

City of Fruita Community Survey

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Findings
Report

Submitted to the City of Fruita, Colorado

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2017 City of Fruita Community Survey

Executive Summary

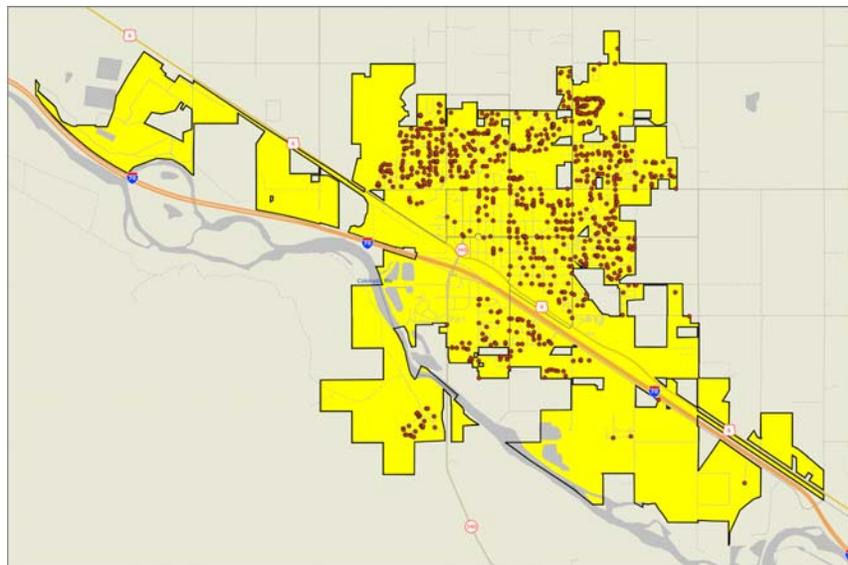
Purpose and Methodology

ETC Institute administered a survey to residents of the City of Fruita during the fall of 2017. The purpose of the survey was to help the City of Fruita take a resident-driven approach to decision making. The survey results will help provide trends with past community surveys that will be used to gauge progress and priorities on City services and programs.

The seven-page survey, cover letter and postage paid return envelope were mailed to all households in the City of Fruita. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who live in the City were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Fruita from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 872 residents completing the survey. The overall results for the sample of 872 households have a precision of at least $\pm 3.3\%$ at the 95% level of confidence. The map to the right shows the location of the 872 survey respondents.



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 ETC Institute's *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:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2009 and 2013 community surveys,
- benchmarking data that shows how the results for Fruita compare to other communities,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the City

Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, indicated the overall quality of life in the City is either "excellent" or "good". Eighty-four percent (84%) of the residents surveyed, *who had an opinion*, also indicated that the overall quality of services provided by the City of Fruita are either "excellent" or "good". The City of Fruita rated significantly higher than the national average in all seven perception items that were benchmarked with ETC Institute's National Direction Finder Survey.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the overall quality of trash and yard waste services (93%), overall quality of City parks (84%), overall quality of police services (84%), and the overall quality of sewer services (82%). All 12 of the major categories of City services that were rated had 50% or more of residents, *who had an opinion*, were "very satisfied" or "satisfied", City leaders have done a great job of ensuring overall satisfaction among residents is very high.

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the overall quality of pedestrian safety and crosswalks (70%), how quickly police respond to emergencies (67%), and the City's efforts to prevent crime (65%).

- **City Communication.** The highest levels of satisfaction City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of the City Link quarterly newsletter (73%) the availability of information about City programs and services (70%), and the City’s efforts to keep residents informed about local issues (62%).
- **Parks, Recreation and Community Center.** The highest levels of satisfaction with parks services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: maintenance of City parks (85%), number of walking and biking trails (79%) and the maintenance of trails (79%). The highest levels of satisfaction with recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: City special events and festivals (77%) and program offerings for seniors (67%). The highest levels of satisfaction with the City’s Community Center, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall impression of the Community Center (88%), the cleanliness of the Community Center (86%), and the customer services received (80%).
 - Twenty-percent of respondents indicated they recreate at Enochs Lake, 18% at Fruita Reservoir #1, and 55% indicated they do not recreate at any of the areas that were listed on the survey.
- **Public Works.** The highest levels of satisfaction with City public works, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of downtown Fruita (78%) the overall cleanliness of City streets and other public areas (78%), and the overall availability of irrigation water (72%).
- **Traffic Flow and Transportation.** The highest levels of satisfaction with traffic flow and transportation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ease of travel by car in Fruita (80%), the ease of east/west travel in Fruita (76%), and ease of north/south travel in Fruita (75%). Residents were least satisfied with the ease of travel by bicycle in Fruita.

Additional Findings

- Respondents were asked to indicate what their primary sources of information about activities and services in the community. Sixty-four percent (64%) of respondents indicated their primary source of information is the Fruita City Link (print) and 43% indicated their primary source of information is The Daily Sentinel. Respondents were then asked to indicate which three sources are their most preferred method of learning about activities and services in the community. Based on the sum of respondents’ top three choices the Fruita City Link (print), The Daily Sentinel, and Television are the three most preferred methods of communication.

- Eighty-one percent (81%) of respondents, *who had an opinion*, indicated they were either “very satisfied” or “satisfied” with the overall quality of the Mesa County Public Library.
- Only 38% of respondents, *who had an opinion*, indicated they were either “very satisfied” or “satisfied” with the overall quality of the Grand Valley public bus system.
- Respondents were asked to indicate what would encourage them to shop and utilize services in Fruita more often. The three most selected responses included: a better selection of restaurants (60%), a better general selection of products and/or services (57%), and more/better parking (35%).
- Respondents were given a list of 11 reasons for deciding where to live. They were then asked to indicate how well their needs are currently being met for each item. The five items that received the highest number of “needs are very well met” and “needs are met” responses among residents *who had an opinion*, were: the small town atmosphere (93%), ease of travel within Fruita (90%), the sense of community (89%), the feeling of safety in neighborhoods (89%), and the quality of your neighborhood overall (89%). Forty-four percent (44%) of respondents indicated their “needs are not met” when it comes to access to quality shopping in Fruita.
 - Based on the sum of respondents’ top three choices, the three items that were most important in their decision to live in Fruita are: the small town atmosphere, the safety in neighborhoods, and the sense of community.
- Respondents were informed of the following before they were asked to rate their level of agreement with three statements regarding mountain water. “The City owns 240 shares (2.5 CFS) of water rights and 4 reservoirs 10 miles south of Glade Park, outside the City limits. This water was the drinking water supply for residents until 1983. In order to maintain the rights, the water must be used along the pipeline or in city limits, so the City supplies irrigation water to Glade Park residents to maintain the rights. The water supply is no longer adequate to meet the needs of the current city population, nor is the water accessible within city limits.” The statement that received the highest number of “strongly agree” and “agree” responses from respondents *who had an opinion*, was: “I value recreational opportunities on the Fruita Reservoirs” (61%). Fifty-one percent (51%) agree that the City should continue to spend tax dollars to provide irrigation water to users outside the City limits in order to maintain the water rights, and 55% agree that the City should continue to spend approximately \$45,000-\$90,000 in operational costs annually and \$1 million on capital costs every 10 years in order to maintain water rights.
- Eighty-eight percent of respondents indicated they are aware Family Health West provides a spectrum of health care services in Fruita, including Colorado Canyons Hospital and Medical Center.
 - Eighty-seven percent (87%) of respondents agree that the Colorado Canyons Hospital and Medical Center is a resource/benefit to the community and 67% of

respondents agree that the role of Family Health West is to provide elder care in Fruita.

- Eighty-eight percent (88%) of respondents indicated they get their routine health care from their doctor's office.
- Forty-eight percent (48%) of respondents indicated the best way to share healthcare information with them is vial the mail.
- Thirty-six percent (36%) of respondents indicated that mental health/anxiety stress is the health condition that is the biggest concern in Fruita.
- Ninety-one percent (91%) of respondents indicated they have medical insurance.
- Sixty percent (60%) of respondents indicated that Colorado Canyons Hospital and Medical Center and the services provided by Family Health West are covered service providers with their medical insurance plan.
- The three most used services at Colorado Canyons Hospital and Medical Center include: laboratory services, the emergency department, and radiology.
- Sixty-six percent (66%) of respondents indicated that Family Health West/Colorado Canyons Hospital and Medical Center is either "very important" (41%) or "somewhat important" (25%) to their household.
- Eighty-five percent (85%) of respondents indicated that Family Health West/Colorado Canyons Hospital and Medical Center is either "very important" (69%) or "somewhat important" (16%) to the community.
- Residents were asked to rate their perceptions of health care in Fruita. Seventy-eight percent (78%) of respondents indicated that the accessibility of health care in Fruita is either "excellent" or "good", 76% of respondents indicated that the availability of health care in Fruita is either "excellent" or "good", 72% of respondents indicated that the quality of health care in Fruita is either "excellent" or "good", and 54% of respondents indicated that the cost of health care in Fruita is either "excellent" or "good".
- Forty-two percent (42%) of respondents indicated that they prefer the emergency department at Colorado Canyons Hospital and Medical Center in Fruita over other emergency departments in Grand Junction.
- Forty-five percent (45%) of respondents are either "very supportive" or "somewhat supportive" of a nominal tax increase that supports programs for youth, ages 9 to 25 years old.
- Only 32% of respondents either "strongly agree" (5%) or "agree" (27%) with the statement that "Fruita has opportunities for youth (ages 9-25) involvement".

- Eighty-three percent (83%) of respondents indicated that they either “strongly agree” or “agree” that there are people in their neighborhood who are proud of the youth when they do something well, 81% of respondents either “strongly agree” or “agree” that there are people in their neighborhood who encourage youth to do their best, and 63% of respondent either “strongly agree” or “agree” that their neighbors notice where youth are doing a good job and let them know about it.

How the City of Fruita Compares to Other Communities Nationally

Satisfaction ratings for The City of Fruita **rated the same as or above the U.S. average in 29 of the 33 areas** that were assessed. The City of Fruita rated significantly higher than the U.S. average (difference of 5% or more) in 27 of these areas. Listed below are the comparisons between the City of Fruita and the U.S. average:

Service	Fruita	U.S.	Difference	Category
Overall quality of local governmental services	84%	49%	35%	Perceptions
Quality of customer service provided	79%	47%	32%	Major Categories
Overall value you receive for your local tax dollars and fees	65%	38%	27%	Perceptions
Overall quality of city streets	66%	41%	25%	Major Categories
Level of public involvement in local decision making	58%	33%	25%	Major Categories
Availability of information about government	70%	46%	25%	Major Categories
Overall quality of trash and yard waste services	93%	69%	24%	Major Categories
Maintenance of sidewalks in the city	70%	47%	23%	Maintenance
Overall quality of life in your community	95%	73%	22%	Perceptions
Maintenance of major city streets	71%	50%	22%	Maintenance
Availability of meeting space	74%	53%	22%	Parks and Recreation
Overall image of your community	83%	64%	19%	Perceptions
The quality of the Downtown in the community where you live	69%	50%	19%	Perceptions
Overall feeling of safety in the community where you live	87%	69%	19%	Perceptions
Maintenance of streets in your neighborhood	66%	48%	18%	Maintenance
Efforts to keep you informed about local issues	62%	46%	16%	Major Categories
Cleanliness of streets and other public areas	78%	62%	16%	Maintenance
Number of walking/biking trails	79%	63%	16%	Parks and Recreation
Maintenance of Downtown	78%	63%	15%	Maintenance
Maintenance of local parks	85%	70%	15%	Parks and Recreation
Effectiveness of communication	62%	47%	15%	Major Categories
Condition of sidewalks	56%	42%	14%	Maintenance
Mowing and tree trimming along streets and other public areas	67%	54%	13%	Maintenance
Efforts by local government in your area to prevent crime	65%	56%	9%	Major Categories
Appearance of your community	70%	62%	8%	Perceptions
Number of parks in your community	74%	68%	6%	Parks and Recreation
Adequacy of street lighting in your community	61%	56%	5%	Maintenance
Visibility of police in neighborhoods	61%	59%	3%	Major Categories
Maintenance of street signs and traffic signals	71%	71%	0%	Maintenance
Snow removal on major city streets	57%	58%	-1%	Maintenance
Quality of the community's website	56%	62%	-6%	Major Categories
Registration process for programs	56%	62%	-6%	Parks and Recreation
Police safety education programs	47%	54%	-7%	Major Categories

How the City of Fruita Compares to Similarly Sized Communities

Satisfaction ratings for The City of Fruita rated the same or above the average for communities with populations of 30,000 or less in 29 of the 33 areas that were assessed. The City of Fruita rated significantly higher than this average (difference of 5% or more) in 27 of these areas. Listed below are the comparisons between The City of Fruita and the average for communities with 30,000 or fewer residents:

Service	Fruita	Under 30k	Difference	Category
Overall quality of local governmental services	84%	47%	38%	Perceptions
Quality of customer service provided	79%	47%	32%	Major Categories
Overall value you receive for your local tax dollars and fees	65%	36%	29%	Perceptions
Maintenance of sidewalks in the city	70%	43%	28%	Maintenance
Overall quality of trash and yard waste services	93%	66%	27%	Major Categories
Overall quality of life in your community	95%	70%	25%	Perceptions
Overall quality of city streets	66%	41%	25%	Major Categories
Level of public involvement in local decision making	58%	34%	24%	Major Categories
Availability of meeting space	74%	50%	24%	Parks and Recreation
Availability of information about government	70%	47%	24%	Major Categories
Overall image of your community	83%	62%	21%	Perceptions
Number of walking/biking trails	79%	58%	21%	Parks and Recreation
Maintenance of major city streets	71%	51%	20%	Maintenance
Condition of sidewalks	56%	36%	20%	Maintenance
The quality of the Downtown in the community where you live	69%	50%	19%	Perceptions
Overall feeling of safety in the community where you live	87%	69%	18%	Perceptions
Cleanliness of streets and other public areas	78%	61%	17%	Maintenance
Maintenance of local parks	85%	68%	17%	Parks and Recreation
Maintenance of streets in your neighborhood	66%	49%	17%	Maintenance
Maintenance of Downtown	78%	61%	17%	Maintenance
Efforts to keep you informed about local issues	62%	46%	16%	Major Categories
Effectiveness of communication	62%	47%	15%	Major Categories
Mowing and tree trimming along streets and other public areas	67%	53%	14%	Maintenance
Appearance of your community	70%	61%	9%	Perceptions
Efforts by local government in your area to prevent crime	65%	57%	8%	Major Categories
Number of parks in your community	74%	68%	6%	Parks and Recreation
Adequacy of street lighting in your community	61%	55%	6%	Maintenance
Visibility of police in neighborhoods	61%	57%	4%	Major Categories
Snow removal on major city streets	57%	56%	1%	Maintenance
Maintenance of street signs and traffic signals	71%	73%	-2%	Maintenance
Quality of the community's website	56%	60%	-4%	Major Categories
Police safety education programs	47%	53%	-6%	Major Categories
Registration process for programs	56%	70%	-14%	Parks and Recreation

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Overall quality of City streets (IS Rating=0. 1816)
- Overall effectiveness of City communication with the public (IS Rating=0. 1190)
- Overall flow of traffic & congestion management in City (IS Rating=0. 1180)

The table below shows the importance-satisfaction rating for all 12 major categories of City services that were rated.

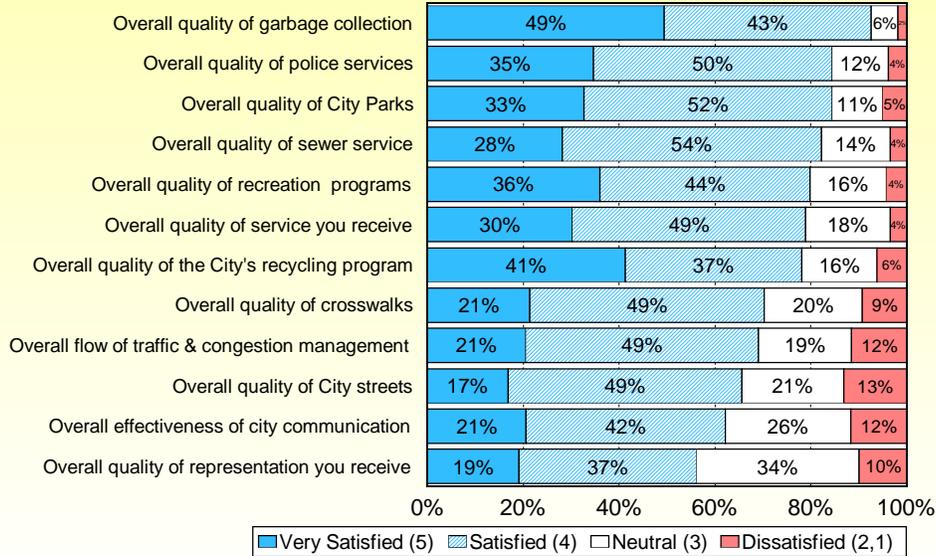
2017 Importance-Satisfaction Rating City of Fruita Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall quality of City streets	53%	1	66%	10	0.1816	1
Overall effectiveness of City communication with the public	31%	5	62%	11	0.1190	2
Overall flow of traffic & congestion management in City	38%	2	69%	9	0.1180	3
Medium Priority (IS <.10)						
Overall quality of representation you receive from City	22%	8	56%	12	0.0948	4
Overall quality of crosswalks	24%	6	70%	8	0.0725	5
Overall quality of police services	33%	3	84%	3	0.0518	6
Overall quality of City parks	32%	4	84%	2	0.0499	7
Overall quality of City recreation programs	24%	7	80%	5	0.0483	8
Overall quality of City’s recycling program	13%	9	78%	7	0.0293	9
Overall quality of service you receive from City employees	12%	10	79%	6	0.0247	10
Overall quality of sewer service	9%	11	82%	4	0.0162	11
Overall quality of garbage collection	5%	12	93%	1	0.0039	12

Section 1

Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

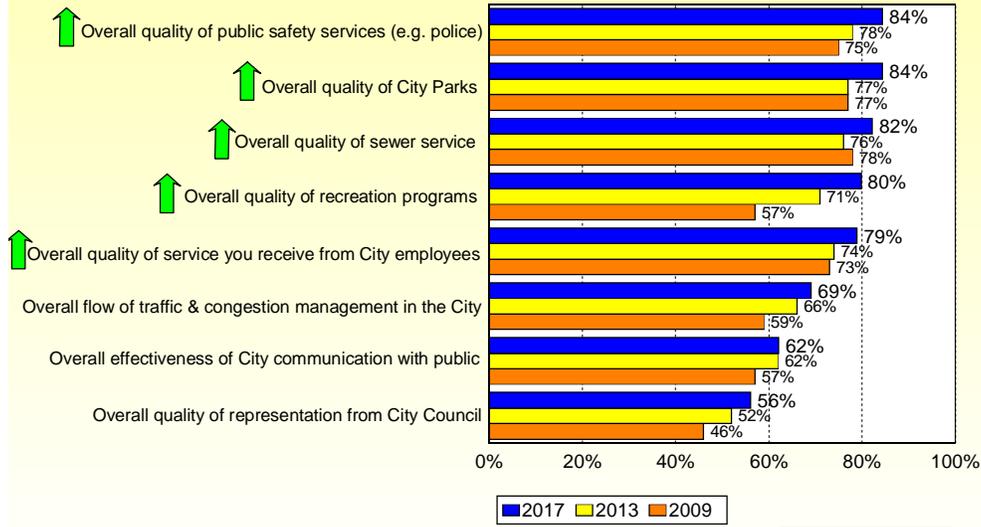
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q1. Overall Satisfaction With City Services by Major Category - 2009 vs. 2013 vs. 2017

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 (2017 - Fruita, CO)

TRENDS

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

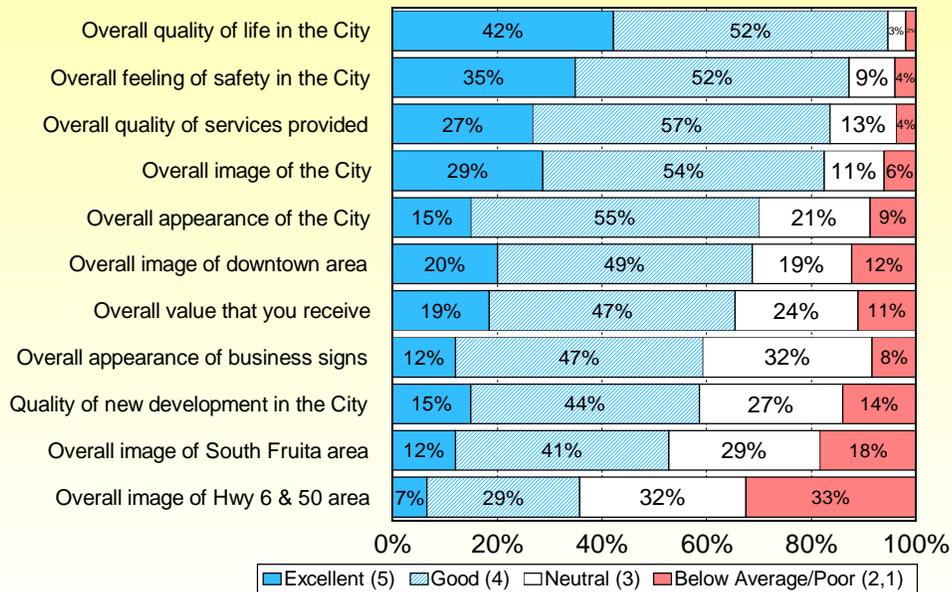
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q3. Perception That Residents Have of the City

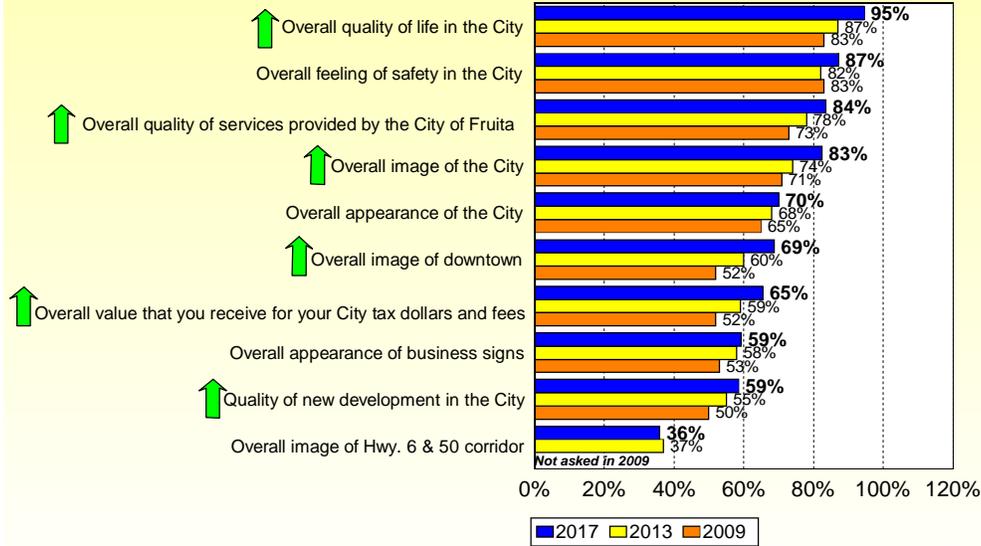
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q3. Perception That Residents Have of the City - 2009 vs. 2013 vs. 2017

