

Town of Monument Parks and Open Space Opinion Survey

November 9th to 27th, 2023



Methodology



Hello, the Town of Monument invites you to participate in an important survey regarding the Town's parks and open space amenities. Your opinion matters, and your thoughts and responses will help the Town make future decisions. The survey will take about 10 minutes to complete, and your answers will remain confidential. Please make your voice heard. Let's get started!
[LINK]

Magellan Strategies are pleased to present the results of an online survey of 651 registered voters in the Town of Monument, Colorado. The interviews were conducted from November 9th – 27th, 2023.

The overall survey responses have a margin of error of +/- 3.7% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey data was weighted to be representative of voter registration demographics for the Town of Monument, Colorado.

Town of Monument Voter Registration Demographics

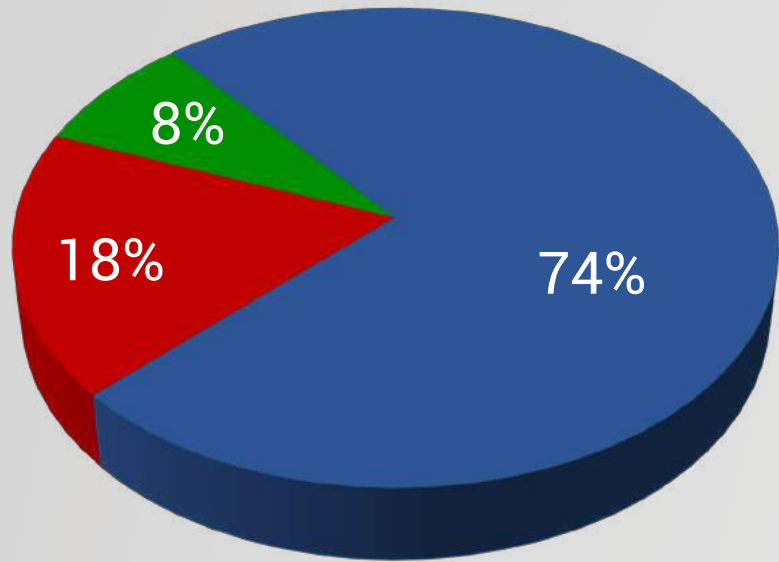
Town of Monument Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2022		2021		2020		2019	
Female	4,473	50.4%	3,008	50.8%	1,688	50.1%	3,345	51.2%	1,800	50.9%
Male	4,396	49.6%	2,915	49.2%	1,678	49.9%	3,192	48.8%	1,738	49.1%
Total	8,869	100.0%	5,923	100.0%	3,366	100.0%	6,537	100.0%	3,538	100.0%

Age Group	Registration		2022		2021		2020		2019	
18-34	2,263	25.5%	1,001	16.9%	396	11.8%	1,482	22.7%	434	12.3%
35-44	1,573	17.7%	1,076	18.2%	517	15.4%	1,214	18.6%	672	19.0%
45-54	1,754	19.8%	1,311	22.1%	728	21.6%	1,448	22.2%	865	24.4%
55-64	1,665	18.8%	1,311	22.1%	831	24.7%	1,311	20.1%	736	20.8%
65+	1,614	18.2%	1,224	20.7%	894	26.6%	1,082	16.6%	831	23.5%
Total	8,869	100.0%	5,923	100.0%	3,366	100.0%	6,537	100.0%	3,538	100.0%

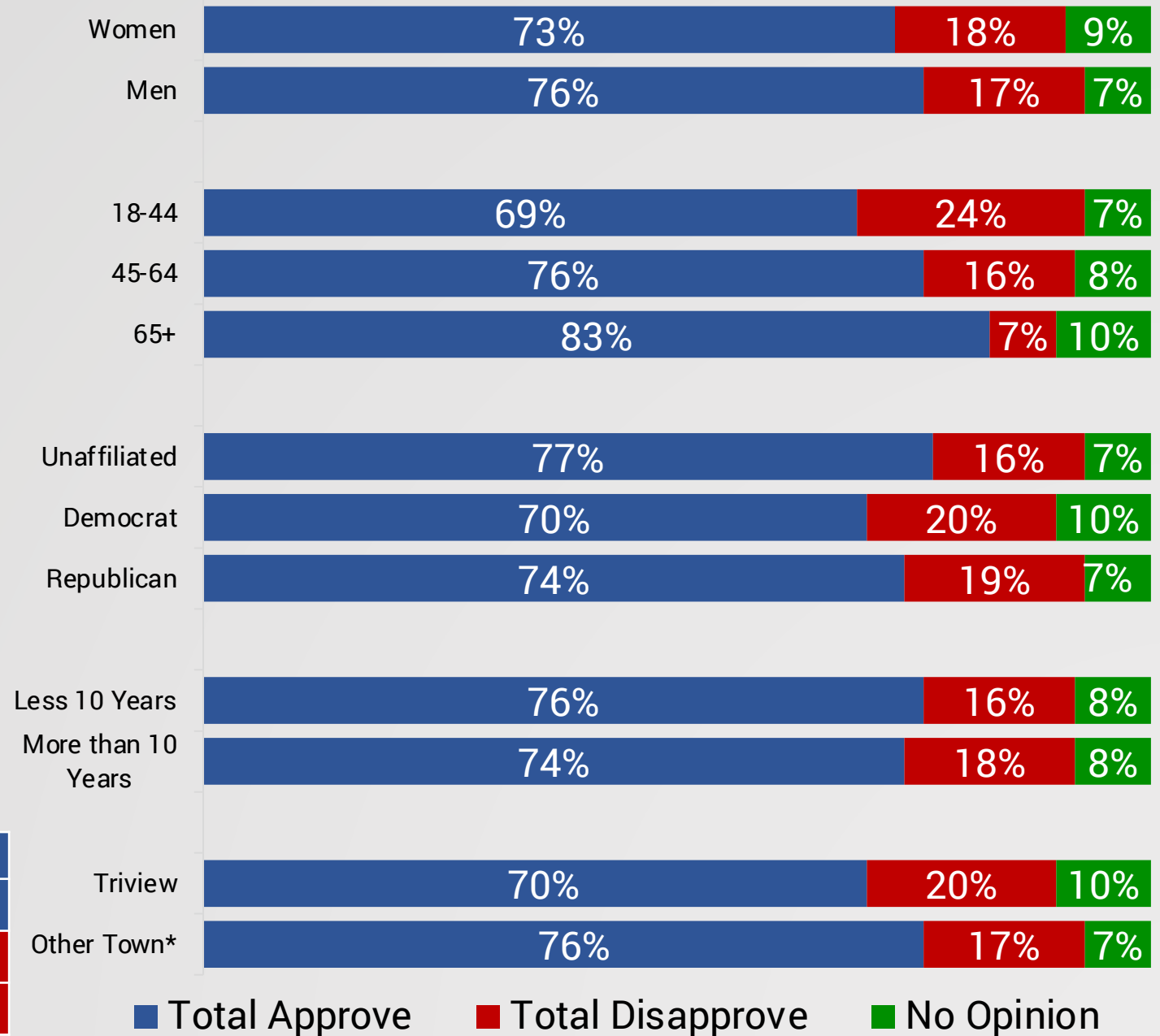
Party	Registration		2022		2021		2020		2019	
Unaffiliated	4,175	47.1%	2,479	41.9%	1,281	38.1%	2,596	39.7%	1,222	34.5%
Democrat	1,069	12.1%	768	13.0%	466	13.8%	866	13.2%	495	14.0%
Republican	3,462	39.0%	2,584	43.6%	1,572	46.7%	2,956	45.2%	1,763	49.8%
Libertarian	126	1.4%	71	1.2%	39	1.2%	95	1.5%	49	1.4%
Other	37	0.4%	21	0.4%	8	0.2%	24	0.4%	9	0.3%
Total	8,869	100.0%	5,923	100.0%	3,366	100.0%	6,537	100.0%	3,538	100.0%

Do you approve or disapprove of the job the Town of Monument Parks and Open Space Department is doing **maintaining parks and open space?**

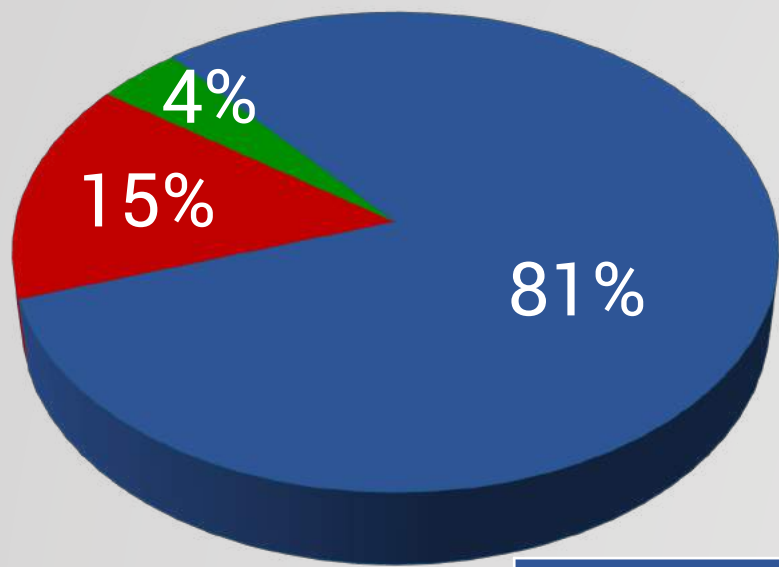


■ Total Approve
■ Total Disapprove
■ Unsure

Strongly Approve	22%
Somewhat Approve	52%
Strongly Disapprove	8%
Somewhat Disapprove	10%

