

# ***2017 Community Survey***

## ***City of Fruita, Colorado***

Presented by



**FRUITA**  
COLORADO



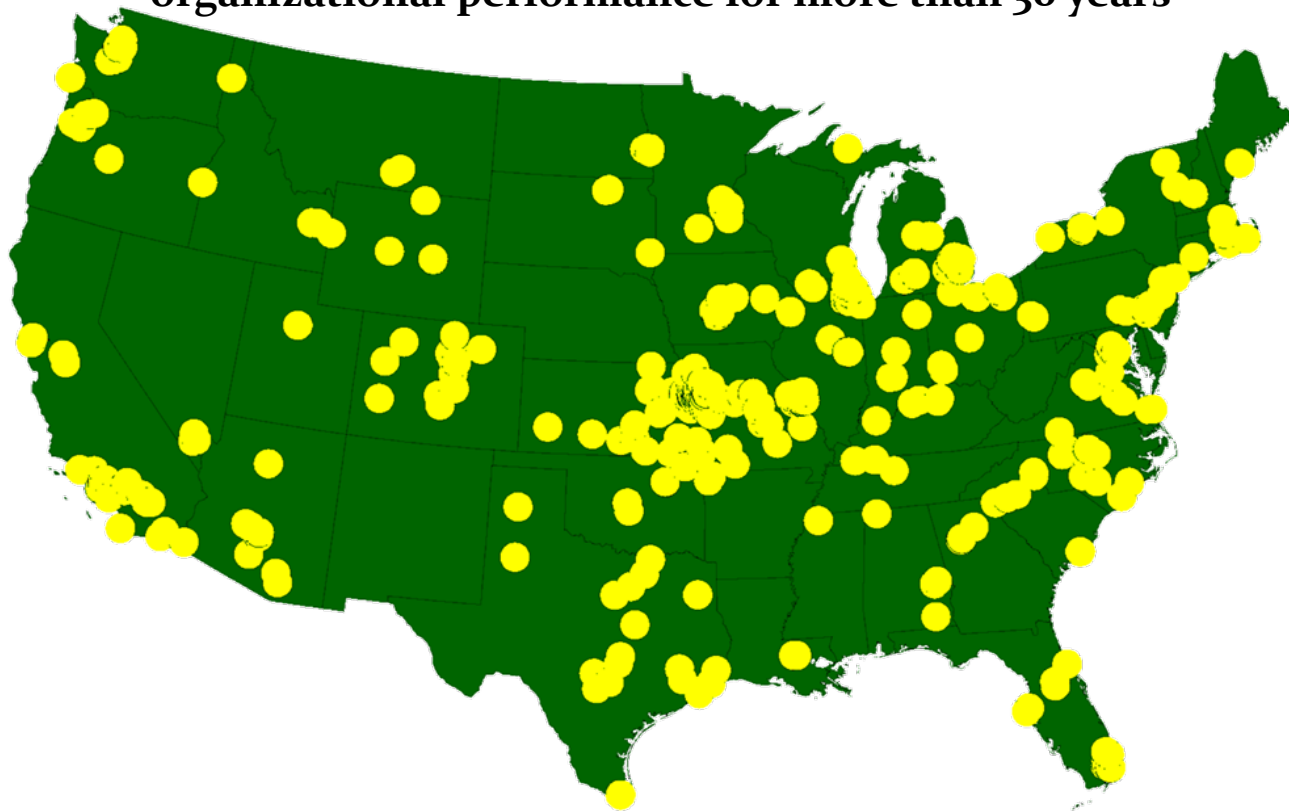
**ETC**  
INSTITUTE

October 2017

# ETC Institute

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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**

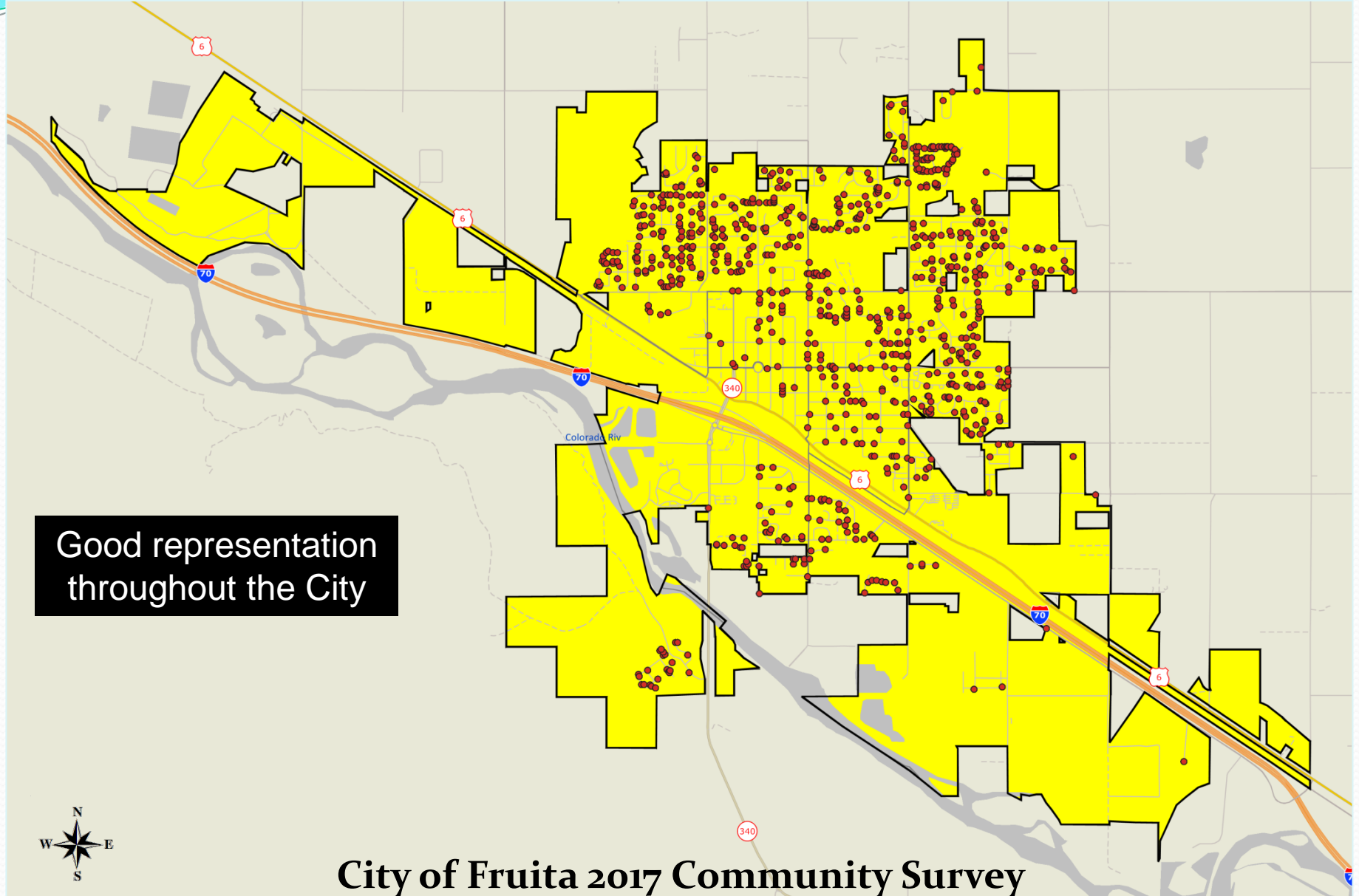
# Purpose

- **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
  - ❑ 3<sup>rd</sup> 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

