ETC Institute
A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 30 years

More than 2,150,000 Persons Surveyed Since 2007 for more than 900 cities in 49 States
Agenda

- Purpose and Methodology
- Bottom Line Upfront
- Major Findings
- Summary
- Questions
Purpose

• To objectively assess citizen satisfaction with the delivery of City services

• To compare the City’s performance with residents in other communities

• To measure trends from previous surveys

• To help determine priorities for the community
Methodology

• Survey Description
  - seven-page survey; asked many of the same questions from previous surveys
  - 3rd community survey administered for the City

• Method of Administration
  - by mail, online and phone to a random sample of City residents
  - each survey took approximately 15-20 minutes to complete

• Sample size:
  - goal number of surveys: 400
  - goal far exceeded: 872 completed surveys
  - demographics of survey respondents accurately reflects the actual population of the City

• Confidence level: 95%
• Margin of error: +/- 3.3% overall
Good representation throughout the City
Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - 95% rated the overall quality of life in Fruita as “excellent” or “good”
  - 84% rated the overall quality services provided by the City of Fruita as “excellent” or “good”

- **The City Is Moving in the Right Direction**
  - Satisfaction ratings have increased in 46 of 59 areas since 2013, and increased in 37 of 45 areas since 2009

- **Satisfaction with City Services Is Much Higher in Fruita Than Other Communities**
  - Fruita rated above the U.S. Average in 31 of 36 areas, and above the average for small U.S. cities in 32 of 36 areas
  - Satisfaction with the Overall Quality of City Services rated 35% above the U.S. Average, and 37% above the average for small U.S. cities

- **Top Overall Priorities:**
  - Quality of City streets
  - Effectiveness of City communication with the public
  - Flow of traffic and congestion management
Topic #1
Residents Have a Very Positive Perception of the City
84% of Residents Rated the Overall Quality of City Services as “Excellent” or “Good”; Only 4% Gave a Rating of “Below Average” or “Poor”
Q1. Overall Satisfaction with City Services by Major Category

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

<table>
<thead>
<tr>
<th>Service/Program</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (2,1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of garbage collection</td>
<td>49%</td>
<td>43%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Overall quality of police services</td>
<td>35%</td>
<td>50%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall quality of City parks</td>
<td>33%</td>
<td>52%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Overall quality of sewer service</td>
<td>28%</td>
<td>54%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall quality of recreation programs</td>
<td>36%</td>
<td>44%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall quality of service from City employees</td>
<td>30%</td>
<td>49%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall quality of the City's recycling program</td>
<td>41%</td>
<td>37%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Overall quality of crosswalks</td>
<td>21%</td>
<td>49%</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td>Overall flow of traffic &amp; congestion management</td>
<td>21%</td>
<td>49%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Overall quality of City streets</td>
<td>17%</td>
<td>49%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Effectiveness of City communication w/ the public</td>
<td>21%</td>
<td>42%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Quality of representation from City Council</td>
<td>19%</td>
<td>37%</td>
<td>34%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

Less 15% Were Dissatisfied with All City Services
*Topic #2*

The City Is Moving in the Right Direction
Q1. Overall Satisfaction With City Services by Major Category - 2009 vs. 2013 vs. 2017

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

- **Overall quality of police services**: 2009 - 78%, 2013 - 75%, 2017 - 84%
- **Overall quality of City parks**: 2009 - 77%, 2013 - 77%, 2017 - 84%
- **Overall quality of sewer service**: 2009 - 76%, 2013 - 78%, 2017 - 82%
- **Overall quality of recreation programs**: 2009 - 57%, 2013 - 71%, 2017 - 80%
- **Overall quality of service from City employees**: 2009 - 74%, 2013 - 74%, 2017 - 79%
- **Overall flow of traffic & congestion management**: 2009 - 59%, 2013 - 66%, 2017 - 69%
- **Effectiveness of City communication w/ the public**: 2009 - 57%, 2013 - 62%, 2017 - 62%
- **Quality of representation from City Council**: 2009 - 46%, 2013 - 52%, 2017 - 56%

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

**Significant Increase from 2013:**
- Overall quality of police services
- Overall quality of City parks
- Overall quality of sewer service
- Overall quality of recreation programs

**Significant Decrease from 2013:**
- Overall flow of traffic & congestion management
- Effectiveness of City communication w/ the public
- Quality of representation from City Council
Q3. Perception That Residents Have of the City - 2009 vs. 2013 vs. 2017

