



Town of Gypsum Community Survey

September 7th to 21st, 2022



Survey Objectives

The objectives of this community survey were to measure and understand Gypsum residents' thoughts and opinions of town services, programs, priorities, and quality of life aspects.

Survey Methodology



Hello! The Town of Gypsum invites you to participate in an important community survey about local issues and the quality of town services and programs.

Your responses will have a direct impact on decisions affecting your community now and in the future. Make your voice heard by sharing your thoughts and opinions. The survey will take just 12 minutes to complete, and your answers will remain strictly confidential. REPLY STOP TO OPT OUT

- Magellan Strategies is pleased to present the results of an online bi-lingual survey of 467 residents in the Town of Gypsum, CO. The survey data was collected using MMS text messaging and promotion on the town's website and social media. The interviews were conducted from September 7th- 21st, 2022.
- The overall survey responses have a margin of error of +/- 4.32% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the adult population demographics for the Town of Gypsum.

Town of Gypsum Community Survey

Resident Top Issue Priority



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

Themes

Downtown/ Restaurants /
Retail

Traffic / Speeding / Safety

Code Enforcement

Recreation / Parks

Water (Quality, Availability)

- “1. Single-family housing: there are too many people living in single-family residences. 2. Parking on the sidewalk. We can’t even go for a walk around town because people are parking on the sidewalks. 3. Speeding: we need more police to patrol. People fly up and down 2nd street all the time 4. More police to make our town safe again.” **-Female, 35-44, Living in Gypsum 20+ Years**
- “Increasing emergency services funding & personnel. (Merging with Eagle River fire, like the rest of the valley.) -Attract more services in town: get rid of Ridleys & get an actual grocery store that takes pride in their product & cleanliness, as well as restaurants, coffee houses, etc., make us a town people want to visit & spend money in, like Eagle or Edwards, not just a gas stop on the highway. - Take over the rec center from mtn rec and run it better & more efficiently. You could learn some things from Glenwood. Their rec center & programs are amazing!” **-Female, 45-54, Living in Gypsum 6-10 Years**
- “Traffic and growth. There is too much growth for our small town. That has also led to too much traffic. Our roads and infrastructure cannot keep up with this.” **-Male, 35-44, Living in Gypsum 20+ Years**
- “Long-term planning and zoning. Gypsum currently lacks a downtown. Traffic. Consider roundabouts for the lighted intersections by the high school. Also, there are way too many off-road vehicles on the streets. Loud and unsafe. -Growth. What’s being done to address the impact of development on services (Town, schools, rec center, use of resources/utilities).” **-Male, 55-64, Living in Gypsum 6-10 Years**

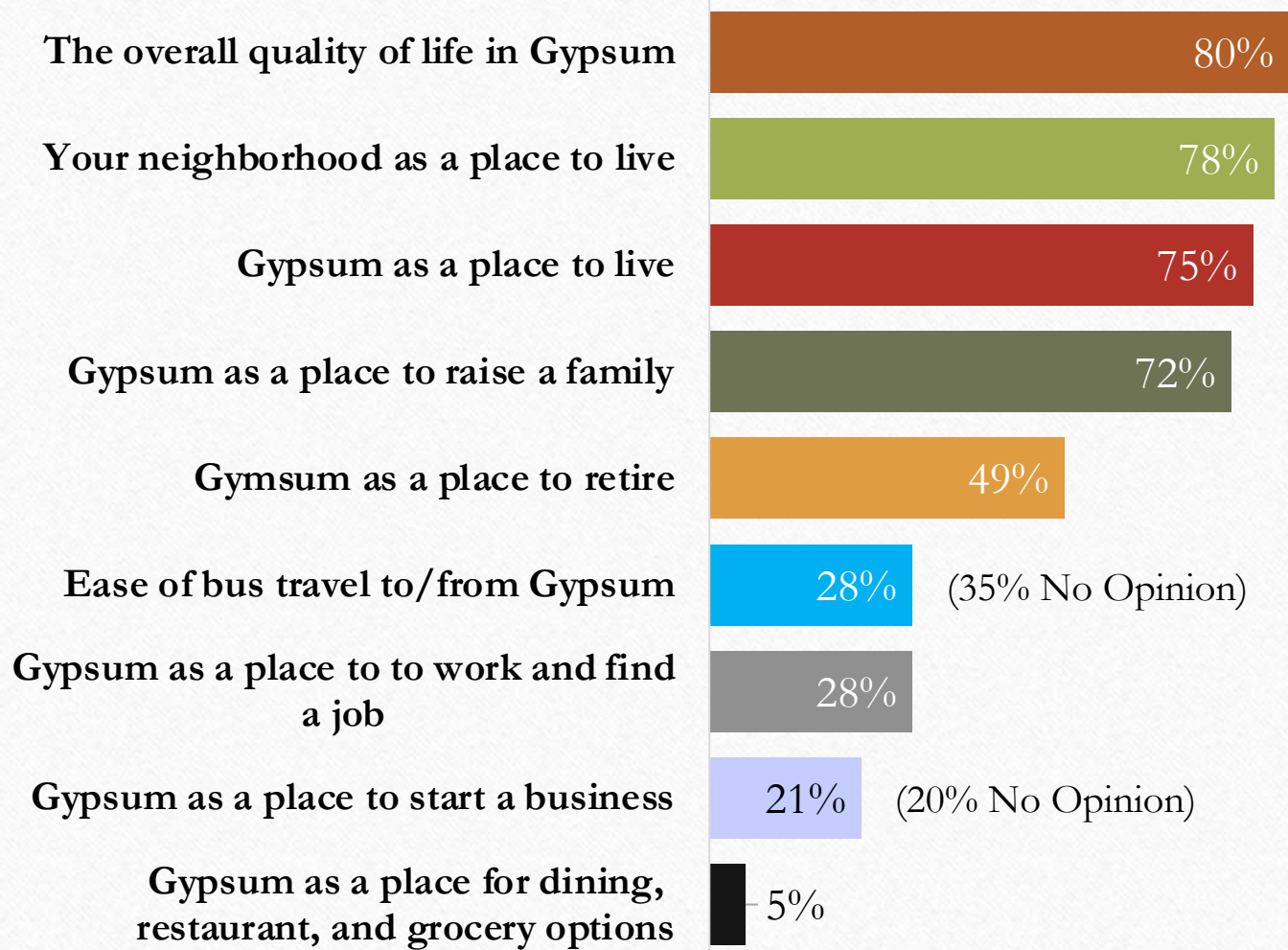
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Quality of Life Questions



How would you rate the Town of Gypsum on the following quality of life aspects?

(Ranked by the percentage of respondents indicating excellent or good)



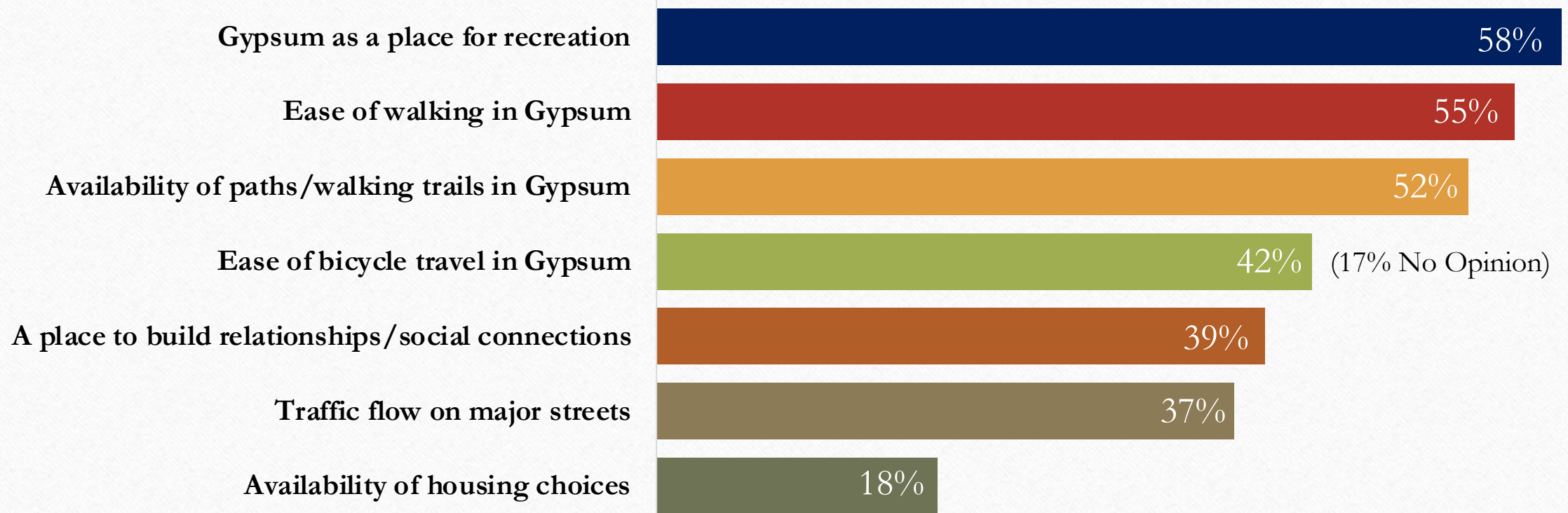
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Characteristics as they Relate to
Gypsum as a Whole



How would you rate the Town of Gypsum on the following characteristics as they relate to Gypsum as a whole?

(Ranked by the percentage of respondents indicating excellent or good)



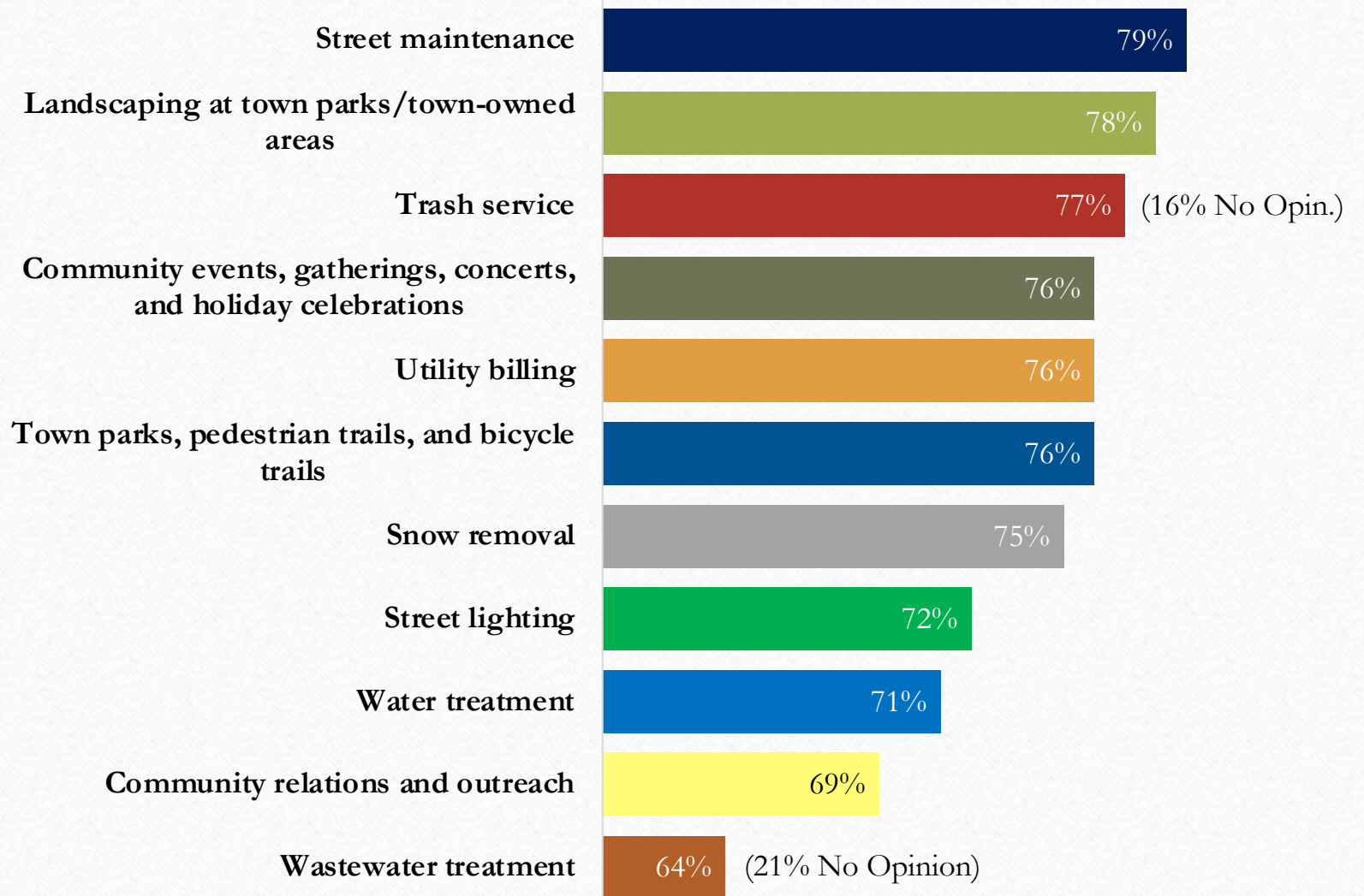
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Satisfaction with Town Services



How would you rate your level of satisfaction with the following Town services?

