

## 2011 Aspen Area Community Plan Survey

Community Engagement Associates  
Creative Public Engagement, Facilitation, Mediation, Surveys, Strategic Planning

### Presentation Outline

- This presentation will review:
  - 2011 Survey Purpose and Methodology
  - 2011 Survey Key Findings
  - 2011 Survey Additional Findings

*Comparison of results of the 2011 survey with the 2008 Survey and the 2010 Keypad Polling Sessions will be included throughout.*

## Purpose and Methodology

### Purpose

- The purpose of this survey was to:
  - Collect community input on language in the draft AACP
  - Provide statistically valid data to supplement information from other community input options
  - Compare responses to questions that were asked in the 2011 Survey with those from the 2008 Survey, and 2010 Keypad Polling sessions

### Survey Instrument

- 35 questions total
  - 8 demographic
  - 20 multiple choice
  - 3 rating
  - 2 open-ended response
  - 1 identification code
  - 1 prize drawing


### Survey Instrument

Questions Used in the 2011 Survey	
2010 Keypad Polling Questions	14
2008 Survey Questions	5
New Questions	7
Question found in all three surveys	4

### Survey Instrument


Keypad Polling Questions  
(that were included in the 2011 Survey)

- Q12 –Development to encourage
- Q13 –Development to discourage
- Q14 – Development compatibility
- Q16 – Architectural style
- Q18 – Lodging size
- Q19 – Bed base
- Q20 – Handling development applications
- Q22 –Construction impacts
- Q23 –Construction pacing
- Q24 – Construction pacing through development limits
- Q25 – Home size limits
- Q26 – Mountainside and riparian development
- Q27 – Hwy 82 visual impacts
- Q28 – Affordable housing




### Survey Instrument

- 2008 Survey Questions (that were included in the 2011 Survey)
  - Q2 – Where live/own property
  - Q10 –5 most important issues facing the Aspen
  - Q11 – How important are these issues (List of 18 issues)
  - Q30 –Right/wrong direction
  - Q32 – Amount of growth
  - Q33 – How are we doing on these issues(List of 18 issues)




### Survey Instrument

- 2011 Survey Questions (that were only in the 2011 Survey)
  - Q3 – Primary residence
  - Q8/Q9 – Past AACP feedback
  - Q15 – Development policy benefits
  - Q17 – Downtown development (building size)
  - Q21 – Development goals




### Survey Instrument

- Survey Questions used in all three survey processes
  - Q4 – Community affiliation
  - Q5 – Length of residence
  - Q6 – Gender
  - Q7 – Age



### Random Sampling Process

- **Voter Roll Update**
  - 1,900 updates to Voter Roll using 'undeliverable' notices
  - Used names in 81611/81612 zip code areas in the UGB
  - Random selection of 2,000 names
- **Assessor List Update**
  - Removed names with overseas addresses
  - Removed names in care of a management company
  - Removed names of governmental or service entities
  - Random selection of 2,000 names



### Random Sampling Process

Sample Databases	Sample Frame	Mailed	Delivered	Responses	%	*Standard Error
County Assessor	5,305	1,987	1,934	310	16.02%	+/- 5.6
Voter Registration	6,720	2,001	1,747	220	12.59%	+/- 6.6
<b>Total</b>	<b>12,025</b>	<b>3,988</b>	<b>3,681</b>	<b>530</b>		

\* 95% Confidence Level

### Survey Administration

- First mailing – respondents received a letter by mail inviting them to participate in the on-line survey. They were provided a webpage and identification number.
- Second mailing – individuals who did not respond in the first mailing received a reminder letter by mail inviting them to take the survey on-line.
- The chance to win a \$50 City Market gift card was offered as an incentive.



### Response Rates – 2008 vs. 2011

2011 Survey	1st Mailing	2nd Mailing	Total	%
Internet	183	369	552	97.53%
Paper Survey*	10	4	14	2.47%
<b>Total</b>	<b>193</b>	<b>373</b>	<b>566</b>	<b>100%</b>

\* Paper surveys were made available upon request during both mailings.

2008 Survey	1st Mailing	2nd Mailing	Total	%
Internet	230	28	258	48%
Paper Survey	0	276	276	52%
<b>Total</b>	<b>230</b>	<b>304</b>	<b>534</b>	<b>100%</b>

### Disqualified Responses

- 566 total responses
- Survey administrator (1) = 565
- Improper IDN code (2) = 563
- Didn't answer any questions (13) = 550
- Answered fewer than half the questions (20) = 530
- Note: 30 respondents' had an invalid IDN code but clearly due to a transcription error, e.g., the letter "O" was mistaken for the number "0"; the number "1" was mistaken for the letter "l" )
- **Total "N" = 530**



### 2011 Survey Key Findings

### Comparison of the 2008 and 2011 Surveys and 2010 Keypad Polling

- Demographics substantially the same on all three surveys
  - 2011 Survey had slightly higher percentage of second homeowners than the 2008 survey
  - Keypad Poll had a very low percentage of second homeowners
  - Keypad Poll had a slightly higher percentage of 21+ year residents



### Comparison of the 2008 and 2011 Surveys and 2010 Keypad Polling

- The responses substantially the same on all three surveys
- Of the 51 questions or sub-issues in a question that were shared by two or more of the surveys, there were only five instances in which the top three choices differed at all.



