

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 largely 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 diverse, healthy and sustainable economy for the future.

QUESTIONNAIRE #3 SUMMARY: JOLT OUR FUTURE

What was this third questionnaire all about?

As the plan transitioned into its third phase, the City wanted to involve the community in identifying the economic trends with the most potential to bring positive change to Farmington's residents. For this reason, on January 30th, the City put together the Jolt Our Future event ([video recap here](#)) that brought together over 200 people to learn about and discuss current and future trends for the city. Due to time constraints, there were only four topics: Outdoor Recreation, Retirement Communities, Broadband Connectivity, and the Film Industry. However, we know that there are other opportunity areas with the potential to transform Farmington. This questionnaire was an attempt to hear from the community what these other areas may be.

How was the questionnaire developed?

The questionnaire was developed using the Survey Gizmo platform. The intention behind this third questionnaire was to more fully understand the impact of existing and future economic development efforts by the City of Farmington. The questionnaire asked for feedback on the four topics discussed at the Jolt Our Future event as well as on other economic opportunities with the potential to bring positive change to Farmington. Additionally, the questionnaire asked participants to share input on potential programs and partners.

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 to learn more. Your time and knowledge will make a difference in navigating Farmington's future.

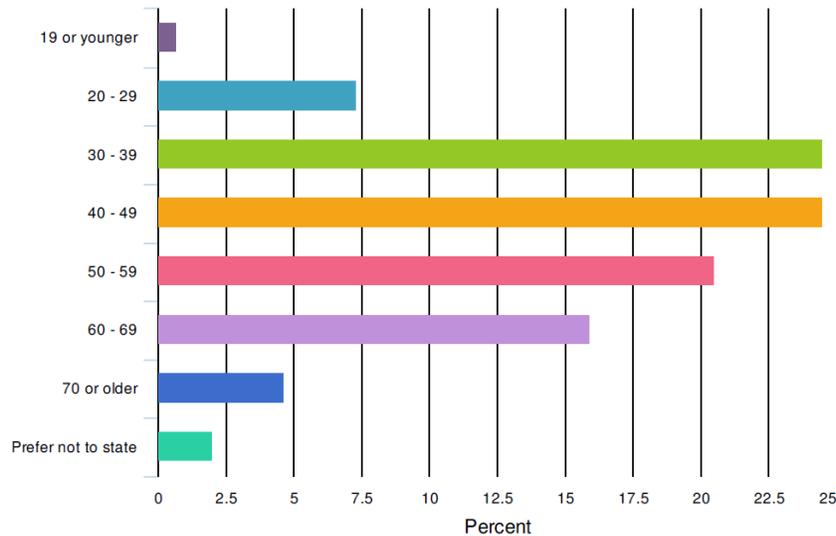
QUESTIONNAIRE #3 SUMMARY

Jolt Our Future

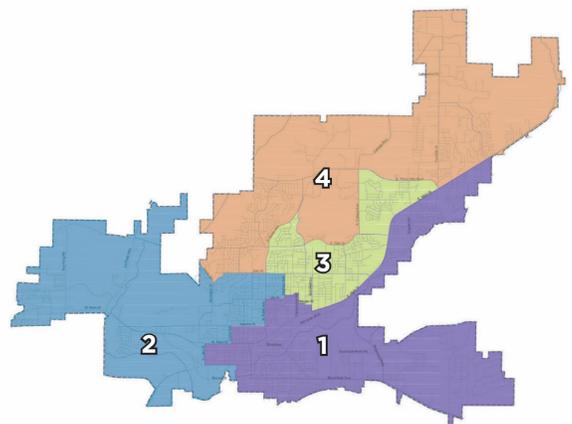
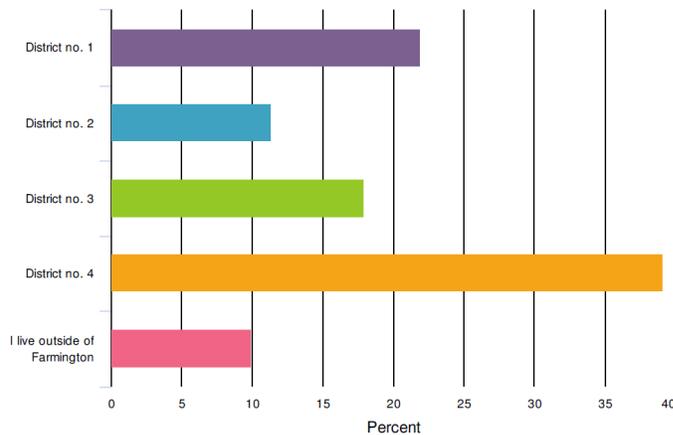
WHO WE HEARD FROM

