TO: Honorable Mayor Smith Hymes and Council members
FROM: Elizabeth Wood, Communications & Marketing Manager
RE: Community Survey Results
DATE: August 3, 2021

SUMMARY: This report provides an overview of the 2021 Avon Community Survey process. This is the first year that the Avon Community Survey was conducted in-house. Overall, this was a great success with 903 surveys completed, nearly three times as many as the 2015 and 2018 Community Surveys.

The 2021 Avon Community Survey was available from May 17 – July 30, 2021. The purpose of the survey was to gauge citizen and business opinion regarding services, activities, and policy direction of the Town. A Work Session was held with the Avon Town Council on April 27th to create a first draft of survey questions. That draft was issued to a small focus group of ten individuals and their feedback was used to refine a final draft of the survey questions at a May 11th Work Session.

SURVEY INSTRUMENT: The survey was built on Engage Avon and included both multiple choice and open-ended questions about Town services and direction. The survey was about 55 questions, with responsive options that asked different questions depending on how the previous question was answered. The survey took approximately 20-30 minutes to complete.

The survey asked different types of questions including “rate the level of satisfaction” with many Town services and departments. Each departmental section also included the opportunity for open-ended responses. Additionally, the survey was structured to ask (1) demographic questions, (2) satisfaction of Town’s basic services which will reoccur on each survey to develop trend data, and (3) specific policy questions which are intended to provide guidance on pending policies, programs and strategies of the Town.

DISTRIBUTION METHOD & MARKETING: The survey was available online and marketed using a variety of techniques. Press releases were sent to the Town’s general information and business lists reaching over 3,000 individuals. Information about the survey was included in the May, June and July newsletters which reach approximately 2,000 people.

Additionally, print and digital marketing campaigns in the Vail Daily were conducted in two languages over eight weeks. Social media campaigns were also conducted during the same time frame, reaching 22,500 people and creating over 1,500 post engagements. A radio campaign was conducted on KZYR and El Puente, including a Straight from the Heart radio interview about the importance of the survey. Postcard mailers (4,903) were sent to all registered Avon voters and property owners.

Several prize incentives were advertised with survey marketing. One mid-way prize drawing was conducted on July 23rd. The overall marketing for the survey cost approximately $6,000. Prize incentives cost an additional $4,000.

The survey was completed by 903 people. Over 72 percent of those surveyed identified as an Avon Residents or Property Owners. Nearly 80 percent of respondents own their home. The top three neighborhood response rates came from Wildridge, the Town Core area between Avon Road and the Avon Rec Center and the Nottingham Park neighborhoods.
LESSONS LEARNED: Overall, this Community Survey process was a success. The number of respondents dramatically increased and the cost was reduced by more than 50% (not including staff time). The “Bang the Table” platform was cumbersome for registration and presented a format that was somewhat confusing on smaller devices and required scrolling to view all the answer options.

Staff recommends the following:

- Continue to offer the Avon Community Survey as an on-line survey that is primarily administered in-house by Staff.
- Offer the Avon Community Survey every three years (2024).
- Repeat general service level questions to gauge improvements or decreases in community satisfaction.
- Research and utilize an improved survey format that is more user friendly across a variety of user devices.
- Utilize a post card mailer from the outset of the survey along with a follow-up reminders.
- Utilize more special event tickets and other prizes that attract the interest of different demographics.

HIGH LEVEL OBSERVATIONS: The Avon Community Survey results indicated areas of community consensus which are highlighted as follows:

- Strong support exists for Avon to implement the Climate Action Plan.
- Majority support exists for incentives for electric vehicles and e-bikes.
- Support exists to prioritize investment in Community Housing.
- Respondents were overall satisfied with police services and level of policing in Town commercial core and in Nottingham Park.
- Respondents were very satisfied with Nottingham Park. 38% of respondents felt that Nottingham Park was often at capacity and 44% felt that the Park was rarely or never too crowded. 5.5% felt the Park was often too crowded and always at capacity. The overall results indicate comfort with the current level of activity and indicate that additional activity may result in an increase of sentiment that the Park is too crowded.
- Respondents indicated support for constructing full-service restrooms.
- Respondents indicated support for the current open container policy for Nottingham Park.
Print and Digital Vail Daily Ads

AVON COMMUNITY SURVEY
NOW AVAILABLE!

