

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