

**CHERRY HILLS VILLAGE
COLORADO**

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ITEM: Study Session

MEMORANDUM

TO: HONORABLE MAYOR TISDALE AND MEMBERS OF THE CITY COUNCIL
FROM: JAY GOLDIE, DEPUTY CITY MANAGER/DIRECTOR OF PUBLIC WORKS
SUBJECT: PUBLIC WORKS FACILITY REVIEW SURVEY
DATE: OCTOBER 15, 2013

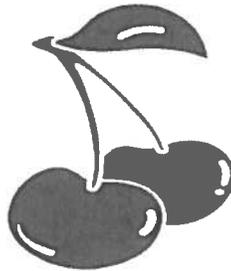
In August, Norris Design mailed a postcard to Cherry Hills Village residents inviting them to participate in a community survey regarding the Public Works facility location. The survey included the option of improving the current site, relocating the entire facility, or relocating a portion of the Public Works operations. The survey was conducted by Pioneer Marketing Research, an independent research firm to insure that responses remain anonymous and confidential.

Norris Design will review the results of the survey and give an update to City Council on the current status of the study. A final report of the survey is attached for your review.

2013 Public Works Survey

Final Report

Prepared for:



City of Cherry Hills Village
In Association with Norris Design
Village Center
2450 E. Quincy Avenue
Cherry Hills Village, CO 80113

By:



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September 20, 2013



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1. INTRODUCTION

This final report presents the results of the *2013 Cherry Hills Village Public Works Survey* conducted by Pioneer Marketing Research through Norris Design. The methodology consisted of a web-based survey with postcard invitations. A total of 2,447 postcards were mailed -- reaching nearly every household in Cherry Hills Village. The web address for the survey was hosted on the Cherry Hills Village website (www.cherryhillsvillage.com) which had a link to access the survey.

The results of this final report are based upon data from a total of 189 Cherry Hills Village residents. The overall response rate of 8% is typical for surveys of this nature: a non-headline issue in an upscale community. The maximum statistical error for all study results is $\pm 7.1\%$ at the 95% confidence level. However, because of the relatively high levels of agreement among study respondents for a number of issues, the average statistical error for all questions is $\pm 6.5\%$ -- more than sufficient for directional research of this nature.

Rating scales are employed throughout the report. Almost all scales are 5-point measures from 1 = the lowest rating to 5 = the highest rating. Also, because of rounding, the percentages in some charts may not add up to exactly 100%.

A complete, categorized file of all verbatim comments is included in Appendix A. Reviewing these comments will provide the reader with a unique perspective on the views of Cherry Hills Village residents concerning relocating the Public Works facility and other issues of interest to citizens.

Pioneer would like to express our sincere gratitude to Leslie Lee of Norris Design for her valuable contributions during the entire research process. We appreciate this opportunity to be of service to the City of Cherry Hills Village. We stand ready to provide any additional assistance that may be needed on this or future research projects.

Charles L. Montgomery, Ph.D.
Pioneer Marketing Research
September 2013



2. SUMMARY

Our analysis of study data indicates that as a whole, residents of Cherry Hills Village would prefer for the Public Works Facility to remain in its current location.

The key findings of the *Cherry Hills Village Public Works Survey* can be summarized as follows:

- Current Cherry Hills Village residents are generally satisfied with the services provided by the Public Works Department.
- Relatively few residents are dissatisfied with the current Public Works facility. A substantial majority were either satisfied or had a neutral opinion of the current facility.
- Significantly more Cherry Hills Village residents feel having a centrally located Public Works facility is important rather than unimportant.
- Overall, a majority of Cherry Hills Village residents are relatively unconcerned about issues surrounding the location of the current facility: traffic flow, aesthetics, noise, and odors.
- A majority of residents perceive the concept of “relocating the Public Works facility and repurposing the old site for expansion of the adjoining John Meade Park” to be a poor or fair idea.
- Importantly, 71% of residents indicated they were not willing to pay for the higher operating costs associated with a less centrally located Public Works facility.
- Study respondents were split in their opinions of the value of expanding amenities at John Meade Park.
- Finally, a major negative concern among residents is the potential for longer response times for the delivery of Public Works services if the facility is moved to a less central location.
- Finally, the comments made by residents at the conclusion of the survey closely match the overall findings of this research: *As a community, residents of Cherry Hills Village want the Public Works facility to remain at its current location.*



3. RESPONDENT PROFILE

Our analysis of the demographic data indicates that the demographic profile of study respondents is similar to the profile of Cherry Hills Village residents presented in 2010 Census data. Comparisons are adjusted for non-responses and citizens 18 and over. The demographics of study respondents are shown in Table 1 through Table 4.

- Length of residence: Overall, study participants are long-time residents of Cherry Hills Village. Three fifths (62%) have lived in the Village for over ten years; 43% have been Cherry Hills Village residents for over 20 years.
- Age: The adjusted median age of study respondents is 45.5 years old.
- Gender: The study sample is basically one half male and one half female.
- Ethnic background: Almost all (96%) of the respondents answering reported their ethnicity to be "white alone."
- Household Size: The average household size among study residents is 3.24 persons.
- Quadrant of Residency: The study sample is nearly evenly split between residents who live north and those who live south of the intersection of East Quincy Avenue and South University Boulevard.



**Table 1
Respondent Profile**

Category	Total
<i>Length of Residency in Cherry Hills Village</i>	
- Less than 2 years	8%
- 2 to 5 years	12%
- 6 to 10 years	16%
- 11 to 20 years	19%
- More than 20 years	43%
- Prefer not to answer	3%
<i>Age</i>	
- 25 to 34	3%
- 35 to 44	16%
- 45 to 54	26%
- 55 to 64	25%
- 65 to 74	19%
- 75 or older	7%
- Prefer not to answer	4%
<i>Gender</i>	
- Male	48%
- Female	44%
- Prefer not to answer	9%
<i>Ethnic Background</i>	
- White alone	80%
- Black alone	1%
- Two or more races	2%
- Hispanic origin (any race)	1%
- Prefer not to answer	17%
<i>Number of People Living in Household</i>	
1 – 2	40%
3 – 4	41%
5 – 6	15%
Prefer not to answer	4%
<i>Quadrant of Residency</i>	
- Northwest	7%
- Northeast	39%
- Southwest	21%
- Southeast	29%
- Prefer not to answer	4%



