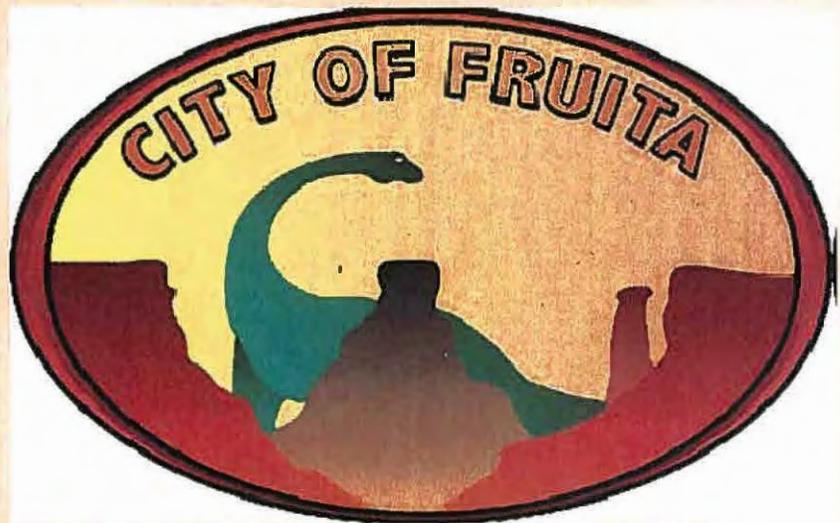


***2009 DirectionFinder®  
Survey Results***

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***Findings Report***



conducted for  
**The City of Fruita, Colorado**

by  
**ETC Institute**  
725 W. Frontier Circle  
Olathe, KS 66061  
Contact: Chris Tatham at (913) 829-1215

November, 2009

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# DirectionFinder® Survey

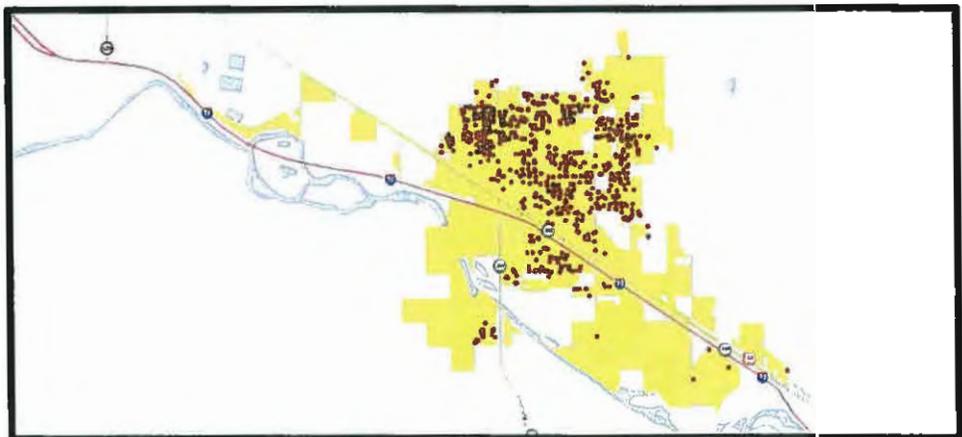
## Executive Summary

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### Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Fruita, Colorado, during September and October of 2009. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services.

**Resident Survey.** A six-page survey was mailed to a every household in the City, based on a resident list supplied by the City (approximately 4,000). Nine hundred and thirty (930) households completed the survey. The results for the sample of 930 households have a 95% level of confidence with a precision of at least +/-3%. In order to better understand how well services are being delivered by the City, ETCInstitute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Fruita with the results from other communities in the *DirectionFinder®* database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*”.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for questions on the survey with trend comparisons to the last survey
- GIS maps that show the results of selected questions as maps of the City
- benchmarking data that shows how the results for Fruita compare to the Nation and to other mountain communities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

## Major Findings

- **Most of the residents surveyed were satisfied with City services.** Seventy-eight percent (78%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of sewer services; 77% were satisfied with the quality of City parks, 75% were satisfied with the quality of public safety services, and 73% were satisfied with the service received from City employees.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Fruita over the next two years were: (1) the quality of City streets and sidewalks, (2) flow of traffic congestion management, and (3) the quality of public safety services (e.g. police).
- **Perceptions of the City.** Eighty-three percent (83%) of the residents surveyed *who had an opinion* rated as “excellent” or “good” (rating of 4 or 5 on a 5-point scale), the quality of life in Fruita; 83% rated the overall feeling of safety in the City as “excellent” or “good”, and 73% rated the quality of services provided by the City, as “excellent” or “good”.
- **Public Safety.** Seventy-eight percent (78%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of local fire protection. Seventy-six percent (76%) of those surveyed were satisfied with quality of local police protection, and 67% were satisfied with local police protection. Residents thought that the public safety issues that should receive the most additional emphasis over the next two years were the visibility of police in neighborhoods, and the City’s efforts to reduce crime.

- **Codes Enforcement.** Residents were asked to indicate if the level of enforcement of certain issues in the City was “too lax”, “about right” or “too strict”. While the majority of issues fell into the “about right” category, these issues were thought to be “too lax”; junk in residential yards, residential weed control, junk in commercial areas, and animal control regulations.
- **City Communications.** Seventy-three percent (73%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City Link quarterly newsletter. Seventy-one percent (71%) were satisfied with the availability of information on City programs and services, and 64% were satisfied with the City’s efforts to keep you informed.
- **Parks and Recreation Services.** Eighty-five percent (85%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City parks; 78% were satisfied with City special events and festivals, and 67% were satisfied with the number of City parks. Residents thought the City swimming pool and the number of walking and biking trails in the City should receive the most additional emphasis over the next two years.
- **Public Works.** Seventy-five percent (75%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the cleanliness of City streets and other public areas; 69% were satisfied with the maintenance of streets in their neighborhood, and 68% were satisfied with the maintenance of street signs and pavement markings. Residents felt that the condition of City sidewalks and the maintenance of major City streets were the most important public works services to provide.

### **Other Findings.**

- **Irrigation Systems.** Residents were asked if they had an irrigation system through a homeowners association or through the City. Sixty-percent (60%) said that they had a private system, 21% said that they had a City system, and 19% believed that they had both.
- Residents were asked how often they went outside of Fruita to shop. Eighty-five percent (85%) left Fruita at least once a week to shop elsewhere. The top two reasons were “a better selection of goods and services elsewhere”, and a “better selection of restaurants”.
- 87% of the residents surveyed felt that Fruita was a good place to raise a family.
- The special events most frequented by residents were the Fall Festival, the Fruita Farmers Market, and the Fireworks Display on July 3<sup>rd</sup>. When asked about their most favorite events, the event most often selected was the Fall Festival.

*Section 1:*

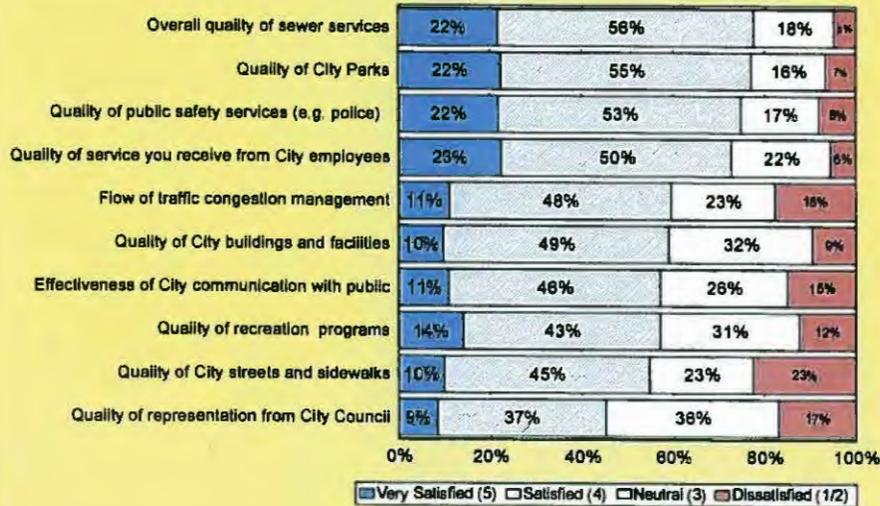
***Charts and Graphs***

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## 2009 Fruita, Colorado DirectionFinder Survey Results

### Q1. Overall Satisfaction With City Services by Major Category

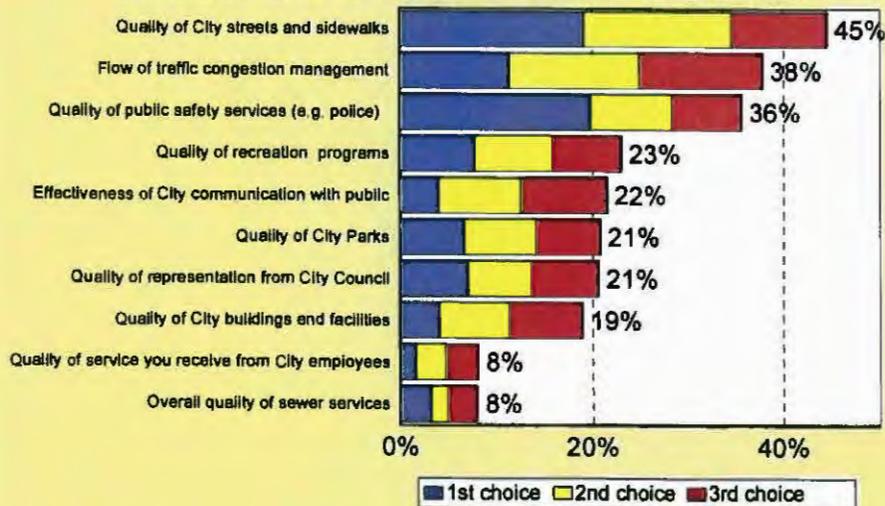
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q2. Services That Residents Think Are Most Important for the City to Provide

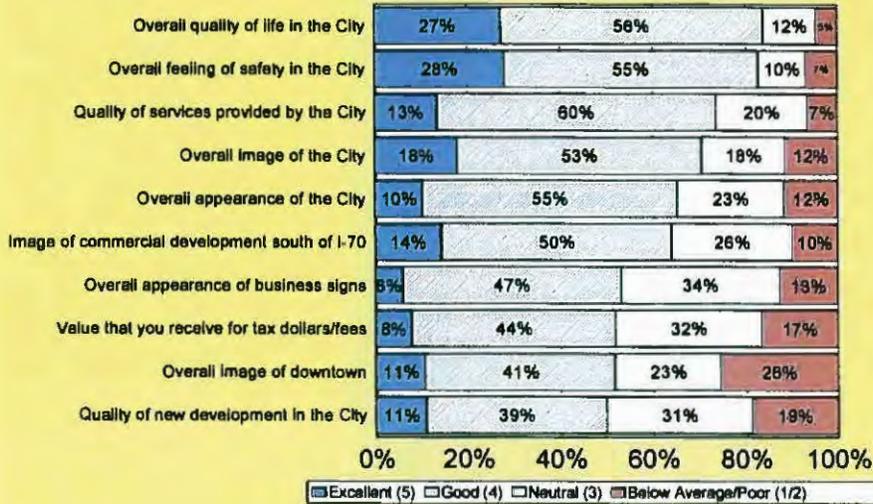
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q3. Perception That Residents Have of the City

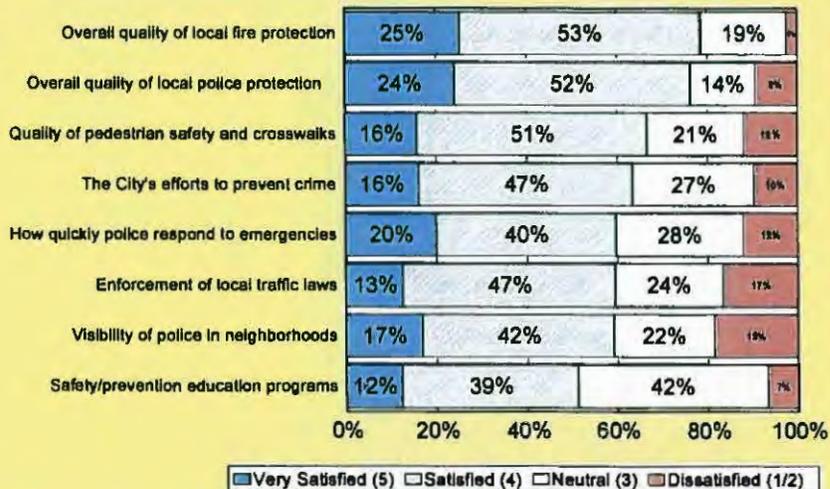
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q4. Satisfaction with Various Aspects of Public Safety

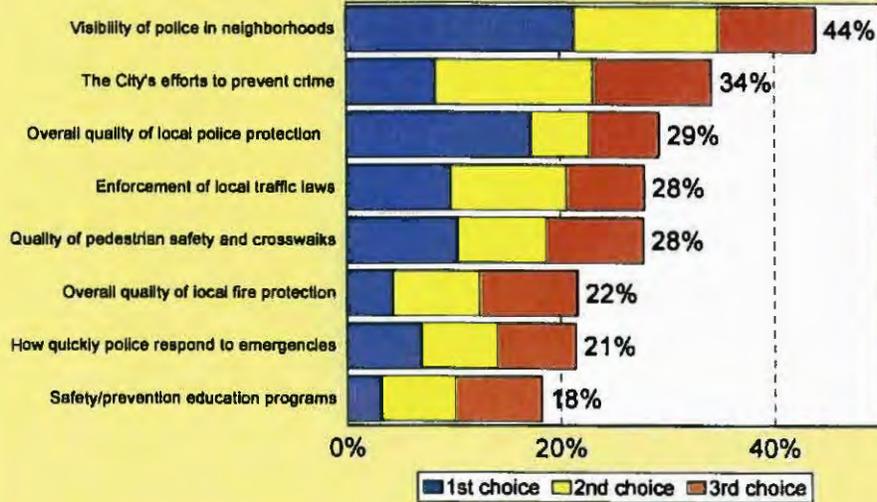
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q5. Public Safety Services That Are Most Important to Provide

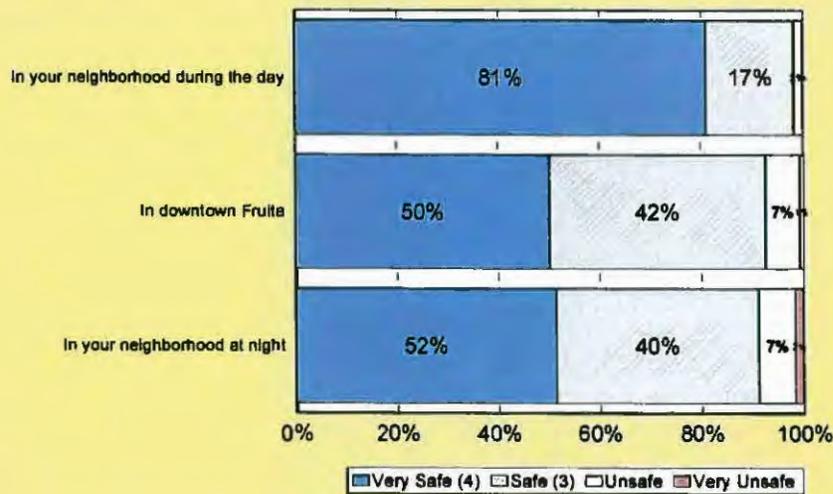
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q6. Feeling of Safety in Fruita

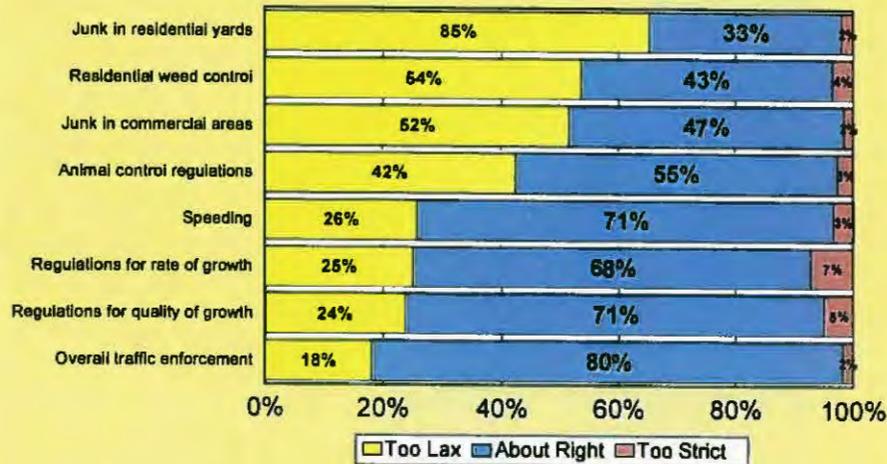
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q7. Opinion About the Level of Code Enforcement

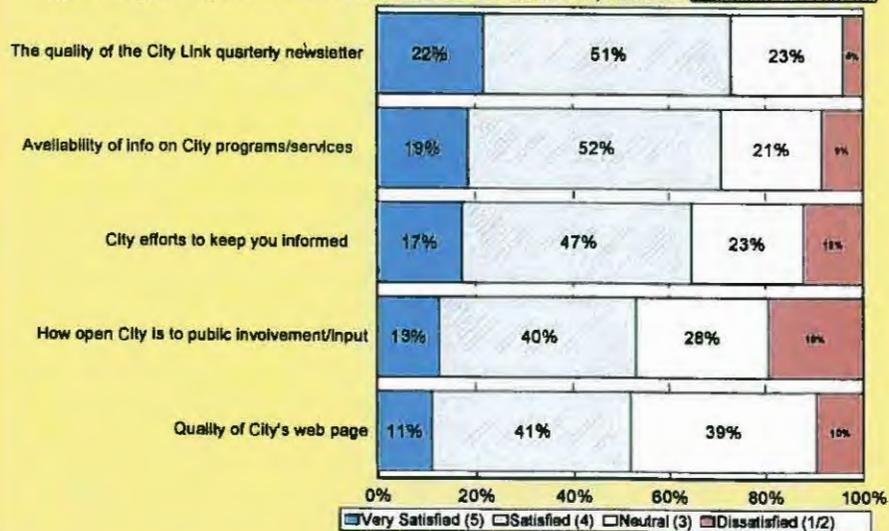
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q8. Satisfaction with Various Aspects of City Communications

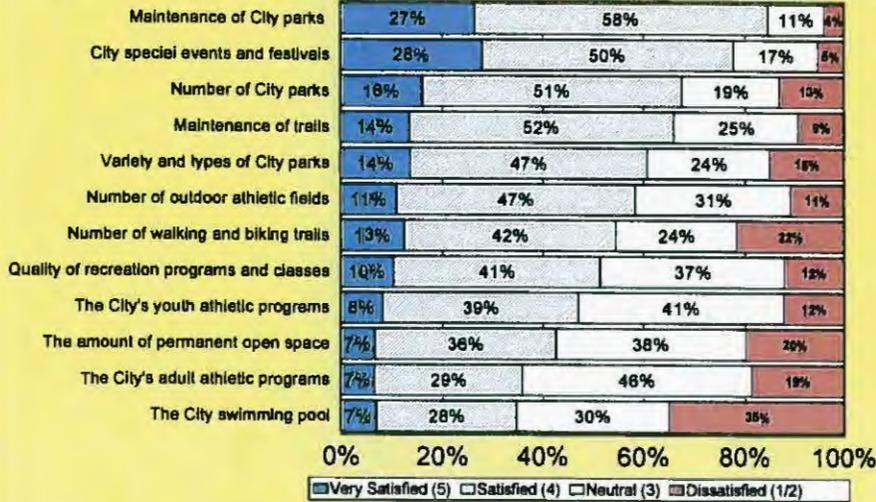
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q9. Satisfaction with Various Aspects of Parks and Recreation

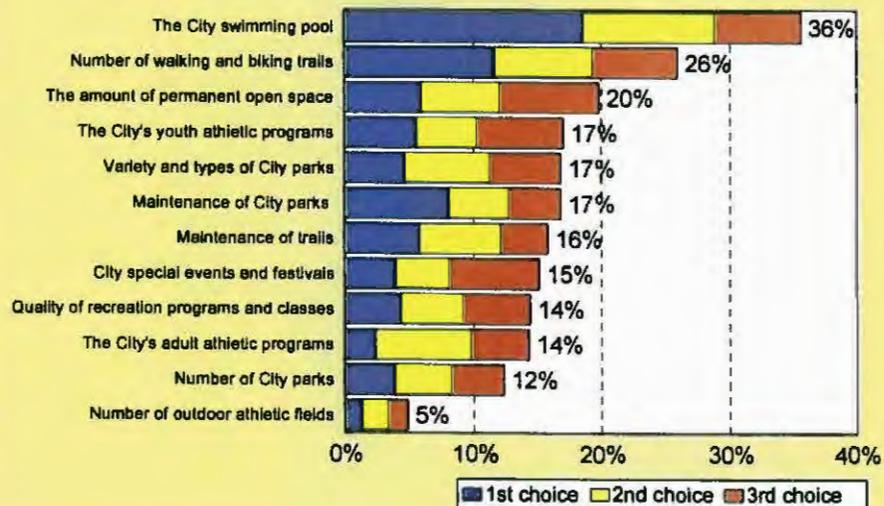
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q10. Parks and Recreation Services that Are Most Important to Provide

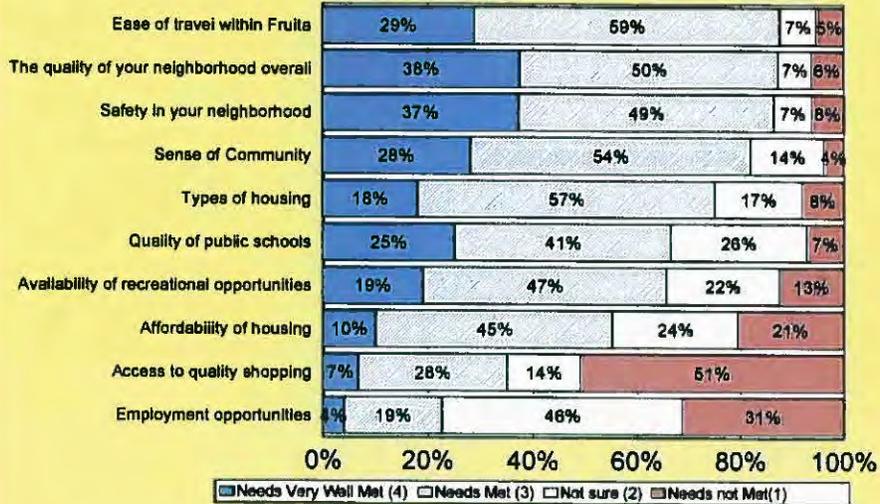
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q11. Reasons to Live in Fruita

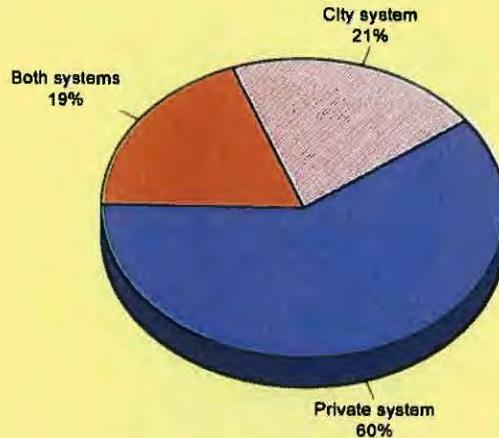
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no response")



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q12. Do you have a Private Irrigation system through homeowners association or City system?

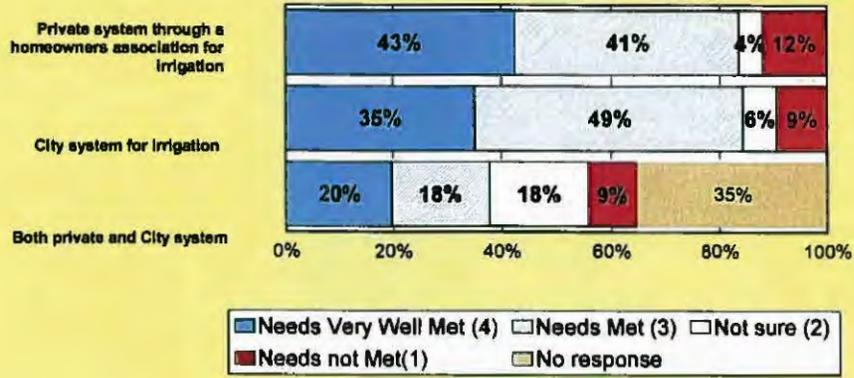
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q12A & Q12B. How Well Irrigation System Meets Needs

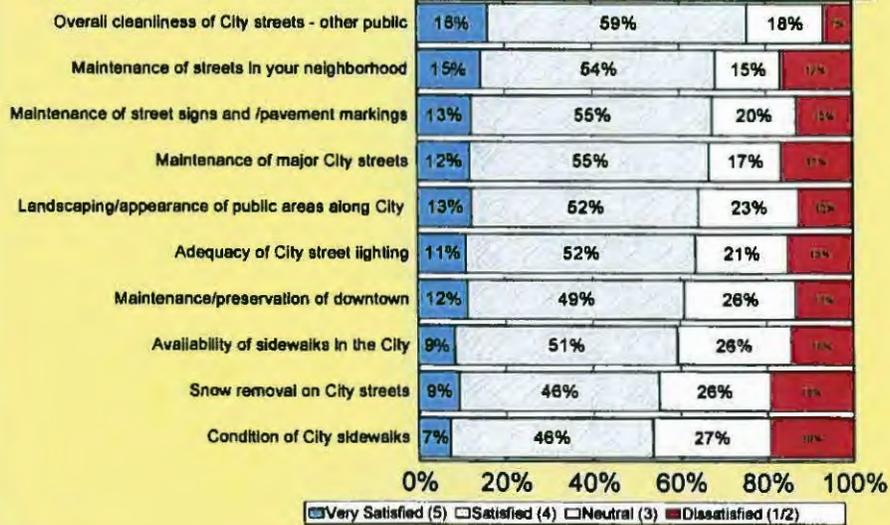
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q13. Satisfaction with Various Aspects of Public Works

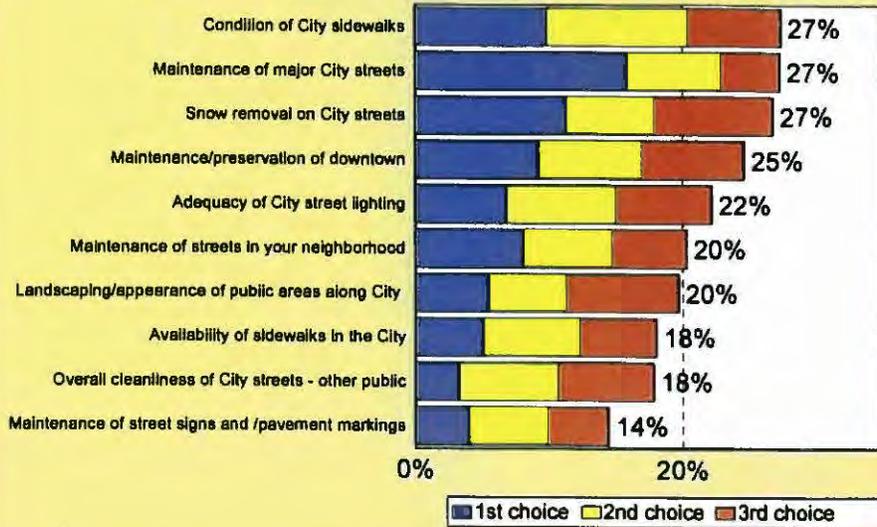
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q14. Public Works Services that are Most Important to Provide

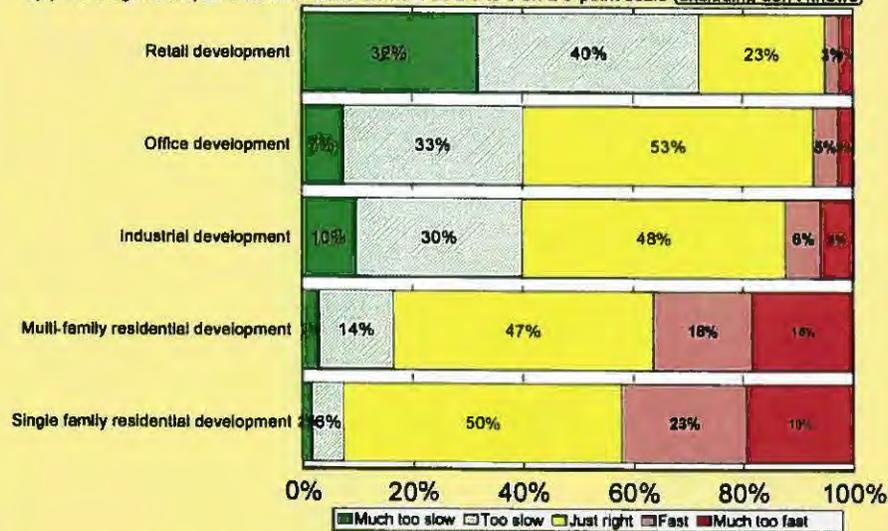
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q15. Opinion about Economic Development in Fruita

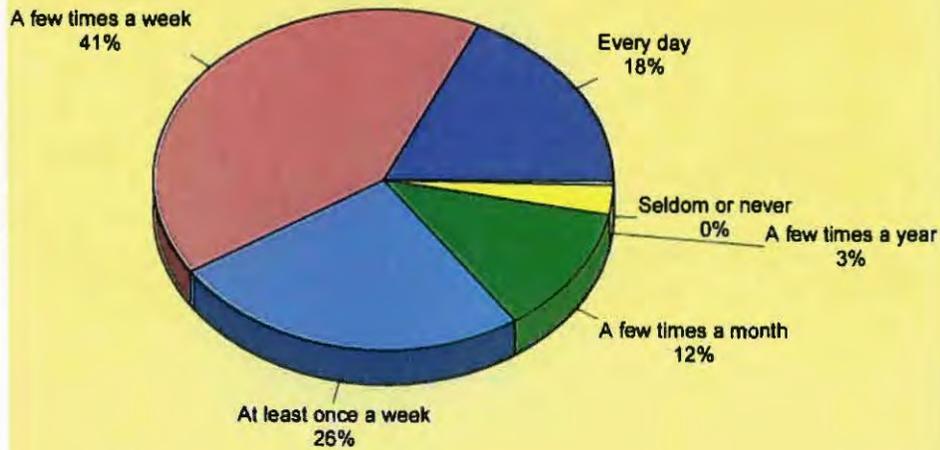
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

**Q16. How Often do you Typically go Outside Fruita to Shop?**

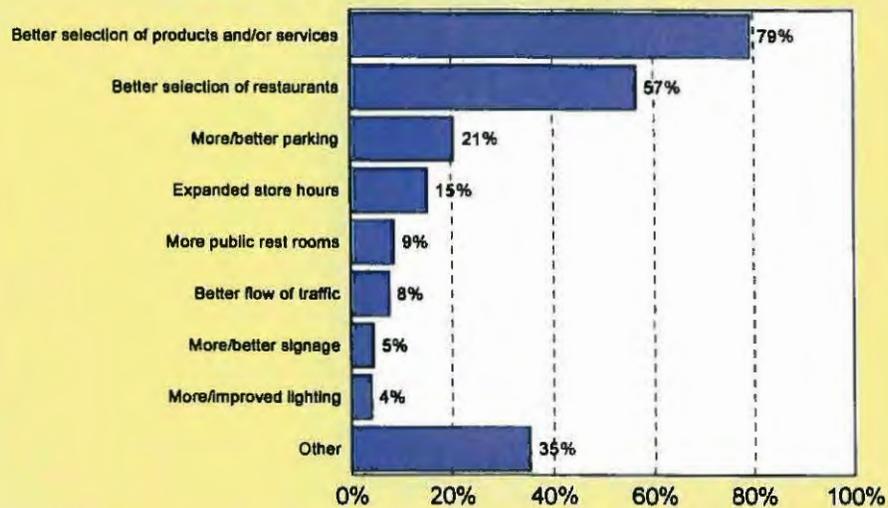
by percentage of respondents



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

**Q17. What would encourage you to shop in Fruita more often?**

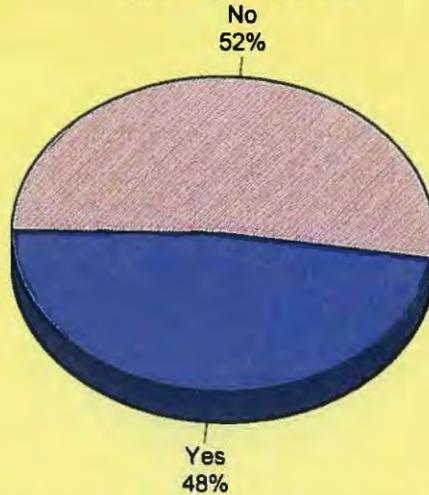
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

**Q18. Should the City of Fruita consider purchasing private property in commercial districts in an effort to revitalize the area?**

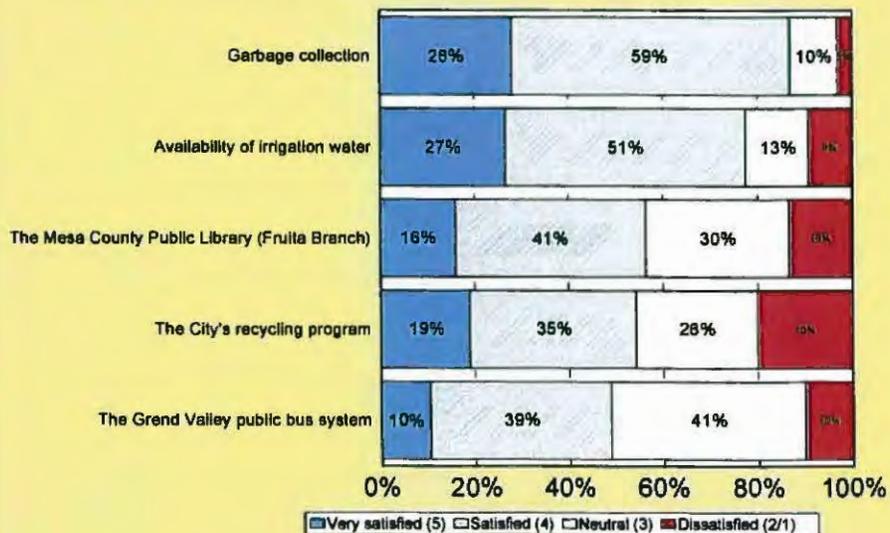
by percentage of respondents



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

**Q19. Satisfaction with Various Issues**

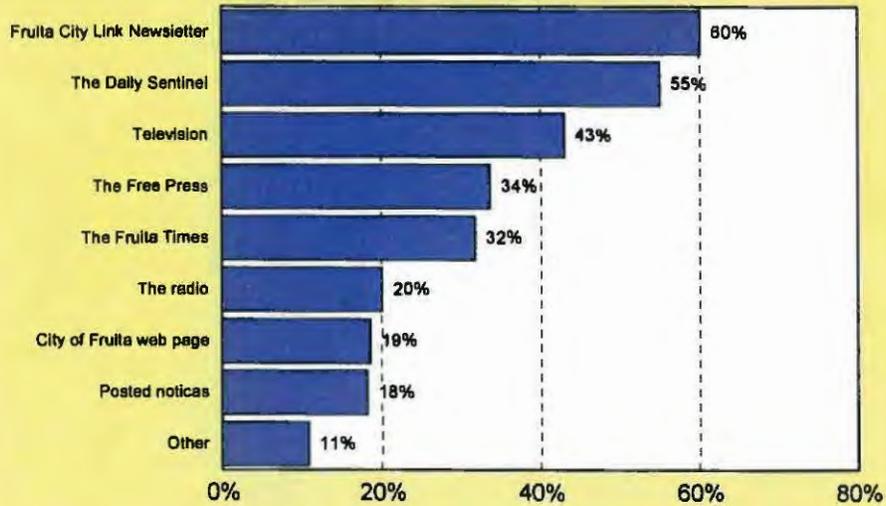
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

**Q20. What are your primary sources of information about activities and services in your community?**

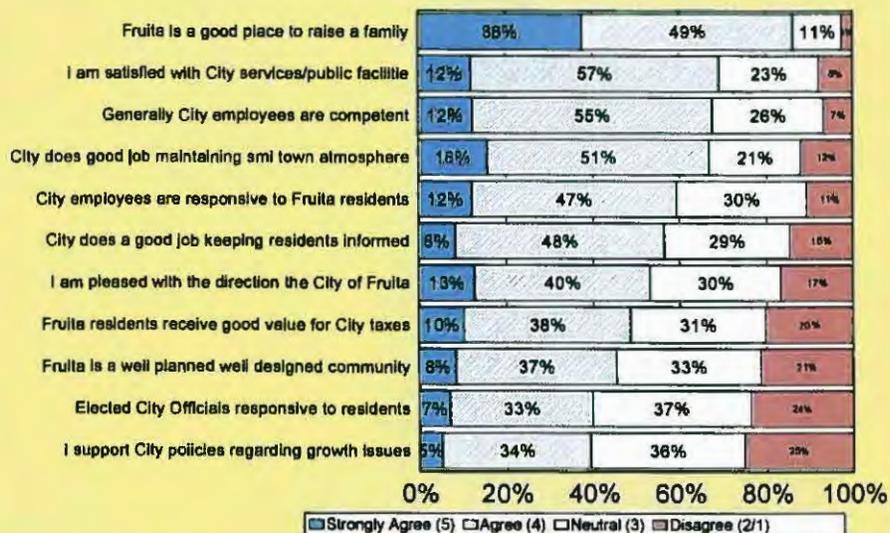
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

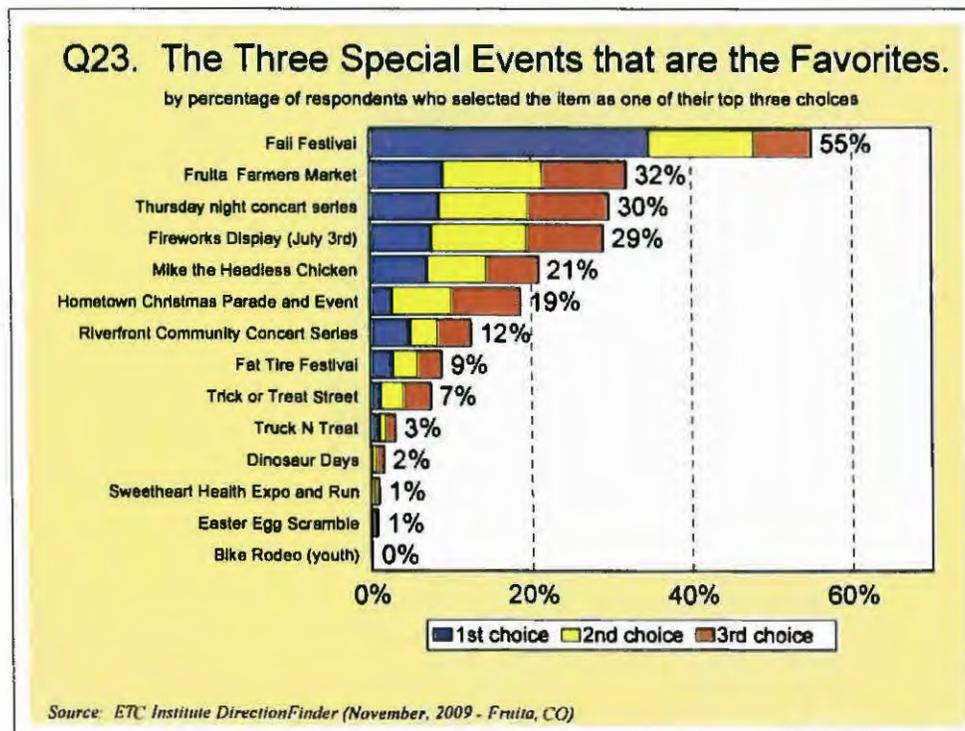
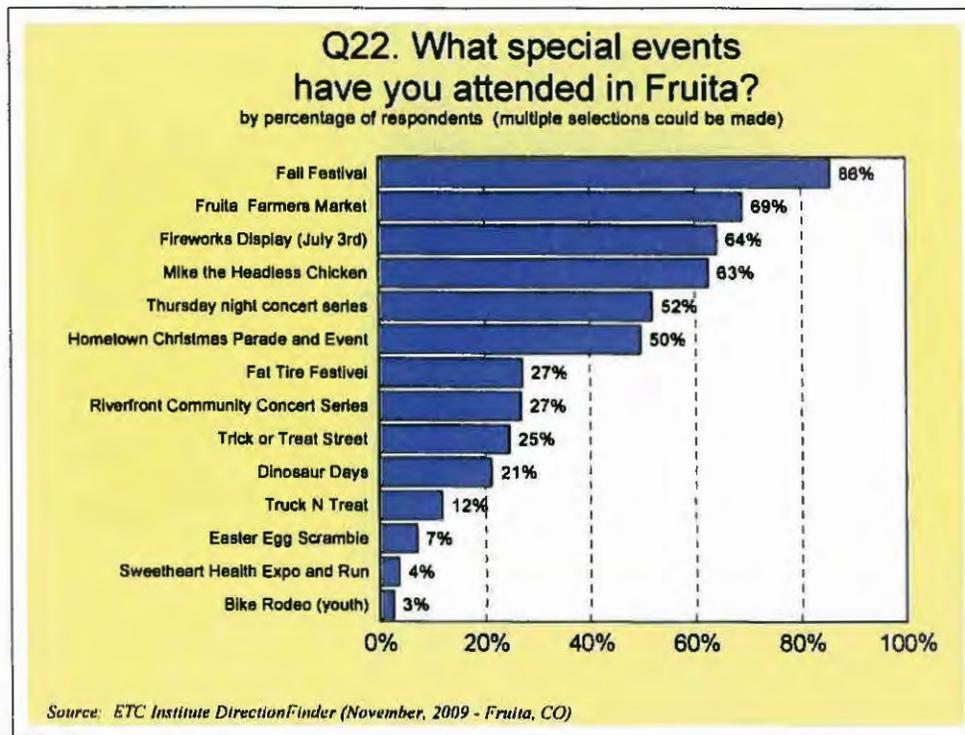
**Q21. Agreement with Various City Issues**

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



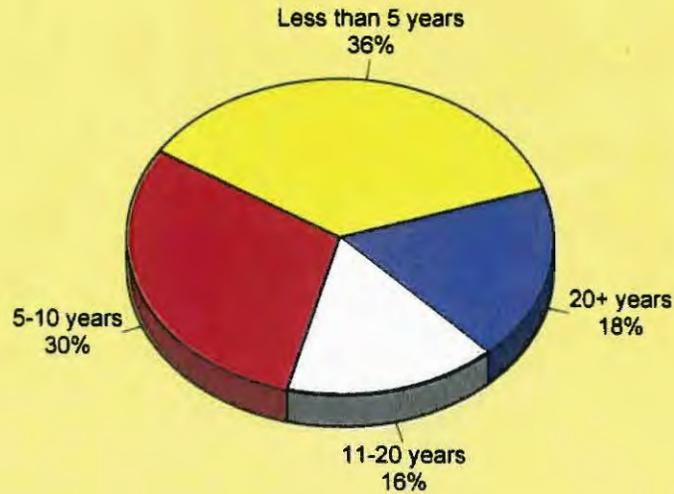
Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

## 2009 Fruita, Colorado DirectionFinder Survey Results



### Q24. How Many Years Have You Lived in Fruita?

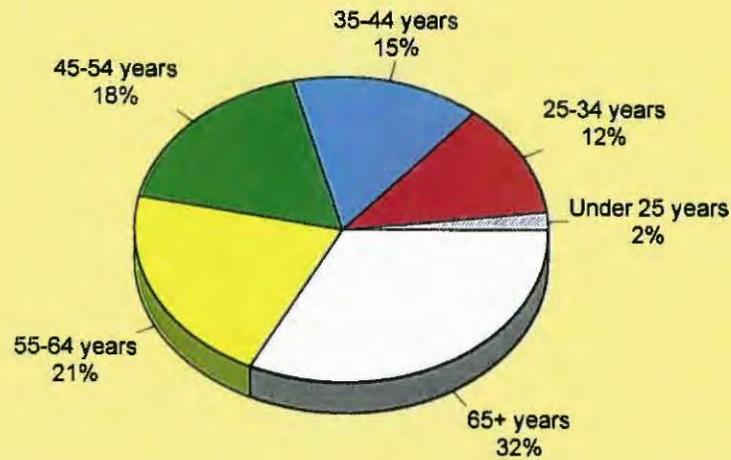
by percentage of respondents



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q25. Demographics: What is Your Age?

