



Magellan Strategies

Town of Gypsum 2022 Community Survey Topline Results

Magellan Strategies is pleased to present the topline results of an online survey of 467 adult residents in the Town of Gypsum, Colorado. The interviews were conducted from September 7th to 21st, 2022. This survey has a margin of error of +/- 4.32% at the 95 percent confidence interval. The survey data were weighted to be representative of the demographics of the Town of Gypsum.

S1. For statistical purposes only, could you please verify that you live in the Town of Gypsum, Colorado?

Yes..... 100%

Gypsum Resident Top Issue Priority

T1. Please describe the top three or four priorities you think the Town of Gypsum should address.

**Verbatim responses are in a separate document.*

Quality of Life Questions

T2-10. How would you rate the Town of Gypsum on the following quality of life aspects?

	Excellent & Good	Excel.	Good	Fair	Poor	No Opin.
The overall quality of life in Gypsum	80%	25%	55%	18%	1%	1%
Your neighborhood as a place to live	78%	34%	44%	14%	7%	1%
Gypsum as a place to live	75%	26%	49%	20%	4%	1%
Gypsum as a place to raise a family	72%	29%	43%	17%	4%	7%
Gypsum as a place to retire.....	49%	18%	31%	22%	19%	10%
Ease of bus travel to/from Gypsum	28%	6%	22%	18%	19%	35%
Gypsum as a place to work and find a job	28%	5%	23%	28%	36%	8%
Gypsum as a place to start a business.....	21%	3%	18%	25%	34%	20%
Dining/restaurant/grocery store options	5%	0%	5%	20%	75%	0%

Quality of Life Characteristics

T11-17. Please rate each of the following characteristics as they relate to Gypsum as a whole.

	Excellent & Good	Excel.	Good	Fair	Poor	No Opin.
Gypsum as a place for recreation	58%	21%	37%	28%	12%	2%
Ease of walking in Gypsum	55%	16%	39%	33%	10%	2%
Availability of paths/walking trails in Gypsum	52%	11%	41%	32%	13%	3%
Ease of bicycle travel in Gypsum.....	42%	12%	30%	27%	14%	17%
A place to build relationship, social connections	39%	9%	30%	36%	22%	3%
Traffic flow on major streets.....	37%	5%	32%	37%	26%	0%
Availability of housing choices.....	18%	3%	15%	32%	45%	5%

Satisfaction with Town Services

T18-35. Please indicate your level of satisfaction with the following Town services. (Response options were extremely satisfied, somewhat satisfied, not satisfied, extremely dissatisfied and no opinion)

	Extr. & Smwt. Satisfied	Extr. Satis.	Smwt. Satis.	Not Satis.	Extr. Diss.	No Opin.
Street maintenance.....	79%	24%	55%	11%	8%	2%
Landscaping at town parks/town-owned areas ...	78%	28%	50%	13%	3%	6%
Trash service	77%	40%	37%	4%	3%	16%
Community events, gatherings, concerts, and holiday celebrations.....	76%	32%	44%	12%	7%	5%
Utility billing.....	76%	28%	48%	10%	3%	11%
Town parks, pedestrian trails, and bicycle trails ..	76%	18%	58%	17%	4%	3%
Snow removal	75%	30%	45%	15%	7%	3%
Street lighting	72%	20%	52%	17%	7%	4%
Water treatment	71%	31%	40%	9%	8%	12%
Community communications and outreach.....	69%	17%	52%	16%	7%	8%
Wastewater treatment	64%	26%	38%	11%	4%	21%
The overall value of services for the taxes paid to the Town of Gypsum	64%	16%	48%	16%	9%	11%
Public meetings of local elected officials or other local public meetings	49%	12%	37%	19%	4%	28%
Building permitting and inspection services	34%	11%	23%	10%	3%	53%
Code Enforcement Services	30%	8%	22%	15%	8%	47%
Economic development efforts	28%	5%	23%	29%	8%	35%
Land planning/development review process.....	26%	5%	21%	18%	7%	49%
Municipal court	23%	8%	15%	7%	1%	69%



Ranking Gypsum Budget Items

T36. The Town of Gypsum each year makes budget decisions allocating taxpayer dollars toward town services and programs. With that in mind, please rank the following budget items in the order of priority that you would like to see. Ranking a budget item #1 indicates your top priority, and ranking a budget item #13 indicates your least or last priority.

