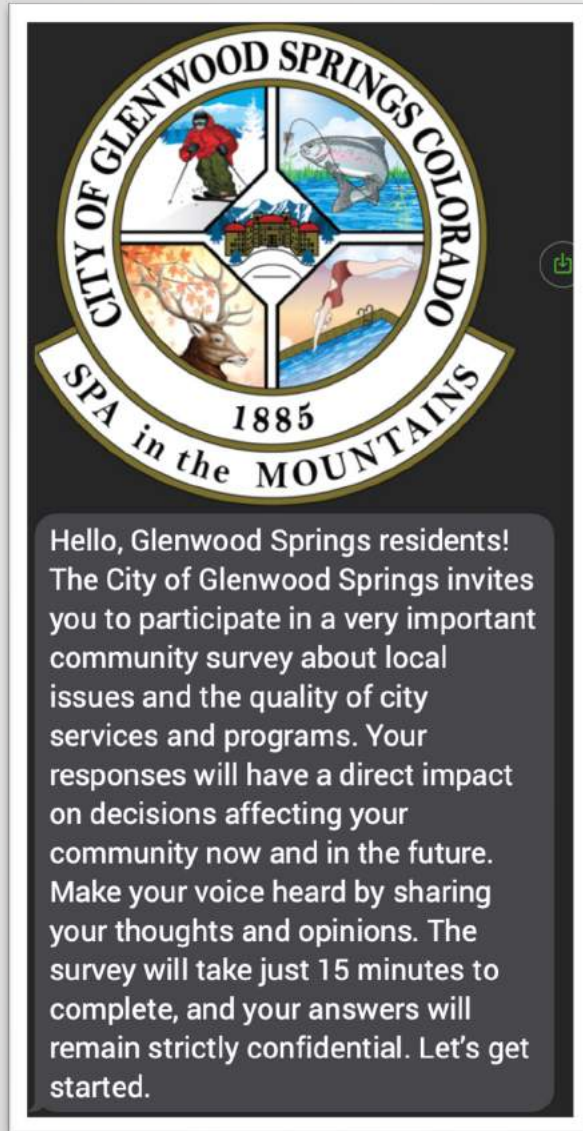


City of Glenwood Springs Community Survey

September 7th to 22nd, 2021



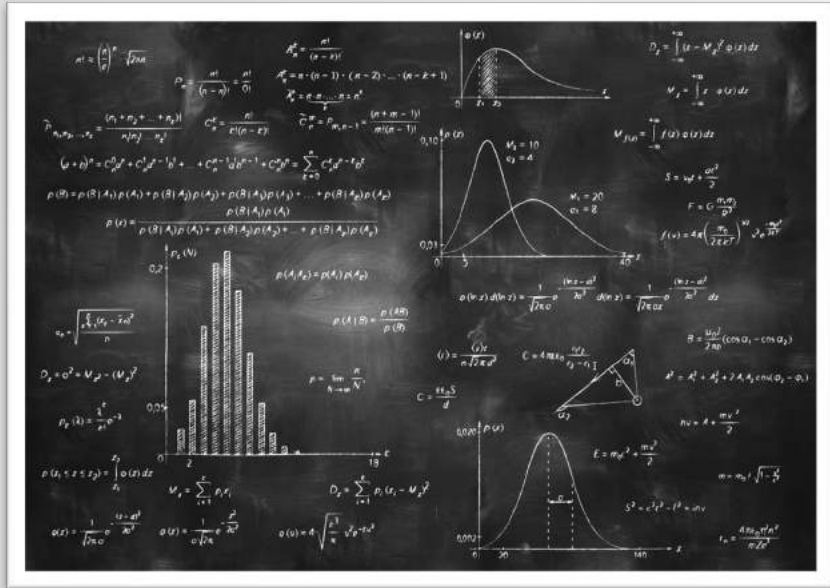
Methodology



Magellan Strategies is pleased to present the results of an online survey of 861 residents in the City of Glenwood Springs, CO. The survey data was collected using MMS text messaging methods. The interviews were conducted from September 7th to 22nd, 2021.

The overall survey responses have a margin of error of +/- 3.15% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample. The survey results were weighted to be representative adult population demographics for the City of Glenwood Springs.

Survey Objectives

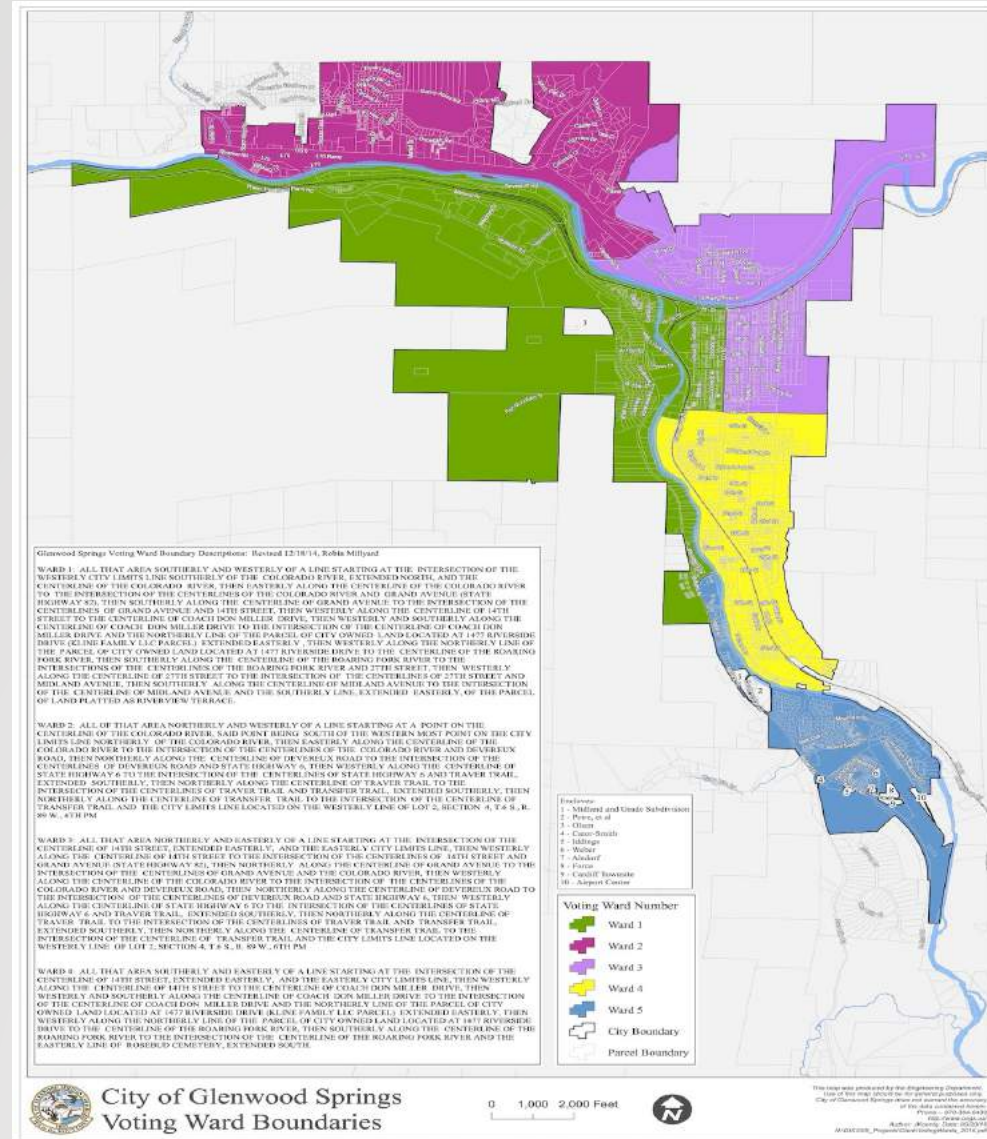


The objectives of this community survey were to measure and understand Glenwood Springs residents' thoughts and opinions of city services, programs, priorities, and quality of life aspects.

This survey established opinion benchmarks of the performance of city services and amenities.



City of Glenwood Springs Ward Map



Top Issues, Priorities, or Problems

Please describe the top issues, priorities, or problems that you think the City of Glenwood Springs should address in the next three years.

- 1. Infrastructure and Transportation:** There is significant concern about road conditions, traffic congestion, and the need for infrastructure improvements such as water systems and street maintenance. Specific issues mentioned include road repairs, traffic management, pedestrian and bike accessibility, and the development of alternative transportation options.
- 2. Housing Affordability and Homelessness:** Affordable housing emerges as a pressing concern, along with issues related to rental availability, short-term rentals, and workforce housing. Additionally, there are concerns about homelessness, including the need for supportive services and strategies to address encampments and loitering.
- 3. Community Development and Planning:** Many residents express a desire for responsible growth management and thoughtful community planning. This includes considerations for preserving open spaces, enhancing parks and recreational amenities, revitalizing underutilized areas, and fostering a sense of community identity.
- 4. Environmental Conservation and Quality of Life:** There is a strong emphasis on environmental protection, sustainable practices, and maintaining the natural beauty of Glenwood Springs. Residents prioritize efforts such as water conservation, reducing pollution, preserving green spaces, and addressing climate change impacts.
- 5. Community Engagement and Governance:** Concerns about city leadership, governance, and citizen engagement are prevalent. Residents seek improved communication, transparency, and accountability from local government. Additionally, there are calls for efficient use of taxpayer funds, responsible decision-making, and meaningful public involvement in decision-making processes.



Quality of Life Questions

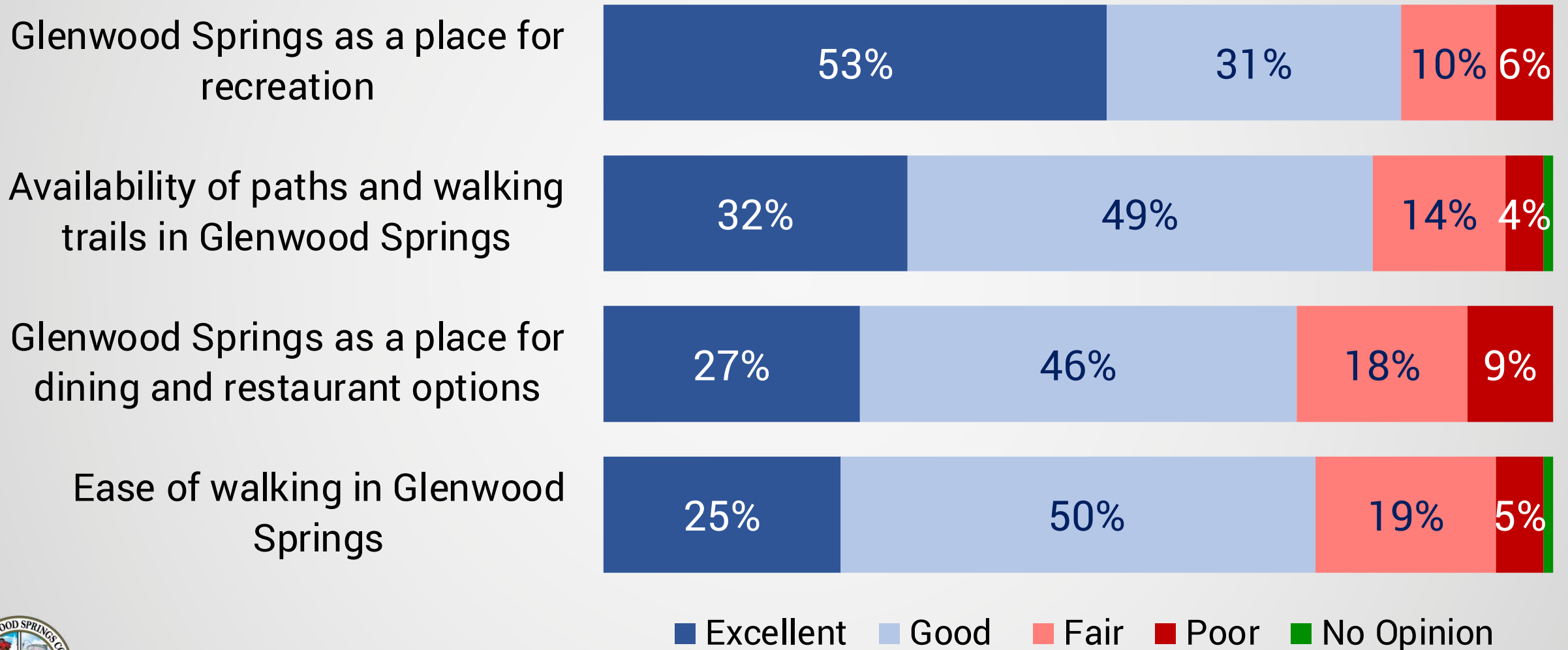


Please rate the City of Glenwood Springs on the following quality of life aspects:

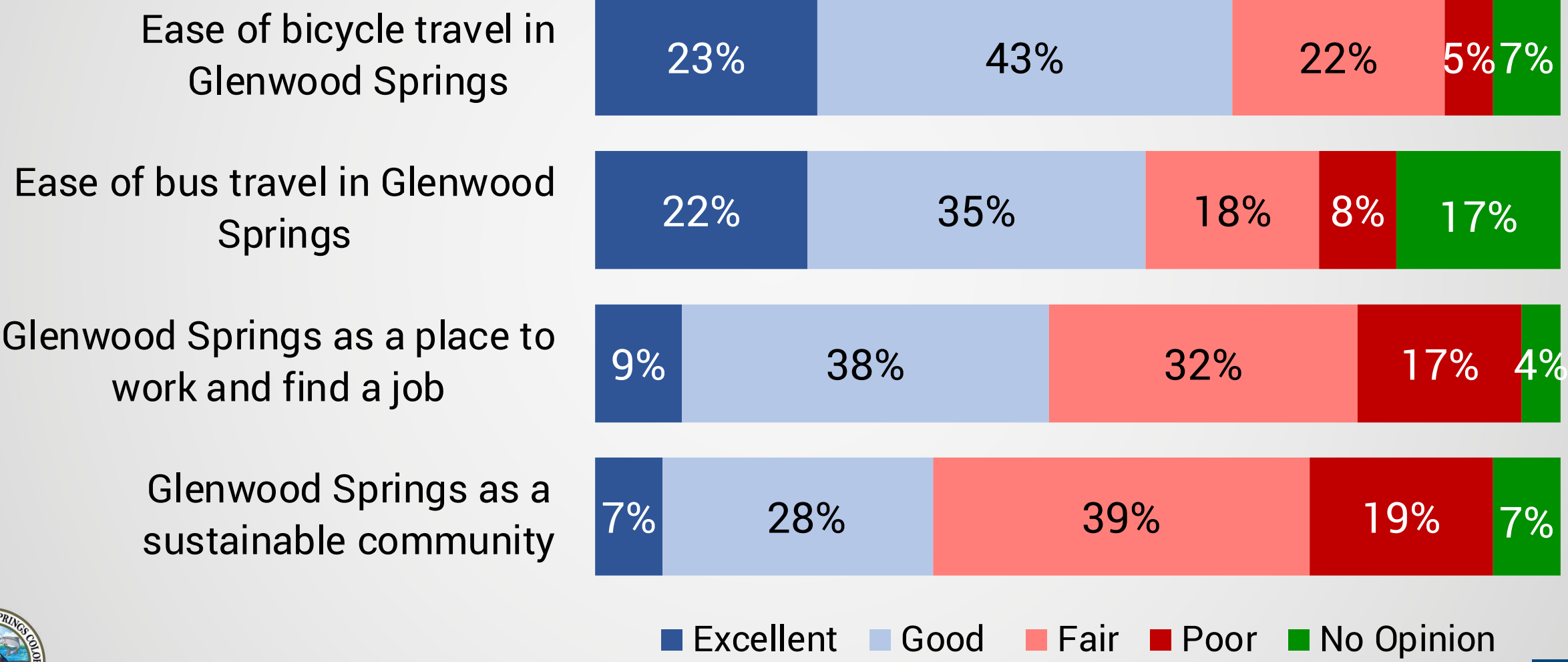
- The overall quality of life in Glenwood Springs
- Your neighborhood as a place to live
- Glenwood Springs as a place to live
- Glenwood Springs as a place to raise a family
- Glenwood Springs as a place to retire

Additionally, you will be asked to rate other aspects of living, working, and playing in Glenwood Springs.

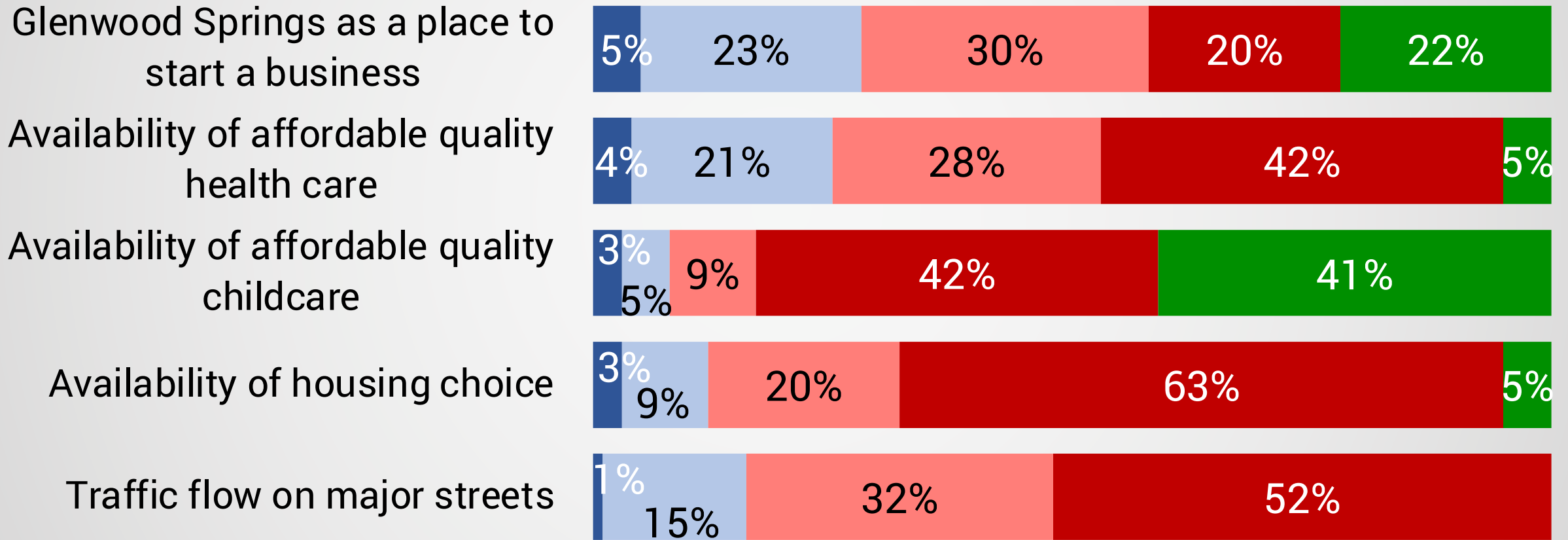
How would you rate the City of Glenwood Springs on the following quality of life aspects?



