2021 City of Fruita Community Survey
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
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”)

<table>
<thead>
<tr>
<th>Item</th>
<th>Excellent (5)</th>
<th>Good (4)</th>
<th>Neutral (3)</th>
<th>Below Average/Poor (2,1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life in the City</td>
<td>40%</td>
<td>53%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Overall feeling of safety in the City</td>
<td>34%</td>
<td>51%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Overall quality of services provided</td>
<td>27%</td>
<td>57%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall image of the City</td>
<td>31%</td>
<td>51%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Overall image of downtown area</td>
<td>28%</td>
<td>50%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Overall appearance of the City</td>
<td>20%</td>
<td>57%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Overall appearance of business signs</td>
<td>17%</td>
<td>50%</td>
<td>29%</td>
<td>5%</td>
</tr>
<tr>
<td>Overall value that you receive</td>
<td>20%</td>
<td>45%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>Overall image of Highway 340 area</td>
<td>14%</td>
<td>50%</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>Overall image of South Fruita area</td>
<td>12%</td>
<td>45%</td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of new commercial development</td>
<td>13%</td>
<td>39%</td>
<td>31%</td>
<td>17%</td>
</tr>
<tr>
<td>Quality of new residential development</td>
<td>11%</td>
<td>38%</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>Overall image of Hwy 6 &amp; 50 area</td>
<td>6%</td>
<td>31%</td>
<td>26%</td>
<td>36%</td>
</tr>
<tr>
<td>Availability of high speed internet options</td>
<td>8%</td>
<td>26%</td>
<td>24%</td>
<td>41%</td>
</tr>
</tbody>
</table>
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”)

- I feel safe going to Fruita Police Department for help if I need it:
  - Strongly Agree (5): 45%
  - Agree (4): 39%
  - Neutral (3): 12%
  - Disagree (2,1): 5%

- I feel welcome and a sense of belonging in Fruita:
  - Strongly Agree (5): 34%
  - Agree (4): 49%
  - Neutral (3): 13%
  - Disagree (2,1): 4%

- I am treated equitably by City staff:
  - Strongly Agree (5): 33%
  - Agree (4): 39%
  - Neutral (3): 24%
  - Disagree (2,1): 3%

- Fruita Police Department treats everyone fairly regardless of their race, ethnicity, gender, or income:
  - Strongly Agree (5): 39%
  - Agree (4): 33%
  - Neutral (3): 21%
  - Disagree (2,1): 7%

- Fruita is a place that is open and welcoming to people of all races, backgrounds, and racist beliefs are not tolerated:
  - Strongly Agree (5): 28%
  - Agree (4): 42%
  - Neutral (3): 17%
  - Disagree (2,1): 13%

- I am concerned about rising housing prices in Fruita:
  - Strongly Agree (5): 31%
  - Agree (4): 30%
  - Neutral (3): 25%
  - Disagree (2,1): 13%

- The City’s elected officials support policy that is equitable to all residents:
  - Strongly Agree (5): 21%
  - Agree (4): 32%
  - Neutral (3): 34%
  - Disagree (2,1): 14%

- I am treated equitably by the City’s municipal court system:
  - Strongly Agree (5): 24%
  - Agree (4): 25%
  - Neutral (3): 49%
  - Disagree (2,1): 7%

- Fruita has affordable and equitable housing options for all income levels:
  - Strongly Agree (5): 9%
  - Agree (4): 22%
  - Neutral (3): 24%
  - Disagree (2,1): 45%
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”)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Needs are Very Well Met (4)</th>
<th>Needs are Met (3)</th>
<th>Not sure (2)</th>
<th>Needs are Not Met (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small town atmosphere</td>
<td>52%</td>
<td>41%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>The quality of your neighborhood overall</td>
<td>41%</td>
<td>49%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Safety in your neighborhood</td>
<td>42%</td>
<td>46%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Availability of recreational opportunities</td>
<td>42%</td>
<td>43%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Unique and vibrant feel of the community</td>
<td>37%</td>
<td>47%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Special events/festivals</td>
<td>35%</td>
<td>49%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Ease of travel within Fruita</td>
<td>32%</td>
<td>50%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Sense of community</td>
<td>37%</td>
<td>45%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>I feel welcomed regardless of who I am</td>
<td>36%</td>
<td>44%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Quality of public schools</td>
<td>25%</td>
<td>34%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>Types of housing</td>
<td>14%</td>
<td>42%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Affordability of housing</td>
<td>8%</td>
<td>37%</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Ability to get involved in City government</td>
<td>14%</td>
<td>28%</td>
<td>51%</td>
<td>36%</td>
</tr>
<tr>
<td>Availability of high-speed internet options</td>
<td>10%</td>
<td>31%</td>
<td>23%</td>
<td>36%</td>
</tr>
<tr>
<td>Access to quality shopping</td>
<td>9%</td>
<td>31%</td>
<td>21%</td>
<td>39%</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>6%</td>
<td>22%</td>
<td>48%</td>
<td>24%</td>
</tr>
</tbody>
</table>
### 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”)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (2,1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of garbage collection</td>
<td>49%</td>
<td>43%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of sewer service</td>
<td>31%</td>
<td>50%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of City Parks</td>
<td>30%</td>
<td>49%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Overall quality of police services</td>
<td>37%</td>
<td>41%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Overall quality of service you receive</td>
<td>34%</td>
<td>44%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall quality of the City's recycling program</td>
<td>40%</td>
<td>37%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Overall quality of recreation programs</td>
<td>29%</td>
<td>40%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Overall quality of crosswalks</td>
<td>20%</td>
<td>48%</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td>Overall effectiveness of city communication</td>
<td>24%</td>
<td>36%</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td>Overall flow of traffic &amp; congestion management</td>
<td>18%</td>
<td>41%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Overall quality of City streets</td>
<td>13%</td>
<td>42%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Overall quality of representation you receive</td>
<td>20%</td>
<td>29%</td>
<td>40%</td>
<td>12%</td>
</tr>
</tbody>
</table>
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.

