



September 15, 2015

Dear Boulder Valley Resident:

Your response to the enclosed survey is extremely important.

You were randomly selected to receive this survey because you are a resident of the City of Boulder or the Boulder Valley planning area that is addressed by the Boulder Valley Comprehensive Plan (the Plan). The City of Boulder and Boulder County are working together with the community to update the Plan, and a cornerstone of the planning effort is resident input and involvement, including the enclosed survey. Your responses to these questions will help shape the plan policies and land use map to reflect what people in the community want the future to be like.

Thank you for your time and opinions.

This survey will take approximately 15 minutes to complete. Each question is important. The time you invest in completing this survey and your opinions will help shape the update process.

Please complete and return your survey no later than October 10, 2015.

To get a representative sample of people living in the Boulder Valley, this questionnaire should be completed by the adult (anyone 18 years or older) in your household who most recently had a birthday. That person's year of birth does not matter, as long as he or she is 18 years of age or older.

RRC Associates, an independent consulting company, is working on behalf of the city and county to administer this survey. They will compile the responses and present the results to the city and county.

Your responses will remain confidential.

Please return your completed survey in the enclosed postage-paid envelope. If you prefer to take the survey online, you can go to www.bvcpsurvey.com and enter the passcode _____. If you take the survey online, please recycle this paper copy because only one response from your household will be accepted.

The project webpage: www.BoulderValleyCompPlan.net contains a wealth of information about the Plan, including area maps, the Trends Report and data, subcommunity fact sheets, and how to get involved with the plan update.

If you have any questions, please contact Dave Belin with RRC Associates at 303-396-1600.

Sincerely,

Handwritten signature of Matthew Appelbaum in black ink.

Matthew Appelbaum, *Boulder Mayor*

Handwritten signature of Elise Jones in black ink.

Elise Jones, *Boulder County Commissioner*

Esta encuesta es sobre el futuro de Boulder. Sus respuestas a esta encuesta son importantes. Por favor, pídale a un familiar o amigo que hable inglés que le ayude a completar la encuesta. Gracias.

2015 Boulder Valley Comprehensive Plan Survey

The Boulder Valley Comprehensive Plan (“the Plan”) is a jointly adopted plan between the City of Boulder and Boulder County that has largely been in place since the 1970s. The Plan guides city/county shared responsibility for preservation, growth, and provision of services for the Boulder Valley (i.e., the City of Boulder plus portions of the adjoining unincorporated area). Implementation of the Plan takes place through numerous avenues, including regulations, programs, budgets, and initiatives, among others. The city and county update the Plan at least every five years, targeting particular areas that need improvements based on current needs and conditions.

The 2015 update currently underway has a few focus areas: livability and growth management, design, housing, and neighborhoods; as well as other emerging issues such as resilience, climate action, local foods, arts and culture, and age-friendly policies. Community engagement and input, of which this survey is a part, will play a key role in the update process and in confirming the Plan’s core values. More information can be found on the project webpage: www.BoulderValleyCompPlan.net.

Please provide your input via this survey. Your opinions are important and will help to shape the future direction of the Plan along with other community discussion. Please note that individual survey responses are strictly confidential – a third party consultant, not the city or county, is gathering and analyzing the data from this survey. Thank you for your participation!

1. How would you rate the overall quality of life in the Boulder Valley, taking all things into consideration?
 - Very good
 - Good
 - Neither good nor bad
 - Bad
 - Very bad
 - Don't know/no opinion
2. How would you rate your familiarity with the Boulder Valley Comprehensive Plan (the Plan)?
 - Never heard of it/know nothing about it
 - Don't know much about it
 - Know some things about it
 - Know quite a bit about it
 - Very familiar with it (e.g., understand its purpose, scope, objectives, etc.)
3. How closely would you say you have been following the discussions about the Plan update now taking place?
 - Not at all
 - Not too closely
 - Somewhat closely
 - Quite closely

COMMUNITY VALUES

Background: The Plan sets forth a series of long-standing community values/aspirations for the future of the Boulder Valley that demonstrate the community’s commitment to sustainability and meeting its environmental, economic and social goals. It is important during each Plan update to assess the community’s feedback on these values. The values currently identified in the Plan are:

- a. A compact community surrounded by preserved open space
- b. A community that practices **environmental** stewardship and **climate** action
- c. A place with a unique **identity and sense of place**, with great **neighborhoods** and **public spaces**
- d. A **welcoming** and **inclusive** community, with a culture of **creativity** and **innovation**
- e. A **healthy** community where people’s well-being is supported
- f. A vibrant **economy** based on Boulder’s quality of life and economic strengths
- g. A diversity of **housing** types and price ranges
- h. An all-mode **transportation** system to make getting around (with or without a car) easy and accessible to everyone
- i. Strong **city and county** cooperation to carry out the Plan

4. Are there any additional core values not included in the above list that you think should be emphasized by the Plan?

5. Are any of the core values in the above list no longer important, or in need of clarification/modification? (If yes, write in letters corresponding to the values, along with any comments you might have. If not, leave blank.)

6. Which of the values do you believe are in greatest need of increased attention in the coming years? Please insert letters from the list of values to indicate your top 3 priorities (or write in if not listed). You may identify up to three priorities that need increased attention in the near future.

_____ 1st Priority for increased attention (Or write in if not listed: _____)

_____ 2nd Priority for increased attention (Or write in if not listed: _____)

_____ 3rd Priority for increased attention (Or write in if not listed: _____)

7. In the past year, people have expressed varying sentiments about the state of the community and the general direction it is heading regarding redevelopment, growth, and design. Which of the following statements best reflects your views about recent trends of growth and change in the community?

- The community is generally heading in the right direction.
- The community is generally heading in the wrong direction.
- Mixed reaction; in some ways things are heading in the right direction, in other equally important ways the wrong direction.
- Other: _____
- Don't know / no opinion

Any comments on your response? _____

COMMUNITY LIVABILITY AND GROWTH MANAGEMENT

Background: The Boulder Valley Comprehensive Plan supports preservation and enhancement of the physical, social, and economic assets of the community. It intends that the city be compact and surrounded by preserved open space and rural areas. The Plan also states that growth is accommodated in certain redevelopment areas and limited infill areas, and only if it adds significant value to the community. Annexation may also provide some limited potential for expansion at the edge of the community. The Plan also calls for growth to pay its own way, with the requirement that new development pay the cost of providing needed facilities and an equitable share of services including affordable housing, and that growth mitigate its negative impacts.

In 2015, the City of Boulder is estimated to have approximately 45,700 housing units, just under 105,000 residents, and close to 100,000 jobs. The city is an employment center, with more people commuting in for jobs than out. By 2040, based on current zoning and historic average growth rates, the city may see an additional 6,300 housing units (including CU dorms), approximately 18,200 new residents, and approximately 18,500 new employees. There is less land zoned for future housing than for future jobs, so the balance of housing and jobs could become further tipped toward jobs. Additionally, because the city has little vacant land and an urban growth boundary, future growth within the Boulder Valley will result mostly from redevelopment in the city. *More information about trends and growth projections can be found at www.BoulderValleyCompPlan.net.*

8. **Jobs / housing mix:** The Plan recognizes Boulder's role as a major employment center. This has resulted in both positive benefits such as economic prosperity and tax revenues to support services, as well as negative impacts including significant in-commuting and high demand for existing housing. The Plan prescribes seeking opportunities to add housing by encouraging new housing and mixed use neighborhoods and converting industrial uses to residential uses in appropriate locations, while recognizing that the city will continue to be an employment center.

We would like to understand your preferences regarding the future balance of jobs and housing in the Boulder Valley, in light of the background information above.

8a. Which of the following statements best represents your preference regarding the future growth of jobs in the Boulder Valley?

- Boulder should increase the current potential for additional jobs.
- Boulder should maintain the current potential for additional jobs.
- Boulder should reduce the current potential for additional jobs.
- Other: _____
- Don't know / no opinion

8b. Which of the following statements best represents your preference regarding the future growth of housing in the Boulder Valley?

- Boulder should increase the current potential for additional housing.
- Boulder should maintain the current potential for additional housing.
- Boulder should reduce the current potential for additional housing.
- Other: _____
- Don't know / no opinion

9. **Rate of housing unit growth:** The average annual rate of housing unit growth within the City of Boulder over the past five years has been approximately 0.8% (i.e., approximately 350 units per year). The intent of Boulder’s Residential Growth Management System is to limit housing permits to an average growth rate of 1% per year (with selected exemptions such as for permanently affordable housing and in mixed use projects). All new housing must meet land use regulations and standards.