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

- Overall quality of life in the City: 95% (2017), 87% (2013), 83% (2009)
- Overall feeling of safety in the City: 87% (2017), 82% (2013), 83% (2009)
- Overall quality of services provided by the City: 84% (2017), 82% (2013), 78% (2009)
- Overall image of the City: 83% (2017), 74% (2013), 83% (2009)
- Overall appearance of the City: 69% (2017), 65% (2013), 65% (2009)
- Overall image of downtown: 69% (2017), 65% (2013), 65% (2009)
- Overall value received for tax dollars and fees: 65% (2017), 59% (2013), 65% (2009)
- Overall appearance of business signs: 59% (2017), 58% (2013), 58% (2009)
- Quality of new development in the City: 59% (2017), 53% (2013), 59% (2009)
- Overall image of Hwy. 6 & 50 corridor: Not asked in 2009

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

Significant Increase from 2013: 

Significant Decrease from 2013: 

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

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

- **Quality of pedestrian safety & crosswalks**
  - 2017: 70%
  - 2013: 67%
  - 2009: 67%

- **How quickly police respond to emergencies**
  - 2017: 67%
  - 2013: 61%
  - 2009: 60%

- **City's efforts to prevent crime**
  - 2017: 65%
  - 2013: 64%
  - 2009: 63%

- **Visibility of police in neighborhoods**
  - 2017: 61%
  - 2013: 57%
  - 2009: 59%

- **Safety/prevention education programs**
  - 2017: 47%
  - 2013: 55%
  - 2009: 51%

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

**Significant Increase from 2013:**
- Quality of pedestrian safety & crosswalks
- Visibility of police in neighborhoods

**Significant Decrease from 2013:**
- Safety/prevention education programs
Q7. Satisfaction with Various Aspects of City Communication - 2009 vs. 2013 vs. 2017

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

- **Quality of the City Link quarterly newsletter**: 73% (2017), 70% (2013), 73% (2009)
- **Availability of info on City programs/services**: 70% (2017), 68% (2013), 71% (2009)
- **City efforts to keep you informed**: 62% (2017), 64% (2013), 64% (2009)
- **How open the City is to public involvement/input**: 58% (2017), 54% (2013), 53% (2009)
- **Quality of the City's web page**: 56% (2017), 50% (2013), 52% (2009)

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
Q8. Satisfaction with Various Aspects of Parks - 2009 vs. 2013 vs. 2017

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

- **Maintenance of City parks**
  - 2017: 85%
  - 2013: 85%
  - 2009: 85%

- **Number of walking and biking trails**
  - 2017: 79%
  - 2013: 65%
  - 2009: 55%

- **Maintenance of trails**
  - 2017: 79%
  - 2013: 74%
  - 2009: 66%

- **Number of City parks**
  - 2017: 74%
  - 2013: 67%
  - 2009: 80%

- **Amount of open space**
  - 2017: 72%
  - 2013: 63%
  - 2009: 43%

- **Variety and types of City parks**
  - 2017: 66%
  - 2013: 73%
  - 2009: 61%

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

**Significant Increase from 2013:**
- Number of walking and biking trails
- Amount of open space

**Significant Decrease from 2013:**
- Number of City parks
Q10. Satisfaction with Various Aspects of Recreation - 2013 vs. 2017

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

- City special events and festivals: 77% (2017), 80% (2013)
- Program offerings for Seniors: 67% (2017), 61% (2013)
- Program offerings for the entire family: 65% (2017), 63% (2013)
- Program offerings for Adults: 62% (2017), 57% (2013)
- Amount of overall program offerings: 57% (2017), 56% (2013)
- Program offerings for Children (5th grade & under): 57% (2017), 56% (2013)
- Registration processes for programs: 56% (2017), 58% (2013)
- Program offerings for Youth (6th - 8th grade): 50% (2017), 52% (2013)
- Program offerings for Teens (9th grade and up): 43% (2017), 44% (2013)

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

**Significant Increase from 2013:**
- City special events and festivals
- Program offerings for Seniors
- Program offerings for the entire family
- Program offerings for Adults

**Significant Decrease from 2013:**
- Amount of overall program offerings
- Program offerings for Children (5th grade & under)
- Registration processes for programs
- Program offerings for Youth (6th - 8th grade)
- Program offerings for Teens (9th grade and up)
### Q12. Satisfaction with Various Aspects of the Community Center - 2013 vs. 2017

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

<table>
<thead>
<tr>
<th>Aspect</th>
<th>2017</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall impression of Community Center</td>
<td>88%</td>
<td>89%</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Customer service</td>
<td>80%</td>
<td>76%</td>
</tr>
<tr>
<td>Hours of operation</td>
<td>78%</td>
<td>75%</td>
</tr>
<tr>
<td>Availability of meeting spaces</td>
<td>74%</td>
<td>70%</td>
</tr>
<tr>
<td>Appropriateness of pass fees</td>
<td>61%</td>
<td>56%</td>
</tr>
</tbody>
</table>