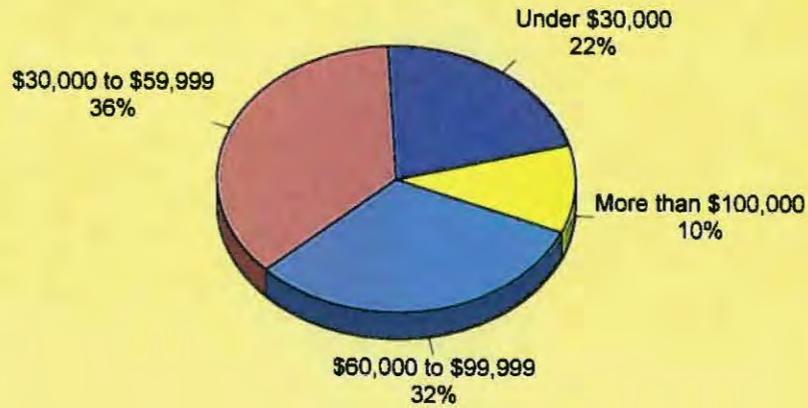
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

### Q26. Demographics: Household Income

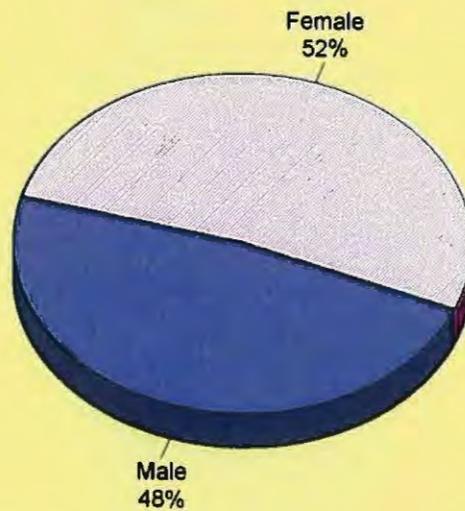
by percentage of persons in households (excluding those who did not provide the information)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

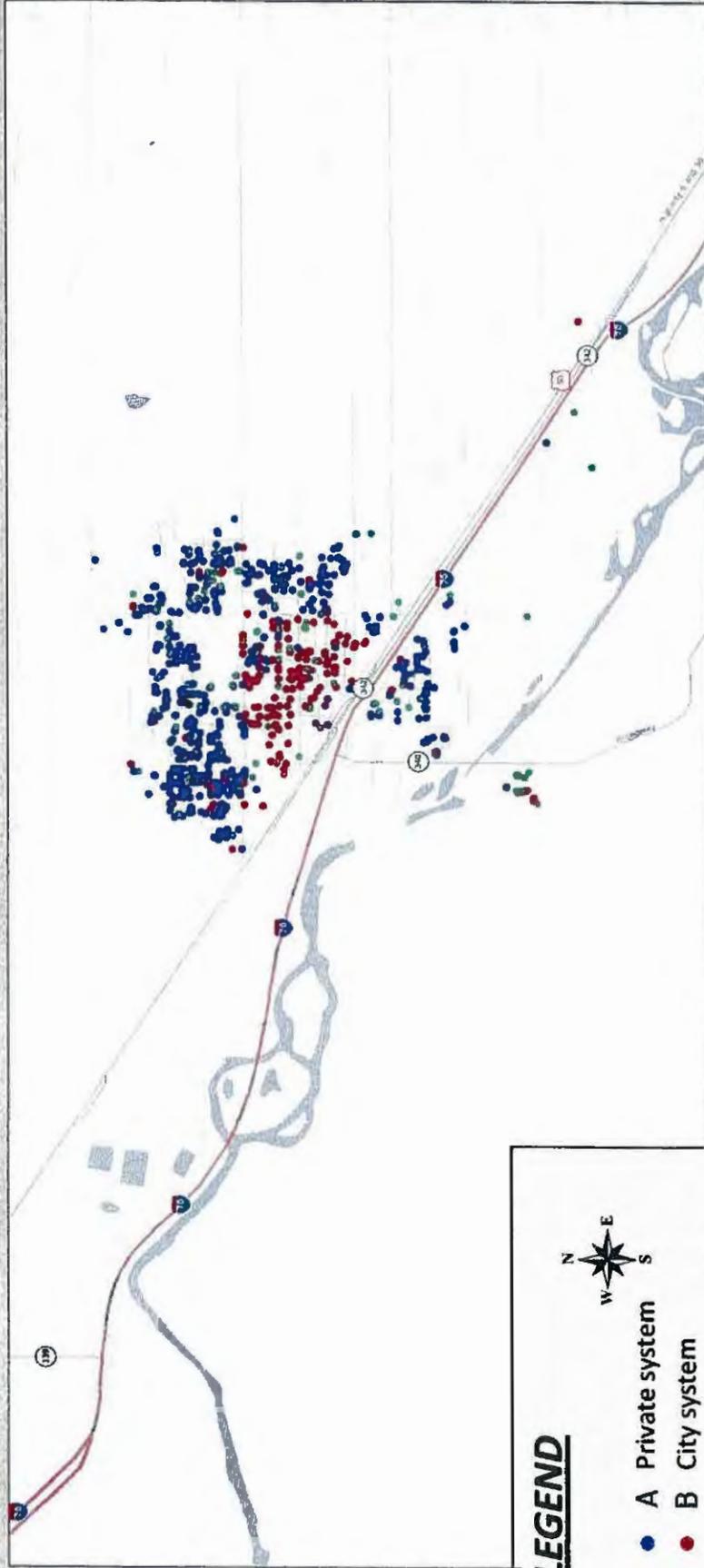
### Q27. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

**Q12. The irrigation system that you use is being supplied either by a private system or by the City system.**



**2009 City of Fruita Community Survey**

*Section 2:*  
***GIS Mapping***

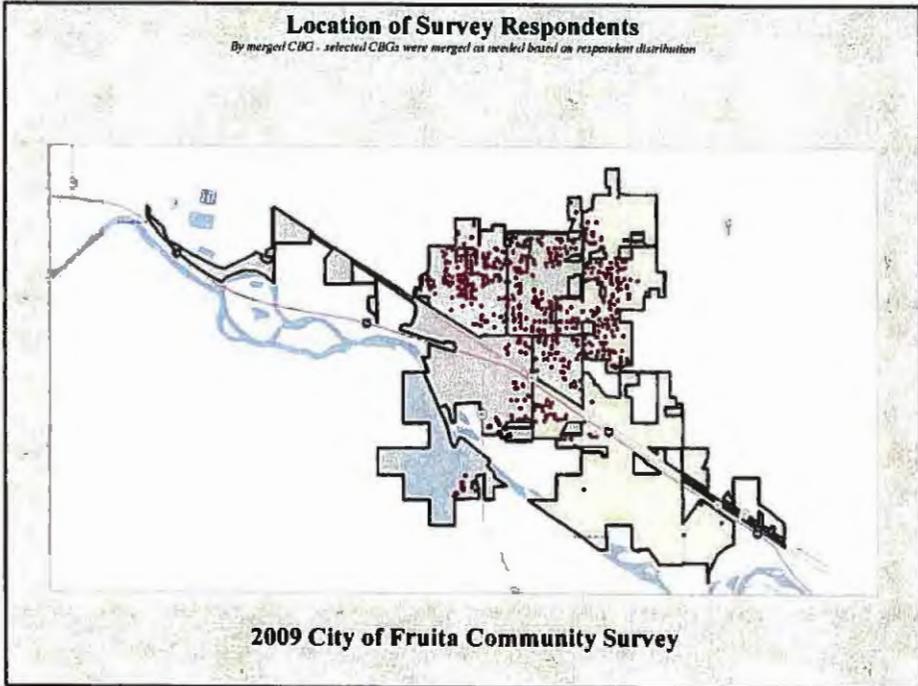
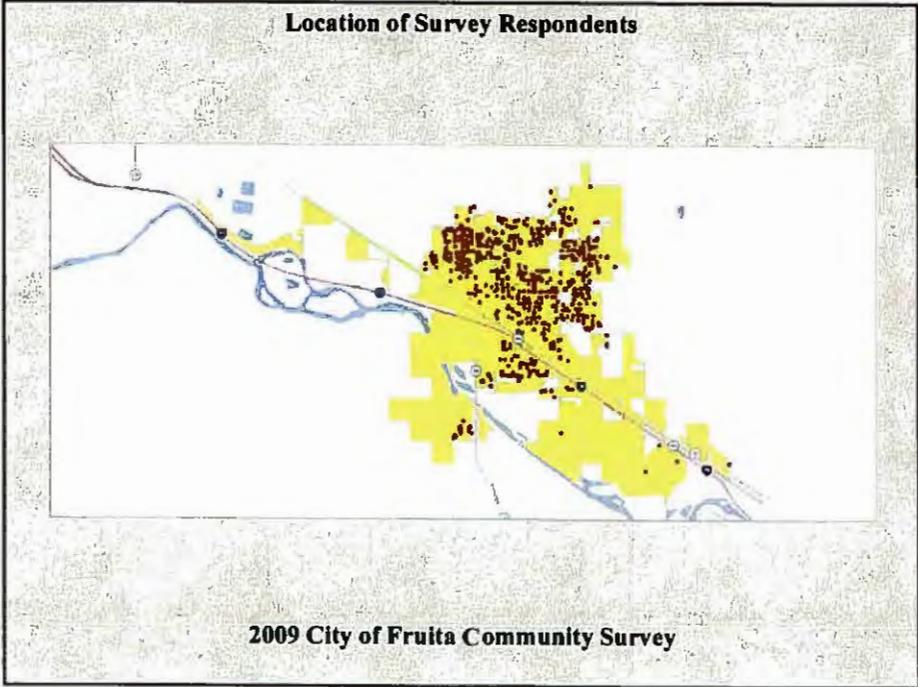
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# Interpreting the Maps

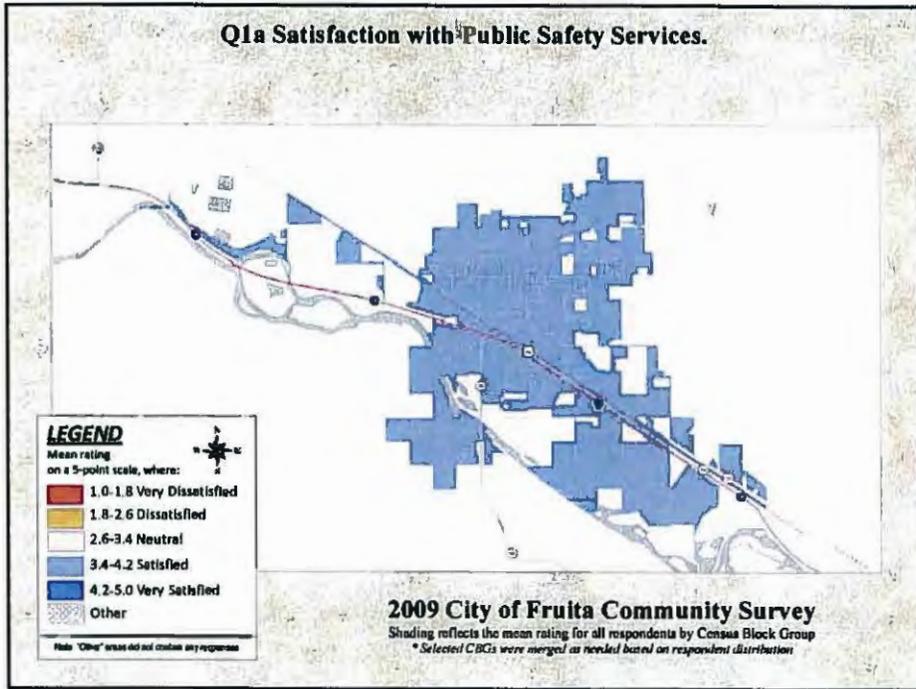
The maps on the following pages show the mean ratings for several questions by census block group for Fruita.

When reading the maps, please use the following color scheme as a guide:

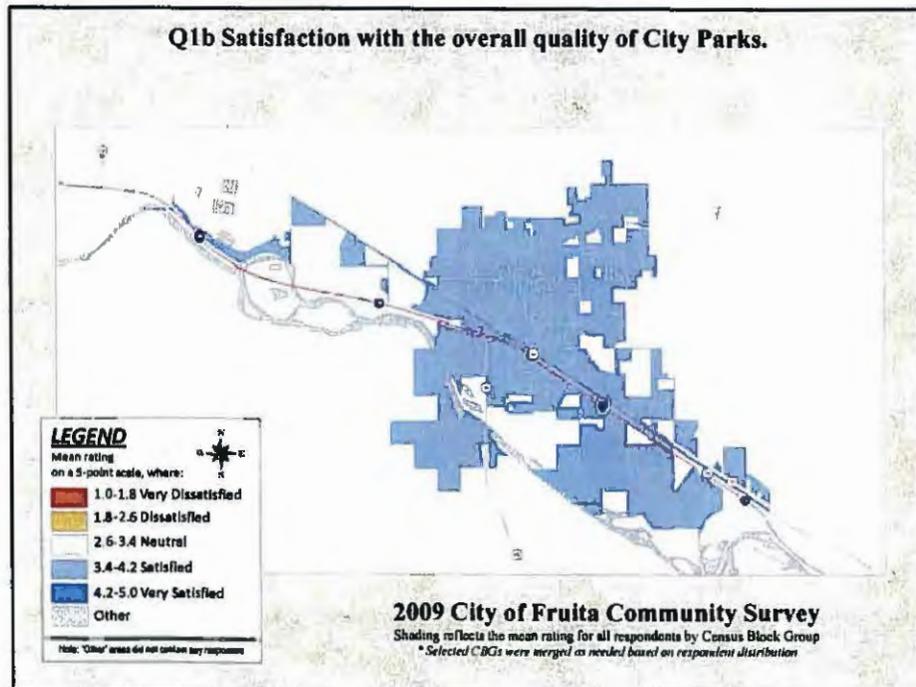
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate agreement with the item being assessed.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents were not sure about the item being assessed.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate disagreement with the item being assessed.



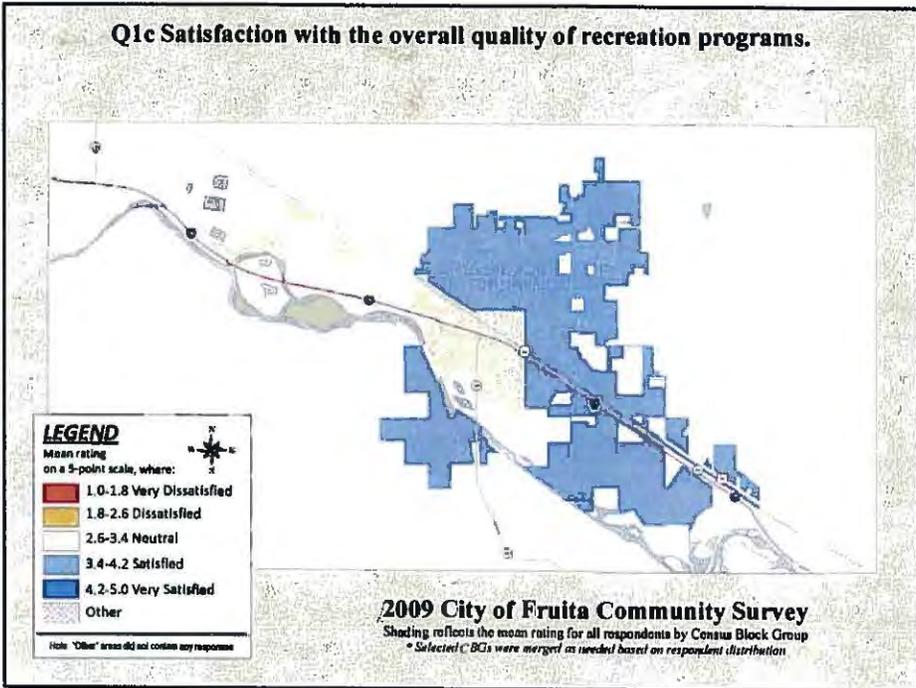
**Q1a Satisfaction with Public Safety Services.**



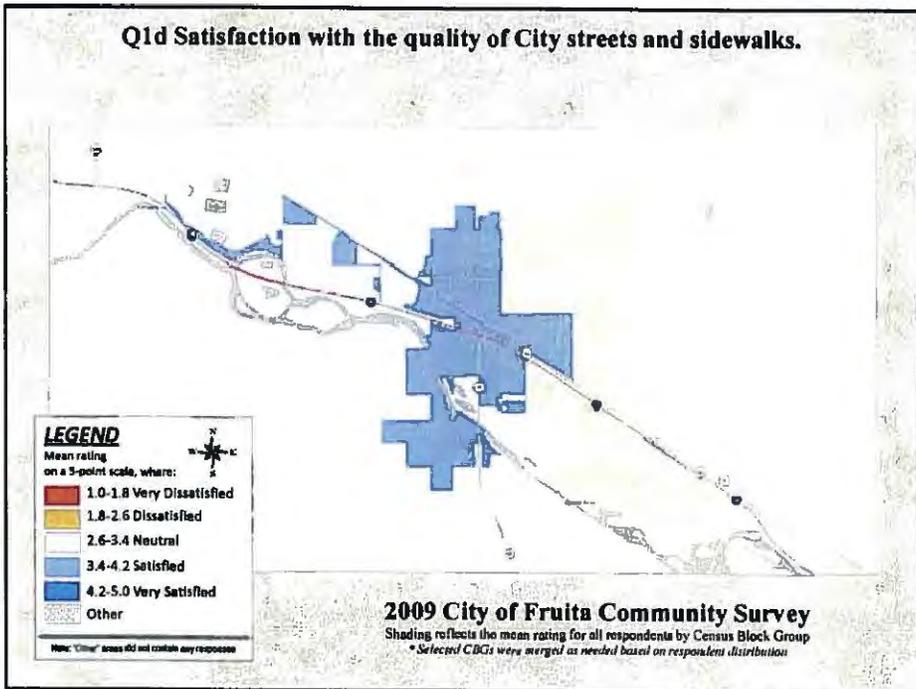
**Q1b Satisfaction with the overall quality of City Parks.**



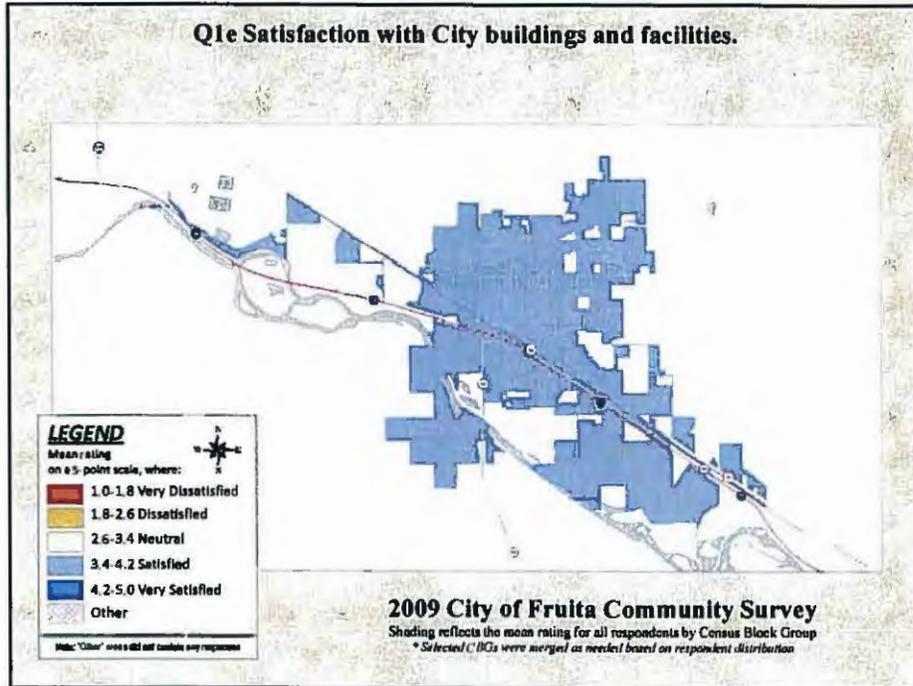
**Q1c Satisfaction with the overall quality of recreation programs.**



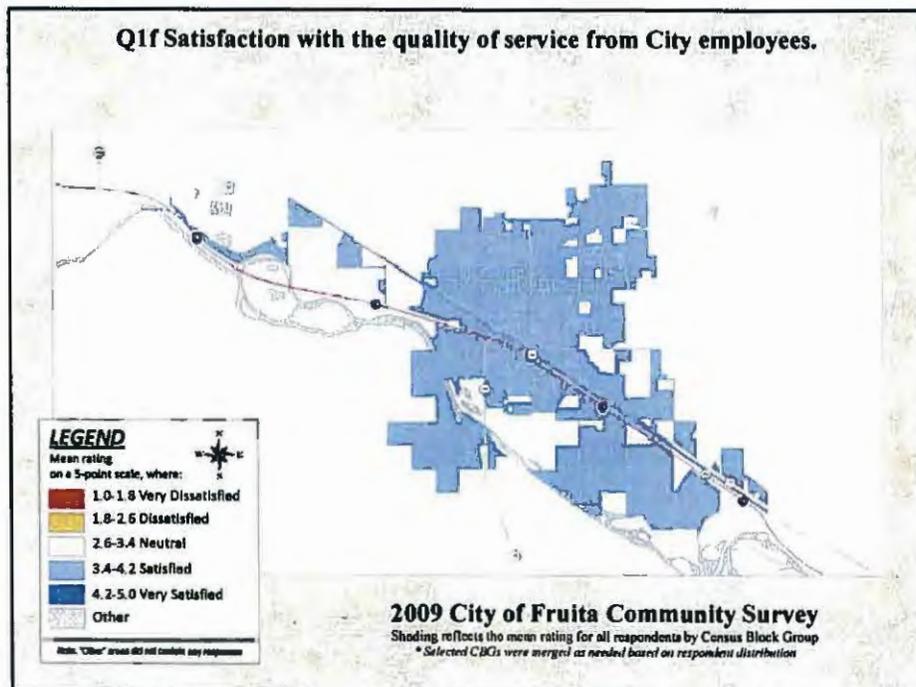
**Q1d Satisfaction with the quality of City streets and sidewalks.**



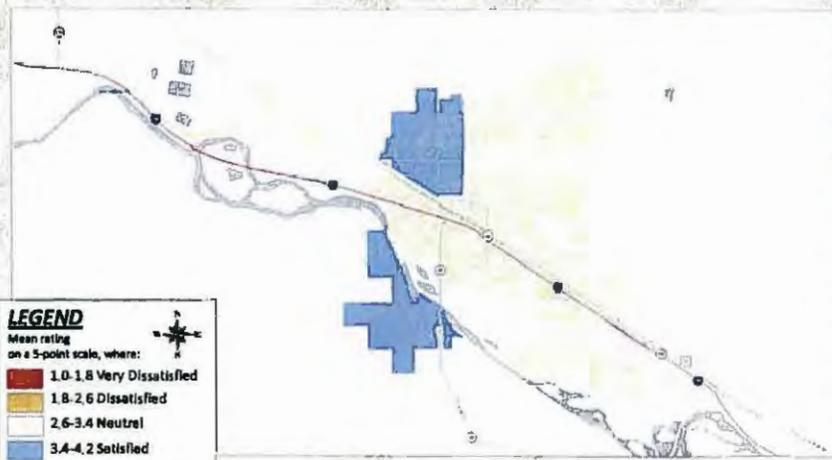
### Q1e Satisfaction with City buildings and facilities.



### Q1f Satisfaction with the quality of service from City employees.



**Q1g Satisfaction with the quality of representation from city council.**



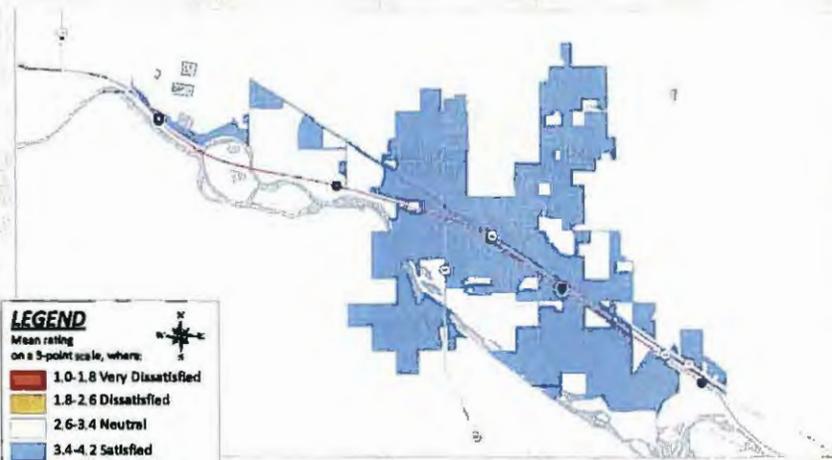
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

**2009 City of Fruita Community Survey**  
 Shading reflects the mean rating for all respondents by Census Block Group  
 \* Selected CDGs were merged as needed based on respondent distribution

**Q1h Satisfaction with the effectiveness of City communication with the public.**



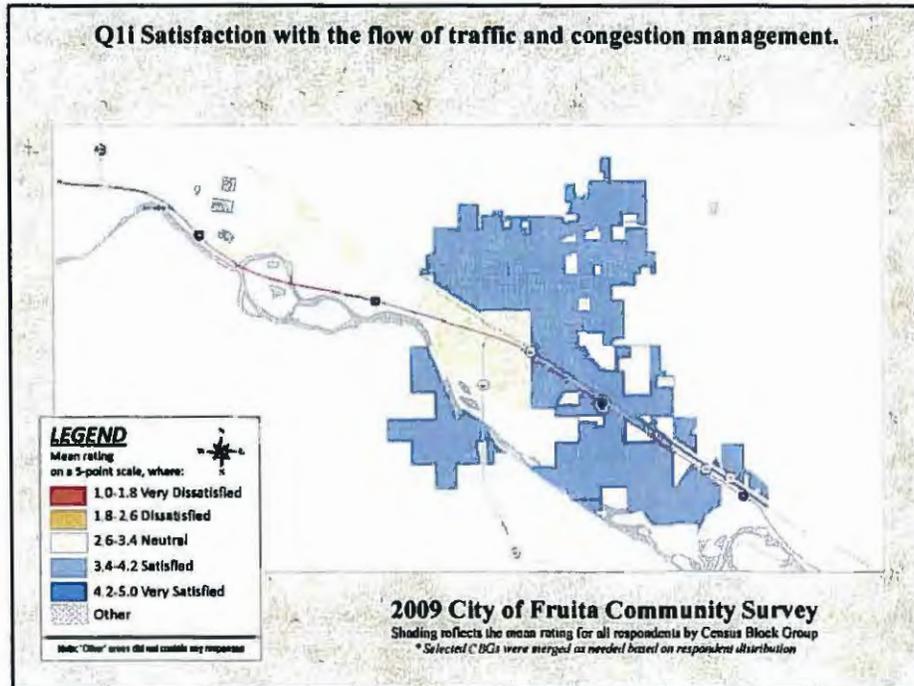
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

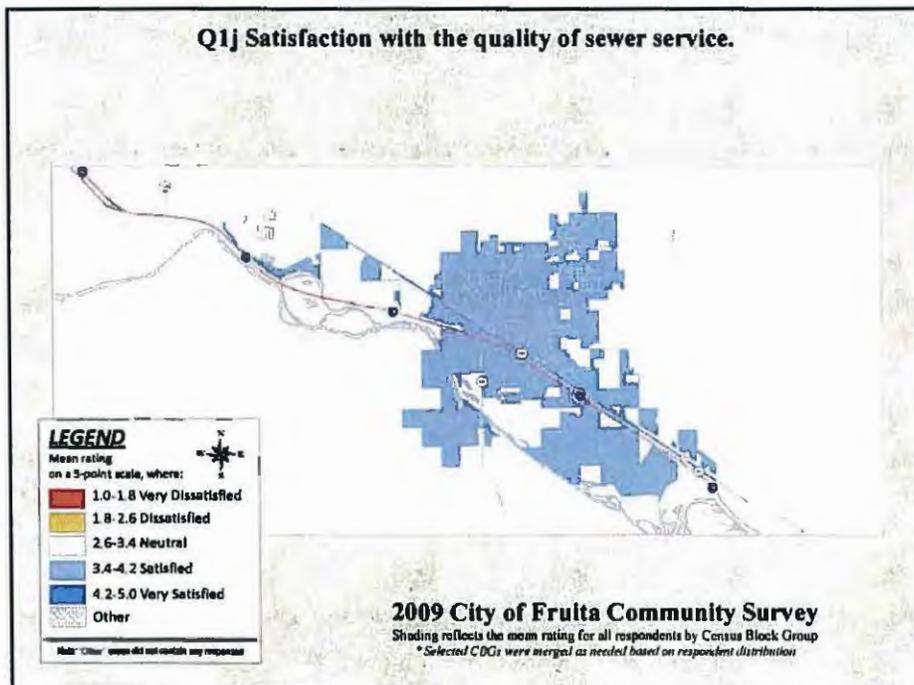
Note: "Other" areas did not contain any responses

**2009 City of Fruita Community Survey**  
 Shading reflects the mean rating for all respondents by Census Block Group  
 \* Selected CDGs were merged as needed based on respondent distribution

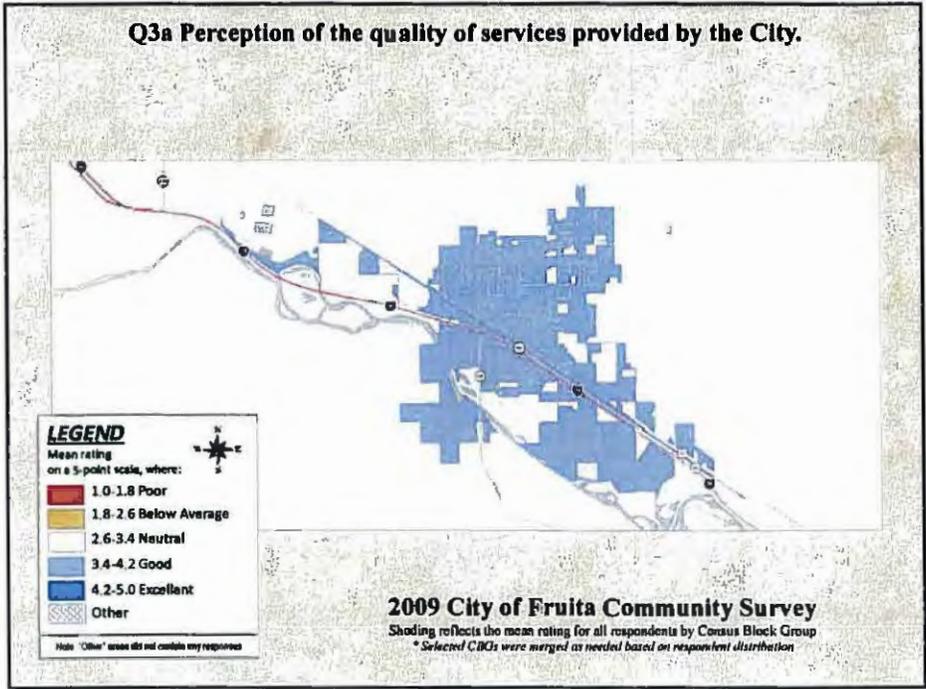
### Q1i Satisfaction with the flow of traffic and congestion management.



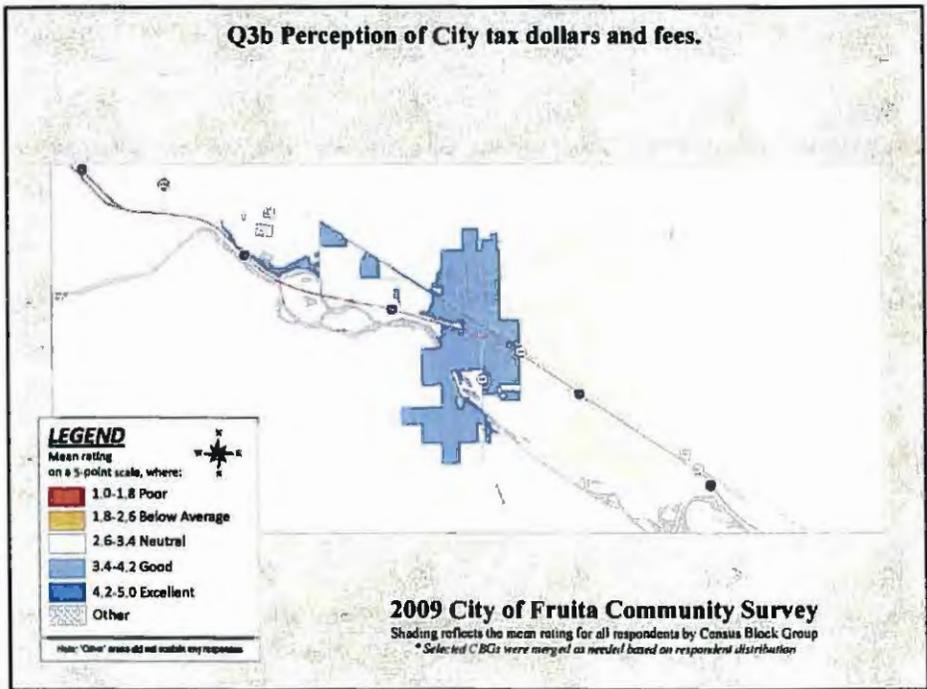
### Q1j Satisfaction with the quality of sewer service.



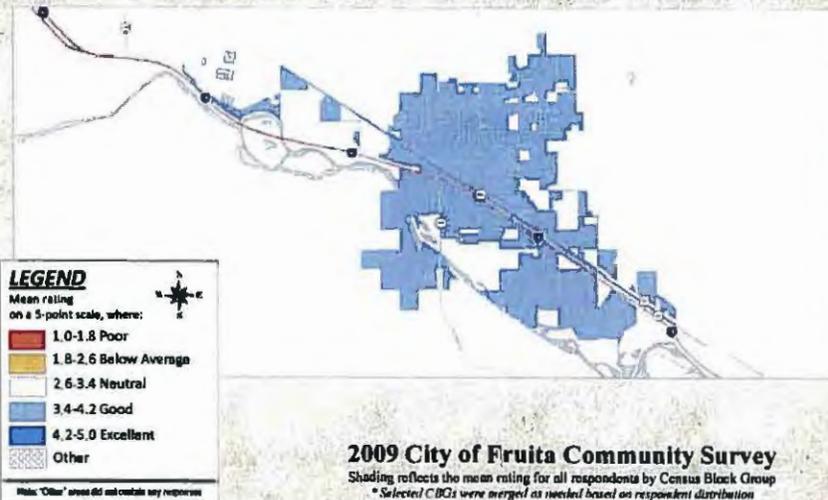
**Q3a Perception of the quality of services provided by the City.**



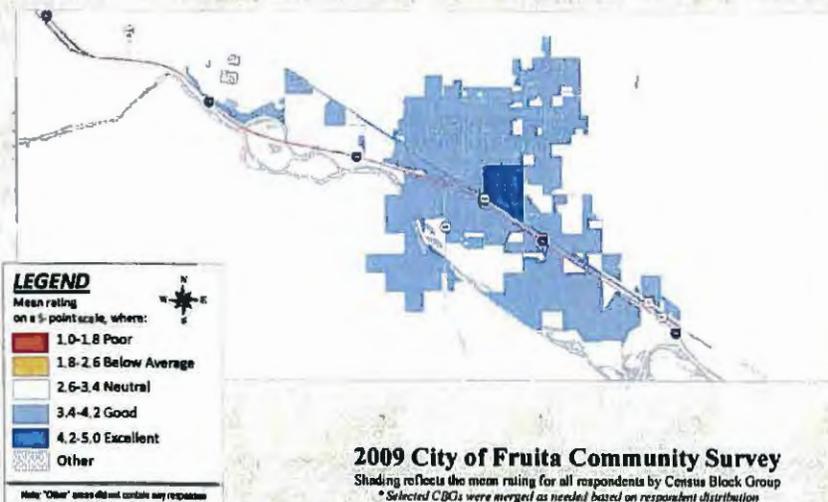
**Q3b Perception of City tax dollars and fees.**



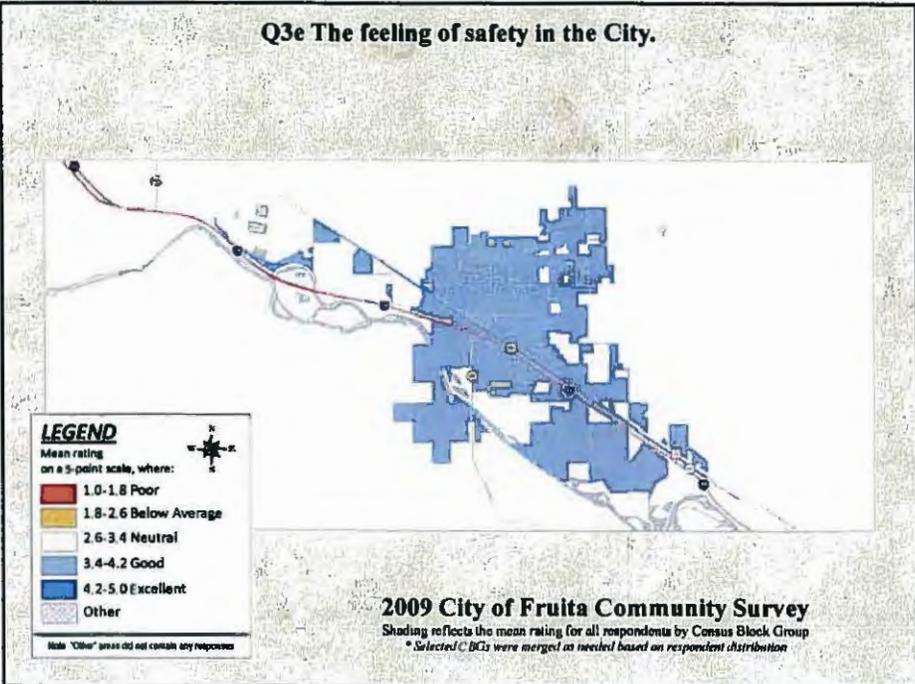
### Q3c Perception of overall image of the City.



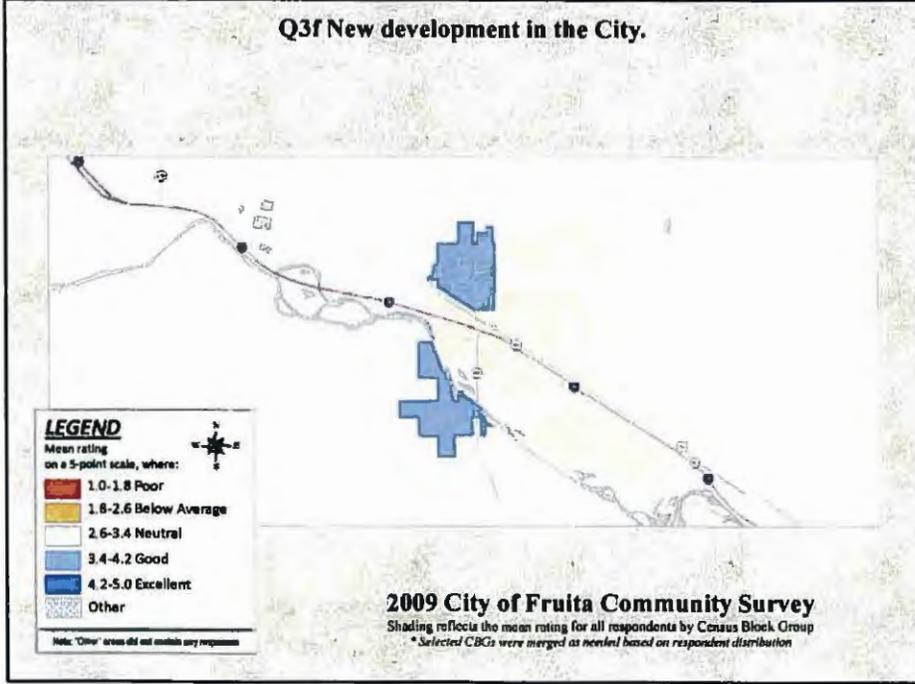
### Q3d Perception of the quality of life in the City.



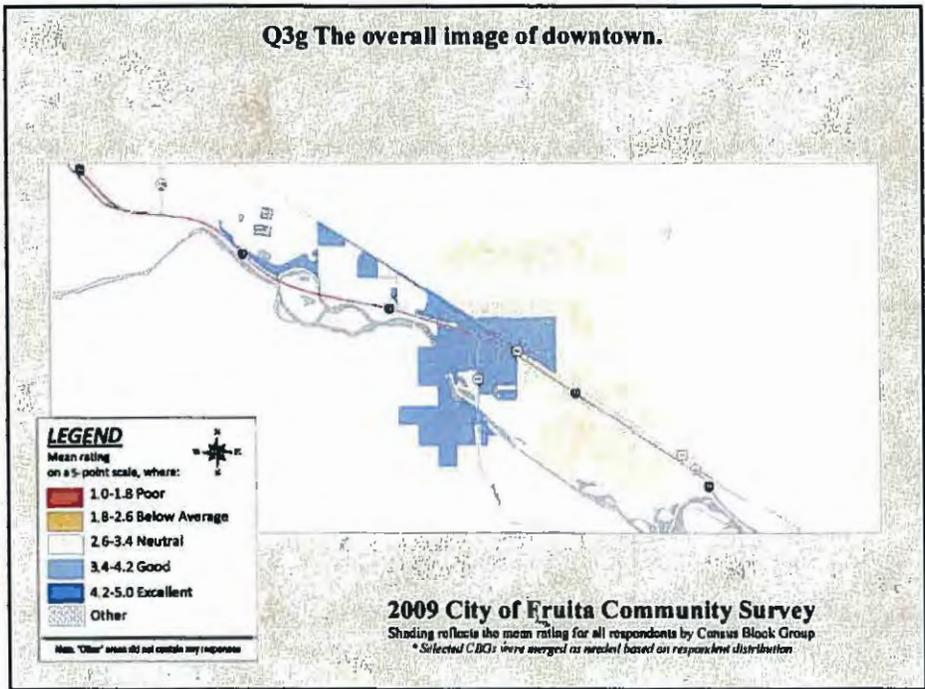
**Q3e The feeling of safety in the City.**



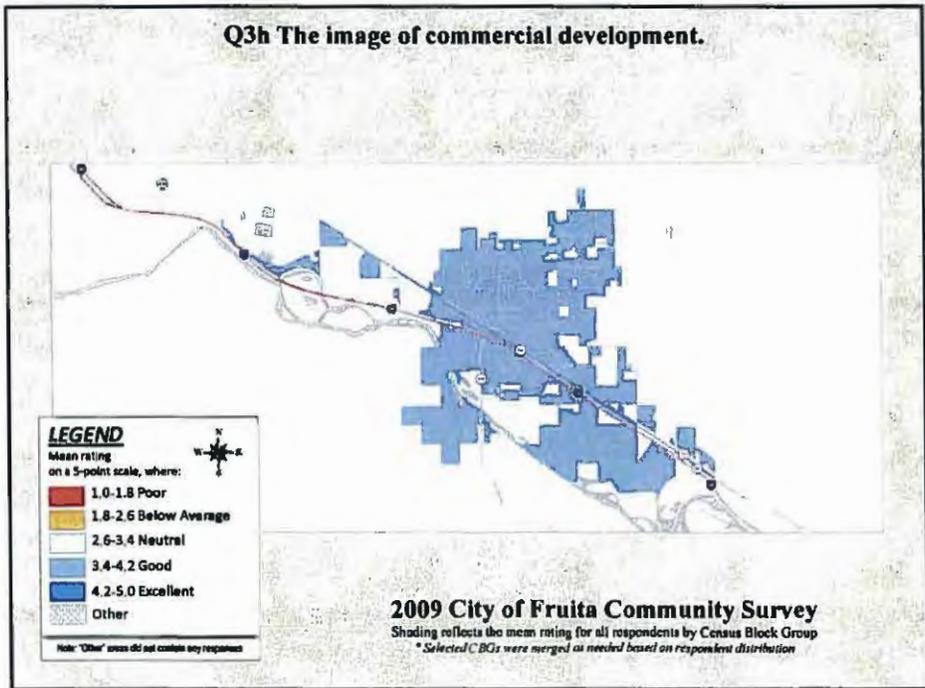
**Q3f New development in the City.**



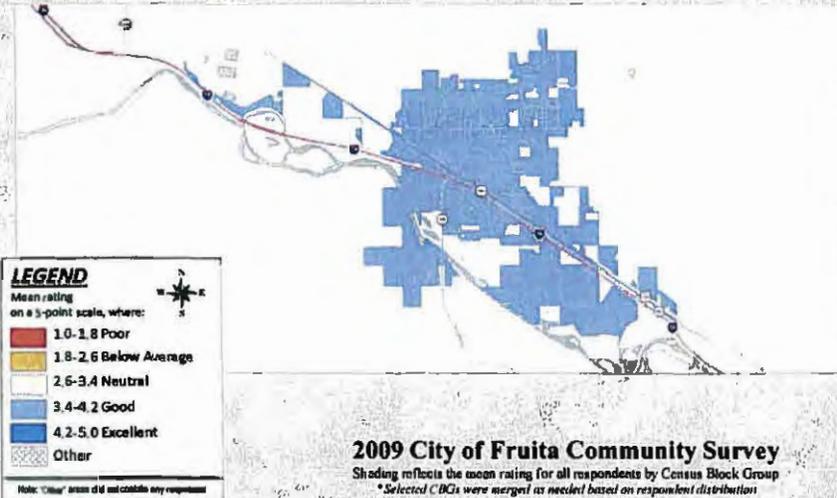
**Q3g The overall image of downtown.**



**Q3h The image of commercial development.**



**Q3i The overall appearance of the City.**



**Q3j The overall appearance of business signs.**



**Q4a Satisfaction with the quality of local police protection.**



**LEGEND**  
Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

**2009 City of Fruita Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group  
\* Selected C.B.G.s were merged as needed based on respondent distribution

**Q4b Satisfaction with the visibility of police in neighborhoods.**



**LEGEND**  
Mean rating  
on a 5-point scale, where:

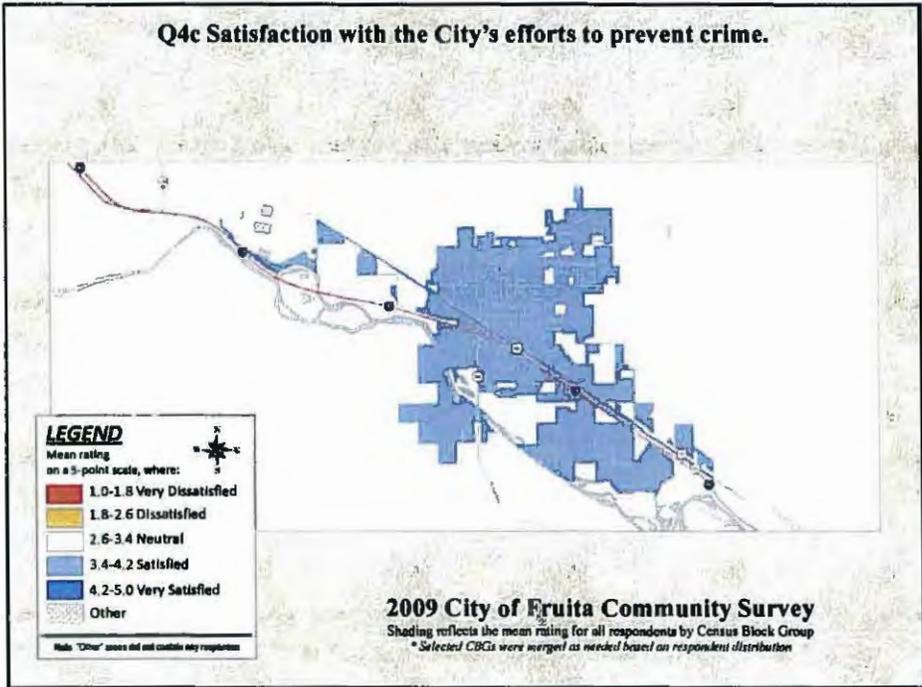
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

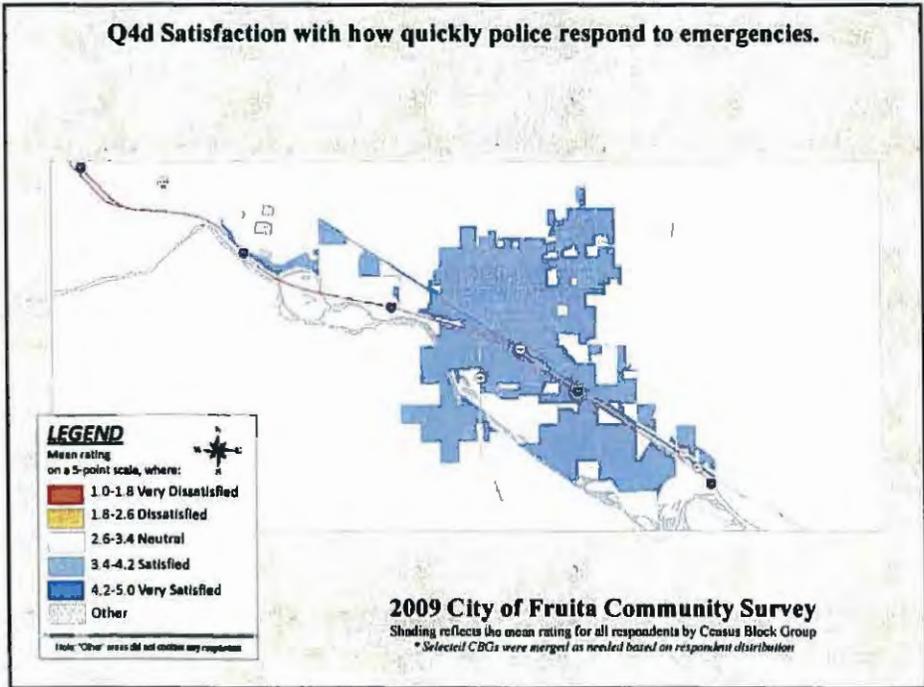
**2009 City of Fruita Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group  
\* Selected C.B.G.s were merged as needed based on respondent distribution

