

An Analysis Of The
COMMUNITY GENERAL PLAN SURVEY
City Of Monticello, Utah

Between October 2025 and February 2026 the City of Monticello conducted a survey to obtain information useful in preparing their general plan. City staff and the City Council determined the survey would solicit demographic information, perspectives on the community and its future outlook, how the respondents interacted with the City and if city services met their needs, how frequently participants attended or listened to City Council meetings, the media used by respondents to learn about City activities, and whether participants believed there was a housing shortage in the city and what might be done to address it.

Survey data were captured online via a survey link on the City's website and by hardcopy responses. The latter were manually entered into the survey database by City staff. The data were automatically time stamped and an identification number assigned by the software. Survey responses were output as a comma-separated values spreadsheet (CSV) which was subsequently uploaded to a FileMaker Pro database for the analysis. The completed database contained 68 fields and 219 records.

The 2027 General Plan currently under development has eight topics, called elements, three of which are required by Utah law and the others were selected by City Council as topics important to residents. In addition, there are specific requirements for notifying the public about the plan and how they can provide comments and suggestions. The survey provided information useful in describing and addressing the elements and revealed how respondents preferred to receive communications from the City.

TENTATIVE CORRELATION OF SURVEY QUESTIONS WITH 2027 GENERAL PLAN REQUIREMENTS

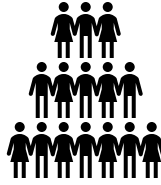
2027 General Plan requirements	Applicable survey questions
Economic Development	Q3, Q4, Q5, Q7; Comments in several questions
Energy Conservation	Comments in several questions
Land Use	Q1, Q2, Q3, Q4; Comments in several questions
Moderate Income Housing	Q15, Q16, Q17; Comments in several questions
Parks & Recreation	Q1, Q2, Q6, Q7; Comments in several questions
Public Notification	Q11, Q12, Q13, Q14
Public Services & Facilities	Q7, Q8, Q9, Q10; Comments in several questions
Transportation network	Comments in several questions
Water Use & Preservation	Comments in several questions

The survey included eleven questions where written comments, suggestions, and concerns could be included. Many of the respondents addressed multiple topics that were not congruent with a specific question but which contained useful information. Therefore, the comments are analyzed in separate sections organized by plan elements rather than the questions that prompted the

responses. Some comments asked the City to undertake actions that Utah law might preclude, but such comments were included because they provide City administrators with a better understanding of what respondents want and where the City might better communicate its limits and processes.

The analysis examined responses to survey questions, displayed data in charts and tables, and summarized the primary results for the questions. The analysis then examined survey results as they pertained to the elements in the 2027 General Plan, including some specific comments, suggestions, and cautions provided by survey respondents.

Prepared by
Lee A. Bennett
Bennett Management Services, LLC
Monticello, UT
February 25, 2026



DEMOGRAPHIC INFORMATION

To put survey data into local perspective, census-based data projections were used to compare with survey responses pertinent to demographics. The high percentage of young people reflected the City's effort to ensure that the ideas of future City residents was considered.

SURVEY CONGRUENCE WITH CENSUS-BASED PROJECTIONS FOR MONTICELLO

Attribute	Census-based ¹	Survey data	Survey Congruence
Population	1,757	219	12% representation
Median age	37.6 years	45.5 years estimated	About 8 years older
Aged 65 and older	107	43	Age brackets not a good match
Aged 18-64 years	61	168	Age brackets not a good match
Avg Household size	2.9	About 2	Slightly smaller
Median income	\$30,445	\$61,000 estimated	About \$30k higher
Gender	Approximately equal	29% male, 40% female, 30% not reported	Uncertain
Race	97% white	Not included	Unknown

SURVEY RESPONSES BY AGE GROUP AND GENDER

Age Group	Males	Females	Prefer Not to Say	% Responses
14-25	2	3	58	28.8
26-35	14	17	0	14.2
36-45	13	25	1	17.8
46-55	11	13	1	11.4
56-65	5	10	2	7.8
66-75	8	10	1	8.7
76 +	11	11	3	11.4
% Responses	29.2	40.6	30.1	

Many people find it easier to think of age in terms of popular generational categories like "Baby Boomer" and "Gen X." The city age groups were not an exact correlation with the generational labels, but based on the equivalencies shown in the table below, selected survey results were examined for the effect that participant age might have had on responses.

GENERATIONAL EQUIVALENTS OF CITY AGE GROUPS

Generation Group	City Age Group	Respondents	% Respondents
Gen Z 14-29 yrs	14-25 yrs	63	28.8
Millennials 30-45 yrs	26-35 & 36-45 yrs	70	32.0
Gen X 46-61 yrs	46-55 & 56-65 yrs	42	19.2
Baby Boomer 62-80 yrs	66-75 & 76 + yrs	44	20.1

¹ <https://datacommons.org/place/geold/4951580>

HOUSEHOLD SIZE BY GENERATION

Household Size	Baby Boomers	Gen X	Millennials	Gen Z	% total
1-2 people	43	22	16	58	63.5
3-4 people	1	11	19	4	16.0
5-6 people	0	7	30	1	17.4
7-8 people	0	2	4	0	2.7
9 + people	0	0	1	0	0.5

Survey participants were asked to select the range in which their annual household income fell. The survey did not define household. Because any individual could complete the survey some households may have submitted more than one survey.

RESPONSES BY HOUSEHOLD INCOME AND GENDER

Income (dollars)	Males	Females	Prefer Not to Say	% Responses
0-21,000	10	10	59	36.1
22,000-31,000	2	9	2	5.9
32,000-41,000	6	7	1	6.4
42,000-51,000	3	6	1	4.6
52,000-61,000	3	6	0	4.1
62,000-71,000	6	6	1	5.9
72,000-81,000	4	4	0	3.7
82,000-91,000	7	12	1	9.1
92,000-101,000	7	10	0	7.8
102,000-111,000	3	4	0	3.2
112,000-121,000	2	1	0	1.4
122,000 +	11	13	0	11.0

HOUSEHOLD INCOME BY SIZE OF HOUSEHOLD

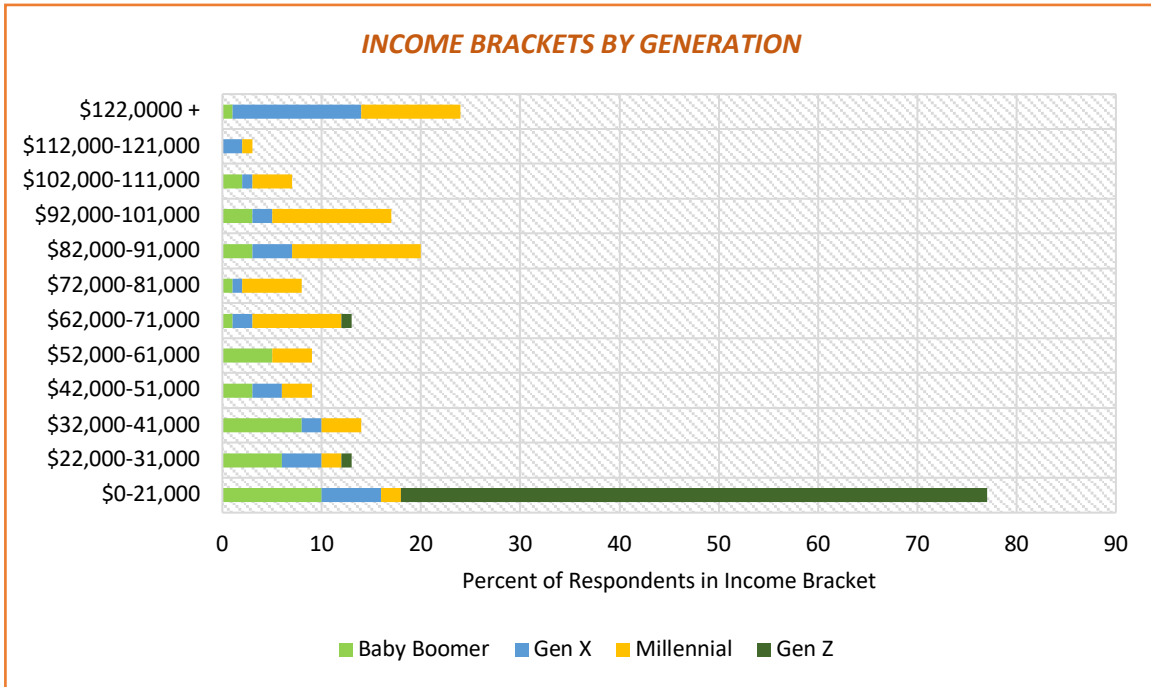
Income (dollars)	1-2	3-4	5-6	7-8	9+
0-21,000	74	4	1	0	0
22,000-31,000	10	2	1	0	0
32,000-41,000	9	1	3	0	1
42,000-51,000	6	1	2	1	0
52,000-61,000	6	1	2	0	0
62,000-71,000	3	4	6	0	0
72,000-81,000	4	0	4	0	0
82,000-91,000	5	9	4	2	0
92,000-101,000	6	4	6	1	0
102,000-111,000	4	2	1	0	0
112,000-121,000	0	3	0	0	0
122,000 +	10	4	8	2	0

The majority of the respondents in the \$0-21,000 income bracket were also in the 14-25 year age group, suggesting that this income bracket included a number of school-age students. Student responses may or may not reflect actual household income.

RESPONSES BY AGE GROUP AND HOUSEHOLD INCOME

Income (dollars)	14-25	26-35	36-45	46-55	56-65	66-75	76 +
0-21,000	59	1	1	1	5	2	8
22,000-31,000	1	1	1	1	3	2	4
32,000-41,000	0	0	4	2	0	2	6
42,000-51,000	0	1	2	2	1	2	1
52,000-61,000	0	2	2	0	0	3	2
62,000-71,000	1	3	6	2	0	1	0
72,000-81,000	0	3	3	1	0	0	1
82,000-91,000	0	6	7	4	0	2	1
92,000-101,000	0	5	7	1	1	3	0
102,000-111,000	0	3	1	1	0	1	1
112,000-121,000	0	1	0	2	0	0	0
122,000 +	0	5	5	8	5	1	0

As noted above, a large number of young people who participated in the survey and probably overwhelmed the lowest income bracket.



The survey asked respondents to indicate whether they lived full-time in Monticello, were seasonal residents of the City, or lived in the county but were vested in the City.

