was "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows) 77% Overall cleanliness of city streets & other areas 60% 74% 75% Maintenance of downtown 63% 58% 71% Maintenance of street signs/pavement markings 71% 76% 68% Landscaping & appearance of public areas 60% 70% 67% Maintenance of streets in your neighborhood 55% 63% 65% Adequacy of city street lighting 66% 64% 63% Maintenance of major city streets 54% 64% 61% Snow removal on city streets 65% 78% 59% Condition of sidewalks 51% 60% 0% 20% 40% 60% 80% 100%

🗖 Fruita 📕 U.S. 📒 Under 30k

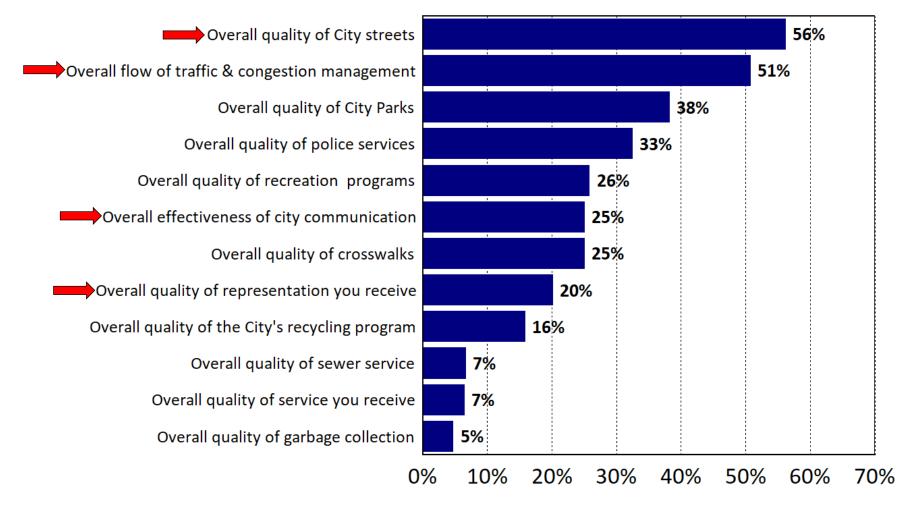
Significantly Higher Than National Average: 🕇

Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS

Q2. Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top four choices



Sum of choices

2021 Importance-Satisfaction Rating City of Fruita

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Overall quality of City streets	56%	1	55%	11	0.2534	1
Overall flow of traffic & congestion management	51%	2	59%	10	0.2098	2
Overall quality of representation you receive from City Council	20%	8	48%	12	0.1042	3
Overall effectiveness of city communication	25%	6	60%	9	0.1014	4
Overall quality of City Parks	38%	3	79%	3	0.0808	5
Overall quality of crosswalks	25%	7	68%	8	0.0796	6
Overall quality of recreation programs	26%	5	70%	7	0.0787	7
Overall quality of police services	33%	4	78%	4	0.0718	8
Overall quality of the City's recycling program	16%	9	77%	6	0.0374	9
Overall quality of service you receive from City employees	7%	11	77%	5	0.0147	10
Overall quality of sewer service	7%	10	81%	2	0.0127	11
Overall quality of garbage collection	5%	12	92%	1	0.0036	12

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2021 City of Fruita - DirectionFinder Survey **Importance-Satisfaction Assessment Matrix**

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

Mean Importance

	lower importance/lower satisfaction Lower Importance Importance	higher importance/lower satisfaction	
	Less Important	Opportunities for Improvement	
	from City Council		
	representation you receive•		
	Overall quality of		
		Overall quality of City streets •	_
Sati	Overall effectiveness of city communication	Overall flow of traffic & congestion management	Mean
sfacti	Overall quality of recreation programs 🐨 Overall quality of crosswalks		
Satisfaction Rating	Quality of service from City employees Overall quality of the City's recycling program		Satisfaction
ing	Overall quality of •sewer service Overall quality of police services	• Overall quality of City Parks	Ę
	 Overall quality of garbage collection 		
	lower importance/higher satisfaction	higher importance/higher satisfaction	
	Exceeded Expectations	Continued Emphasis	

