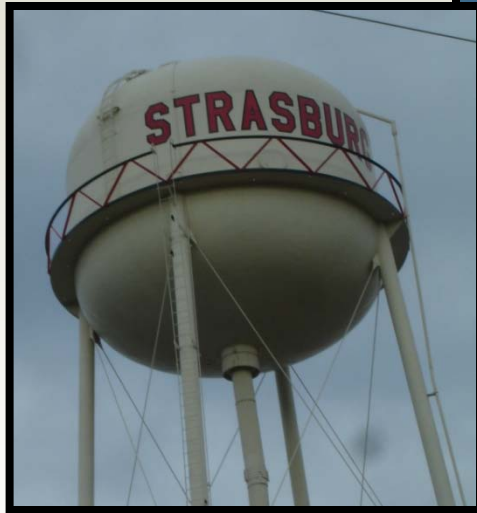


Strasburg Community Survey

Final Results

March 2009



ADAMS COUNTY
COLORADO



Introduction / Methodology

▶ **About RRC Associates**

- ▶ Consulting and market research firm, founded in 1983 and Based in Boulder, Colorado. Staff of 18.
- ▶ Own and operate the Boulder Focus Center, a leading Colorado focus group facility Particular specialization in Strategic Consulting
- ▶ Well-proven qualitative and quantitative expertise

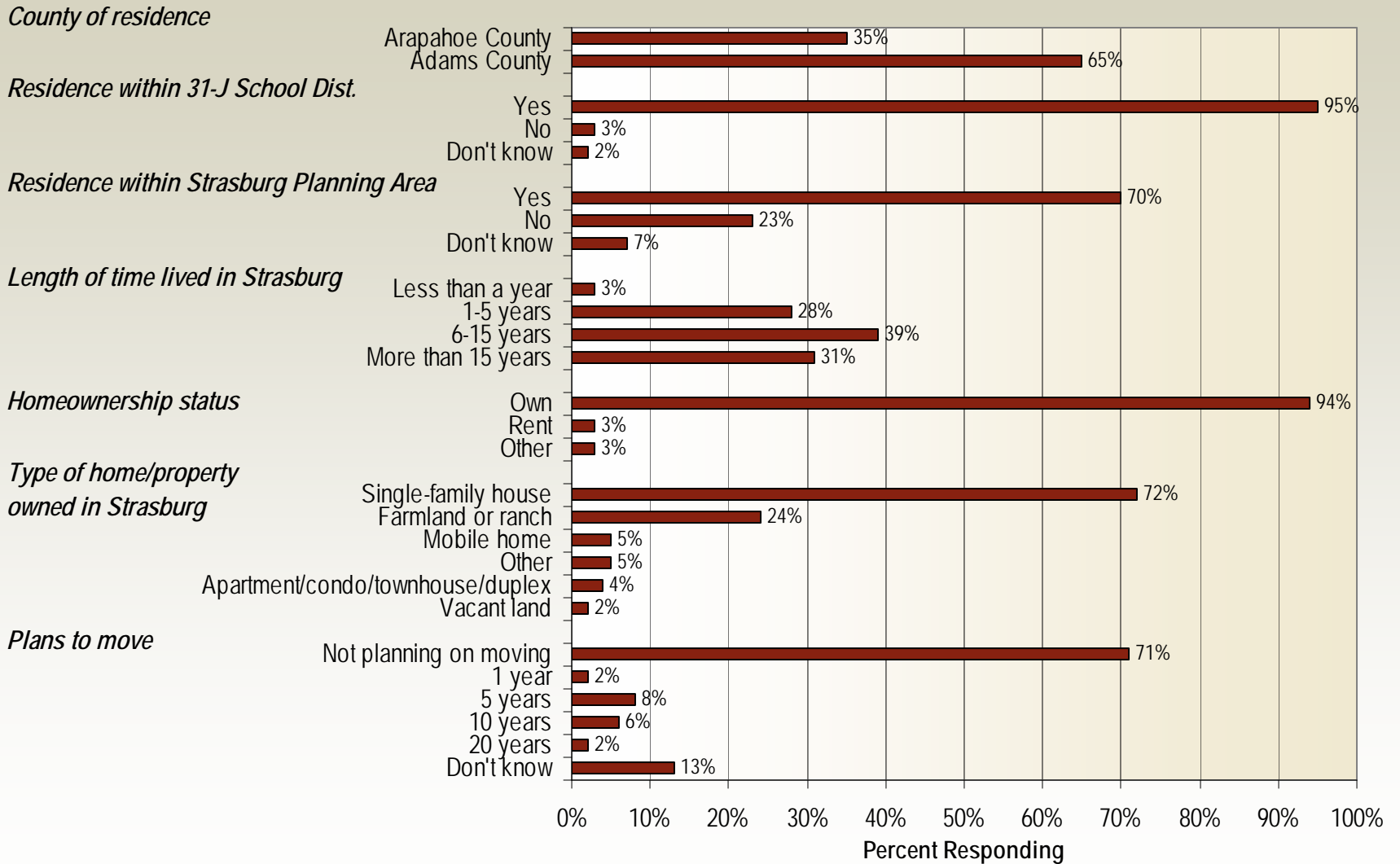
▶ **Market Research**

- ▶ Needs assessments: Parks and Rec. / Open Space & Trails / Community-wide input to master plans and comprehensive plans (results of Strasburg Community Survey may be used to update the Strasburg Sub-Area Plan for the counties at a future date)
- ▶ Customer Satisfaction Surveys
- ▶ Publications/Media
- ▶ Ski Industry and Mountain Towns
- ▶ Real Estate/Feasibility
- ▶ Housing needs assessments
- ▶ Land planning / public processing / community planning

Introduction / Methodology

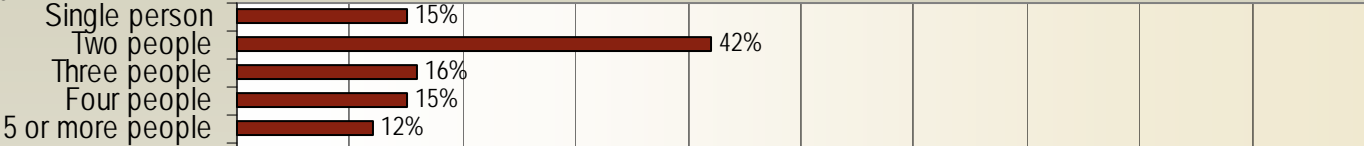
- Survey mailed to 1,857 households, with option to complete online if preferred; additional copies available at Guaranty Bank for anyone not receiving
- Advertised in the I-70 Scout to increase awareness and participation
- Great sample size (n=321), for response of 17.3%
- Margin of error +/- 5.5%
- Survey addressed full range of issues: jobs, economic development, infrastructure needs, quality of life, satisfaction with current services, transportation, housing, types of commercial development, and priorities for the future.
- Similar survey conducted for Byers in 2007

Household Characteristics of Respondents



Demographic Characteristics of Respondents

Total living in household



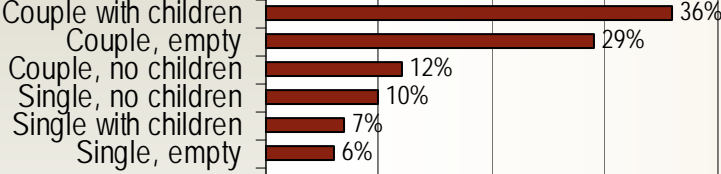
Registered voter



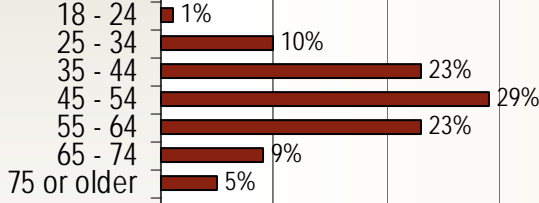
Gender



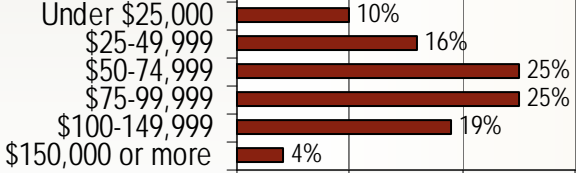
Household status



Age



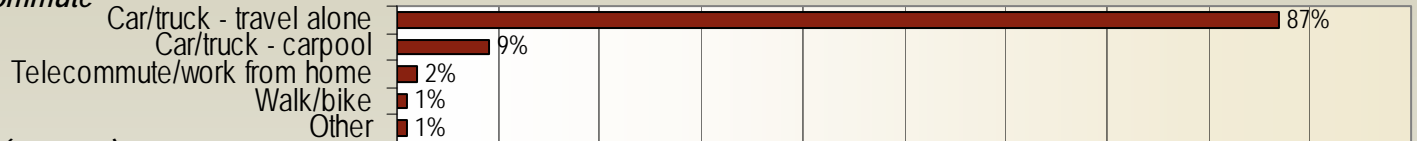
Household income



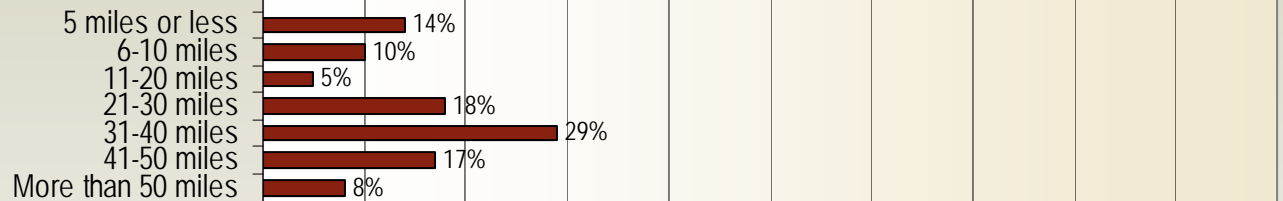
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Percent Responding