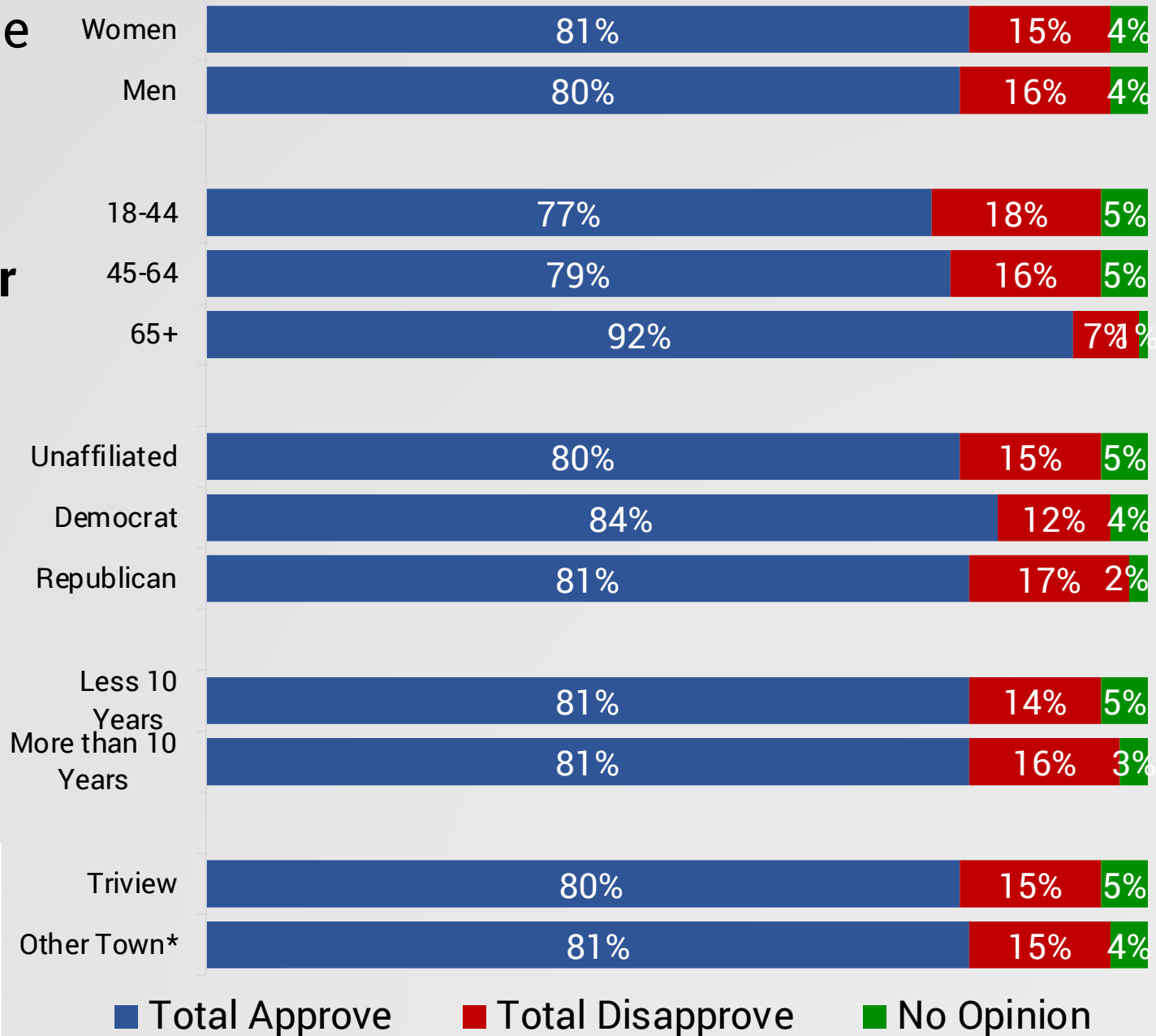


Do you approve or disapprove of the job the Town of Monument Parks and Open Space Department is doing maintaining landscaped medians, rights-of-ways, and other public areas?



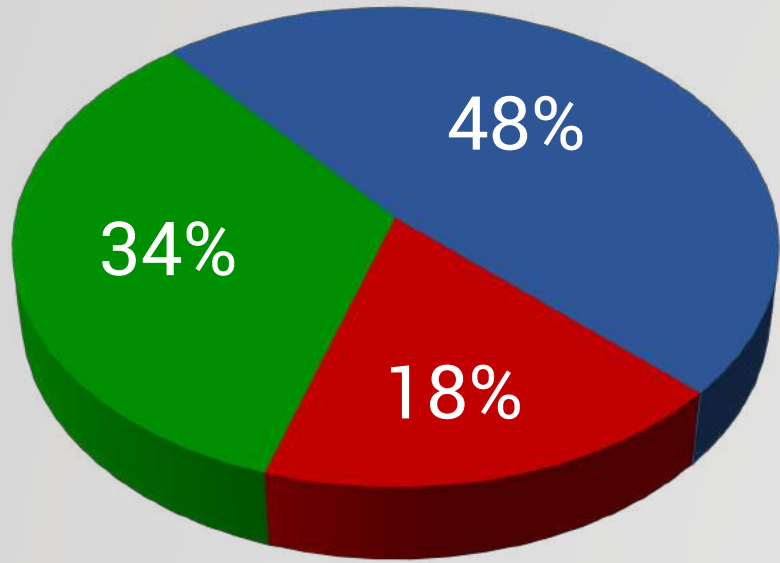
- Total Approve
- Total Disapprove
- Unsure

Strongly Approve	30%
Somewhat Approve	51%
Strongly Disapprove	6%
Somewhat Disapprove	9%



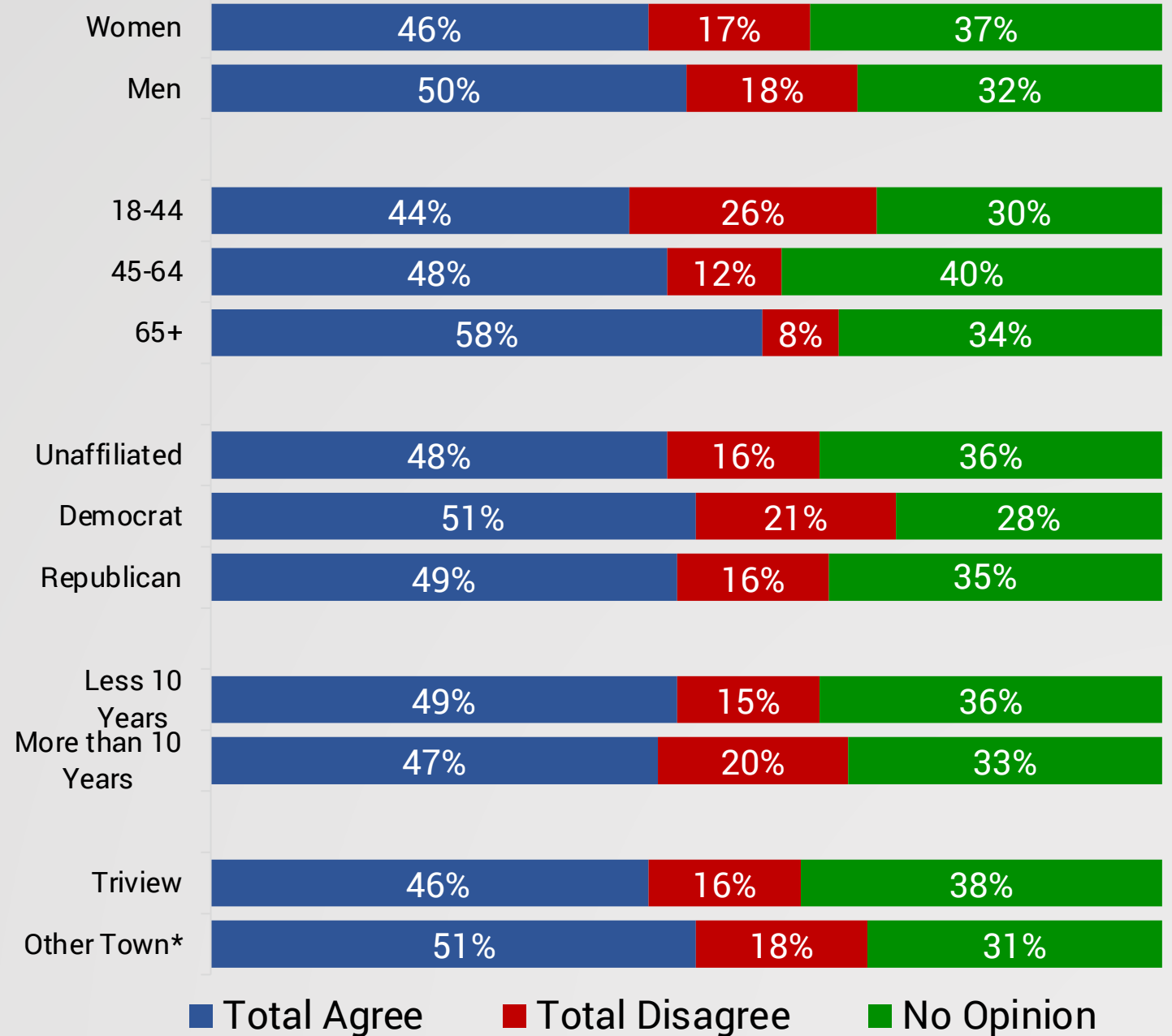
- Total Approve
- Total Disapprove
- No Opinion

Do you agree or disagree with the following statement? *“The Town of Monument Parks and Open Space Department is fiscally responsible and spends taxpayer money wisely.”*