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

**Significant Increase from 2013:**
- Customer service

**Significant Decrease from 2013:**
- Appropriateness of pass fees

TRENDS
Q17. Satisfaction with Various Aspects of Public Works - 2009 vs. 2013 vs. 2017
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

- Overall cleanliness of City streets/public areas
- Maintenance/preservation of downtown Fruita
- Maintenance of major City streets
- Maintenance of street signs/pavement markings
- Availability of sidewalks in the City
- Landscaping of public areas along City streets
- Maintenance of streets in your neighborhood
- Adequacy of City street lighting
- Snow removal on City streets
- Condition of City sidewalks

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

Significant Increase from 2013: ➡
Significant Decrease from 2013: ⬇
Topic #3

Satisfaction with City Services Is Much Higher in Fruita Than in Other Communities
## Overall Satisfaction with Major Categories of 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)

<table>
<thead>
<tr>
<th>Category</th>
<th>Fruita</th>
<th>U.S.</th>
<th>Under 30k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of garbage collection</td>
<td>93%</td>
<td>69%</td>
<td>66%</td>
</tr>
<tr>
<td>Overall quality of police services</td>
<td>84%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Overall quality of service from City employees</td>
<td>79%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Overall flow of traffic &amp; congestion management</td>
<td>69%</td>
<td>51%</td>
<td>54%</td>
</tr>
<tr>
<td>Overall quality of city streets</td>
<td>66%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Effectiveness of communication w/ the public</td>
<td>62%</td>
<td>47%</td>
<td>47%</td>
</tr>
</tbody>
</table>

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

**Significantly Higher:**  
**Significantly Lower:**
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 quality of life in your community
  - Fruita: 73%
  - U.S.: 70%
  - Under 30k: 69%
  - Significantly Higher:

- Overall feeling of safety
  - Fruita: 87%
  - U.S.: 69%
  - Under 30k: 69%
  - Significantly Lower:

- Overall quality of services provided by the City
  - Fruita: 84%
  - U.S.: 49%
  - Under 30k: 47%

- Overall image of your community
  - Fruita: 83%
  - U.S.: 64%
  - Under 30k: 62%

- Appearance of your community
  - Fruita: 70%
  - U.S.: 62%
  - Under 30k: 61%

- The quality of the Downtown
  - Fruita: 69%
  - U.S.: 50%
  - Under 30k: 50%

- Overall value you received for tax dollars
  - Fruita: 65%
  - U.S.: 38%
  - Under 30k: 36%

Source: ETC Institute Survey (2017 - Fruita, CO)
Overall Satisfaction with Public Safety 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)

- How quickly police respond to emergencies: Fruita 67%, U.S. 65%, Under 30k 65%
- Efforts to prevent crime: Fruita 56%, U.S. 57%, Under 30k 61%
- Visibility of police in neighborhoods: Fruita 59%, U.S. 67%, Under 30k 67%
- Police safety education programs: Fruita 47%, U.S. 54%, Under 30k 53%

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

Significantly Higher: ▲
Significantly Lower: ▼
Overall Satisfaction with Communication 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)

- Availability of info about City programs/services: Fruita 70%, U.S. 46%, Under 30k 47%
- Efforts to keep you informed about local issues: Fruita 62%, U.S. 46%, Under 30k 46%
- How open the City is public involvement/input: Fruita 58%, U.S. 33%, Under 30k 34%
- Quality of the community's website: Fruita 56%, U.S. 62%, Under 30k 60%

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

Significantly Higher: ▲  Significantly Lower: ▼
Overall Satisfaction with Parks and Recreation
City of Fruita vs. U.S. vs. Communities w/ Pop. <30k

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

- **Maintenance of local parks:**
  - Fruita: 85%
  - U.S.: 70%
  - Under 30k: 68%

- **Number of walking/biking trails:**
  - Fruita: 79%
  - U.S.: 63%
  - Under 30k: 58%

- **Number of parks in your community:**
  - Fruita: 74%
  - U.S.: 68%
  - Under 30k: 68%

- **Availability of meeting space:**
  - Fruita: 74%
  - U.S.: 53%
  - Under 30k: 50%

- **Registration process for programs:**
  - Fruita: 70%
  - U.S.: 62%
  - Under 30k: 56%

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

**Significantly Higher:**
- Maintenance of local parks
- Number of walking/biking trails
- Number of parks in your community
- Availability of meeting space

