

Agenda Summary **May 28, 2025**

Agenda Item No. B-6

Stowe 2050 Community Survey Results & Town Plan Update

Summary: At its February 26, 2025 meeting, the Selectboard requested time on a future agenda to discuss the results of the Stowe 2050 Community Survey and receive an update on the Stowe Town Plan update process. Members of the Planning Commission and Planning & Zoning Director Sarah McShane will be present to provide this update and present a draft community vision, values, and action priorities.

As part of the Stowe 2050 community engagement project, the Planning Commission launched the Community Input Survey in October 2024 to gather broad public input that will help shape updates to the Stowe Town Plan. Open from October 15, 2024 to January 30, 2025, the survey generated 679 total responses (507 complete), an impressive response for a small-town planning initiative. Although the overall number of responses was excellent, the survey is not statistically representative and is understood to have limitations. Some groups—such as young adults, renters, part-time residents, and newer community members—were underrepresented. The survey did not ask for race, income, or other personal demographic data. However, it did provide valuable insights into a wide range of perspectives and community interests. To broaden participation and perspectives, the Planning Commission conducted multiple engagement efforts beyond the survey, including:

- Quick input cards
- In-person events and workshops
- “Question of the Month” outreach
- One-on-one conversations
- Meetings with community partner organizations
- A series of community input sessions

Together, these efforts generated more than 7,000 unique comments. Key questions asked included:

- What do you love about Stowe today?
- What do you imagine for Stowe in 2050?
- What do you need or miss?

Hundreds of residents, business owners, visitors, and community officials shared their insights through meetings, events, and surveys. Through this process, municipal staff and the Planning Commission gained valuable insights into both challenges and opportunities facing Stowe.

After gathering so much public feedback, the Stowe 2050 engagement process transitioned from ‘Engaging the Community’ to ‘Crafting Vision & Values’. In January 2025, a group of 30 community readers reviewed the public input and helped identify common themes and ideas.

These were further refined through a community visioning workshop, leading to the development of a draft vision statement, set of core values, and initial action priorities. These elements now serve as the foundation for the Stowe Town Plan update and will guide the Planning Commission through the remainder of the planning process. Planning & Zoning staff and the Planning Commission are currently launching the draft vision, values, and action priorities and are excited to present them to the Selectboard.

Throughout the remainder of 2025, the Planning Commission will collaborate with other municipal boards and commissions to develop and refine the draft Town Plan, with the goal of holding public hearings in early 2026 and subsequently forwarding the plan to the Selectboard for consideration.

This time has been set aside for a brief presentation of survey results, followed by the unveiling of the Stowe 2050 draft vision, values, and action priorities. Prior to the meeting, Selectboard members are encouraged to watch the four-minute video posted on the Town website:

<https://www.stovevt.gov/stowe2050>

Town Plan & Policy Impact: The purpose of the Stowe Town Plan is to reflect the community's vision and goals for the future and to serve as a guide for growth and development.

Fiscal & HR Impact: The community engagement project is being funded by approved capital funding and Planning & Zoning Department staff time.

Recommendation: No action needed. This time has been set aside for discussion and informational purposes.

Our Community Identity & Values



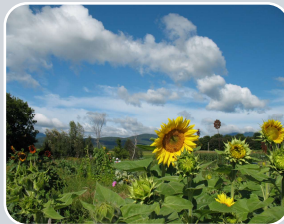
Uncommon Beauty, Community, and Variety

Stowe is a place of breathtaking natural beauty, rich history and character, world-class outdoor recreation, friendly and welcoming people, and remarkable array of quality shops, restaurants, events and activities. From the peak of Mt. Mansfield to the sidewalks of Main Street, Stowe offers something for everyone: endless places to relax, explore, connect, unwind, and grow. We value each of Stowe's many assets, but it's the unique combination of so many beloved treasures and traditions in one small town that truly make Stowe a one-of-a-kind home for residents and visitors alike.



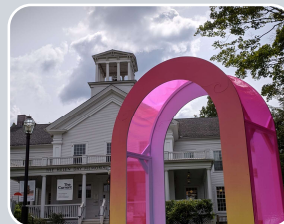
**Strong,
Authentic
Community and
Small Town Feel**

We value Stowe's **close, neighborly community**;
culture of **local pride and involvement**;
strong **civic leadership and collaboration**;
and traditional **small town character**.



**Healthy,
Beautiful
Environment
and Outdoor
Access**

We value Stowe's stunning **scenic landscapes**;
our **healthy mountains, rivers, and forests**;
our **rural lands and working farms**;
and our world class **outdoor recreation**.



**Quality of Life
and
Opportunities
for All**

We value Stowe's **thriving and unique local economy**;
many **quality businesses and offerings**;
and **high-quality town and community services**, facilities, amenities, and infrastructure.



**Balanced,
Responsible,
and Resilient
Growth**

We value Stowe's **distinctive sense of place**;
strong appeal for residents, visitors, and businesses;
and **thoughtful blend of tradition, progress, and growth**.

Our Vision and Action Priorities

Stewardship, Balance and Opportunity

We envision a future that protects and expands opportunities for all who call Stowe home or come to experience its charm. We aim to maintain the remarkable offerings and assets that set Stowe apart, while we become a more balanced, accessible, diverse, and inclusive community. Our vision includes priorities to enhance each of our community values.





