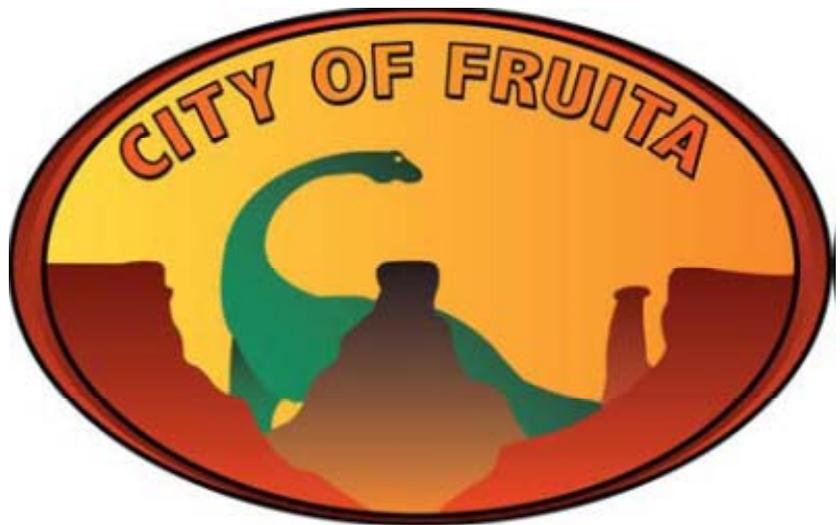


2013 DirectionFinder® Survey Results

Findings Report



conducted for
The City of Fruita, Colorado

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

August, 2013

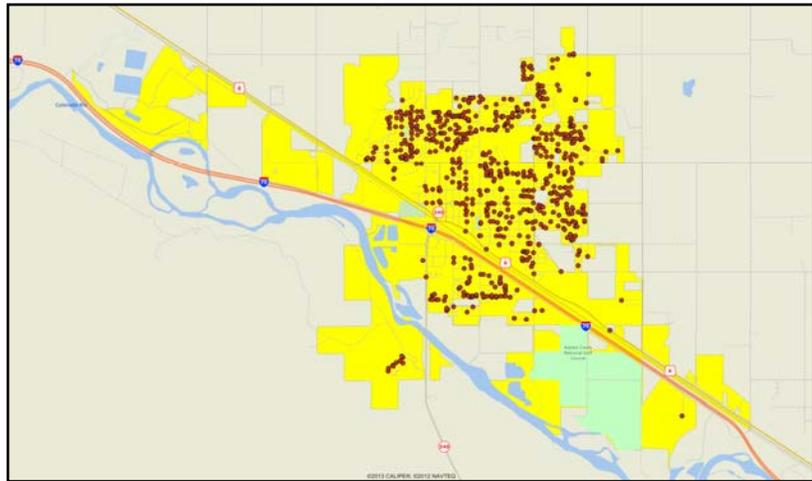
2013 Fruita Community Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the second time for Fruita, Colorado, during June and July of 2013. The first survey was administered in 2009. The survey was part of the City's on-going effort to assess citizen satisfaction with the quality of city services, and results in 2009 are now compared to those in 2013.

Resident Survey. A seven-page survey was mailed to every household in the City, based on a resident list supplied by the City (approximately 5,000). Nine hundred and twenty-three (923) households completed the survey. The results for the sample of 923 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, ETC Institute 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 communities under 20,000 in population.
- 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) were satisfied with the quality of public safety services; 77% were satisfied with the quality of City parks, and 76% were satisfied with the quality of sewer services. **TRENDS: Significant increases in satisfaction were seen in 5 categories.**
- **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). **These were the same top choices in 2009.**
- **Perceptions of the City.** Eighty-seven percent (87%) 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; 82% rated the overall feeling of safety in the City as “excellent” or “good”, and 78% rated the quality of services provided by the City, as “excellent” or “good”. **TRENDS: Significant positive increases were seen in 6 categories.**
- **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-four percent (74%) of those surveyed were satisfied with quality of local police protection, and 67% were satisfied with the quality of pedestrian safety and crosswalks. Residents thought that the public safety issue that should receive the most additional emphasis over the next two years was the visibility of police in neighborhoods.
- **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, weed control, junk in commercial areas, and animal control regulations. **These were the same top choices in 2009.**

- **City Communications.** Seventy percent (70%) 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. Sixty-eight percent (68%) 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 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; 80% were satisfied with the number of City parks, and 74% were satisfied with the maintenance of trails. **TRENDS: A significant increase in satisfaction with parks was seen in 5 categories.**
- **Recreation Services.** Eighty percent (80%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with City special events and festivals; 63% were satisfied with program offerings for the entire family, and 61% were satisfied with the program offerings for seniors. **TRENDS: A significant increase in satisfaction with recreation was seen in 1 category.**
- **Maintenance/Public Works.** 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 cleanliness of City streets and other public areas; 65% were satisfied with the maintenance and preservation of downtown Fruita, and 64% were satisfied with the maintenance of street signs and pavement markings. Residents felt that snow removal on City streets was the most important public works services to emphasize over the next two years.

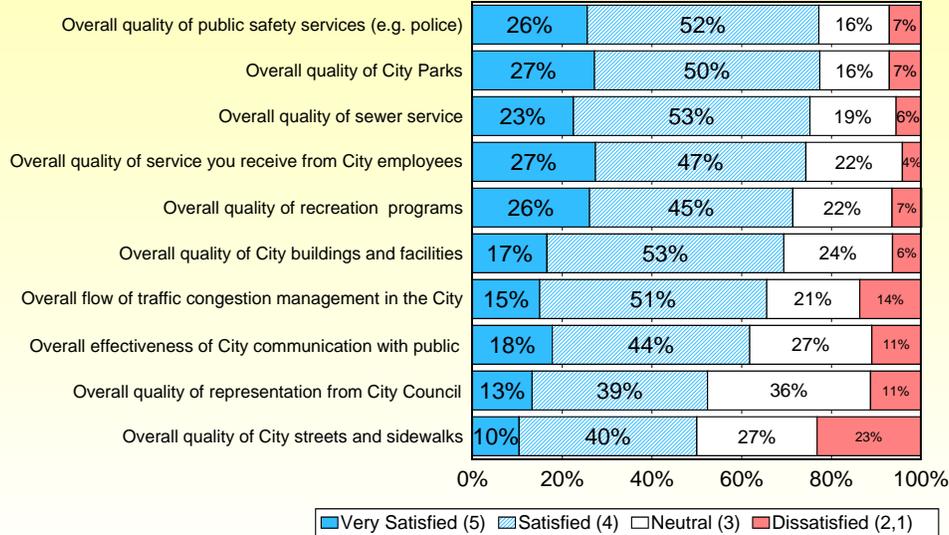
Other Findings.

- The top two reasons that residents said would keep them from shopping outside Fruita were “a better selection of goods and services” and a “full service grocery store”.
- The top two reasons that residents said would encourage them to visit downtown more were “a better selection of goods and services” and a “a better section of restaurants”.
- 88% of the residents surveyed felt that Fruita was a good place to raise a family. **TRENDS: Resident agreement with eight City issues increased significantly.**

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

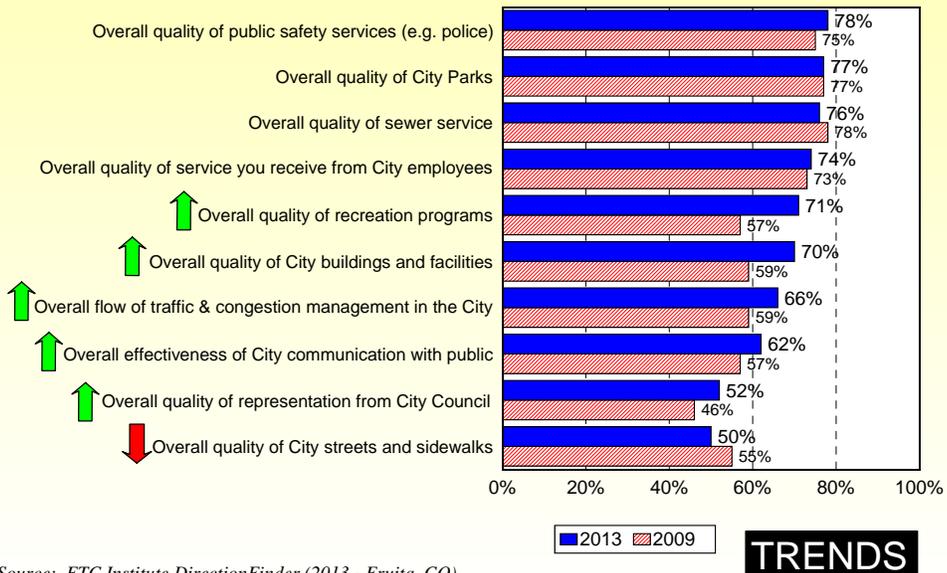
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q1. Overall Satisfaction With City Services by Major Category - 2009 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

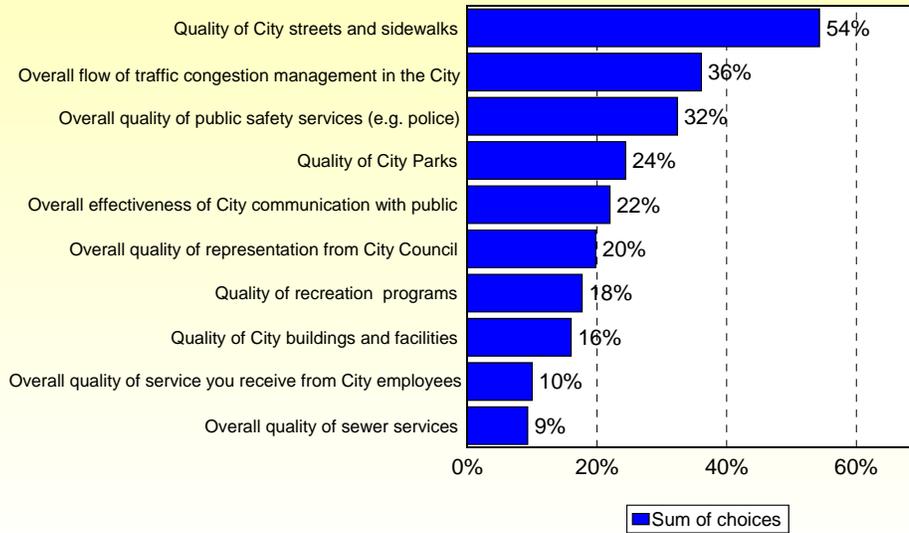


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

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

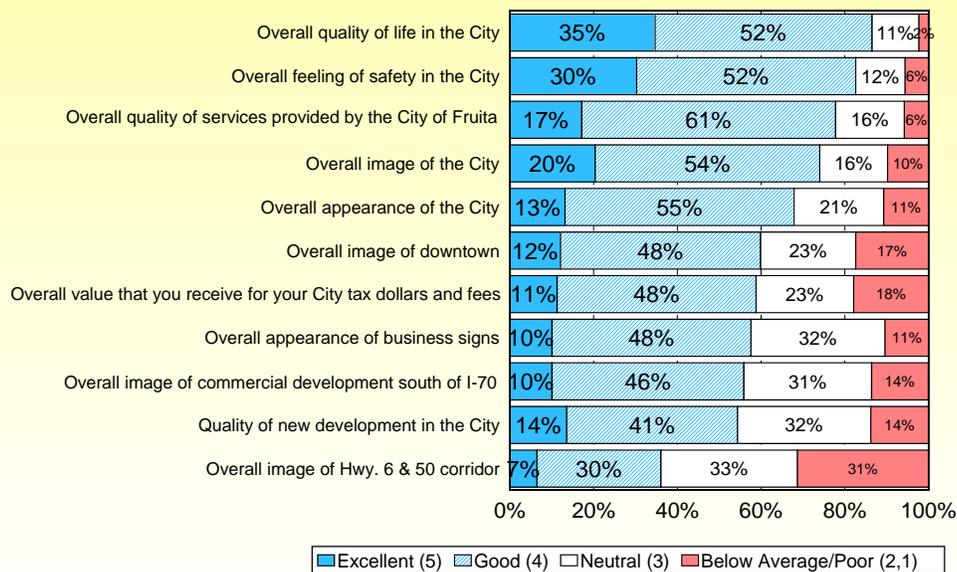
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q3. Perception That Residents Have of the City

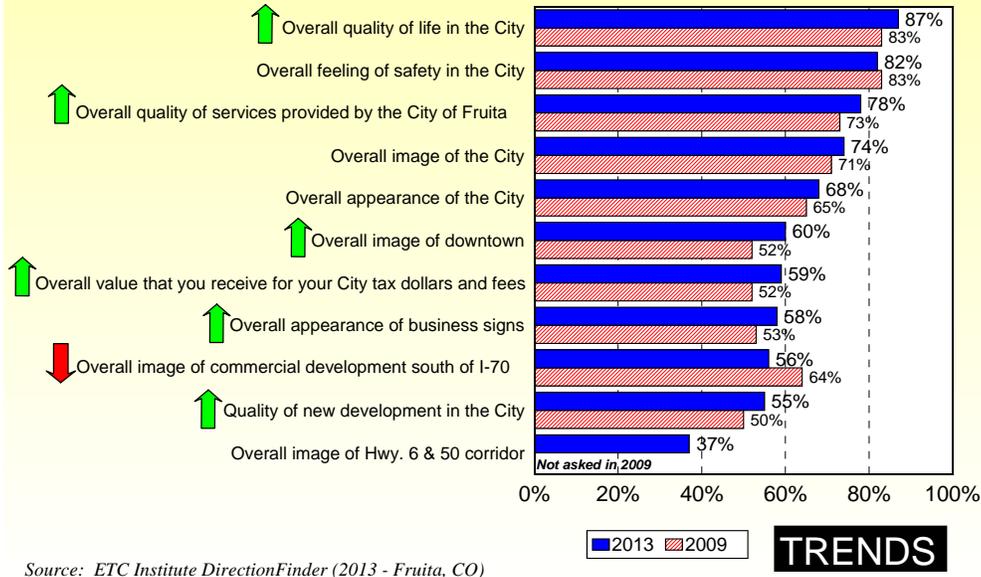
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

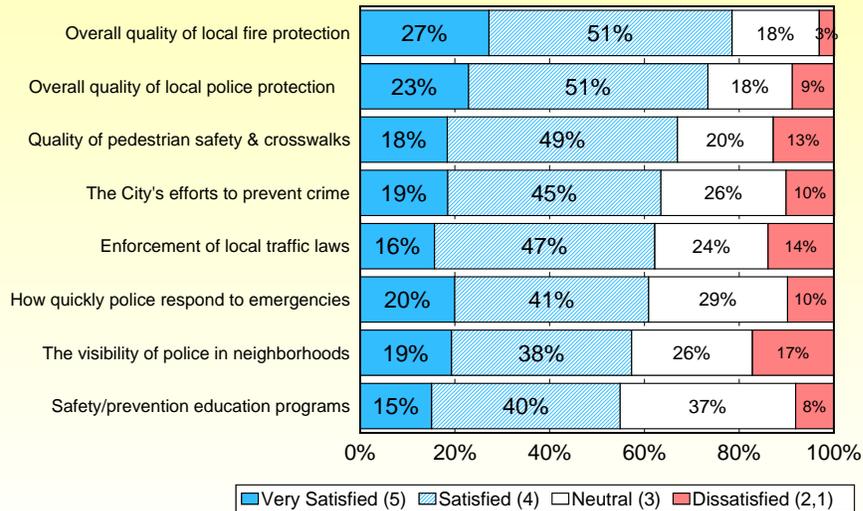
Q3. Perception That Residents Have of the City - 2009 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



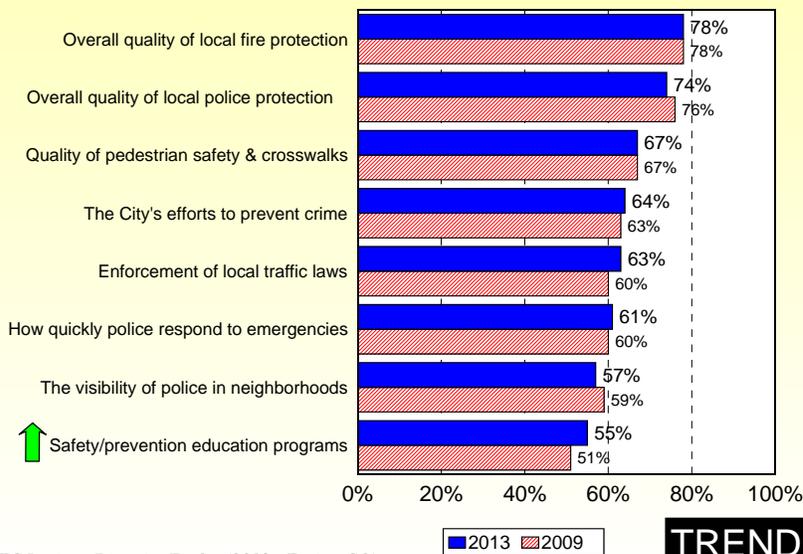
Q4. Satisfaction with Various Aspects of Public Safety

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



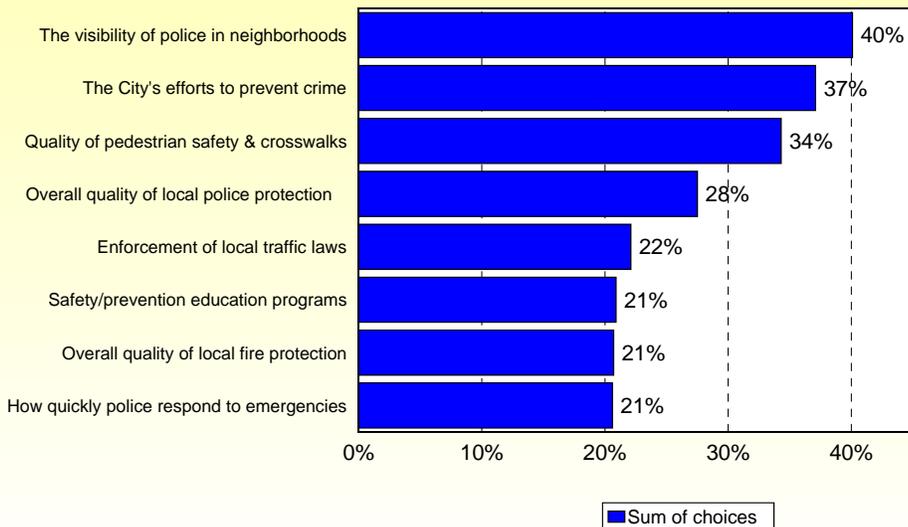
Q4. Satisfaction with Various Aspects of Public Safety - 2009 vs. 2013

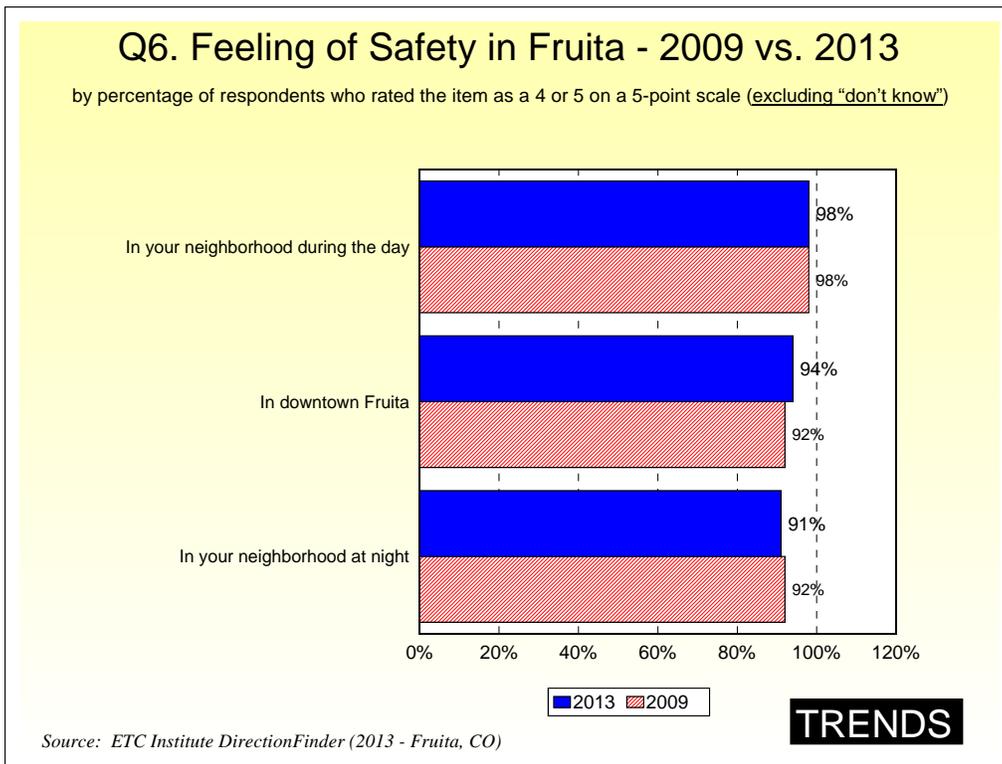
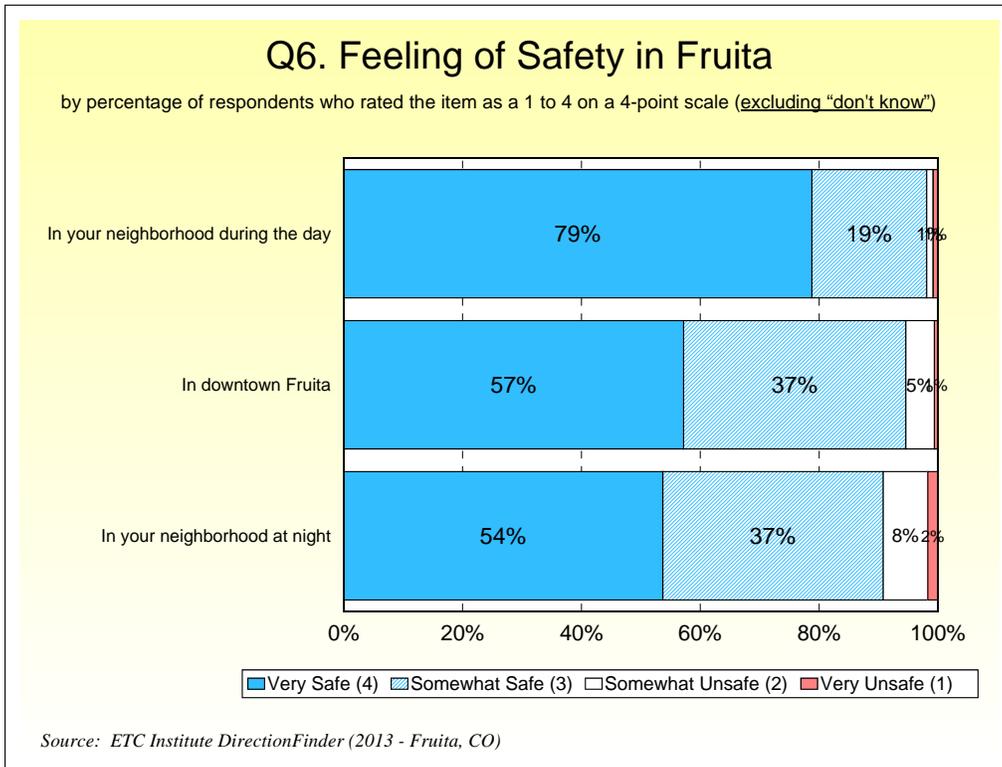
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Q5. Public Safety Items That Should Receive the Most Emphasis Over the Next Two Years

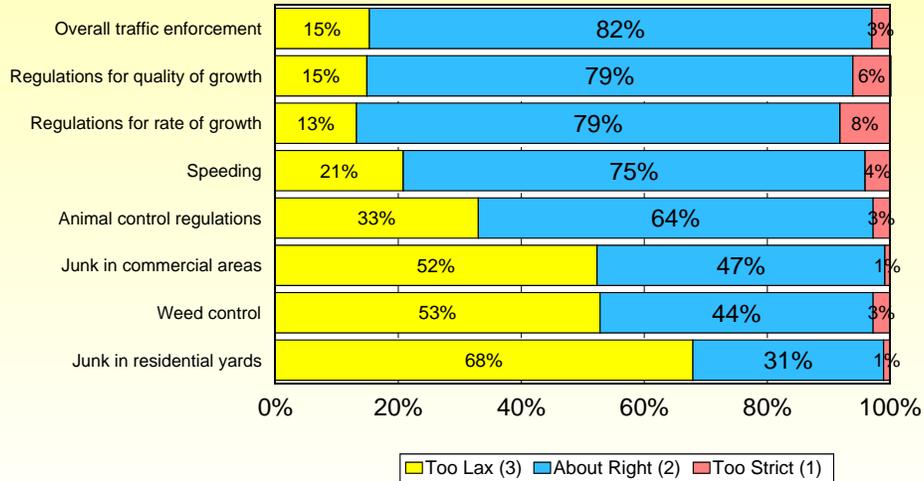
by percentage of respondents who selected the item as one of their top three choices





Q7. Opinion About the Level of Code Enforcement

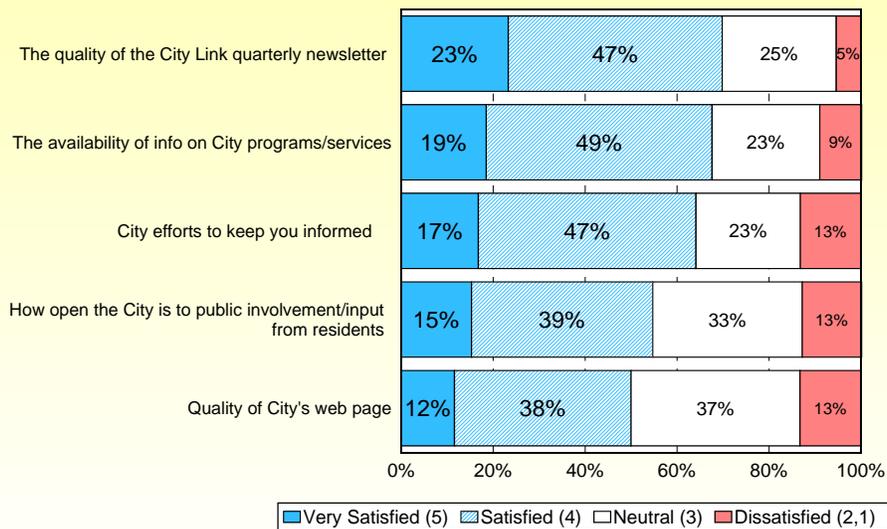
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q8. Satisfaction with Various Aspects of City Communication

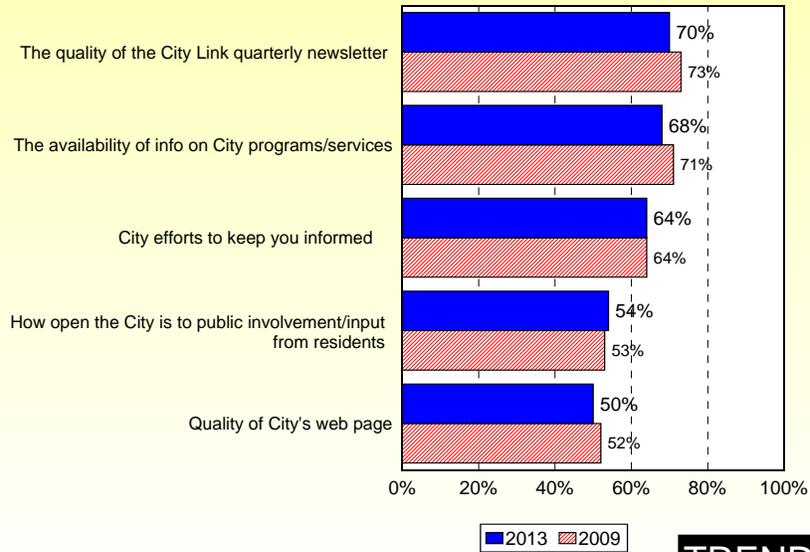
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q8. Satisfaction with Various Aspects of City Communication - 2009 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

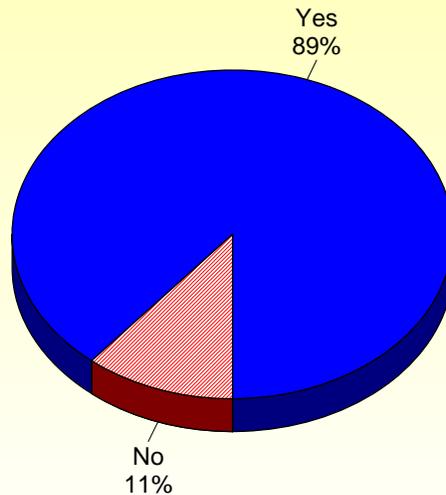


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q9. Have you visited/used a City-owned park?

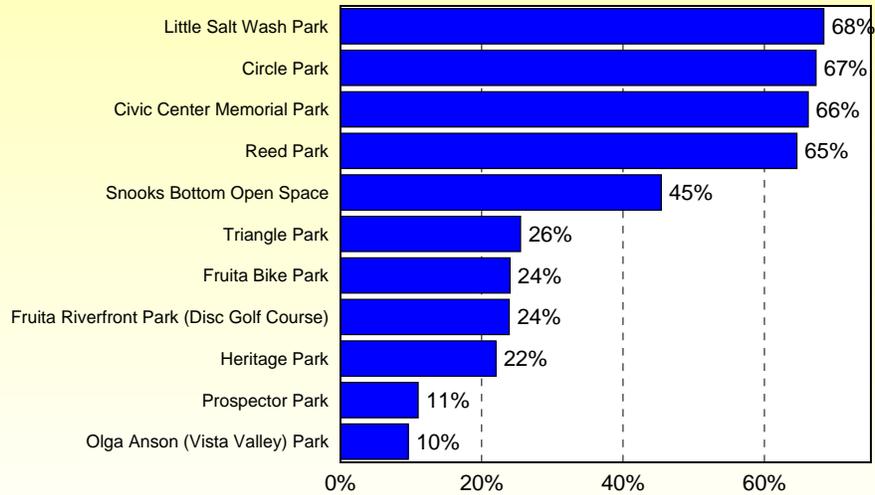
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q9a. City-Owned Parks Visited

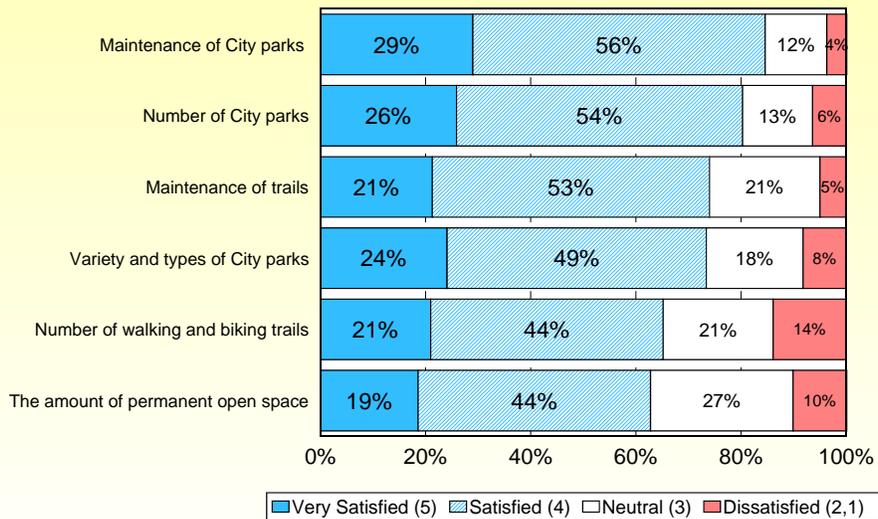
by percentage of respondents who answered "yes" to Question 9 (multiple selections could be made)



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q10. Satisfaction with Various Aspects of Parks

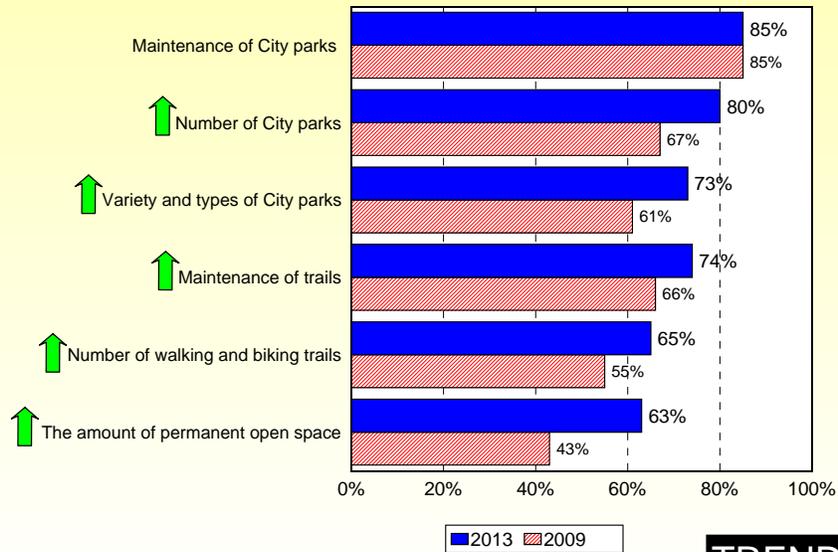
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q10. Satisfaction with Various Aspects of Parks - 2009 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

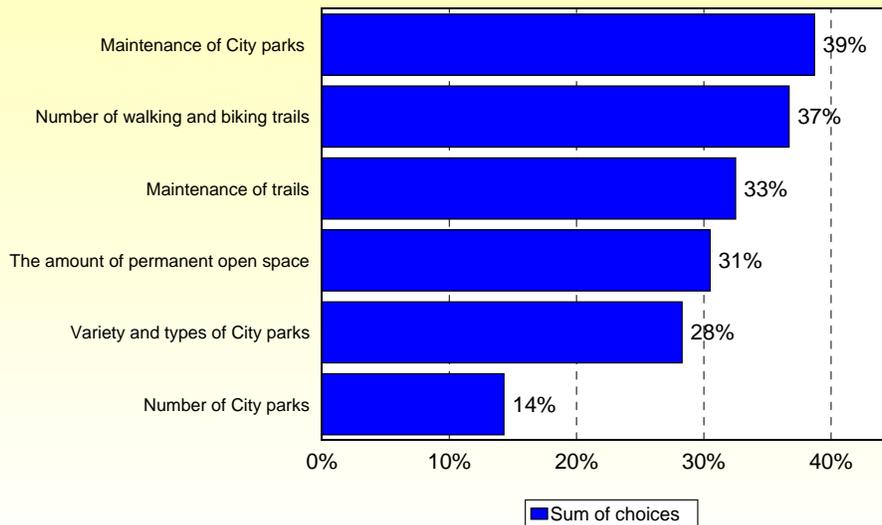


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q11. Parks Services That Should Receive the Most Emphasis Over the Next Two Years