How would you rate the City of Glenwood Springs on the following quality of life aspects?



How would you rate the City of Glenwood Springs on the following quality of life aspects?



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Opinion



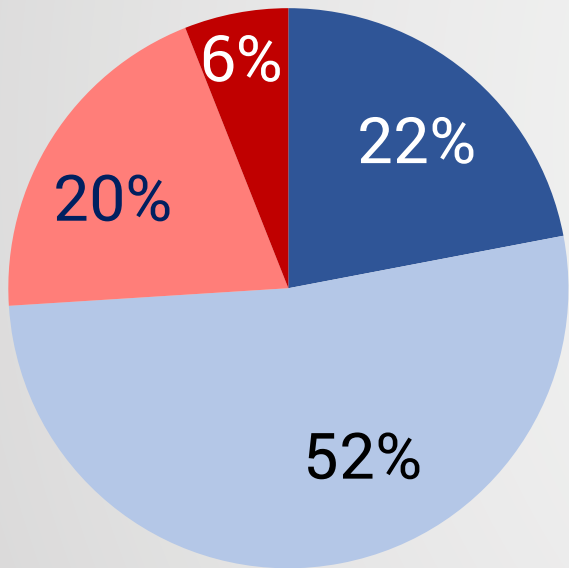
Glenwood Springs Quality of Life Measurements Compared to Similar Colorado Communities

Quality of Life Aspects	Glenwood Springs	Steamboat Springs	Estes Park	Rifle	Monument	Cañon City	Wellington	Fruita
Overall quality of life	74%	91%	75%	58%	N/A	59%	N/A	93%
A place to live	80%	94%	79%	N/A	87%	70%	71%	N/A
A place to raise a family	70%	90%	62%	N/A	83%	N/A	69%	N/A
A place to retire	49%	80%	73%	N/A	68%	69%	43%	N/A
A place to work	47%	52%	42%	N/A	23%	N/A	N/A	N/A
Overall value of services	56%	74%	56%	37%	64%	26%	N/A	65%



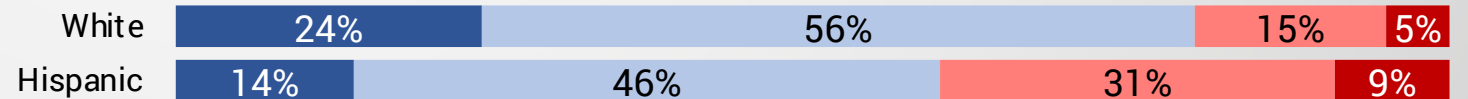
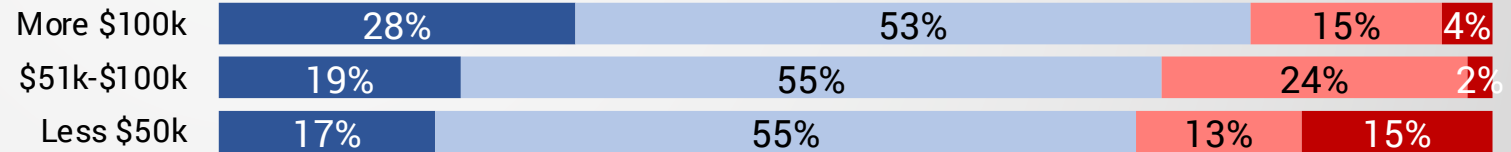
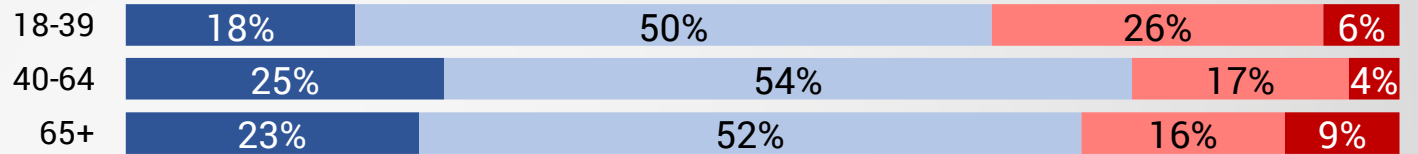
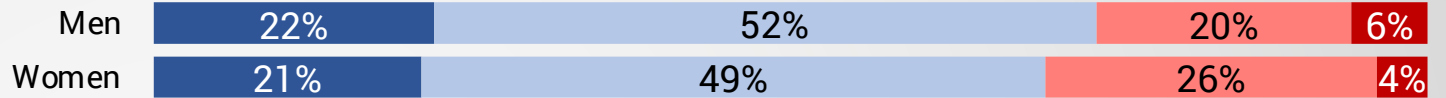
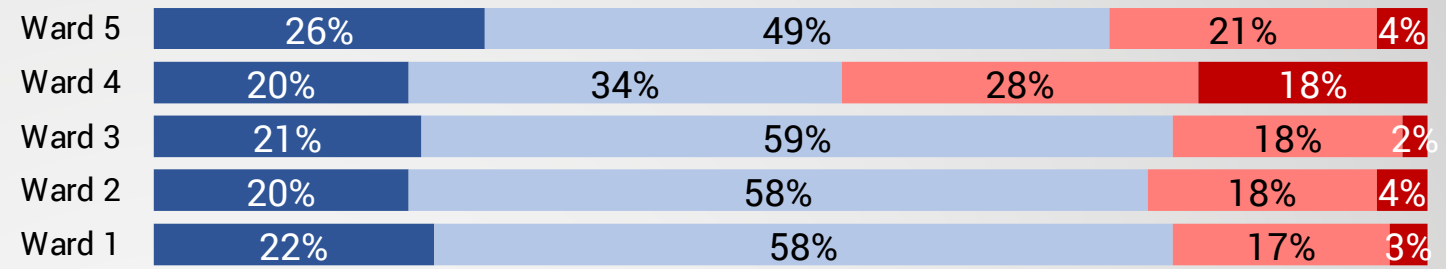
How would you rate the City of Glenwood Springs on the following quality of life aspects?

The overall quality of life in Glenwood Springs.



■ Excellent
■ Good
■ Fair
■ Poor
■ No Opinion

Excellent & Good	74%
Fair & Poor	26%

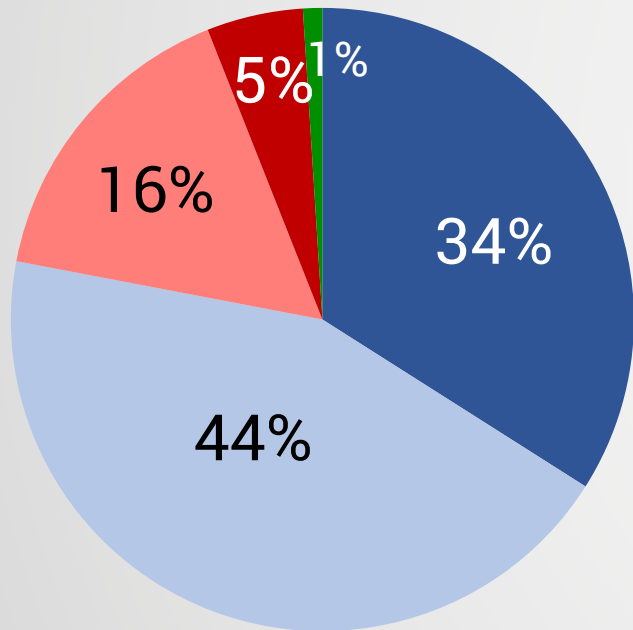


■ Excellent
 ■ Good
 ■ Fair
 ■ Poor



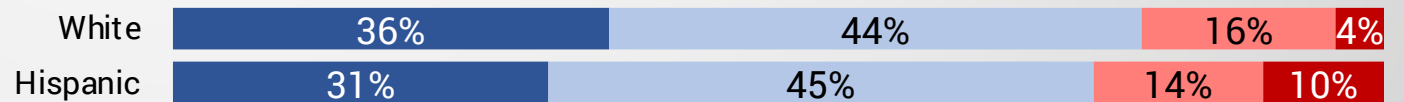
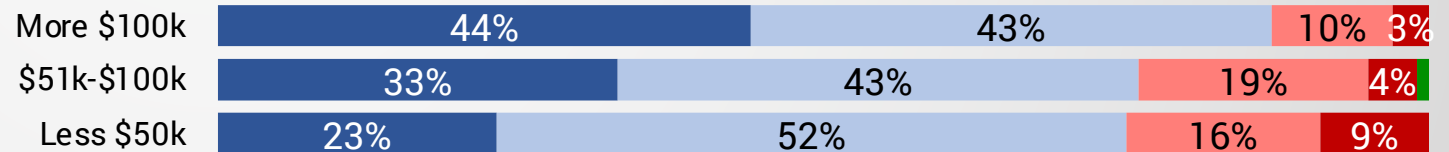
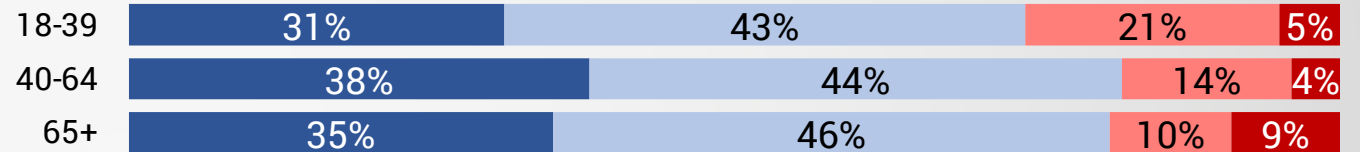
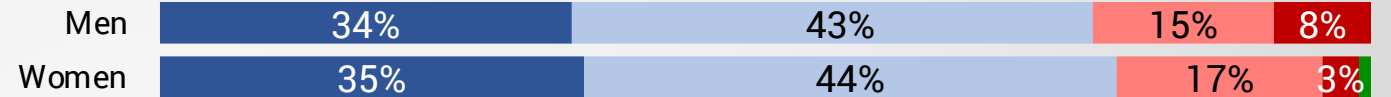
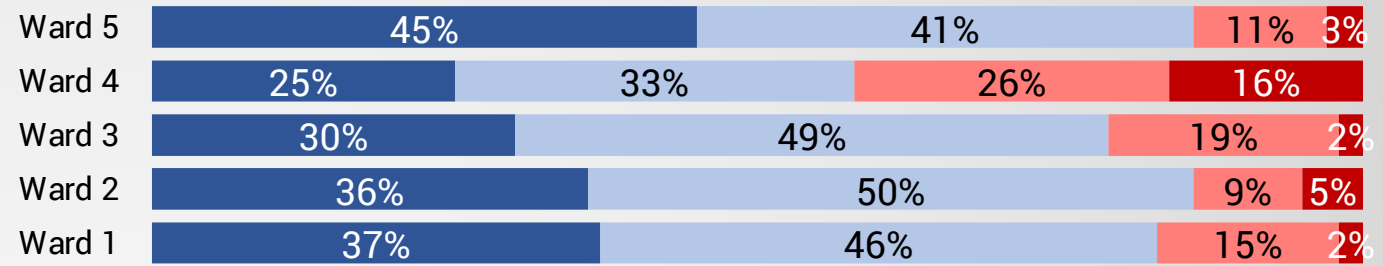
How would you rate the City of Glenwood Springs on the following quality of life aspects?

Your neighborhood as a place to live.



■ Excellent
■ Fair
■ No Opinion
■ Good
■ Poor

Excellent & Good	78%
Fair & Poor	21%

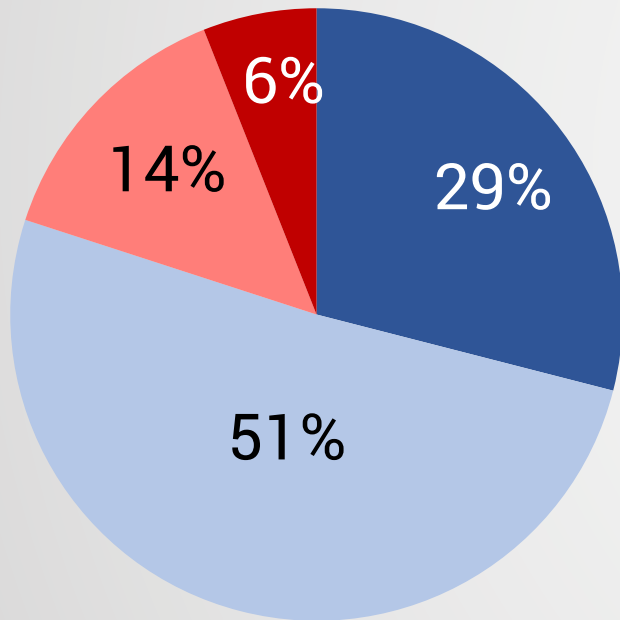


■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Opinion



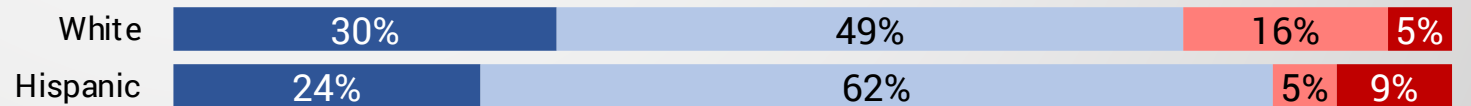
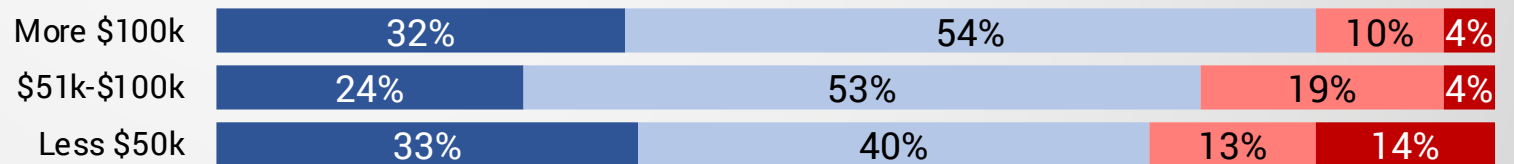
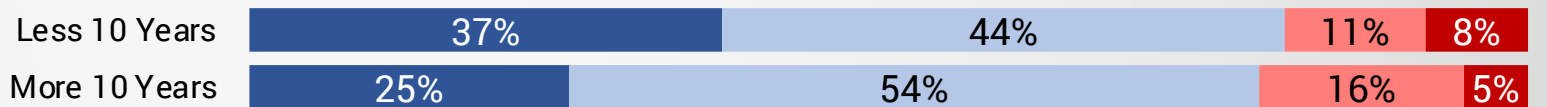
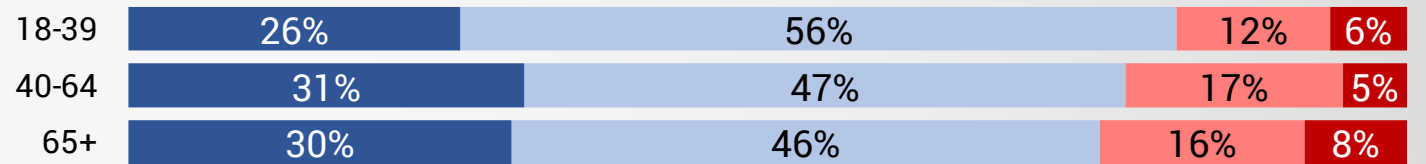
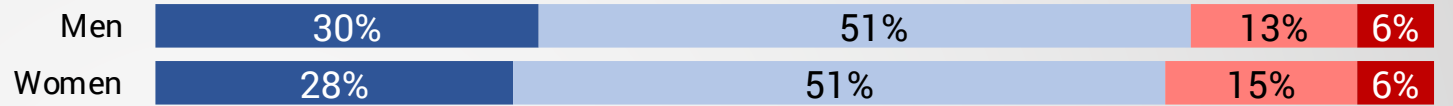
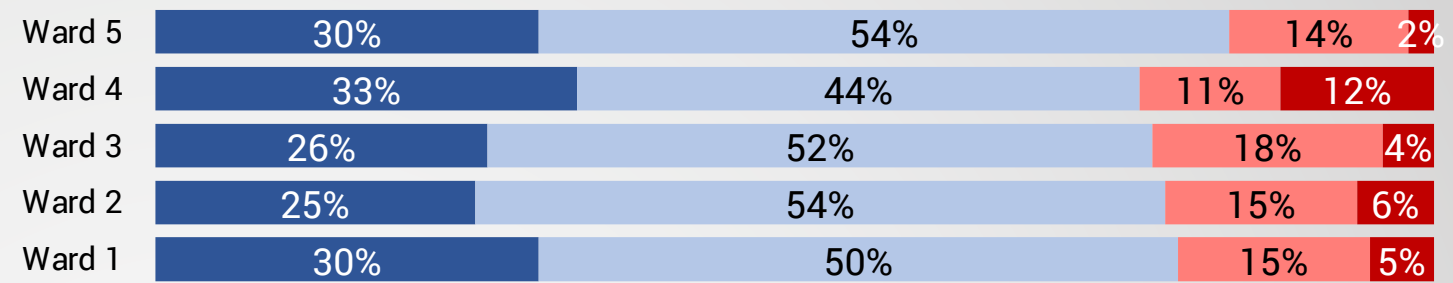
How would you rate the City of Glenwood Springs on the following quality of life aspects?