(Ranked by the percentage of respondents indicating extremely or somewhat satisfied)



How would you rate your level of satisfaction with the following Town services?

(Ranked by the percentage of respondents indicating extremely or somewhat satisfied)

The overall value of services for the taxes paid to the Town

64%

Public meetings of elected officials or other local public meetings (28% No Opinion)

64%

Building permitting and inspection services

34%

(53% No Opinion)

Code enforcement services

30%

(47% No Opinion)

Economic development efforts

28%

(35% No Opinion)

Land planning and development review process

26%

(49% No Opinion)

Municipal court

23%

(69% No Opinion)

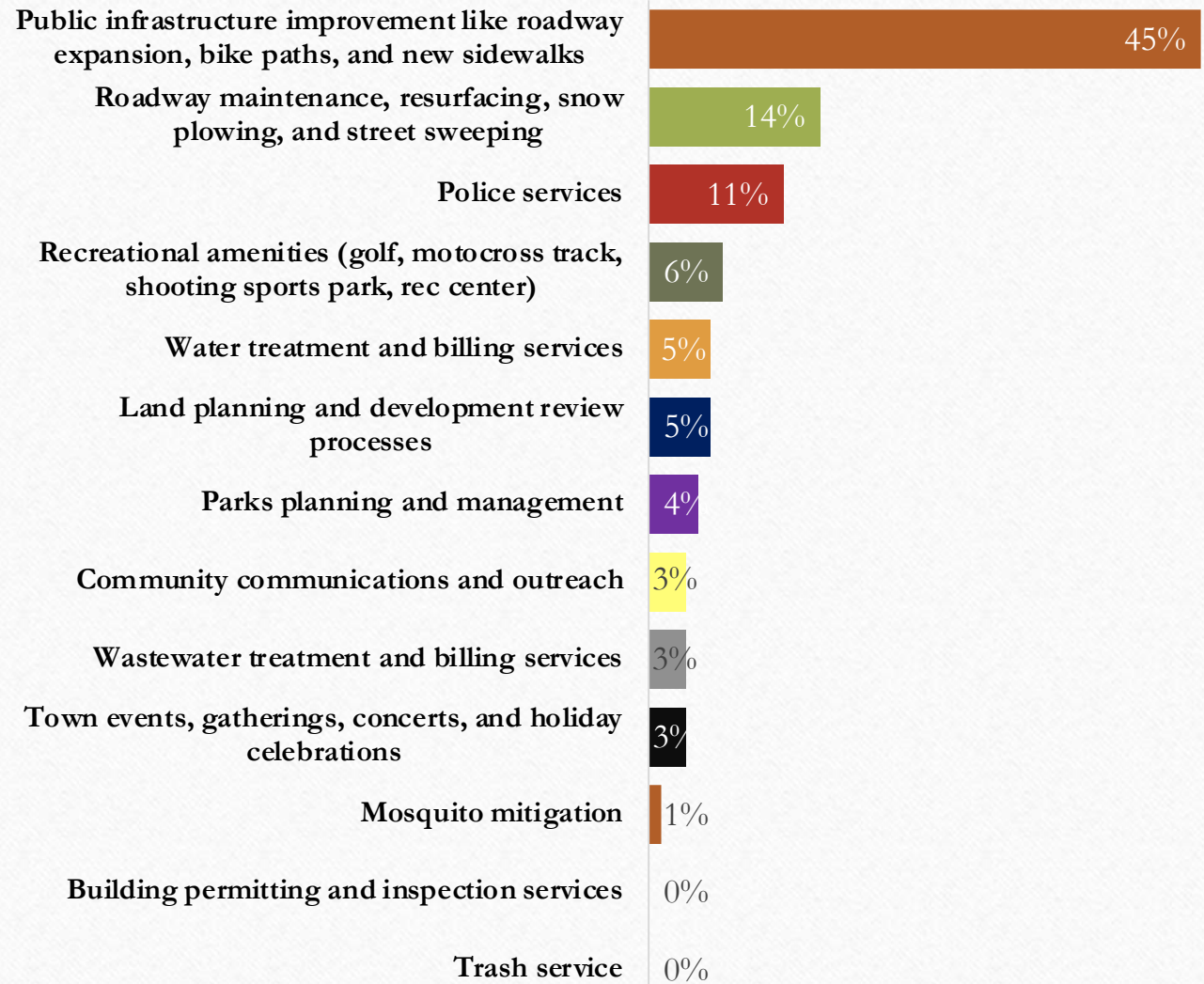
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Ranking Budget Items



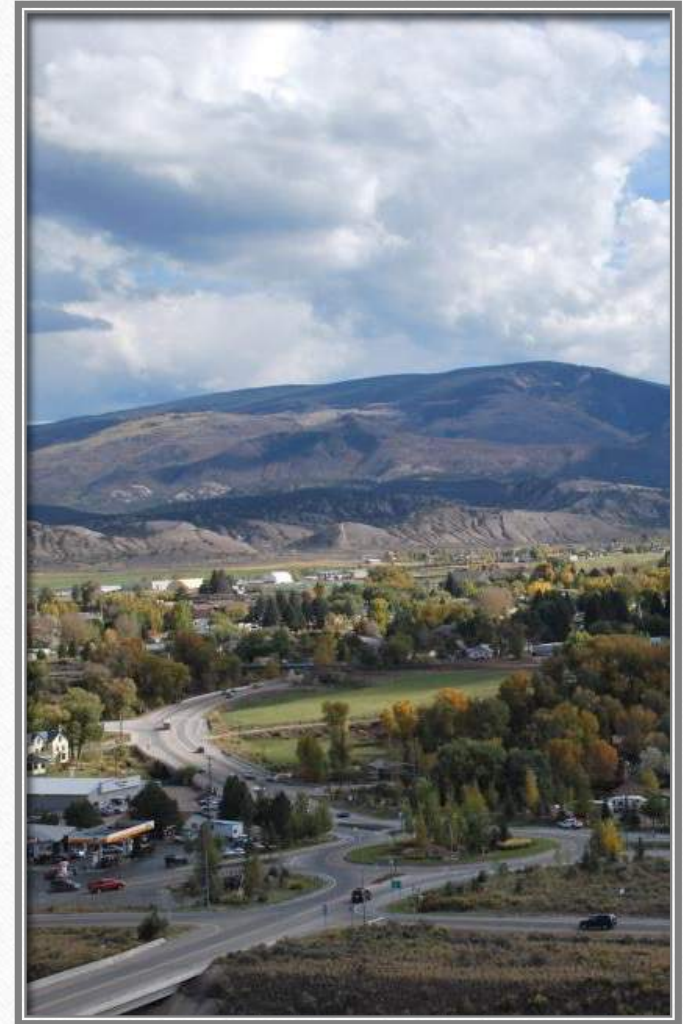
The Town of Gypsum each year makes budget decisions allocating taxpayer dollars toward town services and programs. With that in mind, please rank the following budget items in the order of priority that you would like to see.

Ranking a budget item #1 indicates your top priority, and ranking a budget item #13 indicates your least or last priority. (Ranked by the percentage of respondents who ranked the Budget Item #1)

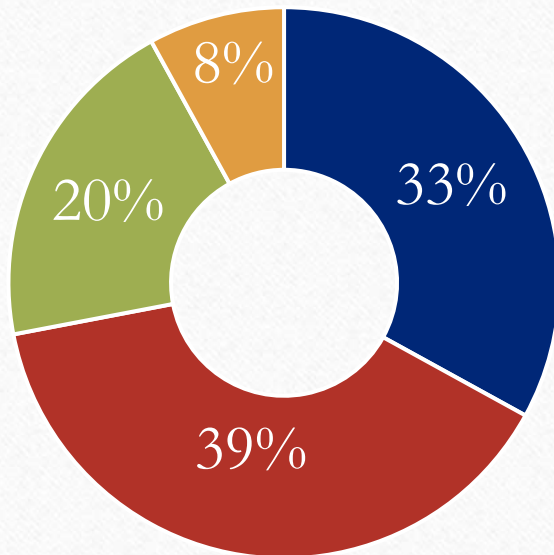


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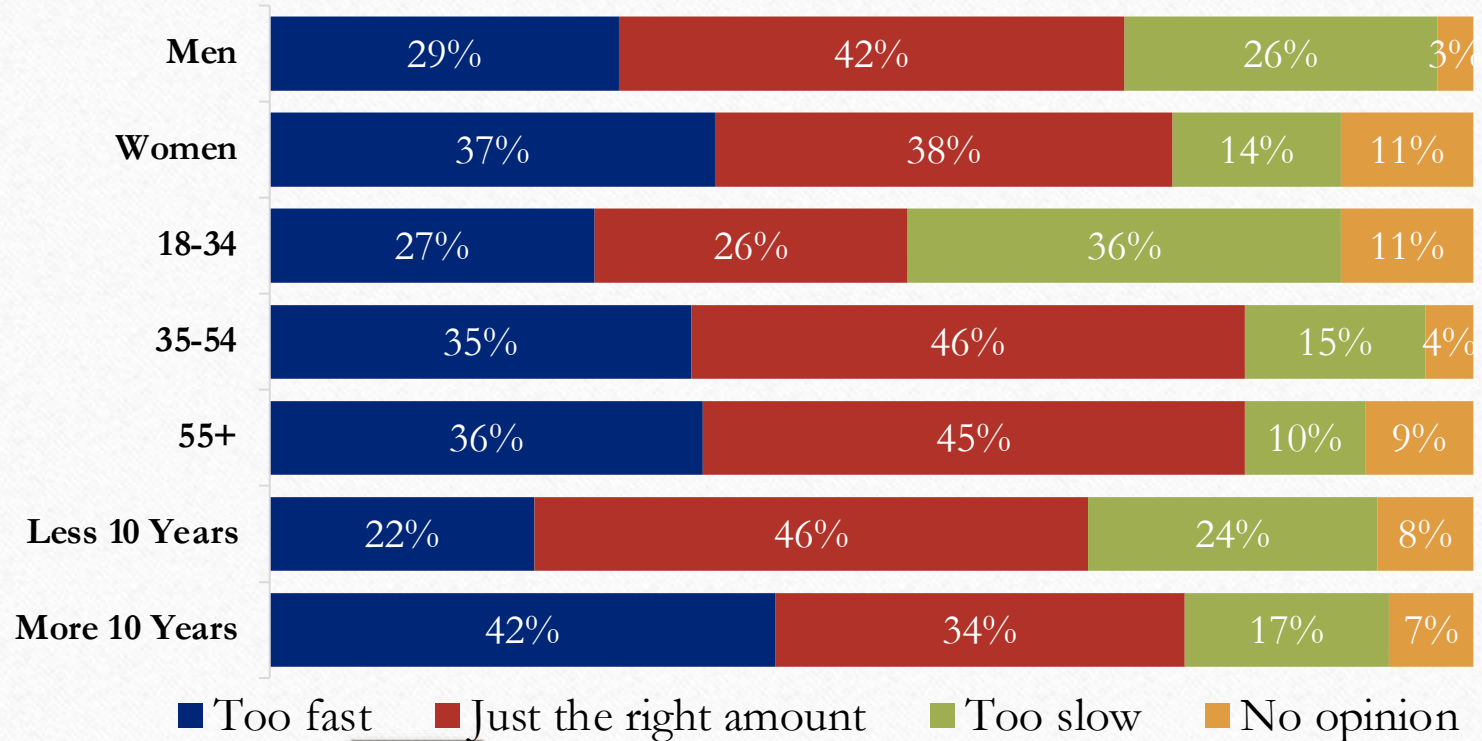
Growth and Development in
Gypsum



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?

