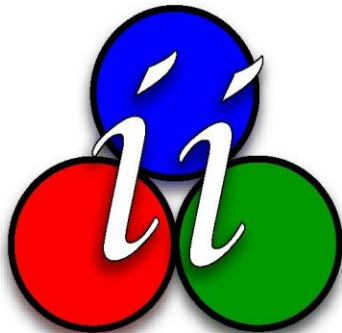


WECMRD Community Survey Results

March 2011



INTERCEPT INSIGHT

Research | Analytics | Performance | Design

Prepared for:

*WECRMD, Town of Eagle,
Town of Gypsum, and
Edwards Metro District*

Prepared by:

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Overview and Summary

It is important to remember that this is a tool for gathering event attendees' opinions and feedback. Many of the results are presented in terms of percentages. Intercept Insight, LLC encourages readers to consider the overall direction that is suggested rather than *only* the statistics. Note that the margin of error is different for every single question response on the survey depending on the sample sizes, proportion of responses, and number of answer categories for each question. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

The Western Eagle County Metropolitan Recreation District engaged Intercept Insight, LLC for research services pertaining to a community study involving only those communities within WECMRD. These services included strategy and execution, survey development, programming, analysis, and reporting. 1,142 unique email addresses were sent an invitation to participate in the community study, while others received other community email invitations, and were able to access the survey via a link within www.wecmr.org. 436 participants responded to the majority of the study. This results in an overall margin for error of less than 10% at a 95% confidence interval for each represented community (WECMRD, Town of Eagle, Edwards, and Town of Gypsum).

WECMRD Highlights:

- 78% of the respondents participated in WECMRD activities/programs in 2010
- Reason for not participating: No children, Child/children's age, Not interested in activities offered, Prefer of organizations
- Overall, the outdoor/indoor facility attributes exceeded the respondent's expectations
- Youth soccer was the most popular activity among the respondents, followed by gymnastics and youth baseball
- Respondent expectations were met with the activity/program attributes measured
- Kid's Nite Out and the Free Family Fun Fests are the most attended WECMRD events among the respondents
- The event attributes measured nearly exceeded the expectations of the respondents
- The WECMRD website and email are the most effective channels of communication
- Email is the most preferred form of communication, and the respondents are requesting an email at least once a month
- Voice messaging a channel of communication is not preferred

Overview and Summary

Town of Eagle Highlights:

- Hiking, walking, jogging, swimming, and skiing/riding are the most popular activities among the TOE respondents
- A workout facility at the EPIR and an increased trail system are the most preferred recreational enhancements
- Construction of a Field House is supported, as well as a tax increase to help fund the project
- Most respondents support the current Town funded events
- Other preferred TOE funded events include: Music Festivals/concerts, Running and bike races, and a Farmer's Market

Edwards Highlights:

- Most respondents utilize the paved trail systems, but do not necessarily support the need for a trail map
- The current trail systems within Edwards are exceeding the expectations of the Edwards respondents
- Open space and access to forest service land is extremely important, as most of the respondents use these lands for recreation at least once a month
- Improving and increasing access to forest service land will most likely increase recreational usage
- Preferences for the use of the Eagle River Preserve: Walking, biking, and nature trails, Fishing, Outdoor entertainment, and Environmental Education
- Farmer's Market and the Free Family Fun Fest are the most attended events among the respondents
- 87% would like to see more events in Edwards, including music festivals/concerts and sporting events/competitions

Town of Gypsum Highlights:

- Bike Paths and Playgrounds are utilized most for recreation by the TOG respondents
- Most effective forms of special event communication: Vail Daily, Word-of-mouth, Banners, and Local radio
- Gypsum Daze and Concerts in the Park are the most attended events among the respondents
- The TOG exceeded the respondent's expectations regarding the Town's special events
- Preferred Open Space Initiatives: Access the Eagle River and Picnic/playground areas
- Preferred Recreational Initiatives: Gypsum Recreation Center and Swimming Pool
- Respondents were 50/50 regarding support of a tax increase to help fund open space and recreational initiatives
- The majority of the respondents utilize the paved trails within the TOG, and would prefer a trail map of the systems
- Overall, the respondents are merely satisfied with the current paved trail systems within the TOG

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Objectives

WECMRD, the Town of Eagle, Edwards Metropolitan District, and the Town of Gypsum invested in a third party research company, Intercept Insight, LLC, to conduct an on-line community survey. WECMRD and community leaders were interested in quantifiable data regarding recreation within the communities to evaluate current activities and programs, access new recreational opportunities, access current facilities, and help direct investment decisions. This study was designed to offer patrons of the communities within the Western Eagle County Metropolitan Recreation District the opportunity to provide feedback, and the opportunity to share their opinions with WECMRD and the community leaders regarding recreational activities within their communities.

WECMRD Objectives:

- Assess indoor/outdoor facility usage and facility performance
- Assess activity/program participation
- Determine performance levels with current activities/programs
- Assess event/camp participation
- Determine performance levels of current events/camps
- Determine effectiveness of communication efforts
- Assess on-line registration utilization

Town of Eagle Objectives:

- Understand recreational interest within the community
- Determine where the TOE should focus efforts regarding recreational enhancements
- Assess interest in a field house, and funding options
- Assess interest in current TOE funded events

Edwards Objectives:

- Assess paved trail usage, and satisfaction levels with the current trail systems
- Understand importance of open space access, and usage
- Understand how the community prefers to utilize the Eagle River Preserve
- Assess current event participation, and new opportunities

Town of Gypsum Objectives:

- Understand recreational interest within the community
- Determine the most effective communication channels for special event awareness
- Assess event participation and event performance
- Assess open space and recreation initiatives
- Assess current paved trail systems

Methodology

Intercept Insight and leaders of WECMRD, the Town of Eagle, Edwards Metropolitan District, and the Town of Gypsum determined the objectives for each community regarding recreation. Once the objectives were set, Intercept Insight, WECMRD, and community leaders designed core sets of questions that were appropriate for each community and WECMRD, while avoiding duplication of efforts among communities. The questionnaire was design so that only respondents residing within WECMRD were able to complete the study. Those residing outside of WECMRD were taken to the end of the survey after completing the initial “residence” question. Once the questionnaire design was approved, the survey was then programmed into an on-line survey design tool (Qualtrics).

WECMRD provided Intercept Insight with a database containing all current and non-current WECMRD participants. Intercept Insight sorted out any record that did not reside within the Western Eagle County Metropolitan Recreation District, and reviewed the email fields for accuracy. Once the database was clean, Intercept Insight prepared the list for distribution.

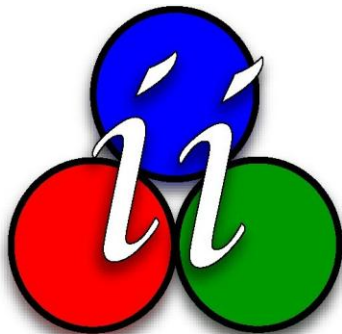
Distribution:

On March 9, 2011, an email was sent to 1,142 email addresses containing an invitation to participate in the community study. On March 16, 2011 a reminder email was sent to those who had not yet completed, and had not yet started the survey.

Other Forms of Distribution:

WECMRD embedded the survey link on the home page of its website, and sent a press release to the Vail Daily’s “Town Talk” regarding the community study. The staff within the Edwards Field House, and other communities within Edwards distributed the survey link via email to some of it’s patrons as well.

WECRMD – Residence/Participation

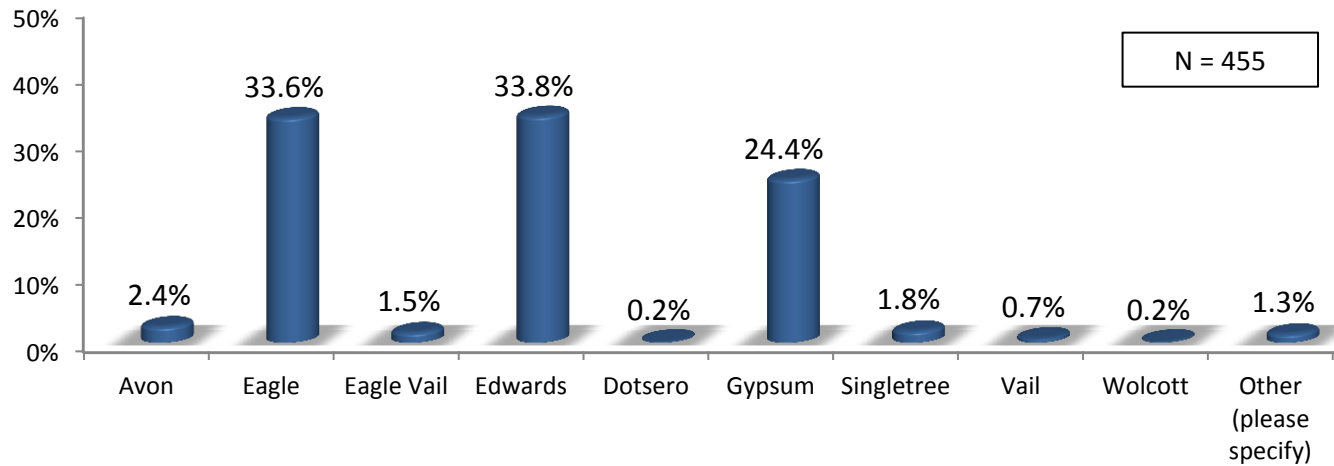


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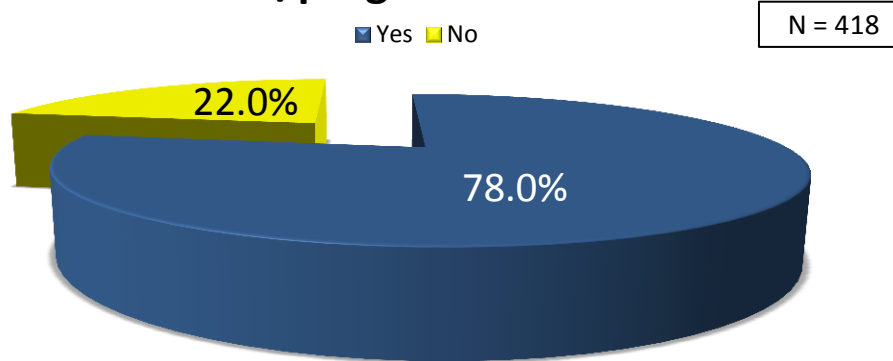
Residence

WECMRD - Residence



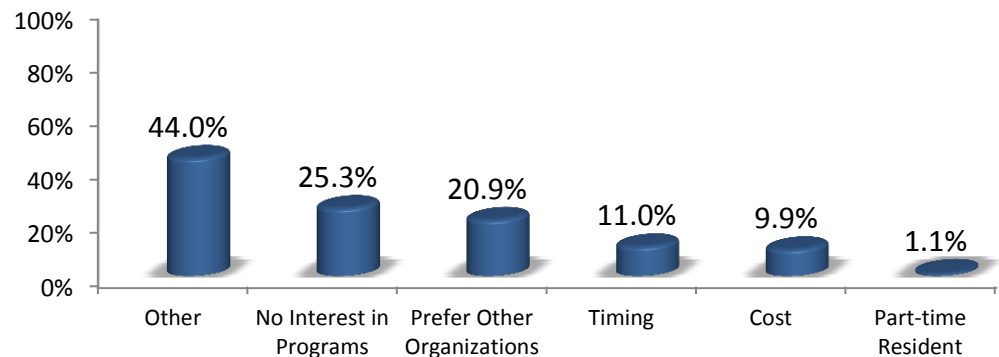
WECMRD Participation

WECMRD – Did you participate in WECMRD activities/programs in 2010?



*** The “Other” comments are on the following page

WECMRD - Why did you not participate in WECMRD activities/programs in 2010?

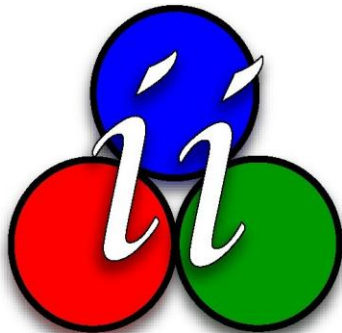


Did Not Participate in WECMRD Activities in 2010 – “Other” Comments

***Many of the respondents explained that they do not have children, their children are too old, or their children are too young for WECMRD activities. There also seems to be a lack of awareness of activities offered.

- Too busy
- Children too young
- No children
- My children are grown
- Kids are older
- Error - did participate
- Children are older
- I didn't know about any programs for me
- Actually, she did participate in indoor soccer. This website will not allow me to return to the previous page.
- No longer have dependent children
- No children
- We have no children
- Kids are grown
- Not sure of programs
- Middle schoolers and above offerings are less popular
- No children
- Temporary move out of town
- Children in school out of the area.
- Kids are grown
- No children and don't have time.
- WECMRD is a poorly run organization
- Newborn baby in April
- Not aware of what was offered for myself
- I was living in China
- Children not at home
- No Children
- Child too old
- No kids
- No sure what your programs are and don't have kids
- Don't know what's offered for adults
- Child is just a baby
- Too busy this year, but will in future
- Child wasn't here then
- Teaching - Busy
- His is 12 mo so he will be participating soon.
- Didn't consider it.
- Child is too little
- Played on BMHS teams
- Grown kids

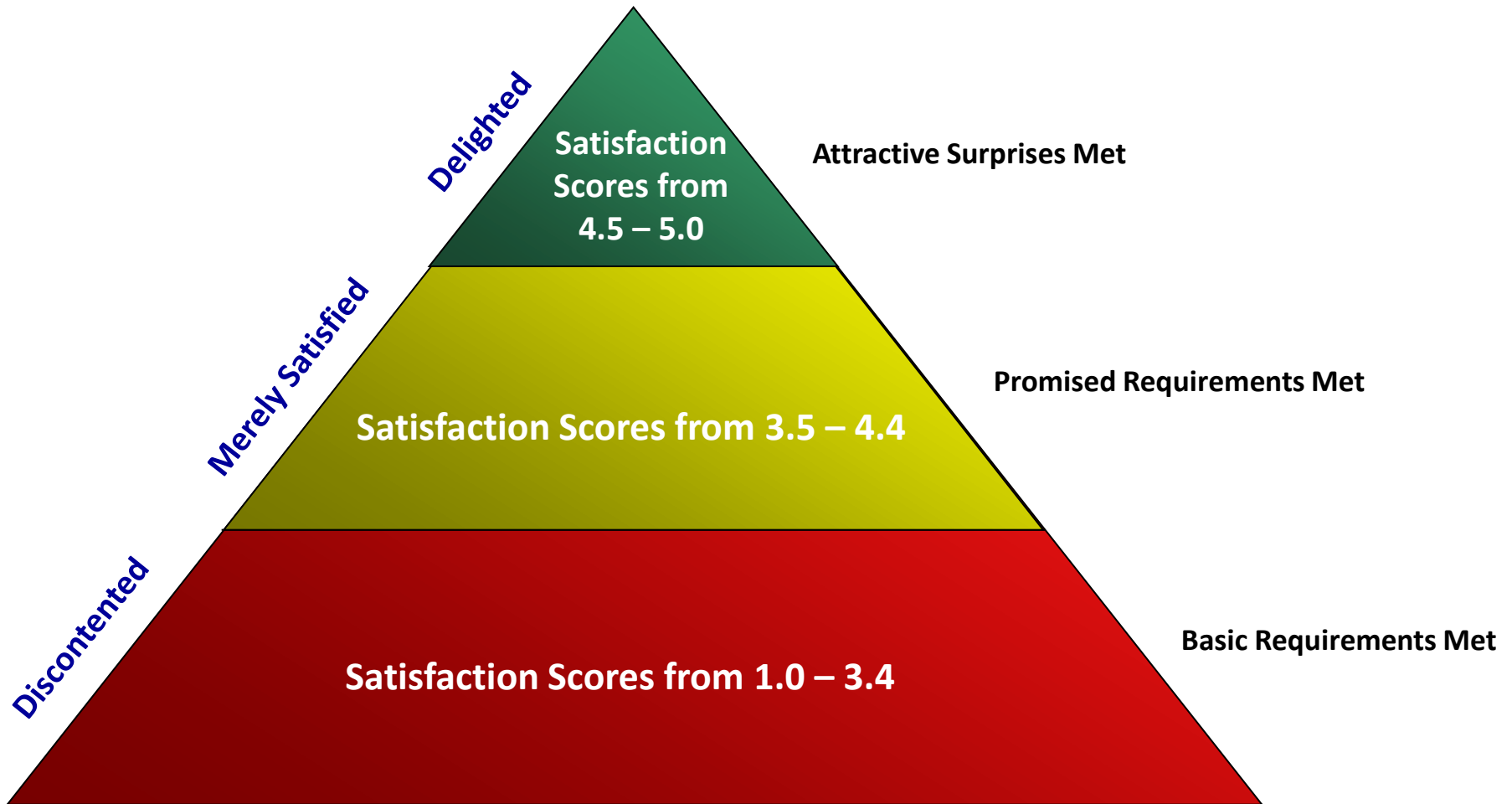
WECMRD - Facility Satisfaction



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Hierarchy of Customer Satisfaction Needs



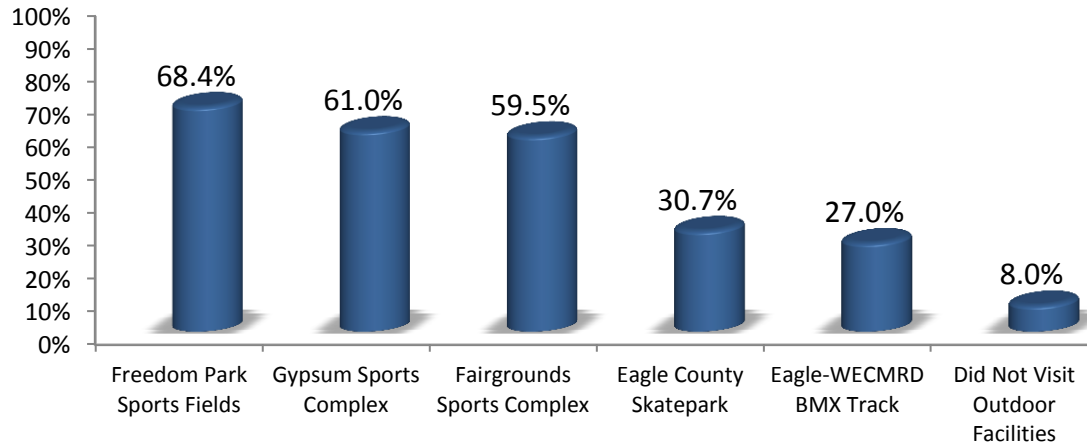
The Customer Delight Principle was designed to identify shortcomings within a business and to improve satisfaction. Satisfaction can be measured along a continuum and can be broken out into three major points:

- 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+Delight+Principle&pg=PP1&ots=VOXp3xEU0J&sig=9VbRwC5X8MN3xs2vDpmuS9muNk&hl=en&sa=X&oi=book_result&resnum=1&ct=result

Outdoor Facilities

WECMRD - Outdoor Facility Usage

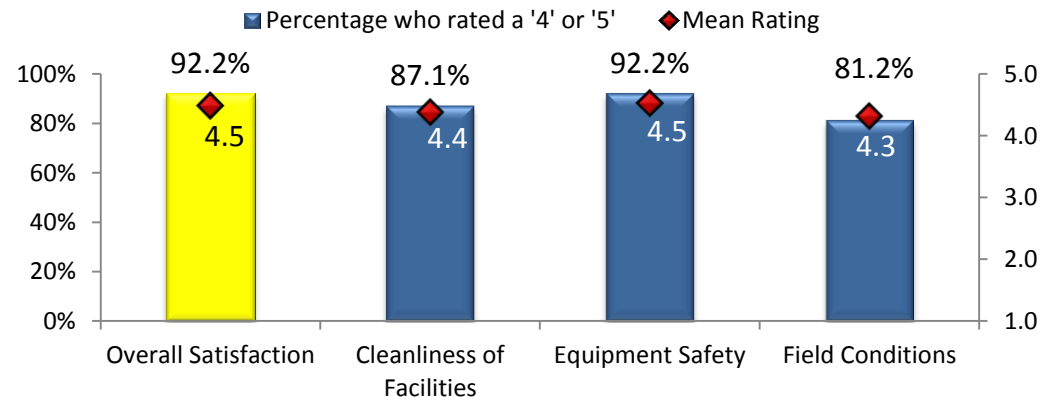


Overall, WECMRD is exceeding respondent expectations with the Outdoor Facilities.

