

City of Fruita

Community Survey

Findings Report

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2021

Submitted to the City of Fruita, Colorado

by:
ETC Institute
725 W. Frontier Lane
Olathe, Kansas 66061

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ETC
I N S T I T U T E

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City of Fruita 2021 Community Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Fruita during the spring of 2021. 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.

Extra resources were budgeted for the administration of the survey so that every household in Fruita could participate. The seven-page survey, cover letter and postage-paid return envelope were mailed to all households in the City. 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 to 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 673 residents completing the survey. The overall results for the sample of 673 households have a precision of at least +/-3.8% at the 95% level of confidence.

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 2017 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-three percent (93%) 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 five perception items that were benchmarked with ETC Institute’s National *DirectionFinder*® 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 garbage collection (92%), overall quality of sewer service (81%), overall quality of City Parks (79%), and overall quality of police services (78%). Eleven of the 12 major categories of City services that were assessed showed that 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 (68%), how quickly police respond to emergencies (65%), and the City’s efforts to prevent crime (58%).
- **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 (68%), the availability of information about City programs and services (55%), and the City’s efforts to keep residents informed about local issues (56%).

- **Parks, Recreation, Community Center and Aquatics.** 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 (84%), maintenance of trails (83%), and the number of walking and biking trails (77%). 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 (72%), program offerings for seniors (65%), and program offerings for the entire family (63%). 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%), cleanliness (87%), and customer service (82%). The highest levels of satisfaction with aquatics services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall impression of indoor pool (84%), cleanliness (79%), and overall impression of outdoor pool (78%).
 - Seventy-six percent (76%) of respondents indicated they use the Snooks Bottom Open Space for walking; 51% use it for hiking, and 48% use the Open Space for walking a dog.
- **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 overall cleanliness of City streets and other public areas (77%), the maintenance of downtown Fruita (75%), the quality of City provided irrigation water (75%), and overall availability of irrigation water (75%).
- **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 (83%) and the ease of pedestrian travel in Fruita (78%).

Additional Findings

- Respondents were asked to indicate what communication outlets they are aware of or use. Fifty-eight percent (58%) of respondents indicated they are aware of or use the City of Fruita web page; 51% are aware of or use Facebook, 48% The Daily Sentinel, and 46% television. 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 City of Fruita web page, Fruita City Link (print by mail), and Facebook are the three most preferred methods of communication.
- Respondents were asked to indicate what products, services, events, and other amenities they wish were available in Fruita. Seventy-two percent (72%) selected larger/more grocery stores, 58% indicated they would like to see more of a selection of restaurants, 31% selected live music, and 31% selected more/better parking.

- Respondents were given a list of 16 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%), the quality of the neighborhood overall (90%), safety in neighborhoods (88%), the availability of recreational opportunities (85%), and the unique and vibrant feel of the community (84%). Thirty-nine percent (39%) 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 sense of community, and the safety in neighborhoods.
- Forty-five percent (45%) of respondents, *who had an opinion*, indicated that the City Council should add a question about permitting the retail sale of cannabis in Fruita on the April 2022 ballot. Of those 45% who would like to see this issue on the ballot, 91% *who had an opinion* are in favor of allowing retail cannabis sales in Fruita.

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 32 of the 37 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 service you receive	78%	51%	27%	Major Categories of City Services
Program offerings for adults	59%	34%	25%	Parks and Recreation
Overall quality of services provided	84%	59%	25%	Perceptions of the City
Overall quality of recreation programs	69%	45%	25%	Major Categories of City Services
Overall quality of garbage collection	92%	68%	24%	Major Categories of City Services
Overall value that you receive	65%	44%	21%	Perceptions of the City
Maintenance of trails	83%	63%	21%	Parks and Recreation
Overall quality of City Parks	79%	59%	20%	Major Categories of City Services
Registration processes for programs	57%	39%	18%	Parks and Recreation
Overall image of the City	82%	64%	18%	Perceptions of the City
Overall cleanliness of city streets & other areas	77%	60%	17%	Public Works
Overall quality of sewer service	81%	65%	16%	Major Categories of City Services
How open the city is to public involvement & input	53%	38%	15%	City Communication
Availability of info on City programs/services	66%	51%	15%	City Communication
Overall quality of police services	78%	64%	15%	Major Categories of City Services
Overall quality of the City's recycling program	77%	63%	14%	Major Categories of City Services
Maintenance of streets in your neighborhood	67%	55%	12%	Public Works
Overall effectiveness of city communication	60%	48%	12%	Major Categories of City Services
Maintenance of downtown	75%	63%	12%	Public Works
Overall appearance of the City	77%	66%	11%	Perceptions of the City
Program offerings for youth	50%	39%	11%	Parks and Recreation
Overall feeling of safety in the City	85%	75%	10%	Perceptions of the City
Maintenance of major city streets	63%	54%	9%	Public Works
Landscaping & appearance of public areas	68%	60%	8%	Public Works
Condition of sidewalks	59%	51%	8%	Public Works
City efforts to keep you informed	56%	51%	5%	City Communication
Quality of the City's social media accounts	49%	44%	5%	City Communication
Overall quality of City streets	55%	52%	4%	Major Categories of City Services
Quality of the City's web page	53%	50%	3%	City Communication
Overall flow of traffic & congestion management	59%	56%	3%	Major Categories of City Services
Maintenance of street signs/pavement markings	71%	71%	0%	Public Works
How quickly police respond to emergencies	65%	65%	0%	Public Safety
Adequacy of city street lighting	65%	66%	-1%	Public Works
Snow removal on city streets	61%	65%	-4%	Public Works
City's efforts to prevent crime	58%	63%	-5%	Public Safety
Visibility of police in neighborhoods	55%	62%	-7%	Public Safety
Safety/prevention education programs	41%	51%	-10%	Public Safety

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 less than 30,000 in 16 of the 37 areas** that were assessed. The City of Fruita rated significantly higher than this average (difference of 5% or more) in 10 of these areas. Listed below are the comparisons between the City of Fruita and the average for communities with fewer than 30,000 residents:

Service	Fruita	Under 30K	Difference	Category
Maintenance of downtown	75%	58%	17%	Public Works
Maintenance of trails	83%	68%	15%	Parks and Recreation
Overall quality of sewer service	81%	67%	15%	Major Categories of City Services
Overall image of the City	82%	70%	12%	Perceptions of the City
Overall quality of garbage collection	92%	82%	10%	Major Categories of City Services
How open the city is to public involvement & input	53%	43%	10%	City Communication
Overall quality of services provided	84%	76%	8%	Perceptions of the City
Program offerings for adults	59%	52%	7%	Parks and Recreation
Overall value that you receive	65%	59%	6%	Perceptions of the City
Availability of info on City programs/services	66%	61%	5%	City Communication
Maintenance of streets in your neighborhood	67%	63%	4%	Public Works
Overall cleanliness of city streets & other areas	77%	74%	3%	Public Works
Overall quality of service you receive	78%	76%	2%	Major Categories of City Services
Overall appearance of the City	77%	76%	2%	Perceptions of the City
Adequacy of city street lighting	65%	64%	2%	Public Works
Overall feeling of safety in the City	85%	85%	0%	Perceptions of the City
Condition of sidewalks	59%	60%	-1%	Public Works
Maintenance of major city streets	63%	64%	-1%	Public Works
City efforts to keep you informed	56%	57%	-1%	City Communication
Overall quality of City Parks	79%	81%	-2%	Major Categories of City Services
Landscaping & appearance of public areas	68%	70%	-2%	Public Works
Overall flow of traffic & congestion management	59%	61%	-2%	Major Categories of City Services
Quality of the City's social media accounts	49%	52%	-3%	City Communication
Registration processes for programs	57%	60%	-3%	Parks and Recreation
Overall quality of the City's recycling program	77%	81%	-4%	Major Categories of City Services
Maintenance of street signs/pavement markings	71%	76%	-5%	Public Works
Overall quality of City streets	55%	60%	-5%	Major Categories of City Services
Quality of the City's web page	53%	58%	-5%	City Communication
Overall effectiveness of city communication	60%	66%	-6%	Major Categories of City Services
Overall quality of police services	78%	84%	-6%	Major Categories of City Services
Program offerings for youth	50%	59%	-9%	Parks and Recreation
Overall quality of recreation programs	69%	79%	-10%	Major Categories of City Services
City's efforts to prevent crime	58%	72%	-14%	Public Safety
How quickly police respond to emergencies	65%	81%	-16%	Public Safety
Snow removal on city streets	61%	78%	-17%	Public Works
Visibility of police in neighborhoods	55%	74%	-19%	Public Safety
Safety/prevention education programs	41%	62%	-21%	Public Safety

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 = 0.2534)
- Overall flow of traffic & congestion management (IS Rating = 0.2098)

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

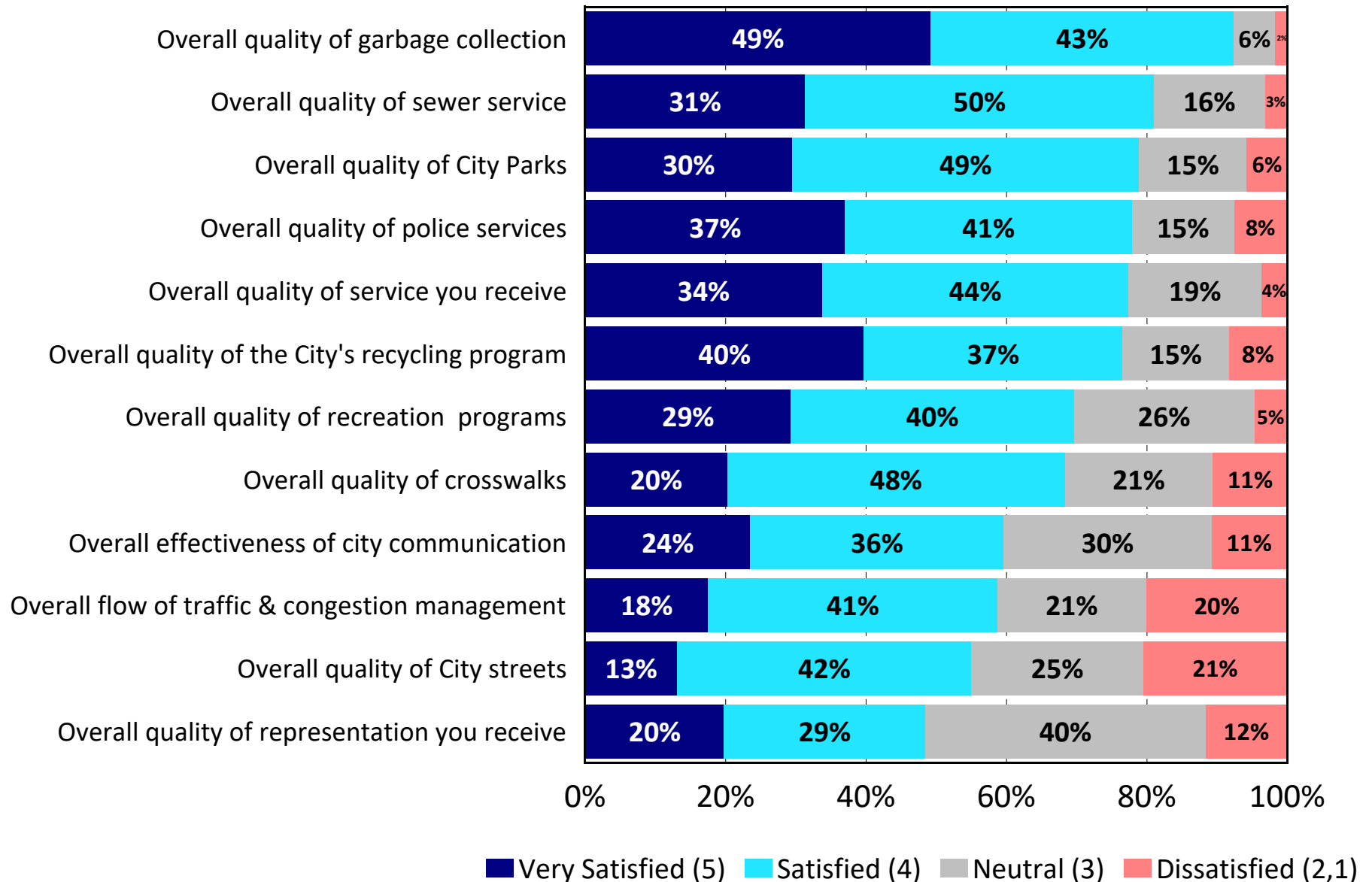
2021 Importance-Satisfaction Rating						
City of Fruita						
Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall quality of City streets	56%	1	55%	11	0.2534	1
Overall flow of traffic & congestion management	51%	2	59%	10	0.2098	2
High Priority (IS .10-.20)						
Overall quality of representation you receive	20%	8	48%	12	0.1042	3
Overall effectiveness of city communication	25%	6	60%	9	0.1014	4
Medium Priority (IS <.10)						
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	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

Section 1

Charts and Graphs

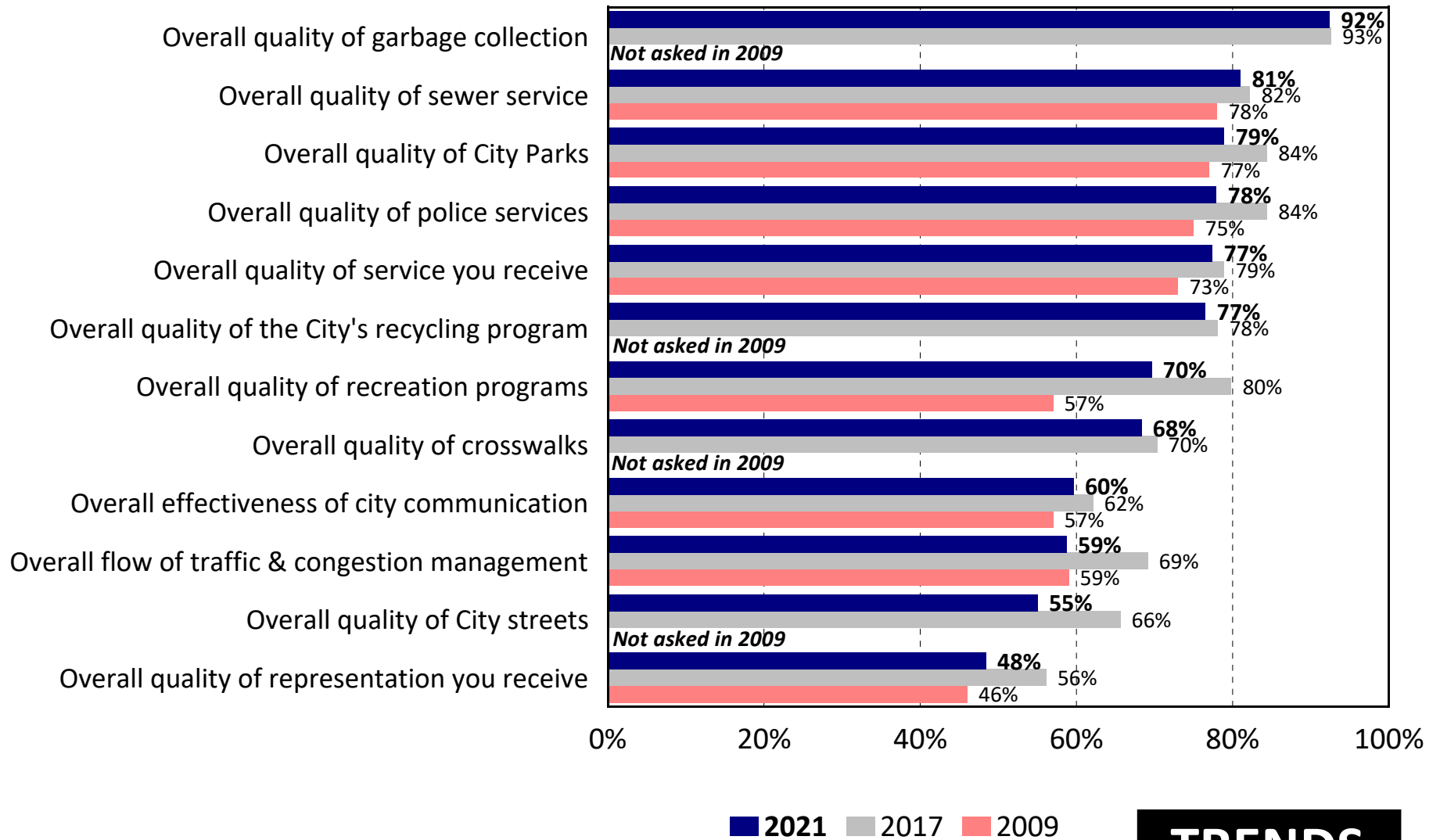
Q1. Overall Satisfaction With City Services by Major Category

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



Q1. Overall Satisfaction With City Services by Major Category - 2009 vs. 2017 vs. 2021

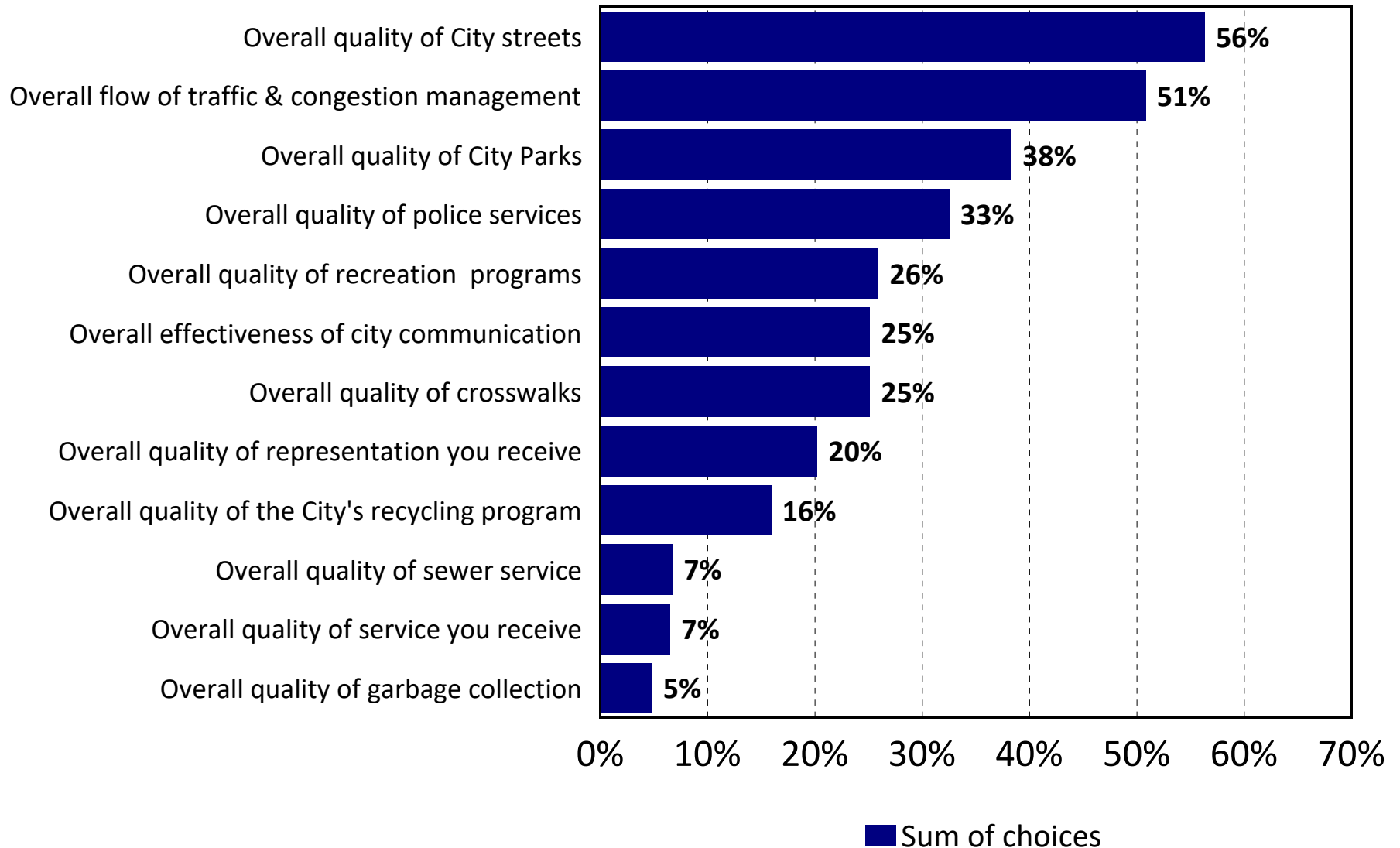
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



TRENDS

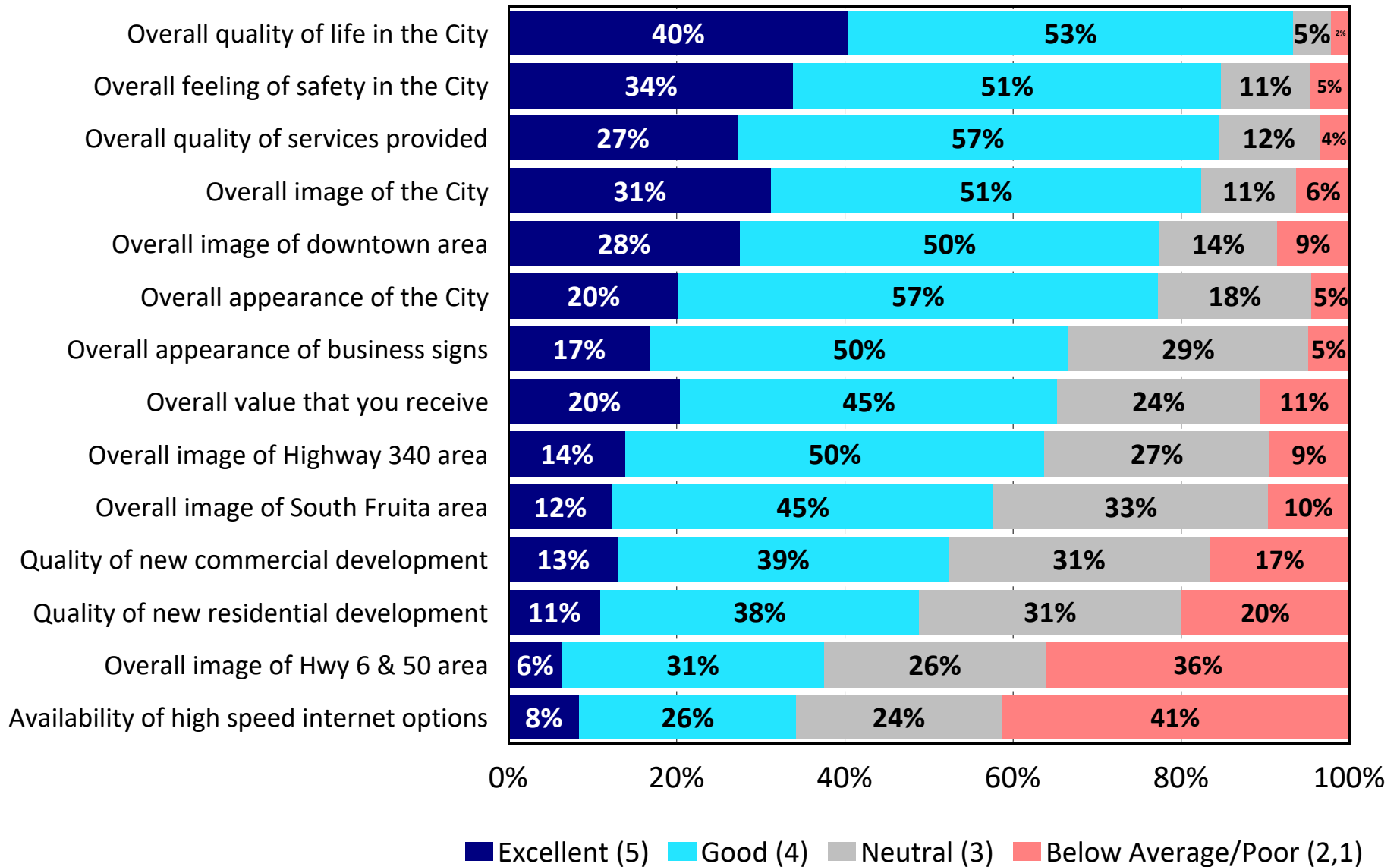
Q2. Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q3. Perception That Residents Have of the City

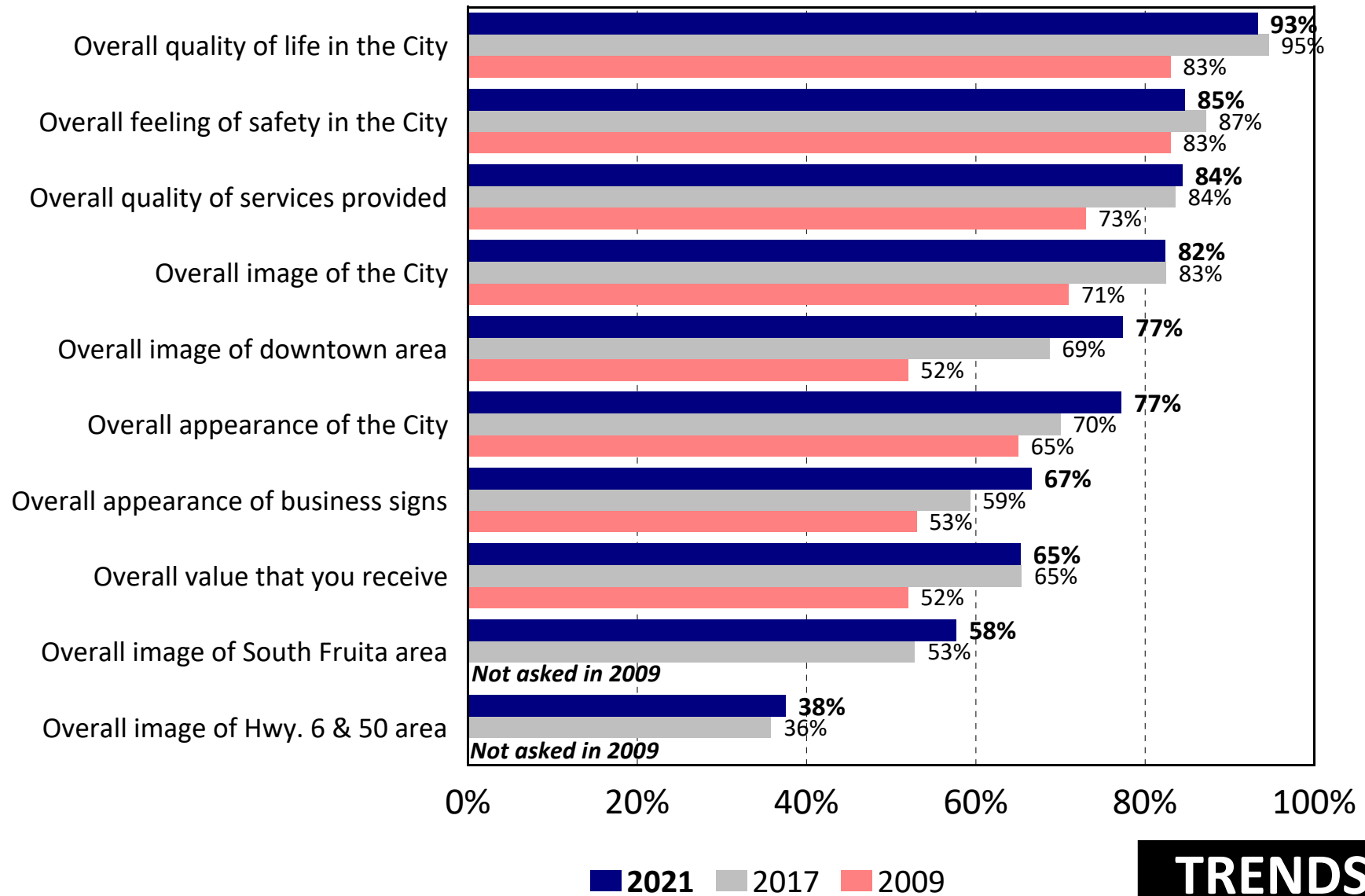
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Q3. Perception That Residents Have of the City

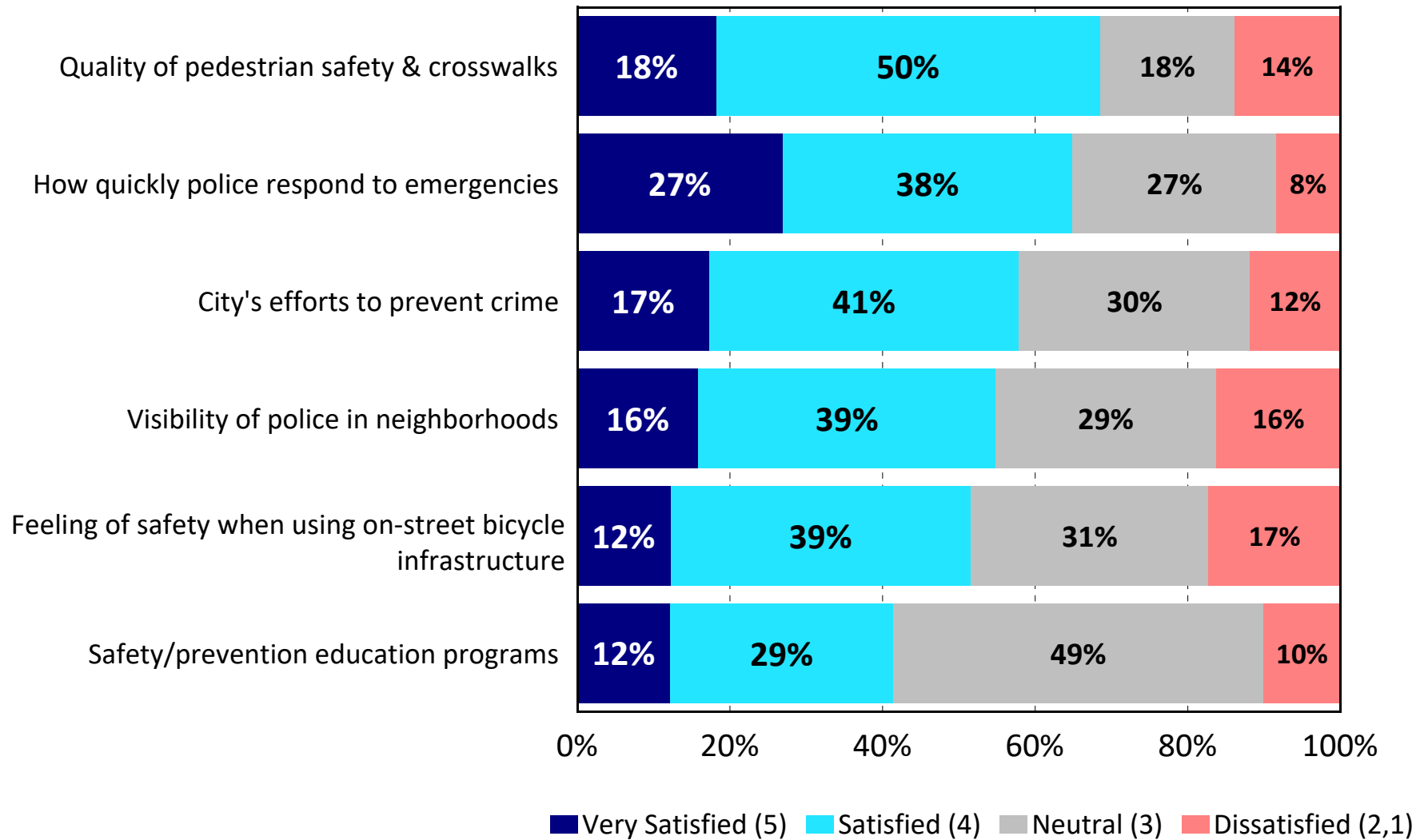
2009 vs. 2017 vs. 2021

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



Q4. Satisfaction with Public Safety

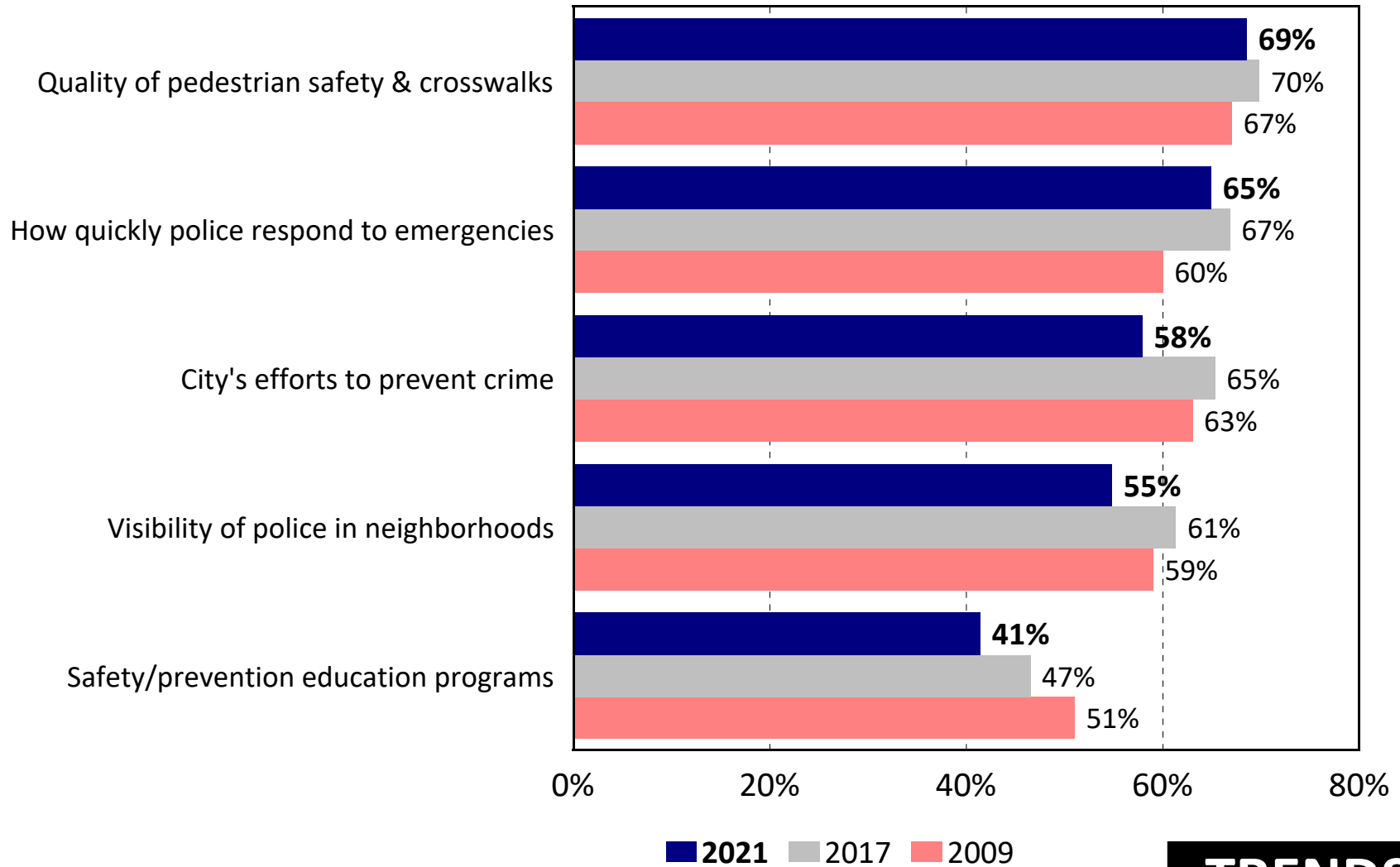
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Q4. Satisfaction with Public Safety

