

Town of Vail Community Survey Results

June 2010

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The Town of Vail

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AN OVERVIEW OF RESULTS

This short summary provides an overview of selected survey results as well as an identification of some of the major themes and findings that emerged from the 2010 Community Survey program. As such, it is intended to provide an introduction to the study and a framework for considering the information obtained this year, and particularly the extensive comments that resulted from a number of new questions asked for the first time. This year's survey was designed to use the Internet to gather not only comparable statistical information to past surveys, but also to obtain detailed verbatim comments on topics of interest. All survey comments were aggregated and have been posted online. Note that these responses are presented as they were received including grammatical and spelling errors.

In 2010 the surveys were fielded using two techniques. The primary method of distribution was through a postcard mailed to all identified postal addresses, including both boxes and home delivery, as well as to a sampling of part-time residents and business owners. The postcard contained an invitation to complete the survey on-line. This method resulted in responses from 368 individuals.

In addition, an "Open Link Survey" was advertised starting 10 days after the initial postcard mailing. Through various ads, the public was invited to complete the survey on-line but without a password. This effort resulted in 160 responses. Together, the 528 completed responses from the two methods represent a strong response and an effective tool for understanding current community sentiment.

The 2010 Community Survey is one of a number of public outreach efforts conducted by the Town. The survey results are considered a tool for gathering input rather than a vote or a referendum on the many civic issues that are explored. The survey results have been dissected in various ways to identify dominant themes and messages and these findings are explored in the full report that follows. The presentation in the final report is organized into two major areas of discussion. First, survey demographics are presented and issues and topic of broad community importance are explored. Then, ratings of Town departments and services are presented.

Findings concerning topics of policy and broad community interest include:

- Respondents identified "parking" as the highest priority to be addressed by the Town Council and staff in a variety of ways. This issue transcends others expressed by residents this year when measured in terms of both the statistical evaluation and also the open-ended comments that were solicited in various ways.
- It is notable that several open-ended questions were asked early in the survey before specific lists of issues or ratings questions were presented. As such, the fact that parking

was cited so frequently clearly conveys the dominance of this issue at this time. Parking comments address issues of cost and the desire to see more free parking available, confusion about the overall system and a lack of predictability concerning parking operations and availability. The Safeway and Ford Park areas are called out frequently, and many aspects of the guest experience are felt to be diminished by the parking situation including the current system of parking on the Frontage Road.

- Respondents were asked to prioritize from a list of 11 community issues that had been identified as priorities of the Town Council this year by choosing their single top priority. Following parking, other topics identified as top priorities by 80 percent or more of the respondents included “Economic Vitality,” “Budget and Capital Management,” and “Guest Relations and Customer Service.”
- Respondents were also asked to evaluate the 11 priorities based on a scale of 1 to 5 with 1 “not a priority” and 5 a “high priority.” These results are summarized below. The topic of “workforce housing,” which had been identified as the top issue when the survey was last fielded in 2007, was listed as a high priority by 55 percent of the respondents this year, finishing eighth in the list of 11 issues.
 - o Parking, 4.46
 - o Economic Vitality, 4.41
 - o Budget & Capital Management, 4.36
 - o Guest Relations and Customer Service, 4.27
 - o Transportation Needs, 4.11
 - o Master Planning, 4.1
 - o Well-rounded Community, 3.99
 - o Workforce Housing, 3.61
 - o Environmental Sustainability, 3.51
 - o Use of Conference Center Funds, 3.41
 - o Planning for West Vail Commercial Redevelopment, 3.09
- Nearly twice as many people who were surveyed said the town is going in the “right direction” than those who said the town has “gotten off on the wrong track.” This result is virtually identical to the feedback measured in 2007 and 2003. Those that said the Town was headed in the “right direction” and on the “wrong track” were probed in various ways. When asked to explain their responses concerning the priorities, several themes emerged. Among those that expressed the town is headed in the “right direction,” multiple respondents identified the following:
 - o Supportive of the upgrades that have occurred in the Village and Lionshead and generally in favor of changes that address the town’s economic challenges. They mentioned the facelifts and new buildings, renewal of dated structures and “success in spite of the recession.”
 - o In related comments, some feel the town has been more pro-development and pro-economy, which has helped to weather economic conditions. They

- feel that the town has encouraged and allowed development and that is it turning out well.
- o There are compliments for strong leadership at the town level including both the staff and Town Council. In particular, respondents cite the financial forecasting by the town, efficient operations and “living within the budget.”
- Comments differ among those that said the town is on the “wrong track:”
 - o They frequently cited parking as an issue, saying there is not enough parking and that this shortage negatively impacts the experience of guests and locals alike. Further, the cost of parking was often cited.
 - o The size, scale and character of the new buildings were criticized. In contrast to those that feel the town is on the right track because of new buildings and progress, others said the town is headed in the wrong direction and identify the results of redevelopment as the problem.
 - o There were some concerns expressed about a strained relationship between the town leadership and Vail Resorts. Some faulted the town, some faulted Vail Resorts and several asked that these relationships be improved.

Opinions about town services were also probed in response to the town’s \$2.9 million budget cuts last year associated with the economic downturn and the goal to provide no noticeable impact on services. A large majority, 76 percent, identified “no change” in service levels versus prior years, while 18 percent identified a “slight decline.” Three percent identified a “slight improvement,” and 1 percent identified a “large improvement.”

In a related question, the relationship between taxes and town services found a majority of respondents, 56 percent, indicating satisfaction with the current level of taxes and services provided by the town, while 18 percent said they pay too much for the services. Six percent said they would be willing to pay more taxes to get more services, while 10 percent said they would be willing to accept service reductions if it means lower taxes.

When asked to review a list of possible sources for increased revenues by the town, a tax on liquor and cigarettes received the highest support (43 percent from respondents), from a list of 11 choices, with increases to parking fees receiving the lowest support.

- Support by 82 percent to take time to study and evaluate the choices to determine a ballot issue for use of \$9.3 million collected for a town-owned conference center that was never built, or to move at an even slower pace, with most, 53 percent, saying the money should be used to “build something.”
- Lack of support to charge a parking fee during the summer with 72 percent opposing such a fee.
- There is general satisfaction (about 55 percent) with the amount of emphasis placed on environmental issues related to the overall attention to forest health, enforcement of

the dead tree removal ordinance and addressing environmental quality in the town. More people said there's "too little emphasis," 30-35 percent, than "too much," 10-15 percent.

- Most, 54 percent, indicated Vail's "sense of community" stayed the same over the past two years with only 9 percent indicating improvement and 26 percent said it had gotten worse.

An Evaluation of Town of Vail Departments and Services

The survey contained a number of questions designed to evaluate services provided by the Town. In most cases the wording of these questions is identical to past surveys, permitting comparisons over time. Taken together, these ratings serve as a form of community report card. In general, the ratings of the Town services were positive this year. They were unchanged or up slightly in a number of categories.

As in past years, ratings were examined by year-round and part-time resident responses. Overall, the groups are similar in their ratings, but part-time residents rate most categories slightly higher.

Consistent with the themes that are described above, most categories of parking ratings and some categories of bus service were down. The lowest satisfaction ratings were given to "overall parking fees" and "parking availability during the winter" with scores of 2.5 each. It is notable that these two services work in tandem; some of the complaints about buses are the direct result of free parking in outlying areas and the need to transport those skiers to the mountain. In rating their satisfaction with a variety of municipal services with 5 being "very satisfied," the highest scores were given to the following categories:

- Courtesy and helpfulness of firefighters and fire prevention staff, 4.5
- Cleanliness of the pedestrian villages, 4.4
- Response times to basic medical emergencies, 4.4
- Friendliness/courtesy of library staff, 4.4
- Overall park maintenance, 4.3
- Snow removal on roads, 4.3
- Overall feeling of safety and security, 4.3
- Library story hour, 4.3
- Dependability of bus service, 4.3
- Frequency of town shuttle, 4.2
- Library materials/databases/summer reading program, 4.2
- Friendliness and courteous of Public Works employees, 4.1
- Bus driver courtesy, 4.1
- Cleanliness of buses, 4.1

- Library website, 4.1
- Road and street maintenance, 4.0
- Cleanliness of public restrooms, 4.0
- Fire safety, awareness and education programs provided, 4.0

The ratings of Town departments and services also resulted in a large number of open-ended comments. These results are provided in the Appendix.

Selected Takeaways from the 2010 Community Survey

Based on a review of the 2010 survey results the RRC team has several general observations. These include:

- Parking demands attention. The community wants to see more options, better communicated information (signage and advisory systems) and a review of prices.
- Bus service, while always a strength, needs to be refined to better serve and complement the parking program. Further, night service and regional service deserves continued attention and refinement.
- The Council-identified priorities are generally the right priorities. While there were large numbers of comments and suggestions, it was not apparent that there are glaring issues or community values that are not being addressed in the overall list of priorities that the Council and staff are pursuing. The survey provides reinforcement of the general direction concerning what is most important and it also measures these priorities in quantitative terms.
- The need for improved Guest Services seems to resonate with survey respondents. They have many suggestions that warrant attention. While parking is the dominant topic for attention and improvement, other suggestions include signage, drop-offs, more activities and retail for families, etc. Further, the idea of trying to find ways to get visitors closer to the lifts and mountain also comes up. While challenging, this idea is also worthy of attention as Vail seeks to address visitor and resident demands.
- The community seems generally appreciative of the Town's management practices, especially during the economic challenges of the past 18 months. The cuts in services were not viewed as a major negative and most respondents believe they are paying about the right amount for the services they receive.
- There is an opportunity to move at a moderate or slow pace to deal with the Conference Center funds. A strong majority support moving at a moderate or slow pace.
- The survey questions that evaluate the ratings of Town services (the overall "report card") represent generally positive evaluations. Further, the mood and overall community disposition as reflected in the comments is mostly positive and constructive. Where changes in ratings from past surveys are evident, for the most part they show improvement.

THE 2010 SURVEY: BROAD COMMUNITY QUESTIONS

During the spring of 2010 the Town of Vail conducted a community survey similar to efforts conducted in the past. It consisted of questionnaires completed by full- and part-time Town residents, property owners and business owners to evaluate opinions on a variety of issues. Using survey techniques that permit comparisons to past research, the Town employed a combination of Web and mail-based surveys to gather opinions from the community. The purpose of the surveys was to evaluate respondents' level of satisfaction with respect to a full range of services and to gather opinions on selected issues currently facing the Town. Similar questions have been posed to Vail part-time and year-round residents on a periodic basis since 1987. The 2010 survey was designed to permit comparisons to past results, as well as to provide new insights on a variety of topics of current interest.

Unlike the methods used in 2007, 2005, 2003, and 2002, the Vail Community Survey was conducted primarily by Internet (Web) this year. Copies of the survey were also made available at Town Hall to those who preferred to respond in a traditional paper survey format. The Web-based survey was identical to the mail survey and responses from these two survey formats have been merged for analysis purposes. A copy of the survey instrument containing a summary of responses is presented as an attachment to this report.

The surveys were fielded using two techniques. The primary method of distribution was through a postcard mailed to all identified postal addresses, including both boxes and home delivery, as well as to a sampling of part-time residents and business owners. The postcard contained an invitation to complete the survey on-line using one of two passwords that were printed on the card. This format was designed to provide the opportunity for up to two household members to respond. A total of 5,804 postcards were mailed, 3,804 to residents/business owners and 2,000 to part-time residents. About 707 surveys were returned as undeliverable resulting in responses from 368 individuals, a response rate of about 7 percent. In this report this survey was termed the "Invitation Survey."

In addition, an "Open Link Survey" was advertised starting 10 days after the initial postcard mailing. Through various ads, the public was invited to complete the survey on-line but without a password. This permitted interested individuals that may have not received the postcard (or discarded it) to respond to the identical survey that was provided by invitation. This effort resulted in 160 responses. Together, the two survey methods resulted in 528¹ completed responses, a strong response and an effective tool for understanding current community sentiment. This sample represents considerably more participation than was received in surveys that relied almost exclusively on telephone surveying to reach respondents.

¹ For the sample size of 528 margin of error is +/- 4.4 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

The results from the Invitation, Open Link and Mail surveys have been tabulated and analyzed by RRC Associates, Inc., the firm that assisted the Town on this project. In the report that follows, the quantitative data (i.e., the statistical results) from the Invitation and Open surveys are merged. Also, in many instances, they are presented independently in order to ensure that the Open Link sample may be considered separately because these self-selected participants could influence the validity of the randomly generated Invitation respondents. Open-ended comments from all respondents are included in the reported results. This report addresses responses from all participants, but in much of the discussion the focus is on the Invitation Survey responses because they were obtained from the controlled group (using passwords) and are felt to be most comparable to the phone survey results obtained in past surveys.

In considering the results of the surveys it is important to remember that this is not a referendum but rather a tool for encouraging and gathering citizen opinions and feedback. While results are often presented in terms of percentages, we encourage readers to consider the overall ideas and direction that is suggested by constituents rather than just the statistics. This survey-based feedback is not intended to take the place of other forms of discourse such as meetings, board input, Council deliberations and other types of input. Rather, as with past surveys, it is designed to provide another source of input that permits comparisons of results over time and measures thinking on topics of current interest. The shift this year to a Web-based approach had two purposes – to deal with the proliferation of cell phones but also to encourage respondents to communicate fully and “in their own words” ratings, priorities and suggestions. The result is over 100 pages of commentary. This feedback should be reviewed along with the percentage responses in order to truly “listen” to the Vail community.

A Profile of Survey Respondents

The survey contains a series of questions that ask respondents to describe themselves in a variety of ways. These include a number of topics such as: where the respondent lives in Vail, how long they have been here, whether they own or rent, their age, marital status, etc. In addition, registered voters have been tracked. These questions are useful in describing the makeup of residents of the Town and comparing demographics and other household descriptors over time, but they also provide a means of breaking down (or “crosstabulating”) responses to other survey questions. These crosstabulations are an important part of the analysis of results that has been conducted as a part of the evaluation of the 2010 results and a number of these breakdowns have been provided to the Town under separate cover.

A summary of the respondent profile results is presented in the tables below. Note that in the following tables only the respondents to the Invitation Web/Mail Survey (approximately 371 responses) are profiled. The additional responses that came via the Open Link portion of the survey (approximately 162 respondents) have been tabulated but are not included in the results presented below to permit appropriate comparisons to past survey results. Additional demographic data, comparing results this year to past years, is presented in the Survey Fill-out, presented in the Appendix.

1. Where is your residence within the Town of Vail located?

(n=288)

25%	East Vail
3	Booth Falls and Bald Mountain Road areas
-	Booth Creek/Aspen Lane
3	Golf Course
8	Vail Village
4	Lionshead
12	Potato Patch, Sandstone
8	Buffehr Creek, Lionsridge, the Valley
4	Vail Commons/Safeway area
17	West Vail (north of I-70)
4	Matterhorn, Glen Lyon
9	Intermountain
	Located just outside Town of Vail
4	Other

2. Do you own or rent your residence?

(n=370)

86%	Own
13	Rent
1	Other

3. How long have you lived within the Town of Vail (or owned property if a non-resident)?

(n=342)

2%	Less than 1 year
15	1-5 years
34	6-15 years
49	More than 15 years

4. Which of the following best describes you?

(n=371)

4%	Non-resident owner of business/commercial property
63	Year-round resident (12 months/year)
27	Part-time resident
6	Employed in town/get mail there

5. **(IF RESIDENT) Do you own or operate a business within the Town of Vail?**
(n=366)
15% Yes
85 No
6. **Are you a registered voter in Vail?**
(n=365)
53% Yes
47 No
7. **Which of these categories best describes your marital status?**
(n=369)
25% Single, no children
26 Couple, no children
23 Household with children
27 Empty-nester, children no longer at home
8. **Gender Of Respondent**
(n=362)
54% Male
46 Female
9. **Employment Status**
(n=366)
53% Work 8 months or more a year in the local area (Vail Valley, Summit County, etc.)
4 Work 7 or fewer months a year in the local area
19 Currently employed outside of the local area (work on Front Range, out of state, etc.)
15 Not employed: retired
2 Not employed: unemployed/looking for work
3 Not employed: homemaker
4 Other

A new question asked for the first time this year was designed to track employment and also the segment of residents that is retired. The survey results indicate that 11 percent of year-round residents are retired and 28 percent of part time residents are retired. Based on a past survey conducted in 2008 with part-time residents, we estimate that a significant segment of part time residents not yet retired (about 16 percent) indicate they will “retire to Vail and use their residence part time” and an additional 6 percent expect to move to Vail full time. The retired segment can be tracked in future surveys to better understand their behavior and size of local population over time.

General State of Vail

Vail’s “Sense of Direction.” Respondents were asked whether they felt the Town of Vail was going in the “right direction” or heading on the “wrong track.” This is a question that has been asked at the outset of the survey in each of the past years that surveys were conducted since 2003. This year, the results are very comparable to those obtained in 2007 and 2003. It provides a consistent measurement of opinion that has been used over time, and in addition, it presents a means of “segmenting” or crosstabbing the results on other questions in the survey, including open-ended comments. Using the results to this question we are able to isolate the opinions of those that are positive and negative about the overall direction of the Town and thereby probe deeper into what is motivating these opinions.

As shown below, 58 percent of Invitation Survey respondents this year felt that the Town of Vail is “going in the right direction,” the same as in 2007. The Open Link segment of responses was slightly lower at 51 percent. About 28 percent of Invitation Survey respondents felt Vail was “on the wrong track,” compared to 30 percent in 2007 and 19 percent in 2005. When the results from this question are compared over a period of years it now appears that the 2005 results were something of an aberration in terms of the positive sentiment expressed, rather than that things have really declined below where they have been rated in the past. Interestingly, the segment reporting they “don’t know” is about 14 percent, consistent with past studies where it has wavered between 10 and 15 percent of responses.

Table 1
Would you say that things in the town of Vail are going in the right direction, or have they pretty seriously gotten off on the wrong track?

A Note on How to Read These Tables: Tables like the one below are used throughout this report. They present a summary of survey results from two groups of respondents: By version of the survey that was used, and by whether they are year-round, part time, residents, etc. For this question, results are broken out by those that feel things are going in the “right direction,” on “the wrong track” or they “don’t know.” The first column summarizes responses from all participants summed together. Then, each subsequent column represents responses from a particular segment or subgroup of participants. Each column sums to 100 percent.

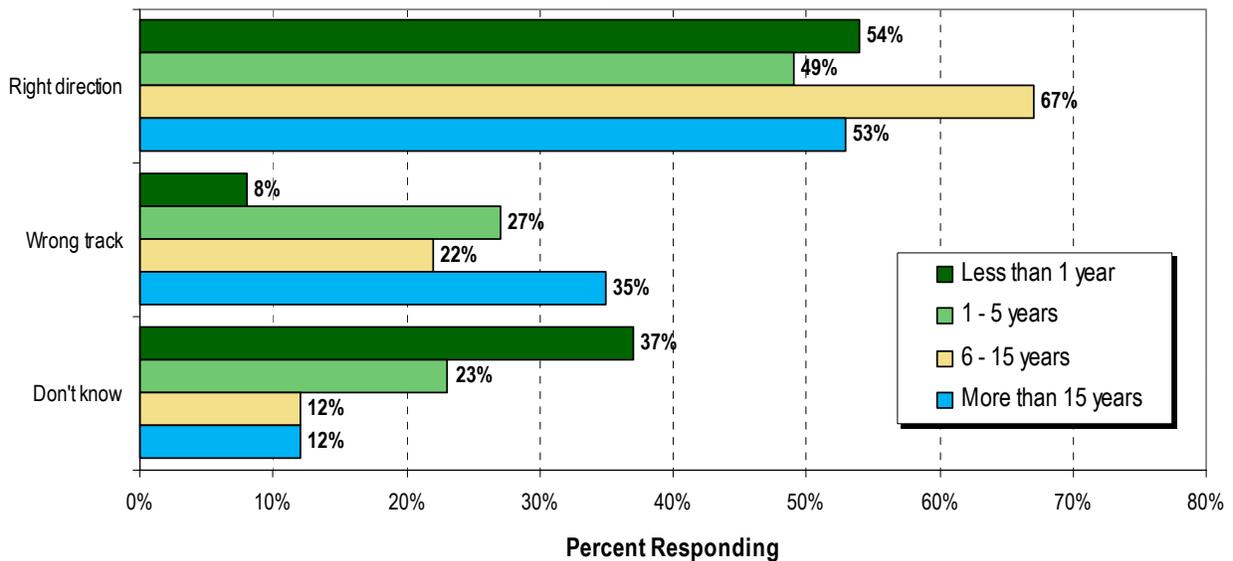
Throughout much of this report the discussion focuses on the Invitation Web/Paper Survey responses because this group represents the “random” sample, most comparable to the phone surveys conducted in the recent past.

		SURVEY VERSION			WHICH BEST DESCRIBES YOU				
		OVERALL	Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
WOULD YOU SAY THAT THINGS IN THE TOWN OF VAIL ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY PRETTY SERIOUSLY GOTTEN OFF ON THE WRONG TRACK	Right direction	56%	58%	51%	53%	61%	53%	83%	67%
	Wrong track	29%	28%	33%	33%	23%	30%	17%	19%
	Don't know	15%	14%	16%	15%	17%	17%		14%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
	n =	521	361	160	289	175	30	6	21

Note that the likelihood of saying “wrong track” is significantly higher among year-round residents (33 percent) than part-time residents (23 percent). Just as we found in past years, on many of the questions in the survey year-round residents are slightly more negative than part-time owners.

Similarly, the results show significant variation by the length of time that respondents have lived in the Town. These findings are summarized in the following graph, which shows the percent saying “wrong track” increasing from 8 percent among residents living or owning property in Vail for less than a year, versus 35 percent of those in Vail for 15 or more years. Note that residents that have been in Town 6 to 15 years are particularly likely to feel things are headed in the right direction. This will be a recurring theme throughout this report; length of time in Vail is often associated with responses on a number of questions, and those living in Town the longest are somewhat more likely to be negative.