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

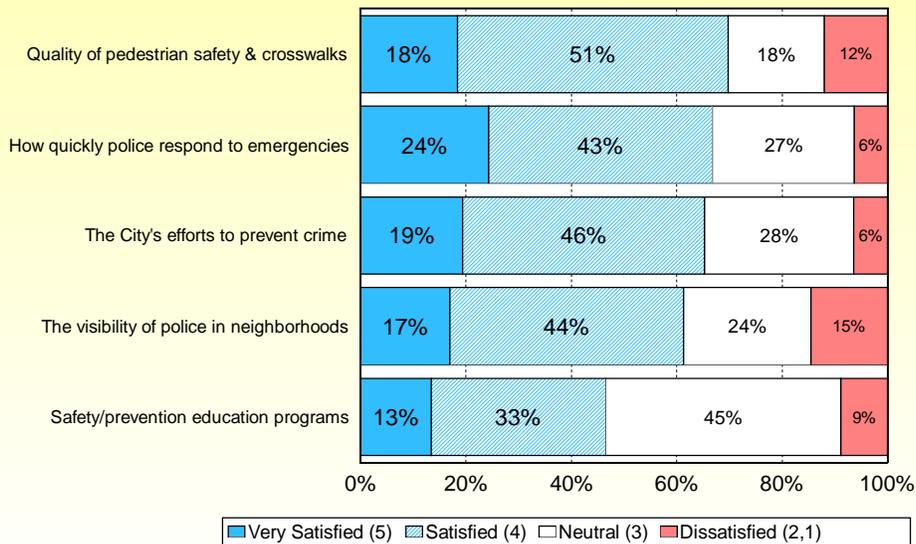


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

Q4. Satisfaction with Various Aspects of Public Safety

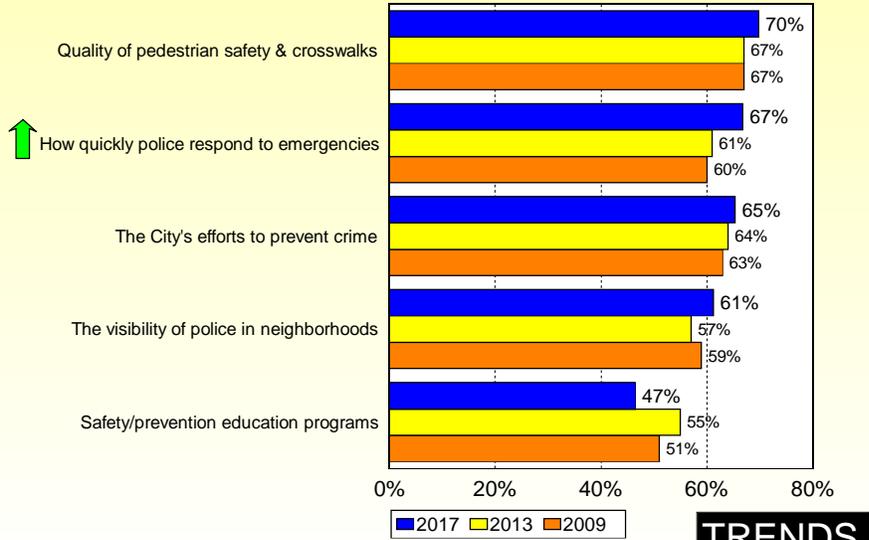
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

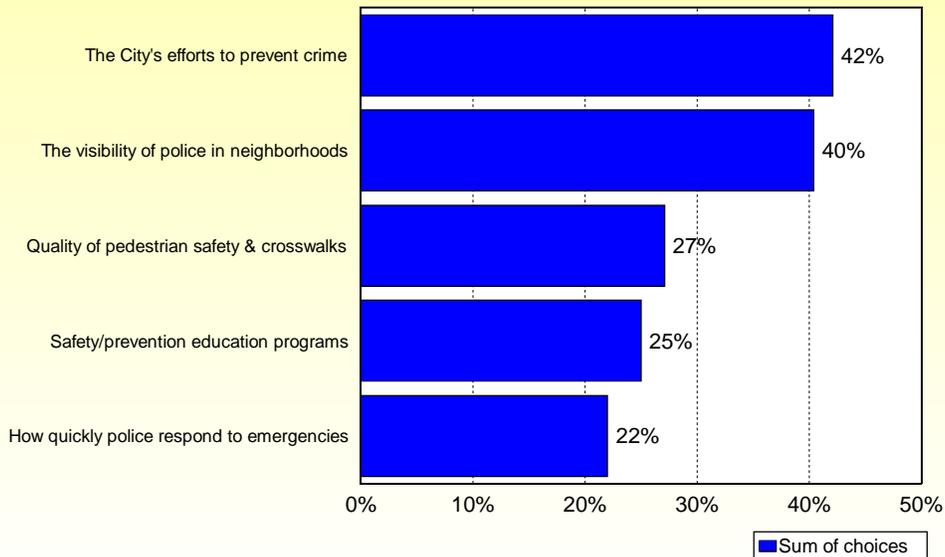
Q4. Satisfaction with Various Aspects of Public Safety - 2009 vs. 2013 vs. 2017

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



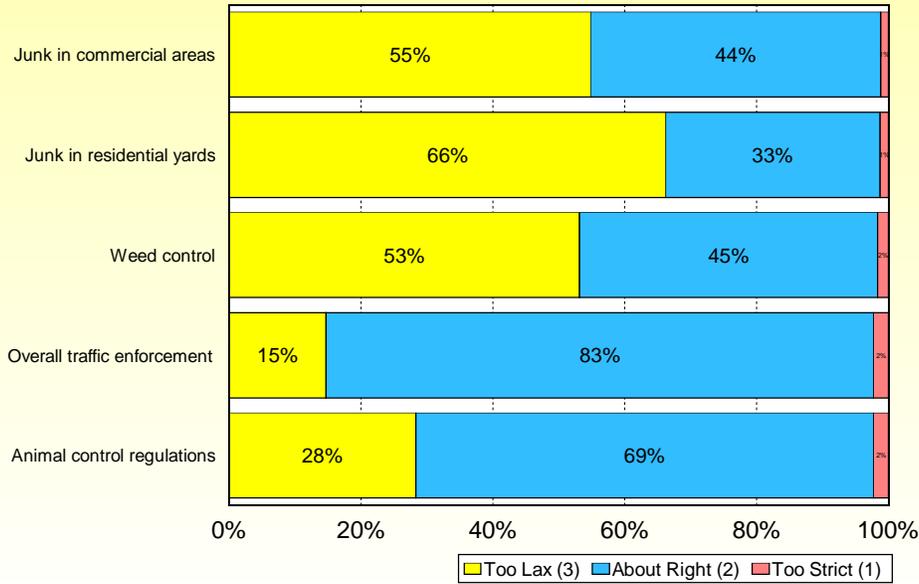
Q5. Public Safety Items That Should Receive the Most Emphasis Over the Next Two Years

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



Q6. Opinion About the Level of Code Enforcement

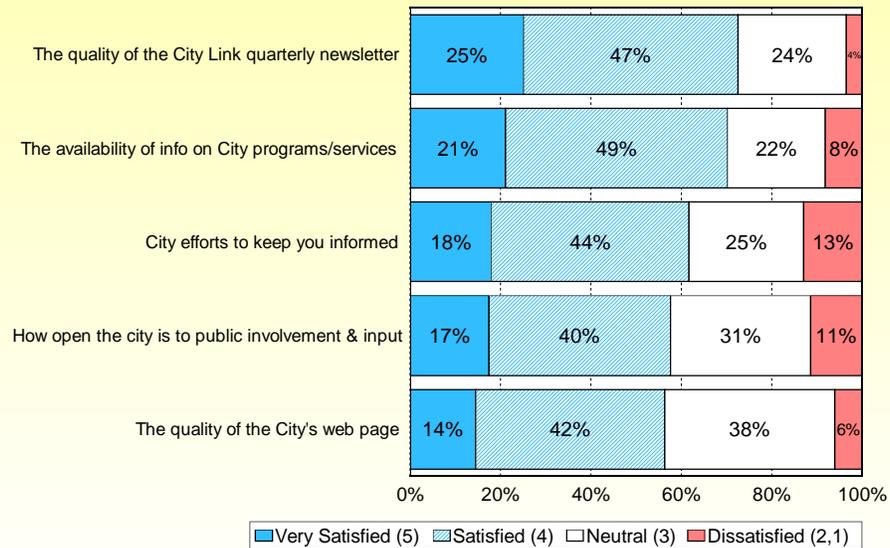
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q7. Satisfaction with Various Aspects of City Communication

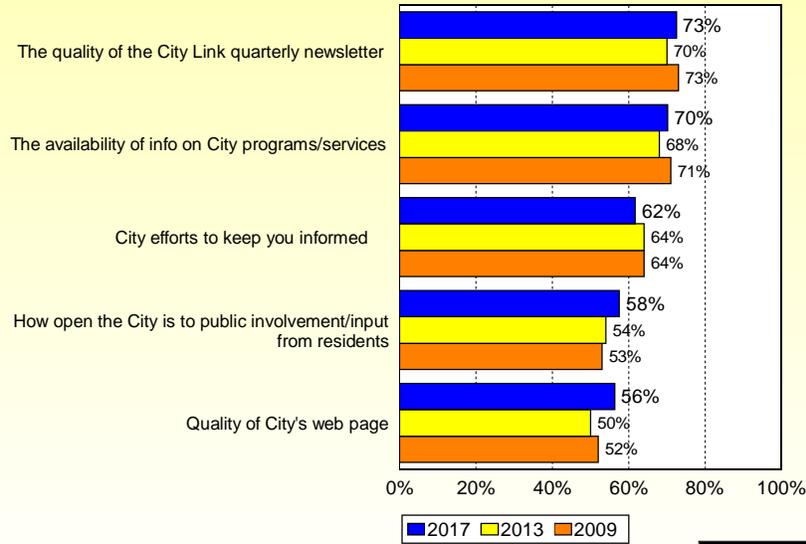
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q7. Satisfaction with Various Aspects of City Communication - 2009 vs. 2013 vs. 2017

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

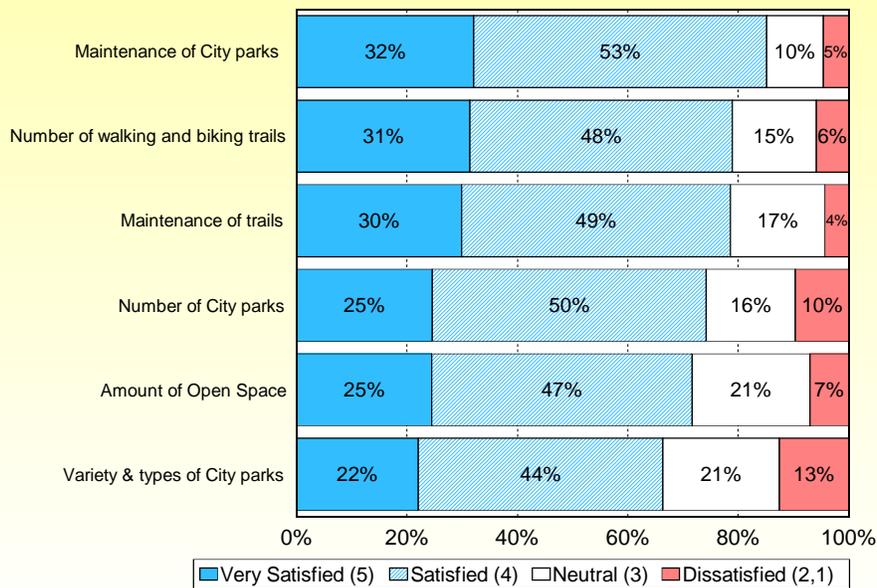


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

Q8. Satisfaction with Various Aspects of Parks

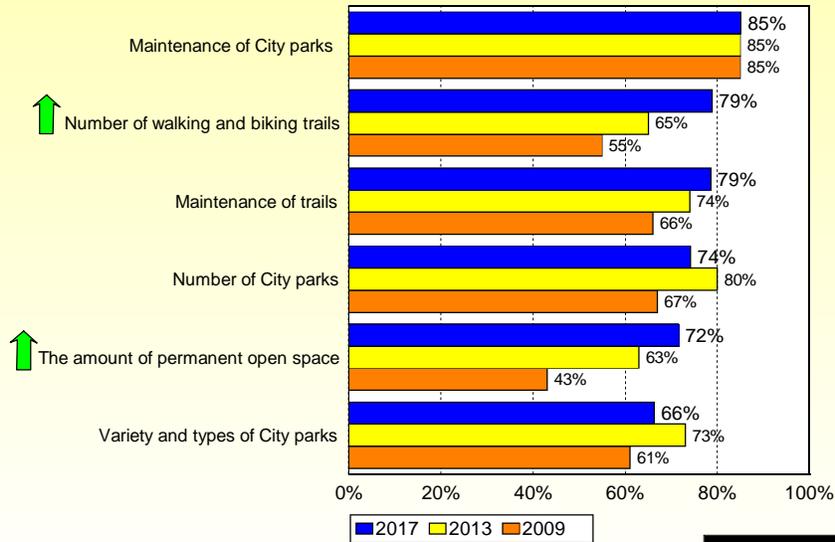
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q8. Satisfaction with Various Aspects of Parks - 2009 vs. 2013 vs. 2017

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

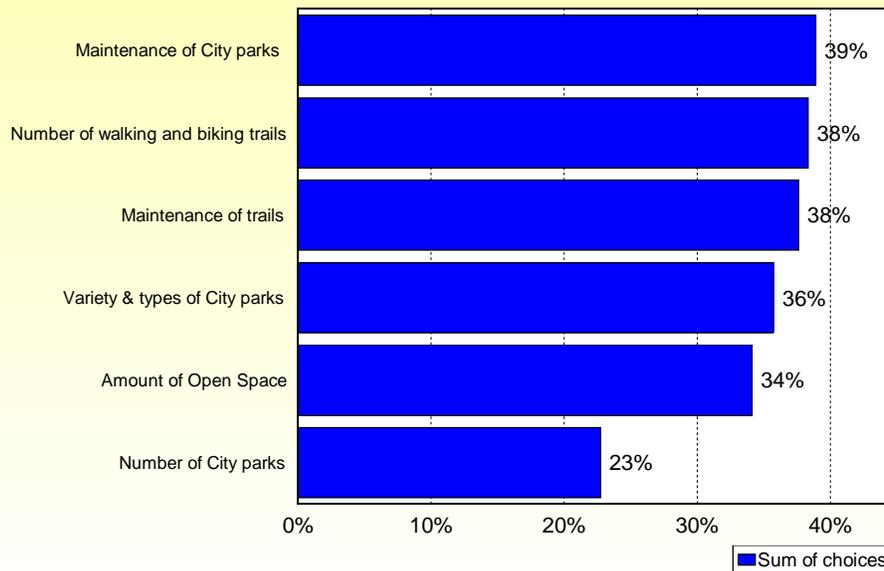


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

Q9. Parks Services That Should Receive the Most Emphasis Over the Next Two Years

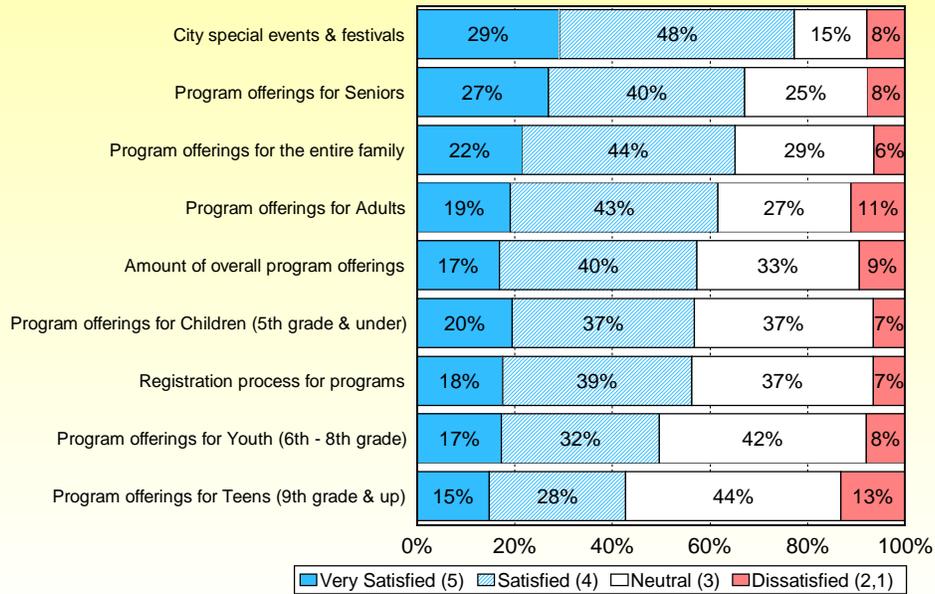
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q10. Satisfaction with Various Aspects of Recreation

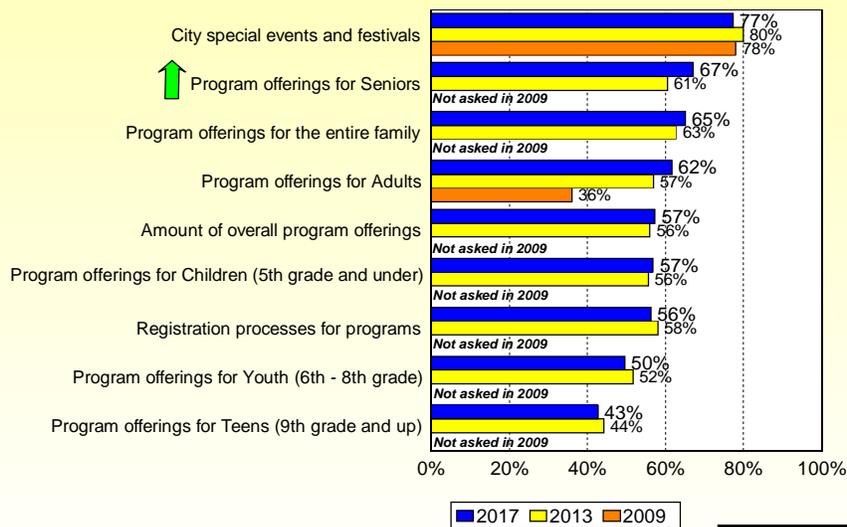
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q10. Satisfaction with Various Aspects of Recreation - 2009 vs. 2013 vs. 2017

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

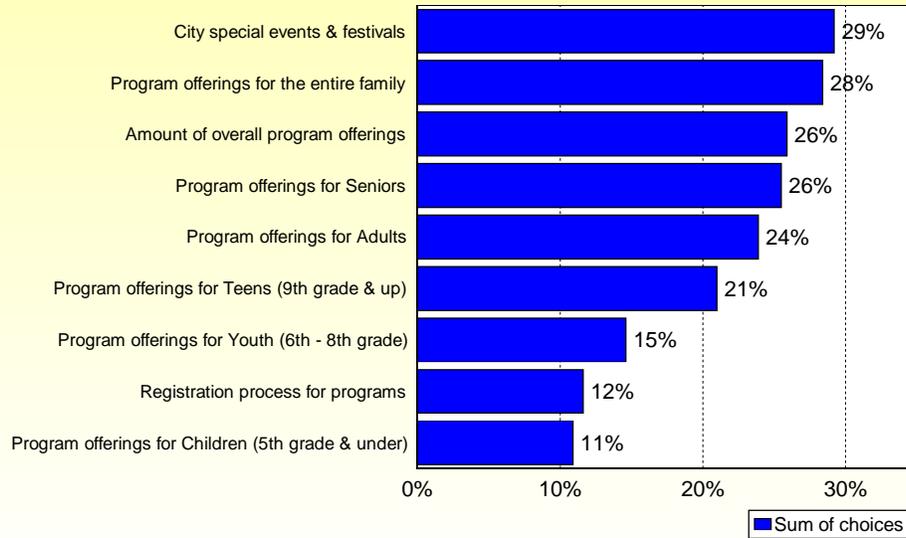


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

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

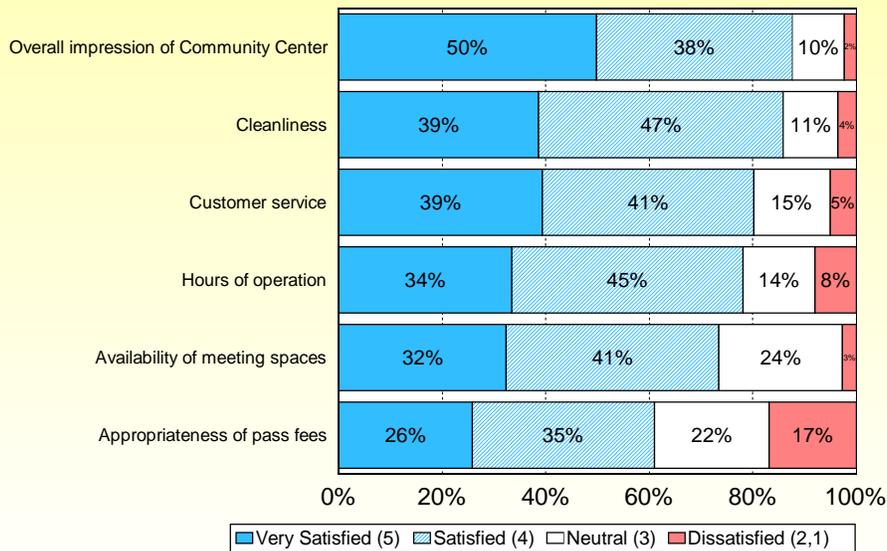
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q12. Satisfaction with Various Aspects of the Community Center

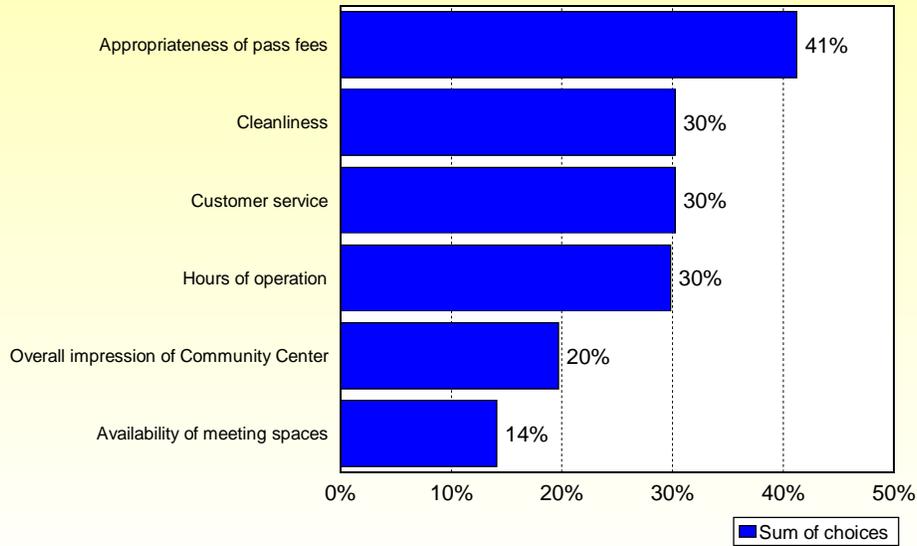
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q13. Community Center Items That Should Receive the Most Emphasis Over the Next Two Years

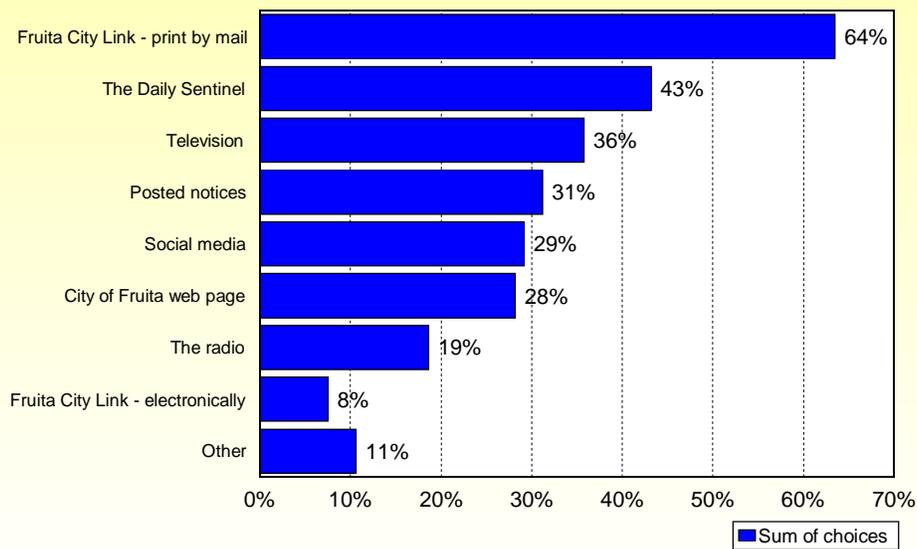
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q14. What are your primary sources of information about activities and services in your community?

