



## Online Stakeholder Survey Summary

*October 2019*

The City of Montrose conducted an online stakeholder survey from June through August, 2019. The online survey was sent to approximately 100 key stakeholders including representatives from community organizations, youth council, local businesses, transportation groups, schools, housing groups, Montrose Urban Renewal Authority, Development and Revitalization Team, developers, parks and recreation organizations and committees, hospitals, health centers, advisory committees, public services, and Hispanic organizations and groups. We received 43 responses. The feedback received from these online stakeholder surveys will help guide development of the Comprehensive Plan and future vision, goals, and recommendations for the final *Envision 2040 Montrose Comprehensive Plan*.

### 1. Name some things about Montrose that are most important to your quality of life.

#### *Community Character*

##### Small Town Atmosphere

- Small town (3)
- Size of community (2)
- Low crime
- Quality of life/culture
- Pace of life
- Safe place to raise family
- Quality of place
- Simplicity

##### Rural, Agricultural Character

- Healthy and local foods (2)
- Rural lifestyle with good level of services and retail
- Agricultural open space
- Rural community feel
- Access to locally grown food

##### People

- Sense of community
- Relationships

- People who care
- Opportunities to participate in building a stronger community
- Welcoming community
- Equitable access to participate/contribute
- Diverse community
- Community-minded residents
- Community centered and innovative
- Conservative values
- Enjoyable for children
- Friendly people

### ***Economic Development***

- Restaurants (3)
- Shopping (2)
- Jobs (2)
- Thriving downtown
- Dining and date options
- Home grown businesses
- New business and growth
- Craft beer
- Economic opportunities
- Competitive wages
- Health care
- Low taxes
- Natural resource professionals
- A thriving economy that supports various job entry points including entrepreneurs, agriculture, nonprofits, and small business owners
- Attract and retain a diverse workforce
- Continue to be on the forefront of innovation
- Cost of living
- Affordable

### ***Natural Environment***

- Outdoor/public lands access (5)
- Close/accessibility to mountains (3)
- Waterways/river (2)
- Views
- Location
- Geography
- San Juan Mountains
- Good air quality

## ***Community Services and Amenities***

### Schools/Education

- Good schools (4)
- Affordable and quality early childhood education opportunities

### Parks, Recreation and Open Space

- Recreation opportunities (11)
- Parks, trails, open space (4)
- Outdoor access (3)
- Community Recreation Center (3)
- Accessibility to parks and open space
- Unique parks
- Riverbottom Park
- Safe local exercise opportunities

### Community Services/Amenities

- Safety (5)
- Community events (2)
- Farmer's Market (2)
- Library (2)
- Fast internet (2)
- Accessibility to amenities
- Police and fire protection
- Entertainment, music, festivals
- Quality programs for the youth of Montrose
- Hospital
- Big-city amenities
- Cultural events

### ***Infrastructure***

- Water
- Waste disposal
- Recycling
- Adequate public services

### ***Transportation***

- Walk and bike-ability (3)
- Mobility (2)
- Airport
- Traffic that moves (less congestion)
- Good transportation
- Being spread out and not in a subdivision or suburb
- Mixed use developed (i.e. Colorado Outdoors)
- Housing

## 2. Name some things about Montrose that you would like to change?

### *Community Character*

- More young people
- Increased diversity
- Less tweakers
- Overly conservative assumptions
- Homeless situation
- Drug issues

### *Land Use*

#### Growth and Annexation

- Airport expansion
- Less sprawl

#### Development Review/Regulations

- Signage for store fronts and overall look and feel of town. More uniform look and feel for the town would be nice and more inviting.
- Allow tasteful recreational cannabis shops
- More local businesses versus big box chain stores/restaurants

#### Development Character

- More apartments/less trailers
- Need for apartments and hotels
- A better sense of pride in downtown
- Residential neighborhoods
- A more vibrant downtown with an eye on the historical character of the buildings
- A lively downtown
- Lack of pride in housing upkeep
- Condition of many streets (lack of sidewalks, curbs and gutters)
- Greater equity (the divide based on income class and access to resources is very evident across the community)

### *Community Services and Amenities*

#### Schools/Education

- Improve CMU (3)
- Increase the education level of the population (2)
- Schools need improvement to attract high quality people and companies
- Improve school funding for smaller class sizes
- Increase the performance of all schools

#### Parks and Recreation

- More green spaces
- More off-street trails

### Community Facilities and Amenities

- More restaurants and shopping (4)
- Better non-religious programs and events for kids
- More city sponsored events for adults
- Better access for those struggling with addiction and mental health issues.
- Create more 4 season indoor/outdoor family activities for ages 3-18
- More free/affordable activities for children by police department, the library, school district, the city
- More cultural events
- More cultural offerings by professional performers (drama, music, film)

### ***Transportation***

- Flow of traffic in downtown (Main and Townsend) (3)
- More bike paths (2)
- Increase bike routes around town and make bike commuting safe and accessible
- Pedestrianized Main Street
- More mobility options
- Improve trail connectivity, especially east-west
- Better sidewalks in old part of town
- Less through traffic on 50/550
- Adoption of a 'Complete Streets' policy
- Better movement of traffic
- Better traffic planning
- Traffic that moves faster than 25 or 30 mph
- Increasing traffic throughout town
- Make HWY 550 safe for residents and travelers
- Traffic congestion
- Traffic issues, connectivity and street improvements.