Figure 1
Would you say that things in the town of Vail are going in the right direction, or have they pretty seriously gotten off on the wrong track?
By Length of Time Lived in Vail
(All Respondents)



A follow-up question to Right Direction / Wrong Track asks, “In a few words, why do you feel that way?” This input is extremely telling in several respects. First, respondents have provided comments that explain their current thinking about a number of aspects of the Town. Further, because this question is positioned at the start of the survey, before respondents have had the opportunity to see other questions that will be asked later in the survey, it offers a “top of mind” picture of attitudes and concerns. In the attachment to this report the responses on this question are presented verbatim.

Based on a review of the entire set of comments, several themes emerge. Among those that express that the Town is headed in the “Right Direction” multiple respondents identify the following:

- Supportive of the upgrades that have occurred in the Village and Lionshead and generally in favor of changes that address the Town’s economic challenges. They mention facelifts and new buildings, renewal of dated structures and “success in spite of the recession.”
- In related comments, some feel that the Town has been more pro-development and pro-economy, which has helped to weather economic conditions. They feel that the town has encouraged and allowed development and that it is turning out well.
- There are compliments for strong leadership at the Town level including both the staff and Council. In particular, respondents cite the financial forecasting by the town, efficient operations and “living within the budget.”

Among those that feel the Town is headed on the “Wrong Track” or they “don’t know,” the comments are different.

- Frequently they cite “parking” as an issue. These comments take several forms. First, many respondents feel that there is not enough parking and that this shortage negatively impacts the experience of guests and locals alike. Further, the cost of parking is often cited (although somewhat less often than the lack of parking). Many respondents explain that the parking costs impact their ability or desire to come back into the Village/Lionshead when they aren’t working or going there for skiing. Also, down-valley residents that get their mail in Town are especially likely to complain about the cost of parking. The results suggest that parking costs are a concern for residents and part-time residents.
- The size, scale and character of the new buildings were the subject of criticism. Several of the projects are mentioned by name including Solaris, Arrabelle, Ritz, Four Seasons and Vail Plaza. Ever Vail is also mentioned specifically as a concern by some. In contrast to those that feel the Town is on the right track because of new buildings and progress, many that say the Town is headed in the wrong direction identify the results of redevelopment as the problem.
- Some of the responses on this and other questions suggest that the Town should take measured steps. For example, typical of this point of view, one respondent said, “ Fix the problems you have now before you spend all your time on growth and expansion of Vail. The town wasn’t busy enough to have ever needed the expansion this year. So, fix your current problems and see how the town does. After that, you can think about expanding.” There are complaints about construction and some suggest that the town should allow real estate to be absorbed and new development integrated before moving too quickly to new development.
- There are concerns expressed for TOV and Vail Resorts relations. Some fault the Town, some fault VRI and several ask that these relationships be improved.

- The sense of community was mentioned as a concern in a number of different places in the survey. It is measured in statistical terms in a question described below, but it was a recurring comment by those that mention that the Town is becoming a community of “haves” and “have nots” and that guest services and overall quality of life are impacted by the relationships between workers and guests.

Things in the Town of Vail are going in the right direction, or have gotten off on the wrong track
(Readers Please Note, in reporting the sample of verbatim responses shown below and in the Appendix, no effort has been made to edit the grammar or spelling of respondents.)

RIGHT DIRECTION

- ♦ The town and chamber as well as several other organizations have hosted events that are fun for visitors but bring out the locals – case in point the wonderful summer activities to show Vail is a year round town.
- ♦ Glad to see upgrades to Vail Village & Lionshead. Much needed new hotels under construction. Now the world class skiing will match the town. Excluding a discussion about real estate & parking (I will get to that later), I feel that the City has provided very clean and safe environment for residents and visitors alike.
- ♦ The Town is looking attractive and will be better as soon as Solaris, 4 Seasons and Ritz is completed.
- ♦ I feel we have responsible people in charge.
- ♦ I think that increased density will help Vail.
- ♦ I think the TOV does a great job in managing the town's finances by using them towards bike paths, bus systems, and overall community resources.
- ♦ In favor of re-development and updating.
- ♦ It remains a great place to live. TOV Council works hard and government services are of high quality. Fiscal responsibility. Though if EverVail gets approved to quickly or easily they that would imply being on the 'Wrong Track'.
- ♦ Continual improvements make Vail the premier destination for skiers from around the world.
- ♦ I believe the town is proactively managing the economic downturn and the unique challenges it presents to the luxury tourism and real estate market.
- ♦ One of the most important issues is parking on the busiest ski days; the town seems to be thinking of solutions. I think the Ever Vail project is worth supporting as it means another portal to the ski area and additional parking. It's a long range plan and now is the time to start planning for 10+ years down the line. Remember the town only exists with the resort's success.
- ♦ It's too bad that we couldn't have kept "Happy Valley" to ourselves, but the growth was inevitable, once the world discovered us.
- ♦ Lots of new hotel space; decision not to build expensive convention center that might never have been used; continued exploration of additional community space at ice rink; good decision not to replace plantings at parking structure with more commercial space; going after foreign tourists.

WRONG TRACK

- ♦ Giant hotels under constant construction, local vibe being replaced with focus on "destination guest." Loyal employees being pushed out, living further downvalley.
- ♦ I don't see the town of Vail moving towards keeping a reasonable amount of middle class families in it's town.

- ◆ I fear that too much large scale building development will "kill the goose that laid the golden egg". Residents and tourists alike are here for the beauty of the place and the sense of rejuvenation that recreation brings them. Don't increase our society's disconnect from nature, strive to cultivate and nurture it. People will stay here and come back again and again, and pay the high prices we've come to depend on as long as they feel a sense of personal improvement and vitality. We don't need more huge buildings to do this.
- ◆ I feel that all of the large and tall developments are making the town feel more like a downtown, obscuring a lot of the panoramic view that made the town unique.
- ◆ I think that Vail needs to focus more on their full time residents, the environment, and less on major developments. With the Ritz, Solaris, 4 Seasons, and EverVail on the horizon, Vail's natural beauty is being overshadowed by cranes, plastic covered buildings and construction equipment for over a decade.
- ◆ Parking is horrible
- ◆ The whole character of the TOV has changed with the approval of the massive development projects in Vail Village and Lionshead. The mountains are overcrowded and dangerous. The day skier parking is way out of control.
- ◆ too much construction; parking continues to be a problem; bus schedule reduced and we still have to get to work; too many police
- ◆ Too much traffic and poor parking.
- ◆ Town not thinking of tourists, more interested in people in town, Real estate taxes, hotel taxes. Parking impossible no incentives for people to buy things in town or stay after skiing.
- ◆ Vail has cheapened its brand by the epic pass and Vail on sale etc- we no longer cater to the higher demographic of guest who spends money in town

DON'T KNOW

- ◆ I like some of the things that the town has done, but I think that there is a major parking problem and still a need for low income housing that may ease up with some of the changes. I like the top of the parking structure for value pass, but it is underutilized and I fear the change will not benefit residents/property owners. I like the bus, but realize it is a huge cost, but without it the parking would be worse.
- ◆ The reality of so much development is overwhelming. While we welcome steps to enhance economic vitality, we wonder how all of the new real estate product can be absorbed.
- ◆ I think it is good that you are allowing more residential developments. However, you might have overdone it. With Solaris, Arrabelle, Ritz, 4 Seasons, and other additions, it seems you are flooding the market with high end condos, causing price erosion due to over-supply.
- ◆ Wrong direction regarding parking. People who live down valley are not encouraged to come to Vail due to high cost of parking. Who wants to jam a meal down their throats in 2 1/2 hours and then race back to the structure to make sure you are out by 3 hours. \$150 to park at Ford Park now is no longer affordable and paying \$50 to park on the street is no bargain either. In regards to housing your trying, but I feel that VR and the Town of Vail are holding each other hostage regarding LH parking structure redevelopment and the passing of Ever Vail. Which, by the way, is going to cause more problems regarding parking and housing issues.
- ◆ The Town Manager and Finance Department have shown that they can meet the challenges of a difficult economy through the budget and management processes.

Sense of Community. Respondents were asked whether they feel the sense of community in the Town of Vail has improved, gotten worse or stayed the same over the past two years. This question has been asked over many years and, as shown below, there is a decline in the percentage of responses saying Vail has “gotten worse” over the past two years compared to 2007. However, if we go back to results from earlier periods, for example 1996, respondents were saying that things were worse (43 percent) with less (29 percent) calling things the same and slightly more saying things had improved (15 percent). The sense of community has been a recurring concern for town residents over the years and will likely remain an issue as growth and change continues. Most of the shift was the result of more respondents saying things have “stayed the same,” but with a relatively modest 9 percent saying things had “improved.”

When this question is examined by year-round residence, part-time or those employed in the town, there are some differences. Part-time residents are least likely to say things have gotten worse. Not surprisingly, part-time residents are especially likely to report they have “no opinion” (24 percent); this indicates that a significant segment of the community remains unengaged with the notion of “sense of community.”

Measured by age of respondent there is no clear pattern – in other words, the younger and older residents are saying roughly the same things regarding sense of community. However, there is some variation by length of time in Vail with the longest term residents (15+ years) especially likely to say sense of community has gotten worse (29 percent).

Table 2
Over the past two years, has the sense of community in the town improved, gotten worse, or stayed the same?

		SURVEY VERSION			WHICH BEST DESCRIBES YOU				
		OVERALL	Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
OVER THE PAST TWO YEARS HAS THE SENSE OF COMMUNITY WITHIN THE TOWN IMPROVED, GOTTEN WORSE OR STAYED THE SAME	Improved	11%	9%	14%	11%	9%	17%		19%
	Gotten worse	27%	26%	30%	30%	20%	30%	17%	24%
	Stayed the same	51%	54%	45%	54%	46%	47%	83%	33%
	Don't know/no opinion	11%	11%	10%	5%	24%	7%		24%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
	n =	528	367	161	294	177	30	6	21

A follow-up question further probed the responses on “sense of community” by allowing respondents to elaborate. Again, these responses have been provided in the Appendix but a sampling of the extensive comments is presented below.

Over the past two years has the sense of community improved, gotten worse or stayed the same?
IMPROVED

- ◆ Given the seasonality of the community, it appears they try to stay on track with providing the feel of community with the town meetings, etc.
- ◆ Don't stop striving to be the best.

- ◆ I feel like the sense of community has improved a little due to the fact that people are starting to care more about the environment through recycling programs and more green initiatives.
- ◆ Hard economic times help bring the community together and focus on priorities.
- ◆ Events such as the Teva games have been an asset
- ◆ The recession brought the tentative economic reality of resort towns into focus. The entire community seems to understand this better and there is a consensus that we need to do everything we can to remain a competitive resort.
- ◆ I think with the new developments, it caused some people to stay away due to the construction. However, it is an investment which is a good thing. I just question the number of new developments all at one time.
- ◆ Zoning fights have passed, we are all working together to try to get "boats to rise"

GOTTEN WORSE

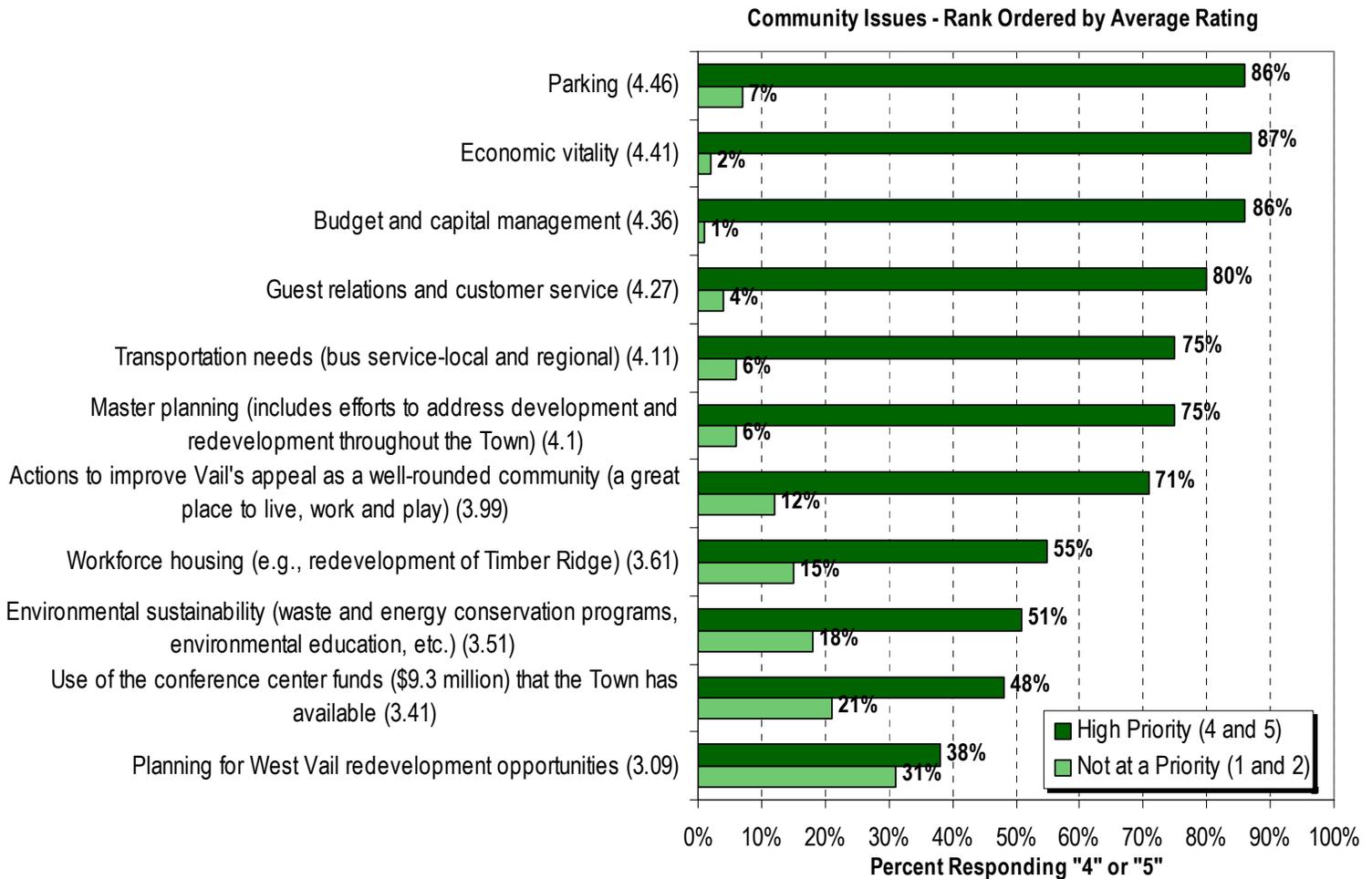
- ◆ As the town grows the controversy of the new buildings etc. becomes more and more divisive.
- ◆ As the village grows it loses the personality it once had!!
There seems to be less full time residents in Vail. There is always talk of moving the hospital and the elementary school. There are no movie theaters or many other community services and little reasonably priced housing.
- ◆ Community in Vail? I don't want to stay for a another year in Vail because there isn't a community. When this town starts to take care of the people who live in the 81657, than maybe it could get better. As a local, where do I park? What is there to do at night? Where can I afford to eat? What pool and gym is made for me? Oh, Avon and Edwards has that stuff..... Got it! Thanks!
- ◆ Entertaining the thought of closing the elementary school and moving the hospital down valley is destroying our community feel
- ◆ Families continue to migrate out of Vail and the skier experience becomes more problematic unless you are staying in a local resort or accommodation
- ◆ I do think there is too much building which is going to result in a feel of living in a resort rather than a town.
- ◆ I feel more people are living and socializing down valley in the last few years.
- ◆ Locals are staying away from the villages because of cost and drunks.
- ◆ Petty skirmishes between VA and town
- ◆ The true Vail local, year round-for years and years, gets zero respect and no breaks

Community Priorities

The survey included a set of questions designed to probe priorities. It was based on topics that the Town Council and staff had identified in advance of fielding the survey and it generally covered areas that had been identified for action and attention in the coming months. Overall, the survey results suggest that the priorities identified do represent important topics to the community. The survey provides a general ranking but perhaps more importantly, it shows that all of these topics merit attention in the opinion of most respondents. These questions, which are summarized in the graph below, show a clear prioritization by community members. When asked using a "1" to "5" scale where "5" is a high priority, the evaluation resulted in economic vitality, budget and capital management and parking at the top of the list. While parking has the highest average rating on the five-point scale (4.46) it has slightly fewer respondents calling it a "5." Workforce Housing, which was identified as a dominant issue in past surveys, is ranked in the lower group of priorities at this time. Nevertheless, it shows over 55 percent of all

respondents calling housing a priority. By these measures, planning for West Vail commercial redevelopment and use of the conference center funds were rated relatively lower. However, even in these instances a large segment of respondents call these topics a priority (38 to 48 percent); they are just rated lower than the highest priorities.

Figure 2
The Town Council and staff have recently identified a number of topics to be addressed.
For each area listed below, indicate the level of priority you believe is appropriate.
(Invitation Web/Paper Respondents Only)



In a follow-up question, respondents were asked about whether they had “Any comments on these issues or the general direction of the Town?” As summarized below, the open ended responses help to provide additional perspective on some of the specific topics and also offer some specific suggestions and guidance that is worthy of attention. These findings are presented in the order of the priorities as listed on the survey.

GUEST RELATIONS

- ◆ Guest relations and customer service is ground zero nothing else matters if you do not have happy guests.
- ◆ Parking is a hot issue with many people. The Town should take charge of the assets it has that can positively impact parking, i.e. Ford Park. A sensible plan at Ford Park can do a great deal to solve parking problems and can enhance the sports focused direction adopted by VVP and the VLMDAC.
- ◆ The foundation of the town is the ski experience. Realize that Vail is falling behind in guests' views. Vail may slip to #4 or #5 -- which will result in reduced revenue and further economic deterioration. Regaining #1 should be priority #1.

ECONOMIC VITALITY

- ◆ Again, for everyone I-70 traffic issue
- ◆ I would like to see the Town of Vail cooperate better with other municipalities and county in order to provide better service to the public.
- ◆ In any "mature" location, infrastructure and payrolls start to fray around the edges because of overuse, deferred maintenance and top-heavy benefit laden benefits, with a smaller percentage of lower level employees and visitors to pay for the mature payrolls.
- ◆ One issue that I have never seen discussed is the lack of the ability of a person who works and owns a business in town having the opportunity to vote. I think the demographics of who votes is lopsided. It does not always represent the business owner.
- ◆ The town needs to focus on basic services and less on sugar coating, like ever more unused parks and playgrounds.
- ◆ The town needs to get back to basics. Customer service throughout town is questionable. The town also needs to look at more ways to keep great locals able to afford to live in town and possibly buy a place.
- ◆ Vail has a real opportunity during this period of economic challenge to redefine and refine the direction and focus of this community -- the long term economic vitality is paramount - in addition to a quality experience for our guests, our full time residents and workers also need and want a quality place to live and often raise families. We have a great and giving community, but need to work and engage the residents in the future...for as we have seen, we are significantly impacted, albeit a lagging impact, by the overall economy. Perhaps a destination with a focus on health and wellness is appropriate -- these are two things almost every local believes in and practices.

BUDGET MANAGEMENT

- ◆ Maintaining the existing structures is what is important. Not knocking them down and building new ones. Operating what exists profitably. Adding more commercial space does not increase profits for all. More local shops owned by locals. Too much owned by Vail Resorts.
- ◆ The Epic pass has made parking a mess. It should be Vail Resorts problem to fix. We must be economic conservatives during the crisis.
- ◆ Town has mostly done a good job in being responsible with it's budget. Need less wasted money on Siebert circle, great piece of art, less gas waste. Stop subsidizing housing market. Great job on street plowing and landscaping.

MASTER PLANNING

- ◆ I like the small-neighborhood feel of West Vail. That commercial area should not be revitalized to the point that small businesses can't afford the rent. Be careful!

- ◆ They are often dependent on each other. Too much development leads to congestion, parking and worker issues.

TRANSPORTATION NEEDS

- ◆ Bus service is critical and we need to work to IMPROVE service and enhance hours and number of times an hour service on routes where this is minimal (i.e. Lions Rldge). We have worked hard to get residents to NOT DRIVE and park in town and to ride the bus. But the service on some routes is very limited. Even consider a low cost annual bus pass or a low cost weekly pass to raise funds to ENHANCE service. Residents and guests would be happy to pay a small amount for GREAT bus transportation.
- ◆ Free county bus, just like summit stage.
- ◆ The bus system and parking have become outrageous. Anyone staying in west Vail has a difficult time getting on the bus. The parking on the frontage road at Safeway has become unbearable and is dangerous with people running across the frontage road. the bus is overcrowded and many times owners/guests are left standing. the freeloaders are the ones benefiting from the bus system at the expense of us taxpayers that rely on the bus system and support it. The taxpayers and guest staying at our residents cannot get on the bus due to the dangerous and free parking in front of Safeway. this should be the last resort of availability of parking - not the first.

PARKING

- ◆ All of these really tie together. If the guest experience suffers due to parking so does our economic vitality. I think parking can touch on nearly every area in the aforementioned list.
- ◆ Deal with the parking issue instead of talking about the parking issue. If you need to build a bigger structure then do it.
- ◆ I work in Vail, and have my own parking spot with my job, but that's just Monday through Friday. I will never casually come into Vail on weekends during the winter because of the parking situation.
- ◆ Vail certainly isn't a well-rounded community--it's a resort. I live in Vail, yet find myself going to Edwards for most of my needs other than the hospital and skiing.

ENVIRONMENTAL SUSTAINABILITY

- ◆ Environmental sustainability is key. Also, West Vail planning is important, and there needs to be realistic goals for this area. Pro formas should not come first. Good design should be number one priority.
- ◆ Plan for the LONG term sustainability of the Gore Valley in its entirety--not just for unending economic growth. Economic growth has long been in the lead in terms of priorities here. Give the natural environment and social well-being a chance to catch up with economic growth and then focus on all three together with every decision you make. Know the physical and psychological carrying capacities inherent in this place.

