



Comprehensive Plan

On-line Community Survey Results 2021

Objectives & Methodology

Research Objectives

- To use community input to help guide the town with its update of the Town of Dillon's Comprehensive Plan to ensure that it embodies the goals and visions of the community.
- Input was be gathered to help establish town policies, delivery of services, to determine growth and development criteria for both short and long-range needs, and to provide for the natural as well as built environments.

Research Methodology

- An on-line survey was created to align with the research objectives. It was then programmed into SurveyMonkey and tested to ensure accuracy and quality.
- The survey was distributed through various channels including e-mail, QR Code, Town of Dillon website, and social media channels starting on 10-22-2021.
- To help with sample sizes, an incentive to win a \$100 gift card was offered to respondents.
- Data collection ended on 11-07-2021.
- A total of 279 responses were collected.
- Results were analyzed using Excel & SPSS then graphically presented in PowerPoint.

Key Findings

- Respondents feel that the town's location on Lake Dillon is a primary influence on the character and uniqueness of the community.
- Two-thirds of respondents feel it is very important for the town to focus on the waterfront area in order to try and improve the community for locals as well as visitors.
- Focusing on the infrastructure of the Marina area should be a priority. The addition of a year round lakeside dining area should also be considered.
- To help promote community values, respondents feel that the town should focus on the walkability and connectivity. Focusing on the walkability of the town core should be a priority.
- Over one-half of respondents feel transportation options to Frisco as well as local ski areas could be beneficial.
- A majority of respondents stated that they would pay \$4 to \$6 for a micro-transit option from town to town and the local ski areas.
- Respondents feel a lack of ride-share services and parking in the town are both areas where there could be more availability.
- Respondents generally feel the town needs more dining, shopping, and low income housing; and they are most in support of restaurant development.
- To address the housing shortage, respondents are most in support of the town partnering with developers to build rentals for persons working 30+ hours/week in Summit County.



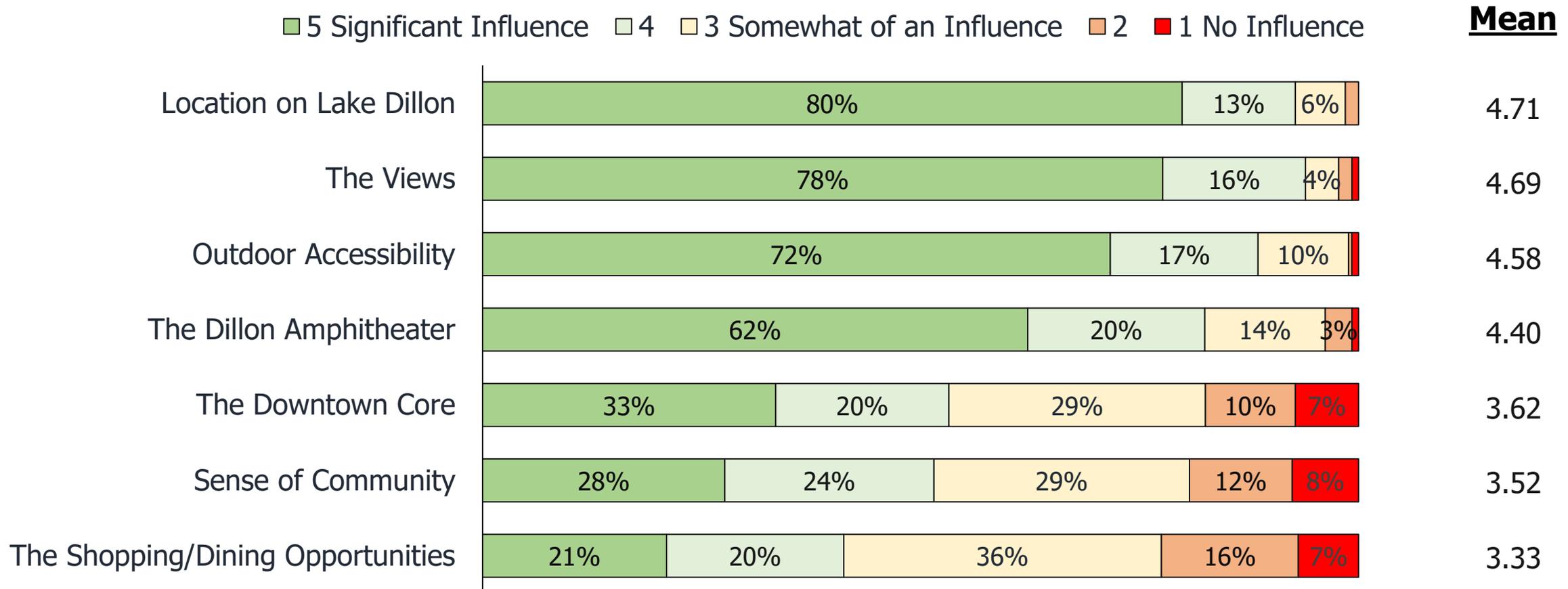
Community Sentiment Comments



Town Attributes and Areas of Focus

Attributes that Influence the Character/ Uniqueness of the Town

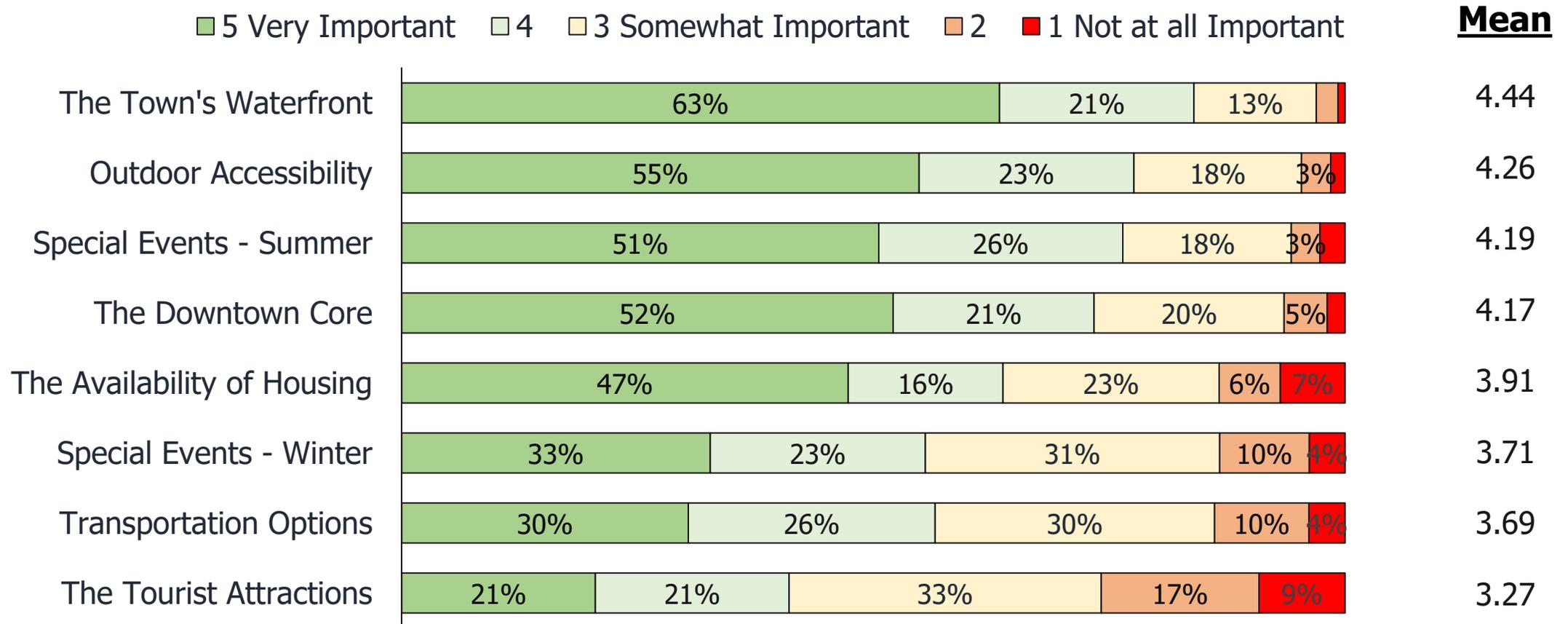
- The towns location on Lake Dillon is a significant influence on the character and uniqueness of the community.