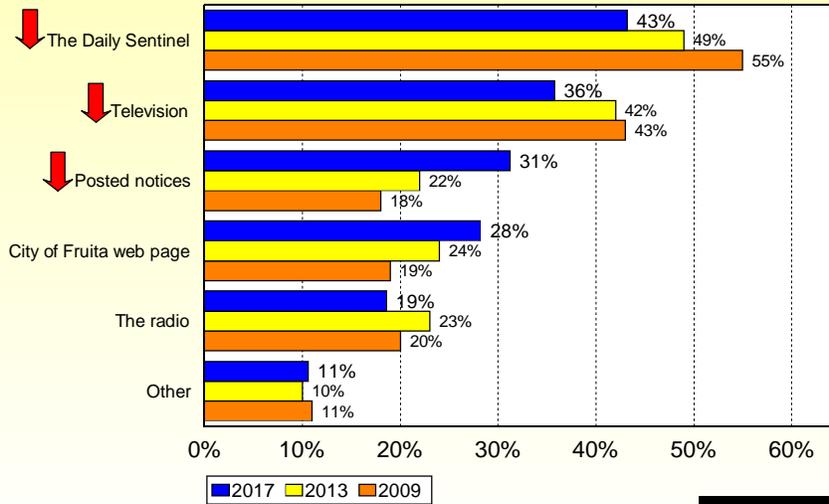
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q14. What are your primary sources of information about activities and services in your community? - 2009 vs. 2013 vs. 2017

by percentage of respondents (multiple selections could be made)

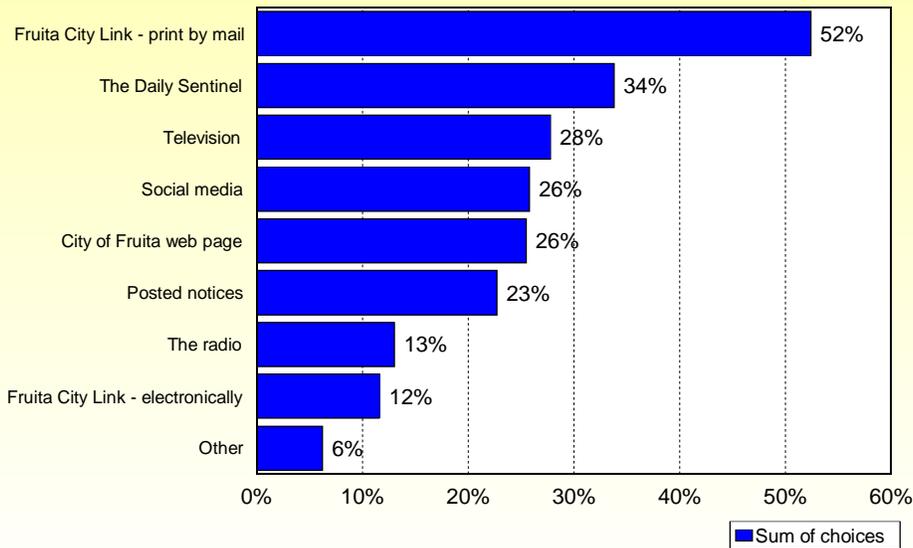


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

Q15. Most Preferred Ways to Learn About Activities and Services in the Community

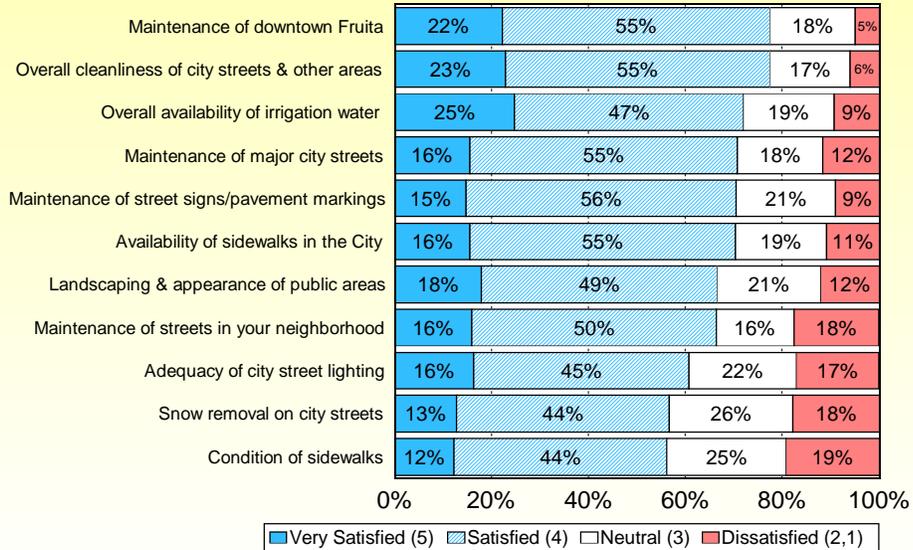
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q16. Satisfaction with Various Aspects of Public Works

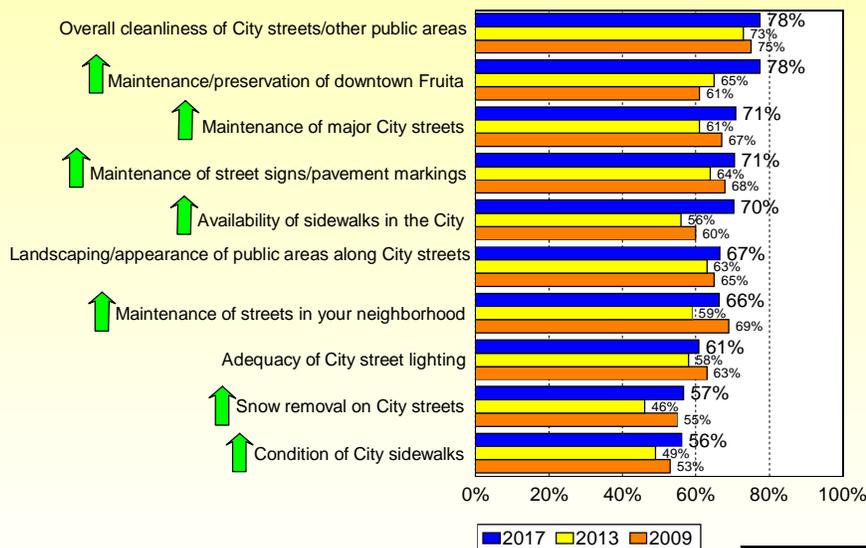
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q17. Satisfaction with Various Aspects of Public Works - 2009 vs. 2013 vs. 2017

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

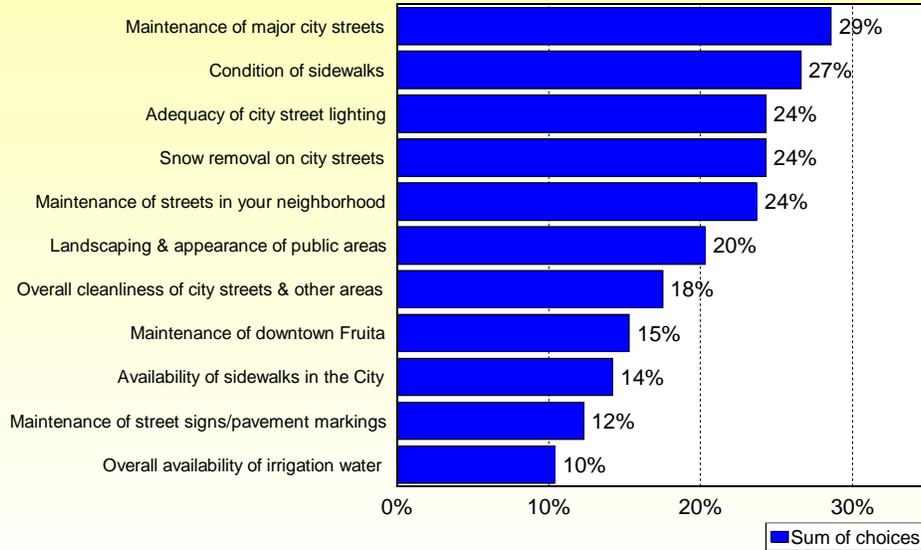


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

Q17. Public Works Items That Should Receive the Most Emphasis Over the Next Two Years

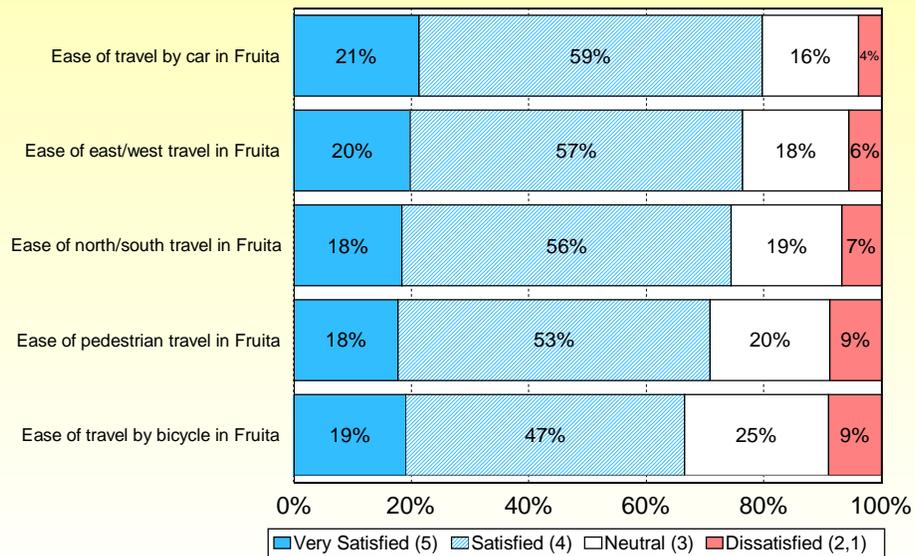
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q18. Satisfaction with Various Aspects of Traffic Flow and Transportation

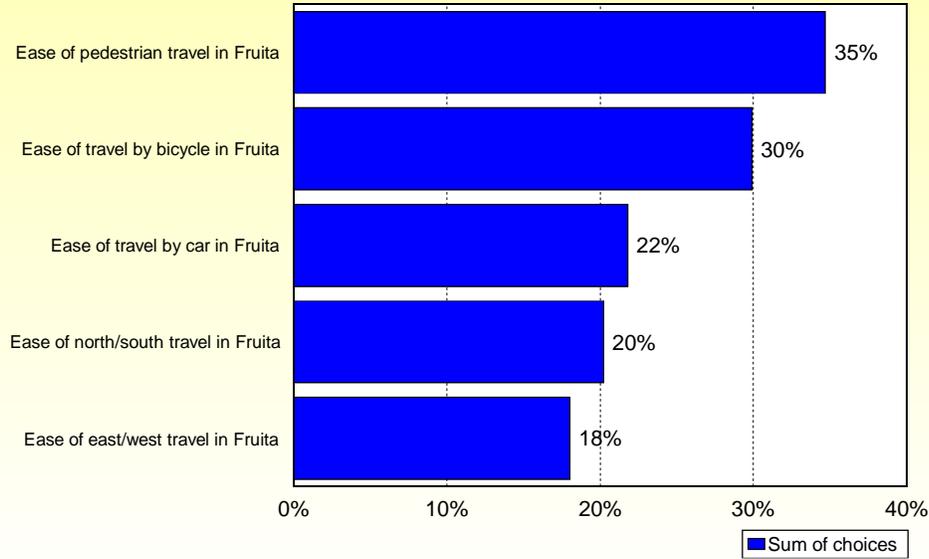
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q19. Traffic Flow/Transportation Items That Should Receive the Most Emphasis Over the Next Two Years

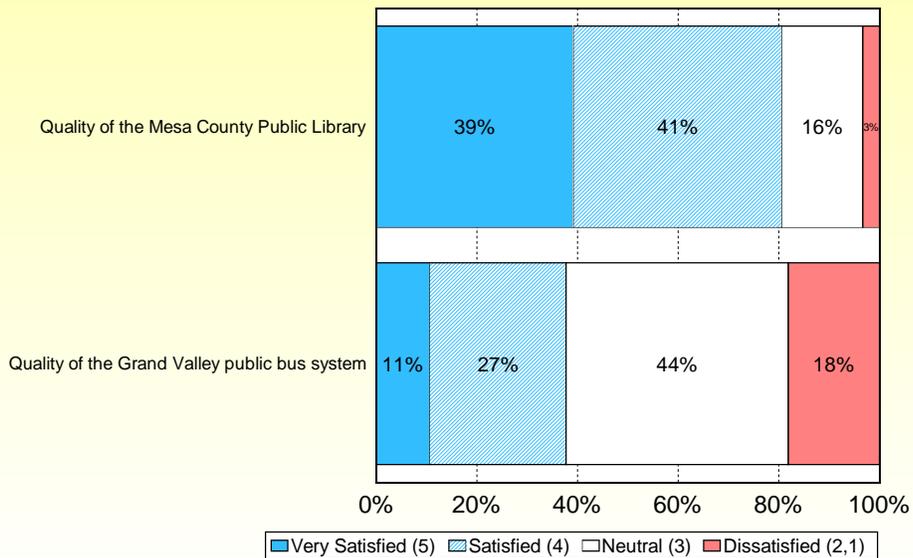
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q20. Satisfaction with Various Aspects of General Issues

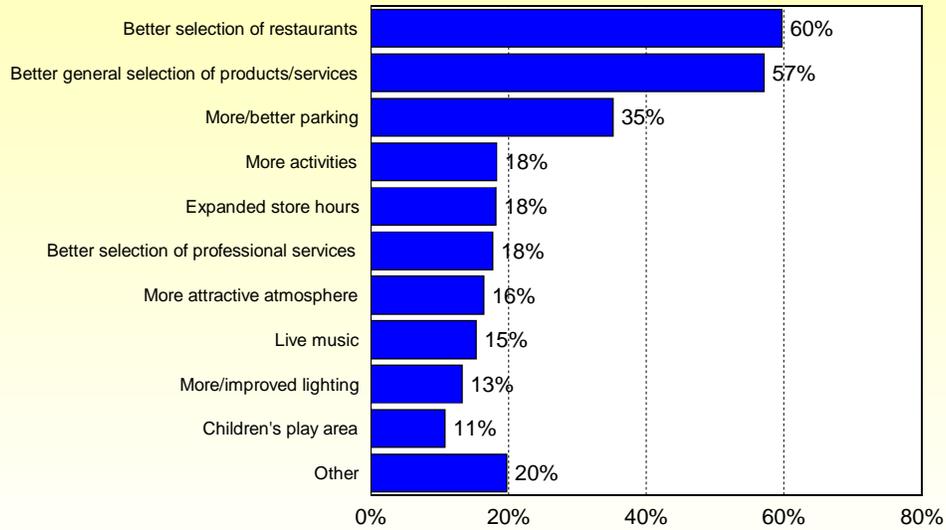
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q21. What would encourage you to shop in Fruita more often?

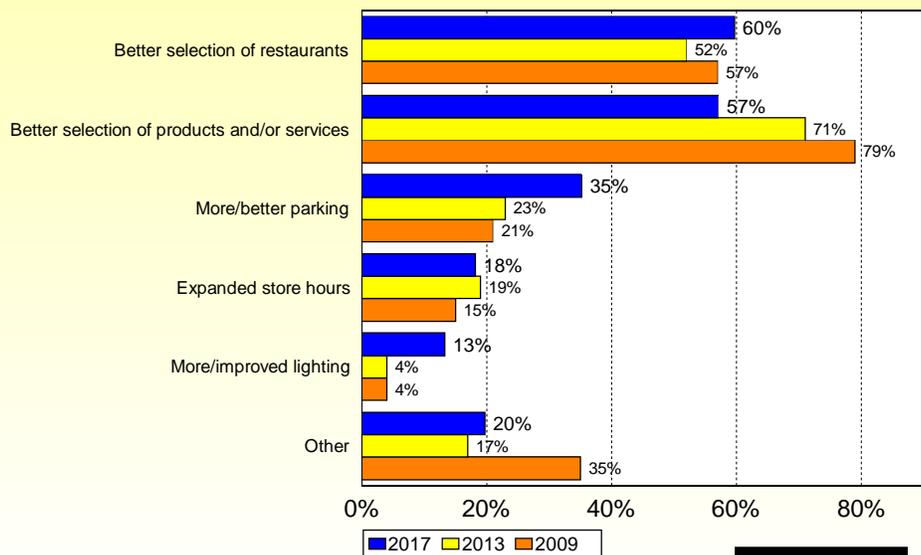
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q21. What would encourage you to shop in Fruita more often? - 2009 vs. 2013 vs. 2017

by percentage of respondents (multiple selections could be made)

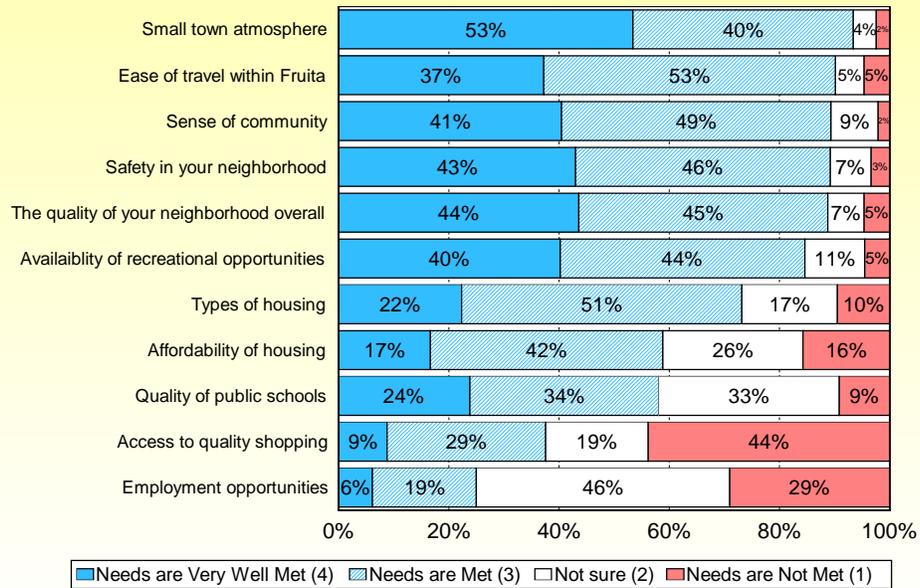


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

Q22. Reasons to Live in Fruita

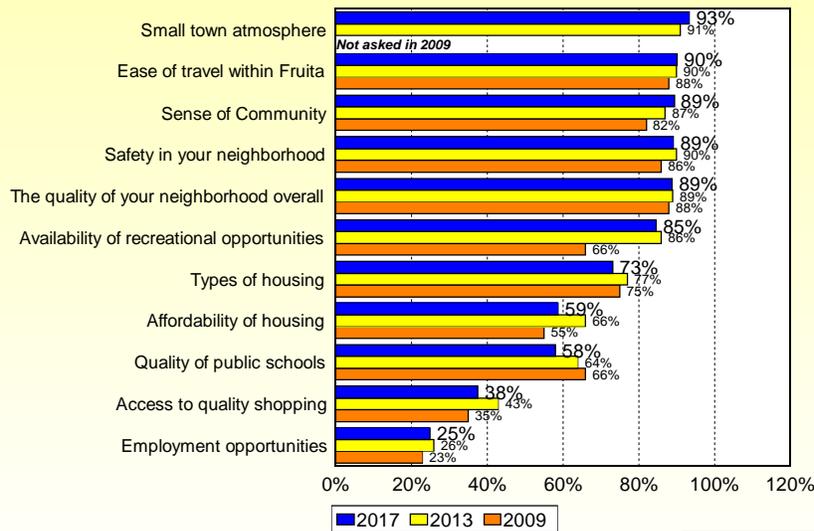
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q22. Reasons to Live in Fruita - 2009 vs. 2013 vs. 2017

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

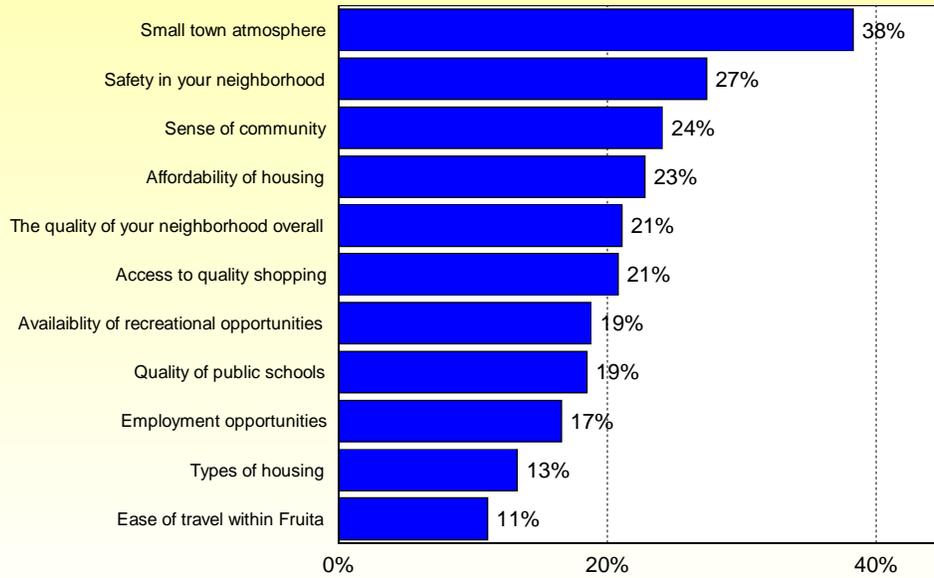


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

TRENDS

Q23. Most Important Reasons to Live in Fruita

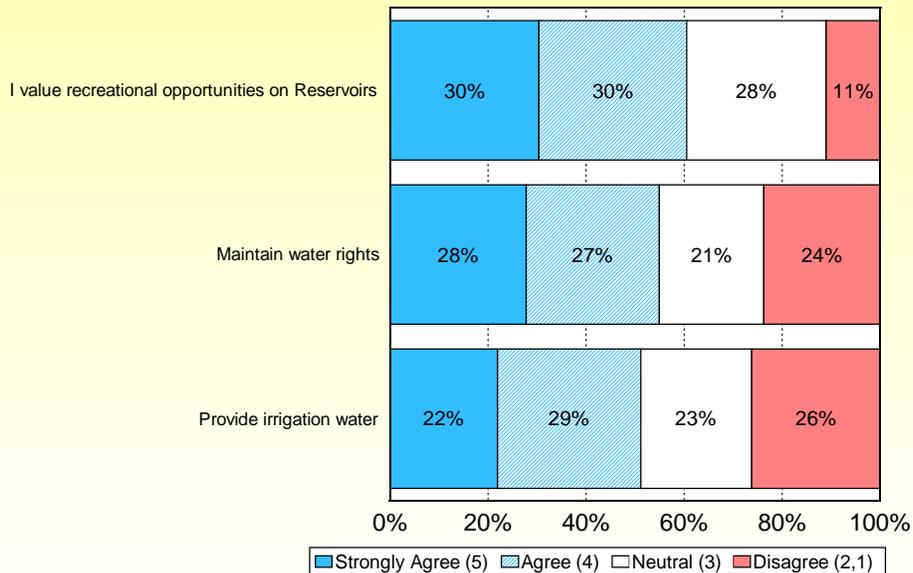
by percentage of respondents who selected the item as one of their top three choices



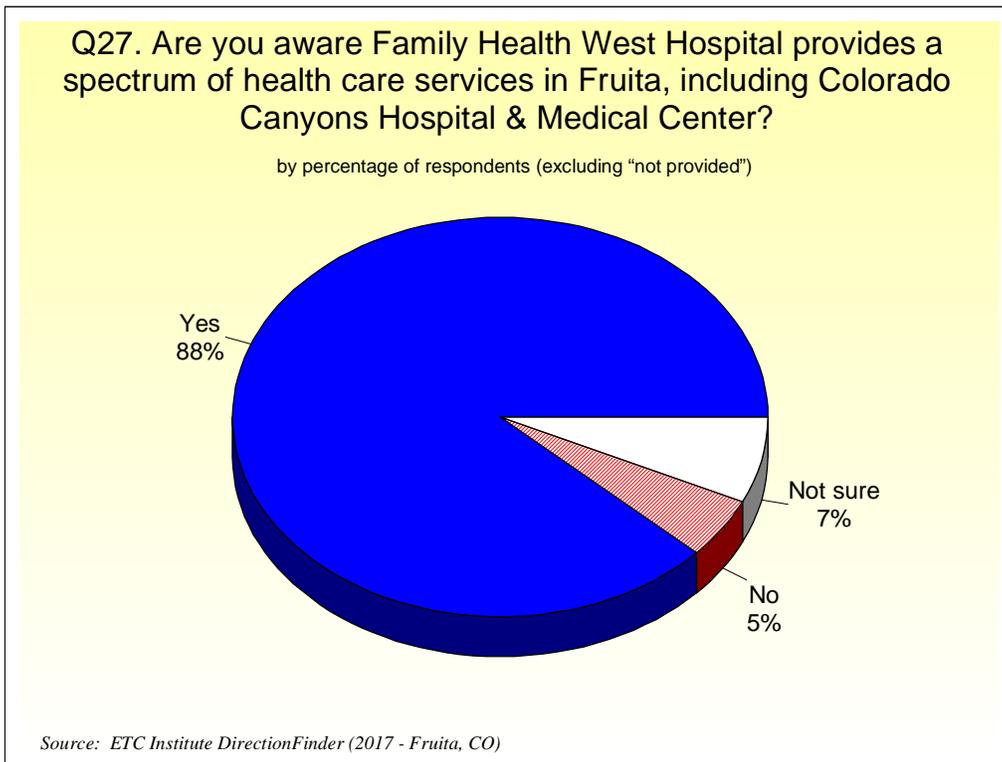
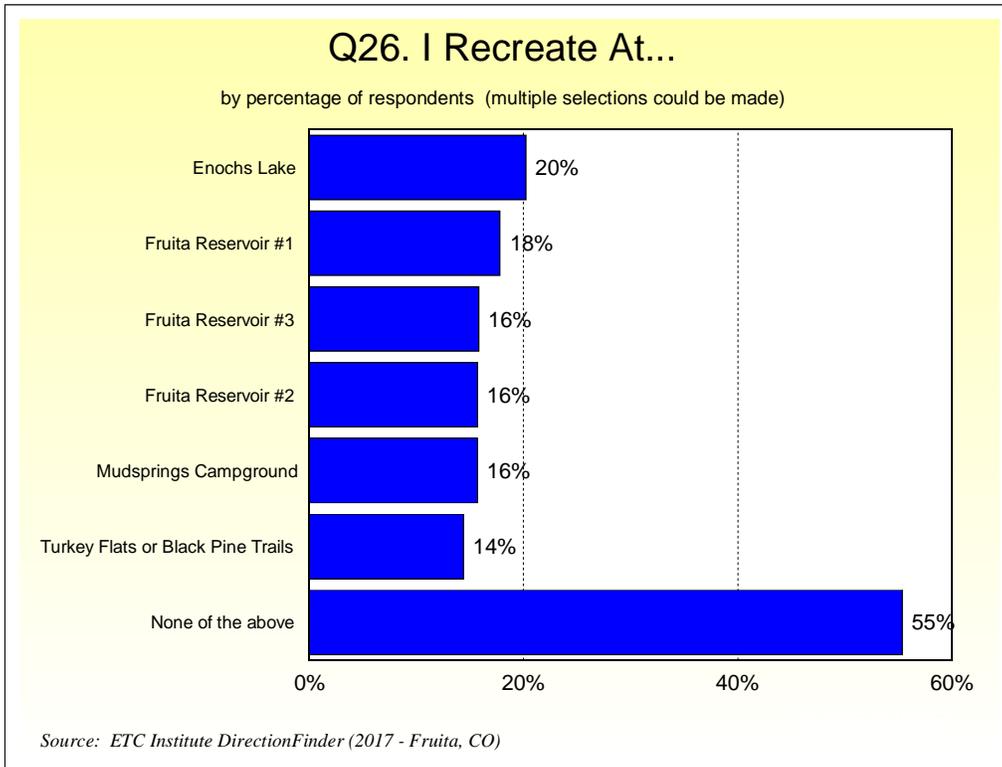
Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q25. Agreement with Various Statements Regarding Mountain Water