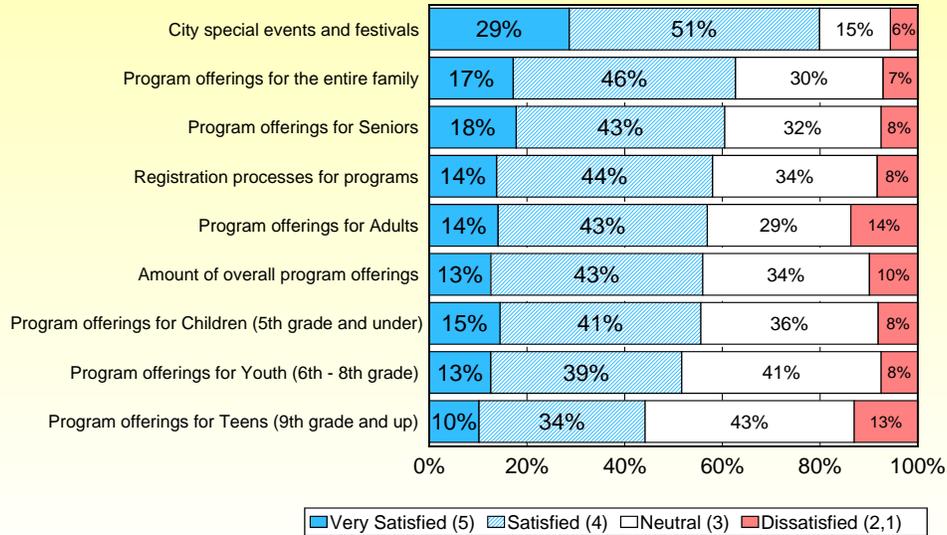
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q12. Satisfaction with Various Aspects of Recreation

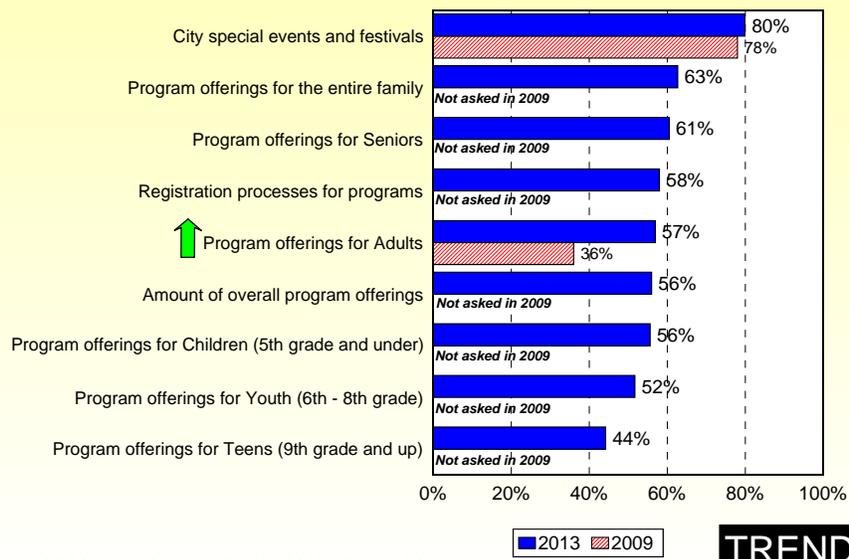
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q12. Satisfaction with Various Aspects of Recreation - 2009 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

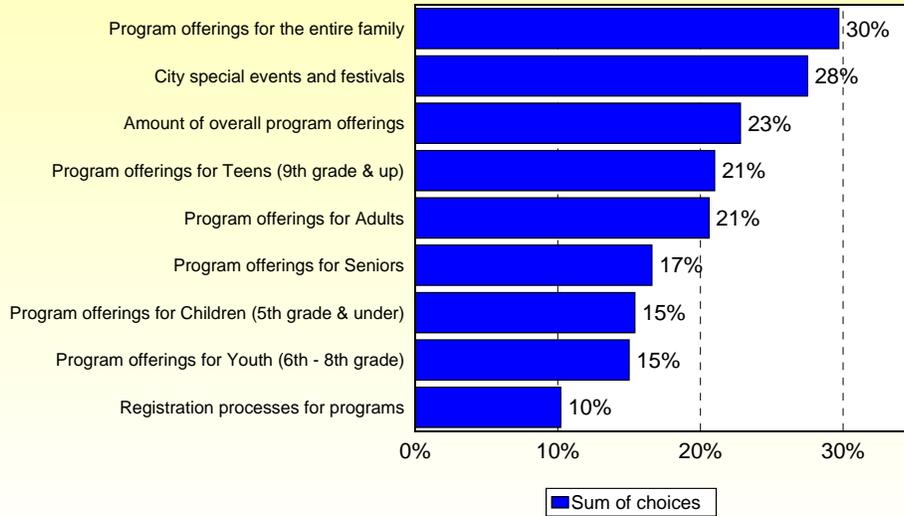


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q13. Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

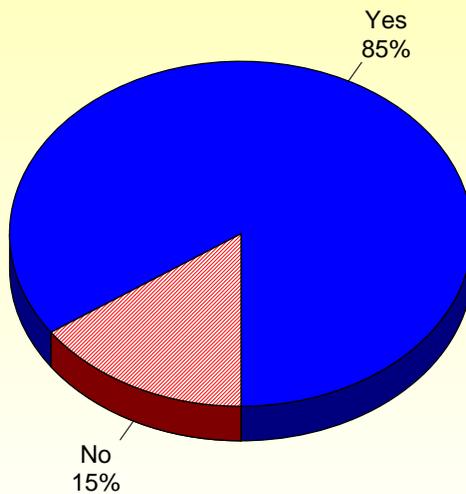
by percentage of respondents who selected the item as one of their top three choices



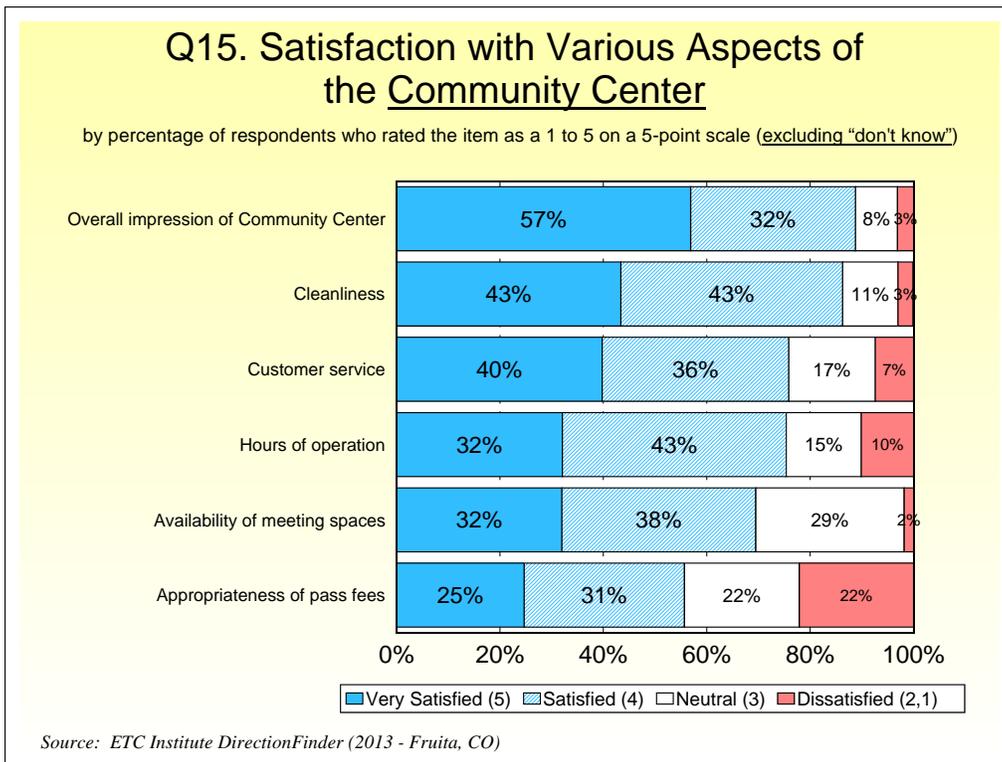
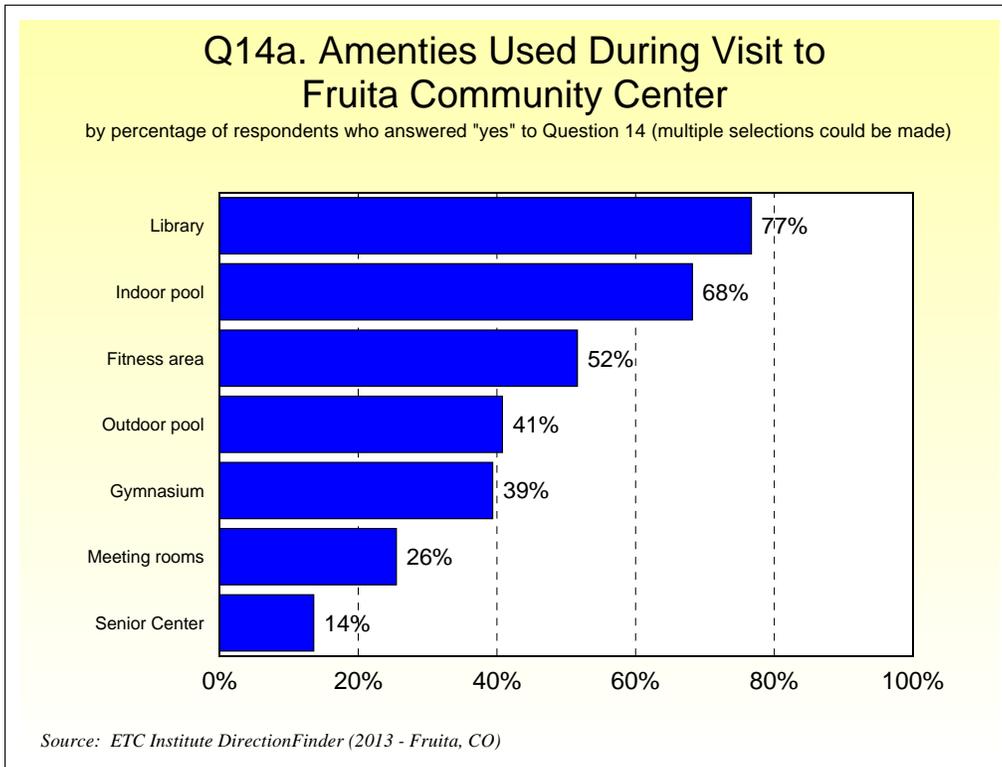
Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q14. Have you visited the Fruita Community Center?

by percentage of respondents

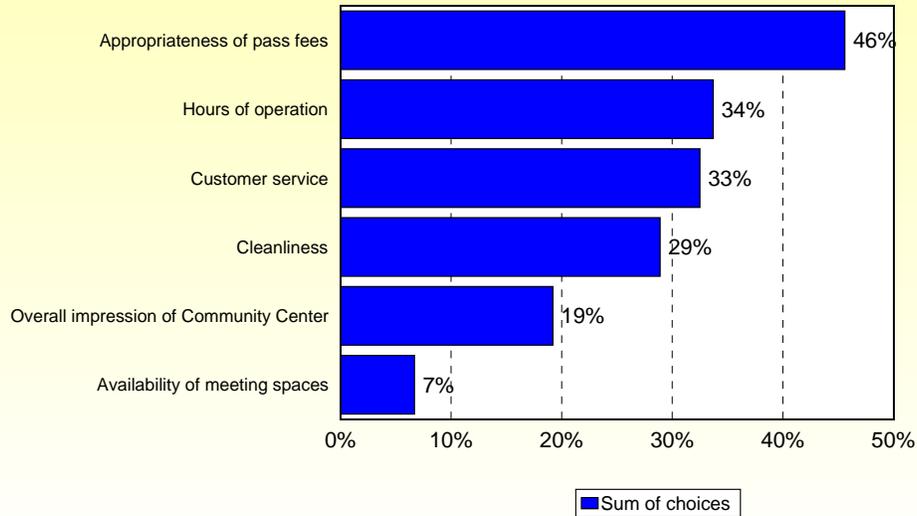


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)



Q16. Community Center Items That Should Receive the Most Emphasis Over the Next Two Years

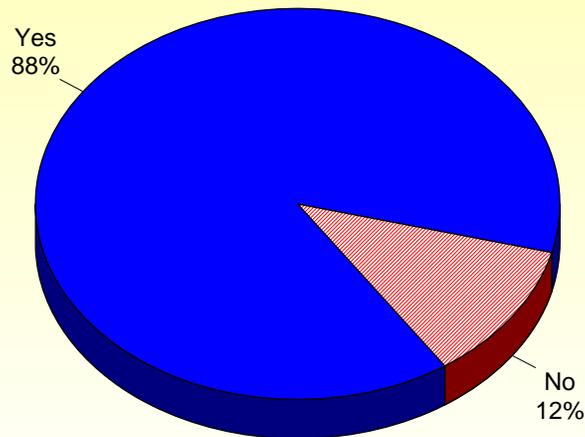
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q17. Should the City of Fruita continue to partner with non-profits, etc. to build trails on BLM Lands?

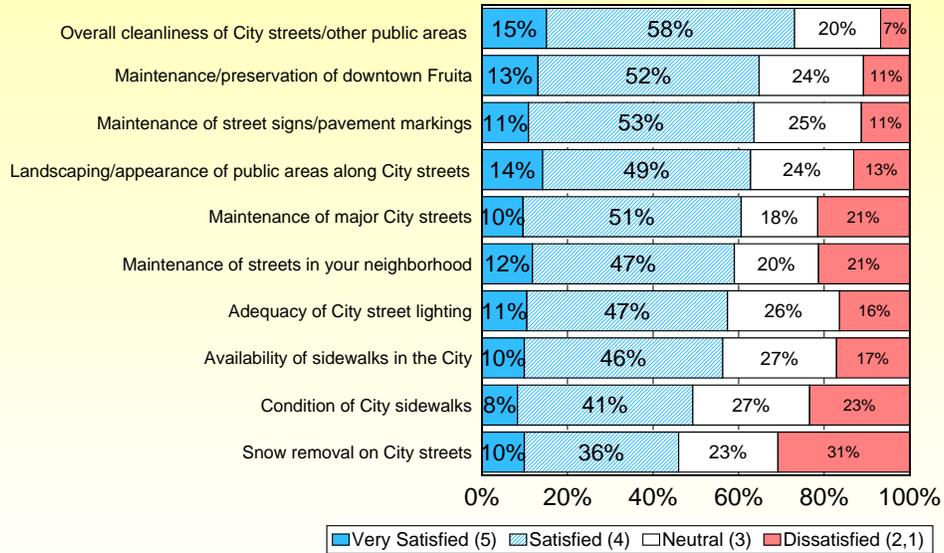
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q18. Satisfaction with Various Aspects of Maintenance/Public Works

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



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q18. Satisfaction with Various Aspects of Maintenance/Public Works - 2009 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

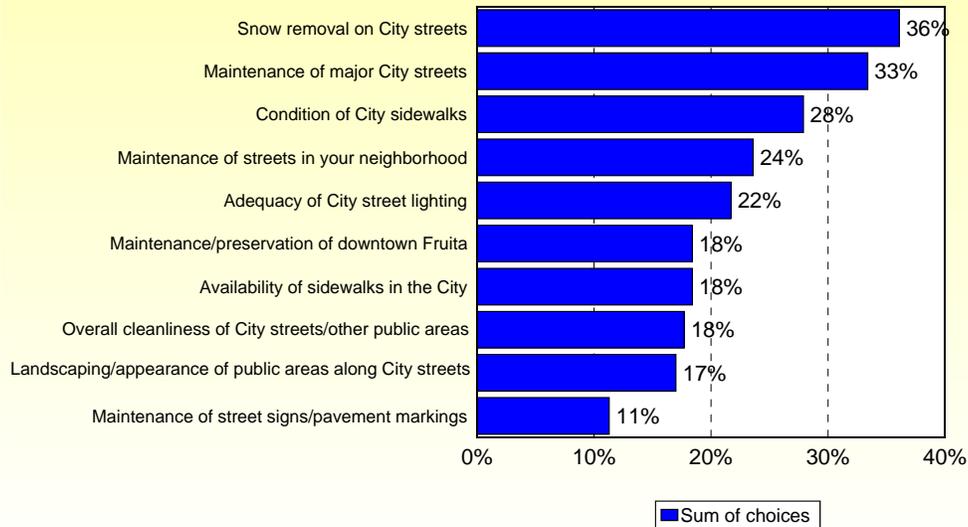


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q19. Maintenance/Public Works Items That Should Receive the Most Emphasis Over the Next Two Years

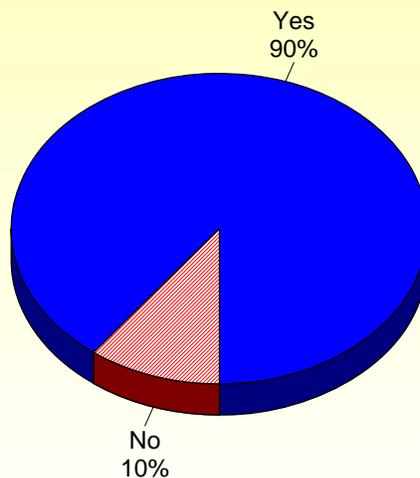
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q20. Are you aware that Family Health West Hospital offers a wide variety of services including Urgent Care, Emergency Care, Laboratory Testing, Diagnostic Imaging, Therapy Services and Surgery Services?

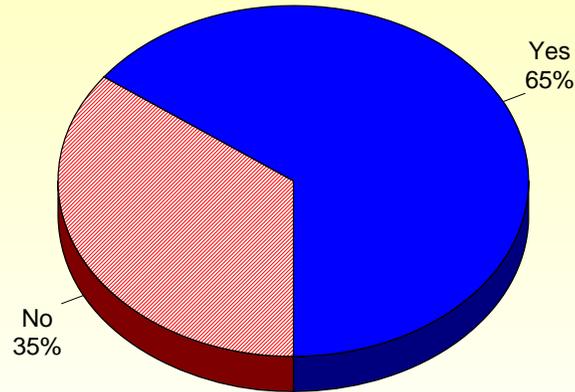
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q21. Have you used the services offered at Family Health West Hospital?

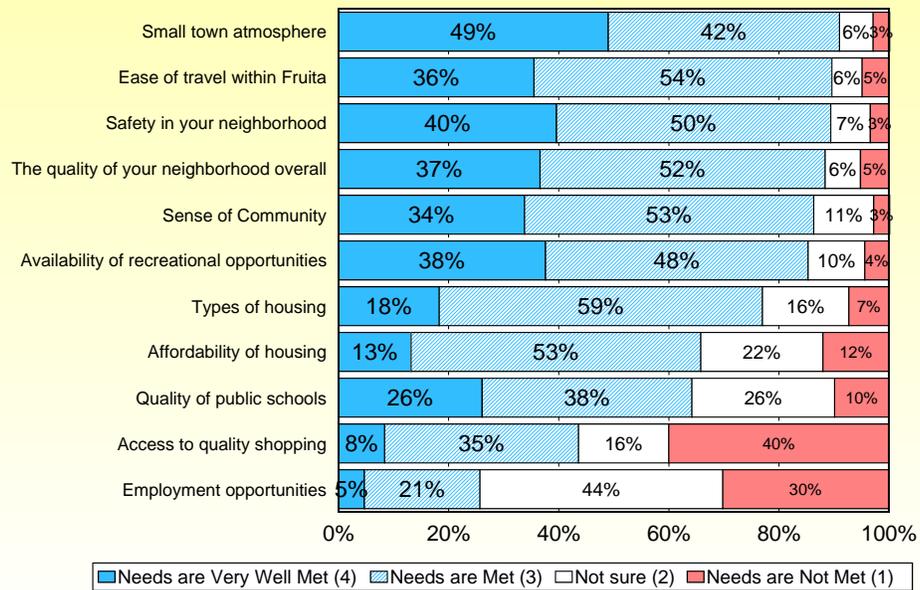
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q22. Reasons to Live in Fruita

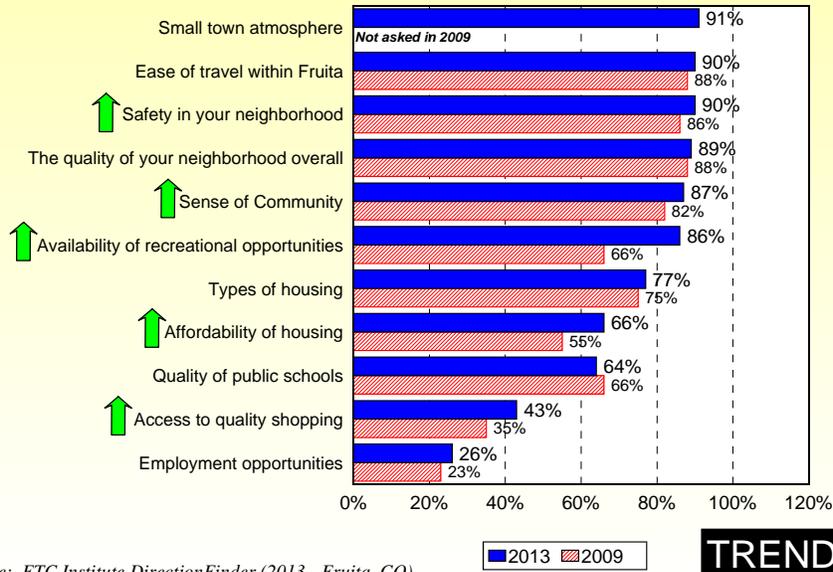
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

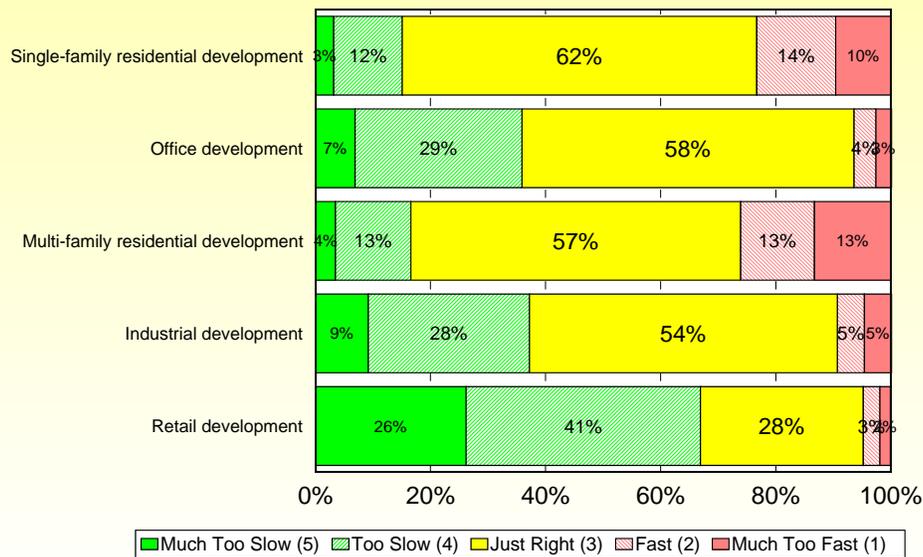
Q22. Reasons to Live in Fruita - 2009 vs. 2013

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding "not provided")



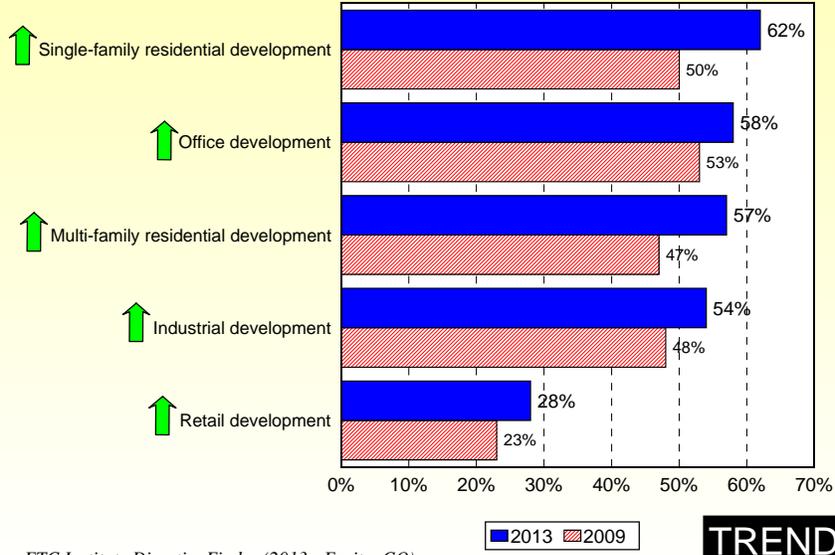
Q23. Opinions About Economic Development in Fruita

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



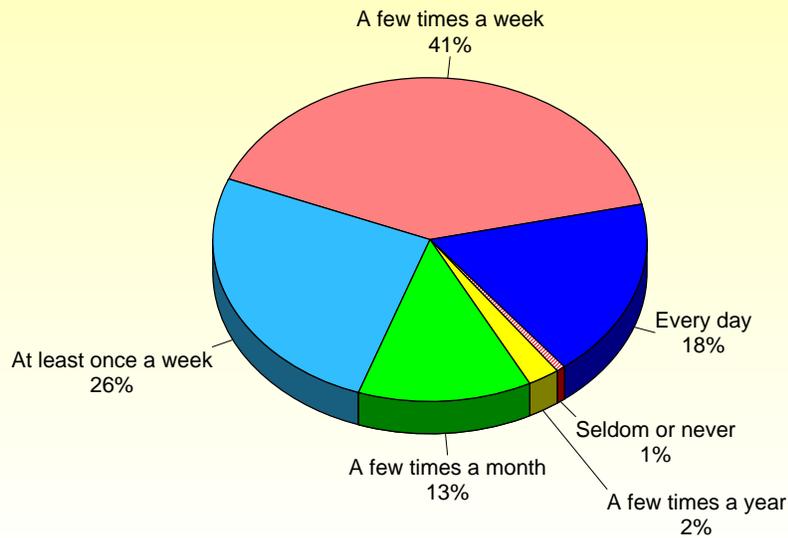
Q23. Opinions About Economic Development in Fruita - 2009 vs. 2013

by percentage of respondents who rated the item as a 3 ("Just Right") on a 5-point scale (excluding "don't know")



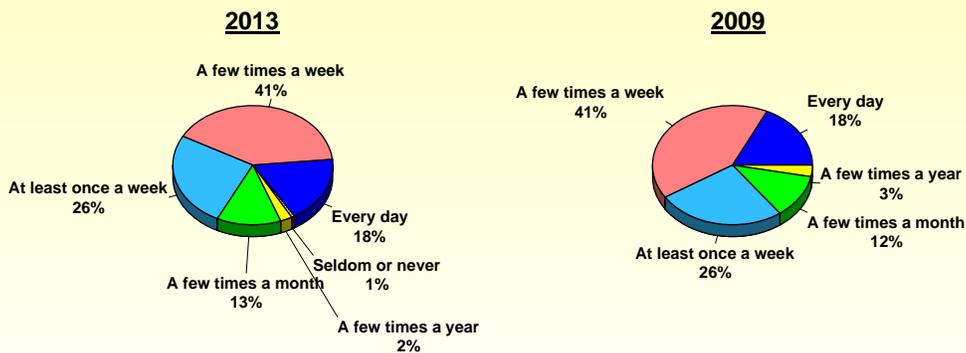
Q24. How often do you typically go outside Fruita city limits to shop?

by percentage of respondents excluding "not provided")



Q24. How often do you typically go outside Fruita city limits to shop? - 2009 vs. 2013

by percentage of respondents

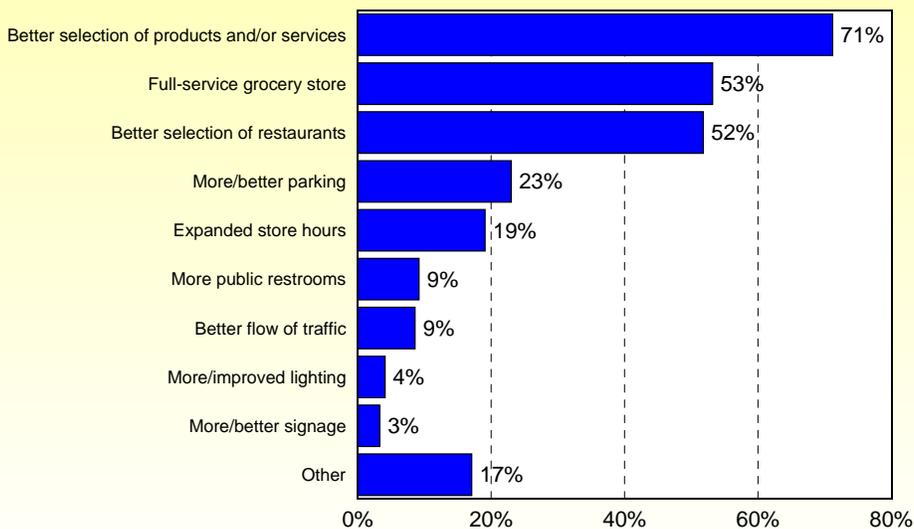


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q25. What would encourage you to shop in Fruita more often?

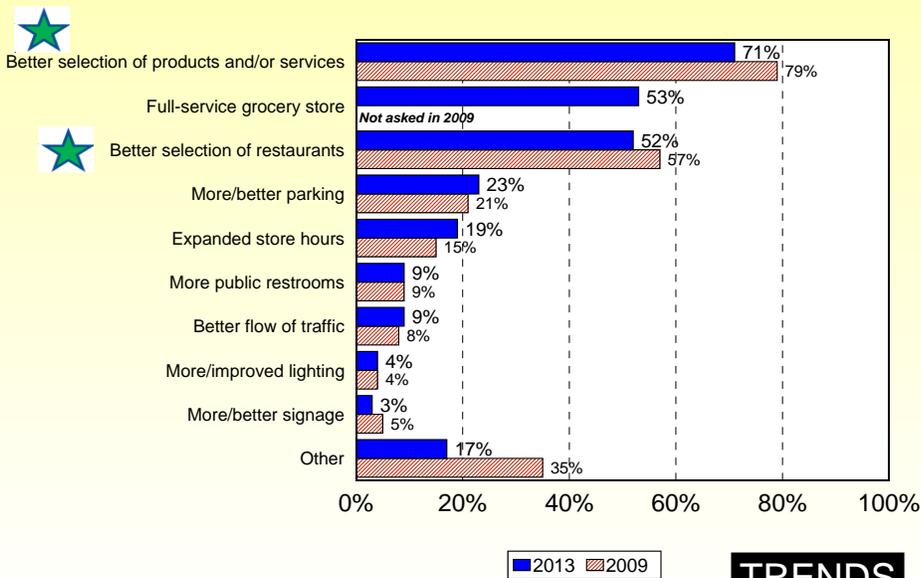
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q25. What would encourage you to shop in Fruita more often? - 2009 vs. 2013

by percentage of respondents (multiple selections could be made)

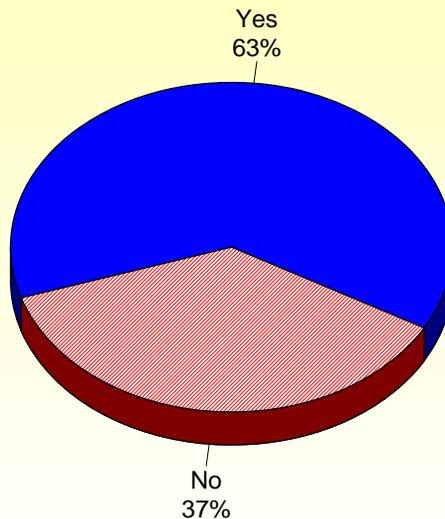


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q27. Should the City of Fruita consider purchasing private property in commercial districts in an effort to revitalize the area?

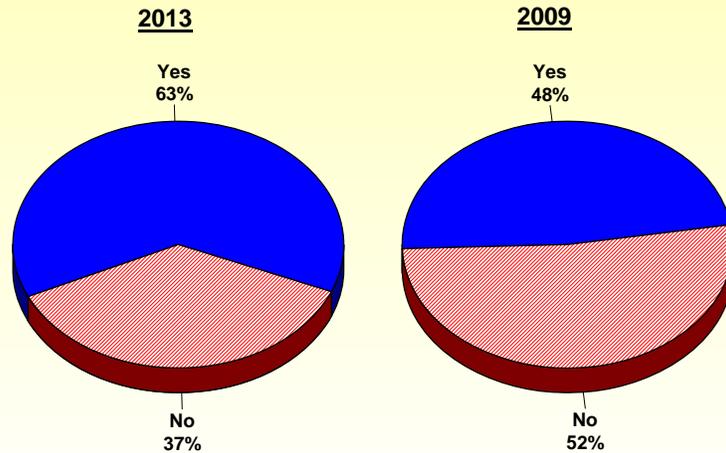
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q27. Should the City of Fruita consider purchasing private property in commercial districts in an effort to revitalize the area? - 2009 vs. 2013

by percentage of respondents

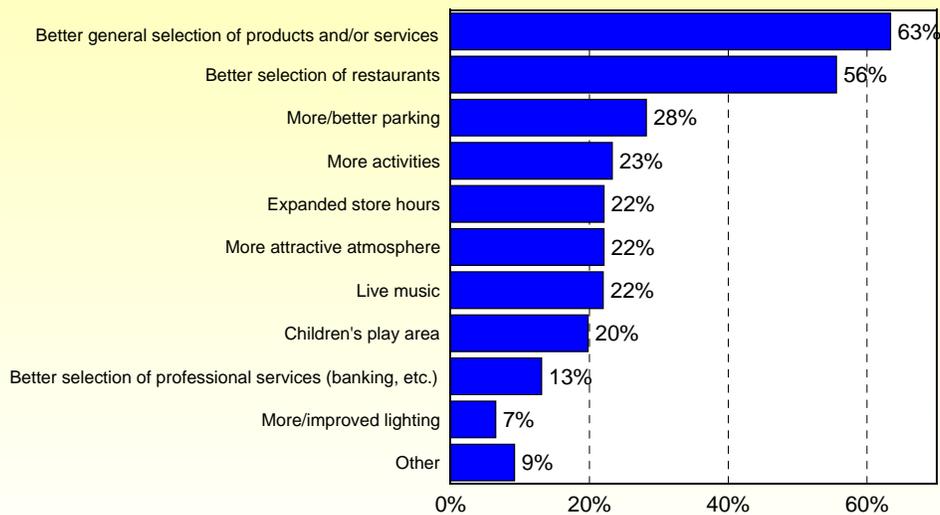


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q28. What would encourage you to visit downtown Fruita more often?

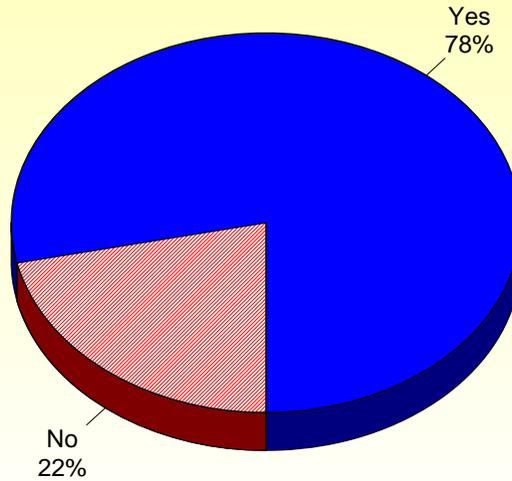
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q29. Should the City of Fruita provide incentives to attract business and industry to the City of Fruita?

