

Palmer Lake Advisory Team Workshop # 3

Welcome and Introductions... Kent Hutson, Chair and Barb Cole, Community Matters Institute (CMI)

Survey Results -Bob Haywood, Economic Development Specialist/Economist, CMI

Boots on the Ground

- Importance of the Existing Land Use Map and examples of other maps created- Barb Cole CMI
- Status of Field Inventory-Kevin Gilford

Community Engagement Mapping Exercise...Kent and Barb

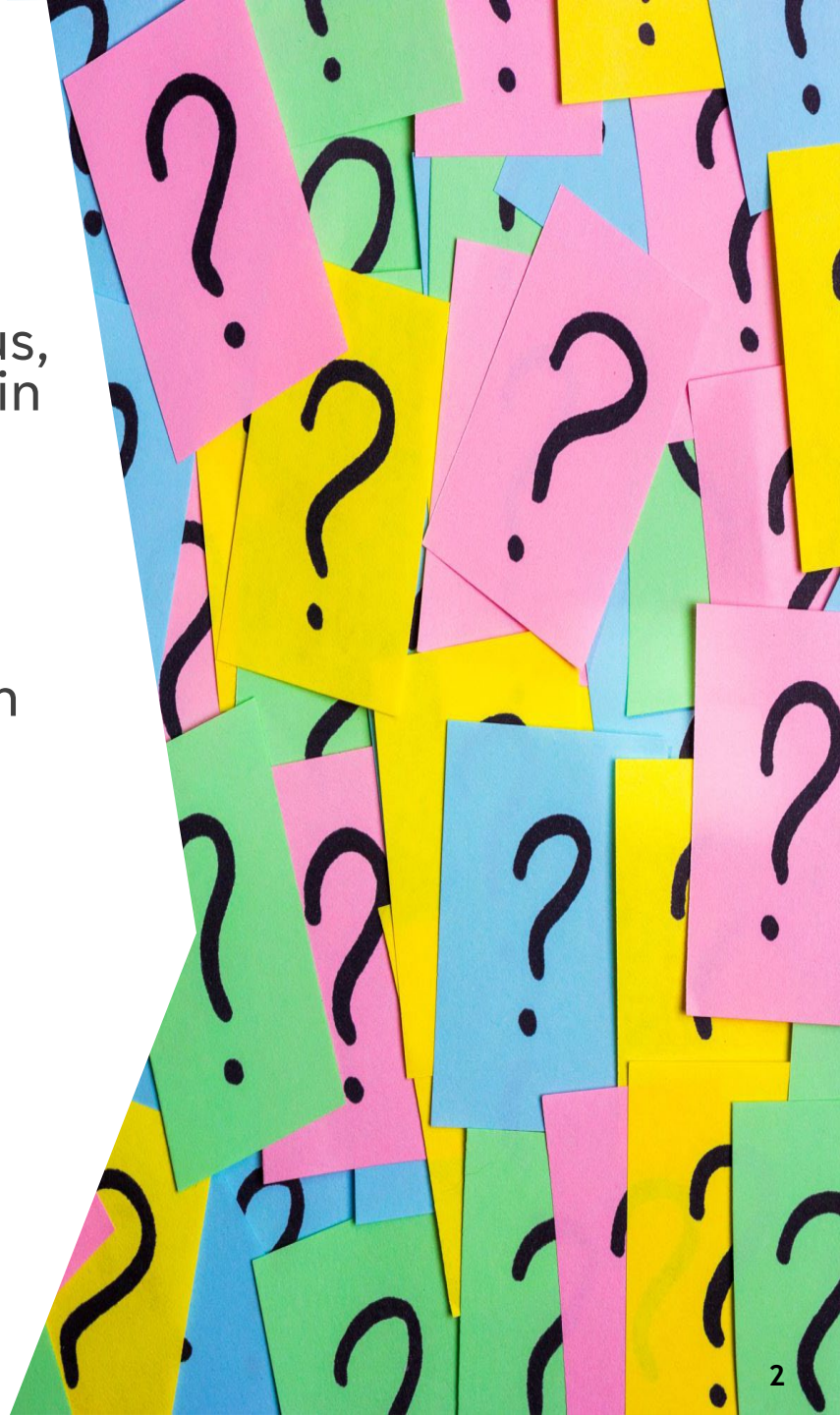
Timeline ... Barb

Next Steps- interview results, staff meeting findings, and Table of Contents



The Survey

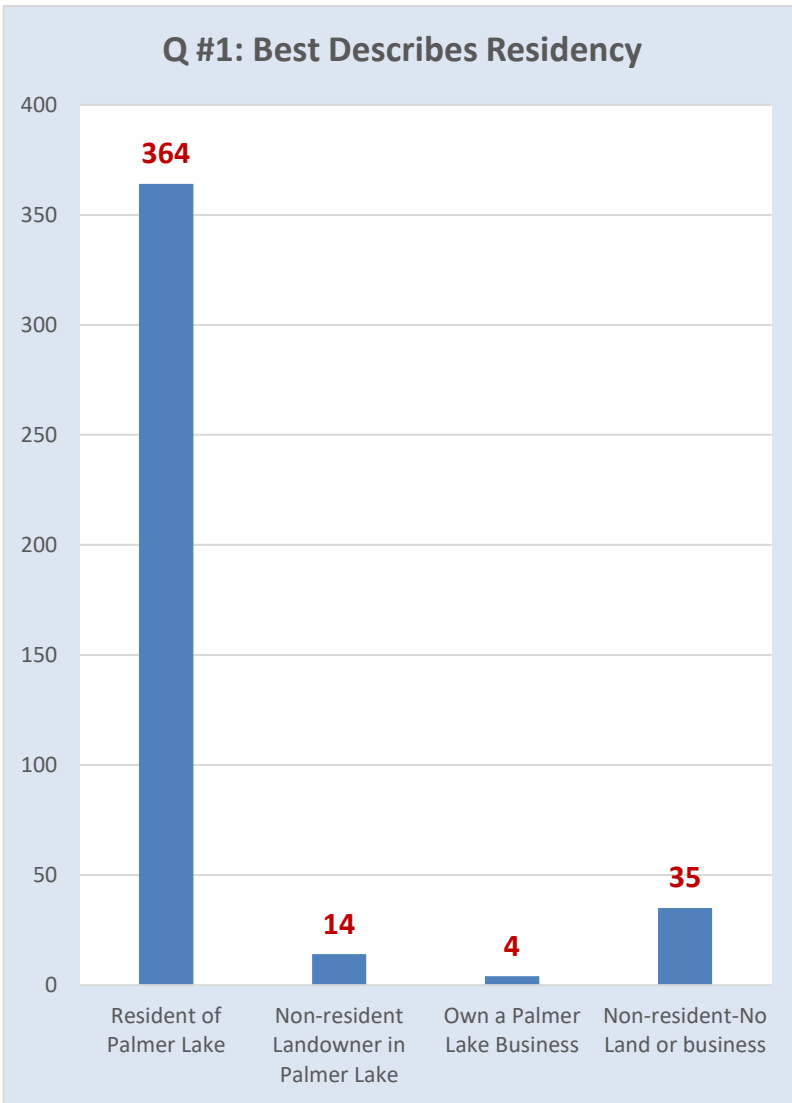
- ▶ **16 Questions**
 - ▶ **8 Demographic Questions** (Residence, Age, Marital Status, Income, Neighborhood, Years in Palmer Lake, # of Children, Property Tenure)
 - ▶ **8 Opinion Questions** (6 Questions Ranking 61 Items on Importance, Satisfaction, or Value; and 1 Yes/No Question on Architectural Guidelines, 1 Selection Question)
 - ▶ **417 Surveys returned** (From appropriately different IP addresses)





The Demographics:

*How Well Do the
Respondents
Fit Your Community
Profile?*



Q #1: Which of the following best describes your residency

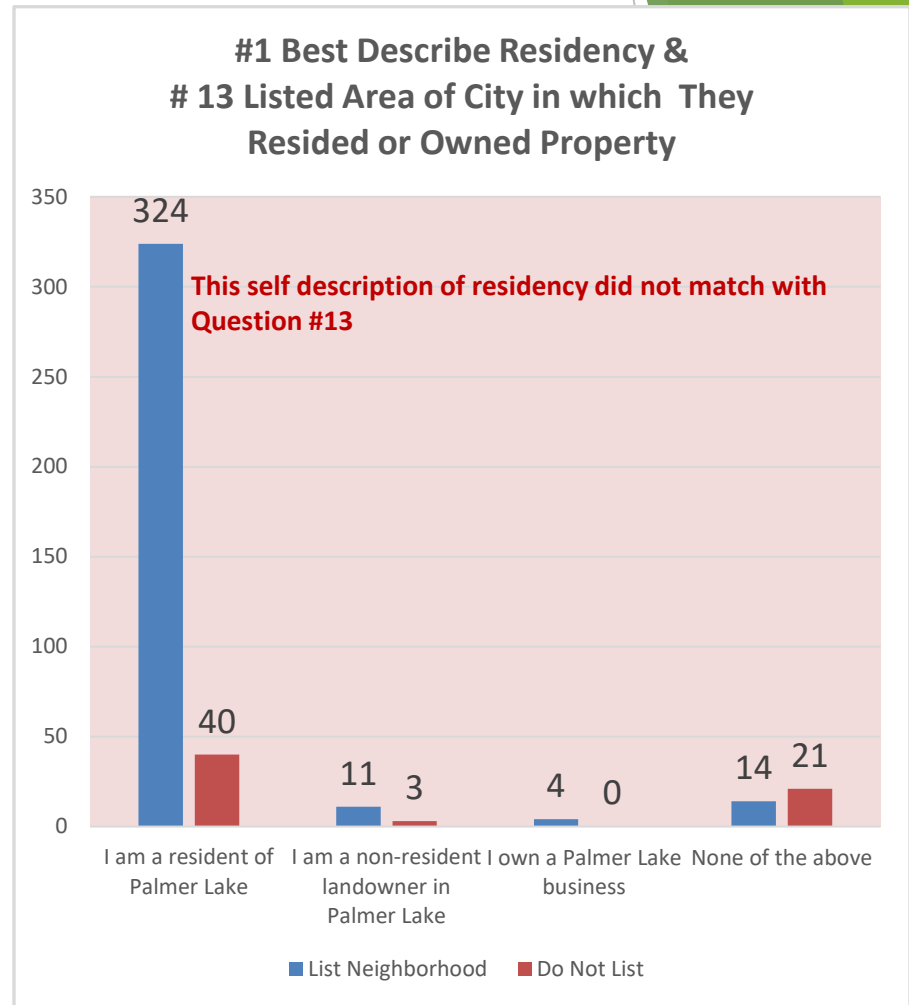
- ▶ 364 “Residents”
- ▶ 14 Non-Resident Landowners
- ▶ 4 Business Owners
- ▶ 35 None of Above

417 Total Responses

HOWEVER!

