



City of Salida Community Survey

March 2nd to 20th, 2022



Survey Objectives

- The objectives of this community survey were to measure and understand Salida residents' thoughts and opinions of city services, programs, priorities, and quality of life aspects.
- The survey established opinion benchmarks of the performance of city services and amenities, asked about the most important issues facing Salida and gathered resident input to rank priorities for the Parks and Recreation Department.

Today 11:04 AM



Hello, Salida residents! The City of Salida invites you to participate in a very important community survey about local issues, city services and programs.

Your responses will have a direct impact on decisions affecting your community now and in the future. Make your voice heard by sharing your thoughts and opinions. The survey will take just 12 minutes to complete, and your answers will remain strictly confidential. REPLY STOP TO OPT OUT



iMessage



Survey Methodology

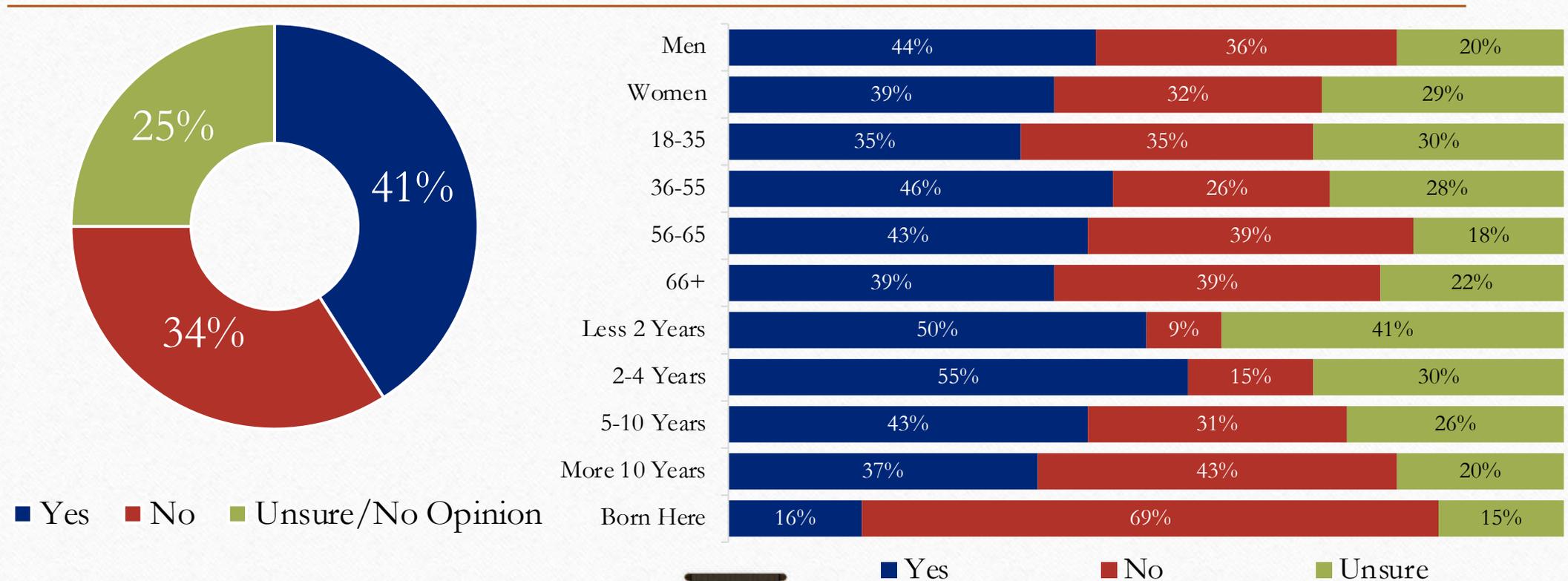
- Magellan Strategies are pleased to present the results of an online survey of 1,222 residents in the City of Salida, CO. The survey data was collected using MMS text messaging methods.
- The interviews were conducted from March 2nd to 20th, 2022.
- The overall survey responses have a margin of error of +/- 2.48% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the adult population demographics for the City of Salida.

City of Salida Community Survey

Resident Mood and
Top Issue Priorities



Over the last five years, do you think the City of Salida is headed in the right direction?



Top Issues, Priorities, or Problems

“Please describe the top issues, priorities, or problems that you think the City of Salida should be addressing the most.”

Major Themes

Affordable Housing (67%)

Managing Population Growth and Development (23%)

Maintaining Town Character (14%)

Short-Term Rentals (10%)

Additional Parks and Recreation Amenities (10%)

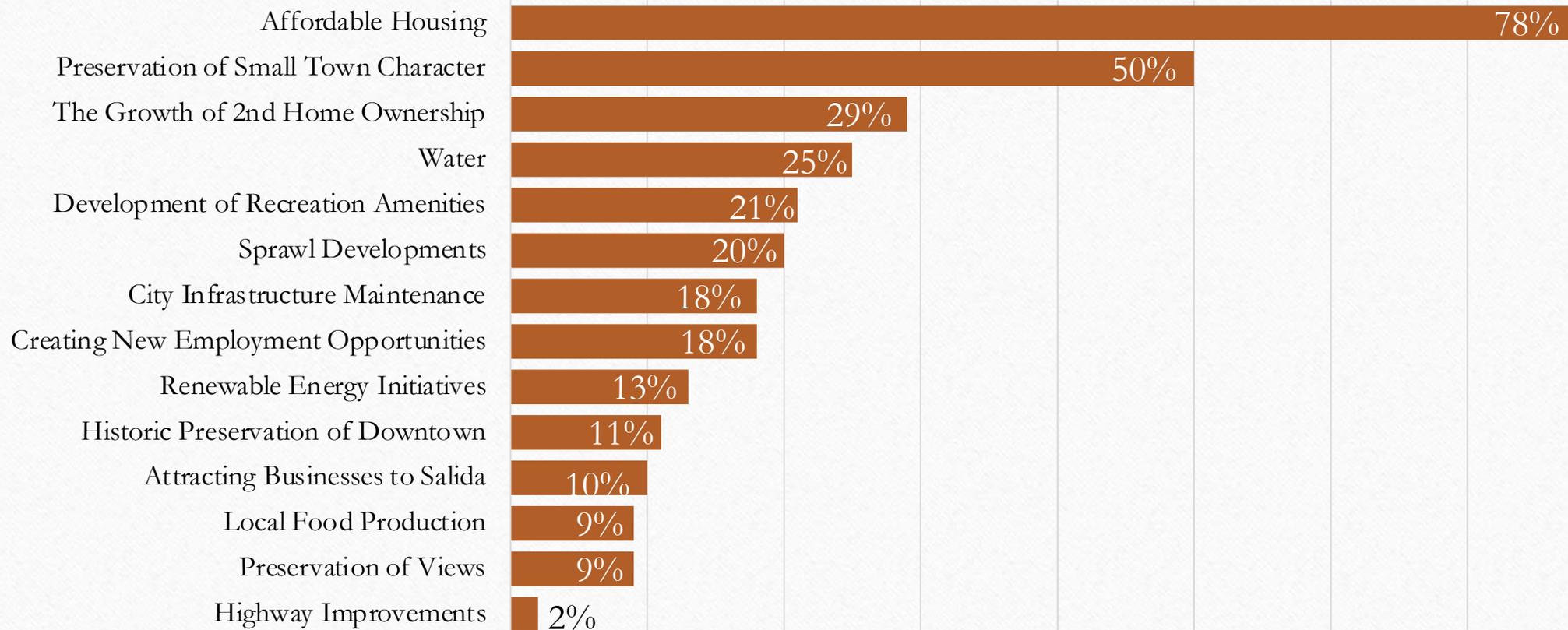
Lack of Parking Downtown (10%)

- *“Affordable housing for the working class. Too many VRBOs.”*
-Female, 46-55, Living in Salida 5-10 Years
- *“Maintaining Salida’s charm and community feel, rising cost of living/affordable housing, preserving open space and developing/updating parks and trails.”*
-Female, 25-35, Living in Salida 0-2 Years
- *“Affordable housing, sidewalks around recreation center, traffic and parking management downtown.”*
-Male, 36-45, Living in Salida 2-4 Years
- *“Parking, short and long term rentals, low income housing.”*
-Male, 56-65, Living in Salida More than 10 Years
- *“Massive growth and issues overcrowding, high density living, etc...The city needs to evaluate building permits thoroughly before approval.”*
-Female, 18-24, Born in Salida
- *“Funding recreational activities!...Examples are a skating rink and rec center. An indoor field for sports like soccer is another.”*
-Male, 46-55, Living in Salida More than 10 Years

Important Issues Facing the City of Salida

From the following list, please select the 3 most important issues that will be facing the City of Salida in the next 5 years.

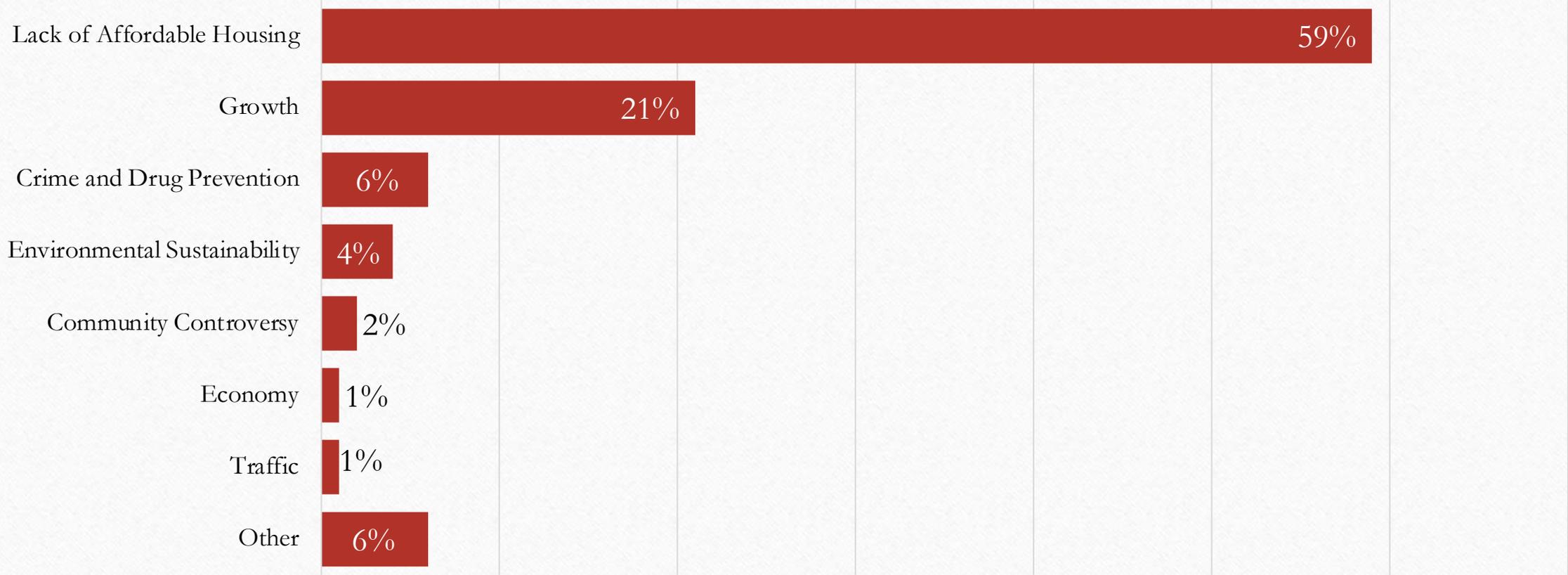
Among All Respondents – Ranked by % Chosen as a Top 3 Issue



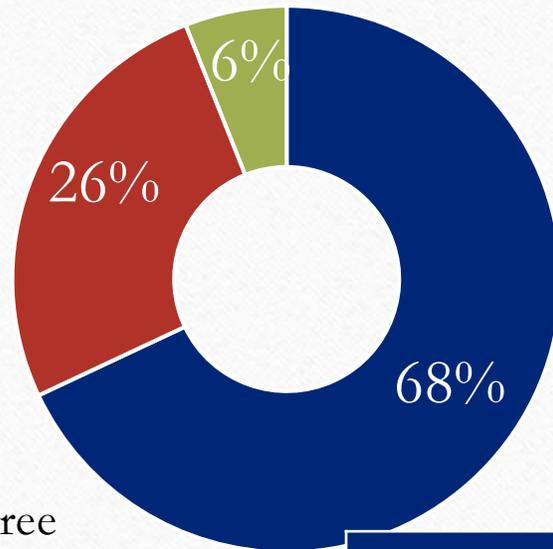
Most Serious Problem Facing the City of Salida Today

And among the following options, what would you consider to be the most serious problem facing Salida today?

