

NAVIGATING FARMINGTON'S FUTURE

Jolt Your Journey™ Comprehensive Plan Update

The City of Farmington is updating its 2002 Comprehensive Plan to reflect the City's transformation from an economy traditionally reliant on oil, gas, and coal extraction, to one that is much more diverse. Following extensive and meaningful stakeholder engagement, the updated Comprehensive Plan (the Plan) will provide recommendations to assist Farmington's governing bodies in decision-making, and to move policy and development forward in an intentional and productive way that is conducive to transforming Farmington into a healthy and sustainable economy for the future.

QUESTIONNAIRE #2 SUMMARY: VISION AND OPPORTUNITIES

What was this second questionnaire all about?

As the Plan transitions into its second phase, it is important to make sense of the findings from initial outreach efforts that reached over 200 people. **This second questionnaire was a way for the City to report back on what was heard and to further seek input from the community.**

How was the questionnaire developed?

Based on initial outreach, three sets of 'preliminary' vision statements and opportunities were developed. This exercise involved the collaboration of City Staff and Steering Committee members. The questionnaire was developed using the Survey Gizmo platform. Questionnaire respondents were asked to rate their level of satisfaction with the statements and opportunities and to provide feedback.

What's in this document?

This summary document condenses the questionnaire responses to illustrate "who we heard from" and "what we heard".

We want to take this opportunity to thank all who have participated in the Plan this far and to invite those that are still to participate. There will be other opportunities.

Visit www.fmtn.org/917/2040-Comprehensive-Plan to learn more. Your time and knowledge will make a difference in navigating Farmington's future.

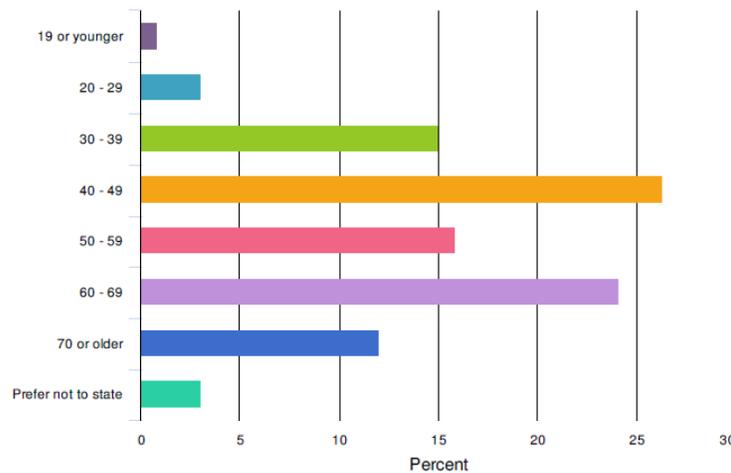
QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

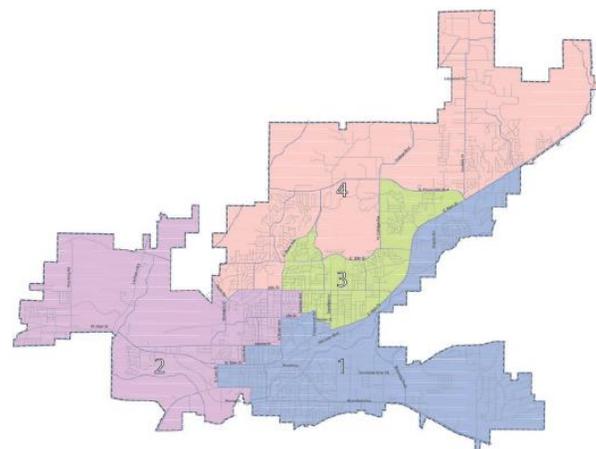
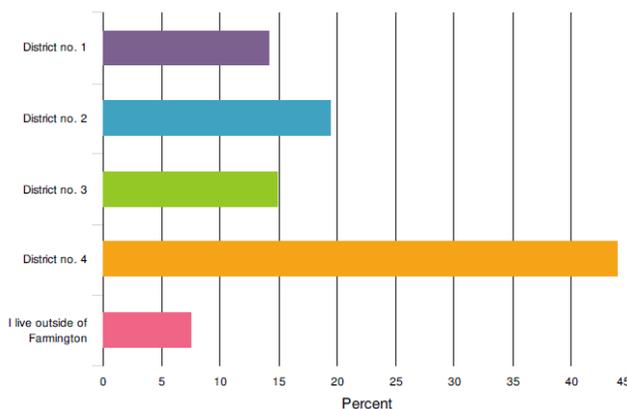
WHO WE HEARD FROM

In total, we heard from 226 individuals. Of these, 143 completed the questionnaire in full, and 83 only partially. The following snapshots will reveal the key demographics of the questionnaire respondents. This information should help identify the groups that are being represented and where further input is needed.