# Location of Survey Respondents



# 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

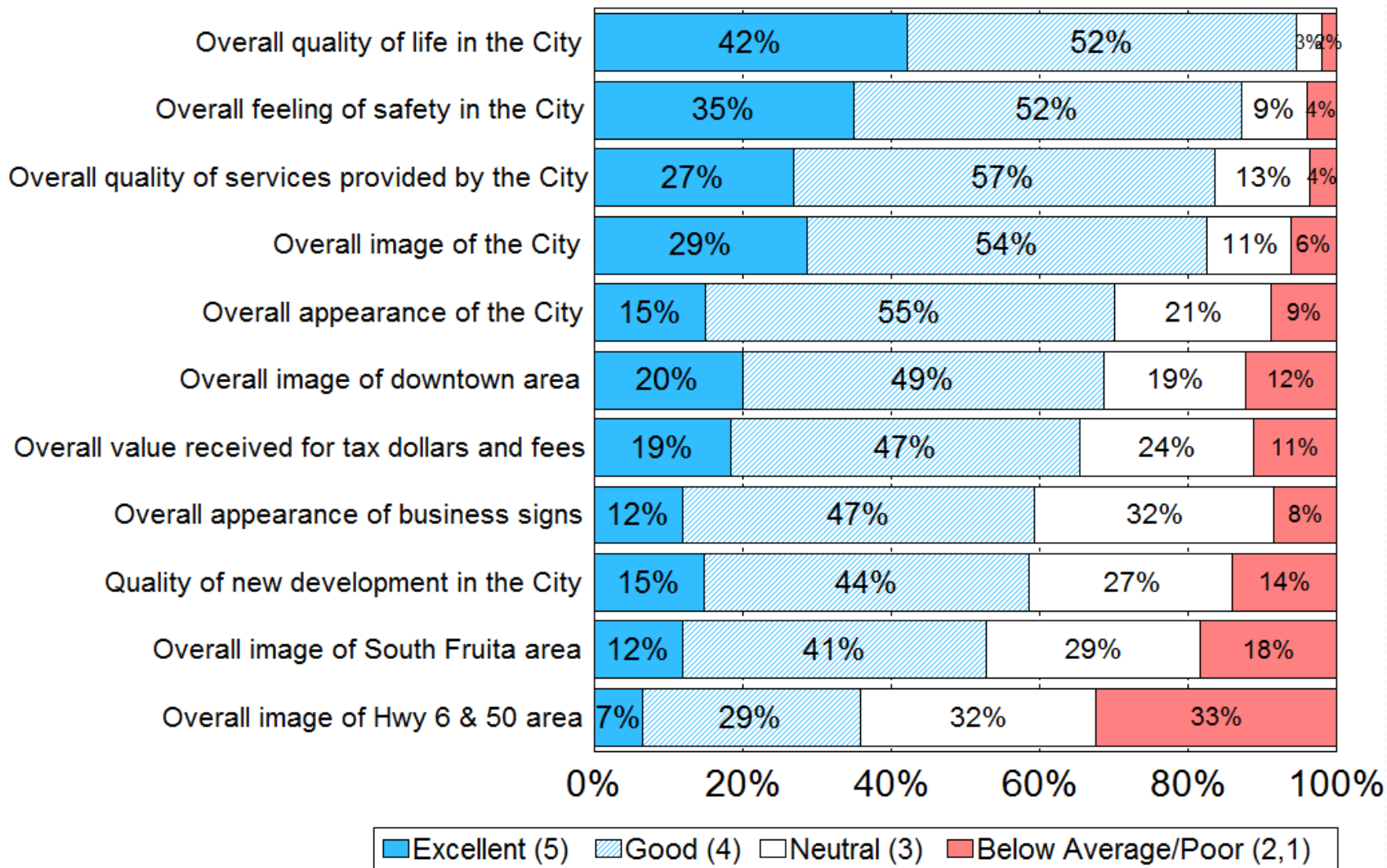
# *Topic #1*

Residents Have a Very Positive  
Perception of the City



# Q3. Perception That Residents Have of the City

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

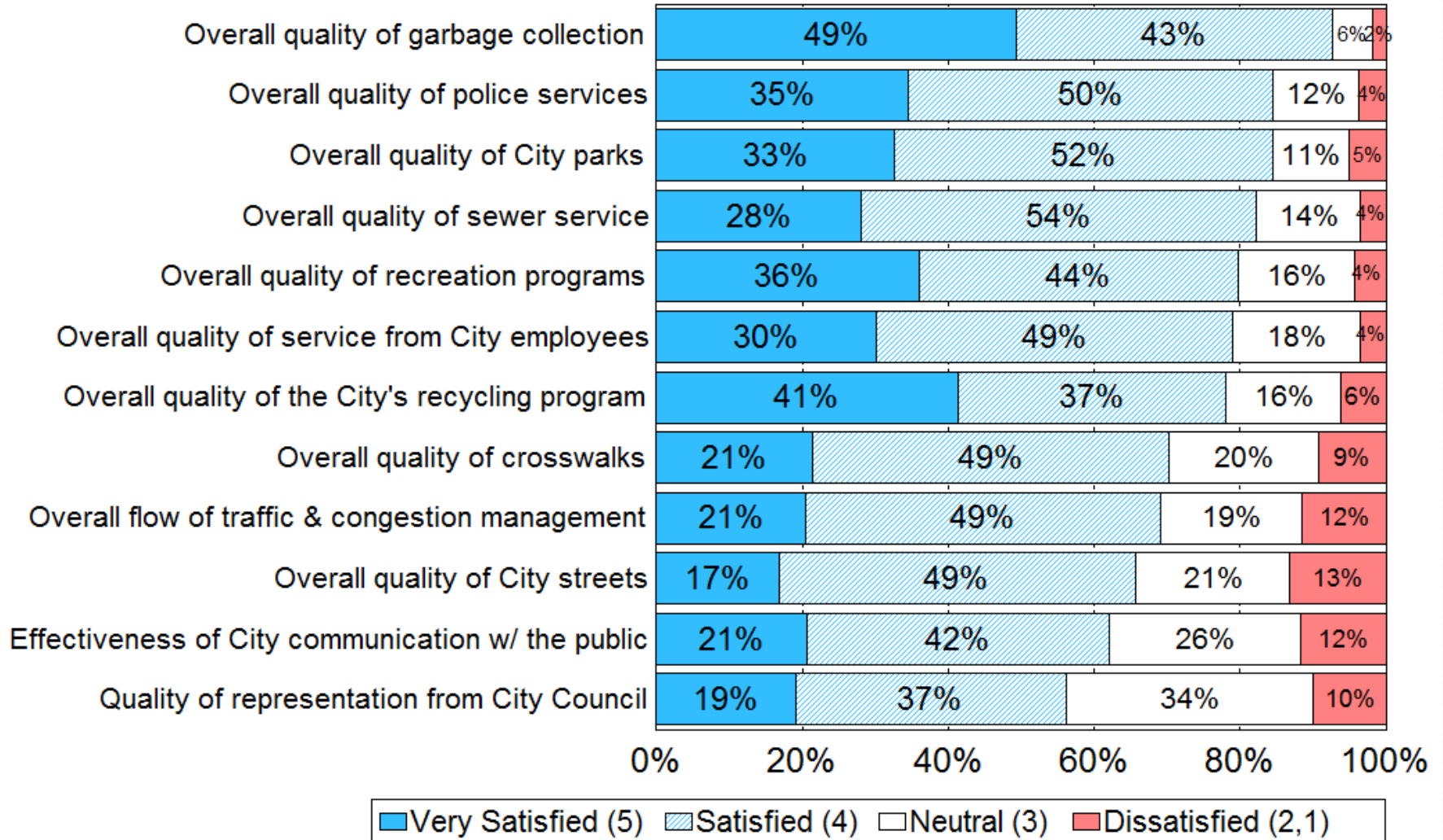


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**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")



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

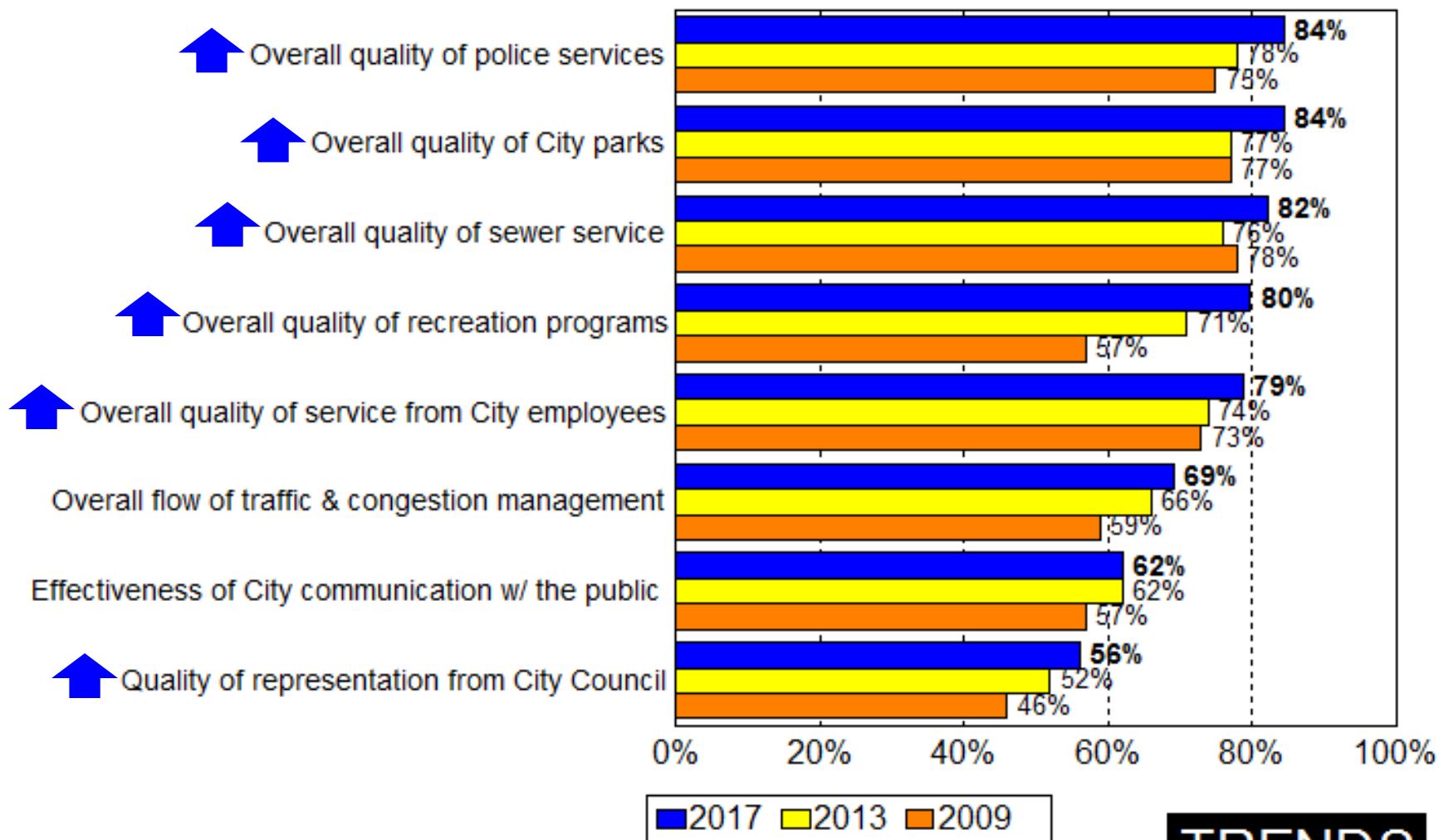
**Less 15% Were Dissatisfied with All City Services**

## *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")



**TRENDS**

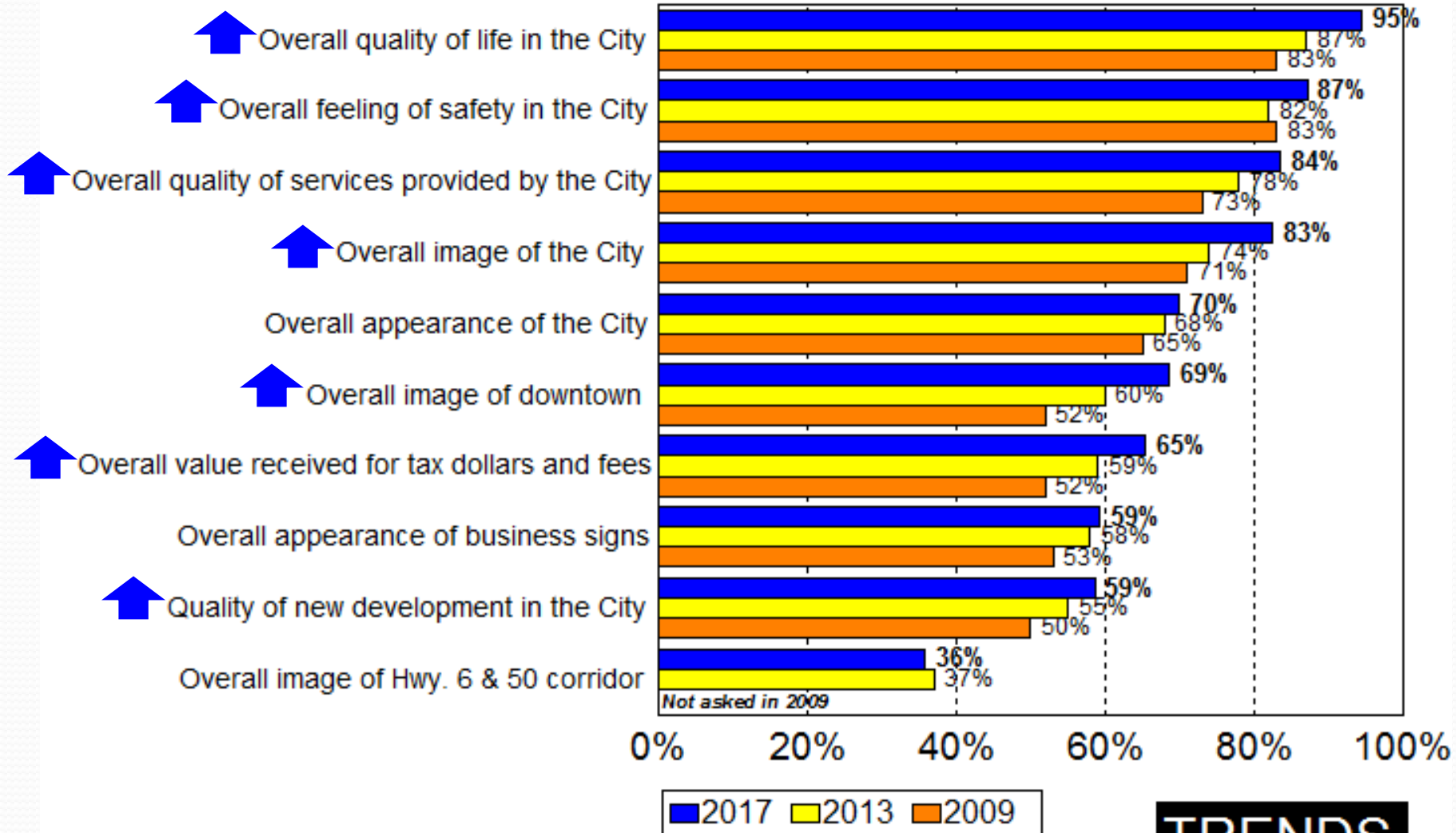
Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**Significant Increase from 2013:** ↑