Glenwood Springs as a place to live.



■ Excellent ■ Good
■ Fair ■ Poor
■ No Opinion

Excellent & Good	80%
Fair & Poor	20%

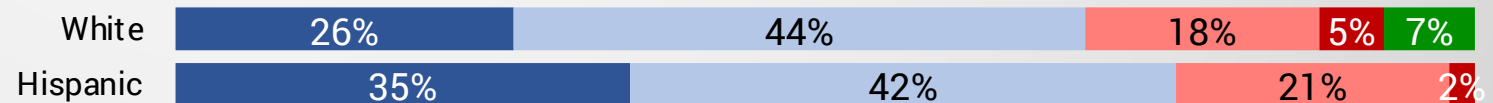
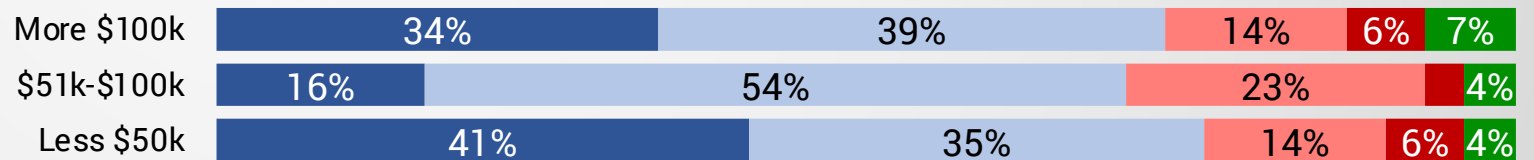
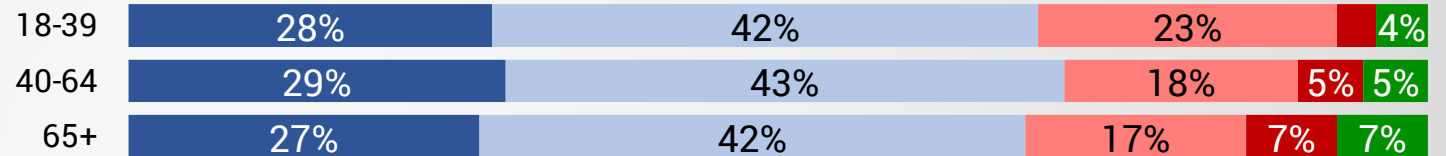
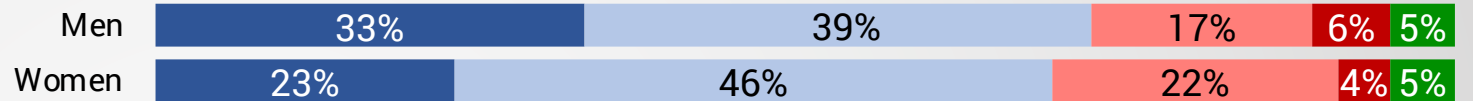
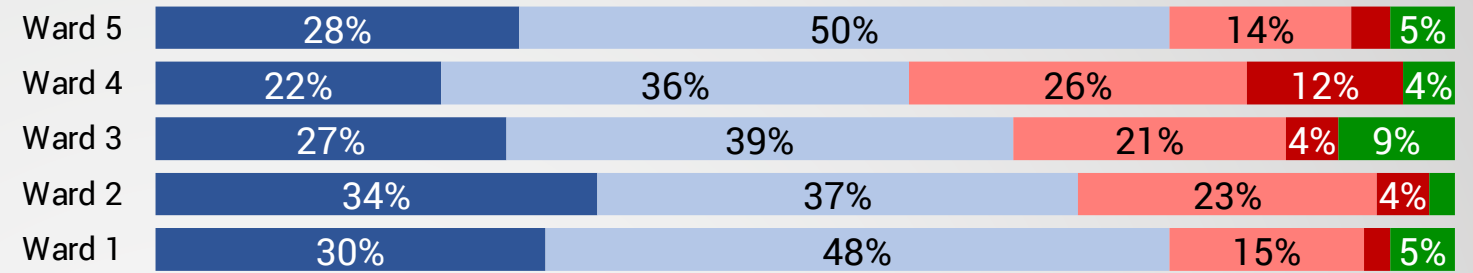
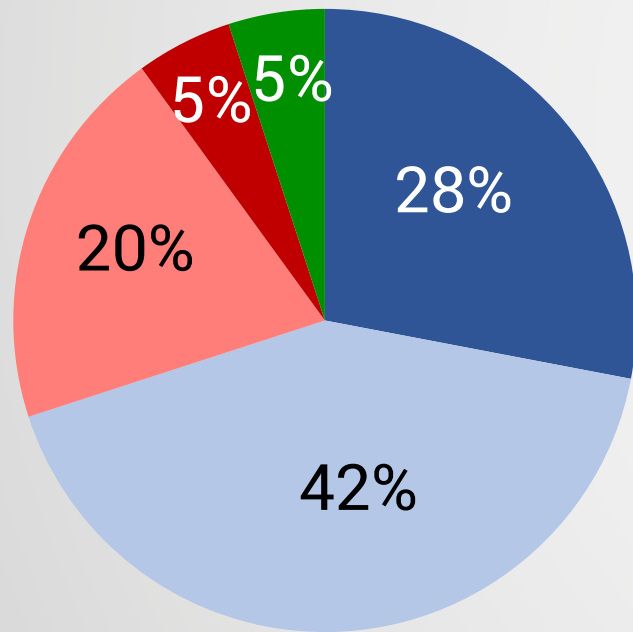


■ Excellent ■ Good ■ Fair ■ Poor ■ No Opinion



How would you rate the City of Glenwood Springs on the following quality of life aspects?

Glenwood Springs as a place to raise a family.

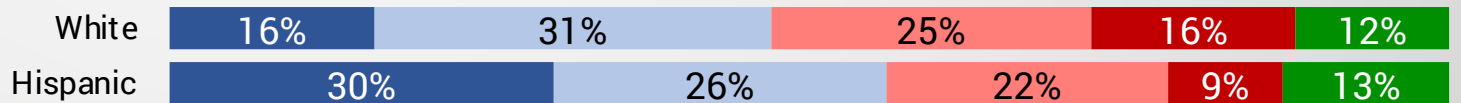
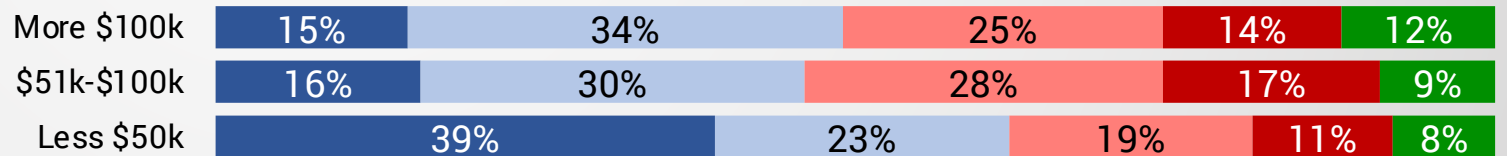
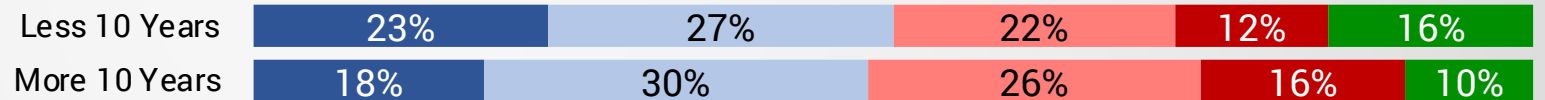
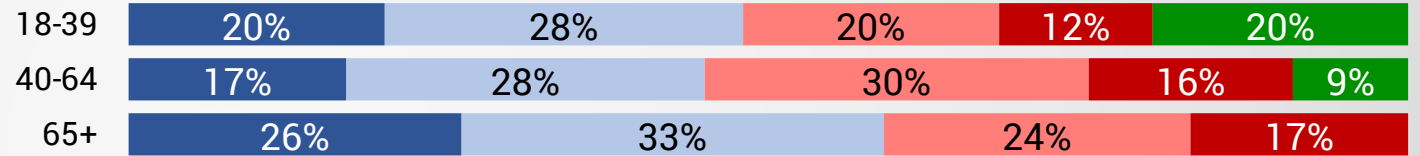
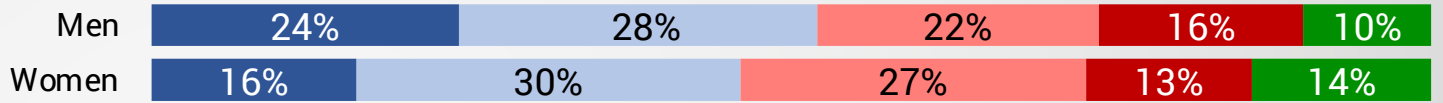
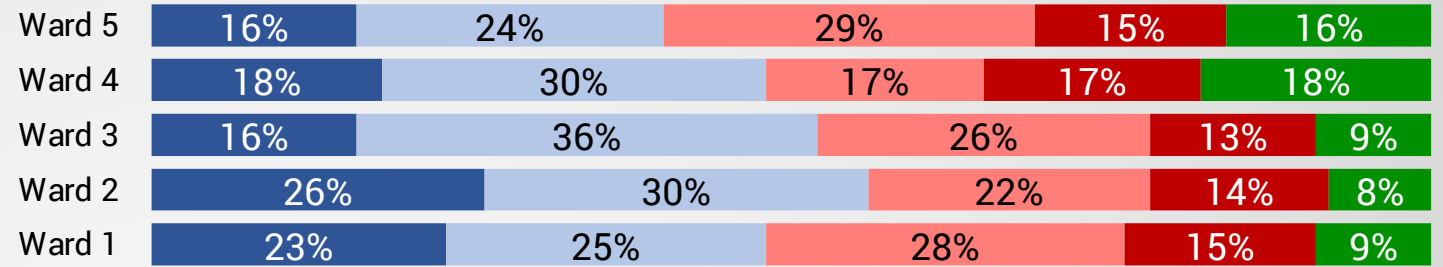
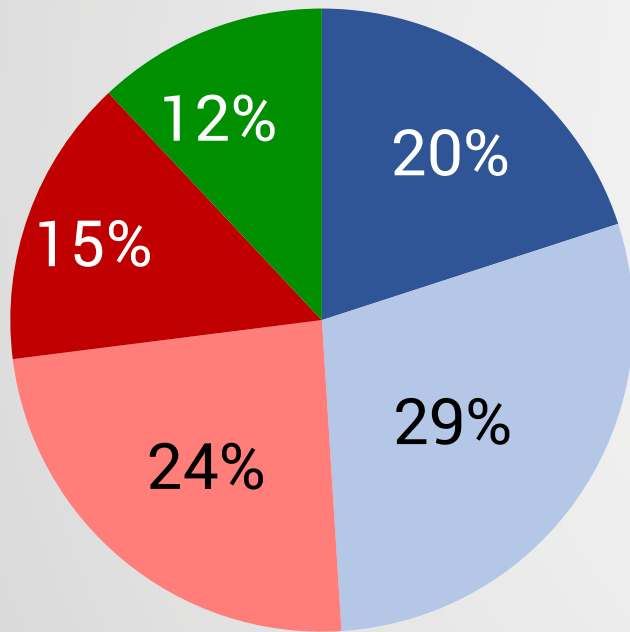


■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Opinion



How would you rate the City of Glenwood Springs on the following quality of life aspects?

Glenwood Springs as a place to retire.



Resident Satisfaction of City Services



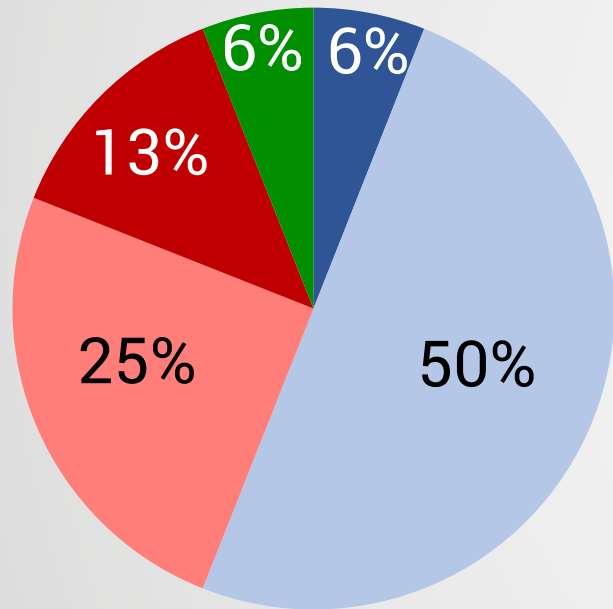
The City of Glenwood Springs wants to hear residents' opinions of the value of services provided for the taxes paid to the City.

Please indicate your level of satisfaction with the following city services.

This information will help the town better allocate services and programs to meet resident needs.

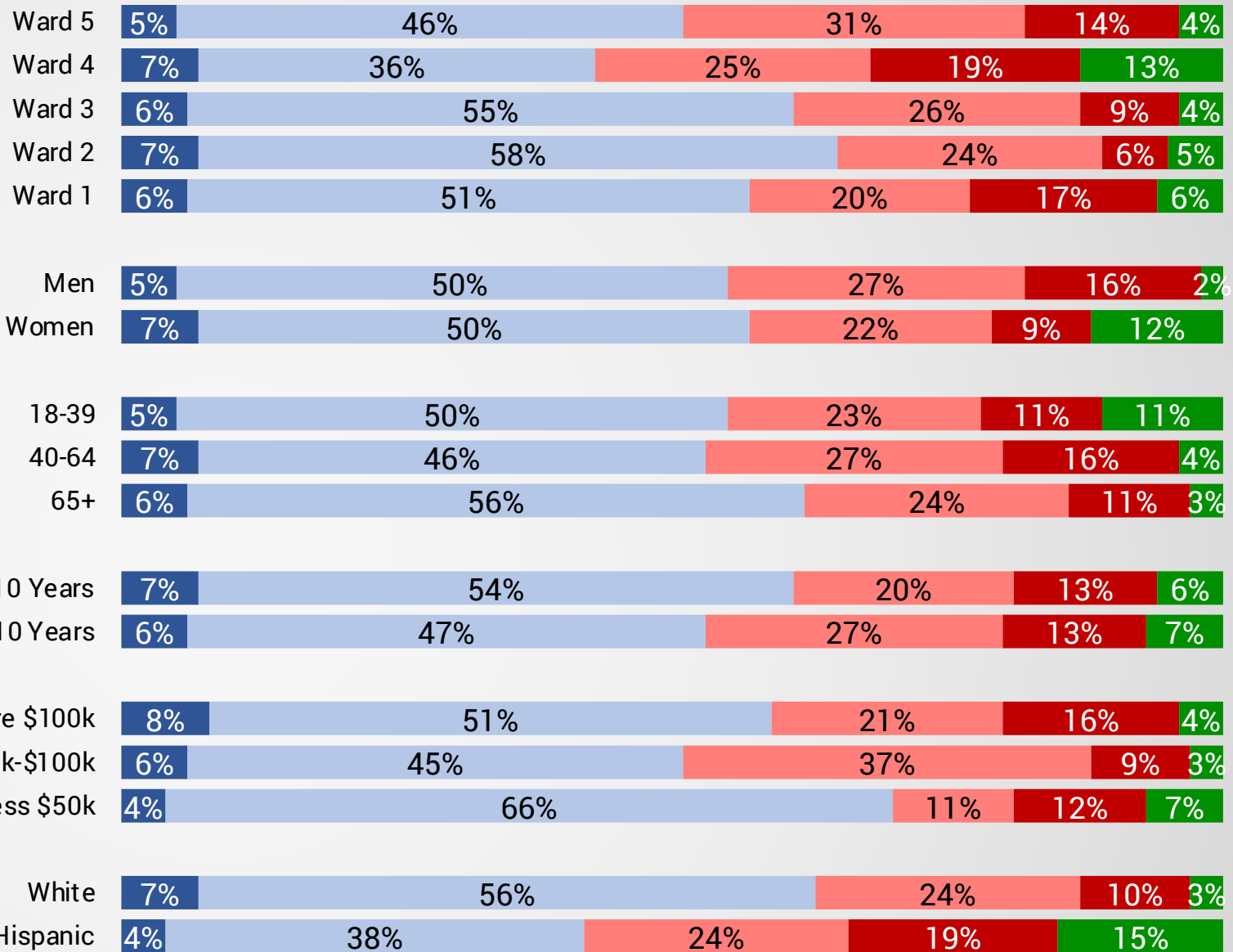
Please indicate your level of satisfaction with the following City services.