1. What is your age? (Responses: 133)



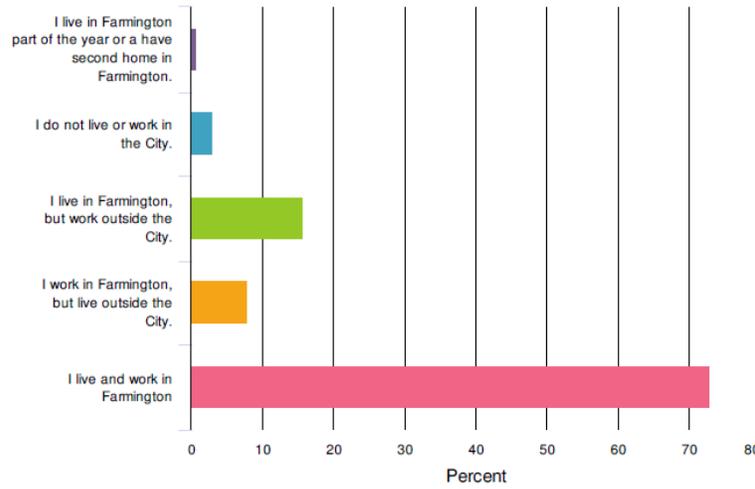
2. What is the general location of your neighborhood and/or business? (Responses: 134)



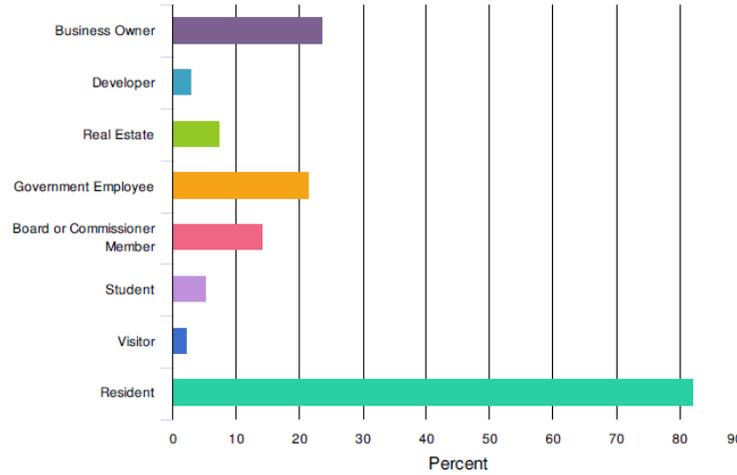
QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

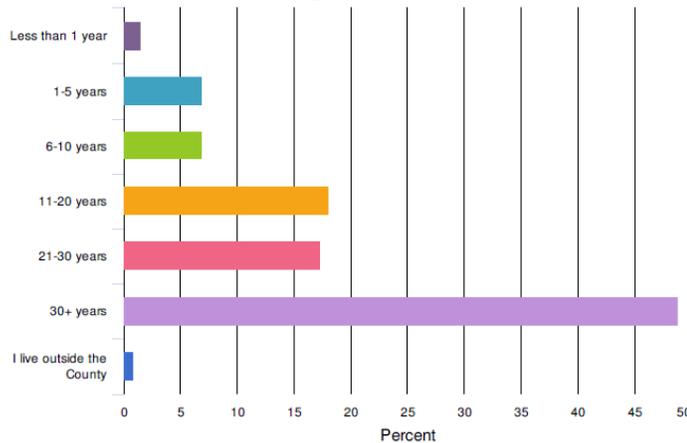
3. Do you live or work in Farmington? (Responses: 140)