**Significant Decrease from 2013:** ↓

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

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



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

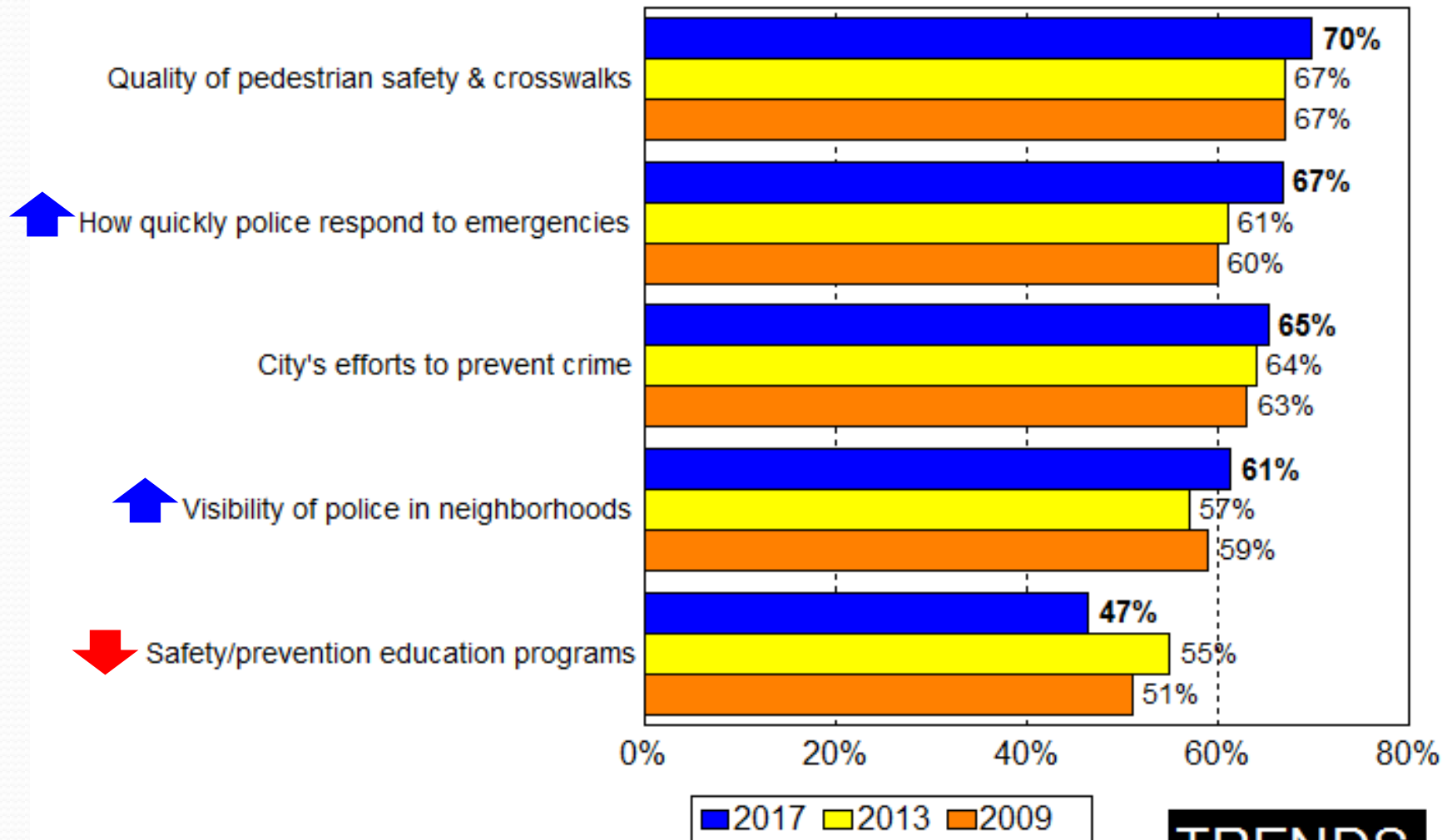
**TRENDS**

**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")



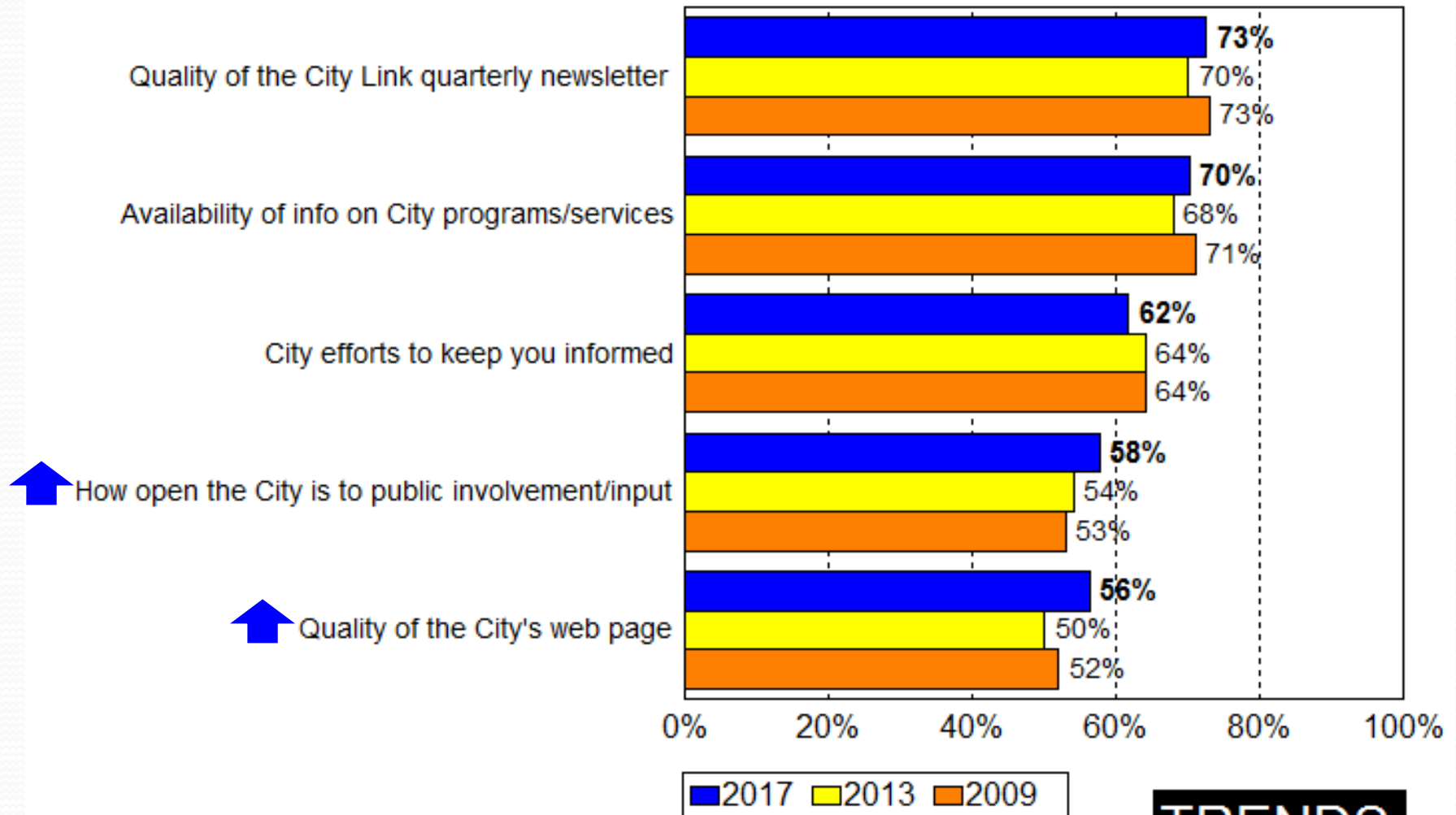
Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**Significant Increase from 2013:** ↑

**Significant Decrease from 2013:** ↓

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

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



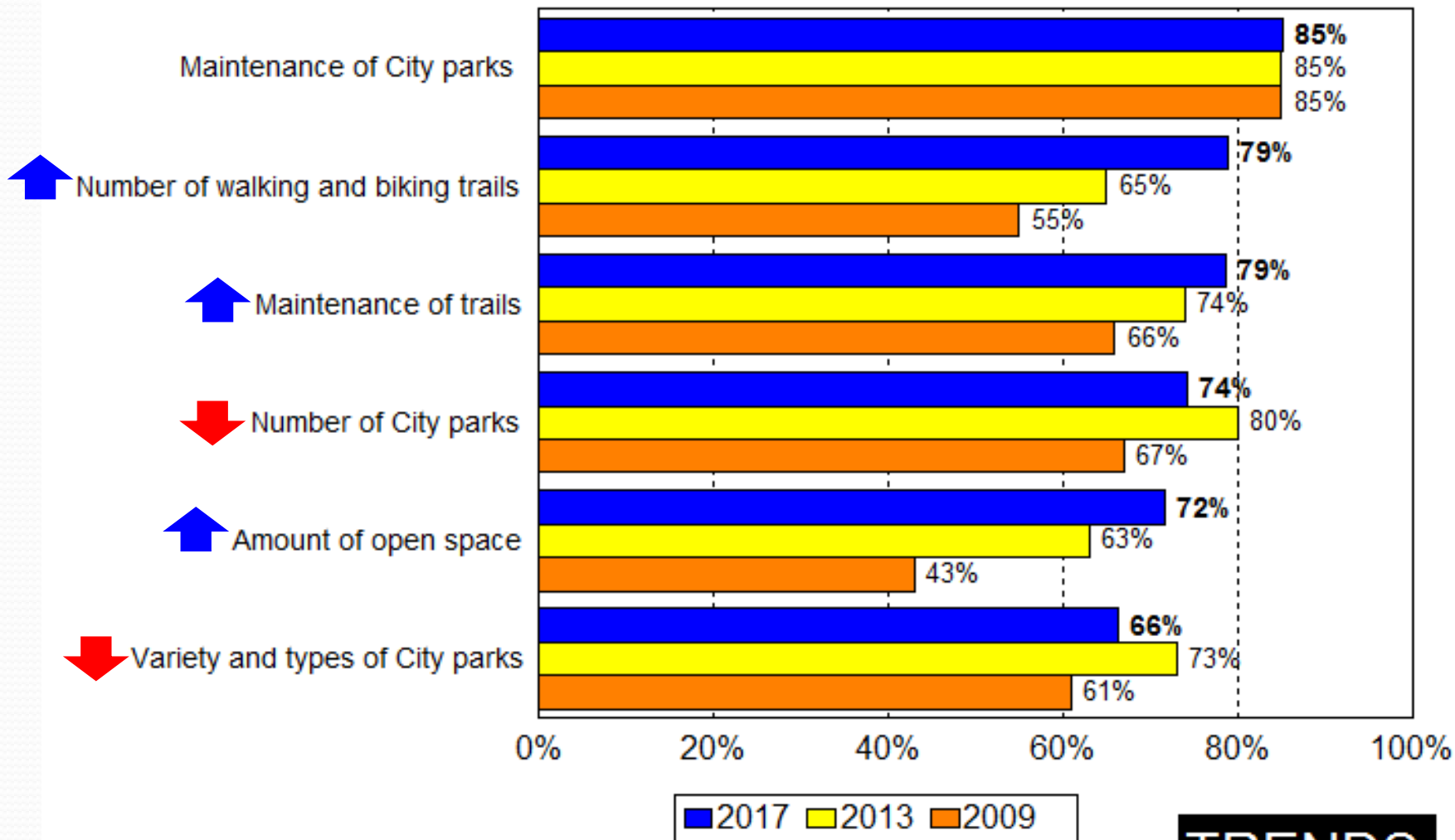
Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**Significant Increase from 2013:** ↑