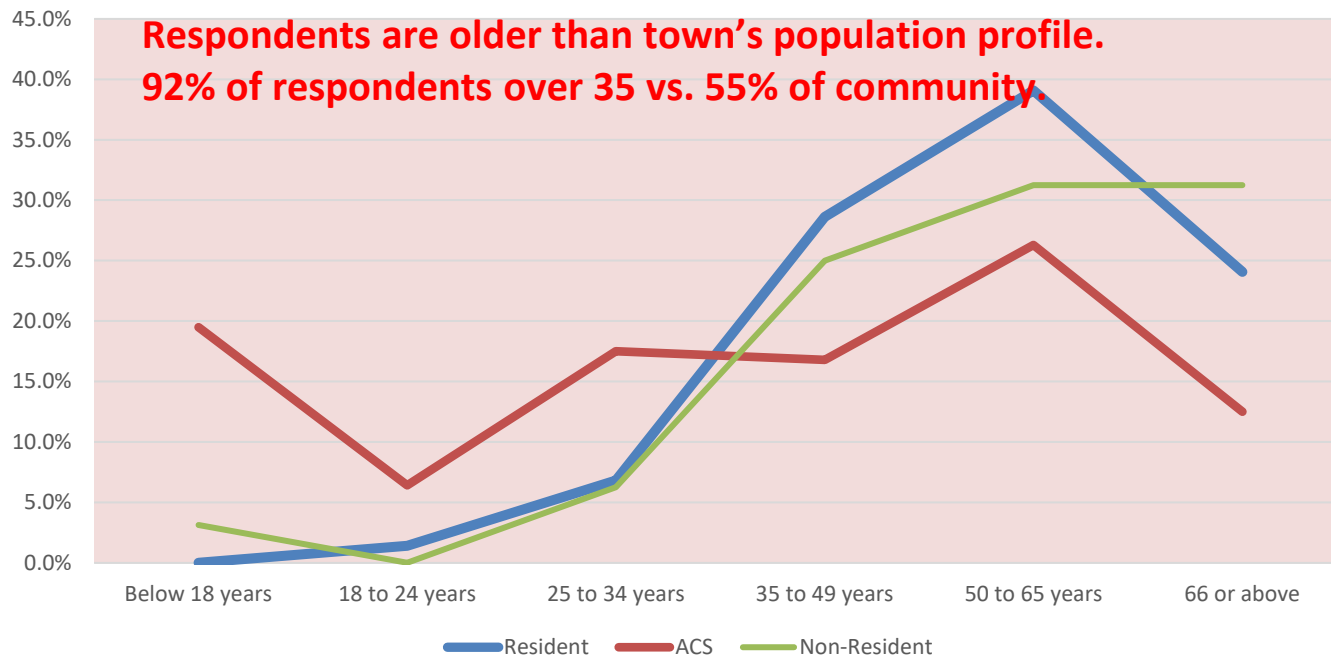
As requested by the Advisory Team

- For the remainder of the survey, CMI calls the 353 respondents who listed their neighborhood as “Residents.”
- The 64 who did not list their neighborhood are called “Others.”

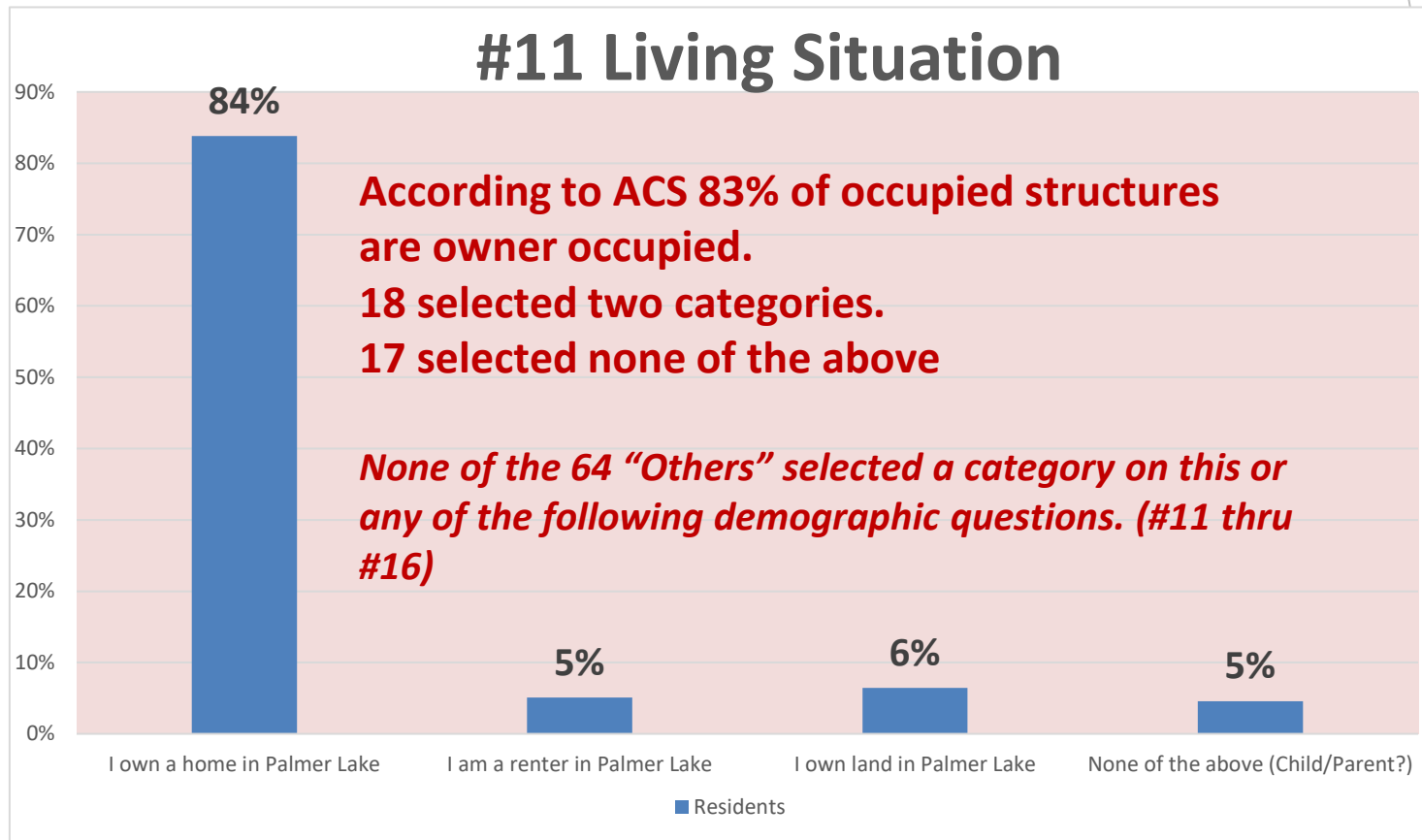


Q #2 Which of the Following Represents Your Age?

#2 Respondent Age



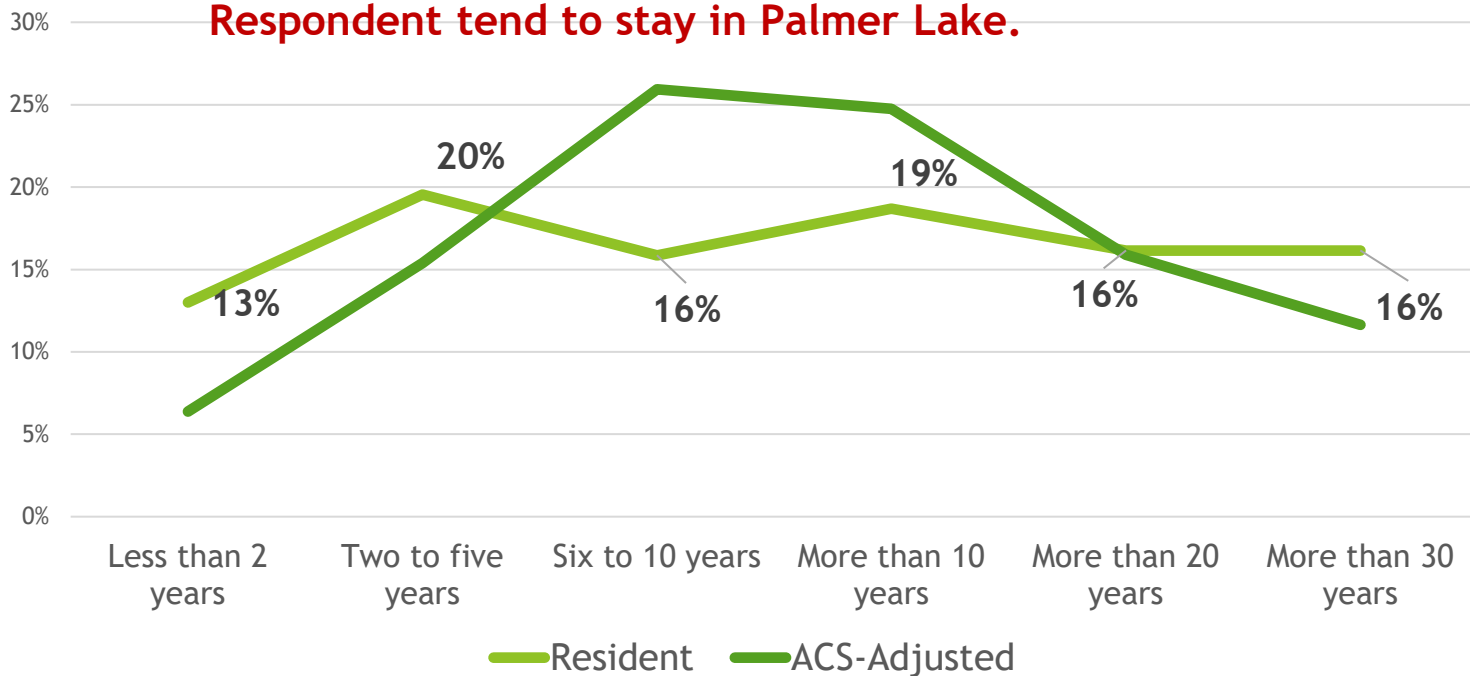
11 Which of the following represents your living situation? Please select only one answer.