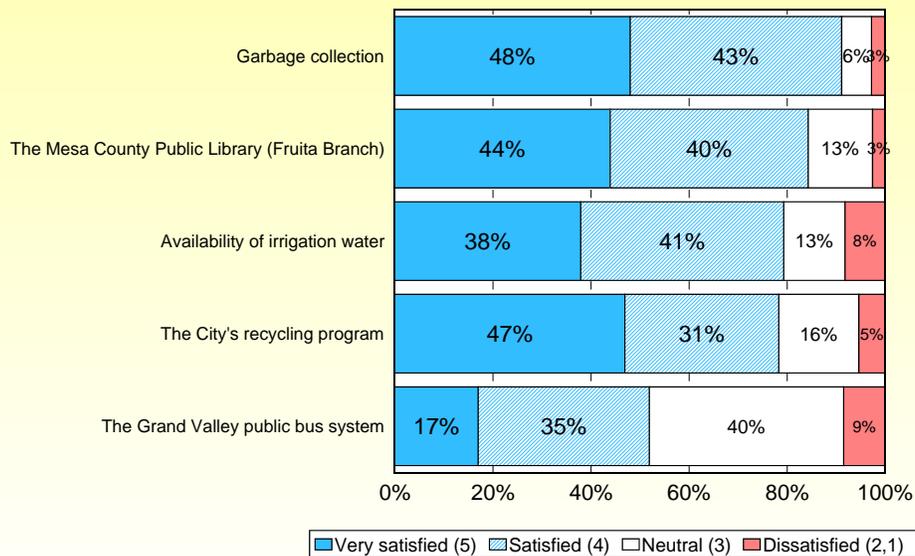
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q30. Satisfaction with Various Issues

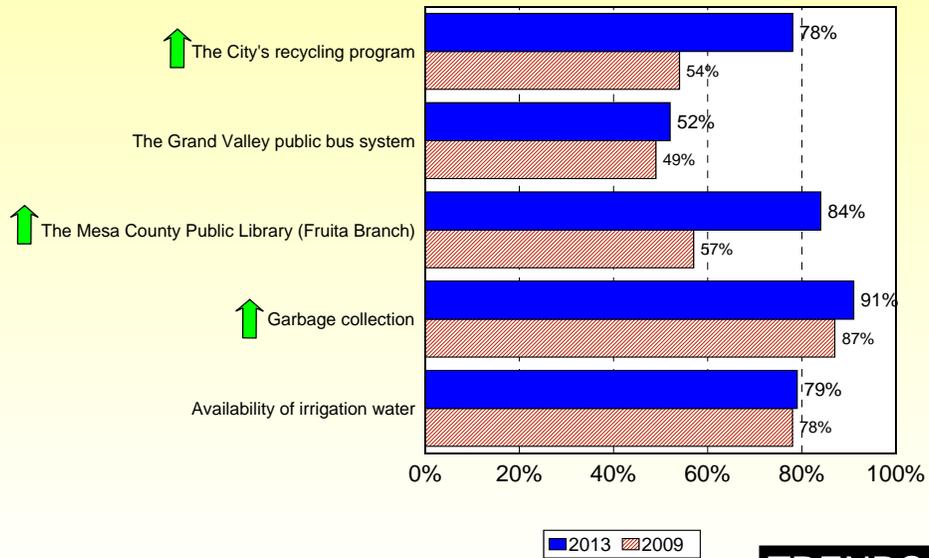
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q30. Satisfaction with Various Issues - 2009 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

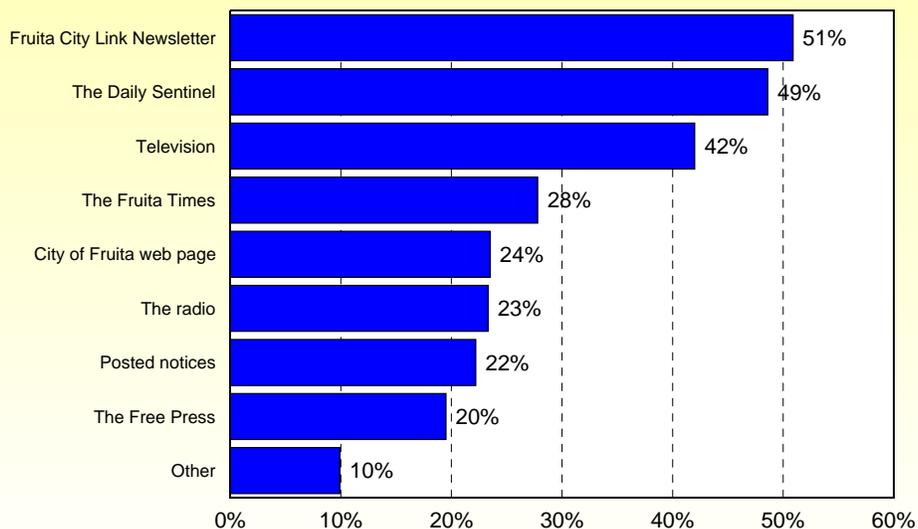


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q31. What are your primary sources of information about activities and services in your community?

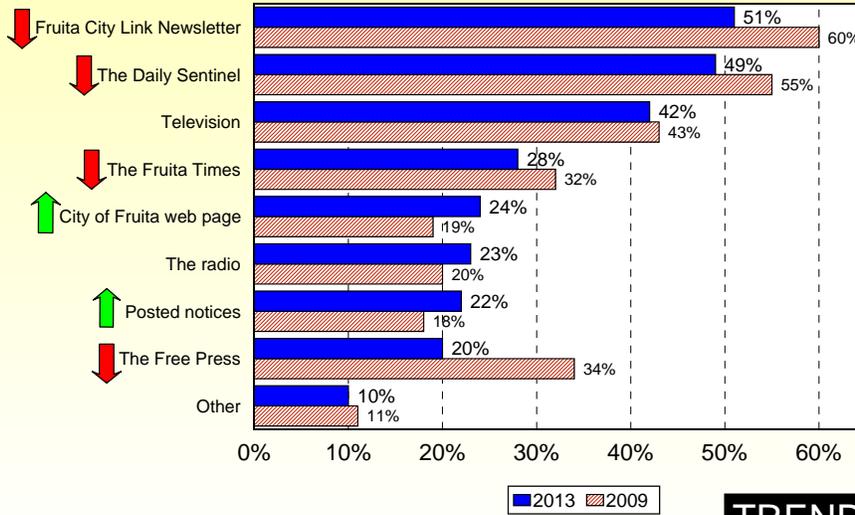
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q31. What are your primary sources of information about activities and services in your community? - 2009 vs. 2013

by percentage of respondents (multiple selections could be made)

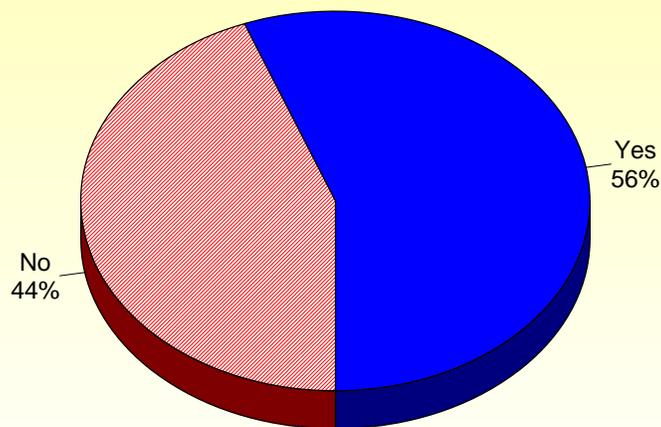


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

TRENDS

Q32. Do you attend the Thursday Night Summer Concert series in Civic Center Memorial Park?

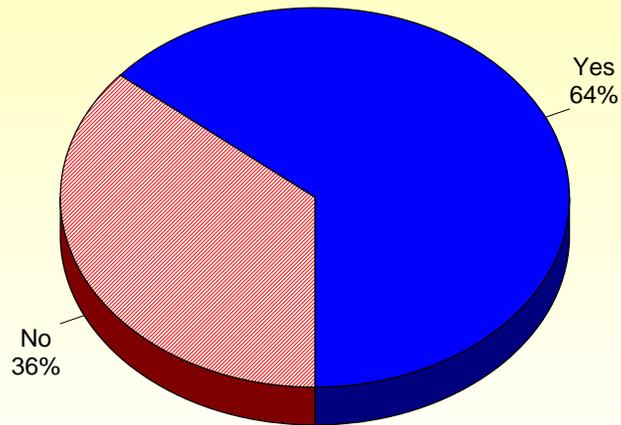
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q32a. Would you like to see vendors allowed at the venue?

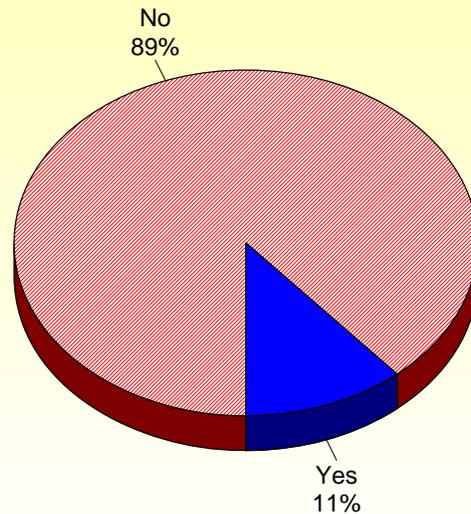
by percentage of respondents who answered "yes" to Question 32 (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q33. Are you thinking about starting a business in Fruita?

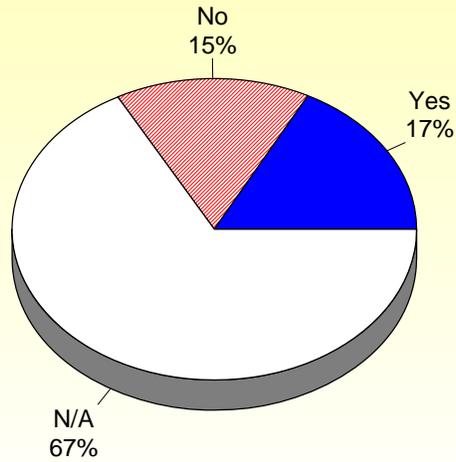
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q34. If you are a current business owner or a potential business owner, would you use a business incubator program if one were located in Fruita?

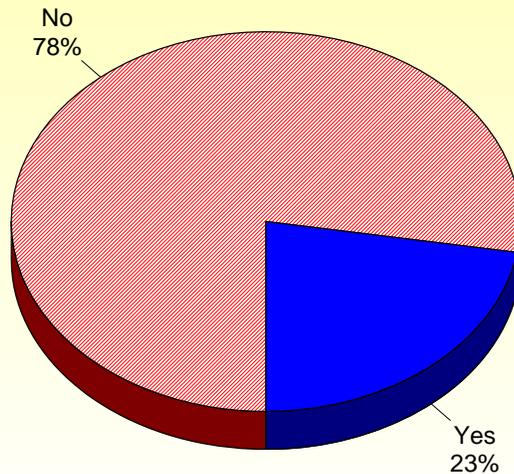
by percentage of respondents (excluding "not provided")



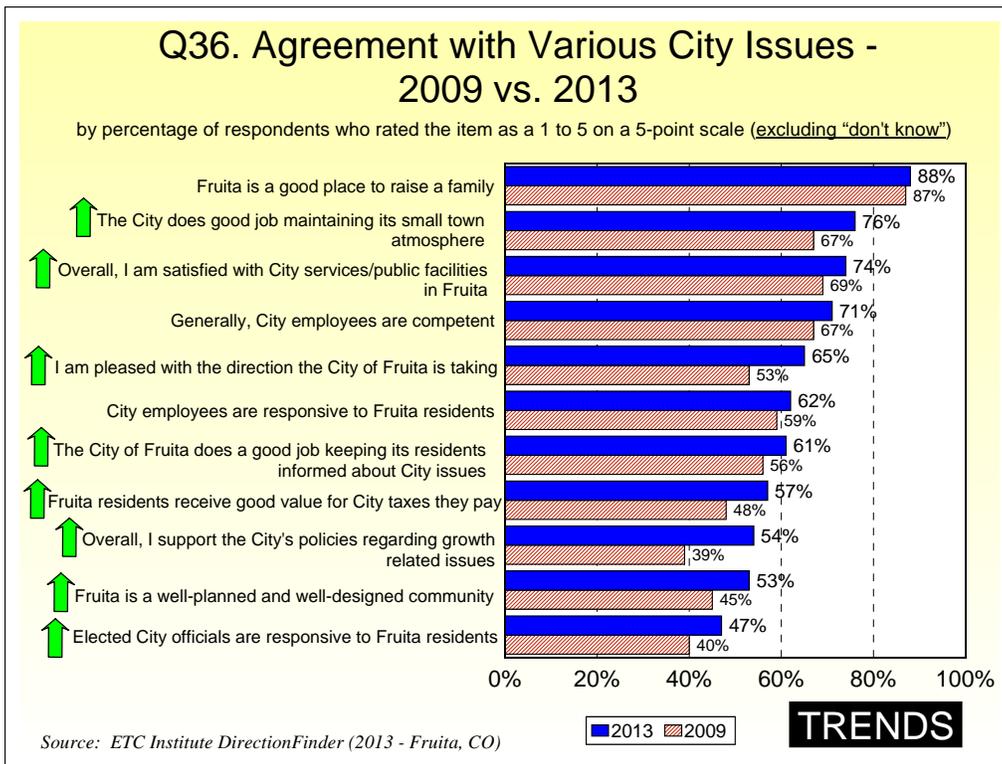
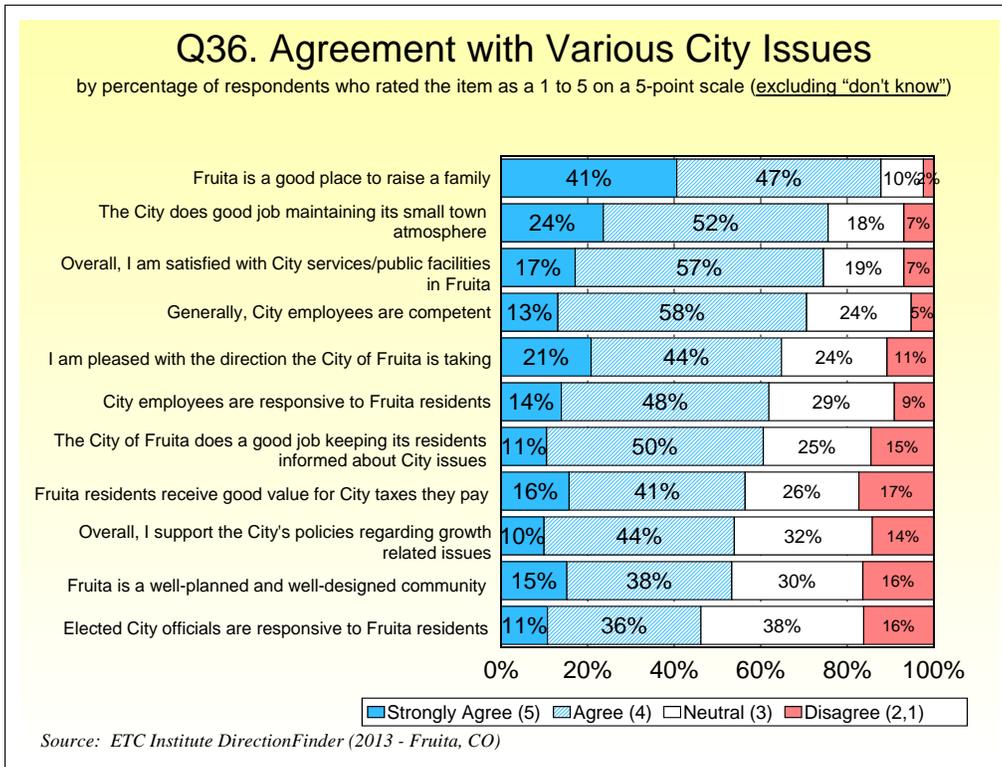
Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q35. Do you currently attend the Fruita Fourth Fridays events?

by percentage of respondents

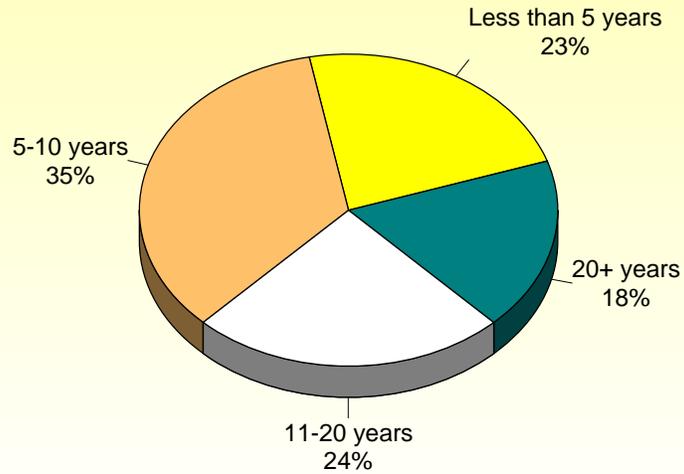


Source: ETC Institute DirectionFinder (2013 - Fruita, CO)



Q38. Demographics: How many years have you lived in the City of Fruita?

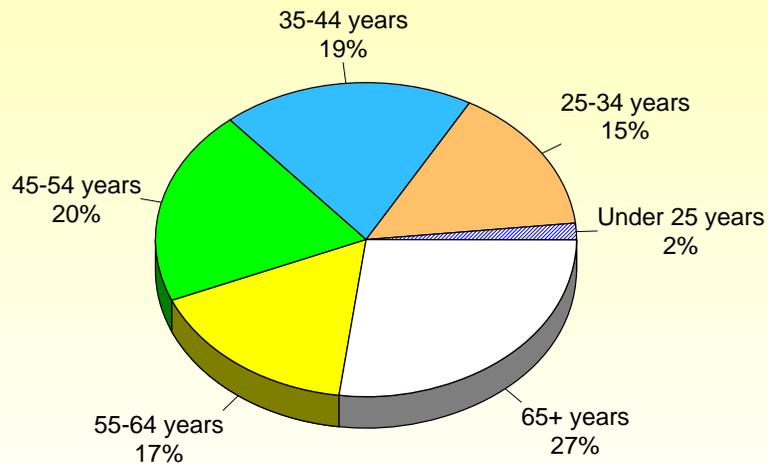
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q39. Demographics: What is your age?

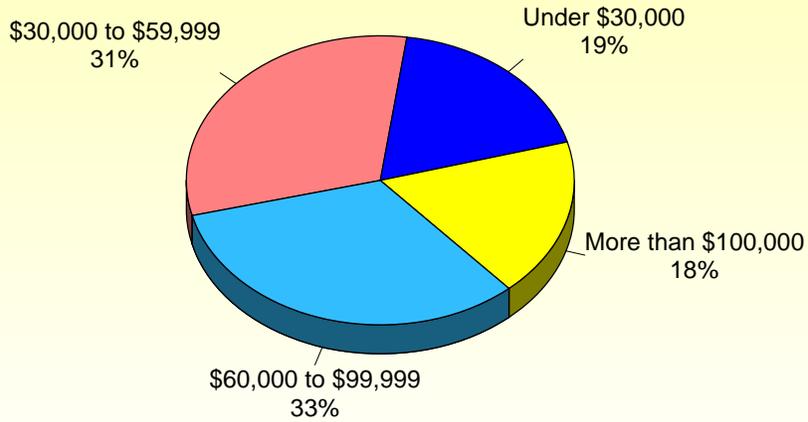
by percentage of residents surveyed (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q40. Demographics: Household Income

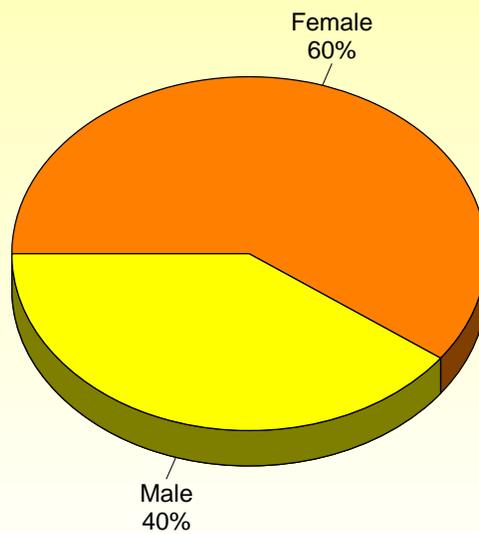
by percentage of persons in households (excluding "not provided")



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Q41. Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Fruita, CO)

Section 2:
GIS Mapping



Interpreting the Maps

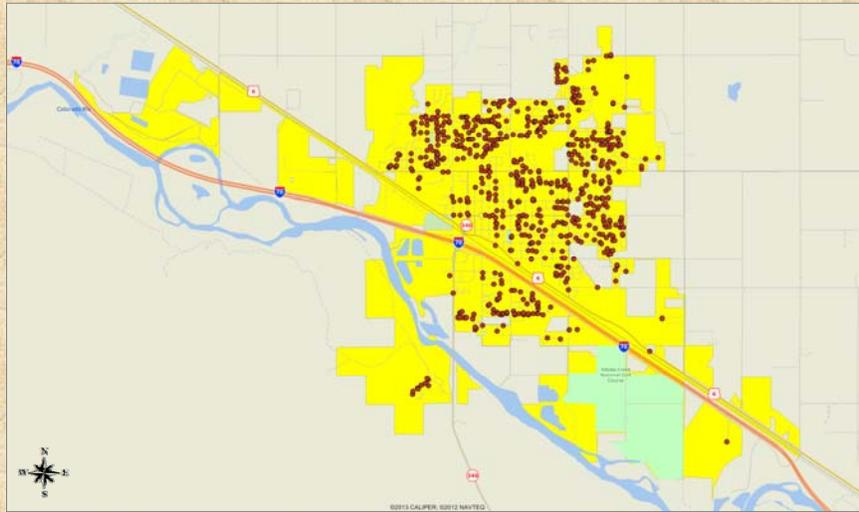
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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 satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

Location of Survey Respondents



2013 City of Fruita Community Survey

Q1a. Overall quality of public safety services



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1b. Overall quality of City parks



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1c. Overall quality of recreation programs



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1d. Overall quality of City streets and sidewalks



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1e. Overall quality of City buildings and facilities



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1f. Overall quality of service you receive from City employees



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1g. Overall quality of representation you receive from City Council



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1h. Overall effectiveness of City communication with the public



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q1i. Overall flow of traffic and congestion management in the City



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

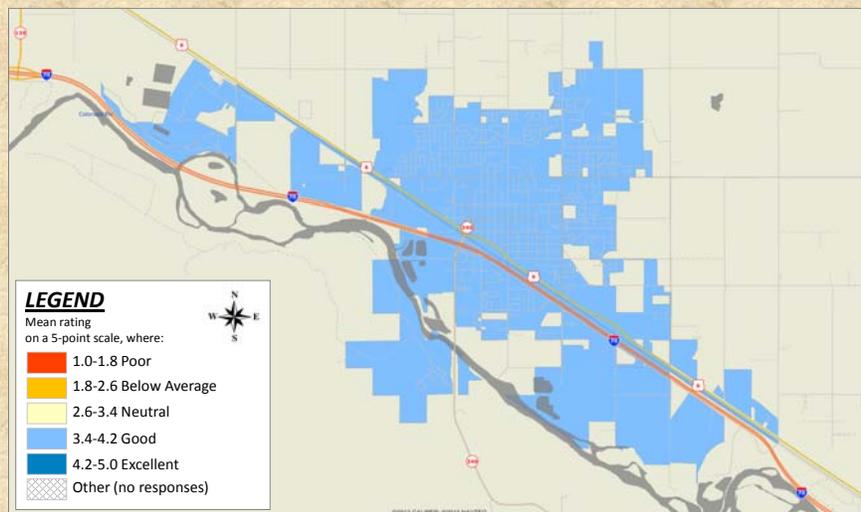
Q1j. Overall quality of sewer service



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

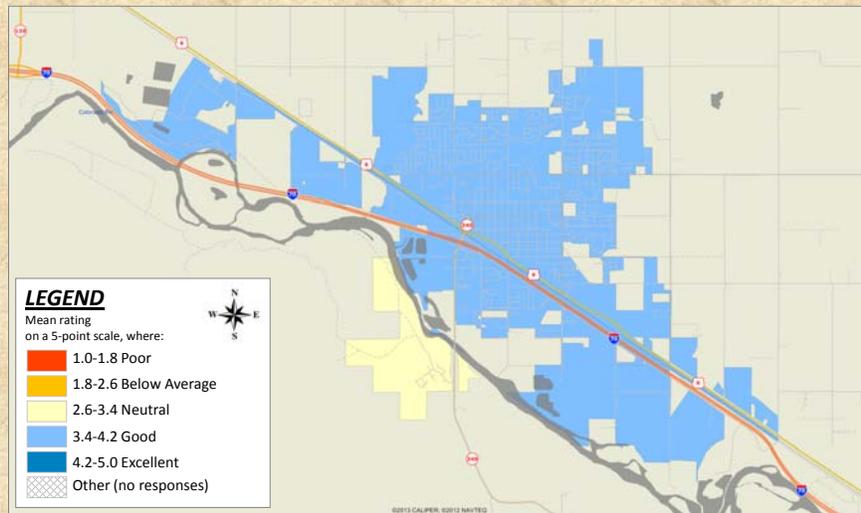
Q3a. Overall quality of services provided by the City of Fruita



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

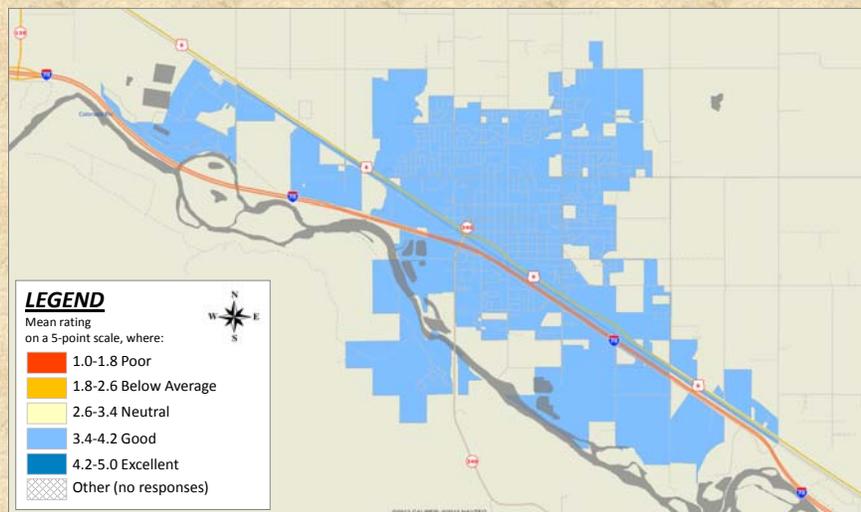
Q3b. Overall value that you receive for your City tax dollars and fees



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

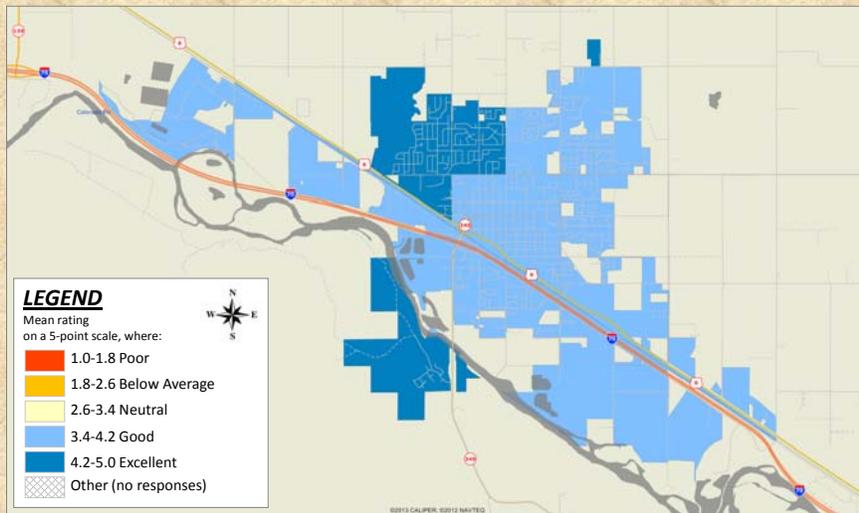
Q3c. Overall image of City



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

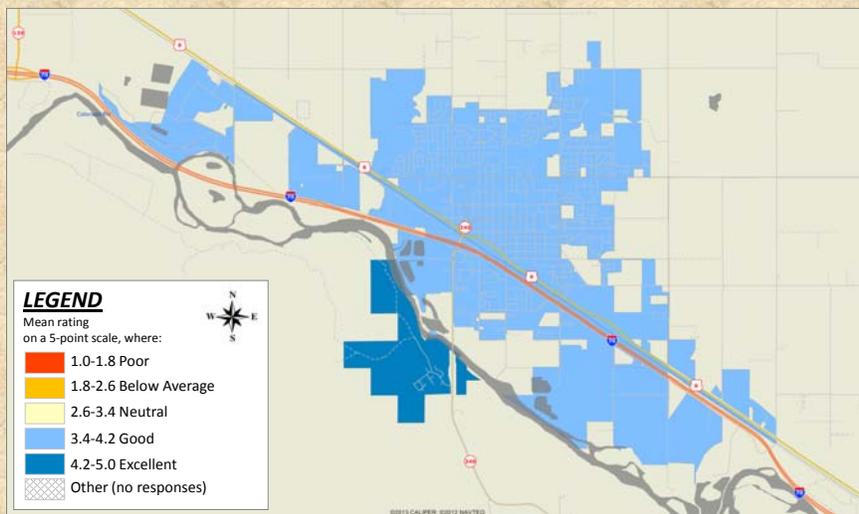
Q3d. Overall quality of life in the City



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q3e. Overall feeling of safety in the City



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

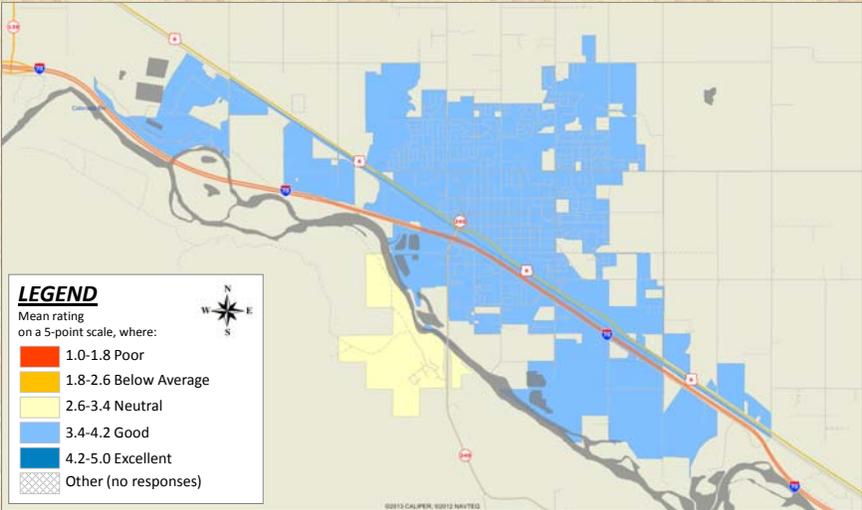
Q3f. Quality of new development in the City



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

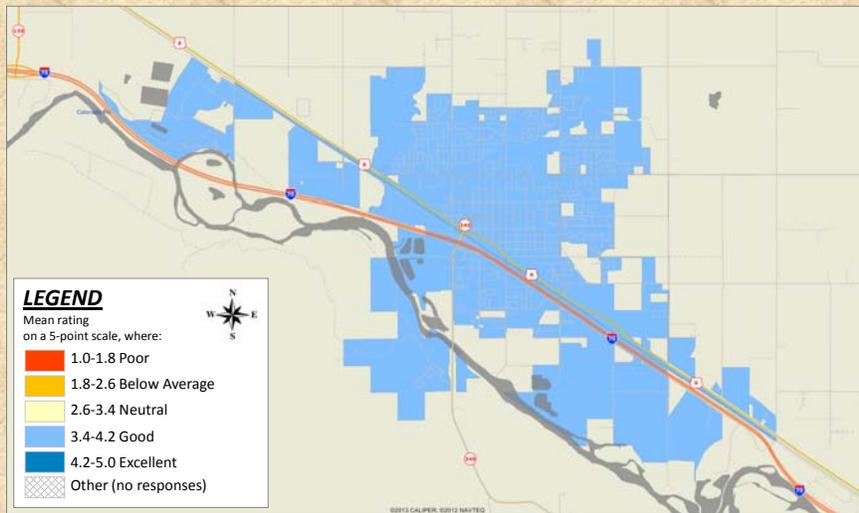
Q3g. Overall image of downtown



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

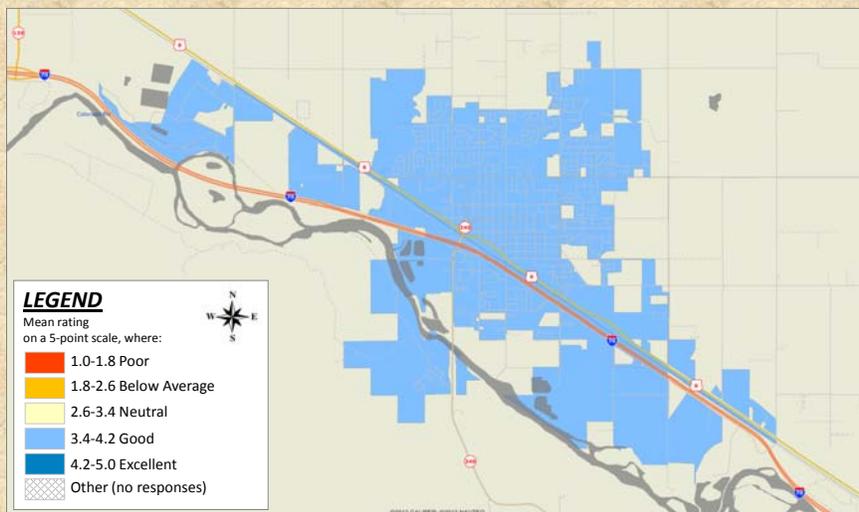
Q3h. Overall image of commercial development south of I-70



