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
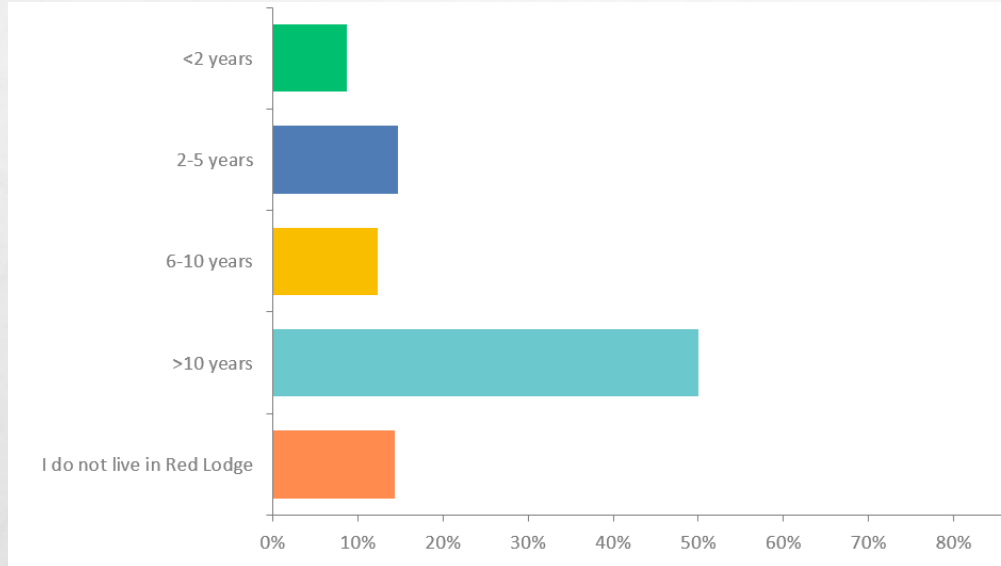
Q1: WHERE IS YOUR PRIMARY RESIDENCE?
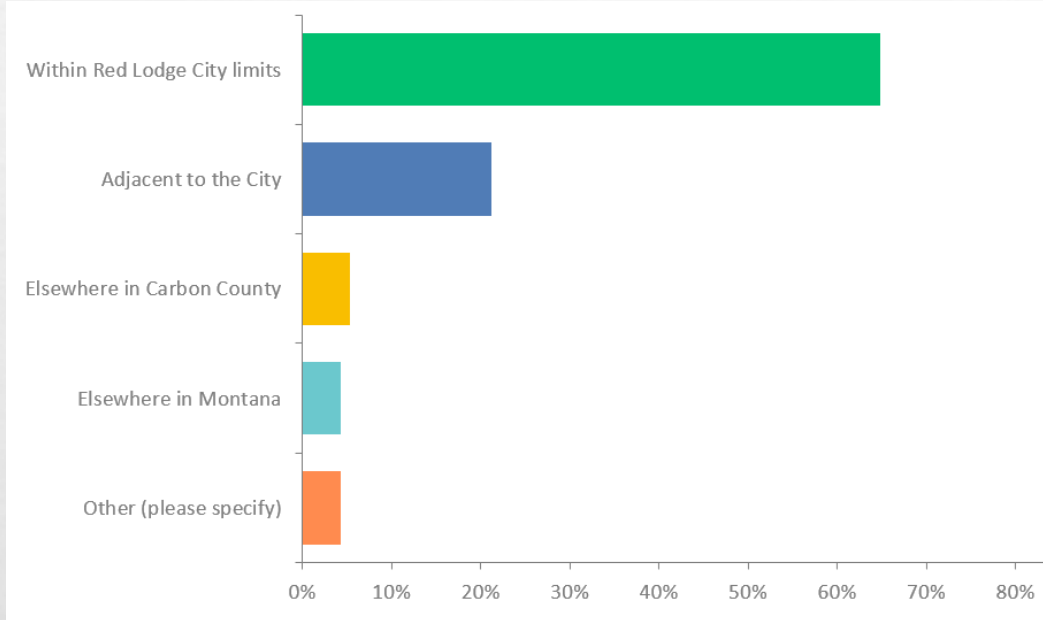
ANSWER CHOICES	RESPONSES	
Within Red Lodge City limits	64.90%	196
Adjacent to the City	21.19%	64
Elsewhere in Carbon County	5.30%	16
Elsewhere in Montana	4.30%	13
Other (please specify)	4.30%	13
TOTAL		302

