



2007 Town of Carbondale Community Survey



October 2007
Prepared by: Linda Venturoni
Venturoni Surveys & Research, Inc

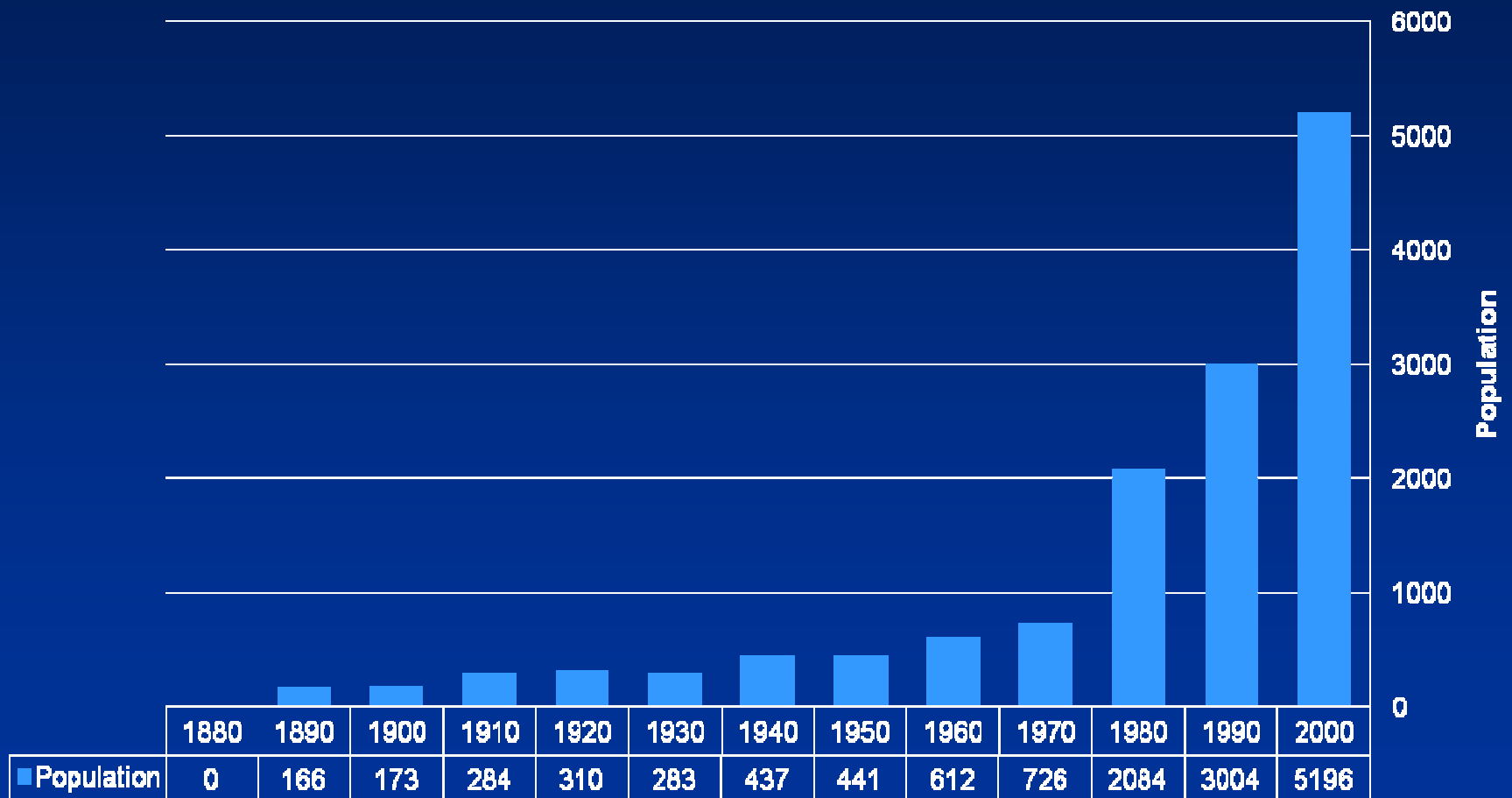


Agenda

- General demographic information about the Town of Carbondale
- Purpose and methodology of 2007 survey
- Review 2007 survey results
- Cross-tab results and conclusions

Carbondale Population Growth

Town of Carbondale



General Demographics

Carbondale Population

1990	2000	%	2005 est.	%
3,004	5,196	73.0%	5,881	13.2%

Garfield County Population

1990	2000	%	2005 est.	%
29,974	43,791	46.1%	50,673	15.7%

Source: 1990 and 2000 Census; Colorado Demography Section

General Demographics

Carbondale Housing Units

1990	2000	%	2005 est.	%
1,119	1,821	62.7%	2,070	13.7%

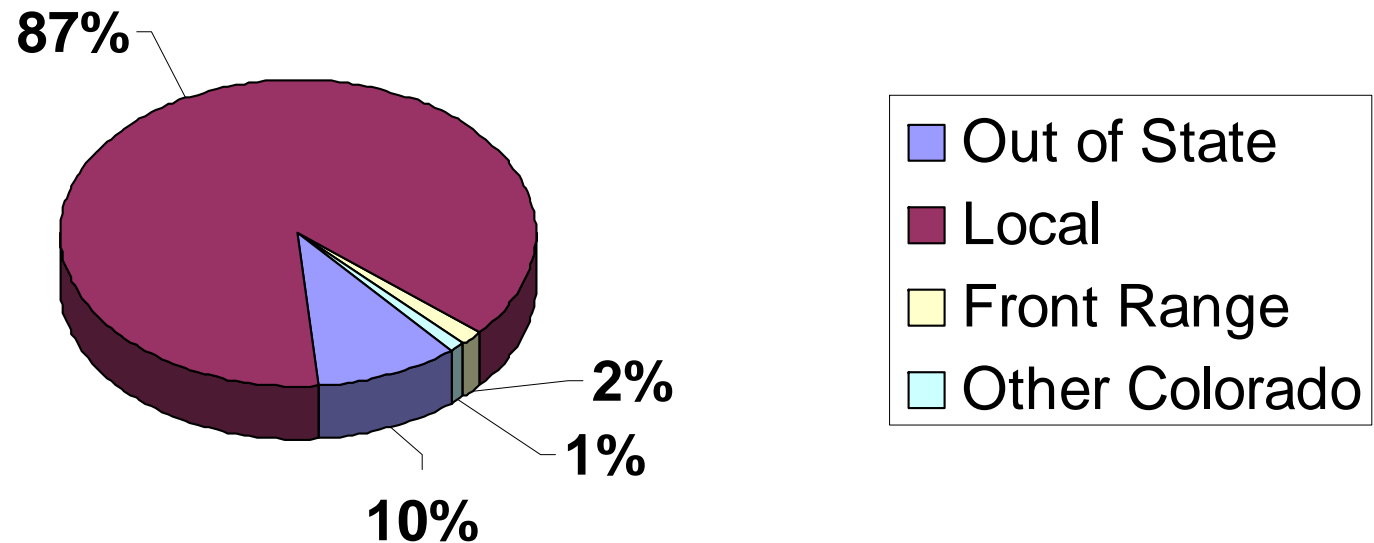
Garfield County Housing Units

1990	2000	%	2005 est.	%
12,517	17,336	38.5%	19,996	15.3%

Source: 1990 and 2000 Census; Colorado Demography Section

2007 Carbondale Ownership of Housing Units

Town of Carbondale



Ownership of Town of Carbondale Housing Units

Out of State	205	9.62%
Local	1,864	87.51%
Front Range	37	1.74%
Other Colorado	24	1.13%
	2,130	100.00%

Source: Garfield County Assessor Records

Agenda

- General demographic information about the Town of Carbondale
- Purpose and methodology of 2007 survey
- Review 2007 survey results
- Cross-tab results and conclusions

Methodology

- Purpose of survey – Input from the community
 - 2007 – Town of Carbondale contracted with Venturoni Surveys & Research, Inc. to survey three segments of the community (Voters, Businesses and Homeowners). Random sampling techniques were employed. Responses are representative of the sample frames.
- **Key Issues**
 - **Town Government**
 - **Demographics**
 - **Town Improvements**
 - **Town Assessment**



Three Surveys

Group:	Sample Frame:
1. Homeowners — both Local and Second Homeowners	County Assessor Records
2. Business Community	Carbondale Business License List
3. Local Residents	Voter Registration List

Return Rates

2007 Carbondale Community Survey

Samples:	Sample Frame	Mailed	Delivered	Returned	%	*Standard Error
County Assessor	2130	1291	1240	414	33.4%	4.33%
Business List	311	297	294	86	29.3%	8.96%
Voter Registration	2790	1044	871	236	27.1%	6.12%
Total		2632	2405	736	30.6%	

* 95% Confidence Level

Total of 736 surveys tallied

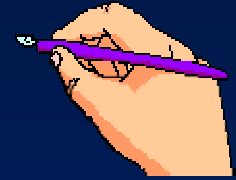
Survey Instrument & Methodology

- 1st Mailing
 - Survey respondents received a letter in the mail encouraging them to go on-line and fill out the survey. They were given the web page and an identification number.
- 2nd mailing
 - Anyone who did not respond to the 1st mailing, received a reminder letter, survey form, and stamped, addressed return envelope.
- The same survey instrument was used for all three samples
- 120 questions total
- 4 questions for second homeowners

2007 Survey Responses

	1st Mailing	2nd Mailing	Total
Internet	370	21	391
Paper Survey	0	345	345
Total	370	366	736

Write-in Responses



- #90. What would cause you to leave Carbondale?.
- #119. Please use this space to share any suggestions or recommendations you have regarding the community.
- #120. Volunteer e-mail addresses
- Other: _____
- Impromptu write-in responses:

Viewing the Results

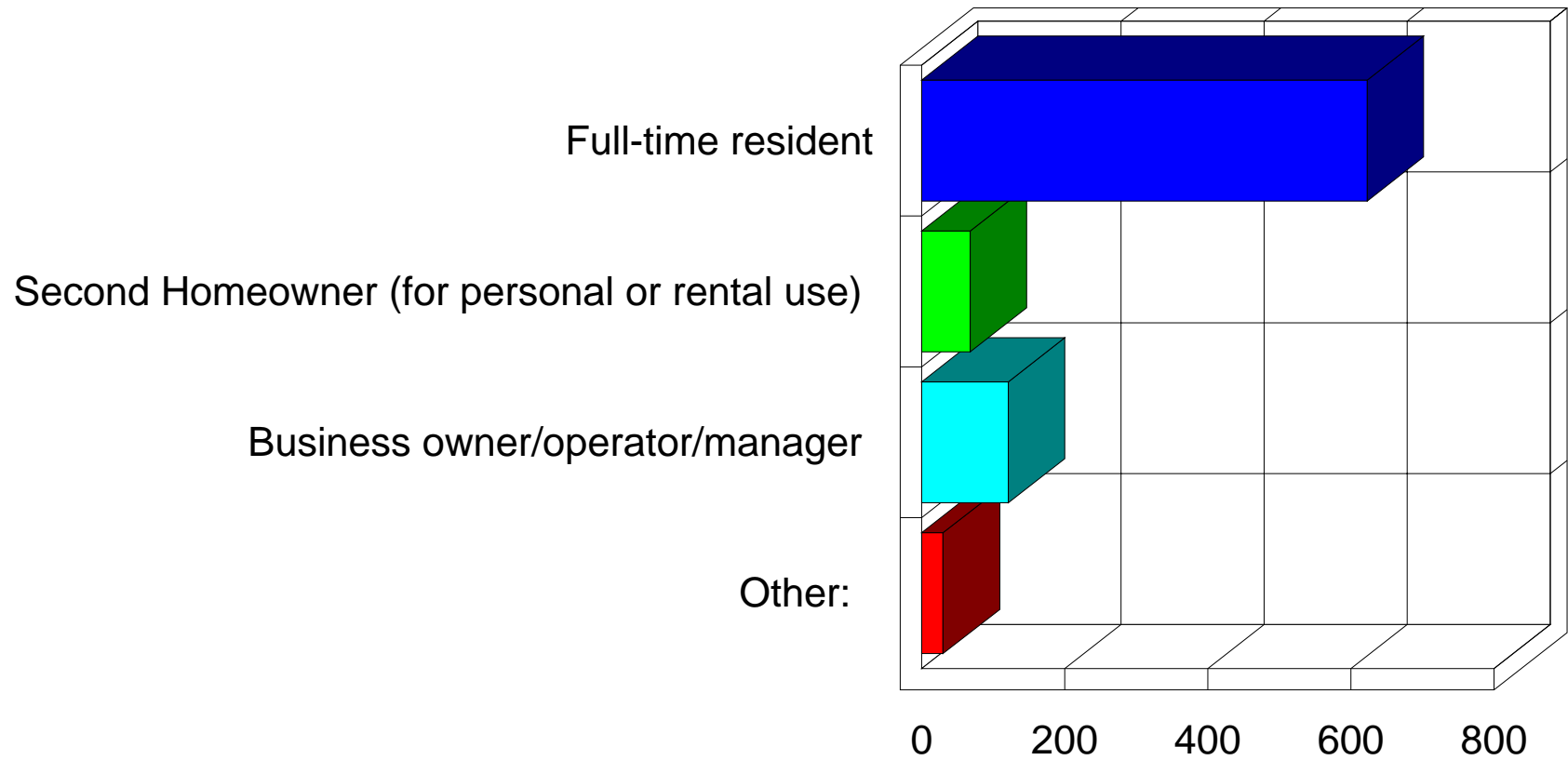
- **Assessor – Homeowners (*n*=414)**
- **Business List – Business owners, operators, managers (*n*=86)**
- **Voter Registration – Voter/Local (*n*=236)**

Agenda

- General demographic information about the Town of Carbondale
- Purpose and methodology of 2007 survey
- Review 2007 survey results
- Cross-tab results and conclusions

4. Are you a....?

ALL Respondents



5. Where do you live?

Homeowners

Do not live in Carbondale

NEIGHBORHOOD CODES:

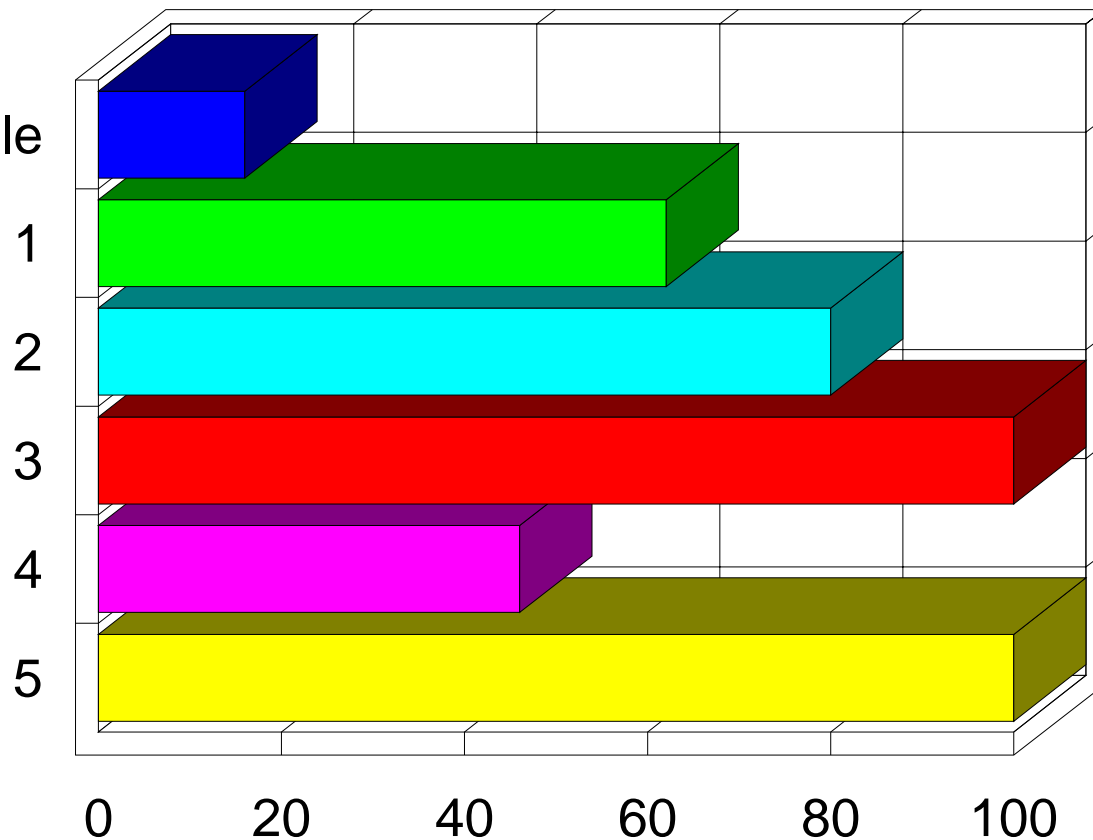
1 - Areas north of the Rio Grand Trail plus Dolores Way.

2 - All areas south of the Rio Grande Trail, north of Sopris Avenue and east of Hwy 133.

3 - Areas west of Hwy 133 from Main Street to Graceland Drive and also including the northwest corner area of Hwy 133 & Main, Eastbank Point and Indica Way.

4 - All areas east of Hwy 133 and south of Sopris Avenue.