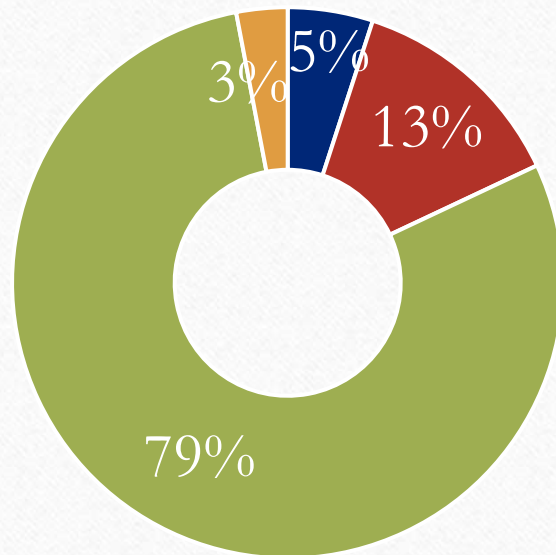


- Too fast
- Just the right amount
- Too slow
- No opinion

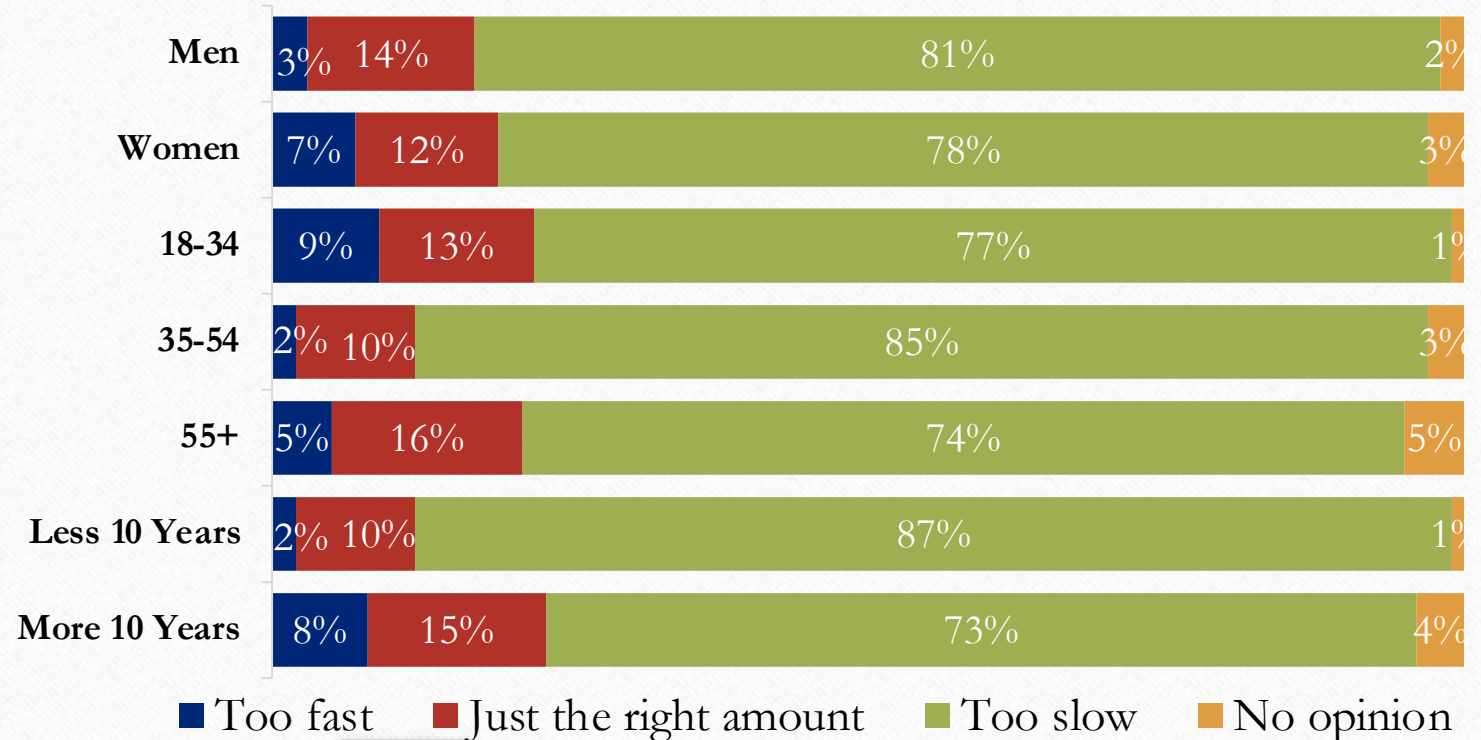


- Too fast
- Just the right amount
- Too slow
- No opinion

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?



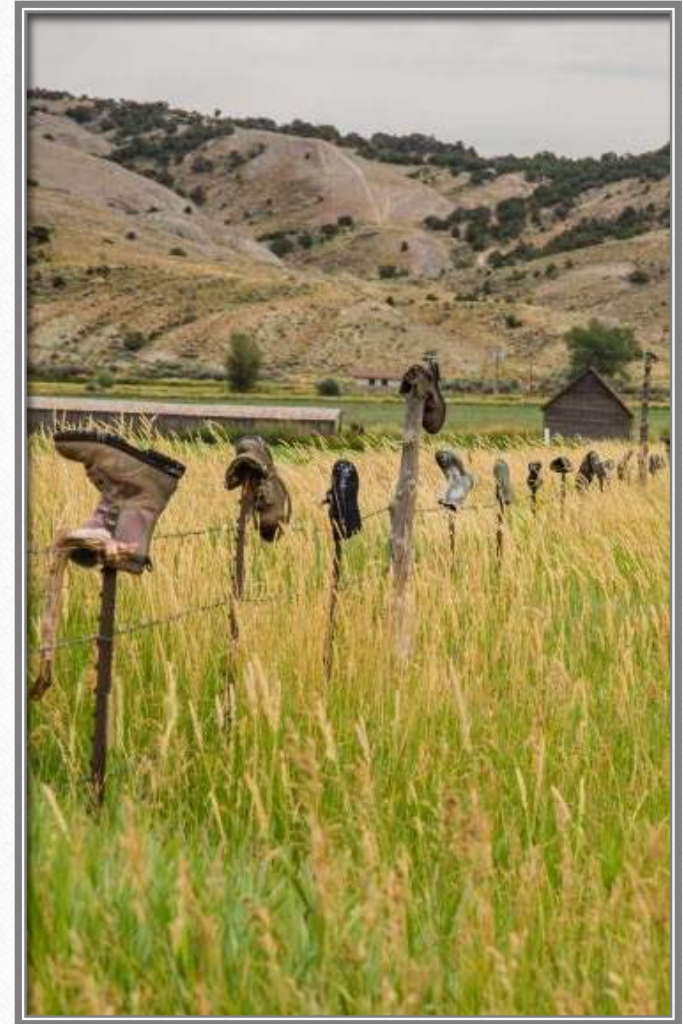
- Too fast
- Just the right amount
- Too slow
- No opinion



- Too fast
- Just the right amount
- Too slow
- No opinion

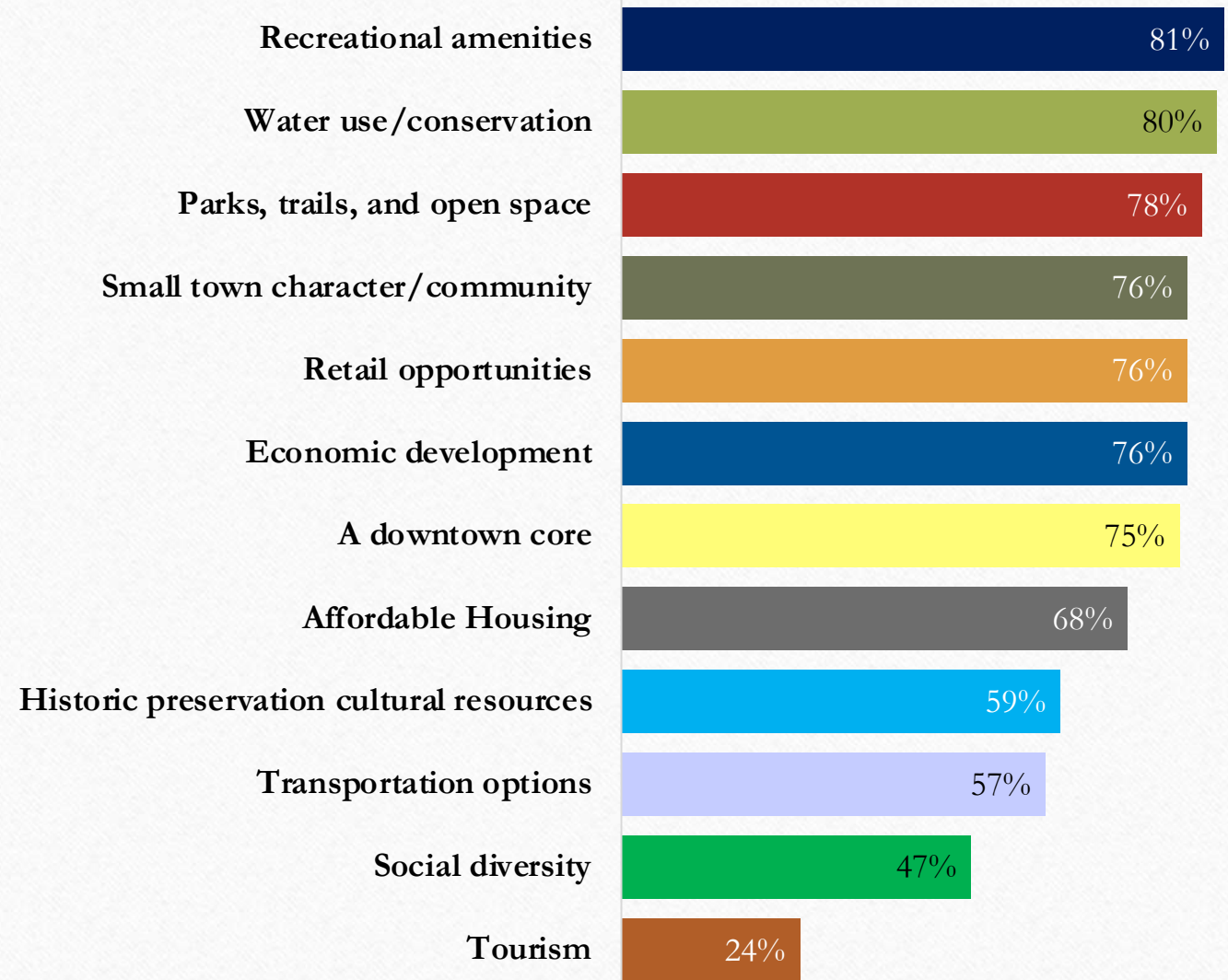
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Importance of Land Use and
Planning Issues



Please indicate the importance of the following land use and planning issues.

(Ranked by the percentage of respondents that indicated land issue being extremely or very important)

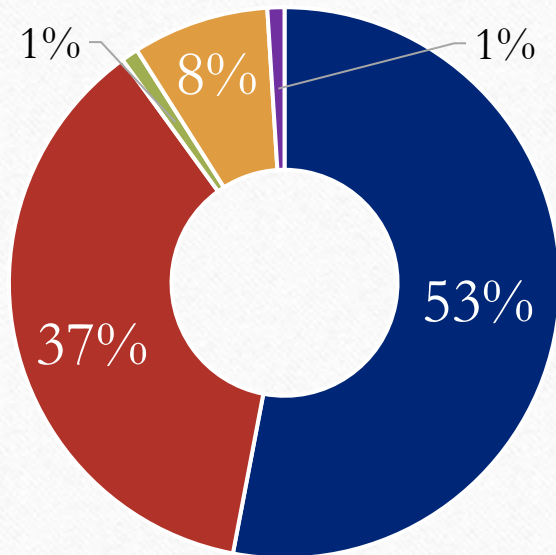


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Public Safety Questions

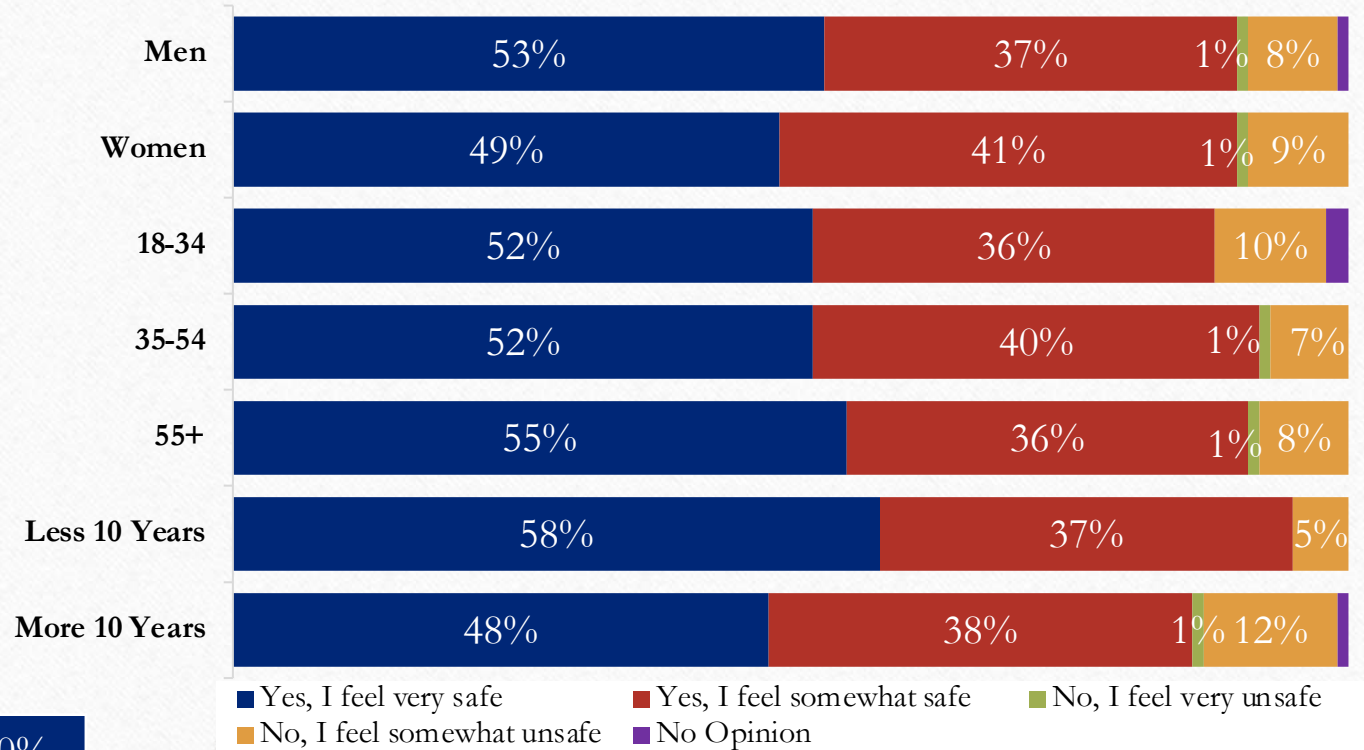


Thinking now about crime and public safety issues. Do you feel safe living in Gypsum?



