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| 1. Are you a resident of the City of Salida? | | | |
| Yes | 90.2% | 776 | |
| No | 9.8% | 84 | |
| 2. How long have you lived in Salida? | | | |
| Less than 2 years | 12.2% | 105 | |
| 2-4 years | 12.1% | 104 | |
| 5-10 years | 23.7% | 204 | |
| 10-20 years | 24.9% | 214 | |
| 20 + years | 27.1% | 233 | |
| 3. What is your age? | | | |
| Under 25 | 2.9% | 25 | |
| 25-35 | 12.0% | 103 | |
| 36-45 | 16.0% | 138 | |
| 46-55 | 19.2% | 165 | |
| 56-65 | 27.8% | 239 | |
| 66 and older | 22.1% | 190 | |
| 4. Why do you live in Salida? (Check all that apply) | | | |
| Small town atmosphere | 73.0% | 618 | |
| Climate | 53.9% | 456 | |
| Recreational amenities | 50.2% | 425 | |
| Friendliness | 50.7% | 429 | |
| Good place to raise kids | 26.2% | 222 | |
| Employment | 26.8% | 227 | |
| To be with family/spouse/friends | 28.7% | 243 | |
| Retirement | 22.6% | 191 | |
| Art community | 24.9% | 211 | |
| More affordable than other cities | 13.8% | 117 | |
| I was born here | 10.4% | 88 | |
| Other | 13.5% | 114 | |
| 5. How do you find out about local events or issues?
(Check all that apply) | | | |
| The Mountain Mail | 86.8% | 742 | |
| Word of mouth | 69.4% | 593 | |
| Radio announcements | 29.9% | 256 | |
| Salida Citizen | 28.2% | 241 | |
| Email distributions | 12.4% | 106 | |
| Official posting | 4.0% | 34 | |
| Denver Post/Pueblo Chieftain | 5.6% | 48 | |
| Internet social networks | 21.1% | 180 | |
| City website (CityofSalida.com) | 7.3% | 62 | |
| Channel 10 | 1.9% | 16 | |
| Other | 4.8% | 41 | |
| 6. What should be the one main economic development focus of the City? | | | |
| Support existing local businesses | 30.7% | 253 | |
| Tourism | 18.8% | 155 | |
| Recreation & trails | 10.8% | 89 | |
| Education | 8.7% | 72 | |
| Renewable energy | 6.2% | 51 | |
| Manufacturing | 8.4% | 69 | |
| Events | 2.8% | 23 | |
| Second homeowners | .2% | 2 | |
| Workforce training | 2.9% | 24 | |
| Other | 10.5% | 87 | |
| 7. What is your employment status? (Check one) | | | |
| Full Time | 34.3% | 288 | |
| Retired | 26.0% | 218 | |
| Self employed (Full or part-time) | 27.3% | 229 | |
| Part time | 8.8% | 74 | |
| Actively volunteering | 1.5% | 13 | |
| Unemployed | 1.7% | 14 | |
| Stay at home parent | .5% | 4 | |
| 8. If employed, in what sector do you work? (Check one) | | | |
| Professional services | 17.8% | 111 | |
| Health care & social assistance | 11.7% | 73 | |
| Retail | 10.3% | 64 | |
| Government | 8.3% | 52 | |
| Arts, entertainment & recreation | 7.4% | 46 | |
| Construction | 5.8% | 36 | |
| Education | 10.9% | 68 | |
| Real estate sales, rental or leasing | 3.4% | 21 | |
| Lodging & food services | 4.8% | 30 | |
| Nonprofit | 5.1% | 32 | |
| Information Tech | 3.4% | 21 | |
| Other | 11.1% | 69 | |
| 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 | 55.4% | 464 | |
| Affordable housing | 37.6% | 315 | |
| Preservation of small town character | 35.7% | 299 | |
| Attracting businesses to Salida | 31.8% | 266 | |
| City infrastructure maintenance | 29.4% | 246 | |
| Water | 34.2% | 286 | |
| Renewable energy initiatives | 9.6% | 80 | |
| Sprawl developments | 7.9% | 66 | |
| Development of recreation amenities | 16.4% | 137 | |
| Local food production | 11.6% | 97 | |
| Historic preservation of downtown | 10.4% | 87 | |
| Second home growth | 3.3% | 28 | |
| Preservation of views | 6.2% | 52 | |
| Highway improvements | 3.0% | 25 | |
| Other | 7.2% | 60 | |
| 10. If you could budget \$100 towards City projects and services, how would you allocate it? | | | |
| Maintenance of City streets & facilities | 68.3% | 551 | |
| Economic development | 56.5% | 456 | |
| Affordable housing | 45.0% | 363 | |
| Preserving lands for open space | 44.4% | 358 | |
| Renewable energy projects | 36.8% | 297 | |
| Recreation | 41.6% | 336 | |
| Hot Springs Pool improvements | 30.9% | 249 | |
| Public safety | 31.5% | 254 | |
| Hwy improvements | 21.9% | 177 | |
| Other | 15.1% | 122 | |
| 11. How do you normally make local trips in town? (Check one) | | | |
| Car | 53.0% | 443 | |
| Bike | 28.3% | 237 | |
| Walk | 16.9% | 141 | |
| Shuttle | 0.0% | 0 | |
| Other | 1.8% | 15 | |