5 - All areas in River Valley Ranch



6. How long have you lived and or owned property in Carbondale?

Homeowners

Do not live in Carbondale

Less than one year

1-2 years

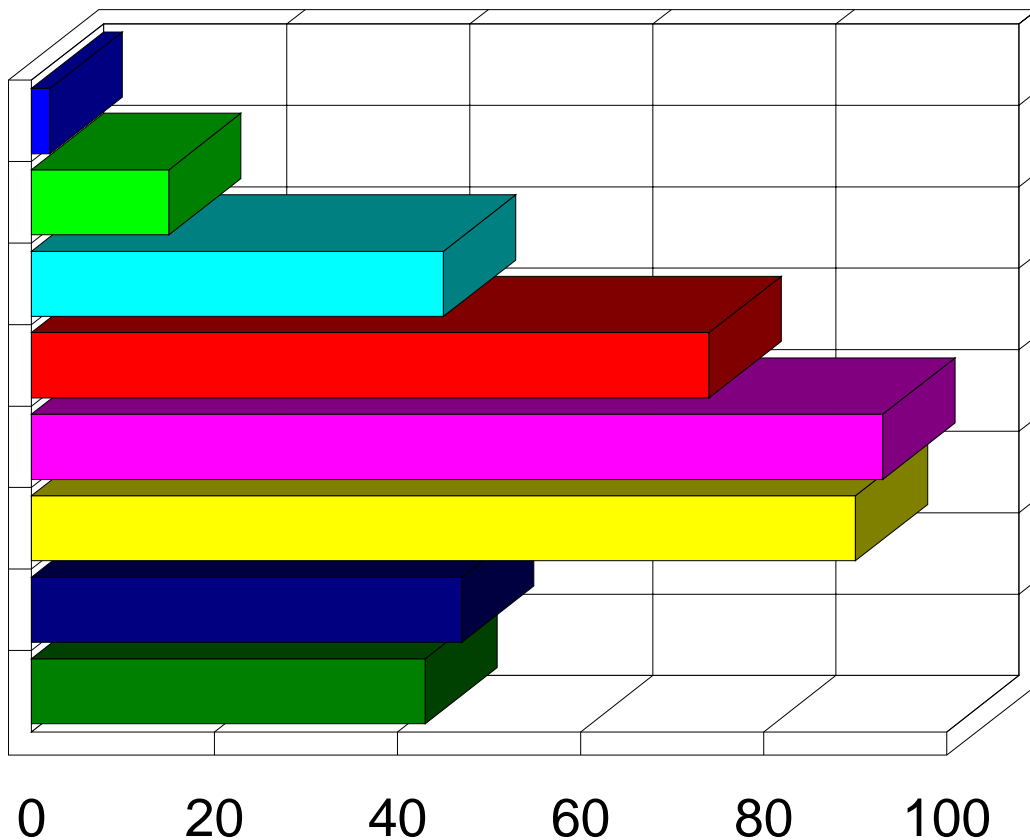
3-5 years

6-10 years

11-20 years

21-30 years

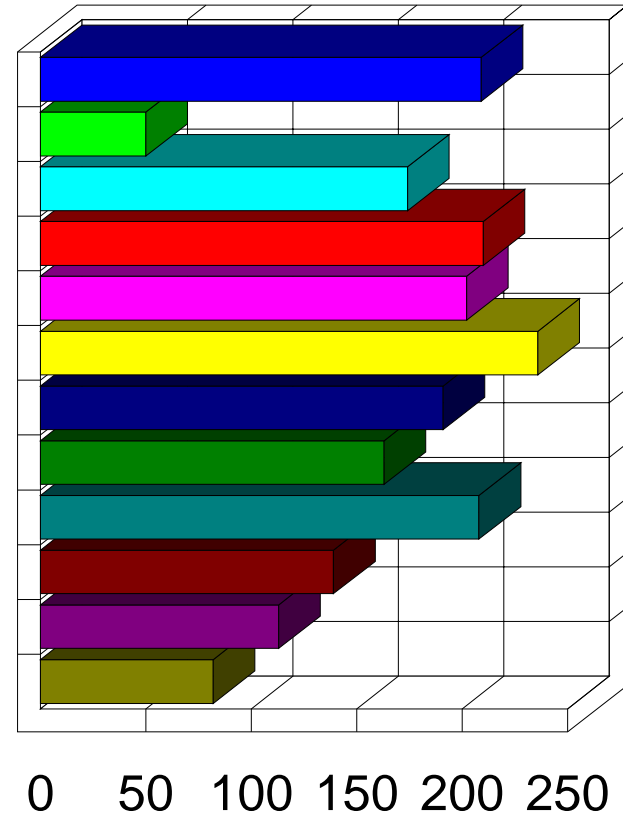
31+ years



7. What are the most important issues that will be facing the Town of Carbondale in the next five years?

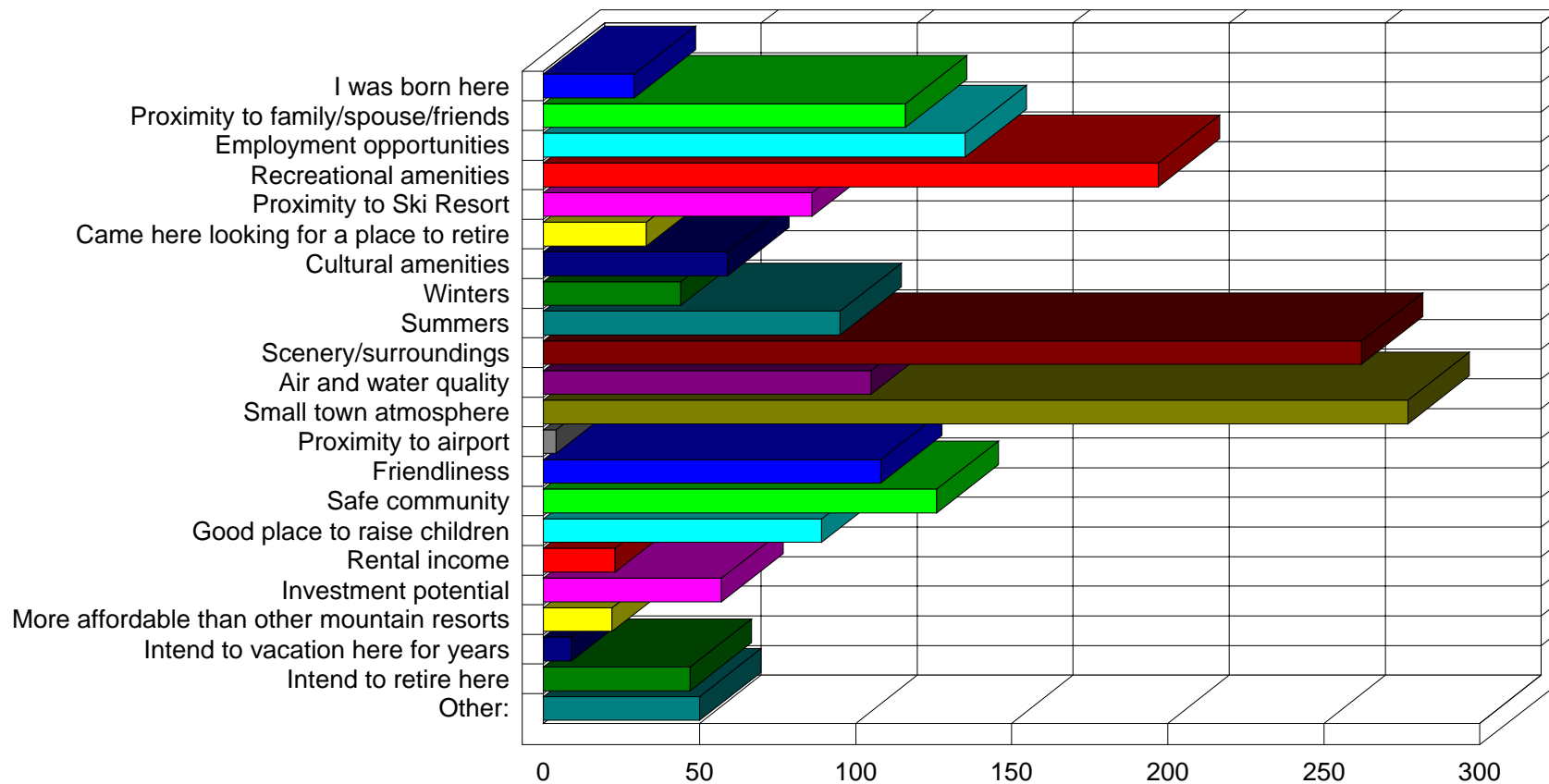
Homeowners

Affordable housing
Child care/early childhood education programs
Economic development
Growth management/slow growth
Preservation of open space
Preservation of small town character
Public education
Environmental protection
Traffic mobility and circulation
Loss of middle class
Public safety
Other:



8. Why do you live and/or own property in this area?

Homeowners





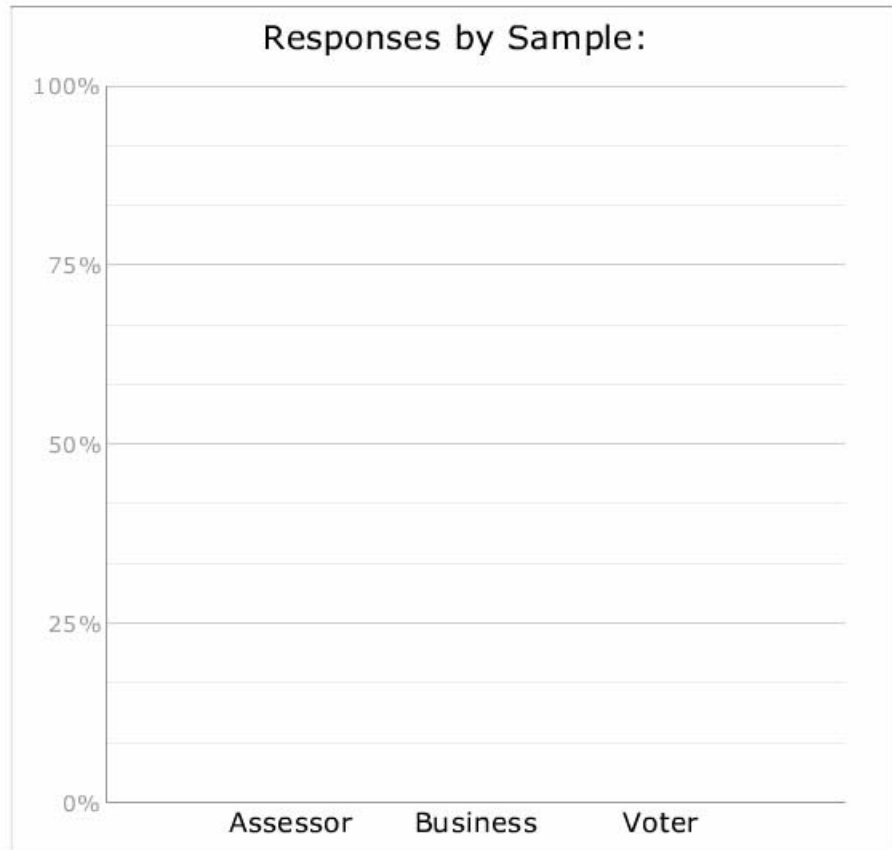
2007 Town Of Carbondale Community Survey

Question:

4 Residency
5 Where do you live?
6 Lived in area?
7 Issues
8 Why live in area?
32 Growth
33 Parking limits
34 Code - Neighborhood
35 Code-community wide
69 Registered voter
70 Family Status
71 People in household
72 # of Children: 0-18
74 Attend school
75 Age
76 Gender
77 Ethnicity
78 Education
79 Rent or own



Responses by Sample:



Key Points:

- Most Important Issues:
 - Preservation of small town character
 - Affordable housing
 - Traffic mobility and circulation
 - Growth management/slow growth
- Why live in area:
 - Small town atmosphere
 - Scenery/surroundings
 - Recreational amenities



2007 Town of Carbondale Community Survey Issues/Values

	Assessor <i>n=414</i>	Business <i>n=86</i>	Voter <i>n=236</i>
Water quality/quantity	92%	88%	91%
Air quality	91%	85%	92%
Scenic/visual quality	88%	87%	88%
Public safety	87%	78%	88%
Parks and trails	86%	81%	81%
Appearance of town	85%	86%	82%
Open space	82%	62%	78%
Economic health	82%	86%	76%
Sense of community	79%	82%	77%
Recreational opportunities	74%	80%	68%
Traffic	74%	74%	77%
Education (K-12)	68%	79%	75%
Music, Culture and the Arts	66%	64%	62%
Health care services	62%	67%	69%
Affordable housing	55%	66%	65%
Cultural integration	55%	61%	56%
Public transportation	47%	53%	54%
Parking	38%	35%	40%
Adult education	37%	38%	45%
Shopping opportunities	32%	41%	38%
Child care	32%	35%	37%



- 1
- 2
- 3

\$100 Allocation

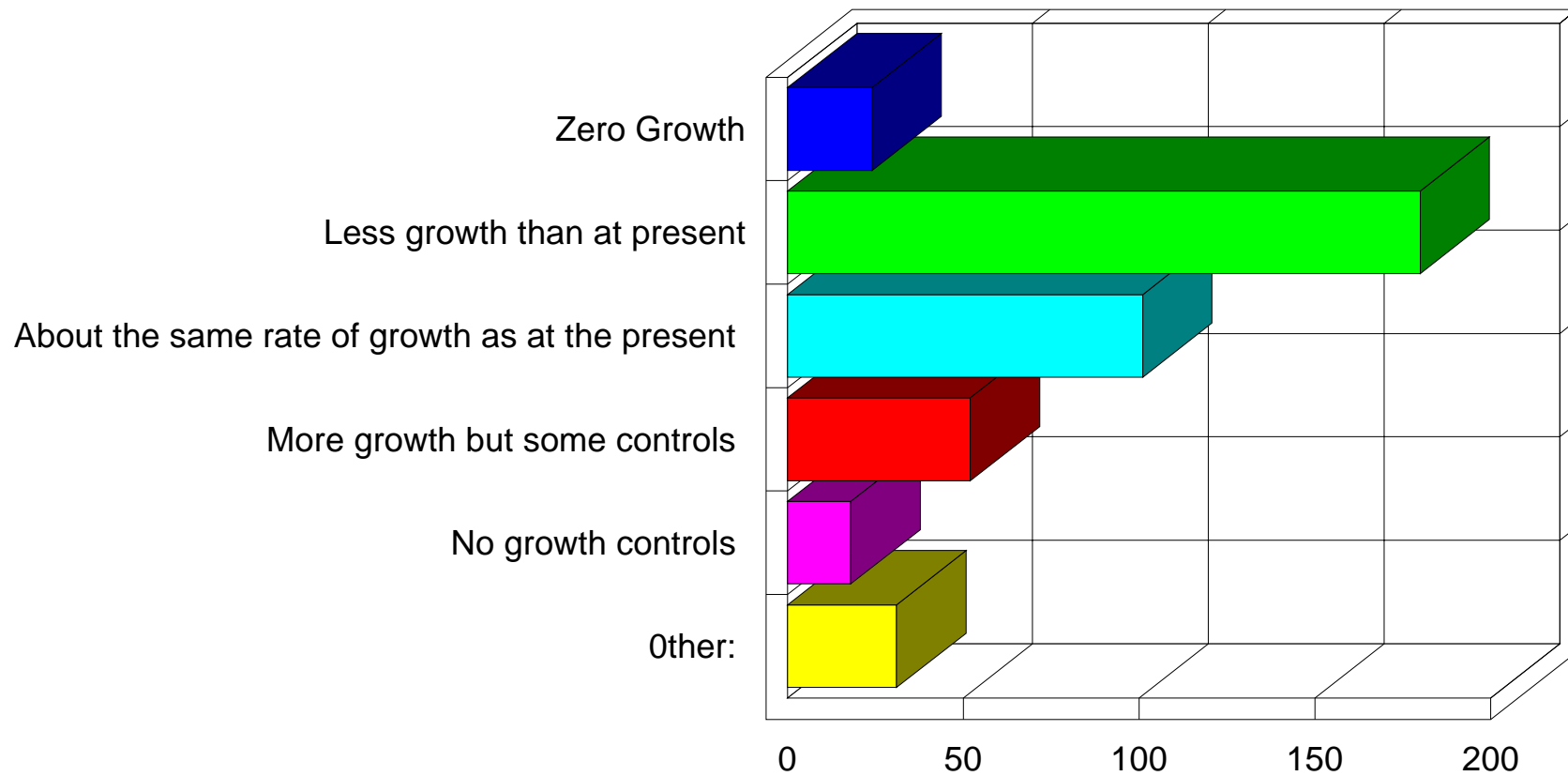


2007 Town of Carbondale Community Survey \$100

	Assessor	Business	Voter
	<i>n=414</i>	<i>n=86</i>	<i>n=236</i>
Purchase of public open space	\$19.43	\$13.37	\$20.26
Development of additional pedestrian/bicycle trails	\$18.12	\$12.10	\$15.70
Help provide affordable housing	\$16.53	\$25.31	\$20.52
Sidewalk improvements and expansion	\$10.71	\$9.63	\$12.04
Nonprofit/Arts Center at old elementary school	\$10.19	\$12.81	\$9.84
Transit service improvements and expansion	\$9.70	\$11.09	\$8.58
Downtown parking	\$7.91	\$9.57	\$6.58
Historic preservation projects	\$6.39	\$5.99	\$5.22
TOTAL	\$98.98	\$99.86	\$98.74

32. The Town of Carbondale has grown from 3,004 residents in 1990 to an estimated 5,881 in 2005. From the choices listed below, please indicate your preferred growth strategy for the Town.