Among All Respondents – Ranked by % Chosen as the Most Serious Problem

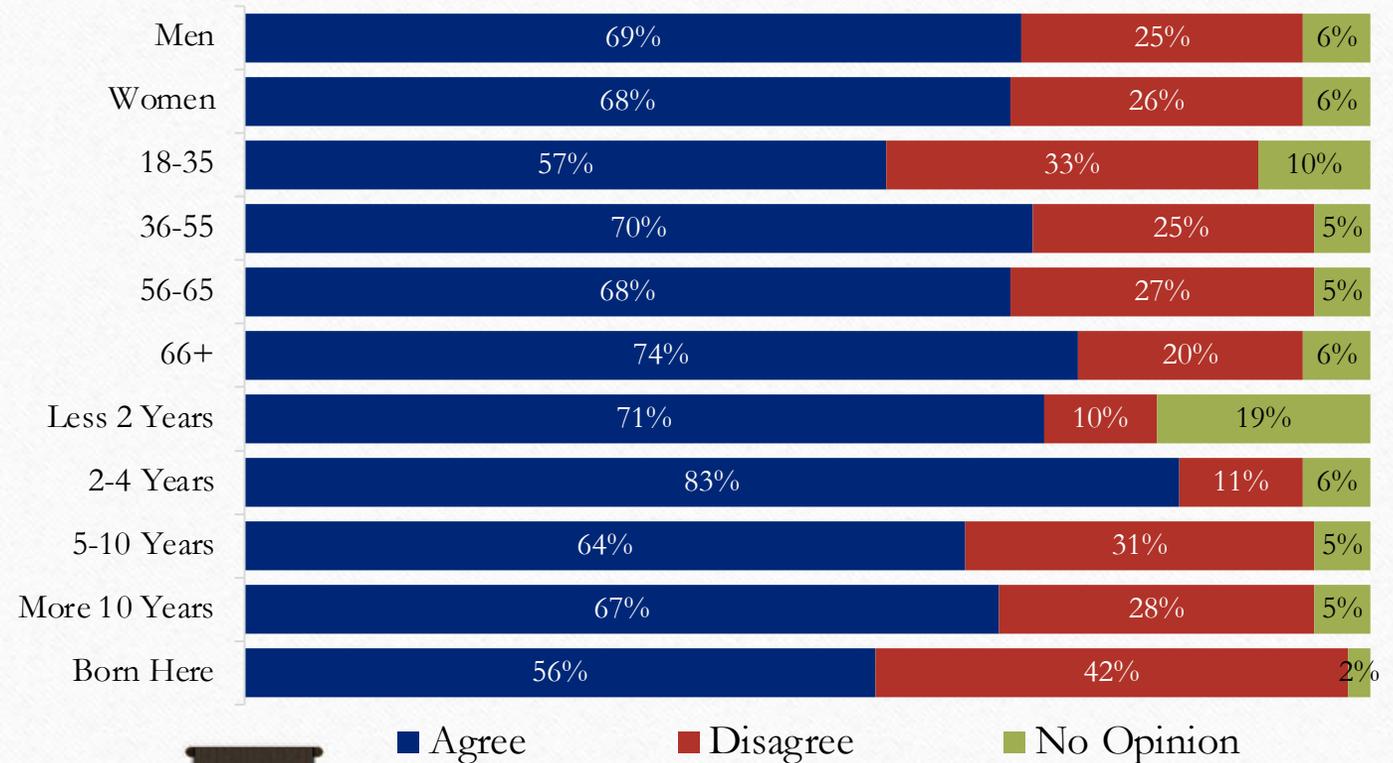


Do you agree or disagree with the following statement? Salida residents receive a good value in city services and programs considering how much they pay in taxes.



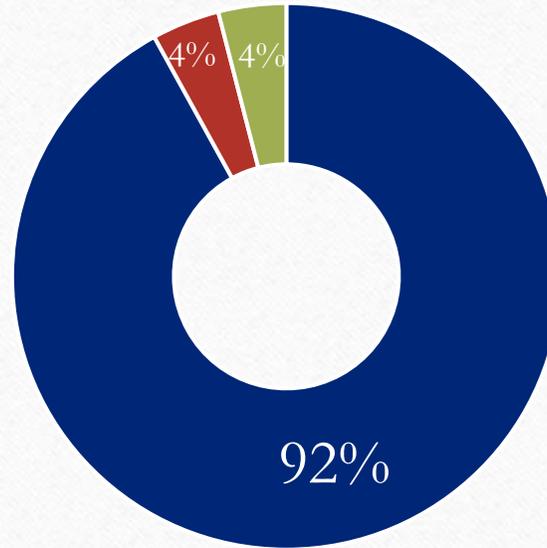
- Agree
- Disagree
- No Opinion

Strongly Agree	20%
Somewhat Agree	48%
Strongly Disagree	8%
Somewhat Disagree	18%



- Agree
- Disagree
- No Opinion

Compared to other cities and towns in Colorado, how would you rate the City of Salida as a place to live?



Much Better Place	53%
Somewhat Better Place	39%
Much Worse Place	1%
Somewhat Better Place	3%

■ Better Place to Live ■ Worse Place to Live
■ No Opinion

City of Salida Community Survey

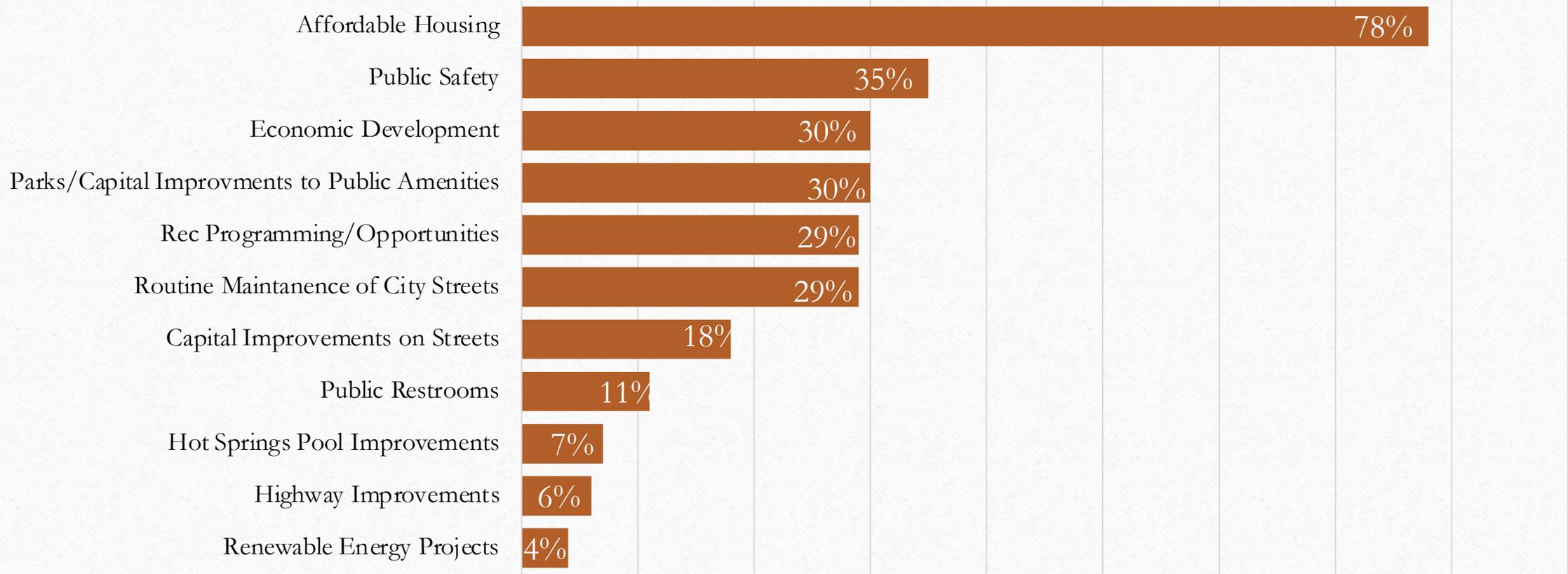
Budget Priorities



Budget Priorities

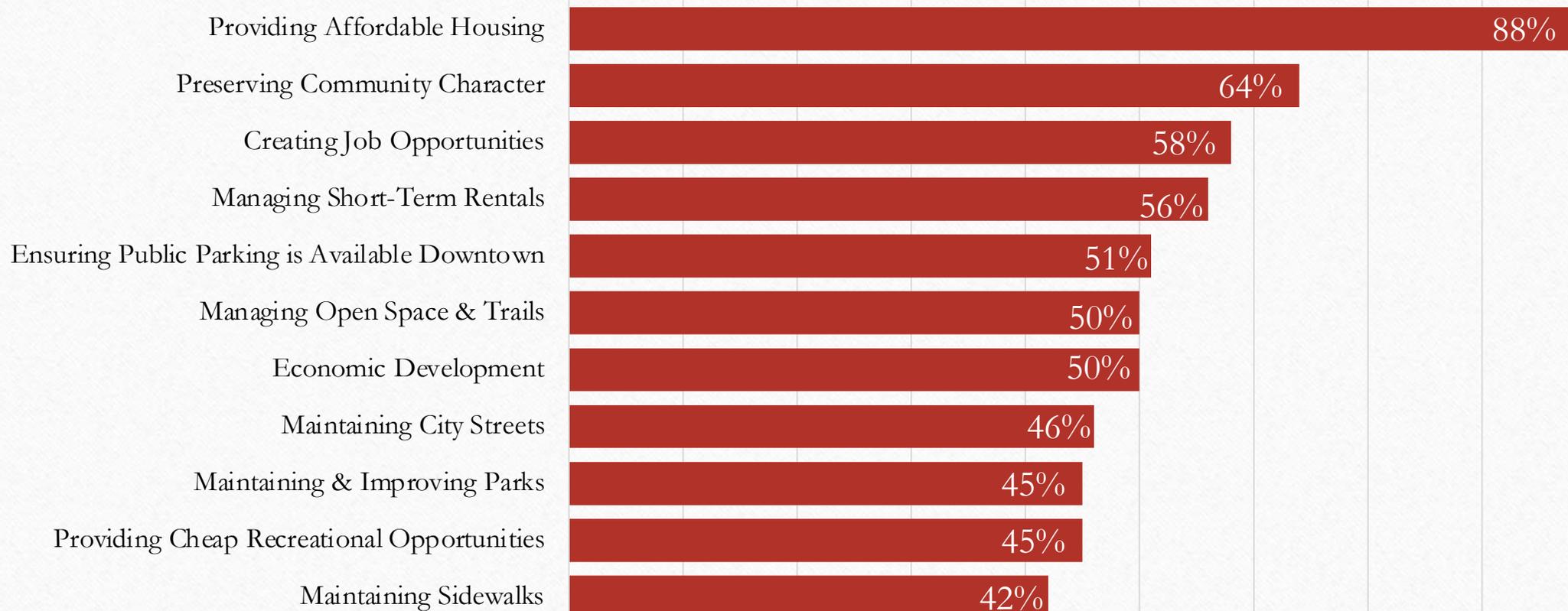
As you know, the City of Salida each year makes budget decisions allocating taxpayer dollars toward city services and programs. With that in mind, please rank the following budget items in the order of priority that you would like to see. Ranking a budget item #1 indicates your top priority and ranking a budget item #11 indicates your least or last priority.

Among All Respondents – Ranked by % of Respondents who Ranked 1, 2, or 3



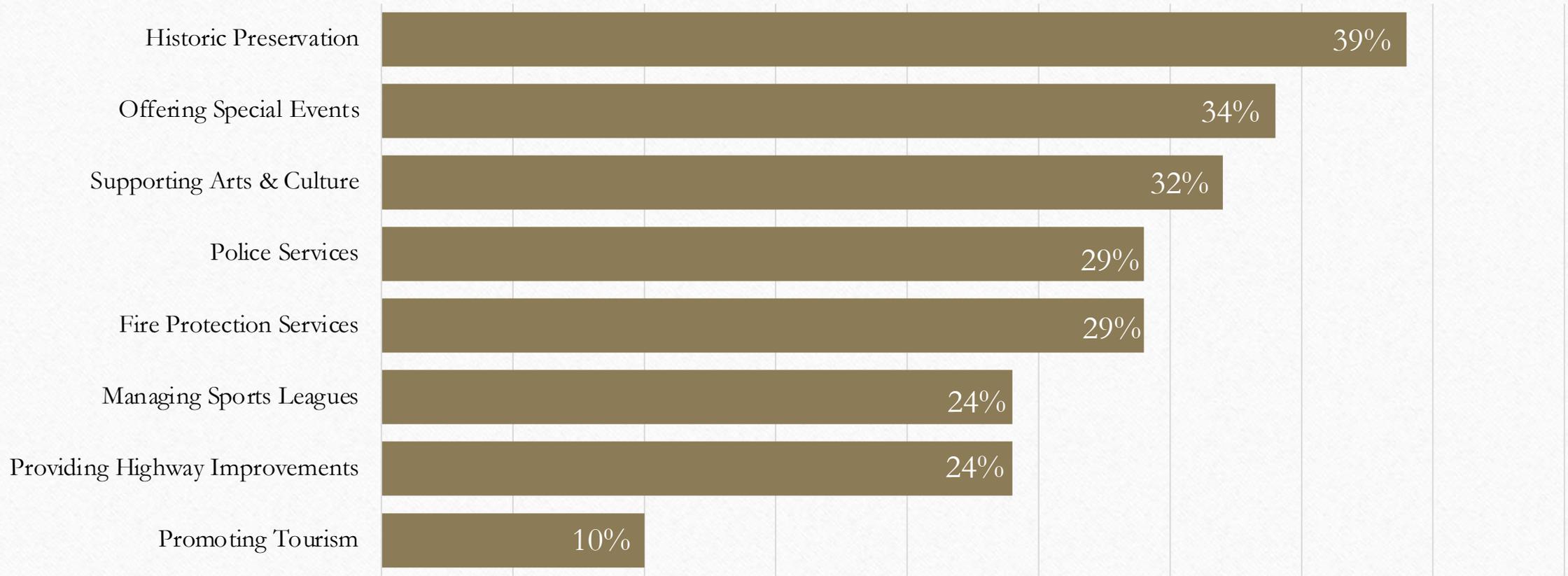
Allocation of Resources

What level of resources do you want the City to allocate to the following?
Among All Respondents – Ranked by % “More Than Right Now”



