

Town of Frisco Community Survey

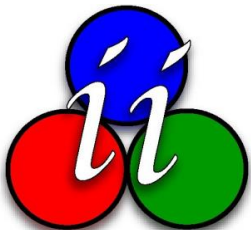
June 2015

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Prepared for:
Town of Frisco

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Research | Analytics | Performance | Design

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Objectives

The Town of Frisco invested in a third party research company, Intercept Insight, LLC, to conduct an online community survey. This study was designed to help understand and evaluate why people live and conduct business in Frisco, what is important to the community, how well the Town is meeting expectations, and where the Town should focus efforts and investments. Several objectives were developed for this study, and a questionnaire was designed and formatted to meet these objectives.

Objectives:

- ❖ Understand why community members choose to live in Frisco
- ❖ Understand what community members enjoy most about Frisco
- ❖ Evaluate facility and community trail utilization
- ❖ Determine what attributes of a community are most important to the Town of Frisco
- ❖ Evaluate how well the Town has performed with those same attributes
- ❖ Understand communication preferences
- ❖ Determine events which offer character vs. events which offer the most economic benefits
- ❖ Understand how the Town can best support Frisco's economy
- ❖ Determine community preferences for usage of the Frisco Peninsula Recreation Area
- ❖ Evaluate how well the Town has performed with specific functions and services
- ❖ Determine which projects the community is most willing to support, and most willing to pay for
- ❖ Understand current and future property use of second home owners
- ❖ Understand business owner preferences, challenges, and future plans
- ❖ Capture demographical data

Methodology

The Town of Frisco and Intercept Insight designed a core set of questions intended to meet the objectives of the study. Once the survey was approved, the questions were programmed into an online survey design tool. Email addresses collected through various outlets (e.g. Town Clean-up, Recreation Department, Information Center, etc.) were provided to Intercept Insight to be used as the sample set for this study.

The sample set was uploaded into the online survey tool and prepared for distribution. The survey invitation was distributed to the sample set on May 22nd, 2015, which included the survey link, an incentive, and an “opt-out” opportunity in respect of privacy.

A reminder notification was launched to those who had not yet responded to the original invitation on June 5th. The survey was closed and the data was downloaded and prepared for analysis/reporting on June 22nd, 2015.

Summary/Highlights

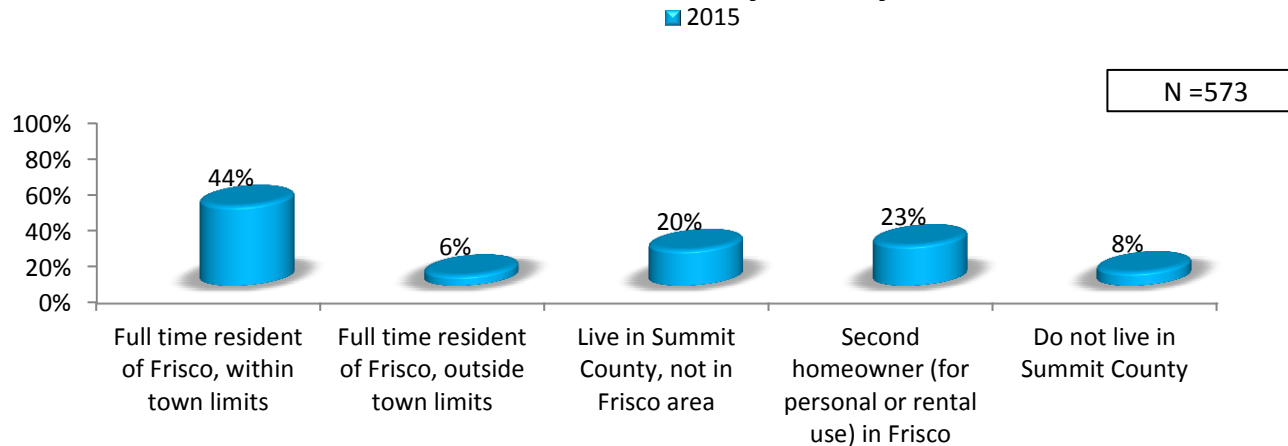
- ❖ Sample size – 1,779 unique invitations to businesses & residents of the Town of Frisco
- ❖ Response rate – 561 responses (32%) | 340 completed surveys (19%)
- ❖ Statistical validity – 340 completions offers a 4.8% margin of error at 95% confidence interval
- ❖ Respondents – (44%) full-time residents | (23%) 2nd home owners | (6%) full-time residents outside Town limits
- ❖ Reason for living in Frisco – Quality of Life | Recreational Amenities | Employment Opportunities
- ❖ Most liked about living in Frisco – Small Town Atmosphere | Recreational Amenities | Summers
- ❖ Most utilized facilities – Bike Paths | Island Grill | Gazebo/Park | Peninsula Trails
- ❖ Most utilized trails – Rainbow Lake | Mount Royal
- ❖ Most important attributes of the Town to the community – Recreational Amenities | Appearance of the Town | Sense of Community
- ❖ Most satisfying attributes of the Town to the community – Recreational Amenities | Appearance of the Town | Recreational Programs/Events
- ❖ Communication preferences – Summit Daily News | Local Radio | Word of Mouth | TOF Website
- ❖ Most impactful events to Town’s character – 4th of July | BBQ Challenge | Concerts in the Park
- ❖ Most impactful events to the Town’s economy – 4th of July | BBQ Challenge | Main Street to the Rockies Arts Festival
- ❖ Frisco Peninsula Recreational Area improvement/addition preferences – Summer Hiking Trail Improvements | Outdoor Amphitheater | Mountain Biking Trail Improvements
- ❖ Most supported community projects - Expand Recreational Amenities | Expand Paved Pathways | Expand Arts & Culture Amenities
- ❖ 77% feel the Town of Frisco is “Heading in the right direction”
- ❖ Direction of the Town most supported – Continue to offer a variety of festivals and special events | Create more attainable housing for workers | Create an economic development program for local businesses
- ❖ Primary challenges of business owners – High cost of doing business | Tourism fluctuation | Lack of housing for employees
- ❖ Most beneficial public investment for local businesses – Town financed marketing and promotion
- ❖ Lifestyle categories – Sports Enthusiast, Traveler, and Health & Fitness

Town of Frisco Resident Details

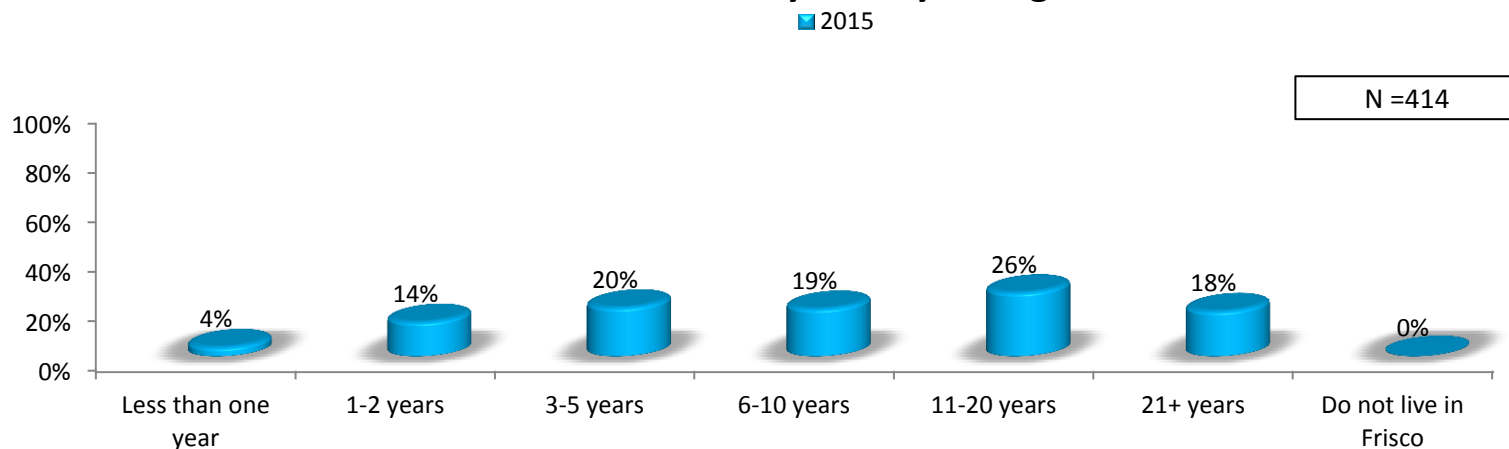
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Resident Details

2015 Town of Frisco Community Survey - Residence

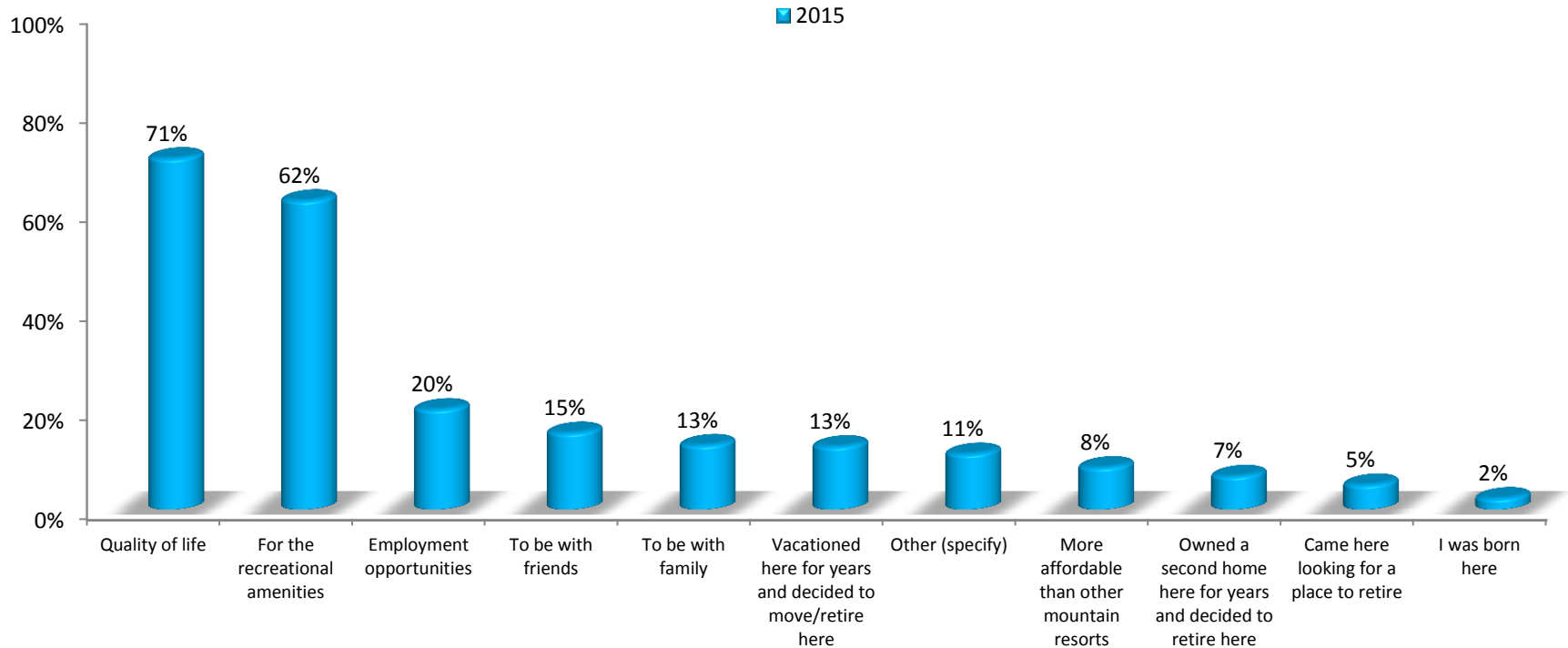


2015 Town of Frisco Community Survey - Length of Residence



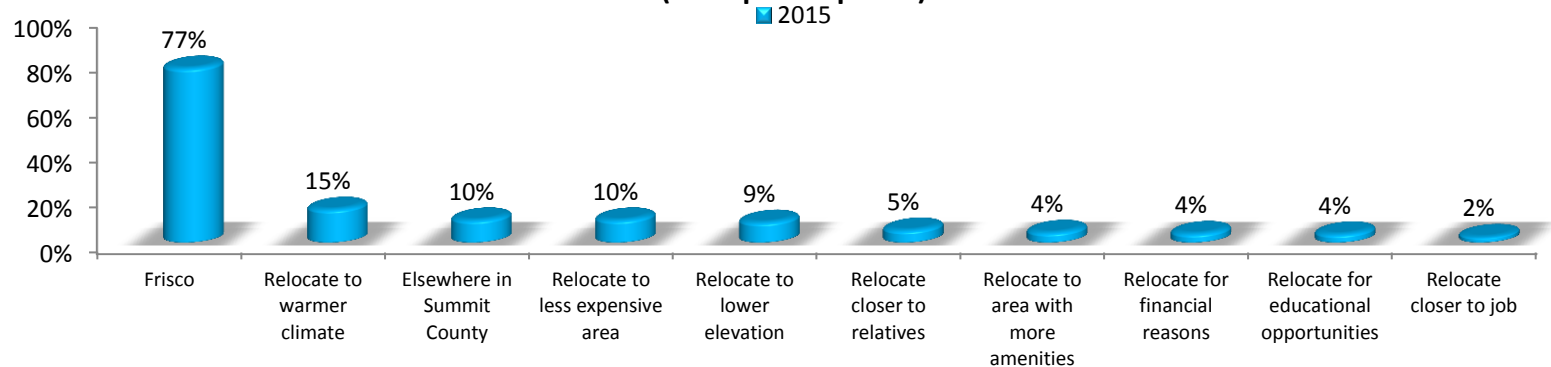
Resident Details

2015 Town of Frisco Community Survey - Reason for Living in Frisco
(Multiple Response)

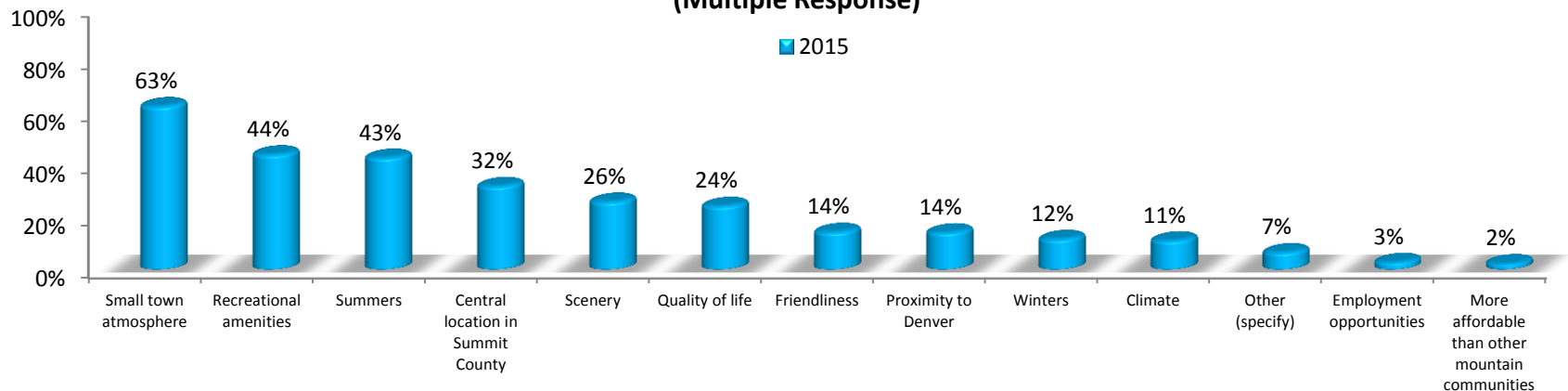


Resident Details

2015 Town of Frisco Community Survey - Where do you see yourself living within the next 5-10 years? (Multiple Response)



2015 Town of Frisco Community Survey - What do you enjoy about living in Frisco? (Multiple Response)



Proud To Be A Frisco Resident

Respondents were asked about what makes them feel proud about the Town of Frisco. One word clearly defines why community patrons are proud to live in Frisco. According the respondents, the word “Town” characterizes Frisco the most. The word graph below displays other words, such as “Community”, “ Small”, and “Feel”, which were also used often to describe why the community is proud of Frisco.

