

Village of Jemez Springs Comprehensive Plan Update

Draft Community Survey Results 2.10.2015



**Mid-Region
Council of Governments**
809 Copper Ave. NW
Albuquerque, NM 87102

Derrick Webb, AICP
Regional Planner
dwebb@mrcog-nm.gov
505.843.1704

Introduction

This report presents the findings and a general analysis of the online survey distributed for the Village of Jemez Springs in January 2015. The purpose of the survey is to seek a broad range of opinions regarding local preferences and expectations about the future development of the Village and its adjacent lands which comprise the greater Jemez Springs community. It is not the purpose of this survey to dictate municipal programs, set priorities for Village projects, or justify financial management decisions.

Ultimately, this community survey is part of the public involvement process for developing a Comprehensive Plan Update for the Village that will be generally acceptable to the local residents and the Village Council. Of more immediate concern is that this survey research will provide additional information in formulating the development of goals and objectives for the Village of Jemez Springs as a framework for the Comprehensive Plan document update.

Survey Methodology

Before designing the survey form itself, a listing of potential development issues was compiled in order to focus on the land use and community development issues that are relevant to the current and future situation of the Village. The list of development issues was utilized to begin the discussion with the Steering Committee about a broad range of issues the Village is facing. This pre-survey list of development issues is provided in Appendix A of this report for reference purposes. Ongoing discussions with Village staff, elected officials, and the steering committee supported the screening process resulting in a selection of issues to incorporate into the survey. A preliminary survey instrument was then prepared, revised, and eventually finalized as an appropriate form for distribution to the community.

The survey questionnaire was posted online on the Village website and the MRCOG website. Paper copies were made available at the Village Library and Municipal Office. Due to the close proximity of La Cueva and several of the Areas to the north of the Village, responses outside of the Village were encouraged and tracked within the survey instrument itself.

As of January 30, 2015 a total of 50 surveys have been submitted for a response rate of 20 percent. For the purposes of gathering input for the Village Comprehensive Plan Update, this response rate is acceptable; and will be a significant resource if it is understood that this is not intended to achieve a statistical projection of beliefs from the total population of residents. The opinions that are expressed in the survey, therefore, may or may not be representative of the total population of residents in the greater Jemez Springs community. However, they do provide a wealth of citizen opinions and can help to identify important issues, values, and expectation of the community; and will be of great value to the comprehensive planning process for the Village of Jemez Springs. The survey instrument is provided in Appendix B.

The survey form is relatively simple and straightforward. The first 13 questions of the survey contains statements with reference to community development and land use issues for the Village. Survey respondents were asked to rate each statement to express their personal level of agreement or disagreement, based on the following 4-point scale: (4) strongly agree, (3) mildly agree, (2) mildly disagree, and (1) strongly disagree. Some of the statements were intentionally written to be provocative while others were meant to explore or determine attitudes about certain development issues in the community.

Other sections of the survey are designed to identify priorities on specific topics. Because Jemez Springs has a long history and because this endeavor is supporting ideas to combat the decrease in population and delicate economic environment, the second section of the survey suggests various community services and asks respondents to identify what would be most effective for Jemez Springs to focus on in the future. The last section of the survey includes open-ended questions related to the first 13 statements that were ranked to identify personal opinions on what the Village should focus on within each statement.

Analysis of the Online Survey

The analysis of this survey was conducted by the staff of the Mid-Region Council of Governments (MRCOG) of New Mexico. All of the submitted surveys were obtained between the online posting date of December 2014 and the closing date of January 30, 2015. Upon receipt of the survey, results were tabulated and evaluated using various techniques appropriate to the construction of each question. The survey format comprised of three parts, each different by topic and design. The following sections present the results with a brief discussion of each question. Interpretation of this survey is generally left to the reader. As indicated previously, the purpose of this survey is to gather a wide range of opinions on local development issues in order to build an acceptable framework for the Comprehensive Plan Update for the Village of Jemez Springs.

Section 1: Statement Ranking

This section of the survey was designed to explore a wide range of topics identified through a screening process conducted by the MRCOG and the Steering Committee. The statements that are listed in the table in Section 1 of the survey pertain to a variety of community services, development concepts, and land use activities. Some of the statements used in this section have been debatable in the past, or are currently a topic of contention or dispute in the community. Other statements refer to elements of common planning practice. All of the statements are presented below in Table 1 with their calculated weighted average and ranking. The ranking was developed based on the weighted average. The closer the average is to 4 (strongly agree), the higher the ranking on a scale between 1 to 13.

The statements that achieved the highest weighted average shown in Table 1 identify the highest level of agreement among all respondents. Those statements that received an average of 3.28 or higher generally indicate strong support for ideas or concepts reflected in the statement. There were five statements that are included at this level. They are as follows, and are listed in order from higher to lower scores:

- The Village should work to develop a better cooperative relationship with the U.S. Forest Service, Jemez Pueblo and State and County tourism departments.
- The “Leyba” property/community park should be utilized in a better way.
- The Village needs a disaster preparedness and hazard mitigation plan.
- The Village should support efforts for residents to age in place.
- The Village should work with other communities within the Region to develop collaborative tourism campaigns.

Table 1: Survey Section 1

Statements about Community Development and Land Use Issues	Weighted Average	Rank
1. The Village should encourage and support the creation of a business alliance or chamber of commerce.	3.11	9
2. The Village needs a disaster preparedness and hazard mitigation plan.	3.35	2.5
3. The Village should invest in directional and branding signage for the community.	2.86	12
4. The Village should work to develop a better cooperative relationship with the U.S. Forest Service, Jemez Pueblo and State and County tourism departments.	3.42	1
5. The Village should work with other communities within the Region to develop collaborative tourism campaigns.	3.28	5
6. The Village should annex land to the north and south of the municipal limits to take in areas where services are being provided by the Village.	2.98	10
7. The Village should encourage business development.	3.24	7
8. The Village should support efforts for residents to age in place.	3.32	4
9. The Village needs a motto or “brand.”	2.73	13
10. The “Leyba” property/community park should be utilized in a better way.	3.35	2.5
11. The Village should support local small scale agricultural activities.	3.24	7
12. There should be an architectural standard for any redevelopment or new development of properties that are adjacent to and face Highway 4.	2.87	11
13. The Village should focus its efforts on economic development to ensure the viability of the community.	3.24	7

Conversely, the lowest average scores indicated by Table 1 identify the statements or issues of general disagreement among the respondents. There were three statements that received a mean score below 3.0. Those statements, in order of lower to higher score are as follows:

- The Village needs a motto or “brand.”
- The Village should invest in directional and branding signage for the community.
- There should be an architectural standard for any redevelopment or new development of properties that are adjacent to and face Highway 4.
- The Village should annex land to the north and south of the municipal limits to take in areas where services are being provided by the Village.

Table 1 also identifies the statements or issues of general agreement among the respondents. There were five statements that received a mean score between 3.0 and 3.28. Those statements, in order of lower to higher score are as follows:

- The Village should support local small scale agricultural activities.

- The Village should support the creation of a business alliance or chamber of commerce.
- The Village should encourage business development.
- The Village should focus its efforts on economic development to ensure the viability of the community.

The development issues presented in Section 1 and summarized in Table 1 are by no means comprehensive, but the results indicate that community space development, opportunities to age in place, tourism related activities, and disaster preparedness and hazard mitigation are important in regard to future planning and development.

The average scores presented in Table 1 can be somewhat misleading. In this type of survey question, there is typically a full range of opinions, which is not obvious in the average score. For example, an average score of 3.0 could result from many respondents giving the statement a somewhat agree or somewhat disagree rating, or the score could be the result of two extreme points of view (i.e. an equal number of respondents strongly agreeing and disagreeing). In general; however, the higher the average score, the higher the community level of agreement with the written statement in the survey while the lower the average score, the greater the level of community disagreement with the statement.

To better understand the overall level of agreement with the development statements, a frequency distribution was calculated for each of the statements as a more detailed explanation of the average score. The subsequent tables show the frequency distribution of rating scores in each statement in Section 1 of the survey. The frequency of response is simply the number of respondents that checked each rating value (1 through 4), while the percentage of response is the calculated percentage of respondents who marked a particular rating value.

Statement 1: The Village should encourage and support the creation of a business alliance or chamber of commerce.
 [Average Score: 3.11, Rank: 9]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	35	69	13	5	7
Percentage of Response:	27.1%	53.5%	10.1 %	3.9%	5.4%
Totals:	80.6%		14.0%		

Based on the frequency analysis, roughly 80 percent of respondents agree that the Village should encourage and support the creation of a business alliance or chamber of commerce. About 27 percent strongly agreed with this statement in contrast to only about 4 percent strongly disagreed. The average score of this statement (3.11) rated as 9th in the list of 13 statements.

Statement 2: The Village needs a disaster preparedness and hazard mitigation plan.

[Average Score: 3.35, Rank: 2.5]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	51	63	9	0	6
Percentage of Response:	39.5%	48.8%	7.0 %	0.0%	4.7%
Totals:	88.4%		7.0%		

Statement 2 ranks 2.5 when based solely on the average score. When analyzing the frequency response, it is clear that a majority of survey respondents agree that the Village needs a disaster preparedness and hazard mitigation plan (88.4% agree with the statement).

Statement 3: The Village should invest in directional and branding signage for the community.

[Average Score: 2.86, Rank: 12]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	22	64	24	7	12
Percentage of Response:	17.1%	49.6%	18.6%	5.4%	9.3%
Totals:	66.7%		24.0%		

An average score of 2.86 would indicate that respondents were in agreement with this statement. Responses were somewhat mixed however, roughly 17 percent of respondents strongly agreed with the statement, while about 19 percent disagreed. While branding and directional signage may not be a significant priority now, attention should be paid to this as the Village moves toward any economic development efforts.

Statement 4: The Village should work to develop a better cooperative relationship with the U.S. Forest Service, Jemez Pueblo and State and County tourism departments.