Table 2
Length of Residency in Cherry Hills Village

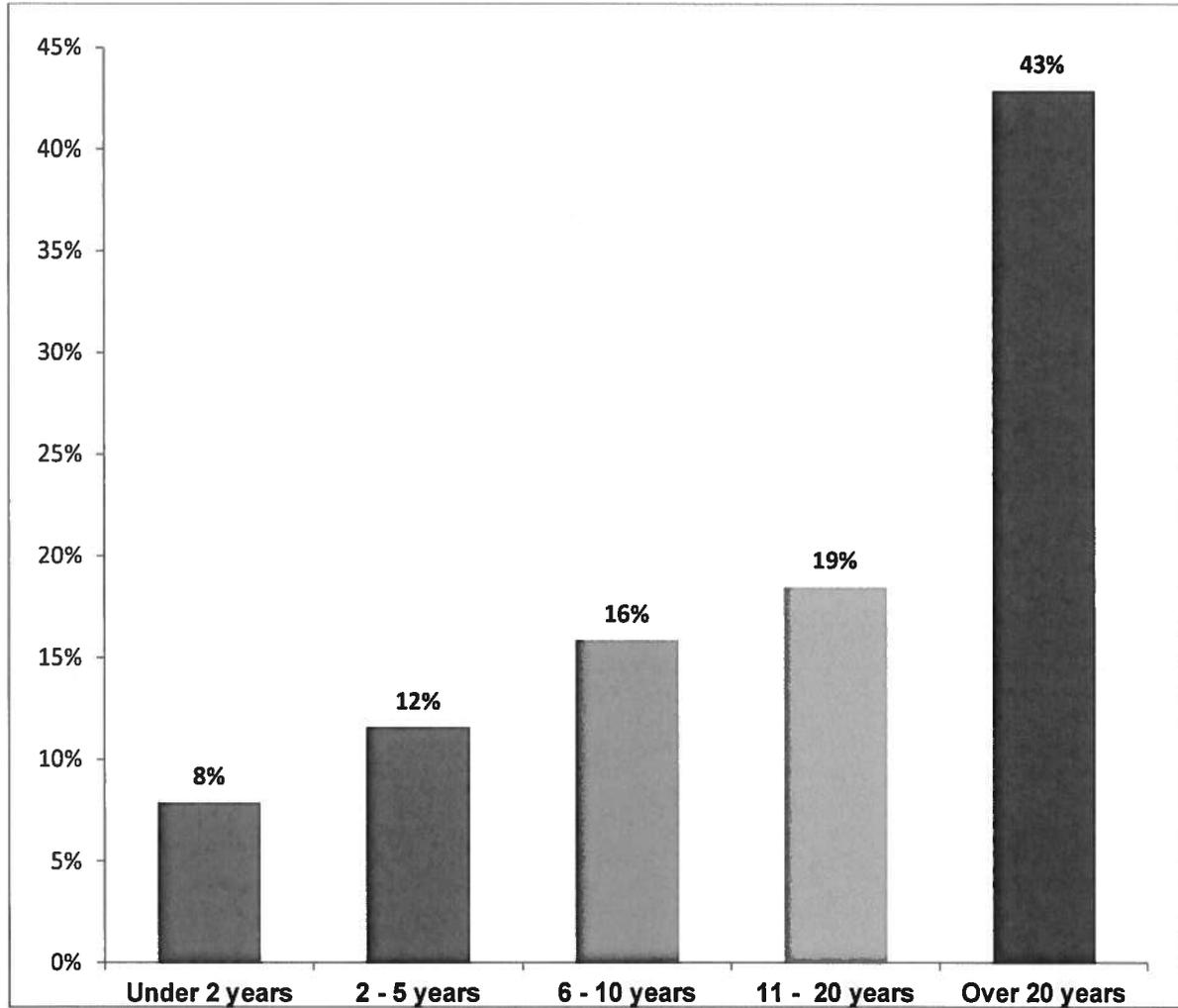




Table 3
Age of Respondents

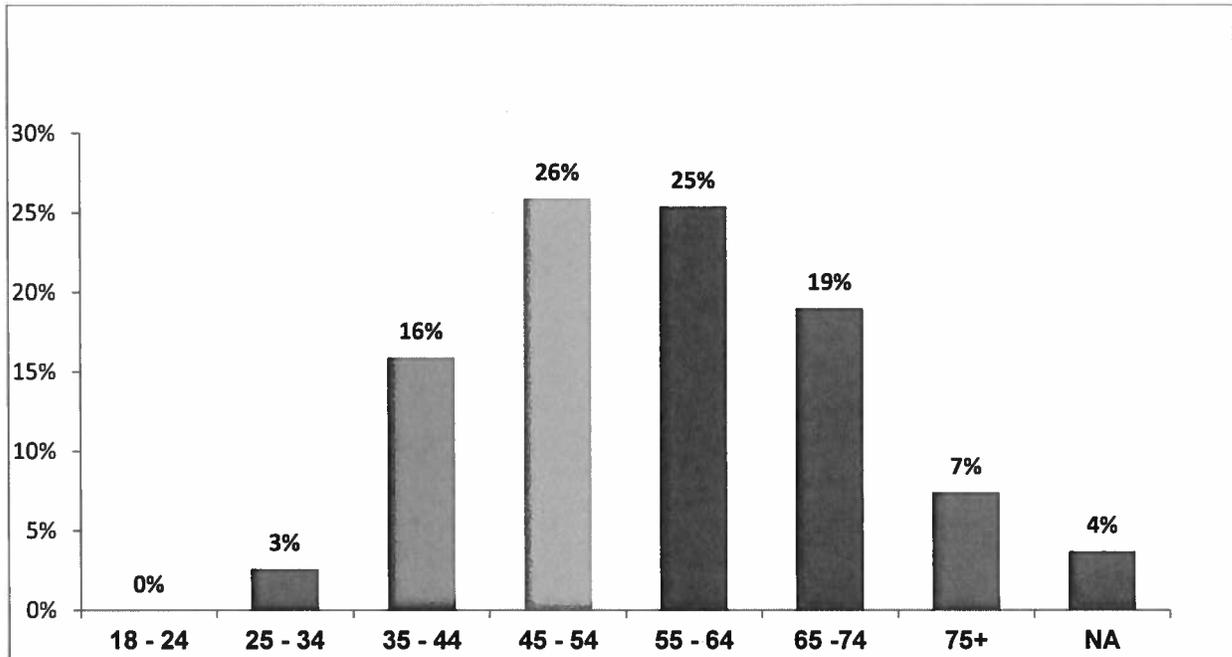
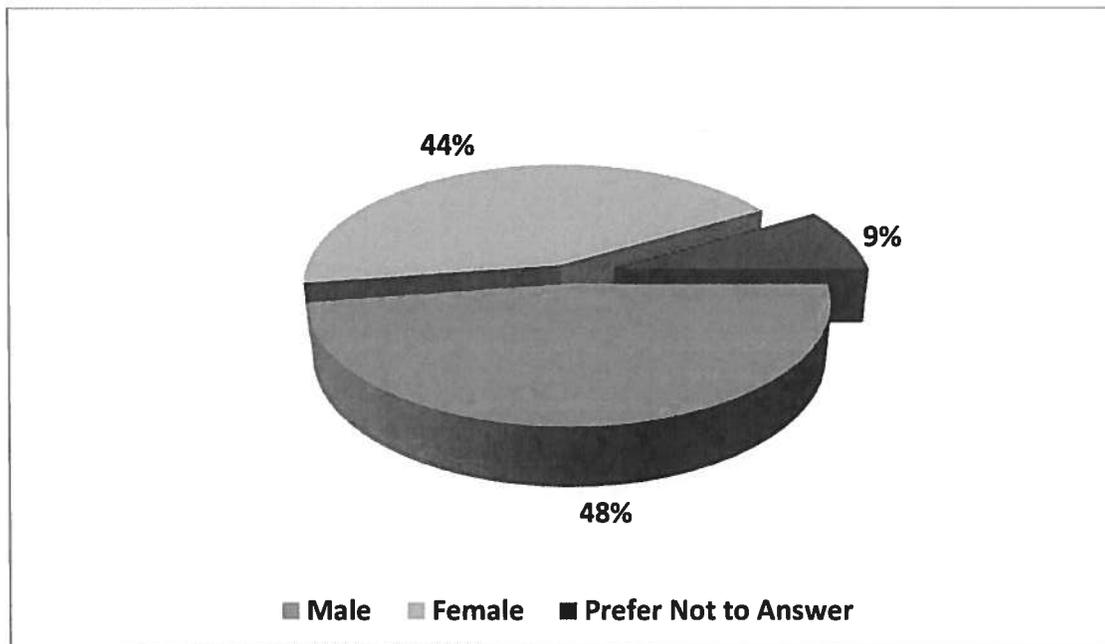


Table 4
Gender of Respondents





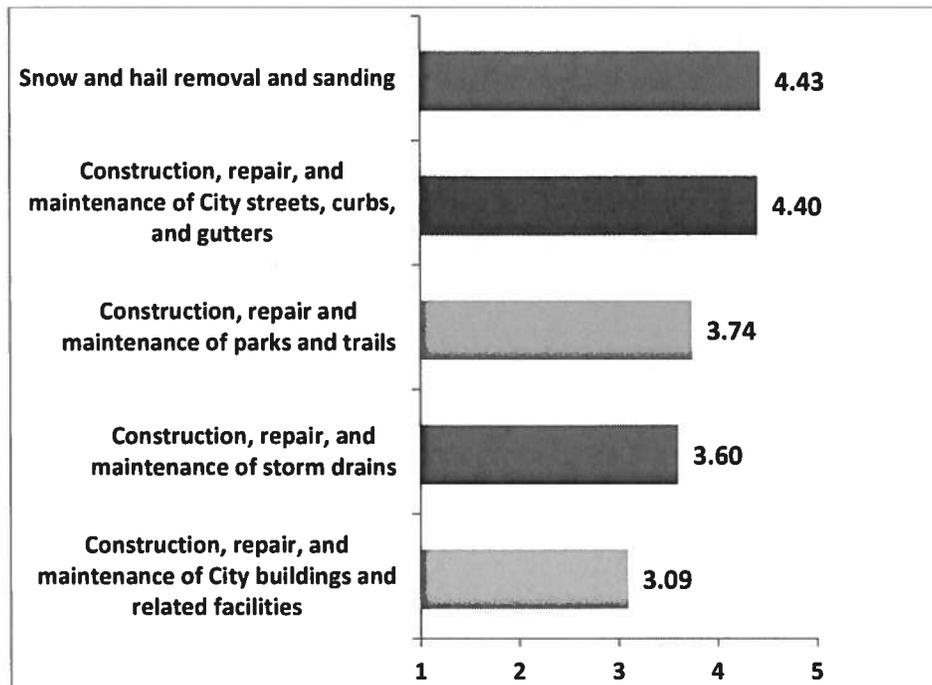
4. KEY RESEARCH FINDINGS

A. Perceptions of Public Works Department

1. Importance Rankings of Public Works Service Categories

- When asked to rate the relative importance of five individual services provided by the Public Works Department, study respondents ranked *snow and hail removal and sanding* (average rating = 4.43) and *Construction, repair, and maintenance of City streets, curbs, and gutters* (4.40) highest in overall importance.
- Public Works services judged significantly less important among study respondents were *construction, repair and maintenance of parks and trails* (3.74) and *construction, repair, and maintenance of storm drains* (3.60).
- Rated substantially lower in importance among the five services evaluated was *construction, repair, and maintenance of City buildings and related facilities* (3.09).

Table 5
Importance Ratings for Public Works Services



Scale: 1 = least important to 5 = most important



2. Levels of Satisfaction

- Overall, four-in-five (79%) of the residents surveyed were either *very satisfied* (37%) or *satisfied* (42%) with the Cherry Hills Public Works Department.
- The average satisfaction rating for the Public Works Department was 4.05.
- Very few (7%) study respondents indicated they were dissatisfied with the Public Works Department. Another 14% were neutral.
- Respondents' perceptions of the Public Works facility itself were essentially neutral – average rating = 3.35.