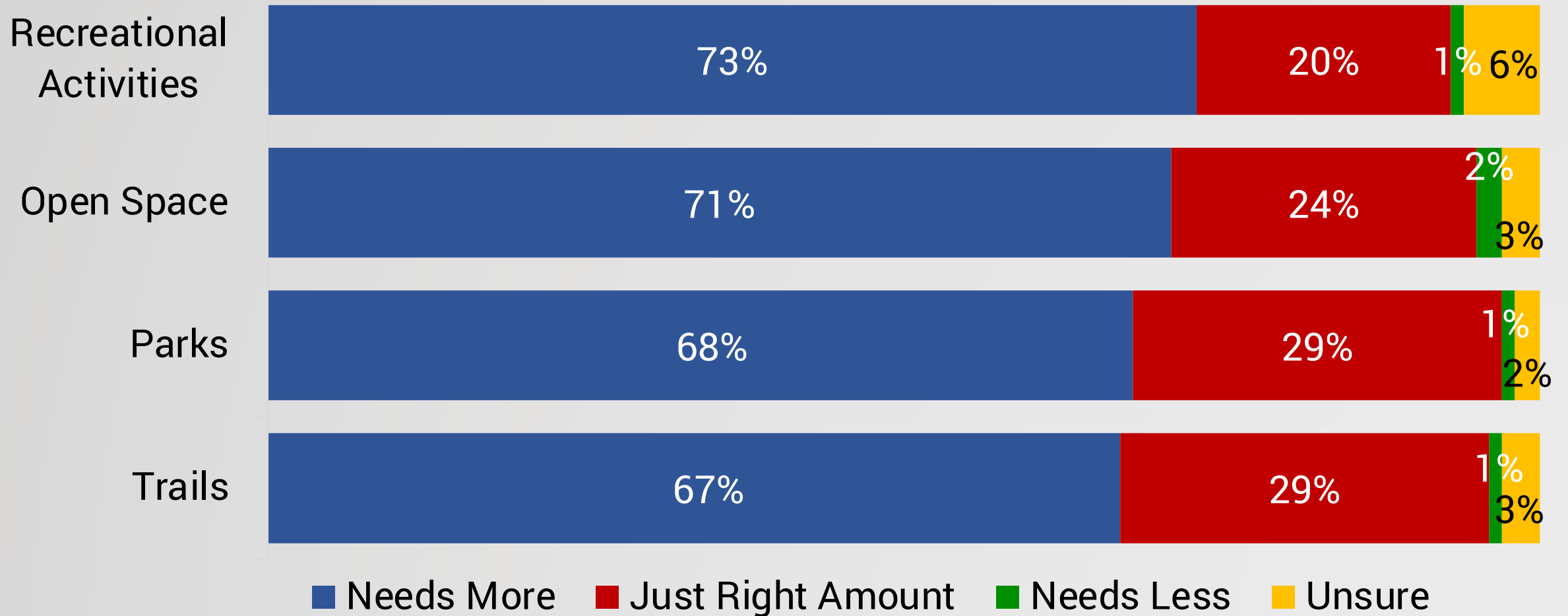


■ Total Agree
 ■ Total Disagree
 ■ Unsure

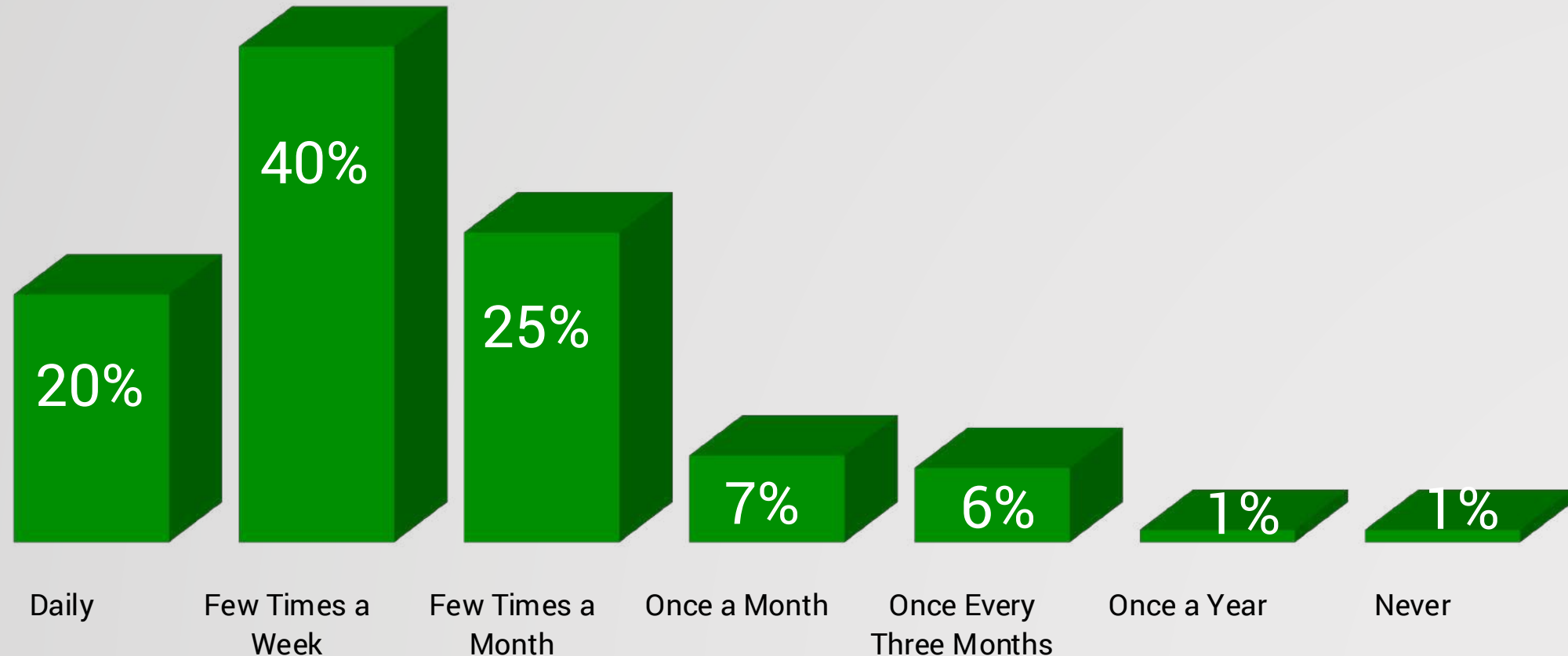
Strongly Agree	17%
Somewhat Agree	31%
Strongly Disagree	7%
Somewhat Disagree	11%



How would you rate the availability of the following in the Town of Monument? Do you think the Town needs more of the following, has just the right amount, or needs less?



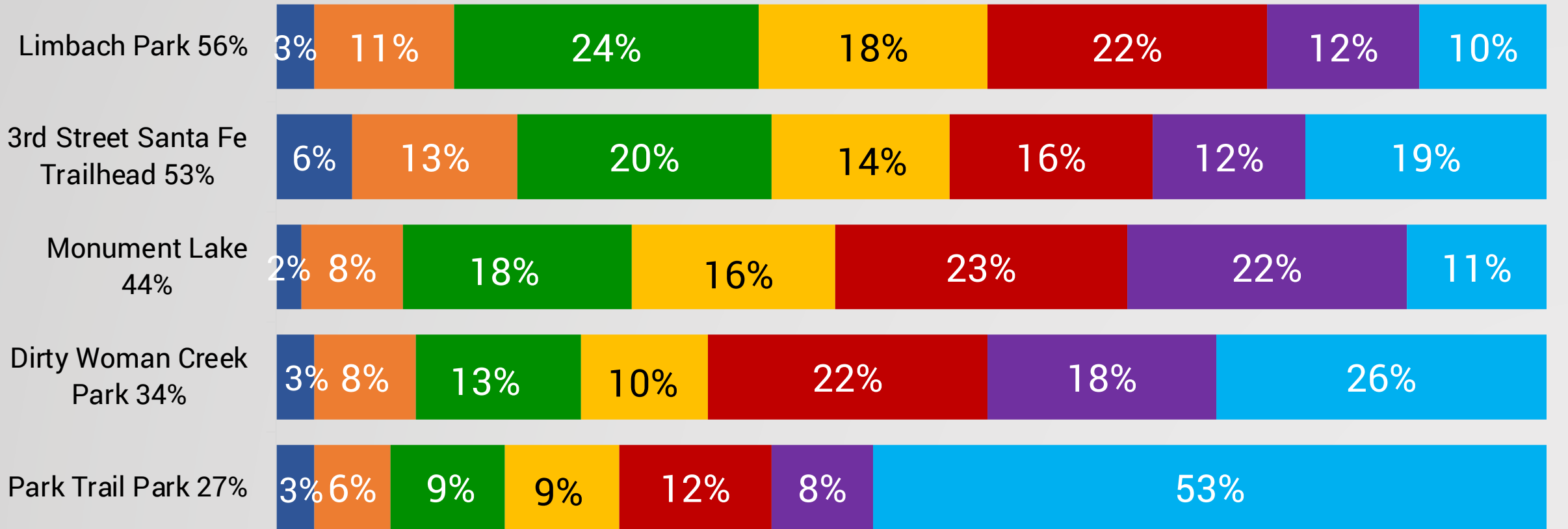
How often do you or someone in your family visit a park, playground, or open space area?



Town of Monument Parks and Open Space Opinion Survey, November 2023, 651n, +/- 3.7% MoE

Below is a list of park and open space facilities that the Town of Monument Parks and Open Space Department manages. Please indicate how often you or someone in your family visit or use each one.