[Average Score: 3.42, Rank: 1]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	59	55	3	3	9
Percentage of Response:	45.7%	42.6%	2.3 %	2.3%	7.0%
Totals:	88.4%		4.6%		

This statement brought out a significant positive response. The majority of respondents are in favor working to develop a better cooperative relationship with the U.S. Forest Service, Jemez Pueblo and State and County tourism departments. Nearly 88 percent of those surveyed agreed, while only about 4 percent disagreed. This statement also ranked 1st based on the average score. This sway specifically shows an interest by respondents in the statement.

Statement 5: The Village should work with other communities within the Region to develop collaborative tourism campaigns.

[Average Score: 3.28, Rank 5]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	44	65	8	2	10
Percentage of Response:	34.1%	50.4%	6.2 %	1.6%	7.8%
Totals:	84.5%		7.8%		

Much like the previous statement, survey respondents seemed to highly agree with this statement. With an average score of 3.28 and a rank of 5th, it falls in line with statement 4 regarding cooperative relationships. Based on the frequency analysis alone, this statement shows an agreement and disagreement at 84.5 percent and 7.8 percent respectively. It would seem safe to say that the Village should focus on its relationships with all of those involved within the Region.

Statement 6: The Village should annex land to the north and south of the municipal limits to take in areas where services are being provided by the Village.

[Average Score: 2.98, Rank 10]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	32	50	21	6	20
Percentage of Response:	24.8%	38.8%	16.3 %	4.7%	15.5%
Totals:	63.6%		20.9%		

Respondents had mixed feelings with this statement. While about 63 percent of respondents agreed that the Village should annex land where services are being provided, the average score of this statement shift the other way. In contrast to the 12 other statements, this one ranks 10 out of 13. Annexation among all people within the Jemez Springs area seems to be less of a priority right now and possibly into the future.

Statement 7: The Village should encourage business development.

[Average Score: 3.24, Rank 7]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	49	57	10	5	8
Percentage of Response:	38.0%	44.2%	7.8 %	3.9%	6.2%
Totals:	82.2%		11.6%		

This statement ranks 7th and has an overall frequency agreement of 82 percent. While, for the most part survey respondents agree that the Village should encourage business development, comments indicated that they are unsure of the process to do so.

Statement 8: The Village should support efforts for residents to age in place.

[Average Score: 3.32, Rank: 4]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	50	57	9	2	11
Percentage of Response:	38.8%	44.2%	7.0 %	1.6%	8.5%
Totals:	82.9%		8.5%		

Roughly 83 percent of those surveyed agree that the Village should support efforts for residents to age in place. Given the fact that the age of the population is increasing and that the younger generation is migrating to other areas, it would make sense to invest in options to allow for the current population to age in their homes and community. This type of focus for the Village will need many different implementation strategies in order to increase the ability to create a place where this is possible.

Statement 9: The Village needs a motto or “brand.”

[Average Score: 2.73, Rank: 13]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	27	39	41	8	14
Percentage of Response:	20.9%	30.2%	31.8 %	6.2%	10.9%
Totals:	51.2%		38.0%		

About 51 percent of those surveyed indicated that they felt the Village needs a motto or brand. On the other spectrum of the statement, roughly 38 percent disagreed and 10.9 percent did not respond. It is important to note that just having a motto or brand for the community will not solve all of the problems. Unless paired with a sound economic development plan, a motto is just another term to call your place of home.

Statement 10: The “Leyba” property/community park should be utilized in a better way.

[Average Score: 3.35, Rank: 2.5]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	50	58	7	1	13
Percentage of Response:	38.8%	45.0%	5.4%	0.8%	10.1%
Totals:	83.7%		6.2%		

Utilization of the Leyba property/community park comes in at 2.5 in this survey. However, looking only at the frequency agreement percentage, this statement ranks 4th. Roughly 84 percent of respondents indicated that they felt the property should be utilized in a better way. Specific implementation strategies and programming will be needed to turn this area into a benefit for the current residents and those touring the area.

Statement 11: The Village should support local small scale agricultural activities.

[Average Score: 3.24, Rank: 7]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	45	60	12	2	10
Percentage of Response:	34.9%	46.5%	9.3%	1.6%	7.8%
Totals:	81.4%		10.9%		

This statement ranked 7th on the list of statements and had an overall agreement score of 81.4 percent. While it ranks somewhat low on list, there were several interesting suggestions related to this statement listed later in this report. It would be worthwhile to investigate the potential usefulness of this type of program.

Statement 12: There should be an architectural standard for any redevelopment or new development of properties that are adjacent to and face Highway 4.

[Average Score: 2.87, Rank: 11]

	Agree		Disagree		No Response
Rating Scale Numbers	4	3	2	1	0
Frequency of Response	30	48	30	8	13
Percentage of Response	23.3%	37.2%	23.3%	6.2%	10.1%
Totals	60.5%		29.5%		

This statement received mixed reviews. It ranked 11th in the list and achieved an overall agreement of 60.5 percent. It seems that the overall priorities of those responding to the survey are in other areas that may directly and immediately affect the success of the community.

Statement 13: The Village should focus its efforts on economic development to ensure the viability of the community.

[Average Score: 3.24, Rank 7]

	Agree		Disagree		No Response
Rating Scale Numbers:	4	3	2	1	0
Frequency of Response:	46	58	14	2	9
Percentage of Response:	35.7%	45.0%	10.9%	1.6%	7.0%
Totals	80.6%		12.4%		

The overall trend of the Steering Committee meetings leading up to this survey centered on the idea of economic development. With statement 1 relating to the encouragement of businesses and this statement suggesting that the Village should focus on economic development both having a somewhat general agreement among survey respondents, it seems likely that some sort of economic development focused strategies should be considered for the overall comprehensive plan update.

The following table shows the updated ranking based on the frequency analysis. This new ranking is shown next to the previous, average, rank in order to illustrate the sometimes misleading nature of the weighted average in this type of analysis.

Table 2: Survey Section 1 Updated Frequency Rating

Statements about Community Development and Land Use Issues	Weighted Average	Rank	Frequency Rank
1. The Village should encourage and support the creation of a business alliance or chamber of commerce.	3.11	9	8.5
2. The Village needs a disaster preparedness and hazard mitigation plan.	3.35	2.5	1.5
3. The Village should invest in directional and branding signage for the community.	2.86	12	10
4. The Village should work to develop a better cooperative relationship with the U.S. Forest Service, Jemez Pueblo and	3.42	1	1.5

State and County tourism departments.			
5. The Village should work with other communities within the Region to develop collaborative tourism campaigns.	3.28	5	3
6. The Village should annex land to the north and south of the municipal limits to take in areas where services are being provided by the Village.	2.98	10	11
7. The Village should encourage business development.	3.24	7	6
8. The Village should support efforts for residents to age in place.	3.32	4	5
9. The Village needs a motto or “brand.”	2.73	13	13
10. The “Leyba” property/community park should be utilized in a better way.	3.35	2.5	4
11. The Village should support local small scale agricultural activities.	3.24	7	7
12. There should be an architectural standard for any redevelopment or new development of properties that are adjacent to and face Highway 4.	2.87	11	12
13. The Village should focus its efforts on economic development to ensure the viability of the community.	3.24	7	8.5

Section 2: Community Services Ranking

This section invited survey respondents to select from a list of community services; indicating those that they thought should be given high priority for the long term benefit of the Village of Jemez Springs. The survey asked respondents to rank each community service 1 through 10, with 1 being the highest priority and 12 being the lowest for the following services: Water and Sewer, Solid Waste, Police/Fire/Rescue, Elderly Services, Health Care, Educational Services, Local Streets, Parks and Recreation, Youth Services, and Open Space. Although these services were not defined, respondents had unlimited and multiple choices based on their own individual knowledge of the services within Jemez Springs. Table 2 below shows the total number of selections made by respondents for each of the ten specific services. Based on the priority given to each service, a ranking was developed.

Table 3: Survey Section 2

	Water and Sewer	Solid Waste	Police/Fire /Rescue	Elderly Services	Health Care	Educational Services	Local Streets	Parks and Recreation	Youth Services	Open Space
Total:	342	611	358	699	623	619	794	632	689	750
Average:	2.65	4.74	2.78	5.42	4.83	4.80	6.16	4.90	5.34	5.81
Ranking:	1	3	2	8	5	4	10	6	7	9
Answered	82.95%	out of:	129	total surveys						

It is clear from this analysis that Police/Fire/Rescue is the top community service the respondents are concerned about. Health Care and Educational Services come in at 3rd and 4th respectively. Lastly, Local Streets and Open Space come in at 9th and 10th. Given the small amount of local streets and the abundance of open space within the Jemez Valley, it is not surprising these two categories came in at the end of the spectrum.

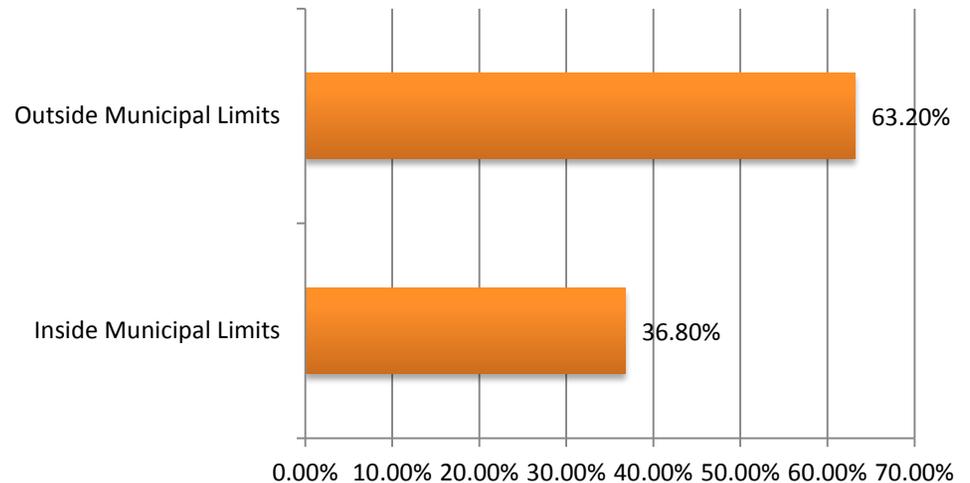
Section 3: Inside/Outside of Municipal Limits

Due to the close proximity of small pockets of residential areas surrounding the municipal limits of Jemez Springs, the Steering Committee felt it important to gather survey submissions from this group of people that support and rely on many of the services located within the Village. Table 4 shows the results of question 15 of the survey tabulating the survey respondent's place of residence.