Avon residents can
WIN AN E-BIKE
AND OTHER PRIZES!

LA ENCUESTA DE LA
COMUNIDAD DE AVON
YA ESTÁ DISPONIBLE!

¡Los residentes de Avon pueden
GANAR UNA BICICLETA
ELÉCTRICA Y OTROS PREMIOS!

Printed Mailer

Dear Avon Voter and/or Property Owner,

The Avon Town Council is pleased to offer the 2021 Avon Community Survey. The purpose of this survey is to gather opinions regarding services, facilities and direc-
tions of the Town. The survey includes questions related to the quality of Town services, the direction of the Town, new and existing, workforce housing and the local economic conditions.

The survey should take about 10 minutes to complete. At the end of the Community Survey, you may enter to win among fellow survey participants, gift certificates and other community prizes including the community prize of your choice. By completing the survey in an available way, you agree to participate in the survey by scanning the QR code.

Thank you for your time and interest.

Deadline to respond is July 30, 2021.
Social Media Content Examples:

FINANCIAL CONSIDERATIONS: The total approximate cost of the survey was $12,280. The cost breakdown is outlined below.

<table>
<thead>
<tr>
<th>Marketing – Print, digital, social</th>
<th>$6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prizes and Incentives</td>
<td>$4,000</td>
</tr>
<tr>
<td>Postcard Mailer</td>
<td>$2,280</td>
</tr>
<tr>
<td>TOTAL SURVEY COST</td>
<td>$12,280</td>
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</tbody>
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Thank you, Liz
AVON COMMUNITY SURVEY RESULTS

DEMOGRAPHIC QUESTIONS

Describe your relationship with the Town of Avon.

How many months per year do you spend in Avon?

- Full-time Residents (11 months): 461 (71.4%)
- 7-10 Months per Year: 44 (6.8%)
- 4-6 Months per Year: 75 (11.6%)
- 0-3 Months per Year: 66 (10.2%)

In which neighborhood do you reside?

- East Core (valley floor east of Avon Road – Chapel Square): 46 (7.3%)
- Hurd Lane/Eaglebend: 62 (9.9%)
- Town Core Area (between Avon Road an Avon Rec Center): 78 (12.4%)
- Village at Avon, Piedmont, Buffalo Ridge: 12 (2.2%)
- West Avon (valley floor west of Avon Elementary – Sunridge/Aspens/Liftview): 67 (10.7%)
- Nottingham Park/Lake Area: 69 (11%)
- Northside – Metcalf and Nottingham Roads: 49 (7.8%)
- Mountain Star: 4 (0.6%)
- Wildridge: 221 (35.1%)
Wildwood: 19 (3%)

Do you own or rent your residence?

- Own: 510 (80.3%)
- Rent: 125 (19.7%)

Why did you choose to rent or buy in Avon? (text responses)

What is your age?

- 20 or younger: 2 (0.2%)
- 21-35: 169 (18.9%)
- 36-50: 285 (31.8%)
- 51-65: 316 (35.3%)
- 66 or older: 124 (13.8%)

Rate your satisfaction (1-5) with the Town

- **Community Engagement**: 60.3% Often or Sometimes Satisfied; 16.4% Often or Sometimes Dissatisfied
- **Business Support and Economic Development**: 40.3% Often or Sometimes Satisfied; 18.3% Often or Sometimes Dissatisfied
- **Council Process**: 28.1% Often or Sometimes Satisfied; 26% Often or Sometimes Dissatisfied
- **COVID-19 Response**: 70% Often or Sometimes Satisfied; 8.6% Often or Sometimes Dissatisfied

What do you like best about Avon? (text responses)

What do you think is the single most important aspect for Avon to improve? (text responses)

**POLICY QUESTIONS**

Do you feel Avon needs a dedicated dog park on the valley floor?

- Yes: 53.8%; No: 46.2%

What type of retail business would you like to see in Avon? (text responses)

Are you familiar with the Eagle County Action Plan?

- Yes: 49.4%; No: 50.6%

Do you support Avon’s efforts to implement the Climate Action Plan?

