

**SURVEY BACKGROUND**

The 2009 Salida Community Survey was distributed in November 2009 in an effort to obtain feedback about the status of our community and priorities for the future. The survey was mailed to all active and inactive registered voters (3,851 total) on the current list kept by the Chaffee County Clerk & Recorder's office. In addition, the survey could be filled out electronically on the City of Salida website using SurveyMonkey.com.

The total number of responses was 696, of these 410 responses were captured through the online survey and 286 returned the paper surveys that had been mailed to registered voters. Each paper survey was entered manually into SurveyMonkey by staff of the Community Development Department.

According to the most recent census in 2000, there were 5,504 residents in Salida, of whom 4,324 were over 18 years of age. Based on those numbers, the survey had a 16% response rate from our adult population.

A survey can be an effective tool to collect information and opinions that reflect the population of the community. This survey asked for both factual information and opinions from citizens. The questions on the survey were developed using several examples of surveys from other Colorado communities. These questions were reviewed for relevance to Salida and in some cases modified for our community.

It is the hope of the Community Development Department that the survey results will be used to inform the City Council, Planning Commission and citizens about the status of our City. The results of the survey should help to inform the principals and policies contained in the Comprehensive Plan and will serve as a baseline for periodic surveys of the citizens of the community.

The complete survey results can be obtained from the Salida Community Development Department by calling (719) 539-4555 or emailing [planning@cityofsalida.com](mailto:planning@cityofsalida.com).

**SURVEY RESULTS**Question #1 – Are you a resident of the City of Salida?

Answer Options	Response Percent	Response Count
Yes	90.2%	628
No	9.8%	68
<i>answered question</i>		<b>696</b>
<i>skipped question</i>		<b>0</b>

Question #2 – How long have you lived in Salida?

Answer Options	Response Percent	Response Count
Less than 2 years	9.1%	63
2-4 years	18.0%	125
5-10 years	24.6%	171
10-20 years	23.4%	163
20+ years	25.0%	174
<i>answered question</i>		<b>696</b>
<i>skipped question</i>		<b>0</b>

Question #3 – What is your age?

Answer Options	Response Percent	Response Count
Under 25	2.0%	14
25-35	9.2%	64
36-45	20.4%	142
46-55	22.6%	157
56-65	23.4%	163
66 and older	22.4%	156
<i>answered question</i>		<b>696</b>
<i>skipped question</i>		<b>0</b>

Following are the ages of our population at the time of the 2000 Census and the approximate percentage responses from those age groups.

<u>Age</u>	<u>Population</u>	<u>Percent of who Responded to Survey</u>
0 – 24	1,524	1%
25 – 34	632	10%
35 – 44	879	16%
45 – 54	825	19%
55 – 64	508	32%
65 and older	1,136	14%

Question #4 – Why do you live in Salida? (Choose all that apply)

Answer Options	Response Percent	Response Count
Small town atmosphere	72.8%	503
Climate	57.5%	397
Recreational amenities	54.0%	373
Friendliness	53.7%	371
Good place to raise kids	30.0%	207
Employment	26.2%	181
To be with family/spouse/friends	25.5%	176
Retirement	24.9%	172
Art community	20.0%	138
More affordable than other cities	14.5%	100
I was born here	8.7%	60
Other	12.3%	85
<i>answered question</i>		<b>691</b>
<i>skipped question</i>		<b>5</b>



Question #5

86 respondents provided further explanation of why they live in Salida. The responses vary ranging from “stuck here” to “proximity to the mountains”. The complete list of responses is available upon request.

Question #6 – How do you find out about local events or issues? (Choose all that apply)

Answer Options	Response Percent	Response Count
The Mountain Mail	91.8%	636
Word of mouth	76.0%	527
Radio announcements	34.2%	237
Salida Citizen website	22.7%	157
Email distributions	14.4%	100
Official posting	13.9%	96
Denver Post/Pueblo Chieftain	10.4%	72
Internet social networks (Twitter, Facebook, etc.)	6.9%	48
City website - cityofsalida.com	4.0%	28
Channel 10	3.3%	23
Other	5.8%	40
<i>answered question</i>		<b>693</b>
<i>skipped question</i>		<b>3</b>

Question #7

39 respondents provided further explanation of where they find out about local issues. The responses vary ranging from “My Bartender” to “Chamber newsletter”. The complete list of responses is available upon request.

