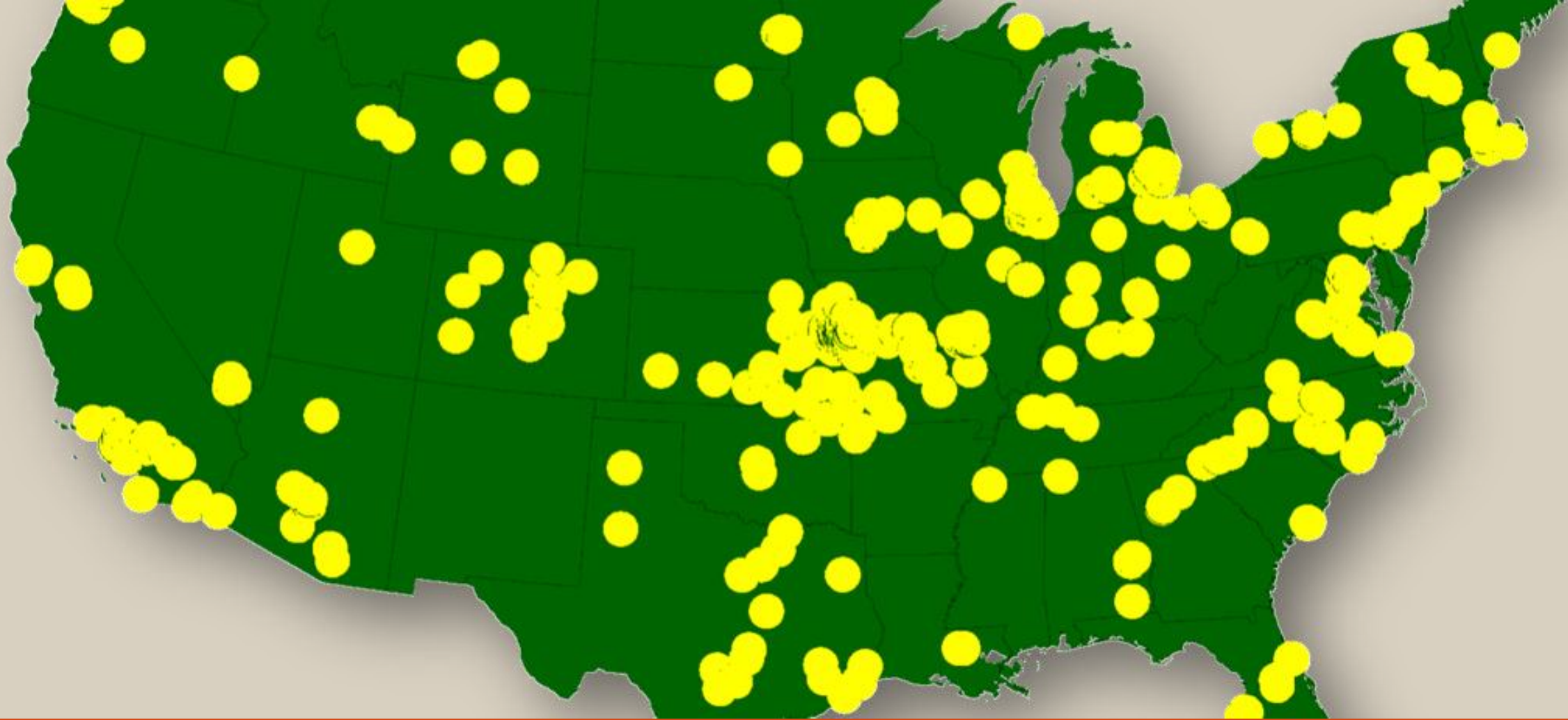


2021 City of Fruita Community Survey

PRESENTED BY  ETC
INSTITUTE





A National Leader in Market Research for Local Governmental Organizations

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

Helping organizations make better decisions

Purpose

To objectively assess citizen satisfaction with the delivery of City services

To measure trends from previous surveys

To compare the City's performance with other communities

To help determine priorities for the community

Methodology

Survey Description

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

Method of Administration

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

Methodology

Sample Size

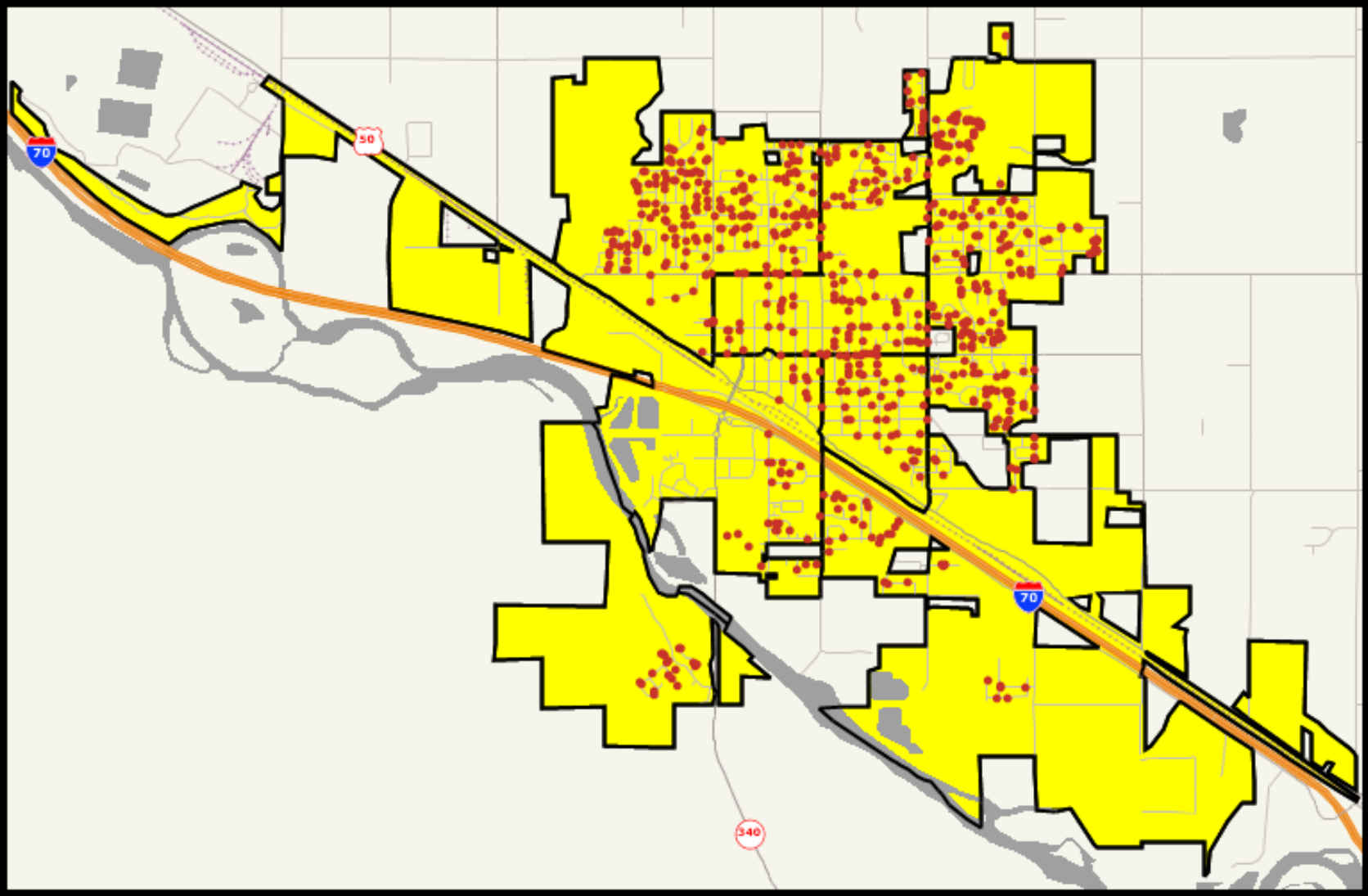
- **Goal:** 400 surveys
- **Actual:** 673 surveys

Margin of Error

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

Location of Survey Respondents

Good distribution of responses throughout the City



2021 City of Fruita Community Survey

Bottom Line Up Front

Residents have a very positive perception of the City

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

Satisfaction is much higher in Fruita than other communities

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

Overall Priorities for Improvement 2021

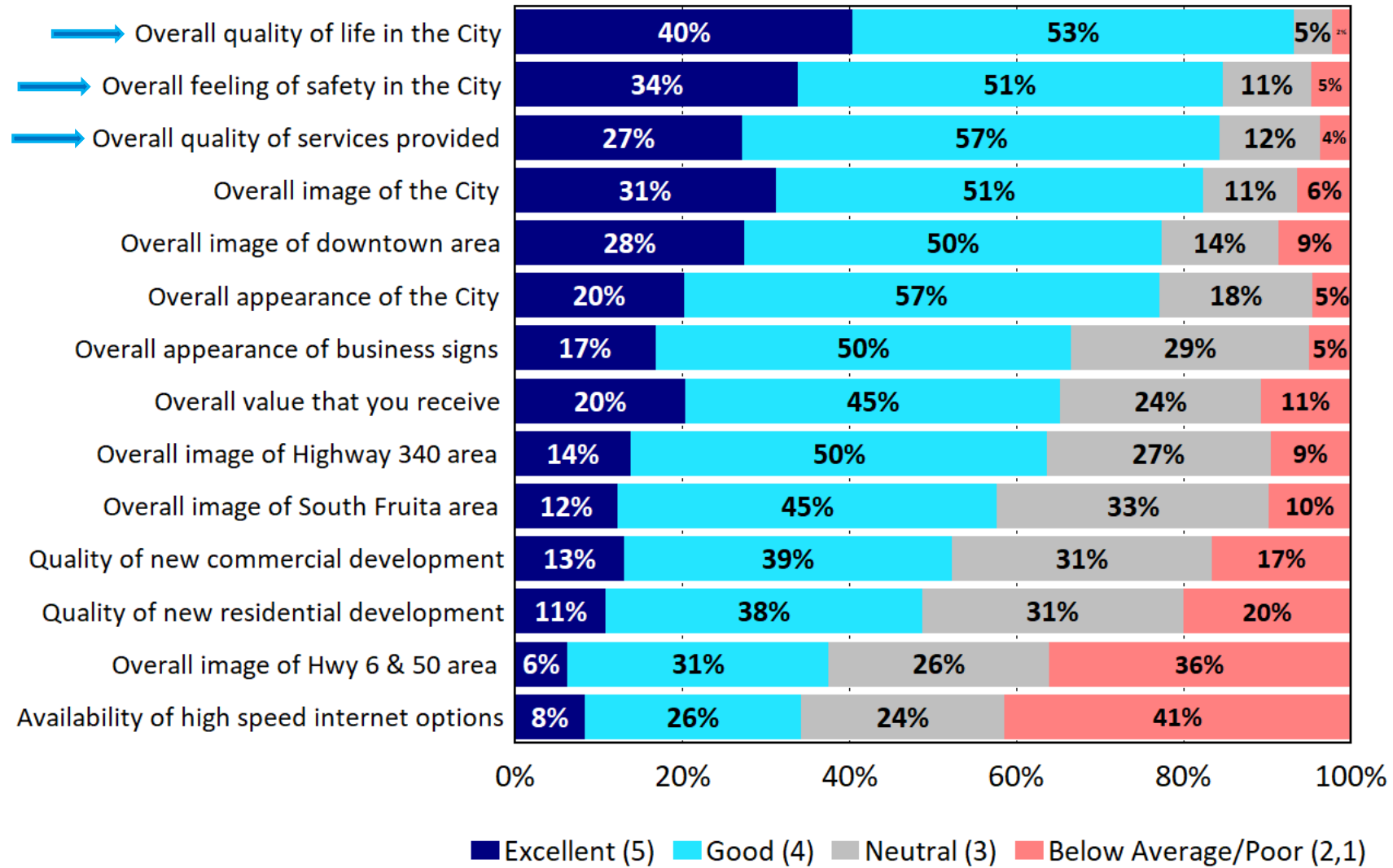
1. Overall quality of City streets
2. Overall flow of traffic and congestion management
3. Overall quality of representation you receive from City Council
4. Overall effectiveness of City communication

Perceptions

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

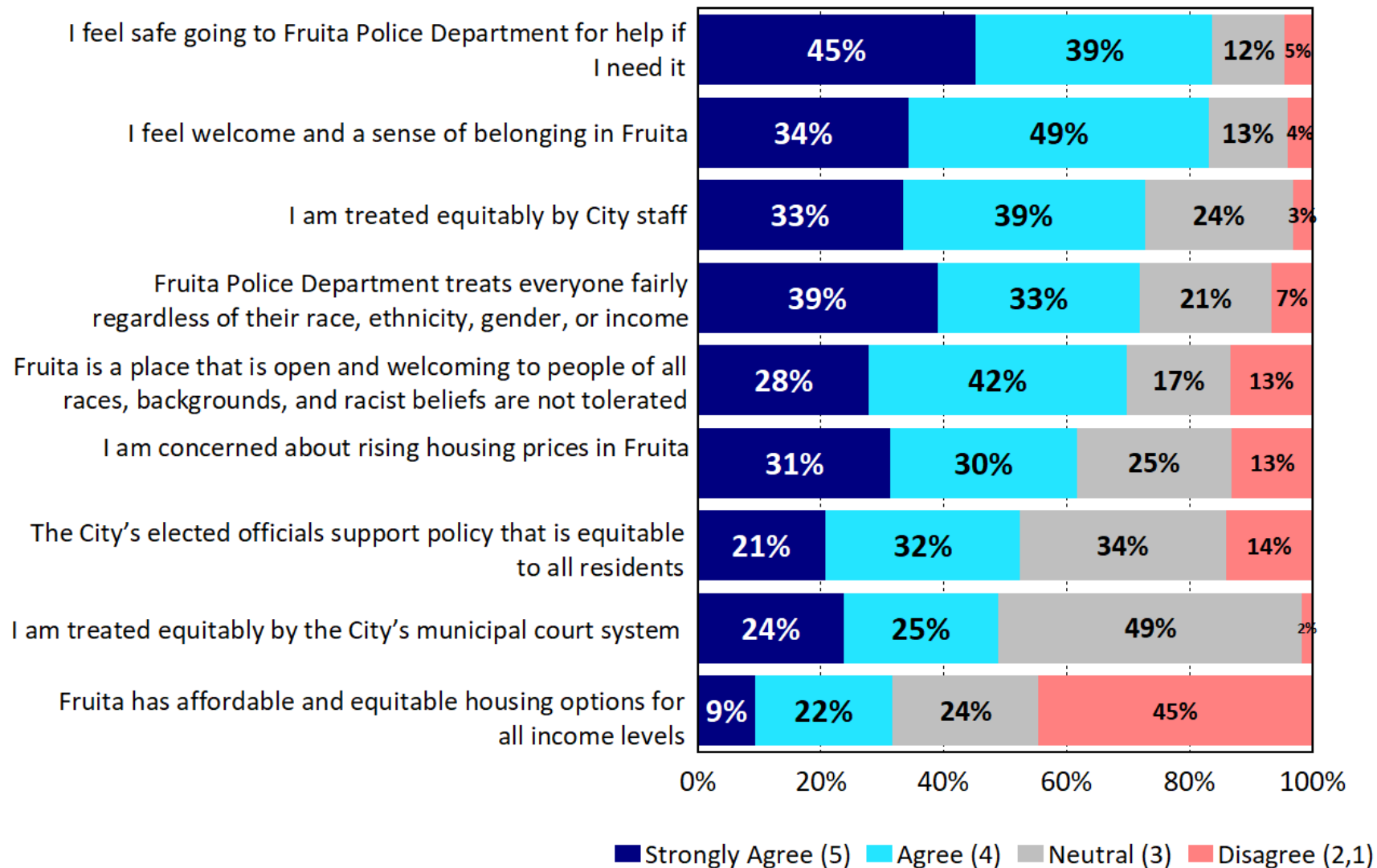
Q3. Perception That Residents Have of the City