**Perceptions**
Mean rating on a 5-point scale:
- Excellent
- Good
- Average
- Below Average
- Poor
- No Response
Overall Quality of Services Provided by the City

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

Perceptions
Mean rating on a 5-point scale

- Excellent
- Good
- Average
- Below Average
- Poor
- No Response

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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.

Perceptions
Mean rating on a 5-point scale

- Excellent
- Good
- Average
- Below Average
- Poor
- No Response
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.

City Services
Mean rating on a 5-point scale

- Excellent
- Good
- Average
- Below Average
- Poor
- No Response
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.

City Services
Mean rating on a 5-point scale:
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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Trends

LONG- AND SHORT-TERM TRENDS
### Short-Term Trends (2021 – 2017)

<table>
<thead>
<tr>
<th><strong>NOTABLE INCREASES</strong></th>
<th><strong>NOTABLE DECREASES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall image of downtown area</td>
<td>City special events and festivals</td>
</tr>
<tr>
<td>Overall appearance of business signs</td>
<td>City efforts to keep you informed</td>
</tr>
<tr>
<td>Overall appearance of the City</td>
<td>Overall quality of police services</td>
</tr>
<tr>
<td>Ease of pedestrian travel in Fruita</td>
<td>Visibility of police in neighborhoods</td>
</tr>
<tr>
<td>Overall image of South Fruita area</td>
<td>City’s efforts to prevent crime</td>
</tr>
<tr>
<td>Maintenance of trails</td>
<td>Overall quality of representation you receive</td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td>Maintenance of major City streets</td>
</tr>
<tr>
<td>Snow removal on City streets</td>
<td>Overall quality of recreation programs</td>
</tr>
<tr>
<td>Ease of travel by car in Fruita</td>
<td>Overall flow of traffic &amp; congestion management</td>
</tr>
<tr>
<td>Customer service</td>
<td>Overall quality of City streets</td>
</tr>
</tbody>
</table>
## Long-Term Trends (2021 – 2009)

<table>
<thead>
<tr>
<th>NOTABLE INCREASES</th>
<th>NOTABLE DECREASES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of open space</td>
<td>Maintenance of City parks</td>
</tr>
<tr>
<td>Overall image of downtown area</td>
<td>Maintenance of streets in your neighborhood</td>
</tr>
<tr>
<td>Program offerings for adults</td>
<td>Maintenance of major City streets</td>
</tr>
<tr>
<td>Number of walking and biking trails</td>
<td>Visibility of police in neighborhoods</td>
</tr>
<tr>
<td>Maintenance of trails</td>
<td>City's efforts to prevent crime</td>
</tr>
<tr>
<td>Maintenance of downtown Fruita</td>
<td>Quality of the City Link quarterly newsletter</td>
</tr>
<tr>
<td>Overall appearance of business signs</td>
<td>Availability of info on City programs/services</td>
</tr>
<tr>
<td>Overall value that you receive</td>
<td>City special events and festivals</td>
</tr>
<tr>
<td>Overall quality of recreation programs</td>
<td>City efforts to keep you informed</td>
</tr>
<tr>
<td>Overall appearance of the City</td>
<td>Safety/prevention education programs</td>
</tr>
</tbody>
</table>
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 quality of garbage collection
Overall quality of sewer service
Overall quality of City Parks
Overall quality of police services
Overall quality of service you receive
Overall quality of the City's recycling program
Overall quality of recreation programs
Overall effectiveness of city communication
Overall flow of traffic & congestion management
Overall quality of City streets
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)