WECMRD is also exceeding respondent expectations with Equipment Safety.

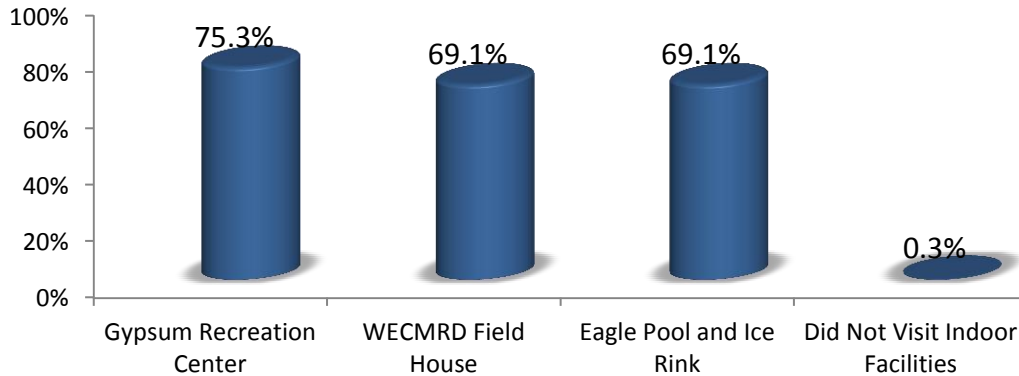
According to the Hierarchy of Customer Needs, the Cleanliness and the Field Conditions of the Outdoor Facilities are meeting expectations; however, these attributes are very close to exceeding respondent expectations.

WECMRD - Outdoor Facilities Satisfaction Ratings



Indoor Facilities

WECMRD - Indoor Facility Usage

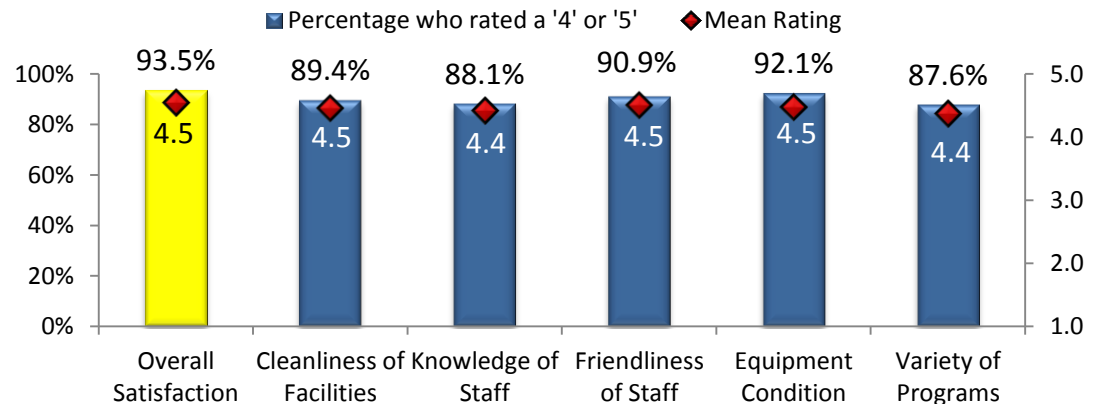


Overall, WECMRD is exceeding respondent expectations with the Indoor Facilities.

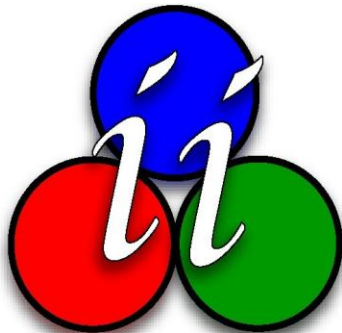
WECMRD is also exceeding respondent expectations with Cleanliness, Friendliness of the Staff, and Equipment Conditions.

According to the Hierarchy of Customer Needs, the Knowledge of the Staff and the Variety of Programs within the Indoor Facilities are meeting expectations; however, these attributes are very close to exceeding respondent expectations.

WECMRD - Indoor Facilities Satisfaction Ratings



WECMRD - Activity Participation

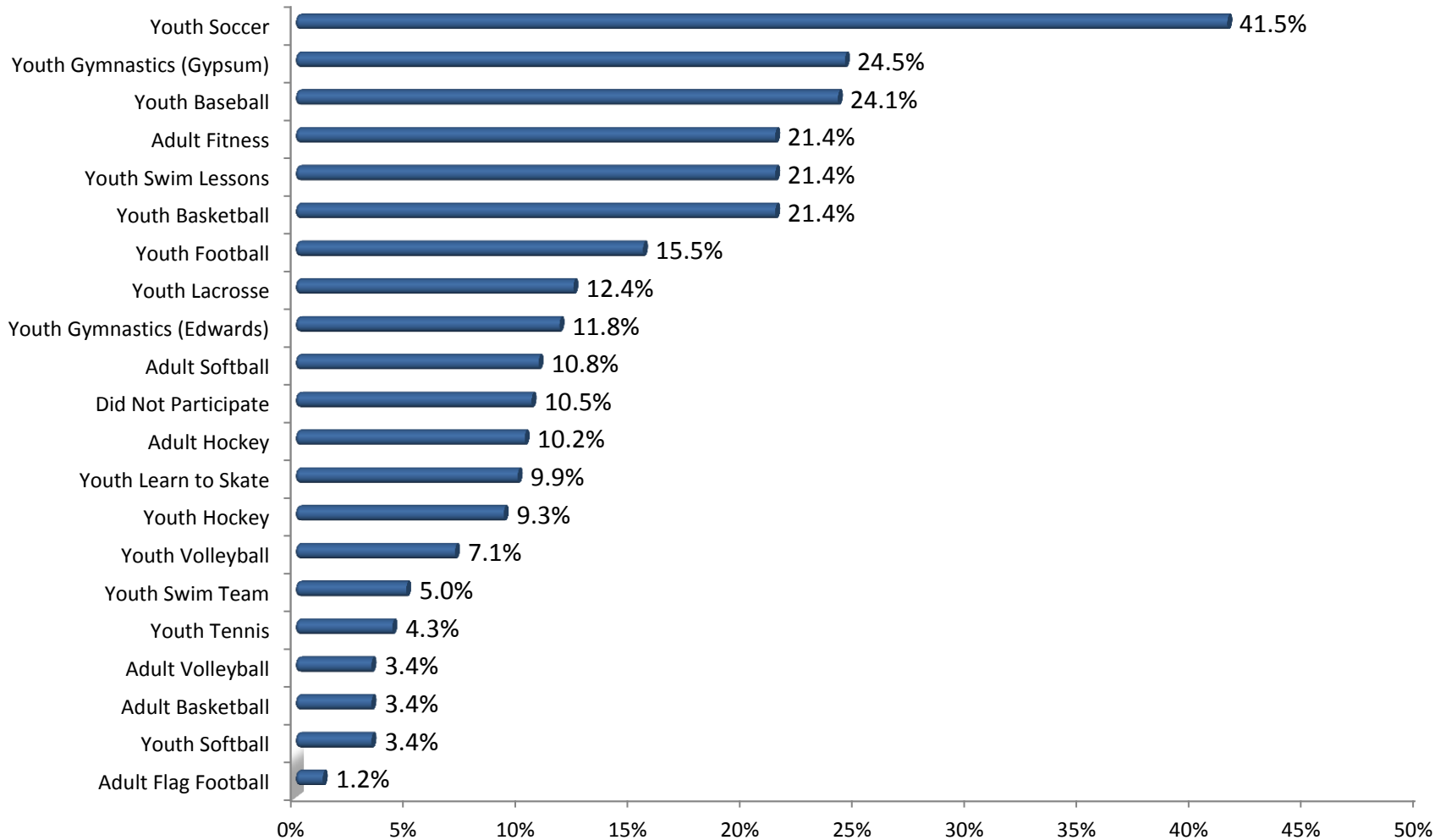


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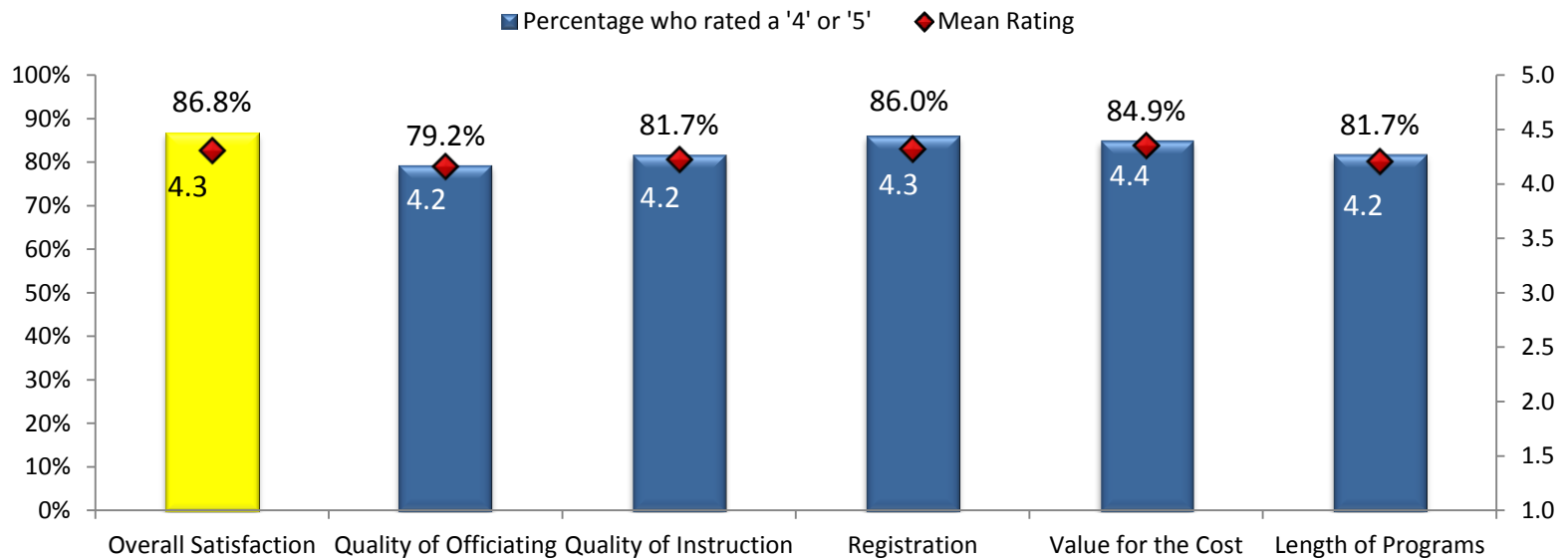
Activity Participation

WECMRD - 2010 Activity/Program Participation



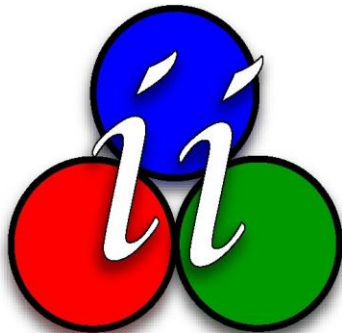
Activity/Program Satisfaction

WECMRD - Activity/Program Satisfaction Ratings



- According to the Hierarchy of Customer Needs, respondent expectations are being met within all of the Activity/Program attributes measured.
- The Overall Satisfaction has the highest percentage of those rating a '4' or '5' (86.8%), and the Value for the Cost attribute achieved the highest mean rating (4.4).

WECMRD - Events/Camps

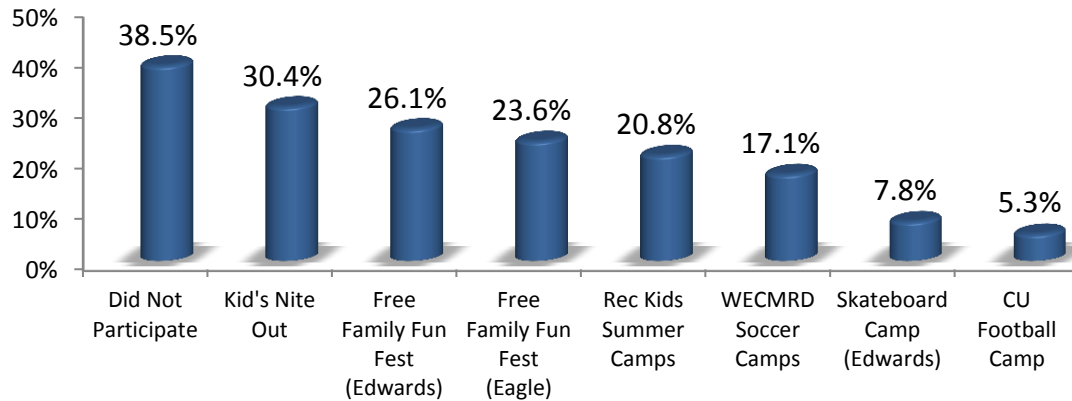


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Events/Camps

WECMRD - 2010 Event/Camp Participation

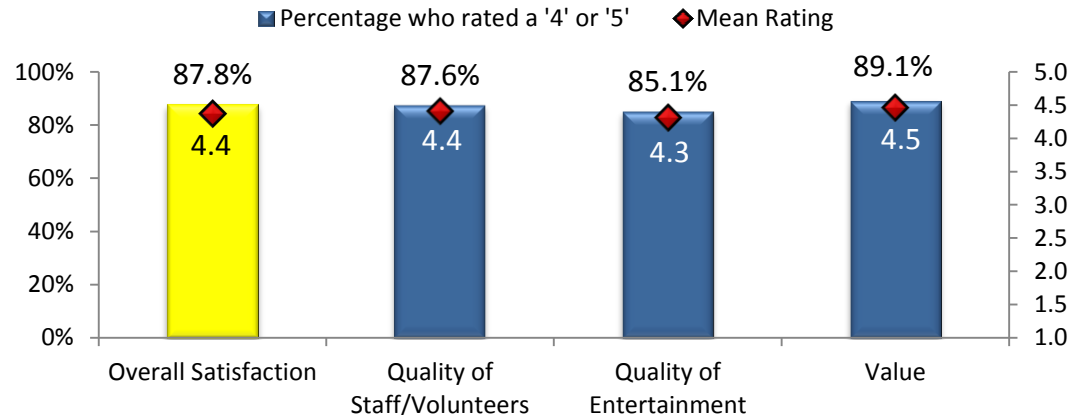


❑ Most of the respondents did not participate in the WECMRD Events/Camps listed. Of those who did, the Kid's Nite Out and the Free Family Fun Fests are the most popular among the respondents.

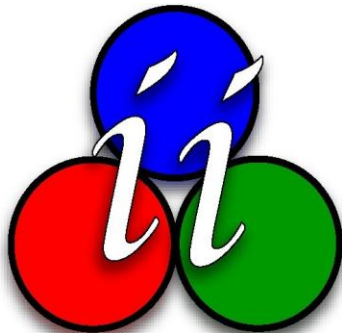
❑ According to the Hierarchy of Customer Needs, the Value of the Events/Camps exceeds the expectations of the respondents.

❑ All other Event/Camp attributes measured are very close to exceeding expectations.

WECMRD - Event/Camp Satisfaction Ratings



WECMRD - Communication

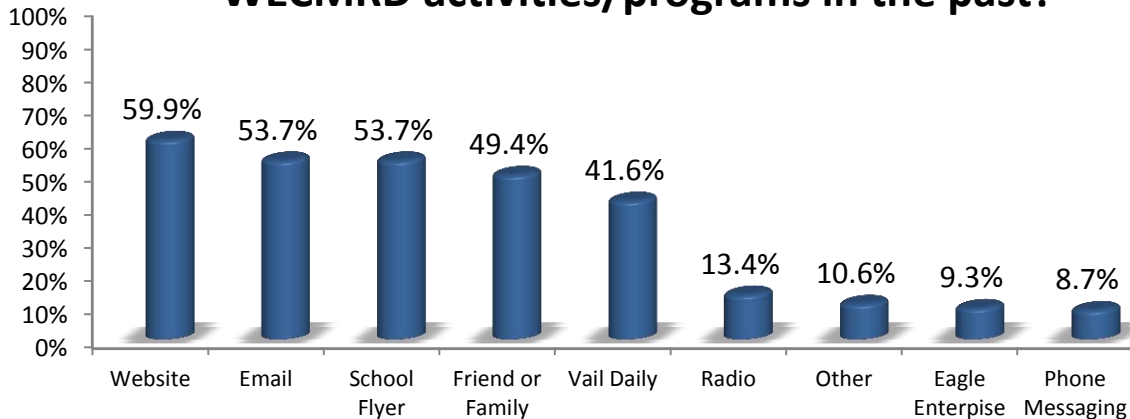


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WECMRD Communication

WECMRD - How have you learned about WECMRD activities/programs in the past?