Some people think the current system artificially limits housing potential and results in higher housing prices. Others think the rate of new housing growth under current regulations is appropriate, or should be limited further. Which of the following best reflects your view?

- The city should not limit the rate of housing growth, but instead allow normal market fluctuations in the growth rate.
- The city should maintain its system of limiting the rate of housing growth (no more than 1% per year on average).
- The city should reduce the rate of potential housing growth (i.e., less than 1% per year on average).
- Other: _____
- Don’t know / no opinion

10. **Rate of new commercial growth:** The city does not manage the rate of commercial growth (i.e., non-residential uses including retail, office, industrial and educational); however, all new commercial development must meet standards and regulations. In 2015, City Council approved a linkage fee so that new commercial development helps pay for the construction of permanently affordable housing units related to the new employees that are generated. Over the past 20 years, the pace of commercial and industrial building and jobs has fluctuated, including the “great recession” when little building occurred and unemployment increased, as well as a period of higher growth in the past few years.

Some people think the current rate of commercial/jobs growth is having negative impacts on quality of life, while others think the commercial development is sustaining Boulder’s economic vitality and adding benefits. Which of the following best reflects your view about the rate of commercial growth?

- The city does not need to manage the rate of commercial growth; allow normal market conditions, which tend to fluctuate from year to year, to prevail, so long as any new commercial development meets all applicable zoning and land use regulations.
- The city needs a system to limit and slow the rate of commercial growth.
- Other: _____
- Don’t know / no opinion

11. **Mixed use development:** The Plan encourages mixed use development to revitalize appropriate areas, including within some commercial centers/industrial areas and along major streets with transit centers or stops. “Mixed use development” combines two or more different types of land uses (such as residential and commercial) in close proximity, either in the same building or in separate buildings on the same lot. Examples include Boulder Steelyards at 30th and Bluff, the Uptown Broadway area near Broadway and Yarmouth, Pearl Street east and west of the downtown mall, and Boulder Junction (30th and Pearl).

Some people say that mixed use is environmentally advantageous, promotes a greater diversity of housing types and price ranges, and promotes walkability, transit, and reduced reliance on automobiles. Others say that mixed use, with typically more intense activity accompanied by increased height and mass, can be disruptive to desired community character and can cause congestion. Which of the following statements best represents your opinion regarding the encouragement of mixed use within commercial hubs and along major arterial roads?

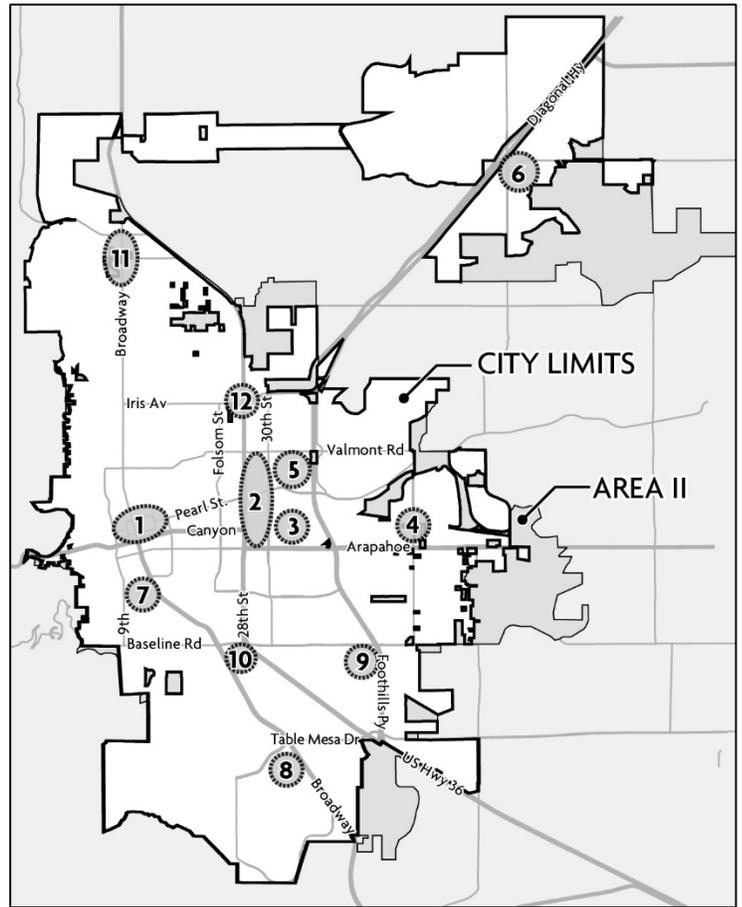
- I generally support the encouragement of mixed use developments in these locations.
- I believe there are positive and negative tradeoffs; mixed use is beneficial in limited areas of the city. Mixed use with higher densities should be encouraged only in carefully defined areas of Boulder.
- I generally oppose more mixed use developments. Further mixed use development should be discouraged. Additional such developments are not desirable within the community and their negative impacts would outweigh any positive attributes.
- Other: _____
- Don’t know / no opinion

