

**AUG  
2020**

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**CITY OF DELTA  
COMMUNITY SURVEY  
REPORT**

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*Delta Unleashed - Comprehensive Plan Update*





# COMMUNITY SURVEY REPORT

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DELTA, COLORADO  
INTRODUCTION  
**DELTA UNLEASHED**

*2020 Comprehensive Plan Update*

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**Welcome to the Delta Unleashed  
Community Survey Report:**

Delta Unleashed is a community driven process designed to make it easy for Delta residents to get involved and share ideas on Delta's vision for the future. The City of Delta conducted this community survey in July of 2020 in conjunction with a holistic update of their comprehensive plan – Delta Unleashed.

*Thank you! The responses and summaries found within are going to help shape the future! You have made an impact!*

**Why do we need community survey report?**

A thorough understanding of citizen attitudes and preferences towards growth, land uses, housing and the future of their city provides a strong foundation upon which to build goals and policies within the City's new Comprehensive Plan Update. The survey serves as a key public participation component of the update, especially in light of COVID-19 challenges.

The staff and consultants chose the community survey as an effective method to ask for resident opinions regarding a number of issues within the City of Delta to inform the preparation of Delta Unleashed.

## Survey Framework and Details:

Because of the challenges of COVID-19 and how that limited our original outreach methods, a survey became the next best approach. This report summarizes statistically valid data that accurately reflects the opinions of the respondents regarding various issues facing the City of Delta. Residents who voluntarily participated in taking the survey determined for themselves if they would complete the survey or not. This report is organized in four primary sections: Executive Summary, Methodology, Complete Survey Results, and Appendices.

The Executive Summary includes the major findings of the survey results in a concise format. Major findings capture resident opinions based on broad topical areas (i.e. land use, housing, economic vitality, nature and the environment, City services and facilities, transportation, and resident communications). The City has presented responses in this manner to be consistent with the sequence of questions in the survey questionnaire so that individuals can quickly develop a clear picture of the survey results within each topic area of the survey.

*The community survey contained 27 questions regarding land use and development, housing, community services and facilities, transportation, the environment, economic development, and government and resident communication.*

Additionally, the major findings provide a brief narrative summarizing the results and provide a partial list of responses to individual questions to support the conclusions. Readers may consult the appendices to review the specific responses to all survey questions and to examine results by individual item. The Executive Summary also includes key implications for the Comprehensive Plan Update and a narrative describing the survey process. Key implications expand upon the major findings and identify how resident opinions in each topical area help build the foundation for goals, objectives, and policies in the Comprehensive Plan Update. The key implications are not all inclusive.

The second section of the report contains information related to the methodology used to create and compile the survey. This section details out respondent characteristics, levels of confidence in the report and how scores are analyzed.

The third portion of the survey report provides all survey results, including detailed graphs of results and brief narratives for most questions.

The last section of the report contains Appendices, with results in tabular format for the City of Delta. This is where all of the individual survey results can be seen amongst other items such as social media posts and translated versions of the survey.

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# DELTA UNLEASHED

## EXECUTIVE SUMMARY

### *Introduction*

This report is a culmination of information from both in person events and the community survey conducted in July 2020. Below are the key topic summaries of information gathered throughout the survey process.

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AUGUST 2020

## MAJOR FINDINGS RESULTS:

### *Land Use and Growth*

Questions were included in the survey to understand direction and preferences regarding resident opinions related to land use and development. Respondents overwhelmingly affirmed that the update to the Comprehensive Plan goals should reflect the preservation of their small town character while still providing opportunities to grow at a healthy rate. The majority of respondents indicated substantial support for maintaining their typical land use types, especially when looking at residential housing products. There was also a strong majority in supporting and preserving agricultural and recreational areas in and around the City. The majority of respondents (62 percent) were satisfied with the existing growth rate over the last decade. The challenge this may cause based on other survey responses, is the Census shows a growth of 42 people since 2010 (0.47% change), which when calculated over an average annual growth rate is almost non-existent at 0.08 percent. With 28 percent saying that it is too slow, there may be a growing level of support for additional residents and opportunities within the area.

*Overall, the respondents identified their highest priority land use issues as a preservation of their natural amenities and small-town character.*

### *Housing*

Housing units in comparison to Delta's population have increased by 1.8% from 2010 to 2018 - 3,826 to 3,896. Interestingly though the occupied units only increased by 0.6% and the vacant units increased by 16% according to Census figures. Survey respondents



indicated their support for a variety of housing opportunities needed to meet the needs of all existing and future residents; however, the overwhelming majority of 87 percent all lived in traditional single family detached homes. The next largest product type was mobile homes at 4 percent. Regarding income and housing, over half of the responses indicated that housing costs did account for more than 30 percent of their household income alluding to the fact that a majority of the community may feel burdened by the cost of living. In particular, the survey asked residents if housing programs would be beneficial and only 7 percent indicated this would be useful in finding adequate housing. Housing programs also scored the lowest when asked about where additional taxes could be allocated. The survey results suggest that the City currently offers an adequate mix of housing types, however 70 percent of responses thought the housing stock was in fair or poor condition.

### *Community Services and Facilities*

City of Delta residents continue to give high ratings to public services and facilities provided in the region. Survey respondents rated the quality of services provided on a scale of one to five, with one being very dissatisfied and five being very satisfied. Generally, rankings for community services and facilities were well above four, indicating 80 to 90 percent of the respondents were very satisfied or satisfied with services. Specifically, public safety services such as law enforcement and fire protection had the highest level of satisfaction.

*Over 90 percent of the respondents were satisfied or very satisfied with police service, fire service and ambulance service in the area.*



“*Overwhelmingly, respondents indicated they were very satisfied with the quality of public services and facilities in the region.*”

#### *Transportation and Mobility*

The survey asked about several aspects of transportation within the City and surrounding area. The majority of residents said it was easy to travel by car, but walking and biking were both inhibited by poor conditions. Public transportation had not been a focus or large need in recent years, and subsequently received the lowest ratings. Given fiscal constraints and the desire to minimize impacts to the community, survey respondents said to focus on maintaining good quality roadway pavement and bridges, adding travel and turning lanes to existing roads, and upgrading traffic signals.

*Results indicate that providing high quality pedestrian opportunities around the City is key.*

#### *Economic Development*

There were several economic development related questions on the survey. Respondents favored retaining existing businesses assuring that infrastructure is built and maintained to serve them, however the responses showed some concern with respondents saying they thought existing business health was poor. Attracting businesses and creating new job opportunities was overwhelmingly the biggest challenge residents thought the City faced at 42 percent. Especially when it comes to shopping and retail opportunities, residents felt like Delta was severely lacking. Likewise, respondents showed support for their small town businesses through supporting reinvestment of tax dollars into the community. Respondents would also like to see quality job creation and a better partnership, as employee retainment was also a general concern. Lastly, taxes were also on the survey and received favorable support. The biggest need for additional taxes was for infrastructure improvements at 43 percent.

#### *Nature and the Environment*

The protection of the natural environment was highly valued by respondents to the survey. Not surprisingly, respondents overwhelming supported protection of natural resources, open spaces and recreational amenities. Protection and access to open space such was a fundamental reason on why they call Delta home. Similarly, respondents also strongly supported the City of Delta's efforts in protecting the quality of the surrounding environment and consider it a strong point of pride for both residents and visitors alike. They also highly valued the built environment of key places like downtown. Over 90 percent thought the streetscapes were very appealing, by rating them a 4 and above.

#### *Government and Resident Communication*

The survey asked respondents to select the ways they would prefer to receive information regarding community meetings, issues or events. Most respondents prefer to receive information via the Delta County Independent newspaper; however, this was coupled with almost equal votes for "word of mouth". Both Facebook and the project website, DeltaUnleashed.com came in third and fourth respectively. Other social media platforms such as Twitter, Instagram and Nextdoor were all amongst the least supported ways of receiving City information.

The survey also inquired as to where they would support meeting for future events. The majority supported a Main Street venue, while the second highest rated place for a meeting was a city park. Although local groups ranked the lowest for these general meetings, there was substantial interest in groups having smaller gatherings to discuss the Delta Unleashed plan and how to best contribute.

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## KEY IMPLICATIONS FOR DELTA UNLEASHED

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### SIX KEY TAKEAWAYS

Understanding how these survey results play into the Comprehensive Plan is paramount for ensuring that the people's opinions are heard in a manner that creates both direction and desired change. Too often ideas and preferences get lost, therefore, this section is devoted to capturing the inputs of those who took the time to fill out the survey and provide their feedback. We asked people to make an impact on their community by taking the survey. As such, the key implications of the results are displayed below.

#### 1. Continue a balanced approach to growth and development in the City of Delta:

Respondents strongly favored a balanced approach to new growth, job opportunities and economic development, while continuing to protect the natural beauty in and around the City of Delta. The long-term goal of a balanced approach allows an impartial evaluation to reach consensus on competing interests and goals. Additionally, 62 percent responded that they would be willing to increase either property tax, sales tax or both taxes if it meant additional funding for the City to reinvest back into the community. The current decision-making process and tax structures reinforce the desire for new and high caliber growth that will be incorporated in the goals and policies of the Comprehensive Plan Update.

#### 2. Improve and reinforce access to open spaces and recreational areas:

The geographic proximity and physical connections between residential areas, parks, open spaces and natural areas continue to have high value for residents in the region. This conclusion reinforces several longstanding land use, transportation and infrastructure goals and decisions in the region, and indicates the importance of planning for growth and development as a symbiotic system with the County and not a series of independent actions. Goals and policies in the Comprehensive Plan should strengthen both existing and new connections from existing residential areas to existing and new parks, recreational areas and other natural spaces in and around the City of Delta.

#### 3. Invest and preserve Delta's small town character:

The majority of respondents highly rated the character and overall feel of Delta as a primary reason on why they plan to stay in Delta and what will attract future opportunities. Respondents indicated very strong support for policies that preserve and enhance the built environment, especially in areas of significance like downtown. Additionally, priority should be placed on long term economic strategies that plan for efficient use of infrastructure, and protect natural, cultural, and commercial resources in the region. Additionally, there was support for economic development activities to provide incentives for new and existing businesses in the region, but should be caveatted that it needs to be high quality to gain resident support. Comprehensive Plan goals and policies should continue to implement the preservation of character and enhance high quality economic opportunities for residents and business owners alike.



“

*Looking forward to the next steps and how I can get more involved! Continue to ask for any input from the community. -Delta Resident*

#### **4. Continue to invest and support public services and facilities:**

Residents are highly satisfied with public services and facilities in the region. Respondents overwhelmingly indicated they were satisfied or very satisfied with the quality of public services and facilities in the region. This indicates that public services and facilities are well run and effectively meet the needs of the City and surrounding region. Comprehensive Plan goals and policies should continue to support efficient use of these resources as the region continues to grow as well as work harmoniously with the Delta County growth boundary.

#### **5. Local solutions to transportation and traffic issues are important:**

The survey responses indicated that residents are generally satisfied with their ability to walk, bike and drive; however, it was indicated the quality of the infrastructure can be a limiting factor. Given fiscal constraints and the desire to minimize impacts to the community, respondents suggested that officials focus on maintaining good quality roadway, sidewalk and trail surfaces, adding travel and turning lanes to existing roads only when necessary, as well as: focus on upgrading multi-modal infrastructure. The Comprehensive Plan's goals and policies for land use and transportation should focus on maximizing use of the existing roadway and pedestrian infrastructure system, with only adding infrastructure when necessary. Additionally, Delta Unleashed will form the foundation for using municipal capital improvement programs to make and prioritize investments throughout the City.