4. What is your relationship with the City of Farmington? (Check all that apply) (Responses: 215)



5. How long have you lived in San Juan County? (Responses: 133)



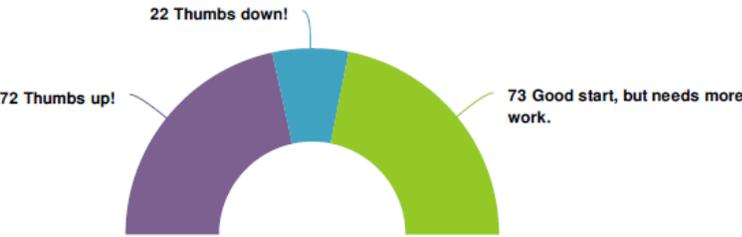
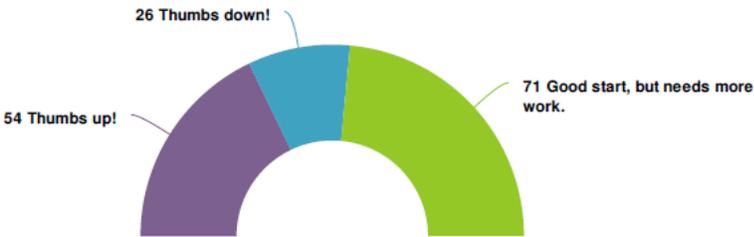
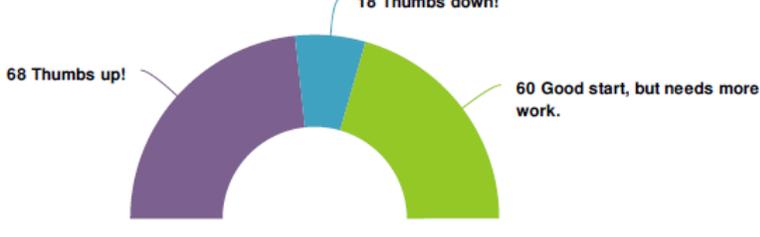
QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

WHAT WE HEARD

Questionnaire respondents were asked to rate their level of satisfaction with and provide feedback on the three 'preliminary' **vision statements**, below, and their respective **opportunities**.

1. Level of satisfaction with individual statements

<p><i>Jolt your</i> AMENITIES</p> <p>Farmington is a showcase of year-round, unparalleled amenities that celebrate our distinct sense of place, promote our diverse heritage, and overall, enhance the health and wellbeing of the community while respecting the environment.</p>	 <p>(Responses: 167)</p>
<p><i>Jolt your</i> CONNECTIONS</p> <p>Farmington is a hub of the Four Corners region supported by robust transportation and communication systems that are conducive to strengthening local and regional social connections as well as the sustainable exchange of innovative goods, services, recreation, entertainment, and education.</p>	 <p>(Responses: 151)</p>
<p><i>Jolt your</i> PEOPLE</p> <p>Farmington empowers its residents and visitors by developing a diversified economy that is conducive to inclusion and innovation, and that overall makes Farmington a safe, attractive, and hospitable place to be.</p>	 <p>(Responses: 146)</p>

2. Overall level of satisfaction with all three statements?



(Responses: 220)

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

3. Feedback on the Jolt your **AMENITIES** vision statement.

NOTE: Text in blue and in quotation marks (“”) are word-by-word comments from questionnaire respondents.

What	Feedback
Word choices	<p>Amenities:</p> <ul style="list-style-type: none"> • “not a fan” • “like everything except this word” • -alternative: “services, resources, systems.” <p>Unparalleled</p> <ul style="list-style-type: none"> • “does not define a quantitative/ forward-looking measure” • “wording may be confusing” <p>Jolt</p> <ul style="list-style-type: none"> • “seems out of place” • “lacks real connection to our entire environment” • “most people I talk with are not sure what it means”
Alternative statement	<p>“Farmington is a showcase of year-round unparalleled amenities that celebrate our distinct sense of place, our diverse heritage, and our unique natural environment.”</p> <p>“Farmington is a showcase of year-round, unparalleled amenities that celebrate our distinct sense of place, promote our diverse heritage, and provide amazing recreational opportunities that support health, wellbeing, and the environment.”</p> <p>Other considerations:</p> <ul style="list-style-type: none"> • Make the ‘respecting the environment’ piece more prominent –currently reads like an afterthought • Indicate that Farmington is already developing/growing its amenities • Include a focus on how to treasure and maintain where you live • Try aligning vision statements to comp. plan specificities –as indicated on comp. plan home page
Other considerations/	<ul style="list-style-type: none"> • Developing first rate RV parks can be conducive to attracting/building an active retirement living community. Examples: Village of Chama, NM; Dolores, CO.