Stowe 2050 Survey

Final Data – Preliminary / Simple Export

January 30, 2025

Prepared by Community Workshop LLC

October 15 - January 30	679	507
Dates open (2024-2025)	Total responses	Completed responses

Survey Data Export Notes and Cautions

This document is a simple export of *all Stowe 2050 survey response data*, upon closure of the survey. It should be considered a preliminary snapshot of the survey results, but it does not include any analysis or interpretation. **It should not be considered a complete or accurate snapshot of Stowe community opinions on these questions.**

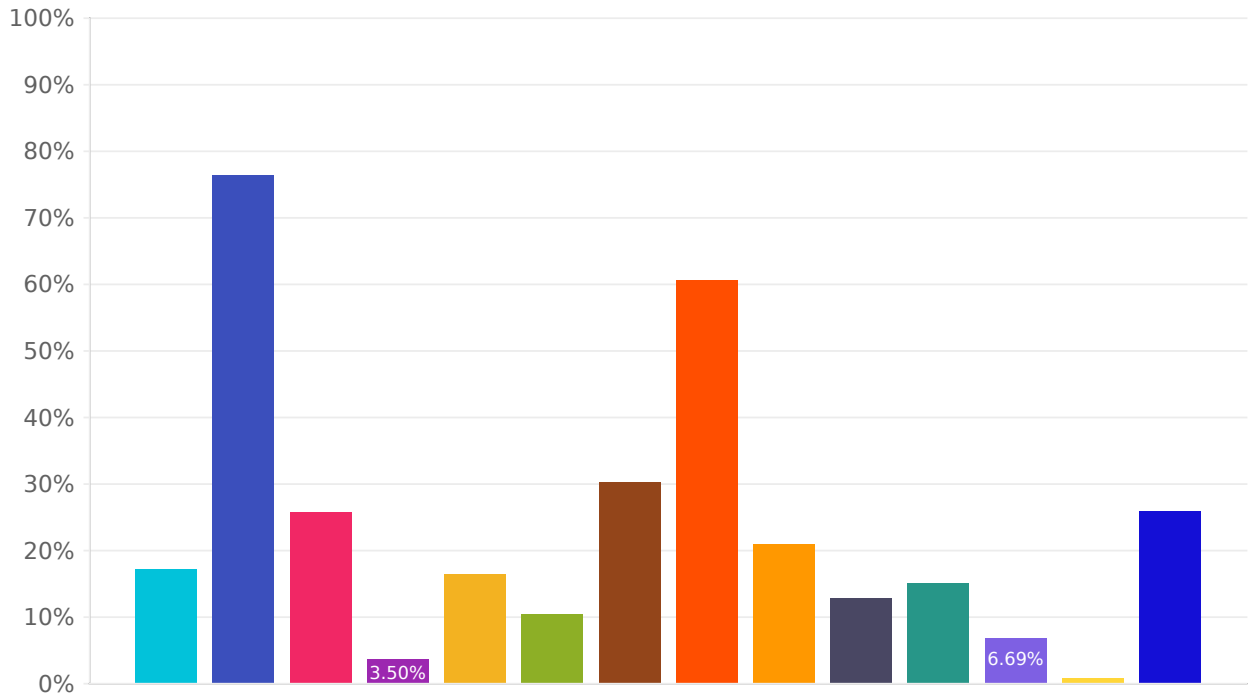
Key Points

- This survey is not statistically significant. Quantitative data should be considered an estimate but will have a range of error.
 - The overall number of responses is excellent and very high for a small town planning survey.
 - The number of responses for each question may differ. The number can be quite small for “segmented” questions that only some respondents would see (such as questions for visitors or business owners).
- Respondents include a wide range of perspectives and people in Stowe, but they are not fully representative of Stowe’s demographics.
 - Some demographics and perspectives are under-represented, such as youth and young adults, renters, part-time or non-residents, new residents, etc.
 - We did not ask for race, income, ability/disability, or other personal identities. Respondents are likely not representative in these ways.
- This export report includes only basic numerical or quantitative question data. It does not include several key elements that will come later and share a more complete picture:
 - “Other” responses on quantitative questions
 - Open-ended questions and comments
 - Cross-tab analysis, to compare opinions and answers across different groups (such as residents vs. non-residents, or different age groups)

What are Stowe's greatest strengths?

Check **up to three top things** that you think set Stowe apart.

Answered: 628 Skipped: 51



Quiet lifestyle

Scenic beauty and landscapes

Engaged, connected community

Business opportunities and economy

Friendly, welcoming people and neighbors

Resorts and visitor attractions

Traditional village center

Trails, parks, and outdoor recreation

Shops, restaurants, and services

Quality schools

Arts, culture, events, and activities

Strong public services (government, roads, utilities, etc.)