CONFERENCE CENTER FUNDS

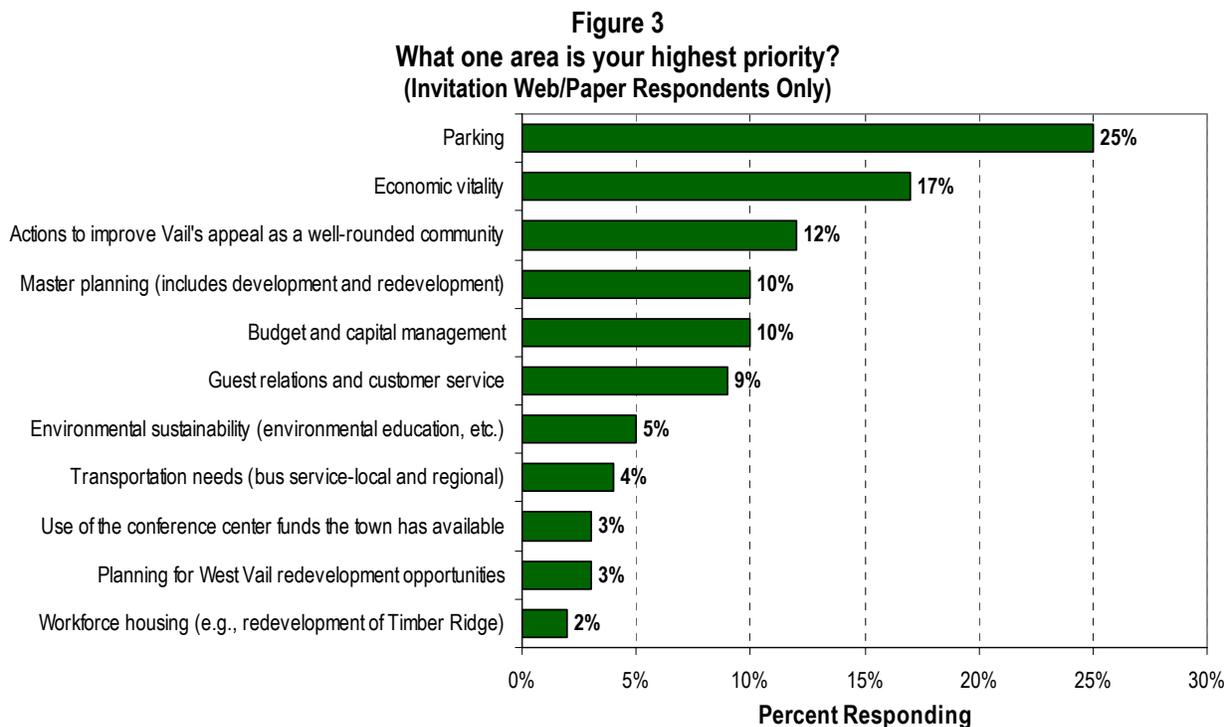
- ◆ Allow the Rec District to continue to develop areas to play. The Business community should build the work and live environment. ; Move forward with the conf. center funds to help the economic vitality.
- ◆ I think the Town should continue it's environmental awareness but suspect it is viewed with skepticism by most guests (due to the heated roads/sidewalks)and residents (due to the recycling center that's mostly town employee parking)
- ◆ Slow down on growth and let the existing projects sell and mature for a year or two. I think the banks may be needing time to sell all the existing units that the developers could not sell themselves.

IMPROVE VAIL'S APPEAL AS A WELL-ROUNDED COMMUNITY

- ◆ Get a handle on what is important for the people, not what someone with a financial interest sees as "right". Several hotels have conference facilities, already, where you stay right in the hotel. Try another idea as a money maker. Consider that some skiers cannot walk a mile or take a bus back and forth because of their age; or only ski part of a day because we get tired. Some people appreciate the "old" stuff there because it was there 42 years ago. (Your reconstruction of Pirate Ship Park is not nearly as good as the original ship was.) New is not better all the time. Could someone in the office realize that TOV is not "right" all the time? And can be very disruptive to lots of people lots of the time, even in trying to upgrade their properties?

- ♦ The issues seem to be heavy on the guest experience and light on the community presence.
- ♦ We need to decide who we are but without a stable population who have a long term commitment to a community we will always be chasing the latest trend rather than cutting out own trail.
- ♦ Today's announcement in the paper as a year round wellness center is a terrific concept for YEAR ROUND marketing, employee retention and expands our current role as PLAYGROUND with the addition of wellness! We already have incredible underused resources in terms of personnel and the mountain experience to enhance in the direction of wellness!

This question was then followed with a question that asked, “What one area is your highest priority?” As shown below, results provide further statistical measurement concerning importance placed on the various topics that could receive attention. Parking is identified most often, followed by economic vitality and “actions to improve Vail as a well rounded community.” Master planning, guest relations and customer service, and budget and capital management also receive relatively frequent mention as top priorities.



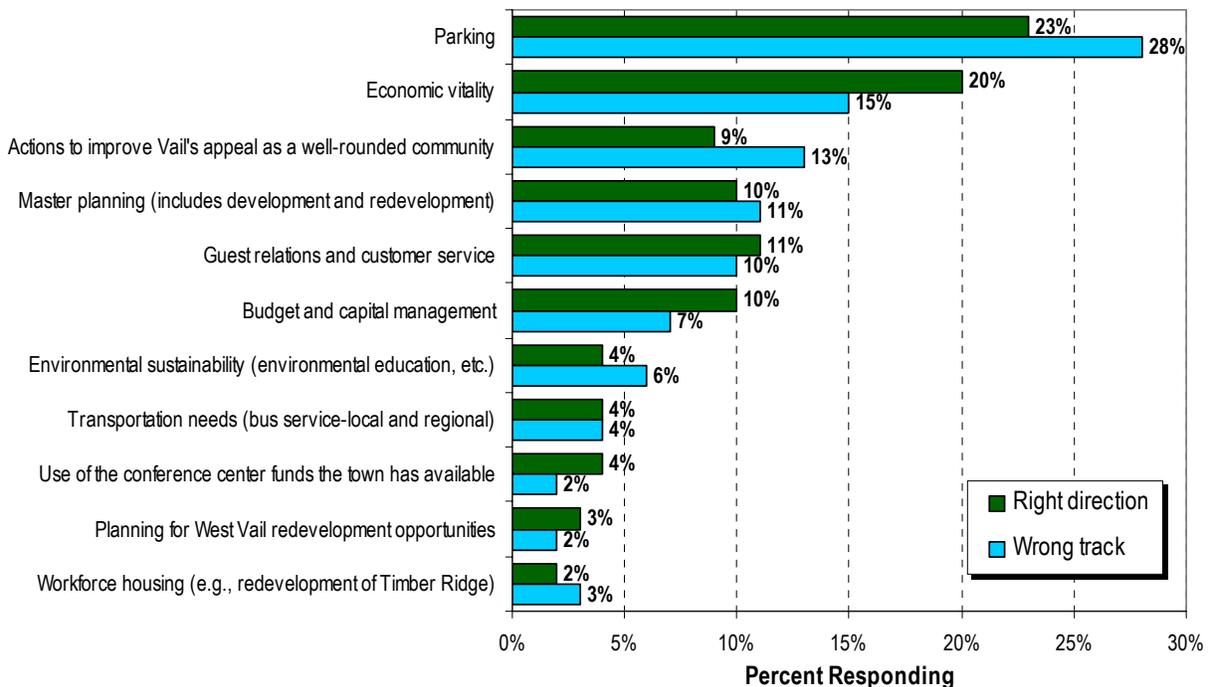
Comparing these results by the Invitation Web/Mail respondents and the Open Link segment shows few differences. However, when year-round residents are compared to part time residents greater differences are evident. Year-round residents were especially likely to call parking their top priority (28 percent) compared to part-time residents (20 percent). Similarly, down-valley respondents (get mail in town or don't live there) are very likely to see parking as the very top priority (30 percent or more calling it most important). While the issue is clearly of high priority to all segments it is especially important to residents. Among part-time residents “Master Planning” was mentioned as a top priority 21 percent of the time compared to 7 percent from residents. Most other response categories were quite similar among the two groups of respondents.

Table 3
What one area is your highest priority?

RATE THE PRIORITY OF THE FOLLOWING COMMUNITY ISSUES		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
WHAT ONE AREA IS YOUR HIGHEST PRIORITY	Parking	26%	25%	28%	28%	20%	37%	33%	20%
	Economic vitality	18%	17%	21%	18%	18%	27%	17%	10%
	Actions to improve Vail's appeal as a well-rounded community	12%	12%	11%	12%	12%	10%		15%
	Master planning (includes development and redevelopment)	10%	10%	11%	7%	21%	7%	17%	10%
	Guest relations and customer service	9%	9%	10%	9%	10%	7%	33%	15%
	Budget and capital management	8%	10%	6%	10%	7%			5%
	Environmental sustainability (environmental education, etc.)	5%	5%	4%	6%	4%			
	Transportation needs (bus service-local and regional)	4%	4%	3%	3%	5%	3%		5%
	Use of the conference center funds the town has available	3%	3%	4%	3%	2%	7%		5%
	Planning for West Vail redevelopment opportunities	3%	3%	1%	3%	1%			15%
	Workforce housing (e.g., redevelopment of Timber Ridge)	2%	2%	1%	2%	1%	3%		
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
n =		516	359	157	286	174	30	6	20

These results are further illustrated by Figure 4. While parking is a relatively larger issue among those that feel Vail is on the “wrong track” and economic vitality is more identified by those that think things are headed in the right direction, the overall message is that both groups tend to share the same priorities. The rank ordering of the highest priorities is also generally the same among all respondents.

Figure 4
What one area is your highest priority? by Right Direction/Wrong Track (All Respondents)



The Guest Experience in Vail

The survey asked for input on improving the guest experience in Vail. Based on the previously discussed questions it is clear that guest experience and customer service is a topic that is identified as important by many; it is one of the higher areas of priority (described in the paragraphs above) and it is especially important to the business community. This question was asked in an open-ended format and it garnered over 450 written responses, many with quite elaborate descriptions of some of the types of improvements that could be pursued. It is clear that the question of guest service resonates with residents, both year-round and part-time, and that respondents are citing their own experiences as well as what they hear around town and from visitors. Responses have been sorted by year round and part-time residents and the results are generally similar, although some year round residents note that they should be given attention along with the guests. In general, parking was once again the most identified area of concern. The words parking and park were used over 380 times, often with specific complaints or suggestions. Bus crowding and improved routes were also mentioned frequently, along with the cost of lodging and dining, signage and employee service. Some also mentioned the need to preserve the quality of the ski experience and noted concerns of crowding on the mountain.

What are one or two things the Town of Vail could do to improve the guest experience in Vail?

- ◆ Better signage; Better way finding signage for parking; Better retail offerings.
- ◆ Better skier drop-off option, free parking option (like Beaver Creek).
- ◆ Cleaning and maintenance of public restrooms could be much improved; better parking situation
- ◆ Don't give parking tickets to guest when the signs are so confusing
- ◆ Employee training on good customer service.
- ◆ Improve Lionshead parking structure and bus stop area. More lower priced eating options in village and Lionshead.
- ◆ More ski lockers. Figure out an easier way from the transportation center to the Vista Bahn without walking.
- ◆ More information and tips available to visitors, more "free entertainment" especially for families, and perhaps, a few lower cost options.
- ◆ Parking capacity in safe lots vs. frontage roads.
- ◆ You must do something about parking & parking tickets.
- ◆ Make construction employees commute to work on ECO.
- ◆ More activities in Vail and Lionshead.
- ◆ Offer more free parking and run shuttle busses directly to and from the free parking. Why not allow free parking all week along the N. Frontage Rd. across from Safeway instead of just weekends. This is the number 1 complaint I hear about Vail parking.
Improve the ski locker and boot room facilities cost and availability. Offering a reduced rate for multiple day storage or affordable storage facilities for residents.
- ◆ I think that we need to worry more about improving the local experience. If your locals are happy your guests will be also. I think that there isn't enough focus about trying to keep the people that actually live here and love Vail happy. It's like no one cares that without locals nothing else would even be possible.

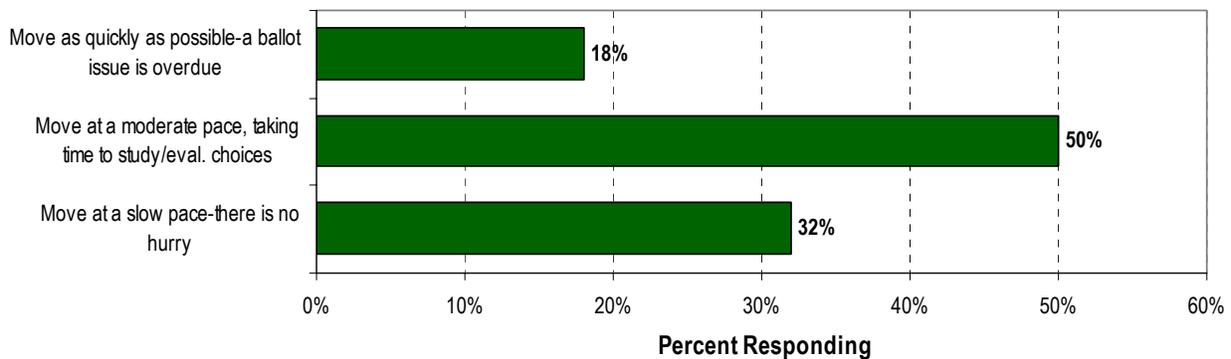
The Conference Center Funds

A series of questions considers the \$9.3m conference center funds that the Town has been holding. This topic was identified as one of the areas of priority that were evaluated (see discussion above) and the overall importance placed on these funds was at the lower end of the list of potential priorities. This finding is further confirmed by the results illustrated below. The largest segment supports moving at a “moderate pace” (about half), with about 18 percent saying “move as quickly as possible to a ballot issue,” and a larger group saying “move at a slow pace, there is no hurry” (32 percent). In other words, community sentiment is generally in favor of moving at a relatively slower or deliberate pace. However, this is one of the questions where the Invitation web results differ from the Open Link results. Invitation web survey respondents (the random sample) are especially likely to support moving slowly. The Open Link group is relatively more likely to want to move quickly to a ballot issue.

Figure 5

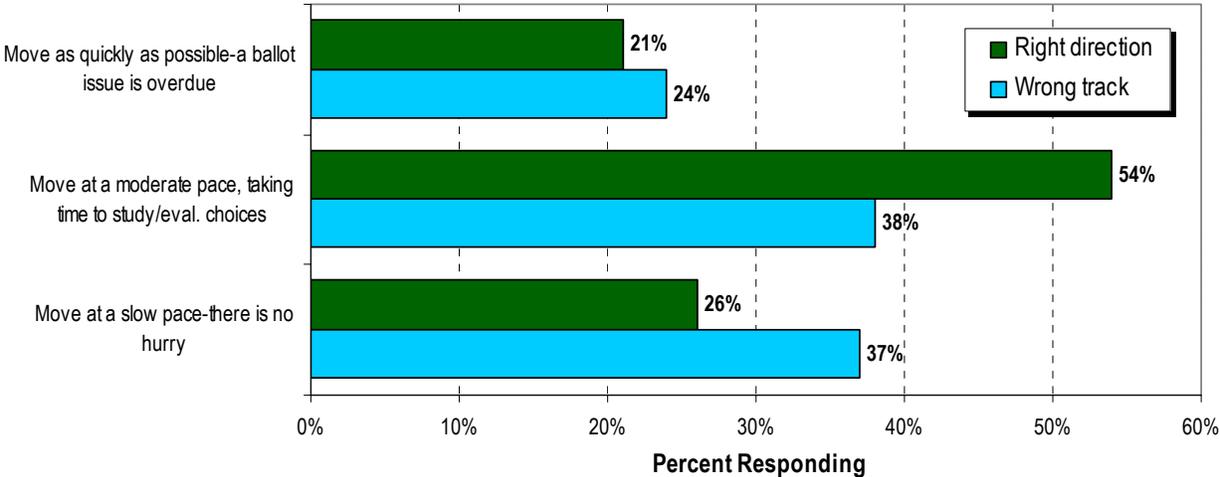
As you may be aware, \$9.3million was originally set aside for a town-owned conference center that was never built. The original objective of the conference center was to increase economic vitality and expand visitation to Vail. A ballot issue is required to determine use of these funds. The Vail Town Council has expressed a sense of urgency about determining the use of the available money. Which choice below best describes your suggestion for dealing with the opportunity these funds represent?

(Invitation Web/Paper Respondents Only)



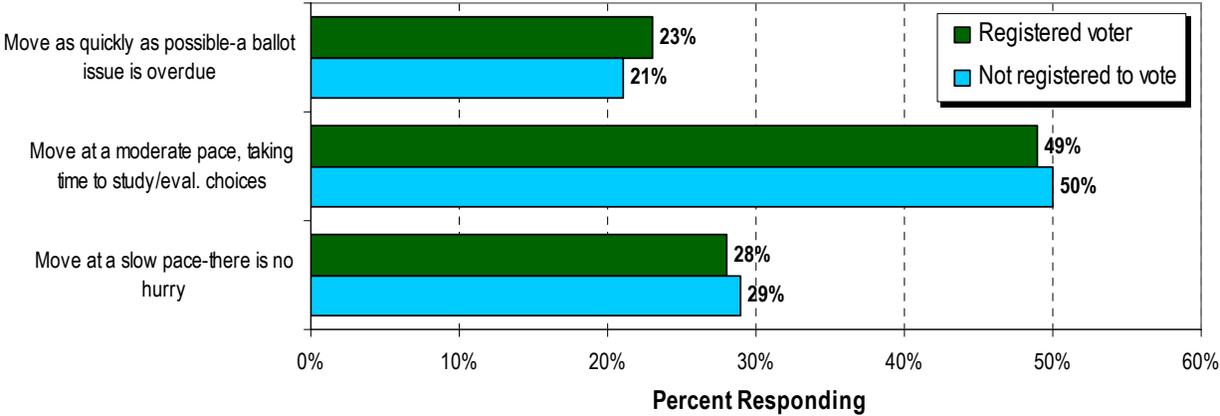
As illustrated below, the respondents that feel things are going in the right direction are especially likely to want to resolve the Conference Center issue at a moderate pace (54 percent). In contrast, those that think things are on the wrong track want to move at a slow pace. As noted above based on open-ended comments, and on this result as well, those that feel things are going wrong are especially likely to have concerns about the new development and the overall pace of change.

Figure 6
Which choice below best describes your suggestion for dealing with the opportunity these funds represent?
By Right Direction/Wrong Track
(All Respondents)



Looking at the data in another way, we focus on the opinions of voters and non-registered voter respondents. As summarized in the graph below, these two segments show no difference in their responses to this question.

Figure 7
Which choice below best describes your suggestion for dealing with the opportunity these funds represent?
By Voter Status
(All Respondents)



In a follow-up question respondents were asked about how the conference center money should be spent. Most Invitation Web responses wanted to “build something” (53 percent) or “save the money for undetermined needs” (29 percent). Only 4 percent suggest spending the money for marketing. Once again on this question, registered voters are responding the same as those that are not registered. In other words, there is broad agreement that either building something or saving the money is the priority.

Table 4

The Council has identified a range of choices for how the conference center fund money could be spent. Which choice best describes your preference?
(Invitation Web/Mail Respondents Only)

Use the money to build something (facilities, parking, etc.)	53%
Use the money for marketing/enhance our economic condition	4%
Save the money for yet-undetermined needs	29%
Other	14%

Taxes and Fees

The survey asked about satisfaction with taxes and fees in relation to the level of services that are provided by the Town. Most respondents (56 percent on the Invitation and 54 percent on the Open Link) are satisfied with the current level of taxes and services. Between 15 and 18 percent feel they are paying too much for the services received, and 6 to 12 percent would be willing to pay more to get more services.

Table 5

Which statement below best describes your opinion about the relationship between taxes/fees and the services that are provided by the Town of Vail?

	OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU					
		Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property	
WHICH BEST DESCRIBES YOUR OPINION ABOUT THE RELATIONSHIP BETWEEN TAXES/ FEES AND THE SERVICES THAT ARE PROVIDED BY THE TOV	I am satisfied with the current level of taxes and services	55%	56%	54%	55%	58%	47%	50%	57%
	I am willing to pay more taxes to get more services	8%	6%	12%	10%	3%	10%		5%
	I feel that I pay too much for the services I receive	17%	18%	15%	15%	24%	13%		24%
	I am willing to accept service reductions for lower taxes	9%	10%	7%	10%	7%	3%	17%	14%
	Other	2%	2%	2%	2%	3%			
	I have no opinion	9%	8%	10%	9%	5%	27%	33%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
	n =	526	365	161	291	178	30	6	21

The survey also asked about service levels now versus prior years, “after the Town cut \$2.9m in operating expenditures.” About three in four report “no change” in perceived services, with about 20 percent reporting a “slight decline” and only 1 percent saying “large decline.” These results are further borne out in some of the open-ended comments that give credit to the Town (both Council and staff) for sound management during difficult times. Clearly, the public perception of the efforts of the town to address costs without major erosion in service levels has been well received.

Table 6

In 2009, the Town of Vail cut \$2.9 million in operating expenditures to include 12 fewer full-time equivalent positions. A stated goal was that there would be no noticeable impact on services. In reality, how do you compare current service levels versus prior years?