- Very Safe
- Somewhat Safe
- Very Unsafe
- Somewhat Unsafe
- No Opinion

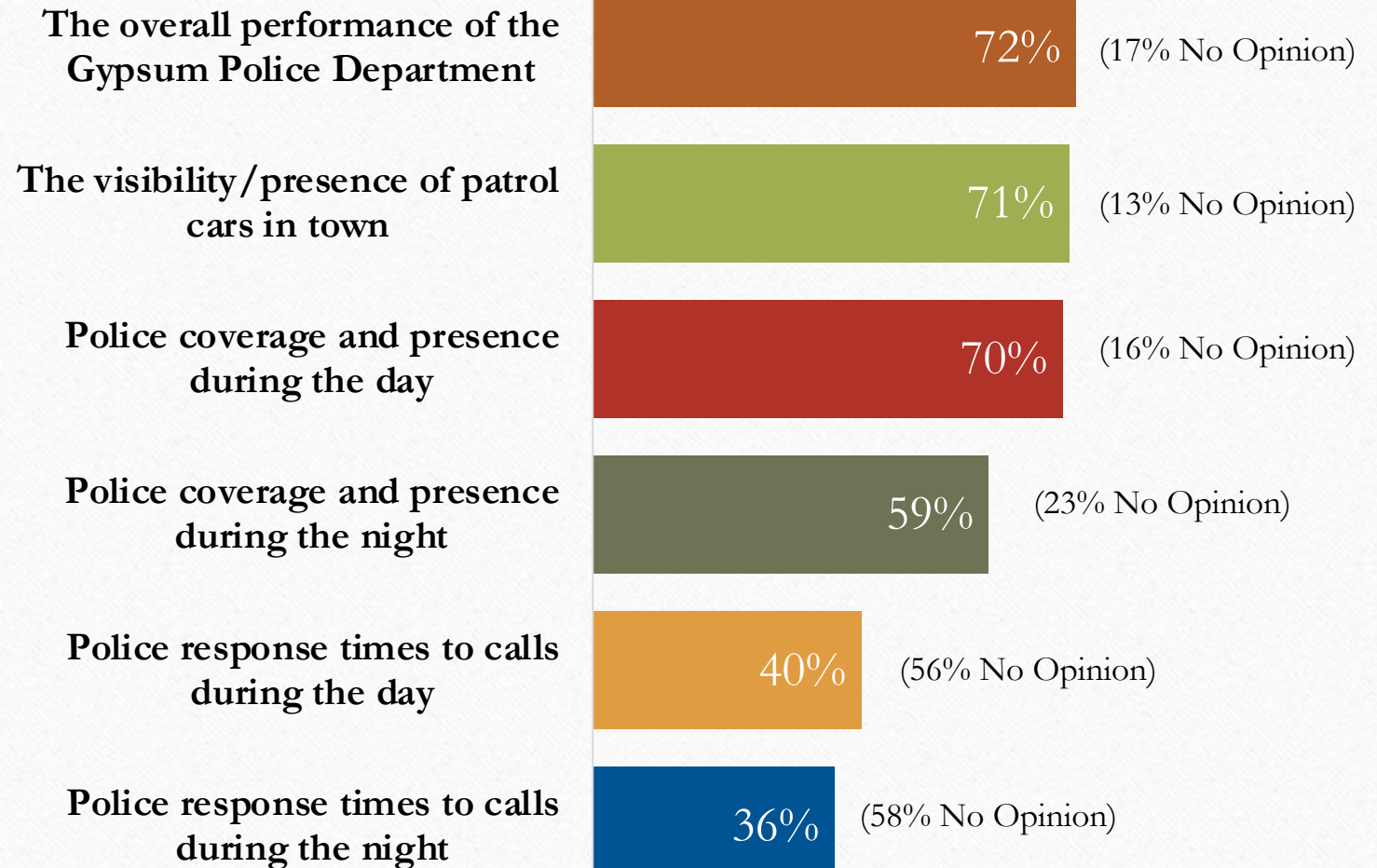
Very & Somewhat Safe 90%



- Yes, I feel very safe
- Yes, I feel somewhat safe
- No, I feel very unsafe
- No, I feel somewhat unsafe
- No Opinion

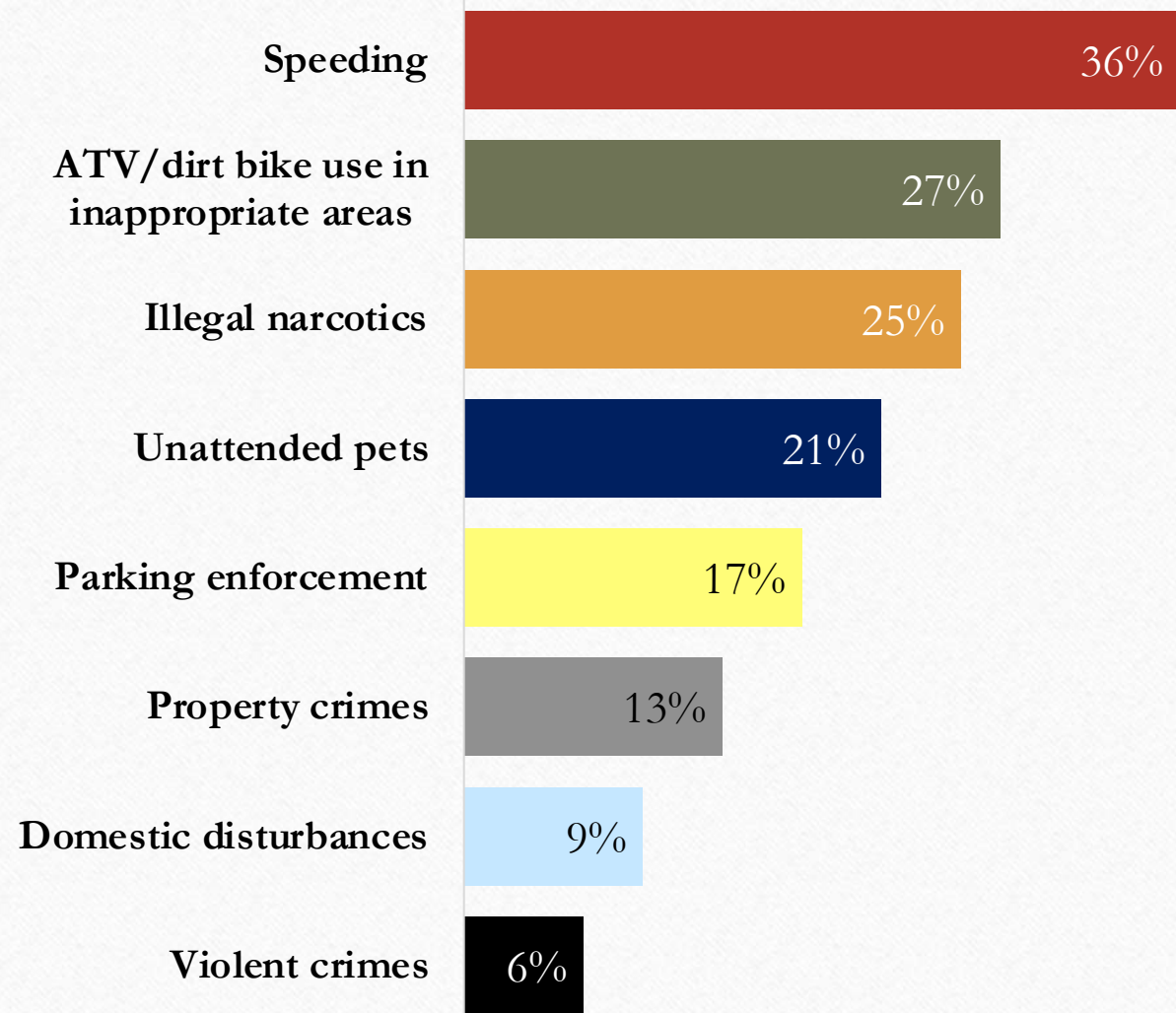
Please indicate if you approve or disapprove of the following aspects of public safety in Gypsum.

(Ranked by the percentage of respondents indicating they strongly or somewhat approve)



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.

(Ranked by the percentage of respondents who ranked the option #5)

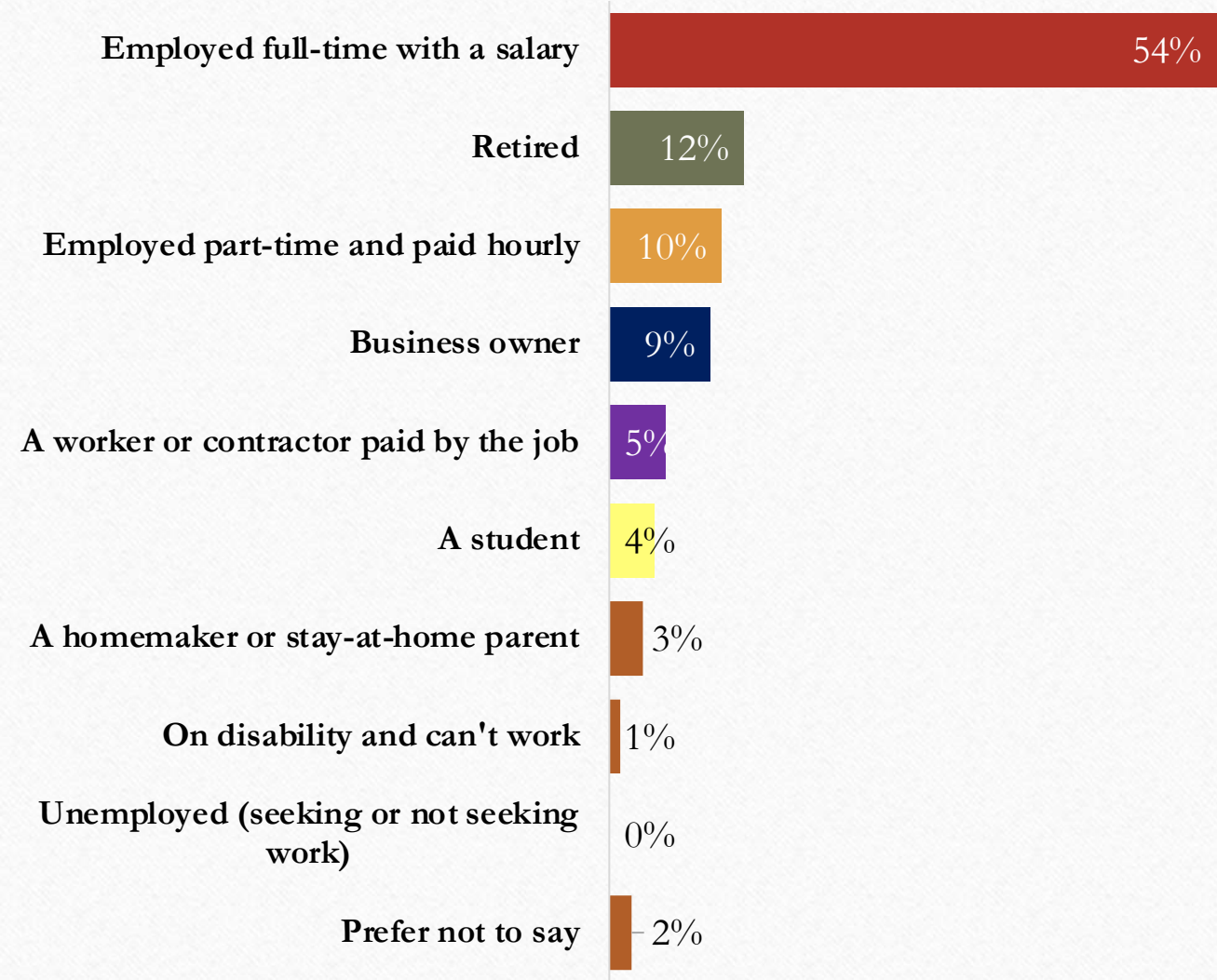


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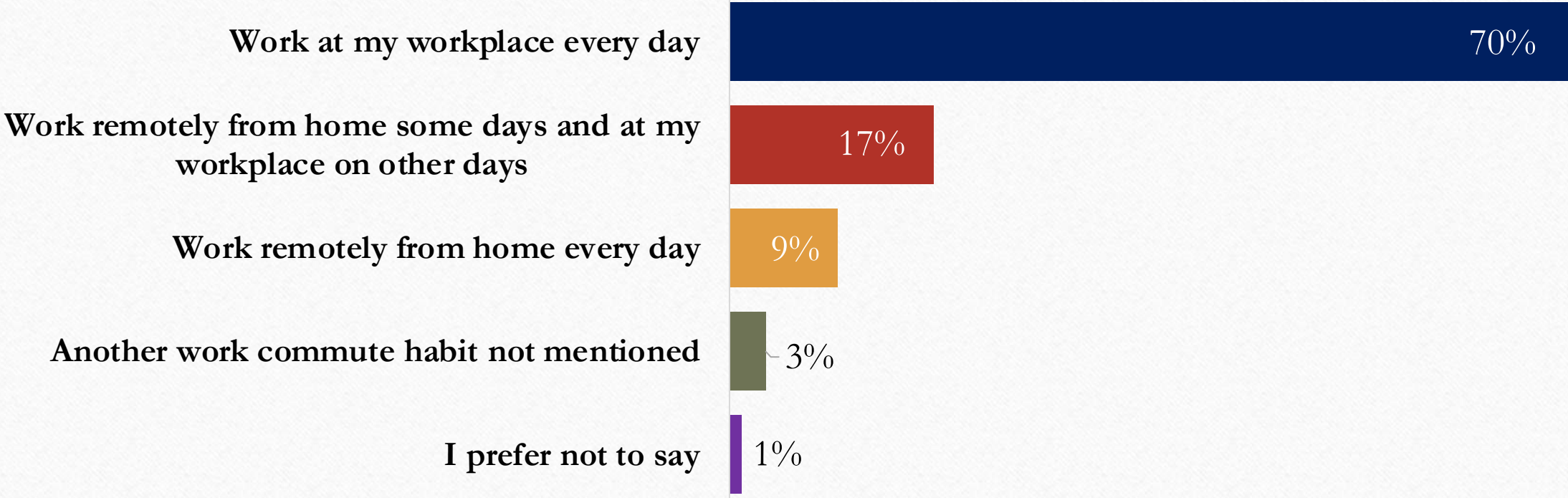
Occupational Status and Work Commute Questions