**Significant Decrease from 2013:** ↓

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

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



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

**TRENDS**

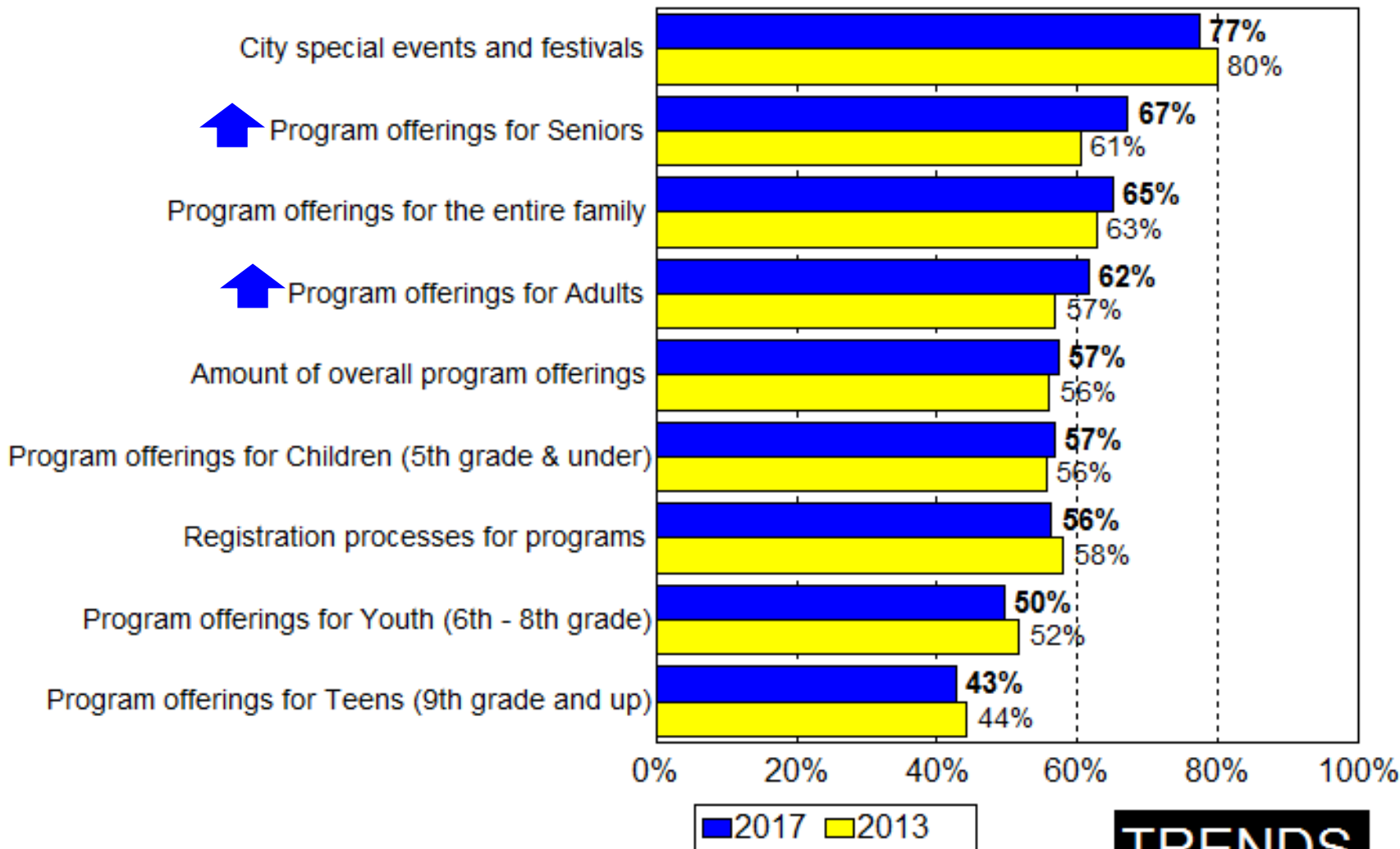
**Significant Increase from 2013:** ↑

**Significant Decrease from 2013:** ↓



# 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")



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

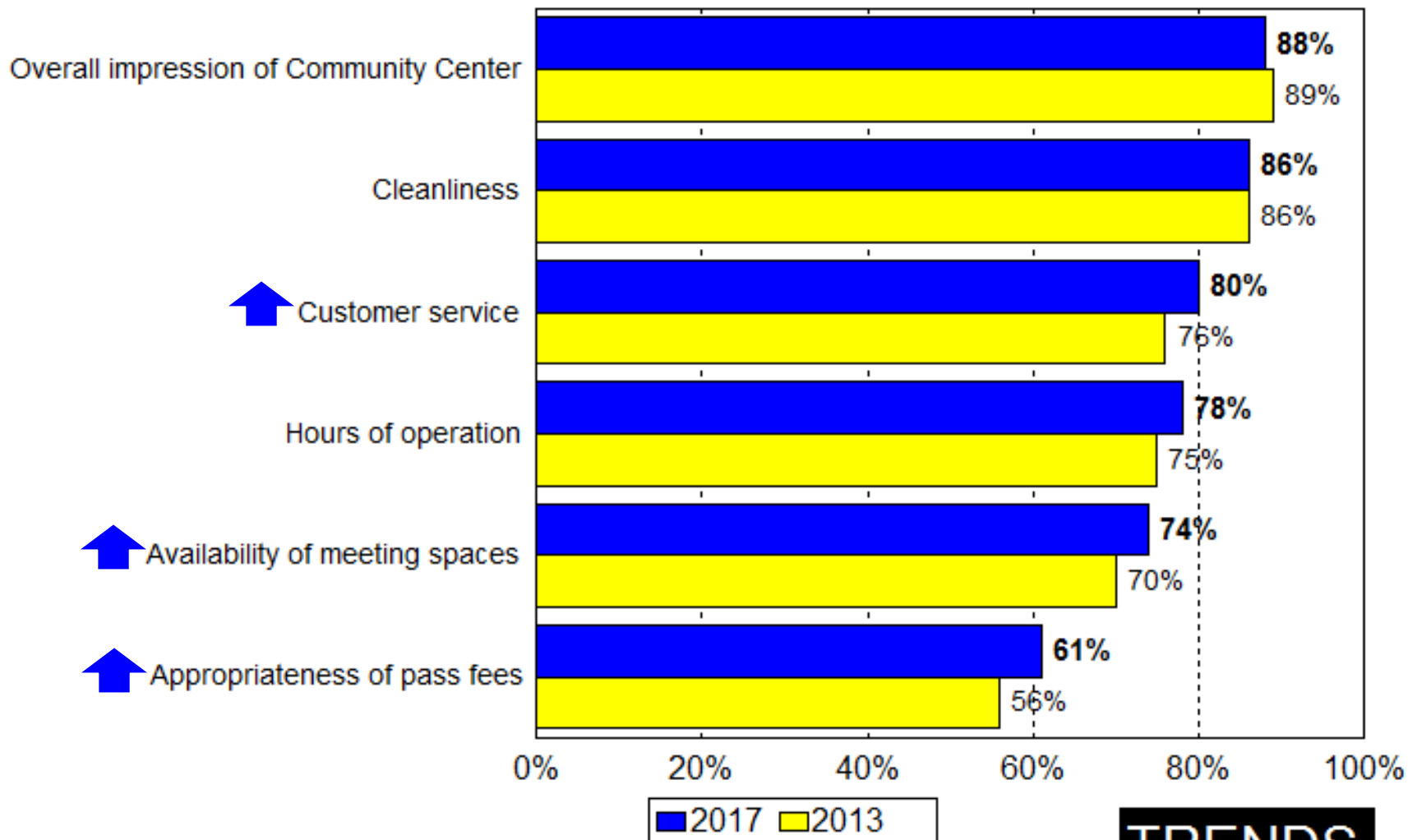
**TRENDS**

Significant Increase from 2013:

Significant Decrease from 2013:

# 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")



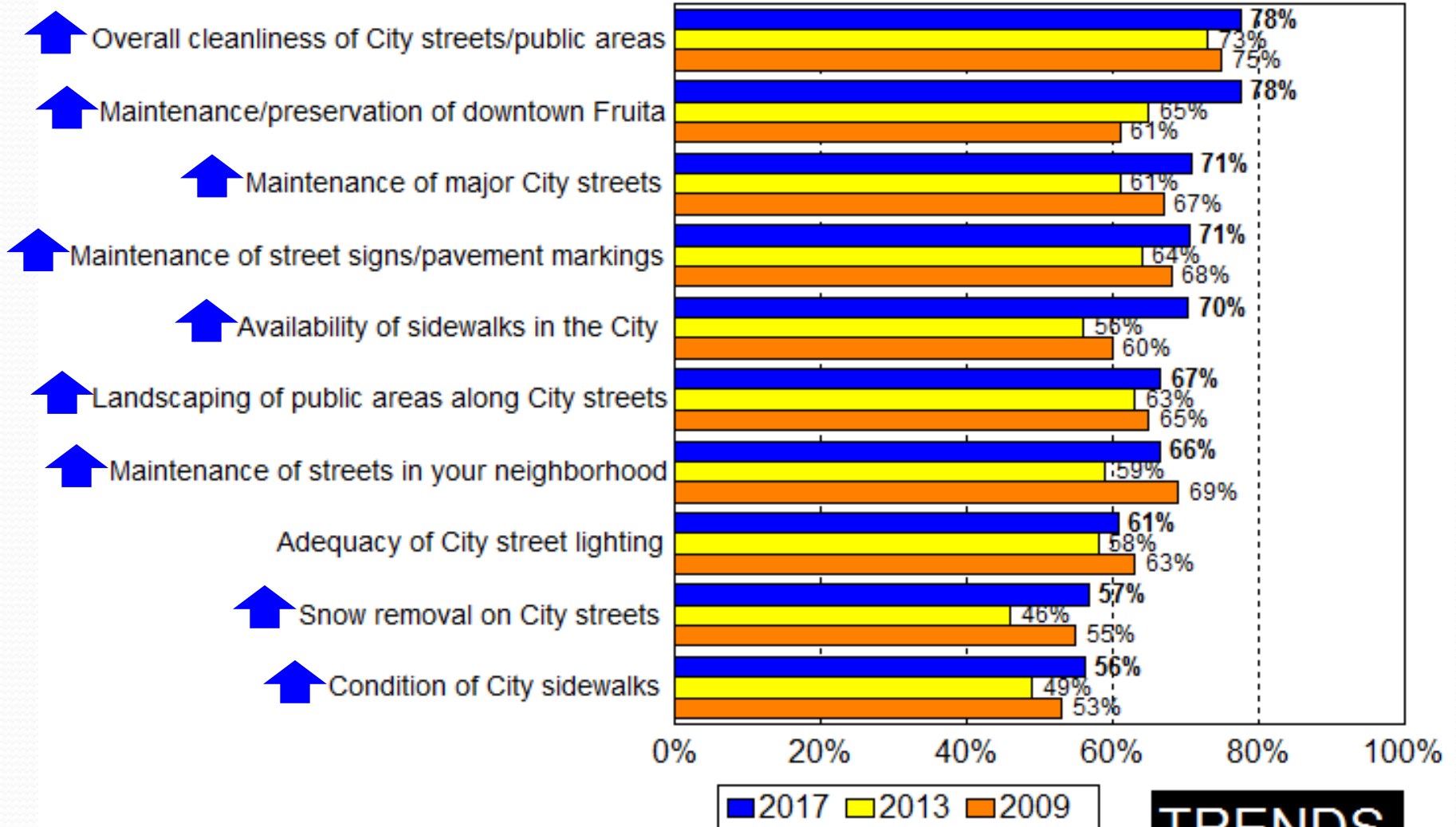
Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**Significant Increase from 2013:** ↑