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



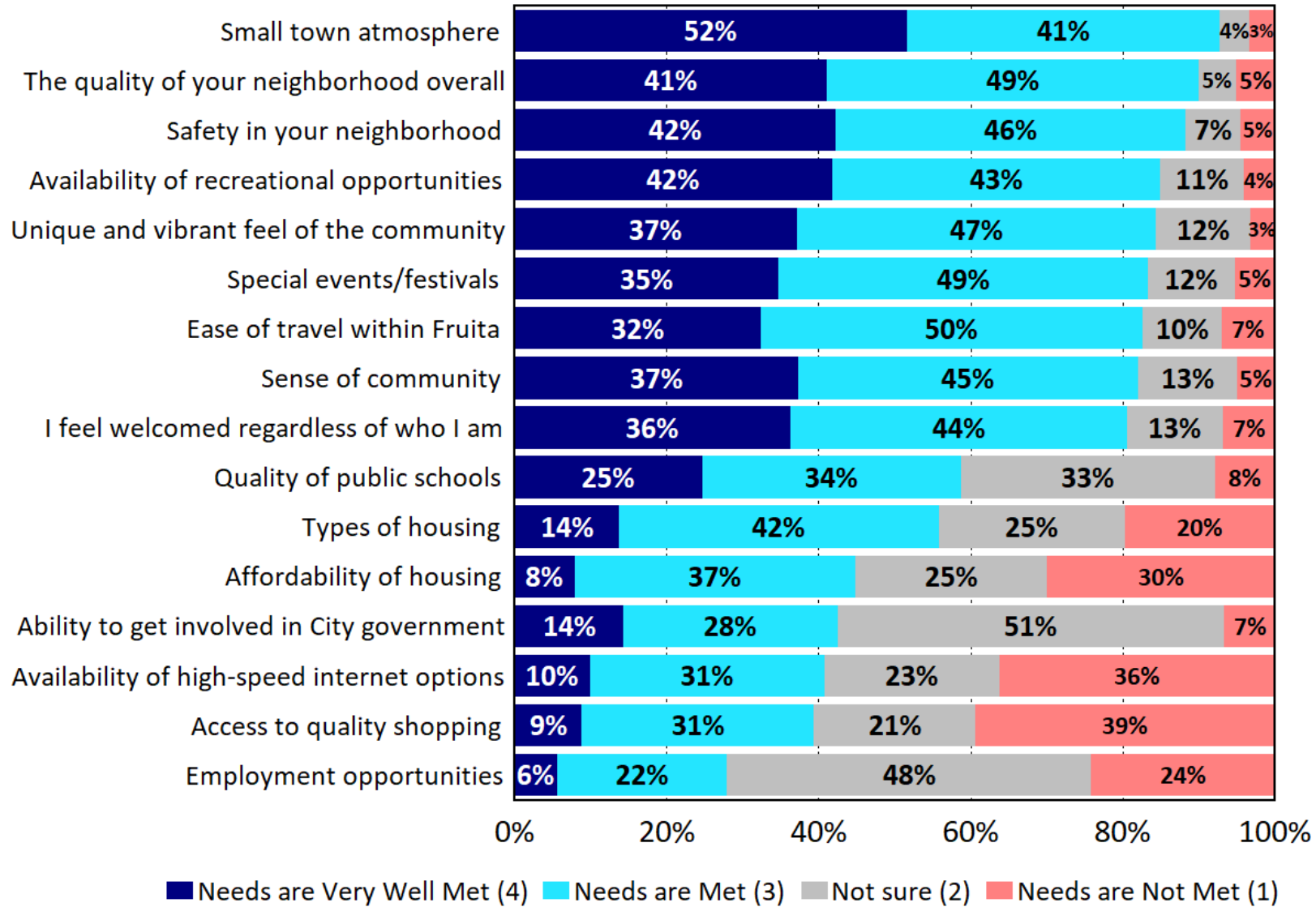
Q9. Agreement with the Following Statements About Diversity, Equity, and Inclusion

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



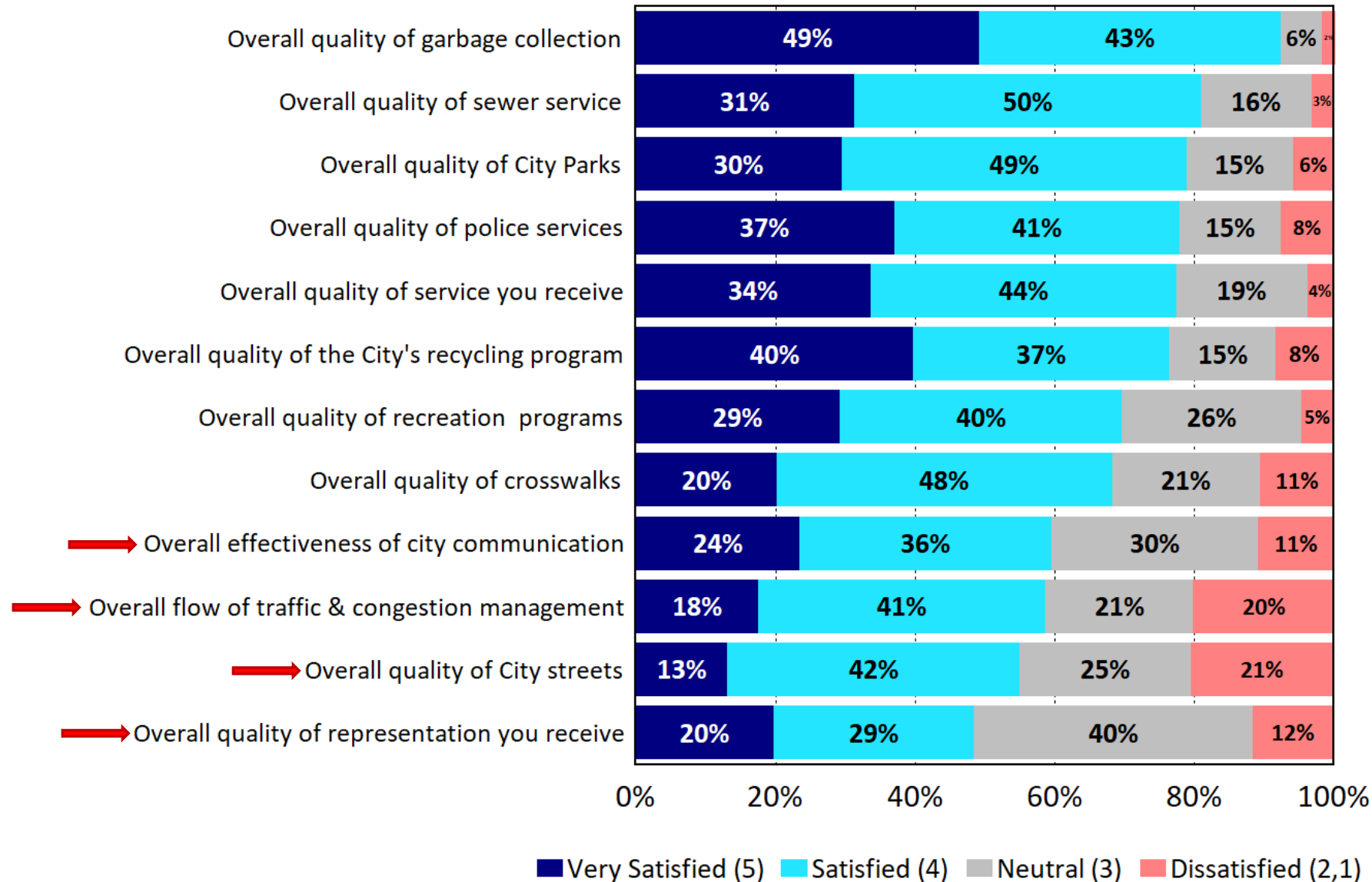
Q24. Reasons to Live in Fruita

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



Q1. Overall Satisfaction With City Services by Major Category

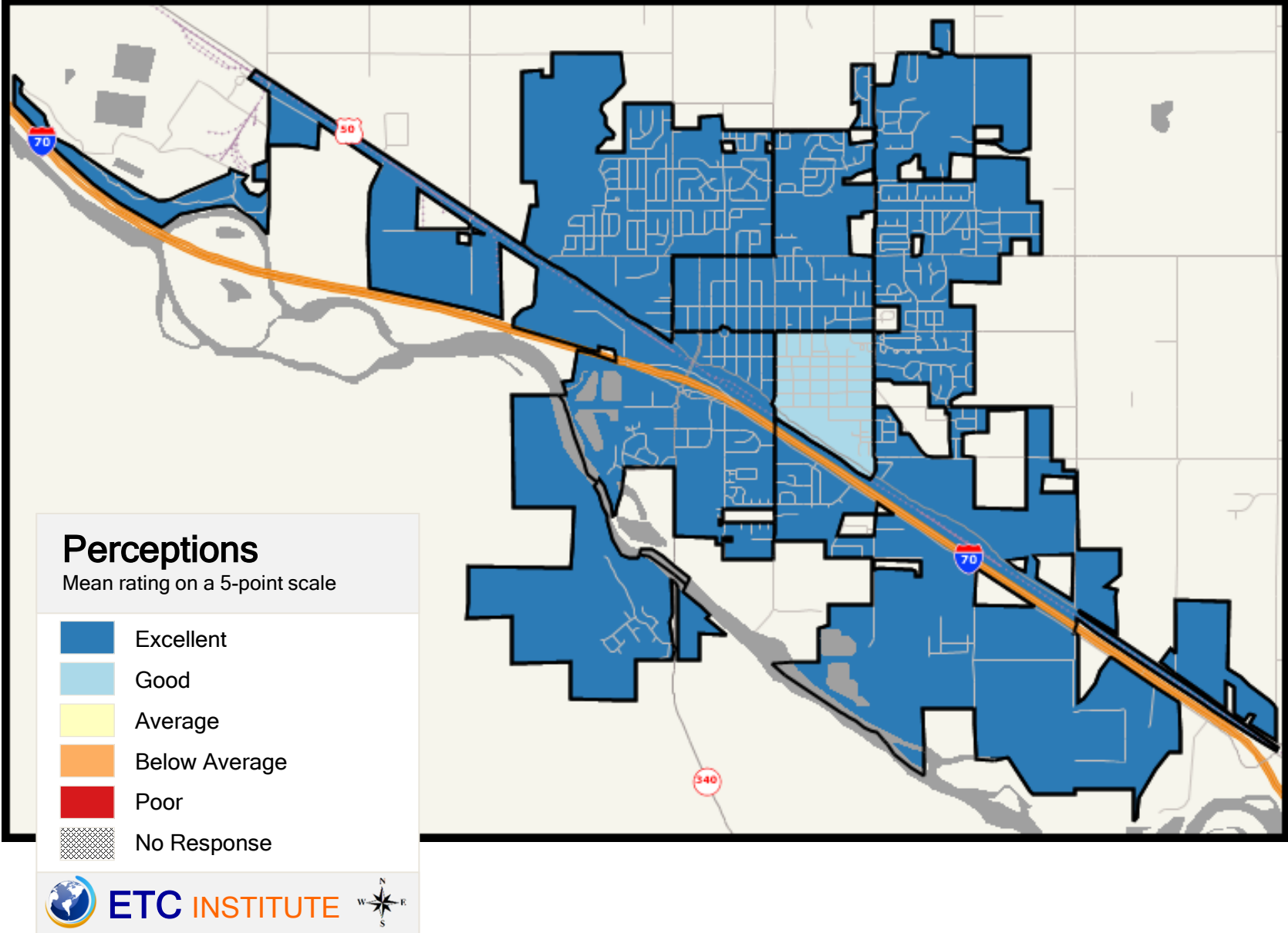
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Rating the Overall Quality of Life in Fruita