Employment and Commuting Characteristics of Respondents

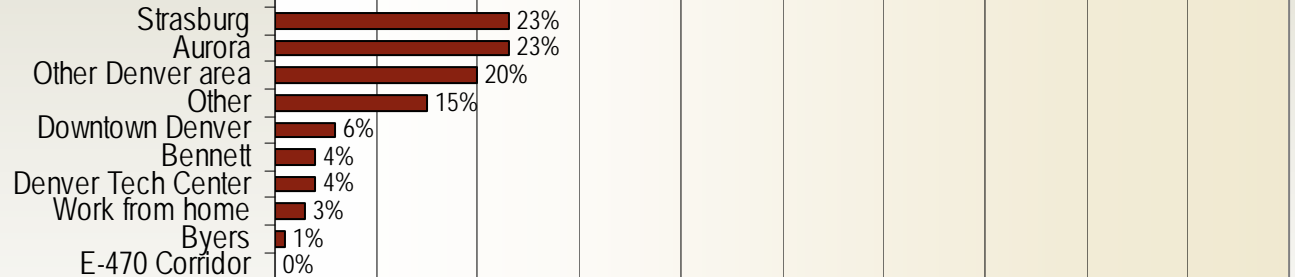
Primary means of commute



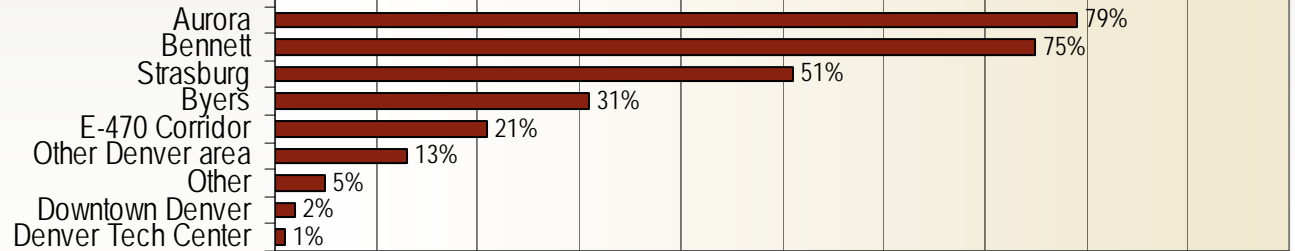
Length of commute (one-way)



Place of primary employment

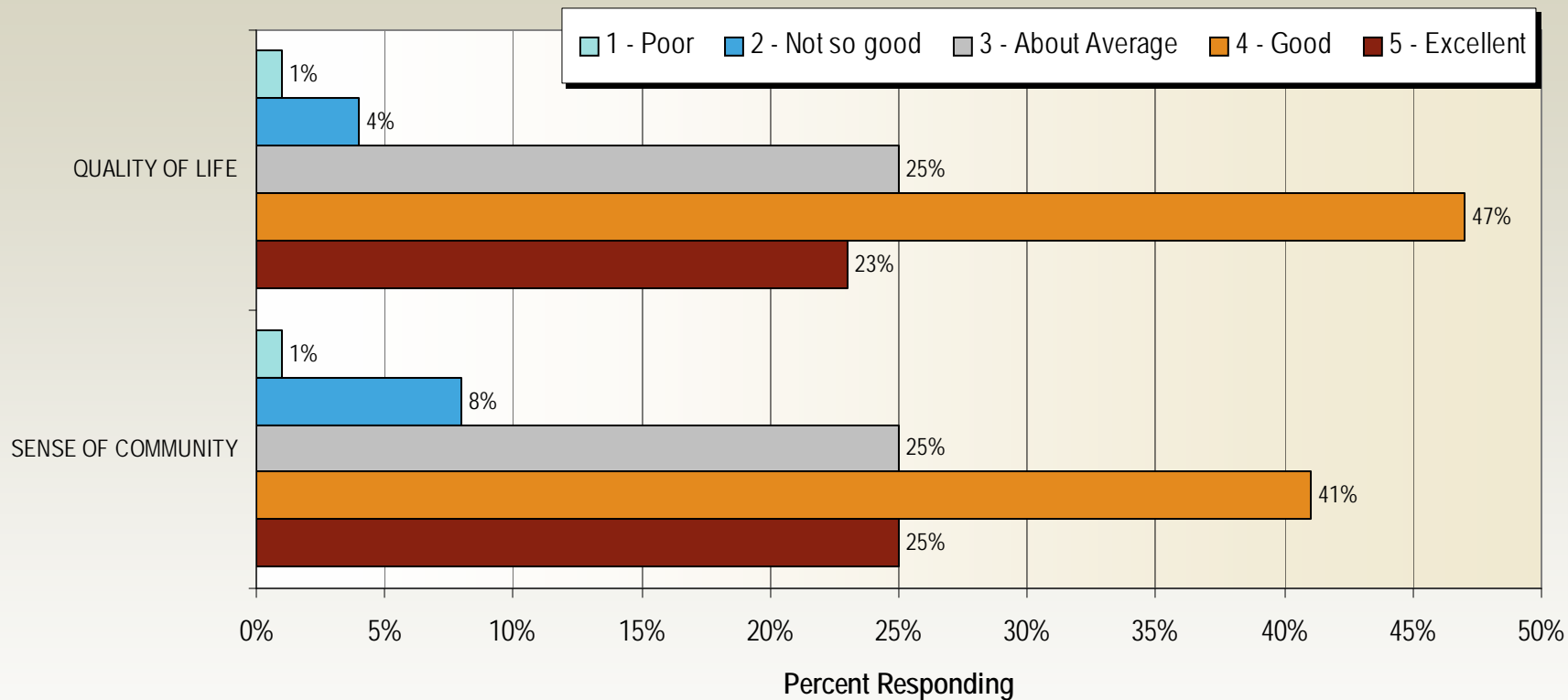


Location of primary goods/services purchases

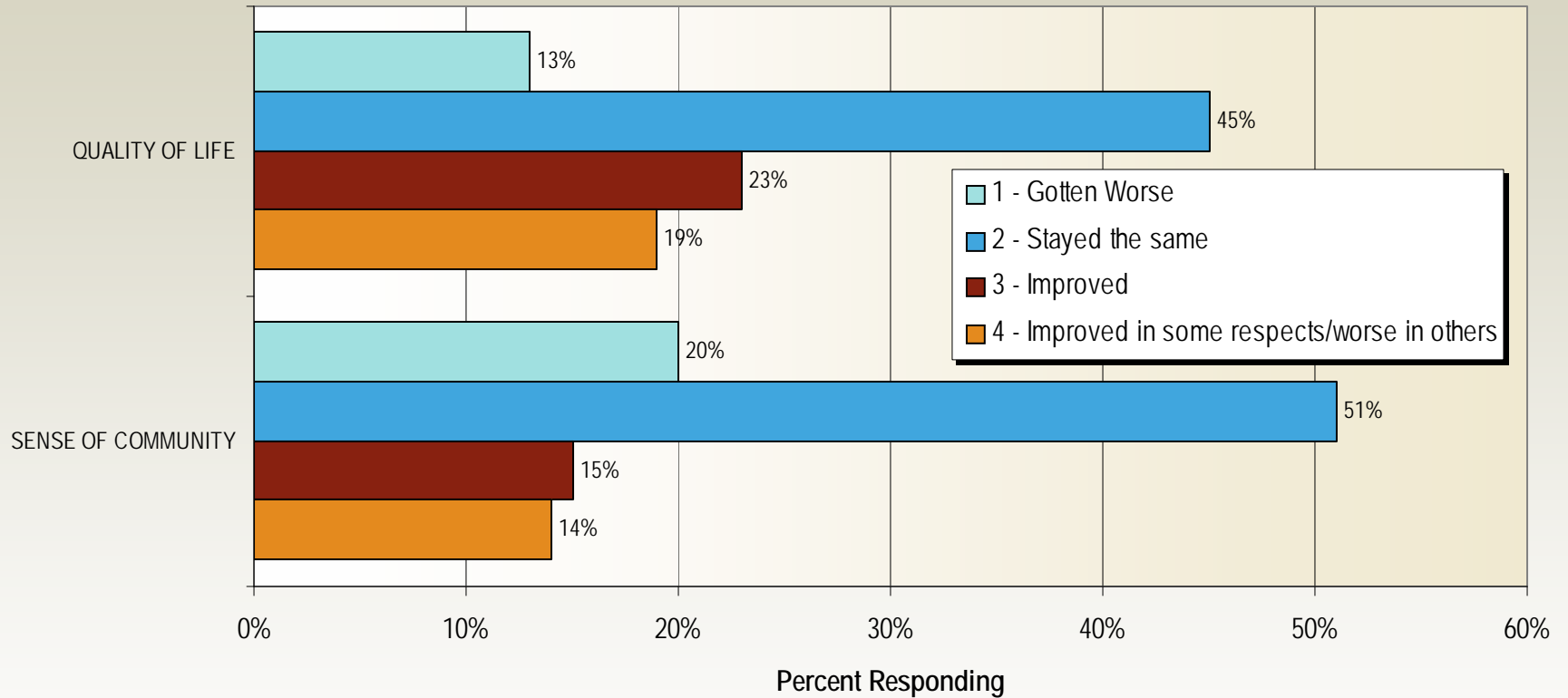


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Percent Responding

Current Quality of Life and Sense of Community in Strasburg



Quality of Life and Sense of Community Improved/Gotten Worse over Last Two Years



Comments in Regard to Quality of Life / Sense of Community

Gotten worse:

Growth has deteriorated "small town" atmosphere

More moving out, less becoming involved

New people in community not getting involved

Too many city people with city attitude

Many new people have moved in with their big city attitudes and mindsets.

The economy is striking harder in Strasburg compared to similar economic communities in the metro area. The sense of community has dropped a little due to low income housing startups and lack of involvement by new comers. The schools are still very good.

Stayed the same:

Most newcomers do not buy local or work local but some have added to community spirit

Growing comes with problems attached. More growth, more problems. Kind of makes it stay the same. This isn't a complaint though. Just a lot of vacant houses now.

No job base or places to spend time with others.

Improved:

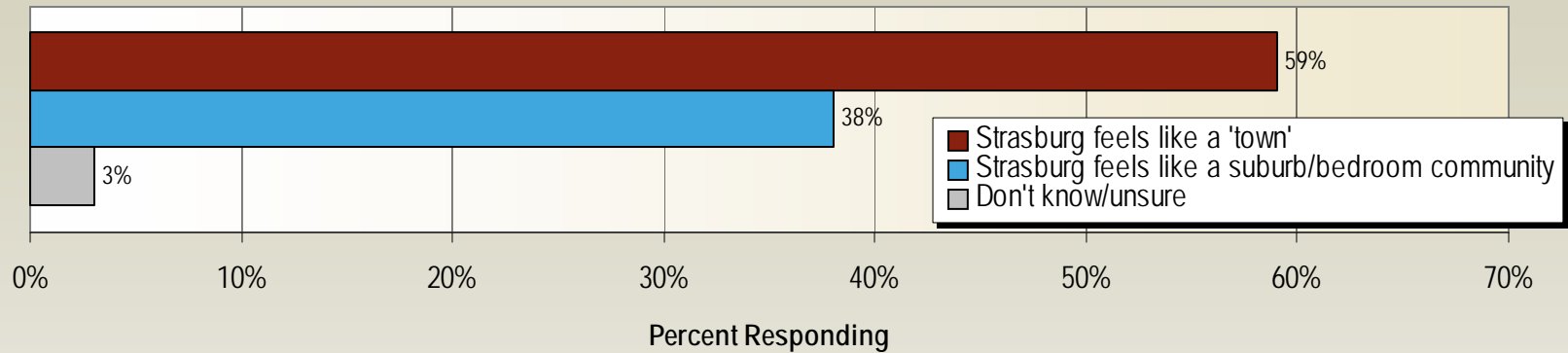
More businesses opening make it more enjoyable to live here.