- Overall feeling of safety in the City: Fruita 85%, U.S. 75%
- Overall quality of services provided: Fruita 84%, U.S. 76%, Under 30k 59%
- Overall image of the City: Fruita 82%, U.S. 70%
- Overall appearance of the City: Fruita 77%, U.S. 76%
- Overall value that you receive: Fruita 65%, U.S. 59%, Under 30k 44%

Significantly Higher Than National Average: Fruita
Significantly Lower Than National Average: Under 30k
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)

- How quickly police respond to emergencies: Fruita 65%, U.S. 65%, Under 30k 81%
- City’s efforts to prevent crime: Fruita 58%, U.S. 63%, Under 30k 72%
- Visibility of police in neighborhoods: Fruita 55%, U.S. 62%, Under 30k 74%
- Safety/prevention education programs: Fruita 41%, U.S. 51%, Under 30k 62%

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)

- Availability of info on City programs/services: Fruita 66%, U.S. 51%, Under 30k 61%
- City efforts to keep you informed: Fruita 56%, U.S. 51%, Under 30k 57%
- How open the city is to public involvement & input: Fruita 53%, U.S. 38%, Under 30k 43%
- Quality of the City's web page: Fruita 53%, U.S. 50%, Under 30k 58%
- Quality of the City's social media accounts: Fruita 49%, U.S. 44%, Under 30k 52%
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)

- **Maintenance of trails**
  - Fruita: 83%
  - U.S.: 63%
  - Under 30k: 68%

- **Program offerings for adults**
  - Fruita: 59%
  - U.S.: 34%
  - Under 30k: 52%

- **Registration processes for programs**
  - Fruita: 57%
  - U.S.: 39%
  - Under 30k: 60%

- **Program offerings for youth**
  - Fruita: 50%
  - U.S.: 39%
  - Under 30k: 59%
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]

1. Overall cleanliness of city streets & other areas: Fruita 77%, U.S. 60%, Under 30k 74%
2. Maintenance of downtown: Fruita 75%, U.S. 63%, Under 30k 58%
3. Maintenance of street signs/pavement markings: Fruita 71%, U.S. 71%, Under 30k 71%
4. Landscaping & appearance of public areas: Fruita 68%, U.S. 60%, Under 30k 70%
5. Maintenance of streets in your neighborhood: Fruita 67%, U.S. 63%, Under 30k 63%
6. Adequacy of city street lighting: Fruita 65%, U.S. 66%, Under 30k 64%
7. Maintenance of major city streets: Fruita 63%, U.S. 54%, Under 30k 54%
8. Snow removal on city streets: Fruita 64%, U.S. 61%, Under 30k 61%
9. Condition of sidewalks: Fruita 59%, U.S. 51%, Under 30k 60%

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

- Overall quality of City streets: 56%
- Overall flow of traffic & congestion management: 51%
- Overall quality of City Parks: 38%
- Overall quality of police services: 33%
- Overall quality of recreation programs: 26%
- Overall effectiveness of city communication: 25%
- Overall quality of crosswalks: 25%
- Overall quality of representation you receive: 20%
- Overall quality of the City's recycling program: 16%
- Overall quality of sewer service: 7%
- Overall quality of service you receive: 7%
- Overall quality of garbage collection: 5%

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

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)

Mean Importance

<table>
<thead>
<tr>
<th>Exceeded Expectations</th>
<th>Continued Emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Overall quality of garbage collection</td>
<td>• Overall quality of City Parks</td>
</tr>
<tr>
<td>Overall quality of sewer service</td>
<td>Overall quality of police services</td>
</tr>
<tr>
<td>Quality of service from City employees</td>
<td>Overall quality of the City's recycling program</td>
</tr>
<tr>
<td>Overall quality of recreation programs</td>
<td>Overall flow of traffic &amp; congestion management</td>
</tr>
<tr>
<td>Overall effectiveness of city communication</td>
<td>Overall quality of City streets</td>
</tr>
</tbody>
</table>

Satisfaction Rating

Lower Importance

Less Important

• Overall quality of representation you receive from City Council

Importance Rating

Mean Satisfaction

Higher Importance

Source: ETC Institute (2021)
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”)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (2,1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the City Link quarterly newsletter</td>
<td>23%</td>
<td>45%</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>Availability of info on City programs/services</td>
<td>18%</td>
<td>48%</td>
<td>26%</td>
<td>9%</td>
</tr>
<tr>
<td>City efforts to keep you informed</td>
<td>16%</td>
<td>40%</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>How open the city is to public involvement &amp; input</td>
<td>20%</td>
<td>33%</td>
<td>33%</td>
<td>14%</td>
</tr>
<tr>
<td>Quality of the City's web page</td>
<td>15%</td>
<td>38%</td>
<td>39%</td>
<td>8%</td>
</tr>
<tr>
<td>Quality of the City's social media accounts</td>
<td>15%</td>
<td>34%</td>
<td>44%</td>
<td>8%</td>
</tr>
<tr>
<td>Quality of the City's weekly update</td>
<td>16%</td>
<td>28%</td>
<td>46%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality/availability of minutes from public meetings</td>
<td>13%</td>
<td>28%</td>
<td>47%</td>
<td>12%</td>
</tr>
</tbody>
</table>