In total, we heard from 196 individuals. Of these, 158 completed the questionnaire in full, and 38 only partially, resulting in a participation rate of 81%. 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: 151)*



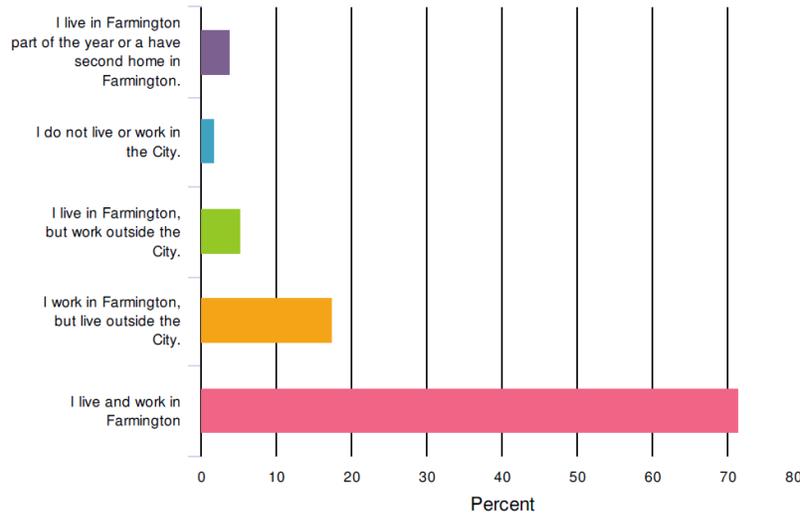
2. *What is the general location of your neighborhood and/or business? (Responses: 151)*



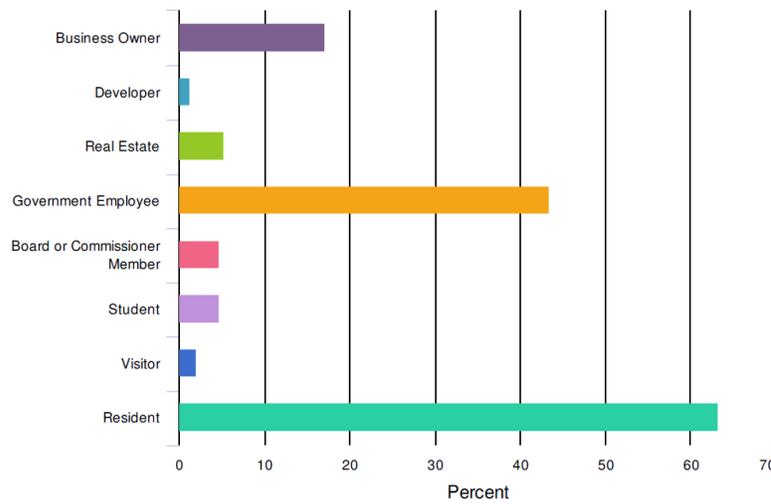
QUESTIONNAIRE #3 SUMMARY

Jolt Our Future

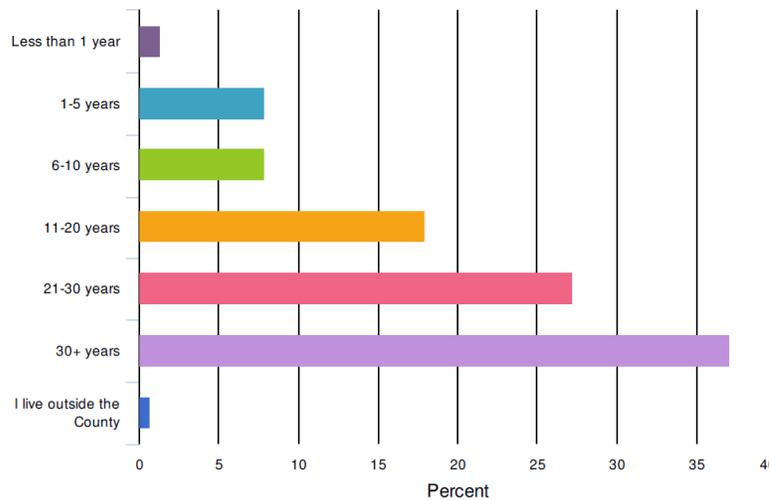
3. Do you live or work in Farmington? (Responses: 151)