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

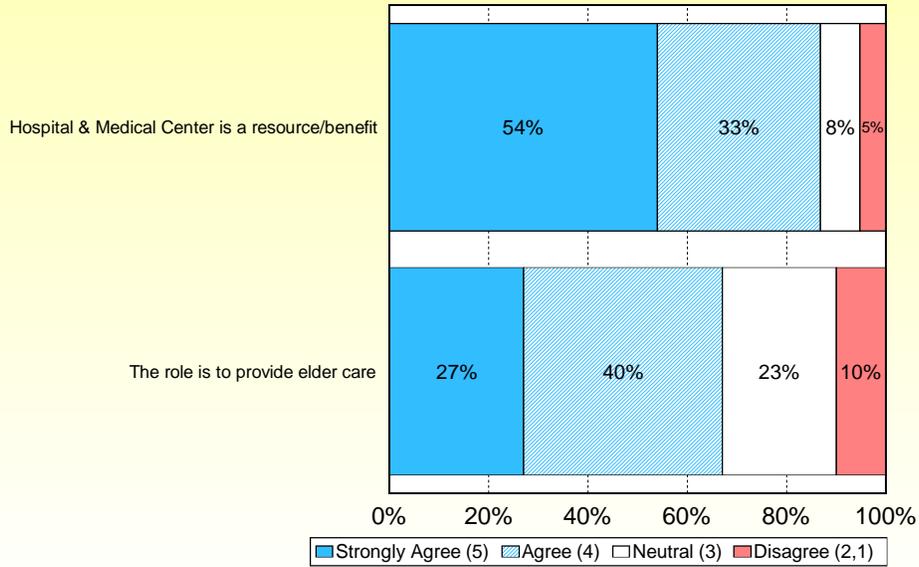


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)



Q28. Agreement with Various Statements

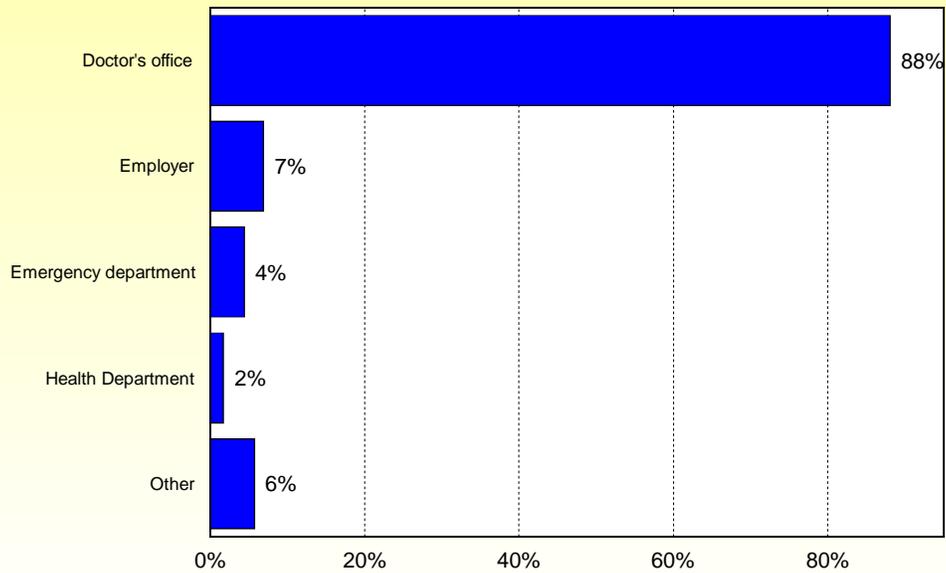
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q29. Where do you get your routine health care?

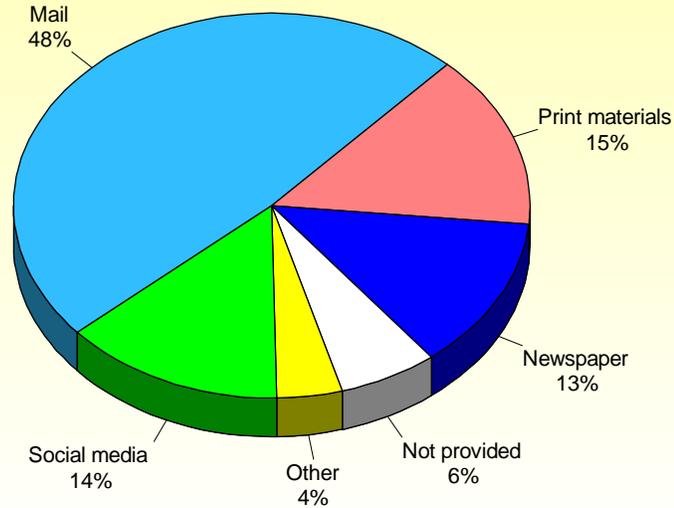
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q30. What is the best way to share healthcare information with you?

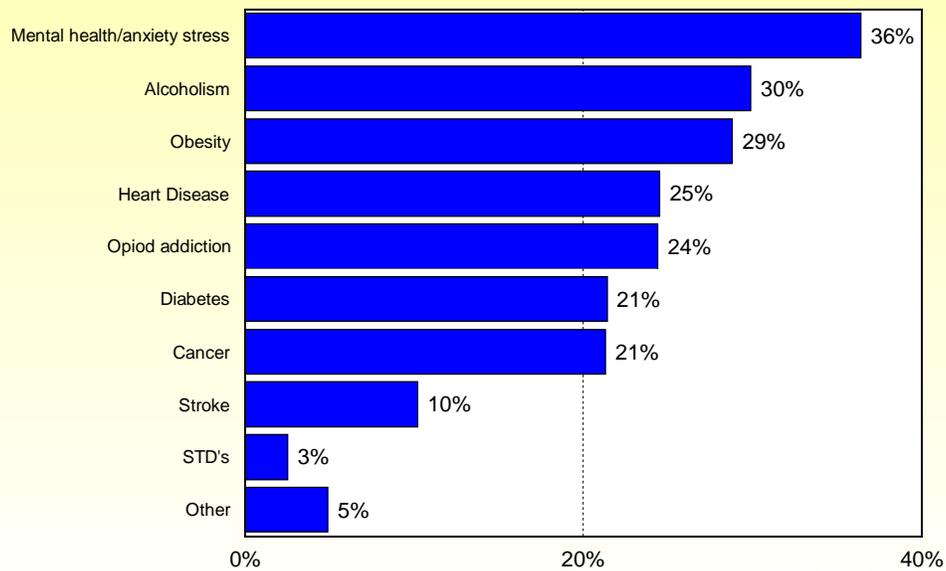
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q31. Which health conditions do you feel are the biggest concerns in Fruita?

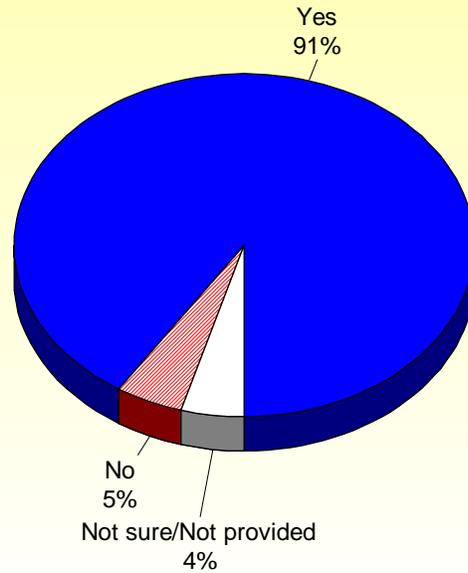
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q32. Do you have medical insurance?

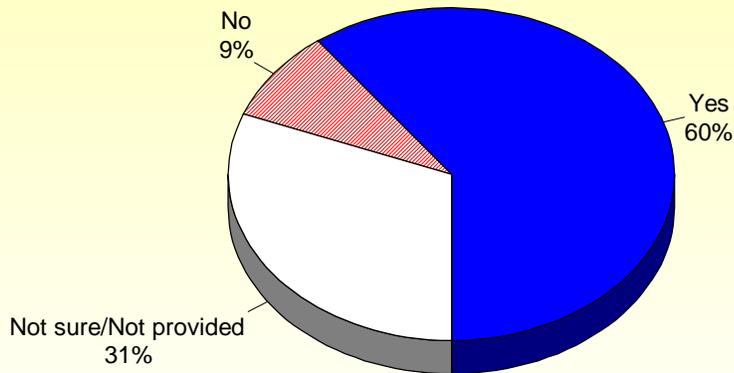
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q33. Are Colorado Canyons Hospital & Medical Center and services provided by Family Heealth West a covered service with your medical insurance plan?

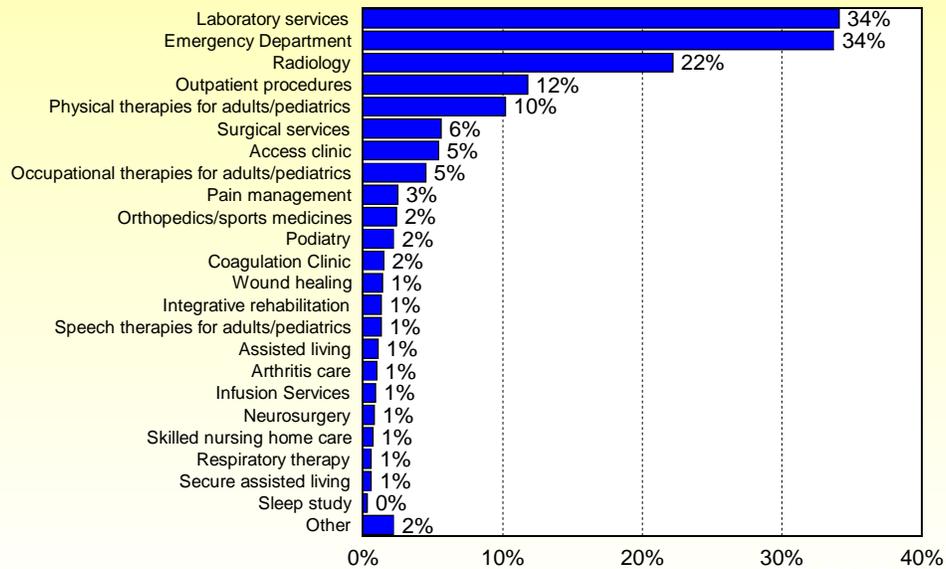
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q34. Which of the following services have you used at Colorado Canyons Hospital & Medical Center in the past 12 months?

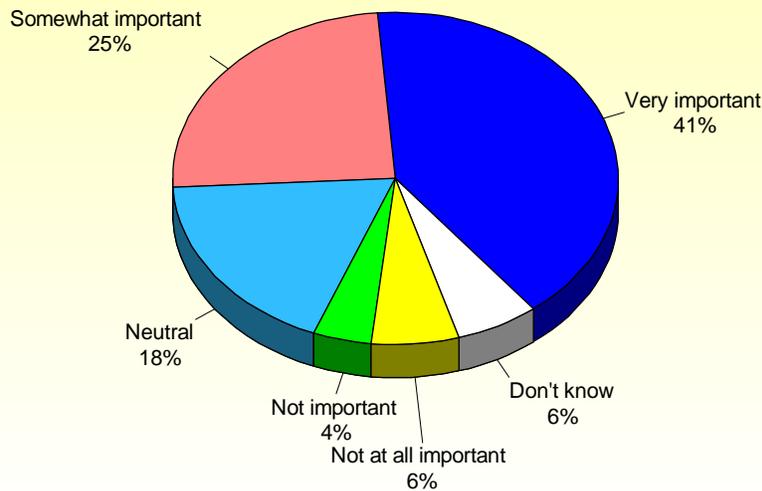
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q36. How important is Family Health West/Colorado Canyons Hospital & Medical Center to you and your household?

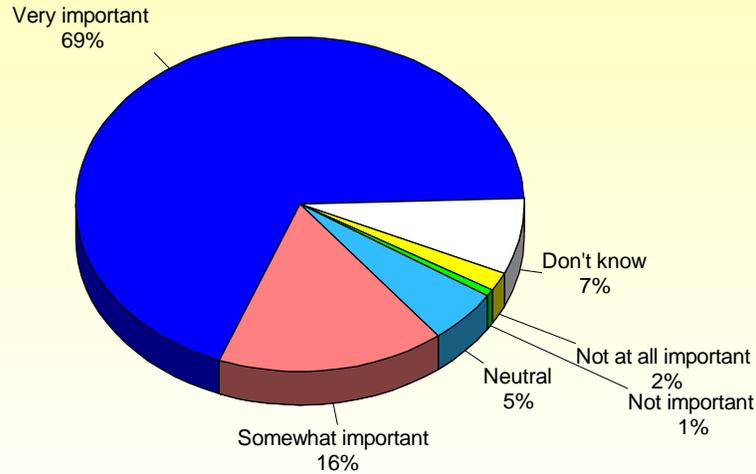
by percentage of respondents excluding "not provided"



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q37. How important is Family Health West/Colorado Canyons Hospital & Medical Center to the community?

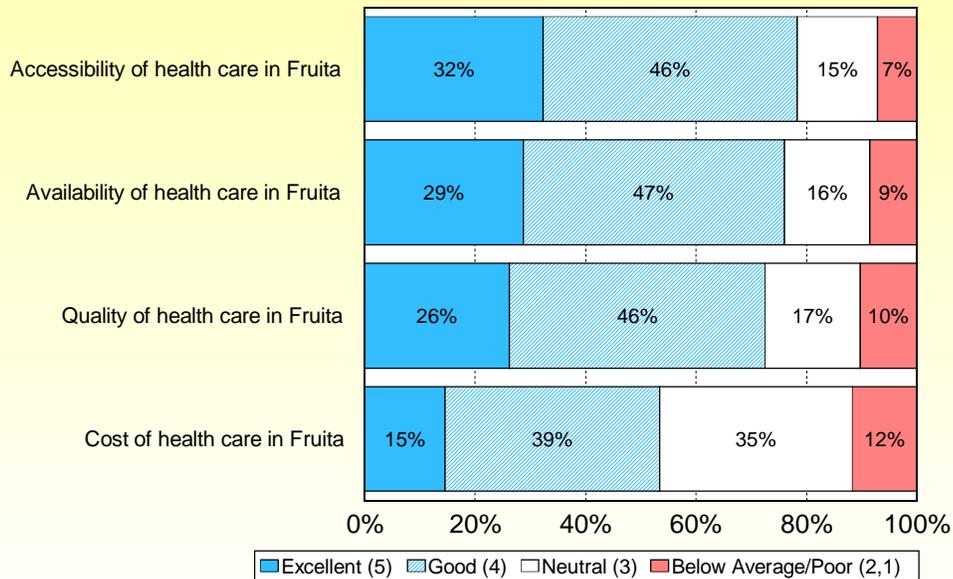
by percentage of respondents excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q38. Perception That Residents Have of Health Care

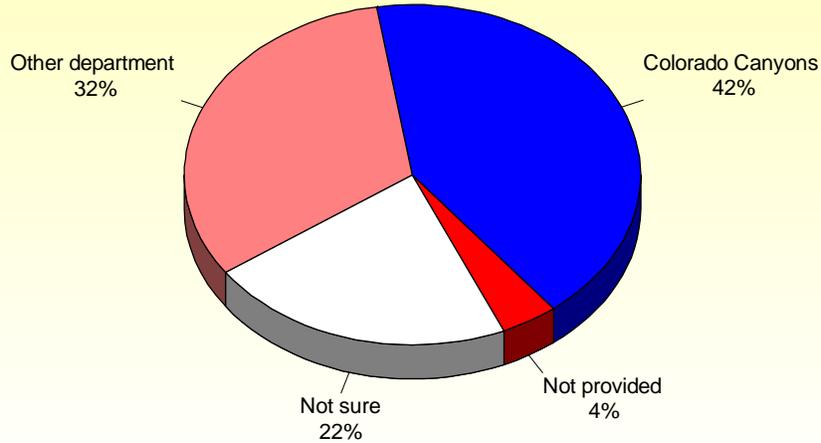
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q39. Do you prefer to use the emergency department at Colorado Canyons Hospital & Medical Center in Fruita, or do you prefer another emergency department in Grand Junction?

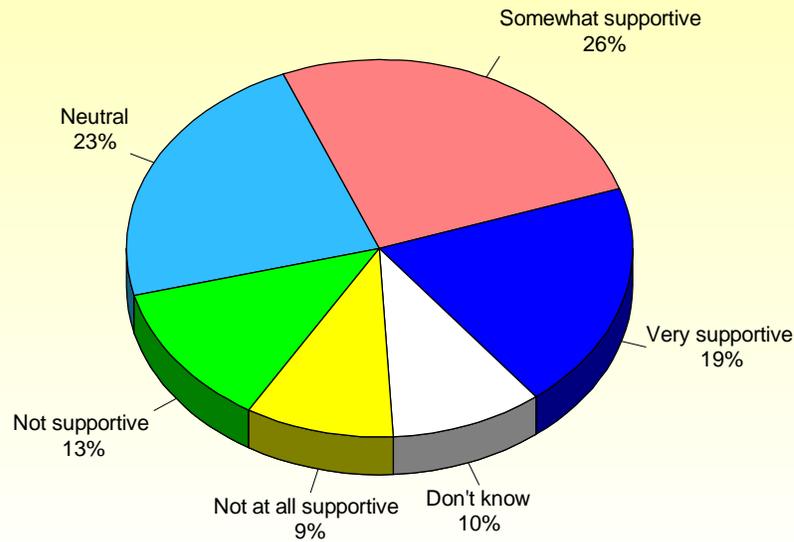
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q40. How supportive are you of a nominal tax increase that supports programs for youth, ages 9 to 26 years old?

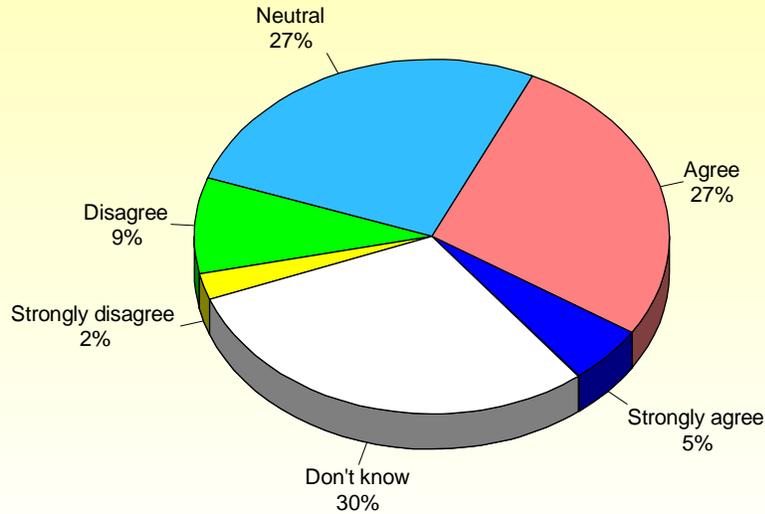
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q41. Level of Agreement That "Fruita Has Opportunities For Youth (Ages 9-25) involvement."

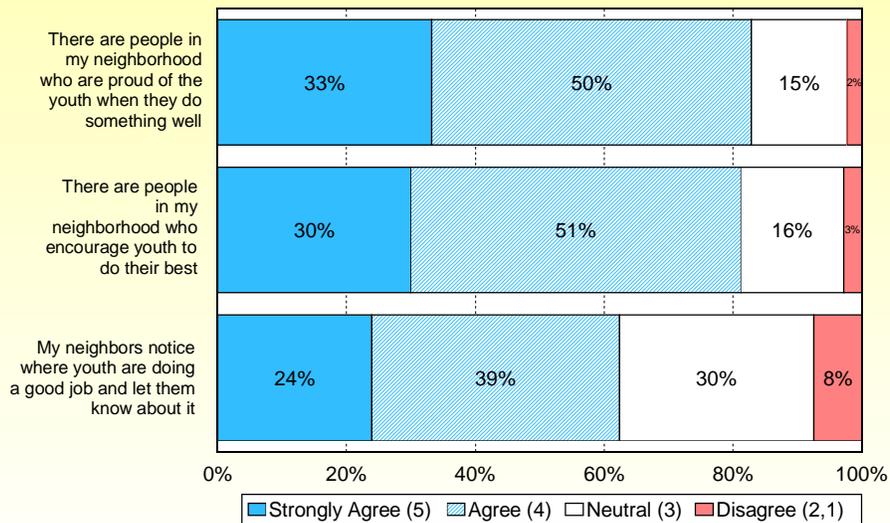
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q42. Agreement with Various Statements About Your Neighborhood

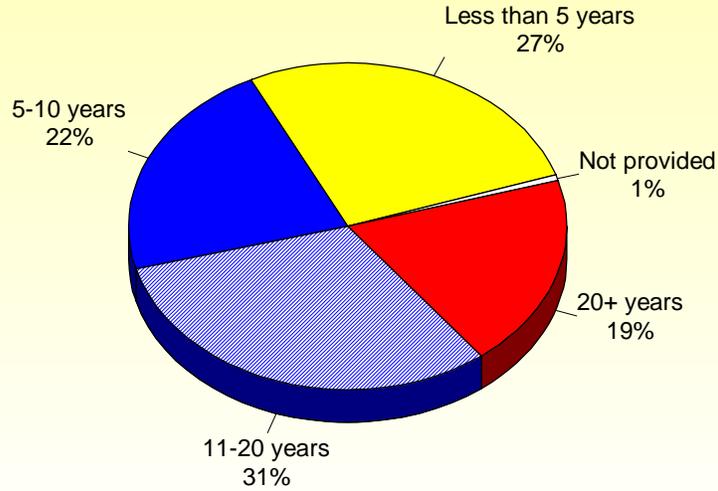
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q43. Demographics: Approximately how many years have you lived in the City of Fruita?

