

# 2015 Community Survey Results

<p>1. Are you a resident of the City of Salida?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Yes</td> <td style="width: 15%; text-align: right;">97%</td> <td style="width: 25%; text-align: right;">578</td> </tr> <tr> <td>No</td> <td style="text-align: right;">3%</td> <td style="text-align: right;">18</td> </tr> </table> <p>2. How long have you lived in Salida?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">20 + years</td> <td style="width: 15%; text-align: right;">35.4%</td> <td style="width: 25%; text-align: right;">208</td> </tr> <tr> <td>5-10 years</td> <td style="text-align: right;">23.9%</td> <td style="text-align: right;">140</td> </tr> <tr> <td>10-20 years</td> <td style="text-align: right;">22.3%</td> <td style="text-align: right;">131</td> </tr> <tr> <td>2-4 years</td> <td style="text-align: right;">9.2%</td> <td style="text-align: right;">54</td> </tr> <tr> <td>Less than 2 years</td> <td style="text-align: right;">9.2%</td> <td style="text-align: right;">54</td> </tr> </table> <p>3. What is your age?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">66 and older</td> <td style="width: 15%; text-align: right;">32.6%</td> <td style="width: 25%; text-align: right;">194</td> </tr> <tr> <td>56-65</td> <td style="text-align: right;">24.5%</td> <td style="text-align: right;">146</td> </tr> <tr> <td>46-55</td> <td style="text-align: right;">17.6%</td> <td style="text-align: right;">105</td> </tr> <tr> <td>36-45</td> <td style="text-align: right;">14.8%</td> <td style="text-align: right;">88</td> </tr> <tr> <td>25-35</td> <td style="text-align: right;">9.7%</td> <td style="text-align: right;">58</td> </tr> <tr> <td>Under 25</td> <td style="text-align: right;">.8%</td> <td style="text-align: right;">5</td> </tr> </table> <p>4. Do you live in Salida year round?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Yes</td> <td style="width: 15%; text-align: right;">96.8%</td> <td style="width: 25%; text-align: right;">576</td> </tr> <tr> <td>No</td> <td style="text-align: right;">3.2%</td> <td style="text-align: right;">19</td> </tr> </table> <p>5. Do you rent or own your home in Salida?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Own</td> <td style="width: 15%; text-align: right;">80.8%</td> <td style="width: 25%; text-align: right;">475</td> </tr> <tr> <td>Rent</td> <td style="text-align: right;">19.2%</td> <td style="text-align: right;">113</td> </tr> </table> <p>6. Do you plan to move in the next five years?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">No</td> <td style="width: 15%; text-align: right;">79.7%</td> <td style="width: 25%; text-align: right;">464</td> </tr> <tr> <td>Yes, but within the Salida area</td> <td style="text-align: right;">12.4%</td> <td style="text-align: right;">72</td> </tr> <tr> <td>Yes, out of Salida</td> <td style="text-align: right;">7.9%</td> <td style="text-align: right;">46</td> </tr> </table> <p>7. Why do you live in Salida? (Check all that apply)</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Small town atmosphere</td> <td style="width: 15%; text-align: right;">75.6%</td> <td style="width: 25%; text-align: right;">441</td> </tr> <tr> <td>Climate</td> <td style="text-align: right;">64.2%</td> <td style="text-align: right;">374</td> </tr> <tr> <td>Recreational amenities</td> <td style="text-align: right;">54.2%</td> <td style="text-align: right;">316</td> </tr> <tr> <td>Friendliness</td> <td style="text-align: right;">49.7%</td> <td style="text-align: right;">290</td> </tr> <tr> <td>To be with family/spouse/friends</td> <td style="text-align: right;">29.7%</td> <td style="text-align: right;">173</td> </tr> <tr> <td>Employment</td> <td style="text-align: right;">27.8%</td> <td style="text-align: right;">162</td> </tr> <tr> <td>Good place to raise kids</td> <td style="text-align: right;">26.4%</td> <td style="text-align: right;">154</td> </tr> <tr> <td>Retirement</td> <td style="text-align: right;">26.2%</td> <td style="text-align: right;">153</td> </tr> <tr> <td>Art community</td> <td style="text-align: right;">26.2%</td> <td style="text-align: right;">153</td> </tr> <tr> <td>I was born here</td> <td style="text-align: right;">13.4%</td> <td style="text-align: right;">78</td> </tr> <tr> <td>More affordable than other cities</td> <td style="text-align: right;">9.3%</td> <td style="text-align: right;">54</td> </tr> </table> <p>8. How do you find out about local events or issues? 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What should be the <b>one</b> main economic development focus of the City?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Support existing local businesses</td> <td style="width: 15%; text-align: right;">34.3%</td> <td style="width: 25%; text-align: right;">177</td> </tr> <tr> <td>Tourism</td> <td style="text-align: right;">16.6%</td> <td style="text-align: right;">85</td> </tr> <tr> <td>Recreation &amp; trails</td> <td style="text-align: right;">15.2%</td> <td style="text-align: right;">78</td> </tr> <tr> <td>Education</td> <td style="text-align: right;">10.7%</td> <td style="text-align: right;">55</td> </tr> <tr> <td>Manufacturing</td> <td style="text-align: right;">10.3%</td> <td style="text-align: right;">53</td> </tr> <tr> <td>Renewable energy</td> <td style="text-align: right;">6.4%</td> <td style="text-align: right;">33</td> </tr> <tr> <td>Workforce training</td> <td style="text-align: right;">4.3%</td> <td style="text-align: right;">22</td> </tr> <tr> <td>Events</td> <td style="text-align: right;">1.4%</td> <td style="text-align: right;">7</td> </tr> <tr> <td>Second home ownership</td> <td style="text-align: right;">0.6%</td> <td style="text-align: right;">3</td> </tr> </table>	Yes	97%	578	No	3%	18	20 + years	35.4%	208	5-10 years	23.9%	140	10-20 years	22.3%	131	2-4 years	9.2%	54	Less than 2 years	9.2%	54	66 and older	32.6%	194	56-65	24.5%	146	46-55	17.6%	105	36-45	14.8%	88	25-35	9.7%	58	Under 25	.8%	5	Yes	96.8%	576	No	3.2%	19	Own	80.8%	475	Rent	19.2%	113	No	79.7%	464	Yes, but within the Salida area	12.4%	72	Yes, out of Salida	7.9%	46	Small town atmosphere	75.6%	441	Climate	64.2%	374	Recreational amenities	54.2%	316	Friendliness	49.7%	290	To be with family/spouse/friends	29.7%	173	Employment	27.8%	162	Good place to raise kids	26.4%	154	Retirement	26.2%	153	Art community	26.2%	153	I was born here	13.4%	78	More affordable than other cities	9.3%	54	The Mountain Mail	83.8%	495	Word of mouth	62.6%	370	Flyers and posters	39.3%	232	Radio announcements	31.1%	184	Internet social networks (Twitter, Facebook, etc.)	28.6%	169	Chamber Announcements	17.1%	101	Colorado Central Magazine	17.1%	101	Email distributions	14.7%	87	City website (CityofSalida.com)	11.5%	68	Official posting	5.1%	30	Channel 10	4.9%	29	Other		40	Support existing local businesses	34.3%	177	Tourism	16.6%	85	Recreation & trails	15.2%	78	Education	10.7%	55	Manufacturing	10.3%	53	Renewable energy	6.4%	33	Workforce training	4.3%	22	Events	1.4%	7	Second home ownership	0.6%	3	<p>10. What is your employment status? (Check one)</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Fulltime</td> <td style="width: 15%; text-align: right;">32.3%</td> <td style="width: 25%; text-align: right;">190</td> </tr> <tr> <td>Retired</td> <td style="text-align: right;">31.6%</td> <td style="text-align: right;">186</td> </tr> <tr> <td>Self-employed (Full or part-time)</td> <td style="text-align: right;">23.6%</td> <td style="text-align: right;">139</td> </tr> <tr> <td>Part-time</td> <td style="text-align: right;">5.6%</td> <td style="text-align: right;">33</td> </tr> <tr> <td>Multiple part-time jobs</td> <td style="text-align: right;">3.6%</td> <td style="text-align: right;">21</td> </tr> <tr> <td>Actively volunteering</td> <td style="text-align: right;">1.9%</td> <td style="text-align: right;">11</td> </tr> <tr> <td>Unemployed</td> <td style="text-align: right;">0.5%</td> <td style="text-align: right;">3</td> </tr> <tr> <td>Stay at home parent</td> <td style="text-align: right;">0.5%</td> <td style="text-align: right;">3</td> </tr> <tr> <td>Seasonal</td> <td style="text-align: right;">.3%</td> <td style="text-align: right;">2</td> </tr> </table> <p>11. What are the <b>3</b> most important issues that will be facing the City of Salida in the next 5 years?