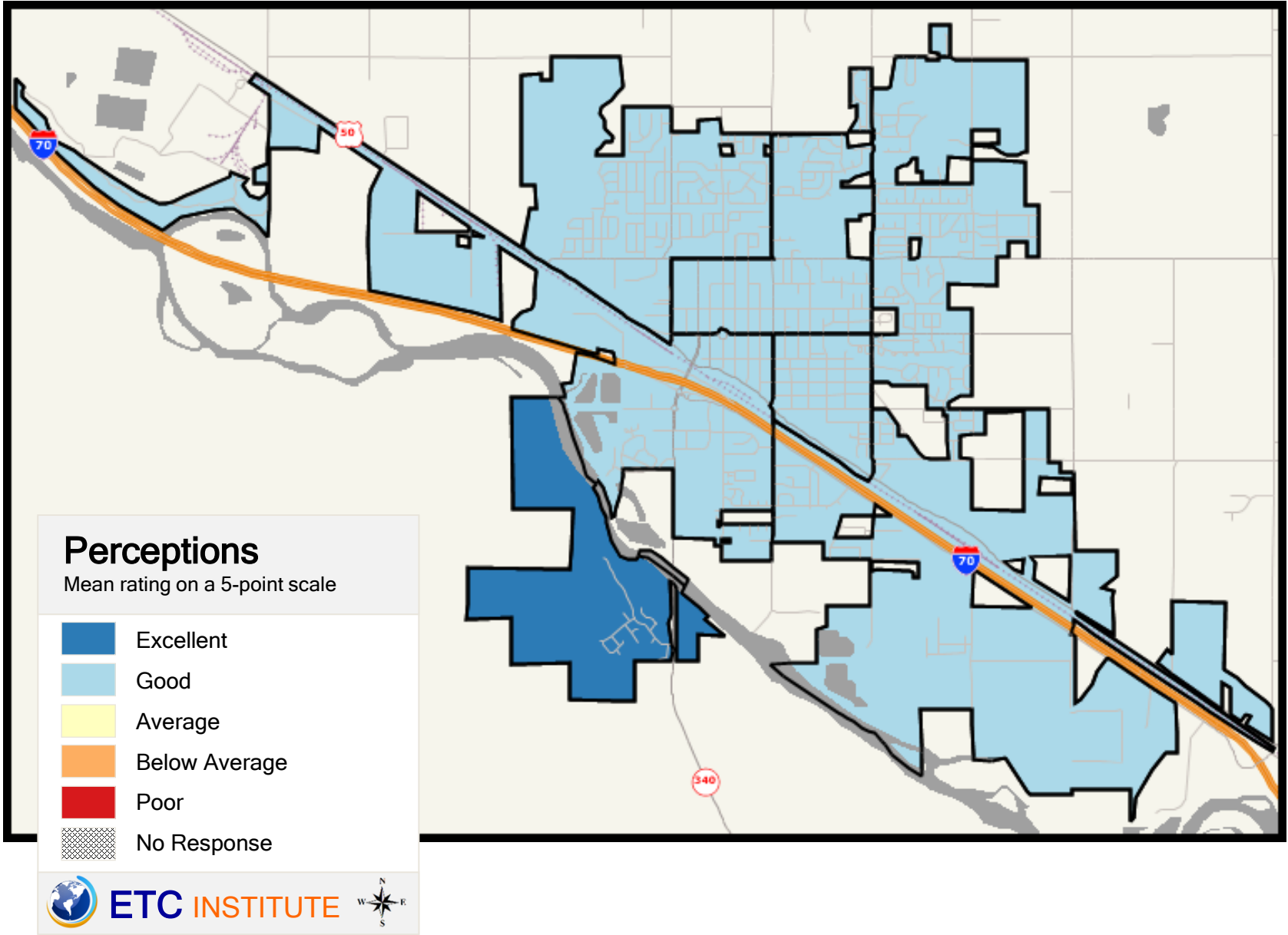
All areas of the map are in blue

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



Overall Quality of Services Provided by the City

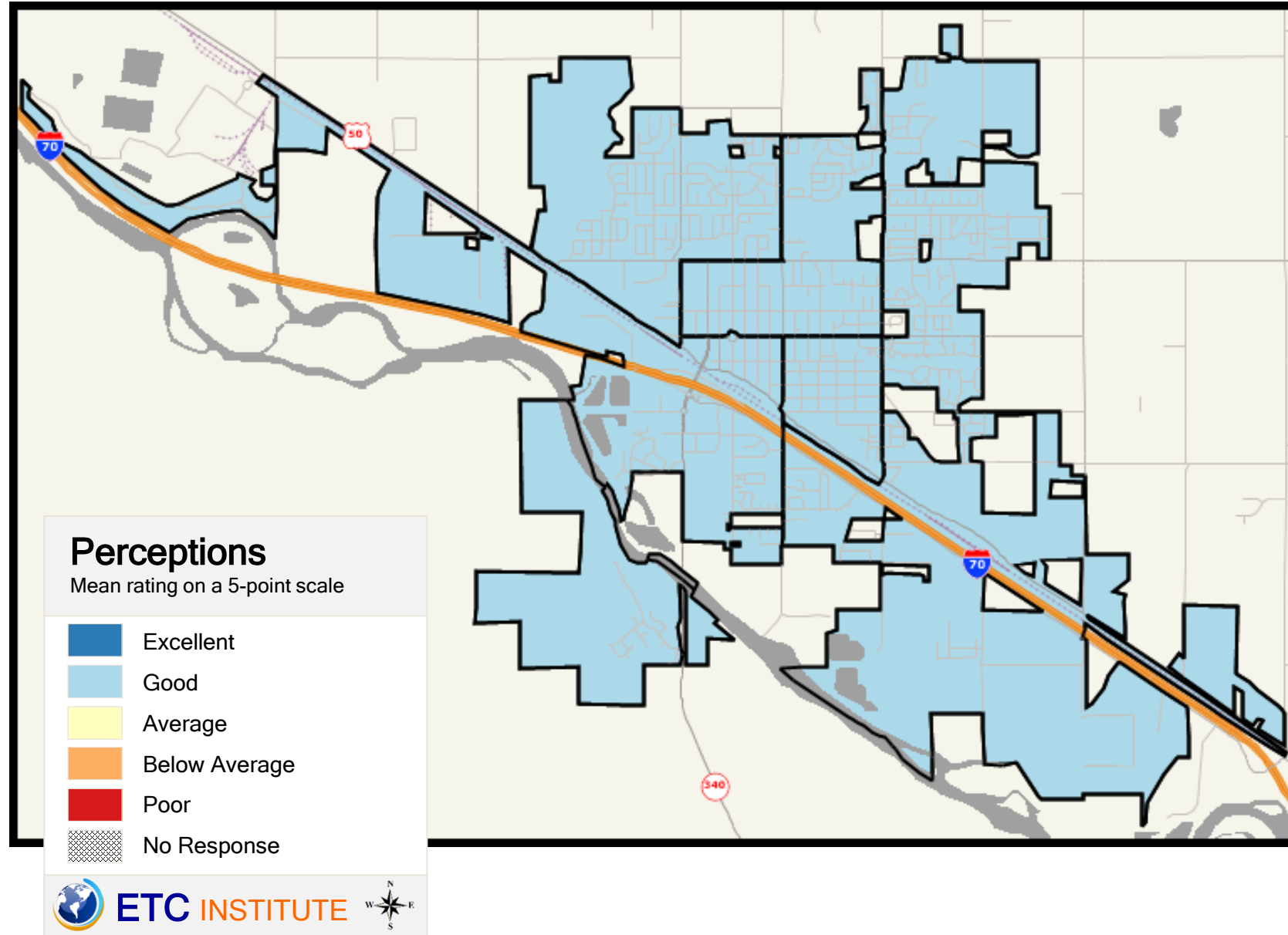
The City is equitably providing services to all residents in the City



Rating the Overall Value Received for Taxes and Fees

All areas of the map are in blue

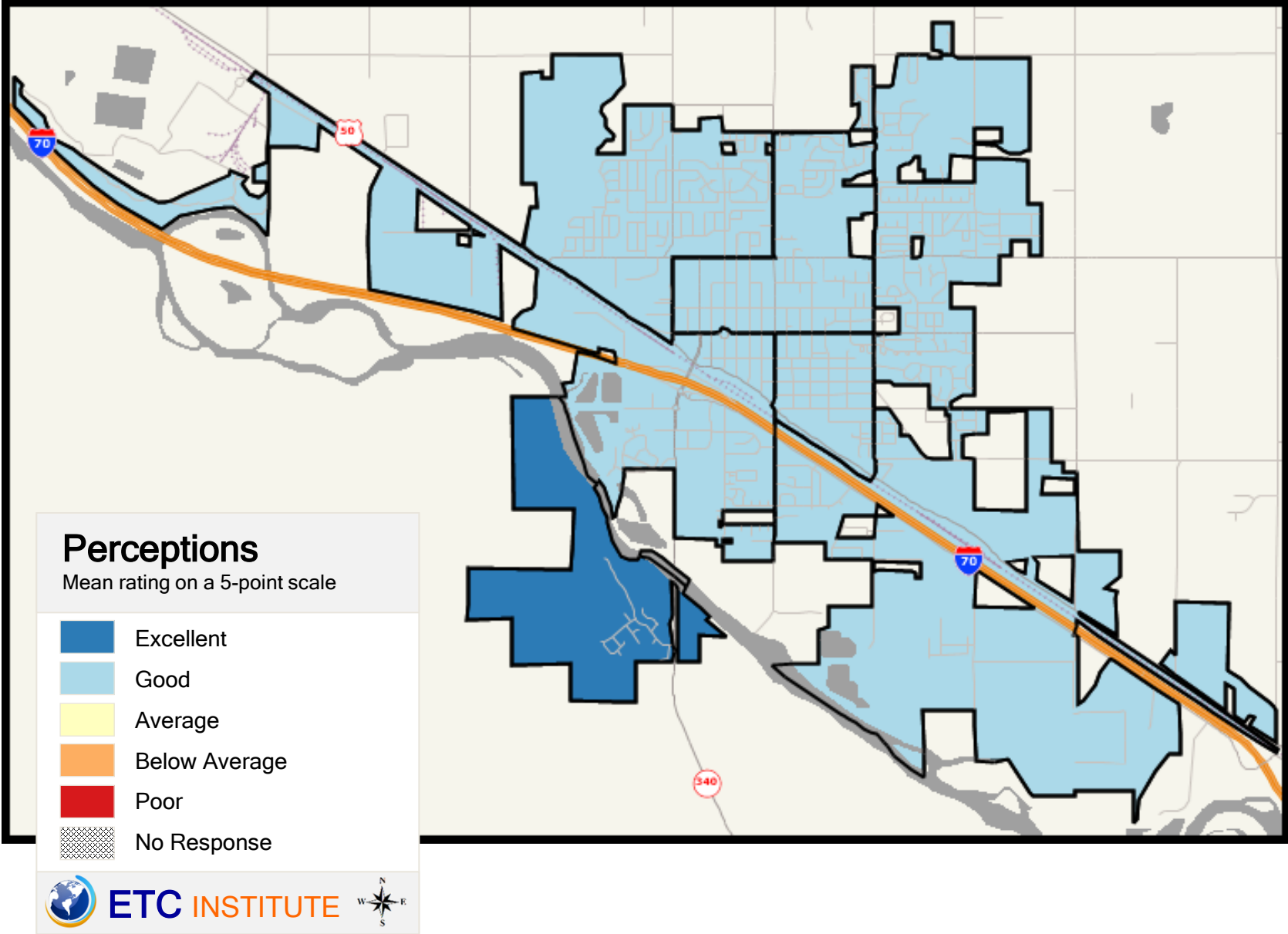
Any areas of yellow, orange, or red should receive additional focus.



