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Project Name: Telluride Regional Area Master Plan Update

Project #: 6959

Subject: Pop-Up Event Summary Results



San Miguel County
East End | Master Plan

A total of four pop-up engagement events were held on December 07, 2022. The pop-up events were held in various places throughout the County that have high amounts of foot traffic during a weekday. The outreach concluded with a three-hour event during Telluride’s popular Noel Night, where businesses offer discounts and specials for the holiday session and draw people from around the region. Pop-up events were advertised via email and print, radio, and a social media campaign in the week prior to the events. The project planning team, including county staff, members from the Advisory Group, the County Planning Commission, and the Design Workshop team staffed the events and interacted with community members. The engagement materials were provided in English and Spanish, and a Spanish translator was present during all events. A youth engagement activity was also provided.

The below table shows the events and the total number of participants.

Event Time	Place	Event	Participants
9 – 10:30 am	Spruce Street Park, Telluride	Pop-Up Event 1	32 people
11:30 am – 12:30 pm	Society Turn Business Center, Lawson Hill	Pop-Up Event 2	14 people
1:30 – 2:30 pm	Town Hall / Mountain Village Center Station, Mountain Village	Pop-Up Event 3	20 people
4 – 7 pm	Noel Night Miramonte Building, Telluride	Pop-Up Event 4	64 people
Total			130 people

The following summarizes the feedback received from the Pop-up Engagement Events and provides the total responses from the dot activity boards.

The results of the Pop-Up Event Summary are categorized by the engagement boards indicated in the following order:

1. Master Plan Topics

2. Transportation and Housing
3. Environmental Stewardship
4. Future Land Use Types
5. Your Thoughts
6. Participation Demographics

Master Plan Topics

Master Plan Topic Results

The Master Plan Topics board asked community members to place a dot on a scalebar to signify how important they feel the featured topics are to the future of San Miguel County. The topics are on a scale of 0 Not Important to 10 Very Important. Results demonstrate that environmental stewardship, managing growth, affordable housing, and essential services are considered most important to participants. Although still ranking above 5, arts, culture and education is ranked the lowest.

Table 1 shows the weighted average per dot for each Master Plan Topic.

Master Plan Topic	Weighted Average
Affordable Housing	9.03
Arts, Culture and Education	7.87
Community Connections	8.95
Environmental Stewardship	9.34
Essential Services	9.00
Infrastructure	8.66
Managing Growth	9.08
Natural Environment	8.72
Parks & Trails	8.68
Transportation	8.88

Table 1: Master Plan Topics Weighted Average Totals (all Pop-up Events combined)

Transportation

Transportation Results

Participants were asked to place a dot on the mobility investment with which they most agree. The total number of dots reveal that investments that enable walking and biking are favorable, as well as expansions to the Gondola service area. The least popular options were carpool and ride share parking followed by electric vehicle charging stations (see Figure 1).

Looking at the number of dots per pop up event (Table 2), it is notable that investments that would increase the frequency, service hours and number of lines of transit service were most popular in Mountain Village and the morning session in Telluride.