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

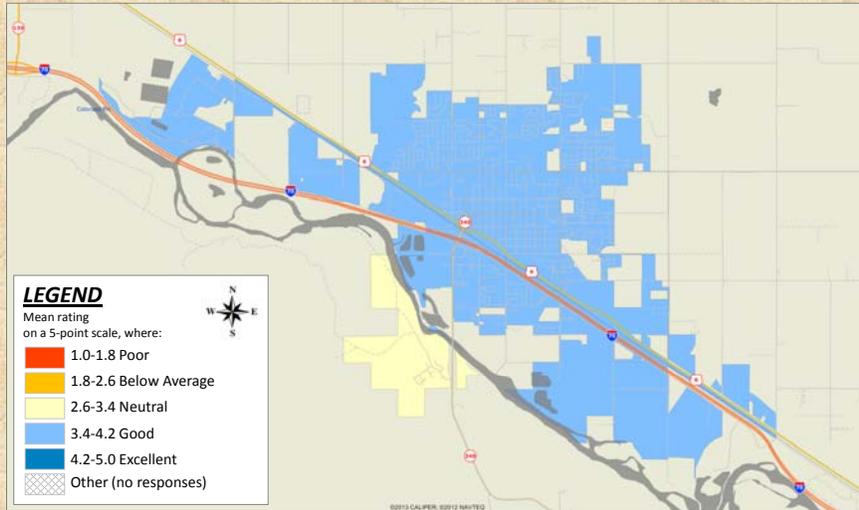
Q3i. Overall appearance of the City



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

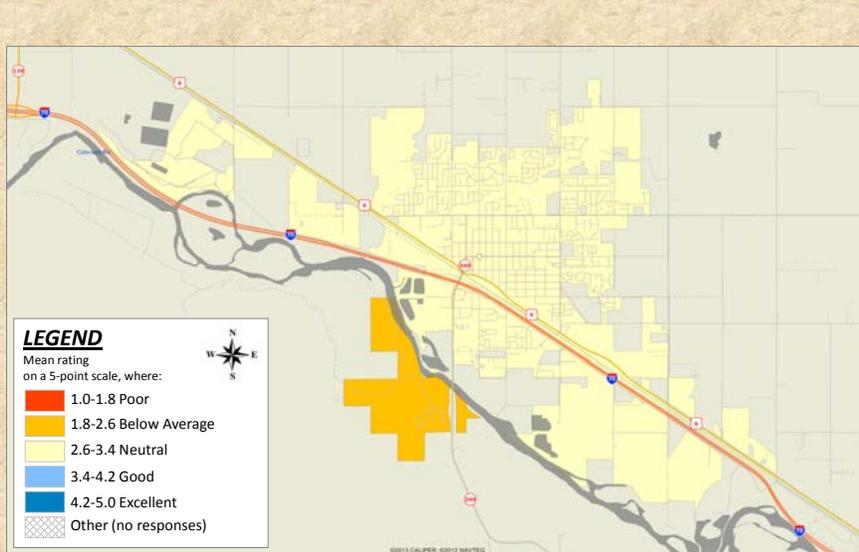
Q3j. Overall appearance of business signs



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q3k. Overall image of Hwy 6 & 50 corridor



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q4a. Overall quality of local police protection



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q4b. Visibility of police in neighborhoods



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q4c. The City's efforts to prevent crime



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q4d. How quickly police respond to emergencies



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q4e. Enforcement of local traffic laws



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q4f. Safety/prevention education programs



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q4g. Overall quality of local fire protection



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

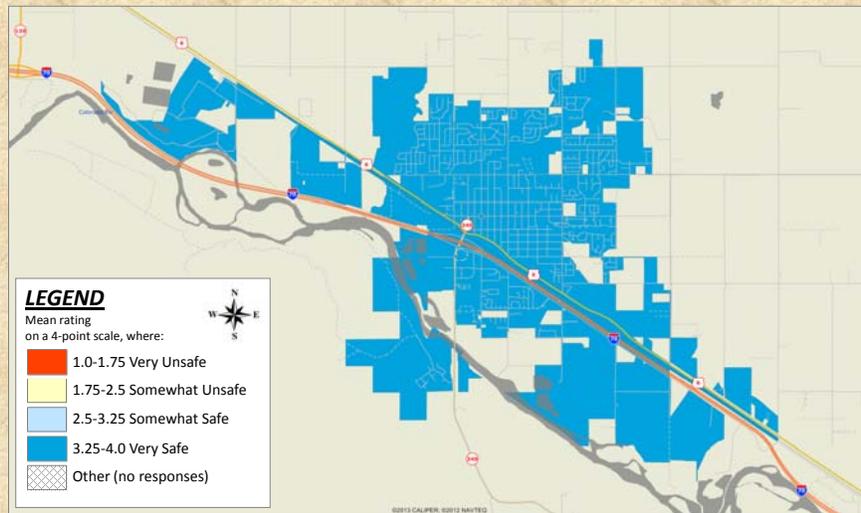
Q4h. Overall quality of pedestrian safety & crosswalks



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

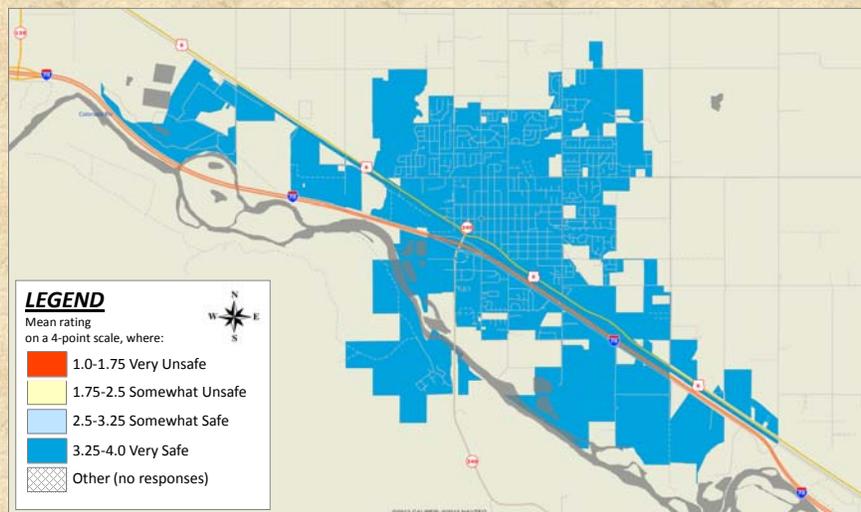
Q6a. In your neighborhood during the day



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

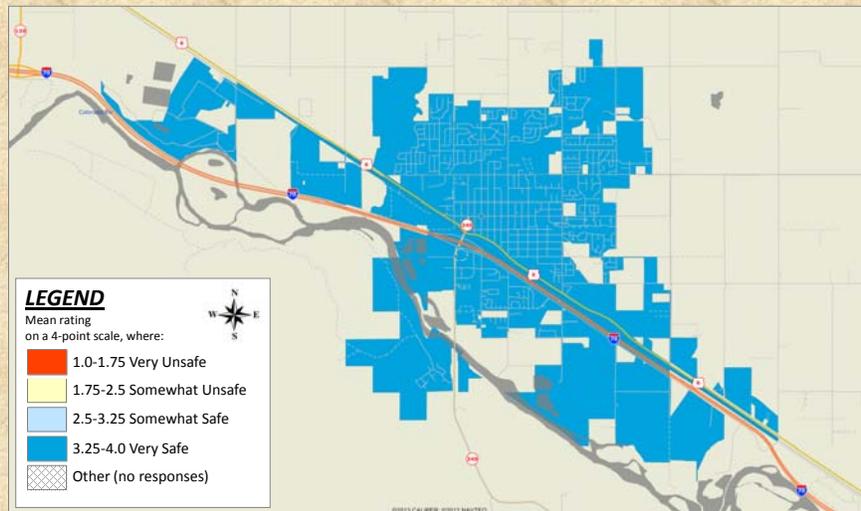
Q6b. In your neighborhood at night



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q6c. In downtown Fruita



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q7a. Speeding



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

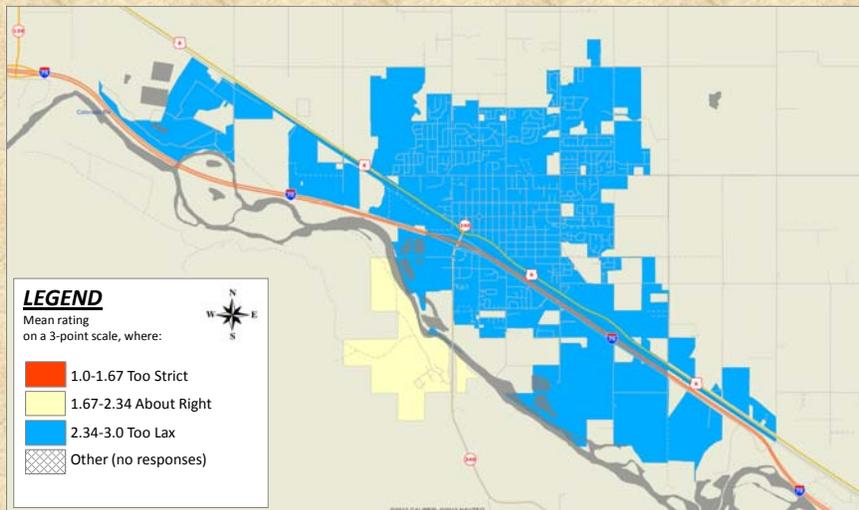
Q7b. Overall traffic enforcement



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q7c. Weed control



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

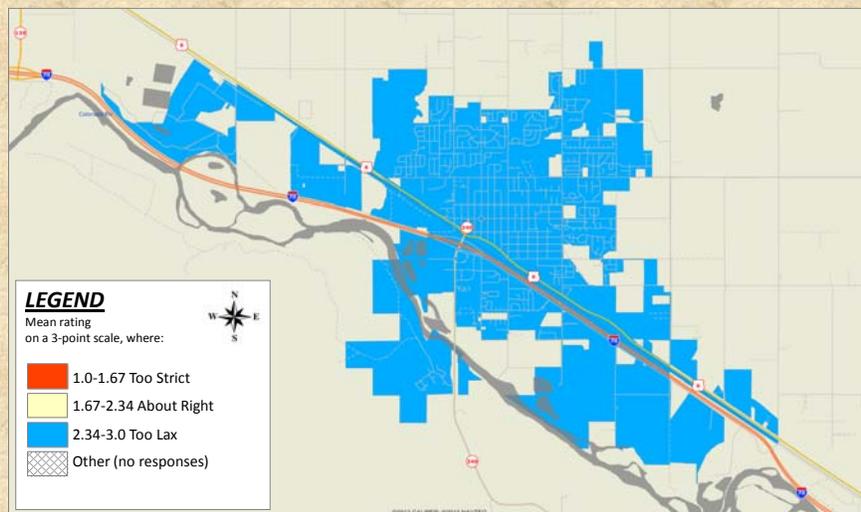
Q7d. Animal control regulations



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

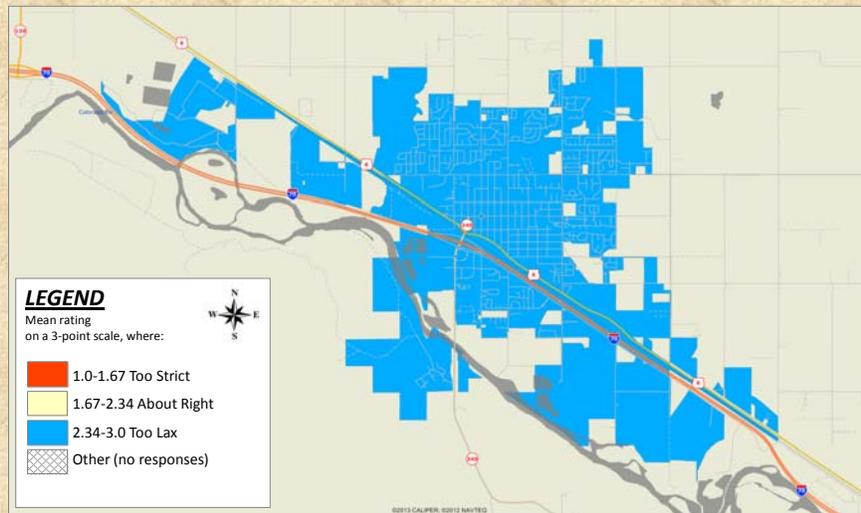
Q7e. Junk in residential yards



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q7f. Junk in commercial areas



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q7g. Regulations for rate of growth



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q7h. Regulations for quality of growth



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q8a. Availability of information about City programs and services



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

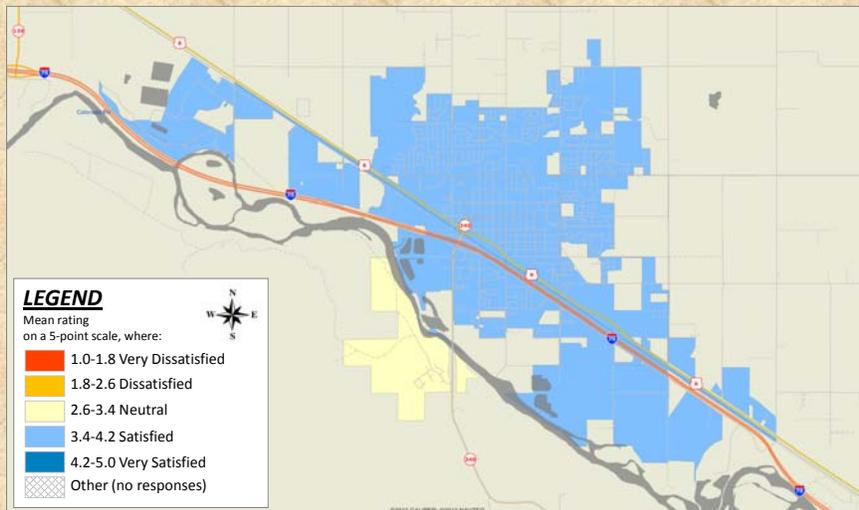
Q8b. City efforts to keep you informed about local issues



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q8c. How open the City is to public involvement and input from residents



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q8d. Quality of the City's web page



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

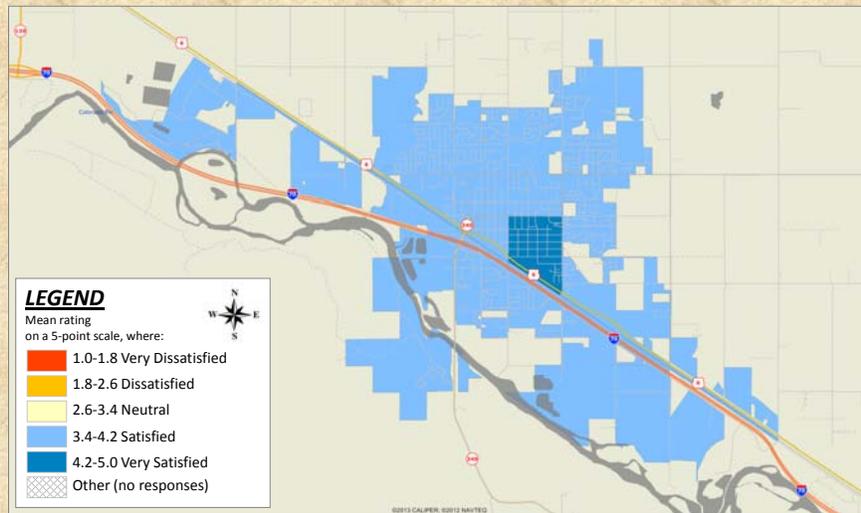
Q8e. Quality of the City Link quarterly newsletter



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q10a. Maintenance of City parks



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q10b. Number of City parks



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q10c. Variety and types of City parks



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q10d. Maintenance of trails



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q10e. Number of walking and biking trails



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q10f. Amount of permanent Open Space



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q12a. Program offerings for the entire family



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q12b. Program offerings for Children (5th grade and under)



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

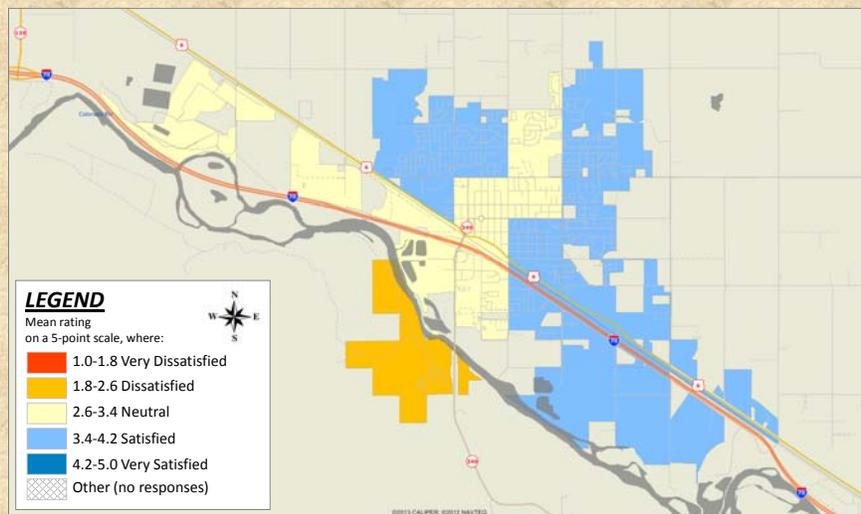
Q12c. Program offerings for Youth (6th - 8th grade)



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

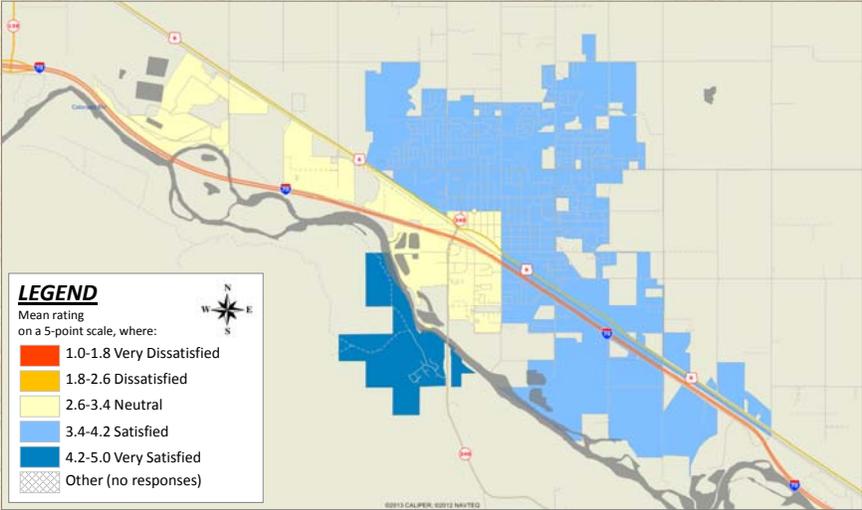
Q12d. Program offerings for Teens (9th grade and up)



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

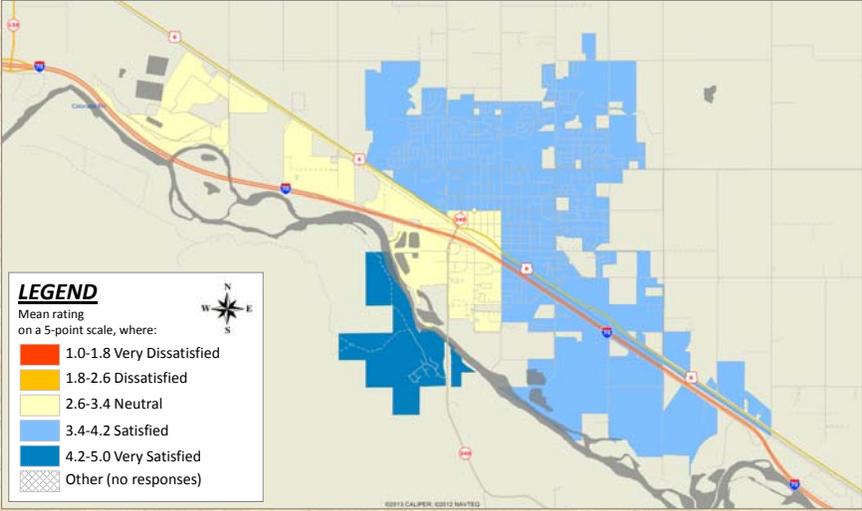
Q12e. Program offerings for Adults



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q12f. Program offerings for Seniors



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q12g. Registration processes for programs



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q12h. Amount of overall program offerings



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q12i. City special events and festivals



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18a. Maintenance of major City streets



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18b. Maintenance of streets in your neighborhood



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18c. Maintenance of street signs/pavement markings



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18d. Maintenance/preservation of downtown Fruita



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18e. Overall cleanliness of City streets and other public areas



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18f. Adequacy of City street lighting



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18g. Condition of City sidewalks



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18h. Availability of sidewalks in the City



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q18i. Landscaping and appearance of public areas along City streets



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

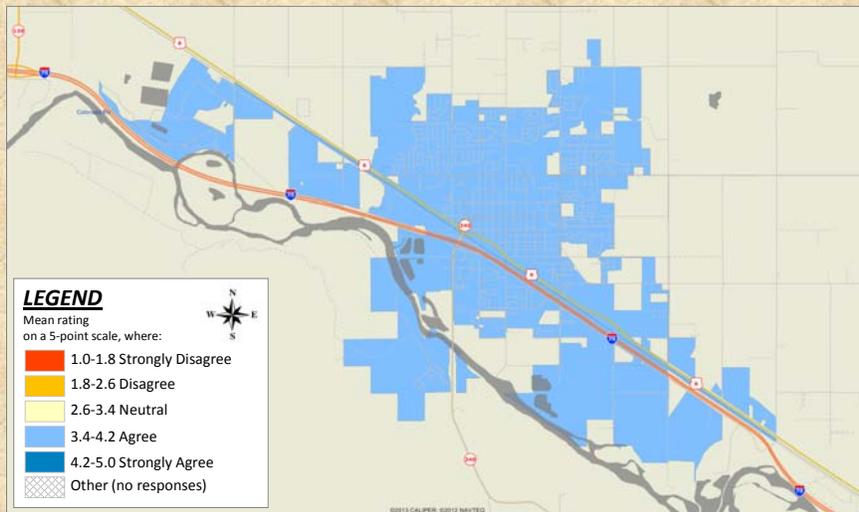
Q18j. Snow removal on City streets



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

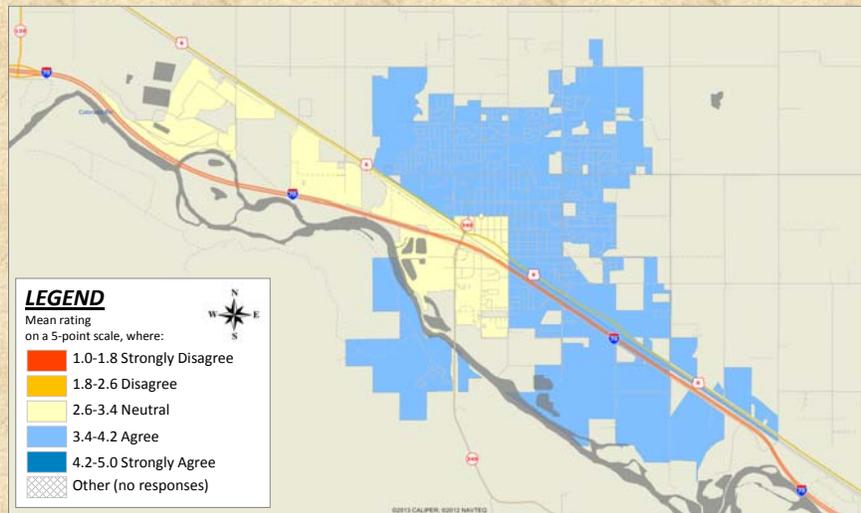
Q36a. The City of Fruita does a good job keeping its residents informed about City issues



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q36b. Overall, I support the City's policies regarding growth related issues



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q36c. Elected City officials are responsive to Fruita residents



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

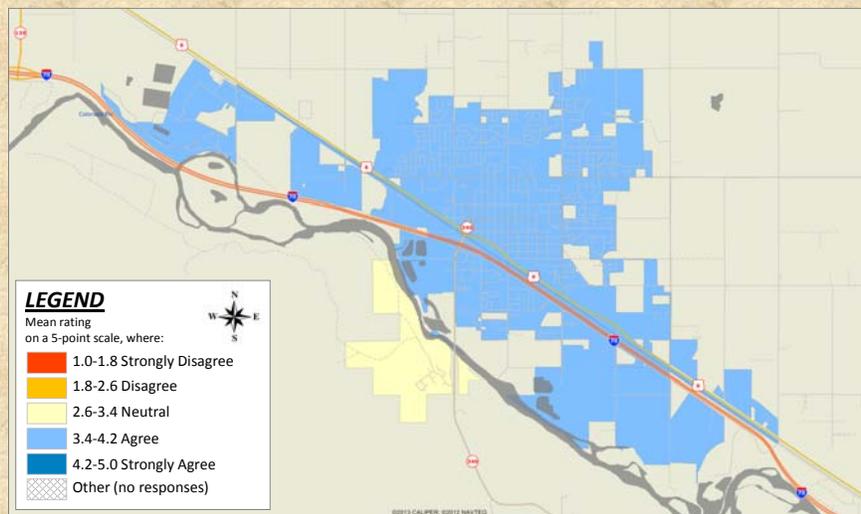
Q36d. City employees are responsive to Fruita residents



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

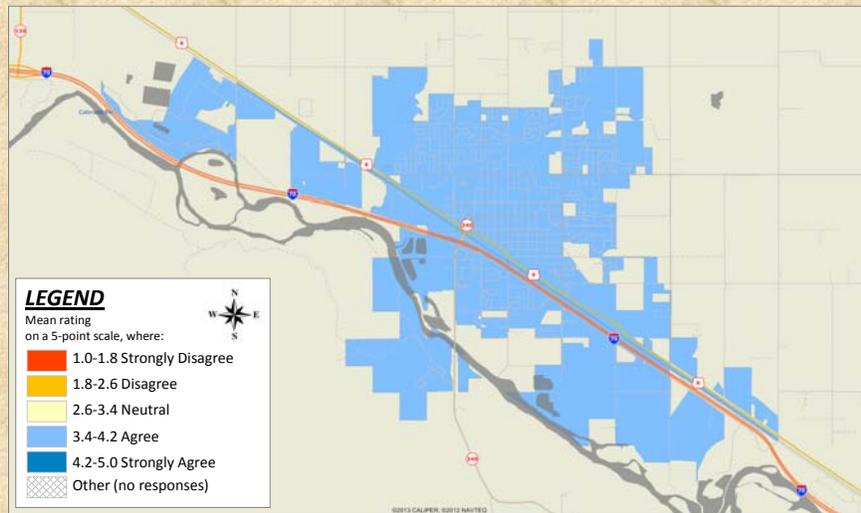
Q36e. Generally, City employees are competent



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

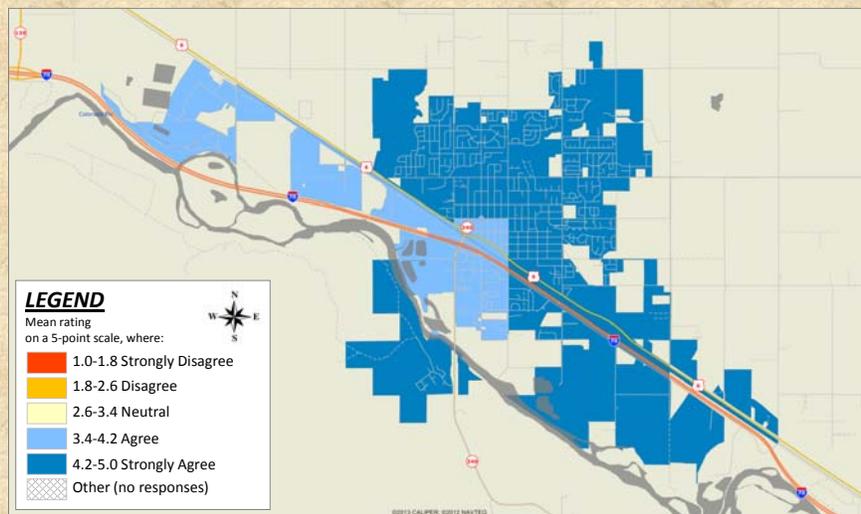
Q36f. Overall, I am satisfied with the City services and the public facilities in Fruita



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

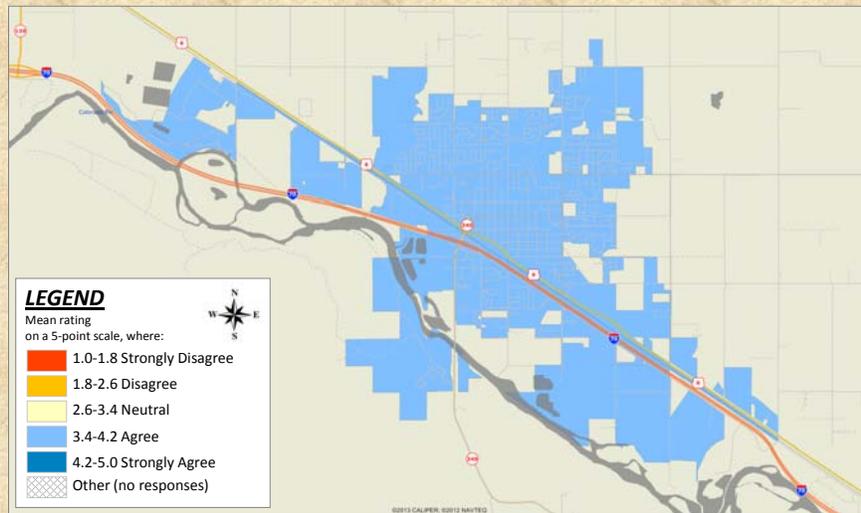
Q36g. Fruita is a good place to raise a family



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q36h. I am pleased with the direction the City of Fruita is taking



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

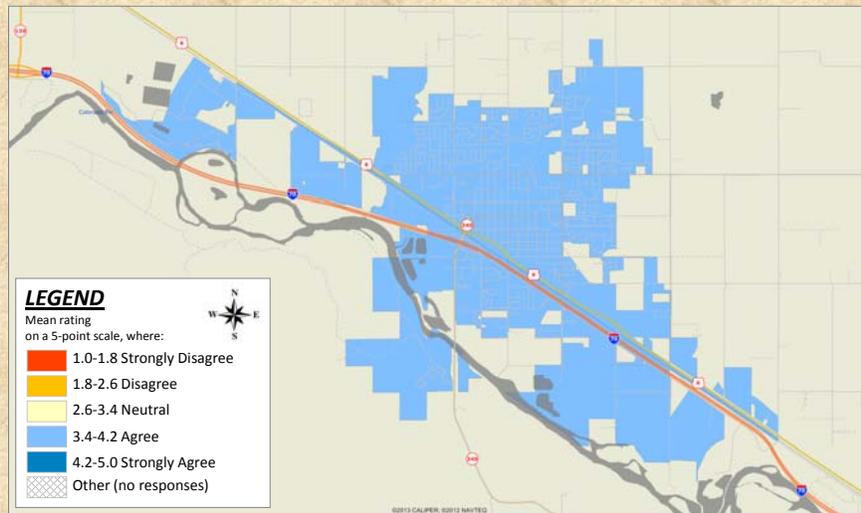
Q36i. Fruita residents receive good value for City taxes they pay



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Q36j. The City does a good job of maintaining its small town atmosphere



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

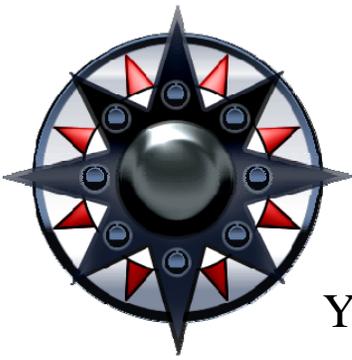
Q36k. Fruita is a well-planned and well-designed community



2013 City of Fruita Community Survey

Shading reflects the mean rating for all respondents by CBGe (merged as needed)

Section 3:
Benchmarking Data



DirectionFinder Survey

Year 2013 Benchmarking Summary Report

Overview

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. This report contains benchmarking data from one source – the national survey.

- The source is a national survey that was administered by ETC Institute during the summer of 2012 to a random sample of 3,926 residents in the continental United States.
- The second comparison of the data is from those cities of population 20,000 and under, during the summer of 2012.

Interpreting the Charts

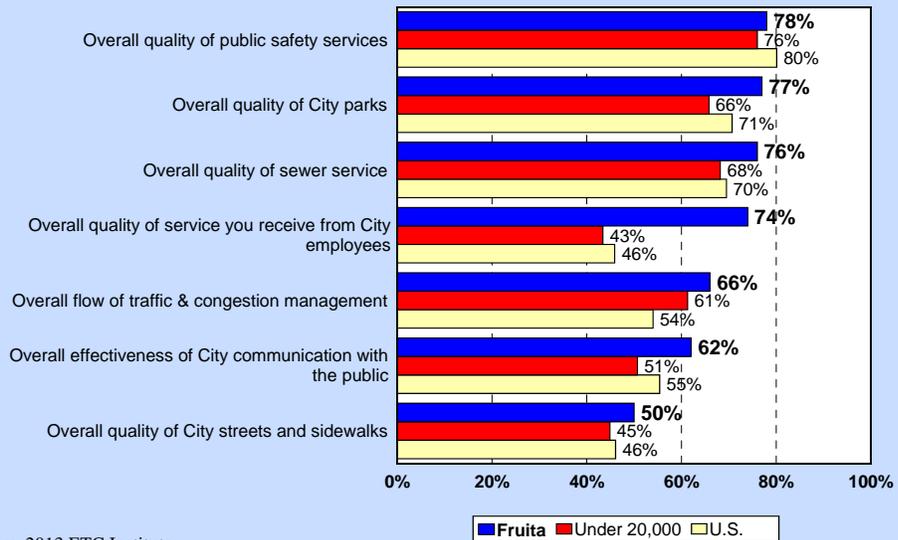
The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.” The blue bars show the results for Fruita, the red bars show the results for the cities 20,000 and under, the tan bar shows the results for the national survey.

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 the City of Fruita, Colorado is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Fruita vs. Cities Under 20,000 vs. the U.S.

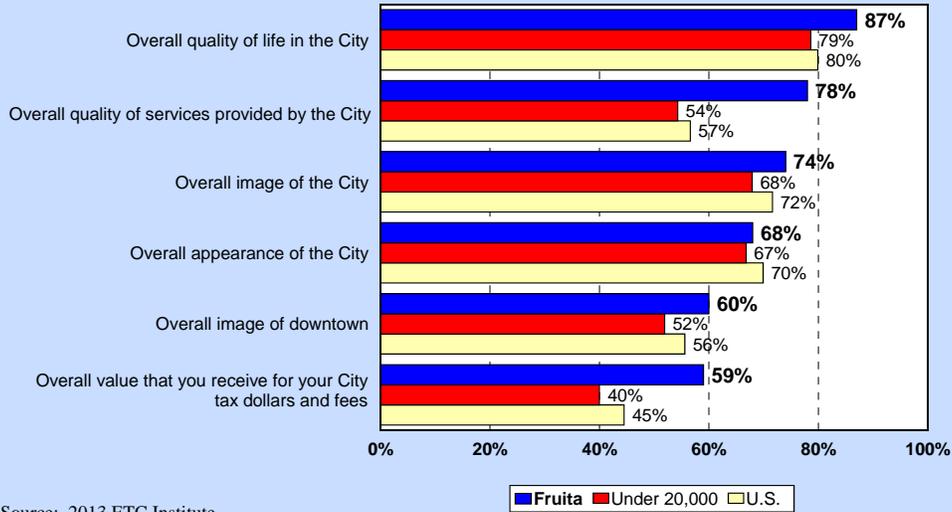
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Satisfaction with Issues that Influence Perceptions of the City

Fruita vs. Cities Under 20,000 vs. the U.S.