Table 4: Survey Respondent Reported Location

	Count	Percentage
Inside Municipal Limits	46	36.80%
Outside Municipal Limits	79	63.20%
Total Answered	125	
# Total Surveys	129	
# Skipped	4	

Figure 1: Survey Respondent Reported Location



Roughly 63 percent of survey respondents are reporting from outside the municipal limits of the Village. While the goal of the survey was to include all those impacted by the Village, inside and outside, this changes our response rate since the response rate detailed earlier in this report is based on the Village population of 250 residents. If we add in the additional 79 survey respondents that indicated they reside outside of the Village limits, our total survey population changes to 329 people which changes our response rate to 39.2 percent.

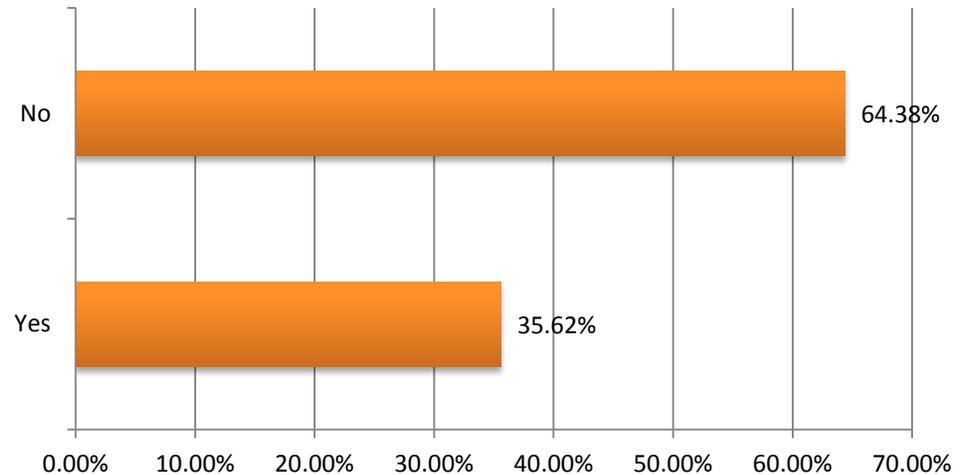
The Village currently supplies limited sewer and water service to areas to the north and south of the municipal boundary. These areas are typically located within the municipal boundaries of other municipalities throughout New Mexico. Because of this, the Steering Committee was interested in

determining if residents within these areas would be interested in being incorporated with the Village. Question 16 asked the question, “If you live outside, would you be interested in being incorporated within the Village?”

Table 5: Interest in Incorporation

	Count	Percentage
Yes	26	35.62%
No	47	64.38%
Total Answered	73	
# Total Outside Responses	79	
# Skipped	6	

Figure 2: Interest in Incorporation



It is important to note that of those respondents that indicated they live outside of the municipal limits, 64 percent indicated that they are not interested in being incorporated into the Village. After further review of this question, it appears that there is some discrepancy in where residents believe the Village limits are located. While there were responses from respondents indicating they reside in the areas to the north and south of the Village, many respondents listed locations within the Village. The following are the respondent input received for the question “If you chose yes, where are you located (optional)?”

- Area I, Area III, La Cueva
- Bodhi Manda Zen Center Next to the Jemez Park
- Near post office
- “La Cueva is part of Jemez Springs but there is little support in our sub-community for services. There needs to be more available immediate support services.”
- We use to live in Area 1, and wished we were incorporated with the Village.
- 2 miles south of the Village

- Red Rocks Area, Vista Hermosa Road
- Canon with the senior center
- Area 1 ... although, as I answered "no" to this in the survey, it all depends on the details. My support indicated here is not intended as a carte blanche "yes". I do not support this on an open ended basis. As well, I am unaware of any services the Village provides to residents north of the Village limits ... since the fire dept is volunteer, the County provides sheriffs, water is independent of the village, and there is no village sewage here ... You need to inform the citizenry better and then ask these related questions. Similarly for "economic development".
- Area 3 on Spruce Loop off of Ponderosa Drive
- Fenton Lake State Park
- Eagle Road north of Soda Dam

Section 4: Statement Comments/Suggestions

This section invited survey respondents to submit suggestions and opinions regarding the statements they ranked in Section 1 of the survey. The intent was to solicit opinions that were critical and anonymous for the purposes of relating the comments back to the questions in the previous sections of the survey. Because the questions related to the specific statement, that is how they are presented in the following list. All of the written responses received in Section 4 are verbatim transcriptions to the extent that they are legible. Responses to open-ended questions are notoriously difficult to analyze, although there were enough comments obtained in this survey to get a general sense of the range of opinions and emotions about a wide range of topics in the Jemez Springs community. Also, common perceptions and repetition of ideas do become evident given the number of people who cared to answer this question.

Statement 7: The Village should encourage business development.

[Average Score: 3.24, Rank 7, Frequency Rank: 6]

- Business development should be in a controlled fashion that does not degrade quality of life (alignment with infrastructure capacity, minimizing noise and light pollution) and in such a way that does not adversely alter what makes Jemez Springs such a special place. Thoughtful planning and not just rushing for quick economic gain.
- Advertise and develop our natural resources--hot springs, hiking, outdoor activities, renewal of human connection with nature and wilderness. Sell what we already have in abundance. Plus the spiritual mystic that many people are drawn to, though they might not admit it. Also tourists are interested in cultural history of the area. Celebrate our history--Native, Hispanic, anglo. Have a "Three Cultures Day."
- More young people need to be encouraged to move to the area to develop and run businesses.
- The Bathhouse is the most important product the Village has to off but is a catastrophe. Use Ojo Caliente as an example of what could be!
- Apply for Frontier status as a first step and then explore options offered
- By bringing in more businesses.

- Assist with licenses, connection and inspection. Hire a proper police force. Advertise in social and print media. Grocery or drug store. Fix my road.
- Businesses which already exist should get together to work out ways of increasing tourism in our area. Future business should not threaten existing business. Efforts should be made to protect our country, small town status so that tourists will seek us out as a way of "getting in touch with nature."
- First - ask existing local businesses what the city can do for them to improve their revenue. Second - recruit ecofriendly business that can pull tourism/sportsman/retirement centers/etc. \$\$ to our region.
- I would like to see more basic services like gas station, market, hotel, hardware store.
- Chamber of commerce, advertising
- Gas station would be a start
- Hire leaders to organize and develop ideas already in place.
- Send representatives out to other communities and promote our valley using magazines, radio, internet, and even television.
- Encourage a community association involving businesses and residents.
- Create incentives for businesses to move into town.
- By focusing on economic activities that encourage local sustainability (like the Farmers' Market and Art/Craft Fairs) and local employment and support (from local lodging and eateries to elder care).
- Focus on forestry and wood/lumber industry
- Space is limited due to our footprint, but a website service for businesses overcomes both challenges without extensive construction.
- Become a fitness Mecca. Stage bicycle and foot races. This concept jibes perfectly with the local spa and inn businesses. This is the best idea you will be reading in this survey.
- Encourage collaborations...*(comment removed)*
- We need a strong and determined core of leaders with shared responsibilities. Keeping up the momentum is difficult over years. Perhaps the National Park designation for the VC will be a positive impetus
- There is a new Sandoval Economic Alliance being set up now. There is an economic specifically set up for this endeavor in rural Sandoval county.
- Have a business code set
- tourism
- I am not a business person. I would assume the local business owners would want to determine the priorities.
- Work with Sandoval County - look for grants- work with Park Service in conjunction with plans for Caldera promotion and development plans. identify available resources from State and County Tourism Department.
- Zoning allowing for commercial zone in area where most businesses are now. Home business friendly zoning.
- Utilize the natural hot springs development such as Pagosa Springs CO or Princeton Hot Springs in Buena Vista CO
- Encourage small businesses, including home businesses. Perhaps offer incentives, small loans, etc

- Comprehensive branding strategy to draw more visitors - Offer support navigating Village paperwork, so it is a clear process and not a feeling here is another hurdle. Things like zoning, signage, licensing come to mind. - Adopt a clear vision for the Village, so economic develop has a goal to work towards. -Offer a customer service training twice a year to change the service reputation at local businesses.
- Keep a better eye on what the business is doing
- Get some professional helpRight a way
- Establish an Economic Development Council made up of interested parties and those with expertise in the area
- Discussion with business participants, not only the leaders, but the lowest paid workers too.
- Create a Chamber of Commerce, support the need for more businesses to support the need of the community. Grocery, food service, c
- Get local businesses to clean up their front space. Trashy beer signs and catering trucks with flat tires need to go. Stop harassing tourists with speed traps. A proper Chamber of Commerce and "Welcome Wagon" would encourage new businesses.
- Better utilization of the hot springs.
- Make it easy for all sections of the Village to be marked as "business or residential". The two do not have to be segregated.
- Marketing and branding the Village. Allow small start-up business without regulating and zoning them to death. Utilize the Leyba property for music and art activities as planned. Build a multi-use facility on the property and rent it out at a reasonable price. Include a public conference center type area for group activities, indoor art exhibit, museum and music space. Encourage the Arts--talented people are drawn to the area and they are an economic resource that needs to be encouraged and marketed--as Santa Fe has marketed their art culture, we could do that here for artists and musicians. Encourage alternative healing activities in the area. Get in touch with adventure businesses and lease area on mesas or somewhere within the village limits area to do zip lines, rock climbing, hiking trails, etc. Have hwy 4 residents clean up junk cars and trashy areas, install village gas lamps and hanging flower baskets throughout the village proper and make the place look beautiful and quaint to encourage visitors and encourage return visits. Encourage more lodging in the area, and more and better restaurants.
- Easy compliance
- We will shoot ourselves in the foot if we don't create standards and regulations that maintain the true attraction of the area---the quaint and savage beauty of the Jemez.
- All Jemez Springs employees/volunteers need to visit all businesses and support them! (fam tour!) 2. Find ways that gov't can support business (waiving fees, tax incentives etc.). Communities like Aztec and Farmington are doing a great job with marketing and economic incentives. The council needs to do some research on how other communities are making it through tough economic times. Have they ever called or visited with other council members or mayors from other communities or tourism officials? Our government needs to show more interest personally to all businesses.
- The village needs to encourage people to open small business such as a grocery store, new restaurants. We don't need any more ticky tack gift shops.
- allow / encourage commercial zoning
- Be more proactive in helping business people find grants to help small businesses start up in a rural community like Jemez Springs.
- have all business work together to support the growth and tourism of Jemez Springs to benefit all business and the community involved!!