Ranked by Usage-At Least Once a Month, Percentages Included Under Name

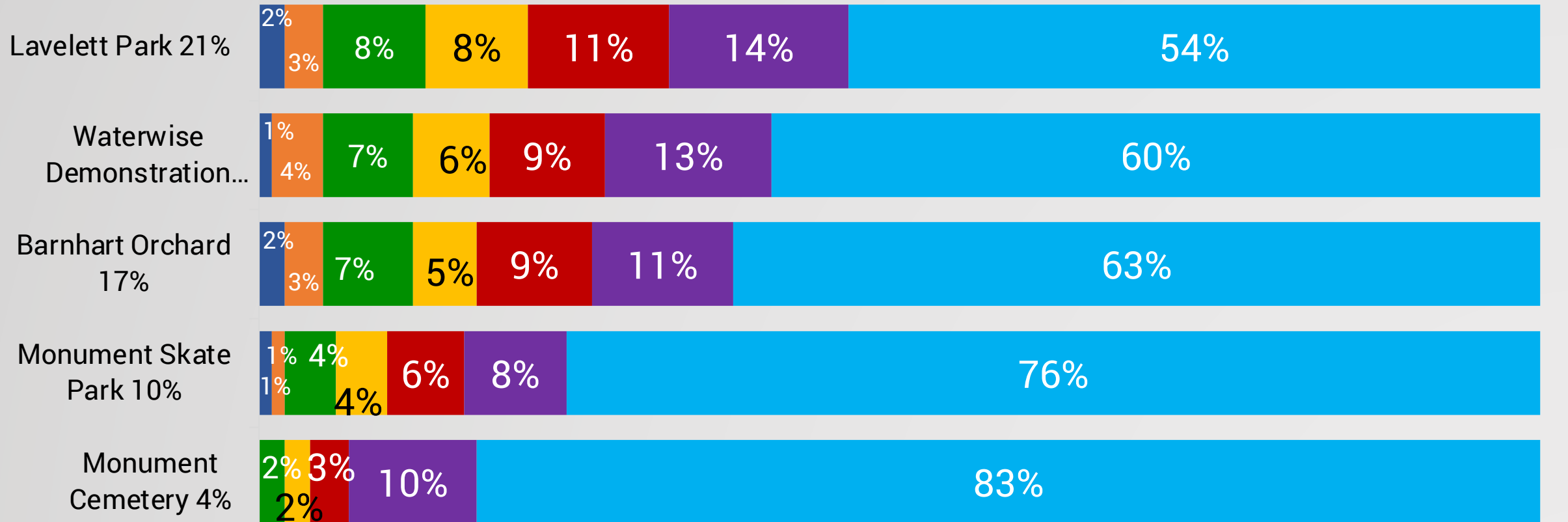


■ Daily
 ■ Few Times a Week
 ■ Few Times a Month
 ■ Once a Month
 ■ Once Every Three Months
 ■ Once a Year
 ■ Never



Below is a list of park and open space facilities that the Town of Monument Parks and Open Space Department manages. Please indicate how often you or someone in your family visit or use each one.

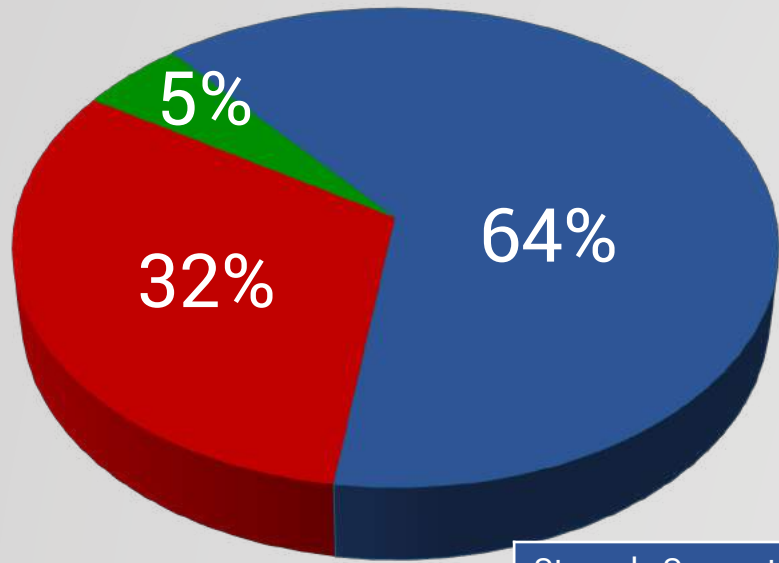
Ranked by Usage-At Least Once a Month, Percentages Included Under Name



■ Daily ■ Few Times a Week ■ Few Times a Month ■ Once a Month ■ Once Every Three Months ■ Once a Year ■ Never

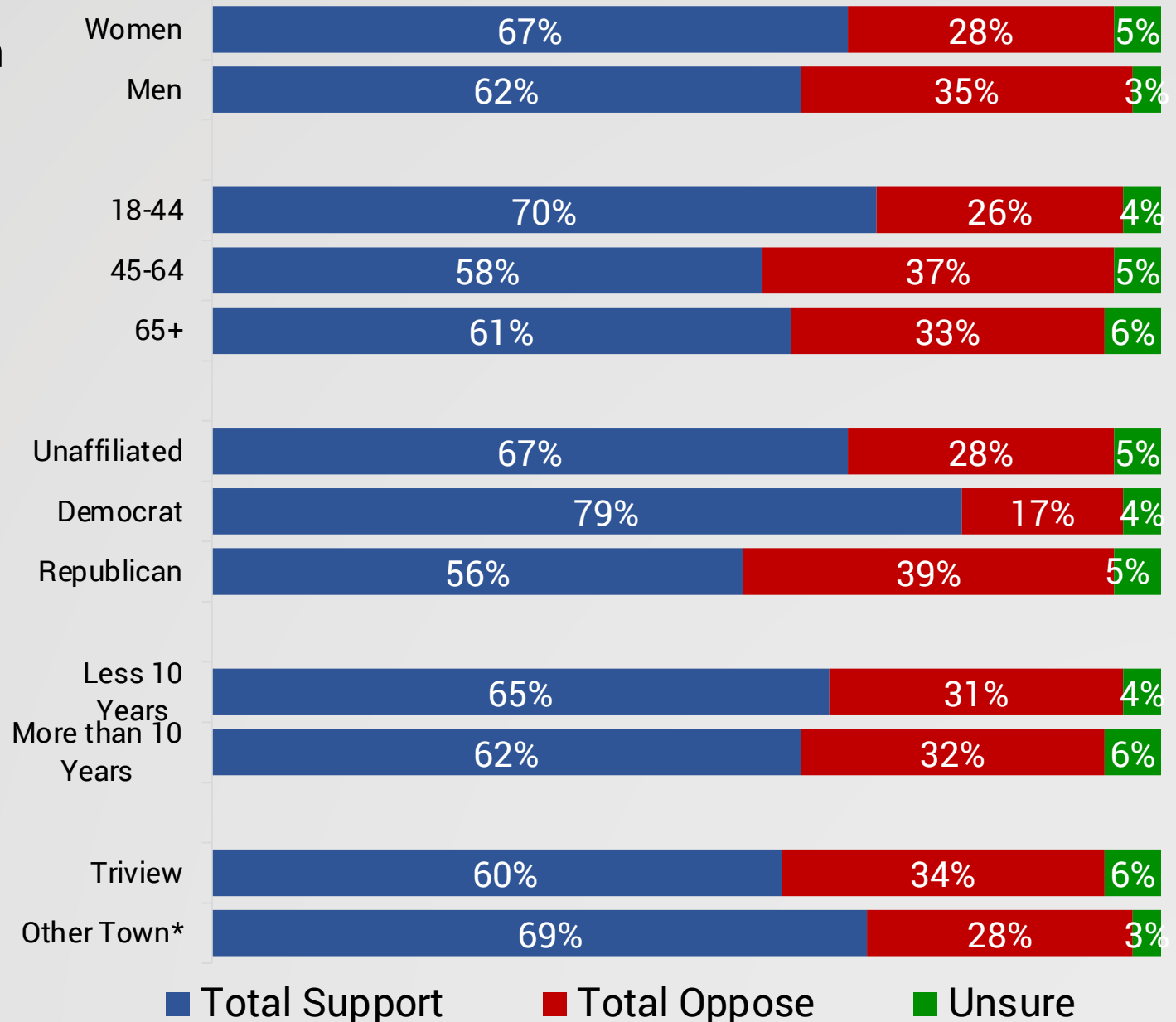


Would you support or oppose a modest (0.5-1.0%) sales tax increase for the Town of Monument Parks and Open Space Department to create funding for new parks, open spaces, trails, and recreational opportunities and to redevelop existing parks and open spaces?



■ Total Support
■ Total Oppose
■ Unsure

Strongly Support	32%
Somewhat Support	32%
Strongly Oppose	19%
Somewhat Oppose	13%



Town of Monument Parks and Open Space Department Education on Management and Budget



Before we continue, it is important to understand that no decisions have been made to put a bond measure before Monument voters to fund the Town's Park and Recreation projects. However, your responses to the following questions will help the Town make that decision. So, let's continue the survey now.

As you may know, the Town of Monument Parks and Open Space Department manages parks and landscapes for the west side of I-25, providing maintenance for 10 parks, open spaces, flower beds, and landscaping in Downtown, mowing along town roads and rights of ways, and controlling noxious weeds.

The department's budget is currently just over \$1 million dollars which funds maintenance, materials, equipment, utilities, salaries, and benefits for six full-time employees and seven seasonal staff members.

Knowing this information, please provide any ideas you may have about how the Town of Monument can improve its parks and open space and your thoughts about what the Town should prioritize when planning or redesigning parks.

Themes

Acquiring more land to expand the town's parks, trails, and open spaces.

Looking to have the parks and amenities tailored to families specifically.

There is a concern of overdevelopment and losing open space and parks.