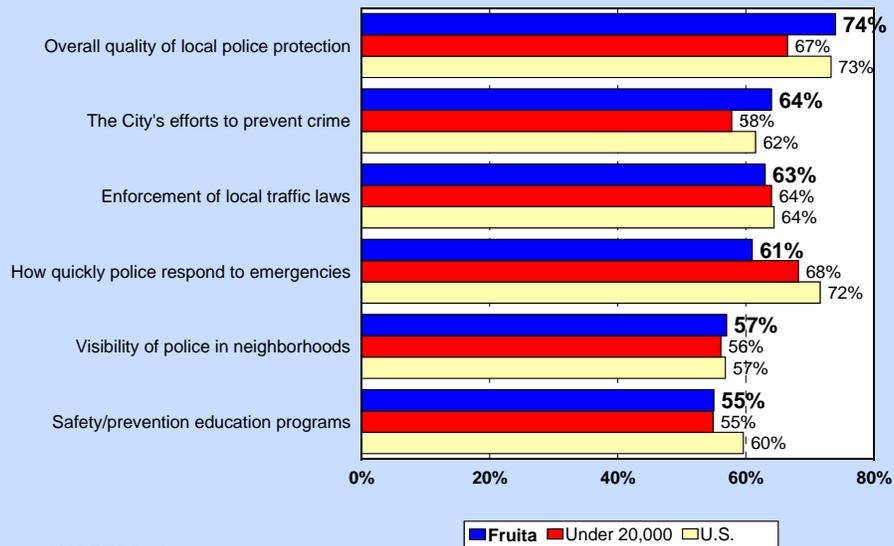
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with Public Safety

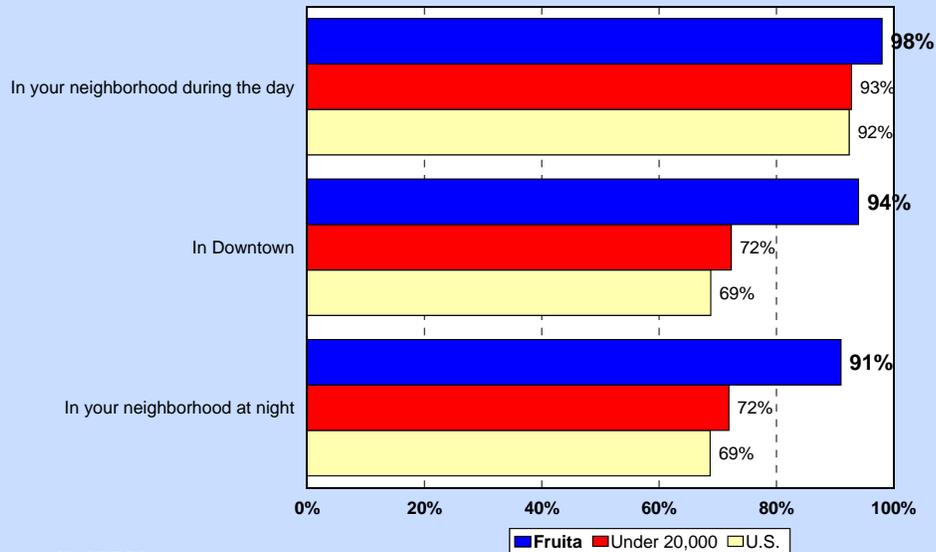
Fruita vs. Cities Under 20,000 vs. the U.S.

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 know")



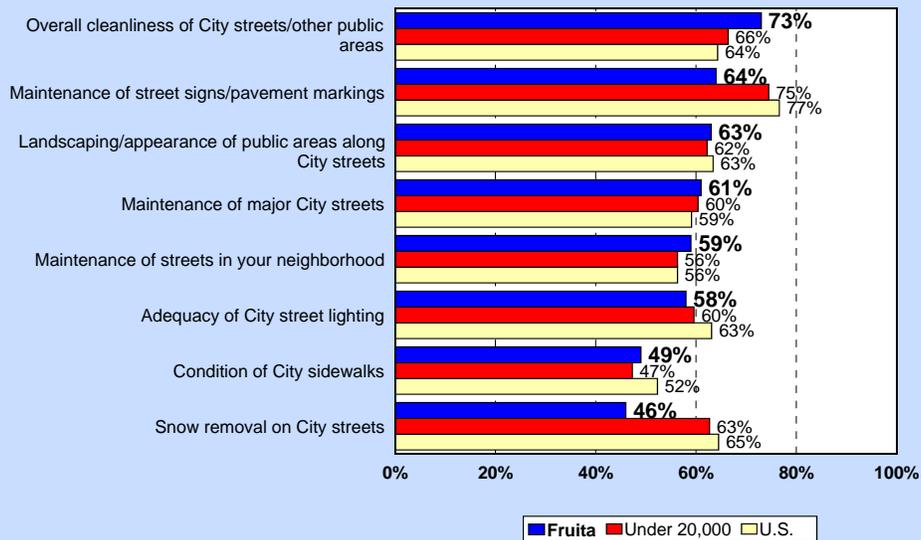
How Safe Residents Feel in Their Community Fruita vs. Cities Under 20,000 vs. the U.S.

by percentage of respondents who rated the item 3 or 4 on a 4-point scale where 4 was "very safe" and 1 was "very unsafe" (excluding "don't know")



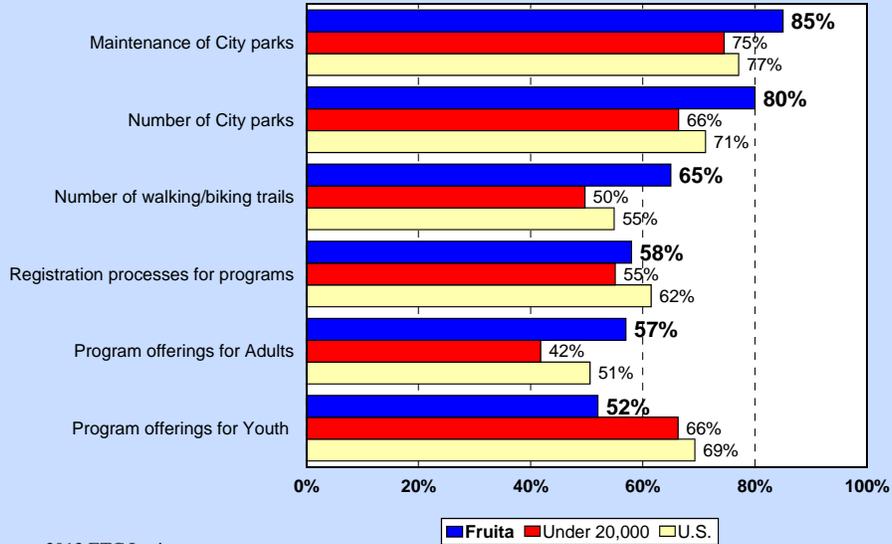
Overall Satisfaction with City Maintenance Fruita vs. Cities Under 20,000 vs. the U.S.

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 know")



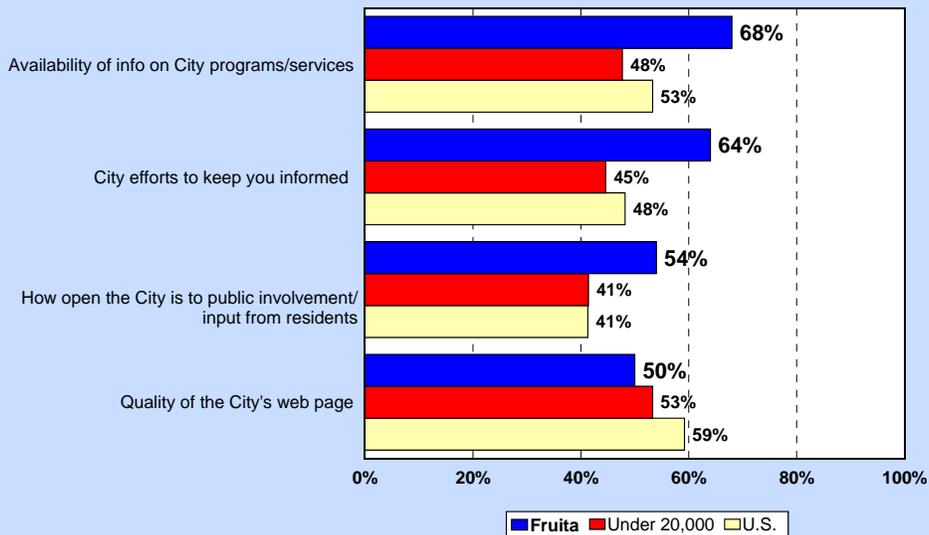
Overall Satisfaction with Parks and Recreation Fruita vs. Cities Under 20,000 vs. the U.S.

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 know")



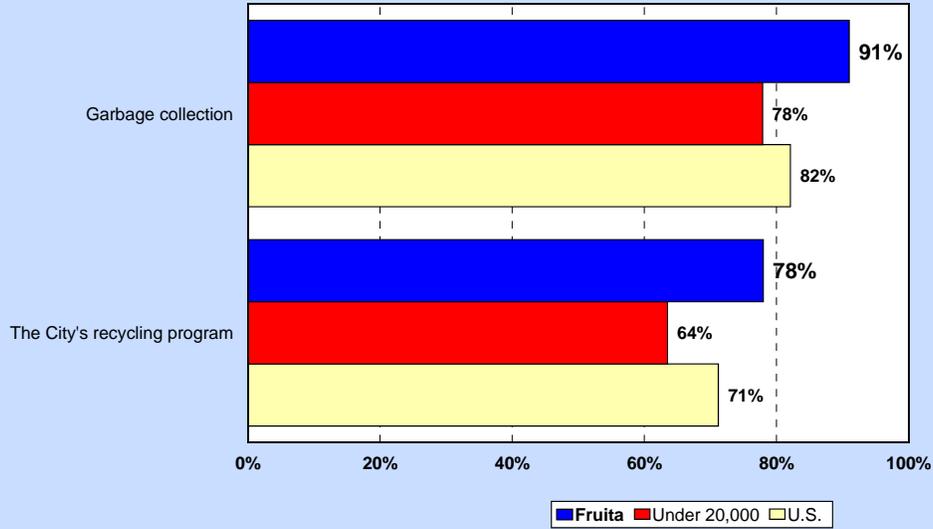
Overall Satisfaction with Communication Fruita vs. Cities Under 20,000 vs. the U.S.

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 know")



Overall Satisfaction with Various Services Fruita vs. Cities Under 20,000 vs. the U.S.

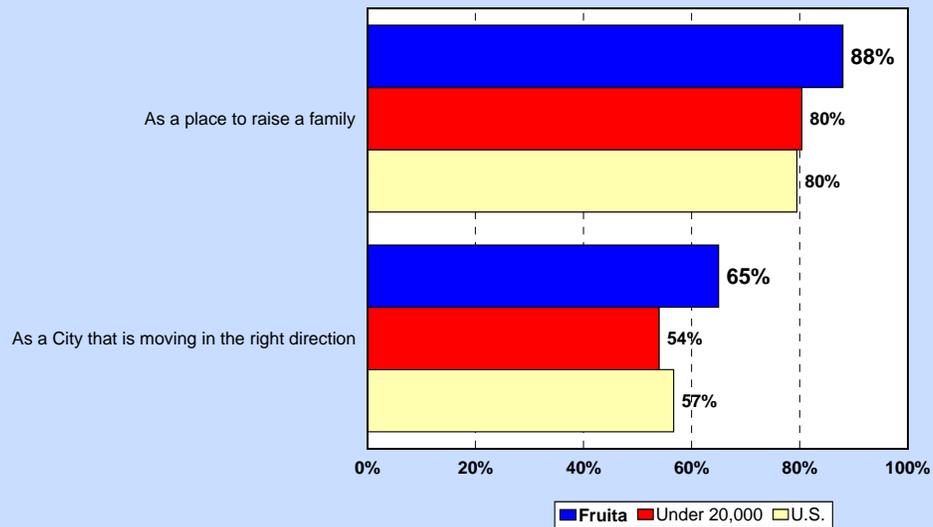
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2013 ETC Institute

Overall Ratings of the Community Fruita vs. Cities Under 20,000 vs. the U.S.

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



Source: 2013 ETC Institute

Section 4:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Fruita, Colorado

Overview

Today, city 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 City 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 City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "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 City services they thought were the most important for the City to provide. Approximately fifty-four percent (54.3%) of residents selected "overall quality of City streets and sidewalks" as one of the most important Major City services to provide.

With regard to satisfaction, fifty percent (50%) of the residents surveyed rated their overall satisfaction with “overall quality of City streets and sidewalks” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “quality of City streets and sidewalks” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 54.3% was multiplied by 50% (1-0.50). This calculation yielded an I-S rating of 0.2715, which ranked first out of ten Major City Services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item 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 City 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

Fruita, CO

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall quality of City streets and sidewalks	54%	1	50%	10	0.2715	1
<u>High Priority (IS .10-20)</u>						
Overall flow of traffic & congestion management in the City	36%	2	66%	7	0.1242	2
<u>Medium Priority (IS <.10)</u>						
Overall quality of representation from City Council	20%	6	52%	9	0.0942	3
Overall effectiveness of City communication with public	22%	5	62%	8	0.0840	4
Overall quality of City Parks	32%	3	77%	1	0.0732	5
Overall quality of public safety services (e.g. police)	24%	4	77%	2	0.0556	6
Overall quality of recreation programs	18%	7	71%	5	0.0506	7
Overall quality of City buildings and facilities	16%	8	69%	6	0.0490	8
Overall quality of service you receive from City employees	10%	9	74%	4	0.0257	9
Overall quality of sewer service	9%	10	75%	3	0.0231	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 were the most important for the City to emphasize 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

Fruita, CO

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
The visibility of police in neighborhoods	40%	1	57%	7	0.1712	1
The City's efforts to prevent crime	37%	2	64%	4	0.1354	2
Quality of pedestrian safety & crosswalks	34%	3	67%	3	0.1132	3
Medium Priority (IS <.10)						
Safety/prevention education programs	21%	6	55%	8	0.0943	4
Enforcement of local traffic laws	22%	5	62%	5	0.0835	5
How quickly police respond to emergencies	21%	8	61%	6	0.0805	6
Overall quality of local police protection	28%	4	73%	2	0.0732	7
Overall quality of local fire protection	21%	7	79%	1	0.0445	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 were the most important for the City to emphasize 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

Fruita, CO

PARKS

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Number of walking and biking trails	37%	2	65%	5	0.1277	1
The amount of permanent open space	31%	4	63%	6	0.1135	2
Medium Priority (IS <.10)						
Maintenance of trails	33%	3	74%	3	0.0845	3
Variety and types of City parks	28%	5	73%	4	0.0753	4
Maintenance of City parks	39%	1	85%	1	0.0596	5
Number of City parks	14%	6	80%	2	0.0282	6

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 were the most important for the City to emphasize 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

Fruita, CO

RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Program offerings for Teens (9th grade and up)	21%	4	44%	9	0.1172	1
Program offerings for the entire family	30%	1	63%	2	0.1108	2
Amount of overall program offerings	23%	3	56%	6	0.1003	3
Medium Priority (IS <.10)						
Program offerings for Adults	21%	5	57%	5	0.0888	4
Program offerings for Youth (6th - 8th grade)	15%	8	52%	8	0.0725	5
Program offerings for Children (5th grade and under)	15%	7	56%	7	0.0684	6
Program offerings for Seniors	17%	6	61%	3	0.0656	7
City special events and festivals	28%	2	80%	1	0.0553	8
Registration processes for programs	10%	9	58%	4	0.0428	9

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 were the most important for the City to emphasize 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

Fruita, CO

COMMUNITY CENTER

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Appropriateness of pass fees	46%	1	56%	6	0.2020	1
<u>Medium Priority (IS <.10)</u>						
Hours of operation	34%	2	75%	4	0.0829	2
Customer service	33%	3	76%	3	0.0783	3
Cleanliness	29%	4	86%	2	0.0396	4
Overall impression of Community Center	19%	5	89%	1	0.0215	5
Availability of meeting spaces	7%	6	70%	5	0.0204	6

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 were the most important for the City to emphasize 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

Fruita, CO

MAINTENANCE/PUBLIC WORKS

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Snow removal on City streets	36%	1	46%	10	0.1949	1
Condition of City sidewalks	28%	3	49%	9	0.1415	2
Maintenance of major City streets	33%	2	61%	5	0.1316	3
Medium Priority (IS <.10)						
Maintenance of streets in your neighborhood	24%	4	59%	6	0.0968	4
Adequacy of City street lighting	22%	5	57%	7	0.0924	5
Availability of sidewalks in the City	18%	7	56%	8	0.0804	6
Maintenance/preservation of downtown Fruita	18%	6	65%	2	0.0648	7
Landscaping/appearance of public areas along City streets	17%	9	63%	4	0.0632	8
Overall cleanliness of City streets/other public areas	18%	8	73%	1	0.0476	9
Maintenance of street signs/pavement markings	11%	10	64%	3	0.0411	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 were the most important for the City to emphasize 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 Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

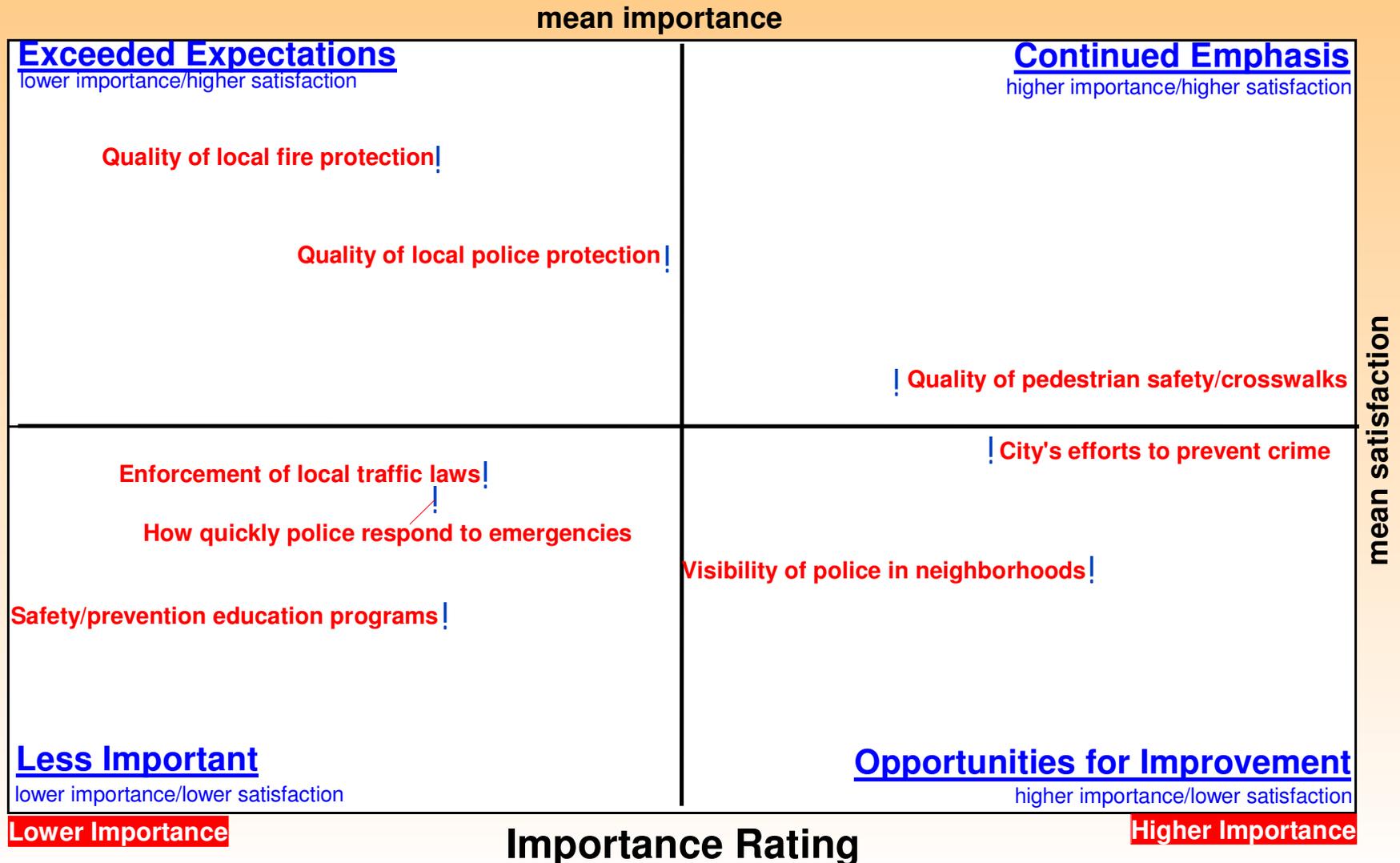
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Fruita are provided on the following pages.

2013 City of Fruita DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

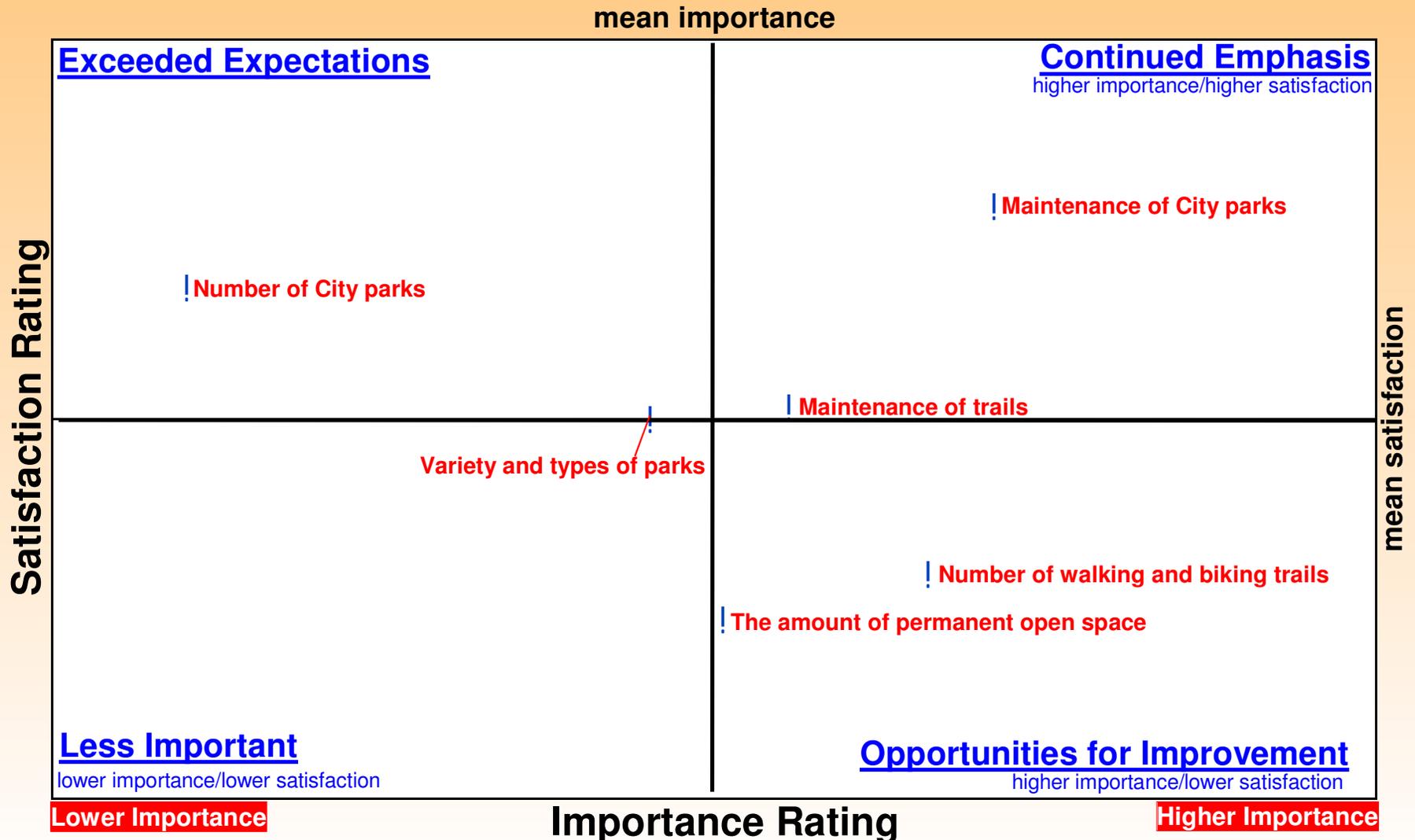
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Fruita DirectionFinder Importance-Satisfaction Assessment Matrix

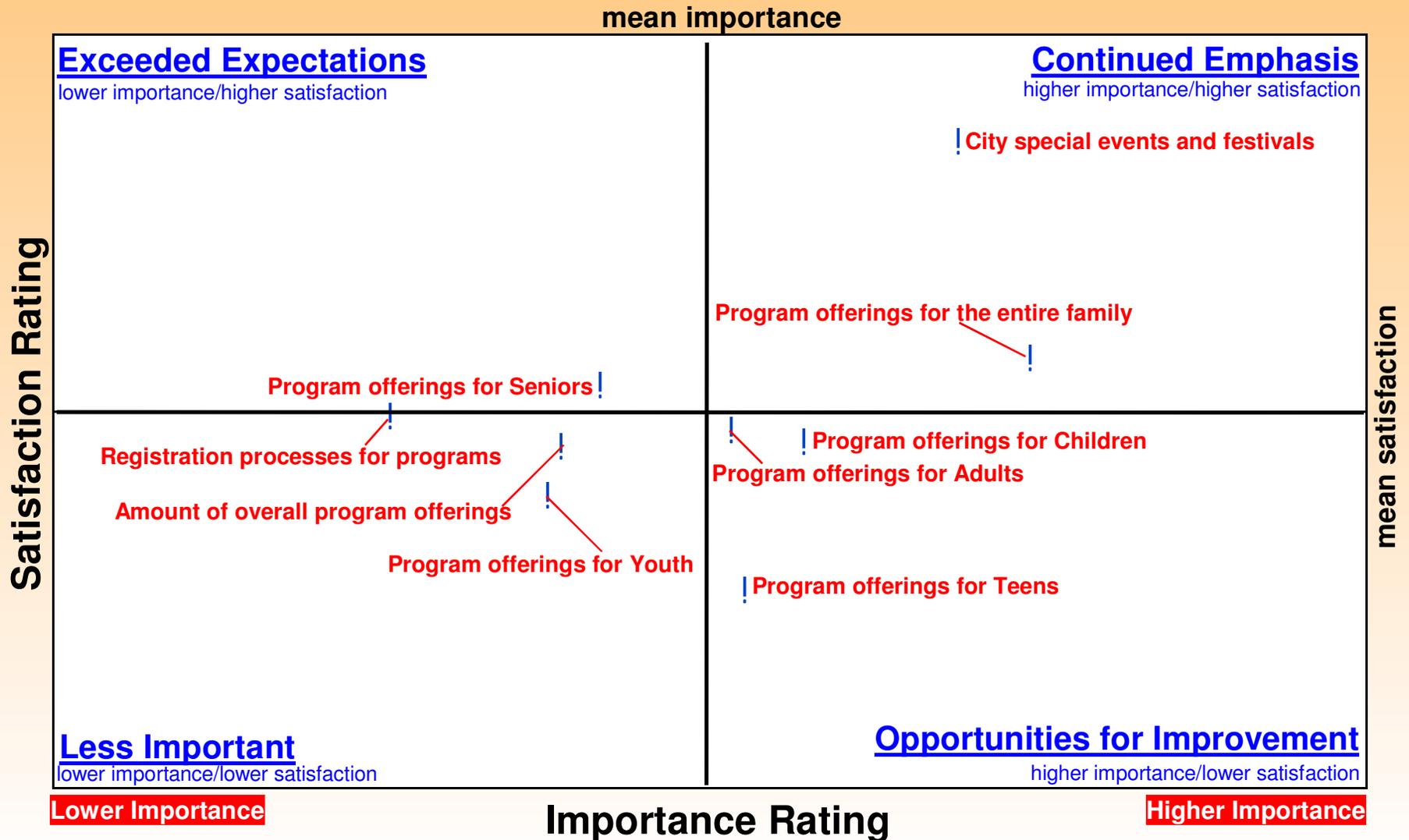
-Parks-

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



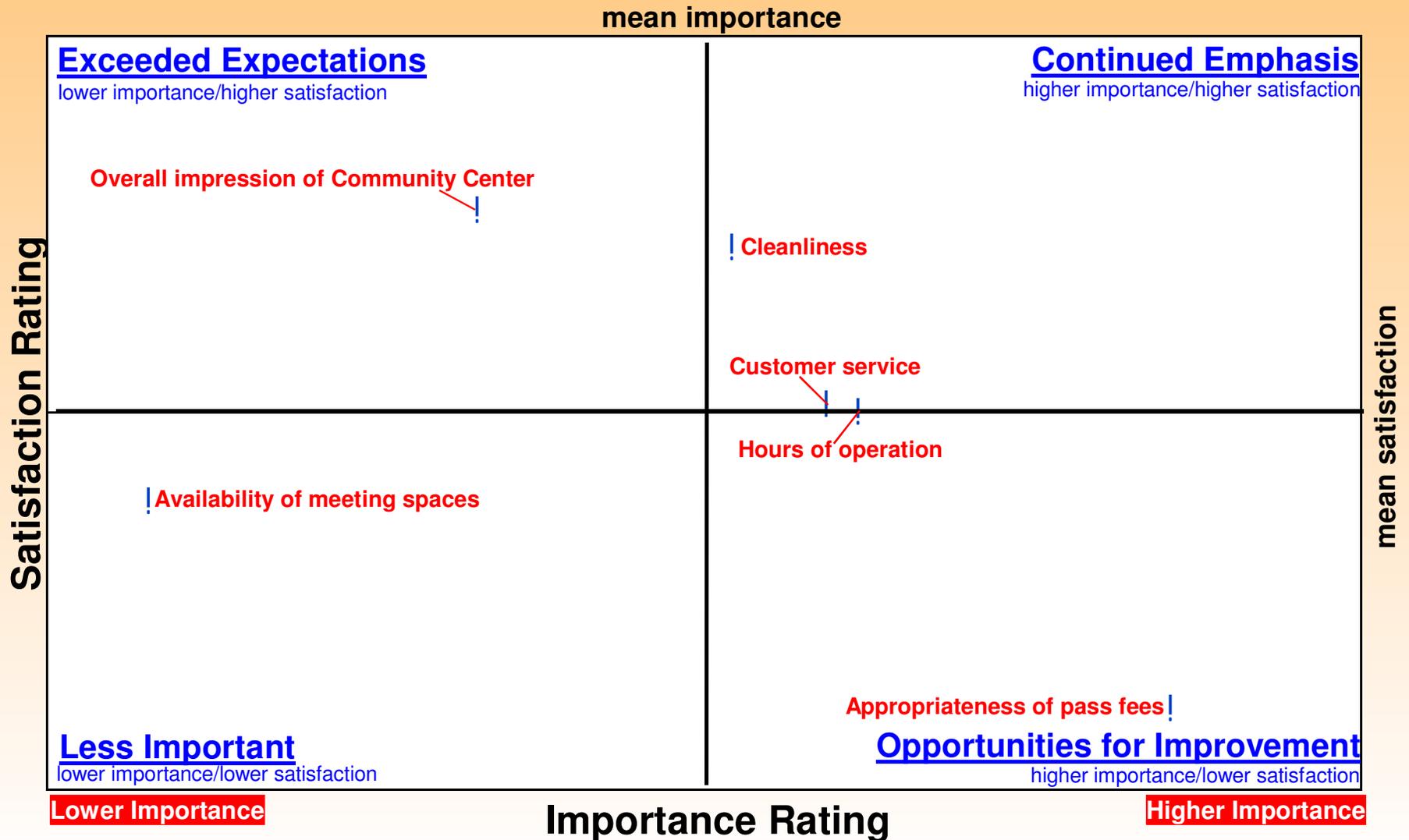
2013 City of Fruita DirectionFinder Importance-Satisfaction Assessment Matrix -Recreation

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



2013 City of Fruita DirectionFinder Importance-Satisfaction Assessment Matrix -Community Center-

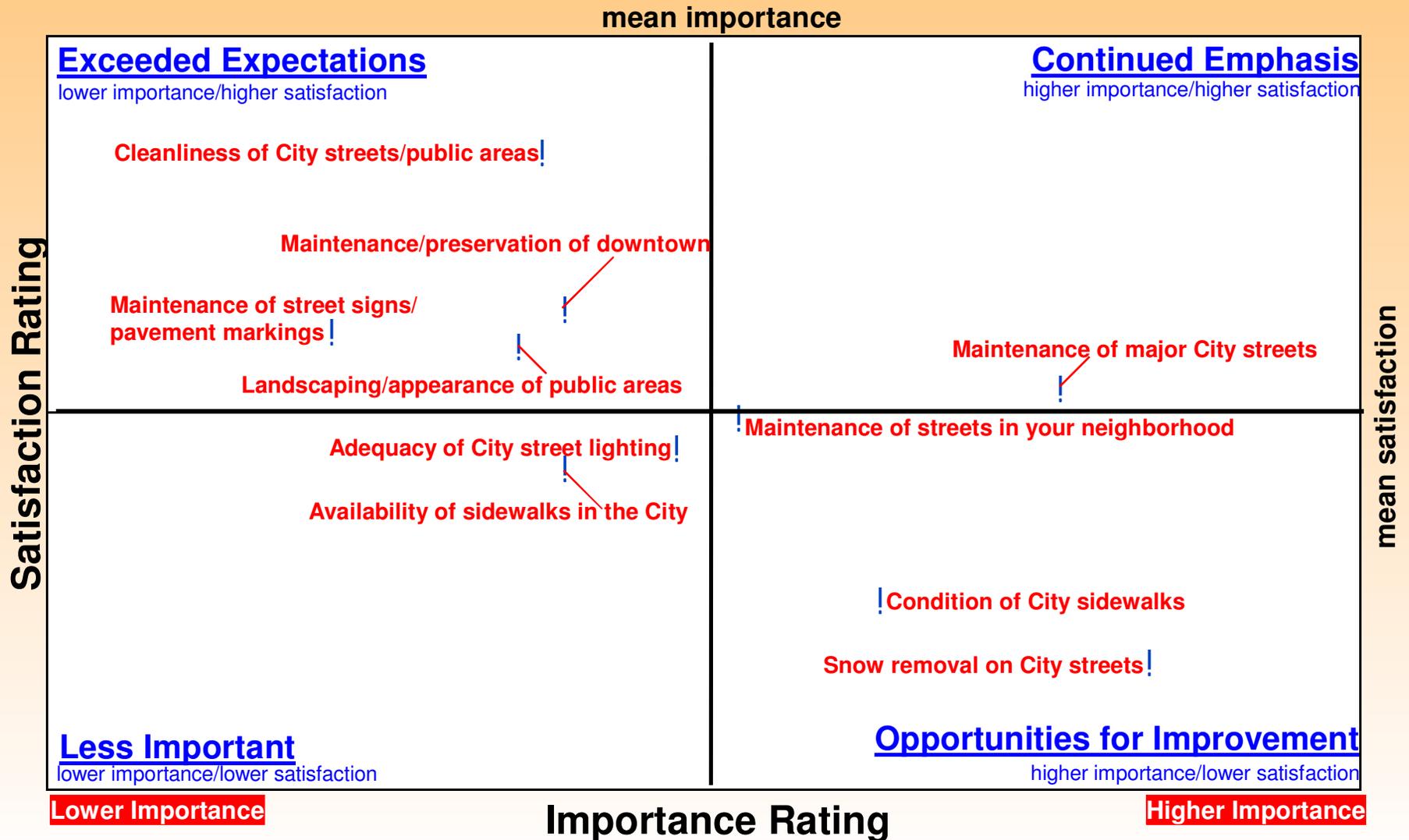
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Fruita DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance/Public Works-

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



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

2013 City of Fruita Community Survey

Q1. 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.