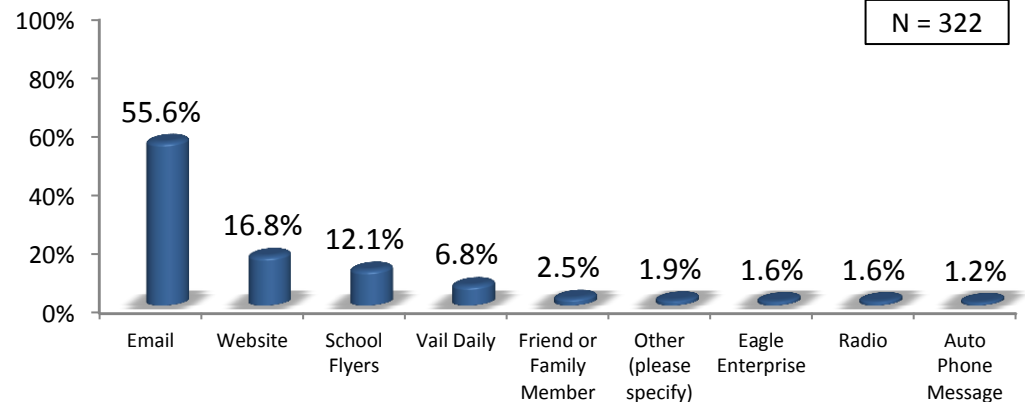


Most of the respondents learn about WECMRD activities/programs via the WECMRD website, email, a school flyer, friend or family member, or the Vail Daily.

Email is the most preferred channel of communication of the respondents, with the WECMRD website the second most preferred channel of communication among the respondents.

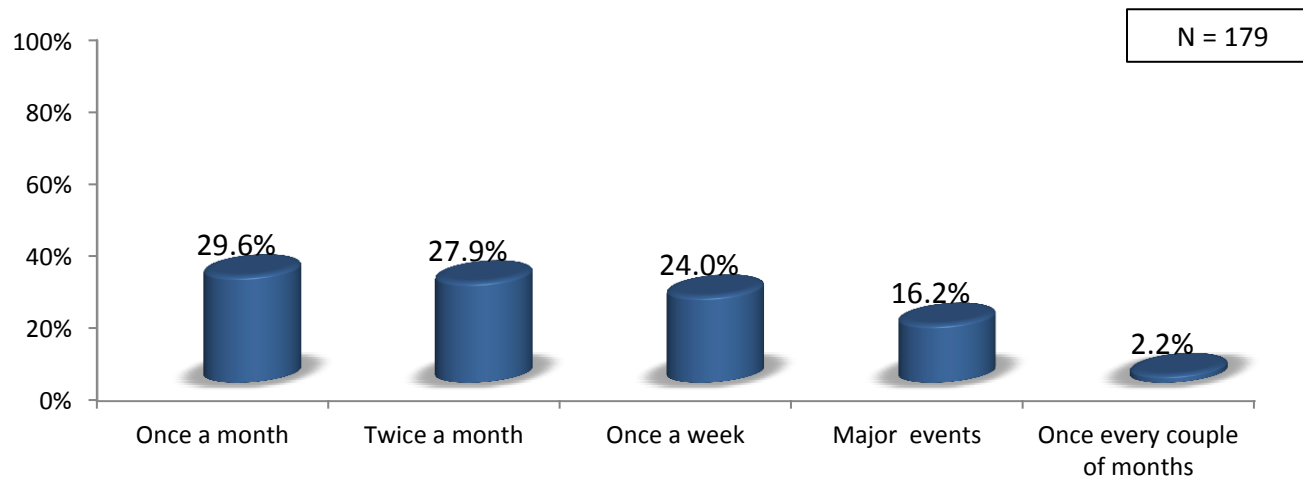
Efforts should be focused on an efficient email program, and the WECMRD website should be user friendly, with updates as frequently as possible.

WECMRD - Preferred Communication Channels



WECMRD Email Communication

WECMRD - Preferred Email Frequency



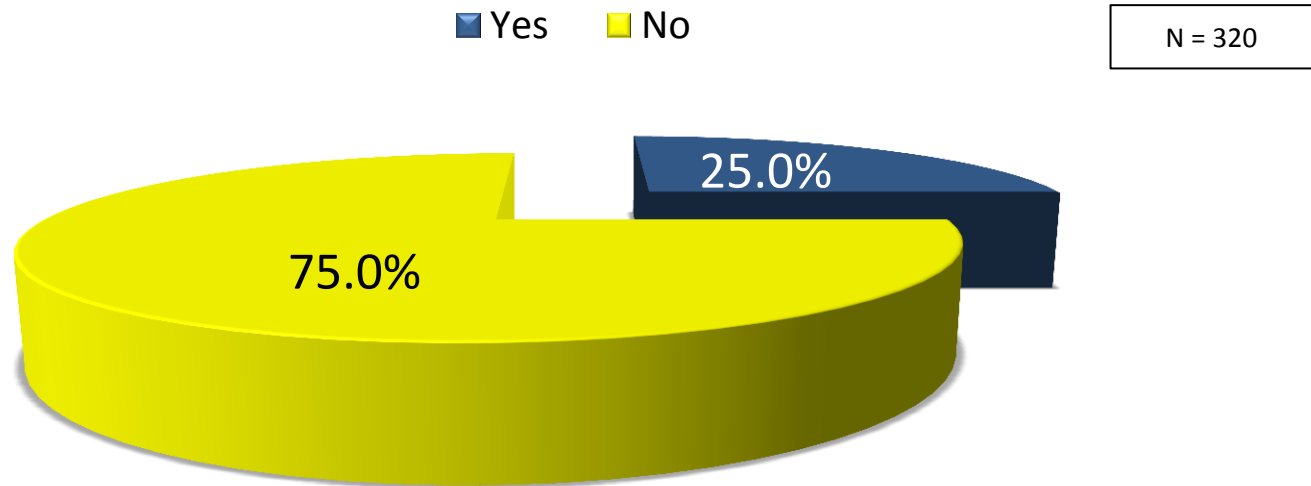
This graph only represents those who selected “Email” as their preferred channel of communication.

According to the respondents, a periodic email notification is being requested.

Based on the frequency percentages of those who selected “Once a month” and “Once a week”, a monthly email newsletter should be taken into consideration and tested.

WECMRD Voice Messaging Communication

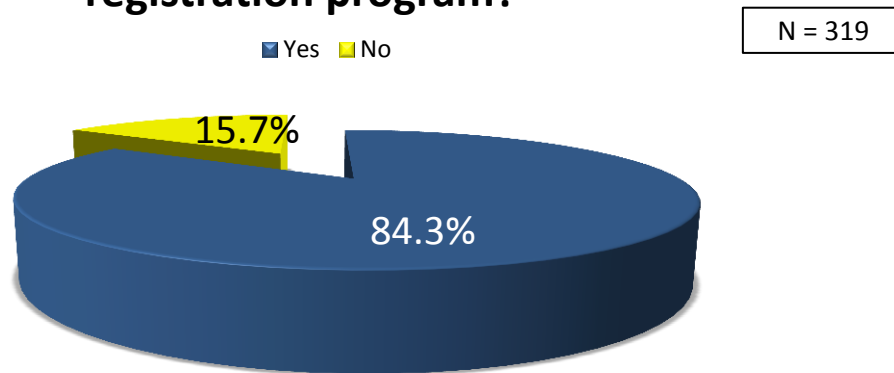
WECMRD - Would you like to receive PHONE MESSAGING?



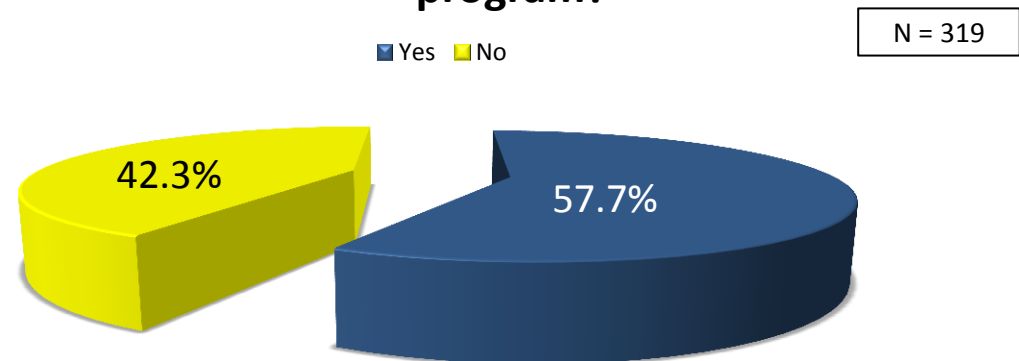
❑ 75% of the respondents DO NOT wish to receive phone or text messages regarding upcoming registration dates, cancellations, and/or special events.

WECMRD On-line Registration

WECMRD - Are you aware of our on-line registration program?



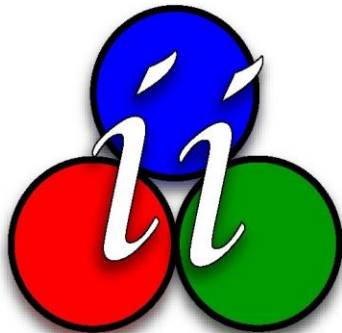
WECMRD - Have you used our on-line registration program?



☐ 84% of the respondents are aware of the on-line registration program offered by WECMRD.

☐ Nearly 60% of the respondents have utilized the on-line registration program.

WECMRD – Favorite Activity



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WECMRD Favorite Activity/Program

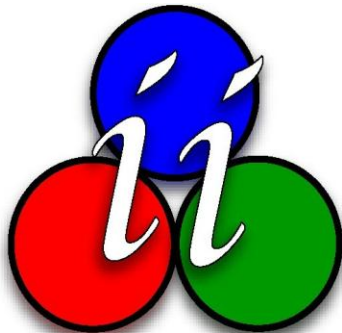
Favorite Activity/Program	Why?
Youth Sports	Keeps the kids active.
TRX	Fun environment
Lacrosse	That is the kids favorite, but not long enough
Youth swim team	Offers a challenge
Youth basketball	I love watching my son excel
Baseball	Child plays, I coach
Swim team	The kids just love it. Brooke is great! Great for kids skill and sportsmanship development and keeping me in shape
Hockey	
I really don't have a favorite	
None	Na
Camps	Value and kids love it It's very laid back and there are good basic instructions for the kids. I have twins, so one is always more involved than the other one. They enjoy taking the equipment back home to practice in.
Any START SMART Programs	Great opportunity with quality instruction.
Anit Gravity Center Programs	Our whole family is involved.
Hockey	Fun, great exercise
Women's Hockey	
Swimming	
Youth Hockey	My kid loves it Lots of support & encouragement from employees and lots of people participating in a healthy activity
Gypsum Rec Fitness programs	Fun in the sun!
Softball	
Eagle Pool	Hot weather, cool water.
Gypsum field house	Pool basketball court weight room
Tumble tots	When I was a kid, there was nothing like that.
Gymnastics	Teaches coordination, flexibility and balance
Fitness classes	Weight loss & exercise Great opportunity for community to interact and it's FREE with amazing activities
Free Family Fun Fair	Enjoy watching
Lacrosse	
Adult hockey	
Youth Sports	Great way for kids to learn the sport
Rock Climbing	My children enjoy the 2 hours of fun.
Youth Sports	My son is a sports nut!
Basketball	Favorite family sport
Hockey	Program is ran well
Gymnastics/swimming	Great learning opportunities for my child

Favorite Activity/Program	Why?
Youth hockey	Value, staff, opportunity
Summer camp	Income
Kids soccer	
Indoor soccer	
Kids sports	Great opportunity for them at a reasonable price
Indoor Soccer	Great program
Gymnastics	Meets family needs and times
Gypsum Rec Center	Location
Youth Softball	We all participate
Softball	The whole family can go
Softball	Like to play
Adult Fitness Classes	I need discipline, I don't do so good on my own
Swim Lessons	It's what is currently needed by our family
Any activities at Eagle pool and ice rink	Top-notch staff
Youth Football	Gives them experience
Women's hockey	Tons of fun
Youth Baseball	I love it
Lacrosse	It is building
Gypsum Rec Center	Convenient
Baseball	Ability to learn and play
Adult swim team	It's the one I do the most/Brooke is great
GRC GYM	THREE DAYS PER WEEK BABY
Pool	It's summer and fun
Women's hockey	Sheryl does a good job, and I like hockey
Baseball	More people involved
Pre-ballet/gypsum	Teacher is awesome
Youth/Pre-k Baseball	Kids really enjoyed it. loved that parents had to participate.
Outdoor pool	Great location
Mite hockey	Practice times, length, game opps. Shotokan Karate has been an activity that has grown with our son. He has been taking karate from Jeff Heermans for nearly 10 years. We have seen our son develop his mind, body & spirit through the ongoing discipline and philosophy of this martial art.
Karate	
Zumba	So upbeat, fun and energetically healthy
Boys lacrosse	Great opportunity for kids
Hockey	It's the best

WECMRD Favorite Activity/Program

Favorite Activity/Program	Why?
Swim team	My daughter loves the program and the coach
Hockey	Family interest
Swimming	Family friendly, clean
Swim team	Coach & season length
Hockey	Instruction/fun
Softball	Brings friends together
Gypsum Rec Center Fitness	Convenience
Yth hockey	Well run, exciting
Swimming	Having the pool available year-round is critical
Rec Center Gym	Open hours
Many	
Ice skating/hockey	The staff at the Eagle Rink
I don't have a favorite.....	
Soccer	My child prefers to participate in both fall and spring
Youth sports	The Kids love them
Football/baseball	
Gymnastics	Daughter is teaching/learning at the same time
Softball	It's fun and I meet people I don't know
Ice Skating	Proximity
Swim team	Because its fun
Field house	Variety of kids' programs
Basketball	Indoors, no travel I, affordable, simple sport, just a boy and a ball
Using the Facility in Gypsum	Fun for my kids
Gymnastics	She loved it
Youth gymnastics	Coaches are great w/ kids
Youth programs	Teach kids fundamentals
Field house	Variety of activities
Gymnastics	It is a great program. both my kids love it
Children sports	Keep them active
Trampoline	Kids learning agility for all sports
Soccer	Favorite Sport
Gymnastics/basketball	Children stay active
Child Watch	The kids are well taken care of and it gives us a time to work-out.
Fitness	Need & want keep in shape
Football youth	Fun..run well

WECMRD – Additional Comments



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WECMRD – Additional Comments

WECMRD Additional Comment

- Adult pickup basketball at EVMS has gone from "free" just over a year ago to \$2 last year and now \$4 this year. In this same timeframe, the gym is not kept up, locker rooms are not always open and staffing and expense increases cannot be explained. With a price of \$4, we should expect clean locker rooms and access to them.
- Facilities just don't seem to be built right, zero thought process for thinking outside the box. programs are getting better as the years progress
- The Gypsum Rec Ctr and staff are fantastic- facility is always clean and staff is very NICE
- Baseball seasons are too short. As soon as the kids start understanding the game and improving, the season is over. Fields need improvement (holes).
- Gypsum Rec center pool needs to be vacuumed on the bottom more as does the Eagle Pool. Eagle Pool lifeguards need to be more attentive. Sometimes they are definitely not watching children in the pool. As a parent, I watch my kids but the lifeguards don't always seem to realize a child could drown so quickly & then would be dead.
- Seems very organized. Sometimes I think the youth sports could be a little better organized but overall everyone does a good job.
- Additional instruction for people who are volunteering there time to coach. A free enrollment for the child of the coach.
- I wish there could be programs on Sundays (i.e. drop in Gymnastics or swim classes) to register for preschool age kids
- Personally I think some of the kids programs are not administered well. My child goes else where to play baseball.
- It would be nice if the Volleyball season could be longer. Maybe more teams would be nice as well w/ more advertising.
- An indoor pool rec center in Eagle would be fantastic and provide year-round fun for our entire family
- Wish some fitness classes were available on weekends early morning.
- Would not recommend Brush Creek Pavilion for Summer Camp - too noisy! Kids didn't like going
- Offer a membership that includes classes instead of having as separate i.e. more like Eagle Ranch Fitness Center or better yet, partner with them as a "sister" facility
- Be sure to think about working parents when scheduling times for children's activities. It's tough to make lessons before 5 p.m. I'd love to see more times scheduled after 5 p.m. for children's sports.
- Eagle Pool - need more lounge chairs and have broken chairs replaced. Broken chairs are UNSAFE! Also need to enforce that kids not take the lounge chairs so adults can have them. Young kids are capable of sitting on the ground! Also, sport coaches should NOT be able to handpick kids to be on their teams. (seems like Beth Raitt handpicks her kids and no one has fun playing against her team because they always win by ALOT which hurts self-esteem for other kids.
- The sign up for sports programs is easy, but the times for practice tend to be different for each of the coaches which makes it hard on parents sometimes.
- We love WECMRD. We hope the new field house maintains a community focused atmosphere, not a primarily pro-training focus.
- Youth basketball (and soccer) are given such little attention. The refs are horrible and the seasons are so short. It is more frustrating than fun for the kids. We also need more notice for special programs (like 3 on 3 tournaments or Nuggets Challenge) 3days notice is not enough! Kids need more basketball during the year. Clubs are starting to form because WECMRD won't listen to the wants of the community.

WECMRD – Additional Comments

WECMRD Additional Comment

- Would like to see a membership program that includes all outlets
- The grass fields are in terrible shape
- Would like to see more cooperation between Edwards and gypsum facilities for families that straddle communities - live west and go to school east
- The astro turf field in Gypsum, although very nice looking, get VERY HOT! Too hot to be comfortable playing on it
- Lower your costs
- Kudos to WECMRD staff for constantly providing a variety of programs to area kids - Unfortunately, we can't take advantage of several programs because facilities are far-flung
- It seems that we are lacking in the activities like on Friday nights for Middle School Aged Kids. Maybe a special Middle School Kids night at the Anti Gravity Center
- I feel that with certain activities, i.e. lacrosse, down valley is not as informed as up valley and the "hockey" community, and as the Western EC Rec, we should be more informed, i.e. indoor lacrosse program.
- Would like to see more fitness classes offered during the lunch hour
- I know it is budget concerns, but it would be nice to see baseball run longer; possible 1st week of August
- I would like a night Pilates class
- KEEP UP THE GOOD WORK
- Need bigger outdoor pool in eagle
- I appreciate that wecmrd desires to give all youth participants a positive sports experience, but I take issue with some of its methods. I know you don't want kids to feel bad about losing, where does the desire to improve come from, if there is no chance of winning? or the desire to play hard and give your best? These are life lessons. Should we give all students "A's" so they don't feel bad? Back to my point, if we are not going to keep track of wins/losses, don't have an end-of-season tournament in youth basketball - just extend the season by one week and play 2 more games. I would also like to address the officiating in youth basketball. It is a waste of money. Parent volunteers would do better. I would also like to comment on the special softball clinic last summer: it was great to have such a high caliber athlete here to teach the clinic, but I am still in awe of the fact that wecmrd did not consider the fact that the high school coach might like to know about it, so that he could encourage his players to go. I found out about it by accident when I was on the website for something else. More girls would have attended had they only known. I would suggest communicating with key people in the community, otherwise it's a waste of time and money. Maybe if the director actually lived in the community, they would have a better "feel" for it.
- There should be a dance team or camp.
- Make it more affordable for summer camps and day programs for families with multiple children
- Need rule enforcement at the pool. Certain rules really need to be enforced like infants wearing swim diapers and proper swim attire is necessary. The lifeguards at both pools (EPIR and GRC are amazing)
- Would love a gypsum rec center type facility with ball fields near the ice rink in eagle, kids can swim or skate while I work out(near home)
- Leave the ice at EPIR this summer. The plastic sheet went mostly unused, even for the day camp, but many people would visit for drop in hockey ad stick/puck. Instead, Dobson got the \$\$\$ from those visits. Since Eagle is hot, it would be a great place to recreate and cool off!
- Having a on-site trainer that can be walking around where people can ask him/her questions about the equipment or how to questions.