#12 How Long Have You Lived or Owned Property in Palmer Lake?

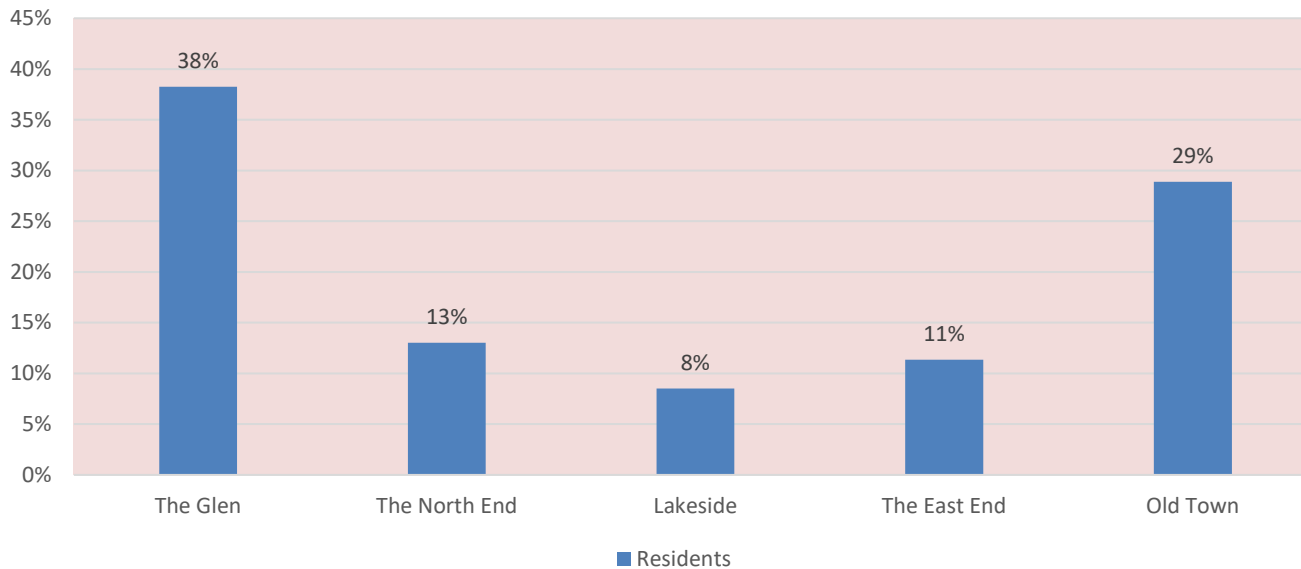
#12 Lived or Owned Property - Years

Respondent tend to stay in Palmer Lake.



#13 In Which of the Following Areas of Town Do You Reside or Own Land?

#13 Area of Town Reside or Own Property



#14 Which of the following best represents your total household income?

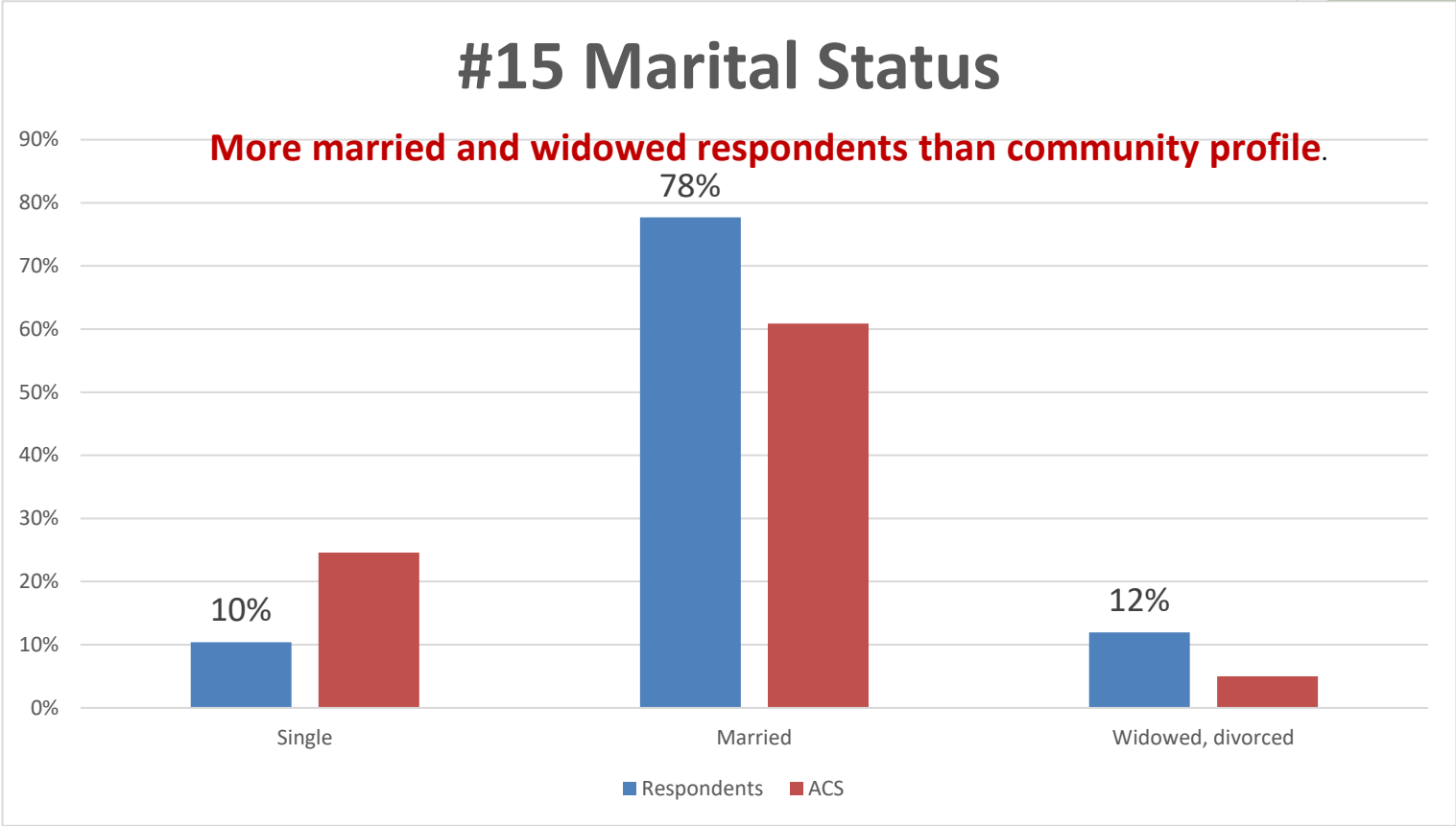
#14 Household Income Respondents



Respondents have higher income than community profile

— Respondents — ACS Data

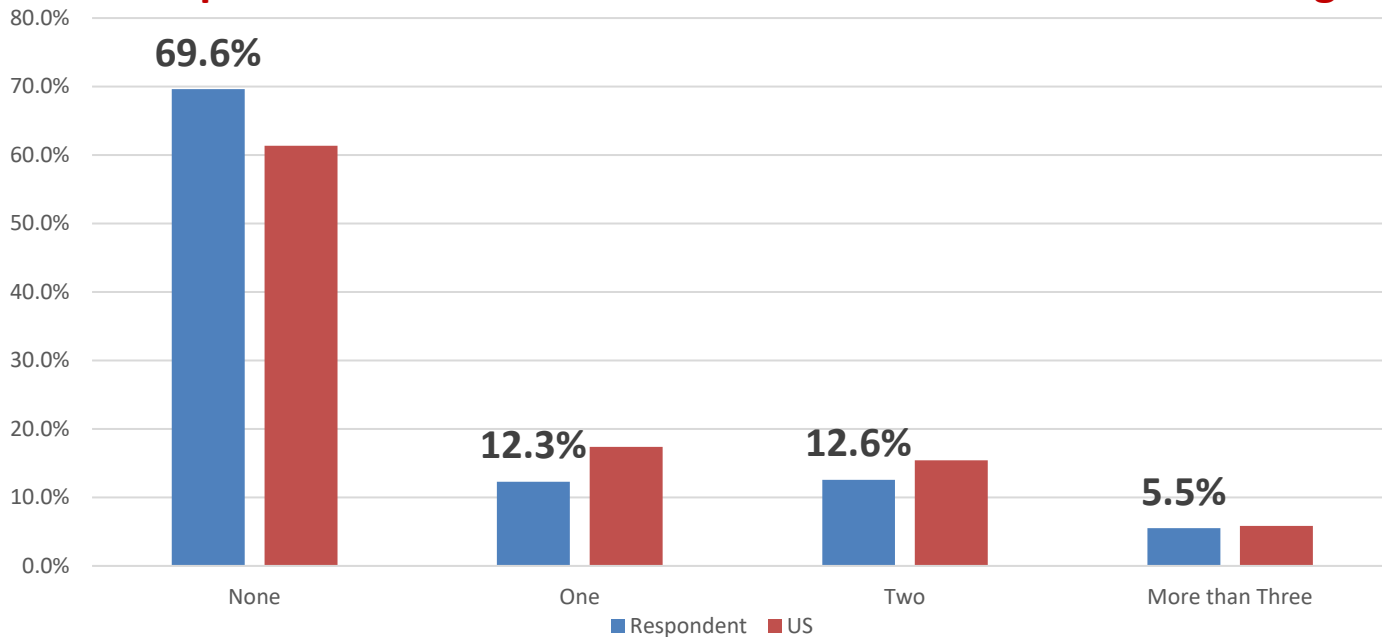
#15 Which of the Following Best Describes Your Marital Status?



#16 How Many Children Under 18 Live in Your Household?

#16 Children Under 18 in Household

Respondents had fewer children at home than nation average.



Respondents are: Wealthier, More Beautiful, and Happier

Because they live in Palmer Lake

Actually

Respondents are:

- Not Fully Representative of Community
 - Older
 - Higher income
 - Fewer Children
- May Have Bias Against Youth and Affordable/Multi-Family Housing



Opinion Questions

Typical Opinion Question Format

* 3. We'd like to understand **what is essential to your quality of life in Palmer Lake**. Please rate each of the following lifestyle attributes in order of importance to your **present** quality of life in Palmer Lake.