Below is a word graph which can be used to help illustrate the frequency of words used to describe why patrons are proud of Frisco. The larger, more bold words were most frequently used to describe what makes the respondents feel proud about Frisco.

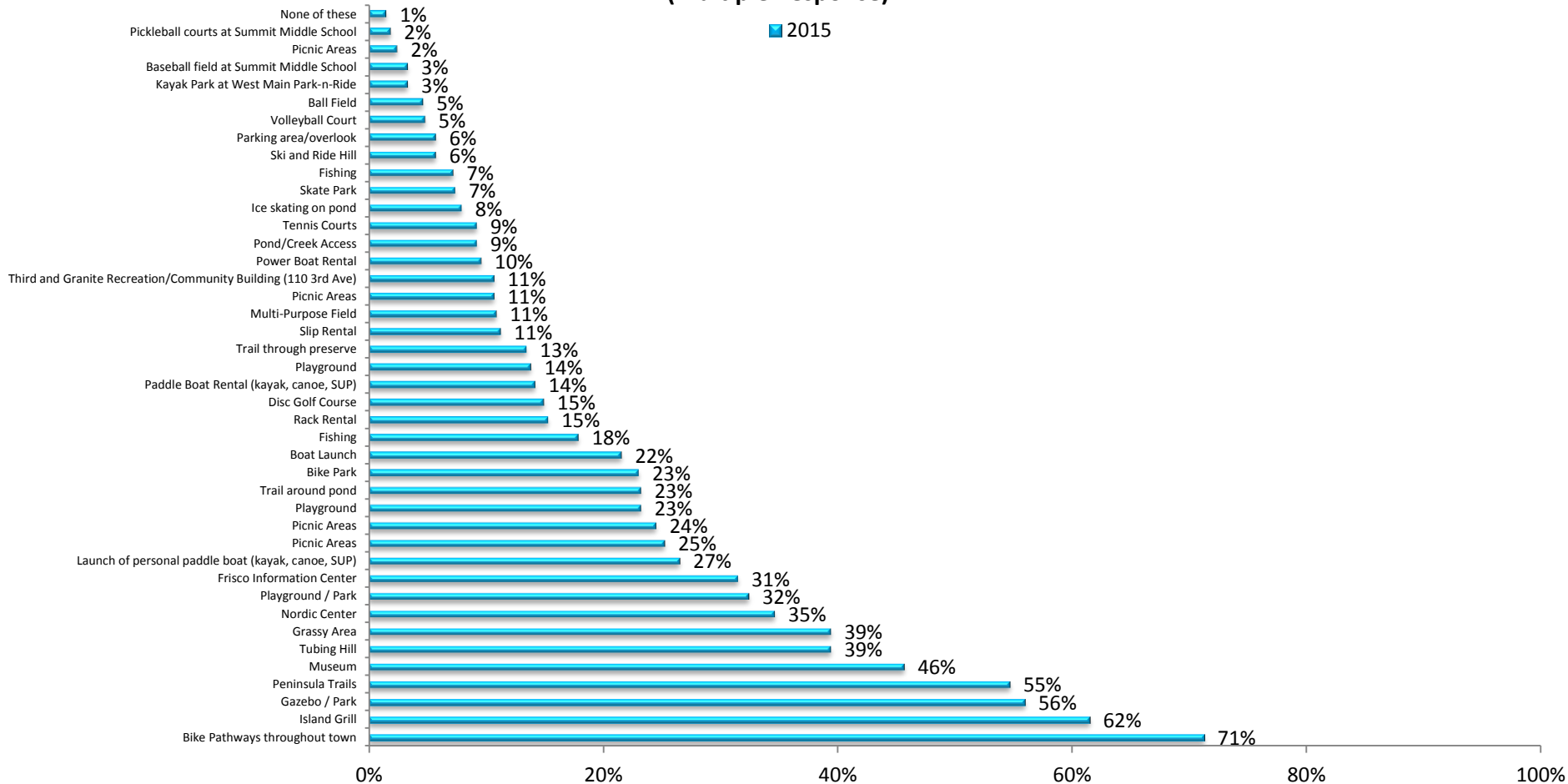


Facility and Trail Utilization

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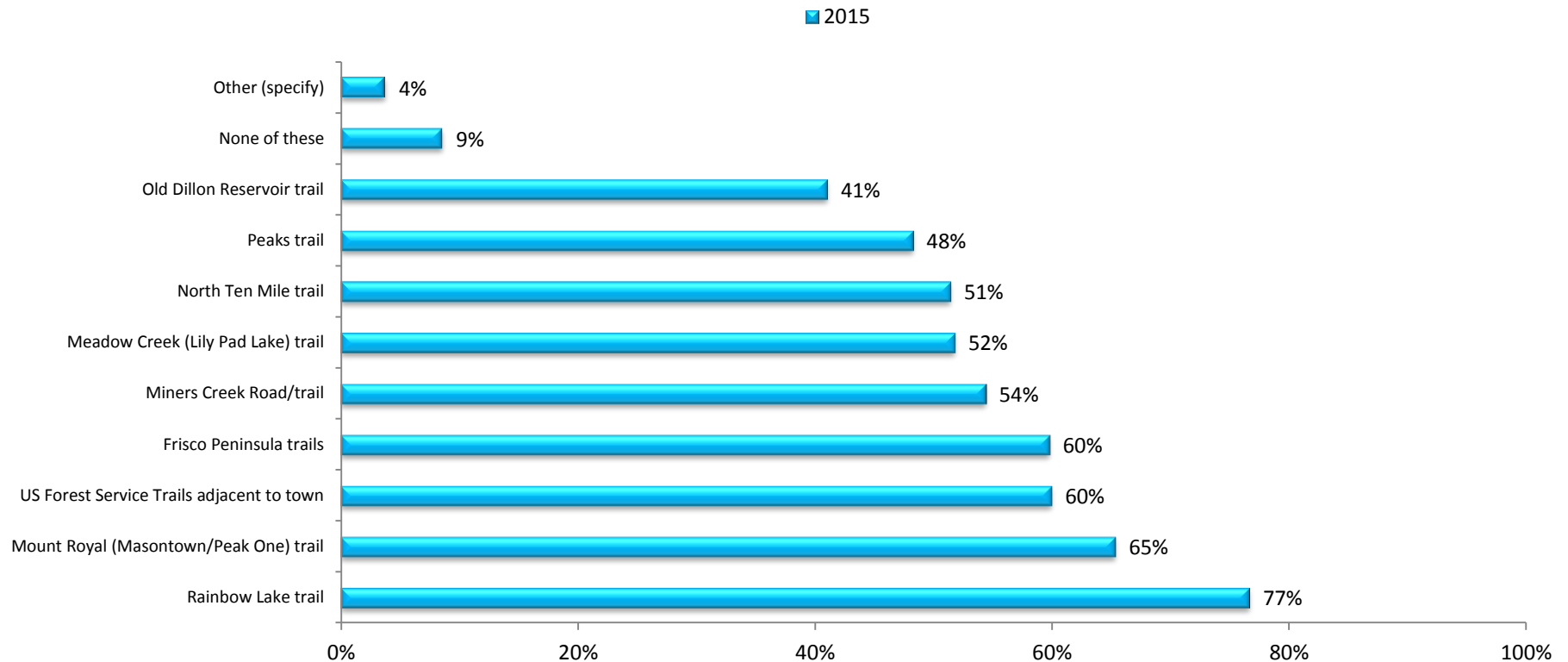
Facility Utilization

2015 Town of Frisco Community Survey - Which of the following have you utilized within the past 12 months? (Multiple Response)



Trail Utilization

2015 Town of Frisco Community Survey - Which of the following trails have you utilized within the past 12 months? (Multiple Response)