Table 6
Overall Satisfaction Rating for the Public Works Department

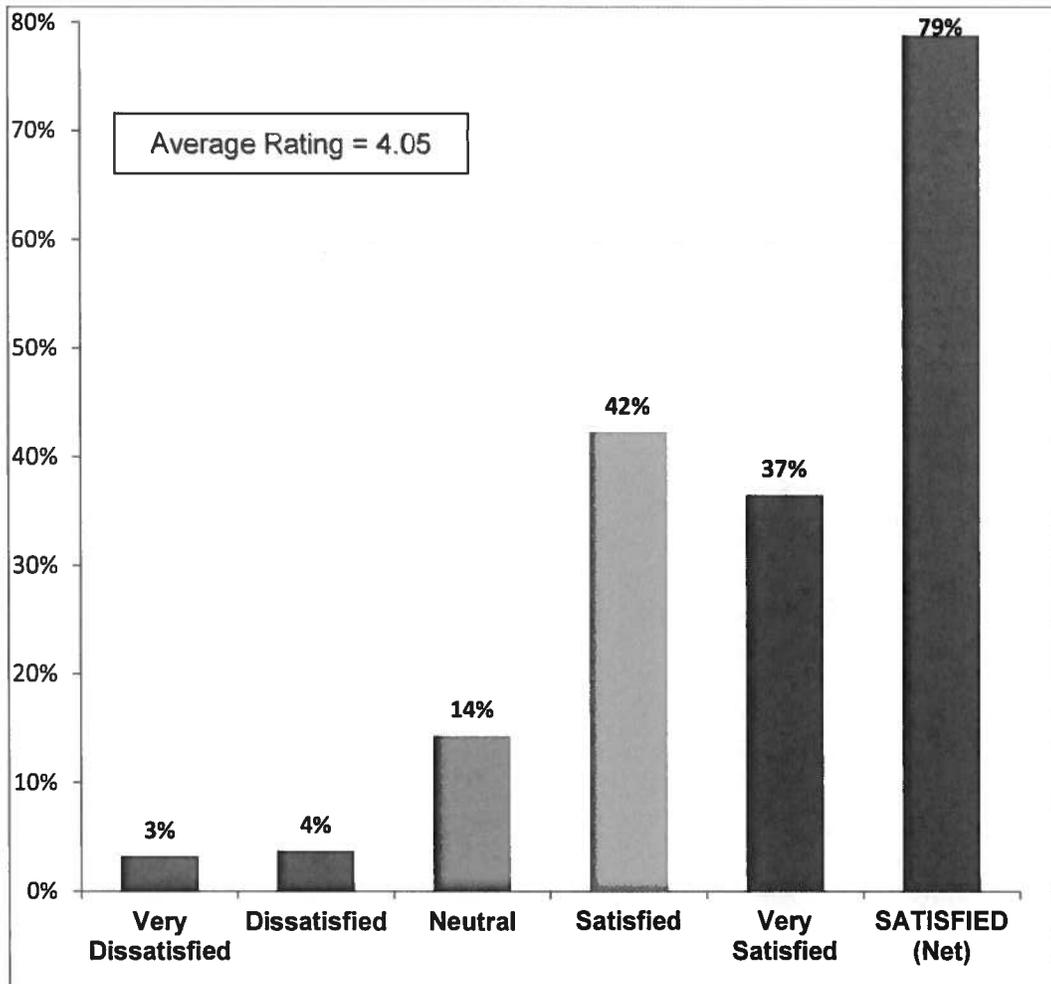
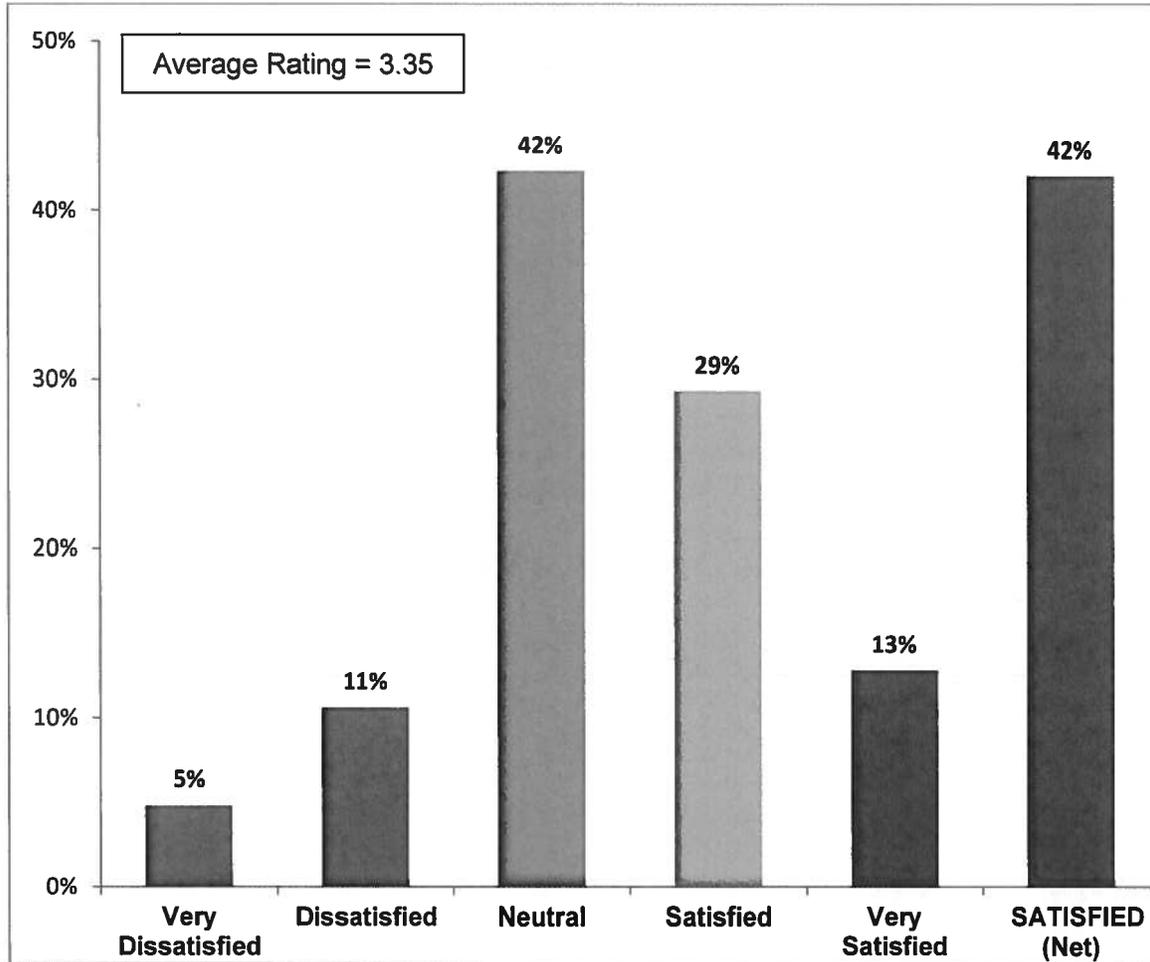




Table 7
Satisfaction Rating for the Public Works Facility



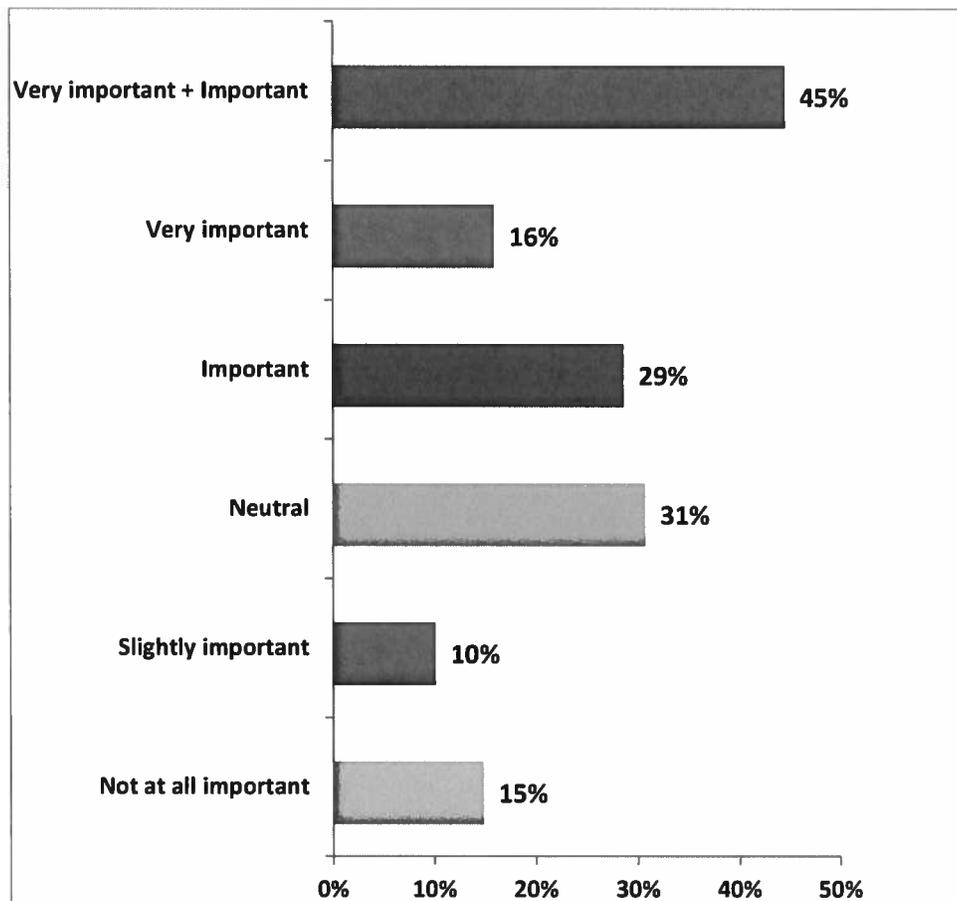


B. Centrally Located Facility

1. Importance Level of a Centrally Located Public Works Facility

- Just under one half (45%) of study participants rated having a centrally located Public Works facility to be in the “important” range: *very important* (16%) or *important* (29%).
- The average importance rating for having a centralized facility was 3.21.
- One-in-four (25%) respondents felt that a centrally located facility was relatively *unimportant*, while 31% were *neutral* on the topic..