2009 vs. 2017 vs. 2021

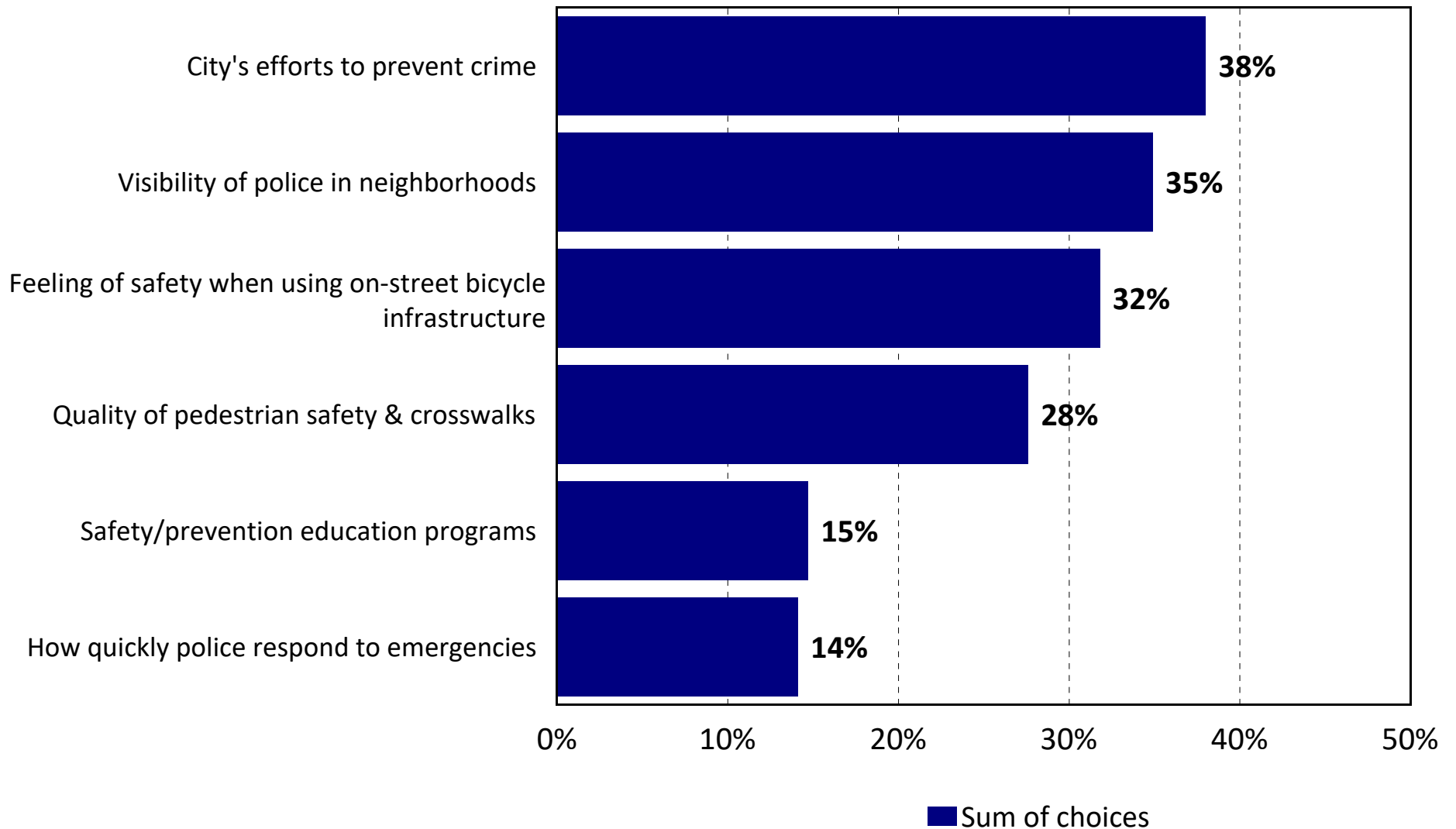
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



TRENDS

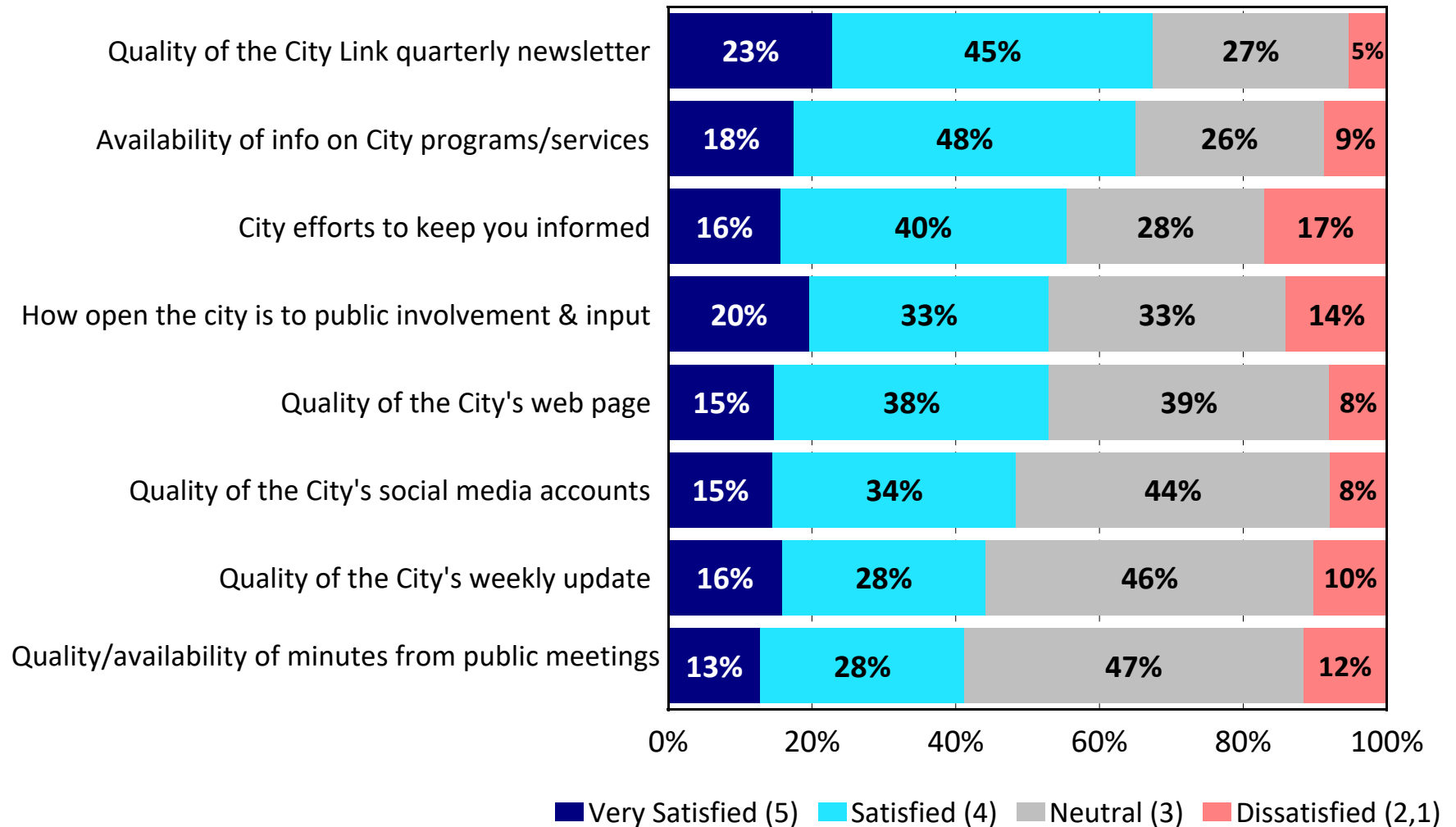
Q5. Public Safety Items That Should Receive the Most Emphasis Over the Next Two Years

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



Q6. Satisfaction with City Communication

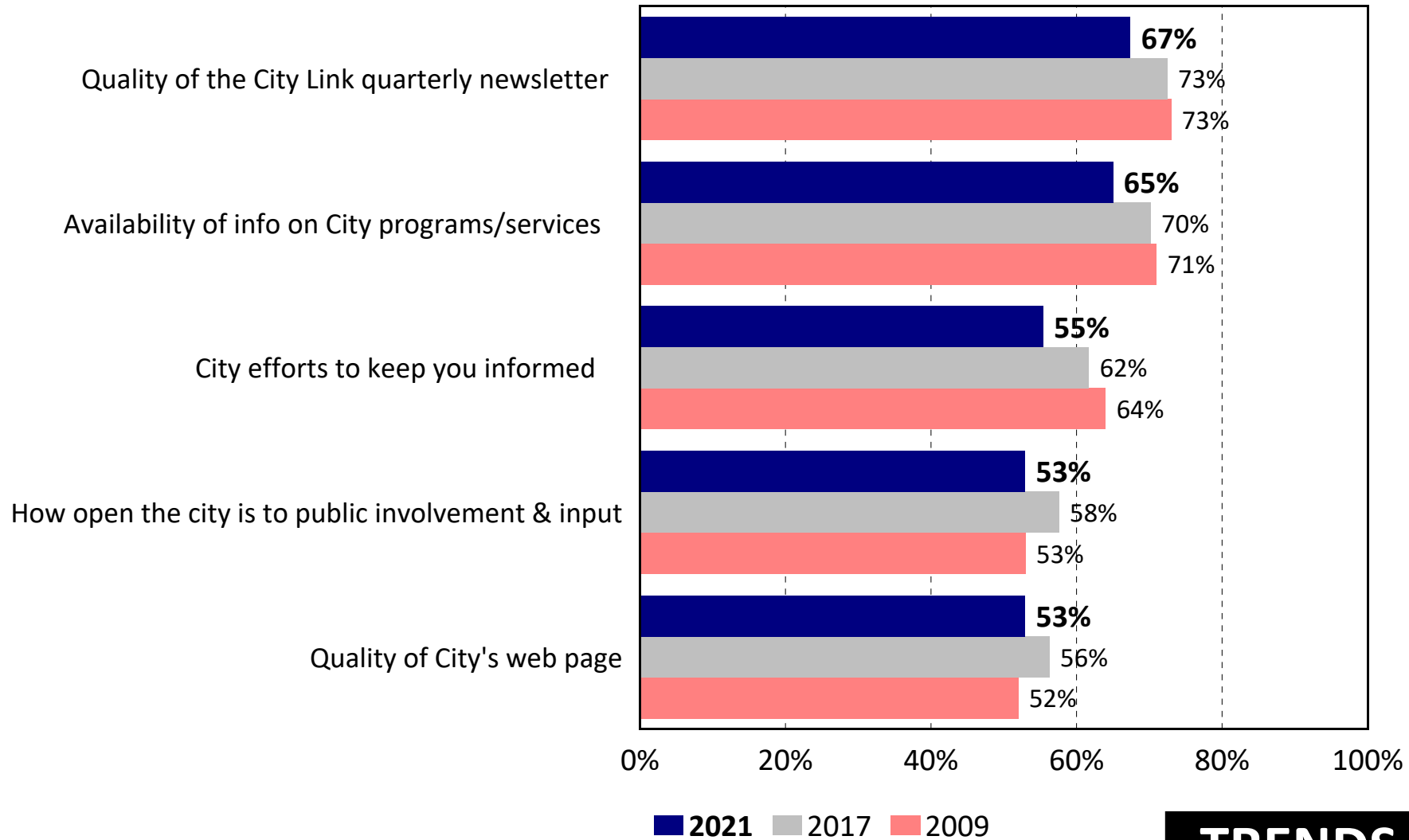
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Q6. Satisfaction with City Communication

2009 vs. 2017 vs. 2021

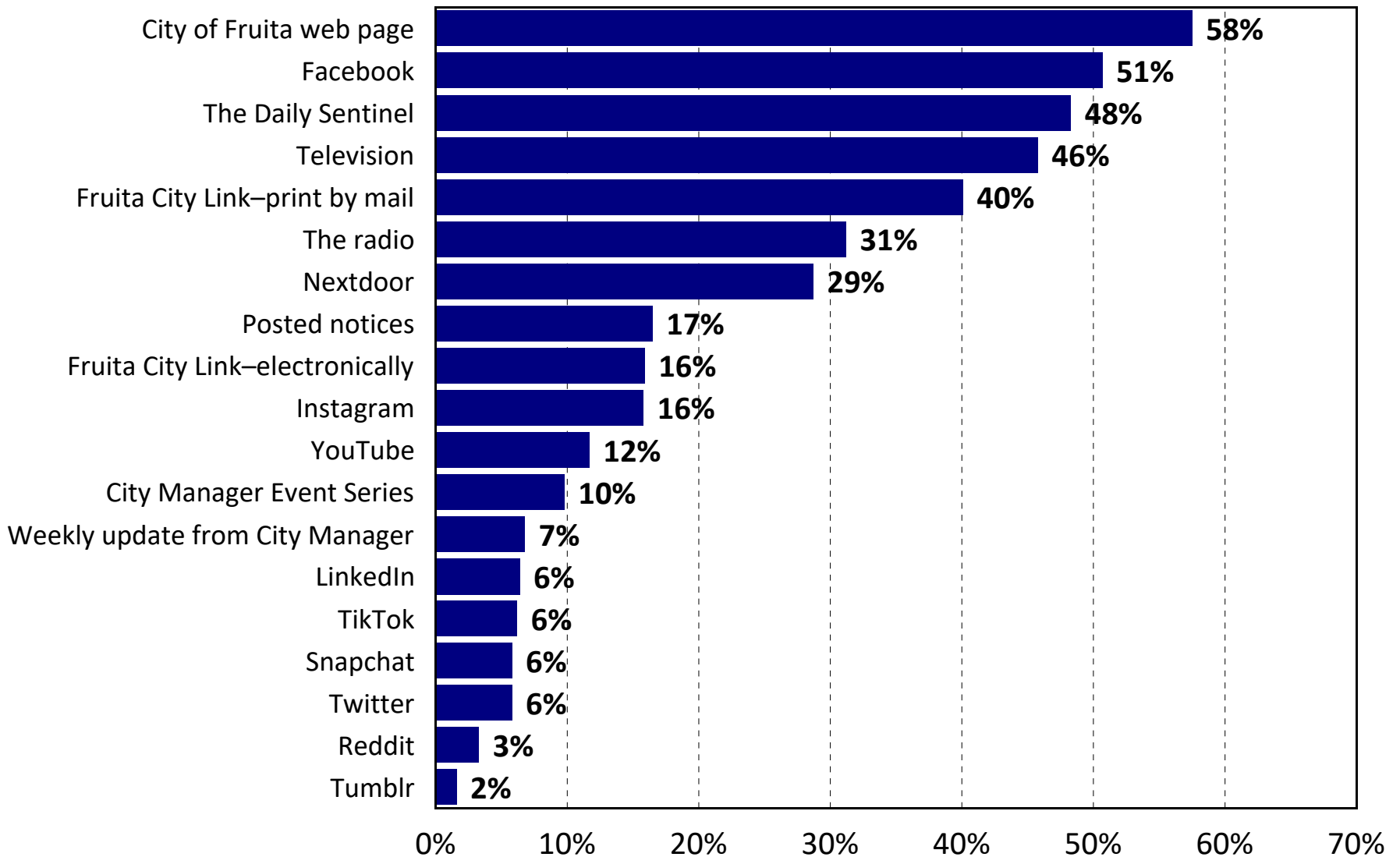
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



TRENDS

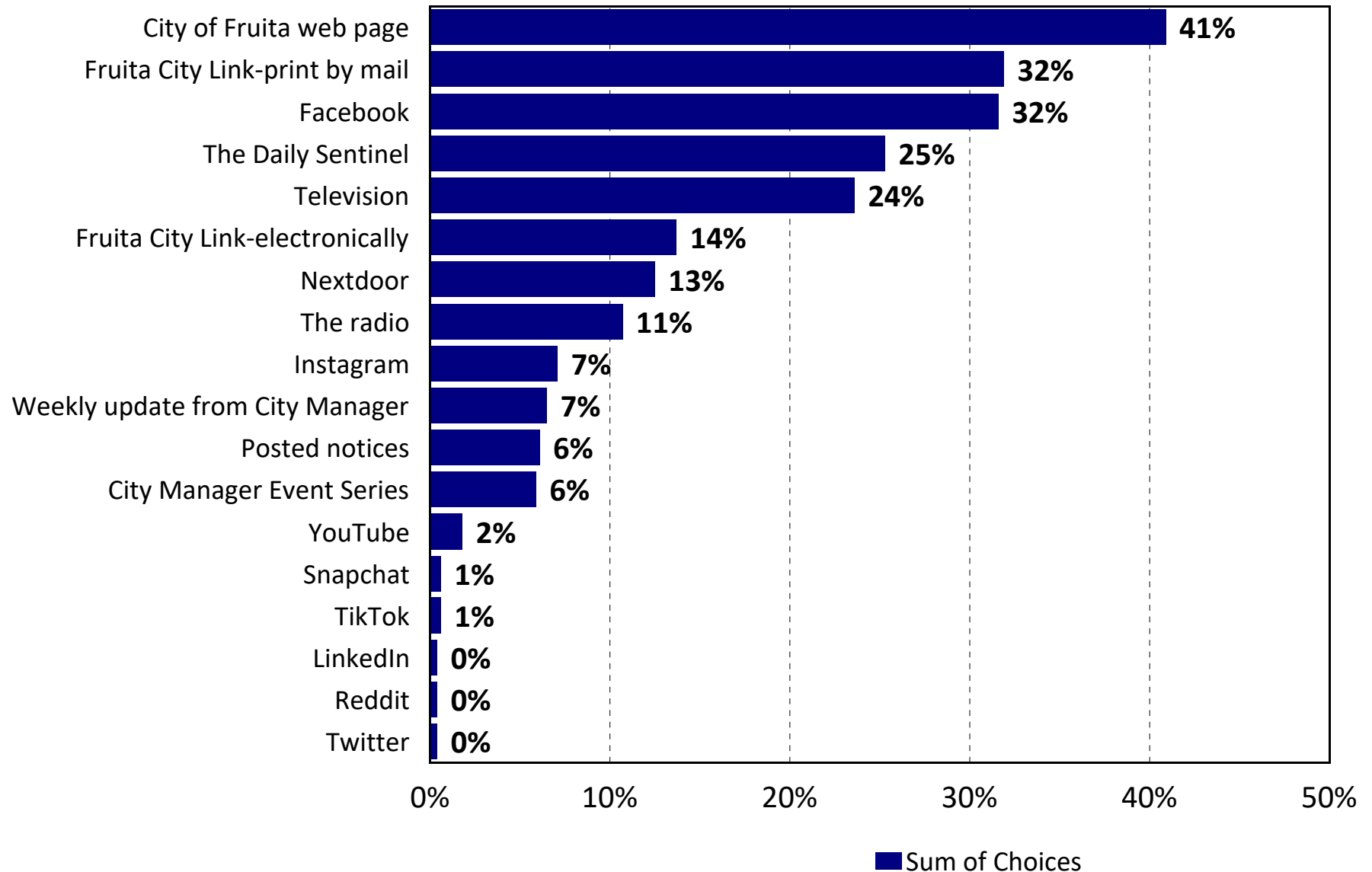
Q7. Communication Outlets That Residents Are Aware of or Use

by percentage of respondents (multiple selections could be made)



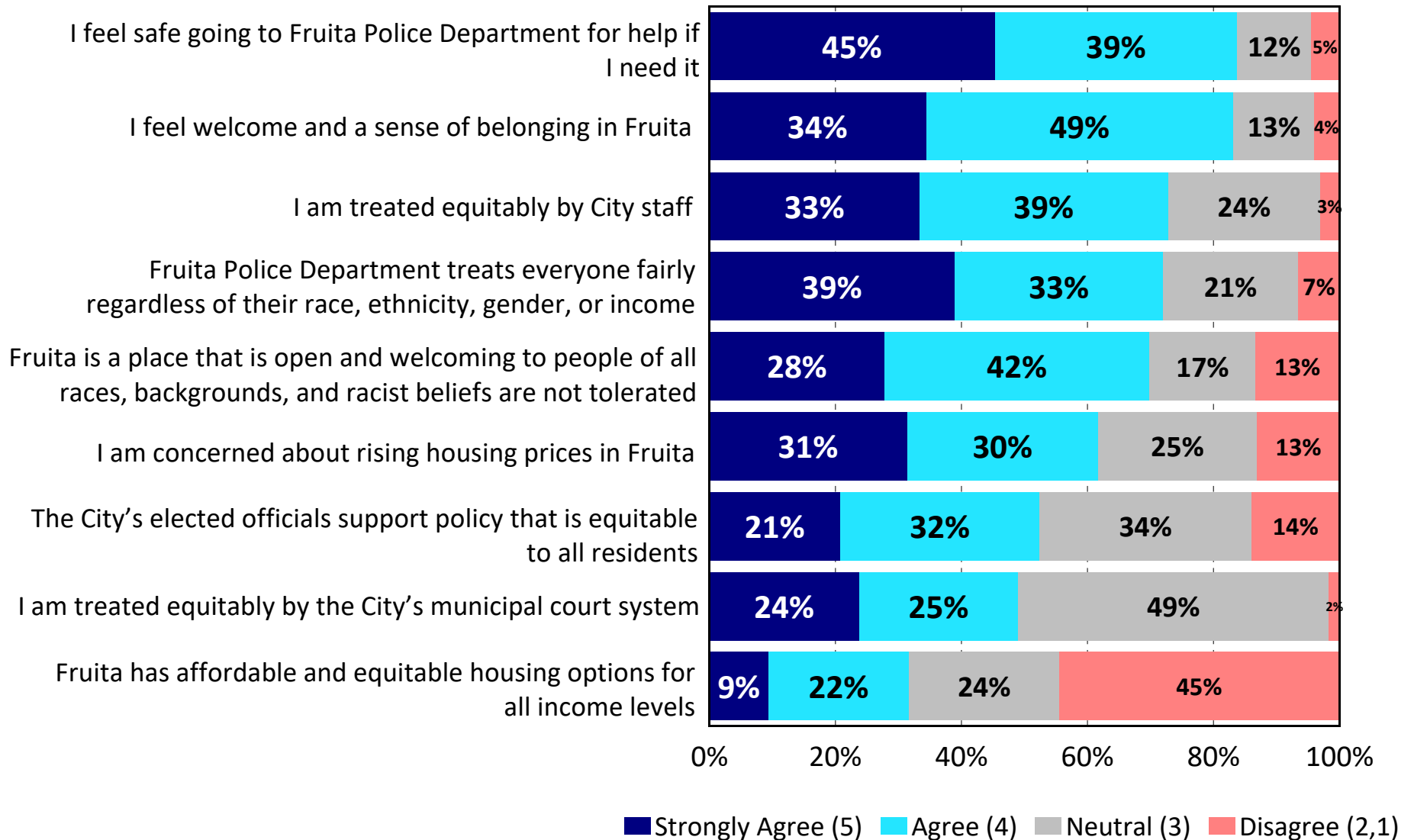
Q8. Communication Sources That Are the Most Preferred Ways to Learn About Activities and Services

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



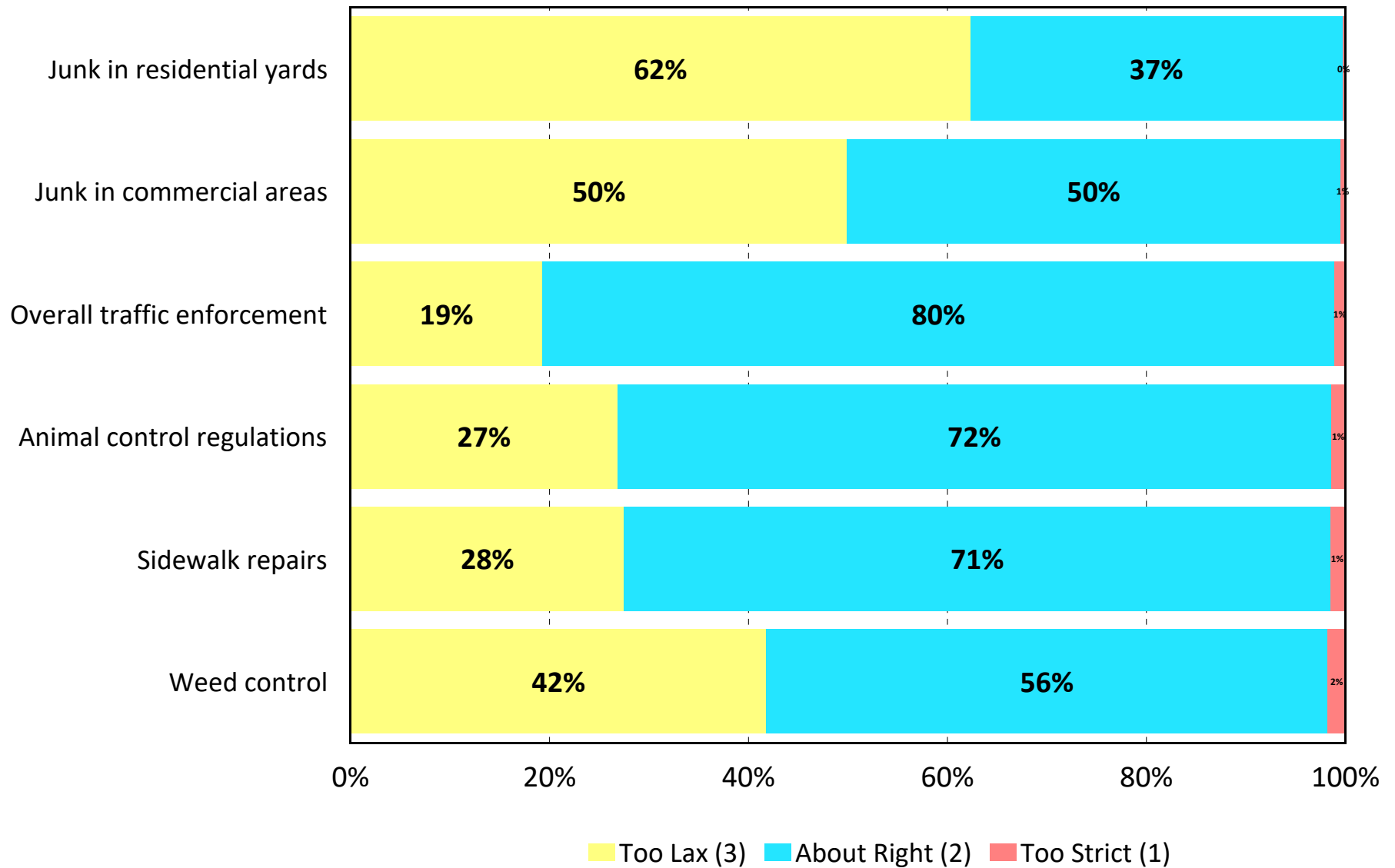
Q9. Agreement with the Following Statements About Diversity, Equity, and Inclusion

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



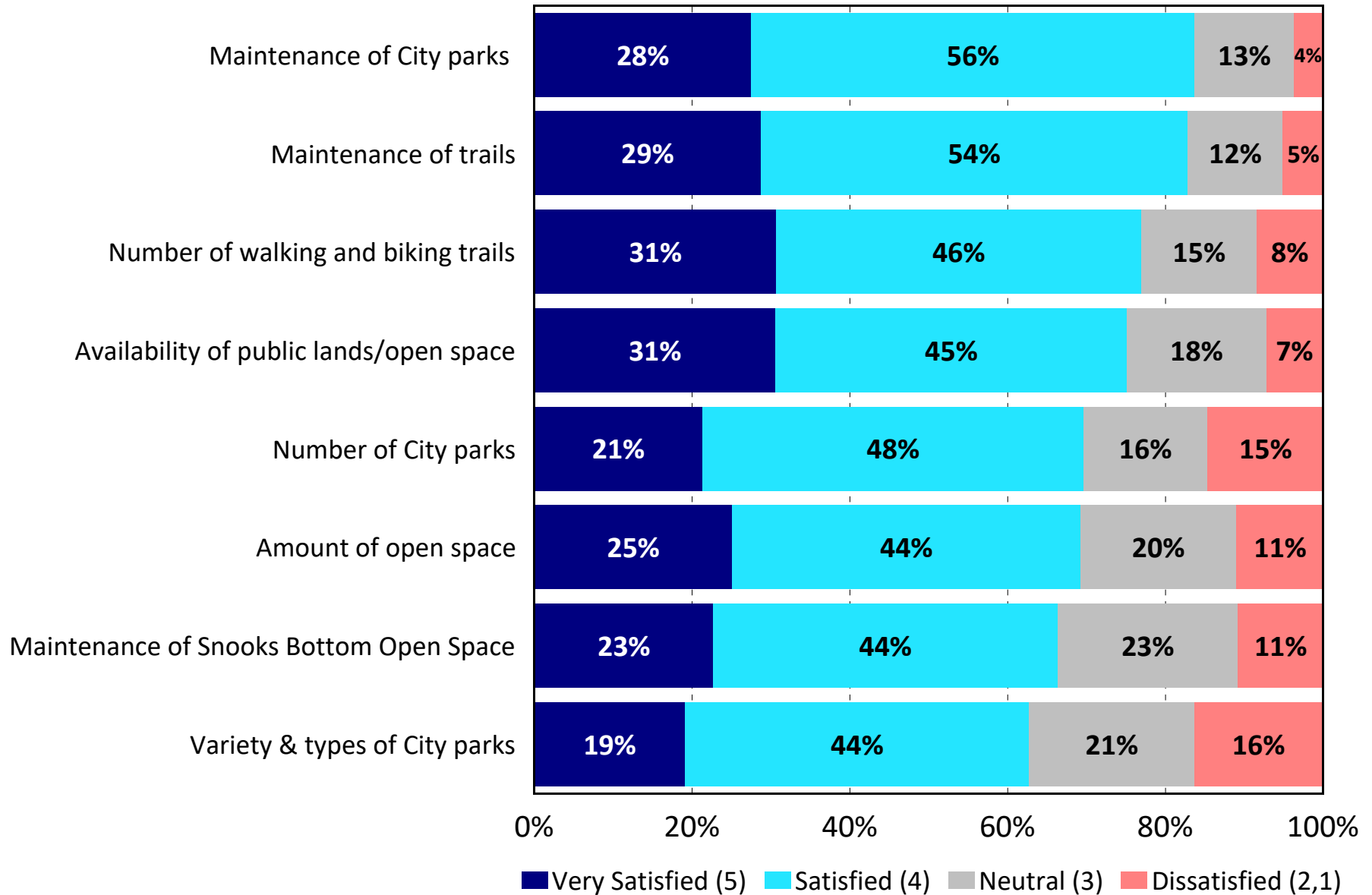
Q10. Opinion About the Level of Code Enforcement

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



Q11. Satisfaction with Parks

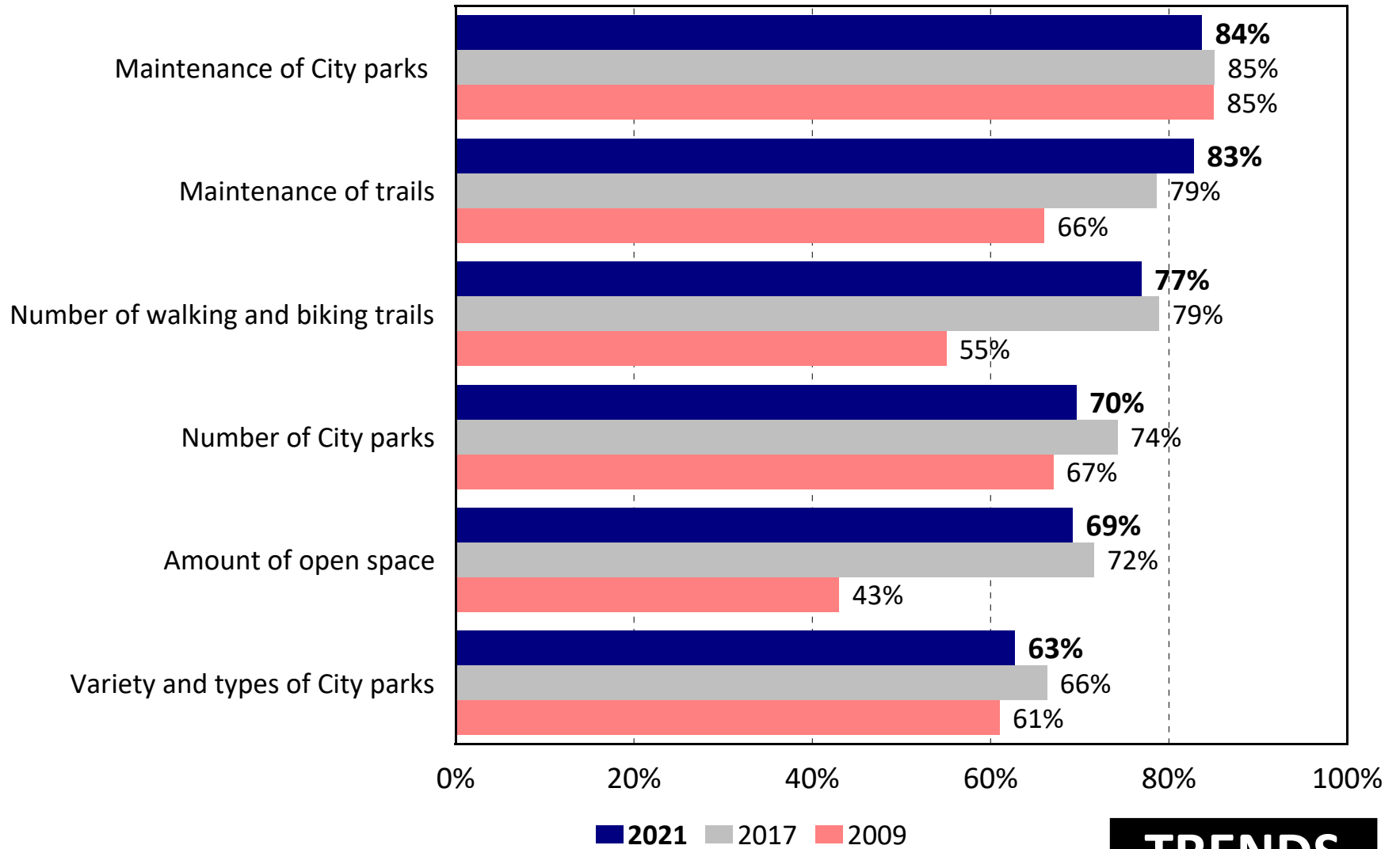
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Q11. Satisfaction with Parks

2009 vs. 2017 vs. 2021

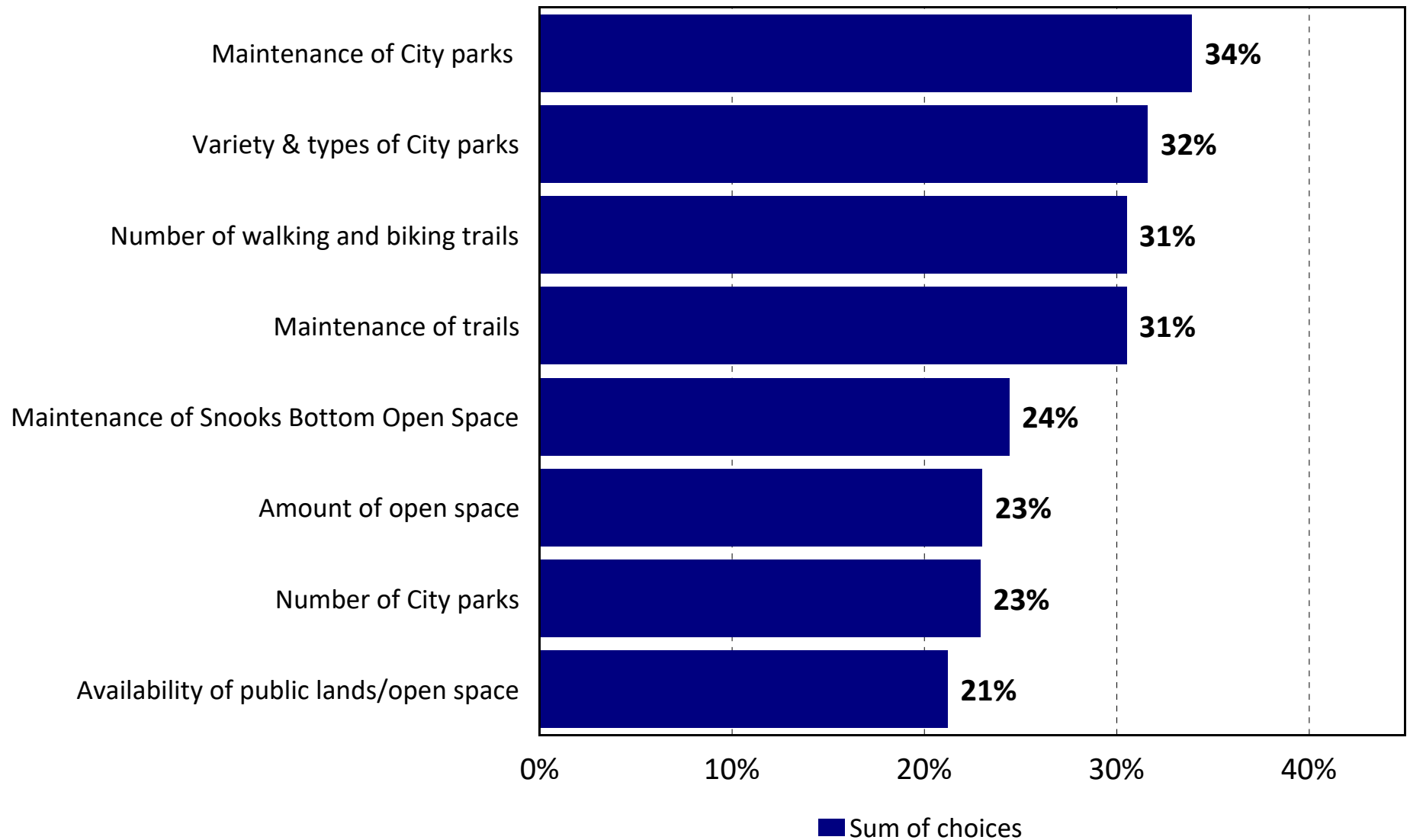
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