The addition of a full service grocery store in Bennett has improved the quality of life by making it easier to access needed supplies. The sense of community has stayed the same in that, people don't go out of their way to be friendly or accepting of newcomers or transplants. "Big fish in little pond" theory.

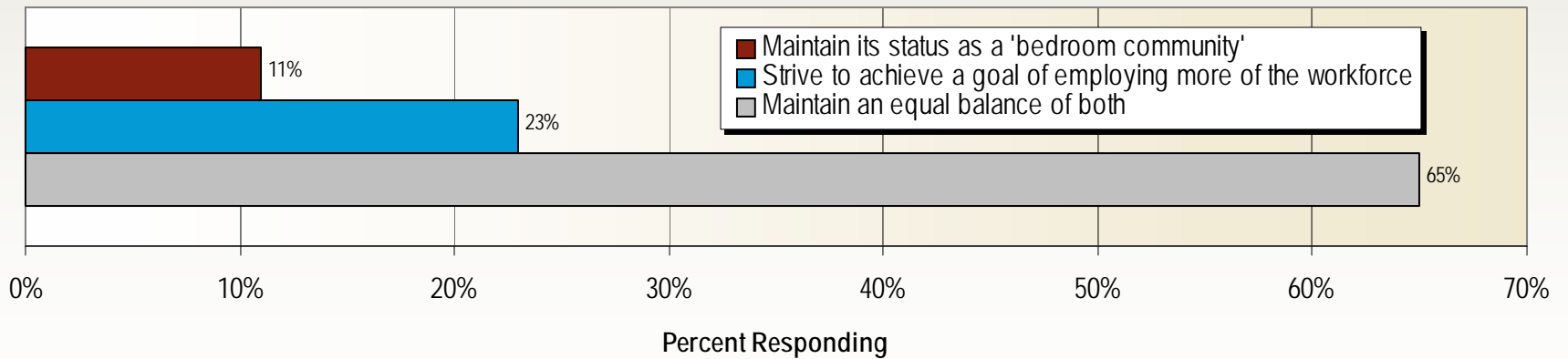
We moved here 8 years ago to get away from the city, traffic and noise. We love it here and the growth has been slow and steady, which I like. Everyone is so friendly and neighborly.

We moved here from California 2 years ago and we have enjoyed living in a rural area with all of the space around us. However it is nice that the King Soopers was built in Bennett, as we do like having some amenities near us. It is very nice living with a bit of both.

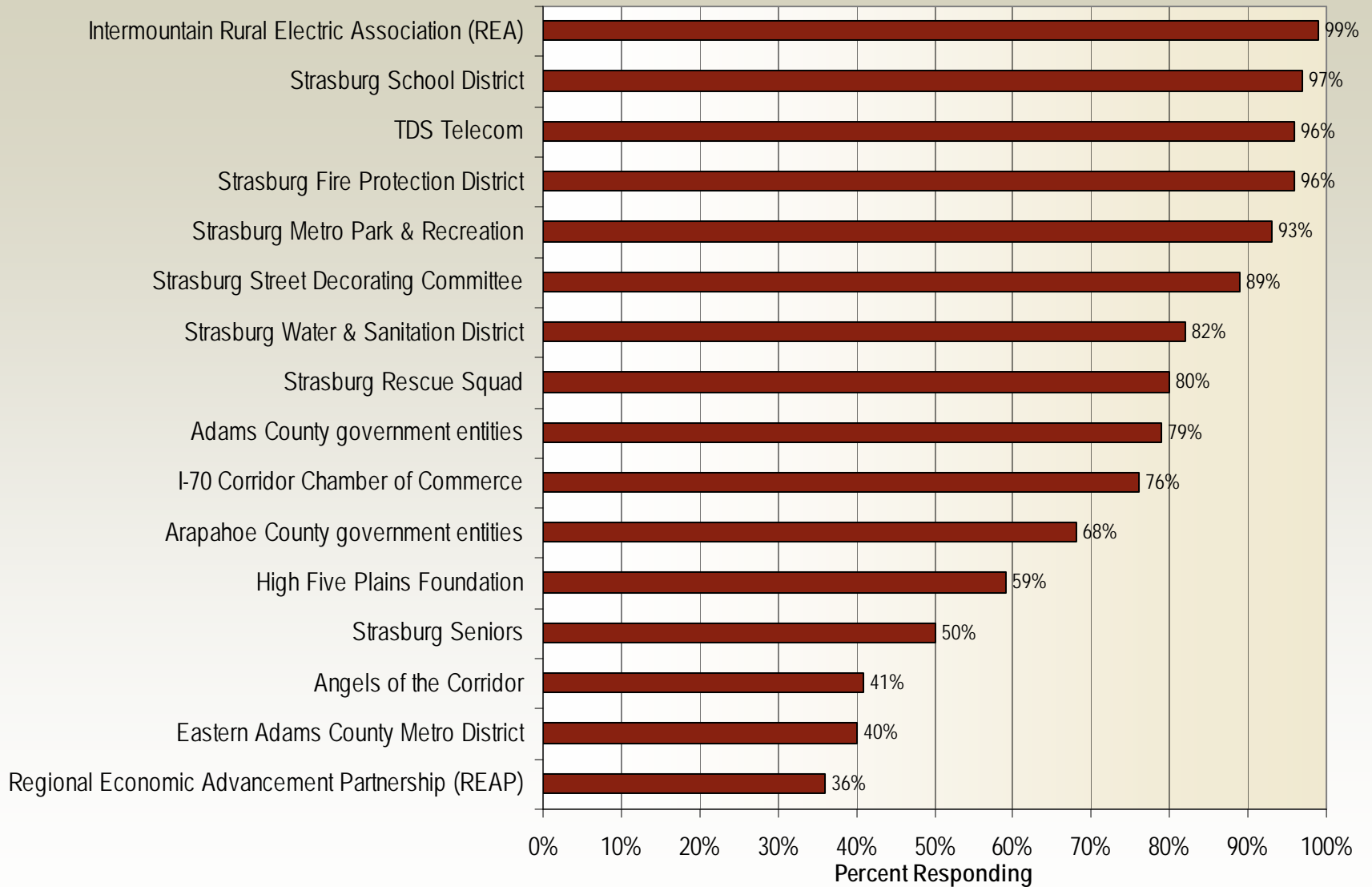
"Town" vs. "Bedroom community"



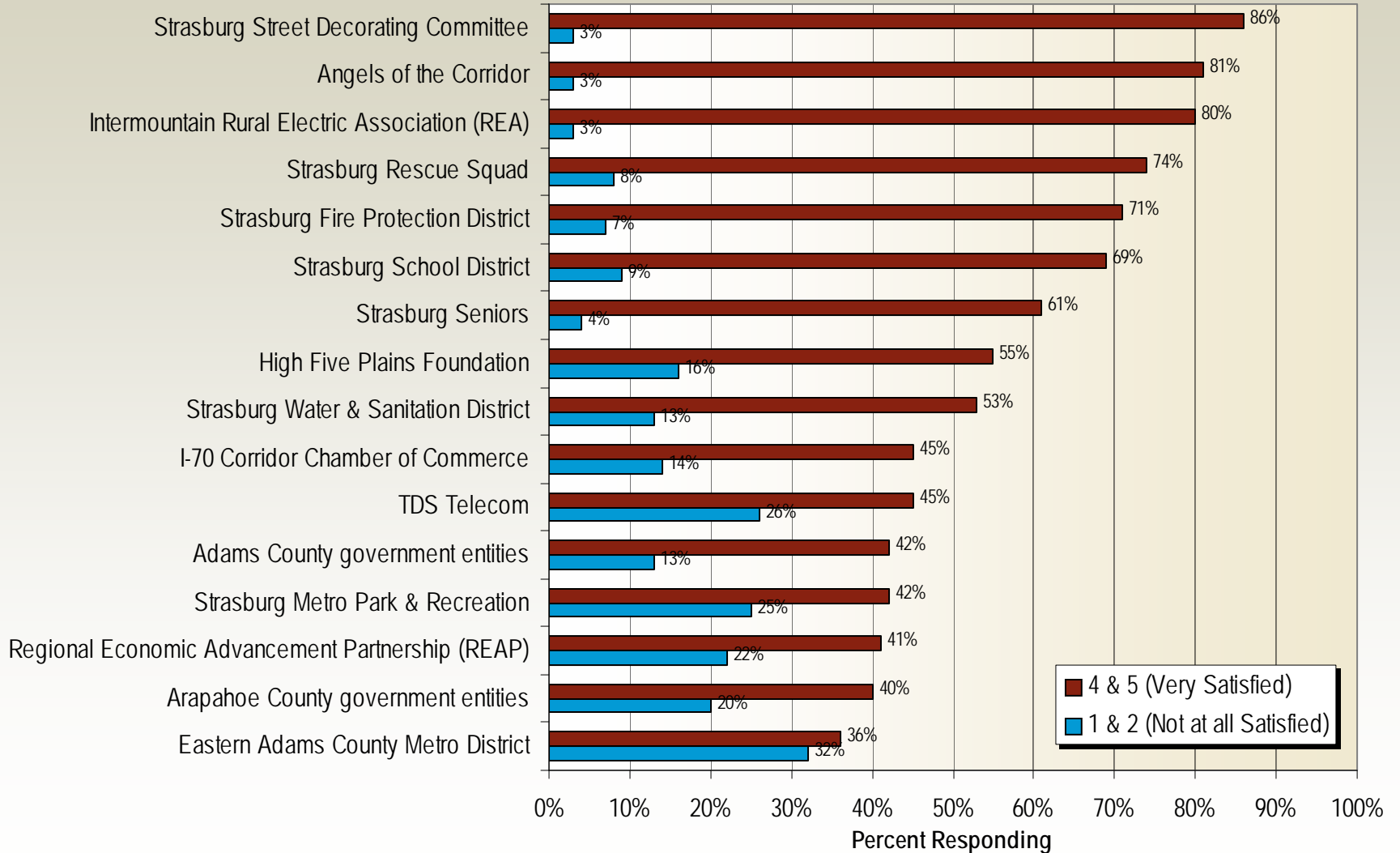
Over the next 20 years, Strasburg should:



Awareness of Districts/Boards/Organizations



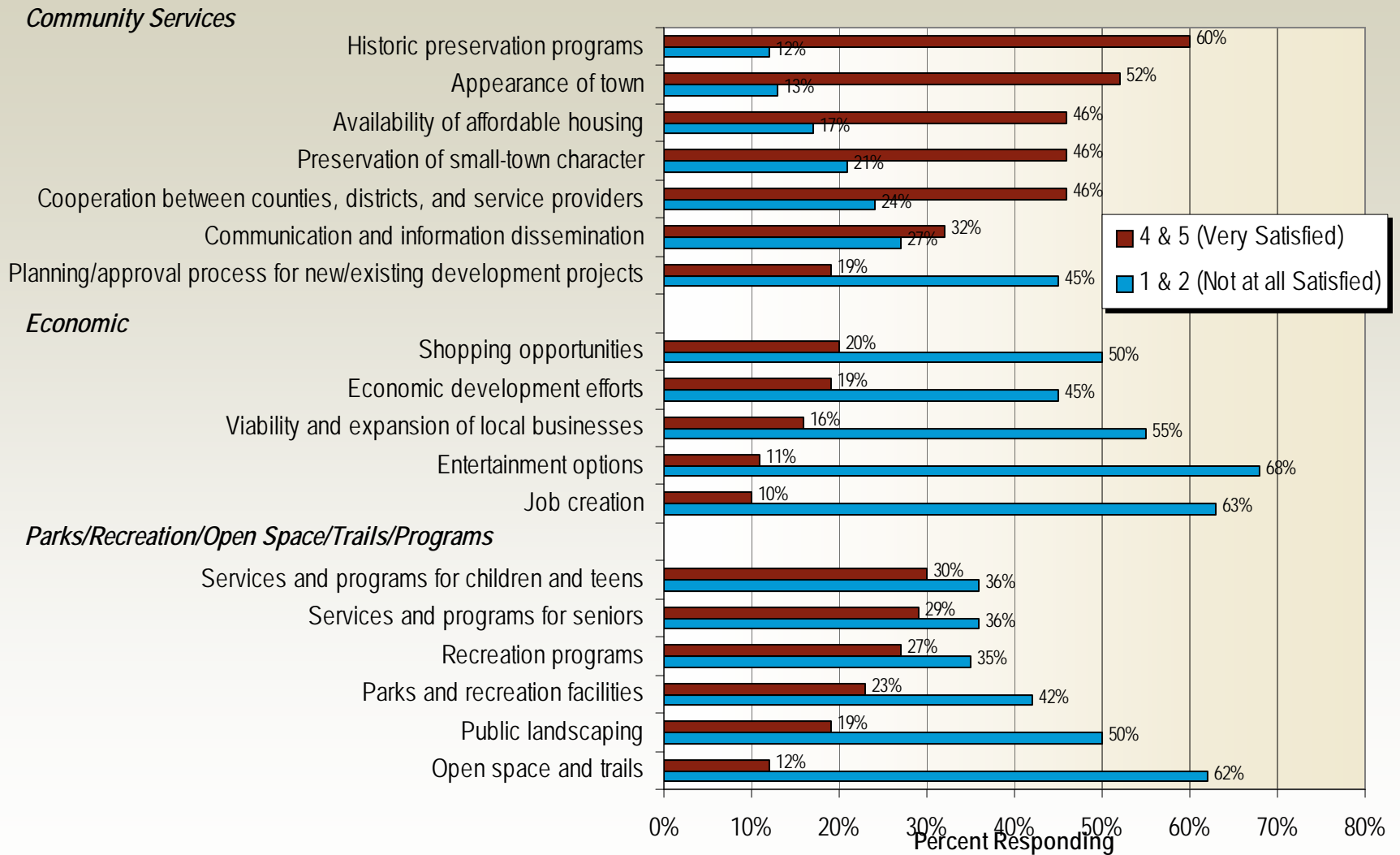
Satisfaction with Current Districts/Boards/Organizations in Strasburg



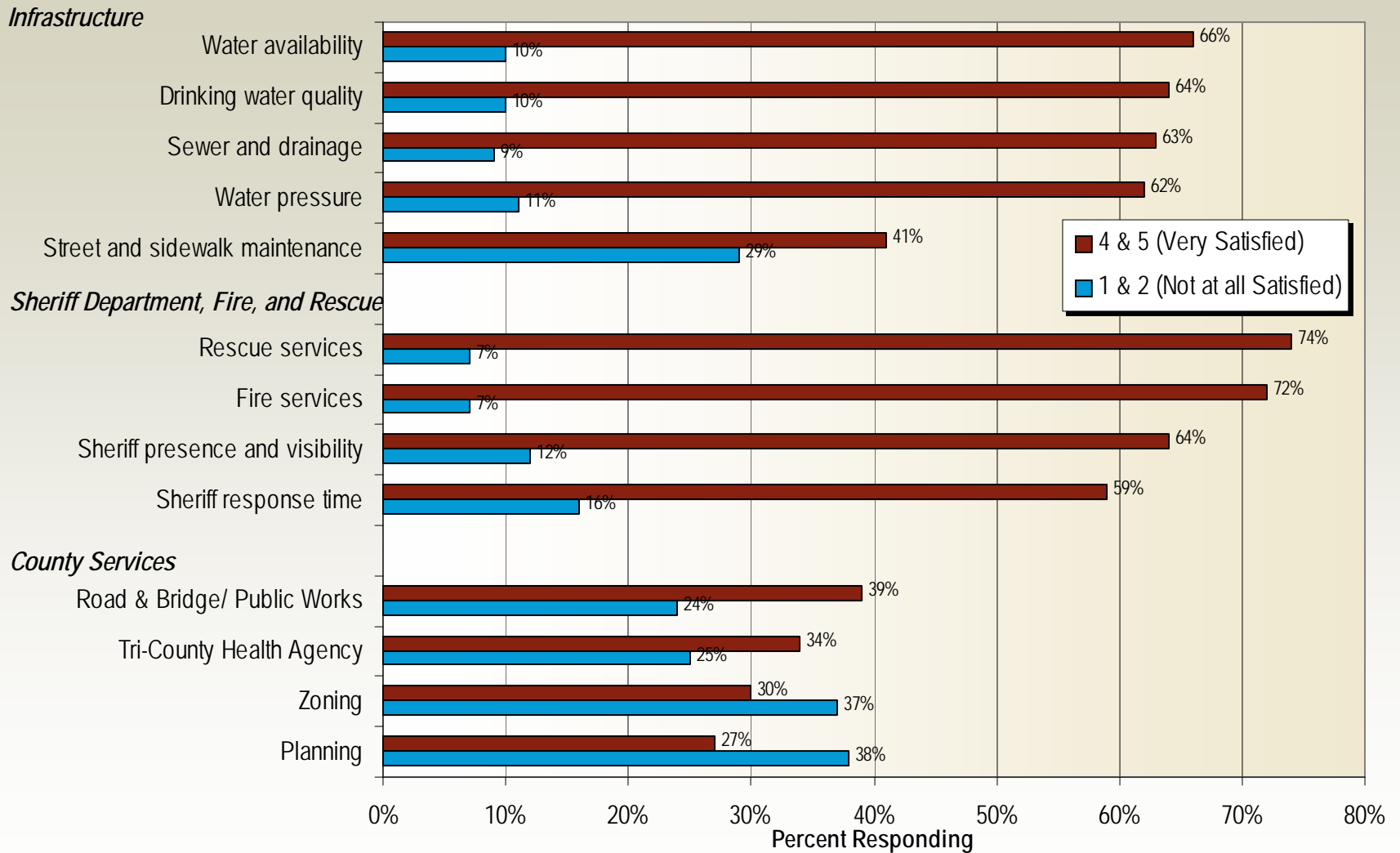
Satisfaction with Current Functions/Services

- Satisfaction levels were particularly high for infrastructure and sheriff/fire/rescue aspects, but were significantly lower for economic and parks/recreation/open space/trails/programs aspects.
- Community and county services received a variety of positive and negative ratings, with historic preservation programs receiving particularly high ratings but the “planning and approval process for new and existing development projects” receiving relatively low ratings.

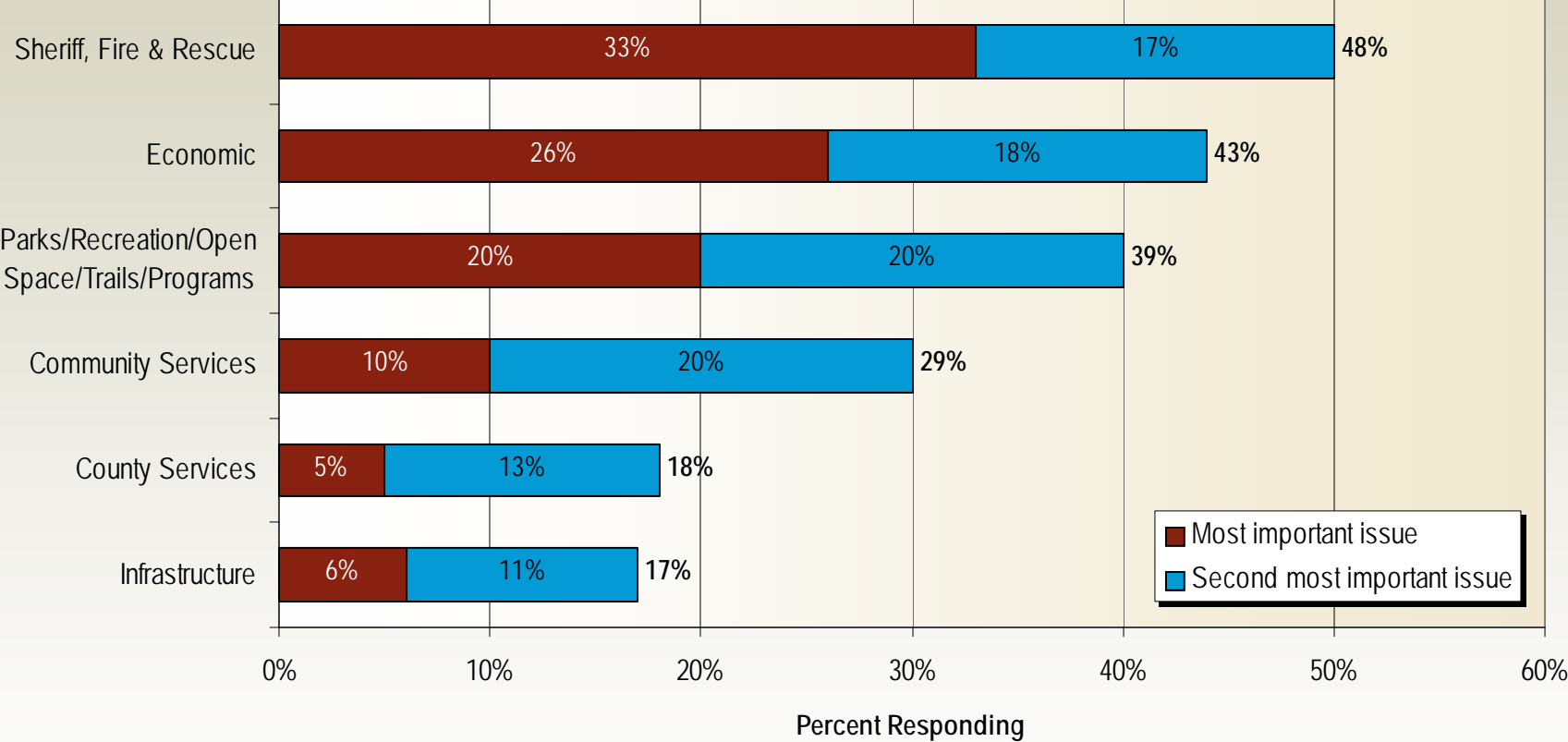
Satisfaction with Current Functions/Services



