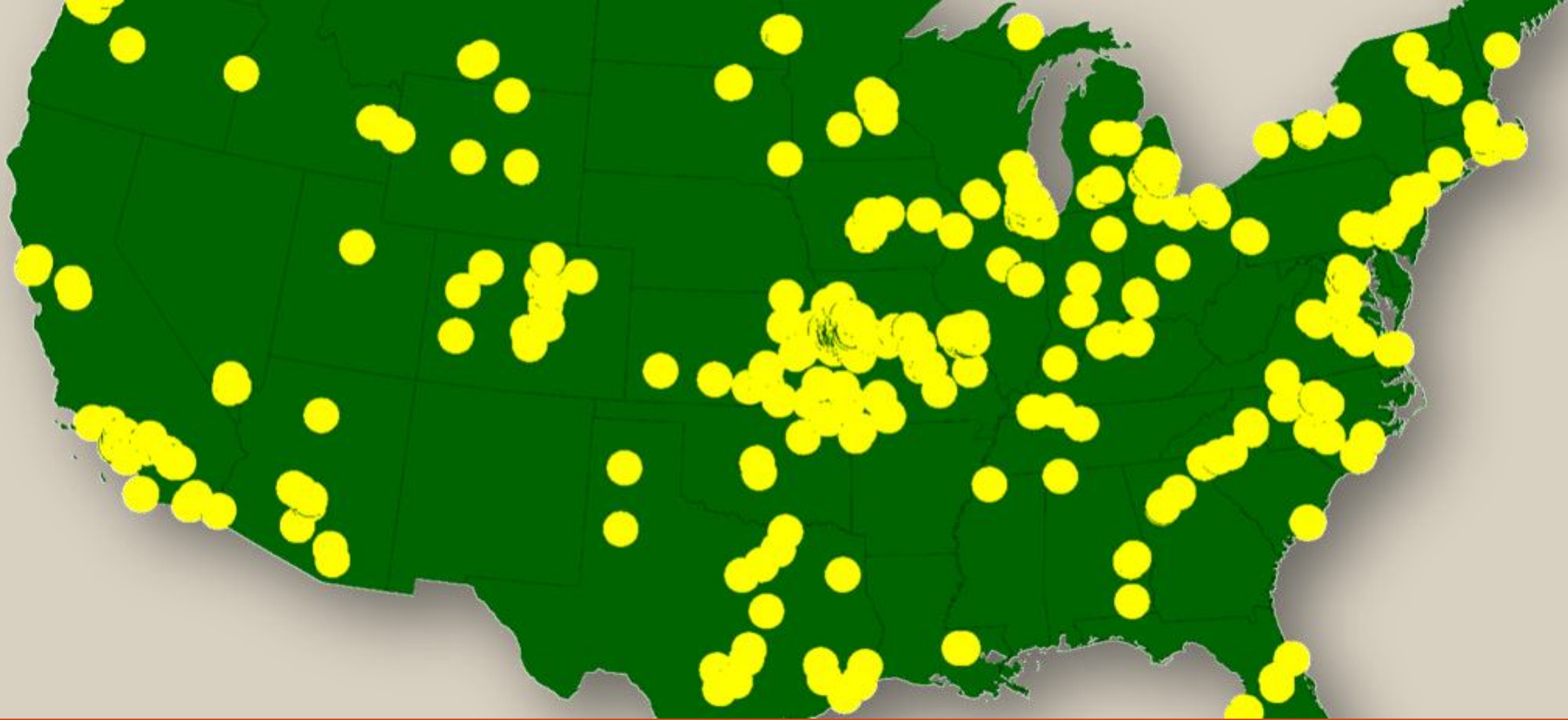


# 2021 City of Fruita Community Survey

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PRESENTED BY  ETC  
INSTITUTE





## 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

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**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

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## **Survey Description**

- 4<sup>th</sup> 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 ALL households in the City
- Each survey took approximately 15-20 minutes to complete

# Methodology

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## Sample Size

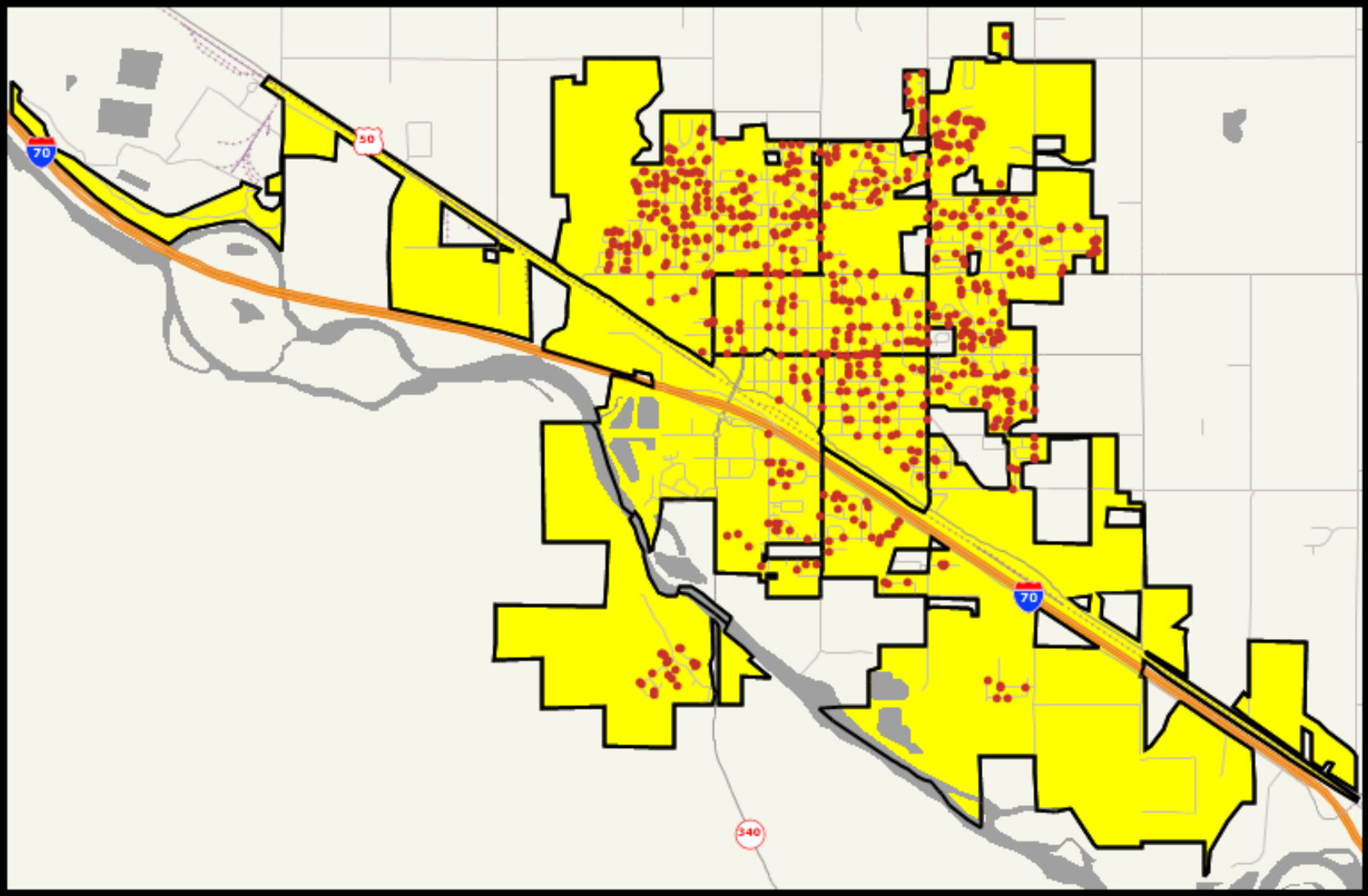
- **Goal:** 400 surveys
- **Actual:** 673 surveys

## 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

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## **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 much higher in Fruita than other communities**

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

# Overall Priorities for Improvement 2021

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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



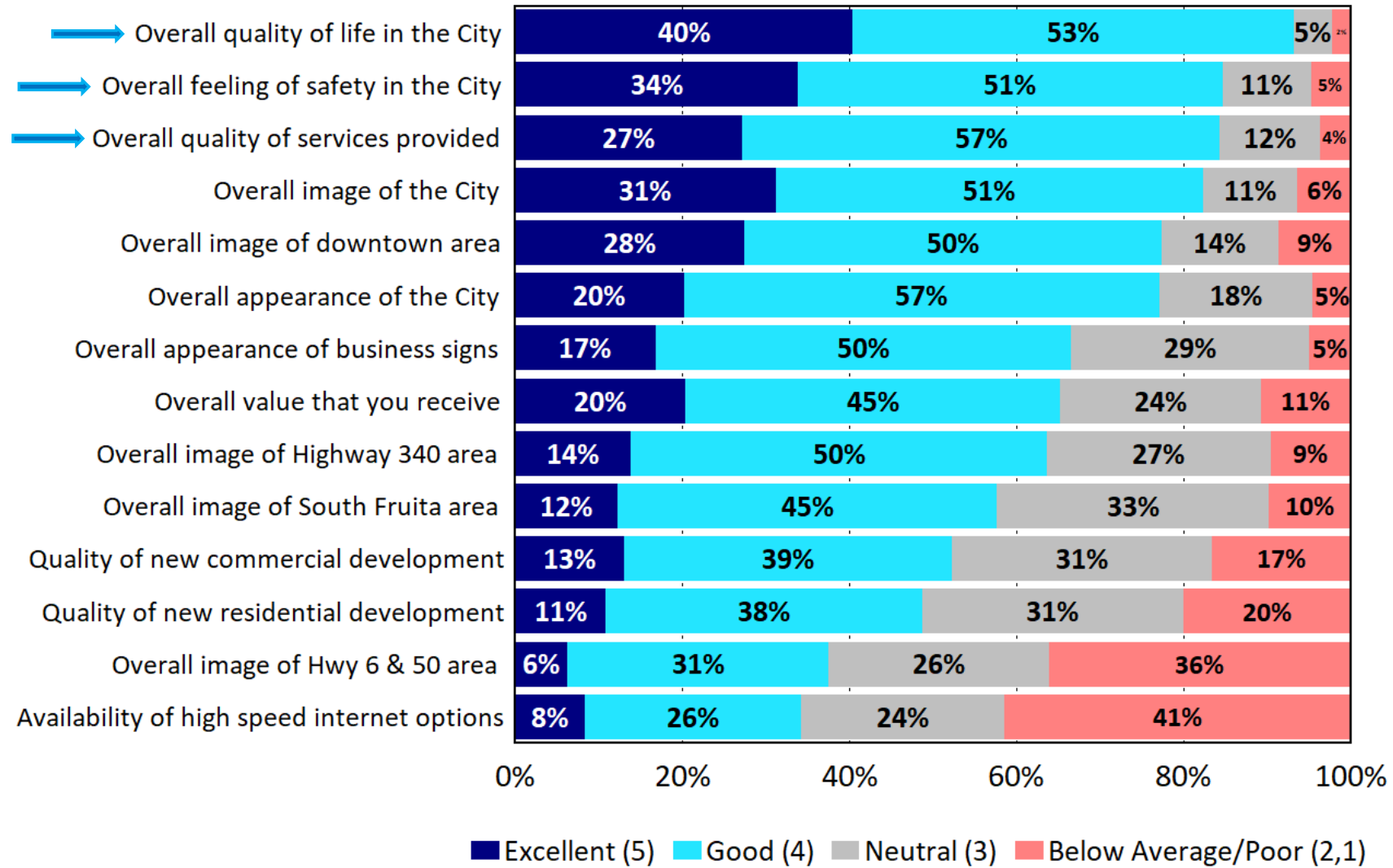
# Perceptions

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RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

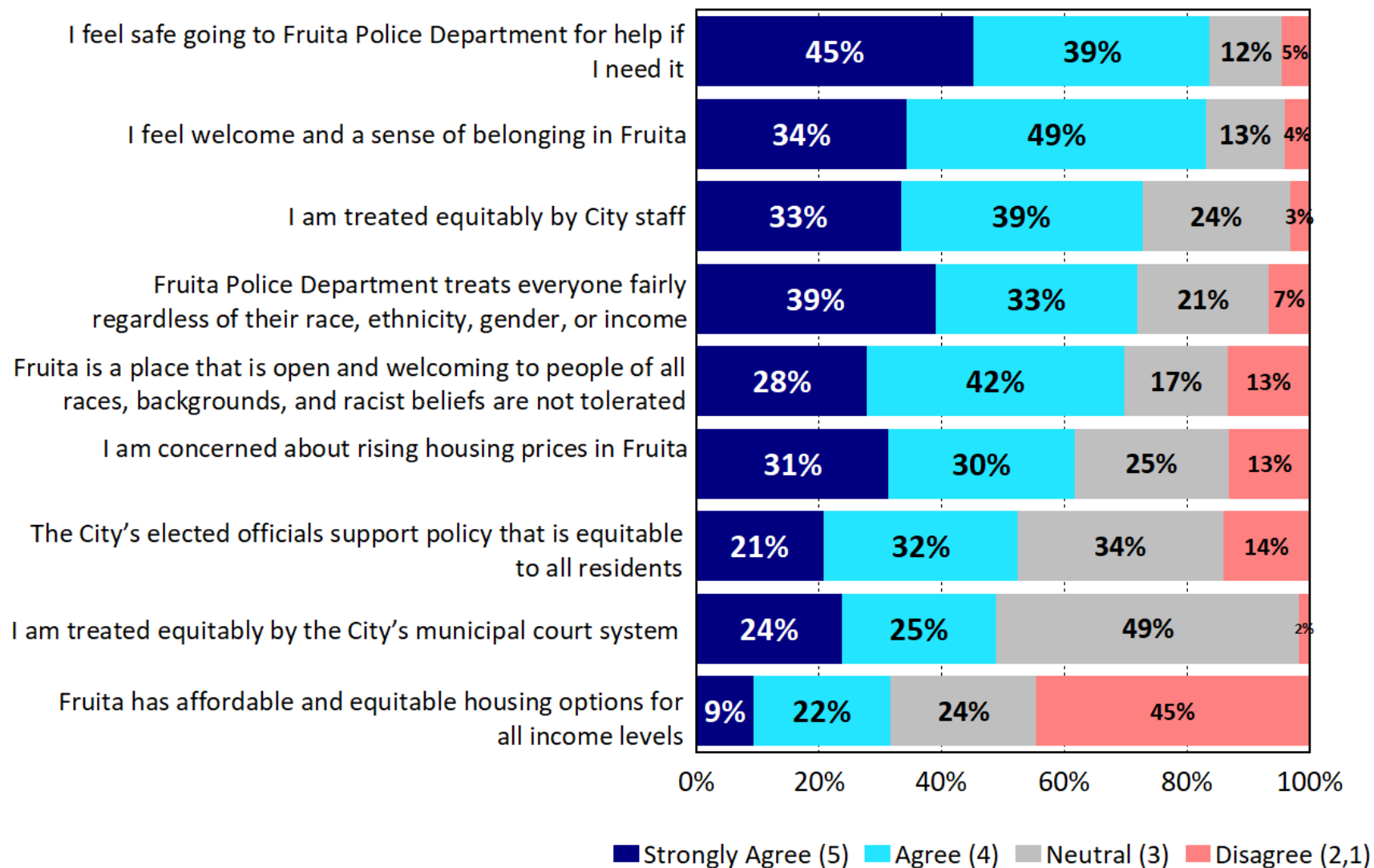
# Q3. Perception That Residents Have of the City