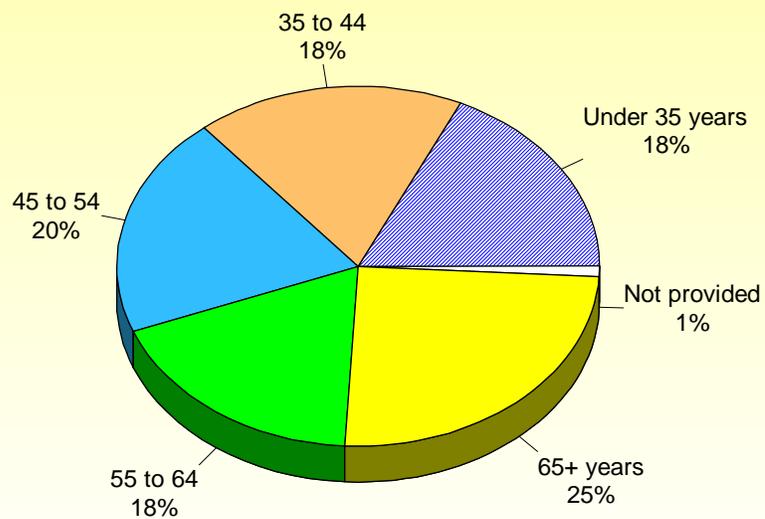
by percentage of respondents



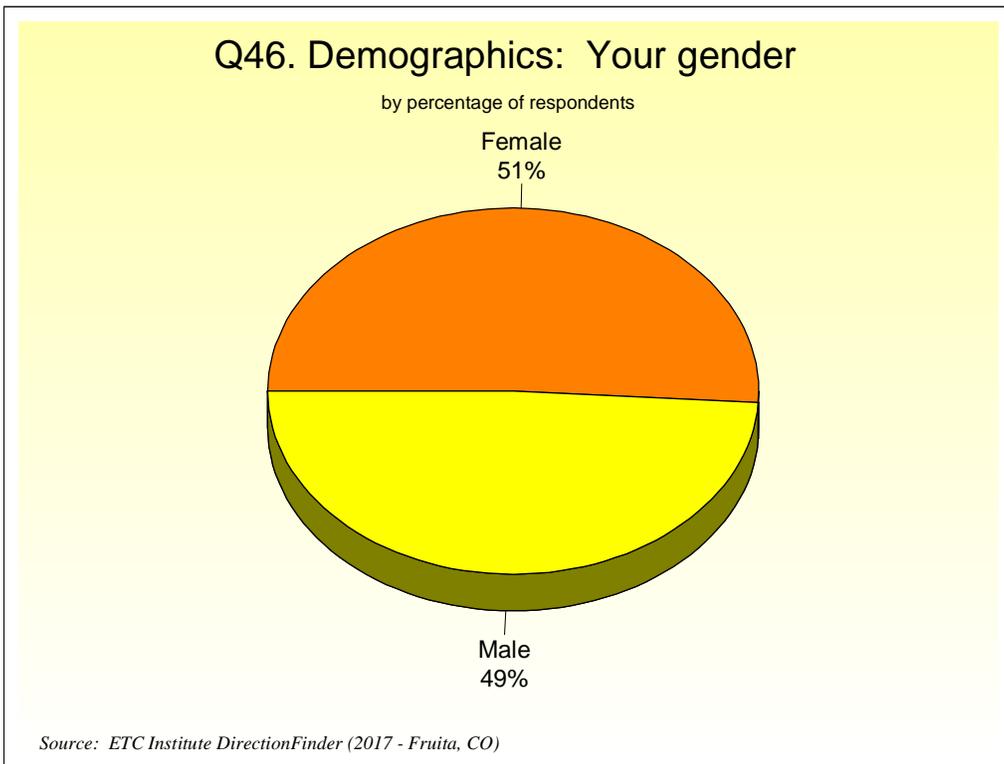
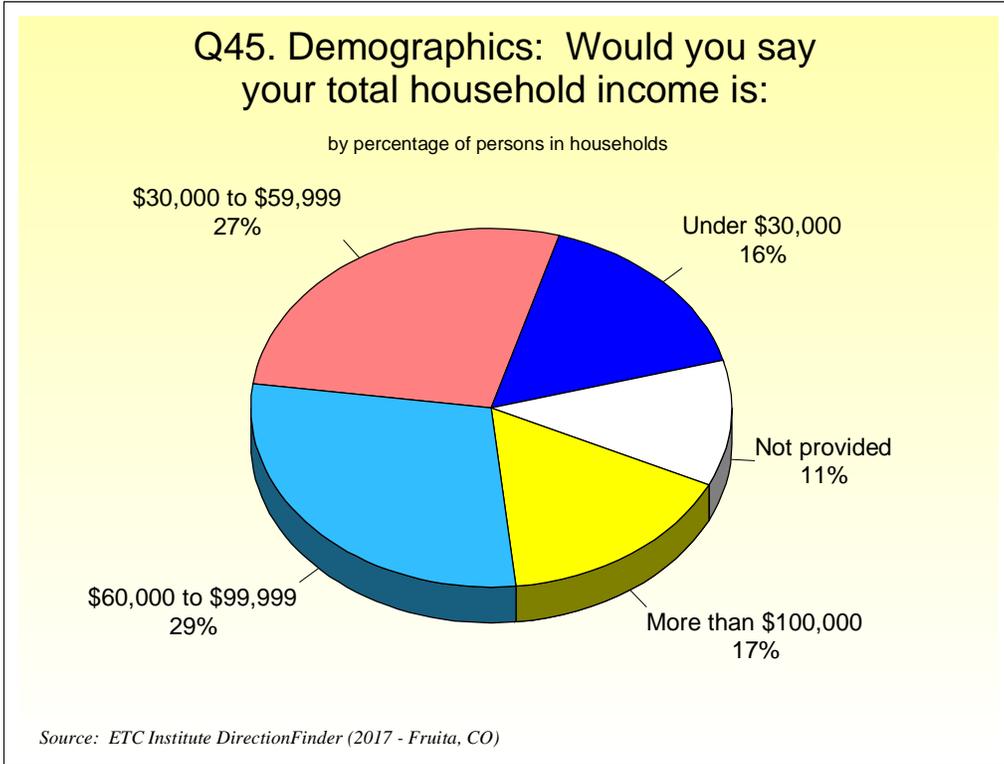
Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q44. Demographics: What is your age?

by percentage of residents



Source: ETC Institute DirectionFinder (2017 - Fruita, CO)



Section 2

Benchmarking Analysis



Benchmarking Summary Report

City of Fruita, Colorado

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. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of more than 500 residents across the United States and (2) a survey administered to more than 1600 residents living communities with a population under 30,000.

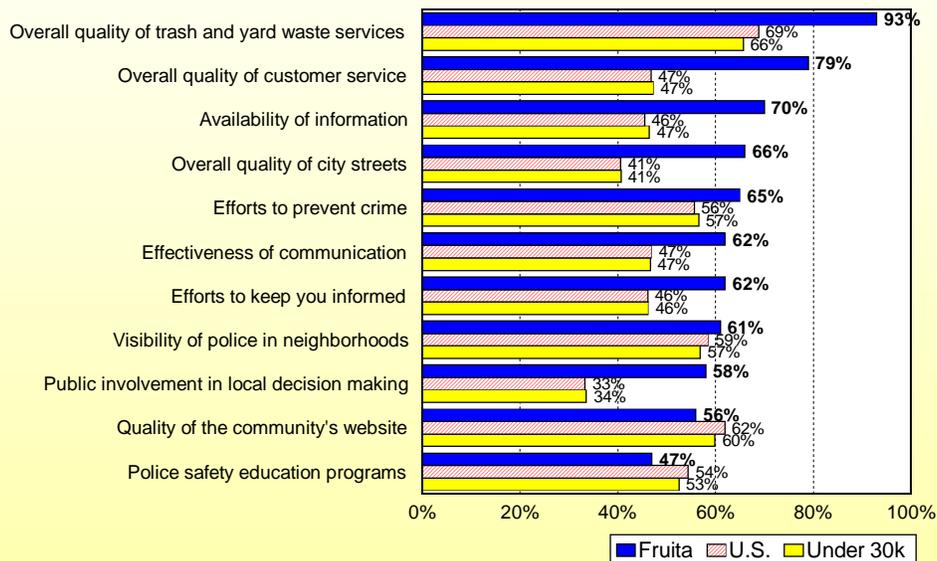
The charts on the following pages show how the overall results for Fruita compare to the U.S. and small community averages based on the results of the 2016 surveys that were administered by ETC institute. Fruita's results are shown in blue, the U.S. averages are shown in red, and the National averages for communities with 30,000 or less residents are shown in yellow.

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 is not authorized without written consent from ETC Institute.

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

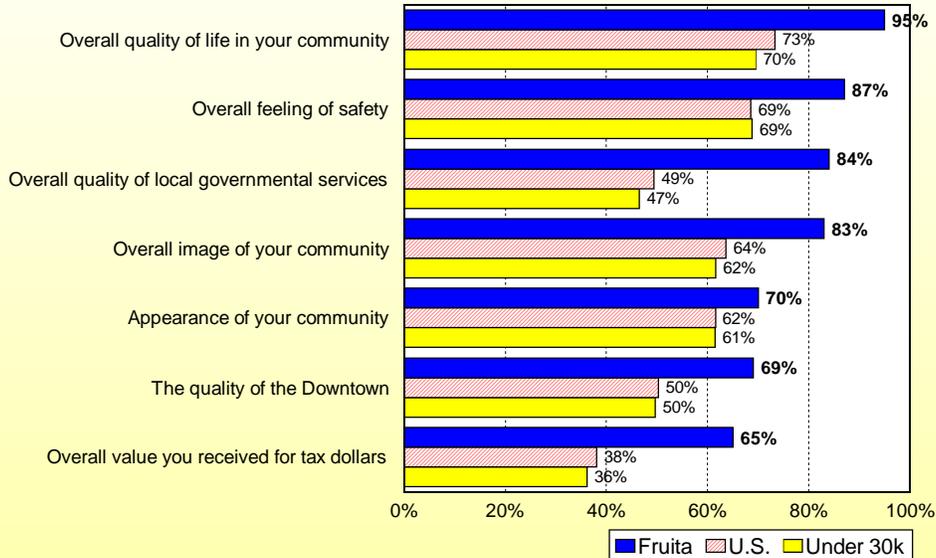
by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows)



Source: ETC Institute Survey (2017 - Fruita, CO)

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

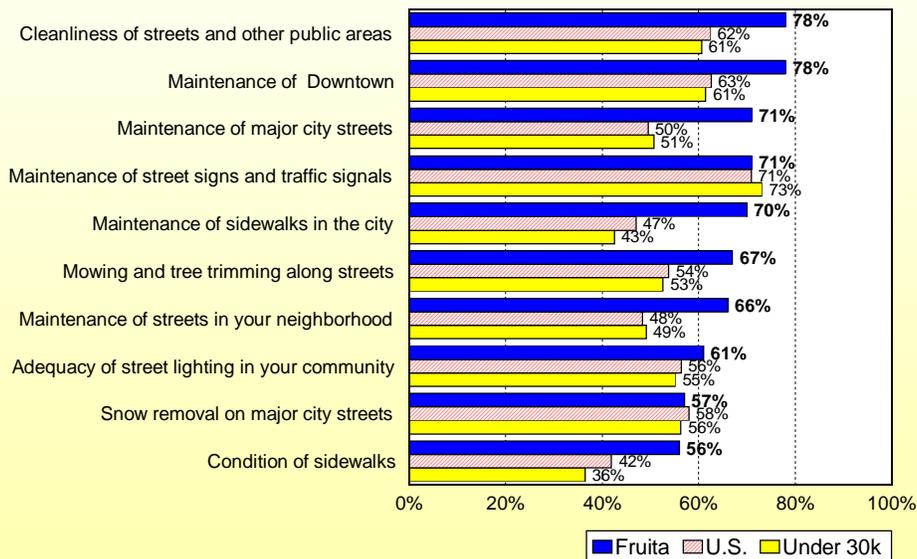
by percentage of respondents who rated the item 5 or 4 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: ETC Institute Survey (2017 - Fruita, CO)

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

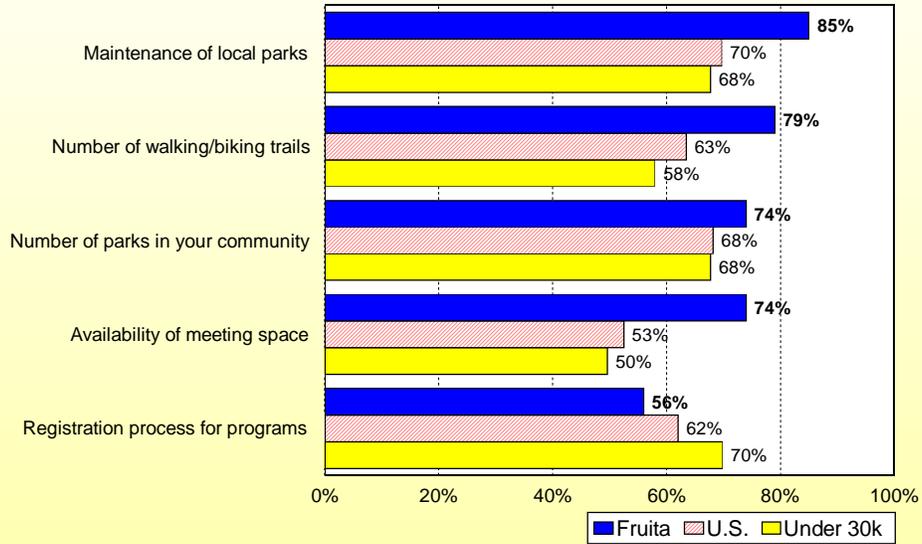
by percentage of respondents who rated the item 5 or 4 on a 5-point scale
where 5 was "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows)



Source: ETC Institute Survey (2017 - Fruita, CO)

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

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



Source: ETC Institute Survey (2017 - Fruita, CO)

Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of 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 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.

Overview

The rating is calculated by summing the percentage of responses for items selected as the important services for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifty-three percent (53%) of respondents selected *the overall quality of City streets* as one of the most important services for the City to emphasize.

With regard to satisfaction, 66% of respondents surveyed rated the City's overall performance in *the overall quality of City streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *the overall quality of City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 53% was multiplied by 34% (1-0.66). This calculation yielded an I-S rating of 0.1816 which ranked first out of 12 major service categories.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the City of Fruita are provided on the following pages.

2017 Importance-Satisfaction Rating

City of Fruita

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall quality of City streets	53%	1	66%	10	0.1816	1
Overall effectiveness of City communication with the public	31%	5	62%	11	0.1190	2
Overall flow of traffic & congestion management in City	38%	2	69%	9	0.1180	3
Medium Priority (IS <.10)						
Overall quality of representation you receive from City	22%	8	56%	12	0.0948	4
Overall quality of crosswalks	24%	6	70%	8	0.0725	5
Overall quality of police services	33%	3	84%	3	0.0518	6
Overall quality of City parks	32%	4	84%	2	0.0499	7
Overall quality of City recreation programs	24%	7	80%	5	0.0483	8
Overall quality of City's recycling program	13%	9	78%	7	0.0293	9
Overall quality of service you receive from City employees	12%	10	79%	6	0.0247	10
Overall quality of sewer service	9%	11	82%	4	0.0162	11
Overall quality of garbage collection	5%	12	93%	1	0.0039	12

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third, and fourth most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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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2017 Importance-Satisfaction Rating

City of Fruita

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Visibility of police in neighborhoods	40%	2	61%	4	0.1563	1
City's efforts to prevent crime	42%	1	65%	3	0.1461	2
Safety/prevention education programs	25%	4	47%	5	0.1338	3
Medium Priority (IS <.10)						
Overall quality of pedestrian safety & crosswalks	27%	3	70%	1	0.0818	4
How quickly police respond to emergencies	22%	5	67%	2	0.0730	5

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 and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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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2017 Importance-Satisfaction Rating

City of Fruita

Park Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Variety & types of City parks	36%	4	66%	6	0.1200	1
Medium Priority (IS <.10)						
Amount of Open Space	34%	5	72%	5	0.0966	2
Number of walking & biking trails	38%	2	79%	2	0.0808	3
Maintenance of trails	38%	3	79%	3	0.0803	4
Number of City parks	23%	6	74%	4	0.0586	5
Maintenance of City parks	39%	1	85%	1	0.0580	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 should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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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2017 Importance-Satisfaction Rating

City of Fruita

Recreation Services

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 & up)	21%	6	43%	9	0.1203	1
Amount of overall program offerings	26%	3	57%	5	0.1106	2
Medium Priority (IS <.10)						
Program offerings for entire family	29%	2	65%	3	0.0995	3
Program offerings for adults	24%	5	62%	4	0.0918	4
Program offerings for seniors	26%	4	67%	2	0.0839	5
Program offerings for youth (6th-8th grade)	15%	7	50%	8	0.0731	6
City special events & festivals	29%	1	77%	1	0.0663	7
Registration processes for programs	12%	8	56%	7	0.0511	8
Program offerings for children (5th grade & under)	11%	9	57%	6	0.0471	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 should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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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2017 Importance-Satisfaction Rating

City of Fruita Community Center

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Appropriateness of pass fees	41%	1	61%	6	0.1603	1
Medium Priority (IS <.10)						
Hours of operation	30%	4	78%	4	0.0650	2
Customer service	30%	3	80%	3	0.0598	3
Cleanliness	30%	2	86%	2	0.0423	4
Availability of meeting spaces	14%	6	74%	5	0.0376	5
Overall impression of Community Center	20%	5	88%	1	0.0242	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 should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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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2017 Importance-Satisfaction Rating

City of Fruita

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)						
Condition of sidewalks	27%	2	56%	11	0.1165	1
Snow removal on City streets	24%	3	57%	10	0.1057	2
Medium Priority (IS <.10)						
Adequacy of City street lighting	24%	4	61%	9	0.0953	3
Maintenance of major City streets	29%	1	71%	4	0.0832	4
Maintenance of streets in your neighborhood	24%	5	66%	8	0.0800	5
Landscaping & appearance of public areas along City streets	20%	6	67%	7	0.0681	6
Availability of sidewalks in City	14%	9	70%	6	0.0425	7
Overall cleanliness of City streets & other public areas	18%	7	78%	2	0.0394	8
Maintenance of street signs/pavement markings	12%	10	71%	5	0.0363	9
Maintenance of downtown Fruita	15%	8	78%	1	0.0342	10
Overall availability of irrigation water	10%	11	72%	3	0.0291	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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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2017 Importance-Satisfaction Rating

City of Fruita

Traffic Flow and Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Ease of pedestrian travel in Fruita	35%	1	71%	4	0.1010	1
Ease of travel by bicycle in Fruita	30%	2	67%	5	0.1005	2
Medium Priority (IS <.10)						
Ease of north/south travel in Fruita	20%	4	75%	3	0.0515	3
Ease of travel by car in Fruita	22%	3	80%	1	0.0440	4
Ease of east/west travel in Fruita	18%	5	76%	2	0.0425	5

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 and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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Section 4

Tabular Data

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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a. Overall quality of police services	32.7%	47.0%	11.1%	1.9%	1.6%	5.6%
Q1b. Overall quality of City parks	31.7%	50.0%	10.2%	3.9%	1.0%	3.2%
Q1c. Overall quality of City recreation programs	32.2%	39.2%	14.2%	3.2%	0.6%	10.6%
Q1d. Overall quality of City streets	16.5%	48.1%	20.9%	11.2%	1.8%	1.5%
Q1e. Overall quality of crosswalks	20.9%	47.8%	20.0%	7.6%	1.5%	2.3%
Q1f. Overall quality of service you receive from City employees	27.5%	44.4%	16.1%	2.4%	0.8%	8.8%
Q1g. Overall quality of representation you receive from City Council	15.4%	29.8%	27.3%	6.4%	1.7%	19.4%
Q1h. Overall effectiveness of City communication with the public	19.2%	38.5%	24.3%	8.0%	2.9%	7.1%
Q1i. Overall flow of traffic & congestion management in City	20.1%	47.5%	18.9%	8.5%	2.8%	2.3%
Q1j. Overall quality of sewer service	26.8%	51.6%	13.6%	2.2%	1.1%	4.6%
Q1k. Overall quality of City's recycling program	36.7%	32.7%	14.0%	4.2%	1.3%	11.1%
Q1l. Overall quality of garbage collection	48.9%	42.7%	5.5%	1.4%	0.5%	1.1%

WITHOUT DON'T KNOW

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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Overall quality of police services	34.6%	49.8%	11.8%	2.1%	1.7%
Q1b. Overall quality of City parks	32.7%	51.7%	10.5%	4.0%	1.1%
Q1c. Overall quality of City recreation programs	36.0%	43.8%	15.9%	3.6%	0.6%
Q1d. Overall quality of City streets	16.8%	48.8%	21.2%	11.4%	1.9%
Q1e. Overall quality of crosswalks	21.4%	48.9%	20.4%	7.7%	1.5%
Q1f. Overall quality of service you receive from City employees	30.2%	48.7%	17.6%	2.6%	0.9%
Q1g. Overall quality of representation you receive from City Council	19.1%	37.0%	33.9%	8.0%	2.1%
Q1h. Overall effectiveness of City communication with the public	20.6%	41.5%	26.2%	8.6%	3.1%
Q1i. Overall flow of traffic & congestion management in City	20.5%	48.6%	19.4%	8.7%	2.8%
Q1j. Overall quality of sewer service	28.1%	54.1%	14.3%	2.3%	1.2%
Q1k. Overall quality of City's recycling program	41.3%	36.8%	15.7%	4.8%	1.4%
Q1l. Overall quality of garbage collection	49.4%	43.2%	5.6%	1.4%	0.5%

Q2. Which FOUR of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police services	155	17.8 %
Overall quality of City parks	58	6.7 %
Overall quality of City recreation programs	45	5.2 %
Overall quality of City streets	181	20.8 %
Overall quality of crosswalks	42	4.8 %
Overall quality of service you receive from City employees	18	2.1 %
Overall quality of representation you receive from City Council	33	3.8 %
Overall effectiveness of City communication with the public	58	6.7 %
Overall flow of traffic & congestion management in City	106	12.2 %
Overall quality of sewer service	22	2.5 %
Overall quality of City's recycling program	24	2.8 %
Overall quality of garbage collection	7	0.8 %
None chosen	123	14.1 %
Total	872	100.0 %

Q2. Which FOUR of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police services	53	6.1 %
Overall quality of City parks	86	9.9 %
Overall quality of City recreation programs	49	5.6 %
Overall quality of City streets	121	13.9 %
Overall quality of crosswalks	74	8.5 %
Overall quality of service you receive from City employees	32	3.7 %
Overall quality of representation you receive from City Council	51	5.8 %
Overall effectiveness of City communication with the public	69	7.9 %
Overall flow of traffic & congestion management in City	102	11.7 %
Overall quality of sewer service	17	1.9 %
Overall quality of City's recycling program	24	2.8 %
Overall quality of garbage collection	5	0.6 %
None chosen	189	21.7 %
Total	872	100.0 %

Q2. Which FOUR of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police services	34	3.9 %
Overall quality of City parks	67	7.7 %
Overall quality of City recreation programs	65	7.5 %
Overall quality of City streets	97	11.1 %
Overall quality of crosswalks	60	6.9 %
Overall quality of service you receive from City employees	24	2.8 %
Overall quality of representation you receive from City Council	54	6.2 %
Overall effectiveness of City communication with the public	84	9.6 %
Overall flow of traffic & congestion management in City	65	7.5 %
Overall quality of sewer service	21	2.4 %
Overall quality of City's recycling program	33	3.8 %
Overall quality of garbage collection	13	1.5 %
None chosen	255	29.2 %
Total	872	100.0 %

Q2. Which FOUR of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 4th choice	Number	Percent
Overall quality of police services	47	5.4 %
Overall quality of City parks	67	7.7 %
Overall quality of City recreation programs	49	5.6 %
Overall quality of City streets	61	7.0 %
Overall quality of crosswalks	37	4.2 %
Overall quality of service you receive from City employees	27	3.1 %
Overall quality of representation you receive from City Council	51	5.8 %
Overall effectiveness of City communication with the public	63	7.2 %
Overall flow of traffic & congestion management in City	59	6.8 %
Overall quality of sewer service	20	2.3 %
Overall quality of City's recycling program	35	4.0 %
Overall quality of garbage collection	21	2.4 %
None chosen	335	38.4 %
Total	872	100.0 %

SUM OF TOP 4 CHOICES**Q2. Which FOUR of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

<u>Q2. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	289	33.1 %
Overall quality of City parks	278	31.9 %
Overall quality of City recreation programs	208	23.9 %
Overall quality of City streets	460	52.8 %
Overall quality of crosswalks	213	24.4 %
Overall quality of service you receive from City employees	101	11.6 %
Overall quality of representation you receive from City Council	189	21.7 %
Overall effectiveness of City communication with the public	274	31.4 %
Overall flow of traffic & congestion management in City	332	38.1 %
Overall quality of sewer service	80	9.2 %
Overall quality of City's recycling program	116	13.3 %
Overall quality of garbage collection	46	5.3 %
None chosen	123	14.1 %
Total	2709	

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

(N=872)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3a. Overall quality of life in City	41.5%	51.6%	3.3%	1.6%	0.3%	1.6%
Q3b. Overall quality of services provided by City of Fruita	26.4%	55.8%	12.5%	2.6%	1.0%	1.6%
Q3c. Overall value that you receive for your City tax & fees	17.8%	45.1%	22.6%	8.1%	2.5%	3.9%
Q3d. Overall image of City	28.4%	53.2%	11.2%	5.0%	1.0%	1.0%
Q3e. Overall feeling of safety in City	34.6%	51.8%	8.7%	2.8%	1.3%	0.8%
Q3f. Quality of new development in City	14.1%	41.5%	26.0%	8.9%	4.4%	5.0%
Q3g. Overall image of downtown area	19.7%	47.9%	18.7%	10.4%	1.6%	1.6%
Q3h. Overall image of South Fruita area	11.2%	38.3%	27.2%	13.2%	4.0%	6.1%
Q3i. Overall appearance of City	14.8%	54.4%	21.0%	7.3%	1.4%	1.1%
Q3j. Overall appearance of business signs	11.6%	45.9%	31.3%	6.1%	2.1%	3.1%
Q3k. Overall image of Highway 6 & 50 area	6.4%	28.8%	31.2%	25.7%	6.3%	1.6%