Question #8 – What should be the one most important economic development focus of the City?

Answer Options	Response Percent	Response Count
Support existing local businesses	31.7%	208
Tourism	16.3%	107
Recreation & trails	13.2%	87
Renewable energy	12.6%	83
Manufacturing	10.7%	70
Events	2.0%	13
Second homeowners	1.1%	7
Other	12.5%	82
<i>answered question</i>		<b>657</b>
<i>skipped question</i>		<b>39</b>

Question #9

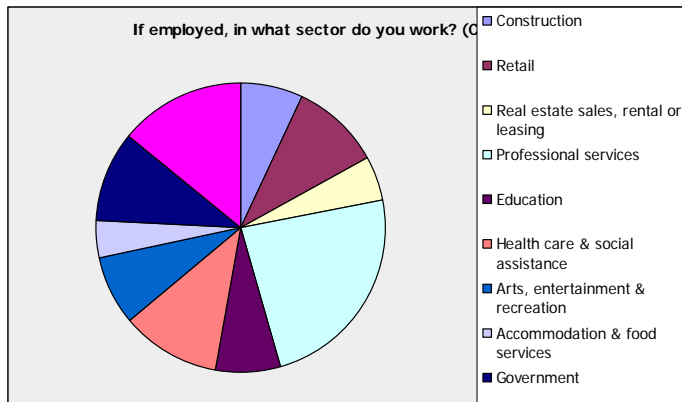
85 respondents provided further explanation of what they feel should be the one economic development focus of the City. The responses vary ranging from “Education” to “Limit Taxes”. The complete list of responses is available upon request.

Question #10 – What is your employment status? (Choose one that best applies)

Answer Options	Response Percent	Response Count
Full time	31.4%	214
Retired	27.3%	186
Self employed (Full or part time)	25.3%	172
Part time	8.1%	55
Actively volunteering	3.5%	24
Unemployed	2.6%	18
Stay at home parent	1.8%	12
<i>answered question</i>		<b>681</b>
<i>skipped question</i>		<b>15</b>

Question #11 - If employed, in what sector do you work? (Choose one)

Answer Options	Response Percent	Response Count
Professional services	24.7%	144
Health care & social assistance	11.1%	51
Retail	10.4%	48
Government	10.2%	47
Arts, entertainment & recreation	8.5%	39
Construction	7.4%	34
Education	7.2%	33
Real estate sales, rental or leasing	5.9%	27
Accommodation & food services	5.0%	23
Other	3.3%	15
<i>answered question</i>		<b>461</b>
<i>skipped question</i>		<b>235</b>



Question #12

66 respondents filled in the “other” category for their employment sector. All but 15 of these were reclassified into the sectors provided. These responses included agriculture, tourism and wholesale. The complete list of responses is available upon request.

Question #13 – What are the 3 most important issues that will be facing the City of Salida in the next 5 years?

Answer Options	Response Percent	Response Count
Creating new employment opportunities	63.0%	427
Affordable housing	42.6%	289
Preservation of small town character	36.1%	245
Attracting businesses to Salida	32.3%	219
City infrastructure maintenance	28.8%	195
Water	19.8%	134
Renewable energy initiatives	15.0%	102
Sprawl developments	13.7%	93
Development of recreation amenities	13.1%	89
Local food production	9.0%	61
Historic preservation of downtown	8.7%	59
Second home growth	5.6%	38
Preservation of views	5.3%	36
Highway improvements	1.8%	12
Business licensing	0.7%	5
Other	5.8%	39
<i>answered question</i>		<b>678</b>
<i>skipped question</i>		<b>18</b>

Question #14

43 respondents identified other issues that will be facing Salida in the next five years. These responses varied but included items such as affordable health care, education opportunities and fiscal responsibility. The complete list of responses is available upon request.