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



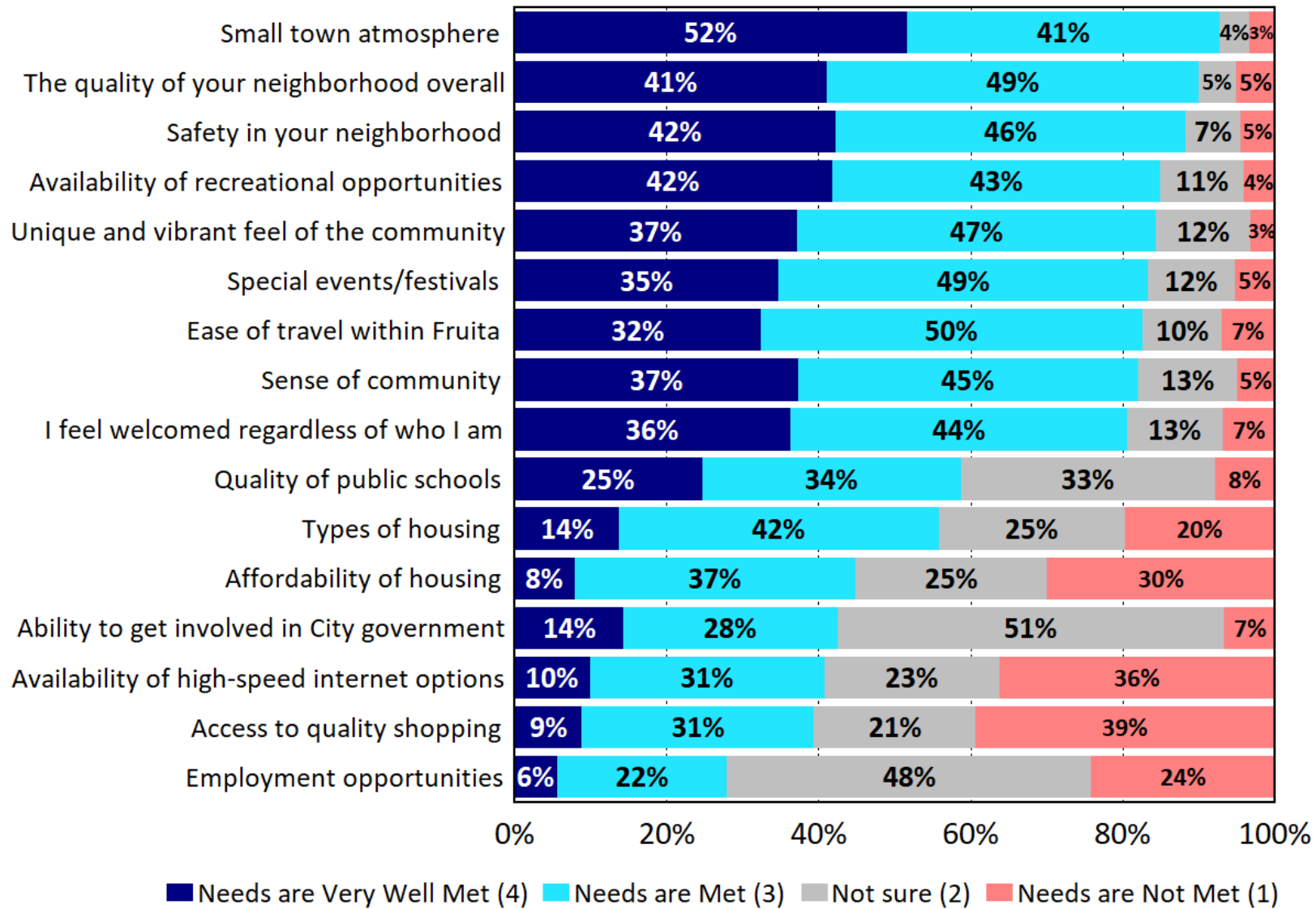
# Q9. Agreement with the Following Statements About Diversity, Equity, and Inclusion

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



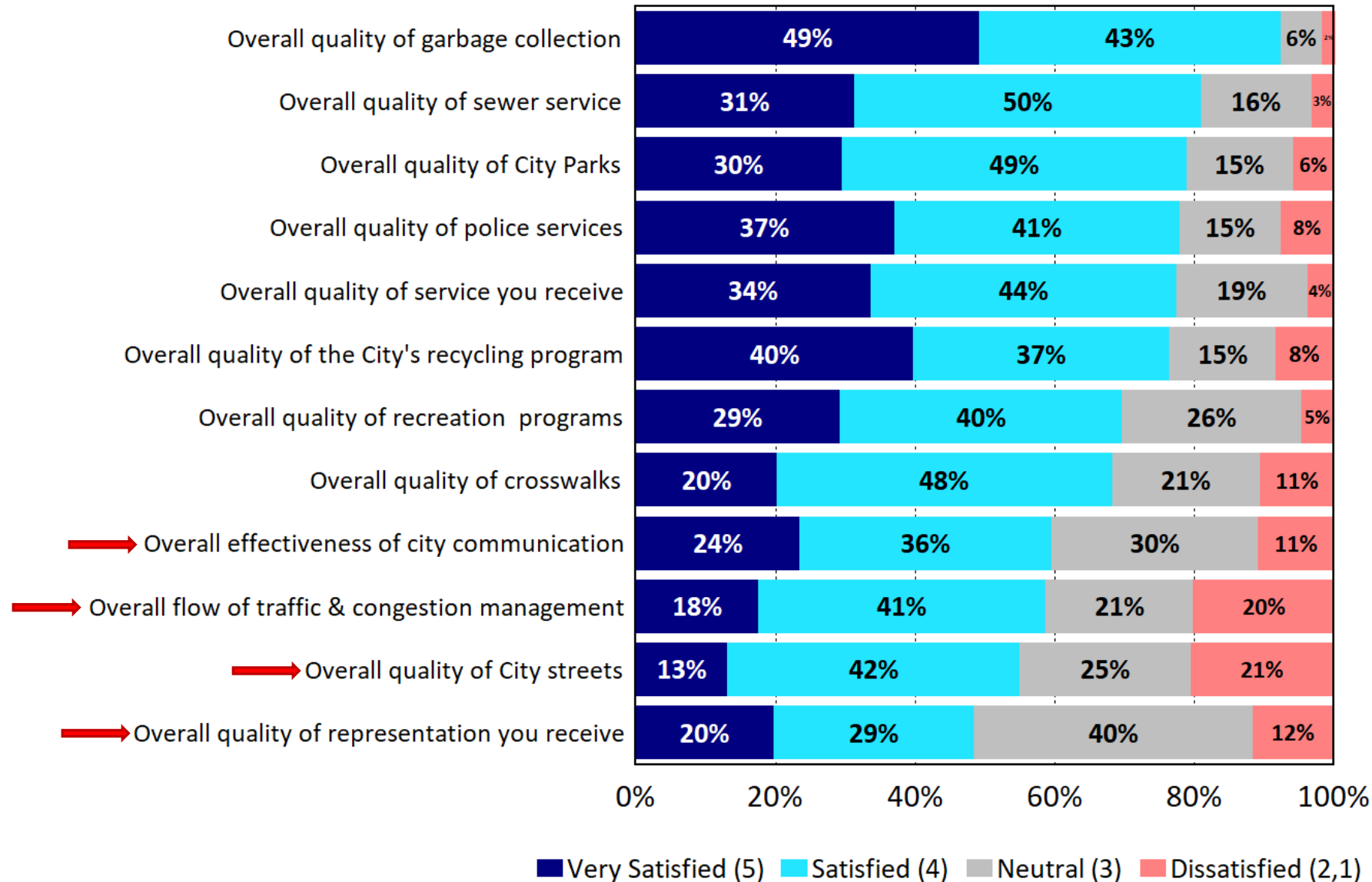
# Q24. Reasons to Live in Fruita

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



# Q1. Overall Satisfaction With City Services by Major Category

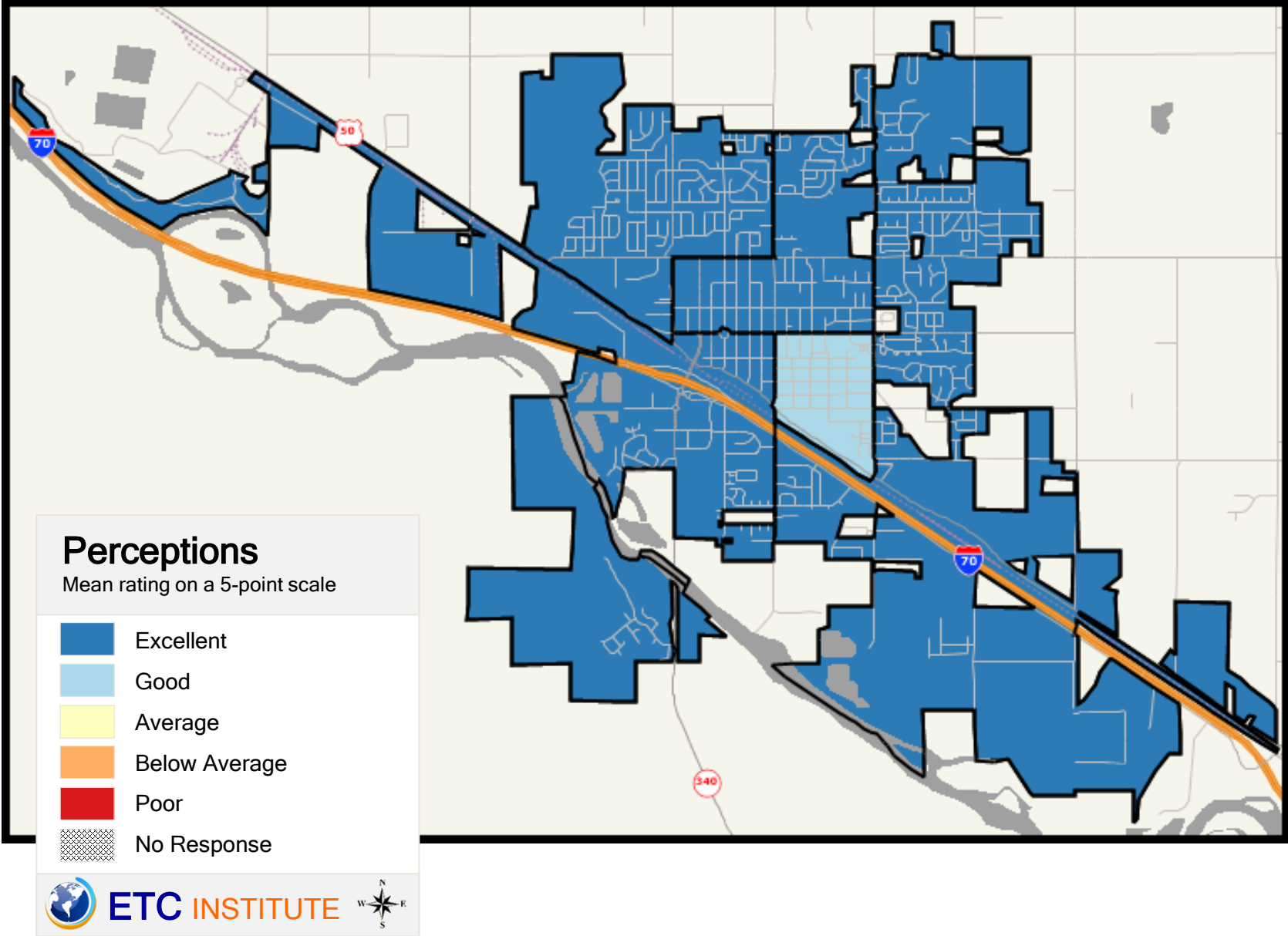
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