Rating the Overall Feeling of Safety in Fruita

All areas of the map are in blue

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

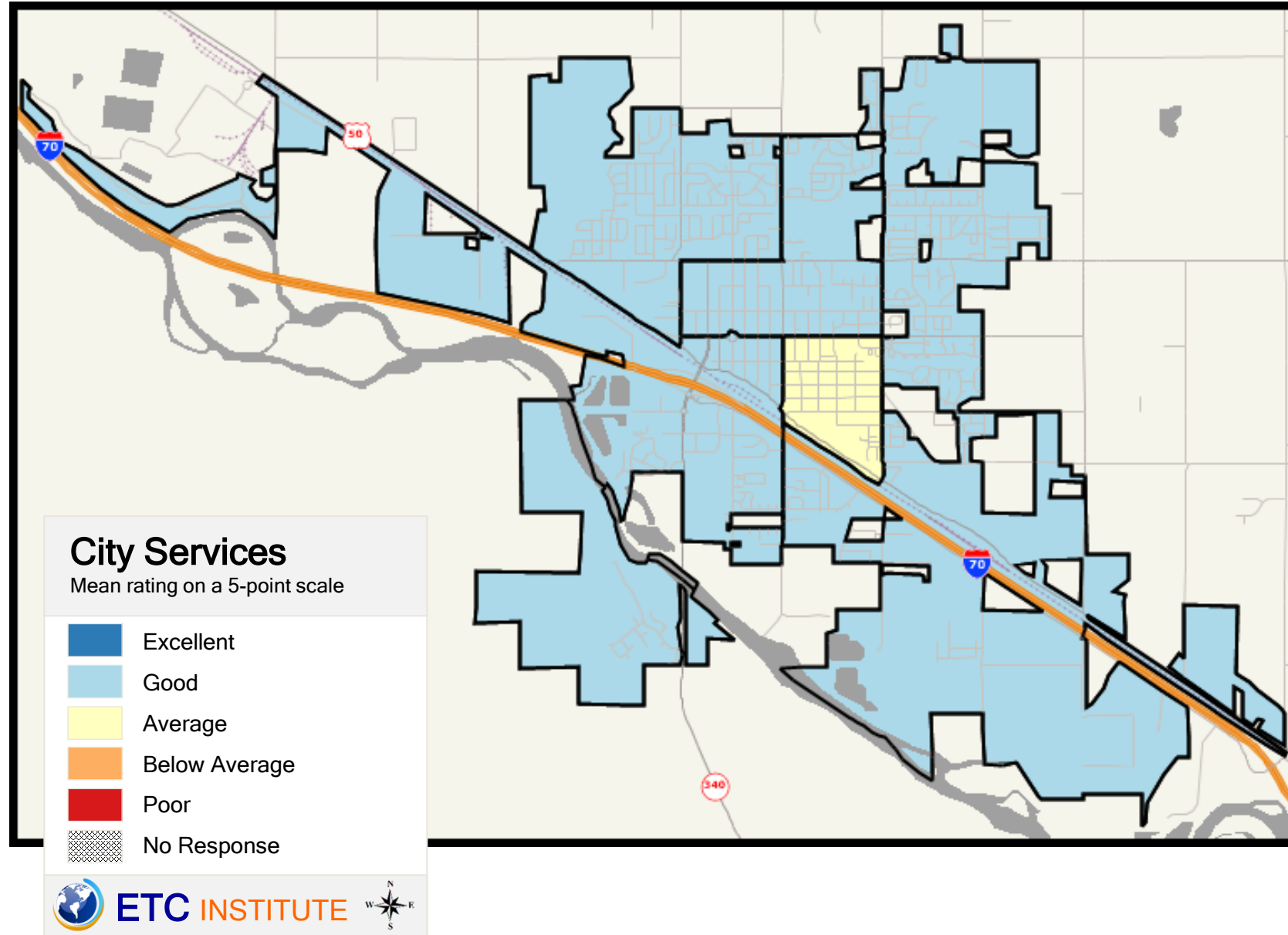


Overall Quality of City Streets

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

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

Areas in blue indicate higher levels of satisfaction

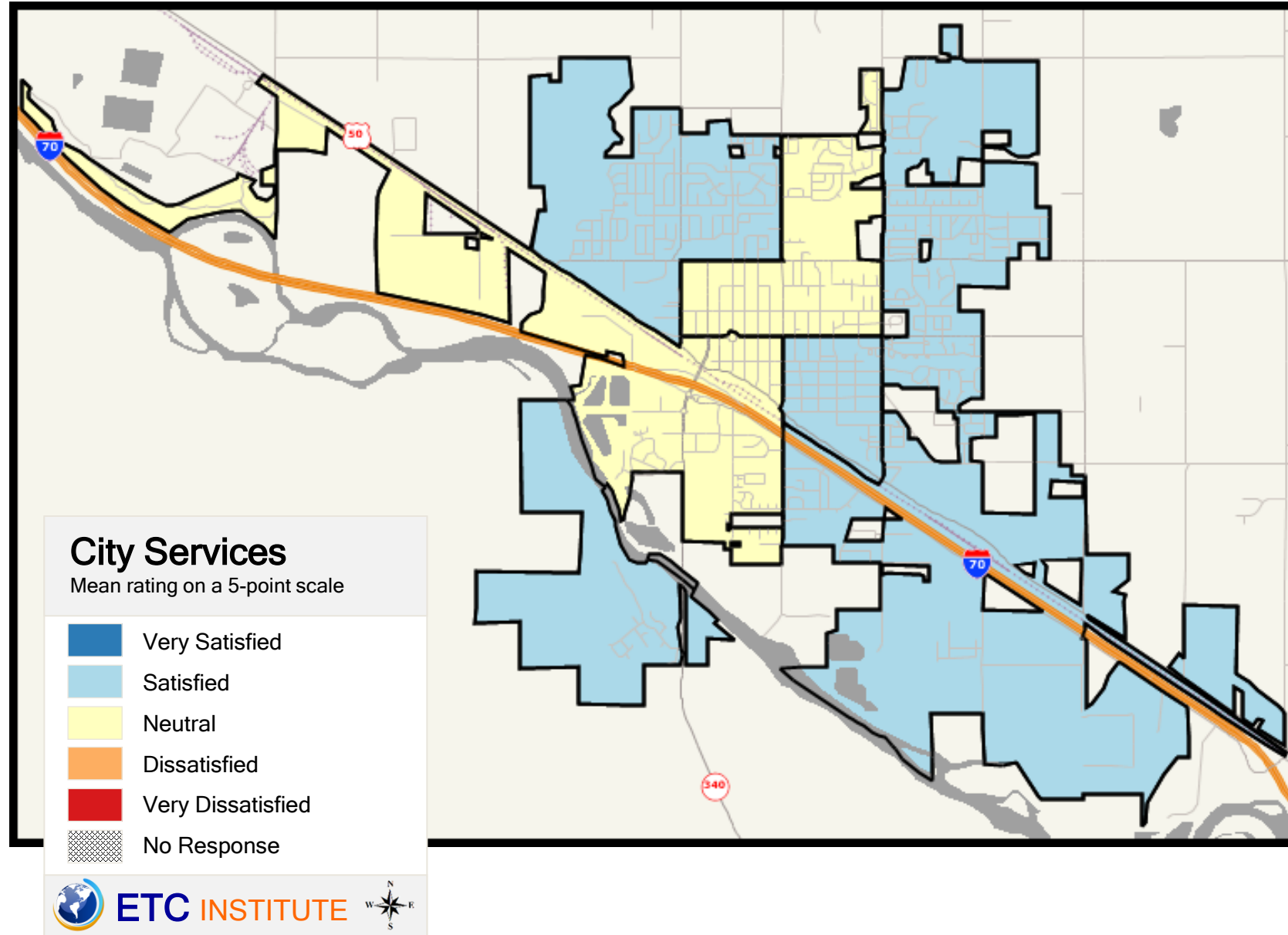


Overall Flow of Traffic and Congestion Management

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

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

Areas in blue indicate higher levels of satisfaction

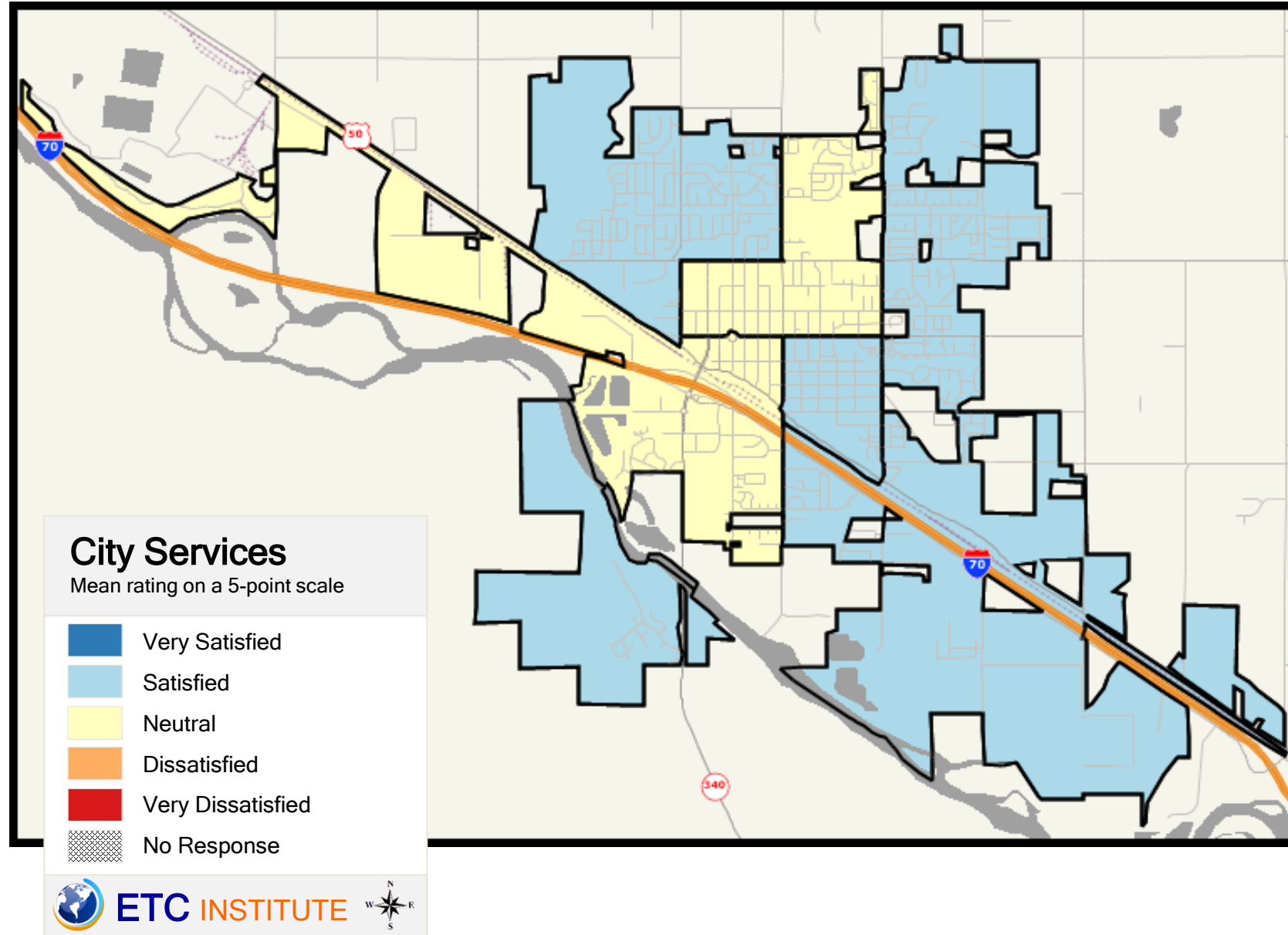


Overall Quality of Representation You Receive From City Council

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

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

Areas in blue indicate higher levels of satisfaction

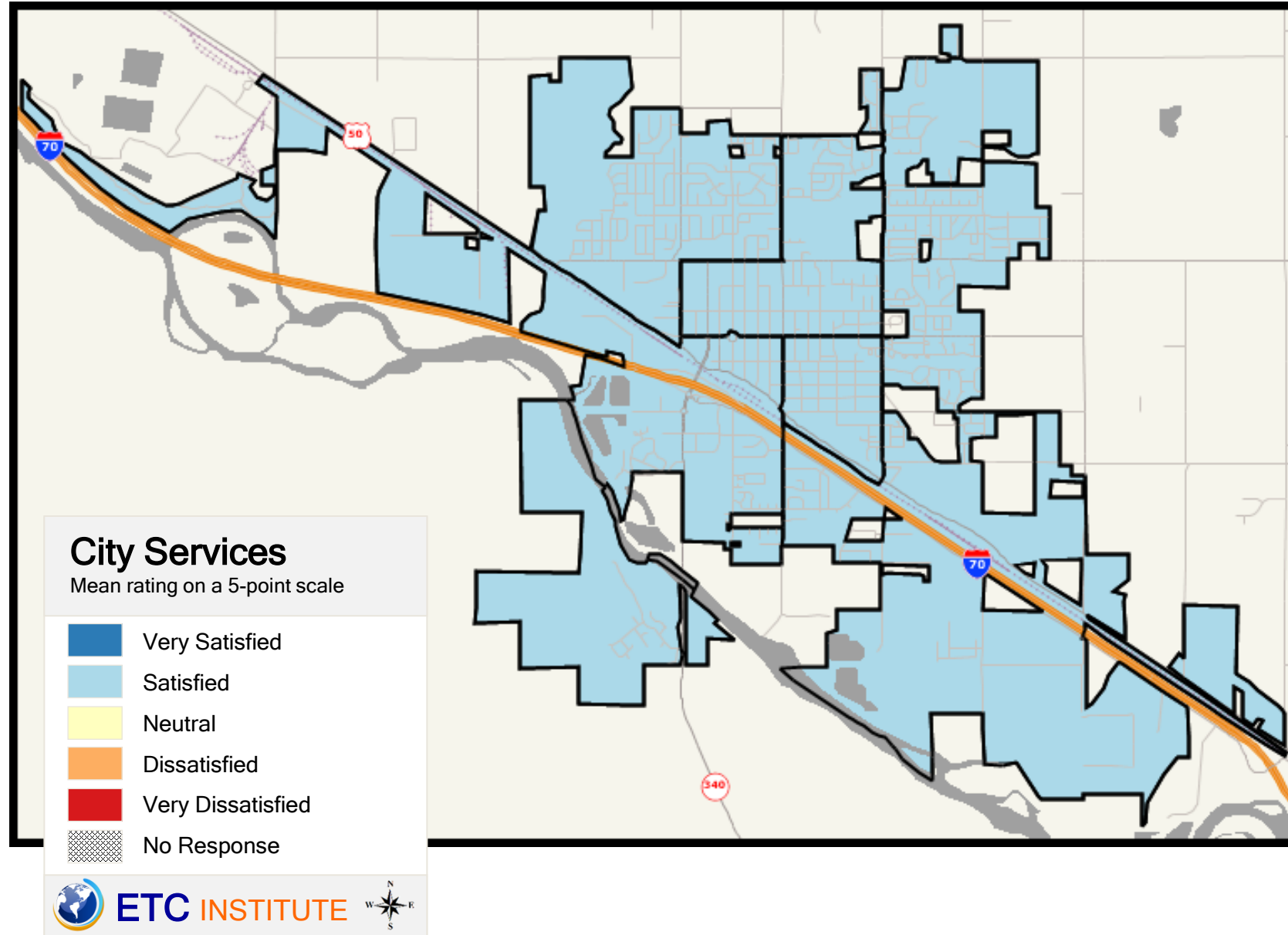


Overall Effectiveness of City Communication With the Public

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

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

Areas in blue indicate higher levels of satisfaction



Trends

LONG- AND SHORT-TERM TRENDS

Short-Term Trends (2021 – 2017)

NOTABLE INCREASES

Overall image of downtown area

Overall appearance of business signs

Overall appearance of the City

Ease of pedestrian travel in Fruita

Overall image of South Fruita area

Maintenance of trails

Adequacy of City street lighting

Snow removal on City streets

Ease of travel by car in Fruita

Customer service

NOTABLE DECREASES

City special events and festivals

City efforts to keep you informed

Overall quality of police services

Visibility of police in neighborhoods

City's efforts to prevent crime

Overall quality of representation you receive

Maintenance of major City streets

Overall quality of recreation programs

Overall flow of traffic & congestion management

Overall quality of City streets

Long-Term Trends (2021 – 2009)