Jobs and work opportunities

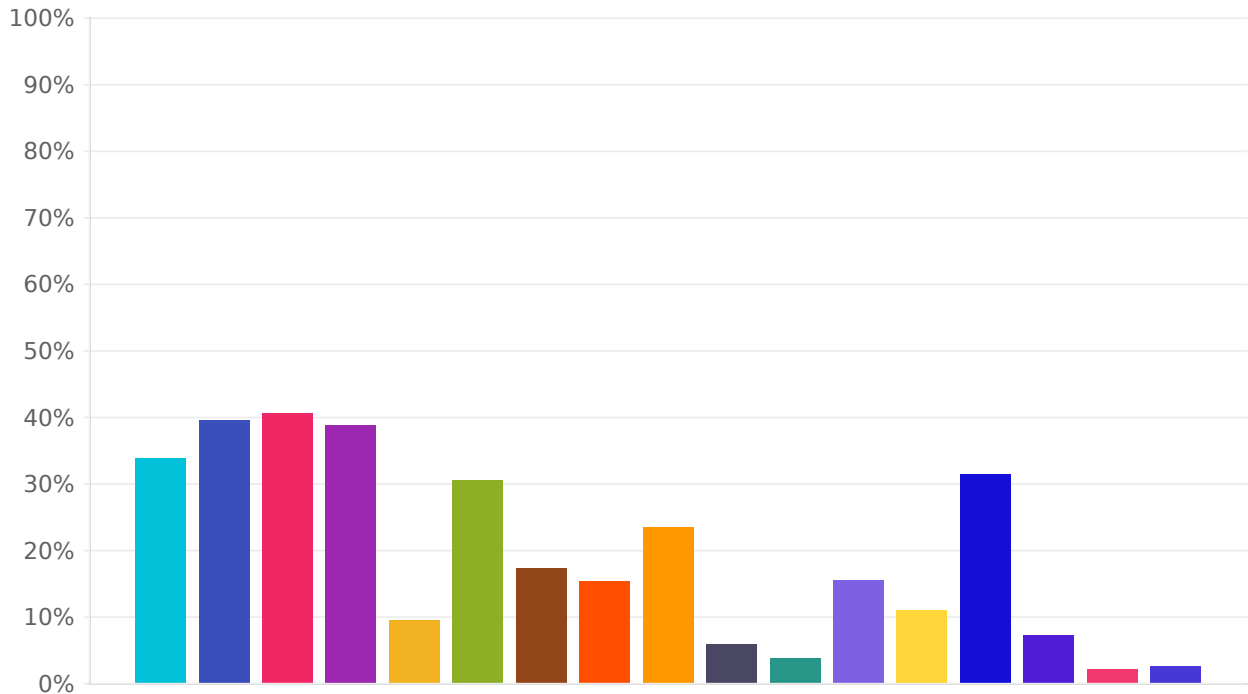
Safe community

Choices	Response percent	Response count
Quiet lifestyle	17.04%	107
Scenic beauty and landscapes	76.27%	479
Engaged, connected community	25.64%	161
Business opportunities and economy	3.50%	22
Friendly, welcoming people and neighbors	16.24%	102
Resorts and visitor attractions	10.35%	65
Traditional village center	30.10%	189
Trails, parks, and outdoor recreation	60.51%	380
Shops, restaurants, and services	20.86%	131
Quality schools	12.74%	80
Arts, culture, events, and activities	14.97%	94
Strong public services (government, roads, utilities, etc.)	6.69%	42
Jobs and work opportunities	0.64%	4
Safe community	25.80%	162
Other responses or comments		77

What are the top needs, challenges, and issues facing Stowe as we plan for 2050?

Check **up to three top things** that you think should be top community priorities.

Answered: 628 Skipped: 51



Open space, rural landscapes, and conservation



Property taxes



Affordability and general cost of living



Managing growth and development pressure



Local economic vitality



Housing affordability and supply



Workforce and year-round population growth



Climate change and flood resilience



Public education and quality schools



Diversity, welcoming, and inclusion



Energy conservation and renewable energy



Historic preservation and local character



Transportation options (bike, pedestrian, transit)



Traffic congestion and calming



Town government services (roads, public facilities, water and sewer, policing)



Health, wellness, and social connections



Volunteerism and civic engagement

Choices	Response percent	Response count
Open space, rural landscapes, and conservation	33.76%	212
Property taxes	39.49%	248
Affordability and general cost of living	40.45%	254
Managing growth and development pressure	38.69%	243
Local economic vitality	9.39%	59
Housing affordability and supply	30.41%	191
Workforce and year-round population growth	17.20%	108
Climate change and flood resilience	15.29%	96
Public education and quality schools	23.41%	147
Diversity, welcoming, and inclusion	5.73%	36
Energy conservation and renewable energy	3.66%	23
Historic preservation and local character	15.45%	97
Transportation options (bike, pedestrian, transit)	10.83%	68
Traffic congestion and calming	31.37%	197
Town government services (roads, public facilities, water and sewer, policing)	7.17%	45
Health, wellness, and social connections	2.07%	13
Volunteerism and civic engagement	2.55%	16
Other responses or comments		114

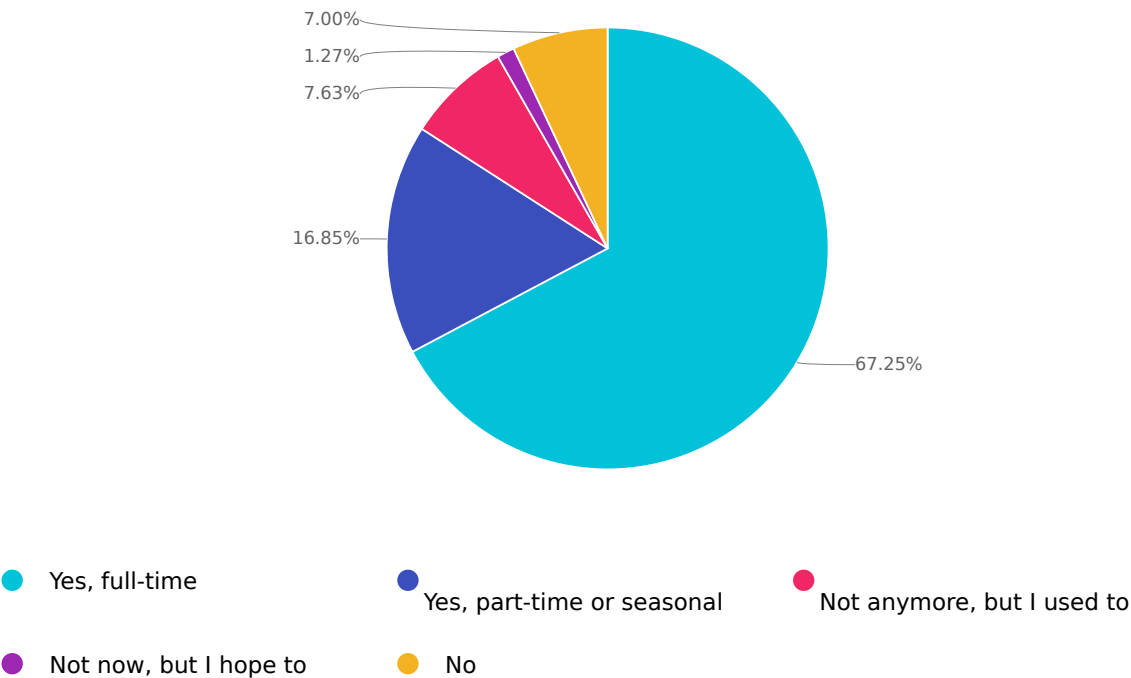
About You

We want to hear from the full range of Stowe community members. Tell us more about who you are so we know whom we've reached. Skip any question you like.

