Town of Monument Colorado
2021 Community Survey

April 20th to April 28th, 2021
Survey Objectives

- The objectives of this community survey were to measure and understand Monument resident thoughts and opinions of town services, programs, budget priorities, and quality of life aspects.

- This survey established opinion benchmarks of the performance of town services and amenities.
Methodology

- Magellan Strategies are pleased to present the results of an online community survey of 846 adult residents in Monument, Colorado.

- The interviews were conducted from April 20th to 28th, 2021. Survey data collection utilized MMS Text messaging and the Town’s email list.

- The overall survey responses have a margin of error of +/- 3.17% 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 demographics of the adult population of Monument based upon the July 2019 U.S. Census Bureau estimates.
Town of Monument Issue Priorities & Resident Mood

Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021
Please describe the top issues, priorities, or problems that you think the Town of Monument should be addressing the most.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth &amp; Development</td>
<td>44.72%</td>
<td>385</td>
</tr>
<tr>
<td>Roads &amp; Infrastructure</td>
<td>25.78%</td>
<td>222</td>
</tr>
<tr>
<td>Water Issues</td>
<td>14.87%</td>
<td>128</td>
</tr>
<tr>
<td>Parks &amp; Open Space</td>
<td>13.59%</td>
<td>117</td>
</tr>
<tr>
<td>Business</td>
<td>11.15%</td>
<td>96</td>
</tr>
<tr>
<td>community</td>
<td>8.36%</td>
<td>72</td>
</tr>
<tr>
<td>schools</td>
<td>7.90%</td>
<td>68</td>
</tr>
<tr>
<td>Crime &amp; Public Safety</td>
<td>7.08%</td>
<td>61</td>
</tr>
</tbody>
</table>
Please describe the top issues, priorities, or problems that you think the Town of Monument should be addressing the most.

Major Themes

- Growth and Development Not Paying Own Way, Maintaining a Small-Town Feel
- Diverse Shopping and Dining Options
- Water Quality
- Improving Town Parks, New School

Urban redevelopment and retail diversification. The historic downtown is plagued by stores that appeal to an older demographic with store hours that do not cater to working adults, like retail stores with 9-5 hrs and closed on the weekends. There are a lot of young working families with kids moving into the area that would love more additions with flexible hours like the recent addition of an ice-cream shop and the taproom. Also, the area has many dilapidated homes and properties that would be very much benefited from modernization. – Male, 40-49, 1-5 Year Resident

I like getting the monthly updates on what the town is doing in terms of development. Could use a little more information about projects the town is working on and community engagement, but think the town is doing a great job. – Female, 40-49, 1-5 Year Resident

Growth and how to have proper infrastructure and roads so traffic flows freely. Support more Mom-and-Pop business instead of the chain businesses. More off-road family friendly bike trails. Need to have controlled growth and a good master plan. WATER so we will always have enough and not run out with all the development. – Female, 55-64, 16-20 Year Resident

Would like to see more open area like a park with tennis, pickle ball, dog runs, baseball diamonds, before it’s covered with all businesses. Larkspur has a great park for such a small community. – Male, 75+, 1-5 Year Resident

I would like greater attention be paid to the type of businesses expanding into the areas around Jackson Creek Blvd. Specifically, I would like to see more incorporation of green space in all residential planning. For example, places like Sanctuary Pointe have done a tremendous job of including parks, paths and other spaces. Consider requiring builders to include such trails etc, in their master plans. And then hold them accountable to building them Also, there seems to be an unhealthy prioritization given to landowners and builders as compared to citizens when approving plans. Remember the values of keeping a small-town feel, not building out the area to look like every other stretch of I-25 going south. – Male, 40-49, 6-10 Year Resident

1. Water Quality 2. Ensuring the new building approvals and zoning variances result in more than enough funds going to town needs (police, etc.) – Male, 50-54, 1-5 Year Resident
Do you think the Town of Monument is headed in the right direction?

Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021

<table>
<thead>
<tr>
<th>Survey Group</th>
<th>Yes</th>
<th>No</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Residents</td>
<td>38%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>Millennial Men 25-39</td>
<td>51%</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>Lived in Town 1-5 Years</td>
<td>49%</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>All Men</td>
<td>48%</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Triview Resident</td>
<td>43%</td>
<td>36%</td>
<td>21%</td>
</tr>
<tr>
<td>Town Resident</td>
<td>31%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>Boomer Women 55-74</td>
<td>31%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>All Women</td>
<td>28%</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>Lived in Town 10+ Years</td>
<td>26%</td>
<td>48%</td>
<td>26%</td>
</tr>
</tbody>
</table>
Please describe the reasons why you think Monument is headed in the right direction.