# Rating the Overall Quality of Life in Fruita

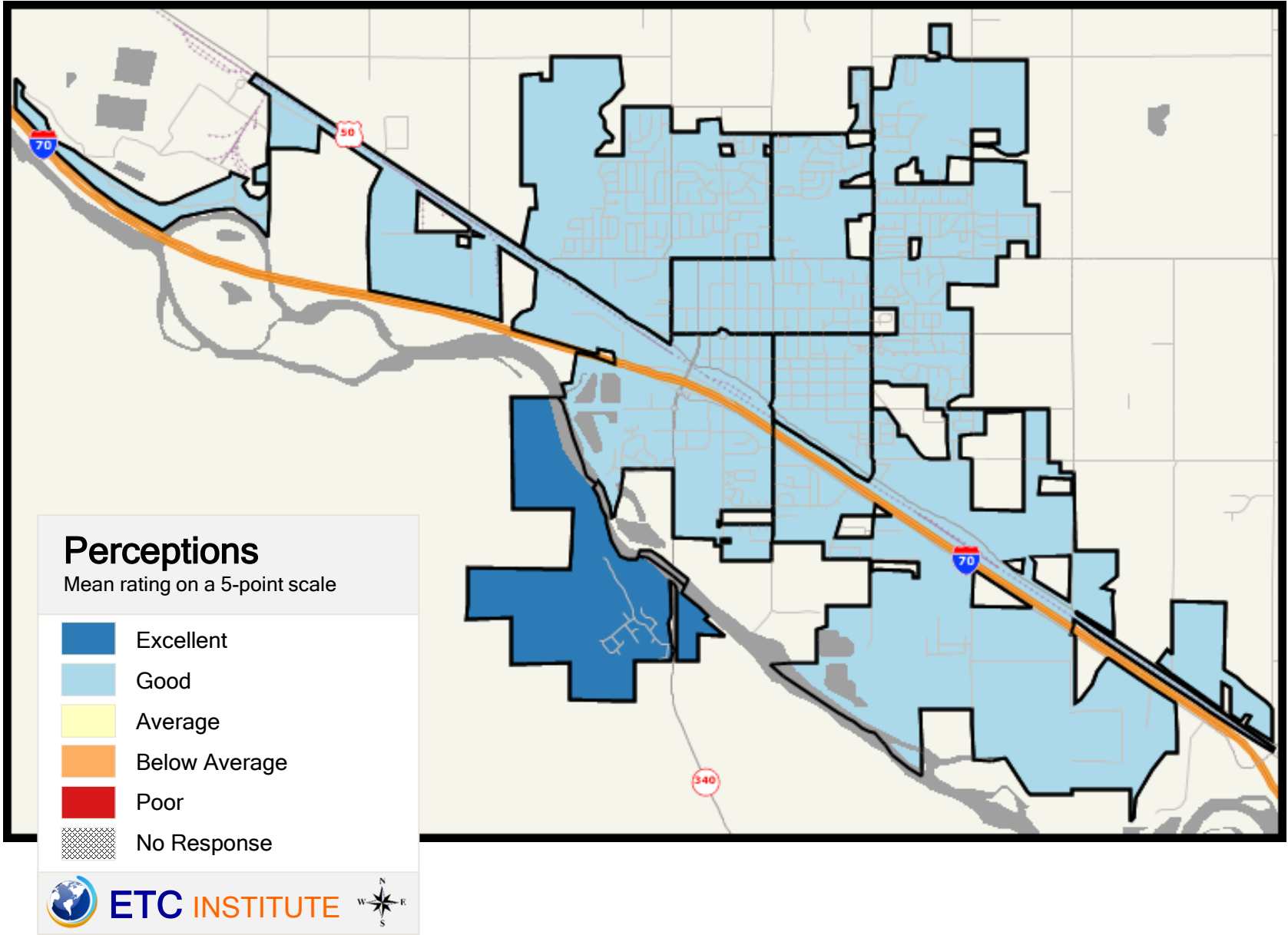
All areas of the map are in blue

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



# Overall Quality of Services Provided by the City

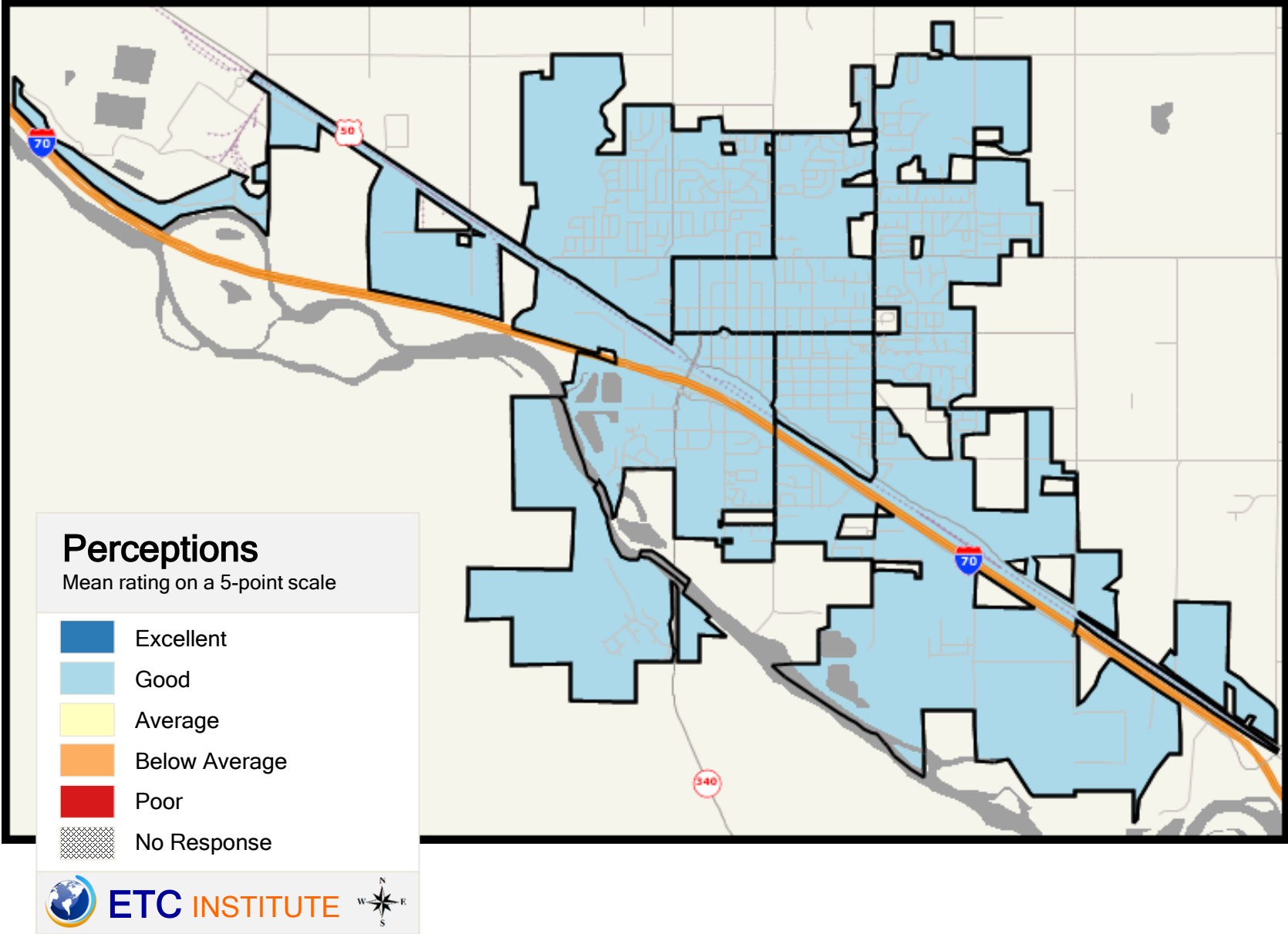
The City is equitably providing services to all residents in the City



# 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.

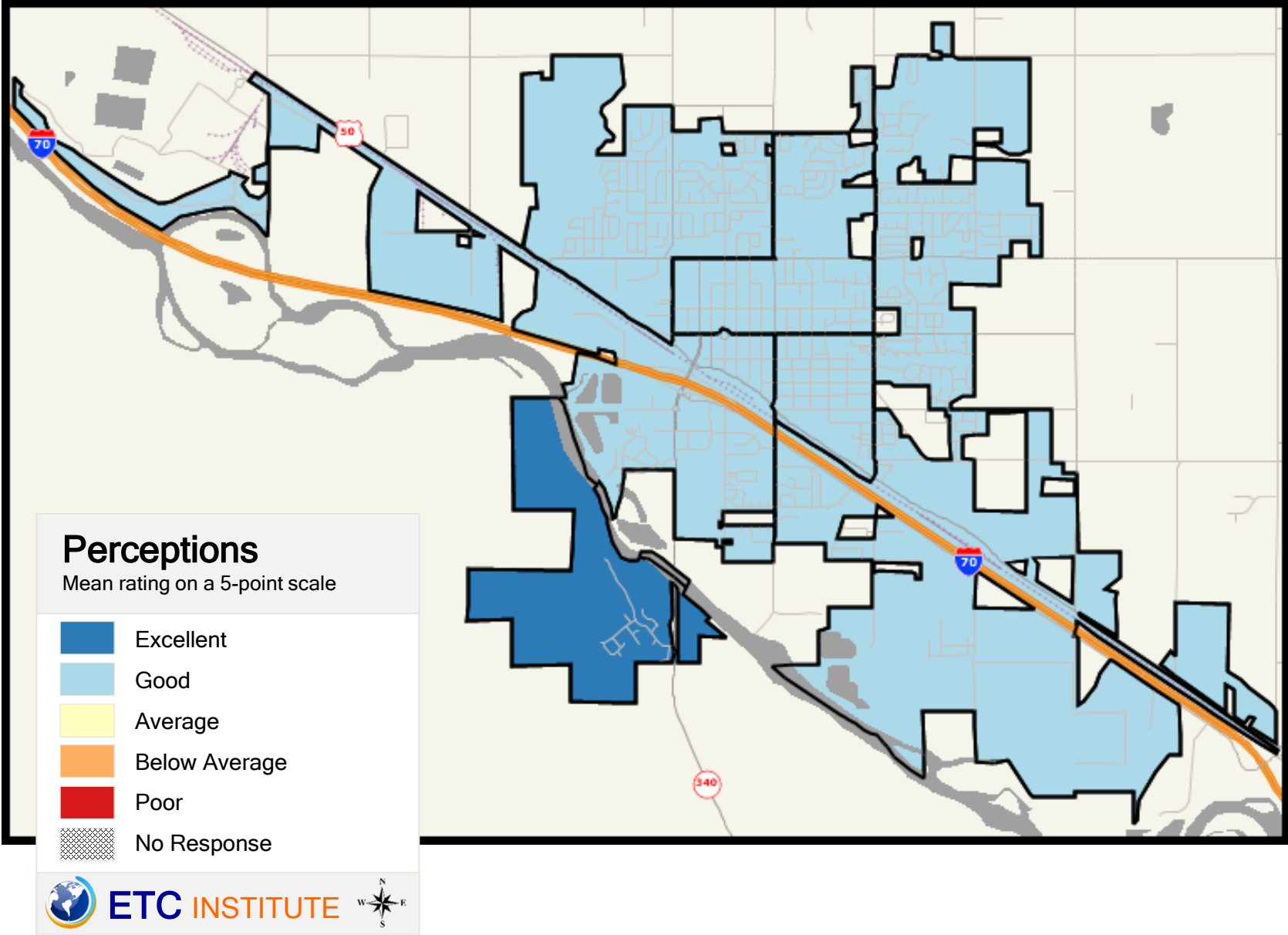




# Rating the Overall Feeling of Safety in Fruita

All areas of the map are in blue

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

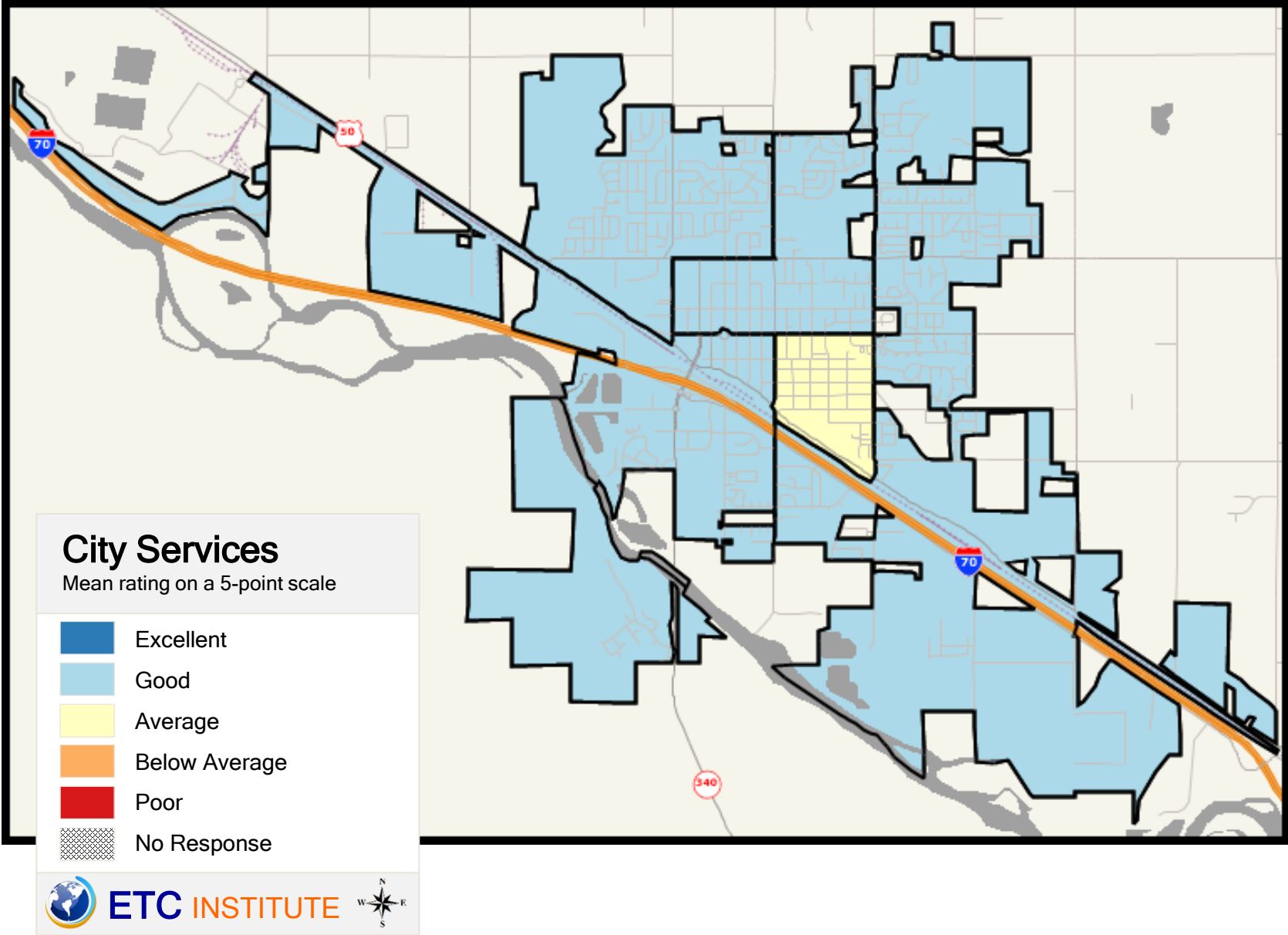


# Overall Quality of City Streets

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

Areas in blue indicate higher levels of satisfaction

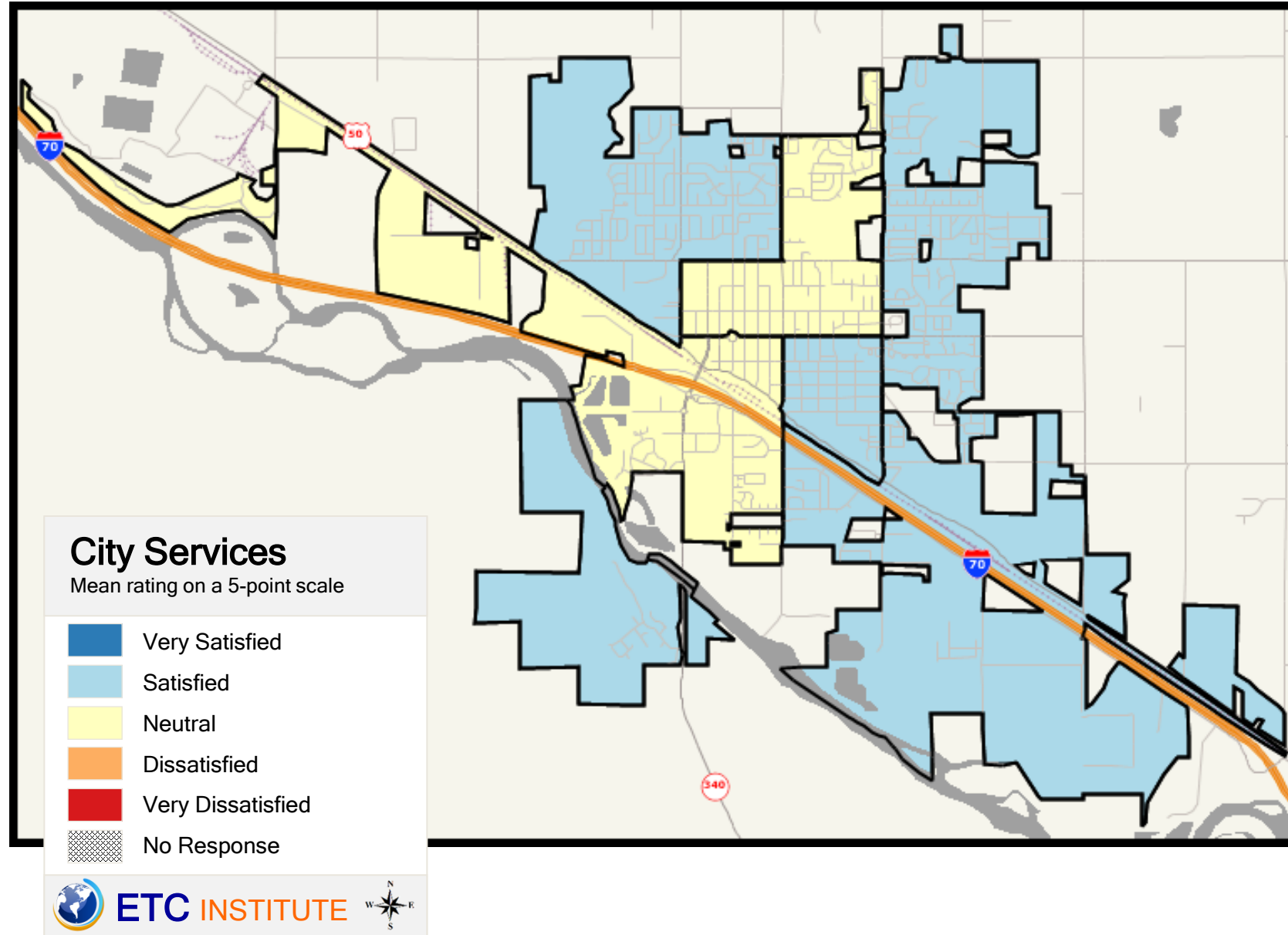


# Overall Flow of Traffic and Congestion Management

This item was determined to be the 2<sup>nd</sup> 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