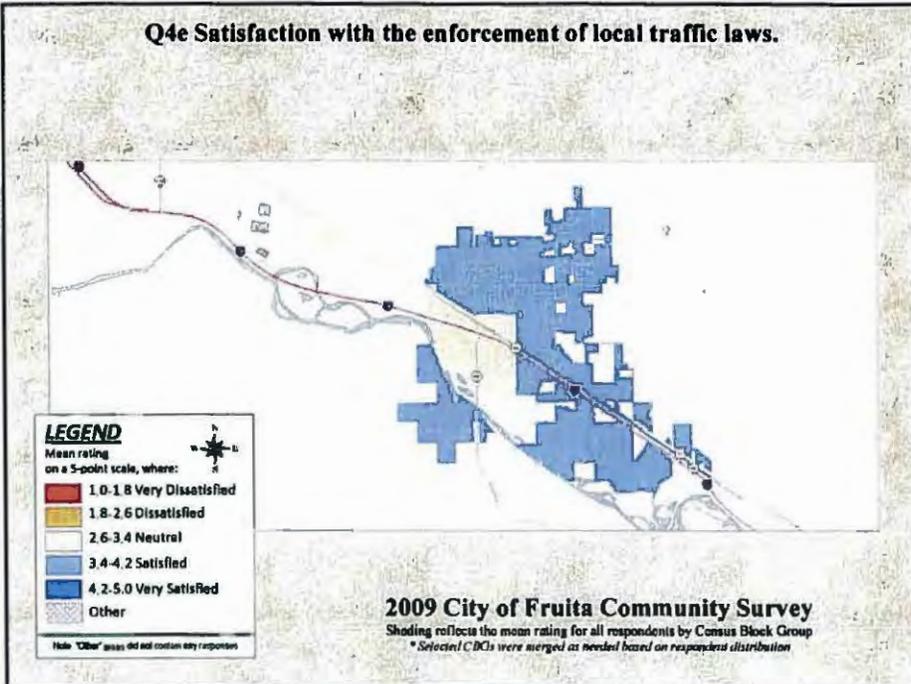
**Q4c Satisfaction with the City's efforts to prevent crime.**



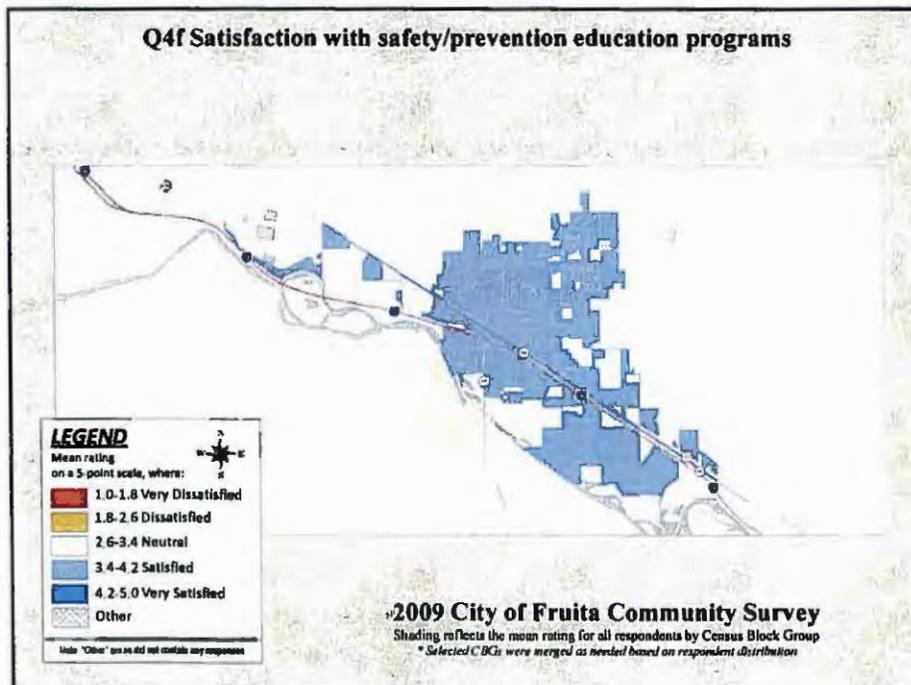
**Q4d Satisfaction with how quickly police respond to emergencies.**



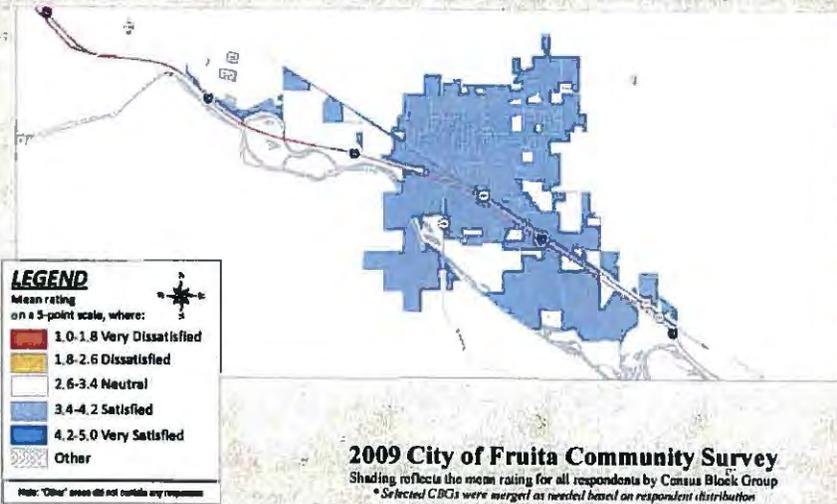
**Q4e Satisfaction with the enforcement of local traffic laws.**



**Q4f Satisfaction with safety/prevention education programs**



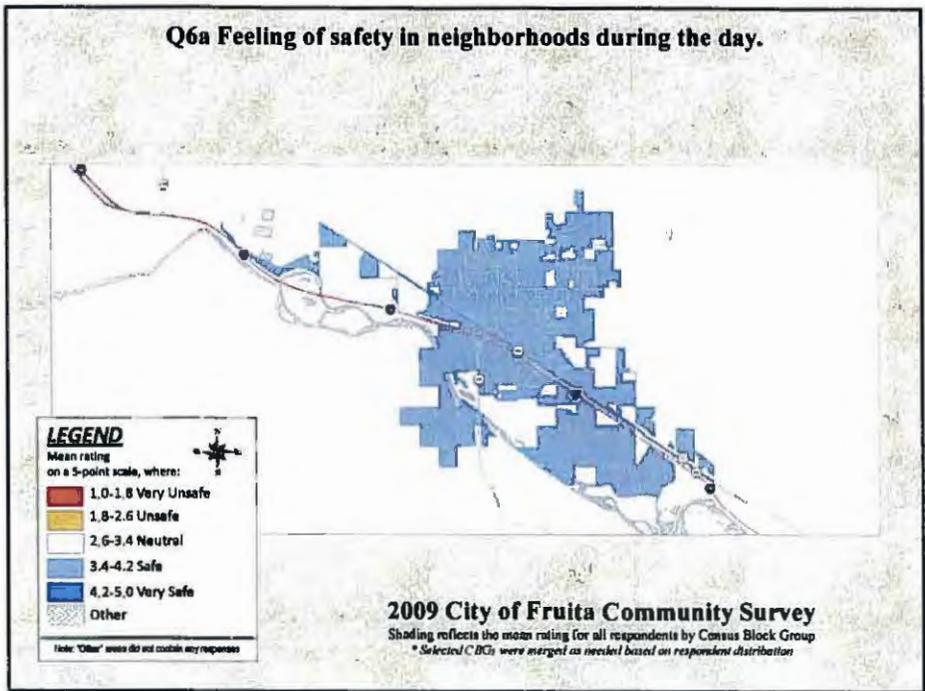
**Q4g Satisfaction with the overall quality of local fire protection.**



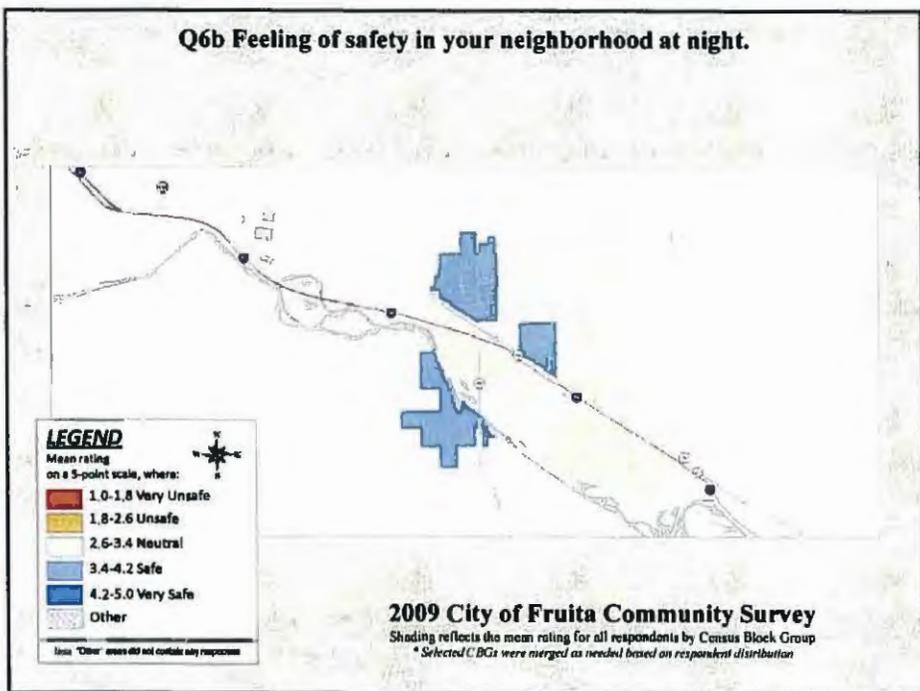
**Q4h Satisfaction with pedestrian safety and crosswalks.**



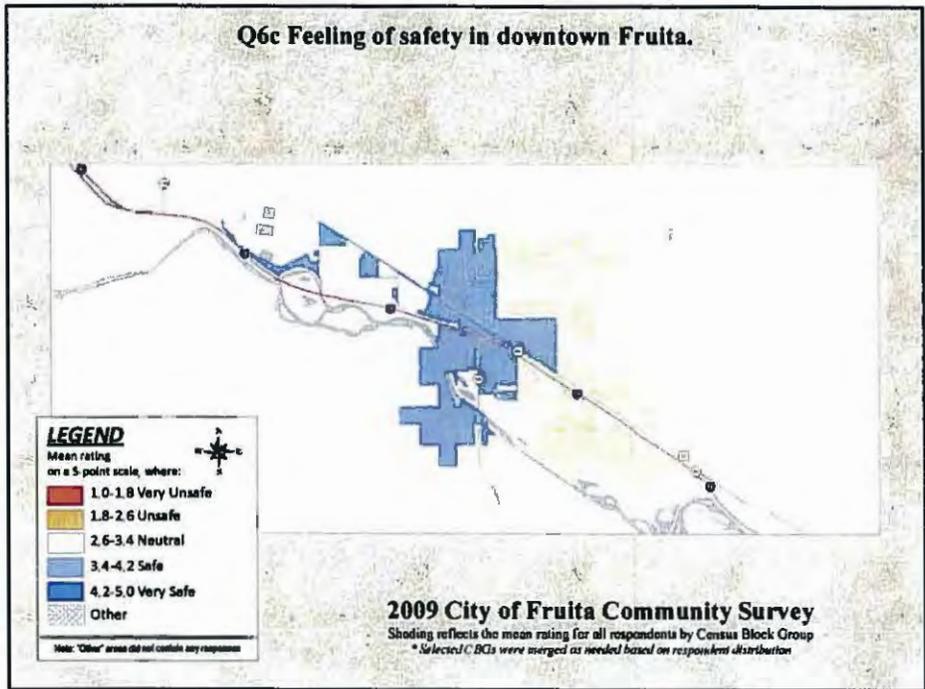
**Q6a Feeling of safety in neighborhoods during the day.**



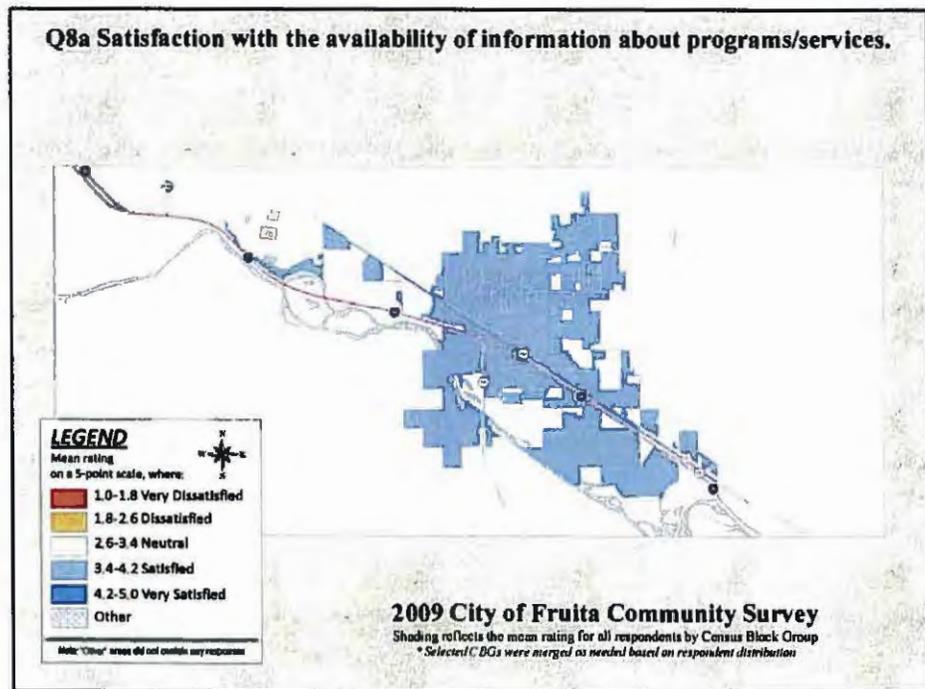
**Q6b Feeling of safety in your neighborhood at night.**



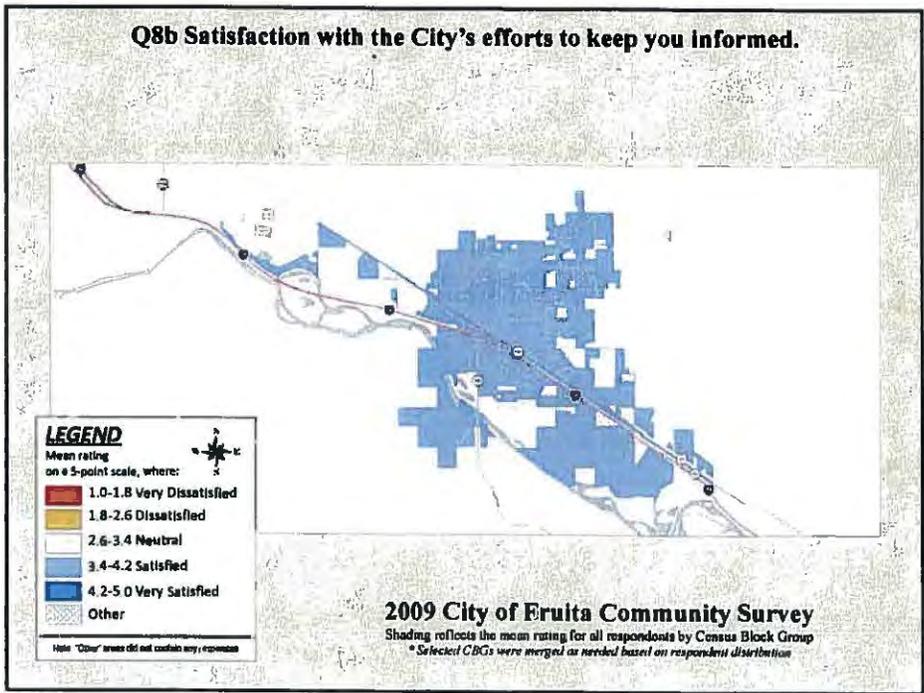
**Q6c Feeling of safety in downtown Fruita.**



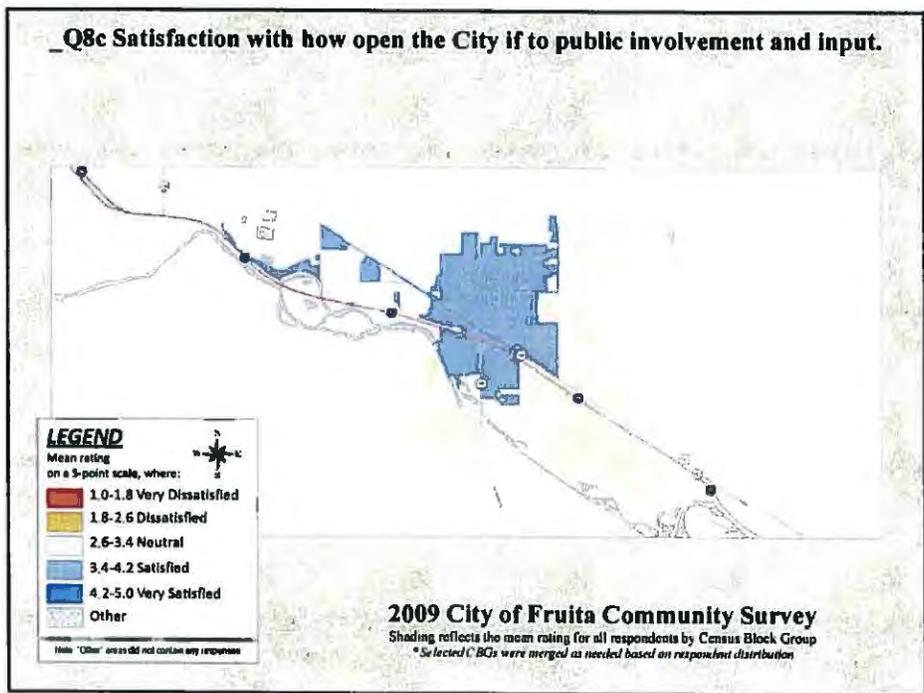
**Q8a Satisfaction with the availability of information about programs/services.**



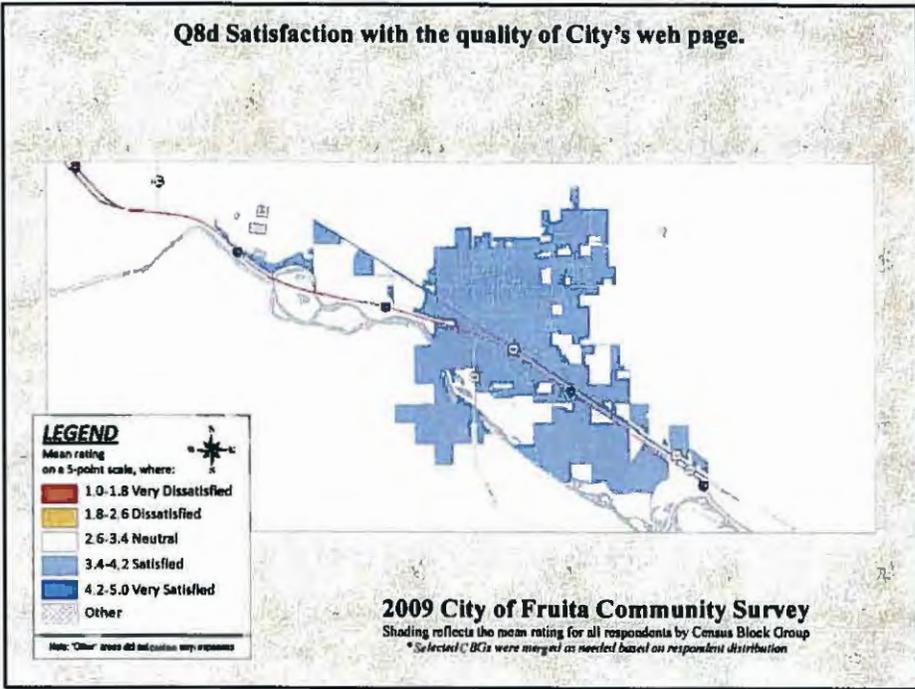
**Q8b Satisfaction with the City's efforts to keep you informed.**



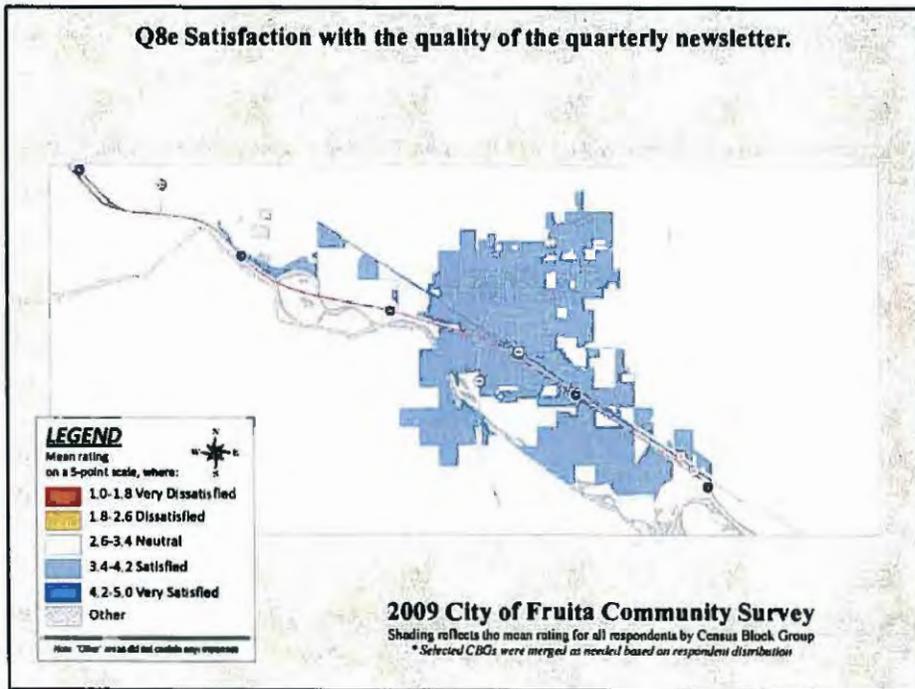
**Q8c Satisfaction with how open the City is to public involvement and input.**



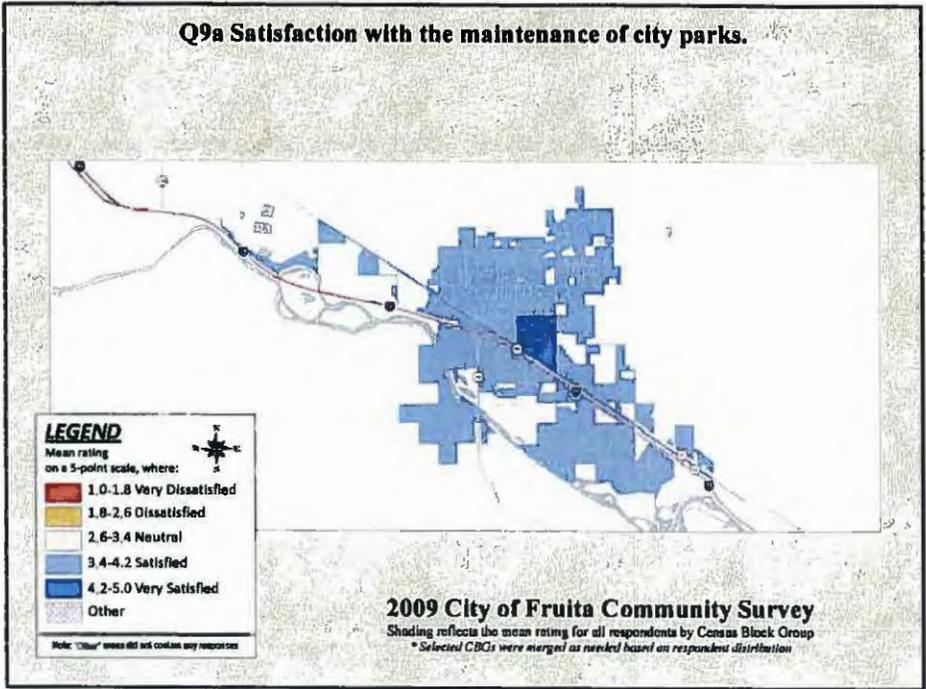
**Q8d Satisfaction with the quality of City's web page.**



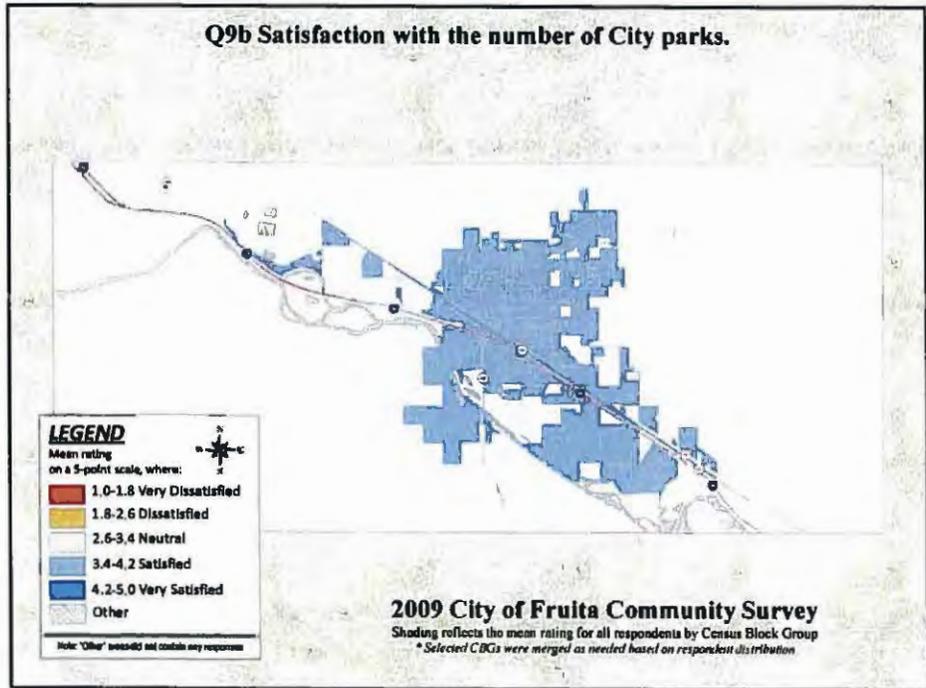
**Q8e Satisfaction with the quality of the quarterly newsletter.**



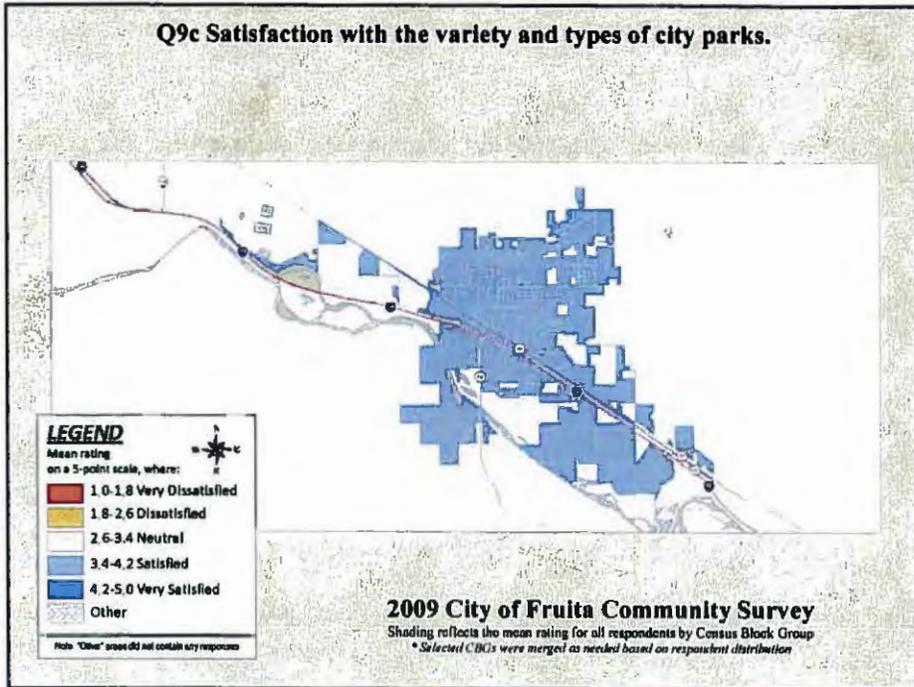
**Q9a Satisfaction with the maintenance of city parks.**



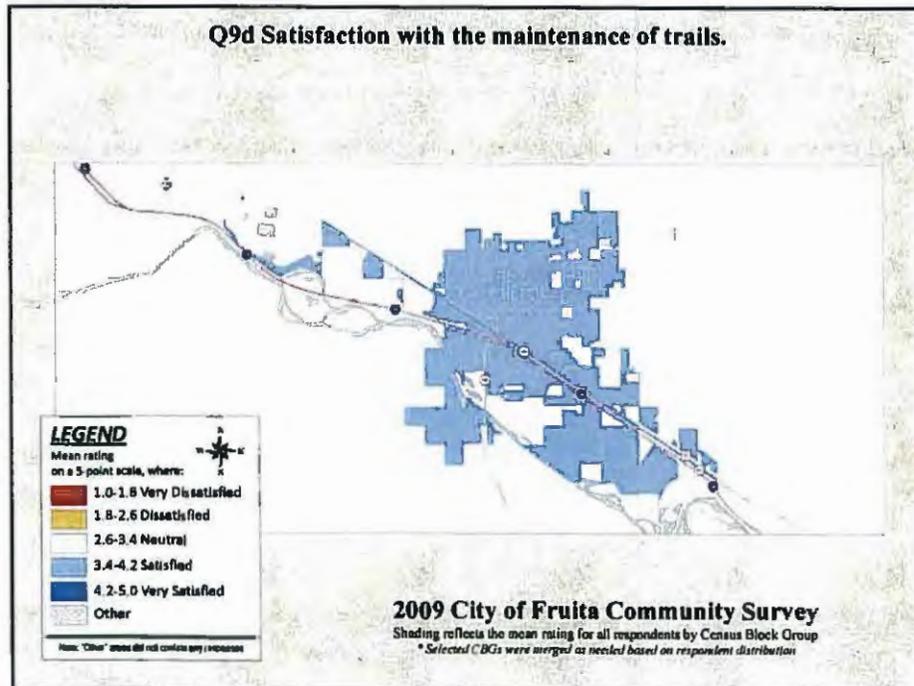
**Q9b Satisfaction with the number of City parks.**



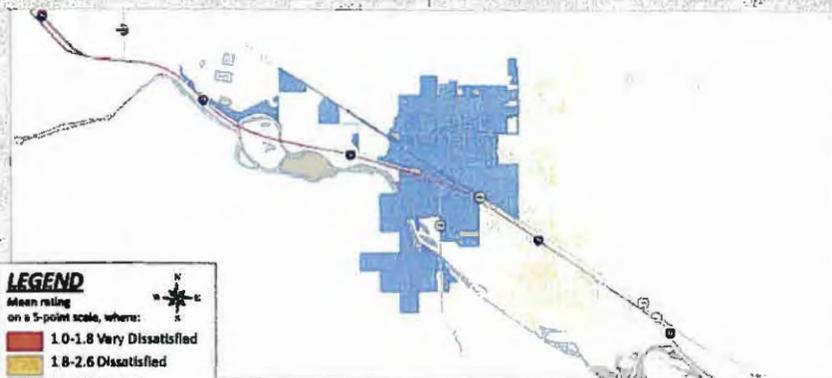
**Q9c Satisfaction with the variety and types of city parks.**



**Q9d Satisfaction with the maintenance of trails.**



**Q9e Satisfaction with the number of walking and biking trails.**



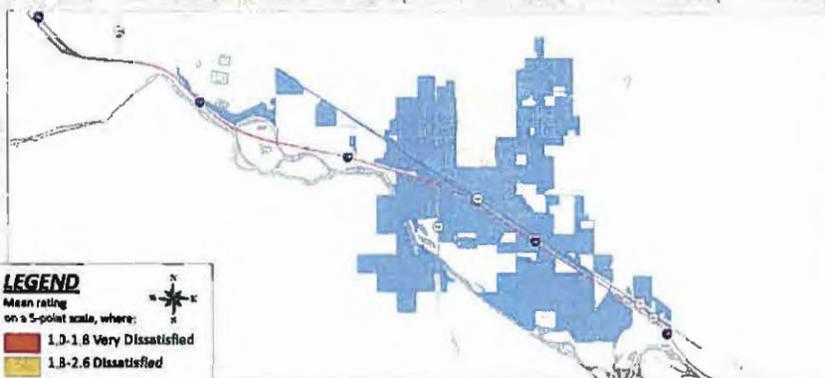
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

**2009 City of Fruita Community Survey**  
 Shading reflects the mean rating for all respondents by Census Block Group  
 \* Selected C.B.G.s were merged as needed based on respondent distribution

**Q9f Satisfaction with recreation programs and classes.**



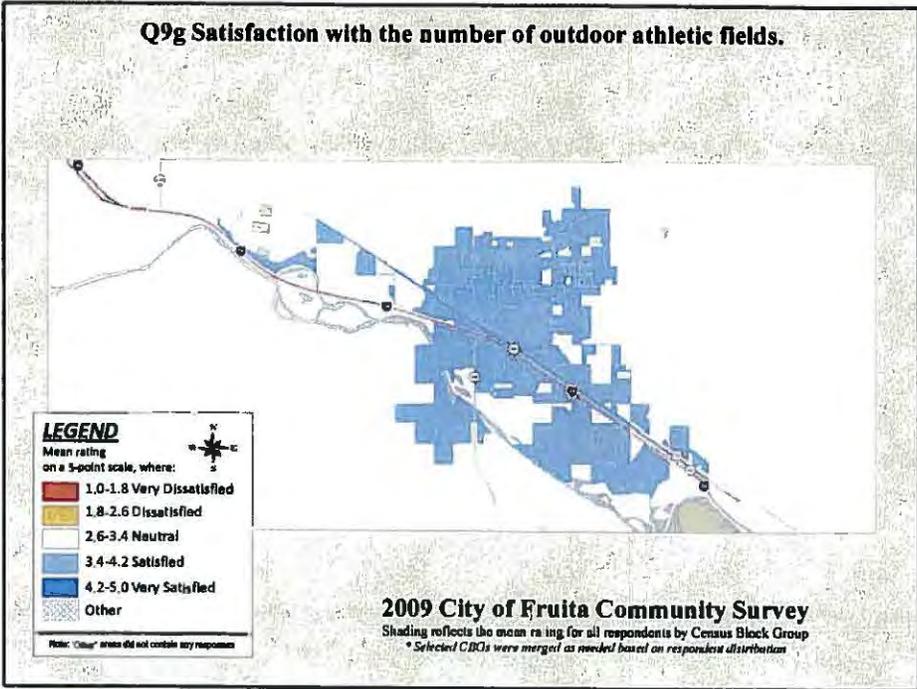
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

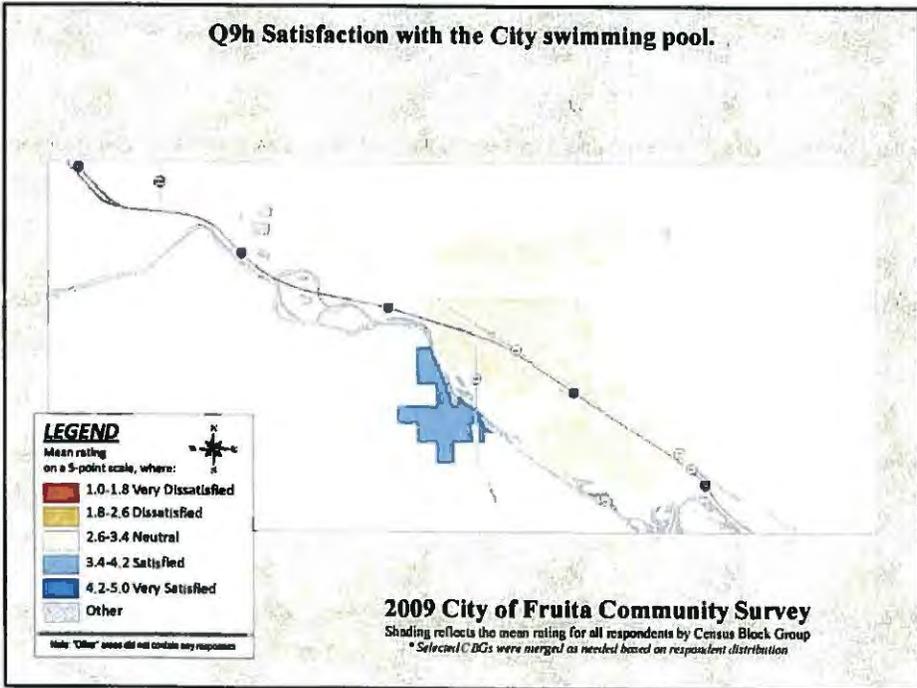
Note: "Other" areas did not contain any responses

**2009 City of Fruita Community Survey**  
 Shading reflects the mean rating for all respondents by Census Block Group  
 \* Selected C.B.G.s were merged as needed based on respondent distribution

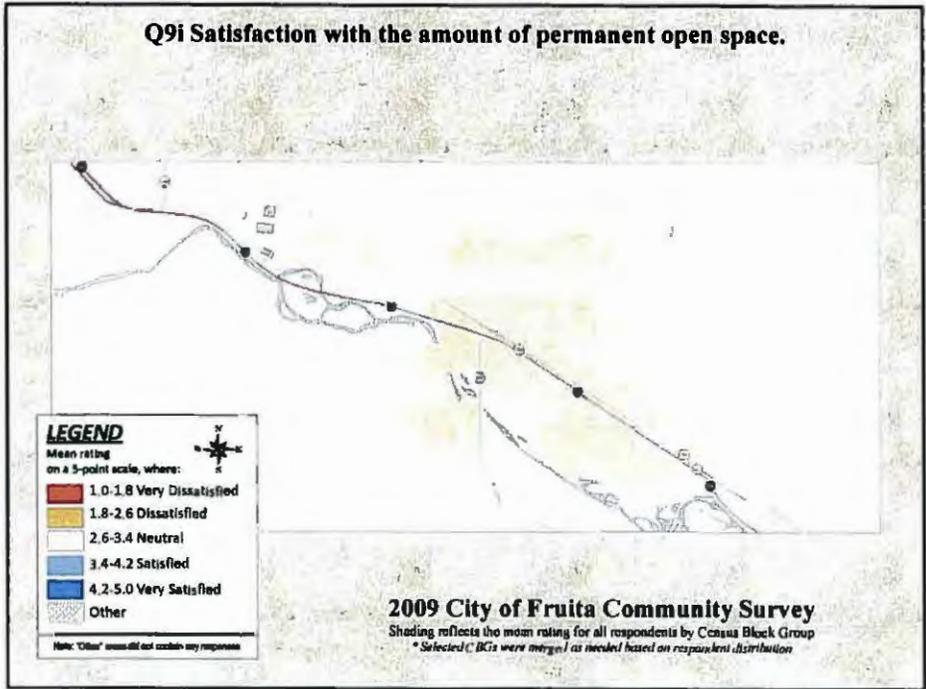
**Q9g Satisfaction with the number of outdoor athletic fields.**



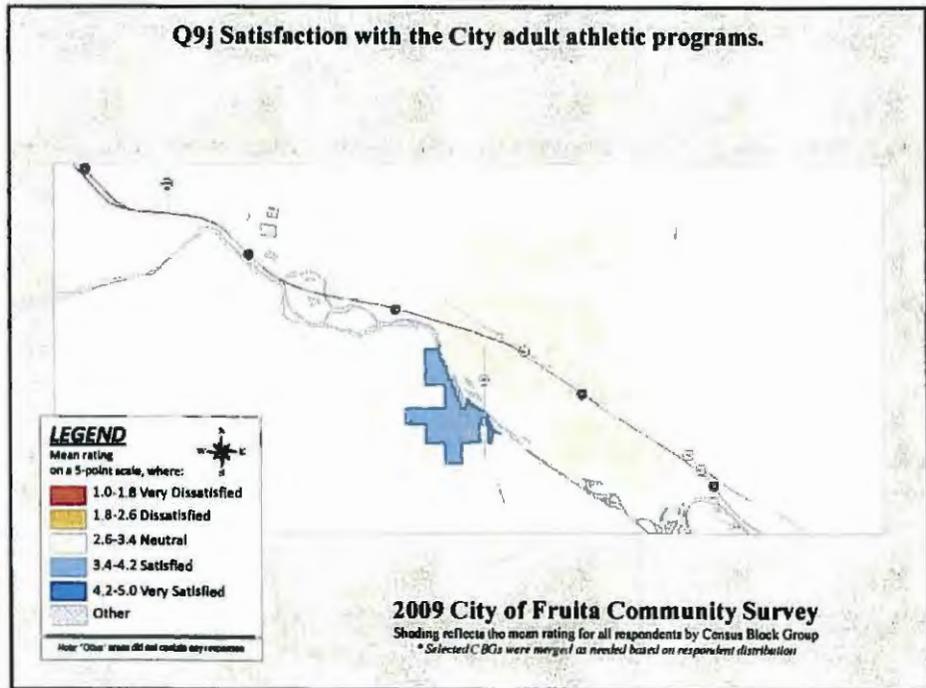
**Q9h Satisfaction with the City swimming pool.**



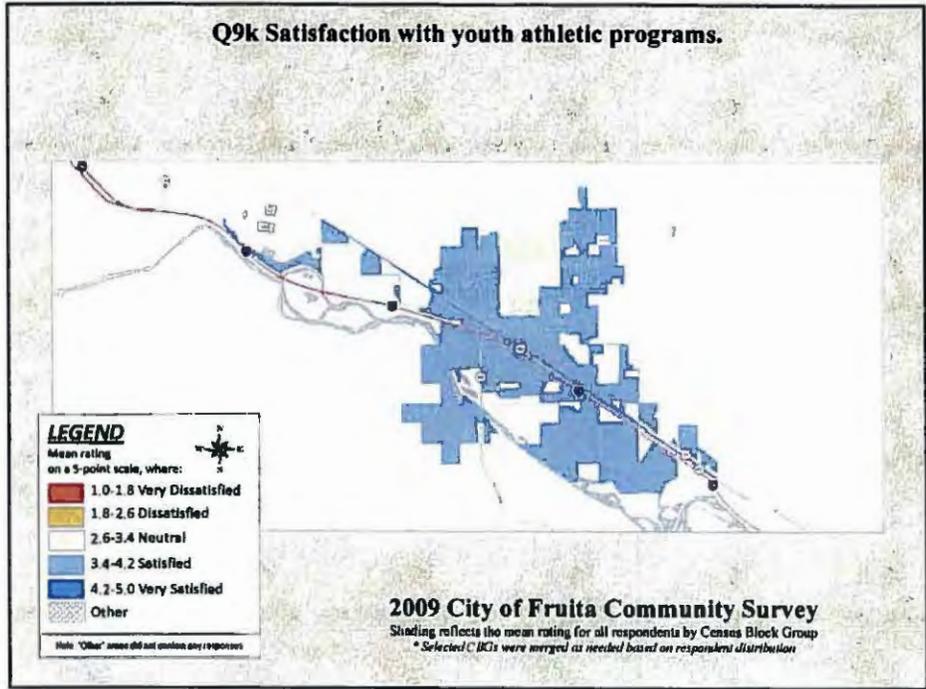
**Q9i Satisfaction with the amount of permanent open space.**



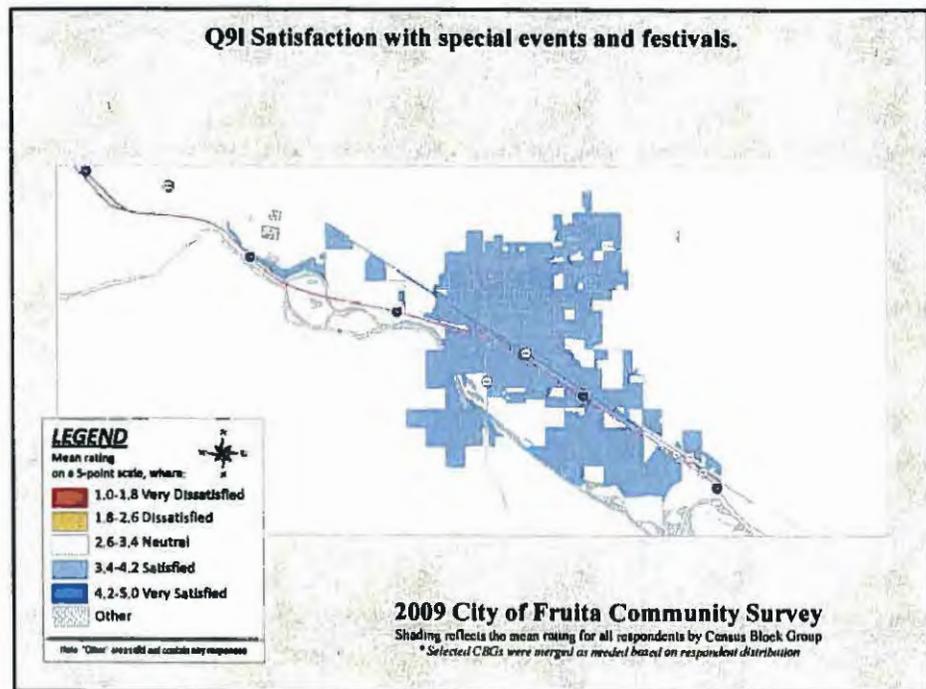
**Q9j Satisfaction with the City adult athletic programs.**



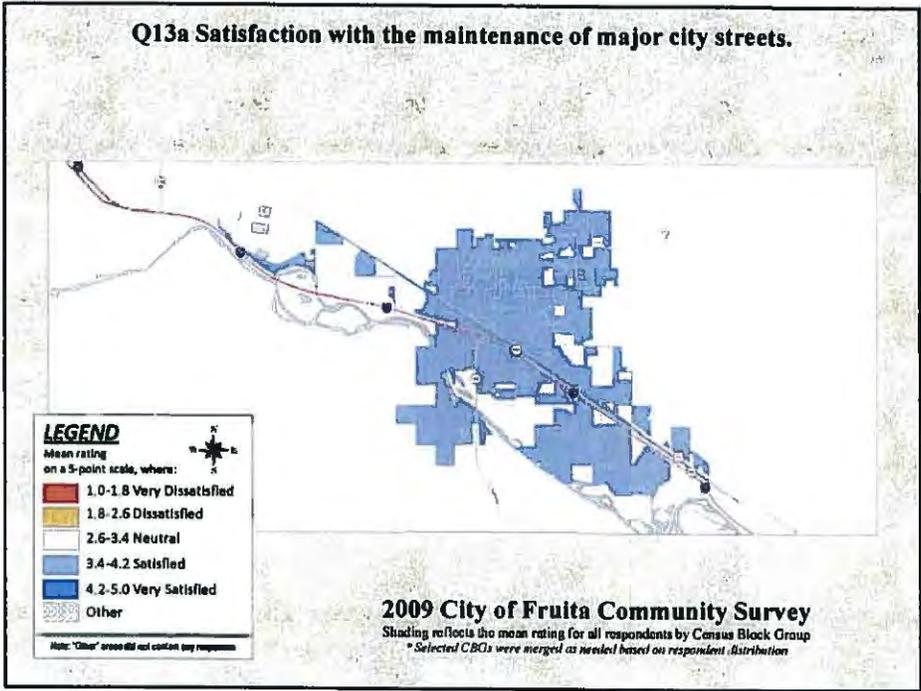
### Q9k Satisfaction with youth athletic programs.