**Significant Decrease from 2013:** ↓

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

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



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

**TRENDS**

**Significant Increase from 2013:** ↑

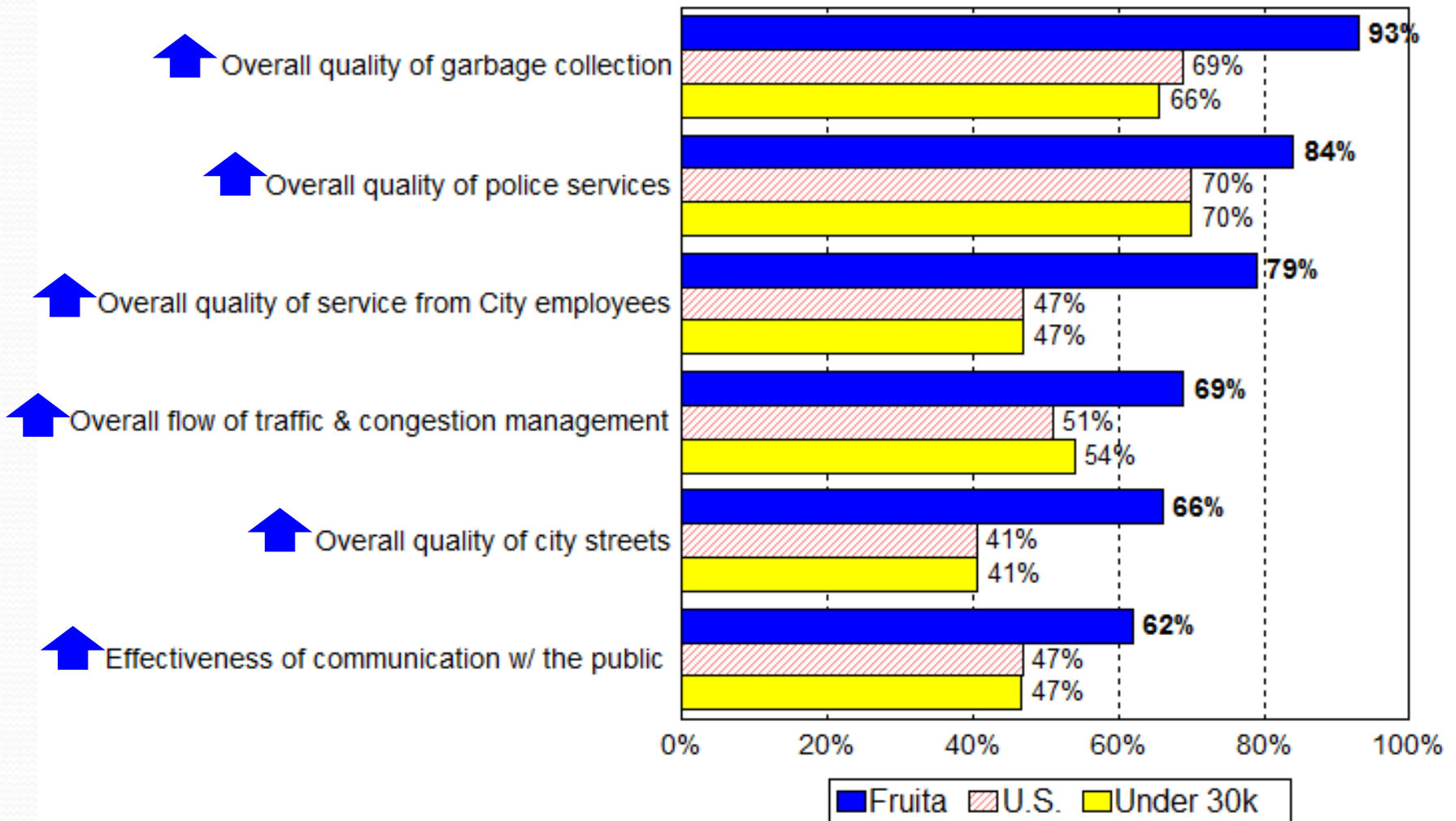
**Significant Decrease from 2013:** ↓

## *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)



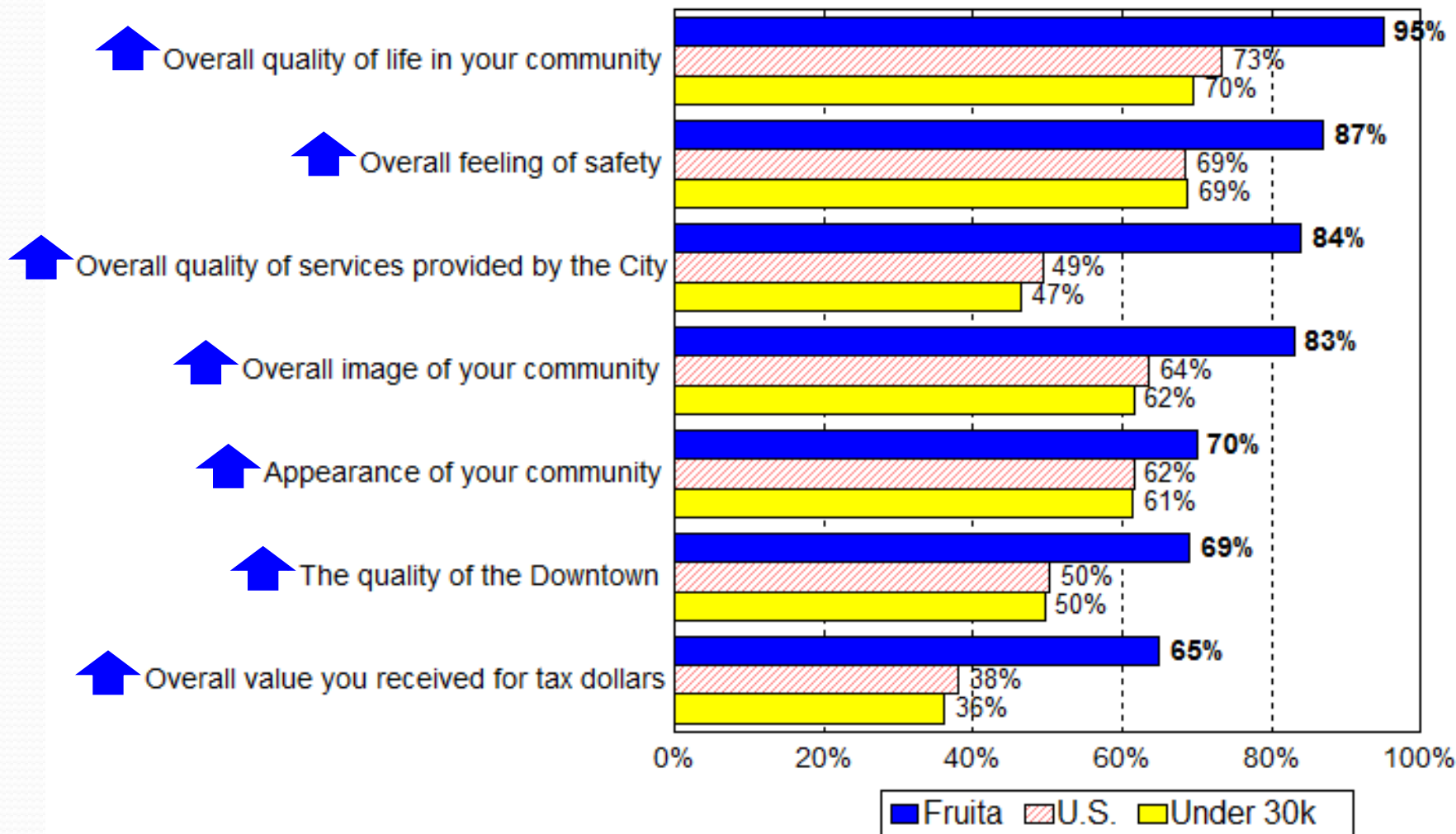
Source: ETC Institute Survey (2017 - Fruita, CO)

**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)



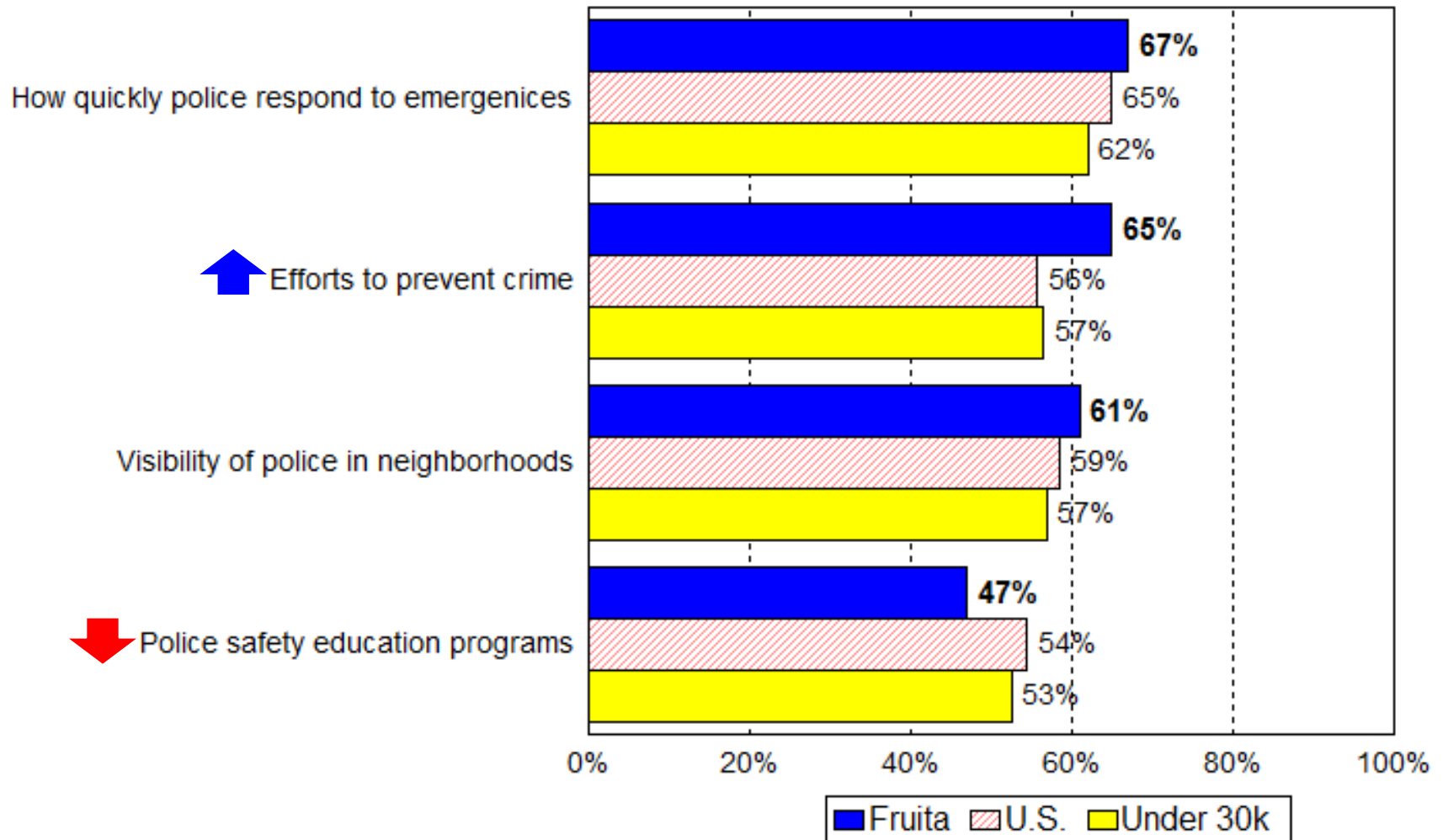
Source: ETC Institute Survey (2017 - Fruita, CO)

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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)



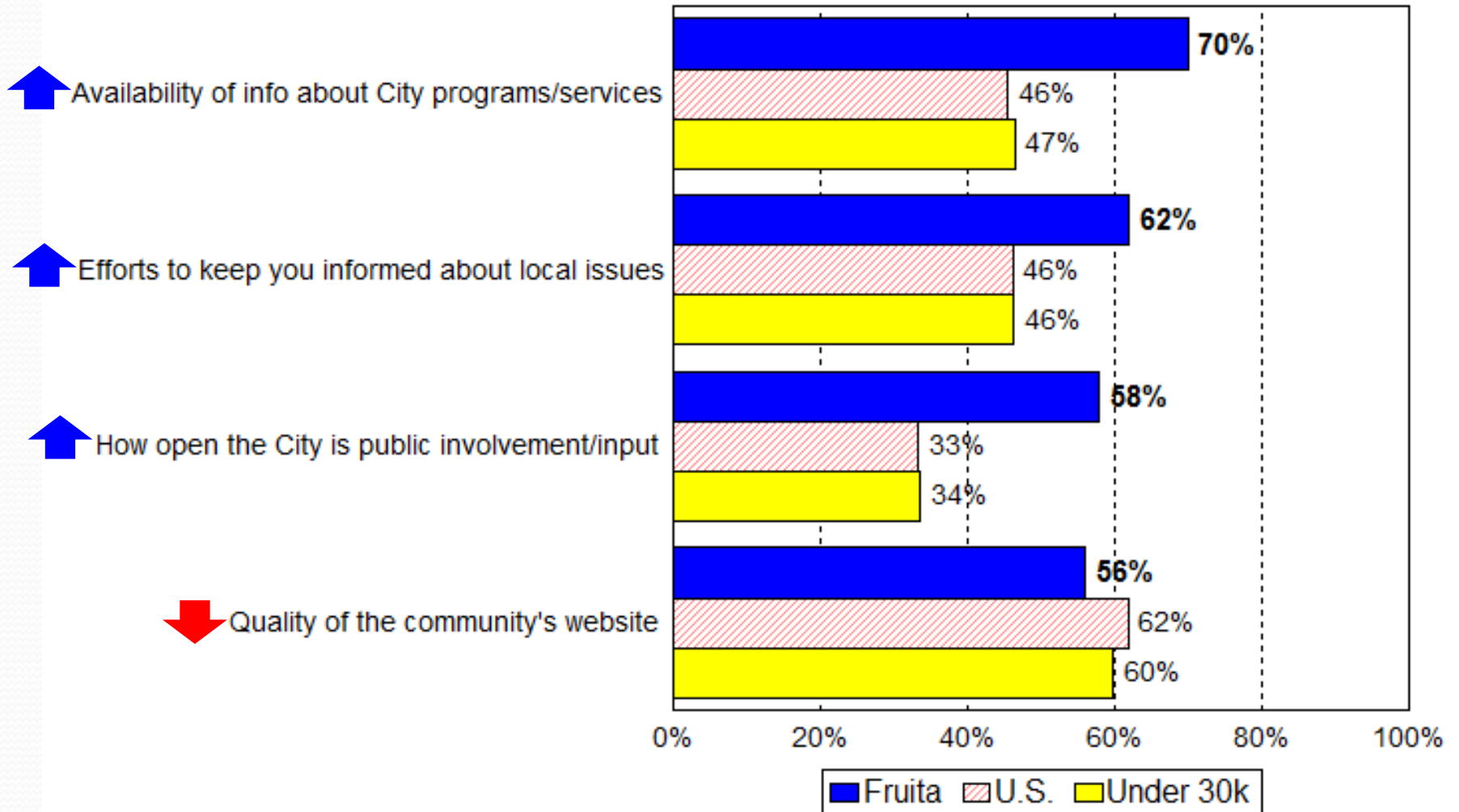
Source: ETC Institute Survey (2017 - Fruita, CO)