On a scale of 1 (No Influence) to 5 (Significant Influence), please rate how these attributes of the Town of Dillon influence the character/uniqueness of the community:

Attributes to Focus On

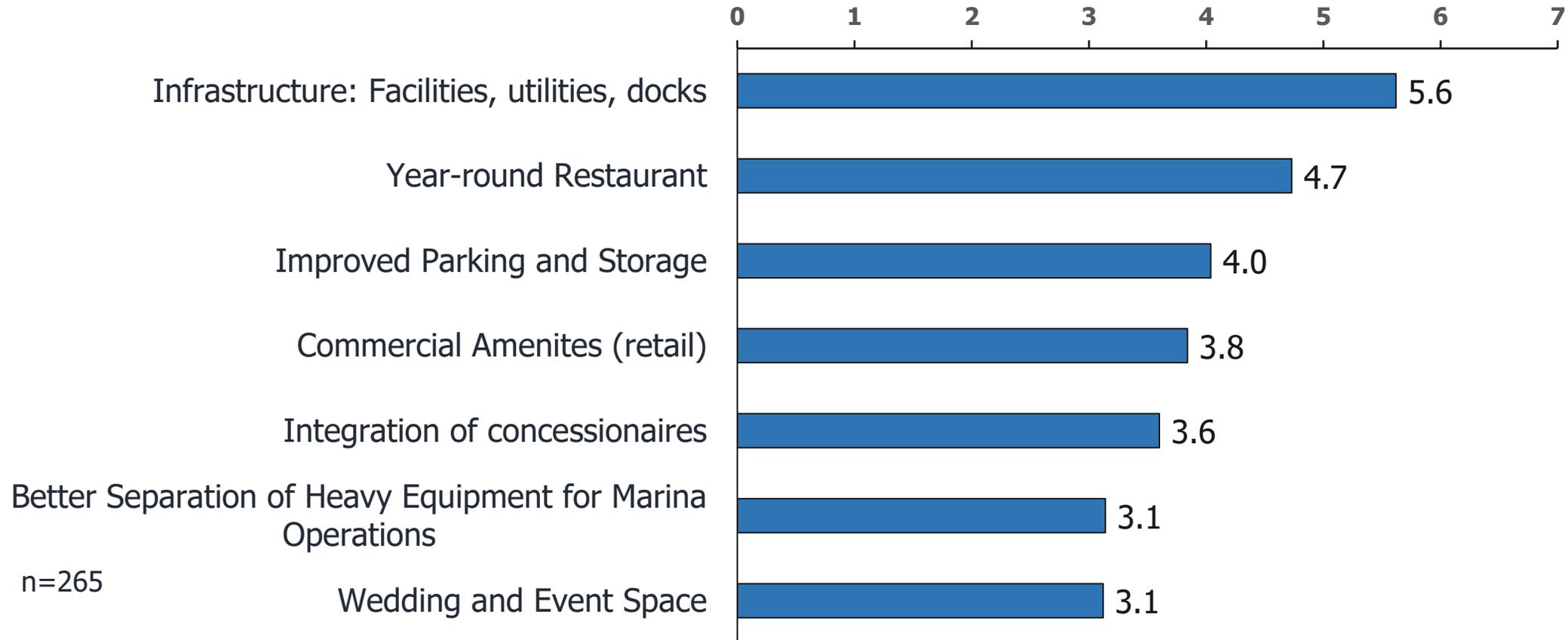
- Nearly two-thirds of respondents feel it is very important to focus on the town's waterfront area to help improve the community for locals and visitors.



Using a scale of 1 (Not at all Important) to 5 (Very Important), please rate how important it is for the Town of Dillon to focus on the following attributes in order to become a better community for locals and visitors alike:

Marina Master Plan

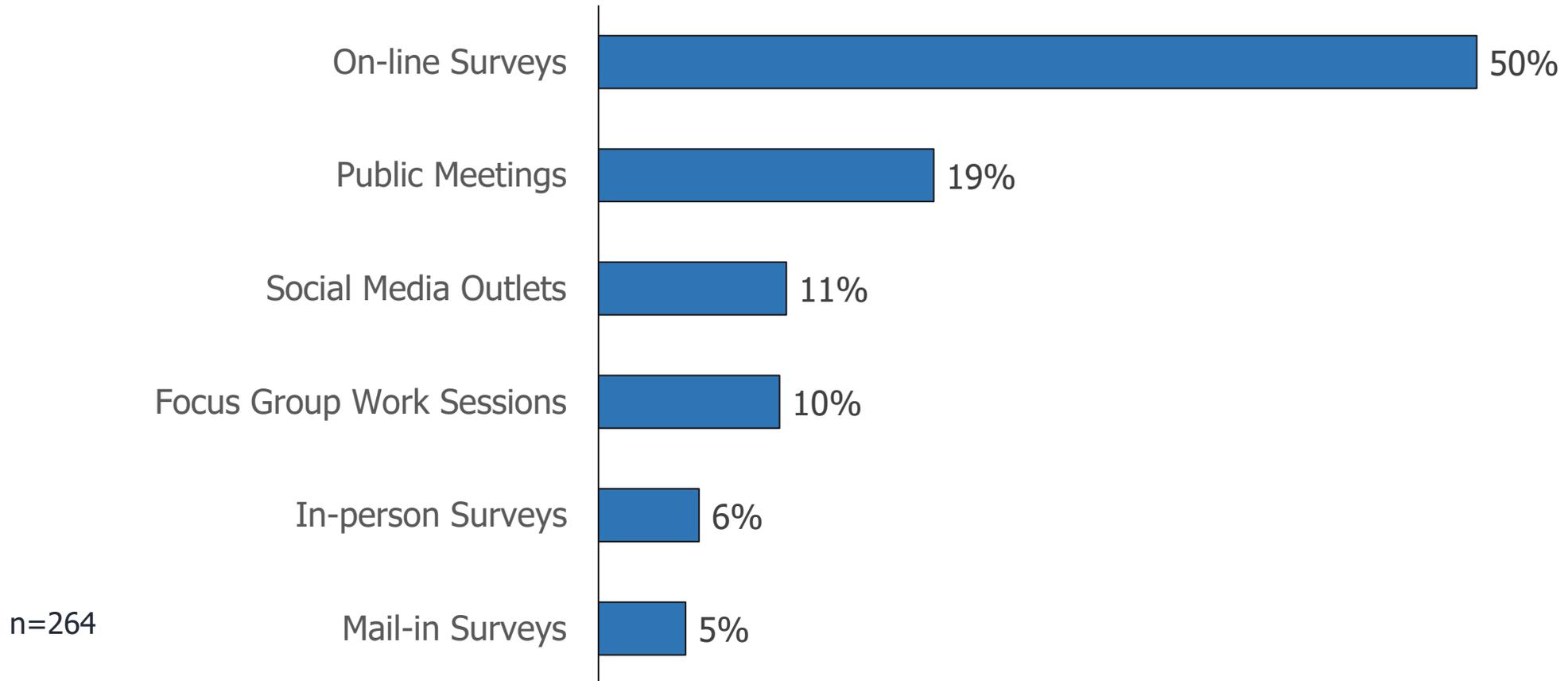
- Respondents felt that focusing on the infrastructure of the Marina area should be a priority.
- The addition of some type of year round lakeside dining area should also be considered a priority.



The Marina Master Plan focuses on guest experience, flow, operational improvements, and providing a wider range of experiences. Based on these goals, please prioritize the importance of each item below: (1 is the most important and 7 is least important)

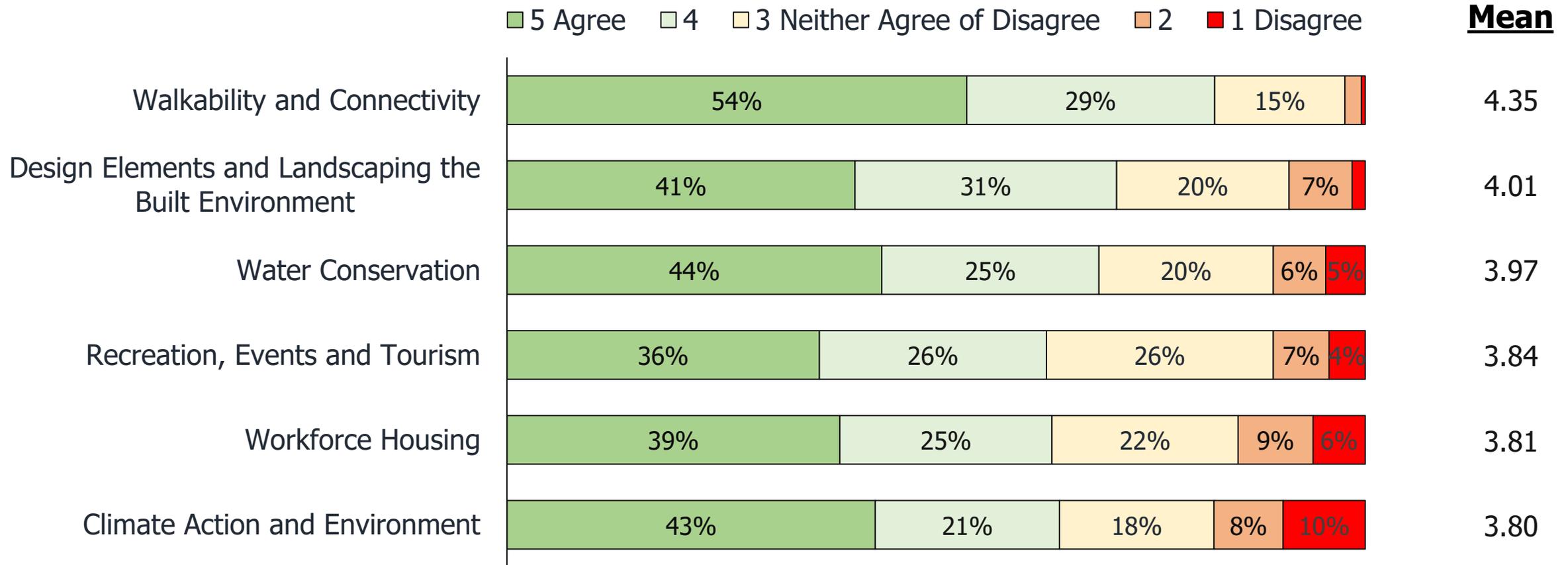
Gauging Public Sentiment

- One-half of respondents stated that on-line surveys are the best way to gauge community sentiment.