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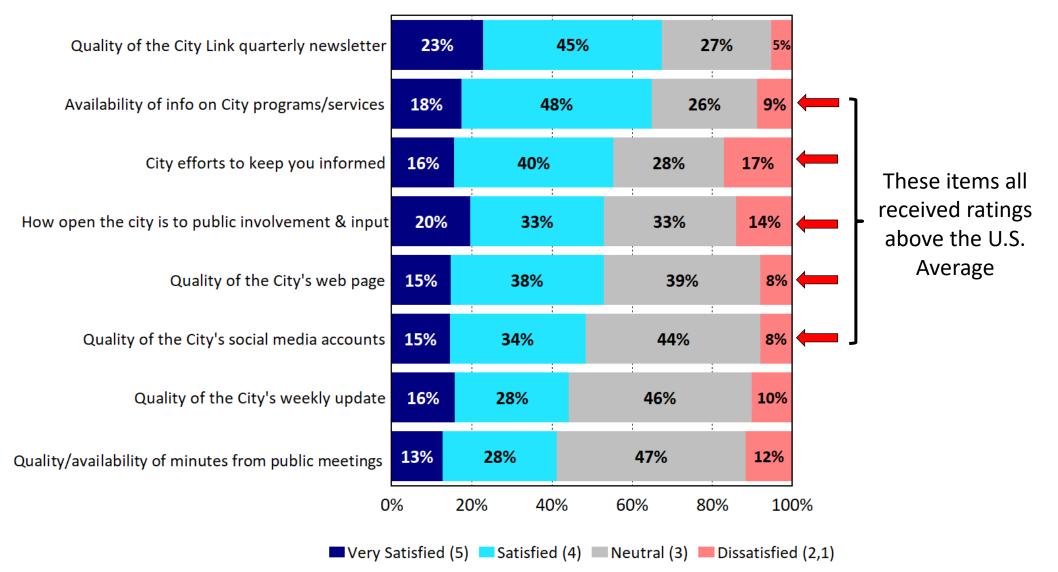
Source: ETC Institute (2021)

Communication

THE CITY IS THE MOST PREFERRED SOURCE OF INFORMATION

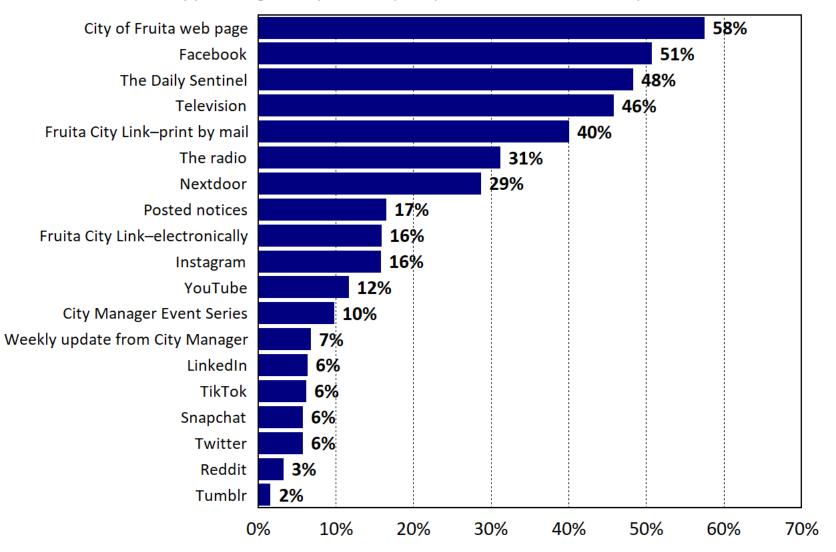
Q6. Satisfaction with City Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

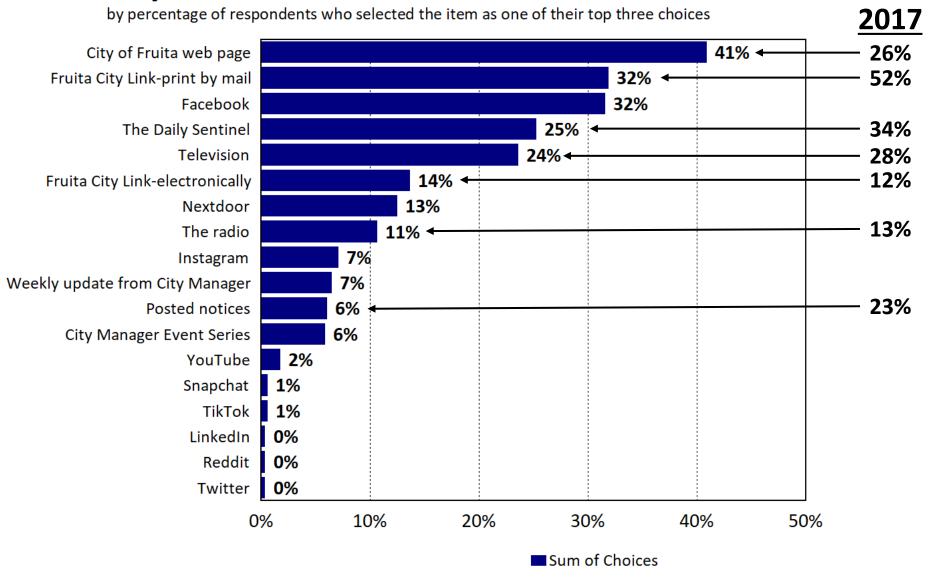


Q7. Communication Outlets That Residents Are Aware of or Use

by percentage of respondents (multiple selections could be made)