### Comparison of the 2008 and 2011 Surveys and 2010 Keypad Polling

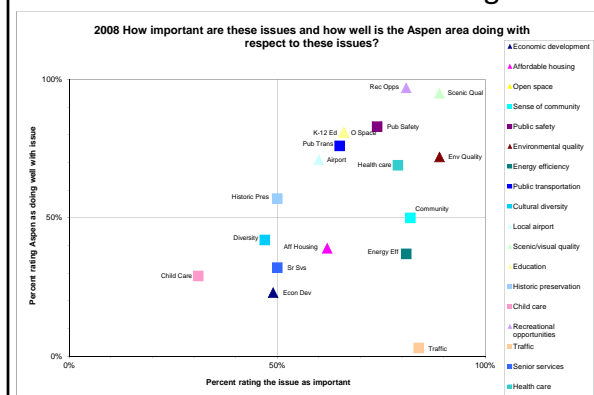
- Q11 & 33 – Values vs. Assessment
  - Airport – dissatisfaction **increased** 24 points
  - Scenic quality – dissatisfaction **increased** 15 points
  - Open space - dissatisfaction **increased** 13 points
  - Economic development –dissatisfaction **increased** 8 points
  - Energy efficiency –dissatisfaction **decreased** 28 points
  - Affordable housing – dissatisfaction **decreased** 22 points
  - Traffic –dissatisfaction **decreased** 22 points
  - Senior services – dissatisfaction **decreased** 10 points



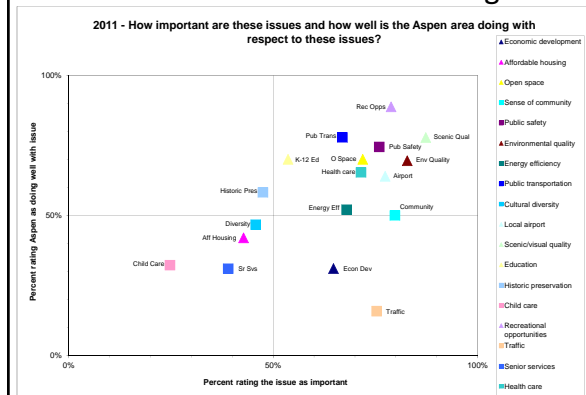
### Value – Assessment Comparison

2011 Topics	2011 Survey			2008 Survey			2008 Topics
	2011 Value Importance	2011 Assessment How well	2011 Difference	2008 Difference	2008 Value Importance	2008 Assessment How well	
Traffic	75%	16%	-59%	-81%	84%	3%	Traffic
Economic development	65%	31%	-34%	-26%	49%	23%	Economic development
Sense of community	80%	50%	-30%	-32%	82%	50%	Sense of community
Energy efficiency	68%	52%	-16%	-44%	81%	37%	Energy efficiency
Local airport	77%	64%	-13%	11%	60%	71%	Local airport
Environmental quality	83%	70%	-13%	-17%	89%	72%	Environmental quality
Scenic/visual quality	87%	78%	-9%	6%	89%	95%	Scenic/visual quality
Senior services	39%	31%	-8%	-18%	50%	32%	Senior services
Health care	71%	65%	-6%	-10%	79%	69%	Health care
Open space	72%	70%	-2%	9%	66%	81%	Open space
Public safety	76%	74%	-2%	15%	74%	83%	Public safety
Affordable housing	43%	42%	-1%	9%	62%	39%	Affordable housing
Cultural diversity	46%	47%	1%	-5%	47%	42%	Cultural diversity
Child care	25%	32%	8%	-2%	31%	29%	Child care
Recreational opportunities	79%	89%	10%	16%	81%	97%	Recreational opportunities
Historic preservation	47%	58%	11%	7%	50%	57%	Historic preservation
Public transportation	67%	78%	11%	11%	65%	76%	Public transportation
Education	54%	70%	16%	15%	66%	81%	Education

### 2008 Value – Assessment Scattergram



### 2011 Value – Assessment Scattergram



### Comparison of the 2008 and 2011 Surveys and 2010 Keypad Polling

- Q10 – Five Most Important Issues
  - 2008 survey included 'preservation of open space' as one of the Five Most Important Issues; 2011 did not
  - 2011 survey included 'economic development' as one of the Five Most Important Issues; 2008 did not
  - Issues that showed up on both surveys: cost of living, traffic, preservation of small town character, and managing growth