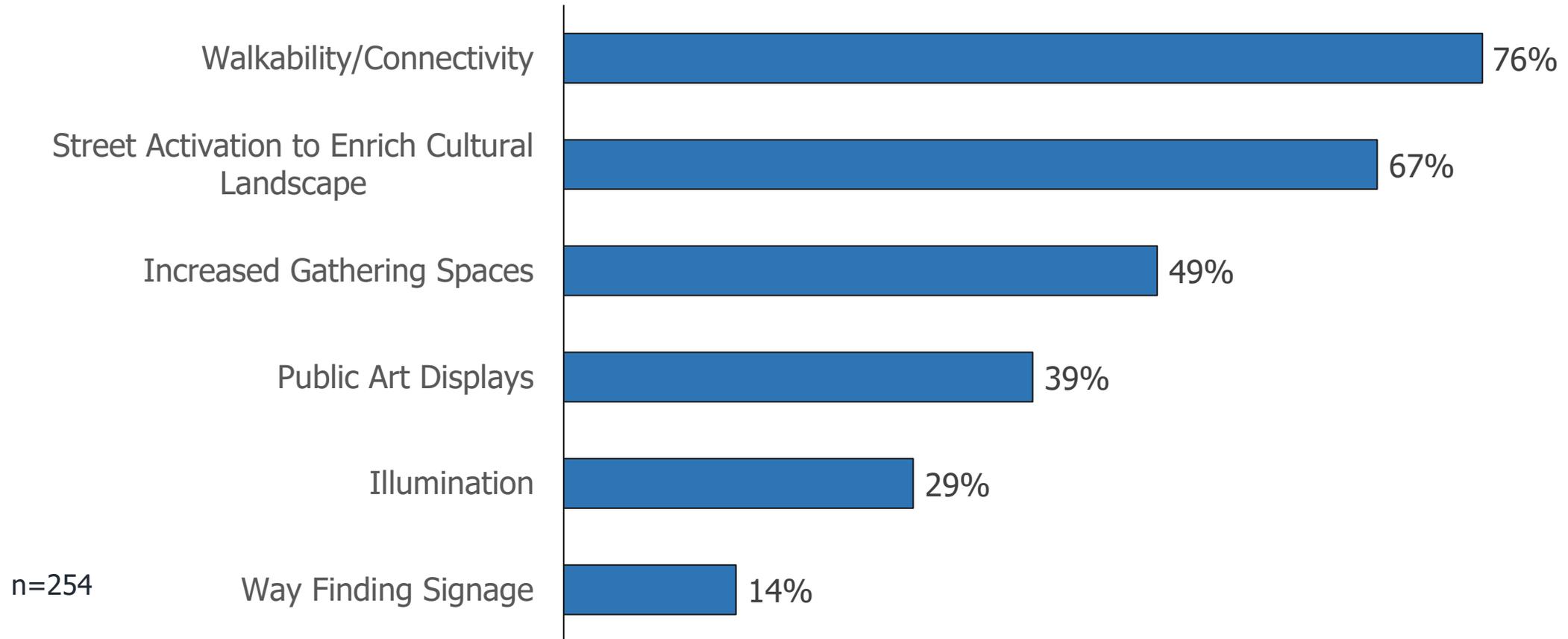
Areas to Focus On to Promote Broad Community Values

- Respondents feel that focusing on the towns walkability and connectivity will help promote community values.



Town Center Possible Areas of Focus (multiple response)

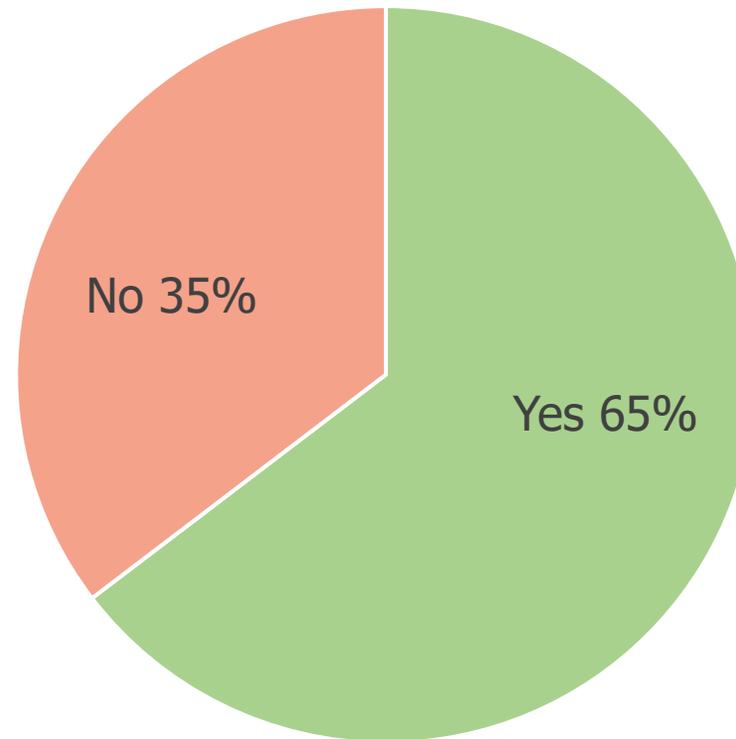
- Three-fourths of respondents stated that focusing on walkability and connectivity of the town center will make it more inviting to locals and visitors.



What elements might the Town consider to assist with making the Town Center feel more vibrant and inviting to residents and visitors of the Town: (check all that apply)

Tax Revenues to Recruit More Businesses to the Town Core

- Two-thirds of respondents feel that the town should use tax revenues to recruit businesses to the town center.



n=260

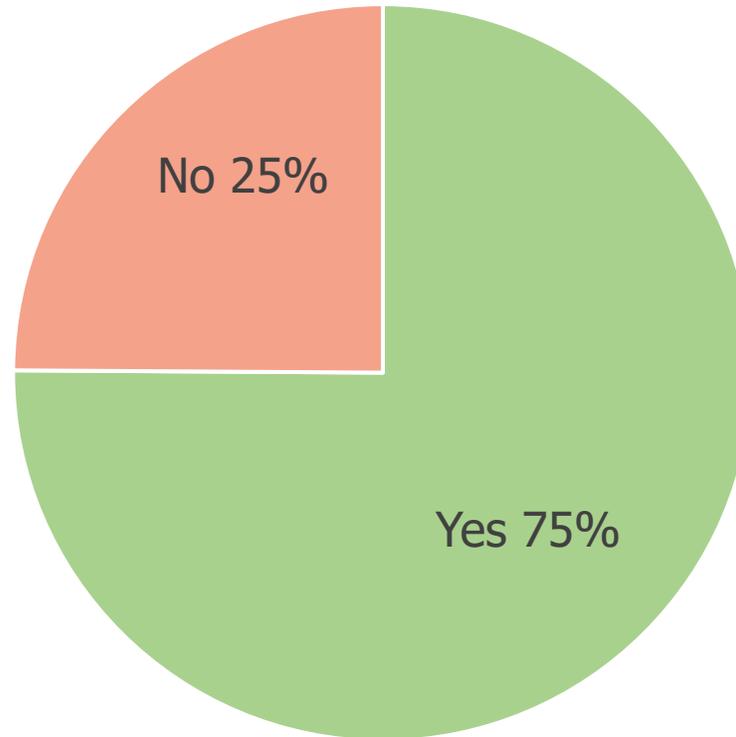
Should the Town of Dillon use tax revenues to actively recruit more businesses to the Town Center through marketing, incentives, or Code changes?