TRENDS

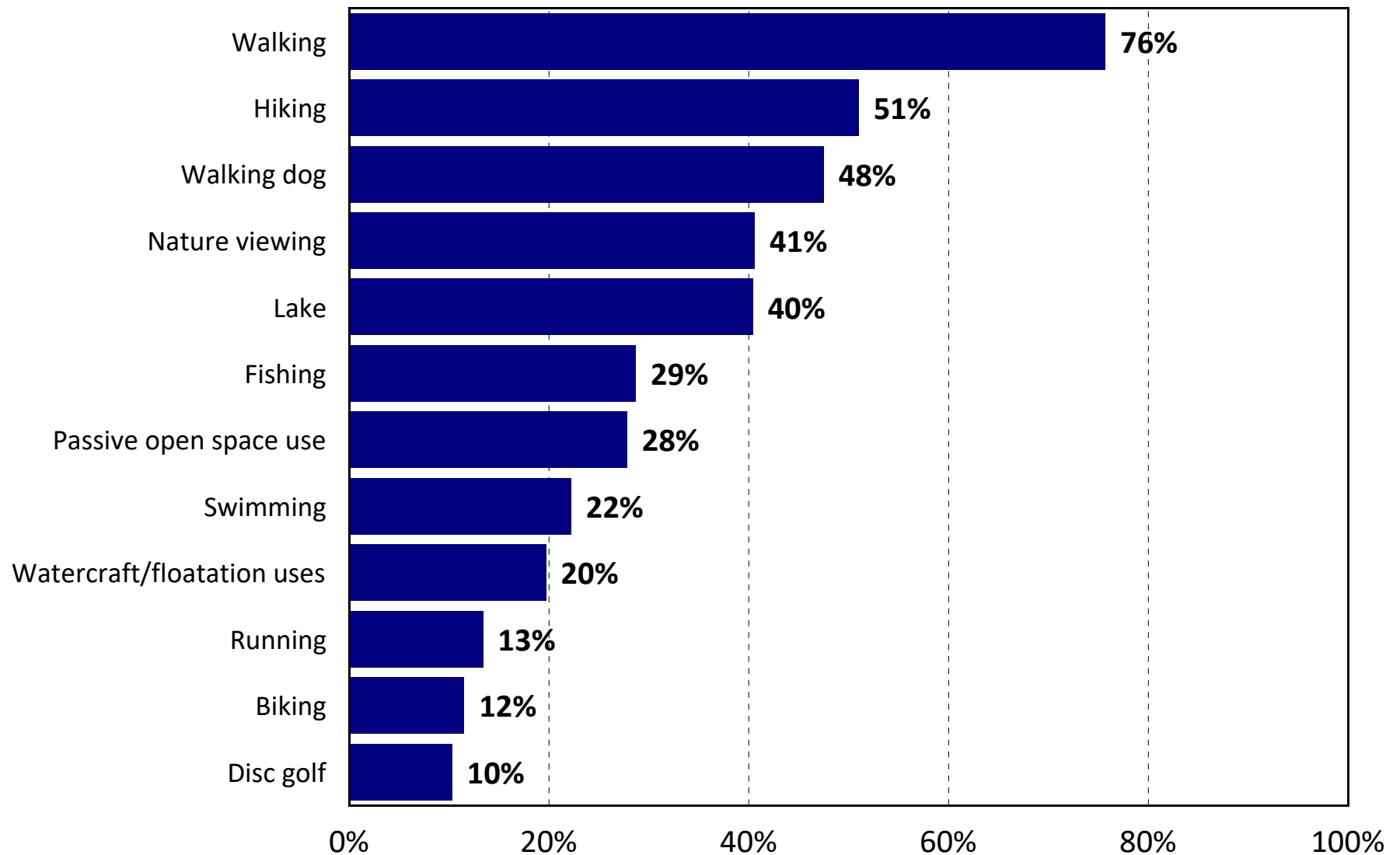
Q12. Parks Services That Should Receive the Most Emphasis Over the Next Two Years

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



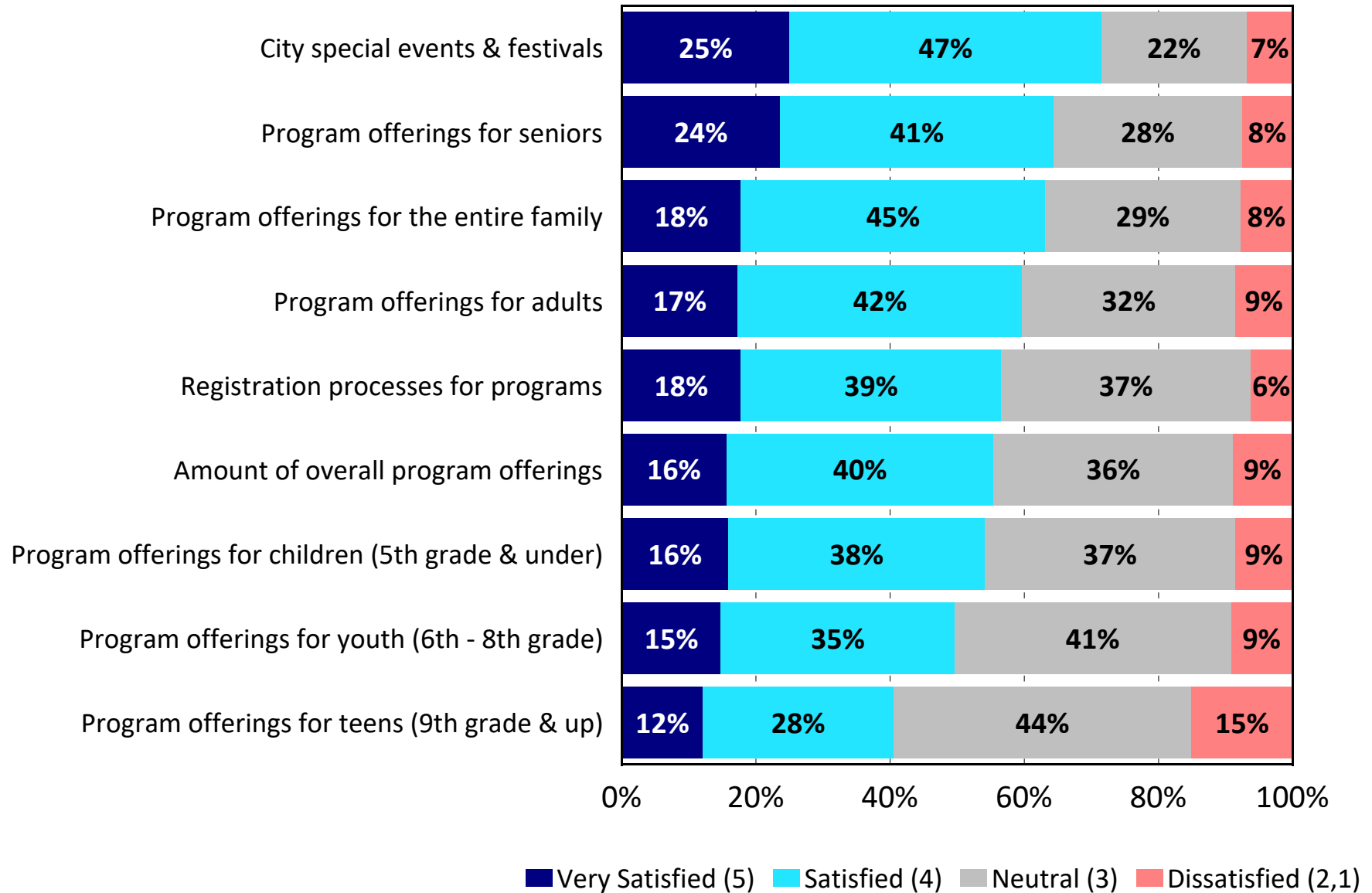
Q13. Reasons for Using the Snooks Bottom Open Space During the Past 12 Months

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



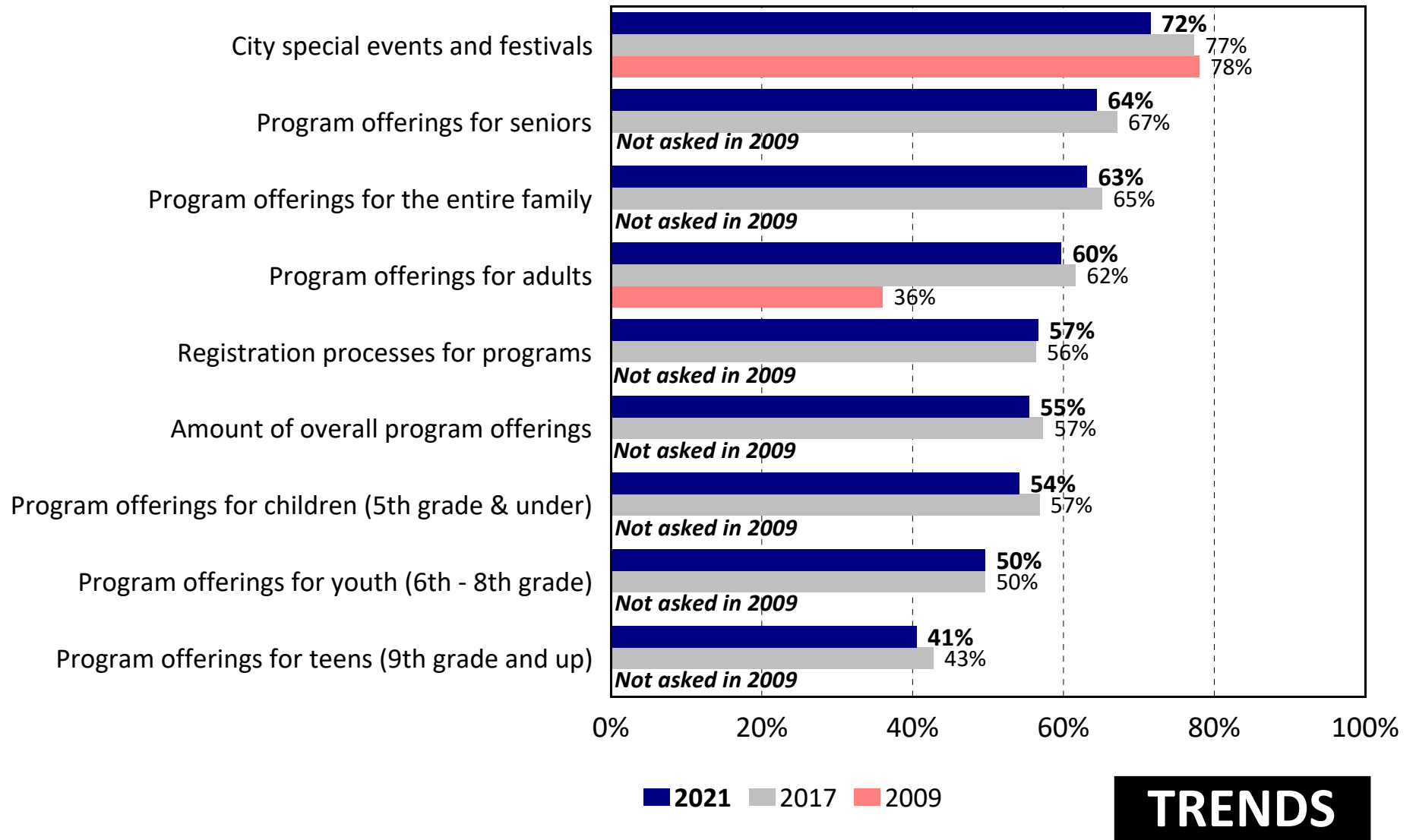
Q14. Satisfaction with Recreation

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



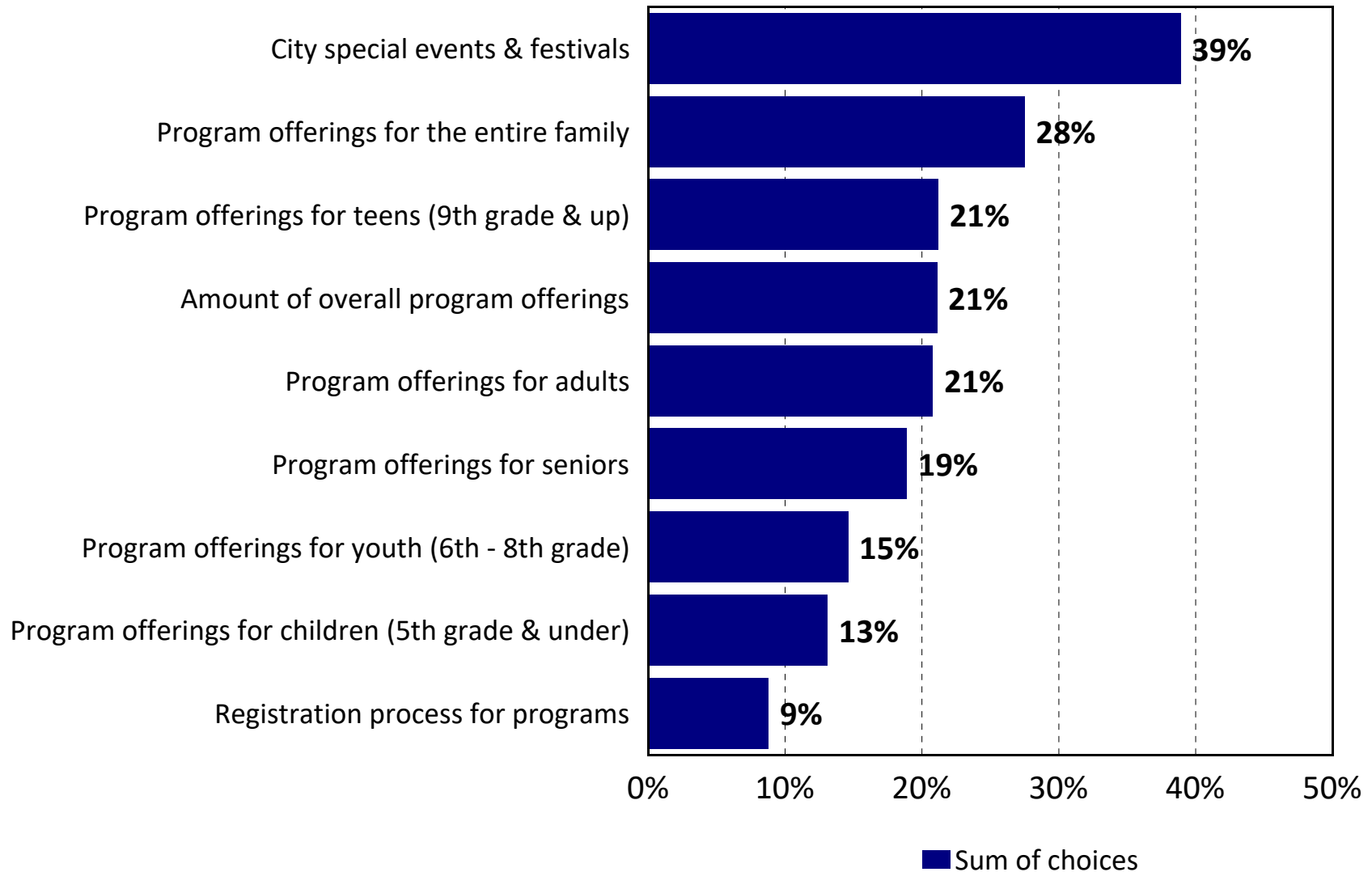
Q14. Satisfaction with Recreation 2009 vs. 2017 vs. 2021

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



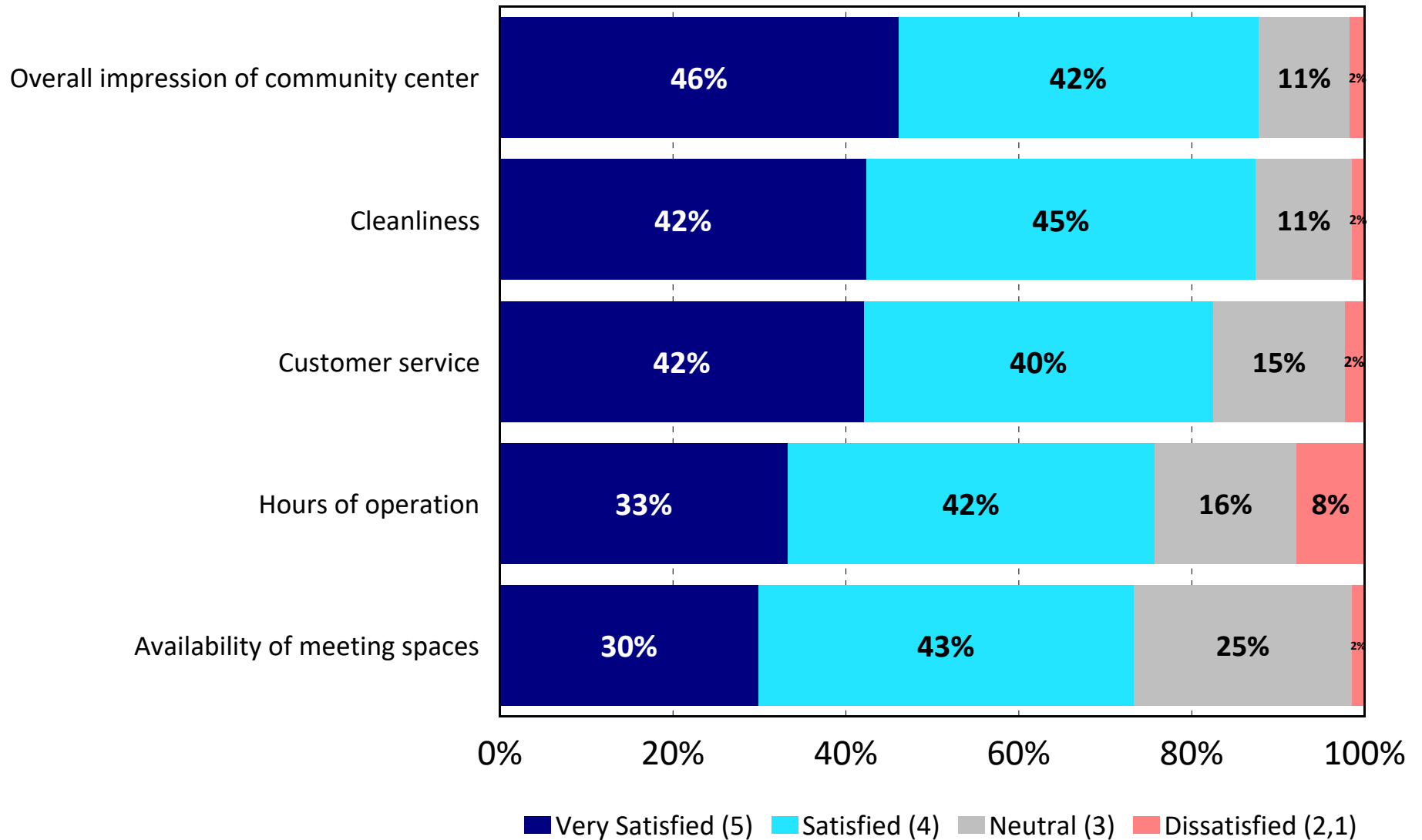
Q15. Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



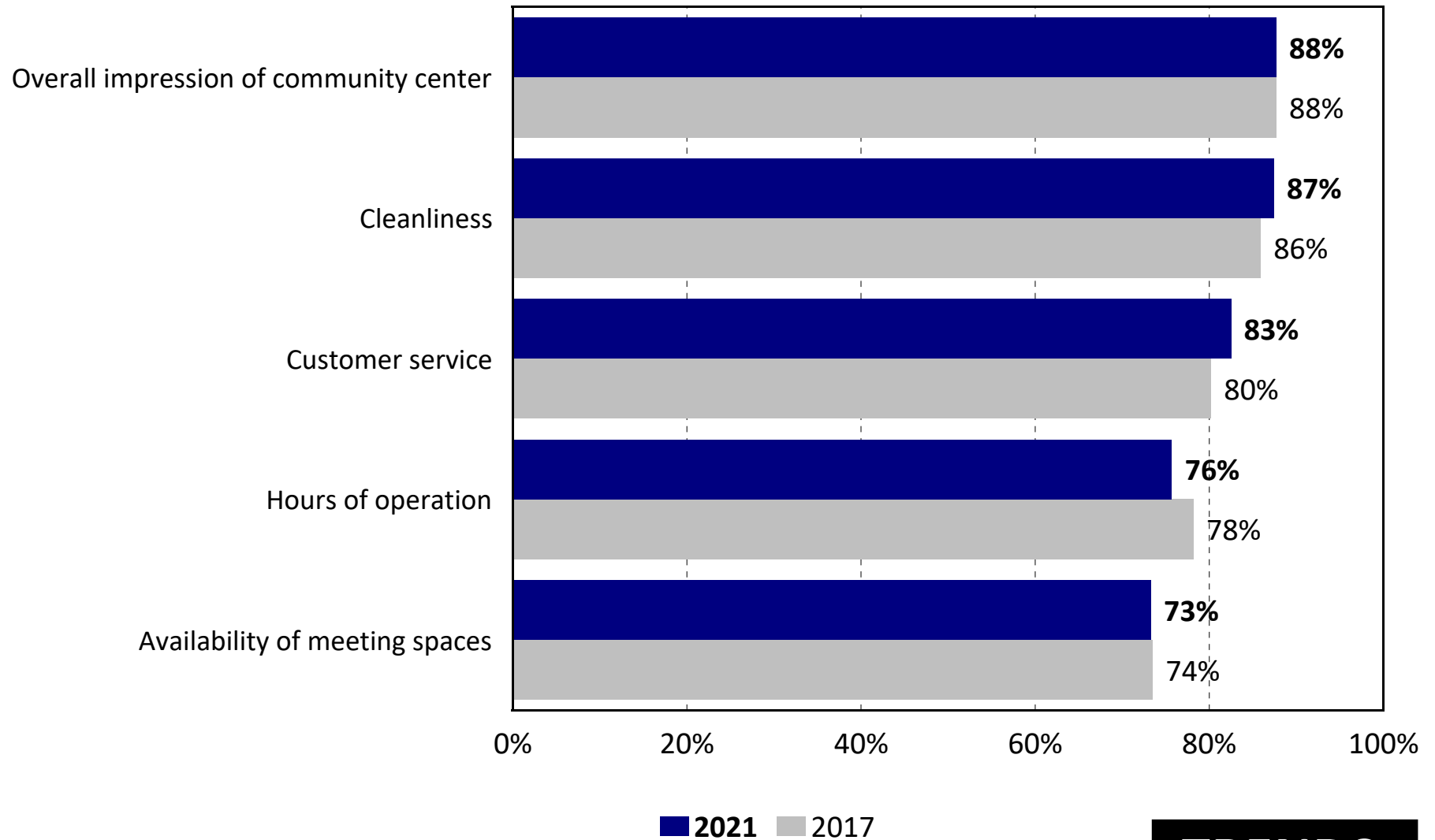
Q16[1-5]. Satisfaction with the Community Center

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



Q16[1-5]. Satisfaction with the Community Center 2017 vs. 2021

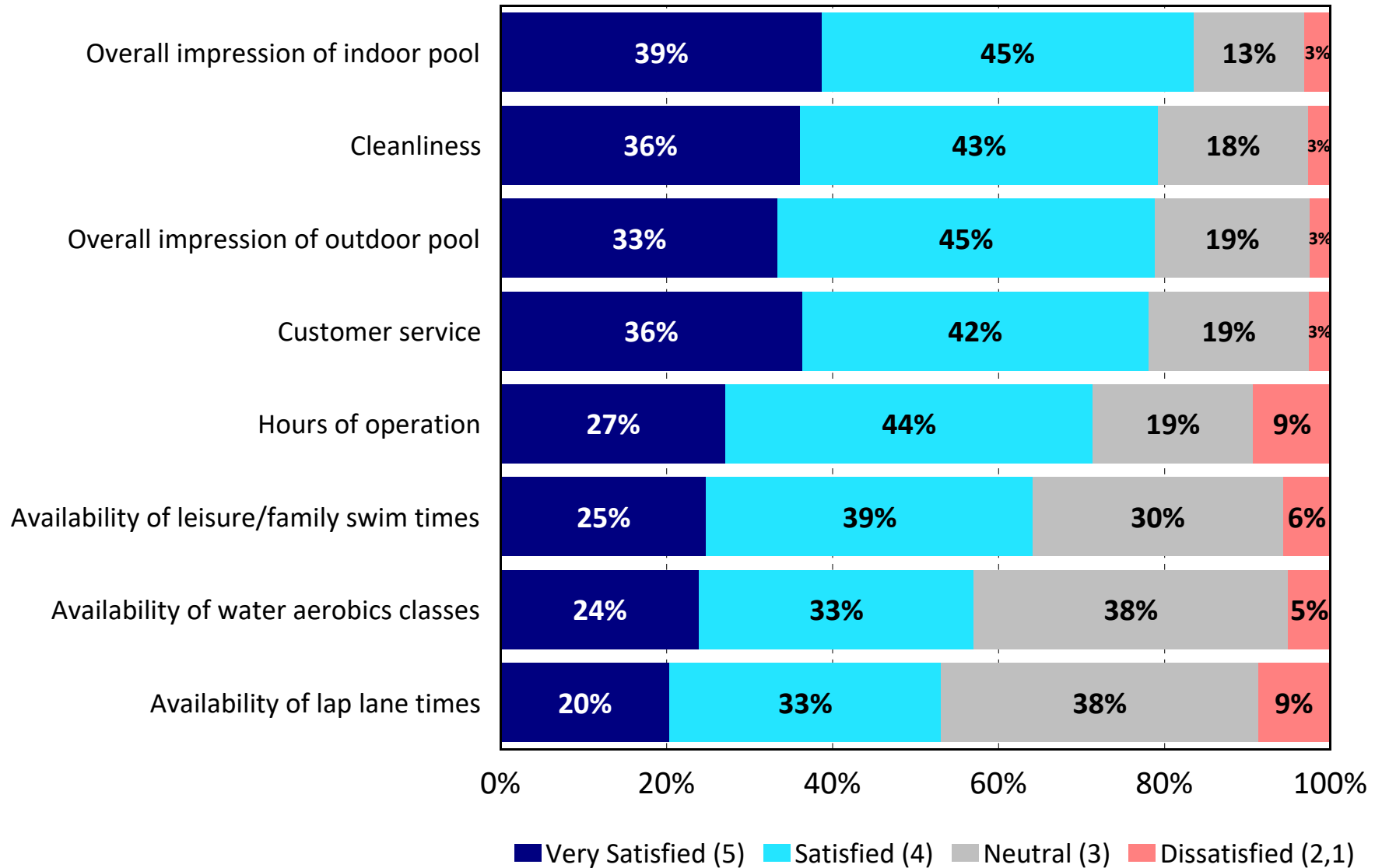
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



TRENDS

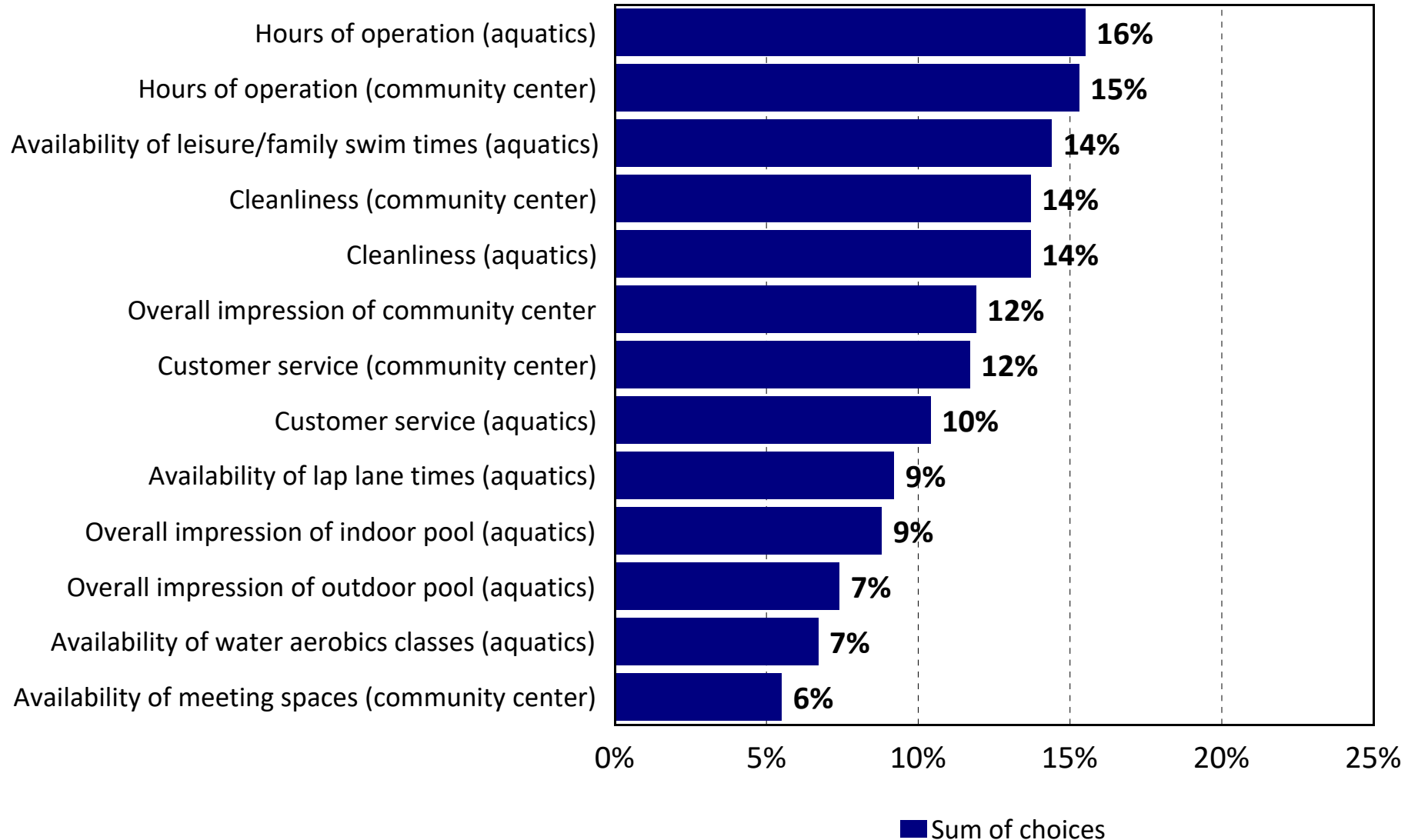
Q16[6-13]. Satisfaction with Aquatics

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



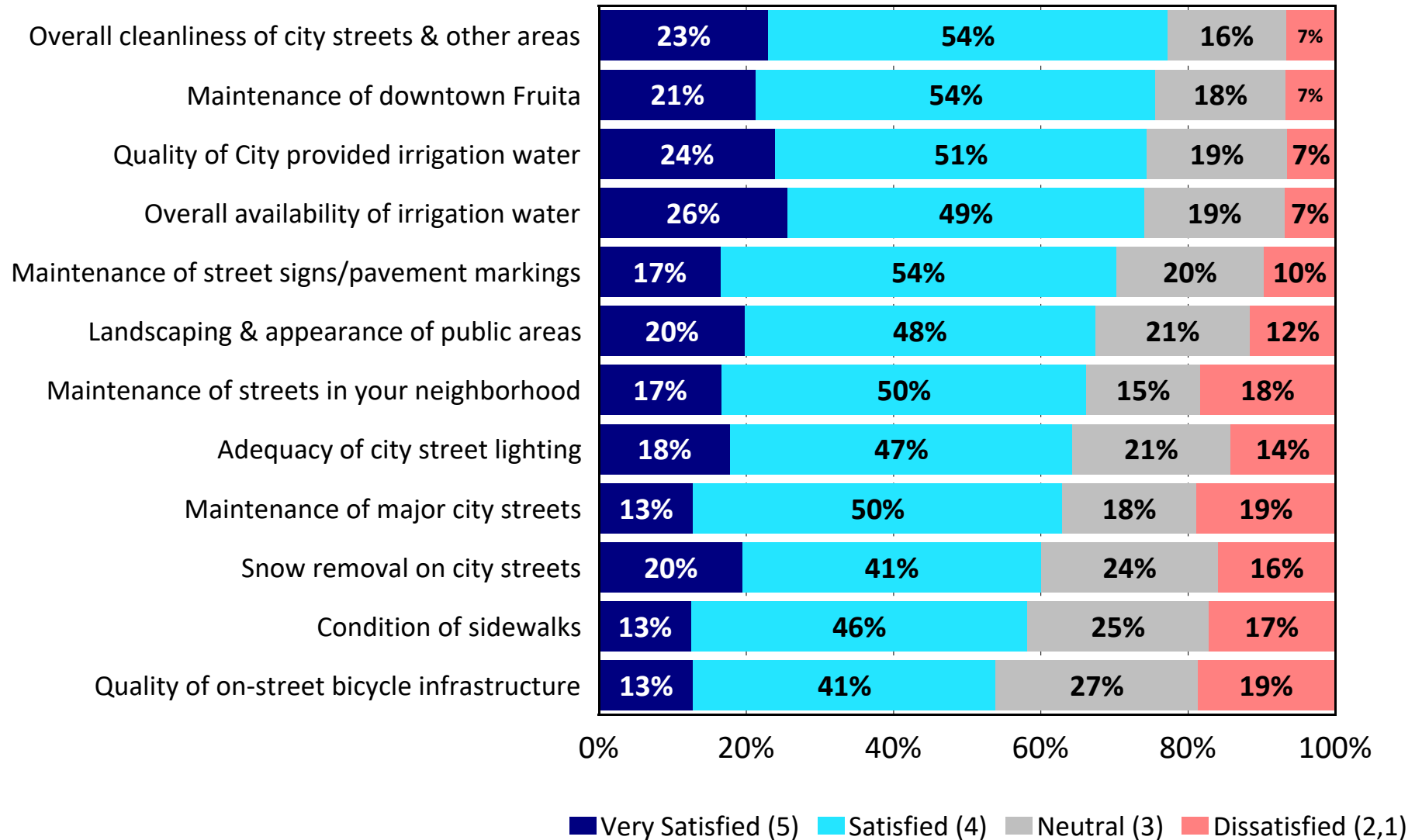
Q17. Community Center/Aquatics Items That Should Receive the Most Emphasis Over the Next Two Years