**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)



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

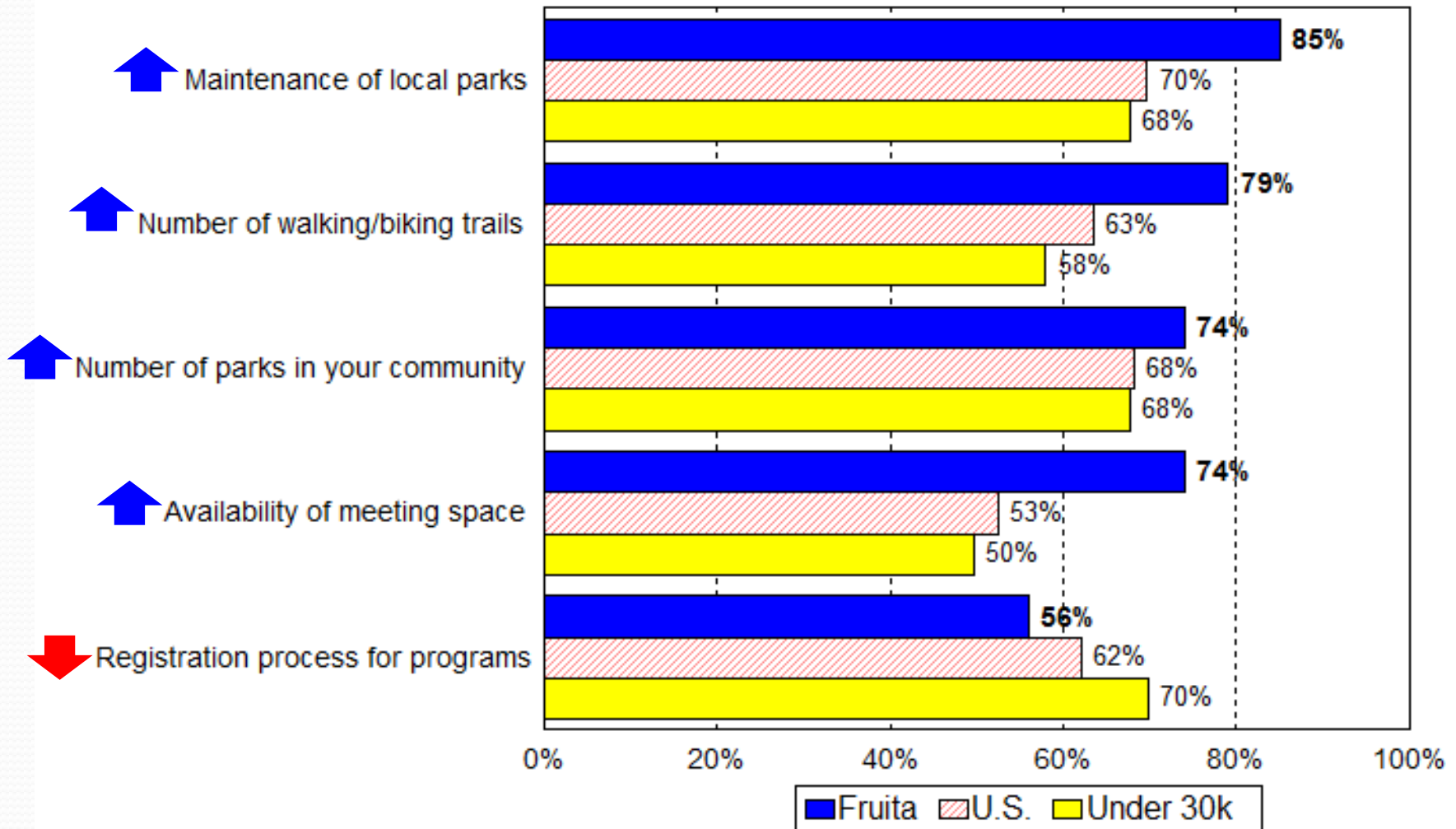
**Significantly Higher:** ↑

**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)



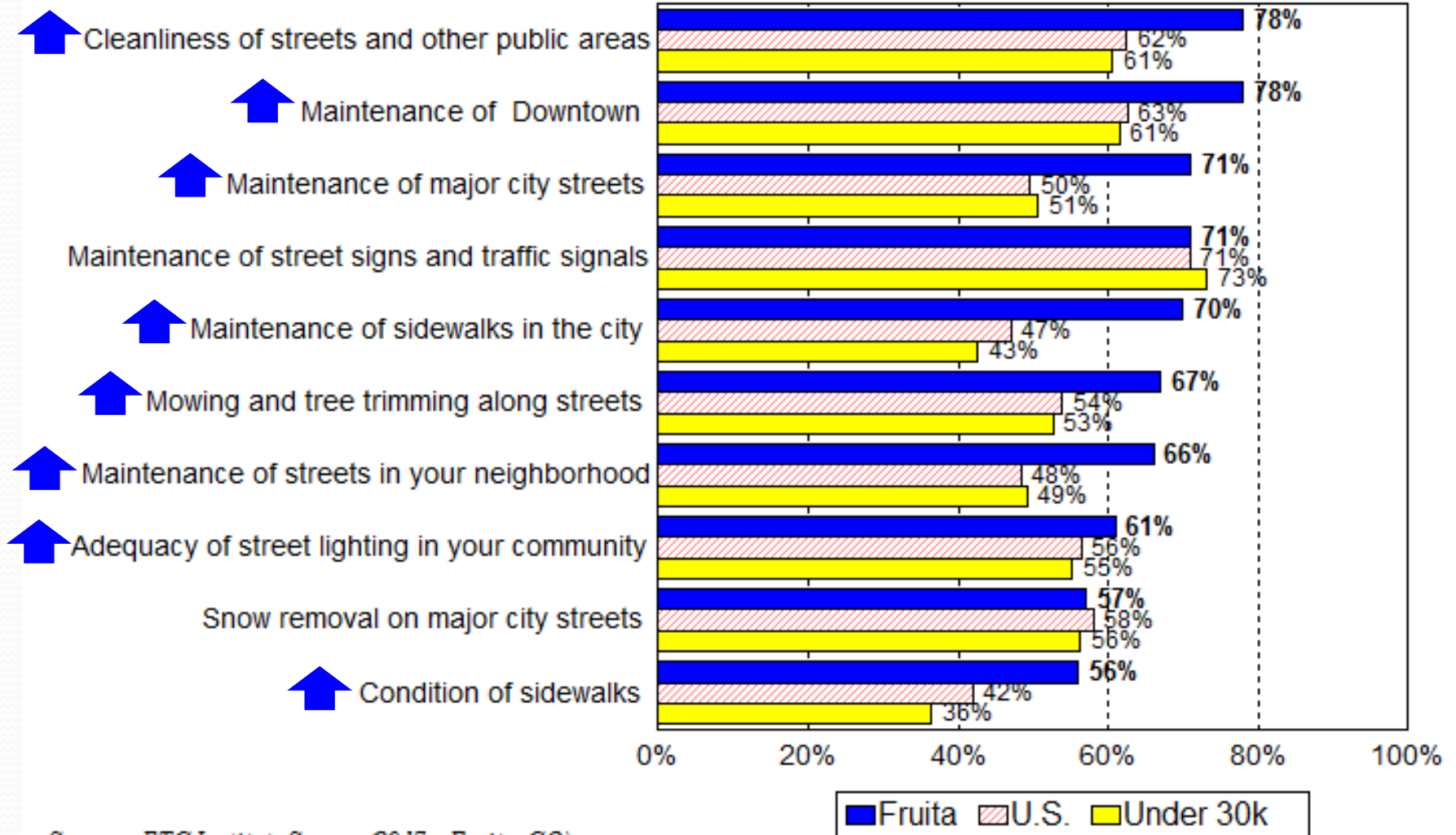
Source: ETC Institute Survey (2017 - Fruita, CO)

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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)



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

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

**Top Priorities:** 

# 2017 Importance-Satisfaction Rating

## City of Fruita

### Public Works

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

**Public Works Priorities:** 

## 2017 Importance-Satisfaction Rating City of Fruita Traffic Flow and Transportation

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

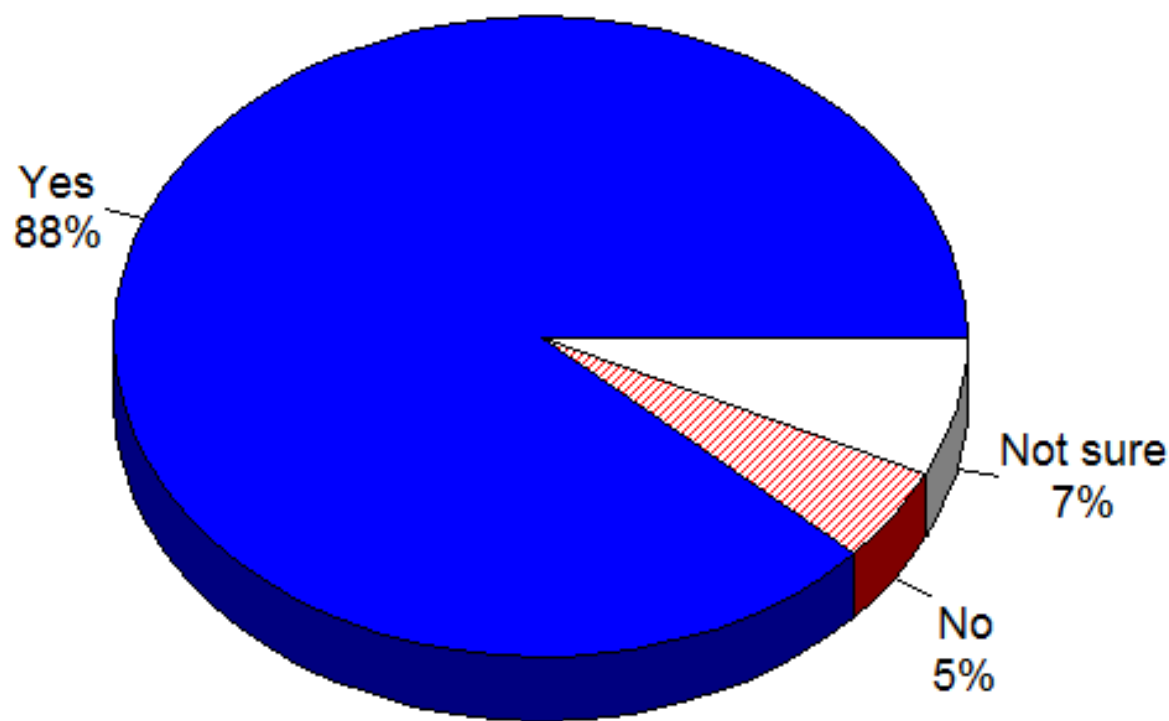
**Traffic Flow and Transportation Priorities:**

# 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

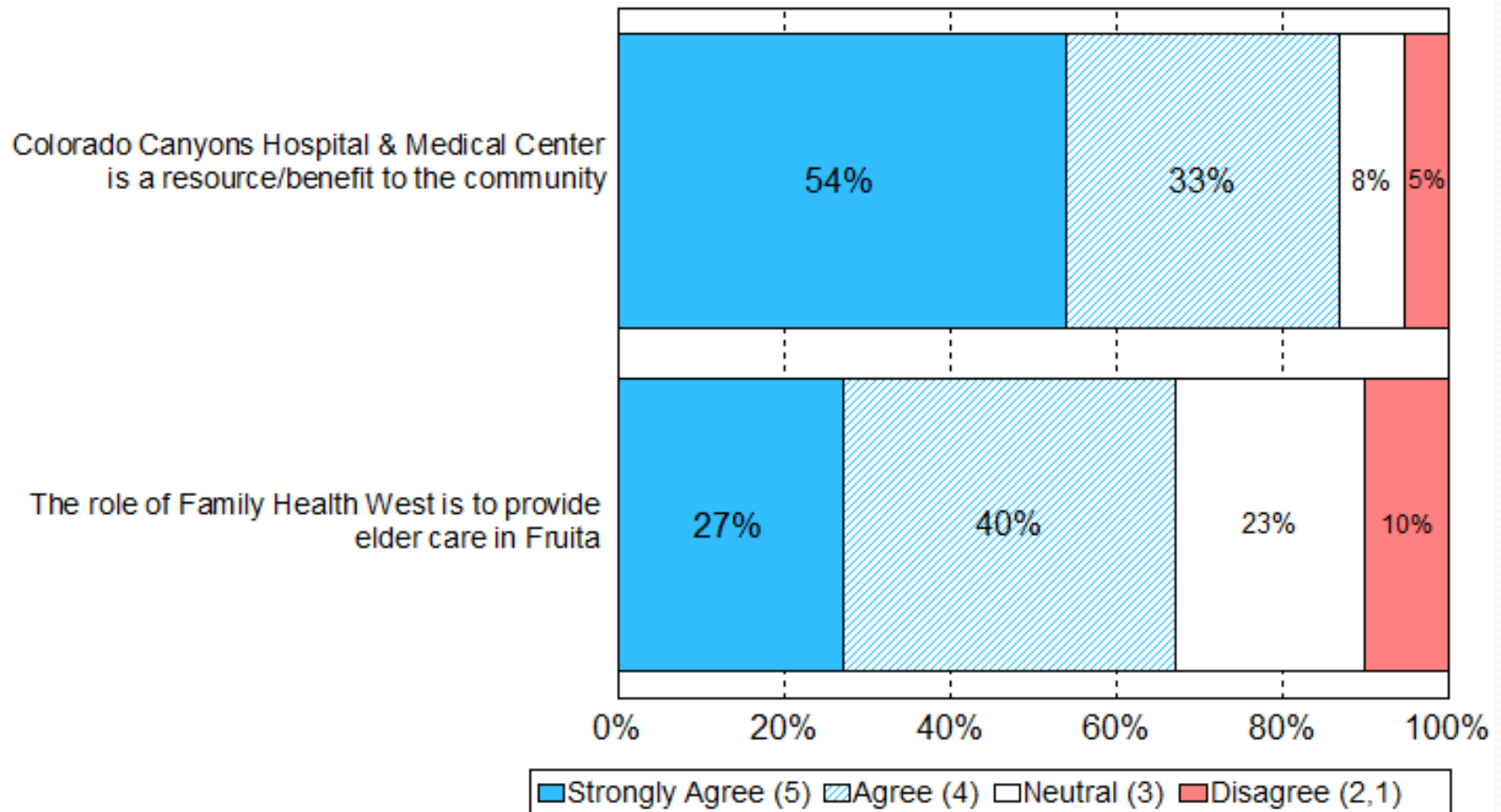


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)