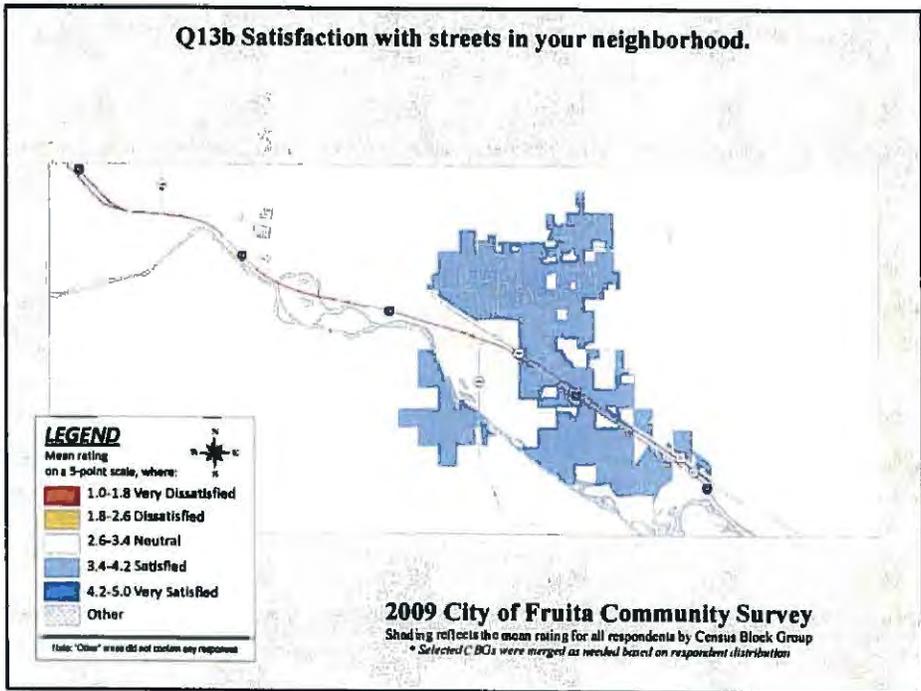
### Q9l Satisfaction with special events and festivals.



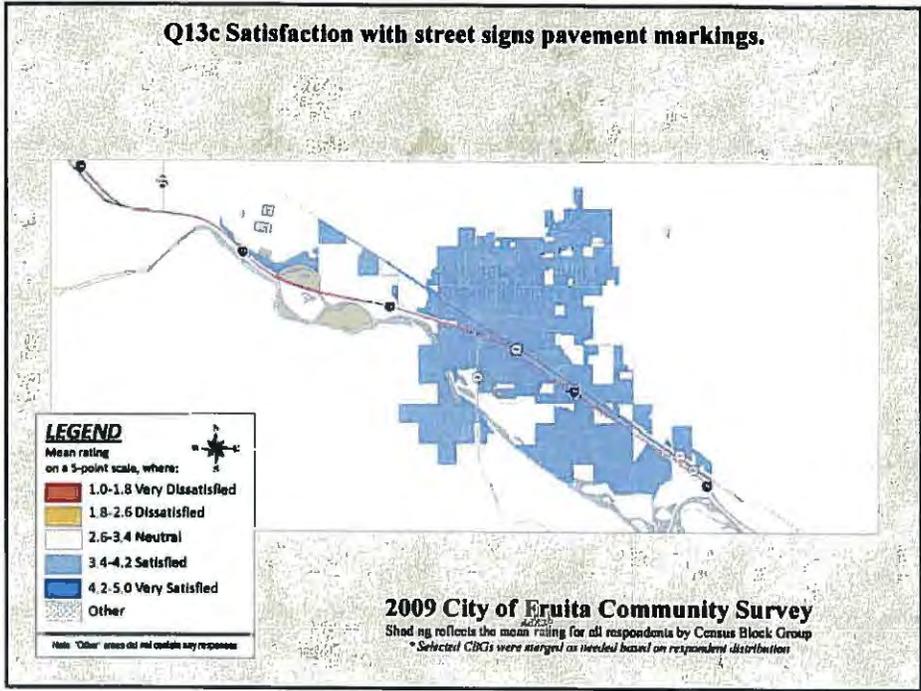
**Q13a Satisfaction with the maintenance of major city streets.**



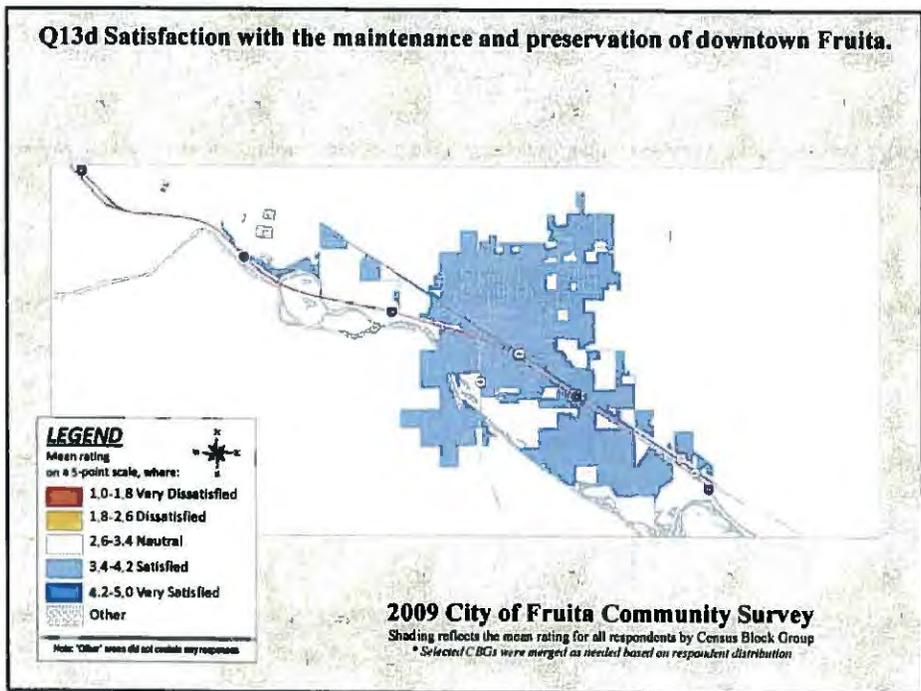
**Q13b Satisfaction with streets in your neighborhood.**



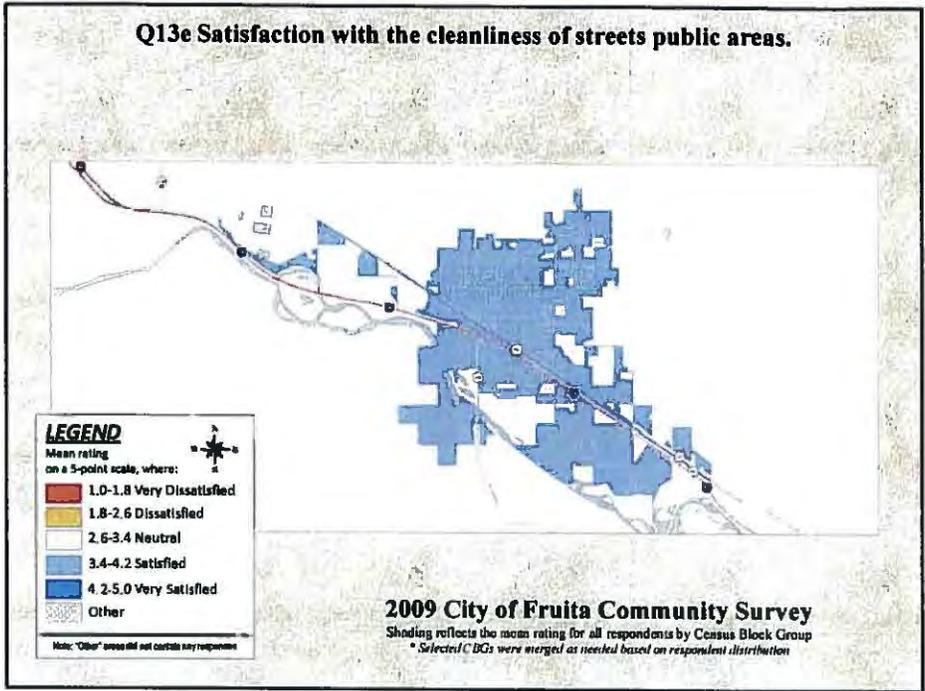
**Q13c Satisfaction with street signs pavement markings.**



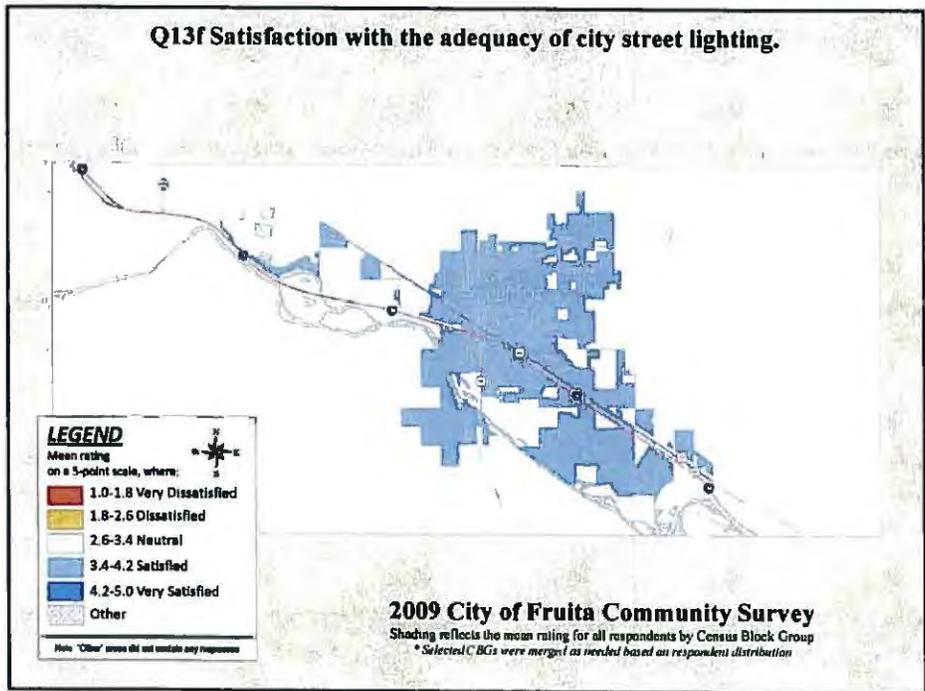
**Q13d Satisfaction with the maintenance and preservation of downtown Fruita.**



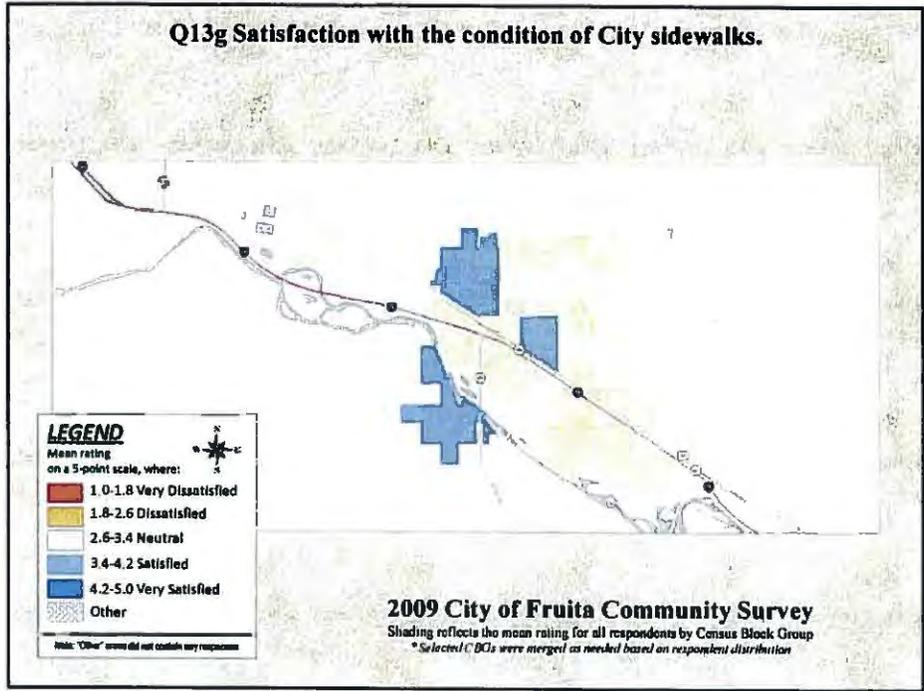
**Q13e Satisfaction with the cleanliness of streets public areas.**



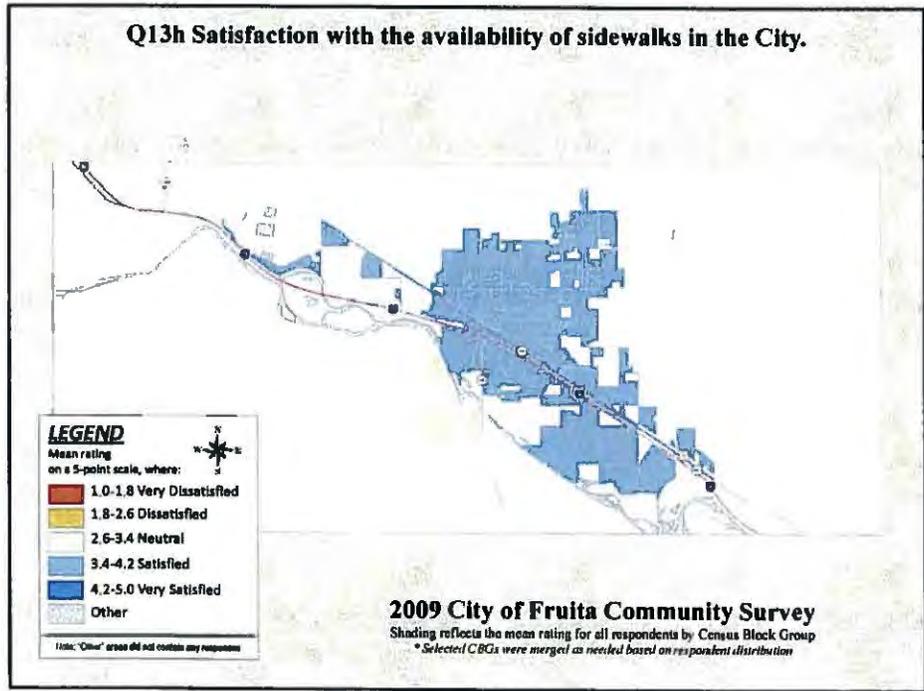
**Q13f Satisfaction with the adequacy of city street lighting.**



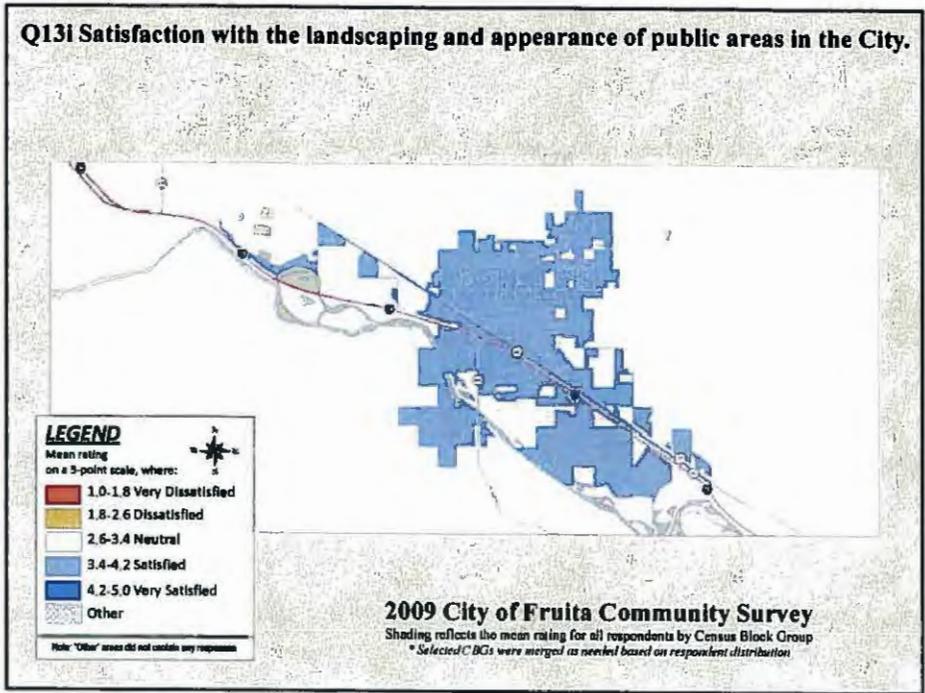
**Q13g Satisfaction with the condition of City sidewalks.**



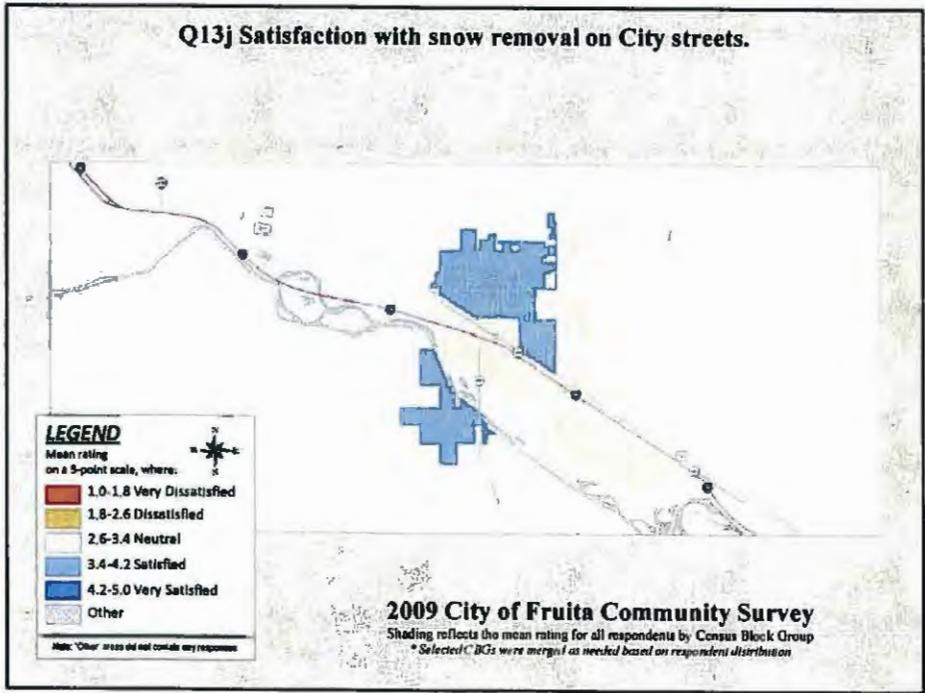
**Q13h Satisfaction with the availability of sidewalks in the City.**



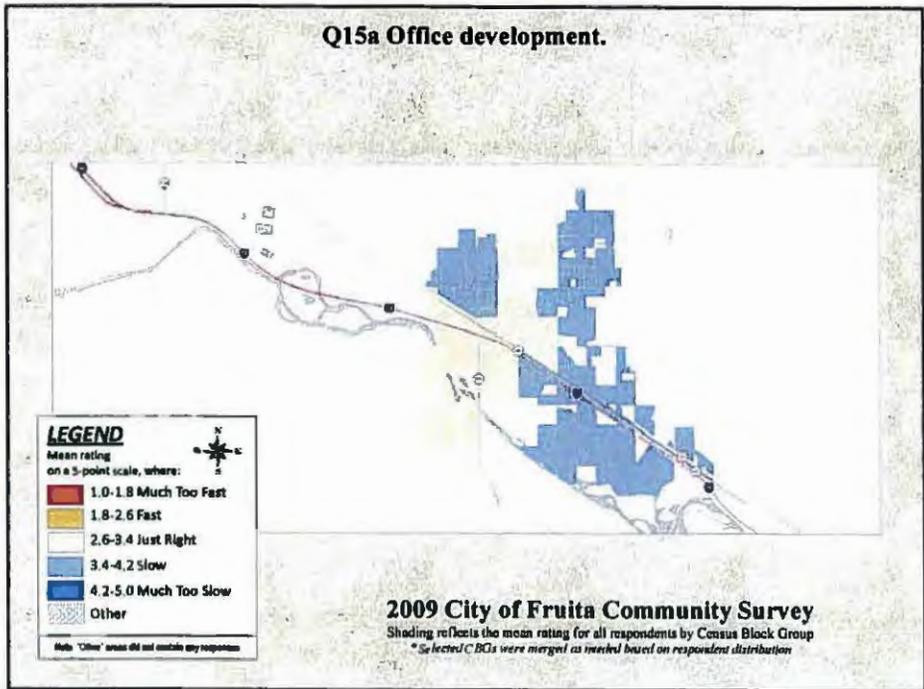
**Q13i Satisfaction with the landscaping and appearance of public areas in the City.**



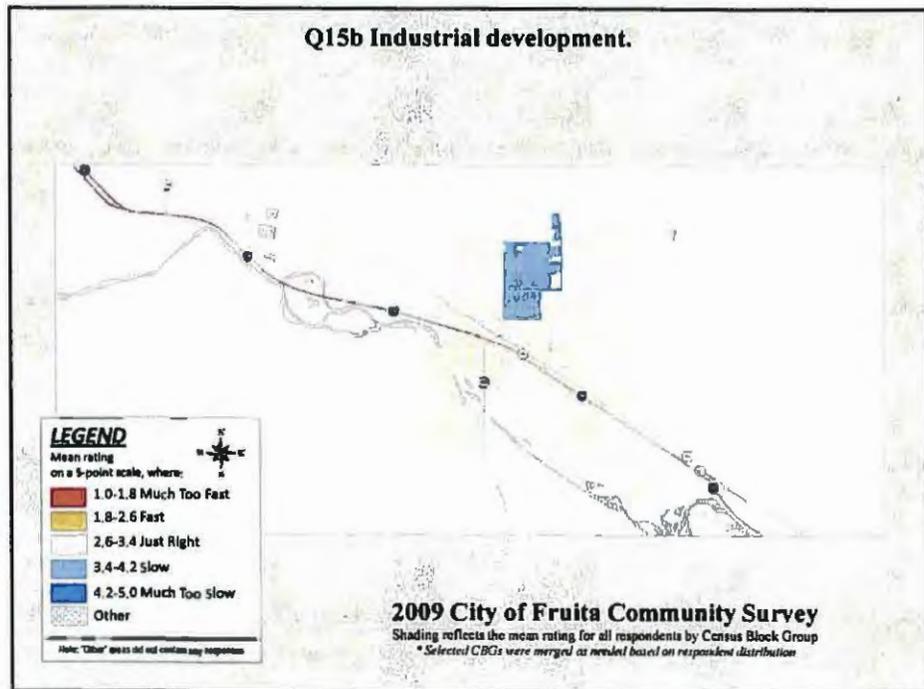
**Q13j Satisfaction with snow removal on City streets.**



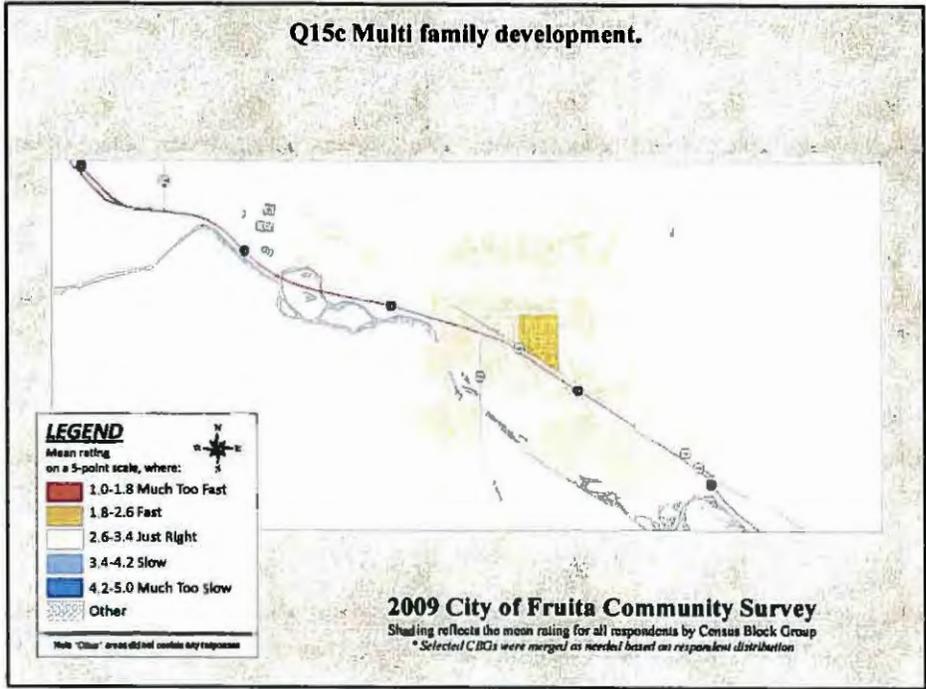
### Q15a Office development.



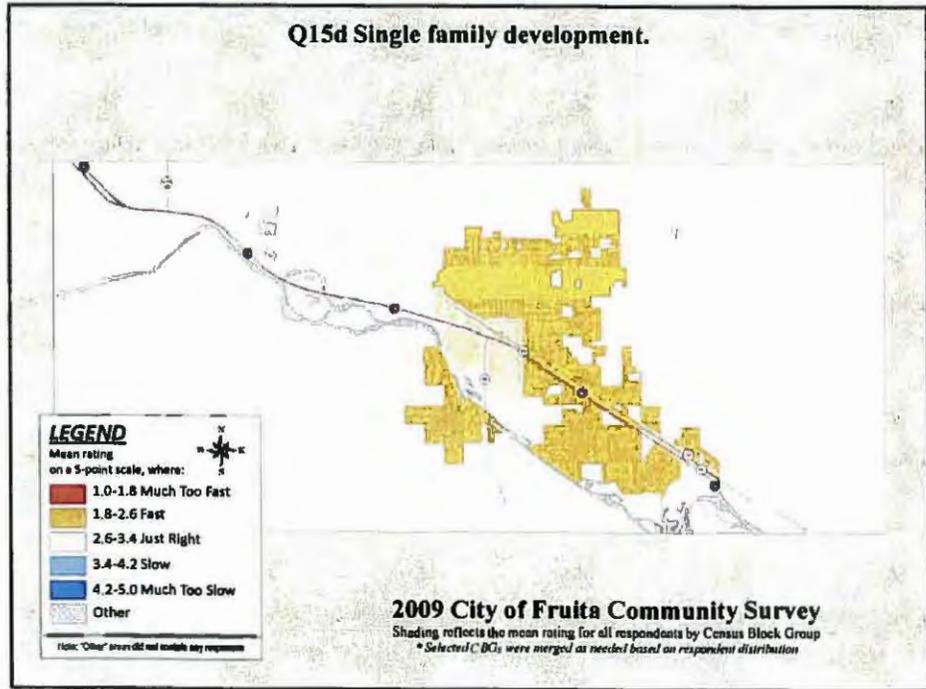
### Q15b Industrial development.



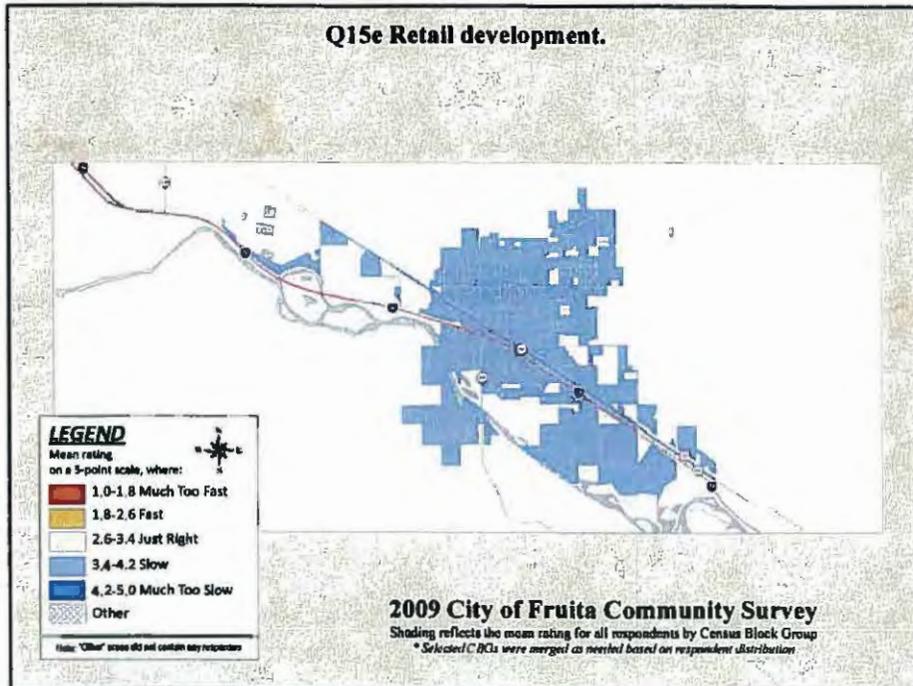
**Q15c Multi family development.**



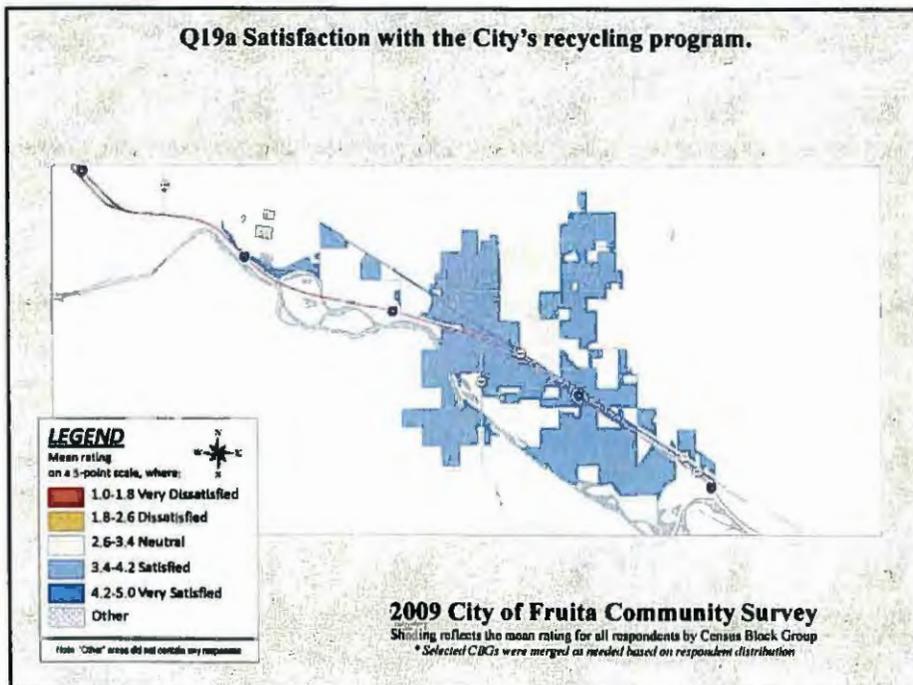
**Q15d Single family development.**

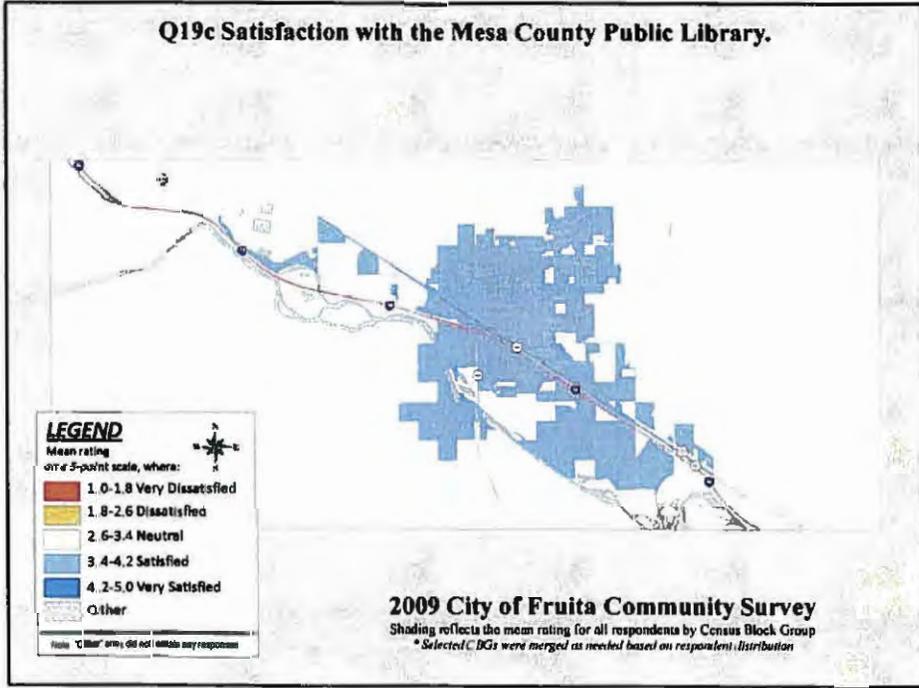
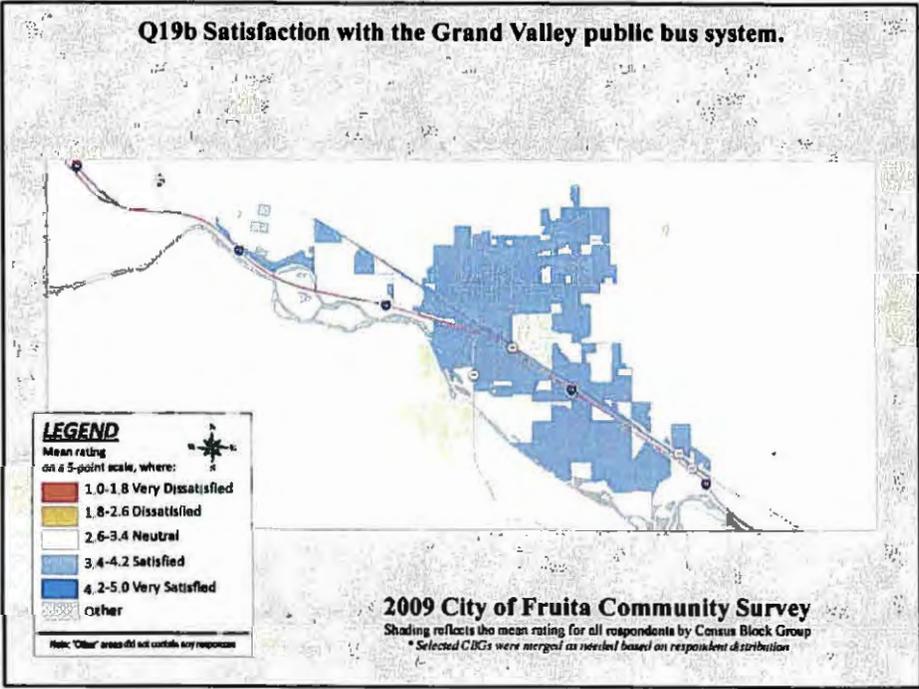


**Q15e Retail development.**

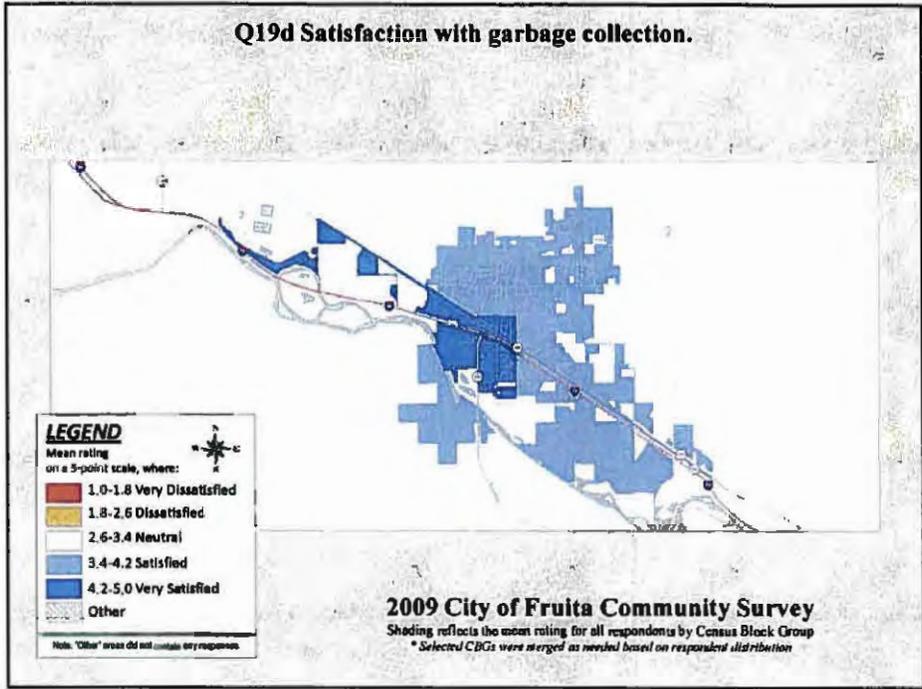


**Q19a Satisfaction with the City's recycling program.**

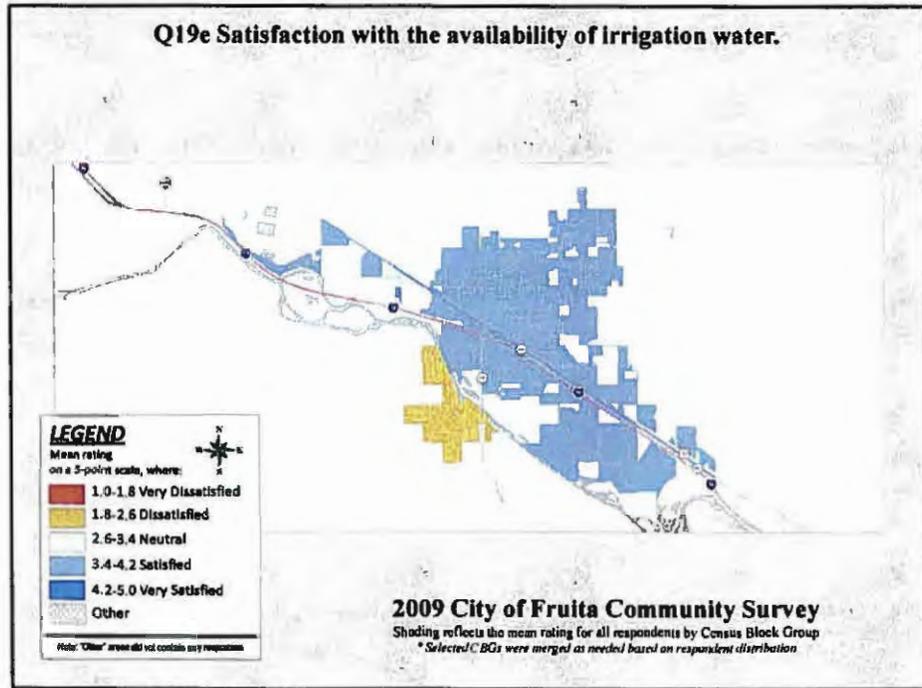


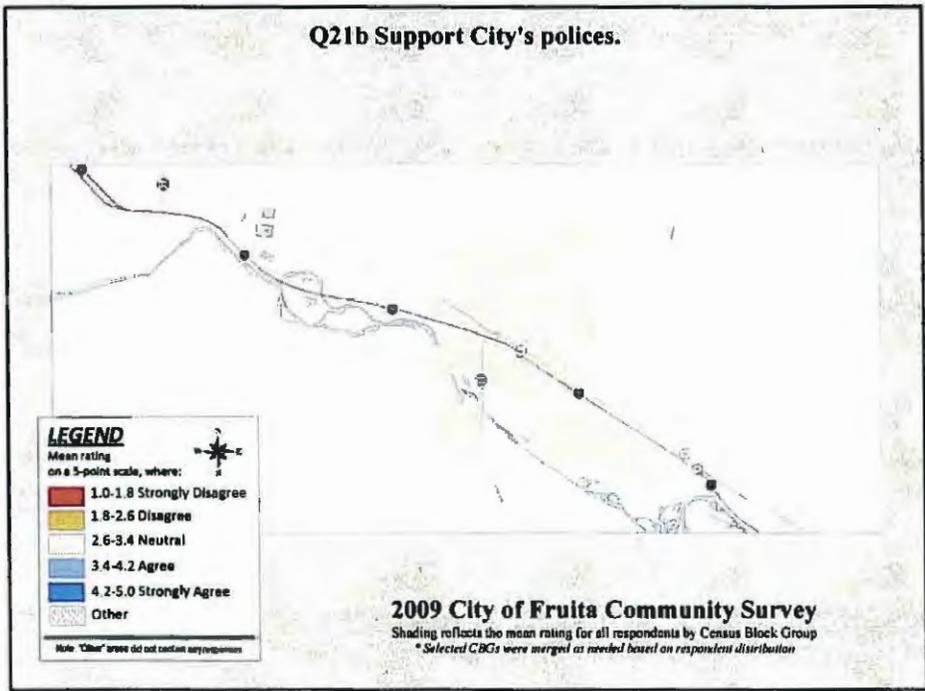
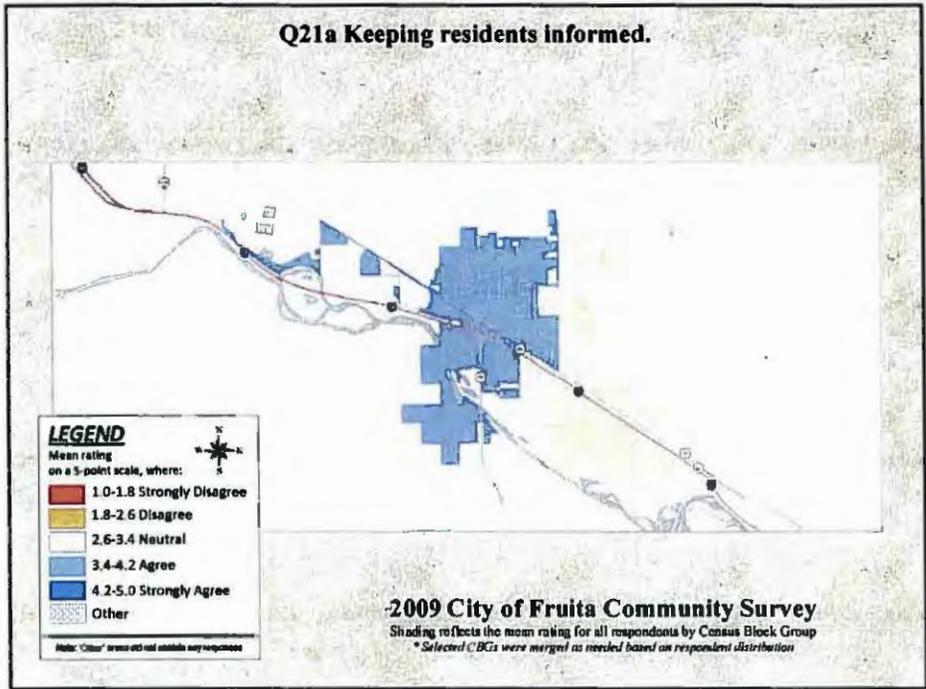