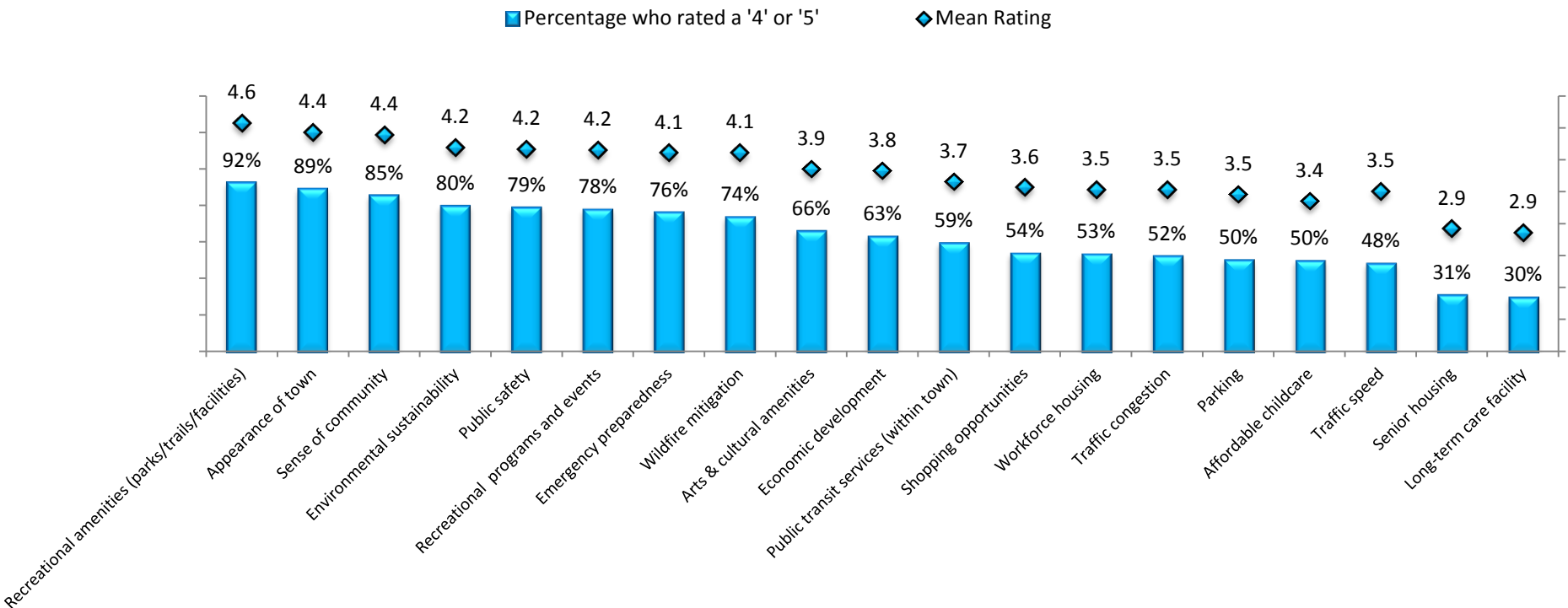
Importance vs. Performance

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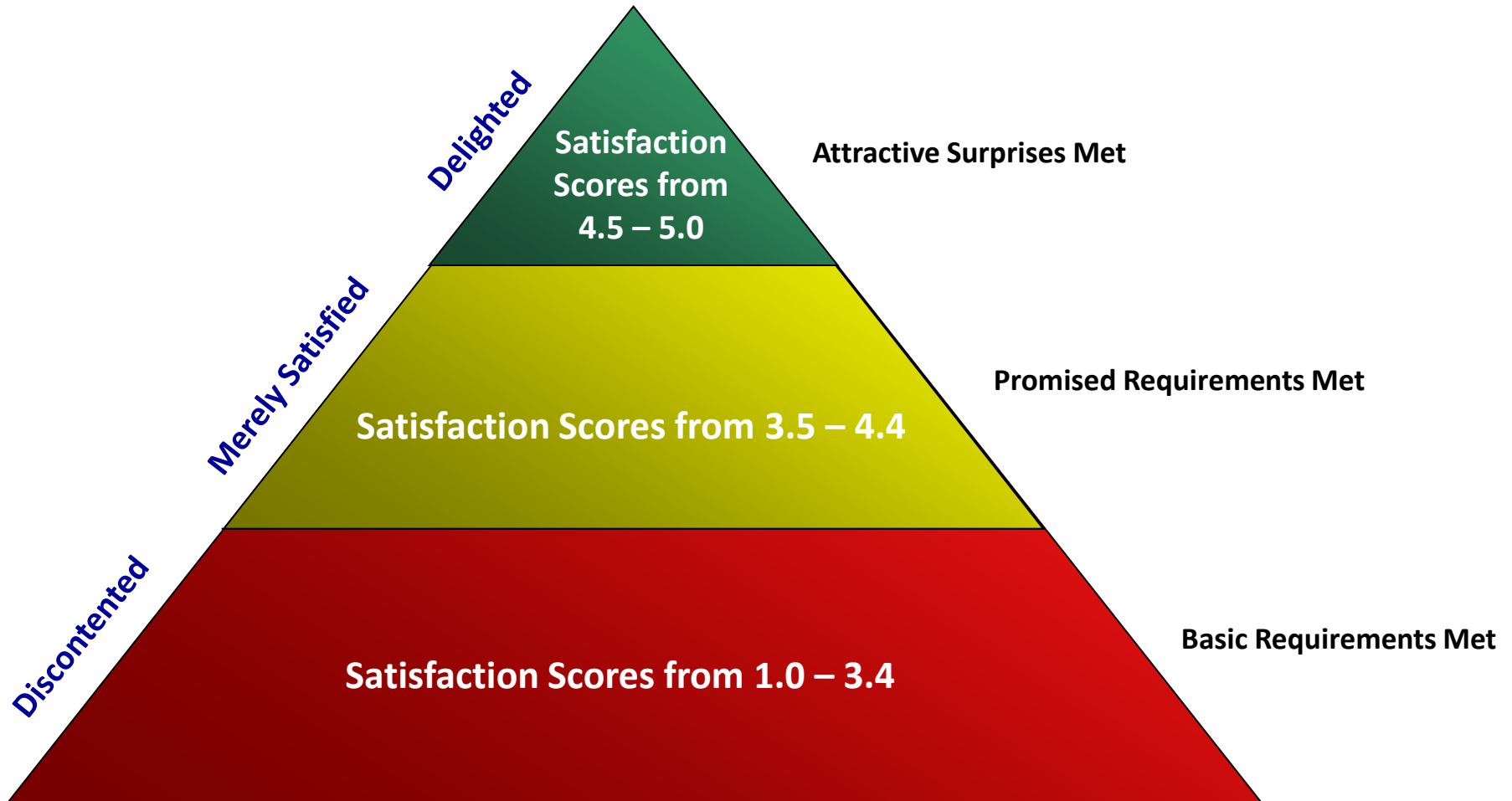
Importance of Town Attributes

2015 Town of Frisco Community Survey - Importance of Town Attributes



➤ Each person surveyed was asked to rate their importance level with several attributes regarding the Town Frisco on a scale of 1 to 5, where 1=Not at all Important and 5=Extremely Important. This graphic displays the mean rating, and the percentage of those who rated each attribute a '4' or '5'.

Hierarchy of Customer Satisfaction Needs



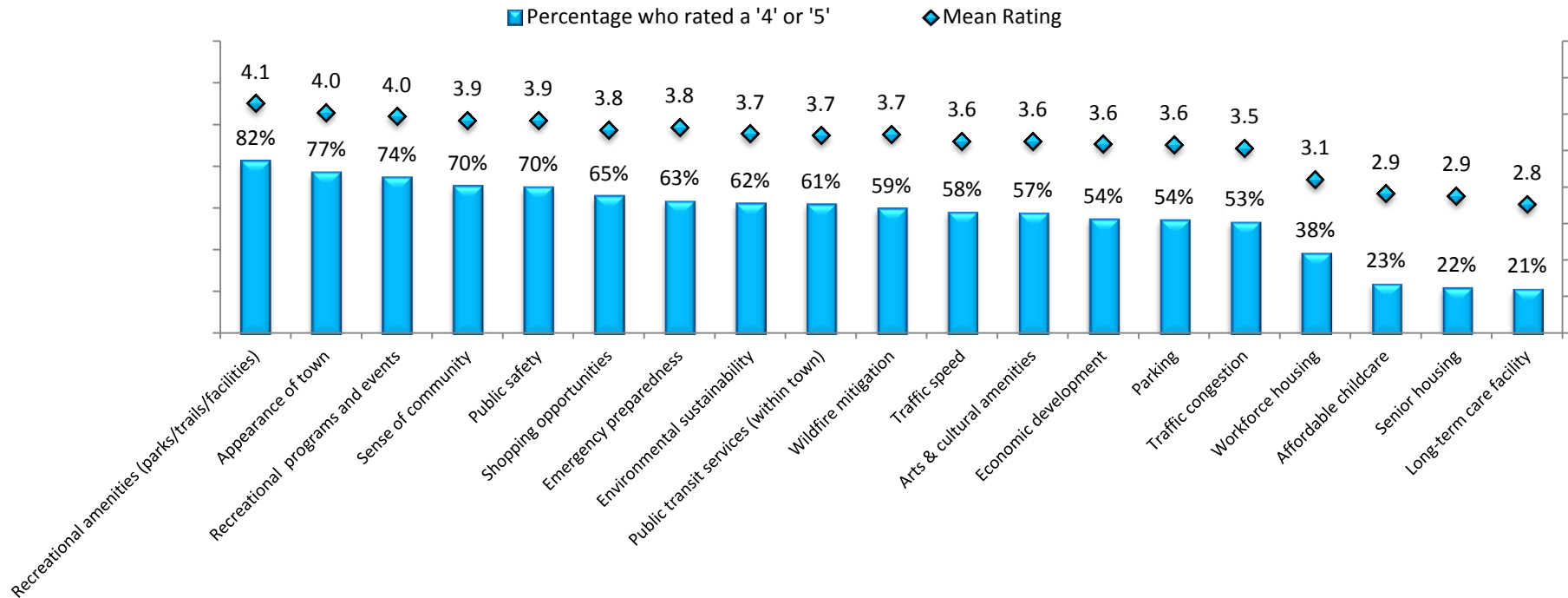
The Customer Delight Principle was designed to identify shortcomings within a business and to improve satisfaction. Satisfaction can be measured along a continuum and can be broken out into three major points:

- Discontentment – customers needs are simply not being met.
- Merely Satisfied – meeting customers needs, but not doing enough to distinguish among competition.
- Delighted – meeting and exceeding the customers needs and expectations

Terry Keiningham and Terry Varva, 2001, The Customer Delight Principle, Google Book Search, viewed 6/23/2008, http://books.google.com/books?id=ot8oD9B2Ck8C&dq=cus+omer+Delight+Principle&pg=PP1&ots=VOXp3xEU0J&sig=9VbRwCSX8MN3xs2vDpmuS9muNk&hl=en&sa=X&oi=book_result&resnum=1&ct=result

Satisfaction with Town Attributes

2015 Town of Frisco Community Survey - Satisfaction with Town Attributes

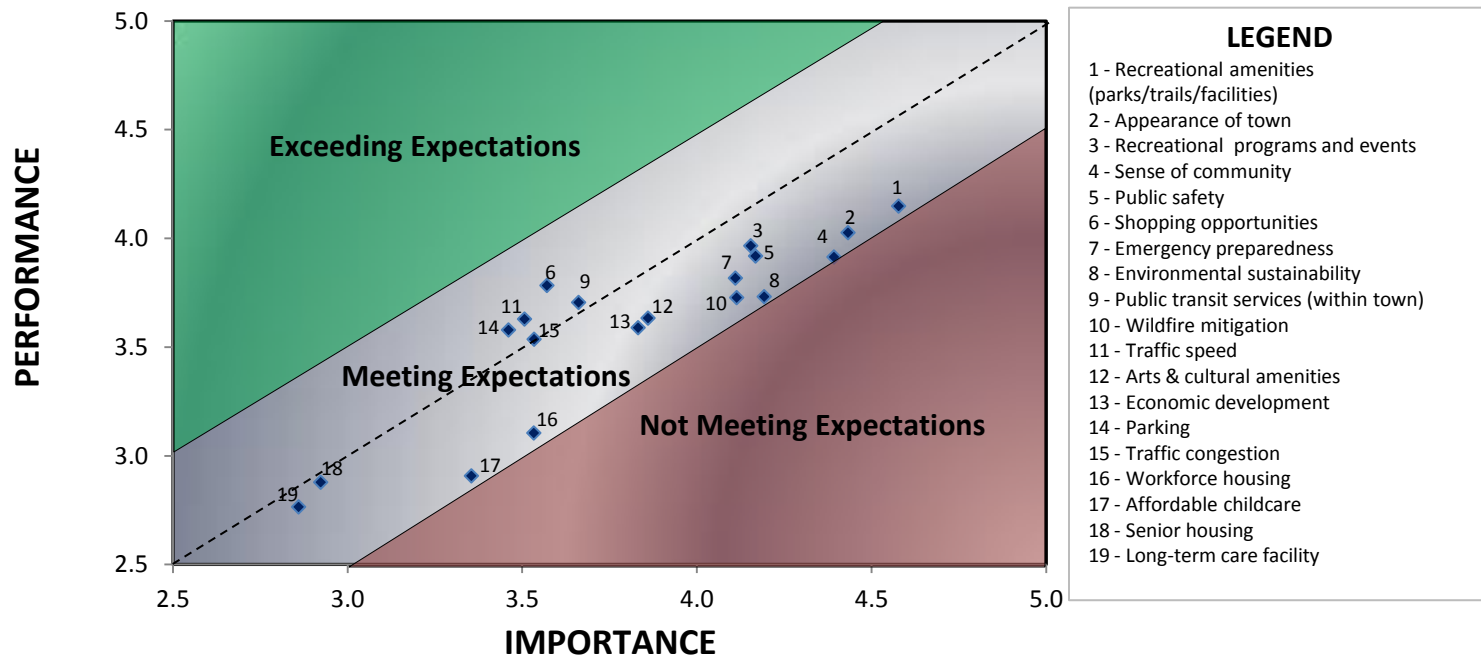


➤ Each person surveyed was asked to rate their satisfaction level with those same attributes regarding the Town of Frisco on a scale of 1 to 5, where 1=Not at all Satisfied and 5=Extremely Satisfied. This graphic displays the mean rating, and the percentage of those who rated each attribute a '4' or '5'.

➤ According to the Hierarchy of Customer Satisfaction Needs, the respondents are “Merely Satisfied” with the majority of the attributes measured. The respondents are “Discontent” with the workforce housing, affordable childcare, senior housing, and long-term care facility.

Town Attributes - Gap Analysis

2015 Town of Frisco Community Survey - Importance vs. Performance Gap Analysis



➤ The graphic above displays the “Gap” between the importance ratings of specific attributes measured, and the satisfaction ratings with the Town’s performance of those same attributes. The mean scores of both the importance and satisfaction ratings are plotted to visually determine if the Town is exceeding, meeting, or not meeting the community’s expectations.

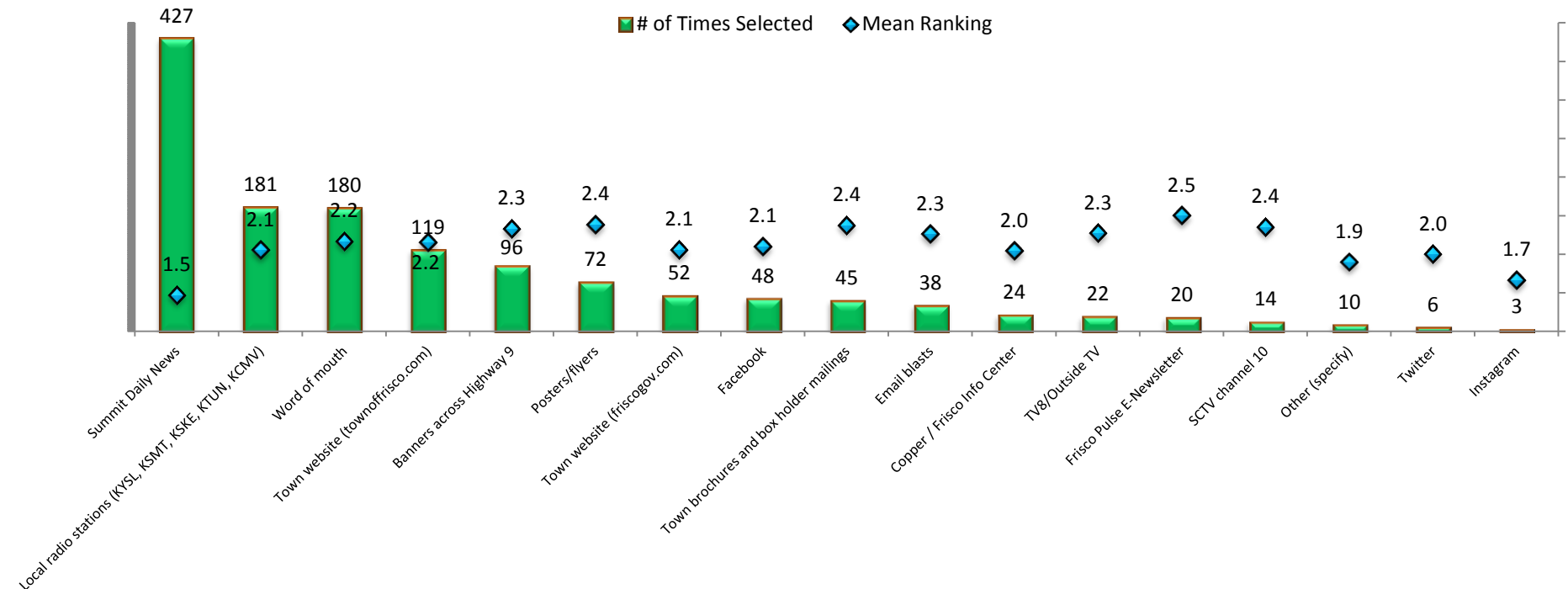
➤ According to the respondents, the Town of Frisco is meeting the expectations of the community with these attributes.

Communication Preferences

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Communication Preferences

2015 Town of Frisco Community Survey - Preferred Channels of Communication
(Respondents were asked to select up to three preferences and rank them from 1 to 3, where 1 = Most Preferred)



Respondents were asked to select their top three communication preferences, and rank them from 1 to 3, where 1=Most preferred. The graphic above demonstrates the number of times each choice was selected as “Top Three”, and the mean rating for each choice. Since 1=Most Preferred, a lower the mean rating equals a more preferred the choice.