Satisfaction with Current Functions/Services



Most Important Functions/Services for Improvement



Priorities Important to the Future of Strasburg

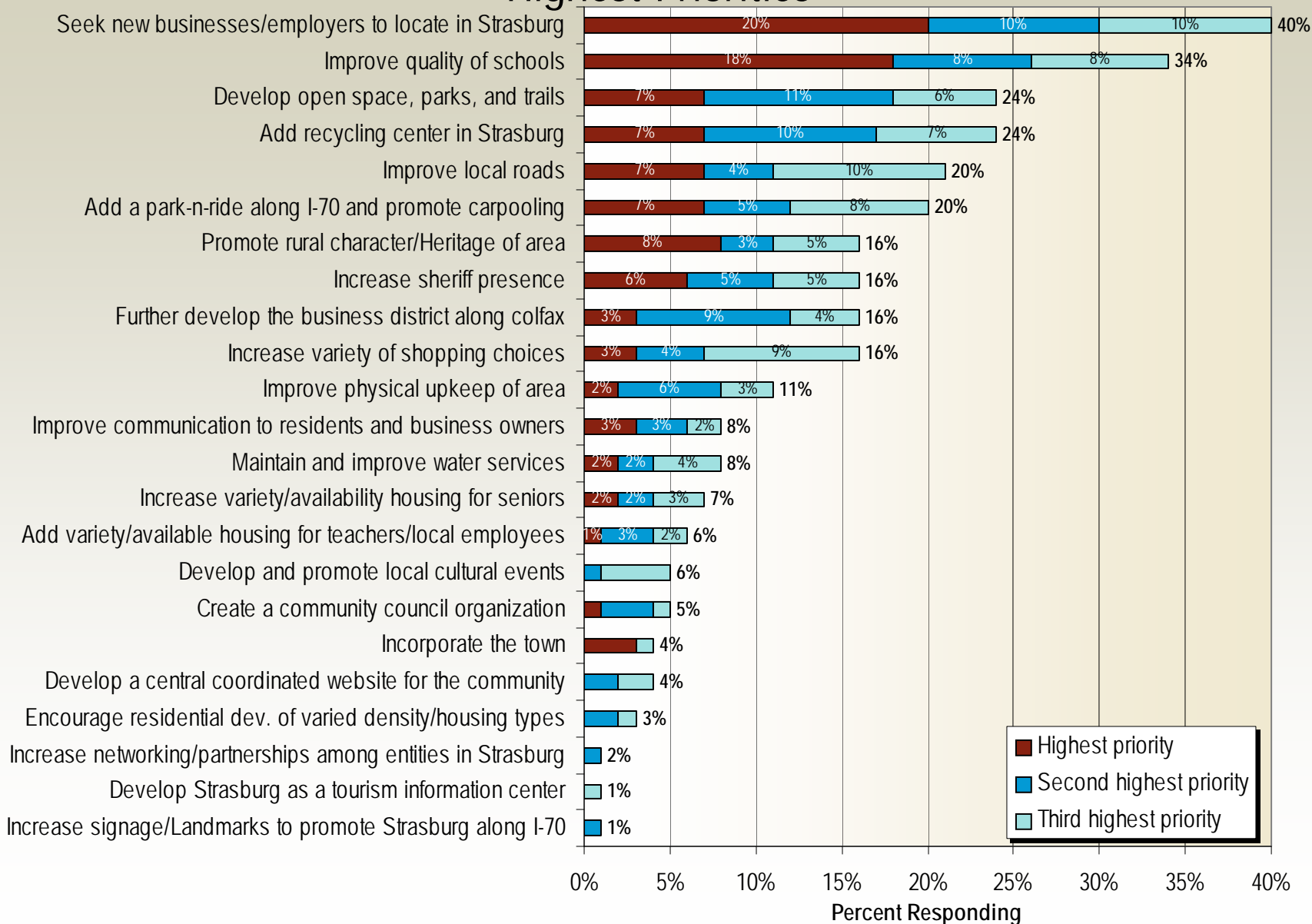
Highest Priorities

(% indicating one of top three priorities)

- Seek new businesses/employees to locate in Strasburg, 40%
- Improve quality of schools, 34%
- Develop open space, parks, and trails, 24%
- Add recycling center in Strasburg, 24%
- Improve local roads, 20%
- Add park-n-ride along I-70 and promote carpooling, 20%

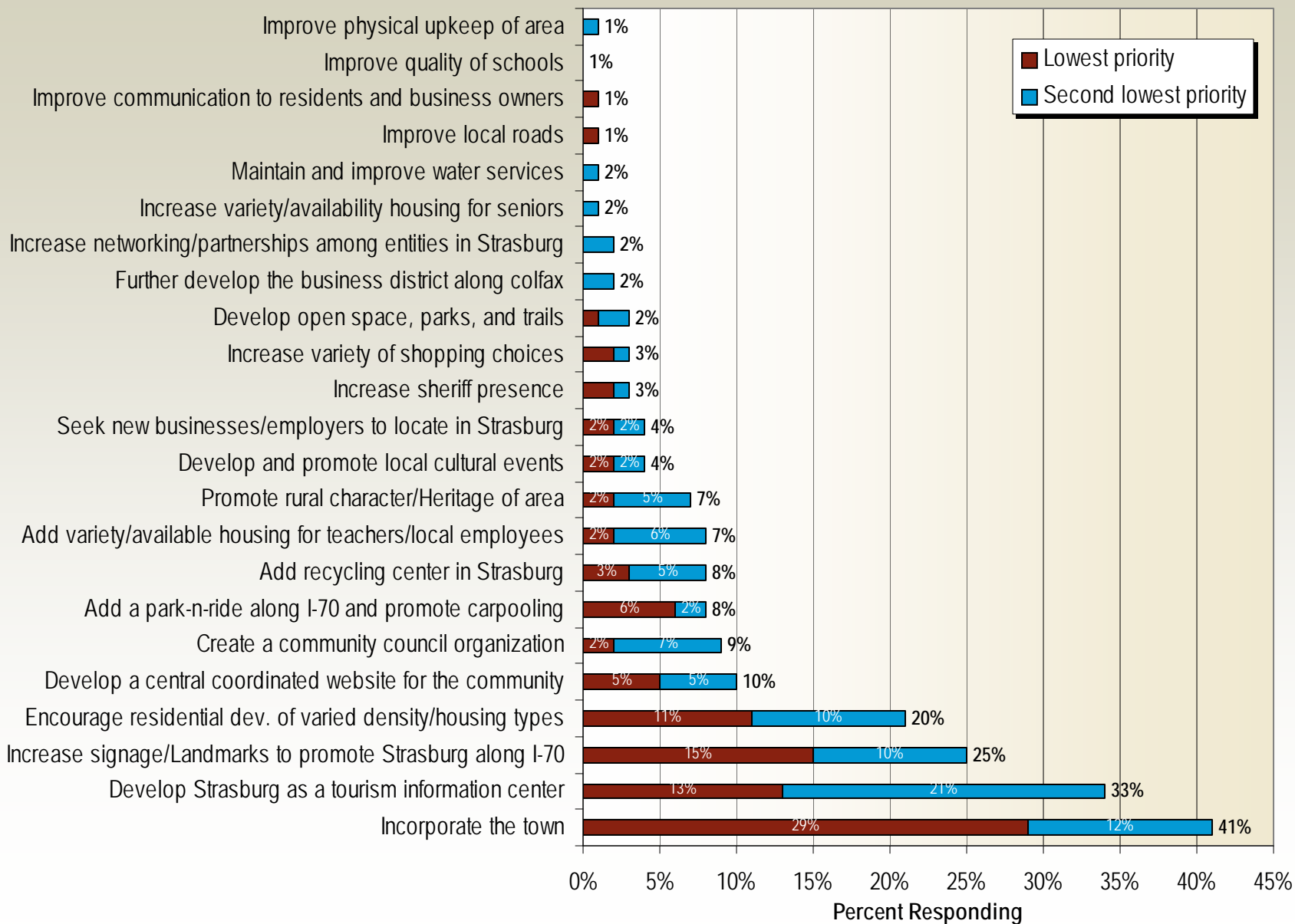
Issues Important to the Future of Strasburg

Highest Priorities



Issues Important to the Future of Strasburg

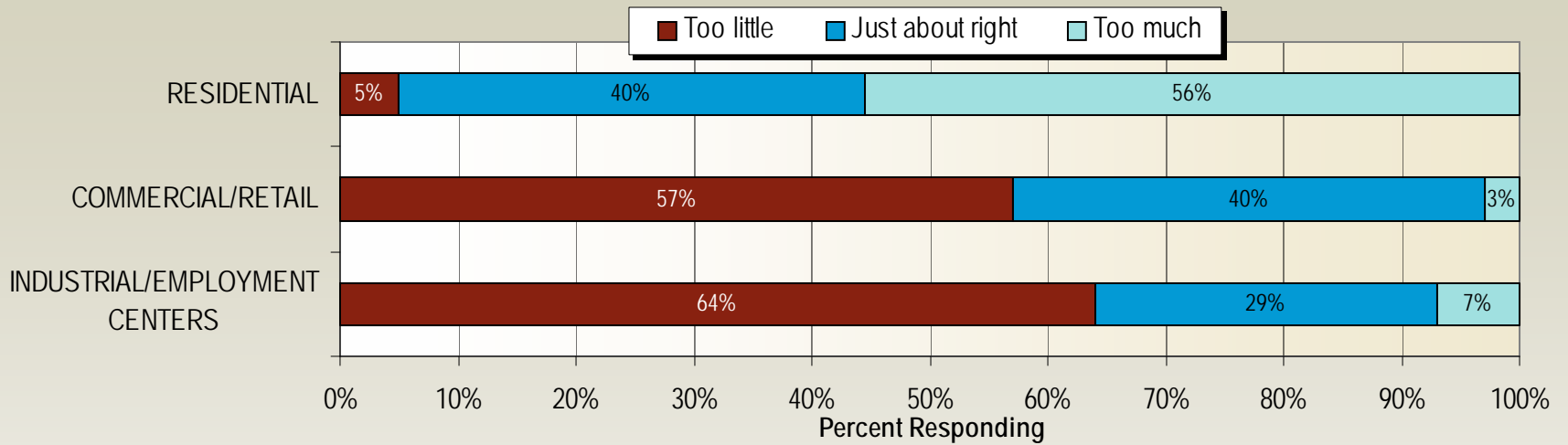
Lowest Priorities



Respondent Comments about Future Priorities

- *A better recreation center for people to workout, better organization of fields and sports offered.*
- *Better and cheaper ambulance service, full time fire department, do away with volunteer services of both.*
- *Encourage businesses to provide honest and dependable services so that local people will want to do business here. Affordable rent for small business because of the limited traffic. Outdoor flea market would be great.*
- *Improve the recycling facilities. Recycling would be huge, just a drop off to help Strasburg be earth friendly.*
- *Medical doctors and hospital.*
- *More entertainment/recreational activities, movies, swimming, activities for youth.*
- *More parks or recreation center would greatly improve the community, maybe a pool?*
- *Nothing new, but more assistance to the recreation center and other youth sports so they have the playing fields etc. they need.*
- *Really would love to have bike/walking trails.*
- *We need to have a coordination of districts and have a presence with the counties.*