- First, identify ALL the businesses in the area. Determine what type they are. Determine whether they are retail, tourism, or home-based businesses. Need to get needed services to the village and surround areas (such as area 1, 2,3, Sierra Los Pinos, etc. So many contractors just refuse to come from Los Alamos to Jemez Springs, and we do not have locals who are responsive (you call a company and don't get a call back, e.g.).
- Chamber of Commerce and clear sign ordinances.
- I do not believe it is the role of government to encourage business development
- Become a Main Street. Spruce up the Village: decorative street lighting (like Bernilillo did), landscaping, and clean sidewalks.
- Publicity -- outside the Valley -- about our existing businesses and incentives for new businesses to start up here -- especially restaurants.
- High speed Internet and cell use must be expanded to increase population growth with young people. Child care services should be provided at reasonable cost for young families.
- I disagreed because the existing businesses are not truly interesting to tourists, no one wants to buy overpriced substandard products.
- Put a limit on the number of same owned businesses by the same owner so monopoly is stopped. You already have one business owner that owns 2 restaurants within the same area.
- I was wondering the same thing.
- help with grants upgrade visual requirements
- Jemez Springs is likely to begin a "business boom" as the Valles Caldera is shifted to a new operating company and process. Taking the lead in this, the governing body should set up a small business alliance to assist those small businesses to set up and become successful. As business grows, so does the community.
- Recruit businesses
- Reduce tax burden. Encourage volunteer work. Reduce regulations and ordinance requirements.
- Encourage the creation of a Chamber of Commerce for the entire valley...San Ysidro to the Valles Caldera. We need to work in partnership via an independent chamber...not Village controlled.
- Have a strategy of who to attract - younger folks with a love of nature who want to work outside of a city. Especially those that might be self-employed, perhaps writers, travel agents, engineers. We are close enough to the airport that travel is relatively easy. In addition, enhance village events... Have bus tours leave the village on the weekends for tours to Santa Fe, casinos - any kind of day trips. Have reasons for people to stay in the village - weekend music, nature activities for kids, self-guided geology tours, one day artist classes. Maybe bundle these together as discounted packages.
- Integrated business plan and GOALS. Work together. Minimum expected standards.
- A strong Business Association that works with the Village to promote the area TOGETHER. A member of that organization on the Village Council.
- Coordinate with Village trustees, lodgers' board, Sandoval County resources

Statement 8: The Village should support efforts for residents to age in place.

[Average Score: 3.32, Rank: 4, Frequency Rank: 5]

- Agree with this option, but with community oversight/input as to location of such facilities and services offered.
- A tax break for seniors who remain here, like California does--keep property taxes at current rate or lower for the older folks.
- Yes
- Yes, good for families, thus good for community.
- Yes, on a limited basis, with the understanding that it is the sole use, even after the current resident is no longer using it
- Yes. In a small community like this we need flexibility to meet the needs of various situations.
- I have no idea what this really is.
- Yes. And a health care facility.
- I would approve of living accommodations for the elderly as long as they are not High-rise or do not take over the village.
- I don't understand this.
- Guest houses would be great just don't limit it to an older relative.
- Yes
- Yes necessary to balance all the larger new private buildings outside of Village & to increase tax base and involvement in Village government.
- Yes. There is a strong population of over 50 who wishes to remain in the community. I don't see that changing.
- Yes, particularly combined with adequate health care connections. However, equal attention has to be paid to enabling the local younger population to find adequate employment locally.
- I would be OK with it as long as the architecture fit in and we didn't end up with plain boxes.
- No apartments, assisted living facilities & hospice ONLY.
- The Village is relatively poor, and at times poorly managed, as it is and would not likely be expected to manage such services very well.
- I'm older! So I want all the services I can get. Again, though, the facilities need to be properly maintained with a professional core of caretakers. Not fixated on making money.
- Until we have the investructure such as water, sewer, electricity that is dependable, road repairs it is impossible build these this type of development.
- I lived in a rural area that did allow trailers (NOT RV's) for such purposes but they had to be removed within a year of not being used and could not be rented out etc. That worked pretty well.
- Yes.. It looks better and served the purpose better than splitting lots and adding mobile homes.
- Nicely done single affordable units could attract 55+
- Don't know what this means and if a village this size could manage the implied responsibility
- Yes, excellent idea. An assisted living or senior housing would keep our elderly here in the valley as our population here ages.
- it is important to keep our elders close to home as well as our youth in our area
- I am not sure what that would involve.
- Yes You have to take care the folks
- Yes, this would allow residents to have the elderly in homes instead of segregated housing

- yes, necessary.
- We need to provide places for the elderly if they cannot live at home or with family. We have provisions for granny flats already.
- Jemez Springs is not a place for the elderly. Nearest medical facilities are an hour away. If people want health care they should move to the city. Don't permanently change JS for folks who are going to be gone in a few years.
- Yes. This would allow elderly people to remain in Jemez Springs if they become unable to maintain their own private property/dwelling place.
- I am in favor of this, but the infrastructure for health is not totally in place and elderly people need extra care. Possibly encouraging in home care giver businesses, allowing guest houses for elder parents/family on properties, recruit business for alternative health care activities in the area (there are a lot of healers drawn to the area, usually alternative healing modalities--capitalize on encouraging that sort of businesses.
- No, stay in their existing place until they can't live on their own
- It could be achieved by using grounds and structures (monasteries and convents) that are well constructed, attractive and have the infrastructure to support such development.
- On vacation, I recently stayed in a guest house behind a lovely main home. The guest house had been used to take care of an aging parent. When she died, they turned it into a lovely VRBO. Guest homes for both purposes should be allowed. A conditional or special use for elder care should be allowed for group housing. This goes along with needing comprehensive and dependable health care. The checkerboard clinic has erratic hours and sometimes not dependable health care providers.
- We need to start thinking about a small assisted living for local residents. This would not only help the local aging residents but provide good jobs.
- plan for assisted living complex(es)
- this is a difficult topic as we live too far from definitive care. The elderly need better health care than what is provided here in the Village.
- More interested in providing ways and means for the elderly to get to services, such as a doctor, if the elderly no longer drive.
- Yes. It makes sense to encourage families to stay together.
- maybe, depending on the design I am more concerned about services like health care and basic shopping I was thinking more along the lines of working with the county to keep property taxes down for the elderly.
- Yes, definitely. Since it appears that our population is generally older than it was in the '90s, we need to accommodate this age group. I would especially like to see in-home care, an assisted living facility, and hospice care for the elderly.
- For those who can no longer care for themselves and do not have family members addressing their needs, some senior housing should be provided with appropriate services. In addition, those seniors who live independently in their own homes should be provided with food services and wellness activities coordinated with the senior center in Canon (existing program needs expansion). Mixed-use development is a good idea for community-based living arrangements and would provide jobs to local people (i.e., food supplies, health center outreach from current providers or from paid FD/EMS services, educational workshops, etc.)
- I disagreed because it would attract more oldsters; we need to attract young families in order to prosper in various areas.
- Depends.

- People should be able to add an accessory dwelling to their property if that is what they need for their family.
- yes. Keeps the community well rounded
- Yes. Options are important.
- Yes, keeping elderly people in the community is important.
- Jemez Springs is a small rural community, and its residents, of any age, should be given the opportunity to stay in the community they have lived in. If this means adding rooms or structures to existing homes, then it should be without question the owner would be able to do so.
- Yes if do correctly
- No. That's a stupid idea.
- i would support any of these, as long as we had other amenities, like buses for doctor's appointments and architectural standards.
- Yes. In order for residents to age in place, all of the above mentioned needs to be in place

Statement 9: The Village needs a motto or “brand.”

[Mean Score: 2.73, Rank: 13, Frequency Rank: 13]

- "The Spirit of the Jemez"
- Soak in the Wonder! is a term that has been used in the past and says perfectly what we are about. Ask Lodger's Tax Board for the branding document. This issue is redundant.
- Jemez Spring, " Where Cultures meet".
- Motto: Jemez Springs, the Town of Enchantment
- Has anyone used "Gateway to the Jemez Mountains" yet?
- We need to develop a style like Santa Fe or Taos. We need to get rid of the trailer trash look. Too much trash in the yards. No more broken down pickups parked on the side of Hwy 4!
- Relax in wonderful Jemez Springs! Discover the back road to Jemez Springs!
- Gateway to the Jemez
- Nob Hill in ABQ has lit arches on each end of their cultural area as "bookends and a welcoming" format to capture their identity. Memorable invite.
- Red cliffs to Green forests. Red and Green represent New Mexico. Tap into our history..preservation. Discover the Magic...nothing comes to mind now.
- Red rock canyon need no name. Spend this money on fixing problem we have now. As in safety and police presence.
- PBS video on Jemez narrated by Meryl Streep called the Jemez "Sky Island."
- Hire a consultant to do it right. We need an honest evaluation of the community. A local may come up with a catchy slogan, but we need a real brand. A brand locals can be proud of and get behind.