The overall value of services for the taxes paid to the City of Glenwood Springs



- Extremely Satisfied
- Somewhat Satisfied
- Not Satisfied
- Extremely Dissatisfied
- No Opinion

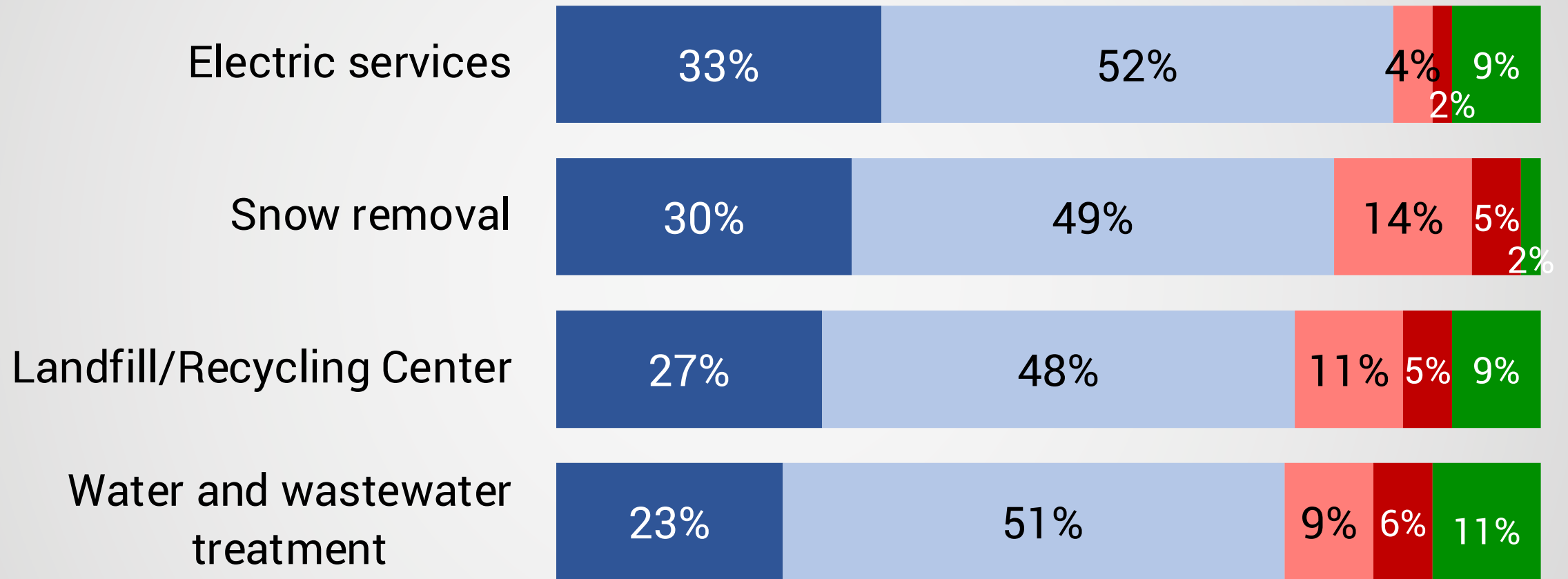
Total Satisfied	56%
Total Not Satisfied	38%



- Extremely Satisfied
- Somewhat Satisfied
- Not Satisfied
- Extremely Dissatisfied
- No Opinion



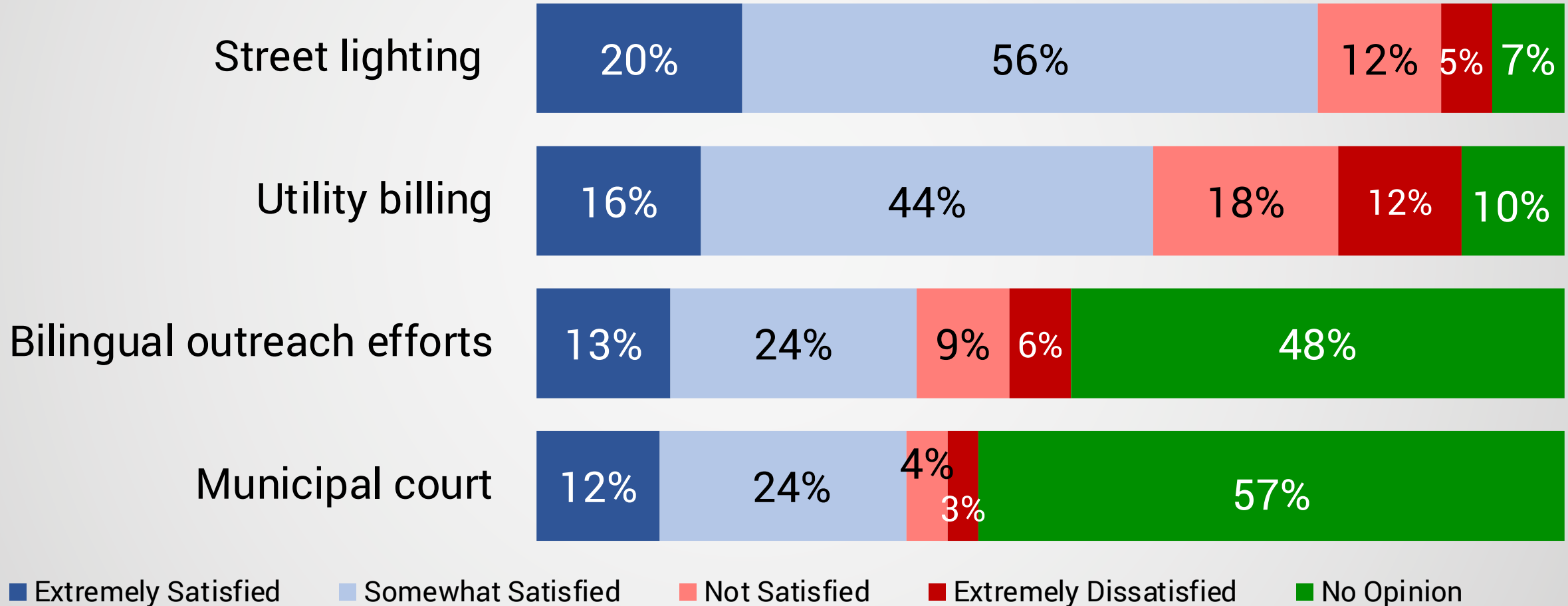
Please indicate your level of satisfaction with the following City services.



■ Extremely Satisfied
 ■ Somewhat Satisfied
 ■ Not Satisfied
 ■ Extremely Dissatisfied
 ■ No Opinion



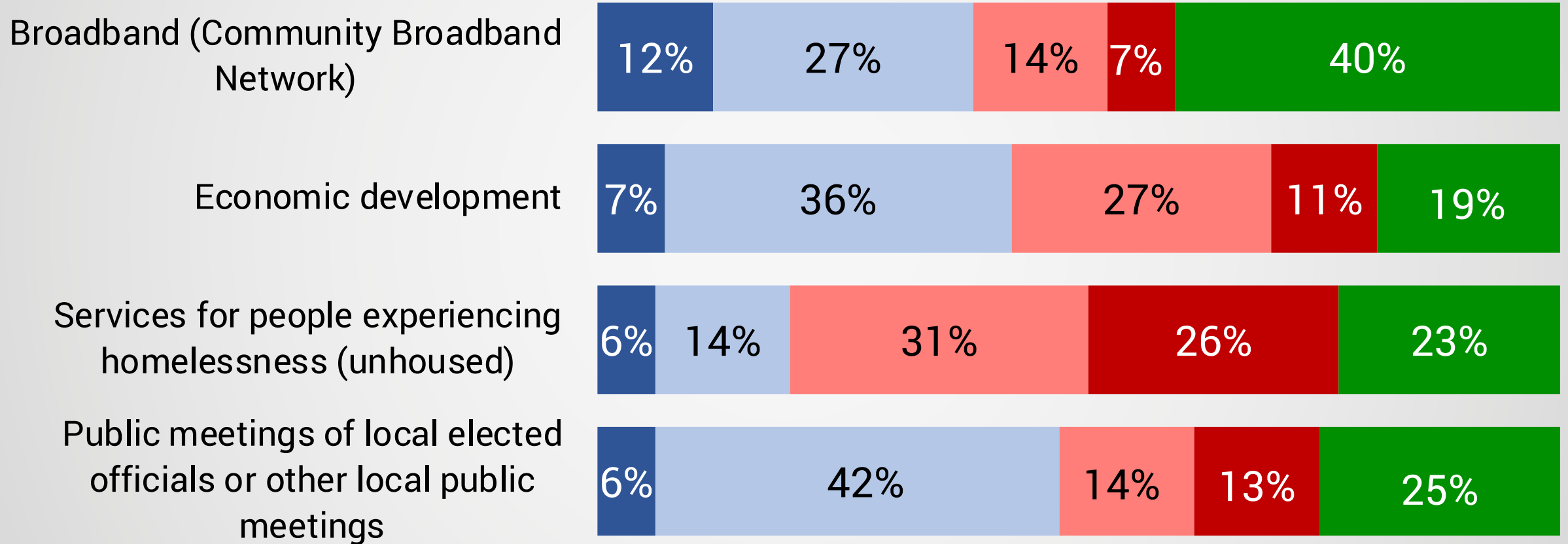
Please indicate your level of satisfaction with the following City services.



■ Extremely Satisfied
 ■ Somewhat Satisfied
 ■ Not Satisfied
 ■ Extremely Dissatisfied
 ■ No Opinion



Please indicate your level of satisfaction with the following City services.

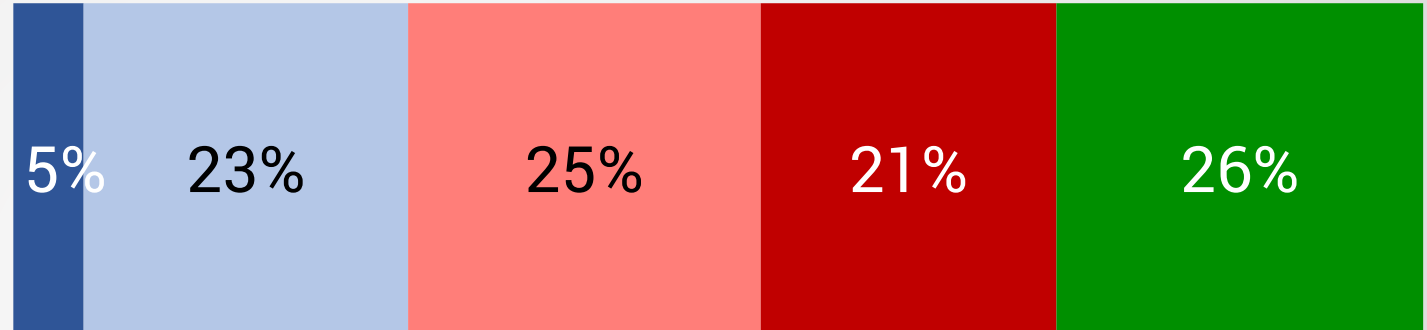


■ Extremely Satisfied
 ■ Somewhat Satisfied
 ■ Not Satisfied
 ■ Extremely Dissatisfied
 ■ No Opinion

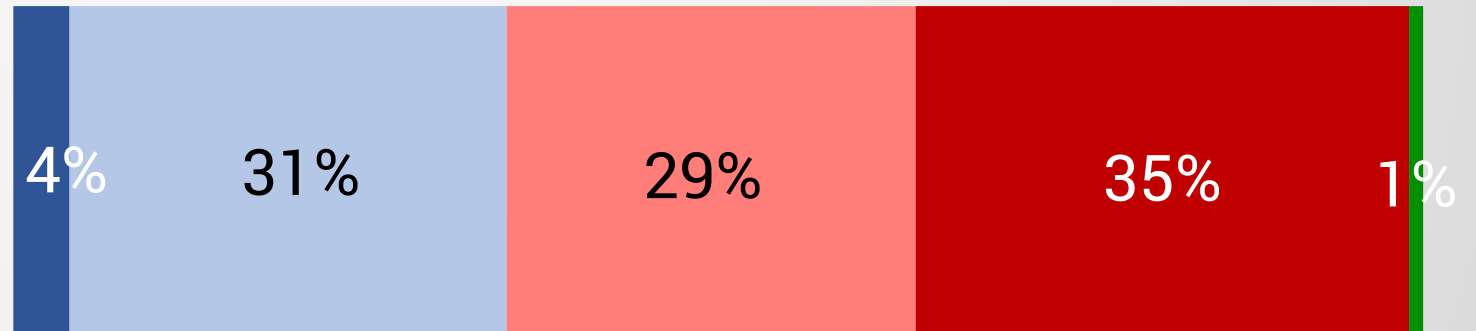


Please indicate your level of satisfaction with the following City services.

Residential and commercial permitting, land planning and development



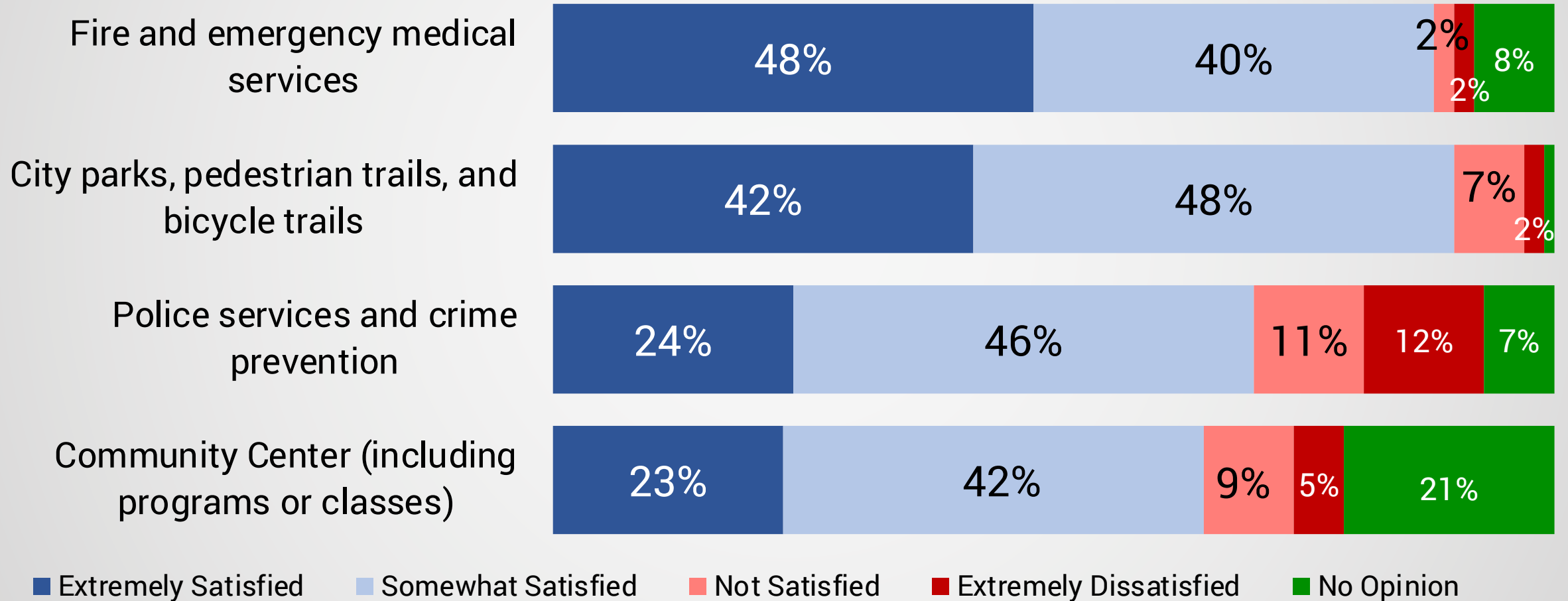
Street repair



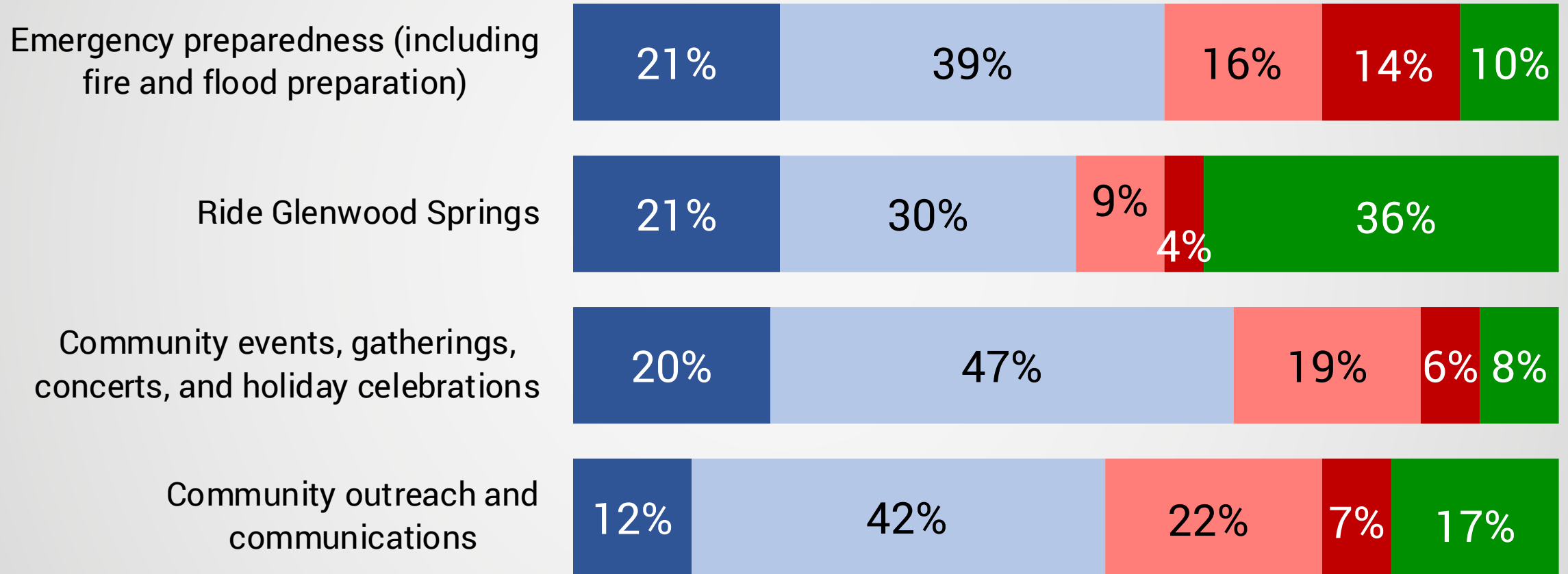
■ Extremely Satisfied ■ Somewhat Satisfied ■ Not Satisfied ■ Extremely Dissatisfied ■ No Opinion



Please indicate your level of satisfaction with the following City services.



Please indicate your level of satisfaction with the following City services.