Percentage of Respondents Who Ranked the Budget Item #1

Public infrastructure improvements, roadway expansion, bike paths, sidewalks ...	45%
Roadway maintenance, resurfacing, snow plowing, and street sweeping	14%
Police services	11%
Recreational amenities (golf, motocross track, shooting sports park, rec center)	6%
Water treatment and billing services	5%
Land planning and development review processes.....	5%
Parks planning and management.....	4%
Community communications and outreach.....	3%
Wastewater treatment and billing services.....	3%
Town events, gatherings, concerts, and holiday celebrations.....	3%
Mosquito mitigation	1%
Building permitting and inspection services	0%
Trash service	0%

Thinking now about growth and development in Gypsum.

T37. How would you rate the speed of new residential housing growth and development in Gypsum for the past five years? Do you think it has been too fast, just the right amount, or too slow?

Too fast	33%
Just the right amount	39%
Too slow	20%
No opinion	8%

T38. How would you rate the speed of new retail and commercial growth and development in Gypsum for the past five years? Do you think it has been too fast, just the right amount, or too slow?

Too fast	5%
Just the right amount	13%
Too slow	79%
No opinion	3%



Importance of Land Use and Planning Issues

T39-50. Please indicate the importance of the following land use and planning issues. (Response options were extremely important, very important, somewhat important, not important at all, and no opinion.)

	<u>Extr. & Very Important</u>	<u>Extr. Imp.</u>	<u>Very Imp.</u>	<u>Smwt Imp.</u>	<u>N Imp. at All</u>	<u>No Opin.</u>
Recreational amenities	81%	44%	37%	17%	1%	1%
Water use/conservation.....	80%	44%	36%	16%	3%	1%
Parks, trails, and open space	78%	49%	29%	17%	4%	1%
Small town character/community	76%	49%	27%	14%	9%	1%
Retail opportunities	76%	44%	32%	21%	2%	1%
Economic development.....	76%	35%	41%	20%	2%	2%
A downtown core	75%	53%	22%	17%	6%	2%
Affordable Housing.....	68%	46%	22%	22%	9%	1%
Historic preservation/cultural resources.....	59%	30%	29%	32%	7%	2%
Transportation options	57%	27%	30%	33%	5%	5%
Social Diversity	47%	25%	22%	30%	17%	6%
Tourism.....	24%	7%	17%	45%	30%	1%

Public Safety Questions

T51. Thinking now about crime and public safety issues. Do you feel safe living in Gypsum?

Total safe	90%
Total unsafe	9%
No opinion	1%
Yes, I feel very safe.....	53%
Yes, I feel somewhat safe	37%
No, I feel very unsafe	1%
No, I feel somewhat unsafe	8%



T52-57. Please indicate if you approve or disapprove of the following aspects of public safety in Gypsum. (Response options were strongly approve, somewhat approve, somewhat disapprove, strongly disapprove, and no opinion.)

	Str. & Smwt. Approve	Str. App.	Smwt. App.	Smwt. Dis.	Str. Dis.	No Opin.
The overall performance of the Gypsum Police Department.....	72%	35%	37%	4%	7%	17%
The visibility/presence of patrol cars in town.....	71%	37%	34%	6%	10%	13%
Police coverage and presence during the day.....	70%	32%	38%	5%	9%	16%
Police coverage and presence during the night ...	59%	28%	31%	7%	11%	23%
Police response times to calls during the day	40%	24%	16%	2%	2%	56%
Police response times to calls during the night	36%	22%	14%	3%	3%	58%

T58. To what extent are you concerned about the following in the Town of Gypsum and your neighborhood? A 5 means you are very concerned, and a 1 means you are not concerned.

	#5	#4	#3	#2	#1
Speeding.....	36%	22%	19%	17%	6%
ATV and dirt bike use in inappropriate areas.....	27%	18%	13%	18%	24%
Illegal narcotics.....	25%	29%	21%	17%	8%
Unattended pets.....	21%	22%	21%	21%	15%
Parking enforcement	17%	10%	15%	25%	33%
Property crimes.....	13%	27%	27%	23%	10%
Domestic disturbances.....	9%	25%	30%	26%	10%
Violent crimes.....	6%	12%	22%	31%	29%

Occupation Status and Work Commute Questions

T59. The Town of Gypsum wants to understand its working residents' occupation status and commute habits. This information will help the town better allocate services and programs to meet resident needs. Knowing this, what is your employment status?

Employed full-time with a salary	54%
Retired	12%
Employed part-time and paid hourly	10%
Business owner	9%
A worker or contractor paid by the job.....	5%
A student.....	4%
A homemaker or stay-at-home parent	3%
On disability and can't work	1%
Unemployed and seeking employment	0%
Unemployed and not seeking employment	0%
I prefer not to say	2%



T60. Which of the following options best describes your work commute habits?