Q6

Do you live in Stowe?

Answered: 629 Skipped: 50

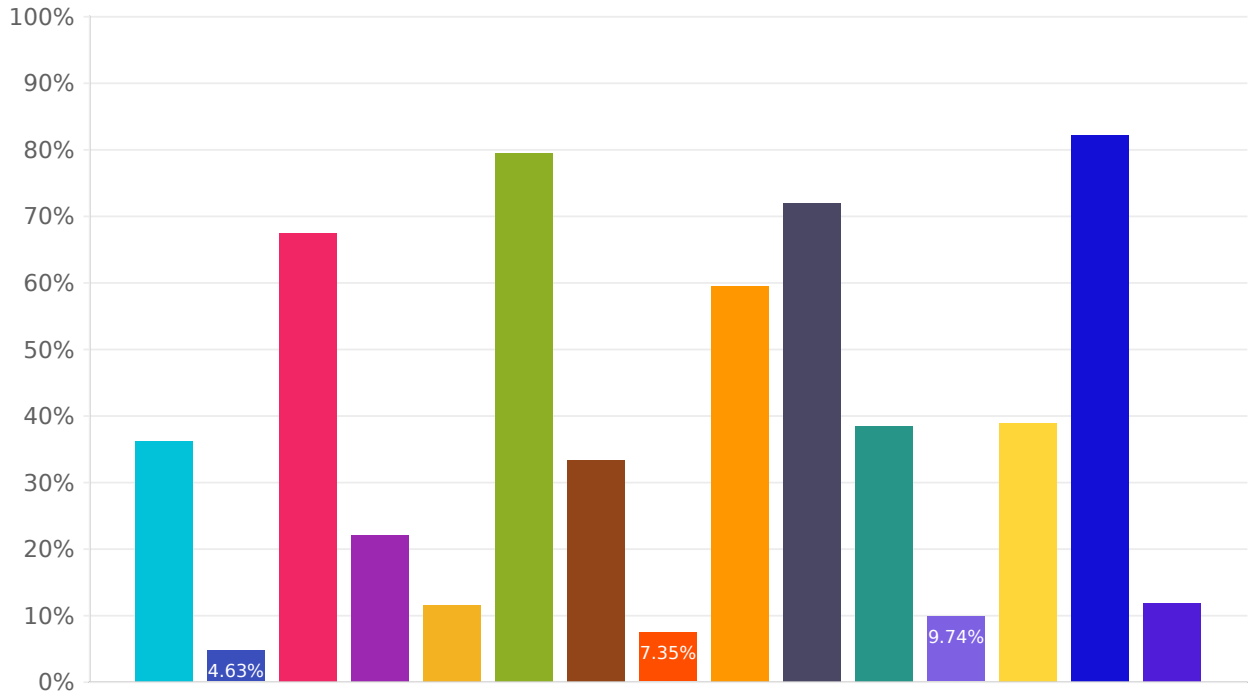


Choices	Response percent	Response count
Yes, full-time	67.25%	423
Yes, part-time or seasonal	16.85%	106
Not anymore, but I used to	7.63%	48
Not now, but I hope to	1.27%	8
No	7.00%	44

Q7

How else are you connected to Stowe? Check all that apply.

Answered: 626 Skipped: 53



I work here

I go to school here

I shop here or use services

I own or run a business

I travel or visit here

I play or get outdoors (trails, mountains, sports, hunt)

I come for entertainment, restaurants, or events

I run or lead an organization or non-profit

I am a registered voter here

I own property or land here

I volunteer here

I am a town committee member, elected official, or town employee

My kids go to school here (or did)

I care about Stowe's future (or did)

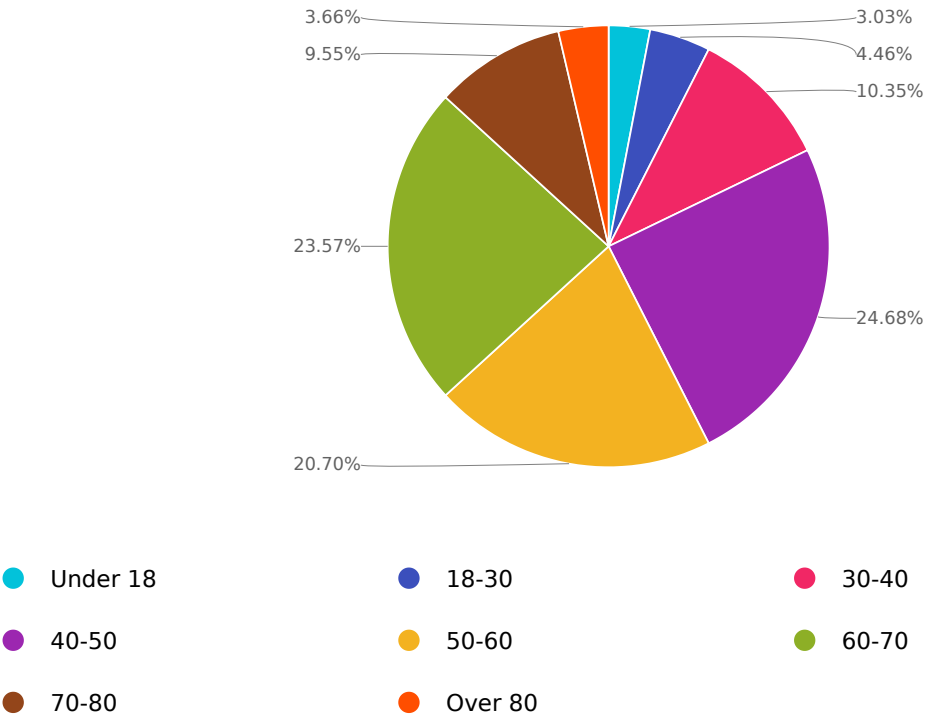
Other (Please specify)