■ Extremely Satisfied
 ■ Somewhat Satisfied
 ■ Not Satisfied
 ■ Extremely Dissatisfied
 ■ No Opinion



Budget Priorities

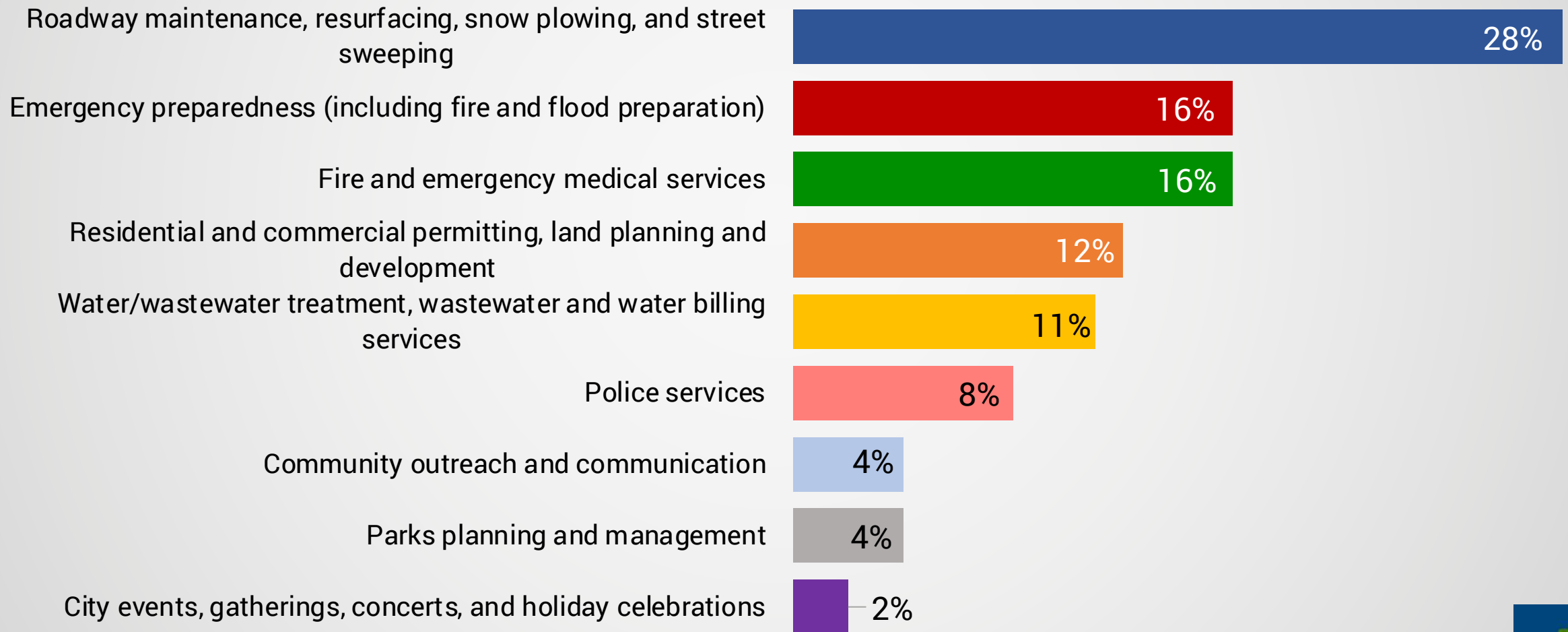


The City of Glenwood Springs makes budget decisions each year, allocating taxpayer dollars toward town services and programs.

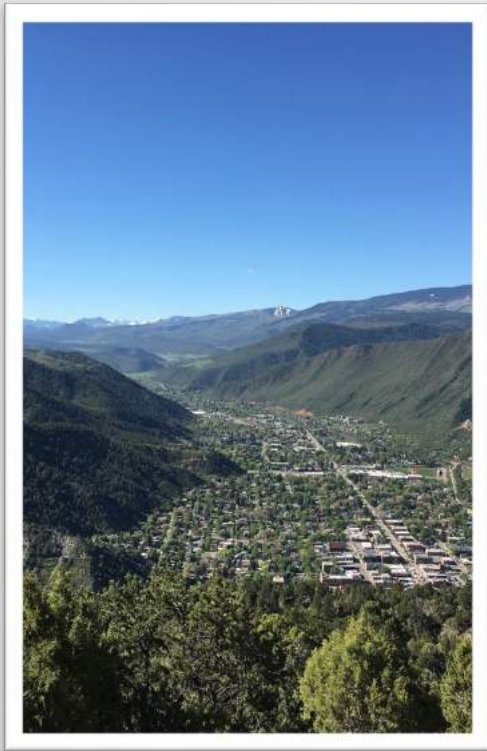
With that in mind, please rank the following budget items in the order of priority you would like to see.

Ranking budget item #1 indicates your top priority, and ranking budget item #10 indicates your least or last priority.

The City of Glenwood Springs makes budget decisions each year, allocating taxpayer dollars toward town services and programs. With that in mind, please rank the following budget items in the order of priority that you would like to see. Budget item #1 indicates your top priority, and budget item #10 indicates your least or last priority. (Ranked by #1 Choice)



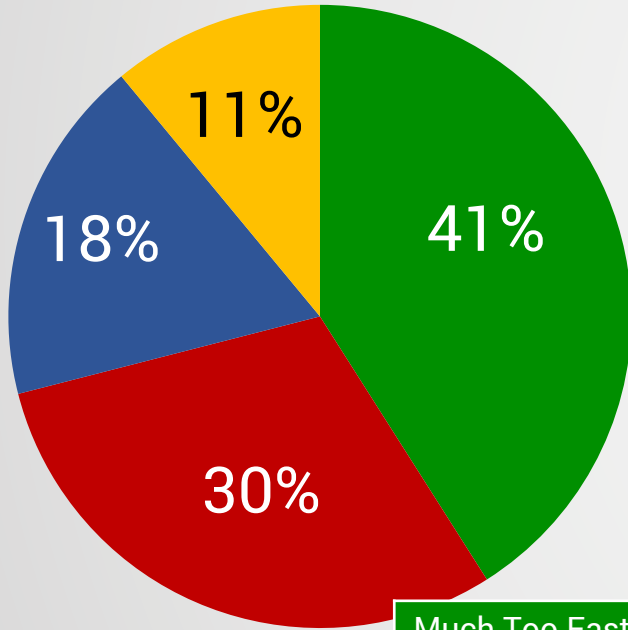
Opinions on Residential and Commercial Development



The City of Glenwood Springs makes asks for your opinion on the rate of residential growth regarding homes and apartments, as well as the rate of retail and commercial growth in the City.

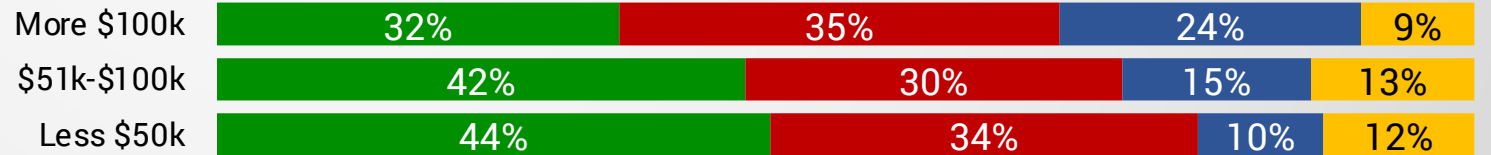
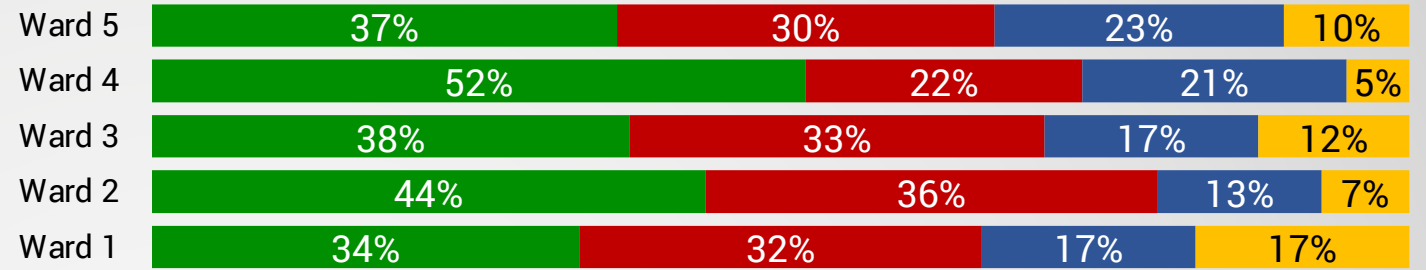
This information will help the town better allocate services and programs to meet resident needs.

How would you rate the speed of development of new housing for sale over the past five years in Glenwood Springs?



- Total Too Fast
- Total Too Slow
- Right Amount
- No Opinion

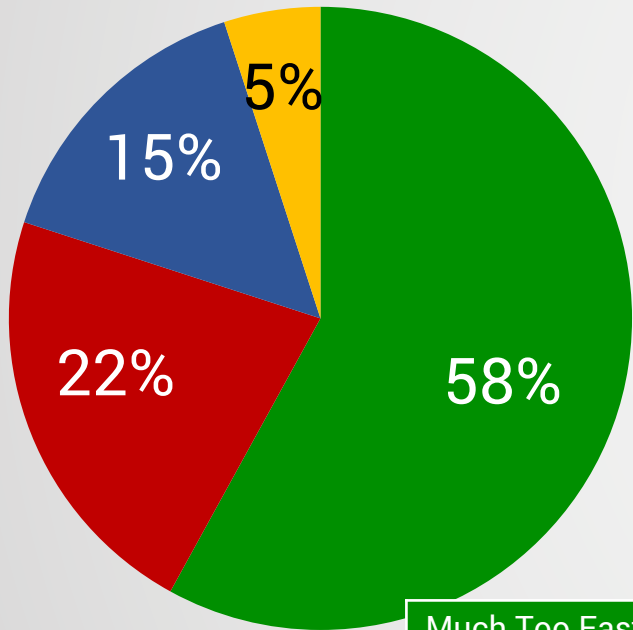
Much Too Fast	22%
Somewhat Too Fast	19%
Much Too Slow	12%
Somewhat Too Slow	18%



■ Total Too Fast
 ■ Total Too Slow
 ■ Right Amount
 ■ Don't Know

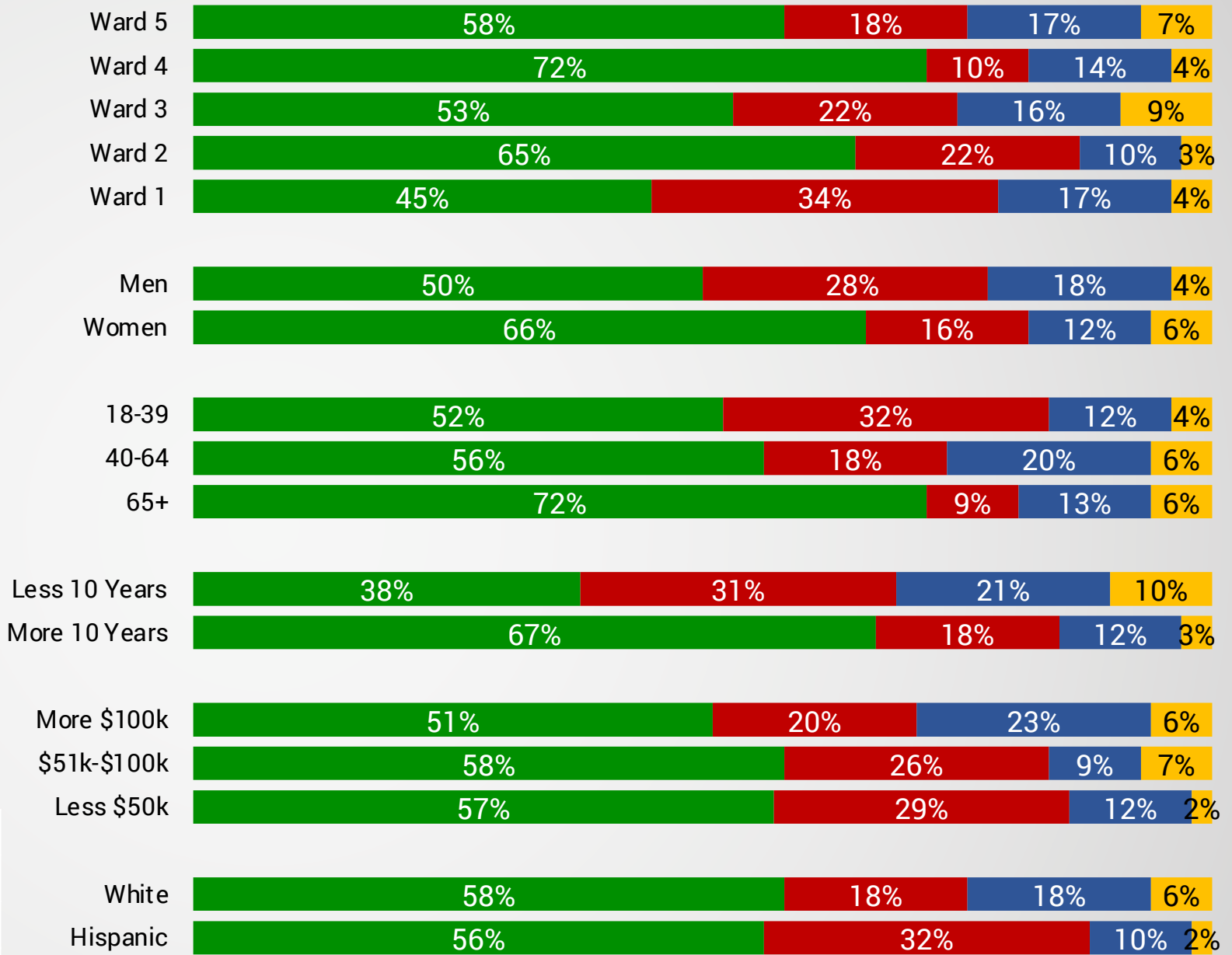


How would you rate the speed of the development of new apartments over the past five years in Glenwood Springs?



- Total Too Fast
- Total Too Slow
- Right Amount
- No Opinion

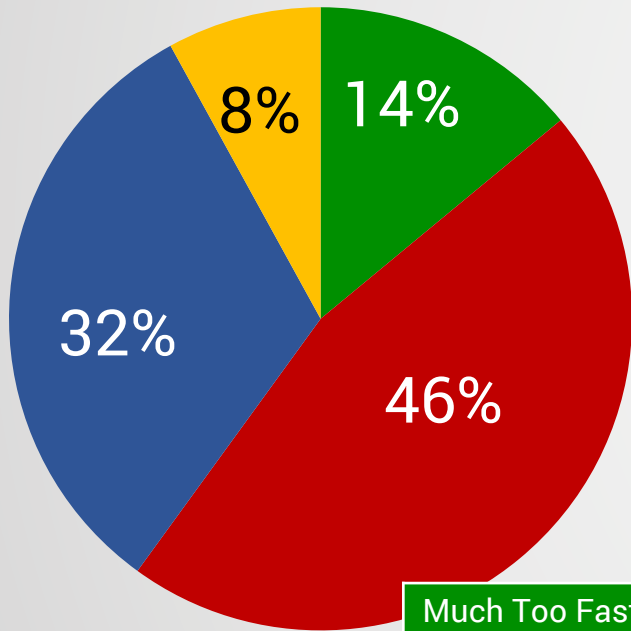
Much Too Fast	41%
Somewhat Too Fast	17%
Much Too Slow	11%
Somewhat Too Slow	11%



■ Total Too Fast
 ■ Total Too Slow
 ■ Right Amount
 ■ Don't Know

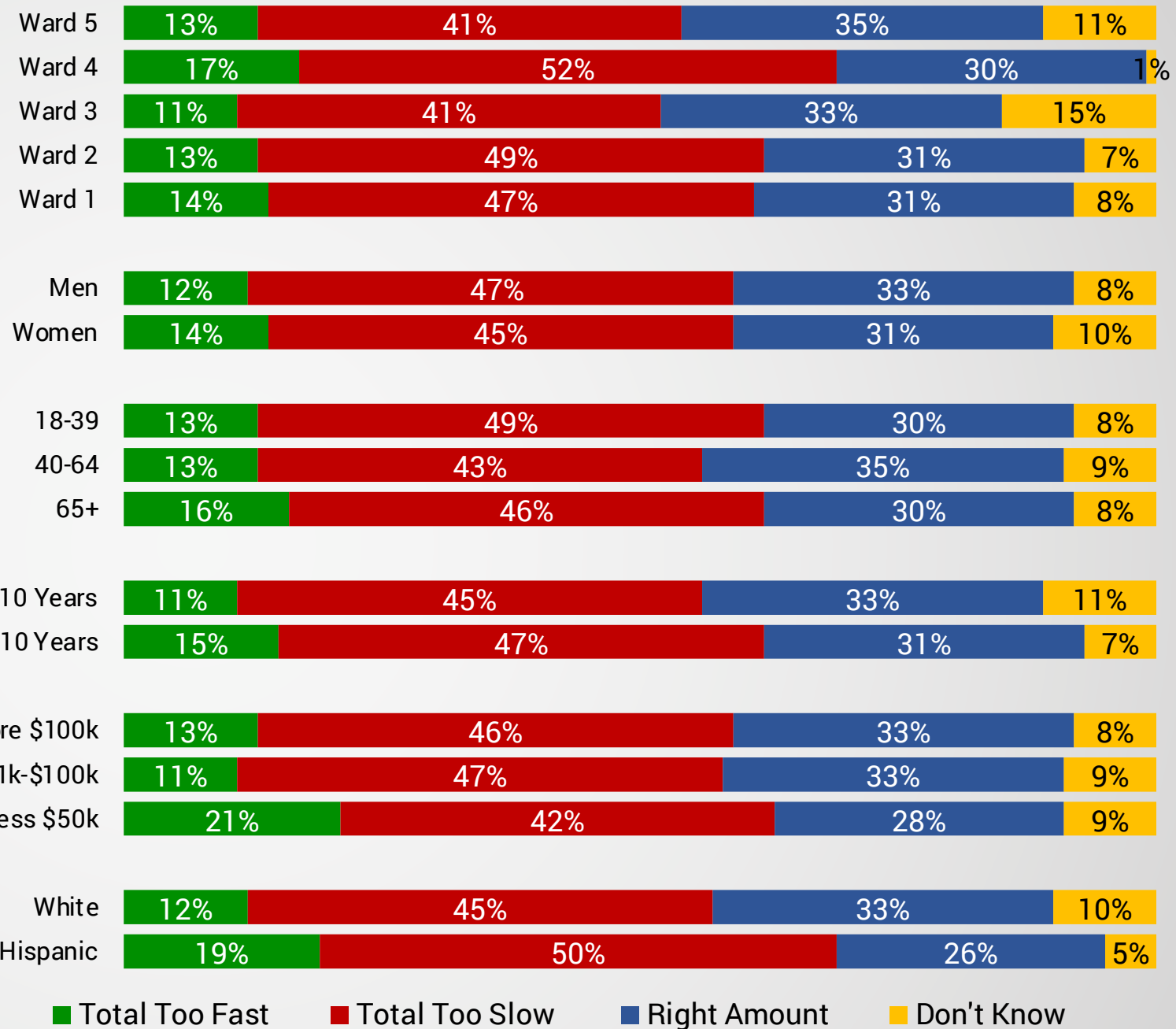


How would you rate the speed of retail and commercial growth over the past five years in Glenwood Springs?



