

1. Are you a resident of the City of Salida?

Yes	97.42%
No	2.58%

2. How long have you lived in Salida?

Less than 2 years	9.77%
2-4 years	16.15%
5-10 years	19.01%
10-20 years	21.61%
20 + years	27.60%
Salida Native	5.86%

3. What is your age?

Under 25	1.56%
25-35	9.21%
36-45	15.95%
46-55	16.08%
56-65	24.38%
66 and older	32.81%

4. Do you live in Salida year round?

Yes	95.72%
No	4.28%

5. Do you rent or own your home in Salida?

Own	80.21%
Rent	19.79%

6. Do you plan to move in the next five years?

Yes	10.09%
Yes but in the Salida area	12.58%
No	77.33%

7. Why do you live in Salida? (check all that apply)

Small town atmosphere	75.50%
Climate	60.66%
Recreational amenities	56.69%
Friendliness	54.57%
To be with family/spouse/friends	34.44%
Retirement	28.74%
Good place to raise kids	28.08%
Art community	26.49%
Employment	24.50%
I was born here	11.92%
More affordable than other cities	8.87%
Other	%

8. How do you find out about local events or issues? (Check all that apply)

The Mountain Mail	83.25%	636
Word of mouth	66.36%	507
Flyers and posters	38.61%	295
Internet social networks	37.57%	287
Radio announcements	33.25%	254
Colorado Central Magazine	16.75%	128
Chamber announcements	16.36%	125
Email distributions	13.22%	101
Ark Valley Voice	12.57%	96
City website (CityofSalida.com)	10.86%	83
Official posting	4.84%	37
Channel 191	2.49%	19
Other	%	32

9. What should be the **one** main economic development focus of the City?

Support existing local businesses	35.80%	227
Recreation & trails	15.77%	100
Tourism	13.56%	86
Education	11.67%	74
Manufacturing	7.73%	49
Renewable energy	7.57%	48
Workforce training	5.36%	34
Events	1.58%	10
Second homeowner	.95%	6
Other		

10. What is your employment status? (Check one)

Retired	34.07%	262
Full Time	30.56%	235
Self-employed (Full or part-time)	21.85%	168
Part time	6.11	47
Multiple part-time jobs	2.73%	21
Actively volunteering	1.82%	14
Stay at home parent	1.17%	9
Seasonal	1.04%	8
Unemployed	.65%	5

11. What are the **3** most important issues that will be facing the City of Salida in the next 5 years?

Affordable housing	64.61%	493
Preservation of small town character	54.52%	416
Creating new employment opportunities	33.03%	252
City infrastructure maintenance	25.43%	194
Second home growth	19.66%	150
Water	18.22%	139
Sprawl developments	17.56%	134
Attracting businesses to Salida	17.17%	131
Preservation of views	12.06%	92
Historic preservation of downtown	11.53%	88
Development of recreation amenities	10.35%	79
Renewable energy initiatives	7.08%	54
Local food production	4.59%	35
Highway improvements	1.97%	15
Other		57

12. What are your two (two) primary modes of transportation?

Car	88.96%	685
Walk	60.78%	468
Bike	43.25%	333
Shuttle/taxi	2.08%	16
Other		13

13. What **three (3)** improvements would you spend tax dollars on for the Salida Transportation System?

Downtown parking	51.84%	394
Improved streets	47.24%	359
Existing Sidewalks	38.55%	293
New Sidewalks	33.68%	256
New trails	27.37%	208
Regional transportation	24.47%	186
Bike lanes	18.82%	143
In town shuttle	28.16%	78
Bike parking	8.03%	61
ADA access	4.61%	35
Other		51

14. What would you consider to be the **most serious** problem facing Salida Today? (check one)

Growth	37.06%	252
Second home ownership	22.94%	156
Crime/drug prevention	17.21%	117
Community controversy	11.47%	78
Economy	9.12%	62
Traffic	2.21%	15
Other		87

15. Are you aware that the City has licensing requirements for short-term vacation rentals?

Yes	86.14%	659
No	13.86%	106

If so should the City have more strict regulations on short-term vacation rentals?

Yes	67.79%	484
No	32.21%	230

16. What percentage would you allocate to City projects and services? Equating 100%

Affordable housing	23.57%
Routine maintenance of City streets	16.79%
Capital Improvements on streets	16.72%
Preserving lands for open space	16.47%
Economic development	15.59%
Public safety	15.48%
Recreation	12.13%
Renewable energy projects	11.45%
Hot Springs Pool improvements	10.52%
Highway improvements	8.69%
Other _____	

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

The City should be more involved in regulating new developments	35.46%	256
The City should be less involved with regulating new developments	4.99%	36
The City should maintain the same level Of regulation that exists today	21.88%	158
The public process should be expanded to Allow for more public input on new dev.	36.43%	263
No regulation/Allow unregulated Development	1.25%	9

18. Which of the following should the City financially support? (Check all that apply)

Recycling	87.54%	597
Buying local	58.50%	399
Composting	34.31%	234
Reducing auto fuel use	30.79%	210
Improving energy efficiency	22.43%	153
Backyard vegetable gardening	19.94%	136

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

Yes	45.76%	313
No	54.24%	371

20. Who should get community housing? This is housing that provides options for those earning less than the Area Median Income and keeps rental or mortgage payments at 30% of the household income. There are likely to be more applicants than the amount of community housing available. Prioritize your choices on a scale of 1 to 6 with 1 being the top priority for access to this housing?

Type of worker –	4.52
(a ranking of types like emergency workers (fire, police, or medical), essential workers (teachers or city employees), business workers, etc.)	
Amount of time working in the County –	3.99
(more time would give a higher priority)	
Household types–	3.97
(families with children, disabled adults/children, etc)	
Amount of time living in the County –	3.37
(more time would give a higher priority)	
Long-time residents who are now retired.	3.18
Homeless	2.11

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

Affordable Housing	4.05
Arts & Culture	3.13
Economic Development	3.66
City Streets	3.37
Highway Improvements	2.90
Historic Preservation	3.61
Job Opportunities	3.98
Open Space/Parks & Trails	3.92
Sidewalks	3.58
Preservation of small town Character	4.20
Programs for Youth	3.87
Public Parking	3.38
Public safety	3.97
Renewable energy	3.49
Recreational Opportunities	3.62
Short-term rental	2.45
Special Events	2.97
Tourism	3.10

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

Animal Control	3.20
City Council	3.15
City Staff	3.55
Code Enforcement	3.11
Communicating with Citizens	2.97
Community Involvement/Support	3.16
Crime Prevention	3.35
Drug Enforcement	3.01
Emergency Response	4.04
Fire Prevention	3.94
Handling Citizen Complaints	3.12
Historic Preservation	3.38
Hot Springs Pool	3.32
Land Use Planning & Zoning	2.65
Municipal Water Quality	3.70
Recreation Programs	3.45
SteamPlant Arts & Culture	3.74
Sewage Treatment	3.86
Street Maintenance	3.07
Water/Sewer Utility Billing	3.30
Traffic Enforcement	3.16