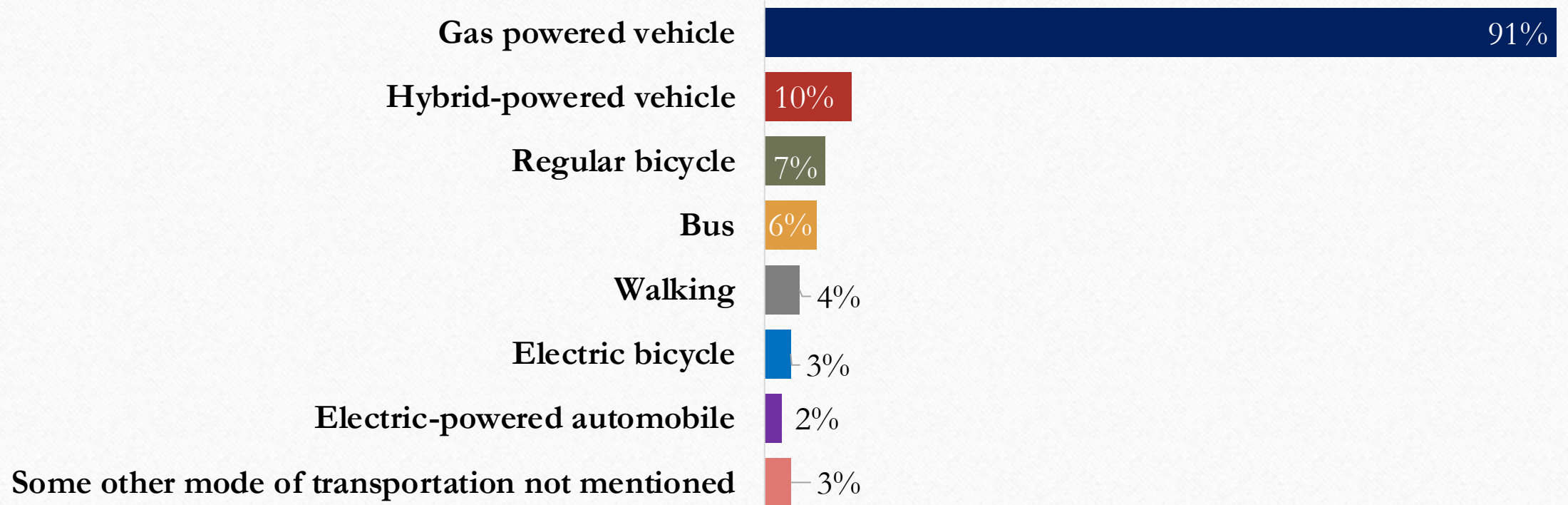
The Town of Gypsum wants to understand its working residents' occupation status and commute habits. This information will help the town better allocate services and programs to meet resident needs. Knowing this, what is your employment status?



Which of the following options best describes your work commute habits? (Asked to 364 respondents who are employed full or part time, 4.96% MoE)



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

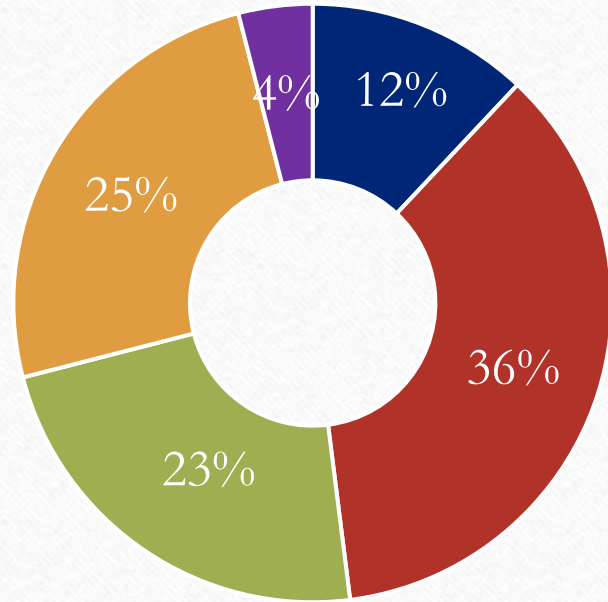


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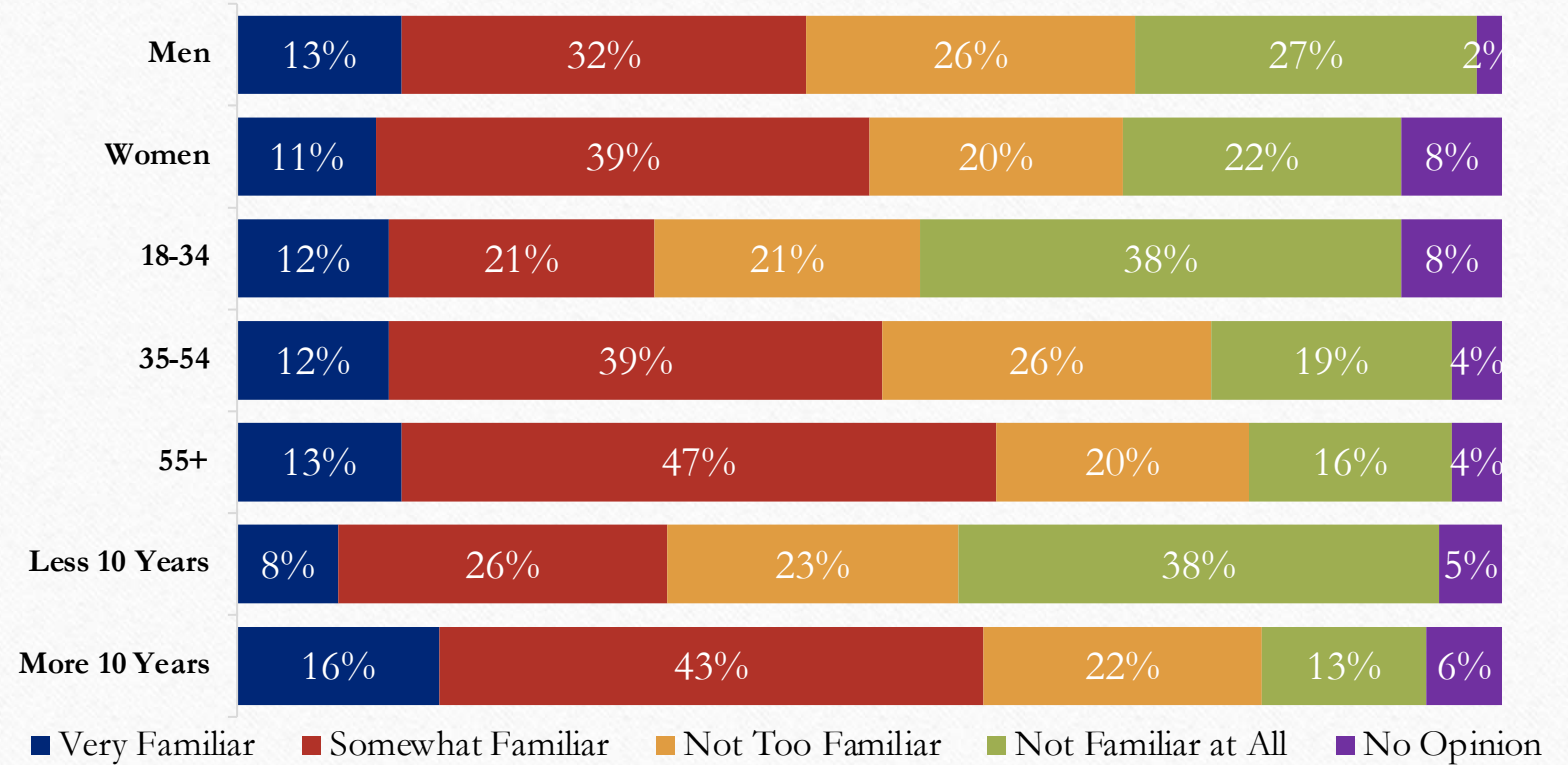
Mosquito Control Questions



How familiar are you with the Town of Gypsum's mosquito mitigation control program?