### ***Economic Development***

- Affordable housing (2)
- Housing that doesn't cost 300K and above (20-35-year-olds can afford)
- High paying/professional job opportunities
- Better quality jobs
- More diverse array of industry that supports higher wages
- The Main Street business, mix and clustering
- Better restaurants on Main Street instead of boutique shops
- Attract larger companies
- Develop more light manufacturing opportunities

### ***Government***

- More opportunities for public input such as what is happening with the comp planning process (but on an ongoing basis)

### 3. What are some of the biggest issues facing the City over the next 10 years?

#### *Community Character*

- Drugs and crime (6)
- Mental health problems (3)
- Convincing younger generations to live and grow here (3)
- Aging population (2)
- Equity (2)
- Poverty (2)
- Homeless population (2)
- Taxes
- Public safety
- Teen suicide
- Encourage community building and retain the quality of life
- Combatting liberals
- Transient population
- Tweakers
- Community expectations

#### *Land Use*

##### Growth and Annexation

- Planned and managed growth (7)
- Sprawl (4)
- Population boom (2)
- Unguided growth, or random growth (population, business development, traffic)
- Under-developed
- Promoting growth
- Development and growth too quickly

##### Development Review/Regulations

- Urban Growth Boundary, envisioned in the last Plan, implemented and followed
- Coordination with the County and a growth boundary for the County is needed

##### Development Character

- Affordable housing (12)
- Housing shortage including rental opportunities (2)
- Attracting talent
- New development modeled after new urbanism principals. Perceived quality of life increases in communities that are walkable/pedestrian centric with diverse housing, mixed land uses and good design
- Workforce housing
- Reorganizing what we have, housing, famous growth and airport growth
- Lack of housing and childcare
- Blight in neighborhoods
- Public spaces lack of visibility

## ***Community Services and Amenities***

### **Schools/Education**

- Schools need major improvement (2)
- Post-secondary education opportunities (2)
- Continuing education - CMU expansion, technical college needs
- Needs for new schools
- Improved education system

### **Community Facilities and Amenities**

- Support services like mental health
- Getting the community out to support more events
- Quality health care

### ***Infrastructure***

- Land-use and having the infrastructure needed for growth
- Water
- Keep up with technology

### ***Transportation***

- Traffic (14)
- Transportation in the north-south direction. (2)
- Car dependency and associated costs
- 2016 City of Montrose Community Survey - 70% of respondents felt traffic flow and congestion should receive the most emphasis. Walkable and bike-able environments are a great way to mitigate traffic and congestion, improve air quality and health, decrease road maintenance costs and demand for parking
- Improve walkability
- Turning inward for development will reduce traffic
- Lack of sidewalks connecting destinations
- Unsafe pedestrian crossings of Townsend Ave.
- Funding street maintenance and capital improvements to stay ahead of deterioration
- Street infrastructure failure

### ***Economic Development***

- Jobs (5)
- Access to jobs that provide a thriving living wage
- Attracting the businesses for the new developments
- Cost of living
- Building a diverse economy
- Affordable office space

### ***Natural Environment***

- Climate change (2)
- Environmentalist pressure on farming and agricultural

#### **4. What opportunities or specific projects could improve your quality of life?**

##### ***Community Character***

- Opportunities to bring community members together to discuss issues and think through community-based solutions
- Opportunities to celebrate our diverse community
- Food is Free Project
- Enjoyable place to raise families and encourage them to return/raise family here

##### ***Land Use***

- Airport expansion – physical & services (3)
- Access to and maintenance of nearby public lands

##### ***Community Services and Amenities***

###### Schools/Education

- CMU growth (2)
- Higher paid teachers will provide a better education to our kids
- Better focus on youth safety/education

###### Parks and Recreation

- A park within a mile of every residence
- Better park system including playgrounds made for adults
- More trees in parks
- Better care and inventory of urban trees
- Adding a bike park on Niagara
- More purpose built trails on Sunset Mesa
- Convert parking lots into green spaces
- A downtown park

###### Services and Amenities

- Equity of services and location of public facilities
- Supporting local food and the Farmers Market
- Affordable activities for kids and teens
- Amphitheater
- Outdoor pool at the CRC and further build out of the CRC site
- More indoor activities
- Bike park for kids, pump track or BMX track
- More outdoor-oriented events
- Summer Shakespeare festival