#### **6. Single-family housing that is quality and affordable to residents is important:**

The survey results indicate strong support for good quality housing to satisfy the needs of existing and future residents. There was strong support for increasing the supply of single family housing based on the growth preferences and the small town character, however, this may pose challenges in the future regarding residents feeling housing burdened or the city struggling to provide adequate levels of service. National trends toward smaller homes on smaller lots within walking distance to daily services and goods should be considered where appropriate to meet demands for attainable single-family housing. The Comprehensive Plan's goals and objectives for housing should focus on the efficient use of land and energy in future housing developments to broaden the availability and affordability of housing in the City. Though the survey did not point to a deficiency in affordable rental housing in Delta, further study may be warranted as part of the on-going update process to determine whether this is a complete picture.

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## DELTA UNLEASHED SURVEY CREATION

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### CONDUCTING THE SURVEY:

#### *Development of the survey*

Development of the survey questionnaire started in mid-2020 after COVID-19 proved many of the previous outreach methods futile. The City of Delta contracted with McCool Development Solutions and Bang the Table to assist with developing the survey instrument and questions. City staff provided oversight for the distribution and approval of the final documents. The questionnaire, translations and distribution were all approved in June 2020.

#### *Survey Introduction*

For participants wanting a paper survey, all addresses within the City of Delta were sent a survey in their City utility bill. Each survey provided clear explanations on how to both complete the paper survey or online version and where to turn it in. As noted on the paper survey and online, recipients could return paper surveys by either mailing them back with their utility bill or by dropping them off in designated boxes around the community.

The project website [www.Deltaunleashed.com](http://www.Deltaunleashed.com) contained links to the survey as well as other plan related information. Additionally, the website and survey were also provided in Spanish, in which we received a total of 4 Spanish survey responses.

#### *Respondent Demographics*

Of the 657 total responses, approximately 68 percent, or 452 of the City's residents responded to the community survey, while 32 percent, or 202 people from outside of the City of Delta also participated and provided feedback (Figure 4).

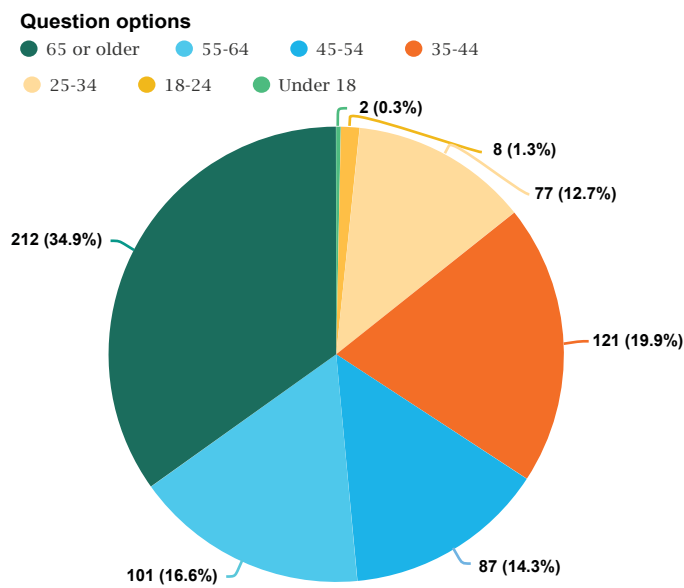
Our largest demographic of survey responses included Caucasian women with 65 percent (Figure 2). Overall, there was a relatively even distribution of ages with the highest category of respondents, 212, being 65 years of age and older. As all ages and inputs were considered equal and valuable, there was a good showing with the other 63 percent coming from people ages 25-64. Those under the age of 25 made up less than two percent of all responses (Figure 1).

The second largest ethnic group to respond to the survey was Hispanic/Latino at 8 percent, or 48 people (Figure 3). It is noted that nearly a third of all respondents also indicated they had a mixed ethnic background of either Caucasian and Native American or Caucasian and Hispanic/Latino decent.



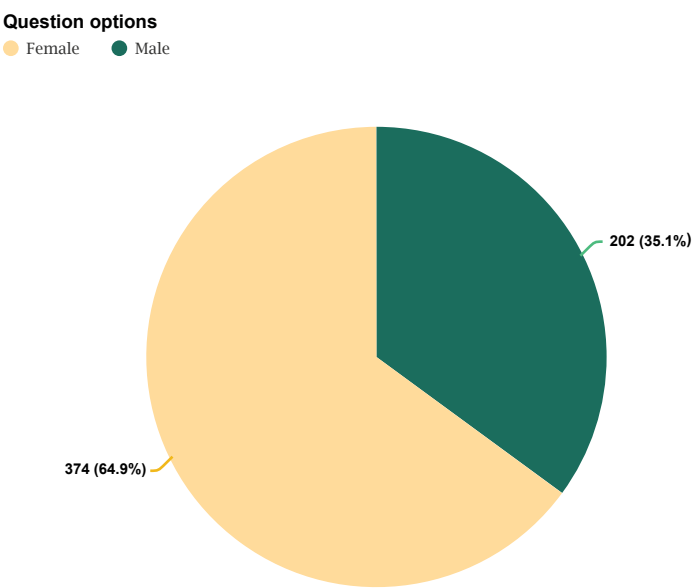
# Age Group

Figure 1



# Gender

Figure 2



# Race/ Ethnic Background

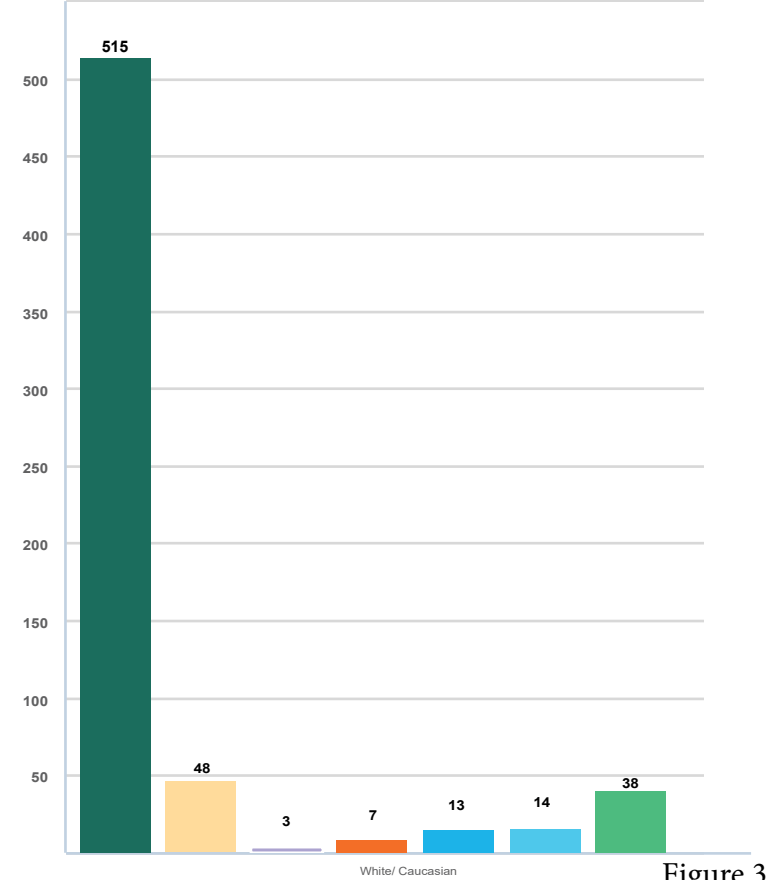


Figure 3



# How would you describe where you live?

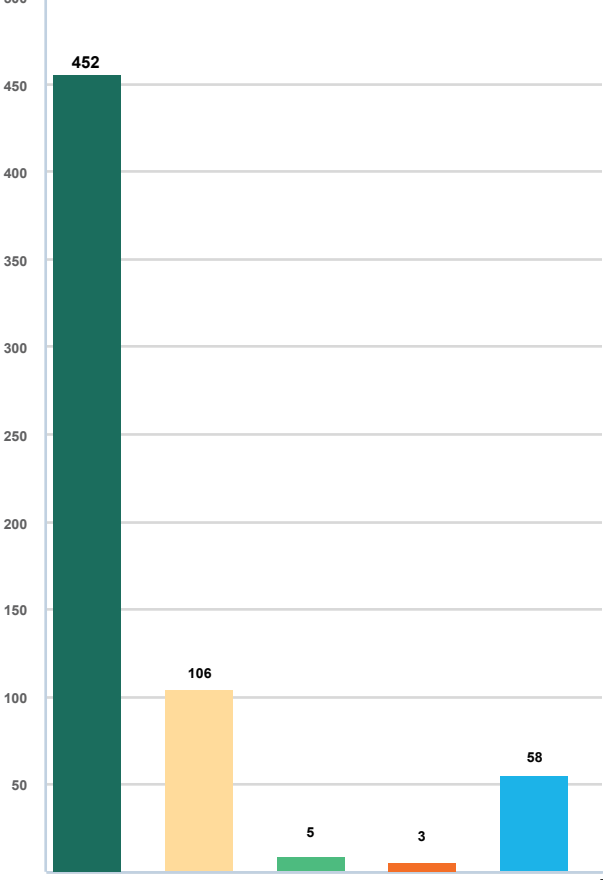
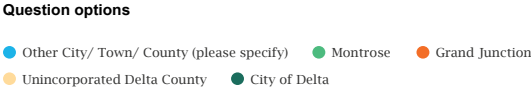


Figure 4



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## COMMUNITY SURVEY METHODOLOGY

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### *FRAMEWORK*

Originally, a community survey was not included in the project scope; however, due to the unforeseen challenges caused by the COVID-19 pandemic, we had to reassess how we wanted to secure the public input that is the heart of any comprehensive planning effort. Preparation of the survey instrument started with questions from the consultants based on previous listening sessions like the housing forum and stakeholder interviews. In conjunction with this background provided by stakeholders, staff and consultants collaborated to create new questions based upon work completed to date in the comprehensive planning process. A 10 page, 45 question draft survey emerged through this iterative process. City staff and the consultant team worked through the details and goals for each question and ultimately created the two page - 27 question survey this report is based upon. The consultants then finalized all design and distribution strategies.

### *SURVEY ADMINISTRATION AND RESPONSE*

The City of Delta utilized their various media outlets to bring awareness to the survey across the broadest groups of people. Social media posts, as well as department specific email lists were instrumental in passing along both information as well as the actual survey. Community partnerships were another key factor in this successful outreach effort, as entities like the Chamber of Commerce used their platforms to share the information and survey to its members. The largest single contact point was the city-wide mailer containing the paper survey and a QR code for those who wanted to take it online via their utility bill. The mailing contained the formal survey, which outlined specifics to its purpose and goal, as well as instructions to return. Follow-up emails and social media posts also reminded residents of the deadline to take and return the survey.

A total 227 English and 4 Spanish paper surveys were returned and 426 online submissions received. This equated to 657 survey responses out of 8,951 people (2018 ACS) for a response rate of SEVEN PERCENT (7%). As a general rule, municipalities hope to see between 10-20 percent response rates, however in rural communities, anything above 5 percent is considered a favorable rate of return. Way to go Delta!



