

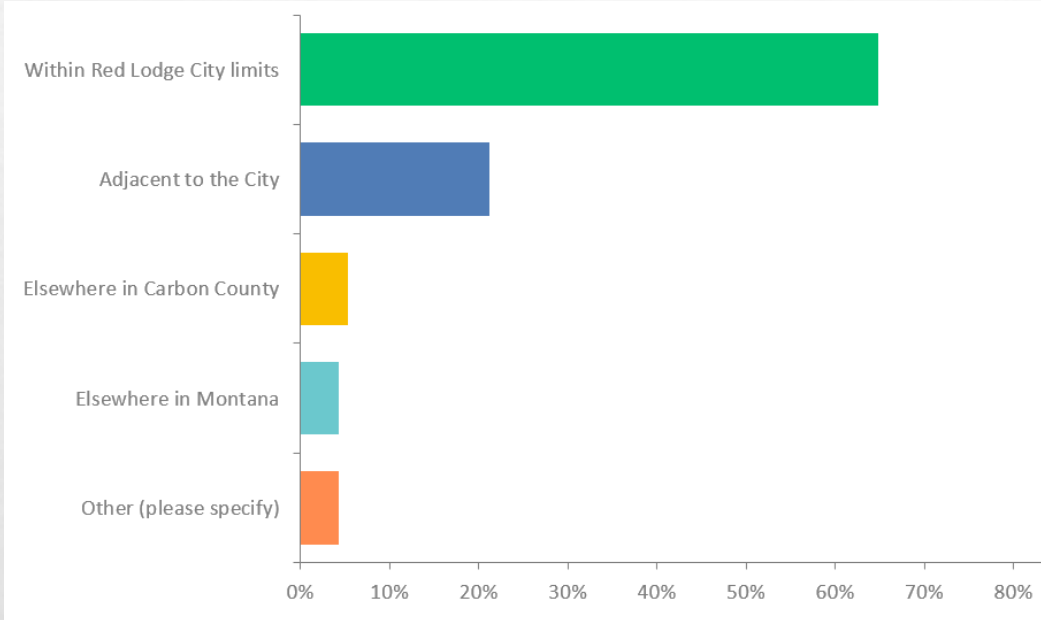
# **DOWNTOWN REVITALIZATION PLAN COMMUNITY SURVEY RESULTS**



# **SUMMARY**

- **SURVEY WAS AVAILABLE NOVEMBER 1 – DECEMBER 31, 2023**
- **302 TOTAL RESPONSES**
- **13% RESPONSE RATE**
- **ADVERTISED VIA CARBON COUNTY NEWS (PRINT AND ONLINE), CITY WEB SITE, COMMUNITY POSTERS, OPEN HOUSE FORUM, COMMUNITY HALLOWEEN TRICK OR TREAT, AND CHRISTMAS STROLL**

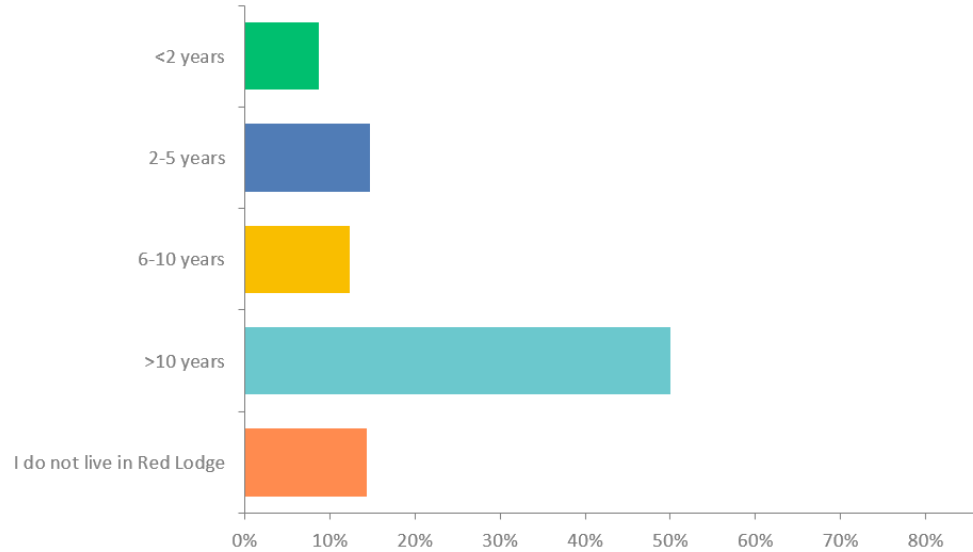
# Q1: WHERE IS YOUR PRIMARY RESIDENCE?