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



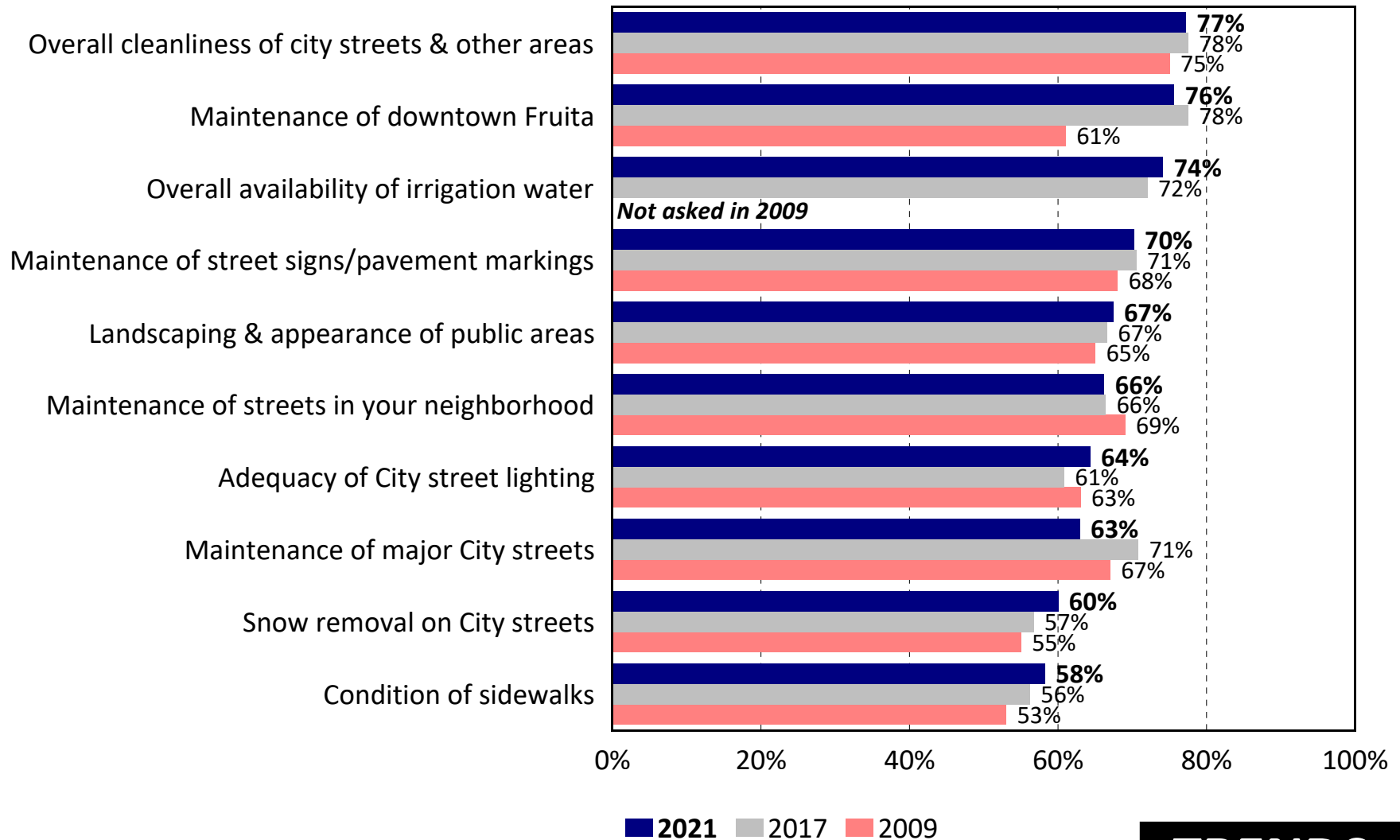
Q18. Satisfaction with Public Works

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



Q18. Satisfaction with Public Works 2009 vs. 2017 vs. 2021

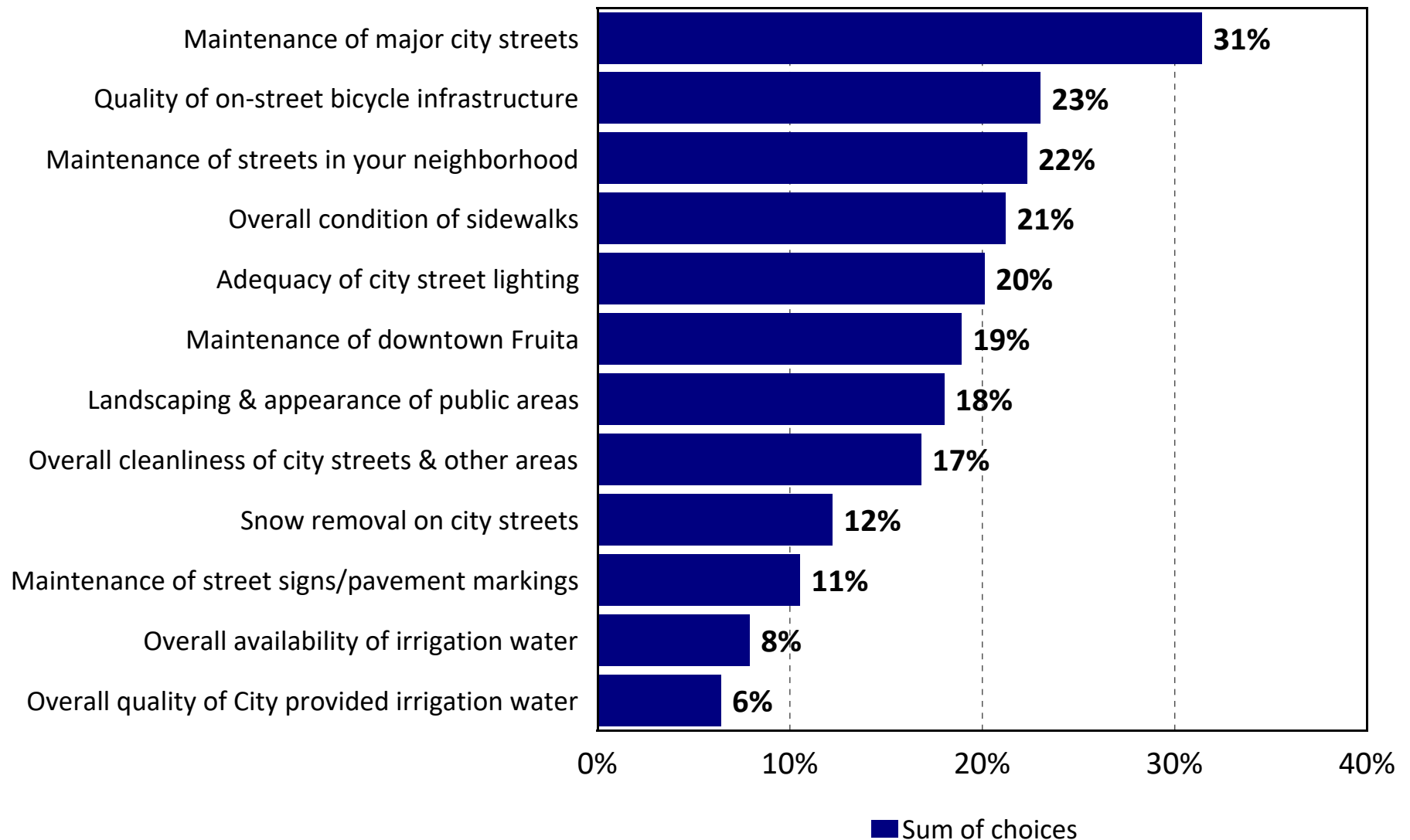
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



TRENDS

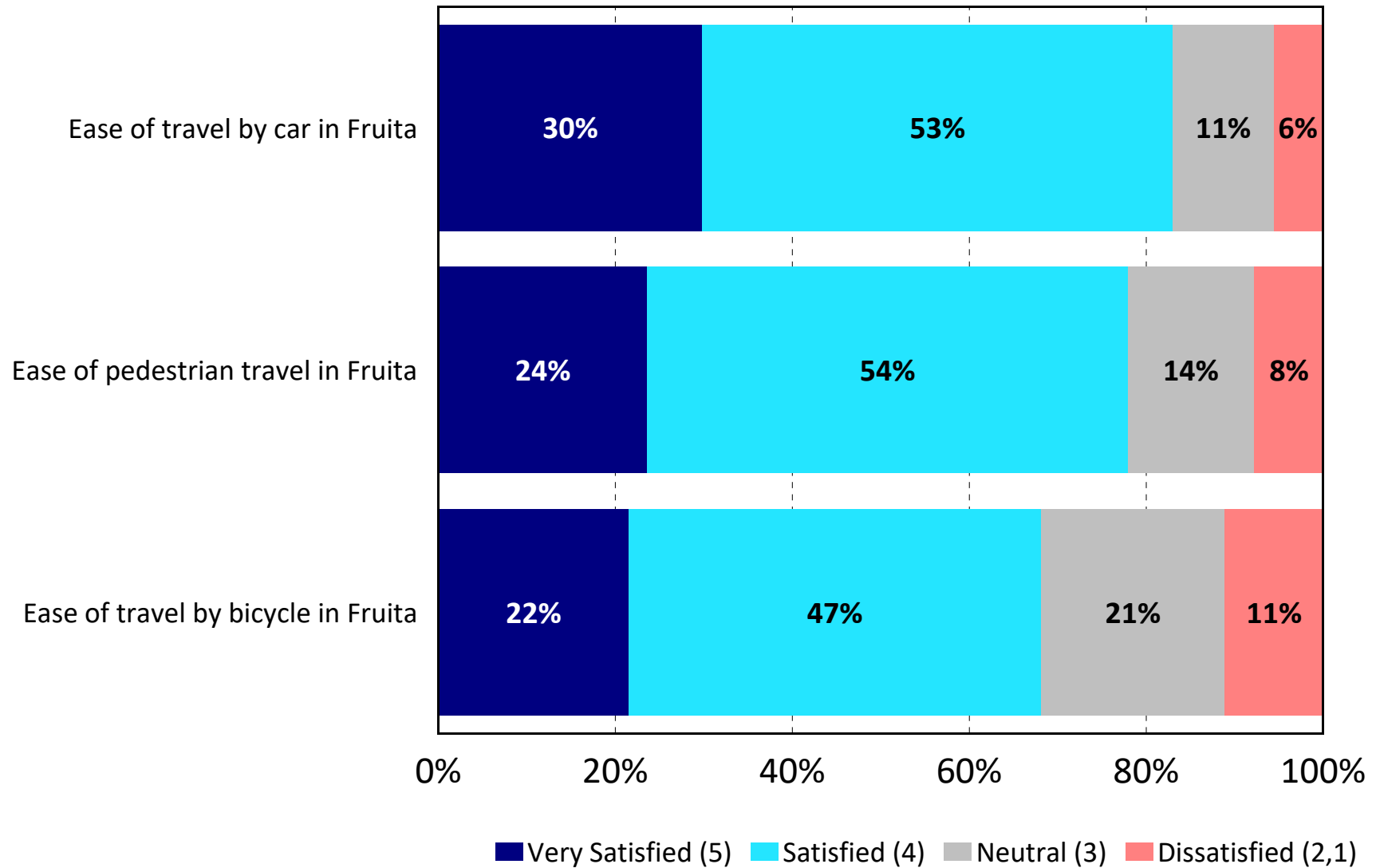
Q19. Public Works Items That Should Receive the Most Emphasis Over the Next Two Years

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



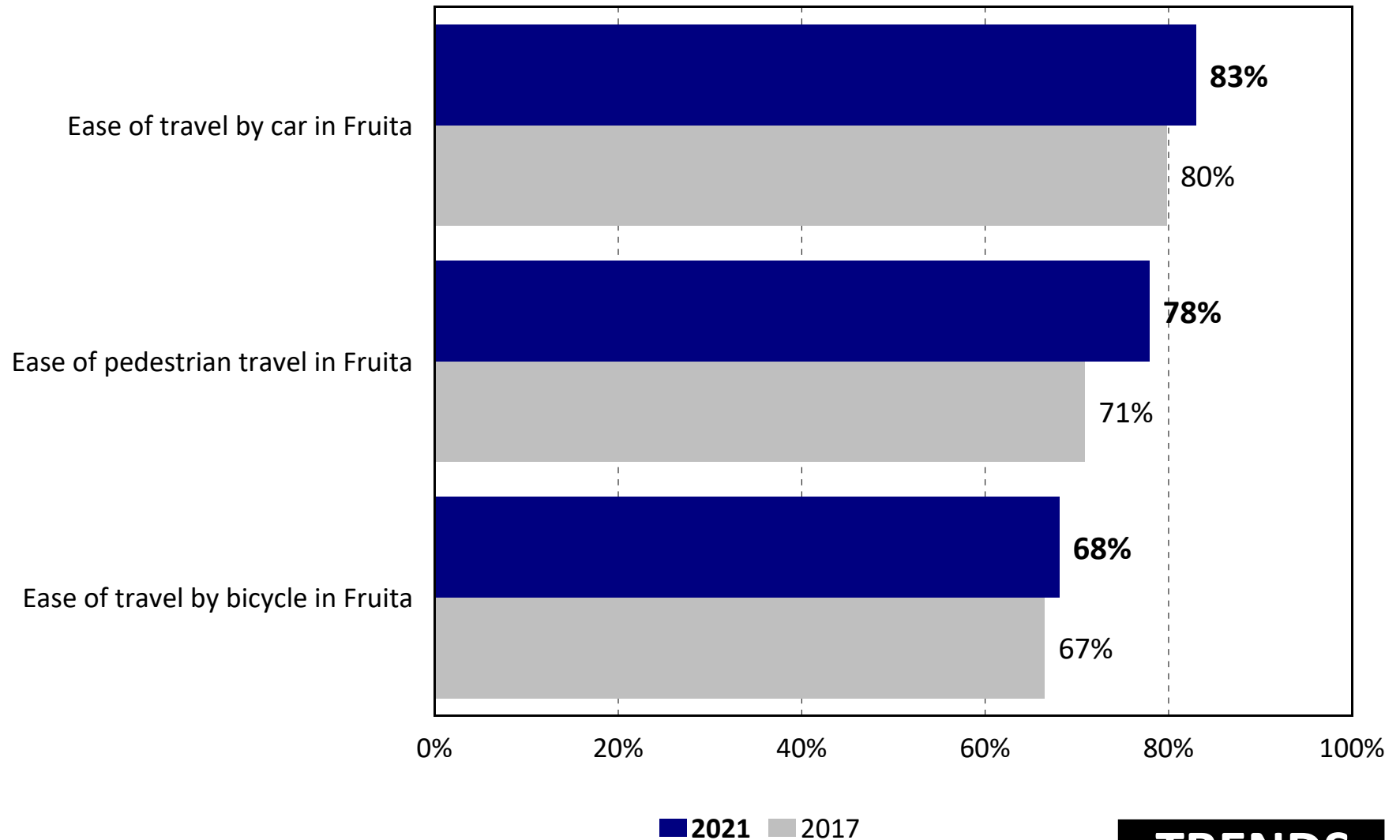
Q20. Satisfaction with Traffic Flow and Transportation

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



Q20. Satisfaction with Traffic Flow and Transportation 2017 vs. 2021

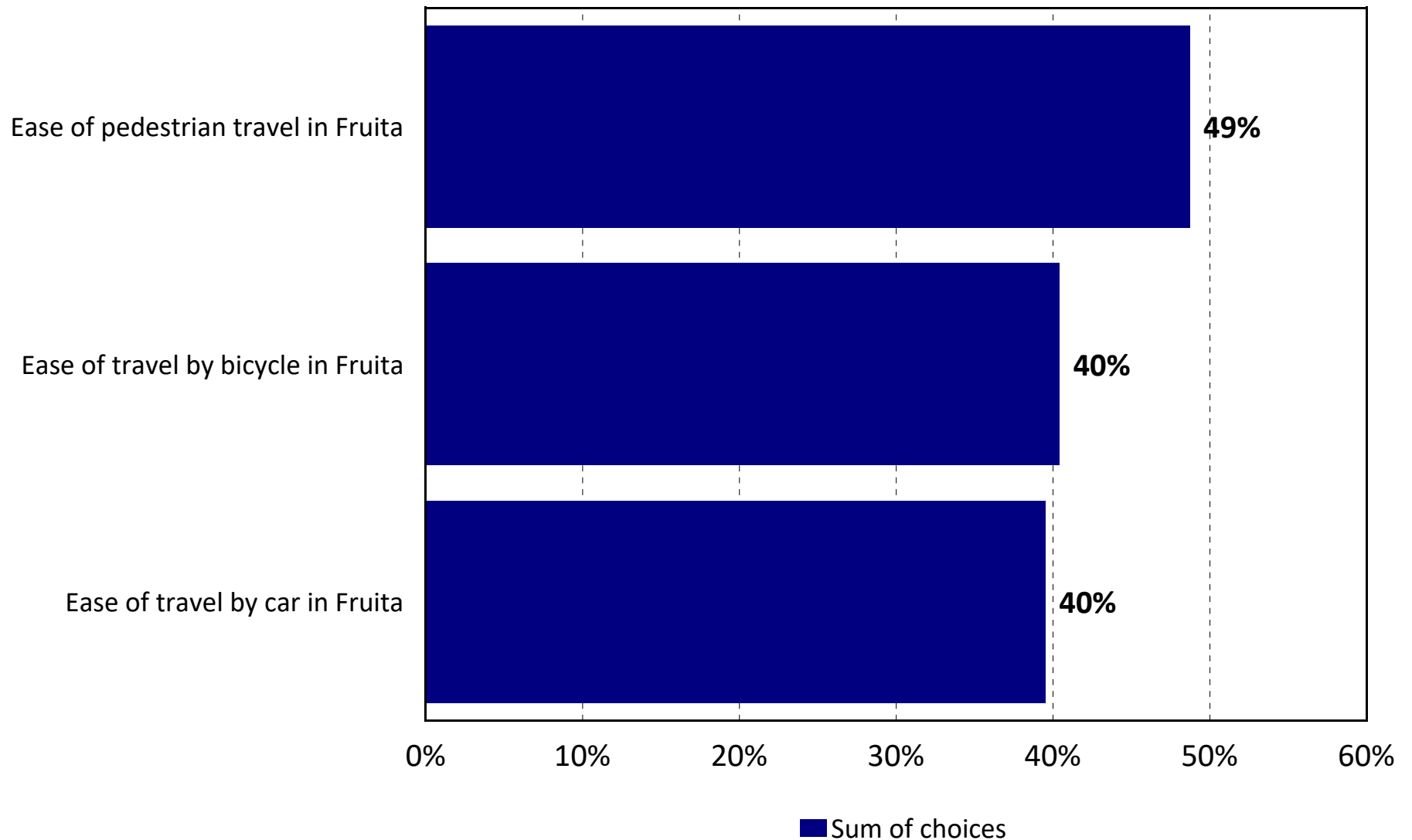
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



TRENDS

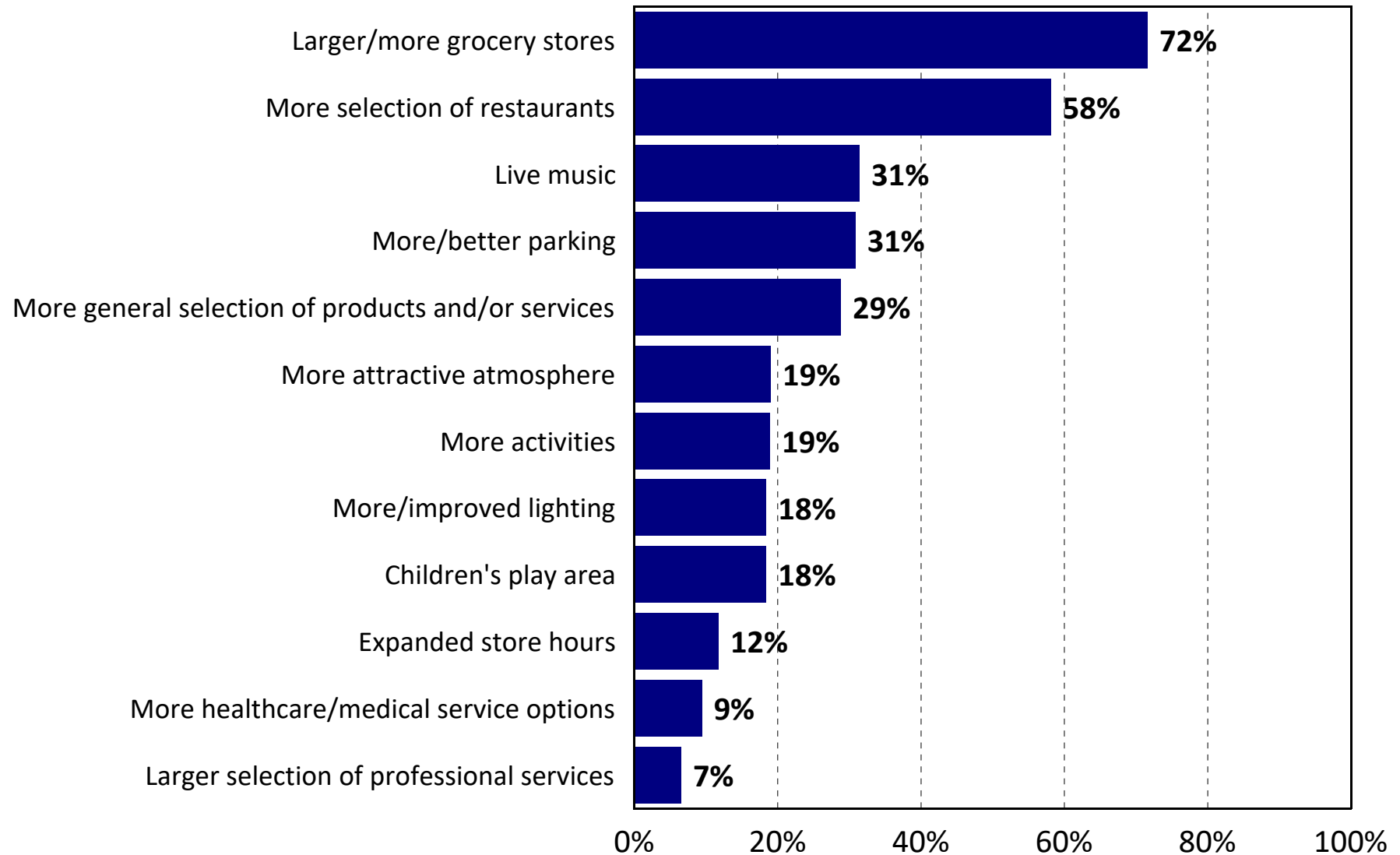
Q21. Traffic Flow/Transportation Items That Should Receive the Most Emphasis Over the Next Two Years

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



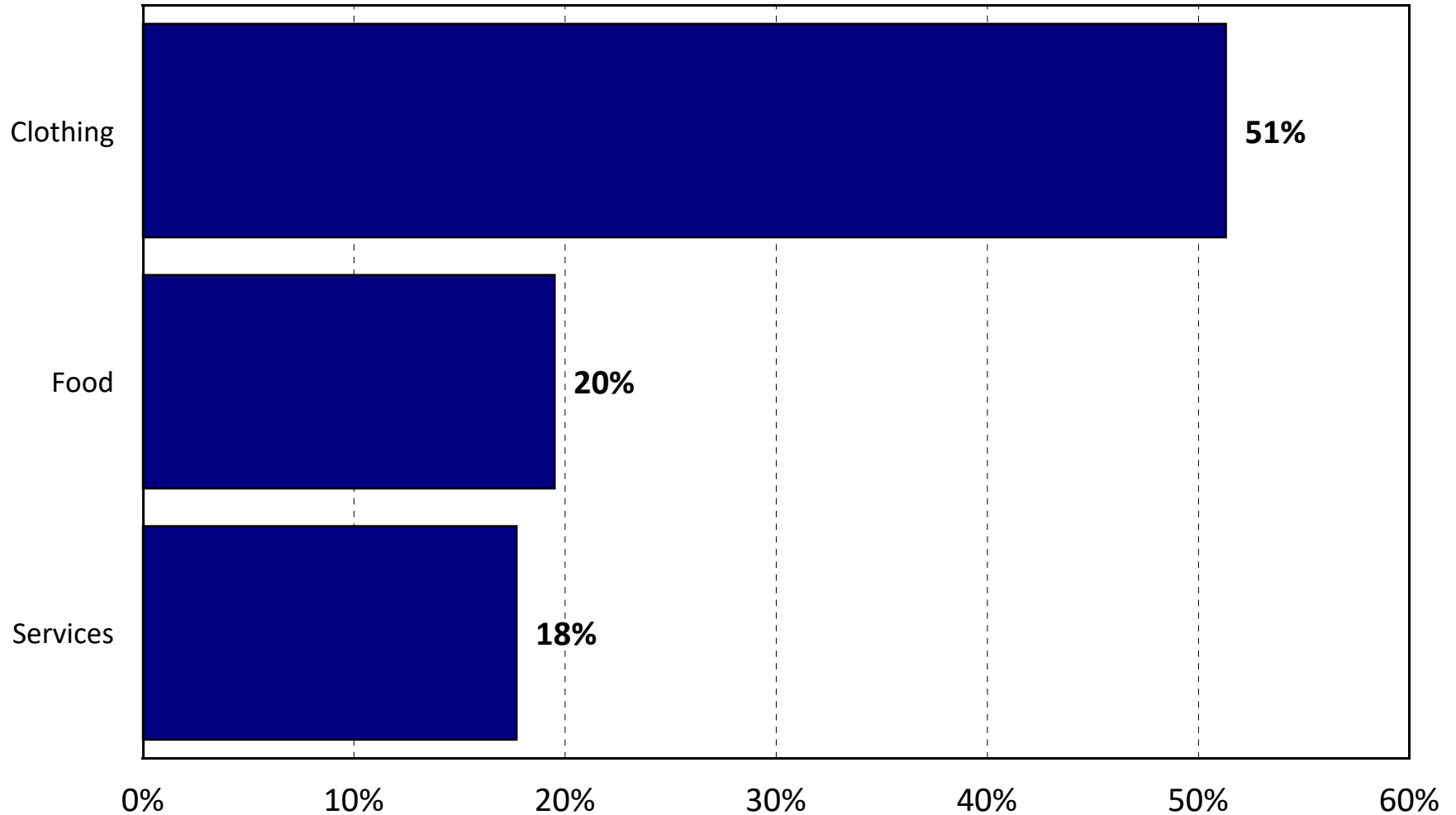
Q22. Products, Services, Events, and Other Amenities That Residents Wish Were Available in Fruita

by percentage of respondents (multiple selections could be made)



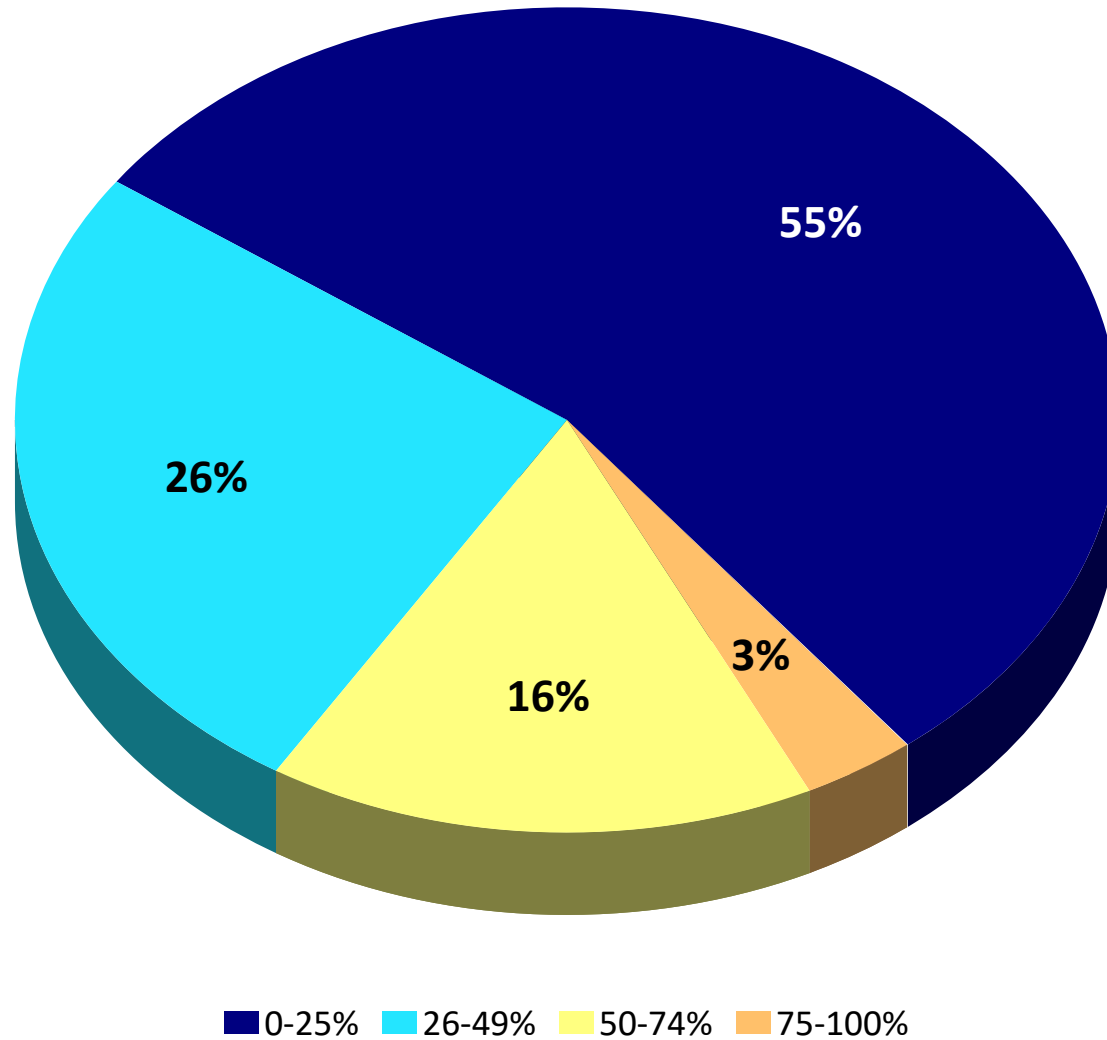
Q23. Types of Products That Respondents Regularly Shop Online For

by percentage of respondents (multiple selections could be made)



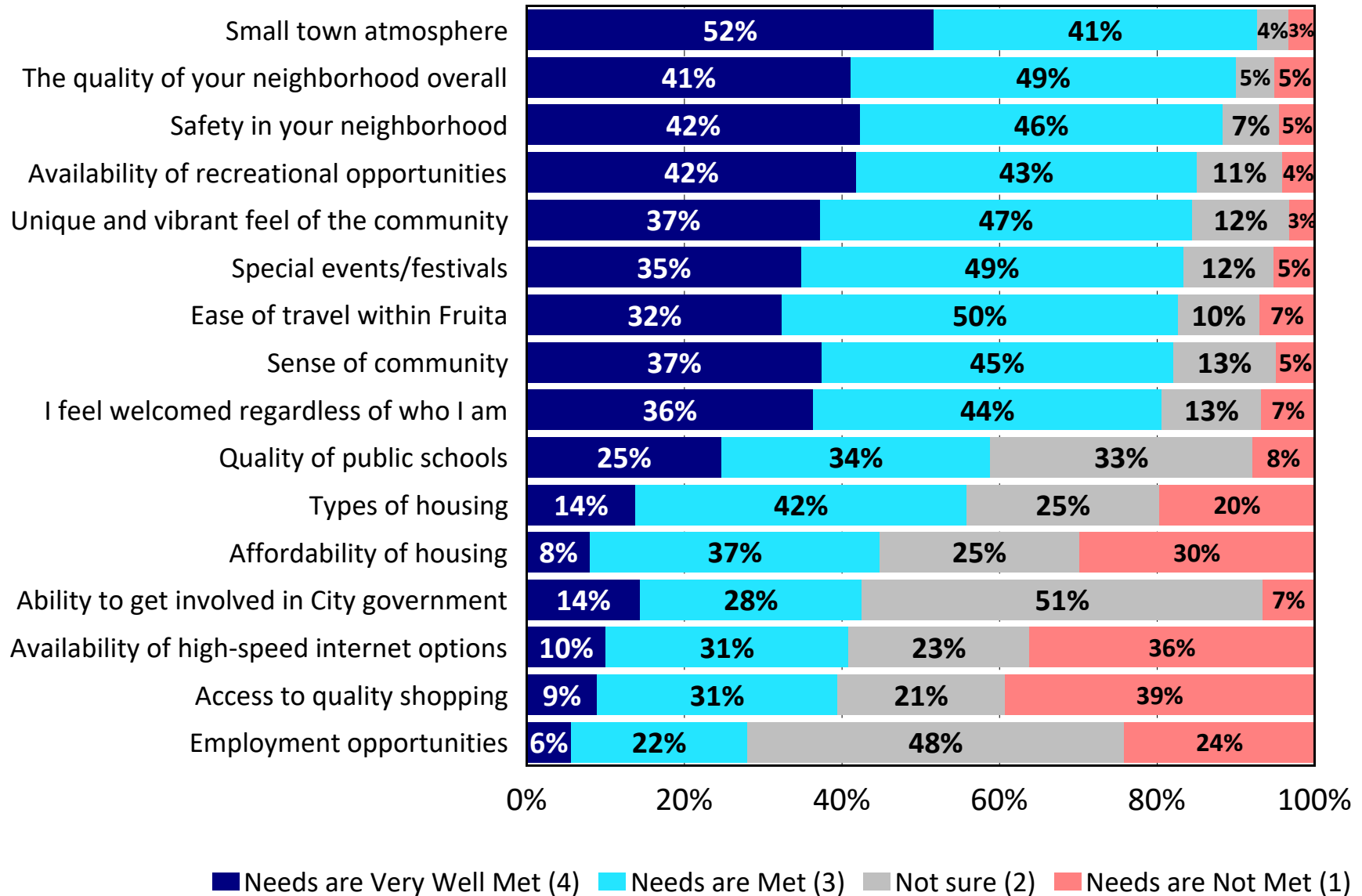
Q23a. Approximate Percentage of Household's Shopping That is Done Online

by percentage of respondents (excluding "not provided")



Q24. Reasons to Live in Fruita

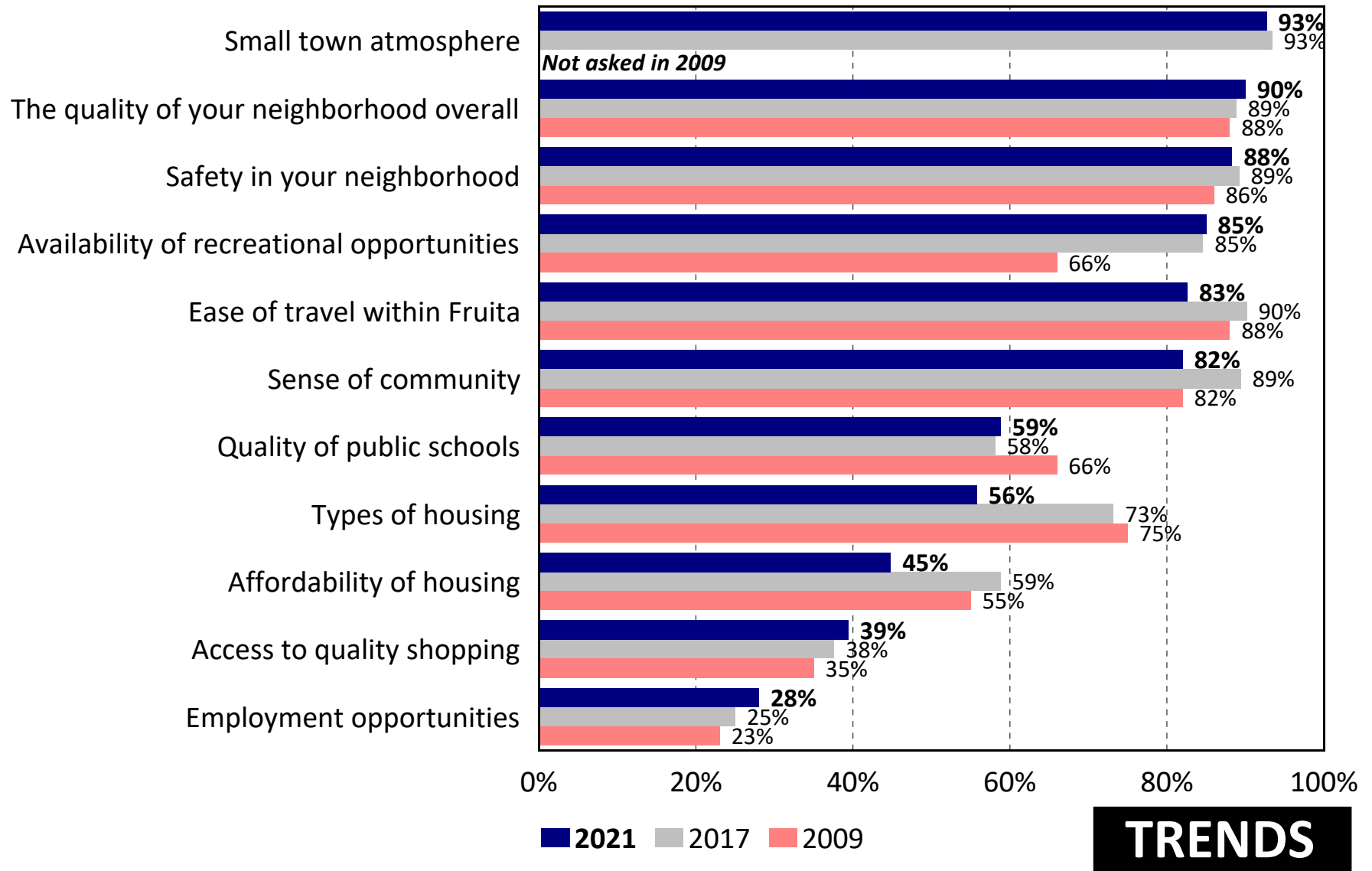
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “not provided”)