**Q19d Satisfaction with garbage collection.**

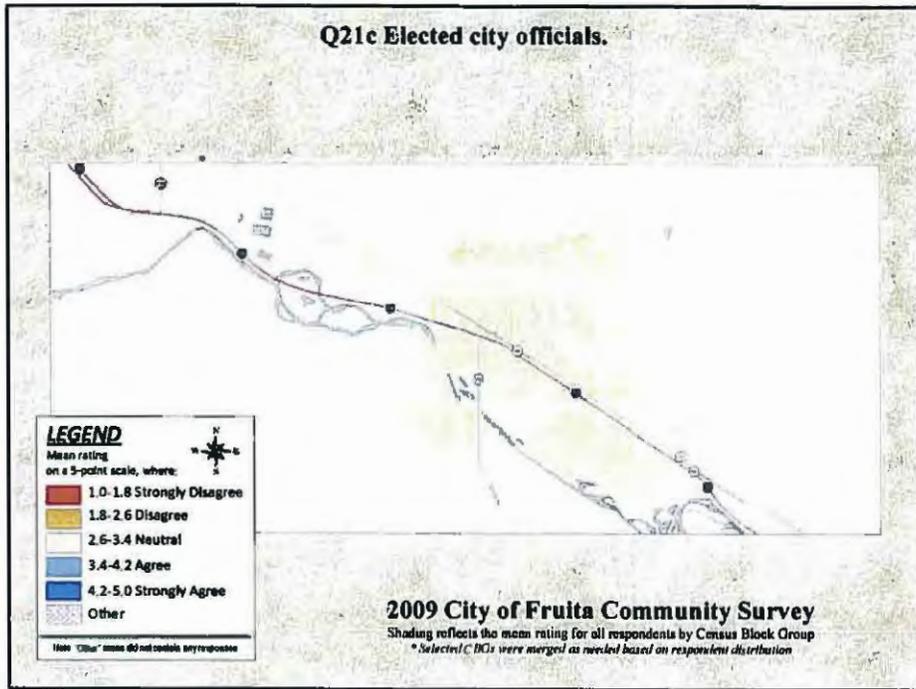


**Q19e Satisfaction with the availability of irrigation water.**

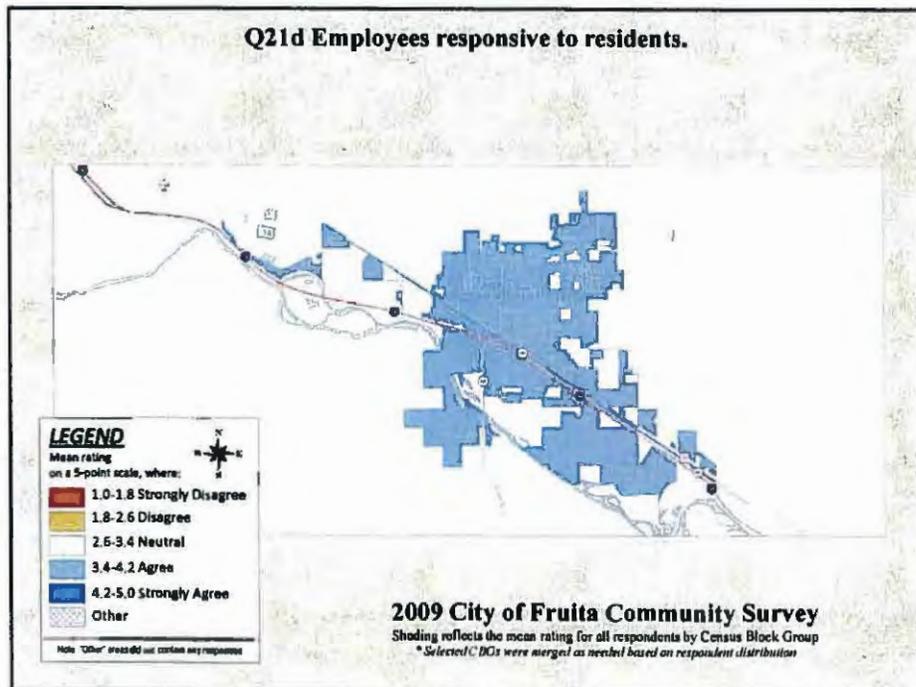




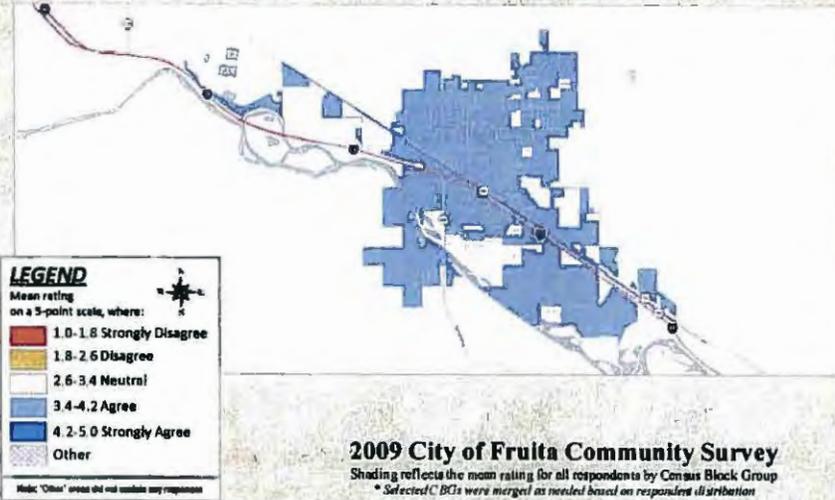
**Q21c Elected city officials.**



**Q21d Employees responsive to residents.**



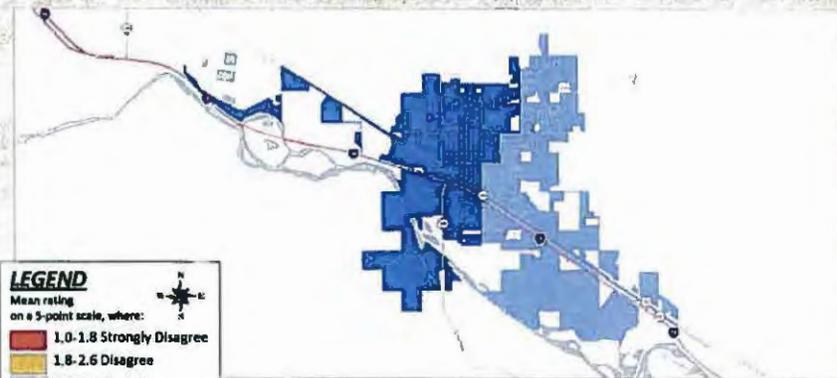
**Q21e Employees are competent.**



**Q21f Satisfied with city services.**

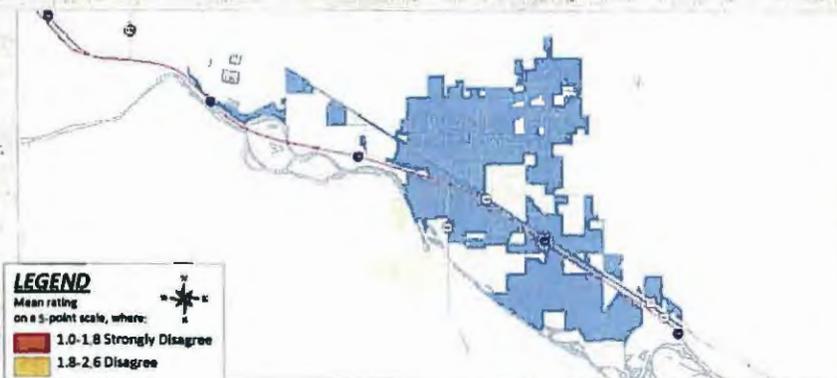


### Q21g Good place to raise a family.



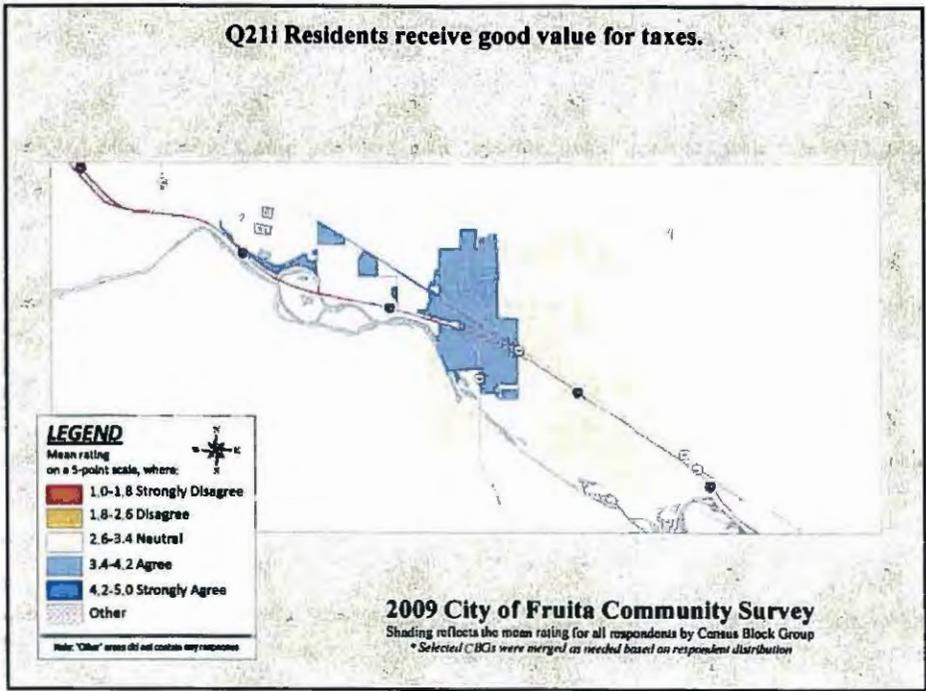
2009 City of Fruita Community Survey  
Shading reflects the mean rating for all respondents by Census Block Group  
\* Selected CBOs were merged as needed based on respondent distribution

### Q21h Direction the City is taking.

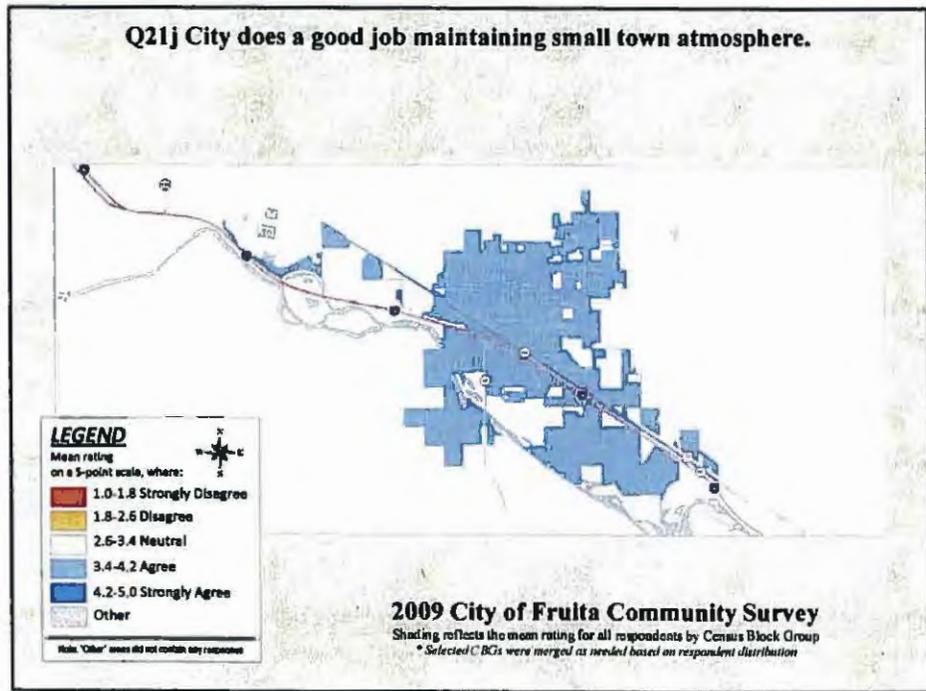


2009 City of Fruita Community Survey  
Shading reflects the mean rating for all respondents by Census Block Group  
\* Selected CBOs were merged as needed based on respondent distribution

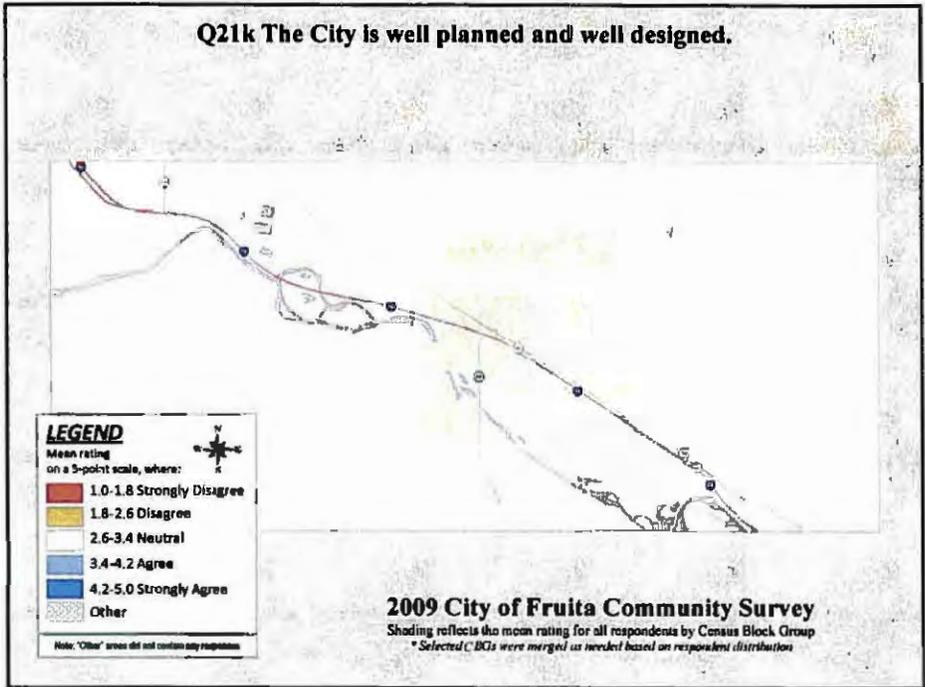
**Q21i Residents receive good value for taxes.**



**Q21j City does a good job maintaining small town atmosphere.**



**Q21k The City is well planned and well designed.**



*Section 3:*

***Benchmarking Data***

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# 2009 Fruita Community Survey

## Benchmarking Summary Report

ETC Institute's DirectionFinder program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 150 cities and counties in nearly 30 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from a national survey that was administered by ETC Institute in the Fall of 2007 to a random sample of more than 2,000 residents in the continental United States. The states included in the Mountain Region are:

- Montana
- Idaho
- Wyoming
- Colorado
- Utah
- Nevada
- Arizona
- New Mexico

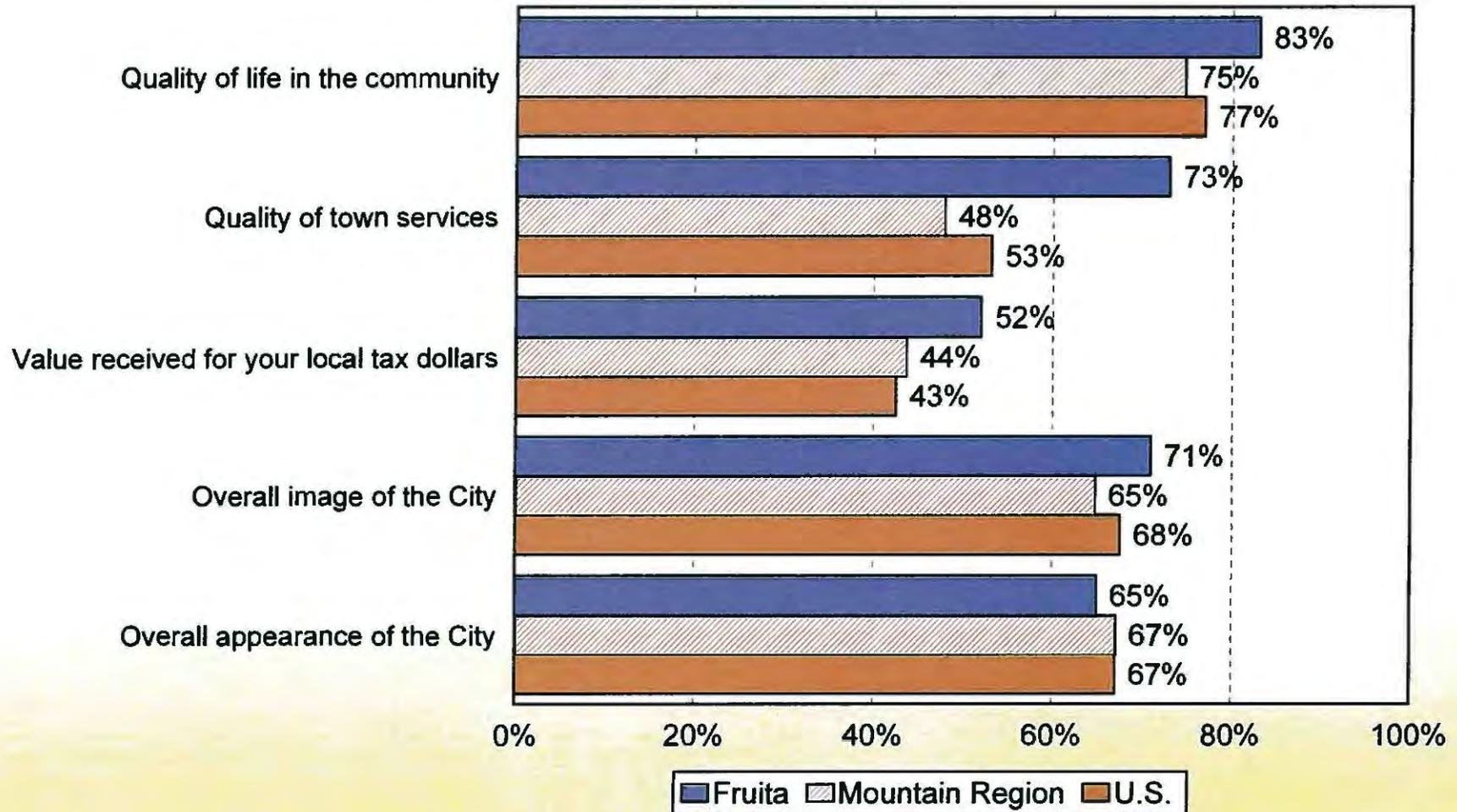
# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Fruita, Colorado is not authorized without written consent from ETC Institute.**

**The following states are included in the Mountain Region: Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, and New Mexico.**

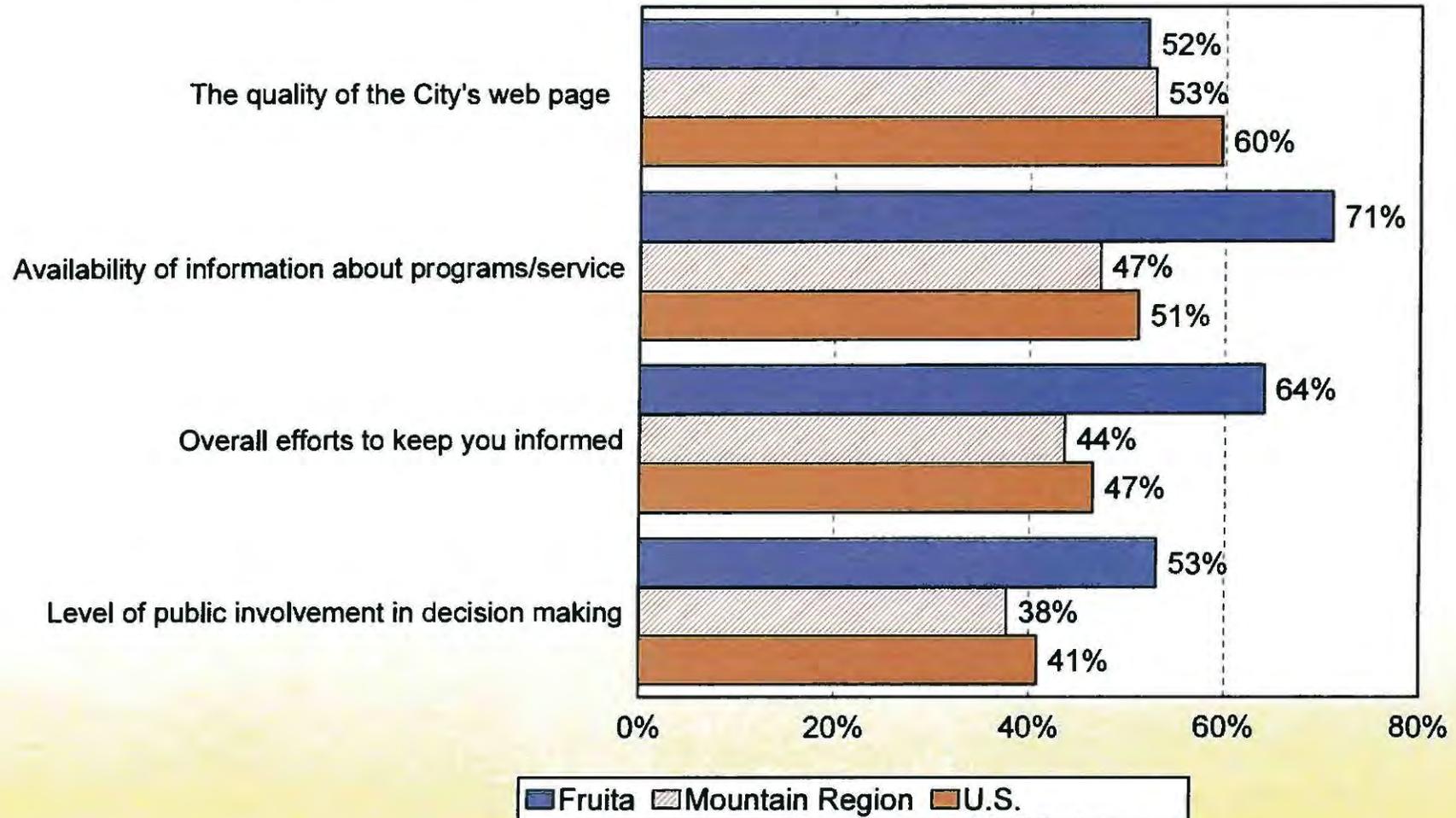
# Overall Ratings of Various Attributes Fruita

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



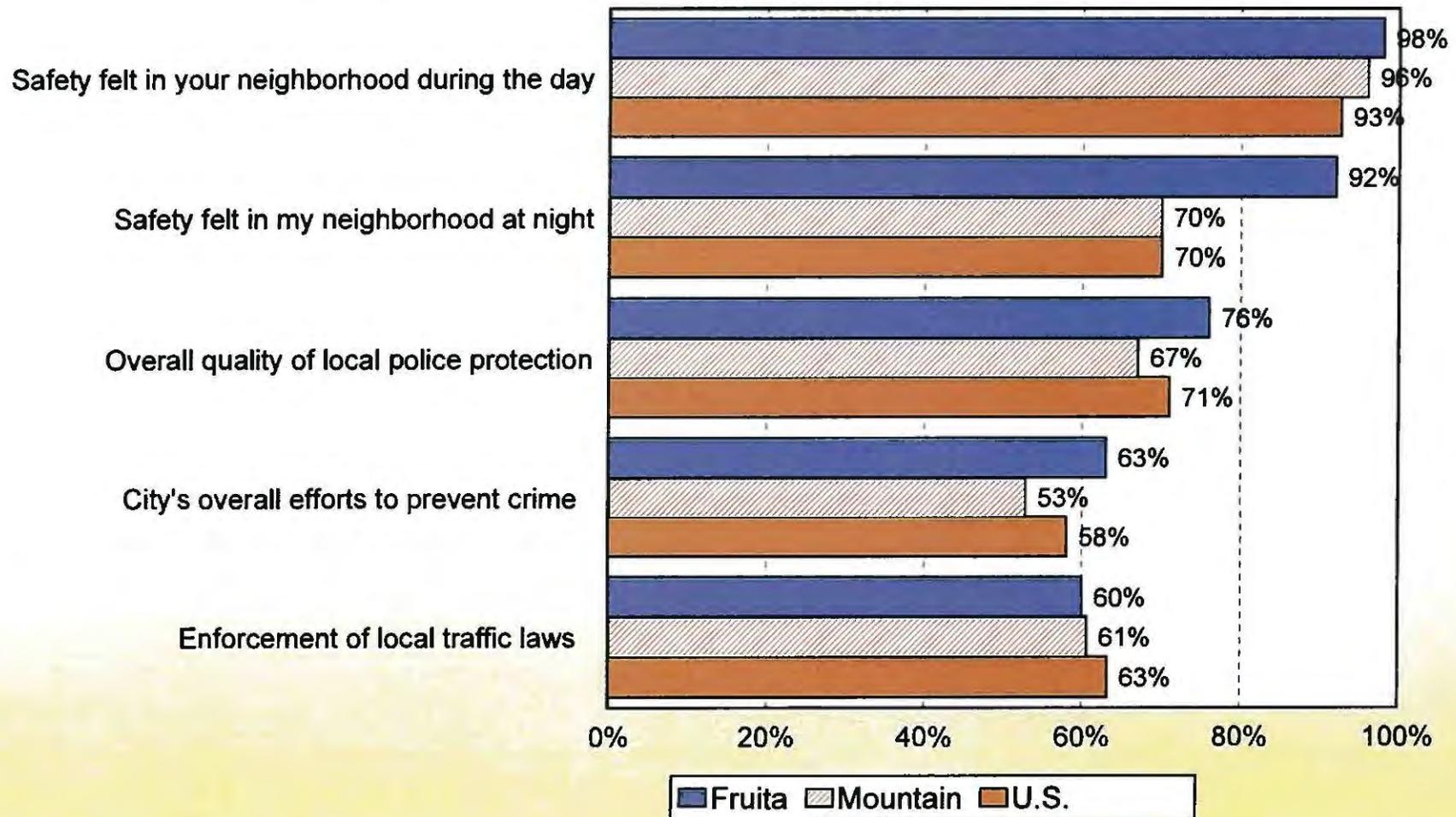
# Overall Satisfaction with City Communication Fruita

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



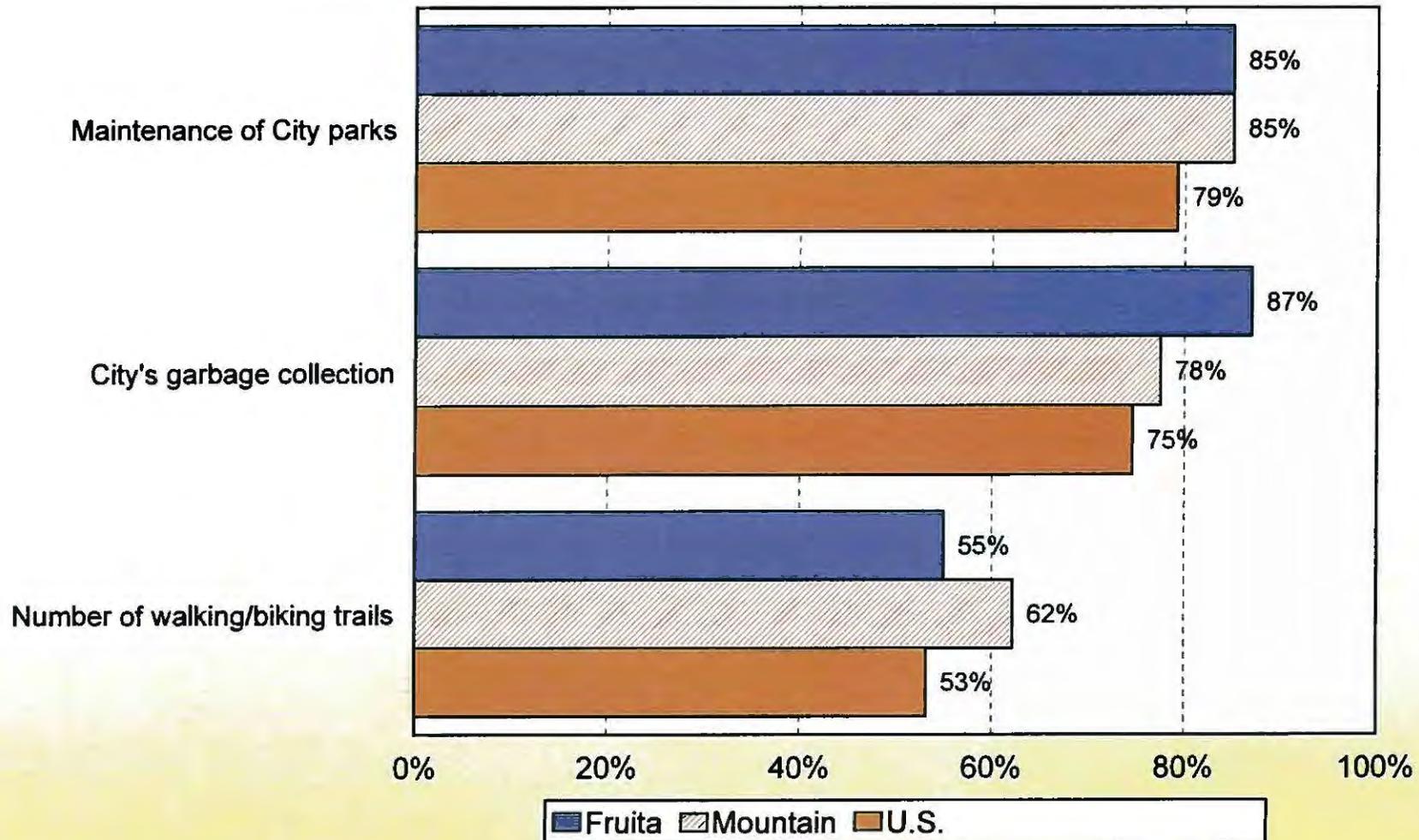
# Overall Satisfaction with Public Safety Services Fruita

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



# Overall Satisfaction with Various City Services Fruita

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



*Section 4:*  
*Importance-Satisfaction*  
*Analysis*

---

# Importance-Satisfaction Analysis

## Fruita, Colorado

### Overview

Today, town officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the major categories of town services they thought should receive the most emphasis over the next two years. Twenty three percent (23%) ranked the quality of *recreation programs* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *recreation programs* was ranked eighth overall with 57% rating *recreation programs* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *recreation programs* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 23% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.0989, which was ranked fourth out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the Town to emphasize over the next two years.

## **Interpreting the Ratings**

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Maintain Current Emphasis ( $IS < 0.10$ )*

The results for Fruita are provided on the following page.

# Importance-Satisfaction Rating

## 2009 Town of Fruita Community Survey

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt; .20)</i></b>						
Quality of City streets and sidewalks	45%	1	55%	9	0.2025	1
<b><i>High Priority (IS .10-.20)</i></b>						
Flow of traffic congestion management	38%	2	59%	5	0.1558	2
Quality of representation from City Council	21%	7	46%	10	0.1134	3
<b><i>Medium Priority (IS &lt; .10)</i></b>						
Quality of recreation programs	23%	4	57%	8	0.0989	4
Effectiveness of City communication with public	22%	5	57%	7	0.0946	5
Quality of public safety services (e.g. police)	36%	3	75%	3	0.0900	6
Quality of City buildings and facilities	19%	8	59%	6	0.0779	7
Quality of City Parks	21%	6	77%	2	0.0483	8
Quality of service you receive from City employees	8%	9	73%	4	0.0216	9
Overall quality of sewer services	6%	10	78%	1	0.0176	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-"Satisfaction" %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## 2009 Town of Fruita Community Survey

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS &gt; 10)</i></b>						
Visibility of police in neighborhoods	44%	1	59%	7	0.1804	1
The City's efforts to prevent crime	34%	2	63%	4	0.1258	2
Enforcement of local traffic laws	28%	4	60%	6	0.1120	3
<b><i>Medium Priority (IS &lt; 10)</i></b>						
Quality of pedestrian safety and crosswalks	28%	5	67%	3	0.0924	4
Safety/prevention education programs	18%	8	51%	8	0.0882	5
How quickly police respond to emergencies	21%	7	60%	5	0.0840	6
Overall quality of local police protection	29%	3	76%	2	0.0696	7
Overall quality of local fire protection	22%	6	78%	1	0.0484	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## 2009 Town of Fruita Community Survey

### PARKS and RECREATION

Category of Service	Most important %	Most important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
The City swimming pool	36%	1	35%	12	0.2340	1
<b><u>High Priority (IS .10-.20)</u></b>						
Number of walking and biking trails	26%	2	55%	7	0.1170	2
The amount of permanent open space	20%	3	43%	10	0.1140	3
<b><u>Medium Priority (IS &lt; .10)</u></b>						
The City's youth athletic programs	17%	4	47%	9	0.0901	4
The City's adult athletic programs	14%	10	36%	1	0.0896	5
Quality of recreation programs and classes	14%	9	51%	8	0.0686	6
Variety and types of City parks	17%	5	61%	5	0.0663	7
Maintenance of trails	16%	7	66%	4	0.0544	8
Number of City parks	12%	11	67%	3	0.0396	9
City special events and festivals	15%	8	78%	2	0.0330	10
Maintenance of City parks	17%	6	85%	1	0.0255	11
Number of outdoor athletic fields	5%	12	58%	6	0.0210	12

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## 2009 Town of Fruita Community Survey

### Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Condition of City sidewalks	27%	1	53%	10	0.1269	1
Snow removal on City streets	27%	3	55%	9	0.1215	2
<b>Medium Priority (IS &lt; .10)</b>						
Maintenance/preservation of downtown	25%	4	61%	7	0.0975	3
Maintenance of major City streets	27%	2	67%	4	0.0891	4
Adequacy of City street lighting	22%	5	63%	6	0.0814	5
Availability of sidewalks in the City	18%	8	60%	8	0.0720	6
Landscaping/appearance of public areas along City streets	20%	7	65%	5	0.0700	7
Maintenance of streets in your neighborhood	20%	6	69%	2	0.0620	8
Overall cleanliness of City streets - other public areas	18%	9	75%	1	0.0450	9
Maintenance of street signs and /pavement markings	14%	10	68%	3	0.0448	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't know.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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*Section 5:*  
***Tabular Data and***  
***Survey Instrument***

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**Q1. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the services listed below.**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q1a Overall quality of public safety services	21.1%	51.3%	16.7%	5.3%	2.5%	3.2%
Q1b Overall quality of City parks	21.5%	52.9%	15.7%	5.2%	1.2%	3.5%
Q1c Overall quality of recreation programs	12.0%	36.5%	26.0%	8.6%	1.9%	14.9%
Q1d Overall quality of City streets and sidewalks	9.8%	43.9%	22.4%	17.5%	4.5%	1.9%
Q1e Overall quality of City buildings and facilities	9.6%	47.8%	30.8%	7.7%	1.3%	2.8%
Q1f Overall quality of service you receive from City employees	21.5%	48.1%	20.8%	3.9%	1.4%	4.4%
Q1g Overall quality of representation you receive from City Council	7.3%	31.7%	32.7%	9.2%	5.4%	13.7%
Q1h Overall effectiveness of City communication with the public	10.4%	43.8%	26.6%	10.8%	3.4%	5.1%
Q1i Overall flow of traffic and congestion management in the City	11.1%	47.5%	22.5%	13.0%	4.4%	1.5%
Q1j Overall quality of sewer service	20.9%	54.0%	17.1%	3.0%	1.5%	3.4%

## 2009 Fruita, CO Community Survey Results

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**Q1. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the services listed below (excluding Don't Knows).**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1a Overall quality of public safety services	21.8%	53.0%	17.2%	5.4%	2.6%
Q1b Overall quality of City parks	22.3%	54.8%	16.3%	5.4%	1.2%
Q1c Overall quality of recreation programs	14.2%	42.9%	30.6%	10.1%	2.3%
Q1d Overall quality of City streets and sidewalks	10.0%	44.7%	22.8%	17.9%	4.6%
Q1e Overall quality of City buildings and facilities	9.8%	49.2%	31.6%	8.0%	1.3%
Q1f Overall quality of service you receive from City employees	22.5%	50.3%	21.7%	4.0%	1.5%
Q1g Overall quality of representation you receive from City Council	8.5%	36.7%	37.9%	10.7%	6.2%
Q1h Overall effectiveness of City communication with the public	11.0%	46.1%	28.0%	11.3%	3.6%
Q1i Overall flow of traffic and congestion management in the City	11.2%	48.3%	22.8%	13.2%	4.5%
Q1j Overall quality of sewer service	21.6%	56.0%	17.7%	3.1%	1.6%

## 2009 Fruita, CO Community Survey Results

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**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q2 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of public safety services	184	19.8 %
B=Overall quality of City parks	62	6.7 %
C=Overall quality of recreation programs	73	7.8 %
D=Overall quality of City streets and sidewalks	179	19.2 %
E=Overall quality of City buildings and facilities	38	4.1 %
F=Overall quality of service you receive from ...	15	1.6 %
G=Overall quality of representation you receive...	66	7.1 %
H=Overall effectiveness of City communication...	38	4.1 %
I=Overall flow of traffic and congestion management...	106	11.4 %
J=Overall quality of sewer service	30	3.2 %
Z=No response	139	14.9 %
Total	930	100.0 %

**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q2 Second most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of public safety services	79	8.5 %
B=Overall quality of City parks	69	7.4 %
C=Overall quality of recreation programs	74	8.0 %
D=Overall quality of City streets and sidewalks	143	15.4 %
E=Overall quality of City buildings and facilities	67	7.2 %
F=Overall quality of service you receive from ...	29	3.1 %
G=Overall quality of representation you receive...	60	6.5 %
H=Overall effectiveness of City communication...	79	8.5 %
I=Overall flow of traffic and congestion management...	126	13.5 %
J=Overall quality of sewer service	16	1.7 %
Z=No response	188	20.2 %
Total	930	100.0 %

## 2009 Fruita, CO Community Survey Results

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### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q2 Third most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of public safety services	68	7.3 %
B=Overall quality of City parks	62	6.7 %
C=Overall quality of recreation programs	67	7.2 %
D=Overall quality of City streets and sidewalks	92	9.9 %
E=Overall quality of City buildings and facilities	71	7.6 %
F=Overall quality of service you receive from ...	32	3.4 %
G=Overall quality of representation you receive	65	7.0 %
H=Overall effectiveness of City communication...	83	8.9 %
I=Overall flow of traffic and congestion management...	120	12.9 %
J=Overall quality of sewer service	29	3.1 %
Z=No response	240	25.8 %
<b>Total</b>	<b>929</b>	<b>99.9 %</b>

### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years (Top 3)?**

<u>Q2 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A = Overall quality of public safety services	331	35.6 %
B = Overall quality of City parks	193	20.8 %
C = Overall quality of recreation programs	214	23.0 %
D = Overall quality of City streets and sidewalks	414	44.5 %
E = Overall quality of City buildings and facilities	176	18.9 %
F = Overall quality of service you receive from Cit...	76	8.2 %
G = Overall quality of representation you receive	191	20.5 %
H = Overall effectiveness of City communication	200	21.5 %
I = Overall flow of traffic and congestion management.	352	37.8 %
J = Overall quality of sewer service	75	8.1 %
Z = No response	139	14.9 %
<b>Total</b>	<b>2361</b>	

## 2009 Fruita, CO Community Survey Results

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**Q3. Several items that may influence your perception of the City of Fruita are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor."**

(N=930)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1	Don't Know 9
Q3a Overall quality of services provided by the City of Fruita	13.0%	58.4%	19.4%	5.2%	1.2%	2.9%
Q3b Overall value you receive for your City tax dollars and fees	7.4%	41.7%	29.9%	12.7%	3.1%	5.2%
Q3c Overall image of the City	17.4%	51.6%	17.5%	9.2%	2.2%	2.0%
Q3d Overall quality of life in the City	26.7%	55.2%	11.4%	3.9%	0.8%	2.2%
Q3e Overall feeling of safety in the City	27.4%	53.3%	10.1%	5.3%	1.6%	2.3%
Q3f Quality of new development in the City	10.4%	37.2%	30.0%	12.2%	5.8%	4.4%
Q3g Overall image of downtown	10.4%	40.1%	22.0%	19.7%	5.3%	2.5%
Q3h Overall image of commercial development south of I-70	13.8%	47.7%	25.1%	6.6%	3.1%	3.8%
Q3i Overall appearance of the City	10.0%	53.9%	22.7%	8.7%	2.9%	1.8%
Q3j Overall appearance of business signs	5.7%	46.2%	33.5%	9.7%	2.8%	2.0%

## 2009 Fruita, CO Community Survey Results

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**Q3. Several items that may influence your perception of the City of Fruita are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" (excluding Don't Knows).**

(N=930)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1
Q3a Overall quality of services provided by the City of Fruita	13.4%	60.1%	19.9%	5.3%	1.2%
Q3b Overall value you receive for your City tax dollars and fees	7.8%	44.0%	31.5%	13.4%	3.3%
Q3c Overall image of the City	17.8%	52.7%	17.9%	9.4%	2.2%
Q3d Overall quality of life in the City	27.3%	56.4%	11.6%	4.0%	0.8%
Q3e Overall feeling of safety in the City	28.1%	54.6%	10.3%	5.4%	1.7%
Q3f Quality of new development in the City	10.9%	38.9%	31.4%	12.7%	6.1%
Q3g Overall image of downtown	10.7%	41.1%	22.6%	20.2%	5.4%
Q3h Overall image of commercial development south of I-70	14.3%	49.6%	26.0%	6.8%	3.2%
Q3i Overall appearance of the City	10.2%	54.9%	23.1%	8.9%	3.0%
Q3j Overall appearance of business signs	5.8%	47.2%	34.2%	9.9%	2.9%

## 2009 Fruita, CO Community Survey Results

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**Q4. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q4a Overall quality of local police protection	23.4%	50.3%	13.8%	6.4%	2.7%	3.6%
Q4b The visibility of police in neighborhoods	16.7%	41.6%	21.7%	12.9%	5.3%	1.8%
Q4c The City's efforts to prevent crime	14.6%	42.5%	24.1%	5.8%	2.9%	10.0%
Q4d How quickly police respond to emergencies	15.1%	29.7%	21.0%	5.9%	3.2%	25.1%
Q4e Enforcement of local traffic laws	11.6%	42.9%	21.9%	10.3%	5.1%	8.2%
Q4f Safety/prevention of education programs	9.1%	28.6%	31.0%	3.4%	1.6%	26.2%
Q4g Overall quality of local fire protection	21.2%	44.3%	15.9%	1.0%	1.1%	16.5%
Q4h Overall quality of pedestrian safety and crosswalks	15.3%	48.8%	20.5%	8.7%	2.8%	3.9%

## 2009 Fruita, CO Community Survey Results

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**Q4. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" (excluding Don't Knows).**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q4a Overall quality of local police protection	24.2%	52.1%	14.3%	6.6%	2.8%
Q4b The visibility of police in neighborhoods	17.0%	42.3%	22.1%	13.2%	5.4%
Q4c The City's efforts to prevent crime	16.3%	47.2%	26.8%	6.5%	3.2%
Q4d How quickly police respond to emergencies	20.1%	39.7%	28.0%	7.9%	4.3%
Q4e Enforcement of local traffic laws	12.7%	46.8%	23.8%	11.3%	5.5%
Q4f Safety/prevention of education programs	12.4%	38.8%	42.0%	4.7%	2.2%
Q4g Overall quality of local fire protection	25.4%	53.1%	19.1%	1.2%	1.3%
Q4h Overall quality of pedestrian safety and crosswalks	15.9%	50.8%	21.3%	9.1%	2.9%

## 2009 Fruita, CO Community Survey Results

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### **Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q5 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of local police protection	161	17.3 %
B=The visibility of police in neighborhoods	199	21.4 %
C=The City's effort to prevent crime	78	8.4 %
D=How quickly police respond to emergencies	65	7.0 %
E=Enforcement of local traffic laws	91	9.8 %
F=Safety/prevention education programs	30	3.2 %
G=Overall quality of local fire protection	40	4.3 %
H=Overall quality of pedestrian safety and cro...	97	10.4 %
Z=No response	169	18.2 %
Total	930	100.0 %

### **Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q5 Second most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of local police protection	50	5.4 %
B=The visibility of police in neighborhoods	125	13.4 %
C=The City's effort to prevent crime	137	14.7 %
D=How quickly police respond to emergencies	66	7.1 %
E=Enforcement of local traffic laws	100	10.8 %
F=Safety/prevention education programs	64	6.9 %
G=Overall quality of local fire protection	76	8.2 %
H=Overall quality of pedestrian safety and cro...	76	8.2 %
Z=No response	236	25.4 %
Total	930	100.0 %

**Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q5 Third most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of local police protection	61	6.6 %
B=The visibility of police in neighborhoods	85	9.1 %
C=The City's effort to prevent crime	103	11.1 %
D=How quickly police respond to emergencies	68	7.3 %
E=Enforcement of local traffic laws	68	7.3 %
F=Safety/prevention education programs	75	8.1 %
G=Overall quality of local fire protection	85	9.1 %
H=Overall quality of pedestrian safety and cro...	86	9.2 %
Z=No response	299	32.2 %
Total	930	100.0 %

**Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years (Top 3)?**

<u>Q5 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A = Overall quality of local police protection	272	29.2 %
B = The visibility of police in neighborhoods	409	44.0 %
C = The City's effort to prevent crime	318	34.2 %
D = How quickly police respond to emergencies	199	21.4 %
E = Enforcement of local traffic laws	259	27.8 %
F = Safety/prevention education programs	169	18.2 %
G = Overall quality of local fire protection	201	21.6 %
H = Overall quality of pedestrian safety and crossw...	259	27.8 %
Z = No response	169	18.2 %
Total	2255	

**Q6. Using a scale of 1 to 4 where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:**

(N=930)

	Very Safe 4	Somewhat Safe 3	Somewhat Unsafe 2	Very Unsafe 1	Don't Know 9
Q6a In your neighborhood during the day	80.2%	16.9%	1.6%	0.3%	1.0%
Q6b In your neighborhood at night	50.8%	39.1%	7.0%	1.7%	1.4%
Q6c In downtown Fruita	45.0%	37.9%	5.9%	0.9%	10.3%

**Q6. Using a scale of 1 to 4 where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations (excluding Don't Knows):**

(N=930)

	Very Safe 4	Somewhat Safe 3	Somewhat Unsafe 2	Very Unsafe 1
Q6a In your neighborhood during the day	81.0%	17.1%	1.6%	0.3%
Q6b In your neighborhood at night	51.5%	39.6%	7.1%	1.7%
Q6c In downtown Fruita	50.2%	42.3%	6.6%	1.0%

**Q7. For each of the items listed, please rate your opinion on a scale of 1 to 3 where 3 means "Too Lax" and 1 means "Too Strict" with regard to the following issues:**

(N=930)

	Too Lax 3	About Right 2	Too Strict 1	No response 9
Q7a Speeding	25.4%	69.3%	3.2%	2.0%
Q7b Overall traffic enforcement	17.8%	78.3%	1.7%	2.3%
Q7c Residential weed control	52.5%	41.9%	3.3%	2.3%
Q7d Animal control regulations	41.3%	53.6%	2.6%	2.5%
Q7e Junk in residential yards	64.0%	32.1%	1.8%	2.0%
Q7f Junk in commercial areas	50.1%	45.5%	1.5%	2.9%
Q7g Regulations for rate of growth	24.1%	64.7%	6.8%	4.4%
Q7h Regulations for quality of growth	22.7%	68.0%	4.7%	4.5%

**Q7. For each of the items listed, please rate your opinion on a scale of 1 to 3 where 3 means "Too Lax" and 1 means "Too Strict" with regard to the following issues (excluding No response):**

(N=930)

	Too Lax 3	About Right 2	Too Strict 1
Q7a Speeding	25.9%	70.8%	3.3%
Q7b Overall traffic enforcement	18.2%	80.1%	1.8%
Q7c Residential weed control	53.7%	42.8%	3.4%
Q7d Animal control regulations	42.4%	55.0%	2.6%
Q7e Junk in residential yards	65.4%	32.7%	1.9%
Q7f Junk in commercial areas	51.6%	46.9%	1.6%
Q7g Regulations for rate of growth	25.2%	67.7%	7.1%
Q7h Regulations for quality of growth	23.8%	71.3%	5.0%

**Q8. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q8a The availability of information about City programs and services	17.5%	49.6%	19.5%	7.1%	1.0%	5.3%
Q8b City efforts to keep you informed about local issues	16.7%	45.6%	22.3%	9.8%	1.9%	3.7%
Q8c How open the City is to public involvement and input from residents	11.4%	36.2%	24.8%	12.3%	5.1%	10.3%
Q8d The quality of the City's web page	7.3%	26.8%	25.4%	5.1%	1.2%	34.2%
Q8e The quality of the City Link quarterly newsletter	19.3%	45.6%	20.3%	2.8%	1.0%	11.0%

**Q8. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" (excluding Don't Knows).**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q8a The availability of information about City programs and services	18.5%	52.4%	20.6%	7.5%	1.0%
Q8b City efforts to keep you informed about local issues	17.3%	47.4%	23.1%	10.2%	2.0%
Q8c How open the City is to public involvement and input from residents	12.7%	40.3%	27.6%	13.7%	5.6%
Q8d The quality of the City's web page	11.1%	40.8%	38.6%	7.7%	1.8%
Q8e The quality of the City Link quarterly newsletter	21.6%	51.3%	22.9%	3.1%	1.1%

**Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q9a Maintenance of City parks	25.1%	54.9%	10.8%	3.7%	0.2%	5.4%
Q9b Number of City parks	15.1%	48.2%	18.2%	10.8%	1.5%	6.2%
Q9c Variety and types of City parks	12.7%	43.8%	22.5%	11.9%	2.0%	7.0%
Q9d Maintenance of trails	11.4%	44.3%	21.0%	7.0%	1.0%	15.3%
Q9e Number of walking and biking trails	11.0%	36.9%	21.0%	15.7%	3.2%	12.2%
Q9f Quality of recreation programs and classes	8.2%	32.3%	28.7%	8.1%	1.4%	21.3%
Q9g Number of outdoor athletic fields	9.1%	39.2%	25.6%	7.1%	1.8%	17.1%
Q9h The City swimming pool	5.5%	22.2%	24.3%	19.9%	8.2%	19.9%
Q9i The amount of permanent open space	5.5%	29.4%	30.9%	12.1%	4.2%	18.0%
Q9j The City's adult athletic programs	4.5%	19.9%	31.1%	10.1%	2.6%	31.8%
Q9k The City's youth athletic programs	5.7%	26.9%	28.3%	6.9%	1.5%	30.7%
Q9l City special events and festivals	26.7%	46.4%	15.8%	2.7%	1.8%	6.6%