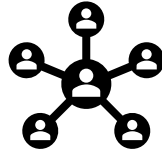
PLACE OF RESIDENCE BY HOUSEHOLD INCOME

Income (dollars)	Full-Time City Resident	Seasonal City Resident	County Resident
0-21,000	67	0	13
22,000-31,000	11	0	2
32,000-41,000	12	0	2
42,000-51,000	7	0	3
52,000-61,000	9	0	0

62,000-71,000	12	1	0
72,000-81,000	8	0	0
82,000-91,000	17	1	2
92,000-101,000	14	2	2
102,000-111,000	6	1	0
112,000-121,000	3	0	0
122,000 +	23	1	0
% Responses	86.3	2.7	11.0

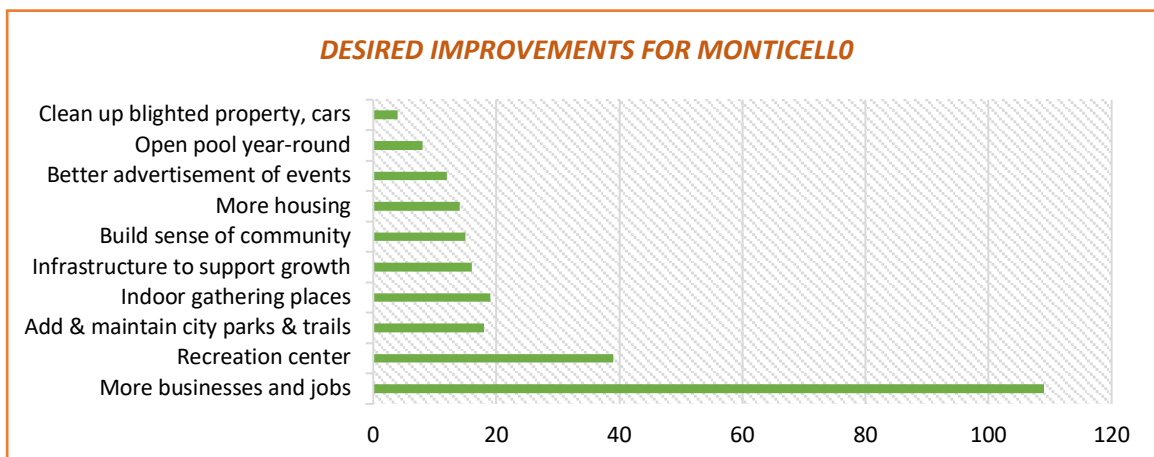
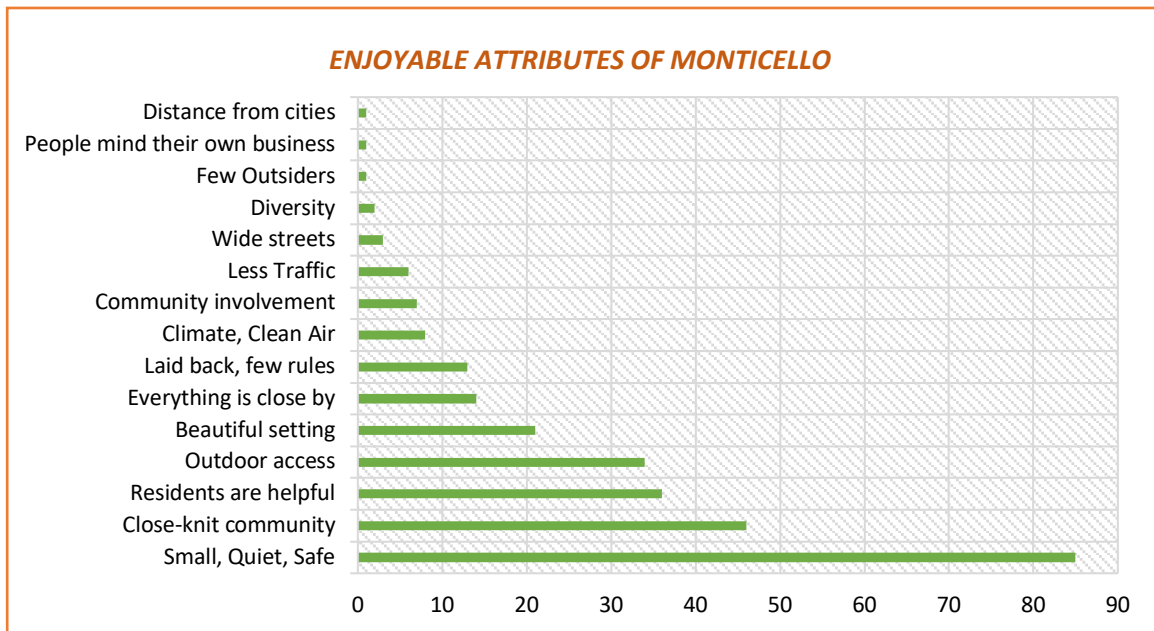
SUMMARY OF DEMOGRAPHIC INFORMATION

- *219 survey responses were received*
- *100% of the surveys contained the requested demographic information*
- *86.3% of the respondents lived full-time in Monticello*
- *63.4% of respondents live in a household of 1 to 2 people*
- *29.2% of the respondents were male, 40.6% female*
- *30.1% preferred not to identify their gender, most of whom were between 14-25 years of age and were probably school students*
- *The large number of students in the 14-25 year age group probably skewed the \$0-21,000 income bracket*



WHAT PEOPLE ENJOY OR MISS IN MONTICELLO (Q1 & Q2)

About 91.5% of the surveys contained responses to what was enjoyable about Monticello (Q1), and 89% of the surveys contained comments about what the community is missing (Q2). Instead of a list of negatives, the majority of respondents named specific things, events, or services they would like to see added to the community

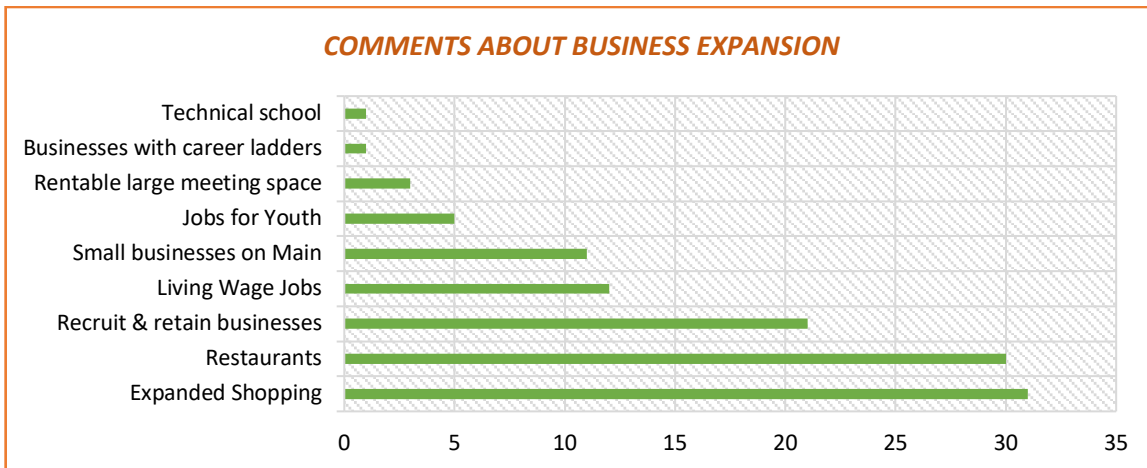


GENERATIONAL RESPONSES TO MONTICELLO LIKES AND DISLIKES

Generation Group	Most Enjoy	Most Want
Gen Z	Close-knit community; Events	Businesses; Fast food restaurants
Millennials	City is small, quiet, safe; Close-knit community	Recreation center; Businesses
Gen X	Outdoor access; City is small, quiet, safe	Recreation center; Sense of community; Businesses
Baby Boomers	City is small, quiet, safe	Jobs; Businesses; Community pride

Because business expansion and a recreation center were dominant themes in participant comments about what the City needs, summaries are provided below. As a points of reference, shopping locally keeps money in the community for a longer period of time when compared with chain stores, and simultaneously contributes to the local tax base by returning the sales tax in the community. For each \$100 spent in a local business, about \$52 recirculates through the community compared with less than 14% for a national chain store. Local businesses are more likely than chain stores to contribute to community projects and events, support local artists and makers, and they tend to offer better customer service. Local shops are closer to home so there is a smaller carbon footprint for local shoppers.² A living wage in San Juan County for a household with two adults both working and two children was \$42.66 per hour; poverty wage was \$15.46 per hour.³ In 2025 the average hourly wage in San Juan County was \$24.33 for a full-time worker.⁴

Participants interested in expanding the number and variety of businesses in Monticello represented 73% of survey respondents. Participants came from all income brackets, including 18% aged 14-25 years in the \$0-21,000 bracket, who may have been students.



² "Tis the Season to Shop Local: How You Can Support Your Community," First Utah Bank at <https://firstutahbank.com/tis-the-season-to-shop-local/>; "Indie Impact Study Series: A National Comparative Survey with the American Booksellers Association," 2012, viewed at chrome-

extension://efaidnbmnnnibpccajpcgiclfindmkaj/https://nebula.wsimg.com/09d4a3747498c7e97b42657484cae80d?AccessKeyI d=8E410A17553441C49302&disposition=0&alloworigin=1

³ "Living Wage Calculation for San Juan County, Utah," viewed at <https://livingwage.mit.edu/counties/49037>

⁴ "Average weekly wages by county in Utah, first quarter 2025," viewed at https://www.bls.gov/regions/mountain-plains/news-release/countyemploymentandwages_utah.htm

Several participants (13%) wanted a recreation center that was ADA compliant and affordable for community residents. Respondents wanted places for their children to gather and believed a recreation center would best fulfill that need.