		SURVEY VERSION		WHICH BEST DESCRIBES YOU					
		OVERALL	Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
HOW DO YOU COMPARE CURRENT SERVICES LEVELS VERSUS PRIOR YEARS AFTER THE TOV CUT \$2.9 MILLION IN OPERATING EXPENDITURES	No change	74%	76%	69%	73%	83%	54%	83%	70%
	Slight improvement	5%	3%	8%	6%	3%	4%		10%
	Large improvement	1%	1%	1%	1%	1%			
	Slight decline	19%	18%	21%	20%	12%	39%	17%	20%
	Large decline	1%	1%	1%	1%	1%	4%		
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
	n =	506	348	158	285	167	28	6	20

As illustrated below, the survey explored revenue sources that might be most palatable to residents. About one in five (20 – 21 percent) said they favored none of the choices. However, the results provide a clear prioritization of some of the potential choices available to the Town with liquor/cigarette taxes at the top of the list, followed by different methods of targeting construction. Lodging, lift ticket taxes and real estate transfer taxes were rated in the middle, with sales, property and parking oriented programs rated the lowest in terms of priorities for revenues. The results concerning parking as a potential source of funds, either in summer or winter, are of little interest to any segments of the community. It appears that all groups of respondents are disinclined to add to parking costs, in summer or through higher fees. In general, residents were most likely to support revenue sources that do not impact themselves directly (construction and lodging taxes as opposed to sales and use taxes).

Table 7
From the list below, are there specific revenue sources you would prioritize as potential sources of increased revenues?

		ARE YOU A REGISTERED VOTER IN VAIL		DO YOU OWN OR OPERATE A BUSINESS WITHIN THE TOWN OF VAIL		
		Yes	No	Yes	No	
	OVERALL					
FROM THE LIST BELOW, ARE THERE SPECIFIC REVENUE SOURCES YOU WOULD PRIORITIZE AS POTENTIAL SOURCES OF INCREASED REVENUES	Liquor/cigarette tax	42%	43%	42%	37%	43%
	Construction permit and development review taxes	34%	32%	35%	19%	37%
	Construction use tax	30%	29%	31%	19%	32%
	Lodging tax	25%	26%	24%	13%	28%
	None of the above	21%	18%	24%	29%	19%
	Lift ticket tax	20%	26%	13%	21%	20%
	Real estate transfer tax	19%	16%	22%	18%	19%
	Sales tax	14%	15%	13%	16%	14%
	Property tax	13%	14%	12%	14%	13%
	Parking - season passes	8%	8%	6%	8%	7%
	Parking - daily fees	7%	7%	5%	5%	7%
	Less free parking (in summer, "free after 3:00," etc.)	7%	8%	4%	5%	7%
TOTAL		238%	243%	230%	205%	244%
	n =	424	201	218	62	356

As shown above, business owners have different opinions on this question than residents. In general, they are less likely to favor any of the potential revenue sources (29 percent said "none of the above"). They were much less likely to support the construction-oriented revenues, and the idea of lodging taxes also had particularly low support from business owners.

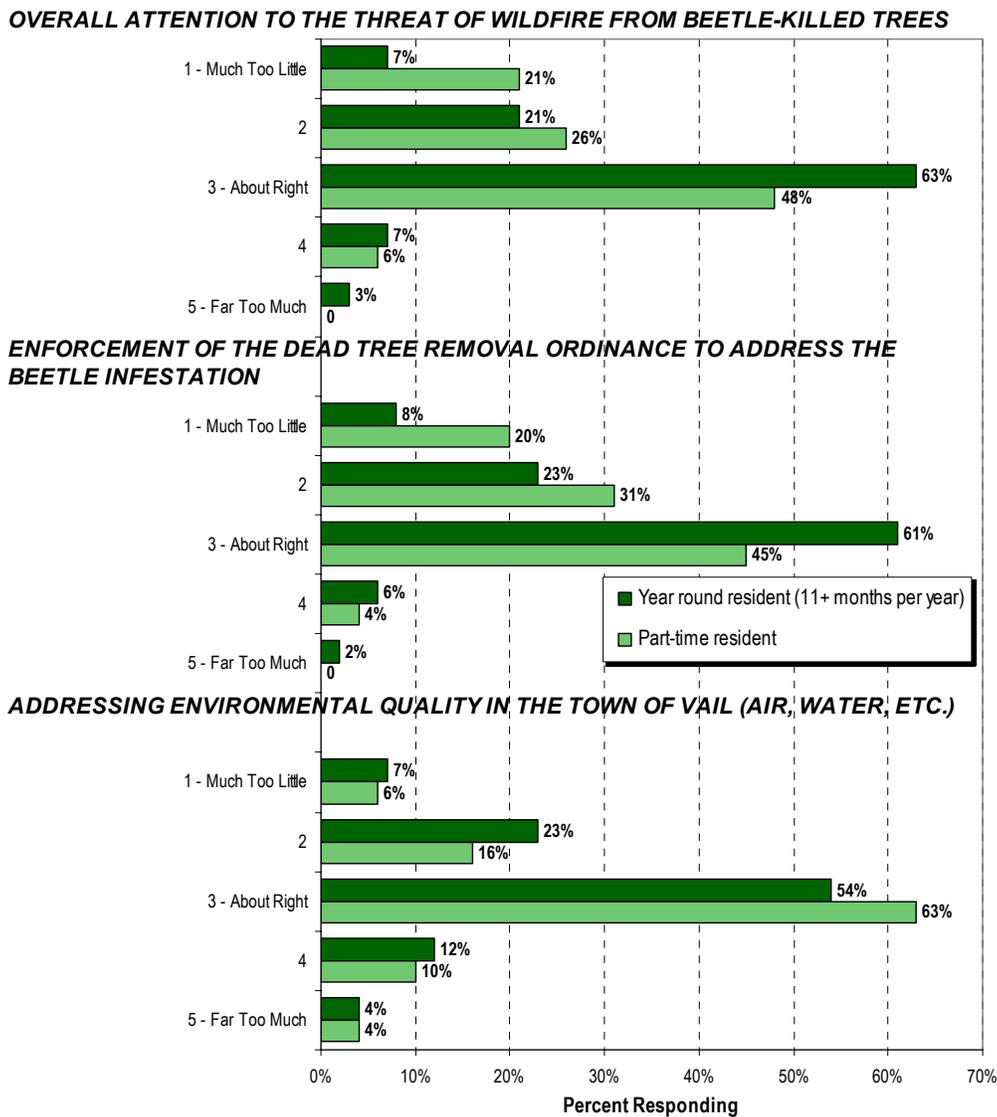
Environmental Issues

The survey contained several questions that addressed issues related to the environment. As summarized below, respondents were asked about the amount of emphasis that is being placed on several topics. In general, respondents feel that the right amount of emphasis is being placed on each of the areas (about 55 percent), with more saying "too little emphasis" (30 to 35 percent) than too much (10 to 15 percent). Notable is the finding that part-time residents are significantly more likely to feel that the attention to beetle killed trees and the enforcement of their removal are not receiving enough emphasis (47 to 51 percent).

However, when evaluating addressing environmental quality in the Town, the part-time resident respondents more closely resemble those from year-round residents.

It is the segment that is under 35 years that is especially likely to feel that too little is being done about addressing environmental quality. Conversely, those that have been in the Town for longer periods of time are most likely to feel that the emphasis on the environment is “about right” (60+ percent) with about equal percentages saying there should be more or less emphasis. Relative newcomers are especially likely to feel that more emphasis should be placed on environmental issues (about 40 percent saying so), with only about 50 percent saying things are “about right.”

Figure 8
Rate the emphasis being placed on the following in Vail
By Resident Type
(All Respondents)



Parking Issues

Parking Pass/Value Card Ratings. About 26 percent of respondents this year indicated that they own a Parking Pass or Value Card. Of those that have passes the most identified is the Value Card, held by 60 percent, and the Blue Pass (20 percent). These results are very similar to those measured in 2007 and 2005.

Respondents were asked to rate their level of satisfaction with their Parking Pass or Value Card on a scale of “1-Not at all Satisfied” to “5-Very Satisfied.” The mean rating this year was 3.4, up from 3.3 in 2007 and 3.0 in 2005. However, as in the past, the responses varied significantly by type of pass owned. Results indicate the following average ratings for the different passes in rank order of satisfaction:

	<u>Average Rating</u>
Gold Pass	4.7
Blue Pass	4.1
Green Pass	3.7
Pink Pass	3.6
Value Pass	2.9

Based on these results it may be worth further exploring the passes, particularly the Value Pass. About 40 percent of respondents indicated some level of dissatisfaction with that pass.

Passholders were profiled using the survey data. Not surprisingly, the demographics of passholders vary by type of pass. In general, Value Pass owners include both year-round (57 percent) and part-time residents. Other passes are almost exclusively owned by year-round residents (86 percent or more). A full set of this profile information was provided under separate cover.

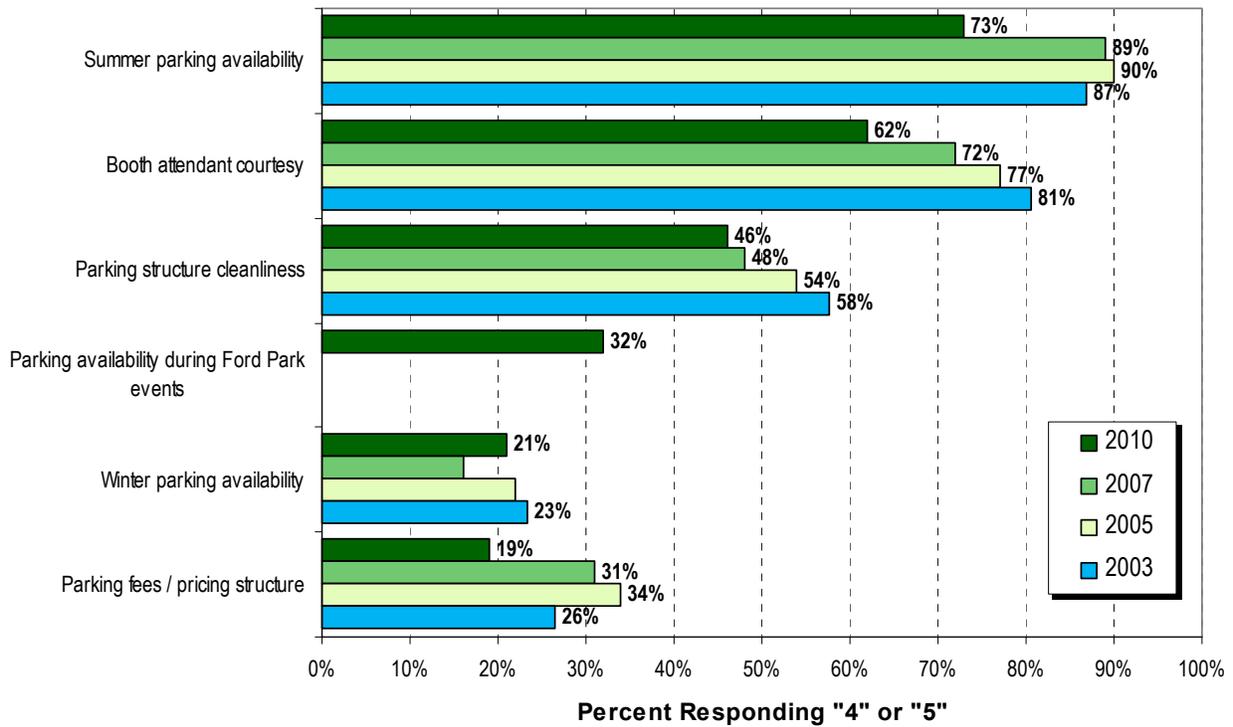
Preferred Parking Locations. The survey asked respondents where they prefer to park and why? About half of all respondents favor the Village Structure (49 percent), followed by Lionshead (24 percent), Other (16 percent) and Cascade (6 percent). As shown below, the reasons given for these preferences vary by location. The Village is particularly favored because it allows respondents to get to preferred skiing. In contrast, Lionshead and Cascade are identified with a shorter walk.

Table 8
Why do you prefer that location to park for skiing?

		OVERALL	WHEN YOU VISIT VAIL VILLAGE/ LIONSHEAD, WHAT IS YOUR FIRST CHOICE FOR PARKING FOR SKIING					
			Lionshead Parking Structure	Vail Village Parking Structure	Cascade Area	North Frontage Road in West Vail (Safeway area)	Donovan Park	Other
WHY DO YOU PREFER THAT LOCATION FOR SKIING	Gets to parts of the mountain I prefer to ski	26%	21%	38%	17%		11%	15%
	Shorter walking distance	26%	45%	12%	71%	29%	11%	28%
	Other	20%	13%	8%	4%	71%	67%	45%
	Overall experience	14%	14%	19%	4%		11%	5%
	Ski lockers	11%	7%	18%	4%			7%
	Variety of shops and restaurants	4%	1%	5%				
TOTAL		100%	100%	100%	100%	100%	100%	100%
	n =	446	92	186	24	7	9	60

Ratings of Parking. Parking issues are one of the major themes in this year's survey. Parking is mentioned in numerous open-ended comments and receives relatively low ratings of performance. Similar to previous years, ratings for parking vary significantly by category rated, from an average rating of 4.2 for "availability of parking in summer" to a low of 2.5 for the "availability of parking in winter." The ratings of parking in winter remain a major concern – results are similar to 2007 (average 2.4) and are the lowest rated area of satisfaction in the entire survey. Parking fees/pricing structure also were down to 2.5 this year on average, compared to 2.8 in 2007 and 3.0 in 2005. Clearly, the increases in parking rates have gradually eroded ratings in this category. It is notable that year-round and part-time residents rate parking in similar terms. Their average ratings of both fees and availability in winter are similar (about 2.5 on the 5-point scale) and the respondents saying they are dissatisfied is over 40 percent on both questions. Booth attendant courtesy has also showed some declines over the past several years.

Figure 9
Please rate your satisfaction with public parking services in Vail



The survey contained a question that asked specifically about summer parking fees. As summarized below, there is relatively little support for summer fees. This question was evaluated by different groups of respondents with few differences, year-round and part-time residents offer almost identical responses (15 percent support). Business owners are slightly more supportive (24 percent) as are those employed in the town and don't live there (23 percent)

Table 9
Would you support charging a fee for parking in public lots in Vail during the summer months for the purpose of providing more parking opportunities.

Yes	15%
No	72%
Uncertain	13%

RATINGS OF SATISFACTION—DEPARTMENTS

Community Development

The Community Development Department was used by 23 percent of respondents, down slightly from the 26 percent reported in 2007. As summarized in the graphs below, the ratings of Community Development have shown some gains over the past three years, with particular improvement in courtesy and attitude and overall service and efficiency. While building permit review and inspection remains an area of relative weakness, it too is rated higher this year.

Figure 10
Please rate your satisfaction with the following aspects of the Community Development Department

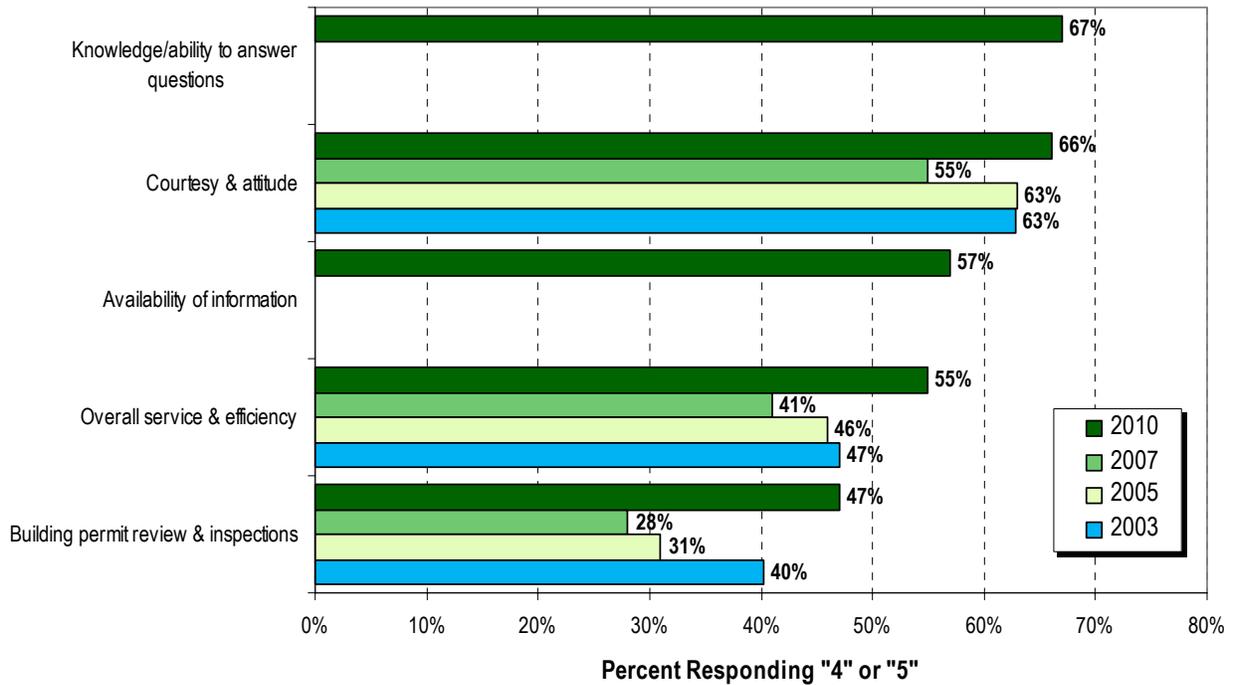


Table 10
Please rate your satisfaction with the following aspects of the Community Development Department

RATE SATISFACTION WITH COMMUNITY DEVELOPMENT DEPARTMENT		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
AVAILABILITY OF INFORMATION (E.G., PUBLIC RECORDS)	1 - Not At All Satisfied	2%	1%	3%	1%	3%	9%		
	2	6%	7%	5%	5%	15%	9%		
	3	31%	36%	21%	30%	29%	36%	100%	20%
	4	33%	32%	34%	34%	41%	9%		20%
	5 - Very Satisfied	29%	25%	37%	30%	12%	36%		60%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.8	3.7	4.0	3.9	3.4	3.5	3.0	4.4
Median		4.0	4.0	4.0	4.0	4.0	3.0	3.0	5.0
n =		180	122	58	129	34	11	1	5
OVERALL SERVICE AND EFFICIENCY	1 - Not At All Satisfied	4%	3%	6%	4%	6%			20%
	2	13%	15%	9%	14%	17%	9%		
	3	24%	26%	20%	23%	28%	36%		
	4	32%	35%	28%	33%	42%	9%	100%	20%
	5 - Very Satisfied	26%	21%	36%	27%	8%	45%		60%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.6	3.5	3.8	3.6	3.3	3.9	4.0	4.0
Median		4.0	4.0	4.0	4.0	3.5	4.0	4.0	5.0
n =		185	122	63	132	36	11	1	5
BUILDING PERMIT REVIEW AND INSPECTIONS	1 - Not At All Satisfied	9%	9%	9%	10%	10%			
	2	18%	19%	16%	14%	29%	25%	100%	25%
	3	23%	25%	21%	23%	19%	50%		
	4	33%	33%	32%	34%	35%	13%		25%
	5 - Very Satisfied	17%	14%	22%	18%	6%	13%		50%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.3	3.2	3.4	3.4	3.0	3.1	2.0	4.0
Median		3.0	3.0	4.0	4.0	3.0	3.0	2.0	4.5
n =		143	94	49	99	31	8	1	4

Table 10—Community Development Department (continued)

RATE SATISFACTION WITH COMMUNITY DEVELOPMENT DEPARTMENT		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
COURTESY AND ATTITUDE/ HELPFULNESS	1 - Not At All Satisfied	4%	2%	7%	4%	5%			
	2	11%	12%	8%	11%	11%	8%	50%	
	3	19%	21%	15%	16%	29%	33%		20%
	4	29%	34%	21%	34%	18%	17%		20%
	5 - Very Satisfied	37%	32%	48%	36%	37%	42%	50%	60%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.9	3.8	3.9	3.9	3.7	3.9	3.5	4.4
Median		4.0	4.0	4.0	4.0	4.0	4.0	3.5	5.0
n =		188	125	63	131	38	12	2	5
KNOWLEDGE/ ABILITY TO ANSWER QUESTIONS	1 - Not At All Satisfied	4%	4%	3%	4%	3%	8%		
	2	8%	9%	6%	7%	14%	8%		
	3	21%	19%	22%	22%	22%	8%		20%
	4	37%	41%	29%	36%	44%	25%	50%	40%
	5 - Very Satisfied	31%	26%	40%	31%	17%	50%	50%	40%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.8	3.8	4.0	3.8	3.6	4.0	4.5	4.2
Median		4.0	4.0	4.0	4.0	4.0	4.5	4.5	4.0
n =		189	124	65	134	36	12	2	5

Public Works

Ratings for Public Works remained high this year, ranging from 4.4 for cleanliness of the pedestrian villages to 4.3 for “overall park maintenance” and “snow removal.” At least 71 percent of respondents rated each Public Works service a “4” or “5 – Very Satisfied,” up from 63 percent in 2007. The lowest-rated aspects of Public Works included “appearance of Town-owned buildings;” this was the lowest rated category in 2007, as well. The continued high ratings of public works-managed services over time is notable.