Special Events and Recreation Preferences

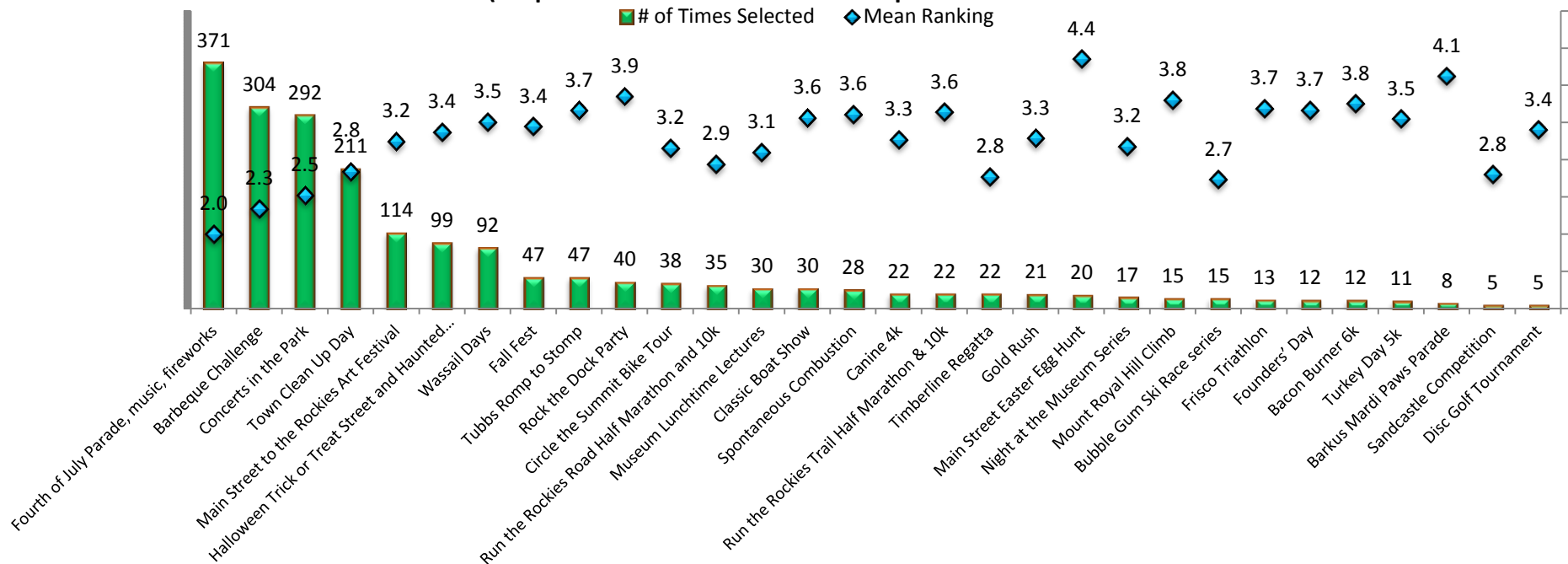
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Special Events - Character

2015 Town of Frisco Community Survey - From a COMMUNITY CHARACTER/QUALITY OF LIFE PERSPECTIVE, please select the top 5 events in which you feel have the most positive impact on the Frisco community.

(Respondents were asked to select up to five events and rank them from 1 to 5, where 1=Most Positive)



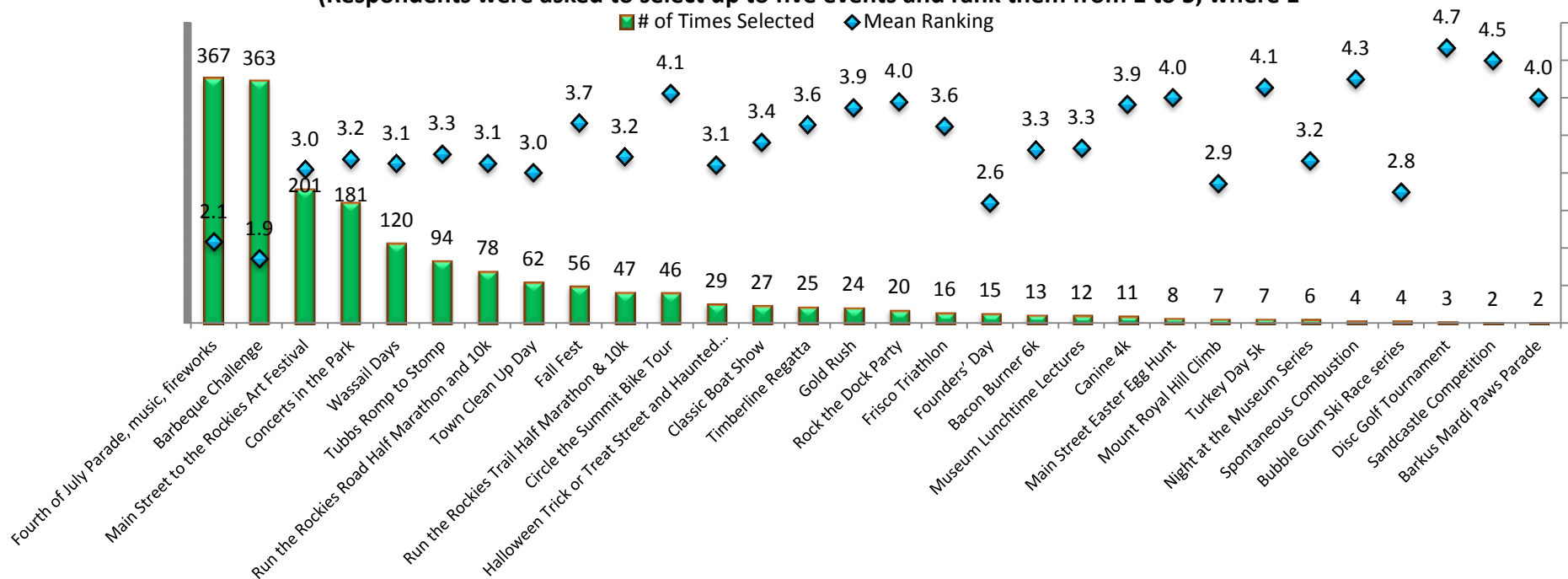
Respondents were asked to select up to five events in which they felt offered a positive impact to the community's character/quality of life perspective, and rank those events from 1 to 5, where 1=Most Positive. The graphic above demonstrates the number of times each event was selected as "Top Five", and the mean rating for each choice. Since 1=Most Positive, a lower mean rating equals a more positive impact.

Special Events – Economic Impact

2015 Town of Frisco Community Survey - From an ECONOMIC PERSPECTIVE, please check the top 5 events in which you feel have the most positive impact on the Frisco economy.

(Respondents were asked to select up to five events and rank them from 1 to 5, where 1

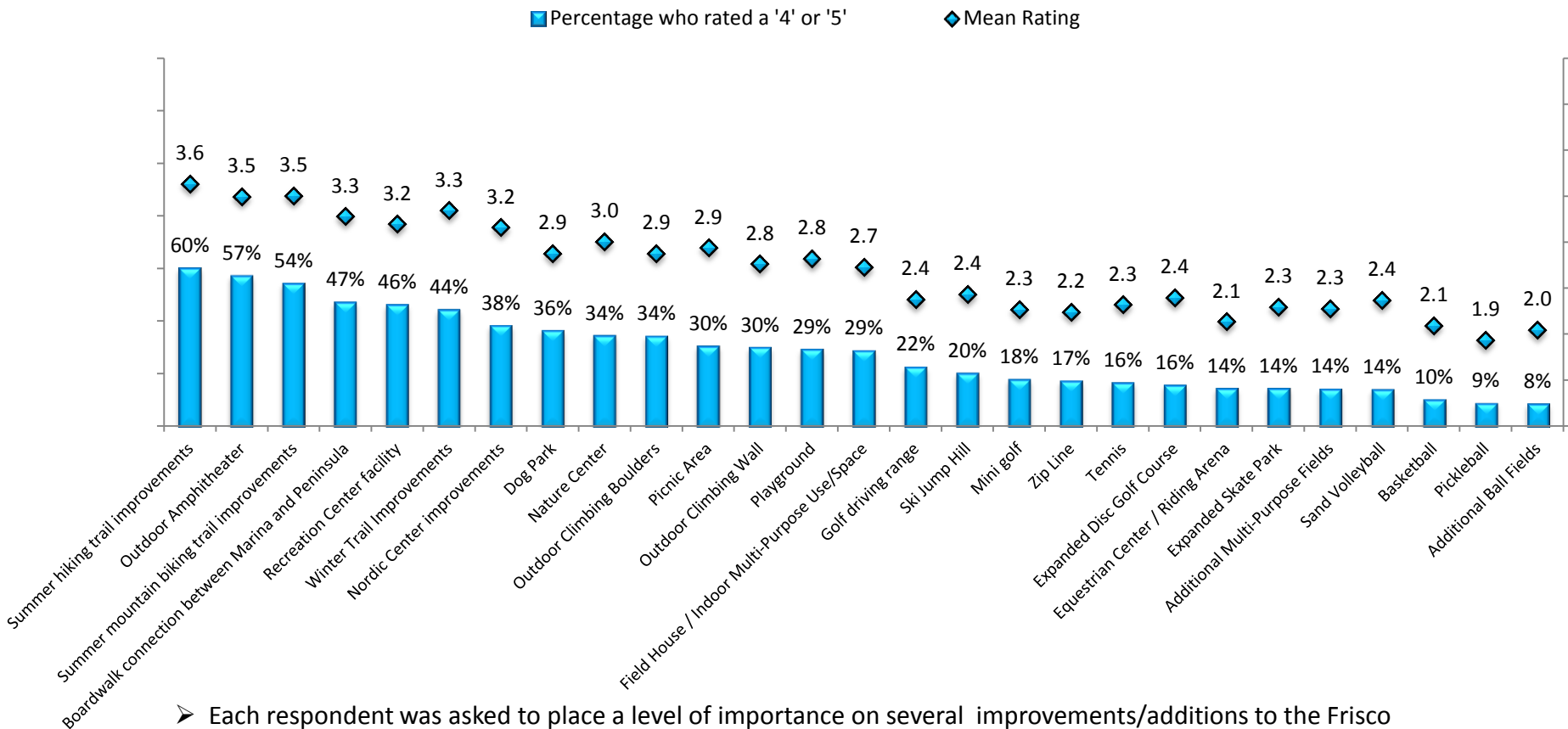
■ # of Times Selected ◆ Mean Ranking



Respondents were asked to select up to five events in which they felt offered a positive impact to the economy, and rank those events from 1 to 5, where 1=Most Positive. The graphic above demonstrates the number of times each event was selected as “Top Five”, and the mean rating for each choice. Since 1=Most Positive, a lower mean rating equals a more positive impact.

Frisco Peninsula Recreation Area

2015 Town of Frisco Community Survey - The “Frisco Peninsula Recreation Area” (PRA) totals 854 acres at the southeast end of town. Of the total acreage, the Town of Frisco owns 25%, which currently houses winter and summer trails, the Frisco Nordic Centre



➤ Each respondent was asked to place a level of importance on several improvements/additions to the Frisco Peninsula Recreation Area on a scale of 1 to 5, where 1=Not at all Important and 5=Extremely Important. This graphic displays the mean rating, and the percentage of those who rated each attribute a '4' or '5'.