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Affordable housing</td> <td style="width: 15%; text-align: right;">59.8%</td> <td style="width: 25%; text-align: right;">353</td> </tr> <tr> <td>Creating new employment opportunities</td> <td style="text-align: right;">47.3%</td> <td style="text-align: right;">279</td> </tr> <tr> <td>Preservation of small town character</td> <td style="text-align: right;">41.5%</td> <td style="text-align: right;">245</td> </tr> <tr> <td>City infrastructure maintenance</td> <td style="text-align: right;">34.2%</td> <td style="text-align: right;">202</td> </tr> <tr> <td>Attracting businesses to Salida</td> <td style="text-align: right;">24.7%</td> <td style="text-align: right;">146</td> </tr> <tr> <td>Water</td> <td style="text-align: right;">20.2%</td> <td style="text-align: right;">119</td> </tr> <tr> <td>Development of recreation amenities</td> <td style="text-align: right;">14.9%</td> <td style="text-align: right;">88</td> </tr> <tr> <td>Historic preservation of downtown</td> <td style="text-align: right;">10.2%</td> <td style="text-align: right;">60</td> </tr> <tr> <td>Sprawl developments</td> <td style="text-align: right;">10.0%</td> <td style="text-align: right;">59</td> </tr> <tr> <td>Second home growth</td> <td style="text-align: right;">9.0%</td> <td style="text-align: right;">53</td> </tr> <tr> <td>Renewable energy initiatives</td> <td style="text-align: right;">7.6%</td> <td style="text-align: right;">45</td> </tr> <tr> <td>Local food production</td> <td style="text-align: right;">7.6%</td> <td style="text-align: right;">45</td> </tr> <tr> <td>Preservation of views</td> <td style="text-align: right;">6.3%</td> <td style="text-align: right;">37</td> </tr> <tr> <td>Highway improvements</td> <td style="text-align: right;">3.6%</td> <td style="text-align: right;">21</td> </tr> </table> <p>12. What are your two (2) primary modes of transportation?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Car</td> <td style="width: 15%; text-align: right;">86.7%</td> <td style="width: 25%; text-align: right;">510</td> </tr> <tr> <td>Walk</td> <td style="text-align: right;">64.3%</td> <td style="text-align: right;">378</td> </tr> <tr> <td>Bike</td> <td style="text-align: right;">41.8%</td> <td style="text-align: right;">246</td> </tr> <tr> <td>Shuttle/Taxi</td> <td style="text-align: right;">2.0%</td> <td style="text-align: right;">12</td> </tr> </table> <p>13. What <b>three (3)</b> improvements would you spend tax dollars on for the Salida Transportation System?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Improved streets</td> <td style="width: 15%; text-align: right;">56.8%</td> <td style="width: 25%; text-align: right;">334</td> </tr> <tr> <td>Existing sidewalks</td> <td style="text-align: right;">52.4%</td> <td style="text-align: right;">308</td> </tr> <tr> <td>New sidewalks</td> <td style="text-align: right;">38.4%</td> <td style="text-align: right;">226</td> </tr> <tr> <td>Downtown parking</td> <td style="text-align: right;">32.7%</td> <td style="text-align: right;">192</td> </tr> <tr> <td>New trails</td> <td style="text-align: right;">29.9%</td> <td style="text-align: right;">176</td> </tr> <tr> <td>Bike lanes</td> <td style="text-align: right;">22.3%</td> <td style="text-align: right;">131</td> </tr> <tr> <td>Regional transportation</td> <td style="text-align: right;">20.4%</td> <td style="text-align: right;">120</td> </tr> <tr> <td>In town shuttle</td> <td style="text-align: right;">19.7%</td> <td style="text-align: right;">116</td> </tr> <tr> <td>Bike parking</td> <td style="text-align: right;">7.3%</td> <td style="text-align: right;">43</td> </tr> <tr> <td>ADA Access</td> <td style="text-align: right;">5.8%</td> <td style="text-align: right;">34</td> </tr> </table> <p>14. What would you consider to be the <b>most serious</b> problem facing Salida today? 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Colorado Central Magazine	17.1%	101																																																																																																																																																																																																																																																																																															
Email distributions	14.7%	87																																																																																																																																																																																																																																																																																															
City website (CityofSalida.com)	11.5%	68																																																																																																																																																																																																																																																																																															
Official posting	5.1%	30																																																																																																																																																																																																																																																																																															
Channel 10	4.9%	29																																																																																																																																																																																																																																																																																															
Other		40																																																																																																																																																																																																																																																																																															
Support existing local businesses	34.3%	177																																																																																																																																																																																																																																																																																															
Tourism	16.6%	85																																																																																																																																																																																																																																																																																															
Recreation & trails	15.2%	78																																																																																																																																																																																																																																																																																															
Education	10.7%	55																																																																																																																																																																																																																																																																																															