“

*The City can become proactive and not afraid of change. The City can decide to enter the 21st century while embracing its small town feel. I plan to be here for a long time and I'd love to be a part of the planning process if I felt I can make a difference. - Delta Resident*

### 95 PERCENT CONFIDENCE INTERVALS

The 95 percent confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95 percent confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within  $\pm 3$  percentage points of the result that would be found if everyone in the population of interest was surveyed. Other types of “error” such as nonresponse error may also influence or bias results (i.e. those who did not respond to the survey may have felt differently about the issues covered than those who did respond).

### DATA ENTRY, DATA WEIGHTING, AND DATA ANALYSIS

Data entry, data weighting, and data analysis was conducted by McCool Development Solutions under contract with the City of Delta. All questions received equal weight.

### RESPONDENT CHARACTERISTICS

Because the survey primarily asked for resident opinions regarding land use, housing, transportation, economics, the environment, facilities, services and communication questions, the lack of responses by those under the age of 25 is not unusual and did cause any outlier data issues. Instead, based on the responses, the intent was to understand opinions from full-time, year-round residents of the City. The consultants compared demographic characteristics of the survey sample, where possible, to those demographic characteristics found in the 2010 US Census estimates in the region. The consultant did not adjust demographic characteristics to reflect the larger population in the region.

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## COMPLETE SURVEY RESULTS

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*Delta Unleashed Community Survey*

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### NOTES

This section of the report provides all survey results, including detailed graphs of results and brief narratives for most questions. The report focuses on the survey results at the City level and not at the individual level.

For clarification, “Not Applicable/Undecided” Responses and Rounding: Several questions in the survey allowed respondents to answer “Not Applicable/undecided.” The full set of responses in the individual appendices show the proportion of respondents selecting the “N/A” reply. The analysis presented in the body of the report does not include these responses in most instances. In other words, the tables and graphs in the body of the report show only responses from respondents who had an opinion about the question or item unless there were a substantial number of respondents who selected “Not applicable/undecided.”

Respondents could also select multiple responses for some questions. In this type of question, the total may exceed 100 percent in tables where this occurs. When a table, graph or chart for a question that only permitted a single response does not total to exactly 100 percent, it is due to the customary practice of rounding percentages to the nearest whole number. The graphs in this section of the report provide visual depictions of the results for each survey question. The City also provides brief statements summarizing the results of each question or group of questions where applicable.

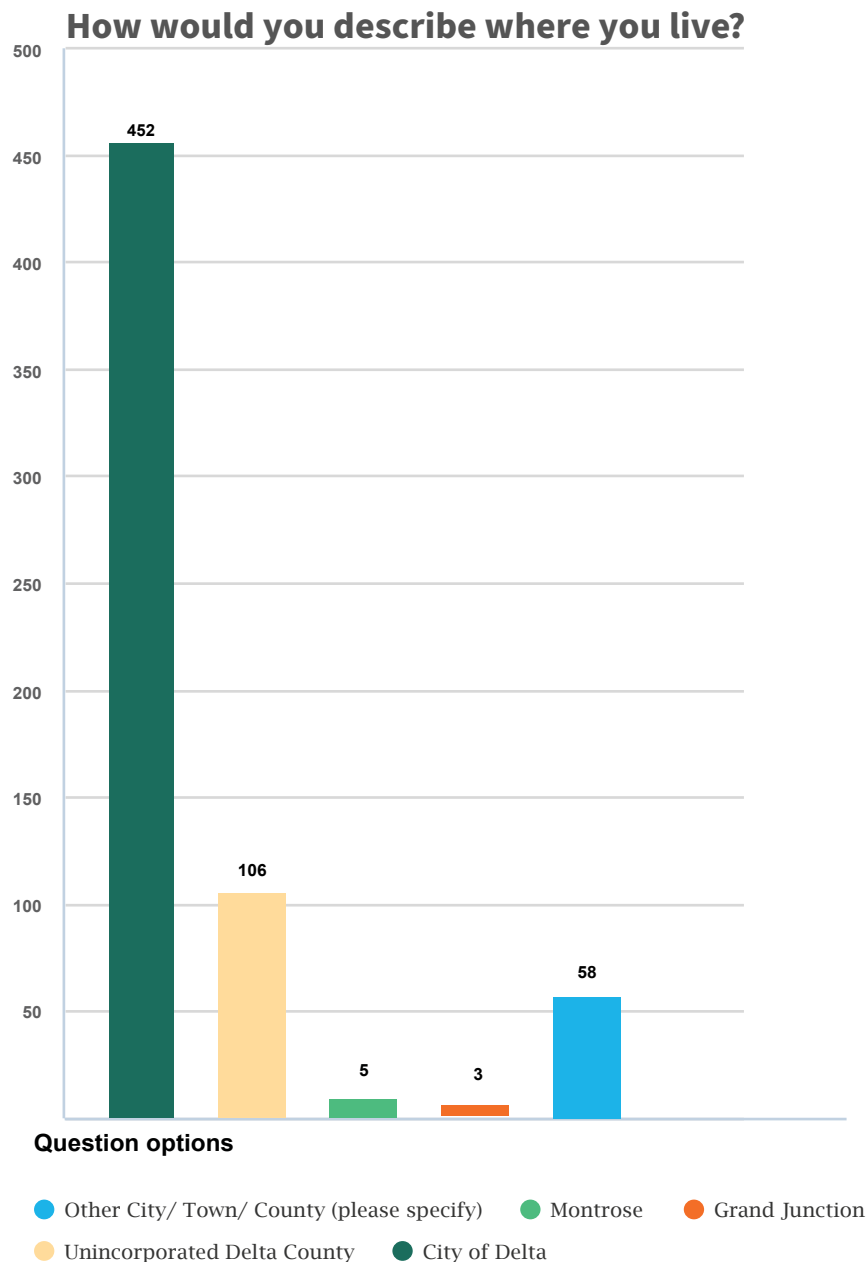


What we heard about Land Use and Growth (Questions 8-11\*).

*\*Questions 1-7 are demographic based and found under Survey Background above.*

### Question 8: How would you describe where you live?

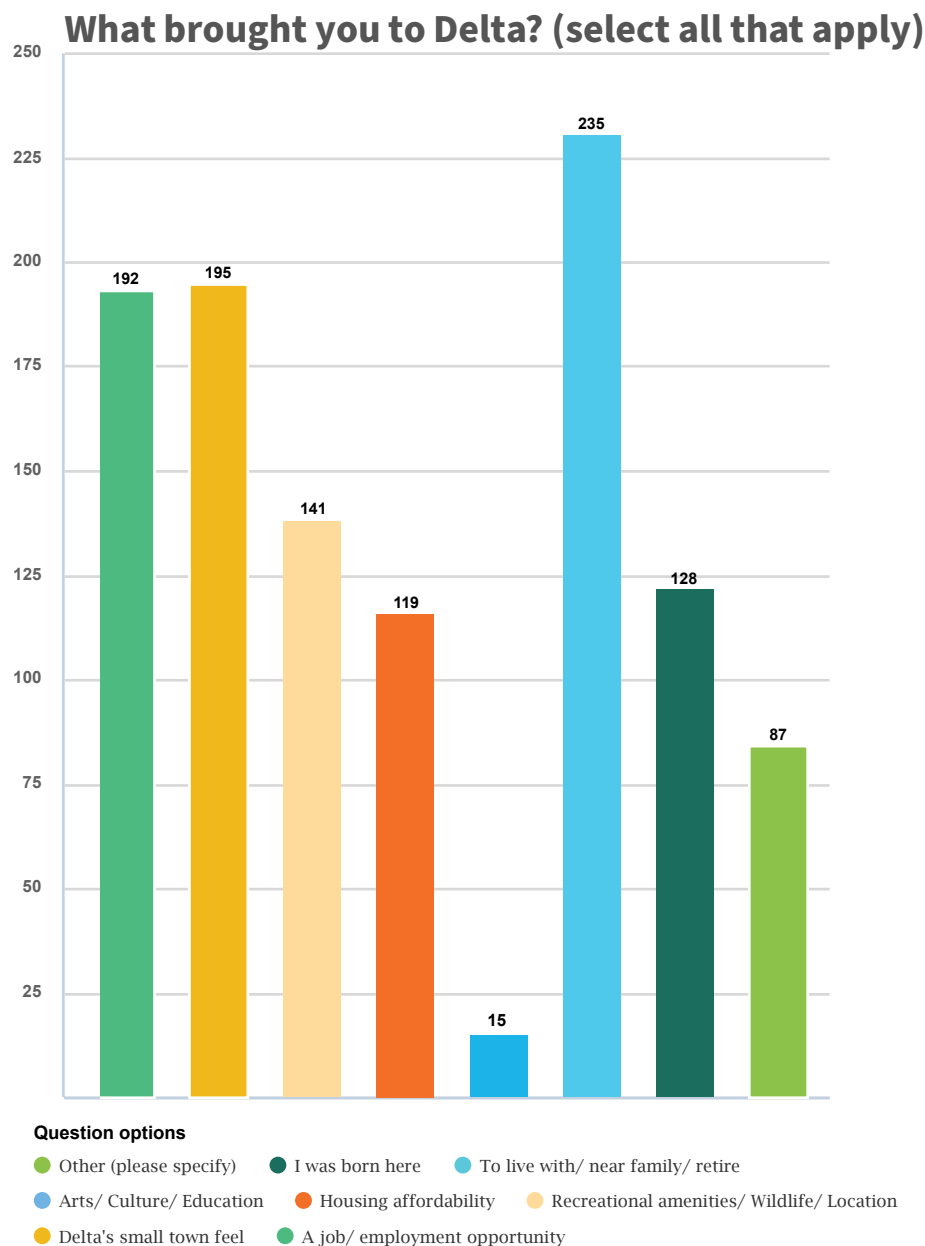
Question 8 asked where respondents lived to gain a better understanding of who was interested in providing input on the direction of Delta. Of the 657 total responses, approximately 68 percent, or 452 of the City's residents responded to the community survey, while 32 percent, or 202 people from outside of the City of Delta also participated and provided feedback.



### *What we heard about Land Use and Growth (Questions 8-11).*

#### **Question 9: What brought you to Delta? (select all that apply)?**

Question 9 seeks to find the key reasons why people came to Delta. With its populous boom and bust cycles, it is important that the City understands how it can create opportunities to attract new residents and businesses within its current growth preferences. Based on the feedback, it appears that family and friends was the primary draw, but opportunity and the small town feel were not far behind. These are good indicators of a healthy City and are quantifiable traits that the City can build upon via investment and economic development.