**Major Themes**

- Good Job Keeping Small-Town Feel
- Balance of Growth vs. Character is Good
- A Community That Cares & Friendly

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As much as people want to cling to the small-town feel of Monument, change and growth are inevitable. Thinking ahead and planning for businesses and more affordable housing options will help the town continue to prosper.  
**Female, 40-49, 6-10 Year Resident**

I think that we are a wonderful community and as I witnessed in the board meeting last week, some members of the board seem to want what is best for the area versus the pockets of big corporations.  
**Female, 40-49, Less 1 Year Resident**

As much as people want to cling to the small-town feel of Monument, change and growth are inevitable. Thinking ahead and planning for businesses and more affordable housing options will help the town continue to prosper.  
**Female, 40-49, 6-10 Year Resident**

I like our small town feel and the amount of people that live here, but I am concerned that we are growing very rapidly and will lose that feel. I am hopeful that the town of Monument is trying preserve some of this.  
**Female, 40-49, 11-15 Year Resident**

The improved police visibility which has occurred since the hiring of the new Police Chief, the increase in the police department budget to attract and keep quality personnel and police on bicycles in the community are all positive things. The attention given to revitalizing historic downtown Monument and keeping up the park are all positive. The efforts to attract more business to help Monument grow, provide more quality jobs and create a better tax base is all good for Monument.  
**Female, 75+, 6-10 Year Resident**

The Monument and Palmer Lake libraries are wonderful! The downtown area has very nice flowers. I so enjoy driving through the lit-up trees on my way to work in the evening. There are a lot of new homes being built, so people must want to live here. There are new businesses opening and I don’t see as many closing.  
**Female, 40-49, 11-15 Year Resident**

Monument is a nice small town that seems very relaxed, friendly, and overall a calm getaway from the Colorado Springs madness.  
**Male, 25-29, 20+ Year Resident**

The community is wonderful, and the leadership seems very invested in the betterment of our town. The "small town" feel is important and being well-promoted and maintained by our community.  
**Female, 55-64, 1-1 Year Resident**

It's growing quickly and that can't be stopped but I think the town is doing a decent job with the growth explosion. I LOVE the flowers at the parks, common areas. Keep that up please!!!  
**Female, 55-64, 20+ Year Resident**
Please describe the reasons why you think Monument is **NOT** headed in the right direction.

**Major Themes**

<table>
<thead>
<tr>
<th>Town is Growing Too Fast &amp; Overdevelopment</th>
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</thead>
<tbody>
<tr>
<td>Town is Losing Small Town Feel</td>
</tr>
<tr>
<td>Population Growth Causing Increased Crime</td>
</tr>
</tbody>
</table>

We need to incorporate community parks into the master plan and not sell out to developers. Monument is becoming a strip mall, which is not good for homeowners, property values or community building. - **Female, 40-49, 1-1 Year Resident**

Monument is simply giving over to businesses. There is no requirements for uniformity of architectural appearance, ease of travel, artistic attractiveness, in short monument’s planning is utterly inadequate at promoting a sense of community pride. it's all going to be tightly packed homes and sprawling strip malls. There is nothing that unites downtown monument with the east side of I25 especially between 105 and Baptist rd. it’s a real shame that the town has squandered this opportunity to create a real community unity. - **Male, 75+, 11-15 Year Resident**

We are growing too fast and losing the small-town feel. We don’t have enough infrastructure to accommodate this growing population. Water cost are out of hand we need another water source. We chose to live here to avoid the city now we are becoming one so sad. We may need more police to combat growing theft, drug, and vandalism. We have too many redundant things between Palmer lake and Woodmoor and Monument. It seems consolidation of towns could save time and money in the long run. – **Female, 55-64, 16-20 Year Resident**

I think the town is over building which is a direct cause to increase crime rates; along with the increase in drug treatment facilities. The town does not need to build more multi-family buildings/apartments next to the YMCA. The town Needs to maintain its open spaces, as well as its water resources for the future. Reduce taxes as a recession is coming. – **Male, 40-49, 6-10 Year Resident**

Too many housing developments. Monument should retain its small town feel by limiting high density housing and useless businesses. The Pilot truck stop does nothing for the residents while allowing semi trucks to clog the Baptist bridge. Stop looking for increases tax revenue at the expense of clogged roads and start supporting the resident’s best interests. – **Male, 40-49, 11-15 Year Resident**

No renewable water plan or purchases, no vision for how to manage and influence new construction, no plans on infrastructure expansion, focusing on minutiae instead of substantive issues. – **Male, 40-49, 6-10 Year Resident**
Do you agree or disagree with the following statement?

“Monument residents receive a good value in town services and programs considering how much they pay in taxes.”

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Residents</td>
<td>64%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>14%</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>50%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td></td>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>

| Lived in Town Less 1 Year | 73%   | 6%     | 21%      |
| Boomer Men 55-74          | 71%   | 23%    | 6%       |
| Village Center            | 70%   | 24%    | 6%       |
| Boomer Women 55-74        | 66%   | 23%    | 11%      |
| All Women                 | 61%   | 26%    | 13%      |
| All Gen. X 40-54          | 57%   | 33%    | 10%      |
| Gen. X Women 40-54        | 50%   | 39%    | 12%      |
Compared to other cities and towns in Colorado, how would you rate the Town of Monument as a place to live?