- the place that fits right in
- Heart of the Jemes
- 'Just Southwest of Normal' has been used and we like it
- disagreed, let it speak for itself, but ok with whatever.
- Gateway to (National Park) - Whatever the name is going to be after implementation.
- We already have a motto and "brand" statement.
- Jemez Springs, the Epitome of the Land of Enchantment
- A Village With a Heart A Gateway to Enchantment A Community of Diversity
- Branding should include hot springs, spirituality, healing, arts, music, adventure tourism and recreation.
- Visitors love the old west/hippie/authentic vibe. No gap or starbucks! Many times Jemez Springs is compared to Sedona followed by "they ruined Sedona with commercialization!" I don't know how to put that in a motto, but would like to capture the sentiment.
- gateway to Valles Caldera
- Driving through Madrid on a weekend is crazy. The Village of Jemez Springs needs to find something to bring the people back to the valley like are going to Madrid. This village is much nicer than that tourist trap!
- Gateway to the Jemez The Heart of the Jemez
- Lodgers Tax Board spent many meetings last year developing a branding statement, check it out. Emphasis on spirituality, health and natural beauty.
- the village does not need a brand, since its inception this village has attracted tourists, dwellers of all kinds and that is what makes it unique.
- I think the humor and creative appeal of the "Just Southwest of Normal" line has potential. Highlight the "vintage", Hospitality, Innovation and Creativity., Grower's Market
- Hire professional marketing team
- Disagreed... work needs to be done on challenges and opportunities before a [lame] motto is thought about.
- Relaxation, well-being, healthy, hot springs, fresh air.
- Jemez Springs, the Heart of the Jemez

Statement 10: The “Leyba” property/community park should be utilized in a better way.

[Average Score: 3.35, Rank: 2.5, Frequency Rank: 4]

- Events should match and support the "Soak in the Wonder" branding, such as music events, community square dancing, or any kind of dancing event, arts and crafts fair (one well-supported and well-advertised per year), wine tasting; chile and chocolate festival; stary night gazing,
- Circuit training, youth field games,
- Arts, cultural and recreational activities.

- For business development. The Village already has a large artistic community that needs to be encouraged. Music, crafts, etc venues should happen weekly / bi-weekly all season long.
- As a combination of open space and commercial area.
- It would be good to make better use of part of the area and to use it more, but DON'T remove the stage etc., so it can continue to be used for the types of events that have been held there in the past.
- I think it should be spruced up. More times than not it is used as a storage facility for various projects occurring in the village.
- Our village youth need a sport program and/or exercise equipment, or a sustainable garden project. A dog run would also solve a need.
- Tree should be planted, picnic tables installed, pavilion set up, etc., AND the river boundary property NEEDS TO BE ADDED TO THE PARK! Now!
- Not sure what the Leyba property is. But if it is where they hold the concerts and the community fairs, I think the use is Ok. We might bring up the quality of the events a little.
- Sell it and use the profit on existing space - enhance park and area along the river behind the BathHouse. Better signage & maintain walkway usage.
- community center, walking park, concert venue
- It needs to be better marked and better tended so that it will be used more between events ... for walking (both dogs and people), running, etc., and for other small outdoor gatherings ...
- I would like to see performances, whether live music or live theater, even Shakespeare in the Park.
- Remain as is.
- Concerts in the park.
- Encourage the American Legion and other non-profits to collaborate in a building that all can use.
- Garden.
- not "thing" but THINK. typo. Something no noisy for the residents (unless once a year). Poetry readings, ... want to get the survey done and can't think of anything presently.
- Nice green space with dog park and children's play area.
- Needs more development around it, so it is more attractive to residents and guest
- Concerts, theatrical productions such as Shakespeare in the Park.
- That site could be better used for festivals, art fairs and other such gatherings than the village park.
- community garden, concerts
- Gardens with sculpture, activities, opportunity for larger concert events.
- Community garden
- Community Gardens
- Develop a Real Park Setting with Trees, grass, children's play area, dog park. Use the South Main development in Buena Vista and Buena Vista Town as model.

- Garden -- flower garden, vegetable garden. At the very least, clean it up and make it less of an eyesore. The walking path is great. Give walkers something nice to look at as they exercise!
- Make it the Village office complex. Move the current offices (mayor, clerk, water, police, court, etc.) and open the current locations for business development. Retail, equipment rental, small grocery and desert shops would add to village charm.
- summer fest, chili cook offs etc.
- Concerts, playground equipment?
- Use the stage for ... Music Concerts and for events Great parking, easy to get t, lots of sqpace
- Regular outdoor events and/or a permanent community center but not a commercial operation
- conservation, appreciation for local environment, recreational/educationl for kids to appreciate local features.
- Maybe a pump track for bikes, dog park, tennis courts.
- This community land should be used for community events: Fire & Ice, Arts & Craft Fairs, concerts, theater productions, outdoor movies on summer evenings
- More Youth Sports Yearly Music Events Small Theater Events Local Family and Visitor Picnic Areas
- I do NOT think it should be leased to the American Legion. It should be developed into a multi-use property that supports businesses, tourism, art and music as was originally planned. It should include a conference area in order to encourage groups to come to the Village for their conferences and meetings also.
- A public park with gardens, art and facilities for community gatherings.
- I believe the original intent was a multi-use facility for arts, meetings and entertainment. I think that is still needed.
- Development of a assisted living. Dog park Area for a planned grocery, restaurant , small shops.
- move governing complex to Leyba land
- Community activities such as concerts, festivals, and opportunities for exercise in addition to the walking track.
- something different. I have not a clue
- I have never heard of that area called the Leyba property. Not sure about suggestions for its use.
- I would like it to become a center for small businesses and the American Legion. We could use small buildings like sheds for small businesses, crafts, art studios. I would keep the walking path.
- Community Service. More than just a baseball field or music venue. A Community/Youth Hall in conjunction with the Legion Hall.
- Youth activities especially for teens
- Events that match our branding.
- A community center for youth and elder activities, as well as for any age! and/or a dog park!
- Mixed use development, all in one place (including American Legion).
- you should lease it to American Legion Post #75 for them to develop a badly needed venue for everything and anything.
- Need more information regarding this property before I would make recommendations on its use
- Allow the American Legion to build a new hall and have as a duel use with the village as a community center.
- community gatherings exercise venue

- The Leyba land should be developed into a Little League baseball and adult softball facility. These facilities are lacking and would provide some outdoor recreational possibilities for residents of Jemez Springs and surrounding communities.
- An actual park with grass instead of a weed filled, poorly maintained patch of dirt.
- All community events and festivals. It is the only place within village limits that has adequate parking.
- Not for a private group, like the Legion. Either a community park, community building with exercise equipment and meeting rooms, or better maintained so my kids don't get covered with ants when we play in the summer.
- Actual community center. Improve the softball/baseball diamond and set up Friday evening games in the summer. Not convinced that the village (i.e., tax payers) should be subsidizing the Legion if the Legion has a member-only section and bar.
- Move the Village offices/park/library to that location and open up the existing plaza for retail space.
- Leased to the Legion who would serve not only their members but provide for the community at large

Statement 11: The Village should support local small scale agricultural activities.

[Average Score: 3.24, Rank: 7, Frequency Rank: 7]

- I disagreed with the statement 11, but wanted to comment. I feel that commercial agricultural endeavors will simply put more pressure on an already difficult irrigation situation that may continue to become more challenging over the coming years. I would prefer to let the water go on downstream for our neighbors.
- Grow a garden that will support a restaurant serving locally grown food. One we can be proud of. We really need more eating establishments for tourists, especially dinner.
- I like the farmers market. I'm not sure if we need to provide more support than that or not.
- Use part of Leyba property for demonstration and educational community garden
- Form a Community Garden.
- First, the Valley has relatively little potential as agriculture. Encouraging farmers markets is a start.
- Support improving the farmer's market. Make sure zoning allows small-scale farming in most locations.
- Shared public rented plots, shared tractor service
- Land near a water supply is needed.
- Because of the claimant and elevation Agricultural activities are very limited. The farmer market is a good start, but more vendors are needed to be successful at it.
- Expanded farmers market
- Become members of Farmer's Market circuit - along with Los Alamos & Santa Fe. More publicity of events.
- Open-air market, a coop perhaps....
- Support of Sustainable Solutions group
- Expand the farmers market.
- Hold a brainstorming session for all Villagers interested in this activity, both those with their own land on which to grow things and those who would grow things on community land.

- Grower's markets
- Find open spaces for use as co-op gardens
- ID an area that can be used then stand back.
- Industrial Hemp Production.
- Firstly, sponsoring think-tank-type meetings to plan what, where would best serve the community as a whole in this regard.
- Farmers' market, gardens, fields of grass hay, sheep, etc. We must embrace our ag history. Sustainable crops. Not letting land be misused.
- Work with some of the current groups like Jemez sustainable solutions.
- Land for community gardens.
- Provide the land, set municipal rules regarding maintenance. Involve UNM.
- Provide the land, water rights, and a consistent contact point for participants
- Let individuals develop this; not the town.
- Sponsor/promote farmers' market; get MogGro type services in area; encourage seed-sharing, use part of Leyba land for community garden and orchard.
- Offer plots of possible available land.
- Help promote local farmers market as an attraction for the Village.
- Perhaps assisting in some way with sustainable farming plots with people being willing to help.
- Become a part ... not just stand by and watch
- Provide access to water, zoning flexibility and possibly space for a community garden
- Help zoning ordinances to encourage growing food and maybe help to support lower property taxes for agricultural activities.
- Farmers Market, Local Seed Bank, acquire the space across from the USFS station and make permanent Community Garden.
- Perhaps developing a community farm like Perhaps developing a community farm similar to the one in Pagosa Springs, CO.
- Allow all properties to be "agriculturally friendly" as well as "business friendly".
- The Village could put up a big geothermally heated green house in back of the bath house and lease it to a grower(s) who can grow organic produce throughout the year and sell it in fruit stands within the village limits and to the local restaurants and residents. Not a business run by the village...the village should not be in business, but they can lease it to an individual or company that wants to take that on since they have property that is ideal for a cost effective year round green house.
- Provide place as they already do
- The Leyba land could also be used for community gardens
- The hot spring owned by the Village is an underused asset. Community gardens, greenhouses and beautification throughout the Village is something I recommend. A greenhouse could grow flowers that we use to put in lovely hanging baskets along Highway 4. Community garden could be an asset for the farmers market. Encourage empty fields to become gardens.
- I don't know. Start with a public forum to discuss the issues.
- Continue to support the Farmers' Market.