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

opportunities	<ul style="list-style-type: none"> • Highlight the work/play balance – “one doesn’t have to travel far to do almost anything” • Invest in a sports complex that supports and attracts local and regional athletes. • Maintain existing trees and identify native and water wise tree species that can add greenery to the City • Ensure park services (i.e. restrooms) stay open as long as parks are open/accessible • Improve seating options for bus stops • Enhance communication of and support for community events
----------------------	---

*similar feedback was received during the steering committee meeting on October 31, 2019.

4. Feedback on the Jolt your **AMENITIES** opportunities. Questionnaire respondents were asked to expand on and/or add to the opportunities listed on the left side of the table.

Opportunities	Feedback
Highlight and promote recreational activities that can be enjoyed year-round	<ul style="list-style-type: none"> • Add ‘expand’ and ‘for all ages and abilities’ • Provide a calendar of scheduled events • Assess feasibility of a new rec/sports center that can serve to promote/celebrate sports and attract athletes from the region • Improve/maintain existing assets (lake, parks, golf course) “take care of what we already have” • Ensure park services (i.e. restrooms) stay open as long as parks are open/accessible
Enhance community resilience by expanding social capital and assets that support each other	<ul style="list-style-type: none"> • Use more simple language – “is too elevated” • Collaborate with owners of large spaces (i.e. places of worship) to share unoccupied spaces for community events • Design events that encourage people to interact with each other • Collaborate with UNM and others to improve rural health “Have medical students train in Farmington as part of UNM medical program (maybe this already is being done) - this creates perception that SJRMC is part of a larger medical structure (which reassures residents) and also allows medical students to get familiar with Farmington, making Farmington seem less of a remote unconnected community.”
Advance inclusion and cultural diversity	<ul style="list-style-type: none"> • Ensure programs are tailored for all pockets, ages, abilities, and family types – “not all have kids” • Enhance recruitment of ranges and other City staff from different racial and ethnic backgrounds • Encourage/facilitate participation of minority groups in City Committees and Boards

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

Provide enriched arts and cultural programming and facilities – art in every corner	<ul style="list-style-type: none"> • Coordinate event dates so there is no overlap • Bring in more festivals, fairs, concerts, etc. • Promote a diversity of programs/events for all ages and wages
Design and run public facilities and events in a way that is affordable, accessible, and family friendly	<ul style="list-style-type: none"> • Continue to promote and maintain existing community assets that offer quality and affordable – and even free- access • Tap into the private sector to develop a grants/incentive program to enhance recreational activities and businesses

5. Feedback on the Jolt your **CONNECTION** vision statement.

What	Feedback
Word choices	<p>Robust:</p> <ul style="list-style-type: none"> • “misleading”, unrealistic” • Irrespective of word choice, forward looking vision statements could be mitigated by adding the word ‘striving to be...’ to the statement. <p>Statement too wordy</p> <p>Jolt</p> <ul style="list-style-type: none"> • Not pleased with this word
Contested topics	<p>Railroad: while a few people agree that the railroad would be important to the City’s economy, others believe that the railroad time has passed; that instead, the City can look at modern, more affordable technologies/solutions.</p> <ul style="list-style-type: none"> • “I’ve been hearing about this railroad for more than twenty years.” • “Seems like a 19th century solution to a 21st century problem” <p>Airport: while many people agree that expanding Farmington’s airport would be important to the City’s economy, others seem to have lost faith on the idea. Some suggest that the efforts should be placed in improving connections (i.e. shuttle services) to neighboring airports who can offer more affordable/reliable flights.</p> <p>NOTE: Of the airport-related comments made, only 2-3 seem to have been aware of the reopening of commercial flights in 2020. There seems to be an opportunity for the City to more broadly communicate changes/programs coming to the City.</p>