### Five Most Important Issues

Comparison 2008 and 2011 Surveys	Total 2011 Survey		Total 2008 Survey	
	Count	%	Count	%
Public transportation	70	7.46%	141	5.8%
Affordable housing	65	6.93%	78	3.2%
Cost of living	87	9.28%	259	10.6%
Economic development	89	9.49%	106	4.4%
Preservation of open space	67	7.14%	205	8.4%
Preservation of small town character	103	10.98%	316	13.0%
Visual impact	56	5.97%	154	6.3%
Water quality	34	3.62%	87	3.6%
Air quality	34	3.62%	105	4.3%
Traffic	95	10.13%	327	13.4%
Construction impacts	42	4.48%	168	6.9%
Public safety	24	2.56%	31	1.3%
Managing growth	89	9.49%	231	9.5%
Child care	15	1.60%	23	0.9%
Senior services	45	4.80%	74	3.0%
Historic preservation	23	2.45%	71	2.9%

### Comparison of the 2008 and 2011 Surveys and Keypad Polling

- Q13 – Development to Discourage
  - Keypad pollers identified affordable housing and tourist oriented retail as development to discourage
  - 2011 Survey respondents identified office space and public institutional as development to discourage



### Q12/Q13 – What types of development would you most like to encourage/discourage?

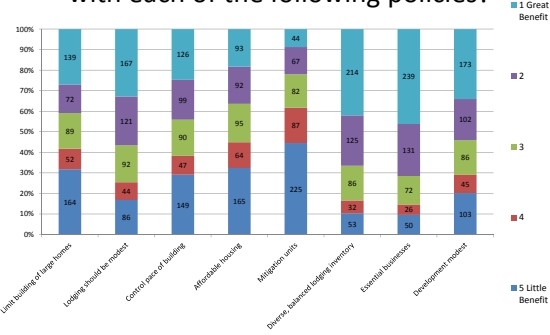
2011 Survey - Aggregate Table, Most Important Development to Encourage/Discourage	Most Important to Encourage		Most Important to Discourage	
	Count	%	Count	%
Free market housing	41	7.7%	51	9.6%
Affordable housing	100	18.8%	79	14.9%
Larger lodging units	11	2.1%	182	34.3%
Smaller lodging units	31	5.8%	8	1.5%
Tourist oriented retail	12	2.3%	30	5.6%
Day-to-day retail	115	21.7%	3	0.6%
Office space	3	0.6%	32	6.0%
Public/institutional	8	1.5%	28	5.3%
Arts & cultural facilities	67	12.6%	13	2.4%
Let the market decide	126	23.7%	61	11.5%

2010 Keypad Polling - Aggregate Table, Most Important Development to Encourage/Discourage	Most Important to Encourage		Most Important to Discourage	
	Count	%	Count	%
Free market housing	13	8.1%	10	6.3%
Affordable housing	22	13.8%	46	28.9%
Larger lodging units	4	2.5%	43	27.0%
Smaller lodging units	17	10.6%	4	2.5%
Tourist oriented retail	3	1.9%	11	6.9%
Day-to-day retail	35	21.9%	0	0.0%
Office space	1	0.6%	8	5.0%
Public/institutional	3	1.9%	14	8.8%
Arts & cultural facilities	17	10.6%	3	1.9%
Let the market decide	45	28.1%	20	12.6%

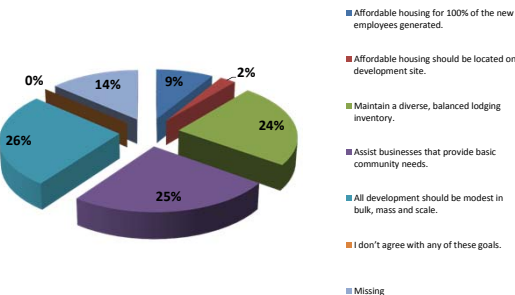
### Q15 – What level of benefit do you associate with each of the following policies?