Areas in blue indicate higher levels of satisfaction

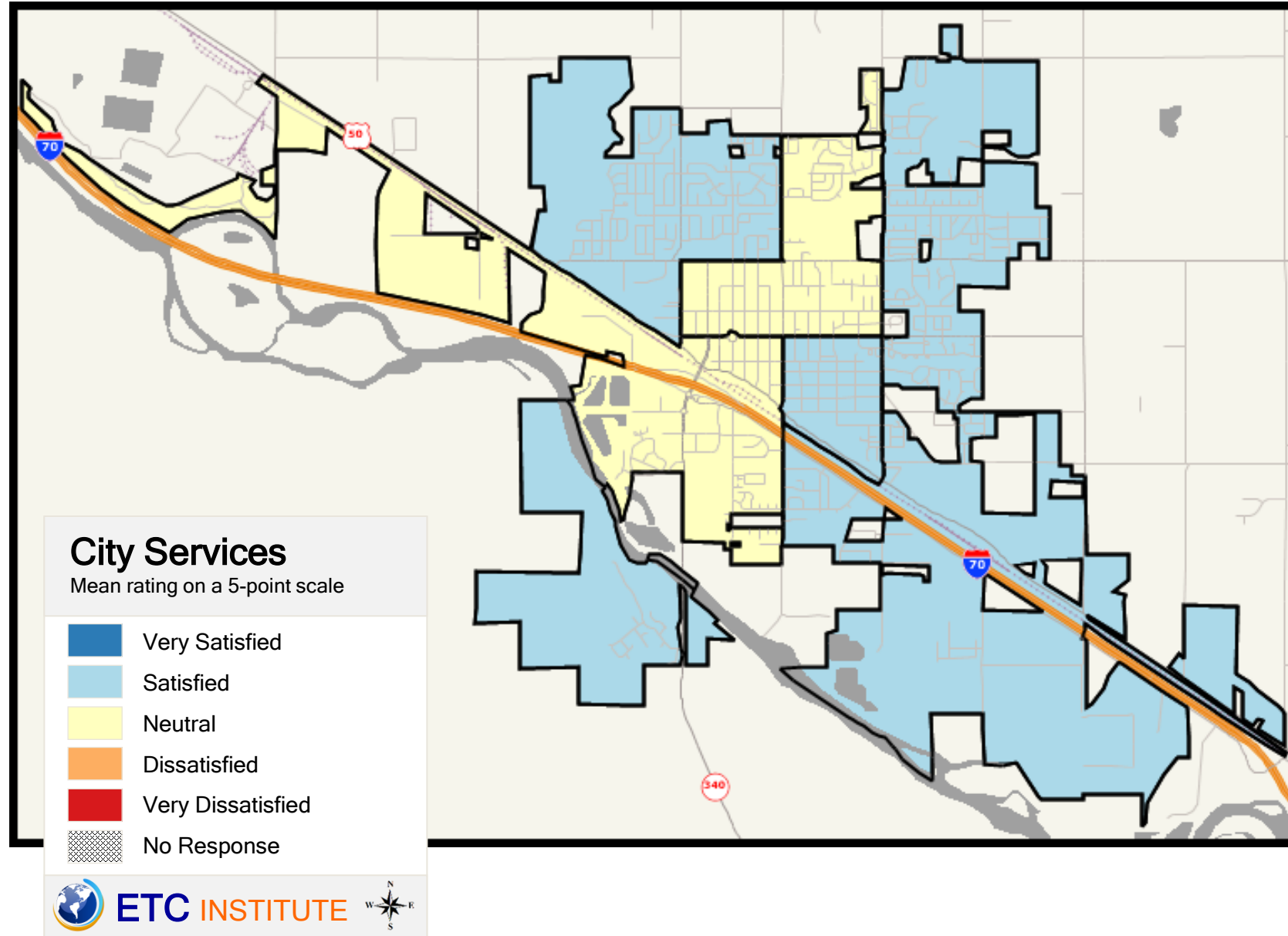


# Overall Quality of Representation You Receive From City Council

This item was determined to be the 3<sup>rd</sup> 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

Areas in blue indicate higher levels of satisfaction

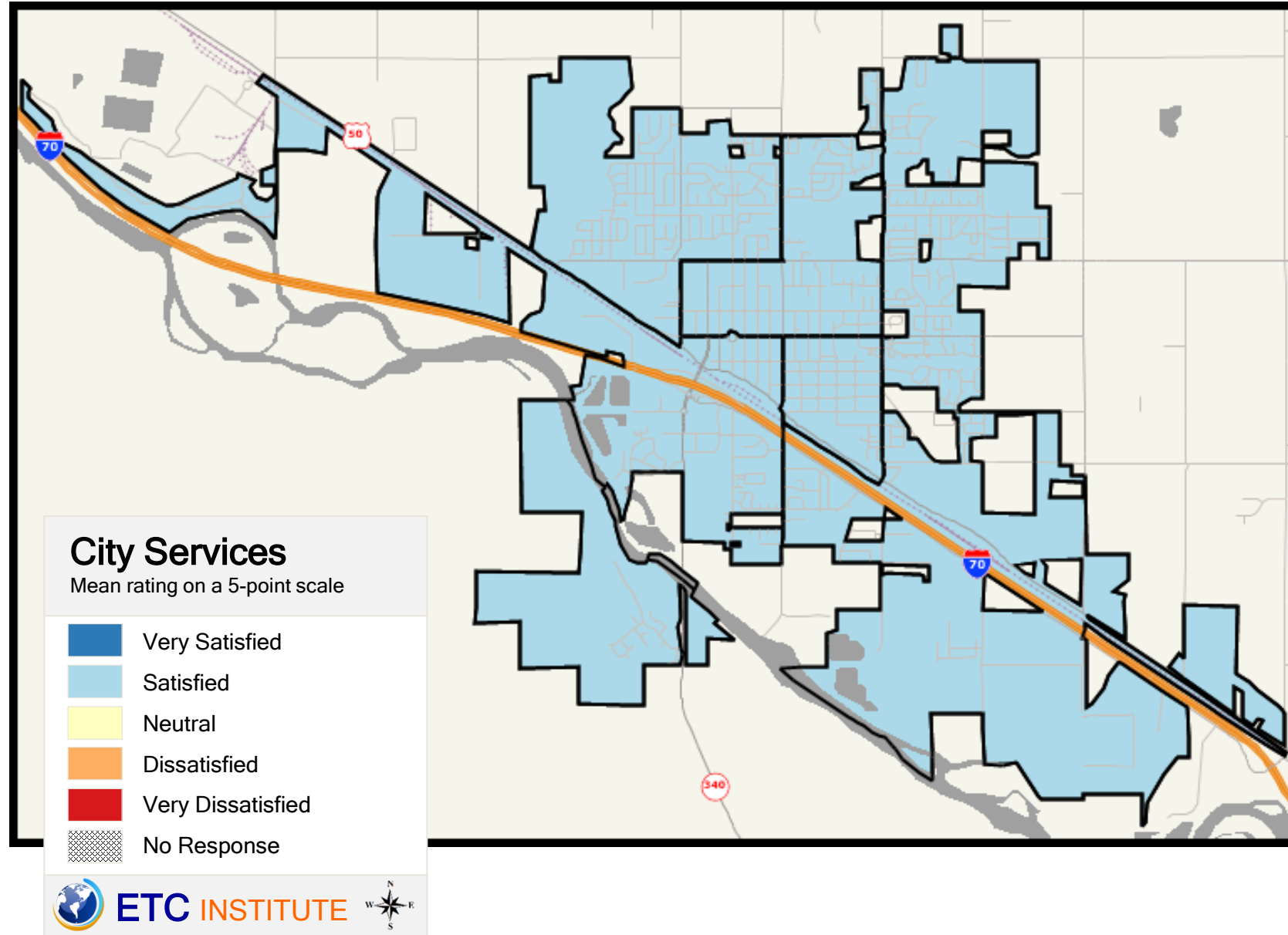


# Overall Effectiveness of City Communication With the Public

This item was determined to be the 4<sup>th</sup> 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

Areas in blue indicate higher levels of satisfaction



# Trends

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LONG- AND SHORT-TERM TRENDS

# Short-Term Trends (2021 – 2017)

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## **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)

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## **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

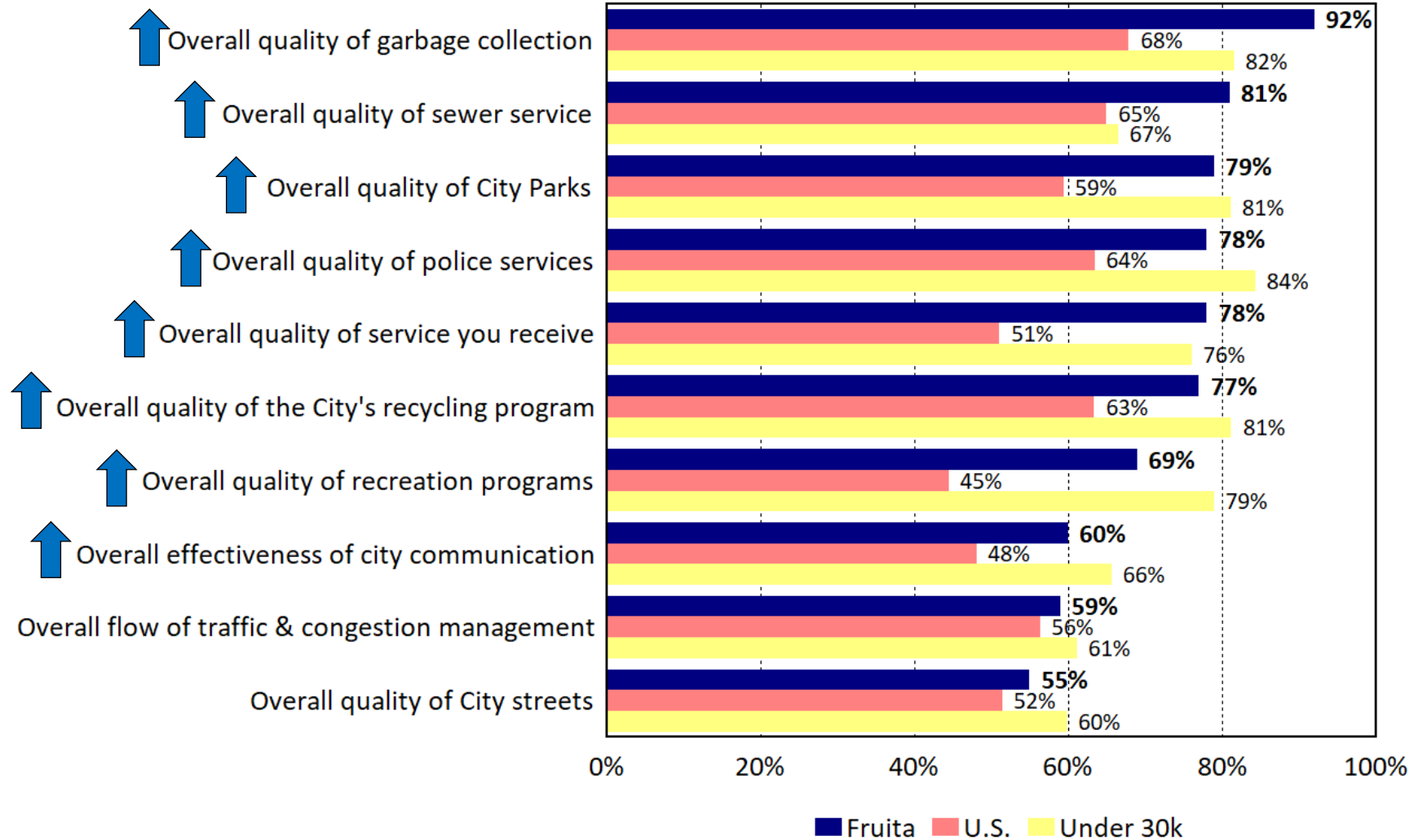
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FRUITA RATES SIGNIFICANTLY HIGHER THAN OTHER COMMUNITIES

