Stakeholder Outreach Results & Key Themes

Reaching out to the Johnstown community was done throughout the branding research and information-gathering process. The following overview includes all the types of outreach used and the feedback received by outreach method.

<table>
<thead>
<tr>
<th>Stakeholder Outreach Method</th>
<th>Responses</th>
<th>Printed &amp; Distributed Stickers</th>
<th>Temporary Signs Installed</th>
<th>Window Clings</th>
<th>Emails to HOAs &amp; Metro Districts</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td>Community Survey</td>
<td>258</td>
<td>4000</td>
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<td>100</td>
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<td>5</td>
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<td>Surveys &amp; Workshops</td>
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<td>Door-to-Door Conversations</td>
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<td>Events</td>
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General Notes:
- Growth in Johnstown feels recent and fresh. If you look at graduation rates in Johnstown, they stayed right around 60-70 people in the graduating classes until 2015 when the numbers skyrocketed. The population in Johnstown was right around 9,000 people in 2012, but it was over 14,000 by 2016 and has continued to rise. How do we hold onto core community values when there are so many new people in town?
- Infrastructure needs to keep pace with growth. Need amenities like an outdoor pool, downtown destination restaurants. Adding amenities requires money, advice, and funding.
- Downtown is a key gathering place - how do we get people to walk downtown? We'd like downtown to be a place to meet people and discover new things. It's a key gathering place and the heart of the community.
- Our community FEELS connected, but where can we BE TOGETHER? If we embrace the growth and redevelopment in the downtown, can we create more places for connection? We want to be a community that cares about the historic downtown, and we need to show it!

General Notes:
- There are currently things we can't get in the downtown (brewery, more entertainment, more services, etc) that if we add we can use to help encourage people to visit the historic downtown.
When stakeholders and members of the Johnstown community were asked to share their most important community values and visions for the future, several key themes emerged across all conversations, surveys, workshops, presentations, social media comments, and outreach events. The key themes below represent the heart and soul of Johnstown, and the role of the historic downtown in celebrating and preserving what makes the community special, unique, and memorable.

Overarching Key Feedback Direction: Downtown OWNERSHIP, INVESTMENT and LEADERSHIP

Although each of the themes below vary in their perspectives and areas of emphasis, there is one thing that unites all these ideas. This key point came up during all community feedback, and it can be seen as the OVERARCHING THEME UNDER WHICH ALL OF THE FOLLOWING THEMES CAN BE GROUPED. That key point is:

The Historic Downtown district is the heart of the Johnstown community, and it needs much greater focus and investment from the Town and decision-makers.

Members of the Johnstown community felt the best way to ensure the downtown thrives is to have the Town take an active ownership role in investing and shaping the historic downtown's growth and redevelopment. As the central community gathering place, members of the community said they didn't want the downtown's growth to be left to the whims of market forces. Instead, they stated they wanted the Town to understand their collective vision for the downtown as a thriving, vibrant, walkable destination where people have engaging spaces and places to come together, and where the foundations of a connected, caring community can be made manifest. The same key words of OWNERSHIP, INVESTMENT, and LEADERSHIP were used by members of the community to describe how they wanted the Town and the Johnstown Downtown Development Authority to focus their energies and resources in ensuring the historic downtown is a place of pride within the community. All stakeholders agreed that the current downtown does not reflect its cultural and symbolic importance to the community, and said the Town needs to help the downtown redevelop and thrive. There were many ideas for what types of improvements and reinvestment would help improve downtown Johnstown, but all stakeholders were united in their belief that the Town needs to elevate the historic downtown, and be the guiding hand in allocating resources and investments that prioritize improvements within the historic downtown district.

Johnstown needs to have places that support its motto as ‘The Community That Cares.’ Bring people together so the old-timers and the new-comers can mix and get to know each other and use our downtown.”

“Johnstown is a place where you can go no matter the time of day and you’ll see a friendly face that you know and can have a conversation with. Keep the small farm-town feel.”

Johnstown is a caring and authentic place where people know each other and value opportunities to come together to help each other. Its historic agricultural roots means it is connected to the cycles of the land and nature, and humble in the face of life’s unknowns and challenges, and resilient together when times are tough. Johnstown’s motto of A Community that Cares runs deep, and authentically represents a core behavioral expectation for Johnstown residents. When talking through what caring means, examples of putting others before yourself and leading with the heart were given. It is a quiet, beautiful place with peaceful views to western mountains across open agricultural fields, and magnificent sunsets that feel like a blessing at the end of a long day.

Although proud of it’s history and culture, Johnstown isn’t a place that shouts loudly about its accomplishments, or denies its struggles with an overly polished surface. When people interact with each other in Johnstown, they tend to lead with genuine attention and care for others, and have a tendency to downplay their gifts - until they see how these could be used to help someone, which causes them to offer what they can. Johnstown is not a flashy place, since the perception is that too much polish or voices that too loudly trumpet their accomplishments aren’t able to hear the needs of others.

Listening is valued more than speaking.
Johnstown is in the middle of rapid and unprecedented growth and change. There is a feeling that growth is happening very fast - perhaps so fast that it’s hard to ‘keep up’ with the growth. Discussions of needing to have adequate infrastructure in place for growth reflect the desire to make sure residents are supported as the community expands. There was also a keen understanding of the emotional impacts of a rapid and accelerating pace on a community that has historically reflected slow, thoughtful and connected growth. Emotions like anxiety, uncertainty, loss, and concern were used to describe the feeling of not knowing how to grow in line with the historic community character and values.

Johnstown is a place where people have historically felt connected and supported. Connection is still a strong character-defining trait of Johnstown, and identifying places and events that help encourage community connections is very important. There is a hope that Johnstown will encourage more physical spaces for connection and coming together - especially in the historic downtown. There is a pressing need for places where people can work and grow small businesses within the community, and the historic downtown is where residents want to see improvements that support community interaction and coming together. Ideas for co-working spaces, maker/creator spaces, trails that link neighborhoods, and breweries and entertainment venues in the downtown were all highlighted as potential places for people to gather and meet other community members.

The history of Johnstown is agricultural. The rhythms and cycles of agriculture are closely tied to the seasons and weather, and require an attentive eye to the needs of the land, plants, and animals. Those involved with agriculture need to look carefully and deeply at the land and make responsive adjustments to support its growth and health. It is an active act of care and attention. Agricultural communities are also united in the environmental conditions that impact their collective success - a bad year for one farming family is often also a bad year for everyone else in the community, too. There is unity in this lifestyle, and also a shared support structure to deal with difficulties. Finally, agricultural communities have natural times of the year to celebrate the fruits of their cultivation, which often result in shared festivals of harvest and abundance.

“The history of Johnstown is agricultural, and the core values of the historic agricultural community were resiliency through collective support. Agricultural families worked hard, but were also reliant on the support, care, and giving nature of other agricultural families. Johnstown’s history is one of individual hard work supported through the kindness, care, and generosity of other members of the community.”

“Downtown Johnstown needs something like “The Exchange” in Ft Collins where friends & neighbors can spend time together eating/drinking & kids can play in open spaces. Areas and businesses that encourage community coming together & spending time with each other. I think that could help keep a “small town feel” in a growing community.”

“Johnstown needs a bike path and walk way connecting West Johnstown to downtown! Families have no access to get from West Johnstown to the downtown area by foot. There is not connecting paths. We want to be able to ride our bikes from Rocksberry Ridge all the way to Downtown Johnstown in a safe manner.”

“Johnstown needs more emphasis on real inclusion. Many people might feel that there are “locals” that have lived here for generations and there are “new” people that don’t feel that same welcoming feeling. Fix that maybe?”