SUMMARY OF REASONS TO LIKE MONTICELLO

- *38% appreciate the small, close-knit, quiet and safe feel of the community*
- *It is easy to get to outdoor recreation and the setting is beautiful*
- *City has good parks, trails, golf course, and Loyd's Lake*
- *City hosts public programs and events and people are supportive of them*

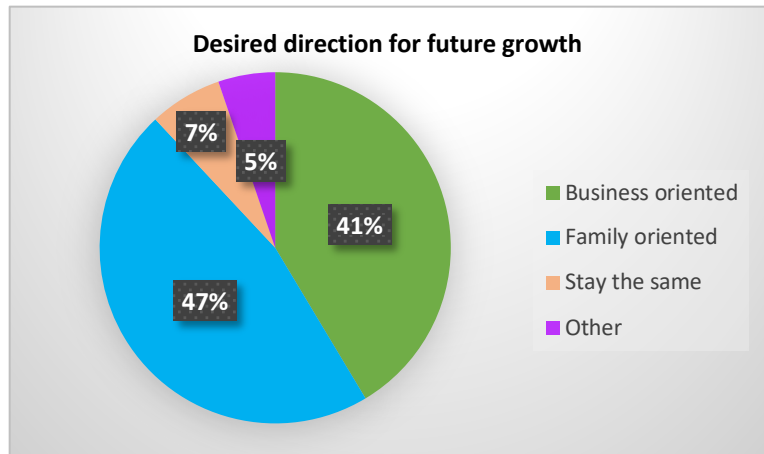
SUMMARY OF WHAT MONTICELLO NEEDS

- *30% or more want more businesses in Monticello*
- *11% want an affordable recreation center*
- *Improve community pride and invite everyone*
- *6% want more and upgraded City parks, trails, and playgrounds*
- *More activities for all age groups, but especially teens*
- *City pool open year-long*
- *Water supply*



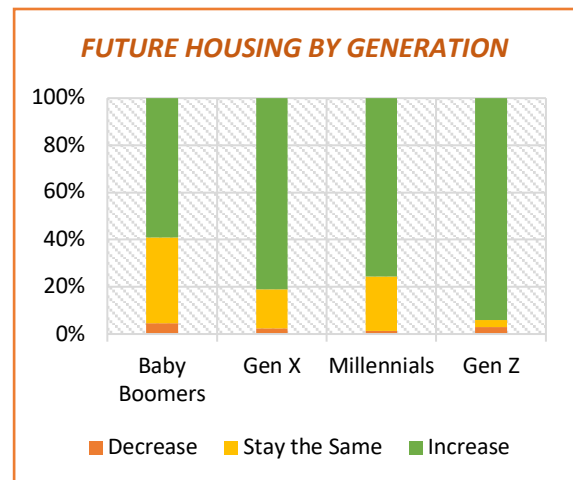
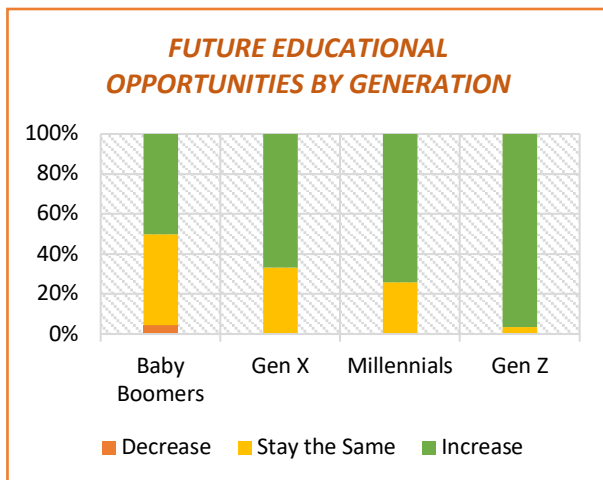
TRANSFORMATION OVER THE NEXT 10 YEARS (Q3, Q4 & Q5)

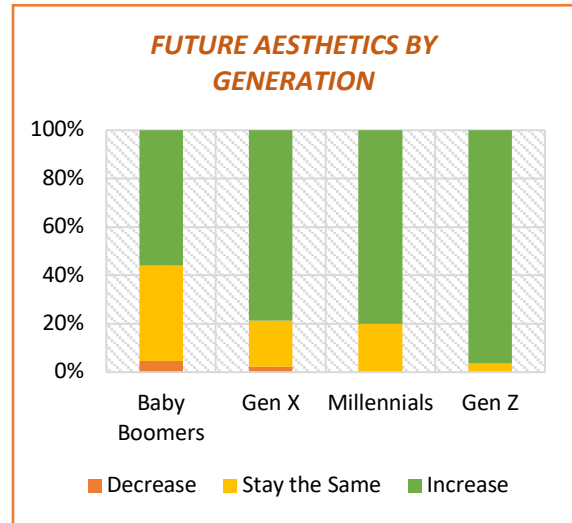
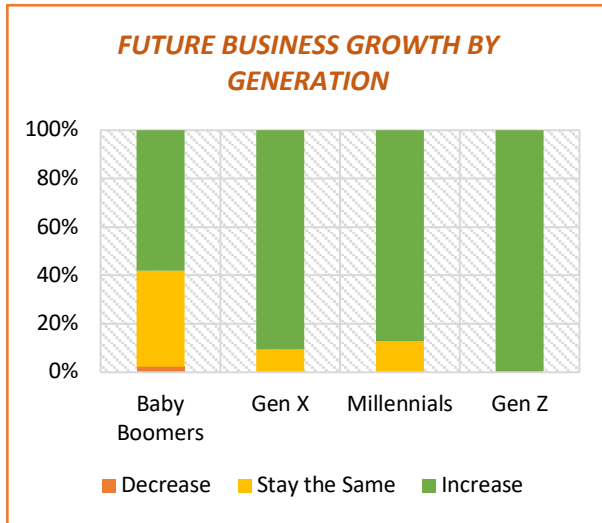
About 78% of respondents anticipated growth or improvement in all four categories. Respondents slightly favored an emphasis on family oriented future growth over business oriented growth. The difference was only 12 responses. However, 50.7% of the respondents wanted both business and family oriented growth.



About 8% of the respondents wrote comments about the direction of future growth. Participants who believed growth would involve changes other than the four listed in the survey zeroed in on building a recreation center, increasing traffic on US-191 and US-491, expanding recreation activities, assuring that all groups in the city were represented by a diverse City Council, securing water for Monticello's future, and assuring that City infrastructure was prepared for growth.

When responses were viewed by generation, some differences in the "stay the same" and "decrease" numbers were evident, although the results were still dominated by "increase" in the four categories.





The hesitancy evident in the Baby Boomer generation was not explained in the comments. Hence, it is uncertain whether they have been disappointed by past City promises and plans, or are skeptical about the pace of improvement.

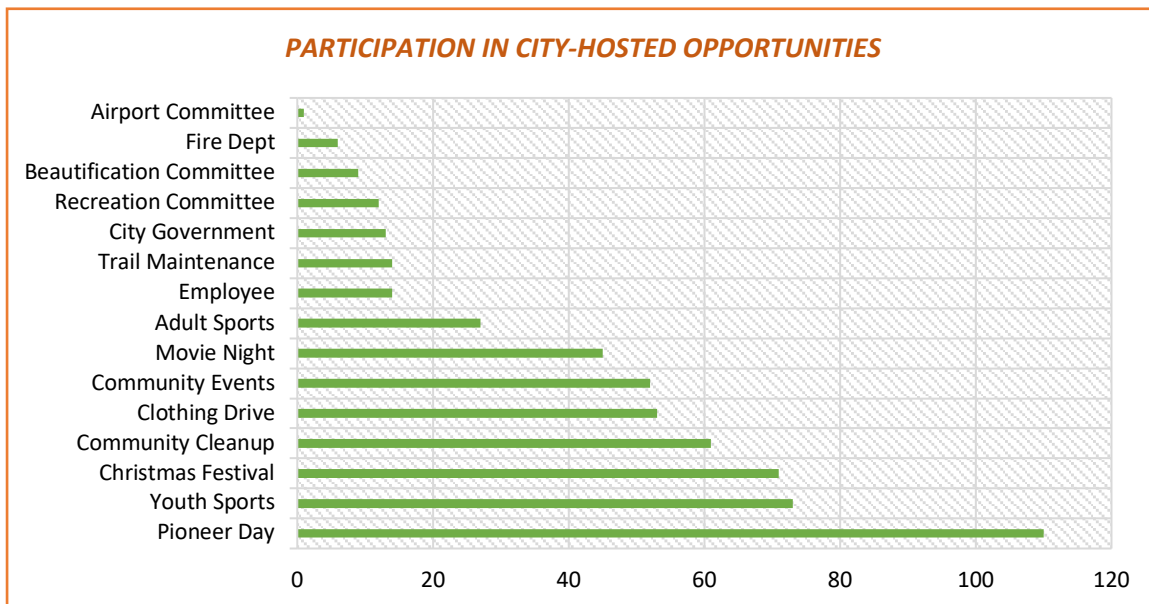
SUMMARY OF MONTICELLO'S GROWTH OVER THE NEXT 10 YEARS

- *78% believe the City will have more housing and businesses, expanded educational facilities, and will look better*
- *52% believe that future growth requires both more businesses and a greater quantity and variety of housing*
- *Downtown will have numerous business and be pedestrian friendly*
- *A recreation center will anchor a variety of programs and events with both indoor and outdoor experiences*



PARTICIPATION IN CITY-HOSTED OPPORTUNITIES (Q6)

City-hosted events were the most common way that survey respondents were involved with the City. The survey did not distinguish between those who attended an event and those who helped with its planning and logistics. Two of the survey participants indicated a desire to volunteer for the City but did not know how to find out about such opportunities.



About 12% of the respondents participated in other ways, and some of the participants were engaged with groups not hosted by the City. Inclusion of non-city groups in the survey suggested that respondents felt their time benefitted the City, thought the City sponsored the event, or were simply accounting for their voluntary civic duties.

OTHER PARTICIPATION

Search and Rescue	SJCPAC working group	Lions Club
Library	Rodeo	Bike riding group
4H Fair	Grocery shopping	Old man's basketball
Rotary Club		

Participation varied by generation as seen in the following table. Ratios of participation⁵ show the outstanding commitments made by Gen X and Millennials to the City's volunteer opportunities. On the other hand, it may validate the observation of a few respondents who noted that "the same 10 people" were doing everything for the City and there needed to be a greater level of involvement by the community.

PARTICIPATION IN SELECTED OPPORTUNITIES BY GENERATION

Opportunity	Baby Boomers	Gen X	Millennials	Gen Z
Christmas Festival	8	14	25	24
City Cleanup	9	10	23	19
Clothing Drive	10	9	26	8
Community Events	7	15	28	2
Pioneer Days	16	22	41	31
Trail Maintenance	1	3	8	2
Youth Sports	3	8	41	20
Totals	54	81	192	106
Participation Ratio	1:1.2	1:1.9	1:2.4	1:1.7

SUMMARY OF CITY-HOSTED PARTICIPATION OPPORTUNITIES

- *60% participated in City-hosted events*
- *30% participated in City-hosted activities*
- *Most opportunities reached all age groups and many income brackets*
- *The most attended event was Pioneer Day*
- *The most attended activities were youth sports*

⁵ Calculated by dividing the number of volunteers in each generation by the number of survey respondents in that generation. Thus, a ratio of 2:1 means the for every survey respondent of that generation, two members of the same generation volunteered for city opportunities.



RANKING OF CITY SERVICES (Q3, Q4 & Q5)

Survey respondents were asked to rank 10 services provided by Monticello City on a 1-10 scale, with 1 being most important. This question was a personal ranking, meaning important to the respondent and not to others or the community. From comments it was apparent that many participants considered their families and not just themselves.