Allocation of Resources, Continued

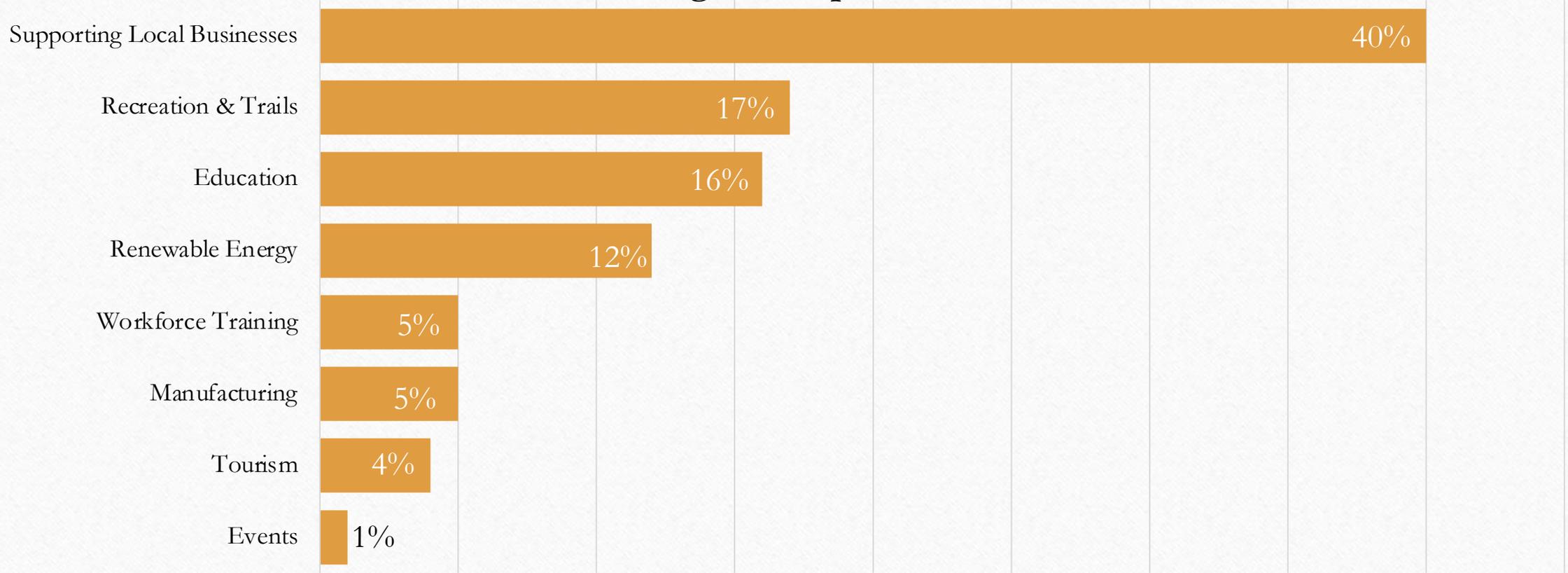
What level of resources do you want the City to allocate to the following?
Among All Respondents – Ranked by % “More Than Right Now”



Economic Development Focus

Among the following options, which one should be the main economic development focus of the City?

Among All Respondents



City of Salida Community Survey

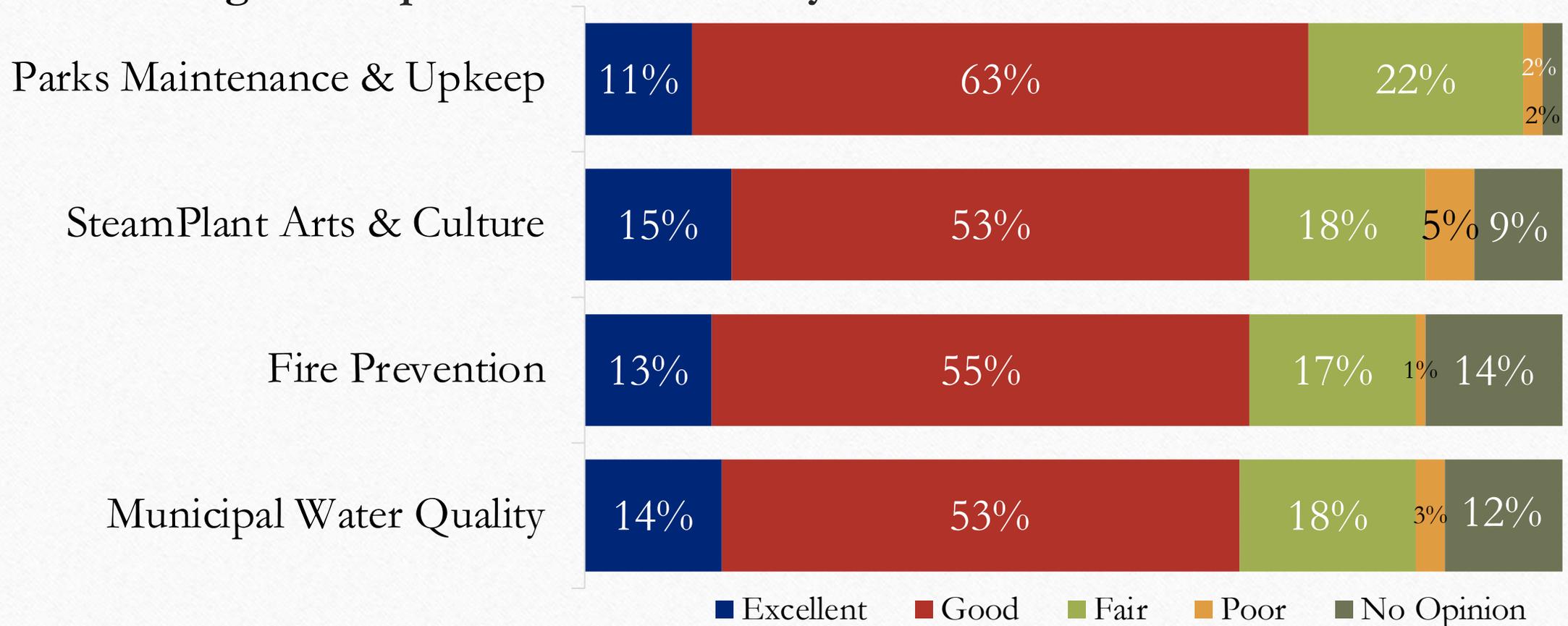
Satisfaction with City Departments,
Programs and Services



Satisfaction with City Departments, Programs and Services

Please rate the City of Salida in each of the following areas:

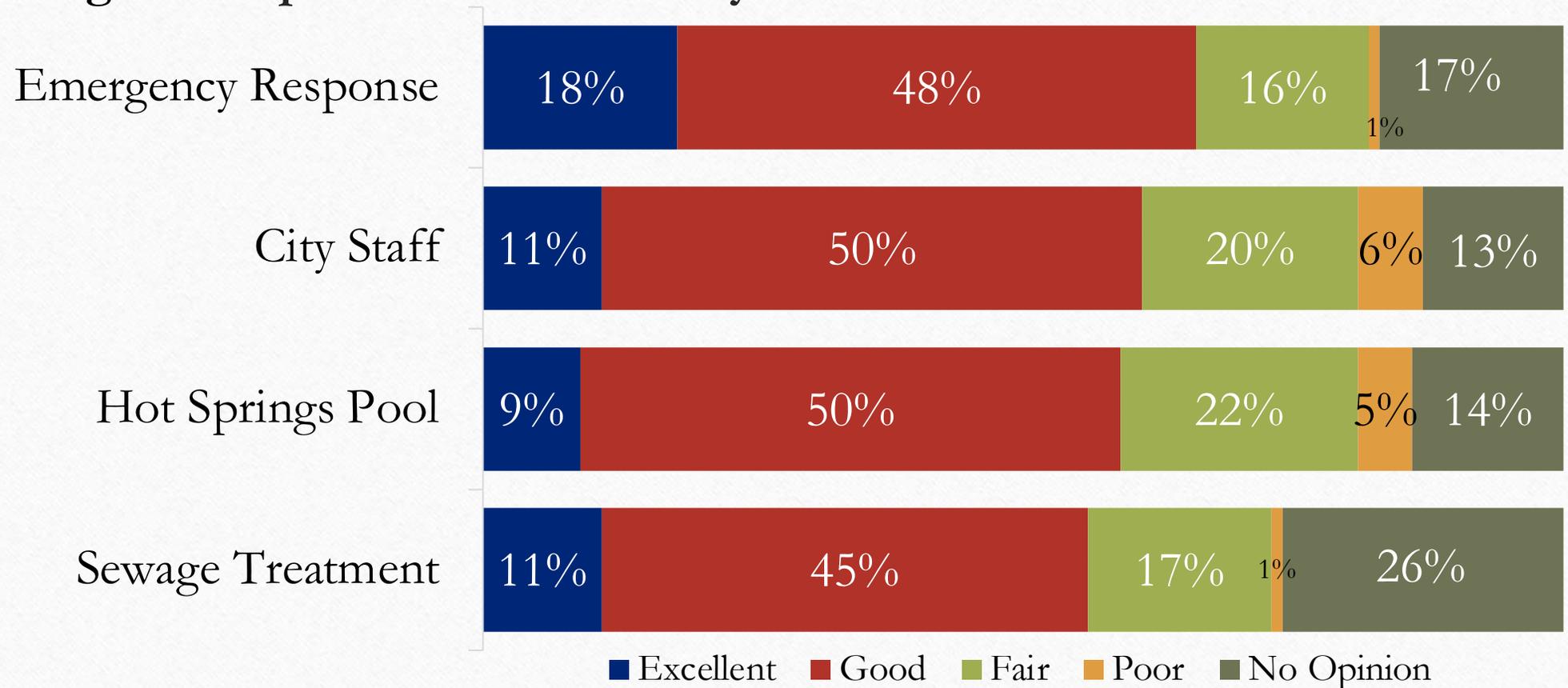
Among All Respondents - Ranked by Excellent and Good Combined



Satisfaction with City Departments, Programs and Services

Please rate the City of Salida in each of the following areas:

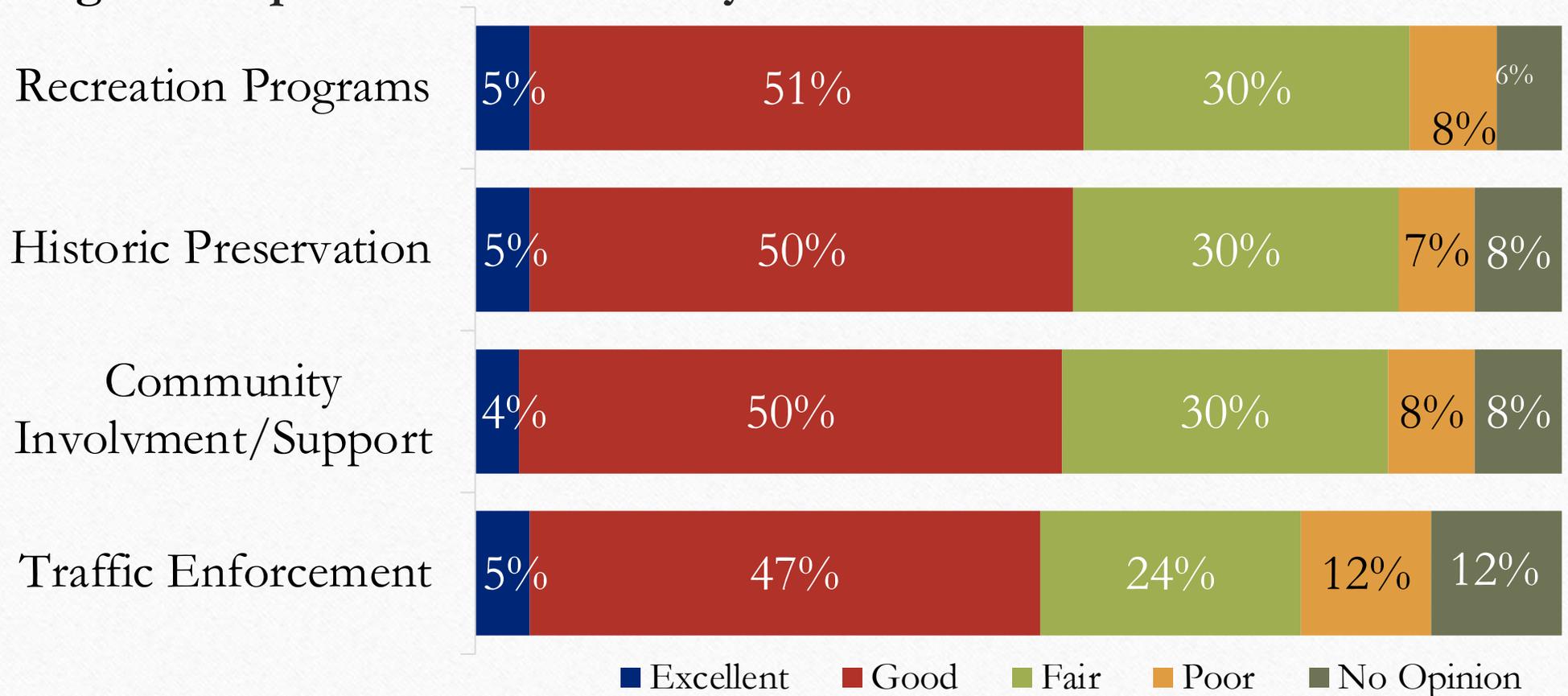
Among All Respondents - Ranked by Excellent and Good Combined