Q24. Reasons to Live in Fruita

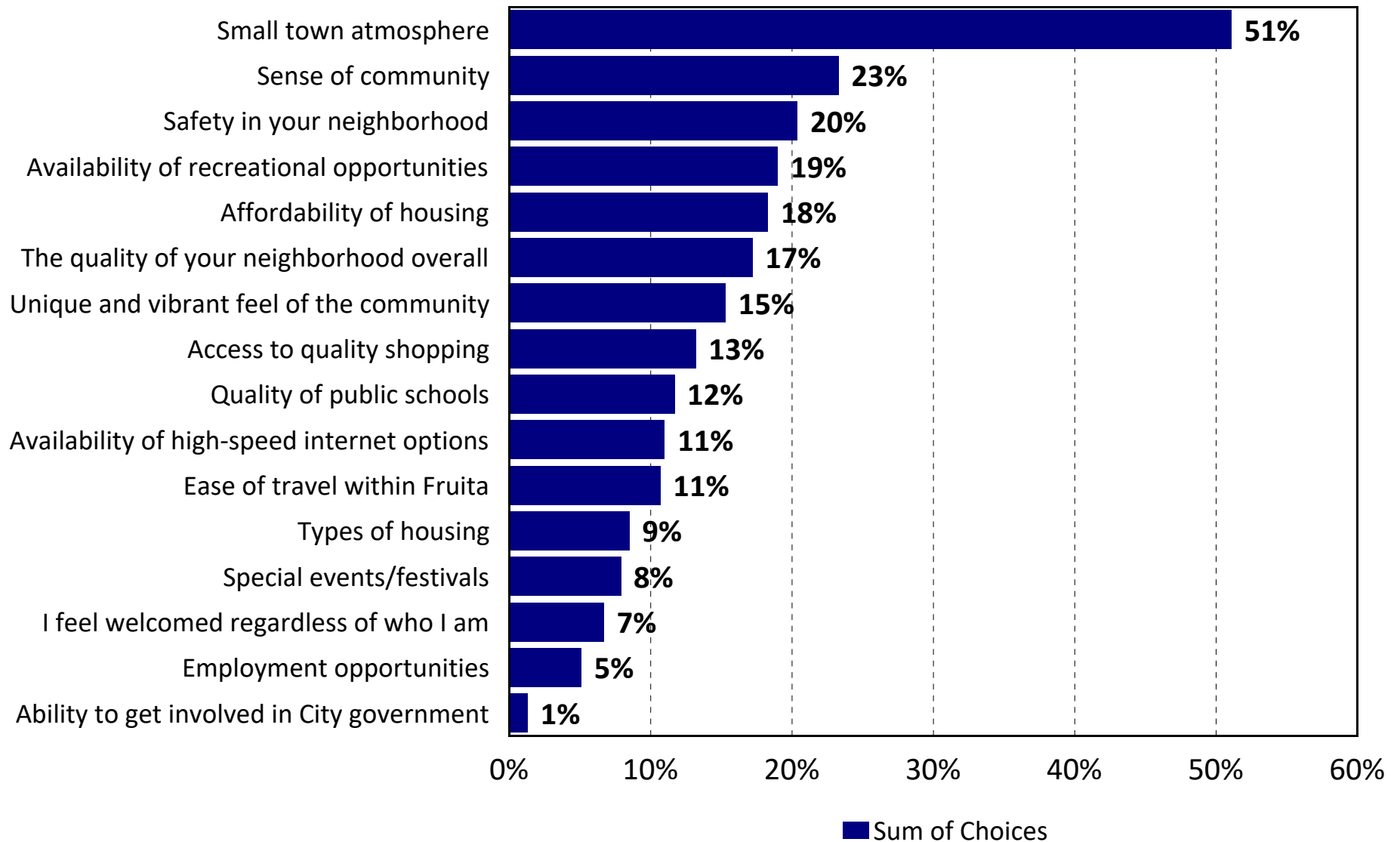
2009 vs. 2017 vs. 2021

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



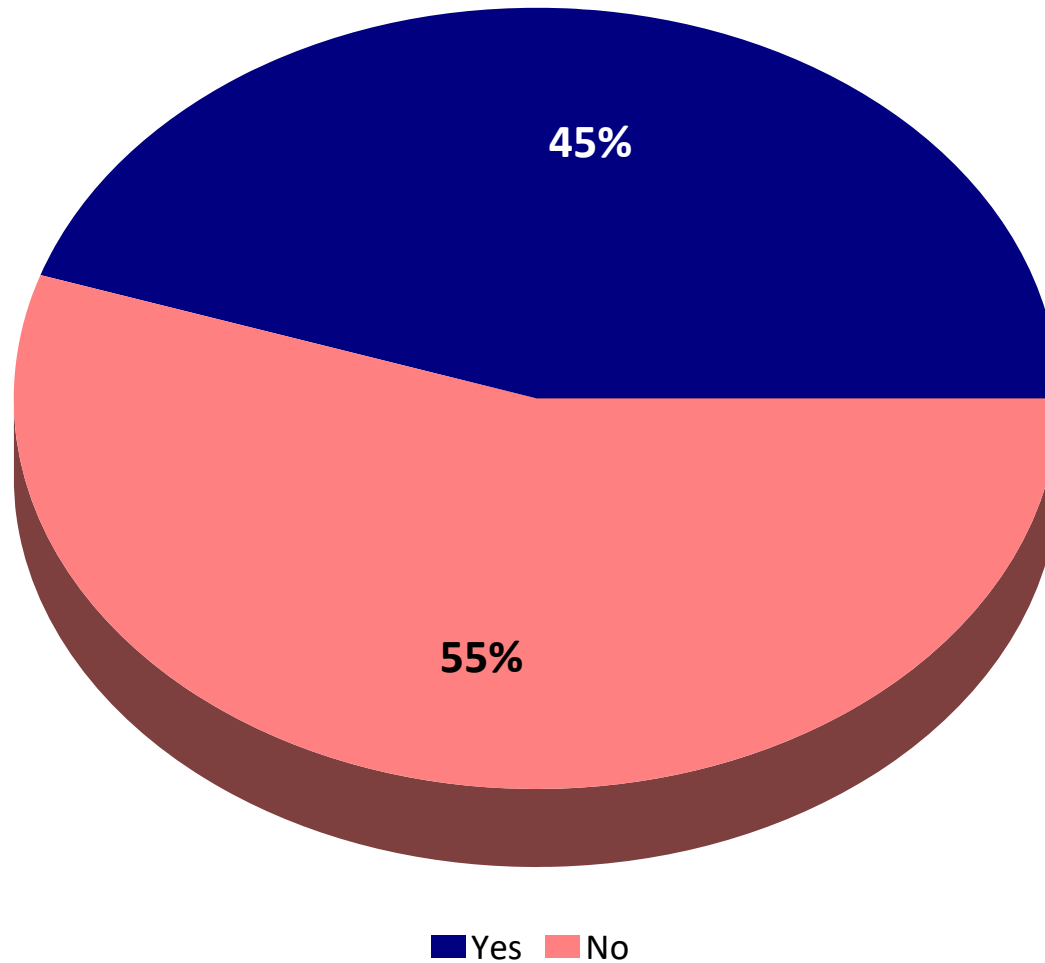
Q25. Most Important Reasons to Live in Fruita

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



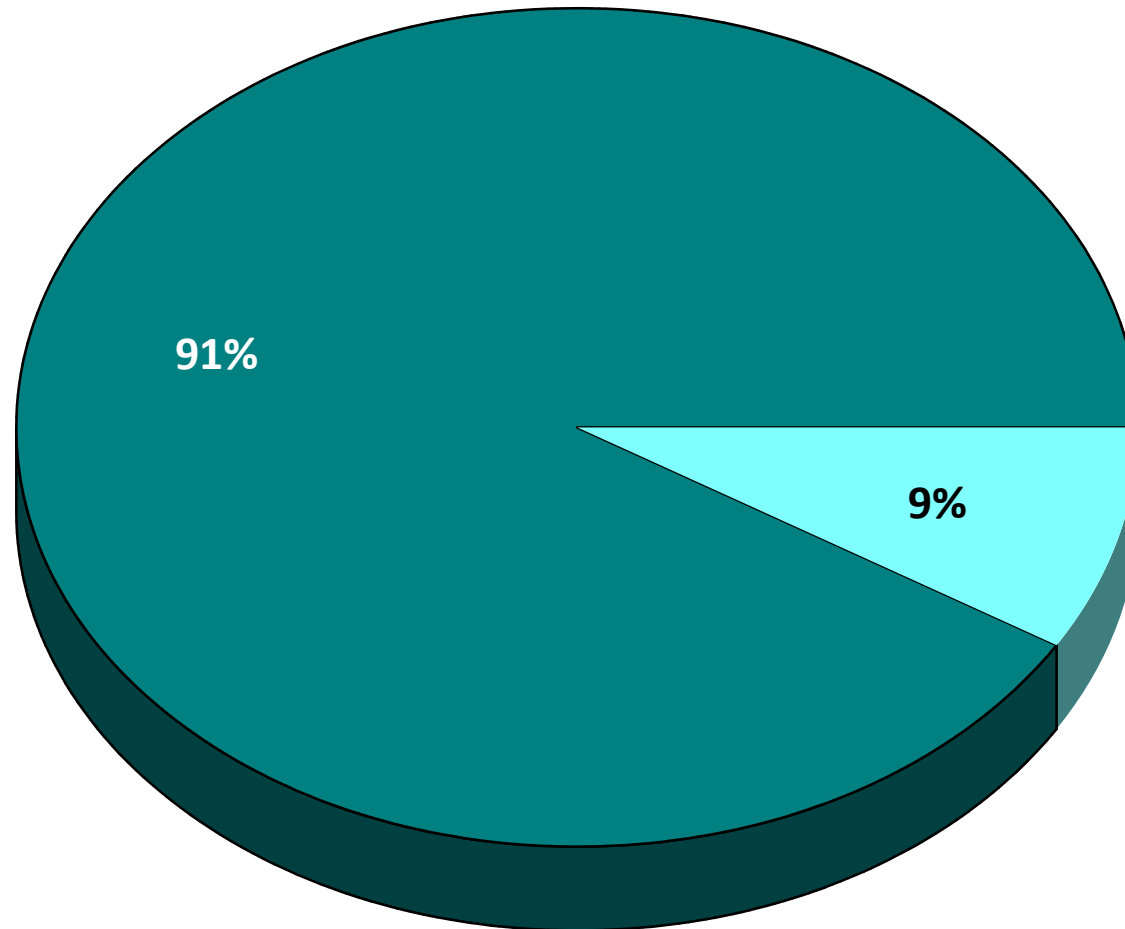
Q27. Should City Council add a question about permitting the retail sale of cannabis in Fruita on the April 2022 ballot?

by percentage of respondents (excluding “not provided”)



Q27a. If the question were included on the April 2022 ballot, how might you vote?

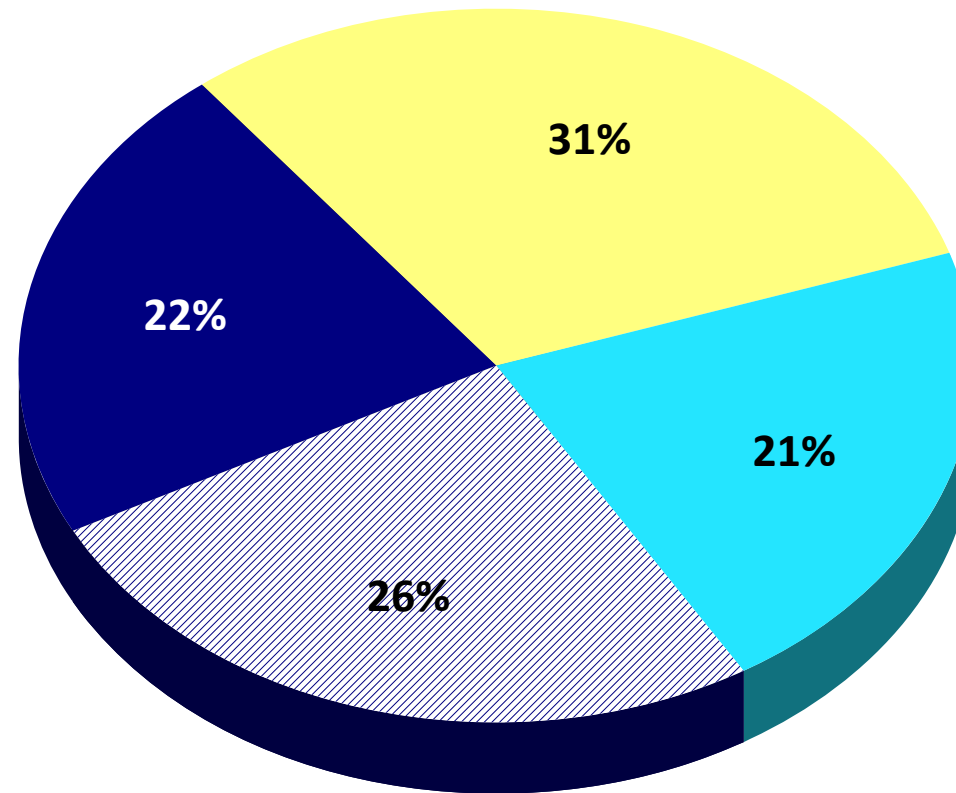
by percentage of respondents who answered "yes" to Question 27 (excluding "not provided")



■ In favor of allowing retail cannabis sales in Fruita ■ Against retail cannabis sales in Fruita

Q28. Demographics: Approximately how many years have you lived in the City of Fruita?

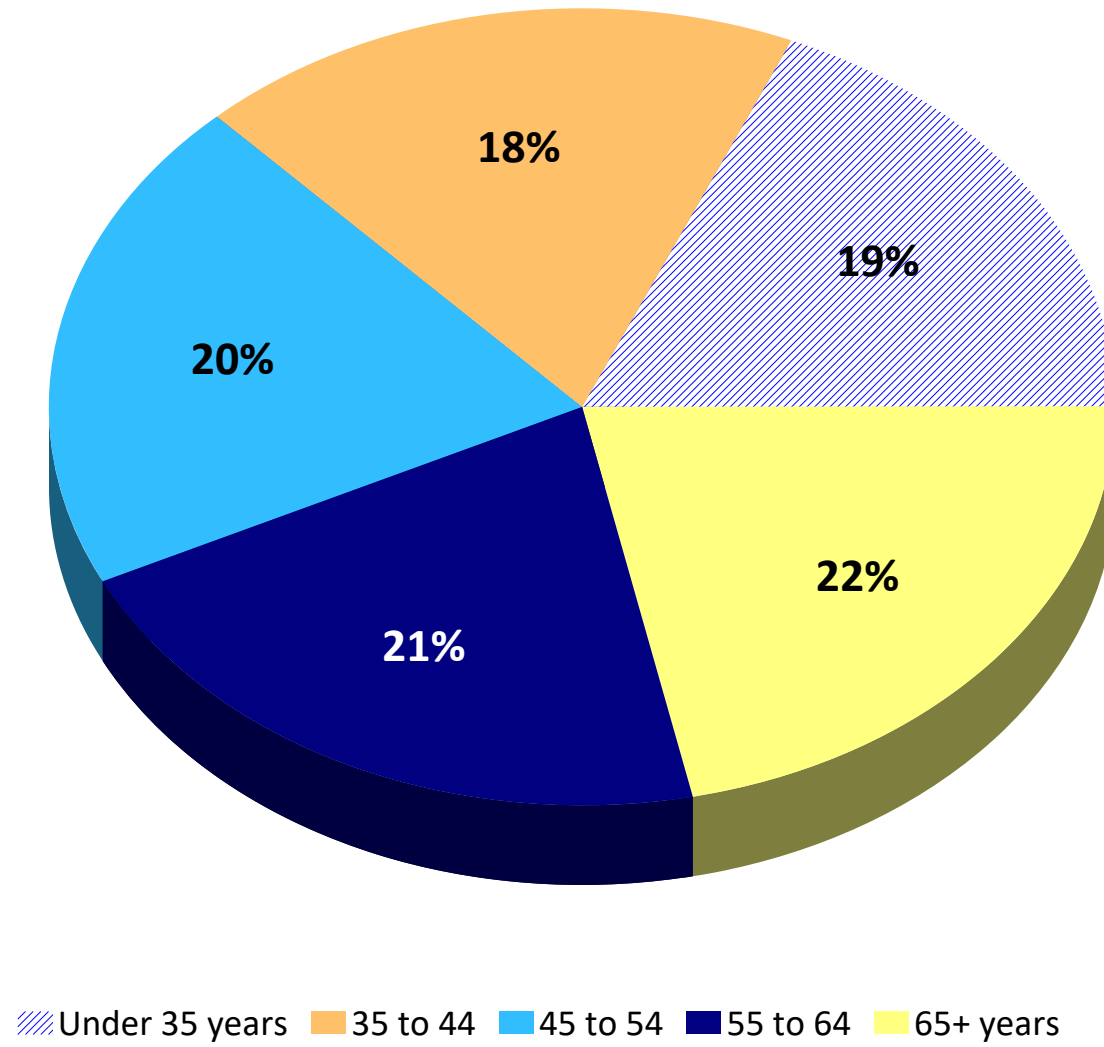
by percentage of respondents (excluding “not provided”)



■ Less than 5 years ■ 5-10 years ▨ 11-20 years ■ 20+ years

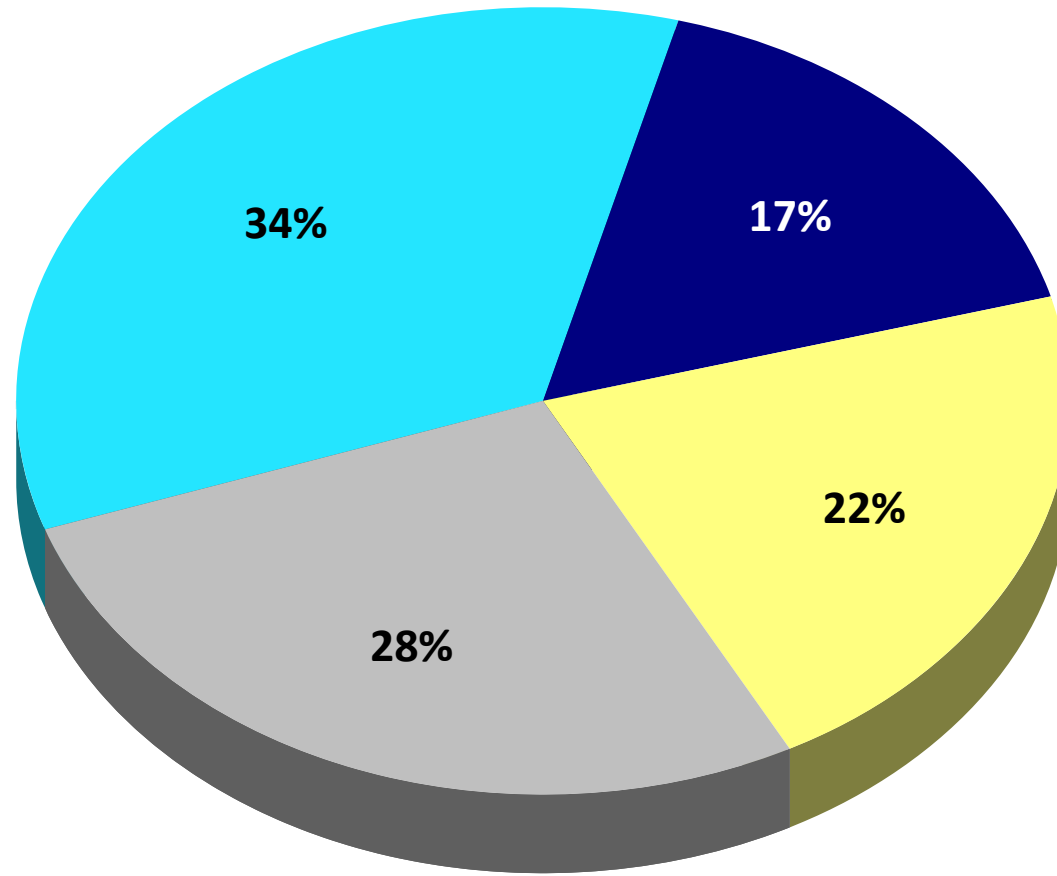
Q29. Demographics: What is your age?

by percentage of respondents (excluding “not provided”)



Q30. Demographics: What is your total household income?

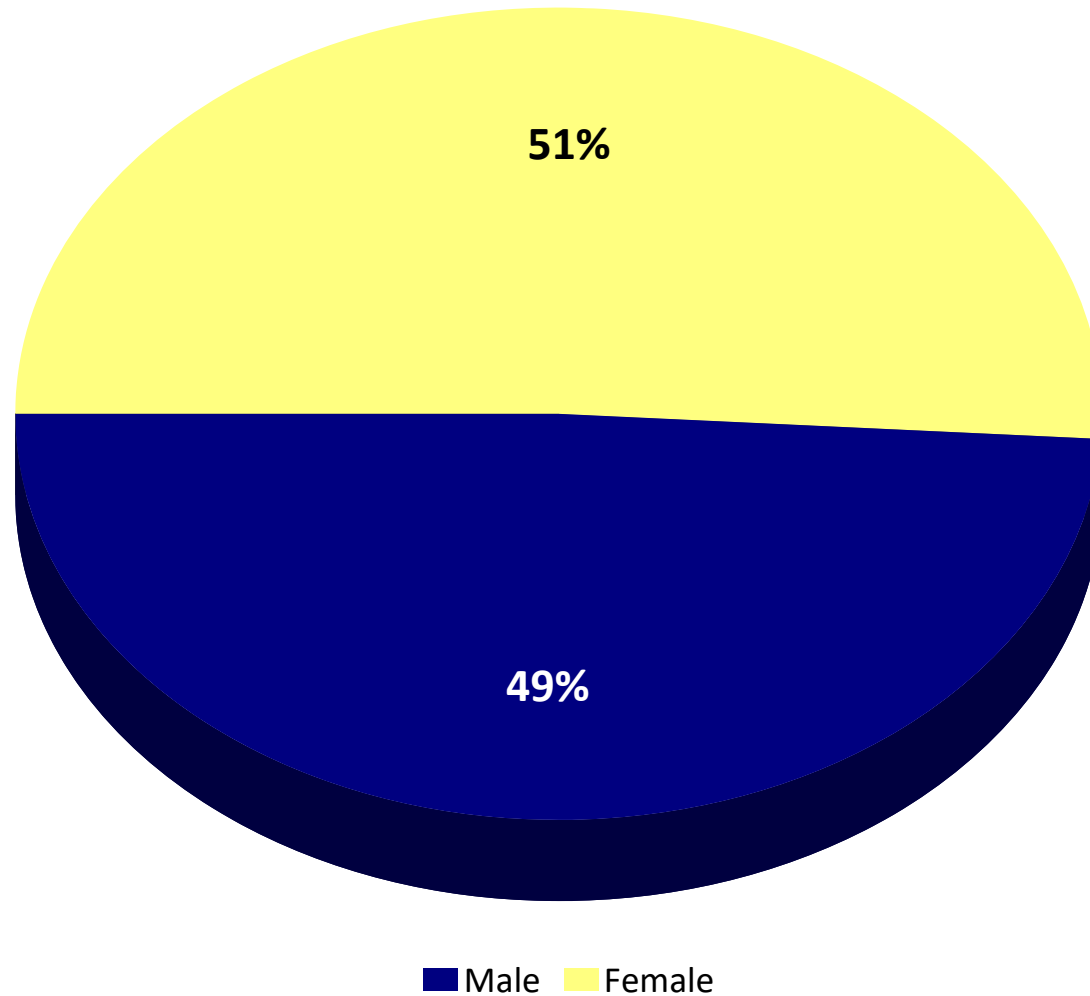
by percentage of respondents (excluding “not provided”)



■ Under \$30,000 ■ \$30,000 to \$59,999 ■ \$60,000 to \$99,999 ■ More than \$100,000

Q31. Demographics: Gender

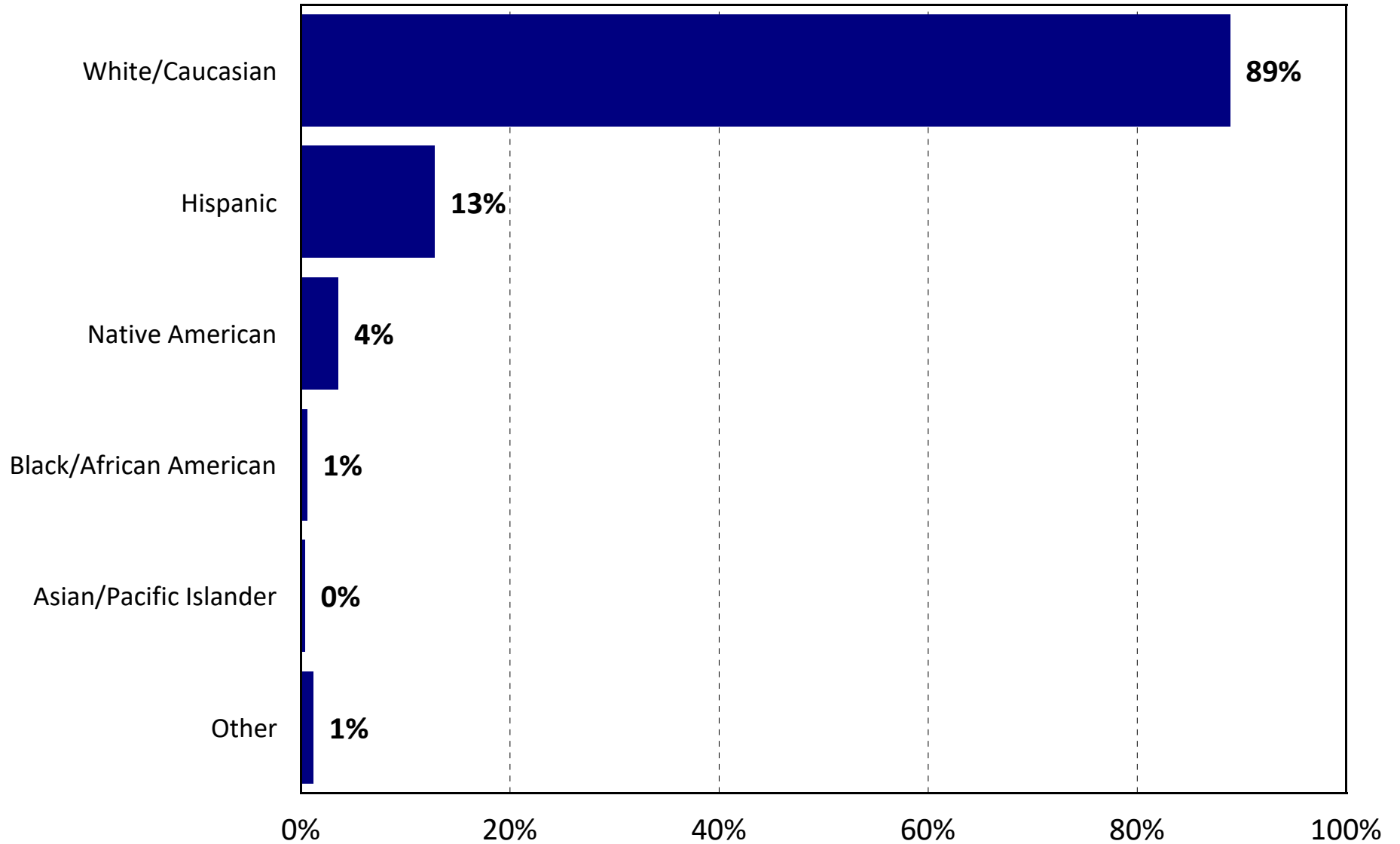
by percentage of respondents (excluding “not provided”)



0.4% selected “non-binary” or “prefer to self-describe”

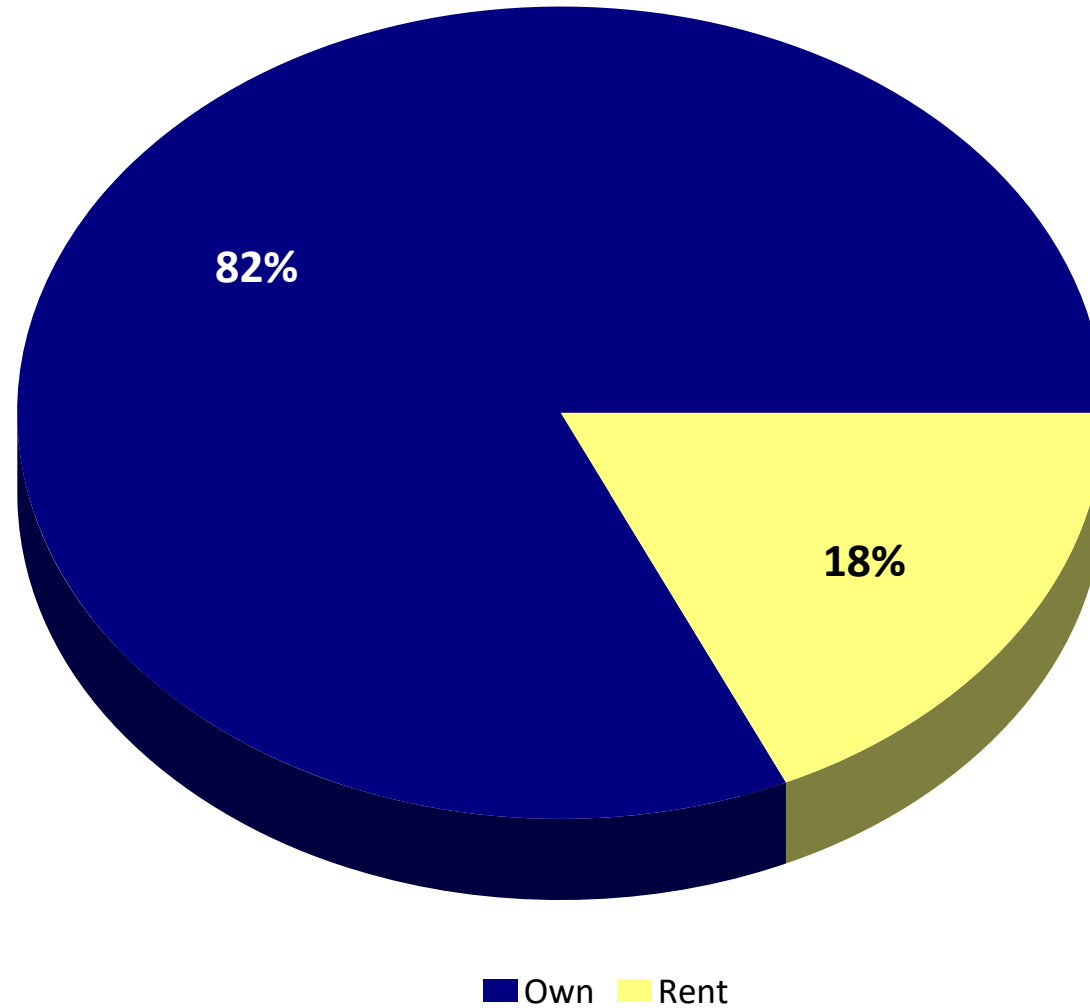
Q32. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



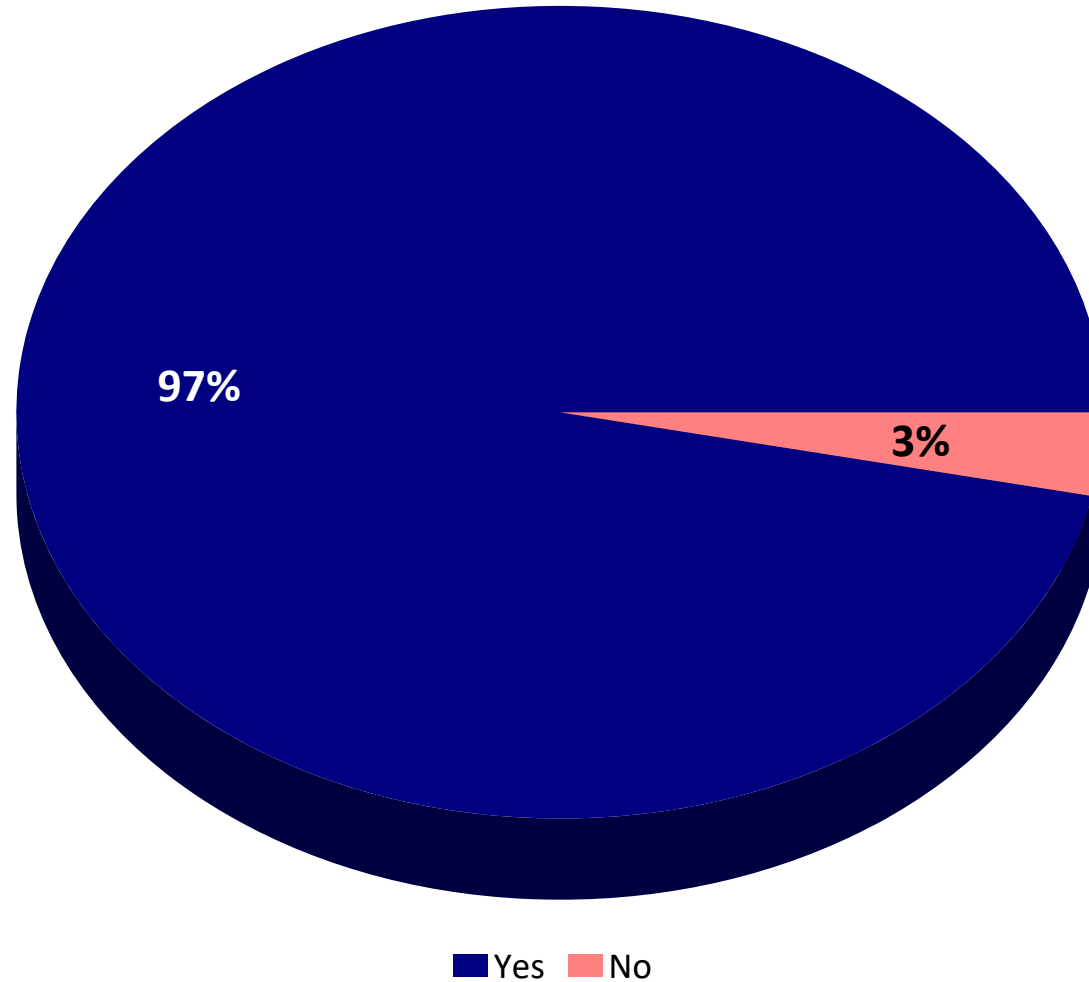
Q33. Demographics: Do you own or rent your home?

by percentage of respondents (excluding “not provided”)



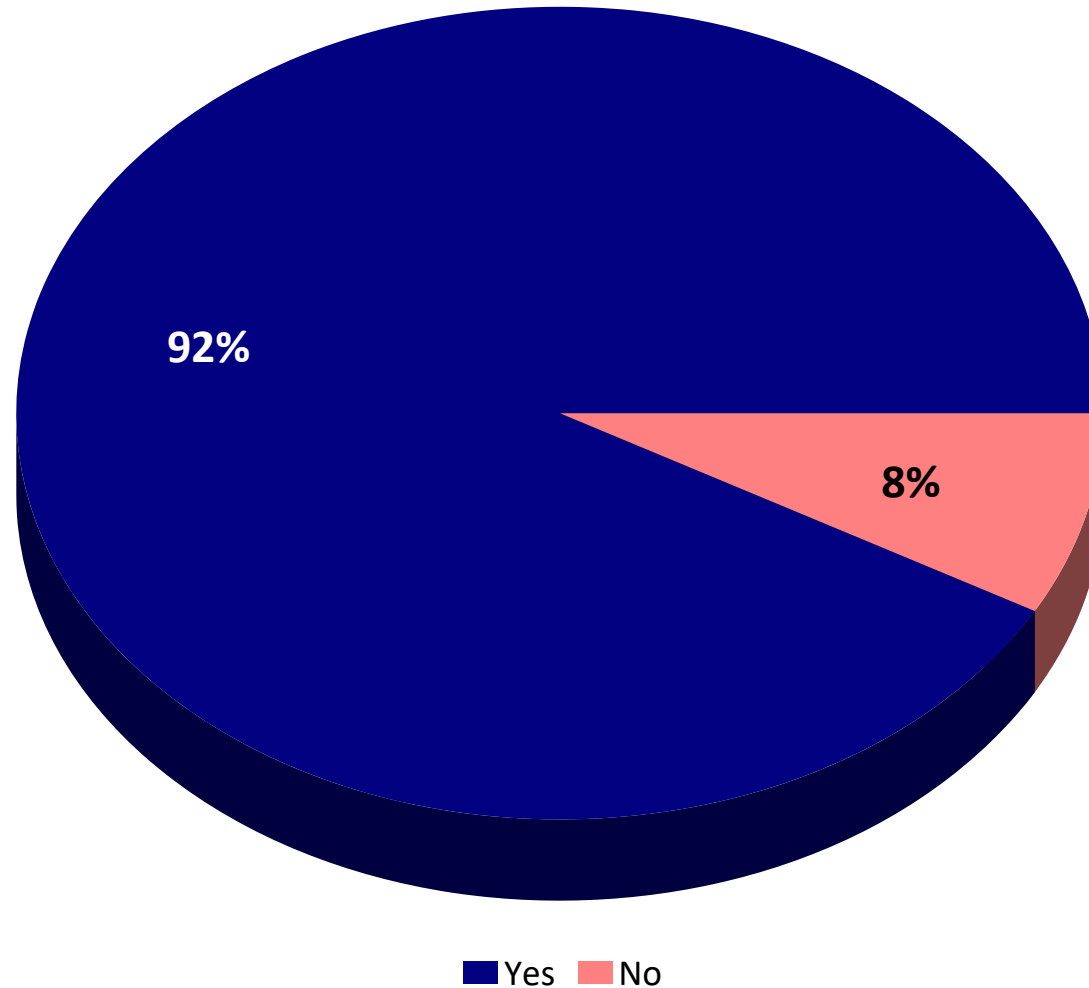
Q34. Demographics: Are you registered to vote?