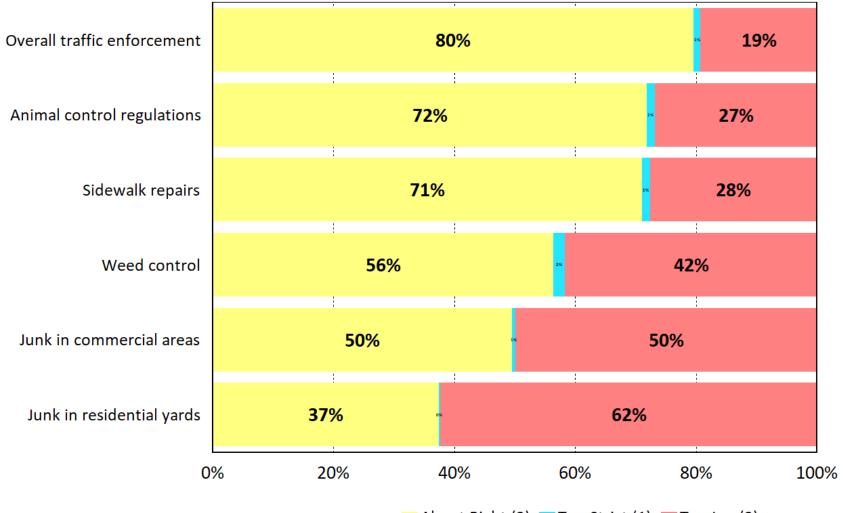
Q8. Communication Sources That Are the Most Preferred Ways to Learn About Activities and Services



Additional Findings

Q10. Opinion About the Level of Code Enforcement

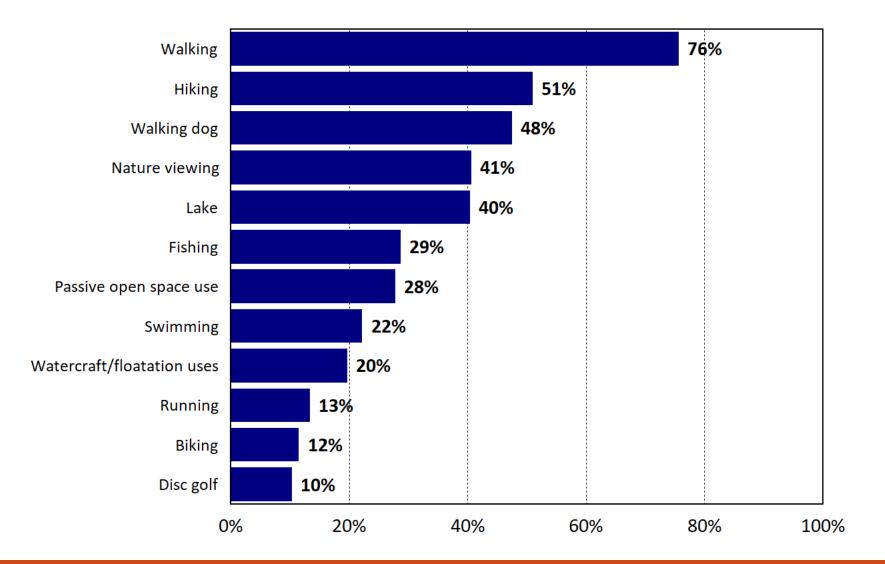
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding "not provided")



About Right (2) Too Strict (1) Too Lax (3)

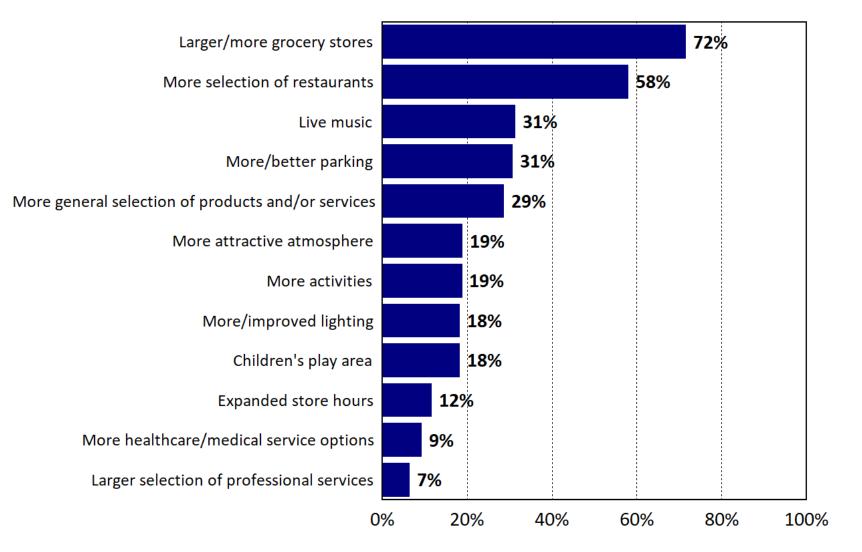
Q13. Reasons for Using the Snooks Bottom Open Space During the Past 12 Months

by percentage of respondents (excluding "none" - multiple selections could be made)