	Extremely Important	Very Important	Neither Important Nor Unimportant	Not Very Important	Not At All Important
Employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small town atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I grew up here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
District 38 schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to trails, lake, and other outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural beauty of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tradition and history of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to Denver	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to Colorado Springs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

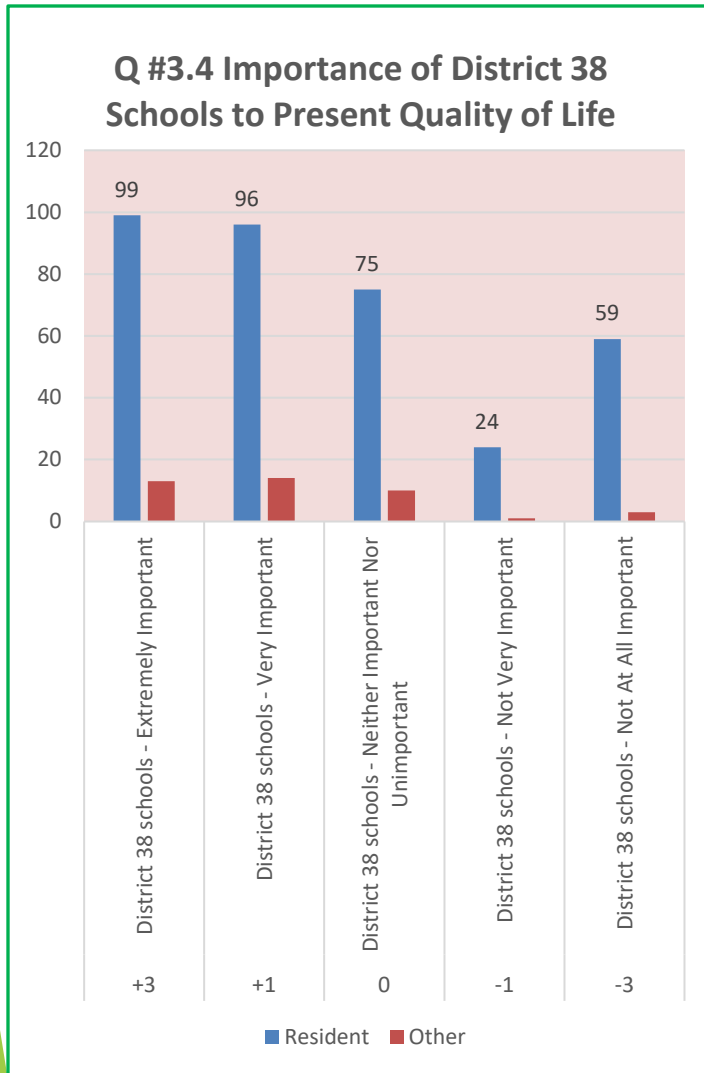
6 of the opinion question have this format.

- ▶ Asks Respondents opinion on Importance/Satisfaction/Value of 7 to 12 items.
- ▶ Respondent can give one of 5 answers ranging from Extremely Important to “Not At All important”

Scaling Six Opinion Questions

Extremely Important/Satisfied/Valuable	= +3
Really Important /Satisfied/Valuable	= +2
Very Important/Satisfied/Valuable	= +1
Somewhat important /Satisfied/Valuable	=+0.5
Neither Important Nor Unimportant/Satisfied/Valuable	= 0
Somewhat Unimportant/Unsatisfied/Not Valuable	=-0.5
Not Very Important/Satisfied/Valuable	=-1
Really Unimportant/Unsatisfied/Not Valuable	=-2
Not at All Important/Satisfied/Valuable	=-3

An Example of Ranking: District 38 Schools



▶ Resident sample size 353

▶ $99 * 3 = 297$

▶ $96 * 1 = 96$

▶ $75 * 0 = 0$

▶ $24 * (-1) = -24$

▶ $59 * (-3) = -177$

▶ Sum = 192

▶ Sum/Sample Size = .54

▶ District 38 Schools are

▶ “Somewhat Important”

Q #3: Please rate each of the following lifestyle attributes according to how important they are to your present quality of life in Palmer Lake.

Really Important:

Somewhat Unimportant:



Natural Beauty +2.68

Small Town Atmosphere +2.2

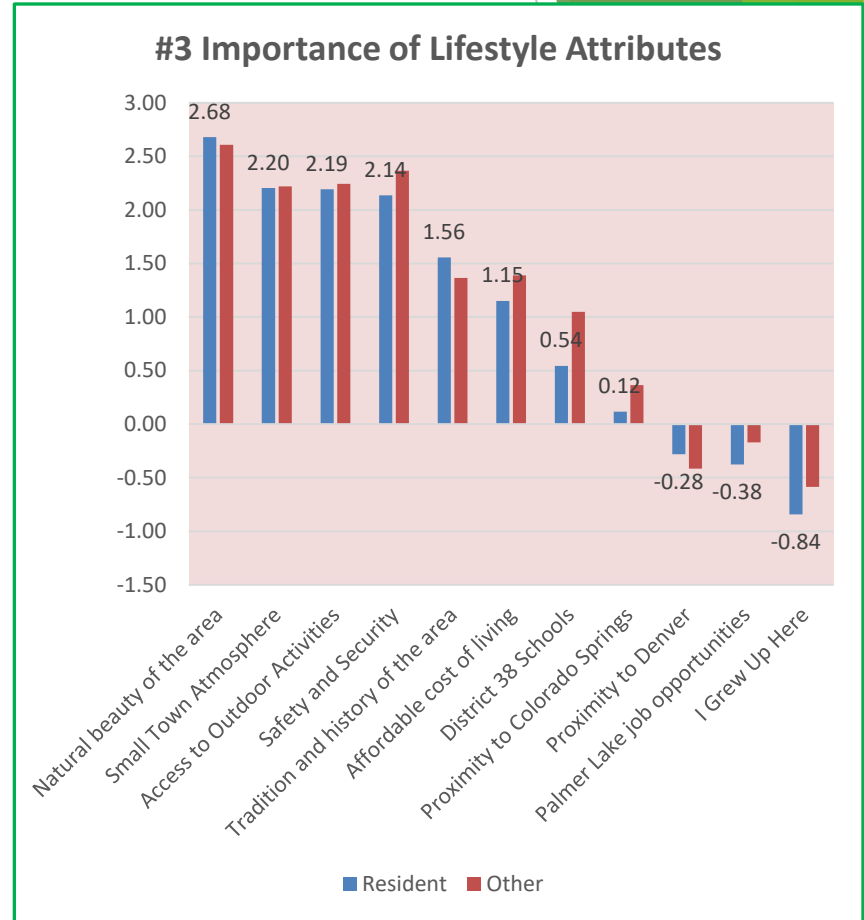
Access to Outdoor Activities +2.19

Safety and Security +2.16

I Grew Up Here -0.84

Palmer Lake Job Opportunities -0.38

Proximity to Denver -0.28



Level of Confidence

- ▶ A 95% confidence level means that if you could sample the entire 2887 Residents of Palmer Lake, 19 out of 20 times the result would be within the CONFIDENCE INTERVAL of the result found in our survey.
- ▶ For most of the opinion questions, the confidence interval is about ± 0.12 for a 95% Confidence Level.
- ▶ **EXAMPLE: Question #3:**
- ▶ Proximity to Colorado Springs= +0.12 (Range 0 to 0.24)
- ▶ Proximity to Denver = -0.28 (Range -0.16 to 0.40)
- ▶ Palmer Lake Job Opportunities= -0.38(Range -0.26 to 0.50)
- ▶ *We can be confident that Colorado Springs is more important than Denver*

Confidence Interval Example Using Question #3

Proximity to Colorado Springs= +0.12 (Range 0 to 0.24)

Proximity to Denver = -0.28 (Range -0.16 to 0.40)

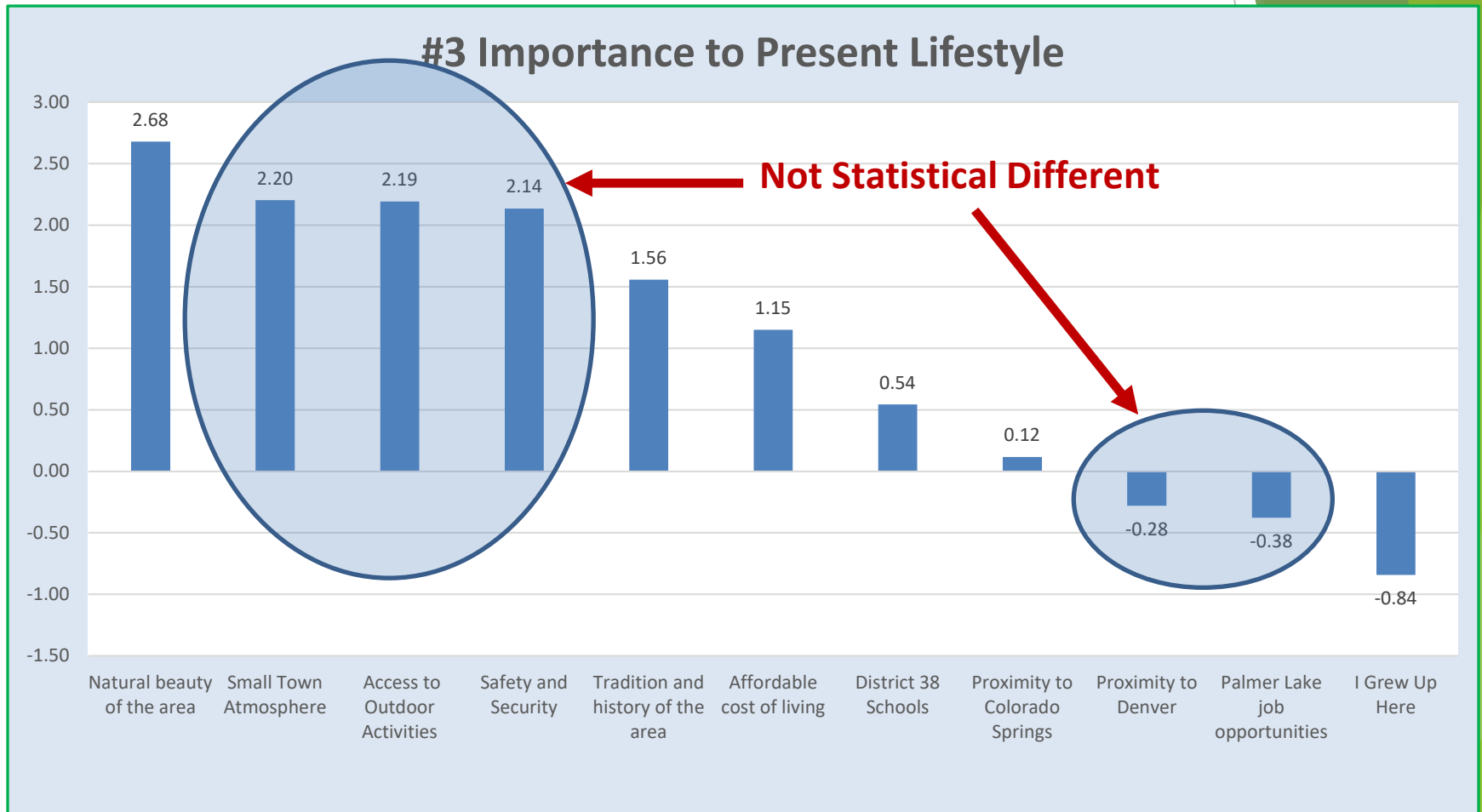
Palmer Lake Job Opportunities= -0.38(Range -0.26 to 0.50)