WECMRD – Additional Comments

WECMRD Additional Comments

- Fitness classes for adults at the field house in Edwards
- Ice hockey officiating needs to be more in-charge...games quickly get "out of hand"
- It would be nice if GRC would open earlier on Sundays
- Please continue to make them affordable and accessible.
- If WECMRD is going to turf the new softball fields, just do the outfield and leave the infield as a dirt field
- Parking at the Gypsum Rec Center is very limited
- Although Eagle Ice Rink has improved on maintenance and cleanliness, I would like to see further improvement.
- Due to transportation and time issues we have not been able to try more activities provided
- Overall very good for basic level, community sports
- Since the website has been updated over a year ago, I have not gone online to register for events or search programs, as before, 100% of our registrations were online. It is not user friendly.
- The GRC pool is way too small for the amount of people who live here and the water is way too cold for the little kids area. The lap pool water is like a sauna and way too warm. Also, I sometimes swim at night and there are a lot of teenagers there, which isn't a problem, however when they are having passionate kissing and make out sessions in the water it is very offensive and disgusting, especially when little kids are present, they shouldn't have to view that kind of stuff. Sometimes you have kids playing in the lanes swimming under the ropes from one to another while you are trying to do laps playing games. Overall, I think the pool area at GRC could use a lot of improvement. Also, some lifeguards are great in telling people about use of their cell phones and others just ignore it, needs to be consistent one way or the other. Hours of adult swim need to be revised and made a little bit longer. The indoor track is way too small, 14.4 times around is a bit much to get a mile in, but I am thankful that there at least is one. The gymnastics program which my daughter LOVES, is wonderful, especially Coach Michelle:), but we did go through one session where we had a coach who didn't seem to pay attention after she showed the kids what to do, she was always looking around in a daze, which was frustrating. It is a great program, that would be the only complaint with that.
- It'd be really nice if I could purchase a rec center pass that's good at all Eagle county rec centers---not just Gypsum or just Eagle or just Avon etc. Even if it cost more.
- I think WECMRD offers a wide variety of programs for young and old, male and female.
- We could use a longer basketball season. Did not get a chance to play against all of the teams
- I think the gymnastics program that we participated in for 3 1/2 years needs to learn to communicate better with the parents and kids. I feel like they only work with the ones they think are "good enough" and all others just kind of participate. There is no evaluations and I feel like in the end we were wasting out time!
- This is a terrible font to use. can hardly read it.
- I'd like to see flag football to come back for the younger kids 4-6th grades....they are all still young and some are still small kids
- Identify quality coaches.
- More fairness with referees and Edwards sport teams seem to be overly aggressive and poor sportsmanship from coaches and players. have heard cursing from players and disrespect from coaches
- I like what I see in my area, and please keep improving.
- Would like to see more baseball. better uniforms and better programs
- Programs are great, facilities are well maintained.
- Keep up the good work

WECMRD – Additional Comments

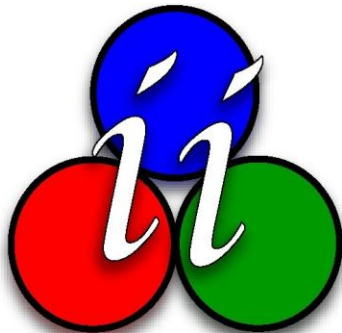
WECMRD Additional Comment

- Am looking forward to participating more as kids get older, am depending on your programs! adult fitness in Eagle would be great.
- Need to be more modern. Need more turf in Edwards. Better bleachers, Better and more programs for kids under 5
- Volleyball officiating needs total improvement. I don't feel we should pay \$20 for a scorekeeper. He didn't use his whistle and we as teams made 99% of the calls. All the while he sat on the tower keeping score. I'm very displeased with that aspect of the volleyball program.
- You need fitness at the field house for parents/adults - everything else is to expensive
- Facilities are great, programs need more communication, easier on-line registration and get more kids off the wait lists in a more timely manner
- Facilities are always clean and look nice
- Youth soccer- my daughter was the only five year old girl on a team of 6 year old boys. Now she doesn't like soccer- she was terrified and shy the whole season. The NO CHANGES policy shouldn't apply when the promise of MIXED GENDER AND ABILITY doesn't apply
- The community needs a year-round competitive swimming facility and program for youth and adults.
- I am not sure why so much money is spent on Edwards facilities. Eagle could definitely use a skate park.
- Please allow dogs (on leashes) at the Eagle Fairgrounds fields. When we watch our kids play on a sunny weekend it is nice to bring the dog. All the objections you might have don't seem to apply in Aspen, where dogs are welcome at the athletic fields (they even provide poop-bags). So as Aspen shows, it IS possible in a safe, sanitary manner...
- Baseball fields--would like to see use of neighborhood fields for the younger kids for practices. Indoor youth soccer was very disorganized. Would not participate again. No firm leadership or training.
- There should be a better map of the Edwards outdoor soccer fields explaining clearly where teams are playing on Saturdays. Lots of confusion come game day!
- Gym facility in Eagle, fitness programs in Eagle
- Badminton, tennis
- Overall, WECMRD is a great organization, with Brad Johnson as a standout in your staff. He is always so accommodating, knowledgeable, friendly courteous and prompt! Only negatives are we wish the swimming pools were larger, both in Eagle & Gypsum...

WECMRD Additional Comment

- Have none- well run program, Cheryl is great-no issues at all.
- Please provide MORE Tennis opportunities and if can build a tennis backboard. Also offer more night time Eagle Pool programs from swim lessons to water aerobics to kids night out
- Would like to sit with you and talk/discuss some solutions.
- I am very pleased with all the programs the WECMRD offers to us
- Very impressed with the variety of activities, very well organized. Seems to be very successful. I love it.
- More classes and more time options. The times are not real conducive for the 8-5 working hours.
- Would like some of the sports programs to be longer. Like Lacrosse, a very short season.
- The field house is a great addition to the valley and is a great place for older kids birthdays!
- I really like all that WECMRD offers. My kids love to participate in the various programs and sports. thanks.
- Youth sports should have one practice and one game per week, two games per weeks stops the skill progress
- Drop programs that do not pay for themselves.
- WE love all the sports that are available.
- More ice time
- Keep doing a good job
- More practice/less games
- More quality instructors
- N/a
- Your staff are excellent! Sheryl, Brittney, Carl...
- Gypsum pool this fall/winter was very cold.
- More organization
- Pave the parking in front of the field house
- I believe the staff provides a very good alternative for youth in Eagle County.
- Would like to see the website more user friendly. Often have difficulty just trying to find out upcoming events. Would love to see more programs for younger children other than soccer, t-ball, b-ball...
- Front desk staff in Edwards is terrible, unknowledgeable, and rude phone manners

Town of Eagle

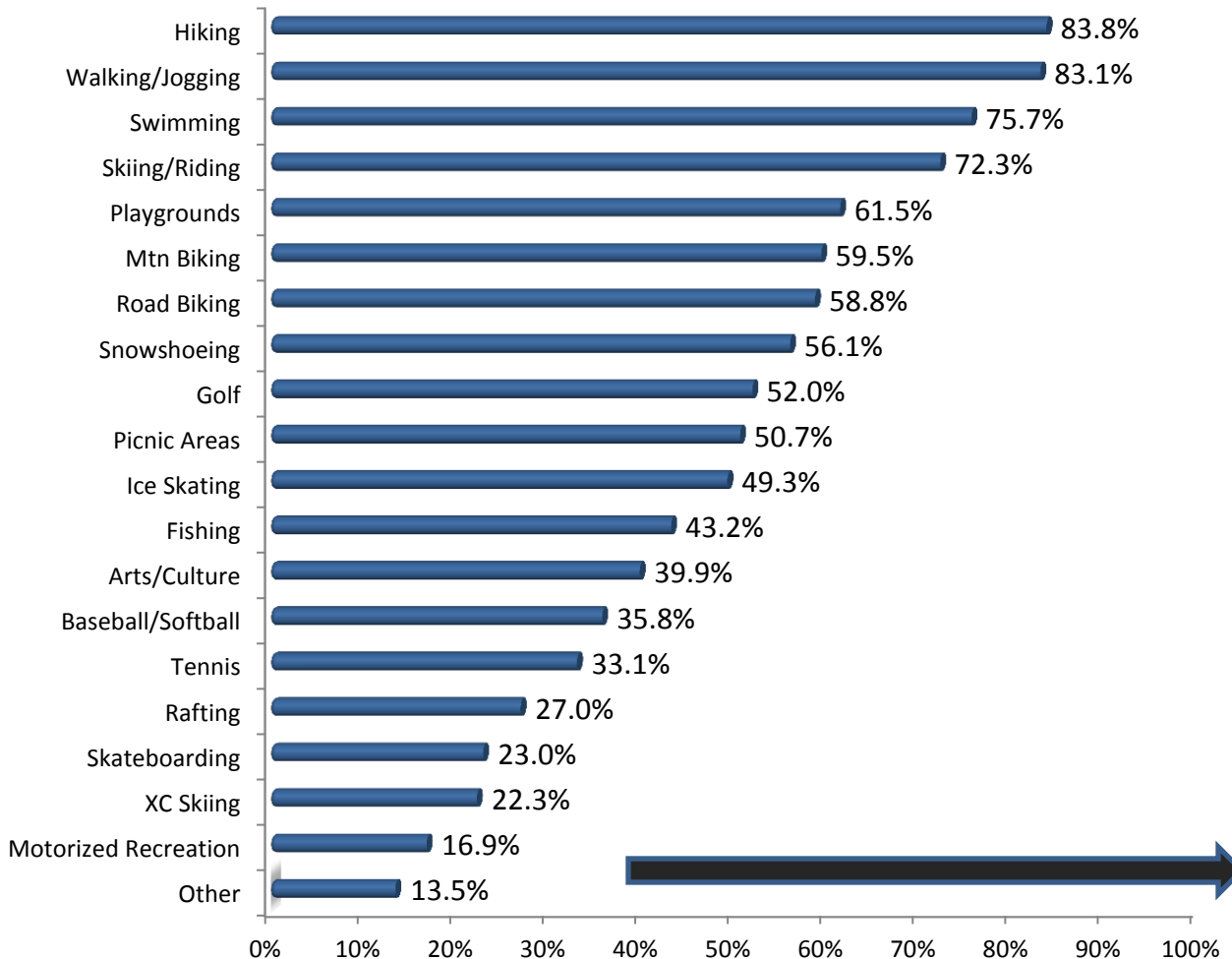


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TOE - Recreational Activities

Town of Eagle - Recreational Activities

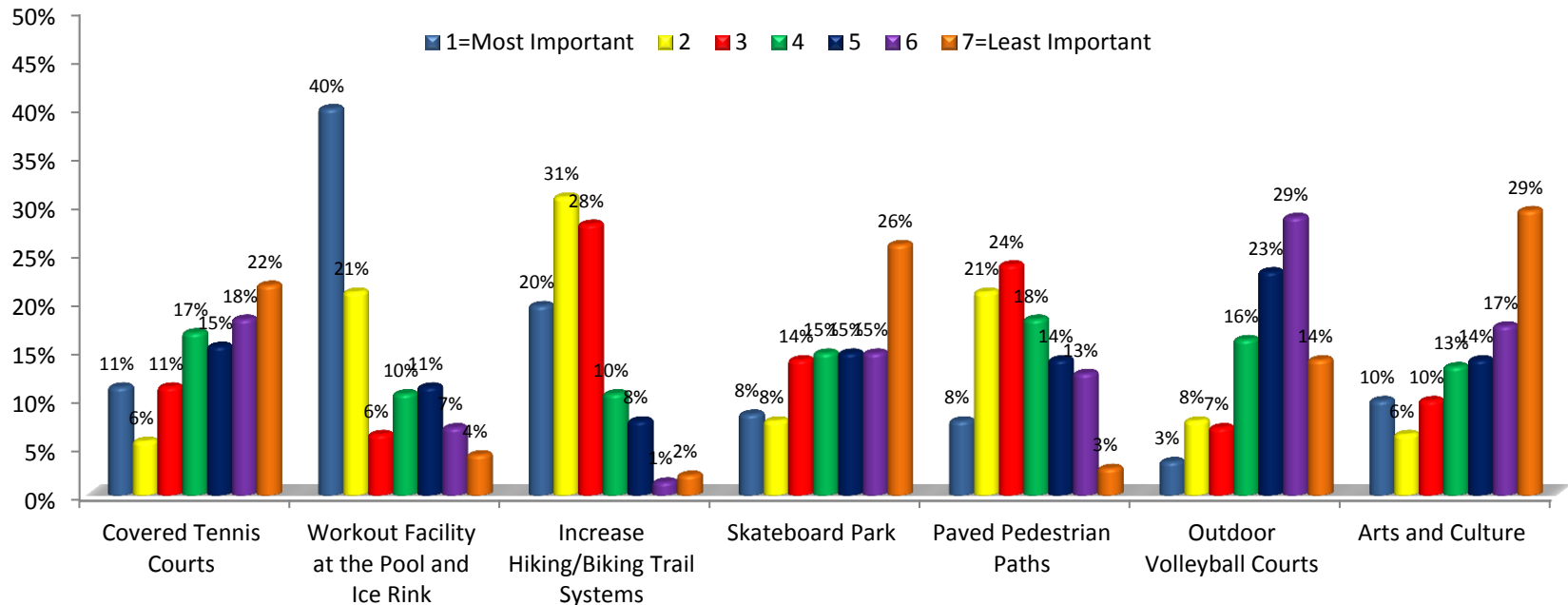


***Those who selected "Other" Activities:

Other Activities
Hunting
Volleyball
Dance
Gardening
Horse, karate
Yoga
Lacrosse
Lacrosse
Dance
Frisbee golf
Lax
Soccer basketball
Snowboarding
Running
Pick up soccer
Hunting
Soccer
Snow kiting
BMX loves it
Hunting

TOE - Recreational Enhancements

Town of Eagle - Preferred Rank Order of Recreational Enhancements



❑ The graph above demonstrates the rank order percentages for each potential recreational enhancement.

❑ The table shows each possible recreational enhancement in preferred order ranked by the respondents.

❑ Efforts should focus around a workout facility and increasing the hiking/biking trail systems within the Town of Eagle.

Rank Order	Rec Enhancement
1=Most Important	Workout Facility at the Pool and Ice Rink
2	Increase Hiking/Biking Trail Systems
3	Paved Pedestrian Paths
4	Covered Tennis Courts
5	Skateboard Park
6	Outdoor Volleyball Courts
7=Least Important	Arts and Culture

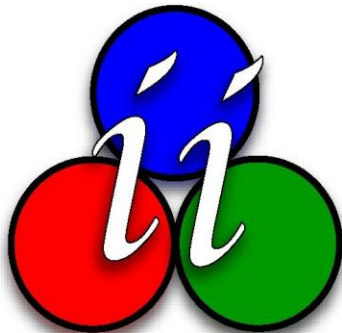
TOE - Recreational Enhancements

Recreation Enhancement #1	Recreation Enhancement #2	Recreation Enhancement #3
More Girl softball activities	Batting/Pitching practice area	
Eagle Indoor Pool		
Park at the ice rink/pool	Baseball field at the ice rink/pool	
Fairness to all children	Rotate players, for example, not only one player is always goalie in Lacrosse, give chance to children to try	POOL cleanliness!! have found multiple band aids, feces in pool:(
Work out facility at ice rink	Better baseball fields	
Mini golf	Archery	Cribbage tournaments
Work out center at Eagle pool		
Hwy 6 path extension through Eagle	Town of eagle park activities and enhancements	Much more bike/ped path friendly eagle
Skateboard park		
Water parks		
Competitive swimming facility	Outdoor rock climbing	
Bike clinics		
Ice rink open year round	Baseball field in town rather than fairgrounds	Improved soccer field at Brush creek park
First of all I Couldn't prioritize the previous activities		
Tennis		
Larger pools	More outdoor basketball courts	Mini golf
Tennis/handball backboard	Water park	
Brush Creek Rd. bike lane		
More dog parks	Evening hours at the pool	More camps for teens
Outdoor basketball court at ice rink	Bigger pools	
Dance classes		
Swimming pool in Edwards	More benches to sit on while watching soccer	Inside pool in eagle
Synthetic turf playing fields	Senior adult programs	
Skate park in Eagle		
Ski ramp in Edwards Field House		
Gypsum rec pool for kids open more hours	Workout facility at EPIR	
Do NOT allow floaters in pool!! Very dangerous!!!!	Larger pool area	More tennis courts
More running races (5k,10K)	Snow shoe races in Eagle area	Play area (jungle gym) at pool/rink
Indoor pool in Eagle	Reduced rates for participants	
More ped/bike paths	More/nicer parks (more trees)	Nicer paths by the river
Longer Adult hockey season		
Dance class for kids	Art class for youth	

TOE - Recreational Enhancements

•Recreation Enhancement #1	•Recreation Enhancement #2	•Recreation Enhancement #3
<ul style="list-style-type: none"> •Indoor pool in Eagle •Volunteer opportunities! •The Ball Fields - entire facility needs repair •warmer water temps for summertime a.m. swim team •Motocross track next to BMX •New outdoor pool •Indoor pool •LARP. Live action role play •Workout facility at Pool and Ice Rink •Replace hockey nets •Half marathon 	<ul style="list-style-type: none"> •Affordable workout facility in Eagle (could you partner with Eagle Ranch fitness so it's cheaper??) •Horseback riding? •Longer lacrosse season •Bike paths between eagle and Edwards along hwy 6 •More indoor soccer •See above •More hockey pucks •Marathon (part trail/part road) 	<ul style="list-style-type: none"> •Ice rink open year round like Dobson • • •Youth mountain bike clinics • •Improved recreational paths/sidewalks in eagle, especially downtown • • •See above • •Triathlon

Town of Eagle – Field House

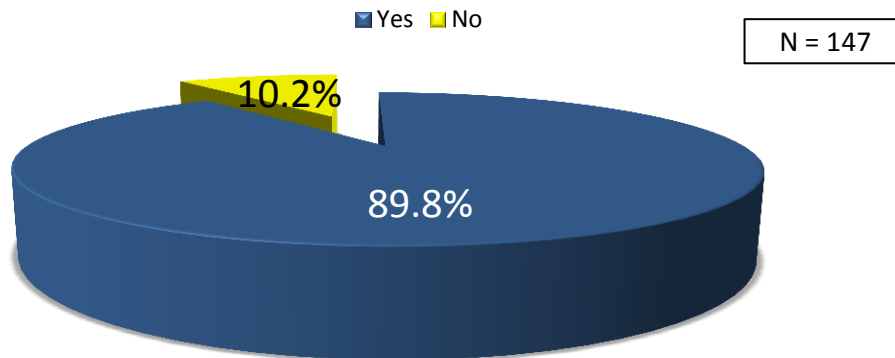


INTERCEPT INSIGHT

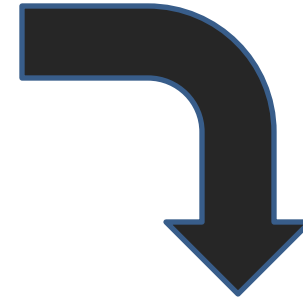
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TOE - Field House