NOTABLE INCREASES

Amount of open space

Overall image of downtown area

Program offerings for adults

Number of walking and biking trails

Maintenance of trails

Maintenance of downtown Fruita

Overall appearance of business signs

Overall value that you receive

Overall quality of recreation programs

Overall appearance of the City

NOTABLE DECREASES

Maintenance of City parks

Maintenance of streets in your neighborhood

Maintenance of major City streets

Visibility of police in neighborhoods

City's efforts to prevent crime

Quality of the City Link quarterly newsletter

Availability of info on City programs/services

City special events and festivals

City efforts to keep you informed

Safety/prevention education programs

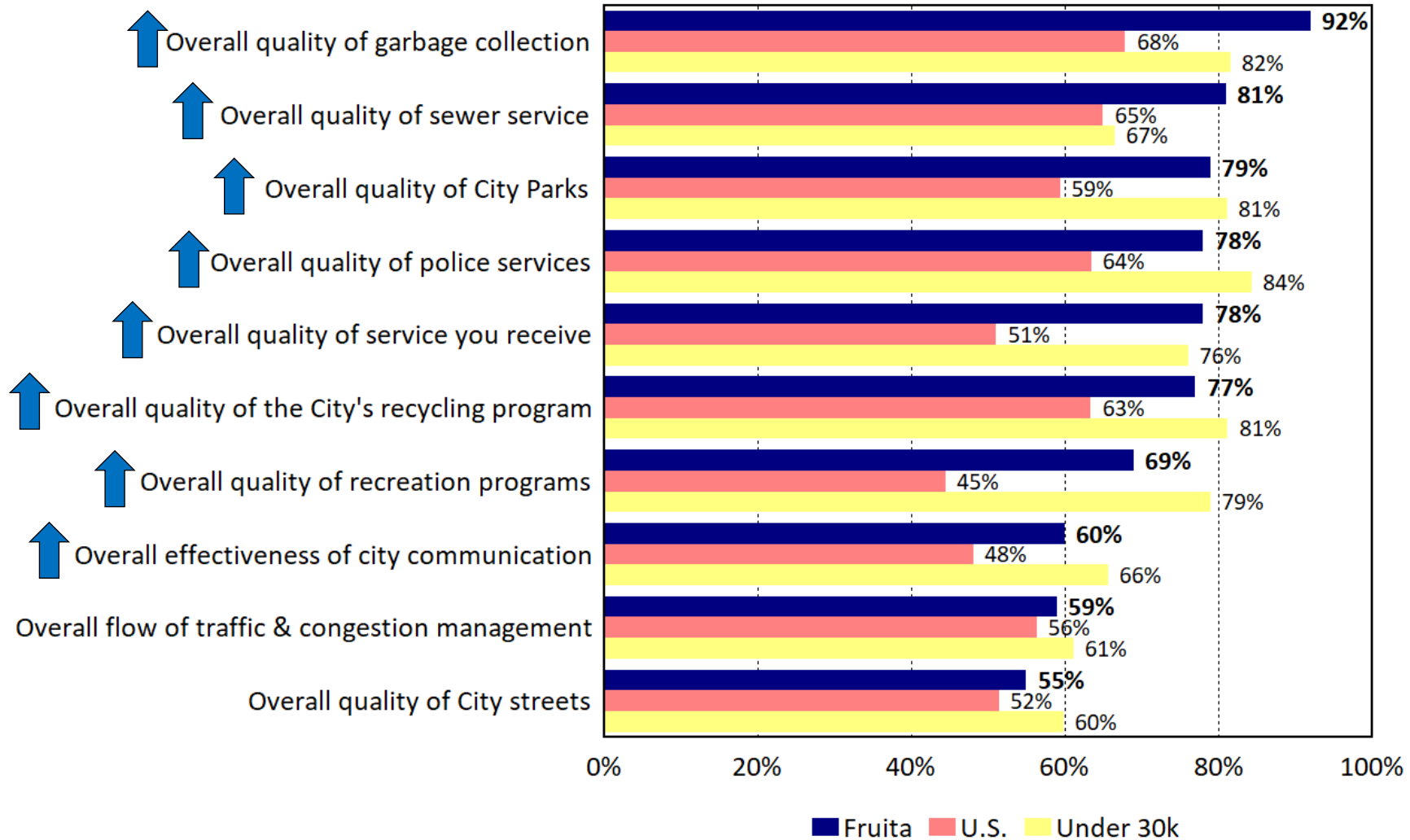
Benchmarks

FRUITA RATES SIGNIFICANTLY HIGHER THAN OTHER COMMUNITIES

Overall Satisfaction with City Services

City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

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

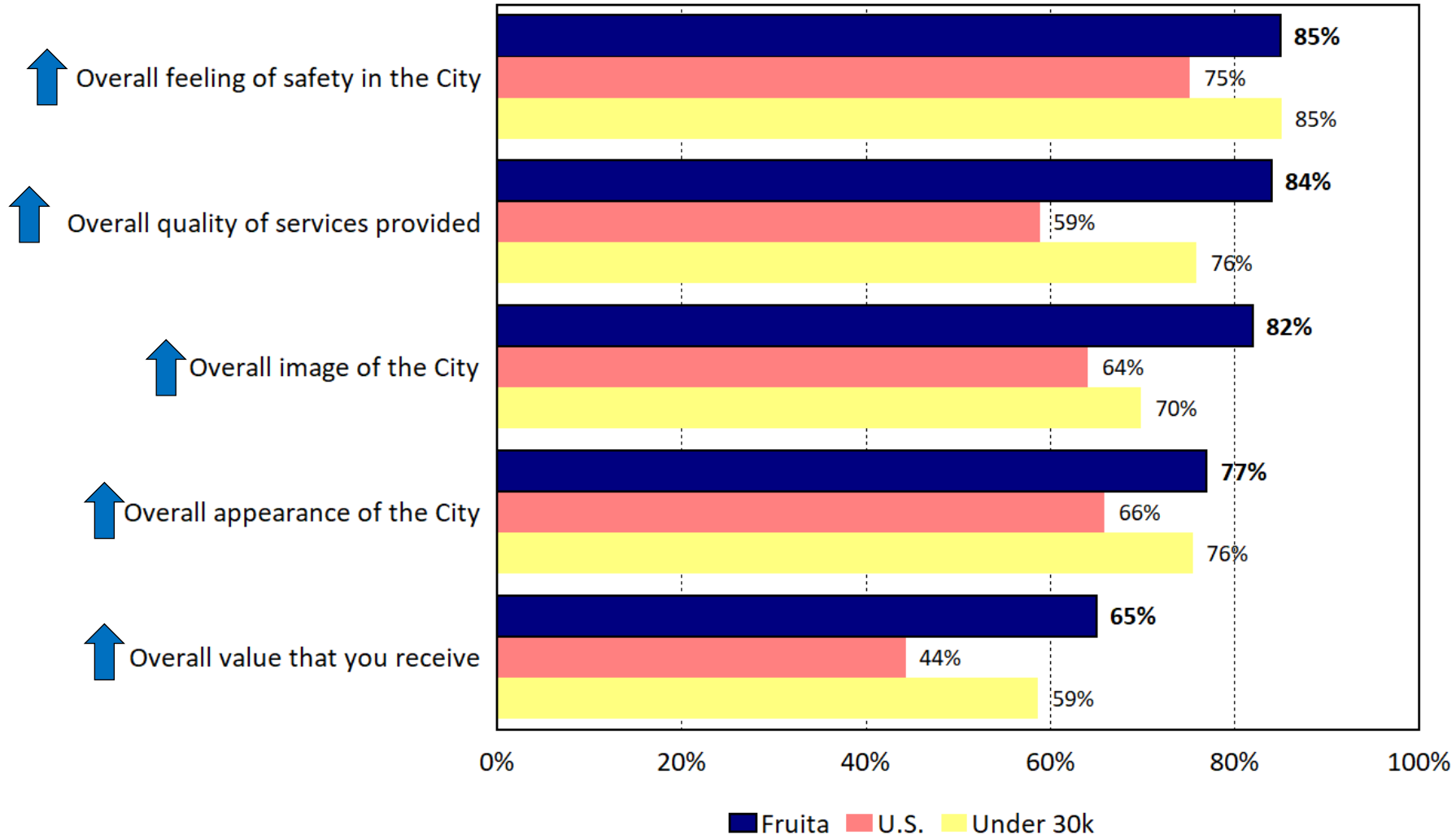


Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

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

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



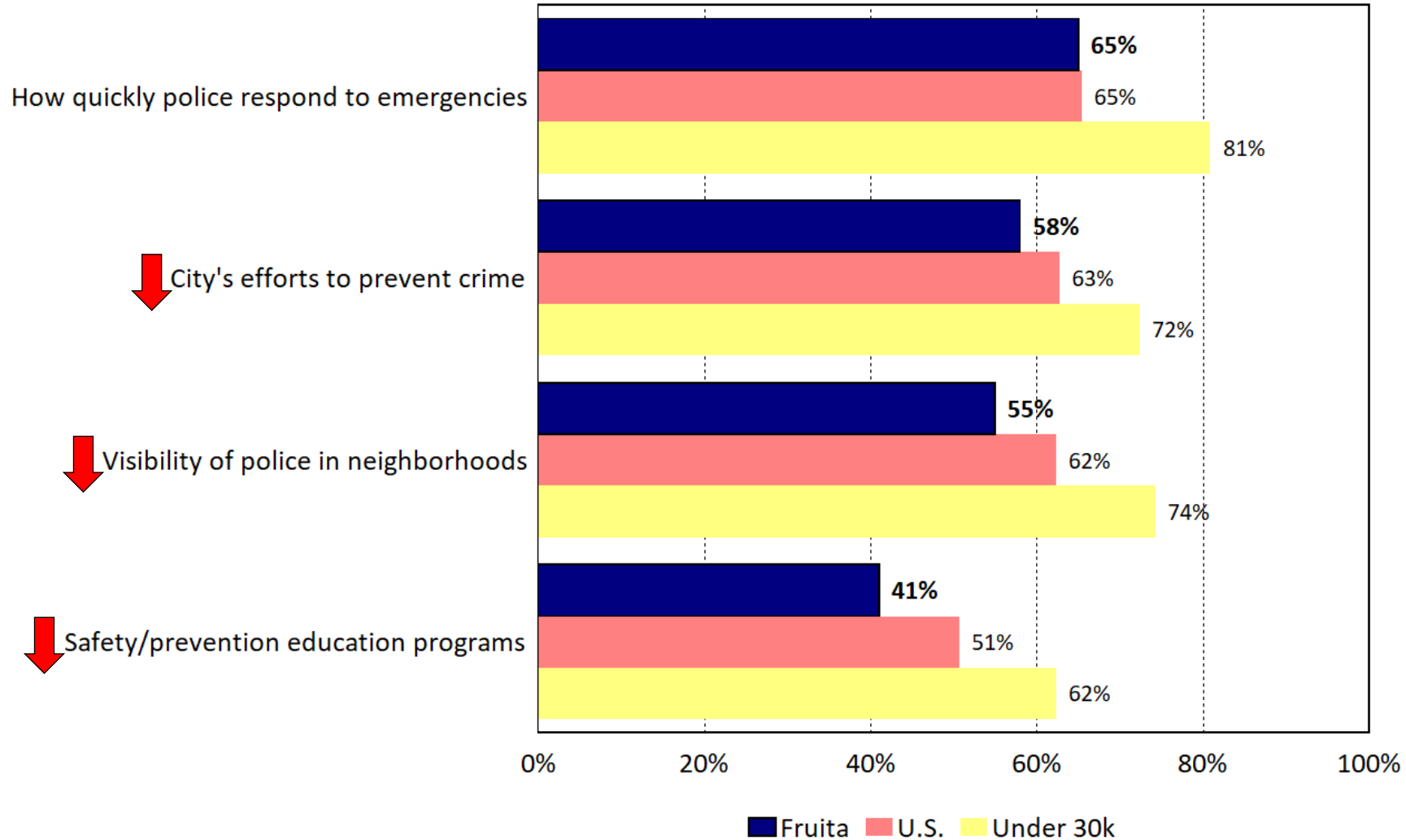
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Overall Satisfaction with Public Safety

City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

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



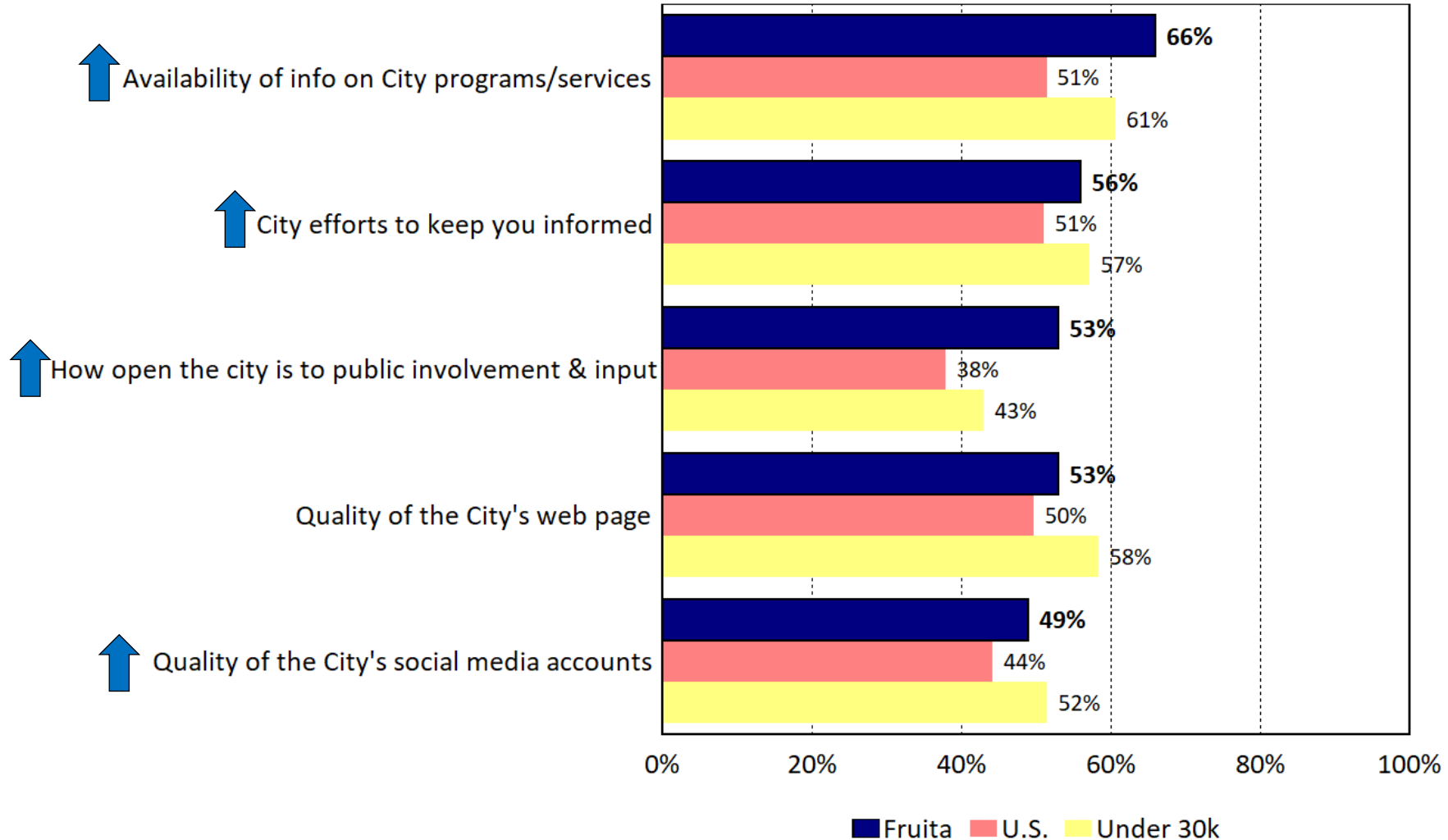
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Overall Satisfaction with City Communication

City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

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



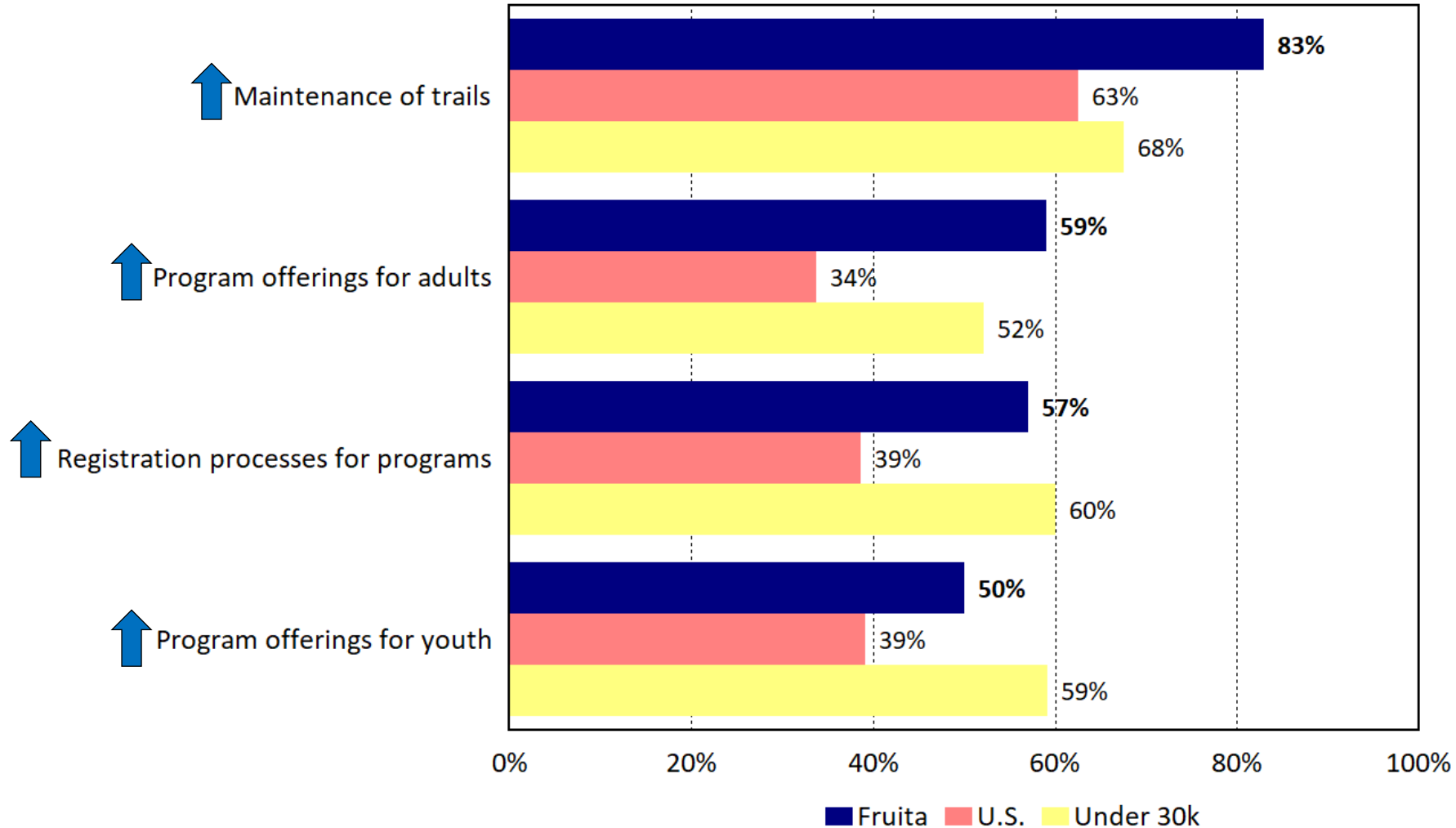
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Overall Satisfaction with Parks and Recreation