by percentage of respondents (excluding “not provided”)



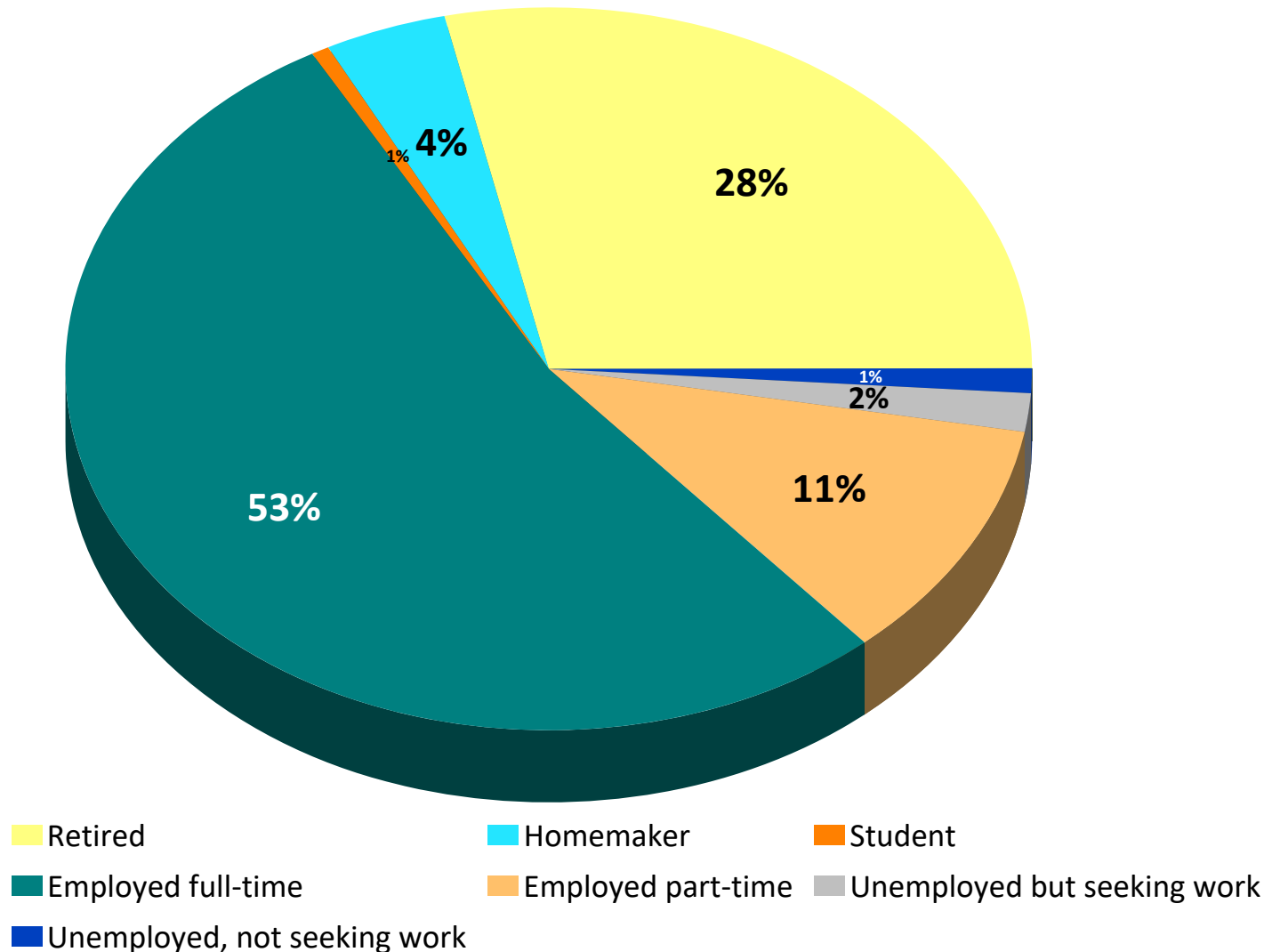
Q35. Demographics: Do you have a high-speed internet connection at home?

by percentage of respondents (excluding “not provided”)



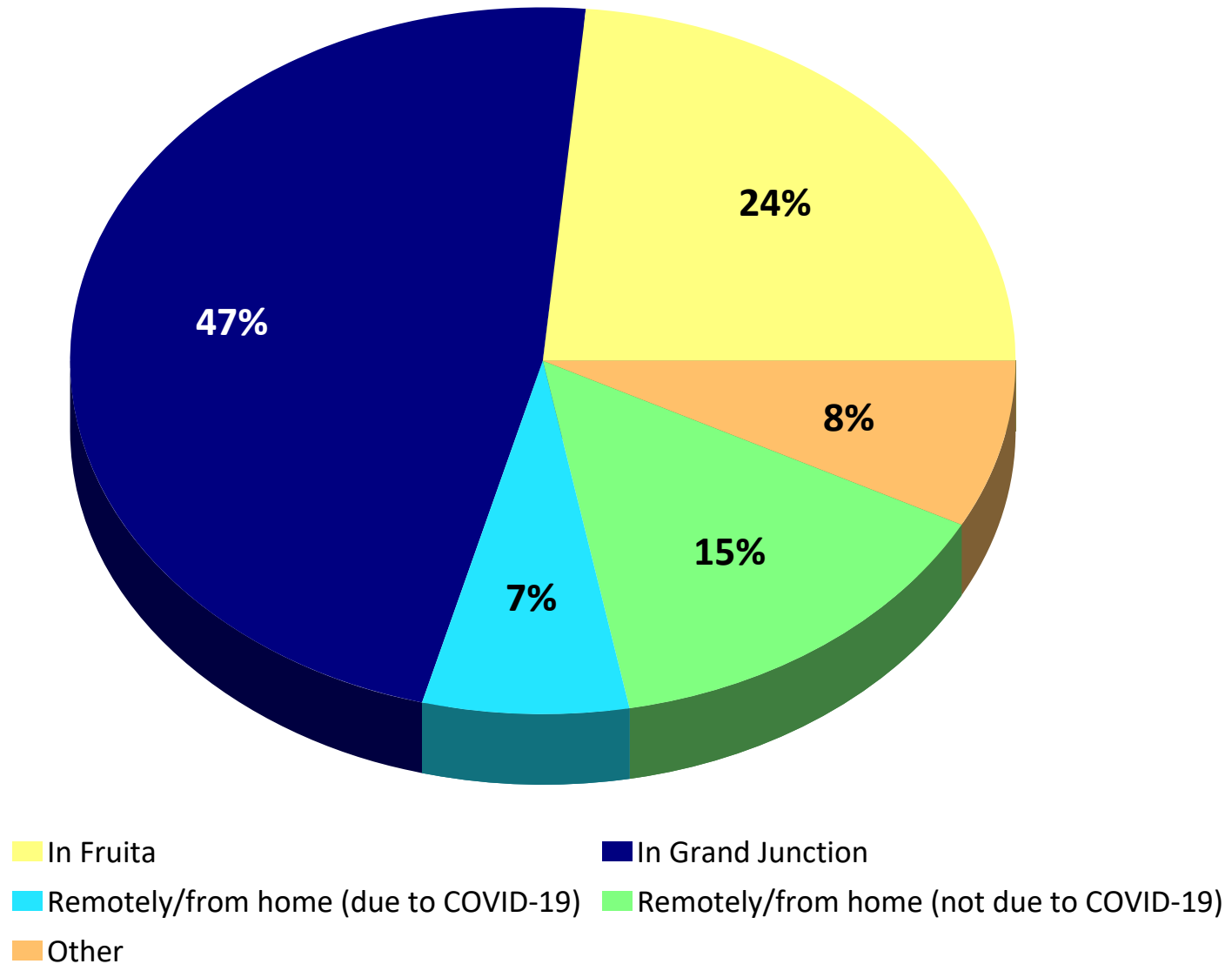
Q36. Demographics: Which of the following best describes your current employment status?

by percentage of respondents (excluding "not provided")



Q36a. Demographics: Where do you currently work?

by percentage of respondents who are employed



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 300 cities in 49 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 2020 to a random sample of more than 5,000 residents across the United States and (2) a survey administered between January 2019 and April 2021 to a random sample of residents in over 30 communities with populations of less than 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 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 fewer than 30,000 residents are shown in yellow.

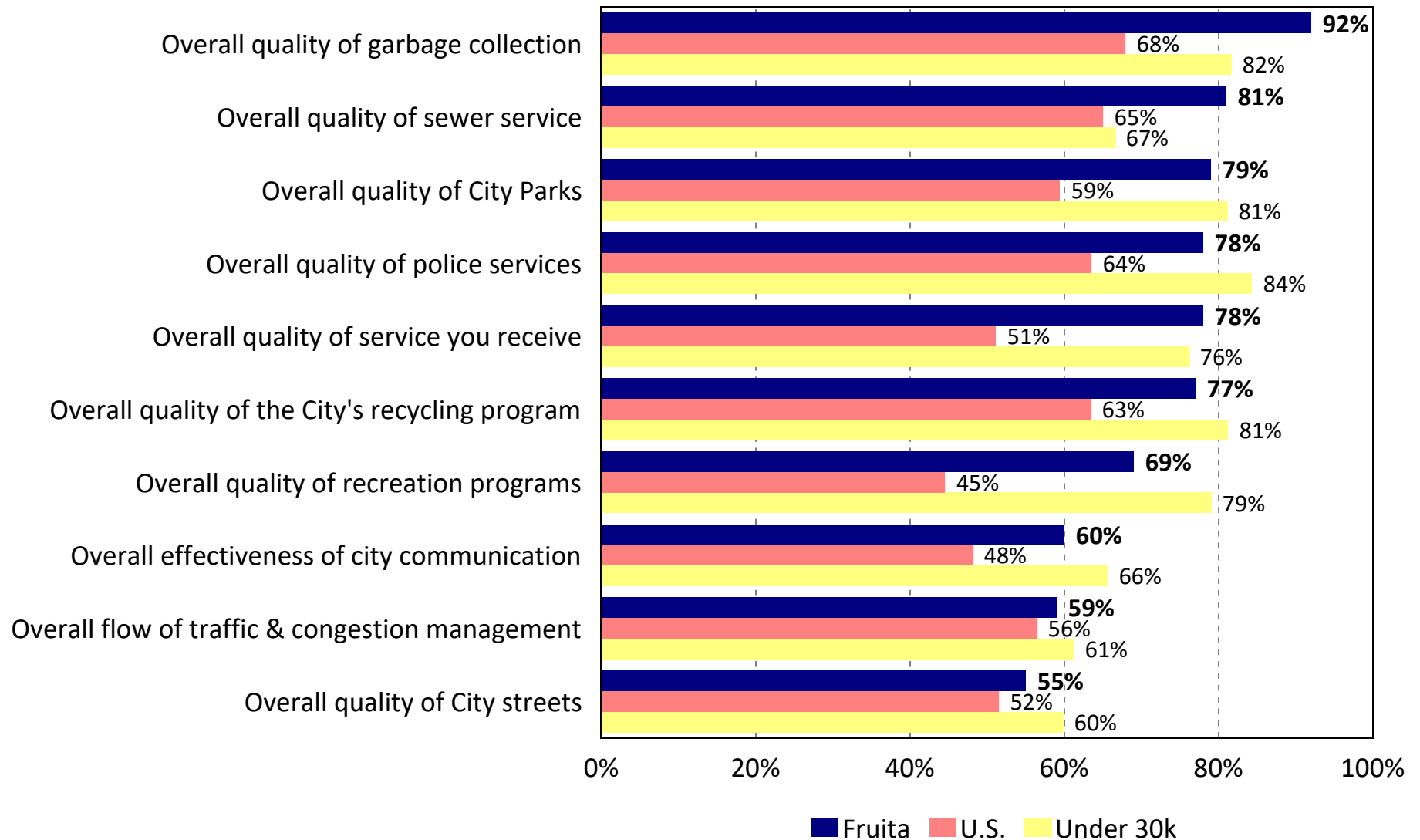
National Benchmarks

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

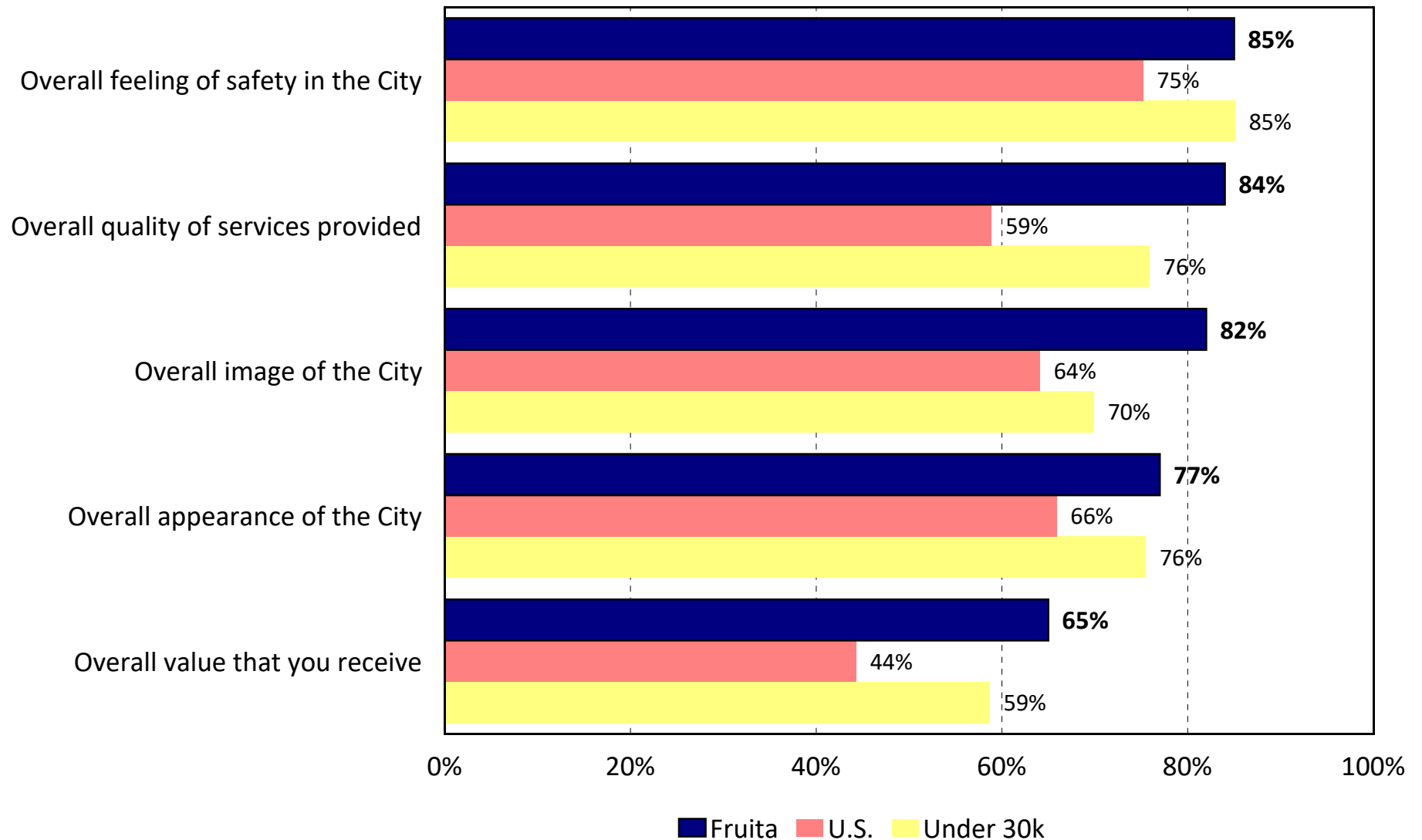
City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

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)



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

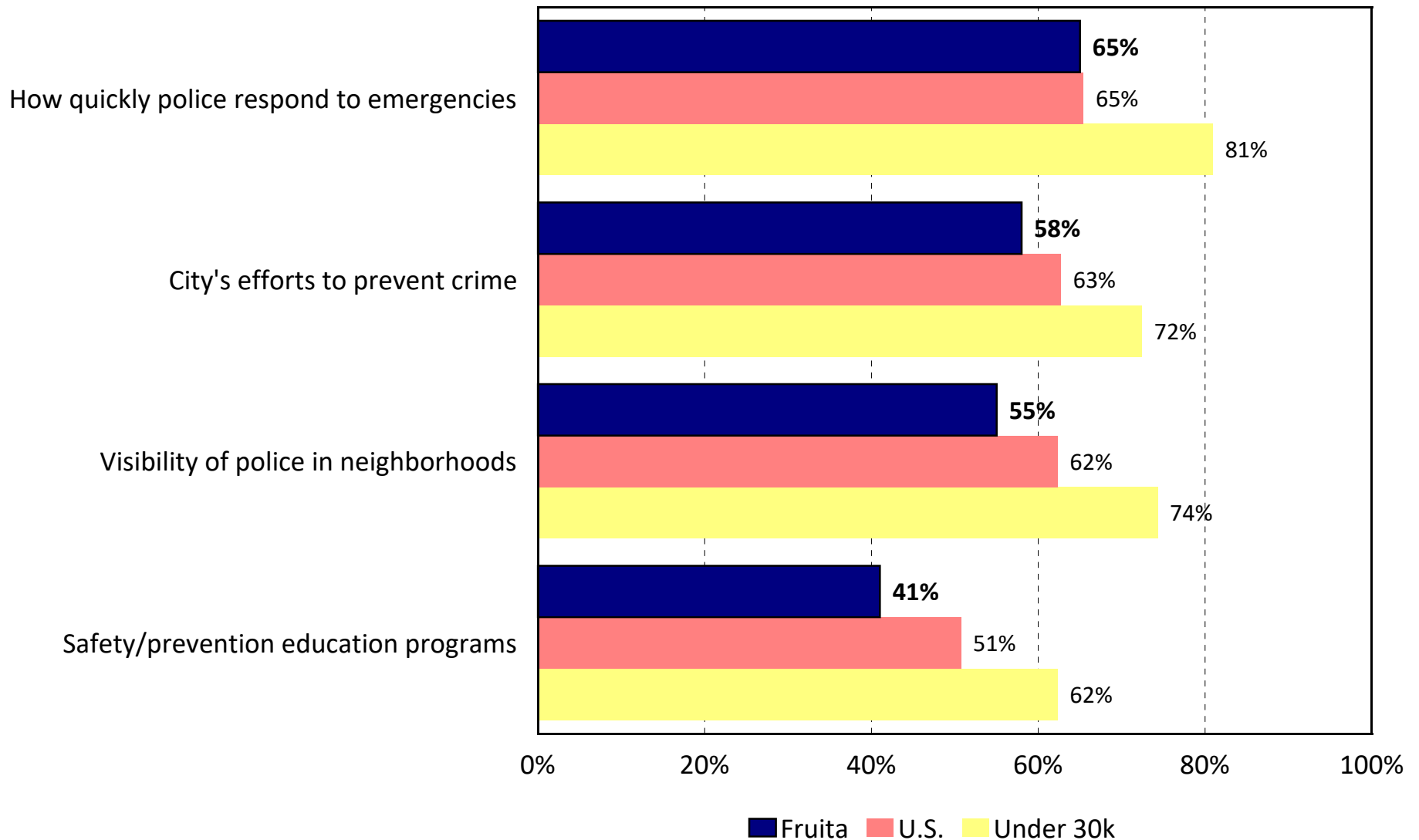
by percentage of respondents who rated the item 5 or 4 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with Public Safety

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

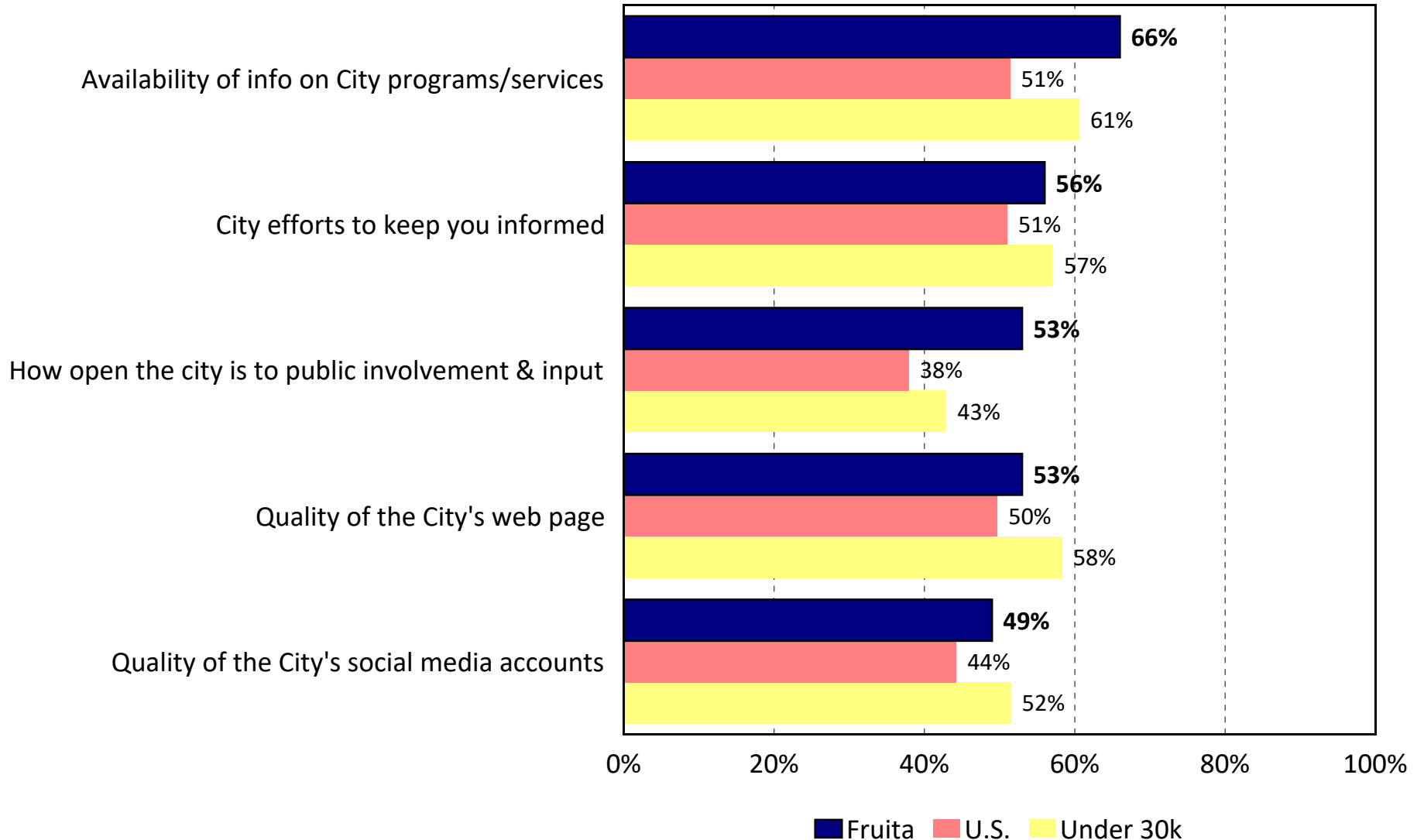
by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with City Communication

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

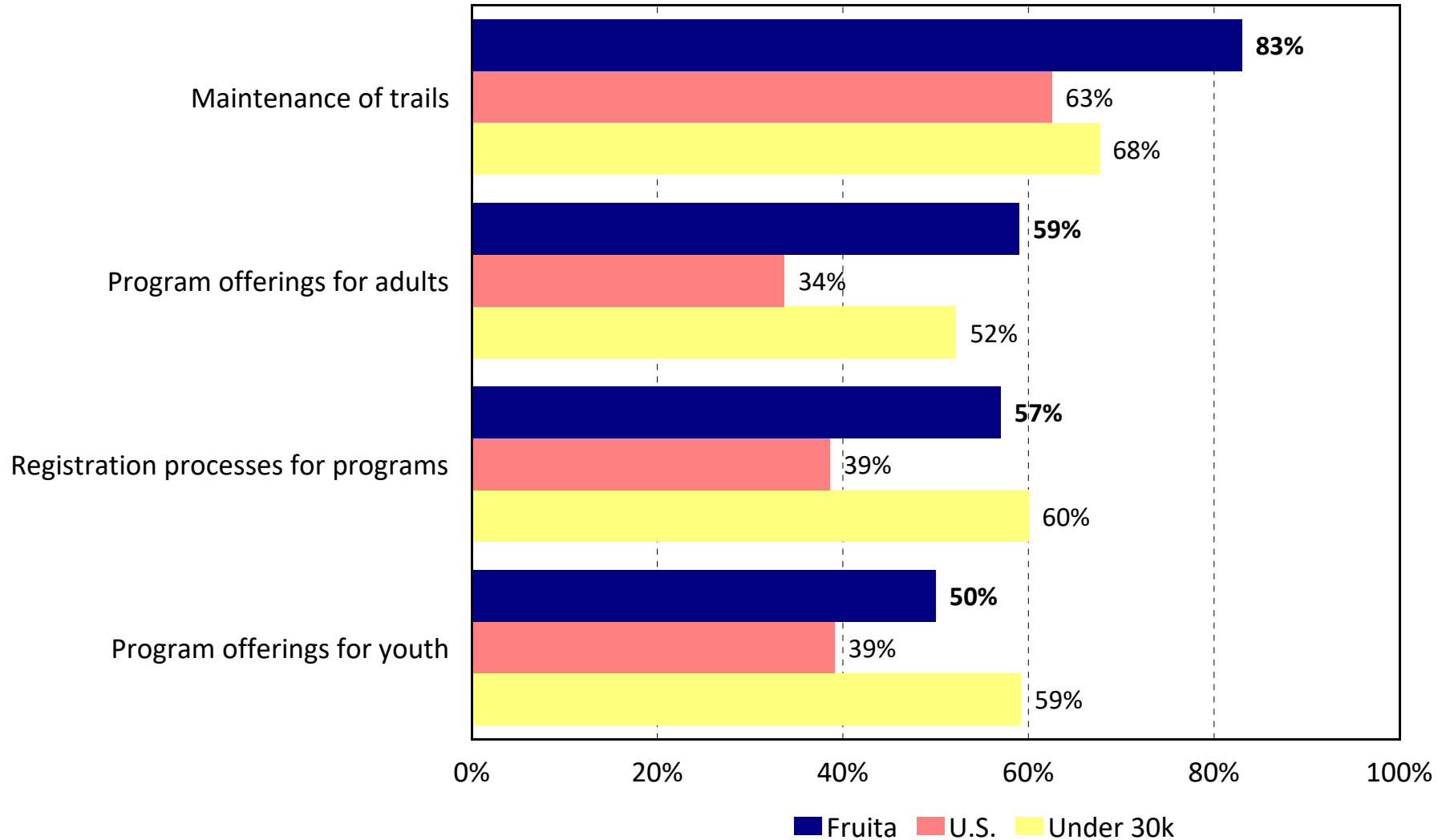
by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with Parks and Recreation

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

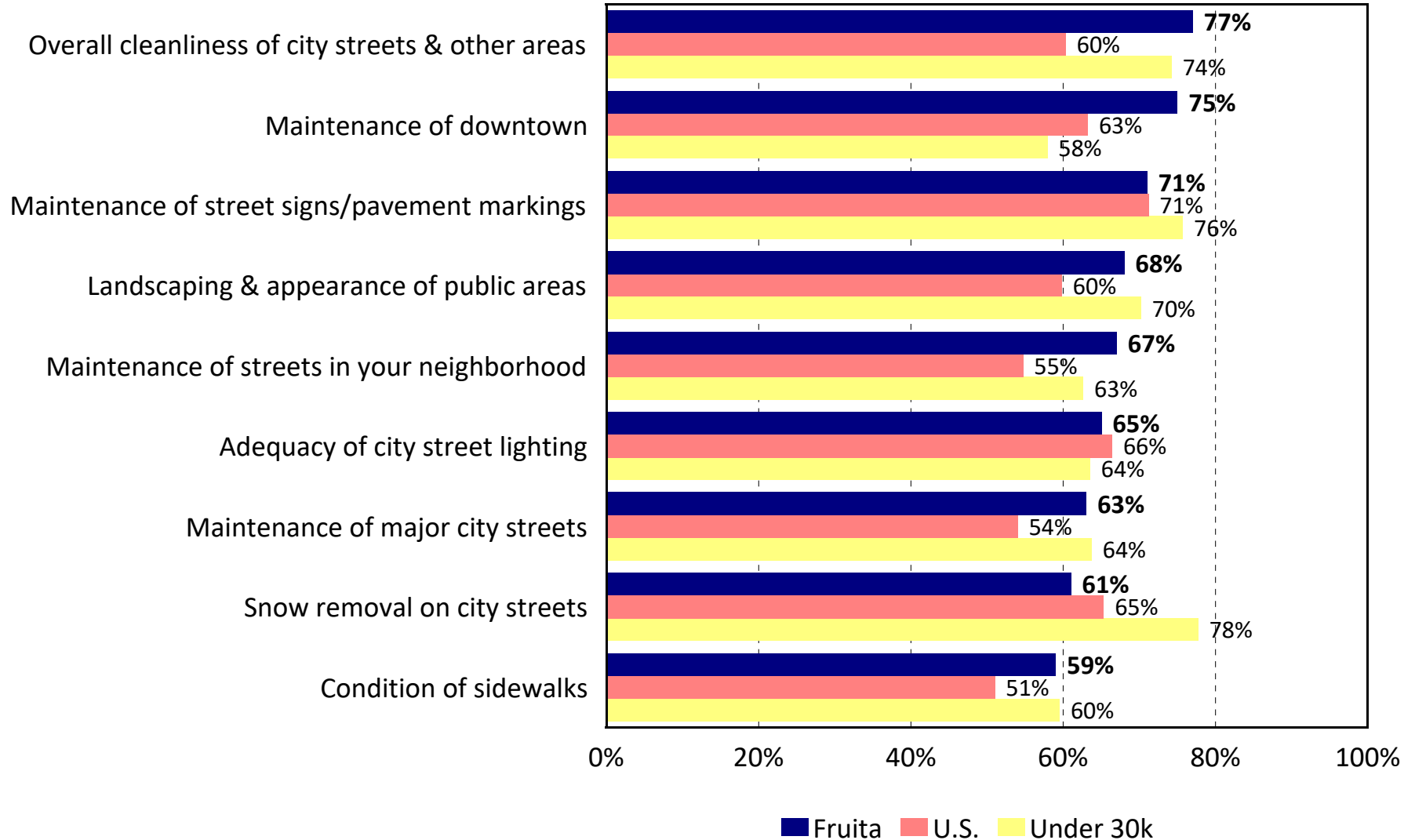
by percentage of respondents who rated the item 5 or 4 on a 5-point scale where 5 was "Very Satisfied" and 1 was "Very Dissatisfied" (excluding don't knows)



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)



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. Approximately fifty-six percent (56.3%) of respondents selected *overall quality of City streets* as one of the most important services for the City to emphasize.

With regard to satisfaction, 55% of respondents surveyed rated 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 was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 56.3% was multiplied by 45% (1-0.55). This calculation yielded an I-S rating of 0.2534, 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.

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
<u>Very High Priority (IS >.20)</u>						
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
<u>High Priority (IS .10-.20)</u>						
Overall quality of representation you receive	20%	8	48%	12	0.1042	3
Overall effectiveness of city communication	25%	6	60%	9	0.1014	4
<u>Medium Priority (IS <.10)</u>						
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	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

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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2021 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)						
City's efforts to prevent crime	38%	1	58%	3	0.1600	1
Visibility of police in neighborhoods	35%	2	55%	4	0.1577	2
Feeling of safety when using on-street bicycle infrastructure	32%	3	52%	5	0.1539	3
Medium Priority (IS <.10)						
Quality of pedestrian safety & crosswalks	28%	4	69%	1	0.0869	4
Safety/prevention education programs	15%	5	41%	6	0.0861	5
How quickly police respond to emergencies	14%	6	65%	2	0.0495	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 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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2021 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	32%	2	63%	8	0.1179	1
Medium Priority (IS <.10)						
Maintenance of Snooks Bottom Open Space	24%	5	66%	7	0.0822	2
Amount of open space	23%	6	69%	6	0.0708	3
Number of walking and biking trails	31%	3	77%	3	0.0705	4
Number of City parks	23%	7	70%	5	0.0696	5
Maintenance of City parks	34%	1	84%	1	0.0553	6
Availability of public lands/open space	21%	8	75%	4	0.0528	7
Maintenance of trails	31%	4	83%	2	0.0525	8

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should 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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2021 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%	3	41%	9	0.1261	1
City special events & festivals	39%	1	72%	1	0.1109	2
Program offerings for the entire family	28%	2	63%	3	0.1015	3
Medium Priority (IS <.10)						
Amount of overall program offerings	21%	4	55%	6	0.0941	4
Program offerings for adults	21%	5	60%	4	0.0838	5
Program offerings for youth (6th - 8th grade)	15%	7	50%	8	0.0736	6
Program offerings for seniors	19%	6	64%	2	0.0673	7
Program offerings for children (5th grade & under)	13%	8	54%	7	0.0601	8
Registration processes for programs	9%	9	57%	5	0.0382	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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2021 Importance-Satisfaction Rating

City of Fruita

Community Center/Aquatics

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Availability of leisure/family swim times (aquatics)	14%	3	64%	11	0.0517	1
Hours of operation (aquatics)	16%	1	71%	10	0.0445	2
Availability of lap lane times (aquatics)	9%	9	53%	13	0.0431	3
Hours of operation (community center)	15%	2	76%	8	0.0372	4
Availability of water aerobics classes (aquatics)	7%	12	57%	12	0.0288	5
Cleanliness (aquatics)	14%	5	79%	5	0.0285	6
Customer service (aquatics)	10%	8	78%	7	0.0228	7
Customer service (community center)	12%	7	83%	4	0.0205	8
Cleanliness (community center)	14%	4	87%	2	0.0173	9
Overall impression of outdoor pool (aquatics)	7%	11	79%	6	0.0157	10
Availability of meeting spaces (community center)	6%	13	73%	9	0.0147	11
Overall impression of community center	12%	6	88%	1	0.0146	12
Overall impression of indoor pool (aquatics)	9%	10	84%	3	0.0145	13

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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2021 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)						
Maintenance of major city streets	31%	1	63%	9	0.1165	1
Quality of on-street bicycle infrastructure	23%	2	54%	12	0.1060	2
Medium Priority (IS <.10)						
Condition of sidewalks	21%	4	58%	11	0.0886	3
Maintenance of streets in your neighborhood	22%	3	66%	7	0.0754	4
Adequacy of city street lighting	20%	5	64%	8	0.0718	5
Landscaping & appearance of public areas	18%	7	67%	6	0.0587	6
Snow removal on city streets	12%	9	60%	10	0.0488	7
Maintenance of downtown Fruita	19%	6	76%	2	0.0461	8
Overall cleanliness of city streets & other areas	17%	8	77%	1	0.0383	9
Maintenance of street signs/pavement markings	11%	10	70%	5	0.0313	10
Overall availability of irrigation water	8%	11	74%	4	0.0205	11
Quality of City provided irrigation water	6%	12	74%	3	0.0164	12

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should 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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2021 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 travel by bicycle in Fruita	40%	2	68%	3	0.1289	1
Ease of pedestrian travel in Fruita	49%	1	78%	2	0.1076	2
Medium Priority (IS <.10)						
Ease of travel by car in Fruita	40%	3	83%	1	0.0672	3

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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	33.3%	36.8%	13.1%	5.5%	1.3%	10.0%
Q1-2. Overall quality of City parks	28.4%	47.5%	14.7%	4.6%	1.0%	3.7%
Q1-3. Overall quality of City recreation programs	25.3%	34.8%	22.1%	3.4%	0.6%	13.8%
Q1-4. Overall quality of City streets	12.9%	41.3%	24.2%	16.8%	3.4%	1.3%
Q1-5. Overall quality of crosswalks	19.6%	46.8%	20.5%	7.9%	2.5%	2.7%
Q1-6. Overall quality of service you receive from City employees	29.7%	38.5%	16.6%	1.8%	1.5%	11.9%
Q1-7. Overall quality of representation you receive from City Council	15.5%	22.3%	31.2%	5.5%	3.6%	22.0%
Q1-8. Overall effectiveness of City communication with the public	21.5%	33.1%	27.2%	6.5%	3.4%	8.2%
Q1-9. Overall flow of traffic & congestion management in City	17.1%	40.1%	20.7%	13.5%	6.1%	2.5%
Q1-10. Overall quality of sewer service	29.7%	47.1%	15.0%	1.5%	1.5%	5.2%
Q1-11. Overall quality of City's recycling program	36.4%	33.7%	14.0%	4.8%	2.8%	8.3%
Q1-12. Overall quality of garbage collection	48.6%	42.6%	5.8%	1.3%	0.4%	1.2%

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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	37.0%	40.9%	14.5%	6.1%	1.5%
Q1-2. Overall quality of City parks	29.5%	49.4%	15.3%	4.8%	1.1%
Q1-3. Overall quality of City recreation programs	29.3%	40.3%	25.7%	4.0%	0.7%
Q1-4. Overall quality of City streets	13.1%	41.9%	24.5%	17.0%	3.5%
Q1-5. Overall quality of crosswalks	20.2%	48.1%	21.1%	8.1%	2.6%
Q1-6. Overall quality of service you receive from City employees	33.7%	43.7%	18.9%	2.0%	1.7%
Q1-7. Overall quality of representation you receive from City Council	19.8%	28.6%	40.0%	7.0%	4.6%
Q1-8. Overall effectiveness of City communication with the public	23.5%	36.1%	29.6%	7.1%	3.7%
Q1-9. Overall flow of traffic & congestion management in City	17.5%	41.2%	21.2%	13.9%	6.3%
Q1-10. Overall quality of sewer service	31.3%	49.7%	15.8%	1.6%	1.6%
Q1-11. Overall quality of City's recycling program	39.7%	36.8%	15.2%	5.2%	3.1%
Q1-12. Overall quality of garbage collection	49.2%	43.2%	5.9%	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?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	94	14.0 %
Overall quality of City parks	64	9.5 %
Overall quality of City recreation programs	39	5.8 %
Overall quality of City streets	138	20.5 %
Overall quality of crosswalks	22	3.3 %
Overall quality of service you receive from City employees	9	1.3 %
Overall quality of representation you receive from City Council	35	5.2 %
Overall effectiveness of City communication with the public	26	3.9 %
Overall flow of traffic & congestion management in City	142	21.1 %
Overall quality of sewer service	5	0.7 %
Overall quality of City's recycling program	20	3.0 %
Overall quality of garbage collection	5	0.7 %
None chosen	74	11.0 %
Total	673	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?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	34	5.1 %
Overall quality of City parks	80	11.9 %
Overall quality of City recreation programs	49	7.3 %
Overall quality of City streets	113	16.8 %
Overall quality of crosswalks	58	8.6 %
Overall quality of service you receive from City employees	12	1.8 %
Overall quality of representation you receive from City Council	34	5.1 %
Overall effectiveness of City communication with the public	42	6.2 %
Overall flow of traffic & congestion management in City	89	13.2 %
Overall quality of sewer service	10	1.5 %
Overall quality of City's recycling program	27	4.0 %
Overall quality of garbage collection	4	0.6 %
None chosen	121	18.0 %
Total	673	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?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	47	7.0 %
Overall quality of City parks	65	9.7 %
Overall quality of City recreation programs	49	7.3 %
Overall quality of City streets	64	9.5 %
Overall quality of crosswalks	44	6.5 %
Overall quality of service you receive from City employees	13	1.9 %
Overall quality of representation you receive from City Council	31	4.6 %
Overall effectiveness of City communication with the public	59	8.8 %
Overall flow of traffic & congestion management in City	67	10.0 %
Overall quality of sewer service	15	2.2 %
Overall quality of City's recycling program	36	5.3 %
Overall quality of garbage collection	7	1.0 %
None chosen	176	26.2 %
Total	673	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?