ANSWER CHOICES	RESPONSES	
Within Red Lodge City limits	64.90%	196
Adjacent to the City	21.19%	64
Elsewhere in Carbon County	5.30%	16
Elsewhere in Montana	4.30%	13
Other (please specify)	4.30%	13
TOTAL		302

## RESPONSES BY QUESTION

# Q2: IF YOU LIVE IN RED LODGE, HOW LONG HAVE YOU BEEN A RESIDENT?

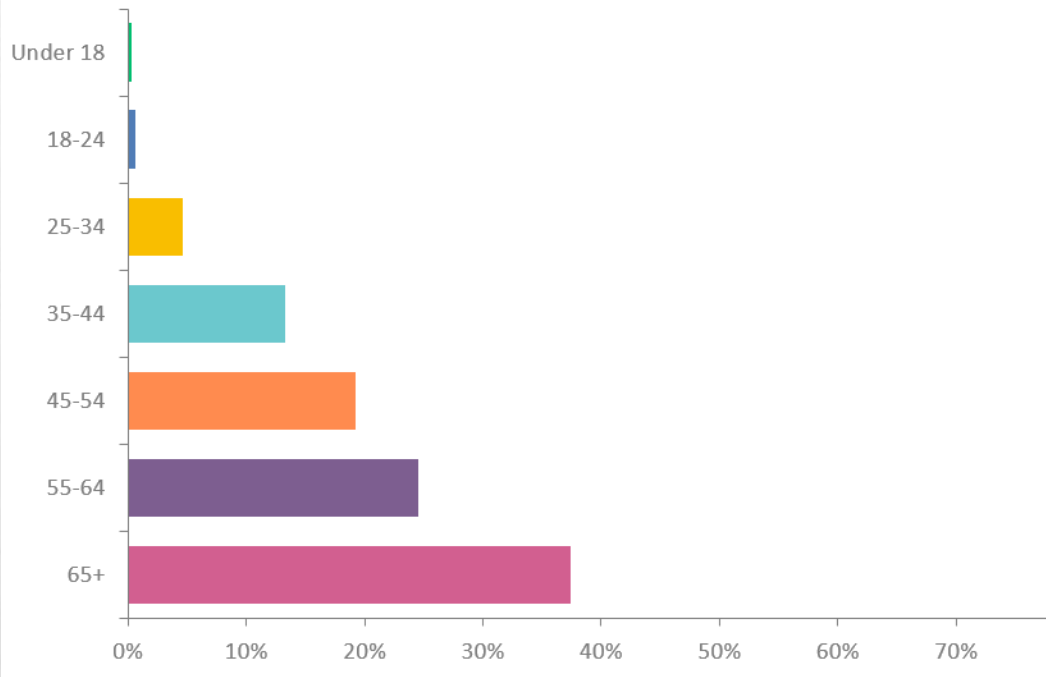


ANSWER CHOICES	RESPONSES	
<2 years	8.67%	26
2-5 years	14.67%	44
6-10 years	12.33%	37
>10 years	50.0%	150
I do not live in Red Lodge	14.33%	43
TOTAL		300