Satisfaction with City Departments, Programs and Services

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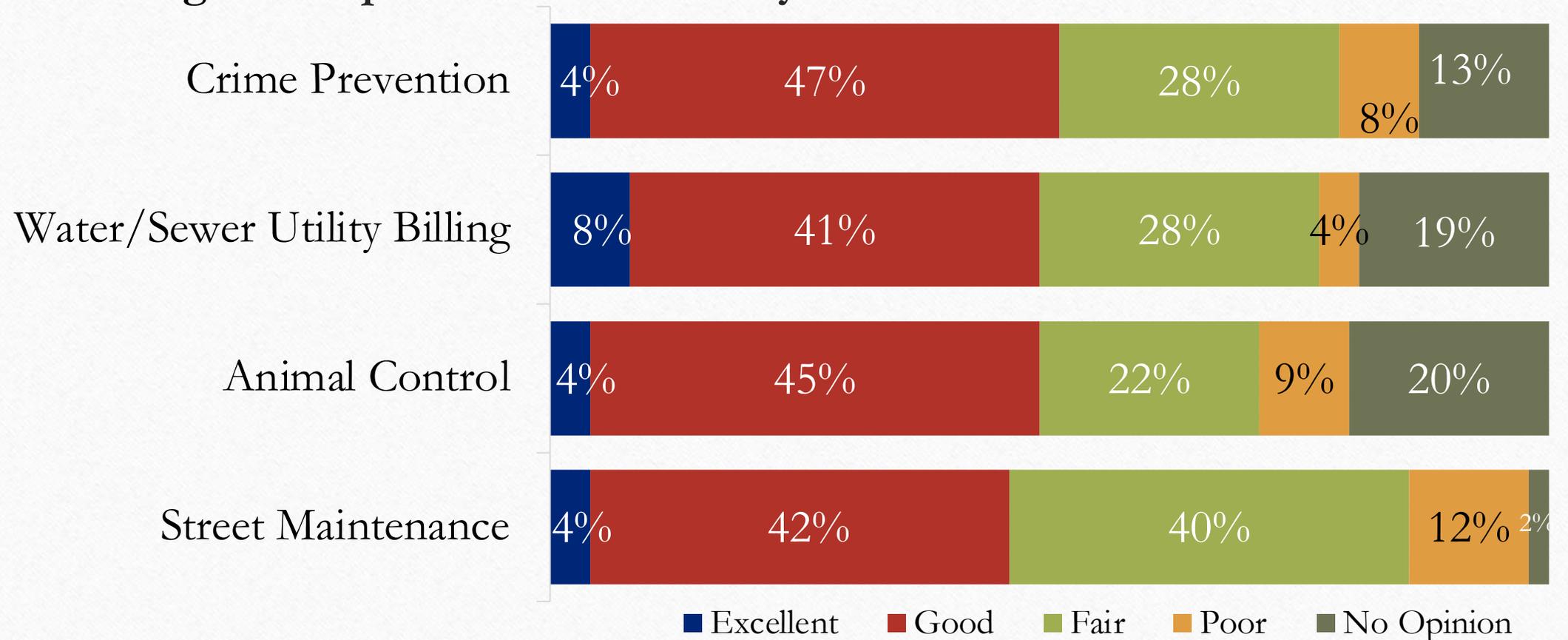
Among All Respondents - Ranked by Excellent and Good Combined



Satisfaction with City Departments, Programs and Services

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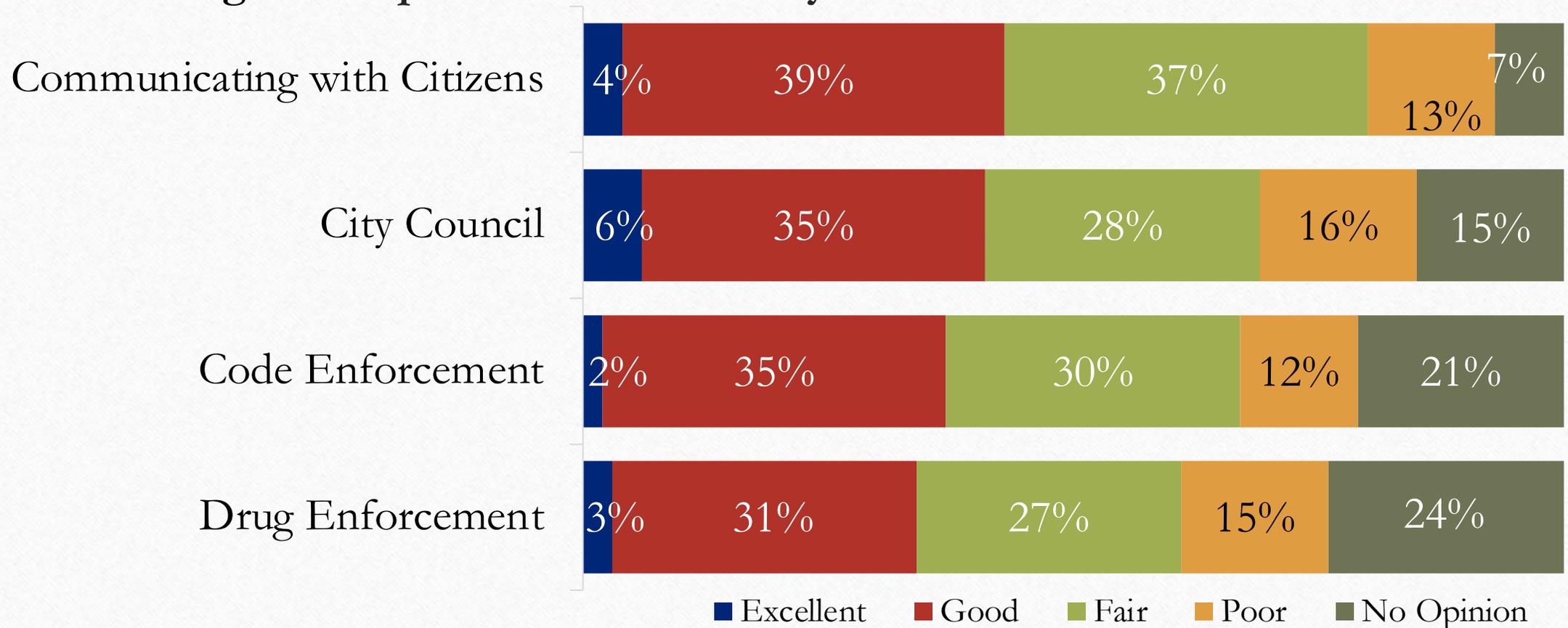
Among All Respondents - Ranked by Excellent and Good Combined



Satisfaction with City Departments, Programs and Services

Please rate the City of Salida in each of the following areas:

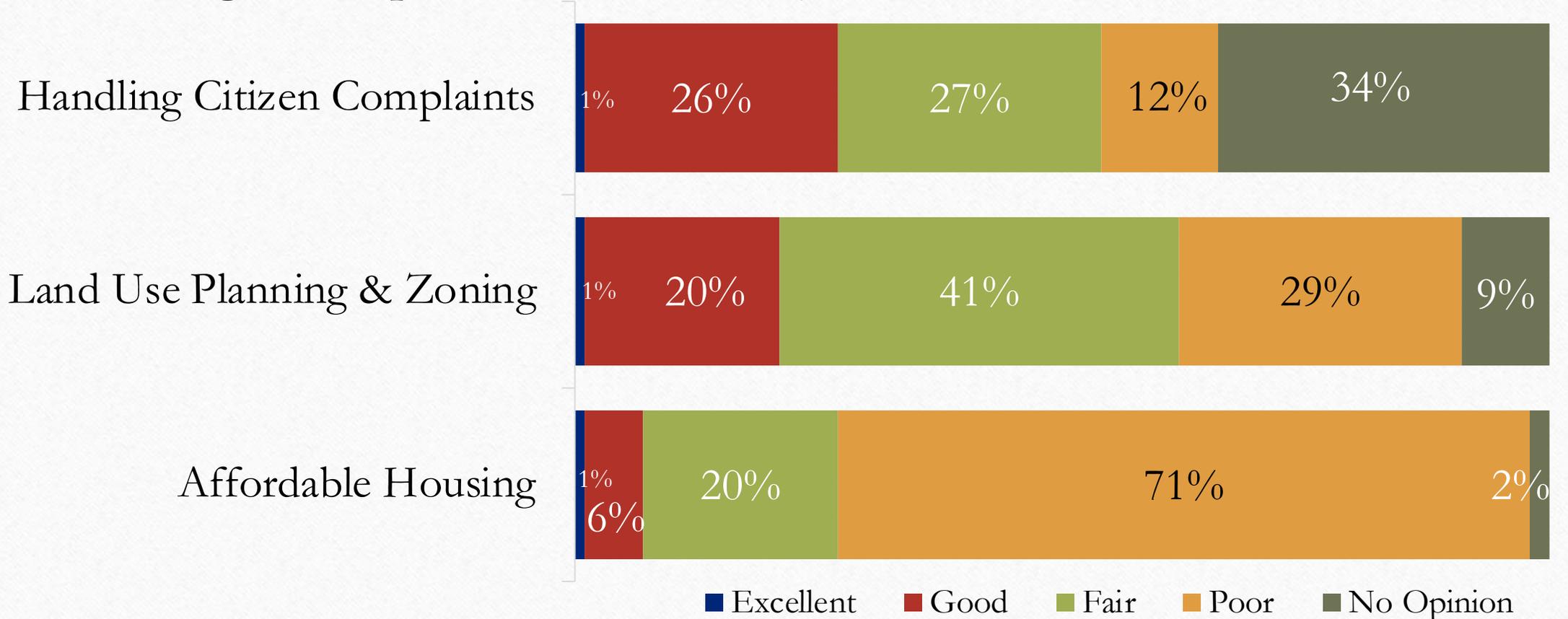
Among All Respondents - Ranked by Excellent and Good Combined



Satisfaction with City Departments, Programs and Services

Please rate the City of Salida in each of the following areas:

Among All Respondents - Ranked by Excellent and Good Combined

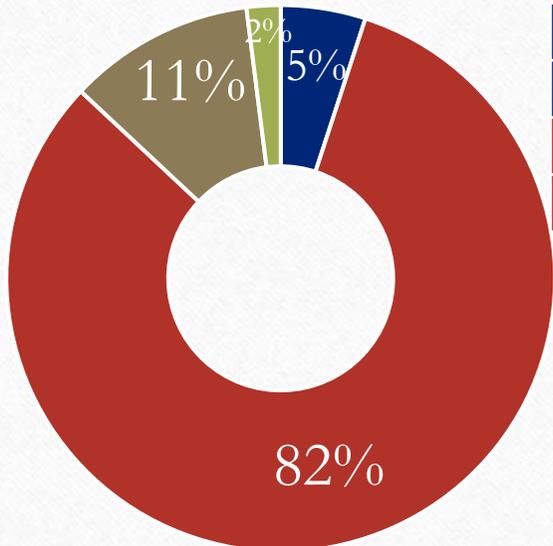


City of Salida Community Survey

Growth and Affordable Housing

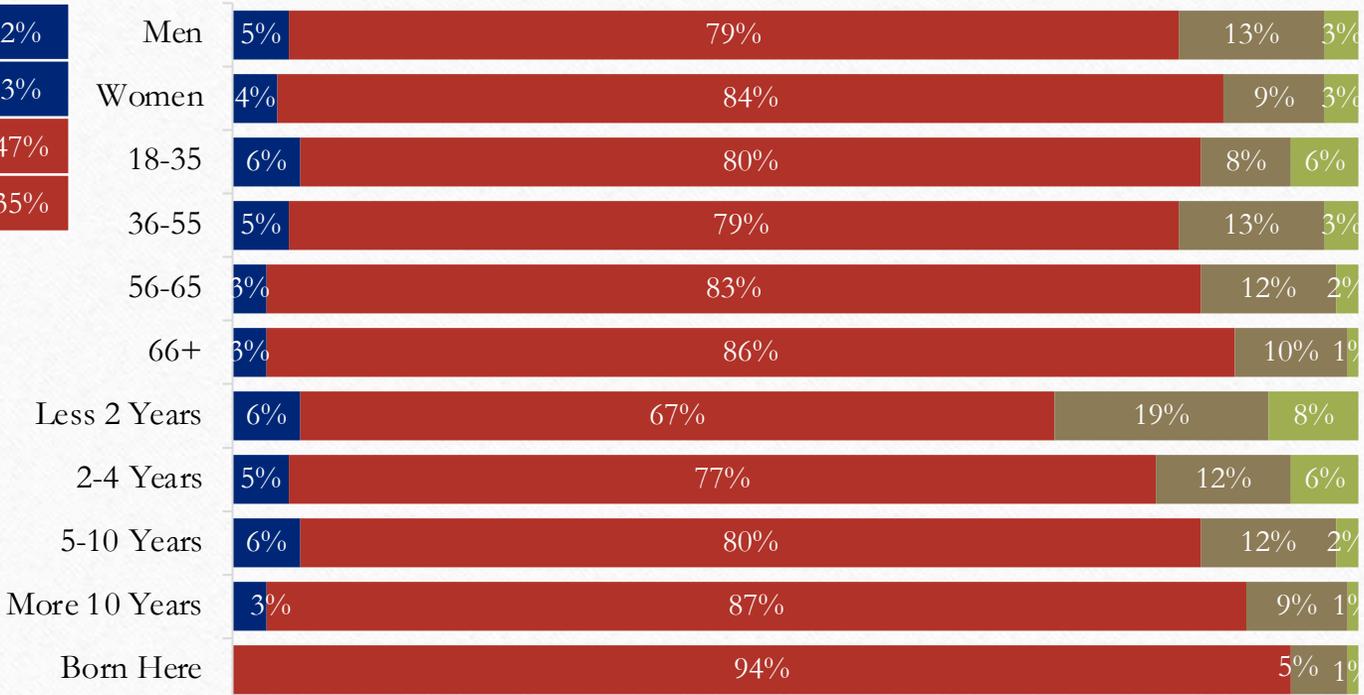


How would you rate the speed of residential growth over the past five years in Salida?



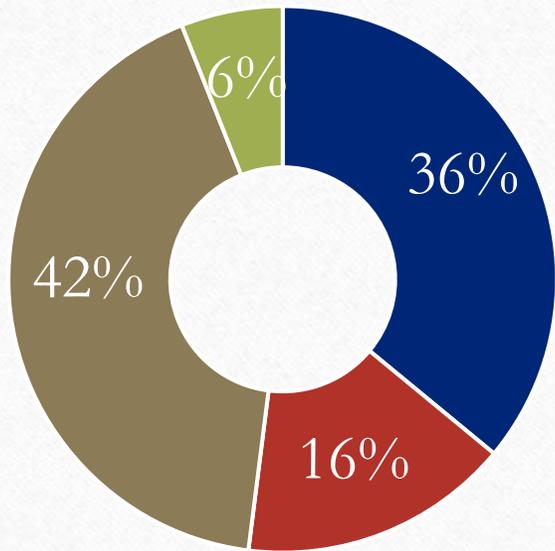
Much Too Slow	2%
Somewhat Too Slow	3%
Much Too Fast	47%
Somewhat Too Fast	35%

- Too Slow
- Too Fast
- Right Amount
- Unsure/Don't Know



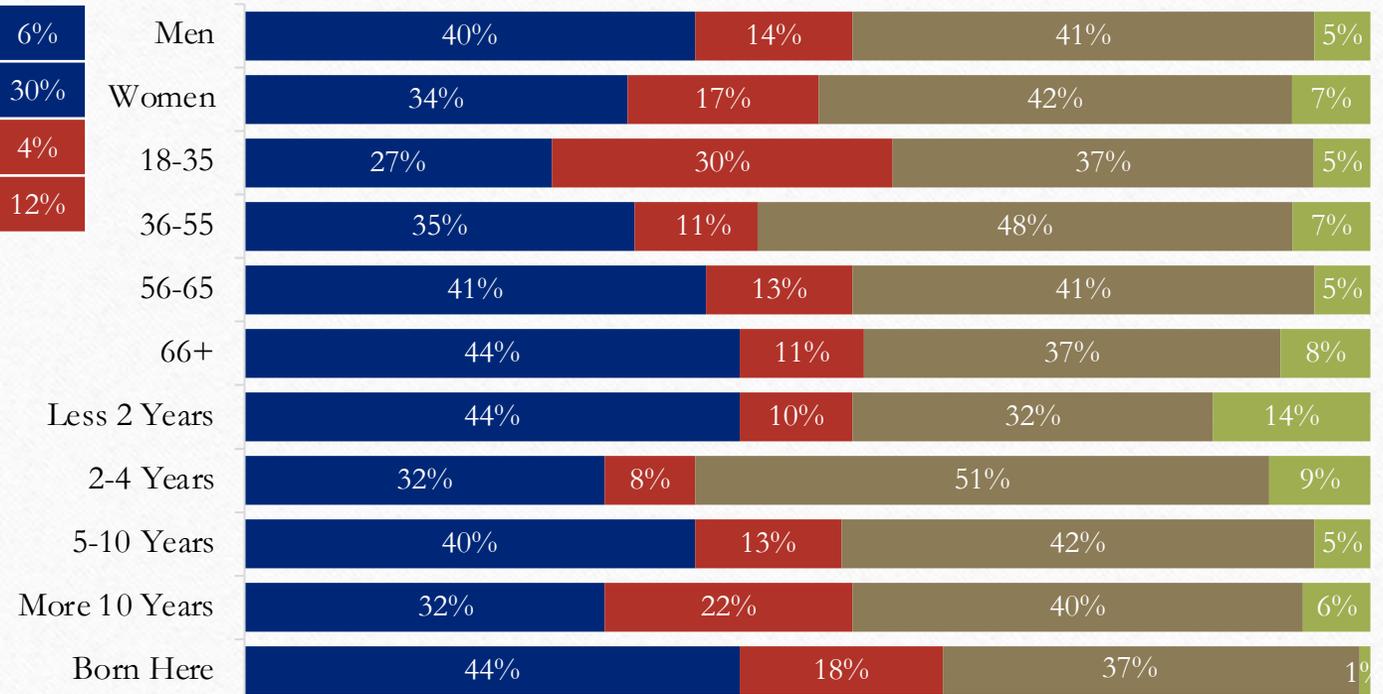
- Too Slow
- Too Fast
- Right Amount
- Unsure

How would you rate the speed of retail and commercial growth over the past five years in Salida?



- Too Slow
- Too Fast
- Right Amount
- Unsure/Don't Know

Much Too Slow	6%
Somewhat Too Slow	30%
Much Too Fast	4%
Somewhat Too Fast	12%



- Too Slow
- Too Fast
- Right Amount
- Unsure

How Should the City Fund Affordable Housing Programs?

“In your own words, please describe how you believe the City of Salida should fund affordable housing programs, services and developments.”

Major Themes
Manage/Impose Tax on Short-Term Rentals (35%)
Incentivize and Encourage Developers to Build Affordable Housing (28%)
Grants/Other Government Resources/ More Taxes and Government Spending (23%)
Not Government’s Responsibility to Do So (4%)

- *“Air BnB moratorium would provide more rentals for people who actually live and work here. Stop allowing entire developments to be all short-term rentals for Texans. It’s pretty simple really, allow a much smaller # of short-term rentals/investment properties.”*
-Female, 36-45, Living in Salida 5-10 Years
- *“Help developers by reducing some fees for high-density affordable housing.”*
-Male, 46-55 ,Living in Salida More than 10 Years
- *“Create incentives to convert short term rentals to long term rentals. Create a local property tax for non-residents to fund construction of affordable housing.”*
-Male, 56-65, Living in Salida 0-2 Years
- *“Grants, and the increased property/lodging taxes Salida has received over the past couple of years. Working with the city to see what land they currently have can be sold/donated to the affordable housing department to provide housing for teachers/nurses/doctors/etc...”*
-Female, 25-35, Living in Salida 2-4 Years

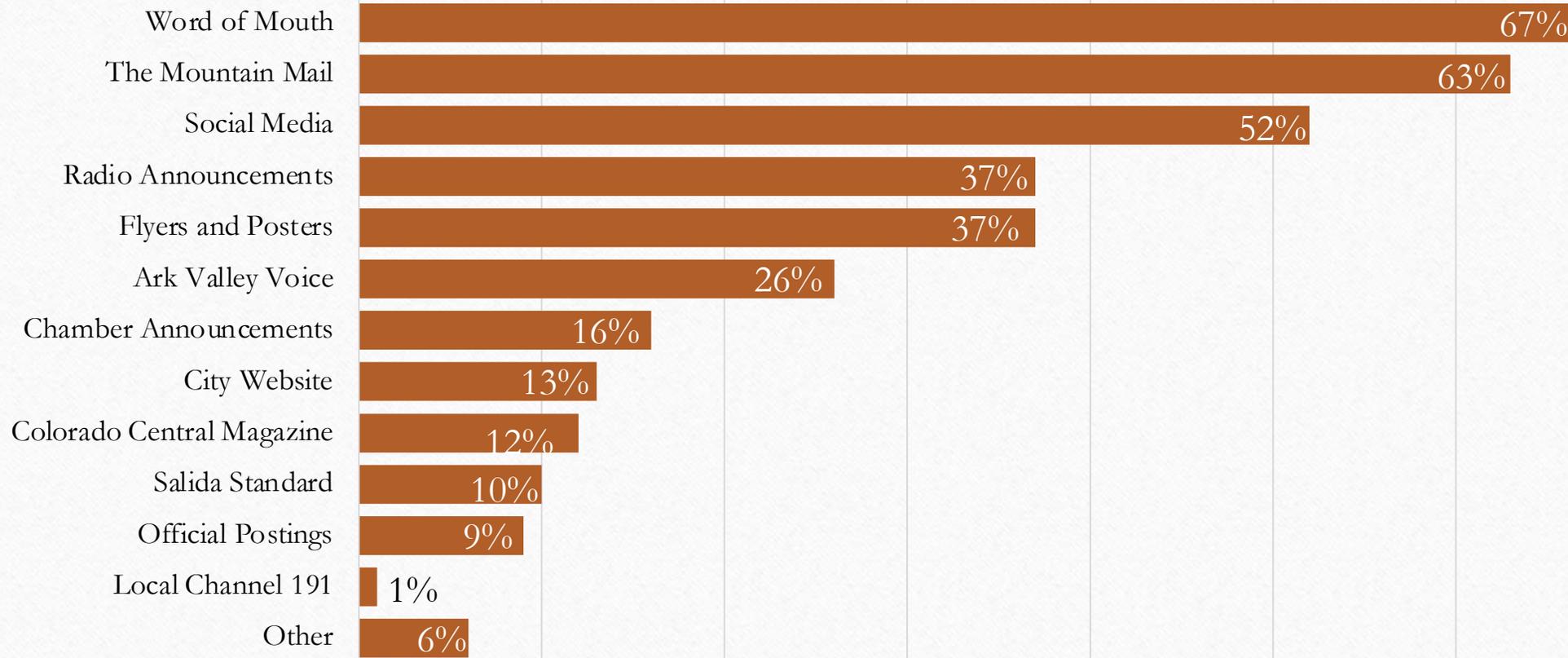
City of Salida Community Survey

Information Flow



Information Flow

How do you find out about local events or issues in Salida? (Check all that apply)
Among All Respondents