**Significantly Lower:**
- Registration process for programs
Overall Satisfaction with Public Works 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)

- Cleanliness of streets and other public areas
- Maintenance of Downtown
- Maintenance of major city streets
- Maintenance of street signs and traffic signals
- Maintenance of sidewalks in the city
- Mowing and tree trimming along streets
- Maintenance of streets in your neighborhood
- Adequacy of street lighting in your community
- Snow removal on major city streets
- Condition of sidewalks

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

Significantly Higher: 🔻
Significantly Lower: 🔺
Topic #4
Top Priorities
# 2017 Importance-Satisfaction Rating

## City of Fruita

### Major Categories of City Services

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

**Top Priorities:**
# 2017 Importance-Satisfaction Rating

## City of Fruita

### Public Works

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condition of sidewalks</td>
<td>27%</td>
<td>2</td>
<td>56%</td>
<td>11</td>
<td>0.1165</td>
<td>1</td>
</tr>
<tr>
<td>Snow removal on City streets</td>
<td>24%</td>
<td>3</td>
<td>57%</td>
<td>10</td>
<td>0.1057</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td>24%</td>
<td>4</td>
<td>61%</td>
<td>9</td>
<td>0.0953</td>
<td>3</td>
</tr>
<tr>
<td>Maintenance of major City streets</td>
<td>29%</td>
<td>1</td>
<td>71%</td>
<td>4</td>
<td>0.0832</td>
<td>4</td>
</tr>
<tr>
<td>Maintenance of streets in your neighborhood</td>
<td>24%</td>
<td>5</td>
<td>66%</td>
<td>8</td>
<td>0.0800</td>
<td>5</td>
</tr>
<tr>
<td>Landscaping of public areas along City streets</td>
<td>20%</td>
<td>6</td>
<td>67%</td>
<td>7</td>
<td>0.0681</td>
<td>6</td>
</tr>
<tr>
<td>Availability of sidewalks in City</td>
<td>14%</td>
<td>9</td>
<td>70%</td>
<td>6</td>
<td>0.0425</td>
<td>7</td>
</tr>
<tr>
<td>Cleanliness of City streets &amp; other public areas</td>
<td>18%</td>
<td>7</td>
<td>78%</td>
<td>2</td>
<td>0.0394</td>
<td>8</td>
</tr>
<tr>
<td>Maintenance of street signs/pavement markings</td>
<td>12%</td>
<td>10</td>
<td>71%</td>
<td>5</td>
<td>0.0363</td>
<td>9</td>
</tr>
<tr>
<td>Maintenance of downtown Fruita</td>
<td>15%</td>
<td>8</td>
<td>78%</td>
<td>1</td>
<td>0.0342</td>
<td>10</td>
</tr>
<tr>
<td>Overall availability of irrigation water</td>
<td>10%</td>
<td>11</td>
<td>72%</td>
<td>3</td>
<td>0.0291</td>
<td>11</td>
</tr>
</tbody>
</table>

**Public Works Priorities:**

1. Condition of sidewalks
2. Snow removal on City streets
3. Adequacy of City street lighting
4. Maintenance of major City streets
5. Maintenance of streets in your neighborhood
6. Landscaping of public areas along City streets
7. Availability of sidewalks in City
8. Cleanliness of City streets & other public areas
9. Maintenance of street signs/pavement markings
10. Maintenance of downtown Fruita
11. Overall availability of irrigation water
# 2017 Importance-Satisfaction Rating
## City of Fruita
### Traffic Flow and Transportation

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of pedestrian travel in Fruita</td>
<td>35%</td>
<td>1</td>
<td>71%</td>
<td>4</td>
<td>0.1010</td>
<td>1</td>
</tr>
<tr>
<td>Ease of travel by bicycle in Fruita</td>
<td>30%</td>
<td>2</td>
<td>67%</td>
<td>5</td>
<td>0.1005</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of north/south travel in Fruita</td>
<td>20%</td>
<td>4</td>
<td>75%</td>
<td>3</td>
<td>0.0515</td>
<td>3</td>
</tr>
<tr>
<td>Ease of travel by car in Fruita</td>
<td>22%</td>
<td>3</td>
<td>80%</td>
<td>1</td>
<td>0.0440</td>
<td>4</td>
</tr>
<tr>
<td>Ease of east/west travel in Fruita</td>
<td>18%</td>
<td>5</td>
<td>76%</td>
<td>2</td>
<td>0.0425</td>
<td>5</td>
</tr>
</tbody>
</table>
Topic #5
Health Care Services
Q27. Are you aware Family Health West Hospital provides a spectrum of health care services in Fruita, including Colorado Canyons Hospital & Medical Center?