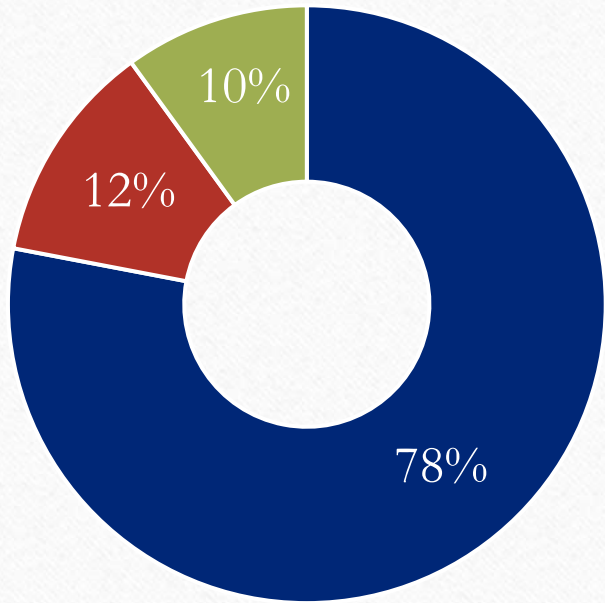


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- No Opinion



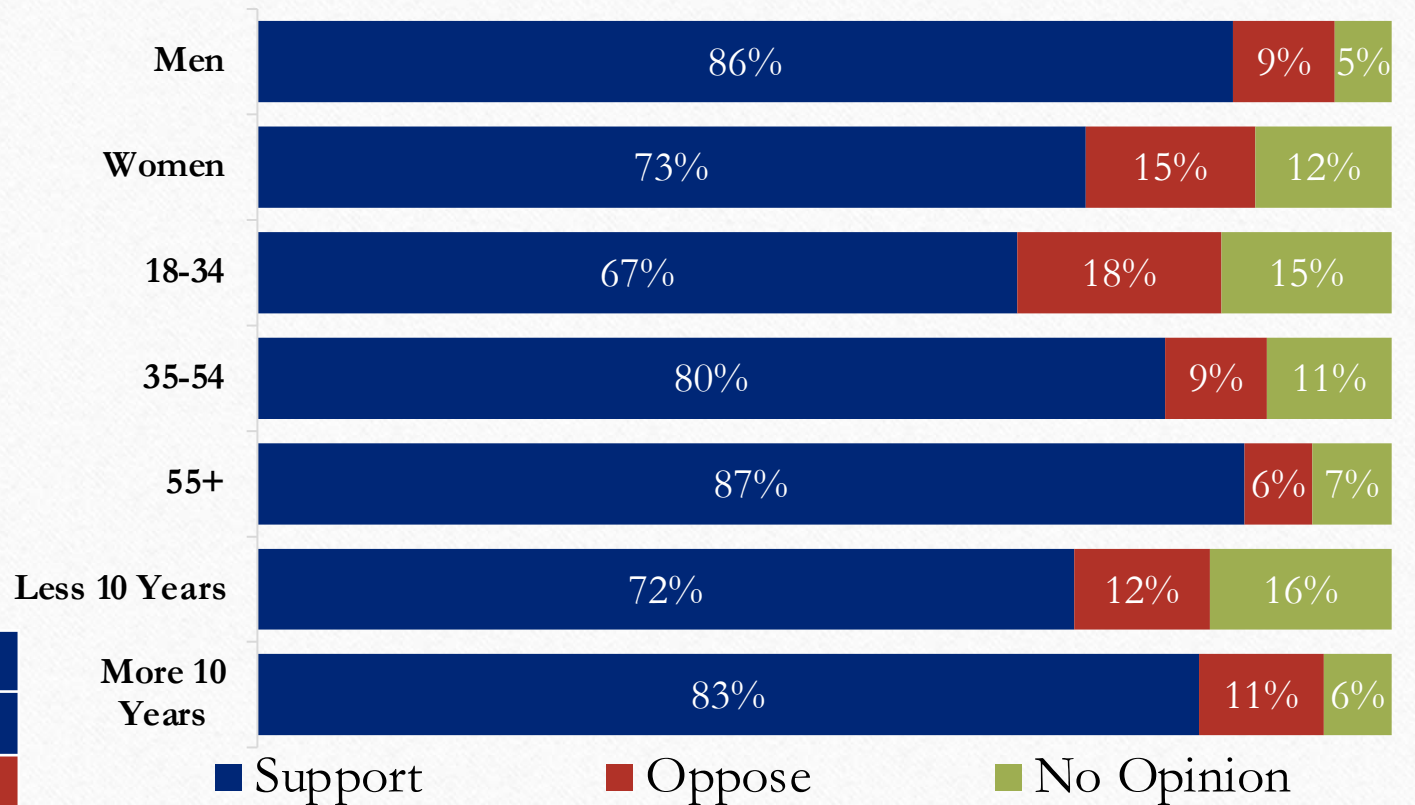
Very & Somewhat Familiar 48%

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



- Total Support
- Total Oppose
- No Opinion

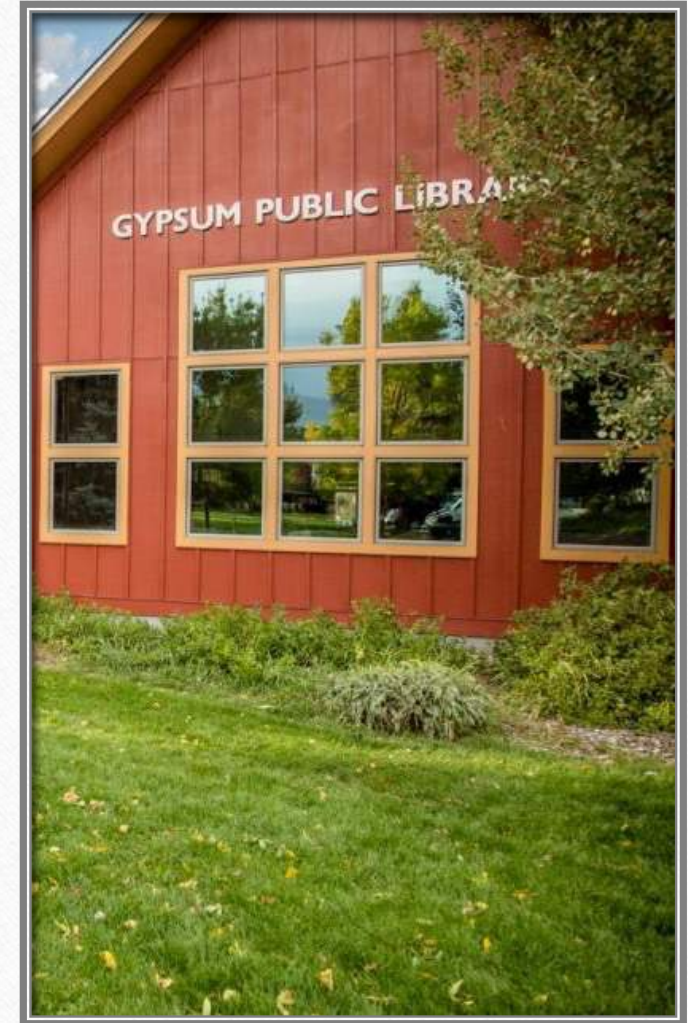
Strongly Support	46%
Somewhat Support	32%
Strongly Oppose	3%
Somewhat Oppose	9%



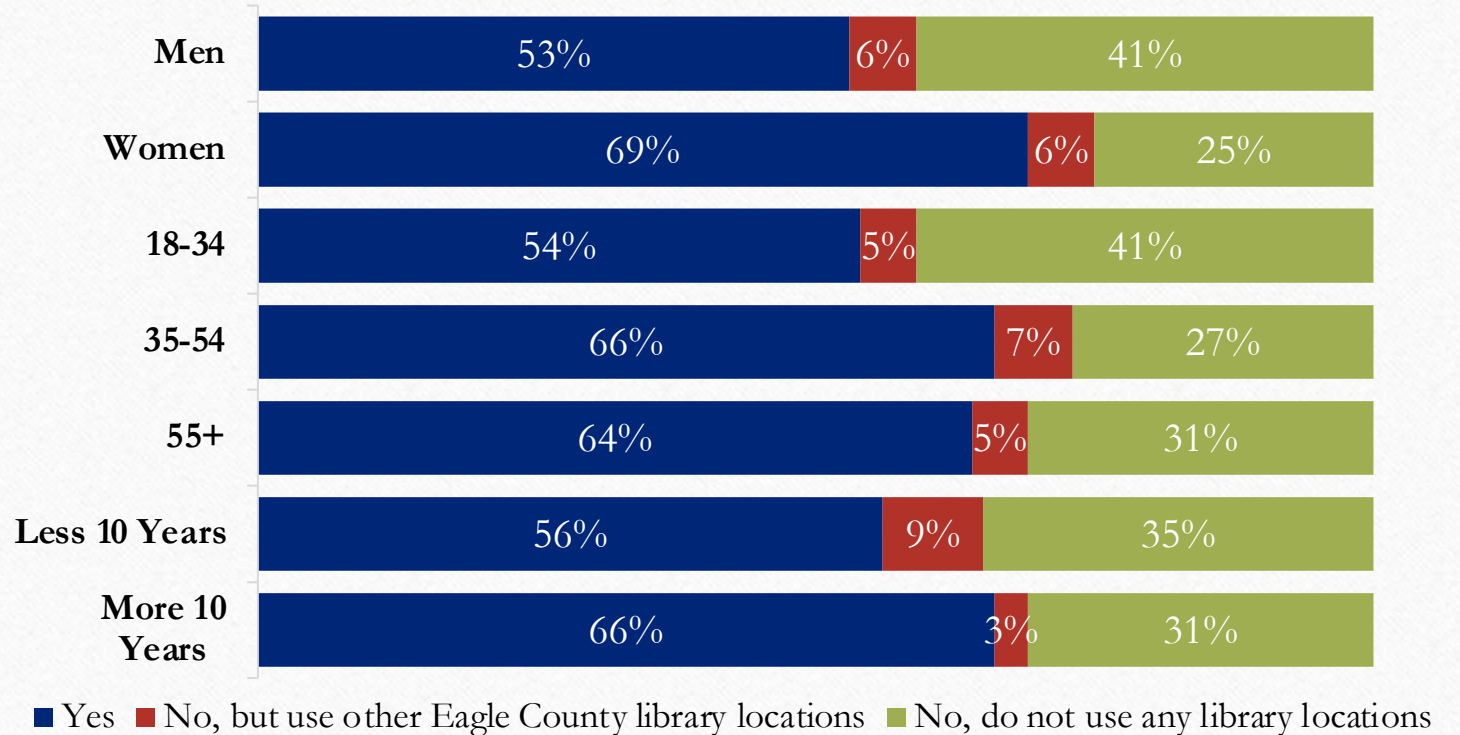
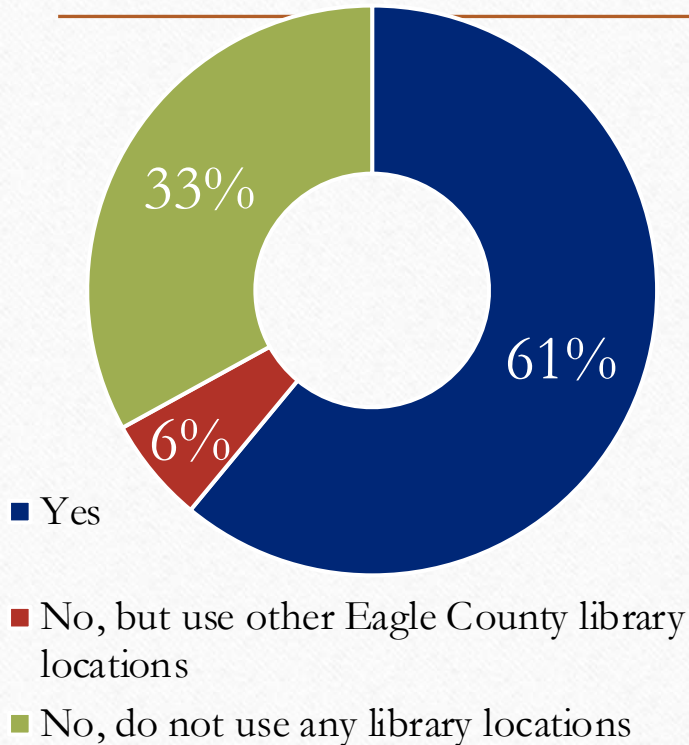
- Support
- Oppose
- No Opinion

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Library Questions

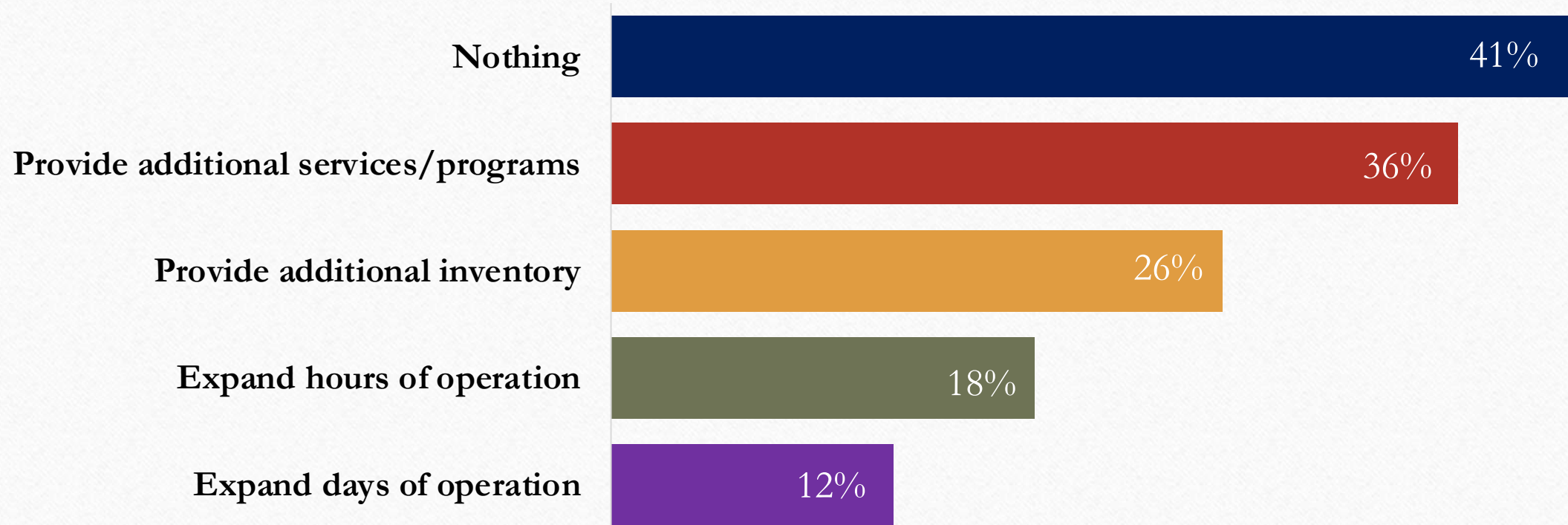


Do you, or anyone in your family use the Gypsum Library?



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

(Asked to the 285 respondents who use the library.)