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: 151)

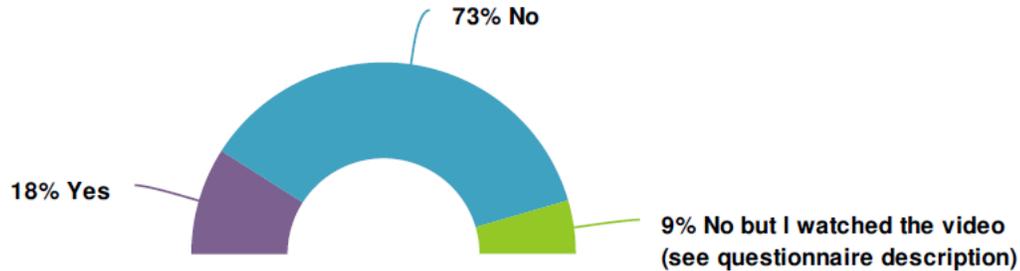


QUESTIONNAIRE #3 SUMMARY

Jolt Our Future

WHAT WE HEARD

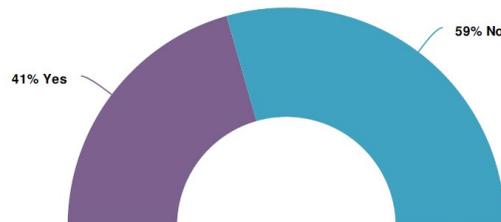
1. *Did you make it to the Jolt Our Future event on Thursday, January 30th? (Responses: 188)*



Our virtual audience: while only 18% or 34 questionnaire respondents made it to the event, as of writing this report, the Facebook live stream video has had over 1.5K views.

MANY THANKS TO THE TEAM THAT FABULOUSLY LIVE STREAMED/FILMED THE EVENT!

2. *From the topics discussed at the event: Outdoor Recreation, Retirement Communities, Broadband Connectivity, and the Film Industry, is there something that wasn't mentioned that you believe is important for the City to know about and and/or inform the public? (Responses: 51)*



Some comments received about the discussed topics

- “The topics were interesting, but it felt very inclusive to a certain group of people. The only one that I thought had a lot of potential to effect a good chunk of people was *broadband*, but that felt like it was just an explanation of what broadband is, not how Farmington can/will use it.”
 - City could **evaluate developing its own broadband utility and creating a high tech zone** with VERY fast internet in the Animas District.
- Build “**vertical alignment between City, San Juan College (SJC), and Farmington Schools** with regard to *Outdoor Recreation*.” Some ideas below:
 - SJC should re-activate Outdoor Recreational Instruction Program and should create a program that trains/certifies people in

Other topics suggested

- Hospitality Industry
- Alternative Energy Industry
- Improving Security
- More healthy local dining options – retirees will sure flock to these places
- Diversifying the entertainment options, especially for the youth
- Cultural tourism, i.e. “live demonstrations about traditional Navajo culture”
- Transition to renewable energy
- Reliable commercial service at Farmington airport.
- Improve Red Apple Transit routes: “operate on a grid system on major streets, instead of a couple of big loops”