Any comments on your response? _____

12. **Locations for future concentrated activity:** The Plan encourages concentrated activity in certain locations of the city such as along major streets with services, while discouraging intensive activity or redevelopment in other locations (e.g., open space and single-family neighborhoods). North Boulder along Broadway, Boulder Junction (30th and Pearl), and Gunbarrel Town Center are examples of places that were planned with community involvement and have redeveloped over the years according to the Plan policies.

Which locations, if any, should the city emphasize for planning for redevelopment and future mixed use concentrated activity? (Select all that apply; refer to map)

- 01) Downtown Boulder
- 02) 29th Street Center and 28th/30th Street corridor
- 03) North of Arapahoe between 30th and 38th Streets
- 04) 55th and Arapahoe
- 05) Boulder Junction (30th and Pearl)
- 06) Gunbarrel town center
- 07) University Hill commercial area
- 08) Table Mesa Center
- 09) Meadows Community Center
- 10) Basemar (near Baseline and Broadway)
- 11) North Boulder/North Broadway
- 12) Diagonal Plaza
- 13) Other: _____
- 14) None of the above



13. **Community benefit from development:** The Plan states that development must provide significant value and community benefits that improve the quality of life of residents. Following are a list of selected types of benefits that new development could provide.

- a. Be built with exceptionally high-quality design and materials
- b. Provide permanently affordable housing
- c. Exceed standards for energy conservation, reduced carbon footprint, and use of renewable resources
- d. Limit height and/or protect views
- e. Minimize automobile use and promote alternative modes of transportation or non-single occupancy vehicles
- f. Pay for necessary related new infrastructure such as intersection improvements, bike paths and pedestrian ways
- g. Provide accessible and useable public spaces – plazas, courtyards, seating, art, etc.
- h. Provide a unique economic opportunity for the city

Which of the above requirements for new development do you believe are the most important? Please insert letters from the list above to indicate your top three priorities (or write in if not listed).

_____ 1st Priority for developer requirement (Or write in if not listed: _____)

_____ 2nd Priority for developer requirement (Or write in if not listed: _____)

_____ 3rd Priority for developer requirement (Or write in if not listed: _____)

What additional examples of “community benefit” not listed above do you believe are important?

14. **Building height:** The City Charter limits the height of all buildings constructed in the city after 1971 to 55 feet (as measured from a low point 25 feet away from a building), although in most areas of the city, zoning limits the height to 35 or 40 feet unless a taller height is approved as part of a Site Review process. In some areas such as downtown, the Boulder Valley Regional Center (28th/29th Street shopping area), and Boulder Junction, the Plan and specific area plans anticipate more urban, mixed-use, and walkable development, and thus the zoning permits more intense development in terms of density (number of units per acre) and floor area. In these locations, it is more common to see height modification requests for up to 55 feet if it is demonstrated through the Site Review process that the height and design is consistent with a specific area plan or with the existing surrounding development context. Site Review also requires projects to be of a higher level of quality than by-right developments. High land values and scarce redevelopment sites often encourage property owners to seek height modifications to build to 55 feet. Which of the following statements best represent your opinion regarding the height of new buildings in the City of Boulder? (Select all that apply)

- Buildings taller than 55 feet might be OK in some parts of Boulder.
- Buildings up to 55 feet are generally OK in most commercial areas of Boulder or if they are consistent with a specific area plan.
- Buildings up to 55 feet might be OK in a few selected areas of Boulder only if they provide a number of community benefits listed in Question 13 above and meet all other standards and regulations.
- Buildings up to 55 feet might be OK in a few selected areas of Boulder if the quality and design of the buildings and public spaces is exemplary and they meet all other standards and regulations.
- Buildings above 35 or 40 feet should be prohibited in the City of Boulder.
- Other: _____
- Don't know / no opinion