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

Themes

Do Nothing

More Programs

Different Materials

Longer / Different Hours

Promotion / Advertising

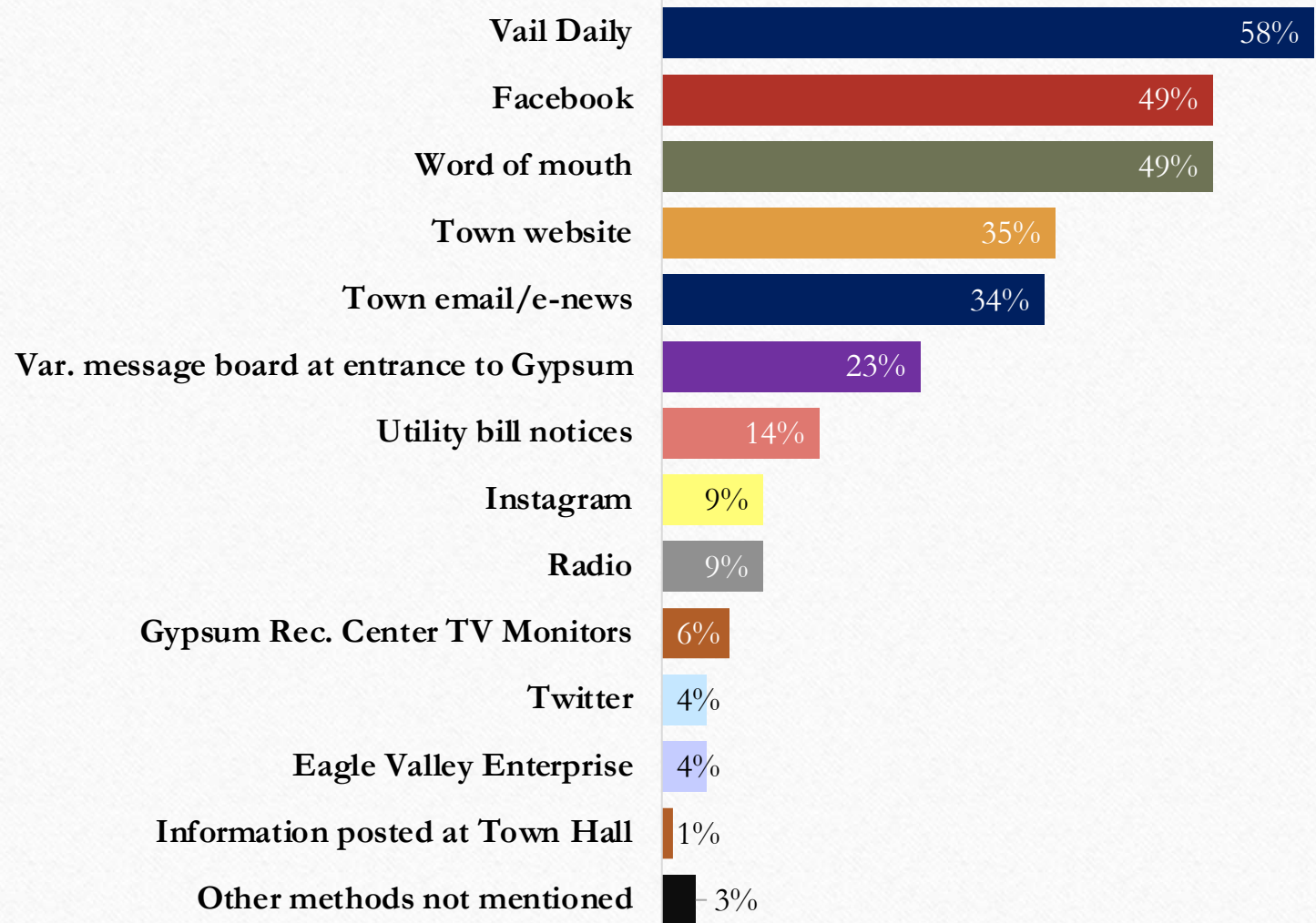
- “Monday-Saturday 10-7. Most people work 8-5 and they close at 5 most days.”
-Female, 35-44, Living in Gypsum 6-10 Years
- “The library is great for this size community; I think that libraries everywhere are not getting enough use, so additional programs might be the answer.”
-Female, 65-74, Living in Gypsum 1-5 Years
- “It’s a nice little library, but selection is limited.”
-Male, 45-54, Living in Gypsum 16-20 Years
- “I am a working mom and love the story time for toddlers. I would love it if there were story time in the afternoons and possible weekend at any time. We drive to Avon on some weekends to attend their story time. We think libraries are great and the staff is AMAZING!!! Also, more resources in Spanish please. Thank you!”
-Female, 25-34, Living in Gypsum 16-20 Years
- “The Gypsum staff does a great job. Additional inventory is always great.”
-Unknown, 45-54, Living in Gypsum 16-20 Years
- “If Gypsum doesn’t have what I need I go to Eagle or Avon. The Glenwood Springs library is cool.”
-Female, 45-54, Living in Gypsum less than a Year

Town of Gypsum Community Survey

Preferred Public Information Communication Questions



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.



Which radio station?

(Asked to respondents who get their information from the radio.)

Top Stations

104.7, The Mile

101.7, KSKE

97.7, KZYR

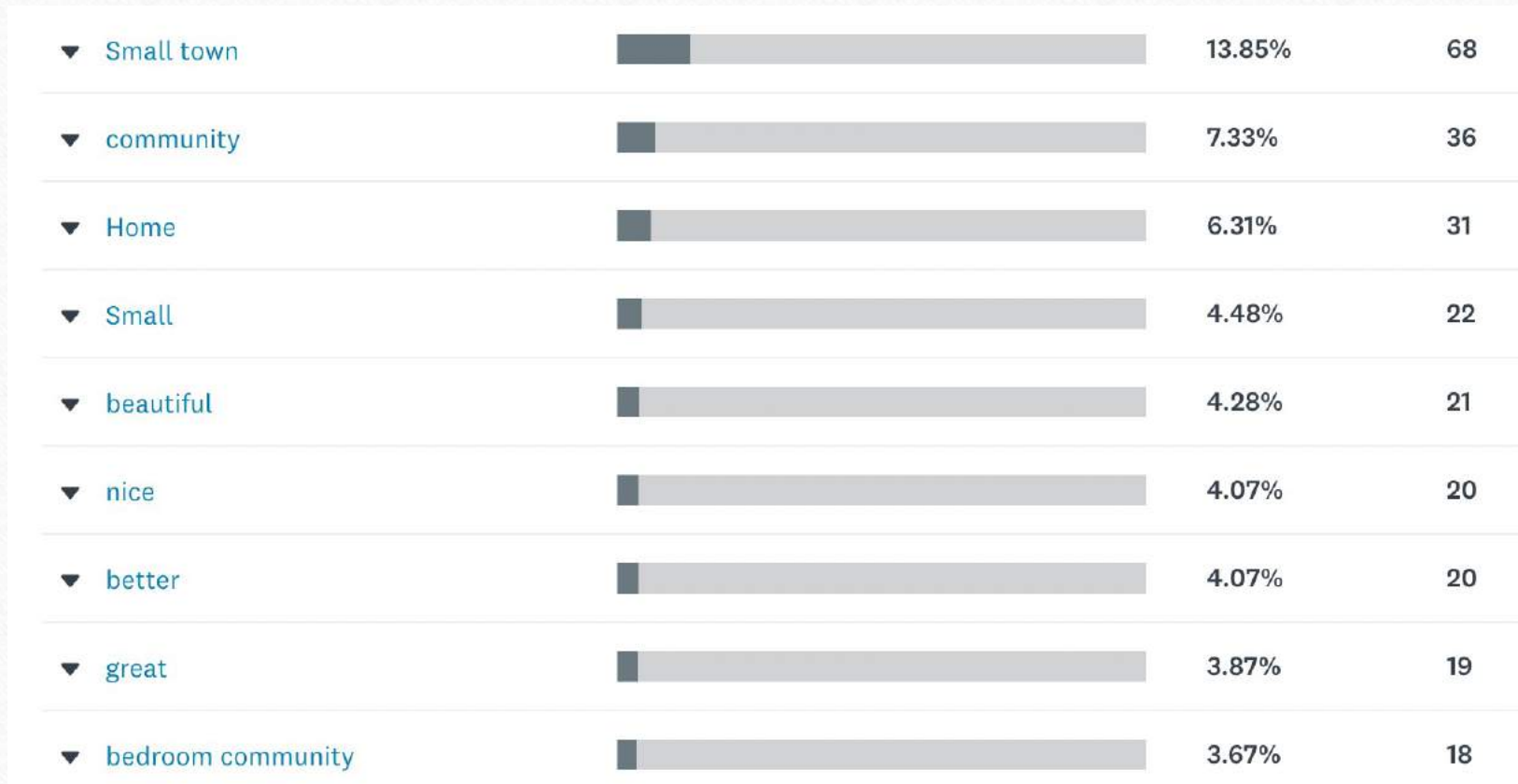
- “KZYR and Lyft”
-Female, 35-44, Living in Gypsum 1-5 Years
- “1047, 99.7, 88.5, 101.7”
-Male, 35-44, Living in Gypsum 1-5 Years
- “The Lyft, KZYR, KDRK, NPR, KUNC”
-Male, 45-54, Living in Gypsum 11-15 Years
- “KUNC, KSKE”
-Female, 65-74, Living in Gypsum 11-15 Years
- “KSKE 101.7 or 104.7”
-Female, 55-64, Living in Gypsum 20+ Years
- “The only two we have”
-Male, 25-34, Living in Gypsum 6-10 Years
- “Outlaw 102.1”
-Male, 35-44, Living in Gypsum 6-10 Years

Town of Gypsum Community Survey

What comes to mind when you
think about Gypsum?



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



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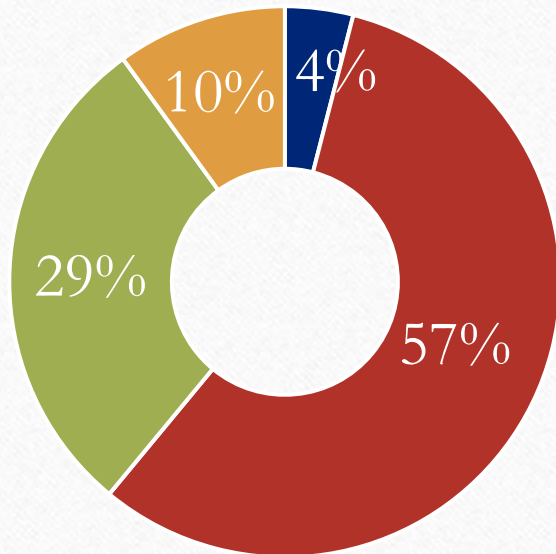


When you think about the look and feel of the Town of Gypsum, what images or words come to mind?

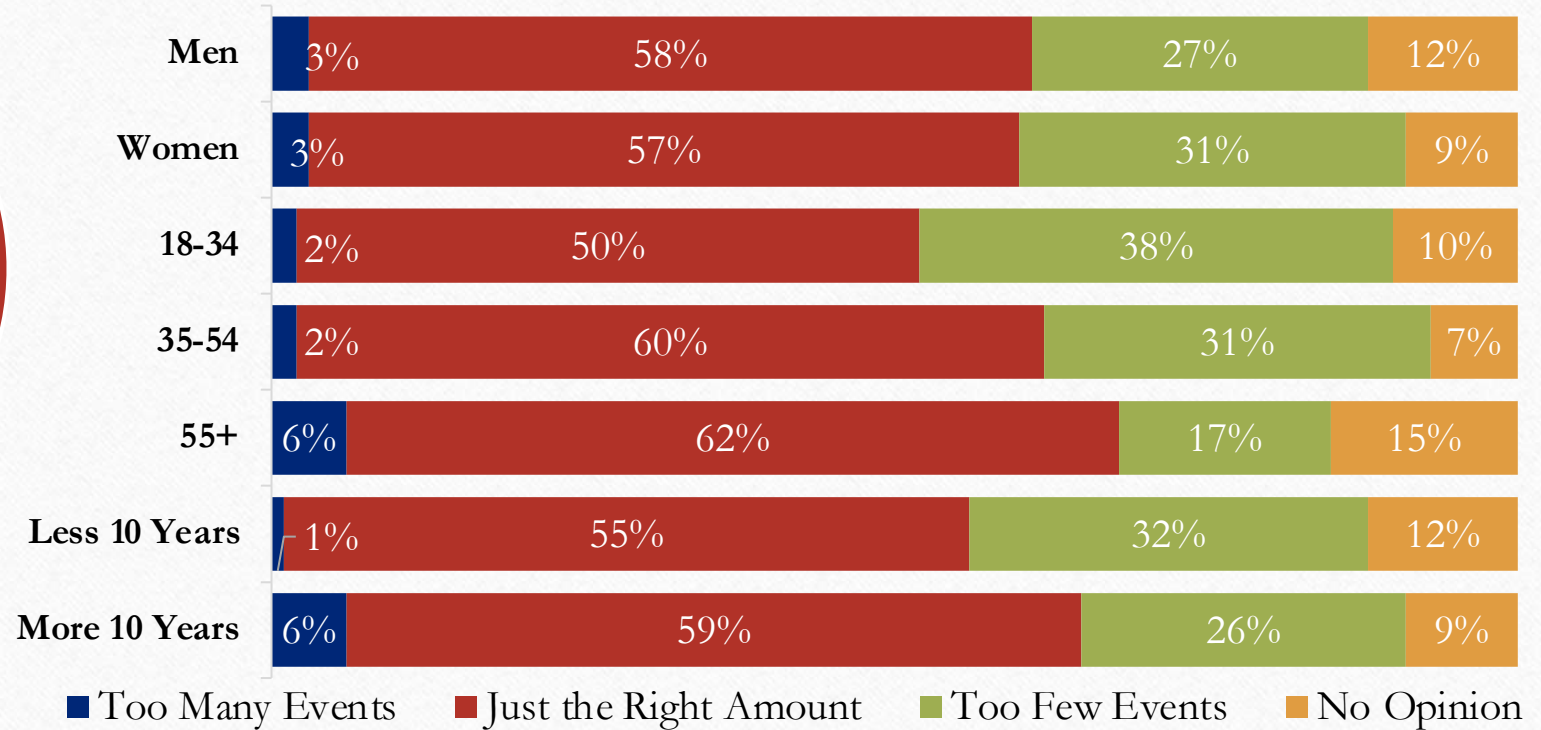
Positive	Negative
Friendly	Dated
Quaint	Industrial
Peaceful	Unappealing
Small town	Stagnant
Rural	Ugly

- “A former industrial town trying to figure out what they want to be when they grow up. There needs to be a downtown core. Slow down traffic through town. No place to eat. Limited grocery options. The entrance to the town from I-70 needs an update.” **-Female, 45-54, Living in Gypsum 16-20 Years**
- “Great small town slowly being destroyed by over development of housing and population growth. Bigger is not better.” **-Male, 45-54, Living in Gypsum 16-20 Years**
- “It's kind of industrial from both entrances to Town, but it is where I call home, and I like it.” **-Male, 45-54, Living in Gypsum 16-20 Years**
- “Family friendly. No town center. No town identity. Please don't let it end up like Edwards or Avon.” **-Female, 45-54, Living in Gypsum 16-20 Years**
- “One word, LACKING. We recently visited Salida, Poncha Springs, Buena Vista. Not to mention Avon & Eagle. All have lower populations than Gypsum. Glenwood Springs only has approx. 3,000 more in pop. Those towns all have far more to offer residents locally in terms of amenities, retail, downtown appeal, charm, grocery stores, restaurants & dining, etc. We are a town of churches and auto parts stores. I have lived most of my life in Gypsum. It's unfortunate to constantly have to leave town for groceries, clothes, school supplies (or any supplies), medicine, medical services, urgent care, shopping, dining, and basically everything. ... I'd prefer to spend my money in my hometown, but I'm unable. There's nothing available.” **-Female, 35-44, Living in Gypsum 16-20 Years**

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?