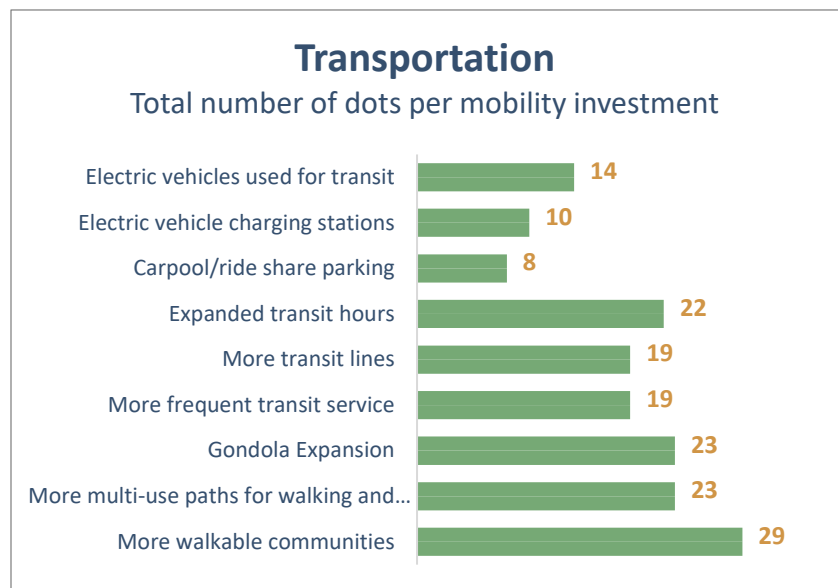


Figure 1: Transportation Boards – Dot Exercise Totals

Transportation					
MOBILITY OPTIONS	Pop-Up Event 1	Pop-Up Event 2	Pop-Up Event 3	Pop-Up Event 4	Total # of dots
More walkable communities	3	5	1	20	29
More multi-use paths for walking and biking	3	8	1	11	23
Gondola Expansion	7	3	1	12	23
More frequent transit service	7	3	3	6	19
More transit lines	8	2	3	6	19
Expanded transit hours	2	5	3	12	22
Carpool/ride share parking	1	1	0	6	8
Electric vehicle charging stations	1	1	0	8	10
Electric vehicles used for transit	4	1	1	8	14

Table 2: Number of dots per mobility option (per Pop-Up Event)

Open Ended Board Comments on this board include the following written responses (reported verbatim):

- More parking
- Buses being familiar with area
- Buses Being on time
- We need more transportation links. (I commute from Montrose and there is no transit option)
- Should we have more of our roads winter-maintained?
- Walking biking trail from Placerville or Down Valley Park that connects to town

Housing

Affordable Housing Strategies Results

Participants were asked to place a dot on the housing strategies with which they most agree. There was an overwhelming number of participants that placed a dot on the option “affordable housing options in more places than currently developed” (63 responses), “more rental housing” (46 responses) and “allowing more housing density” (26 responses). The least chosen options were limiting free market housing and more ownership housing (see Figure 2).

More rental housing and more variety in housing types were also popular choices in all pop-up event locations; limiting new free-market housing development was a popular choice in the morning pop-up event in Telluride.

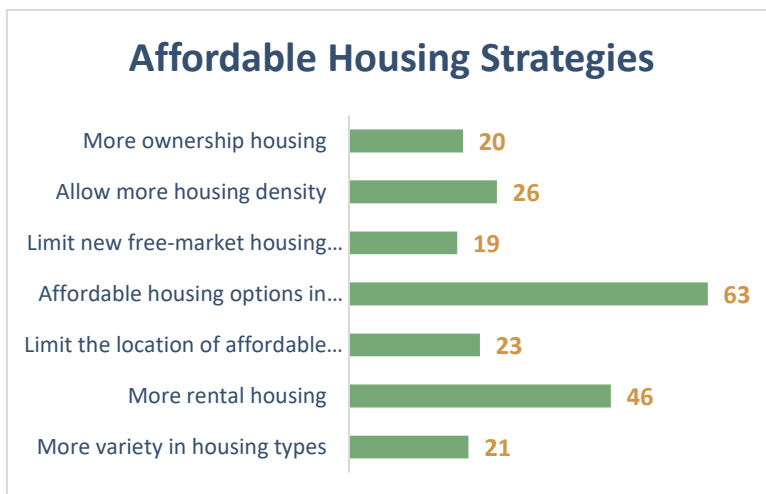


Figure 2: Affordable Housing Strategies Boards – Dot Exercise Totals

Affordable Housing Strategies					
	Pop-Up Event 1	Pop-Up Event 2	Pop-Up Event 3	Pop-Up Event 4	Total # of dots
More variety in housing types	7	3	3	8	21
More rental housing	7	3	10	26	46
Limit the location of affordable housing to areas adjacent to existing towns	0	3	4	16	23
Affordable housing options in more places than currently developed	15	7	11	30	63
Limit new free-market housing development	10	1	2	6	19
Allow more housing density	6	3	8	9	26
More ownership housing	3	4	7	6	20
Table 3: Number of dots per affordable housing strategies option (per Pop-Up Event)					

Participants were also able to provide written comments related to housing. The comments were recorded verbatim:

- Limit number of vacation rentals
- Affordable housing can be any/everywhere, dense housing should be near existing density and transportation
- New development in Lawson should match existing community less density.
- Keep affordable housing in the towns, doesn't disenfranchise community members
- Consider limiting the size of homes, i.e., 5000 ft.²
- Chuck sells Telski
- Need to clarify what "limit new free market housing development" means

Environmental Stewardship

Environmental Stewardship Results

Participants were asked to place a dot on the threats and challenges that face the County that they would most like to focus future resources. The top three Environmental Stewardship dot responses are water scarcity (59 responses) wildfire (52 responses), and wildlife habitat loss (36 responses) (See Figure 3).