These items all received ratings above the U.S. Average.
Q7. Communication Outlets That Residents Are Aware of or Use

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Fruita web page</td>
<td>58%</td>
</tr>
<tr>
<td>Facebook</td>
<td>51%</td>
</tr>
<tr>
<td>The Daily Sentinel</td>
<td>48%</td>
</tr>
<tr>
<td>Television</td>
<td>46%</td>
</tr>
<tr>
<td>Fruita City Link—print by mail</td>
<td>40%</td>
</tr>
<tr>
<td>The radio</td>
<td>31%</td>
</tr>
<tr>
<td>Nextdoor</td>
<td>29%</td>
</tr>
<tr>
<td>Posted notices</td>
<td>17%</td>
</tr>
<tr>
<td>Fruita City Link—electronically</td>
<td>16%</td>
</tr>
<tr>
<td>Instagram</td>
<td>16%</td>
</tr>
<tr>
<td>YouTube</td>
<td>12%</td>
</tr>
<tr>
<td>City Manager Event Series</td>
<td>10%</td>
</tr>
<tr>
<td>Weekly update from City Manager</td>
<td>7%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>6%</td>
</tr>
<tr>
<td>TikTok</td>
<td>6%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>6%</td>
</tr>
<tr>
<td>Twitter</td>
<td>6%</td>
</tr>
<tr>
<td>Reddit</td>
<td>3%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>2%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Source</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Fruita web page</td>
<td>41%</td>
</tr>
<tr>
<td>Fruita City Link-print by mail</td>
<td>32%</td>
</tr>
<tr>
<td>Facebook</td>
<td>32%</td>
</tr>
<tr>
<td>The Daily Sentinel</td>
<td>25%</td>
</tr>
<tr>
<td>Television</td>
<td>24%</td>
</tr>
<tr>
<td>Fruita City Link-electronically</td>
<td>14%</td>
</tr>
<tr>
<td>Nextdoor</td>
<td>13%</td>
</tr>
<tr>
<td>The radio</td>
<td>11%</td>
</tr>
<tr>
<td>Instagram</td>
<td>7%</td>
</tr>
<tr>
<td>Weekly update from City Manager</td>
<td>7%</td>
</tr>
<tr>
<td>Posted notices</td>
<td>6%</td>
</tr>
<tr>
<td>City Manager Event Series</td>
<td>6%</td>
</tr>
<tr>
<td>YouTube</td>
<td>2%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>1%</td>
</tr>
<tr>
<td>TikTok</td>
<td>1%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0%</td>
</tr>
<tr>
<td>Reddit</td>
<td>0%</td>
</tr>
<tr>
<td>Twitter</td>
<td>0%</td>
</tr>
</tbody>
</table>

Sum of Choices
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")

- Overall traffic enforcement: 80% (About Right), 19% (Too Lax)
- Animal control regulations: 72% (About Right), 27% (Too Lax)
- Sidewalk repairs: 71% (About Right), 28% (Too Lax)
- Weed control: 56% (About Right), 42% (Too Lax)
- Junk in commercial areas: 50% (About Right), 50% (Too Lax)
- Junk in residential yards: 37% (About Right), 62% (Too Lax)
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)

- Walking: 76%
- Hiking: 51%
- Walking dog: 48%
- Nature viewing: 41%
- Lake: 40%
- Fishing: 29%
- Passive open space use: 28%
- Swimming: 22%
- Watercraft/floatation uses: 20%
- Running: 13%
- Biking: 12%
- Disc golf: 10%
Q22. Products, Services, Events, and Other Amenities That Residents Wish Were Available in Fruita

by percentage of respondents (multiple selections could be made)

- Larger/more grocery stores: 72%
- More selection of restaurants: 58%
- Live music: 31%
- More/better parking: 31%
- More general selection of products and/or services: 29%
- More attractive atmosphere: 19%
- More activities: 19%
- More/improved lighting: 18%
- Children's play area: 18%
- Expanded store hours: 12%
- More healthcare/medical service options: 9%
- Larger selection of professional services: 7%
Q23. Types of Products That Respondents Regularly Shop Online For

by percentage of respondents (multiple selections could be made)

- Clothing: 51%
- Food: 20%
- Services: 18%
Q23a. Approximate Percentage of Household’s Shopping That is Done Online
by percentage of respondents (excluding "not provided")

- 55%: 0-25%
- 26%: 26-49%
- 16%: 50-74%
- 3%: 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”)

45% Yes
55% 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!