We CAN be confident that Colorado Springs is more important than Denver -Range does not overlap

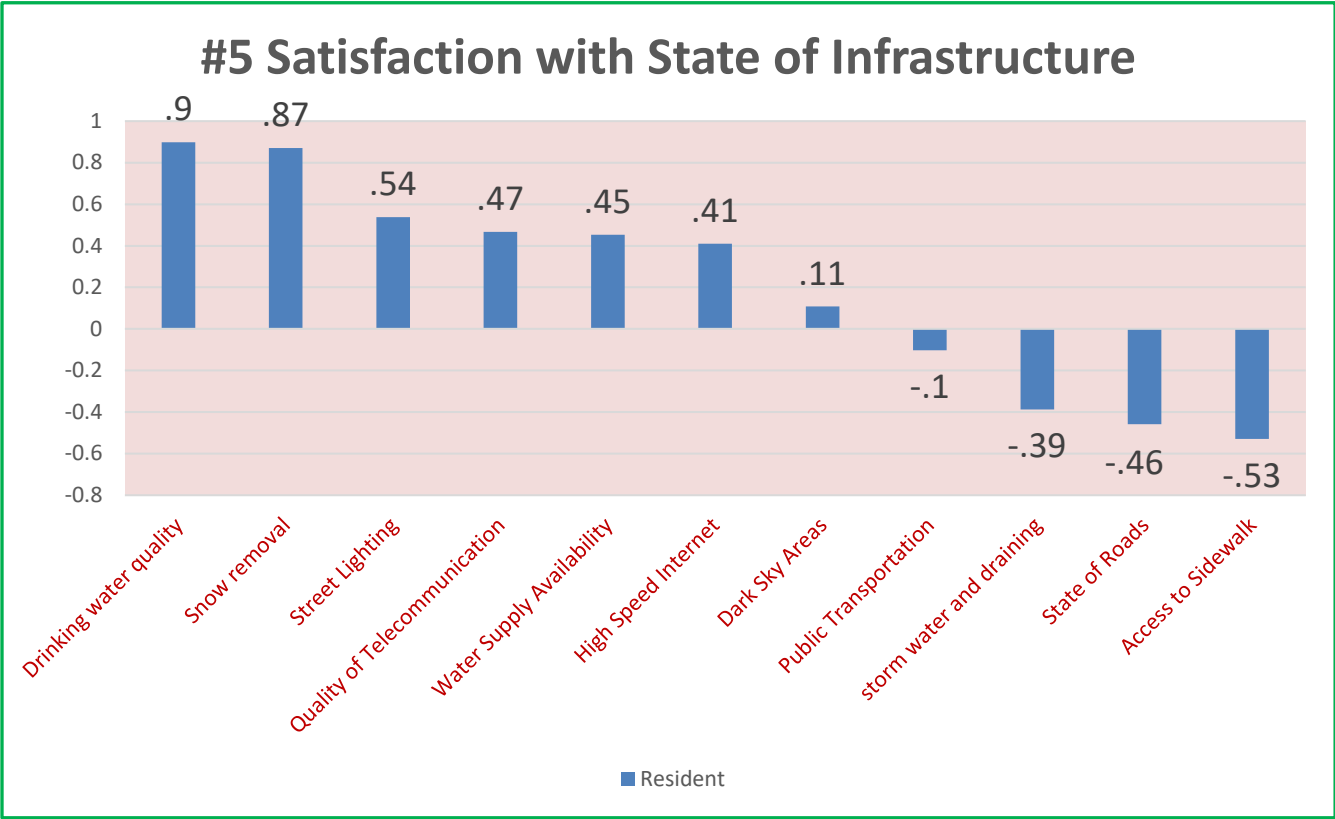
We CANNOT be confident that Proximity to Denver is more important than Palmer Lake Job Opportunities

The range does overlap

Q #3: Please rate each of the following lifestyle attributes according to how important they are to your present quality of life in Palmer Lake.

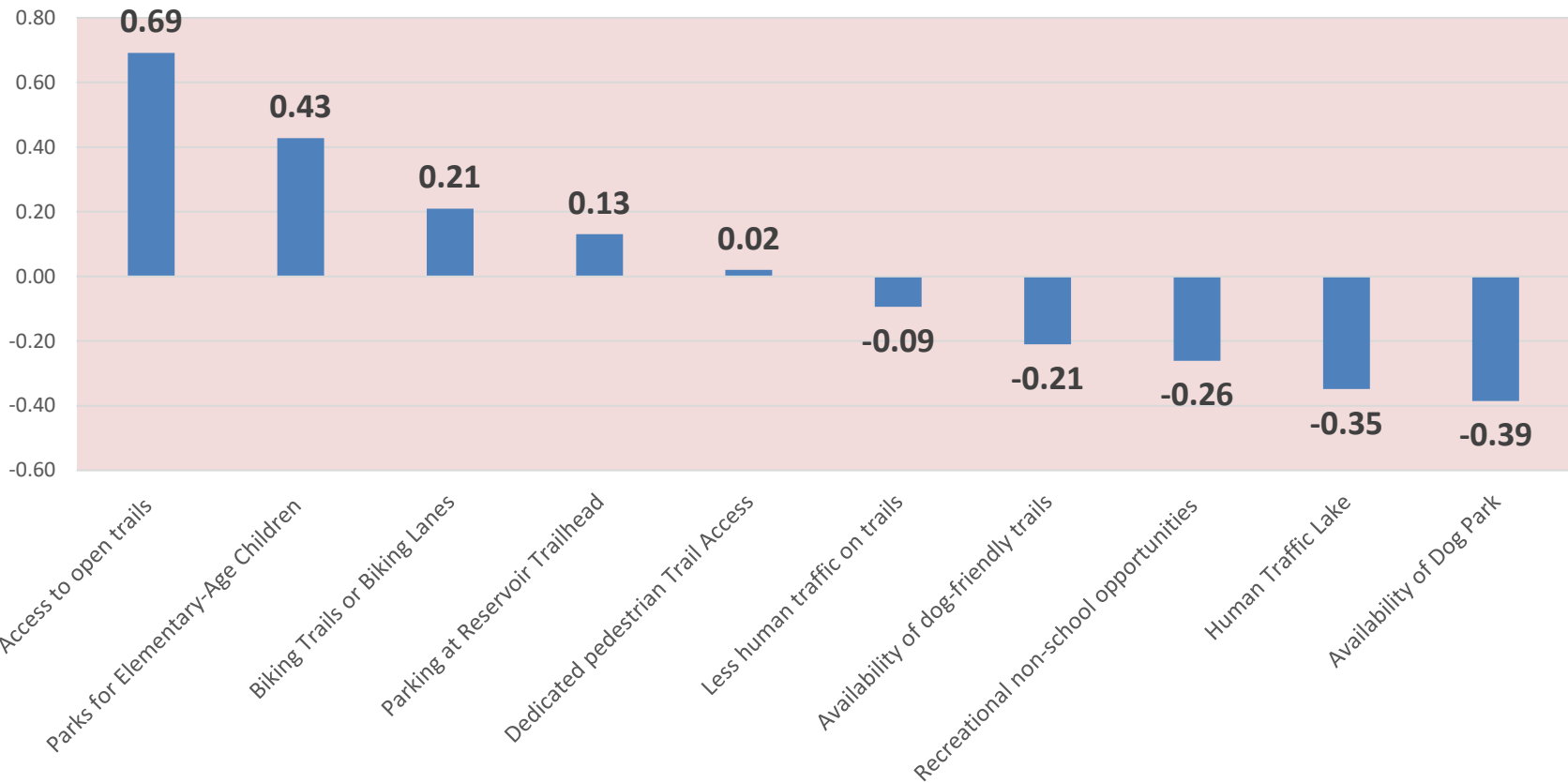


Thinking about the current status of the infrastructure in Palmer Lake, please rate your satisfaction with the following:

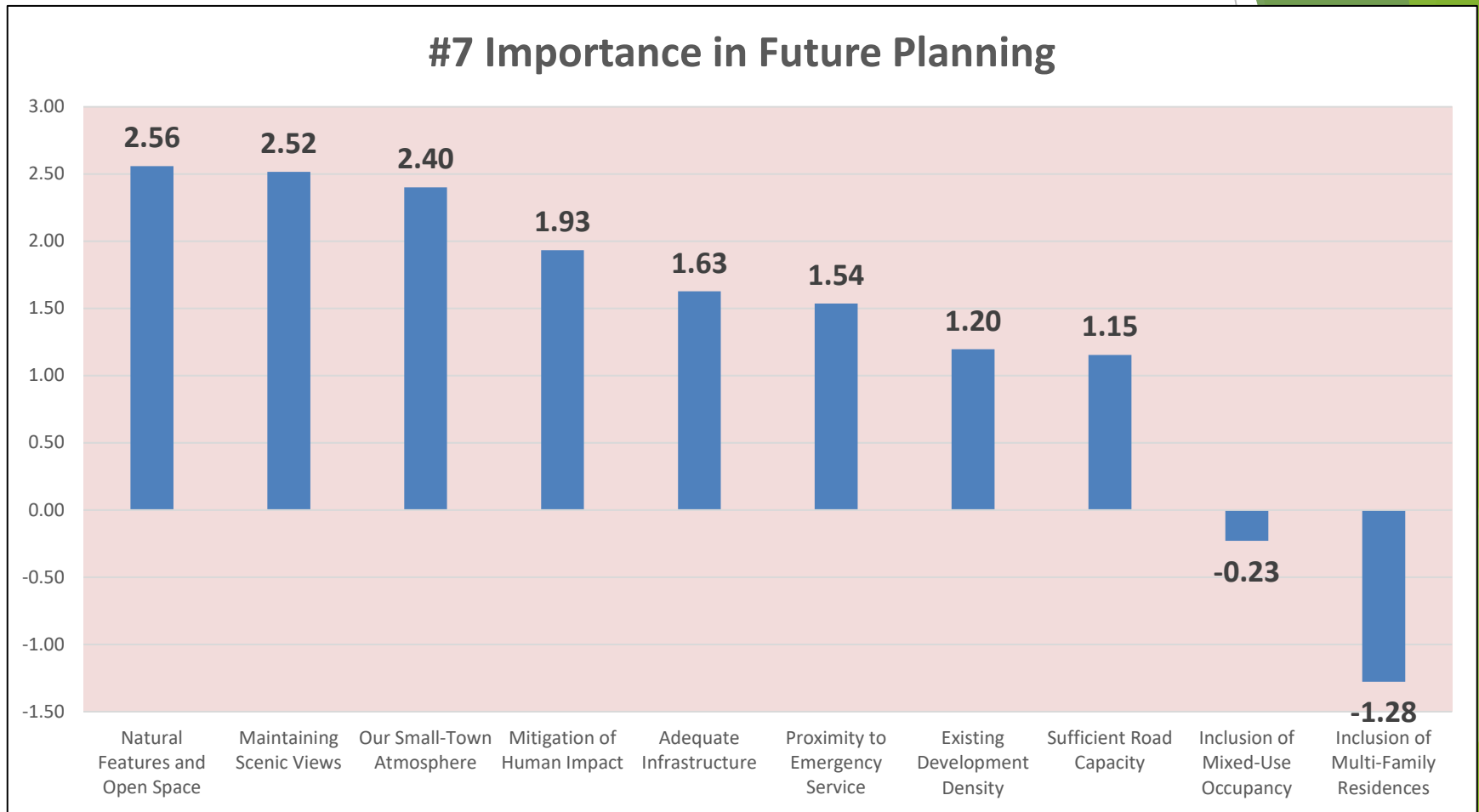


#Q 6 Thinking about the current status of the Town of Palmer Lake's local parks, recreation areas, and recreation facilities, please rate your satisfaction with the following:

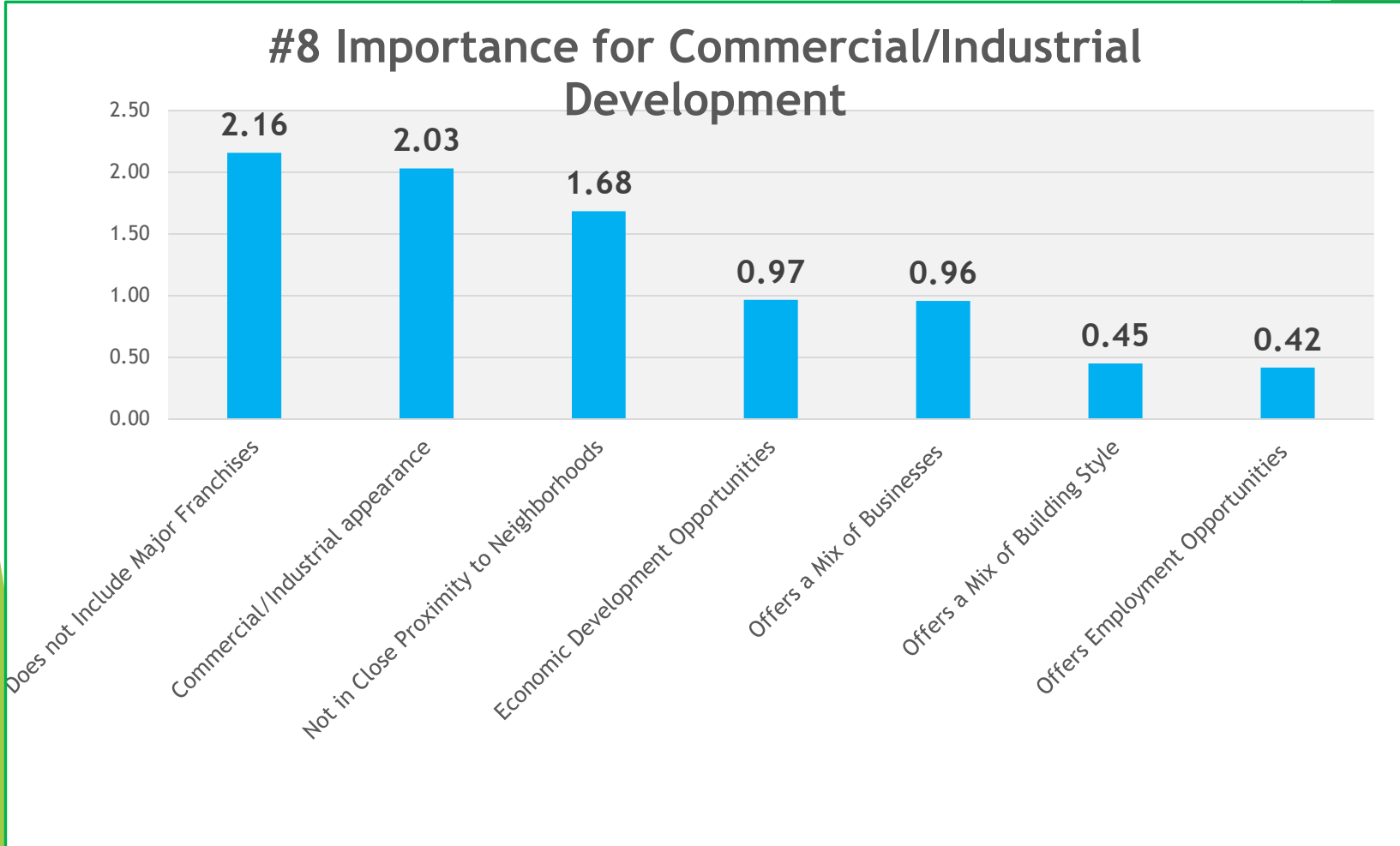
#6 Satisfaction with State of Parks and Recreation



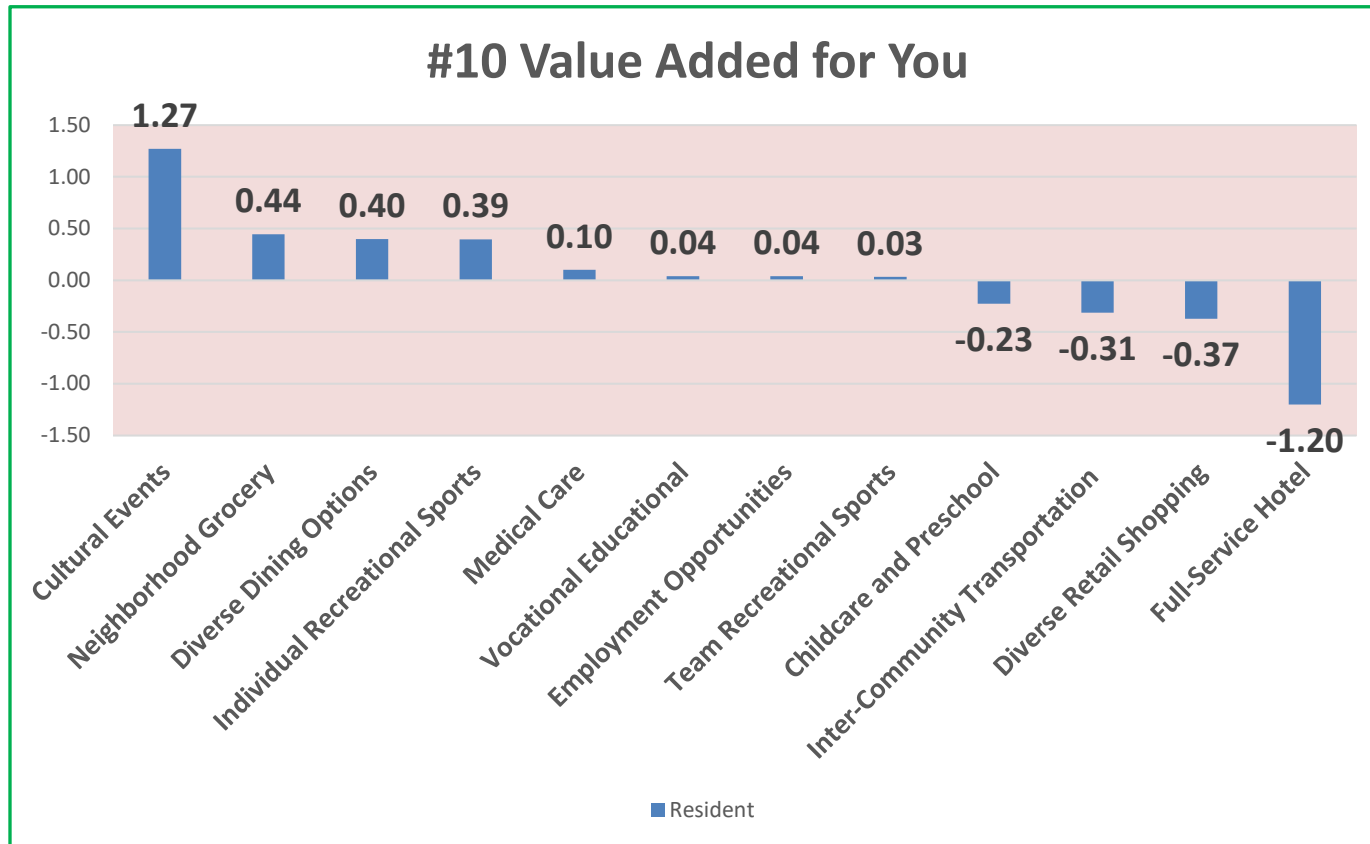
Q #7 How important are the following to future development of residential and industrial or retail areas in Palmer Lake?