Opinion on Rate of Growth and Development



Management of Growth and Development

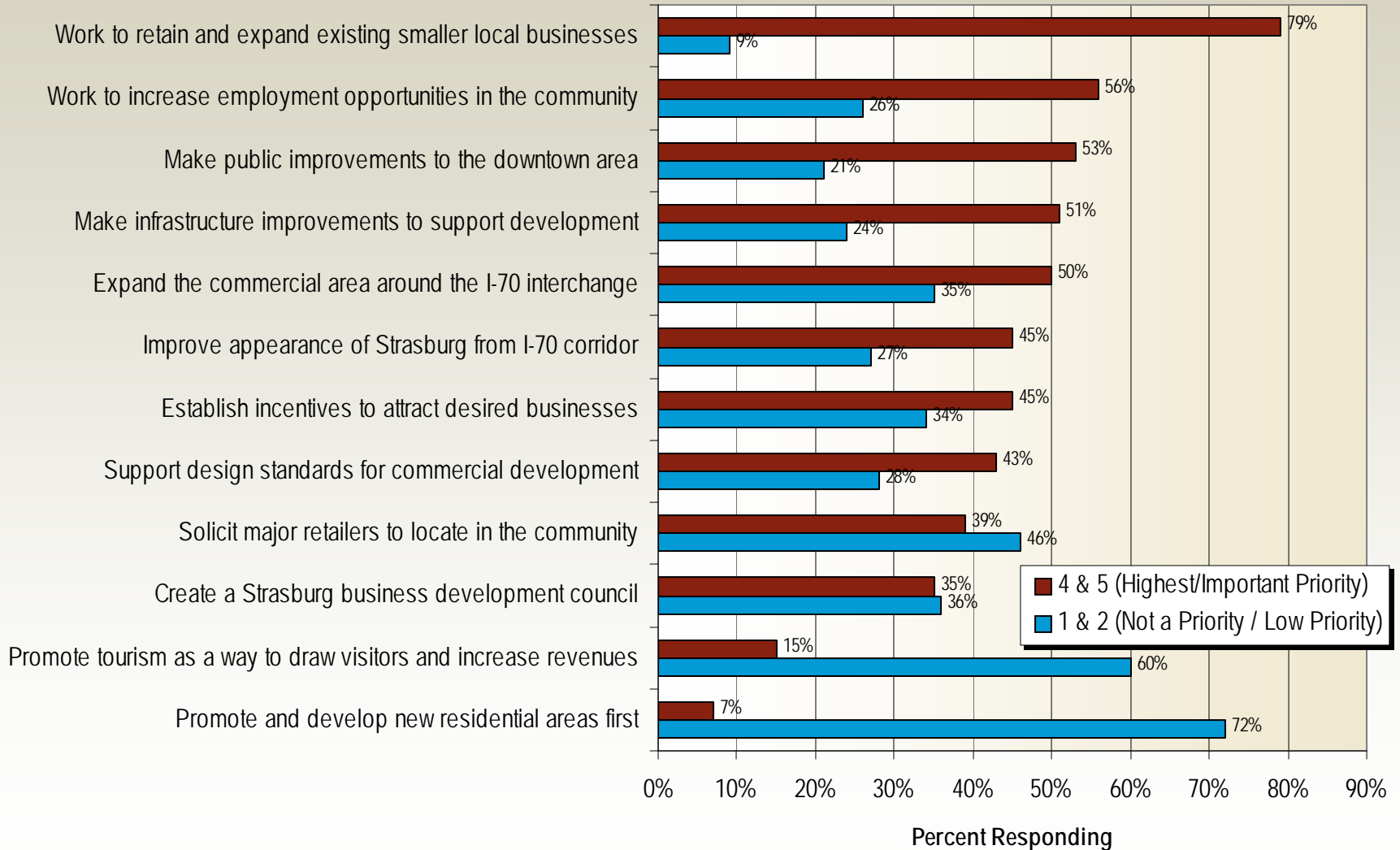
- 32 percent said growth and development has been poorly managed, not well-controlled
- 31 percent said it varies by development
- 14 percent said growth has been well-managed and orderly
- 5 percent said it is too strictly controlled, that even desired growth is not allowed
- 26 percent were uncertain
- Comments indicate dissatisfaction with the amount and rate of residential growth over the last several years (too much too quickly), a result of perceived poor planning or lack of county oversight.



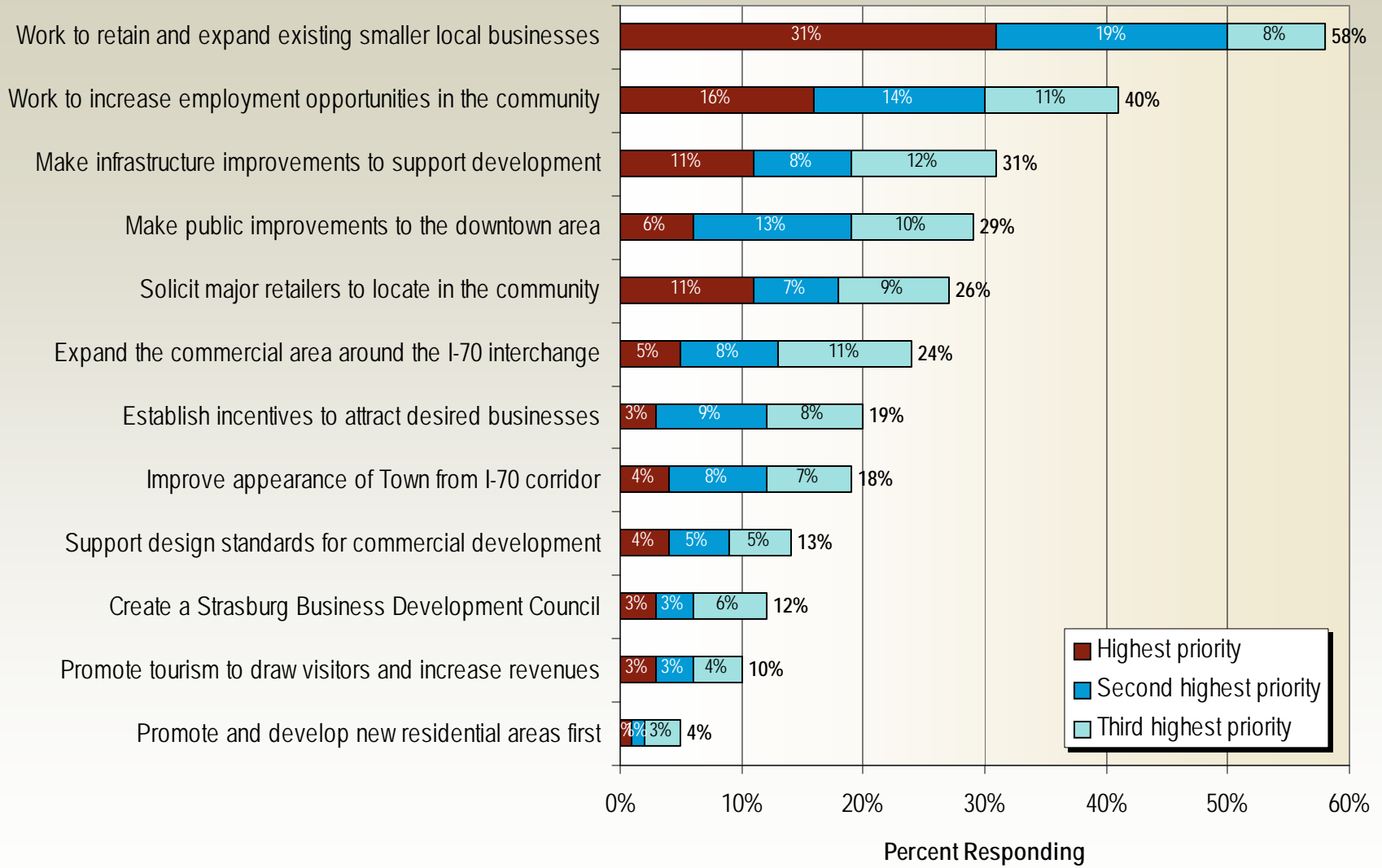
Comments about Growth and Development

- *Allowed too much subdivision and residential/small acreage housing, not enough code enforcement for those areas.*
- *County commissioners need to use more prudent judgment in approving residential/rural developments and stick to zoning requirements.*
- *Due to our economic plunge and fall in housing market, there should be no more single family homes permitted/built.*
- *I believe by the number of vacant homes in the area, Strasburg has overbuilt.*
- *Maintain a small town, rural atmosphere.*
- *Most come to Strasburg to get away from the growth.*
- *Need to plan and control development much better. Developers tend to get their way with both county planning departments.*
- *Strasburg should work with the neighboring towns to share in providing services. One town may provide one service, while another provides others.*
- *To see the commercial side increase, but keep the residential growth managed.*
- *I guess I want it both ways. A nice quiet small place to raise your kids, but more activities for them and more employment opportunities for everyone.*
- *Would like to see growth to better support the existing community without commercializing this good rural town.*