2011 Survey - Aggregate Table	5 Little Benefit	4	3	2	1 Great Benefit	Missing						
The size of the largest homes in the Aspen area should be limited.	164	30.9%	52	9.8%	89	16.8%	72	13.6%	139	26.2%	14	2.6%
Lodging should be modest in bulk, mass, and scale.	86	16.2%	44	8.3%	92	17.4%	121	22.8%	167	31.5%	20	3.8%
The pace of new construction and redevelopment impacts should be controlled by limiting the allocation of building permits by using a quota system of some kind.	149	28.1%	47	8.9%	90	17.0%	99	18.7%	126	23.8%	19	3.6%
All development should provide affordable housing for 100% of the new employees it generates.	165	31.1%	64	12.1%	95	17.9%	92	17.4%	93	17.5%	21	4.0%
Affordable housing mitigation units should be located on the same site as the proposed new development.	225	42.5%	87	16.4%	82	15.5%	67	12.6%	44	8.3%	25	4.7%
A diverse and balanced lodging inventory should be maintained.	53	10.0%	32	6.0%	86	16.2%	125	23.6%	214	40.4%	20	3.8%
Essential businesses that provide for basic community needs should be facilitated and assisted.	50	9.4%	26	4.9%	72	13.6%	131	24.7%	239	45.1%	12	2.3%
All development should be modest in bulk, mass, and scale.	103	19.4%	45	8.5%	86	16.2%	102	19.2%	173	32.6%	21	4.0%

### Q15 – What level of benefit do you associate with each of the following policies?



### Q21 – Of these five goals in the plan, which do you support the most?



### Non-Consensus Issues

- Q20 – Development Applications

2011 Survey - Aggregate Table	Total	
	Count	%
Development should never be varied.	234	44.2%
Development should be negotiated.	223	42.1%
I don't know enough about this topic to express an opinion.	0	0.0%
Other (please specify)	40	7.5%
Missing	33	6.2%

2010 Keypad Polling - Aggregate Table	Total	
	Count	%
Development should never be varied.	68	47.6%
Development should be negotiated.	71	49.7%
I don't know enough about this topic to express an opinion.	4	2.8%
Other (please specify)	0	0.0%
Missing	0	0.0%



### Non-Consensus Issues

- Q30 – Right or Wrong Direction

2011 Survey - Aggregate Table	Total		2008 Survey - Aggregate Table	Total	
	Count	%		Count	%
Right direction	218	41.1%	Right direction	230	40.6%
Wrong direction	204	38.5%	Wrong direction	208	36.7%
Other	93	17.5%	Other	106	18.7%
Missing	15	2.8%	Missing	23	4.1%



### Thumbnail Summary

- Based on the most selected response:
  - 55 – 64 year old male
  - Full-time residents, have lived in Aspen area 21+ years, currently living in Aspen Townsite
  - Had not participated in AACP process previously
  - Most important issues:
    - Preservation of small town character
    - Traffic
    - Economic development
    - Managing growth



### Thumbnail Summary

- Based on the most selected response:
  - Let the market decide what development occurs
  - Discourage development of larger lodging units
  - Development should be compatible with the neighborhood
  - New buildings should fit into their surroundings
  - Downtown Aspen should be allowed to evolve past the Victorian era



### Thumbnail Summary

- Based on the most selected response:
  - Too much development activity during 2005-6 boom
  - Work on managing construction impacts
  - Rate of growth about the same as present
  - Some flexibility in housing mitigation
  - Affordable housing not required to be on-site