Question #15 – If you could budget \$100 towards City Projects and services, how would you allocate it?

Answer Options	Total Dollars Allocated	Percent of Budget	Response Count
Maintenance of City streets and facilities	\$ 14,492	22%	437
Economic Development	\$ 11,469	17%	399
Affordable housing	\$ 9,941	15%	361
Preserving lands for open space	\$ 6,316	10%	305
Renewable energy projects	\$ 5,742	9%	279
Recreation	\$ 5,332	8%	287
Hot Springs Pool improvements	\$ 3,985	6%	240
Public safety	\$ 4,087	6%	219
Highway improvements	\$ 1,470	2%	158
Other	\$ 3,367	5%	101
Total	\$ 66,100	100%	
<i>answered question</i>			<b>660</b>
<i>skipped question</i>			<b>36</b>

Question #16

99 respondents supplied answers for “other” items they would budget funds towards. The responses are varied but include items like schools, local food production, green projects, downtown improvements and marketing. The complete list of responses is available upon request.

Question #17 – How do you normally make local trips in town?

Answer Options	Response Percent	Response Count
Car	55.2%	359
Bike	28.6%	186
Walk	13.5%	88
Shuttle	0.9%	6
Other	1.7%	11
<i>answered question</i>		<b>650</b>
<i>skipped question</i>		<b>46</b>

Question #18

11 respondents provided written responses to “other” ways they make local trips in town:

- |  |   |
|--|---|
| 1. light truck                                 | 7. I don't! Especially downtown!              |
| 2. Motorcycle                                  | 8. vehicle                                    |
| 3. Walk, bike and drive                        | 9. bike and car both significant              |
| 4. walk, bike , and take car depends on where. | 10. don't shop downtown since Gambles is gone |
| 5. walk and car                                | 11. bike and car                              |
| 6. Wheelchair                                  |   |

When we cross tabulate the results of question #17 to find out if the age of respondents makes a difference in the results, we find that younger people answered that they make most trips by bicycle while older folks tend to drive cars.

Answer Options	What is your age?				
	25-35	36-45	46-55	56-65	66 and older
Walk	12	7	23	30	16
Bike	29	72	44	28	8
Car	19	52	75	89	118
Shuttle	0	0	1	2	3
Other	0	1	4	5	1

Question #19 – What one improvement would you make to the Salida Transportation System?

Answer Options	Response Percent	Response Count
Improved streets	21.1%	138
Sidewalks	16.1%	105
Bike lanes	15.2%	99
Downtown parking	11.5%	75
New trails	10.4%	68
In town shuttle	9.2%	60
Regional transportation	8.6%	56
Bike parking	2.1%	14
ADA access	0.9%	6
Other	4.9%	32
	<i>answered question</i>	<b>653</b>
	<i>skipped question</i>	<b>43</b>

Similar to the results above regarding mode of travel, when question #19 was cross-tabulated with age groups, ages 25-45 would make bike lanes a priority. Ages 46 – 66 and older identified “improved streets” as the highest priority for transportation system improvements.

#### Question #20

39 respondents answered what other improvements they would make to the Salida Regional Transportation System aside from those provided on the list. The suggestions were varied and include maintenance suggestions as well as creative ideas like making some lettered streets one way and including bike lanes. The complete list of responses is available upon request.

#### Question #21

224 respondents provided suggestions about the location of their suggested improvements. The complete list of responses is available upon request.