Manufacturing	10.3%	53																																																																																																																																																																																																																																																																																															
Renewable energy	6.4%	33																																																																																																																																																																																																																																																																																															
Workforce training	4.3%	22																																																																																																																																																																																																																																																																																															
Events	1.4%	7																																																																																																																																																																																																																																																																																															
Second home ownership	0.6%	3																																																																																																																																																																																																																																																																																															
Fulltime	32.3%	190																																																																																																																																																																																																																																																																																															
Retired	31.6%	186																																																																																																																																																																																																																																																																																															
Self-employed (Full or part-time)	23.6%	139																																																																																																																																																																																																																																																																																															
Part-time	5.6%	33																																																																																																																																																																																																																																																																																															
Multiple part-time jobs	3.6%	21																																																																																																																																																																																																																																																																																															
Actively volunteering	1.9%	11																																																																																																																																																																																																																																																																																															
Unemployed	0.5%	3																																																																																																																																																																																																																																																																																															
Stay at home parent	0.5%	3																																																																																																																																																																																																																																																																																															
Seasonal	.3%	2																																																																																																																																																																																																																																																																																															
Affordable housing	59.8%	353																																																																																																																																																																																																																																																																																															
Creating new employment opportunities	47.3%	279																																																																																																																																																																																																																																																																																															
Preservation of small town character	41.5%	245																																																																																																																																																																																																																																																																																															
City infrastructure maintenance	34.2%	202																																																																																																																																																																																																																																																																																															
Attracting businesses to Salida	24.7%	146																																																																																																																																																																																																																																																																																															
Water	20.2%	119																																																																																																																																																																																																																																																																																															
Development of recreation amenities	14.9%	88																																																																																																																																																																																																																																																																																															
Historic preservation of downtown	10.2%	60																																																																																																																																																																																																																																																																																															
Sprawl developments	10.0%	59																																																																																																																																																																																																																																																																																															
Second home growth	9.0%	53																																																																																																																																																																																																																																																																																															