City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

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



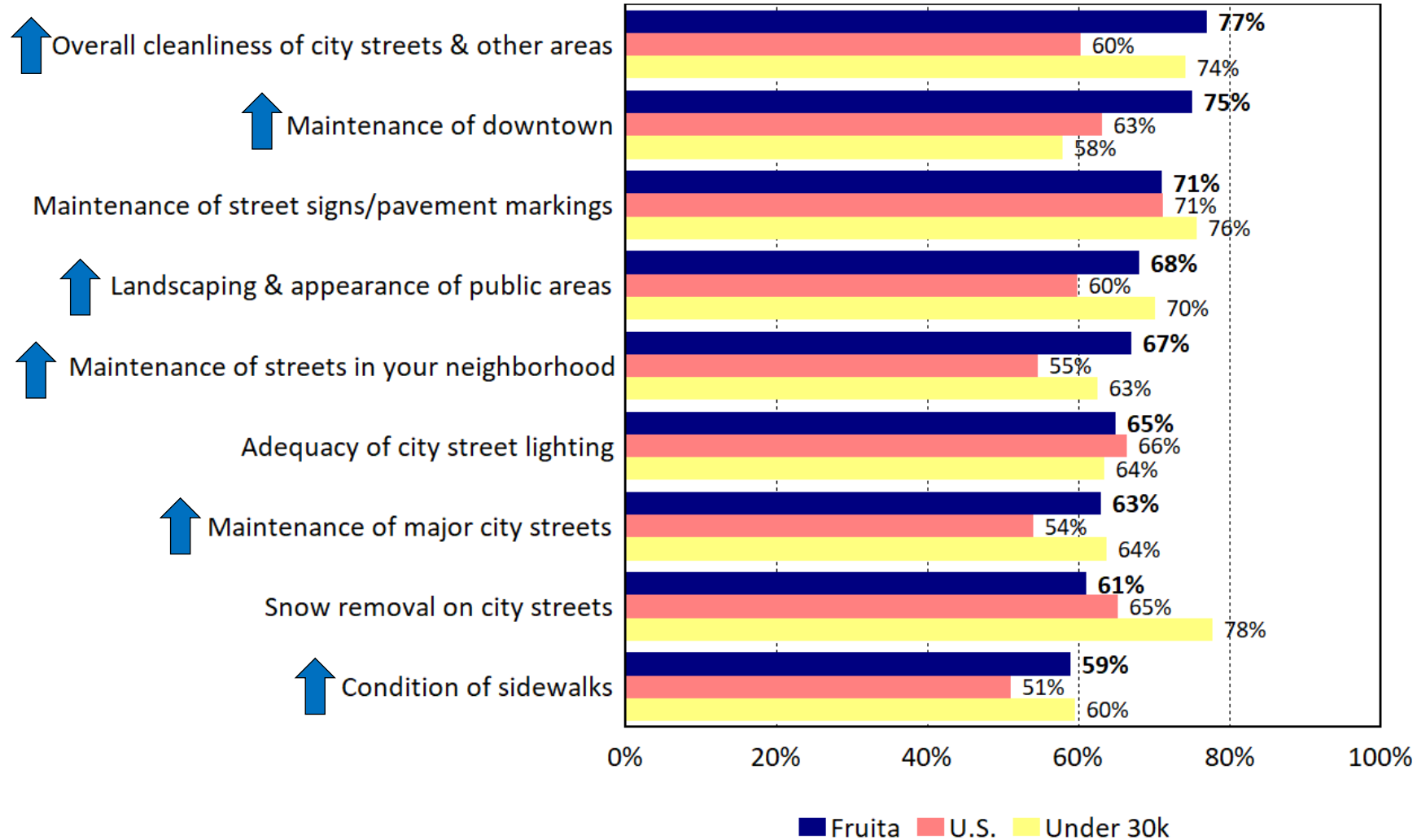
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Overall Satisfaction with Public Works

City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

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



Significantly Higher Than National Average: ↑

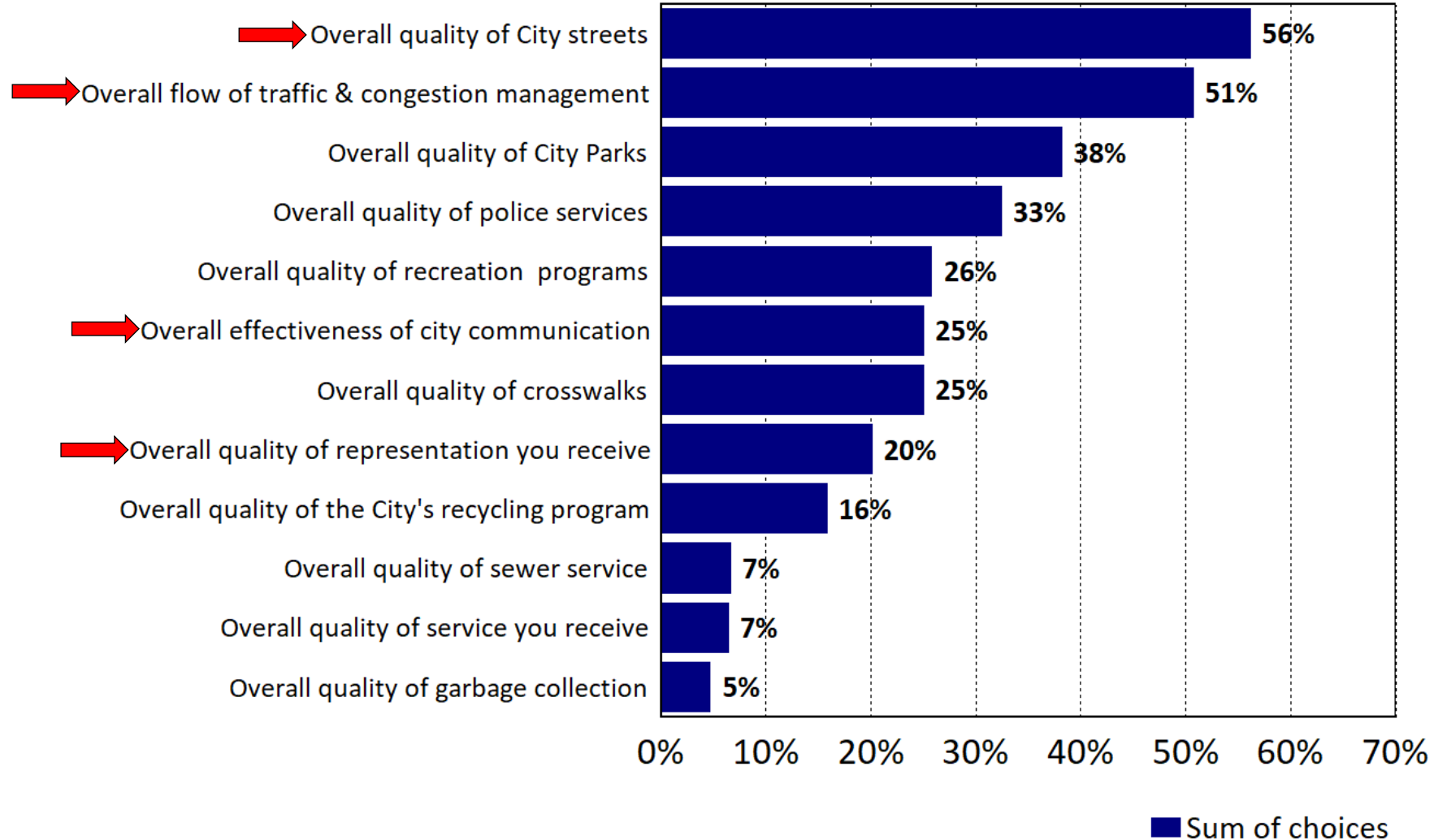
Significantly Lower Than National Average: ↓

Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS

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

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



2021 Importance-Satisfaction Rating

City of Fruita

Major Categories of City Services

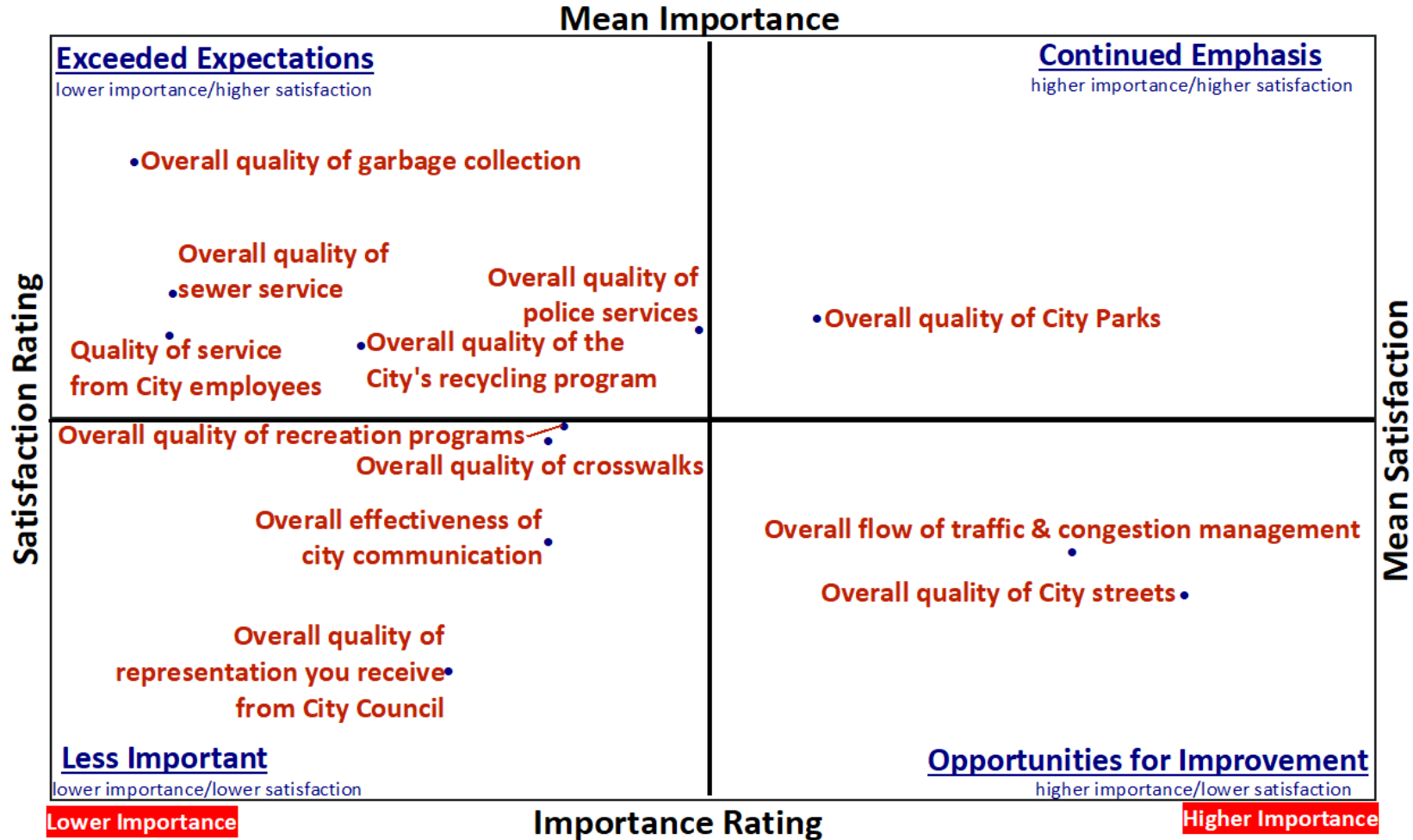
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall quality of City streets	56%	1	55%	11	0.2534	1
Overall flow of traffic & congestion management	51%	2	59%	10	0.2098	2
Overall quality of representation you receive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