“Dirty Woman Park could use something...it’s just a weird field. It would be nice if there was pedestrian or bike access (like a bike lane) to get from the east side of 25 to the west side. I would like to applaud the bathrooms at Limbach Park, they are always clean, stocked, and functional, and it’s been a huge part of potty training our toddler.” -**Female, 18-34, Less than a Year, Central Woodmoor**

“There were some plans about improving the skate park and adding a youth bike park or pump track next to it. That would be a great addition to the community. Currently, the nearest kids’ bike skills park is Goose Gossage or Rhyolite in Castle Rock.” -**Male, 35-44, 6-10 Years in Monument, Forest Lakes**

“We need a significant increase in open space and parks in Monument - baseball fields, tennis courts, soccer fields, a huge playground, even a splash pad would be great! There are not a lot of options for kids on the east side of I-25.” -**Female, 45-54, 11-15 Years in Monument, Jackson Creek**

“Sports complex: baseball, soccer fields indoor sports park.”-**Male, 35-44, 6-10 Years in Monument, Lake of the Rockies**

“Keep more open space, add additional parks or improve on existing parks and town Landscaping and Trees.” -**Female, 55-64, More 20 Years in Monument, Past Times**

Town of Monument Parks and Open Space Department List of Potential Parks and Open Space Projects



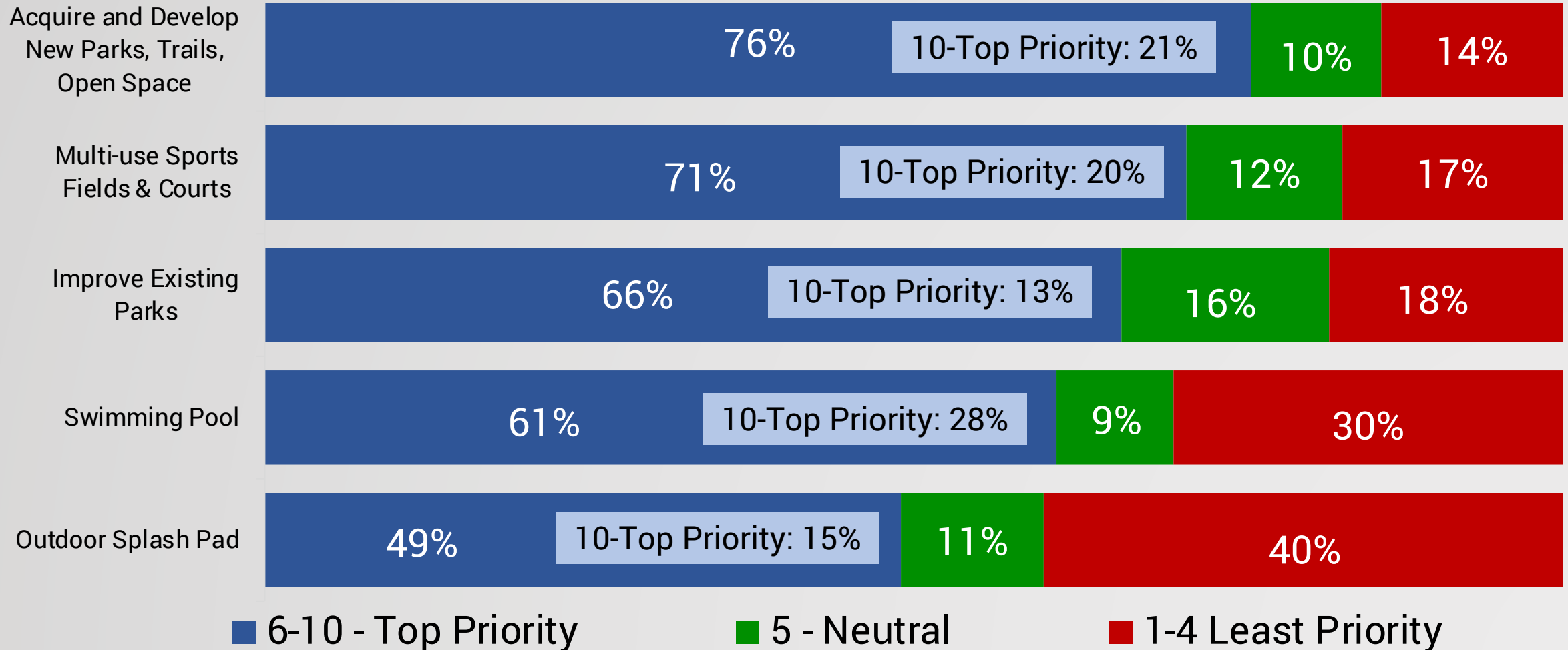
- **Improve existing parks** by completing a master plan of each park that would address upgrading playground equipment and recreational activities in each park. Cost: Approximately \$150,000 for the plan
- **Acquire and develop new parks, trails, and open space.** Cost: Approximately \$100K - \$2M, depending on the size of the land and the type of public area
- **Expand community events** (such as additional Concerts in the Park and adding new community events). Cost: Approximately \$25K per event
- **Multi-use sports fields and courts** for youth and active adults, such as soccer and baseball/softball fields and pickleball courts. Cost: Approximately \$100K-\$1M depending on size and type of fields

Town of Monument Parks and Open Space Department List of Potential Parks and Open Space Projects

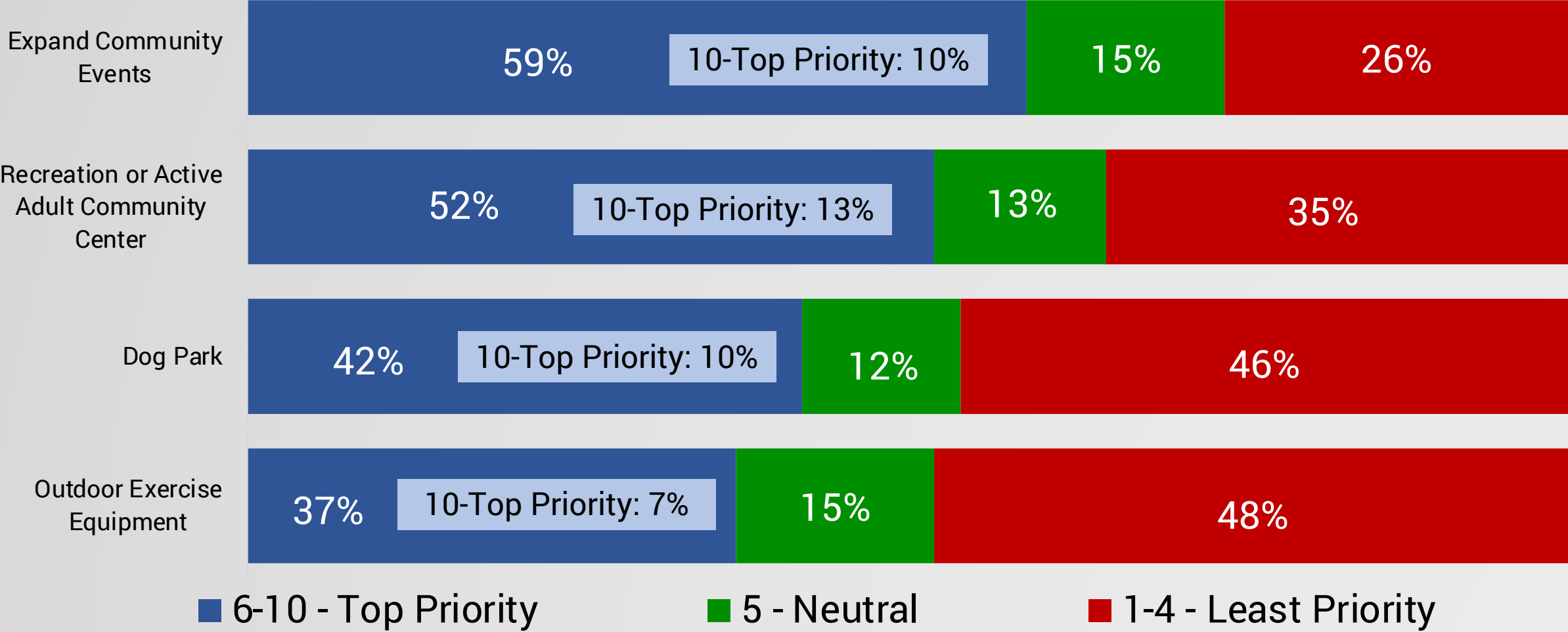


- **Outdoor exercise equipment** along the Santa Fe Trail and/or in the parks. Cost: Approximately \$150K
- **Recreation or Active Adult Community Center.** Cost: Approximately \$50-90M
- **Dog park.** Cost: Approximately \$100K
- **Swimming pool.** Cost: Approximately \$1M+
- **Outdoor splash pad.** Cost: Approximately \$500K

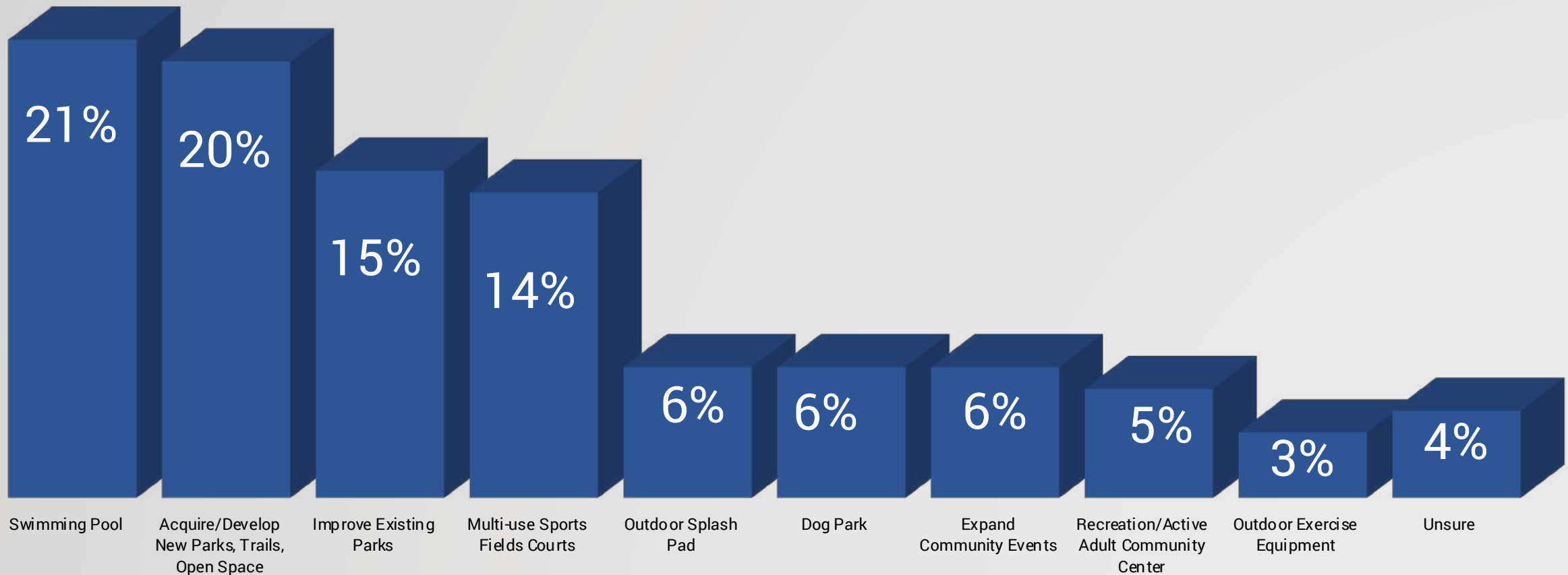
The following is a list of potential parks and open space projects that the Town of Monument is considering. The list also includes a description of the project and the estimated cost. Using a scale from 1 to 10, with 10 indicating the project is a top priority and 1 meaning it should be the least prioritized project, please indicate your opinion.