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

Q3: WHAT IS YOUR AGE?
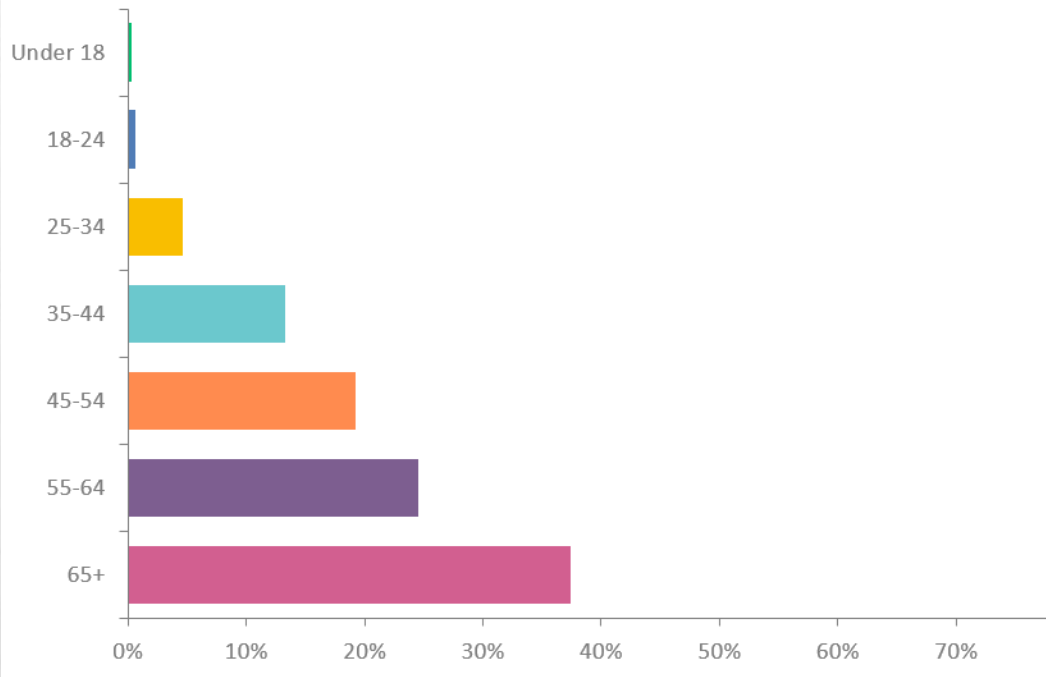
ANSWER CHOICES	RESPONSES	
Under 18	0.33%	1
18-24	0.66%	2
25-34	4.64%	14
35-44	13.25%	40
45-54	19.21%	58
55-64	24.50%	74
65+	37.42%	113
TOTAL		302