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

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

-Overall-

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

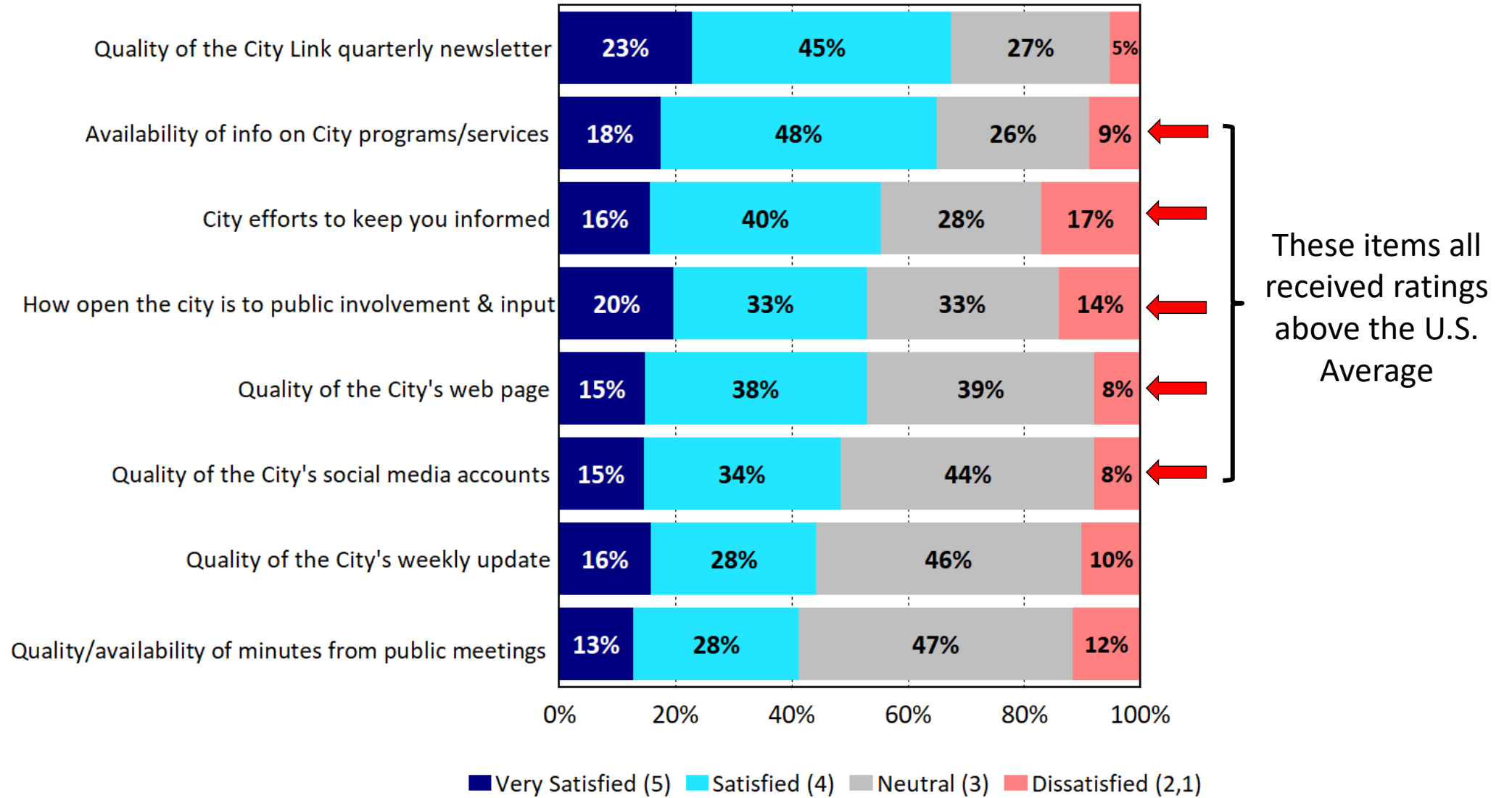


Communication

THE CITY IS THE MOST PREFERRED SOURCE OF INFORMATION

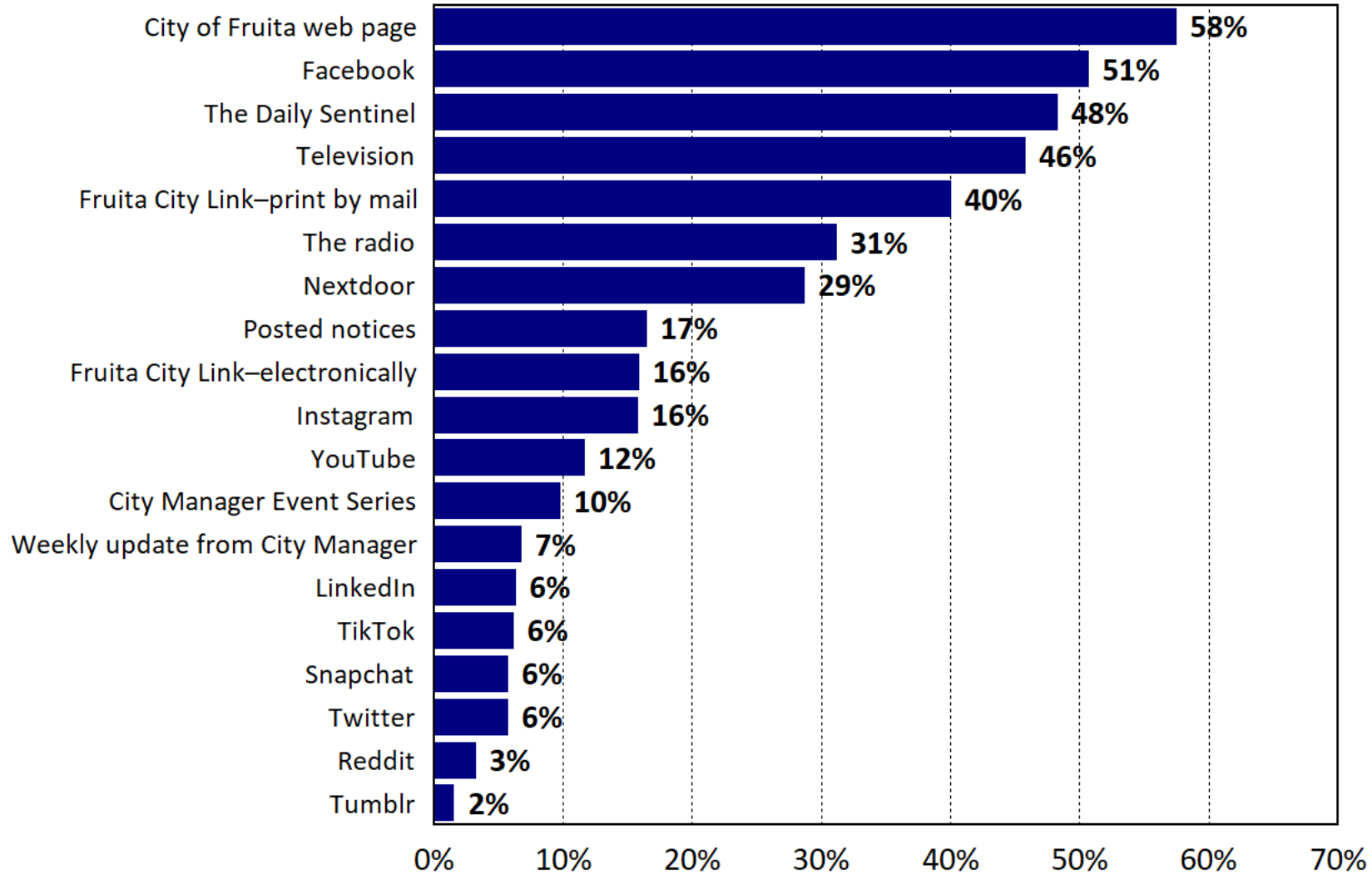
Q6. Satisfaction with City Communication

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



Q7. Communication Outlets That Residents Are Aware of or Use

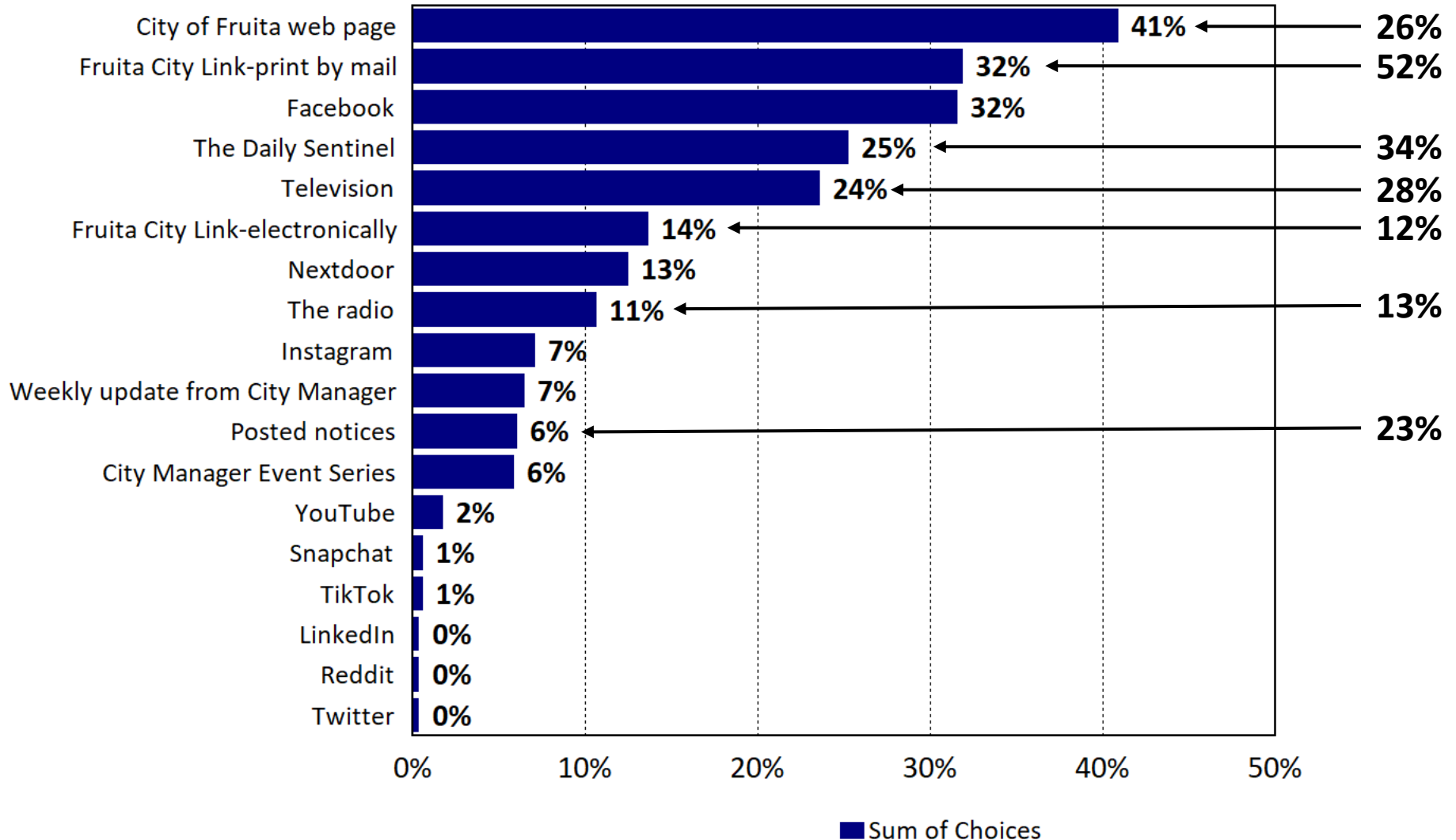
by percentage of respondents (multiple selections could be made)



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

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

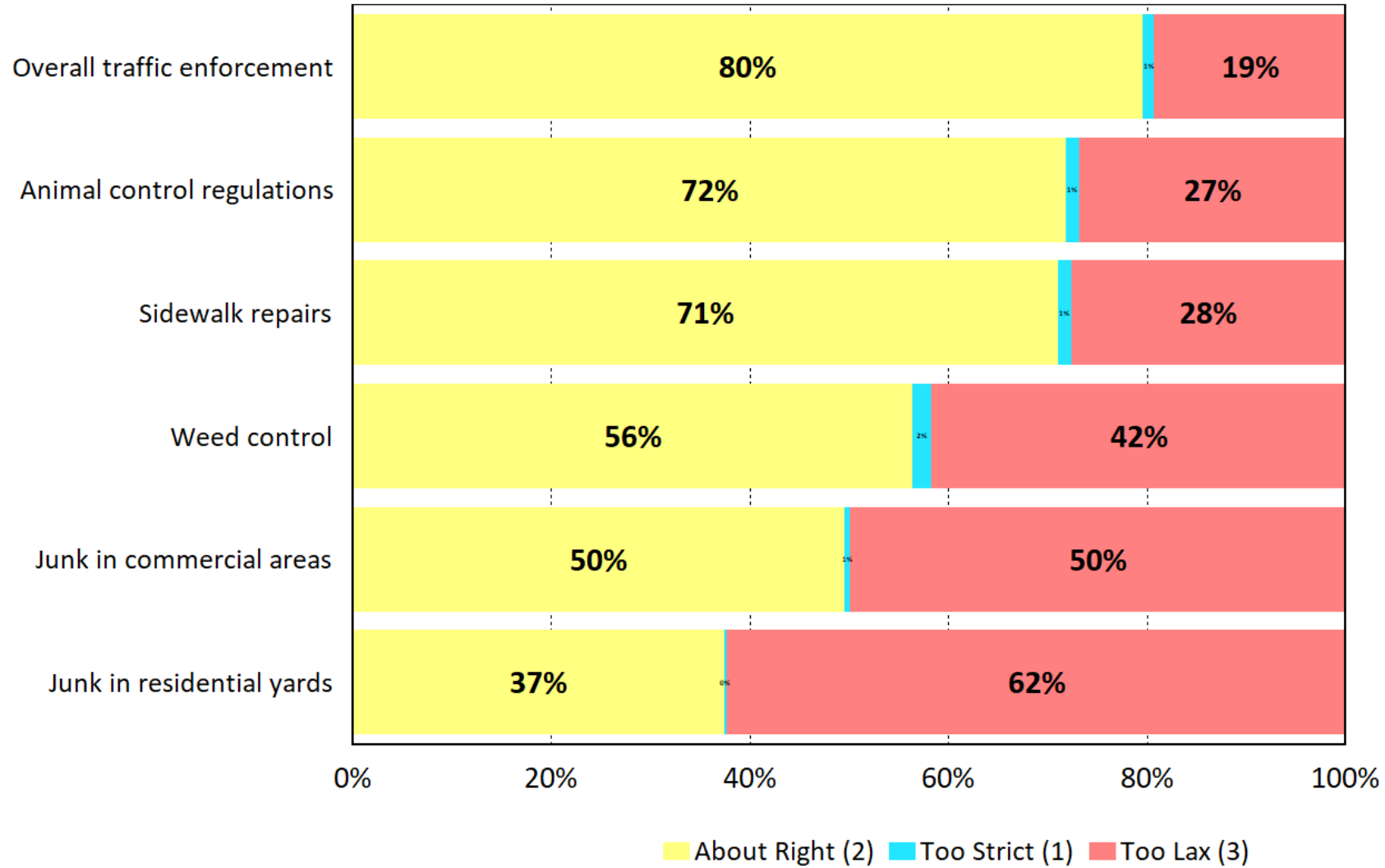
2017



Additional Findings

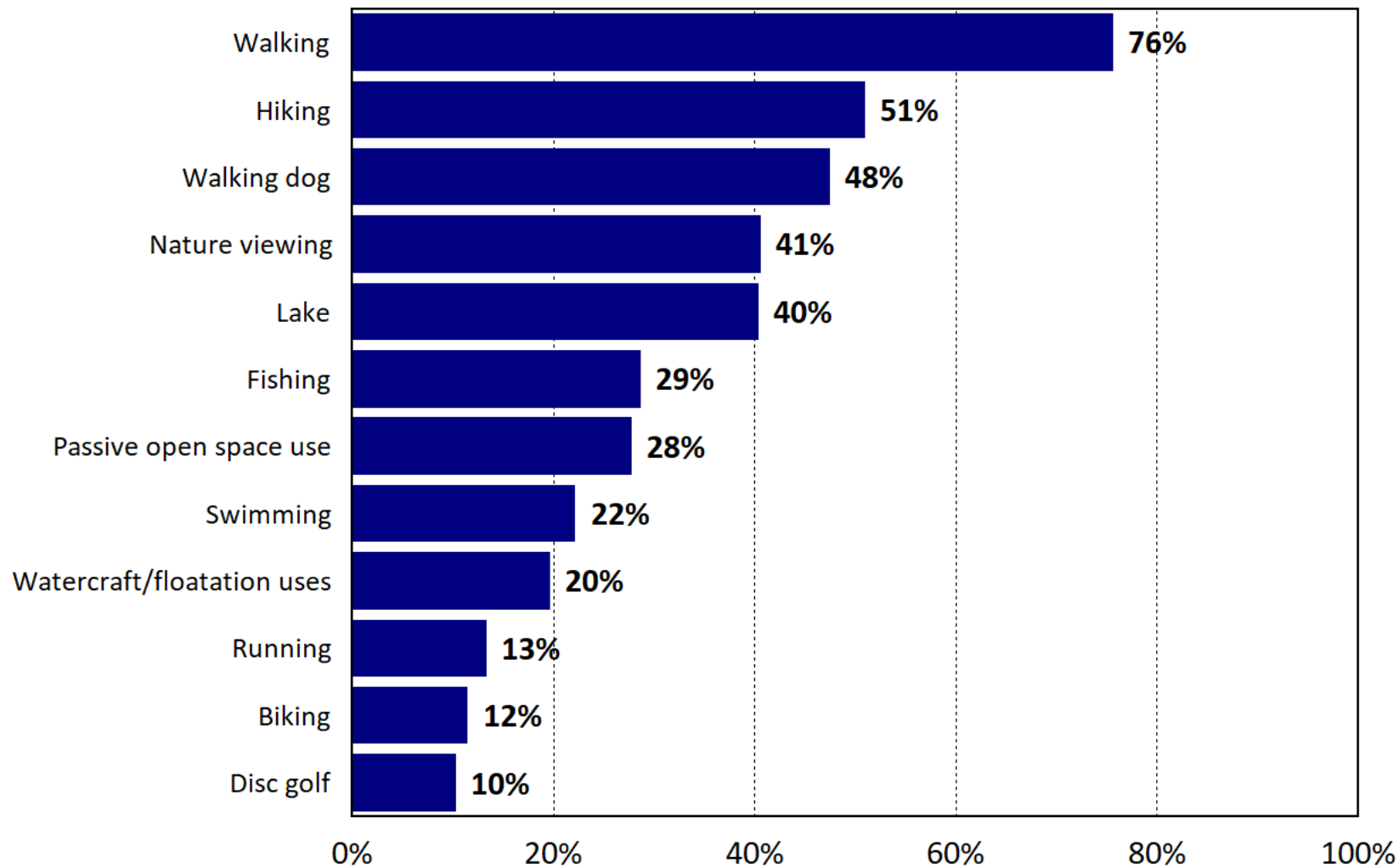
Q10. Opinion About the Level of Code Enforcement