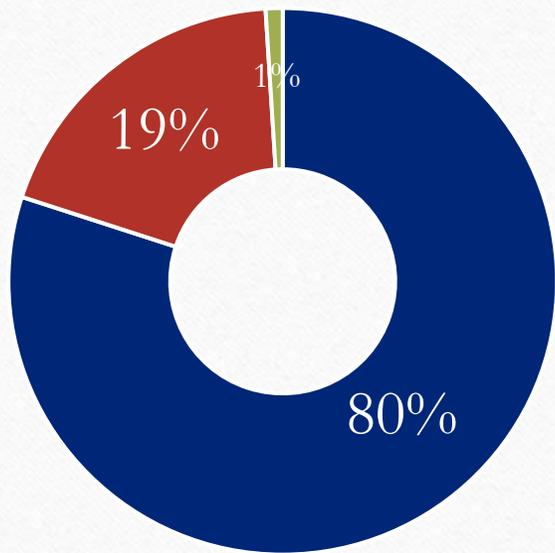


City of Salida Community Survey

Downtown Summer Closures

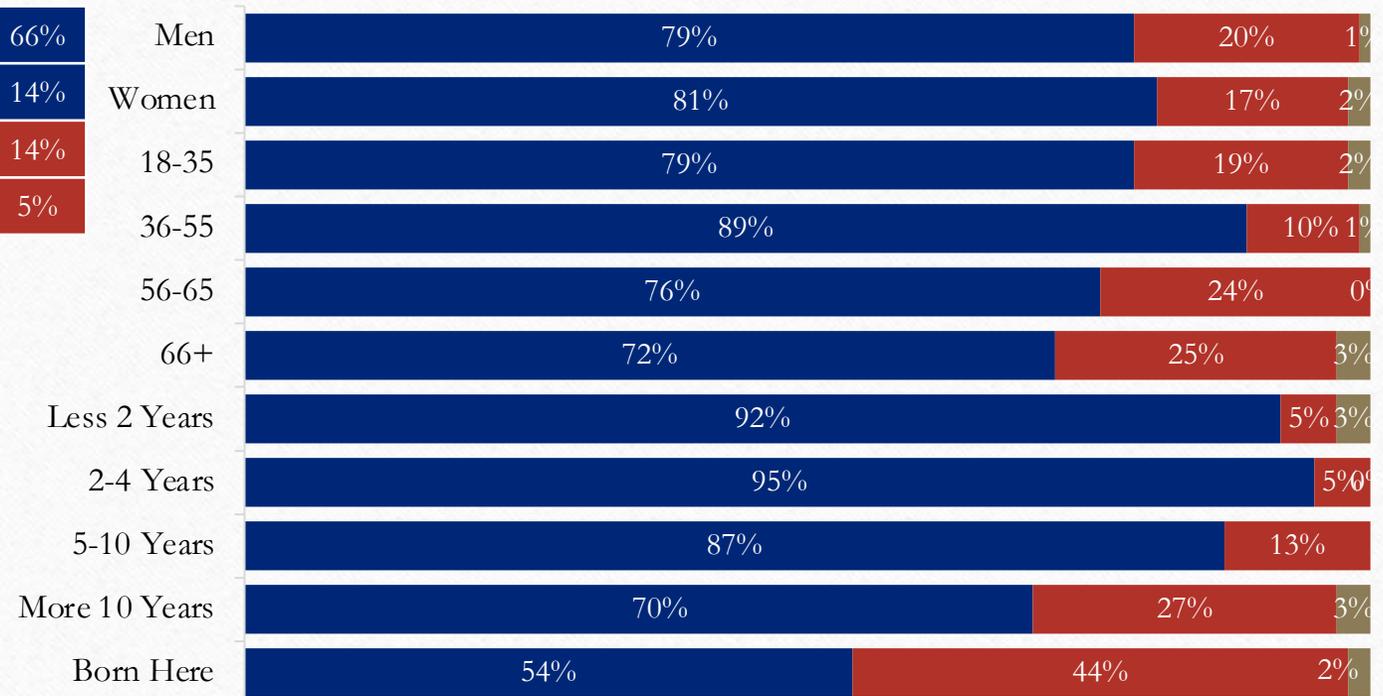


For the past two years, the City has closed a two-block section of downtown to open up the street to pedestrians and allow local restaurants and other businesses to utilize the extra space. Would you support the City doing so again this summer?



- Total Support
- Total Oppose
- Unsure/No Opinion

Strongly Support	66%
Somewhat Support	14%
Strongly Oppose	14%
Somewhat Oppose	5%



- Total Support
- Total Oppose
- Unsure/No Opinion

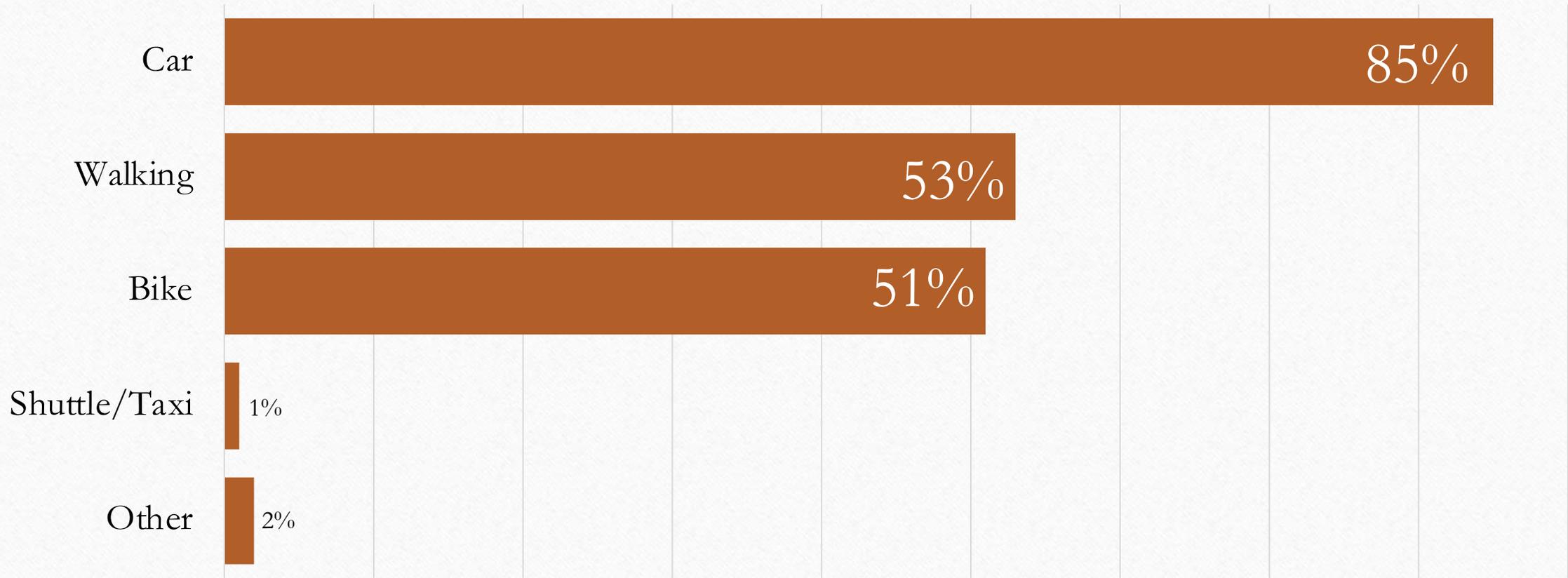
City of Salida Community Survey

Transportation and Parking



Primary Modes of Transportation

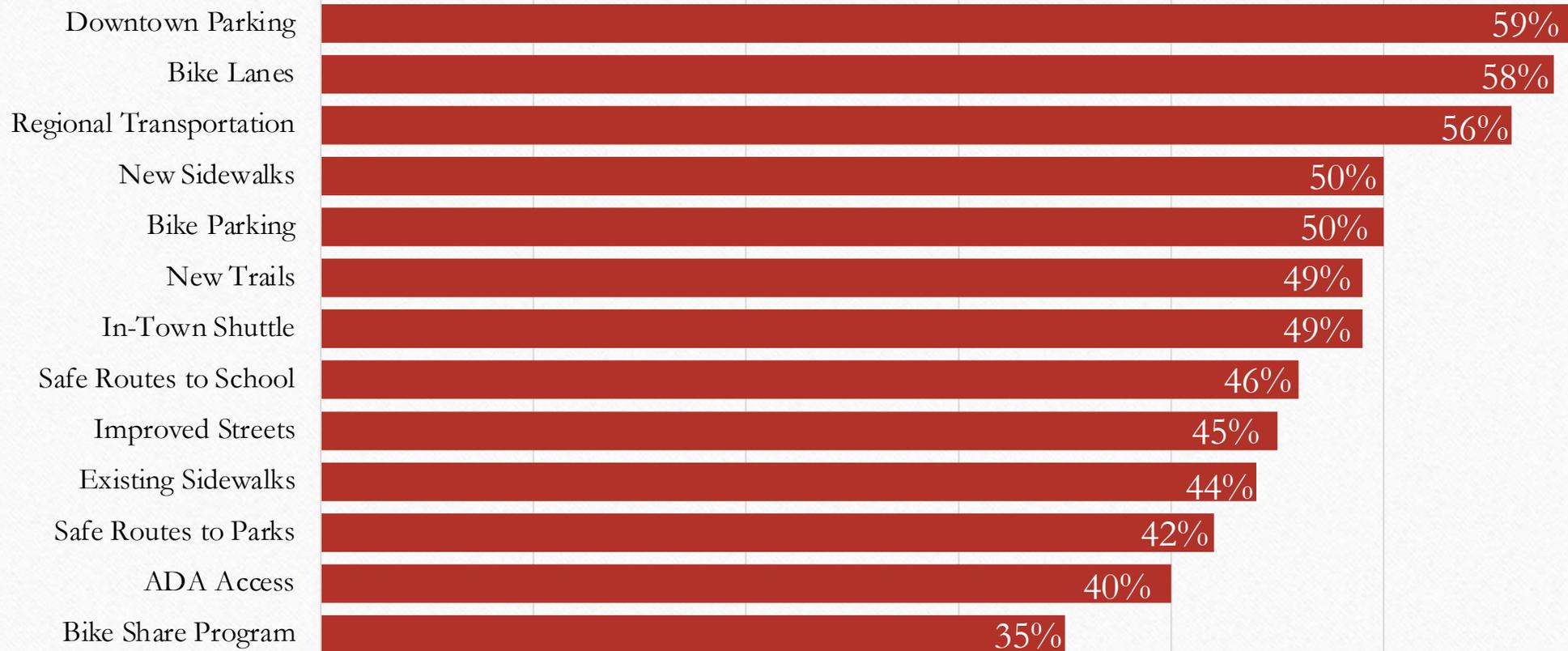
What are your two primary modes of transportation? (Pick two)
Among All Respondents



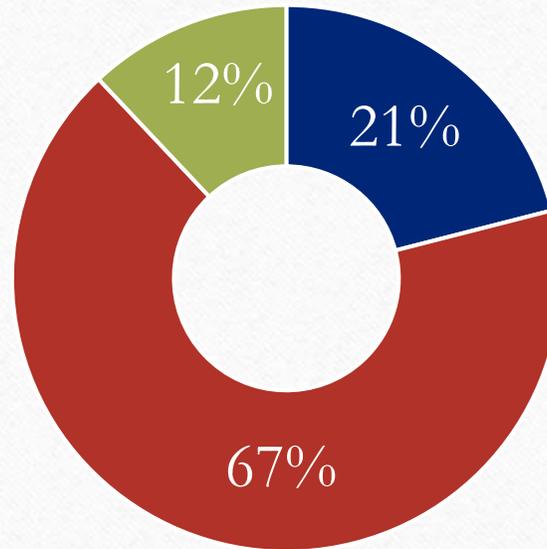
Transportation Resources

What level of resources do you want the City of Salida to allocate to the following in order to improve the Salida Transportation System?

Among All Respondents – Ranked by % “More Than Right Now”

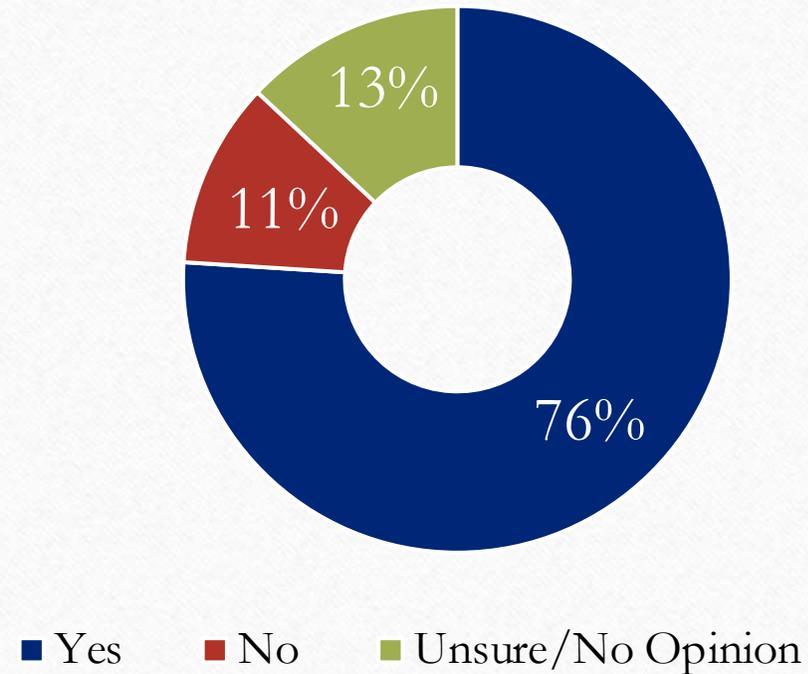


Should the City of Salida implement paid parking in our downtown area?



■ Yes ■ No ■ Unsure/No Opinion

Should downtown residential areas receive free overnight parking permits?