Dot selections were relatively similar among the four pop-up events, though wildlife habitat loss was not chosen as often at the first three events compared to the evening Telluride event.

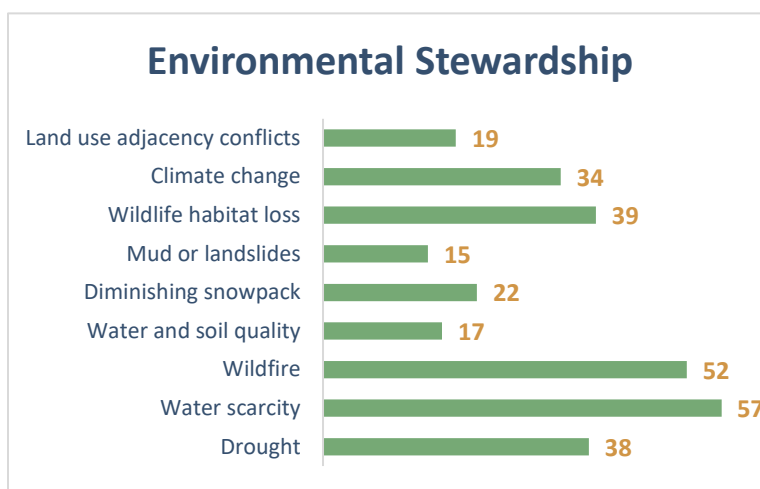


Figure 3: Environmental Stewardship Boards – Dot Exercise Totals

Environmental Stewardship					
	Pop-Up Event 1	Pop-Up Event 2	Pop-Up Event 3	Pop-Up Event 4	Total # of dots
Drought	8	5	7	18	38
Water scarcity	15	3	10	29	57
Wildfire	11	5	8	28	52
Water and soil quality	4	1	2	10	17
Diminishing snowpack	4	1	5	12	22
Mud or landslides	3	3	3	6	15
Wildlife habitat loss	4	4	6	25	39
Climate change	6	3	6	19	34
Land use adjacency conflicts	4	3	4	8	19

Table 4: Number of dots per environmental threat or challenge (per Pop-Up Event)

Future Land Use Types

Future Land Use Types Results

Participants were asked to place a dot on the land use types they would like to see in Eastern San Miguel County. The question focused on the main types of land uses in the County – Residential, Lodging, Conservation, Commercial, and Industrial.

The top two Residential Land Use Type dot responses are affordable housing (72 responses), multi-family homes (28 responses), and accessory dwelling units (28 responses); this land use category garnered the most responses overall (160 responses).

The most popular lodging option is campgrounds (30 out of 42 total responses).