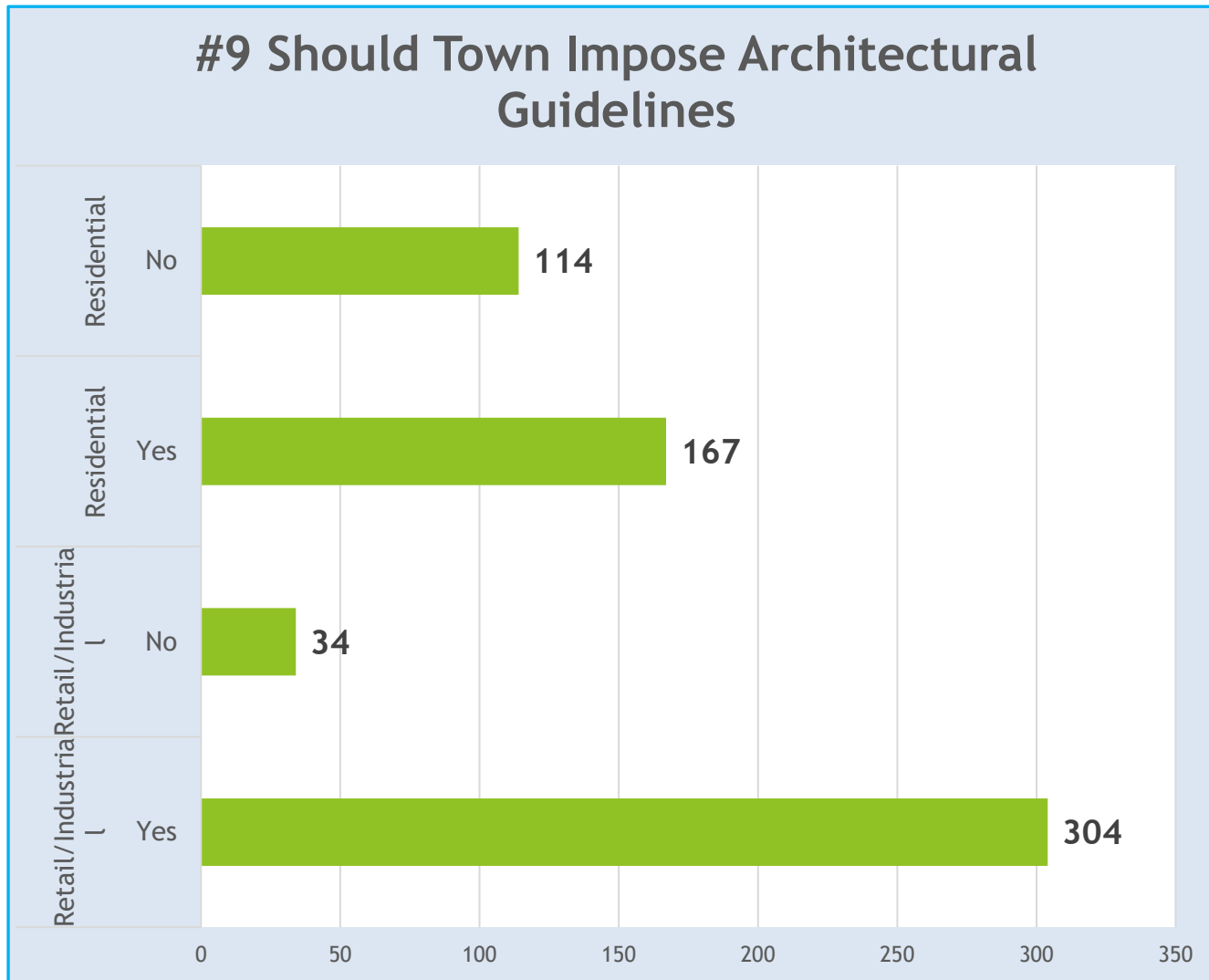
#8 Please rate each of the following factors according to their importance for commercial/industrial development in Palmer Lake.



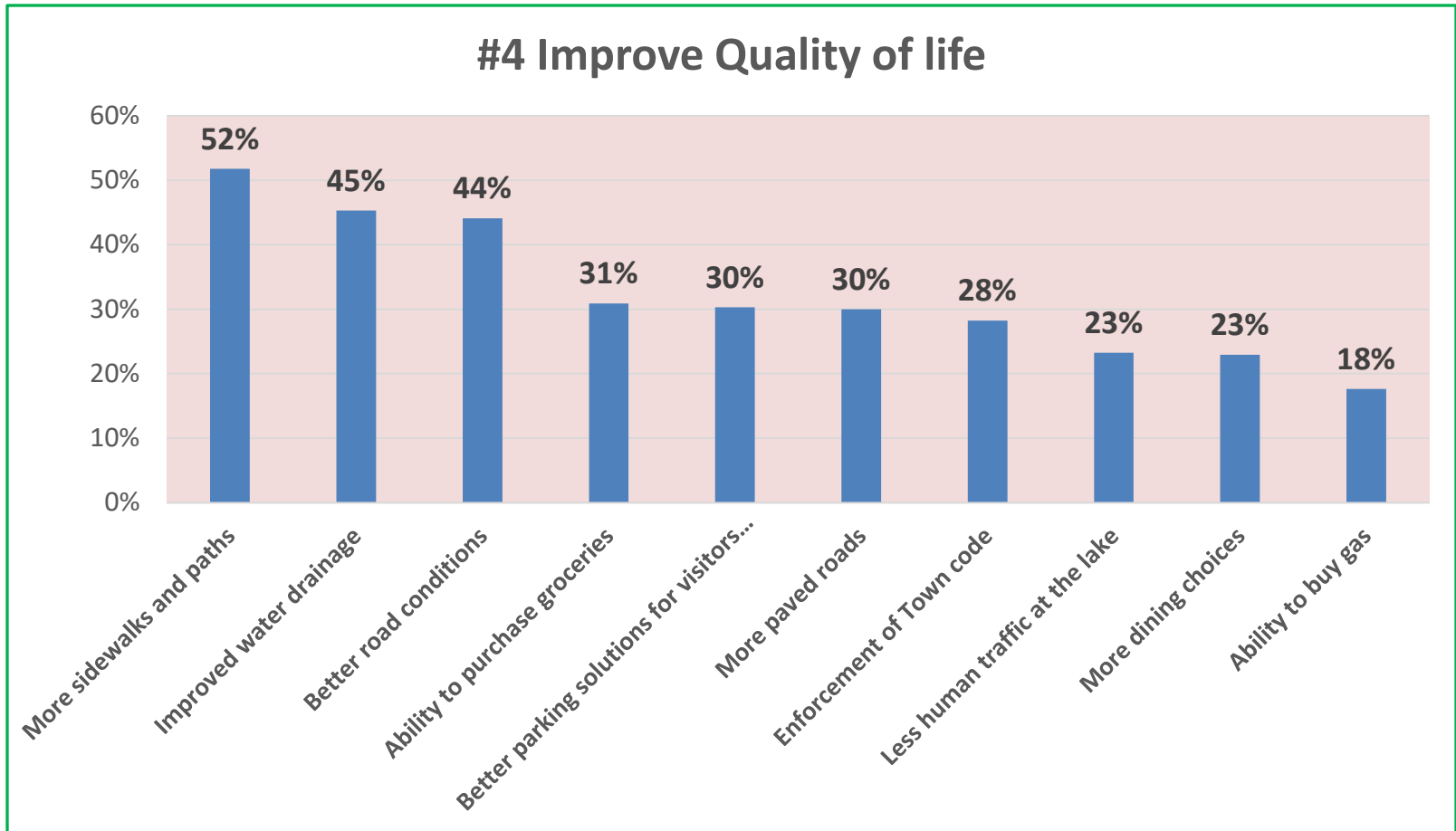
Q #10 Please rate each of the following factors according to how much value each would add to your experience of living in Palmer Lake.



Q #9 Should the Town of Palmer Lake impose architectural guidelines for retail, commercial or residential development?

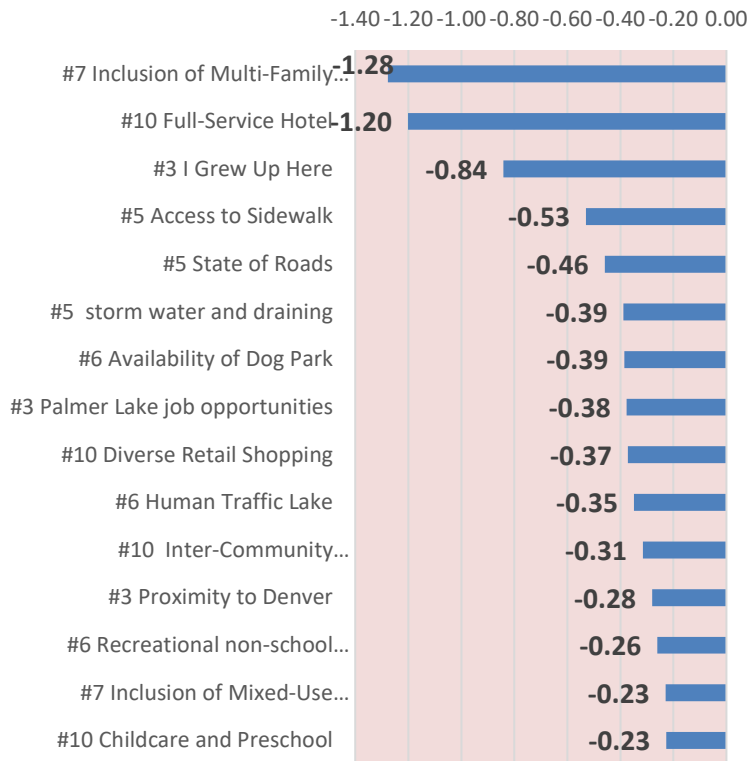


Q #4: Which of the following would most improve your future quality of life, or business in Palmer Lake? Please select your top five choices in any order.