Economic Development was the highest ranked City service and comments confirmed that participants recognized Monticello would struggle without some boost to its economy. In the words of one respondent, "No money means nothing else happens and Monticello will be a ghost town." The overall ranking for City services was:

- | | | | |
|------------------------|--------------------|---------------------|---------------------|
| 1 Economic Development | 4 Community Events | 7 Landfill Services | 10 Code Enforcement |
| 2 City Parks & Trails | 5 Tourism | 8 Golf Course | |
| 3 Youth Recreation | 6 City Pool | 9 Adult Recreation | |

RANKING OF CITY SERVICES

Service/Rank	1	2	3	4	5	6	7	8	9	10
Adult Recreation	6	16	13	31	25	33	26	25	22	15
City Parks & Trails	30	36	44	31	31	8	16	13	3	0
City Pool	9	21	17	20	21	26	17	23	38	24
Code Enforcement	13	12	5	15	11	15	23	40	42	39
Community Events	11	30	24	28	25	31	22	22	13	9
Economic Development	71	28	14	19	19	19	22	10	9	4
Golf Course	16	9	20	14	23	12	16	20	21	63
Landfill Services	10	12	23	11	18	34	29	26	34	16
Tourism	13	15	24	15	11	16	28	26	23	43
Youth Recreation	35	35	30	30	30	20	15	9	9	1

Age and income affected how City services were ranked by respondents. The tables below compared the top three ranked services.

AGE INFLUENCE ON RANKING OF CITY SERVICES

	Rank 1	Rank 2	Rank 3
Gen Z	City Parks & Trails	Youth Recreation	Economic Development
Millennials	Youth Recreation	Economic Development	City Parks & Trails
Gen X	Economic Development	City Parks & Trails	Community Events
Baby Boomers	Economic Development	Tourism	City Parks & Trails

INCOME INFLUENCE ON RANKING OF CITY SERVICES

	Rank 1	Rank 2	Rank 3
\$0-21,000	City Parks & Trails	Youth Recreation	Economic Development
\$22,000-31,000	City Parks & Trails	Economic Development	Youth Recreation
\$32,000-41,000	Economic Development	Tourism	Code Enforcement
\$42,000-51,000	Economic Development	Youth Recreation	Landfill Services
\$52,000-61,000	Economic Development	Youth Recreation	Community Events
\$62,000-71,000	Economic Development	City Parks & Trails	Youth Recreation
\$72,000-81,000	Youth Recreation	Economic Development	Adult Recreation
\$82,000-91,000	Youth Recreation	Economic Development	City Parks & Trails
\$92,000-101,000	City Parks & Trails	Youth Recreation	Community Events
\$102,000-111,000	City Parks & Trails	Economic Development	Youth Recreation
\$112,000-121,000	Economic Development	Tourism	City Parks & Trails
\$122,000 +	Economic Development	Tourism	Youth Recreation

SUMMARY OF CITY SERVICES RANKING

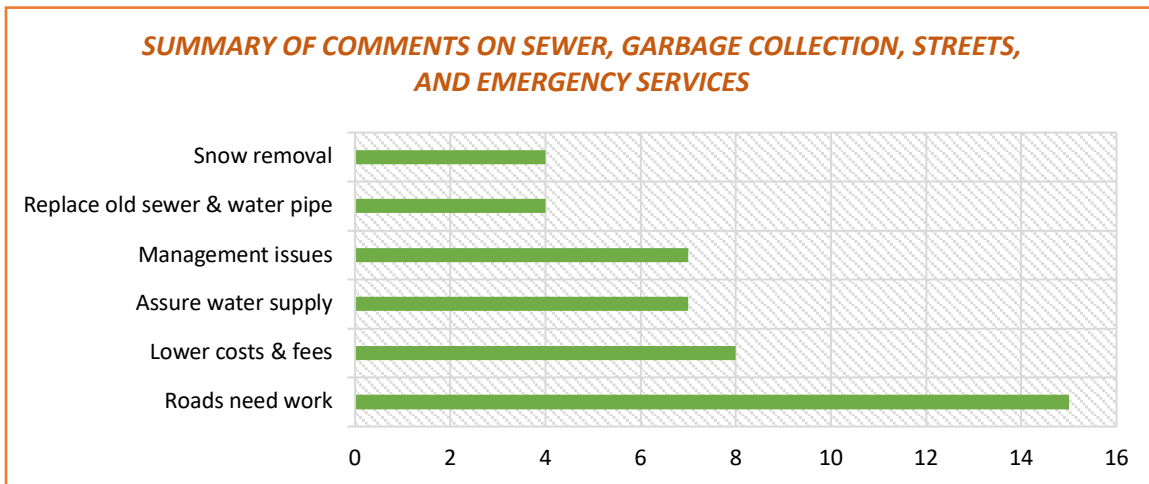
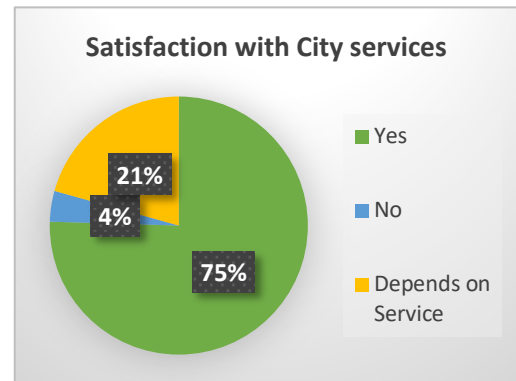
- Respondents acknowledged the connectedness of all City services
- Economic Development was the top ranked service
- City Parks & Trails ranked second
- Youth Recreation ranked third
- The lowest ranked service was Code Enforcement



SATISFACTION WITH SEWER, GARBAGE COLLECTION, STREETS, AND EMERGENCY SERVICES (Q9 & Q10)

Satisfaction was reported by 76% of respondents representing all age groups and income brackets. About 9.5% of the participants lived outside of Monticello but responded to the questions nonetheless, confirming that Monticello is a focal point. Respondents who were not satisfied with the services included 5 City residents and 3 county residents.

Concerns and suggestions were provided by 44 respondents and are summarized in the chart below.



SUMMARY OF SATISFACTION WITH CITY SERVICES

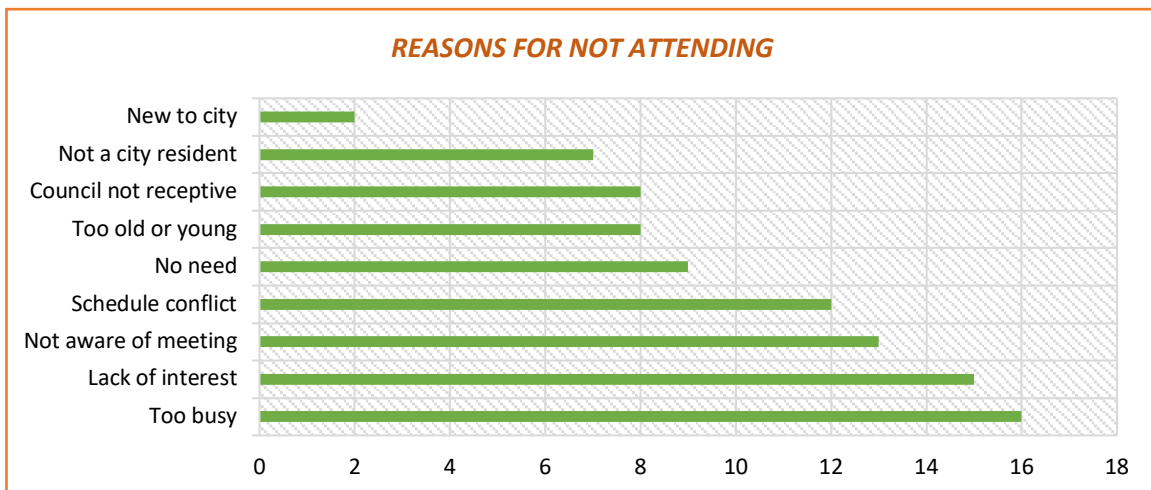
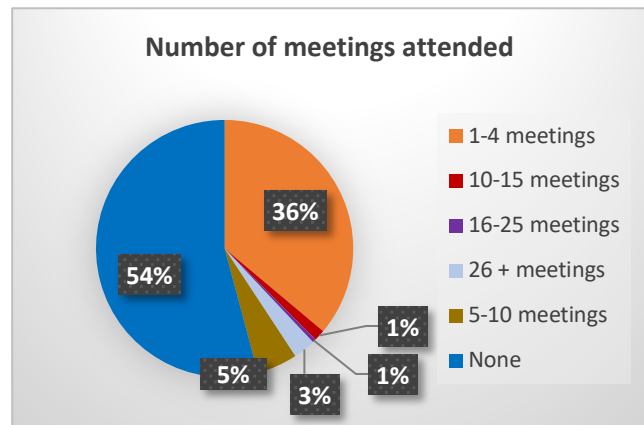
- 75% are satisfied with the services
- 34% said street and sidewalk maintenance needs to be a higher priority
- 16% want assurance that the City has sufficient water



ATTENDANCE AT CITY COUNCIL MEETINGS (Q11 & Q12)

Participants were asked how many City Council meetings they attended or listened to each year (Q11). If they had not attend or listened during a year, Q12 asked them to explain. About 2% of respondents did not reply to these questions.

Explanations for not attending or listening to City Council meetings were provided by 41% of the respondents and are summarized in the chart below.



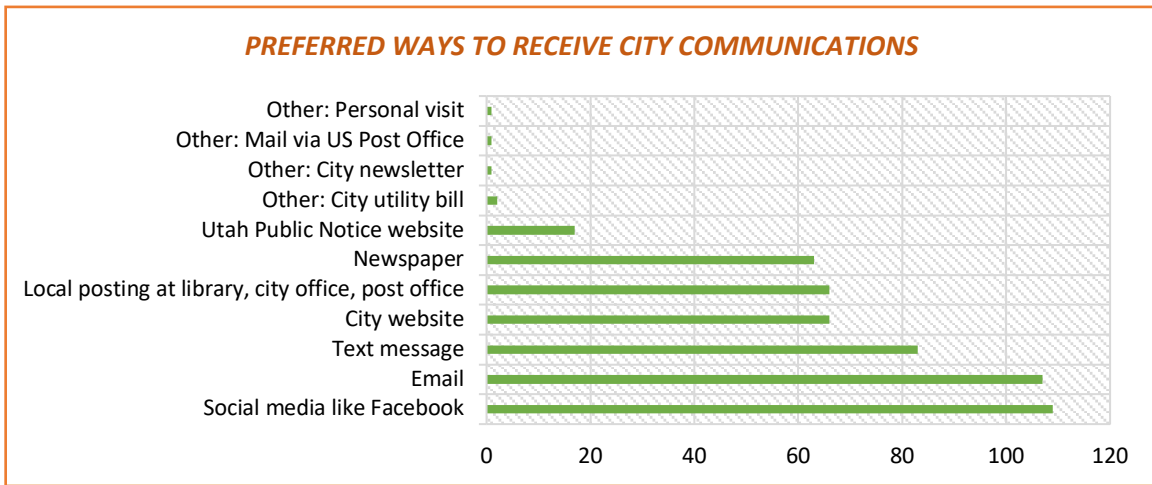
SUMMARY OF CITY COUNCIL MEETING ATTENDANCE

- *55% do not attend or listen to the meetings*
- *36% attended or listened to 1-4 meetings each year*
- *Most common reasons for not attending were too busy, lack of interest, or unaware of meeting schedule*



PREFERRED METHOD OF RECEIVING INFORMATION (Q13)

Choices included five electronic methods, two hardcopy methods, and an option for the respondent to write in another method. About 67.3% of participants preferred more than one method of receiving information from the City. Responses differed by generation as shown in the table below.