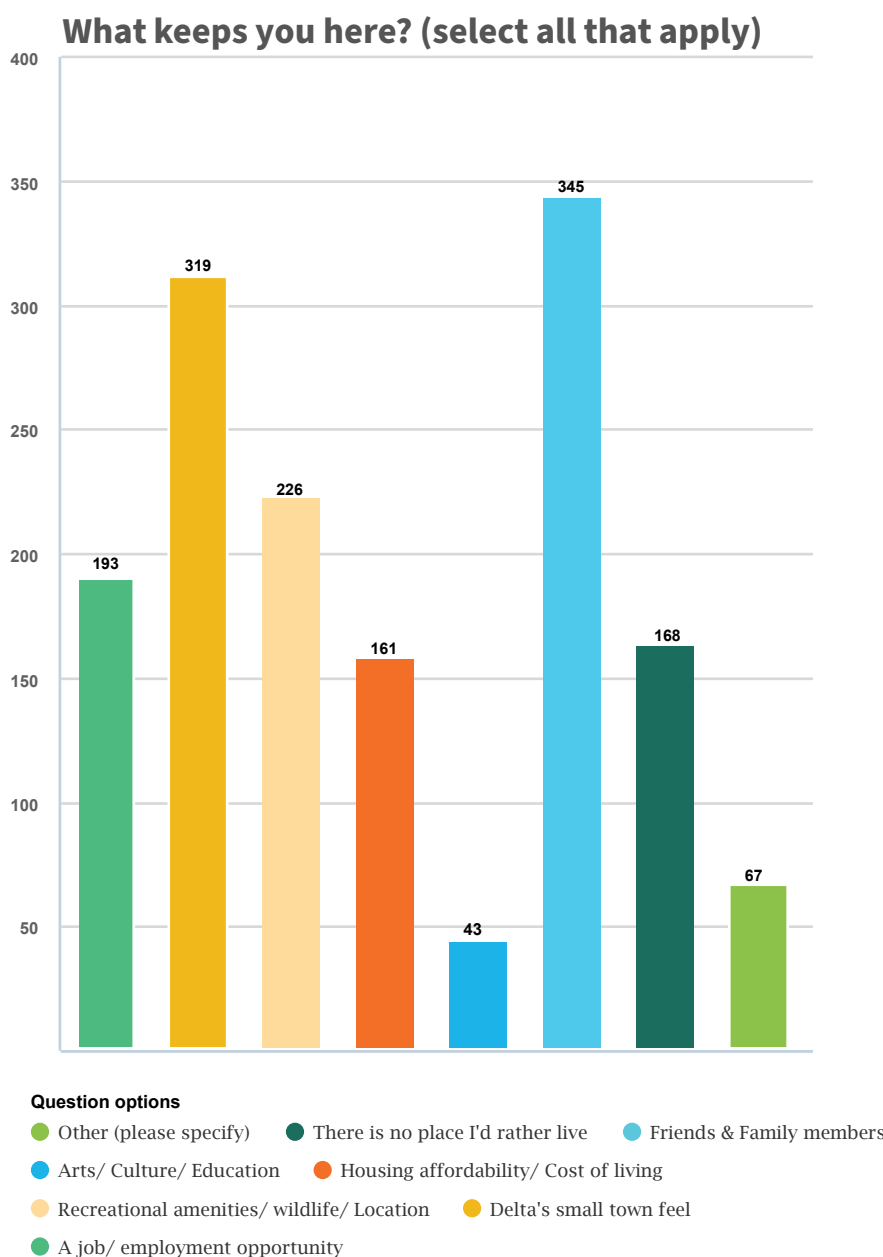




## What we heard about Land Use and Growth (Questions 8-11).

### Question 10: What keeps you here? (select all that apply)?

Question 10 is a follow-up question centered around the need to understand what attributes of the City's downtown and rural fabric retains its residents. Similar to what brought them, family and the City's character is what keeps them. Family and friends are something a City can support, while the small town feel is able to be protected and invested in to via infrastructure, goals and policies.

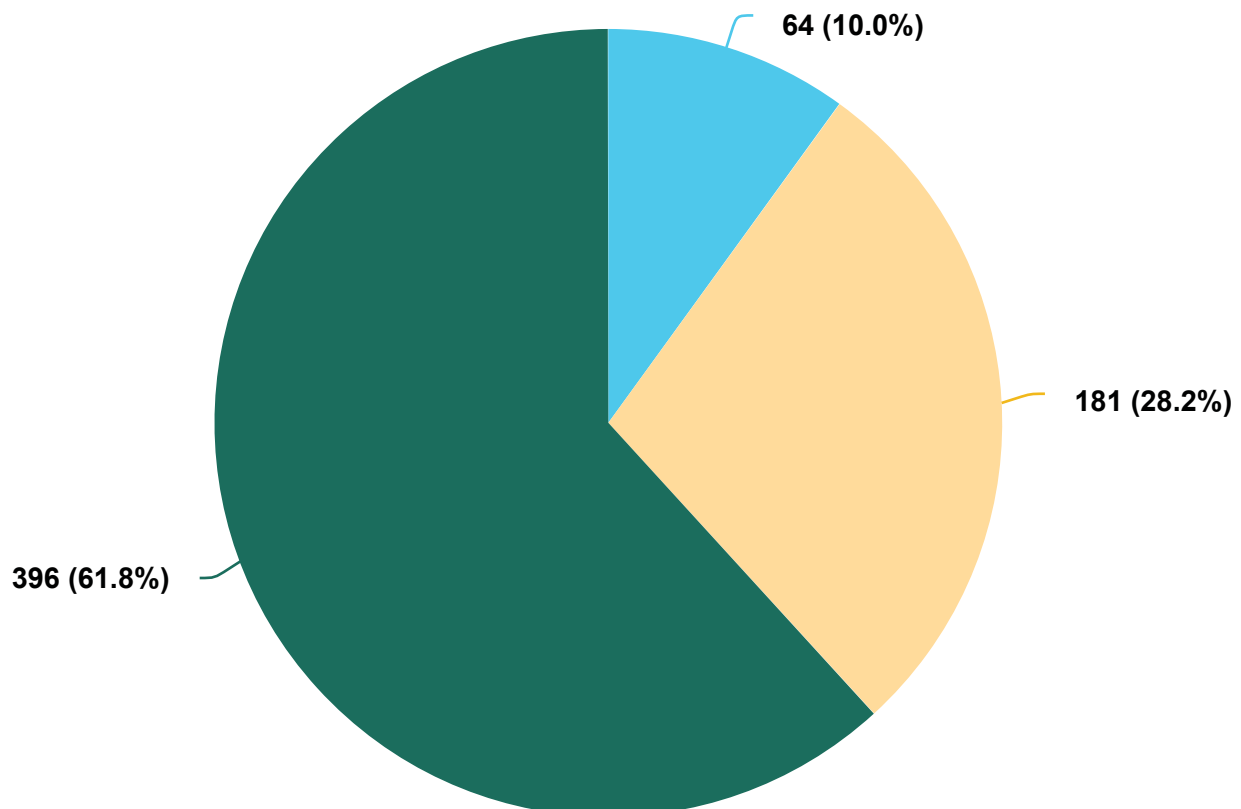


*What we heard about Land Use and Growth (Questions 8-11).***Question 11: How do you feel about the growth rate in Delta over the last decade?**

Question 11 asked survey recipients to identify the how they felt about the growth rate in the City of Delta over the last ten years. Approximately 10 percent of the respondents preferred a low rate of population growth and 68 percent preferred a moderate rate of population growth. Recent population forecasts prepared by McCool Development Solutions show that the City of Delta has a very low growth rate of nearly 0% (0.08% based on annual ACS growth rate data from the 2010 Census). Delta has a historic rate of closer to 1-2 percent, which would add approximately 150-200 people annually.

**How do you feel about the growth rate in Delta over the last decade?****Question options**

● It's about right    ● Too slow    ● Too fast





What we heard about Housing in the Community (Questions 12-16\*).  
\*Question 13 is a point of reference question and in the appendix.

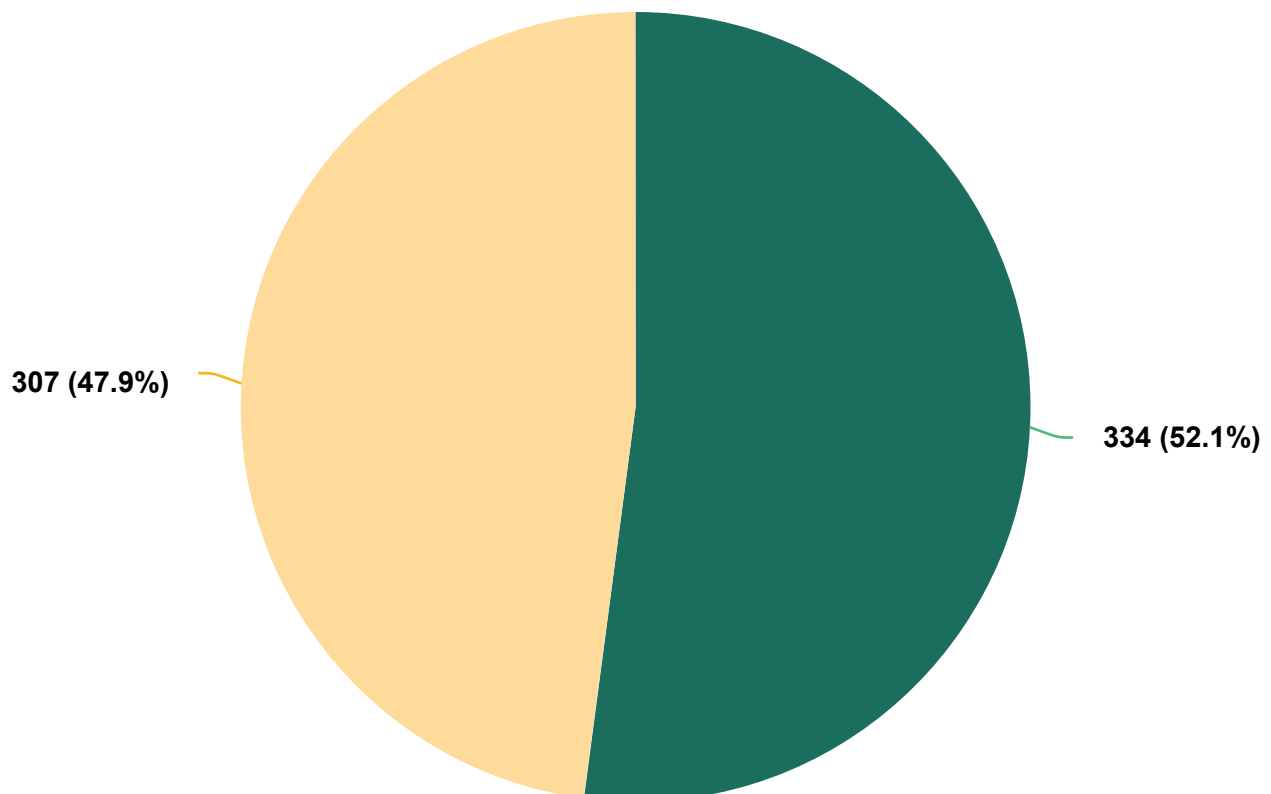
**Question 12: Do housing costs, including utilities, account for more than 30% of your household income?**

Question 12 is a key indicator question related to cost of living and whether or not a community feels housing burdened. The survey asked residents to comment on the cost of housing relative to their gross household income. Homeowners were asked (in accordance with the guidelines offered by the U.S. Department of Housing and Urban Development) whether the cost for principal and interest, homeowner's insurance, and property taxes exceeded 30 percent of their household income. With the results below showing that more than half of the responses indicated yes, alludes to potential financial stress and is an indication additional housing options or attainable units may be a good opportunity for the City and its residents to investigate.