- Yes: 83.7%; No: 16.3%

Would you support the Town providing financial incentives for residents to purchase electric vehicles and/or electric bicycles?
• Yes: 62.1%; No: 37.9%

Please provide any comments, suggestions or questions regarding Climate Action in Avon. (text responses)

Do you feel there are sufficient housing opportunities for locals in Avon?
• Yes: 23.6%; No: 76.4%

Should the Town of Avon prioritize investment in Community Housing to increase Community Housing Opportunities?
• Yes: 73.8%; No: 26.2%

Please provide any comments, suggestions or questions regarding housing in Avon. (text responses)

What is your preferred future use of the Union Pacific Railroad Line (Tennessee Pass)?
• Recreation Rails to Trails: 355 (41.3%)
• Combined Recreation/Passenger/Freight: 150 (17.5%)
• Passenger Only: 127 (14.8%)
• Combined Passenger and Freight: 115 (13.4%)
• No Change: 108 (12.6%)
• Freight: 4 (0.5%)

COMMUNICATIONS QUESTIONS

Rate your satisfaction with Town of Avon Communications
• 55% Often or Sometimes Satisfied; 18.7% Often or Sometimes Dissatisfied

Do you prefer to receive information in English or Spanish?
• English: 89.9%; Both: 9.4%; Spanish: 0.7%

What are your top sources for news and information about the Town of Avon?
• Vail Daily: 711 (80.3%)
• Signs Around Town: 407 (46%)
• Word of Mouth: 328 (37.1%)
• Social Media: 300 (33.9%)
• E-services: 272 (30.7%)
• Avon.org: 265 (29.9%)
• Posters and Banners: 235 (26.6%)
• Local Radio: 179 (20.2%)
Are you currently registered for the Avon Heartbeat e-newsletter?

- Yes: 15.1%; No: 84.9%

We received 455 new newsletter registrations through the survey!

Please provide any comments, suggestions or questions regarding Communications & Marketing services in the Town of Avon. (text responses)

POLICE QUESTIONS

Rate your satisfaction with the Avon Police Department in the following areas:

- **Professionalism**: 65.2% Often or Sometimes Satisfied; 7.1% Often or Sometimes Dissatisfied
- **Traffic Control**: 60.5% Often or Sometimes Satisfied; 13.6% Often or Sometimes Dissatisfied
- **Community Engagement**: 54.1% Often or Sometimes Satisfied; 7.6% Often or Sometimes Dissatisfied

Do you feel safer or less safe in Avon over the past three years?

- About the same: 69.7%; Less safe: 12.1%; Somewhat safer: 8.6%; Much Safer: 5.8%

Do you think there is too little, just the right amount, or too much police presence in the Avon Commercial Core?

- Just right: 78.9%; Too little: 12.8%; Too much: 8.2%

Do you think there is too little, just the right amount, or too much Community Resource Officer presence in Harry A. Nottingham Park during the summer?

- Just right: 71.9%; Too little: 16.9%; Too much: 11.2%

Please provide any comments, suggestions or questions regarding Avon Police Department services. (text response)

COMMUNITY DEVELOPMENT QUESTIONS

Rate your satisfaction with the development that has occurred in Avon over the past three years.

- 39.3% Often or Sometimes Satisfied; 30.7 % Often or Sometimes Dissatisfied

Please provide any comments, suggestions or questions regarding Avon Community Development Department services. (text response)

MOBILITY DEPARTMENT QUESTIONS
Do you use the free Town bus?

- Yes: 38%; No: 62%

Do you ride the free Town bus year-round or seasonally?

- More in Winter: 58%; Year-round: 33.9%; More in Summer: 8%

Rate your satisfaction in the following areas:

- **Cleanliness of Buses:** 85.4% Often or Sometimes Satisfied; 0.03% Often or Sometimes Dissatisfied
- **Cleanliness of Bus Stops:** 77.3% Often or Sometimes Satisfied; 11% Often or Sometimes Dissatisfied
- **Implementation of COVID-19 Safety Protocols:** 72.3% Often or Sometimes Satisfied; 0.05% Often or Sometimes Dissatisfied
- **Ease of Accessing of Transit Route and Schedule Information:** 72.3% Often or Sometimes Satisfied; 15.7% Often or Sometimes Dissatisfied
- **Friendliness of Staff:** 79.4% Often or Sometimes Satisfied; 0.05% Often or Sometimes Dissatisfied
- **Frequency of Red/Blue Routes:** 60.1% Often or Sometimes Satisfied; 11.6% Often or Sometimes Dissatisfied
- **Frequency of Skier Express Shuttle:** 66% Often or Sometimes Satisfied; 12.7% Often or Sometimes Dissatisfied
- **Frequency of Night Rider Route:** 36% Often or Sometimes Satisfied; 14.2% Often or Sometimes Dissatisfied
- **Routes Make Sense:** 61.6% Often or Sometimes Satisfied; 14.6% Often or Sometimes Dissatisfied

Why don’t you use the free Town bus?

- Not available in my neighborhood (50%)
- I need my car for work (40.4%)
- Routes aren’t convenient (28.3%)
- I bike or carpool to work (11.6%)
- Insufficient Frequency (9.9%)
- Layover is too long (6%)

Avon strives to be a pedestrian and bike friendly community. Rate your satisfaction with pedestrian and bike safety in Avon in the following areas:

- **Overall bike and pedestrian safety:** 59.8% Often or Sometimes Satisfied; 27.3% Often or Sometimes Dissatisfied
- **Safety on roads:** 55.4% Often or Sometimes Satisfied; 29.9% Often or Sometimes Dissatisfied
- **Safety in/near roundabouts:** 43.3% Often or Sometimes Satisfied; 46.2% Often or Sometimes Dissatisfied
• **Safety on paved paths:** 74.2% Often or Sometimes Satisfied; 12.3% Often or Sometimes Dissatisfied

Please provide any comments, suggestions or questions regarding Mobility Department services. (text response)

PUBLIC WORKS QUESTIONS

Rate your satisfaction with services and/or maintenance in the following areas:

- **Snow Removal:** 81.3% Often or Sometimes Satisfied; 7.9% Often or Sometimes Dissatisfied
- **Roads/Streets:** 45.8% Often or Sometimes Satisfied; 10.6% Often or Sometimes Dissatisfied
- **Pocket Parks:** 60.4% Often or Sometimes Satisfied; 6.3% Often or Sometimes Dissatisfied
- **Paths and Trails:** 75.6% Often or Sometimes Satisfied; 9.1% Often or Sometimes Dissatisfied
- **Signage:** 69.7% Often or Sometimes Satisfied; 9.5% Often or Sometimes Dissatisfied
- **Mowing:** 72.3% Often or Sometimes Satisfied; 3.6% Often or Sometimes Dissatisfied
- **Cinder Clean Up/Street Sweeping:** 69.8% Often or Sometimes Satisfied; 11.8% Often or Sometimes Dissatisfied
- **Clean Up Week:** 61.5% Often or Sometimes Satisfied; 5.2% Often or Sometimes Dissatisfied

Please provide any comments, suggestions or questions regarding Public Works Department services. (text response)

RECREATION QUESTIONS

Describe how you use the Avon Recreation Center.

- I do not use the Avon Recreation Center: 40.2%
- I purchase day passes to the Avon Recreation Center: 11.5%
- I have a punch card for the Avon Recreation Center: 35.3%
- I have a monthly membership to the Avon Recreation Center: 12.9%

Describe why you do not use the Avon Recreation Center.

- I use another recreational facility (35.3%)
- I don't like to exercise indoors (29.7%)
- Other (22.6%)
- The admission fee is too expensive (14.2%)
- The facilities or programs I desire are not offered (8%)

Describe how often you use the Avon Recreation Center.

- 1 – 10 days per year: 48.4%
- 1 – 4 days per month: 24.3%
- 2 – 4 days per week: 20.4%
- 5 – 7 days per week: 6.9%
Which areas or programs do you use at the Avon Recreation Center?

- Fitness Area (58.2%)
- Leisure Pools and Jacuzzi (47.6%)
- Shower/Locker Rooms (44.7%)
- Lap Pool (38.7%)
- Fitness Classes (26%)
- Steam Room (22.2%)
- Sauna (18.6%)

Please check the top five improvements, if any, you desire for the Avon Recreation Center.