# Overall Satisfaction with City Services

## 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 "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows)



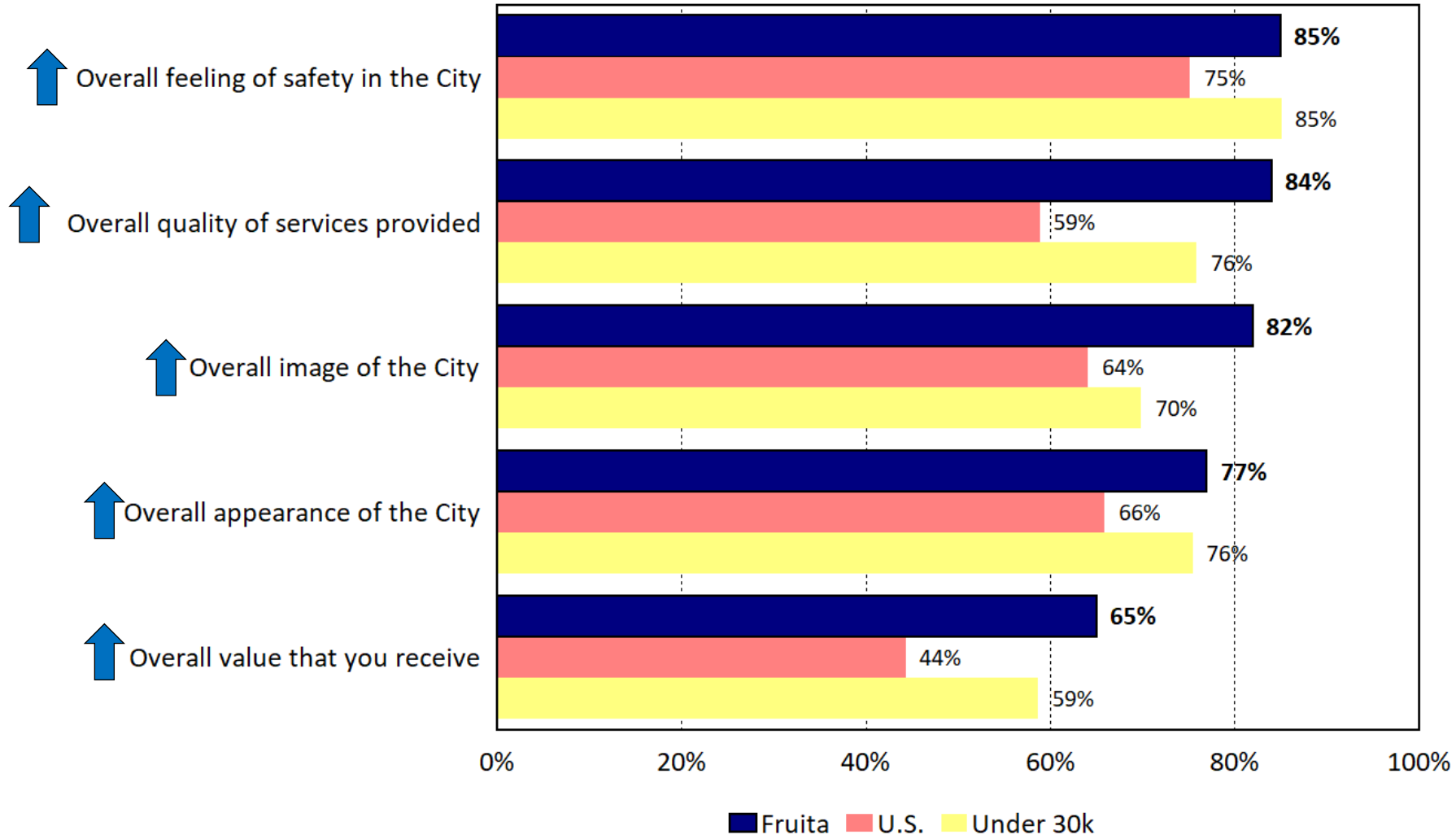
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Overall Satisfaction with Items that Influence Perceptions

## 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)



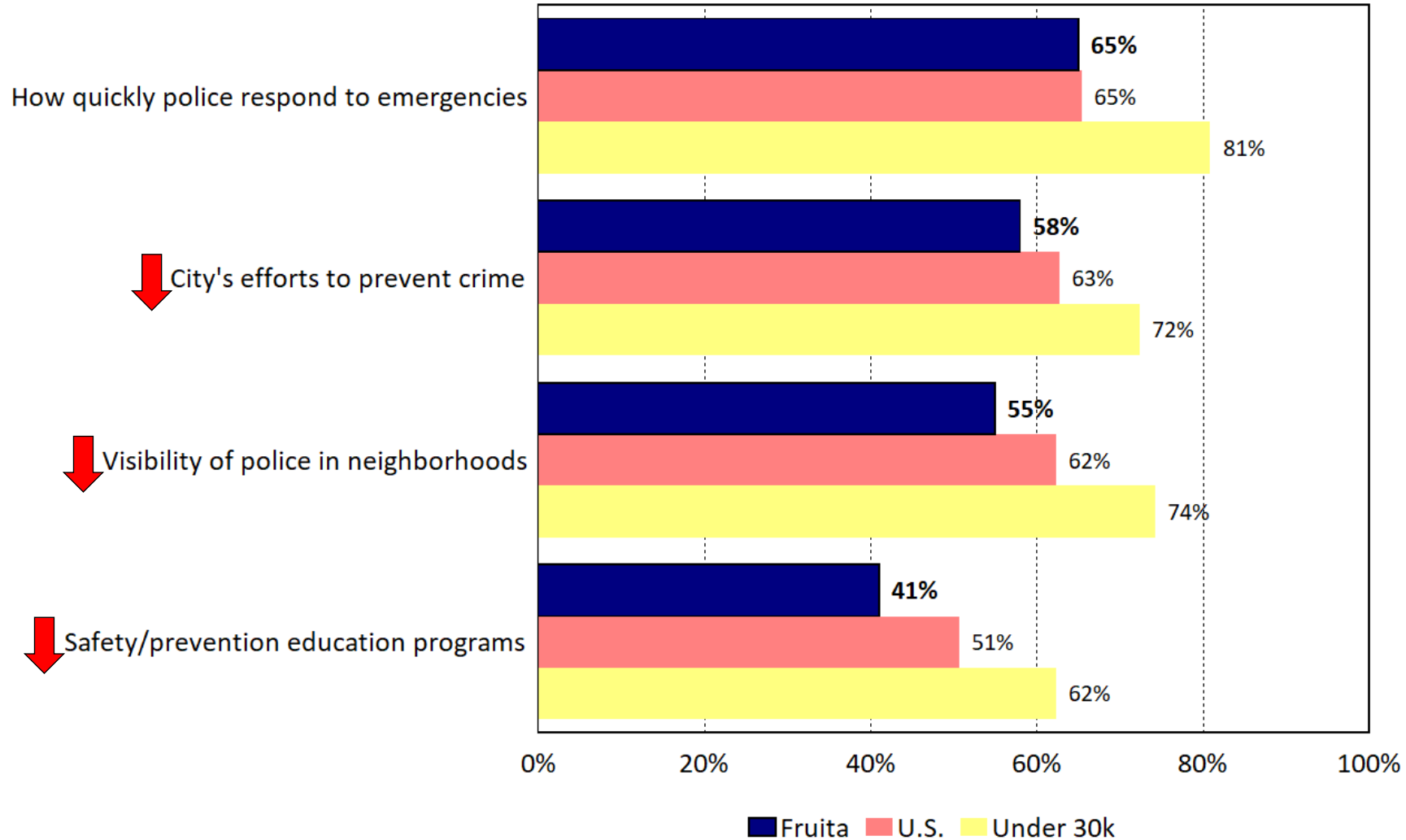
Significantly Higher Than National Average: ↑

Significantly Lower 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)



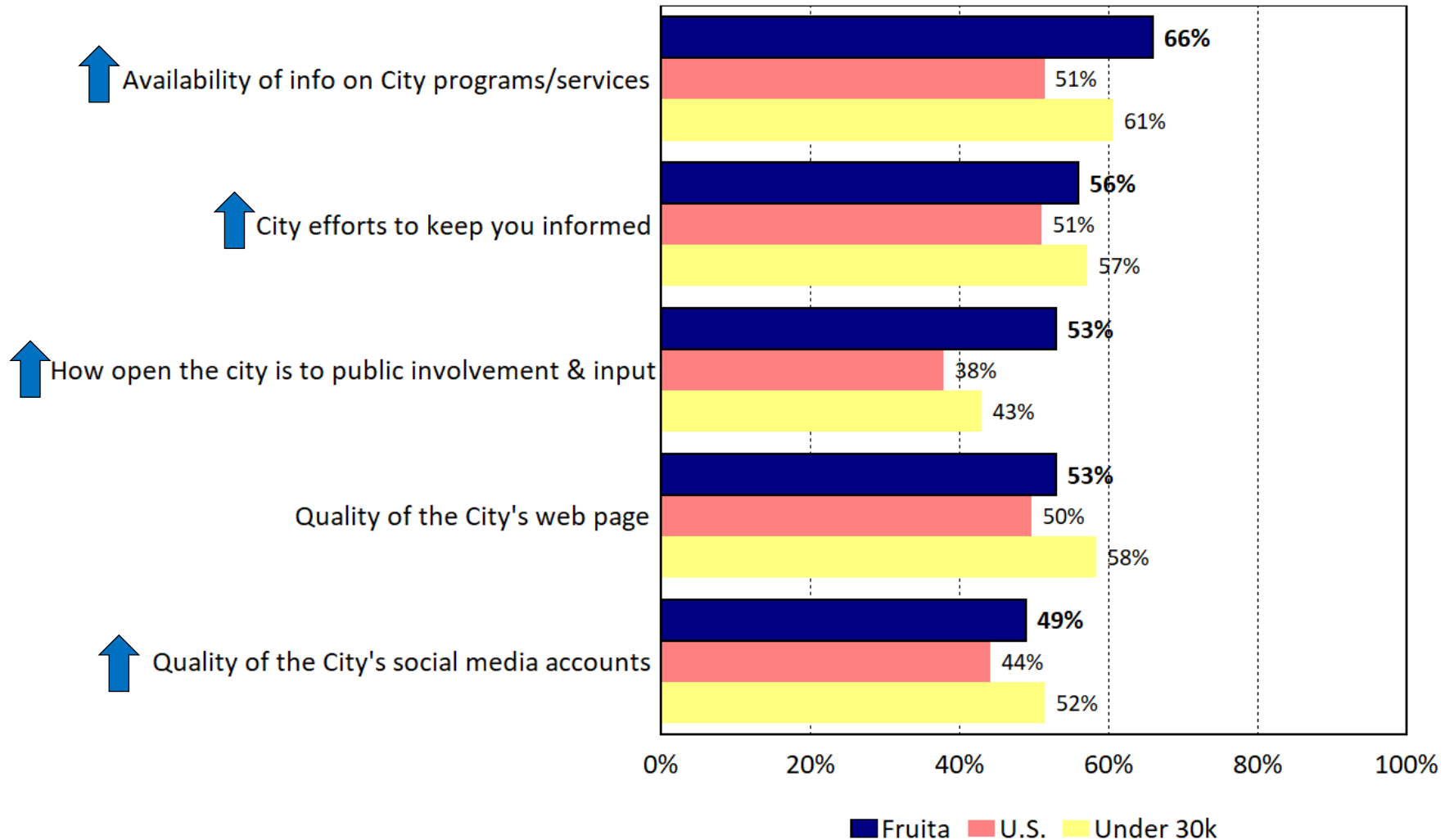
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Overall Satisfaction with City Communication

## 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)



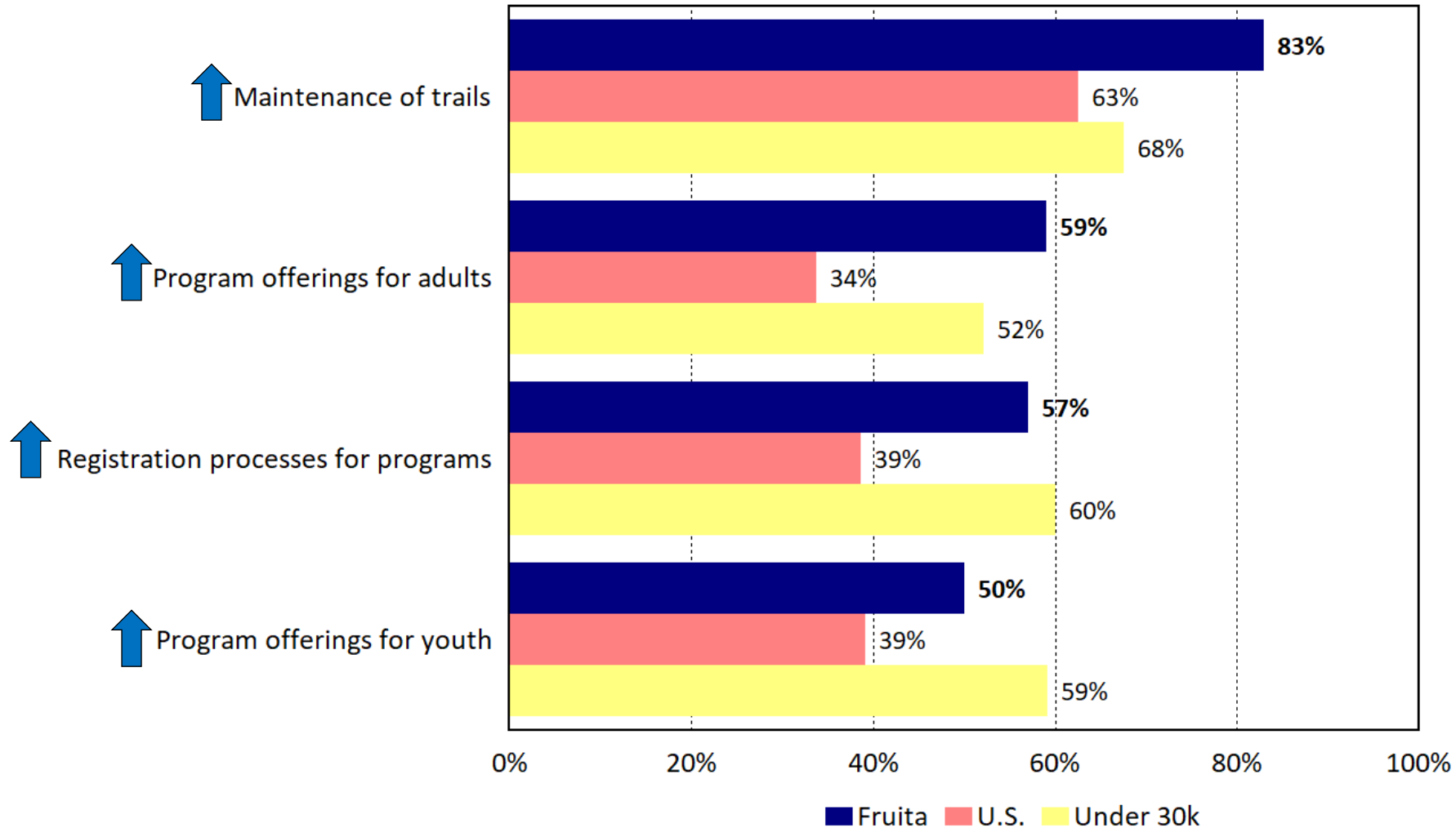
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Overall Satisfaction with Parks and Recreation