**Do housing costs, including utilities, account for more than 30% of your household income?**

**Question options**

● No    ● Yes

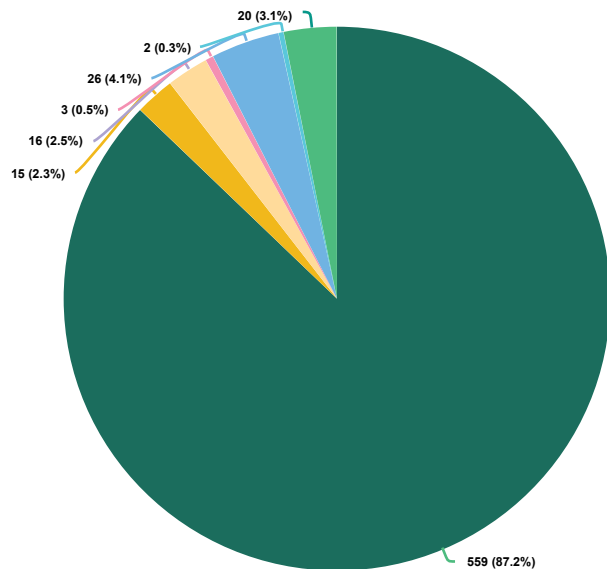


## What we heard about Housing in the Community (Questions 12-16).

### Question 14: In which type of housing do you currently live?

Question 14 posed a question regarding housing product types. Based on other questions, we know survey respondents support a variety of housing opportunities needed to meet the needs of all existing and future residents; however, the overwhelming majority of (87 percent) people lived in traditional single family detached homes. The next largest product type was mobile homes at 4 percent. This poses an interesting challenge, especially considering the aspect of affordability is a factor of concern for residents. Additionally, there was strong support for increasing the supply of single family housing based on the growth preferences and the small town character; however, this may pose challenges in the future regarding residents feeling cost burdened or the city struggling to provide adequate levels of service.

In which type of housing do you currently live?

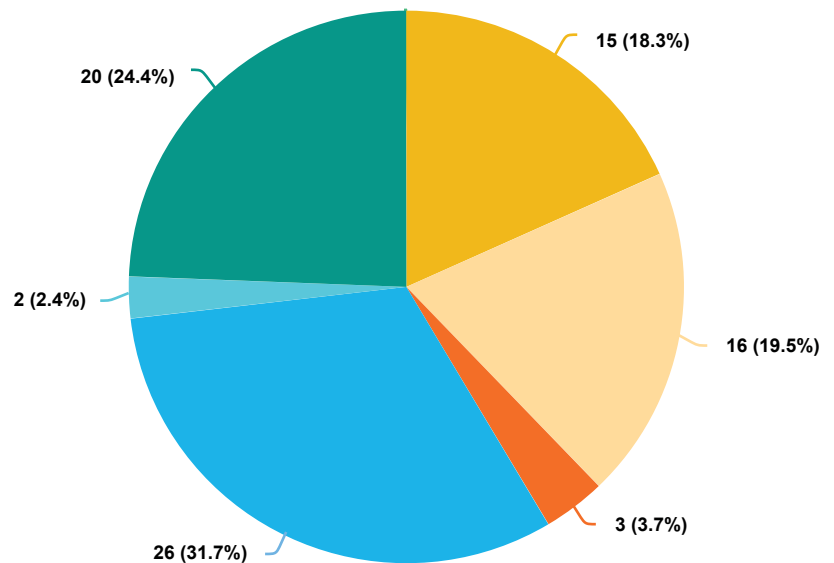


#### Question options

- Single family home
- Townhomes/ Condominiums
- Duplex/ Triplex/ Fourplex
- Assisted/ Senior Living Housing
- Mobile Home
- Accessory Dwelling Unit
- Other (please specify)

In which type of housing do you currently live?

*Single-Family Removed*



#### Question options

- Single family home
- Townhomes/ Condominiums
- Duplex/ Triplex/ Fourplex
- Assisted/ Senior Living Housing
- Mobile Home
- Accessory Dwelling Unit
- Other (please specify)



*What we heard about Housing in the Community (Questions 12-16).*

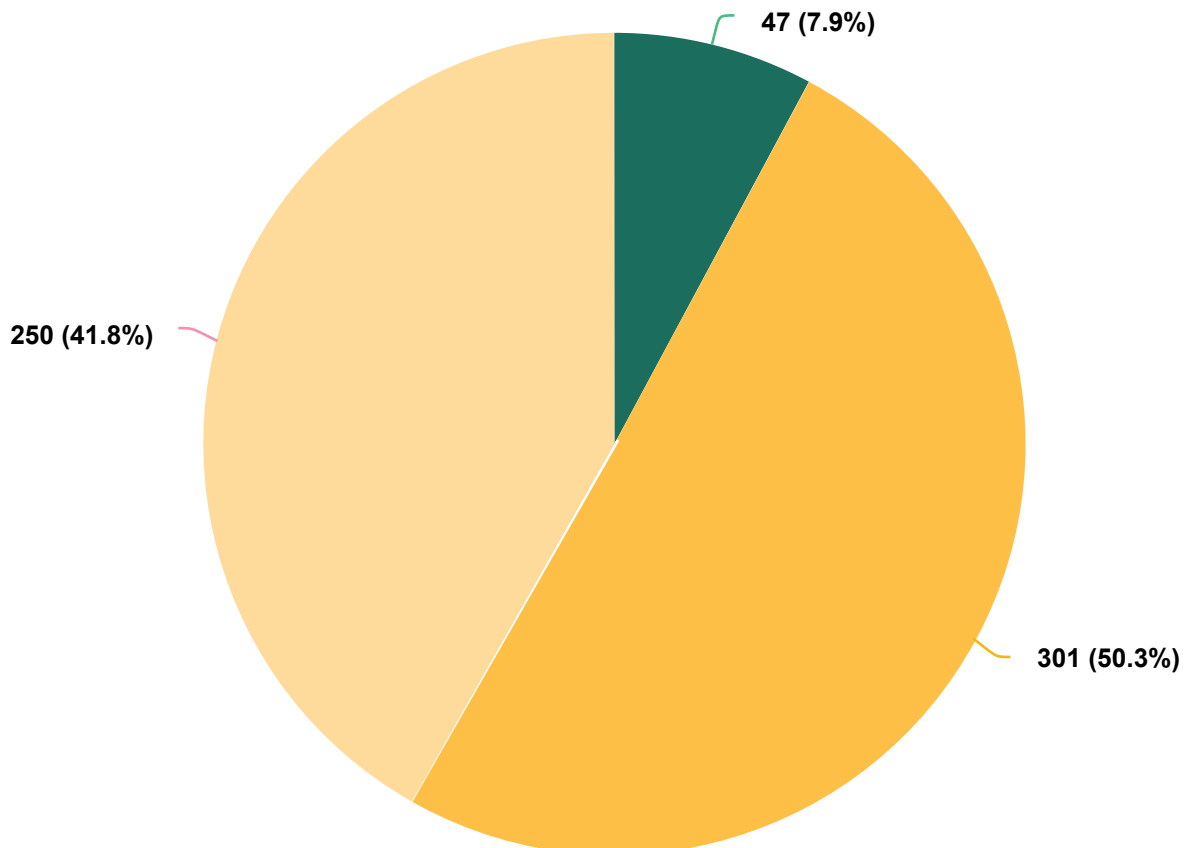
**Question 15: Do the lack of housing programs negatively impact your ability to find adequate housing?**

Question 15 is a question, which provides insight related to the need for additional City intervention or investment to help ensure the community has adequate housing supply. Based on the answers, the overwhelming majority would not find this resource of high value, indicating the market is self regulating and is able to meet the needs of the community. As the market and demographics changes over time; however, this is something the City should keep tabs on to help provide as many opportunities for its residents as possible - ultimately, keeping more people in Delta for longer.

**Do the lack of housing programs negatively impact your ability to find adequate housing?**

**Question options**

● Not Applicable    ● No    ● Yes



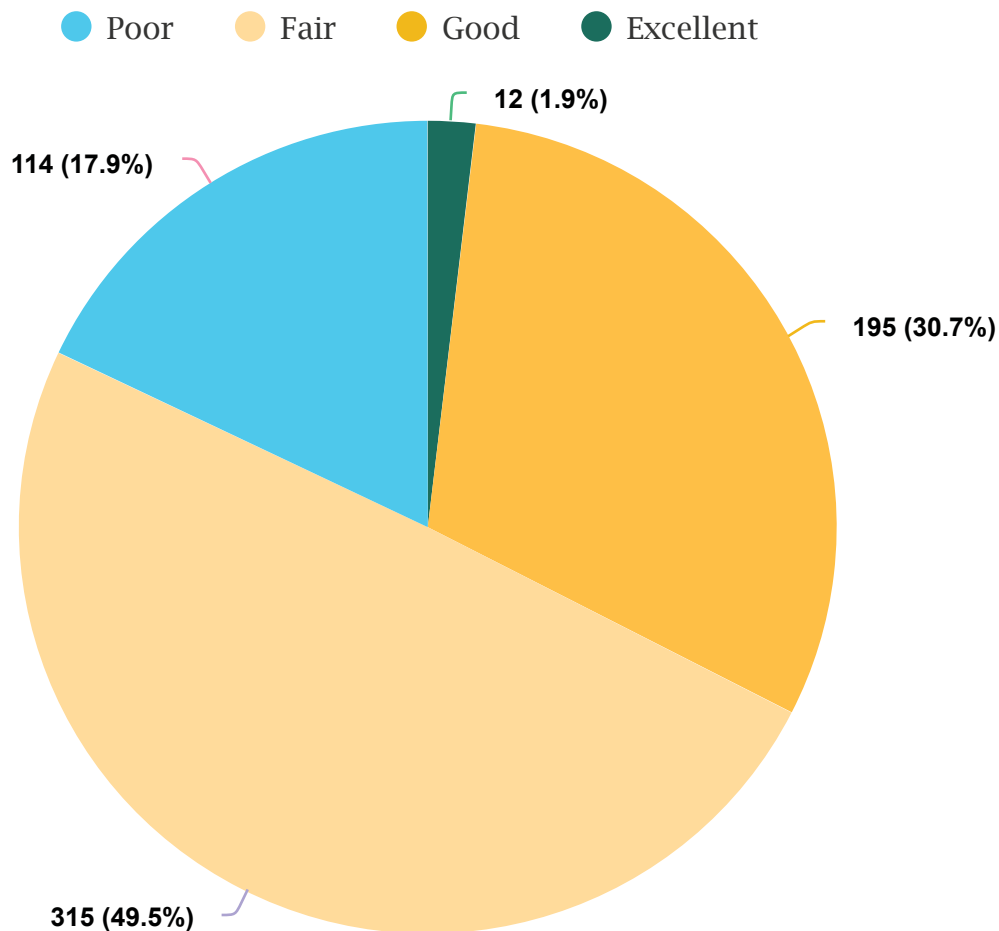
*What we heard about Housing in the Community (Questions 12-16).*

**Question 16: How would you describe the quality of housing in Delta (appearance, maintenance, upkeep)?**

Question 16 discussed quality of its housing products. This may pose to be one of the larger challenges underlying the comprehensive plan update. With many voicing a desire for higher quality buildings and homes throughout the community, they also want to retain an affordable element. With almost 20 percent of the responses stating the housing is Poor in Delta, it provides a lot of opportunities for the city and market to find innovative ways of raising the standards of quality throughout the City while still maintaining the small town character.