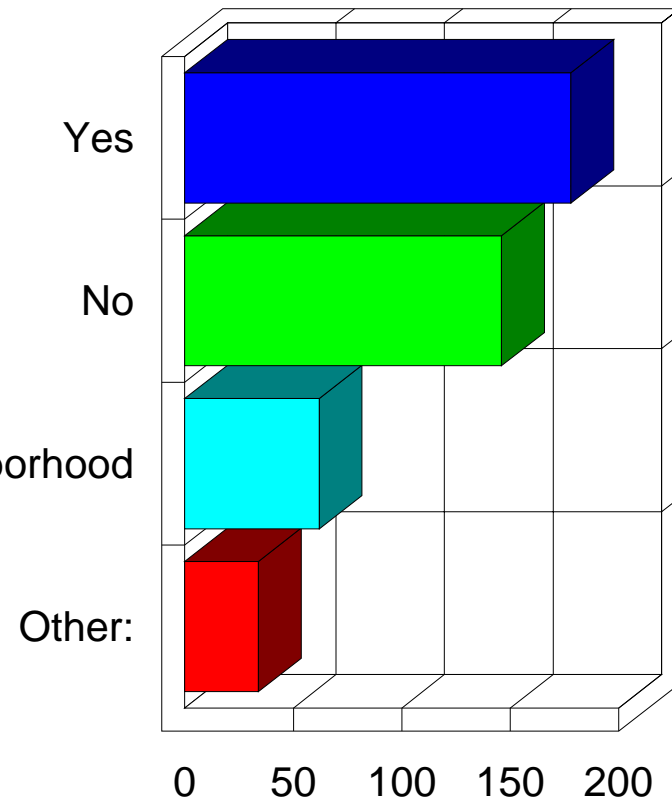
Homeowners



33. In your neighborhood area, would you like overnight parking to be by permit only? (2 on street permits would be issued for each residence)

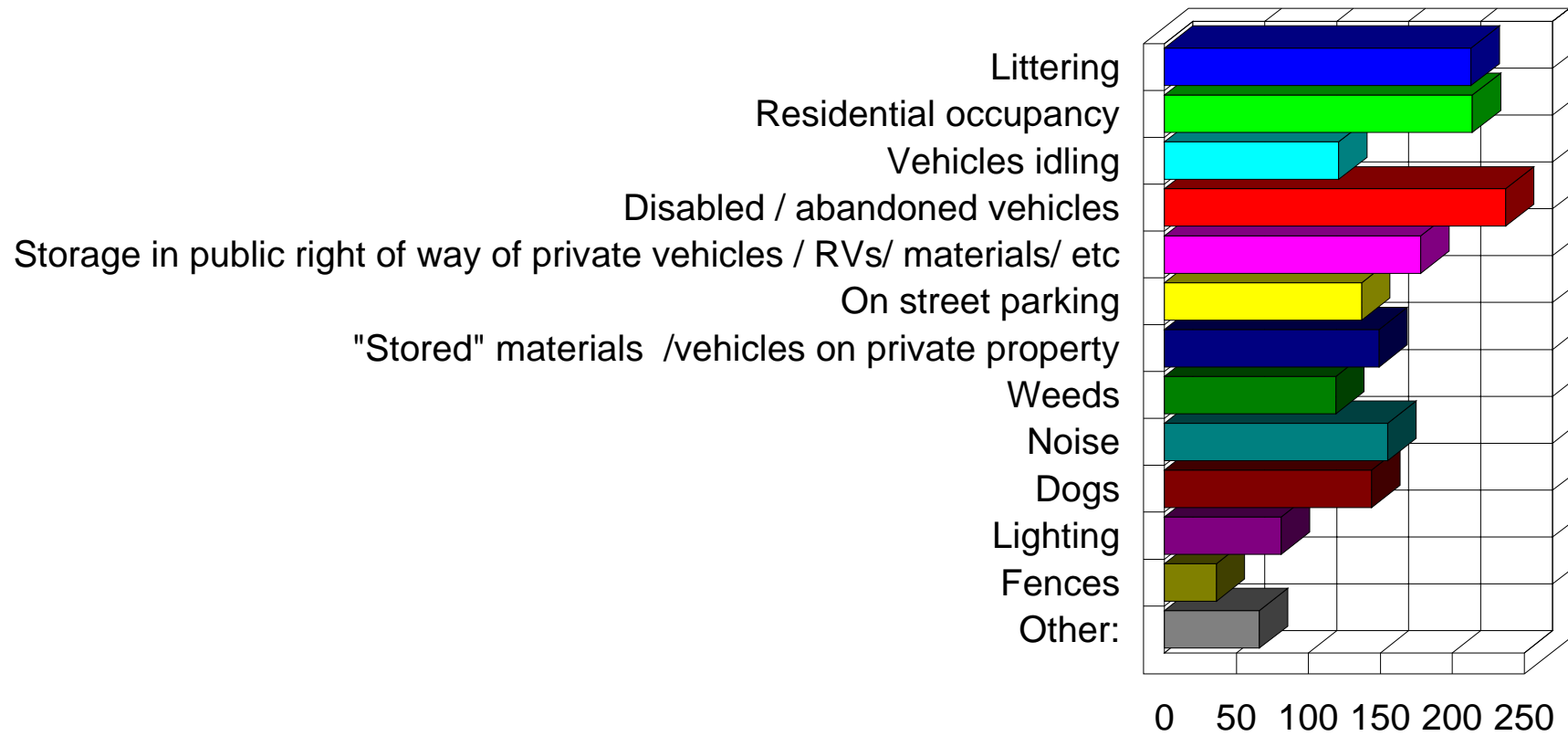
Homeowners

The parking policy is already implemented in my neighborhood



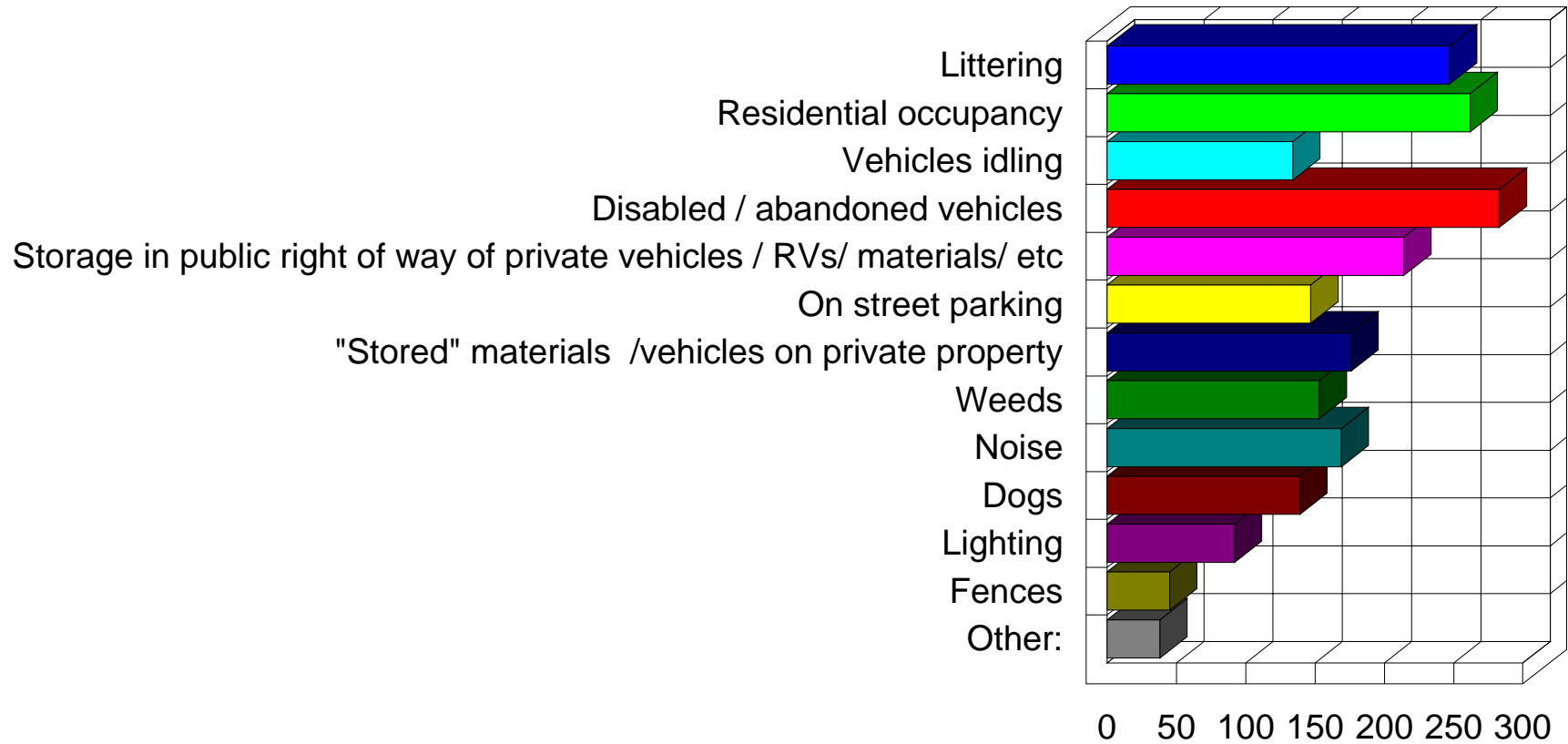
34. Would you like to see increased Code enforcement for infractions of the following issues in your neighborhood? Please check all that apply:

Homeowners



35. Would you like to see increased Code enforcement for infractions of the following issues community wide? Please check all that apply:

Homeowners



2007 Town of Carbondale Community Survey Upgrades and Improvements



SUPPORT	Assessor	Business	Voter
	<i>n=414</i>	<i>n=86</i>	<i>n=236</i>
Trails and bike paths	60%	67%	55%
Open Space	58%	54%	54%
Gateway River Park	48%	59%	42%
Affordable workforce housing	45%	63%	51%
Add code enforcement staff	43%	39%	43%
Transit service -RFTA	39%	47%	40%
Street improvements	38%	46%	39%
Sidewalk improvements	32%	42%	38%
In-town transit service	24%	36%	22%
Downtown parking	21%	34%	24%
Develop more playing fields	19%	25%	21%

WILLINGNESS TO PAY	Assessor	Business	Voter
	<i>n=414</i>	<i>n=86</i>	<i>n=236</i>
Trails and bike paths	45%	44%	43%
Open Space	44%	35%	43%
Gateway River Park	34%	47%	33%
Add code enforcement staff	32%	28%	32%
Transit service -RFTA	27%	36%	29%
Street improvements	27%	32%	24%
Affordable workforce housing	23%	38%	33%
Sidewalk improvements	21%	25%	22%
In-town transit service	17%	28%	14%
Develop more playing fields	13%	21%	15%
Downtown parking	9%	15%	11%

2007 Town of Carbondale Community Survey

Town Functions/Services



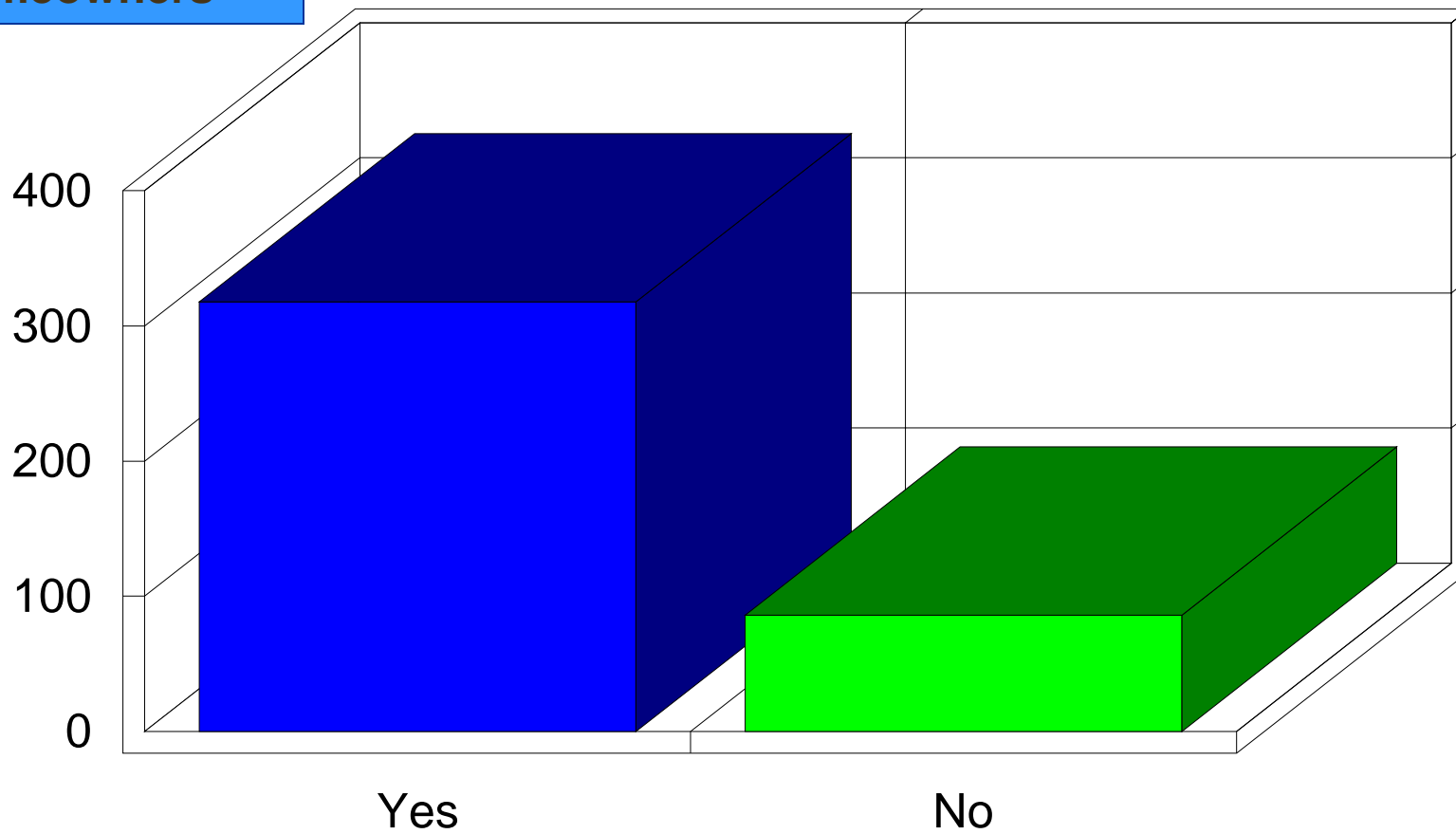
	Assessor	Business	Voter
	<i>n=414</i>	<i>n=86</i>	<i>n=236</i>
Utilities (Water & Sewer)	64%	61%	67%
Recreation Department	59%	70%	64%
Administration	59%	57%	57%
Public Works (Streets, Parks)	54%	55%	53%
Police services	52%	46%	55%
Snow removal	51%	57%	58%
General satisfaction	44%	43%	43%
Summer recreation programs	43%	51%	49%
Recreation facilities	43%	48%	44%
Community Development	37%	40%	38%
Town Council	36%	34%	36%
Gathering feedback	35%	32%	33%
Winter recreation programs	33%	41%	36%
Public swimming pool improvement	28%	35%	37%
Planning Commission	28%	20%	25%
Information dissemination	28%	26%	28%
Services for teens	27%	29%	31%
Historic preservation programs	27%	31%	28%
Services for seniors	27%	22%	28%
Future planning	19%	16%	18%

Demographics

A hiker with a large backpack stands on a rocky outcrop, looking out over a vast mountain range under a clear blue sky. A tent is visible in the foreground.