## 2009 Fruita, CO Community Survey Results

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**Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" (excluding Don't Knows).**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q9a Maintenance of City parks	26.5%	58.0%	11.4%	3.9%	0.2%
Q9b Number of City parks	16.1%	51.4%	19.4%	11.5%	1.6%
Q9c Variety and types of City parks	13.7%	47.1%	24.2%	12.8%	2.2%
Q9d Maintenance of trails	13.5%	52.4%	24.8%	8.3%	1.1%
Q9e Number of walking and biking trails	12.5%	42.0%	23.9%	17.9%	3.7%
Q9f Quality of recreation programs and classes	10.4%	41.0%	36.5%	10.3%	1.8%
Q9g Number of outdoor athletic fields	11.0%	47.3%	30.9%	8.6%	2.2%
Q9h The City swimming pool	6.9%	27.7%	30.4%	24.9%	10.2%
Q9i The amount of permanent open space	6.7%	35.8%	37.7%	14.7%	5.1%
Q9j The City's adult athletic programs	6.6%	29.2%	45.6%	14.8%	3.8%
Q9k The City's youth athletic programs	8.2%	38.8%	40.8%	9.9%	2.2%
Q9l City special events and festivals	28.6%	49.7%	16.9%	2.9%	2.0%

## 2009 Fruita, CO Community Survey Results

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**Q10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q10 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	74	8.0 %
B=Number of City parks	35	3.8 %
C=Variety and types of City parks	43	4.6 %
D=Maintenance of trail	54	5.8 %
E=Number of walking and biking trails	108	11.6 %
F=Quality of recreation programs and classes	40	4.3 %
G=Number of outdoor athletic fields	12	1.3 %
H=The City's swimming pool	173	18.6 %
I=The amount of permanent open space	55	5.9 %
J=The City's adult athletic programs	22	2.4 %
K=The City's youth athletic programs	51	5.5 %
L=City special events and festivals	36	3.9 %
Z=No response	227	24.4 %
<b>Total</b>	<b>930</b>	<b>100.0 %</b>

**Q10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q10 Second most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	44	4.7 %
B=Number of City parks	41	4.4 %
C=Variety and types of City parks	61	6.6 %
D=Maintenance of trail	59	6.3 %
E=Number of walking and biking trails	72	7.7 %
F=Quality of recreation programs and classes	45	4.8 %
G=Number of outdoor athletic fields	19	2.0 %
H=The City's swimming pool	95	10.2 %
I=The amount of permanent open space	57	6.1 %
J=The City's adult athletic programs	69	7.4 %
K=The City's youth athletic programs	44	4.7 %
L=City special events and festivals	38	4.1 %
Z=No response	285	30.7 %
<b>Total</b>	<b>930</b>	<b>100.0 %</b>

## 2009 Fruita, CO Community Survey Results

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**Q10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q10 Third most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	38	4.1 %
B=Number of City parks	38	4.1 %
C=Variety and types of City parks	52	5.6 %
D=Maintenance of trail	34	3.7 %
E=Number of walking and biking trails	61	6.6 %
F=Quality of recreation programs and classes	49	5.3 %
G=Number of outdoor athletic fields	14	1.5 %
H=The City's swimming pool	63	6.8 %
I=The amount of permanent open space	73	7.8 %
J=The City's adult athletic programs	42	4.5 %
K=The City's youth athletic programs	63	6.8 %
L=City special events and festivals	66	7.1 %
Z=No response	337	36.2 %
<b>Total</b>	<b>930</b>	<b>100.0 %</b>

**Q10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years? (Top 3)**

<u>Q10 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of City parks	156	16.8 %
B = Number of City parks	114	12.3 %
C = Variety and types of City parks	156	16.8 %
D = Maintenance of trail	147	15.8 %
E = Number of walking and biking trails	241	25.9 %
F = Quality of recreation programs and classes	134	14.4 %
G = Number of outdoor athletic fields	45	4.8 %
H = The City's swimming pool	331	35.6 %
I = The amount of permanent open space	185	19.9 %
J = The City's adult athletic programs	133	14.3 %
K = The City's youth athletic programs	158	17.0 %
L = City special events and festivals	140	15.1 %
Z = No response	227	24.4 %
<b>Total</b>	<b>2168</b>	

## 2009 Fruita, CO Community Survey Results

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**Q11. Several reasons for deciding where to live are listed below. On a scale of 1 to 4 where 4 means "Needs are Very Well Met" and 1 means "Needs are Not Met," how are these needs being met in Fruita?**

(N=930)

	Needs are Very Well Met 4	Needs are Met 3	Not sure 2	Needs are Not Met 1	No response 9
Q11a Sense of community	27.2%	52.1%	13.8%	3.8%	3.1%
Q11b Quality of public schools	24.1%	39.7%	25.4%	7.0%	3.8%
Q11c Employment opportunities	3.8%	17.7%	44.0%	29.9%	4.6%
Q11d Types of housing	17.4%	55.0%	16.5%	7.8%	3.3%
Q11e Affordability of housing	9.7%	43.2%	23.5%	19.7%	4.0%
Q11f Access to quality shopping	6.5%	27.2%	13.7%	49.3%	3.3%
Q11g Availability of recreational opportunities	18.3%	44.9%	21.1%	11.9%	3.8%
Q11h Ease of travel within Fruita	28.1%	57.1%	6.8%	5.3%	2.8%
Q11i Safety in your neighborhood	36.4%	47.9%	7.2%	6.1%	2.4%
Q11j The quality of your neighborhood overall	36.6%	48.5%	6.4%	6.1%	2.4%

## 2009 Fruita, CO Community Survey Results

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**Q11. Several reasons for deciding where to live are listed below. On a scale of 1 to 4 where 4 means "Needs are Very Well Met" and 1 means "Needs are Not Met," how are these needs being met in Fruita? (excluding No response)**

(N=930)

	Needs are Very Well Met 4	Needs are Met 3	Not sure 2	Needs are Not Met 1
Q11a Sense of community	28.1%	53.8%	14.2%	3.9%
Q11b Quality of public schools	25.1%	41.3%	26.4%	7.3%
Q11c Employment opportunities	4.0%	18.5%	46.2%	31.4%
Q11d Types of housing	18.0%	56.9%	17.0%	8.0%
Q11e Affordability of housing	10.1%	45.0%	24.4%	20.5%
Q11f Access to quality shopping	6.7%	28.2%	14.1%	51.0%
Q11g Availability of recreational opportunities	19.0%	46.6%	21.9%	12.4%
Q11h Ease of travel within Fruita	28.9%	58.7%	7.0%	5.4%
Q11i Safety in your neighborhood	37.3%	49.1%	7.4%	6.3%
Q11j The quality of your neighborhood overall	37.5%	49.7%	6.5%	6.3%

## 2009 Fruita, CO Community Survey Results

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### **Q12. The irrigation system that you use is being supplied either by a private system or by the City system. Please check which system you use**

<u>Q12 Irrigation system used</u>	<u>Number</u>	<u>Percent</u>
Private system through Home Owner's Association...	560	60.2 %
City system	191	20.5 %
Marked both options	178	19.1 %
Total	929	99.9 %

### **12A. private system-How well needs are being met**

<u>Q12a Private system through a Home Owner's Association for irrigation</u>	<u>Number</u>	<u>Percent</u>
Needs are very well met	238	42.5 %
Need are met	230	41.1 %
Not sure	24	4.3 %
Needs are not well met	67	12.0 %
No response	1	0.2 %
Total	560	100.0 %

### **12B. City system--How well needs are being met**

<u>Q12b City system for irrigation</u>	<u>Number</u>	<u>Percent</u>
Needs are very well met	67	35.1 %
Need are met	94	49.2 %
Not sure	12	6.3 %
Needs are not well met	18	9.4 %
No response	0	0.0 %
Total	191	100.0 %

## 2009 Fruita, CO Community Survey Results

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### **12A-B. Selected both choices--How well needs are being met**

Q12	Number	Percent
Needs are very well met	35	19.7 %
Need are met	32	18.0 %
Not sure	32	18.0 %
Needs are not well met	16	9.0 %
No response	63	35.4 %
<b>Total</b>	<b>178</b>	<b>100.0 %</b>

### **Q13. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q13a Maintenance of major City streets	11.9%	53.6%	16.3%	12.3%	3.9%	2.0%
Q13b Maintenance of streets in your neighborhood	14.4%	52.7%	14.6%	11.8%	4.6%	1.7%
Q13c Maintenance of street signs/pavement markings	12.2%	53.6%	19.1%	9.9%	2.8%	2.5%
Q13d Maintenance/preservation of downtown Fruita	11.2%	48.0%	25.1%	10.7%	2.3%	2.8%
Q13e Overall cleanliness of City streets and other public areas	16.0%	58.0%	17.3%	5.4%	1.2%	2.0%
Q13f Adequacy of City street lighting	10.8%	50.9%	20.8%	11.4%	3.2%	2.9%
Q13g Condition of City sidewalks	7.0%	44.6%	26.3%	13.6%	5.1%	3.6%
Q13h Availability of sidewalks in the City	8.3%	49.2%	25.5%	11.1%	2.9%	3.0%
Q13i Landscaping and appearance of public areas along City streets	12.3%	50.8%	22.7%	9.4%	2.9%	1.9%
Q13j Snow removal on City streets	8.8%	42.8%	24.1%	12.8%	5.4%	6.0%

**Q13. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" (excluding "Don't Knows").**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13a Maintenance of major City streets	12.1%	54.7%	16.6%	12.6%	4.0%
Q13b Maintenance of streets in your neighborhood	14.7%	53.7%	14.9%	12.0%	4.7%
Q13c Maintenance of street signs/ pavement markings	12.5%	55.0%	19.5%	10.2%	2.9%
Q13d Maintenance/preservation of downtown Fruita	11.5%	49.4%	25.8%	11.0%	2.3%
Q13e Overall cleanliness of City streets and other public areas	16.4%	59.2%	17.7%	5.5%	1.2%
Q13f Adequacy of City street lighting	11.1%	52.4%	21.4%	11.8%	3.3%
Q13g Condition of City sidewalks	7.3%	46.2%	27.2%	14.1%	5.2%
Q13h Availability of sidewalks in the City	8.5%	50.7%	26.3%	11.4%	3.0%
Q13i Landscaping and appearance of public areas along City streets	12.5%	51.8%	23.2%	9.5%	3.0%
Q13j Snow removal on City streets	9.4%	45.6%	25.7%	13.6%	5.7%

**Q14. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q14 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major city streets	147	15.8 %
B=Maintenance of streets in your neighborhood	75	8.1 %
C=Maintenance of street signs/pavement mark...	37	4.0 %
D=Maintenance/preservation of downtown Fr...	86	9.2 %
E=Overall cleanliness of City streets and other...	31	3.3 %
F=Adequacy of City street lighting	64	6.9 %
G=Condition of sidewalks in the City	92	9.9 %
H=Availability of sidewalks in the City	47	5.1 %
I=Landscaping and appearance of public area...	51	5.5 %
J=Snow removal on City streets	105	11.3 %
Z=No response	195	21.0 %
Total	930	100.0 %

**Q14. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

<u>Q14 Second most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major city streets	66	7.1 %
B=Maintenance of streets in your neighborhood	61	6.6 %
C=Maintenance of street signs/pavement mark...	55	5.9 %
D=Maintenance/preservation of downtown Fr...	72	7.7 %
E=Overall cleanliness of City streets and other...	69	7.4 %
F=Adequacy of City street lighting	75	8.1 %
G=Condition of sidewalks in the City	98	10.5 %
H=Availability of sidewalks in the City	67	7.2 %
I=Landscaping and appearance of public area...	54	5.8 %
J=Snow removal on City streets	60	6.5 %
Z=No response	253	27.2 %
Total	930	100.0 %

## 2009 Fruita, CO Community Survey Results

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**Q14. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years?**

Q14 Third most emphasis	Number	Percent
A=Maintenance of major city streets	41	4.4 %
B=Maintenance of streets in your neighborhood	52	5.6 %
C=Maintenance of street signs/pavement mark...	42	4.5 %
D=Maintenance/preservation of downtown Fr...	72	7.7 %
E=Overall cleanliness of City streets and other...	66	7.1 %
F=Adequacy of City street lighting	67	7.2 %
G=Condition of sidewalks in the City	65	7.0 %
H=Availability of sidewalks in the City	53	5.7 %
I=Landscaping and appearance of public area...	78	8.4 %
J=Snow removal on City streets	84	9.0 %
Z=No response	310	33.3 %
Total	930	100.0 %

**Q14. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years? (Top 3)**

Q14 Most emphasis	Number	Percent
A = Maintenance of major city streets	254	27.3 %
B = Maintenance of streets in your neighborhood	188	20.2 %
C = Maintenance of street signs/pavement markings	134	14.4 %
D = Maintenance/preservation of downtown Fruita	230	24.7 %
E = Overall cleanliness of City streets and other pu...	166	17.8 %
F = Adequacy of City street lighting	206	22.2 %
G = Condition of sidewalks in the City	255	27.4 %
H = Availability of sidewalks in the City	167	18.0 %
I = Landscaping and appearance of public areas a...	183	19.7 %
J = Snow removal on City streets	249	26.8 %
Z = No response	195	21.0 %
Total	2227	

## 2009 Fruita, CO Community Survey Results

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**Q15. Using a five-point scale where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas.**

(N=930)

	Much Too Slow 5	Slow 4	Just Right 3	Fast 2	Much Too Fast 1	Don't Know 9
Q15a Office development	5.2%	22.8%	37.1%	3.1%	1.9%	29.8%
Q15b Industrial development	7.3%	22.7%	36.2%	4.8%	4.5%	24.4%
Q15c Multi-family residential development	2.4%	10.9%	38.1%	14.7%	14.8%	19.2%
Q15d Single-family residential development	1.4%	5.0%	43.4%	19.6%	16.7%	13.9%
Q15e Retail development	27.9%	35.0%	20.0%	2.3%	2.2%	12.6%

**Q15. Using a five-point scale where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas (excluding Don't Knows).**

(N=930)

	Much Too Slow 5	Slow 4	Just Right 3	Fast 2	Much Too Fast 1
Q15a Office development	7.4%	32.6%	52.8%	4.5%	2.8%
Q15b Industrial development	9.7%	30.1%	47.9%	6.4%	6.0%
Q15c Multi-family residential development	2.9%	13.5%	47.2%	18.1%	18.3%
Q15d Single-family residential development	1.6%	5.8%	50.4%	22.8%	19.4%
Q15e Retail development	31.9%	40.1%	22.9%	2.6%	2.5%

## 2009 Fruita, CO Community Survey Results

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### **Q16. How often do you typically go outside Fruita city limits to shop? (excluding No response)**

<u>Q16 How often shop outside Fruita?</u>	<u>Number</u>	<u>Percent</u>
1=Every day	167	18.2 %
2=A few times per week	375	40.8 %
3=At least once a week	235	25.6 %
4=A few times per month	113	12.3 %
5=A few times per year	25	2.7 %
6=Seldom or never	4	0.4 %
Total	919	100.0 %

### **Q17. What would encourage you to shop in Fruita more often? (excluding No response)**

<u>Q17 What would encourage you to shop in Fruita more?</u>	<u>Number</u>	<u>Percent</u>
1 = Expanded store hours	142	15.3 %
2 = More/better parking	192	20.6 %
3 = Better flow of traffic	72	7.7 %
4 = Better selection of restaurants	526	56.6 %
5 = Better selection of products and/or services	738	79.4 %
6 = More/improved lighting	37	4.0 %
7 = More/better signage	42	4.5 %
8 = More public restrooms	81	8.7 %
9 = Other	329	35.4 %
Total	2159	





## 2009 Fruita, CO Community Survey Results

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### **Q17. Other**

#### Q17 Other

BETTER RETAIL STORES  
BETTER SELECTION OF STORE  
BETTER SELECTION OF STORE  
BETTER STORES RESTROOMS  
BETTER SUPERMARKETS  
BIGGER & BETTER STORE  
BIGGER GROCERY STORE  
BIGGER GROCERY STORE  
BIGGER GROCERY STORE  
BIGGER GROCERY STORE  
BIGGER MARKET W/PARKING  
BIGGER STORES  
BIKING, WALKING PATHS  
BOOK STORE, VITAMIN COTTA  
BUILD A WALMART IN FRUITA  
BUSINESS STAYING IN BUS  
CITY MARKET IS THE PITS  
CLEAN UP OLD BUS PROPERTY  
CLOTHES STORE  
CLOTHING/DEPT STORE  
COMPETABLE PRICE  
COMPETING FOOD STORE  
COMPETITION CITY MARKET  
COMPETITION FOR CITY MKT  
COMPETITION FOR CITY MKT  
COMPETITIVE PRICES  
COMPETITIVE PRICES  
COMPETITIVE PRICING  
COMPETITIVE PRICING  
COSTCO  
COSTCO IN FRUITA  
COSTCO NOT WALMART  
DESTINATION STORE  
DIFFERENT STORES  
DISCOUNT STORES  
DON'T BUILD REC CENTER  
DRINKING ESTABLISHMENT  
ENCOURAGE SMALL BUSINESS  
ENFORCE NO LEFT TURN SIGN



## 2009 Fruita, CO Community Survey Results

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### Q17. Other

#### Q17 Other

LARGE BOX STORE-COSTCO  
LARGER, FANCIER GROCERY  
LARGER CITY MARKET  
LARGER CITY MARKET-COSTCO  
LARGER CITY MKT  
LARGER GROCERY STORE  
LARGER GROCERY STORE  
LARGER GROCERY STORE  
LARGER GROCERY STORE  
LARGER MORE MODERN STORE  
LESS SALES TAX  
LESS TAXES  
LOWER COST  
LOWER PRICES  
LOWER SALES TAX  
LOWER SALES TAX  
LOWER SALES TAX  
LOWER TAXES  
LOWER TAXES  
MAJOR GROCERY STORE  
MAJOR SUPERMARKET  
MALL FOR WALKING  
MESA MALL IS TOO CLOSE  
MORE 24 HR BUSINESS  
MORE AFFORDABLE PLACES  
MORE AFFORDABLE SHOPPING  
MORE BARS/NIGHT CLUBS  
MORE BUSINESS RETAIL  
MORE CHOICES  
MORE CHOICES GROCERY  
MORE CHOICES OR RETAIL  
MORE CLOTHING STORES  
MORE COMPETITIVE PRICES  
MORE COMPETITIVE PRICING  
MORE DOWNTOWN  
MORE DRY GOODS  
MORE FOOD STORES  
MORE GROCERY STORE  
MORE GROCERY STORE

## 2009 Fruita, CO Community Survey Results

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### Q17. Other

#### Q17 Other

MORE GROCERY STORES  
MORE GROCERY STORES  
MORE GROCERY STORES  
MORE MARKET LIKE WALMART  
MORE MARKETS  
MORE OPEN STORES ON MAIN  
MORE RESTAURANTS, SHOPS  
MORE RETAIL  
MORE RETAIL CHOICES  
MORE RETAIL CHOICES  
MORE RETAIL SHOPS  
MORE RETAIL SHOPS  
MORE RETAIL STORES  
MORE RETAIL STORES  
MORE RETAIL STORES  
MORE SELECTION OF STORES  
MORE SELECTS OF SHOPPING  
MORE SHOPPING AREAS TYPES  
MORE SHOPPING OPTIONS  
MORE SHOPS  
MORE STORE TYPES  
MORE STORES  
MORE STORES, DEPT STORE  
MORE STORES-TYPE OF STORE  
MORE SUPER MARKETS  
MORE THAN GROCERY STORE  
MORE VARIETY OF SHOPPING  
MORE WALKABLE PEOPLE SPAC  
MOSTLY SHOP IN FRUITA  
NEED A GOOD QUALITY STORE  
NEED A WALMART SUPER CTR  
NEED ANOTHER GROCERY  
NEED ANOTHER GROCERY STORE



**Q17. Other**

**Q17 Other**

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OPTIONS FOR GROCERY  
OTHER GROCERY  
PEDESTRIAN BRIDGE OVER I70  
PIZZA HUT  
PIZZA HUT, DAIRY QUEEN  
PRETTIER CLEANER DOWNTOWN  
PRICES, VALUES SELECTIONS  
PULL LARGE BUSINESS IN  
QUALITY OF PRODUCTS  
REASONABLE PRICES  
RETAIL SELECTION BAD  
RELAX A LITTLE  
REMOVE TAX ON NON-FOOD  
RETAIL CLOTHING  
RETAIL SHOPPING  
RETAIL SHOPPING  
RETAIL SHOPPING, GROCERY  
RETAIL STORE LIKE TARGET  
SAFEWAY, TARGET, GROCERY  
SAFEWAY OR SUPER WALMART  
SAFEWAY STORE  
SATISFIED  
SATISFIED  
SECOND SUPER MARKET  
SHOPPING IS IN FRUITA  
STOP SUBSIDIZING CHAMBER  
STORES  
STORES NO MORE RESTAURANT  
STORES SUCH AS WALMART  
TAXES  
TAXES NOT HIGHER THAN GJ  
TIME FOR MORE STORES  
UPDATED STORES  
UPSCALE SHOPPING MALL  
VARIETY  
VARIETY OF GROCERY STORES  
WALMART  
WALMART  
WALMART

**Q17. Other**

Q17 Other

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WALMART

WALMART

WALMART, BETTER PRICES

WALMART, COSTCO

WALMART, DOLLAR STORE

WALMART NEEDED

WALMART OR TARGET

WALMART STORE

WE NEED A SAFEWAY

WE NEED ANOTHER GROCERY

WE NEED GROCERY STORE

WELL STOCKED GROCERY STORE

WORK AWAY FROM FRUITA

## 2009 Fruita, CO Community Survey Results

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### **Q18. Should the City of Fruita consider purchasing private property in commercial districts in an effort to revitalize the area? (excluding No response)**

<b>Q18 Should Fruita consider purchasing property?</b>	<b>Number</b>	<b>Percent</b>
1=Yes	370	47.9 %
2=No	403	52.1 %
Total	773	100.0 %

#### COMMENTS:

If the city were to purchase property from owners not doing anything with the property or failing to upgrade to code, those could be purchased or sold by the city to owners with an understanding they would be upgraded to code and converted to viable businesses.

Give economic incentives and encouragement. Property that is sitting still will still be sitting. Don't let people sit on the property as an investment without contributing to the downtown development and Kokopelli development.

The city should really focus on overall beautification of the city. Medians with plants, bushes, trees, and grass. The city should also strictly enforce code violations against homes that appear trashy (broken windows theory).

City debt already is or soon will be, much too high. The city has priced itself out of spending additional funds on development.

The economy and size of the community needs to enlarge (grow) first. However, purchasing now may not be a bad idea for later development. Without raising taxes.

Enough industrial and commercial districts are available to fill in those existing areas, which is essential.

What could the city do to upgrade the business area? Maybe a good cleanup of old fences, junky areas, and old trailers, etc. A major fire burn?!

Yes, if the price is right, this is a great way to ensure the older city buildings and vacant lots don't fall into great disrepair.

No - if the city isn't able to make good use of what it currently has. Yes - if the city can realize each neighborhood needs a center for gathering. The city needs more public places where people want to go to shop, dine, play, and hang out.

Especially downtown, the city can halt decay, repair buildings, and encourage new businesses through low rents. These efforts eventually pay for themselves through restored tax bases.

There are many very run down or vacant areas around downtown that would be great to reconstruct.

**Q19. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q19a The City's recycling program	15.8%	29.7%	21.6%	11.7%	5.1%	16.1%
Q19b The Grand Valley public bus system	6.9%	25.6%	27.3%	5.1%	1.6%	33.5%
Q19c The Mesa County Public Library (Fruita Branch)	13.5%	34.3%	25.5%	10.1%	1.3%	15.3%
Q19d Garbage collection	27.4%	57.9%	9.8%	2.4%	0.8%	1.8%
Q19e Availability of irrigation water	23.8%	45.8%	12.0%	4.4%	3.8%	10.2%

**Q19. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" (excluding "Don't Knows).**

(N=930)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q19a The City's recycling program	18.9%	35.4%	25.7%	14.0%	6.0%
Q19b The Grand Valley public bus system	10.4%	38.6%	41.0%	7.6%	2.4%
Q19c The Mesa County Public Library (Fruita Branch)	15.9%	40.5%	30.2%	12.0%	1.5%
Q19d Garbage collection	27.9%	58.9%	10.0%	2.4%	0.8%
Q19e Availability of irrigation water	26.5%	51.0%	13.3%	4.9%	4.2%

## 2009 Fruita, CO Community Survey Results

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### **Q20. What are your primary sources of information about activities and services in your community? (excluding No response)**

<u>Q20 Primary sources of information</u>	<u>Number</u>	<u>Percent</u>
1 = The Fruita Times	296	31.8 %
2 = The Daily Sentinel	512	55.1 %
3 = The Free Press	313	33.7 %
4 = Posted notices	169	18.2 %
5 = City of Fruita Web page	173	18.6 %
6 = Fruita City Link newsletter	560	60.2 %
7 = Television	401	43.1 %
8 = The radio	187	20.1 %
9 = Other	100	10.8 %
Total	2711	

## 2009 Fruita, CO Community Survey Results

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### Q20. Other

#### Q20 Other

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BANNERS  
BOOKLET AT LIBRARY  
CHAMBER  
CHAMBER OF COMMERCE  
CHURCH  
CITY BUILDING & REC NEWSLETTER  
CITY CATALOG  
CITY HALL  
CITY HALL  
CITY LINKS  
CO-OP  
DON'T KNOW MAYBE  
DRIVE BY  
FLYERS BROUGHT HOME FROM SON'S SCHOOL  
FOX NEWS  
FREE NEWSPAPER  
FRIENDS  
FRIENDS  
FRIENDS  
FRIENDS AND NEIGHBORS  
FROM OTHER CITIZENS  
FRUITA PARKS & REC LETTER  
FRUITA THRIFT SHOP, WORD OF MOUTH  
GOSSIP  
GRIENDS  
HEARING ABOUT IT FROM OTHERS AFTER FACT  
INTERNET  
INTERNET  
INTERNET SITE  
INVOLVEMENT IN COMMUNITY VOLUNTEER BOARD  
KEEP UP THE FRUITA UPDATES  
KENT PAC HECO & COFFEE SHOP GANG  
LARGER BANNER SIGNS HUNG DOWNTOWN  
LIONS  
LIVED HERE LONG ENOUGH TO KNOW  
NEIGHBOR & ORGANIZATIONS  
NEIGHBOR TO NEIGHBOR  
NOT ACTIVE, RETIRED  
NOT THE CITY RESPONSIBILITY



## 2009 Fruita, CO Community Survey Results

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### **Q20. Other**

#### Q20 Other

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WORD OF MOUTH  
WORD OF MOUTH, PEOPLE CONCERNS  
WORK IN TOWN  
WORK OF MOUTH

## 2009 Fruita, CO Community Survey Results

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**Q21. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree."**

(N=930)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1	Don't Know 9
Q21a The City of Fruita does a good job of keeping its residents informed about City issues	8.1%	46.1%	27.8%	11.7%	2.3%	4.1%
Q21b Overall, I support the City's policies regarding growth related issues	4.6%	30.6%	31.9%	16.4%	6.2%	10.3%
Q21c Elected City officials are responsive to Fruita residents	5.7%	26.6%	29.7%	11.7%	7.6%	18.6%
Q21d City employees are responsive to Fruita residents	10.7%	41.2%	26.3%	6.5%	2.9%	12.5%
Q21e Generally, City employees are competent	11.0%	48.8%	22.6%	4.0%	1.9%	11.7%
Q21f Overall, I am satisfied with the City services and the public facilities in Fruita	11.7%	55.1%	22.3%	6.1%	1.5%	3.2%
Q21g Fruita is a good place to raise a family	36.5%	47.1%	11.0%	1.8%	0.5%	3.0%
Q21h I am pleased with the direction the City of Fruita is taking	12.1%	38.0%	28.4%	11.3%	4.4%	5.8%
Q21i Fruita residents receive good value for the City taxes they pay	9.4%	35.1%	28.4%	13.2%	5.4%	8.5%
Q21j The City does a good job of maintaining its small town atmosphere	15.4%	49.7%	20.6%	8.0%	3.8%	2.6%
Q21k Fruita is a well planned and well designed community	8.0%	35.3%	31.8%	14.6%	5.8%	4.5%

## 2009 Fruita, CO Community Survey Results

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**Q21. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree" (excluding "Don't Knows).**

(N=930)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Q21a The City of Fruita does a good job of keeping its residents informed about City issues	8.4%	48.0%	29.0%	12.2%	2.4%
Q21b Overall, I support the City's policies regarding growth related issues	5.2%	34.1%	35.5%	18.2%	7.0%
Q21c Elected City officials are responsive to Fruita residents	7.0%	32.7%	36.5%	14.4%	9.4%
Q21d City employees are responsive to Fruita residents	12.2%	47.1%	30.0%	7.4%	3.3%
Q21e Generally, City employees are competent	12.4%	55.2%	25.6%	4.5%	2.2%
Q21f Overall, I am satisfied with the City services and the public facilities in Fruita	12.1%	57.0%	23.0%	6.3%	1.6%
Q21g Fruita is a good place to raise a family	37.6%	48.6%	11.3%	1.9%	0.6%
Q21h I am pleased with the direction the City of Fruita is taking	12.8%	40.3%	30.2%	12.0%	4.7%
Q21i Fruita residents receive good value for the City taxes they pay	10.2%	38.4%	31.1%	14.5%	5.9%
Q21j The City does a good job of maintaining its small town atmosphere	15.8%	51.0%	21.1%	8.2%	3.9%
Q21k Fruita is a well planned and well designed community	8.4%	36.9%	33.3%	15.3%	6.1%

## 2009 Fruita, CO Community Survey Results

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### Q22. What special events have you attended in Fruita?

<u>Q22 Events attended</u>	<u>Number</u>	<u>Percent</u>
A = Mike the Headless Chicken	582	62.6 %
B = Fat Tire Festival	253	27.2 %
C = Fireworks Display (July 3rd)	597	64.2 %
D = Fall Festival	796	85.6 %
E = Fruita Farmers Market	642	69.0 %
F = Thursday night concert series	483	51.9 %
G = Sweetheart Health Expo and Run	34	3.7 %
H = Truck N Treat	111	11.9 %
I = Hometown Christmas Parade and Event	462	49.7 %
J = Bike Rodeo (youth)	24	2.6 %
K = Easter Egg Scramble	66	7.1 %
L = Dinosaur Days	198	21.3 %
M = Trick or Treat Street	230	24.7 %
N = Riverfront Community Concert Series	250	26.9 %
	Total	4731

**Q23. Which THREE of the special events listed in Question 22 above, are your favorite?**

<u>Q23a Most favorite</u>	<u>Number</u>	<u>Percent</u>
A=Mike the Headless Chicken	65	7.0 %
B=Fat Tire Festival	25	2.7 %
C=Fireworks Display (July 3rd)	71	7.6 %
D=Fall Festival	324	34.8 %
E=Fruita Farmers Market	84	9.0 %
F=Thursday night concert series	79	8.5 %
G=Sweetheart Health Expo and Run	1	0.1 %
H=Truck N Treat	9	1.0 %
I=Hometown Christmas Parade and Event	24	2.6 %
J=Bike Rodeo (youth)	0	0.0 %
K=Easter Egg Scramble	2	0.2 %
L=Dinosaur Days	1	0.1 %
M=Trick or Treat Street	11	1.2 %
N=Riverfront Community Concert Series	46	4.9 %
Z=No response	187	20.1 %
Total	929	99.9 %

**Q23. Which THREE of the special events listed in Question 22 above, are your favorite?**

<u>Q23b Second most favorite</u>	<u>Number</u>	<u>Percent</u>
A=Mike the Headless Chicken	68	7.3 %
B=Fat Tire Festival	28	3.0 %
C=Fireworks Display (July 3rd)	109	11.7 %
D=Fall Festival	121	13.0 %
E=Fruita Farmers Market	114	12.3 %
F=Thursday night concert series	102	11.0 %
G=Sweetheart Health Expo and Run	4	0.4 %
H=Truck N Treat	7	0.8 %
I=Hometown Christmas Parade and Event	68	7.3 %
J=Bike Rodeo (youth)	0	0.0 %
K=Easter Egg Scramble	4	0.4 %
L=Dinosaur Days	5	0.5 %
M=Trick or Treat Street	25	2.7 %
N=Riverfront Community Concert Series	31	3.3 %
Z=No response	244	26.2 %
Total	930	100.0 %

**Q23. Which THREE of the special events listed in Question 22 above, are your favorite?**

<u>Q23c Third most favorite</u>	<u>Number</u>	<u>Percent</u>
A=Mike the Headless Chicken	61	6.6 %
B=Fat Tire Festival	29	3.1 %
C=Fireworks Display (July 3rd)	90	9.7 %
D=Fall Festival	67	7.2 %
E=Fruita Farmers Market	99	10.6 %
F=Thursday night concert series	95	10.2 %
G=Sweetheart Health Expo and Run	5	0.5 %
H=Truck N Treat	11	1.2 %
I=Hometown Christmas Parade and Event	81	8.7 %
J=Bike Rodeo (youth)	1	0.1 %
K=Easter Egg Scramble	2	0.2 %
L=Dinosaur Days	12	1.3 %
M=Trick or Treat Street	33	3.5 %
N=Riverfront Community Concert Series	39	4.2 %
Z=No response	305	32.8 %
Total	930	100.0 %

**Q23. Which THREE of the special events listed in Question 22 above, are your favorite?**

<u>Q23a Most favorite</u>	<u>Number</u>	<u>Percent</u>
A = Mike the Headless Chicken	194	20.9 %
B = Fat Tire Festival	82	8.8 %
C = Fireworks Display (July 3rd)	270	29.0 %
D = Fall Festival	512	55.1 %
E = Fruita Farmers Market	297	31.9 %
F = Thursday night concert series	276	29.7 %
G = Sweetheart Health Expo and Run	10	1.1 %
H = Truck N Treat	27	2.9 %
I = Hometown Christmas Parade and Event	173	18.6 %
J = Bike Rodeo (youth)	1	0.1 %
K = Easter Egg Scramble	8	0.9 %
L = Dinosaur Days	18	1.9 %
M = Trick or Treat Street	69	7.4 %
N = Riverfront Community Concert Series	116	12.5 %
Z = No response	187	20.1 %
Total	2240	

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most

favorite

Q23a Why

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- A IT BRINGS OUT THE SMALL TOWN ATMOSPHERE
- A 5K RUN
- A A REAL "FRUITA" EVENT
- A AN EVENT THAT IS LOCAL & CELEBRATE FRUITA & ITS RESIDENTS
- A BECAUSE IT SURVIVING ITS CONDITION
- A BRINGS MONEY INTO LOCAL ECONOMY
- A CAN WATCH IT FROM MOST HOMES IN TOWN
- A CAR SHOW
- A CAR SHOW
- A CAR SHOW, VENDING, BEERT TENT, MUSIC, WACKY FUN
- A CRAFTS
- A DON'T THINK MANY PEOPLE KNOW ABOUT MIKE DAY
- A ENJOY CAR SHOW & VENDORS
- A ENJOY THE COMMUNITY GATHERINGS AND THE CAR SHOW
- A FIREWORKS, REALLY NICE
- A FRESH FRUITS & VEGETABLES
- A FUN NOT TO CROWDED
- A GREAT DISPLAY FOR THIS LITTLE TOWN
- A I LIKE THE VARIETY OF THINGS TO SEE
- A I LOVE CHRISTMAS AND ACTIVITIES ASSOCIATED WITH IT
- A ITS A FUN OUTING
- A ITS A FUN TIME FOR ALL AGES
- A ITS FUN TO SHARE WITH FAMILY NOT LIVING HERE
- A ITS UNIQUE
- A JUST GREAT FUN
- A KES PLACE WHEN ITS COOL OUTSIDE, VARIETY OF THINGS
- A KICK OFF FOR SUMMER, FAMILIES OUT ENJOYING THEMSELVES
- A LONG STANDING TRADITION W/GOOD MUSIC, VENDORS BECOME TRASHY
- A LOTS OF FUN STUFF FOR THE KIDS
- A LOTS TO DO, A LOT OF VENDORS, FUN FOR ALL AGES

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most

favorite

Q23a Why

Q23a favorite	Q23a Why
A	LOVE THE WEATHER AT THIS TIME
A	MIKE THE HEADLESS IS MORE FAMILY ORIENTED
A	MOST POPULAR FESTIVAL IN FRUITA OR IN COLORADO IN MY OPINION
A	MUSIC
A	OLD CARS DISPLAY, GOOD GATHERING PLACE FOR COMMUNITY
A	REMEMBER THE ORIGINAL MIKE
A	RUN IS FUN
A	SMALL TOWN TYPE EVENT
A	STILL A SMALL EVENT
A	THE 5K RUN
A	THIS IS A ONE OF A KIND SPECIAL EVENT IN THE WORLD
A	TRYING TO EXPAND THE SENSE OF COMMUNITY
A	UNIQUE THEME
A	UNIQUE TO FRUITA
A	VERY LAID BACK, COMFORTABLE SETTING
A	WHOLE IDEA SETS A FUN BACKGROUND FOR EVENTS
A	YOUR CAN DRINK ALCOHOLIC BEVERAGES
B	BIKES
B	COMPLETE FAMILY FUN FOR ALL AGES. DRAWS PEOPLE FROM ALL OVER
B	WAS OUR FAVORITE BEFORE IT WAS FALL FESTIVAL
B	EMPHASIS THE IMPORTANCE OF FRUITA OUTDOOR REC, OPEN SPACE
B	FOOD MUSIC, GOOD BEER, LOTS OF COOL EVENTS
B	GOOD BEER & NICE PEOPLE
B	GOOD TIMES & PEOPLE
B	GREAT EVENT, FOCUSES ON FRUITA'S AWESOME MTN BIKE REC
B	I BIKE
B	I FEEL IT BRINGS THE MOST PEOPLE FROM ALL OVER THE WORLD
B	I'M A BICYCLIST
B	LIFESTYLE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most  
favorite

Q23a Why

Q23a Most favorite	Q23a Why
B	LIGHT HEARTED FUN FOR LOCAL/VISITORS KICKS OFF SUMMER
B	LOVE THE ATMOSPHERE
B	MY INTEREST
B	PROMOTES WHAT FRUITA HAS TO OFFER IN SURROUNDING AREA
B	THE INITIAL TOURIST & BRINGS NEEDED "YOUNG" TOURISM DOLLARS
B	TOURISM, MONEY IT BRINGS IN, WORLD WIDE EXPOSURE
B	WANT MORE BIKING TRAILS/SERVICES
B	WE MOVED HERE TO BIKE
C	FIREWORKS AREA BEAUTIFUL
C	CAN PARTICIPATE WITHOUT LEAVING HOME
C	CAN VIEW FROM VARIOUS AREAS
C	DISPLAY IS CLOSE DON'T HAVE TO GO ANYWHERE TO SEE IT
C	DON'T HAVE TO GO FAR TO SEE THEM
C	ENJOY IT, EASY TO FIND PLACE TO VIEW IT
C	ENJOY THE SHOW, THE MEANING OF THE DISPLAY
C	ENJOYABLE PART OF OUR 4TH OF JULY
C	FAVORITE HOLIDAY
C	FIREWORKS GOOD, GREAT DISPLAY, IT IS GOOD CLEAN FUN
C	FIREWORKS WERE CLOSE AND EASILY ATTENDED
C	FOOD BOOTHS ARE A BIT EXPENSIVE
C	FREE PATRIOTIC FUN FOR ALL AGES, VERY SPECTACULAR
C	GOOD WAY TO SPEND THE 4TH, SMALL TOWN, LESS DRUNK DRIVERS
C	GREAT DISPLAY
C	GREAT DISPLAY
C	GREAT SHOW
C	INDEPENDENCE DAY
C	IT IS A GOOD SELECTION-NOT LONG ENOUGH, GOOD ENTERTAINMENT
C	IT IS A GOOD SHOW

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most

favorite

Q23a Why

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- C IT SEEMS PATRIOTIC
- C ITS GREAT & WE DON'T HAVE FAR TO GO
- C LIKE 4TH OF JULY
- C LIKE TO CAMP AT THE STATE PARK, GREAT VIEW OF FIREWORKS
- C LOVE FIREWORKS
- C MAKES ME FEEL YOUNG & GOOD MEMORIES
- C MY FAMILY LOOKS FORWARD TO IT EVERY YEAR
- C NICE TO VIEW FROM HOME, NO TRAFFIC TO DEAL WITH
- C NUMBER OF PEROPLE ENTERTAINED
- C PERSON CAN PARTICIPATE
- C SENSE OF COMMUNITY, PATRIOTIC, SHORT TRAVEL DISTANCE
- C SMALL CROWDS
- C THE DISPLAY WAS VERY ORGANIZED, GOOD JOB DONE
- C THEY ARE AWESOME
- C TOWN IS SMALL, ENJOY AND SEE THE FIREWORKS
- C TRADITION, LOCATION LAST COUPLE YEARS, EASY ACCESS
- C VERY GOOD FOR FAMILY, EASY TO VIEW THE SHOW
- C WATCH FROM MY HOUSE
- C WE CAN SEE THEM FROM OUR BACK YARD, WE DON'T HAVE TO DRIVE
- C WE CAN WATCH FROM OUR HOME
- C WE VIEW THE DISPLAY FROM OUR FRONT LAWN
- C WELL DONE
- C WELL PLANNED
- C WHO DOESN'T LOVE FIREWORKS! IT IS GREAT TO SEE THE DISPLAYS
- C WONDERFUL DISPLAY & EXCELLENT VIEWING
- C WONDERFUL FIREWORKS DISPLAY
- C WONDERFULL TIME TO CELEBRATE, FIREWORKS ARE GREAT
- C YOU CAN SIT FROM HOME AND DON'T HAVE TO GET OUT IN TRAFFIC
- D VENDORS

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most  
favorite

Q23a Why

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D	A LITTLE BIT OF EVERYTHING
D	A TIME TO SEE PEOPLE AND TALK, HAVE FUN, EAT GOOD FOOD
D	ACTIVITIES FOR CHILDREN
D	ALL THE EVENTS HERE
D	ALL THE MUSIC, VENDORS & PEOPLE
D	ALWAYS FUN IN CONJUNCTION WITH THE LOCAL TAVERNS
D	ANNUAL EVENT FOR MANY YEARS
D	AWESOME FESTIVAL
D	BEFORE WINTER
D	BEING ABLE TO SUPPORT AND BUY LOCAL PRODUCE
D	BEST FESTIVAL IN THE VALLEY, GREAT VARIETY, FUN
D	BEST IN THE VALLEY WITH GOOD SELECTION OF EVENTS
D	BEST TIME OF YEAR
D	BEST VARIETY AND ACTIVITY, LOW COST
D	BEST WE HAVE
D	BIG
D	BIGGEST FESTIVAL WITH MORE TO DO FOR ENTERTAINING CHILDREN
D	BLUE GRASS, WE NEED MORE OF IT
D	BLUEGRASS MUSIC
D	BLUEGRASS MUSIC
D	BLUEGRASS MUSIC
D	BOOTHES, FOOD, ENTERTAINMENT
D	BRINGS FAMILIES TOGETHER, CLASS REUNIONS
D	BRINGS PEOPLE TO TOWN
D	BRINGS TOWN TOGETHER AND FUN TO GO
D	BRINGS WHOLE COMMUNITY TOGETHER, LOTS OF VARIETY IN BOOTHS
D	CARNIVAL FOR KIDS, VARIETY OF FUNCTIONS, MUSIC, BOOTHES ETC
D	CHILDREN'S RIDE AND FOOD
D	CLEVER
D	COMMUNITY TOGETHERNESS ALTHOUGH IT SEEMS CARNIVAL LIKE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most  
favorite

Q23a Why

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- D DOES THE BEST JOB OF ATTRACTION AND INVOLVING LOCAL PEOPLE
- D ENJOY OLD TIMED
- D ENJOY THE PARADE AND MUSIC
- D ENJOYABLE RIGHT OF YEAR
- D ENJOYED THE PARADE, BALLG AMES, MUSIC, NEED RESTROOMS
- D ENOUGH TO DO PLUS DIFFERENT THINGS TO DO AND EAT
- D EVERYONE COMES OUT
- D EVERYONE IS THERE
- D EVERYONE WAS THERE
- D EXCELLENT BLUEGRASS MUSIC
- D FALL FESTIVAL
- D FALL FESTIVAL
- D FALL FESTIVAL
- D FALL FESTIVAL IN WELL ORGANIZED, CLEAN AND SAFE FEELING
- D FALL FESTIVE IS BIGGER & HAS LOTS TO OFFER
- D FAMILY ENJOY THE EVENT
- D FAMILY FUN
- D FAMILY FUN & ENJOYABLE, GOOD ENTERTAINMENT
- D FEELING OF A HOMETOWN EVENT
- D FEES CONTINUE TO GO UP, GET SMALLER WITH VENDORS
- D FMHA BAND AT PARADE, SENSE OF COMMUNITY
- D FOOD ATMOSPHERE
- D FUN ATMOSPHERE, STRONG COMMUNITY INVOLVEMENT, PARADE
- D FUN FOR EVERYONE OF ALL AGES
- D FUN FOR EVERYONE, ALL AGES & TASTES
- D FUN PLACE TO GO LOTS TO SEE
- D FUN WAY TO END SUMMER
- D GET TO SEE AND VISIT WITH PEOPLE, GOOD FOR THE CITY ECONOMY
- D GIVES A PLACE FOR YOUTH TO HANG OUT FOR A WHILE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most

favorite

Q23a Why

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- D GOOD FAMILY ATMOSPHERE & FUN
- D GOOD MEMORIES, FAMILY FUN
- D GOOD MUSIC AND EATS
- D GOOD MUSIC, DON EDWARDS SHOULD'VE BEEN ON A BIGGER STAGE
- D GOOD TIME TO REJOICE IN LIVING THE GOOD LIFE
- D GOOD TIME, BEAUTIFUL WEATHER FOR ALL
- D GOOD TIME, CARNIVAL THAT IS CLOSE, CLEAN & SAFE FOR THE KIDS
- D GOODS & SERVICE AVAILABLE, FAMILY ATMOSPHERE
- D GOT TO SEE FRIENDS & FAMILY, PARADE
- D GRADUATES 50 YRS AGO PARTICIPATED ON FLOATS & REUNIONS
- D GRAND PARADE
- D GRANDDAUGHTER LIKES IT
- D GREAT COMMUNITY EVENT
- D GREAT EVENTS & SOMETHING GOING ON ALWAYS
- D GREAT EXHIBITS, LOTS OF FUN
- D GREAT FOOD AND THINGS TO DO
- D GREAT FUN
- D GREAT SENSE OF COMMUNITY
- D GREAT SENSE OF SMALL TOWN COMMUNITY
- D GREAT TIME FOR YEAR, PUT TOGETHER VERY WELL
- D GREAT WEATHER, BOOTHS AND ACTIVITIES
- D GREEK FOOD ONCE A YEAR
- D HAS SOMETHING FOR EVERYONE
- D HIGH QUALITY OF APPROPRIATE MUSICAL ENTERTAINMENT
- D HISTORIC EVENT-ATTENDED SINCE I WAS YOUNG
- D HISTORY ALL THE PEOPLE
- D HUGE WELL PLANNED FUN EVENT
- D I ENJOY THE ARTS AND CRAFTS
- D I ENJOY THE EVENT
- D I ENJOYED WATCHING THE PARADE, WALKING AROUND THE VENDORS
- D I GET TO SEE PEOPLE I HAVE NOT SEEN IN A LONG TIME