PREFERRED METHOD BY GENERATION

	Email	Text	Social Media	City Website	Local posting	UT public notice	Newspaper	Other
Gen Z	14	16	42	20	15	2	4	0
Millennials	47	34	35	22	22	7	21	0
Gen X	22	15	21	14	12	5	12	2
Baby Boomers	24	18	11	10	17	3	23	3
Totals	107	83	109	66	66	17	60	5

One respondent inquired when the City would broadcast meetings online and noted that it would help citizens be more involved and knowledgeable.

A combination of preferences were reported by many respondents, with 2 or 3 methods the most common. Combinations of communication methods are shown on the matrix below. Where the preference is the same on the row and column on the matrix below, that indicates the respondents had only that single preference.

MATRIX OF MEDIA PREFERENCES

	Email	Text	Social Media	City Website	Local posting	UT public notice	Newspaper	Other
Email	12	49	54	32	30	11	33	0
Text	49	7	39	24	25	4	23	0
Social Media	54	39	18	42	31	6	30	1
City Website	32	24	42	9	21	9	21	1
Local posting	30	25	31	21	5	11	28	1
UT Public Notice	11	4	6	9	11	1	7	0
Newspaper	33	23	30	21	28	7	4	2
Other	0	0	1	1	1	0	2	3

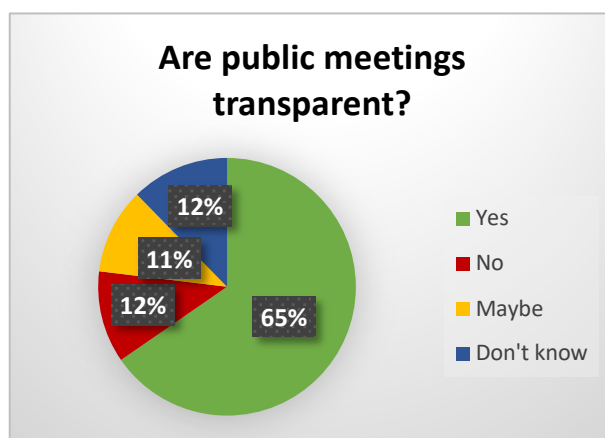
SUMMARY OF PREFERRED COMMUNICATION METHODS

- *73.1% preferred more than one method*
- *61.6% used the newspaper in combination with an electronic media*
- *26.9% used only a single method*
- *24.7% used email and social media (Facebook)*
- *9.6% used the City website and local postings at the library, post office, and City office*



TRANSPARENCY OF PUBLIC MEETINGS AND ACTIONS (Q14)

Most respondents thought the City meetings were transparent although some commented that they had to work to find information. A few noted that the City Council and Planning Commission were transparent but other committees were not. One respondent seemed to encapsulate the concern of several who said "no" or "maybe" to the question. The individual wrote, "They meet the lawful requirements, but that does not mean they are giving the needed attention...[When] meeting materials are sent out very close to the meeting time, it does not give the public sufficient time to study and look for issues they would like addressed at the meeting. If the council members are getting that material that late, how can they come prepared to discuss the issues? And if they are getting it earlier, the public should also."



About 13% of respondents recommended ways the City could communicate better, although the majority of their suggestions have been in actual use for a year or longer. Respondents observed that if they don't use social media, read the newspaper, or call the City, they don't know what is going on. One concluded, "It's just the average person doesn't know where or how to access anything that is posted. Also the web page isn't well maintained." Some acknowledged they may not be putting in enough effort themselves to be informed. Participants also wanted to receive updates on projects and implementation of decisions, and in general would like to know more about how the City functions.

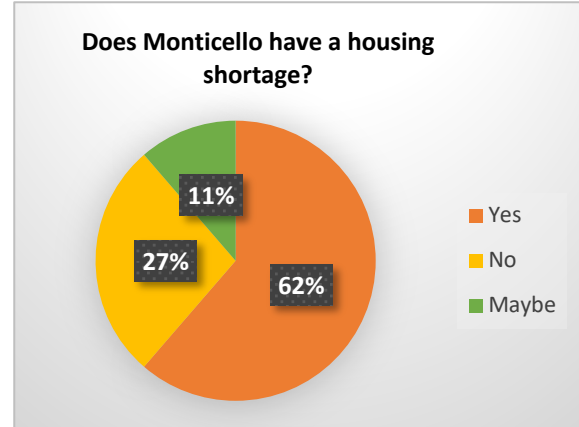
SUMMARY OF CITY TRANSPARENCY

- *59.9% believe the City is transparent*
- *24.6% believe the City needs to improve its transparency*
- *16.2% want more frequent updates on decisions and projects*

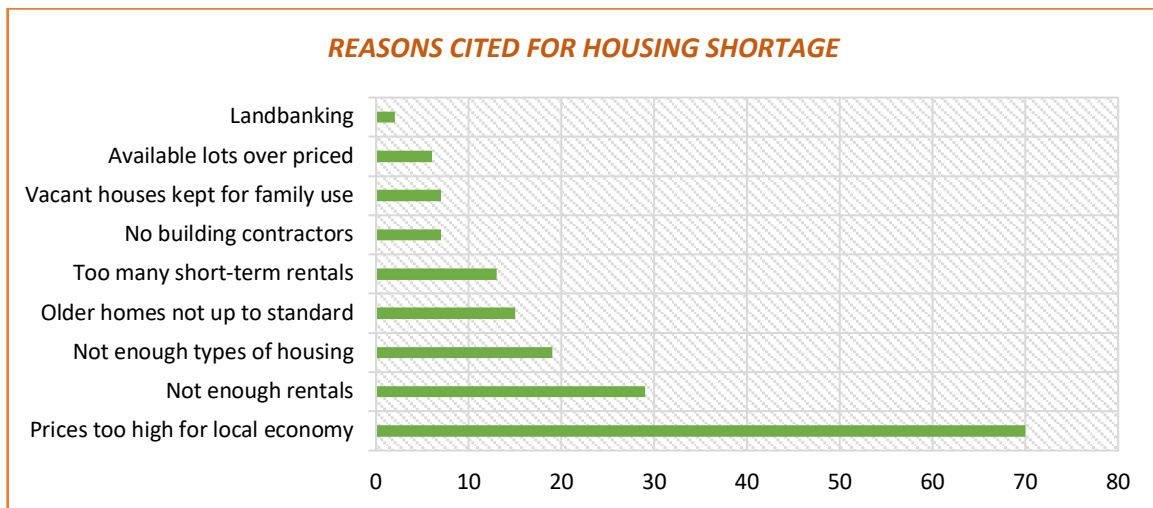


HOUSING SHORTAGE (Q15, Q16, Q17)

Most respondents believed there was a housing shortage in Monticello. As a point of reference, census-based data show that Monticello had 732 housing units in 2023, 18 of which were constructed in 2010 or later, 357 were built between 1950-1989, and 80 were built prior to 1940.⁶ On Feb 15, 2026 there were 11-13 homes for sale in Monticello priced from \$249,000 to \$460,000, two undeveloped lots, and 4 rentals from \$795 to \$955.

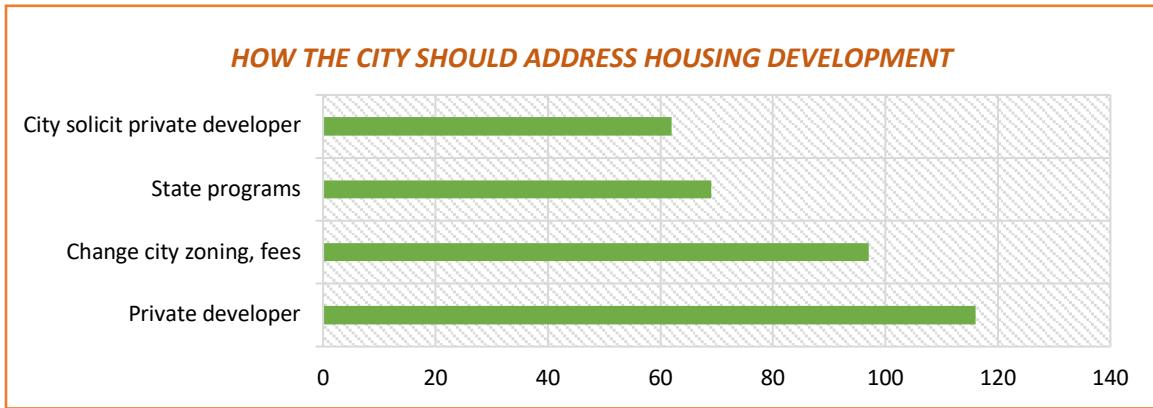


Comments about the housing situation highlighted several issues. At least one respondent believed that Monticello's limited water supply will retard housing development and another stated that good paying jobs have to be created before anyone can afford available houses.



Participants preferred that the housing situation be addressed by private developers and through City adjustments to building codes and fees. Several respondents suggested the use of incentives to encourage developers to come to the area.

⁶ <https://datacommons.org/place/geold/4951580?q=Monticello%2C+Utah%2C+USA>



Respondents cautioned that private developers must consider local needs first and not build housing that only serves the desires of the wealthy. Multi-family housing over single-family units was highlighted. No respondents suggested that new businesses should construct housing for their employees, a stipulation seen in a neighboring community.

SUMMARY OF HOUSING DEVELOPMENT

- *62% believe Monticello has a housing shortage*
- *32% believe local housing is over priced*
- *53% believe private developers are the best way forward*
- *44% believe the City should adjust zoning codes and fees*



ADDITIONAL COMMENTS (Q18)

This write-in question provided participants with one last opportunity to express themselves about Monticello. About 27.9% of respondents provided additional opinions and suggestions. These are incorporated into the following sections that discuss general plan elements.