- Work closely with local acequia associations an New Mexico Acequia Association, they have a vested interest
- Working with Jemez Sustainable Solutions to encourage many levels of involvement in community gardens up and down the Valley.
- Personally, I think local ranchers should be encouraged (perhaps through a stipend?) to grow certified organic beef, chickens, and pigs (with local butchers available). I also think certified organic vegetables and fruits should be available. This would create jobs and provide nutritious foods. Price is usually the problem relative to organic food; but, this might be a sustainable way for many here to make a living without having to go to town all the time.
- Everyone should have their own endeavor, why do you want the village to spend money on a collective one? it will become a clique for the few.
- The agricultural part should not incorporate Jemez Pueblo but be separate from it so Jemez Springs can have its own identity. The village could apply for grant funding to assist from the USDA or you wouldn't be asking this question.
- greenhouse gardening
- Green markets to sell local
- Seed coop.
- NO. NM shouldn't be growing any food, let alone water-intensive agriculture. We're a high desert. Rio Grande regularly stops flowing. Let's do our bit.
- Encouragement.....much like Corrales

Statement 12: There should be an architectural standard for any redevelopment or new development of properties that are adjacent to and face Highway 4.

[Average Score: 2.87, Rank: 11, Frequency Rank: 12]

- Not much to say here, but I feel that an architectural standard should incorporate artistic elements that are representative of the Jemez area (e.g.. the beautiful mural on the Jemez Fine Arts Gallery).
- Keep it in the traditional adobe style--a unified core of architecture that relates to itself. Keep the modules out, or at least do the exterior in the adobe/stucco tradition.
- Territorial style, exclude mobile homes.
- I disagreed. We are not Santa Fe, or is it Sante Fe
- Santa fe 2/2/2015 5:43
- The one story buildings maintain a small town atmosphere. Two story ones would not be too bad but maybe necessary in the future.
- This needs to be carefully researched, using other communities for reference, to insure a solid legal footing - lawsuits suck.
- I think the old west look would be good. Also a Pueblo style would also be good. We don't need the trailer look of the post office or the modern look of the Credit Union.
- Look to "Main St" rules to maintain standards.

- I don't know what an "architectural standard" could mean but I don't like the sound of it! I left the city to escape HOA's and government meddling. A "standard" should only address safety and reasonable cleanliness on one's personal property.
- No high rise apartments, no franchises like McDonalds, no neon signage
- The various adobe buildings in the Village ...
- No lighted commercial signs.
- credit union
- Pueblo style dwellings, obviously.
- no fast food. Keep with the native American look and the old frontier look. Utilize green energy as much as possible.
- No Mobil homes. Set up an committee to work with P&Z and develop standards and guidelines.
- Santa Fe has a great architectural ordinance. A scaled down version might work for Jemez Springs
- I think the Artisan Ctr. and Fine Arts Ctr. are great. Both are inviting and attractive keeping with the overall "look" of our little village. And of course, Cañon del Rio.
- Canon del Rio
- Get rid of Los Ojos truck
- Adobe/stuccoed look.. Presbyterian Church or Abouslemans place.
- Check out the main street of Durango or the South Main area in Buena Vista.for models. Most newer developments are using the Craftsman style of architecture.
- There's architecture in Jemez Springs?
- We have all stopped places because they were cute and passed others because they were not. Pick a clean style and have owners along Highway 4 keep participate in making the Village an attraction. -The shanty town look is not working.
- I checked yes, but am not sure of the particulars.
- Clean up the junk yards, bad signs, make it look like a greaqt village.
- Los Ojos and Stage Stop are good examples with their historical architecture (without the Los Ojos trailer)
- Local architecture, LEED approved and showing it, dark sky freindly lighting.
- I am undecided as to what that would be. No additional mobile homes, modular homes would be acceptable as they are cost effective for those that cannot afford to build a home. Zoning regulations that would prohibit someone from building a pink castle on Highway 4.
- Electric co-op, Village Park/Plaza
- Territorial style
- New Mexico "adobe" style (not necessarily built with adobe bricks). Mark Feldman would be a great asset as designer/architect. (Give a new "Face-lift" to the Village
- It would be nice to see buildings that continue the old west theme of the area along with the pueblo type theme of the area. ie: buildings with wood siding or stucco. If the Village wants this to be marketed as an artsy kind of place, then people need to be allowed to be artistic with the building codes in the area also. The village could participate by putting in gas lamp type street lamps and other theme oriented ideas in public places along with works of art, music venues, etc.

- The old Momaday house/land
- Keep history alive. Many towns like ours have had their historic building replaced with contemporary buildings and lost their character. Don't let that happen.
- Rustic / mountainous
- something simple to let people have their own design but not to be trash!
- The Bath House.
- Our downtown core is a good example of a unique southwestern historic style. The new office of the JMEC followed the style of our existing historic buildings and is a good model for new development.
- No more buildings within 100 feet of Highway 4, and green/foilage barracades to seeing existing houses or sheds that ARE close to the highway.
- Architectural standards along Highway 4 should focus on mixed use development. We REALLY should promote bike and walking/running paths along the highway in as safe a manner as possible.
- NO,NO,NO, it will foster covenants forbidding this and that (like we will not be able to display the American flag!) opening the door for more unwanted government interfrance on our own properties. It seem like all your proposals are very liberal and socialistic.
- Again this depends. There many old structures some which would cost to much to renovate. Some may be eye sores. The best example would be clean, painted, well lit areas.
- I don't think the village should have any say in what type of building property owners want to build.
- Corrales?
- Produce an d enforce guidelines
- Adobe. Standards for visible trash and abandoned vehicles (I.e. Restrict both of these things). Tins roofs might even be acceptable if the trash and broken down cars were out of site.
- Spanish-adobe mix. Village will never look good and prosper with broken down cars, poorly maintained buildings. This village should set the tone (or should have) by building a beautiful new courthouse/sheriff substation.
- Canon del Rio looks inviting and well kept.Momaday residence, Los Ojos, Pres Church, bathhouse

Statement 13: The Village should focus its efforts on economic development to ensure the viability of the community.

[Average Score: 3.24, Rank 7, Frequency Rank: 8.5]

- Absolutely agree that the Village should focus on promoting itself as a recreation and retirement destination.
- Yes. Make the community sustainable. Carve out a plot of Leyba Land to grow a small orchard/garden.
- I believe an annual taste of the Jemez wold promote our extremely poor current restaurants. We might have to invite some good restaurants from outside our area.
- More emphasis on language arts -- book readings, book discussions, more poetry slams, etc. Retirees want recreation options where they live.

- Developing recreation in the valley would not only give guest something to do here, it would also keep them here longer .. There are several hiking trails on both sides of the canyon that could provide access to the tops of both Mesas. If these could be developed and promoted, this would open up all sorts of possibilities to use and appreciate one of our best "defining" assets; the natural beauty of this valley. There are other existing mellower trails that run parallel to the canyon walls that can also be developed. (permission to do this ,from the Forest Service and private owners, is absolutely possible) Develop outdoor hot pool similar to the Bodhi's.
- Agreed - recreation and retirement destination along with adjacency to an abundance of natural resources.
- I agree heartily with the ideas above and we should also promote our artists, writers, musicians, and professional teachers who live in our midst. Make them tourist attractions.
- Yes. No, since outdoor recreation, retirement, and adjacency are the best assets we have - Look at other small towns in the Rockies that have used those exact same assets to achieve local prosperity (e.g. Durango, Ouray, Cody, Decker, ...)
- Yes recreation would be great, but down play the retirement destination. We want young and active people in town. The greatest asset is the beauty of the canyon is the best thing. Greatest asset is the gateway to the Valle Caldera. This huge.
- yes natural resources and recreation should be promoted along with small businesses such as hey 4 cafe, weekends, the pottery shop etc
- Yes, focus on a business plan to promote this & get buy in by residents and all area folks. Consolidate efforts.
- Yes to recreation and retirement. Attract more retirees and encourage local businesses to realize the value local residents bring to the community (not just the tourists!)
- Recreation --such as quality fishing and hot springs access.
- The natural resource and retirement destination foci are good, but also Jemez as an arts community (literary as well as plastic) is important ...
- I would promote JS as a great place to stop for shopping and eats enroute to the hot springs.
- A place where people can escape the concrete jungle to unwind and decompress in a friendly and beautiful, fresh atmosphere.
- Yes to recreation, no to retirement. The two are not complimentary.
- STOP the unlimited growth. This valley does NOT have sufficient resources to sustain such development. As well, more people means more pollution and denaturation of this valley.
- JS is a small village that can't grow much more. It's a gate keeper, though, for the recreational areas in the Jemez. I'm retired and love it here.
- Recreation first, however building on lodging, conference facilities, reasonable restaurants will build in a good base to keep people from just doing a drive through. Jemez Historic Site
- I don't think there are many other choices at this time. There are very few jobs here, we are too far from the LANL to attract many families and the schools cannot compete with those in Los Alamos.
- promote the arts
- Art
- Not a retirement destination... When people get too old they move into town. I think the visual, performing, and literary arts in the area souls be emphasized.