Question #22 – In a given year what is your most visited regional destination by car?  
(Choose all that apply)

Answer Options	Response Percent	Response Count
Colorado Springs, Canon City or Pueblo	55.9%	375
Denver	39.5%	265
Monarch Pass	31.1%	209
San Luis Valley	19.2%	129
Gunnison, Crested Butte	9.8%	66
Leadville	6.9%	46
Fairplay, South Park, Bailey	4.8%	32
Summit, Eagle or Pitkin Counties	4.5%	30
Other destination(s)	10.6%	71
<i>answered question</i>		<b>671</b>
<i>skipped question</i>		<b>25</b>

Question #23

71 Respondents chose to enter additional regional destinations. Responses include Buena Vista, Grand Junction and various recreation destinations such as specific National Forests. The complete list of responses is available upon request.

Question #24 – Would you use bus service to the destination(s) you chose in question #22?

Answer Options	Response Percent	Response Count
No	60.8%	400
Yes	39.2%	258
<i>answered question</i>		<b>658</b>
<i>skipped question</i>		<b>38</b>

The following chart shows how people who travel to various destinations feel about a shuttle service to those locations.

Answer Options	Yes	No	Response Percent	Response Count
Monarch Pass	100	104	31.2%	204
Denver	122	137	39.6%	259
Colorado Springs, Canon City or Pueblo	140	225	55.8%	365
Leadville	20	24	6.7%	44
San Luis Valley	47	77	19.0%	124
Summit, Eagle or Pitkin Counties	10	18	4.3%	28
Fairplay, South Park, Bailey	10	21	4.7%	31
Gunnison, Crested Butte	33	32	9.9%	65
Other destination(s)	31	37	10.4%	68

Question #25 – How much growth would you like to see in the Salida region? (Choose one)

Answer Options	Response Percent	Response Count
Some growth	30.6%	204
Less growth than in recent years	29.2%	195
About the same as in recent years	29.2%	195
Zero growth	7.9%	53
Maximum build out/No growth control	3.0%	20
<i>answered question</i>		<b>667</b>
<i>skipped question</i>		<b>29</b>

Question #26 – What opinion best represents your opinion on growth management? (Choose one)

Answer Options	Response Percent	Response Count
The public process should be expanded to allow for more public input on new development	38.5%	250
The City should maintain the same level of regulation that exists today	27.2%	177
The City should be more involved in regulating new developments	23.8%	155
The City should be less involved with regulating new developments	9.2%	60
No regulation/Allow unregulated development	1.2%	8
<i>answered question</i>		<b>650</b>
<i>skipped question</i>		<b>46</b>

Question #27 – Are you taking any of these steps to reduce your impact in the environment or to save money? (Choose all that apply)

Answer Options	Response Percent	Response Count
Recycling	85.9%	573
Buying local	85.9%	573
Improving energy efficiency in your home	69.1%	461
Reducing auto fuel use	64.6%	431
Backyard vegetable gardening	43.6%	291
Composting	35.1%	234
Other	11.4%	76
<i>answered question</i>		<b>667</b>
<i>skipped question</i>		<b>29</b>

