

1. Are you a resident of the City of Salida?		
Yes	90.2%	628
No	9.8%	68
2. How long have you lived in Salida?		
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
3. What is your age?		
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
4. Why do you live in Salida? (Check all that apply)		
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
5. How do you find out about local events or issues? (Check all that apply)		
The Mountain Mail	91.8%	636
Word of mouth	76.0%	537
Radio announcements	34.2%	237
Salida Citizen	22.7%	157
Email distributions	14.4%	100
Official posting	13.9%	96
Denver Post/Pueblo Chieftain	10.4%	72
Internet social networks	6.9%	48
City website (CityofSalida.com)	4.0%	28
Channel 10	3.3%	23
Other	5.8%	40
6. What should be the one main economic development focus of the City?		
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

7. What is your employment status? (Check one)		
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
8. If employed, in what sector do you work? (Check one)		
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
9. What are the 3 most important issues that will be facing the City of Salida in the next 5 years?		
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
10. If you could budget \$100 towards City projects and services, how would you allocate it?		
\$ 22	Maintenance of City streets & facilities	
\$ 17	Economic development	
\$ 15	Affordable housing	
\$ 10	Preserving lands for open space	
\$ 9	Renewable energy projects	
\$ 8	Recreation	
\$ 6	Hot Springs Pool improvements	
\$ 6	Public safety	
\$ 2	Hwy improvements	
\$ 5	Other	
= \$100		
11. How do you normally make local trips in town? (Check one)		
Car	55.2%	359
Bike	28.6%	186
Walk	13.5%	88
Shuttle	0.9%	6
Other	1.7%	11



12. What **one** improvement would you make to the Salida Transportation System?

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
Location _____		

13. In a given year what is your most visited regional destination by **car**? (Check all that apply)

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	10.6%	71

14. Would you use bus service to the destination(s) in #13?

No	60.8%	400
Yes	39.2%	258

15. How much growth would you like to see in the Salida Region? (Check one)

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

16. Which opinion best represents your opinion on growth management? (Check one)

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

17. Are you taking any of these steps to reduce your impact on the environment or to save money? (Check all that apply)

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

18. Should the City financially support the efforts described in #17?

Yes	61.8%	398
No	38.2%	246

19. Over the last five years has the City of Salida been moving in the right direction?

Yes	63.1%	373
No	36.9%	218

20. What would cause you to leave Salida?

I will never leave!

21. Please rate each of the following issues in order of importance to you. **average response on a scale of 1 - 5**

Healthcare	4.08
Job Opportunities	4.06
Preservation of Community Character	4.06
Sense of Community	3.99
Preservation of Views	3.83
Parks & Trails	3.78
Recreation Opportunities	3.75
Open Space Areas	3.73
Economic Development	3.70
K-12 Schools	3.68
Affordable Housing	3.67
Renewable Energy	3.67
Programs for Youth	3.65
Public Safety	3.63
City Services	3.57
Tourism	3.41
Special Events	3.28
Shopping Opportunities	3.21
Historic Preservation	3.18
Arts & Culture	3.16
Sprawl Developments	3.11
Highway Improvements	2.94
Public Parking	2.92
Traffic Enforcement	2.82
Childcare	2.42

22. How is the City of Salida doing? **average response scale of 1 - 5**

Fire Prevention	3.90
Emergency Response	3.89
SteamPlant Arts & Culture	3.68
Municipal Water Quality	3.58
Sewage Treatment	3.55
Recreation Programs	3.41
City Staff	3.36
Historic Preservation	3.38
Crime Prevention	3.16
Water/Sewer Utility Billing	3.15
City Council	3.09
Community Involvement/Support	3.09
Drug Enforcement	3.01
Animal Control	2.93
Handling Citizen Complaints	2.92
Communication with Citizens	2.86
Land Use Planning & Zoning	2.83
Street Maintenance	2.64
Code Enforcement	2.50