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	44	6.5 %
Overall quality of City parks	49	7.3 %
Overall quality of City recreation programs	37	5.5 %
Overall quality of City streets	64	9.5 %
Overall quality of crosswalks	45	6.7 %
Overall quality of service you receive from City employees	10	1.5 %
Overall quality of representation you receive from City Council	36	5.3 %
Overall effectiveness of City communication with the public	42	6.2 %
Overall flow of traffic & congestion management in City	44	6.5 %
Overall quality of sewer service	15	2.2 %
Overall quality of City's recycling program	24	3.6 %
Overall quality of garbage collection	16	2.4 %
None chosen	247	36.7 %
Total	673	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? (top 4)

Q2. Sum of top 4 choices	Number	Percent
Overall quality of police services	219	32.5 %
Overall quality of City parks	258	38.3 %
Overall quality of City recreation programs	174	25.9 %
Overall quality of City streets	379	56.3 %
Overall quality of crosswalks	169	25.1 %
Overall quality of service you receive from City employees	44	6.5 %
Overall quality of representation you receive from City Council	136	20.2 %
Overall effectiveness of City communication with the public	169	25.1 %
Overall flow of traffic & congestion management in City	342	50.8 %
Overall quality of sewer service	45	6.7 %
Overall quality of City's recycling program	107	15.9 %
Overall quality of garbage collection	32	4.8 %
None chosen	74	11.0 %
Total	2148	

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

(N=673)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall quality of life in City	39.8%	52.2%	4.5%	1.6%	0.6%	1.3%
Q3-2. Overall quality of services provided by City of Fruita	26.6%	56.0%	11.7%	3.3%	0.3%	2.1%
Q3-3. Overall value that you receive for your City tax dollars & fees	19.2%	42.2%	22.6%	7.3%	2.8%	5.9%
Q3-4. Overall image of City	30.8%	50.5%	11.1%	5.5%	0.7%	1.3%
Q3-5. Overall image of Highway 6 & 50 area	6.2%	30.8%	26.0%	29.0%	6.7%	1.3%
Q3-6. Overall image of Highway 340 area	13.1%	47.0%	25.3%	7.6%	1.3%	5.8%
Q3-7. Overall image of Downtown area	27.0%	49.2%	13.8%	6.8%	1.6%	1.5%
Q3-8. Overall image of South Fruita area	11.4%	42.3%	30.5%	7.3%	1.8%	6.7%
Q3-9. Overall appearance of City	19.9%	56.2%	18.0%	3.7%	0.7%	1.5%
Q3-10. Overall appearance of business signs	16.2%	48.1%	27.5%	3.9%	0.9%	3.4%
Q3-11. Overall feeling of safety in City	33.3%	49.8%	10.4%	4.2%	0.4%	1.9%
Q3-12. Overall quality of new commercial development in City	11.9%	36.0%	28.4%	9.2%	5.9%	8.6%
Q3-13. Overall quality of new residential development in City	10.3%	35.5%	29.3%	12.2%	6.5%	6.2%
Q3-14. Availability of high speed internet service options in Fruita	7.7%	23.6%	22.3%	20.8%	17.1%	8.5%

WITHOUT "DON'T KNOW"

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

(N=673)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall quality of life in City	40.4%	52.9%	4.5%	1.7%	0.6%
Q3-2. Overall quality of services provided by City of Fruita	27.2%	57.2%	12.0%	3.3%	0.3%
Q3-3. Overall value that you receive for your City tax dollars & fees	20.4%	44.9%	24.0%	7.7%	3.0%
Q3-4. Overall image of City	31.2%	51.2%	11.3%	5.6%	0.8%
Q3-5. Overall image of Highway 6 & 50 area	6.3%	31.2%	26.4%	29.4%	6.8%
Q3-6. Overall image of Highway 340 area	13.9%	49.8%	26.8%	8.0%	1.4%
Q3-7. Overall image of Downtown area	27.5%	49.9%	14.0%	6.9%	1.7%
Q3-8. Overall image of South Fruita area	12.3%	45.4%	32.6%	7.8%	1.9%
Q3-9. Overall appearance of City	20.2%	57.0%	18.3%	3.8%	0.8%
Q3-10. Overall appearance of business signs	16.8%	49.8%	28.5%	4.0%	0.9%
Q3-11. Overall feeling of safety in City	33.9%	50.8%	10.6%	4.2%	0.5%
Q3-12. Overall quality of new commercial development in City	13.0%	39.3%	31.1%	10.1%	6.5%
Q3-13. Overall quality of new residential development in City	10.9%	37.9%	31.2%	13.0%	7.0%
Q3-14. Availability of high speed internet service options in Fruita	8.4%	25.8%	24.4%	22.7%	18.7%

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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of pedestrian safety & crosswalks	17.7%	48.9%	17.1%	10.1%	3.4%	2.8%
Q4-2. Visibility of police in neighborhoods	15.2%	37.1%	27.6%	11.1%	4.5%	4.5%
Q4-3. City's efforts to prevent crime	14.9%	34.9%	26.0%	7.9%	2.4%	14.0%
Q4-4. How quickly police respond to emergencies	16.6%	23.5%	16.5%	3.6%	1.6%	38.2%
Q4-5. Safety/prevention education programs	7.1%	17.1%	28.4%	4.3%	1.6%	41.5%
Q4-6. Feeling of safety when using on-street bicycle infrastructure (bike lanes/ signage)	9.8%	31.8%	25.1%	10.7%	3.3%	19.3%

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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of pedestrian safety & crosswalks	18.2%	50.3%	17.6%	10.4%	3.5%
Q4-2. Visibility of police in neighborhoods	15.9%	38.9%	28.9%	11.7%	4.7%
Q4-3. City's efforts to prevent crime	17.3%	40.6%	30.2%	9.2%	2.8%
Q4-4. How quickly police respond to emergencies	26.9%	38.0%	26.7%	5.8%	2.6%
Q4-5. Safety/prevention education programs	12.2%	29.2%	48.5%	7.4%	2.8%
Q4-6. Feeling of safety when using on-street bicycle infrastructure (bike lanes/signage)	12.2%	39.4%	31.1%	13.3%	4.1%

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	118	17.5 %
Visibility of police in neighborhoods	146	21.7 %
City's efforts to prevent crime	122	18.1 %
How quickly police respond to emergencies	40	5.9 %
Safety/prevention education programs	37	5.5 %
Feeling of safety when using on-street bicycle infrastructure (bike lanes/signage)	106	15.8 %
None chosen	104	15.5 %
Total	673	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	68	10.1 %
Visibility of police in neighborhoods	89	13.2 %
City's efforts to prevent crime	134	19.9 %
How quickly police respond to emergencies	55	8.2 %
Safety/prevention education programs	62	9.2 %
Feeling of safety when using on-street bicycle infrastructure (bike lanes/signage)	108	16.0 %
None chosen	157	23.3 %
Total	673	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? (top 2)

Q5. Sum of top 2 choices	Number	Percent
Overall quality of pedestrian safety & crosswalks	186	27.6 %
Visibility of police in neighborhoods	235	34.9 %
City's efforts to prevent crime	256	38.0 %
How quickly police respond to emergencies	95	14.1 %
Safety/prevention education programs	99	14.7 %
Feeling of safety when using on-street bicycle infrastructure (bike lanes/signage)	214	31.8 %
None chosen	104	15.5 %
Total	1189	

Q6. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Availability of information about City programs & services	16.3%	44.4%	24.5%	7.3%	1.0%	6.4%
Q6-2. City efforts to keep you informed about local issues	14.7%	37.4%	26.0%	13.5%	2.4%	5.9%
Q6-3. How open City is to public involvement & input from residents	16.2%	27.2%	27.0%	8.2%	3.4%	18.0%
Q6-4. Quality of City's web page	11.1%	28.7%	29.4%	4.9%	1.2%	24.7%
Q6-5. Quality of City Link quarterly newsletter	18.6%	36.1%	22.1%	3.4%	0.9%	18.9%
Q6-6. Quality of City's social media accounts	8.8%	20.5%	26.4%	4.0%	0.7%	39.5%
Q6-7. Quality of City's weekly update	8.2%	14.7%	23.6%	3.6%	1.8%	48.1%
Q6-8. Quality/availability of the minutes from public meetings	6.5%	14.6%	24.2%	4.3%	1.6%	48.7%

WITHOUT "DON'T KNOW"

Q6. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Availability of information about City programs & services	17.5%	47.5%	26.2%	7.8%	1.1%
Q6-2. City efforts to keep you informed about local issues	15.6%	39.8%	27.6%	14.4%	2.5%
Q6-3. How open City is to public involvement & input from residents	19.7%	33.2%	33.0%	10.0%	4.2%
Q6-4. Quality of City's web page	14.8%	38.1%	39.1%	6.5%	1.6%
Q6-5. Quality of City Link quarterly newsletter	22.9%	44.5%	27.3%	4.2%	1.1%
Q6-6. Quality of City's social media accounts	14.5%	33.9%	43.7%	6.6%	1.2%
Q6-7. Quality of City's weekly update	15.8%	28.4%	45.6%	6.9%	3.4%
Q6-8. Quality/availability of the minutes from public meetings	12.8%	28.4%	47.2%	8.4%	3.2%

Q7. Please CHECK ALL of the communication outlets that you are aware of or use.

Q7. What are all the communication outlets you are aware of or use

	Number	Percent
City Manager Event Series	66	9.8 %
City of Fruita web page	387	57.5 %
Facebook	341	50.7 %
Fruita City Link—electronically	107	15.9 %
Fruita City Link—print by mail	270	40.1 %
Instagram	106	15.8 %
LinkedIn	43	6.4 %
Nextdoor	193	28.7 %
Posted notices	111	16.5 %
Reddit	22	3.3 %
Snapchat	39	5.8 %
Television	308	45.8 %
The Daily Sentinel	325	48.3 %
The radio	210	31.2 %
TikTok	42	6.2 %
Tumblr	11	1.6 %
Twitter	39	5.8 %
Weekly update from City Manager	46	6.8 %
YouTube	79	11.7 %
Other	39	5.8 %
Total	2784	

Q7-20. Other

Q7-20. Other	Number	Percent
Mail	6	15.4 %
Email	3	7.7 %
Word of mouth	2	5.1 %
Newsletter	2	5.1 %
BEACON	2	5.1 %
Nickel paper	2	5.1 %
Rec center library	1	2.6 %
Communications from neighbors at City Market	1	2.6 %
Email and regular mail	1	2.6 %
In person meetings	1	2.6 %
Neighbors and friends	1	2.6 %
More frequent newsletters	1	2.6 %
RING	1	2.6 %
LIKED THE DISPLAY AT THE REC CENTER ABOUT NEW INFRASTRUCTURE	1	2.6 %
BROADCASTIFY-FREE LOCAL SCANNER FOR SP, SO, PD	1	2.6 %
The magazine that comes out	1	2.6 %
Ring neighborhood	1	2.6 %
Fruity awareness	1	2.6 %
SENTINEL WEEKLY	1	2.6 %
QUARTERLY NEWSLETTER BY MAIL	1	2.6 %
Rec center information	1	2.6 %
Friends	1	2.6 %
Planning, council meeting minutes	1	2.6 %
Email, text	1	2.6 %
Internet news feed	1	2.6 %
Quarterly newsletter	1	2.6 %
Chamber	1	2.6 %
Rec center newsletter	1	2.6 %
Total	39	100.0 %

Q8. Which THREE of the sources listed in Question 7 are your MOST PREFERRED ways to learn about activities and services in the City of Fruita?

Q8. Top choice	Number	Percent
City Manager Event Series	14	2.1 %
City of Fruita web page	124	18.4 %
Facebook	107	15.9 %
Fruita City Link-electronically	33	4.9 %
Fruita City Link-print by mail	114	16.9 %
Instagram	16	2.4 %
LinkedIn	2	0.3 %
Nextdoor	18	2.7 %
Posted notices	8	1.2 %
Television	47	7.0 %
The Daily Sentinel	37	5.5 %
The radio	6	0.9 %
Twitter	1	0.1 %
Weekly update from City Manager	20	3.0 %
YouTube	2	0.3 %
Other	16	2.4 %
None chosen	108	16.0 %
Total	673	100.0 %

Q8. Which THREE of the sources listed in Question 7 are your MOST PREFERRED ways to learn about activities and services in the City of Fruita?

Q8. 2nd choice	Number	Percent
City Manager Event Series	7	1.0 %
City of Fruita web page	89	13.2 %
Facebook	70	10.4 %
Fruita City Link-electronically	32	4.8 %
Fruita City Link-print by mail	68	10.1 %
Instagram	20	3.0 %
Nextdoor	32	4.8 %
Posted notices	16	2.4 %
Reddit	1	0.1 %
Snapchat	2	0.3 %
Television	61	9.1 %
The Daily Sentinel	71	10.5 %
The radio	24	3.6 %
TikTok	2	0.3 %
Twitter	1	0.1 %
Weekly update from City Manager	9	1.3 %
YouTube	4	0.6 %
Other	6	0.9 %
None chosen	158	23.5 %
Total	673	100.0 %

Q8. Which THREE of the sources listed in Question 7 are your MOST PREFERRED ways to learn about activities and services in the City of Fruita?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
City Manager Event Series	19	2.8 %
City of Fruita web page	62	9.2 %
Facebook	36	5.3 %
Fruita City Link-electronically	27	4.0 %
Fruita City Link-print by mail	33	4.9 %
Instagram	12	1.8 %
LinkedIn	1	0.1 %
Nextdoor	34	5.1 %
Posted notices	17	2.5 %
Reddit	2	0.3 %
Snapchat	2	0.3 %
Television	51	7.6 %
The Daily Sentinel	62	9.2 %
The radio	42	6.2 %
TikTok	2	0.3 %
Twitter	1	0.1 %
Weekly update from City Manager	15	2.2 %
YouTube	6	0.9 %
Other	8	1.2 %
None chosen	241	35.8 %
Total	673	100.0 %

Q8. Which THREE of the sources listed in Question 7 are your MOST PREFERRED ways to learn about activities and services in the City of Fruita? (top 3)

<u>Q8. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
City Manager Event Series	40	5.9 %
City of Fruita web page	275	40.9 %
Facebook	213	31.6 %
Fruita City Link-electronically	92	13.7 %
Fruita City Link-print by mail	215	31.9 %
Instagram	48	7.1 %
LinkedIn	3	0.4 %
Nextdoor	84	12.5 %
Posted notices	41	6.1 %
Reddit	3	0.4 %
Snapchat	4	0.6 %
Television	159	23.6 %
The Daily Sentinel	170	25.3 %
The radio	72	10.7 %
TikTok	4	0.6 %
Twitter	3	0.4 %
Weekly update from City Manager	44	6.5 %
YouTube	12	1.8 %
Other	30	4.5 %
None chosen	108	16.0 %
Total	1620	

Q9. Diversity, Equity, and Inclusion. For each of the statements listed, please rate your level of agreement using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=673)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9-1. City of Fruita is a place that is open & welcoming to people of all races, backgrounds, & racist beliefs are not tolerated	25.3%	37.9%	15.3%	9.4%	2.7%	9.5%
Q9-2. I feel welcome & a sense of belonging in Fruita	33.1%	47.0%	12.3%	3.1%	0.7%	3.7%
Q9-3. Fruita has affordable & equitable housing options for all income levels	8.2%	19.3%	20.7%	24.7%	13.8%	13.4%
Q9-4. I am concerned about rising housing prices in Fruita	29.4%	28.4%	23.6%	8.6%	3.7%	6.2%
Q9-5. I am treated equitably by City staff	25.7%	30.3%	18.6%	1.5%	0.9%	23.0%
Q9-6. I am treated equitably by City's municipal court system	10.0%	10.5%	20.7%	0.7%	0.0%	58.1%
Q9-7. City's elected officials support policy that is equitable to all residents	14.1%	21.4%	22.7%	6.7%	2.8%	32.2%
Q9-8. I feel safe going to Fruita Police Department for help if I need it	40.3%	34.2%	10.4%	2.1%	1.9%	11.1%
Q9-9. Fruita Police Department treats everyone fairly regardless of their race, ethnicity, gender, or income	26.0%	22.0%	14.3%	2.4%	2.1%	33.3%

WITHOUT "DON'T KNOW"

Q9. Diversity, Equity, and Inclusion. For each of the statements listed, please rate your level of agreement using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=673)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. City of Fruita is a place that is open & welcoming to people of all races, backgrounds, & racist beliefs are not tolerated	27.9%	41.9%	16.9%	10.3%	3.0%
Q9-2. I feel welcome & a sense of belonging in Fruita	34.4%	48.8%	12.8%	3.2%	0.8%
Q9-3. Fruita has affordable & equitable housing options for all income levels	9.4%	22.3%	23.8%	28.5%	16.0%
Q9-4. I am concerned about rising housing prices in Fruita	31.4%	30.3%	25.2%	9.2%	4.0%
Q9-5. I am treated equitably by City staff	33.4%	39.4%	24.1%	1.9%	1.2%
Q9-6. I am treated equitably by City's municipal court system	23.8%	25.2%	49.3%	1.8%	0.0%
Q9-7. City's elected officials support policy that is equitable to all residents	20.8%	31.6%	33.6%	9.9%	4.2%
Q9-8. I feel safe going to Fruita Police Department for help if I need it	45.3%	38.5%	11.7%	2.3%	2.2%
Q9-9. Fruita Police Department treats everyone fairly regardless of their race, ethnicity, gender, or income	39.0%	33.0%	21.4%	3.6%	3.1%

Q10. 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=673)

	Too lax	About right	Too strict	Not provided
Q10-1. Overall traffic enforcement	18.3%	75.5%	1.0%	5.2%
Q10-2. Weed control	40.0%	53.9%	1.8%	4.3%
Q10-3. Animal control regulations	25.3%	67.8%	1.3%	5.6%
Q10-4. Junk in residential yards	59.4%	35.7%	0.3%	4.6%
Q10-5. Junk in commercial areas	46.8%	46.5%	0.4%	6.2%
Q10-6. Sidewalk repairs (sidewalks or maintenance are responsibility of adjacent property owner)	25.6%	66.0%	1.3%	7.1%

WITHOUT "NOT PROVIDED"

Q10. 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=673)

	Too lax	About right	Too strict
Q10-1. Overall traffic enforcement	19.3%	79.6%	1.1%
Q10-2. Weed control	41.8%	56.4%	1.9%
Q10-3. Animal control regulations	26.8%	71.8%	1.4%
Q10-4. Junk in residential yards	62.3%	37.4%	0.3%
Q10-5. Junk in commercial areas	49.9%	49.6%	0.5%
Q10-6. Sidewalk repairs (sidewalks or maintenance are responsibility of adjacent property owner)	27.5%	71.0%	1.4%

Q11. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of City parks	25.9%	52.9%	11.9%	2.5%	0.9%	5.9%
Q11-2. Number of City parks	19.9%	45.2%	14.7%	10.8%	3.0%	6.4%
Q11-3. Variety & types of City parks	17.8%	40.7%	19.6%	12.3%	2.8%	6.7%
Q11-4. Maintenance of trails	25.7%	48.4%	10.8%	4.0%	0.6%	10.4%
Q11-5. Number of walking & biking trails	28.5%	42.9%	13.7%	6.5%	1.2%	7.1%
Q11-6. Amount of open space	23.3%	41.0%	18.4%	8.6%	1.6%	7.0%
Q11-7. Maintenance of Snooks Bottom Open Space	16.9%	32.5%	17.1%	6.5%	1.5%	25.4%
Q11-8. Availability of public lands/open space	27.5%	40.0%	15.9%	4.8%	1.6%	10.3%

WITHOUT "DON'T KNOW"

Q11. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of City parks	27.5%	56.2%	12.6%	2.7%	0.9%
Q11-2. Number of City parks	21.3%	48.3%	15.7%	11.6%	3.2%
Q11-3. Variety & types of City parks	19.1%	43.6%	21.0%	13.2%	3.0%
Q11-4. Maintenance of trails	28.7%	54.1%	12.1%	4.5%	0.7%
Q11-5. Number of walking & biking trails	30.7%	46.2%	14.7%	7.0%	1.3%
Q11-6. Amount of open space	25.1%	44.1%	19.8%	9.3%	1.8%
Q11-7. Maintenance of Snooks Bottom Open Space	22.7%	43.6%	22.9%	8.8%	2.0%
Q11-8. Availability of public lands/open space	30.6%	44.5%	17.7%	5.3%	1.8%

Q12. Which THREE of the parks items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. Top choice	Number	Percent
Maintenance of City parks	119	17.7 %
Number of City parks	58	8.6 %
Variety & types of City parks	79	11.7 %
Maintenance of trails	62	9.2 %
Number of walking & biking trails	74	11.0 %
Amount of open space	41	6.1 %
Maintenance of Snooks Bottom Open Space	61	9.1 %
Availability of public lands/open space	34	5.1 %
None chosen	145	21.5 %
Total	673	100.0 %

Q12. Which THREE of the parks items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
Maintenance of City parks	49	7.3 %
Number of City parks	61	9.1 %
Variety & types of City parks	76	11.3 %
Maintenance of trails	84	12.5 %
Number of walking & biking trails	79	11.7 %
Amount of open space	61	9.1 %
Maintenance of Snooks Bottom Open Space	40	5.9 %
Availability of public lands/open space	47	7.0 %
None chosen	176	26.2 %
Total	673	100.0 %

Q12. Which THREE of the parks items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 3rd choice	Number	Percent
Maintenance of City parks	60	8.9 %
Number of City parks	35	5.2 %
Variety & types of City parks	58	8.6 %
Maintenance of trails	59	8.8 %
Number of walking & biking trails	52	7.7 %
Amount of open space	53	7.9 %
Maintenance of Snooks Bottom Open Space	63	9.4 %
Availability of public lands/open space	62	9.2 %
None chosen	231	34.3 %
Total	673	100.0 %

Q12. Which THREE of the parks items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q12. Sum of top 3 choices	Number	Percent
Maintenance of City parks	228	33.9 %
Number of City parks	154	22.9 %
Variety & types of City parks	213	31.6 %
Maintenance of trails	205	30.5 %
Number of walking & biking trails	205	30.5 %
Amount of open space	155	23.0 %
Maintenance of Snooks Bottom Open Space	164	24.4 %
Availability of public lands/open space	143	21.2 %
None chosen	145	21.5 %
Total	1612	

Q13. Please CHECK ALL of the reasons you or members of your household have used the Snooks Bottom Open Space during the past 12 months.

Q13. What are all the reasons you have used

<u>Snooks Bottom Open Space during past 12 months</u>	<u>Number</u>	<u>Percent</u>
Disc golf	49	7.3 %
Walking	362	53.8 %
Lake	193	28.7 %
Hiking	244	36.3 %
Fishing	137	20.4 %
Walking dog	227	33.7 %
Passive open space use	133	19.8 %
Biking	55	8.2 %
Swimming	106	15.8 %
Nature viewing	194	28.8 %
Watercraft/floatation uses	94	14.0 %
Running	64	9.5 %
Other	12	1.8 %
None, have not used it during past 12 months	195	29.0 %
Total	2065	

WITHOUT "NONE"

Q13. Please CHECK ALL of the reasons you or members of your household have used the Snooks Bottom Open Space during the past 12 months. (without "none")

Q13. What are all the reasons you have used

<u>Snooks Bottom Open Space during past 12 months</u>	<u>Number</u>	<u>Percent</u>
Disc golf	49	10.3 %
Walking	362	75.7 %
Lake	193	40.4 %
Hiking	244	51.0 %
Fishing	137	28.7 %
Walking dog	227	47.5 %
Passive open space use	133	27.8 %
Biking	55	11.5 %
Swimming	106	22.2 %
Nature viewing	194	40.6 %
Watercraft/floatation uses	94	19.7 %
Running	64	13.4 %
Other	12	2.5 %
Total	1870	

Q13-13. other:

Q13-13. Other	Number	Percent
Bird watching	2	16.7 %
Eagle watching	1	8.3 %
Picnic	1	8.3 %
Safe family outing	1	8.3 %
A BRIDGE OVER THE COLORADO RIVER	1	8.3 %
Concerts	1	8.3 %
Pictures	1	8.3 %
Geocaching	1	8.3 %
Rock hunting	1	8.3 %
Fireworks	1	8.3 %
Photography	1	8.3 %
Total	12	100.0 %

Q14. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Program offerings for the entire family	12.9%	32.8%	21.1%	4.9%	0.7%	27.5%
Q14-2. Program offerings for children (5th grade & under)	8.2%	19.6%	19.2%	3.6%	0.9%	48.6%
Q14-3. Program offerings for youth (6th-8th grade)	7.3%	17.1%	20.2%	3.7%	0.7%	51.0%
Q14-4. Program offerings for teens (9th grade & up)	5.9%	14.0%	21.8%	5.3%	2.1%	50.8%
Q14-5. Program offerings for adults	13.4%	32.8%	24.5%	5.2%	1.5%	22.6%
Q14-6. Program offerings for seniors	16.2%	27.9%	19.2%	3.4%	1.8%	31.5%
Q14-7. Registration processes for programs	12.2%	26.7%	25.6%	3.1%	1.2%	31.2%
Q14-8. Amount of overall program offerings	11.9%	30.3%	27.2%	5.3%	1.3%	23.9%
Q14-9. City special events & festivals	22.0%	40.9%	19.0%	4.5%	1.6%	12.0%

WITHOUT "DON'T KNOW"

Q14. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Program offerings for the entire family	17.8%	45.3%	29.1%	6.8%	1.0%
Q14-2. Program offerings for children (5th grade & under)	15.9%	38.2%	37.3%	6.9%	1.7%
Q14-3. Program offerings for youth (6th-8th grade)	14.8%	34.8%	41.2%	7.6%	1.5%
Q14-4. Program offerings for teens (9th grade & up)	12.1%	28.4%	44.4%	10.9%	4.2%
Q14-5. Program offerings for adults	17.3%	42.4%	31.7%	6.7%	1.9%
Q14-6. Program offerings for seniors	23.6%	40.8%	28.0%	5.0%	2.6%
Q14-7. Registration processes for programs	17.7%	38.9%	37.1%	4.5%	1.7%
Q14-8. Amount of overall program offerings	15.6%	39.8%	35.7%	7.0%	1.8%
Q14-9. City special events & festivals	25.0%	46.5%	21.6%	5.1%	1.9%

Q15. Which THREE of the recreation items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q15. Top choice	Number	Percent
Program offerings for the entire family	73	10.8 %
Program offerings for children (5th grade & under)	38	5.6 %
Program offerings for youth (6th-8th grade)	26	3.9 %
Program offerings for teens (9th grade & up)	50	7.4 %
Program offerings for adults	42	6.2 %
Program offerings for seniors	45	6.7 %
Registration processes for programs	17	2.5 %
Amount of overall program offerings	24	3.6 %
City special events & festivals	144	21.4 %
None chosen	214	31.8 %
Total	673	100.0 %

Q15. Which THREE of the recreation items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q15. 2nd choice	Number	Percent
Program offerings for the entire family	56	8.3 %
Program offerings for children (5th grade & under)	25	3.7 %
Program offerings for youth (6th-8th grade)	51	7.6 %
Program offerings for teens (9th grade & up)	43	6.4 %
Program offerings for adults	52	7.7 %
Program offerings for seniors	51	7.6 %
Registration processes for programs	16	2.4 %
Amount of overall program offerings	65	9.7 %
City special events & festivals	55	8.2 %
None chosen	259	38.5 %
Total	673	100.0 %

Q15. Which THREE of the recreation items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q15. 3rd choice	Number	Percent
Program offerings for the entire family	56	8.3 %
Program offerings for children (5th grade & under)	25	3.7 %
Program offerings for youth (6th-8th grade)	21	3.1 %
Program offerings for teens (9th grade & up)	50	7.4 %
Program offerings for adults	46	6.8 %
Program offerings for seniors	31	4.6 %
Registration processes for programs	26	3.9 %
Amount of overall program offerings	53	7.9 %
City special events & festivals	63	9.4 %
None chosen	302	44.9 %
Total	673	100.0 %

Q15. Which THREE of the recreation items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q15. Sum of top 3 choices	Number	Percent
Program offerings for the entire family	185	27.5 %
Program offerings for children (5th grade & under)	88	13.1 %
Program offerings for youth (6th-8th grade)	98	14.6 %
Program offerings for teens (9th grade & up)	143	21.2 %
Program offerings for adults	140	20.8 %
Program offerings for seniors	127	18.9 %
Registration processes for programs	59	8.8 %
Amount of overall program offerings	142	21.1 %
City special events & festivals	262	38.9 %
None chosen	214	31.8 %
Total	1458	

Q16(1-5). 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Overall impression of community center	42.6%	38.5%	9.8%	1.5%	0.1%	7.4%
Q16-2. Hours of operation	29.3%	37.3%	14.4%	5.6%	1.3%	12.0%
Q16-3. Availability of meeting spaces	20.7%	30.0%	17.4%	0.6%	0.4%	30.9%
Q16-4. Cleanliness	37.9%	40.3%	10.0%	1.2%	0.1%	10.5%
Q16-5. Customer service	37.0%	35.5%	13.4%	1.6%	0.3%	12.2%

WITHOUT "DON'T KNOW"

Q16(1-5). 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Overall impression of community center	46.1%	41.6%	10.6%	1.6%	0.2%
Q16-2. Hours of operation	33.3%	42.4%	16.4%	6.4%	1.5%
Q16-3. Availability of meeting spaces	29.9%	43.4%	25.2%	0.9%	0.6%
Q16-4. Cleanliness	42.4%	45.0%	11.1%	1.3%	0.2%
Q16-5. Customer service	42.1%	40.4%	15.2%	1.9%	0.3%

Q16(6-13). Aquatics: 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-6. Overall impression of indoor pool	30.0%	34.8%	10.4%	2.2%	0.1%	22.4%
Q16-7. Overall impression of outdoor pool	23.6%	32.1%	13.2%	1.5%	0.3%	29.3%
Q16-8. Hours of operation	20.4%	33.1%	14.6%	5.6%	1.3%	25.0%
Q16-9. Availability of lap lane times	11.1%	18.0%	21.0%	3.4%	1.3%	45.2%
Q16-10. Availability of leisure/family swim times	15.5%	24.5%	18.9%	2.7%	0.9%	37.6%
Q16-11. Availability of water aerobics classes	11.9%	16.5%	18.9%	2.2%	0.3%	50.2%
Q16-12. Cleanliness	26.6%	31.8%	13.4%	1.3%	0.6%	26.3%
Q16-13. Customer service	26.3%	30.3%	14.0%	1.5%	0.4%	27.5%

WITHOUT "DON'T KNOW"

Q16(6-13). Aquatics: 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-6. Overall impression of indoor pool	38.7%	44.8%	13.4%	2.9%	0.2%
Q16-7. Overall impression of outdoor pool	33.4%	45.4%	18.7%	2.1%	0.4%
Q16-8. Hours of operation	27.1%	44.2%	19.4%	7.5%	1.8%
Q16-9. Availability of lap lane times	20.3%	32.8%	38.2%	6.2%	2.4%
Q16-10. Availability of leisure/family swim times	24.8%	39.3%	30.2%	4.3%	1.4%
Q16-11. Availability of water aerobics classes	23.9%	33.1%	37.9%	4.5%	0.6%
Q16-12. Cleanliness	36.1%	43.1%	18.1%	1.8%	0.8%
Q16-13. Customer service	36.3%	41.8%	19.3%	2.0%	0.6%

Q17. Which THREE of the Community Center/Aquatics items listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. Top choice	Number	Percent
Overall impression of community center	46	6.8 %
Hours of operation (community center)	56	8.3 %
Availability of meeting spaces (community center)	13	1.9 %
Cleanliness (community center)	35	5.2 %
Customer service (community center)	22	3.3 %
Overall impression of indoor pool (aquatics)	23	3.4 %
Overall impression of outdoor pool (aquatics)	10	1.5 %
Hours of operation (aquatics)	27	4.0 %
Availability of lap lane times (aquatics)	30	4.5 %
Availability of leisure/family swim times (aquatics)	30	4.5 %
Availability of water aerobics classes (aquatics)	20	3.0 %
Cleanliness (aquatics)	40	5.9 %
Customer service (aquatics)	20	3.0 %
None chosen	301	44.7 %
Total	673	100.0 %

Q17. Which THREE of the Community Center/Aquatics items listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 2nd choice	Number	Percent
Overall impression of community center	10	1.5 %
Hours of operation (community center)	29	4.3 %
Availability of meeting spaces (community center)	12	1.8 %
Cleanliness (community center)	37	5.5 %
Customer service (community center)	31	4.6 %
Overall impression of indoor pool (aquatics)	19	2.8 %
Overall impression of outdoor pool (aquatics)	21	3.1 %
Hours of operation (aquatics)	43	6.4 %
Availability of lap lane times (aquatics)	22	3.3 %
Availability of leisure/family swim times (aquatics)	28	4.2 %
Availability of water aerobics classes (aquatics)	15	2.2 %
Cleanliness (aquatics)	23	3.4 %
Customer service (aquatics)	27	4.0 %
None chosen	356	52.9 %
Total	673	100.0 %