Figure 11
Rate your satisfaction with Public Works services in the Town of Vail

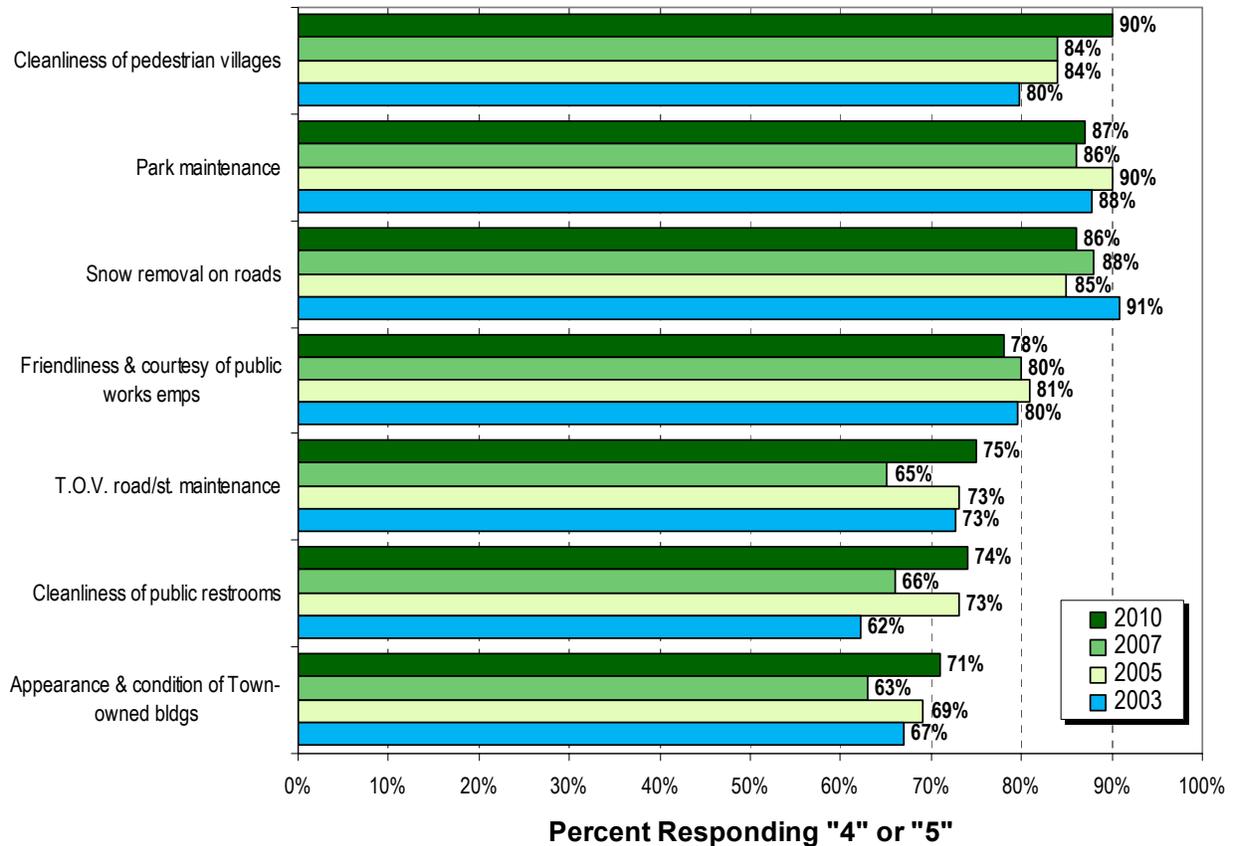


Table 11
Rate your satisfaction with Public Works services in the Town of Vail

RATE SATISFACTION WITH PUBLIC WORKS SERVICES		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
SNOW REMOVAL ON ROADS	1 - Not At All Satisfied	1%	1%	1%	1%	1%			
	2	2%	2%	3%	3%	2%	3%		
	3	10%	11%	8%	12%	7%	7%		15%
	4	38%	38%	37%	36%	42%	47%	33%	35%
	5 - Very Satisfied	49%	48%	51%	49%	48%	43%	67%	50%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.3	4.3	4.4	4.3	4.4	4.3	4.7	4.4
Median		4.0	4.0	5.0	4.0	4.0	4.0	5.0	4.5
n =		524	366	158	290	178	30	6	20
ROAD AND STREET MAINTENANCE BY THE TOWN OF VAIL (POTHOLES, SWEEPING, DRAINAGE, ETC.)	1 - Not At All Satisfied	0%	0%	1%	1%				
	2	6%	6%	5%	7%	3%	7%		
	3	19%	19%	20%	21%	16%	17%		20%
	4	43%	44%	38%	40%	50%	31%	67%	45%
	5 - Very Satisfied	32%	30%	35%	31%	30%	45%	33%	35%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.0	4.0	4.0	3.9	4.1	4.1	4.3	4.2
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		518	361	157	289	174	29	6	20
OVERALL PARK MAINTENANCE	2	1%	1%	1%	1%	1%			
	3	13%	12%	14%	14%	9%	14%		18%
	4	44%	46%	39%	40%	50%	46%	67%	41%
	5 - Very Satisfied	43%	41%	46%	44%	40%	39%	33%	41%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.2
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		501	353	148	284	166	28	6	17

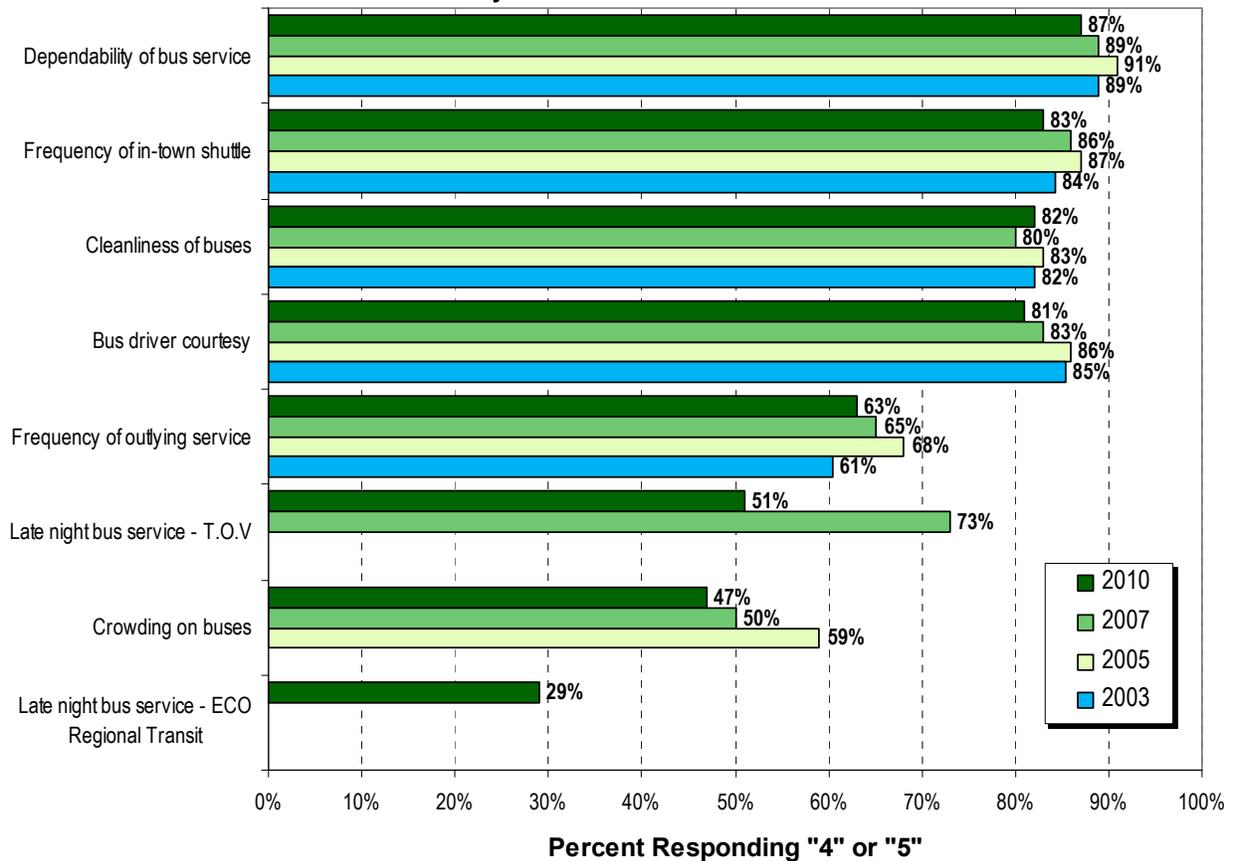
Table 11—Public Works (continued)

RATE SATISFACTION WITH PUBLIC WORKS SERVICES		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
APPEARANCE AND CONDITION OF TOWN-OWNED BUILDINGS	1 - Not At All Satisfied	2%	2%	3%	2%		3%		5%
	2	6%	4%	10%	6%	3%	21%		5%
	3	24%	24%	26%	29%	18%	24%		5%
	4	45%	47%	41%	43%	53%	28%	67%	53%
	5 - Very Satisfied	23%	24%	20%	21%	26%	24%	33%	32%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.8	3.9	3.7	3.7	4.0	3.5	4.3	4.0
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		451	313	138	284	113	29	6	19
FRIENDLINESS AND COURTEOUS ATTITUDE OF PUBLIC WORKS EMPLOYEES	1 - Not At All Satisfied	0%	1%		1%				
	2	2%	1%	4%	2%	3%	4%		
	3	19%	20%	17%	19%	18%	18%		25%
	4	39%	37%	43%	39%	42%	32%	60%	31%
	5 - Very Satisfied	39%	41%	35%	39%	37%	46%	40%	44%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.1	4.2	4.1	4.1	4.1	4.2	4.4	4.2
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		408	278	130	262	97	28	5	16
CLEANLINESS OF PEDESTRIAN VILLAGES	2	1%	1%		1%	1%			
	3	10%	9%	11%	12%	5%	10%		10%
	4	41%	42%	40%	40%	48%	40%	50%	24%
	5 - Very Satisfied	48%	47%	49%	47%	46%	50%	50%	67%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.4	4.4	4.4	4.3	4.4	4.4	4.5	4.6
Median		4.0	4.0	4.0	4.0	4.0	4.5	4.5	5.0
n =		466	324	143	290	119	30	6	21
CLEANLINESS OF PUBLIC RESTROOMS	1 - Not At All Satisfied	1%	1%	1%	1%		4%		
	2	2%	2%	3%	2%	5%	4%		
	3	22%	23%	21%	24%	21%	15%	17%	22%
	4	42%	41%	44%	42%	40%	42%	50%	33%
	5 - Very Satisfied	33%	33%	32%	31%	34%	35%	33%	44%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.0	4.0	4.0	4.0	4.0	4.0	4.2	4.2
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		398	282	116	252	96	26	6	18

Bus Service

Respondents remain largely satisfied with Town of Vail bus service, with over 80 percent of respondents rating dependability of bus service, frequency of in-Town shuttle, driver courtesy and cleanliness of buses a “4” or “5 – Very Satisfied.” The frequency of outlying service received an average rating of 3.8 this year, unchanged from average ratings in 2007 and 2005. However, this area of ratings, as well as crowding on buses, has shown some decline in the percent of respondents saying they are satisfied (4 or 5 on the scale). Crowding on buses is a relative area of weakness with 47 percent saying they are “very/somewhat satisfied,” down from 59 percent in 2005. Also, the late night bus service of the Town is rated better than the ECO Regional Transit (51 percent satisfied compared to 29 percent), but these are both areas of relative weakness.

Figure 12
Please rate your satisfaction with bus service



The neighborhood location of the survey respondent within Vail is closely associated with the ratings of local buses. As illustrated below, there is a wide spread in average ratings by neighborhood (that is, the distance between the highest and lowest points on the vertical axis).

For example, the ratings of crowding on the buses, a relative problem, are most positive (highest) from respondents that live in the Booth Creek area and lowest from Intermountain residents and there are significant differences of opinion indicated by the wide range of responses. In contrast, the Frequency of In Town Shuttles is rated high by all respondents and there is relative agreement (a narrow spread) on this question. In general, late night bus service (both ECO Regional and within the Town) are the sources of greatest differences, along with frequency of buses and level of crowding. As indicated in these ratings, and as further confirmed in some of the open-ended comments, crowding on the buses as a result of the parking in the Safeway area is felt by residents of the Intermountain, Vail Commons/Safeway, West Vail and Buffehr Creek/Lionsridge/Valley areas. In addition, other areas including East Vail and the Golf Course also received relatively lower ratings on crowding.

Figure 13
Please rate your satisfaction with bus service
By Neighborhood
(All Respondents)

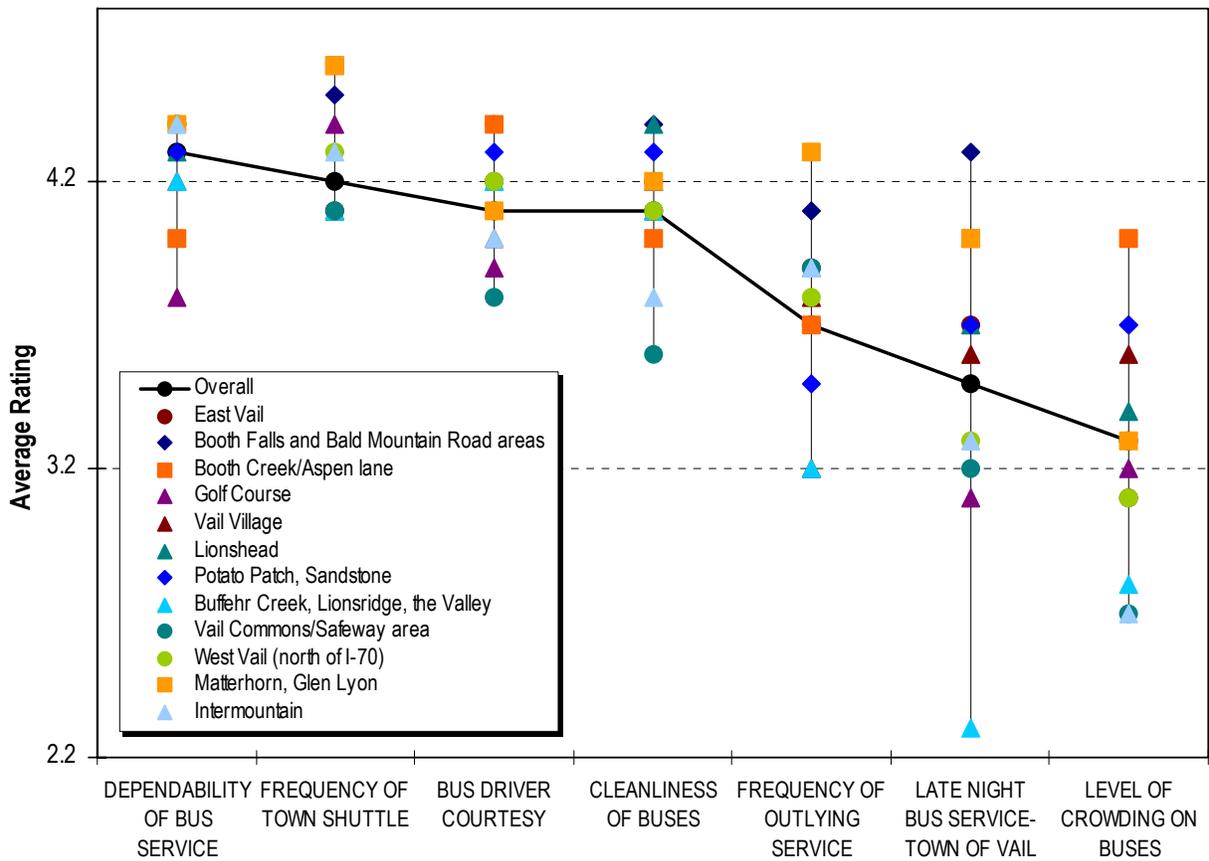


Table 12
Please rate your satisfaction with bus service

RATE SATISFACTION WITH BUS SERVICE		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
FREQUENCY OF TOWN SHUTTLE	1 - Not At All Satisfied	1%	1%	2%	1%	1%			
	2	4%	3%	5%	4%	7%			
	3	14%	12%	17%	13%	12%	28%		20%
	4	37%	39%	32%	36%	41%	28%	50%	25%
	5 - Very Satisfied	45%	44%	45%	46%	39%	44%	50%	55%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.2	4.2	4.1	4.2	4.1	4.2	4.5	4.4
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.5	5.0
n =		482	337	145	268	163	25	6	20
FREQUENCY OF OUTLYING SERVICE	1 - Not At All Satisfied	3%	4%	3%	3%	6%			
	2	11%	12%	9%	11%	11%	6%	20%	13%
	3	23%	21%	27%	24%	24%	28%		
	4	33%	36%	28%	32%	30%	50%	40%	50%
	5 - Very Satisfied	29%	28%	33%	30%	29%	17%	40%	38%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.7	3.7	3.8	3.8	3.6	3.8	4.0	4.1
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		373	262	111	228	114	18	5	8
BUS DRIVER COURTESY	1 - Not At All Satisfied	2%	2%	1%	2%	1%			
	2	4%	3%	5%	4%	3%	12%		
	3	15%	14%	16%	15%	15%	16%		11%
	4	39%	41%	36%	36%	42%	56%	50%	42%
	5 - Very Satisfied	41%	40%	41%	42%	40%	16%	50%	47%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.1	4.1	4.1	4.1	4.2	3.8	4.5	4.4
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.5	4.0
n =		487	338	149	272	165	25	6	19

Table 12—Bus Service (continued)

RATE SATISFACTION WITH BUS SERVICE		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
DEPENDABILITY OF BUS SERVICE	1 - Not At All Satisfied	1%	0%	2%	1%	1%			
	2	1%	2%		2%	1%			
	3	12%	11%	15%	13%	13%	8%		10%
	4	39%	40%	38%	38%	35%	63%	50%	45%
	5 - Very Satisfied	46%	47%	45%	46%	51%	29%	50%	45%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.3	4.3	4.2	4.3	4.3	4.2	4.5	4.4
Median		4.0	4.0	4.0	4.0	5.0	4.0	4.5	4.0
n =		478	335	143	264	164	24	6	20
CLEANLINESS OF BUSES	1 - Not At All Satisfied	0%	0%		0%				
	2	3%	3%	3%	2%	4%	4%		
	3	16%	15%	18%	17%	16%	16%		10%
	4	45%	46%	44%	48%	38%	48%	50%	40%
	5 - Very Satisfied	35%	35%	35%	32%	41%	32%	50%	50%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.1	4.1	4.1	4.1	4.2	4.1	4.5	4.4
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.5	4.5
n =		484	338	146	269	164	25	6	20
LEVEL OF CROWDING ON BUSES	1 - Not At All Satisfied	9%	9%	9%	11%	8%			5%
	2	17%	16%	17%	16%	20%	20%		11%
	3	27%	27%	26%	27%	28%	28%	33%	16%
	4	31%	32%	30%	31%	28%	36%	50%	37%
	5 - Very Satisfied	16%	15%	17%	15%	16%	16%	17%	32%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.3	3.3	3.3	3.2	3.2	3.5	3.8	3.8
Median		3.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0
n =		470	328	142	254	166	25	6	19

Fire Services

Similar to past years, fire services were rated relatively high compared to most other departments and services. In 2007 there were slight declines from the high ratings of fire services received in 2005, but the overall ratings have rebounded and remain very positive. About 13 percent of respondents indicated that they had used fire services within the past 12 months, down from the 22 percent reported in 2007.

Figure 14
Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail

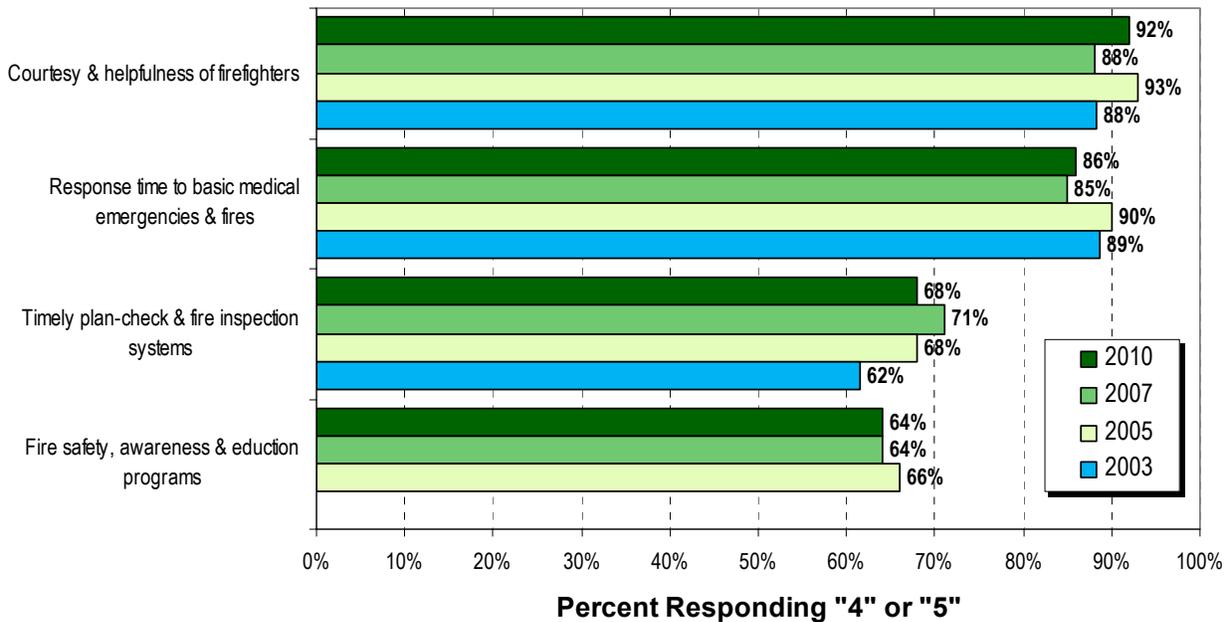


Table 13
Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail

RATE SATISFACTION WITH FIRE SERVICES		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
HAVE YOU UTILIZED VAIL FIRE FOR ANY SERVICE, INSPECTION OR 911 EMERGENCY WITH THE PAST 12 MONTHS	Yes	17%	13%	24%	20%	8%	30%		
	No	83%	87%	76%	80%	92%	70%	100%	100%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
n =		523	363	160	289	177	30	6	21
RESPONSE TIMES TO BASIC MEDICAL EMERGENCIES	2	3%	2%	7%	4%	4%			
	3	12%	12%	14%	14%	4%	13%		
	4	30%	33%	24%	29%	29%	31%		67%
	5 - Very Satisfied	54%	54%	56%	53%	64%	56%		33%
TOTAL		100%	100%	100%	100%	100%	100%		100%
Average		4.4	4.4	4.3	4.3	4.5	4.4	.	4.3
Median		5.0	5.0	5.0	5.0	5.0	5.0	.	4.0
n =		151	104	47	104	28	16	0	3
COURTESY AND HELPFULNESS OF FIREFIGHTERS AND FIRE PREVENTION STAFF	1 - Not At All Satisfied	1%		3%	1%		5%		
	2	1%	1%	3%	2%				
	3	8%	7%	9%	9%	2%	9%		33%
	4	26%	28%	23%	27%	30%	18%		33%
	5 - Very Satisfied	63%	64%	62%	62%	67%	68%	100%	33%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.5	4.5	4.4	4.5	4.7	4.5	5.0	4.0
Median		5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0
n =		221	142	79	152	43	22	1	3
TIMELY PLAN-CHECK AND FIRE INSPECTION SYSTEMS ON REMODELED OR NEW CONSTRUCTION	1 - Not At All Satisfied	5%	1%	12%	3%	4%	10%		33%
	2	12%	10%	15%	11%	12%	20%		
	3	21%	21%	22%	26%	12%			
	4	29%	32%	22%	28%	31%	30%		33%
	5 - Very Satisfied	33%	36%	28%	31%	42%	40%		33%
TOTAL		100%	100%	100%	100%	100%	100%		100%
Average		3.7	3.9	3.4	3.7	4.0	3.7	.	3.3
Median		4.0	4.0	3.8	4.0	4.0	4.0	.	4.0
n =		127	86	41	88	26	10	0	3
FIRE SAFETY, AWARENESS AND EDUCATION PROGRAMS PROVIDED	2	5%	4%	6%	6%	7%			
	3	27%	31%	18%	28%	17%	36%		33%
	4	31%	29%	34%	30%	34%	21%	100%	33%
	5 - Very Satisfied	37%	35%	42%	37%	41%	43%		33%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.0	3.9	4.1	4.0	4.1	4.1	4.0	4.0
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		157	105	52	109	29	14	2	3

Police Services

Police service ratings were mostly up from 2007, and that year showed gains from 2005. Ratings were similar to or slightly below 2003. In the categories of “feeling of safety and security” (with 87 percent “very/somewhat satisfied”) and quality of service (78 percent), the strong majority of Vail residents are satisfied with the police services they are receiving. Three new questions were added this year to further explore policing services. They are relatively lower rated than the categories asked in the past. As illustrated on the graph below, “managing parking and traffic control issues” is a source of relative dissatisfaction with only 58 percent satisfied and roughly 20 percent in the dissatisfied category. Appropriate presence of police on foot/vehicle patrol and crime prevention also received less than 71 percent satisfaction ratings, relatively low by TOV standards. Open-ended comments, which are listed in full in the Appendix, provide some additional insight into the police ratings.