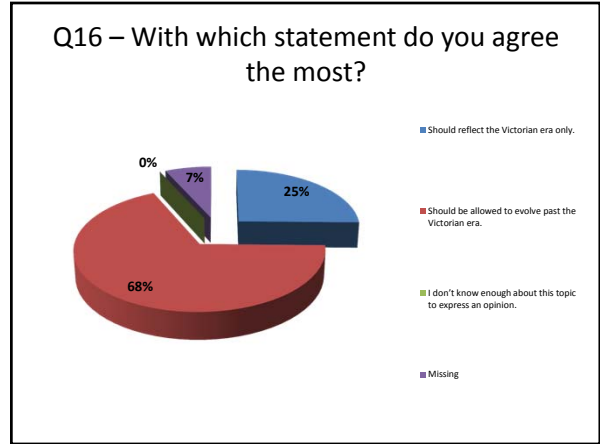
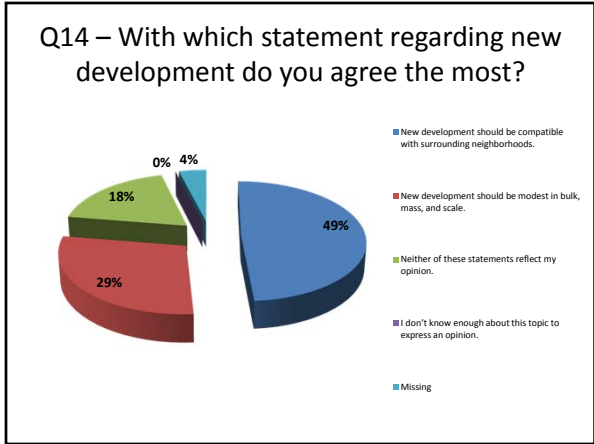
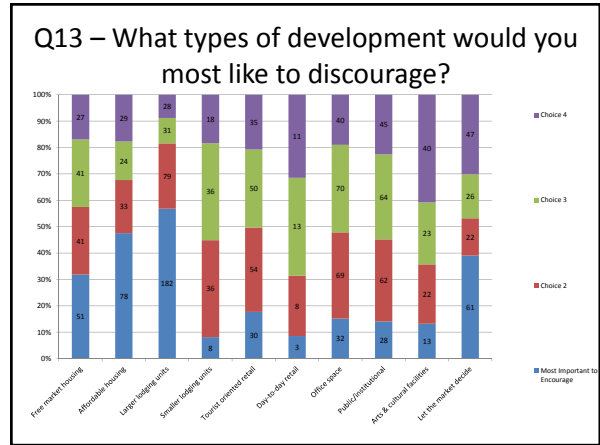
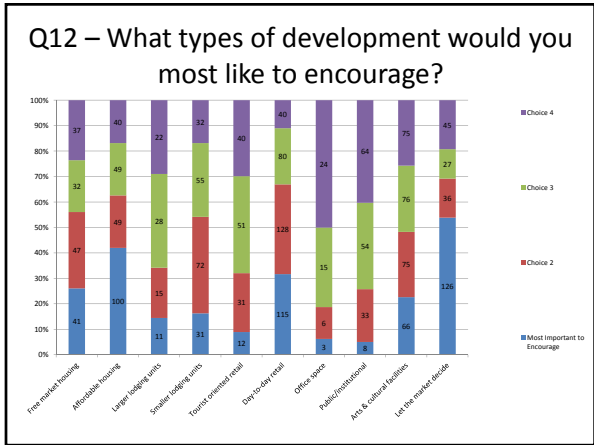
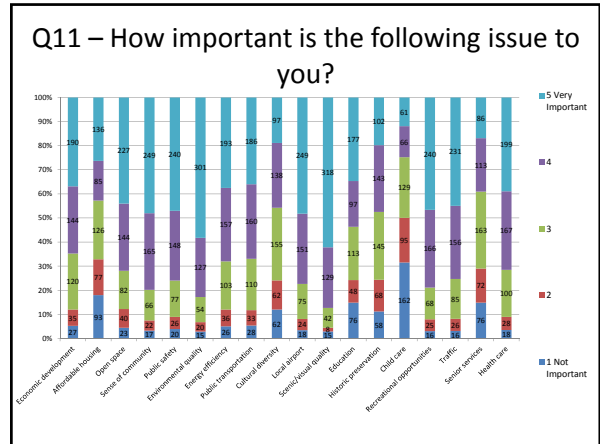
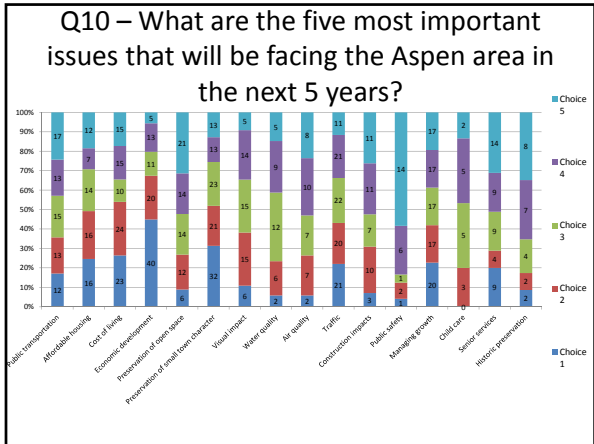