**RESPONSES BY QUESTION**



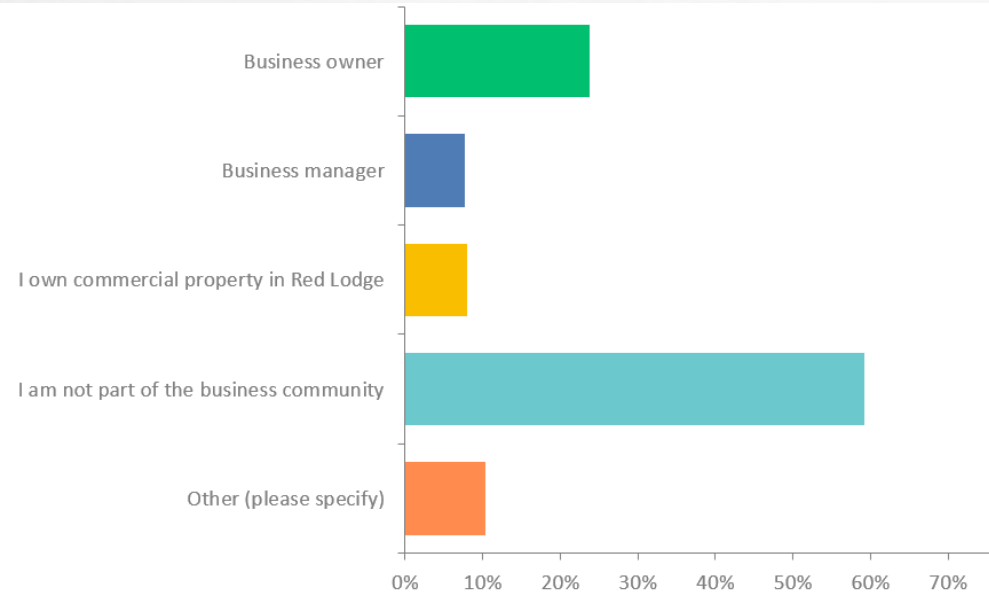
# Q3: WHAT IS YOUR AGE?



ANSWER CHOICES	RESPONSES	
Under 18	0.33%	1
18-24	0.66%	2
25-34	4.64%	14
35-44	13.25%	40
45-54	19.21%	58
55-64	24.50%	74
65+	37.42%	113
TOTAL		302

## RESPONSES BY QUESTION

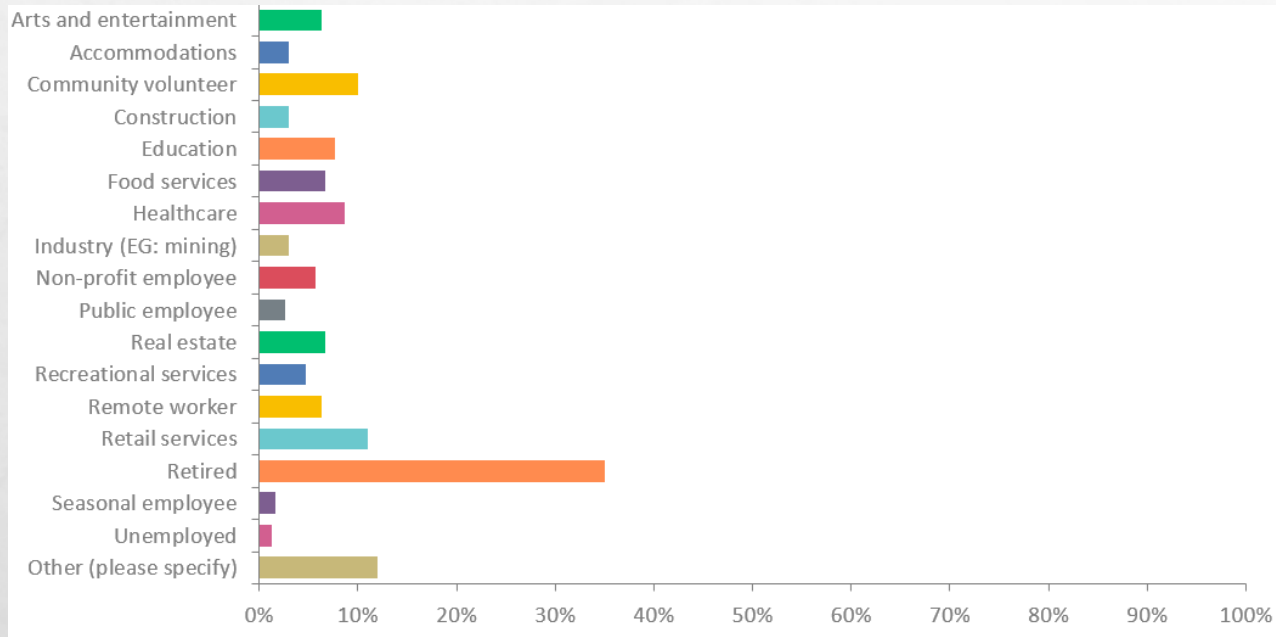
# Q4: ARE YOU A MEMBER OF THE RED LODGE BUSINESS COMMUNITY? AND IF SO, HOW?