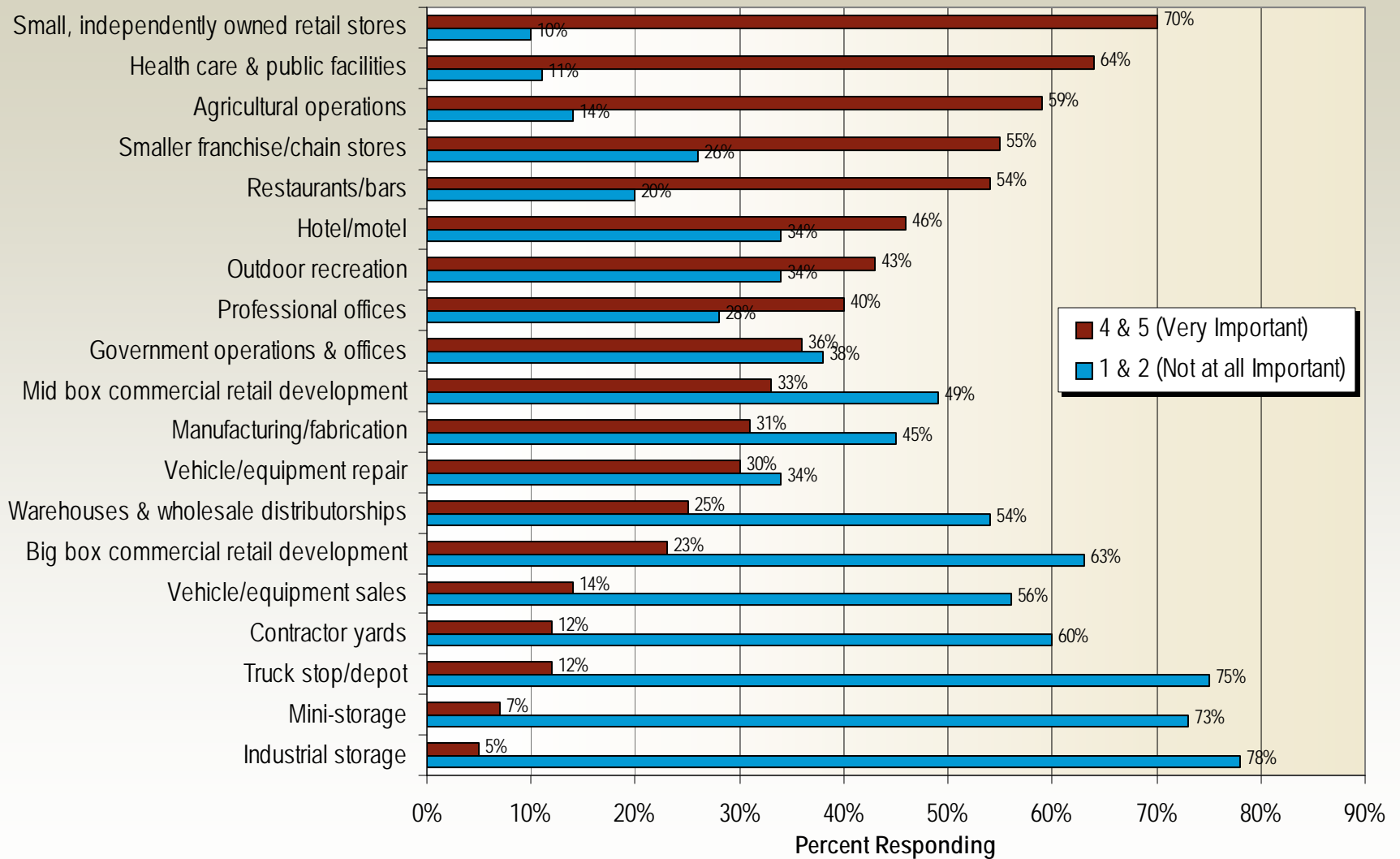
Where should the town focus resources for economic development?



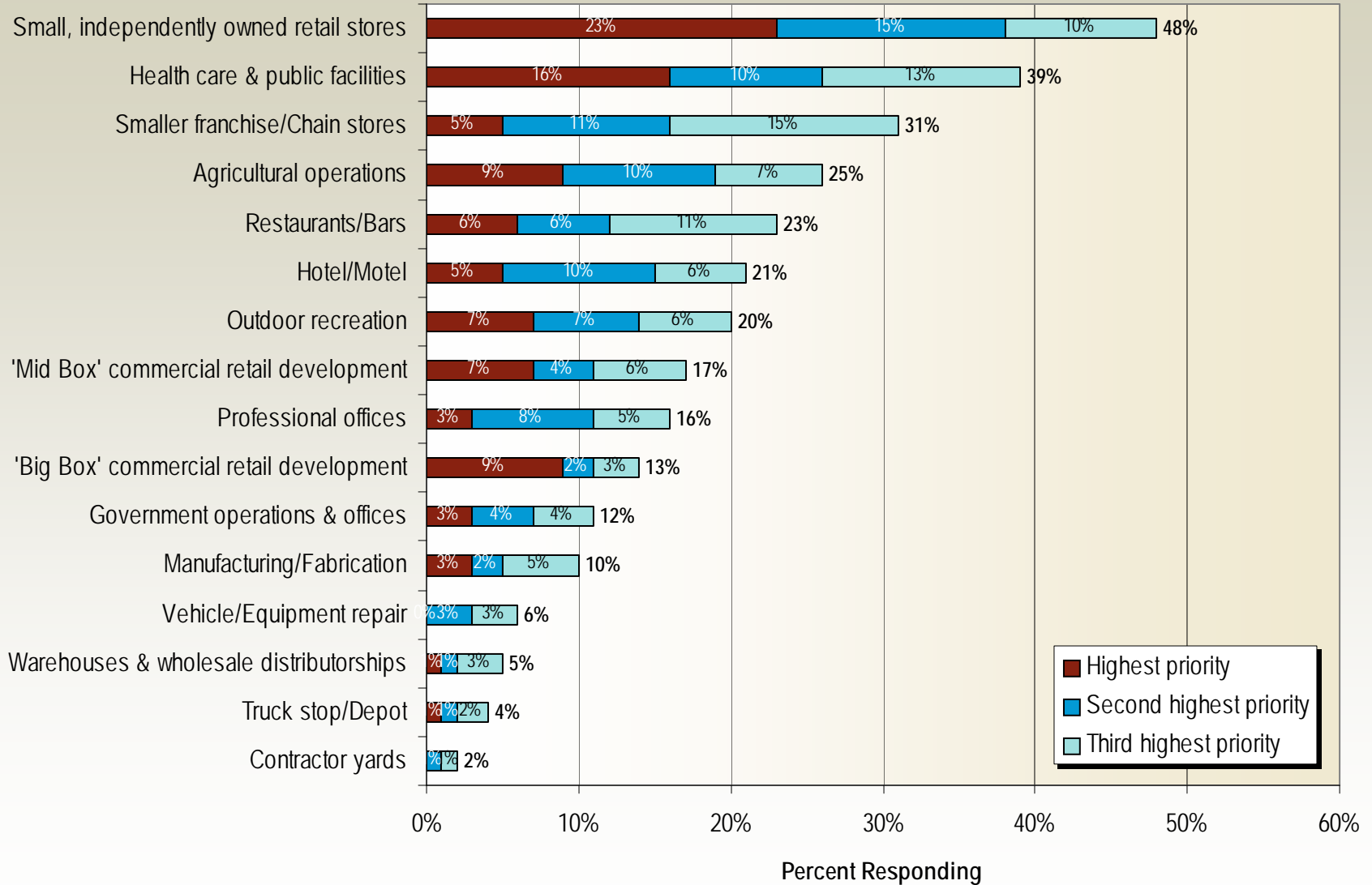
Highest Priorities for Economic Development



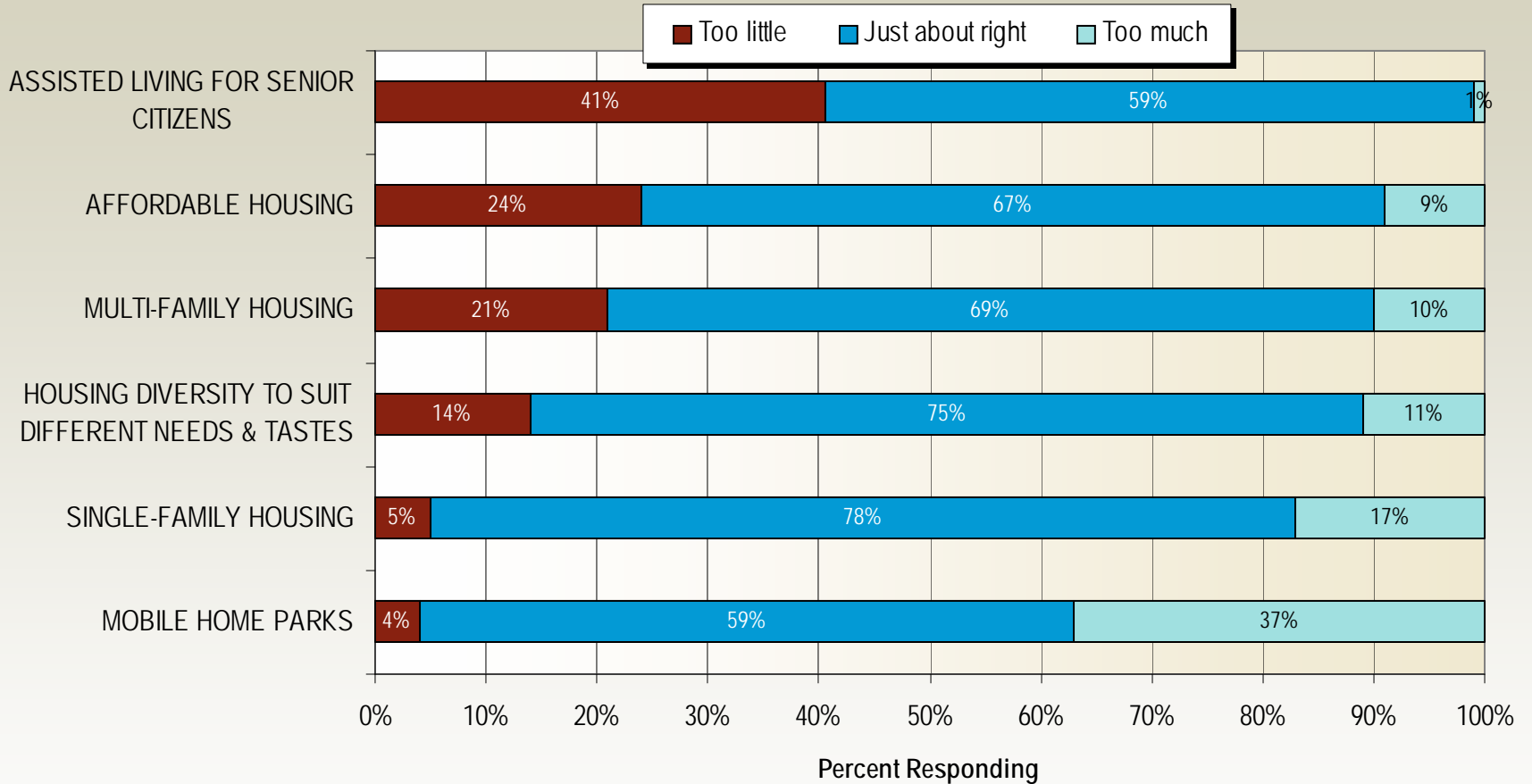
Importance of Commercial Development Types