Choices	Response percent	Response count
I work here	36.10%	226
I go to school here	4.63%	29
I shop here or use services	67.41%	422
I own or run a business	22.04%	138
I travel or visit here	11.50%	72
I play or get outdoors (trails, mountains, sports, hunt)	79.39%	497
I come for entertainment, restaurants, or events	33.23%	208
I run or lead an organization or non-profit	7.35%	46
I am a registered voter here	59.42%	372
I own property or land here	71.88%	450
I volunteer here	38.34%	240
I am a town committee member, elected official, or town employee	9.74%	61
My kids go to school here (or did)	38.82%	243
I care about Stowe's future	82.11%	514
Other (Please specify)	11.82%	74

Q8

How old are you?

Answered: 628 Skipped: 51

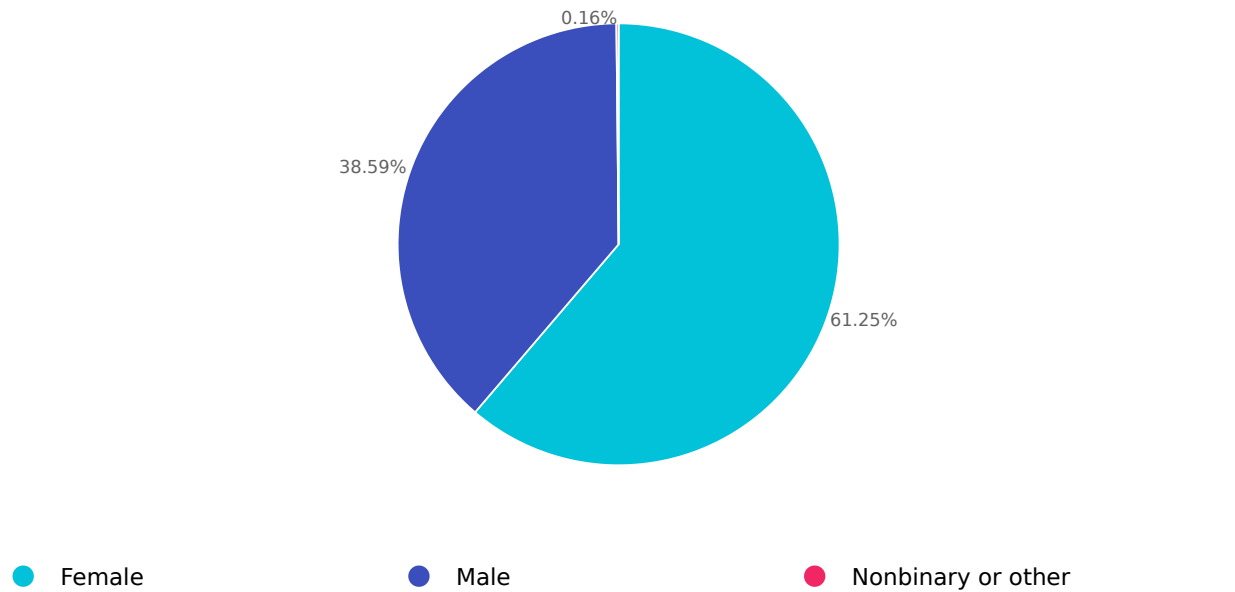


Choices	Response percent	Response count
Under 18	3.03%	19
18-30	4.46%	28
30-40	10.35%	65
40-50	24.68%	155
50-60	20.70%	130
60-70	23.57%	148
70-80	9.55%	60
Over 80	3.66%	23

Q9

Gender

Answered: 622 Skipped: 57



Choices	Response percent	Response count
Female	61.25%	381
Male	38.59%	240
Nonbinary or other	0.16%	1