The following is a list of potential parks and open space projects that the Town of Monument is considering. The list also includes a description of the project and the estimated cost. Using a scale from 1 to 10, with 10 indicating the project is a top priority, and 1 meaning it should be the least prioritized project, please indicate your opinion.



From the same list of projects, which project would you like to see the Town of Monument prioritize first?



Please explain why you picked [insert top priority] as the top priority?

Swimming Pool

Lack of Current Options – lack of accessible and affordable pools in the area.

Community Connection and Recreation

Water Safety and Learning to Swim

Improve Existing Parks

Outdated Playground Equipment

Cost-Effectiveness and Quick Impact – quickest and most cost-effective option

Community Pride and Utilization – it's important to have an inviting, well-maintained space.

Acquire and Develop New Parks, Trails, and Open Space.

Preserving Open Space and Natural Beauty – deep concern about rapid development.

Balancing Growth and Quality of Life – Balance growth with preserving open space and parks.

Recreational Opportunities for All Ages – Important to have recreational opportunities for all ages.

Multi-Use Sports Fields and Courts

Belief Current Facilities are Inadequate

Community Health and Well-Being

Economic and Community Development

Please explain why you picked [insert top priority] as the top priority?

Outdoor Splash Pad

Family-Friendly and Fun for Kids

Accessibility and Inclusivity – Splash pads are accessible to all children, all abilities.

Local Convenience and Community Enhancement

Expanding Community Events

Community Unity and Togetherness

Economic Benefits and Revenue Generation

Cultural Enrichment and Opportunities for Artists

Dog Park

Convenience and Accessibility – Need for a local dog park.

Community Gathering and Socialization – A communal space where dog owners can come together, creates sense of community.

Health and Exercise for Dogs

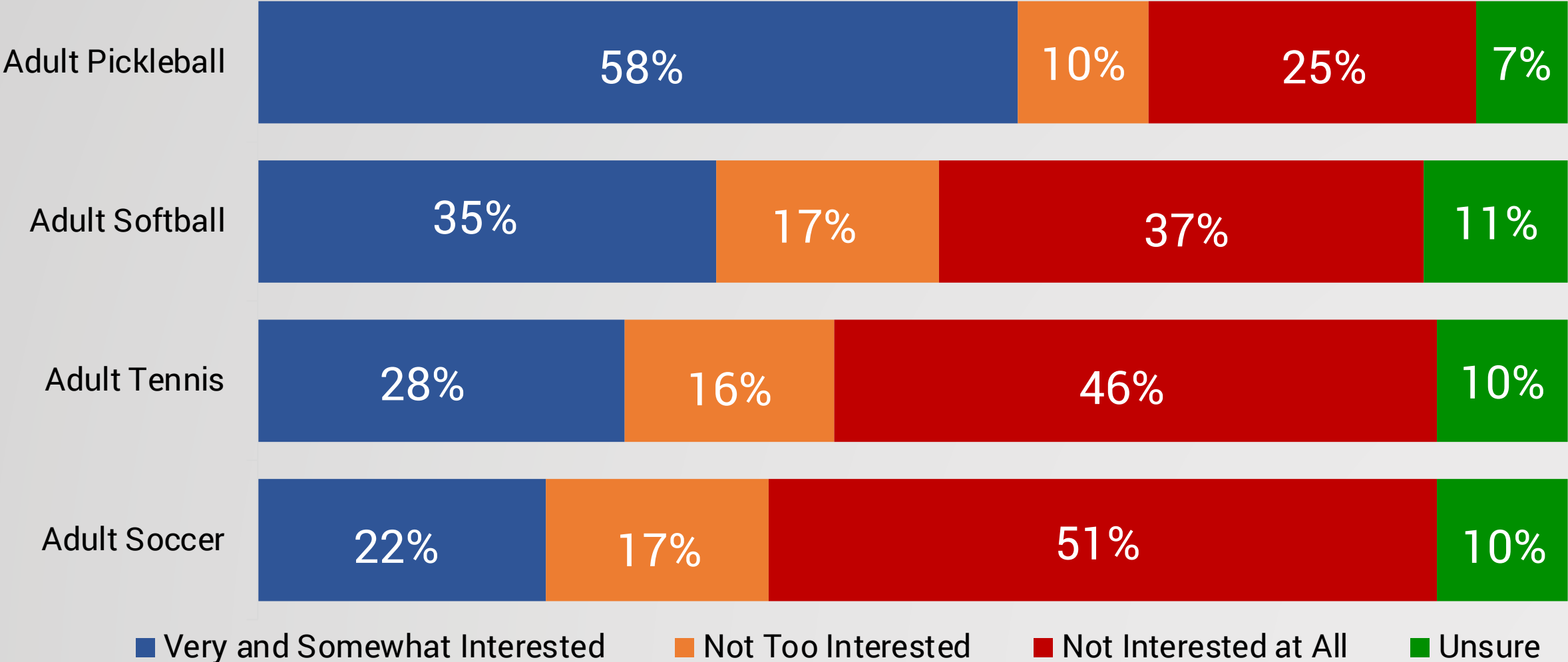
Rec Center/Adult Community Center

Diverse and Affordable Activities

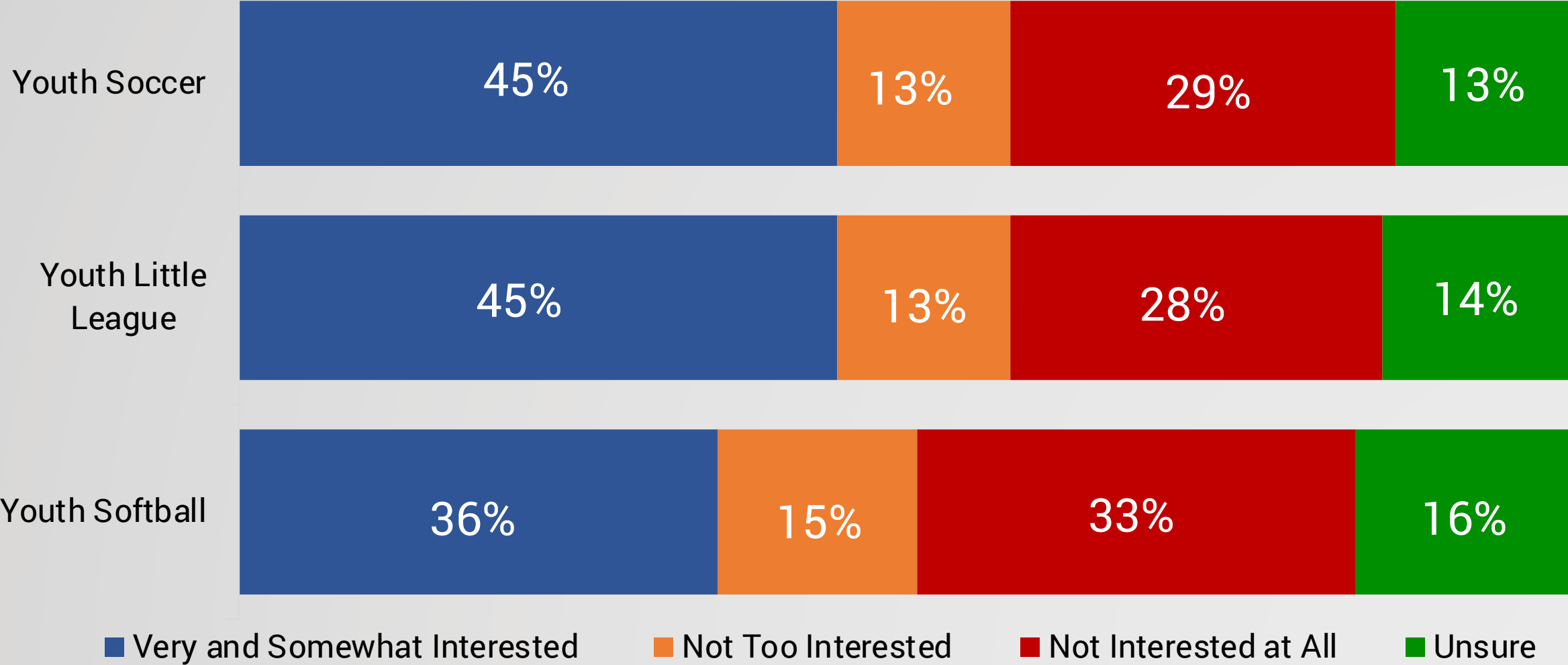
Indoor Facilities for Year-Round Recreation

