

SURVEY BACKGROUND

The 2010 Salida Community Priorities Survey was distributed in September in an effort to obtain feedback about the level of support for various priorities identified in the draft Comprehensive Plan. The survey was made available online through the city website (www.cityofsalida.com) and surveys and collection boxes were placed at the Community Center, Salida Regional Library, City Hall, Café Dawn, Salida Café and Simmering Cup. In addition, staff distributed the survey at the Farmer's Market on September 18th and at the Patio Pancake Place on September 19th.

The total number of responses was 348, of these 296 responses were captured through the online survey and 52 returned the paper surveys that had been distributed in the community. 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 8% 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 opinions about how important priorities should be to city government. The survey was lengthy with a total of 108 opportunities for responses. This may have proved too daunting for many respondents as only 270 or 77.6% of respondents completed the survey.

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 priorities of our citizens. The results of the survey should help to inform the policies contained in the Comprehensive Plan and will serve as a reference in determining the priorities for implementation of the comprehensive plan.

The complete survey results can be obtained from the Salida Community Development Department by calling (719) 530-2626 or emailing planning@cityofsalida.com.

SURVEY RESULTS

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

Answer Options	Response Percent	Response Count
Yes	80.6%	279
No	19.4%	67
<i>answered question</i>		346
<i>skipped question</i>		2

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

Answer Options	Response Percent	Response Count
Less than 2 years	14.7%	48
2-4 years	15.0%	49
5-10 years	26.0%	85
10-20 years	19.6%	64
20+ years	24.8%	181
<i>answered question</i>		327
<i>skipped question</i>		21

Question #3 – What is your age?

Answer Options	Response Percent	Response Count
Under 25	2.0%	7
25-35	13.4%	46
36-45	16.3%	56
46-55	29.7%	102
56-65	26.7%	92
66 and older	11.9%	41
<i>answered question</i>		344
<i>skipped question</i>		4

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	0.4%
25 – 34	632	7%
35 – 44	879	6%
45 – 54	825	12%
55 – 64	508	18%
65 and older	1,136	4%

Question #4 – Community Character

Please tell us what you feel the importance of each of these statements should be for city government related to Salida's Community Character. (Choose one ranking per row)

Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Maintain the Arkansas River as a focal point of the community to be enjoyed from both the shore and in the current.	1.6%	6.8%	27.2%	64.4%	309
2. Preserve the ranching and agriculture heritage while providing options for local food production in the community.	1.9%	10.6%	31.5%	55.9%	311
3. Maintain the passive experience of openness in the rural lands surrounding the city.	5.9%	13.8%	27.5%	52.8%	305
4. Encourage public events in the community that engage, educate, entertain and enrich the community.	1.0%	9.4%	41.0%	48.7%	310
5. Promote the cohesive community of Salida which includes full-time residents, businesses, second homeowners, and a diversity of ages.	2.6%	12.7%	36.5%	48.2%	307
6. Encourage the casual atmosphere of the small town lifestyle.	4.2%	16.2%	31.5%	48.1%	308
7. Encourage the preservation of buildings with historic character and design of new buildings that are compatible in scale and site design.	3.9%	14.6%	37.9%	43.7%	309
8. Promote an engaged citizenship that is involved with civic activities, long range planning and volunteer opportunities.	2.6%	12.5%	42.0%	43.0%	305
9. Preserve, enhance and promote the Salida Downtown National Register District and the city's older residential neighborhoods.	2.9%	17.7%	41.3%	38.1%	310
10. Maintain a connection to the history of the city and the railroad heritage that established the city.	1.0%	26.0%	43.2%	29.9%	308
11. Support the existing arts community in Salida and develop relationships to help increase the identity as an arts community and the financial viability for artists in the community.	6.8%	29.5%	36.0%	27.6%	308
<i>answered question</i>					311
<i>skipped question</i>					37

Question #5 – Land Use and Development

Please tell us what you feel the importance of each of these statements should be for city government related to Land Use and Development. (Choose one ranking per row)

Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Ensure adequate public spaces as part of new development.	3.5%	12.2%	27.9%	56.4%	287
2. Development should not detract from the natural character in and around the city.	3.5%	11.2%	29.8%	55.4%	285
3. Reduce barriers to more energy efficient construction.	5.2%	10.4%	29.2%	55.2%	288
4. Respect rights of private landowners through open and inclusive public processes.	2.8%	9.5%	35.4%	52.3%	285
5. Amend Land Use Code and building code to allow for small-scale, on-site energy production.	5.1%	13.0%	33.9%	48.0%	277
6. Annexation should occur only when it is determined to be a net benefit to the city with the expectation that development pays it own way.	3.9%	16.0%	37.0%	43.1%	281
7. New development shall make the most appropriate use of the land using design standards that enhance and complement the historic built environment of the city.	4.5%	14.2%	42.0%	39.2%	288
8. Infill and redevelopment should be encouraged.	4.9%	16.5%	41.4%	37.2%	285
9. Continue to work with Chaffee County to carry out the objectives of the 2008 Intergovernmental Agreement for land use around Salida.	14.4%	14.0%	41.2%	30.4%	257
10. Ensure community separators to define and maintain Salida's identity to avoid blending of communities as growth occurs.	16.0%	30.2%	30.6%	23.1%	281
<i>answered question</i>					293
<i>skipped question</i>					55