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of public safety services	24.5%	49.4%	15.1%	4.9%	1.8%	4.3%
Q1b. Overall quality of City parks	26.4%	48.6%	15.0%	6.3%	0.5%	3.3%
Q1c. Overall quality of recreation programs	23.3%	40.4%	19.7%	4.3%	1.5%	10.7%
Q1d. Overall quality of City streets and sidewalks	10.2%	38.8%	26.2%	17.6%	5.1%	2.1%
Q1e. Overall quality of City buildings and facilities	16.1%	50.9%	23.3%	5.7%	0.4%	3.6%
Q1f. Overall quality of service you receive from City employees	25.4%	43.5%	20.0%	2.8%	1.1%	7.3%
Q1g. Overall quality of representation you receive from City Council	11.3%	33.2%	30.8%	6.8%	2.8%	15.2%
Q1h. Overall effectiveness of City communication with the public	16.9%	41.8%	25.8%	7.8%	2.6%	5.1%
Q1i. Overall flow of traffic and congestion management in the City	14.6%	49.5%	20.3%	10.2%	3.3%	2.2%
Q1j. Overall quality of sewer service	21.4%	50.0%	18.2%	3.3%	2.0%	5.2%

2013 City of Fruita Community Survey

Q1. 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. (Without "Don't know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of public safety services	25.6%	51.6%	15.7%	5.1%	1.9%
Q1b. Overall quality of City parks	27.2%	50.2%	15.5%	6.5%	0.6%
Q1c. Overall quality of recreation programs	26.1%	45.3%	22.1%	4.9%	1.7%
Q1d. Overall quality of City streets and sidewalks	10.4%	39.6%	26.8%	17.9%	5.2%
Q1e. Overall quality of City buildings and facilities	16.6%	52.8%	24.2%	6.0%	0.4%
Q1f. Overall quality of service you receive from City employees	27.4%	46.9%	21.5%	3.0%	1.2%
Q1g. Overall quality of representation you receive from City Council	13.3%	39.1%	36.3%	8.0%	3.3%
Q1h. Overall effectiveness of City communication with the public	17.8%	44.0%	27.2%	8.2%	2.7%
Q1i. Overall flow of traffic and congestion management in the City	15.0%	50.6%	20.7%	10.4%	3.3%
Q1j. Overall quality of sewer service	22.5%	52.7%	19.2%	3.4%	2.1%

2013 City of Fruita Community Survey

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>
Overall quality of public safety services (e.g., police)	151	16.4 %
Overall quality of City parks	64	6.9 %
Overall quality of recreation programs	45	4.9 %
Overall quality of City streets and sidewalks	269	29.1 %
Overall quality of City buildings and facilities	25	2.7 %
Overall quality of service you receive from City employees	14	1.5 %
Overall quality of representation you receive from City Council	55	6.0 %
Overall effectiveness of City communication with the public	38	4.1 %
Overall flow of traffic and congestion management in the City	112	12.1 %
Overall quality of sewer service	26	2.8 %
None chosen	124	13.4 %
Total	923	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. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (e.g., police)	74	8.0 %
Overall quality of City parks	85	9.2 %
Overall quality of recreation programs	60	6.5 %
Overall quality of City streets and sidewalks	144	15.6 %
Overall quality of City buildings and facilities	64	6.9 %
Overall quality of service you receive from City employees	33	3.6 %
Overall quality of representation you receive from City Council	66	7.2 %
Overall effectiveness of City communication with the public	82	8.9 %
Overall flow of traffic and congestion management in the City	126	13.7 %
Overall quality of sewer service	16	1.7 %
None chosen	173	18.7 %
Total	923	100.0 %

2013 City of Fruita Community Survey

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

<u>Q2. 3rd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (e.g., police)	74	8.0 %
Overall quality of City parks	77	8.3 %
Overall quality of recreation programs	58	6.3 %
Overall quality of City streets and sidewalks	89	9.6 %
Overall quality of City buildings and facilities	59	6.4 %
Overall quality of service you receive from City employees	45	4.9 %
Overall quality of representation you receive from City Council	61	6.6 %
Overall effectiveness of City communication with the public	83	9.0 %
Overall flow of traffic and congestion management in the City	95	10.3 %
Overall quality of sewer service	44	4.8 %
<u>None chosen</u>	<u>238</u>	<u>25.8 %</u>
Total	923	100.0 %

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

<u>Q2. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (e.g., police)	299	32.4 %
Overall quality of City parks	226	24.5 %
Overall quality of recreation programs	163	17.7 %
Overall quality of City streets and sidewalks	502	54.4 %
Overall quality of City buildings and facilities	148	16.0 %
Overall quality of service you receive from City employees	92	10.0 %
Overall quality of representation you receive from City Council	182	19.7 %
Overall effectiveness of City communication with the public	203	22.0 %
Overall flow of traffic and congestion management in the City	333	36.1 %
Overall quality of sewer service	86	9.3 %
<u>None chosen</u>	<u>124</u>	<u>13.4 %</u>
Total	2358	

2013 City of Fruita Community Survey

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=923)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3a. Overall quality of services provided by the City of Fruita	16.8%	59.3%	16.0%	5.0%	0.8%	2.2%
Q3b. Overall value that you receive for your City tax dollars and fees	10.9%	45.8%	22.4%	13.8%	3.5%	3.6%
Q3c. Overall image of the City	20.2%	52.9%	15.9%	8.5%	1.2%	1.3%
Q3d. Overall quality of life in the City	34.2%	51.1%	11.1%	1.7%	0.5%	1.3%
Q3e. Overall feeling of safety in the City	29.8%	51.5%	11.6%	4.7%	1.0%	1.5%
Q3f. Quality of new development in the City	13.2%	39.4%	30.7%	10.4%	2.9%	3.4%
Q3g. Overall image of downtown	11.9%	47.1%	22.4%	14.3%	2.8%	1.4%
Q3h. Overall image of commercial development south of I-70	9.9%	44.5%	29.7%	10.2%	2.9%	2.8%
Q3i. Overall appearance of the City	13.0%	54.0%	21.1%	9.0%	1.6%	1.3%
Q3j. Overall appearance of business signs	9.9%	46.4%	31.3%	8.7%	1.5%	2.3%
Q3k. Overall image of Hwy 6 & 50 corridor	6.4%	29.0%	32.0%	23.4%	7.3%	2.0%

2013 City of Fruita Community Survey

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." (Without "Don't know")

(N=923)

	Excellent	Good	Neutral	Below Average	Poor
Q3a. Overall quality of services provided by the City of Fruita	17.2%	60.6%	16.4%	5.1%	0.8%
Q3b. Overall value that you receive for your City tax dollars and fees	11.3%	47.5%	23.3%	14.3%	3.6%
Q3c. Overall image of the City	20.4%	53.6%	16.2%	8.6%	1.2%
Q3d. Overall quality of life in the City	34.7%	51.8%	11.2%	1.8%	0.5%
Q3e. Overall feeling of safety in the City	30.3%	52.3%	11.8%	4.7%	1.0%
Q3f. Quality of new development in the City	13.6%	40.8%	31.8%	10.8%	3.0%
Q3g. Overall image of downtown	12.1%	47.8%	22.7%	14.5%	2.9%
Q3h. Overall image of commercial development south of I-70	10.1%	45.8%	30.5%	10.5%	3.0%
Q3i. Overall appearance of the City	13.2%	54.7%	21.4%	9.1%	1.6%
Q3j. Overall appearance of business signs	10.1%	47.5%	32.0%	8.9%	1.6%
Q3k. Overall image of Hwy 6 & 50 corridor	6.5%	29.6%	32.6%	23.9%	7.4%

2013 City of Fruita Community Survey

Q4. 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."

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Overall quality of local police protection	22.1%	48.6%	17.2%	6.1%	2.4%	3.7%
Q4b. The visibility of police in neighborhoods	18.9%	37.1%	25.0%	12.7%	4.1%	2.2%
Q4c. The City's efforts to prevent crime	16.6%	40.5%	23.8%	7.2%	2.0%	10.0%
Q4d. How quickly police respond to emergencies	15.3%	31.4%	22.5%	5.0%	2.5%	23.3%
Q4e. Enforcement of local traffic laws	14.5%	42.7%	22.0%	9.2%	3.5%	8.2%
Q4f. Safety/prevention education programs	11.2%	29.5%	27.5%	4.7%	1.3%	25.8%
Q4g. Overall quality of local fire protection	23.3%	44.0%	15.7%	1.6%	1.1%	14.2%
Q4h. Overall quality of pedestrian safety & crosswalks	17.9%	47.2%	19.7%	9.4%	2.9%	2.8%

2013 City of Fruita Community Survey

Q4. 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." (Without "Don't Know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Overall quality of local police protection	22.9%	50.5%	17.8%	6.3%	2.5%
Q4b. The visibility of police in neighborhoods	19.3%	38.0%	25.5%	13.0%	4.2%
Q4c. The City's efforts to prevent crime	18.5%	45.0%	26.4%	8.0%	2.2%
Q4d. How quickly police respond to emergencies	20.0%	40.9%	29.3%	6.5%	3.3%
Q4e. Enforcement of local traffic laws	15.7%	46.5%	23.9%	10.1%	3.8%
Q4f. Safety/prevention education programs	15.1%	39.8%	37.0%	6.3%	1.8%
Q4g. Overall quality of local fire protection	27.2%	51.3%	18.4%	1.9%	1.3%
Q4h. Overall quality of pedestrian safety & crosswalks	18.4%	48.6%	20.2%	9.7%	3.0%

2013 City of Fruita Community Survey

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>Q5a. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	127	13.8 %
The visibility of police in neighborhoods	165	17.9 %
The City's efforts to prevent crime	103	11.2 %
How quickly police respond to emergencies	58	6.3 %
Enforcement of local traffic laws	51	5.5 %
Safety/prevention education programs	60	6.5 %
Overall quality of local fire protection	42	4.6 %
Overall quality of pedestrian safety & crosswalks	141	15.3 %
<u>None chosen</u>	<u>176</u>	<u>19.1 %</u>
Total	923	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. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	60	6.5 %
The visibility of police in neighborhoods	110	11.9 %
The City's efforts to prevent crime	118	12.8 %
How quickly police respond to emergencies	75	8.1 %
Enforcement of local traffic laws	95	10.3 %
Safety/prevention education programs	73	7.9 %
Overall quality of local fire protection	79	8.6 %
Overall quality of pedestrian safety & crosswalks	78	8.5 %
<u>None chosen</u>	<u>235</u>	<u>25.5 %</u>
Total	923	100.0 %

2013 City of Fruita Community Survey

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. 3rd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	66	7.2 %
The visibility of police in neighborhoods	95	10.3 %
The City's efforts to prevent crime	121	13.1 %
How quickly police respond to emergencies	57	6.2 %
Enforcement of local traffic laws	58	6.3 %
Safety/prevention education programs	60	6.5 %
Overall quality of local fire protection	69	7.5 %
Overall quality of pedestrian safety & crosswalks	97	10.5 %
<u>None chosen</u>	<u>300</u>	<u>32.5 %</u>
Total	923	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 Three

<u>Q5a. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	253	27.4 %
The visibility of police in neighborhoods	370	40.1 %
The City's efforts to prevent crime	342	37.1 %
How quickly police respond to emergencies	190	20.6 %
Enforcement of local traffic laws	204	22.1 %
Safety/prevention education programs	193	20.9 %
Overall quality of local fire protection	190	20.6 %
Overall quality of pedestrian safety & crosswalks	316	34.2 %
<u>None chosen</u>	<u>176</u>	<u>19.1 %</u>
Total	2234	

2013 City of Fruita Community Survey

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=923)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q6a. In your neighborhood during the day	78.0%	19.1%	1.1%	0.8%	1.0%
Q6b. In your neighborhood at night	53.0%	36.6%	7.4%	1.6%	1.3%
Q6c. In downtown Fruita	54.0%	35.3%	4.6%	0.5%	5.5%

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:(Without "Don't Know")

(N=923)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q6a. In your neighborhood during the day	78.8%	19.3%	1.1%	0.8%
Q6b. In your neighborhood at night	53.7%	37.1%	7.5%	1.7%
Q6c. In downtown Fruita	57.2%	37.4%	4.8%	0.6%

2013 City of Fruita Community Survey

Q7. 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;

(N=923)

	Too Lax	About Right	Too Strict	Don't Know
Q7a. Speeding	20.3%	73.2%	4.0%	2.5%
Q7b. Overall traffic enforcement	14.8%	79.1%	2.8%	3.3%
Q7c. Weed control	51.5%	43.3%	2.7%	2.5%
Q7d. Animal control regulations	31.7%	61.8%	2.7%	3.8%
Q7e. Junk in residential yards	66.2%	30.2%	1.1%	2.5%
Q7f. Junk in commercial areas	50.4%	45.1%	0.9%	3.7%
Q7g. Regulations for rate of growth	12.5%	74.8%	7.9%	4.8%
Q7h. Regulations for quality of growth	14.1%	74.9%	5.9%	5.1%

Q7. 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;(Without "Don't Know)

(N=923)

	Too Lax	About Right	Too Strict
Q7a. Speeding	20.8%	75.1%	4.1%
Q7b. Overall traffic enforcement	15.3%	81.7%	2.9%
Q7c. Weed control	52.8%	44.4%	2.8%
Q7d. Animal control regulations	33.0%	64.2%	2.8%
Q7e. Junk in residential yards	67.9%	31.0%	1.1%
Q7f. Junk in commercial areas	52.3%	46.8%	0.9%
Q7g. Regulations for rate of growth	13.2%	78.6%	8.2%
Q7h. Regulations for quality of growth	14.9%	79.0%	6.2%

2013 City of Fruita Community Survey

Q8. 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."

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. The availability of information about City programs and services	17.8%	47.3%	22.6%	7.4%	1.3%	3.6%
Q8b. City efforts to keep you informed about local issues	16.2%	45.5%	21.8%	11.0%	1.6%	3.8%
Q8c. How open the City is to public involvement and input from residents	13.6%	35.0%	28.9%	8.6%	2.8%	11.2%
Q8d. The quality of the City's web page	8.7%	28.7%	27.4%	7.1%	2.8%	25.4%
Q8e. The quality of the City Link quarterly newsletter	20.8%	41.6%	22.1%	3.7%	1.1%	10.6%

Q8. 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." (Without "Don't Know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. The availability of information about City programs and services	18.5%	49.1%	23.4%	7.7%	1.4%
Q8b. City efforts to keep you informed about local issues	16.8%	47.3%	22.7%	11.4%	1.7%
Q8c. How open the City is to public involvement and input from residents	15.3%	39.4%	32.5%	9.7%	3.2%
Q8d. The quality of the City's web page	11.6%	38.4%	36.7%	9.5%	3.8%
Q8e. The quality of the City Link quarterly newsletter	23.3%	46.5%	24.8%	4.1%	1.2%

2013 City of Fruita Community Survey

Q9. Have you visited/used a City-owned park?

<u>Q9. Have you visited/used a City-owned park?</u>	<u>Number</u>	<u>Percent</u>
Yes	820	88.8 %
No	103	11.2 %
Total	923	100.0 %

Q9a. Which ones have you visited?

<u>Q9a Which ones have you visited</u>	<u>Number</u>	<u>Percent</u>
Circle Park	552	67.3 %
Triangle Park	209	25.5 %
Heritage Park	180	22.0 %
Reed Park	530	64.6 %
Civic Center Memorial Park	543	66.2 %
Prospector Park	90	11.0 %
Olga Anson (Vista Valley) Park	79	9.6 %
Little Salt Wash Park	561	68.4 %
Snooks Bottom Open Space	372	45.4 %
Fruita Riverfront Park (Disc Golf Course)	196	23.9 %
Fruita Bike Park	197	24.0 %
None chosen	25	3.0 %
Total	3534	

2013 City of Fruita Community Survey

Q10. PARKS. 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=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Maintenance of City parks	27.8%	53.2%	11.2%	2.9%	0.7%	4.2%
Q10b. Number of City parks	24.7%	52.0%	12.7%	5.7%	0.4%	4.6%
Q10c. Variety and types of City parks	22.8%	46.6%	17.4%	6.9%	0.9%	5.4%
Q10d. Maintenance of trails	18.6%	45.9%	18.3%	3.7%	0.7%	12.8%
Q10e. Number of walking and biking trails	18.7%	39.3%	18.6%	10.4%	2.0%	11.1%
Q10f. Amount of permanent Open Space	16.4%	39.0%	23.9%	7.3%	1.7%	11.7%

Q10. PARKS. 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." (Without "Don't Know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Maintenance of City parks	29.0%	55.6%	11.7%	3.1%	0.7%
Q10b. Number of City parks	25.9%	54.4%	13.3%	5.9%	0.5%
Q10c. Variety and types of City parks	24.1%	49.3%	18.4%	7.3%	0.9%
Q10d. Maintenance of trails	21.3%	52.7%	21.0%	4.2%	0.7%
Q10e. Number of walking and biking trails	21.0%	44.2%	20.9%	11.7%	2.2%
Q10f. Amount of permanent Open Space	18.6%	44.2%	27.1%	8.2%	2.0%

2013 City of Fruita Community Survey

Q11. Which THREE of the parks items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q11. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	215	23.3 %
Number of City parks	31	3.4 %
Variety and types of City parks	82	8.9 %
Maintenance of trails	58	6.3 %
Number of walking and biking trails	139	15.1 %
Amount of permanent Open Space	81	8.8 %
None chosen	317	34.3 %
Total	923	100.0 %

Q11. Which THREE of the parks items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q11. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	78	8.5 %
Number of City parks	52	5.6 %
Variety and types of City parks	97	10.5 %
Maintenance of trails	150	16.3 %
Number of walking and biking trails	100	10.8 %
Amount of permanent Open Space	78	8.5 %
None chosen	368	39.9 %
Total	923	100.0 %

2013 City of Fruita Community Survey

Q11. Which THREE of the parks items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q11. 3rd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	64	6.9 %
Number of City parks	49	5.3 %
Variety and types of City parks	82	8.9 %
Maintenance of trails	91	9.9 %
Number of walking and biking trails	100	10.8 %
Amount of permanent Open Space	122	13.2 %
None chosen	415	45.0 %
Total	923	100.0 %

Q11. Which THREE of the parks items listed above do you think should receive the most emphasis from City leaders over the next TWO years? Top Three

<u>Q11. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	357	38.7 %
Number of City parks	132	14.3 %
Variety and types of City parks	261	28.3 %
Maintenance of trails	299	32.4 %
Number of walking and biking trails	339	36.7 %
Amount of permanent Open Space	281	30.4 %
None chosen	317	34.3 %
Total	1986	

2013 City of Fruita Community Survey

Q12. 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."

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Program offerings for the entire family	13.8%	36.5%	24.2%	4.6%	1.2%	19.8%
Q12b. Program offerings for Children (5th grade and under)	9.2%	26.2%	23.1%	4.5%	0.8%	36.3%
Q12c. Program offerings for Youth (6th - 8th grade)	7.1%	21.9%	22.9%	3.3%	1.0%	43.9%
Q12d. Program offerings for Teens (9th grade and up)	5.6%	18.9%	23.8%	5.1%	2.2%	44.4%
Q12e. Program offerings for Adults	11.2%	34.0%	23.3%	8.6%	2.3%	20.6%
Q12f. Program offerings for Seniors	12.1%	29.0%	21.7%	3.8%	1.3%	32.1%
Q12g. Registration processes for programs	10.2%	32.6%	24.9%	4.5%	1.6%	26.3%
Q12h. Amount of overall program offerings	9.9%	34.2%	26.8%	5.8%	2.1%	21.3%
Q12i. City special events and festivals	26.7%	47.7%	13.5%	4.0%	1.2%	6.9%

2013 City of Fruita Community Survey

Q12. 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." (Without "Don't Know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Program offerings for the entire family	17.2%	45.5%	30.2%	5.7%	1.5%
Q12b. Program offerings for Children (5th grade and under)	14.5%	41.1%	36.3%	7.0%	1.2%
Q12c. Program offerings for Youth (6th - 8th grade)	12.6%	39.1%	40.8%	5.8%	1.7%
Q12d. Program offerings for Teens (9th grade and up)	10.2%	34.0%	42.8%	9.2%	3.9%
Q12e. Program offerings for Adults	14.1%	42.8%	29.4%	10.8%	2.9%
Q12f. Program offerings for Seniors	17.8%	42.7%	32.0%	5.6%	1.9%
Q12g. Registration processes for programs	13.8%	44.2%	33.7%	6.0%	2.2%
Q12h. Amount of overall program offerings	12.6%	43.4%	34.1%	7.3%	2.6%
Q12i. City special events and festivals	28.7%	51.2%	14.5%	4.3%	1.3%

2013 City of Fruita Community Survey

Q13. Which THREE of the recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q13. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Program offerings for the entire family	129	14.0 %
Program offerings for Children (5th grade and under)	51	5.5 %
Program offerings for Youth (6th - 8th grade)	39	4.2 %
Program offerings for Teens (9th grade and up)	72	7.8 %
Program offerings for Adults	73	7.9 %
Program offerings for Seniors	66	7.2 %
Registration processes for programs	31	3.4 %
Amount of overall program offerings	28	3.0 %
City special events and festivals	113	12.2 %
<u>None chosen</u>	<u>321</u>	<u>34.8 %</u>
Total	923	100.0 %

Q13. Which THREE of the recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q13. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Program offerings for the entire family	75	8.1 %
Program offerings for Children (5th grade and under)	58	6.3 %
Program offerings for Youth (6th - 8th grade)	60	6.5 %
Program offerings for Teens (9th grade and up)	75	8.1 %
Program offerings for Adults	67	7.3 %
Program offerings for Seniors	46	5.0 %
Registration processes for programs	28	3.0 %
Amount of overall program offerings	78	8.5 %
City special events and festivals	60	6.5 %
<u>None chosen</u>	<u>376</u>	<u>40.7 %</u>
Total	923	100.0 %

2013 City of Fruita Community Survey

Q13. Which THREE of the recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q13. 3rd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Program offerings for the entire family	70	7.6 %
Program offerings for Children (5th grade and under)	33	3.6 %
Program offerings for Youth (6th - 8th grade)	40	4.3 %
Program offerings for Teens (9th grade and up)	47	5.1 %
Program offerings for Adults	50	5.4 %
Program offerings for Seniors	41	4.4 %
Registration processes for programs	35	3.8 %
Amount of overall program offerings	104	11.3 %
City special events and festivals	81	8.8 %
<u>None chosen</u>	<u>422</u>	<u>45.7 %</u>
Total	923	100.0 %

Q13. Which THREE of the recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years? Top Three

<u>Q13. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Program offerings for the entire family	274	29.7 %
Program offerings for Children (5th grade and under)	142	15.4 %
Program offerings for Youth (6th - 8th grade)	139	15.1 %
Program offerings for Teens (9th grade and up)	194	21.0 %
Program offerings for Adults	190	20.6 %
Program offerings for Seniors	153	16.6 %
Registration processes for programs	94	10.2 %
Amount of overall program offerings	210	22.8 %
City special events and festivals	254	27.5 %
<u>None chosen</u>	<u>322</u>	<u>34.9 %</u>
Total	1972	

2013 City of Fruita Community Survey

Q14. Have you visited the Fruita Community Center?

<u>Q14. Have you visited the Fruita Community Center?</u>	<u>Number</u>	<u>Percent</u>
Yes	781	84.6 %
No	142	15.4 %
Total	923	100.0 %

Q14a. If yes, what amenities did you use during your visit(s)?

<u>Q14a. What amenities did you use during your visit(s)?</u>	<u>Number</u>	<u>Percent</u>
Library	599	76.7 %
Meeting Rooms	199	25.5 %
Senior Center	106	13.6 %
Gymnasium	308	39.4 %
Indoor Pool	533	68.2 %
Outdoor Pool	319	40.8 %
Fitness Area	403	51.6 %
None chosen	33	4.2 %
Total	2500	

2013 City of Fruita Community Survey

Q15. COMMUNITY CENTER. 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=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Overall impression of Community Center	51.1%	28.6%	7.3%	1.4%	1.4%	10.2%
Q15b. Hours of operation	27.4%	37.0%	12.4%	6.3%	2.4%	14.5%
Q15c. Availability of meeting spaces	20.1%	23.6%	18.0%	0.8%	0.4%	37.1%
Q15d. Cleanliness	37.7%	37.3%	9.3%	1.7%	0.8%	13.1%
Q15e. Customer service	34.1%	30.9%	14.3%	4.5%	1.8%	14.3%
Q15f. Appropriateness of pass fees	20.4%	25.6%	18.3%	11.6%	6.7%	17.4%

Q15. COMMUNITY CENTER. 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." (Without "Don't Know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Overall impression of Community Center	56.9%	31.9%	8.1%	1.6%	1.6%
Q15b. Hours of operation	32.1%	43.3%	14.5%	7.4%	2.8%
Q15c. Availability of meeting spaces	32.0%	37.5%	28.7%	1.2%	0.7%
Q15d. Cleanliness	43.4%	42.9%	10.7%	2.0%	0.9%
Q15e. Customer service	39.8%	36.1%	16.7%	5.2%	2.2%
Q15f. Appropriateness of pass fees	24.7%	31.0%	22.2%	14.0%	8.1%

2013 City of Fruita Community Survey

Q16. Which THREE of the Community Center items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q16. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall impression of Community Center	72	7.8 %
Hours of operation	132	14.3 %
Availability of meeting spaces	14	1.5 %
Cleanliness	76	8.2 %
Customer service	64	6.9 %
Appropriateness of pass fees	234	25.4 %
<u>None chosen</u>	<u>331</u>	<u>35.9 %</u>
Total	923	100.0 %

Q16. Which THREE of the Community Center items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q16. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall impression of Community Center	29	3.1 %
Hours of operation	105	11.4 %
Availability of meeting spaces	20	2.2 %
Cleanliness	108	11.7 %
Customer service	138	15.0 %
Appropriateness of pass fees	101	10.9 %
<u>None chosen</u>	<u>422</u>	<u>45.7 %</u>
Total	923	100.0 %

2013 City of Fruita Community Survey

Q16. Which THREE of the Community Center items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q16. 3rd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall impression of Community Center	77	8.3 %
Hours of operation	74	8.0 %
Availability of meeting spaces	28	3.0 %
Cleanliness	83	9.0 %
Customer service	98	10.6 %
Appropriateness of pass fees	86	9.3 %
<u>None chosen</u>	<u>477</u>	<u>51.7 %</u>
Total	923	100.0 %

Q16. Which THREE of the Community Center items listed above do you think should receive the most emphasis from City leaders over the next TWO years? Top Three

<u>Q16. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall impression of Community Center	178	19.3 %
Hours of operation	311	33.7 %
Availability of meeting spaces	62	6.7 %
Cleanliness	267	28.9 %
Customer service	300	32.5 %
Appropriateness of pass fees	421	45.6 %
<u>None chosen</u>	<u>331</u>	<u>35.9 %</u>
Total	1870	

2013 City of Fruita Community Survey

Q17. Should the City of Fruita continue to partner with non-profits, the Bureau of Land Management, and other entities to build trails on BLM Lands?

Q17. Should the City of Fruita continue to partner with non-profits?	Number	Percent
Yes	619	67.1 %
No	82	8.9 %
Don't Know	222	24.1 %
Total	923	100.0 %

Q17. Should the City of Fruita continue to partner with non-profits, the Bureau of Land Management, and other entities to build trails on BLM Lands?(Without "Don't Know")

Q17. Should the City of Fruita continue to partner with non-profits?	Number	Percent
Yes	619	88.3 %
No	82	11.7 %
Total	701	100.0 %

2013 City of Fruita Community Survey

Q18. 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."

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Maintenance of major City streets	9.4%	49.9%	17.6%	16.6%	4.4%	2.1%
Q18b. Maintenance of streets in your neighborhood	11.6%	46.4%	19.4%	15.9%	5.0%	1.7%
Q18c. Maintenance of street signs/pavement markings	10.6%	51.5%	24.5%	9.2%	2.0%	2.3%
Q18d. Maintenance/preservation of downtown Fruita	12.9%	50.7%	23.9%	9.3%	1.2%	2.0%
Q18e. Overall cleanliness of City streets and other public areas	15.0%	57.2%	19.8%	5.4%	1.3%	1.3%
Q18f. Adequacy of City street lighting	10.2%	45.3%	25.4%	12.6%	3.3%	3.4%
Q18g. Condition of City sidewalks	8.1%	40.0%	26.5%	17.4%	5.3%	2.6%
Q18h. Availability of sidewalks in the City	9.6%	45.1%	25.9%	13.0%	3.6%	2.8%
Q18i. Landscaping and appearance of public areas along City streets	13.9%	47.7%	23.7%	10.2%	2.6%	1.8%
Q18j. Snow removal on City streets	9.4%	34.5%	22.3%	19.5%	10.0%	4.2%

2013 City of Fruita Community Survey

Q18. 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." (Without "Don't Know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Maintenance of major City streets	9.6%	51.0%	17.9%	16.9%	4.5%
Q18b. Maintenance of streets in your neighborhood	11.8%	47.2%	19.7%	16.2%	5.1%
Q18c. Maintenance of street signs/pavement markings	10.9%	52.7%	25.1%	9.4%	2.0%
Q18d. Maintenance/preservation of downtown Fruita	13.1%	51.7%	24.4%	9.5%	1.2%
Q18e. Overall cleanliness of City streets and other public areas	15.1%	58.0%	20.1%	5.5%	1.3%
Q18f. Adequacy of City street lighting	10.5%	46.9%	26.2%	13.0%	3.4%
Q18g. Condition of City sidewalks	8.3%	41.0%	27.3%	17.9%	5.5%
Q18h. Availability of sidewalks in the City	9.9%	46.4%	26.6%	13.4%	3.7%
Q18i. Landscaping and appearance of public areas along City streets	14.2%	48.6%	24.1%	10.4%	2.7%
Q18j. Snow removal on City streets	9.9%	36.1%	23.2%	20.4%	10.4%

2013 City of Fruita Community Survey

Q19. 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?

Q19. Most Emphasis	Number	Percent
Maintenance of major City streets	173	18.7 %
Maintenance of streets in your neighborhood	81	8.8 %
Maintenance of street signs/pavement markings	17	1.8 %
Maintenance/preservation of downtown Fruita	59	6.4 %
Overall cleanliness of City streets and other public areas	29	3.1 %
Adequacy of City street lighting	62	6.7 %
Condition of City sidewalks	85	9.2 %
Availability of sidewalks in the City	46	5.0 %
Landscaping and appearance of public areas along City streets	35	3.8 %
Snow removal on City streets	161	17.4 %
None chosen	175	19.0 %
Total	923	100.0 %

Q19. 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?

Q19. 2nd Emphasis	Number	Percent
Maintenance of major City streets	76	8.2 %
Maintenance of streets in your neighborhood	84	9.1 %
Maintenance of street signs/pavement markings	40	4.3 %
Maintenance/preservation of downtown Fruita	63	6.8 %
Overall cleanliness of City streets and other public areas	59	6.4 %
Adequacy of City street lighting	72	7.8 %
Condition of City sidewalks	104	11.3 %
Availability of sidewalks in the City	65	7.0 %
Landscaping and appearance of public areas along City streets	61	6.6 %
Snow removal on City streets	70	7.6 %
None chosen	229	24.8 %
Total	923	100.0 %

2013 City of Fruita Community Survey

Q19. 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?

Q19. 3rd Emphasis	Number	Percent
Maintenance of major City streets	60	6.5 %
Maintenance of streets in your neighborhood	53	5.7 %
Maintenance of street signs/pavement markings	48	5.2 %
Maintenance/preservation of downtown Fruita	48	5.2 %
Overall cleanliness of City streets and other public areas	69	7.5 %
Adequacy of City street lighting	66	7.2 %
Condition of City sidewalks	68	7.4 %
Availability of sidewalks in the City	59	6.4 %
Landscaping and appearance of public areas along City streets	67	7.3 %
Snow removal on City streets	102	11.1 %
None chosen	283	30.7 %
Total	923	100.0 %

Q19. 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 Three

Q19. Most Emphasis	Number	Percent
Maintenance of major City streets	309	33.5 %
Maintenance of streets in your neighborhood	218	23.6 %
Maintenance of street signs/pavement markings	105	11.4 %
Maintenance/preservation of downtown Fruita	170	18.4 %
Overall cleanliness of City streets and other public areas	157	17.0 %
Adequacy of City street lighting	200	21.7 %
Condition of City sidewalks	257	27.8 %
Availability of sidewalks in the City	170	18.4 %
Landscaping and appearance of public areas along City streets	163	17.7 %
Snow removal on City streets	333	36.1 %
None chosen	175	19.0 %
Total	2257	

2013 City of Fruita Community Survey

Q20. Are you aware that Family Health West Hospital offers a wide variety of services including Urgent Care, Emergency Care, Laboratory Testing, Diagnostic Imaging, Therapy Services and Surgery Services?

Q20. Are you aware that Family Health West Hospital offers a wide variety of services?	Number	Percent
Yes	813	88.5 %
No	93	10.1 %
Don't Know	13	1.4 %
Total	919	100.0 %

Q21. Have you used the services offered at Family Health West Hospital?

Q21. Have you used the services offered at Family Health West Hospital?	Number	Percent
Yes	589	64.0 %
No	318	34.6 %
Don't Know	13	1.4 %
Total	920	100.0 %

2013 City of Fruita Community Survey

Q22. 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 ?