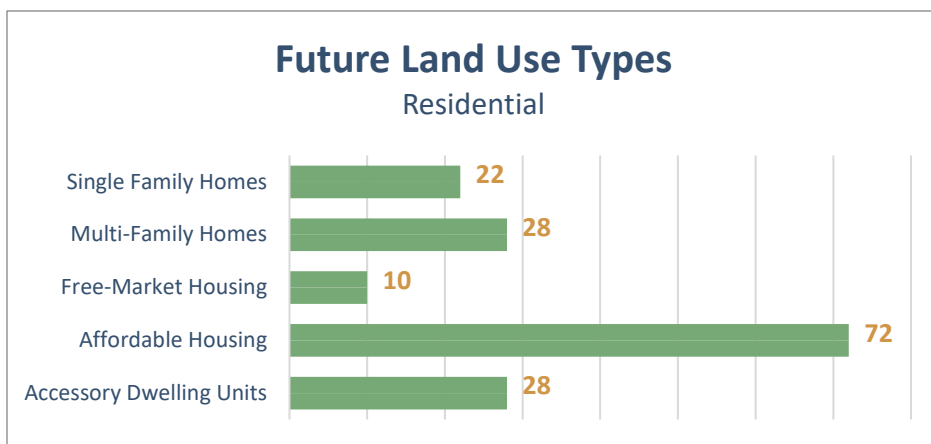


Figure 4: Residential Land Use Type – Dot Exercise Totals

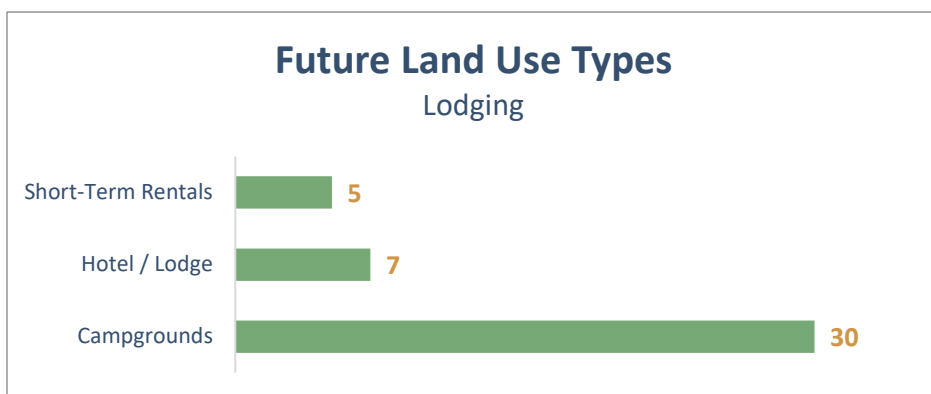


Figure 5: Lodging Land Use Type – Dot Exercise Totals

Conservation areas are ranked highest in the natural area choices (34 out of 77 total responses).

Essential services and restaurants were identified most out of the commercial choices (35 and 28 responses, respectively, out of 78 total responses).

The top industrial Land Use type dot response is overwhelmingly renewable energy production with 42 responses.

In addition to the specific uses on the boards, participants were able to identify other uses they want to see more of or less of. These were responses (recorded verbatim):

- Limit making housing Airbnb's
- Need more housing for workers
- Need a hospital
- Want to see more affordable restaurants
- Concerned about short term rentals
- Affordable housing should be in town
- Public concrete skate parks
- Skate parks
- A Waffle House
- Food and agriculture business
- Slow growth for all types
- Preservation over profit