Community Building and Social Spaces

As you may know, the Town of Monument does not currently offer any recreation services. However, they are considering adding recreational leagues for both adults and youth. Knowing this, how interested would you be in the following leagues:



As you may know, the Town of Monument does not currently offer any recreation services. However, they are considering adding recreational leagues for both adults and youth. Knowing this, how interested would you be in the following leagues:

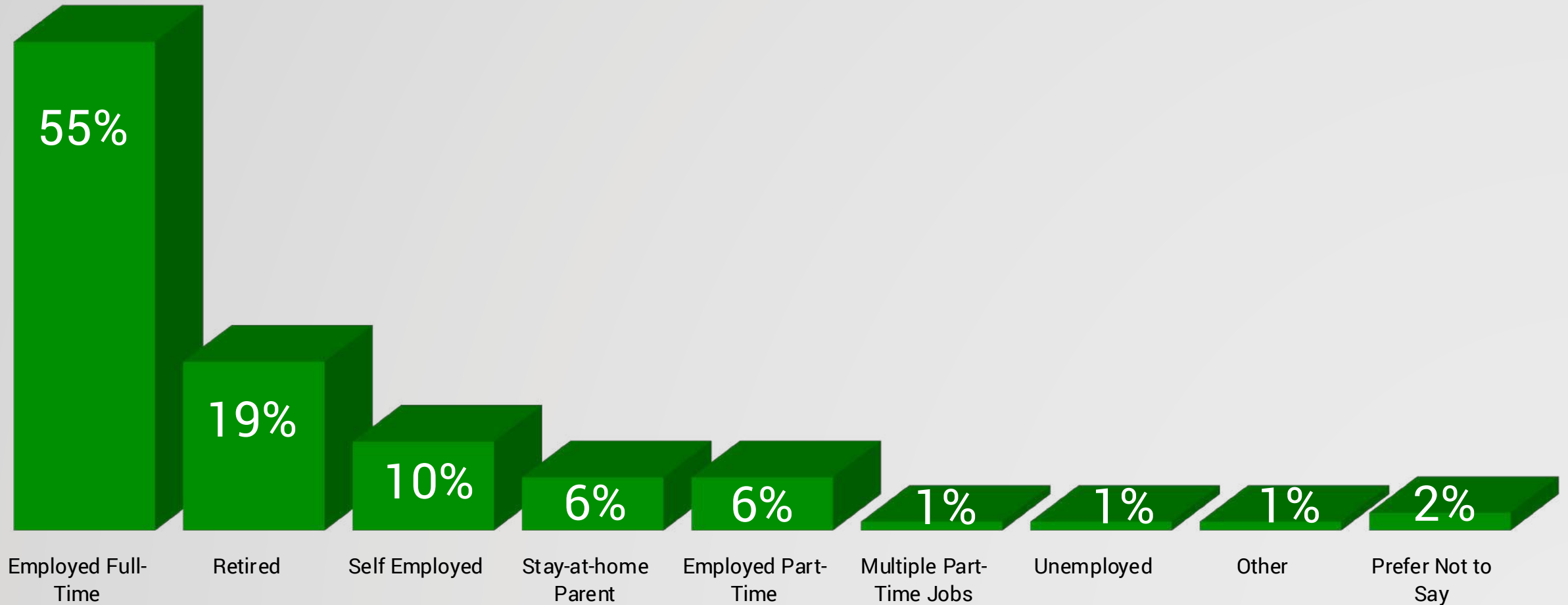


Are there any other adult or youth recreational leagues or activities that are not mentioned above that you would be interested in?

Other Leagues Interested In
Adult Volleyball
Adult Basketball
Adult Kickball
Adult Dodgeball
Adult Field Hockey
Disc Golf
Running Club
Adult Cornhole League

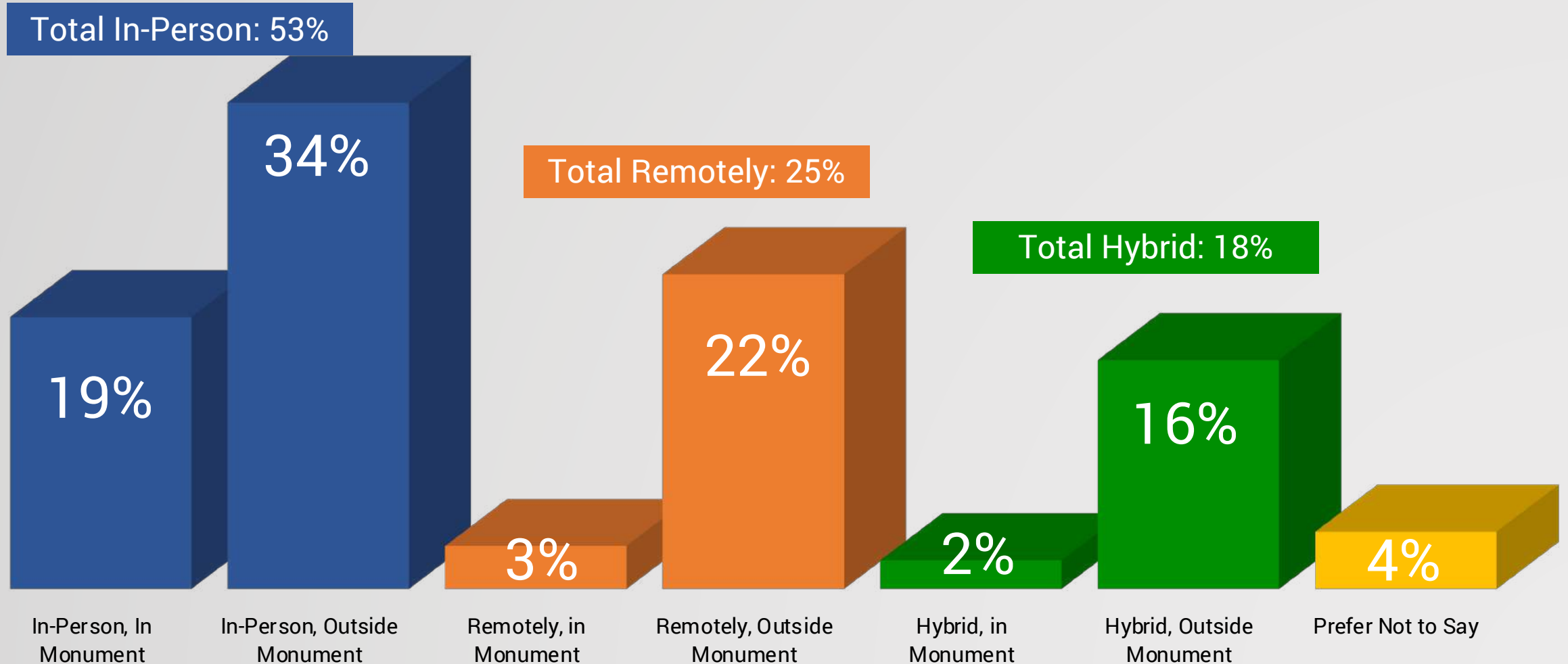


What is your employment status?

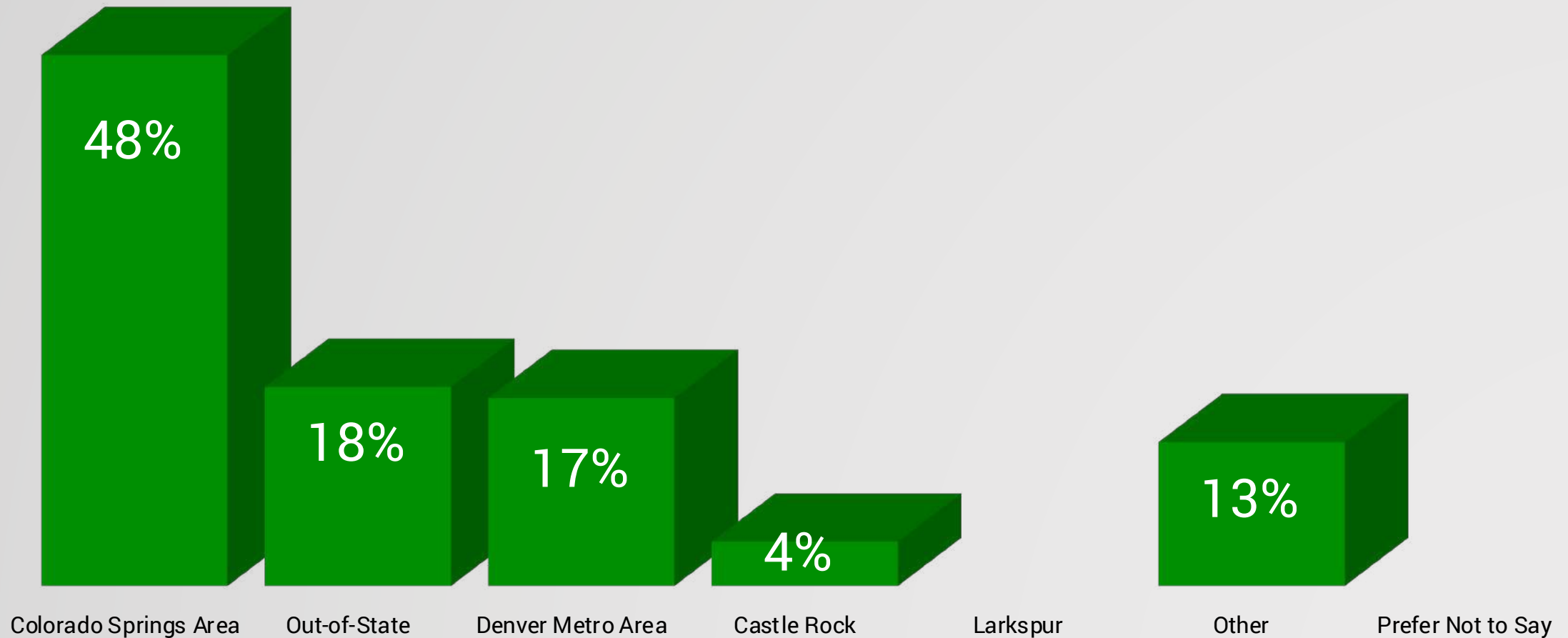


Do you currently work:

Asked to respondents who work full-time or part time, 468n

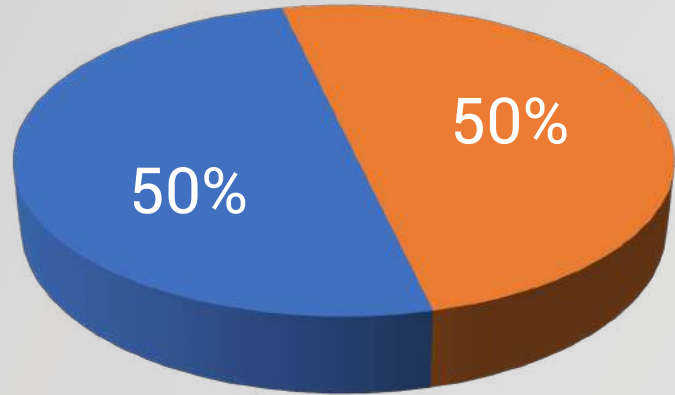


Where is your employer located if outside of Monument? [Asked to respondents who work outside of Monument, 338n]



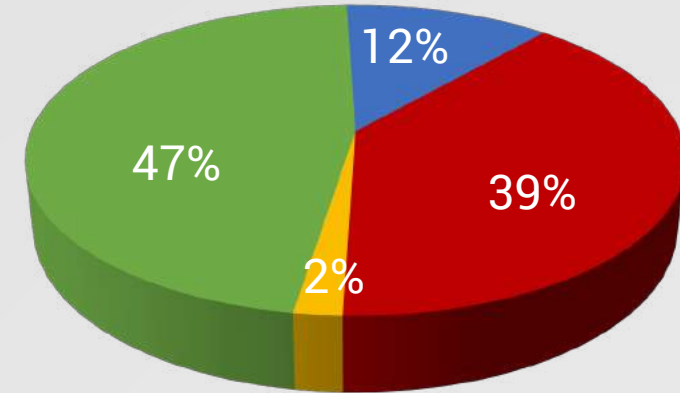
Survey Demographics

Gender



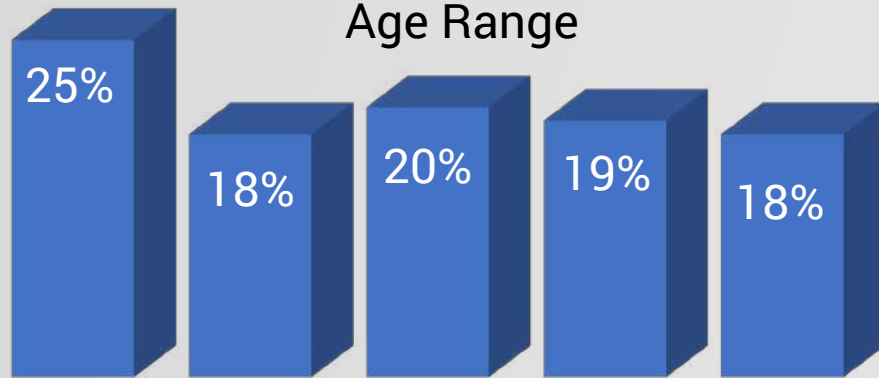
Female Male Identify Differently

Party Affiliation



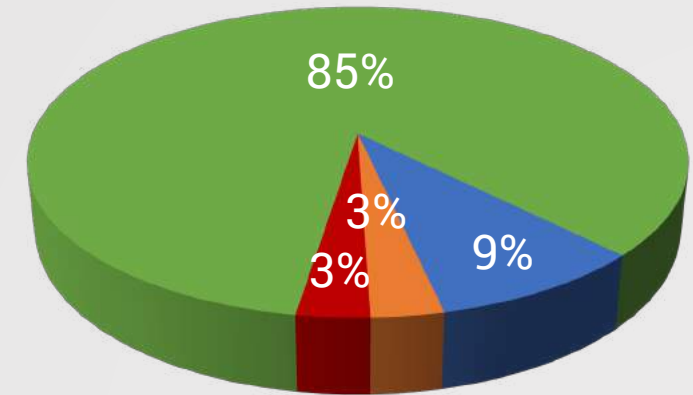
Unaffiliated Democrat
Republican Other Party

Age Range



18-34 35-44 45-54 55-64 65+

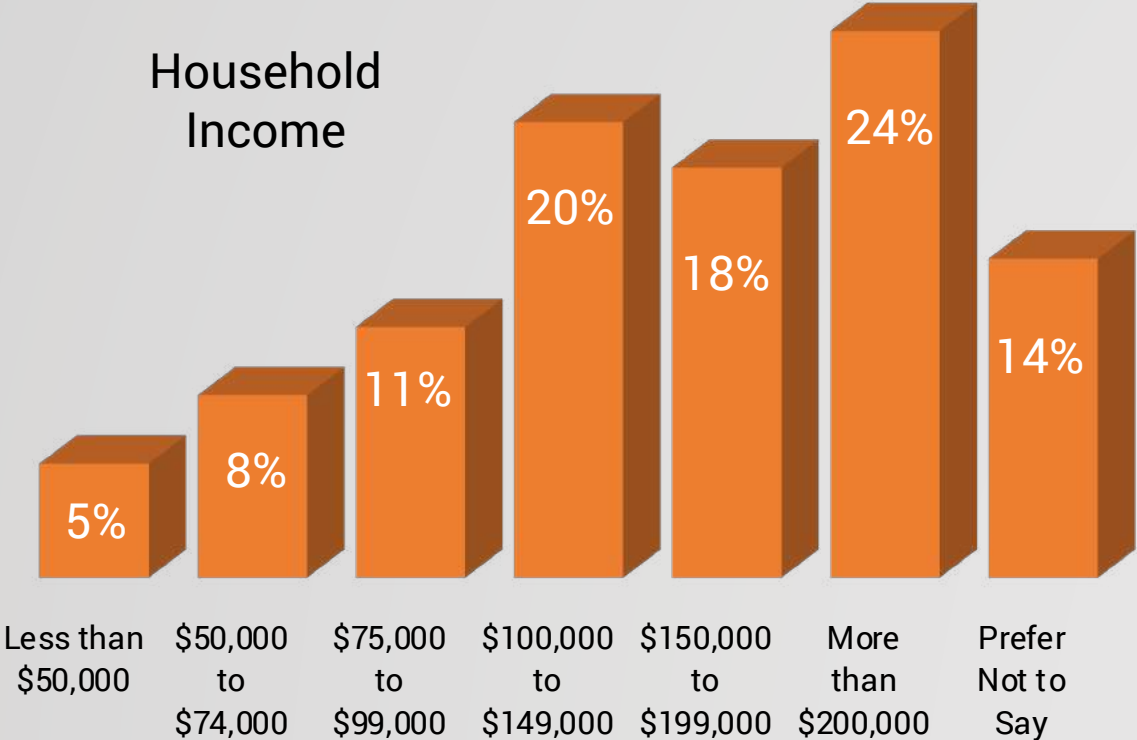
Rent or Own Home



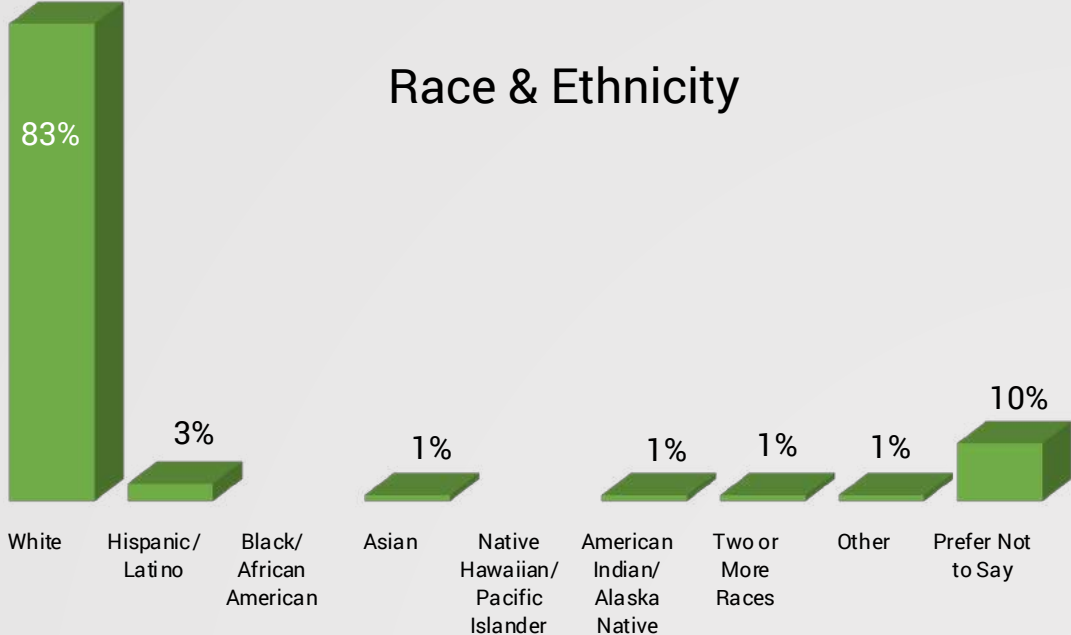
Own Rent Other Prefer Not to Say

Survey Demographics

Household Income



Race & Ethnicity



Magellan Strategies
4800 Aspen Creek Drive
Broomfield, CO 80023
[www. MagellanStrategies.com](http://www.MagellanStrategies.com)
(303) 861-8585

David Flaherty | Courtney Sievers
Ryan Winger | Katie Witt