(N=923)

	Very well met	Needs are met	Not sure	Needs not met	None Chosen
Q22a. Sense of community	32.9%	51.0%	10.6%	2.8%	2.7%
Q22b. Quality of public schools	25.1%	36.6%	24.9%	9.6%	3.8%
Q22c. Employment opportunities	4.6%	20.2%	42.5%	29.0%	3.7%
Q22d. Types of housing	17.8%	57.2%	15.3%	7.2%	2.6%
Q22e. Affordability of housing	12.8%	51.2%	21.6%	11.6%	2.7%
Q22f. Access to quality shopping	8.1%	34.3%	16.0%	39.0%	2.6%
Q22g. Availability of recreational opportunities	36.7%	46.5%	10.1%	4.2%	2.5%
Q22h. Ease of travel within Fruita	34.7%	52.9%	5.4%	4.8%	2.2%
Q22i. Safety in your neighborhood	38.9%	48.9%	7.0%	3.4%	1.7%
Q22j. The quality of your neighborhood overall	36.0%	51.0%	6.3%	5.1%	1.5%
Q22k. Small town atmosphere	48.3%	41.4%	6.0%	2.9%	1.4%

2013 City of Fruita Community Survey

Q22. 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 ? (Without "None Chosen")

(N=923)

	Very well met	Needs are met	Not sure	Needs not met
Q22a. Sense of community	33.8%	52.5%	10.9%	2.9%
Q22b. Quality of public schools	26.1%	38.1%	25.9%	9.9%
Q22c. Employment opportunities	4.7%	21.0%	44.1%	30.1%
Q22d. Types of housing	18.3%	58.7%	15.7%	7.3%
Q22e. Affordability of housing	13.2%	52.6%	22.2%	12.0%
Q22f. Access to quality shopping	8.4%	35.2%	16.4%	40.0%
Q22g. Availability of recreational opportunities	37.6%	47.7%	10.3%	4.3%
Q22h. Ease of travel within Fruita	35.5%	54.1%	5.5%	4.9%
Q22i. Safety in your neighborhood	39.6%	49.8%	7.2%	3.4%
Q22j. The quality of your neighborhood overall	36.6%	51.8%	6.4%	5.2%
Q22k. Small town atmosphere	49.0%	42.0%	6.1%	3.0%

2013 City of Fruita Community Survey

Q23. 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=923)

	Much too slow	Slow	Just right	Fast	Much too fast	Don't know
Q23a. Office development	4.8%	20.1%	40.2%	2.6%	1.8%	30.5%
Q23b. Industrial development	6.6%	20.2%	38.7%	3.4%	3.4%	27.8%
Q23c. Multi-family residential development	2.6%	9.9%	43.2%	9.7%	10.0%	24.6%
Q23d. Single-family residential development	2.6%	9.8%	50.7%	11.3%	7.9%	17.7%
Q23e. Retail development	22.3%	34.5%	24.0%	2.5%	1.5%	15.2%

Q23. 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. (Without "Don't know")

(N=923)

	Much too slow	Slow	Just right	Fast	Much too fast
Q23a. Office development	6.9%	29.0%	57.7%	3.8%	2.7%
Q23b. Industrial development	9.2%	28.0%	53.5%	4.7%	4.7%
Q23c. Multi-family residential development	3.5%	13.1%	57.3%	12.8%	13.3%
Q23d. Single-family residential development	3.2%	11.9%	61.6%	13.7%	9.6%
Q23e. Retail development	26.2%	40.7%	28.3%	2.9%	1.8%

2013 City of Fruita Community Survey

Q24. How often do you typically go outside Fruita city limits to shop?

Q24. How often do you typically go outside Fruita city limits to shop?	Number	Percent
Every day	163	17.7 %
A few times per week	370	40.2 %
At least once a week	235	25.5 %
A few times per month	116	12.6 %
A few times per year	22	2.4 %
Seldom or never	6	0.7 %
<u>Don't Know</u>	9	1.0 %
Total	921	100.0 %

Q25. What would encourage you to shop in Fruita more often?

Q25. What would encourage you to shop in Fruita more often?	Number	Percent
Expanded store hours	176	19.1 %
More/better parking	212	23.0 %
Better flow of traffic	79	8.6 %
Better selection of restaurants	478	51.8 %
Better selection of products and/or services	657	71.2 %
More/improved lighting	38	4.1 %
More/better signage	30	3.3 %
More public restrooms	85	9.2 %
Full service grocery store	491	53.2 %
Other	158	17.1 %
<u>None chosen</u>	123	13.3 %
Total	2527	

2013 City of Fruita Community Survey

Q25. Other

Q25_Other

a general outdoor gear/clothing store with quality merch - Summit Canyon style

A Target, NOT WAL-MART

A WALMART

A WALMART/LOWES

ACE HARDWARE GOOD STEP

AIRPORT

ALBERTSONS GROCERY

ALWAYS SHOP FRUITA

ANOTHER GROCERY

ANOTHER GROCERY STORE

ANOTHER SUPERMARKET

BANK WELLS FARGO

Better Clothing

BETTER GROCERY SHOPPING

BETTER GROCERY STORE

BETTER GROCERY STORE

BETTER GROCERY STORE

BETTER PRICES ON GOODS

BETTER PRICES TO COMPARE

Better Prices

BETTER SELECTION

BETTER STOCKED

BETTER STORES

BETTER VARIETY

BETTER VARIETY OF RETAIL

BIG BOX STORE

BIGGER CITY MARKET

BIGGER CITY MARKET

Bring in Costco

Cheaper gas prices in Grand Junction. All fueling stations in Fruita are a lot more

CHEAPER RETAIL KMART

CHOICE OF GROCERY STORE

Choices to shop rather than just City Market

City Market needs a competitor out here. The store is sub par at best! and HORRIBLE parking situation everywhere!

CLOTHES SHOPPING

CLOTHING/MALL/STRIP MALL

CLOTHING OPTIONS

CLOTHING STORE

CLOTHING STORE

CLOTHING STORE

CLOTHING STORE & GROCERY

CLOTHING STORES/SPORTS

2013 City of Fruita Community Survey

Q25. Other

Q25_Other

CLOTHING/SHOES VARIETY
COMPETATIVE PRICES
COSTCO
COST O
COSTCO
COSTCO
COSTCO
COSTCO
COSTCO/WAL-MART
DAIRY QUEEN/ARBY'S/KFC
DEPARTMENT STORE/KOHL'S
DEPT STORE
DISCOUNT STORE
DIVERSITY OF SHOPS
DOWNTOWN RETAIL
ENTERTAINMENT
FRUITA IS NOT ABOUT SHOPS
FULL SERVICE GROCERY
GAS TO USE CITY MKT POINT
GREAT CLIPS
GROCERY COMPETITOR
Grocery Store Competition-1 to small and monopoly
HEALTH FOOD STORE
HOME DEPOT OR LOWES
I LIKE THE SMALL STORES
If Fruita had everything to buy, then it would be called Grand junction.
IF I SHOPPED MORE
IT'S FINE
LARGE GROCERY STORE
Larger City Market
LARGER GROCERY STORE
LARGER RETAIL
LESS SALES TAX
LIMITED HOME GOODS
LOWER PRICES
LOWER PRICES LIKE WALMART
LOWER TAXES
LOWER TAXES
LUMBER & SPORTING GOODS
MAJOR RETAILER
Major warehouse store - COSTCO!
MAKE BIGGER CITY
MORE BIKE LANES
MORE BUSINESS
MORE CHOICES THAN ONE
MORE GROCERY STORES
MORE GROCERY STORES

2013 City of Fruita Community Survey

Q25. Other

Q25_Other

MORE MONEY

MORE OF A VARIETY

MORE OPTIONS

MORE OPTIONS

More options!

MORE RESTAURANTS

MORE RETAIL

MORE RETAIL

MORE RETAIL CLOTHING

MORE RETAIL OPTIONS

MORE RETAIL SHOPS

MORE RETAIL SHOPS

MORE RETAIL STORES

More retail stores

More retail stores. Nicer ambience in the streets

MORE THAN CITY MARKET

more variety of retail/restaurant

MOVIE THEATER

MOVIES, BOWLING

MROE RETAIL STORES

Much bigger choice of retail stores so we don't have to travel to G.J. We have enough restaurants.

MULTI PRODUCT STORE

NATURAL FOODS

Natural food store

NATURAL GROCERY STORE

Natural/Health Food Store or more of these options at City Market.

NEED ANOTHER GROCERY STO

NEED GROCERY STORE

NEED MORE THAN 1 GROCERY

Need something besides City Market

NO MORE HEALTH SPAS

NO TAX FOR COMMUNITY CTR

Not a shopper

NOT BEING TAXED MORE

NOTHING

of course I'd shop more in Fruita with more stores/selections, but I don't necessarily want that. I'm fine going out of town once in a while. Better than a walmart or a bunch of new shopping centers.

Outlet stores south of I-70 or Alco

PRICE

PRICES TOO HIGH

PRICING

PRICING COMPETITIVE

REASONABLE PRICING

REDUCE SALES TAX

RETAIL/SHOES

RETAIL STORES/MALL

SAFER SIDEWALKS

2013 City of Fruita Community Survey

Q25. Other

Q25_Other

SAFEWAY

SAMS CLUB/WALMART/TARGET

sat. stores of sewing, could not even buy buttons in the town!!!!

SEWING PRODUCTS

SMALL TOWN HIGH PRICES

SOMETHING BESIDE ANTIQUES

STARBUCKS

STARBUCKS AND WALMART

Starbucks

Stores in general, like clothing, collectibles, etc...

Stores to buy just about any item of clothing and other good.

STORES W/BETTER VARIETY

TARGET/OUTLET STORES

TAX FREE FOR FRUITA

THANKS TO TRUE VALUE HDWE

TRADER JOES/WHOLE FOODS

USE SAMS CLUB

VARIETY OF OPTIONS STORES

VARIETY OF SHOPS

VEGETARIAN

WAL-MART/WELLS FARGO

WALMART

WALMART AND SAMS CLUB

WALMART BUILT HERE

WALMART/BURLINGTON STORE

WALMART/COSTCO

WALMART/DAIRY QUEEN

WALMART/GROCERY STORE

WALMART/HOME DEPOT

WALMART OR KMART

WALMART OR TARGET

WALMART/PLANT NURSERY

WE NEED A GROCERY STORE

Well Fargo

WELLS FARGO

WIDER SELECTION OF PROD

WORK IN GJ SO CONVENIENT

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

ANYTHING NOT IN A DOLLAR STORE
ARCHERY,HUNTING GOODS,CAMPING ITEMS,ATV ITEMS
ART SUPPLIES
AUTO PARTS
AUTO PARTS, HUNTING GEAR
AUTO SERVICE
AVAILABILITY OF GROCERIES/CITY MARKET IS TOO SMALL SELECTION
BAKERY
BALK ITEMS & FISHING SUPPLIES
BANK/GROCERY STORE/HARDWARE STORE
BASIC CLOTHING, LUMBER
BECAUSE THE SHOPPING AND RESTAURANTS ARE POOR!!
BEST BUY AND TARGET I LOVE LOWES
BETTER CHOICE OF GROCERY STORES & VARIETY OF STORES
BETTER CLOTHING OPTIONS
BETTER/COMPARABLE PRICES ON FOOD/CLOTHING/HOME MAINT ETC
BETTER GROCERY CHOICES
BETTER GROCERY STORE
BETTER GROCERY STORE, ACCESS/PARKING PURE HELL AT CITY MKT
BETTER GROCERY STORES
BETTER LOCAL NURSERY IN TOWN
BETTER ORGANIC FOODS/VITAMIN COTTAGE
BETTER PRICE ON ITEMS IN G.J.
BETTER PRICES
BETTER PRICES AT CITY MARKET/DON'T NEED MORE SHOPPING
BETTER PRICES FOR ITEMS FOR HOME IMPROVEMNENT
BETTER PRICES/MORE VARIETY
BETTER PRODUCTS AND SERVICES
Better restaurants
BETTER SELECTION OF GROCERIES OUR ONE GROCERY
BETTER SELECTION OF ITEMS AT THE CITY MARKET MORE MEATS
BETTER SELECTION OF PRODUCTS
BETTER SELECTION OF PRODUCTS & SERVICES
BETTER SELECTION OF RESTAURANTS
BETTER STORES AND RESTAURANTS
BETTER VARIETY GROCERY STORES/WHOLE FOODS
BETTER VARIETY OF RESTAURANTS
BEWTTTER SELECTION OF PRODUCTS/AND/OR SERVICES
BIG BOX STORE (WALMART)
BIG BOX STORE ITEMS
BIG BOX STORE, TARGET, WALMART
BIG BOX STORE/BIGGER CITY MARKET
BIG STORE LIKE TARGET OR WALMART
BIG STORE LIKE WALMART
BIGGER BETTER CHEAPER GROCERY STORE AND BIG BOX
bigger better modernized grocery store please!
BIGGER GROCERY STORE

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

CLOTHES

CLOTHES & BEDDING

Clothes

clothes

CLOTHES, GAS/CITY MARKET, NEED WELLS FARGO ATM

CLOTHES, PRESENT

Clothes (TARGET!)

CLOTHES AND FOOD

CLOTHES AND FOOD

CLOTHES AND SHOES

CLOTHES AND SHOES

CLOTHES ANS SHOES

clothes and shoes

CLOTHES/ELECTRONICS/BETTER GROCERY STORE

CLOTHES FOR KIDS

CLOTHES FOR KIDS THAT ARE AFFORDABLE & GOOD SELECTION

CLOTHES/RESTAURANTS/GROCERIES

CLOTHES/SHOES/HOUSEHOLD ITEMS

CLOTHES/SPORTSWEAR

CLOTHES STORE/NEED ANOTHER GROCERY STORE

CLOTHES/TARGET

Clothes to wear, Items to buy for the house, furniture, lights

CLOTHING

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

CLOTHING

CLOTHING & SHOES

CLOTHING (AFFORDABLE BUT NICE)

CLOTHING, HOUSEHOLD ITEMS NOT AVAILABLE IN FRUITA

CLOTHING, SPORTING GOODS

Clothing

Clothing

Clothing

Clothing

Clothing

Clothing & shoes

clothing

clothing

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

CLOTHING AND FOOD
CLOTHING AND HOUSEWARES
CLOTHING AND SHOES
CLOTHING AND SHOES
CLOTHING AND SHOES
CLOTHING AND SHOES
CLOTHING AND SHOES AND OTHER CHOICE OF GROCERY STORES
CLOTHING AND STUFF LIKE TARGET/OR WALMART, KFC
CLOTHING/CHEAPER GROCERIES/WITH BETTER SELECTIONS
CLOTHING DEPT STORE
CLOTHING FOR ALL FAMILY MEMBERS
CLOTHING FOR WOMEN AND KIDS AT TARGET/WALMART
CLOTHING/FURNITURE/APPLIANCES
CLOTHING/GOOD SHOES
CLOTHING/GROCERIES
CLOTHING/HOUSEWARES/BETTER SELECTION OUTDOOR YARD SUPPLIES
CLOTHING MATERIAL/CAR MAINTENANCE/TIRES/MECHANICAL
CLOTHING OFFICE SUPPLIES
CLOTHING OUTDOOR
CLOTHING/PERSONAL ITEMS
CLOTHING RETAIL STORES
CLOTHING STORE
CLOTHING STORE
CLOTHING STORE
CLOTHING STORE PRICED RIGHT/WELLS FARGO
CLOTHING STORES, MULTI PRODUCT STORES LIKE WALMART/TARGET
CLOTHING/SHOES
Clothing/Shoes
clothing stores, shoe stores, movie theater
CLOTHING/VARIETY OF GROCERIES
CLOTHS/GUNS/BULLETS/GOOD MEAT
CLOTRHING FOR ADULTS
COMPETITIVE GOODS
COMPETITIVE GROCERY & RETAIL STORES
COMPETITIVE GROCERY SHOPPING WITH ORGANIC & HEALTH FOODS
COMPETITIVE HARDWARE AND COMPETITION FOR CITY MARKET
COSTCO
COSTCO WOOULD KEEP US IN FRUITA
COSTCO WOULD HAVE BEEN GREAT
DAIRY QUEEN
DAIRY QUEEN
DANCE HALL/SOMETHING BESIDES COUNTRY AND ROCK
DATE NIGHT COFFEE SHOP
DEL TACO & LARGER CITY MARKET STORE
DELI/PLANT NURSERY
DENNY'S RESTAURANT & WELLS FARGO BANK
DENNYS RESTAURANT

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

DEPARTMENT STORE
DEPARTMENT STORE
Department Store
DEPT STORE, CLOTHING, JEWELRY SHOW
DIARY QUEEN, KFC ETC
DISCOUNT CLOTHING
DISCOUNT GROCERY ITEMS/SAMS CLUB AND WALMART
DISCOUNT STORE PRODUCTS
DISCOUNT STORE/TARGET/WAL-MART/KMART
Diverse Restaurants
DOCTORS
DON'T KNOW
ELECTRONICS & HOME APPLIANCES AS WELL AS A GROCERY STORE
ELECTRONICS/BEST BUY/RADIO SHACK
ENTERTAINMENT, MOVIES ETC
EVERYTHING
EVERYTHING
EVERYTHING
EVERYTHING FOR BETTER PRICES
EVERYTHING WE NEED
EXPANDED MORE OPTIONS AT CITY MARKET ON MARKET ST
FAST FOOD
FAST FOODS
FISHING SUPPLIES
FOOD
FOOD & SOME CLOTHES
FOOD, CLOTHING, AUTOS, APPLIANCES, CAR CARE, PARTS, DIVERSIT
FOOD BUYING SERVICES/ANOTHER GROCERY STORE
FOOD CITY MARKET COMPETITION
FOOD I.E. NATURAL GROCERY OF SOME SORT
FOOD NEED ANOTHER GROCERY STORE
FOOD/ONLY HAVE CITY MARKET
FOOD/RESTAURANTS
FOOD STORE
FOOD/WAL-MART/CLOTHES/MALL/TARGET
FOOD WE NEED A BIGGER GROCERY STORE & MORE GOOD RESTAURANTS
FOOD/WE NEED A BIGGER GROCERY STORE
FULL SERVICE GROCERY OR NATURAL GROCERY STORE
FULL SERVICE GROCERY STORE

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

GROCERIES
GROCERIES
GROCERIES
GROCERIES & CLOTHES NOT ENOUGH SELECTION
GROCERIES & SPECIALITY ITEMS. CITY MARKET ONLY STORE HERE
GROCERIES AND CLOTHES
GROCERIES AND CLOTHES
GROCERIES AND CLOTHING
GROCERIES AND GAS
GROCERIES AND MEDS
GROCERIES AT CITY MARKET HAS GOTTEN TOO EXPENSIVE
GROCERIES BECAUSE SERVICE & ATMOSPHERE AT MARKET IS TERRIBLE
GROCERIES FRUITA FOR CITY MARKET IS TOO EXPENSIVE
GROCERIES LESS EXPENSIVE
GROCERIES THEY ARE MUCH TOO HIGH HERE
GROCERIES VERY LIMITED SELECTION AT CITY MARKET & CROWDED
GROCERIES, CITY MARKET IS EXPENSIVE & DON'T HAVE EVERYTHING
GROCERIES, CLOTHING
GROCERIES, CM IS TOO CROWDED, CLOTHING
GROCERIES, WE NEED ANOTHER GROCERY STORE
GROCERIES. SMALL CITY MARKET IS INADEQUATE INCLUDING PARKING
GROCERIES/CITY MARKET IS OVER CROWDED/WALMART BETTER DEALS
GROCERIES/CLOTHES
GROCERIES/CLOTHING
GROCERIES/GASOLINE ARE ALWAYS CHEAP IN GRAND JUNCTION
GROCERIES/HARDWARE STORES
GROCERIES/HOUSEHOLD ITEMS/CLOTHES
GROCERIES/I WOULD LOVE TO HAVE A WALMART IN FRUITA
GROCERIES/QUALITY RESTAURANTS
GROCERIES/SPORTING GOODS/CLOTHING
GROCERIES/WHOLE FOODS
Groceries
Groceries
Groceries
Groceries
Groceries
Groceries. One grocery store is not enough for the size of Fruita.
Groceries. The City Market is too small and crowded.
groceries
groceries
groceries - need competition
GROCERY
GROCERY
Grocery
GROCERY AND CLOTHING
GROCERY AT FAIR PRICE/RETAIL CLOTHING
GROCERY CHOICE

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

GROCERY HIGHER END
GROCERY ITEMS
GROCERY STORE
GROCERY STORE HAS POOR PARKING/GROCERY SELECTIONS TOO SMALL
GROCERY STORE WITH BETTER AND MORE/AND IN GENERAL PARKING
GROCERY STORE/CITY MARKET IS TOO SMALL
GROCERY STORE/CLOTHING STORE
GROCERY STORE/CLOTHING STORE/TRADER JOES
GROCERY STORE/LUMBER
GROCERY WITH GOOD PARKING
HARDWARE STORES
HARDWARE/TYPE/HOME DEPOT/LOWES
HAVE MORE THAN CITY MARKET IT'S THE ONLY GROCERY STORE
HEALTH FOOD STORE LIKE VITAMIN COTTAGE
HEALTH FOOD STORE/ART SUPPLY STORE
HEALTH FOOD STORE/NATURAL GROCERIES LIKE VIT COTTAGE
HEALTH FOOD/CLOTHES
HEALTH FOOD/SUPPLEMENTS
HIGH QUALITY FRESH PRODUCE YEAR ROUND
HOBBY ITEMS FOR CROCHETING & SEWING
HOBBY LOBBY
HOME DEPOT/TARGET/CLOTHES
HOME IMPROVEMENT ITEMS FROM LOWES
HOME IMPROVEMENT PRODUCTS
HOME IMPROVEMENT/FOOD/CLOTHING
HOUSEHOLD GOODS
HOUSEHOLD GOODS
HOUSEHOLD ITEMS
HOUSEHOLD ITEMS
HOUSEHOLD ITEMS & RESTAURANTS
HOUSEHOLD NEEDS AND CLOTHING STORES
HOUSEHOLD PRODUCTS AND CLOTHING
HOW ABOUT A MACEYS
HUNTING & FISHING SUPPLIES
HUNTING/FISHING

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

HUNTING/FISHING GEAR

I AM HAPPY WITH WHAT I USE IN FRUITA, THINKING GROCERIES

I DON'T WANT IT TO BE HERE

I ENJOY A MALL AND OLIVE GARDEN

I LIKE THE SMALL TOWN

I LIKE TO PRICE MATCH IF FRUITA STORES PRICE MATCHED

I OFTEN SHOP AT SAMS CLUB TO BUY ITEMS AT SAMS CLUB PRICES

I shop at Sam's, Wal-Mart and Sprouts

I THINK I WOULD RATHER TRAVEL TO JUNCTION TO BUY THINGS

I WANT A SPROUTS GROCERY STORE

I WOULD LIKE A WAL-MART STORE HERE IN FRUITA

I WOULD LIKE TO HAVE A DEL TACO COME TO FRUITA

IMPROVED GROCERY STORE

IN WALMART WHITE BASMAH RICE FROM INDIA

INEXPENSIVE CLOTHING STORES/RETAIL STORES

INEXPENSIVE GASOLINE

Inexpensive, natural foods such as found at Trader Joes or Sprouts.

inexpensive hair cuts for adults and kids.

IT IS FINE HOW IT IS, WE DON'T WANT ANOTHER JUNCTION

Items at Target

JUST A BIGGER OR BETTER GROCERY STORE

KFC PAPA MURPHYS

KIDS CLOTHES AND ITEMS

KIDS ITEMS/TOYS

Large, clean grocery store with better parking.

LARGE PET STORE LIKE PETSMART & PETCO

LARGER GROCERY STORE

LARGER GROCERY STORE

LARGER GROCERY STORE

LARGER GROCERY STORE AND BETTER LOCATION

LARGER GROCERY STORE CITY MARKET IS ALMOST TOO SMALL

LARGER GROCERY STORE WITH BETTER SELECTIONS

LARGER GROCERY STORE WITH MORE PARKING

LARGER GROCERY STORE WITH MORE VARIETY AND CHOICES

LARGER GROCERY STORE/A NICE CLOTHING STORE

LARGER GROCERY STORE/FOOD

LARGER GROCERY STORE/RESTAURANTS OTHER THAN MEXICAN

LARGER GROCERY STORE/STARBUCKS

LARGER GROCERY STORE/TOO MANY PEOPLE SHOP AT A SMALL STORE

LARGER GROCERY STORES

Larger grocery store with more selection and products and more affordable

Larger grocery store.

LAWN PRODUCTS

LESS EXPENSIVE FUEL

LESS EXPENSIVE GROCERIES, WALMART

Low cost groceries.

LOW COST OF FOOD, CLOTHES

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

LOWER GAS PRICES

LOWER PRICES

LOWER PRICES

LOWER PRICES

LOWER PRICES AT CITY MARKET/WAL-MART PRICES ARE REASONABLE

LOWER PRICES ON GAS

LOWER PRICES ON GROCERIES

LUMBER

LUMBER

LUMBER

LUMBER

Lumber and items we always have to run to Home Depot, etc. to buy.

LUMBER/PLUMBING SUPPLIES/CHEAPER CLOTHING/SHOES/CAR SUPPLIES

LUMBER YARD

LUMBER YARD, RETAIL

LUMBERYARD/NURSERIES GARDEN

MAJOR RETAILER

MANY THINGS

MODERN WELL STOCKED GROCERY STORE

MORE/BETTER/BIGGER RESTAURANTS

MORE CHOICES OF CLOTHING & HEALTH FOOD STORES

MORE CLOTHING AND MORE THEN ONE GROCERY

MORE CLOTHING STORES THAT ARE AVAILABLE

MORE GROCERY SELECTIONS

MORE GROCERY STORES

MORE GROCERY STORES

More grocery options/competition for better pricing. City Market is growing inadequate for the needs of the community.

MORE HEALTH FOOD OPTIONS

MORE OF A VARIETY OD STORES

MORE OPTIONS FOR GROCERIES SUCH AS NEIGHBORHOOD MARKET

MORE OUTSIDE SEATING FOR RESTAURANTS

MORE RESTAURANTS

MORE RESTAURANTS

MORE RESTAURANTS, LARGE CLOTHING STORE INSTEAD OF SPECIALTY

MORE RETAIL STORES

MORE SELECTIONS OF RESTAURANTS

MORE SHOPPING

MORE THAN ONE SUPERMARKET

MORE TRIFT SSTORES/BING HALL

More variety in a grocery store

MOST ARE AVAILABLE/LOWWER PRICES IN GRAND JUNCTION

MOSTLY SHOP AT TARGET/BUT DON'T WANT TARGET OR WALMART

MOVIE THEATER

MOVIE THEATER

MOVIE THEATER

MOVIE THEATER

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

MOVIES

MOVIES OR BOWLING/RECREATION FOR FAMILIES

MY BANK IS IN GS

N/A

NATURAL FOOD GROCERY STORE

NATURAL FOOD STORE

NATURAL FOOD STORE SUCH AS WHOLE FOODS

NATURAL FOODS, LUMBER, NURSEY

NATURAL FOODS, VITAMIN COTTAGE

Natural Foods

Natural food store

Natural foods store

NATURAL GROCERY STORE

Natural/Health Food Store

NATURAL ORGANIC FOODS

NATURAL PRODUCTS & GROCERIES

NATURAL TYPE GROCERY STORE SIMILAR TO WHOLE FOODS OR SPROUTS

NEED A LARGER GROCERY STORE

NEED NEW GROCERY STORE & LOCATION OF IT

Nepali/Indian food and sushi.

NEW CLOTHING AT REASONABLE PRICES

NEW GROCERY STORE/FOOD ITEMS

NO ONE ITEM LOWER PRICES ON PAPER/PERSONAL PRODUCTS @ WALMAR

NO TAX FOR COMMUNITY CENTER

NON-FOOD ITEMS & FOOD ITEMS THAT YOU CAN FIND CHEAPER

NONE FOOD PRODUCTS THAT ARE CHEAPER

nothing. I prefer to not have our town over run with shopping like GJ.

NOTHING THAT I WOULD NOT WAIT FOR UNTIL I'M IN QJ

NURSERY

OFFICE SUPPLIES AND ELECTRONICS

Office supplies

Office supplies

ONE STOP BIG BOX SHOPPING/SELECTION OF RESTAURANTS

ORGANIC, NON GMO, WHOLE FOODS

ORGANIC FOOD AT A REASONABLE PRICE

ORGANIC FOOD GROCERY STORE

ORGANIC FOOD, RESTAURANTS, ENTERTAINMENT

ORGANIC FOODS AT A GOOD PRICE & A LARGE SELECTION

ORGANIC GROCERIES/FABRIC/SHOES/APPAREL/ART SUPPLIES

ORGANIC PRODUCE/VEGETARIAN OPTIONS

OUTDOOR GEAR

OUTDOOR GEAR

Outdoor gear (e.g. hunting, fishing, camping supplies)

OUTDOOR PRODCUTS

PAPA JOHNS/ARBYS/MORE SELECTION OF FAST FOOD

PET FOOD AT REASONABLE PRICE/REGULAR GROCERIES AT GOOD PRICE

PET STORE

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

PLANTS

PLUS SIZE CLOTHING

POSSIBLY A BOTHER GROCERY STORE

PRESCRIPTIONS AT WALMART

PRODUCE

QDOBA OR COUNTRY FRIED CHICKEN

QUALITY CLOTHING/UPSCALE MALL WOULD BE NICE

QUALITY FOOD STORE

quality foods, both from grocery stores and restaurants

RANDOM ITEMS MORE OF A TARGET TYPE OF OPTIONS

REASONABLE PRICED GROCERIES, CITY MARKET PRICES TOO HIGH

REASONABLY PRICED CLOTHING

REASONABLY PRICES GASOLINE

Reasonably priced clothing for the entire family Fuel

REASONALBE PRICED CLOTHES & FOOD

RESTAURANT THAT DOESN'T SERVE ONLY MEXICAN FOOD

RESTAURANT/EATING OUT

RESTAURANTS

RESTAURANTS VERY FEW SELECTIONS

RESTAURANTS W GOOD FOOD

RESTAURANTS/GROCERIES

Restaurants

RETAIL CLOTHING STORE FOR ALL AGES

RETAIL CLOTHING/MURDOCH TYPE GOODS

RETAIL/PRODUCTS/SERVICES

RETAIL VARIETY LIKE WALMART OR VITAMIN COTTAGE

SAFEWAY

Safeway

SAM'S OR WALMART

SAMS CLUB

SAMS CLUB FOR COST SAVINGS GAS CITY MARKET IS HIGH PRICED

SAMS CLUB, THE ONLY SHOPPING WE DO OUT OF TOWN

SAMS CLUB/COSTCO

SAMS CLUB/WAL-MART/SPROUTS

SAMS OR WAL-MART

SELECTION OF PRODUCTS

SEWING PRODUCTS

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

SHOPPING AT WALMART

SHOPPING CENTER

SHOPPING WITH LOWER PRICED CLOTHING

SONETHING LIKE WALMART/A ONE STOP SHOP

Sonic Drive In

SPECIALTY PET SUPPLIES

SPORTING & OUTDOOR GOODS

SPORTING GOODS & CLOTHING

SPORTING GOODS I.E., SPORTSMANS & CABELAS

SPORTING GOODS STORE

SPORTING GOODS, GROCERIES, OTHER RESTAURANTS

SPORTING GOODS/HOWEVER IT WON'T MAKE IT HERE YET

SPORTING GOODS/HUNTING/FISHING/GOLF

Sporting Goods Store - Golf Equipment/Merchandise

Sporting goods

sporting goods

SPORTS MEMORABILIA

SPROUTS, GROCERY STORE, TARGET

SPROUTS/VITAMIN COTTAGE-WHOLE FOODS STORE

Sprouts/Vitamin Cottage type things (natural/organic food and toiletries) City Market has a pretty good selection, actually, but its selection is limited due to size.

STARBUCKS

STARBUCKS

STARBUCKS/WAL-MART

Starbucks

Starbucks

STATIONARY ALL KINDS

Summit canyon/REI type store

SUPER MARKET VARIETY

T-mobile retail

TANNING

TANNING SALON

TARGET

TARGET, ANTYHING, CLOTHING

TARGET/GREAY STOVE/COSTCO

TARGET OR HEALTH FOOD STORE

TARGET STORE

THERE'S JUST MORE VARIETY AND LOWER PRICES IN CJ

TJ MAX

To buy gasoline at City Market There's plenty of room behind City Market here between it's car wash and 6 & 50.

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

TRUE VALUE STORE
UPDATED GROCERY STORE
VARIETY BETTER PRICES
VIT COTTAGE
VITAMIN COTTAGE
VITAMON COTTAGE/WHOLEFOOD SOMETHING ALONG THOES TYPE STORES
WAL-MART
WAL-MART
Wal-Mart, Target Super Store
WALKING SHOES/GOOD SHOES
WALLMART/SPORTING GOODS
WALMART
WALMART (1 STOP SHOPPING)
WALMART, A DECENT GROCERY STORE
WALMART, DAIRY QUEEN, WIENER DOG, KFC/MORE LOW INCOME VOUCHER
WALMART CAN'T AFFORD CITY MARKET'S PRICES
WALMART FOOD/HOUSEHOLD ITEMS
WALMART/GOLDS GYM/MALL/MOVIE THEATER
WALMART/HOME DEPOT
WALMART/HOME DEPOT
WALMART/KMART/ALBERTSONS/SHOE STORE
WALMART/LARGE DISCOUNT MULTI PURPOSE STORE/1 STOP SHOP
WALMART LIKE STORE
WALMART STORE
WALMART/TARGET/MOVIE'S/STARBUCK

2013 City of Fruita Community Survey

Q26. What is the number ONE item that you shop for in Grand Junction that you would like to have available in Fruita?

Q26 Item

WALMART/TARGET/WE NEED A FULL SERVICE DISCOUNT STORE
WALMART TYPE STORE WHERE YOU CAN GET EVERYTHING IN ONE STOP
WALMART WOULD BE A GREAT ASSET TO FRUITA
WAMART OR SPROUTS
WAREHOUSES GROCERY SHOPPING/SAMS CLUB
WAS HARDWARE ITEMS BUT THAT IS NOW RESOLVED
WE NEED A COSTCO/ALBERTSONS/SAFEWAY
WE NEED A FULL SIZED GROCERY STORE (SAFEWAY)
WE NEED BIGGER GROCERY STORE. HOW ABOUT A WHOLE FOOD STORE
WELLS FARGO ATM
WELLS FARGO ATM
WELLS FARGO BANKING
WHOLE FOOD STORE I GO TO NATURAL GROCERIES BY VITAMIN COTTAG
WHOLE FOODS
WOMENS CLOTHING & SHOES
WOULD LIKE A WAL-MART

2013 City of Fruita Community Survey

Q27. Should the City of Fruita consider purchasing and redeveloping private property in commercial districts in an effort to revitalize the area?

Q27. Should the City of Fruita consider purchasing and redeveloping private property?	Number	Percent
Yes	509	55.8 %
No	300	32.9 %
Don't Know	104	11.4 %
Total	913	100.0 %

Q28. What would encourage you to visit DOWNTOWN Fruita more often?

Q28. What would encourage you to visit DOWNTOWN Fruita more often?	Number	Percent
Better selection of professional services such as banking, legal aid, etc.	121	13.1 %
Better selection of restaurants	513	55.6 %
Better general selection of products and/or services	585	63.4 %
Expanded store hours	204	22.1 %
Live music	203	22.0 %
More/improved lighting	60	6.5 %
More/better parking	260	28.2 %
More attractive atmosphere	204	22.1 %
More activities	215	23.3 %
Children's play area	183	19.8 %
Other	85	9.2 %
None chosen	156	16.9 %
Total	2789	

2013 City of Fruita Community Survey

Q28. Other

Q28 Other

A pedestrian shopping area might encourage shopping in a unique location.

A POOL HALL

ADVERTISEMENT/MENU IN THE MAIL

ADVERTISING TO HELP

ALBERTSONS

AMUSEMENT PARK, DAIRY QUEEN

ANOTHER GROCERY STORE

ANOTHER GROCERY STORE

BETTER BIKE & SKATE PARK

BETTER ECONOMY I HAVE MONEY

BETTER GROCERY STORE

Better Prices

BIGGER BIKE & SKATE PARK

BIGGER GROCERY STORE

BIGGER GROCERY STORE

BRING BACK THE MURALS

BRING LIFE TO DOWNTOWN

CANNABIS DISTRIBUTION CENTER

CHOICES (MORE BETTER)

Closing off streets will not help. Instead this would compliment only a few businesses

CLOTHING STORE

CLOTHING STORE

CLOTHING STORE

CLOTHING STORES

Cosco would serve a lot of my needs.

