



# Magellan Strategies

## Town of Monument 2021 Community Survey

### Topline Results

Magellan Strategies are pleased to present the topline results of an online survey of 846 respondents 18 and older that live in the Town of Monument, Colorado. The interviews were conducted from April 20<sup>th</sup> to 28<sup>th</sup>, 2021. This survey has a margin of error of +/- 3.17% at the 95 percent confidence interval. The survey data was weighted to be representative of the demographics of Monument, CO.

*T1. Before we begin, could you please verify for us that you are at least 18 years old?*

Yes..... 100%

*T2. To ensure that we have a statistically representative sample of the Monument community, could you please verify you are at least 18 years old and indicate which neighborhood or community you live in?*

*\*Community breakdown attached in separate document.*

**Monument Resident Mood/Top Issue Priority/Town Services Value for Taxes Paid**

*T3. Please describe the top issues, priorities, or problems that you think the Town of Monument should be addressing the most?*

*\*Verbatim responses attached in separate document.*

*T4. Do you think the Town of Monument is headed in the right direction?*

Yes.....38%  
No .....35%  
No Opinion .....27%

*T5. Please describe the reasons why you think Monument is headed in the right direction.*

*\*Verbatim responses attached in separate document.*

T6. Please describe the reasons why you think Monument is NOT headed in the right direction.

*\*Verbatim responses attached in separate document.*

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T7. 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.

Total Agree .....	64%
Total Disagree.....	24%
No Opinion .....	12%
Strongly Agree.....	14%
Somewhat Agree.....	50%
Strongly Disagree .....	9%
Somewhat Disagree .....	15%

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T8. Compared to other cities and towns in Colorado, how would you rate the Town of Monument as a place to live?

Total Better Place to Live.....	90%
Total Worse Place to Live.....	5%
No Opinion .....	5%
Much Better Place to Live .....	45%
Somewhat Better Place to Live .....	45%
Much Worse Place to Live .....	1%
Somewhat Worse Place to Live .....	4%

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***Quality of Life Questions***

*Please indicate how you feel about the following quality of life aspects for the Town of Monument.*

*T9. Monument as a place to live.*

Excellent and Good Combined .....	87%
Excellent .....	39%
Good .....	48%
Fair .....	11%
Poor .....	2%
No Opinion .....	0%

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*T10. A place to raise a family and children.*

Excellent and Good Combined .....	83%
Excellent .....	42%
Good .....	41%
Fair .....	10%
Poor .....	1%
No Opinion .....	6%

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*T11. A place to retire.*

Excellent and Good Combined .....	68%
Excellent .....	29%
Good .....	39%
Fair .....	19%
Poor .....	5%
No Opinion .....	8%

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*T12. A place to work and find a job.*

Excellent and Good Combined .....	23%
Excellent .....	5%
Good .....	18%
Fair .....	37%
Poor .....	24%
No Opinion .....	16%

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*T13. A place for dining and restaurant options.*

Excellent and Good Combined .....	32%
Excellent .....	5%
Good .....	27%
Fair .....	41%
Poor .....	26%
No Opinion .....	1%

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*T14. A place to start a business.*

Excellent and Good Combined .....	30%
Excellent .....	6%
Good .....	24%
Fair .....	25%
Poor .....	13%
No Opinion .....	32%

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*T15. A place to shop.*

Excellent and Good Combined .....	27%
Excellent .....	4%
Good .....	23%
Fair .....	44%
Poor .....	27%
No Opinion .....	2%

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*T16. A place with a strong sense of community.*

Excellent and Good Combined .....	66%
Excellent .....	22%
Good .....	44%
Fair .....	24%
Poor .....	7%
No Opinion .....	3%

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*T17. A place for outdoor recreation.*

Excellent and Good Combined .....	73%
Excellent .....	34%
Good .....	39%
Fair .....	19%
Poor .....	6%
No Opinion .....	2%

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*T18. A place where you feel safe, and there is very little crime.*