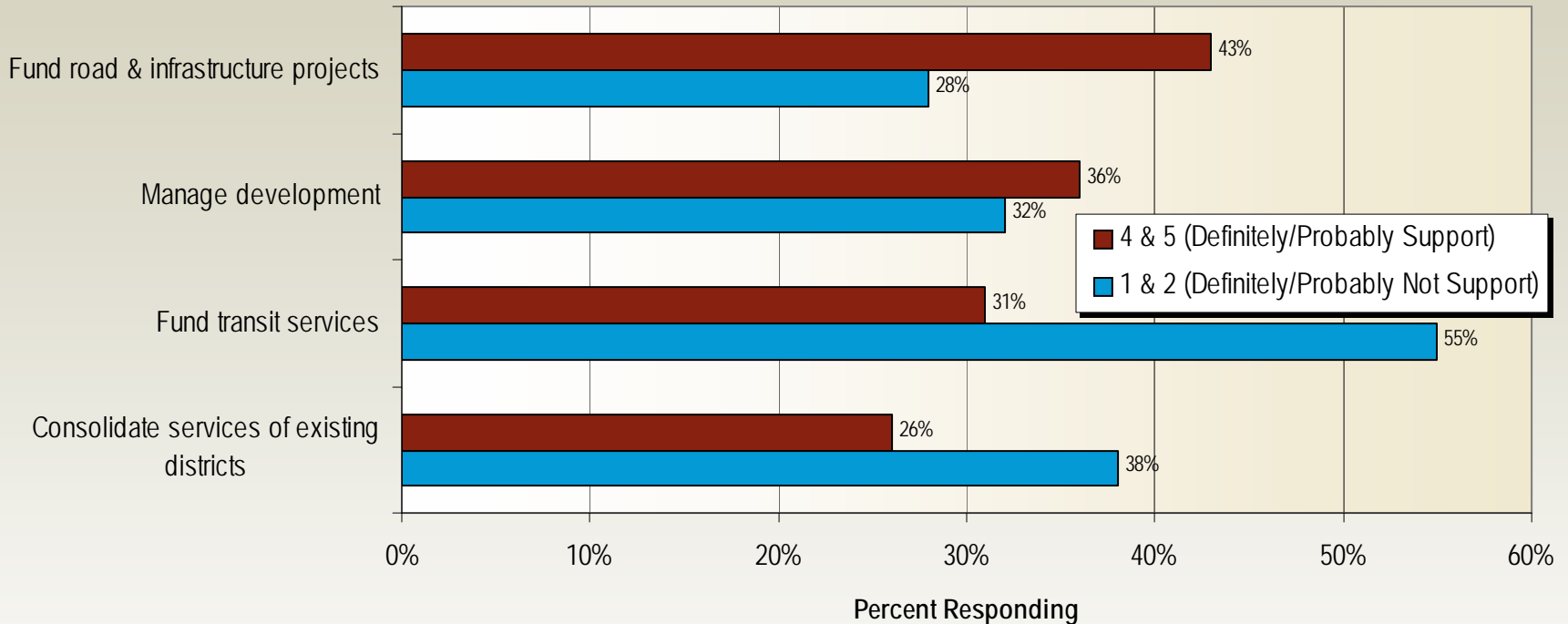
Highest Priorities for Commercial Development



Current Availability of Housing Options



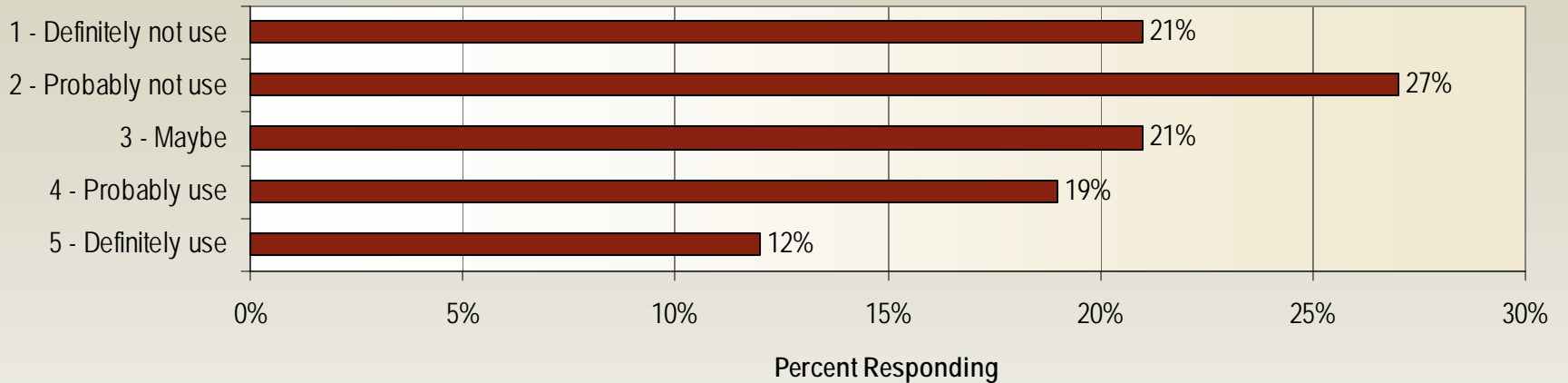
Support the creation of a metropolitan special district funded through property taxes to:



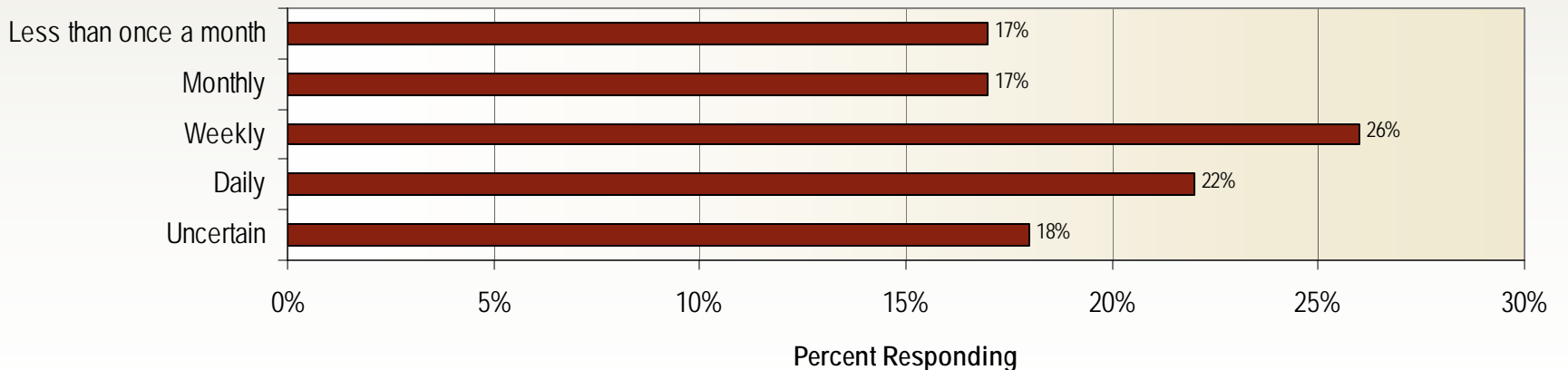
- Support for the creation of a special district was not high overall
- Support was greater if a special district was formed to fund road and infrastructure projects, but was still not overly strong
- Support was particularly low if a special district was formed for the purpose of funding transit services

Transportation

IF A COMMUTER ROUTE BUS OR SHUTTLE SERVICE TO DENVER WERE AVAILABLE, WHAT WOULD BE THE LIKELIHOOD YOU WOULD USE THE SERVICE



IF A COMMUTER ROUTE BUS OR SHUTTLE SERVICE TO DENVER WERE AVAILABLE, HOW FREQUENTLY WOULD YOU USE THE SERVICE



Communication

- 32% rated their satisfaction with “current communication and information dissemination” in the community positively but 27 percent rated their satisfaction negatively
- 50% indicated that “increased communication to residents and business owners” was very important for Strasburg to focus on as an area of improvement
- How Strasburg can best reach community members:
 - I-70 Scout (87 percent of respondents)
 - Direct mailings (54 percent)
 - Creation of a community newsletter (31 percent)
 - E-mail (23 percent)
 - Internet/websites (21 percent)

One Thing You Would Improve About Strasburg

- *Appearance of the community. Abandoned and dilapidated buildings must go.*
- *Better communication of events and services*
- *Better medical care, health services, medical availability for treatment on a 24-hour basis*
- *Better roads and sidewalks (sidewalks along all streets)*
- *Bring in green industry that doesn't pollute so people living here could work here and not commute to Denver*
- *Clean up the appearance of town. Some areas (including main corridors through Strasburg) look hodge-podge and un-kept.*
- *Upgrade downtown district/Colfax main drag - run down, not appealing*
- *Control growth / Less new housing*
- *I would like to see old town Strasburg grow larger and left on Colfax with some better parking*
- *If the new folks would integrate into a rural society instead of trying to change a rural society into a "Denver" society*
- *More economic development / More independent businesses*
- *Help out Parks and Recreation - pool, golf course, improved parks and open space*

Observations and Conclusions

- Build upon good quality of life Strasburg affords (friendly, rural, family-oriented), while improving sense of community (getting newcomers involved in the community, long-time residents becoming more receptive & accepting). Improving communications.
- Focus on economic development and employment opportunities locally clearly the #1 priority, although maintain balance between providing the necessary services and amenities that residents desire (but not creating too much growth) while preserving the small town, rural atmosphere will be important.
- Better growth management and coordination of residential development. Less residential development, except for possibly assisted living for seniors.
- To the extent economic develop is the priority, improving awareness of REAP and its mission represents opportunity.
- Development of parks, recreation, open space and trails system also a clear priority, which will add much to the overall quality of life in Strasburg.
- Maintain high level of satisfaction with schools and sheriff, fire, and rescue services while improving other aspects of the community (don't lose focus on these important functions of the community while working on other aspects).

Observations and Conclusions

- Improving roads and sidewalks has high level of interest.
- Consider a recycling center for Strasburg.
- Park and ride and bus service to Denver has relatively strong support from 10% to 30%, depending on the measure.
- Economic development centered around smaller, local, independent businesses (including smaller chain/franchise stores) is most appropriate. Interest in “big box” stores somewhat limited.
- Health care facilities, agricultural, restaurants/bars, hotel/motel, and outdoor recreation businesses most desired.
- Expanding commercial around I-70 interchange, as well as within the existing old town Colfax district has support. Clean up the appearance in the main corridors.
- Improving communications will go a long way towards pulling the community together on many of the issues discussed in the survey.

Observations and Conclusions

- Additional challenges to overcome: Support for the creation of a special district to fund many of these endeavors somewhat limited. Also, limited enthusiasm for creation of a Strasburg Business Development Council or for creation of a Community Council organization to coordinate the various districts and service providers in the area. Also, very little interest in town incorporation.

Clearly, Strasburg will need to unite in some form and build a common voice to represent the community in order to effectively carry many of these initiatives forward into the future.

Thank you!