Q4: ARE YOU A MEMBER OF THE RED LODGE BUSINESS COMMUNITY? AND IF SO, HOW?
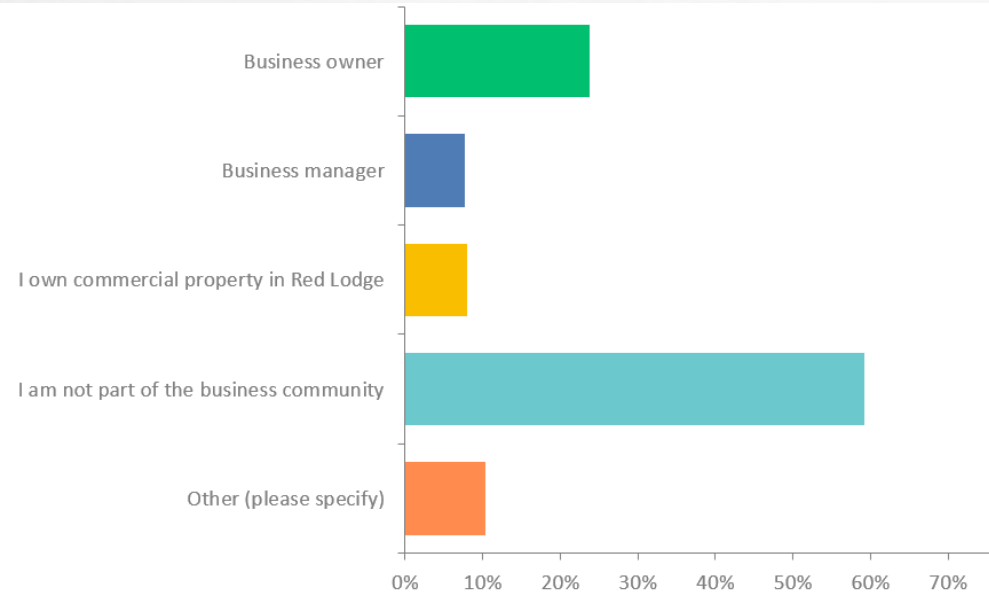
ANSWER CHOICES	RESPONSES	
Business owner	23.75%	71
Business manager	7.69%	23
I own commercial property in Red Lodge	8.03%	24
I am not part of the business community	59.20%	177
Other (please specify)	10.37%	31
TOTAL		326