Excellent and Good Combined .....	82%
Excellent .....	39%
Good .....	43%
Fair .....	15%
Poor .....	3%
No Opinion .....	0%

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***Importance of Town Services and Priorities***

*Please indicate the importance of the following town services.*

*T19. Roadway maintenance, resurfacing, snow plowing, street sweeping.*

Excellent and Very Combined .....	93%
Extremely Important .....	61%
Very Important .....	32%
Somewhat Important .....	6%
Not Important at All .....	0%
No Opinion .....	1%

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*T20. Parks and planning and management.*

Excellent and Very Combined .....	87%
Extremely Important .....	47%
Very Important .....	40%
Somewhat Important .....	12%
Not Important at All .....	1%
No Opinion .....	0%

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*T21. Police, addressing crime and public safety.*

Excellent and Very Combined .....	90%
Extremely Important .....	57%
Very Important .....	33%
Somewhat Important .....	9%
Not Important at All .....	1%
No Opinion .....	0%

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*T22. Public water treatment and water billing services.*

Excellent and Very Combined .....	88%
Extremely Important .....	52%
Very Important .....	36%
Somewhat Important .....	9%
Not Important at All .....	1%
No Opinion .....	2%

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*T23. Residential and commercial permitting, land planning, and development.*

Excellent and Very Combined .....	81%
Extremely Important .....	50%
Very Important .....	31%
Somewhat Important .....	13%
Not Important at All .....	4%
No Opinion .....	2%

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*T24. Town community relations and communication services.*

Excellent and Very Combined .....	63%
Extremely Important .....	24%
Very Important .....	39%
Somewhat Important .....	33%
Not Important at All .....	2%
No Opinion .....	2%

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*T25. Town events, gatherings, concerts, picnics, and holiday celebrations.*

Excellent and Very Combined .....	57%
Extremely Important .....	21%
Very Important .....	36%
Somewhat Important .....	36%
Not Important at All .....	6%
No Opinion .....	1%

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*T26. Services provided by Town Hall Staff such as elections, meeting notifications, and business licensing.*

Excellent and Very Combined .....	63%
Extremely Important .....	22%
Very Important .....	41%
Somewhat Important .....	30%
Not Important at All .....	4%
No Opinion .....	3%

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*T27. Some other town service not mentioned –*

*\*Verbatim responses attached in separate document.*

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*T28. 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.*

*Police, addressing crime and public safety*

<i>Ranked #1 .....</i>	<i>30%</i>
<i>Ranked #2 .....</i>	<i>19%</i>
<i>Ranked #3 .....</i>	<i>11%</i>
<i>Ranked #4 .....</i>	<i>11%</i>
<i>Ranked #5 .....</i>	<i>8%</i>
<i>Ranked #6 .....</i>	<i>5%</i>
<i>Ranked #7 .....</i>	<i>9%</i>
<i>Ranked #8 .....</i>	<i>7%</i>



Public water treatment and water billing services

Ranked #1 .....	11%
Ranked #2 .....	14%
Ranked #3 .....	13%
Ranked #4 .....	14%
Ranked #5 .....	15%
Ranked #6 .....	13%
Ranked #7 .....	14%
Ranked #8 .....	6%

Roadway maintenance, resurfacing, snow plowing, street sweeping

Ranked #1 .....	19%
Ranked #2 .....	20%
Ranked #3 .....	21%
Ranked #4 .....	18%
Ranked #5 .....	11%
Ranked #6 .....	7%
Ranked #7 .....	3%
Ranked #8 .....	1%

Maintenance and upkeep of town parks

Ranked #1 .....	2%
Ranked #2 .....	10%
Ranked #3 .....	14%
Ranked #4 .....	19%
Ranked #5 .....	15%
Ranked #6 .....	19%
Ranked #7 .....	18%
Ranked #8 .....	3%

Supporting the local economy, businesses, and jobs

Ranked #1 .....	7%
Ranked #2 .....	11%
Ranked #3 .....	18%
Ranked #4 .....	13%
Ranked #5 .....	14%
Ranked #6 .....	19%
Ranked #7 .....	14%
Ranked #8 .....	4%