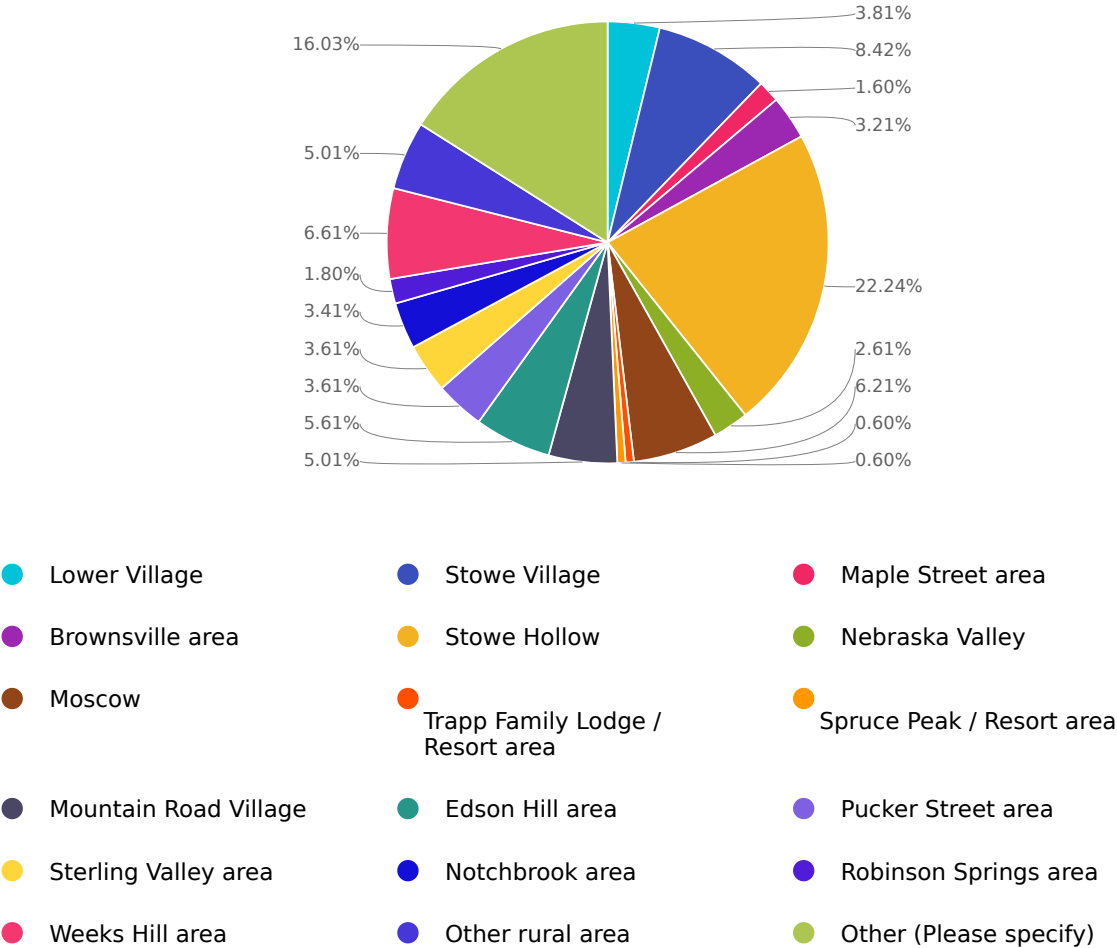
Stowe Residents

Do you live in Stowe full time or part time? If so, tell us about it! If you're not a resident, skip to the next page.

Q10

Where do you live in Stowe?

Answered: 499 Skipped: 180

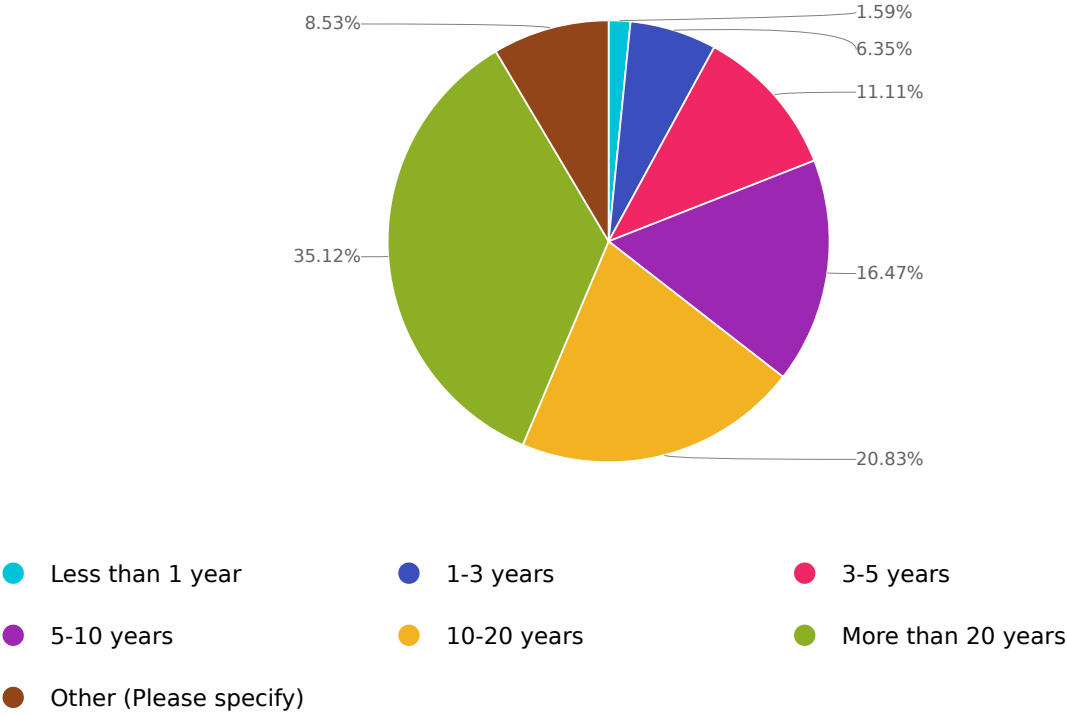


Choices	Response percent	Response count
Lower Village	3.81%	19
Stowe Village	8.42%	42
Maple Street area	1.60%	8
Brownsville area	3.21%	16
Stowe Hollow	22.24%	111
Nebraska Valley	2.61%	13
Moscow	6.21%	31
Trapp Family Lodge / Resort area	0.60%	3
Spruce Peak / Resort area	0.60%	3
Mountain Road Village	5.01%	25
Edson Hill area	5.61%	28
Pucker Street area	3.61%	18
Sterling Valley area	3.61%	18
Notchbrook area	3.41%	17
Robinson Springs area	1.80%	9
Weeks Hill area	6.61%	33
Other rural area	5.01%	25
Other (Please specify)	16.03%	80

Q11

How long have you lived here?