<table>
<thead>
<tr>
<th>Perception to Live</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much Better Place to Live</td>
<td>45%</td>
</tr>
<tr>
<td>Somewhat Better Place to Live</td>
<td>45%</td>
</tr>
<tr>
<td>Much Worse Place to Live</td>
<td>1%</td>
</tr>
<tr>
<td>Somewhat Worse Place to Live</td>
<td>4%</td>
</tr>
</tbody>
</table>

Total Better Place to Live: 90%
Total Worse Place to Live: 5%
No Opinion: 5%
Please indicate how you feel about the following quality of life aspects for the Town of Monument.

- **A place to live.**
  - Excellent & Good: 87%
  - Good: 39%
  - Fair & Poor: 13%
  - Excellent: 8%

- **A place to raise a family.**
  - Excellent & Good: 83%
  - Good: 41%
  - Fair & Poor: 11%
  - Excellent: 8%

- **A place where you feel safe and there is very little crime.**
  - Excellent & Good: 82%
  - Good: 43%
  - Fair & Poor: 18%
  - Excellent: 9%

- **A place for outdoor recreation.**
  - Excellent & Good: 73%
  - Good: 39%
  - Fair & Poor: 25%
  - Excellent: 10%

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*Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021*
Please indicate how you feel about the following quality of life aspects for the Town of Monument.

- A place to retire:
  - Excellent & Good: 68%
  - Excellent: 39%
  - Good: 29%
  - Fair & Poor: 4%

- A place with a strong sense of community:
  - Excellent & Good: 66%
  - Excellent: 44%
  - Good: 22%
  - Fair & Poor: 16%

- A place for dining and restaurant options:
  - Excellent & Good: 67%
  - Excellent: 32%
  - Good: 27%
  - Fair & Poor: 5%

- A place to start a business:
  - Excellent & Good: 38%
  - Excellent: 24%
  - Good: 24%
  - Fair & Poor: 32%
Please indicate how you feel about the following quality of life aspects for the Town of Monument.

- A place to work and find a job:
  - Excellent & Good: 27%
  - Excellent: 4%
  - Good: 23%
  - Fair & Poor: 5%

- A place to shop:
  - Excellent & Good: 71%
  - Excellent: 23%
  - Good: 23%
  - Fair & Poor: 4%
Importance of Town Services and Budget Item Priorities
Please indicate the importance of the following town services.

- **Roadway maintenance, resurfacing, snow plowing, street sweeping.**
  - Extremely Important: 61%
  - Very Important: 32%
  - Somewhat Important: 6%
  - Not Important at All: 6%

- **Police, addressing crime, and public safety**
  - Extremely Important: 57%
  - Very Important: 33%
  - Somewhat Important: 9%
  - Not Important at All: 9%

- **Public water treatment and water billing services.**
  - Extremely Important: 52%
  - Very Important: 36%
  - Somewhat Important: 9%
  - Not Important at All: 9%

- **Residential and commercial permitting, land planning, and development.**
  - Extremely Important: 50%
  - Very Important: 31%
  - Somewhat Important: 13%
  - Not Important at All: 4%

- **Parks and planning and management.**
  - Extremely Important: 47%
  - Very Important: 40%
  - Somewhat Important: 12%
  - Not Important at All: 1%

- **Town community relations and community services.**
  - Extremely Important: 24%
  - Very Important: 39%
  - Somewhat Important: 33%
  - Not Important at All: 4%

- **Services provided by Town Hall Staff such as elections, meeting notifications, and business licensing.**
  - Extremely Important: 22%
  - Very Important: 41%
  - Somewhat Important: 30%
  - Not Important at All: 4%

- **Town events, gatherings, concerts, picnics, and holiday celebrations.**
  - Extremely Important: 21%
  - Very Important: 36%
  - Somewhat Important: 36%
  - Not Important at All: 6%
Please indicate the importance of the following town services.
by Town and Metro District

Roadway maintenance, resurfacing, snow plowing, and street sweeping

- Triview: 58% Extremely Important, 33% Very Important, 8% Somewhat Important, 1% Not Important At All, 1% No Opinion
- Lake of the Rockies: 40% Extremely Important, 53% Very Important, 4% Somewhat Important, 3% Not Important At All, 1% No Opinion
- Village Center: 72% Extremely Important, 26% Very Important, 3% Somewhat Important, 2% Not Important At All, 1% No Opinion
- Town: 65% Extremely Important, 29% Very Important, 6% Somewhat Important, 2% Not Important At All, 1% No Opinion

Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021
Please indicate the importance of the following town services. by Town and Metro District

Parks and planning and management

Triview
- Extremely Important: 48%
- Very Important: 43%
- Somewhat Important: 8%
- Not Important At All: 1%
- No Opinion: 1%

Lake of the Rockies
- Extremely Important: 38%
- Very Important: 54%
- Somewhat Important: 8%
- Not Important At All: 1%
- No Opinion: 1%

Village Center
- Extremely Important: 29%
- Very Important: 39%
- Somewhat Important: 32%
- Not Important At All: 14%
- No Opinion: 1%

Town
- Extremely Important: 49%
- Very Important: 36%
- Somewhat Important: 14%
- Not Important At All: 1%
- No Opinion: 1%
Please indicate the importance of the following town services. by Town and Metro District

Public water treatment and water billing services.