RESPONSES BY QUESTION

Q5: WHAT IS YOUR OCCUPATION?
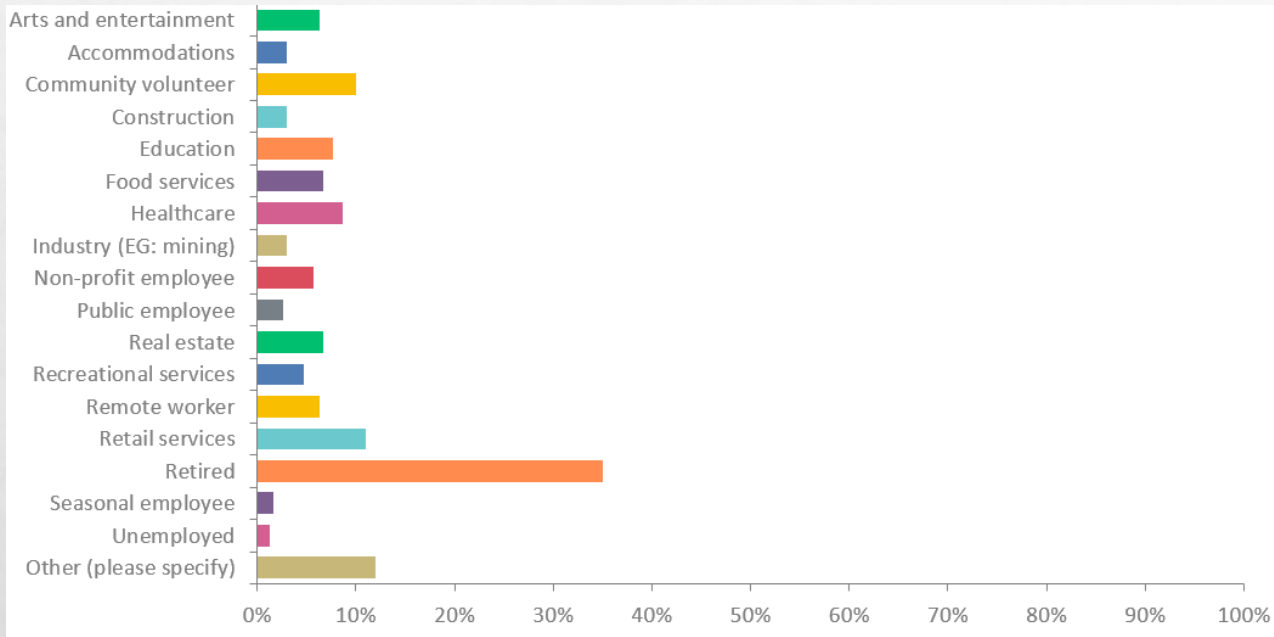
Occupation	Percentage	Count
Arts and entertainment	6.33%	19
Accommodations	3.00%	9
Community volunteer	10.0%	30
Construction	3.00%	9
Education	7.67%	23
Food services	6.67%	20
Healthcare	8.67%	26
Industry (EG: mining)	3.00%	9
Non-profit employee	5.67%	17
Public employee	2.67%	8
Real estate	6.67%	20
Recreational 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?
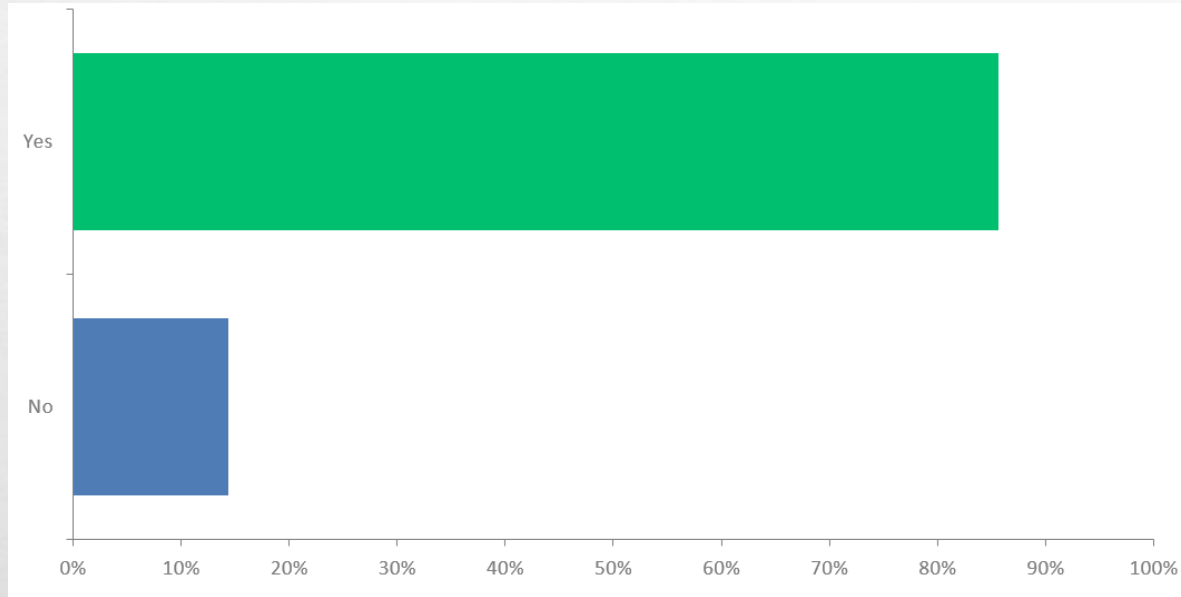
ANSWER CHOICES	RESPONSES	
Yes	85.62%	256
No	14.38%	43
TOTAL		299