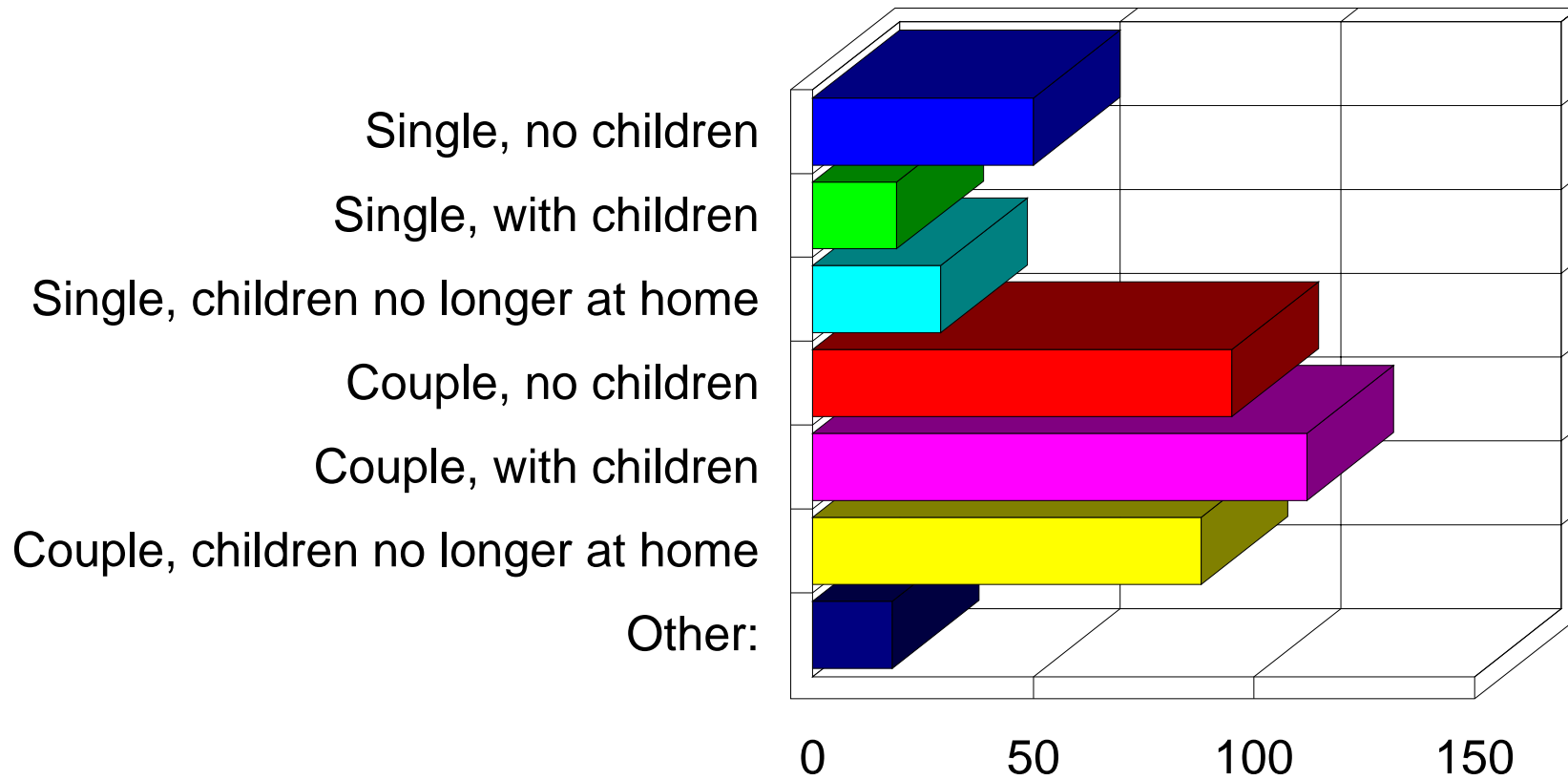
69. Registered Voter

Homeowners



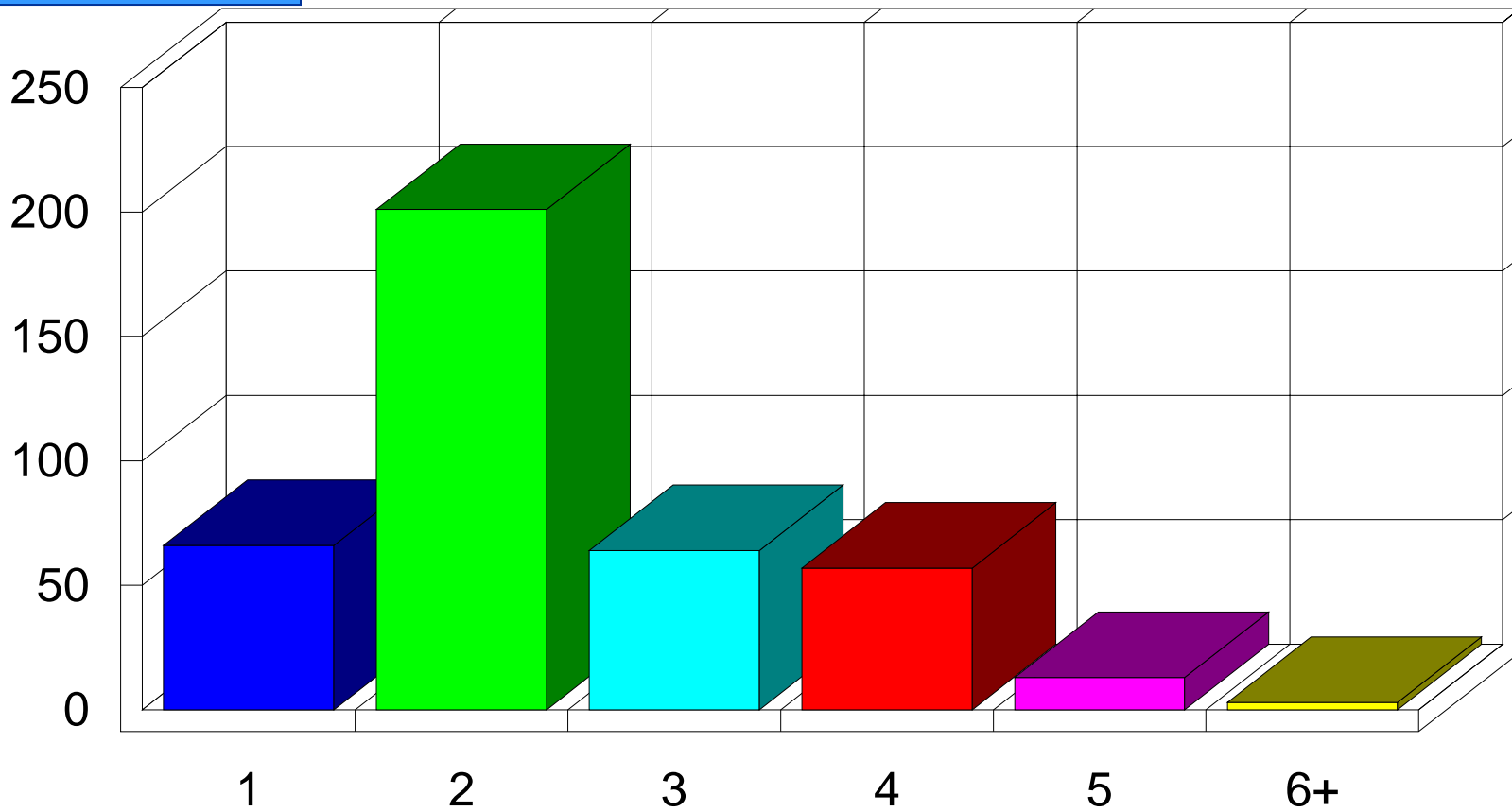
70. Family status?

Homeowners



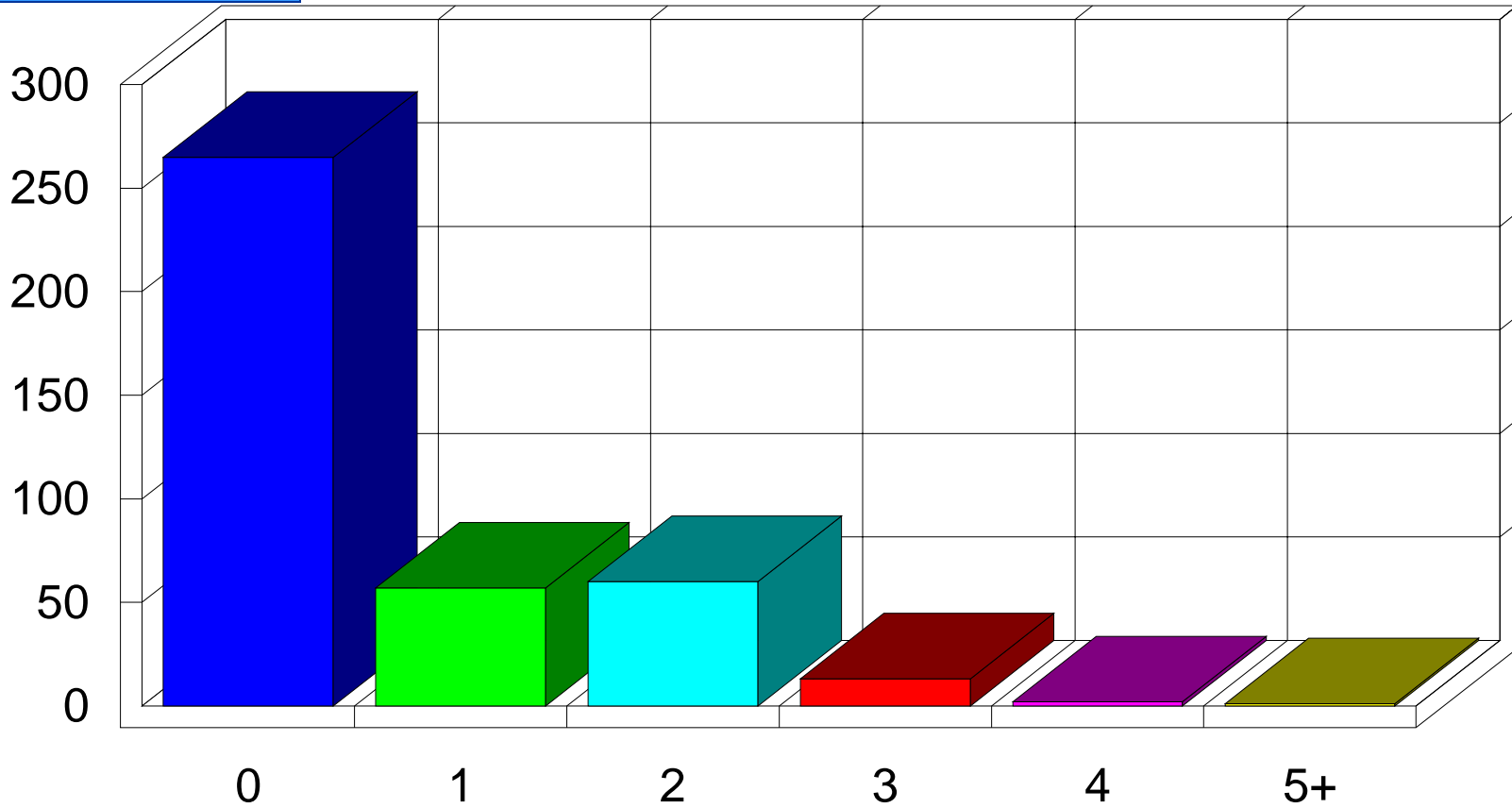
71. Including yourself, how many persons live in your home?

Homeowners



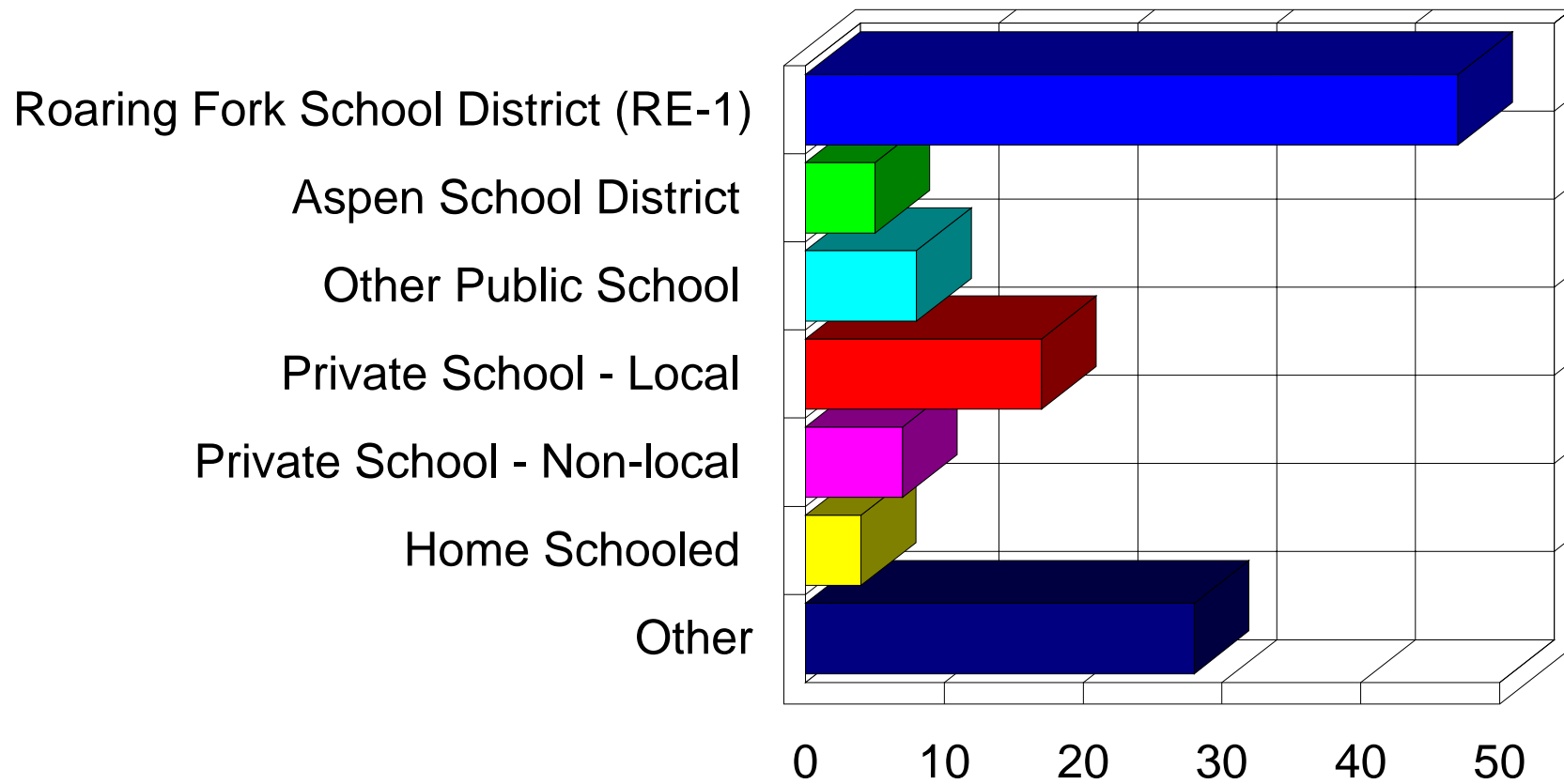
72. How many persons in your home are 18 years of age or younger?

Homeowners



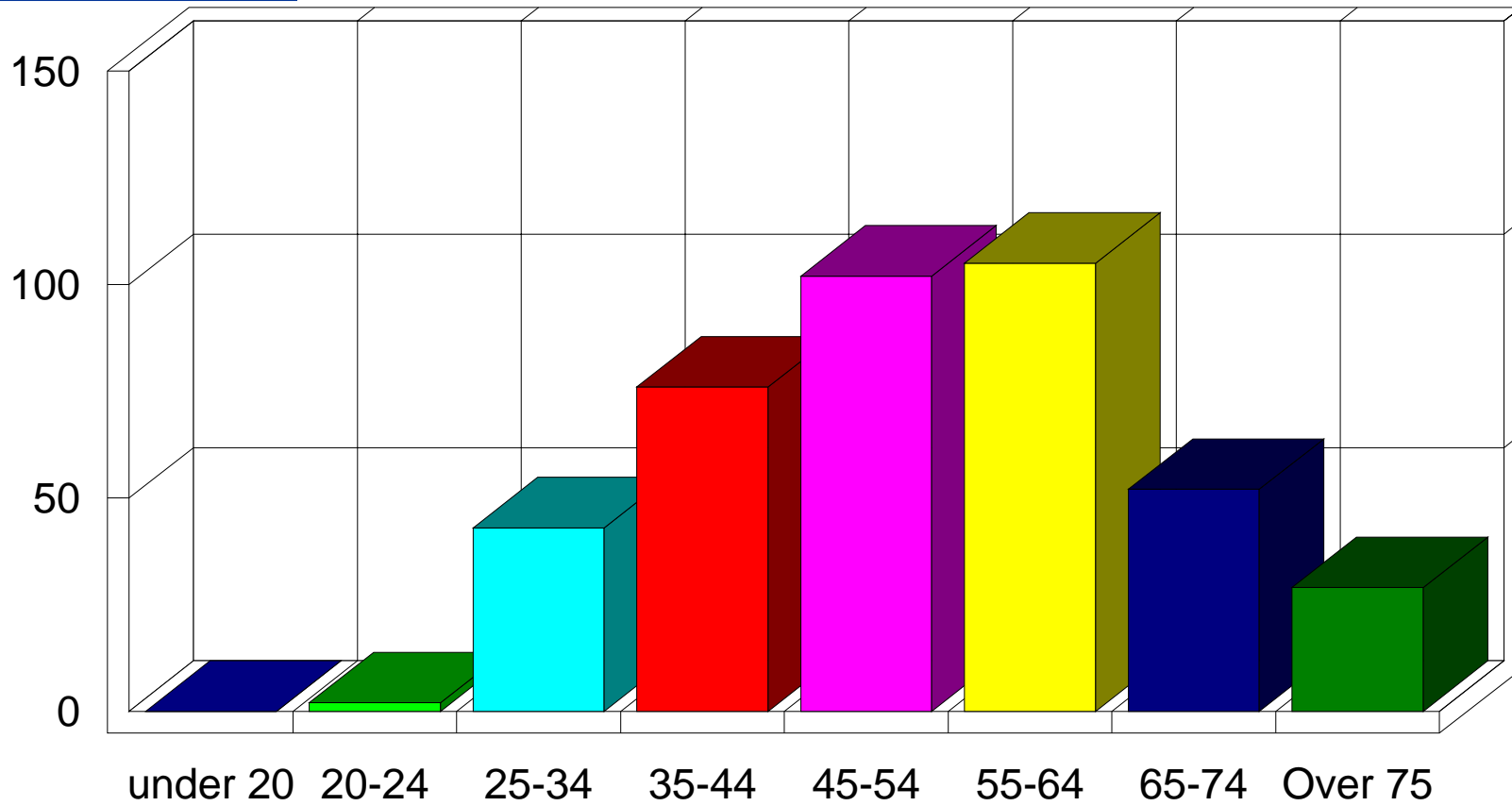
74. If you have children 18 or younger in your family where do they currently attend school?