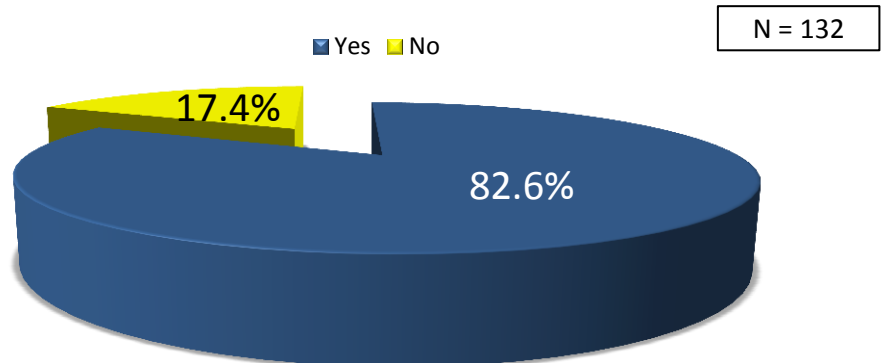
Town of Eagle - Support for a Field House



***Only those in support of a field house were asked if they would be in support of a property tax increase:



Town of Eagle - Tax Increase in Support of a Field House

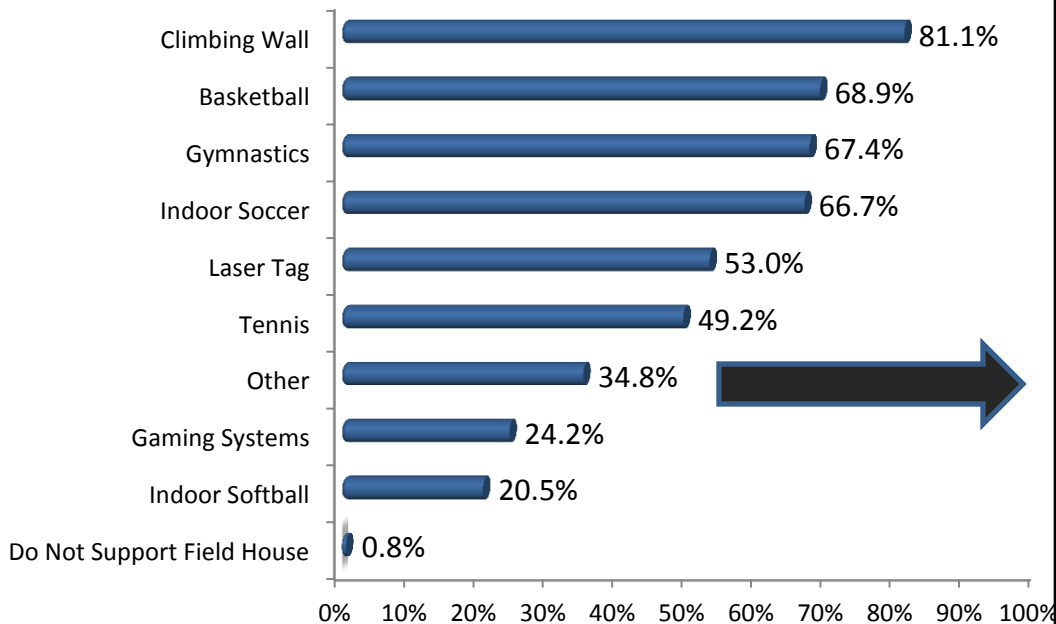


□ Nearly 90% of the respondents are in support of the construction of a Field House (similar to the Field House at Freedom Park in Edwards).

□ Of those in support, 83% were also in support of a small property tax increase to help with funding.

TOE – Field House

Town of Eagle - Preferred Activities within a Field House

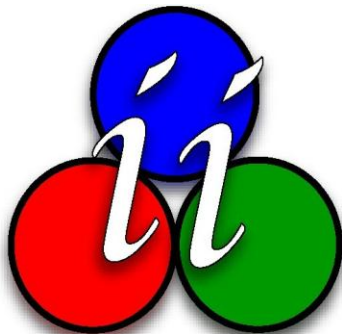


•Field House "Other Activities"	•Field House "Other Activities"
•Racquetball, Baseball Cages/pitching mounds	•Volleyball
•Please construct it with the future in mind!!!!	•Work out equipment/exercise classes
•Workout equipment	•Indoor video golf & analysis
•Volleyball	•Kickball
•Roller Skating Rink & Indoor Lacrosse	•Add it all if possible so you can change if needed
•TENNIS, TENNIS	•Swimming
•FREE BEER!	•Workout facilities
•Weightroom	•Work out facility
•Skateboard park	•Let's keep it free of electronics!
•Volleyball	•Weights, fitness
•Senior activities	•Indoor swimming
•Lacrosse & fitness area	•Indoor workout area
•LAX	•Volleyball
•Party room	•Concessions!
•Dance	•Pool
•Indoor pool with more adult lap lanes than GRC.	•VOLLEYBALL
•Weight/workout facility	•Retractable roof on current outdoor pool
•Antigravity	•Weights & work out area
•Yoga all ages	•Lax, anti-gravity
•Fitness options such as treadmill, elliptical	•Lacrosse
•Pit for ski jump training	•Volleyball nets
•Hitting cages	•Dance lessons for kids
•Work out area	
•Lacrosse field	

❑ This graph demonstrates the preferred activities of the respondents if a field house were to be constructed within the Town of Eagle.

❑ Note: Only those who were in support of a field house within the Town of Eagle were asked this question.

Town of Eagle – Special Events

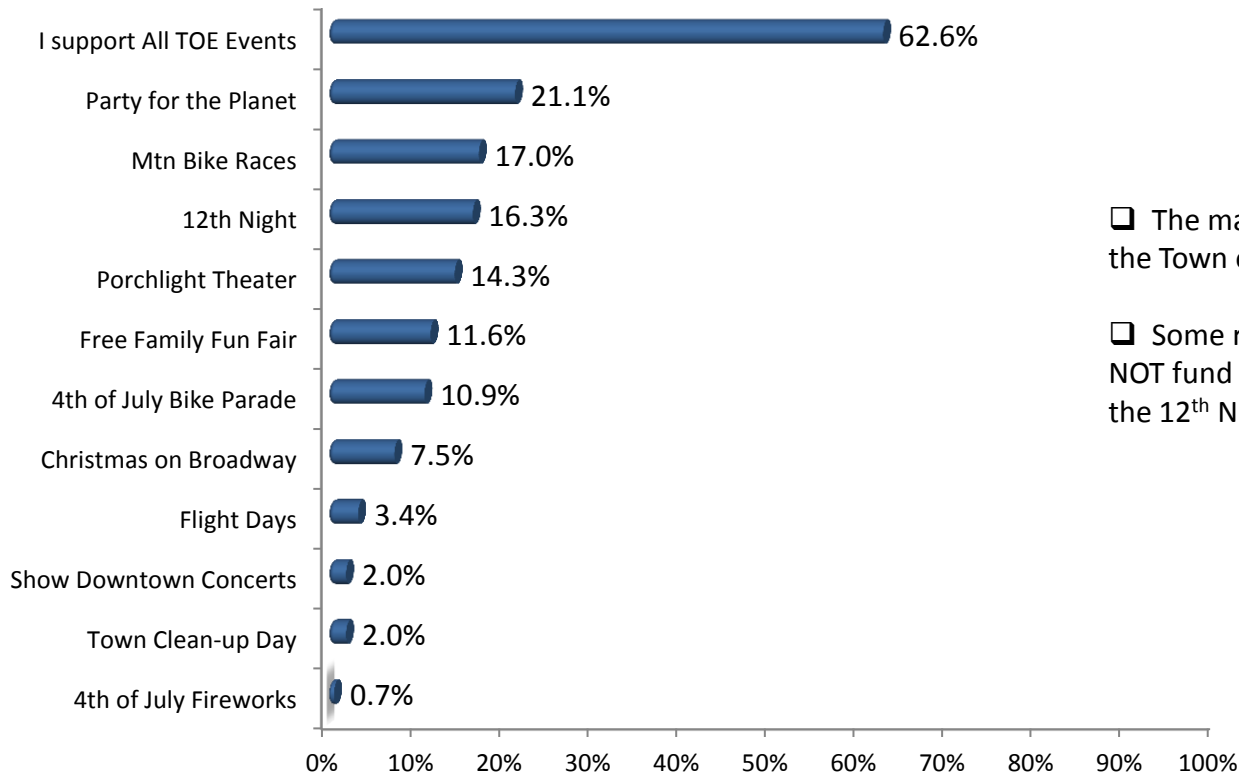


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TOE – Special Events

Town of Eagle - Which events do you feel SHOULD NOT be funded by the TOE?



The majority of the respondents are in favor of the Town of Eagle supporting all of the listed events.

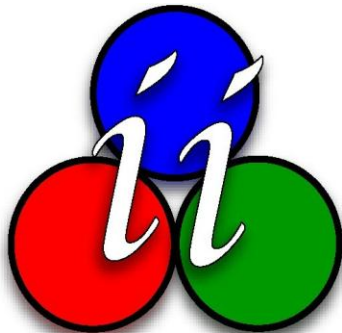
Some respondents feel the Town of Eagle should NOT fund the Party for the Planet, Mtn. bike races, the 12th Night, and the Porchlight Theater.

TOE – Special Events

Events the respondents would support if the Town of Eagle were to help fund:

•Event #1	•Event #2	•Event #3
•A QUALITY Farmer's Market	•QUALITY art/craft show	•
•Triathlon		•
•Rodeo, Rodeo, Rodeo	•Taste of Eagle	•And of course FREE BEER!
•Soccer tournament	•Softball turn.	•Basketball tournament
•Frisbee/disc golf tournaments		•
•Can't think of any		•
•Beer festival	•Mountain or road bike festival	•
•Sports festivals	•Music festivals	•
•Baseball tournaments		•
•River kayaking events		•
•Live music		•
•Snowmobile Racing (snocross)		•
	•Trick or Treat St. in Eagle Ranch (I noticed there was only 1 ER event on the list currently and the Town should expand their geographic reach with their funding)	
•10k or 1/2 marathon	•Family Fun Run	•Farmers Market
•Farmers Market		•Kite Festival
•Plane fun at airport		•
•Non-country music concerts.		•
•More free summer concerts		•
•More winter events		•
•Triathlon	•Trail running race series	•
•10K run, 5K fun run	•Community dinner in the park	•
•Food & Wine Event		•
•Earth Day	•Farmers' Markets	•Community gardens
•More outdoor concerts	•Family biking festival	•Family Fun Day
•Expanded Concert Schedule		•
•Yoga Seminars	•More Concert Series	•
•Oktoberfest for families	•Fourth of July parade	•
•Road bike race		•
•Hosting multi team events		•
•Running races		•
•More live music		•
•More music venue events	•Art in the park involve kids	•
	•Halloween on Broadway (street closed for pedestrian Halloween gathering)	•Better carnies at flight days
•A real 4th of July parade on Broadway	•Farmer's Market enhancements	•
•Concert event like Gypsum Daze		•
•A better 4th of July Parade!		•
•Motocross		•
•Classical concert series	•Better and bigger farmers market	•Yoga in the park

Town of Eagle – Additional Comments



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TOE – Additional Comments

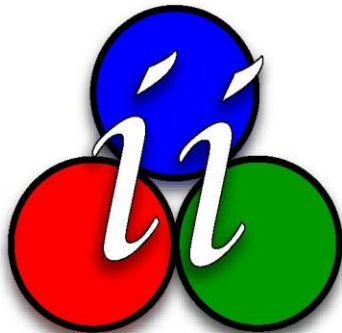
Eagle - Additional Comments

- Keep moving forward, keep us active outdoors
- A much larger outdoor pool in Eagle & more chaises
- It would great to have a field house similar to Ed
- Kick ass Rec Center is priority numero uno.
- Sports turn. draw large (well behaved) crowds
- Summer music festival in Eagle
- WECMRD and the Town of Eagle do an AMAZING job!
- Love show downtown - expand that?
- Add kayaking features, more ice (hockey tourneys)
- Outdoor regulation size basketball courts near poo
- Any event that the current facilities could host
- Purchase lands for public access
- Would love a field house ! Expand EPIR!
- Outdoor ball fields closer to eagle ranch
- Joint Membership at Eagle Ranch Fit
- A river kayak play park
- Bring in big name entertainment like gypsum days
- The Christmas Parade 2010 was a huge disappointment
- Little League
- More Art and Cultural Activities for Children
- More road bike paths - truly connect the valley
- Art in Public Places

Eagle - Additional Comments

- Increase water temp for gypsum pool, too cold!!!
- WECMRD is a great place for families and safe place
- Why no cell phone use??need more consistency-rules
- Better bike/ped paths thru town, Hwy 6 needs help!
- Field house in Eagle--with additional bball courts
- Improved bathrooms at the Fairgrounds; water park;
- Improve a bike lane on Brush Creek Rd..
- Concert Series: Please expand and get better bands
- An added in pool and added food for bmx place t
- Bringing tournaments of different sports here
- All in all we love our town and all it's events!
- Combine Flight Days with 4th of July?
- Indoor pool. Ice rink open year round
- Put more into the events they already have
- Instead of a Target, a rec center!
- Summer concerts are great. Facilities are clean.
- Should flight days be sponsored by Gypsum vs. Town
- More variety of vendors at farmers market
- Expanded MTB Trail Systems
- Cover the outdoor pool, workout facility at ice rink

Edwards – Paved Trail Systems

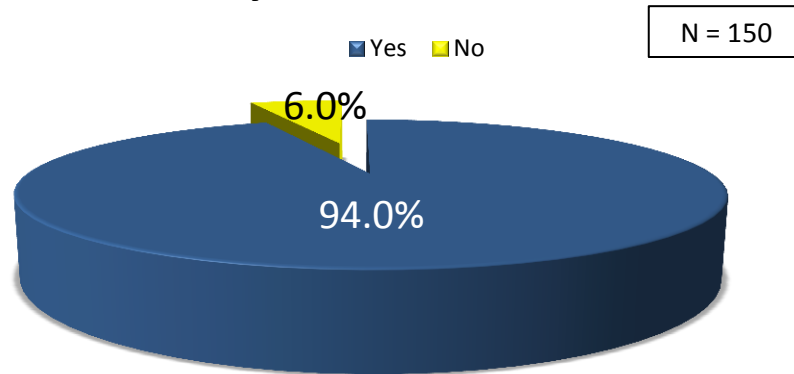


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Edwards Paved Trail Systems

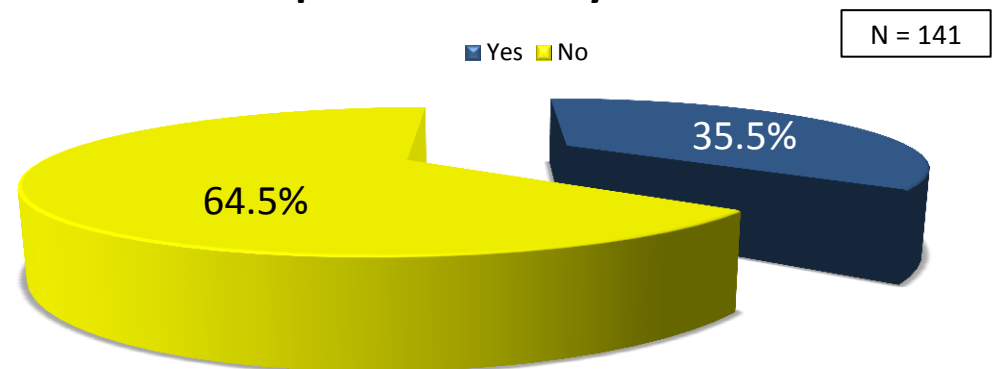
Edwards - Did you use the paved trail systems in 2010?



☐ 94% of the respondents used the paved trail systems in Edwards in 2010.

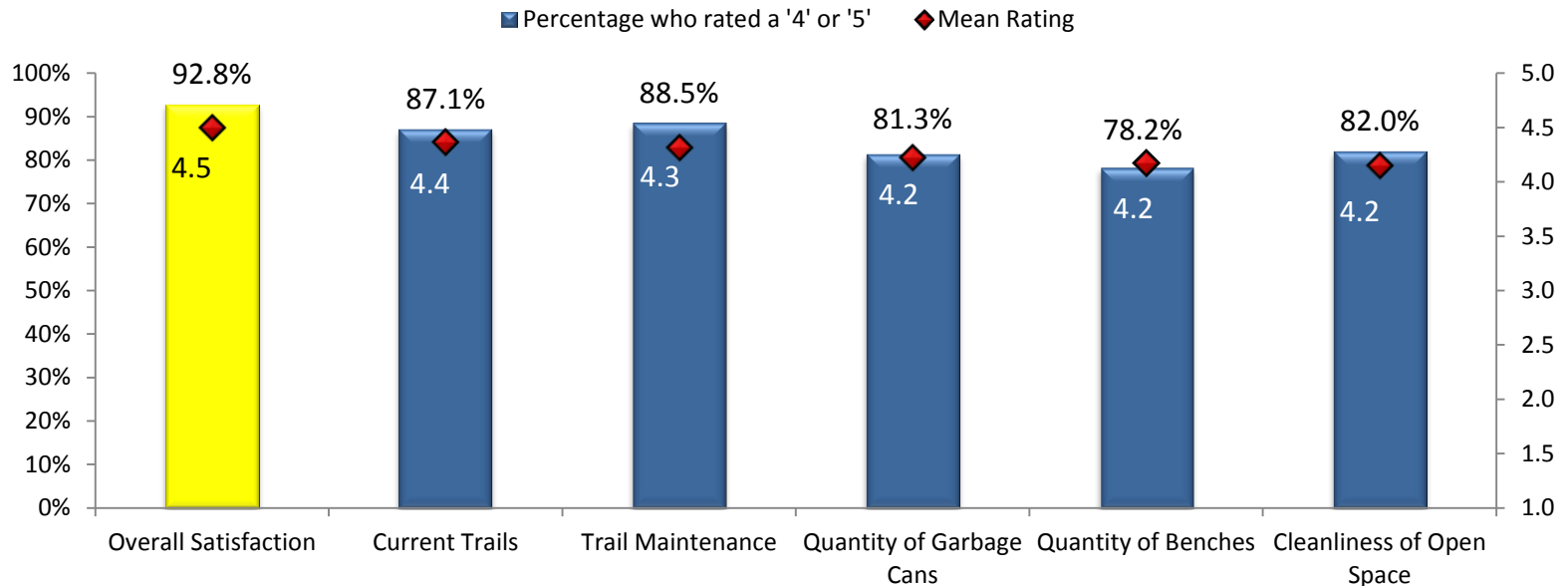
☐ 65% of the respondents said that a trail map would NOT aid in their use of the paved trail systems in Edwards.