RESPONSES BY QUESTION

Q7: WHAT DO YOU LIKE MOST ABOUT DOWNTOWN RED LODGE?
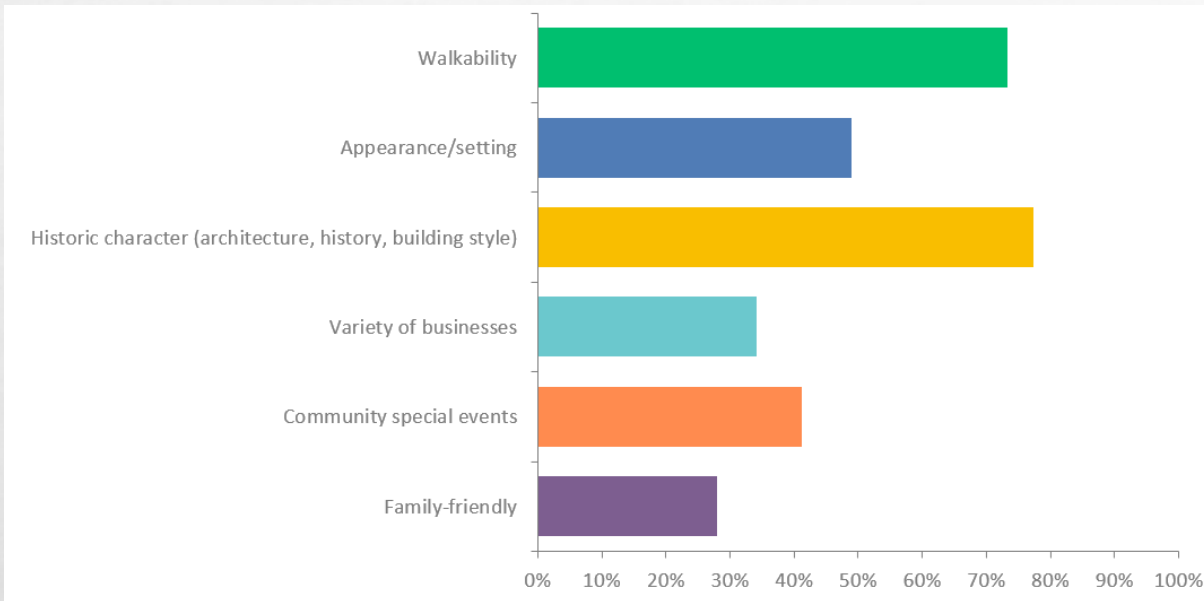
ANSWER CHOICES	RESPONSES	
Walkability	73.31%	217
Appearance/setting	48.99%	145
Historic character (architecture, history, building style)	77.36%	229
Variety of businesses	34.12%	101
Community special events	41.22%	122
Family-friendly	28.04%	83
TOTAL		897

RESPONSES BY QUESTION

Q8: WHAT WOULD YOU IMPROVE ABOUT DOWNTOWN RED LODGE?
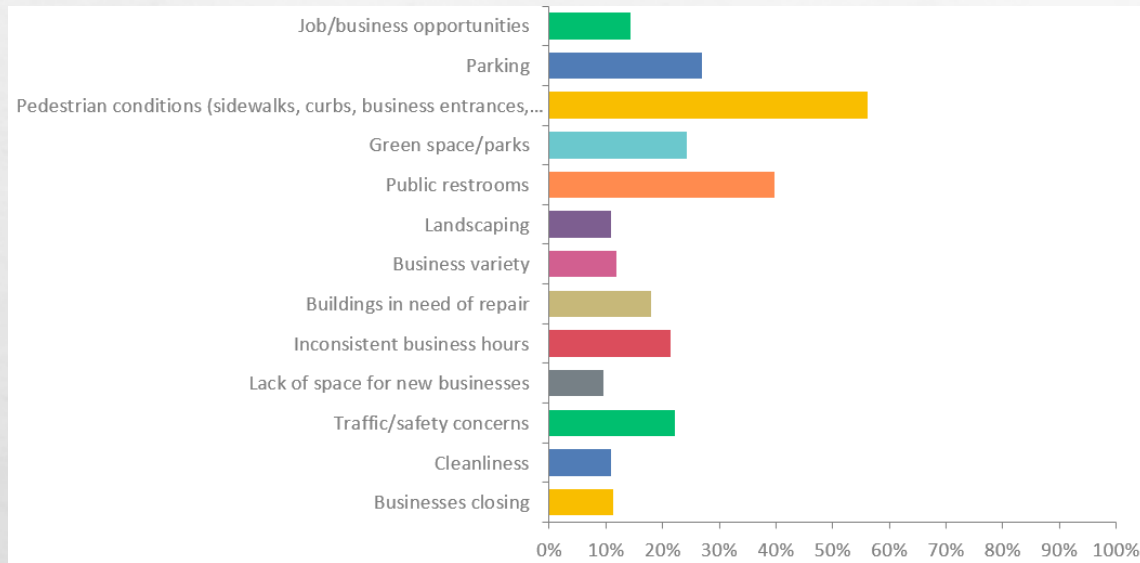
Job/business opportunities	14.39%	41
Parking	27.02%	77
Pedestrian conditions (sidewalks, curbs, business entrances, highway crossings, bike parking, lighting)	56.14%	160
Green space/parks	24.21%	69
Public restrooms	39.65%	113
Landscaping	10.88%	31
Business variety	11.93%	34
Buildings in need of repair	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
TOTAL		790