Question #6 – Economic Sustainability

Please tell us what you feel the importance of each of these statements should be for city government related to Salida's Economic Sustainability. (Choose one ranking per row)					
Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Utility infrastructure such as water, sewer and information technology should be adequate to serve existing and desired business opportunities.	1.8%	4.8%	32.0%	61.4%	272
2. Opportunities for high quality education are an excellent economic base driver serving to attract new citizens and preparing local residents to enter the workforce.	2.6%	6.3%	29.8%	61.4%	272
3. Encourage 'buy local' programs to support local businesses, keep funds in the community and help pay for municipal services.	3.6%	7.6%	30.2%	58.6%	278
4. Attract and pursue new green industries and renewable industries to the valley.	8.4%	8.4%	28.8%	54.4%	274
5. Direct economic growth in a fiscally responsible way that maintains community character and high service levels for residents.	5.2%	10.4%	34.6%	49.8%	269
6. Maintain positive relationships with local business development groups.	3.3%	8.1%	40.0%	48.5%	270
7. Work to ensure zoning is not an impediment to the Downtown and other areas and does not restrict innovative commercial development.	2.9%	13.9%	38.3%	44.9%	274
8. Seek additional financial incentives for new and existing businesses to grow in the Salida community.	2.9%	19.4%	35.2%	42.5%	273
9. Work with appropriate entities to attract multiple forms of tourism.	6.6%	20.9%	37.7%	34.8%	273
10. Encourage quality service sector employees and business owners who provide a better experience for visitors and enhance sales.	7.5%	19.4%	42.5%	30.6%	268
11. Continue to look for opportunities to bring small conventions to the City.	6.7%	23.3%	38.5%	31.5%	270
12. Continue to implement the "Historic Downtown Improvement and Economic Sustainability Plan 2007."	12.3%	18.1%	41.2%	28.4%	243
13. Promote and support becoming a Home Rule City.	26.6%	20.7%	22.0%	30.7%	241
14. Provide guidance to business owners for financial initiatives including tax incentives, business planning, and promotional advertising for attracting visitors.	5.8%	16.2%	40.1%	37.9%	277
15. Utilize existing financial incentives for businesses and property owners.	3.8%	14.8%	41.8%	39.5%	263
16. Implement business licensing to gain an understanding of the current businesses.	21.3%	38.8%	26.9%	13.1%	268
<i>answered question</i>					280
<i>skipped question</i>					68

Question #7 – Environmental Sustainability

Please tell us what you feel the importance of each of these statements should be for city government related to Environmental Sustainability. (Choose one ranking per row)					
Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Actively protect and preserve groundwater and surface water resources.	2.6%	5.3%	21.8%	70.3%	266
2. Promote and enhance water conservation methods.	2.6%	8.3%	29.1%	60.0%	265
3. Protect the ability to view the night sky through limiting light pollution, glare and light trespass.	5.7%	14.3%	24.5%	55.5%	265
4. Development and/or expansion of existing development should not encroach on important visual resources.	5.3%	12.5%	28.1%	54.0%	263
5. The Arkansas and South Arkansas Rivers should be viewed as an asset and opportunity to demonstrate techniques for sustainable building practices in a sensitive environment.	6.5%	14.2%	27.3%	51.9%	260
6. Work with local, state and federal agencies to provide strategies for minimizing negative affects to critical wildlife habitat.	6.2%	17.7%	30.4%	45.8%	260
7. City operations should provide strategies for reducing vehicle emissions, energy efficient building practices, reducing water consumption, improving water quality, improving air quality and improving recycling programs.	7.3%	18.5%	30.1%	44.0%	259
8. Cooperate with local groups and governments to implement strategies for reducing greenhouse gas emissions.	12.6%	17.9%	33.2%	36.3%	262
9. Enforceable and measurable noise standards should be implemented in cooperation with local and regional government agencies.	6.1%	23.8%	39.1%	31.0%	261
10. Encourage expansion of the urban forest.	8.8%	21.5%	34.7%	35.1%	251
11. Implement management strategies for non-native invasive plant species and protect existing landscaping and native species.	7.3%	24.2%	36.9%	31.5%	260
12. Work with the County to align strategies for development near sensitive lands in the 3 mile planning area.	14.2%	18.5%	38.6%	28.7%	254
13. Climate change prevention measures should be identified and implemented through amendments to existing building and land use codes.	15.8%	20.4%	29.6%	34.2%	260
14. An inventory of sensitive lands within the municipal services area should be developed.	11.7%	23.3%	39.3%	25.7%	257
answered question					266
skipped question					82