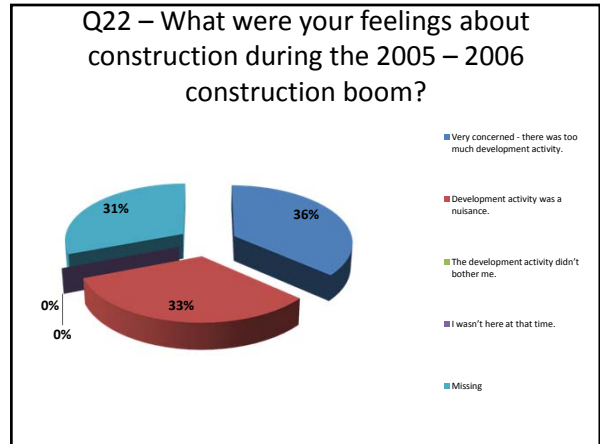
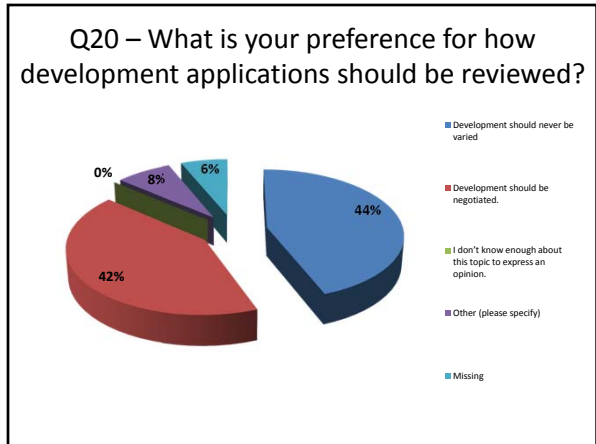
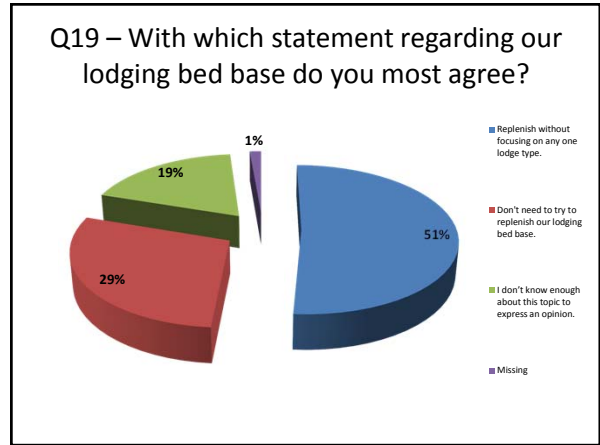
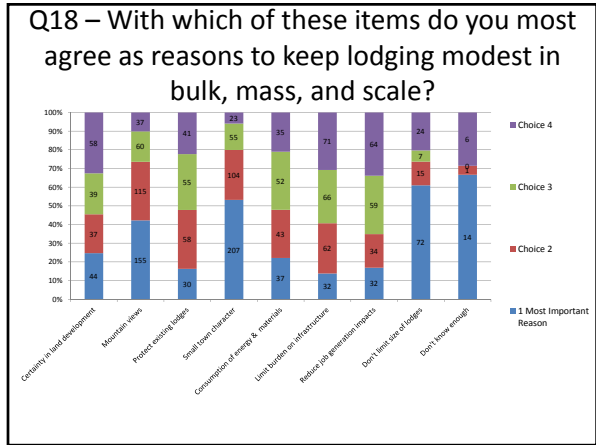
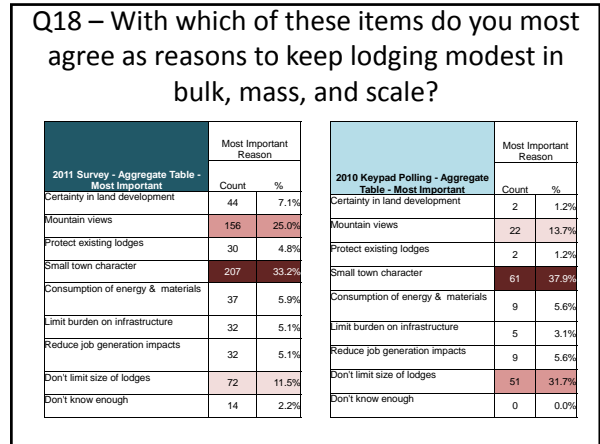
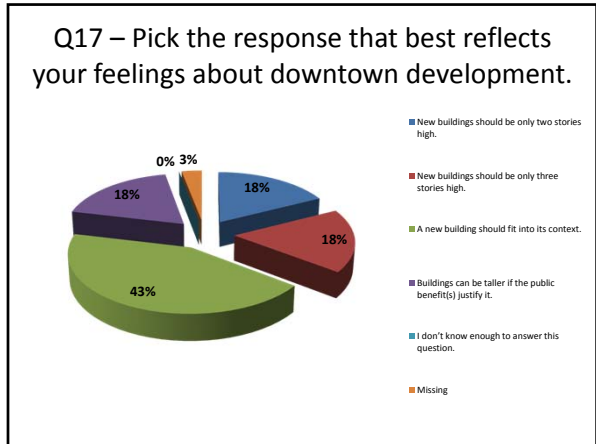
### Thumbnail Summary