Town Walkability & Transportation

Town of Dillon Walkability

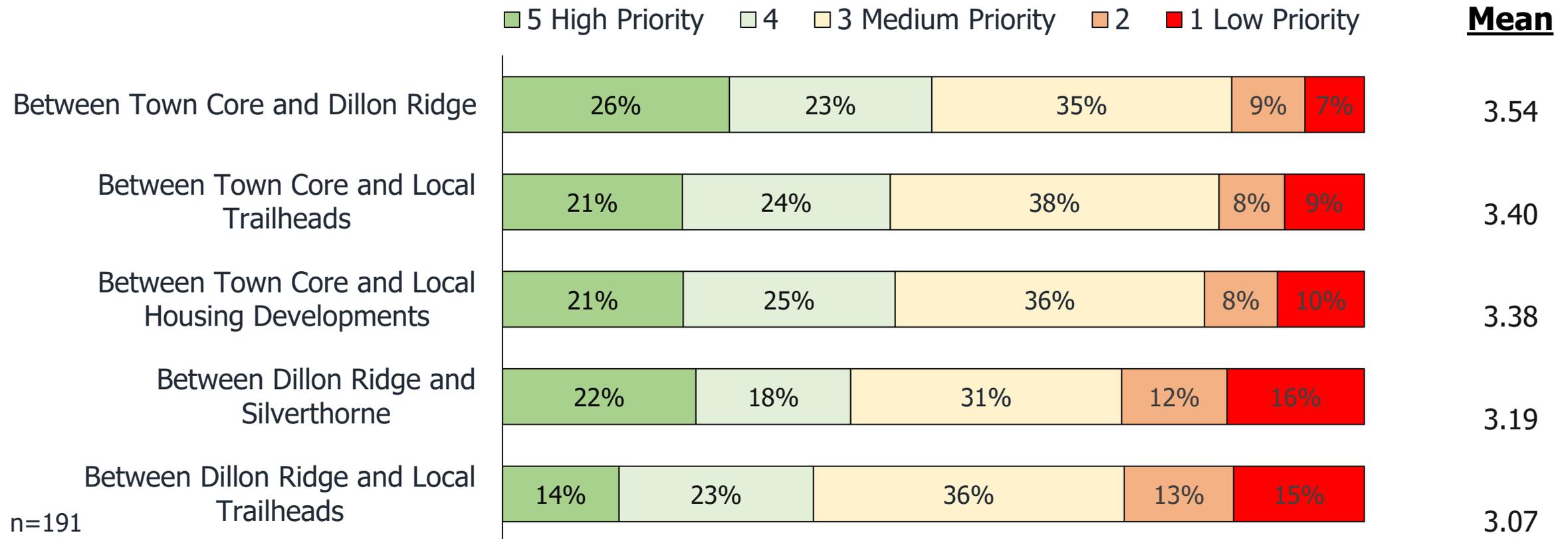
- Three-fourths of respondents feel the Town of Dillon is walkable.



n=261

Areas of Town to Prioritize to Improve Walkability/Connectivity

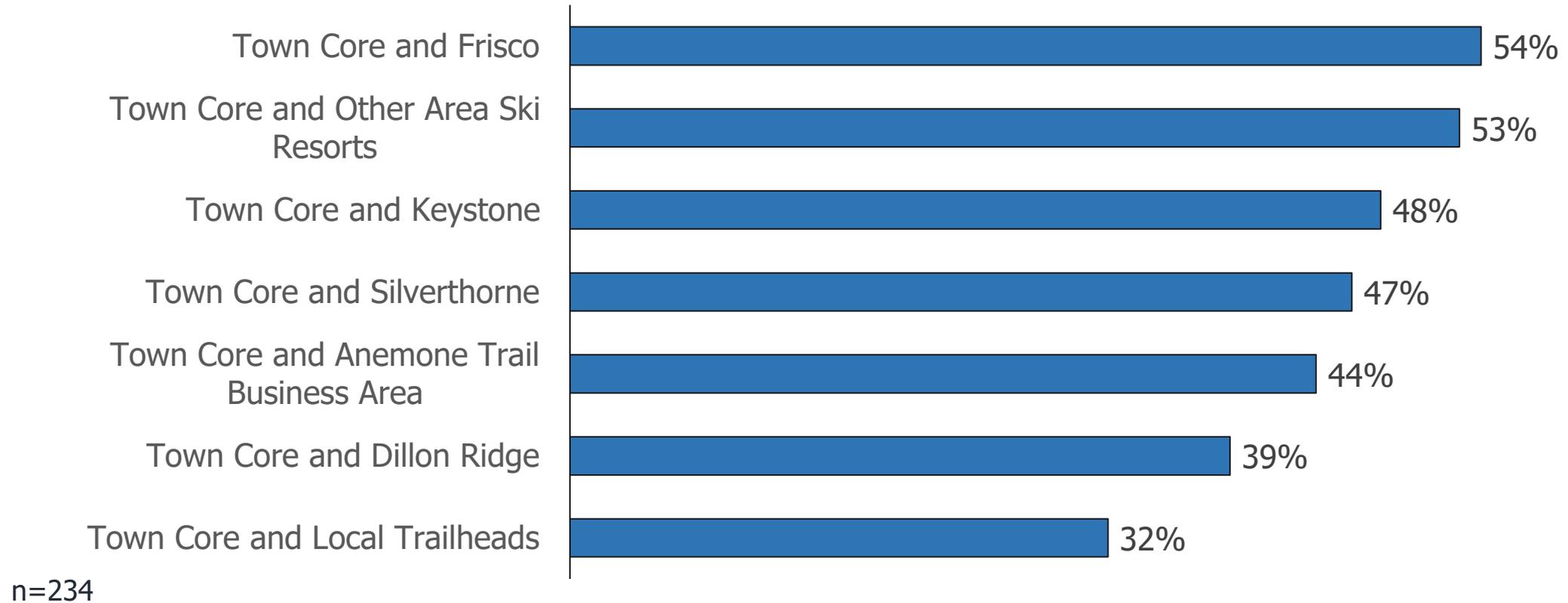
- Nearly one-half of respondents feel improving the connectivity of the town core and Dillon Ridge is a higher priority.



Using a scale of 1 (Low Priority) to 5 (High Priority), please tell us what areas of town you feel the town council should prioritize to improve walkability/connectivity:

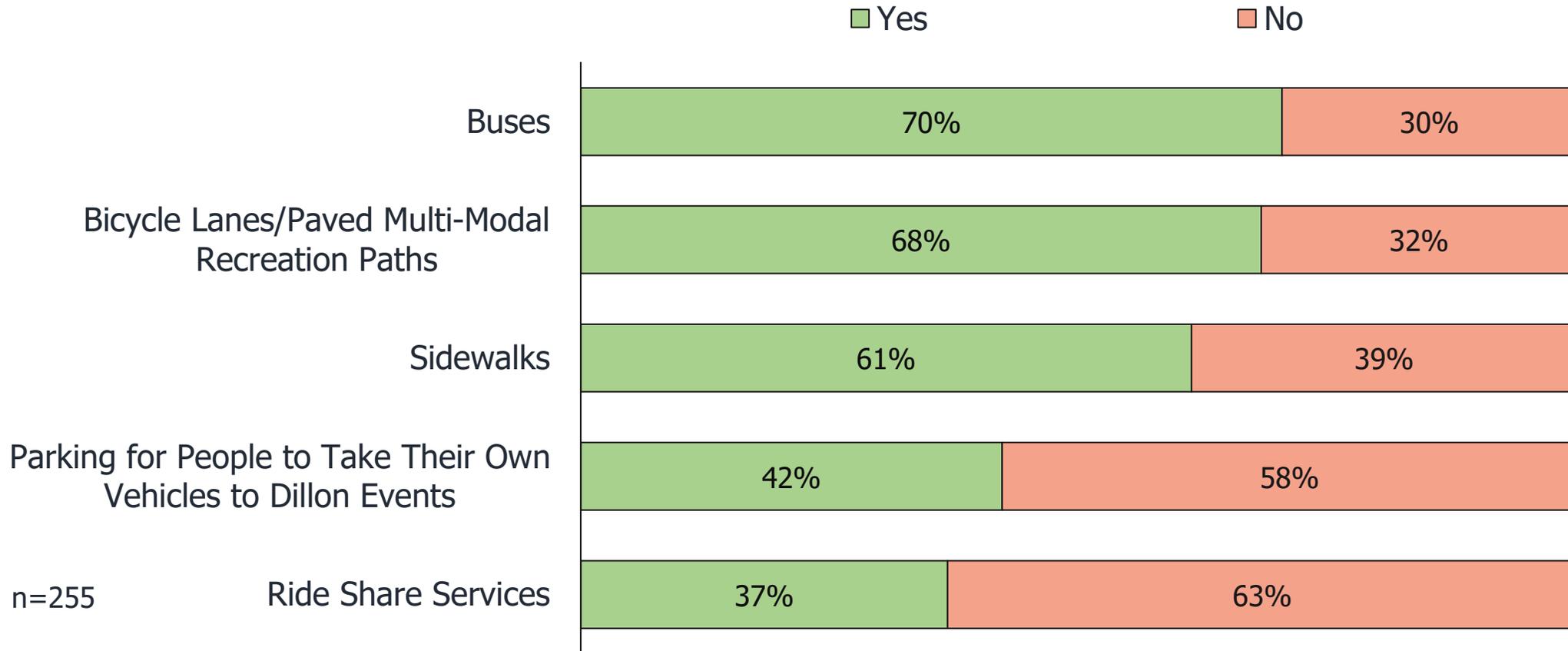
Transportation Between Various County Locations (multiple response)

- Over one-half of respondents feel that transportation to Frisco as well as local ski areas could be beneficial.