Any comments on your response? _____

NEIGHBORHOODS

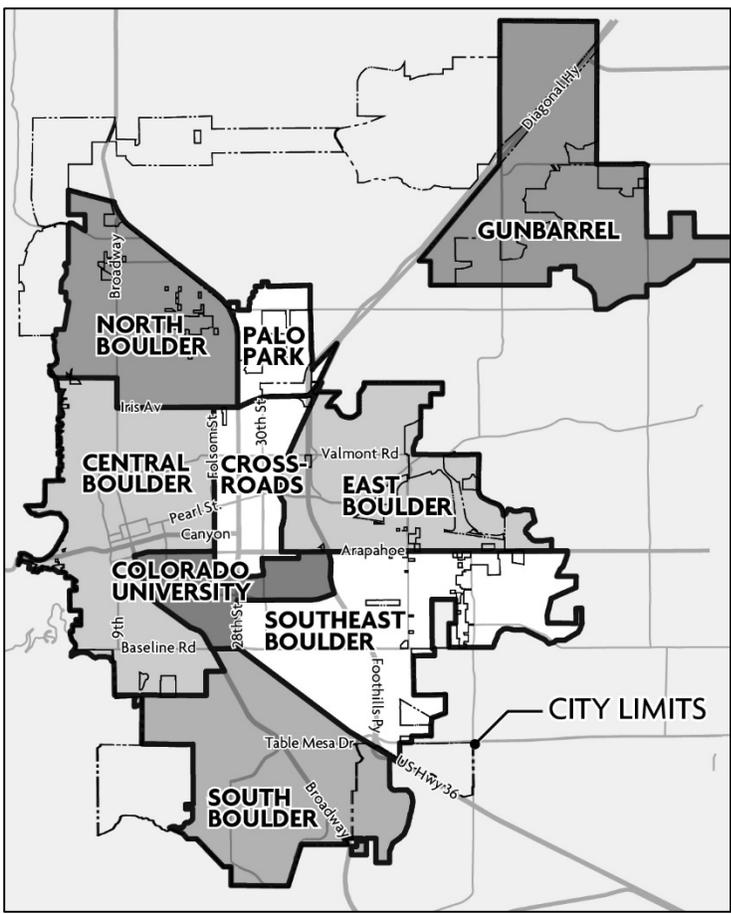
The Plan includes policies to foster neighborhoods as unique places for community interaction and emphasizes support for existing residential neighborhoods. It also identifies nine unique areas (sub-communities) within Boulder that are larger than neighborhoods that serve as a way to gather data and information about different parts of the community.

15. Where do you live? (refer to map)
- Gunbarrel
 - North Boulder
 - Palo Park
 - Crossroads
 - Central Boulder
 - East Boulder
 - Colorado University
 - Southeast Boulder
 - South Boulder
 - Outside these areas / rural

16. Neighborhoods are smaller geographic areas than what is shown on the map. Which neighborhood do you live in?

OR Don't know or don't consider myself as living in a neighborhood

17. How would you rate the overall quality of life in your neighborhood (or where you live), taking all things into consideration?
- Very good
 - Good
 - Neither good nor bad
 - Bad
 - Very bad
 - Not applicable or don't know



18. What do you like MOST about your neighborhood (or the area where you live) that should be preserved or protected? (Select all that apply)

- 01) Access to trails and open space
- 02) Affordability
- 03) Ease and pleasantness of walking / biking to places I go
- 04) Most of the places I regularly go are within a 15-minute walk
- 05) General level of safety
- 06) Housing styles, types, and character
- 07) Location near bus transit
- 08) Mix of owner-occupied and rental units
- 09) Mostly owner-occupied units
- 10) Mostly rental units
- 11) Overall cleanliness and maintenance
- 12) Parks and public spaces
- 13) Quiet / low noise and traffic levels
- 14) Other: _____
- 15) Nothing / none of the above

19. What do you like LEAST about your neighborhood (or the area where you live) that you would most like to improve? (Select all that apply)

- 01) Affordability
- 02) Doesn't feel safe
- 03) Doesn't seem clean or well-maintained
- 04) Far from bus transit
- 05) Hard or unpleasant to walk / bike to nearby destinations
- 06) Most of the places I regularly go are farther than a 15-minute walk
- 07) Housing styles, types, and character
- 08) Lacks access to trails and open space
- 09) Lacks nearby parks or public spaces
- 10) Mostly rental units
- 11) Mostly owner-occupied units
- 12) Mix of owner-occupied and rentals
- 13) Too much noise and traffic
- 14) Other: _____
- 15) Nothing / none of the above

20. Over the past five to ten years (or since you have lived there), has your neighborhood (or the area where you live) improved, gotten worse, or stayed the same as a place to live, taking all things into consideration?