<table>
<thead>
<tr>
<th>Location</th>
<th>Extremely Important</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important At All</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triview</td>
<td>9%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>37%</td>
</tr>
<tr>
<td>Lake of the Rockies</td>
<td>67%</td>
<td>29%</td>
<td>2%</td>
<td>1%</td>
<td>53%</td>
</tr>
<tr>
<td>Village Center</td>
<td>25%</td>
<td>8%</td>
<td>2%</td>
<td>18%</td>
<td>53%</td>
</tr>
<tr>
<td>Town</td>
<td>37%</td>
<td>10%</td>
<td>1%</td>
<td>2%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021
As you know, the Town of Monument 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 #8 indicates your least or last priority. (Budget Items ranked by percentage of respondents ranking item #1 or #2)

**Among All Residents**

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Ranked #1 or #2</th>
<th>Ranked #1</th>
<th>Ranked #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police, addressing crime, and public safety</td>
<td>49%</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>Roadway maintenance, resurfacing, snow plowing, street sweeping.</td>
<td>39%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Residential and commercial permitting, land planning, and development.</td>
<td>29%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Public water treatment and water billing services</td>
<td>25%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Renewable water acquisition</td>
<td>21%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Supporting the local economy, businesses, and jobs</td>
<td>18%</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Maintenance and upkeep of town parks</td>
<td>12%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Town events, gatherings, concerts, picnics, and holiday celebrations.</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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As you know, the Town of Monument 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 #8 indicates your least or last priority. (Budget Items ranked by percentage of respondents ranking item #1 or #2)

**Among Triview Residents**

1. Police, addressing crime, and public safety
   - Ranked #1 or #2: 52%
   - Ranked #1: 32%
   - Ranked #2: 20%

2. Residential and commercial permitting, land planning, and development.
   - Ranked #1 or #2: 37%
   - Ranked #1: 20%
   - Ranked #2: 17%

3. Roadway maintenance, resurfacing, snow plowing, street sweeping.
   - Ranked #1 or #2: 34%
   - Ranked #1: 18%
   - Ranked #2: 16%

4. Public water treatment and water billing services
   - Ranked #1 or #2: 26%
   - Ranked #1: 12%
   - Ranked #2: 14%

5. Renewable water acquisition
   - Ranked #1 or #2: 20%
   - Ranked #1: 9%
   - Ranked #2: 11%

6. Supporting the local economy, businesses, and jobs
   - Ranked #1 or #2: 14%
   - Ranked #1: 5%
   - Ranked #2: 9%

7. Maintenance and upkeep of town parks
   - Ranked #1 or #2: 12%
   - Ranked #1: 2%
   - Ranked #2: 10%

8. Town events, gatherings, concerts, picnics, and holiday celebrations.
   - Ranked #1 or #2: 7%
   - Ranked #1: 2%
   - Ranked #2: 5%
As you know, the Town of Monument 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 #8 indicates your least or last priority. (Budget Items ranked by percentage of respondents ranking item #1 or #2)

Among Lake of the Rockies Residents

- Police, addressing crime, and public safety
  - Ranked #1 or #2: 48%
  - Ranked #1: 38%
  - Ranked #2: 10%

- Public water treatment and water billing services
  - Ranked #1 or #2: 39%
  - Ranked #1: 23%
  - Ranked #2: 16%

- Renewable water acquisition
  - Ranked #1 or #2: 31%
  - Ranked #1: 13%
  - Ranked #2: 18%

- Roadway maintenance, resurfacing, snow plowing, street sweeping.
  - Ranked #1 or #2: 23%
  - Ranked #1: 7%
  - Ranked #2: 16%

- Residential and commercial permitting, land planning, and development.
  - Ranked #1 or #2: 22%
  - Ranked #1: 9%
  - Ranked #2: 13%

- Supporting the local economy, businesses, and jobs
  - Ranked #1 or #2: 21%
  - Ranked #1: 4%
  - Ranked #2: 17%

- Town events, gatherings, concerts, picnics, and holiday celebrations.
  - Ranked #1 or #2: 12%
  - Ranked #1: 7%
  - Ranked #2: 5%

- Maintenance and upkeep of town parks
  - Ranked #1 or #2: 5%
  - Ranked #1: 5%
  - Ranked #2: 5%
As you know, the Town of Monument 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 #8 indicates your least or last priority. (Budget Items ranked by percentage of respondents ranking item #1 or #2)