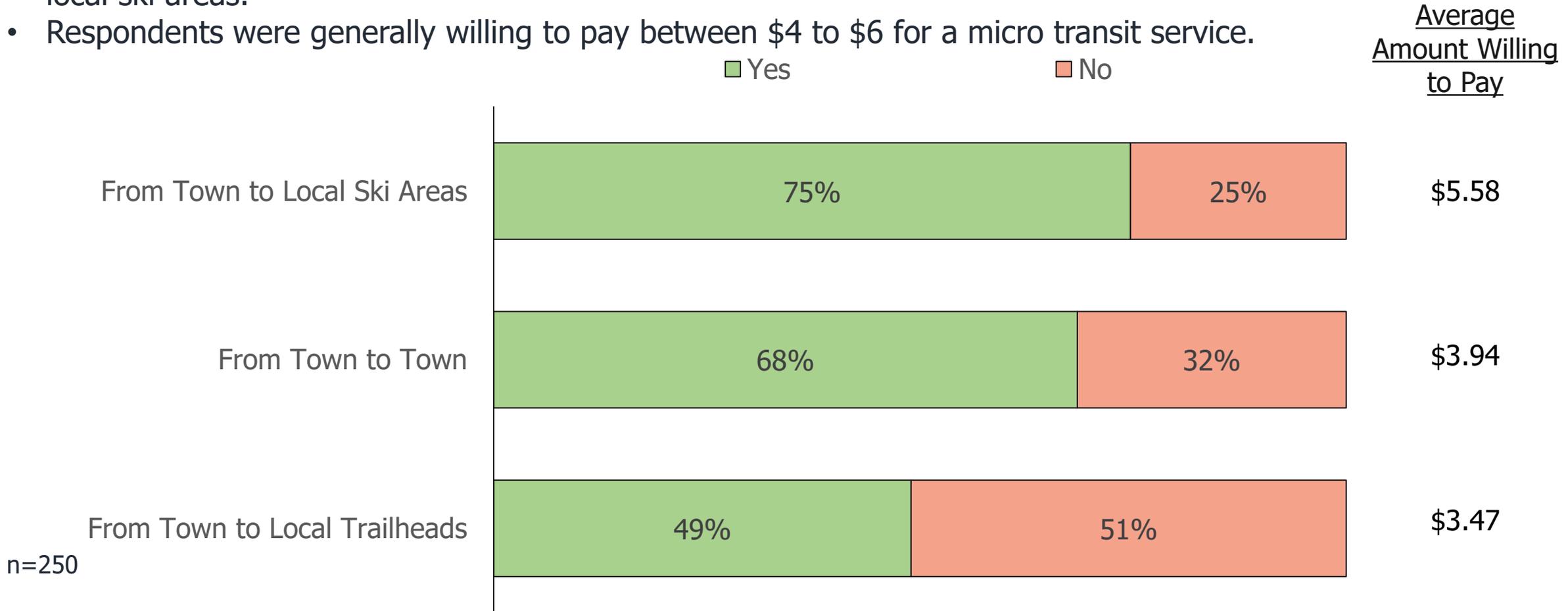
Availability of Transportation Options

- Lack of ride-share services and parking in the town are both areas where there could be more options.



Private Shuttle Service Consideration/How Much Willing to Pay

- Three-fourths of respondents would consider using a paid micro transit service to get to the local ski areas.
- Respondents were generally willing to pay between \$4 to \$6 for a micro transit service.



*If a private shuttle(micro-transit) service were introduced into the community, would you consider using it for transportation:
How much would you be willing to pay for each service:*

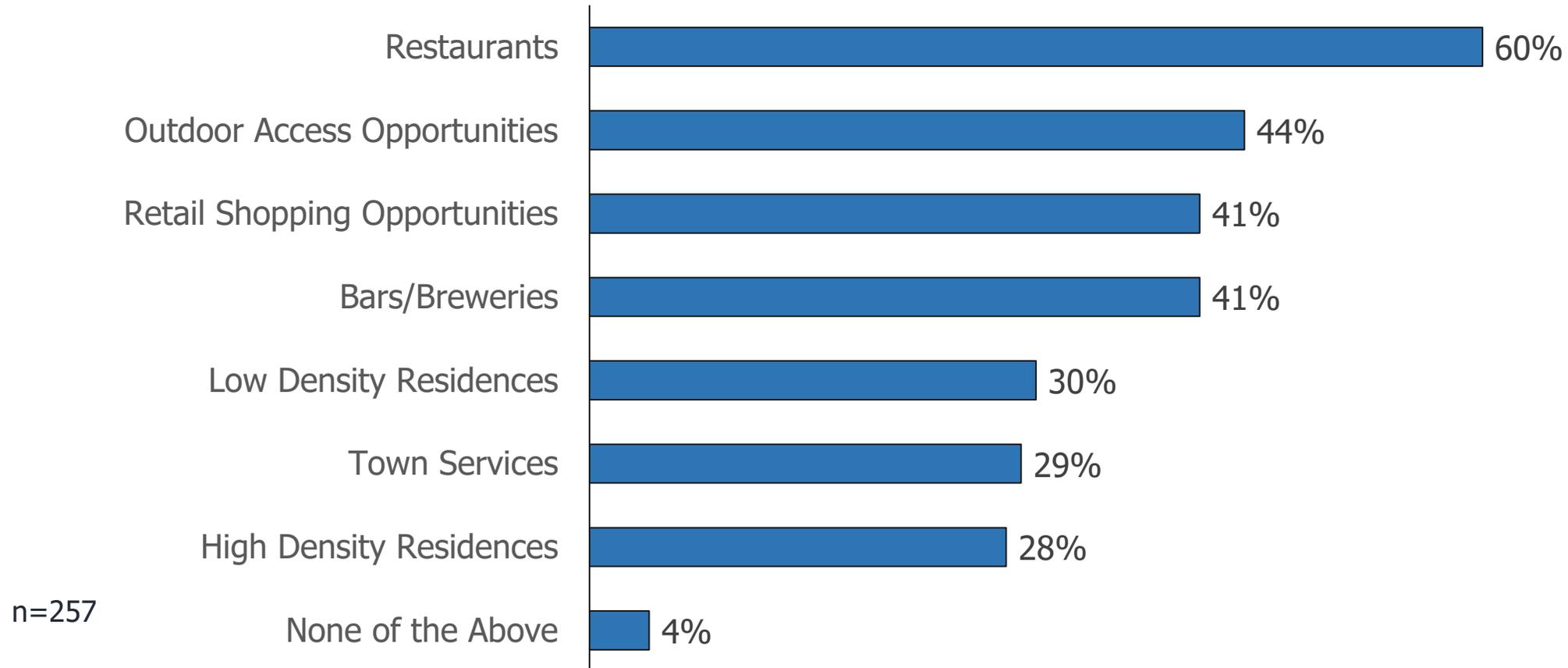
Amount of Town Attributes

- Respondents feel that the town could use more shopping and restaurants.
- Low income housing is also an area of need.