WITHOUT DON'T KNOW

Q3. Several items that may influence your perception of the City of Fruita are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Excellent" And 1 Means "Poor." (without "don't know")

(N=872)

	Excellent	Good	Neutral	Below average	Poor
Q3a. Overall quality of life in City	42.2%	52.4%	3.4%	1.6%	0.3%
Q3b. Overall quality of services provided by City of Fruita	26.8%	56.8%	12.7%	2.7%	1.0%
Q3c. Overall value that you receive for your City tax & fees	18.5%	46.9%	23.5%	8.5%	2.6%
Q3d. Overall image of City	28.7%	53.8%	11.4%	5.1%	1.0%
Q3e. Overall feeling of safety in City	34.9%	52.3%	8.8%	2.8%	1.3%
Q3f. Quality of new development in City	14.9%	43.7%	27.4%	9.4%	4.6%
Q3g. Overall image of downtown area	20.0%	48.7%	19.0%	10.6%	1.6%
Q3h. Overall image of South Fruita area	12.0%	40.8%	28.9%	14.0%	4.3%
Q3i. Overall appearance of City	15.0%	55.0%	21.2%	7.4%	1.4%
Q3j. Overall appearance of business signs	12.0%	47.3%	32.3%	6.3%	2.1%
Q3k. Overall image of Highway 6 & 50 area	6.5%	29.3%	31.7%	26.1%	6.4%

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

(N=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4a. Overall quality of pedestrian safety & crosswalks	17.9%	49.9%	17.7%	9.2%	2.5%	2.9%
Q4b. Visibility of police in neighborhoods	16.5%	43.1%	23.5%	10.3%	3.8%	2.8%
Q4c. City's efforts to prevent crime	17.2%	40.8%	25.1%	4.1%	1.6%	11.1%
Q4d. How quickly police respond to emergencies	17.2%	30.0%	19.0%	2.9%	1.6%	29.2%
Q4e. Safety/prevention education programs	9.2%	22.7%	30.6%	4.6%	1.5%	31.4%

WITHOUT DON'T KNOW

Q4. Public Safety. For each of the items listed, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a. Overall quality of pedestrian safety & crosswalks	18.4%	51.4%	18.2%	9.4%	2.6%
Q4b. Visibility of police in neighborhoods	17.0%	44.3%	24.2%	10.6%	3.9%
Q4c. City's efforts to prevent crime	19.4%	45.9%	28.3%	4.6%	1.8%
Q4d. How quickly police respond to emergencies	24.3%	42.5%	26.9%	4.1%	2.3%
Q4e. Safety/prevention education programs	13.4%	33.1%	44.6%	6.7%	2.2%

Q5. Which TWO of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. Top choice	Number	Percent
Overall quality of pedestrian safety & crosswalks	157	18.0 %
Visibility of police in neighborhoods	209	24.0 %
City's efforts to prevent crime	197	22.6 %
How quickly police respond to emergencies	74	8.5 %
Safety/prevention education programs	73	8.4 %
None chosen	162	18.6 %
Total	872	100.0 %

Q5. Which TWO of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
Overall quality of pedestrian safety & crosswalks	79	9.1 %
Visibility of police in neighborhoods	143	16.4 %
City's efforts to prevent crime	170	19.5 %
How quickly police respond to emergencies	118	13.5 %
Safety/prevention education programs	145	16.6 %
None chosen	217	24.9 %
Total	872	100.0 %

SUM OF TOP 2 CHOICES

Q5. Which TWO of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q5. Sum of Top 2 Choices	Number	Percent
Overall quality of pedestrian safety & crosswalks	236	27.1 %
Visibility of police in neighborhoods	352	40.4 %
City's efforts to prevent crime	367	42.1 %
How quickly police respond to emergencies	192	22.0 %
Safety/prevention education programs	218	25.0 %
None chosen	162	18.6 %
Total	1527	

Q6. 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=872)

	Too lax	About right	Too strict	Not provided
Q6a. Overall traffic enforcement	14.1%	79.6%	2.2%	4.1%
Q6b. Weed control	51.7%	44.0%	1.7%	2.5%
Q6c. Animal control regulations	27.3%	67.0%	2.2%	3.6%
Q6d. Junk in residential yards	64.7%	31.8%	1.3%	2.3%
Q6e. Junk in commercial areas	53.2%	42.7%	1.1%	3.0%

WITHOUT DON'T KNOW

Q6. 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 "not provided")

(N=872)

	Too lax	About right	Too strict
Q6a. Overall traffic enforcement	14.7%	83.0%	2.3%
Q6b. Weed control	53.1%	45.2%	1.8%
Q6c. Animal control regulations	28.3%	69.4%	2.3%
Q6d. Junk in residential yards	66.2%	32.5%	1.3%
Q6e. Junk in commercial areas	54.8%	44.0%	1.2%

Q7. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7a. Availability of information about City programs & services	19.8%	46.1%	20.3%	6.5%	1.0%	6.2%
Q7b. City efforts to keep you informed about local issues	17.1%	41.9%	24.2%	10.2%	2.3%	4.4%
Q7c. How open City is to public involvement & input from residents	14.7%	33.9%	26.1%	7.7%	1.9%	15.6%
Q7d. Quality of City's web page	10.4%	30.4%	27.3%	3.9%	0.5%	27.5%
Q7e. Quality of City Link quarterly newsletter	22.1%	41.7%	21.1%	2.6%	0.5%	11.9%

WITHOUT DON'T KNOW

Q7. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7a. Availability of information about City programs & services	21.1%	49.1%	21.6%	7.0%	1.1%
Q7b. City efforts to keep you informed about local issues	17.9%	43.8%	25.3%	10.7%	2.4%
Q7c. How open City is to public involvement & input from residents	17.4%	40.2%	31.0%	9.1%	2.3%
Q7d. Quality of City's web page	14.4%	41.9%	37.7%	5.4%	0.6%
Q7e. Quality of City Link quarterly newsletter	25.1%	47.4%	24.0%	3.0%	0.5%

Q8. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8a. Maintenance of City parks	30.5%	50.3%	9.7%	3.8%	0.6%	5.0%
Q8b. Number of City parks	23.5%	47.4%	15.4%	7.7%	1.5%	4.6%
Q8c. Variety & types of City parks	20.9%	41.9%	20.0%	9.6%	2.3%	5.4%
Q8d. Maintenance of trails	26.4%	42.9%	15.0%	3.3%	0.5%	11.9%
Q8e. Number of walking & biking trails	28.4%	43.0%	13.8%	5.2%	0.2%	9.4%
Q8f. Amount of Open Space	22.5%	43.2%	19.6%	5.7%	0.7%	8.3%

WITHOUT DON'T KNOW

Q8. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8a. Maintenance of City parks	32.1%	53.0%	10.3%	4.0%	0.6%
Q8b. Number of City parks	24.6%	49.6%	16.1%	8.1%	1.6%
Q8c. Variety & types of City parks	22.1%	44.2%	21.1%	10.2%	2.4%
Q8d. Maintenance of trails	29.9%	48.7%	17.1%	3.8%	0.5%
Q8e. Number of walking & biking trails	31.4%	47.5%	15.2%	5.7%	0.3%
Q8f. Amount of Open Space	24.5%	47.1%	21.4%	6.3%	0.8%

Q9. Which THREE of the parks items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	183	21.0 %
Number of City parks	78	8.9 %
Variety & types of City parks	111	12.7 %
Maintenance of trails	85	9.7 %
Number of walking & biking trails	119	13.6 %
Amount of Open Space	83	9.5 %
<u>None chosen</u>	<u>213</u>	<u>24.4 %</u>
Total	872	100.0 %

Q9. Which THREE of the parks items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	69	7.9 %
Number of City parks	59	6.8 %
Variety & types of City parks	126	14.4 %
Maintenance of trails	172	19.7 %
Number of walking & biking trails	102	11.7 %
Amount of Open Space	76	8.7 %
<u>None chosen</u>	<u>268</u>	<u>30.7 %</u>
Total	872	100.0 %

Q9. Which THREE of the parks items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. 3rd choice	Number	Percent
Maintenance of City parks	87	10.0 %
Number of City parks	61	7.0 %
Variety & types of City parks	74	8.5 %
Maintenance of trails	71	8.1 %
Number of walking & biking trails	113	13.0 %
Amount of Open Space	138	15.8 %
None chosen	328	37.6 %
Total	872	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the parks items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q9. Sum of Top 3 Choices	Number	Percent
Maintenance of City parks	339	38.9 %
Number of City parks	198	22.7 %
Variety & types of City parks	311	35.7 %
Maintenance of trails	328	37.6 %
Number of walking & biking trails	334	38.3 %
Amount of Open Space	297	34.1 %
None chosen	213	24.4 %
Total	2020	

Q10. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10a. Program offerings for entire family	17.3%	35.1%	22.9%	4.7%	0.5%	19.5%
Q10b. Program offerings for children (5th grade & under)	11.9%	22.8%	22.5%	3.7%	0.3%	38.8%
Q10c. Program offerings for youth (6th- 8th grade)	10.0%	18.6%	24.4%	4.1%	0.5%	42.4%
Q10d. Program offerings for teens (9th grade & up)	8.4%	15.8%	25.0%	6.0%	1.5%	43.3%
Q10e. Program offerings for adults	15.8%	35.3%	22.7%	8.6%	0.6%	17.0%
Q10f. Program offerings for seniors	20.5%	30.7%	19.2%	4.7%	1.3%	23.6%
Q10g. Registration processes for programs	12.8%	28.6%	27.3%	3.2%	1.6%	26.5%
Q10h. Amount of overall program offerings	14.0%	33.4%	27.4%	6.5%	1.3%	17.4%
Q10i. City special events & festivals	27.5%	45.4%	14.0%	5.3%	2.2%	5.6%

WITHOUT DON'T KNOW

Q10. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10a. Program offerings for entire family	21.5%	43.6%	28.5%	5.8%	0.6%
Q10b. Program offerings for children (5th grade & under)	19.5%	37.3%	36.7%	6.0%	0.6%
Q10c. Program offerings for youth (6th-8 th grade)	17.3%	32.3%	42.4%	7.2%	0.8%
Q10d. Program offerings for teens (9th grade & up)	14.8%	27.9%	44.1%	10.5%	2.6%
Q10e. Program offerings for adults	19.1%	42.5%	27.3%	10.4%	0.7%
Q10f. Program offerings for seniors	26.9%	40.2%	25.1%	6.2%	1.7%
Q10g. Registration processes for programs	17.5%	38.8%	37.1%	4.4%	2.2%
Q10h. Amount of overall program offerings	16.9%	40.4%	33.2%	7.9%	1.5%
Q10i. City special events & festivals	29.2%	48.1%	14.8%	5.6%	2.3%

Q11. Which THREE of the recreation items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Program offerings for entire family	107	12.3 %
Program offerings for children (5th grade & under)	33	3.8 %
Program offerings for youth (6th-8th grade)	28	3.2 %
Program offerings for teens (9th grade & up)	79	9.1 %
Program offerings for adults	70	8.0 %
Program offerings for seniors	102	11.7 %
Registration processes for programs	18	2.1 %
Amount of overall program offerings	40	4.6 %
City special events & festivals	130	14.9 %
None chosen	265	30.4 %
Total	872	100.0 %

Q11. Which THREE of the recreation items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Program offerings for entire family	62	7.1 %
Program offerings for children (5th grade & under)	35	4.0 %
Program offerings for youth (6th-8th grade)	63	7.2 %
Program offerings for teens (9th grade & up)	56	6.4 %
Program offerings for adults	73	8.4 %
Program offerings for seniors	82	9.4 %
Registration processes for programs	45	5.2 %
Amount of overall program offerings	95	10.9 %
City special events & festivals	40	4.6 %
None chosen	321	36.8 %
Total	872	100.0 %

Q11. Which THREE of the recreation items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 3rd choice	Number	Percent
Program offerings for entire family	79	9.1 %
Program offerings for children (5th grade & under)	27	3.1 %
Program offerings for youth (6th-8th grade)	36	4.1 %
Program offerings for teens (9th grade & up)	48	5.5 %
Program offerings for adults	65	7.5 %
Program offerings for seniors	38	4.4 %
Registration processes for programs	38	4.4 %
Amount of overall program offerings	91	10.4 %
City special events & festivals	85	9.7 %
None chosen	365	41.9 %
Total	872	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the recreation items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q11. Sum of Top 3 Choices	Number	Percent
Program offerings for entire family	248	28.4 %
Program offerings for children (5th grade & under)	95	10.9 %
Program offerings for youth (6th-8th grade)	127	14.6 %
Program offerings for teens (9th grade & up)	183	21.0 %
Program offerings for adults	208	23.9 %
Program offerings for seniors	222	25.5 %
Registration processes for programs	101	11.6 %
Amount of overall program offerings	226	25.9 %
City special events & festivals	255	29.2 %
None chosen	265	30.4 %
Total	1930	

Q12. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12a. Overall impression of Community Center	46.2%	35.2%	9.3%	1.8%	0.3%	7.1%
Q12b. Hours of operation	30.0%	40.0%	12.4%	6.2%	0.9%	10.4%
Q12c. Availability of meeting spaces	23.5%	29.8%	17.3%	1.4%	0.6%	27.4%
Q12d. Cleanliness	34.6%	42.5%	9.5%	2.3%	0.8%	10.2%
Q12e. Customer service	34.4%	35.7%	13.0%	3.4%	0.9%	12.6%
Q12f. Appropriateness of pass fees	22.0%	30.0%	18.9%	10.3%	4.0%	14.7%

WITHOUT DON'T KNOW

Q12. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12a. Overall impression of Community Center	49.8%	37.9%	10.0%	2.0%	0.4%
Q12b. Hours of operation	33.5%	44.7%	13.8%	6.9%	1.0%
Q12c. Availability of meeting spaces	32.4%	41.1%	23.9%	1.9%	0.8%
Q12d. Cleanliness	38.6%	47.4%	10.6%	2.6%	0.9%
Q12e. Customer service	39.4%	40.8%	14.8%	3.9%	1.0%
Q12f. Appropriateness of pass fees	25.8%	35.2%	22.2%	12.1%	4.7%

Q13. Which THREE of the Community Center items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Overall impression of Community Center	69	7.9 %
Hours of operation	115	13.2 %
Availability of meeting spaces	46	5.3 %
Cleanliness	86	9.9 %
Customer service	66	7.6 %
Appropriateness of pass fees	185	21.2 %
None chosen	305	35.0 %
Total	872	100.0 %

Q13. Which THREE of the Community Center items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Overall impression of Community Center	46	5.3 %
Hours of operation	82	9.4 %
Availability of meeting spaces	39	4.5 %
Cleanliness	116	13.3 %
Customer service	93	10.7 %
Appropriateness of pass fees	96	11.0 %
None chosen	400	45.9 %
Total	872	100.0 %

Q13. Which THREE of the Community Center items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 3rd choice	Number	Percent
Overall impression of Community Center	57	6.5 %
Hours of operation	63	7.2 %
Availability of meeting spaces	38	4.4 %
Cleanliness	61	7.0 %
Customer service	104	11.9 %
Appropriateness of pass fees	78	8.9 %
None chosen	471	54.0 %
Total	872	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the Community Center items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q13. Sum of Top 3 Choices	Number	Percent
Overall impression of Community Center	172	19.7 %
Hours of operation	260	29.8 %
Availability of meeting spaces	123	14.1 %
Cleanliness	263	30.2 %
Customer service	263	30.2 %
Appropriateness of pass fees	359	41.2 %
None chosen	305	35.0 %
Total	1745	

Q14. What are your primary sources of information about activities and services in your community?

Q14. Your primary sources of information about
activities & services in your community

	Number	Percent
The Daily Sentinel	377	43.2 %
Posted notices	272	31.2 %
City of Fruita web page	246	28.2 %
Fruita City Link-print by mail	554	63.5 %
Fruita City Link-electronically	65	7.5 %
Television	312	35.8 %
The radio	162	18.6 %
Social media	255	29.2 %
Other	92	10.6 %
Total	2335	

Q14. Other

<u>Q14. Other</u>	<u>Number</u>	<u>Percent</u>
Activity Guide	1	1.1 %
Advertisement TV at rec center	1	1.1 %
BADLY NEED A TOWN NEWSPAPER	1	1.1 %
CITY COMMUNITY LETTER	1	1.1 %
COMMUNITY USE/PARTICIPATION	1	1.1 %
City Manager's weekly newsletter	1	1.1 %
City Manager's weekly report via email	1	1.1 %
City Newsletter	2	2.2 %
Community Center	2	2.2 %
Community center/library	1	1.1 %
Community web page-Villages of Country Creek	1	1.1 %
Copper Club	1	1.1 %
Door flyers	1	1.1 %
Email	3	3.3 %
Event/class book	1	1.1 %
Events page on Visit Grand Junction	1	1.1 %
FCC Booklet	1	1.1 %
FREQUENT USE	1	1.1 %
GYM AND WEBSITE	1	1.1 %
Google	2	2.2 %
I don't get much information	1	1.1 %
Internet	1	1.1 %
Library	1	1.1 %
Local newspaper	1	1.1 %
Mail	3	3.3 %
NOT ENOUGH GOOD SERVICES	1	1.1 %
Other publications	1	1.1 %
PARK & REC BOOK	1	1.1 %
PERSONAL OBSERVATION	1	1.1 %
POSTERS AT COMMUNITY CENTER AND RESTAURANTS	1	1.1 %
Rec Ctr	3	3.3 %
Recreation Guide	1	1.1 %
SCHOOL EMAILS	1	1.1 %
SR THURSDAY LUNCH	1	1.1 %
Seasonal flyers from Rec Ctr	2	2.2 %
TEXT MESSAGES/FACEBOOK	1	1.1 %
The Fruita Times	1	1.1 %
WORD OF MOUTH AND FLYERS IN BUSINESSES	1	1.1 %
Word of mouth	40	43.5 %
Word of mouth & Community Ctr Quarterly Catalog	1	1.1 %
biking guides/maps	1	1.1 %
dist 51 EMAIL/WEBSITE	1	1.1 %
the beach	1	1.1 %
Total	92	100.0 %

Q15. Which THREE of the sources listed in Question 14 are your MOST PREFERRED ways to learn about activities and services in the community?

Q15. Top choice	Number	Percent
The Daily Sentinel	131	15.0 %
Posted notices	35	4.0 %
City of Fruita web page	64	7.3 %
Fruita City Link-print by mail	251	28.8 %
Fruita City Link-electronically	33	3.8 %
Television	61	7.0 %
The radio	12	1.4 %
Social media	97	11.1 %
Other	16	1.8 %
None chosen	172	19.7 %
Total	872	100.0 %

Q15. Which THREE of the sources listed in Question 14 are your MOST PREFERRED ways to learn about activities and services in the community?

Q15. 2nd choice	Number	Percent
The Daily Sentinel	81	9.3 %
Posted notices	96	11.0 %
City of Fruita web page	83	9.5 %
Fruita City Link-print by mail	139	15.9 %
Fruita City Link-electronically	38	4.4 %
Television	85	9.7 %
The radio	47	5.4 %
Social media	74	8.5 %
Other	10	1.1 %
None chosen	219	25.1 %
Total	872	100.0 %

Q15. Which THREE of the sources listed in Question 14 are your MOST PREFERRED ways to learn about activities and services in the community?

Q15. 3rd choice	Number	Percent
The Daily Sentinel	83	9.5 %
Posted notices	67	7.7 %
City of Fruita web page	75	8.6 %
Fruita City Link-print by mail	67	7.7 %
Fruita City Link-electronically	30	3.4 %
Television	96	11.0 %
The radio	54	6.2 %
Social media	54	6.2 %
Other	28	3.2 %
None chosen	318	36.5 %
Total	872	100.0 %

SUM OF TOP 3 CHOICES

Q15. Which THREE of the sources listed in Question 14 are your MOST PREFERRED ways to learn about activities and services in the community? (top 3)

Q15. Sum of Top 3 Choices	Number	Percent
The Daily Sentinel	295	33.8 %
Posted notices	198	22.7 %
City of Fruita web page	222	25.5 %
Fruita City Link-print by mail	457	52.4 %
Fruita City Link-electronically	101	11.6 %
Television	242	27.8 %
The radio	113	13.0 %
Social media	225	25.8 %
Other	54	6.2 %
None chosen	172	19.7 %
Total	2079	

Q16. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16a. Maintenance of major City streets	15.0%	53.4%	17.0%	9.1%	2.2%	3.3%
Q16b. Maintenance of streets in your neighborhood	15.4%	48.3%	15.4%	13.1%	3.8%	4.1%
Q16c. Maintenance of street signs/ pavement markings	14.2%	53.7%	19.7%	7.3%	1.4%	3.7%
Q16d. Maintenance of downtown Fruita	21.4%	53.1%	17.0%	4.1%	0.6%	3.8%
Q16e. Overall cleanliness of City streets & other public areas	22.1%	52.9%	15.9%	4.9%	0.9%	3.2%
Q16f. Adequacy of City street lighting	15.5%	42.2%	21.0%	13.4%	2.8%	5.2%
Q16g. Availability of sidewalks in City	14.9%	52.2%	18.0%	8.6%	1.7%	4.6%
Q16h. Landscaping & appearance of public areas along City streets	17.3%	47.0%	20.5%	9.3%	2.4%	3.4%
Q16i. Snow removal on City streets	11.6%	39.9%	23.2%	11.8%	4.4%	9.2%
Q16j. Overall availability of irrigation water	22.0%	42.0%	16.6%	5.6%	2.6%	11.1%
Q16k. Condition of sidewalks	11.7%	41.9%	23.5%	14.4%	3.9%	4.6%

WITHOUT DON'T KNOW

Q16. 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=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16a. Maintenance of major City streets	15.5%	55.3%	17.6%	9.4%	2.3%
Q16b. Maintenance of streets in your neighborhood	16.0%	50.4%	16.0%	13.6%	3.9%
Q16c. Maintenance of street signs/pavement markings	14.8%	55.7%	20.5%	7.6%	1.4%
Q16d. Maintenance of downtown Fruita	22.3%	55.2%	17.6%	4.3%	0.6%
Q16e. Overall cleanliness of City streets & other public areas	22.9%	54.6%	16.5%	5.1%	0.9%
Q16f. Adequacy of City street lighting	16.3%	44.5%	22.1%	14.1%	2.9%
Q16g. Availability of sidewalks in City	15.6%	54.7%	18.9%	9.0%	1.8%
Q16h. Landscaping & appearance of public areas along City streets	17.9%	48.7%	21.3%	9.6%	2.5%
Q16i. Snow removal on City streets	12.8%	43.9%	25.5%	13.0%	4.8%
Q16j. Overall availability of irrigation water	24.8%	47.2%	18.7%	6.3%	3.0%
Q16k. Condition of sidewalks	12.3%	43.9%	24.6%	15.1%	4.1%

Q17. Which THREE of the maintenance/public works items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. Top choice	Number	Percent
Maintenance of major City streets	144	16.5 %
Maintenance of streets in your neighborhood	80	9.2 %
Maintenance of street signs/pavement markings	22	2.5 %
Maintenance of downtown Fruita	29	3.3 %
Overall cleanliness of City streets & other public areas	39	4.5 %
Adequacy of City street lighting	81	9.3 %
Availability of sidewalks in City	31	3.6 %
Landscaping & appearance of public areas along City streets	45	5.2 %
Snow removal on City streets	80	9.2 %
Overall availability of irrigation water	42	4.8 %
Condition of sidewalks	103	11.8 %
None chosen	176	20.2 %
Total	872	100.0 %

Q17. Which THREE of the maintenance/public works items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 2nd choice	Number	Percent
Maintenance of major City streets	54	6.2 %
Maintenance of streets in your neighborhood	86	9.9 %
Maintenance of street signs/pavement markings	39	4.5 %
Maintenance of downtown Fruita	56	6.4 %
Overall cleanliness of City streets & other public areas	57	6.5 %
Adequacy of City street lighting	71	8.1 %
Availability of sidewalks in City	60	6.9 %
Landscaping & appearance of public areas along City streets	65	7.5 %
Snow removal on City streets	67	7.7 %
Overall availability of irrigation water	20	2.3 %
Condition of sidewalks	62	7.1 %
None chosen	235	26.9 %
Total	872	100.0 %

Q17. Which THREE of the maintenance/public works items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 3rd choice	Number	Percent
Maintenance of major City streets	51	5.8 %
Maintenance of streets in your neighborhood	41	4.7 %
Maintenance of street signs/pavement markings	46	5.3 %
Maintenance of downtown Fruita	48	5.5 %
Overall cleanliness of City streets & other public areas	57	6.5 %
Adequacy of City street lighting	60	6.9 %
Availability of sidewalks in City	33	3.8 %
Landscaping & appearance of public areas along City streets	67	7.7 %
Snow removal on City streets	65	7.5 %
Overall availability of irrigation water	29	3.3 %
Condition of sidewalks	67	7.7 %
None chosen	308	35.3 %
Total	872	100.0 %

SUM OF TOP 3 CHOICES

Q17. Which THREE of the maintenance/public works items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q17. Sum of Top 3 Choices	Number	Percent
Maintenance of major City streets	249	28.6 %
Maintenance of streets in your neighborhood	207	23.7 %
Maintenance of street signs/pavement markings	107	12.3 %
Maintenance of downtown Fruita	133	15.3 %
Overall cleanliness of City streets & other public areas	153	17.5 %
Adequacy of City street lighting	212	24.3 %
Availability of sidewalks in City	124	14.2 %
Landscaping & appearance of public areas along City streets	177	20.3 %
Snow removal on City streets	212	24.3 %
Overall availability of irrigation water	91	10.4 %
Condition of sidewalks	232	26.6 %
None chosen	176	20.2 %
Total	2073	

Q18. Traffic Flow and Transportation. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following items.