##### ***Transportation***

- More walkable Main St & Townsend Ave (3)
- Continue focus on Connect Trail (2)

- More bike/trail paths (2)
- Protected bike lanes (2)
- Rails with Trails connecting Montrose to Delta
- Adoption of a 'Complete Streets' policy
- Arterial roads – new or widen existing to increase mobility
- Eastern bypass
- More trail connections
- Better north/south options to address traffic issues on Townsend
- Master transportation plan to reduce the impact of traffic and allows for safer pedestrian and bicycle access
- Safer crossings of Main & Townsend in downtown and other areas
- Development of trail systems near town

### ***Economic Development***

- Higher wages to reflect the rising cost of living (3)
- Affordable housing (2)
- More quality downtown housing options
- More retail/entertainment development on the river
- More/better options for restaurants
- Increased dining on Main Street
- Outdoor dining options downtown
- Concentrated/walkable downtown
- Assist businesses to expand or move downtown
- Revitalization of downtown and Centennial Plaza
- Rehab older buildings, but preserve them
- Continued economic development - full build out of Colorado Outdoors project
- Outdoor retailers
- Leveraging of outside resources including financial and intellectual capital
- More careers for younger people
- More job opportunities

### ***Government***

- Police initiatives to address drug use, homelessness and the mental health problem
- Increase public safety and more effectively addressing the drug issue.

## 5. What could make your neighborhood a better place?

### *Community Character*

- Keep community affordable (2)
- Neighbors who keep their property safe and pretty
- Neighborhood watch program
- Enforcement of HOA rules
- Homelessness
- Mental health issues
- Less tweekers

### *Land Use*

- Neighborhood shopping areas (4)
- Remaining spread out and not in the middle of construction
- Not burning trash
- Enforcement of city codes regarding weed and junk control to help deter crime

### *Community Services and Amenities*

#### Schools/Education

- A larger local college increasing the prevalence of younger generations

#### Parks and Recreation

- Neighborhood park (3)
- Climbing boulder in a park

#### Services and Amenities

- Arbor day events at all parks to get more community members involved in keeping our green spaces beautiful and safe

### *Infrastructure*

- More timely/better snow removal on the road (2)
- Elevate Internet
- Weekly recycling

### *Transportation*

- Walkability/connect sidewalks (3)
- Improvements to safety/traffic concerns on South Townsend (2)
- Bike lanes (2)
- Off-street bike routes (2)
- Better transit connection to Main Street
- Parking standards
- Off-street multi-use trail along the Loutzenhiser Canal

### *Economic Development*

- Incentives for renters to maintain their property's exterior

- Shops and restaurants (2)

### ***Natural Environment***

- More trees and wildlife corridors (2)
- Community garden

### ***Government***

- Events with law enforcement at public parks located in the different neighborhoods might help build community and promote safety
- Continued efforts to maintain safety and security
- Increased police presence – address drug issues

## **6. Do you have any other comments or suggestions? Any questions? Any concerns? Any other insights?**

### ***Community Character***

- Concern: becoming a predominately retirement population community
- The "attitude" that our community still has of being "old fashioned" or "small town" is important and I believe that's truly why people move to our area. There is a feeling of kindness here that larger and growing communities lose.
- Social issues - diversity, inclusion

### ***Community Services and Amenities***

#### **Schools/Education**

- Improve education and school quality (2)

#### **Parks and Recreation**

- Recreation development is good
- A defined mission for each park
- 4 season outdoor adventure park

### ***Infrastructure***

- Make sure that utilities are available in areas targeted for development

### ***Economic Development***

- Need more workforce housing
- Tax breaks or incentives for those involved in building workforce housing
- Business involvement in the community
- Montrose has numerous empty lots which could be used for affordable housing
- Improve jobs
- Furthering business development opportunity
- Tax on liberals
- Improvements to our movie theaters
- The number of empty businesses and store fronts on Main Street and the surrounding areas

- Encouraging entrepreneurs to open sustainable businesses
- Downtown should be the cultural hub, with convention facilities, film, live theater, restaurants, government, and hotels downtown

*Government*

- Thank you for placing such a large emphasis on community feedback! This really feels like OUR plan!
- Looking forward to the coming meetings.
- Need more police
- I believe the City Council and staff are doing a great job of addressing issues
- The envision 2040 process is a good start--but it would be great for the city to find other ways to continue engaging with diverse sectors of the community!
- Thanks for working on this plan! I know it is a huge undertaking.
- Thank you for opening the door for these conversations, so that our citizens can bring their ideas to the table. I am confident our ideas will be considered, and the best ones used to make smart decisions for our future.
- Listen to the community and include residents in the problem solving process