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

<p>Alternative statements</p>	<ul style="list-style-type: none"> • <i>“As the hub of the Four Corners Region, Farmington [strives to have] the assets, services, and customer base needed to support the sustainable exchange of goods, services, recreation, entertainment, and education.”</i> • <i>“Farmington [strives to be] a hub of transportation and communication networks that promote the economic success, recreational opportunities, and social fabric of communities throughout the Four Corners Region”</i> • <i>Consider adding “strengthening local and regional partnerships to promote future economic growth”</i> • <i>Consider adding “forming partnerships to accomplish mutual goals”</i>
<p>Other considerations/opportunities</p>	<ul style="list-style-type: none"> • <i>Too wordy; consider simplifying it and using more realistic/feasible words</i> • <i>Add words like ‘striving to’ to this and other vision statements</i> • <i>People concerned not only with connections within but to Farmington</i> • <i>Consider changing the word CONNECTION with BUSINESSES</i> • <i>Add ‘multigenerational’ to vision statement or opportunities</i> • <i>Promote family owned and operated businesses</i> • <i>Improve communication about City projects (i.e. people don’t seem to be away of transportation plan , airport plans/changes, railroad discussions)</i> • <i>Continue to work on fiber optic redundancy</i> • <i>Collaborate with Educational Institutions to develop 4-year College Programs and Apprenticeships</i> • <i>Improve safety, hours, stops, and routes for the Red Apply Transit</i> <p><i>“Reconfigure the bus system so buses run back and forth on major streets, not in big loops. Have bus lines along Apache, Main or Broadway, 20th, 30th, Butler, Dustin, Hutton, etc. so everyone knows where to catch the bus.”</i></p>

6. Feedback on the Jolt your **CONNECTION** opportunities. Questionnaire respondents were asked to expand on and/or add to the opportunities listed on the left side of the table.

Opportunities	Feedback
<p><i>Provide inclusive and complete transportation services; become a regional transit hub</i></p>	<ul style="list-style-type: none"> • <i>Provide a reliable shuttle service to neighboring airports</i> • <i>Provide a bus service to Albuquerque</i> • <i>Develop an interdependent trail system (for walking, biking) apart from motorized traffic</i> • <i>Align communications efforts with Four Corners Economic Development goals to expand regional fiber optic/broadband</i> <p><i>“Have Farmington pursue ability to build and offer fiber optic infrastructure - start with developing robust fiber optic infrastructure in the Animas District, an underutilized and somewhat blighted area that is in an attractive area (between river and historic downtown). This would provide</i></p>

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

	<i>incentive for new businesses and ventures to develop in the Animas District. See muninetworks.org"</i>
<i>Improve local parks and their connectivity via the Riverwalk and other trails</i>	<ul style="list-style-type: none"> • <i>Develop a visual/informative trail guide</i> • <i>Promote local businesses via wayfinding on trails</i>
<i>Embrace our rivers as recreation and destination nodes integrating private business</i>	<ul style="list-style-type: none"> • <i>Consider making Farmington a Hot Air Balloon destination</i> • <i>Address empty buildings</i> • <i>Collaborate with businesses and community groups to increase (perception of) safety on trails</i> • <i>Collaborate with Navajo Nation to promote recreational activities</i> • <i>Protect and expand the riparian forests and floodplains</i>
<i>Continue to investigate the feasibility of a railroad</i>	<ul style="list-style-type: none"> • <i>Another contested opportunity, while about some people feel strongly about bringing in the rail to support industries, many more feel like the time has past</i>
<i>Attract emerging industries while supporting existing businesses and employees with infrastructure and training from the ground up</i>	<ul style="list-style-type: none"> • <i>Remove the last part 'from the ground up'</i> • <i>Bring in businesses that are conducive to skilled jobs</i> • <i>Collaborate with Educational Institutions to develop 4-year College Programs and Apprenticeships conducive to competent salaries</i> • <i>Work with existing businesses to get them involved in improving/promoting Farmington's assets</i> • <i>Advance and encourage new tech application and entrepreneurship</i> • <i>Asses the feasibility of forming an Art Cooperative with Navajo Nation to become a unique source of Native American Art (on- and/or offline; market through festivals, etc)</i> • <i>Collaborate with strong local service companies for their top employees to help train others; and grow/strengthen the labor force.</i>

7. Feedback on the Jolt your PEOPLE vision statement

<i>What</i>	<i>Feedback</i>
<i>Word choices</i>	<p><i>Empower</i> <i>"Overused and doesn't seem to apply to visitors"</i></p> <p><i>People</i> <i>"feels impersonal"</i></p>