ANSWER CHOICES	RESPONSES
Business owner	23.75% 71
Business manager	7.69% 23
I own commercial property in Red Lodge	8.03% 24
I am not part of the business community	59.20% 177
Other (please specify)	10.37% 31
TOTAL	326

**RESPONSES BY QUESTION**

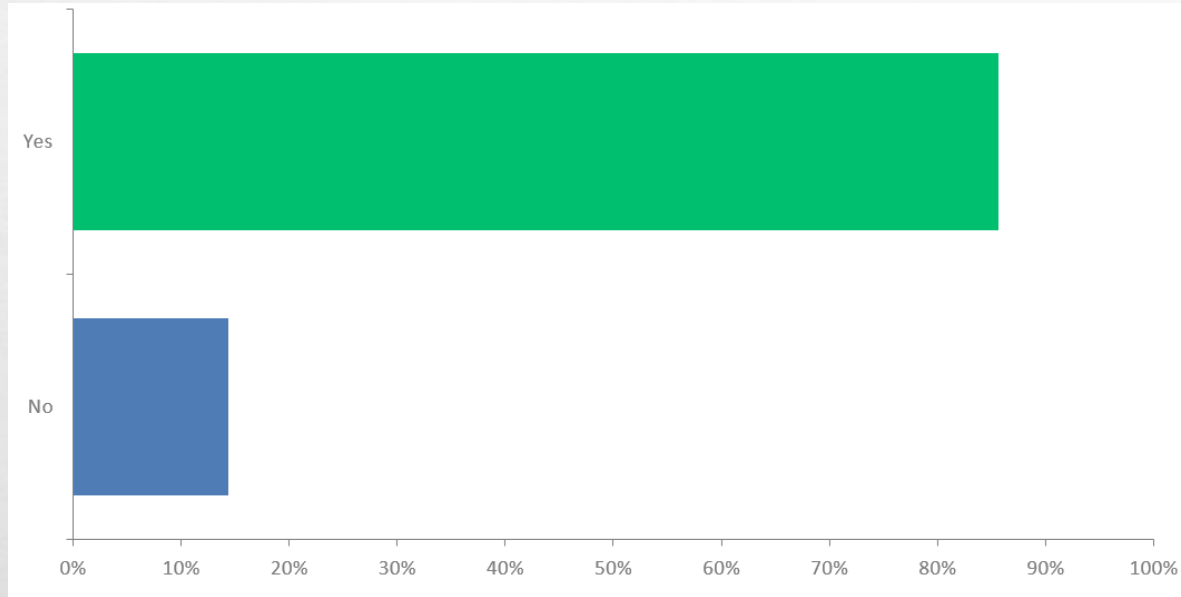
# Q5: WHAT IS YOUR OCCUPATION?



Arts and entertainment	6.33%	19
Accommodations	3.00%	9
Community volunteer	10.00%	30
Construction	3.00%	9
Education	7.67%	23
Food services	6.67%	20
Healthcare	8.67%	26
Industry (EG: mining)	3.00%	9
Non-profit employee	5.67%	17
Public employee	2.67%	8
Real estate	6.67%	20
Recreational services	4.67%	14
Remote worker	6.33%	19
Retail services	11.00%	33
Retired	35.00%	105
Seasonal employee	1.67%	5
Unemployed	1.33%	4
Other (please specify)	12.00%	36