Table 8
Importance of a Centrally Located Public Works Facility





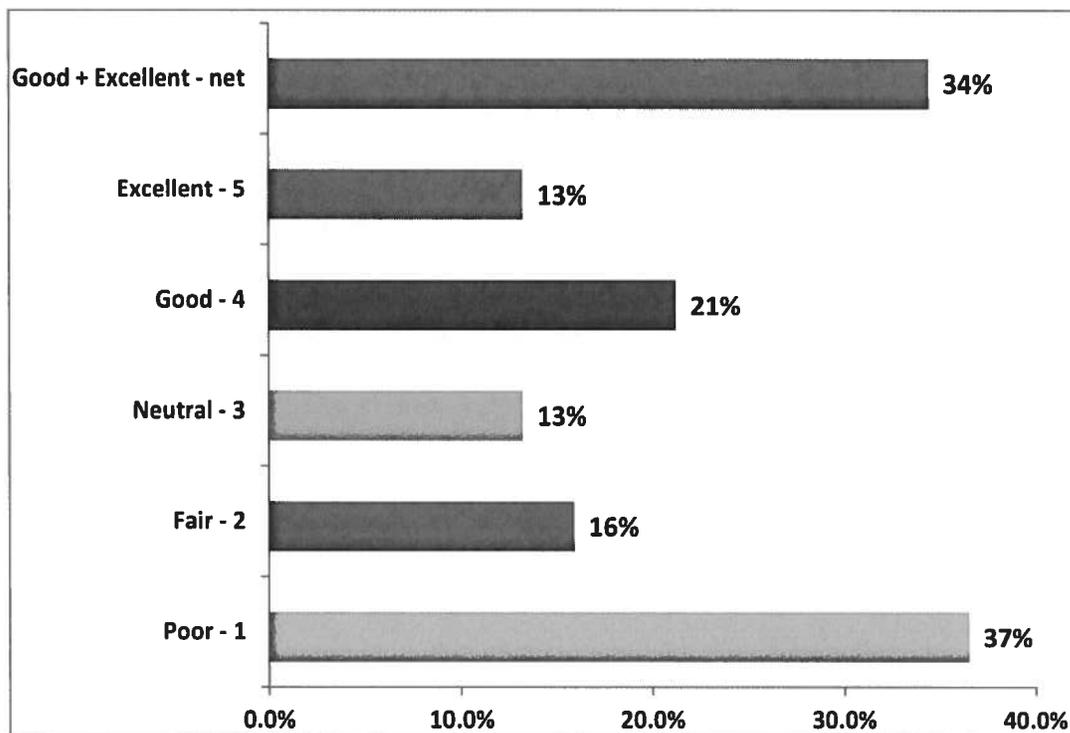
2. Moving the Public Works Facility to a Different Location / Re-purposing

- All study respondents were presented with the following question:

Moving the Public Works facility to a different location may result in additional costs to the City for land acquisition and site development. How would you rate the idea of relocating the Public Works facility and re-purposing the old site for expansion of the adjoining John Meade Park? This would include improvement of the site's aesthetics (appearance, noise, traffic etc.)?

- Overall, about one half (53%) of study respondents felt the concept of "relocating and re-purposing" was a *poor* (37%) or *fair* (16%) idea.
- Significantly fewer (34%) respondents judged the concept to be *excellent* (13%) or *good* (21%).

Table 9
Rating for Relocating Public Works Facility /
Re-purposing Site for Expansion of John Meade Park



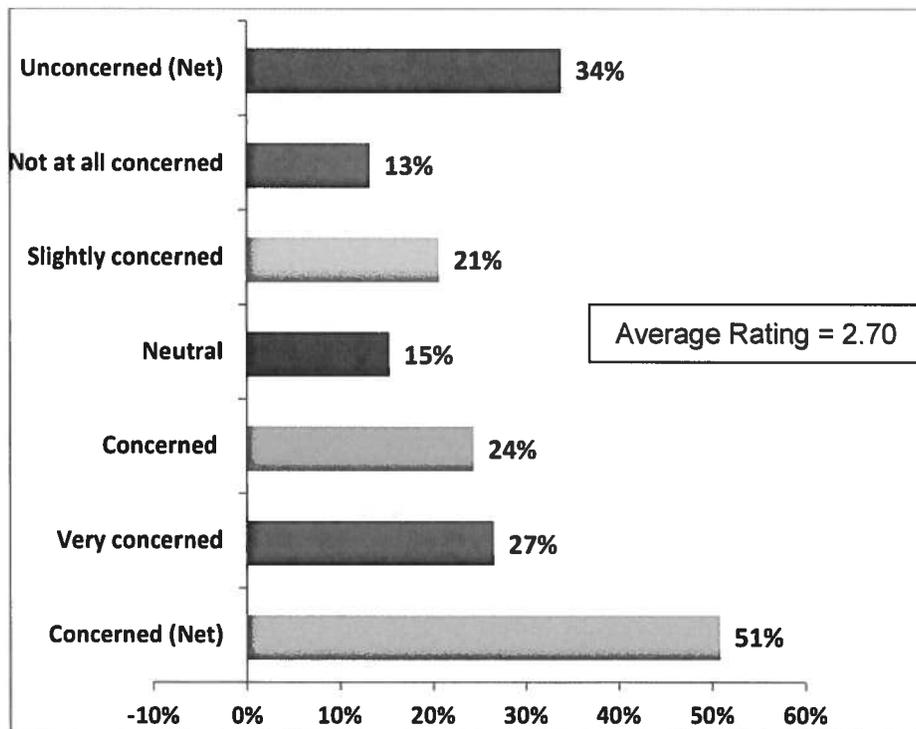


C. Issues Related to Relocation

1. Potential Increase in Response Times

- Just over one half (51%) of study respondents indicated some level of concern about increases in response time if the Public Works facility were relocated: *very concerned* (27%) / *concerned* (24%).
- The average rating was 2.70 – a lower average rating indicates a higher level of concern.
- About a third (34%) of study participants were relatively unconcerned about potential increases in response times if the Public Works facility relocated.
- Fewer (15%) had a neutral position on the potential of slower service responses.

Table 10
Level of Concern for Potential Increase in Response Time

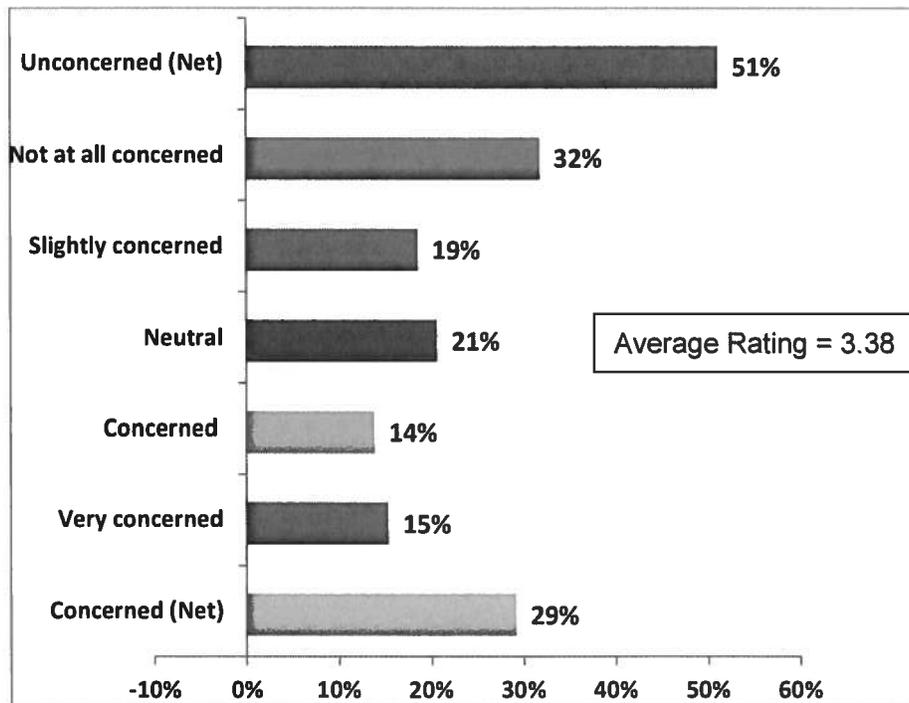




2. Concern for Traffic Flow, Aesthetics, Noise and Odors

- Only three-in-ten (29%) respondents expressed some level of concern for traffic flow, aesthetics, noise, and odors at the current Public Works facility.
- The average level of concern for these related issues was 3.38.
- Just over one half (51%) of study respondents were relative unconcerned about issues with the current location: *not at all concerned* (32%) / *slightly concerned* (19%).
- One-in-five (21%) reported a *neutral position* concerning issues related to the current location of the Public Works facility.