Residential/commercial planning, land planning and development

Ranked #1 .....	17%
Ranked #2 .....	12%
Ranked #3 .....	11%
Ranked #4 .....	9%
Ranked #5 .....	14%
Ranked #6 .....	15%
Ranked #7 .....	13%
Ranked #8 .....	9%

Town events, concerts, picnics, holiday celebrations

Ranked #1 .....	4%
Ranked #2 .....	4%
Ranked #3 .....	4%
Ranked #4 .....	6%
Ranked #5 .....	13%
Ranked #6 .....	10%
Ranked #7 .....	19%
Ranked #8 .....	40%

Renewable water acquisition

Ranked #1 .....	11%
Ranked #2 .....	10%
Ranked #3 .....	8%
Ranked #4 .....	9%
Ranked #5 .....	11%
Ranked #6 .....	11%
Ranked #7 .....	10%
Ranked #8 .....	30%

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***Resident Approval and Disapproval of Town Operations and Services***

*Please indicate your approval or disapproval of the following Town’s operations, job performance, and services:*

*T29. The overall quality of services provided by the Town.*

Total Approve .....	78%
Total Disapprove.....	12%
No Opinion .....	10%
Strongly Approve .....	17%
Somewhat Approve.....	61%
Strongly Disapprove.....	4%
Somewhat Disapprove .....	8%

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*T30. The Town being welcoming and open to resident input and listening to and learning about resident needs and concerns.*

Total Approve .....	64%
Total Disapprove.....	22%
No Opinion .....	14%
Strongly Approve .....	20%
Somewhat Approve.....	44%
Strongly Disapprove.....	8%
Somewhat Disapprove .....	14%

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*T31. The Town being open and transparent in providing information about its operations and plans.*

Total Approve .....	61%
Total Disapprove.....	28%
No Opinion .....	11%
Strongly Approve .....	21%
Somewhat Approve.....	40%
Strongly Disapprove.....	7%
Somewhat Disapprove .....	21%

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*T32. The Town notifying residents of events, meetings, public forums, and activities.*

Total Approve .....	74%
Total Disapprove.....	18%
No Opinion .....	8%
Strongly Approve .....	25%
Somewhat Approve.....	49%
Strongly Disapprove.....	5%
Somewhat Disapprove .....	13%

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*T33. The Town providing residents with adequate access to town staff, trustees and following through when addressing resident grievances and concerns.*

Total Approve .....	52%
Total Disapprove.....	21%
No Opinion .....	27%
Strongly Approve .....	16%
Somewhat Approve.....	36%
Strongly Disapprove.....	9%
Somewhat Disapprove .....	12%

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***Police and Public Safety Questions***

*T34. In the past 12- months, have you contacted the Monument Police Department for a reason that required a personal visit or communication with an officer or someone that works for the department?*

Yes.....	18%
No .....	82%

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*T35. Overall, how satisfied were you with the Police Department’s service and actions in addressing your reasons for contacting them? (Among respondents that had contacted the Police Department, 153n, +/- 7.84% MoE)*

Total Satisfied.....	75%
Total Unsatisfied .....	24%
No Opinion .....	1%
Very Satisfied .....	54%
Somewhat Satisfied .....	21%
Very Unsatisfied.....	12%
Somewhat Unsatisfied.....	12%

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*Please indicate if you approve or disapprove of the following regarding the Monument Police Department:*

*T36. The overall performance of the Monument Police Department.*

Total Approve .....	78%
Total Disapprove.....	7%
No Opinion .....	15%
Strongly Approve .....	45%
Somewhat Approve.....	33%
Strongly Disapprove.....	2%
Somewhat Disapprove .....	5%

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*T37. The visibility and presence of patrol cars in town.*

Total Approve .....	78%
Total Disapprove.....	14%
No Opinion .....	8%
Strongly Approve .....	36%
Somewhat Approve.....	42%
Strongly Disapprove.....	4%
Somewhat Disapprove .....	10%