## 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")

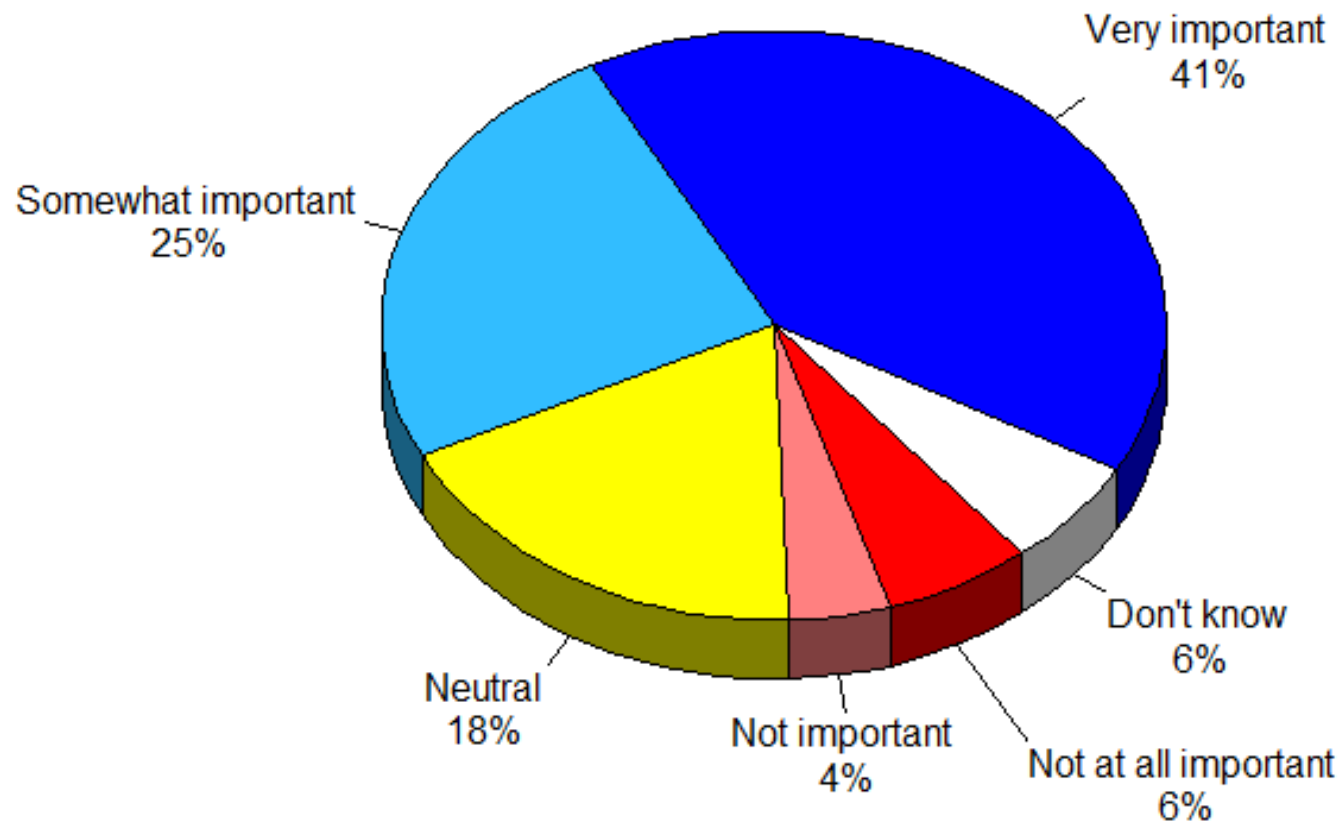


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**87% Feel That Colorado Canyons Hospital & Medical Center Is a Resource/Benefit to the Community**

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

by percentage of respondents

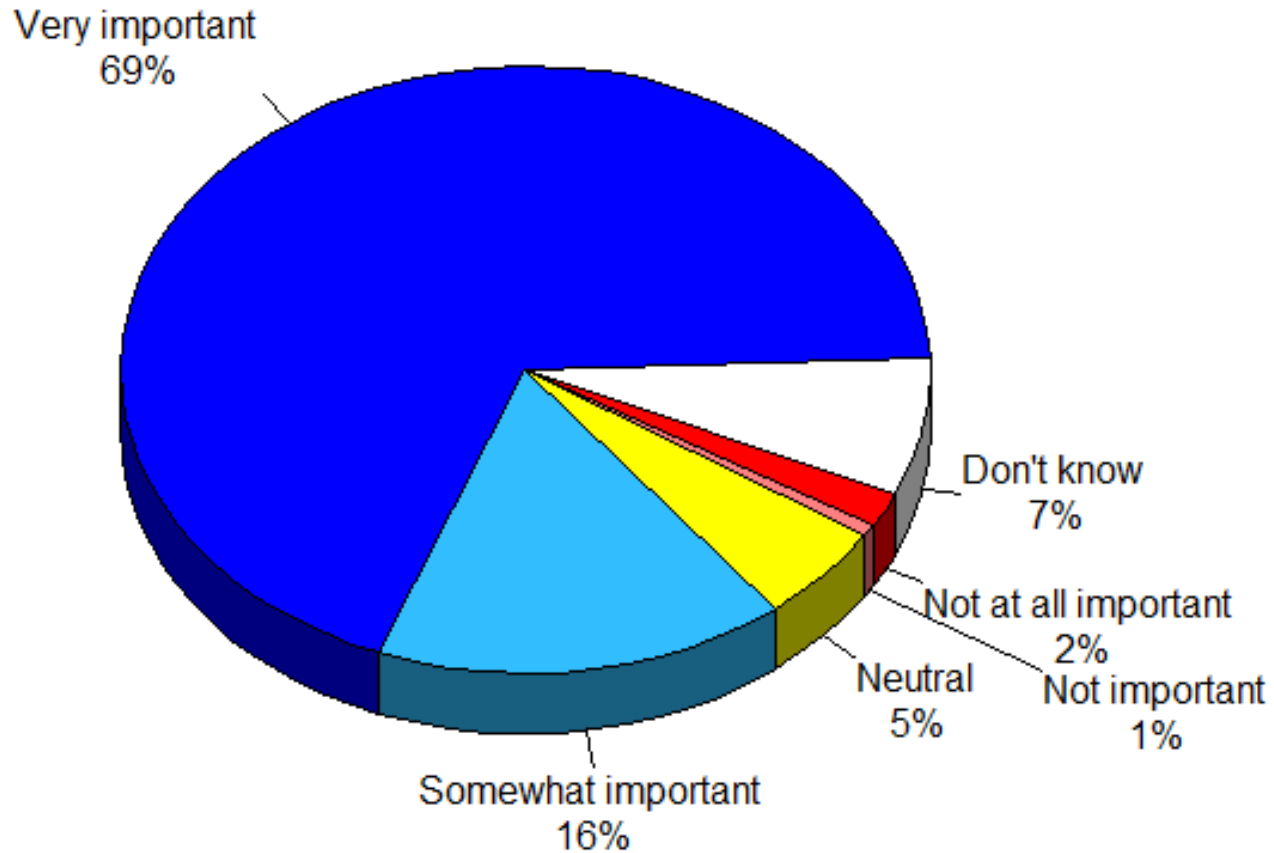


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**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

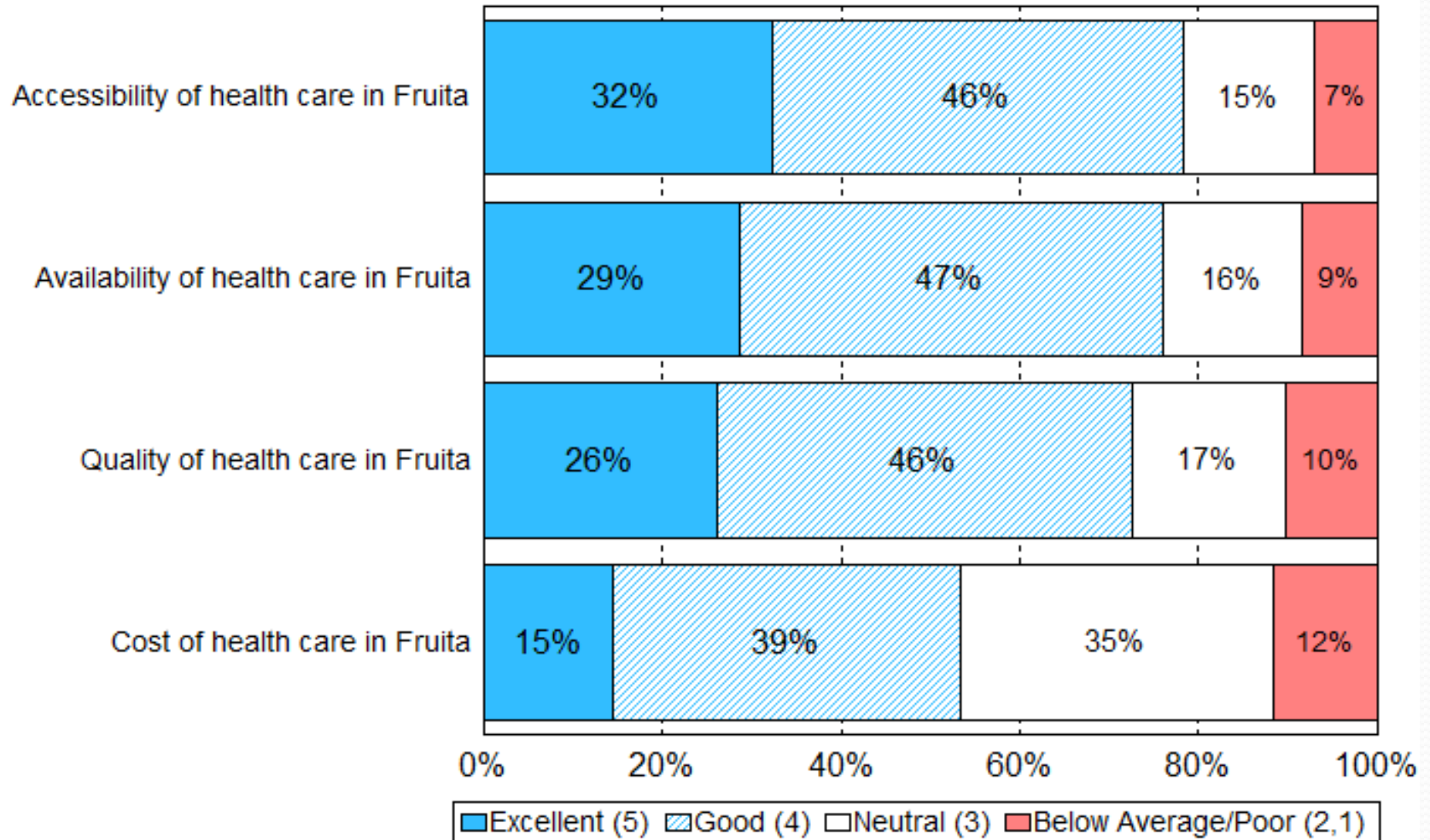


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**85% Feel Family Health West/Colorado Canyons Hospital & Medical Center Is Important to the Community; Only 3% Feel It's Not Important**

# Q38. Perception That Residents Have of Health Care in Fruita

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



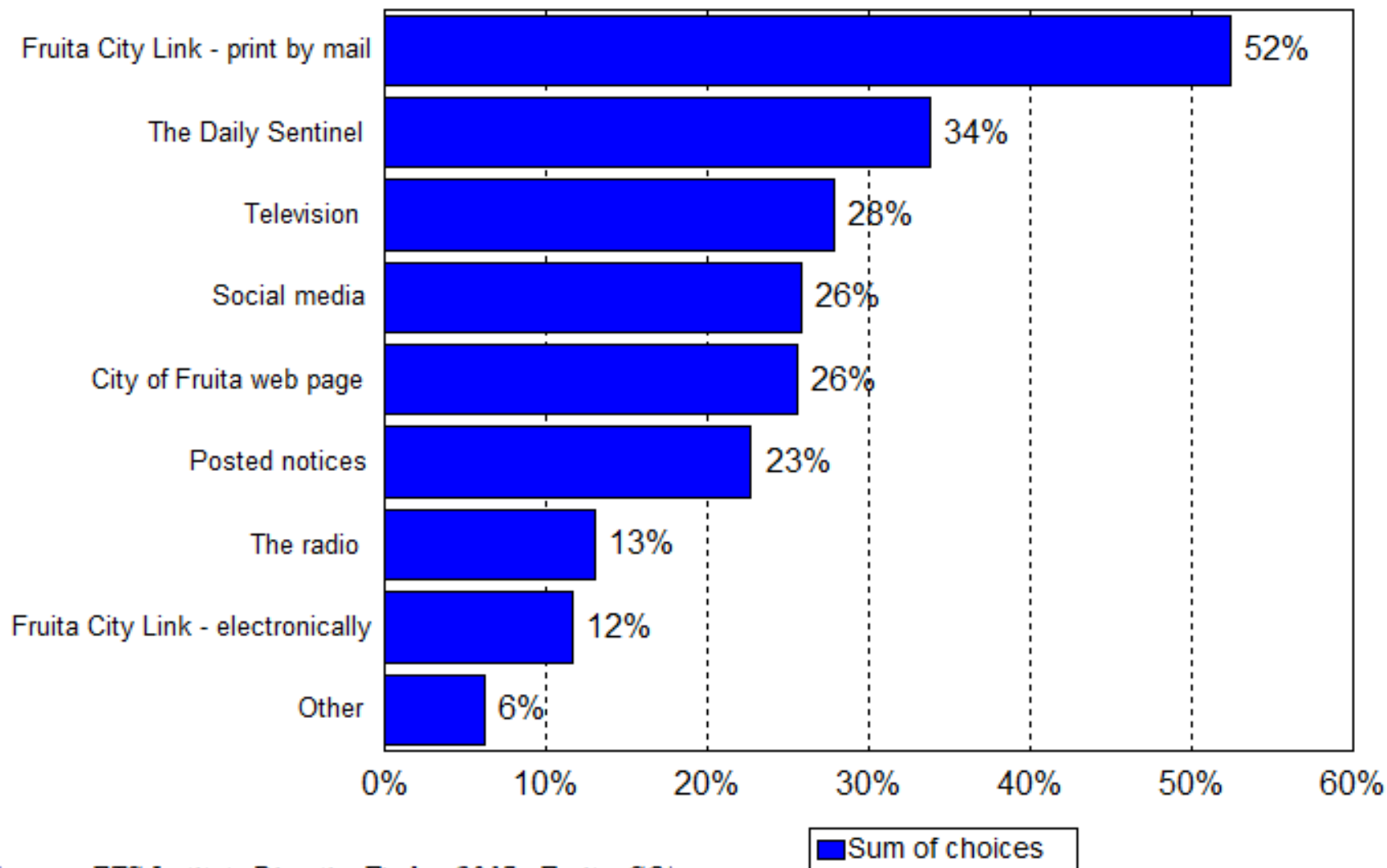
Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