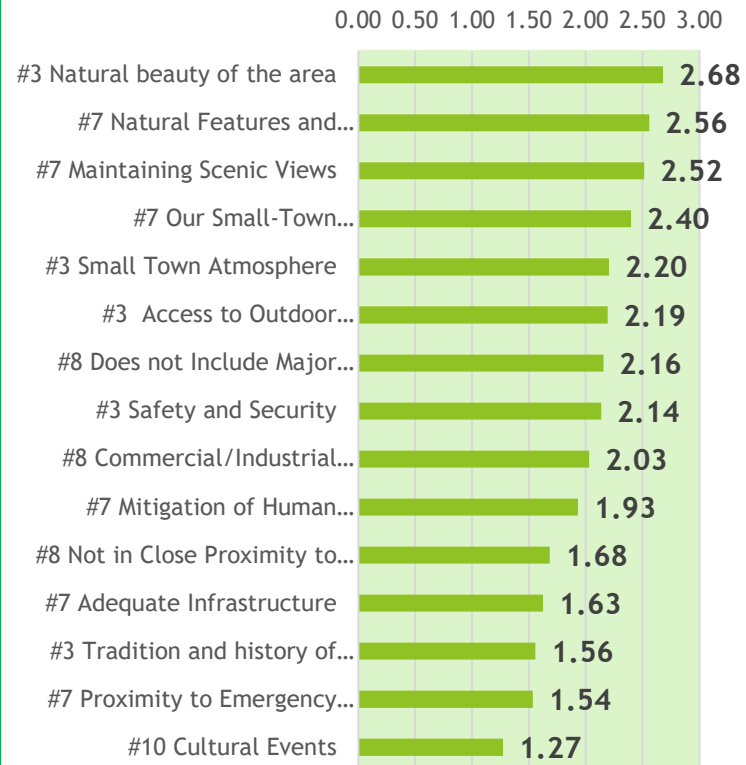


Overall Rankings

Bottom 15



Top 15



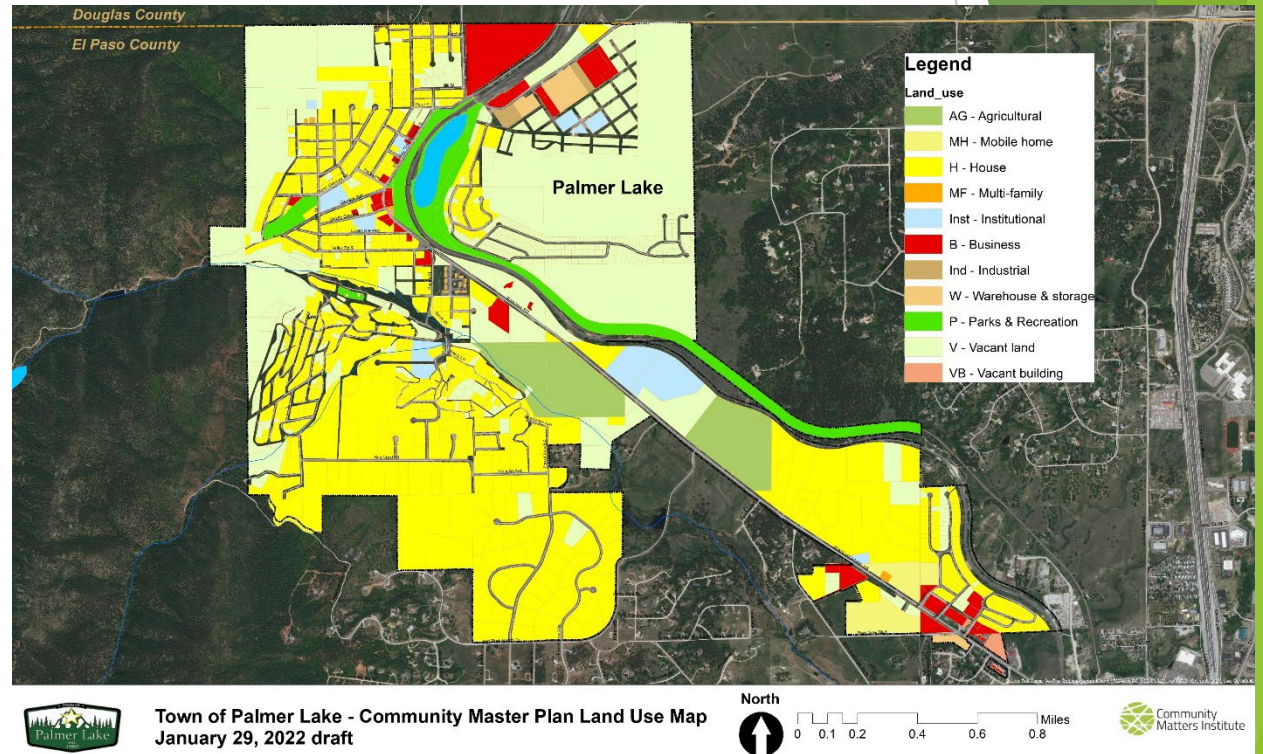
Boots on the Ground

Barb Cole, CMI

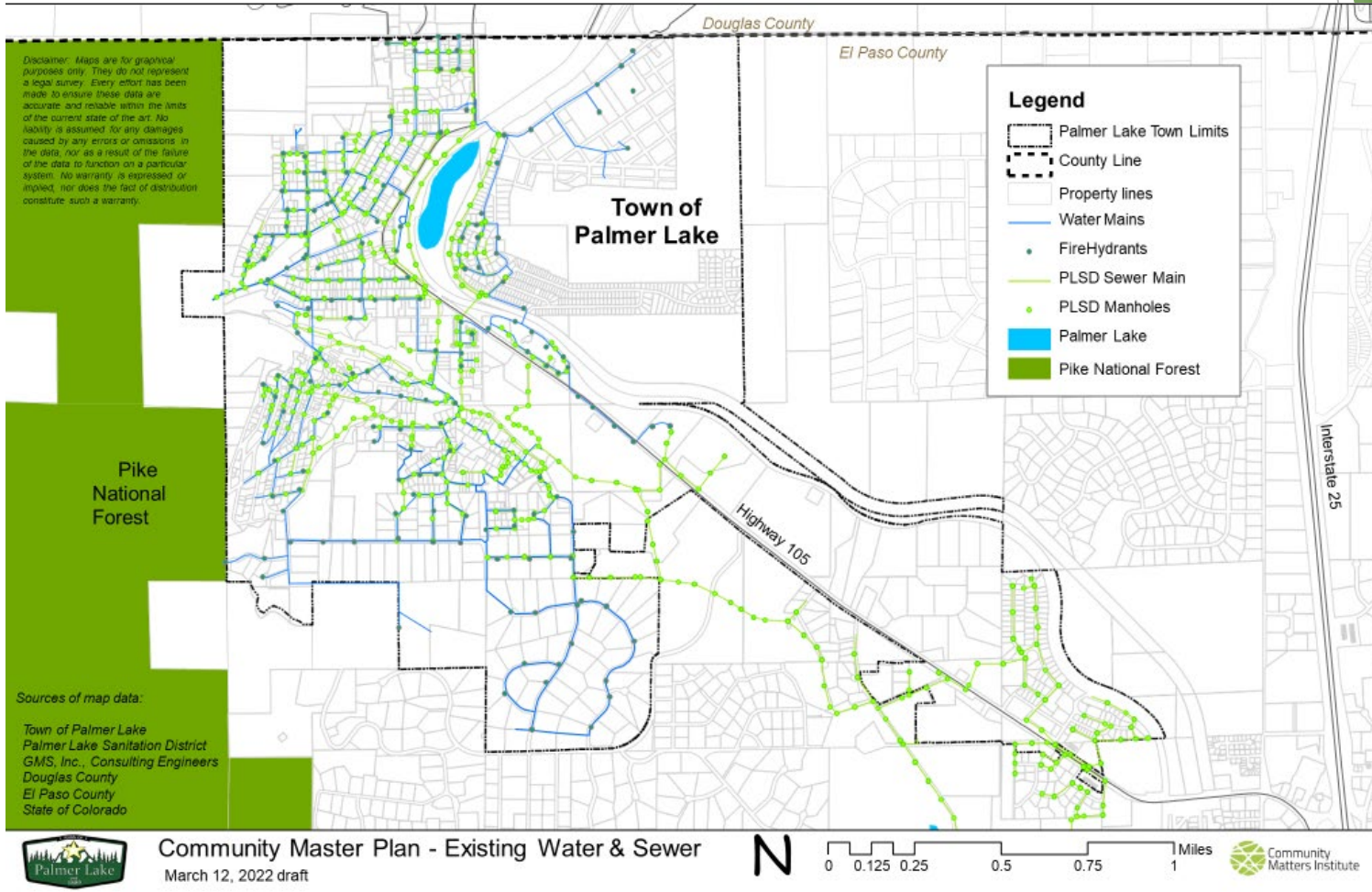
Kevin Gilford, Advisor

Existing Land Use Inventory

- ▶ Serves as a picture of where the Town is **today**
- ▶ Shows the role or **function** of each piece of property
- ▶ Linked to **zoning** (what can be done today) and the **future plan** (where we are going)
- ▶ **UPDATE ON PROGRESS-** Kevin



GIS Mapping is progressing



Community Engagement Mapping Exercise

Assignments: Kent

Deadline: April 15, 2022

Recommended Groups

- ▶ Restaurant Group
- ▶ Historic Society
- ▶ Parks Commission
- ▶ Awake the Lake
- ▶ Planning Commission
- ▶ Planning Commission volunteers
- ▶ Get a group of kids together
- ▶ Advisory Team
- ▶ Artists and arts supporter
- ▶ New Economic Development Group
- ▶ Friends around the kitchen table



PRESENTING THE PLAN

REVISED Community Master Plan Update Timeline

Key: ● Meeting ○ Optional meeting including CMI

Month

COMMUNITY MASTER PLAN SCHEDULE

Task	Description	Jan	Feb	March	April	May	June	July	Aug.	Sept	Oct.
Phase 1: Community Analysis and Plan Review											
1.1	Develop key measures	●									
1.2	Community Profile										
1.3	Mapping										
1.4	Review existing documents										
1.5	Advisory group intro/First meeting + Extra meeting w/ Advisors		●								
Phase 2: Defining the Community's "Preferred Future"											
2.1	Interviews and focus groups			●							
2.2	Community-wide survey review										
2.3	Plan development workshops- Workshop 2 and 3				●●	●					
Phase 3: Development of the Plan											
3.1	Draft plan elements										
3.2	Mid-course review/strategy										
3.3	Stakeholder Workshops (3) to review draft (include Planning Commission)					●●	●				
3.4	Final draft of plan										
Phase 4: Presenting the Plan- Required Public Hearings- PLAN ADOPTED IN SEPTEMBER AND OCTOBER-											
4.0	Community meeting								○		
4.1	Final Advisory Group meeting								●		
4.2	Public hearings									●	●
4.3	Final plan production										
NEXT STEPS/IMPLEMENTATION											
Phase 5: Code Diagnosis											
5.1	Code diagnosis and memo								●		
Phase 6: Intergovernmental Agreements / Relationships –											
6	Example IGA's – regional cooperation								●		
Phase 7: Implementation and Financing Strategy											
7	Work tasks, the individual and agency responsibilities, and the funding										●

Coming to you next:

- ▶ Table of Contents based on Advisor's Comments
- ▶ Interview Results
- ▶ Results from Department Head Meetings
- ▶ Finalize Existing Land Use Map
- ▶ More Maps

Next Steps... Kent and Kevin