Town Attribute	Too Few	The Right Amount	Too Many
Retail Shopping Opportunities	56%	38%	6%
Restaurants	67%	33%	0%
Bars/Breweries	41%	56%	3%
Low Income Housing Units	64%	31%	5%
Low Density Residences (Houses)	33%	58%	7%
High Density Residences (Condos/Apartments)	22%	49%	29%
Hotels/Motels	17%	65%	17%
Town Services	36%	61%	3%
Outdoor Access Opportunities	17%	80%	3%
Waterfront Activities	31%	66%	3%
Summer Activities	25%	66%	9%
Winter Activities	43%	55%	2%
Open Space/Parks	30%	68%	1%

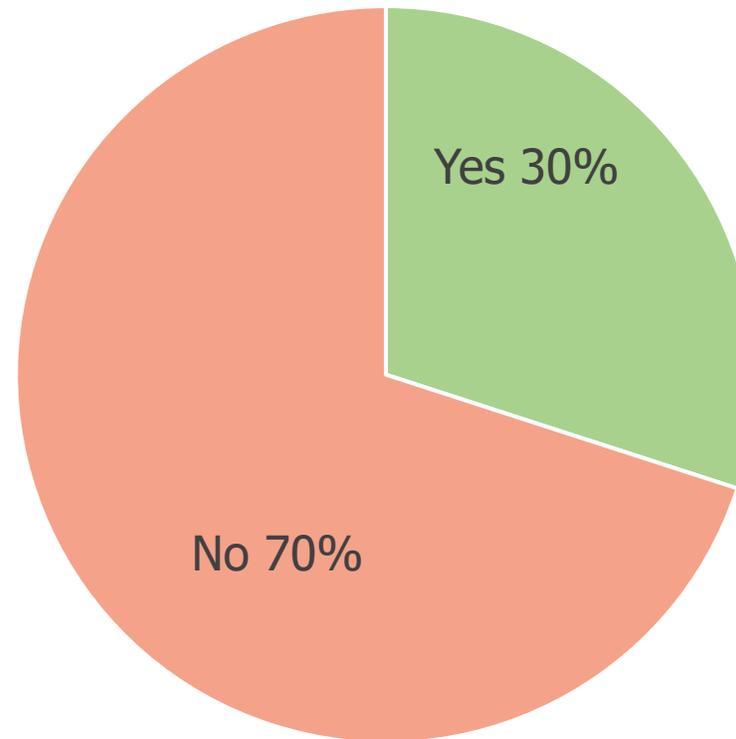
Support Additional Development of Town Attributes (multiple response)

- Respondents are most in support of additional restaurant development.



Willingness to Pay Increased Taxes to Cover the Cost of Town Services and Amenities

- Over two-thirds of respondents would not be willing to pay increased taxes (small sample size) .

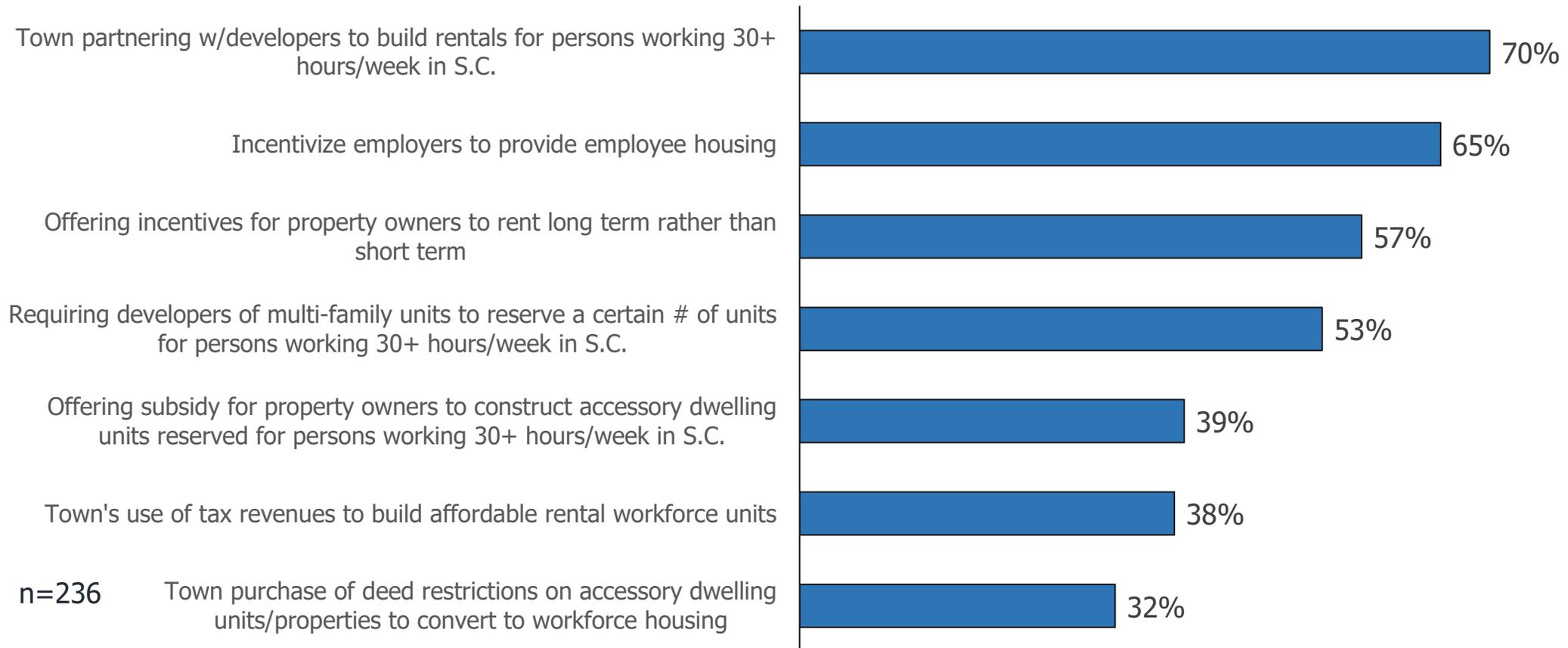


n=10

If you want no additional development in Dillon, would you be willing to pay higher taxes / fees to cover the cost of services and amenities provided by the Town?

What Measures Would You Support to Address Workforce Housing Shortage_(multiple response)

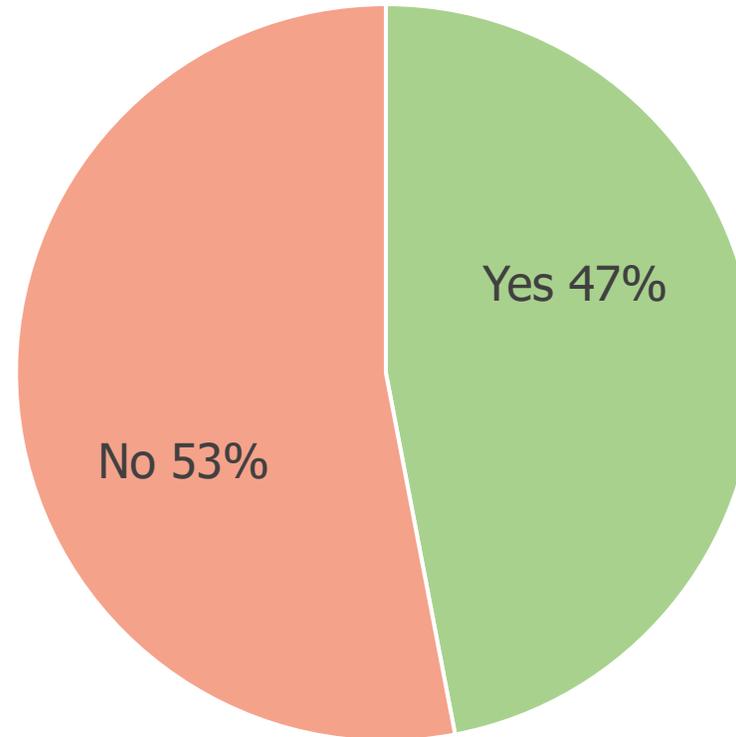
- There are a number of measures that respondents would favor to address workforce housing.



According to the 2020 Summit County Housing Needs Update 2019/20, Summit County has a shortage of workforce and affordable housing. Which of these measures would you support in addressing the shortage? (choose all that apply)

Awareness of a Possible Workforce Housing Complex on C.R. 52

- Nearly one-half of respondents were aware of a possible workforce housing complex.