Edwards - Would a trail map aid in your use of the paved trails in your area?



Edwards Paved Trail Systems

Edwards - Paved Trail Systems Satisfaction Ratings



□ According to the Hierarchy of Customer Needs, overall the respondents are “Delighted” with the paved trail systems in Edwards.

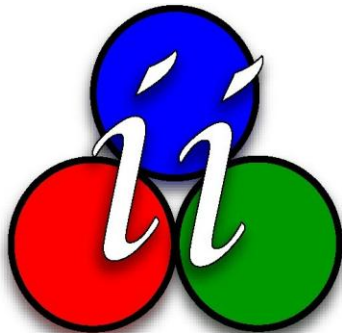
□ All other attributes of the paved trail systems meet the expectations of the respondents.

Edwards - One Change to Paved Trails

Edwards - One Change to Trails
<ul style="list-style-type: none"> •The abundance of dog poop •Connection to a paved trail system to the west •Extend it to the west ALONG THE RIVER •Add more miles •Remove the barbed wire along the railroad tracks •Bike lane? •Safety concern when biking behind Brooktree •Expand •Finish from Edwards water treatment plant west. •Have it extend from Vail Pass to Glenwood Canyon •Police the people walking with untrained, untether •The crossing at hwy 6 and Edwards Village blvd •Expansion to include areas like Eagle River Preserve •Miller Ranch to River walk needs a few solar lights •More public trails and access to forest service •Trail from Homestead to River walk would be nice! •It's fine, use money elsewhere. Edwards resident. •Yes maybe the use of some solar lighting along path •Barbed fence near Miller Ranch in disrepair. •Red Canyon High School needs to clean up!!! •Make it bigger. all the way to eagle. •More clean up. •Link it to surrounding communities •CLEAN UP THE DOG POOP AND THE BARBED WIRE FENCING •I wish we could use the railroad easement for hiking •More understanding of cars and how they should turn •A bridge over or under highway 6 would be awesome •Better way to cross Highway 6 and Edwards Spur Rd •A map posted here and there •Better connections •Have a bike lane and a walking lane •Lights at night. •Too many dogs off leash and owners not picking up •Keep maintained better •Lanes for bikes only •Loop opportunities •Enforcing leash laws for dogs.....

Edwards - One Change to Trails
<ul style="list-style-type: none"> •Maybe some lights? •Making bike riders more aware that it is a shared •More dog poop stations. Dog owners are very lax. •Signage about multi-use in the busy summer months •They are not well maintained in the winter. ICY!! •Connect Edwards to the Glenwood Canyon •Increase the # of trails especially in Edwards •Future connections to join Vail to Eagle so we wil •Add painted lines (dashes) like on the road. :) •Too dark to use at night, solar lights perhaps? •Need to make sure dogs are on leashes. •Last year the repairs were badly done. •Please plow the snow earlier in the am. •Maps would be nice •To complete the trail through edwards and eagle- •Fine dog owners for not picking up dog waste •Dogs off leash!!!!!! •Edwards & Rte 6 inter change dangers •Extend it west. •Fast bikes, walkers, kids, strollers all sharing •Snow removal in winter, including the use of grave •Paved sidewalk from roundabout to playground •They are great... just continue to expand •More trails, more trees, some cyclists dangerously •Possible off lease areas for dogs •Better plowing and clearing of snow in the winter •Adding trail heading out of Edwards down to Eagle •There should be a few more trash cans •Cleaner - dog poop is everywhere. •More of them •More trails •The amount of dogs running loose and shitting ever •Posted maps

Edwards – Open Space

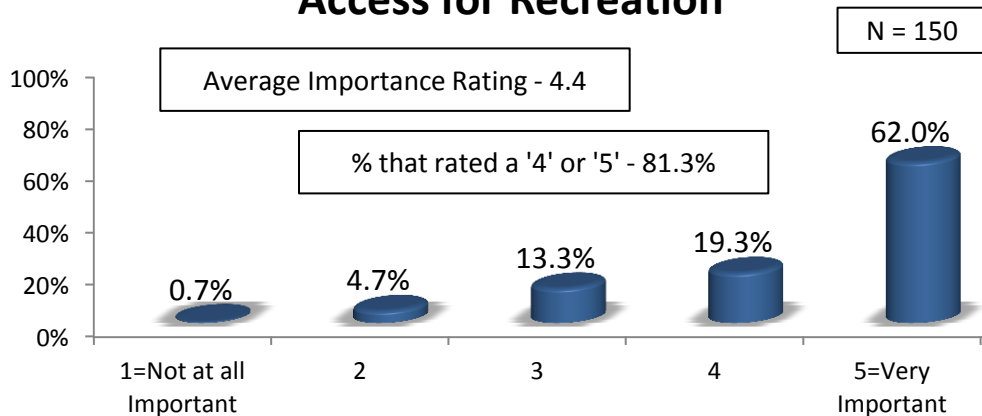


INTERCEPT INSIGHT

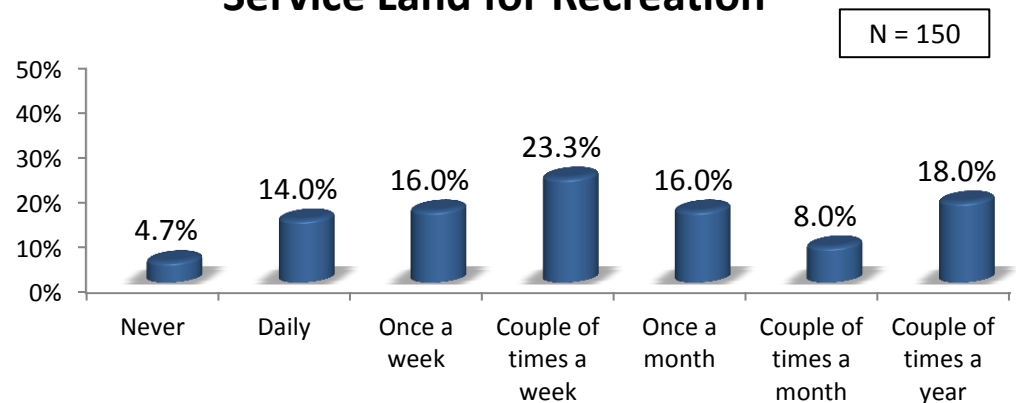
Research | Analytics | Performance | Design

Edwards – Open Space

Edwards - Importance of Forest Service Land Access for Recreation



Edwards - Average Current Usage of Forest Service Land for Recreation

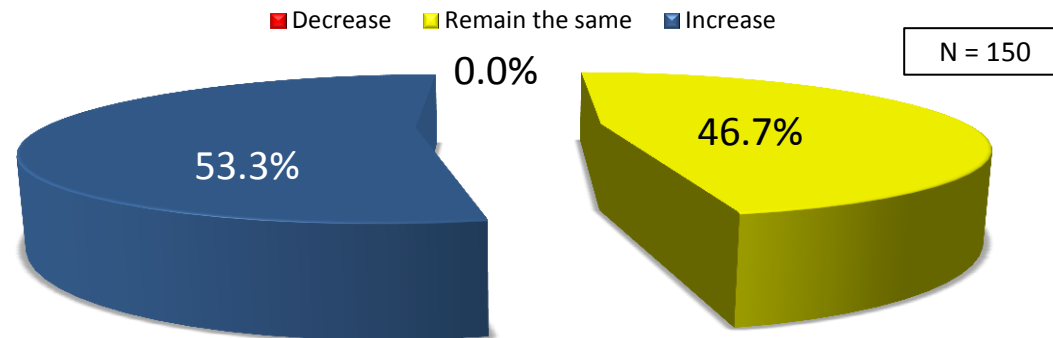


81.3% of the respondents feel that access to forest land in Edwards is important to recreational activities.

77% access forest service land within Edwards at least once a month.

Edwards – Open Space

Edwards - How would improving and increasing access to forest service land affect your usage?

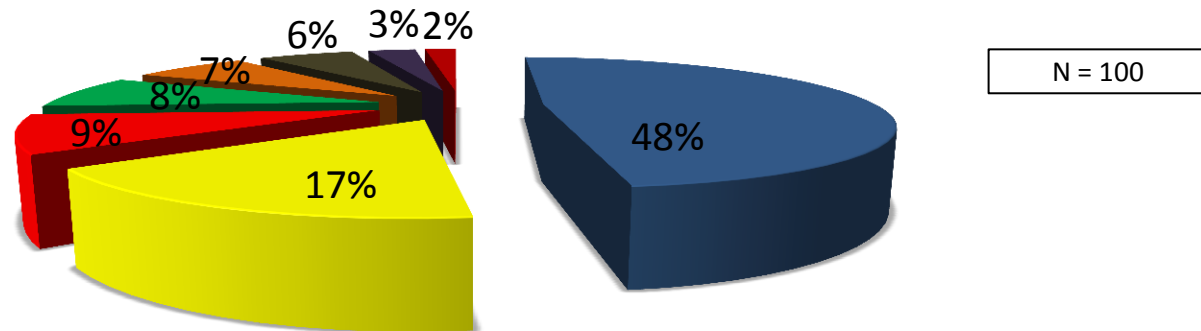


- ❑ 53% of the respondents claim that improving and increasing access to forest service land will increase their usage for recreational activities.
- ❑ None of the respondents claimed that improving and increasing access will decrease their usage of forest service land.

Edwards – Eagle River Preserve

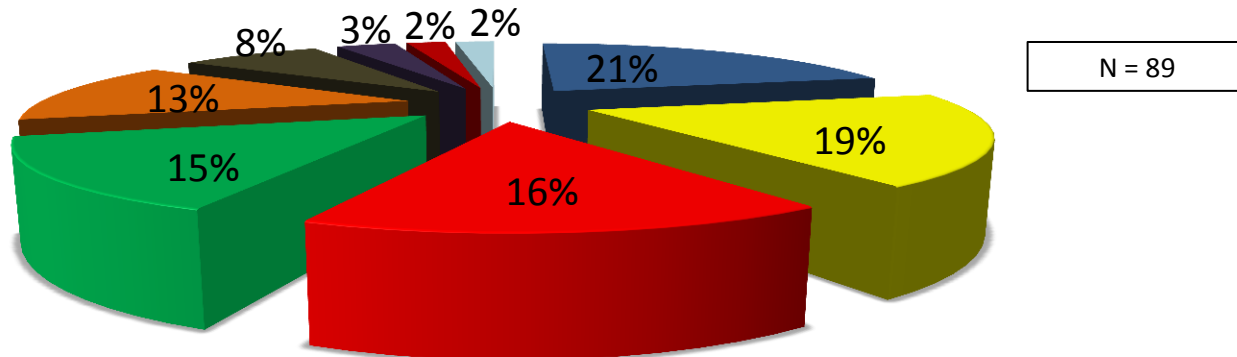
Edwards - Eagle River Preserve Preference #1

- Walking, Biking, and Nature Trails
- Fishing
- Outdoor Entertainment
- Alpine Gardens
- Environmental Education
- Restrooms
- Boating Access
- Picnic Areas

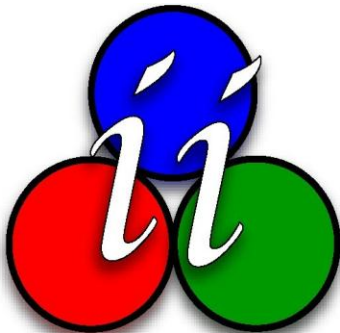


Edwards - Eagle River Preserve Preference #2

- Walking, Biking, and Nature Trails
- Fishing
- Environmental Education
- Restrooms
- Alpine Gardens
- Outdoor Entertainment
- Small Parking Lots
- Picnic Areas
- Other



Edwards – Special Events

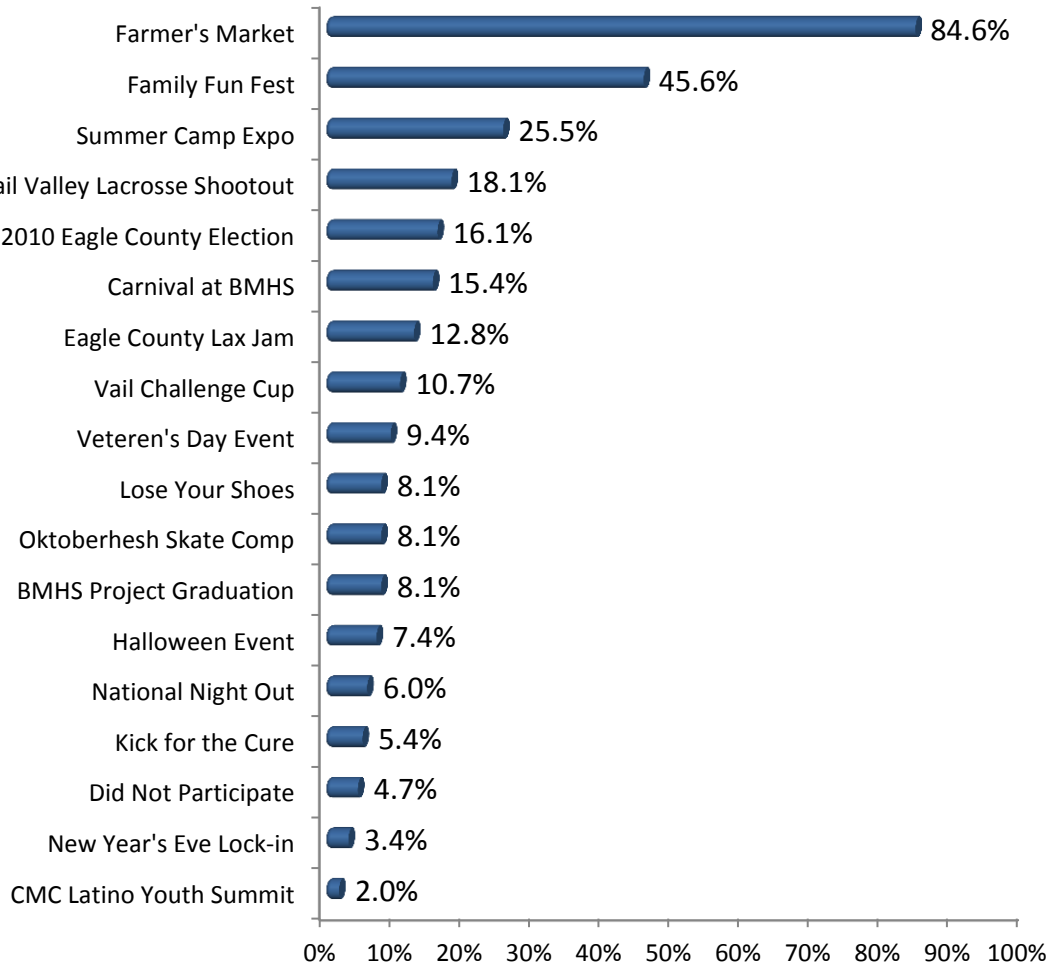


INTERCEPT INSIGHT

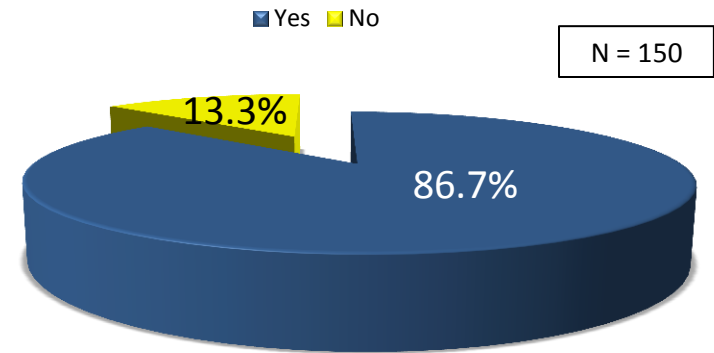
Research | Analytics | Performance | Design

Edwards – Special Events

Edwards - Event Participation



Edwards - Would you like to see more special events in Edwards?



Edwards – Special Events

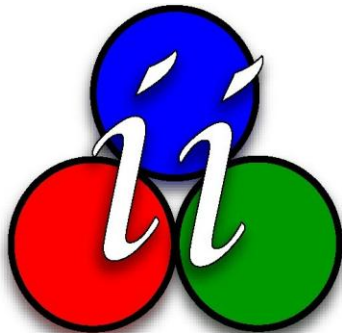
•Preference #1	•Preference #2	•Preference #3
•Out door music concerts		•
•Youth sport tournaments	•Better sports camps in summer	•Community Events
•Arts & crafts fair	•Running races	•Dog show
•Not sure	•Mkts	•
•Trampoline contests	•Basketball games	•Running series
•Sports events	•Charity walk/run	•Nature programs
•Concerts		•
•Family days		•
•Geared towards teenagers	•Not so much athletic stuff	•Art/craft shows
•Family events	•Skateboard competitions	•Bike races
•Festivals	•Concerts	•Craft events
	•Perhaps a kids fishing day on Eagle River	•Events/Activities on Eagle River Preserve
•Fun Run	•Weekly Concert Series	•
•Jazz Festival	•Weekend markets	•Family events
•Soccer	•Bike Races	•
•Running Races		•
•More races		•Sporting events similar to the TEVA Games my family loved the atmosphere
		•Family festivals
•Outdoor concert venue	•Outdoor flea market	•Music by the little pond
•Music	•Art festivals	•
•Baseball event open to local teams	•Real little league fields	•
•Outdoor concerts at dog park area	•More vendors farmers market	•
•Concerts		•
•Activities for kids	•Hockey rink	•
•Concerts	•Food	•
•Family events		•
•Flea Market/Swap Meet	•Concerts	•Outdoor Movies
•FAMILY EVENTS	•FUNDRAISERS	•TRIBUTES
•Miss the rodeo	•Concerts	•
•Family fun fairs	•Farmers markets	•Kids drop off events
•Concert	•Easter party for kids	•
•Kids activities		•
•Concerts	•Baseball stuff	•
•Kids activities	•Sport competitions	•??
•Sports tournaments		•
•Softball leagues		•
•Community Garden		•
•Music		•
•Concerts		•
•Some kind of Holiday event	•Health Expo	•Running series