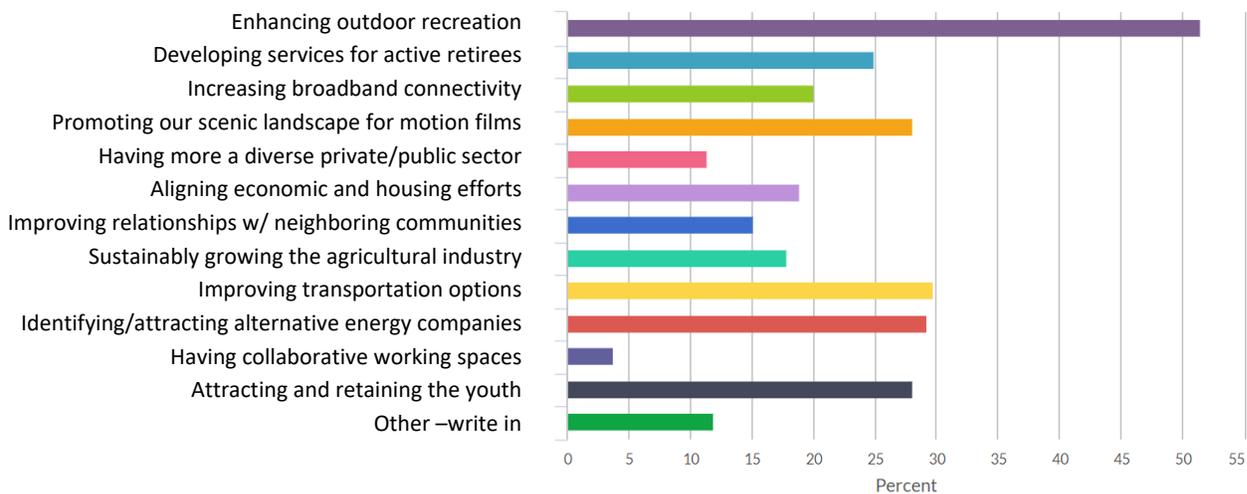
QUESTIONNAIRE #3 SUMMARY

Jolt Our Future

- constructing and maintaining outdoor recreational features and hardscape.
 - Farmington Schools should also become involved in creating mountain bike teams, crewing teams, etc. Should also connect somehow to City's Certified Parks program.
 - The City should also tie to SJ College's new accreditation as a Tree Campus
- Regarding *retirement communities*, the City should encourage the permitting and building of retirement communities **through tax incentives and zoning adjustments**

- Equestrian industry

2. *In addition to the efforts/programs discussed at the Jolt Our Future public event, what other economic opportunities do you think have the most potential to bring positive change to Farmington? (Choose your top three). (Responses: 537 – since people could choose up to three options...)*



Other responses were

- Have/promote a local theater and talent
- Better fund libraries
- Allow/promote pop-up shop opportunities pocket parks
- Develop a cultural sensitive tourism policy
- Strengthen education system, reduce poverty and crime level
- Incentives for oil, gas, and coal
- Promote more activities for kids
- Support sports development
- Improve routes and stops for public transit
- Have/enforce codes that keep houses and yards looking well
- Capitalize on urban solar fields to serve two purposes: power and parking
- Work with local small businesses with potential to grow base jobs
- Maintain and improve existing services

3. *Based on your top three choices, how do you think the new Comprehensive Plan can support these? In other words, what can the City do to grow this economic area and have it positively impact all residents? (Responses: 81)*

NOTE: Entries were categorized into five identified key themes: economy, public services and programs, housing and development, parks and outdoor rec, and transportation. Entries with an [N] preceding the sentence denote new suggestions not heard of in previous outreach efforts during the comprehensive plan update process.

THEME #1: ECONOMY

- [N] Expand employment opportunities by using **local contractors and youth**.
- [N] Offer incentives to the community to open **cultural/age-relevant businesses** (clubs for nightlife, unique art galleries, etc) conducive to attracting young, single people.
- [N] **Tax credit for industry.**
- [N] **"Implore the State of NM to get rid of income tax that is paid on Social Security benefits."**
- **"Reach out to companies that can help us move toward clean energy, warehousing, and tech jobs."**
- [N] **"Encourage more locally owned bars, breweries, and restaurants."**
- [N] **Actively participate in the transition to renewable energy; "start with providing energy for the city then expand to export it to other areas. The transmission lines are already there."**
- **"Design incentive programs to assist these sectors [discussed in the event/vivideo]."**
- **"Engage in proactive relationship building with the Navajo Nation and Colorado."**
- [N] **"Facilitate the establishment of collaborative working spaces to allow start ups the opportunity and of trying new product ideas that, in turn, would support a variety of other industries such as outdoor recreation, movie production, senior products or services, etc."**
- [N] Find ways to provide **"more resources for agricultural industry."**
- [N] **"Growing the agricultural industry will not only benefit the community economically, it will provide fresh options for healthful eating and also beautify the landscape, enticing visitors."**
- [N] **"Work with BLM to create a streamlined application process for use of their land while shooting a motion picture."**
- [N] **Assess potential of an outdoor film festival."**

THEME #2: PUBLIC SERVICES AND PROGRAMS

- [N] **Enhance collaboration with private sector – City should "be a partner, not the driving force."**
- More 'accessible' programs and amenities for **kids and adolescents**.
- [N] **Implement a youth council that interfaces with City Council.**
- Continue exploring ways to **attract/retain youth and seniors – "future positive growth."**
- [N] **Add vibrancy to downtown by "promot[ing] street vendors and performers" and by "inviting and allowing commerce to happen in the alley ways."**
- [N] **Promote "more festival type events with closed streets, bands and beer gardens."**
- **Ensure there is more access to medical care and behavioral health services.**
- [N] **"The City should focus on alignment of goals with other LGAs, SJ College, Farmington Municipal Schools, SJC, etc, and private entities & non-profits to make sure that proposed measures/goals are spread across many sectors and are implemented in a multi-faceted way. No one entity can achieve the goals by itself."**

QUESTIONNAIRE #3 SUMMARY

Jolt Our Future

- [N] “Have more robust interactions with **Four Corner Neighbors**, seek funding for better connectivity and fund the library better.”