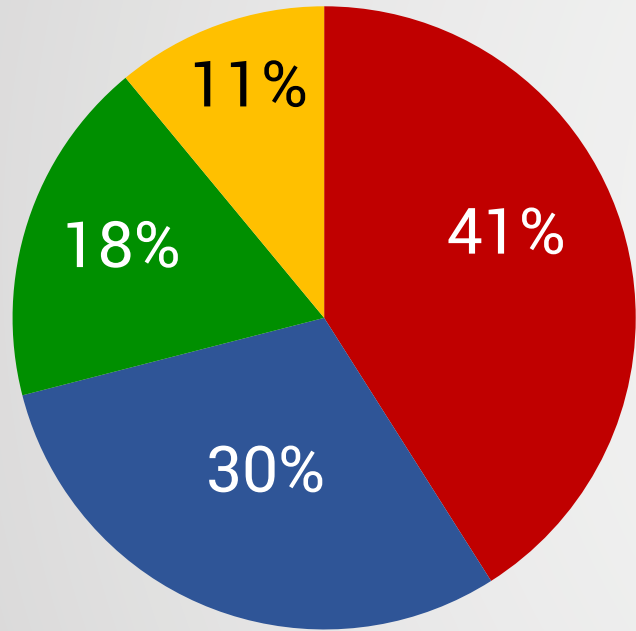
- Total Too Fast
- Total Too Slow
- Right Amount
- No Opinion

Much Too Fast	7%
Somewhat Too Fast	7%
Much Too Slow	15%
Somewhat Too Slow	31%

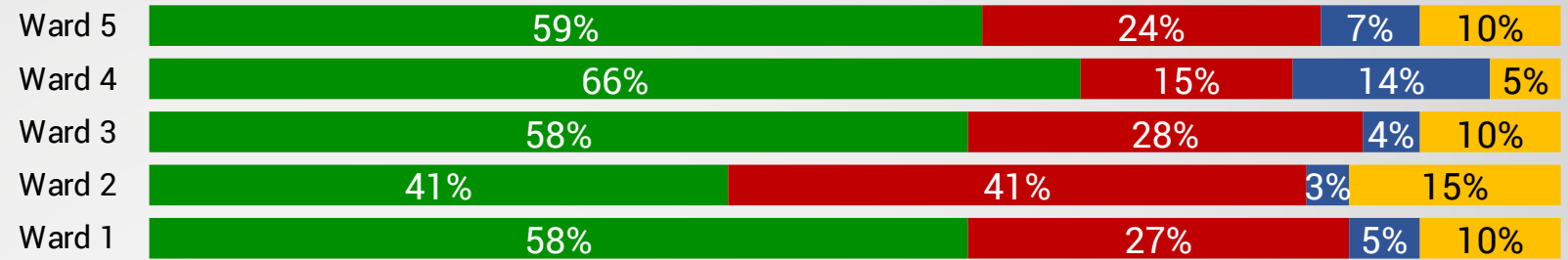


■ Total Too Fast ■ Total Too Slow ■ Right Amount ■ Don't Know

How do you rate the city government's focus on residents versus tourists?

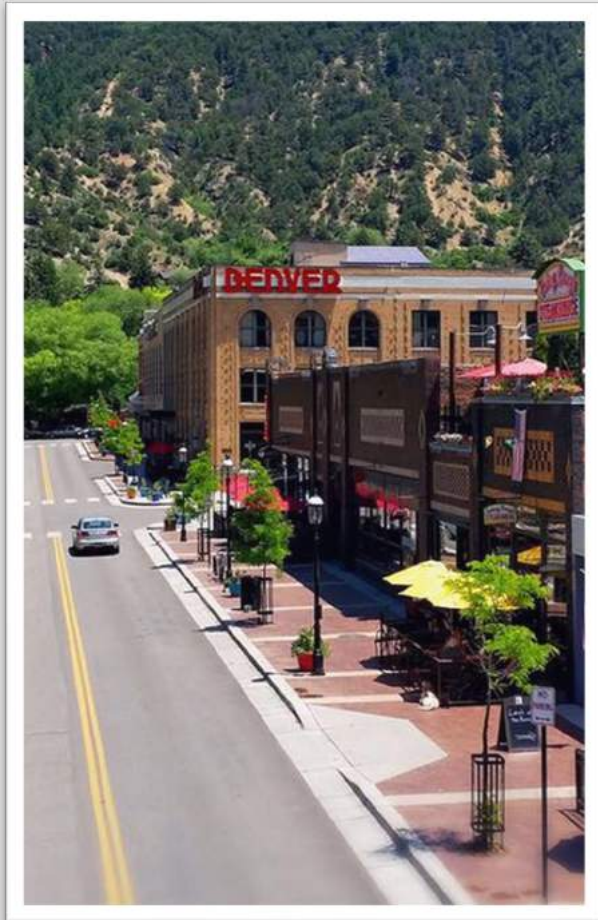


- More Focused on Tourists
- Balanced Focus
- More Focused on Residents
- No Opinion



- More Focused on Tourists
- Balanced Focus
- More Focused on Residents
- No Opinion

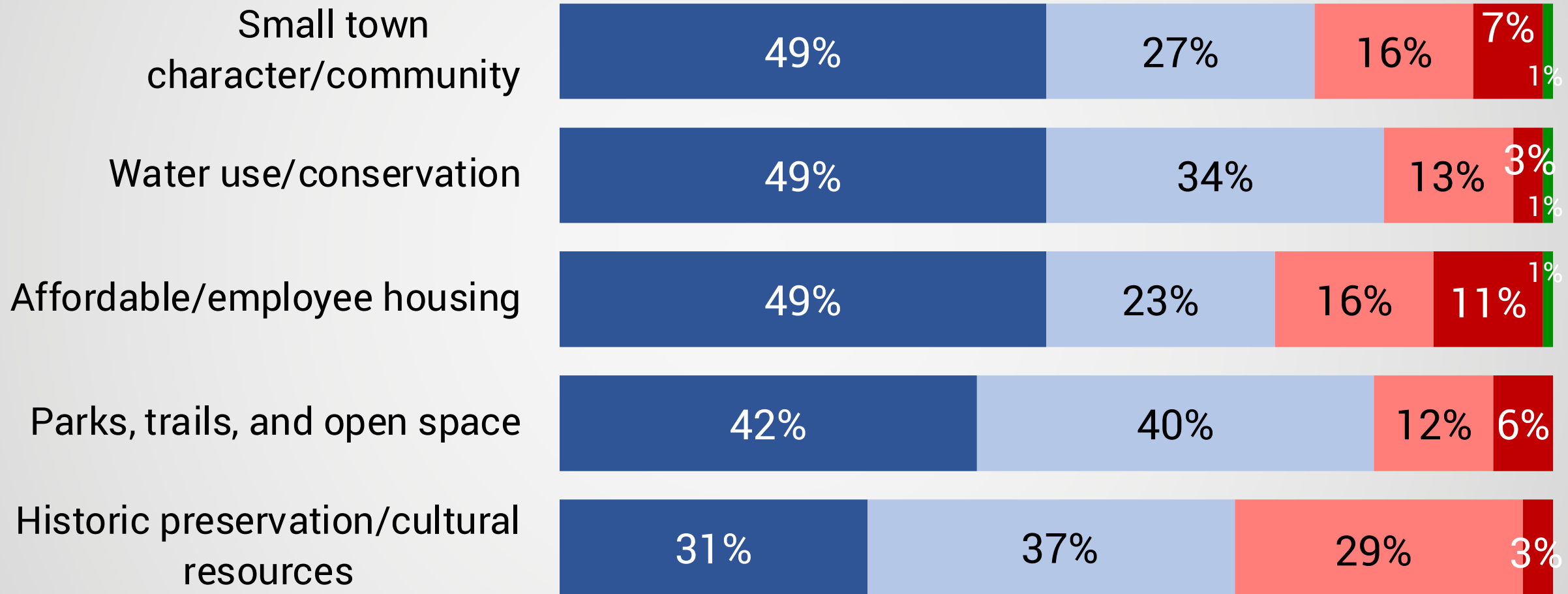
Importance of Land Use and Planning Issues



Please indicate the importance of the following land use and planning issues.

- Small town character/community
- Water use/conversation
- Affordable/employee housing
- Parks, trails, and open space
- Historic preservation/cultural resources
- Transportation options
- Social diversity
- Economic development
- Retail opportunities in the downtown core
- Tourism

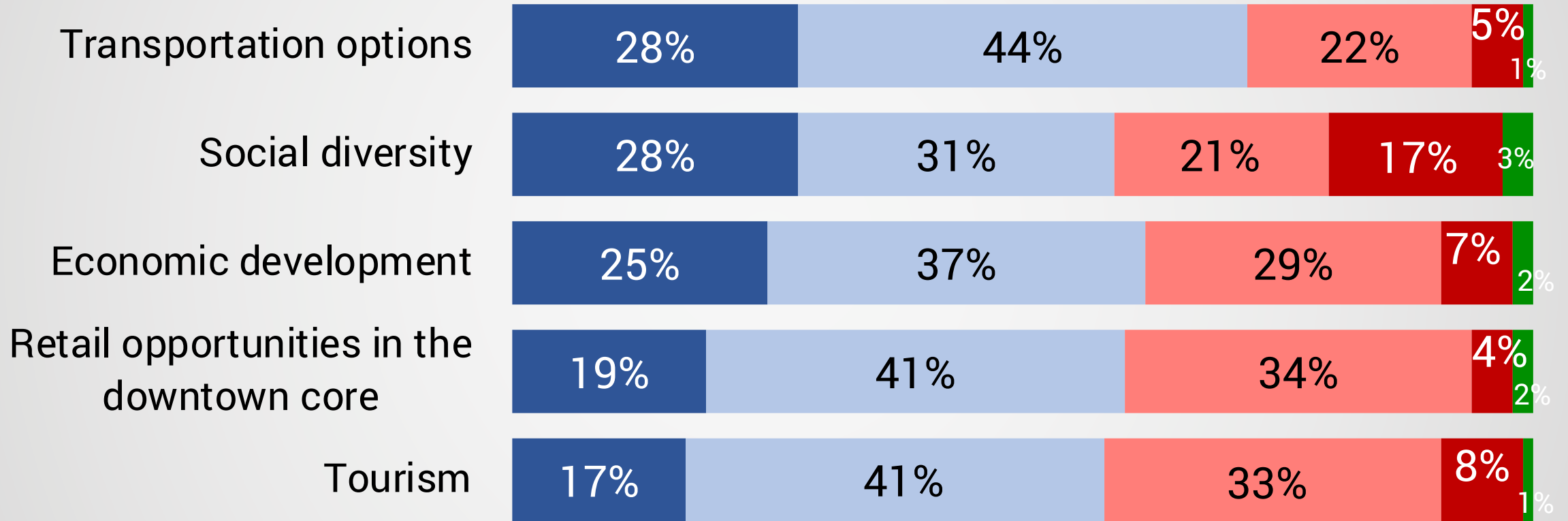
Please indicate the importance of the following land use and planning issues.



■ Extremely Important
 ■ Very Important
 ■ Somewhat Important
 ■ Not Important at All
 ■ No Opinion



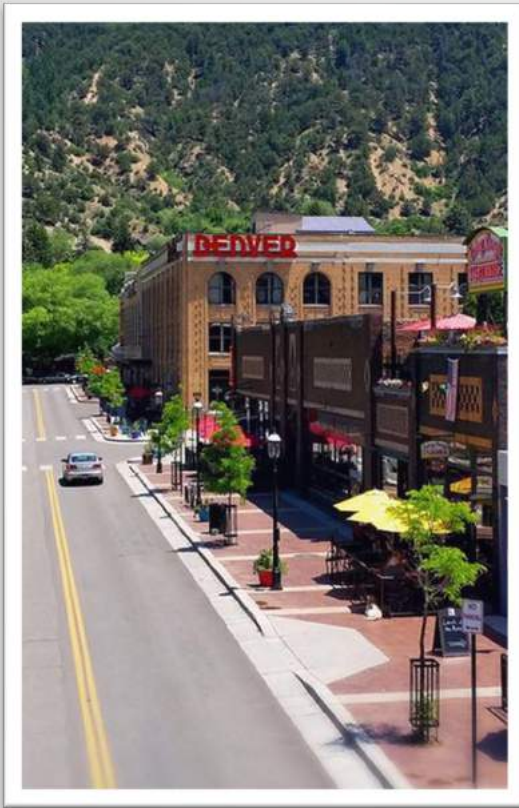
Please indicate the importance of the following land use and planning issues.



■ Extremely Important
 ■ Very Important
 ■ Somewhat Important
 ■ Not Important at All
 ■ No Opinion



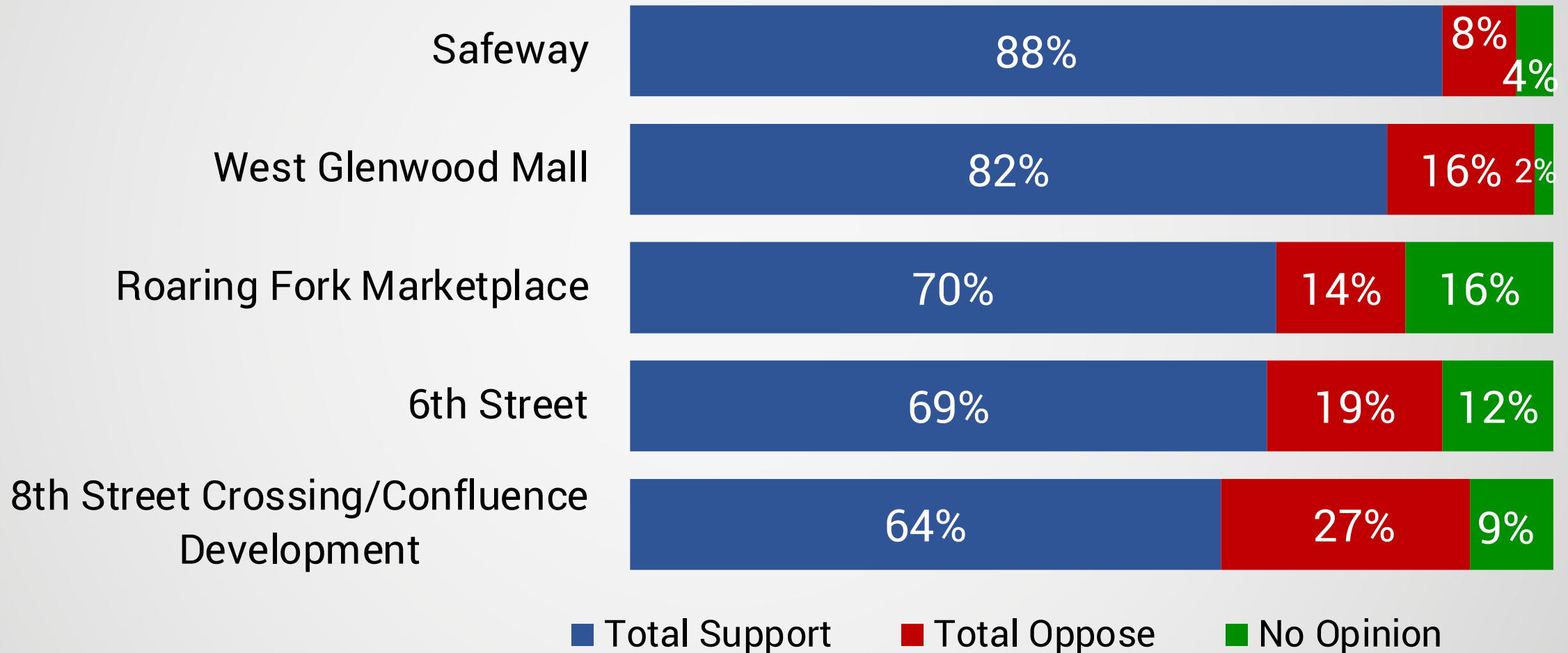
Opinion on Redevelopment



Do you support or oppose the potential redevelopment of the following retail and commercial areas in Glenwood Springs?

- Safeway
- West Glenwood Mall
- Roaring Fork Marketplace
- 6th Street
- 8th Street Crossing/Confluence Development

Do you support or oppose the potential redevelopment of the following retail and commercial areas in Glenwood Springs?