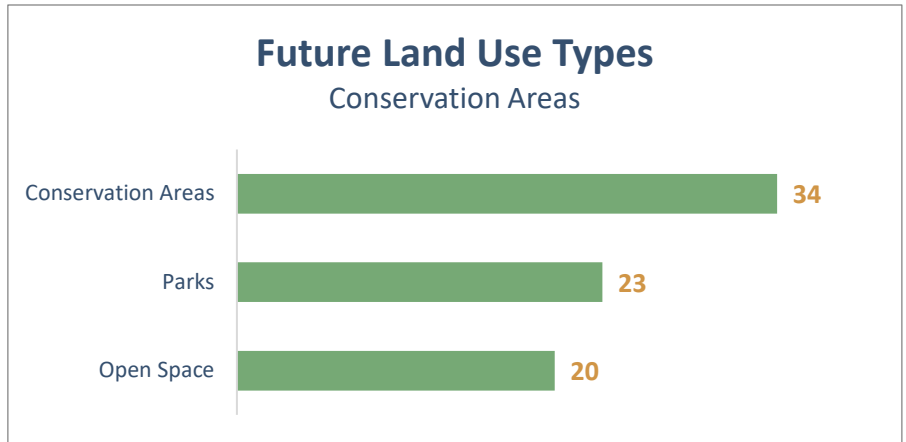


Figure 6: Conservation Areas Land Use Type – Dot Exercise Totals

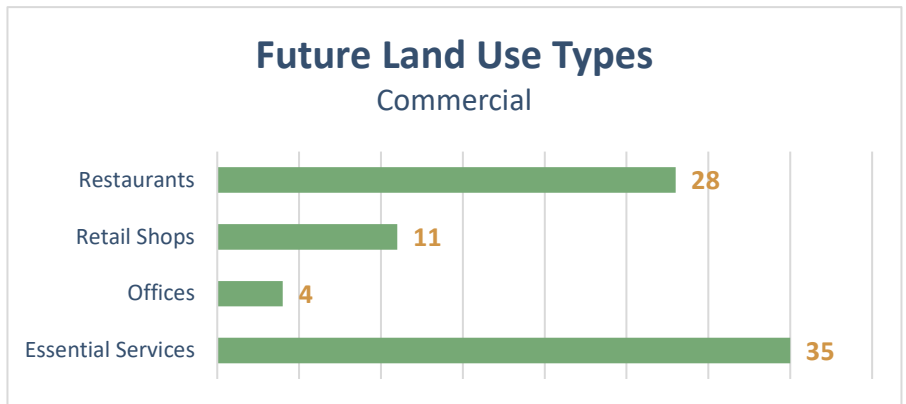


Figure 7: Commercial Land Use Type – Dot Exercise Totals

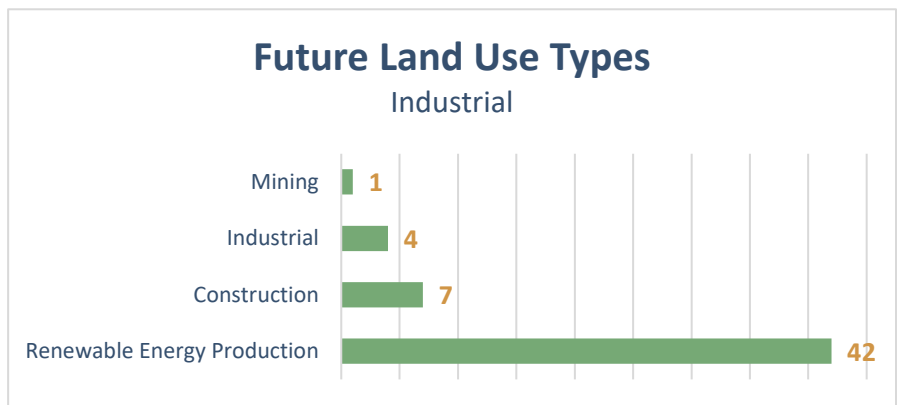


Figure 8: Industrial Land Use Type – Dot Exercise Totals

Future Land Use Types					
	Pop-Up Event 1	Pop-Up Event 2	Pop-Up Event 3	Pop-Up Event 4	Total # of dots
Residential					
Accessory Dwelling Units	5	4	3	16	28
Affordable Housing	15	11	11	35	72
Free-Market Housing	0	0	4	6	10
Multi-Family Homes	10	2	6	10	28
Single Family Homes	6	3	7	6	22
Total					160
Lodging					
Campgrounds	5	5	2	18	30
Hotel / Lodge	1	3	0	3	7
Short-Term Rentals	1	0	1	3	5
Total					42
Natural Areas					
Open Space	4	2	4	10	20
Parks	2	4	7	10	23
Conservation Areas	10	4	4	16	34
Total					77
Commercial					
Essential Services	12	4	5	14	35
Offices	1	1	0	2	4
Retail Shops	2	0	0	9	11
Restaurants	4	6	5	13	28
Total					78
Industrial					
Renewable Energy Production	7	7	6	22	42
Construction	2	0	0	5	7
Industrial	0	0	2	2	4
Mining	0	0	0	1	1
Total					54
Table 5: Future Land Use Types Board Totals per Pop-Up Event					

Your Thoughts

In addition to the dot exercises, participants were asked to write out additional thoughts. Two specific questions were asked – “What word would you use to describe Eastern San Miguel County today” and “What word or phrase best describes your vision for Eastern San Miguel County in the future?” These are recorded verbatim in Table 6 and Table 7: Open Ended Board Question

What word would you use to describe Eastern San Miguel County today?
Unsustainable growth
Gorgeous
Love seeing nature
Diverse, Socio-Economic, Population
Lovely and grand
Abundant
Voyeuristic
What makes telluride special is people
Friendly
Together
Stressed
Table 6: Open Ended Board Question

What word or phrase best describes your vision for Eastern San Miguel County in the future?
People who want to live here and be part of the community can volunteer
Balanced
Maintain character
Slow down cadence
Self-Sustaining
Affordable employee housing for resorts
Saving energy. Use less fossil fuels.
Enough development! Take care of current residents
More housing
I love the beauty, but I wish I could hike more but I work so long
Community connections. We need a place to meet. It was sad when the bean closed. Also, Swede Finn and Leimgruber
Table 7: Open Ended Board Question

Participant Demographics

The following summarizes the demographic boards that asked participants where they live and their age range. Responses reflect that most participants live in the Town of Telluride followed by Mountain Village. The pop-up events did not garner response from residents of Ames and only two people live in Ophir, San Bernardo/Trout Lake, and elsewhere in San Miguel County.