- Indoor Pickleball/Tennis (22.9%)
- I'm satisfied without improvements (19.7%)
- Expanded Hours (18.7%)
- More Fitness Classes (18.6%)
- Full-Size Climbing Wall (17.3%)

Please provide any comments, suggestions or questions regarding the Avon Recreation Center. (text response)
How often do you visit Harry A. Nottingham Park?

Rate your satisfaction with Harry A. Nottingham Park in the following areas:

- **Overall Park Experience**: 85.5% Often or Sometimes Satisfied; 5.6% Often or Sometimes Dissatisfied
- **Lake & Beach**: 76.6% Often or Sometimes Satisfied; 7.8% Often or Sometimes Dissatisfied
- **Park Restrooms**: 45.3% Often or Sometimes Satisfied; 17.8% Often or Sometimes Dissatisfied
- **Park Picnic Areas**: 61% Often or Sometimes Satisfied; 8.2% Often or Sometimes Dissatisfied
- **Park Playground**: 53.1% Often or Sometimes Satisfied; 2.9% Often or Sometimes Dissatisfied

Describe the recreational activities you enjoy in Harry A. Nottingham Park.

- Walking (84.5%)
- Sitting/Relaxing in the Park (not @ Beach) 52.7%
- Stand Up Paddleboarding 46.7%
- Sitting/Relaxing at Beach 44.5%
- Biking 39.3%
Describe how you feel the capacity of the lake and beach were last summer (2020).

**Question options**

*Click items to hide*

- No opinion
- Often too crowded and always at capacity
- Sometimes too crowded and often at capacity
- Often at capacity
- Sometimes at capacity, but rarely too crowded
- Never felt too crowded
Indicate which statement best describes your opinion on portable toilets in Harry A. Nottingham Park.

**Question options**  
*Click items to hide*

- The Town needs to build full service restrooms
- No opinion
- The existing portable toilets are fine
Indicate which statement best describes your opinion on open container and public consumption in Harry A. Nottingham Park.

- Open container and public alcohol consumption are not appropriate and should not be allowed
- There were too many instances of bad behavior that impacted the family atmosphere of the Park
- There were occasional concerns but generally it was appropriate
- Everyone was well-behaved and it was a welcome change

Indicate the top five improvements or facilities, if any, you desire in Harry A. Nottingham Park.

- Full-service restrooms in Nottingham Park North to serve the beach area (52.3%)
- Improved parking and pedestrian safety on West Beaver Creek Blvd (49.7%)
- More food and beverage opportunities in the park during the summer (46.8%)
- Additional restrooms in Nottingham Park East to serve Special Events (26.7%)
- Expanded beach area (24.9%)

Please provide any comments, suggestions or questions regarding Harry A. Nottingham Park. (text response)

Please provide any comments, suggestions or questions regarding Pocket Parks in Avon. (text response)
How often do you visit the West Avon Preserve?

- 292 (37.2%)
- 207 (26.4%)
- 133 (16.9%)
- 100 (12.7%)
- 53 (6.8%)

Question options
(Click items to hide)
- I do not use/not familiar with the West Avon Preserve
- 1–10 days per year
- 1–4 days per month
- 2–4 days per week
- 5–7 days per week

How do you use the West Avon Preserve?

- Hiking: 58.4%
- Biking: 57.7%
- Dog Walking: 38.7%

Please provide any comments, suggestions or questions regarding the West Avon Preserve. (text response)
The Town of Avon provides a variety of special events through the spring, summer & fall. How often do you attend Town Events?

Please describe why you do not attend Town events.
- Parking too difficult (30.7%)
- I don’t enjoy the events offered (27.3%)
- I don’t have time to attend (23.9%)

Rate your satisfaction with the Town of Avon events program.
- 69.8% Often or Sometimes Satisfied; 12.4% Often or Sometimes Dissatisfied

How do you typically learn about Town events?
- Vail Daily: 79.3%
- Word of Mouth: 45.5%
- Social Media: 37.7%
- Railroad Bridge Banner: 28.3%
- Local Radio: 20.8%
- Town of Avon Website: 19.6%

Please provide any comments, suggestions, or questions regarding Special Events. (text response)

LAST CHANCE! ANY FINAL COMMENTS? (TEXT RESPONSE)

[END OF RESPONSES]