(N=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18a. Ease of north/south travel in Fruita	17.4%	53.0%	17.8%	5.4%	0.9%	5.5%
Q18b. Ease of east/west travel in Fruita	18.8%	53.8%	17.1%	4.6%	0.7%	5.0%
Q18c. Ease of travel by car in Fruita	20.4%	56.1%	15.6%	3.1%	0.7%	4.1%
Q18d. Ease of travel by bicycle in Fruita	14.4%	35.9%	18.6%	5.6%	1.1%	24.3%
Q18e. Ease of pedestrian travel in Fruita	15.7%	47.2%	18.1%	6.3%	1.4%	11.2%

WITHOUT DON'T KNOW

Q18. Traffic Flow and Transportation. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following items. (without "don't know")

(N=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18a. Ease of north/south travel in Fruita	18.4%	56.1%	18.8%	5.7%	1.0%
Q18b. Ease of east/west travel in Fruita	19.8%	56.6%	18.0%	4.8%	0.7%
Q18c. Ease of travel by car in Fruita	21.3%	58.5%	16.3%	3.2%	0.7%
Q18d. Ease of travel by bicycle in Fruita	19.1%	47.4%	24.5%	7.4%	1.5%
Q18e. Ease of pedestrian travel in Fruita	17.7%	53.2%	20.4%	7.1%	1.6%

Q19. Which TWO of the traffic flow/transportation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. Top choice	Number	Percent
Ease of north/south travel in Fruita	110	12.6 %
Ease of east/west travel in Fruita	85	9.7 %
Ease of travel by car in Fruita	101	11.6 %
Ease of travel by bicycle in Fruita	148	17.0 %
Ease of pedestrian travel in Fruita	131	15.0 %
None chosen	297	34.1 %
Total	872	100.0 %

Q19. Which TWO of the traffic flow/transportation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. 2nd choice	Number	Percent
Ease of north/south travel in Fruita	66	7.6 %
Ease of east/west travel in Fruita	72	8.3 %
Ease of travel by car in Fruita	89	10.2 %
Ease of travel by bicycle in Fruita	113	13.0 %
Ease of pedestrian travel in Fruita	172	19.7 %
None chosen	360	41.3 %
Total	872	100.0 %

SUM OF TOP 2 CHOICES

Q19. Which TWO of the traffic flow/transportation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q19. Sum of Top 2 Choices	Number	Percent
Ease of north/south travel in Fruita	176	20.2 %
Ease of east/west travel in Fruita	157	18.0 %
Ease of travel by car in Fruita	190	21.8 %
Ease of travel by bicycle in Fruita	261	29.9 %
Ease of pedestrian travel in Fruita	303	34.7 %
None chosen	297	34.1 %
Total	1384	

Q20. General Issues. 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 items listed below.

(N=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20a. Overall quality of the Grand Valley public bus system	4.0%	10.3%	16.7%	4.9%	1.9%	62.0%
Q20b. Overall quality of the Mesa County Public Library (Fruita Branch)	30.5%	32.2%	12.6%	2.1%	0.3%	22.2%

WITHOUT DON'T KNOW

Q20. General Issues. 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 items listed below. (without "don't know")

(N=872)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a. Overall quality of the Grand Valley public bus system	10.6%	27.2%	44.1%	13.0%	5.1%
Q20b. Overall quality of the Mesa County Public Library (Fruita Branch)	39.2%	41.4%	16.2%	2.7%	0.4%

Q21. What would encourage you to shop and utilize services in Fruita more often?

Q21. What would encourage you to shop & utilize
services in Fruita more often

	Number	Percent
Better selection of professional services such as banking, legal aid, etc.	154	17.7 %
Better selection of restaurants	521	59.7 %
Better general selection of products and/or services	498	57.1 %
Expanded store hours	159	18.2 %
Live music	133	15.3 %
More/improved lighting	116	13.3 %
More/better parking	307	35.2 %
More attractive atmosphere	143	16.4 %
More activities	160	18.3 %
Children's play area	94	10.8 %
Other	172	19.7 %
Total	2457	

Q21. Other

Q21. Other	Number	Percent
A BIGGER GROCERY STORE	1	0.6 %
A NEW & BIGGER CITY MARKET	1	0.6 %
A NEW GROCERY STORE	1	0.6 %
A dog park	1	0.6 %
A general store other than City Market	1	0.6 %
A larger grocery store with a better selection of goods	1	0.6 %
A larger grocery store with larger and safer parking lots	1	0.6 %
A second grocery store	1	0.6 %
ANOTHER GROCERY STORE AND MORE RETAIL	1	0.6 %
ANOTHER GROCERY STORE, BRING MARIJUANA SALES	1	0.6 %
ANYTHING BESIDES BICYCLES	1	0.6 %
Additional grocery store/department store	1	0.6 %
Already do majority of shopping and dining within Fruita area	1	0.6 %
Another food market like Safeway, Walmart, etc	1	0.6 %
Another grocery store	28	16.4 %
Another grocery store is needed! Also a starbucks	1	0.6 %
Another super market	1	0.6 %
Another/bigger grocery store!	1	0.6 %
BBQ's in Heritage Park	1	0.6 %
BETTER GROCERY STORE	3	1.8 %
BETTER PRICE	2	1.2 %
BETTER QUALITY VENDORS AT FESTIVALS AND FARMERS MARKET	1	0.6 %
BETTER RETAIL OFFERINGS	1	0.6 %
BIGGER FOOD STORE	1	0.6 %
BIGGER/BETTER GROCERY STORE	1	0.6 %
BUSINESSES OPEN PAST 5 PM	1	0.6 %
Better access to parking lot in City Market during festivals	1	0.6 %
Better grocery shopping	2	1.2 %
Better informed	1	0.6 %
Big box store, better lighting, safety issues	1	0.6 %
Bigger City Market	2	1.2 %
Bigger and better grocery store	1	0.6 %
Bigger grocery store	3	1.8 %
Bike lanes	1	0.6 %
Bike trails along the river, picnic areas on the overlook high areas	1	0.6 %
Bikers using bike paths and not street and sidewalks	1	0.6 %
Bowling alley (Family activity)	1	0.6 %
CLOSE TO HOME	1	0.6 %
CLOTHING STORES	1	0.6 %
CRAFT AND HOBBY OUTLET STORES	1	0.6 %
Competition and selection specifically another grocery store	1	0.6 %
Competition for City Market	1	0.6 %
Competitive pricing	1	0.6 %

Q21. Other

Q21. Other	Number	Percent
Cost	1	0.6 %
Costco, Dillard's, Panera Bread, Starbucks, etc.	1	0.6 %
DECENT GROCERY STORE	1	0.6 %
DEPARTMENT STORES	1	0.6 %
Dance, gymnastics, children's activities	1	0.6 %
Dept store, not super high end, not dollar discount	1	0.6 %
Do something about homeless that hang around downtown City market and parks	1	0.6 %
Dog park	1	0.6 %
EXPAND CITY MARKET	1	0.6 %
Expanding City Market to the community	1	0.6 %
FRUITA IS EXCELLENT GIVEN ITS SIZE	1	0.6 %
Fruita is great	1	0.6 %
GREATER SELECTION OF FOOD MARKETS	1	0.6 %
Grocery store	2	1.2 %
Grocery store option	1	0.6 %
Grocery stores other than City Market	1	0.6 %
I THINK IT IS GREAT	1	0.6 %
I THINK WE'RE GOOD	1	0.6 %
I love City Market	1	0.6 %
Improved health care services	1	0.6 %
KEEP THE HOMELESS OUT OF PARKS AND DOWNTOWN	1	0.6 %
LARGER GROCERY STORE	2	1.2 %
LESS TAXES	1	0.6 %
LET OHV ON OTTLEY	1	0.6 %
LISTING THE AVAILABLE PRODUCTS AND SERVICES	1	0.6 %
LOWER SALES TAX	2	1.2 %
Larger City Market and/or Walmart	1	0.6 %
Larger and more modern grocery store	1	0.6 %
Larger grocery store	1	0.6 %
Larger grocery store and Walmart	1	0.6 %
Larger grocery store with better access	1	0.6 %
Larger super market	1	0.6 %
Less roundabouts	1	0.6 %
Limiting City growth	1	0.6 %
MAJOR GROCERY STORE WITH ADEQUATE PARKING	1	0.6 %
MINI WALMART	1	0.6 %
MORE BIKE AND WALKING LANES	1	0.6 %
MORE CHOICES	1	0.6 %
MORE CLOTHING, SHOE STORES, SPORTS STORE FOR OUTDOOR ACTIVITIES	1	0.6 %
MORE COMPETITIVE PRICES AND MORE RETAIL OPPORTUNITIES	1	0.6 %
MORE FOOD STORES	1	0.6 %

Q21. Other

<u>Q21. Other</u>	<u>Number</u>	<u>Percent</u>
More grocery stores to provide a better natural foods	1	0.6 %
MORE RESTAURANTS AND MORE GAS STATIONS	1	0.6 %
MORE RETAIL STORES	1	0.6 %
MORE SHOPS DOWNTOWN	1	0.6 %
MOVIE THEATER	1	0.6 %
Mill sign on 6 and 50 needs updating	1	0.6 %
More crosswalk signage	1	0.6 %
More entertainment based businesses	1	0.6 %
More grocery stores	5	2.9 %
More practical shopping options like Walmart	1	0.6 %
More shopping	1	0.6 %
More useful stores	1	0.6 %
More/another food store	1	0.6 %
NEED A LUMBER TYPE STORE	1	0.6 %
NEW CITY MARKET	1	0.6 %
NO DOGS	1	0.6 %
NO MORE TATTOO PARLORS	1	0.6 %
Need a better, bigger, grocery store with more selection	1	0.6 %
New grocery store	4	2.3 %
Nicer grocery store with ample parking	1	0.6 %
ORGANIC NATURAL FOOD STORE	1	0.6 %
One more large grocery store	1	0.6 %
PLACES TO SHOP WITH COMPARABLE PRICES	1	0.6 %
Parking	1	0.6 %
Physicians available or more doctors services	1	0.6 %
REFURBISH OLD DOWNTOWN BUILDINGS	1	0.6 %
SEVERAL FOUNTAINS, WELL LANDSCAPE	1	0.6 %
SOMETHING BESIDES BIKE AND HIKE	1	0.6 %
SPEND MORE TIME IN LOCAL GATHERING AREA	1	0.6 %
STARBUCKS AND A BIGGER GROCERY STORE	1	0.6 %
SUPER STORE LIKE WALMART	1	0.6 %
Senior activities	1	0.6 %
Shouldn't be the focus of this community but does generate revenue	1	0.6 %
Some place to shop	1	0.6 %
Splash pad	1	0.6 %
TRASH REMOVED FROM LOCAL YARDS	1	0.6 %
Theaters, bowling	1	0.6 %
WATER FEATURE PARK	1	0.6 %
Walmart grocery	1	0.6 %
Walmart or competitive grocery store other than City Market	1	0.6 %
Walmart, movies, Starbucks, Chick-Fil-A	1	0.6 %
We need a grocery store like ALDIS, or a Costco	1	0.6 %
<u>shopping here</u>	1	0.6 %
Total	171	100.0 %

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=872)

	Needs are very well met	Needs are met	Not sure	Needs are not met	Not provided
Q22a. Sense of community	39.2%	47.4%	8.3%	2.1%	3.1%
Q22b. Quality of public schools	22.2%	32.1%	30.7%	8.5%	6.4%
Q22c. Employment opportunities	5.8%	17.7%	43.1%	27.2%	6.2%
Q22d. Types of housing	21.4%	49.0%	16.6%	9.2%	3.8%
Q22e. Affordability of housing	16.1%	40.4%	24.4%	15.0%	4.1%
Q22f. Access to quality shopping	8.5%	27.9%	18.0%	42.4%	3.2%
Q22g. Availability of recreational opportunities	38.9%	42.9%	10.6%	4.4%	3.3%
Q22h. Ease of travel within Fruita	36.1%	51.4%	5.0%	4.5%	3.0%
Q22i. Safety in your neighborhood	41.9%	45.0%	7.2%	3.3%	2.6%
Q22j. Quality of your neighborhood overall	42.5%	44.0%	6.4%	4.5%	2.5%
Q22k. Small town atmosphere	51.9%	39.0%	4.1%	2.3%	2.6%

WITHOUT DON'T KNOW

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 "not provided")

(N=872)

	Needs are very well met	Needs are met	Not sure	Needs are not met
Q22a. Sense of community	40.5%	48.9%	8.5%	2.1%
Q22b. Quality of public schools	23.8%	34.3%	32.8%	9.1%
Q22c. Employment opportunities	6.2%	18.8%	46.0%	29.0%
Q22d. Types of housing	22.3%	50.9%	17.3%	9.5%
Q22e. Affordability of housing	16.7%	42.1%	25.5%	15.7%
Q22f. Access to quality shopping	8.8%	28.8%	18.6%	43.8%
Q22g. Availability of recreational opportunities	40.2%	44.4%	10.9%	4.5%
Q22h. Ease of travel within Fruita	37.2%	53.0%	5.2%	4.6%
Q22i. Safety in your neighborhood	43.0%	46.2%	7.4%	3.4%
Q22j. Quality of your neighborhood overall	43.6%	45.2%	6.6%	4.6%
Q22k. Small town atmosphere	53.4%	40.0%	4.2%	2.4%

Q23. Which THREE of the reasons listed in Question 22 were MOST IMPORTANT in your decision to live Fruita?

Q23. Top choice	Number	Percent
Sense of community	82	9.4 %
Quality of public schools	81	9.3 %
Employment opportunities	54	6.2 %
Types of housing	51	5.8 %
Affordability of housing	62	7.1 %
Access to quality shopping	69	7.9 %
Availability of recreational opportunities	36	4.1 %
Ease of travel within Fruita	14	1.6 %
Safety in your neighborhood	61	7.0 %
Quality of your neighborhood overall	51	5.8 %
Small town atmosphere	158	18.1 %
None chosen	153	17.5 %
Total	872	100.0 %

Q23. Which THREE of the reasons listed in Question 22 were MOST IMPORTANT in your decision to live Fruita?

Q23. 2nd choice	Number	Percent
Sense of community	64	7.3 %
Quality of public schools	48	5.5 %
Employment opportunities	54	6.2 %
Types of housing	37	4.2 %
Affordability of housing	76	8.7 %
Access to quality shopping	60	6.9 %
Availability of recreational opportunities	68	7.8 %
Ease of travel within Fruita	40	4.6 %
Safety in your neighborhood	85	9.7 %
Quality of your neighborhood overall	65	7.5 %
Small town atmosphere	83	9.5 %
None chosen	192	22.0 %
Total	872	100.0 %

Q23. Which THREE of the reasons listed in Question 22 were MOST IMPORTANT in your decision to live Fruita?

Q23. 3rd choice	Number	Percent
Sense of community	64	7.3 %
Quality of public schools	32	3.7 %
Employment opportunities	37	4.2 %
Types of housing	28	3.2 %
Affordability of housing	61	7.0 %
Access to quality shopping	52	6.0 %
Availability of recreational opportunities	60	6.9 %
Ease of travel within Fruita	43	4.9 %
Safety in your neighborhood	93	10.7 %
Quality of your neighborhood overall	68	7.8 %
Small town atmosphere	93	10.7 %
None chosen	241	27.6 %
Total	872	100.0 %

SUM OF TOP 3 CHOICES

Q23. Which THREE of the reasons listed in Question 22 were MOST IMPORTANT in your decision to live Fruita? (top 3)

Q23. Sum of Top 3 Choices	Number	Percent
Sense of community	210	24.1 %
Quality of public schools	161	18.5 %
Employment opportunities	145	16.6 %
Types of housing	116	13.3 %
Affordability of housing	199	22.8 %
Access to quality shopping	181	20.8 %
Availability of recreational opportunities	164	18.8 %
Ease of travel within Fruita	97	11.1 %
Safety in your neighborhood	239	27.4 %
Quality of your neighborhood overall	184	21.1 %
Small town atmosphere	334	38.3 %
None chosen	153	17.5 %
Total	2183	

Q25. Fruita Reservoirs. The City owns 240 shares (2.5 CFS) of water rights and 4 reservoirs 10 miles south of Glade Park, outside the City limits. This water was the drinking water supply for residents until 1983. In order to maintain the rights, the water must be used along the pipeline or in City limits, so the City supplies irrigation water to Glade Park residents to maintain the rights. The water supply is no longer adequate to meet the needs of the current City population, nor is the water accessible within City limits. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

(N=872)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q25a. City should continue to spend approximately \$45k-\$90k in operational costs annually & \$1 million on capital costs (mostly related to the 4 dams) every 10 years in order to maintain the water rights	21.9%	21.3%	16.7%	11.5%	7.2%	21.3%
Q25b. City should continue to spend tax dollars to provide irrigation water to users outside City limits in order to maintain the water rights	17.2%	22.9%	17.8%	12.4%	8.3%	21.4%
Q25c. I value recreational opportunities on the Fruita Reservoirs	23.5%	23.4%	22.0%	4.9%	3.7%	22.5%

WITHOUT DON'T KNOW

Q25. Fruita Reservoirs. The City owns 240 shares (2.5 CFS) of water rights and 4 reservoirs 10 miles south of Glade Park, outside the City limits. This water was the drinking water supply for residents until 1983. In order to maintain the rights, the water must be used along the pipeline or in City limits, so the City supplies irrigation water to Glade Park residents to maintain the rights. The water supply is no longer adequate to meet the needs of the current City population, nor is the water accessible within City limits. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements. (without "don't know")

(N=872)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q25a. City should continue to spend approximately \$45k-\$90k in operational costs annually & \$1 million on capital costs (mostly related to the 4 dams) every 10 years in order to maintain the water rights	27.8%	27.1%	21.3%	14.6%	9.2%
Q25b. City should continue to spend tax dollars to provide irrigation water to users outside City limits in order to maintain the water rights	21.9%	29.2%	22.6%	15.8%	10.5%
Q25c. I value recreational opportunities on the Fruita Reservoirs	30.3%	30.2%	28.4%	6.4%	4.7%

Q26. I recreate at...

<u>Q26. Where do you recreate at</u>	<u>Number</u>	<u>Percent</u>
Fruita Reservoir #1	155	17.8 %
Fruita Reservoir #2	137	15.7 %
Fruita Reservoir #3	138	15.8 %
Enochs Lake	176	20.2 %
Mudsprings Campground (BLM land, not City owned)	137	15.7 %
Turkey Flats or Black Pine Trails (U.S. Forest Service land, not City owned)	126	14.4 %
None of the above	483	55.4 %
Total	1352	

Q27. Health Care Services. Are you aware Family Health West provides a spectrum of health care services in Fruita, including Colorado Canyons Hospital & Medical Center?

Q27. Are you aware Family Health West provides a spectrum of health care services in Fruita, including Colorado Canyons Hospital & Medical

<u>Center</u>	<u>Number</u>	<u>Percent</u>
Yes	768	88.1 %
No	44	5.0 %
Not sure	60	6.9 %
Total	872	100.0 %

Q28. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements.

(N=872)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q28a. Colorado Canyons Hospital & Medical Center is a resource/benefit to community	50.3%	30.6%	7.5%	3.0%	1.8%	6.8%
Q28b. The role of Family Health West is to provide elder care in Fruita	22.1%	32.7%	18.7%	7.0%	1.1%	18.3%

WITHOUT DON'T KNOW

Q28. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements. (without "don't know")

(N=872)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q28a. Colorado Canyons Hospital & Medical Center is a resource/benefit to community	54.0%	32.8%	8.0%	3.2%	2.0%
Q28b. The role of Family Health West is to provide elder care in Fruita	27.1%	40.0%	22.9%	8.6%	1.4%

Q29. Where do you get your routine health care?

<u>Q29. Where do you get your routine health care</u>	<u>Number</u>	<u>Percent</u>
Doctor's office	768	88.1 %
Emergency department	38	4.4 %
Employer	60	6.9 %
Health Department	15	1.7 %
Other	50	5.7 %
Total	931	

Q29. Other

<u>Q29. Other</u>	<u>Number</u>	<u>Percent</u>
A HOME WITH A HEALTHY DIET	1	2.0 %
Anywhere	1	2.0 %
COLORADO CANYONS HOSPITAL	2	4.0 %
Can't find a family doctor	1	2.0 %
Community hospital	1	2.0 %
Difficult finding a new doctor that will accept new patients	1	2.0 %
DOCS	1	2.0 %
Dialysis/davita	1	2.0 %
FAMILY HEALTH WEST	1	2.0 %
I HAVEN'T FOUND A DOCTOR YET	1	2.0 %
MEDICARE	1	2.0 %
Marillac Clinic	5	10.0 %
PRIMARY CARE	1	2.0 %
Roman Chiropractic	1	2.0 %
URGENT CARE	3	6.0 %
VA	23	46.0 %
VA AND MEDICARE	1	2.0 %
VA ST MARYS	1	2.0 %
VAMC	2	4.0 %
VAMC Grand Jct	1	2.0 %
Total	50	100.0 %

Q30. What is the best way to share healthcare information with you?

Q30. What is the best way to share healthcare information with you	Number	Percent
Newspaper	113	13.0 %
Print materials	127	14.6 %
Mail	421	48.3 %
Social media	121	13.9 %
Other	35	4.0 %
Not provided	55	6.3 %
Total	872	100.0 %

Q30. Other

Q30. Other	Number	Percent
Email	11	44.0 %
Internet	2	8.0 %
NEWS	1	4.0 %
FOX NEWS	1	4.0 %
Word of mouth	1	4.0 %
FACEBOOK	1	4.0 %
WEBSITE	1	4.0 %
DOCTORS OFFICE VA HOSPITAL	1	4.0 %
Email newsletter	1	4.0 %
Health Fair	1	4.0 %
TV	1	4.0 %
TOWN HALL MEETINGS	1	4.0 %
WEB/EMAILL SUBSCRIPTION	1	4.0 %
TRICARE AUTHORIZATION	1	4.0 %
Total	25	100.0 %

Q31. Which health conditions do you feel are the biggest concerns in Fruita?

Q31. Which health conditions are the biggest
concerns in Fruita

	Number	Percent
Alcoholism	261	29.9 %
Cancer	186	21.3 %
Diabetes	187	21.4 %
Heart disease	214	24.5 %
Opioid addiction	213	24.4 %
Mental health/anxiety stress	317	36.4 %
Obesity	251	28.8 %
STD's	22	2.5 %
Stroke	89	10.2 %
Other	43	4.9 %
Total	1783	

Q31. Other

<u>Q31. Other</u>	<u>Number</u>	<u>Percent</u>
AGING ISSUES	1	2.3 %
AIR QUALITY	1	2.3 %
Anorexia	1	2.3 %
COPD	1	2.3 %
Child obesity	1	2.3 %
DRUGS FOR KIDS	1	2.3 %
DRUGS/YOUTHS	1	2.3 %
DUST CONTROL	1	2.3 %
Depression	1	2.3 %
Difficult to get doctor appointments or get into a new doctor in town	1	2.3 %
Drug use in general	1	2.3 %
Drugs	9	20.9 %
ER CARE	1	2.3 %
FINDING A DOCTOR	1	2.3 %
Illegal drug addictions	1	2.3 %
Issues for seniors and risk sports	1	2.3 %
Lack of health care physicians	1	2.3 %
Marijuana	5	11.6 %
Periodontal disease	1	2.3 %
Pot	1	2.3 %
RESPIRATORY ISSUES	1	2.3 %
Smoking	5	11.6 %
Smoking and pulmonary problems	1	2.3 %
Suicide	1	2.3 %
Tobacco	1	2.3 %
UNDER AGE SUBSTANCE ABUSE	1	2.3 %
<u>Under age drug problem with marijuana</u>	<u>1</u>	<u>2.3 %</u>
Total	43	100.0 %

Q32. Do you have medical insurance?