COSTCO

costco

DAIRY QUEEN

DEWER TATOO PARLORS

Don't change old town, Keep it's charisma and charm.

EASIER HANDICAP ACCESS

ENLARGING POST OFFICE

FAMILY RESTAURANTS

GET RIDE OF TATTO PLACE

GROCERY

Highly supportive of Children's Play Area

I ALREADY GO DOWNTON OFTEN

I just don't shop retail much. I do a lot of second hand/thrift store shopping.

I LIKE THE WAY IT IS

ICE CREAM PARLOR/ANTIQUE STORE

If Fruita had everything, then it would be the size of Grand Junction

LEAVE IT THE WAY IT IS NOW

LESS ACTIVITIES

LESS BEER/TATOO/MESSAGE FOCUS

LESS BIKERS

LESS DRINKING OR BARS

LESS ROUNDABOUTS

2013 City of Fruita Community Survey

Q28. Other

Q28 Other

LOCALS DISCOUNTS

LOWER PRICES

LOWER PRICES ON GOODS

MAIN ST IN GRAND JUCTION

MERCHANTILE & IMPULSE STORES

MORE AFFORDABLE ITEMS

MORE BIKE PARKING

more competative pricing

MORE FOOD STORES

MORE FREE EVENTS

More Fuel, Biz, and Food Store Competition

More jobs in town. If people go to GJ for work, they may as well shop there.

MORE OUTDOOR DINING

MORE POLICE PRESENT AT NIGHT

MORE RETAIL STORES

MORE SHADED AREAS

MORE SHOPPING STORES

MORE SHOPS

MORE STORES

MOVIE THEATER/BOWLING ALLEY

MUSIC AT NIGHTS

NEED ANOTHER GROCERY STORE

NEW GROCERY STORE & LOCATION

NO PETS

NO PETS

NONE

Not necessarily "better" restaurants, but more variety.

NOTHING

NOTHING

OLD WORLD BAKERY/UNIQUE STORES

PEACH ST DISTILLERY

PRICE

PRICES

PUBLIC ART

QUALITY CONTROL OF BUILDINGS

SHADE

SHORTER WORK HOURS

SIGNAGE

SPLASH PAD

SPLASH PAD

SPLASH PAD OR WADDING POOL

STARBUCKS

STATIONARY STORE

STORES WITH BETTER PRICES

T-mobile Retail

There is snothing to bring me to downtown Fruita other than the Hot Tomato. There needs to be a variety.

Too congested area of traffic

2013 City of Fruita Community Survey

Q28. Other

Q28 Other

VARIETY OF SHOPS

WAL-MART SUPER STORE

WALK ABILITY

WASN'T DRIVING TO TOWN FOR SCH

WATER PARK

WE NEED ANOTHER GROCERY STORE

Wheelchair Access

WIDER RANGE OF ENTERTAINMENT

Would love to see Mulberry Street turned into a gathering space with seating, children's play area, fountain, etc.

Would also love to see an ice cream shop downtown!

2013 City of Fruita Community Survey

Q29. Should the City of Fruita provide incentives to attract business and industry to the City of Fruita?

<u>Q29. Should the City of Fruita provide incentives?</u>	<u>Number</u>	<u>Percent</u>
Yes	653	71.3 %
No	181	19.8 %
Don't Know	82	9.0 %
Total	916	100.0 %

Q30. 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=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q30a. The City's recycling program	41.5%	27.8%	14.4%	3.0%	1.7%	11.5%
Q30b. The Grand Valley public bus system	10.2%	20.9%	23.8%	3.1%	2.0%	40.0%
Q30c. The Mesa County Public Library (Fruita Branch)	39.3%	36.1%	11.7%	1.6%	0.8%	10.5%
Q30d. Garbage collection	47.1%	42.3%	6.0%	1.4%	1.3%	2.0%
Q30e. Availability of irrigation water	35.2%	38.4%	11.6%	4.8%	2.8%	7.2%

2013 City of Fruita Community Survey

Q30. 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." (Without "Don't know")

(N=923)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q30a. The City's recycling program	46.9%	31.4%	16.3%	3.4%	2.0%
Q30b. The Grand Valley public bus system	17.0%	34.9%	39.6%	5.2%	3.3%
Q30c. The Mesa County Public Library (Fruita Branch)	43.9%	40.4%	13.1%	1.8%	0.8%
Q30d. Garbage collection	48.0%	43.1%	6.1%	1.4%	1.3%
Q30e. Availability of irrigation water	37.9%	41.4%	12.5%	5.1%	3.0%

2013 City of Fruita Community Survey

Q31. What are your primary sources of information about activities and services in your community?

<u>Q31 Primary sources of information</u>	<u>Number</u>	<u>Percent</u>
The Fruita Times	257	27.8 %
The Daily Sentinel	449	48.6 %
The Free Press	180	19.5 %
Posted notices	205	22.2 %
City of Fruita web page	217	23.5 %
Fruita City Link newsletter	470	50.9 %
Television	388	42.0 %
The radio	215	23.3 %
Other	91	9.9 %
None chosen	89	9.6 %
Total	2561	

2013 City of Fruita Community Survey

Q31. other

Q31 Other

1236

278

ACTIVITIES GUIDE/REC DEPT

BEACON

BEACON

Beacon

BEAUTY SHOP

CHAMBER

Chamber of Commerce

CITY COUNCIL MAYOR

COMMUNITY CENTER

COMMUNITY CENTER

COMMUNITY CENTER

COMMUNITY CENTER GUIDE

CONGESTION & NOISE

DOWNTOWN NOTICES

E-MAIL

E-MAIL FROM COMMUNITY CTR

FACEBOOK

FACEBOOK

FACEBOOK

FaceBook

Facebook

Facebook

Facebook

Facebook

Facebook

FACEBOOK FOR PARKS & REC

FACEBOOK FRIENDS

FACEBOOK PAGES

FLYERS FROM SCHOOL

FRIEND & FAMILY

FRIENDS

FRIENDS

FRIENDS

FRIENDS AND FACEBOOK

FRIENDS INFORMING

FRUITA BILLBOARD ON I-70

FRUITA PLANNING GROUP

GOING DOWNTOWN

GOSSIP

INTERNET

INTERNET

INTERNET

Internet

internet

internet (facebook) and word of mouth

INTERNET SERVICES

2013 City of Fruita Community Survey

Q31. other

Q31 Other

INVOLVEMENT

MAIL

MAIL

MAILINGS OF PARKS & REC

NO TV

NOTHING

ON LINE

PARKS & REC FACEBOOK PAGE

PEOPLE TELLING US

QUARTERLY NEWSLETTER

REC CENTER

REC CENTER

Rec Center Guide

Rec center Facebook page

Rec Centre

RECEIVE EMAIL

RECREATION BOOKLET

RECREATION CENTER

RIM ROCK ELEMENTARY

SCHOOLS

SEASONAL ACTIVITY GUIDE

SIGNS/BANNERS

SOME TV BUT NOT MUCH

TALK TO PEOPLE

THE COFFEE SHOP

THINGS TO DO PAPER

VISITGJ.ORG

WALKING AROUND

WORD OF MOUTH

Q31. other

Q31 Other

WORD OF MOUTH

word of mouth or advertisements in business windows

2013 City of Fruita Community Survey

Q32. Do you attend the Thursday Night Summer Concert series in Civic Center Memorial Park?

<u>Q32 Attend Thursday Night Summer Concert</u>	<u>Number</u>	<u>Percent</u>
Yes	514	55.7 %
No	408	44.3 %
Total	922	100.0 %

Q32a. If yes, would you like to see vendors allowed at the venue?

<u>Q32a. If yes, would you like to see vendors allowed at the venue?</u>	<u>Number</u>	<u>Percent</u>
Yes	322	62.9 %
No	182	35.5 %
Don't Know	8	1.6 %
Total	512	100.0 %

Q33. Are you thinking about starting a business in Fruita?

<u>Q33. Are you thinking about starting a business in Fruita?</u>	<u>Number</u>	<u>Percent</u>
Yes	102	11.1 %
No	803	87.1 %
Don't Know	17	1.8 %
Total	922	100.0 %

Q34. If you are a current business owner or a potential business owner, would you use a business incubator program if one were located in Fruita?

<u>Q34. Would you use a business incubator program if one were located in Fruita?</u>	<u>Number</u>	<u>Percent</u>
Yes	151	16.4 %
No	133	14.4 %
N/A	581	63.1 %
Don't Know	56	6.1 %
Total	921	100.0 %

Q35. Do you currently attend the Fruita Fourth Fridays events?

Q35. Do you currently attend the Fruita Fourth Fridays events?	Number	Percent
Yes	208	22.5 %
No	715	77.5 %
Total	923	100.0 %

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

?? Don't know what they are
A NICE COOL PLACE NO WALKING
A REMINDER YHAT IT'S HAPPENING
ABSOLUTELY NO SMOKING
ACTUALLY HEARING ABOUT THEM
ADDITIONAL INFORMATION ON EVENTS
ADVERTISING THEM
ADVERTISMENT
AS LONG AS IT FITS MY SCHEDULE I WOULD
AVAILABILITY OF HANDICAP FACILITIES FOR MY HUSBAND
Babysitter, haha
BEING ABLE TO TAKE MY GLASS OF WINE PLACE TO PLACE
BETTER ADVERTISEMENT
BETTER ADVERTISING
BETTER ADVERTISMENT
BETTER ADVERTISMENT
Better awareness of the programs
BETTER CROWD CONTROL/NO SMOKING/NO DOGS
BETTER EVENTS
BETTER FOOD OPTIONS
BETTER HEALTH
BETTER INFORMATION
BETTER PARKING
BETTER PARKING
BETTER PUBLICITY
BETTER RESTAURANTS
BROAD SELECTION OF BUSINESSES/SIDEWALK EVENETS
CAN'T WORKING
CHEAPER PRICES
CHILDREN TO YOUNG
COOLER WEATHER
DAYS OFF WORK
DEALS/MEALS AT DISCOUNT & SHOPPING CENTER
DID NOT KNOW ABOUT FFF? WTF?
DID NOT KNOW ABOUT IT
DID NOT KNOW ABOUT THEM
DID NOT KNOW THERE WAS ONE
DID NOT KNOW THEY EXISTED
DIDN'T KNOW ABOUT IT
DIDN'T KNOW ABOUT IT
DIDN'T KNOW ABOUT THEM/WHERE ARE THEY
DIDN'T KNOW ABOUT THIS
DIDN'T KNOW THEY WERE OPEN TO THE PUBLIC
DIDN'T KNOW WE HAD FRUITA FOURTH FRIDAY
DIDN'T KNOW YOU DID THIS
DIFFERENT KIND OF MUSIC
DISPLAYS/INFO BOOTHS

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

DO NOT KNOW WHAT FOURTH FRIDAY EVENTS ARE
DO NOT KNOW WHAT IT IS
DO NOT KNOW WHAT IT IS
DO NOT KNOW WHAT THEY ARE
DO NOT KNOW WHAT THEY ARE
DO NOT KNOW WHAT THIS IS
DO RAFFLES FOR CITY RESIDENTS
Doesn't always work with schedule...if we are heading out of town for the weekend....
DON'T EVEN KNOW WHAT IT IS
DON'T EVEN KNOW WHAT IT IS
DON'T EVEN KNOW WHAT IT IS
DON'T EVEN KNOW WHAT THAT IS
DON'T EVEN KNOW WHAT THEY ARE, DON'T DO CROWDS, DO NOTHING
DON'T EVEN KNOW WHAT THIS IS
DON'T KNOW
DON'T KNOW
DON'T KNOW ABOUT IT
DON'T KNOW ABOUT IT
DON'T KNOW ABOUT IT
DON'T KNOW ABOUT IT
DON'T KNOW ABOUT THE EVENT
DON'T KNOW ABOUT THE EVENT
DON'T KNOW ABOUT THE PROGRAM
DON'T KNOW ABOUT THEM
DON'T KNOW ABOUT THIS EVENT
DON'T KNOW ANYTHING ABOUT IT
DON'T KNOW ANYTHING ABOUT IT
DON'T KNOW ANYTHING ABOUT THESE MEETINGS
DON'T KNOW ANYTHING ABOUT THIS
DON'T KNOW AS I DON'T KNOW WHAT IT IS
DON'T KNOW MUCH ABOUT IT
DON'T KNOW MUCH ABOUT THE FOURTH FRIDAY EVENTS
DON'T KNOW WHAT FOURTH FRIDAY'S ARE
DON'T KNOW WHAT IT IS
DON'T KNOW WHAT IT IS/NEED INFORMATION
DON'T KNOW WHAT THAT IS
DON'T KNOW WHAT THAT IS, I DON'T WANT TO CHANGE
DON'T KNOW WHAT THESE ARE

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

DON'T KNOW WHAT THEY ARE
DON'T KNOW WHAT THEY ARE ABOUT
DON'T KNOW WHAT THIS IS
DON'T KNOW WHAT THIS IS BUT I WORK DAYS PROBABLY WON'T GO
DON'T KNOW WHAT THIS IS, WE LIVED HERE FOR ALMOST 3 YRS
Don't know about first or fourth Friday events.
Don't know about them
Don't know what they are
DONT KNOW ABOUT THEM
DONT KNOW WHAT IT IS
FINDING OUT MORE INFO
FINDING OUT WHAT THEY ARE, WHERE THEY ARE & WHEN THEY ARE
FORGET MUSIC/FOOD/FAMILY ACTIVITIES MARKETING
FREE BEER
GOOD MUSIC/COUNTRY/BLEUGRASS CLASSICAL
GOOD OLD TIME MUSIC
GUESS YOU SHOULD TELL US ABOUT THEM DON'T KNOW WHAT IT IS
Have been out of town since they began but will try it out when we are here.
HAVE NOT HEARD OF THIS
HAVEN'T HEARD ABOUT THEM
HAVEN'T HEARD OF THEM
HEARING ABOUT IT, DIDN'T KNOW WHAT THIS WAS
HOURS CONFLICT WITH WORK
I AM NOT FAMILIAR WITH THE PROGRAM
I AM UNAWARE W FOURTH FRIDAY EVENTS
I am unaware of what this is.
I ATTENED ONCE BUT WON'T GO BACK/NEED TO SERVICE WINE
I CAN WATCH SHOW FROM MY HOUSE/MIGHT GO IF KNEW MORE
I DIDN'T KNOW ABOUT THEM
I DIDN'T KNOW ABOUT THEM I WILL LOOK IT UP
I DO NOT KNOW ABOUT IT
I do not know what it is!!

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

I DON'T EVEN KNOW WHAT IT IS

I DON'T EVEN KNOW WHAT THEY ARE

I DON'T EVEN KNOW WHAT THIS IS

I DON'T EVEN KNOW WHAT THIS IS

I DON'T HAVE THE TIME TO ATTEND

I don't hear about them

I DON'T KNOW

I DON'T KNOW

I DON'T KNOW ABOUT IT

I DON'T KNOW ABOUT IT

I DON'T KNOW ABOUT THE EVNETS, INFOR WOULD BE HELPFUL

I DON'T KNOW ABOUT THEM

I DON'T KNOW ANYTHING ABOUT F.F.F. EVENTS

I DON'T KNOW ANYTHING ABOUT THIS

I DON'T KNOW JUST FORGOT

I DON'T KNOW WHAT IT IS

I DON'T KNOW WHAT THAT EVENT IS

I DON'T KNOW WHAT THAT IS

I DON'T KNOW WHAT THAT IS

I DON'T KNOW WHAT THAT IS

I DON'T KNOW WHAT THEY ARE

I DON'T KNOW WHAT THIS IS

I DON'T KNOW WHAT THIS IS

I DON'T KNOW/A DIFFERENT LOCATION MAYBE

I don't know what Fruita First Friday events are.

I don't know what it is and don't care right now. Change my mind with info. Presently I imagine it to be largely symbolic C of C flailing at business promotion. What am I missing? Anything?

I don't know what this event is.

I DON'T LIKE FIREWORKS

I don't really know about these so I guess that would be the first step is getting the word out.

I DONT KNOW WHAT IT IS

I DONT KNOW WHAT THAT IS

I DRIVE TRR RARELY HOME

I FOGOT ABOUT IT/MAYBE BETTER ADVERTISMENT

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

I FORGOT TO ATTEND

I have never heard of them so maybe more awareness of what they are would be a good start.

I HAVE NO IDEA WHAT THAT IS

I HAVE NOT HEARD OF THE EVENT

I JUST TO REMEMBER TO GO DOWNTOWN

I KNOW NOTHING ABOUT IT

I'M JUST NOT THAT INTO ART

I'M TOO TIRED BY FRIDAY NIGHT TO VENTURE OUT

I THINK I READ SOMETHING ABOUT IT

I WAS NOT AWARE OF IT, I WILL TRY TO ATTEND

I WAS UNAWARE OF 4TH FRIDAYS

I WAS UNAWARE OF THE EVENT

I WOULD LIKE TO SEE FIRE WORKS

I WOULD NEED MORE INFORMATION

If I didn't travel so much on weekends

IF I HAD PREVIOUS KNOWLEDGE OF IT

IF I KNEW WHAT THEY WERE

if it included more of the downtown area, not just a couple blocks on Aspen Street ... close off the circle bring in vendors, and a larger main stage

IF IT WERE ADVERTISED BETTER

INFO

INFO ABOUT THIS/DON'T KNOW WHAT IT IS

INFORMATION

INFORMATION ABOUT WHAT IT IS

INFORMATION DON'T KNOW ABOUT IT

Information

IT'S NEW IS IT THAT WELL ORGANIZED

JUST HAVEN'T MADE IT

JUST HEARD ABOUT IT

JUST LEARNED ABOUT IT

Just recently learned of the events. Need reminder.

KNOW ABOUT EXACT PLANS EARLIER

Know more about it.

KNOW NOTHING ABOUT 4TH FRIDAY

KNOWING ABOUT IT

KNOWING ABOUT IT

KNOWING ABOUT IT

KNOWING ABOUT THEM

KNOWING MORE INFORMATION ABOUT THE EVENT

KNOWING WHAT IT IS

KNOWING WHAT IT IS

KNOWING WHAT IT IS

KNOWING WHAT IT IS

KNOWING WHAT IT IS NEVER HEARD OF IT

KNOWING WHAT IT IS?

KNOWING WHAT IT WAS

KNOWING WHAT THEY ARE/BETTER ADVERTISING MORE PARKING

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

KNOWING WHICH IT IS

Knowing what they are. Never heard of them

KNOWLEDGE OF IT

KNOWLEDGE OF THEM

Knowledge of what it is

Knowledge of what it is (?????)

LIVE MUSIC OUTSIDE IN THE SUMMER

LOSE ABOUT 40 YEARS OF AGE

LOWER RATES AT THE COMMUNITY CENTER

MAYBE NOT SURE OF EVENT

MILD MUSIC

MONEY

MOR INFOR ABOUT THEM, I REALLY HAVENT HEARD MUCH

More activities, music variety

MORE ADVERTISEMENT, NOT SURE WHAT THIS IS

MORE ADVERTISING IT'S A SMALL TOWN

MORE ADVERTISING TO REMIND ME

MORE ADVERTISEMENT

MORE ADVERTISEMENT

MORE ADVERTISEMENT

MORE ART

MORE AVAILABLE INFORMATION ABOUT UPCOMING EVENTS

more awareness of events.

MORE BUSINESSES OPEN/AND OM MY MIND REMINDER

MORE ENERGY I'M TOO TIRED ON A FRIDA

MORE INFO

MORE INFO

MORE INFO ABOUT EVENTS

MORE INFO ABOUT IT

MORE INFO ON WHAT/WHERE/WHEN

More info

MORE INFOR

MORE INFORAMTION

MORE INFORMATION

MORE INFORMATION

MORE INFORMATION

MORE INFORMATION

MORE INFORMATION

MORE INFORMATION

MORE INFORMATION ABOUT EVENT

MORE INFORMATION ABOUT WHAT THEY ARE LIKE SOMETHING MAILED

MORE INFORMATION/MORE RESTAURANT OPTIONS

More information about the events

MORE KNOWLEDGABLE/ADVERTISEMENT

MORE KNOWLEDGE OF EVENTS

MORE PERSONAL TIME

MORE PLACES TO VISIT

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

MORE PUBLICITY

MORE PUBLICITY

MORE PUBLICITY

MORE TIME

MORE TIME IN MY LIFE

MORE TIMELY INFORMATION

More variety

MY HEALTH DOES NOT PERMIT ME TO ATTEND A LOT OF THIS

MY SCHEDULE

MY WORK HOURS DON'T PERMIT

MY WORKING SCHEDULE DOESN'T MATCH WITH EVENT TIME

N/A

NEED A REMINDER

NEED INFORMATION

NEED INFORMATION

NEED MORE INFO ABOUT THIS EVENT

NEED MORE INFORMATION

NEED MORE INFORMATION

NEED MORE INFORMATION

NEED MORE INFORMATION

NEED MORE INFORMATION/I FORGOT ABOUT THEM

NEED TO KNOW MORE ABOUT IT

NEVER HEAR OF THEM

NEVER HEARD OF IT

NEVER HEARD OF THEM

NO IDEA

No interest in them.

NO TIME ON FRIDAYS

NOT A GROUP EVENT ATTENDEE, DON'T LIKE CROWDS

NOT AWARE OF IT

NOT AWARE OF THIS

NOT FAMILIAR

NOT FAMILIAR & DEPENDS WHEN MY WIFE & I GET OFF OF WORK

NOT FAMILIAR WITH FRUITA FOURTH FRIDAYS, WHAT IS IT?

NOT FAMILIAR WITH, IF ITS EVENING UNTIL 9 PM NOT ABLE TO

NOT HAD THINGS THAT INTEREST ME

NOT INTERESTED

NOT SO RUDE PEOPLE

NOT SURE

NOT SURE

NOT SURE

NOT SURE, FRIDAY IS OUR NIGHT OF REST

NOT SURE I HEARD OF WHAT THIS IS

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

NOT SURE MAYBE NEED MORE INFORMATION
NOT SURE WHAT IT IS
NOT SURE WHAT IT IS
NOT SURE WHAT IT IS
NOT SURE WHAT THE FRUITA FOURTH FRIDAY IS
NOT SURE WHAT THESE ARE
NOT SURE WHAT THEY ARE
NOT SURE WHAT THEY ARE
NOT SURE WHAT THIS IS
NOT SURE WHAT THIS IS-NEED INFO/ADVERTISING
not sure what these are
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
nothing
NOTHING BUT THANK YOU
NOTHING I'M TIRED AND WANT TO SATAY HOME FRIDAYS
NOTHING JUST GETTING TOO OLD
NOTHING NO INTEREST
NOTHING WE HAVE BEEN GONE A LOT
NOTICE WHAT WHEN AND WHERE THEY ARE
NOTICES ADVERTISMENT FOR FRUITA 4TH FRIDAYS
NOTIFICATION ABOUT WHAT THEY OFFER
NOTIFICATION OF EVENT
OUR AGE RESTRICTIONS
PARKING
PARKING IS POOR NOT ENOUGH HANDICAP PARKING
Probably if I knew what it was.
Probably knowing what they are.
REMINDERS-KIDS ACTIVITIES
SEE THEM FROM BACK YARD
SOMEONE NEEDS TO GO WITH ME
SOMETHING THAT TELLS IS WHAT IT IS LIKE WEBSITE
SOUNDS GOOD BUT JUST HAVEN'T MADE IT THERE
STOP CANCELING THEM
THIS IS NOT GRAND JUNCTION QUIT DUPLICATING IT
TIME
TIME WITH MY SPOUSE TO BE ABLE TO ATTEND
TIMES THAT ARE CONVENIENT/INTERESTS
TO BE 50 YRS YOUNGER THAN I AM
TO KNOW MORE ABOUT IT
TO KNOW WHAT FRUITA FRIDAYS ARE
TO KNOW WHAT THEY ARE
TOO BUSY

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

TOO BUSY

TOO CROWDED

TRANSPORTATION/TRANSIT BUS STOP

UNSURE

WAS NOT AWARE OF IT

WE DON'T ATTEND BECAUSE OF PARKING

WE DON'T GO OUT MUCH/GLAD IT'S FOR OTHERS

WE DON'T KNOW WHAT 4TH FRIDAY EVENTS ARE

WE JUST DON'T HAVE TIME

We're often out of town, otherwise we would.

WE'VE NEVER HEARD OF IT, SO I GUESS NEEDS MORE PROMOTION

WE WORK ON FRIDAY NIGHTS

WHAT ARE FRUITA FOURTH FRIDAYS?

WHAT ARE FRUITA FOURTH JULY EVENTS

WHAT ARE THESE?

WHAT ARE THEY

WHAT ARE THEY

WHAT ARE THEY

WHAT ARE THEY

WHAT ARE THEY?

WHAT ARE THEY?

WHAT ARE THEY?

WHAT ARE THEY?

What are they??? I don't know what the Friday events are

What Friday events? Never heard about them before.

WHAT IS 4TH OF JULY FRIDAY

What is First Friday events?

WHAT IS FOURTH FRIDAY

WHAT IS FOURTH FRIDAYS

WHAT IS IT

WHAT IS IT/IS IT KID FRIENDLY

WHAT IS IT?

What is it?

What is it? The hours to need to be convenient.

WHAT IS THIS HAVE NO INFORMATION ABOUT THIS

What is this?

What it is?

WILL USE JUST BECAME AWARE OF IT

WORK CLOSER TO TOWN

2013 City of Fruita Community Survey

Q35a. If no, what would encourage you to attend Fruita Fourth Fridays?

Q35a Encourage

WORK OUT OF TOWN SO USUALLY NOT HOME
WOULD NOT BENEFIT ME I AM ON A BUDGET

2013 City of Fruita Community Survey

Q36. 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=923)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q36a. The City of Fruita does a good job of keeping its residents informed about City issues.	10.0%	47.4%	23.6%	10.7%	3.0%	5.2%
Q36b. Overall, I support the City's policies regarding growth related issues.	8.5%	37.5%	27.1%	9.7%	2.4%	14.9%
Q36c. Elected City officials are responsive to Fruita residents.	8.6%	28.3%	30.1%	9.6%	3.4%	20.1%
Q36d. City employees are responsive to Fruita residents.	11.8%	41.0%	24.8%	5.9%	1.8%	14.7%
Q36e. Generally, City employees are competent.	11.6%	51.1%	21.5%	3.5%	1.2%	11.1%
Q36f. Overall, I am satisfied with the City services and the public facilities in Fruita.	16.3%	54.6%	17.7%	5.0%	1.5%	4.9%
Q36g. Fruita is a good place to raise a family.	38.5%	44.7%	9.3%	1.5%	0.8%	5.2%
Q36h. I am pleased with the direction the City of Fruita is taking.	18.9%	40.0%	22.2%	7.9%	2.0%	8.9%
Q36i. Fruita residents receive good value for City taxes they pay.	14.5%	37.5%	24.3%	11.3%	4.7%	7.7%
Q36j. The City does a good job of maintaining its small town atmosphere.	22.6%	49.8%	16.8%	4.9%	1.7%	4.1%
Q36k. Fruita is a well-planned and well-designed community.	14.2%	35.6%	28.3%	12.1%	3.3%	6.5%

2013 City of Fruita Community Survey

Q36. 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.(Without "Don't know")

(N=923)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q36a. The City of Fruita does a good job of keeping its residents informed about City issues.	10.5%	50.1%	24.9%	11.3%	3.2%
Q36b. Overall, I support the City's policies regarding growth related issues.	9.9%	44.0%	31.9%	11.4%	2.8%
Q36c. Elected City officials are responsive to Fruita residents.	10.7%	35.5%	37.6%	12.0%	4.2%
Q36d. City employees are responsive to Fruita residents.	13.9%	48.0%	29.0%	6.9%	2.2%
Q36e. Generally, City employees are competent.	13.1%	57.5%	24.2%	3.9%	1.3%
Q36f. Overall, I am satisfied with the City services and the public facilities in Fruita.	17.1%	57.4%	18.6%	5.3%	1.6%
Q36g. Fruita is a good place to raise a family.	40.6%	47.2%	9.8%	1.6%	0.8%
Q36h. I am pleased with the direction the City of Fruita is taking.	20.8%	44.0%	24.4%	8.7%	2.2%
Q36i. Fruita residents receive good value for City taxes they pay.	15.7%	40.7%	26.3%	12.3%	5.1%
Q36j. The City does a good job of maintaining its small town atmosphere.	23.6%	52.0%	17.5%	5.1%	1.8%
Q36k. Fruita is a well-planned and well-designed community.	15.2%	38.1%	30.3%	12.9%	3.5%

2013 City of Fruita Community Survey

A38. Approximately how many years have you lived in the City of Fruita?

Q38. Approximately how many years have you lived in the City of Fruita?	Number	Percent
Less than 5 years	210	22.8 %
5-10 years	320	34.7 %
11-20 years	224	24.3 %
More than 20 years	163	17.7 %
Don't Know	5	0.5 %
Total	922	100.0 %

Q39. What is your age?

Q39. What is your age?	Number	Percent
Under 25Years	15	1.6 %
25 - 34 Years	139	15.1 %
35 - 44 Years	175	19.0 %
45 - 54 Years	183	19.8 %
55 - 64 Years	153	16.6 %
65+	245	26.6 %
Not Provided	12	1.3 %
Total	922	100.0 %

Q40. Would you say your total household income is:

Q40. Would you say your total household income is:	Number	Percent
Under \$30,000	155	17.0 %
\$30,000 - \$59,999	256	28.1 %
\$60,000 - \$99,999	271	29.7 %
\$100,000 or more	146	16.0 %
Not Provided	83	9.1 %
Total	911	100.0 %

2013 City of Fruita Community Survey

Q41. Your gender:

<u>Q41. Your gender:</u>	<u>Number</u>	<u>Percent</u>
Male	366	40.0 %
Female	548	60.0 %
Total	914	100.0 %



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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

Parks and Recreation
970/858-0360

May 2013

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 Summer. 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,

Lori Buck
Mayor

If you would prefer to take the survey on-line, please go to
www.fruitasurvey.org.

Honor the Past - Envision the Future





2013 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.]

_____ 1st _____ 2nd _____ 3rd

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
K. Overall image of Hwy 6 & 50 corridor	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."

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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 & 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.]

1st
2nd
3rd

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:

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Somewhat Safe</i>	<i>Somewhat Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
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. **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;

<i>Enforcement</i>		<i>Too Lax</i>	<i>About Right</i>	<i>Too Strict</i>
A.	Speeding	3	2	1
B.	Overall traffic enforcement	3	2	1
C.	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."

<i>City Communication</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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. Have you visited/used a City-owned park?

_____ (1) Yes (go to Q9a) _____ (2) No (go to Q10)

9a. Which ones have you visited?

[Check all that apply]

- | | |
|-------------------------------------|--|
| ___ (01) Circle Park | ___ (07) Olga Anson (Vista Valley) Park |
| ___ (02) Triangle Park | ___ (08) Little Salt Wash Park |
| ___ (03) Heritage Park | ___ (09) Snooks Bottom Open Space |
| ___ (04) Reed Park | ___ (10) Fruita Riverfront Park (Disc Golf Course) |
| ___ (05) Civic Center Memorial Park | ___ (11) Fruita Bike Park |
| ___ (06) Prospector Park | |

10. PARKS. 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."

<i>Parks</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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. Amount of permanent Open Space	5	4	3	2	1	9

11. Which THREE of the parks 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 10 above.]

_____ 1st _____ 2nd _____ 3rd

12. 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."

<i>Recreation</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Program offerings for the entire family	5	4	3	2	1	9
B. Program offerings for Children (5 th grade and under)	5	4	3	2	1	9
C. Program offerings for Youth (6 th - 8 th grade)	5	4	3	2	1	9
D. Program offerings for Teens (9 th grade and up)	5	4	3	2	1	9
E. Program offerings for Adults	5	4	3	2	1	9
F. Program offerings for Seniors	5	4	3	2	1	9
G. Registration processes for programs	5	4	3	2	1	9
H. Amount of overall program offerings	5	4	3	2	1	9
I. City special events and festivals	5	4	3	2	1	9

13. Which THREE of the 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 12 above.]

_____ 1st _____ 2nd _____ 3rd

14. Have you visited the Fruita Community Center?

_____ (1) Yes (go to Q14a) _____ (2) No (go to Q15)

14a. If yes, what amenities did you use during your visit(s)? [Check all that apply]

- | | |
|----------------------|---------------------|
| ___(1) Library | ___(5) Indoor Pool |
| ___(2) Meeting Rooms | ___(6) Outdoor Pool |
| ___(3) Senior Center | ___(7) Fitness Area |
| ___(4) Gymnasium | |

15. COMMUNITY CENTER. 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."

<i>Community Center</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall impression of Community Center	5	4	3	2	1	9
B.	Hours of operation	5	4	3	2	1	9
C.	Availability of meeting spaces	5	4	3	2	1	9
D.	Cleanliness	5	4	3	2	1	9
E.	Customer service	5	4	3	2	1	9
F.	Appropriateness of pass fees	5	4	3	2	1	9

16. Which THREE of the Community Center 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 15 above.]

_____ 1st _____ 2nd _____ 3rd

17. Should the City of Fruita continue to partner with non-profits, the Bureau of Land Management, and other entities to build trails on BLM Lands?

_____ (1) Yes _____ (2) No _____ (3) Don't Know

18. 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."

<i>City Maintenance/Public Works</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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

19. 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 18 above.]

_____ 1st _____ 2nd _____ 3rd

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

_____ (1) Yes _____ (2) No

Comments (optional) _____

28. What would encourage you to visit DOWNTOWN Fruita more often?

[Check all that apply]

- ____ (01) Better selection of professional services such as banking, legal aid, etc.
- ____ (02) Better selection of restaurants
- ____ (03) Better general selection of products and/or services
- ____ (04) Expanded store hours
- ____ (05) Live music
- ____ (06) More/improved lighting
- ____ (07) More/better parking
- ____ (08) More attractive atmosphere
- ____ (09) More activities
- ____ (10) Children's play area
- ____ (11) Other _____

29. Should the City of Fruita provide incentives to attract business and industry to the City of Fruita?

_____ (1) Yes _____ (2) No

30. 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."

<i>General Issues</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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

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

[check all that apply]

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

32. Do you attend the Thursday Night Summer Concert series in Civic Center Memorial Park?

_____ (1) Yes (go to Q32a) _____ (2) No (go to Q33)

32a. If yes, would you like to see vendors allowed at the venue?

_____ (1) Yes _____ (2) No

33. Are you thinking about starting a business in Fruita?

_____ (1) Yes _____ (2) No

34. If you are a current business owner or a potential business owner, would you use a business incubator program if one were located in Fruita?

_____ (1) Yes _____ (2) No _____ (3) N/A

35. Do you currently attend the Fruita Fourth Fridays events?

_____ (1) Yes (go to Q36) _____ (2) No (go to Q35a)

35a. If no, what would encourage you to attend Fruita Fourth Fridays?

36. 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."

<i>Issues</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
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 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

37. What is the single most important issue facing the City of Fruita over the next several years?

DEMOGRAPHICS

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

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

39. What is your age?

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

40. Would you say your total household income is:

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

41. 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.