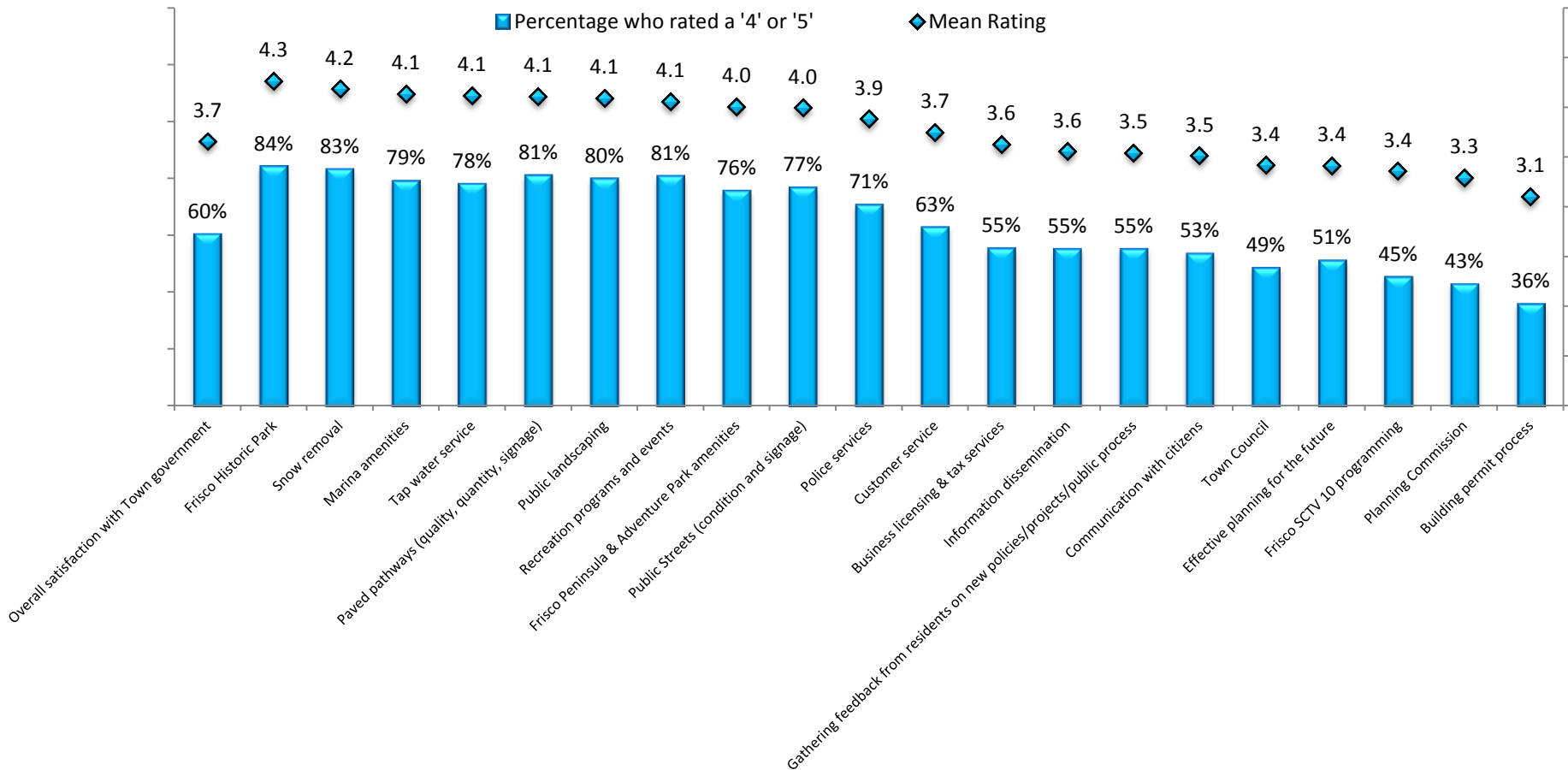
Performance and Direction

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Functions and Services

2015 Town of Frisco Community Survey - Performance of Town's Functions and Services

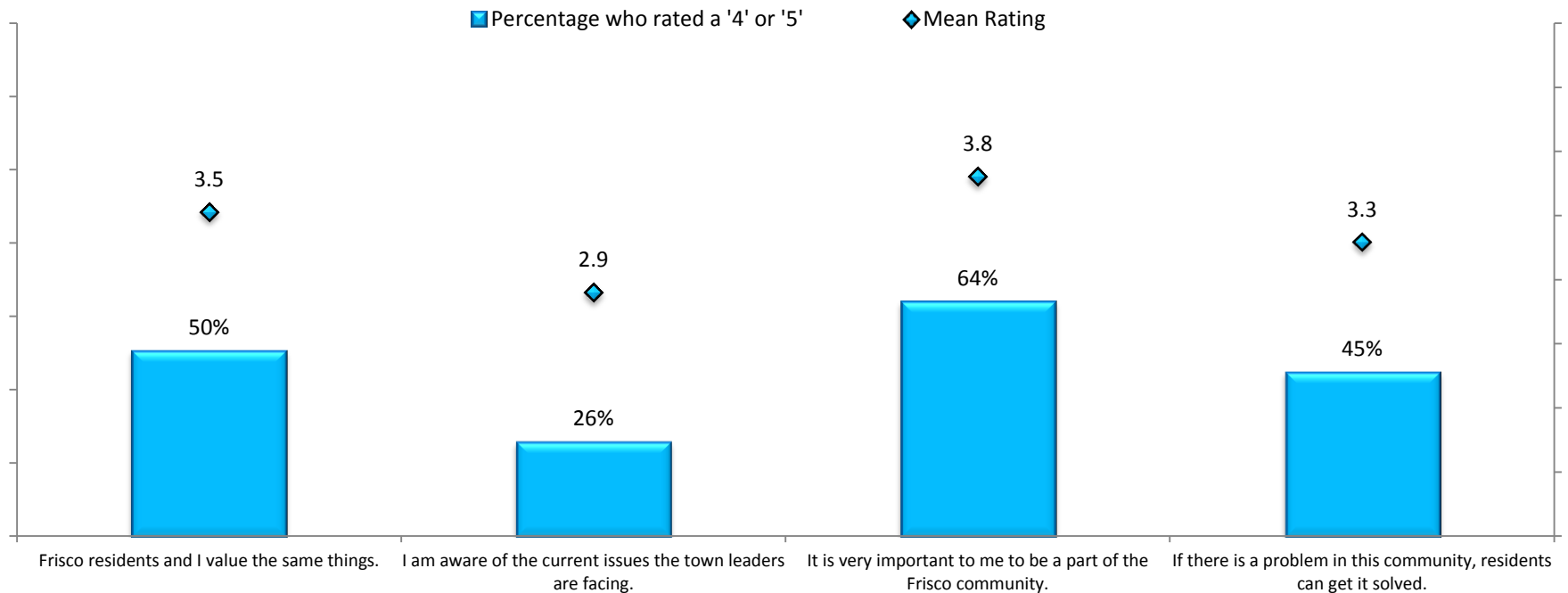


➤ Each respondent was asked to rate their level of satisfaction with several functions and services of the Town on a scale of 1 to 5, where 1=Not at all Satisfied and 5=Extremely Satisfied. This graphic displays the mean rating, and the percentage of those who rated each attribute a '4' or '5'.

Attitudinal Perceptions

2015 Town of Frisco Community Survey - Attitudinal Perceptions of Government Operations

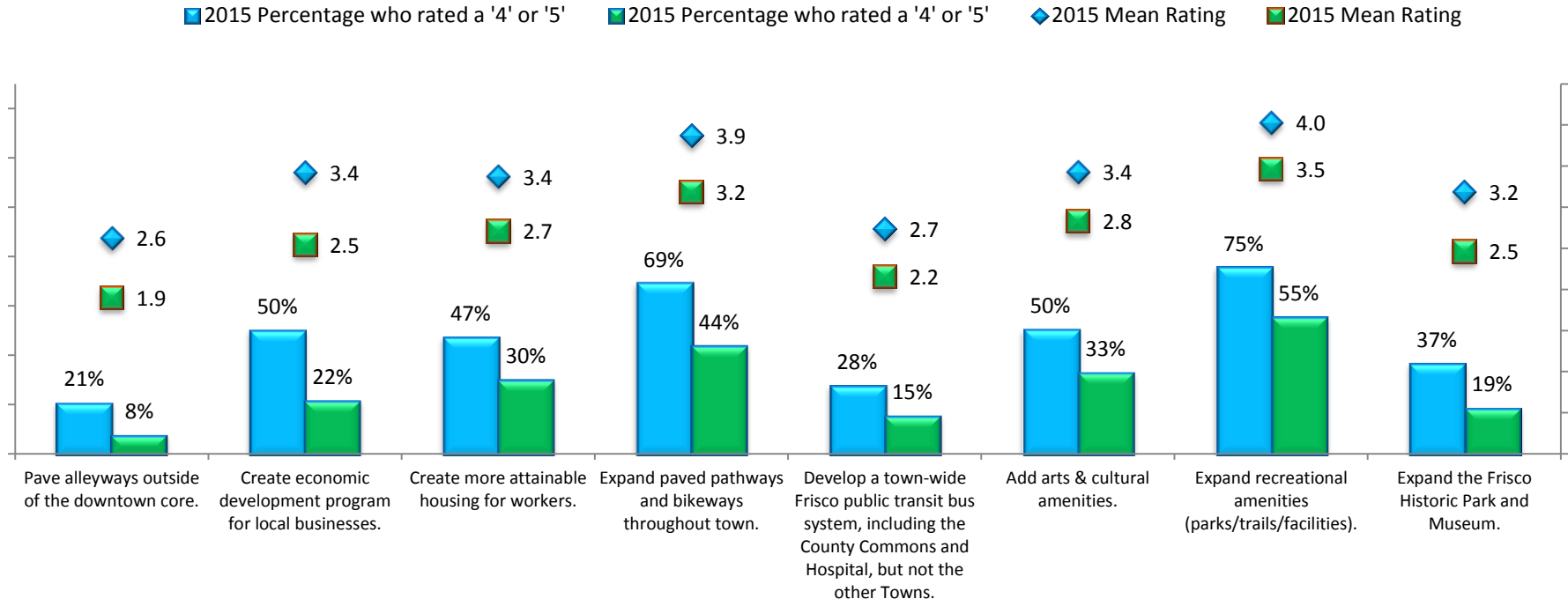
(Please rate how well you agree or disagree with the following statements regarding the Town of Frisco's governmental operations on a scale of 1 to 5, where 1=Completely Disagree and 5=Completely Agree)



Respondents were asked to define how well they agree or disagree with four attitudinal statements regarding the Town of Frisco's governmental operations on a scale of 1 to 5, where 1=Completely Disagree and 5=Completely Agree. The graphic above demonstrates the mean rating, and percentage of those who rated a '4' or '5'.

Attitudinal Perceptions

2015 Town of Frisco Community Survey - Project Support vs. Willingness to Pay

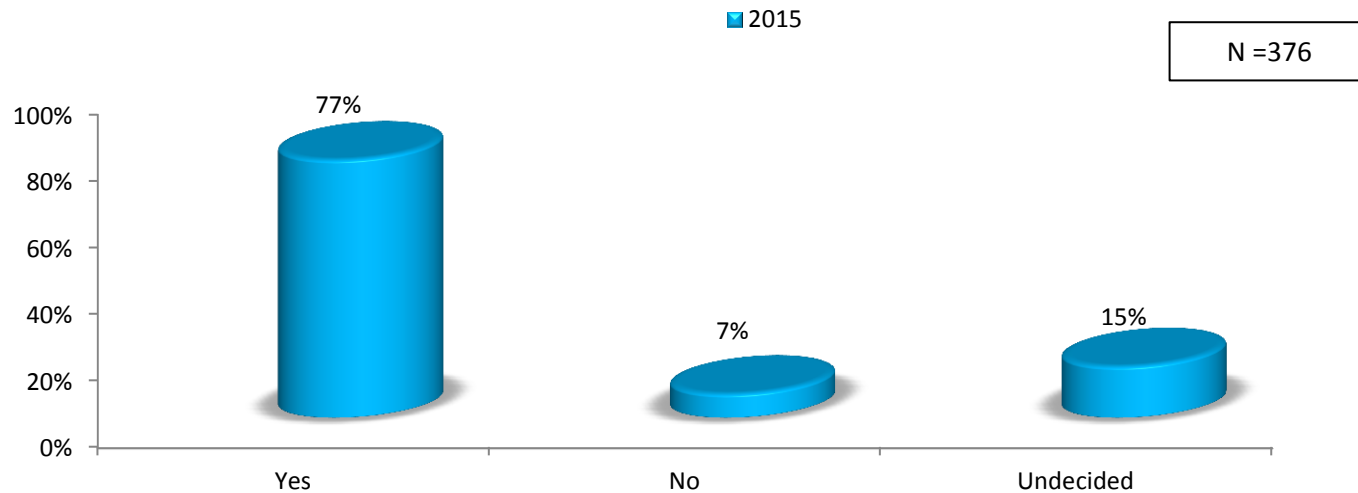


➤ Each respondent was asked to rate their level of support of specific Town of Frisco projects, and to rate their level of “willingness to pay” for those same projects on a scale of 1 to 5, where 1=Not at all Supportive/Not at all Willing to Pay and 5=Extremely Supportive/Extremely Willing to Pay. This graphic displays the mean rating, and the percentage of those who rated each project a ‘4’ or ‘5’.

➤ The community is most supportive of: Expanding recreational amenities, expanding paved pathways, and adding arts/culture amenities.