## 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 "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows)



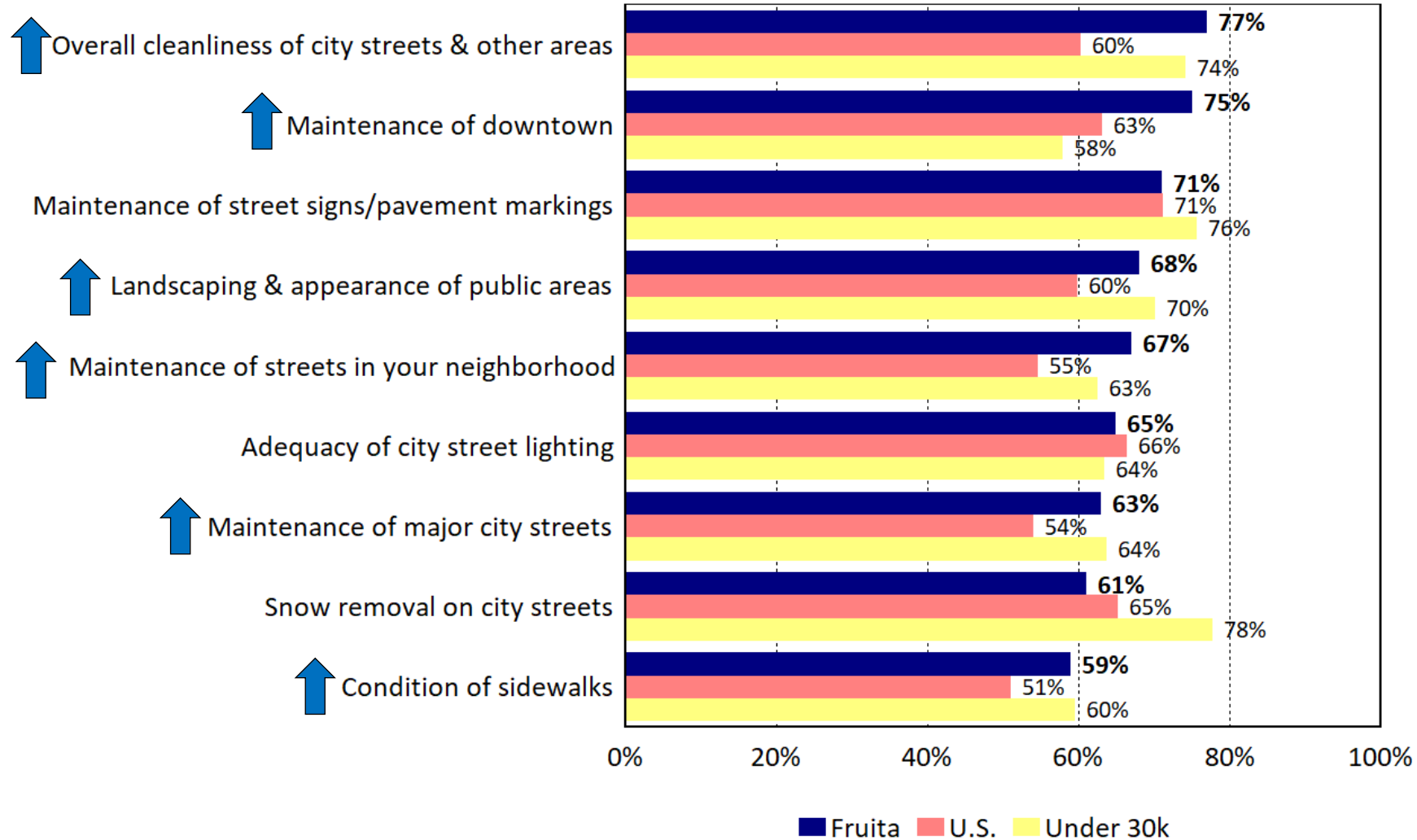
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Overall Satisfaction with Public Works

## 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 "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows)



Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Priorities for Investment

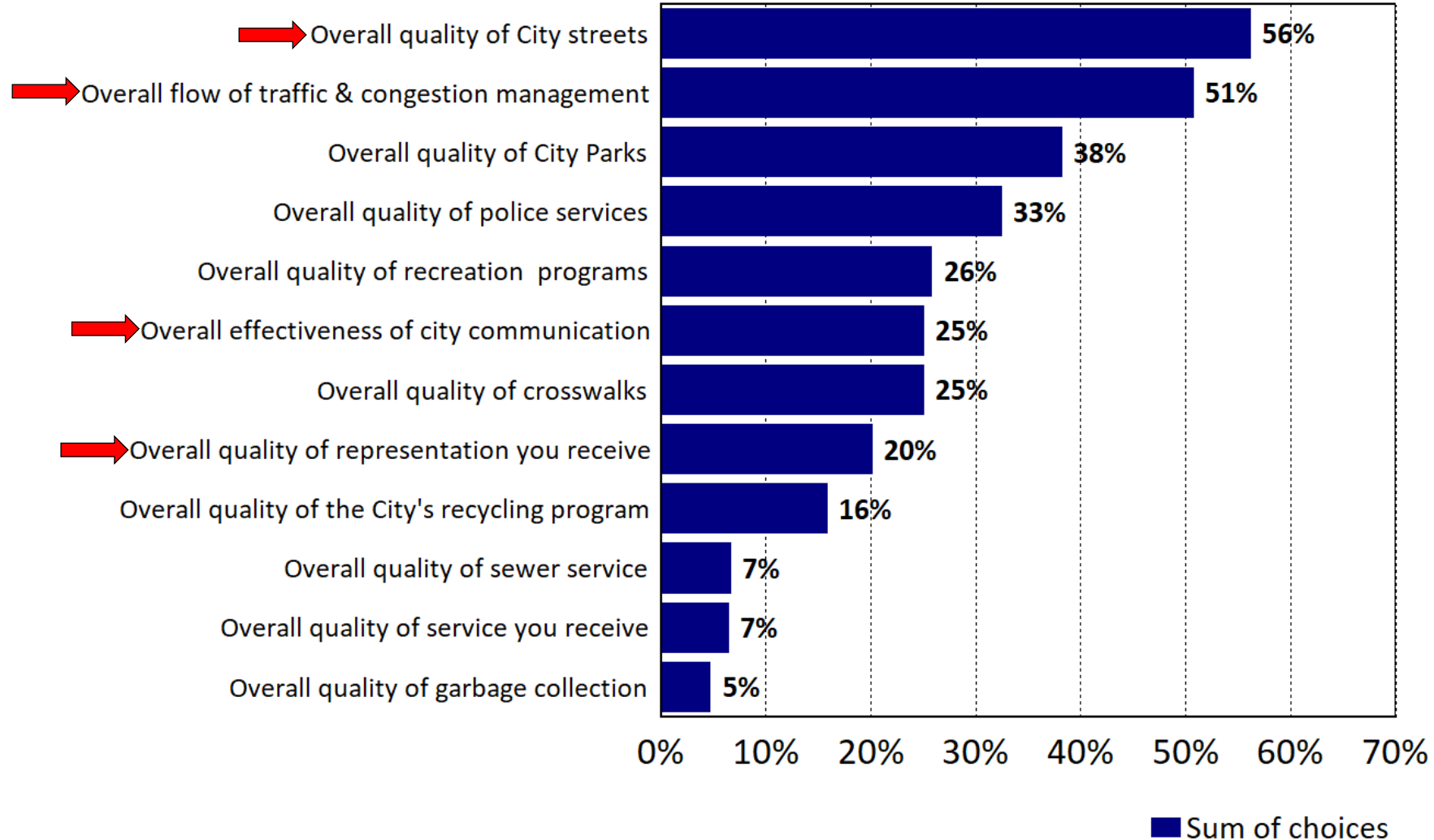
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IMPORTANCE-SATISFACTION ANALYSIS



# 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



# 2021 Importance-Satisfaction Rating

## City of Fruita

### Major Categories of City Services

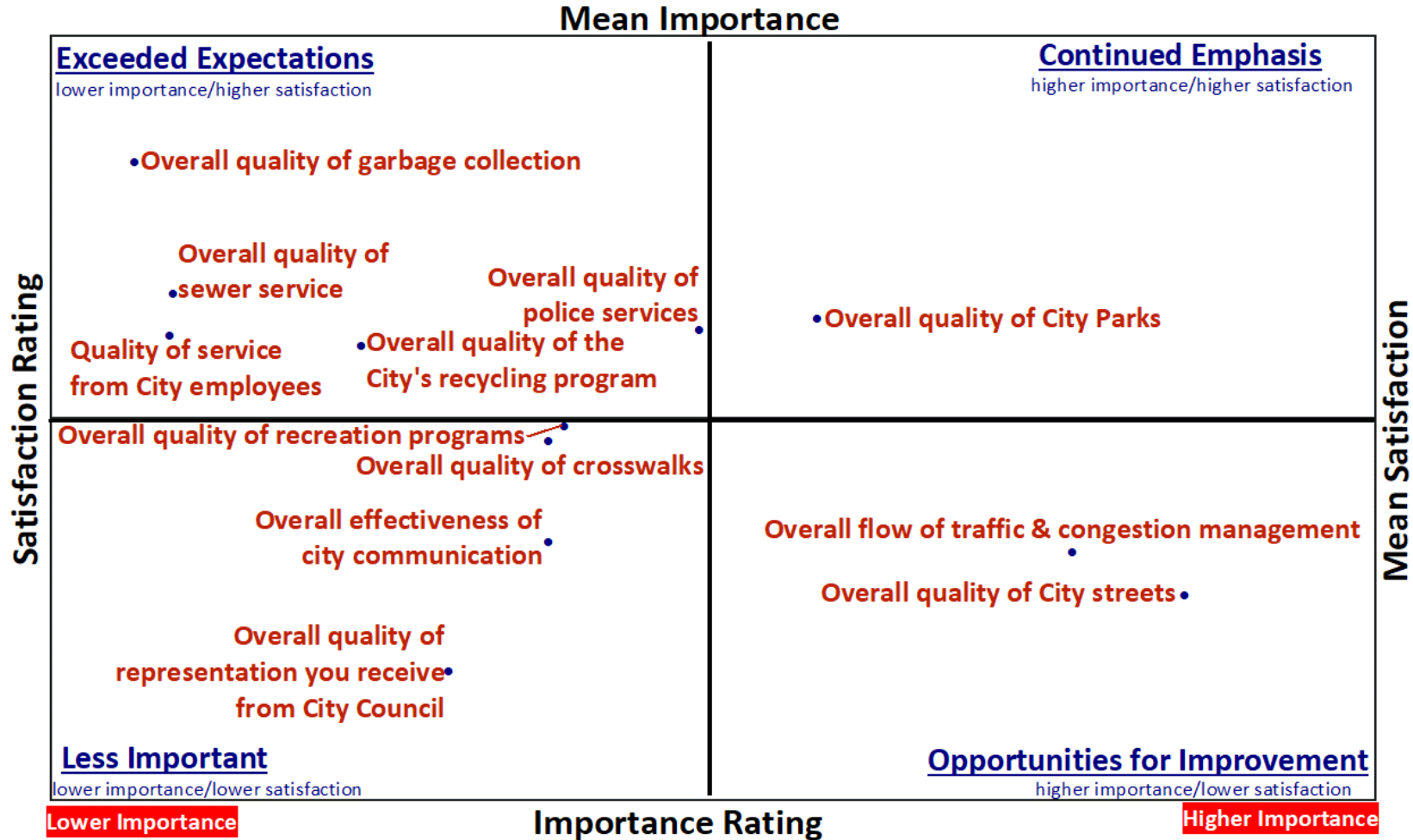
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall quality of City streets	56%	1	55%	11	0.2534	1
Overall flow of traffic & congestion management	51%	2	59%	10	0.2098	2
Overall quality of representation you receive 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)