•Preference #1	•Preference #2	•Preference #3
•Live music	•Food events	•
•Biz expo	•Easter egg hunt	•
•Running events		•
•Concerts	•Food festivals	•Sidewalk sales
•Sports camps	•Music	•
•Frisbee golf	•Frisbee golf	•Frisbee golf
•Sports tournaments	•Summer camps	•Concerts
•Music festival	•Long board event	•
		•All sport day camp where basketball, baseball, football and lacrosse is played
•Valentines night for teens	•Santa workshop for toddlers	•Movie nights
•Concerts	•Baseball tournaments	•
•Music events	•Sporting events	•
•Concerts		•
•Sports competitions	•Sports instruction	•
•Concerts	•Music	•
•More events for small kids		•
•Soccer tournament	•Volleyball tournaments	•
•High level soccer matches		•
•Art	•Concerts	•Non-sports
•Fun runs		•
•Free music concerts		•
•More sporting events/running/biking	•Educational programs	•Food & arts events
•Concerts	•More Adult events	•
•Concerts	•Sporting tournaments	•
•Farmers market		•
•Yoga festival	•More music	•
•Concerts		•
•Music		•
•Fishing competitions (does our little pond have fish?? can it be set up for that?)	•More "open houses" type events for the firefighters, police dept., etc	•Host bonfills for a blood drive
•Outdoor art classes	•Art festivals	•Music festivals
		•Education for "guest workers" on how to properly dispose of garbage
•Pride in American Traditions	•English as a Primary Language Classes	•Family fitness time
•Kids socials	•Kid fun runs	•
•Music events	•Skateboard events	•
•Events for ages 16-18		•
•Concerts		•
•Revenue generating		•
•Adult gatherings	•Build a rec center	•

Edwards – Special Events

•Preference #1	•Preference #2	•Preference #3
•Art shows	•Music shows	•
•Soccer tournaments	•Concerts	•
•Outdoor concerts		•
•Concerts		•
•Sporting	•Farmers Markets	•Arts
•Concerts	•More soccer tournaments	•
•Concerts		•
•Events for kids	•Learning opportunities	•Competitions
•Lacrosse	•Baseball	•
•Art Shows	•Athletic Events	•Children's Events
•Climbing competitions	•Guest speakers	•
•Field day	•Community picnic	•
•Farmer markets	•Kids activities	•

Edwards – Additional Comments



INTERCEPT INSIGHT

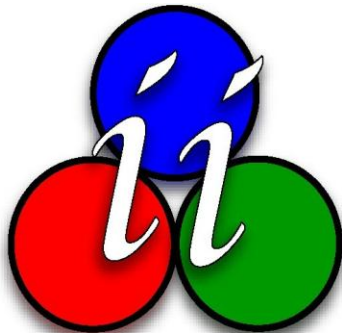
Research | Analytics | Performance | Design

Edwards – Additional Comments

Edwards Additional Comments
•Bring youth volleyball/basketball turn. to area
•A trail map would be wonderful
•Pave the park lots to make it more desirable space
•Fitness
•The Vail Valley Soccer Fall Tournament is very pop
•Can't fully reply as writing stops at this point..
•Please improve pedestrian access throughout town
•Have heard a lot of positive comments on Field Hs
•Yearly family friendly outdoor events
•Would like fields flooded in winter for skating
•Edwards Eagle River ADA Fishing ramp!
•Hockey rink
•Like a place to ride horses
•Love the family fun fairs and skateboarding compete
•Would like 2 see more mtn bike trails constructed
•Fitness would make it over the top
•NA
•Public fitness at WFH
•Bring back the chili cook off and add similar
•I wish there was a pool in Edwards
•Get rid of the field house or make it better
•Please add disc golf somewhere
•As a group you are high energy and proactive, THXS
•Swimming pool
•We look forward to getting more involved
•Adult workout facility!!!! Yoga and other classes
•Quality over quantity
•More turf fields.
•You focus only on sports what about the arts?
•More activities for adults

•Edwards Additional Comments
•Add a fitness/weight room to the Edwards Rec Center
•Would love to have an indoor pool/gym area in Edwards
•Need a swimming pool at the field house location.
•Yoga festival based in Freedom Park
•Outdoor concerts in the summer would be great! ma
•Over use; town of Avon needs improve their park
•Stop patrons from parking at Miller Ranch
•Add creative options to sports would add variety
•Why are there no public tennis courts in Edwards?
•Love to see more for 12-15 year olds
•Kids ages 16-18 need a place to hang out
•Partner with existing Halloween events. Vs compete
•Worry about amt of "traffic" at times on trails
•Build a rec center with at least weights & Cardio
•A pool would be great
•We need a swimming pool and workout facility in Ed
•We need more fields for sports
•Public fitness - music venues
•Quit wasting our money!
•More is better
•Cleanliness of facilities. more vendors
•Expand the bouldering wall
•Cleaner fields, outdoor basketball courts
•Still have a small town feel.
•I would like a Lower Decibel level set!! For all

Town of Gypsum – Recreational Activities

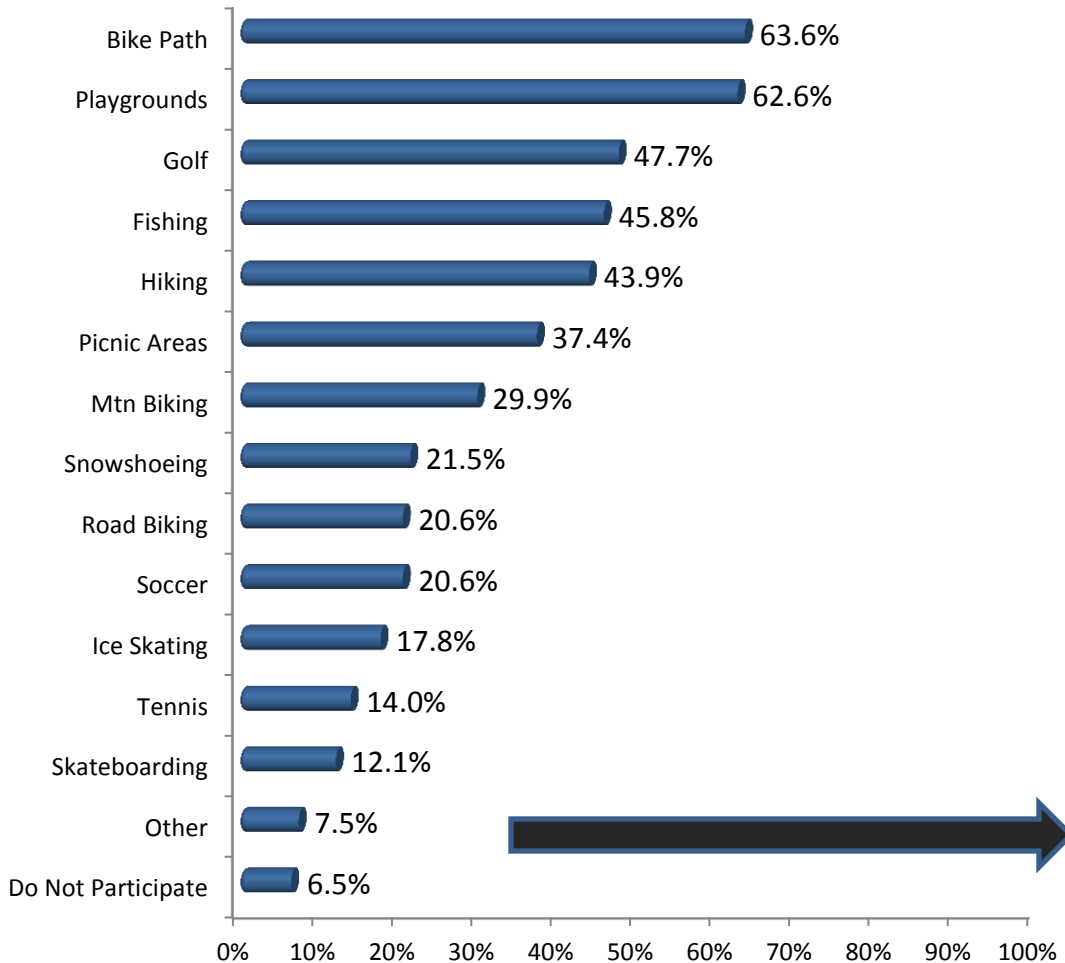


INTERCEPT INSIGHT

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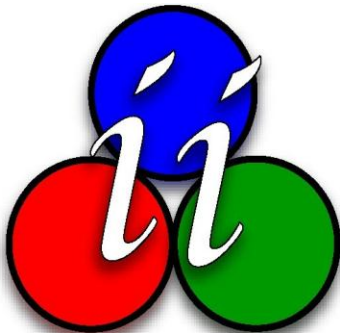
TOG – Recreational Activities

Town of Gypsum - Recreational Activities



Gypsum "Other Rec Activity Participation"
Youth sports
Softball
Swimming
Hunting
Walking paths
Gun Club and Parks
Walking the neighborhood
Swimming

Town of Gypsum – Special Events

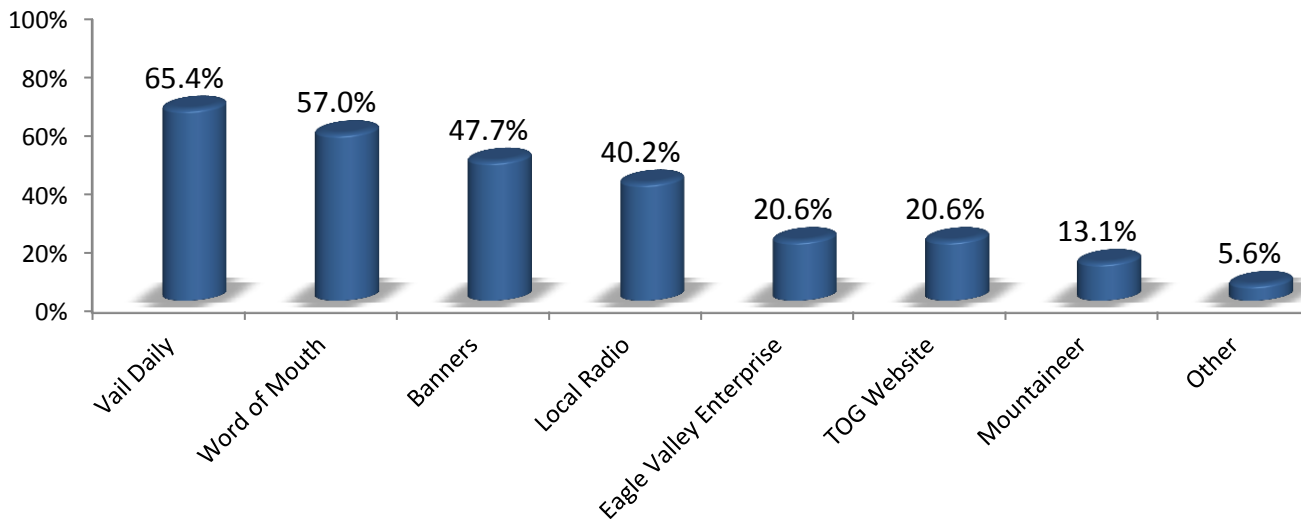


INTERCEPT INSIGHT

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TOG – Special Events

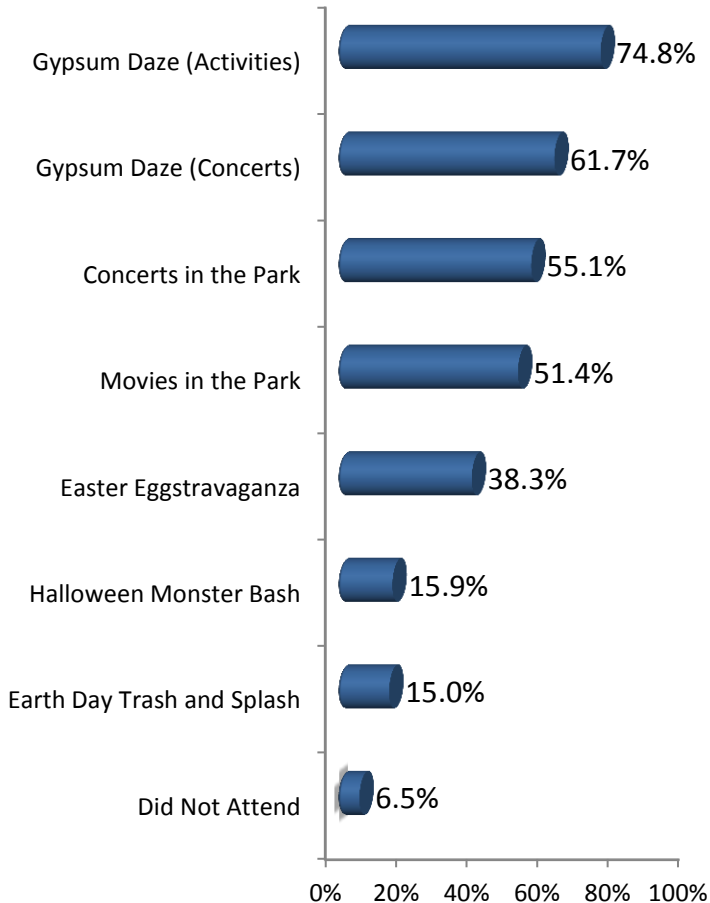
Town of Gypsum - Special Events Communication



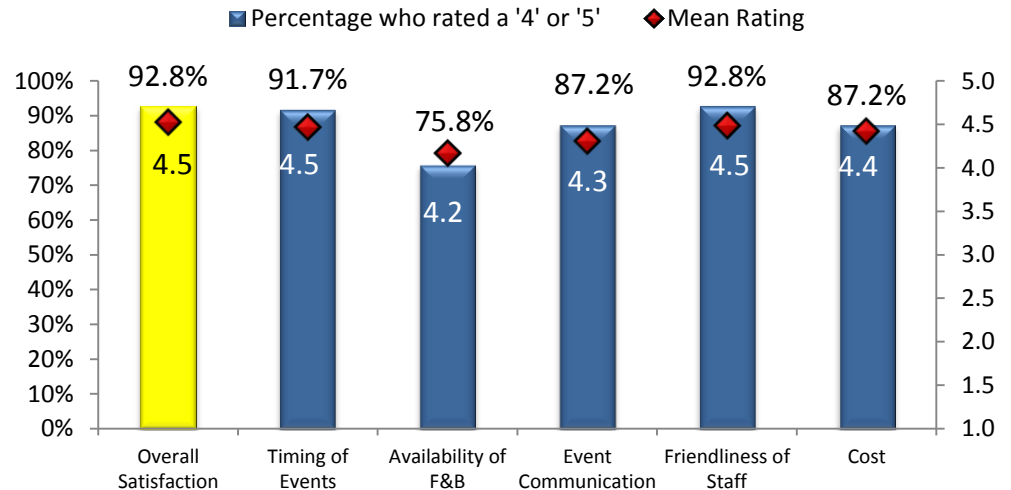
□ The Vail Daily, Word-of-Mouth, Banners, and the Local Radio are the most effective way of communicating special event information to the Town of Gypsum.

TOG – Special Events

Town of Gypsum - Special Event Participation



Gypsum - Special Events Satisfaction Ratings



According to the Hierarchy of Customer Needs, overall the respondents are “Delighted” with the special events within the TOG, as well as with the Timing, and the Friendliness of the staff.

Availability of F&B during special events is rated the lowest among the attributes measured; however, this attribute is still meeting the expectations of the respondents.

TOG – One Change with Special Events

•Gypsum Events - One Change

- No- its is so organized and fun for families
- No
- Discount membership for citizens our taxes Pd for
- Do not have several venders offering the same item
- Nothing, keep it up!
- Parking is difficult at times
- I can not think of anything at this time.
- No comment, I have yet to attend a special event
- Have enough glow sticks at the events 4 all kids.
- More activates for toddler age kids
- Try more events
- Costs
- Wish it were better weather for Easter!!
- KEEP THE RAIN AND MOSQUITOS AWAY?
- No.
- NO
- Offer more things for teenagers
- Spray the town day before for skeeters (mosquitoes)
- Keep up the great events with good friendly service
- Something other than Country Music for Gypsum Daze
- We would like to see more activities!

•Gypsum Events - One Change

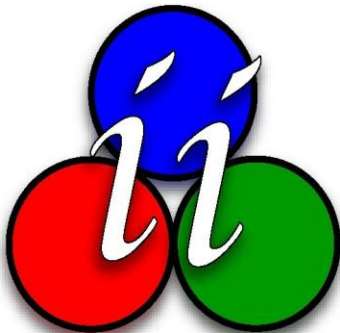
- NA
- Better communication - mailings, email, etc.
- The hot air balloons at Gypsum Daze were VERY poor
- Cost to golf at our community golf course-
- None
- Can not think of one thing.
- I wouldn't change a thing--great events!
- More
- Something other than country bands at Gypsum Daze
- Parking
- Open on Sunday's
- Get more people to attend. Friday's are hard.
- More kid and parents actives
- We have enjoyed it for the past couple of years.
- Longer season of family fun events
- More of them-LOVE them
- Open up the concession stand that was built
- None
- The more affordable the better.

TOG – Other Special Events

•Preference #1	•Preference #2	•Preference #3
•Maybe something directed more towards older teenagers		•
•Talent show for ages 19 and up.		•
•Chili cook off		•
•Concerts	•Running races	•Christmas events
•Horseshoes		•
•More movies	•Concerts	•
•More golf turnys	•Young adult stuff	•
•Outdoor Adult fitness	•Organized Hikes / Walks	•
•Pool at Gypsum Golf Course		•
•Turn out the lights	•Food and wine	•
•Bike races (road)	•Trail running races	•Cooking competitions
•Triathlon		•
•A rock concert to complement Gypsum Daze		•
•Dancing	•Guided nature hikes	•
•Quit playing country music every year @ Gypsum Daze.		•
•More Concerts outside, Blues / rock / Jazz / Hillbilly Music/ Country	•Motorcycle/ car show	•Outdoor Motorcycle swap meet / Motorcycle show
•Mountain bike race	•Bmx park	•Motocross park
•Music	•Car shows	•Local competition, running biking etc.