**RESPONSES BY QUESTION**

# Q6: DO YOU VOLUNTEER WITHIN THE COMMUNITY?

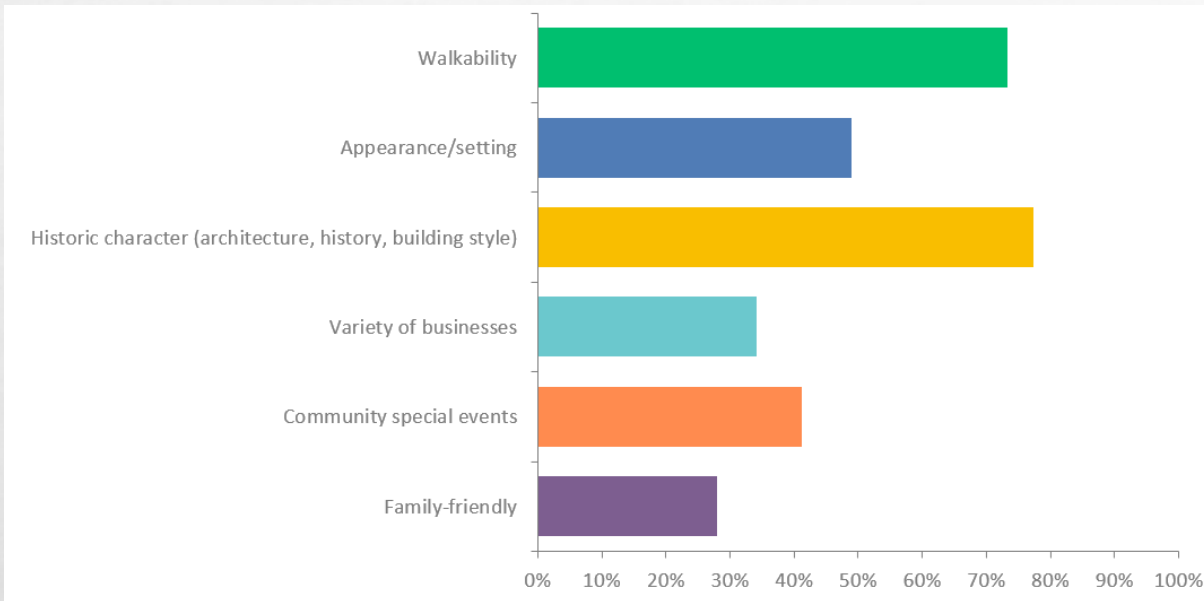


ANSWER CHOICES	RESPONSES	
Yes	85.62%	256
No	14.38%	43
TOTAL		299

**RESPONSES BY QUESTION**



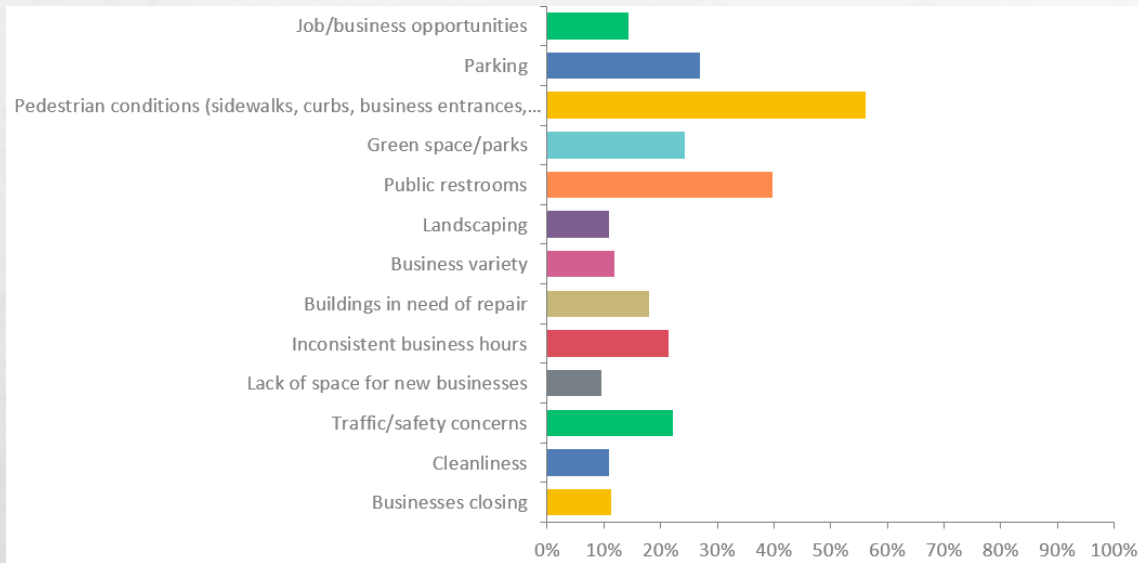
# Q7: WHAT DO YOU LIKE MOST ABOUT DOWNTOWN RED LODGE?



ANSWER CHOICES	RESPONSES
Walkability	73.31% 217
Appearance/setting	48.99% 145
Historic character (architecture, history, building style)	77.36% 229
Variety of businesses	34.12% 101
Community special events	41.22% 122
Family-friendly	28.04% 83
TOTAL	897