Answered: 504 Skipped: 175

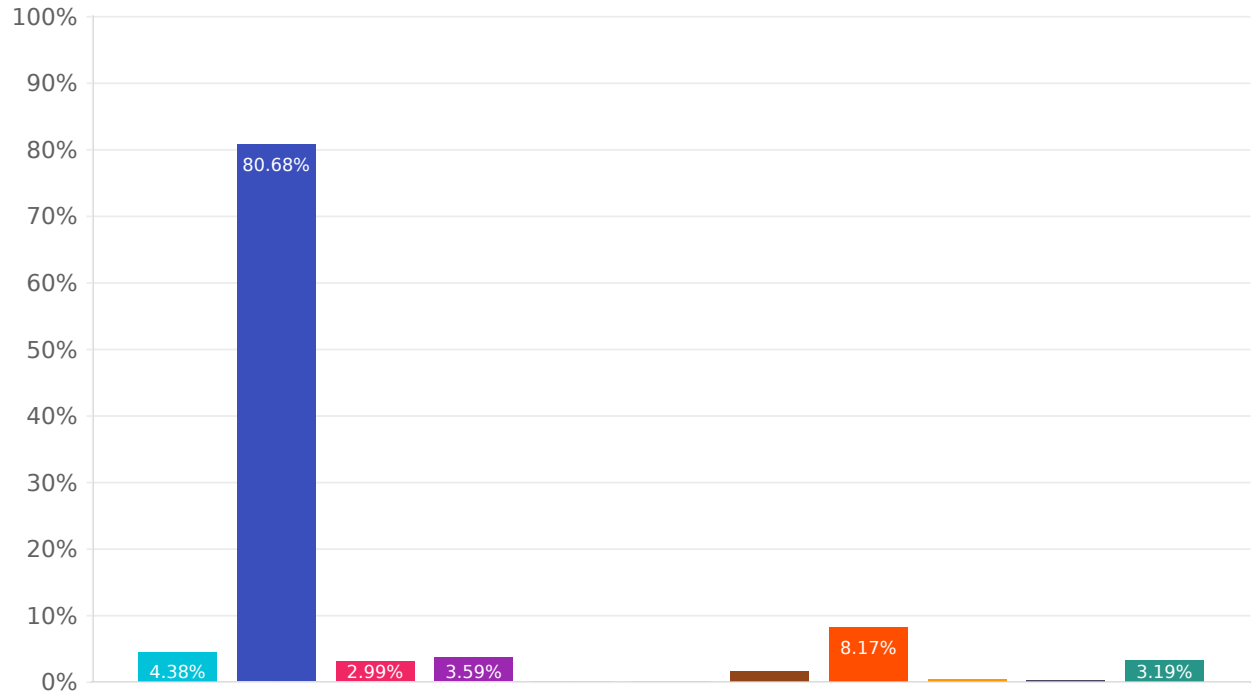


Choices	Response percent	Response count
Less than 1 year	1.59%	8
1-3 years	6.35%	32
3-5 years	11.11%	56
5-10 years	16.47%	83
10-20 years	20.83%	105
More than 20 years	35.12%	177
Other (Please specify)	8.53%	43

Q13

What is your housing situation? Check all that apply.

Answered: 502 Skipped: 177

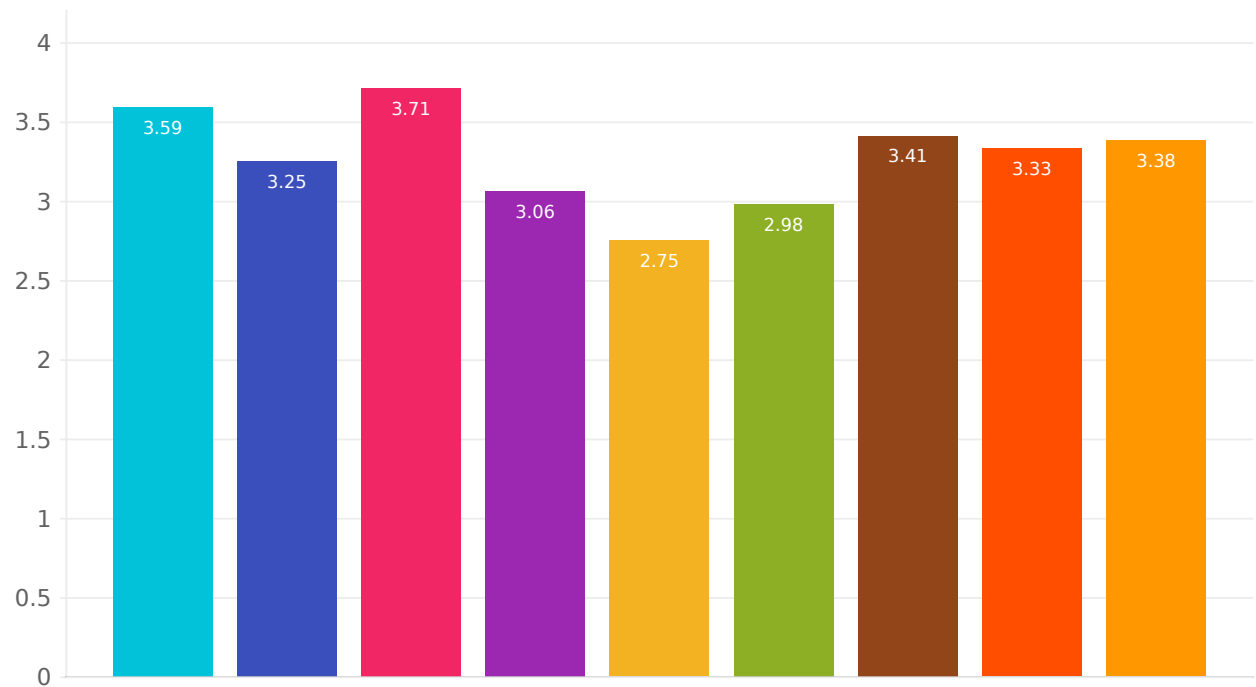


- Single-family home (rent)
- Single-family home (own)
- Multi-family home or apartment (rent)
- Multi-family home or apartment (own)
- Mobile home or tiny home (rent)
- Mobile home or tiny home (own)
- Condo or vacation unit (rent)
- Condo or vacation unit (own)
- Employer housing
- No housing, temporary, or uncertain housing
- Other (Please specify)

Choices	Response percent	Response count
Single-family home (rent)	4.38%	22
Single-family home (own)	80.68%	405
Multi-family home or apartment (rent)	2.99%	15
Multi-family home or apartment (own)	3.59%	18
Mobile home or tiny home (rent)	0.00%	0
Mobile home or tiny home (own)	0.00%	0
Condo or vacation unit (rent)	1.59%	8
Condo or vacation unit (own)	8.17%	41
Employer housing	0.40%	2
No housing, temporary, or uncertain housing	0.20%	1
Other (Please specify)	3.19%	16

How much do you agree with these statements about living in Stowe?