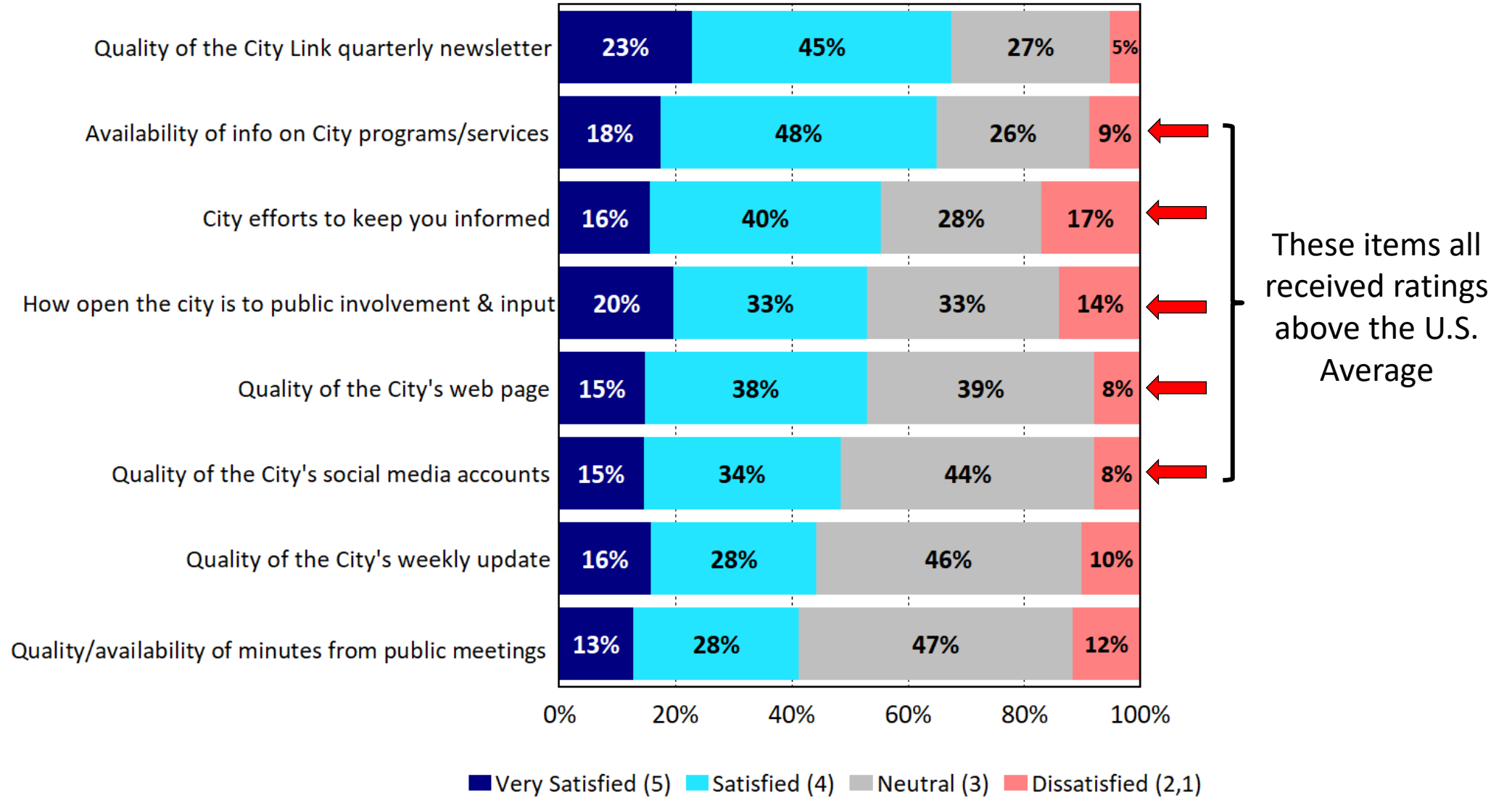
# Communication

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THE CITY IS THE MOST PREFERRED SOURCE OF INFORMATION

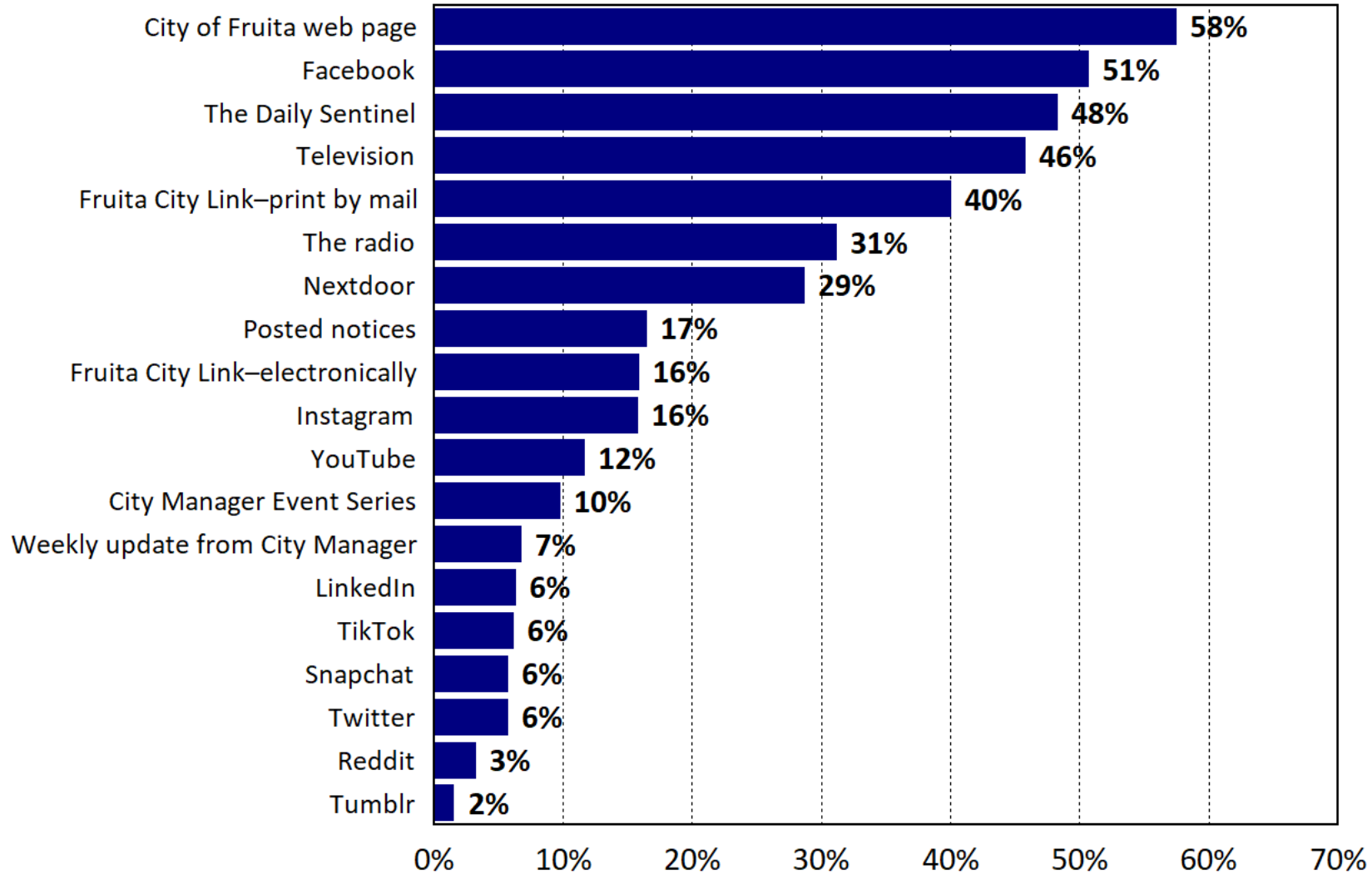
# Q6. Satisfaction with City Communication

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

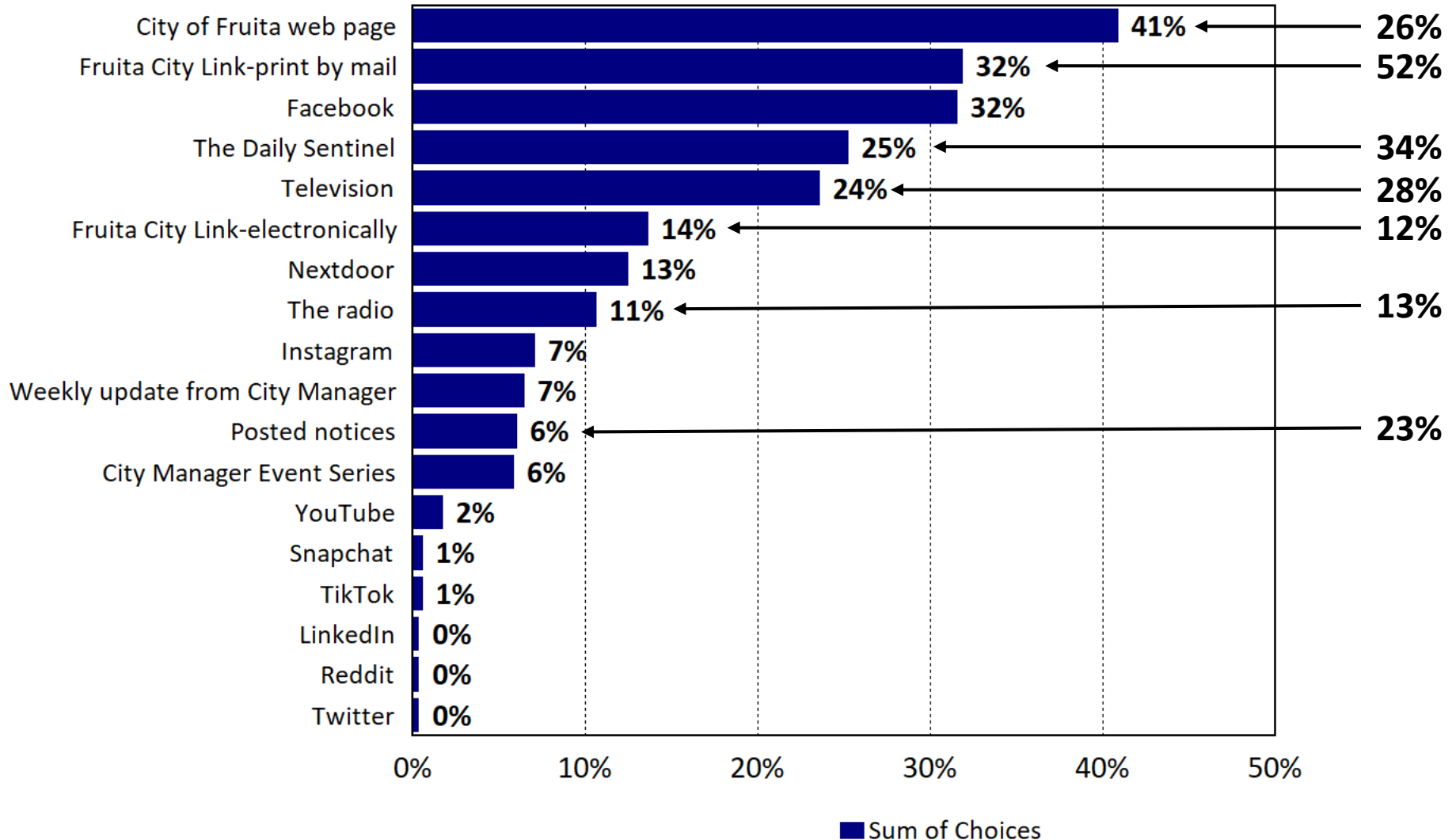
by percentage of respondents (multiple selections could be made)



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

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

**2017**



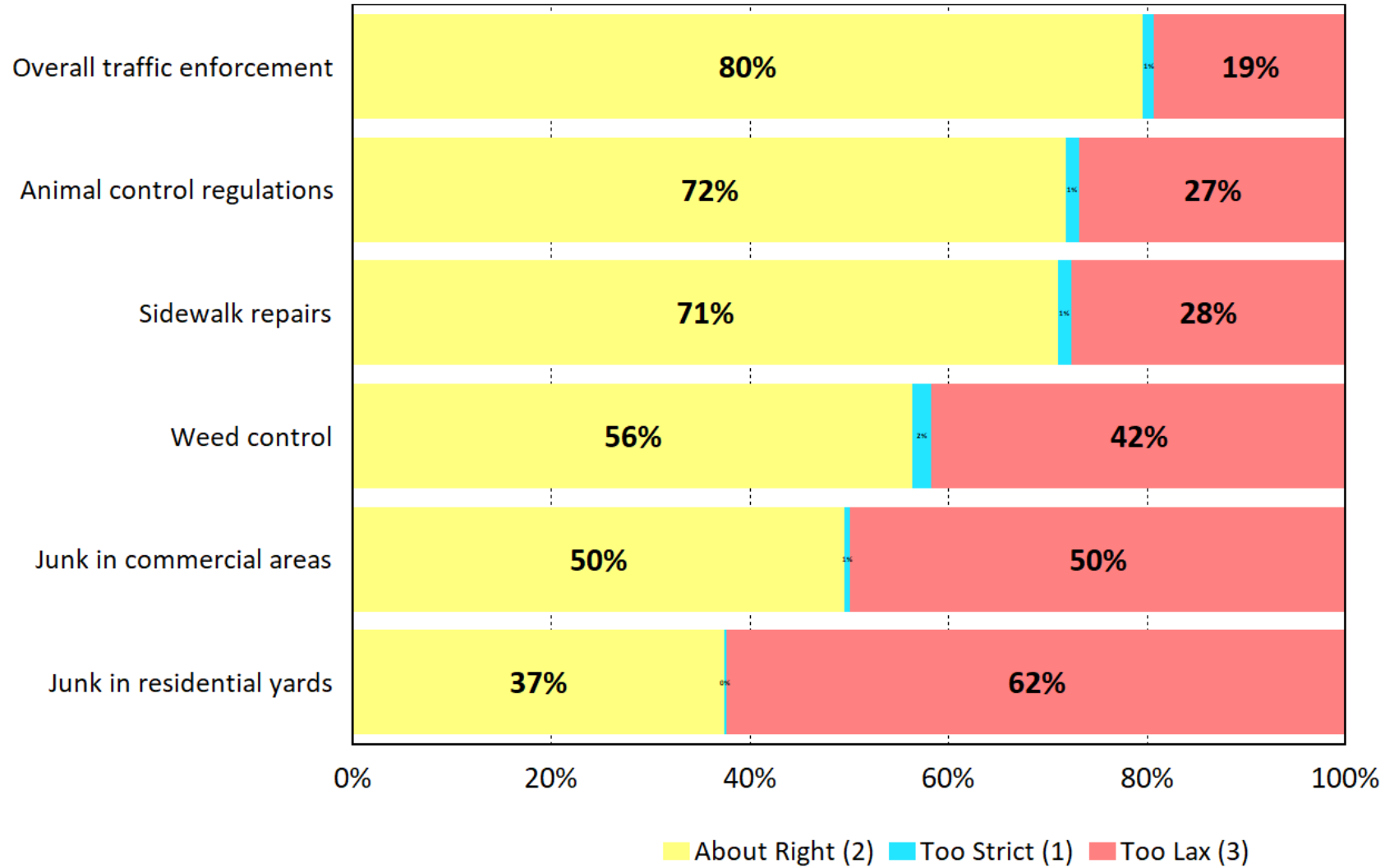
# Additional Findings

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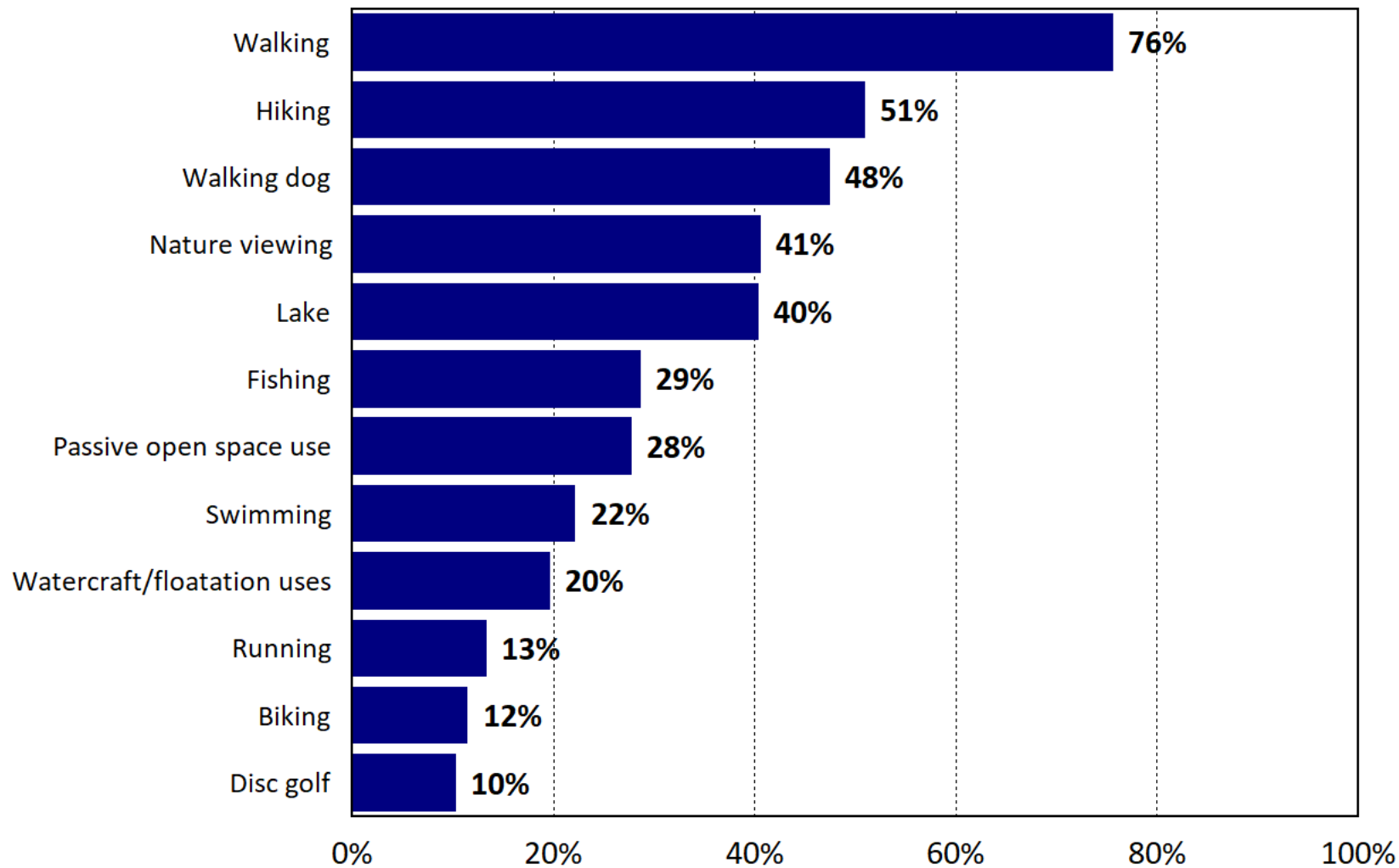
# Q10. Opinion About the Level of Code Enforcement