Table 11
**Level of Concern for Traffic Flow, Aesthetics,
Noise and Odors at Current Location**

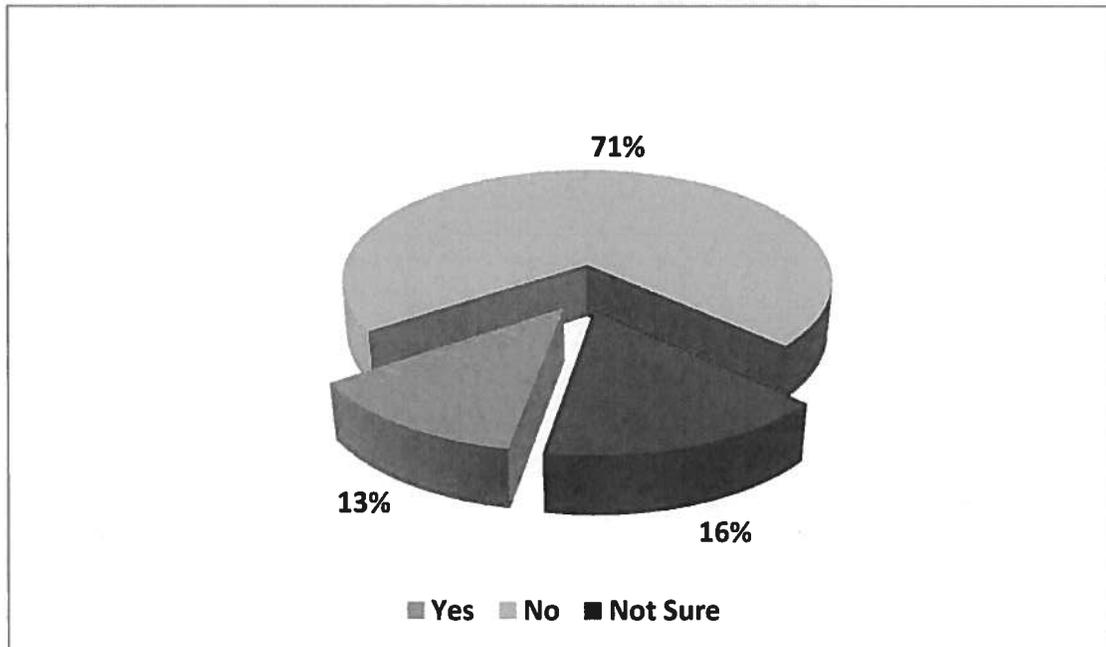




3. Willingness to Pay for Possible Higher Operating Costs

- As a whole study respondents indicated they were not willing to pay potential higher operating costs associated with a less centrally located Public Works facility.
- When queried about their willingness to pay potentially higher operating costs for a less centrally located facility, seven-in-ten (71%) respondents answered *no*.
- Only 13% said *yes*; while 16% were *not sure*.

Table 12
Willingness to Pay Potentially Higher Operating Costs for Less Centrally Located Facility



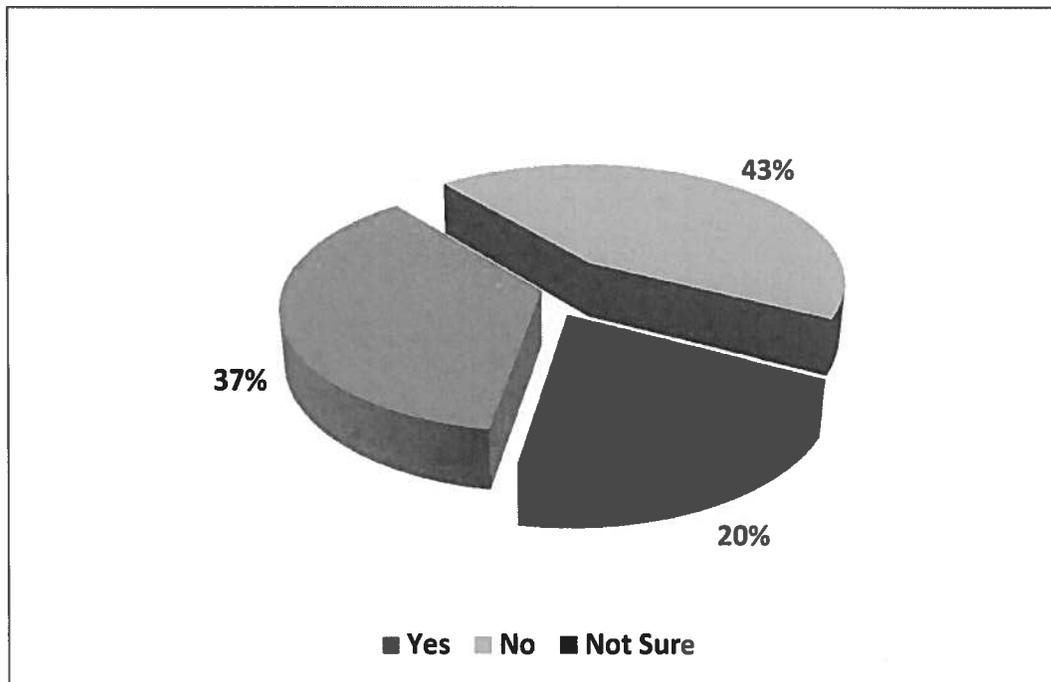


4. Expanding the Amenities Offered at John Meade Park if Facility Moves

- All study respondents were asked, “Do you see value in expanding the amenities offered at John Meade Park, if the Public Works Facilities are moved to a different site?”
- Study respondents were split in their opinions of the value of expanding amenities at John Meade Park: *yes* = 37% / *no* = 43%.
- Another one-in-five (20%) study participants were *neutral* on the issue.

Table 13

Value in Expanding the Amenities at John Meade Park if Public Works Facility is Moved





D. Respondent Comments

- At the conclusion of the survey, study participants were given the opportunity to: *"Include any general comments you would like to make regarding the development of the Public Works improvement plan [Please be as specific as possible]."* A breakdown of study respondents' verbatim comments by category is presented in Table 14 on the following page. A categorized listing of all verbatim comments is listed in Appendix A beginning on page 20.

- It is not surprising that the comments made by respondents at the conclusion of the survey closely match the overall findings of this research:

As a community, residents of Cherry Hills Village want the Public Works facility to remain at its current location.

- Specifically, comments from respondents who support keeping the current location (41%) outnumber comments from those favoring relocation (11%) by a margin of nearly four-to-one.
- About one-in-five (18%) respondents had no comments to add.
- Of interest, one fourth of study participants suggested that the relocation *decision should be cost related/cost effective/fiscally responsible* (18%) or they needed *more information to make a decision* (8%).
- Comments among respondents who felt the facility should remain at its current location fell into four categories:
 - *Satisfied with current site* (31%)
 - *Spruce up current site* (9%)
 - *Prefer central location* (5%)
 - *Keep current site - due to cost of relocation* (4%)
- Suggestions by respondents who supported relocating the Public Works facility were sorted into three categories:
 - *Prefer moving site - general* (7%)
 - *Favor relocation - better use of land* (4%)
 - *Suggestions for new location* (4%)
- Several respondents took this opportunity to make comments not directly related to the Public Works facility.
 - *Concerns about handling winter conditions/snow plowing* (4%)
 - *Bury utility lines* (3%)
 - *Consider outsourcing public works* (1%)
 - *Comments about survey process* (4%)



Table 14
Respondents' Comments

Comment	Percent
Keep Current Location (Net)	41%
- Satisfied with current site	31%
- Spruce up current site	9%
- Prefer central location	5%
- Keep current site - due to cost of relocation	4%
Favor Relocation (Net)	11%
- Prefer moving site - general	7%
- Favor relocation - better use of land	4%
- Suggestions for new location	4%
Need more information to make decision	8%
Miscellaneous Comments	
- Decision should be cost related/cost effective/fiscally responsible	18%
- Concerns about handling winter conditions/snow plowing	4%
- Bury utility lines	3%
- Consider outsourcing Public Works	1%
- Comments about survey process	2%
Other Comments (Net)	6%
- Other issues related to Public Works	1%
-Other issues not related to Public Works	5%
No comment / None	18%
BASE: All Respondents	(189)



5. APPENDIX

A. Respondents' Verbatim Comments

NOT IN FAVOR OF RELOCATING

- I would like the facility to stay at the present site.
- Keep expenses down and use current facilities.
- Centrality of location is the MOST IMPORTANT issue for public works.
- Don't mess it up.
- Go with least expensive option. Current location is fine.
- I absolutely do not want to see the City spend money on new facilities or land acquisitions for any new projects other than acquiring open space and parks due to the tremendous overbuilding occurring in the City of Cherry Hills. The City has changed a lot since I was a kid and not for the better. There are houses everywhere and virtually no open space, which was once the major appeal of the city. If you choose to remodel the existing facilities please attempt to give it a classic look. The new modern fire/etc. facilities are an eyesore, do not complement any of the architecture of the homes throughout the City and is on land that should be open space. Furthermore, the modern art on Happy Canyon and Quincy is completely out of place for the classic style of our City. Please do not waste our money anymore. Snow removal appears to do more harm than good. It simply compact the snow on the street and forces it to stay around longer. Furthermore, the plows do tremendous damage to the curbs and simply "plow in" everyone by piling snow as high as possible in front of driveways. Please stick to snow removal only on the major roads and reduce this service offering dramatically. Any cost savings from cutting should be credited back to the citizens and reduce the size of Cherry Hills public works. Thank you.
- I can see the need for improvement at the current site. I do not see the need to expand the park or take on the expense of off-site buildings.
- I cannot support relocation costs to benefit the few citizens who use the park. Public works needs to stay close by.
- I don't think it's a necessary or good idea, especially based on the fact that you just built new buildings at that location. It would a waste of time and resources.
- I like the idea of keeping/improving the buildings at the existing location but moving maintenance material off-site
- I like things close by.
- I question whether there is a need for this (re)development.
- I think re-working and improving the current location offers the best option for serving the Village.
- I think the current location is fine and I do not see the need for additional costs and lost efficiencies.
- I, or my parents, have been a resident for going on 55 years. We are very happy with the way things are. PLEASE GET RID OF OUR SALES TAX.