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most

favorite

Q23a Why

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- |   |  |
|---|--|
| D | I HAVE ALWAYS GONE   |
| D | I LOVE ALL THE FUN BOOTHS TO LOOK AT CRAFTS                    |
| D | I LOVE SEEING THE KIDS HAVE SO MUCH FUN AND<br>THE MUSIC       |
| D | I LOVE THE FALL  |
| D | IS A CLASSIC WAY TO SPEND TIME WITH FAMILY/<br>FRIENDS         |
| D | IS A GREAT WAY TO END THE SUMMER                               |
| D | IS A GREAT WAY TO SEE WHATS GOING ON DOWNTOWN                  |
| D | IT BRINGS A LOT OF OUTSIDE PEOPLE IN, GETS<br>TOWNS PEOPLE OUT |
| D | IT BRINGS PEOPLE TOGETHER & ITS GOOD FOR THE<br>TOWN           |
| D | IT GETS PEOPLE OUT AND IT IS FUN                               |
| D | IT IS A PART OF FRUITA HISTORY                                 |
| D | IT IS THE OLDEST   |
| D | IT LAST FOR 3 DAYS AND HAS A VARIETY OF MUSIC                  |
| D | ITS A FUN TIME FOR EVERYONE IN THE FAMILY                      |
| D | ITS A GREAT FAMILY EVENT THAT ONLY A SMALL<br>TOWN COULD OFFER |
| D | ITS A TRADITION MY FAMILY HAS ENJOYED FOR<br>OVER 40 YEARS     |
| D | ITS A VERY HOMEY FEELING FESTIVAL, FULL OF FUN                 |
| D | ITS BIG AND LAST FEW DAYS                                      |
| D | ITS FUN & FAMILY FRIENDLY, I THINK ITS THE BEST<br>AROUND      |
| D | ITS FUN, GOOD FOOD   |
| D | ITS FUN, INFORMATIVE, ENTERTAINING                             |
| D | ITS FUN FOR THE FAMILY, GOOD TO SEE OTHERS IN THE<br>COMMUNITY |
| D | ITS SO COMMERCIALIZED NOT THE FUN IT WAS, NO<br>PARKING        |
| D | ITS THE BIGGESTS EVENT AND HAS A LOT OF RIDES<br>FOR KIDS      |
| D | KIDS   |
| D | KIDS LOVE IT   |
| D | KIDS LOVE IT   |

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most  
favorite

Q23a Why

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- D KIDS LOVE THE RIDES & DIFFERENT BOOTHS
- D KIDS LOVE TO GO FOR THE CARNIVAL RIDE
- D LARGE EVENT AND WELL PLANNED, VENDORS  
PRICING IS VERY HIGH
- D LARGE VARIETY OF ACTIVITIES & INTERESTING, FUN  
FOR EVERYONE
- D LARGEST OF THE FESTIVALS, MORE TO DO
- D LAST BIG FESTIVAL BEFORE THE SNOW FLIES
- D LAST LONGER & MORE VENDORS
- D LIKE TO SEE LOTS OF PEOPLE IN FRUITA
- D LOOK FORWARD TO FRESH FRUITS & VEGETABLES
- D LOOK FORWARD TO IT EVERY YEAR. GOOD MUSIC,  
SAFE & FUN
- D LOT OF THINGS GOING ON AND ALL THE  
ENTERTAINMENT
- D LOT OF THINGS TO DO
- D LOTS OF ACTIVITIES
- D LOTS OF ACTIVITIES, FOOD & VENDORS
- D LOTS OF ACTIVITIES, PEOPLE, VENDORS AND GREAT  
WEEKEND
- D LOTS OF DIFFERENT FOOD
- D LOTS OF FUN GOOD PLACE TO HAVE FUN WITH  
FRIENDS
- D LOTS OF FUN, GREAT ACTIVITIES
- D LOTS OF GOOD FOOD AND A CHANCE TO SEE LOCAL  
ARTS & CRAFTS
- D LOTS OF HAND MADE CRAFTS, QUALITY OF ITEMS
- D LOTS OF NICE VENDORS
- D LOTS OF VENDORS, GOOD ENERGY
- D LOTS OF VENDORS, PARADE, GOOD FOOD, GOOD  
MUSIC
- D LOTS OF VENDORS, WEATHER IS GOOD
- D LOTS TO DO AND ENJOY THE MUSIC
- D LOTS TO DO WITH FAMILY

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23a

Most  
favorite

Q23a Why

- 
- |   |  |
|---|--|
| D | LOVE ALL THE RIDES AND VENDORS, EVENTS ARE GREAT             |
| D | LOVE FALL, THERE IS A LOT OF STUFF GOING ON                  |
| D | LOVE FALL, TIME TO GET SKIS WAXED                            |
| D | LOVE THE BLUEGRASS MUSIC                                     |
| D | LOVE THE MUSIC, RIDES FOR KIDS                               |
| D | LOVE THE VENDORS   |
| D | LOVE YOU TO MAKE CIGARETTE SMOKERS NOT SMOKE, NO DOG ALLOWED |
| D | MANY ACTIVITIES  |
| D | MANY VENDORS, EVENTS FOR ADULTS/CHILDREN TO PARTICIPATE      |
| D | MEETING NEW PEOPLE AND VISITING WITH OTHERS                  |
| D | MORE COUNTRY AND DOWN TO EARTH ACTIVITIES FOR ALL AGES       |
| D | MORE FAMILY ACTIVITIES, IT BRINGS MORE VENDORS & VARIETY     |
| D | MOST COMPREHENSIVE   |
| D | MOST DIVERT  |
| D | MOST EVENTS  |
| D | MOST VENDORS, COOLER WEATHER, ENJOY COWLEY CHURCH            |
| D | MUSIC  |
| D | MUSIC, FOOD AND PEOPLE                                       |
| D | MUSIC, VENDOR, PEOPLE, LAST THE FREE FIREWORKS               |
| D | NICE SMALL TOWN FESTIVAL FEEL                                |
| D | NICE TIME OF YEAR, LOTS TO SEE                               |
| D | NICE TO WALK THE STREET WITHOUT HAVING TO STOP & MEET PEOPLE |
| D | NICE VARIETY & BEING ABLE TO SEE AND MEET NEW PEOPLE         |
| D | NICE WEATHER, GOOD ACTIVITIES                                |
| D | ONE OF MY FAVORITE THINGS ABOUT FRUITA, GREAT COMMUNITY EVEN |

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

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- A ITS LONG AND MY KIDS ENJOY IT
- A A FUN EVENT THAT THE ENTIRE FAMILY ENJOYS
- A ACTIVITIES, MUSIC AND PEOPLE
- A ALWAYS NICE
- A BIKES
- A BRINGS BUSINESSES AND FUN ACTIVITIES FOR THE KIDS
- A BRINGS CREDIBILITY TO MY FRIENDS AND OUT OF TOWN FAMILIES
- A CARNIVAL RIDES
- A FOR FUN
- A FUN
- A FUN & UNIQUE
- A FUN FOR EVERYONE
- A FUN HISTORY, THE RUN
- A FUN TO DO THE ACTIVITIES
- A FUN TO START OFF THE SUMMER SEASON
- A GREAT FAMILY FUN
- A GREAT LOCAL & HISTORICALLY THEMED EVEN, FUN FAMILY EVENT
- A HOW CAN CHICKEN WITHOUT A HEAD BE SO COOL?
- A I ENJOYED THE MUSIC
- A ITS AN ICON-LOVE TO BE A PART OF IT
- A ITS FUN
- A ITS SO REDNECK, I LOVE IT
- A JUST A FUN TIME
- A JUST FUN
- A JUST FUN AND SHORT
- A JUST HAVING A GOOD TIME
- A LOVE THE 5K RACE
- A MIKE IS A GREAT MASCOT & SHOULD ALWAYS BE REMEMBERED
- A MUSIC FOR EVERYONE, FUN FUN
- A NOT SO BIG STILL IS COMMUNITY
- A OPENS THE SEASONS ACTIVITIES AFTER THE LONG DRAB WINTER

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

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A	ORIGINAL
A	SEE THE CHICKEN SOON AFTER IT HAPPENED
A	SENSE OF COMMUNITY
A	SO UNIQUE, ONLY IN FRUITA
A	SOME PLACE TO GO
A	THE CAR SHOW
A	THE CAR SHOW
A	THIS IS WHAT FRUITA IS ABOUT, WHO ELSE HAS A HEADLESS CHICKEN
A	TOURISM
A	UNIQUE AND FUN
A	UNIQUE EVENT
A	UNIQUE FUN
A	VERY FUN AND UNIQUE FESTIVAL
A	WHERE ELSE HAS SUCH A WEIRD EVENT
A	WHOLE WALK/RUN IS FUN
A	WIDE VARIETY OF EVENTS FOR ALL AGES
A	YOU GET TO LEARN NEW STUFF
A	YOU GOTTA LOVE THE CELEBRATION OF A HEADLESS CHICKEN
B	A GREAT FESTIVAL TO KICK OFF SPRING AND BEING OUTDOORS
B	DIFFERENT, THEY CARE ABOUT THE ENVIRONMENT
B	FARMERS MARKET FRESH FOOD
B	FOCUS ON BIKE RIDING, TOURISM TO PROVIDE OUTSIDE REVENUE
B	FUN FOR BIKERS-YAH
B	FUN TO SEE EVENT
B	GREAT ENTERTAINMENT & EASY ACCESS
B	GREAT MUSIC & TURNOUT
B	ITS PHAT
B	JUST A GOOD TIME AND LOVE BEER
B	KIDS & ANIMALS, SMALL TOWN CHRISTMAS
B	LOVE THE BEER & BIKING EMPHASIS
B	LOVE TO MOUNTAIN BIKE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

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- B MOUNTAIN BIKING, RECOGNITION OF OUR TOWN AS A DESTINATION
- B MOUNTAIN BIKING IS ONE OF THE MAIN REASONS I MOVED HERE
- B SELECTIONS
- B SMALL TOWN CHRISTMAS FEEL
- B WELL ATTENDED & CONTRIBUTES TO FRUITA AS A MT BIKING COMMUNITY
- B YOU CAN DRINK ALCOHOLIC BEVERAGES
- C 1ST ONE IN FRUITA, LASTED LONGER THAN NORMALLY IN DENVER
- C 4TH OF JULY CELEBRATION WITHOUT LEAVING FRUITA
- C A GREAT SHOW
- C ALWAYS A GOOD SHOW
- C ALWAYS DO A GOOD JOB, WONDERFUL TO WATCH
- C AWESOME DISPLAY
- C BETTER THAN JUNCTION
- C BUT NEVER GET TO SEE (WORKING)
- C CAN SEE FROM MY HOUSE
- C CAN SEE FROM PARK AND ITS FREE
- C CLOSE TO HOME, DON'T HAVE TO DRIVE
- C CONVENIENCE
- C EASY ACCESS
- C EASY ACCESS FOR FIREWORKS, GOOD SHOW
- C EASY ACCESSIBILITY, BETTER EACH YEAR
- C EASY FAMILY EVENING
- C EASY TO SEE
- C FAMILY FUN, BEAUTIFUL
- C FIREWORKS ARE PRETTY
- C FIREWORKS, WHAT MORE CAN YOU SAY
- C FUN, FREE
- C FUN FOR THE WHOLE FAMILY AND IT IS FUN
- C GOOD DISPLAY AND PLENTY OF GOOD VIEWING AREA
- C GOOD SHOW
- C GREAT APPRECIATION FOR FIRE DEPT VOLUNTEERS

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

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- C GREAT JOB, GOOD DISPLAY
- C GREAT TIME OF YEAR
- C GREAT TIME TO SEE FRIENDS, THEY DO A PRETTY GOOD SHOW
- C GREAT TO HAVE A SPECTULAR DISPLAY RIGHT IN FRUITA
- C HOW ABOUT FIREWORKS ALONG THE RIVER WITH CARNIVAL
- C HOW BLESSED WE ARE AS AMERICANS
- C I CAN SEE THEM FROM MY HOUSE, MUSIC
- C I LIVE IN KINGS VIEW AND CAN WATCH IT
- C I LOVE THE HOME TOWN FEELING OF THE FIREWORKS
- C IT WAS BEAUTIFUL
- C ITS ALWAYS A GOOD SHOW
- C ITS FREE, ITS FAMILY ORIENTED, SPECIAL GIFT FROM THE CITY
- C ITS NOT A MACK
- C ITS SO CLEAR CUT, LESS CITY TRAFFIC THAN JUNCTION
- C ITS UP TO PAR FOR THE SIZE OF TOWN FRUITA IS
- C JUST LOVE THE FIREWORKS & THE HOLIDAY
- C KIDS ENJOY
- C KIDS LIKE AND DON'T HAVE TO GO TO A "STADIUM" TO ENJOY
- C KIDS LOVE IT
- C LET YOU THANK THOSE FOR THE FREEDOM & ENJOY THE DISPLAY
- C LIKE THE SEASON
- C LIKE TO SEE FIREWORKS ON JULY 4TH
- C LOVE FIREWORKS
- C LOVE SITTING ON THE PATIO AT PABLO'S PIZZA & WATCHING
- C LOVE THE PARTIOTISM IN OUR CITY
- C MORE FIREWORKS PLEASE
- C NICE DISPLAY
- C NICE FAMILY ATMOSPHERE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

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- C NO OTHER COMPARES WITH IT...KEEP IT UP
- C NOT AS LONG A DRIVE TO SEE THEM
- C OH PRETTY
- C ONE OF THE BEST FIREWORKS DISPLAY PUT ON BY A SMALL TOWN
- C PATRIOTIC & FUN
- C PUT ON A GREAT DISPLAY
- C RESPECT
- C SIGHT AVAILABILITY
- C SPECTACULAR AND IT HELPS US RENEW OUR PATRIOTISM
- C THEY ARE ALWAYS FUN TO WATCH
- C TRADITION TO DO FIREWORKS ON THE 4TH LIKE THAT
- C TRADITIONAL
- C VERY GOOD
- C VERY GOOD DISPLAY, GOOD JOB
- C WE CAN SEE THE FIREWORKS FROM OUR ROOF
- C WE DON'T HAVE TO LEAVE TOWN
- C WELL PLANNED
- D VARIETY
- D VARIETY OF GOODS
- D ACTIVITIES
- D ALL AROUND FUN
- D BEEN AROUND LONGEST
- D BIGGEST EVENT BRINGS LOTS OF PEOPLE TO FRUITA
- D BOOTHS, LIKE FALL
- D CASUAL ATMOSPHERE
- D CHILDREN
- D DANCING IN THE STREETS, PARADE, FAST FOOD, MUSIC
- D DOWNTOWN INVOLVEMENT, VARIETY, SOMETHING FOR CHILDREN
- D ENJOY MUSIC
- D ENJOY MUSIC AND VENDORS
- D ENJOY THE MUSICS, EATS, ACTIVITIES
- D FEELING OF COMMUNITY & LOVE THE WEATHER

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

	Q23b Why
D	FUN
D	FUN
D	FUN, INEXPENSIVE
D	FUN, NEED MORE CRAFTS, NOT SO MANY COMMERICAL BOOTHS
D	FUN ATMOSPHERE
D	FUN TIME FOR EVERYONE
D	FUN TIME LOOKING FORWARD TO NEXT WEEKEND
D	FUN TO HAVE A FESTIVAL
D	FUN TO LIVE ON THE PARADE ROUTE
D	GETS YOU READY FOR THE HOLIDAYS
D	GO TO HAVE A FUNNEL CAKE, TOO COMMERCIALIZED
D	GOOD FESTIVAL, LOTS TO DO
D	GOOD GOOD, VENDORS, CARNIVAL AND MUSIC
D	GOOD MUSIC & BEER
D	GOOD MUSIC, SECURITY
D	GOOD PARADE FUN ACTIVITIES
D	GRANDCHILDREN GET TO PARTICIPATE IN A LOT OF THINGS
D	GREAT BLUEGRASS, CATFISH
D	GREAT FAMILY ACTIVITY, GREAT VARIETY
D	GREAT FAMILY FUN! LOTS OF VENDORS & ENTERTAINMENT
D	GREAT FAMILY FUN, WELL ORGANIZED
D	GREAT SMALL TOWN ATMOSPHERE
D	HARVEST TIME IS PART OF THE AREA AND ACTIVITIES FOR ALL AGES
D	HAS SOMETING FOR EVERYONE
D	HOMETOWN PARADE
D	I BELEIVE IT TO BE WELL ORGANIZED & ENJOYED THE EVENT
D	I LIKE FALL
D	I LIKE THE VARIETY OF THINGS TO SEE
D	IT IS THE PASSING OF SUMMER TO FALL
D	ITS A GOOD TIME OF YEAR TO GET OUT

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

---

- D ITS FUN BUT GETTING TOO EXPENSIVE, FAMILY FRIENDLY
- D JUST ENJOYED IT
- D JUST FUN, GOOD FOOD
- D KEEP MORE FAMILY EVENTS AND NOT SO MANY VENDORS
- D KIDS LOVE IT
- D LARGE ATTENDANCE
- D LIKE THE VARIETY AND BLUEGRASS MUSIC
- D LIKE THIS TIME OF YEAR
- D LOTS OF FOOD, SEE A LOT OF FRIENDS
- D LOTS OF FUN & PEOPLE
- D LOTS OF PEOPLE DIFFERENT CULTURAL MEETING
- D LOVE THE GREAT BLUEGRASS BANDS
- D LOWER BOOTH PRICES SO MORE HANDMADE INDIVIDUAL BOOTHS PUT UP
- D MAINTAINS OUR SMALL TOWN IMAGE
- D MANY THINGS TO DO
- D MUSIC, CRAFTS, ART, FOOD, AND PEOPLE HAVING FUN TOGETHER
- D MUSIC AND BOOTHS
- D PERSON CAN PARTICIPATE
- D PLACE FOR KIDS TO GO, SAFE, FUN
- D PLEASE WHATS NOT TO LOVE
- D SENSE OF COMMUNITY
- D SENSE OF SMALL TOWN COMMUNITY
- D SHOWING OFF FRUITA
- D SMALL TOWN ATMOSPHERE, EAT AND SHOP
- D SMALL TOWN FEEL
- D SUMMERS END
- D THE RIDES, PARADE, THE WHOLE THING IS GREAT
- D THIS IS A WELL NEEDED FUN TIME FOR FRUITA RESIDENTS
- D TO HAVE FUN
- D TRYING TO EXPAND THE SENSE OF COMMUNITY
- D VERY DIVERSE LOTS TO SEE AND DO

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

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D	VISIT WITH OLD FRIENDS
D	WE DON'T HAVE TO GO VERY FAR TO SEE IT
D	WE GET TO ENJOY A LOF OF VENDORS, OTHER PLACES HAVE TO DRIVE
D	WE LIKE THE FALL SEASON
D	WE LOVE FALL AND THE COMMUNITY
E	FRESH FRUITS & VEG AND HANDMADE ITEMS
E	I LOVE HOMEGROWN VEG & MELONS ARE FANTASTIC
E	A GOOD PLACE TO BUY LOCAL PRODUCE WITH GOOD MUSIC
E	A GOOD PLACE TO GET FRESH VEGGIES
E	ACCESS TO HOMEGROWN STUFF
E	ATMOSPHERE, FRESH PRODUCE, MUSIC
E	CAN GET WHAT I NEED
E	CLOSE TO HOME, GOOD PRODUCE
E	CONVENIENT AND GOOD PRODUCE
E	CONVENIENT LOCATION FOR QUALITY PRODUCE
E	ENJOY THE FRESH FRUITS AND VEGETABLES
E	EVERYONE LOVES FRESH PRODUCE & MUSIC
E	EVERYTHING TASTE SO MUCH BETTER AT THE FARMERS MARKET
E	FAMILY FUN
E	FARMERS MARKET, THE FRESH PRODUCE
E	FRESH FRUIT & VEGETABLES
E	FRESH FRUIT AND VEGETABLES
E	FRESH FRUITS & VEGETABLES
E	FRESH FRUITS & VEGGIES
E	FRESH LOCAL PRODUCE, A LITTLE SMALL THOUGH
E	FRESH PRODUCE
E	FRIENDLY VENDORS, GENERALLY GOOD QULALITY PRODUCTS
E	FUN EVENT
E	FUN TIME OF YEAR

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

---

E GET GOOD VEGGIES & FRESH  
E GET TO SEE A GREAT VARIETY OF VENDOR  
MERCHANDISE  
E GIVES LOCALS A CHANCE TO SHARE, KEEPS THE  
SMALL TOWN FEELING  
E GOOD BUYS OF FRESH PRODUCE  
E GOOD EATS, GOOD MUSIC, GOOD COMPANY  
E GOOD FOOD, AND FRESH  
E GOOD FRESH VEGGIES & FRUITS  
E GOOD LOCAL PRODUCE, MUSIC  
E GOOD PLACE TO BUY AND SELL & SEE PEOPLE  
E GOOD PRODUCE  
E GOOD PRODUCE  
E GOOD QUALITY PRODUCE  
E GOOD QUALITY PRODUCTS/PRICE  
E GOOD SELECTIONS OF PRODUCE WHICH IS GOOD  
QUALITY  
E GOOD THINGS  
E GOOD VARIETY  
E GREAT CHANCE FOR LOCAL PRODUCE  
E GREAT CHANCE TO ENJOY OUR LOCAL PRODUCE  
E GREAT FOOD, PEOPLE  
E GREAT FRESH VEG & FRUITS  
E GREAT LOCAL PRODUCE  
E I DON'T HAVE TO GO TO TOWN FOR FRESH FOOD  
E I LIKE THE VARIETY OF PRODUCE & WARES FROM  
LOCALS  
E I LOVE TO SUPPORT LOCAL GROWERS  
E LIKE PRODUCE  
E LIKE THE FRESH FRUITS & VEG, ALSO OTHER VENDORS  
E LIKE THE PRODUCE  
E LIKE TO SUPPORT LOCAL FARMERS & ENJOY THE  
FRESH PRODUCE  
E LOCAL GOODS  
E LOCAL PRODUCE  
E LOCAL PRODUCE AND CONTRIBUTING TO THEM

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23b  
Second  
favorite

#### Q23b Why

---

E LOVE FRESH VEGGIES  
E LOVE THE LOCAL PRODUCE  
E MARKET IS CHARMING AS WELL AS "TASTEFUL"  
E MORNING EVENT  
E NICE  
E NICE NEIGHBORHOOD FEELING  
E NICE SELECTION OF PRODUCE, GOOD COMMUNITY  
FEEL  
E NICE TO HAVE LOCALLY GROWN FRUITS & VEG ETC  
E ONLY TIME PEOPLE CAN GET FRESH VEGGIES, NOT THE  
STUFF IN STORE  
E OPPORTUNITY TO BUY LOCALLY GROWN PRODUCE  
E RAISE MOST OF OUR VEG  
E SELECTION IS GOOD, GOOD VARIETY, ENJOY SMALL  
TOWN ATMOSPHERE  
E SUPPORT THE FARMER  
E THE GREAT PRODUCE  
E THE MORE VENDORS THE BETTER  
E THE QUALITY THEY HAVE WITHOUT GOING TO  
JUNCTION CITY  
E VARIETY OF THE PARADE  
E WONDERFUL CHANCE TO ENJOY LOCAL PRODUCE  
F I LIKE THE MUSIC, BANDS AND CONCERTS  
F A NIGHT TO RELAX & ENJOY GOOD MUSIC  
F AVAILABILITY OF FRESH PRODUCE WITHOUT  
LEAVING TOWN  
F AVAILABILITY OF PRODUCE, COULD BE LONGER W/  
MORE FOOD VENDORS  
F AWESOME TALENT TO ENJOY ESP FOR PEOPLE WHO  
CANT AFFORD TO  
F BEST WAY TO SPEND A SUMMER EVENING  
F BRINGS THE WHOLE COMMUNITY OUT AND TOGETHER  
F COMFORTABLE HOMETOWN ENTERTAINMENT FOR  
FRIENDS & NEIGHBORS

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23c

Third

favorite

Q23c Why

---

---	BED RACE IS GREAT
A	FUN TO HAVE A FESTIVAL
A	GOOD MIXTURE OF ACTIVITIES
A	PRETTY FUN, GOOD CAR SHOW
A	AN ACTIVITY THAT OTHER STATE HAVE HEARD OF
A	ANNUAL EVENT AGAIN TO SEE EVERYONE
A	ATTRACTS OUT OF TOWNERS THROUGH THE CURIOSITY FACTOR
A	CHARMING & UNIQUE
A	COOL CAR SHOW
A	ENTERTAINING FOR PEOPLE TO WATCH
A	FESTIVALS, TONS OF GOOD TIMES EVERY YEAR
A	FUN
A	FUN
A	FUN & ENTERTAINMENT
A	FUN, MUSIC, POLKA AND BEER
A	HOME TOWN FLAVOR
A	I LIKE THE STORY, ITS FUNNY AND ALSO WEIRD
A	IT IS NOW AN ANNUAL TRADITION
A	IT IS VERY UNIQUE & GETS NATIONAL ATTENTION FOR OUR TOWN
A	IT SEEMS LIKE A WASTE OF TIME
A	ITS A GOOD TIME OF YEAR TO GET OUT
A	ITS A GREAT FAMILY EVENT
A	ITS A SIGNATURE OF A SMALL TOWN TO HAVE A FESTIVAL
A	ITS FUN
A	ITS JUST FUN
A	ITS PART OF FRUITA
A	ITS SHOWS THAT ALMOST EVERY STATE HAS SOMETHING SPECIAL
A	JUST FUN
A	LIKE THE FALL FESTIVAL
A	LOT OF FUN AND ENTERTAINMENT
A	LOVE THE WHOLE GOOFY CONCEPT & UNIQUE FLAVOR
A	MY KIDS HAVE FUN
A	NOT ATHLETIC

**Q23. Why?**

Q23c  
Third  
favorite

Q23c Why

---

- A NOTORIOUS, GREAT SENSE OF COMMUNITY
- A ONCE AGAIN KIDS LIKE ALL THE FOOD AND BOOTHS
- A SMALL TOWN FEEL
- A THE MOST SENSELESS REASON TO HAVE A PARTY
- A THE UNIQUENESS
- A TO WATCH PEOPLE ON HOW CRAZY THEY CAN BE
- A TOURISM, REVENUE
- A UNIQUE
- A UNIQUE, FUN
- A VERY ORIGINAL
- B BIKING (MTN) IS IMPORTANT TO OUR COMMUNITY,  
WE LOVE IT
- B CHILDREN
- B DESIGNED FOR A LIMITED GROUP OF PEOPLE RATHER  
THAN COMMUNITY
- B FOR THE EMPHASIS ON HEALTHY OUTDOOR  
ACTIVITIES
- B GOOD BEER
- B GREAT FESTIVAL BRINGS OUTSIDERS TO OUR GREAT  
COMMUNITY
- B GREAT TYPE OF PEOPLE BRING TO OUR SMALL TOWN  
ATMOSPHERE
- B JUST TONS OF FUN
- B LIKE SEEING ALL BIKES & BIKERS
- B LOTS OF FRIENDLY PEOPLE
- B LOTS OF FUN
- B MOUNTAIN BIKING IS GREAT FOR OUR ECONOMY
- B STARTS OFF THE SEASON IN A GOOD WAY, LOT OF  
YOUNG PEOPLE
- B VERY NICE
- B WE LOVE TO BIKE AND FAT TIRE BEER IS ECXCELLENT
- C 2007/2008 WAS OUTSTANDING, DISPLAY THIS YEAR  
WAS A DRAB
- C ALTHOUGH THIS YEAR WAS PRETTY BAD
- C BETTER AND LONGER THAN GJS
- C DON'T HAVE TO FIGHT JUNCTION CROWD, FAMILY  
EVENT

**Q23. Why?**

Q23c  
Third  
favorite

Q23c Why

---

- C DON'T HAVE TO GO GJ FIREWORKS BETTER IN FRUITA
- C ENJOY WATCHING IT, WHOLE NEIGHBORHOOD CELEBRATING
- C ENJOYMENT IS WHOLESOME
- C EXCELLENT SHOW
- C FIREWORKS ARE FUN FOR EVERYONE YOUNG AND OLD ALIKE
- C FIREWORKS DISPLAY IS GREAT
- C FIREWORKS SHOW PATRIOTISM & CELEBRATE OUR COUNTRIES INDEPENDENCE
- C FRESH VEGGIES
- C GET TO SEE PEOPLE, FALL WEATHER
- C GOOD DISPLAY, CAN BE SEEN FROM OUR HOUSE
- C GOOD SHOW
- C GOOD SHOW 4TH OF JULY
- C GREAT DISPLAY FOR SMALL TOWN, CAN VIEW FROM MY YARD
- C GREAT DISPLAY, WELL ORGANIZED
- C GREAT EVENT
- C GREAT FAMILY SMALL TOWN EVENT
- C GREAT FIREWORKS
- C GREAT SHOW
- C GREAT SHOW OF FIREWORKS AND EASY TO SEE
- C I CAN SEE THEM FROM MY FRONT YARD
- C I ENJOY THE SHOW
- C I LIKE FIREWORKS
- C I LIKE TO ALTERNATE, ALWAYS A GREAT SHOW
- C JUST LIKE FIREWORKS
- C LIKE THE FIREWORKS
- C LOVE THE FIREWORKS
- C LOVE THE PATRIOTISM OF THE 4TH OF JULY
- C MAKES UP FOR NOT HAVING AT HOME
- C MORE VARIETY OF VENDOR PLEASE
- C MUSIC, FRIENDS AND FAMILY
- C MY FAVORITE HOLIDAY
- C NEEDS A SHORTER FINALE
- C NEICE LOVE DINOSAURS

**Q23. Why?**

Q23c  
Third  
favorite

Q23c Why

---

- C NICE SHOW
- C NICE TO HAVE OUR OWN
- C NICE TO SEE A SPECTACULAR DISPLAY OF FIREWORKS
- C NO COST, GOOD FIREWOKS
- C OFFERS GREAT SENSE OF COMMUNITY & ALWAYS OUTSTANDING DISPLAY
- C QUITE VIEWABLE BUT COULD POINT AT BETTER PLACE TO VIEW IT
- C RELAXING
- C SEE THEM FROM MY HOUSE
- C SMALL TOWN FRUITA DOES A GREAT JOB
- C SOME PLACE TO GO
- C SOMETHING THAT ALWAYS BEEN THERE
- C SPARKLY
- C STILL A KID AT HEART
- C THANK YOU TO THE FINE FIRE DEPT FOR DOING THIS
- C THE FIREWORKS ARE GREAT
- C THE FIREWORKS DISPLAY IS ALWAYS WELL DONE
- C THE LAST A LONG TIME
- C THEY ALWAYS PUT ON A GOOD SHOW
- C THIS IS A GREAT TRADITION, HAVE BEEN ATTENDING FOR YEARS
- C VERY IMPRESSED WITH THIS
- C VERY WELL DONE, CAN BE SEEM FROM SEVERAL SPOTS
- C WE ARE LUCKY ENOUGH TO BE ABLE TO SEE 2 SHOWS THIS WAY
- C WE GET TO WATCH FIREWORKS FROM OUR OWN YARD
- D A FUN TIME
- D A LOT OF FUN
- D ALWAYS ENJOYED, SOMETHING NEW EACH YEAR
- D ALWAYS RUN INTO FRIENDS WE HAD NOT SEEN FOR A WHILE
- D BOOTHS THINGS TO BUY
- D END OF SUMMER, PARADE, MUSIC
- D ENJOY THE SMALL TOWN CELEBRATION

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23c

Third

favorite

Q23c Why

---

- D EVERYONE ENJOYED THIS FOR 1/2 DAY OR, THE PLACE IS TRASHED
- D FALL FESTIVAL
- D FALL FESTIVAL
- D FUN
- D FUN
- D GOING SINCE I WAS A KID NOW 39
- D GOOD ATMOSPHERE WOULD LIKE TO SEE MORE THOUGH
- D GOOD VARIETY
- D GOOD VARIETY OF ENTERTAINMENT AND BOOTHS AND FOODS
- D GREAT FUN & ATMOSPHERE
- D GREAT VENDORS & MUSIC, SENSE OF SMALL TOWN COMMUNITY
- D I AM A LION AND ITS GREAT EVENT FOR FRUITA
- D I CAN WALK & SPEND TIME OUTDOORS
- D I HEAR THE FESTIVAL IS GREAT
- D IS GETTING TOO COMMERCIAL
- D IT IS AMAZING
- D IT IS FULL OF MUSIC, FUN STUFF, NEW & NEAT THINGS TO SEE
- D IT IS SO FUN
- D IT WAS JUST SO BIG & SEEMED TO HAVE A GOOD ATMOSPHERE
- D KIDS LOVE IT
- D KIDS LOVED IT, WE HAVE OUR FAMILY REUNION AT THIS TIME
- D LARGE AMOUNT OF VENDORS USED TO KEEP OUT INTEREST
- D LOTS OF ENTERTAINMENT & GOOD FOR THE COMMUNITY & TRADITION
- D LOTS TO DO AND SEE
- D LOVE THE SMALL TOWN FESTIVAL FEELING & VARIETY OF VENDORS
- D NICE WAY TO END SUMMER
- D OUTDOOR ENTERTAINMENT

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23c

Third

favorite

Q23c Why

---

D	SMALL TOWN ATMOSPHERE
D	SOMETHING FOR EVERYONE
D	THE PARADE
D	TOURISM
D	USED TO GO EVERY YEAR, NO CHILDREN AT HOME ANYMORE
D	VARIETY OF VENDORS & ENTERTAINMENT
D	VERY ENJOYABLE
D	WALKING AROUND SEEING EVERYTHING AND EVERYBODY
D	YOUR CAN DRINK ALCOHOLIC BEVERAGES
E	A STAPLE
E	ALWAYS SOMETHING FRESH AND THE MUSIC IS FUN
E	AVAILABILITY OF GOODS
E	AWESOME FRUITS & VEGGIES, GREAT PRICES BETTER THAN MOST
E	BED RACE IS FUN, CARNIVAL IS SHANKY
E	CHEAP PRODUCE
E	COMMUNITY SUPPORT
E	CONVENIENCE TO BUY FRESH PRODUCE
E	DON'T HAVE TO GO TO GJ
E	EXCELLENT SELECTION, REASONABLE PRICES
E	FRESH FOOD
E	FRESH FOOD SO CLOSE
E	FRESH GARDEN FOOD
E	FRESH GOODS
E	FRESH VEGGIES
E	FRESH VEGGIES ARE NICE TO HAVE
E	FUNS TO REALLY MINGLE WITH LOCAL RESIDENTS
E	FRUITA RESIDENTS
E	GET EXERCISE AND FRESH FRUITS AND VEGGIES
E	GET PRODUCE WITHOUT GOING TO PALISADES
E	GIVE LOCAL VENDORS TO SELL THEIR PRODUCTS
E	GIVES THE LOCALS A PLACE TO SELL PRODUCTS ETC
E	GOOD FOOD
E	GOOD FOOD & CRAFTS, MUSIC, NUMBER OF VENDORS HAS IMPROVED

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23c

Third

favorite

Q23c Why

---

E	GOOD FOOD NEED MORE VENDORS WITH CHEAPER PRICES
E	GOOD FOR BUSINESS
E	GOOD FRUIT AND ENJOY THE MUSIC
E	GOOD MUSIC FOR FREE, BRINGS OUT THE COMMUNITY, NICE TIME
E	GOOD PRODUCE
E	GOOD PRODUCE, AFFORDABLE
E	GREAT
E	GREAT FOOD GOOD PRICES
E	GREAT FOOD, SPECIAL FOR THE HOLIDAYS
E	GREAT SOCIAL EVENT ON SAT MORNINGS, GREAT BOOTHS
E	GREAT SUPPLY, GOOD PRICES, LOVE THE FIREWORKS TOO
E	GREAT TO HAVE ACCESS TO LOCALLY GROWN PRODUCE
E	GREAT TO HAVE FRESH PRODUCE IN OUR AREA
E	GREAT WAY TO GET LOCAL PRODUCE
E	I ENJOY ACCESS TO LOCAL PRODUCE
E	I FORGOT ITS SATURDAY
E	I LIKE GIVING LOCAL PEOPLE THE BUSINESS
E	ITS A REAL FARMERS MARKET (WITH PRODUCE) UNLIKE GRAND JUNCTION
E	JUST TO SEE WHAT THERE IS
E	LIGHT & FUN ATMOSPHERE NO PRESSURE
E	LOCAL PRODUCE/PRODUCTS, I GET TO SEE MY FREIND IN THE VALLEY
E	LOCAL VENDORS (EAT LOCALLY)
E	LOTS OF VARIETY
E	LOVE THE FRESH PRODUCE
E	LOVE THIS
E	LOVE TO GET FRESH PRODUCE
E	NEEDFUL
E	NICE NOT TO LEAVE FRUITA TO SHOP
E	NICE TO HAVE THIS CLOSE SO WE DONT' HAVE TO DRIVE-PALISADE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23c

Third

favorite

Q23c Why

---

E	NICE VARIETY OF PRODUCE
E	OVERALL ATMOSPHERE AND CONVENIENT OF SHOPPING FOR FRESH ITEM
E	PRODUCE
E	SMALL GOOD VARIETY, SLOW PACE
E	SUPPORT LOCAL VENDORS
E	SUPPORTS OUR OWN LOCAL QUALITY PRODUCERS
E	THE FRESH PRODUCE IS AMAZING
E	TO GET FRUIT AND SEE FRIENDS THERE
E	TO HELP OUR LOCAL FARMERS
E	TO SHARE IN THE BOUNTY OF HARD WORK & LABOR OF FELLOW CITIZEN
E	TRADITIONAL
E	VERY FRIENDLY ENVIRONMENT
E	WE LIKE SUPPORTING LOCAL GROWERS AND BUSINESS
E	WE LOVE SUPPORTING OUR LOCAL MERCHANTS & GROWERS
E	WHY GO TO ANOTHER MARKET IF YOU HAVE ONE HERE
E	WISH THERE WERE MORE VENDORS
E	WONDERFUL FRUIT & VEG FROM LOCAL PEOPLE
E	YOU DON'T HAVE TO TRAVEL TO GO GET FRESH PRODUCTS
E	YOU GET TO MEET YOUR NEIGHBORS & NICE PEOPLE
F	VERY ENJOYABLE
F	A GUY WHO DOES ELVIS IMPERSONATION & THE KINGSTON TRIO
F	A LITTLE BETTER TALENT WOULD BE NICE
F	ALL AGES ENJOYING
F	ALL THE WONDERFUL FRESH FRUITS AND VEGGIES
F	AVERAGE OR BELOW ENTERTAINERS BUT STILL PLEASANT EVENING
F	BRINGS CHARM & ENTERTAINMENT TO ALL AGES
F	BRINGS PEOPLE TOGETHER, YOUNG AND OLD
F	CHEERLEADERS PERFORMING
F	COMFORTABLE RELAXED ATMOSPHERE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23c

Third

favorite

Q23c Why

---

F	DECENT CONCERTS, POOR PARKING
F	ENJOY BAND CONCERT
F	ENJOY THE MUSIC
F	ENTERTAINMENT FOR ALL AGES
F	FREE MUSIC
F	FUN ATMOSPHERE
F	FUN ENTERTAINMENT, INEXPENSIVE
F	FUN FAMILY EVENT WHEN GOOD BANDS ARE PLAYING
F	FUN WAY TO SPEND A SUMMER EVENING
F	GIVES A CHANCE TO HEAR LIVE MUSIC IN THE SUMMER WITH FRIENDS
F	GO SOMETIMES
F	GOOD, YOU COME AND GO
F	GOOD FAMILY FUN
F	GOOD FAMILY TIME
F	GOOD MUSIC
F	GOOD MUSIC BUT GET MORE COUNTRY AND NOT THE SAME ACT EACH YR
F	GOOD PLACE TO SPEND AN EVENING WITH FRIENDS
F	GOOD TO CELEBRATE SEASON & CHOIR MUSIC, PARADE
F	GOOD TO HAVE MUSIC LIVE IN FRUITA
F	GOOD VARIETY, I WOULD LIKE TO GO TO THEM MORE OFTEN
F	GREAT (CHEAP) ENTERTAINMENT
F	GREAT ACTS EVERY YEAR, FREE, CAN WALK TO WHEREVER YOU LIVE
F	GREAT FAMILY FUN EVENING, ENJOY MUSIC AND THE COMMUNITY
F	GREAT MUSIC
F	GREAT TIME FOR LOCALS GET TOGETHER DURING THE WEEK
F	GREAT VARIETY, GREAT SMALL TOWN ATMOSPHERE
F	HALF ARE GOOD HALF ARE NOT
F	I ENJOY THE LIVE MUSIC
F	I LIKE THE FREE ENTERTAINMENT, WISH THERE WAS MORE SHADE

## 2009 Fruita, CO Community Survey Results

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### Q23. Why?

Q23c

Third

favorite

Q23c Why

Q23c Why
F ITS A GOOD WAY TO BRING SOME CULTURE TO FRUITA
F JUST A FUN WAY TO RELAX
F KEEP IT UP
F LIVE MUSIC IN THE PARK
F LOCAL
F LOVE THE LIVE MUSIC
F MAKES FRUITA UNIQUE
F MUSIC
F NICE FAMILY OUTING
F NICE SUMMER EVENT TO BREAK FROM WORK, RELAXING
F NOT REALLY AS FUN AS FRUITA FALL FESTIVAL
F PEOPLE ENJOY IT, IT DRAWS ALL COMMUNITY TOGETHER
F PROMOTES MUSIC
F RELAX & ENJOY
F RELAX, COMMUNITY IS REALLY INTO IT
F RELAXED ATMOSPHERE
F SMALL TOWN ATMOSPHER
F SMALL TOWN ENJOYMENT UNDER THE STARS
F SOME AREN'T SO GOOD BUT THAT IS THE WAY THING GO EVERYWHERE
F SUCH A COMMUNITY GET TOGETHER
F SUPPORT LOCAL MUSICIANS, ATMOSPHERE
F THE CONCERTS ARE GREAT
F THIS BRINGS A BIT OF CULTURE TO FRUITA
F VARIETY FROM OUR EVERYDAY RUT
F VARIETY OF MUSIC (NOT ENOUGH COUNTRY THOUGH)
F VARIETY OF MUSIC/FREE TO THE PUBLIC
F VERY ENJOYBALE TO SEE AND LISTEN TO MUSIC
F WEEKLY SOCIAL GET TOGETHER WITH MUSIC
G GOOD FOOD VENDORS
G GREAT EVENT TO GET EXCITED FOR SPRING
G HEALTH RELATED

## 2009 Fruita, CO Community Survey Results

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### **Q24. Approximately how many years have you lived in the City of Fruita? (excluding No response)**

<u>Q24 Years lived in Fruita</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5 years	335	36.2 %
2=5-10 years	281	30.3 %
3=11-20 years	149	16.1 %
4=More than 20 years	161	17.4 %
Total	926	100.0 %

### **Q25. What is your age (excluding No response)?**

<u>Q25 What is your age</u>	<u>Number</u>	<u>Percent</u>
1=Under 25	17	1.8 %
2=25 to 34	111	12.1 %
3=35 to 44	134	14.6 %
4=45 to 54	164	17.8 %
5=55 to 64	198	21.5 %
6=65+	295	32.1 %
Total	919	100.0 %

### **Q26. Would you say your total household income is (excluding No response):**

<u>Q26 Total household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$30,000	184	21.5 %
2=\$30,000-\$59,999	310	36.3 %
3=\$60,000-\$99,999	271	31.7 %
4=More than \$100,000	89	10.4 %
Total	854	100.0 %

## 2009 Fruita, CO Community Survey Results

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### **Q27. Your gender:**

<u>Q27 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	391	42.0 %
2=Female	539	58.0 %
Total	930	100.0 %



325 E. Aspen  
Suite 155  
Fruita CO 81521

Phone:  
970/858-3663

Fax:  
970/858-0210

E Mail  
fruita@fruita.org

Web Site  
www.fruita.org

City Manager's Office  
970/858-3663

City Clerk/Finance  
970/858-3663

Community  
Development  
970/858-0786

Municipal Court  
970/858-8041

Police Department  
970-858-3008

Engineering  
970/858-8377

Human Resources  
970/858-8373

Public Works  
970/858-9558

Recreation Dept.  
970/858-0360

August 2009

Dear Fruita Resident:

The City of Fruita is requesting your help and a few minutes of your time! Every household in Fruita has been asked to participate in a survey to gather resident opinions and feedback on city programs and services. The information requested in this survey will be used to improve and expand existing programs and determine future needs of residents in the City of Fruita.

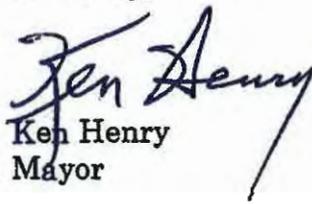
We greatly appreciate your time. We realize that this survey takes some time to complete, but every question is important. The time you invest in this survey will influence decisions made about the city's future.

Please return your completed survey within the next 10 days using the postage-paid envelope provided. The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. They will present the results to the City this Fall. Individual responses to the survey will absolutely remain confidential.

If you have questions, please contact City of Fruita Administration at the (970) 858-3663.

Thank you in advance for your participation.

Sincerely,



Ken Henry  
Mayor



## 2009 City of Fruita Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to resident concerns. If you have questions, please call the Administration Department, at (970) 858-3663.