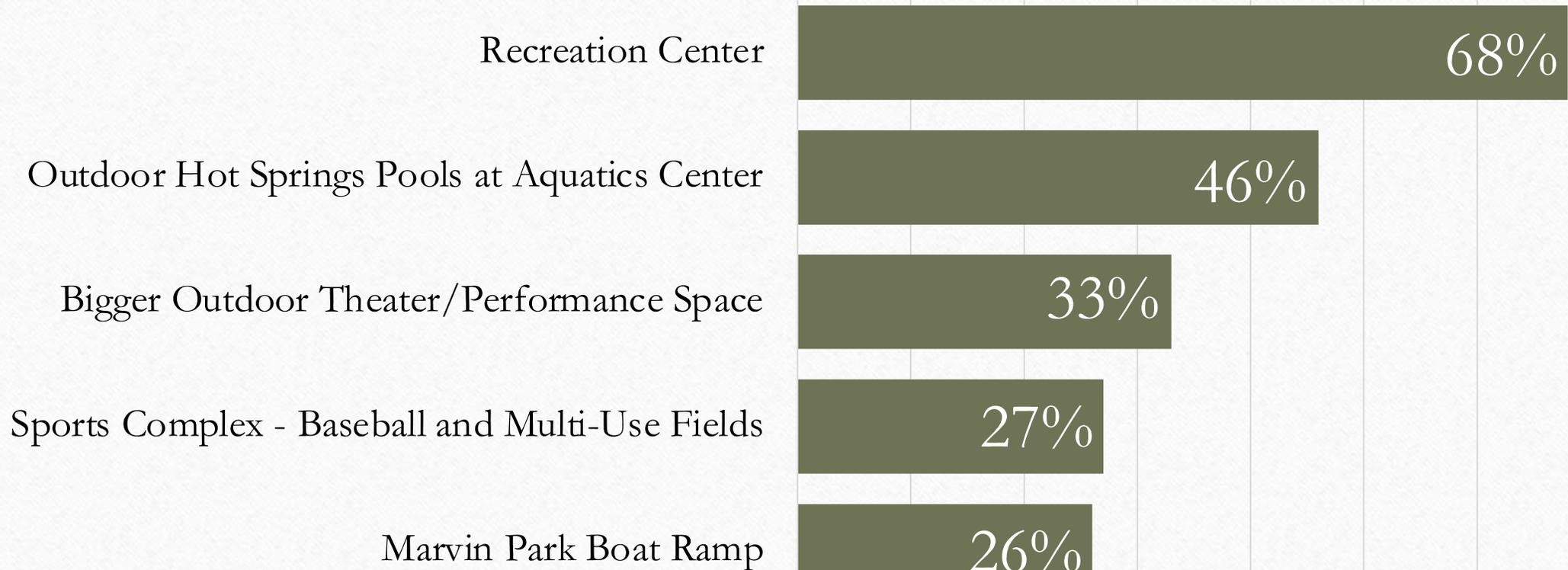
City of Salida Community Survey

Parks and Recreation



Parks and Recreation – Amenities Top 10

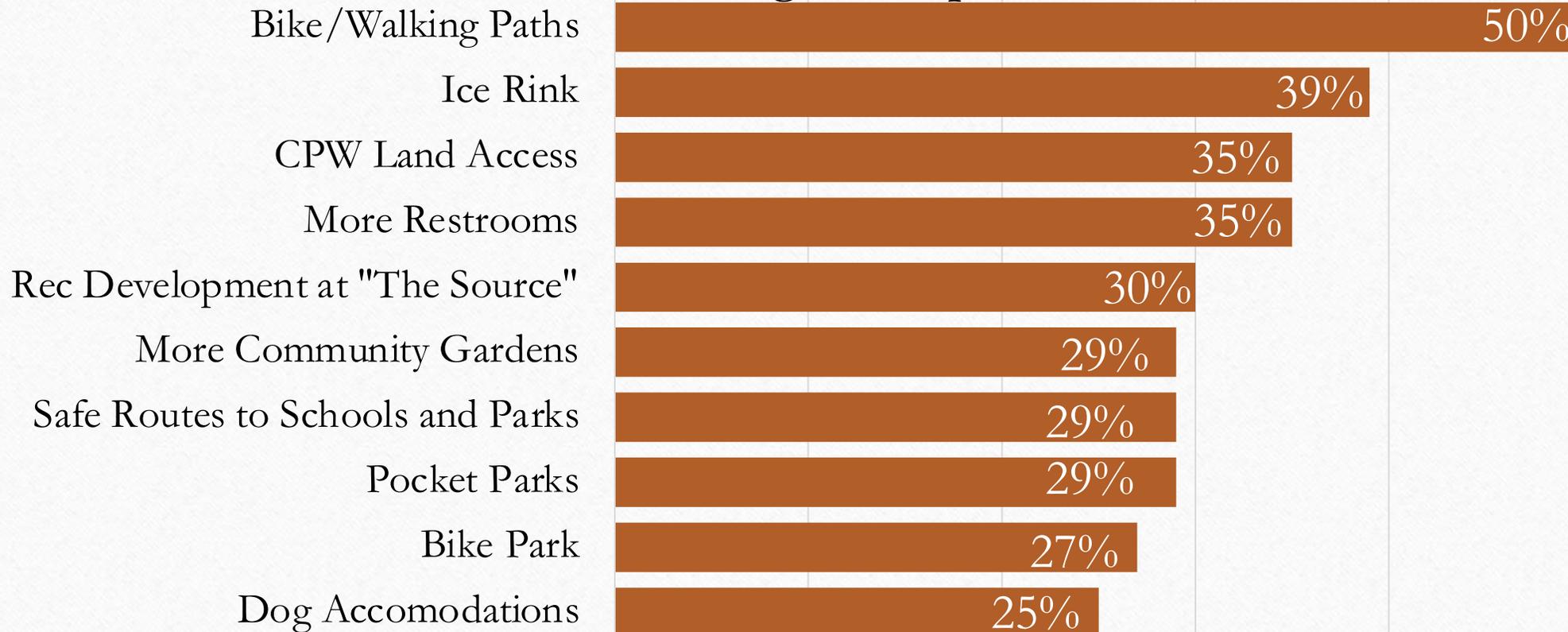
Please rank the following approve and planned long-term amenities in order of importance.
Among All Respondents – Ranked by % 1st or 2nd Choice



Parks and Recreation – Amenities Top 10

From the following list of amenities, please choose up to 5 that you would like to see the Parks and Recreation Department focus on.

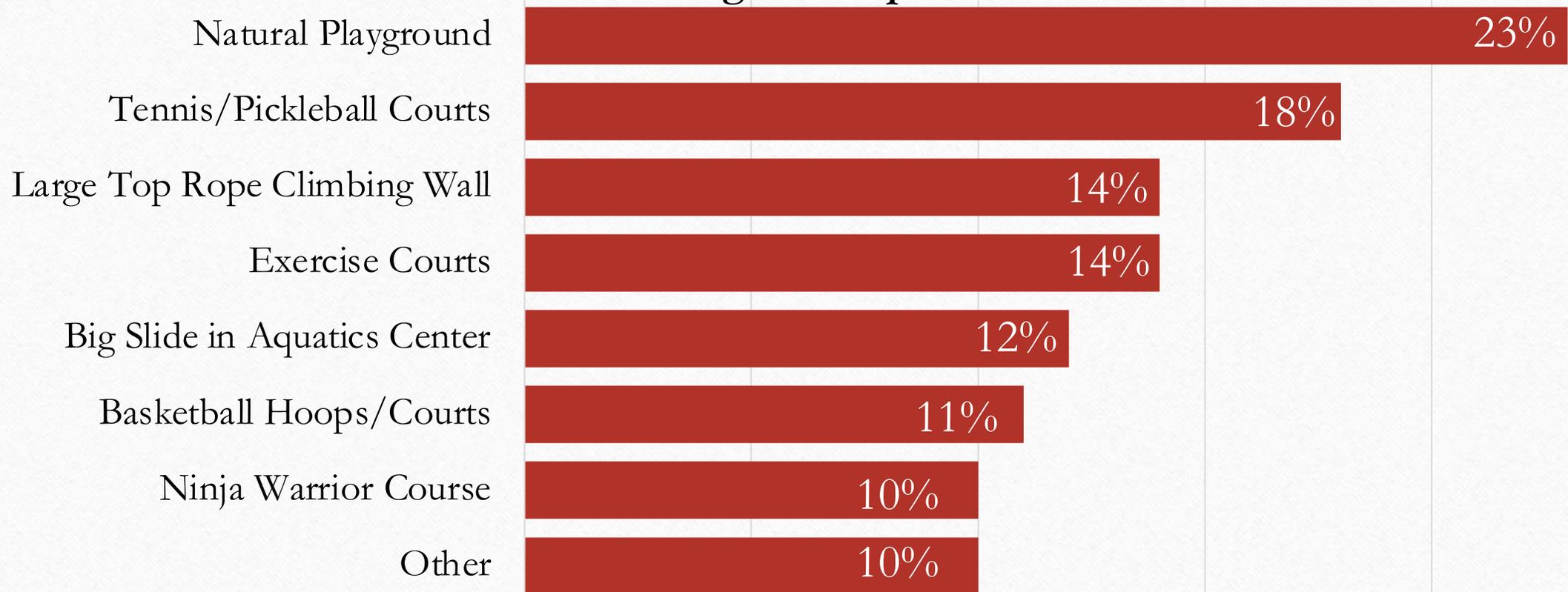
Among All Respondents



Parks and Recreation – Amenities, Continued

From the following list of amenities, please choose up to 5 that you would like to see the Parks and Recreation Department focus on.

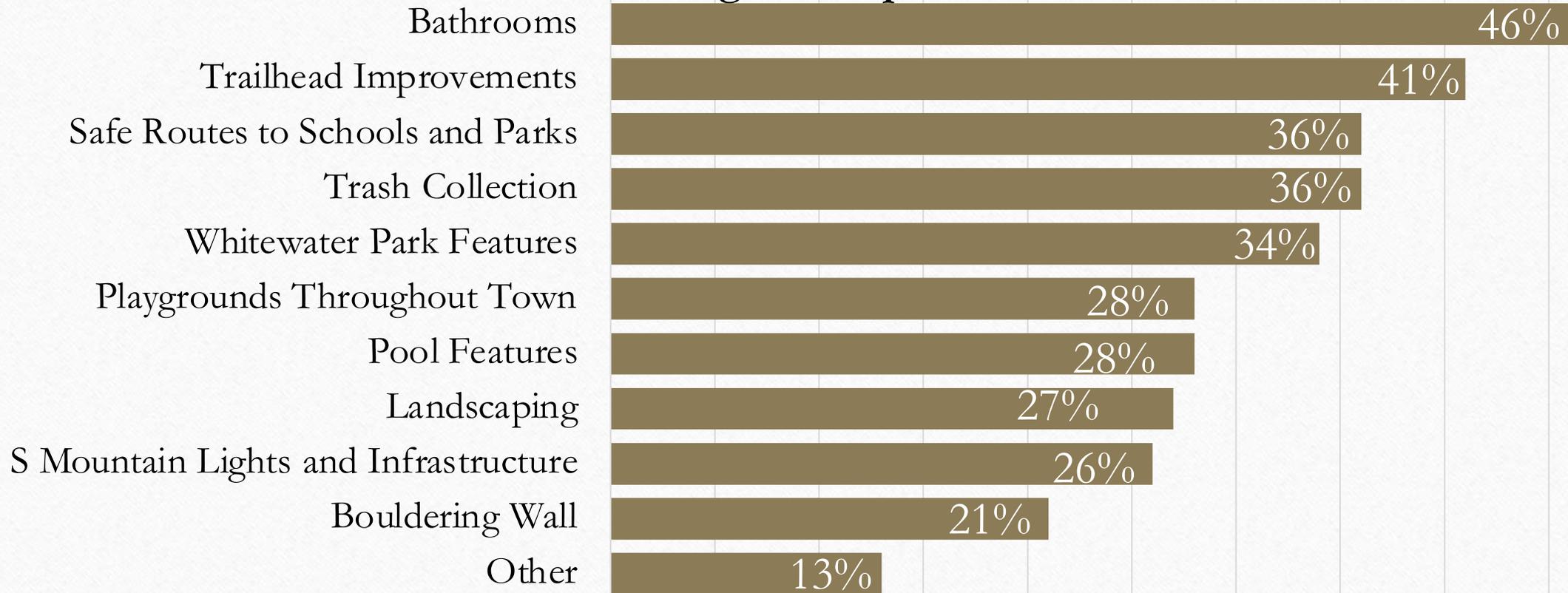
Among All Respondents



Parks and Recreation – Upgrades

From the following list of upgrades, please choose up to 4 that you would like to see the Parks and Recreation Department focus on.