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

Improved streets	21.9%	181
Sidewalks	21.1%	175
Bike lanes	10.9%	90
Downtown parking	15.2%	126
New trails	7.6%	63
In town shuttle	9.4%	78
Regional transportation	5.9%	49
Bike parking	1.3%	11
Alleys	1.0%	8
Airport	0.7%	6
ADA access	0.6%	5
Other	4.3%	36

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

Some growth	38.5%	317
Less growth than in recent years	17.4%	143
About the same as in recent years	31.6%	260
Zero growth	9.0%	74
Maximum build out/ No growth control	3.5%	29

14. 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	48.4%	390
The City should maintain the same level of regulation that exists today	24.2%	195
The City should be more involved in regulating new developments	14.6%	118
The City should be less involved with regulating new developments	11.7%	94
No regulation/Allow unregulated Development	1.1%	9

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

Recycling	89.1%	734
Buying local	85.9%	708
Improving energy efficiency in your home	67.4%	555
Reducing auto fuel use	61.7%	508
Backyard vegetable gardening	46.6%	384
Composting	36.4%	300
Other	9.2%	76

16. Should the City financially support the efforts described in #15?

Yes	59.8%	486
No	40.2%	327

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

Yes	60.3%	455
No	39.7%	300

18. What would cause you to leave Salida?

I will never leave!

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

Healthcare	4.19
Job Opportunities	4.05
Preservation of Community Character	4.10
Sense of Community	4.11
Preservation of Views	3.87
Parks & Trails	3.80
Recreation Opportunities	3.75
Open Space Areas	3.80
Economic Development	3.74
K-12 Schools	3.74
Affordable Housing	3.52
Renewable Energy	3.72
Programs for Youth	3.64
Public Safety	3.74
City Services	3.59
Tourism	3.53
Special Events	3.29
Shopping Opportunities	3.31
Historic Preservation	3.36
Arts & Culture	3.29
Sprawl Developments	2.85
Highway Improvements	2.98
Public Parking	3.16
Traffic Enforcement	2.93
Childcare	2.54

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

Fire Prevention	3.92
Emergency Response	3.88
SteamPlant Arts & Culture	3.51
Municipal Water Quality	3.47
Sewage Treatment	3.67
Recreation Programs	3.36
City Staff	3.13
Historic Preservation	3.40
Crime Prevention	3.32
Water/Sewer Utility Billing	3.15
City Council	2.73
Community Involvement/Support	2.99
Drug Enforcement	3.19
Animal Control	2.99
Handling Citizen Complaints	2.87
Communication with Citizens	2.74
Land Use Planning & Zoning	2.79
Street Maintenance	2.44
Code Enforcement	2.74
Hot Springs Pool	3.25