- If the City were to locate any facility on land it did not own it would be a terrible mistake and likely cost significantly more than any option within the City long term. Public health and safety come before parks and recreation. Streets need plowed for emergency responders.
- If there is a longer a response time and more cost associated with relocating the site, then why do it? I am guessing people who live close by do not like the aesthetics, but residents knew the facility was there this when they moved in.
- It's nice that you are currently centrally located. It would be nice to make use of the property you are now using. I think residents would be happy to pay for improvements to the current facility but not on-going costs to be non-centrally located. Isn't there room for expansion now that the firehouse is across the street?
- Keep it where it is and consider getting rid of some of the horse facilities in the Village which are only used by a very few. We could use tennis courts and other facilities likely to be used by more residents
- Keep it where it is and weigh how much of your resources are going to people that ride horses and their percentage of the population
- Keep Public Works in CHV!
- Keep the facility centrally located, run the department as efficiently as possible. Contract out "heavy" projects. Keep costs down. Keep the project within the bounds of sanity. You are working for the taxpayer. The residents of the city are not your "servants". The wise use and conservation of community dollars needs to be first and foremost by working with the assets at hand.
- KEEP THE PUBIC WORKS WHERE IT IS!!!!!!
- Keeping all our public buildings and services centrally located is efficient and effective. It provides a "city center", where everyone knows to go with their questions, needs and concerns. Spreading out the location of these buildings and services is divisive. This may result in changes in morale of our city employees, which may result in higher turnover. It also puts physical space between various aspects of our city government and services, which will cause inefficiencies due to more difficult communications between them all.
- Keeping it where it is and maybe dressing it up a little, wouldn't be a bad thing if the traffic issues could be worked out...
- Minimizing ongoing operating costs is the most important. Creating fancy new buildings for the benefit of the politicians is a waste of taxpayers' money. Adding mileage and new costs is not acceptable.
- Moving offsite is only beneficial if there is a tax savings to the homeowners and/or a savings to the Village in costs. Given the survey's implication that moving off site will increase the costs to homeowners, and decrease the response time, moving the facility seems like a lose-lose proposition.
- Moving the public works to a different location is not what we are paying out tax dollars for! We need to keep the snow plows here in the city! Moving them makes no sense and I do NOT want to pay for this. The parks aren't all that great so expanding Meade Park is another really dumb idea.



- One of the original benefits for the concept of moving the Public Works department off site was the possible use of the land for community centered activities. With the recent addition of additional park amenities at the village center, this benefit for moving Public Works is no longer needed. Traffic is not a problem and seeing a few trucks very occasionally is certainly not a problem. Spending money needlessly is a problem.
- Please, don't spend any more money. The elegant fire house and other upgrades are enough.
- Public works is great as-is; don't mess with it. If nearby neighbors are complaining about the facility, too bad for them. It was there before they moved there, and they bought their properties with full knowledge of the proximity of their homes to the facility.
- Save money by using existing land. Don't expand the park!
- Spending additional public funds for improvement of the Public Works Facilities is a terrible idea and represents a complete lack of prioritization on the part of our elected officials. For the fifteen years I have lived in the village issues such as traffic mediation and burying electrical power lines have been discussed endlessly but not a single improvement in these areas has been implemented even though such efforts would yield an immediate and tangible improvement in the quality of life for village residents. Even relatively modest ideas such as speed bumps and flashing 'your speed is' signs have been ignored as 'costing too much'. The cost of burying power lines which obstruct views, literally million dollar views, throughout the village has continually been deemed too high to entertain. In this same time period, our elected officials have built a multi-million dollar City Office complex, spent hundreds of thousands of dollars in unproductive lawsuits with South Suburban and former employees, dramatically increased the size of government overhead and now want to spend additional funds on expanding and/or relocating another government facility. This represents a colossal misuse of public funds which should be used first and foremost for improving the overall quality of life in the entire village. Once these issues are adequately addressed it would be appropriate to discuss changing the existing infrastructure but not until that time.
- Stay and move plows etc to another location
- The current location has never been a problem, even with our children having gone to Cherry Hills Elementary.
- The current location is not offensive to me.
- The current public works facility doesn't affect me personally.
- The facility should be located within the city. It makes no sense to move the facility and have to buy more land and possibly rezone to move this facility. Keep it where it is! With landscaping, it is reasonable to hide the facility and still maintain its usefulness.
- The new firehouse is beautiful but how fancy do we need to get? The current location is fine.
- The present location is probably the best overall choice location for all facilities.



- The Village Center is (fairly) well located for the town and should be maintained as such. My biggest 'gripe' is ice removal on tertiary streets and rain/run-off drainage. Stay local and central with necessary phone contacts and numbers on the front web page and monthly mailer.
- The Village is the same size is it always has been. Increased size to Public Works is not necessary.
- The work of the Public Works Dept is important--in fact, vital to the health of our community. I would hate to see us use such a centrally located spot (that is also right across the street from our namesake elementary school) for a mostly "industrial" use. It just doesn't seem like a good zoning decision--or safe given all the kid traffic.
- Things are fine as they are. I am mostly concerned with the functioning of the department, and I feel it is great as-is.
- We have been very pleased with the interaction and services offered through CHV Public Works.
- We would prefer to keep the current site. I think improvements can be made to John Meade Park regardless. Our main concern is that CHV maintain a semi-rural resident and pet/barn animal friendly atmosphere though we're big fans of Kent Denver and would vote for lights on the field on FRIDAY nights! We have benefited from the proximity of the public services. Please don't move it.
- While I'd like to see more park space there around Meade, the cost of a complete relocation does justify that desire. It seems that using the existing space makes the most sense economically. Plus, more park space right next to University does not seem appealing.
- While the facilities could be "spruced up" a bit, I am happy with the current location.
- Work with the area you have - more efficient. I guess I don't understand why there would be a need to relocate. Is it hoity-toity self entitled neighbors? Maybe they should move or not have purchased a house near the current facility if they don't like it there. My gosh, that area has been there since I think the early to mid 60's. Keep the city facilities and CHVE where they are - its pretty central.
- Keep in all in CHV
- Keep it close
- Move the heavy stinky stuff. Keep the rest
- Overall we very pleased with the public works since moving here.....
- Paying as high taxes as we do we should get the most efficient and practical service
- Store seasonal equipment and materials off-site
- The centrality of location of the facility is the most important issue regarding the public works facility.
- The Public Works does an incredible job already. I hate to have them lose efficiency. I imagine the land value of the current parcel might exceed that of any potential relocation site. If sold, could that offset any of the costs?
- I think the location being nearer CHV is valuable.



- Don't want to be paying more \$\$ for public works esp. so soon after completion of the new police building
- Don't care about location, do care if costs go up
- Don't increase costs or reduce service levels
- I do not feel this would be a good use of our money.
- I know that I voice the concerns of many Cherry Hills Village residents when I say that it is very frustrating that during difficult financial times, when many residents are burdened by persistent financial pressures, we see the Village government spending excessively on unneeded and self serving expenses. Many of us call the new municipal building the CHV Shrine to Civil Servants. Personally, we like the CHV government representatives, but you don't need another beautiful building that disrespects and insults the financial concerns of its citizens. Please remember that you are spending OUR money, and it is an insult to our hard work when you continue to waste money on making the CHV government employees happy, but less efficient.
- I personally don't feel that moving to another site is worth the expense and related delay in services. I think the existing site isn't that bad and it can be improved with screening or other modest improvements. I'm not at all in favor of incurring additional expenses. It's extremely expensive to live in CHV and I don't want to see those costs rise further.
- Do not want the improvement plans to raise taxes.
- Improve the existing site.
- I do believe the public works building does need a face lift to coordinate with the fire/police city hall building.
- I think the aesthetics of the property are important
- I think the facility has been neglected for far too long.
- Ideally I'd like to see the present site work with new landscaping, etc. If this isn't feasible, I would support an off-site location but not if it is cost prohibitive or too far from CHV
- Put a new building at the current location
- The current facility just needs some upgrades. I don't see a good reason to spend more public funds.
- We believe that the best course would be to make improvements as necessary to the current location
- We can make improvements on what we have without going to the expense of a new facility. I'm not in favor of incurring any additional costs to have the facility moved. To what purpose?
- Convert some of the building to conference room to be used by the residence for HOA meeting, use with the movie night event or the fire works < etc. The council room is seldom available for such gatherings or meetings.
- I like the idea of moving the heavy equipment to an offsite location and using the existing building for offices, etc.



- I understand needs for upgrading, but the police/court building remains, and I believe a central business location for the city is a good idea. I would rather see additional "new" park or greenland areas in the Village rather than expand a park that is beneficial primarily to the immediate neighbors. For example, I've heard of "plans" to purchase the church land on E. Tufts as a goal, and converting it to green space. Multiple smaller parks throughout the village seems like a better idea to me. Is this drive to relocate the Public Works buildings being pushed primarily by those immediate residents around the facility who are offended by its appearance? Repair it, clean it up, if you are really short of space then get some off site storage for seasonal equipment, but I'd rather see smaller parks as noted above, or even better, EXTENSIVE COYOTE EXTERMINATION FROM HIGH DENSITY RESIDENTIAL AREAS (we've lost one dog to coyotes in the last year!)