**How would you describe the quality of housing in Delta (appearance, maintenance, upkeep)?**

**Question options**



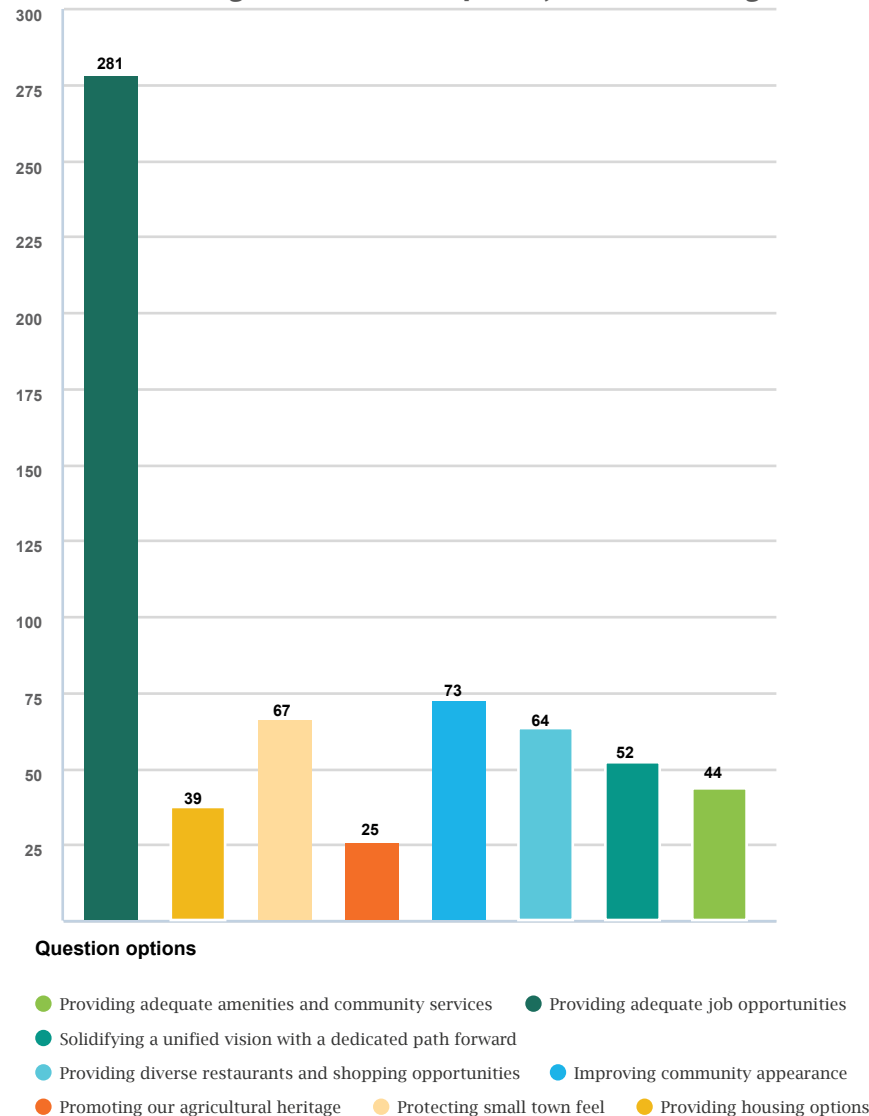


## What we heard about Economic Development (Questions 17-19).

### Question 17: When it comes to growth and development, what is Delta's greatest challenge?

Question 17 touted one of the most unified responded questions. Residents from both within the City and surrounding region would like to see more adequate job opportunities. Although this survey did not discuss it in detail, Delta has gone through large population swings, and jobs may very likely have an influence on the attraction and retention of its residents. Currently, Delta has seen little growth and this may be a direct result of a lack of new job opportunities.

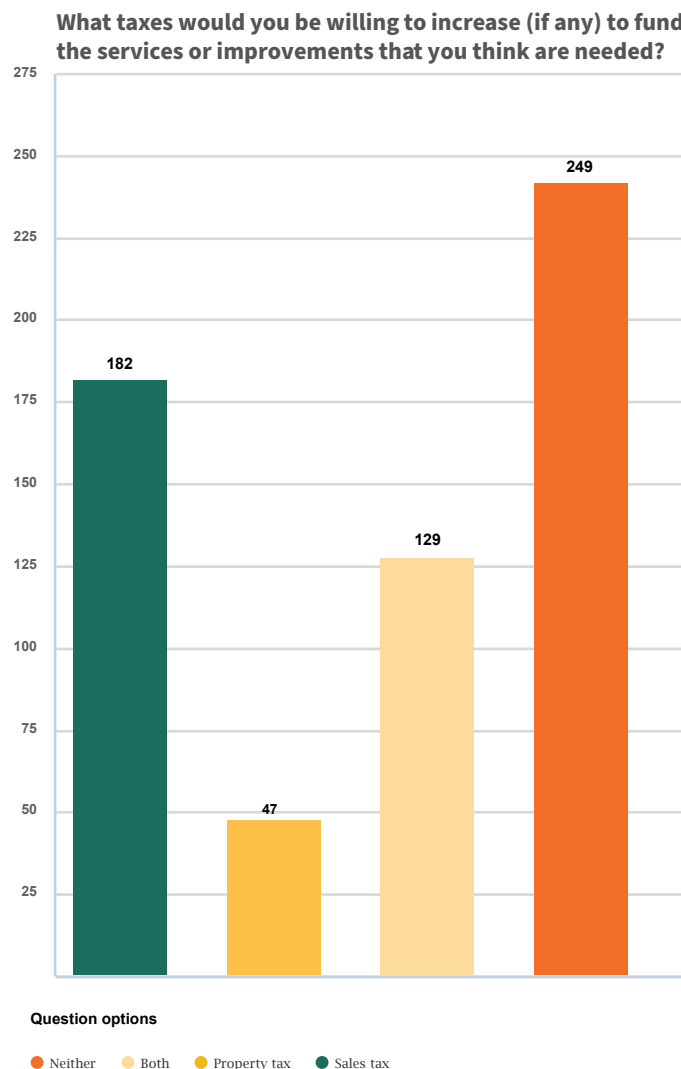
When it comes to growth and development, what is Delta's greatest challenge?



### *What we heard about Economic Development (Questions 17-19).*

#### **Question 18: What taxes would you be willing to increase (if any) to fund the services or improvements that you think are needed?**

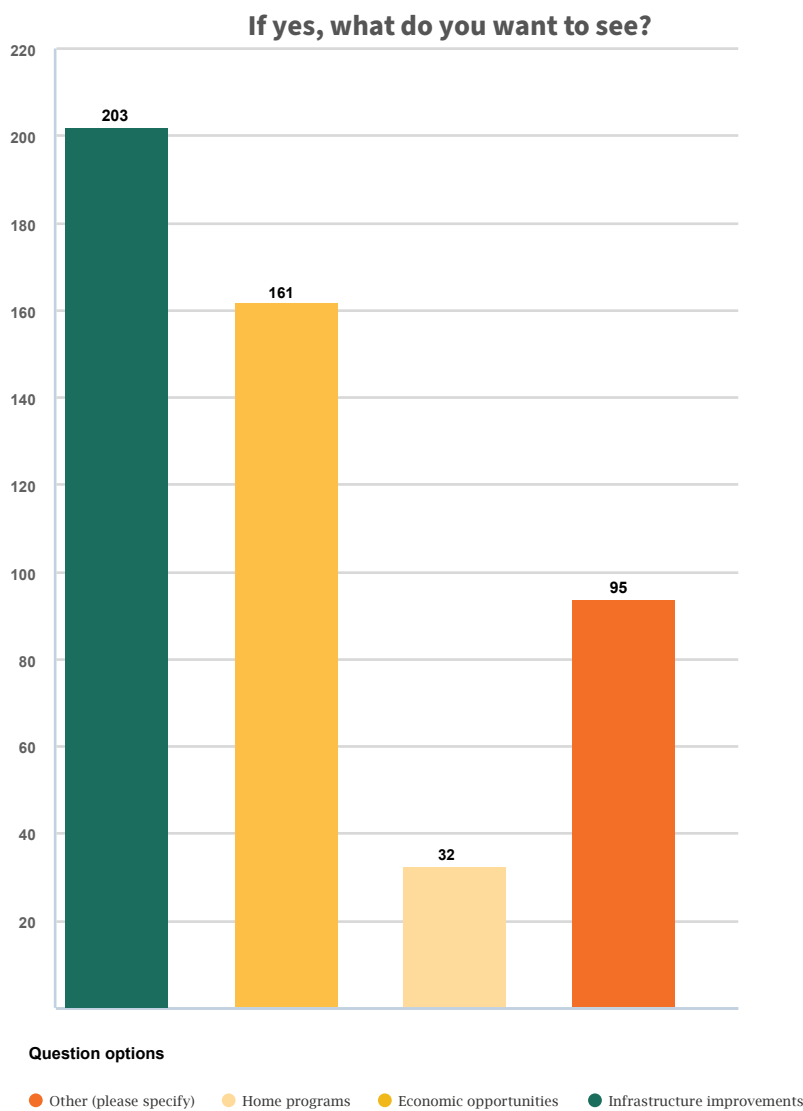
Question 18 discussed a both challenging topic and moving target in today's world - taxes. Although this topic can come with uncertainty, residents took to it favorably. Overall, 62 percent responded that they would be willing to increase either property tax, sales tax or both taxes if it meant additional funding for the City to reinvest back into the community. Because 38 percent were not in favor, a deeper dive by staff may be warranted to determine if it was indeed city residents voting in favor or opposition.



## What we heard about Economic Development (Questions 17-19).

### Question 19: If yes, what do you want to see?

Question 19 was a follow-up to the previous tax question on where people would like to see the additional investment go, if an increase were presented. The biggest desire based on responses, was for the additional taxes to go towards infrastructure improvements at 43 percent.