HIGHLIGHTS OF ADDITIONAL COMMENTS

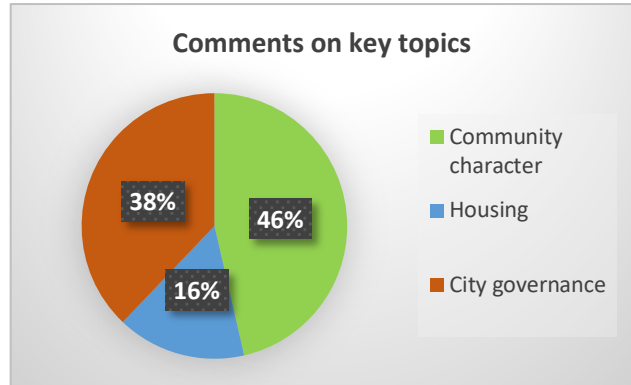
- *Current City administration, council, and volunteers are doing a great job*
- *Remember that people live here because it is small, quiet, and safe*
- *Hurry up with economic development and housing before we become a ghost town*
- *Develop a stronger sense of community*
- *There is always room for improvement*



WRITTEN COMMENTS AND THE GENERAL PLAN

Respondents made many comments on the survey. The majority of the respondents commented on things that make living in Monticello both a pleasure and a challenge.

Because the written remarks often included information beyond the scope of a specific question, comments were examined independent of the question and grouped according to the elements of the 2027 General Plan.



NUMBER OF COMMENTS BY SURVEY QUESTION

Questions	Responses
1 What do you enjoy about our community?	202
2 What do you feel is missing from our community?	197
4 List other areas of change over the next 10 years	61
5 What other directions of growth would you like to see?	18
6 What other ways do you regularly participate in volunteer opportunities hosted by Monticello City?	18
7 Why did you select your top three City services?	173
10 What improvements would you like to see in City sewer, garbage collection, streets, and emergency services?	45
12 If you do not attend City Council meetings, why?	90
14 Why do you feel the City is transparent or not transparent regarding all public meetings and actions?	148
16 Why do you feel the City has or does not have a housing shortage?	136
17 What other ways should the City address housing development?	28
18 Do you have any additional comments?	61

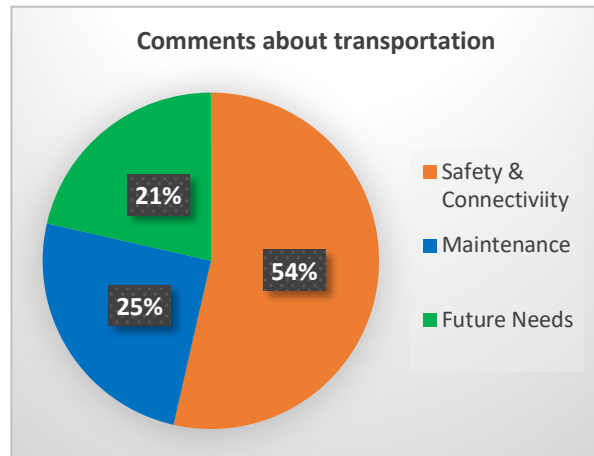
With 219 responses to the City survey, a comment made by one person represented 0.5% of the survey results. To represent 51% or more of the survey, comments were needed from 112 respondents.



TRANSPORTATION ELEMENT

In addition to specific comments about the transportation network noted below, participants emphasized the small, quiet, and safe character of the community. At the same time most wanted to see more businesses in town and more permanent residents. The tension between these two critical needs may challenge transportation planning.

Comments were made about maintenance, safety and connectivity, and future improvements. Income did not seem to be a distinguishing factor among the comments, but Gen Z participants made fewer comments than other generations.



COMMENTS PERTINENT TO THE TRANSPORTATION ELEMENT

Comment	Frequency
Repair or upgrade and maintain our City streets and curb-gutters	18
Easy access to outdoor recreation is important	9
Everything [in City] is close, easy to access	6
I like the low traffic, no freeways	5
Sidewalks should be fixed, kept clean and clear year-round	4
Need infrastructure to support business growth	3
Clear all sidewalks after snow storm, not just school route	2
Designate City streets for connection with trails outside of City for walking, biking	2
Don't block driveways with snow plowed from streets	2
Limit or eliminate big truck parking on US-491 and US-191 and in neighborhoods	2
Need safer pedestrian crossings on Main Street at Center and 200 South	2
Slow traffic through the City	2
ATV routes through and out of City are crucial for recreation on public land	1
Build more sidewalks	1
Downtown should be beautiful and walkable	1
Get ATVs off City streets	1
Great improvement at the school crossing on Main Street	1
I can drive myself and my friends [senior citizen]	1
I want my area annexed so the City will take care of the roads	1
Like the wide streets	1
Mark a bike lane between elementary and high schools	1
Most streets are clean	1
On our wide streets mark off pedestrian lanes	1

Pave the unpaved residential streets	1
Plow all City streets in winter	1
Uniform street lights on US-491 and US-191	1
Want a public transit option to Cortez and Moab	1
We have free parking	1
We need better utilization of the airport	1

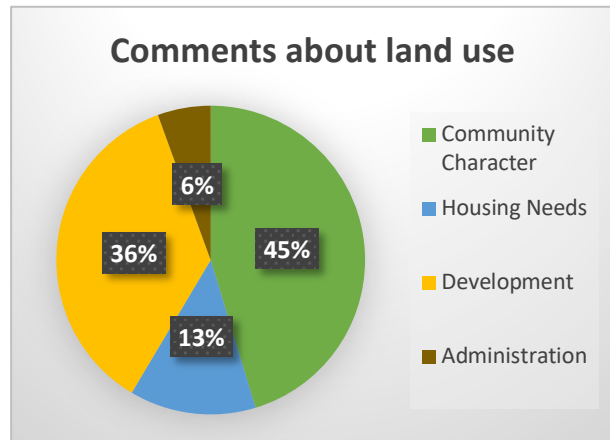
TAKE AWAYS FOR THE TRANSPORTATION ELEMENT

- *54% appreciate ease of access within with City*
- *25% want repairs and upgrades to existing streets and sidewalks*
- *Emphasize pedestrian and bicycle use of City streets*
- *Make safer crossings on US-191 and US-491*
- *Plan carefully for future development to retain connectedness and safety*
- *Work with UDOT on uniform street lights and traffic calming devices*



LAND USE ELEMENT

Like comments about the transportation network, respondents' comments about land use were made within the context of other survey questions. Collectively, participants mentioned the character of the community, housing, development, and administrative concerns. Several of the remarks about housing were also applicable to the Moderate Income Housing element of the 2027 General Plan. One respondent observed, "Monticello has outgrown its boundaries, and land is not being used in any capacity, especially in AG [agriculture] zone."



COMMENTS PERTINENT TO THE LAND USE ELEMENT

Comment	Frequency
Need more businesses	78
Keep City small, quiet and safe	77
Need more housing and variety of housing	29
Limit number of short-term rentals	11
Everything [in City] is close, easy to access	8
Eliminate barriers to make building homes easier	6
If housing demand continues someone will develop outside of City limits	5
Need some industries	4
Limit or eliminate big truck parking on US-491 and US-191 and in neighborhoods	3
Limit or eliminate second homes	3
Allow accessory dwelling units	2
Offer incentives to builders	2
Agricultural land is not the best use when more housing is needed	1
Allow Jr Livestock and 4H kids to raise their animals in the City	1
Don't allow convicted sex offenders to live in the City	1
Don't allow high density development	1
Land banking is taking lots and houses off the market	1
More public areas are needed	1
Ok with minor zone changes if it increases housing availability	1
The City has regulations for building zones	1
The City is community centered	1
The City should not be afraid to make well informed decisions	1
The number of people is about right	1

There is no pollution in the City	1
Trailer parks seems to be downsizing and down grading	1
Vacant lots in City should be used for trailers or tiny homes	1
Walkable downtown area should be the heart of the City	1
We don't want to be like a city, we want our land uncontrolled like a small town	1
We have free parking	1
We need to grow responsibly	1

The concern that housing may be developed outside City boundaries was made in the contexts of land use regulations and economy. The Elk Meadows subdivision a few miles north of Monticello was offered by one participant as an example of how City building regulations caused the loss of opportunities for growth in Monticello. The participant noted, "It should be more advantageous to build in town vs elk meadows. Elk meadows has stolen all the development that would've made Monticello nice." The housing area west of the City was also named as an example of how the City lost opportunities for growth when it decided that culinary water could not be provided then de-annexed the area.

Throughout the survey participants acknowledged the tension between retaining the small town feel of Monticello and the need for economic growth. The emphasis on family, need for housing, desire for living wage jobs, and a tax base sufficient to support city services was noted both directly and by implication in the comments. One participant opined there may be no silver bullet for the City.

TAKE AWAYS FOR LAND USE ELEMENT

- *Business expansion should not jeopardize the small town feel of Monticello*
- *Expand areas designated for residential use*
- *Allow a greater variety of housing for purchase and rent*
- *Simplify and minimize zoning and building requirements*



MODERATE INCOME HOUSING ELEMENT

The State of Utah defined moderate income housing as a dwelling where a household with an income no more than 80% of the area median income is able to occupy the dwelling by paying no more than 30% of the household's income for gross housing costs, including utilities.⁷ Census data reported the median household income for Monticello was \$72,969⁸ although another source using the same data projected Monticello's median household income to be \$63,750 in 2025.⁹ Applying Utah's 80% requirement would mean that household income could be no more than \$51,000 to \$58,375. At no more than 30% of household income, annual gross housing costs would be \$15,300 to \$17,513 annually. A housing assessment conducted for San Juan County in 2024 reported that Monticello residents spent about 33% of their household income on gross housing costs.¹⁰

The survey asked participants to indicate income range but did not inquire about housing costs. Survey participants whose income was less than \$58,385 represented about 57% of the respondents, although the City's effort to include young people probably over represented the lowest income bracket (\$0-21,000). The survey did not ask about the type of housing occupied or whether it was owned or rented but most of the houses in Monticello were single-family homes and owner-occupancy was far greater than rentals.¹¹

COMMENTS PERTINENT TO THE MODERATE INCOME HOUSING ELEMENT

Comment	Frequency
The City needs affordable housing	46
The City needs all types of housing	29
Available houses are overpriced	24
Young couples cannot afford to buy houses because of high cost of living	12
Too many short-term rentals deny housing to permanent and seasonal residents	11
Eliminate barriers to make building homes easier	6
Building and remodeling is difficult because there aren't enough contractors	5
Use a diverse array of development options but always centered on citizen needs	4
Limit or eliminate second homes	3
Not enough affordable land to build on	3
Allow accessory dwelling units	2
Housing costs have increased but wages have not	2
Offer incentives to builders, like # units completed in a certain time	2
Agricultural land is not the best use when more housing is needed	1

⁷ Utah Code 35A-8-2201(3), effective 5/12/2020

⁸ <https://censusreporter.org/profiles/16000US4951580-monticello-ut/>

⁹ <https://www.utah-demographics.com/monticello-demographics>

¹⁰ Points Consulting, *Dwelling on the Future*, 2024, pg 78

¹¹ Points Consulting, *Dwelling on the Future*, 2024, pg 80

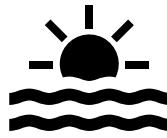
Don't allow high density development	1
Land banking is taking lots and houses off the market	1
More houses are needed to support business growth	1
Ok with minor zone changes if it increases housing availability	1
Reduce property taxes	1
Use private-public partnerships	1
Vacant lots should have trailers or tiny homes instead of being unused	1

About 41% of respondents specifically mentioned affordable housing as a critical need in Monticello. Most linked affordability to the local economy where wages were too low to afford existing houses. Both rental and purchase options were identified. In addition to single-family homes, respondents recommended apartments and senior living complexes as needed and appropriate for the City.