- Improved
- Gotten worse
- Stayed the same
- Some things have improved and other equally important things have gotten worse
- Don't know / no opinion

What factors influence your response? _____

21. The city is revitalizing its neighborhood outreach and programs with the new role of a neighborhood liaison. What neighborhood programs, improvements, or outreach services would you like to see emphasized by the city? (Select all that apply)

- Better information from the city about services, programs, and policy changes and proposals
- Civic or leadership training
- Small grants and funding for priority neighborhood projects
- Support to improve neighborhood livability (e.g., services needed, amenities, infrastructure)
- Support for neighborhood events and fostering interaction among neighbors (e.g., block parties)
- Support land use planning at local level
- Support disaster preparedness and communications planning
- Other: _____
- None of the above

ADDITIONAL COMMENTS

22. Do you have any additional comments or suggestions that you would like to offer regarding the Boulder Valley Comprehensive Plan?

DEMOGRAPHICS

Finally, just a few more questions about yourself, for grouping purposes only . . . As a reminder, all individual responses are confidential.

23. Do you live in:

- City of Boulder
- Unincorporated area of Boulder County

24. About how many years have you lived in the Boulder Valley?

_____ years (Enter 0 if less than 6 months)

25. Including yourself, how many people live in your household?

_____ people, including yourself (Enter 1 if you live alone)

26. Are you employed?

- Yes
- No (**GO TO Q. 29**)

27. Where do you work?

- Boulder
- Louisville
- Broomfield/Interlocken
- Denver
- Lafayette
- Longmont
- Jefferson County
- Other: _____

28. Do you ever work at your home?

- No
- Yes, my business is out of my home
- Yes, I always work at home instead of my employer's location
- Yes, sometimes I work at home instead of my employer's location, sometimes at my employer's location
- Other: _____

29. Are you a full- or part-time university or college student?

- No
- Yes, at the University of Colorado Boulder campus
- Yes, at Naropa
- Yes, somewhere else

30. Please check the one box that most closely describes the type of housing unit you live in.

- A single-family home
- An apartment in an apartment complex
- An apartment in a single-family home
- A condominium or townhouse
- A mobile home
- Group quarters (sorority/fraternity house, dorm, nursing home – go to Q. 32)
- Other: _____

31. Do you own or rent your residence? (If you own a mobile home but pay a lot fee, then you own your residence.)

- Own
- Rent
- Other: _____

32. What is your age?

- Under 20
- 20 to 39
- 40 to 54
- 55 to 74
- Over 74

33. Do any of the following live in your household?

- | <u>Yes</u> | <u>No</u> | |
|--------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Children age 12 or younger |
| <input type="checkbox"/> | <input type="checkbox"/> | Teenagers age 13 to 18 |
| <input type="checkbox"/> | <input type="checkbox"/> | Adults age 65 or older |
| <input type="checkbox"/> | <input type="checkbox"/> | Anyone with a long-term disability |

34. Which of these categories best describes the total gross annual income of your household (before taxes)?

- Less than \$50,000
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 or more

35. Are you of Chicano/Chicana/Mexican-American, Latino/Latina, or Hispanic origin?

- Yes
- No

36. Which best describes your race? (Please select all that apply)

- White
- Asian or Pacific Islander
- American Indian, Eskimo or Aleut
- Black or African American
- Other, please specify: _____

37. What is your gender?

- Male
- Female

38. Would you be interested in participating in additional opinion surveys or focus groups regarding the Boulder Valley Comprehensive Plan update?

- No
- Yes → Thank you! Please provide your email address so we may contact you.

(Your email will be used solely to contact you for follow-up research; you will not be added to any lists and your responses will not be linked to your contact information.)

(OPTIONAL)

- Yes, sign me up for the City of Boulder Planning Department email list for periodic email updates on the BVCP process. Please provide your email address if you haven't done so above:

**Thank you for taking the time to share your opinions.
Please return your survey in the enclosed postage-paid envelope.**