Among Village Center Residents

- Police, addressing crime, and public safety: 74% Ranked #1 or #2, 28% Ranked #1, 46% Ranked #2
- Roadway maintenance, resurfacing, snow plowing, street sweeping: 63% Ranked #1 or #2, 47% Ranked #1, 16% Ranked #2
- Residential and commercial permitting, land planning, and development: 18% Ranked #1 or #2, 6% Ranked #1, 12% Ranked #2
- Public water treatment and water billing services: 14% Ranked #1 or #2, 5% Ranked #1, 9% Ranked #2
- Maintenance and upkeep of town parks: 13% Ranked #1 or #2, 7% Ranked #1, 11% Ranked #2
- Renewable water acquisition: 9% Ranked #1 or #2, 6% Ranked #1, 3% Ranked #2
- Supporting the local economy, businesses, and jobs: 6% Ranked #1 or #2, 6% Ranked #1, 2% Ranked #2
- Town events, gatherings, concerts, picnics, and holiday celebrations: 2% Ranked #1 or #2, 1% Ranked #1, 1% Ranked #2

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As you know, the Town of Monument 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 #8 indicates your least or last priority. (Budget Items ranked by percentage of respondents ranking item #1 or #2)

Among Town Residents

- Police, addressing crime, and public safety
  - Ranked #1 or #2: 44%
  - Ranked #1: 28%
  - Ranked #2: 16%

- Roadway maintenance, resurfacing, snow plowing, street sweeping.
  - Ranked #1 or #2: 40%
  - Ranked #1: 16%
  - Ranked #2: 24%

- Supporting the local economy, businesses, and jobs
  - Ranked #1 or #2: 25%
  - Ranked #1: 11%
  - Ranked #2: 14%

- Renewable water acquisition
  - Ranked #1 or #2: 24%
  - Ranked #1: 14%
  - Ranked #2: 10%

- Public water treatment and water billing services
  - Ranked #1 or #2: 24%
  - Ranked #1: 9%
  - Ranked #2: 15%

- Residential and commercial permitting, land planning, and development.
  - Ranked #1 or #2: 23%
  - Ranked #1: 16%
  - Ranked #2: 7%

- Maintenance and upkeep of town parks
  - Ranked #1 or #2: 13%
  - Ranked #1: 2%
  - Ranked #2: 11%

- Town events, gatherings, concerts, picnics, and holiday celebrations.
  - Ranked #1 or #2: 9%
  - Ranked #1: 5%
  - Ranked #2: 4%
Resident Opinion of Town Operations and Services
Please indicate your approval or disapproval of the following town operations, job performance and services.

- The overall quality of services provided by the town. 78% Approve, 12% Disapprove, 10% No Opinion
- The town notifying residents of events, meetings, public forums, and activities. 74% Approve, 18% Disapprove, 8% No Opinion
- The town being welcoming and open to resident input and listening to and learning about resident needs and concerns. 64% Approve, 22% Disapprove, 14% No Opinion
- The town being open and transparent in providing information about its operations and plans. 61% Approve, 28% Disapprove, 11% No Opinion
- The town providing residents with adequate access to town staff, trustees, and following through when addressing grievances and concerns. 52% Approve, 21% Disapprove, 27% No Opinion

Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021
Resident Opinion of Police and Public Safety Issues
Please indicate your approval or disapproval of the following regarding the Monument Police Department.

<table>
<thead>
<tr>
<th>Category</th>
<th>Approve</th>
<th>Disapprove</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall performance of the Monument Police Department.</td>
<td>78%</td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>The visibility and presence of patrol cars in town.</td>
<td>78%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Police coverage and presence during the day.</td>
<td>72%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Police coverage and presence during the night.</td>
<td>58%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Enforcement of traffic regulations.</td>
<td>55%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Enforcement of municipal codes (dogs, reducing party noise).</td>
<td>36%</td>
<td>19%</td>
<td>45%</td>
</tr>
<tr>
<td>Police response times to call during the day.</td>
<td>32%</td>
<td>6%</td>
<td>62%</td>
</tr>
<tr>
<td>Police response times to call during the night</td>
<td>30%</td>
<td>6%</td>
<td>64%</td>
</tr>
</tbody>
</table>
Resident Opinion of Town Planning Department
Please indicate your approval or disapproval of the following regarding the Monument Town Planning.

- The overall performance of the Monument Planning Department.
  - Approve: 34%
  - Disapprove: 38%
  - No Opinion: 28%

- Public notification, access, and input on town development projects.
  - Approve: 36%
  - Disapprove: 37%
  - No Opinion: 27%

- The department's construction permit process.
  - Approve: 23%
  - Disapprove: 20%
  - No Opinion: 57%
Resident Opinion of Public Works Department
Please indicate your approval or disapproval of the following regarding the Parks Division.