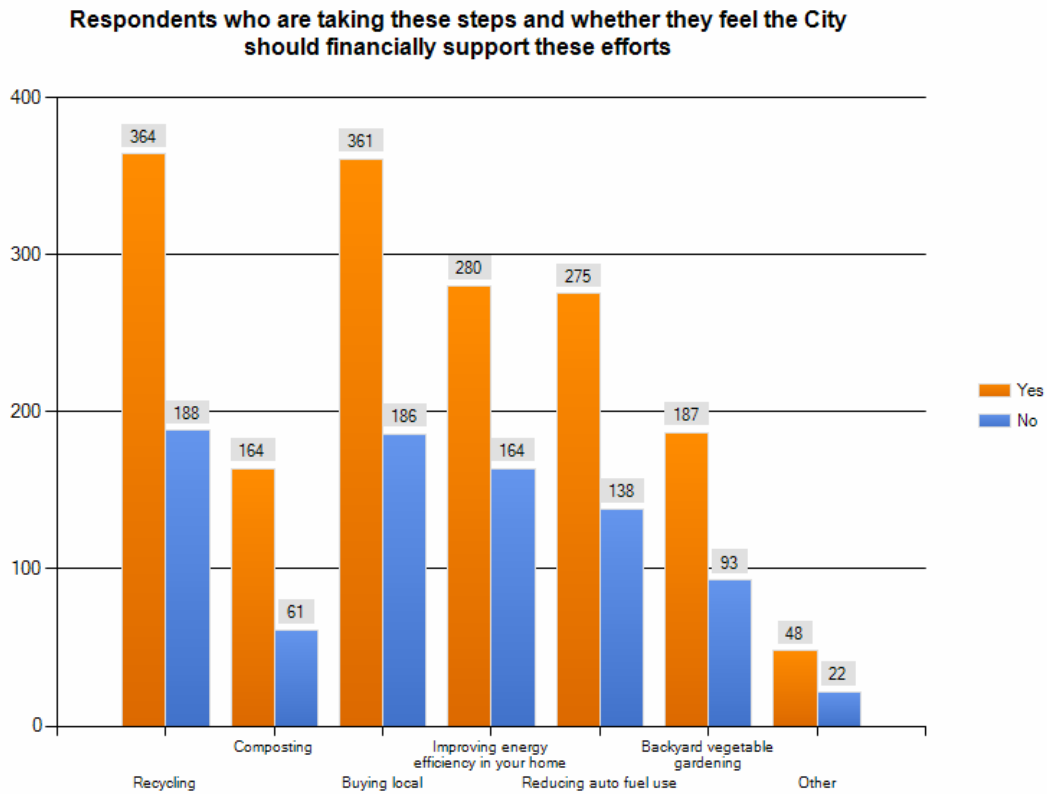
Question #28

75 respondents stated “other” steps they are taking to reduce energy use or save money. These steps include driving less, walking or biking more, raising chickens and consuming less. The complete list of responses is available upon request.

Question #29 – Should the City financially support the efforts described in question #27?

Answer Options	Response Percent	Response Count
Yes	61.8%	398
No	38.2%	246
<i>answered question</i>		<b>644</b>
<i>skipped question</i>		<b>52</b>

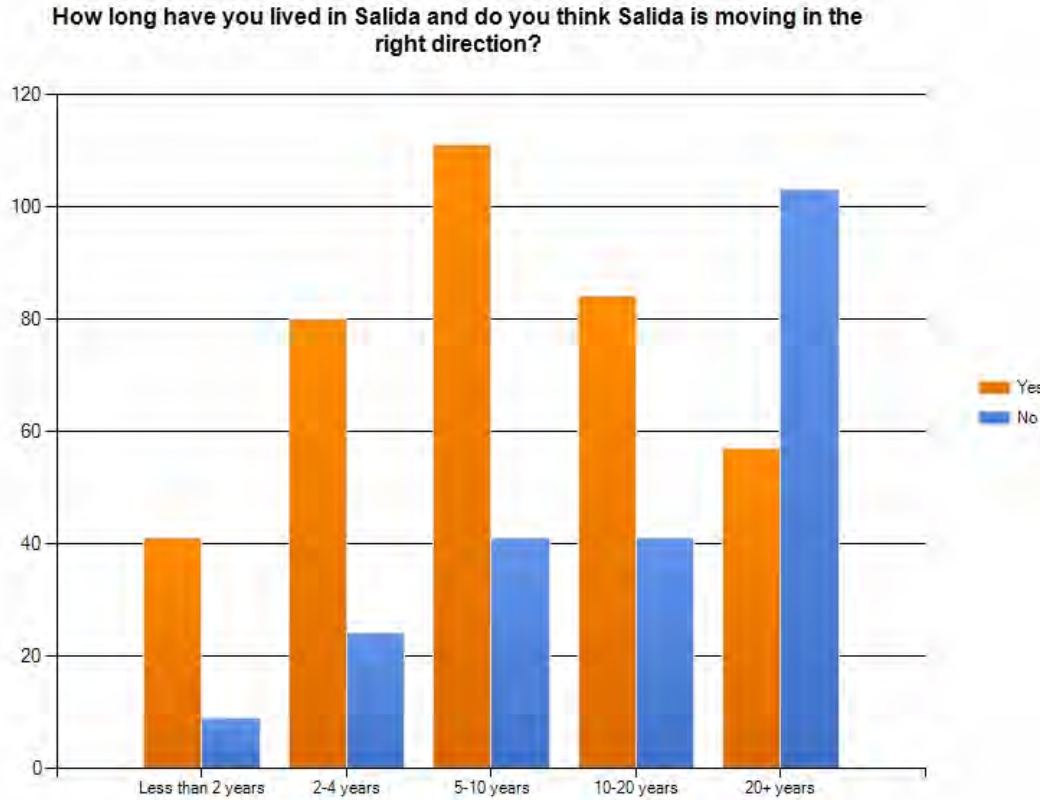
The following chart shows the cross-tabulation of answers to Questions #27 and #29. This shows visually the margin by which people who are taking certain steps feel that local government should financially support these efforts.