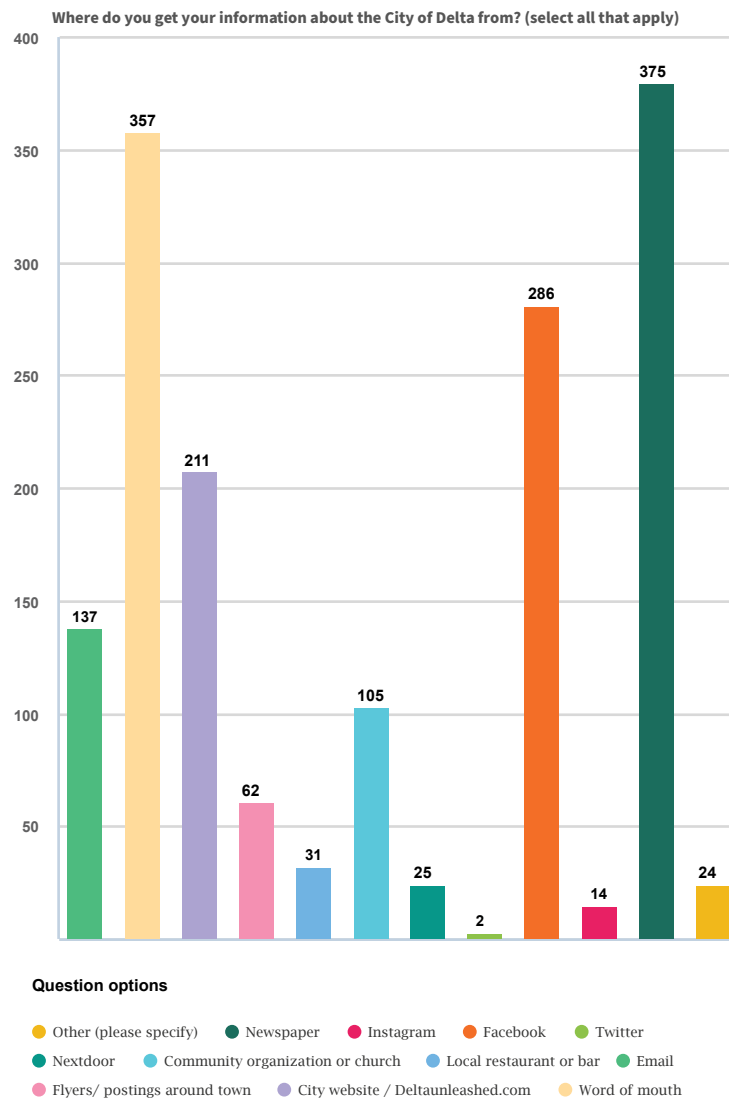




### *What we heard about Resident and Government communications (20-21).*

#### **Question 20: Where do you get your information about the City of Delta from? (select all that apply)**

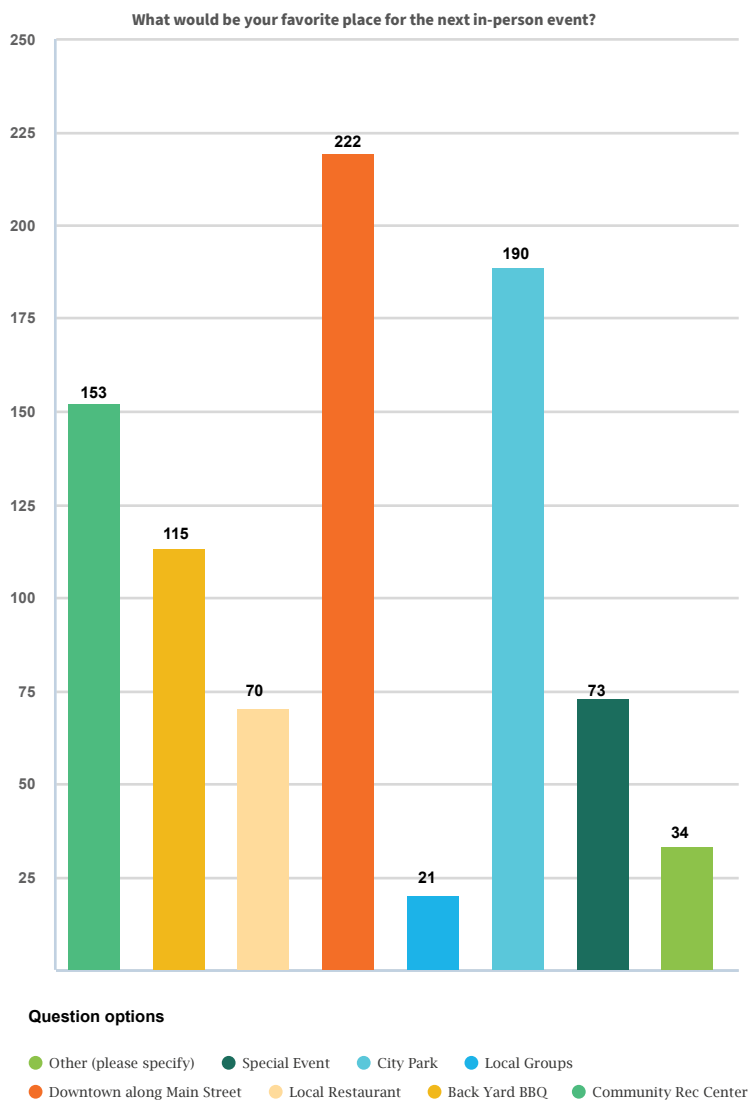
Question 20 was focused on determining the best avenues of communication moving forward. Because word of mouth scored the highest, it will be paramount for the city to get as much advanced notice out through other high scoring channels such as the newspaper and Facebook in order to allow plenty of time for natural conversations to take place throughout the community. Aside from Facebook, no other social media outlets ranked as effective tools, but both the City website and the project website, DeltaUnleashed.com ranked as the fourth best option.



## What we heard about Resident and Government communications (20-21).

### Question 21: What would be your favorite place for the next in-person event?

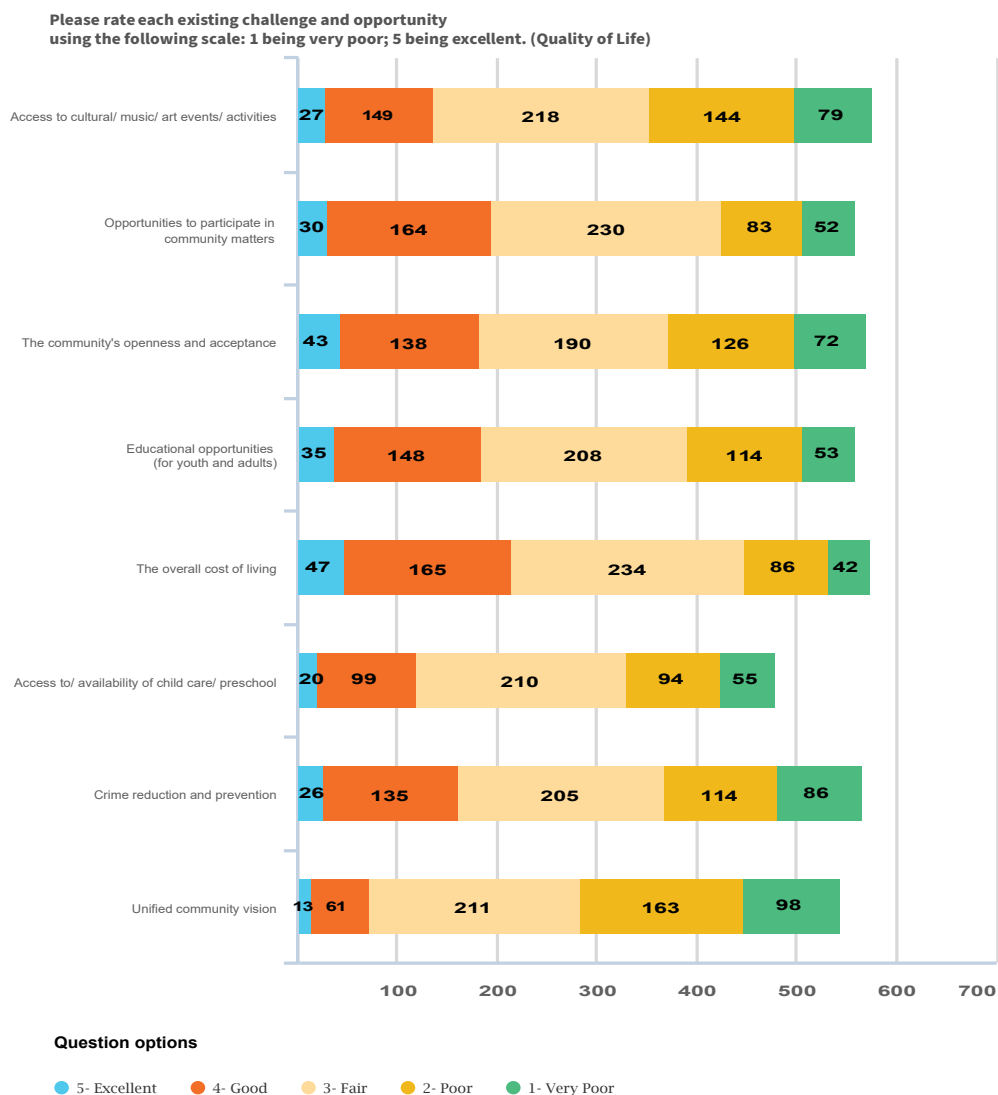
Question 21 is all about next steps and how best to interact with the community. This question is especially key based on the challenges of COVID-19 and what options are available for group gatherings. Fortunately, the two top choices, Main Street and a City Park, are both viable options for groups of people to come and go while still being able to maintain healthy distances. Additionally, when stations are set up in naturally busy environments such as downtown, staff's ability to communicate and engage with both residents and visitors alike make for a very effective event.



### What we heard about Quality of Life (22).

#### Question 22: Please rate each existing challenge and opportunity using the following scale: 1 being very poor; 5 being excellent. [Quality of Life]

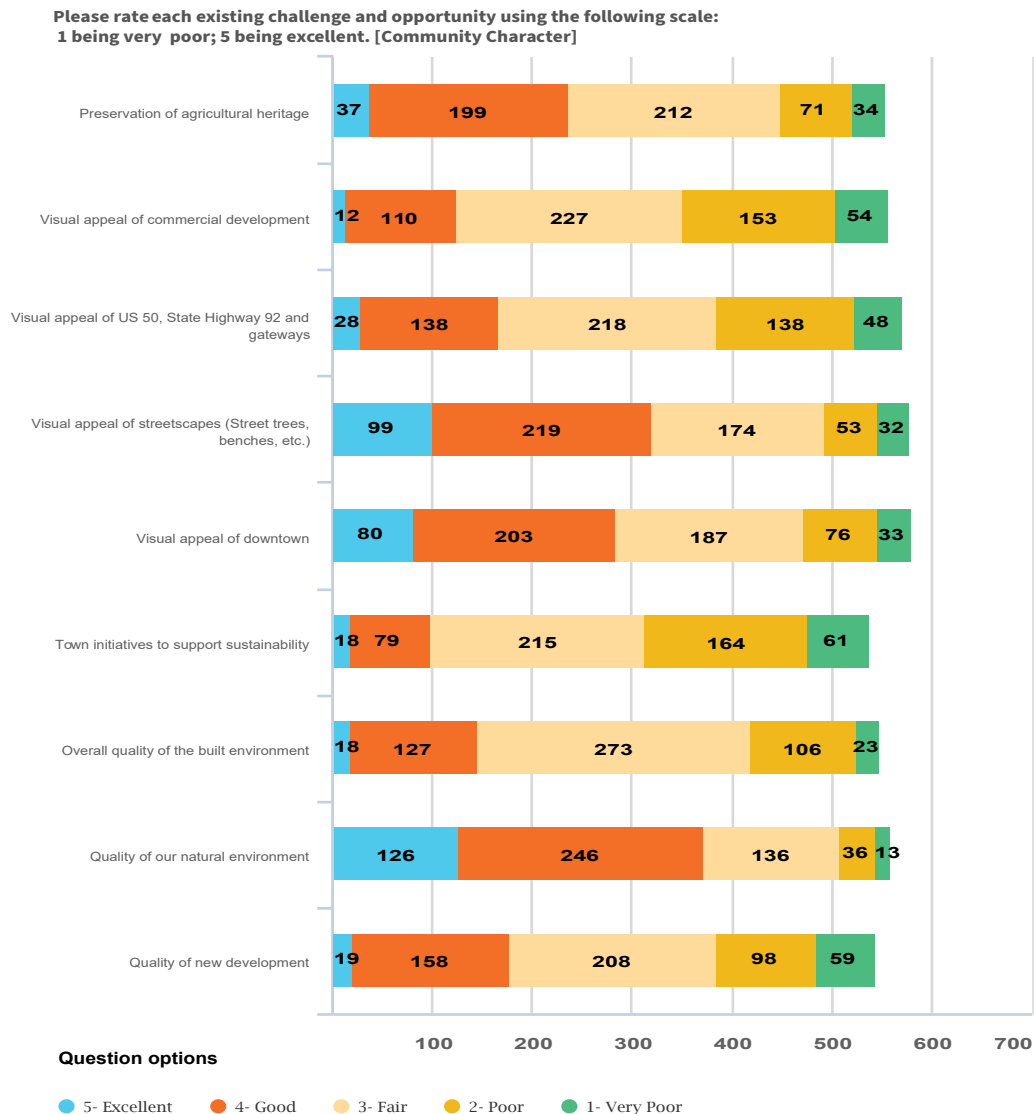
Question 22 honed in on various aspects of the Quality of Life within the City of Delta. The beauty of surveys, is they can point out both strengths and weaknesses within a community. That being said, the lowest ranking question below dealt with a Unified Community Vision, and therefore, provides a great opportunity for staff and residents alike to come together that much more and ensure that what goals and policies are set forth in Delta Unleashed are driven by the community at large. On the other side, the cost of living and opportunities for people to participate in community matters both ranked the highest. This alludes to a great prospective relationship where people feel like they would participate if given the opportunity.