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*T38. Police coverage and presence during the day.*

Total Approve .....	72%
Total Disapprove.....	13%
No Opinion .....	15%
Strongly Approve .....	32%
Somewhat Approve.....	40%
Strongly Disapprove.....	4%
Somewhat Disapprove .....	9%

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*T39. Police coverage and presence during the night.*

Total Approve .....	58%
Total Disapprove.....	17%
No Opinion .....	25%
Strongly Approve .....	23%
Somewhat Approve.....	35%
Strongly Disapprove.....	5%
Somewhat Disapprove .....	12%

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*T40. Police response times to calls during the day.*

Total Approve .....	32%
Total Disapprove.....	6%
No Opinion .....	62%
Strongly Approve .....	19%
Somewhat Approve.....	13%
Strongly Disapprove.....	3%
Somewhat Disapprove .....	3%

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*T41. Police response times to calls during the night.*

Total Approve .....	30%
Total Disapprove.....	6%
No Opinion .....	64%
Strongly Approve .....	19%
Somewhat Approve.....	11%
Strongly Disapprove.....	3%
Somewhat Disapprove .....	3%

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*T42. Enforcement of traffic regulations.*

Total Approve .....	55%
Total Disapprove.....	21%
No Opinion .....	24%
Strongly Approve .....	22%
Somewhat Approve.....	33%
Strongly Disapprove.....	7%
Somewhat Disapprove .....	14%

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*T43. Enforcement of municipal codes (dogs, reducing party noise).*

Total Approve .....	36%
Total Disapprove.....	19%
No Opinion .....	45%
Strongly Approve .....	12%
Somewhat Approve.....	24%
Strongly Disapprove.....	7%
Somewhat Disapprove .....	12%

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***Questions About the Town Planning Department***

*Please indicate if you approve or disapprove of the following about the Monument Planning Department:*

*T44. The overall performance of the Monument Planning Department.*

Total Approve .....	34%
Total Disapprove.....	38%
No Opinion .....	28%
Strongly Approve .....	5%
Somewhat Approve.....	29%
Strongly Disapprove.....	17%
Somewhat Disapprove .....	21%

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*T45. The department’s construction permit process.*

Total Approve .....	23%
Total Disapprove.....	20%
No Opinion .....	57%
Strongly Approve .....	4%
Somewhat Approve.....	19%
Strongly Disapprove.....	11%
Somewhat Disapprove .....	9%

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*T46. Public notification, access, and input on Town development projects.*

Total Approve .....	36%
Total Disapprove.....	37%
No Opinion .....	27%
Strongly Approve .....	9%
Somewhat Approve.....	27%
Strongly Disapprove.....	18%
Somewhat Disapprove .....	19%

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**Questions About Public Works Department**

T47. Please provide any ideas you may have about how the Town can improve its Parks. Feel free to provide your thoughts about what the Town should prioritize when planning or redesigning parks.

*\*Verbatim responses attached in separate document.*

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T48. In the past 12 months, how many times have you or someone in your household visited a Town park?

1 to 5 .....	32%
6 to 10 .....	18%
11 to 15 .....	9%
16 to 20 .....	7%
More than 20 .....	25%
Never.....	9%

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**Questions About Parks**

Please indicate if you approve or disapprove of the following regarding the Parks Division.

T49. The overall performance of the Parks Division.

Total Approve .....	71%
Total Disapprove.....	9%
No Opinion .....	20%
Strongly Approve .....	21%
Somewhat Approve.....	50%
Strongly Disapprove.....	2%
Somewhat Disapprove .....	7%

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T50. The maintenance and landscaping median, streets, and public areas.