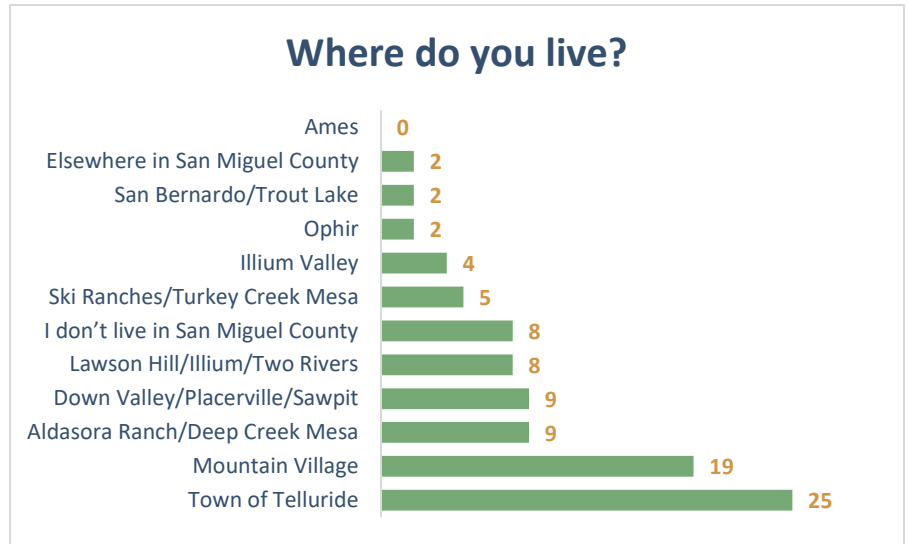


Figure 9: Where do you Live? – Dot Exercise Totals

Where do you live?					
	Pop-Up Event 1	Pop-Up Event 2	Pop-Up Event 3	Pop-Up Event 4	Total # of dots
Town of Telluride	10	2	0	13	25
Aldasora Ranch/Deep Creek Mesa	2	1	3	3	9
Ames	0	0	0	0	0
Illium Valley	2	1	0	1	4
Lawson Hill/Illium/Two Rivers	1	3	0	4	8
Mountain Village	0	2	8	9	19
Ophir	0	1	0	1	2
San Bernardo/Trout Lake	1	1	0	0	2
Ski Ranches/Turkey Creek Mesa	0	1	1	3	5
Down Valley/Placerville/Sawpit	3	0	1	5	9
Elsewhere in San Miguel County	0	0	1	1	2
I don't live in San Miguel County	2	1	1	4	8
Total	21	13	15	44	93

Table 8: Where do you live Totals (per Pop-Up Event)

Responses reflect that most participants are between the ages of 30-39 and 50-59. The pop-up events did not draw participation from those over 80.

Youth participated in events in Lawson Hill and Noel Night; Noel Night also saw high representation (comparative to other age groups) from the 18-29 age range. These two age brackets can be particularly hard to reach in planning efforts, demonstrating the efficacy of “meet people where they are” outreach tactics such as pop-up events.

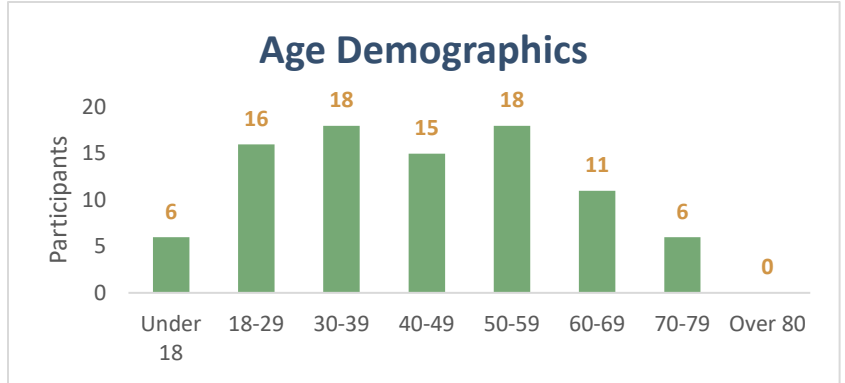


Figure 10: What is your Age? – Dot Exercise Totals

How old are you?					
Age	Pop-Up Event 1	Pop-Up Event 2	Pop-Up Event 3	Pop-Up Event 4	Total # of dots
Under 18	0	4	0	2	6
18-29	3	0	2	11	16
30-39	7	2	1	8	18
40-49	3	0	4	8	15
50-59	6	3	2	7	18
60-69	0	1	4	6	11
70-79	0	1	1	4	6
Over 80	0	0	0	0	0
Total	19	11	14	46	90

Table 9: Demographic Board Age Totals (per Pop-Up Event)