Renewable energy initiatives	7.6%	45																																																																																																																																																																																																																																																																																															
Local food production	7.6%	45																																																																																																																																																																																																																																																																																															
Preservation of views	6.3%	37																																																																																																																																																																																																																																																																																															
Highway improvements	3.6%	21																																																																																																																																																																																																																																																																																															
Car	86.7%	510																																																																																																																																																																																																																																																																																															
Walk	64.3%	378																																																																																																																																																																																																																																																																																															
Bike	41.8%	246																																																																																																																																																																																																																																																																																															
Shuttle/Taxi	2.0%	12																																																																																																																																																																																																																																																																																															
Improved streets	56.8%	334																																																																																																																																																																																																																																																																																															
Existing sidewalks	52.4%	308																																																																																																																																																																																																																																																																																															
New sidewalks	38.4%	226																																																																																																																																																																																																																																																																																															
Downtown parking	32.7%	192																																																																																																																																																																																																																																																																																															
New trails	29.9%	176																																																																																																																																																																																																																																																																																															
Bike lanes	22.3%	131																																																																																																																																																																																																																																																																																															
Regional transportation	20.4%	120																																																																																																																																																																																																																																																																																															
In town shuttle	19.7%	116																																																																																																																																																																																																																																																																																															
Bike parking	7.3%	43																																																																																																																																																																																																																																																																																															
ADA Access	5.8%	34																																																																																																																																																																																																																																																																																															
Community controversy	38.9%	197																																																																																																																																																																																																																																																																																															
Economy	23.7%	120																																																																																																																																																																																																																																																																																															
Growth	17.8%	90																																																																																																																																																																																																																																																																																															
Second home ownership	10.8%	55																																																																																																																																																																																																																																																																																															
Crime/drug prevention	7.3%	37																																																																																																																																																																																																																																																																																															
Traffic	1.6%	8																																																																																																																																																																																																																																																																																															
Other_____																																																																																																																																																																																																																																																																																																	