Work at my workplace every day70%
Work remotely from home some days and
at my workplace on other days 17%
Work remotely from home every day9%
Another work commute habit not mentioned3%
I prefer not to say 1%

T61. When you commute to work, which of the following modes of transportation do you use? Select all that apply.

Gas-powered automobile91%
Hybrid-powered automobile 10%
Regular bicycle7%
Bus.....6%
Walking4%
Electric bicycle.....3%
Electric-powered automobile2%
Some other mode of transportation
not mentioned3%

Mosquito Control Questions

T62. Changing topics now. How familiar are you with the Town of Gypsum’s mosquito mitigation control program?

Very and somewhat familiar.....48%

Very familiar 12%
Somewhat familiar36%
Not too familiar.....23%
Not familiar at all25%
No opinion4%



T63. Regardless of how familiar you are with the town’s mosquito mitigation control program, do you support or oppose it?

Total support.....	78%
Total oppose	12%
No opinion	10%
Strongly support.....	46%
Somewhat support	32%
Strongly oppose	3%
Somewhat oppose.....	9%

Library Questions

T64. Do you or anyone in your family use the Gypsum Library?

Yes.....	61%
No, but use other Eagle County library locations.....	6%
No, do not use any library locations.....	33%

T65. What could the Gypsum Library do to improve library usage? Select all that apply.

Nothing.....	41%
Provide additional services/programs	36%
Provide additional inventory	26%
Expand hours of operation	18%
Expand days of operation	12%

T66. Please explain what the Gypsum Library could specifically do to improve from your selections above.

**Verbatim responses are in a separate document.*



Town of Gypsum Preferred Public Information Communication Options

T67. Which of the following options do you use the most to stay informed about news and information from the Town of Gypsum? Select all that apply.

Vail Daily.....	58%
Facebook	49%
Word of mouth	49%
Town website.....	35%
Town email/e-news.....	34%
Variable message board at the west entrance to Gypsum	23%
Utility bill notices.....	14%
Instagram	9%
Radio	9%
Gypsum Recreation Center TV monitors	6%
Twitter	4%
Eagle Valley Enterprise.....	4%
Information posted at Town Hall.....	1%
Other methods not mentioned	3%

T67a. Which radio station?

**Verbatim responses are in a separate document.*

T68. When you think about the look and feel of the Town of Gypsum, what images or words come to mind?

**Verbatim responses are in a separate document.*

T69. Thinking now about town events in Gypsum. Do you think the Town of Gypsum has too many events, just the right amount, or too few events?

Just the right amount	57%
Too few events.....	29%
Too many events.....	4%
No opinion	10%

T70. Do you have any comments, thoughts, or suggestions regarding town events that you would like to share with the town?

**Verbatim responses are in a separate document.*



T71. Are there any comments, thoughts, or suggestions you would like to provide to the Gypsum town staff and council members?

**Verbatim responses are in a separate document.*

Demographic Questions

And now we have a few questions for statistical purposes only.

T72. How long have you lived in Gypsum?

Less than a year.....	3%
1 to 5 years	22%
6 to 10 years	20%
11 to 15 years	11%
16 to 20 years	11%
More than 20 years	33%
Prefer not to say	0%

T73. What is your biological sex?

Female	51%
Male	47%
I prefer not to say	2%

T74. Are you between the ages of:

18-24	13.5%
25-34	19%
35-44	20%
45-54	17%
55-64	16%
65-74	10%
75 or older	4%
I prefer not to say	0.5%



T75. Last year, what was your total family income before taxes?

Less than \$30,000	2%
\$31,000 to \$49,000	3%
\$50,000 to \$74,000	16%
\$75,000 to \$99,000	10%
\$100,000 to \$124,000	22%
\$125,000 to \$150,000	11%
More than \$150,000	20%
I prefer not to say	16%

T76. Which race or ethnicity do you most identify with?

White, Non-Hispanic	77%
Hispanic, All races	13%
American Indian or Alaska Native	1%
Multiple races, Non-Hispanic	1%
Black or African-American	0.25%
Asian or Asian American	0.25%
Native Hawaiian or Pacific Islander	0.25%
Race or ethnicity not listed	0.25%
I prefer not to say	7%

Survey Data Collection Methodology

The data collection for this survey included sending several MMS text survey invitation messages to 1,786 adult Gypsum residents, the Town sending emails to residents, posting a survey link on the town website, and promoting the survey on social media. The survey response data was weighted to reflect the adult population demographics of the Town of Gypsum.

The interviews were conducted from September 7th to September 21st, 2022. This survey has a margin of error of +/- 4.32% at the 95 percent confidence interval. Any questions regarding the survey findings or methodology should be directed to Courtney Sievers. She can be reached by phone at 970-261-7579 or by email at CSievers@magellanstrategies.com.