**RESPONSES BY QUESTION**

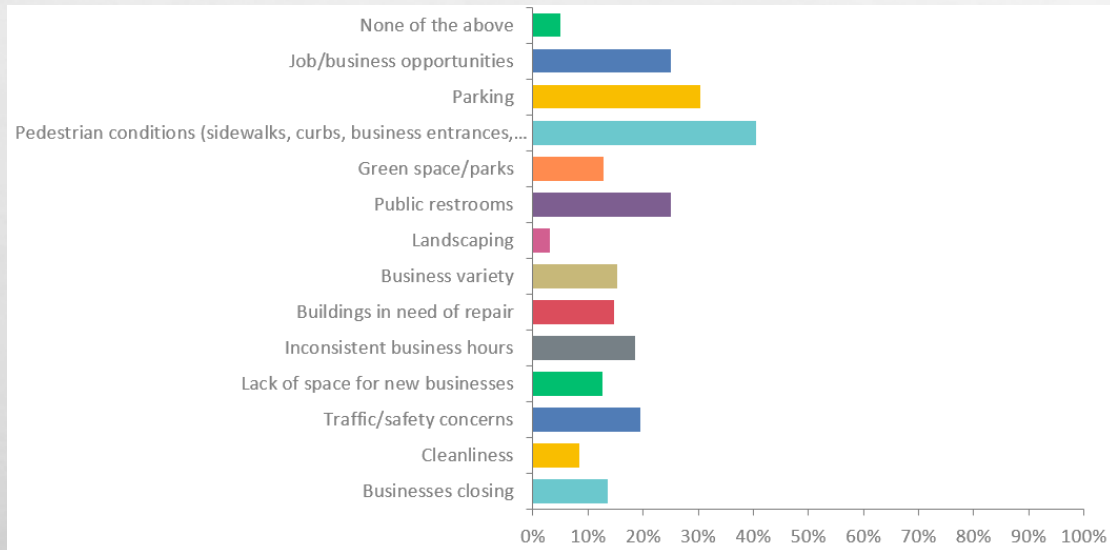
# Q8: WHAT WOULD YOU IMPROVE ABOUT DOWNTOWN RED LODGE?



Job/business opportunities	14.39%	41
Parking	27.02%	77
Pedestrian conditions (sidewalks, curbs, business entrances, highway crossings, bike parking, lighting)	56.14%	160
Green space/parks	24.21%	69
Public restrooms	39.65%	113
Landscaping	10.88%	31
Business variety	11.93%	34
Buildings in need of repair	17.89%	51
Inconsistent business hours	21.40%	61
Lack of space for new businesses	9.47%	27
Traffic/safety concerns	22.11%	63
Cleanliness	10.88%	31
Businesses closing	11.23%	32
<b>TOTAL</b>		<b>790</b>

**RESPONSES BY QUESTION**

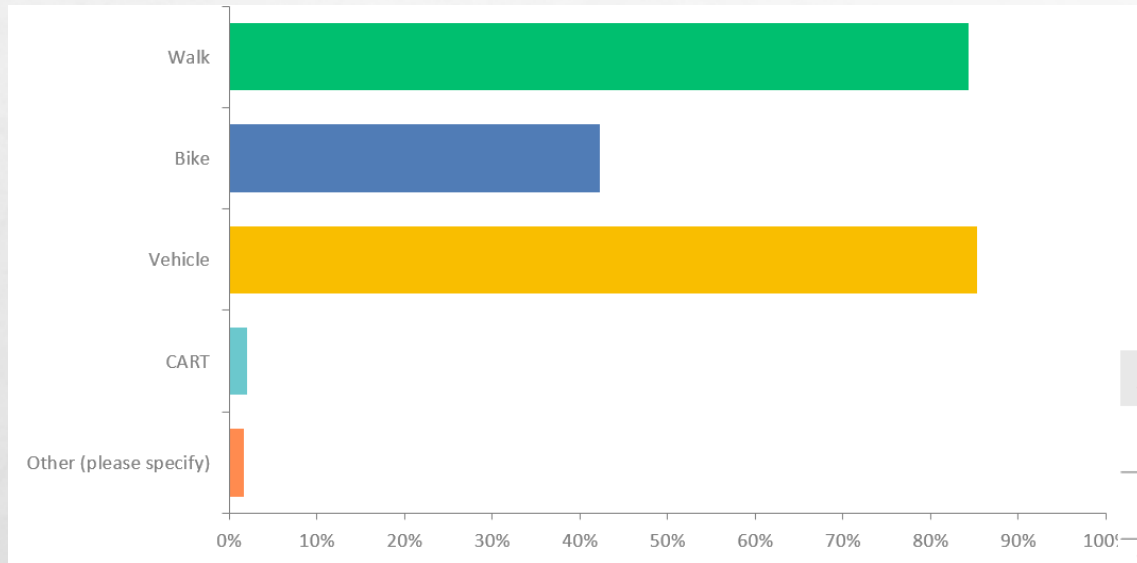
# Q9: IN YOUR OPINION, WHAT ARE THE TOP THREE CHALLENGES FACING DOWNTOWN RED LODGE?