Homeowners



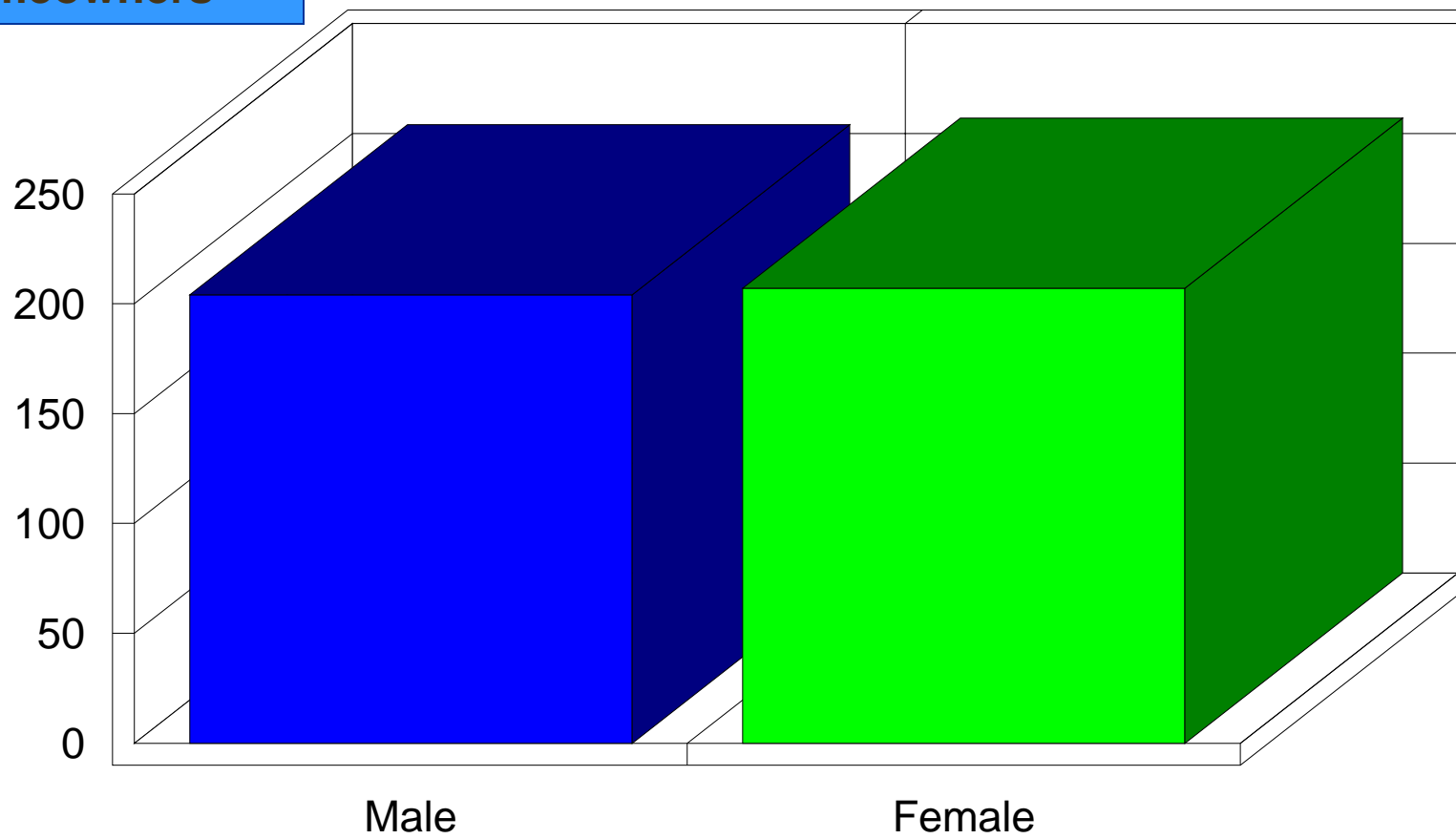
75. Age

Homeowners



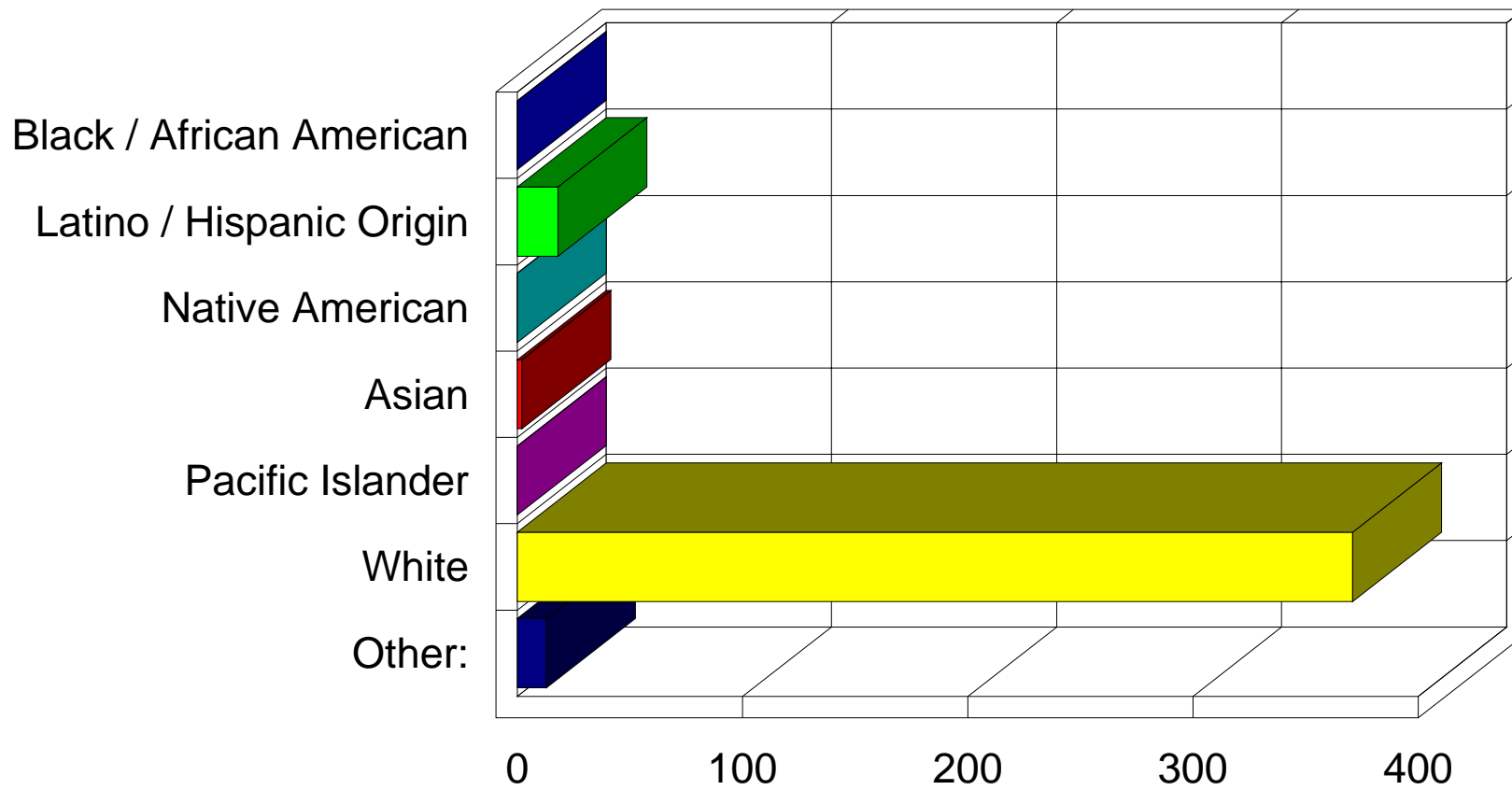
76. Gender

Homeowners



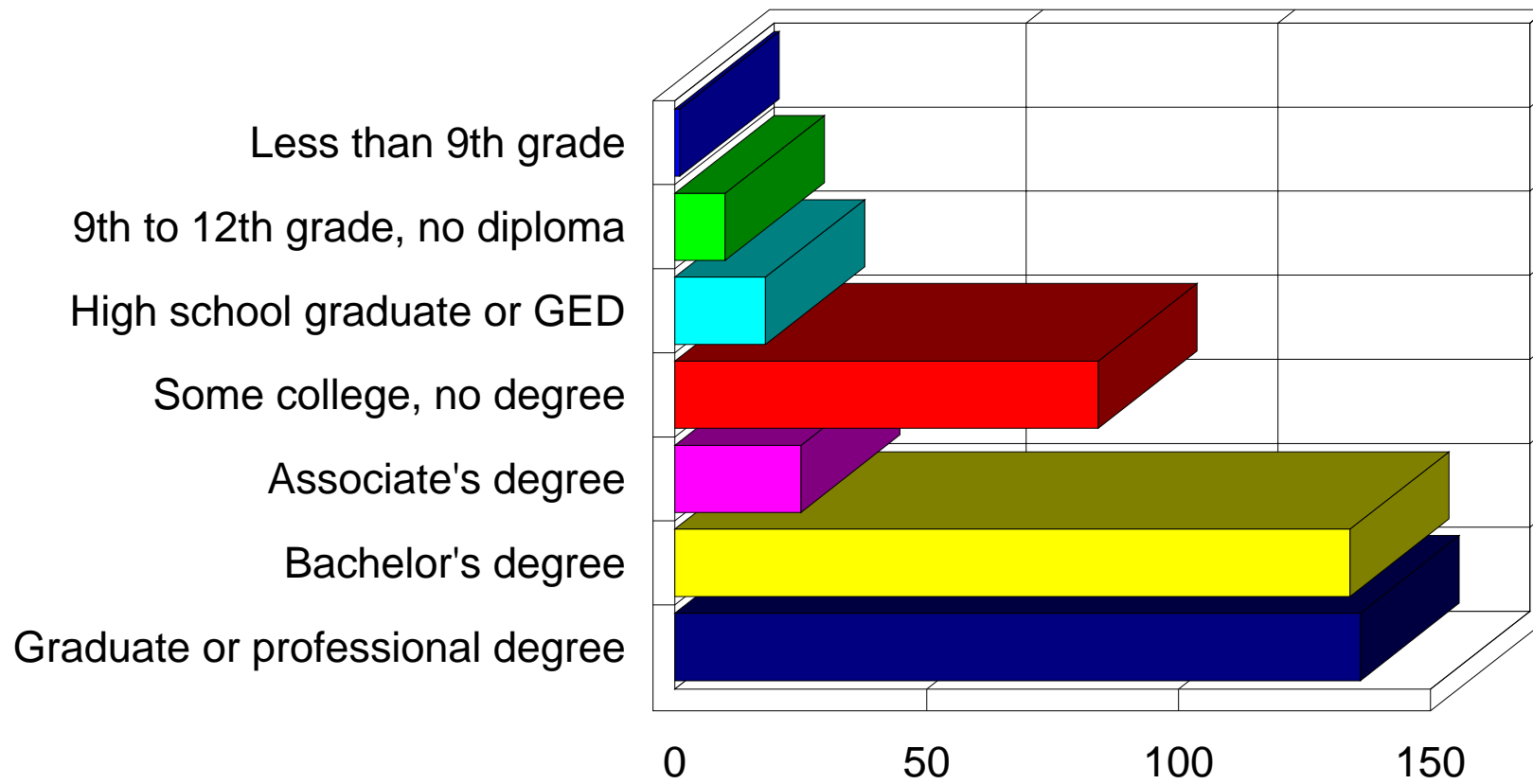
77. Ethnicity

Homeowners



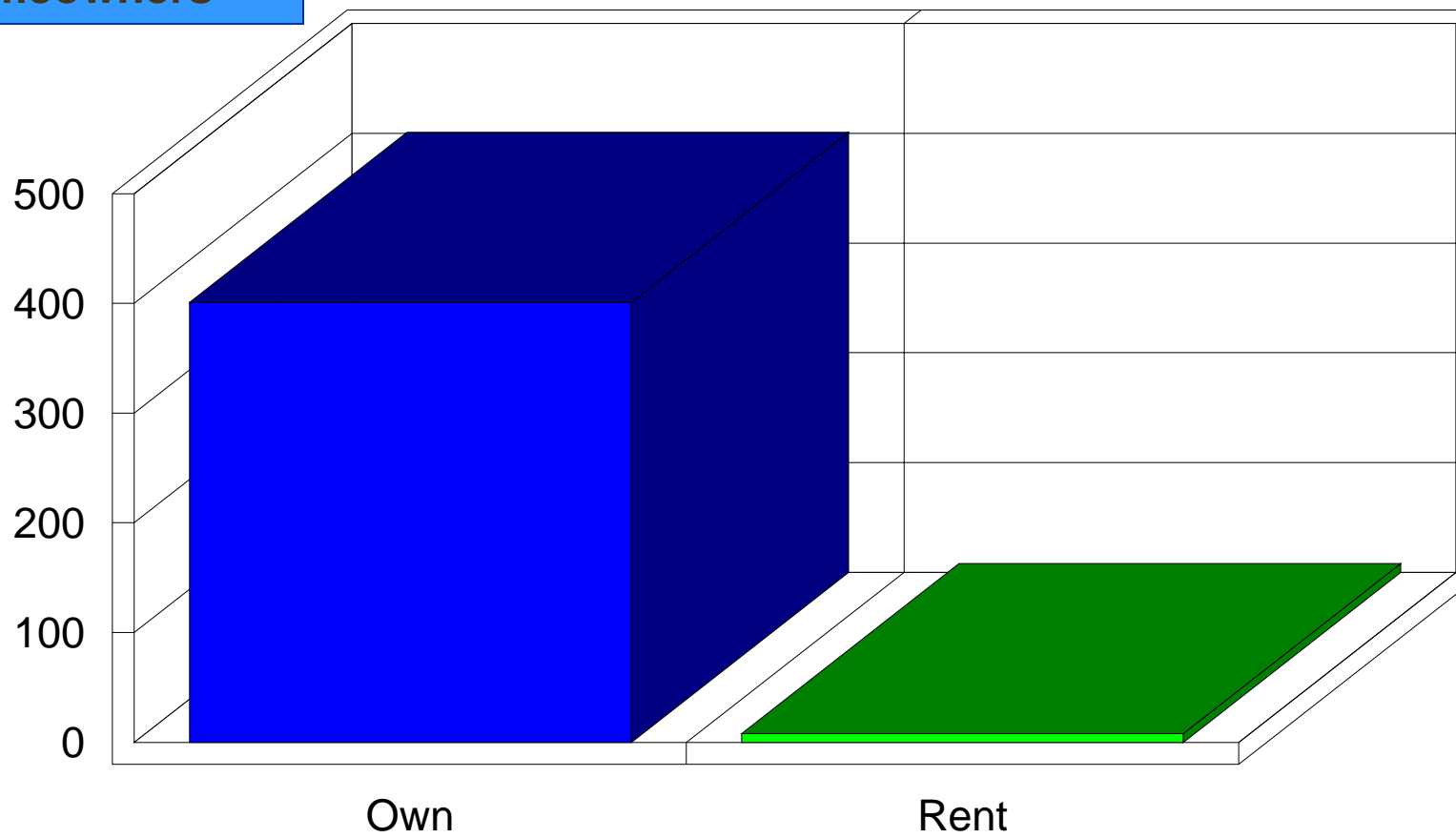
78. Education

Homeowners



79. Do you own or rent your Carbondale home?

Homeowners



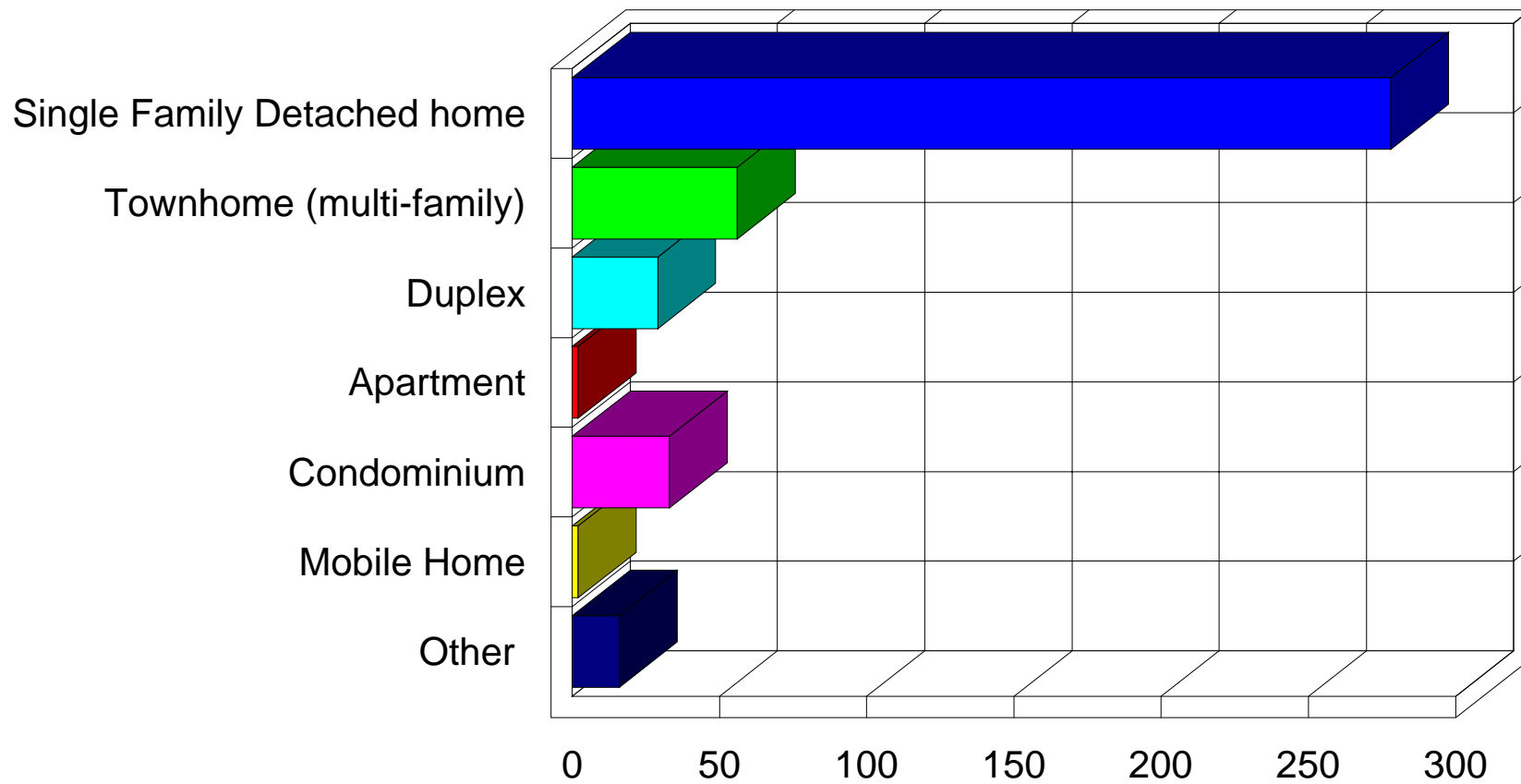
80. Do you reside in deed-restricted, rent-subsidized or employer-assisted housing?