Q9: IN YOUR OPINION, WHAT ARE THE TOP THREE CHALLENGES FACING DOWNTOWN RED LODGE?
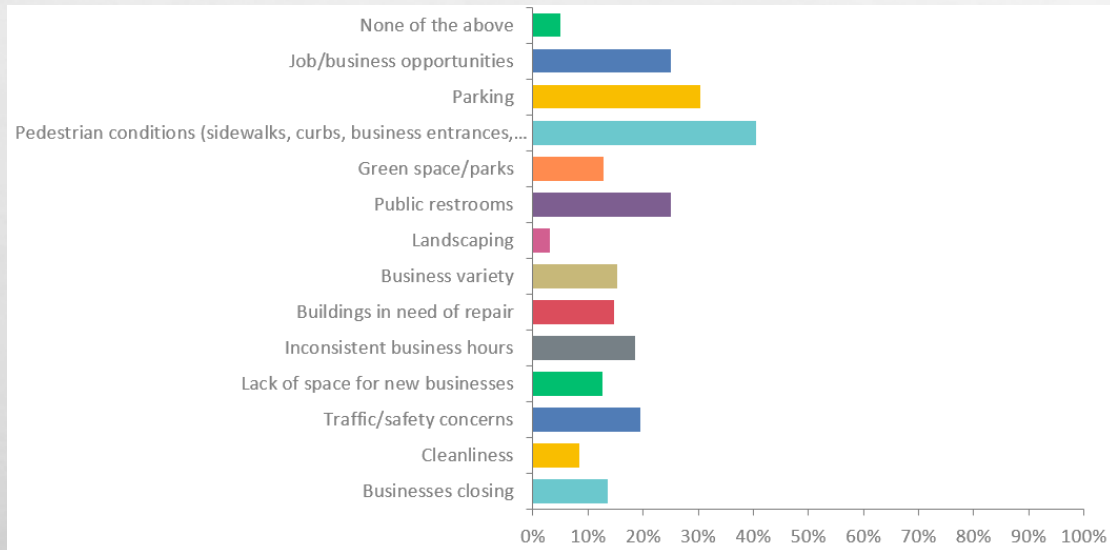
None of the above	4.88%	14
Job/business opportunities	25.09%	72
Parking	30.31%	87
Pedestrian conditions (sidewalks, curbs, business entrances, highway crossings, bike parking, lighting)	40.42%	116
Green space/parks	12.89%	37
Public restrooms	25.09%	72
Landscaping	3.14%	9
Business variety	15.33%	44
Buildings 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
TOTAL		701