None of the above	4.88%	14
Job/business opportunities	25.09%	72
Parking	30.31%	87
Pedestrian conditions (sidewalks, curbs, business entrances, highway crossings, bike parking, lighting)	40.42%	116
Green space/parks	12.89%	37
Public restrooms	25.09%	72
Landscaping	3.14%	9
Business variety	15.33%	44
Buildings in need of repair	14.63%	42
Inconsistent business hours	18.47%	53
Lack of space for new businesses	12.54%	36
Traffic/safety concerns	19.51%	56
Cleanliness	8.36%	24
Businesses closing	13.59%	39
<b>TOTAL</b>		<b>701</b>

**RESPONSES BY QUESTION**

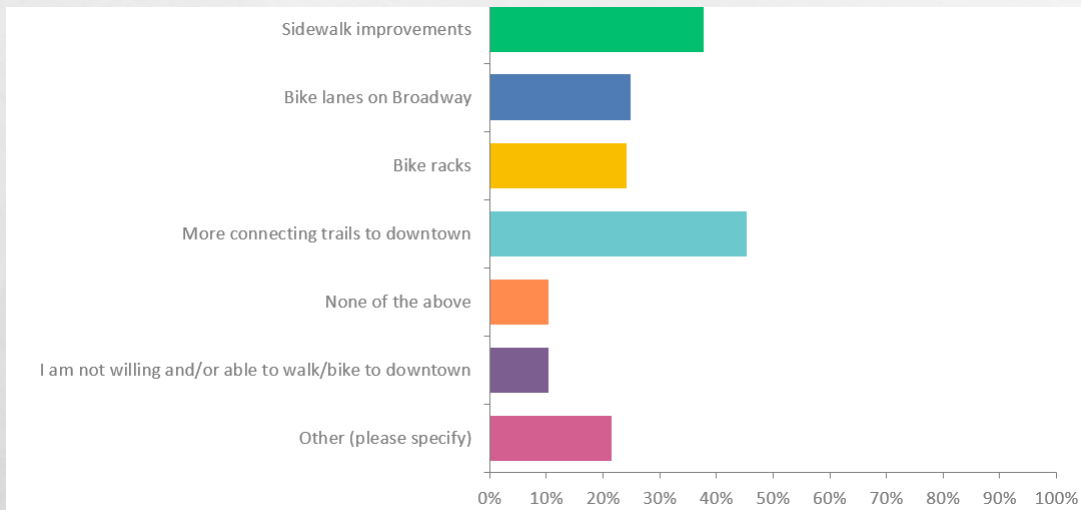
# Q10: WHAT IS YOUR MODE OF TRANSPORTATION WITHIN THE CITY?



ANSWER CHOICES	RESPONSES	
Walk	84.33%	253
Bike	42.33%	127
Vehicle	85.33%	256
CART	2.00%	6
Other (please specify)	1.67%	5
TOTAL		647

**RESPONSES BY QUESTION**

# Q11: IF YOU DRIVE TO DOWNTOWN RED LODGE, WHAT WOULD ENCOURAGE YOU TO WALK OR BIKE INSTEAD?



ANSWER CHOICES	RESPONSES	
Sidewalk improvements	37.72%	109
Bike lanes on Broadway	24.91%	72
Bike racks	24.22%	70
More connecting trails to downtown	45.33%	131
None of the above	10.38%	30
I am not willing and/or able to walk/bike to downtown	10.38%	30
Other (please specify)	21.45%	62
<b>TOTAL</b>		<b>504</b>

**RESPONSES BY QUESTION**



# NEXT STEPS

## DRAFT PLAN

GREAT WEST WILL PREPARE A DRAFT PLAN, TO  
SERVE AS A BASE TEMPLATE TO REFINE

APRIL 2024



## ORGANIZE FOCUS GROUPS

RECRUIT INDIVIDUALS FOR VOLUNTARY  
PARTICIPATION IN FOCUS GROUPS

APRIL 2024



## FOCUS GROUP MEETINGS

WITH GREAT WEST'S FACILITATION, FOCUS  
GROUPS WILL MEET TO REFINE THE DRAFT  
PLAN

MAY-JUNE 2024