Roughly 44% of respondents believed the City could make it easier for housing development by changing the zoning ordinances and building code requirements. They also believed the changes would attract building contractors to the area. Although comments suggested the City was too strict and that the process was too long, participants did not make specific recommendations for the parts of existing code to change. However, several respondents wanted the City to be more restrictive on the number of short-term rentals allowed, the possible exclusion of second homes, and limits on the number of older homes allowed to sit empty until a family member used it for a brief time. A small number of participants suggested that owners of vacant land within the City should be required to build housing.

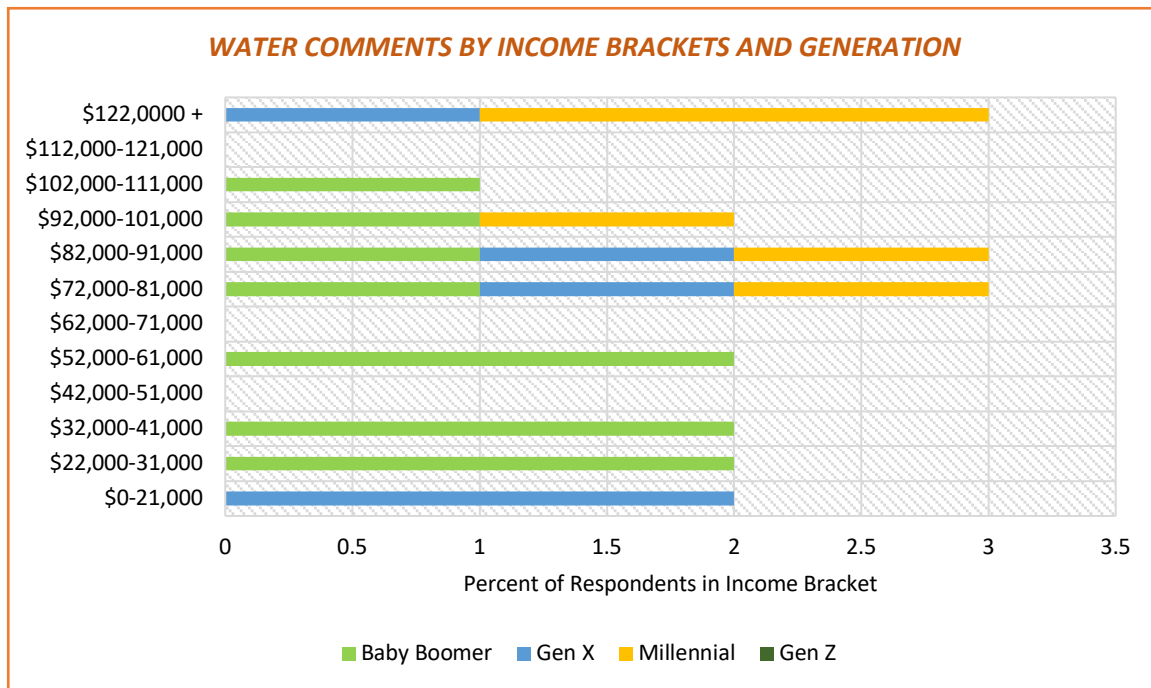
TAKE AWAYS FOR MODERATE INCOME HOUSING ELEMENT

- *Use as many options as possible but keep citizen needs at the heart of plans*
- *Include incentives in ordinances*
- *Reduce fees where possible*
- *Streamline zoning and building rules to reduce barriers and speed up construction*



WATER USE & PRESERVATION ELEMENT

About 9.5% of respondents commented about water, but did not represent all ages or income brackets in the survey. No Gen Z respondent commented on water and three income brackets were not represented in the comments.



COMMENTS PERTINENT TO THE WATER USE & PRESERVATION ELEMENT

Comment	Frequency
Need more sources of water	5
City needs additional water storage	4
Plan to assure water during droughts	3
Update to our water infrastructure	3
Provide water to the area west of the City	2
Water fees are too high	2
Build a water tower	1
City can't grow because it doesn't have enough water	1
Encourage water storage at homes and yards	1
Expand secondary water service to entire City	1
Finish Spring Creek water project as quickly as possible	1
Same charges for secondary water to anyone within the City limits	1

TAKE AWAYS FOR WATER USE & PRESERVATION ELEMENT

- *9.5% made comments about water*
- *Only one comment about water and yards*
- *No one referred to existing ordinances affecting drainage, flooding, and water sources*
- *Small number of responses may indicate a need for education and outreach*
- *Residential landscaping options for low-water use will need greater emphasis*



ECONOMIC DEVELOPMENT ELEMENT

The State of Utah stipulated that this element include forecasts and an economic development plan that may include revenue, expenditures, basic and secondary industry, market areas, employment, and retail activity. Economic Development was named by survey respondents as the most important service provided by Monticello.

Several survey questions were applicable to this planning element. Participants noted that having more shopping opportunities in Monticello would benefit local residents, obviously, but would also provide visitors with reasons to stop and spend time in the city. A more attractive and vibrant business district would also attract new residents. A few participants asked the City to make sure things were clean, neat, and welcoming.

COMMENTS PERTINENT TO THE ECONOMIC DEVELOPMENT ELEMENT

Comment	Frequency
We want more restaurants	13
Clothing store	7
Fast food restaurants would be wonderful	7
Small businesses, mostly run by locals	5
Another grocery store	4
Movie theater	3
Shoe store	3
Assisted living complex	2
Bowling alley	2
Changes should not disturb Monticello's charm and tranquility	2
Community is afraid of competition but doesn't support local businesses	2
Gaming center or arcade	2
Hair salon and barber shop	2
Main Street should be filled with businesses	2
Automotive parts store	1
Build a truck stop	1
Child care	1
Eldercare or nursing home	1
Expand medical services at hospital	1
Improve fairground for larger events like rodeos	1
Indoor flea market	1
Longer business hours	1
More contractors to build businesses	1
Need some non-profit organizations	1
People are afraid to let in businesses that might bring growth	1
Pet store	1
Reinvigorate the Chamber of Commerce	1

Resort for tourists	1
Shopping plaza	1
Spend taxpayer money only on things that benefit every household	1
Host competitive sporting events to bring people to the City	3
More services for autistic and disabled persons	1
Support existing businesses	1
Technical training college	1
Tourism should be a by-product of overall business growth	1
We stay here because of family not because of investment opportunities	1

Respondents sometimes listed the names of businesses that would benefit Monticello as well as serving the needs of local families. A few noted that it would help reduce retail leakage caused by online ordering and shopping in nearby communities. Several said the addition of the businesses would provide a "3rd place" for teenagers or adults to gather (1st place = home; 2nd place = school or church). Here is their wish list:

Burger King	Walmart	Taco Bell
Five Guys	Target	In-and-Out Burger
Wagon Wheel Pizza	Dollar Tree	Kentucky Fried Chicken
Pancake House	Hobby Lobby	Wendy's
McDonalds	Dairy Queen	Pizza Hut

The link between economic growth and housing availability was undeniable in the comments. It was a chicken-and-egg dilemma--to get one the City must have the other, but where to begin? A few respondents implied that simultaneous development of businesses and housing should be undertaken but most also recognized that the lack of building contractors interested in Monticello was a drawback. Incentives were suggested by several participants as a means to entice developers to the area and was a method over which the City may have some authority. Others were afraid that the City was stuck until the national real estate sector addressed both high construction costs and the difficulty of qualifying for mortgages.

The desired direction of future growth in Monticello and the top ranked City service showed general congruence and some interesting differences. As previously noted, survey respondents slightly favored family oriented growth over a business orientation. Those who wanted to stay the same were in the minority.

CONGRUENCE BETWEEN DIRECTION OF FUTURE GROWTH AND TOP RANKED CITY SERVICE

Top Ranked Service	Business oriented	Family oriented	Stay as we are
Adult Recreation	2.1%	3.1%	4.5%
City Parks & Trails	9.2%	15.1%	18.2%
City Pool	2.8%	3.8%	13.6%
Code Enforcement	7.1%	6.3%	4.5%
Community Events	2.1%	5.7%	4.5%
Economic Development	43.3%	32.7%	9.1%
Golf Course	8.5%	7.5%	9.1%
Landfill Services	4.3%	3.8%	9.1%
Tourism	6.4%	5.0%	13.6%
Youth Recreation	14.2%	17.0%	13.6%

TAKE AWAYS FOR THE ECONOMIC DEVELOPMENT ELEMENT

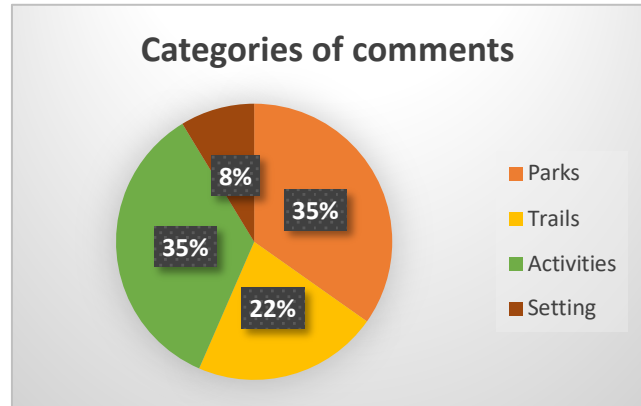
- *Expand the number and variety of locally owned businesses*
- *Assure housing development keeps pace with business growth*
- *Stimulate business-to-business communications and cooperative marketing*
- *Business growth needs to respect the character of the community*



PARKS & RECREATION ELEMENT

As noted above, City Parks & Trails was ranked second in the importance of Monticello's services, and Youth Recreation ranked third. However, other components of the Parks & Recreation element were ranked lower: The swimming pool was 6th, the golf course was 8th, and adult recreation was 9th.