- The maintenance and landscaping of medians, streets and public areas.
- The overall performance of the Parks Division.
- The maintenance and cleanliness of parks on the West side of Monument Lake (Lavelett, Limbach, Dirty Woman Creek, Park Trail Park/New Park).
- The maintenance of Monument Lake.

<table>
<thead>
<tr>
<th>Service</th>
<th>Approve</th>
<th>Disapprove</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance and landscaping</td>
<td>74%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>Overall performance of the Parks Division</td>
<td>71%</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>Maintenance and cleanliness of West parks</td>
<td>65%</td>
<td>10%</td>
<td>25%</td>
</tr>
<tr>
<td>Maintenance of Monument Lake</td>
<td>54%</td>
<td>16%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Among All Residents
Please indicate your approval or disapproval of the following regarding the Parks Division.

- The overall performance of the Parks Division.
  - Approve: 69%
  - Disapprove: 9%
  - No Opinion: 22%

- The maintenance and cleanliness of parks on the West side of Monument Lake (Lavelett, Limbach, Dirty Woman Creek, Park Trail Park/New Park).
  - Approve: 55%
  - Disapprove: 8%
  - No Opinion: 37%

- The maintenance of Monument Lake.
  - Approve: 55%
  - Disapprove: 9%
  - No Opinion: 36%
Please indicate your approval or disapproval of the following regarding the **Parks Division**.

- The overall performance of the Parks Division: 95% Approve, 3% Disapprove, 2% No Opinion
- The maintenance and landscaping of medians, streets and public areas: 91% Approve, 9% Disapprove, 0% No Opinion
- The maintenance and cleanliness of parks on the West side of Monument Lake (Lavelett, Limbach, Dirty Woman Creek, ...): 90% Approve, 5% Disapprove, 0% No Opinion
- The maintenance of Monument Lake: 67% Approve, 33% Disapprove, 0% No Opinion
Please indicate your approval or disapproval of the following regarding the Parks Division:

<table>
<thead>
<tr>
<th>Service</th>
<th>Approve</th>
<th>Disapprove</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall performance of the Parks Division.</td>
<td>57%</td>
<td>13%</td>
<td>30%</td>
</tr>
<tr>
<td>The maintenance and cleanliness of parks on the West side of Monument Lake (Lavelett, Limbach, Dirty Woman Creek, …)</td>
<td>53%</td>
<td>16%</td>
<td>31%</td>
</tr>
<tr>
<td>The maintenance and landscaping of medians, streets and public areas.</td>
<td>45%</td>
<td>49%</td>
<td>6%</td>
</tr>
<tr>
<td>The maintenance of Monument Lake.</td>
<td>20%</td>
<td>35%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Please indicate your approval or disapproval of the following regarding the Parks Division.

- The overall performance of the Parks Division: 73% Approve, 9% Disapprove, 18% No Opinion
- The maintenance and cleanliness of parks on the West side of Monument Lake (Lavelett, Limbach, Dirty Woman Creek,...): 74% Approve, 11% Disapprove, 15% No Opinion
- The maintenance and landscaping of medians, streets and public areas: 74% Approve, 17% Disapprove, 9% No Opinion
- The maintenance of Monument Lake: 56% Approve, 18% Disapprove, 26% No Opinion
Please indicate your approval or disapproval of the following regarding the Streets Division.

- **Snowplowing, sanding services and street sweeping services.**
  - Approve: 78%
  - Disapprove: 20%
  - No Opinion: 0%

- **The regular, year-round maintenance of town roadways and streets.**
  - Approve: 68%
  - Disapprove: 28%
  - No Opinion: 4%

- **The overall condition of town roadways and streets.**
  - Approve: 61%
  - Disapprove: 37%
  - No Opinion: 2%
Please indicate your approval or disapproval of the following regarding the Streets Division:

- Snowplowing, sanding services and street sweeping services.
  - Approve: 78%
  - Disapprove: 20%
- The regular, year-round maintenance of town roadways and streets.
  - Approve: 70%
  - Disapprove: 24%
- The overall condition of town roadways and streets.
  - Approve: 61%
  - Disapprove: 36%
Please indicate your approval or disapproval of the following regarding the Streets Division:

- **Snowplowing, sanding services and street sweeping services.**
  - Approve: 84%
  - Disapprove: 16%

- **The regular, year-round maintenance of town roadways and streets.**
  - Approve: 83%
  - Disapprove: 17%

- **The overall condition of town roadways and streets.**
  - Approve: 77%
  - Disapprove: 23%

Among Lake of the Rockies Residents
Please indicate your approval or disapproval of the following regarding the Streets Division.