Total Approve .....	74%
Total Disapprove.....	19%
No Opinion .....	7%
Strongly Approve .....	28%
Somewhat Approve.....	46%
Strongly Disapprove.....	6%
Somewhat Disapprove .....	13%





*T51. The maintenance of Monument Lake.*

Total Approve .....	54%
Total Disapprove.....	16%
No Opinion .....	30%
Strongly Approve .....	18%
Somewhat Approve.....	36%
Strongly Disapprove.....	7%
Somewhat Disapprove .....	9%

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*T52. The maintenance and cleanliness of parks on the West side of Monument (Lavelett, Limbach, Dirty Woman Creek, Park Trail Park/New Park)*

Total Approve .....	65%
Total Disapprove.....	10%
No Opinion .....	25%
Strongly Approve .....	20%
Somewhat Approve.....	45%
Strongly Disapprove.....	3%
Somewhat Disapprove .....	7%

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**Streets Division**

*Please indicate if you approve or disapprove of the following regarding the Streets Division.*

*T53. The overall condition of Town roadways and streets.*

Total Approve .....	61%
Total Disapprove.....	37%
No Opinion .....	2%
Strongly Approve .....	17%
Somewhat Approve.....	44%
Strongly Disapprove.....	12%
Somewhat Disapprove .....	25%

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*T54. The regular, year-round maintenance of Town roadways and streets.*

Total Approve .....	68%
Total Disapprove.....	28%
No Opinion .....	4%
Strongly Approve .....	22%
Somewhat Approve.....	46%
Strongly Disapprove.....	9%
Somewhat Disapprove .....	19%

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*T55. Snowplowing and sanding services and street sweeping services.*

Total Approve .....	78%
Total Disapprove.....	20%
No Opinion .....	2%
Strongly Approve .....	33%
Somewhat Approve.....	45%
Strongly Disapprove.....	6%
Somewhat Disapprove .....	14%

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***Water Operations Division***

*Please indicate if you approve or disapprove of the following regarding the Water Division.*

*T56. The overall performance of the Water Division*

Total Approve .....	45%
Total Disapprove.....	21%
No Opinion .....	34%
Strongly Approve .....	12%
Somewhat Approve.....	33%
Strongly Disapprove.....	7%
Somewhat Disapprove .....	14%

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*T57. The management of Town water quality, treatment, and monitoring.*

Total Approve .....	47%
Total Disapprove.....	23%
No Opinion .....	30%
Strongly Approve .....	16%
Somewhat Approve.....	31%
Strongly Disapprove.....	11%
Somewhat Disapprove .....	12%

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*T58. The management of water billing.*

Total Approve .....	43%
Total Disapprove.....	23%
No Opinion .....	34%
Strongly Approve .....	11%
Somewhat Approve.....	32%
Strongly Disapprove.....	11%
Somewhat Disapprove .....	12%

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*T59. The management of water storage locations, capacity, and areas served.*

Total Approve .....	39%
Total Disapprove.....	16%
No Opinion .....	45%
Strongly Approve .....	11%
Somewhat Approve.....	28%
Strongly Disapprove.....	8%
Somewhat Disapprove .....	8%

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**Questions About Town Hall Administration**

*Please indicate if you approve or disapprove of the following services provided by the Town Hall Staff.*

*T60. The overall performance and customer service provided by the Town Hall Staff.*

Total Approve .....	37%
Total Disapprove.....	8%
No Opinion .....	55%
Strongly Approve .....	14%
Somewhat Approve.....	23%
Strongly Disapprove.....	3%
Somewhat Disapprove .....	5%

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*T61. Town Hall Staff management of elections, business licensing, liquor licensing, special event permits, and other services not related to planning and water billing.*

Total Approve .....	37%
Total Disapprove.....	7%
No Opinion .....	56%
Strongly Approve .....	11%
Somewhat Approve.....	26%
Strongly Disapprove.....	3%
Somewhat Disapprove .....	4%

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**Questions About the Town Communication**

*T62. Among the following methods of communication, which do you prefer to receive notifications and information from the Town? Select all that apply.*

Email.....	34%
Text.....	20%
Town Newsletter.....	16%
Postcard or Direct Mail .....	13%
Facebook .....	11%
Instagram .....	3%
Twitter .....	1%
Other .....	2%