Responses to the survey questions included comments about parks and trails as public spaces and parks and trails as the location for activities. Clearly one requires the other, just as business and housing are linked. For the 2027 General Plan the City combined parks and trails with recreation as a single element. Comments were made about activities as well as parks and trails. There was no clear distinction between recreation programs and recreation activities.



The comments about setting included frequent mention of Monticello's proximity to many outdoor recreation opportunities, both inside and outside the community. Also included were comments that recreation opportunities offered by the City should focus on families, and that families felt safer because they got to know people through the recreation programs.

COMMENTS ABOUT PARKS AND TRAILS

Comment	Frequency
Golf course is great	8
Parks are close by	6
Make the pool available all year long with longer hours	5
Appreciate the existing trail systems	3
Update and maintain playground equipment at parks	3
Upgrade the skate park	3
Invest more in our public spaces	2
Upgrade Loyd's Lake trail and picnic area	2
Get rid of sand wasps in the parks	1
Groom cross-country ski trails	1
Need trails for bikes	1
Update the parks	1
Upgrade and maintain our trail system	1
Want a park with playground equipment just for youngsters	1

COMMENTS ABOUT RECREATION PROGRAMS AND ACTIVITIES

Comment	Frequency
We need an indoor recreation center	19
Want more activities for youth	5
Recreation programs should be offered all year long	4
Host competitive sports events	3
More recreation programs for adults	3
Activities for non-athletic people	2
More recreation programs for teenagers	2

The recommendations for a recreation center came with some specific suggestions of what respondents wanted. For several participants the recreation center would be a focal point for bringing unity to the community, a safe place for children to gather, an area where adults could get some exercise, and a place that would be free of school and church dominance.

SUGGESTIONS FOR WHAT A RECREATION CENTER SHOULD INCLUDE

Inside	Outside
Weight lifting	Tennis courts
Exercise area for gymnastics, tumbling, and yoga classes	Hockey rink
Basketball and racquetball courts	Pickleball courts (light at night)
Indoor track for winter walking	Basketball court (light at night)
Large room to rent for parties	Horseshoe courts
Sauna and spa	Interactive fun park for youngsters
Bowling	Climbing wall

Suggestions for non-athletic activities included games, cooking classes, book clubs, and "many things we can think of."

TAKE AWAYS FOR PARKS & RECREATION ELEMENT

- *Explore financing for a recreation center*
- *Improve and expand trail system*
- *Upgrade and maintain playground equipment*
- *Provide recreation activities year-round*
- *Provide activities suitable for each age group (youngsters, children, teens, adults)*
- *Include activities for non-athletes*



PUBLIC SERVICES & FACILITIES ELEMENT

The State of Utah defines this element to include plans for sewage, water, waste disposal, drainage, public utilities, rights-of-way, easements, police, fire protection, and other public services. The survey asked respondents to rate their satisfaction with the City's sewer, garbage collection, streets, and emergency services, as discussed above. Waste disposal was identified as Landfill Services in the survey and was ranked seventh on the list of ten City services. Water is addressed in the Water Use & Preservation element, and consideration of rights-of-way and easement are included in the Transportation element, both discussed above.

Comments concerning sewer, waste disposal (Landfill Services), and emergency services were found in response to several questions and are listed in the tables below. Numerous comments were made about cleaning vacant lots, removing unlicensed/inoperative vehicles, and tearing down abandoned buildings, all lumped into Code Enforcement and ranked last in the City's list of 10 services. Those comments are not included in the tables below.

COMMENTS PERTAINING TO SEWER, GARBAGE COLLECTION, AND LANDFILL

Comments	Frequency
Infrastructure needs to support future growth	5
Existing employees are apathetic and disinterested in improving City	2
Landfill fees are too high	2
Adjust garbage collection routes to avoid dragging carts across the street	1
Be more transparent in how funds are expended for these services	1
Double or triple the charges for out-of-city garbage collection	1
Extend garbage collection further into the county	1
I want my property annexed into City so my sewer is property maintained	1
Lower the rates charged to make them suitable for a poverty area	1
Open the landfill for longer hours and more days	1
Provide a discount to City residents who haul their own trash to a dumpster	1
Provide a recycling program with biweekly pickup	1
Replace old sewer pipes before they burst	1
Trash needs to be picked up more frequently	1
When we need help someone always answers the phone	1

COMMENTS PERTAINING TO LAW ENFORCEMENT AND FIRE PROTECTION

Comments	Frequency
Infrastructure needs to support future growth	5
Low crime rate contributes to a feeling of safety	5
Enforce existing ordinances without regard to religion or heritage	2
Set up speed traps to slow traffic	2
Be more receptive to investigating claims of sexual abuse of children	1

Be more transparent in how funds are expended for these services	1
City provides only fire protection, EMS is provided by county	1
Increase funding for the fire department	1
Reinstate the City police department	1
Sheriff's deputies don't spend enough time in the City	1
Teenagers get into trouble because the City doesn't have enough activities	1
We get to know law enforcement officers because the city is small	1

TAKE AWAYS FOR PUBLIC SERVICES & FACILITIES ELEMENT

- *Plan for future growth and increased demand*
- *Review and adjust fees for services*
- *Coordinate with county sheriff for increased presence in City*
- *Provide more information to public on these services*



ENERGY CONSERVATION ELEMENT

This element was included by the City Council because of local interest in wind and solar power generation, and requests for electric vehicle charging stations. It was an element in the 2018 General Plan. Energy conservation was not included in the City survey and only two comments could be construed as pertinent to this element. Both of the comments were made in the context of national trends rather than state or local patterns and simply acknowledged rising prices for basic services.

Over the last few years the City has updated zoning ordinances to include commercial electric vehicle charging stations and currently two stations are operational. Electric vehicle charging stations for home use are handled by existing building codes. City ordinances were updated a few years ago to address solar panel installations but at the present time wind turbines are not permitted anywhere in the City.

The Latigo Wind Farm, situated northwest of the City but outside of the corporate boundary, has been operational for several years and sells power to PacifiCorp. None of the power is directly utilized within the City, but the substation where the power links to the PacifiCorp power grid is within the City boundary and contributes to the tax revenues collected by the City.

TAKE AWAYS FOR ENERGY CONSERVATION

- *Revise zoning ordinances to include wind turbines for home use*
- *Update City energy conservation plans for its buildings and vehicle fleet*
- *Investigate how the City can encourage energy efficient construction*



PUBLIC INFORMATION & CITY ADMINISTRATION

The City must comply with Utah public noticing requirements during preparation of the 2027 General Plan and when holding certain meetings. City administration must also comply with state rules affecting meetings management, transparency, fiscal accountability, and others. The survey provided several questions for respondents to comment on these topics and additional comments were scattered elsewhere in the survey.

Overall, the respondents congratulated the City on all of its efforts to keep the public informed. In particular, several commented on how much better the current City staff and City Council are doing with information sharing and transparency than did their predecessors. Nonetheless, participants responded with concerns about communications.

COMMENTS ABOUT PROVIDING INFORMATION TO THE PUBLIC

Comments	Frequency
I don't know when city meetings are held	18
Everything is available for any who want to look	17
City Council is not receptive to public input	7
Nothing is ever posted	5
Don't rely on churches to get the word out	4
Not much information on Facebook about agenda or outcomes	3
City Council and Planning Commission are easy to track, other committees are lost in the dark	2
City website is not current or informative	2
Present City administration is doing more to reach out	2
Want updates on implementation of decisions	2
City Council does not give enough time for public input	1
Community event schedules should be on the city utility bill	1
How do I find out about volunteer opportunities?	1
I can't hear at City Council and Planning Commission meetings	1
I enjoy the newsletters	1
If you don't read the newspaper and aren't on social media you are not informed	1
Information packets not available early enough to give us time to think about issues	1
Post meeting agenda online	1
Why don't we hear about City happenings that are not public meetings?	1

The first five comments about providing information to the public suggest that the methods currently used are not as effective as the City desired. On the other hand, it may mean that respondents were not taking personal initiative to be informed citizens. Comments about not knowing when meetings are scheduled were not unique to any age group or income bracket. The

City cannot be responsible for how or if a resident wishes to be informed, but the City can make adjustments to the methods used to reach out.

Survey participants were generally complimentary about the present City administration, but concerns were apparent in their comments. Expenditure of tax payer funds, consideration of all community members without regard to religious affiliation or heritage, protection of community qualities, and continuity from one City Council to the next were areas of interest.

COMMENTS ABOUT CITY ADMINISTRATION

Comments	Frequency
City workers, City Council, and volunteers are doing a great job	11
Include all segments of the community without regard for religion or heritage	5
City fees are too high	4
Disagreement with City policy or decisions led to "blacklisting" and personal attacks	4
Make sure plans and projects protect our small, quiet, and safe city	4
City tells us what they want us to hear in meetings but does differently later	3
When you can't use a volunteer, be nice in the way you tell them thanks	3
City Council is not going in the right direction	2
Identify a theme or a unique feature of the City to use in promotions	2
Raise taxes to fund what we need	2
Tax payer funds should benefit the community and not white Mormon families	2
When you need more money, hit up the golfers and tourists. They're rich.	2
Add at least 500 people to our population	1
Annex more land to expand the tax base	1
Audio recording of meetings is very poor quality; hard to understand	1
Community is very competitive and this is off-putting to new arrivals	1
Develop a long-term growth plan	1
Develop a plan for long-term maintenance and expansion of City facilities	1
Don't be afraid of competition	1
Don't waste money on costly studies when locals can help	1
Focus on the people who live here before thinking of other things	1
Local government is more responsive than national government	1
No meaningful development efforts in 30 years. Change direction.	1
People are so busy self-promoting that they are not doing their jobs	1
Show us how the City collects and spends money on services	1
Spend tax payer money only on things that benefit every household	1
What does City government do? What do the employees accomplish?	1
How do you make sure new City Councils implement decisions made in prior City Councils?	1
Why do we rely on volunteers to do what other cities hire workers to do?	1

Review of the comments suggests that most respondents thought about the City that they would like to live in and have their children return to in the future. While there were a few comments that appeared angry, very few seemed flippant. Several participants expressed appreciation for the opportunity to share their opinions.

TAKE AWAYS FOR PROVIDING INFORMATION TO THE PUBLIC

- *Place a high priority on keeping the City website current*
- *Display agenda on Facebook in addition to the town cloud link*

- *Continue the multi-media methods of communicating with the public*
- *Gather and keep current lists of email addresses for people wanting to be contacted via email*
- *Consider adding processes like building permits, financial accountability, etc., to the "101" courses offered occasionally by the City and invite the public to participate*

TAKE AWAYS FOR CITY ADMINISTRATION

- *Provide information about implementation of City Council decisions*
- *Help residents better understand tracking of City revenues and expenditures*
- *Consider how City Council decisions will affect our small, quiet, and safe community*
- *Develop long-term plans for growth and the expansion of city facilities*