Homeowners



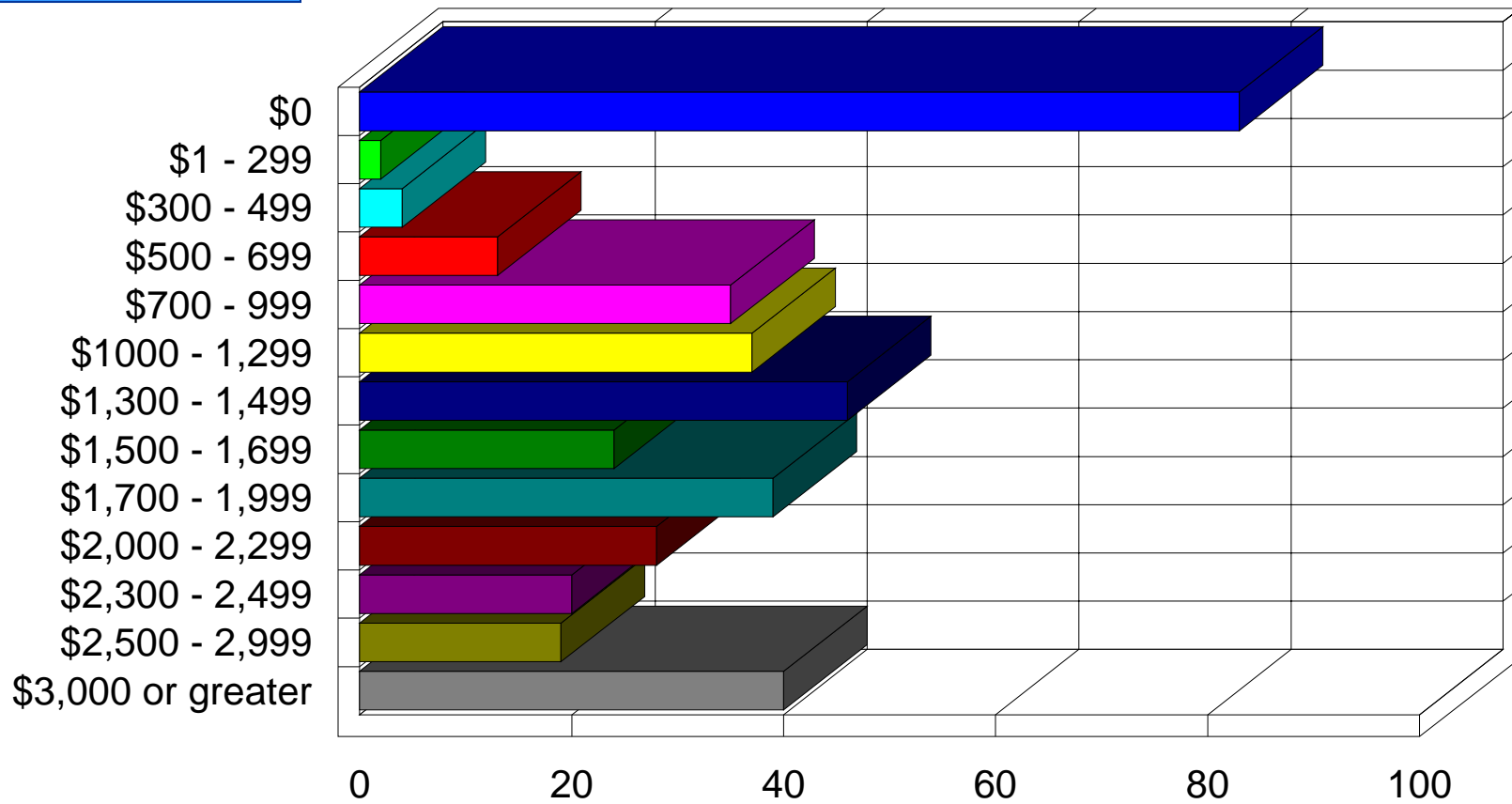
81. Which type of housing is your Carbondale home?

Homeowners



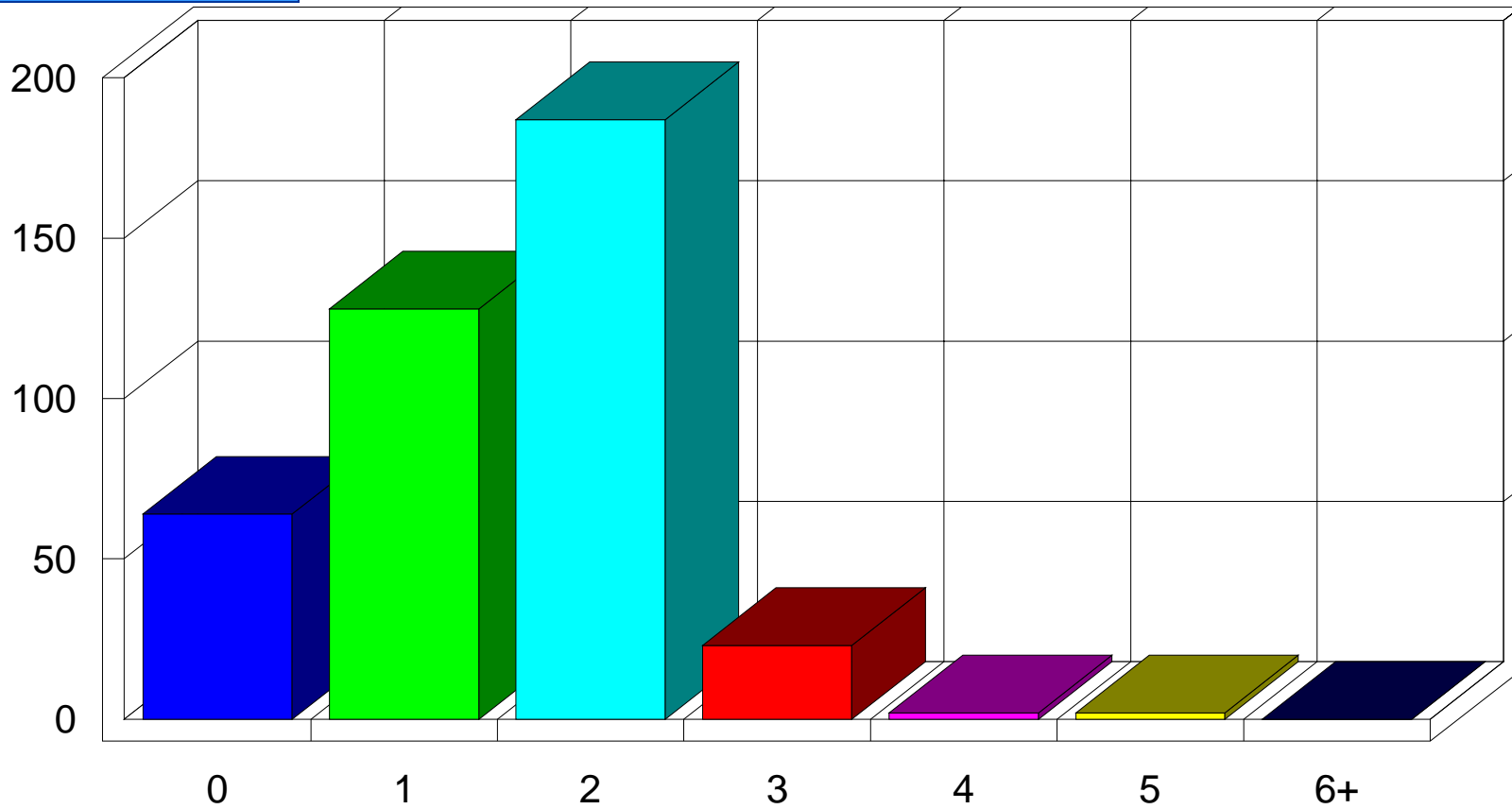
82. What is your monthly expenditure for either mortgage or rent?

Homeowners



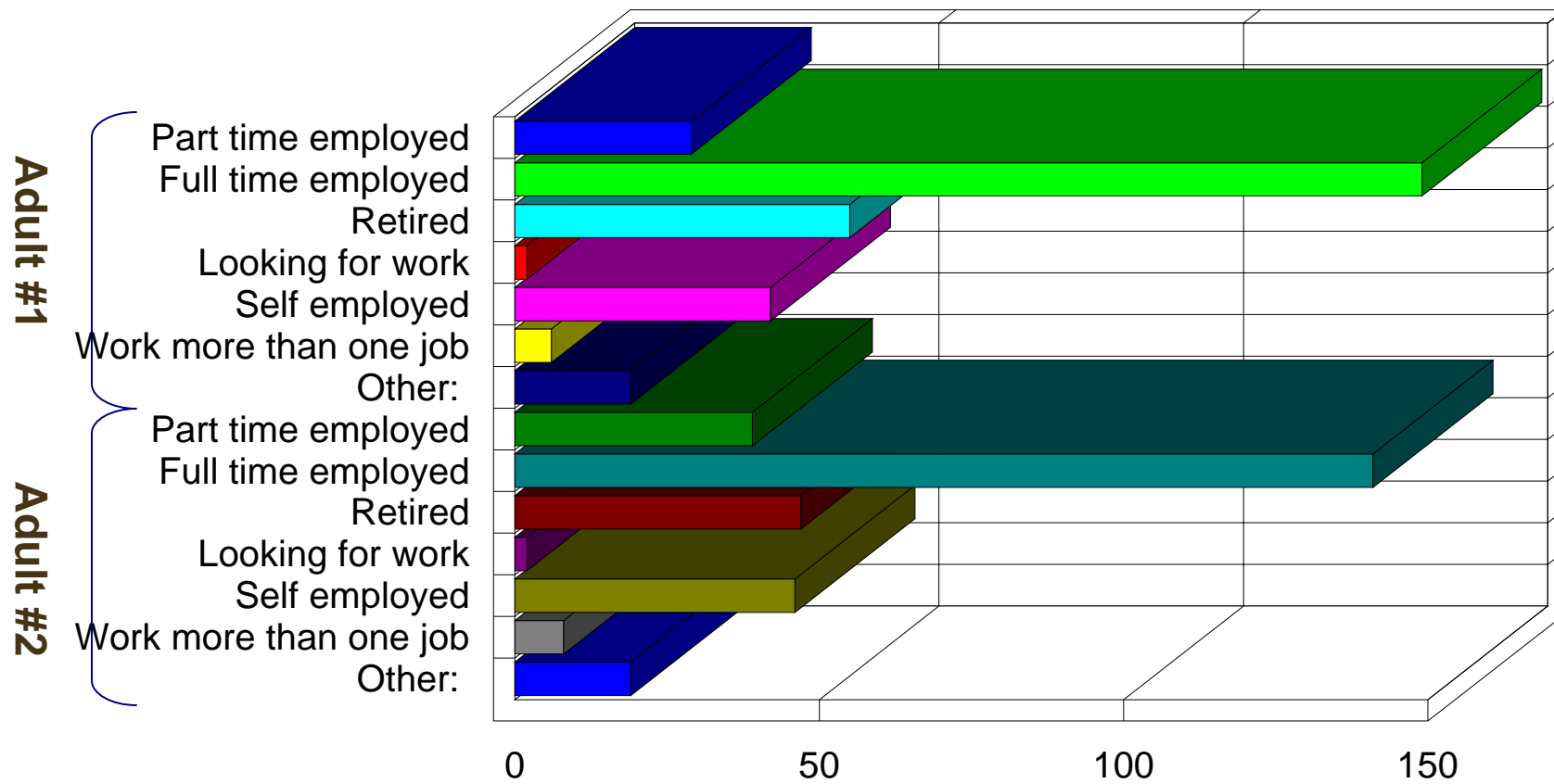
83. Including yourself, how many members of your household are employed?

Homeowners



85. What is your employment status?

Homeowners



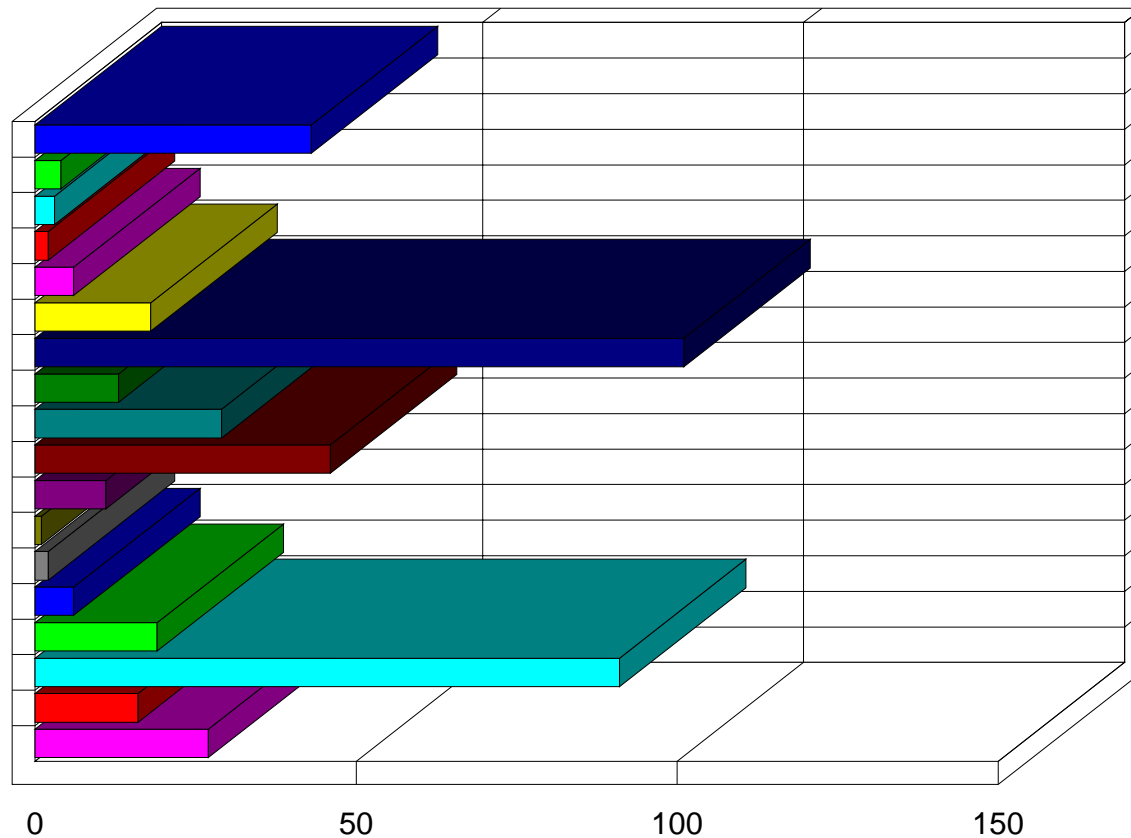
86. If employed, in which community is your primary job located?