Among Village Center Residents

- Snowplowing, sanding services and street sweeping services.
  - Approve: 66%
  - Disapprove: 31%

- The regular, year-round maintenance of town roadways and streets.
  - Approve: 57%
  - Disapprove: 42%

- The overall condition of town roadways and streets.
  - Approve: 36%
  - Disapprove: 60%
Please indicate your approval or disapproval of the following regarding the Streets Division:

1. The overall condition of town roadways and streets.
   - Approve: 61%
   - Disapprove: 36%
   - No Opinion: 3%

2. The regular, year-round maintenance of town roadways and streets.
   - Approve: 66%
   - Disapprove: 30%
   - No Opinion: 4%

3. Snowplowing, sanding services and street sweeping services.
   - Approve: 79%
   - Disapprove: 18%
   - No Opinion: 3%
Please indicate your approval or disapproval of the following regarding the Water Operations Division.

- The management of town water quality, treatment and monitoring.
  - Approve: 47%
  - Disapprove: 23%
  - No Opinion: 30%

- The overall performance of the Water Division.
  - Approve: 45%
  - Disapprove: 21%
  - No Opinion: 34%

- The management of water billing.
  - Approve: 43%
  - Disapprove: 23%
  - No Opinion: 34%

- The management of water storage locations, capacity, and areas served.
  - Approve: 39%
  - Disapprove: 16%
  - No Opinion: 45%
Please indicate your approval or disapproval of the following regarding the Water Operations Division.

- The management of town water quality, treatment and monitoring: 53% Approve, 19% Disapprove, 28% No Opinion
- The overall performance of the Water Division: 53% Approve, 20% Disapprove, 27% No Opinion
- The management of water billing: 47% Approve, 23% Disapprove, 30% No Opinion
- The management of water storage locations, capacity, and areas served: 44% Approve, 14% Disapprove, 42% No Opinion

Among Triview Residents
Please indicate your approval or disapproval of the following regarding the Water Operations Division:

- The management of water billing.
  - Approve: 65%
  - Disapprove: 24%
  - No Opinion: 11%

- The overall performance of the Water Division.
  - Approve: 63%
  - Disapprove: 26%
  - No Opinion: 11%

- The management of water storage locations, capacity, and areas served.
  - Approve: 62%
  - Disapprove: 18%
  - No Opinion: 20%

- The management of town water quality, treatment and monitoring.
  - Approve: 59%
  - Disapprove: 31%
  - No Opinion: 10%
Please indicate your approval or disapproval of the following regarding the **Water Operations Division**.

<table>
<thead>
<tr>
<th>Area</th>
<th>Approve</th>
<th>Disapprove</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The management of town water quality, treatment and monitoring.</td>
<td>44%</td>
<td>7%</td>
<td>49%</td>
</tr>
<tr>
<td>The management of water storage locations, capacity, and areas served.</td>
<td>35%</td>
<td>15%</td>
<td>50%</td>
</tr>
<tr>
<td>The overall performance of the Water Division.</td>
<td>24%</td>
<td>9%</td>
<td>67%</td>
</tr>
<tr>
<td>The management of water billing.</td>
<td>22%</td>
<td>47%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Please indicate your approval or disapproval of the following regarding the Water Operations Division.

<table>
<thead>
<tr>
<th>Area</th>
<th>Approve</th>
<th>Disapprove</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The management of town water quality, treatment and monitoring.</td>
<td>39%</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>The overall performance of the Water Division.</td>
<td>39%</td>
<td>23%</td>
<td>38%</td>
</tr>
<tr>
<td>The management of water billing.</td>
<td>38%</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>The management of water storage locations, capacity, and areas served.</td>
<td>31%</td>
<td>17%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Among Town Residents
Resident Opinion of Town Hall Administration and Communication
Please indicate if you approve or disapprove of the following services provided by the Town Hall Staff.

1. The overall performance and customer service provided by the Town Hall Staff.
   - Approve: 37%
   - Disapprove: 8%
   - No Opinion: 55%

2. Town Hall management of elections, business licensing, liquor licensing, special event permits, and other services not related to planning and water billing.
   - Approve: 37%
   - Disapprove: 7%
   - No Opinion: 56%
Among the following methods of communication, which do you prefer to receive notifications and information from the town? Select all apply.

Email: 34%
Text: 20%
Town Newsletter: 16%
Postcard/Direct Mail: 13%
Facebook: 11%
Instagram: 3%
Twitter: 1%
Other: 2%
How often do you visit the town’s website?

- 25% Very Often
- 56% Not Too Often
- 14% Somewhat Often
- 2% Never or Not at All
- 3% No Opinion

Very and Somewhat Often Combined: 17%
How would you rate the ease of finding the information you are looking for?

This question was asked to the 619 respondents who said they have visited the town website, +/- 3.8% MoE.