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



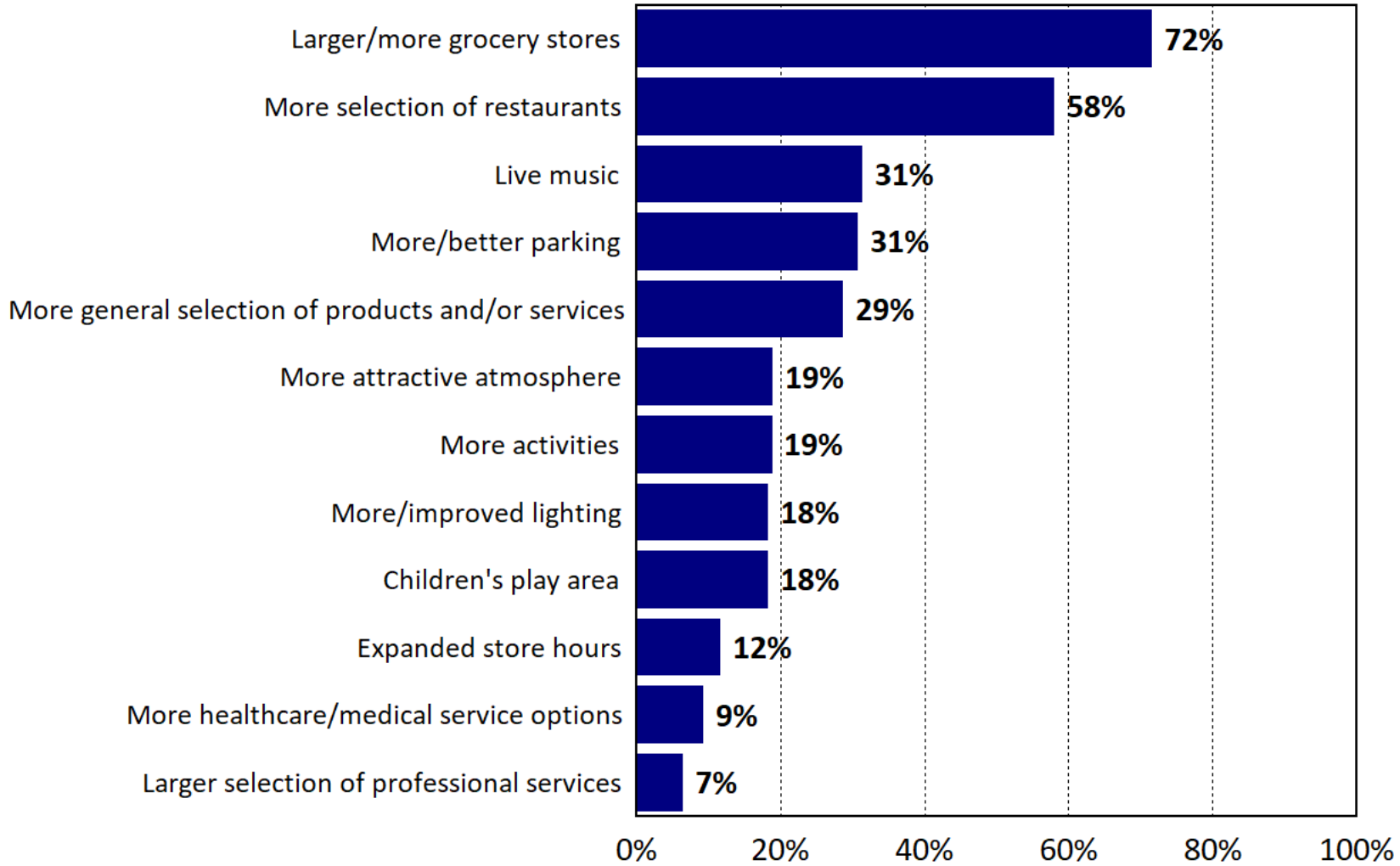
Q13. Reasons for Using the Snooks Bottom Open Space During the Past 12 Months

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



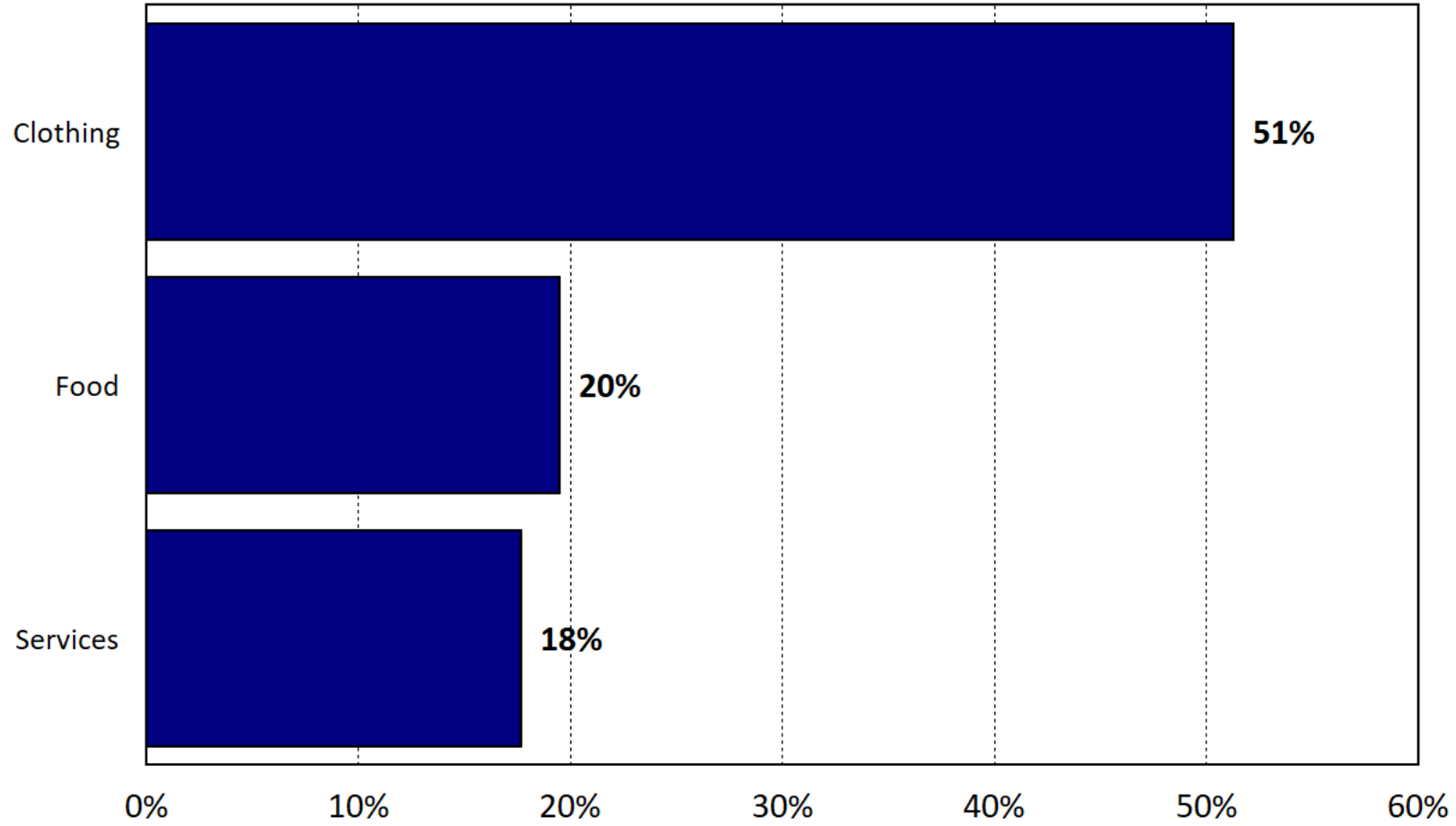
Q22. Products, Services, Events, and Other Amenities That Residents Wish Were Available in Fruita

by percentage of respondents (multiple selections could be made)



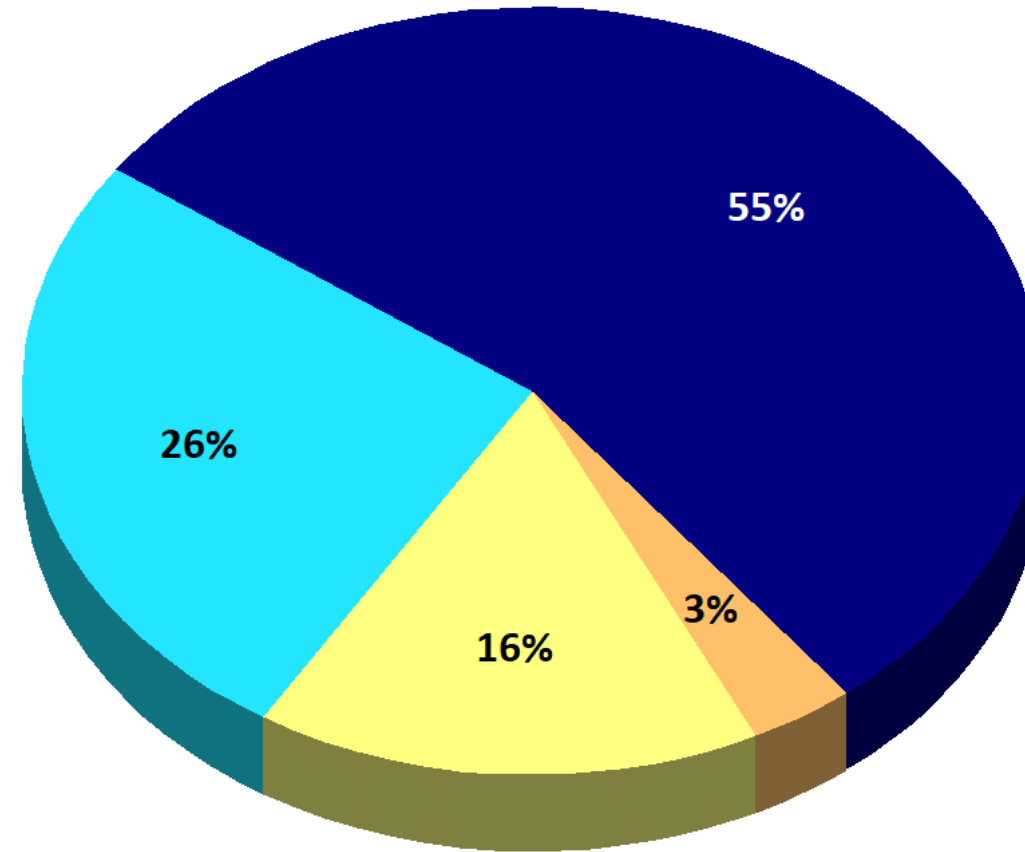
Q23. Types of Products That Respondents Regularly Shop Online For

by percentage of respondents (multiple selections could be made)



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

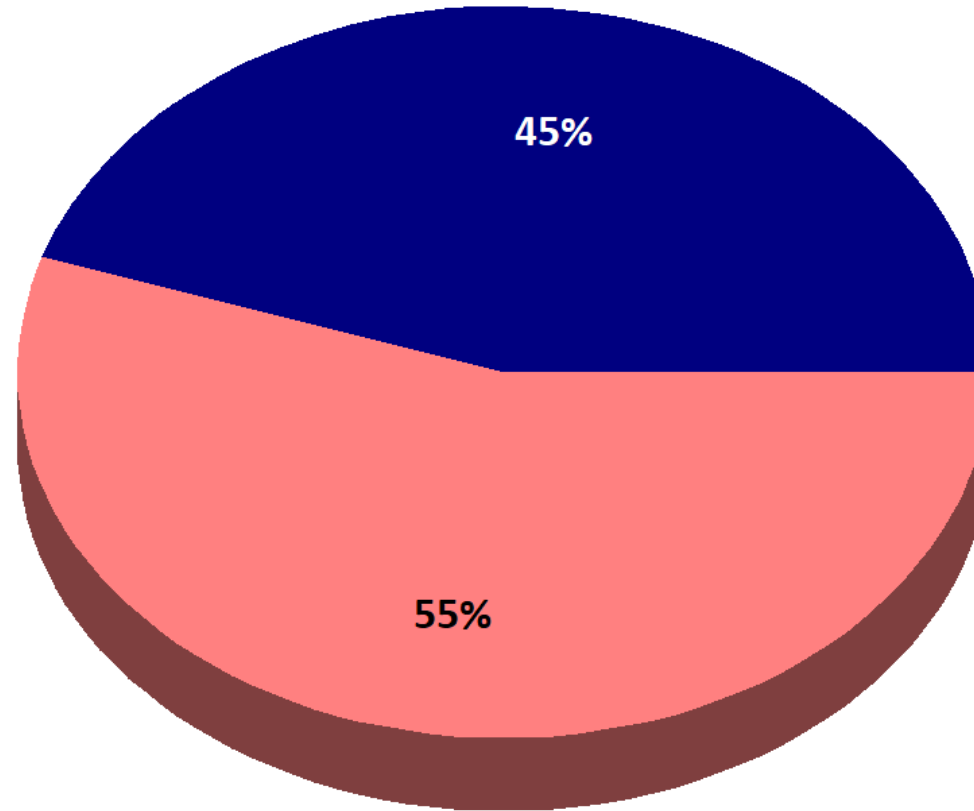
by percentage of respondents (excluding "not provided")



■ 0-25% ■ 26-49% ■ 50-74% ■ 75-100%

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

by percentage of respondents (excluding "not provided")



■ Yes ■ No

Summary

Residents have a very positive perception of the City

Satisfaction is much higher in Fruita than other communities

Top Priorities for Improvement:

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

Questions?

THANK YOU!