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

	<p>Hospitable <i>"not a word that describes a place I want to be but a place I could tolerate"</i></p> <p>Jolt: <i>Not pleased with this word</i></p>
Alternative statement	<ul style="list-style-type: none"> • <i>"Farmington continues to develop a diverse, innovative, and inclusive economy where quality of life is a priority"</i> • <i>"The vision of the community is to promote a high quality of life for all people through a diversified and innovative economy that promotes businesses, entrepreneurship, and public services that provide for a safe, attractive, and hospitable place all of those who live, work, play, and stay in our city."</i> • <i>"Farmington is a city providing substantial growth and development opportunities for its people"</i> • <i>"Farmington provides its visitors with endless opportunities for recreation and entertainment, and provides its residents a safe, attractive, and robust community in which to grow their businesses and raise their families."</i> • <i>"Farmington attracts visitors with its hospitality and liveliness and empowers its residents with a diverse and innovative economy."</i>
Other considerations/opportunities	<ul style="list-style-type: none"> • <i>Develop a sense of pride in their city</i> • <i>Collaborate with the Convention and Visitors Bureau (CVB) to promote customer service at public facilities – to "showcase friendly, pleasant, helpful members of our city as they interact naturally with our [residents] and visitors."</i> • <i>Include education in the statement and/or opportunities –"the college and education should be our crowning jewels. Education to the highest power should be what all the city goals should include in their vision statements"</i> • <i>Enhance financial support to help downtown businesses meet the costs of mandatory upgrades –"it would encourage local entrepreneurs in our community..."</i> • <i>Consider adding 'alternative energy' and 'housing' to the opportunities</i>

8. Feedback on the Jolt your **PEOPLE** opportunities. Questionnaire respondents were asked to expand on and/or add to the opportunities listed on the left side of the table.

Opportunities	Feedback
<p><i>Attract a diversity of job types that are adaptive to changes in the economy focusing on</i></p>	<p>Other opportunities:</p> <ul style="list-style-type: none"> • <i>Develop programs to attract/support alternative energy innovation</i> • <i>Provide constant, innovative work force training. –"improved training for the Service Workforce is needed, specifically restaurant wait staff and hospitality worker"</i>

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

<p>industrial/manufacturing and outdoor recreation</p>	<ul style="list-style-type: none"> • Develop programs to attract and retain more qualified specialized medical professionals to the area • Promote Farmington as a place to start a business at business schools and outdoor recreation oriented colleges. • Collaborate with educational institutions so their programs cater to the needs of the area • Facilitate the cooperation between SC County, Navajo Nation, Aztec, and Bloomfield officials. • Expand regional fiber optic/broadband • Target development of the Animas District that will serve as a future hub
<p>Update regulations and programs to allow for more flex work spaces, live/work units and cottage businesses</p>	<p>Other opportunities:</p> <ul style="list-style-type: none"> • Review/improve parking requirements for cottage business
<p>Develop and promote facilities and amenities for all stages of aging from active-retirement communities to assisted care living</p>	<p>Suggestion:</p> <ul style="list-style-type: none"> • Replace amenities with housing • Crucial to also have opportunities for the youth and for residents with limited mobility • Reach out to current and future retirement communities to ensure development of relevant amenities that will attract residents and employees <p>Other opportunities:</p> <ul style="list-style-type: none"> • Assess housing needs and develop programs to promote the building/upkeep of affordable, quality housing options for all residents – “not just for low income. Middle income families also struggle with the cost of housing/rent.”
<p>Leverage Non-Governmental Organizations (NGOs) to strengthen social assets and community resilience</p>	<p>Other opportunities:</p> <ul style="list-style-type: none"> • Support organizations/events that attract people of all ages and diversities to the area • Leverage culture to strengthen social and community unity • Allow the community to take action: -“promote civic pride, clean-up efforts, and youth/student mentoring programs”
<p>Improve safety</p>	<p>Suggestion:</p> <ul style="list-style-type: none"> • Complete sentence with specific goals -improve safety of...: streets and parks, across the City, etc

QUESTIONNAIRE #2 SUMMARY

Vision & Opportunities

Facebook Poll Summary

Results to be provided.

Next Steps

Based on this feedback a new set of vision statements and opportunities will be developed and discussed/refined with the Plan's Steering Committee.

Please note that there will continue to be opportunities to participate in Navigating Farmington's Future. Please get involved and invite your peers to do the same. Your input is key to the success of this Plan.

Visit <http://fmrn.org/865/2040-Comprehensive-Plan> to learn more.