**1. OVERALL SATISFACTION WITH CITY SERVICES.** Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of public safety services (e.g., police)	5	4	3	2	1	9
B. Overall quality of City parks	5	4	3	2	1	9
C. Overall quality of recreation programs	5	4	3	2	1	9
D. Overall quality of City streets and sidewalks	5	4	3	2	1	9
E. Overall quality of City buildings and facilities	5	4	3	2	1	9
F. Overall quality of service you receive from City employees	5	4	3	2	1	9
G. Overall quality of representation you receive from City Council	5	4	3	2	1	9
H. Overall effectiveness of City communication with the public	5	4	3	2	1	9
I. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
J. Overall quality of sewer service	5	4	3	2	1	9

**2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]**

1<sup>st</sup>
2<sup>nd</sup>
3<sup>rd</sup>

**3. Several items that may influence your perception of the City of Fruita are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."**

How would you rate The City of Fruita:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. Overall quality of services provided by the City of Fruita	5	4	3	2	1	9
B. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C. Overall image of the City	5	4	3	2	1	9
D. Overall quality of life in the City	5	4	3	2	1	9
E. Overall feeling of safety in the City	5	4	3	2	1	9
F. Quality of new development in the City	5	4	3	2	1	9
G. Overall image of downtown	5	4	3	2	1	9
H. Overall image of commercial development south of I-70	5	4	3	2	1	9
I. Overall appearance of the City	5	4	3	2	1	9
J. Overall appearance of business signs	5	4	3	2	1	9

4. **PUBLIC SAFETY.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of local police protection	5	4	3	2	1	9
B. The visibility of police in neighborhoods	5	4	3	2	1	9
C. The City's efforts to prevent crime	5	4	3	2	1	9
D. How quickly police respond to emergencies	5	4	3	2	1	9
E. Enforcement of local traffic laws	5	4	3	2	1	9
F. Safety/prevention education programs	5	4	3	2	1	9
G. Overall quality of local fire protection	5	4	3	2	1	9
H. Overall quality of pedestrian safety and crosswalks	5	4	3	2	1	9

5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

1<sup>st</sup>      2<sup>nd</sup>      3<sup>rd</sup>

6. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

How safe do you feel	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
A. In your neighborhood during the day	4	3	2	1	9
B. In your neighborhood at night	4	3	2	1	9
C. In downtown Fruita	4	3	2	1	9

7. **CODE ENFORCEMENT.** For each of the items listed, please rate your opinion on a scale of 1 to 3 where 3 means "Too Lax" and 1 means "Too Strict" with regard to the following issues;

Code Enforcement	Too Lax	About Right	Too Strict
A. Speeding	3	2	1
B. Overall traffic enforcement	3	2	1
C. Residential weed control	3	2	1
D. Animal control regulations	3	2	1
E. Junk in residential yards	3	2	1
F. Junk in commercial areas	3	2	1
G. Regulations for rate of growth	3	2	1
H. Regulations for quality of growth	3	2	1

8. **CITY COMMUNICATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

City Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep you informed about local issues	5	4	3	2	1	9
C. How open the City is to public involvement and input from residents	5	4	3	2	1	9
D. The quality of the City's web page	5	4	3	2	1	9
E. The quality of the City Link quarterly newsletter	5	4	3	2	1	9

**9. PARKS AND RECREATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of City parks	5	4	3	2	1	9
B. Number of City Parks	5	4	3	2	1	9
C. Variety and types of City Parks	5	4	3	2	1	9
D. Maintenance of trails	5	4	3	2	1	9
E. Number of walking and biking trails	5	4	3	2	1	9
F. Quality of recreation programs and classes	5	4	3	2	1	9
G. Number of outdoor athletic fields	5	4	3	2	1	9
H. The City swimming pool	5	4	3	2	1	9
I. The amount of permanent open space	5	4	3	2	1	9
J. The City's adult athletic programs	5	4	3	2	1	9
K. The City's youth athletic programs	5	4	3	2	1	9
L. City special events and festivals	5	4	3	2	1	9

10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 8 above.]

1<sup>st</sup>      2<sup>nd</sup>      3<sup>rd</sup>

11. Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Needs are Very Well Met" and "1" is "Needs are Not Met" how well are these needs being met in Fruita? (Circle the corresponding number)

Reasons to Live in Fruita	Needs are Very Well Met	Needs are Met	Not sure	Needs are Not Met
A. Sense of community	4	3	2	1
B. Quality of public schools	4	3	2	1
C. Employment opportunities	4	3	2	1
D. Types of housing	4	3	2	1
E. Affordability of housing	4	3	2	1
F. Access to quality shopping	4	3	2	1
G. Availability of recreational opportunities	4	3	2	1
H. Ease of travel within Fruita	4	3	2	1
I. Safety in your neighborhood	4	3	2	1
J. The quality of your neighborhood overall	4	3	2	1

12. The irrigation system that you use is being supplied either by a private system or by the City system. Please check which system you use and let us know how well your needs are being met.

\_\_\_\_ (A) Private system through a Home Owner's Association for irrigation

\_\_\_\_ (1) Needs are very well met

\_\_\_\_ (3) Not sure

\_\_\_\_ (2) Needs are met

\_\_\_\_ (4) Needs are not well met

\_\_\_\_ (B) City system for irrigation

\_\_\_\_ (1) Needs are very well met

\_\_\_\_ (3) Not sure

\_\_\_\_ (2) Needs are met

\_\_\_\_ (4) Needs are not well met

**13. PUBLIC WORKS.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

City Maintenance/Public Works	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major City streets	5	4	3	2	1	9
B. Maintenance of streets in your neighborhood	5	4	3	2	1	9
C. Maintenance of street signs/pavement markings	5	4	3	2	1	9
D. Maintenance/preservation of downtown Fruita	5	4	3	2	1	9
E. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
F. Adequacy of City street lighting	5	4	3	2	1	9
G. Condition of City sidewalks	5	4	3	2	1	9
H. Availability of sidewalks in the City	5	4	3	2	1	9
I. Landscaping and appearance of public areas along City streets	5	4	3	2	1	9
J. Snow removal on City streets	5	4	3	2	1	9

**14. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 13 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

**Economic Development**

**15. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast", please rate the City's current pace of development in each of the following areas.**

Economic Development	Much Too Slow	Slow	Just Right	Fast	Much Too Fast	Don't Know
A. Office development	5	4	3	2	1	9
B. Industrial development	5	4	3	2	1	9
C. Multi-family residential development	5	4	3	2	1	9
D. Single-family residential development	5	4	3	2	1	9
E. Retail development	5	4	3	2	1	9

**16. How often do you typically go outside Fruita city limits to shop?**

- \_\_\_\_\_ (1) Every day
- \_\_\_\_\_ (2) A few times per week
- \_\_\_\_\_ (3) At least once a week
- \_\_\_\_\_ (4) A few times per month
- \_\_\_\_\_ (5) A few times per year
- \_\_\_\_\_ (6) Seldom or never

**17. What would encourage you to shop in Fruita more often?**

[Check all that apply]

- \_\_\_ (1) Expanded store hours
- \_\_\_ (2) More / better parking
- \_\_\_ (3) Better flow of traffic
- \_\_\_ (4) Better selection of restaurants
- \_\_\_ (5) Better selection of products and/or services
- \_\_\_ (6) More / improved lighting
- \_\_\_ (7) More / better signage
- \_\_\_ (8) More public restrooms
- \_\_\_ (9) Other \_\_\_\_\_

18. Should the City of Fruita consider purchasing private property in commercial districts in an effort to revitalize the area?

\_\_\_\_ (1) Yes      \_\_\_\_ (2) No

Comments (optional) \_\_\_\_\_  
 \_\_\_\_\_

19. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

General Issues	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The City's recycling program	5	4	3	2	1	9
B. The Grand Valley public bus system	5	4	3	2	1	9
C. The Mesa County Public Library (Fruita Branch)	5	4	3	2	1	9
D. Garbage collection	5	4	3	2	1	9
E. Availability of irrigation water	5	4	3	2	1	9

20. What are your primary sources of information about activities and services in your community?

[check all that apply]

- |                                  |                                      |
|----------------------------------|--------------------------------------|
| ____ (1) The Fruita Times        | ____ (6) Fruita City Link newsletter |
| ____ (2) The Daily Sentinel      | ____ (7) Television                  |
| ____ (3) The Free Press          | ____ (8) The radio                   |
| ____ (4) Posted notices          | ____ (9) Other _____                 |
| ____ (5) City of Fruita Web page |                                      |

21. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

Issues	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A. The City of Fruita does a good job of keeping its residents informed about City issues.	5	4	3	2	1	9
B. Overall, I support the City's policies regarding growth related issues.	5	4	3	2	1	9
C. Elected City officials are responsive to Fruita residents.	5	4	3	2	1	9
D. City employees are responsive to Fruita residents.	5	4	3	2	1	9
E. Generally, City employees are competent	5	4	3	2	1	9
F. Overall, I am satisfied with the City services and the public facilities in Fruita.	5	4	3	2	1	9
G. Fruita is a good place to raise a family	5	4	3	2	1	9
H. I am pleased with the direction the City of Fruita is taking.	5	4	3	2	1	9
I. Fruita residents receive good value for the City taxes they pay	5	4	3	2	1	9
J. The City does a good job of maintaining its small town atmosphere.	5	4	3	2	1	9
K. Fruita is a well planned and well designed community	5	4	3	2	1	9

**OTHER ISSUES**

22. What special events have you attended in Fruita?

- (A) Mike the Headless Chicken
- (B) Fat Tire Festival
- (C) Fireworks Display (July 3rd)
- (D) Fall Festival
- (E) Fruita Farmers Market
- (F) Thursday night concert series
- (G) Sweetheart Health Expo and Run
- (H) Truck N Treat
- (I) Hometown Christmas Parade and Event
- (J) Bike Rodeo (youth)
- (K) Easter Egg Scramble
- (L) Dinosaur Days
- (M) Trick or Treat Street
- (N) Riverfront Community Concert Series

23. Which THREE of the special events listed in Question 22 above, are your favorite? Write in the letters below using the letters from the list in Question 22 above, and briefly tell us why.

- (A) Most Favorite  
Why? \_\_\_\_\_  
\_\_\_\_\_
- (B) Second Most Favorite  
Why? \_\_\_\_\_  
\_\_\_\_\_
- (C) Third Most Favorite  
Why? \_\_\_\_\_  
\_\_\_\_\_

**DEMOGRAPHICS**

24. Approximately how many years have you lived in the City of Fruita?

- (1) Less than 5 years
- (2) 5-10 years
- (3) 11-20 years
- (4) More than 20 years

25. What is your age?

- (1) Under 25
- (2) 25 to 34
- (3) 35 to 44
- (4) 45 to 54
- (5) 55 to 64
- (6) 65+

26. Would you say your total household income is:

- (1) Under \$30,000
- (2) \$30,000 to \$59,999
- (3) \$60,000 to \$99,999
- (4) more than \$100,000

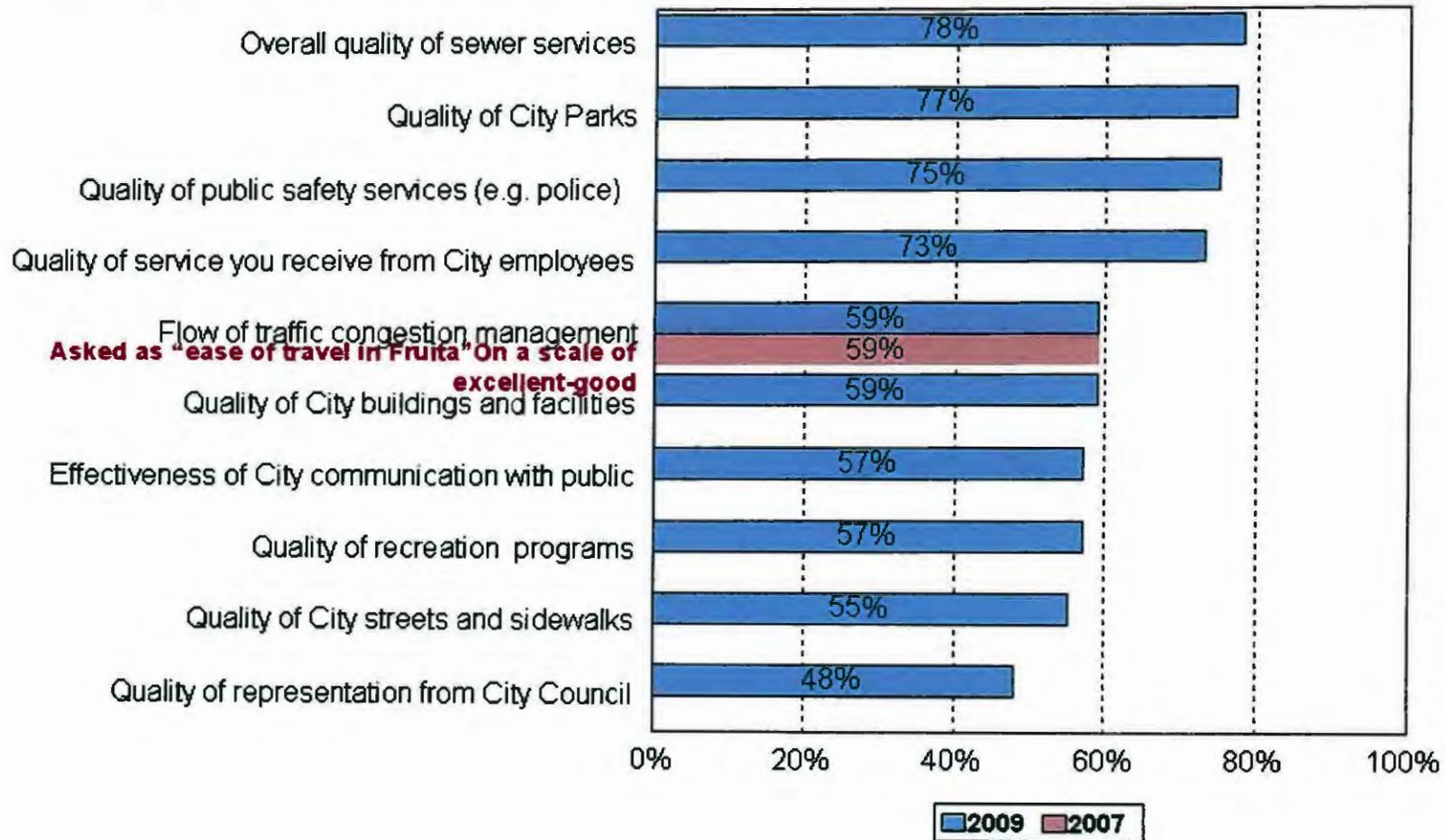
27. Your gender:  (1) Male  (2) Female

**This concludes the survey. Thank you for your time!**  
Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.

# Q1. Overall Satisfaction With City Services by Major Category - Trends 2007-2009

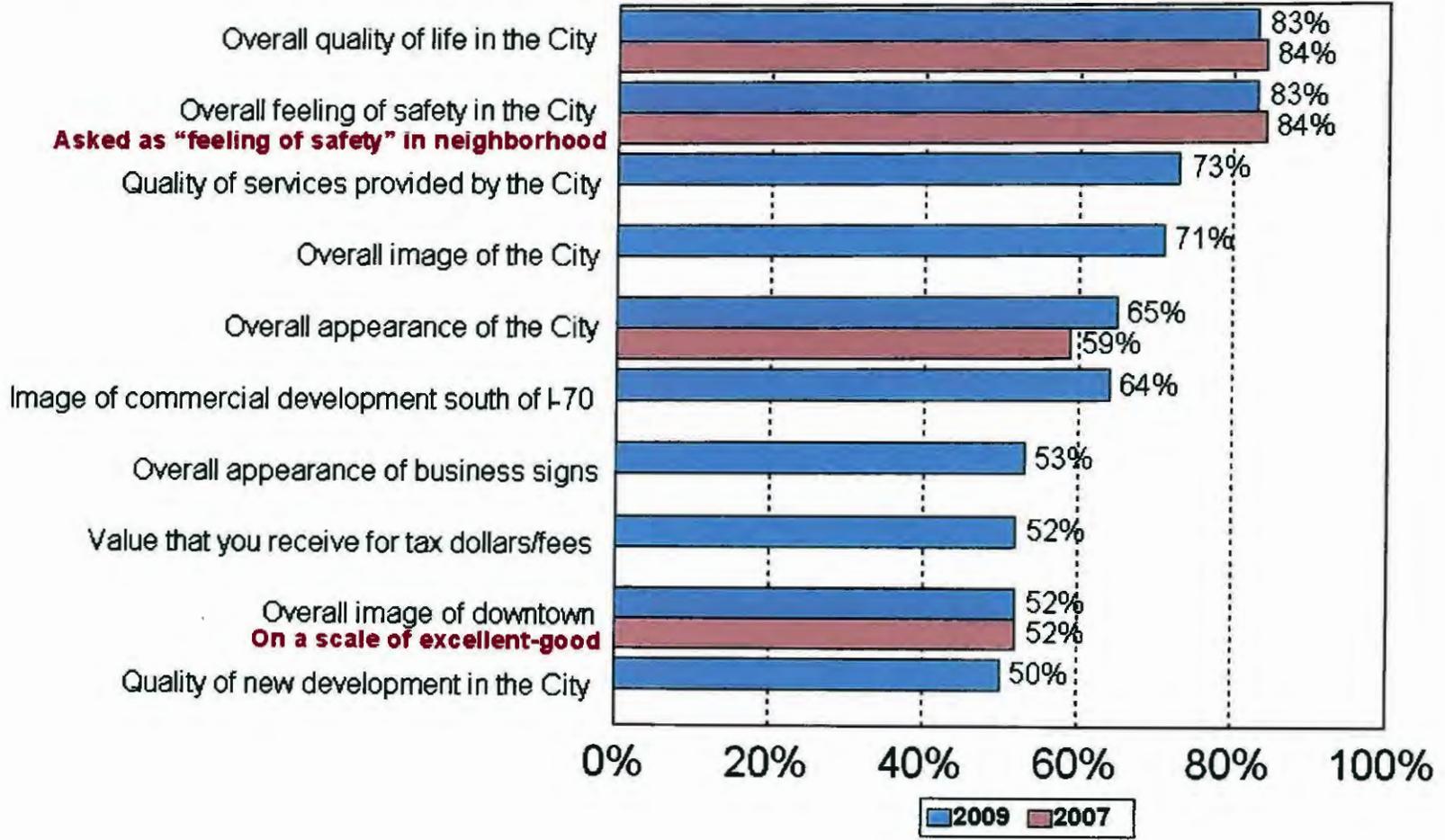
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

# Q3. Perception That Residents Have of the City - Trends 2007-2009

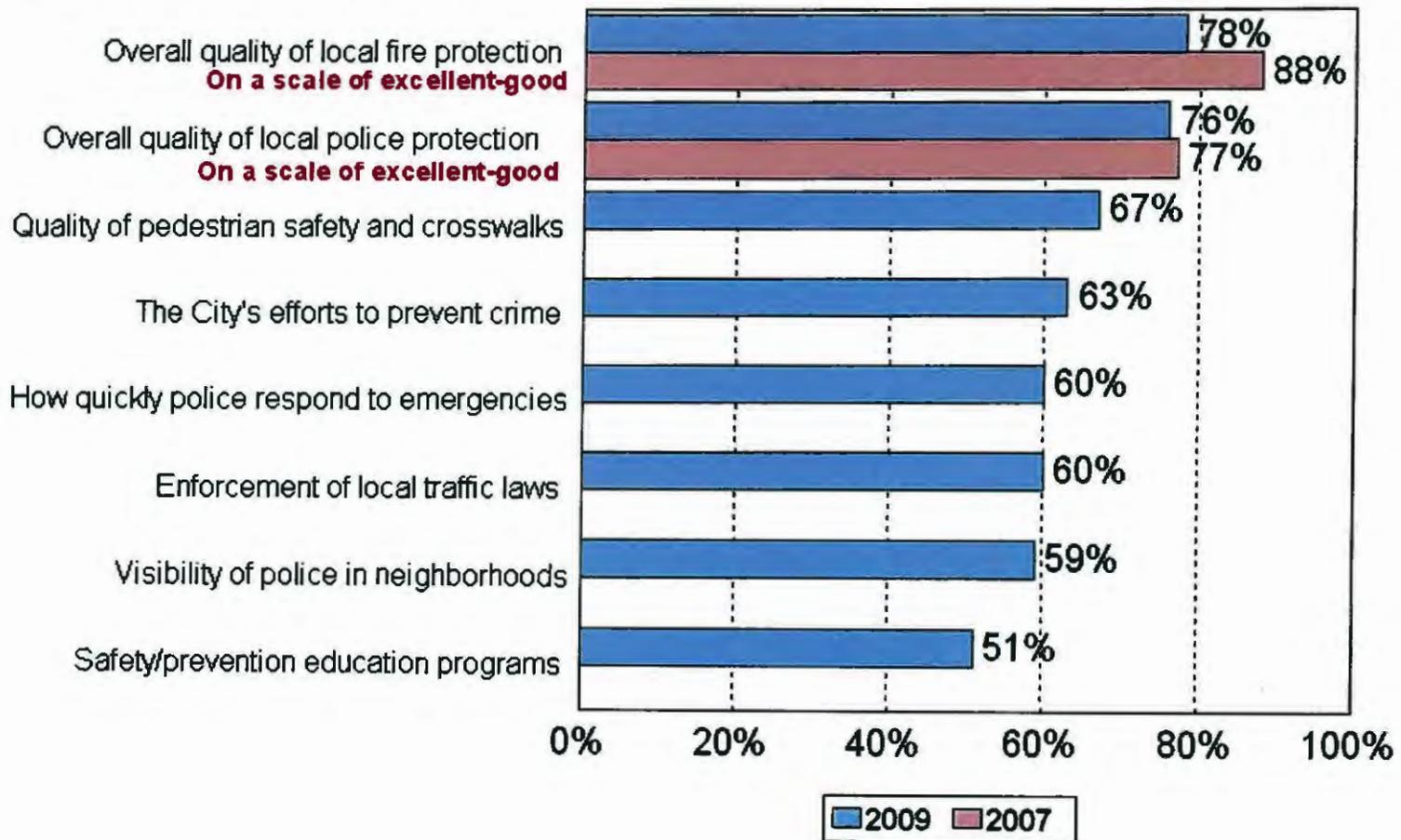
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

## Q4. Satisfaction with Various Aspects of Public Safety- Trends 2007-2009

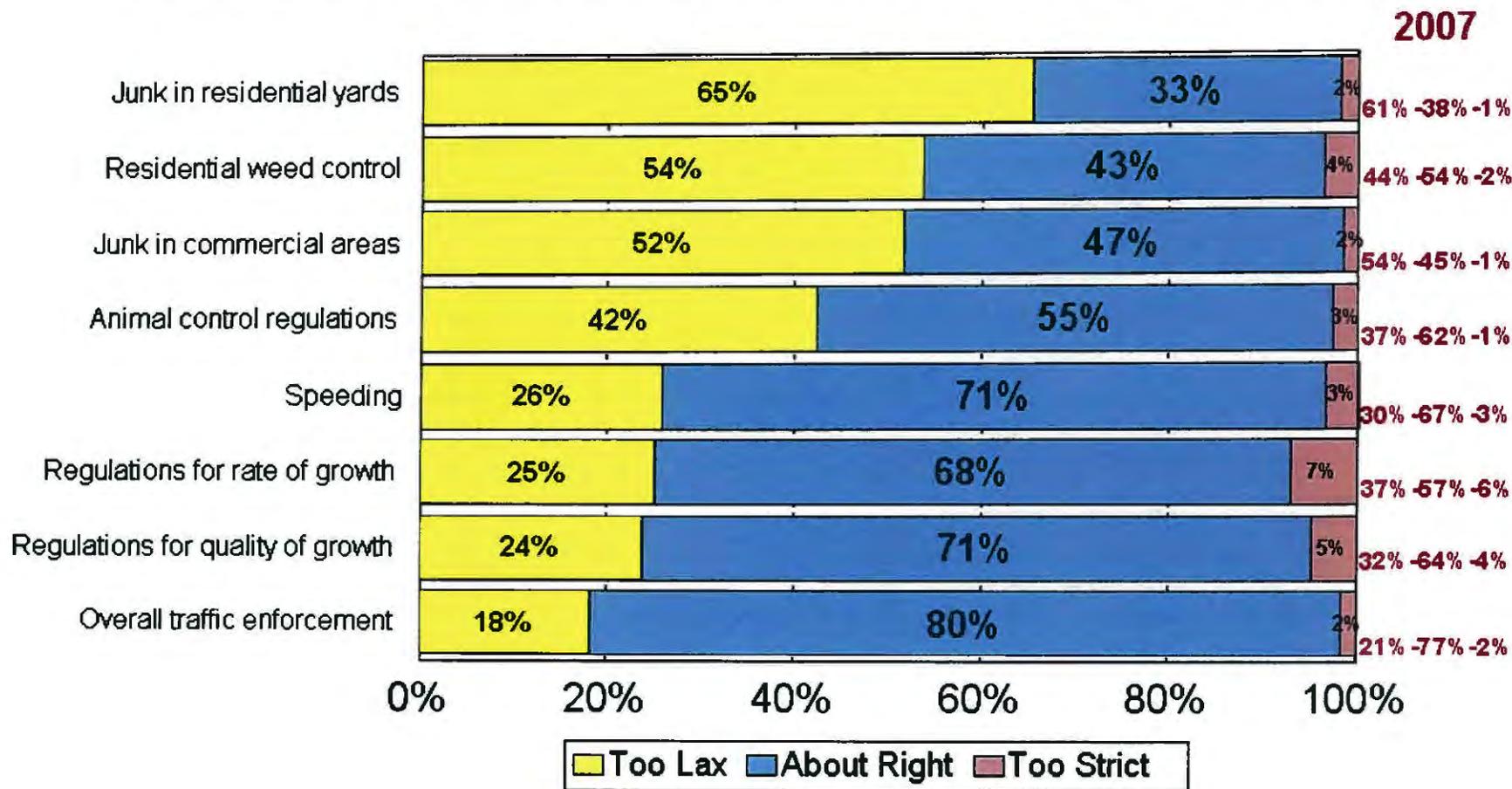
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

## Q7. Opinion About the Level of Code Enforcement - Trends 2007-2009

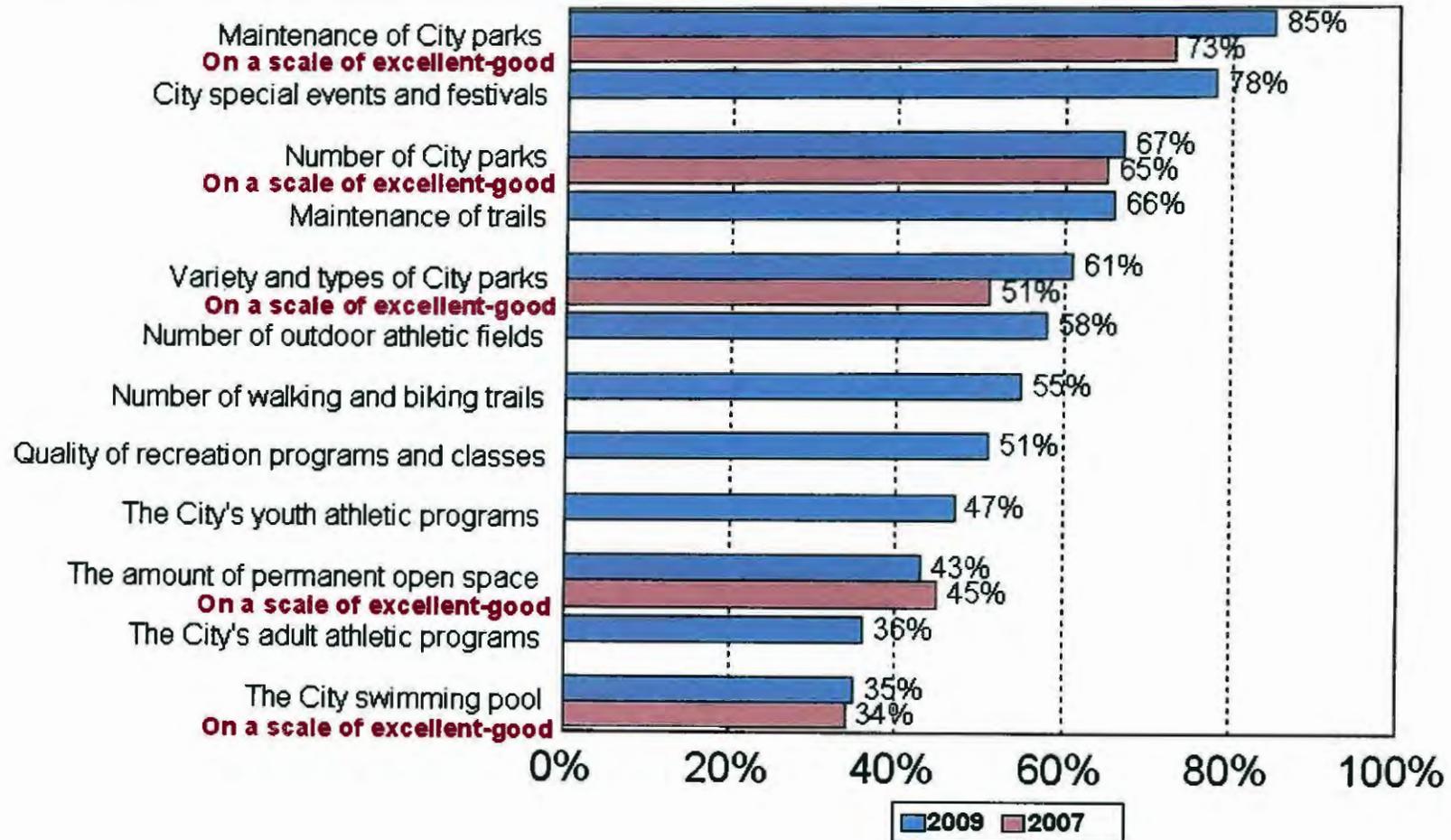
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

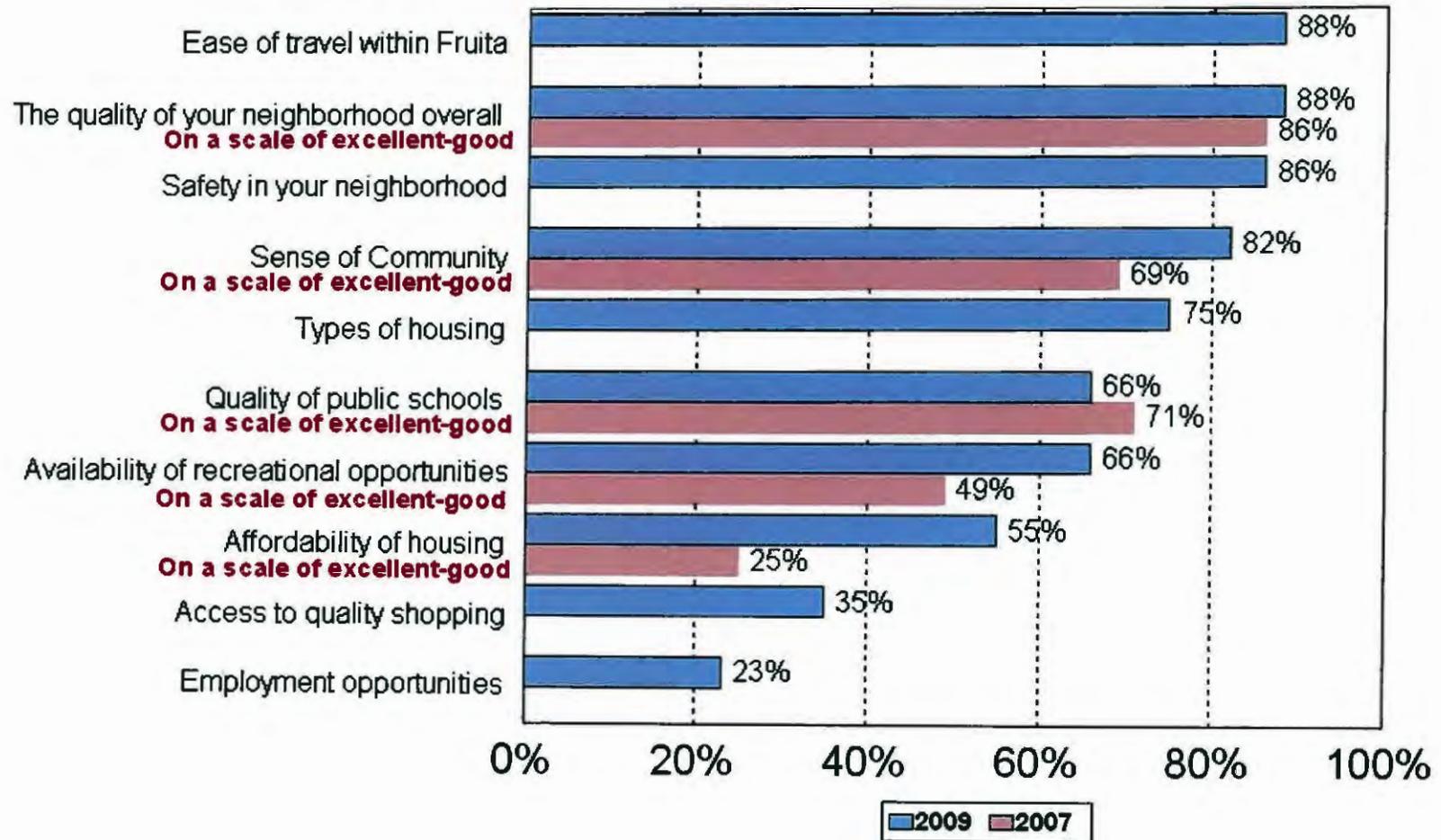
## Q9. Satisfaction with Various Aspects of Parks and Recreation - Trends 2007-2009

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



# Q11. Reasons to Live in Fruita - Trends 2007-2009

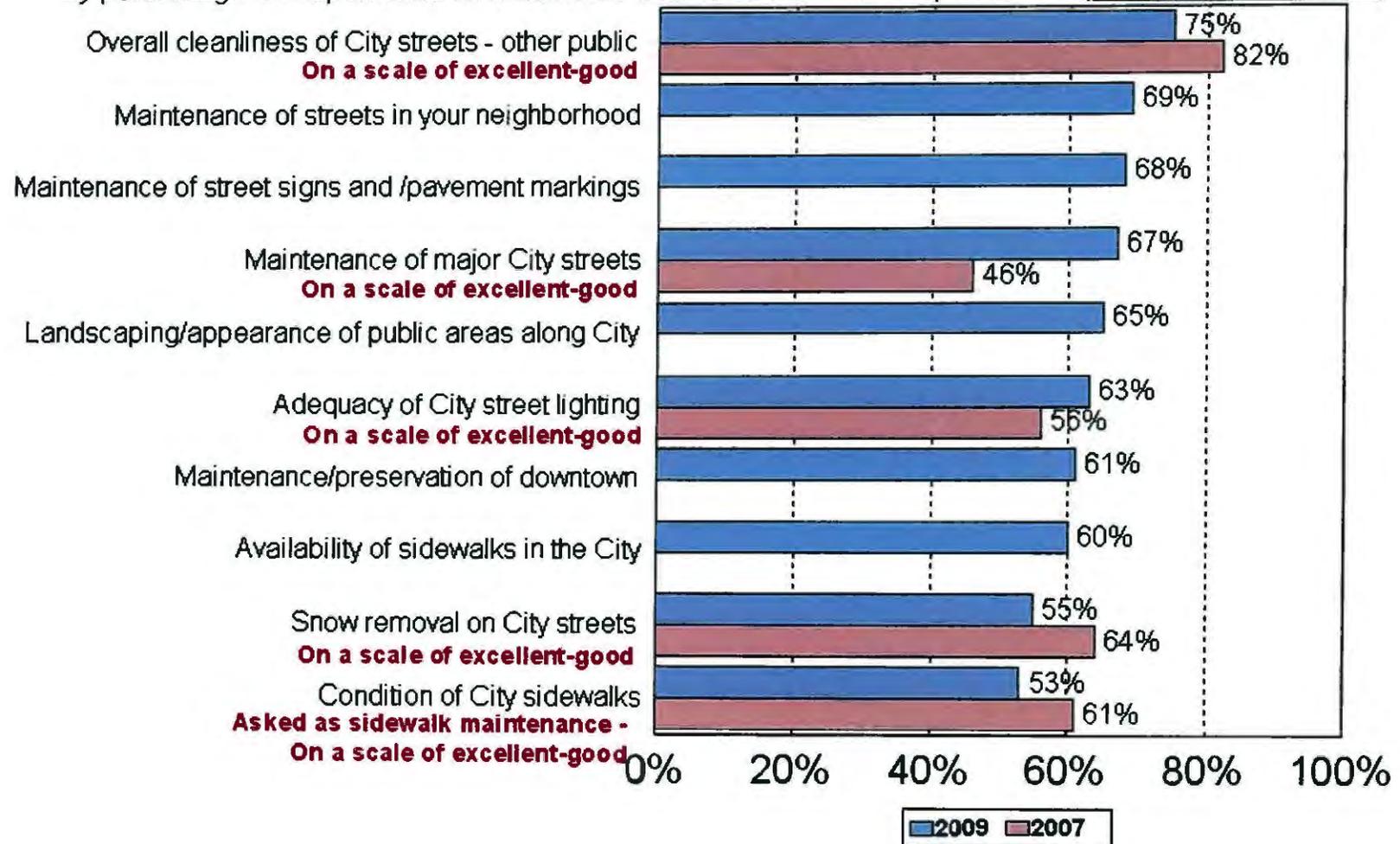
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no response")



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

## Q13. Satisfaction with Various Aspects of Public Works - Trends 2007-2009

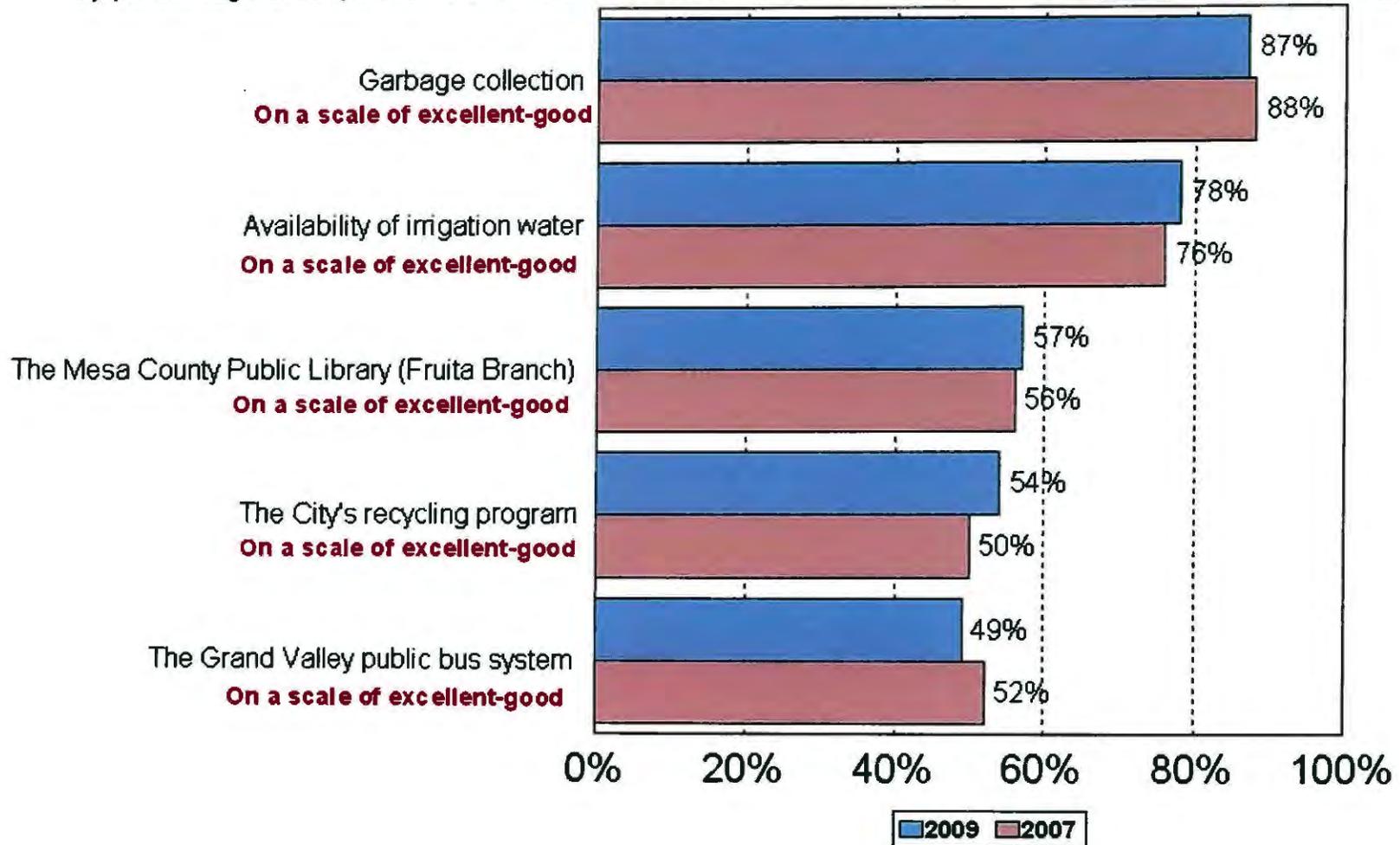
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

# Q19. Satisfaction with Various Issues - Trends 2007-2009

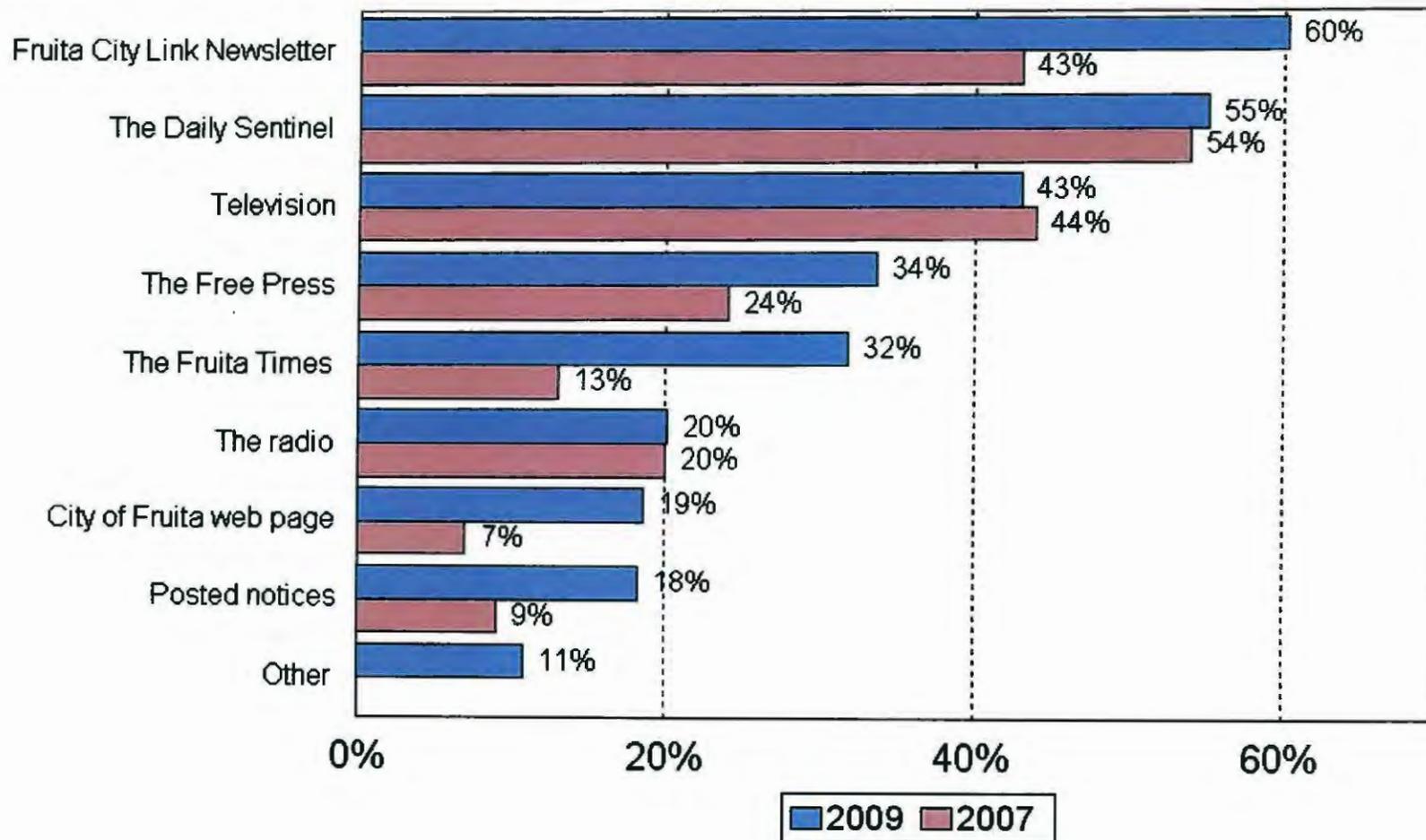
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

# Q20. What are your primary sources of information about activities and services in your community? - Trends 2007-2009

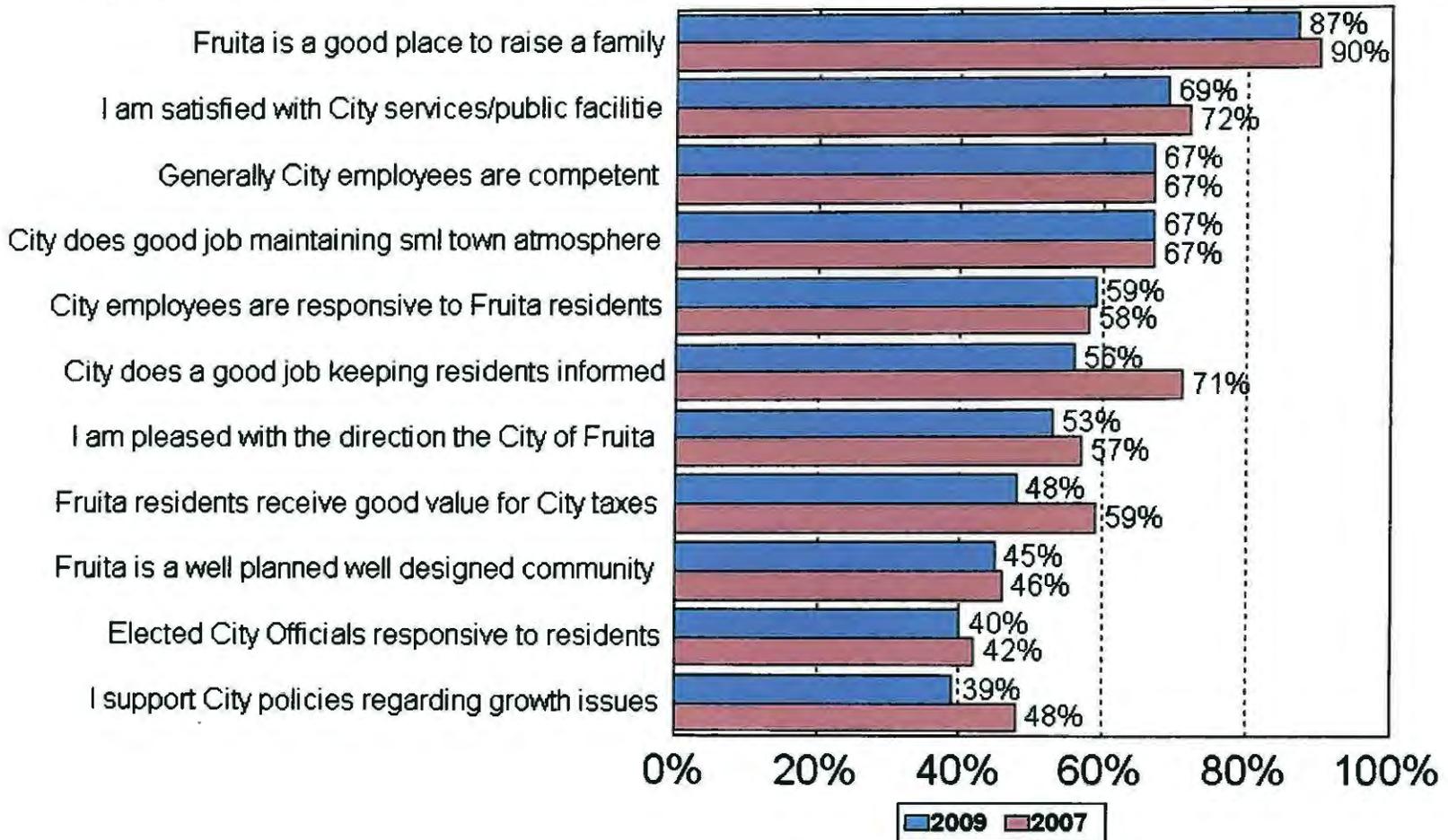
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)

## Q21. Agreement with Various City Issues - Trends 2007-2009

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



Source: ETC Institute DirectionFinder (November, 2009 - Fruita, CO)