Question #30 – Over the last five years has the City of Salida been moving in the right direction?

Answer Options	Response Percent	Response Count
Yes	63.1%	373
No	36.9%	218
<i>answered question</i>		<b>591</b>
<i>skipped question</i>		<b>105</b>

The following chart shows a cross-tabulation of longevity in the City and whether respondents feel the City is moving in the right direction. As the chart illustrates, those who have been in the City the longest feel that the City has not been moving in the right direction over the last five years.



Question #31 – What would cause you to leave Salida?

While many people answered that they would never leave, over 500 respondents supplied reasons why they might leave. The three most common reasons for potential departure were related to loss of employment, health concerns, and loss of community character. The complete list of responses is available upon request.

Question #32 – Please rate each of the following issues in order of importance to you.

The following response chart is arranged in order of rating average, from highest to lowest.

Answer Options	not important	2	3	4	very important	Rating Average	Response Count
Healthcare	21	31	115	186	295	4.08	648
Job Opportunities	37	33	82	202	298	4.06	652
Preservation of Community Character	22	30	124	175	290	4.06	641
Sense of Community	17	34	134	214	244	3.99	643
Preservation of Views	39	48	134	182	237	3.83	640
Parks & Trails	48	47	136	183	233	3.78	647
Recreation Opportunities	29	50	169	202	194	3.75	644
Open Space Areas	52	55	130	184	222	3.73	643
Economic Development	34	48	177	200	182	3.70	641
K-12 Schools	84	47	130	116	269	3.68	646
Affordable Housing	75	62	119	145	250	3.67	651
Renewable Energy	49	47	155	207	182	3.67	640
Programs for youth	45	47	168	210	172	3.65	642
Public Safety	22	83	185	173	181	3.63	644
City Services	20	59	224	213	127	3.57	643
Tourism	63	73	183	197	133	3.41	649
Special Events	45	89	236	186	85	3.28	641
Shopping Opportunities	54	107	228	164	93	3.21	646
Historic Preservation	69	103	212	162	99	3.18	645
Arts & Culture	88	107	181	142	123	3.16	641
Sprawl Developments	150	64	137	99	167	3.11	617
Highway Improvements	79	125	241	139	52	2.94	636
Public Parking	81	147	222	126	67	2.92	643
Traffic Enforcement	110	134	209	110	65	2.82	628
Childcare	235	114	132	81	69	2.42	631
Other (please specify)							41
					<i>answered question</i>		<b>663</b>
					<i>skipped question</i>		<b>33</b>

The online survey allowed for respondents to fill in an “other” category for this question. 41 respondents took advantage of this opportunity and supplied additional thoughts about issues of importance to them.