•Preference #1	•Preference #2	•Preference #3
•More concerts	•More under 5 activities	•Parades
•Holiday Fair		•
•Concerts	•Sporting contests	•Family picnics w/activities
•Family Fitness Competition		•
•Music festival	•Salsa music	•Food events
•More concerts		•
•Swap meet		•
•Fishing		•
•Swimming		•
•More free concerts from local musicians		•
•More live music		•
•Local food markets		•
•Mountain bike series, up red hill	•Swimming in cotton ranch	•Farmers markets
•Family Date Nights	•Dances/Storytellers	•4th of July Celebration
•More concerts	•A bike race	•More concerts
•More kids fun, learning events		•
•4th of July Parade		•
•Family Golf Day/Movie/Concert	•Old West Shoot Out / Chuck wagon Dinner	•Once a Month Flea Market (summer)
•More competitive leagues	•More camps	•

Town of Gypsum – Open Space

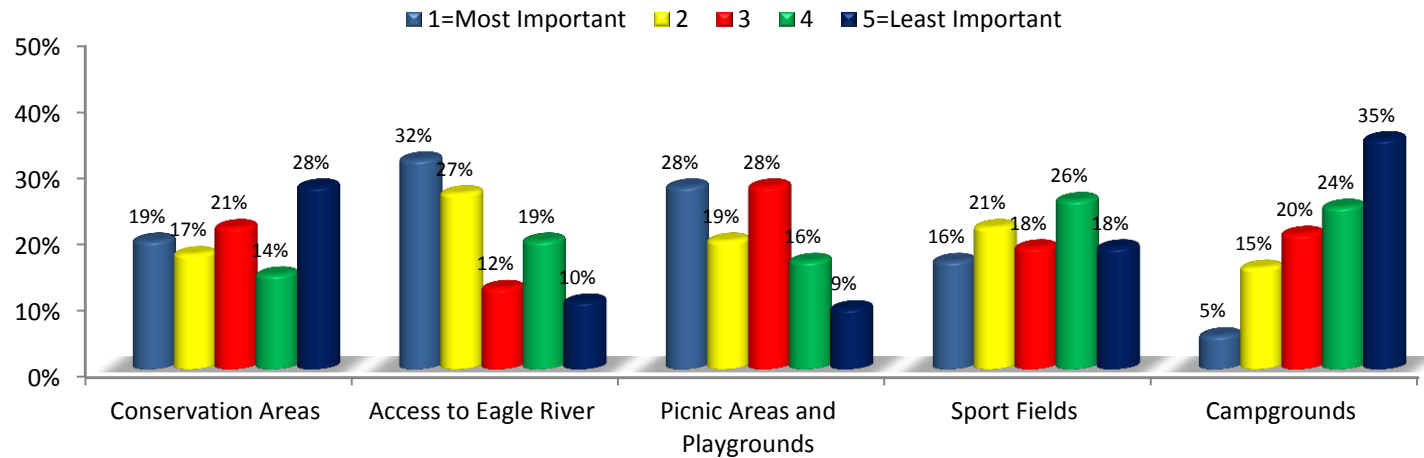


INTERCEPT INSIGHT

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TOG – Open Space Initiatives

Town of Gypsum - Preferred Rank Order for Open Space Initiatives

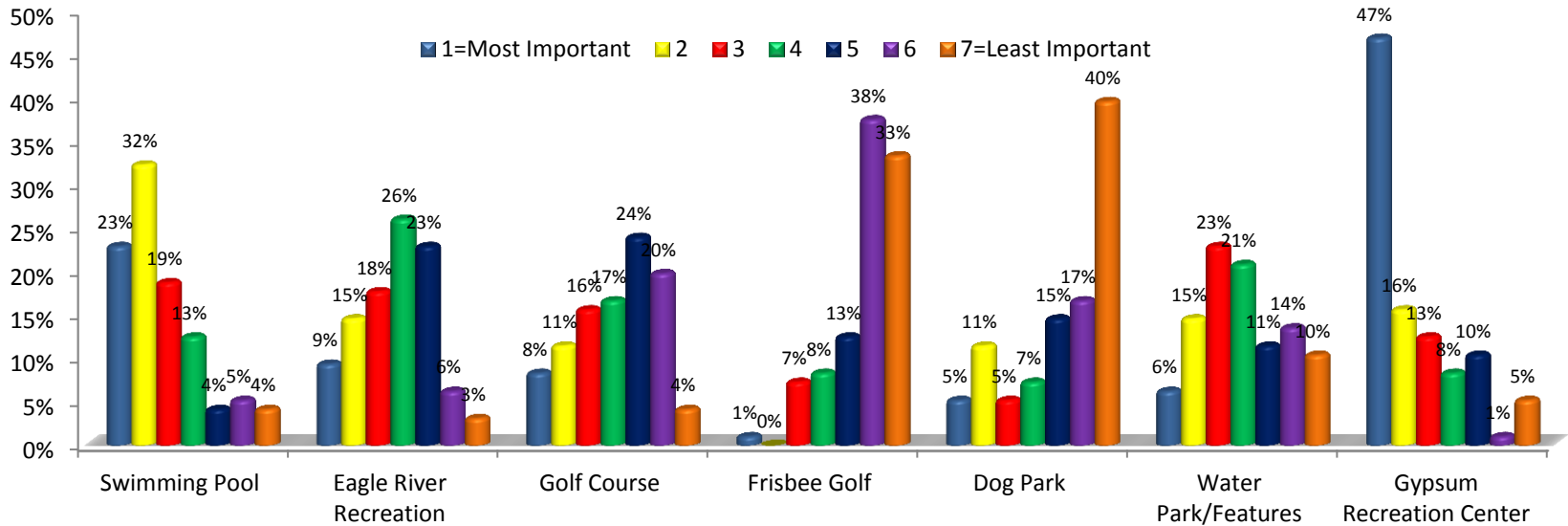


- ❑ The graph above demonstrates the rank order percentages for each potential TOG open space initiative.
- ❑ The table shows each possible open space initiative in preferred order ranked by the respondents.
- ❑ Efforts should focus around Access to the Eagle River and Picnic Areas and Playgrounds.

TOG - Open Space Initiatives	
1=Most Important	Access to Eagle River
2	Picnic Areas and Playgrounds
3	Conservation Areas
4	Sport Fields
5=Least Important	Campgrounds

TOG – Open Space Initiatives

Town of Gypsum - Preferred Rank Order of Recreational Initiatives

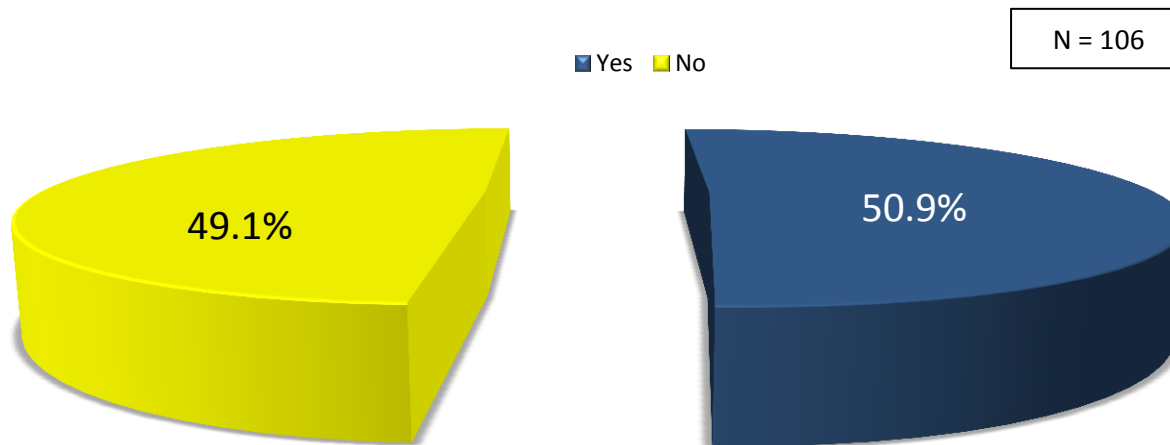


- ❑ The graph above demonstrates the rank order percentages for each potential TOG recreational initiative.
- ❑ The table shows each possible recreational initiative in preferred order ranked by the respondents.
- ❑ Efforts should focus on a Gypsum Recreation Center, a Swimming Pool, and Eagle River Recreation.

TOG - Recreational Initiatives	
1=Most Important	Gypsum Recreation Center
2	Swimming Pool
3	Eagle River Recreation
4	Water Park/Features
5	Golf Course
6	Dog Park
7=Least Important	Frisbee Golf

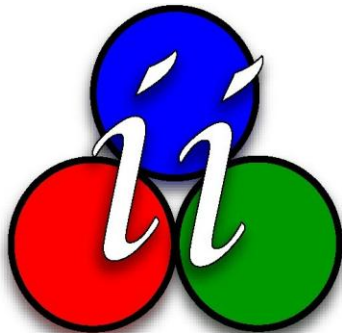
TOG – Open Space Initiatives

Town of Gypsum - Tax Increase in Support of a Open Space and Recreational Projects



- ❑ The respondents were nearly 50/50 when asked about supporting a small tax increase to help fund open space and recreational projects within the Town of Gypsum.

Town of Gypsum – Paved Trail Systems

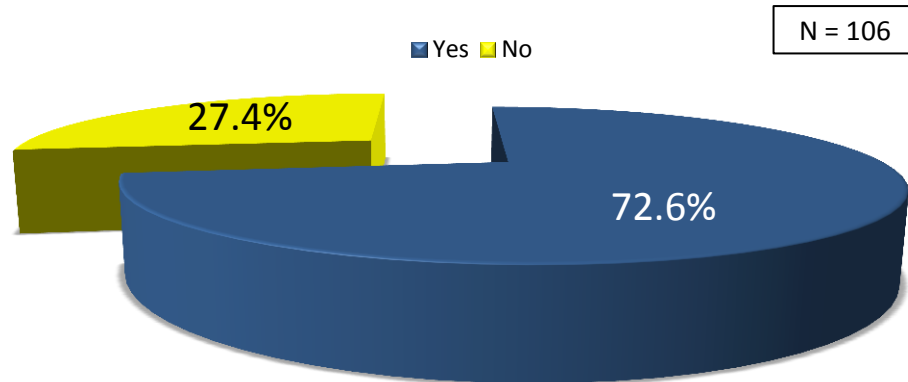


INTERCEPT INSIGHT

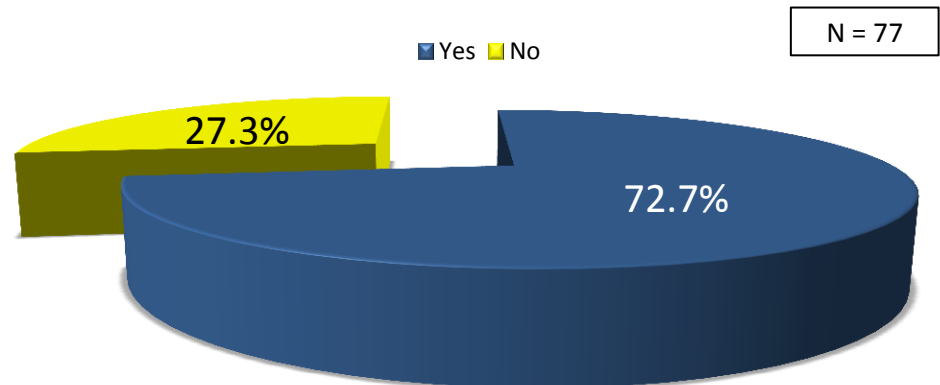
Research | Analytics | Performance | Design

TOG – Paved Trail Systems

Town of Gypsum - Paved Trail System Usage



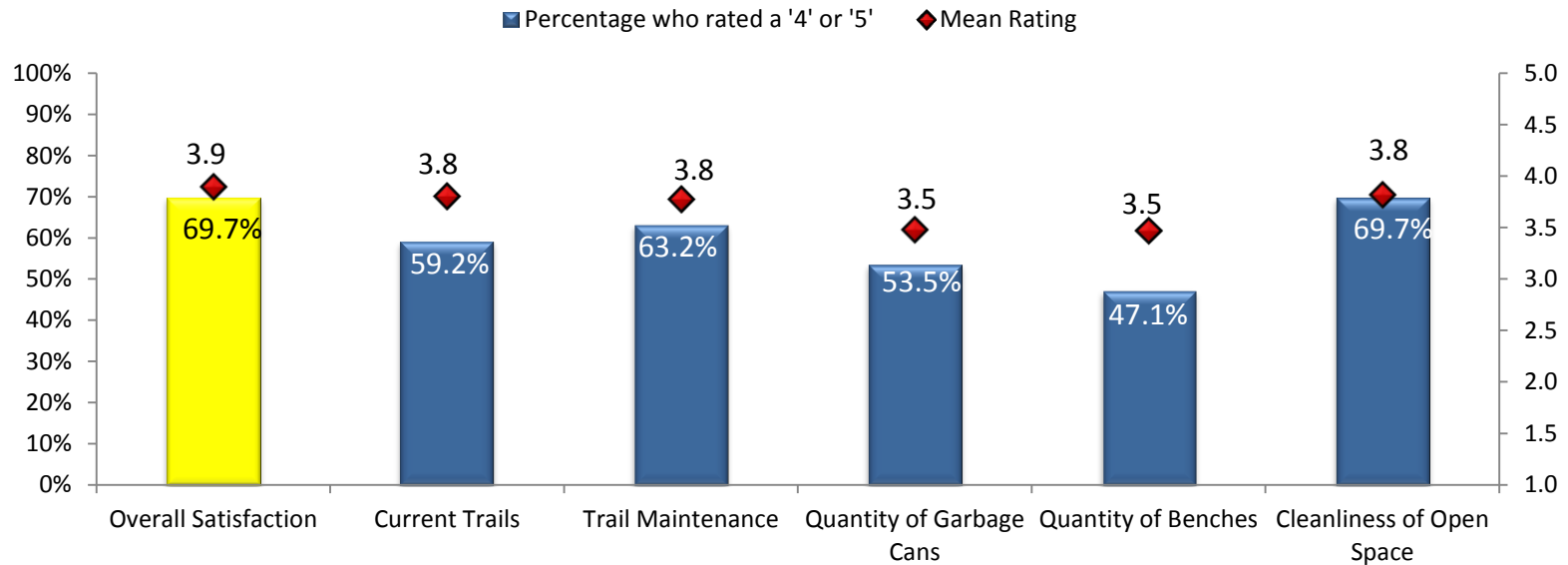
Town of Gypsum - Would a trail map aid in your use of the areas' paved trail systems?



- Nearly 73% of the respondents utilize the current paved trail systems within the Town of Gypsum.
- 73% of the respondents are also in favor of a trail map of the paved trail systems with the Town of Gypsum.

TOG – Paved Trail Systems

Town of Gypsum - Paved Trail Systems Satisfaction Ratings

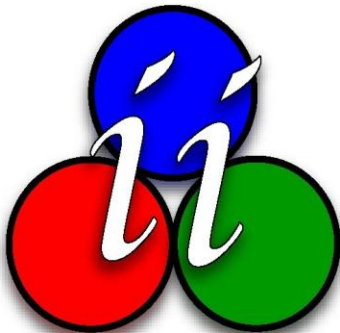


□ According to the Hierarchy of Customer Needs, overall the Town of Gypsum is meeting the expectations of the respondents regarding the paved trail systems.

□ The respondents are also merely satisfied with all of the other paved trail system attributes measured.

□ The Town of Gypsum should focus efforts on increasing the satisfaction levels of all of the attributes measured, and strive to “Delight” the patrons of the TOG with the paved trail systems. Further research may need to be conducted in order to prioritize paved trail system initiatives.

Town of Gypsum – Additional Comments



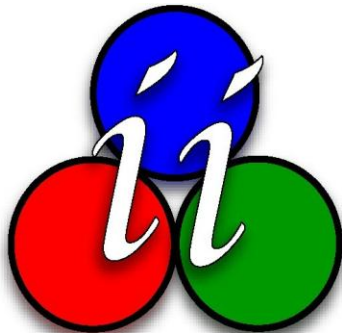
INTERCEPT INSIGHT

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TOG – Additional Comments

Gypsum - Additional Comments
<ul style="list-style-type: none">•I love Gypsum Daze concerts•Would like to see an outdoor public pool•Would like to see more recyclable bens•Map with miles would be great•I would support taxes increase for recreation only•We are very proud of Gypsum & think they do well•Take better care of the bathrooms at the parks.•Add more play features to current parks•NA•Need better/new basketballs at the rec center•Paved trails?--I only know of one, How many are there•Keep getting more where possible. Good job•Parking will be an issue if you put in a boat ramp•Partner with Eagle to improve Down valley rec•Gypsum is in need of a large dog park. Expand pool•Connect trail to Glenwood Canyon trail!•Much needed boat ramp for eagle river•Close all items that are not paying for themselves•None•More paths close to the river•Do not spend \$ on open space we have plenty•Access to river•Year-round ice rink•Had trouble registering for soccer this year.•Family Bike ride events•NA•Keep up the good work!

Demographics

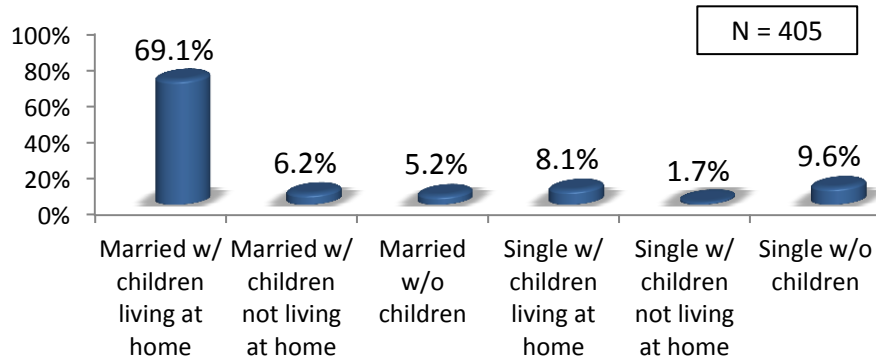


INTERCEPT INSIGHT

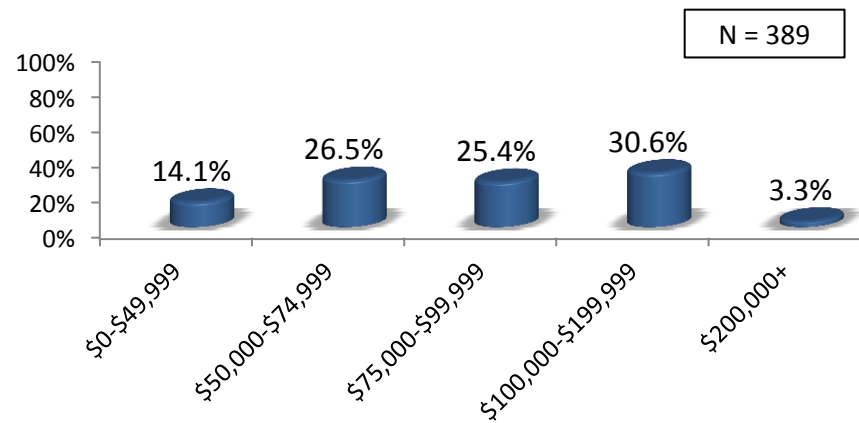
Research | Analytics | Performance | Design

Demographics

Family Status

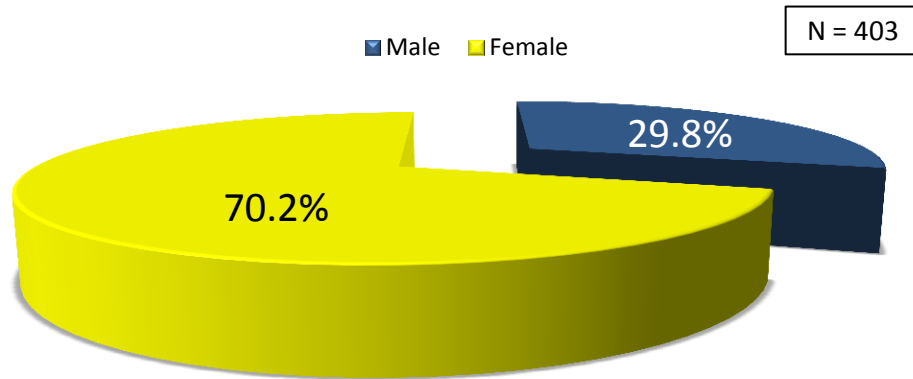


Income Categories



Demographics

Gender



Age Categories