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



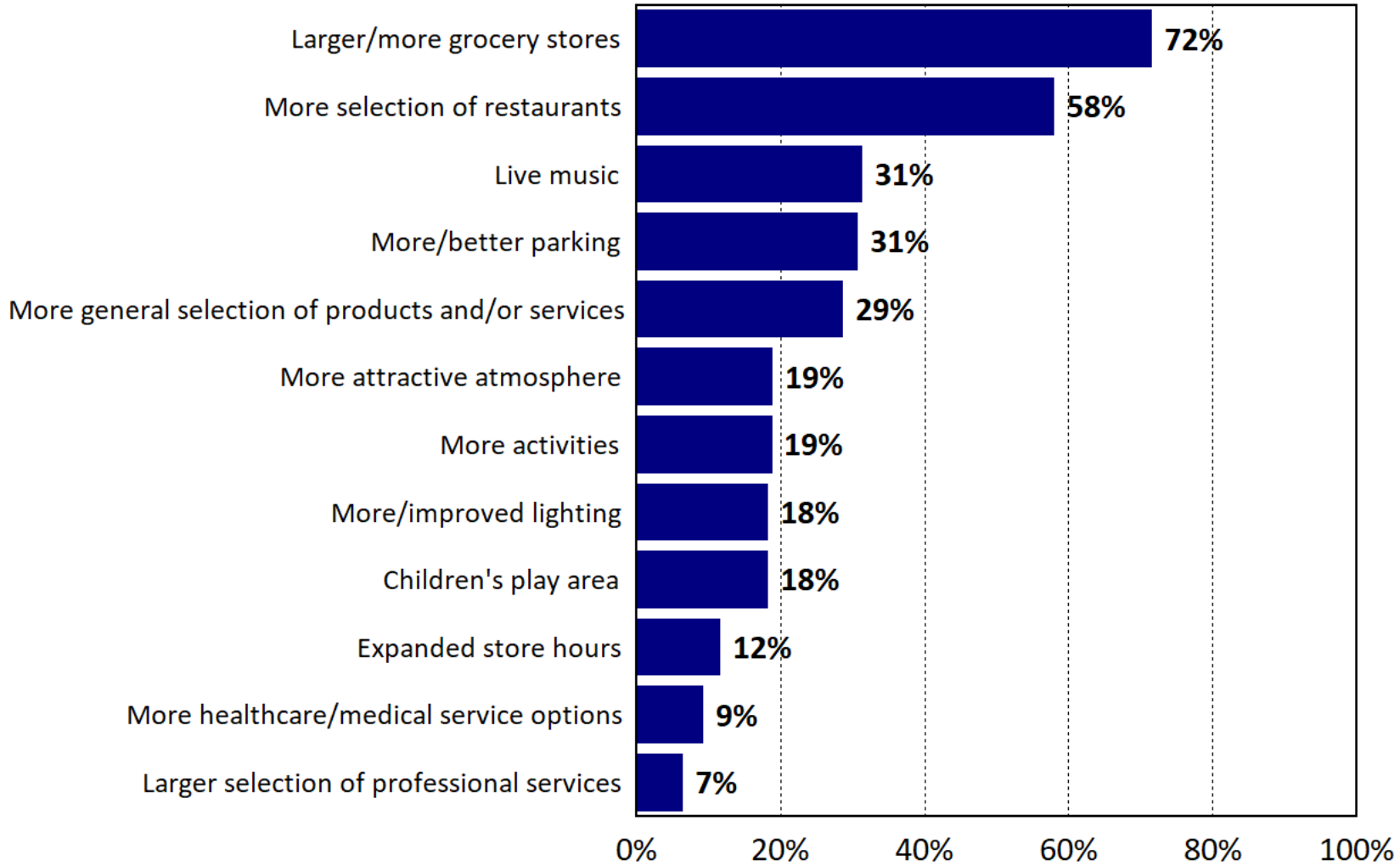
# Q13. Reasons for Using the Snooks Bottom Open Space During the Past 12 Months

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



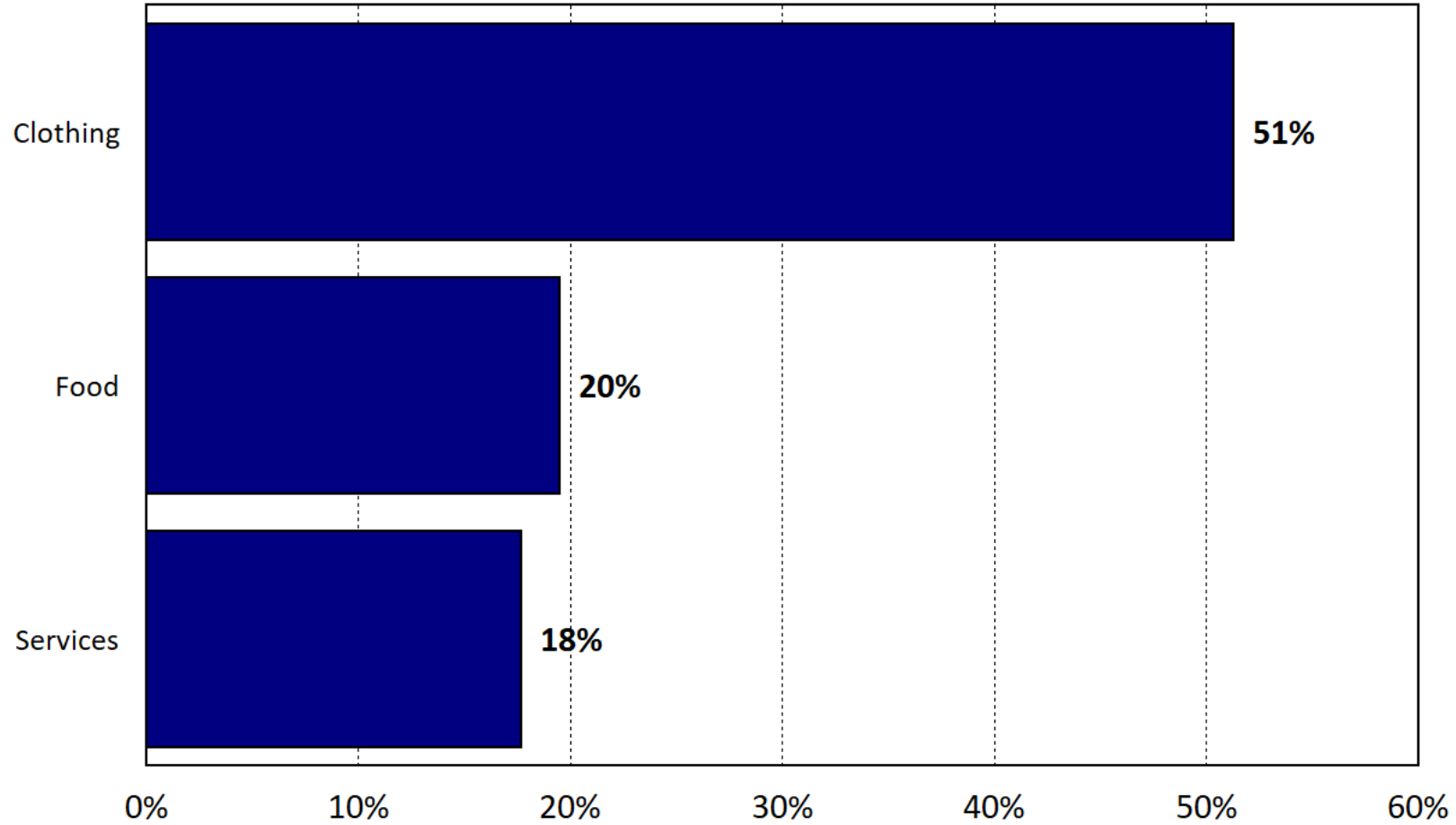
# Q22. Products, Services, Events, and Other Amenities That Residents Wish Were Available in Fruita

by percentage of respondents (multiple selections could be made)



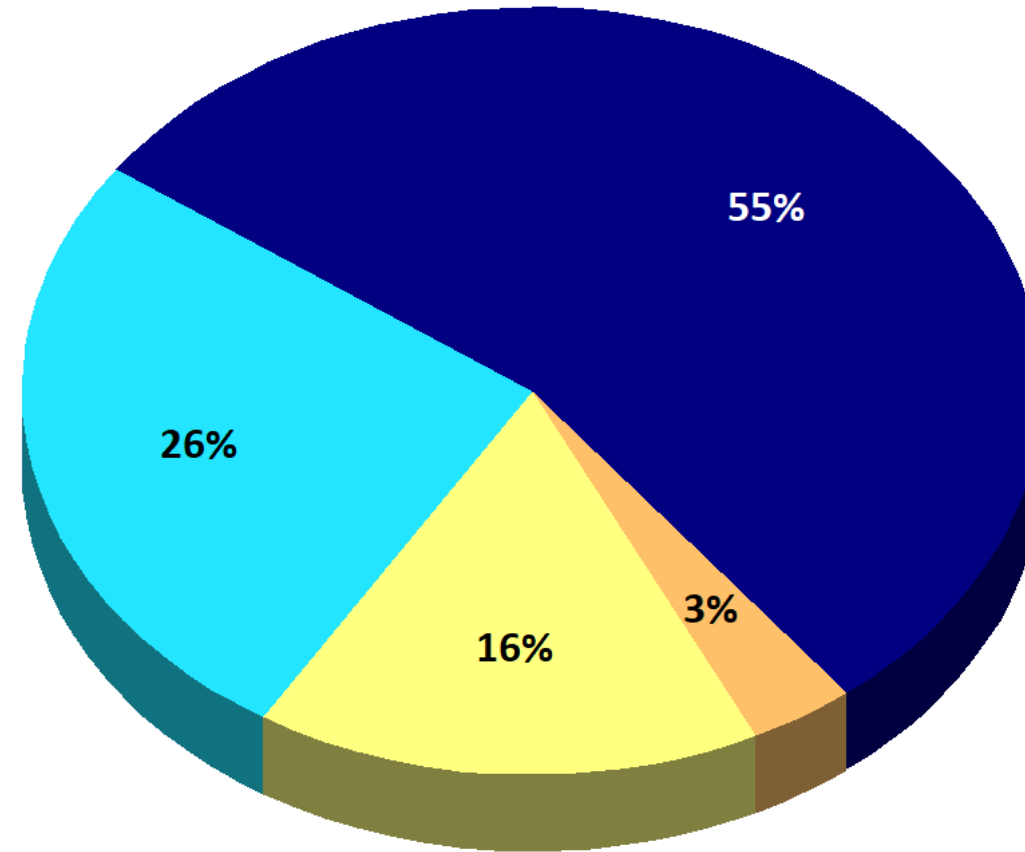
# Q23. Types of Products That Respondents Regularly Shop Online For

by percentage of respondents (multiple selections could be made)



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

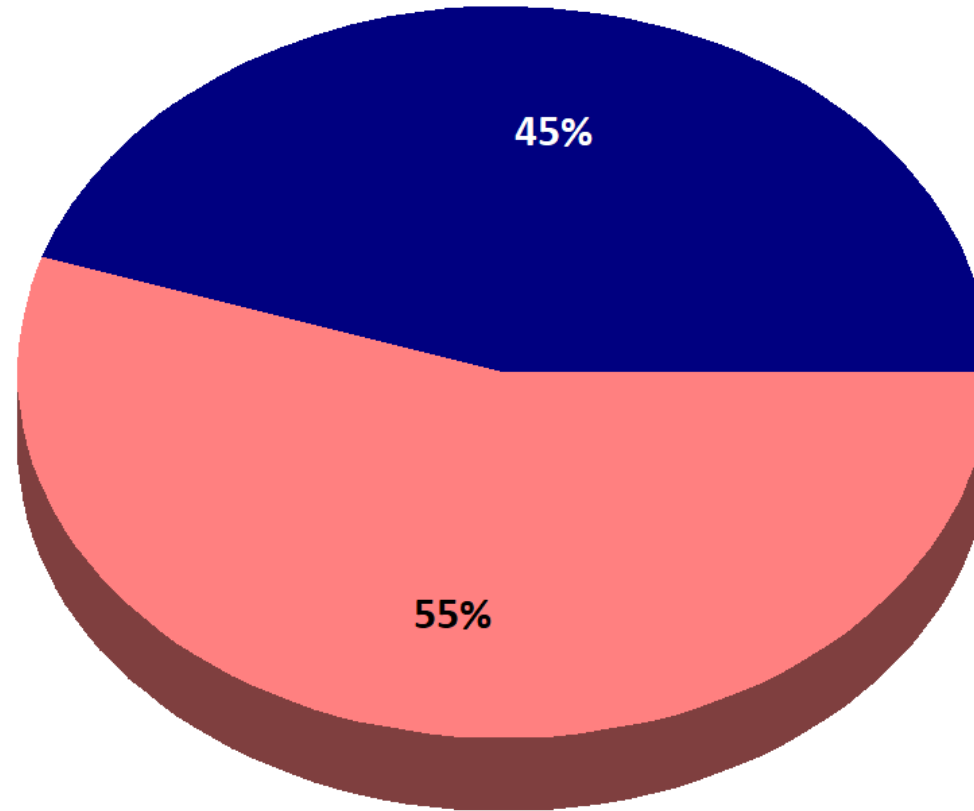
by percentage of respondents (excluding "not provided")



■ 0-25% ■ 26-49% ■ 50-74% ■ 75-100%

# 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")



■ Yes ■ No

# Summary

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**Residents have a very positive perception of the City**

**Satisfaction is much higher 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?

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THANK YOU!