<u>Q32. Do you have medical insurance</u>	<u>Number</u>	<u>Percent</u>
Yes	792	90.8 %
No	42	4.8 %
Not sure	15	1.7 %
Not provided	23	2.6 %
Total	872	100.0 %

Q33. Are Colorado Canyons Hospital & Medical Center and services provided by Family Health West a covered service provider with your medical insurance plan?

Q33. Are Colorado Canyons Hospital & Medical Center & services provided by Family Health West a covered service provider with your medical insurance plan

<u>Q33. Are Colorado Canyons Hospital & Medical Center & services provided by Family Health West a covered service provider with your medical insurance plan</u>	<u>Number</u>	<u>Percent</u>
Yes	525	60.2 %
No	79	9.1 %
Not sure	223	25.6 %
Not provided	45	5.2 %
Total	872	100.0 %

Q33a. If "No" to Question 33, what insurance do you have?

<u>Q33a. What insurance do you have</u>	<u>Number</u>	<u>Percent</u>
Blue Cross Blue Shield	5	9.4 %
United Health Care	4	7.5 %
UMR	3	5.7 %
School district	2	3.8 %
Aetna	2	3.8 %
School District 51	2	3.8 %
CIGNA	2	3.8 %
Anthem Blue Cross Blue Shield	2	3.8 %
COMMUNITY HOSPITAL	2	3.8 %
CNIC	2	3.8 %
District 51	1	1.9 %
Mesa County Blue Cross	1	1.9 %
Community Hospital	1	1.9 %
Appleton Clinics and Christian Healthcare Ministries	1	1.9 %
Medicare/HMO/VA	1	1.9 %
Anthem	1	1.9 %
VMR with District 51	1	1.9 %
Unity Point Health Partners	1	1.9 %
Liberty Healthshare	1	1.9 %
ROCKY MOUNTAIN HMO PLAN	1	1.9 %
VA Health Care	1	1.9 %
SCL HEALTH CIGNA	1	1.9 %
Cigna St Mary's	1	1.9 %
ST MARY'S MEDICAL GROUP	1	1.9 %
Mesa County	1	1.9 %
Healthcare bill sharing program	1	1.9 %
UMI/CNIC	1	1.9 %
Rocky Mountain Health Plans	1	1.9 %
VA & MEDICARE	1	1.9 %
MEDICAID W/MARILLAC PROGRAM	1	1.9 %
NORTH STAR PLAN	1	1.9 %
UNITED (AARP), VA CENTER	1	1.9 %
ROCKY MTN MONUMENT HEALTH	1	1.9 %
Rocky Mtn HMO	1	1.9 %
Rocky Mountain	1	1.9 %
Rocky Mountain/School District 51	1	1.9 %
MCVSD51	1	1.9 %
Total	53	100.0 %

Q34. Which of the following services have you used at Colorado Canyons Hospital & Medical Center in the past 12 months?

Q34. What services have you used at Colorado Canyons Hospital & Medical Center in past 12 months

	Number	Percent
Access clinic	47	5.4 %
Arthritis care	9	1.0 %
Assisted living	10	1.1 %
Coagulation clinic	13	1.5 %
Emergency department	294	33.7 %
Infusion services	8	0.9 %
Integrative rehabilitation	11	1.3 %
Laboratory services	297	34.1 %
Neurosurgery	7	0.8 %
Occupational therapies for adults/pediatrics	39	4.5 %
Orthopedics/sports medicines	21	2.4 %
Outpatient procedures	103	11.8 %
Pain management	22	2.5 %
Physical therapies for adults/pediatrics	89	10.2 %
Podiatry	19	2.2 %
Radiology	194	22.2 %
Respiratory therapy	5	0.6 %
Secure assisted living	5	0.6 %
Skilled nursing home care	6	0.7 %
Sleep study	3	0.3 %
Speech therapies for adults/pediatrics	11	1.3 %
Surgical services	49	5.6 %
Wound healing	12	1.4 %
Other	19	2.2 %
Total	1293	

Q34. Other

<u>Q34. Other</u>	<u>Number</u>	<u>Percent</u>
Blood tests	3	16.7 %
COLONOSCOPY	1	5.6 %
COLOSTOMY	1	5.6 %
Cafeteria	1	5.6 %
Food	1	5.6 %
HAVE NOT BUT GLAD THEY ARE AVAILABLE	1	5.6 %
HOSPITAL	1	5.6 %
Has not used any medical services in last 12 months	1	5.6 %
I and R mainenance	1	5.6 %
LAB WORK	1	5.6 %
Mammogram and biopsy they found my cancer	1	5.6 %
Mamogram	1	5.6 %
Trying to get answers from FHW about billing	1	5.6 %
VACCINATIONS	1	5.6 %
WOMEN'S CARE	1	5.6 %
<u>X-ray</u>	1	5.6 %
Total	18	100.0 %

Q36. How important is Family Health West/Colorado Canyons Hospital & Medical Center to you and your household?

Q36. How important is Family Health West/
Colorado Canyons Hospital & Medical Center to
you & your household

	Number	Percent
Very important	350	40.1 %
Somewhat important	211	24.2 %
Neutral	158	18.1 %
Not important	36	4.1 %
Not at all important	53	6.1 %
Don't know	64	7.3 %
Total	872	100.0 %

Q37. How important is Family Health West/Colorado Canyons Hospital & Medical Center to the community?

Q37. How important is Family Health West/
Colorado Canyons Hospital & Medical Center to the
community

	Number	Percent
Very important	599	68.7 %
Somewhat important	142	16.3 %
Neutral	46	5.3 %
Not important	6	0.7 %
Not at all important	16	1.8 %
Don't know	63	7.2 %
Total	872	100.0 %

Q38. Perceptions of Health Care. Using a scale of 1 to 5, where 5 means "Excellent" And 1 Means "Poor," please rate the following aspects of health care in Fruita.

(N=872)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q38a. Accessibility of health care in Fruita	29.0%	41.3%	13.1%	4.2%	2.2%	10.2%
Q38b. Availability of health care in Fruita	25.7%	42.3%	13.9%	5.0%	2.6%	10.4%
Q38c. Cost of health care in Fruita	9.7%	26.3%	23.5%	3.7%	4.2%	32.6%
Q38d. Quality of health care in Fruita	20.6%	36.5%	13.5%	4.6%	3.6%	21.2%

WITHOUT DON'T KNOW

Q38. Perceptions of Health Care. Using a scale of 1 to 5, where 5 means "Excellent" And 1 Means "Poor," please rate the following aspects of health care in Fruita. (without "don't know")

(N=872)

	Excellent	Good	Neutral	Below average	Poor
Q38a. Accessibility of health care in Fruita	32.3%	46.0%	14.6%	4.7%	2.4%
Q38b. Availability of health care in Fruita	28.7%	47.2%	15.5%	5.6%	2.9%
Q38c. Cost of health care in Fruita	14.5%	38.9%	34.9%	5.4%	6.3%
Q38d. Quality of health care in Fruita	26.2%	46.3%	17.2%	5.8%	4.5%

Q39. Do you prefer to use the emergency department at Colorado Canyons Hospital & Medical Center in Fruita, or do you prefer another emergency department in Grand Junction?

Q39. Do you prefer to use the emergency department at Colorado Canyons Hospital & Medical Center or to use another emergency department in Grand Junction

	Number	Percent
Colorado Canyons Hospital & Medical Center in Fruita	365	41.9 %
Other emergency department in Grand Junction	281	32.2 %
Not sure	190	21.8 %
Not provided	36	4.1 %
Total	872	100.0 %

Q40. Area Youth. How supportive are you of a nominal tax increases that supports programs for youth, ages 9 to 25 years old?

Q40. How supportive are you of a nominal tax increase that supports programs for youth, ages 9 to 25 years old

	Number	Percent
Very supportive	169	19.4 %
Somewhat supportive	227	26.0 %
Neutral	198	22.7 %
Not supportive	109	12.5 %
Not at all supportive	84	9.6 %
Don't know	85	9.7 %
Total	872	100.0 %

Q41. Please rate your level of agreement with the following statement: "Fruita has opportunities for youth (ages 9-25) involvement."

Q41. Your level of agreement with the statement: "Fruita has opportunities for youth (9-25) involvement"

	Number	Percent
Strongly agree	47	5.4 %
Agree	237	27.2 %
Neutral	232	26.6 %
Disagree	74	8.5 %
Strongly disagree	21	2.4 %
Don't know	261	29.9 %
Total	872	100.0 %

Q42. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements.

(N=872)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q42a. There are people in my neighborhood who are proud of the youth when they do something well	25.8%	38.5%	11.6%	1.3%	0.5%	22.4%
Q42b. There are people in my neighborhood who encourage youth to do their best	23.4%	39.9%	12.5%	1.8%	0.3%	22.0%
Q42c. My neighbors notice where youth are doing a good job & let them know about it	17.0%	27.3%	21.3%	4.0%	1.3%	29.1%

WITHOUT DON'T KNOW

Q42. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements. (without "don't know")

(N=872)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q42a. There are people in my neighborhood who are proud of the youth when they do something well	33.2%	49.6%	14.9%	1.6%	0.6%
Q42b. There are people in my neighborhood who encourage youth to do their best	30.0%	51.2%	16.0%	2.4%	0.4%
Q42c. My neighbors notice where youth are doing a good job & let them know about it	23.9%	38.5%	30.1%	5.7%	1.8%

Q43. Approximately how many years have you lived in the City of Fruita?

Q43. How many years have you lived in the City of Fruita	Number	Percent
Less than 5 years	237	27.2 %
5-10 years	191	21.9 %
11-20 years	273	31.3 %
20+ years	166	19.0 %
Not provided	5	0.6 %
Total	872	100.0 %

Q44. What is your age?

Q44. Your age	Number	Percent
18-34	163	18.7 %
35-44	154	17.7 %
45-54	172	19.7 %
55-64	159	18.2 %
65+	216	24.8 %
Not provided	8	0.9 %
Total	872	100.0 %

Q45. Would you say your total household income is:

Q45. Your total household income	Number	Percent
Under \$30K	143	16.4 %
\$30K-\$59,999	239	27.4 %
\$60K-\$99,999	249	28.6 %
\$100K+	144	16.5 %
Not provided	97	11.1 %
Total	872	100.0 %

Q46. Your gender:

Q46. Your gender	Number	Percent
Male	426	48.9 %
Female	443	50.8 %
Not provided	3	0.3 %
Total	872	100.0 %

Section 5

Survey Instrument



FRUITA

COLORADO

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City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Parks/Recreation Dept.
970-858-0360

Wastewater Treatment
Facility
970-858-4081

August 2017

Dear Fruita Resident:

The City of Fruita, Family Health West, and Mesa County Health Department have teamed up and are requesting your help. We are asking each household in Fruita to participate in a community survey. The City of Fruita organization exists to provide essential core services to our residents. The City has goals built upon providing core services to positively impact *Quality of Place, Economic Health and Lifestyle*. Some of the information requested in this survey helps provide trends with past community surveys, which we use to gauge our progress and priorities on City services and programs, as well as in decision-making that impacts the community. As the physical, emotional and mental health of our residents is critical to our community, we celebrate our partnership with Family Health West and the Mesa County Health Department and emphasize the importance of the information we collectively seek from all residents.

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 our community's future.

Please return your completed survey within the next 10 days using the postage-paid envelope provided. If you would prefer to take the survey on-line, please go to www.fruitasurvey.org.

The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. They will present the results to the City this Fall. Individual responses to the survey will absolutely remain confidential.

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

Thank you in advance for your participation.

Sincerely,

Mayor Lori Buck

Honor the Past – Envision the Future **FRUITA**



City of Fruita 2017 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. If you prefer, you can also take the survey online at www.fruitasurvey.org.

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
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of City parks	5	4	3	2	1	9
03. Overall quality of City recreation programs	5	4	3	2	1	9
04. Overall quality of City streets	5	4	3	2	1	9
05. Overall quality of crosswalks	5	4	3	2	1	9
06. Overall quality of service you receive from City employees	5	4	3	2	1	9
07. Overall quality of representation you receive from City Council	5	4	3	2	1	9
08. Overall effectiveness of City communication with the public	5	4	3	2	1	9
09. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
10. Overall quality of sewer service	5	4	3	2	1	9
11. Overall quality of the City's recycling program	5	4	3	2	1	9
12. Overall quality of garbage collection	5	4	3	2	1	9

2. **Which FOUR of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** [Write-in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

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

How would you rate the...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. Overall quality of life in the City	5	4	3	2	1	9
02. Overall quality of services provided by the City of Fruita	5	4	3	2	1	9
03. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
04. Overall image of the City	5	4	3	2	1	9
05. Overall feeling of safety in the City	5	4	3	2	1	9
06. Quality of new development in the City	5	4	3	2	1	9
07. Overall image of downtown area	5	4	3	2	1	9
08. Overall image of South Fruita area	5	4	3	2	1	9
09. Overall appearance of the City	5	4	3	2	1	9
10. Overall appearance of business signs	5	4	3	2	1	9
11. Overall image of Highway 6 & 50 area	5	4	3	2	1	9

4. Public Safety. For each of the items listed, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of pedestrian safety & crosswalks	5	4	3	2	1	9
2.	The visibility of police in neighborhoods	5	4	3	2	1	9
3.	The City's efforts to prevent crime	5	4	3	2	1	9
4.	How quickly police respond to emergencies	5	4	3	2	1	9
5.	Safety/prevention education programs	5	4	3	2	1	9

5. Which TWO of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____

6. 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.

Enforcement		Too Lax	About Right	Too Strict
1.	Overall traffic enforcement	3	2	1
2.	Weed control	3	2	1
3.	Animal control regulations	3	2	1
4.	Junk in residential yards	3	2	1
5.	Junk in commercial areas	3	2	1

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

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

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

Parks		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of City parks	5	4	3	2	1	9
2.	Number of City parks	5	4	3	2	1	9
3.	Variety and types of City parks	5	4	3	2	1	9
4.	Maintenance of trails	5	4	3	2	1	9
5.	Number of walking and biking trails	5	4	3	2	1	9
6.	Amount of Open Space	5	4	3	2	1	9

9. Which THREE of the parks items listed in Question 8 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 8.]

1st: ____ 2nd: ____ 3rd: ____

10. 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."

Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Program offerings for the entire family	5	4	3	2	1	9
2.	Program offerings for Children (5th grade and under)	5	4	3	2	1	9
3.	Program offerings for Youth (6th - 8th grade)	5	4	3	2	1	9
4.	Program offerings for Teens (9th grade and up)	5	4	3	2	1	9
5.	Program offerings for Adults	5	4	3	2	1	9
6.	Program offerings for Seniors	5	4	3	2	1	9
7.	Registration processes for programs	5	4	3	2	1	9
8.	Amount of overall program offerings	5	4	3	2	1	9
9.	City special events and festivals	5	4	3	2	1	9

11. Which THREE of the recreation items listed in Question 10 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 10.]*

1st: ____ 2nd: ____ 3rd: ____

12. 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."

Community Center		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall impression of Community Center	5	4	3	2	1	9
2.	Hours of operation	5	4	3	2	1	9
3.	Availability of meeting spaces	5	4	3	2	1	9
4.	Cleanliness	5	4	3	2	1	9
5.	Customer service	5	4	3	2	1	9
6.	Appropriateness of pass fees	5	4	3	2	1	9

13. Which THREE of the Community Center items listed in Question 12 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 12.]*

1st: ____ 2nd: ____ 3rd: ____

14. What are your primary sources of information about activities and services in your community? *[Check all that apply.]*

- ____(1) The Daily Sentinel
- ____(2) Posted notices
- ____(3) City of Fruita web page
- ____(4) Fruita City Link – print by mail
- ____(5) Fruita City Link – electronically
- ____(6) Television
- ____(7) The radio
- ____(8) Social media
- ____(9) Other: _____

15. Which THREE of the sources listed in Question 14 are your MOST PREFERRED ways to learn about activities and services in the community? *[Write-in your answers below using the numbers from the list in Question 14.]*

1st: ____ 2nd: ____ 3rd: ____

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

City Maintenance/Public Works		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of major city streets	5	4	3	2	1	9
02.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
03.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
04.	Maintenance of downtown Fruita	5	4	3	2	1	9
05.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
06.	Adequacy of city street lighting	5	4	3	2	1	9
07.	Availability of sidewalks in the City	5	4	3	2	1	9
08.	Landscaping and appearance of public areas along city streets	5	4	3	2	1	9
09.	Snow removal on city streets	5	4	3	2	1	9
10.	Overall availability of irrigation water	5	4	3	2	1	9
11.	Condition of sidewalks	5	4	3	2	1	9

17. Which THREE of the maintenance/public works items listed in Question 17 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 16.]

1st: ____ 2nd: ____ 3rd: ____

18. Traffic Flow and Transportation. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following items.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of north/south travel in Fruita	5	4	3	2	1	9
2.	Ease of east/west travel in Fruita	5	4	3	2	1	9
3.	Ease of travel by car in Fruita	5	4	3	2	1	9
4.	Ease of travel by bicycle in Fruita	5	4	3	2	1	9
5.	Ease of pedestrian travel in Fruita	5	4	3	2	1	9

19. Which TWO of the traffic flow/transportation items listed in Question 18 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 18.]

1st: ____ 2nd: ____

20. General Issues. 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 items listed below.

General Issues		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of the Grand Valley public bus system	5	4	3	2	1	9
2.	Overall quality of the Mesa County Public Library (Fruita Branch)	5	4	3	2	1	9

21. What would encourage you to shop and utilize services in Fruita more often? [Check all that apply.]

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

22. 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?

Reasons to Live in Fruita:	Needs are Very Well Met	Needs are Met	Not sure	Needs are Not Met
01. Sense of community	4	3	2	1
02. Quality of public schools	4	3	2	1
03. Employment opportunities	4	3	2	1
04. Types of housing	4	3	2	1
05. Affordability of housing	4	3	2	1
06. Access to quality shopping	4	3	2	1
07. Availability of recreational opportunities	4	3	2	1
08. Ease of travel within Fruita	4	3	2	1
09. Safety in your neighborhood	4	3	2	1
10. The quality of your neighborhood overall	4	3	2	1
11. Small town atmosphere	4	3	2	1

23. Which THREE of the reasons listed in Question 22 were MOST IMPORTANT in your decision to live Fruita? [Write-in your answers below using the numbers from the list in Question 22.]

1st: ____ 2nd: ____ 3rd: ____

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

25. **Fruita Reservoirs.** The City owns 240 shares (2.5 CFS) of water rights and 4 reservoirs 10 miles south of Glade Park, outside the City limits. This water was the drinking water supply for residents until 1983. In order to maintain the rights, the water must be used along the pipeline or in city limits, so the City supplies irrigation water to Glade Park residents to maintain the rights. The water supply is no longer adequate to meet the needs of the current city population, nor is the water accessible within city limits. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

Mountain Water	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The City should continue to spend approximately \$45,000 - \$90,000 in operational costs annually and \$1 million on capital costs (mostly related to the 4 dams) every 10 years in order to maintain the water rights	5	4	3	2	1	9
2. The City should continue to spend tax dollars to provide irrigation water to users outside the City limits in order to maintain the water rights	5	4	3	2	1	9
3. I value recreational opportunities on the Fruita Reservoirs	5	4	3	2	1	9

26. I recreate at... [Check all that apply.]

(1) Fruita Reservoir #1 (4) Enochs Lake (6) Turkey Flats or Black Pine Trails (U.S. Forest Service land, not City owned)
 (2) Fruita Reservoir #2 (5) Mudsprings Campground
 (3) Fruita Reservoir #3 (7) None of the above

27. **Health Care Services.** Are you aware Family Health West provides a spectrum of health care services in Fruita, including Colorado Canyons Hospital & Medical Center?

(1) Yes (2) No (3) Not Sure

28. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Colorado Canyons Hospital & Medical Center is a resource/benefit to the community	5	4	3	2	1	9
2. The role of Family Health West is to provide elder care in Fruita	5	4	3	2	1	9

- 29. Where do you get your routine health care? [Check all that apply.]**
 ___(1) Doctor's office ___(3) Employer ___(5) Other: _____
 ___(2) Emergency department ___(4) Health Department
- 30. What is the best way to share healthcare information with you? [Check only one.]**
 ___(1) Newspaper ___(3) Mail ___(5) Other: _____
 ___(2) Print materials ___(4) Social media
- 31. Which health conditions do you feel are the biggest concerns in Fruita? [Check all that apply.]**
 ___(01) Alcoholism ___(04) Heart Disease ___(07) Obesity ___(10) Other: _____
 ___(02) Cancer ___(05) Opioid addiction ___(08) STD's
 ___(03) Diabetes ___(06) Mental health/anxiety stress ___(09) Stroke
- 32. Do you have medical insurance?** ___(1) Yes ___(2) No ___(3) Not Sure
- 33. Are Colorado Canyons Hospital & Medical Center and services provided by Family Health West a covered service provider with your medical insurance plan?**
 ___(1) Yes [Skip to Q34.] ___(2) No ___(3) Not Sure [Skip to Q34.]
- 33a. If "No" to Q33, what insurance do you have?**

- 34. Which of the following services have you used at Colorado Canyons Hospital & Medical Center in the past 12 months? [Check all that apply.]**
 ___(01) Access clinic ___(10) Occupational therapies for ___(17) Respiratory therapy
 ___(02) Arthritis care adults/pediatrics ___(18) Secure assisted living
 ___(03) Assisted living ___(11) Orthopedics/sports medicines ___(19) Skilled nursing home care
 ___(04) Coagulation Clinic ___(12) Outpatient procedures ___(20) Sleep study
 ___(05) Emergency Department ___(13) Pain management ___(21) Speech therapies for
 ___(06) Infusion services ___(14) Physical therapies for adults/pediatrics
 ___(07) Integrative rehabilitation adults/pediatrics ___(22) Surgical services
 ___(08) Laboratory services ___(15) Podiatry ___(23) Wound healing
 ___(09) Neurosurgery ___(16) Radiology ___(24) Other: _____
- 35. What additional services, if any, would you like to see Colorado Canyons Hospital & Medical Center offer?**

- 36. How important is Family Health West/Colorado Canyons Hospital & Medical Center to you and your household?**
 ___(5) Very Important ___(3) Neutral ___(1) Not at All Important
 ___(4) Somewhat Important ___(2) Not Important ___(9) Don't Know
- 36a. If you indicated "Not Important" or "Not at All Important" to Q34, what is the reason why?**

- 37. How important is Family Health West/Colorado Canyons Hospital & Medical Center to the community?**
 ___(5) Very Important ___(3) Neutral ___(1) Not at All Important
 ___(4) Somewhat Important ___(2) Not Important ___(9) Don't Know

38. Perceptions of Health Care. Using a scale of 1 to 5, where 5 means "Excellent" And 1 Means "Poor," please rate the following aspects of health care in Fruita.

Perceptions of Health Care in Fruita		Excellent	Good	Fair	Below Average	Poor	Don't Know
1.	Accessibility of health care in Fruita	5	4	3	2	1	9
2.	Availability of health care in Fruita	5	4	3	2	1	9
3.	Cost of health care in Fruita	5	4	3	2	1	9
4.	Quality of health care in Fruita	5	4	3	2	1	9

39. Do you prefer to use the emergency department at Colorado Canyons Hospital & Medical Center in Fruita, or do you prefer another emergency department in Grand Junction? [Check only one.]

- ___(1) Colorado Canyons Hospital & Medical Center in Fruita
- ___(2) Other emergency department in Grand Junction (Why? _____?)
- ___(3) Not Sure

40. Area Youth. How supportive are you of a nominal tax increases that supports programs for youth, ages 9 to 25 years old?

- ___(5) Very Supportive
- ___(4) Somewhat Supportive
- ___(3) Neutral
- ___(2) Not Supportive
- ___(1) Not at All Supportive
- ___(9) Don't Know

41. Please rate your level of agreement with the following statement: "Fruita has opportunities for youth (ages 9-25) involvement."

- ___(5) Strongly agree
- ___(4) Agree
- ___(3) Neutral
- ___(2) Disagree
- ___(1) Strongly Disagree
- ___(9) Don't Know

42. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	There are people in my neighborhood who are proud of the youth when they do something well	5	4	3	2	1	9
2.	There are people in my neighborhood who encourage youth to do their best	5	4	3	2	1	9
3.	My neighbors notice where youth are doing a good job and let them know about it	5	4	3	2	1	9

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

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

44. What is your age? _____ years

45. Would you say your total household income is:

- ___(1) Under \$30,000
- ___(2) \$30,000 - \$59,999
- ___(3) \$60,000 - \$99,999
- ___(4) \$100,000+

46. 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.