- Trying to help existing businesses in hard times
- Promote local agriculture as economic development
- support local agriculture
- transitional housing, homeless shelter, and detox center
- Take down 15mph speed limits; speed traps for tourist & citizens as can't see sign until too late.
- fiscal responsibility, tax credit incentives, over the river project, baseball stadium, indoor ice rink, partnership w/Monarch, investment in local businesses, museum, welcome center/rest area, Christmas Mountain Improvement, less fucking hippies, casinos on one square block downtown, parking garage, artistic architectural design projects, tear down old hospital, buy Safeway building - turn into Rec Center, buy qwest building turn into community center, make downtown F street One Way street,
- no more memorials in city parks
- reduce city regulations and money waste

9. Need to straighten out ticketing people downtown in the 2 hour parking places. I live downtown, and seen tourist ticketed my friends ticketed and no curb cleaning. Construction workers can park all day, and not get tickets, when other do! UNFAIR.
10. We need a Target!!!
11. enforcement of the dog leash laws, totally out of control
12. Creation of a recreation center that includes a gym, ice skating rink, etc.
13. Sustainable agriculture, care for elderly
14. we need dirt bike trails, not just MTB trails
15. Residential streets and sidewalks
16. Allow higher density/ multi-use zoning (new urbanism)
17. healthcare access for all
18. traffic enforcement for bike riders
19. please encourage the Police to actually do their job: PROTECT
20. Availability and quality of high speed internet access is poor in the valley (e.g. no widespread DSL, cable)
21. The city seems intent on being a mini Bolder. Also it doesn't support second home owners. They spend a lot of money here.
22. need to solve the problem of getting people home after drinking and not just seeing it as a source of income
23. fire protection and ems services
24. BIKE POLICE! These "people" need to be held to the same rules and regs as everyone else!
25. Plan now for bike trails and river trail access. You are dropping the ball on the regional transportation plan! Salida is still small and not completely maxed out on development so make a big solid highway from the area of the new hospital to between Poncha and Salida. Yes some people will have to sell their land but NOW is the time to do this not 10-20 years from now when its a huge mess and the future will curse the wishy-washy forefathers!
26. Promote bicycle commuting
27. Do not want sprawl development!!!
28. Specifically, more paved bike trails/lanes.
29. code enforcement (dogs)
30. "Not important" under "Sprawl Developments" means there shouldn't be any more!
31. fewer cops, more LOCAL AGRICULTURE
32. More bike trails = very important
33. City infrastructure...sidewalks, streets, city trees !!!
34. City Services - Streets, Lights
35. Schools...again.
36. energy independence
37. Weatherization Programs & Green Building = 5
38. Bicycle rules enforcement, F street designated no cars for two blocks
39. focus on building on the strong points we have now first then go after new initiatives
40. How important is sprawl development? to open ended to answer, same to many. Should the city contribute \$ to question 3 on this page, no, but they should strongly advocate it.
41. preserving dark skies (lighting), and a public effort for quiet (dogs and loud diesels)

Question #33 – How is the City of Salida doing?

The following response chart is arranged in order of rating average, from highest to lowest.

Answer Options	poor	2	3	4	excellent	Rating Average	Response Count
Fire Prevention	6	11	190	230	167	3.90	604
Emergency Response	5	14	185	241	162	3.89	607
SteamPlant Arts & Culture	27	42	169	246	138	3.68	622
Municipal Water Quality	17	48	213	236	103	3.58	617
Sewage Treatment	7	40	253	208	86	3.55	594
Recreation Programs	16	69	238	235	58	3.41	616
City Staff	35	57	243	207	69	3.36	611
Historic Preservation	26	42	270	229	49	3.38	616
Crime Prevention	37	89	272	174	44	3.16	616
Water/Sewer Utility Billing	38	63	308	124	50	3.15	583
City Council	57	87	272	161	47	3.09	624
Community Involvement/Support	45	99	265	165	39	3.09	613
Drug Enforcement	52	82	301	123	34	3.01	592
Animal Control	77	98	269	124	43	2.93	611
Handling Citizen Complaints	60	75	323	100	24	2.92	582
Communicating with Citizens	75	131	252	129	33	2.86	620
Land Use Planning & Zoning	75	130	251	130	24	2.83	610
Street Maintenance	125	152	206	114	32	2.64	629
Code Enforcement	145	139	239	78	21	2.50	622
Other (please specify)							39
<i>answered question</i>							<b>653</b>
<i>skipped question</i>							<b>43</b>

The online survey allowed for respondents to fill in an “other” category for this question. 39 respondents took advantage of this opportunity and supplied additional thoughts about issues of importance to them.