FAVOR RELOCATING

- Don't notice the Public Works area much, but it seems with the new building it would be nice to improve the overall look and feel of that area. I assume you would have to move the facility out of the village to a more industrial area. Any idea on cost to relocate?
- I don't mind paying for moving the public works and improving the current site as long as it is within reason.
- I would like to see the future site moved and expand facilities at the park.
- It would be nice to move the facility off site but not at an excessive cost.
- Make the move! Expansion of the park would be terrific - bottom line here, the highest and best use of this site is NOT a public works facility...that can be located elsewhere, with cost/time worth it to reclaim that land for a higher and better use.
- Move the facilities to leased facilities.
- Needs to move ASAP to a location of the City' choice.....
- Public Works is an extremely important part of the day-to-day operations of Cherry Hills Village; however, as we all know, the City has received high national marks for its open space, natural, country feel environment. We should do our very best to preserve the integrity of this unique community. If possible, we should move the Public Works Facility only 2-4 miles away with the intention of not polluting this bucolic community.
- The current public works facility and former fire station should be relocated and the area repurposed for better community use. Some ideas are: Retail/coffee shop/library and community center, outdoor amphitheater, open space/park (increase size of John Meade), dogpark, playgrounds, ballparks/fields for resident permitted only events. Recommend a study to determine if outsourcing services is more cost effective so money can be allocated to purchasing more open space and parks for the community. Thank you for the opportunity for the input.
- The present public works facility is an eyesore to any who use the trails and/or the park. Its location is a detriment and hazard to Cherry Hills Elementary School. We think it should be relocated or partially relocated so that the park can be utilized for what it was originally intended by John Meade--a place for the residents of Cherry Hill to gather or relax or exercise on the trails in a beautiful and peaceful environment.
- We like the idea of moving the Public Works to a different location and maintaining a semi-rural feel to our beautiful neighborhood.
- We need to move these facilities out of the core of our city and expand our wonderful central campus for residents use and enjoyment! With the Hutto area, 90 Meade Lane and the removal of the old fire station this could be the gem of the City! So Santa Fe, Dayton facilities or and alternative location for the Public works group is an idea that must finally be implemented!
- We're in favor of relocating Public Works and are interested in learning more about the costs of the project.



- Relocate. How much longer would it take--5 minutes?
- Any sites on the edge or adjacent to CHV could work. St. George's church property? Possibility of sharing site with Greenwood Village? Police and Fire should be centrally located; Public Works perhaps does not need the quick response time. Relocating could provide more space for the Village campus.
- Buy 3600 S. Clarkson and remodel Episcopal church into 2 story Public works offices. Road base, gravel & materials can be stored on site and garage built on Kenyon Ave. Rent house to AA group as the church now does. This property has been on market for 3+ years!
- I liked the idea of using the old fire station building as a Public Works building. I don't like to see more building going on in CHV. Would prefer to keep rural atmosphere as much as possible.
- Locate heavy equipment and seasonal items and supplies away from the City Center. Explore using the City-owned property in Englewood for this function. Explore collaborative relationships with developers/builders to minimize cost to City.
- Please do not ruin the wonderful work that has been accomplished lately (e.g. having the new park expansion, the Hutto memorial, the orchard, the horse arena and the new Fire/Police station) by leaving or expanding the trashy looking public works piles and trucks on Meade Lane. Move all the stuff off-site to Oxford and Sante Fe, etc.
- Public works could take over old police station and part of old fire station while John Meade could still be expanded Please improve John Meade Park regardless of what happens with Public Works. I have lived here since 1998 and have found the park awkward and unusable for recreation.
- Renting equipment yard space over on Santa Fe cannot possibly cost very much not take more than a few minutes extra of drive time and fuel.



DECISION SHOULD BE COST EFFECTIVE

- Be fiscally responsible in your decision.
- Build it cheap
- Cost and efficiency are two very important issues. Everyone who currently owns land in the Village purchased their property knowing where it was in relation to our Village's offices. Moving Public Works nearby might negatively impact the value of the properties around the new site. Would love to see the money that would be spent in moving Public Works to a new property (whether all of PW or just 'storage') put into the purchase of additional land through our Land Trust.
- I don't have much connection with the public works department so I am not in favor of spending more money unless there is a marked benefit to the services being offered.
- I have found the discussions regarding new public works facilities to be misplaced and discouraging. Our population has remained quite steady for decades, yet we seem to need more and better management facilities. Why is this? I believe it is because we were misled when the vote to disengage from South Suburban was passed. I voted to leave Suburban, but wish I had not. This move cost Villagers millions and millions for, in my opinion, a negative net gain in expenses, debt and benefits. I feel it is time to stop the bleeding and live with what we have until the lawsuits and debts abate. Or perhaps better efficiencies can be had by rejoining South Suburban, contracting out services, or simply with what we have until the debt is abated. How does a new facility directly benefit each Villager over what we currently have? I can see no positive benefits, at least none that are obvious. I strongly feel our efforts should be focused on direct and measurable benefits to each and every resident such as traffic control, power line burying, etc.
- I think that you should look at this improvement plan and the costs carefully. Do the costs outweigh the benefits? Is it easy to spend someone else's money? What would we gain if the Public Works were moved? It could be a big waste of other people's money. I would have to see, in black and white how the people in Cherry Hills would benefit this improvement.
- I would like the city to look at the most cost effective approach to this issue.
- It is most important to be fiscally responsible. To relocate would be a huge cost
- No comment except save money
- While an expansion of Meade Park would be nice, I wouldn't want the city to spend too much in relocating the public works facilities.
- I would probably be willing to pay a little bit more, but not a lot more.
- Our tax dollars should go towards creating efficiency whenever possible.
- Safety first, then cost, then aesthetics
- Safety most important, costs next. given the yard space at homes, public parks in CHV less important
- What would be the cost of such a plan? Let's not do another South Suburban.
- Considering the size of the Village and the recent expenditures for the new facility and the cost of settling with South Suburban (a great error on the part of the then Village leadership). I am not in favor of any expenditure for additional facilities within the next five years.



NEED MORE INFORMATION TO MAKE DECISION

- Hard to answer several questions with any confidence. For example, what extra amenities might we find in a new park, etc.
- Hard to be too specific with comments until I am able to review proposals.
- I don't feel I have enough knowledge to answer these questions intelligently.
- I don't have enough information to make an educated response.
- I don't know what the pros and cons are. It would have been more helpful if you had provided these before taking this survey. Also, I don't know what park you're referencing.
- I need more information as to plans if the three options.
- I would like to know how much it would cost to move the Public works before making a decision.
- It is extremely difficult to provide meaningful feedback when the potential sites, costs, scope of delays, and overall expenditures are not provided. My observations, from living in CHV for over twenty years, is that the present location is increasingly a traffic concern, as well as its larger presence with new building, all of which have a visual impact on the area. Without knowing how much John Meade is used, together with traffic implications, it is difficult to assess expansion. It appears to be somewhat popular for movies, equestrians and 4th of July parking. Costs are paramount, as is efficiency. As I do not foresee population expansion in CHV, my first question is what does the future hold regarding a change in services, equipment and facilities, and what are the cost benefit aspects of expansion, versus replacement with up to date facilities. The survey, imho, is rather likely to provided uneducated, emotional and potentially unrealistic responses without greater details being provided, even if only possibilities. Taxes are a great concern, as I know from serving on Hillcrest Sanitation Board, and, it seems too, that while there is a periodic change of age demographics, as well as income, older retired residents can be heavily impacted by taxes.
- It would be helpful to understand the pros and cons of moving and improving the facility.
- The need for moving has not been stated. I have lived in the Village since 1969 and at time has the need for moving facilities nor has any reason given for doing so. I have not noticed over my years here that Public Works were lacking in doing a good job. What is cost?
- The questions associated with this projects potential increased costs are not specific enough for me to answer accurately. "Pay more" for example, is that 5% more or 50% more? My answer would be different for each of those two options.
- The questions were too general. If the park were extended, what would that include? Hard to have an opinion when I don't know what the benefit is. Also, besides smell/noise, why does the public service building have to be moved? Need more information.
- I haven't studied this issue closely.



- Rumor has it that there is talk of this facility being moved across the street from our home at 880 E. Kenyon St (in the old St. George's church site). We are technically 50 ft. off the dividing line of CHV and Englewood (our address is the Englewood site). We would much prefer a facility such as this to go in near us as opposed to a bar/restaurant/high traffic facility, but are, of course, concerned with the level of noise, odor, trucks hauling in and out, etc. We look forward to learning more and would like to participate in any meetings you may have concerning this improvement plan.

COMMENTS ABOUT THE SURVEY

- Good survey
- Meade Park Open Space and the Alan Hutto Commons...are the opening aesthetic statements representing Cherry Hills Village. The attractive and functioning Police and Fire Facility add to the image of a well thought out and planned environment, servicing a primarily residential community. Placing beautiful art sculpture at the entrances of our community and promoting a rural open space environment will be negated by a visual industrial expansion, though essential for our community, sends a message, by its location, contrary to the Blue Ribbon Committee's Report and its approval by our City Council. Cherry Hills Village already owns property in Englewood that could be utilized for this purpose, without any additional land purchase. This should have been made clear in your survey, instead of indicating that more tax revenue would be needed...a somewhat slanted survey.
- My immediate reaction is that this is a heavily biased questionnaire. For example: The question of time response if the facility were 3-4 miles away is immaterial. E.g. Waiting 10 minutes more for snow removal is not a significant problem. Also, when the village is the small size that it is, what is less centrally located than where it is now? The entire village is small compared to any other municipality and any location is probably closer than most Colorado city's facilities. Within or close to the city's boundary is near enough to serve. Furthermore, why should there be higher operating costs for a difference in location of 3-4 miles? This is another example of a weighted question against a move.
- Thank you for soliciting feedback from residents.
- Good job on letting us provide input
- Thank you for taking this on, long overdue
- Thanks for your work and for seeking input.