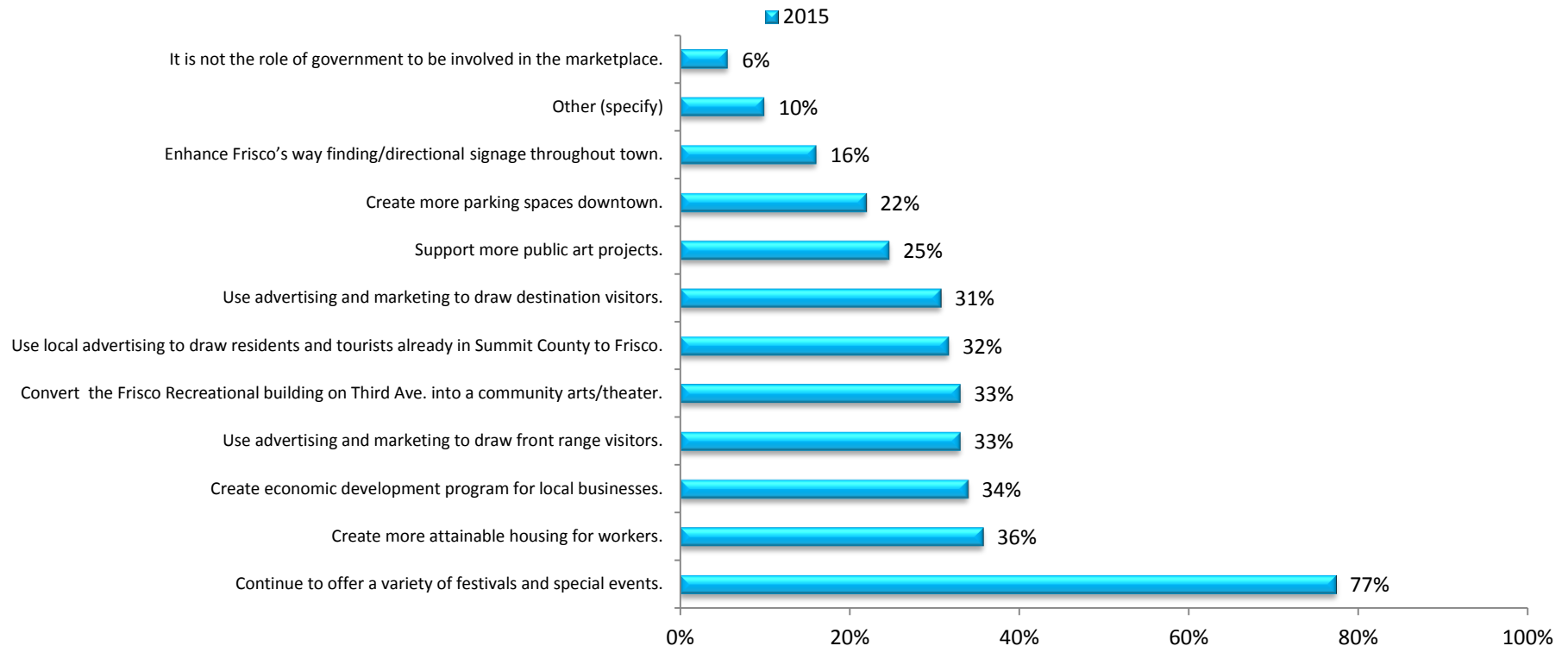
Attitudinal Perceptions

2015 Town of Frisco Community Survey - In general, do you think Frisco is headed in the right direction?



Town of Frisco – Economic Support

2015 Town of Frisco Community Survey - Most Likely to Support for the Town's Economy (Multiple Response)

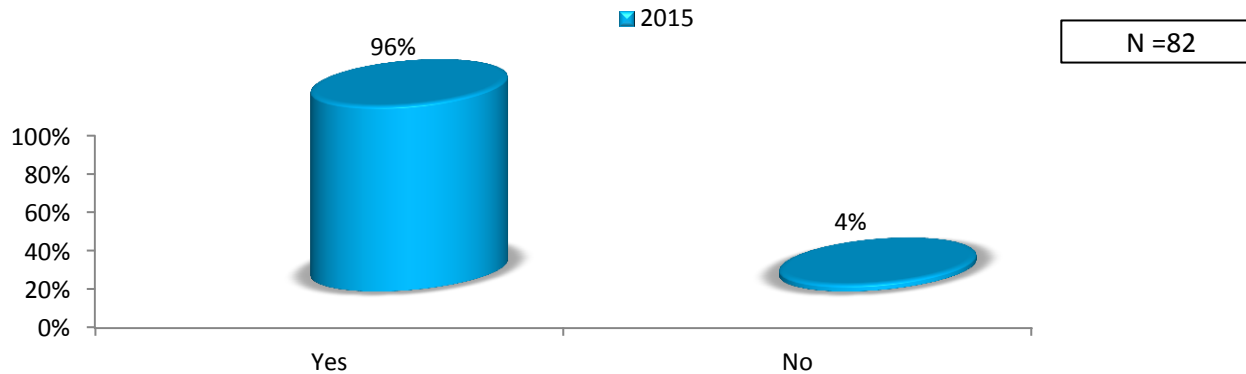


2nd Home Owners

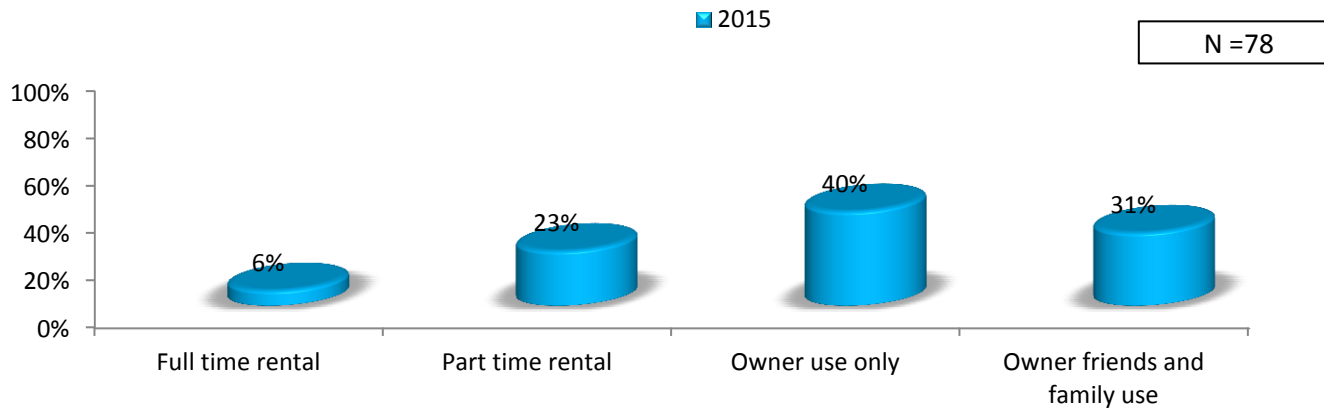
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Second Home Owners

2015 Town of Frisco Community Survey - Second Home Owner

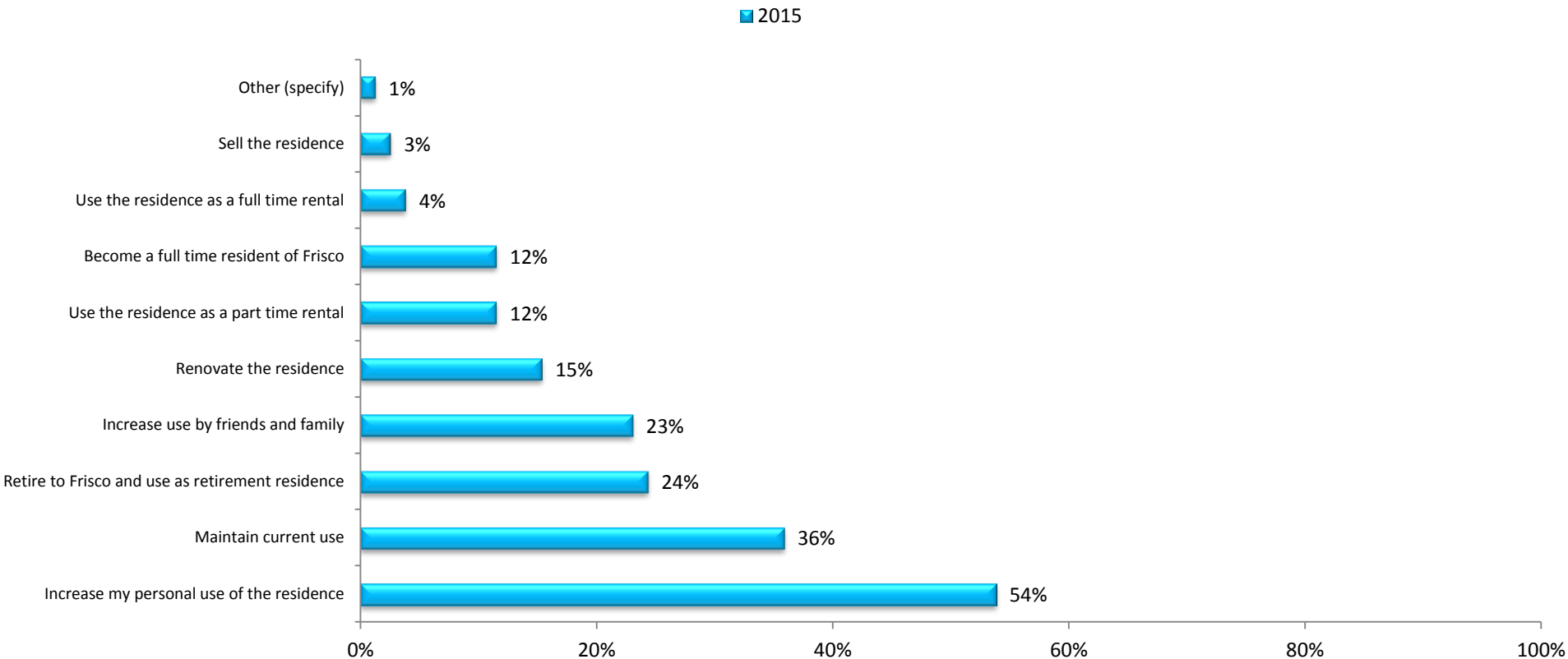


2015 Town of Frisco Community Survey - Current Use of Second Home



Future Home Usage Plans

2015 Town of Frisco Community Survey – Future Home Usage (Asked of 2nd Home Owners Only) (Multiple Response)



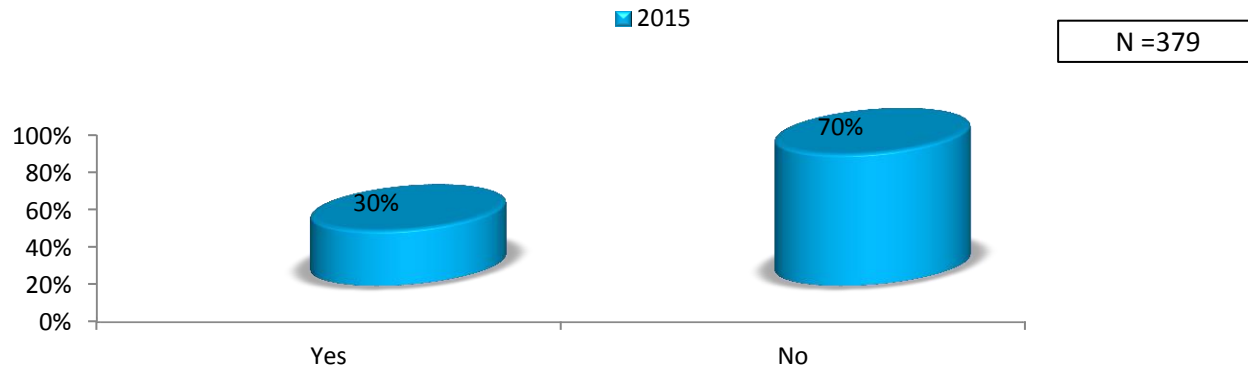
Town of Frisco Business Owners

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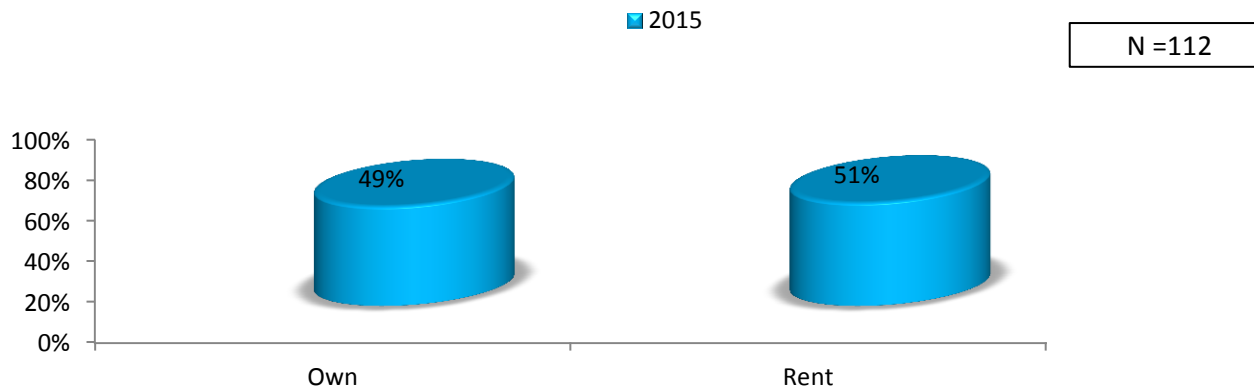


TOF Business Owners

2015 Town of Frisco Community Survey - Frisco Business Owner



2015 Town of Frisco Community Survey - Own vs. Rent Business (Asked only of TOF business owners)

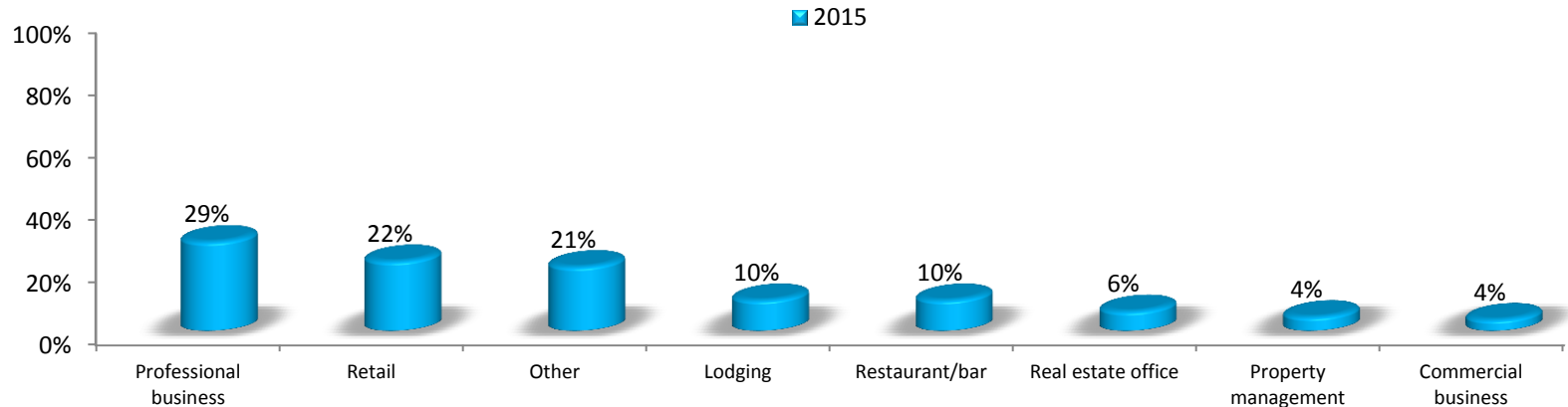


TOF Business Owners

2015 Town of Frisco Community Survey - Line of Business

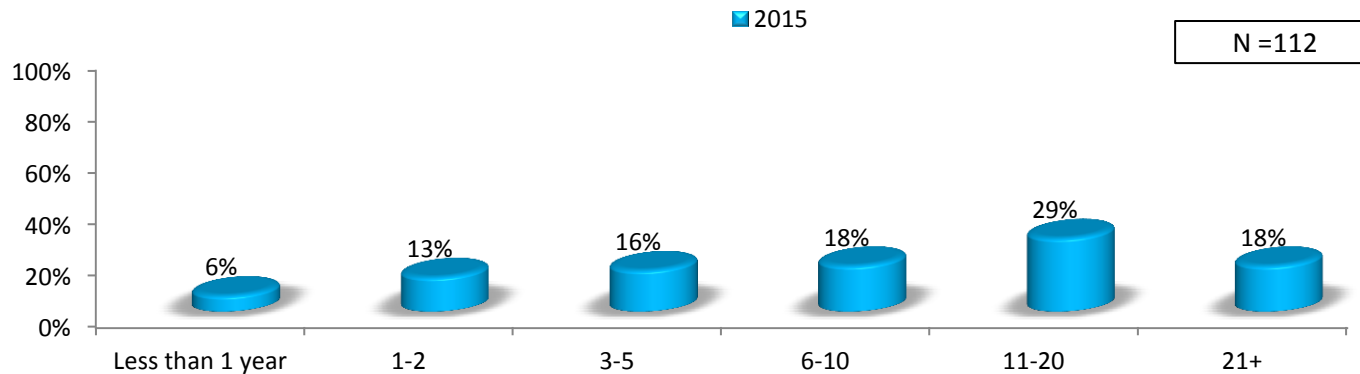
(Asked only of TOF business owners)

(Multiple Response)