## What we heard about Community Character (23).

### Question 23: Please rate each existing challenge and opportunity using the following scale: 1 being very poor; 5 being excellent. [Community Character]

Question 23 posed questions related to the local and rural fabric of the City and the region. Responses indicated high support in both settings: One being the Quality of the Natural Environment, which scored the highest. Residents from both in the City and outside truly expressed their gratitude for the community's effort in protecting, enhancing and preserving this asset. The second highest was the Visual Appeal of Streetscapes. This has a direct correlation between prominent areas like Downtown where both the City and businesses alike take great pride in keeping things like landscaping and seating areas clean and inviting for all. One area lacking based on responses was City driven sustainability initiatives. With various options for municipalities, such as Climate Action Plans, could be a note for further study.

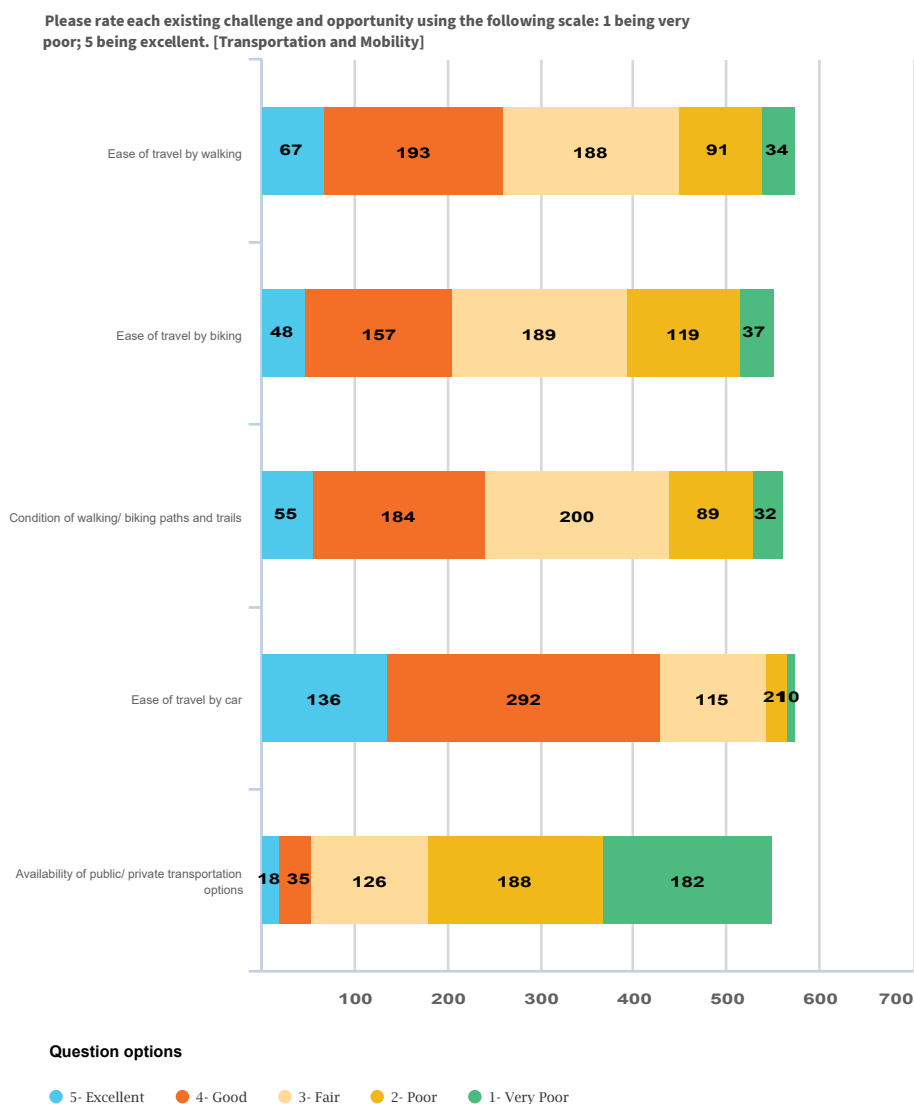




### What we heard about Transportation and Mobility (24).

#### Question 24: Please rate each existing challenge and opportunity using the following scale: 1 being very poor; 5 being excellent. [Transportation and Mobility]

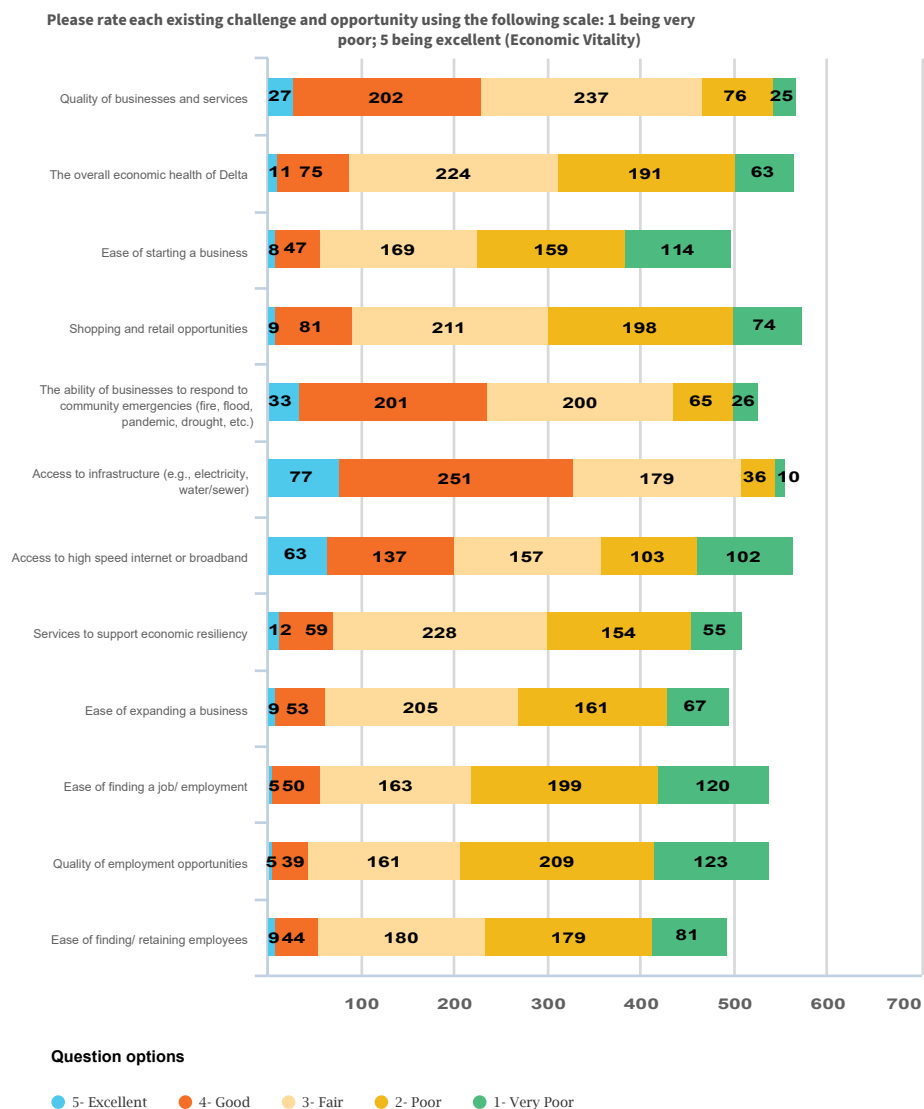
Question 24 was focusing around the mobility options within Delta. Because public and alternative private transportation options have not been needed historically, their present day availability is accordingly lacking. This may be a shifting trend as new growth and economic development catalyze changing needs. Alternatively, travel by single occupancy vehicle is not only the dominant mode of choice, but also ranked as the easiest option. This coincides directly with the amount of investment into road infrastructure. Both biking and walking also scored well; however, over half rated the quality of the facilities "fair or worse", indicating there is room for improvement. Furthermore, with better quality multi-modal facilities, this would provide more options to residents if taking a car is not always the preferred mode.



## What we heard about Economic Vitality (25).

### Question 25: Please rate each existing challenge and opportunity using the following scale: 1 being very poor; 5 being excellent. [Economic Vitality]

Question 25 was aimed at better understanding the regions Economic Vitality and how well residents and businesses have access to their needs. Based on the responses, the City is doing a commendable job providing sufficient access to Internet providers and key infrastructure, such as water, sewer and electricity. On the market side, we see some large challenges in the area of adequate employment. The lowest scores were given to the Quality of Employment Opportunities, and coincidentally, if the opportunity was there, the ease of landing that job seemed to be a challenge for residents. Overall, the responses indicated some overarching areas of concern within the economic realm, from the retention of employees to ease of starting a business. These are all areas which the City could provide additional partnerships and be a great goal to call out in the update.



### What we heard about Community Facilities (26).

#### Question 26: Please rate each existing challenge and opportunity using the following scale: 1 being very poor; 5 being excellent. [Community Facilities]

Question 27 gave insight into the area of largest support - Community Facilities. Similar to City infrastructure in the previous question, residents were generally pleased with the Quality of City Services such as electric, water and wastewater. Parks and Recreation also received very high regard, and responses indicated high levels of support for this City amenity. What respondents were most pleased with though, was the Quality of Law Enforcement and Fire Protection. This specific category received the single highest rating amongst every other survey question. This is therefore a great indicator for the City that their investments towards these services are well received and appreciated by the community at large.




*What we heard about getting involved with the process (27).*

**Question 27: What could the City do to help get you involved with the planning process?**

Question 27 ended the survey questionnaire, and the results are equally exciting to end on. The word cloud below shows the top 100 words in all of the written responses about how and what the City can do to help get people involved with the process and it says it all with the word "More". So many of the comments were stating they wanted to be more involved, they wanted to see more opportunities, notifications, events and ways to provide input. They wanted more change and growth. The comments touted their pride for the City of Delta, their home, but ultimately, they are wanting *more*.







***“ Thank you Delta for  
making an impact on  
Delta Unleashed - Your  
Comprehensive Plan!***