n=249

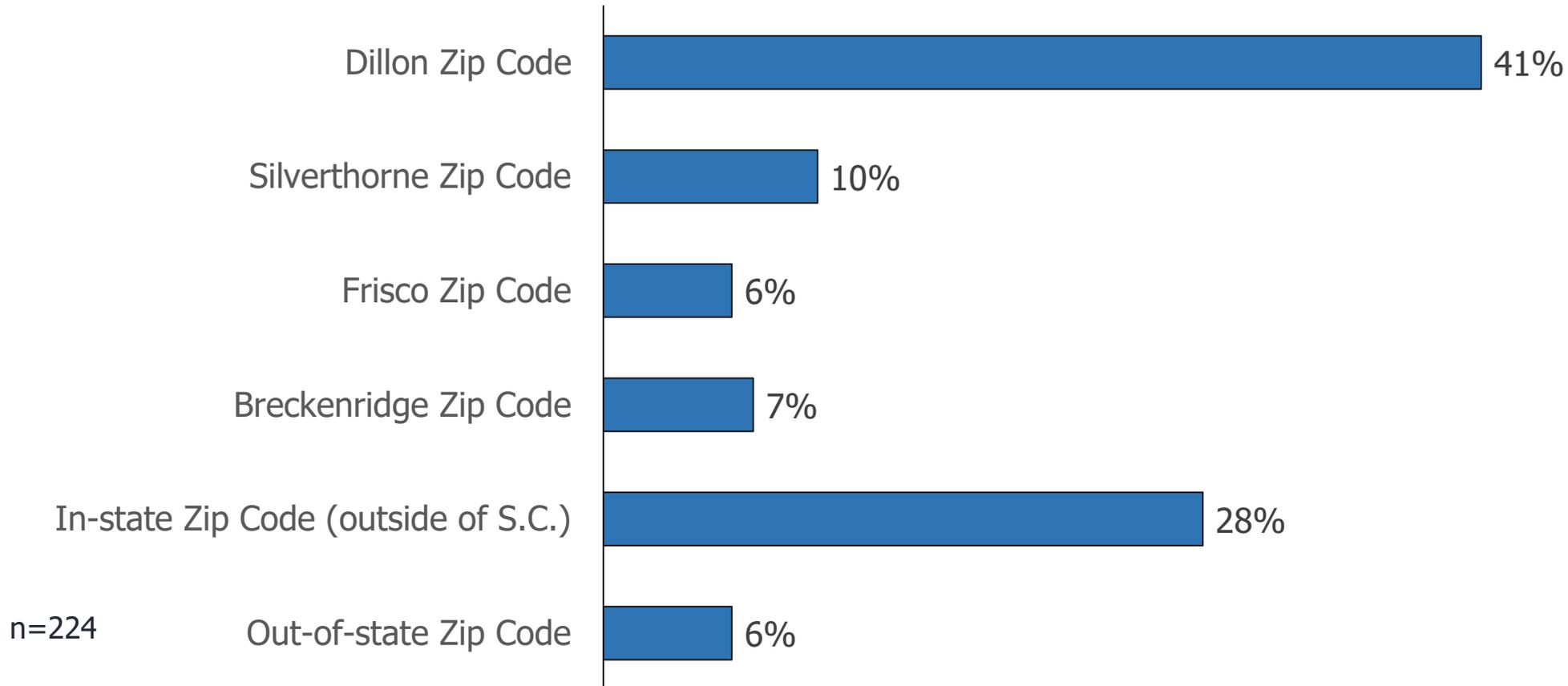
Are you aware that an idea for a workforce housing complex (for rent/apartment) is being explored on county road 51 (US Forrest Service land adjacent to the water tower)?



Respondent Demographics

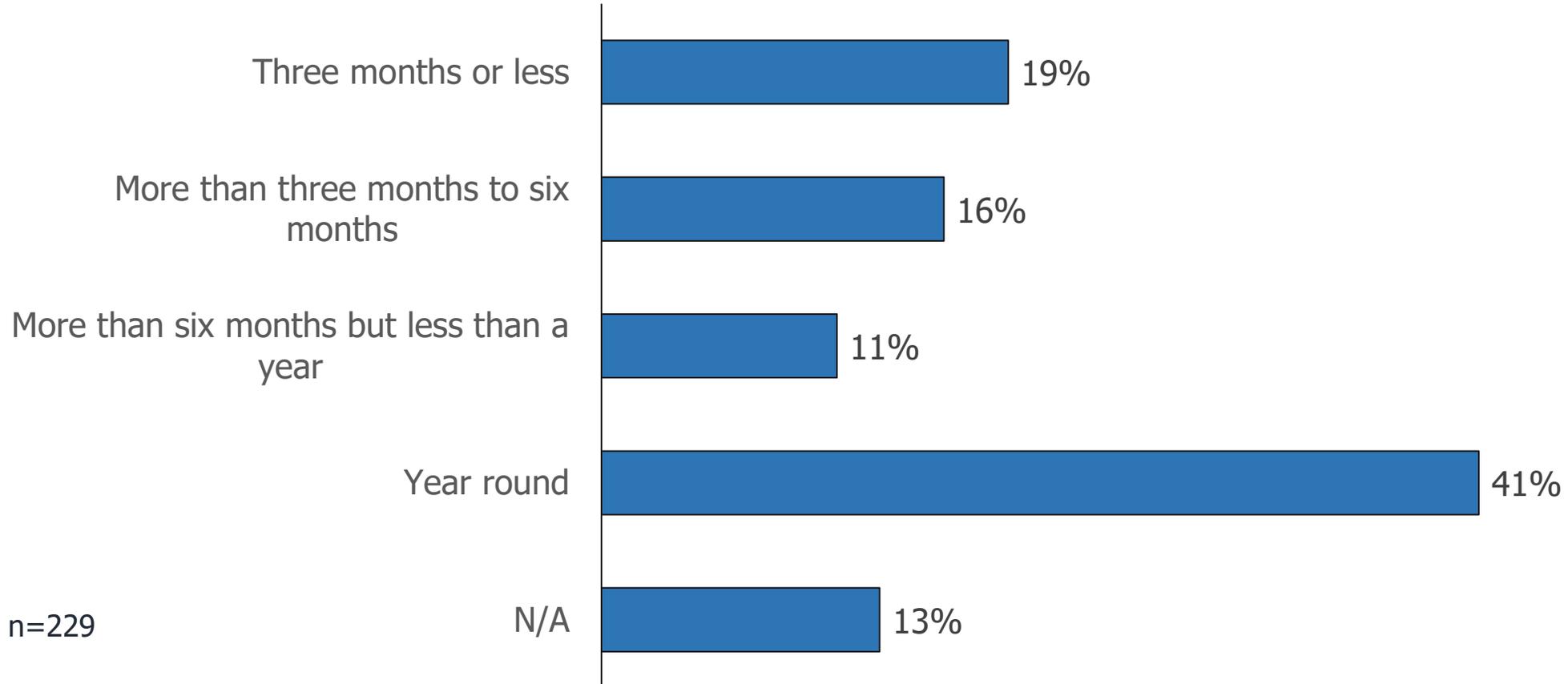
Residence by Zipcode

- Over 40% of respondents primary residence is in the 80435 zip code.



Town of Dillon Residence

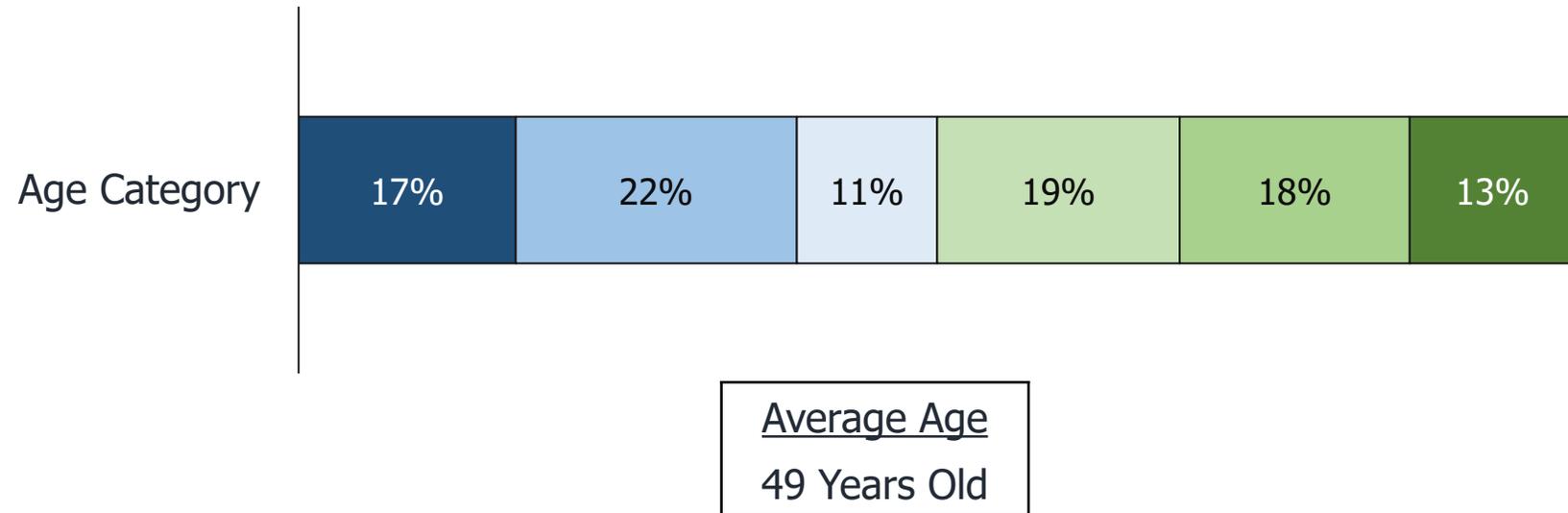
- Over one-half of respondents spend more than 6 months a year at their Dillon residence.



Age Category

- Respondents between the ages of 31 to 40 have the highest representation of any group.
- The average age of respondents is 49 years old.