**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

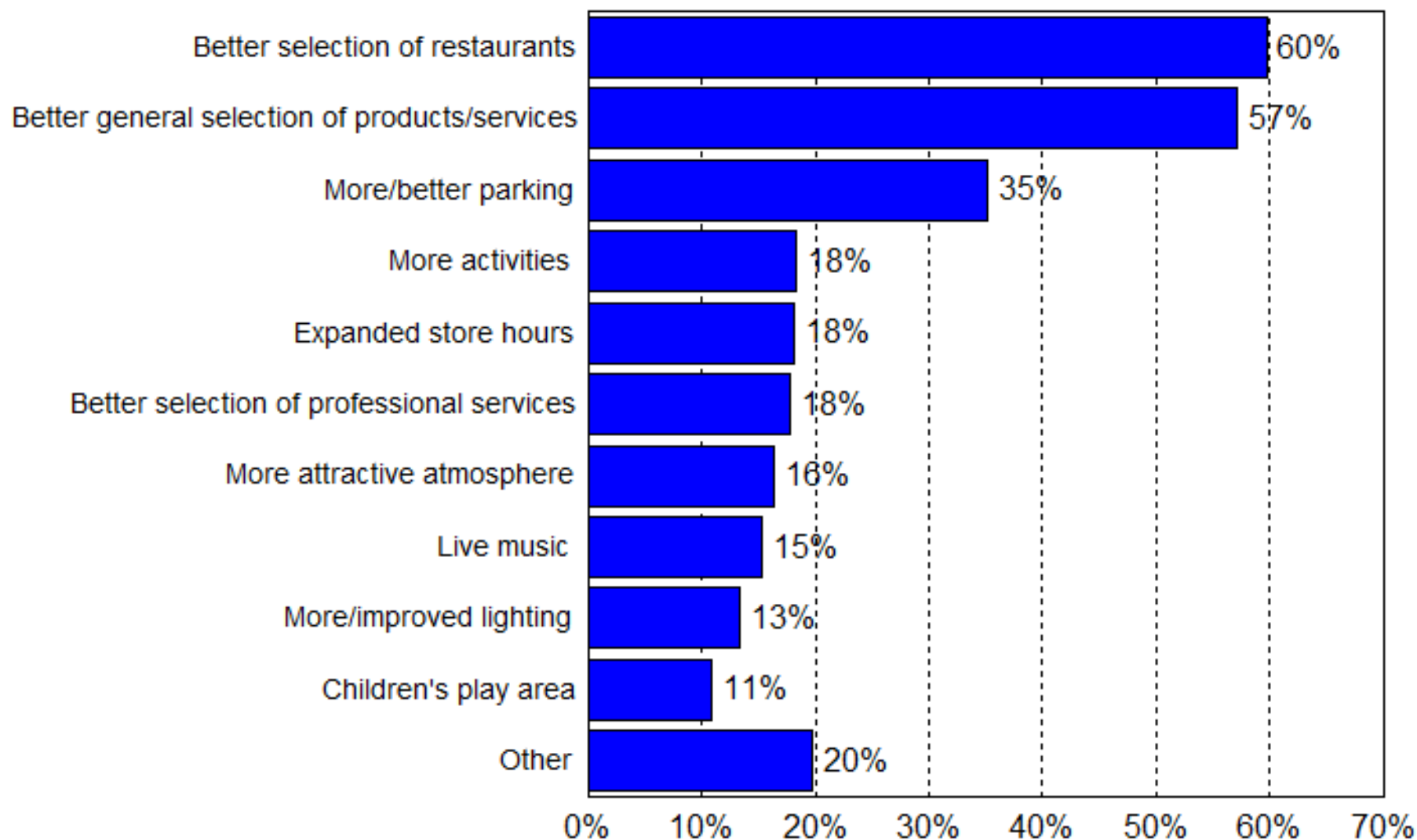
by percentage of respondents who selected the item as one of their top three choices



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

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

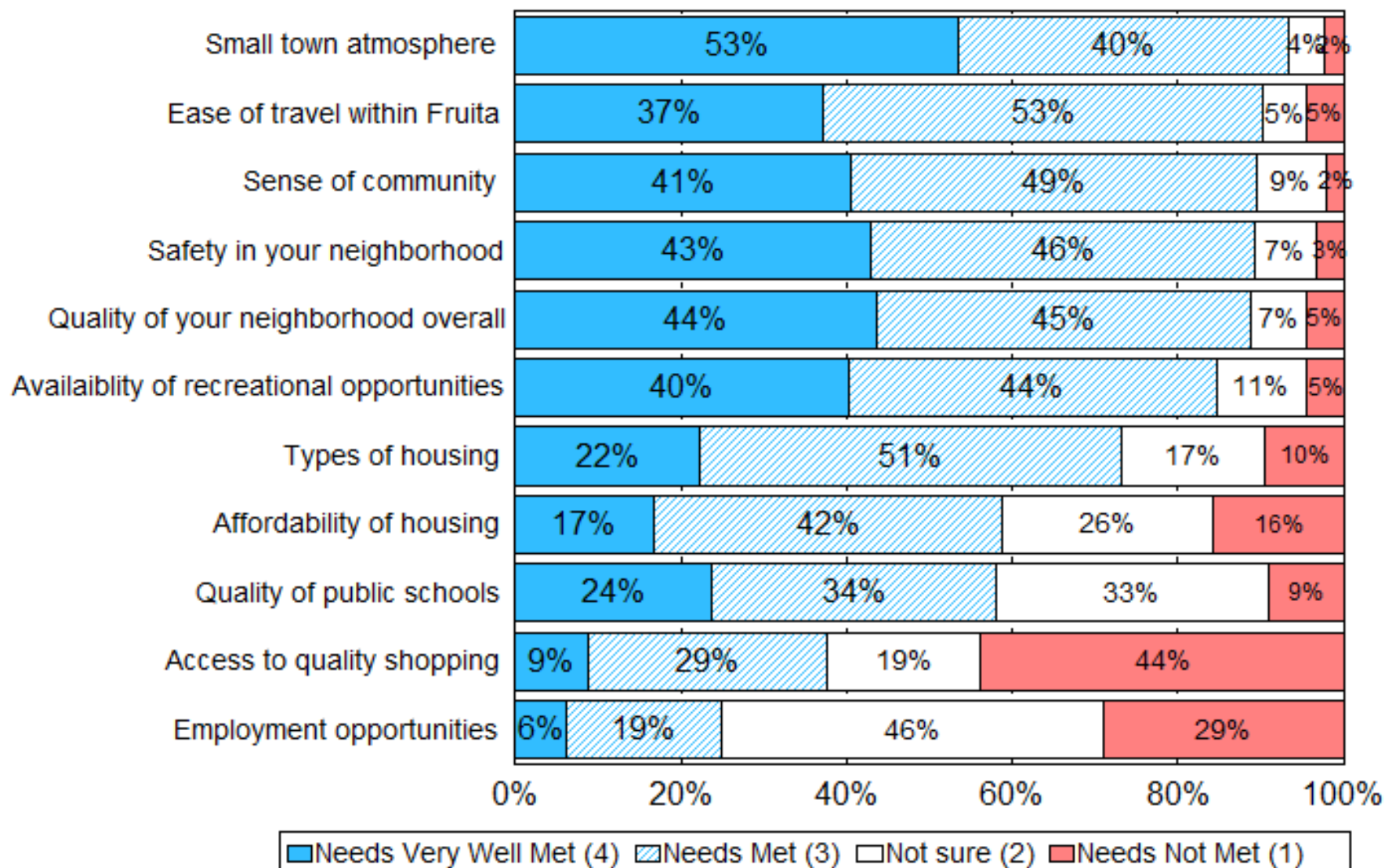
by percentage of respondents (multiple selections could be made)



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

## 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")

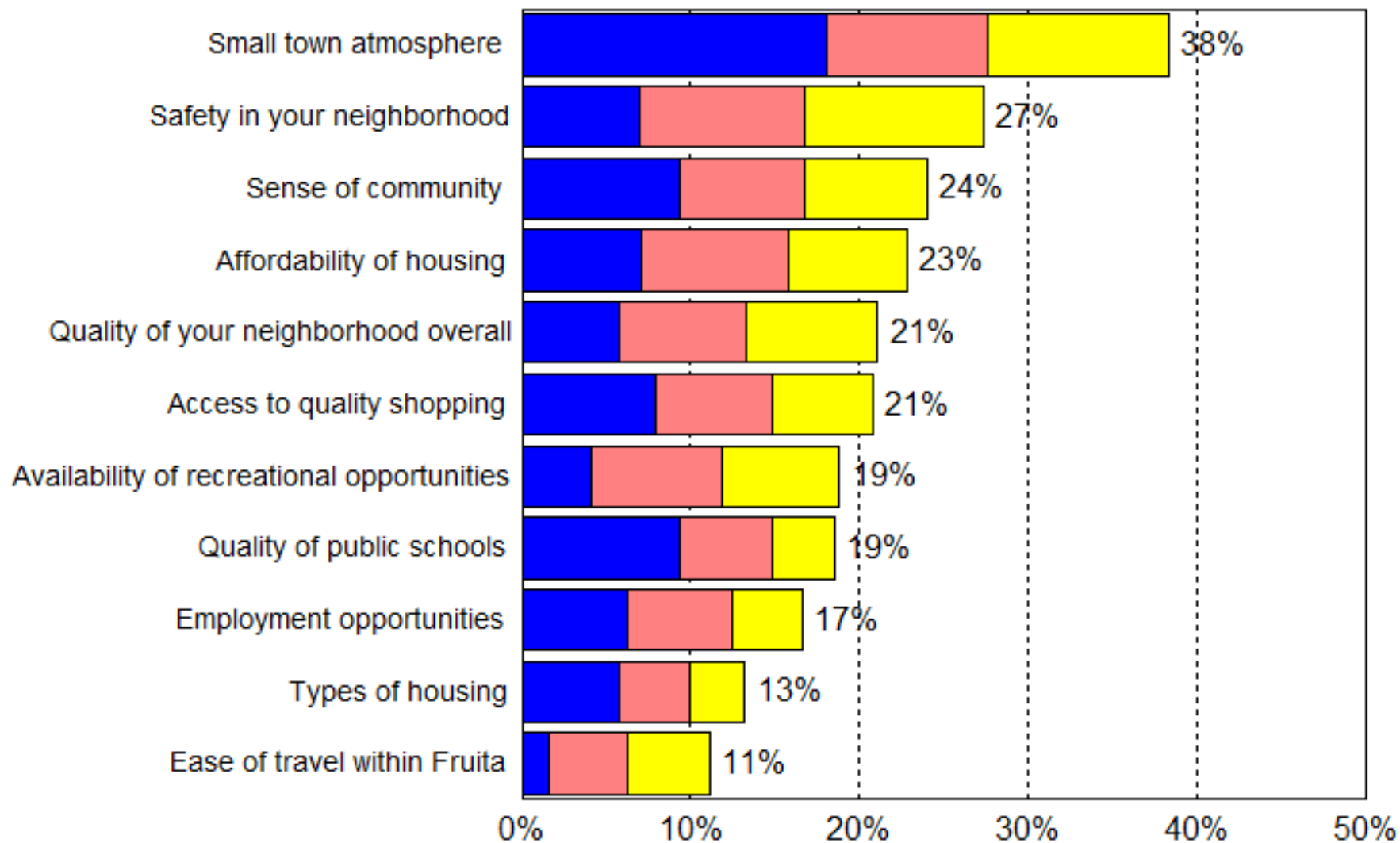


Source: ETC Institute DirectionFinder (2017 - Fruita, CO)



## 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



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

# Summary

- **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!!