by percentage of respondents

- Yes: 88%
- Not sure: 7%
- No: 5%

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
Q28. Agreement with Various Statements Regarding Health Care Services

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

Colorado Canyons Hospital & Medical Center is a resource/benefit to the community
- Strongly Agree (5) 54%
- Agree (4) 33%
- Neutral (3) 8%
- Disagree (2,1) 5%

The role of Family Health West is to provide elder care in Fruita
- Strongly Agree (5) 27%
- Agree (4) 40%
- Neutral (3) 23%
- Disagree (2,1) 10%

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

87% Feel That Colorado Canyons Hospital & Medical Center Is a Resource/Benefit to the Community
66% Feel Family Health West/Colorado Canyons Hospital & Medical Center Is Important to Their Household; Only 10% Feel It’s Not Important
Q37. How important is Family Health West/Colorado Canyons Hospital & Medical Center to the Community?

by percentage of respondents

- Very important: 69%
- Somewhat important: 16%
- Neutral: 5%
- Not at all important: 2%
- Don't know: 7%
- Not important: 1%

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

85% Feel Family Health West/Colorado Canyons Hospital & Medical Center Is Important to the Community; Only 3% Feel It’s Not Important
Over 75% Rated the Accessibility and Availability of Health Care in Fruita as “Excellent” or “Good”; Less Than 10% Rated Them as “Below Average” or “Poor”
Other Findings
Q15. Most Preferred Ways to Learn About Activities and Services in the Community

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

Fruita City Link - print by mail: 52%
The Daily Sentinel: 34%
Television: 28%
Social media: 26%
City of Fruita web page: 26%
Posted notices: 23%
The radio: 13%
Fruita City Link - electronically: 12%
Other: 6%

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
Q21. What would encourage you to shop in Fruita more often?

by percentage of respondents (multiple selections could be made)

- Better selection of restaurants: 60%
- Better general selection of products/services: 57%
- More/better parking: 35%
- More activities: 18%
- Expanded store hours: 18%
- Better selection of professional services: 18%
- More attractive atmosphere: 16%
- Live music: 15%
- More/improved lighting: 13%
- Children's play area: 11%
- Other: 20%

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
### Q22. How Well Needs Are Met for Living in Fruita

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Needs Very Well Met (4)</th>
<th>Needs Met (3)</th>
<th>Not sure (2)</th>
<th>Needs Not Met (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small town atmosphere</td>
<td>53%</td>
<td>40%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Ease of travel within Fruita</td>
<td>37%</td>
<td>53%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Sense of community</td>
<td>41%</td>
<td>49%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Safety in your neighborhood</td>
<td>43%</td>
<td>46%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Quality of your neighborhood overall</td>
<td>44%</td>
<td>45%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Availability of recreational opportunities</td>
<td>40%</td>
<td>44%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Types of housing</td>
<td>22%</td>
<td>51%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Affordability of housing</td>
<td>17%</td>
<td>42%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Quality of public schools</td>
<td>24%</td>
<td>34%</td>
<td>33%</td>
<td>9%</td>
</tr>
<tr>
<td>Access to quality shopping</td>
<td>9%</td>
<td>29%</td>
<td>19%</td>
<td>44%</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>6%</td>
<td>19%</td>
<td>46%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
Q23. Most Important Reasons in Residents’ Decision to Live in Fruita

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

- Small town atmosphere: 38%
- Safety in your neighborhood: 27%
- Sense of community: 24%
- Affordability of housing: 23%
- Quality of your neighborhood overall: 21%
- Access to quality shopping: 21%
- Availability of recreational opportunities: 19%
- Quality of public schools: 19%
- Employment opportunities: 17%
- Types of housing: 13%
- Ease of travel within Fruita: 11%

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
Residents Have a Very Positive Perception of the City
- 95% rated the overall quality of life in Fruita as “excellent” or “good”
- 84% rated the overall quality services provided by the City of Fruita as “excellent” or “good”

The City Is Moving in the Right Direction
- Satisfaction ratings have increased in 46 of 59 areas since 2013, and increased in 37 of 45 areas since 2009

Satisfaction with City Services Is Much Higher in Fruita Than Other Communities
- Fruita rated above the U.S. Average in 31 of 36 areas, and above the average for small U.S. cities in 32 of 36 areas
- Satisfaction with the Overall Quality of City Services rated 35% above the U.S. Average, and 37% above the average for small U.S. cities

Top Overall Priorities:
- Quality of City streets
- Effectiveness of City communication with the public
- Flow of traffic and congestion management
Questions?

THANK YOU!!