MISCELLANEOUS COMMENTS

- Continue good maintenance of winter roads
- Despite the central location snow removal is not completed as quickly as I would like to see
- It is critical that public works be able to get on the streets quickly during snow storms. Off-site storage of equipment would hinder this. If the contemplated relocation occurs and the existing location is added to the park, it will always be parkland. If we maintain the status quo, the land will remain available for a range of possible uses in the future, should our needs and circumstances change.
- My overall concern is with moving it and the wait time for clearing the roads when it snows. Other than that, I cannot think of an issue.
- I feel strongly that the best way to improve the visual appeal of the Village would be to bury all utility/power lines. Currently the lines are an eyesore and trees are being mutilated. I don't support buying more open space as the Village has an abundance right now and the projects tend to benefit a handful of free-riding neighbors at the expense of all of us. While you're at it, could someone please make the poles that support the new art at Quincy and Happy Canyon vertical?
- It is time to bury ALL power lines in the Village! Thanks, 72 Glenmoor Drive
- I think it's a waste of money to be developing our own PW equipment and employees. We should be outsourcing this work to a outside contractor. We're spending money on trucks and equipment and now have to spend to maintain and operate this equipment and of course house it all. This is an inefficient process and the services can be better performed at lower total costs by sub-contracting. Refurbishing the existing facility is an obvious example of this wasteful endeavor. I encourage city council to abandon this department and all of the employees, equipment, buildings, and overhead associated with it.
- I think one alternative has not been mentioned, and that would be to turn over to Greenwood Village the responsibility for the work being done in the Village, and concurrently the taxes we are paying for this work. They seem to be more efficient and certainly GV looks better overall than Cherry Hills.



OTHER

- Because residents change annually, Public Works Improvement Plans should be annually reviewed in light of five year strategic plans.
- We would enjoy having a larger park to take our kids to play that is in our neighborhood.
- I'm profoundly disappointed with the outcome of the speed posts at Quincy & S. Hudson Parkway. I have no idea why they were moved - the speeding in our neighborhood is a problem and it needs to be addressed immediately. Speeding, in general, all along the Quincy corridor especially at the corner of Holly, is horrendous.
- Let's keep CHV a premier rural community!
- Please focus a little on bike paths. Cyclists are unable to ride many sections along Quincy due to ruts created by roots and low hanging limbs forcing us out into the street.
- I live on Meade Lane so reduced traffic and aesthetics are most important to me and our neighbors.
- I think too much emphasis is on appearances - Cherry Hills used to be casual and friendly, unfortunately it has become pretentious and snobby.
- I worry about real estate values near Meade Park. I want to thank the public works department for doing an excellent job year round. Part of the reason we love living in Cherry Hills Village, is due to the high quality of maintenance of our common areas.
- It would be nice to have a neighborhood playground in CHV. Quincy is already very crowded, especially during school times so an increase in traffic, noise and congestion would not be good.
- The plan should be up to the City.
- We are new here in the Village. The only problem I have seen is the traffic back up on Quincy at University at certain time of the Day.
- I have no specific comments. We need the public works department to do their job in keeping Cherry Hills Village the premier place it is.

NO COMMENT

- There were 34 responses of "none" or "no comment."



B. Survey Script

Cherry Hills Village 2013 Public Works Survey

Please take the time to provide your candid feedback. All respondents will be entered into a drawing to win one of three \$100 Visa gift cards as a token of the City's appreciation for your time and input. To ensure your opinion is counted, please complete the survey at your earliest convenience.

Survey Qualifications

1. 18 or older?

1. Yes – 18 or older No [*Thank & Terminate*]

2. Current resident of Cherry Hills Village?

1. Yes – current resident No [*Thank & Terminate*]

The City of Cherry Hills Village is preparing an improvement plan for the facilities of the Public Works Department. Options currently being studied include:

- a. Staying at the present site at the southeast corner of University and Quincy and improving the site with new buildings, fencing, and landscaping
- b. Locating the entire facility off-site but within a radius of 2-4 miles of the current site
- c. Locating part of the facilities, such as seasonal storage of plows, mowers etc., off-site with many of the existing facilities remaining on-site with new buildings, fencing, and landscaping

Your answers to the following questions will provide valuable input which will assist City officials in developing the improvement plan. Please be as honest and thoughtful as you possibly can. Your opinions are important. Because a third-party research company is conducting the survey, your responses will remain absolutely anonymous and confidential.

3. How satisfied are you with overall services of the Cherry Hills Village Public Works Department?

1 - Very Dissatisfied 2 - Dissatisfied 3 - Neutral 4 - Satisfied 5 - Very Satisfied

4. How satisfied are you with the Public Works facility?

1 - Very Dissatisfied 2 - Dissatisfied 3 - Neutral 4 - Satisfied 5 - Very Satisfied



5. Please indicate your opinion of the relative importance of each of the following services of the Cherry Hills Village Public Works Department. Use a 5-point scale from 1 = "least important" to 5 = "most important." [Rotate Order]

Service	Rating
Construction, repair, and maintenance of City streets, curbs, and gutters	1 - 2 - 3 - 4 - 5
Construction, repair and maintenance of parks and trails	1 - 2 - 3 - 4 - 5
Construction, repair, and maintenance of storm drains	1 - 2 - 3 - 4 - 5
Construction, repair, and maintenance of City buildings and related facilities	1 - 2 - 3 - 4 - 5
Snow and hail removal and sanding	1 - 2 - 3 - 4 - 5

6. If the Public Works facility relocates to a completely different site, there may be decreases in efficiency including longer response times for service delivery. How concerned are you about a potential increase in response time if the Public Works facility relocates?

1-Very Concerned 2-Concerned 3-Neutral 4-Slightly Concerned 5-Not at All Concerned

7. If the facility remains at its current location, there may be ongoing issues related to traffic flow, aesthetics, noise, and odors. How much of a concern are these issues to you as a resident?

1-Very Concerned 2-Concerned 3-Neutral 4-Slightly Concerned 5-Not at All Concerned

8. Moving the Public Works facility to a different location may result in additional costs to the City for land acquisition and site development. How would you rate the idea of relocating the Public Works facility and re-purposing the old site for expansion of the adjoining John Meade Park? This would include improvement of the site's aesthetics (appearance, noise, traffic etc.)?

1 - Poor 2 - Fair 3 - Neutral 4 - Good 5 - Excellent

9. Do you see value in expanding the amenities offered at John Meade Park, if the Public Works Facilities are moved to a different site?

1 - Yes 2 - No 3 - Not Sure

10. How important is a centrally located Public Works facility site to you?

1 - Not at All Important 2 - Slightly Important 3 - Neutral 4 - Important 5 - Very Important



11. Would you as a resident be willing to pay for possible higher operating costs associated with a less centrally located Public Works facility?

1 - Yes 2 - No 3 - Not Sure

12. Please include any general comments you would like to make regarding the development of the Public Works improvement plan. [*Please be as Specific as Possible*]

Comments:

Demographics

13. How long have you lived in Cherry Hills Village?

1. Less than 2 years
2. 2-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years

14. Which of the following categories includes your age?

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75 or older
8. Prefer not to answer

15. What is your gender?

1. Male
2. Female
3. Prefer not to answer



16. How would you classify your ethnic background?

1. White alone
2. Black alone
3. American Indian alone
4. Asian alone
5. Pacific Islander alone
6. Some other race alone
7. Two or more races
8. Hispanic origin (any race)
9. Prefer not to answer

17. Including yourself, other adults, and children, how many persons currently live in your household?

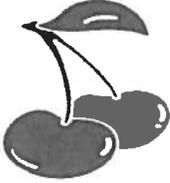
1 2 3 4 5 6 7 8 9 or more

18. Using the intersection of East Quincy Avenue and South University Boulevard as a reference point, please indicate in which area of the City you live. *[Can Choose Only One]*

1. **Northwest** of East Quincy Ave and South University Blvd.
2. **Northeast** of East Quincy Ave and South University Blvd.
3. **Southwest** of East Quincy Ave and South University Blvd.
4. **Southeast** of East Quincy Ave and South University Blvd.



C. Invitation Postcard



City of Cherry Hills Village
2450 East Quincy Avenue
Cherry Hills Village, CO 80113

Name
Address Line 1
Address Line 2
Address Line 3

Invitation to Participate in the 2013 City Public Works Survey

THE CITY OF CHERRY HILLS VILLAGE NEEDS TO HEAR FROM YOU!

The City of Cherry Hills Village is preparing an improvement plan for its Public Works facilities. Several options are being studied including improving the current site, relocating the entire facility, or relocating a portion of the Public Works operations. I invite you to share your opinions by participating in our *2013 Public Works Survey*. To protect your privacy, an independent research firm is conducting the survey for the City which will insure your responses will remain anonymous and confidential. Please take just a few minutes to provide your candid feedback as soon as possible; it will help us decide how to move forward.

All respondents will be entered into a drawing to **win one of three \$100 Visa gift cards** as a token of the City's appreciation for your time and input. Please respond by no later than August 30, 2013.

To take the online survey, go to the link listed below. *Be sure to type the survey link in your computer's address bar (usually located near the top left of your screen), and not in a search engine like Google, Bing, or Yahoo.*

Survey link: <http://www.cherryhillsvillage.com>

For more information, contact cmontgomery@pioneermarketingresearch.com, or call 800-742-6122. If you prefer a printed copy to return by mail, call Pamela Broyles at (303) 783-2744.

Thank you in advance for your input and participation!

Mayor Doug Tisdale