- Start with a River Walking and Bike Path that goes for miles and miles! Expand from there, so connect the whole with this path.
- Recreation yes. Retirement--not until emergency, medical and communication services are reliable.
- Yes fully agree. Being that the Valle Caldera is now a national park, or will be soon, we should capitalize on our proximity. We need more restaurants and lodging in our area.
- We need to develop customer service as a local asset. It doesn't matter what we have to offer if the customer service isn't there, visitors will not return. Customer service makes the experience! - The Valles Caldera and Forest lands will bring the visitors. Our job is to provide the cute and friendly mountain village experience. We are competing with Los Alamos and Bernalillo for gateway status. Neither of them can offer that! - All service industry workers are ambassadors for the village and need to be treated as such. Maybe some kind of reward system for great customer reviews. They need weekly updates on what are the big things happening on our side of the mountain. When your friendly waiter, mentions this is what I would do here or don't forget to come back for the xyz festival next month it will drive business!
- you can make it for every one just need to work on it see how it can work. we are a small community's and should be one.
- The points above are excellent--there are many educated and creative people here--that could be advertised as an asset.
- Yes, with more focus on Jemez Springs being a peaceful retreat, access to the river and local spas.
- clean air and water, good family community that cares about each other.
- Yes, recreation is a big one. I am not sure about the retirement option unless our medical services improve in the valley. It is a truly beautiful place to wake up to.
- Recreation yes. Retirement NO! The Village needs a 1/2 mile public trail for visitors (consider east side of highway north of Madrid Road).
- Auto repair shop just up the canyon in La Cueva.
- Art
- Are there any educational opportunities the Village could offer to compensate for what the children do not get at the local schools?
- I think the village should promote itself as a recreation/hot springs/arts and music/spiritual/healing/adventure tourism destination and not necessarily as a retirement destination. We need young blood here too. I do think services for elderly are necessary because we do have an elderly population, but I don't think we should market it as a retirement destination--they will come if the alternative healing businesses get in place.
- Beautification of Jemez Springs should be a priority. There seems to be a lack of pride in ownership. Many beautiful properties look like crack houses and trashy. The village should focus on the needs of the people who live here. The recreation is already set by the forest service. A "retirement destination" is will bring in "too much change". We should focus on providing the infrastructure to help those locals who wish to live out their life here. Assisted Living
- sightseeing, hiking, biking, fishing
- It hardly qualifies as a retire destination, since it is not close to a large airport (nearest is 2 hrs away), has no major medical services close by, either. Need to address parking issues when there is a big event.
- As long as the schools are so bad, young families with children are not going to live here. It makes sense to promote the area as an active retirement community. And we have some real promise to push recreation/business opportunities with the inclusion of the Valles Caldera in the park system. Though the two may be mutually exclusive.

- Artists
- Lets not forget our proximity to historic cultural properties: Jemez Monument, Chaco, Bandelier etc.
- Yes, those features sound good to promote. Also focusing on our availability of healing waters/hot springs in the Valley. And if we develop more programs and sites for youth and children, and work on improving our schools, as well as jobs for young parents, promote J.S. and environs as a "great place to raise a family!"
- I think we need to look at growing our own community businesses beyond tourist attractions (although, those are fine...but, we have nothing else). In terms of promoting itself as a recreation and retirement destination, this should occur with some constraints on traffic. We live near MM15, and the motorcycles make tremendous noise with their engines as they pass at high speed. I know we need the tourists, but this destroys the peace and serenity of the Jemez. It's *really* bad during the summer months (and, is extremely congested). Turn-outs would be a good idea here.
- Any kind of so called development will forever change the dynamic of this village and we will become another hippie Madrid, NM.
- If you are going to promote as a recreation and retirement destination you need to have more services available for retirees wanting to reside in this area. Retiree services are limited or lack of accommodations in place for retirees to enjoy the recreation.
- The overall sense of "community" is a treasure not to be overlooked.
- Sounds right on target.
- Jobs! I would love us to market ourselves as an ideal place for self-employed workers - maybe with a dedicated space for networking, Internet, etc. - then invest in a local charter school or help improve JVPS so that families moving here would not jump ship when their kids turn 5. Offer commuter buses to Los Alamos once a week. Something to make this place attractive to workers. I hope we don't just focus on retirees!
- We don't particularly have services to sustain the elderly with a high quality of life. The village will do better with a three-step plan: (1) Do something about education. In the short term, the village should help the wider community set up a charter school based in the village. (2) Do something to actually attract tourists and make them stop (instead of driving by the village). The bathhouse is an obvious target for improvement. (3) Los Alamos National Lab is a world class research with educated and motivated workers. TAKE ADVANTAGE OF THIS! For example, help set up a commuter service.
- Yes! Health, relaxation and well-being.
- Embracing, publicly, the Jemez Ranger District and the Valle Caldera

Section 4: Statement Comments/Suggestions

What do you feel is the most important issue or issues the Village needs to address?

- Lack of law enforcement, addressing shrinking population (without losing the Village character).
- Be sure police force/officers have been properly vetted. We look pretty bad on the news when we're hiring criminals to serve and protect our citizens. Get rid of the motorcycle rallies that only benefit Los Ojos and are very noisy for the rest of us. We are MORE than a cowboy bar.

- The structure of the Village is most important right now I think. The water issues and providing proper police and other services is necessary in order to support more development.
- A good governing administration. I know of no one who would be good that will run for the job. I see no hope for the future to implement any plan! Long range plan.
- It is well know that the Arts, culture, and recreational "Branding" of a community is a big reason tourist visit popular communities.. Jemez Springs is potentially rich in in these areas. Working to develop these attributes would be well served.
- Retention of all ages of people within the community. Young to old
- Clean and healthy water, ability for current residents to stay as they age.
- Survival of the Village.
- Get an operational respectful police.
- Volunteer fire department needs a better budget to operate properly.
- Local beauty, village atmosphdre., library, springs, hiking
- Water first, our youth second, and preservation of our natural resources in our valley.
- SIZE. At 250 or so it has to be difficult to cover fixed costs, let alone variable and surprise costs.
- Get rid to the trashy homes! The Hwy thru the Pueblo has it good and bad aspects: good history, lot of trash in yards.
- Stores providing necessities
- encouraging business growth, attracting health care professionals to the area.
- Bringing in younger folks to build infrastructure for the older folks
- Continue to promote the old fashioned aspects of the Village. P&Z power to enforce rulings - less alcohol signage on Hwy 4. Pay recycling center employee.
- Fire, police, emergency response, and water. These services are needed in the village as well as outside the incorporated area. An emergency evacuation plan that the entire valley knows and a communication system that will reach every resident about village issues. For example, I didn't know about this survey until a neighbor forwarded it to me. Not everyone can make it to village meetings due to job work hours, etc.
- Getting a group to manage the Leyba land for community activities.
- The declining and aging population ... We need to attract young people too !!!
- Adequate and clean water supply is always an issue. With growth comes more users. Can the current system accommodate the growth?
- Water infrastructure
- Maintaining a healthy water supply
- Infrastructure and utilities, primarily water, sewer, and road integrity.
- Is there a way to use village (or other?) funds to help homeowners along Hwy 4 to spruce up our village entryway? I am thinking paint and labor costs would be well spent.
- The fact that the Yellowstone Bison slaughter currently underway will keep us from establishing our own herd, and we will thus miss out on a huge draw for this area. <https://www.change.org/p/national-park-service-relocateyellowstone-s-excess-bison-to-the-valles->

[calderaational-preserve-prevent-the-slaughter-of-900-to-1-000-400-dead-january-29-2015?recruiter=10977886&utm_source=share_petition&utm_medium=facebook&utm_campaign=share_facebook_responsive&utm_term=des-lg-no_src-custom_msg&utm_content=rp_petition_fb_share_desc%3Acontrol](https://www.facebook.com/10977886/?share_presentation=share_facebook_responsive&utm_source=share_petition&utm_medium=facebook&utm_campaign=share_facebook_responsive&utm_term=des-lg-no_src-custom_msg&utm_content=rp_petition_fb_share_desc%3Acontrol)

- Sponsor some town hall-type meetings and nourish a greater sense of unified community, and THEN ask these questions. Otherwise you're getting feedback from some, if not many or most from their uninformed or illinformed perspectives.
- infrastructure. water. I know this is counter to my top ten, but you can't move forward with out a firm foundation.
- Long term water system maintenance.
- Building a safe and inviting environment. Also increase jobs so people can work here and not having to commute. Basic necessities such as a small grocery hardware store. Needless to say we need a local police department present.
- motto & branding, business code then other area will follow.
- public safety and law enforcement/fire and rescue
- Self sustainability. Some tourism ok, but we need to respect the pueblo, where those tourists travel through on their way to Jemez Springs.
- Staying economically viable and keeping and attracting businesses. We need more amenities to encourage tourists to stay here, eat here and shop here. Right now, not many choices.
- infrastructure
- Clean water, infrastructure Improvements. Improve relations/ planning with Jemez Pueblo.
- Affordable housing and sustainable inexpensive living opportunities to bring back younger families.
- High drug trading and use. Law Enforcement to clean this up first. Jemez has the reputation of being a hippy haven for drug users.
- Loss of young families due to poor schools and few activities for youth.
- Emergency services, health issues, water
- Branding (not a logo or slogan, but comprehensive branding), and customer service will change the Village in a positive way. Once the Village has a reputation of being friendly and has a consistent brand tourism will take off!
- I hear there are a lot of drugs in the area but it is all over in our tiny community we need better education on this.
- The JV public schools need support. Younger well--educated families find it very difficult sending their children there. This is a huge issue with many factors not in control of the village, but it seems to me highly valuable endeavor.
- Get with it NOW..... Less talk and more doing
- Integrating the history and culture of the village with well planned progress
- Caring for each other and the future of our environment. to find a way to help the education system in the valley if that is possible. People are moving away or not coming at all because of our poor school ratings.
- Get it's act together.
- Drug infestation in the village
- It needs to decide what it wants to be: a viable thriving town or a sleepy little village, a bedroom community for Rio Rancho (ie east mountains to ABQ)