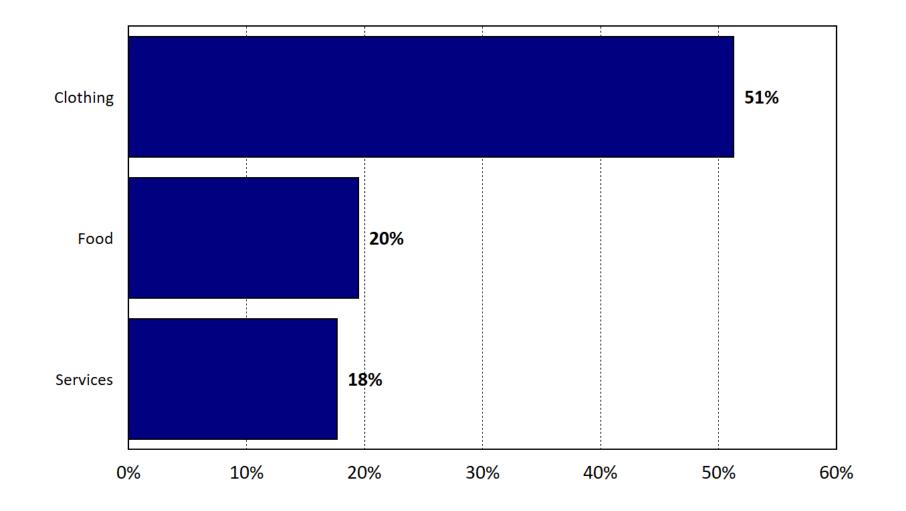
Q22. Products, Services, Events, and Other Amenities That Residents Wish Were Available in Fruita

by percentage of respondents (multiple selections could be made)



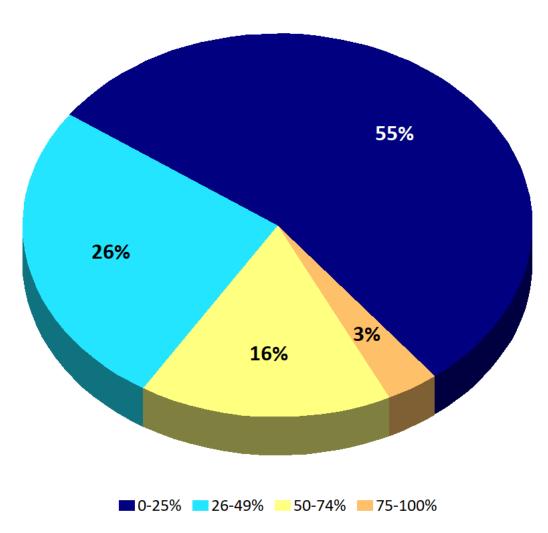
Q23. Types of Products That Respondents Regularly Shop Online For

by percentage of respondents (multiple selections could be made)



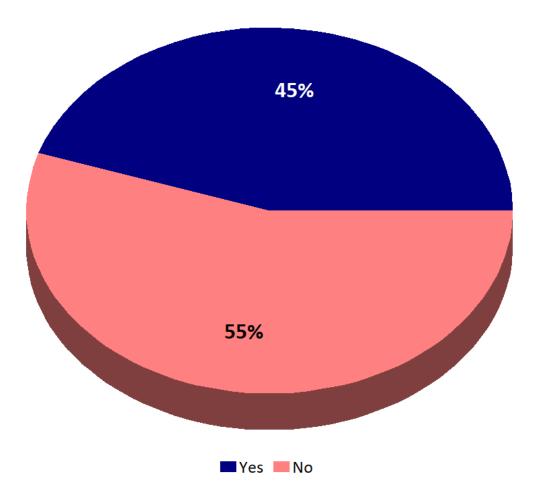
Q23a. Approximate Percentage of Household's Shopping That is Done Online

by percentage of respondents (excluding "not provided")



Q27. Should City Council add a question about permitting the retail sale of cannabis in Fruita on the April 2022 ballot?

by percentage of respondents (excluding "not provided")



Summary

Residents have a very positive perception of the City

Satisfaction is <u>much higher</u> in Fruita than other communities

Top Priorities for Improvement:

- 1. Overall quality of City streets
- 2. Overall flow of traffic and congestion management
- 3. Overall quality of representation you receive from City Council
- 4. Overall effectiveness of City communication

Questions?

THANK YOU!