Question #8 – Housing

Please tell us what you feel the importance of each of these statements should be for city government related to Housing. (Choose one ranking per row)

Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Infrastructure should be maintained and improvements made in existing neighborhoods.	3.5%	5.1%	39.8%	51.6%	254
2. Work cooperatively with other agencies to provide affordable housing and home improvements.	6.3%	13.7%	34.0%	46.1%	256
3. New neighborhoods should contain a mix of housing types, a variety of lot sizes, open space, parks and amenities and should be connected to services.	7.8%	11.6%	35.7%	45.0%	258
4. Promote new development projects that contain a variety of housing, including affordable units.	8.2%	14.5%	31.4%	45.9%	255
5. Dwelling units should be built and maintained for safety and efficiency to reduce operating costs and impacts on the environment.	9.8%	13.7%	32.0%	44.5%	256
6. Regulations should provide for a mix of housing types and densities throughout the city to accommodate a variety of incomes and lifestyles.	6.6%	11.7%	40.1%	41.6%	257
7. Seek financial strategies to support affordable housing efforts.	7.5%	17.5%	30.2%	44.8%	252
8. The character of existing neighborhoods should be protected.	5.8%	15.8%	39.0%	39.4%	259
9. Monitor demographic and market shifts to understand the needs for affordable housing in the community.	7.5%	16.9%	35.8%	39.8%	254
<i>answered question</i>					261
<i>skipped question</i>					87

Question #9 – Recreation & Open Space

Please tell us what you feel the importance of each of these statements should be for city government related to Recreation and Open Space. (Choose one ranking per row)					
Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Local organizations that volunteer and help provide new recreational amenities and help to maintain the current infrastructure should be supported.	4.0%	11.1%	28.5%	56.5%	253
2. Identify and prioritize parcels around the city for the future acquisition for parks, trails and open space.	7.5%	14.2%	29.9%	48.4%	254
3. Implement, update and continue to promote the Recreation Master Plan.	5.2%	14.4%	34.0%	46.4%	250
4. Salida should maintain and possibly expand recreation amenities and programming.	4.3%	17.0%	34.0%	44.7%	253
5. Regional collaboration should be utilized to provide new parks and trails.	5.1%	18.0%	32.2%	44.7%	255
6. Work to create specifications for the construction and maintenance of new and existing trails and parks.	7.9%	16.7%	34.1%	41.3%	252
7. The Master Plan should serve as a guiding document for new development that includes new recreation amenities or open space for the community.	7.7%	15.0%	36.6%	40.7%	246
8. Collaborative efforts to discuss short and long term recreation priorities for the community should be conducted between the Recreation Advisory Board, Planning Commission, City Council, other city boards and local organizations.	6.9%	16.6%	38.1%	38.5%	247
9. Recreation amenities should be a service provided to the community with an acceptable level of subsidy provided through the General Fund.	7.6%	18.8%	35.2%	38.4%	250
10. Create and implement a plan for multimodal access to Public Lands.	7.4%	21.7%	38.5%	32.4%	244
<i>answered question</i>					258
<i>skipped question</i>					90

Question #10 – Transportation

Please tell us what you feel the importance of each of these statements should be for city government related to Transportation. (Choose one ranking per row)					
Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Create and maintain provisions for pedestrians and bicycles.	2.3%	8.9%	21.7%	67.1%	258
2. Work to eliminate conflicts between motorized and non-motorized users.	3.1%	15.1%	27.9%	53.9%	258
3. Access to and use of the railroad corridor for transportation should be investigated.	6.0%	11.9%	29.8%	52.4%	252
4. Streetscapes should be inviting for all users providing a safe travel environment with calm and efficient traffic movement.	3.1%	10.6%	35.8%	50.4%	254
5. Clear, adequate signage should be installed to direct visitors to the community and support local businesses.	4.3%	13.8%	31.2%	50.6%	253
6. Efforts to create and maintain local and regional transit should be supported.	3.5%	14.9%	34.9%	46.7%	255
7. New development should install, maintain, and be responsible for transportation infrastructure.	6.8%	15.2%	32.8%	45.2%	250
8. Improve access, circulation, connectivity, and connections for all modes of transportation throughout the city.	3.5%	13.3%	39.6%	43.5%	255
9. Identify and prioritize areas of the city that need upgrades to the transportation improvements.	3.3%	15.0%	43.1%	38.6%	246
10. Improve the safety of the transportation infrastructure through innovative design and strategic improvements.	4.5%	17.5%	40.7%	37.4%	246
11. Actively pursue acquiring additional places for public parking.	5.2%	25.0%	33.3%	36.5%	252
12. Execute the “Harriet Alexander Field: Chaffee County Master Plan” for any new expansion of the aviation facilities in Southern Chaffee County.	14.8%	25.7%	36.5%	23.0%	230
<i>answered question</i>					261
<i>skipped question</i>					87