Figure 15
Please rate your satisfaction with the following aspects of Police Services in the Town of Vail

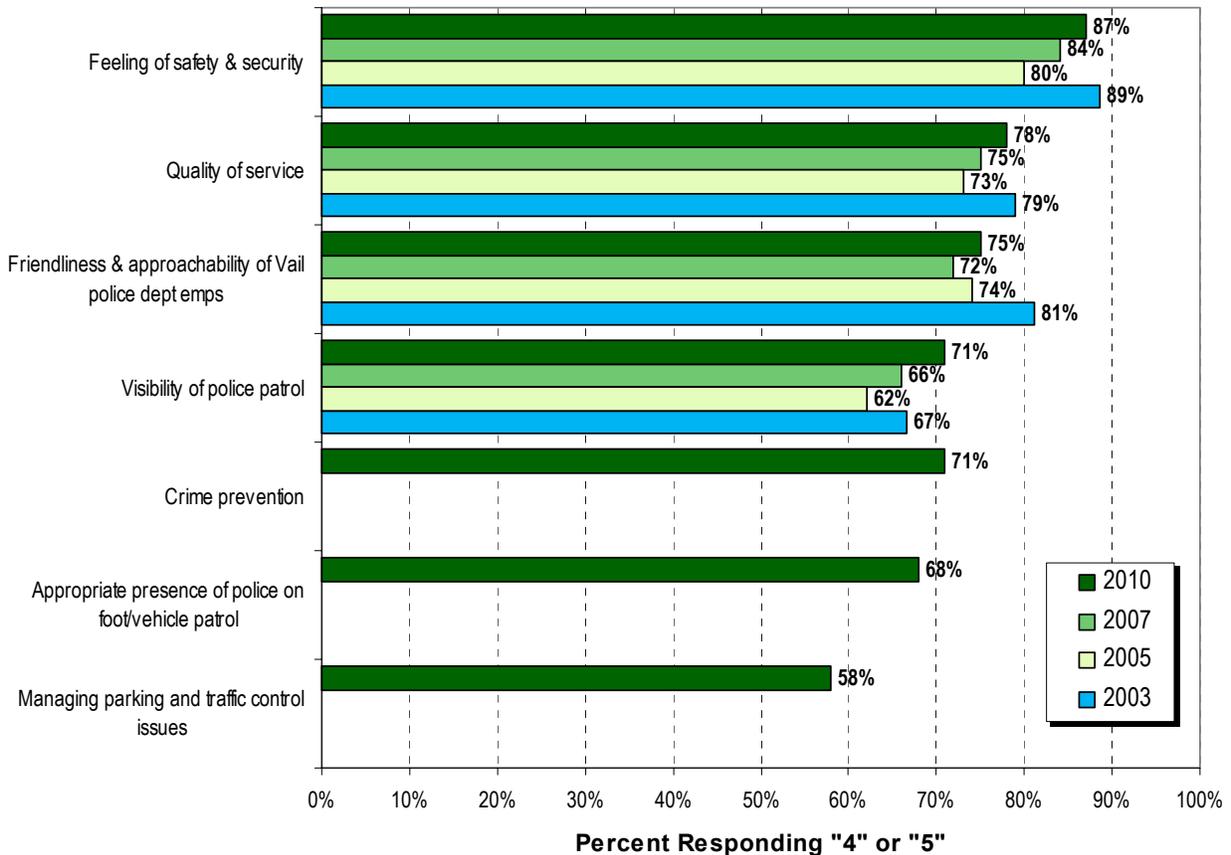


Table 14
Please rate your satisfaction with the following aspects of Police Services in the Town of Vail

RATE SATISFACTION WITH POLICE SERVICES		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
OVERALL FEELING OF SAFETY AND SECURITY	1 - Not At All Satisfied	1%	1%	2%	1%	1%			
	2	3%	2%	4%	4%	1%			
	3	10%	11%	10%	10%	10%	14%		11%
	4	42%	41%	43%	42%	40%	41%	83%	28%
	5 - Very Satisfied	44%	45%	42%	42%	48%	45%	17%	61%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.3	4.3	4.2	4.2	4.3	4.3	4.2	4.5
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0
n =		487	339	148	278	156	29	6	18
VISIBILITY OF POLICE FOOT/ VEHICLE PATROL	1 - Not At All Satisfied	4%	3%	4%	5%	1%			
	2	5%	3%	8%	5%	5%	7%		
	3	22%	22%	20%	20%	26%	33%		18%
	4	42%	45%	36%	42%	47%	22%	83%	41%
	5 - Very Satisfied	28%	26%	32%	29%	21%	37%	17%	41%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.9	3.9	3.8	3.8	3.8	3.9	4.2	4.2
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		457	312	145	259	148	27	6	17
APPROPRIATE PRESENCE OF POLICE ON FOOT/ VEHICLE PATROL	1 - Not At All Satisfied	3%	3%	3%	4%	1%			
	2	6%	5%	10%	8%	5%	3%		
	3	24%	24%	26%	22%	27%	38%	33%	18%
	4	40%	42%	36%	37%	47%	31%	50%	47%
	5 - Very Satisfied	26%	27%	26%	28%	20%	28%	17%	35%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.8	3.8	3.7	3.8	3.8	3.8	3.8	4.2
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
n =		477	329	148	271	154	29	6	17

Table 14—Police (continued)

RATE SATISFACTION WITH POLICE SERVICES		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
CRIME PREVENTION	1 - Not At All Satisfied	3%	3%	4%	5%	1%			
	2	4%	4%	4%	5%	4%	5%		
	3	21%	22%	18%	20%	20%	36%	20%	23%
	4	44%	43%	44%	43%	52%	27%	60%	23%
	5 - Very Satisfied	28%	27%	29%	27%	23%	32%	20%	54%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.9	3.9	3.9	3.8	3.9	3.9	4.0	4.3
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0
n =		371	269	102	222	109	22	5	13
MANAGING PARKING AND TRAFFIC CONTROL ISSUES	1 - Not At All Satisfied	6%	7%	5%	7%	3%	4%	17%	7%
	2	13%	11%	16%	14%	12%	14%		
	3	24%	24%	25%	23%	24%	43%	17%	20%
	4	36%	39%	28%	34%	41%	25%	67%	40%
	5 - Very Satisfied	21%	19%	26%	22%	20%	14%		33%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		3.5	3.5	3.5	3.5	3.6	3.3	3.3	3.9
Median		4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0
n =		464	325	139	269	146	28	6	15

Library

Library ratings were generally positive and comparable to past years. About 62 percent of respondents report holding a library card and three out of four respondents (72 percent) say they visit the library more than once a month. Average visitation is about 2.4 times per month overall. The collection, friendliness of staff, and databases (a new question this year) were all rated 80 percent or higher satisfied, with very few expressing any dissatisfaction. In new categories rated for the first time, the library website and the newsletter were rated relatively lower than some of the other categories that were evaluated. Also in a new question, respondents were given an opportunity to identify what they like best about the library. Most identified the quiet, pleasant atmosphere/setting and the friendly helpful staff.

Figure 16
Please rate your satisfaction with the following at the library

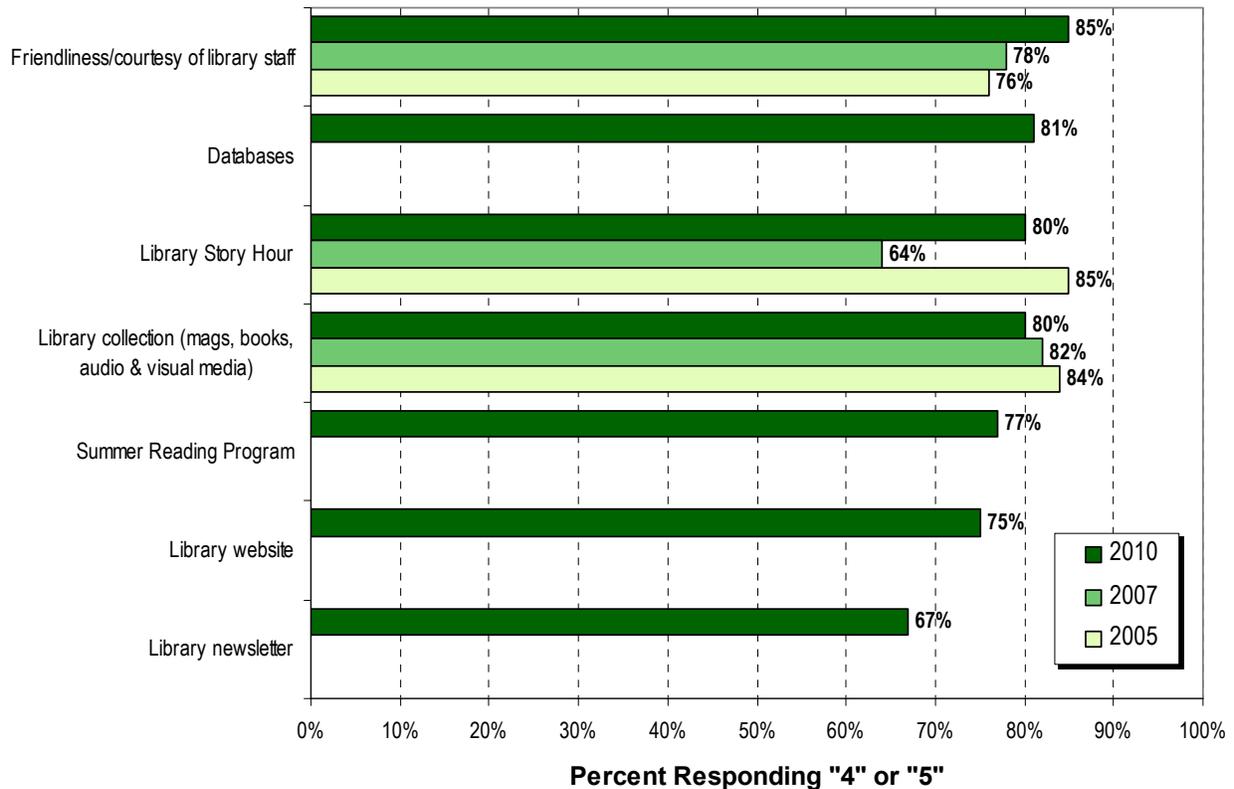


Table 15
Please rate your satisfaction with the following at the library

RATE SATISFACTION WITH THE LIBRARY		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
LIBRARY COLLECTION (INCLUDING MAGAZINES, BOOKS, AUDIO AND VISUAL MEDIA)	2	2%	2%	2%	2%	1%			
	3	18%	18%	17%	17%	19%	21%	25%	10%
	4	39%	42%	32%	40%	42%	26%	50%	30%
	5 - Very Satisfied	41%	38%	49%	41%	38%	53%	25%	60%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.2	4.2	4.3	4.2	4.2	4.3	4.0	4.5
Median		4.0	4.0	4.0	4.0	4.0	5.0	4.0	5.0
n =		308	216	92	190	85	19	4	10
LIBRARY STORY HOUR	1 - Not At All Satisfied	1%	1%		1%				
	2	1%		2%		3%			
	3	19%	18%	20%	17%	29%	17%		20%
	4	29%	30%	28%	28%	35%	17%	50%	20%
	5 - Very Satisfied	50%	50%	50%	54%	32%	67%	50%	60%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.3	4.3	4.3	4.3	4.0	4.5	4.5	4.4
Median		4.8	4.7	4.7	5.0	4.0	5.0	4.5	5.0
n =		117	80	37	71	31	6	4	5
SUMMER READING PROGRAM	3	26%	23%	32%	22%	44%			33%
	4	30%	29%	31%	33%	33%			
	5 - Very Satisfied	45%	48%	37%	46%	22%	100%	100%	67%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.2	4.3	4.1	4.2	3.8	5.0	5.0	4.3
Median		4.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0
n =		70	48	22	46	18	2	1	3

Table 15—Library (continued)

RATE SATISFACTION WITH THE LIBRARY		OVERALL	SURVEY VERSION		WHICH BEST DESCRIBES YOU				
			Invitation Web/ Paper	Open Link Web	Year round resident (11+ months per year)	Part-time resident	Employed in the Town of Vail but don't live there	Get mail in the Town of Vail but don't live there	Non-resident owner of business/ commercial property
DATABASES	1 - Not At All Satisfied	1%		3%	1%				
	3	20%	19%	21%	17%	26%	40%		25%
	4	42%	43%	39%	42%	45%	20%	100%	25%
	5 - Very Satisfied	37%	37%	37%	40%	29%	40%		50%
	TOTAL	100%	100%	100%	100%	100%	100%	100%	100%
Average		4.2	4.2	4.1	4.2	4.0	4.0	4.0	4.3
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.5
n =		135	99	36	98	25	5	3	4
FRIENDLINESS/ COURTESY OF LIBRARY STAFF	1 - Not At All Satisfied	2%	3%	1%	2%		11%	20%	
	2	4%	4%	5%	5%		5%		
	3	10%	9%	12%	10%	8%	16%		11%
	4	25%	27%	21%	23%	29%	37%	20%	33%
	5 - Very Satisfied	59%	58%	61%	61%	63%	32%	60%	56%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.4	4.4	4.4	4.4	4.6	3.7	4.0	4.4
Median		5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0
n =		286	199	87	195	58	19	5	9
LIBRARY NEWSLETTER	1 - Not At All Satisfied	2%	2%	4%	2%		13%		
	2	4%	4%	6%	5%	4%			
	3	25%	27%	19%	24%	27%	38%		33%
	4	31%	29%	35%	30%	31%	38%	67%	
	5 - Very Satisfied	38%	38%	36%	39%	38%	13%	33%	67%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.0	4.0	3.9	4.0	4.0	3.4	4.3	4.3
Median		4.0	4.0	4.0	4.0	4.0	3.5	4.0	5.0
n =		170	125	45	124	32	8	3	3
LIBRARY WEBSITE	1 - Not At All Satisfied	0%	1%			2%			
	2	4%	6%		5%	2%			
	3	20%	19%	24%	20%	21%	20%		25%
	4	34%	35%	32%	32%	35%	60%	67%	25%
	5 - Very Satisfied	41%	40%	45%	43%	40%	20%	33%	50%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%
Average		4.1	4.1	4.2	4.1	4.1	4.0	4.3	4.3
Median		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.5
n =		141	103	38	100	29	5	3	4

Sources of Local Information

Respondents were asked a new question this year about how they receive information about the Town. Newspapers were highest rated with 65 percent citing this source. Specific newspapers were also measured and both the Daily (62 percent) and the Mountaineer (32 percent) are read frequently. Behind newspapers, TV 8 (37 percent) was next most identified, followed by the Town website (34 percent), local radio (32 percent) and TV (27 percent). About 13 percent of respondents say they subscribe to the broadcast email system from the Town.

Table 16
How do you typically receive information about the Town of Vail that may be of interest to you?

Newspaper	65%
Vail Daily	62%
TV 8	37%
Town of Vail website	34%
Vail Mountaineer	32%
Local radio	32%
Local TV	27%
Town broadcast email	13%
Channel 5	15%
Plum TV	15%
Other	5%
Other newspaper	2%
Other local TV	1%

Similar questions have been asked periodically over the past 15 years and the results are of interest, particularly because of the widely identified changes in the use of print media nationally. Print media has declined substantially in many markets, and Vail is no exception. The Vail Trail, the Daily Trail and Vail Valley Times are no longer publishing. The Vail Daily has remained the dominant news source over the years and readership is still strong, but its use is down from about 98 percent reported in 1995, and 88 percent in 1993, on a question about “What sources do you use to keep informed about local issues?” Now, the comparable figure is closer to about 62 percent although the question was asked in a slightly different way, about “information about the Town.”

Clearly, the use of the Internet and the Town sources of both the website and the broadcast email system have become very important over time. Not only do residents use the Town website (34 percent), but they also subscribe to the email system from the Town. Further, one of the goals of this year’s Community Survey was to build interest and participation in the Town’s on-line communications. About 54 percent of all survey respondents indicated that they would like to receive information/promotions from the Town of Vail, resulting in a large “opted in” email list for future communications.

In another new question, respondents were asked if they use “social media” on a regular basis. A little over 40 percent of respondents report they are using social media with Facebook (85 percent) far ahead of LinkedIn (25 percent) and YouTube (20 percent), the next most mentioned sources.

Another question concerning communications shows the rapid expansion of reliance on cell phones, especially among the younger segment of residents. About 32 percent of all Invitation residents reported that they only have a cell phone, up from about 2 percent in 2007. The results indicate that 85 percent under the age of 34 have only a cell phone compared to only 7 percent over the age of 65. In another remarkable finding, only 2 percent of respondents indicated they do not have a cell phone. Clearly, these are further indications of the rapid change in communications that technology has brought to communities like Vail in the short span of a few years.



First, a few questions about the general state of Vail...

1. Would you say that things in the Town of Vail are going in the right direction, or have they pretty seriously gotten off on the wrong track?

2010 (n=)	2007 (n=397)	2005 (n=404)	2003 (n=400)	
58%	58%	70%	57%	Right direction
28	30	19	28	Wrong track
14	12	10	15	Don't know

In a few words, why do you feel that way? _____

(Please attach an additional sheet of paper with your comments if needed on any survey question.)