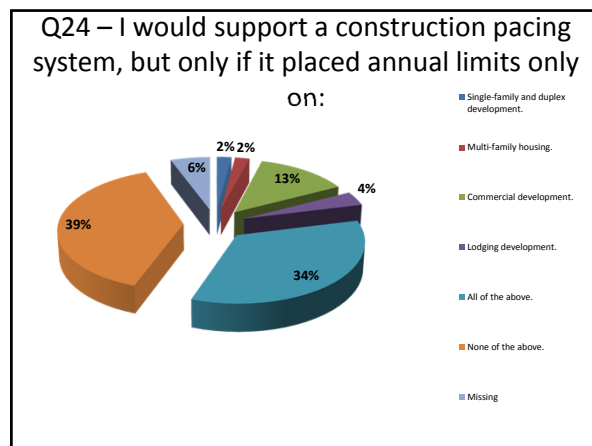
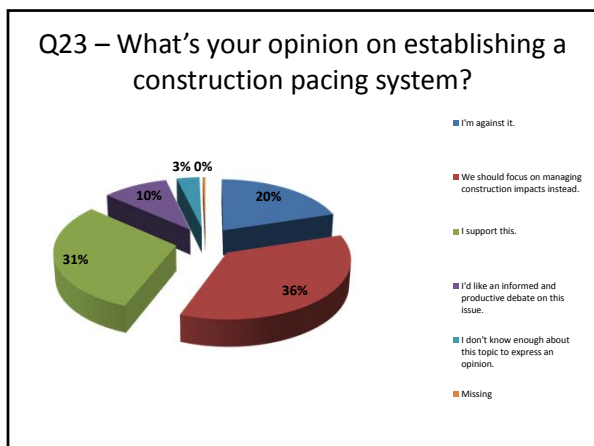
- Based on the most selected response:
  - Care about maintaining Aspen's small town character
  - Best at recreation ops; worst at economic development and traffic management



2011 Survey Additional Results

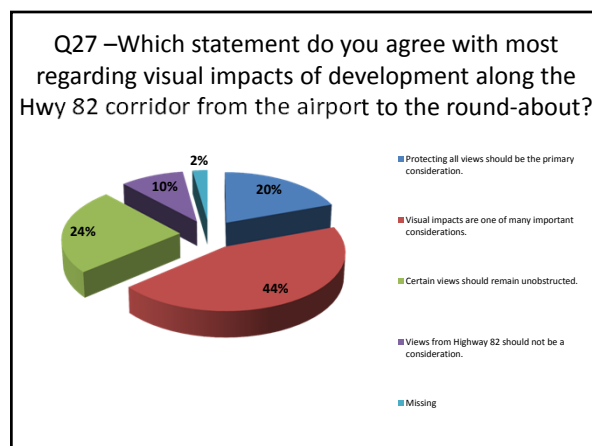
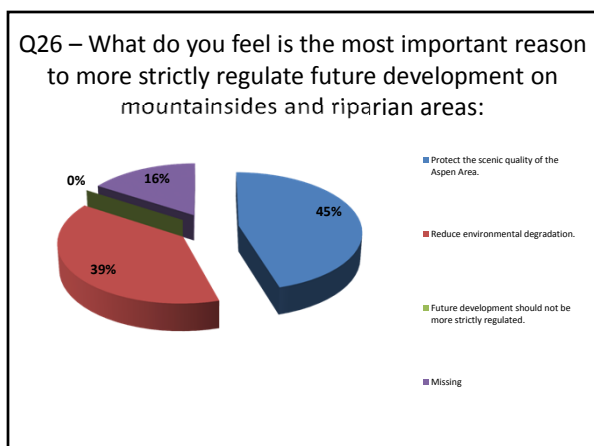
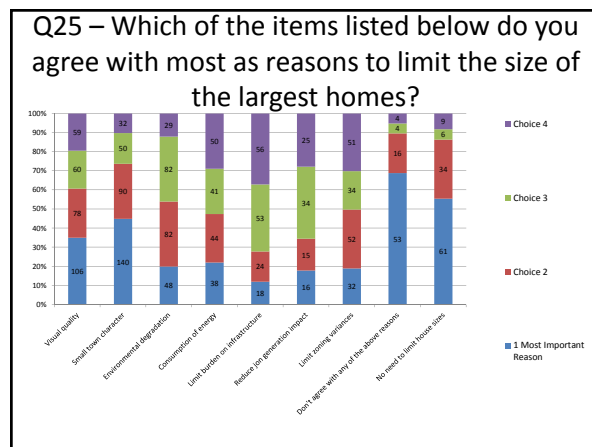