Homeowners

Adult #1

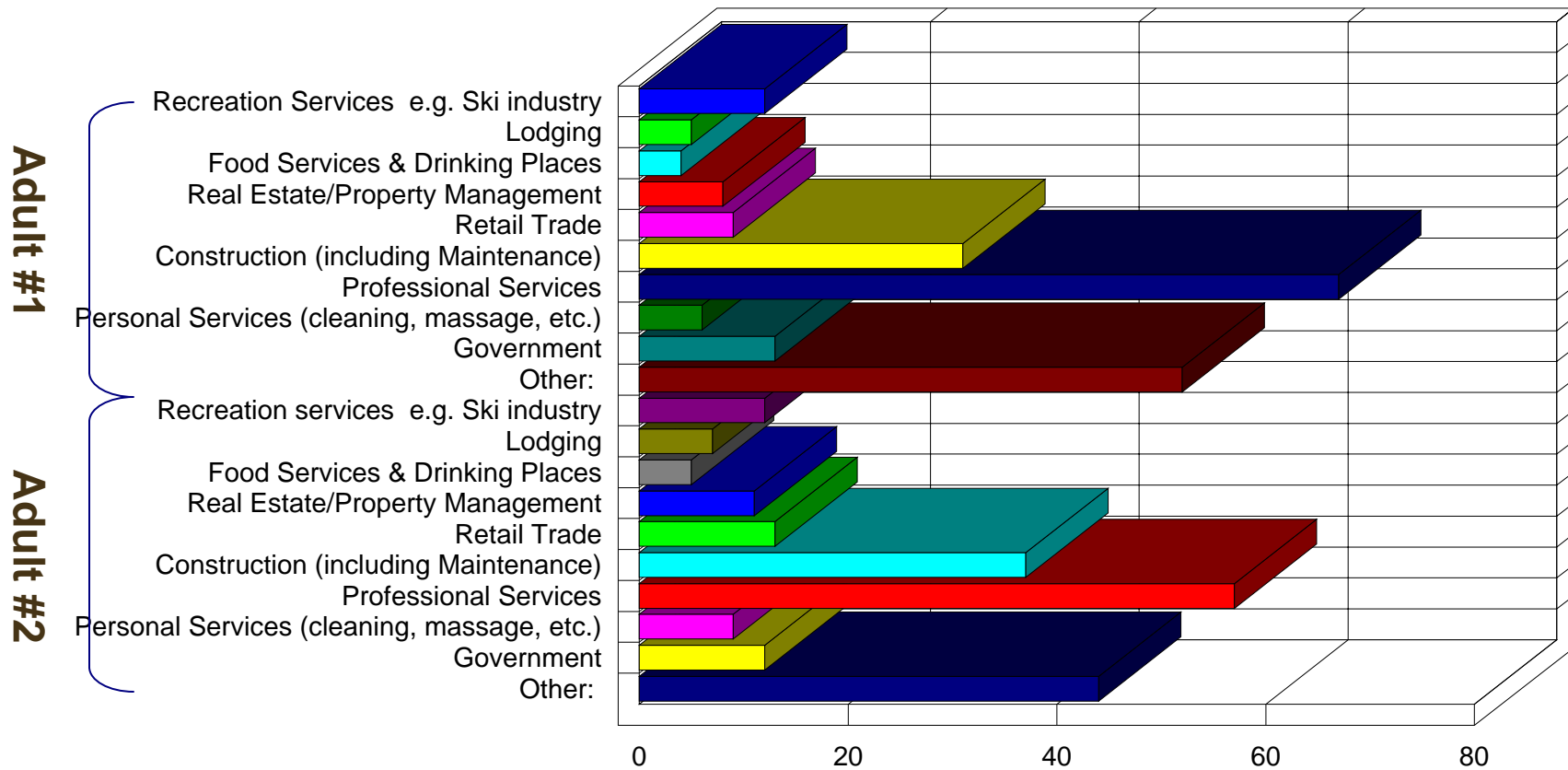
Adult #2

- In or near Aspen
- Town of Snowmass Village area
- Unincorporated Pitkin County
- Unincorporated Eagle County
- Unincorporated Garfield County
- Basalt/El Jebel area
- Carbondale area
- Glenwood Springs area
- Other:
- In or near Aspen
- Town of Snowmass Village area
- Unincorporated Pitkin County
- Unincorporated Eagle County
- Unincorporated Garfield County
- Basalt/El Jebel area
- Carbondale area
- Glenwood Springs area
- Other:



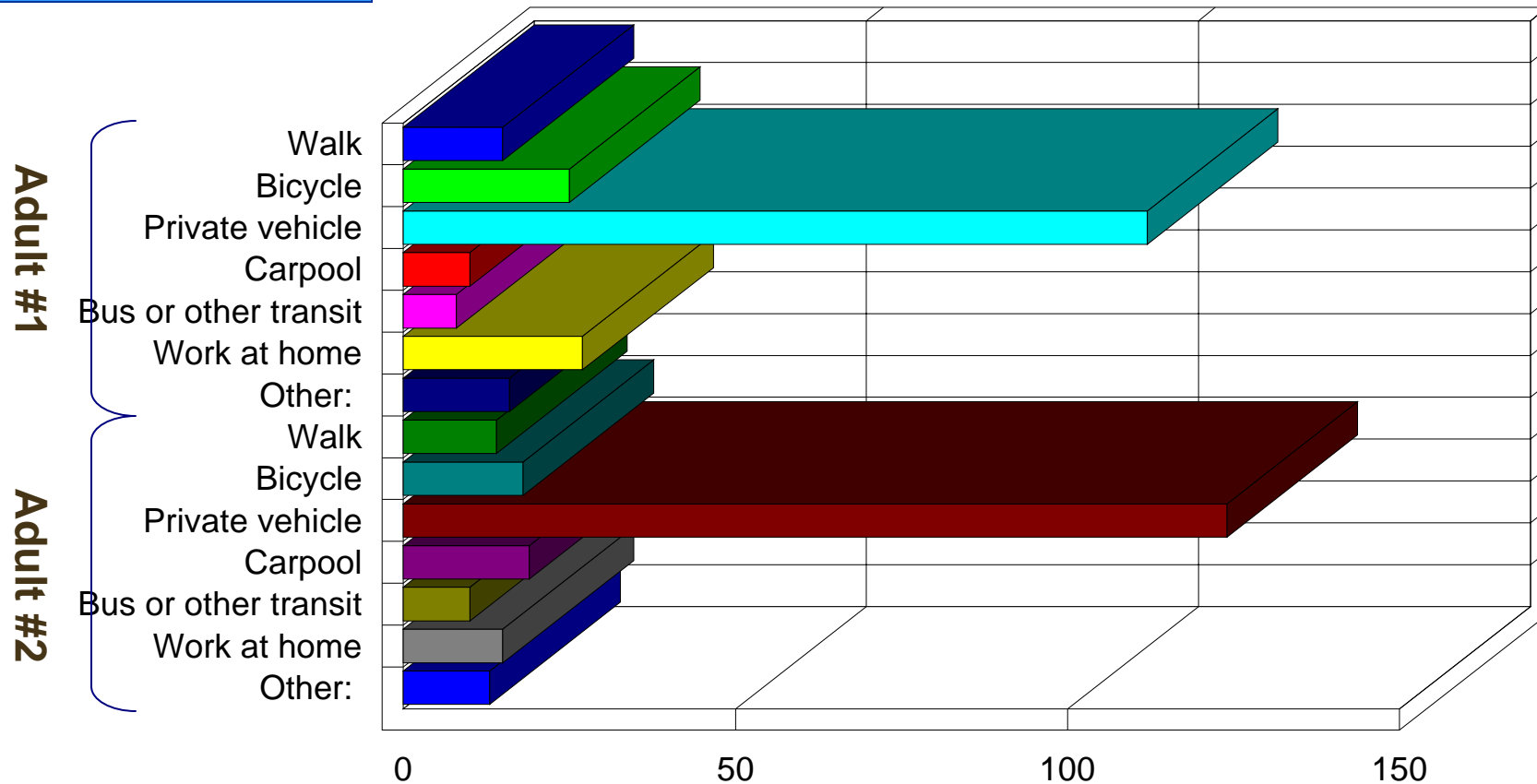
87. If employed, in what industry?

Homeowners



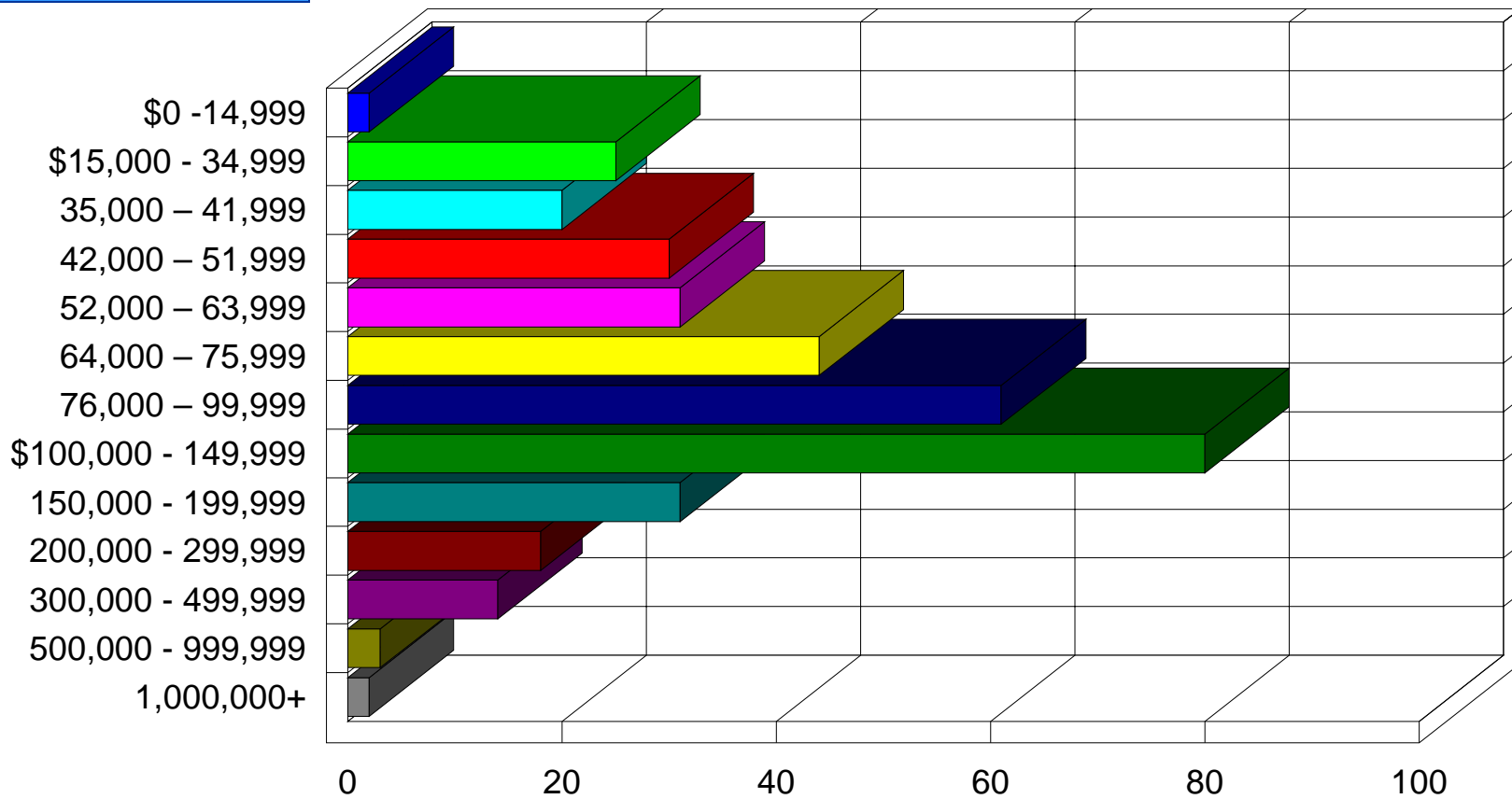
88. If employed, how do you typically get to work?

Homeowners



89. Please indicate if your Annual Household Income is:

Homeowners



2007 Town of Carbondale Community Survey

Recreation



	Assessor	Business	Voter
	<i>n=414</i>	<i>n=86</i>	<i>n=236</i>
Walking/Jogging	84%	74%	86%
Hiking	76%	86%	79%
Downhill Skiing	64%	64%	63%
Mountain Biking	52%	57%	57%
Nordic Skiing	46%	68%	50%
Swimming	43%	57%	54%
Fishing	42%	42%	39%
Golf	37%	42%	33%
Playgrounds	32%	36%	37%
Rodeo	26%	33%	25%
Picnic areas	26%	25%	36%
Other:	23%	16%	29%
Snowboarding	22%	25%	24%
Tennis	20%	26%	23%
Ballfields	15%	20%	19%
Ice (hockey or skating)	14%	19%	11%
In-line skating	8%	9%	12%
Community Garden	5%	1%	6%

Assessment of Carbondale

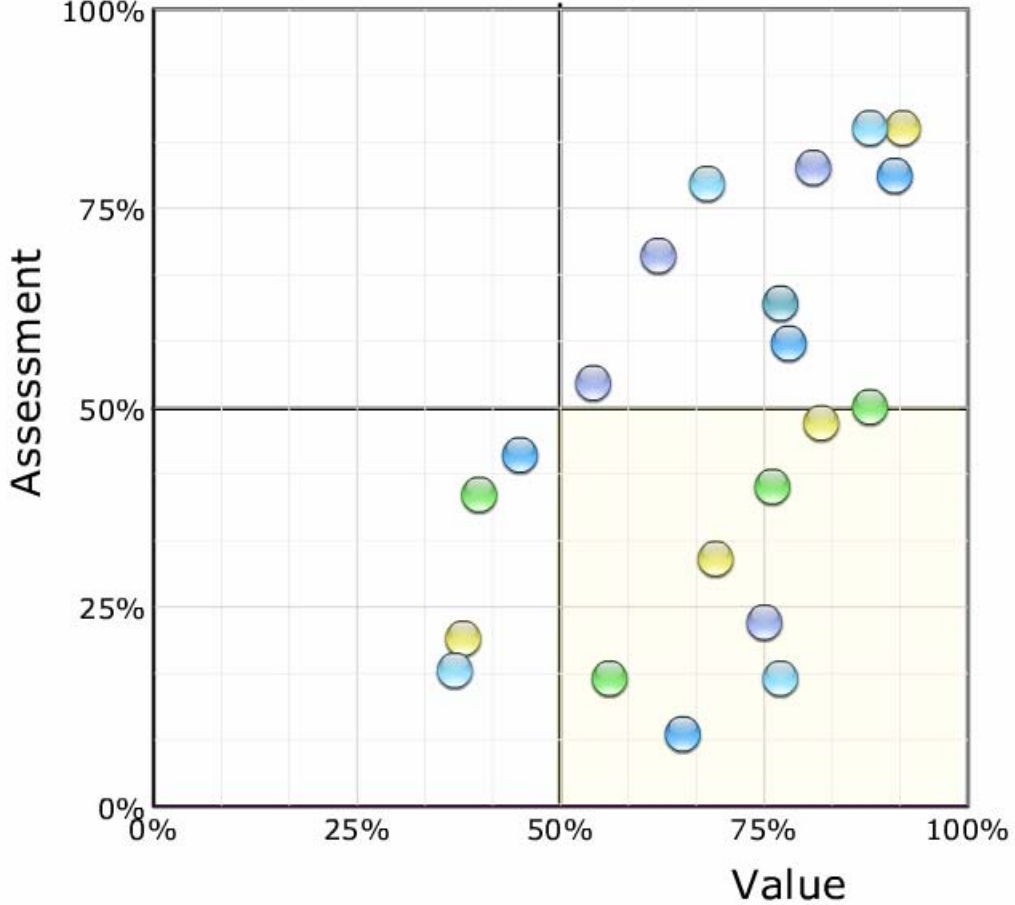


	Assessor	Business	Voter
	<i>n=414</i>	<i>n=86</i>	<i>n=236</i>
Air quality	83%	88%	85%
Scenic/visual quality	82%	90%	85%
Recreation opportunities	81%	74%	78%
Water quality/quantity	77%	78%	79%
Parks and trails	72%	78%	80%
Sense of community	65%	63%	63%
Music, Culture and the Arts	63%	74%	69%
Open space	58%	60%	58%
Public safety	53%	58%	50%
Appearance of town	48%	51%	48%
Adult education	45%	32%	44%
Public transportation	44%	37%	53%
Economic health	42%	37%	40%
Parking	31%	32%	39%
Health care services	29%	26%	31%
Education (K-12)	24%	21%	23%
Shopping opportunities	23%	27%	21%
Cultural integration	19%	14%	16%
Child care	15%	12%	17%
Traffic	13%	16%	16%
Affordable housing	10%	7%	9%

Value to Assessment

Town of Carbondale

Scatter Gram



- Sense of community
- Appearance of town
- Economic health
- Traffic
- Music, Culture and the Arts
- Water quality/quantity
- Air quality
- Parking
- Scenic/visual quality
- Parks and trails
- Open space
- Shopping opportunities
- Public safety
- Recreation opportunities
- Public transportation
- Affordable housing
- Health care services
- Cultural integration
- Child care
- Education (K-12)
- Adult education