THEME #3: HOUSING & DEVELOPMENT

- **Affordable and median cost housing** is essential to attract/retain workers, students, and retirees.
- “Build a riverfront-type development project to boost economy and tourism”.
- Develop (and connect) the area between Broadway and the river.
- Work with private entities to provide retirement living facility to include 3-step accommodations: independent/assisted living/nursing home.
- [N] “Tap into the **city’s west side** development potential.”
- [N] “I think that **beautification** of the city has its own potential to grow capital. [Improving city] appeal would make Farmington a place people want to become involved in and move to.”

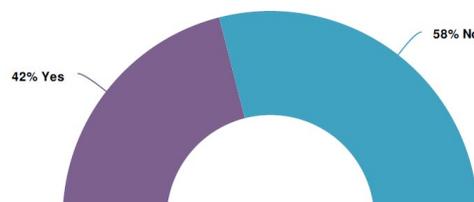
THEME #4: PARKS OUTDOOR RECREATION

- [N] Designate and promote outdoor rock climbing routes.
- [N] “Facilitate Meet and Greet at various parks during the summer months (similar to a **block party**) to get everyone talking and visiting again in their neighborhood park.”
- [N] “Work with tribal, state, and national agencies” to promote cultural tourism practices that respect and protect the natural environment and cultural heritage.
- Offer “**low fee or free outdoor activities** for locals.”
- Enhance trails safety by adding **more signage**, designating by user group (horse, ped, bike, etc).
- [N] Identify “local native sites and map/advertise simple trails so residents and visitors are encouraged to hike locally.”

THEME #5: TRANSPORTATION

- Improve **public transit** routes and stops (seating, shelters).
- More **taxi/ bus** services.
- Better **air travel**; “reliable air travel that will quickly take us to a major international airport would help attract and retain professionals.”
- Improve bicycle transportation – “this could be a good source of transportation and exercise for elderly and young people.”

4. Are you aware of any initiatives already working on this? (Responses: 76)



QUESTIONNAIRE #3 SUMMARY

Jolt Our Future

5. What is the initiative and the name of the individual or organization working on this?

<i>Initiative</i>	<i>Organization</i>
Agricultural enhancements; food safety →	Buy Fresh Buy Local NW New Mexico SJC Harvest Food Hub
Downtown revitalization →	City; Farmington Metropolitan Redevelopment Agency (MRA) , Main Street Program
Film →	City; Film Four Corners
Outdoor Recreation →	City; Outdoor Recreation Industry Initiative (ORII) , River Reach Foundation
Small Cells →	City; Farmington Electric Utility System (FEUS)
Economy →	City; Four Corners Economic Development

6. Can you suggest other ideas or potential partners?

- Facilitate the establishment of more **bike shops**
- Facilitate the establishment of **Non profits**
- More stores in the **Animas Valley Mall**
- Learn from Ridgway, CO's **beautification efforts**.
- Check out Ouray Via Ferrata and their **business model surrounding outdoor recreation** opportunities.
- Consult Stone Age Climbing Gym to assess potential for **indoor and outdoor rock climbing**.
- Standardize **Small Cells** so they can be installed for a modest price.
- Work with schools to develop **mountain bike teams** (and other sports teams) to expose kids to outdoor rec and sports and to attract sports competitions that bring in money and raise the City's profile
- Collaborate with the BLM, Navajo Nation, and SJC to clean up blight, trash and junk along the **corridors leading into the city** and to patrol and enforce regulation of these areas.
- More activities planned along the "newer" outdoor **rec hot spots**
 - Maybe 4th of July Trike Hike & Bike run for elementary and younger up behind Lake Farmington.
 - Sponsored nature walk and yoga in the glade.
 - Encourage food trucks on weekends in these newer outdoor venues.
 - Encourage local chefs to demo at the Farmers Market.

Next Steps

This feedback will be considered in the preparation of strategic goals, objectives and actions to achieve the vision for Farmington's future. These elements will be reviewed by the Technical Advisory and Steering Committees.

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

Visit www.fmtn.org/917/ to learn more.