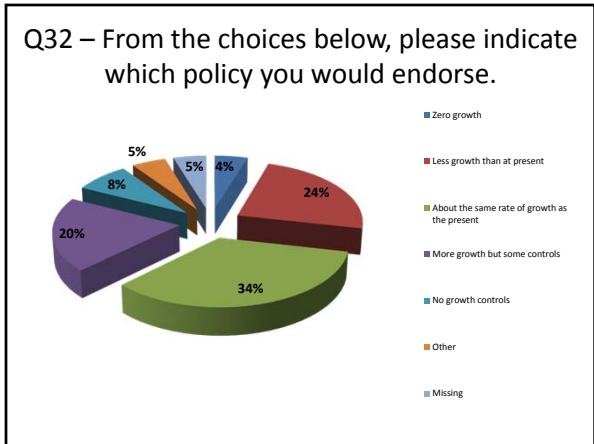
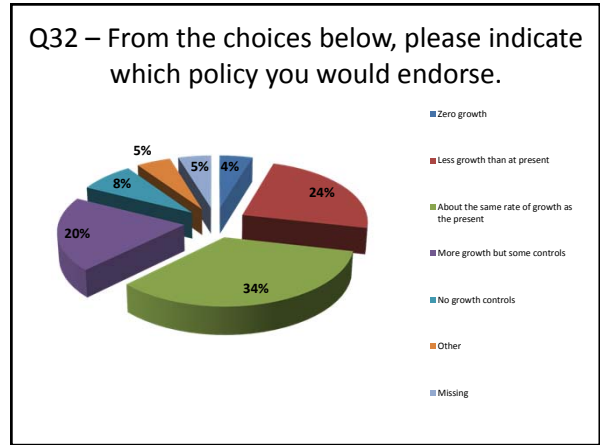
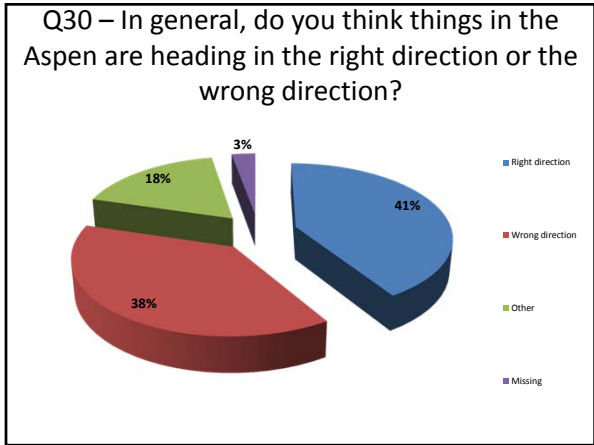
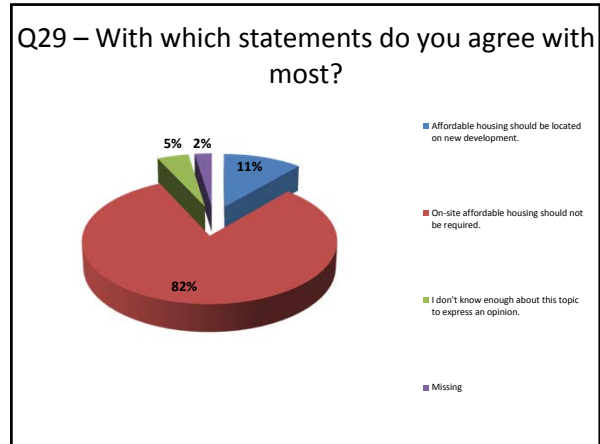
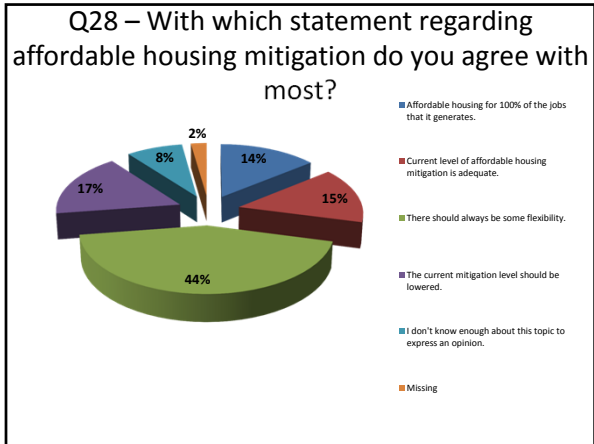




### Q25 – Which of these items do you agree with most agree as reasons to limit the size of the largest homes?

Item	Count	%
Visual quality	107	20.9%
Small town character	140	27.3%
Environmental degradation	48	9.4%
Consumption of energy	38	7.4%
Limit burden on infrastructure	18	3.5%
Reduce job generation impact	16	3.1%
Limit zoning variances	32	6.2%
Don't agree any of the above reasons	53	10.3%
No need to limit house sizes	61	11.9%





**Q32 – From the choices below, please indicate which policy you would endorse.**

2011 Survey - Aggregate Table		Total	
	Count	Count	%
Zero growth	25	25	4.7%
Less growth than at present	126	126	23.8%
About the same rate of growth as the present	181	181	34.2%
More growth but some controls	105	105	19.8%
No growth controls	42	42	7.9%
Other	26	26	4.9%
Missing	25	25	4.7%

2008 Survey - Aggregate Table		Total	
	Count	Count	%
Zero growth	66	66	11.0%
Less growth than at present	204	204	38.0%
About the same rate of growth as the present	148	148	28.5%
More growth but some controls	71	71	16.7%
No growth controls	14	14	2.0%