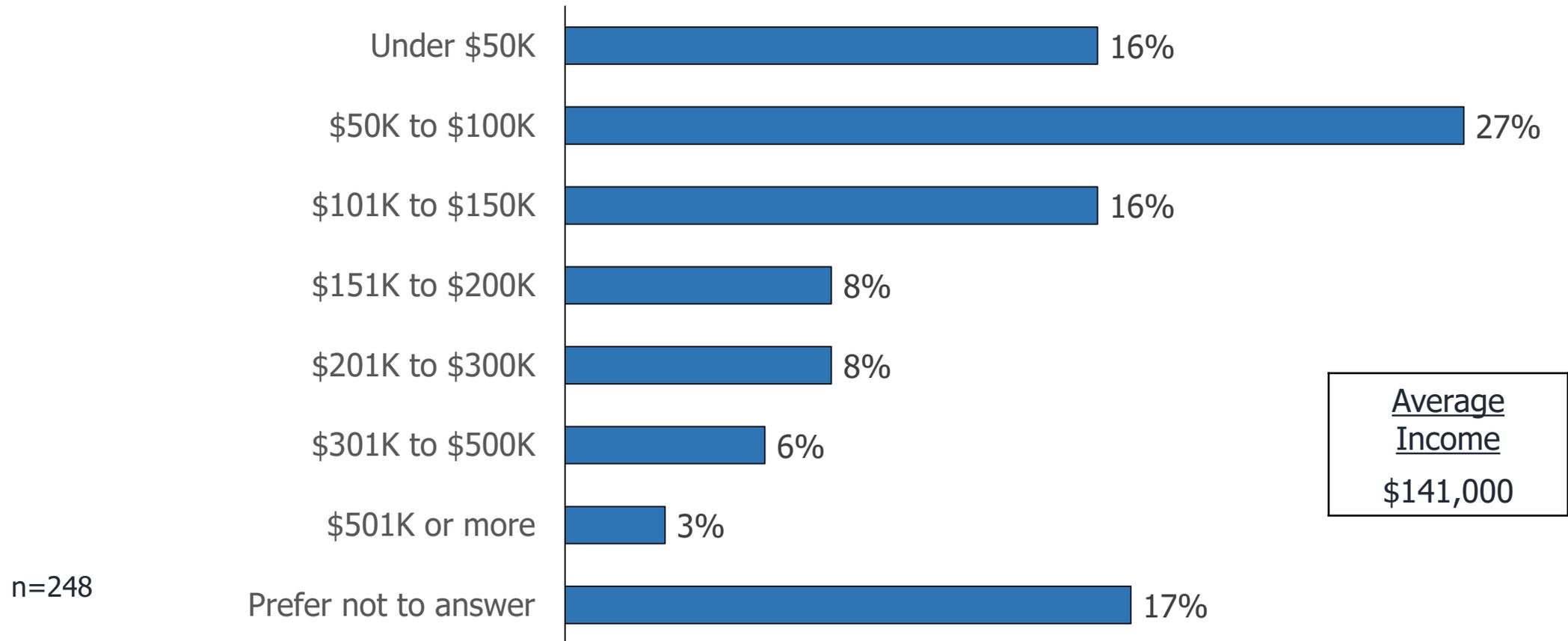
- Under 21
- 21 to 30
- 31 to 40
- 41 to 50
- 51 to 60
- 61 to 70
- 71 and over



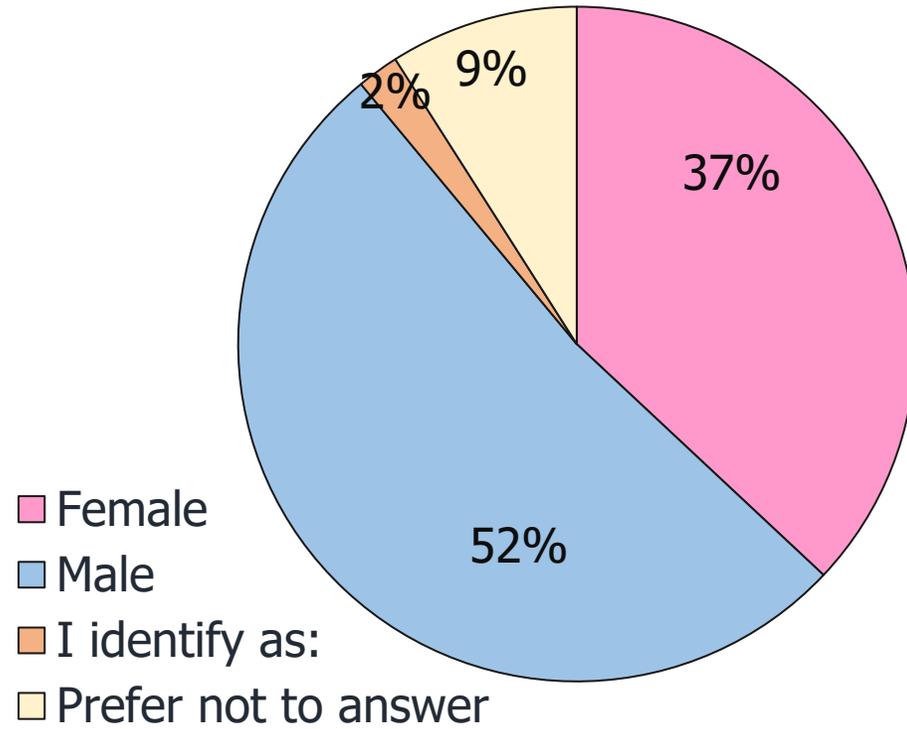
n=239

Income Category

- A conservative estimate of respondent household annual income is \$141,000.



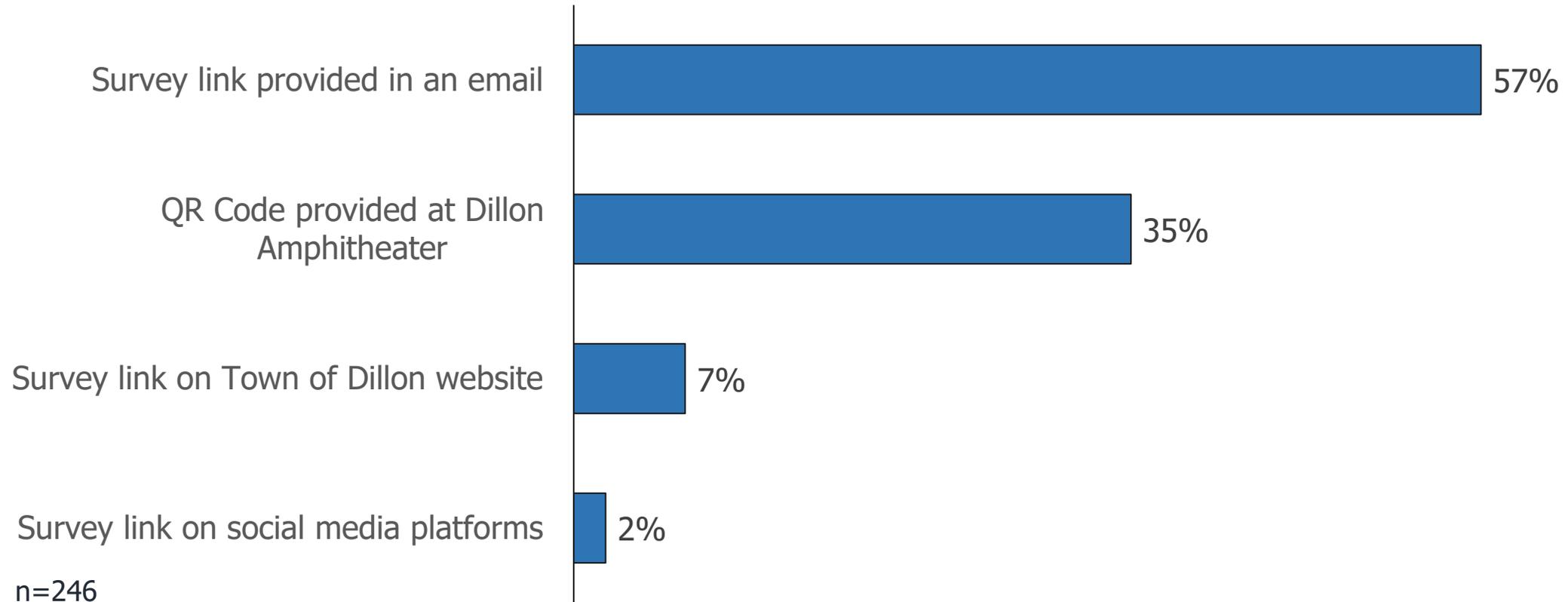
Gender Observation



n=240

Respondent Survey Instrument Tool

- More than one-half of respondents participated in the survey via a link provided in an email.





Appendix

Survey Instrument

- **Double click on the icon to view the on-line questionnaire.**
 - Question order and layout
 - Skip patterns
 - Full question and response language



Dillon Community
Survey

Thank You!!!

For additional information please contact:

Doug Westenskow
dougw@alpineinsights.com
www.alpineinsights.com