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*T63. How often do you visit the Town’s website?*

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

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*T64. How would you rate the ease of finding the information you are looking for? (Among respondents that visit the town website, 619n, +/- 3.77% MoE)*

Very and Somewhat Easy Combined .....	55%
Very Easy .....	12%
Somewhat Easy .....	43%
Not Too Easy.....	16%
Not Easy at All .....	4%
No Opinion .....	25%

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*T65. How would you rate the overall look and feel of the Town’s website? (Among respondents that visit the town website, 619n, +/- 3.77% MoE)*

Excellent .....	10%
Good .....	39%
Fair .....	22%
Poor.....	5%
No Opinion .....	24%

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*T66. How would you rate the ease of providing feedback on the Town’s website? (Among respondents that visit the town website, 619n, +/- 3.77% MoE)*

Excellent .....	5%
Good .....	22%
Fair .....	15%
Poor.....	7%
No Opinion .....	51%

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*Please indicate if you approve or disapprove of the following regarding Town communications.*

*T67. The Town’s overall communication with residents.*

Total Approve .....	58%
Total Disapprove.....	23%
No Opinion .....	19%
Strongly Approve .....	13%
Somewhat Approve.....	45%
Strongly Disapprove.....	5%
Somewhat Disapprove .....	18%

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*T68. Virtual interaction for Town meetings.*

Total Approve .....	27%
Total Disapprove.....	14%
No Opinion .....	59%
Strongly Approve .....	7%
Somewhat Approve.....	20%
Strongly Disapprove.....	7%
Somewhat Disapprove .....	7%

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*T69. The Town’s emergency communications with residents.*

Total Approve .....	45%
Total Disapprove.....	12%
No Opinion .....	43%
Strongly Approve .....	13%
Somewhat Approve.....	32%
Strongly Disapprove.....	5%
Somewhat Disapprove .....	7%

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**Custom Questions**

*C1. 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.”*

Total Agree .....	42%
Total Disagree.....	52%
No Opinion .....	6%
Strongly Agree.....	11%
Somewhat Agree .....	31%
Strongly Disagree.....	23%
Somewhat Disagree .....	29%

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**Demographic Questions**

*The following questions are for statistical purposes only.*

*D1. How long have you lived in Monument?*

Less than a Year .....	11%
1 to 5 Years.....	38%
6 to 10 Years.....	18%
11 to 15 Years.....	11%
16 to 20 Years.....	11%
More than 20 Years.....	11%

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*D2. Do you rent or own your home?*

Own .....	92%
Rent.....	8%

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*D3. Are you:*

Female.....	51%
Male .....	49%
You Identify Differently.....	0%

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*D4. Are you between the ages of:*

18-24 .....	13%
25-29 .....	7%
30-39 .....	15%
40-49 .....	20%
50-54 .....	11%
55-64 .....	18%
65-74 .....	10%
75 or Older .....	6%

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*D5. Is there anyone living in your household that is 17 or younger?*

No .....	53%
Yes.....	47%

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*D6. Which race or ethnicity do you most identify with?*

White.....	82%
Hispanic, Latino, Latina, LatinX.....	10%
Asian or Asian American.....	2%
Black or African American .....	1%
Other Race or Ethnicity .....	5%

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**Survey Data Collection Methodology**

This survey was conducted by sending an MMS text message to approximately 4,000 residents in the town of Monument, CO. Data collection also included sending an email to the town’s email list. The survey response data was weighted to reflect the demographics of the town of Monument.

The interviews were conducted from April 20<sup>th</sup> to 28<sup>th</sup>, 2021. This survey has a margin of error of +/- 3.17% at the 95 percent confidence interval. Any questions regarding the survey findings or methodology should be directed to David Flaherty or Courtney Sievers. They can be reached by phone at 303-861-8585 or by email at [DFlaherty@magellanstrategies.com](mailto:DFlaherty@magellanstrategies.com) or [CSievers@magellanstrategies.com](mailto:CSievers@magellanstrategies.com).