2. Over the past two years has the sense of community within the Town improved, gotten worse or stayed the same?

2010 (n=369)	2007 (n=400)	2005 (n=404)	2003 (n=395)	
9%	14%	17%	16%	Improved
26	36	21	31	Gotten worse
54	45	53	46	Stayed the same
11	5	8	8	Don't know/no opinion

Do you have any comments or suggestions on your response? _____

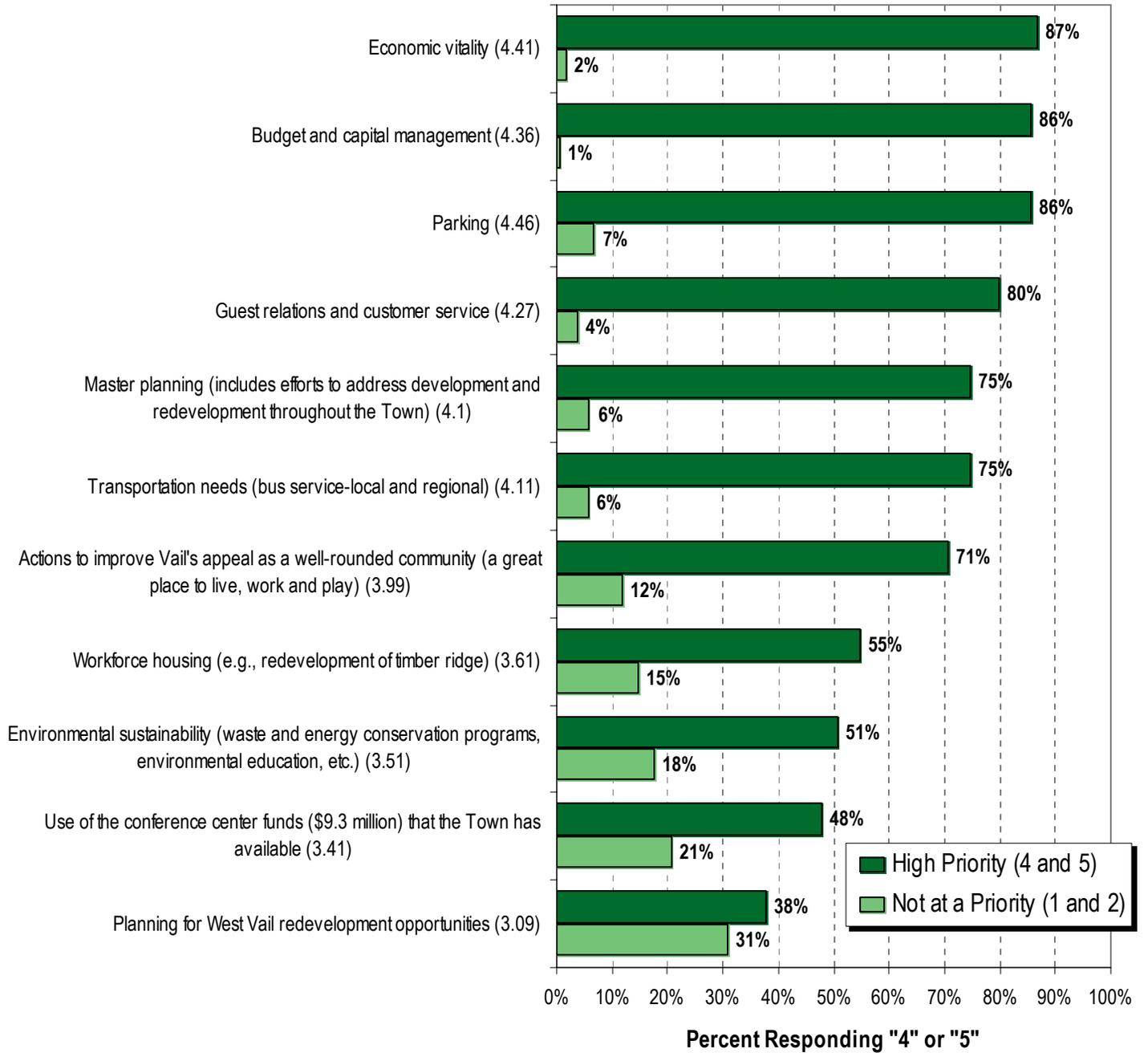
GUEST EXPERIENCE

3. What are one or two things the Town of Vail could do to improve the guest experience in Vail?

COMMUNITY ISSUES

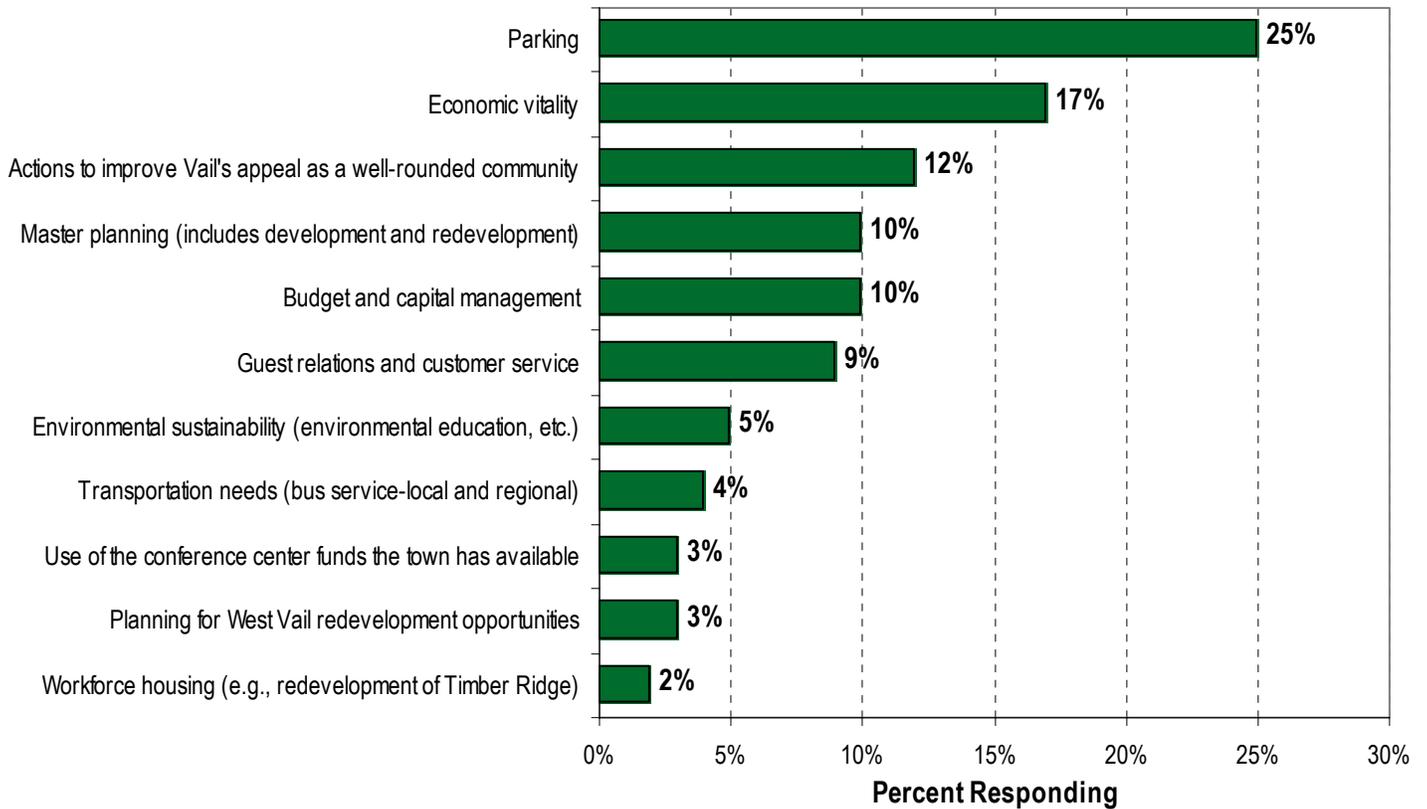
4. The Vail Town Council and staff have recently identified a number of topics to be addressed. For each area listed below, indicate the level of priority you believe is appropriate. (1=Not a Priority, 3=Somewhat, 5=High Priority)

Community Issues



Do you have any comments on these issues or the general direction of the Town?

What one area is your highest priority?



CONFERENCE CENTER FUNDS

5. As you may be aware, \$9.3 million was originally set aside for a town-owned conference center that was never built. The original objective of the conference center was to increase economic vitality and expand visitation to Vail. A ballot issue is required to determine use of these funds. The Vail Town Council has expressed a sense of urgency about determining the use of the available money. Which choice below best describes your suggestion for dealing with the opportunity these funds represent? **n=364**

- 18%** Move as quickly as possible—a ballot issue on this topic is overdue
- 50** Move at a moderate pace, taking time to study and evaluate the choices
- 32** Move at a slow place—there is no hurry; having the money in hand preserves opportunities

Do you have further comments on your response? _____

6. The Council has identified a range of choices for how the conference center fund money could be spent. Which choice best describes your preference? **n=352**

- 53%** Use the money to build something (such as multipurpose facilities, expanded parking, etc.)
- 4** Use the money for marketing or to support programs to enhance our economic condition
- 29** Save the money for yet-undetermined needs
- 14** Other: _____

Do you have further comments on your response? _____

FEES AND TAXES

7. Which statement below best describes your opinion about the relationship between taxes/fees and the services that are provided by the Town of Vail? n=365

- 56% I am satisfied with the current level of taxes and services
- 6 I am willing to pay more taxes to get more services
- 18 I feel that I pay too much for the services I receive
- 10 I am willing to accept service reductions if it means lower taxes
- 2 Other: _____
- 8 I have no opinion

8. From the list below, are there specific revenue sources you would prioritize as potential sources of increased revenues? (Check all that apply) n=295

- | | | | |
|----|--|----|--------------------------|
| 37 | Construction permit and development review fees | 7 | Parking - daily fees |
| 32 | Construction use tax | 8 | Parking – season passes |
| 6 | Less free parking (in summer, “free after 3:00,” etc.) | 12 | Property tax |
| 19 | Lift ticket tax | 18 | Real estate transfer tax |
| 43 | Liquor/cigarette tax | 14 | Sales tax |
| 26 | Lodging tax | 20 | None of the above |

Do you have further comments on your response? _____

9. In 2009, the Town of Vail cut \$2.9 million in operating expenditures to include 12 fewer full-time equivalent positions. A stated goal was that there would be no noticeable impact on services. In reality, how do you compare current service levels versus prior years? n=348

- 76% No change
- 3 Slight improvement
- 1 Large improvement
- 18 Slight decline
- 1 Large decline

Do you have further comments on your response? _____

PARKING

10. When you visit Vail Village/Lionshead, what is your first choice for parking for the following purposes?

	Shopping n=279	Skiing n=391	Work n=115
Lionshead Parking Structure	18%	21	19
Vail Village Parking Structure	64	48	44
Cascade Area	1	7	6
North Frontage Road in West Vail (Safeway area)	8	3	2
Donovan Park	--	2	2
Other: _____	9	19	27

11. Why do you prefer that location for skiing? n=305

- 5% Variety of shops and restaurants
- 13 Overall experience
- 10 Ski lockers
- 23 Shorter walking distance
- 28 Gets to parts of the mountain I prefer to ski
- 21 Other: _____

12. Would you support charging a fee for parking in public lots in Vail during the summer months for the purpose of providing more parking opportunities? n=367

- 15% Yes
- 72 No
- 13 Uncertain

13. Do you own a parking pass or value card this season?

2010 (n=367)	2007 (n=399)	2005 (n=404)	2003
74%	73%	72%	71%
26	27	28	29

No

Yes (IF YES) Which one?

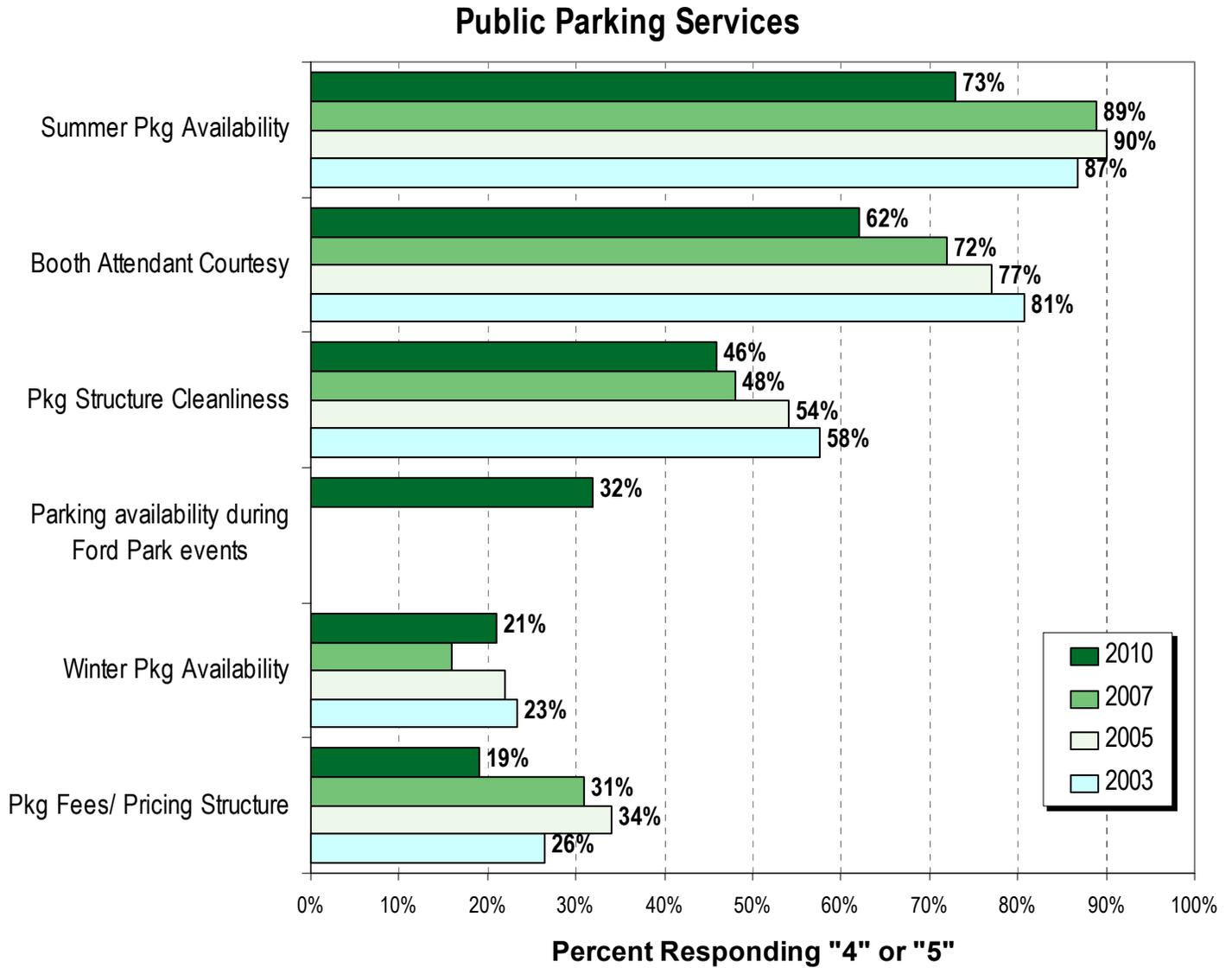
2010 (n=91)	2007 (n=101)	2005 (n=128)	2003	
10%	11%	6%	1%	Gold pass
17	17	12	3	Blue pass
4	3	4	2	Green pass
7	7	3	2	Pink pass
62	62	70	18	Value card
	--	5	--	Don't know

14. How satisfied are you with the benefits of your pass this year?

NOT AT ALL SATISFIED					VERY SATISFIED	mean	n=
9%	16	24	21	30	3.5	87	

Any comments on your response? _____

15. Please rate your satisfaction with public parking services in Vail.



The Community Development Department provides planning, design review, environmental programs, and building and restaurant inspection services.

16. Have you used the services of the Community Development Department within the past 12 months?

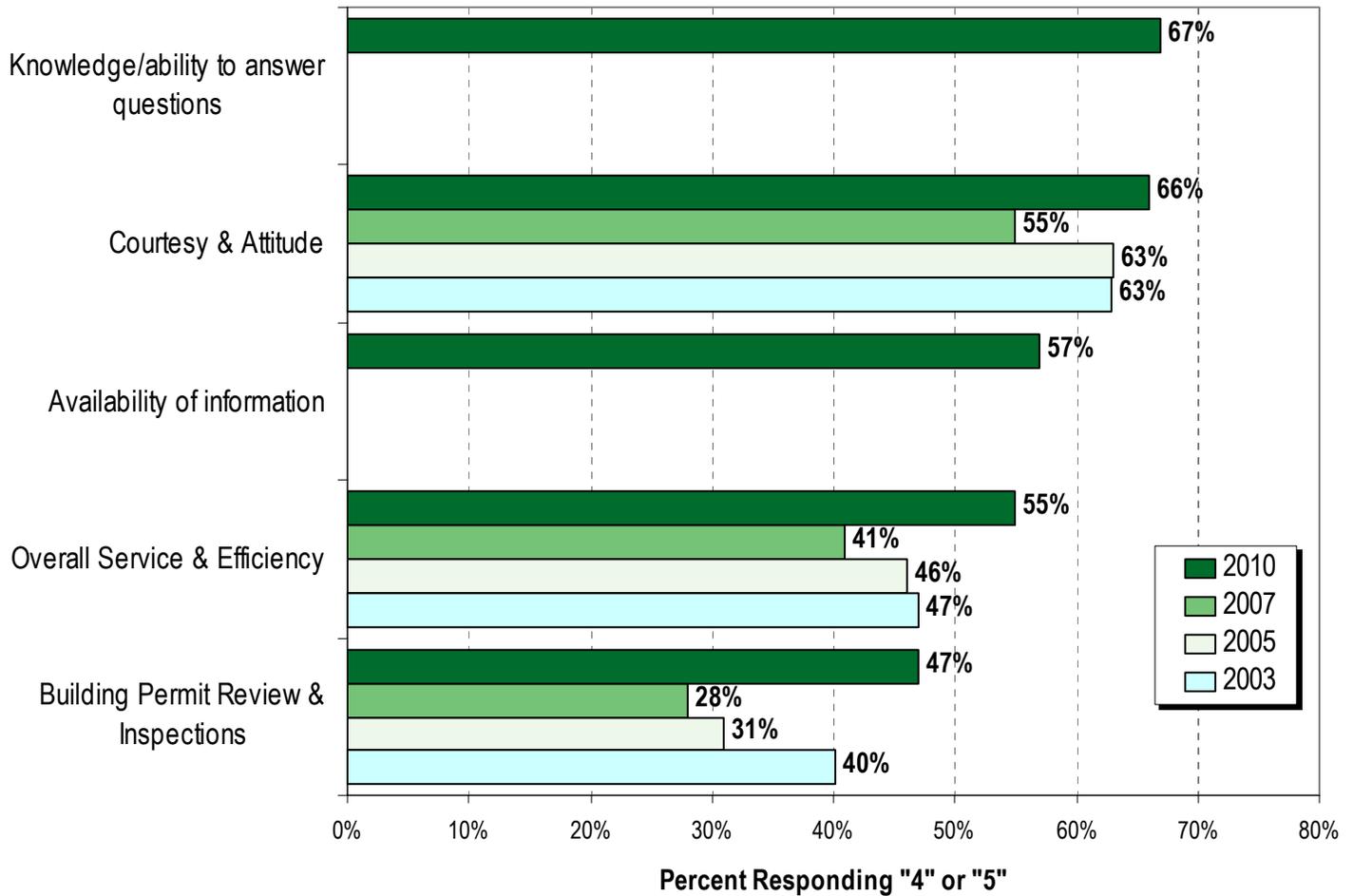
2010 (n=369)	2007 (n=388)	2005 (n=404)	2003 (n=401)	
23%	26%	26	22	Yes
77%	74	73	77	No

17. (IF YES) How did you access their services? (Check all that apply) n=70

- 25% Website
- 45 Telephone
- 72 Walk in to office
- 19 Attend a meeting
- 9 Other: _____

18. Please rate your satisfaction with the following aspects of the Community Development Department.

Community Development Dept.

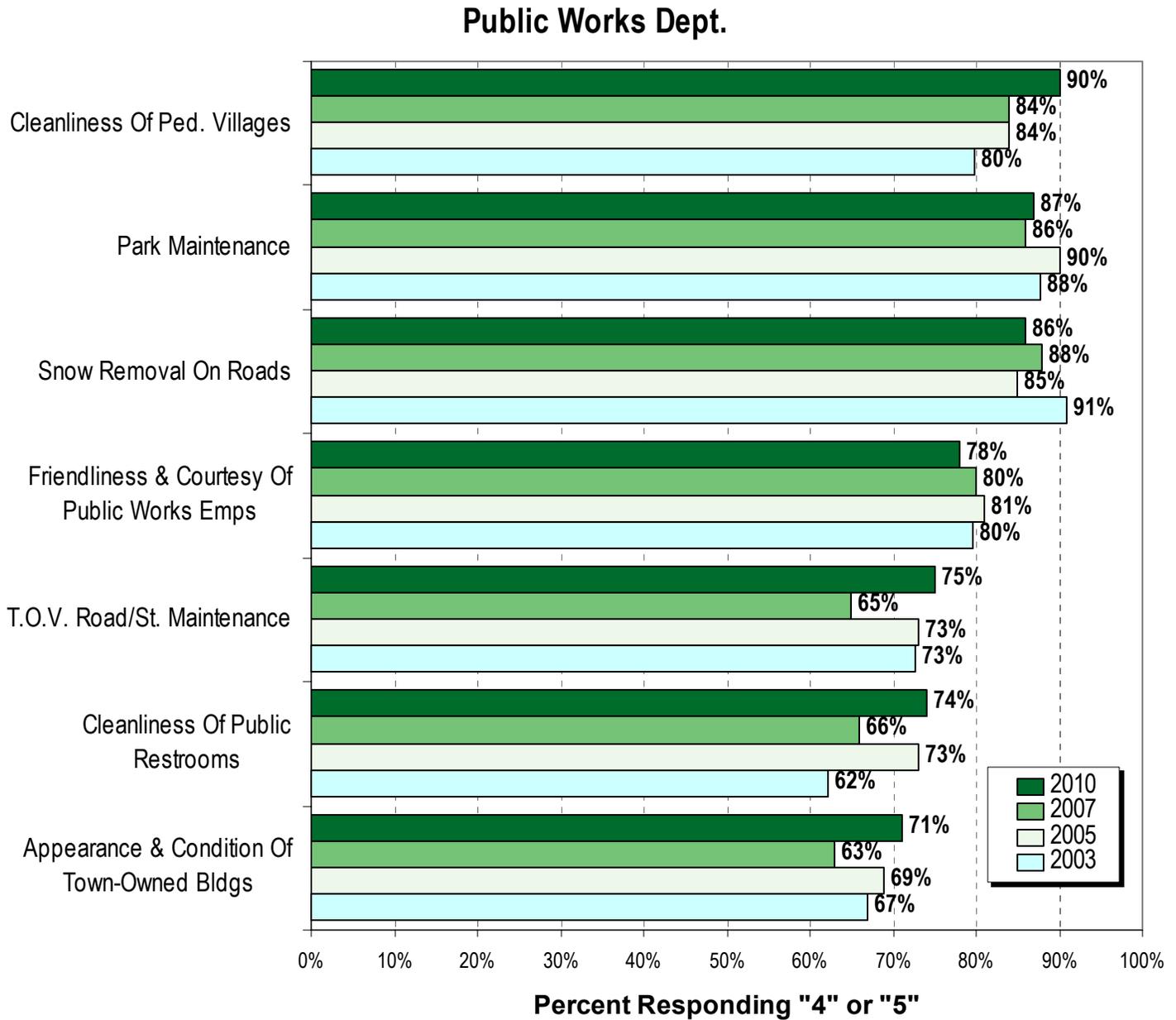


19. Please rate the amount of emphasis that is being placed on the following in Vail. Use a scale from 1 to 5 where 1 means "Much Too Little Emphasis" and 5 means "Far Too Much Emphasis."