Police and Public Safety Questions

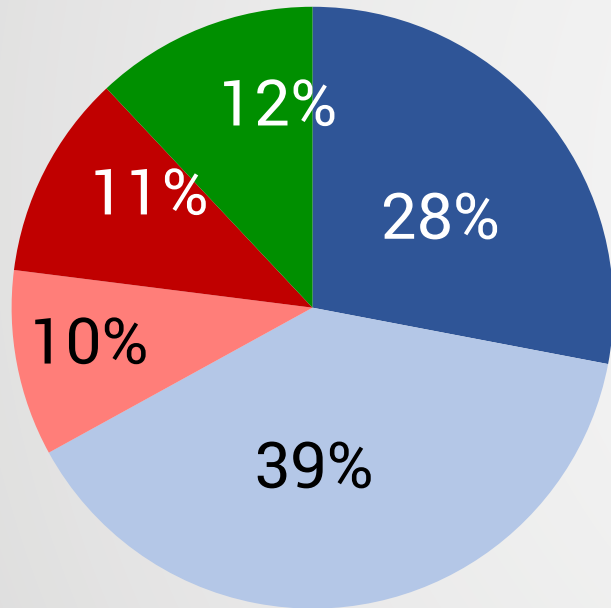


The City of Glenwood Springs asks for your opinion on police and public safety efforts.

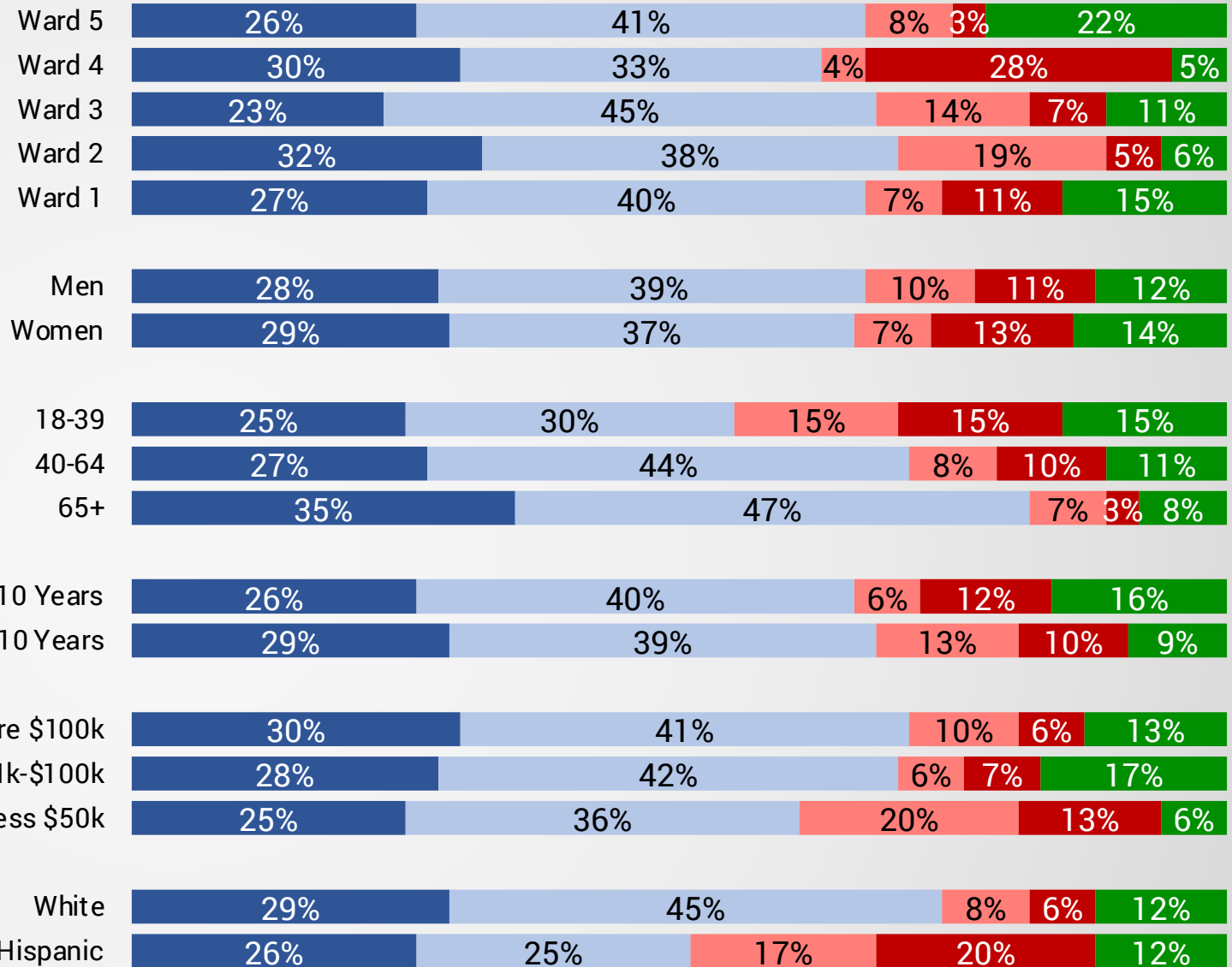
This information will help the town better allocate services and programs to meet resident needs.

Please indicate your level of satisfaction with the following aspects of public safety in Glenwood Springs.

The overall performance of the Glenwood Springs Police Department.



■ Extremely Satisfied ■ Somewhat Satisfied
■ Not Satisfied ■ Extremely Dissatisfied
■ No Opinion

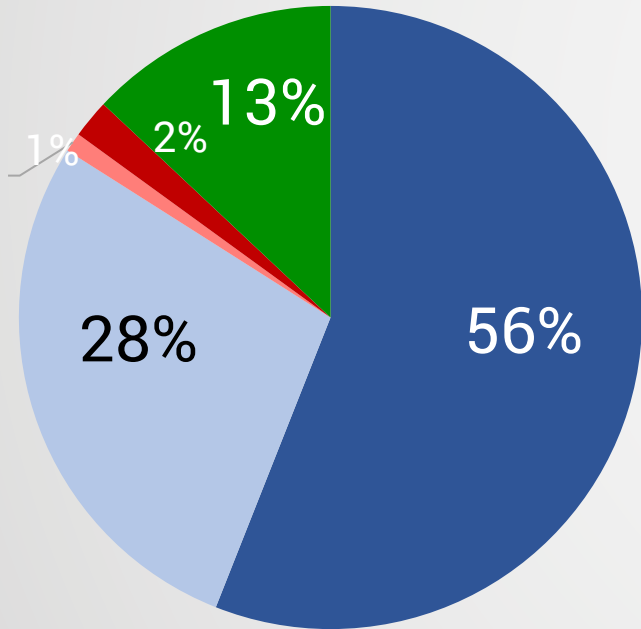


■ Extremely Satisfied ■ Somewhat Satisfied ■ Not Satisfied
■ Extremely Dissatisfied ■ No Opinion

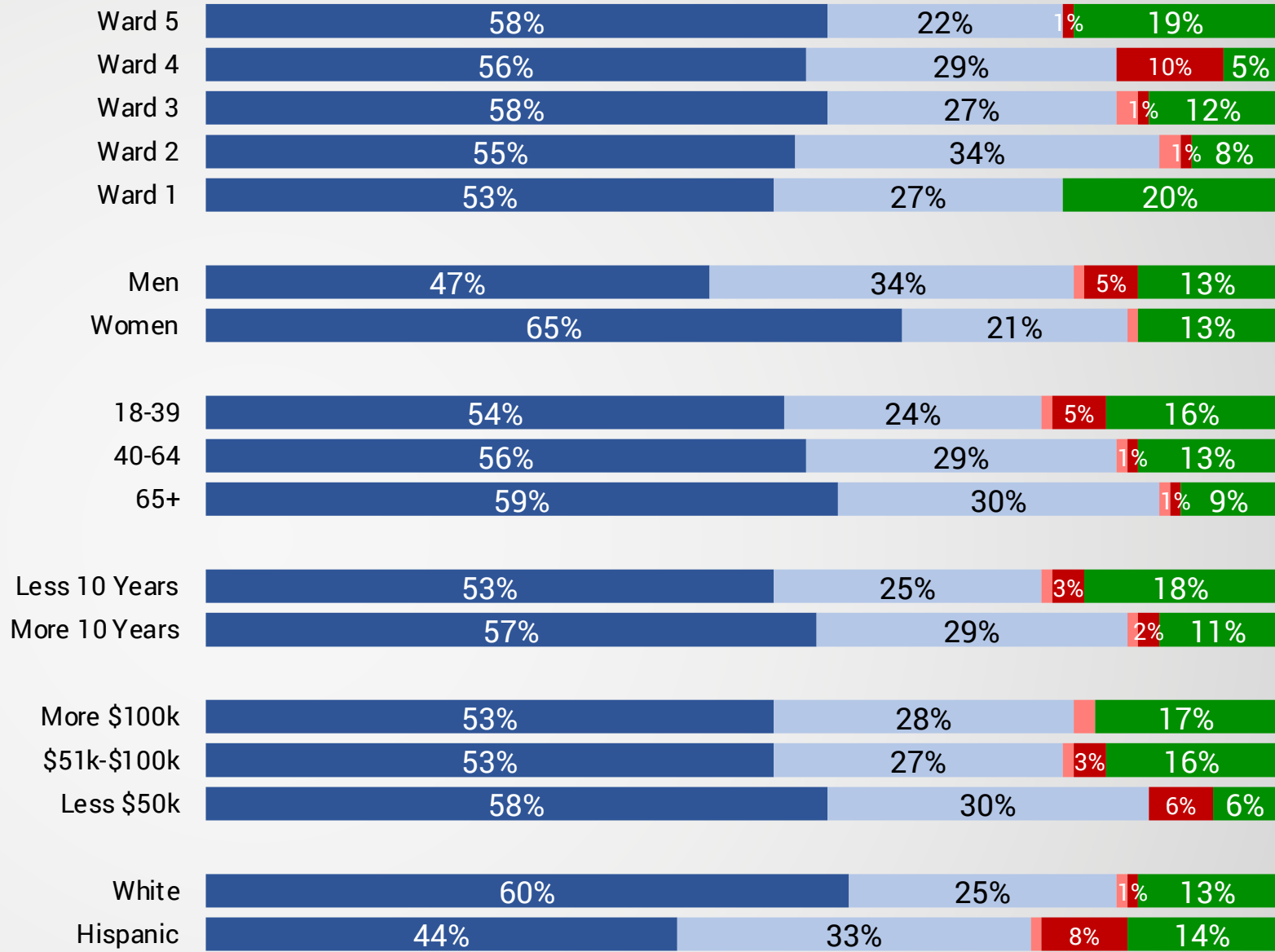


Please indicate your level of satisfaction with the following aspects of public safety in Glenwood Springs.

The overall performance of the Glenwood Springs Fire Department.

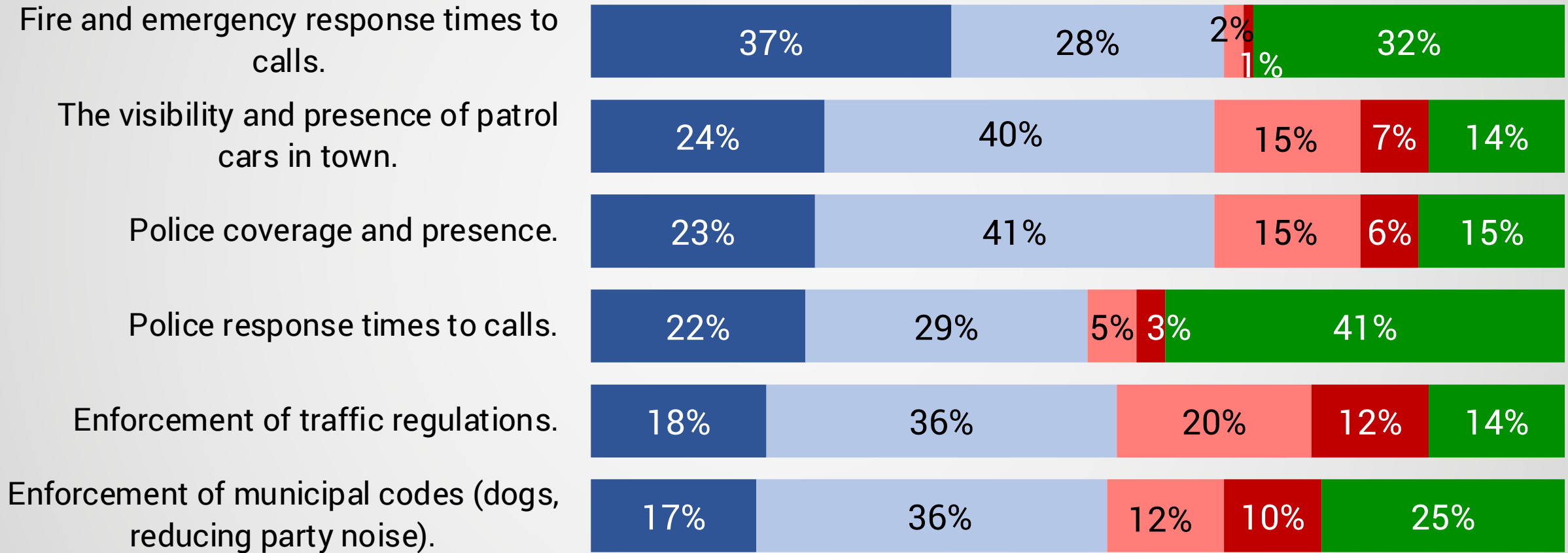


■ Extremely Satisfied ■ Somewhat Satisfied
■ Not Satisfied ■ Extremely Dissatisfied
■ No Opinion



■ Extremely Satisfied ■ Somewhat Satisfied ■ Not Satisfied
■ Extremely Dissatisfied ■ No Opinion

Please indicate your level of satisfaction with the following aspects of public safety in Glenwood Springs.



■ Extremely Satisfied

■ Somewhat Satisfied

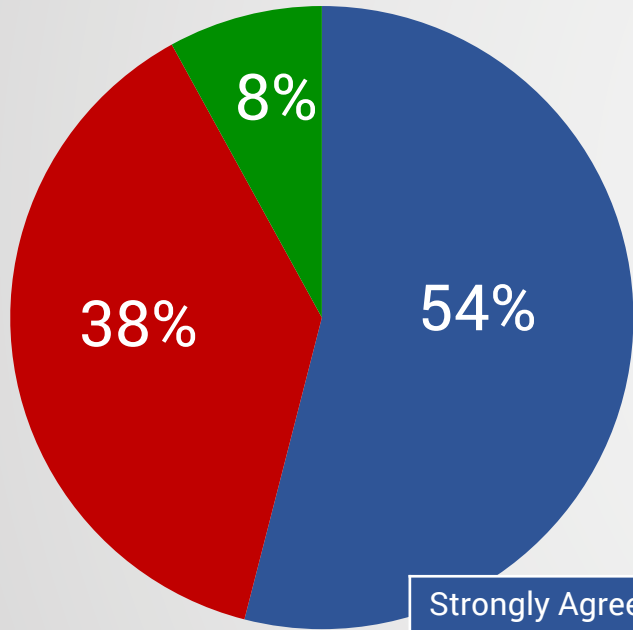
■ Not Satisfied

■ Extremely Dissatisfied

■ No Opinion

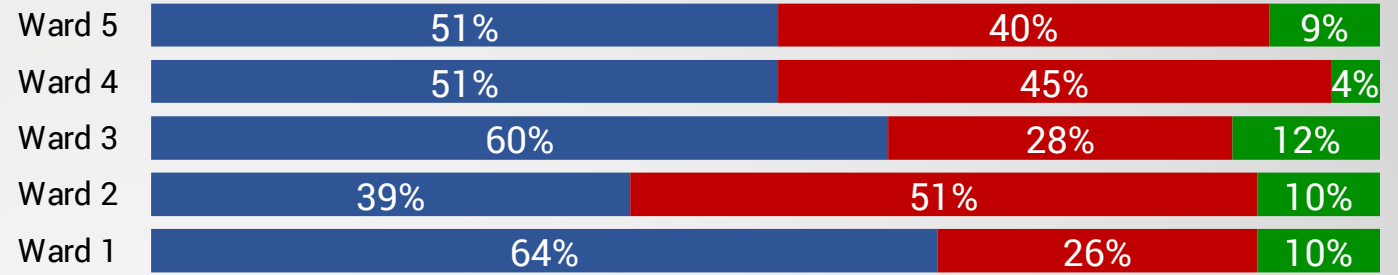


Do you agree or disagree with the following statement? The City of Glenwood Springs is well prepared to respond to an emergency situation such as a wildfire or flood.



■ Total Agree
 ■ Total Disagree
 ■ No Opinion

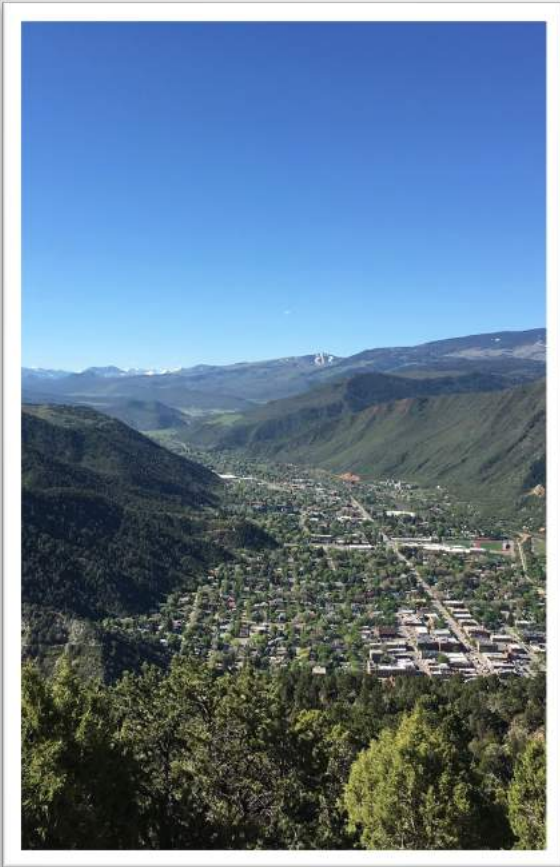
Strongly Agree	16%
Somewhat Agree	38%
Strongly Disagree	21%
Somewhat Disagree	17%



■ Total Agree ■ Total Disagree ■ No Opinion



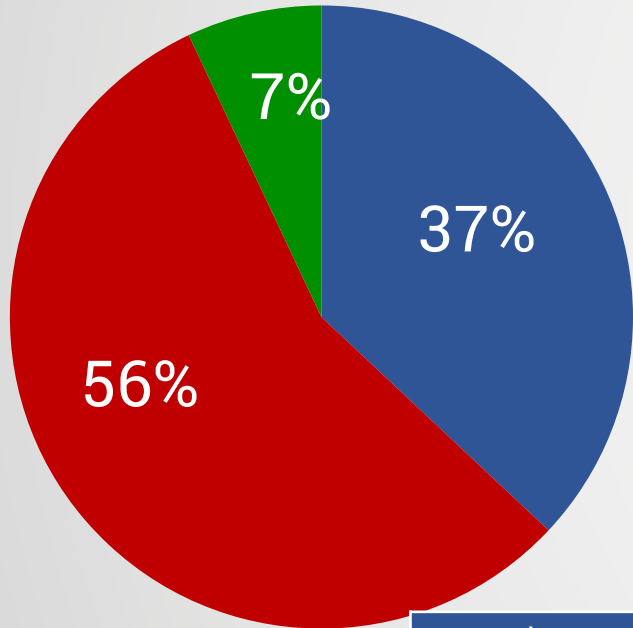
Questions About City Communications



The City of Glenwood Springs asks for your opinion of the effectiveness of current city communications and acceptance of feedback.