- The upcoming future of being the Gateway to the Valles Caldera Preserve/National Park, which will require more restaurants and B&B/motels.
- MARKETING and BRANDING the Village. Encouraging local business activity, putting money into marketing them and making them successful so they pay it back over the long haul instead of allowing the dwindling of business that's going on now in the village. Stop sitting by and watching the town die without doing something proactive! It needs to be revived. Also going after companies to do some adventure tourism activities in the Village (to the sides, up on the mesas, etc.) Encouraging the arts here by putting money into a facility for it on the Leyba property. But the Village should support and encourage business in the area, not actually be IN business.
- Better cell phone service
- Water and sewage
- Networking with other government entities. Taking a personal interest in business and the future of Jemez Springs. How to bring young people back into the Village. Our sucky school system. No child living here should have to travel to Los Alamos for education.
- Bring in new restaurants and a small grocery store.
- Need business to attract / keep visitors around for a while
- How to attract and keep younger adults with families in the Village. If our younger families keep leaving because of poor educational opportunities for their children, Jemez Springs will not have a workforce pool from which to draw for the new and existing businesses.
- Gossip, pettiness among business owners, trash talking about different business. Working together for the benefit of all!
- The poor quality of providers of services in the are. For example, I have to replace the person who was plowing my place out (snow), and can't find one person to do that. I think we need our own business services directory. Business contractors are irresponsible--makes you wonder why they are in business if they don't even bother to call you back.
- Lose of population.
- Access to healthcare of all types as well as community center that is large enough for multi use=food programs, athletic, youth activities
- Keeping our historic in tact.
- The need for more health care services and other services for the aging population and for tourists, like an urgent care facility, and varied restaurants to attract people and keep the locals more satisfied.
- Very Important***>>We need someone who is experienced in grant writing and oversight to devote 100% of their time getting grants for the village and the Jemez region, which will help all of us. Sandoval County should provide dedicated police and fire representation for the Jemez. We have a serious drug problem that needs to be addressed. We need a local who works for the state and/or county to grade our roads (ours has not been done for over three years; and when it was done, big rocks were used in the fill).
- Stop trying to insert government mandates into every aspect of our living here, it has been ruined enough as it is.
- You have no Police officer to manage the area as it is and Sandoval County Sheriffs already have a large area to cover so response times are diminished greatly due to the size of the county. We have some awesome volunteer Fire/EMS folks and you should be seeking funding the not only supports but enhance the equipment and services they provide that are critical.
- Keeping the people that currently live there. Make it more affordable for normal people to buy property. Adding services that the local residents can really use. We need to concentrate on the people that live here year round and their needs.

- Of course, infrastructure and then Visual appeal, Hot Springs, Vintage look, Art, Spirit Creativity, Hospitality.
- Safe, well maintained roads into the Areas, water and sewer
- Don't get run over by development.
- The Village needs to address the lack of youth age activities. Aside from school sponsored extra curricular activities, there are no youth programs that are readily available.
- Security
- Better the schools. We have lost so many talented families because of the poor schools. Make the village a beautiful place - not a ramshackle town of beautiful homes next to trailers. Make it a destination, full of so many activities that are so easy to find people that visit will have a reason to stay the whole weekend, or campers will stop in town rather than just drive through.
- The village lost 75% of children (0-19) between 2000 and 2010 (and, obviously, their parents). The median age in the village jumped from 36 in 1990 to 57 in 2010. Do something about this or the village will simply fade away!!
- Working together to generate profitable business and accommodating living!
- development land Where can new businesses locate?
- Even tho the Trustees serve in a voluntary capacity, recognizing there is a fiduciary responsibility in serving

Other Comments?

- With the Valle Grande becoming a national park, we have been given an opportunity to evolve our Village in some positive ways as long as the vision continues to be longer-term and development and growth is managed in such a way as to avoid over commercialization and to preserve the magic that has drawn so many of us to the Village and area.
- While like the beauty of the Jemez Valley, the people have an attitude to remain isolated. That is why I see no hope for change.
- Thanks for this. It is a start.
- Thank you for supporting this village library.
- Cell service would help with tourism reviews.
- As the years go by we will have less and less natural nature to turn to for "food for our souls". This should be a fundamental concern underpinning all of our decisions. We do not want to lose the "natural wealth" we have inherited from our past.
- I love this place.
- I like what the Historical Site is doing to restore the Indian village reunions. If the Village has any redevelopment funds (or County or State grants) I would like to see support for existing business like the Giggling Springs Hot Springs, Laughing Lizards place or Los Oso Saloon. The Saloon is why we came to this part of New Mexico. That style and feeling is what we need to promote.
- I hope others are responding to the survey - good to be asked!
- Thank you for asking.
- Let's look for the best thinkers, mover, shakers, ... I wish I had the gift, but I don't. Is there someone from Google who wants to tackle the village remake?

- Controlled growth is always the best development. Planning will make an impact on a bad community or a great community!
- Jemez springs has few job opportunities and a school system that is known for it's poor record of student acheivement. It is almost impossible to attract younger people with children to a community with those systemic problems. Until the issues are addressed and moving in a positive direction - there is little chance for meaningful change. There may be some opportunity with the Valles Caldera becoming part of the Naitonal Park System and jobs that will be long term - regular employment. Jemez Springs will have to activel organize and lobby for infrastructure being located in the Village and spin-offs of increased tourism. Business development should follow along the same lines - working with the Forest Service and the VC. forest products businesses are also another natural avenue for development and jobs. Wood pellets for stoves would be a natural and cutting some of the dead timber from past fires would be a good starting point. They did that in California after fires why hasn't NM followed suit? You need to have discussion with congressional reps and senators to get things rolling –
- Do we really want a huge influx of people? Look at the terrible fires we've had.
- We picked Jemez Springs to retire because of the natural beauty, access to recreation, small town community and weather. We were willing to give up the convenience of being "close to town" for these things. Market the strengths of our village and emphasize the advantages of living in such an open and friendly community.
- Need a board of trustees that are willing to take a stand and not be so wishy washy. Need strong persons that are willing to work and be open to changes and improvements.
- Improving our schools will encourage more young families to move here. A health club or an indoor pool would certainly keep our citizens of all ages happy and healthy!
- Support concerts at the Lebya land
- Find a way to engage the under 50 crowd to help make the Village relevant in this day and age. A lot of great work has gone into making the Village what it is today. It is going to take a lot more to stop the decline and start thriving.
- I think it would be great if we had the Jemez cops take care of all of the tiny community's and pay them for this. we are so seperated we need to be one.
- Hope this happens before we dry up and blow away.
- In order for the village to attract tourism and encourage pride, the trashy area of the village need to be cleaned up. This could be a community project. Examples are the Circle Drive property, the Cart property and the river banks near the north bridge.
- Keep it future oriented with love of the present.
- How do we design and implement a good infrastructure for our upcoming gateway to the new National Park System that will be taking over for the Valles Caldera Preserve? How may the new purchase of the Hand Maidens property may affect our community and the future development of lands sold by the Paracletes, especially if the Jemez Pueblo where to buy that land as well. The National Park may put wealth into the Jemez Valley.
- It was difficult to answer many of these questions, not having enough information. I hope that this may be the first of more surveys, with more details as the focus narrows.
- A good, classy restaurant needs to be developed from the lost Laughing Lizard. Seek a developer-byer and Chef nation-wide.

- Adventure tourism is gaining in popularity and we have, right outside our doors, plenty of places where fun exciting things could take place. We don't even have a hiking trail in the village--people want to go up those mesas they're looking at! And how cool would it be to hike up, do a little rock climbing, take a zip line back down to the Village, get something to eat and go soak in a hot spring to heal the muscles you just used? Not many places have the potential to do something like that and WE DO! Let's make this a FUN place to be along with it being a healing place--the possibilities are endless as to what could be done in or right outside the village that people would love to come here for. Hiking trails, an archery range, an alpine coaster, a zip line, a rock climbing area, a meditation rock area, a water slide (recycled water) down the mesa, a bigger concert venue, etc. Thanks for asking!
- Thank you for taking the time to listen to residents.
- The Village needs to be proactive in connecting itself with the Valles Caldera, now that it is part of the Nat'l Park Service. This is an unprecedented opportunity to inject new life into the Village economy and population.
- ALL of your questions needed a 5th response of: Don't know; neutral
- I live outside Jemez Springs and do NOT want to see another police officer supplied by Jemez Springs. We've had enough!
- Development of our Bath House river front along the lines of the Pagosa Springs model
- Thanks you so much for soliciting our input!
- Leave well enough alone.
- If business owners want more tourism and more for tourists to do, then they need to support this endeavor. Just paying the lodgers tax doesn't mean that the village is on the hook for creating tourism. The village has enough to do keeping current services operational and modern. Thanks!
- thanks for putting together the survey!
- The cell tower, to me, is a good example of poor village planning (starting with the previous mayor) and a missed opportunity. For instance, why couldn't the village bargain for high speed Internet (4G via the cell tower?) for residents south and north of the village (broadband access is one of the best ways for socioeconomic improvement which, in turn, would benefit the village)?
- Clean up the Bath House. It has become quite run down and pathetic. Charges are similar to much more wellkept spas but the space has really become run down. The Bath House should be a nice draw to get people up to the valley. Hardly any advertising is done and it really looks quite sad.
 - The library and cultural amenities were not mentioned anywhere as choices and they are among the most attractive assets.

DRAFT

Appendix A: Potential Development Issues

Please check any development issues that you feel are important to the Village of Jemez Springs.

Land Use and Development

- Retaining small town character, culture, and history
- Promoting future population growth
- Community appearance
- Preservation of historic structures
- Regulating land use and development
- Allowing mixed use development
- Location of business and commercial activities
- Preservation of agricultural lands

Housing

- Housing assistance and rehabilitation programs
- Mobile homes and manufactured housing
- Multi-unit housing structures
- Housing for elderly and senior citizens
- New housing opportunities in Jemez Springs

Transportation and Circulation

- Maintenance of local streets (paved and unpaved)

- Vehicle parking management (including commercial trucks)
- Availability of public transportation (local and regional)
- Impacts of through-traffic (NM 4)
- Bicycle trails, equestrian paths, and pedestrian walkways

Water Infrastructure and Resources

- Drinking water supply system
- Wastewater treatment system
- Agricultural irrigation network
- Water quality protection (surface and underground water)
- Protection of water rights
- Storm water drainage

Public Facilities and Services

- Police/Fire/Rescue services
- Facilities and services for the elderly
- Facilities and services for youths
- Medical and health care facilities
- Community center
- Parks, recreation, and open space

- Town/County agreements
- Solid waste management
- Energy supply and telecommunications

Economic Development

- Retaining and expanding existing businesses
- Attracting new businesses
- Increasing incomes of local labor force
- Reducing unemployment
- Adult education and training programs
- Commercial development along Highway 4

DRAFT

DRAFT

Appendix B: Survey Form