# 2015 Community Survey Results

15. Should the City use tax payer dollars to fund public art?

No	52.7%	300
Yes	47.3%	269

16. Many Colorado mountain communities require permits for vacation rentals.

Other restrictions include: more limits on occupancy numbers, increased permit Fees, and requiring vacation rentals to pay commercial utility rates.

Should the City have more strict regulations on short-term vacation rentals?

Yes	52.6%	281
No	47.4%	253

17. If you had \$ 1 million budget to spend towards City projects and services, how would you allocate it?

	\$ Average
Affordable housing	\$ 279,500.65
Capital Improvements on City streets	\$ 261,924.50
Routine maintenance of City streets	\$ 195,197.84
Economic development	\$ 178,298.00
Preserving lands for open space	\$ 171,483.81
Other	\$ 169,172.34
Public Safety	\$ 148,856.82
Hot Springs Pool improvements	\$ 140,521.31
Renewable energy projects	\$ 135,137.89
Recreation	\$ 127,151.74
Hwy improvements	\$ 100,140.36

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

The public process should be expanded to allow for more public input on new development	45.5%	255
The City should maintain the same level of regulation that exists today	31.6%	177
The City should be more involved in regulating new developments	16.4%	92
The City should be less involved with regulating new developments	5.5%	31
No regulation/Allow unregulated development	1.1%	6

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

Some growth	34.1%	196
About the same as in recent years	34.0%	195
Less growth than in recent years	23.0%	132
Zero growth	7.3%	42
Maximum build out/ No growth control	1.6%	9

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

Recycling	90.7%	519
Buying local	85.5%	489
Improving energy efficiency in your home	65.7%	376
Reducing auto fuel use	63.6%	364
Backyard vegetable gardening	50.7%	290
Composting	38.6%	221

21. Should the City financially support the efforts described in #20?

Yes	59.3%	332
No	40.7%	228

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

Yes	53.7%	283
No	46.3%	244

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

Affordable Housing	3.94
Arts & Culture	3.08
Economic Development	3.84
City Streets	3.78
Highway Improvements	2.77
Historic Preservation	3.49
Job Opportunities	4.13
Open Space Areas	
-Parks & Trails	3.80
Sidewalks	3.76
Preservation of Community Character	4.13
Programs for Youth	3.78
Public Parking	3.25
Public Safety	3.75
Recreation Opportunities	3.62
Renewable Energy	3.55
Special Events	2.84
Tourism	3.22

24. How is the City of Salida doing?

(average response on a scale of 1 - 5)

Animal Control	3.10
City Council	2.36
City Staff	3.07
Code Enforcement	2.99
Communicating with Citizens	2.71
Community Involvement	
-Support	2.92
Crime Prevention	3.50
Drug Enforcement	3.26
Emergency Response	4.10
Fire Prevention	4.05
Handling Citizen Complaints	2.78
Historic Preservation	3.44
Hot Springs Pool	3.12
Land Use Planning & Zoning	2.92
Municipal Water Quality	3.76
Recreation Programs	3.54
SteamPlant Arts & Culture	3.56
Sewage Treatment	3.94
Street Maintenance	2.58
Water/Sewer Utility Billing	3.00
Traffic Enforcement	3.11