2015 Town of Frisco Community Survey - Length of Business Operation

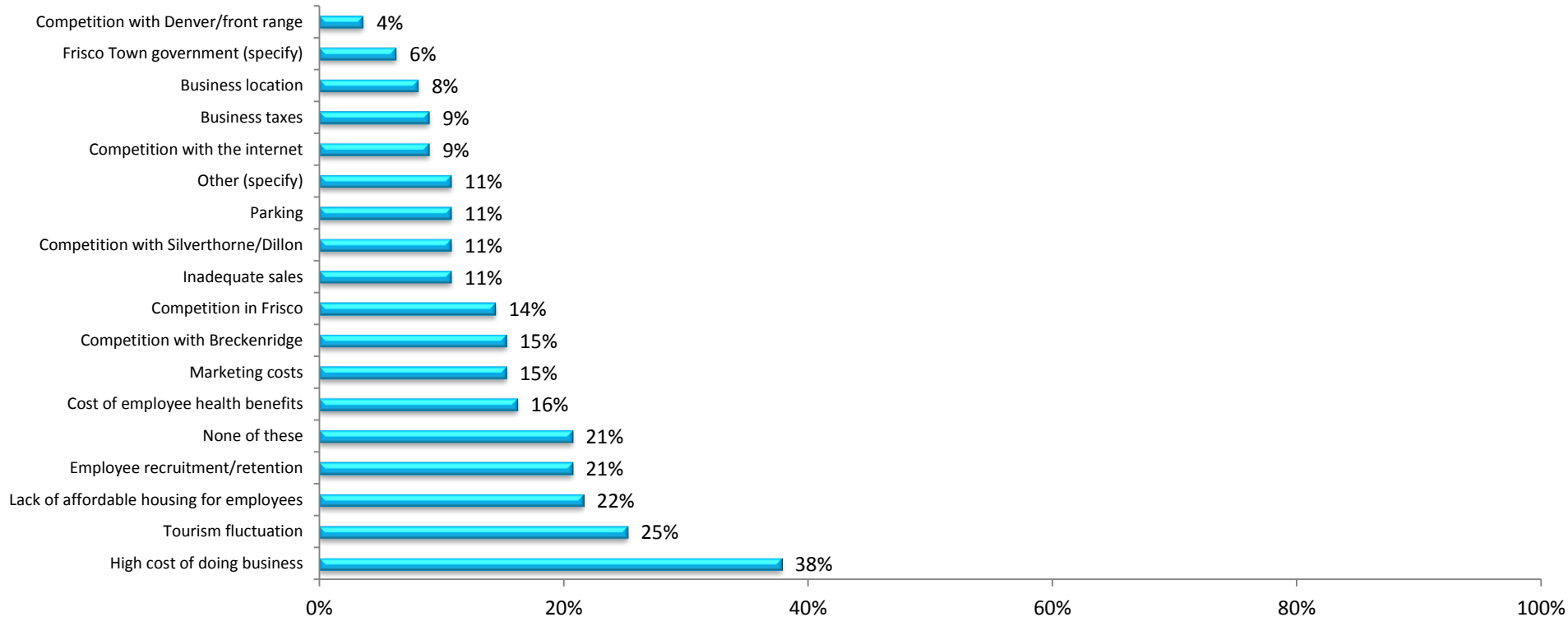
(Asked only of TOF business owners)



TOF Business Owners

2015 Town of Frisco Community Survey - Primary Challenges as a Business Owner (Asked only of TOF business owners) (Multiple Response)

■ 2015

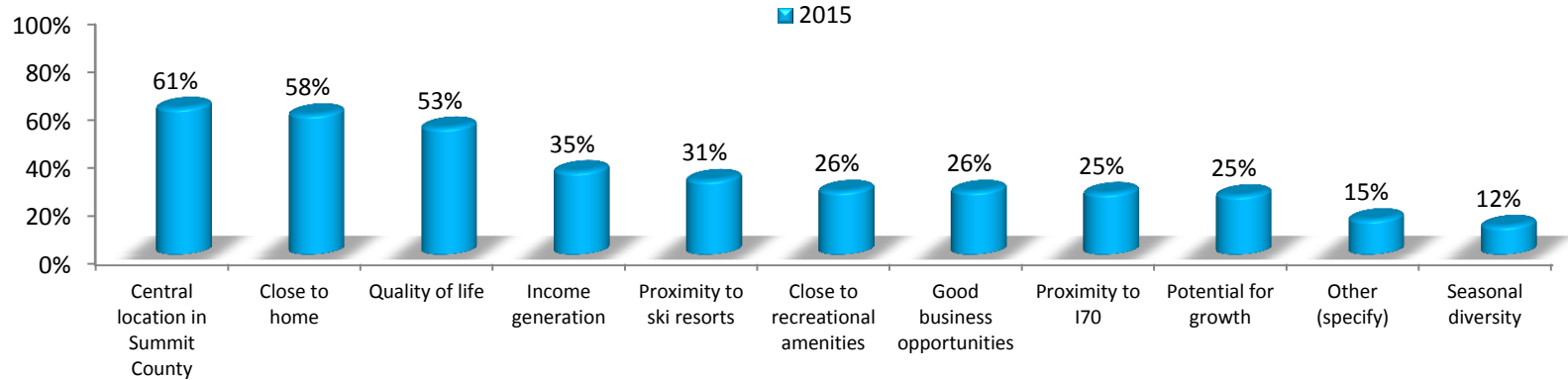


TOF Business Owners

2015 Town of Frisco Community Survey - Reasons for Owning a Business in Frisco

(Asked only of TOF business owners)

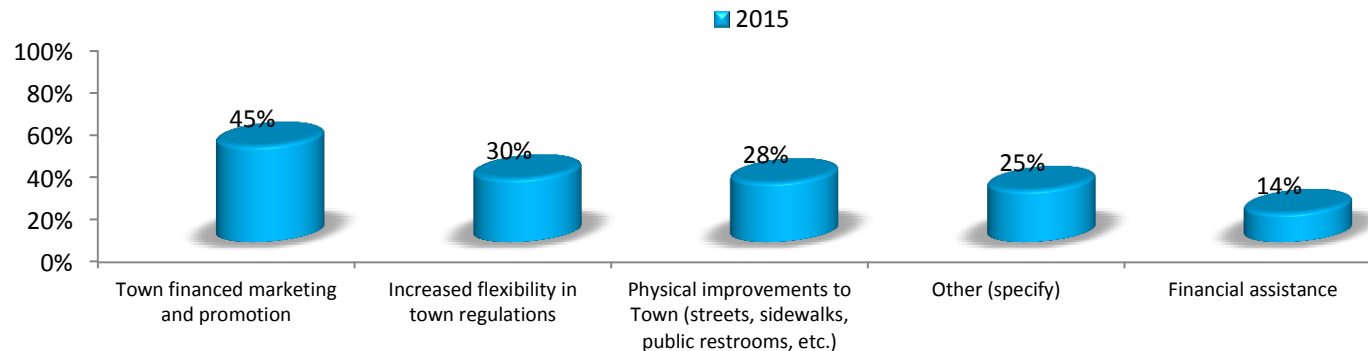
(Multiple Response)



2015 Town of Frisco Community Survey - Most Beneficial Public Investments

(Asked only of TOF business owners)

(Multiple Response)

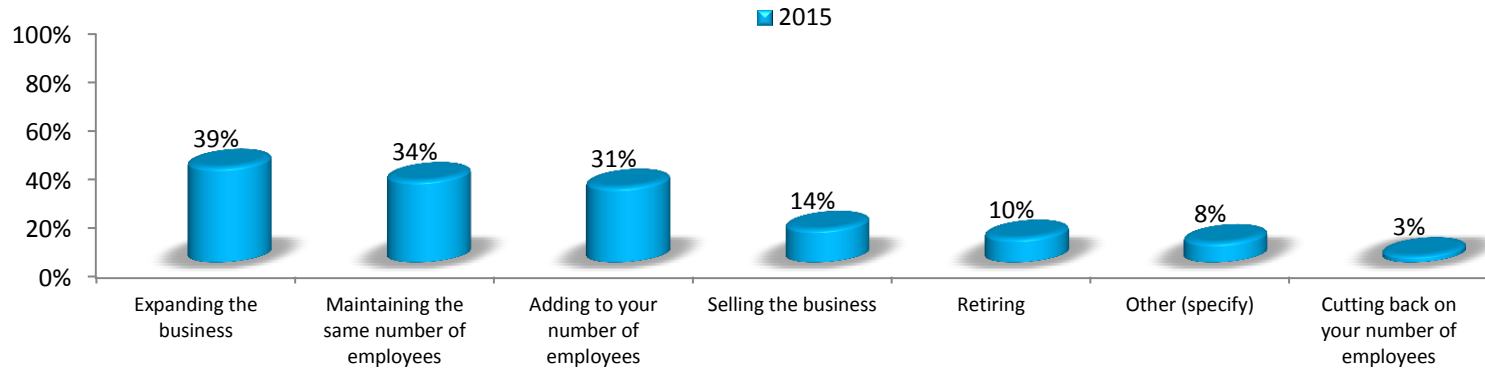


TOF Business Owners

2015 Town of Frisco Community Survey - Future Expectations of Business

(Asked only of TOF business owners)

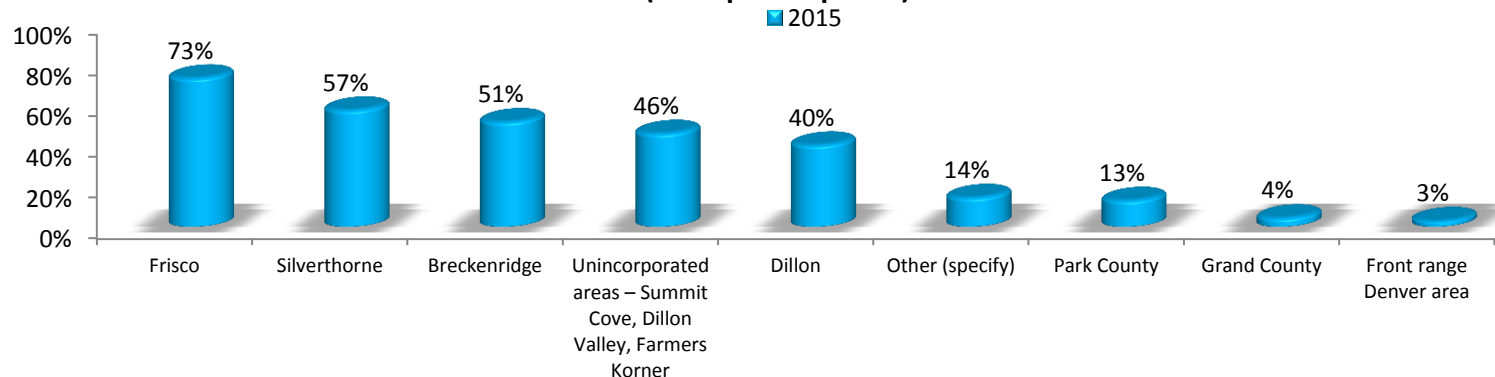
(Multiple Response)



2015 Town of Frisco Community Survey - Primary Residence of Employees

(Asked only of TOF business owners)

(Multiple Response)

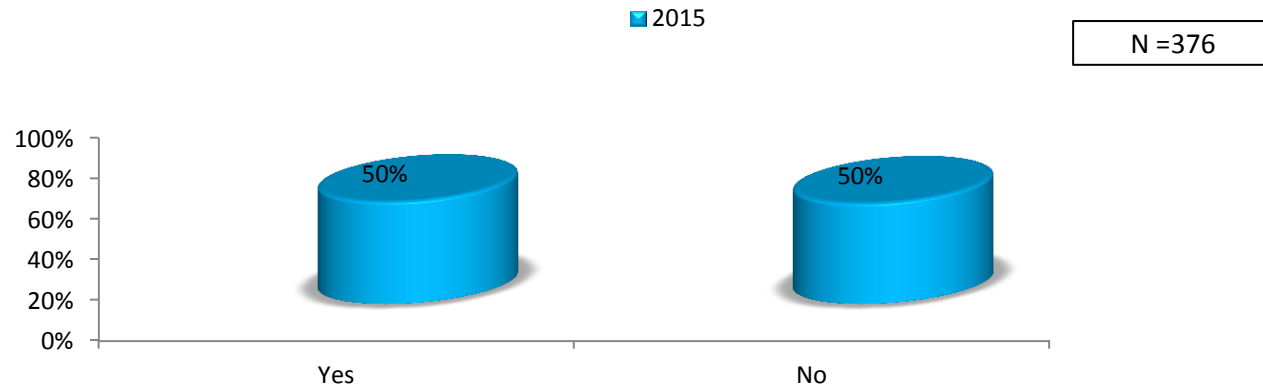


Demographics

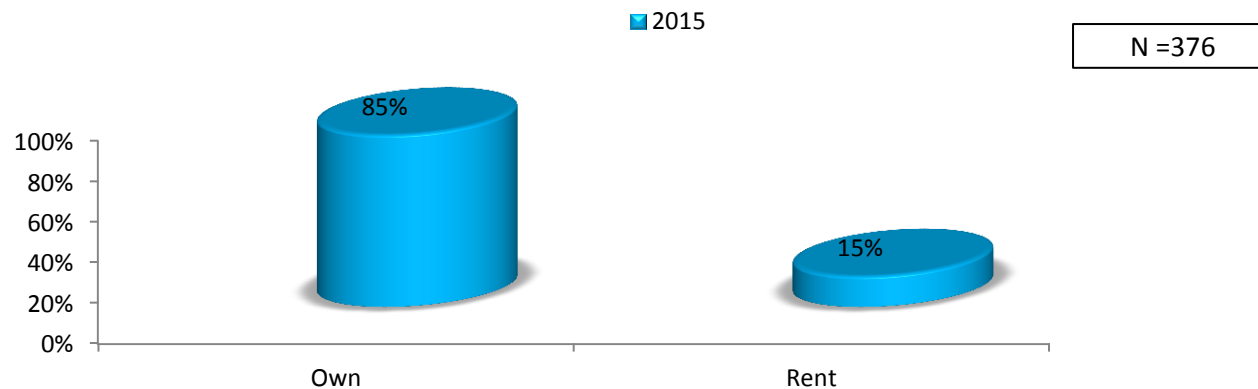
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Demographics