	MUCH TOO LITTLE		ABOUT RIGHT	FAR TOO MUCH		mean	n=
Overall attention to the threat of wildfire from beetle-killed trees through forest management such as cutting and removing trees, and forest regeneration	10%	23	58	6	2	2.7	329
Enforcement of the dead tree removal ordinance to address the beetle infestation	12%	24	56	6	2	2.6	305
Addressing environmental quality in the Town of Vail (air, water, etc.)	6%	23	55	12	4	2.9	327

The Public Works Department provides maintenance of public areas including parks, buildings, roads and village areas.

20. Rate your satisfaction with Public Works services in the Town of Vail:

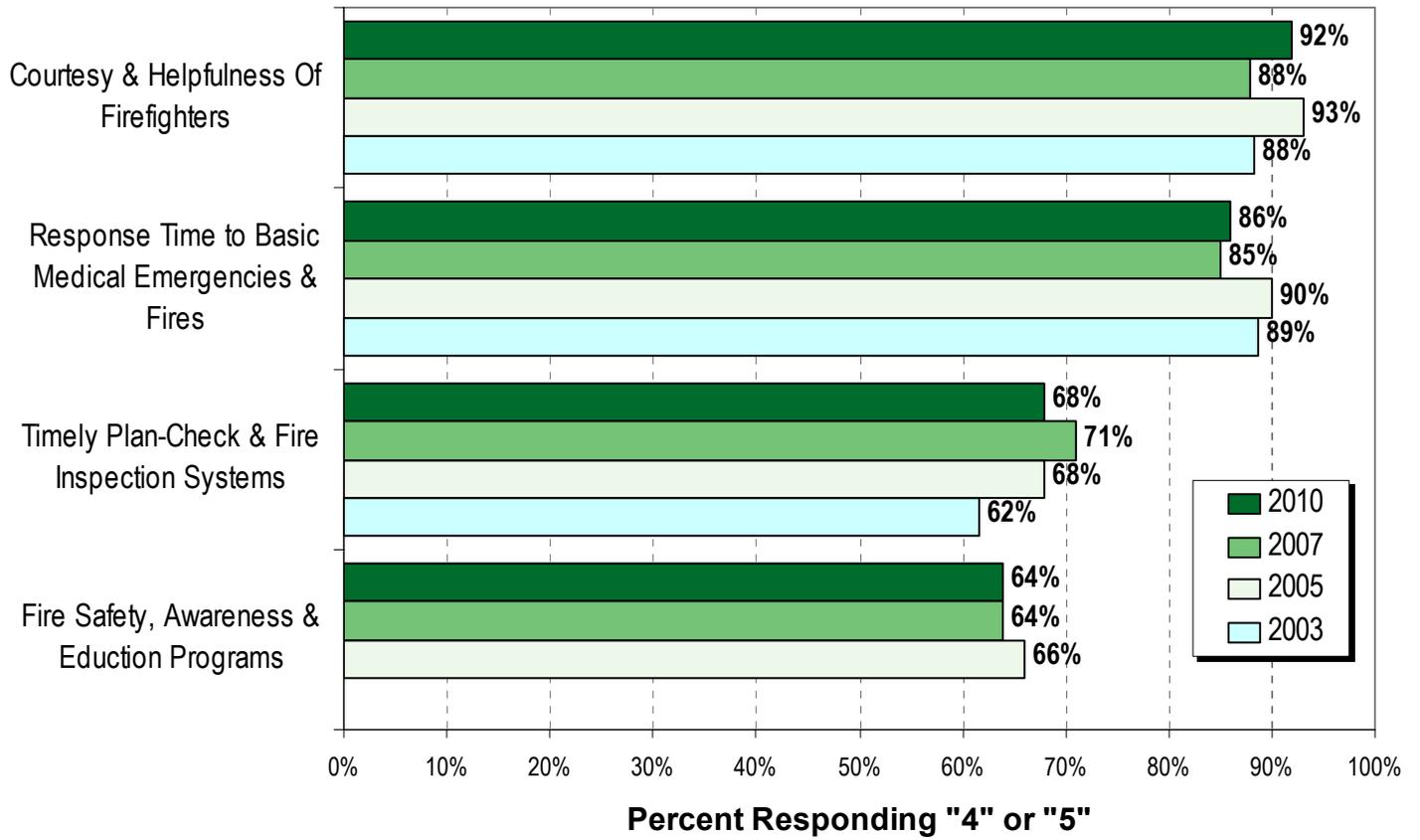


21. Have you utilized Vail Fire for any service, inspection or 9-1-1 emergency within the past 12 months?

2010 (n=363)	2007 (n=395)	2005 (n=404)	2003 (n=401)	
13%	22%	18	13	Yes
87	78	81	85	No

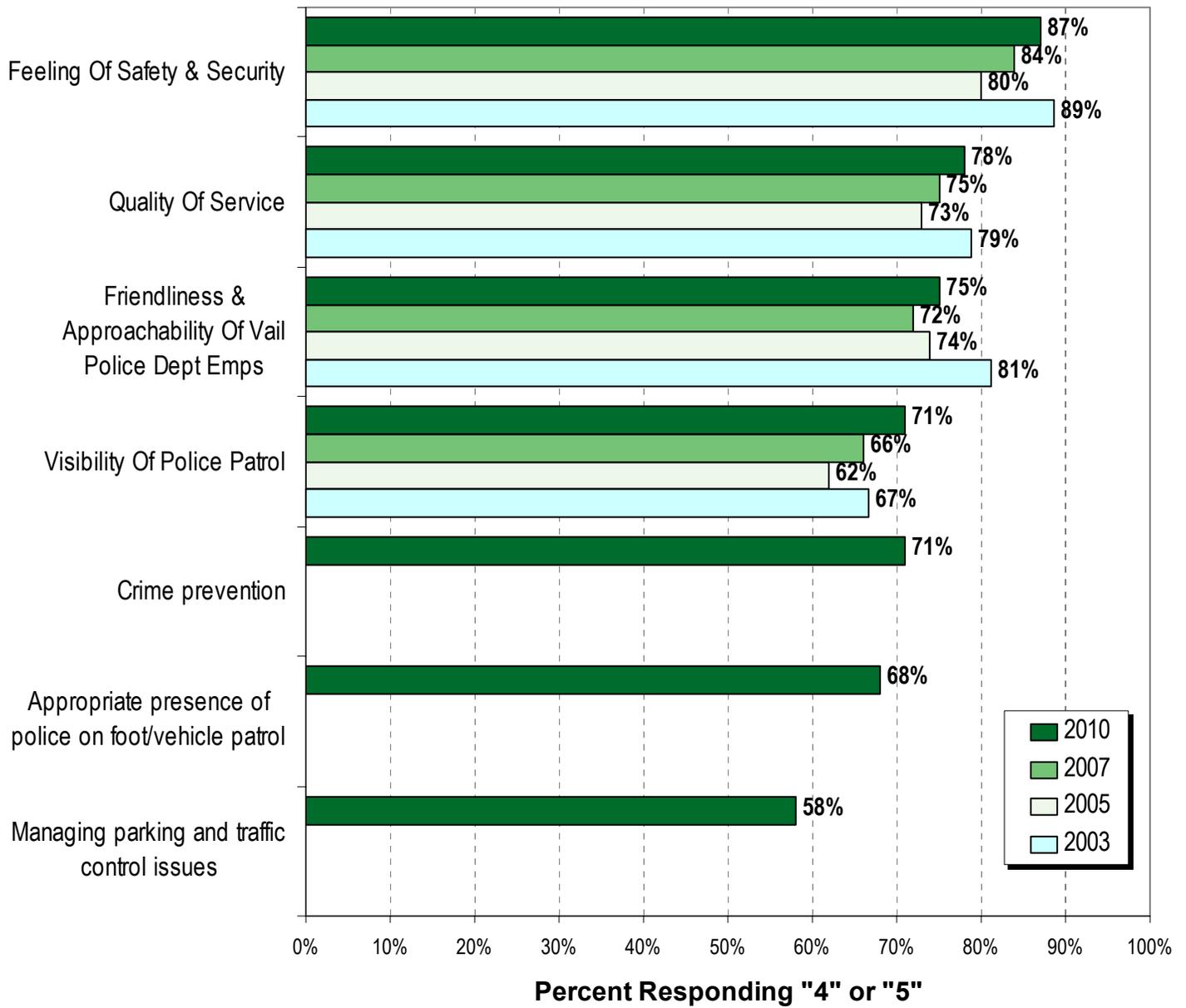
22. Please rate your satisfaction with the following aspects of Fire Services in the Town of Vail.

Fire Services



23. Please rate your satisfaction with the following aspects of Police Services in the Town of Vail.

Police Services



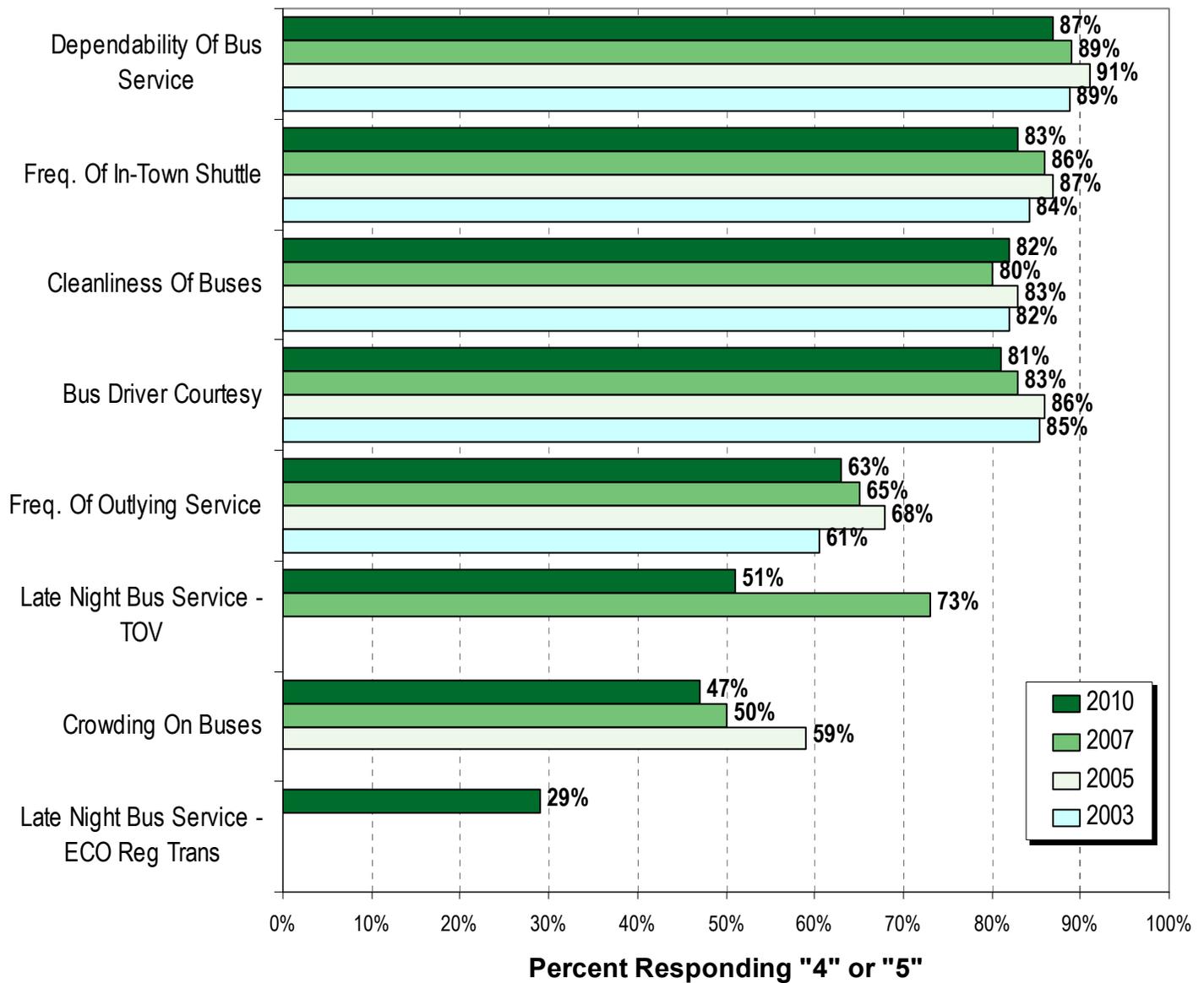
Any comments on your responses? _____

24. How many times per month do you use TOV bus service? **14.9** times per month in winter **7.4** in summer
 n=341 n=315

Are there any specific concerns or considerations that reduce your use of bus services?

25. Please rate your satisfaction with bus service.

Bus Service



The Vail Public Library offers access to information resources of many types to serve the needs of Vail's guests, residents, businesses and schools.

26. Do you hold a library card in the Town of Vail?

2010	2007	2005	2003	
(n=367)	(n=398)	(n=404)	(n=401)	
62%	63%	65%	60%	Yes
38	37	35	39	No

27. What typically brings you to the library? (check the two most important categories) n=206

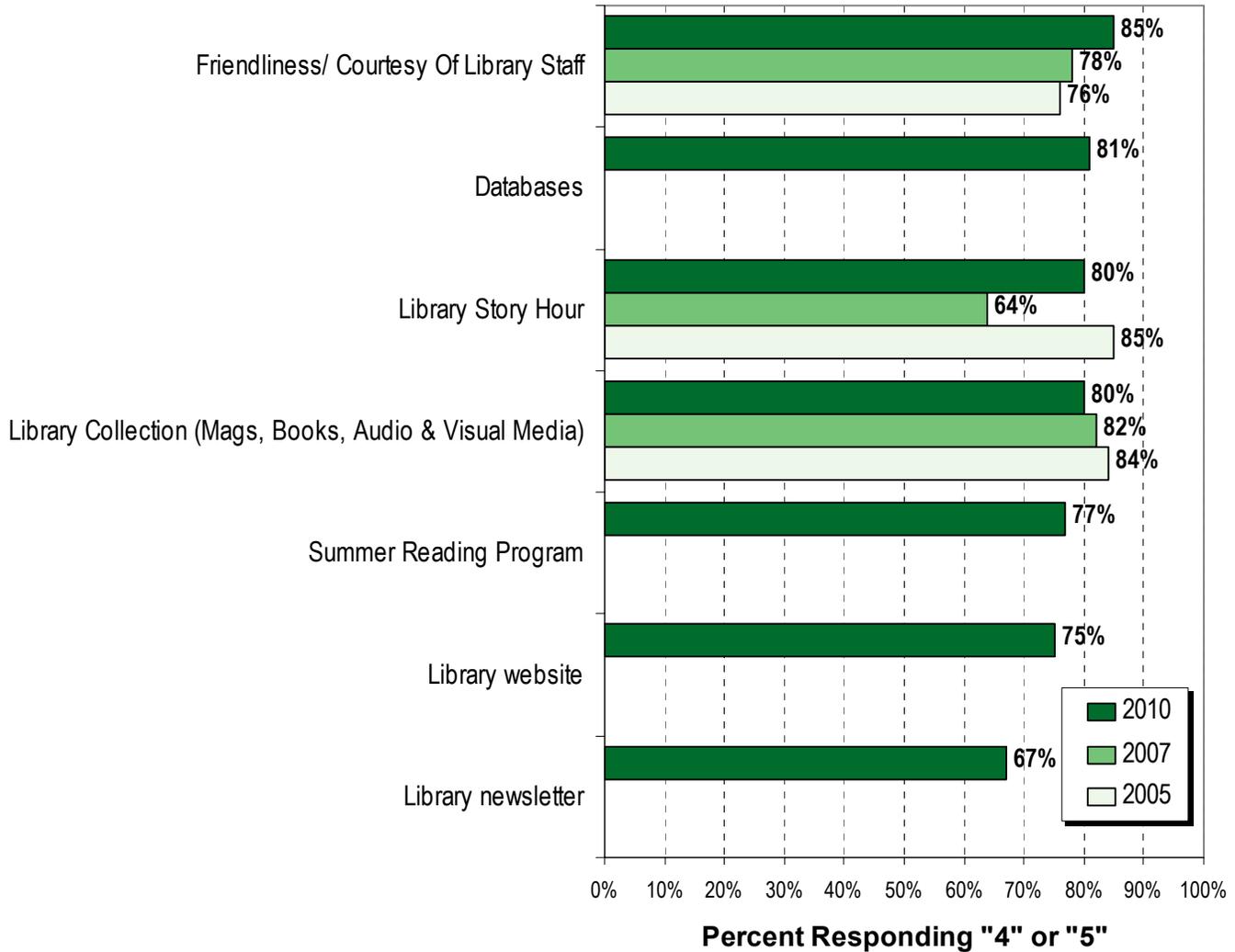
- 89% Materials (books, magazines, audio CDs, DVDs)
- 14 Computers
- 12 Wireless access
- 18 Children's story hours/programs
- 15 Programs for adults/families

28. How frequently do you use the library? 2.4 times per month. n=291 (28% say "none")

29. What do you like best about your experiences at the library? _____

30. Please rate your satisfaction with the following:

Library



SOURCES OF LOCAL INFORMATION

31. How do you receive information about the Town of Vail that may be of interest to you? (Check all that apply) **n=302**

- 65%** Newspaper
 - 95** Vail Daily
 - 49** Vail Mountaineer
 - 2** Other _____
- 32** Local radio
- 27** Local television
 - 15** Channel 5
 - 37** TV 8
 - 15** Plum
 - 1** Other _____
- 13** I subscribe to the broadcast email system from the Town of Vail
- 34** Town of Vail Website www.vailgov.com
- 5** Other _____

32. Do you use any social media on a regular basis? (check all that apply) n=130

- 85% Facebook
- 27 LinkedIn
- 6 Twitter
- 1 MySpace
- 16 YouTube
- 1 Flickr
- 6 Other _____

Please provide the following demographic information. Please remember that all responses remain strictly confidential and are reported only in group format.

33. What is the ZIP code of your primary residence? _____

34. Which of the following best describes you?

2010	2007 (n=394)	2005 (n=404)	2003 (n=401)	
4%	4%	5%	5%	Non-resident owner of business/commercial property
63	58	63	57	Year-round resident (12 months/year)
27	38	31	37	Part-time resident
6	--	--	--	Employed in town/get mail there

35. Which of the following best describes your employment status? n=366

- 53% Work 8 months or more a year in the local area (Vail Valley, Summit County, etc.)
- 4 Work 7 or fewer months a year in the local area (Vail Valley, Summit County, etc.)
- 19 Currently employed outside of the local area (work on Front Range, out of state, etc.)
- 15 Not employed: retired
- 2 Not employed: unemployed and/or looking for work
- 3 Not employed: homemaker
- 4 Other: _____

36. Is your residence (either year-round or part-time) within the Town of Vail?

- 78% Yes
- 22% No

If yes, where?

2010 (n=288)	2007 (n=396)	2005 (n=404)	2003 (n=401)	
25%	27%	27%	30%	East Vail
3	2	2	1	Booth Falls and Bald Mountain Road areas
-	1	1	1	Booth Creek/Aspen Lane
3	3	3	4	Golf Course
8	9	8	8	Vail Village
4	8	7	8	Lionshead
12	10	11	9	Potato Patch, Sandstone
8	2	4	2	Buffehr Creek, Lionsridge, the Valley
4	2	1	1	Vail Commons/Safeway area
17	24	23	23	West Vail (north of I-70)
4	3	2	4	Matterhorn, Glen Lyon
9	3	5	3	Intermountain
	1	--	1	Located just outside Town of Vail
4	6	3	4	Other

37. Do you own or rent your residence?

2010 (n=370)	2007 (n=395)	2005 (n=404)	2003 (n=401)	
86%	93%	84%	78%	Own
13	7	14	20	Rent
1	1	1	1	Other (specify) _____

38. In an effort to help us understand local phone usage, which best describes your access to telephone services at your residence?

2010 (n=370)	2007 (n=394)	
32%	2%	I have <u>only</u> a cell phone
3	8	I have <u>only</u> a land line
66	89	I have <u>both</u> a cell phone and a land line

39. How long have you lived within the Town of Vail (or owned property if a non-resident)?

2010 (n=342)	2007 (n=398)	2005 (n=404)	2003 (n=401)	
2%	3%	4%	6%	Less than 1 year
15	14	23	21	1-5 years
34	26	30	33	6-15 years
49	56	42	39	More than 15 years

40. (IF RESIDENT) Do you own or operate a business within the Town of Vail?

2010 (n=366)	2007 (n=380)	2005 (n=377)	2003 (n=377)	
15%	21%	20%	19%	Yes
85	79	80	81	No

41. Are you a registered voter in Vail?

2010 (n=365)	2007 (n=393)	2005 (n=404)	2003 (n=401)	
53%	55%	57%	51	Yes
47	45	41	48	No

42. Which of these categories best describes your household status?

2010 (n=369)	2007 (n=393)	2005 (n=404)	2003 (n=401)	
25%	24%	25%	31%	Single, no children
26	17	20	16	Couple, no children
23	23	22	20	Household with children
27	37	32	31	Empty-nester, children no longer at home

43. Are you:

2010 (n=362)	2007 (n=400)	2005 (n=404)	
54%	67%	52%	Male
46	43	48	Female

44. What year were you born? **average age=52.7, n=359**

THANK YOU FOR YOUR PARTICIPATION IN OUR CONTINUING EVALUATION PROGRAM.