Question #11 – Public Safety

Please tell us what you feel the importance of each of these statements should be for city government related to Public Safety. (Choose one ranking per row)					
Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. Proper training and continued education of the City's emergency response personnel should be maintained to allow for the best response for possible emergencies in the community.	3.2%	7.2%	37.5%	52.2%	251
2. Maintain training and communication between all the departments responsible for providing public safety to provide the highest level of response and to continue to evolve to be able to respond to any possible disasters or emergency in the community.	2.8%	10.7%	35.7%	50.8%	252
3. Continue to provide fiscal responsibility in public safety through aggressive grant research and application, responsible capital replacement plans and interagency cooperation.	3.2%	9.5%	40.9%	46.4%	252
4. Public safety providers should maintain an approachable, visible presence within the community for the prevention of crime, fire, health readiness and building safety.	3.5%	10.9%	39.5%	46.1%	256
5. Pursue regional partnerships and mutual aid with the surrounding communities in the Arkansas Valley.	3.9%	11.4%	40.4%	44.3%	255
6. Continue prevention and education within the community administered through the public safety agencies to protect residents of the City.	4.0%	15.5%	47.8%	32.7%	251
7. Promote awareness of available public safety services offered by the city and through its mutual aid agreements with other agencies.	5.9%	19.0%	46.6%	28.5%	253
8. Implement City/County joint Emergency Operations Center at the Touber Building to provide expanded emergency response and management capabilities.	8.1%	17.8%	39.7%	34.4%	247
9. Work within the community to provide awareness and education.	5.1%	24.4%	43.3%	27.2%	254
<i>answered question</i>					256
<i>skipped question</i>					92

Question #12 – Community Services

Please tell us what you feel the importance of each of these statements should be for city government related to Community Services. (Choose one ranking per row)					
Answer Options	None	Low Priority	Medium	High Priority	Response Count
1. An adequate supply of clean, safe water should be available to all water utility customers.	1.6%	0.4%	17.5%	80.6%	252
2. Wastewater treatment facilities should be adequate to meet current and anticipated needs of utility customers.	2.0%	1.6%	22.5%	73.9%	249
3. Water/Wastewater delivery systems should be maintained and improved for the benefit of utility customers and to reduce the cost of ongoing maintenance.	1.6%	3.2%	25.3%	69.9%	249
4. Maintain existing facilities in good working order.	2.0%	2.4%	29.5%	66.1%	251
5. Streets should be constructed and maintained to provide safe and efficient transportation throughout the city.	0.8%	3.2%	33.1%	62.9%	251
6. Explore ways to improve government efficiency toward saving tax dollars, while providing a sufficient level and quality of city services.	2.0%	4.4%	31.9%	61.7%	248
7. Pursue grant funding to leverage taxpayer dollars and create new amenities while being cautious of taking on additional operating expense resulting from the projects.	4.0%	6.8%	36.3%	53.0%	251
8. Maintain a consistent source of tax revenue for the city to ensure that services are maintained or improved for residents and businesses.	3.6%	7.2%	36.1%	53.0%	249
9. Growth or new development should pay its own way either directly or through long-term fiscal benefits to the community.	4.0%	8.3%	34.9%	52.8%	252
10. Provide support for non-profit organizations that provide services and programs for the Salida community without creating an ongoing expense to the city.	6.8%	10.8%	32.3%	50.2%	251
11. Employ objective analysis in considering new projects to ensure that operating expenses are not unduly increased in advance of increasing revenues.	3.2%	9.3%	41.1%	46.4%	248
12. Fees for services should reflect the commitment of staff time to perform the service, while minimizing expense to the citizens.	4.0%	10.4%	41.6%	44.0%	250
13. Stormwater drainage is provided to prevent property damage, allow for safety during storm events and not cause undue erosion of land or infrastructure.	2.4%	14.5%	41.1%	41.9%	248
14. Municipal Buildings should be maintained as an asset to the community and to provide a safe and efficient work environment for employees.	3.6%	11.6%	44.4%	40.4%	250
<i>answered question</i>					257
<i>skipped question</i>					91