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|--|---|
| <ol style="list-style-type: none"> <li>1. Too much Historic preservation - let people do what they want</li> <li>2. Way too many semi-feral cats and no enforcement.</li> <li>3. FOCUS-BUSINESS You can afford the rest!!</li> <li>4. really poor place for the hospital</li> <li>5. wasting money - excellent</li> <li>6. the ones I didn't answer I don't have much experience with</li> <li>7. Need a plan for a recreation center like Durango!!!</li> <li>8. Plowing/Snow removal</li> <li>9. I haven't lived here long enough or become involved enough in the community to accurately make this assessment.</li> <li>10. better education for residents = better animal control</li> <li>11. get deer out of town</li> <li>12. Officer answered my concern with: What do you</li> </ol> | <ol style="list-style-type: none"> <li>13. Code enforcement is too strict- charging kids for lemonade stand?? C'mon</li> <li>14. I'm happy being here</li> <li>15. Efficiency - poor - Why does it take 2 men to read the water meters? And why does the fire dept use a half million dollar truck and lots of diesel to go to lunch? and why do they still go to the hospital for Flight for Life? Wasteful of our money and fossil fuels</li> <li>16. Our code enforcement officer needs to improve!</li> <li>17. I don't actually know what they're doing, so I can't judge how they're doing.</li> <li>18. Secondary Education 1</li> <li>19. Steamplant needs to diversify it events. Half the community doesn't want to go see the Vagina Monologs. The ranching community doesn't get represented at all there. To liberal.</li> </ol> |
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| <p>20. drug/alcohol prevention for youth along with recreation programs for youth are poor</p> <p>21. need to solve the problem of getting people home after drinking and not just seeing it as a source of income</p> <p>22. I wish you had a don't know option</p> <p>23. I don't feel the police are doing enough to patrol at night or follow through with crime.</p> <p>24. get rid of code enforcer</p> <p>25. I think that it is a total outrage that we have so many people now "working" in city hall. I remember when Pat Brooks was city administrator; things in Salida had never been so good. There certainly weren't 10 city hall employee's riding their bikes all over town without helmets or reflective safety apparel</p> <p>26. We obviously need all night police protection; the criminals know there's no one out there. I would like to see some police walking downtown especially at night.</p> <p>27. Spend too much on firefighters/trucks for fire dept.!!!!!!!</p> <p>28. Couldn't all streets have curbs?</p> <p>29. too much focus on small problems, like no dogs in parks</p> <p>30. don't live in town so not able to say for sure</p> | <p>31. have no idea</p> <p>32. Code Enforcement - Horrible</p> <p>33. Street Maintenance - Improving</p> <p>34. No data upon which to decide any of the above</p> <p>35. The mayor gets a 5.</p> <p>36. The fire department has been to my best friends grandmother's house several times, they are always there before we can get off the phone with emergency dispatch, and they are always professional. For the last three years my daughter has come home from school after fire prevention week at Longfellow Elementary so excited about the fireman. They always have fire safety tips and information that they had learned, I think that they do an incredible job for as small of a department that they are.</p> <p>37. more diversity of entertainment at steam plant,</p> <p>38. support renewable energy</p> <p>39. There needs to be a way of dealing with those who leave their dogs out all day barking. Not everyone wants to have to end up going to court to resolve something that isn't their responsibility. Encourage responsible dog ownership.</p> |
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#### Questions #34 and #35

These two questions asked people to identify the favorite places and the City and explain why. Likewise, the survey also asked respondents to identify their least favorite places and state why. Between the two questions there were over 800 written responses. Staff will need additional time to compile these comments. In the meantime the complete list of responses is available upon request.