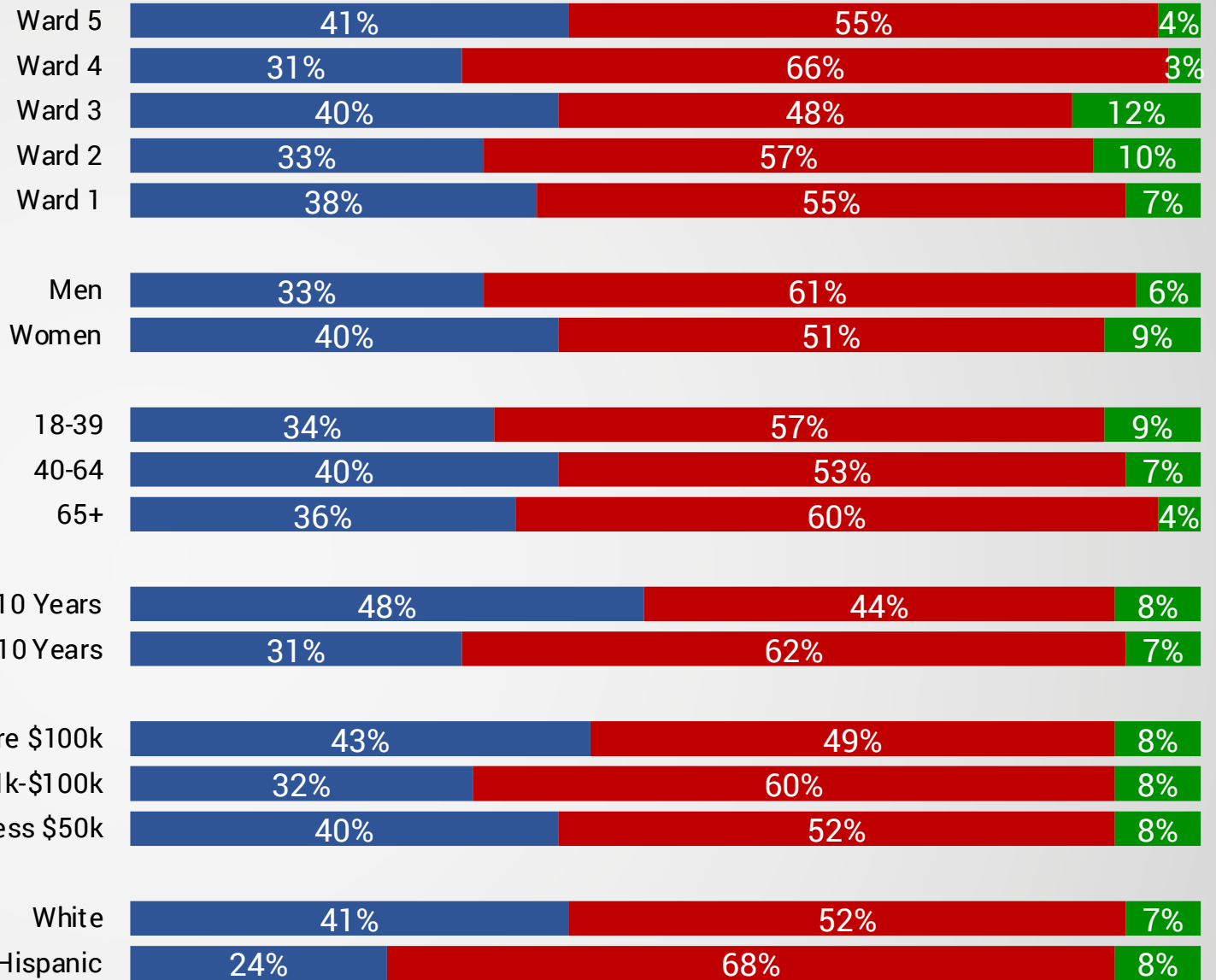
This information will help the town better allocate services and programs to meet resident needs.

Do you agree or disagree with the following statement? The City of Glenwood Springs takes resident input into consideration when making decisions?



■ Total Agree
■ Total Disagree
■ No Opinion

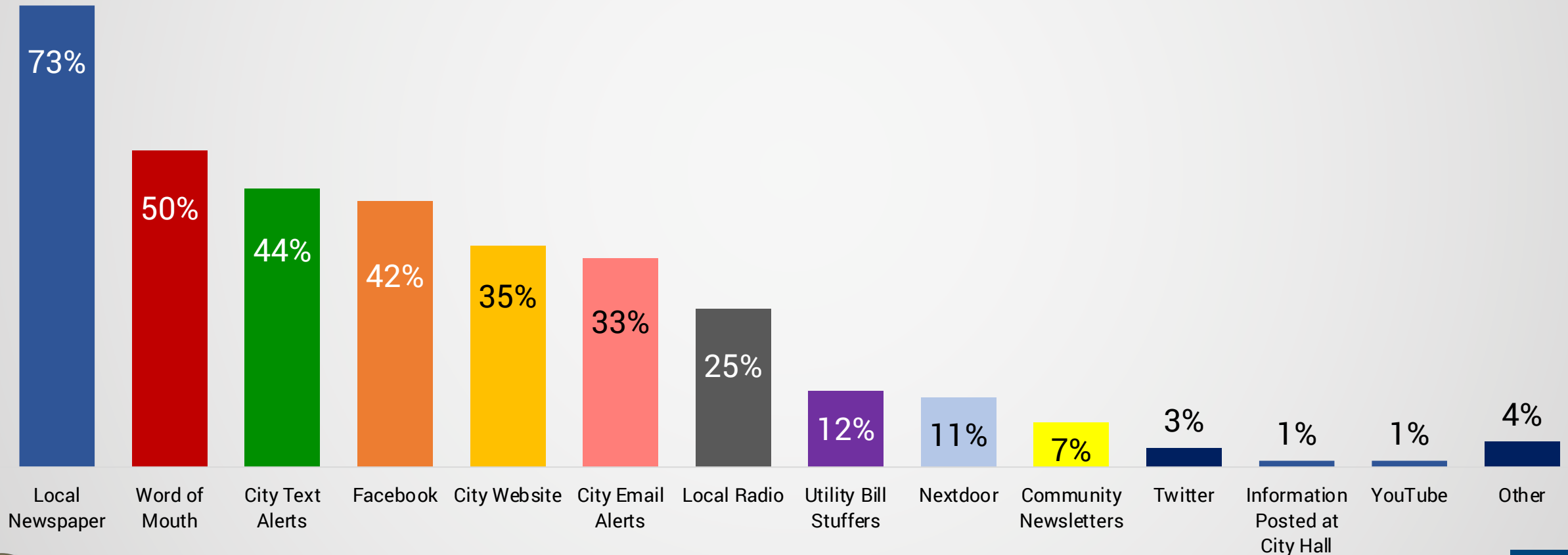
Strongly Agree	7%
Somewhat Agree	30%
Strongly Disagree	30%
Somewhat Disagree	26%



■ Total Agree ■ Total Disagree ■ No Opinion



How are you currently receiving information about the City of Glenwood Springs? Select all that apply.



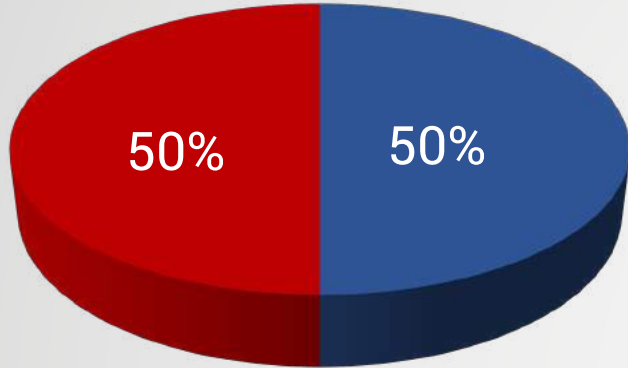
How can the city improve its efforts to disseminate information and provide opportunities for public engagement?

- 1. Diverse Communication Channels:** To reach different segments of the community, utilize a variety of communication channels, such as virtual meetings, town hall sessions, social media, emails, text alerts, newspapers, mailers, and radio.
- 2. Transparency and Engagement:** Enhance transparency by providing bilingual information, holding regular meetings with translation services, incorporating resident opinions, and actively listening to community feedback before making decisions.
- 3. Accessible Information:** Ensure accessibility to information by updating the city website regularly, sending newsletters, maintaining community bulletin boards, and using text/email alerts for important announcements.
- 4. Community Involvement:** Encourage more community involvement through interactive sessions, focus groups, town hall meetings, and volunteer interest groups to foster dialogue, brainstorm solutions, and enhance engagement.
- 5. Improving City Council Communication:** Enhance city council communication by allowing longer public speaking times at meetings, facilitating moderated dialogues, and ensuring representation of resident concerns in decision-making processes.

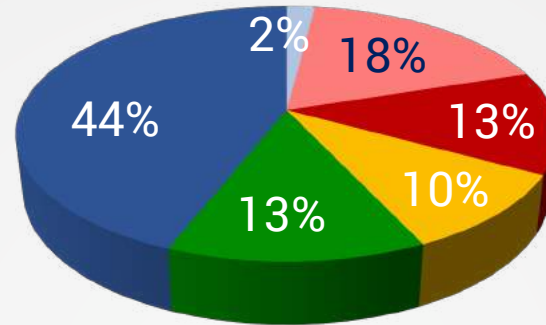


Survey Demographics

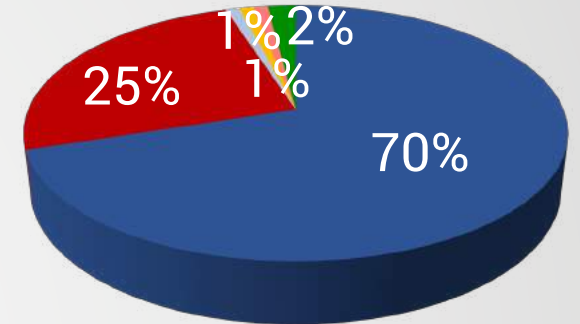
Living in Glenwood Springs



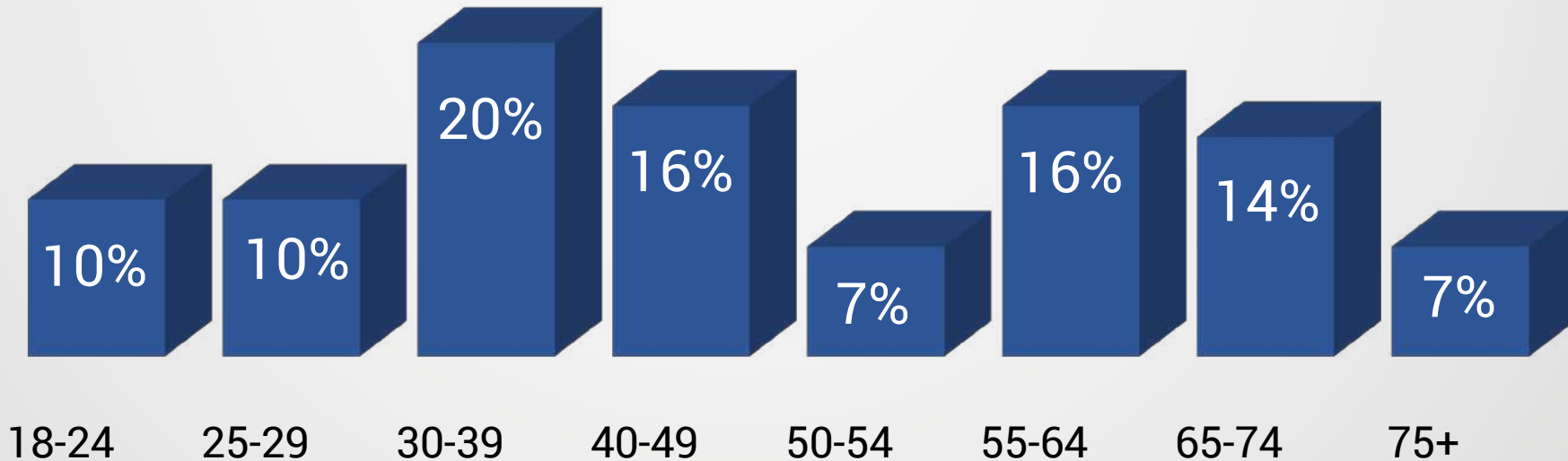
■ Female
■ Male



■ Less than a Year ■ 1-5 Years
■ 6-10 Years ■ 11-15 Years
■ 16-20 Years ■ More than 20 Years



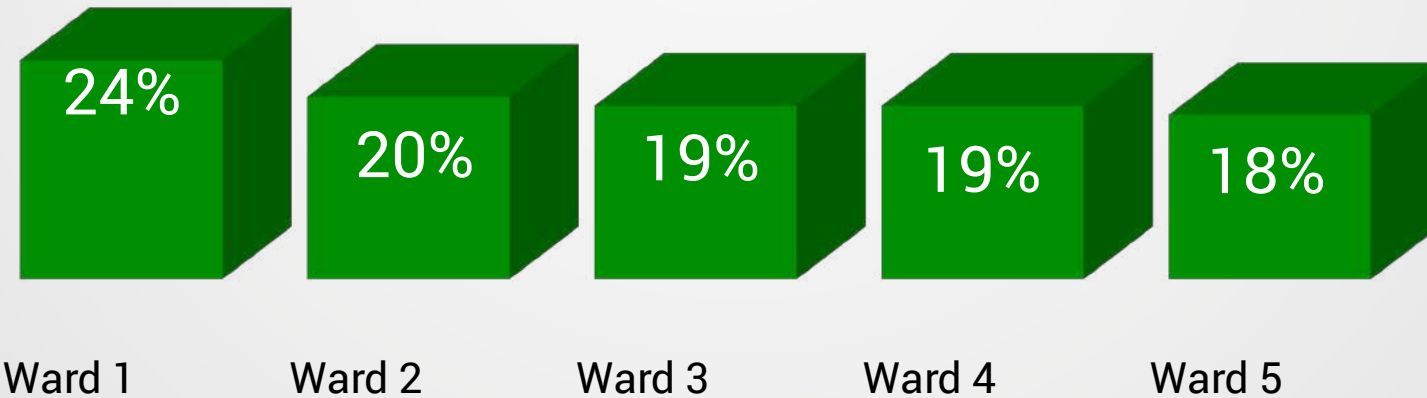
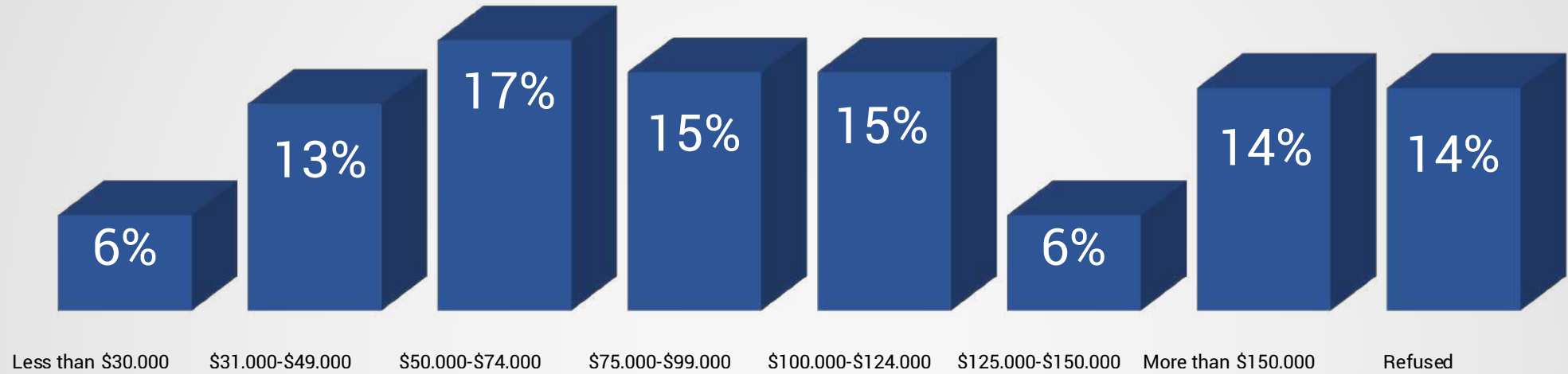
■ White, Non-Hispanic
■ Hispanic, All Races
■ Black, African American



City of Glenwood Springs Community Survey, 861n, +/-3.15% MoE, September 2021



Survey Demographics





David Flaherty
Katie Witt
Courtney Sievers
Ryan Winger

4800 Aspen Creek Drive
Broomfield, CO 80023
MagellanStrategies.com
(303) 861-8585