



Helping local families thrive and enhancing community culture.

On a regular day, Breckenridge is home to a small population of just over 4,900 residents, however as one of the top destinations for both summer and winter getaways, the Town can quickly adapt to an influx of over 40,000 people in just one weekend.

Due to high cost of living in Breckenridge, local families often benefit from funding programs in the area. The Community Development Department at the Town uses SurveyMonkey Apply to collect applications for the Childcare Tuition Assistance Program; assisting young families with the cost of childcare.

THE CHALLENGE

Too much manual work for both applicants and administrators

The Town of Breckenridge was challenged with managing a heavy workload of paper applications and needed a solution to reduce manual data entry and streamline communication to applicants.

On an annual basis, the Community Development Department collects over 100 applications for child care assistance. The paper-based process took applicants hours to complete, and was challenging for administrators to coordinate.

“It took over a week just to go through the applications and figure out which ones were complete and which ones were incomplete.”

“Over 5000 pages of paper would be collected in that initial round of the application alone, every year.”

- Jennifer McAtamney, Town of Breckenridge

THE SOLUTION

A online solution that eliminates paper-based applications and increases efficiency

Since switching from a paper-based process to SurveyMonkey Apply, Breckenridge families have been able to easily access the Child Care Tuition Assistance Program application online, and the Community Development Department has been able to assist applicants more quickly and efficiently.

“SurveyMonkey Apply really streamlined the application process for us and for families. We save up to two weeks of time because each application that comes in is complete, and it’s made the whole process a lot cleaner and more straightforward.”

“People love our new system. It creates a really good workflow for applicants and it allows us to easily review the applications electronically.” - Jennifer McAtamney

A sudden increase in applications, coupled with feedback from both applicants and reviewers alike, showed the Town that not only was their program vital to the stability of their community, but that easy and convenient online access to affordable child care assistance mattered to local families.

THE TAKEAWAY

Connecting families to peace of mind

By moving their process online and streamlining communication, the Town of Breckenridge can connect with more local families to offer assistance that will provide stability and peace of mind.

“We truly believe that if we want to stay a real community, it’s important for us to make sure local working families can stay in the community. We do that through a combination of housing support and child care,” says Jennifer.

Providing financial assistance to families with young children helps to ensure the stability of Breckenridge’s long-term residents. With an online solution in place to collect applications and data from the community, the Town can work towards their mission of increasing resident retention and focus on connecting with the families that make the resort town the paradise that many consider it to be.

Company

Town of Breckenridge

Use case

Program applications

Product

SurveyMonkey Apply

Success factor

Reduced manual effort and increased communication