- Too Many Events
- Just the Right Amount
- Too Few Events
- No Opinion



- Too Many Events
- Just the Right Amount
- Too Few Events
- No Opinion

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

Town Event Suggestions

Family friendly events

More concerts

Not just country music

Food, art, movies

Better information needed

- “Keep up the good work with Gypsum Daze!”-**Male, 25-34, Living in Gypsum 20+ Years**
- “More diverse range of musical guests.” -**Male, 25-34, Living in Gypsum 6-10 Years**
- “It would be nice to have more events throughout the year the include markets, fairs, or festivals.” -**Male, 35-44, Living in Gypsum 6-10 Years**
- “Some of the events are wonderful, I just feel sad about lack of attendance to some. Gypsum has the potential for a great community vibe, yet it's not quite there yet.”
-**Female, 45-54, Living in Gypsum 6-10 Years**
- “Some other ticketed concerts besides Gypsum days would be nice. Not in the country vein.”
-**Male, 45-54, Living in Gypsum 16-20 Years**
- “The only event I’m aware of is the one with country music & that’s not my genre of choice. I would like more diversity. Community gatherings. arts & culture. Music.”
-**Female, 45-54, Living in Gypsum less than a Year**
- “Advertising needs to be increased. I don't always drive by the sign so I have no clue about what events are happening.” -**Female, 35-44, Living in Gypsum 20+ Years**
- “I would love to see the incorporation of Hispanic culture into town events in the food, music and celebrations. Also, I would like to see more Hispanic participation in community events and meetings.” -**Female, 25-34, Living in Gypsum 16-20 Years**

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

Themes
Grow responsibly
Plan better
Compare to other towns
Fix problems: water, speeding
“Thank you”

- “Please continue to promote responsible growth. Infrastructure to meet the need of number of residents and businesses, schools that are not packed in with too many students, transportation access, positive reinforcement and maybe even perks for those developers, businesses and residents doing the right thing.” **-Unknown, 45-54, Living in Gypsum 16-20 Years**
- “Actions speak, clean the town up and invite more family businesses and big restaurants to become part of the community. Negotiate with the Sheriffs Office for more deputies or start a Gypsum PD. Mornings and evenings into the night are unsafe due to the speeding and reckless driving.” **-Male, 35-44, Living in Gypsum 11-15 Years**
- “Take a look at other small towns across Colorado with similarities. What are they doing? What do their downtown areas offer? What other amenities are available for a variety of ages. On city-data.com Gypsum is listed as a “bigger city” with a population of over 6,000. I had to chuckle. I believe Gypsum could be far more than just a bedroom community. We could offer not only a safe and beautiful place to live, but a place to work and play all while maintaining a small-town charm. Town council needs to put the master plan into ACTION! That plan is gathering dust by the day!” **-Female, 35-44, Living in Gypsum 16-20 Years**
- “Growth is inevitable - we need to make sure the infrastructure grows with the community.” **-Female, 55-64, Living in Gypsum 1-5 Years**
- “Thank you for working to make our town better.” **-Female, 45-54, Living in Gypsum 20+ Years**

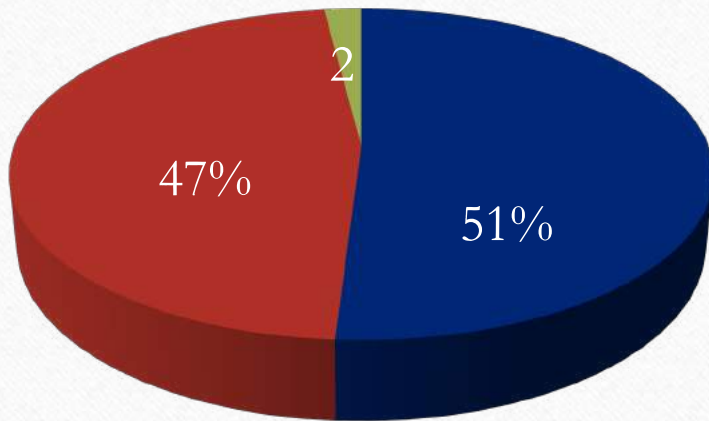
Town of Gypsum Community Survey

Survey Demographics



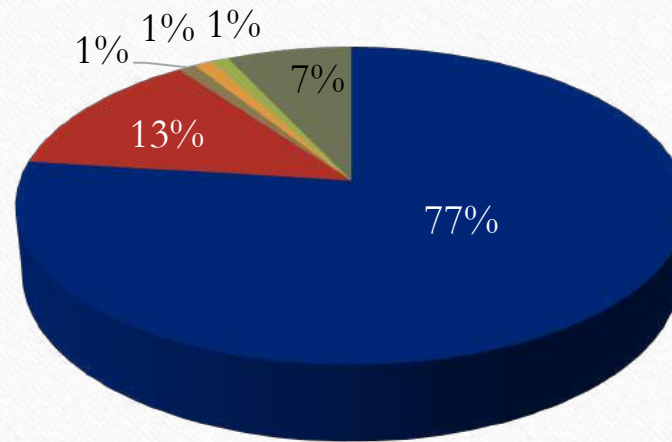
Survey Demographics

Gender



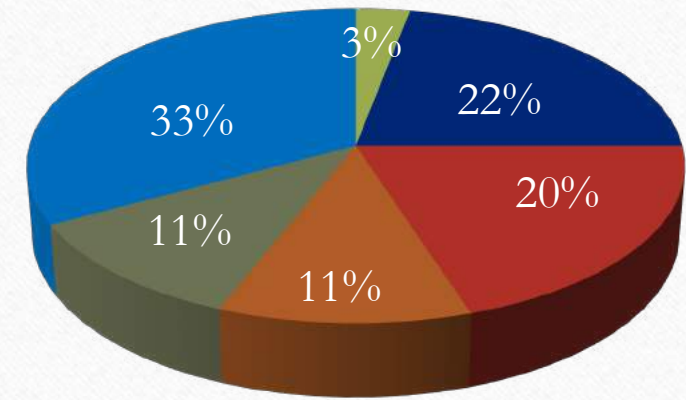
- Female
- Male
- I prefer not to say

Race



- White, Non-Hispanic
- Hispanic, All Races
- American Indian or Alaska Native
- Multiple Races, Non-Hispanic
- All Other Races
- I prefer not to say

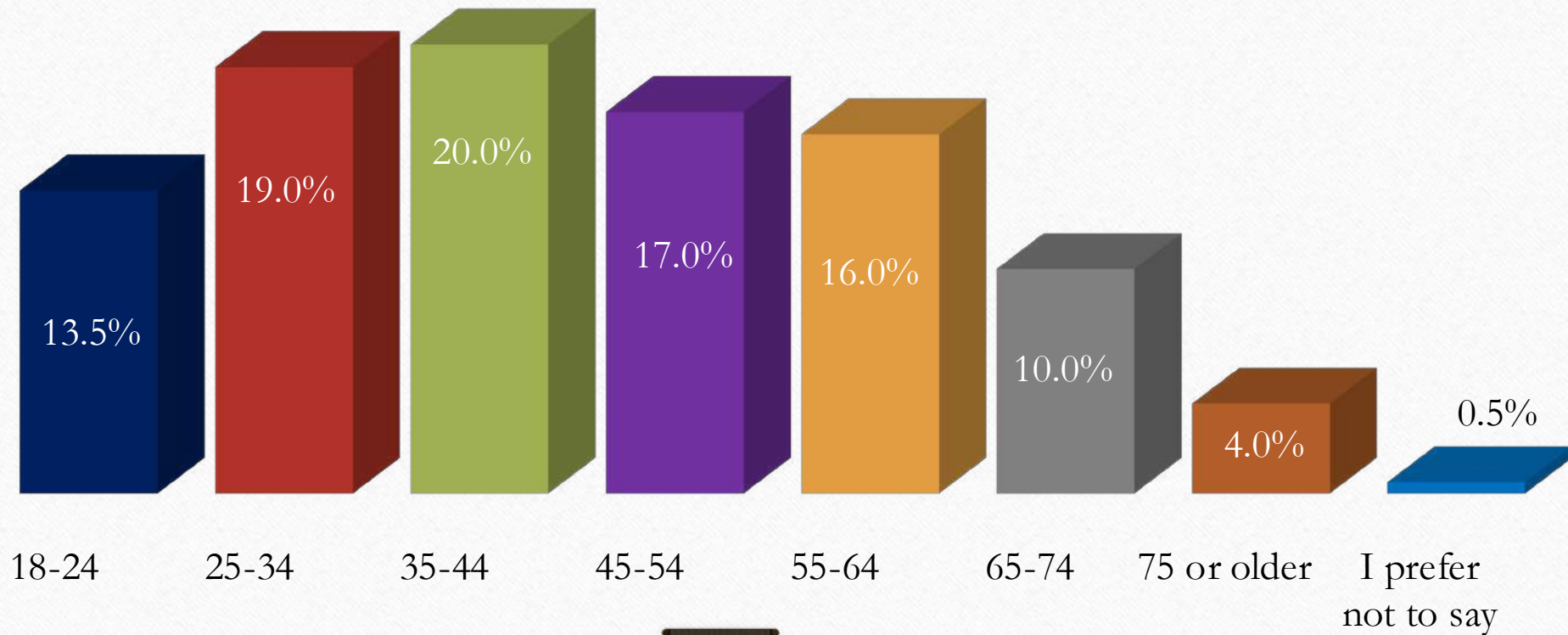
Residency



- Less than a Year
- 1-5 Years
- 6-10 Years
- 11-15 Years
- 16-20 Years
- More than 20 Years
- I prefer not to say

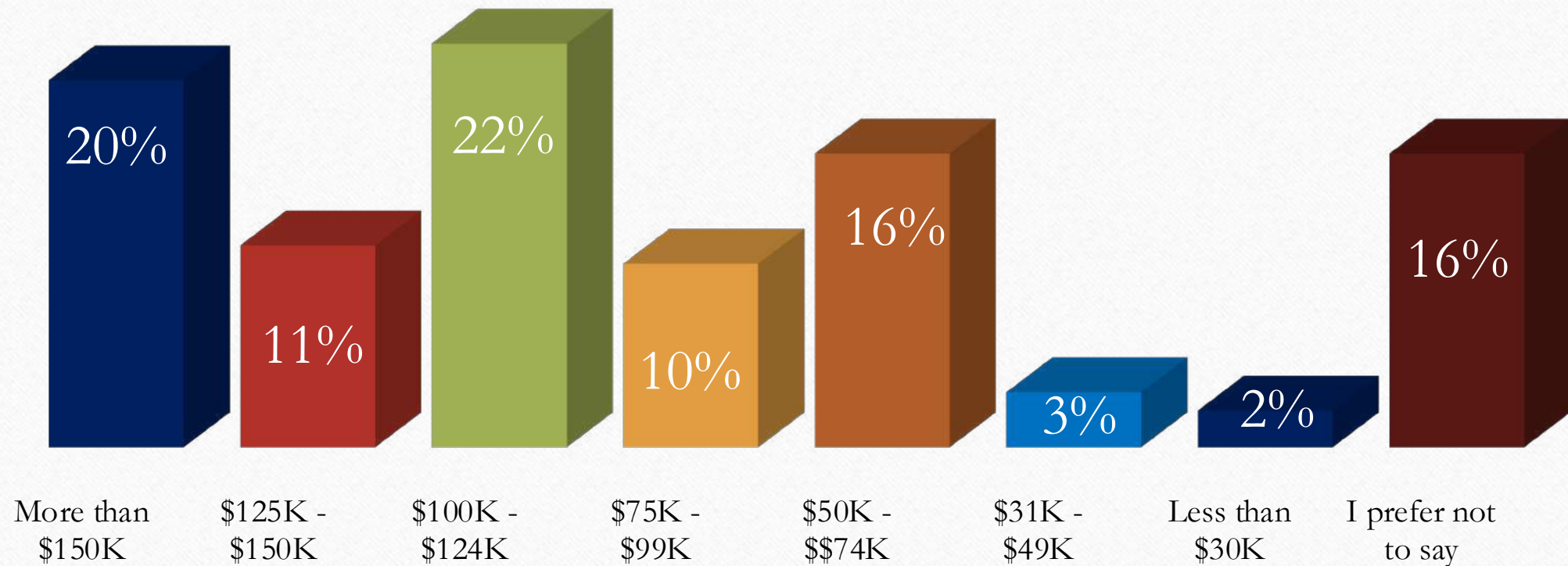
Survey Demographics

Age Range



Survey Demographics

Income





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