- Very Easy: 25%
- Somewhat Easy: 12%
- Not Too Easy: 16%
- Not Easy at All: 4%
- No Opinion: 43%

Very and Somewhat Easy Combined: 55%

Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021
How would you rate the overall look and feel of the town website?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>10%</td>
</tr>
<tr>
<td>Good</td>
<td>39%</td>
</tr>
<tr>
<td>Fair</td>
<td>22%</td>
</tr>
<tr>
<td>Poor</td>
<td>24%</td>
</tr>
<tr>
<td>No Opinion</td>
<td>5%</td>
</tr>
</tbody>
</table>

How would you rate the ease of providing feedback on the town website?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>5%</td>
</tr>
<tr>
<td>Good</td>
<td>22%</td>
</tr>
<tr>
<td>Fair</td>
<td>15%</td>
</tr>
<tr>
<td>Poor</td>
<td>7%</td>
</tr>
<tr>
<td>No Opinion</td>
<td>51%</td>
</tr>
</tbody>
</table>

These questions were asked to the 619 respondents who said they have visited the town website, +/- 3.8% MoE.
Please indicate if you approve or disapprove of the following regarding town communications.

- The town's overall communications with residents:
  - Approve: 58%
  - Disapprove: 23%
  - No Opinion: 19%

- The town's emergency communications with residents:
  - Approve: 45%
  - Disapprove: 12%
  - No Opinion: 43%

- Virtual interaction for town meetings:
  - Approve: 27%
  - Disapprove: 14%
  - No Opinion: 59%
Balancing Residential Growth With Parks and Open Spaces
Do you agree or disagree with the following statement?

“The town of Monument has done a good job of balancing the growth of residential housing while preserving Monument’s parks and open spaces.”

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Agree</th>
<th>Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Residents</strong></td>
<td>52%</td>
<td>42%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Boomer Men 55-74</strong></td>
<td>54%</td>
<td>42%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Rent Home</strong></td>
<td>46%</td>
<td>40%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>All Women</strong></td>
<td>37%</td>
<td>56%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Generation X 40-54</strong></td>
<td>37%</td>
<td>61%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Lived in Town 6 to 10 Years</strong></td>
<td>33%</td>
<td>65%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Millennials 25-39</strong></td>
<td>41%</td>
<td>50%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Strongly Agree** 11%
**Somewhat Agree** 31%
**Strongly Disagree** 23%
**Somewhat Disagree** 29%

Town of Monument Colorado 2021 Community Survey, 846n +/- 3.2% MoE, April 2021
Do you agree or disagree with the following statement?

“The town of Monument has done a good job of balancing the growth of residential housing while preserving Monument’s parks and open spaces.”

<table>
<thead>
<tr>
<th>All Residents</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Strongly Disagree</th>
<th>Somewhat Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>11%</td>
<td>31%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Disagree</td>
<td>66%</td>
<td>32%</td>
<td>46%</td>
<td>39%</td>
</tr>
<tr>
<td>No Opinion</td>
<td>41%</td>
<td>2%</td>
<td>3%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Triview</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>41%</td>
<td>53%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>66%</td>
<td>32%</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>6%</td>
<td>32%</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lake of the Rockies</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>41%</td>
<td>53%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>66%</td>
<td>32%</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>6%</td>
<td>32%</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Village Center</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>41%</td>
<td>53%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>66%</td>
<td>32%</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>6%</td>
<td>32%</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Town</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>41%</td>
<td>53%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>66%</td>
<td>32%</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>6%</td>
<td>32%</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Findings & Observations

- 90% of residents rate Monument as a better place to live compared to other towns in Colorado, and 80% rate Monument as an excellent or good place to live and raise a family.

- 64% believe they receive a good value in town services and programs considering the amount they pay in taxes and 24% do not.

- The town services that are extremely important to residents are roadway maintenance, snowplowing and resurfacing (61%), police services and public safety (57%), water quality and treatment (52%), planning and residential development (50%) and parks management (47%).
Findings & Observations

- Residents would like to see the town budget allocated towards the following services in order of priority: police and public safety, roadway maintenance, residential and commercial development, water treatment and renewable water acquisition, supporting the economy, town parks, and events.

- 52% of residents disagree and 42% agree with the viewpoint that the town has done a good job balancing residential development while preserving Monument’s parks and open spaces.

- Growth and residential development is overwhelmingly the top issue that has many residents concerned Monument’s quality of life is disappearing. Town leaders addressing these fears and having a discussion with the community regarding residential or commercial development would be wise.
Survey Demographics

Gender:
- Female: 49%
- Male: 51%

Child in Household:
- Yes: 53%
- No: 47%

Home:
- Rent: 8%
- Own: 92%

Age Range:
- 18-24: 13%
- 25-29: 7%
- 30-39: 15%
- 40-49: 20%
- 50-54: 11%
- 55-64: 18%
- 65-74: 10%
- 75+: 6%

Race:
- White: 82%
- Hispanic: 10%
- Asian: 2%
- Black: 1%
- Other: 5%

Monument Residency:
- Less than a year: 11%
- 1 to 5: 38%
- 6 to 10: 18%
- 11 to 15: 11%
- 16 to 20: 11%
- More than 20: 11%