2015 Town of Frisco Community Survey - Registered Voter

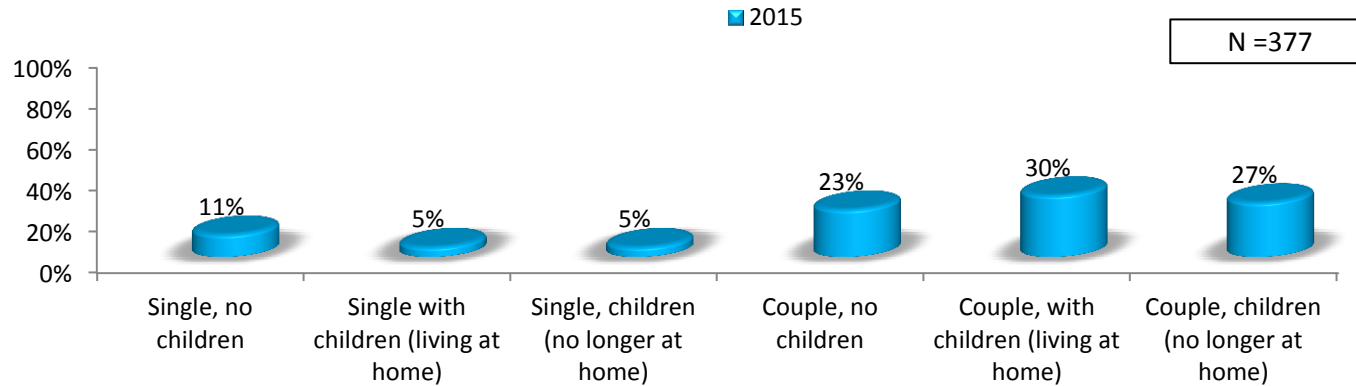


2015 Town of Frisco Community Survey - Own vs. Rent Primary Residence



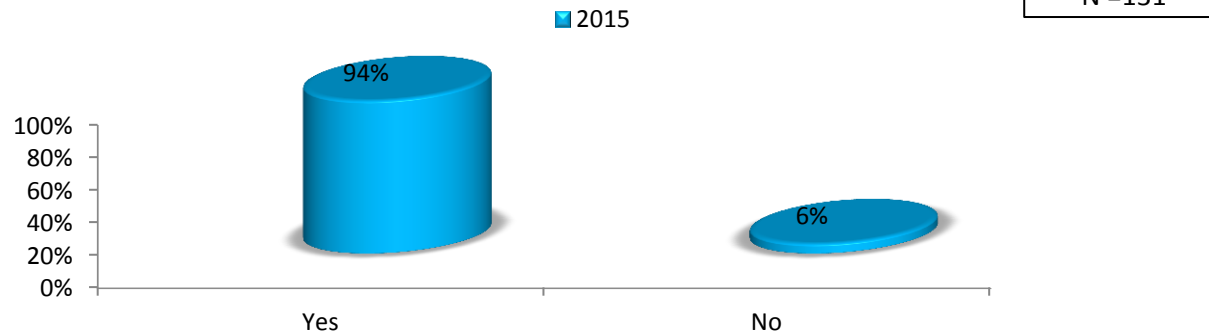
Demographics

2015 Town of Frisco Community Survey - Family Status



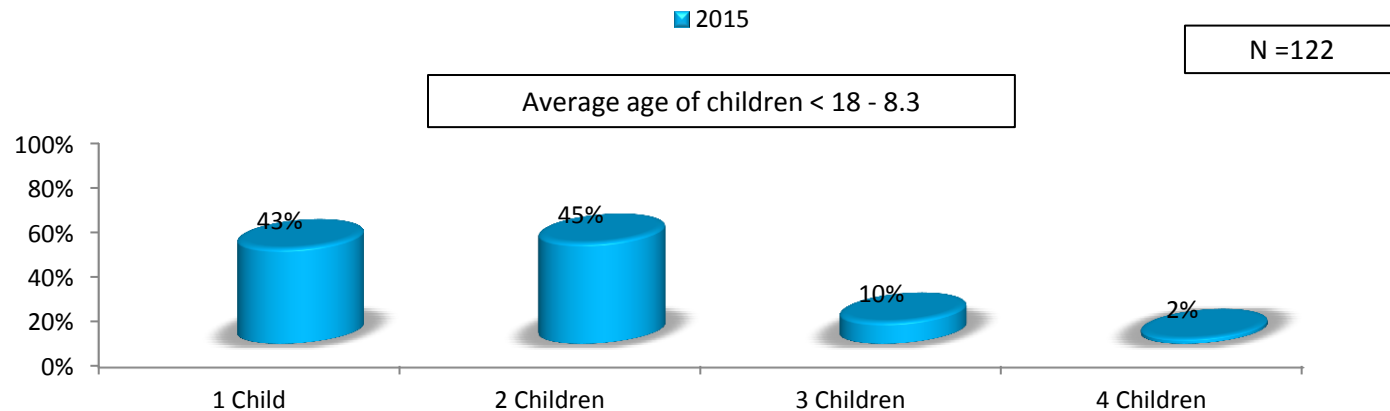
2015 Town of Frisco Community Survey - Do you have children under the age of 18?

(Asked only of those who selected "children living at home")

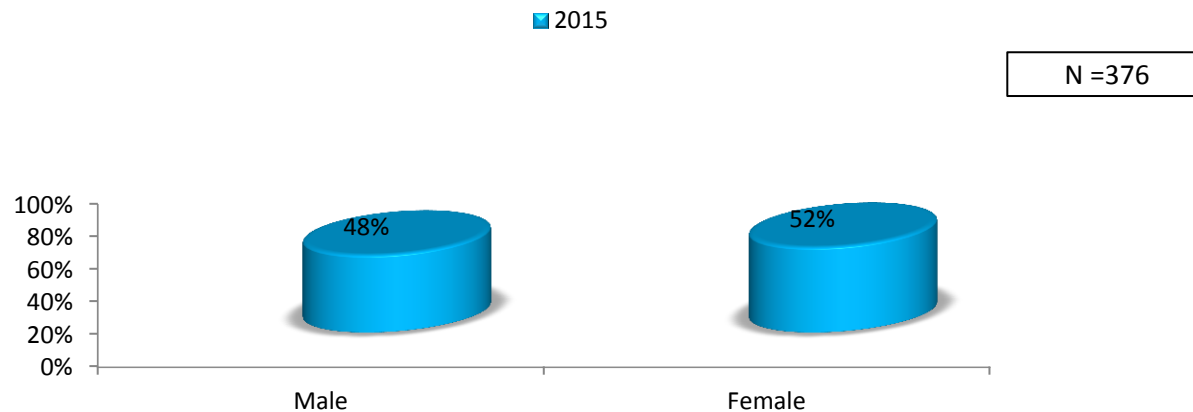


Demographics

2015 Town of Frisco Community Survey - How many children < 18 do you have? (Asked only of those who selected "children living at home")

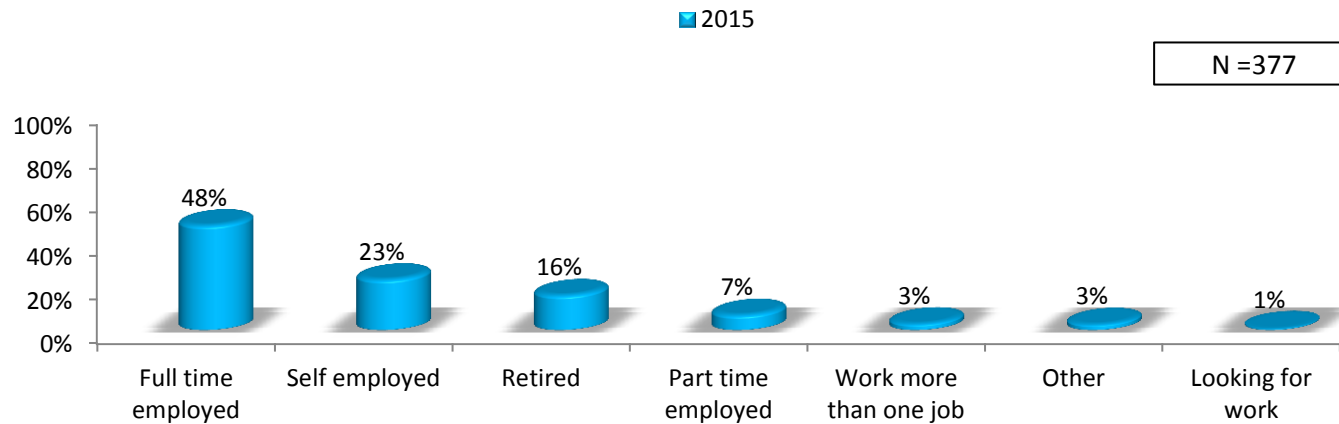


2015 Town of Frisco Community Survey - Gender

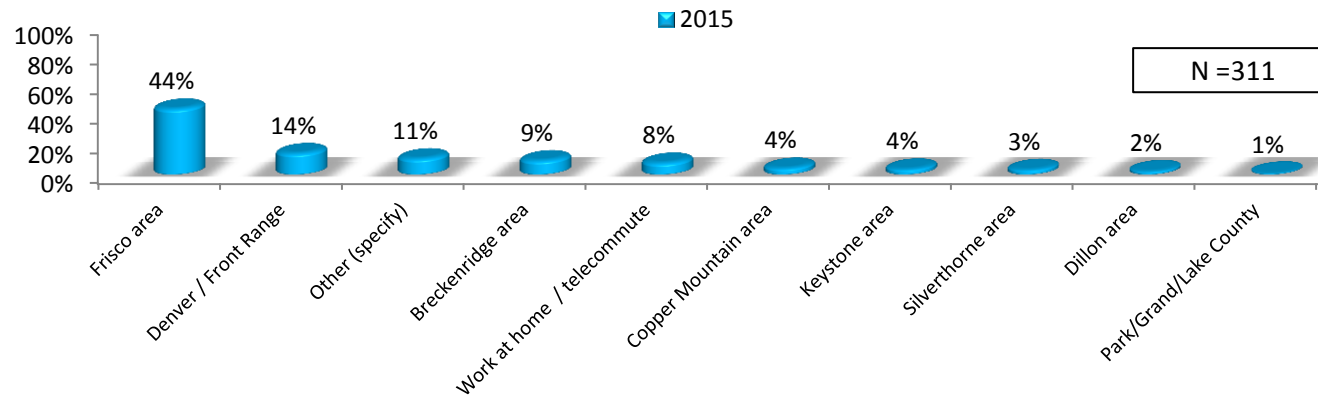


Demographics

2015 Town of Frisco Community Survey - Employment Status

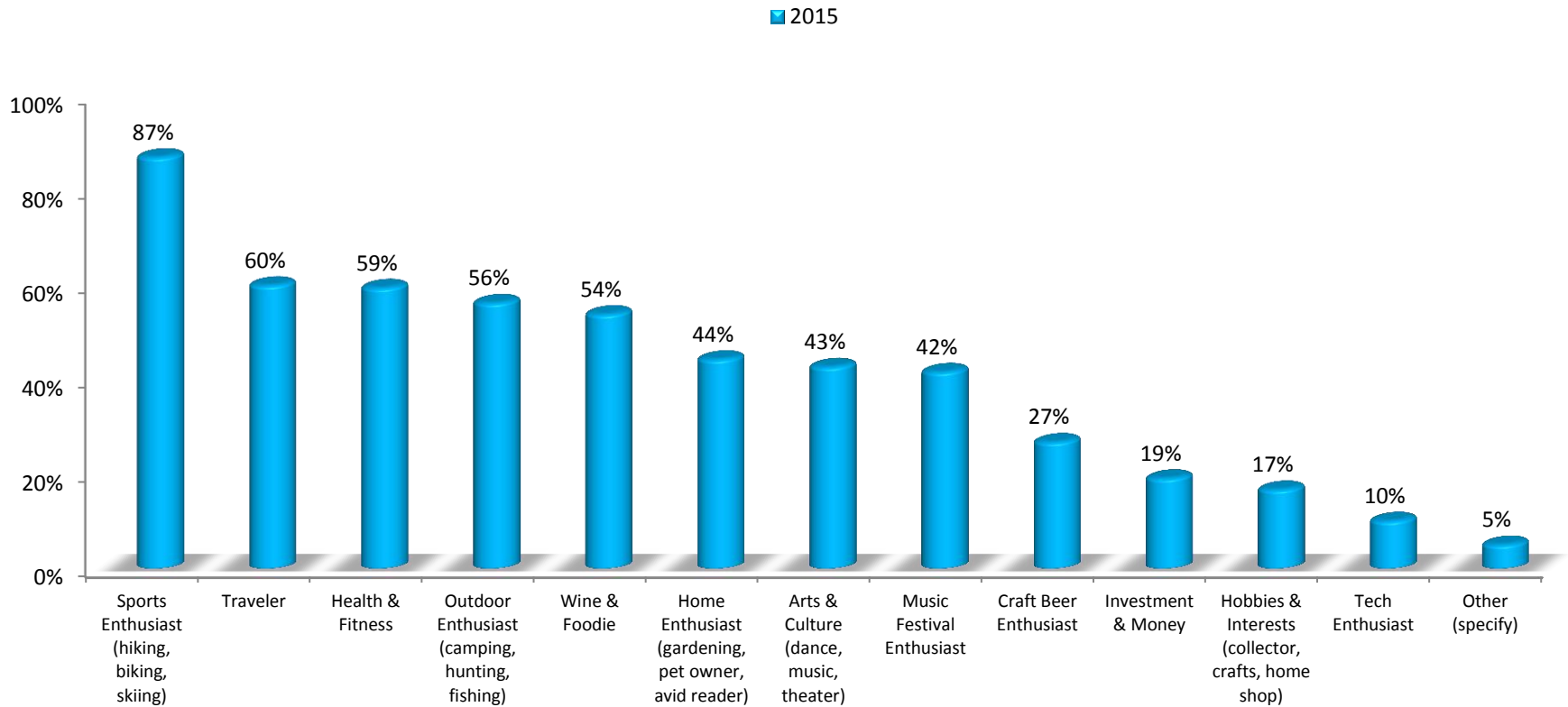


2015 Town of Frisco Community Survey - Employment Location



Demographics

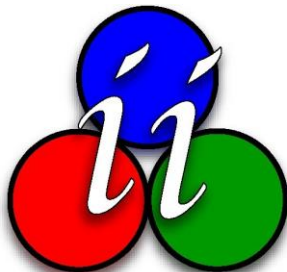
2015 Town of Frisco Community Survey - Lifestyle Categories (Multiple Response)



End of Report

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