Q10: WHAT IS YOUR MODE OF TRANSPORTATION WITHIN THE CITY?
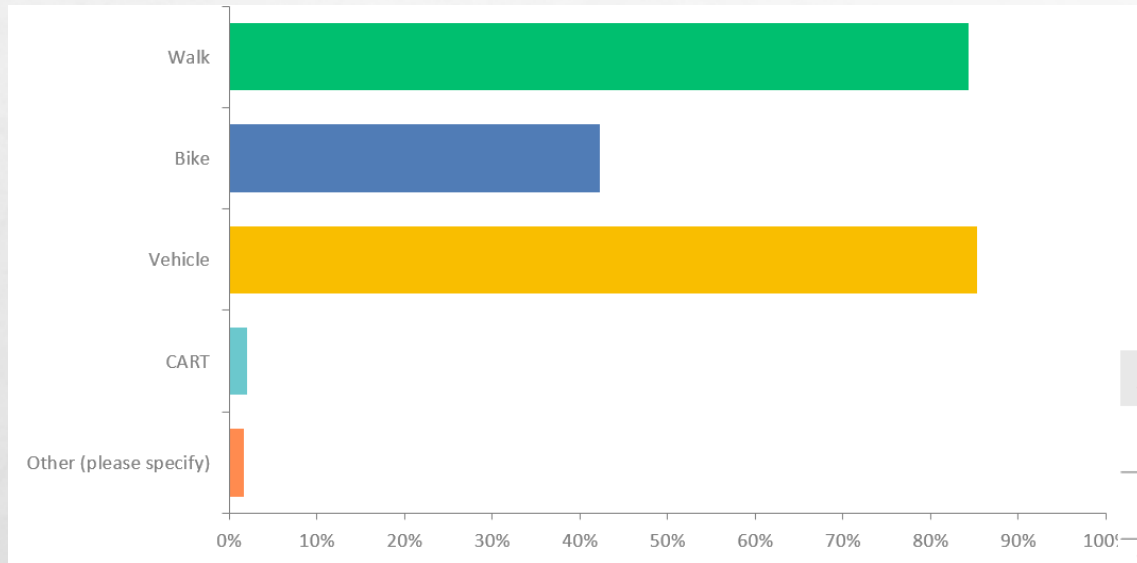
ANSWER CHOICES	RESPONSES	
Walk	84.33%	253
Bike	42.33%	127
Vehicle	85.33%	256
CART	2.00%	6
Other (please specify)	1.67%	5
TOTAL		647

Q11: IF YOU DRIVE TO DOWNTOWN RED LODGE, WHAT WOULD ENCOURAGE YOU TO WALK OR BIKE INSTEAD?
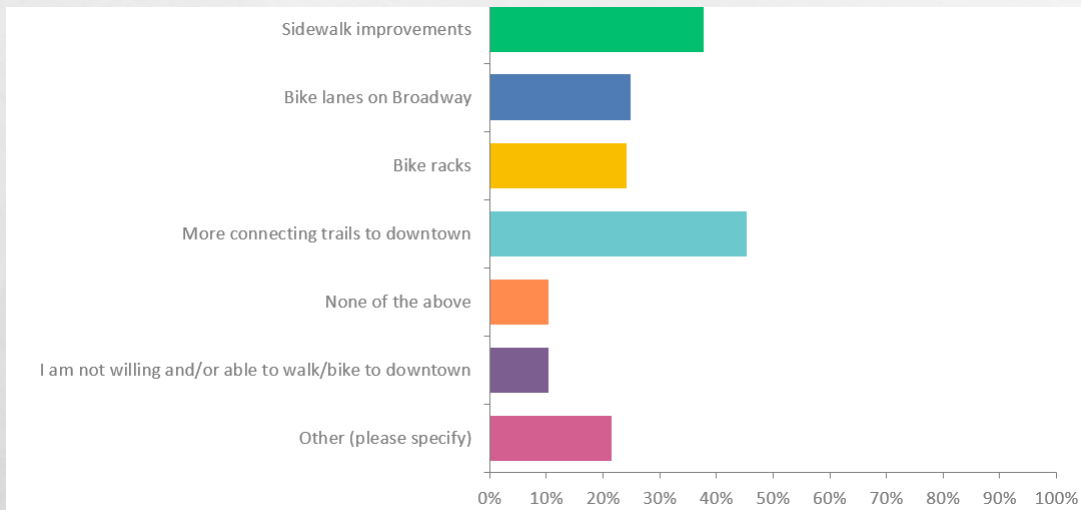
ANSWER CHOICES	RESPONSES	
Sidewalk improvements	37.72%	109
Bike lanes on Broadway	24.91%	72
Bike racks	24.22%	70
More connecting trails to downtown	45.33%	131
None of the above	10.38%	30
I am not willing and/or able to walk/bike to downtown	10.38%	30
Other (please specify)	21.45%	62
TOTAL		504

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