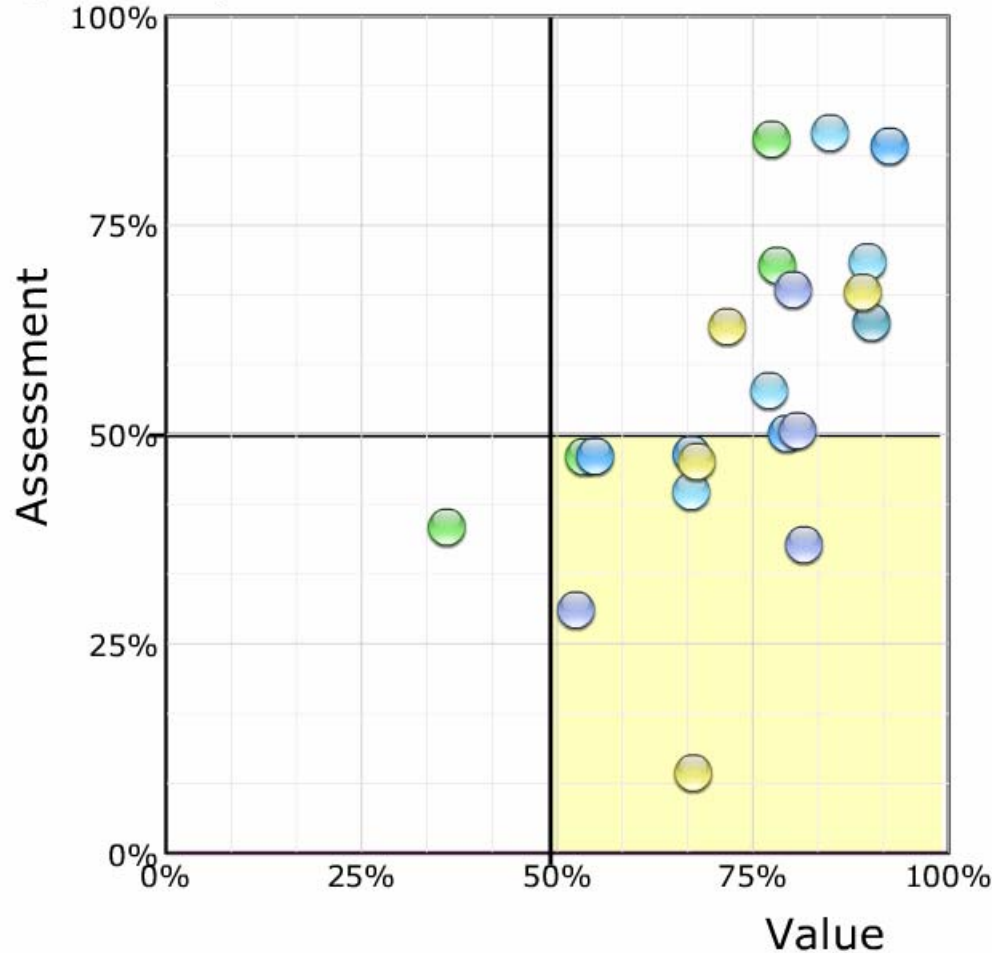
Scattergram

	Value	Assessment	Assessment - Value Difference
	Voter	Voter	Voter
	<i>n=236</i>	<i>n=236</i>	<i>n=236</i>
Recreation opportunities	68%	78%	10%
Music, Culture and the Arts	62%	69%	7%
Parking	40%	39%	-1%
Parks and trails	81%	80%	-1%
Public transportation	54%	53%	-1%
Adult education	45%	44%	-1%
Scenic/visual quality	88%	85%	-3%
Air quality	92%	85%	-7%
Water quality/quantity	91%	79%	-12%
Sense of community	77%	63%	-14%
Shopping opportunities	38%	21%	-17%
Child care	37%	17%	-20%
Open space	78%	58%	-20%
Appearance of town	82%	48%	-34%
Economic health	76%	40%	-36%
Health care services	69%	31%	-38%
Public safety	88%	50%	-38%
Cultural integration	56%	16%	-40%
Education (K-12)	75%	23%	-52%
Affordable housing	65%	9%	-56%
Traffic	77%	16%	-61%

Value to Assessment

Eagle County - Residents

Scatter Gram

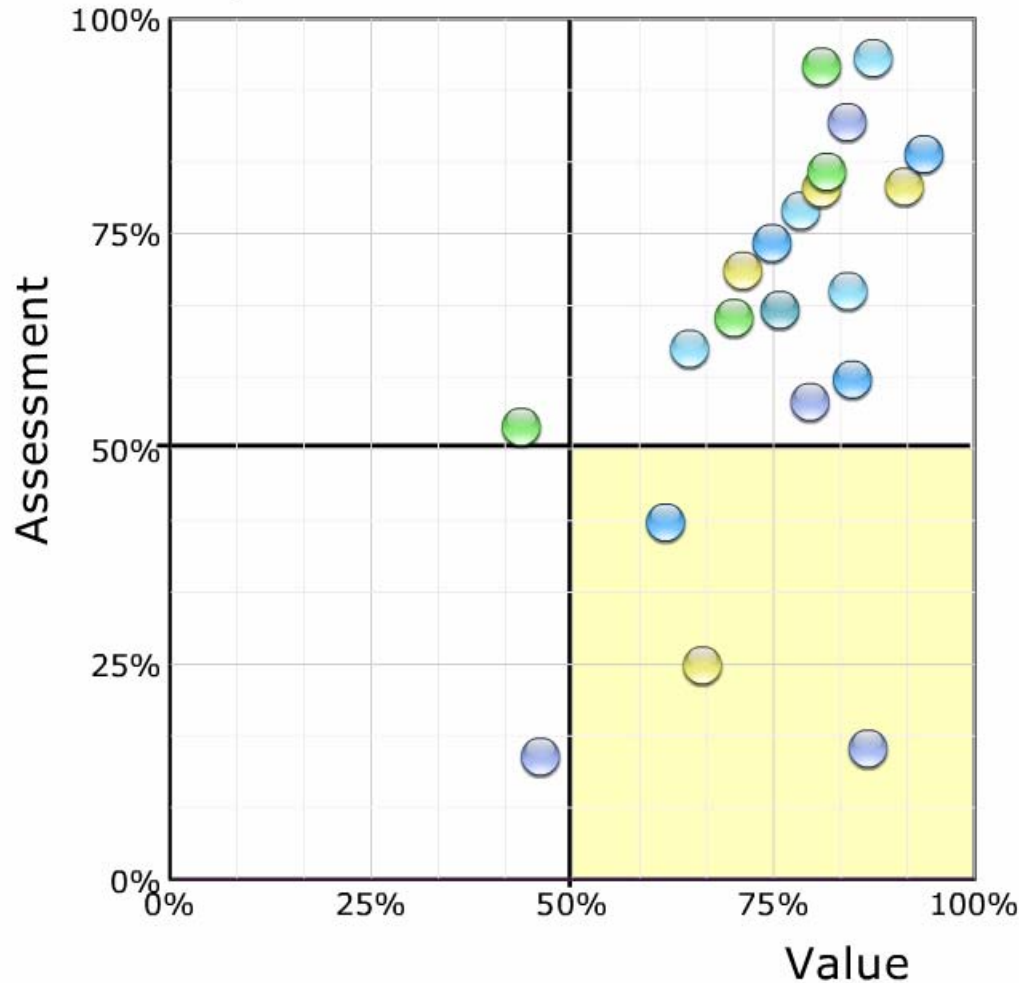


- Q7 - Local economy
- Q8 - Affordable housing
- Q9 - Recreational opportunities
- Q10 - Public safety
- Q11 - Traffic
- Q12 - Sense of community
- Q13 - Open space
- Q14 - Public transportation
- Q15 - Wildfire mitigation
- Q16 - Health services
- Q17 - Job opportunities
- Q18 - Education (K-12)
- Q19 - Adult education
- Q20 - Appearance of town
- Q21 - Shopping opportunities
- Q22 - Arts & culture
- Q23 - Water quality/quantity
- Q24 - Wildlife habitat
- Q25 - Scenic/visual quality
- Q26 - Parks and trails
- Q27 - Air quality

Value to Assessment

Pitkin County - Residents

Scatter Gram



- Q7 - Local economy
- Q8 - Affordable housing
- Q9 - Recreational opportunities
- Q10 - Public safety
- Q11 - Traffic
- Q12 - Sense of community
- Q13 - Open space
- Q14 - Public transportation
- Q15 - Wildfire mitigation
- Q16 - Health services
- Q17 - Job opportunities
- Q18 - Education (K-12)
- Q19 - Adult education
- Q20 - Appearance of town
- Q21 - Shopping opportunities
- Q22 - Arts & culture
- Q23 - Water quality/quantity
- Q24 - Wildlife habitat
- Q25 - Scenic/visual quality
- Q26 - Parks and trails
- Q27 - Air quality

Agenda

- General demographic information about the Town of Carbondale
- Purpose and methodology of 2007 survey
- Review 2007 survey results
- Cross-tab results & conclusions



2007 Town Of Carbondale Community Survey

NEIGHBORHOOD CODES:

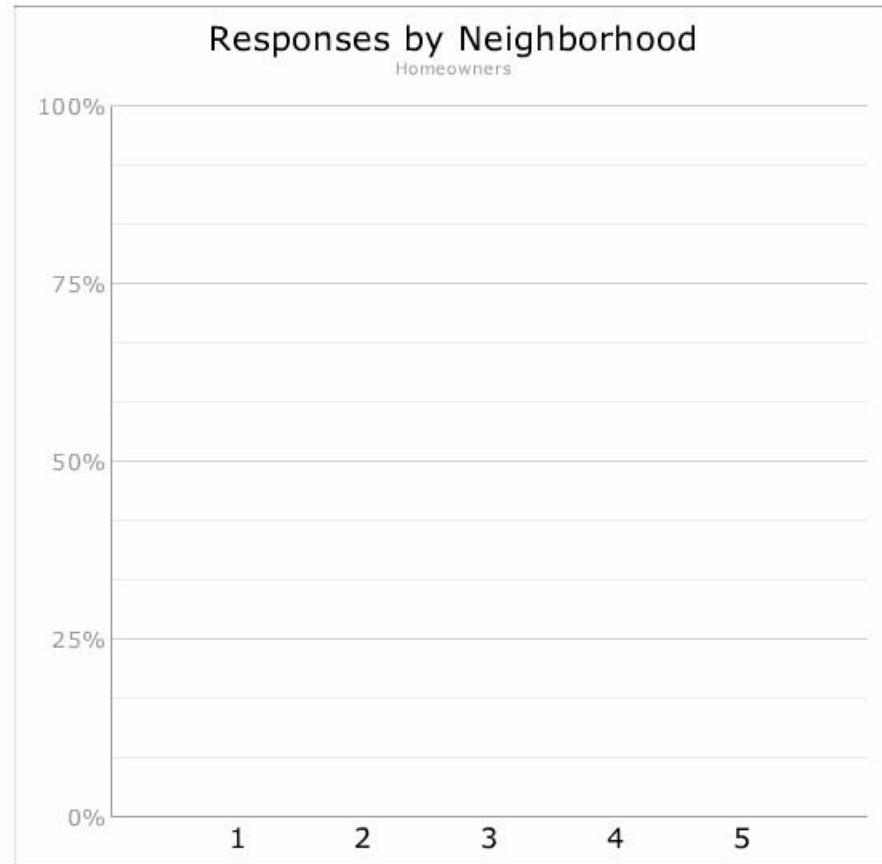
- 1 Areas north of the Rio Grand Trail plus Dolores Way.
- 2 All areas south of the Rio Grande Trail, north of Sopris Avenue and east of Hwy 133.
- 3 Areas west of Hwy 133 from Main Street to Graceland Drive and also including the northwest corner area of Hwy 133 & Main, Eastbank Point and Indica Way.
- 4 All areas east of Hwy 133 and south of Sopris Avenue.
- 5 All areas in River Valley Ranch

Question:

6 Lived in area?
7 Issues
8 Why live in area?
10 Economic health
11 Affordable housing
12 Recreational opportunities
13 Shopping opportunities
14 Public transportation
15 Sense of community
16 Cultural integration
17 Health care services
18 Education (K-12)
19 Adult education
20 Music, Culture and the Arts
21 Water quality/quantity

Responses by Neighborhood

Homeowners





2007 Town Of Carbondale Community Survey

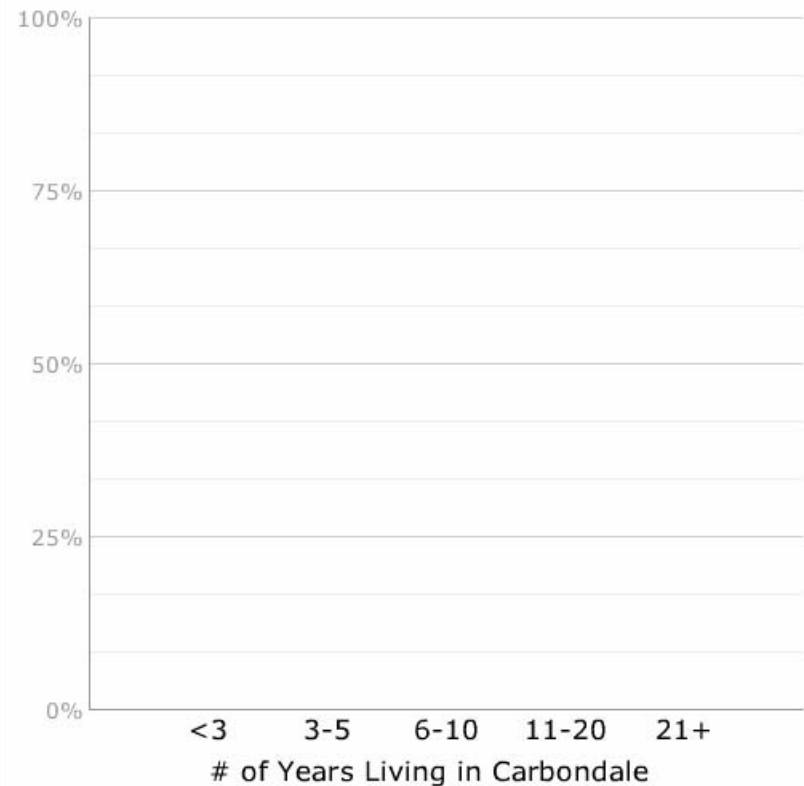
Question:

7 Issues
8 Why live in area?
10 Economic health
11 Affordable housing
12 Recreational opportunities
13 Shopping opportunities
14 Public transportation
15 Sense of community
16 Cultural integration
17 Health care services
18 Education (K-12)
19 Adult education
20 Music, Culture and the Arts
21 Water quality/quantity
22 Parking
23 Scenic/visual quality
24 Parks and trails
25 Traffic
26 Appearance of town
27 Public safety
28 Child care



Responses by Length of Residency

Homeowners





Conclusions & Recommendations

Changing demographics: Age

- More retirees
 - Local residents “aging in place”
 - Retirement migrants
- Higher household incomes
- Higher home values
- Residential Economic Drivers – More jobs created combined with less participation from these households in the local labor force

Changing demographics: Workforce

- About 27% of households have at least one worker commuting to jobs in the Aspen/Snowmass area
- About 43% of households have at least one worker in the Carbondale area
- About 12% of the Carbondale workers work at home

Housing the Workforce:

There were five questions on the 2007 Town of Carbondale Community Survey that specifically asked about affordable housing.

- **#7 “What are the most important issues that will be facing the Town of Carbondale in the next five years?” (Affordable housing listed as one of 11 offered choices.)**
- **#11 Value: “Affordable housing” Scale of 1 to 5 (Not Important to very Important)**
- **#31 “If you were responsible for budgeting \$100 ... (“Help provide affordable housing” on a list of 8 items)**
- **#39 “Develop more affordable workforce housing”: Scales for both “Support for Improvement” and “Willingness to pay for improvement”**
- **#114 Assessment: “Affordable housing” Scale of 1 to 5 (Very Poor to Very Good)**

Affordable Housing:

Question #	Question	Assessor	Business	Voter
#7	Issues	51%	69%	56%
#11	Value	55%	66%	65%
#31	\$100	\$16.53	\$25.31	\$20.52
#39	Support	45%	63%	51%
	Pay	23%	38%	33%
#114	Assessment	10%	7%	9%

Affordable Housing:

- **Business respondents consistently showed the highest support for affordable housing**
- **The voter respondents were 2nd and the least support was from the homeowner respondents**
- **In #39 “Willingness to pay” was lower than support for all respondents ranging from 18-25 points**
- **Assessment of how well the community in doing in regard to affordable housing was consistently very low for all groups. Affordable housing had the lowest assessment scoring of any of the 21 issues listed in the assessment section of the survey.**

Conclusions & Recommendations



Most Important Issues facing the
Town of Carbondale in the next 5
years

- Preservation of small town character
- Affordable housing
- Traffic mobility and circulation
- Growth management/slow growth

Conclusions & Recommendations



Agreement – \$100 Allocation -
More emphasis on:

- Purchase of public open space areas
- Help provide affordable housing
- Development of additional pedestrian/bicycle trails

Conclusions & Recommendations



Agreement : Assessment – High marks!

- Air quality
- Scenic/visual quality
- Water quality/quantity
- Parks and trails
- Recreation opportunities
- Music, Culture and the Arts
- Sense of community

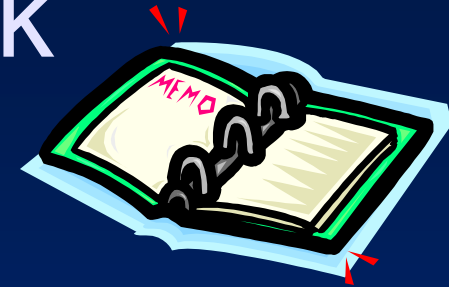
Conclusions & Recommendations



Low community assessment scores vs. values should be of concern in the following areas:

- Traffic
- Affordable housing
- Education (K-12)
- Cultural integration
- Public safety
- Health care services
- Economic health
- Appearance of town

Survey Notebook



- Full Survey Findings
 - PowerPoint presentation
 - Spreadsheet Analysis
 - Cross-tab analysis
 - Back-up materials
 - Computer CD
- Write-in responses
 - 107+ pages
 - What would cause respondents to leave Carbondale
 - Additional details to responses
 - Comments and recommendations

Conclusions & Recommendations

- Use the results
- Review the write-in responses
- Share the information



- Future Surveys: Trend analysis
 - Testing of strategies
 - Questions retained for consistency
 - Measure changes occurring over time
 - New questions added