Q17. Which THREE of the Community Center/Aquatics items listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 3rd choice	Number	Percent
Overall impression of community center	24	3.6 %
Hours of operation (community center)	18	2.7 %
Availability of meeting spaces (community center)	12	1.8 %
Cleanliness (community center)	20	3.0 %
Customer service (community center)	26	3.9 %
Overall impression of indoor pool (aquatics)	17	2.5 %
Overall impression of outdoor pool (aquatics)	19	2.8 %
Hours of operation (aquatics)	34	5.1 %
Availability of lap lane times (aquatics)	10	1.5 %
Availability of leisure/family swim times (aquatics)	39	5.8 %
Availability of water aerobics classes (aquatics)	10	1.5 %
Cleanliness (aquatics)	29	4.3 %
Customer service (aquatics)	23	3.4 %
None chosen	392	58.2 %
Total	673	100.0 %

Q17. Which THREE of the Community Center/Aquatics items listed in Question 16 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
Overall impression of community center	80	11.9 %
Hours of operation (community center)	103	15.3 %
Availability of meeting spaces (community center)	37	5.5 %
Cleanliness (community center)	92	13.7 %
Customer service (community center)	79	11.7 %
Overall impression of indoor pool (aquatics)	59	8.8 %
Overall impression of outdoor pool (aquatics)	50	7.4 %
Hours of operation (aquatics)	104	15.5 %
Availability of lap lane times (aquatics)	62	9.2 %
Availability of leisure/family swim times (aquatics)	97	14.4 %
Availability of water aerobics classes (aquatics)	45	6.7 %
Cleanliness (aquatics)	92	13.7 %
Customer service (aquatics)	70	10.4 %
None chosen	301	44.7 %
Total	1271	

Q18. Public Works. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Maintenance of major City streets	12.3%	48.1%	17.5%	14.9%	3.3%	3.9%
Q18-2. Maintenance of streets in your neighborhood	16.0%	47.8%	14.9%	14.0%	3.7%	3.6%
Q18-3. Maintenance of street signs/pavement markings	15.9%	51.7%	19.3%	8.3%	1.0%	3.7%
Q18-4. Maintenance of Downtown Fruita	20.5%	52.2%	16.9%	5.1%	1.5%	3.9%
Q18-5. Overall cleanliness of City streets & other public areas	22.3%	52.5%	15.6%	5.8%	0.6%	3.3%
Q18-6. Adequacy of City street lighting	16.8%	44.0%	20.2%	10.5%	3.0%	5.5%
Q18-7. Overall quality of City provided irrigation water	18.3%	38.6%	14.6%	3.6%	1.5%	23.5%
Q18-8. Landscaping & appearance of public areas along City streets	19.0%	45.8%	20.2%	9.2%	1.9%	3.9%
Q18-9. Snow removal on City streets	17.7%	36.7%	21.8%	11.3%	3.1%	9.4%
Q18-10. Overall availability of irrigation water	21.4%	40.6%	15.9%	3.7%	2.1%	16.3%
Q18-11. Overall condition of sidewalks	11.9%	43.5%	23.5%	13.1%	3.3%	4.8%
Q18-12. Overall quality of on-street bicycle infrastructure (bike lanes/signage)	11.0%	35.2%	23.5%	11.7%	4.2%	14.4%

WITHOUT "DON'T KNOW"

Q18. Public Works. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Maintenance of major City streets	12.8%	50.1%	18.2%	15.5%	3.4%
Q18-2. Maintenance of streets in your neighborhood	16.6%	49.6%	15.4%	14.5%	3.9%
Q18-3. Maintenance of street signs/ pavement markings	16.5%	53.7%	20.1%	8.6%	1.1%
Q18-4. Maintenance of Downtown Fruita	21.3%	54.3%	17.6%	5.3%	1.5%
Q18-5. Overall cleanliness of City streets & other public areas	23.0%	54.2%	16.1%	6.0%	0.6%
Q18-6. Adequacy of City street lighting	17.8%	46.5%	21.4%	11.2%	3.1%
Q18-7. Overall quality of City provided irrigation water	23.9%	50.5%	19.0%	4.7%	1.9%
Q18-8. Landscaping & appearance of public areas along City streets	19.8%	47.6%	21.0%	9.6%	2.0%
Q18-9. Snow removal on City streets	19.5%	40.5%	24.1%	12.5%	3.4%
Q18-10. Overall availability of irrigation water	25.6%	48.5%	19.0%	4.4%	2.5%
Q18-11. Overall condition of sidewalks	12.5%	45.7%	24.6%	13.7%	3.4%
Q18-12. Overall quality of on-street bicycle infrastructure (bike lanes/signage)	12.8%	41.1%	27.4%	13.7%	4.9%

Q19. Which THREE of the maintenance/public works 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
Maintenance of major City streets	122	18.1 %
Maintenance of streets in your neighborhood	54	8.0 %
Maintenance of street signs/pavement markings	13	1.9 %
Maintenance of Downtown Fruita	47	7.0 %
Overall cleanliness of City streets & other public areas	33	4.9 %
Adequacy of City street lighting	46	6.8 %
Overall quality of City provided irrigation water	9	1.3 %
Landscaping & appearance of public areas along City streets	30	4.5 %
Snow removal on City streets	22	3.3 %
Overall availability of irrigation water	14	2.1 %
Overall condition of sidewalks	47	7.0 %
Overall quality of on-street bicycle infrastructure (bike lanes/signage)	79	11.7 %
None chosen	157	23.3 %
Total	673	100.0 %

Q19. Which THREE of the maintenance/public works 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
Maintenance of major City streets	54	8.0 %
Maintenance of streets in your neighborhood	67	10.0 %
Maintenance of street signs/pavement markings	33	4.9 %
Maintenance of Downtown Fruita	32	4.8 %
Overall cleanliness of City streets & other public areas	33	4.9 %
Adequacy of City street lighting	55	8.2 %
Overall quality of City provided irrigation water	25	3.7 %
Landscaping & appearance of public areas along City streets	44	6.5 %
Snow removal on City streets	33	4.9 %
Overall availability of irrigation water	23	3.4 %
Overall condition of sidewalks	33	4.9 %
Overall quality of on-street bicycle infrastructure (bike lanes/signage)	39	5.8 %
None chosen	202	30.0 %
Total	673	100.0 %

Q19. Which THREE of the maintenance/public works items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. 3rd choice	Number	Percent
Maintenance of major City streets	35	5.2 %
Maintenance of streets in your neighborhood	29	4.3 %
Maintenance of street signs/pavement markings	25	3.7 %
Maintenance of Downtown Fruita	48	7.1 %
Overall cleanliness of City streets & other public areas	47	7.0 %
Adequacy of City street lighting	34	5.1 %
Overall quality of City provided irrigation water	9	1.3 %
Landscaping & appearance of public areas along City streets	47	7.0 %
Snow removal on City streets	27	4.0 %
Overall availability of irrigation water	16	2.4 %
Overall condition of sidewalks	63	9.4 %
Overall quality of on-street bicycle infrastructure (bike lanes/signage)	37	5.5 %
None chosen	256	38.0 %
Total	673	100.0 %

Q19. Which THREE of the maintenance/public works items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q19. Sum of top 3 choices	Number	Percent
Maintenance of major City streets	211	31.4 %
Maintenance of streets in your neighborhood	150	22.3 %
Maintenance of street signs/pavement markings	71	10.5 %
Maintenance of Downtown Fruita	127	18.9 %
Overall cleanliness of City streets & other public areas	113	16.8 %
Adequacy of City street lighting	135	20.1 %
Overall quality of City provided irrigation water	43	6.4 %
Landscaping & appearance of public areas along City streets	121	18.0 %
Snow removal on City streets	82	12.2 %
Overall availability of irrigation water	53	7.9 %
Overall condition of sidewalks	143	21.2 %
Overall quality of on-street bicycle infrastructure (bike lanes/signage)	155	23.0 %
None chosen	157	23.3 %
Total	1561	

Q20. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Overall ease of travel by car in Fruita	28.7%	51.1%	11.0%	3.9%	1.5%	3.9%
Q20-2. Overall ease of travel by bicycle in Fruita	16.2%	35.1%	15.6%	6.7%	1.6%	24.8%
Q20-3. Overall ease of pedestrian travel in Fruita	21.5%	49.6%	13.1%	5.3%	1.8%	8.6%

Q20. 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=673)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Overall ease of travel by car in Fruita	29.8%	53.2%	11.4%	4.0%	1.5%
Q20-2. Overall ease of travel by bicycle in Fruita	21.5%	46.6%	20.8%	8.9%	2.2%
Q20-3. Overall ease of pedestrian travel in Fruita	23.6%	54.3%	14.3%	5.9%	2.0%

Q21. Which TWO of the traffic flow/transportation items listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q21. Top choice	Number	Percent
Overall ease of travel by car in Fruita	202	30.0 %
Overall ease of travel by bicycle in Fruita	147	21.8 %
Overall ease of pedestrian travel in Fruita	116	17.2 %
None chosen	208	30.9 %
Total	673	100.0 %

Q21. Which TWO of the traffic flow/transportation items listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q21. 2nd choice	Number	Percent
Overall ease of travel by car in Fruita	64	9.5 %
Overall ease of travel by bicycle in Fruita	125	18.6 %
Overall ease of pedestrian travel in Fruita	212	31.5 %
None chosen	272	40.4 %
Total	673	100.0 %

Q21. Which TWO of the traffic flow/transportation items listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q21. Sum of top 2 choices	Number	Percent
Overall ease of travel by car in Fruita	266	39.5 %
Overall ease of travel by bicycle in Fruita	272	40.4 %
Overall ease of pedestrian travel in Fruita	328	48.7 %
None chosen	208	30.9 %
Total	1074	

Q22. What products, services, events, and other amenities do you wish were available in Fruita?

Q22. What products, services, events, & other amenities do you wish were available in Fruita	Number	Percent
Larger selection of professional services such as banking, legal aid, etc.	44	6.5 %
More selection of restaurants	391	58.1 %
More general selection of products and/or services	194	28.8 %
Expanded store hours	79	11.7 %
Live music	211	31.4 %
More/improved lighting	124	18.4 %
More/better parking	207	30.8 %
More attractive atmosphere	128	19.0 %
More activities	127	18.9 %
Children's play area	124	18.4 %
Larger/more grocery stores	482	71.6 %
More healthcare/medical service options	63	9.4 %
Other	74	11.0 %
Total	2248	

Q23. What type of products do you regularly shop online for?

Q23. What type of products do you regularly shop online for	Number	Percent
Clothing	345	51.3 %
Food	131	19.5 %
Services	119	17.7 %
Other	204	30.3 %
Total	799	

Q23a. Approximately, what percentage of your household's shopping is done online?

Q23a. What percentage of your household's shopping is done online	Number	Percent
0%-25%	354	52.6 %
26%-49%	168	25.0 %
50%-74%	103	15.3 %
75%-100%	22	3.3 %
Not provided	26	3.9 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q23a. Approximately, what percentage of your household's shopping is done online? (without "not provided")

Q23a. What percentage of your household's shopping is done online	Number	Percent
0%-25%	354	54.7 %
26%-49%	168	26.0 %
50%-74%	103	15.9 %
75%-100%	22	3.4 %
Total	647	100.0 %

Q24. 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=673)

	Needs are very well met	Needs are met	Not sure	Needs are not met	Not provided
Q24-1. Small town atmosphere (mix of rural character & natural beauty)	50.4%	40.1%	3.9%	3.3%	2.4%
Q24-2. Sense of community	36.4%	43.4%	12.8%	4.8%	2.7%
Q24-3. Unique & vibrant feel of the community	36.1%	45.9%	12.0%	3.1%	2.8%
Q24-4. Access to quality shopping	8.6%	29.4%	20.5%	37.9%	3.6%
Q24-5. Affordability of housing	7.7%	35.5%	24.4%	28.8%	3.6%
Q24-6. Types of housing	13.2%	40.3%	23.5%	18.9%	4.2%
Q24-7. Availability of recreational opportunities	40.4%	41.8%	10.5%	4.0%	3.3%
Q24-8. Special events/festivals	33.6%	46.8%	11.1%	5.1%	3.4%
Q24-9. Ease of travel within Fruita	31.6%	49.0%	10.1%	6.8%	2.4%
Q24-10. Employment opportunities	5.2%	20.8%	44.4%	22.6%	7.0%
Q24-11. I feel welcomed regardless of who I am	35.2%	42.9%	12.2%	6.7%	3.0%

Q24. 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?

	Needs are very well met	Needs are met	Not sure	Needs are not met	Not provided
Q24-12. Quality of public schools	23.3%	32.2%	31.5%	7.4%	5.5%
Q24-13. Quality of your neighborhood overall	40.1%	47.7%	4.8%	5.1%	2.4%
Q24-14. Safety in your neighborhood	41.3%	44.9%	7.0%	4.5%	2.4%
Q24-15. Ability to get involved in City government	13.7%	26.6%	48.3%	6.2%	5.2%
Q24-16. Availability of high speed internet options	9.7%	29.7%	22.1%	34.9%	3.6%

WITHOUT "NOT PROVIDED"

Q24. 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=673)

	Needs are very well met	Needs are met	Not sure	Needs are not met
Q24-1. Small town atmosphere (mix of rural character & natural beauty)	51.6%	41.1%	4.0%	3.3%
Q24-2. Sense of community	37.4%	44.6%	13.1%	4.9%
Q24-3. Unique & vibrant feel of the community	37.2%	47.2%	12.4%	3.2%
Q24-4. Access to quality shopping	8.9%	30.5%	21.3%	39.3%
Q24-5. Affordability of housing	8.0%	36.8%	25.3%	29.9%
Q24-6. Types of housing	13.8%	42.0%	24.5%	19.7%
Q24-7. Availability of recreational opportunities	41.8%	43.2%	10.9%	4.1%
Q24-8. Special events/festivals	34.8%	48.5%	11.5%	5.2%
Q24-9. Ease of travel within Fruita	32.4%	50.2%	10.4%	7.0%
Q24-10. Employment opportunities	5.6%	22.4%	47.8%	24.3%
Q24-11. I feel welcomed regardless of who I am	36.3%	44.3%	12.6%	6.9%
Q24-12. Quality of public schools	24.7%	34.1%	33.3%	7.9%
Q24-13. Quality of your neighborhood overall	41.1%	48.9%	4.9%	5.2%
Q24-14. Safety in your neighborhood	42.3%	46.0%	7.2%	4.6%
Q24-15. Ability to get involved in City government	14.4%	28.1%	50.9%	6.6%
Q24-16. Availability of high speed internet options	10.0%	30.8%	23.0%	36.2%

Q25. Which THREE of the reasons listed in Question 24 were MOST IMPORTANT in your decision to live in Fruita?

Q25. Top choice	Number	Percent
Small town atmosphere (mix of rural character & natural beauty)	259	38.5 %
Sense of community	26	3.9 %
Unique & vibrant feel of the community	29	4.3 %
Access to quality shopping	42	6.2 %
Affordability of housing	35	5.2 %
Types of housing	8	1.2 %
Availability of recreational opportunities	29	4.3 %
Special events/festivals	4	0.6 %
Ease of travel within Fruita	10	1.5 %
Employment opportunities	6	0.9 %
I feel welcomed regardless of who I am	6	0.9 %
Quality of public schools	25	3.7 %
Quality of your neighborhood overall	17	2.5 %
Safety in your neighborhood	36	5.3 %
Ability to get involved in City government	3	0.4 %
Availability of high speed internet options	41	6.1 %
None chosen	97	14.4 %
Total	673	100.0 %

Q25. Which THREE of the reasons listed in Question 24 were MOST IMPORTANT in your decision to live in Fruita?

Q25. 2nd choice	Number	Percent
Small town atmosphere (mix of rural character & natural beauty)	55	8.2 %
Sense of community	85	12.6 %
Unique & vibrant feel of the community	33	4.9 %
Access to quality shopping	27	4.0 %
Affordability of housing	50	7.4 %
Types of housing	23	3.4 %
Availability of recreational opportunities	50	7.4 %
Special events/festivals	19	2.8 %
Ease of travel within Fruita	31	4.6 %
Employment opportunities	15	2.2 %
I feel welcomed regardless of who I am	13	1.9 %
Quality of public schools	30	4.5 %
Quality of your neighborhood overall	46	6.8 %
Safety in your neighborhood	47	7.0 %
Ability to get involved in City government	3	0.4 %
Availability of high speed internet options	16	2.4 %
None chosen	130	19.3 %
Total	673	100.0 %

Q25. Which THREE of the reasons listed in Question 24 were MOST IMPORTANT in your decision to live in Fruita?

<u>Q25. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Small town atmosphere (mix of rural character & natural beauty)	30	4.5 %
Sense of community	46	6.8 %
Unique & vibrant feel of the community	41	6.1 %
Access to quality shopping	20	3.0 %
Affordability of housing	38	5.6 %
Types of housing	26	3.9 %
Availability of recreational opportunities	49	7.3 %
Special events/festivals	30	4.5 %
Ease of travel within Fruita	31	4.6 %
Employment opportunities	13	1.9 %
I feel welcomed regardless of who I am	26	3.9 %
Quality of public schools	24	3.6 %
Quality of your neighborhood overall	53	7.9 %
Safety in your neighborhood	54	8.0 %
Ability to get involved in City government	3	0.4 %
Availability of high speed internet options	17	2.5 %
<u>None chosen</u>	<u>172</u>	<u>25.6 %</u>
Total	673	100.0 %

Q25. Which THREE of the reasons listed in Question 24 were MOST IMPORTANT in your decision to live in Fruita? (top 3)

<u>Q25. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Small town atmosphere (mix of rural character & natural beauty)	344	51.1 %
Sense of community	157	23.3 %
Unique & vibrant feel of the community	103	15.3 %
Access to quality shopping	89	13.2 %
Affordability of housing	123	18.3 %
Types of housing	57	8.5 %
Availability of recreational opportunities	128	19.0 %
Special events/festivals	53	7.9 %
Ease of travel within Fruita	72	10.7 %
Employment opportunities	34	5.1 %
I feel welcomed regardless of who I am	45	6.7 %
Quality of public schools	79	11.7 %
Quality of your neighborhood overall	116	17.2 %
Safety in your neighborhood	137	20.4 %
Ability to get involved in City government	9	1.3 %
Availability of high speed internet options	74	11.0 %
<u>None chosen</u>	<u>97</u>	<u>14.4 %</u>
Total	1717	

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

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

	Number	Percent
Yes	289	42.9 %
No	353	52.5 %
Not provided	31	4.6 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Should City Council add a question about permitting the retail sale of cannabis in Fruita on the April 2022 ballot? (without "not provided")

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

	Number	Percent
Yes	289	45.0 %
No	353	55.0 %
Total	642	100.0 %

Q27a. If the question were included on the April 2022 ballot, how might you vote?

Q27a. How might you vote	Number	Percent
In favor of allowing retail cannabis sales in Fruita	256	88.6 %
Against retail cannabis sales in Fruita	24	8.3 %
Not provided	9	3.1 %
Total	289	100.0 %

WITHOUT "NOT PROVIDED"

Q27a. If the question were included on the April 2022 ballot, how might you vote? (without "not provided")

Q27a. How might you vote	Number	Percent
In favor of allowing retail cannabis sales in Fruita	256	91.4 %
Against retail cannabis sales in Fruita	24	8.6 %
Total	280	100.0 %

Q28. Approximately how many years have you lived in the City of Fruita?

Q28. How many years have you lived in City of

Fruita	Number	Percent
Less than 5 years	204	30.3 %
5-10 years	147	21.8 %
11-20 years	174	25.9 %
20+ years	143	21.2 %
Not provided	5	0.7 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q28. Approximately how many years have you lived in the City of Fruita? (without "not provided")

Q28. How many years have you lived in City of

Fruita	Number	Percent
Less than 5 years	204	30.5 %
5-10 years	147	22.0 %
11-20 years	174	26.0 %
20+ years	143	21.4 %
Total	668	100.0 %

Q29. What is your age?

Q29. Your age	Number	Percent
18-34	124	18.4 %
35-44	121	18.0 %
45-54	133	19.8 %
55-64	140	20.8 %
65+	144	21.4 %
Not provided	11	1.6 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q29. What is your age? (without "not provided")

Q29. Your age	Number	Percent
18-34	124	18.7 %
35-44	121	18.3 %
45-54	133	20.1 %
55-64	140	21.1 %
65+	144	21.8 %
Total	662	100.0 %

Q30. What is your total household income?

Q30. Your total household income	Number	Percent
Under \$30K	103	15.3 %
\$30K-\$59,999	210	31.2 %
\$60K-\$99,999	169	25.1 %
\$100K+	132	19.6 %
Not provided	59	8.8 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q30. What is your total household income? (without "not provided")

Q30. Your total household income	Number	Percent
Under \$30K	103	16.8 %
\$30K-\$59,999	210	34.2 %
\$60K-\$99,999	169	27.5 %
\$100K+	132	21.5 %
Total	614	100.0 %

Q31. Your gender:

Q31. Your gender	Number	Percent
Male	328	48.7 %
Female	341	50.7 %
Non-binary	1	0.1 %
Prefer to self-describe	2	0.3 %
Not provided	1	0.1 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Your gender: (without "not provided")

Q31. Your gender	Number	Percent
Male	328	48.8 %
Female	341	50.7 %
Non-binary	1	0.1 %
Prefer to self-describe	2	0.3 %
Total	672	100.0 %

Q32. Which of the following best describes your race/ethnicity?

<u>Q32. What best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	3	0.4 %
Black/African American	4	0.6 %
Native American	24	3.6 %
White/Caucasian	598	88.9 %
Hispanic	86	12.8 %
Other	8	1.2 %
Total	723	

Q32-6. Other:

<u>Q32-6. Please describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Egyptian	1	14.3 %
Mixed	1	14.3 %
Irish	1	14.3 %
More than one	1	14.3 %
Bi-racial	1	14.3 %
Hawaiian, Pacific Islander	1	14.3 %
Multiple races	1	14.3 %
Total	7	100.0 %

Q33. Do you own or rent your home?

Q33. Do you own or rent your home	Number	Percent
Own	546	81.1 %
Rent	122	18.1 %
Not provided	5	0.7 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q33. Do you own or rent your home? (without "not provided")

Q33. Do you own or rent your home	Number	Percent
Own	546	81.7 %
Rent	122	18.3 %
Total	668	100.0 %

Q34. Are you registered to vote?

Q34. Are you registered to vote	Number	Percent
Yes	643	95.5 %
No	21	3.1 %
Not provided	9	1.3 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q34. Are you registered to vote? (without "not provided")

Q34. Are you registered to vote	Number	Percent
Yes	643	96.8 %
No	21	3.2 %
Total	664	100.0 %

Q35. Do you have a high-speed internet connection at home?

Q35. Do you have a high speed internet connection at home	Number	Percent
Yes	602	89.5 %
No	49	7.3 %
Not provided	22	3.3 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q35. Do you have a high-speed internet connection at home? (without "not provided")

Q35. Do you have a high speed internet connection at home	Number	Percent
Yes	602	92.5 %
No	49	7.5 %
Total	651	100.0 %

Q36. Which of the following best describes your current employment status?

Q36. What best describes your current employment status	Number	Percent
Retired	188	27.9 %
Homemaker	27	4.0 %
Student	3	0.4 %
Employed full-time	353	52.5 %
Employed part-time	73	10.8 %
Unemployed but seeking work	11	1.6 %
Unemployed not seeking work	7	1.0 %
Not provided	11	1.6 %
Total	673	100.0 %

WITHOUT "NOT PROVIDED"

Q36. Which of the following best describes your current employment status? (without "not provided")

Q36. What best describes your current employment status	Number	Percent
Retired	188	28.4 %
Homemaker	27	4.1 %
Student	3	0.5 %
Employed full-time	353	53.3 %
Employed part-time	73	11.0 %
Unemployed but seeking work	11	1.7 %
Unemployed not seeking work	7	1.1 %
Total	662	100.0 %

Q36a. (If employed) Please indicate where you currently work.

Q36a. Where do you currently work	Number	Percent
In Fruita	118	27.7 %
In Grand Junction	237	55.6 %
Remotely/from home (due to COVID-19)	34	8.0 %
Remotely/from home (not due to COVID-19)	73	17.1 %
Other	38	8.9 %
Total	500	

Q36a-5. Other

Q36a-5. Other	Number	Percent
Self employed	4	12.9 %
Palisade	3	9.7 %
Loma	3	9.7 %
22 & H1/2 Road, Grand Valley Power	1	3.2 %
I work in most of western Colorado as well	1	3.2 %
Denver, travel to and from work	1	3.2 %
Mostly in Junction but travel to other city's for work as well	1	3.2 %
Still work full-time in Rangely, CO	1	3.2 %
County	1	3.2 %
Out of state	1	3.2 %
OFFICE IN GRAND JUNCTION, LACK OF AFFORDABLE OPTIONS IN FRUITA	1	3.2 %
Rifle, Silt, and New Castle	1	3.2 %
Regional employee in Colorado	1	3.2 %
Out of area, nation wide	1	3.2 %
Rio Blanco County	1	3.2 %
Husband works in mountains	1	3.2 %
All over	1	3.2 %
Parachute	1	3.2 %
Mesa County	1	3.2 %
Home based office, see clients all over Grand Valley	1	3.2 %
I am a handyman	1	3.2 %
Regional field work	1	3.2 %
Contractor	1	3.2 %
Work in Denver, live part time in Fruita	1	3.2 %
Total	31	100.0 %

Section 5

Survey Instrument

FRUITA
COLORADO

325 East Aspen
Suite 155
Fruita, CO 81521

P 970.858.3663
F 970.858.0210
www.fruita.org



CITY MANAGER
970.858.3663

CITY CLERK/FINANCE
970.858.3663

COMMUNITY
DEVELOPMENT
970.858.0786

MUNICIPAL COURT
970.858.8041

POLICE DEPARTMENT
970.858.3008

ENGINEERING
970.858.8377

HUMAN RESOURCES
970.858.8373

PUBLIC WORKS
970.858.9558

PARKS/RECREATION
970.858.0360

WASTEWATER
TREATMENT FACILITY
970.858.4081

April 1, 2021

Dear Fruita Resident,

We need your feedback. Every four years, the City of Fruita administers a community survey. After recently completing the community's comprehensive plan "Fruita in Motion," which an incredible number of residents engaged in the year long process resulting in the adoption of the 10-year+ plan in February 2020, we want to know your thoughts on City services. The City organization exists to provide essential, core services to our residents. In addition, the City aligns resources with community priorities to positively impact *Quality of Place, Economic Health* and *Lifestyle* of Fruita, while maintaining and enhancing the community values identified in Fruita in Motion. Some of the information requested in this survey helps provide trends with past community surveys and benchmarks to communities across the country. We use this information in our efforts to continually improve service delivery, as well as in decision making that impacts the community.

We greatly appreciate your time. We realize that this survey takes some time to complete, but every question is important.

Please return your completed survey within the next 10 days using the postage-paid envelope provided. If you would prefer, the survey can also be taken online at 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. ETC Institute will present the results to the City this Summer. Responses to the survey are confidential.

If you have questions, please contact City of Fruita at (970) 858-3663 or at communications@fruita.org. **Thank you in advance for your participation.**

Sincerely,

Mayor Joel Kincaid

City of Fruita 2021 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: ____

2a. **If you selected "overall flow of traffic and congestion management in the City" as one of the items that should receive the most emphasis from the City in Question 2, are there specific locations where traffic congestion is a concern?**

3. **Several items that may influence your perception of the City of Fruita are listed below. Please rate 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 image of Highway 6 & 50 area	5	4	3	2	1	9
06. Overall image of Highway 340 area	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 feeling of safety in the City	5	4	3	2	1	9
12. Overall quality of new commercial development in the City	5	4	3	2	1	9
13. Overall quality of new residential development in the City	5	4	3	2	1	9
14. Availability of high-speed internet service options in Fruita	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.	Visibility of police in neighborhoods	5	4	3	2	1	9
3.	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
6.	Feeling of safety when using on-street bicycle infrastructure (bike lanes/signage)	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. 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.	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.	Quality of the City's web page	5	4	3	2	1	9
5.	Quality of the City Link quarterly newsletter	5	4	3	2	1	9
6.	Quality of the City's social media accounts	5	4	3	2	1	9
7.	Quality of the City's weekly update	5	4	3	2	1	9
8.	Quality/availability of the minutes from public meetings	5	4	3	2	1	9

7. Please CHECK ALL of the communication outlets that you are aware of or use.

- | | |
|--|--|
| ____(01) City Manager Event Series | ____(11) Snapchat |
| ____(02) City of Fruita web page | ____(12) Television |
| ____(03) Facebook | ____(13) The Daily Sentinel |
| ____(04) Fruita City Link – electronically | ____(14) The radio |
| ____(05) Fruita City Link – print by mail | ____(15) TikTok |
| ____(06) Instagram | ____(16) Tumblr |
| ____(07) LinkedIn | ____(17) Twitter |
| ____(08) Nextdoor | ____(18) Weekly Update from City Manager |
| ____(09) Posted notices | ____(19) YouTube |
| ____(10) Reddit | ____(20) Other: _____ |

8. Which THREE of the sources listed in Question 7 are your MOST PREFERRED ways to learn about activities and services in the City of Fruita? [Write-in your answers below using the numbers from the list in Question 7.]

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

8a. Thinking generally, where do you prefer to get news and information from?

9. **Diversity, Equity, and Inclusion.** For each of the statements listed, please rate your level of agreement using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

Diversity, Equity, and Inclusion		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The City of Fruita is a place that is open and welcoming to people of all races, backgrounds, and racist beliefs are not tolerated	5	4	3	2	1	9
2.	I feel welcome and a sense of belonging in Fruita	5	4	3	2	1	9
3.	Fruita has affordable and equitable housing options for all income levels	5	4	3	2	1	9
4.	I am concerned about rising housing prices in Fruita	5	4	3	2	1	9
5.	I am treated equitably by City staff	5	4	3	2	1	9
6.	I am treated equitably by the City's municipal court system	5	4	3	2	1	9
7.	The City's elected officials support policy that is equitable to all residents	5	4	3	2	1	9
8.	I feel safe going to Fruita Police Department for help if I need it	5	4	3	2	1	9
9.	Fruita Police Department treats everyone fairly regardless of their race, ethnicity, gender, or income	5	4	3	2	1	9

10. **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
6.	Sidewalk repairs (sidewalks or maintenance are responsibility of adjacent property owner)	3	2	1

11. **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."

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
7.	Maintenance of Snooks Bottom Open Space	5	4	3	2	1	9
8.	Availability of public lands/open space	5	4	3	2	1	9

12. Which THREE of the parks items listed in Question 11 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 11.]

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

13. Please CHECK ALL of the reasons you or members of your household have used the Snooks Bottom Open Space during the past 12 months.

- | | |
|---------------------------------|---|
| ____(01) Disc golf | ____(08) Biking |
| ____(02) Walking | ____(09) Swimming |
| ____(03) Lake | ____(10) Nature viewing |
| ____(04) Hiking | ____(11) Watercraft/floatation uses |
| ____(05) Fishing | ____(12) Running |
| ____(06) Walking dog | ____(13) Other: _____ |
| ____(07) Passive open space use | ____(14) None; have not used it during the past 12 months |

14. **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

15. Which THREE of the recreation items listed in Question 14 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 14.]

1st: _____ 2nd: _____ 3rd: _____

16. **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
01.	Overall impression of Community Center	5	4	3	2	1	9
02.	Hours of operation	5	4	3	2	1	9
03.	Availability of meeting spaces	5	4	3	2	1	9
04.	Cleanliness	5	4	3	2	1	9
05.	Customer service	5	4	3	2	1	9
Aquatics							
06.	Overall impression of indoor pool	5	4	3	2	1	9
07.	Overall impression of outdoor pool	5	4	3	2	1	9
08.	Hours of operation	5	4	3	2	1	9
09.	Availability of lap lane times	5	4	3	2	1	9
10.	Availability of leisure/family swim times	5	4	3	2	1	9
11.	Availability of water aerobics classes	5	4	3	2	1	9
12.	Cleanliness	5	4	3	2	1	9
13.	Customer service	5	4	3	2	1	9

17. Which THREE of the Community Center/Aquatics items listed in Question 16 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. 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.	Overall quality of City provided irrigation water	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.	Overall condition of sidewalks	5	4	3	2	1	9
12.	Overall quality of on-street bicycle infrastructure (bike lanes/signage)	5	4	3	2	1	9

19. Which THREE of the maintenance/public works 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: ____ 3rd: ____

20. 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.	Overall ease of travel by car in Fruita	5	4	3	2	1	9
2.	Overall ease of travel by bicycle in Fruita	5	4	3	2	1	9
3.	Overall ease of pedestrian travel in Fruita	5	4	3	2	1	9

21. Which TWO of the traffic flow/transportation items listed in Question 20 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 20.]

1st: ____ 2nd: ____

21. Indicate where it is most difficult to travel in Fruita using the modes of transportation listed below.

21a. Travel by car: _____

21b. Travel by bicycle: _____

21c. Pedestrian travel: _____

22. What products, services, events, and other amenities do you wish were available in Fruita? [Check all that apply.]

- | | |
|---|--|
| ____(01) Larger selection of professional services such as banking, legal aid, etc. | ____(07) More/Better parking |
| ____(02) More selection of restaurants | ____(08) More attractive atmosphere |
| ____(03) More general selection of products and/or services | ____(09) More activities |
| ____(04) Expanded store hours | ____(10) Children's play area |
| ____(05) Live music | ____(11) Larger/More grocery stores |
| ____(06) More/Improved lighting | ____(12) More healthcare/medical service options |
| | ____(13) Other: _____ |

23. What type of products do you regularly shop online for? [Check all that apply.]

- | | |
|------------------|----------------------|
| ____(1) Clothing | ____(3) Services |
| ____(2) Food | ____(4) Other: _____ |

23a. Approximately, what percentage of your household's shopping is done online?

____(1) 0%-25%

____(3) 50%-74%

____(2) 26%-49%

____(4) 75%-100%

24. 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?

		Needs are Very Well Met	Needs are Met	Not sure	Needs are Not Met
01.	Small town atmosphere (mix of rural character and natural beauty)	4	3	2	1
02.	Sense of community	4	3	2	1
03.	Unique and vibrant feel of the community	4	3	2	1
04.	Access to quality shopping	4	3	2	1
05.	Affordability of housing	4	3	2	1
06.	Types of housing	4	3	2	1
07.	Availability of recreational opportunities	4	3	2	1
08.	Special events/festivals	4	3	2	1
09.	Ease of travel within Fruita	4	3	2	1
10.	Employment opportunities	4	3	2	1
11.	I feel welcomed regardless of who I am	4	3	2	1
12.	Quality of public schools	4	3	2	1
13.	The quality of your neighborhood overall	4	3	2	1
14.	Safety in your neighborhood	4	3	2	1
15.	Ability to get involved in City government	4	3	2	1
16.	Availability of high-speed internet options	4	3	2	1

25. Which THREE of the reasons listed in Question 24 were MOST IMPORTANT in your decision to live Fruita? [Write-in your answers below using the numbers from the list in Question 24.]

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

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

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

____(1) Yes ____ (2) No

27a. If the question were included on the April 2022 ballot how might you vote?

____(1) In favor of allowing retail cannabis sales in Fruita

____(2) Against retail cannabis sales in Fruita

28. 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

29. What is your age? _____ years

30. What is your total household income?

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

31. Your gender:

____(1) Male

____(3) Non-Binary

____(2) Female

____(4) Prefer to self-describe: _____

32. Which of the following best describes your race/ethnicity? [Check all that apply.]
 (01) Asian/Pacific Islander (04) White/Caucasian
 (02) Black/African American (05) Hispanic
 (03) Native American (99) Other: _____

33. Do you own or rent your home? (1) Own (2) Rent

34. Are you registered to vote? (1) Yes (2) No

35. Do you have a high-speed internet connection at home? (1) Yes (2) No

36. Which of the following best describes your current employment status?
 (1) Retired (5) Employed part-time [Answer Q36a]
 (2) Homemaker (6) Unemployed but seeking work
 (3) Student (7) Unemployed not seeking work
 (4) Employed full-time [Answer Q36a]

36a. Please indicate where you currently work. [Check all that apply.]

(1) In Fruita
 (2) In Grand Junction
 (3) Remotely/From home (Due to COVID-19)
 (4) Remotely/From home (NOT due to COVID-19)
 (5) Other: _____

Interest in a Focus Group or Online Panel

If you would be willing to participate in a focus group/on-line panel sponsored by the City of Fruita to discuss some of the issues addressed on this survey, please provide your contact information below.

Name: _____

E-Mail: _____

Phone: _____

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 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.