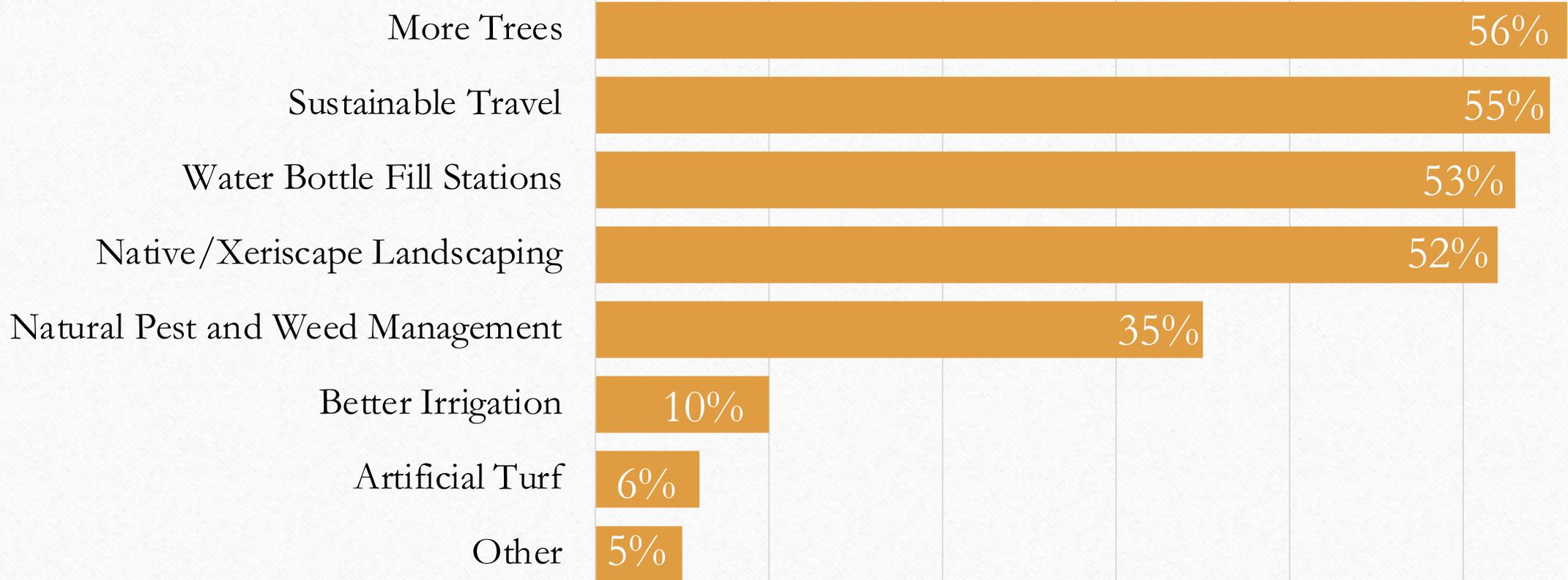
Among All Respondents



Parks and Recreation – Sustainability Practices

From the following list of sustainability practices, please choose up to 3 that you would like to see the Parks and Recreation Department focus on.

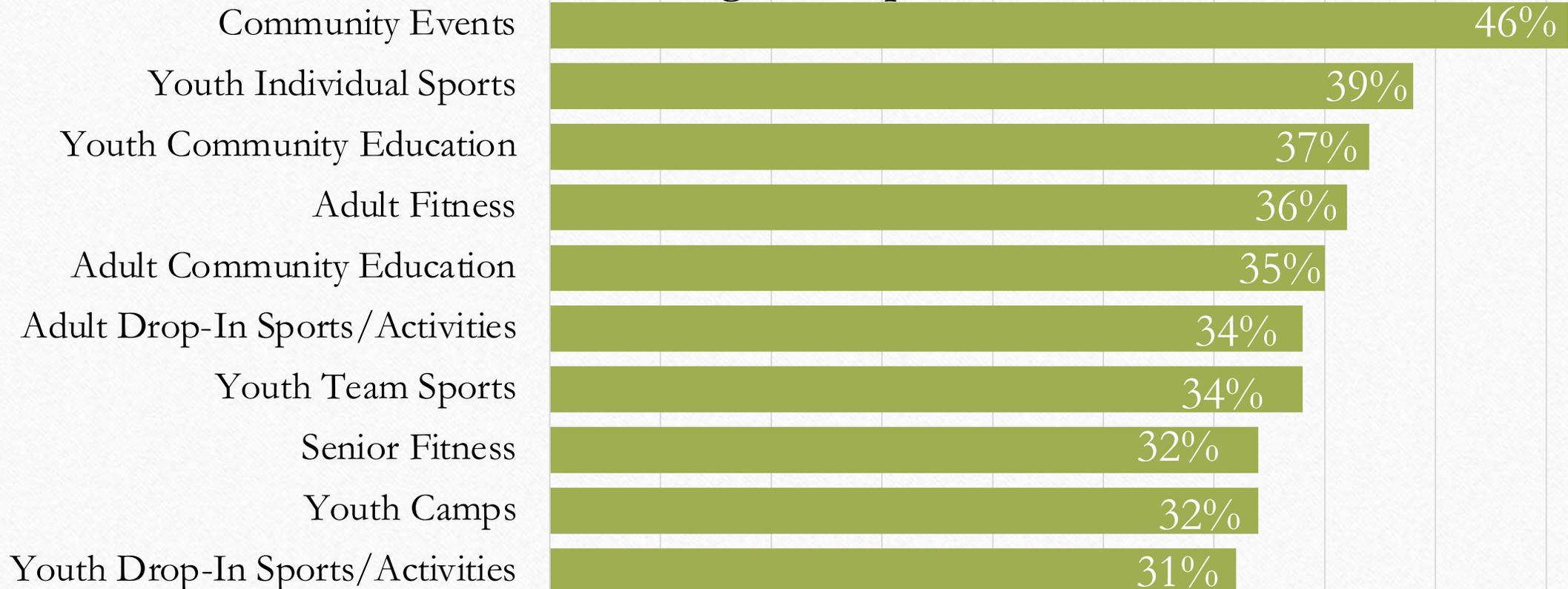
Among All Respondents



Parks and Recreation – Programs Top 10

From the following list of programs, please choose up to 7 that you would like to see the Parks and Recreation Department focus on.

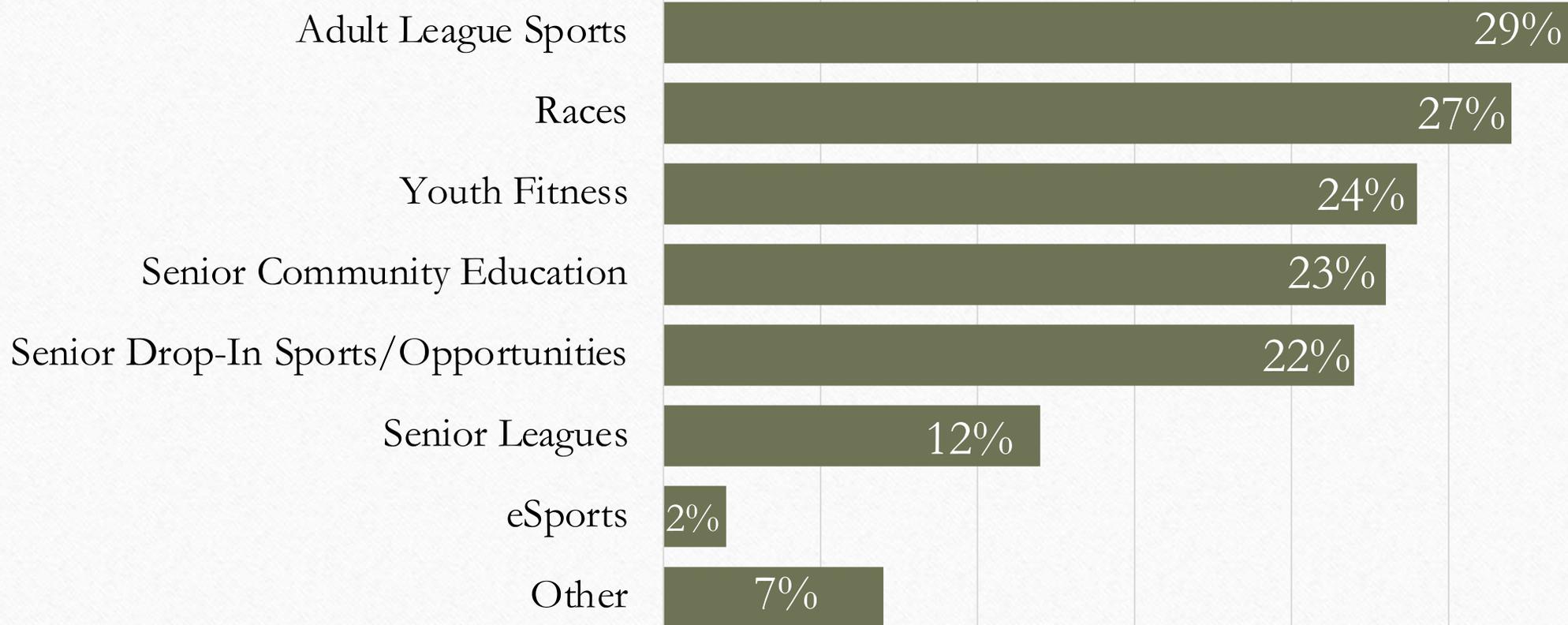
Among All Respondents



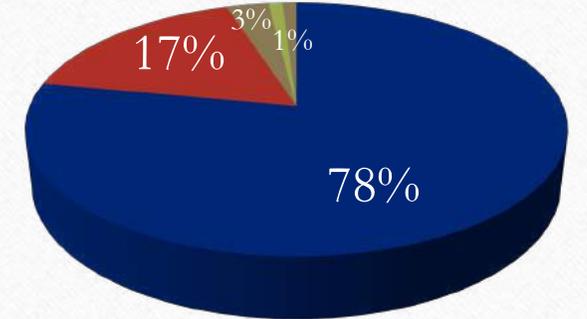
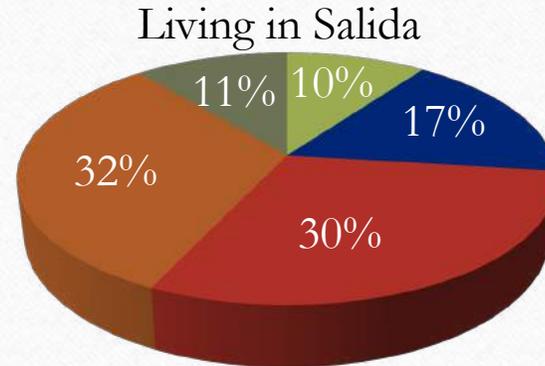
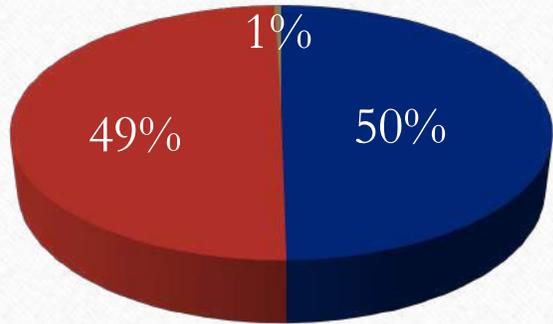
Parks and Recreation – Programs, Continued

From the following list of programs, please choose up to 7 that you would like to see the Parks and Recreation Department focus on.

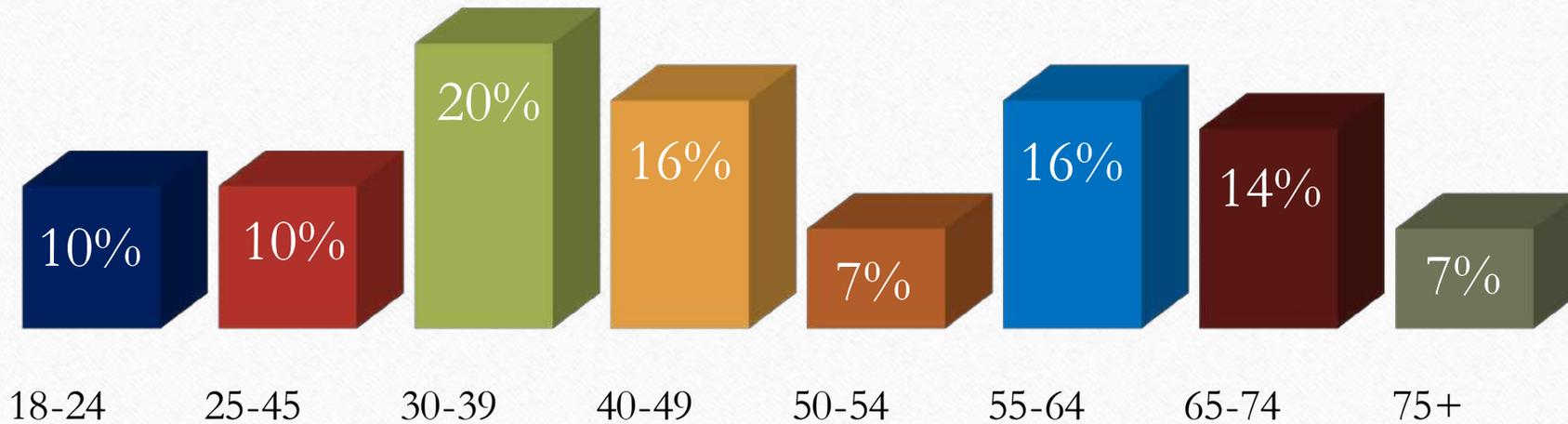
Among All Respondents



Survey Demographics



- Female
- Male
- Prefer to Self-Describe
- Less than 2 Years
- 2-4 Years
- 5-10 Years
- More than 10 Years
- Born Here
- White, Non-Hispanic
- Hispanic
- Asian, Asian American
- Black, African American
- Other





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