Answered: 504 Skipped: 175



● Stowe is a great place to live.

● Stowe has the services and amenities I need.

● I feel welcome and safe here.

● I can get around Stowe using the transportation methods I want.

● Stowe has housing options that work for me (types, cost).

● I can get to/from Stowe and other places using the transportation methods I want.

● I can get involved and make a difference in the community.

● I know my neighbors and feel connected to the community.

● It's easy to find the information and resources I need as a resident.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	Don't know or not applicable	Average rating	Response count
Stowe is a great place to live.	1.60% (8)	5.61% (28)	24.45% (122)	67.94% (339)	0.40% (2)	3.59	499
Stowe has the services and amenities I need.	2.20% (11)	11.40% (57)	44.40% (222)	41.00% (205)	1.00% (5)	3.25	500
I feel welcome and safe here.	2.58% (13)	2.78% (14)	15.31% (77)	79.32% (399)	0.00% (0)	3.71	503
I can get around Stowe using the transportation methods I want.	8.62% (43)	13.23% (66)	38.08% (190)	36.07% (180)	4.01% (20)	3.06	499
Stowe has housing options that work for me (types, cost).	14.49% (72)	18.91% (94)	31.99% (159)	24.95% (124)	9.66% (48)	2.75	497
I can get to/from Stowe and other places using the transportation methods I want.	9.36% (47)	16.73% (84)	35.46% (178)	33.67% (169)	4.78% (24)	2.98	502
I can get involved and make a difference in the community.	1.99% (10)	7.55% (38)	35.59% (179)	50.89% (256)	3.98% (20)	3.41	503
I know my neighbors and feel connected to the community.	3.38% (17)	8.95% (45)	38.37% (193)	48.91% (246)	0.40% (2)	3.33	503
It's easy to find the information and resources I need as a resident.	1.60% (8)	7.00% (35)	42.20% (211)	47.00% (235)	2.20% (11)	3.38	500
Any comments?							99

Average rating: 3.28

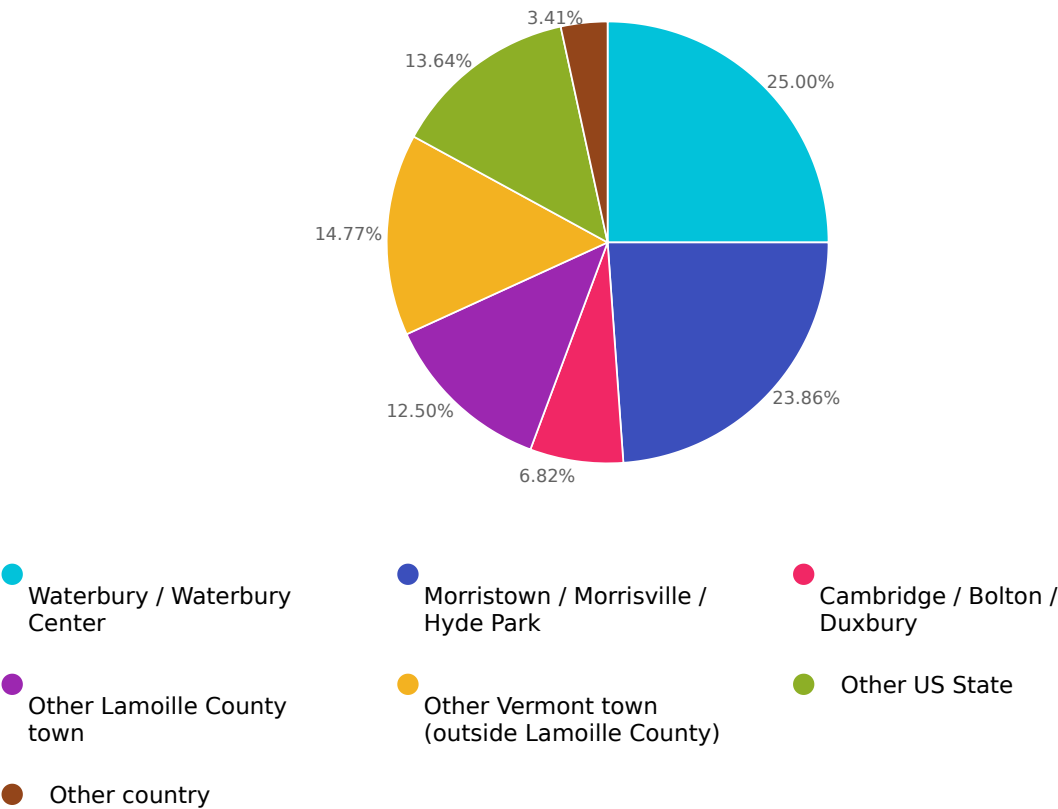
Stowe Visitors & Non-Residents

Do you visit Stowe for vacation, errands, school, or something else? If you're not a resident, tell us about your experience.

Q15

Where do you live?

Answered: 88 Skipped: 591

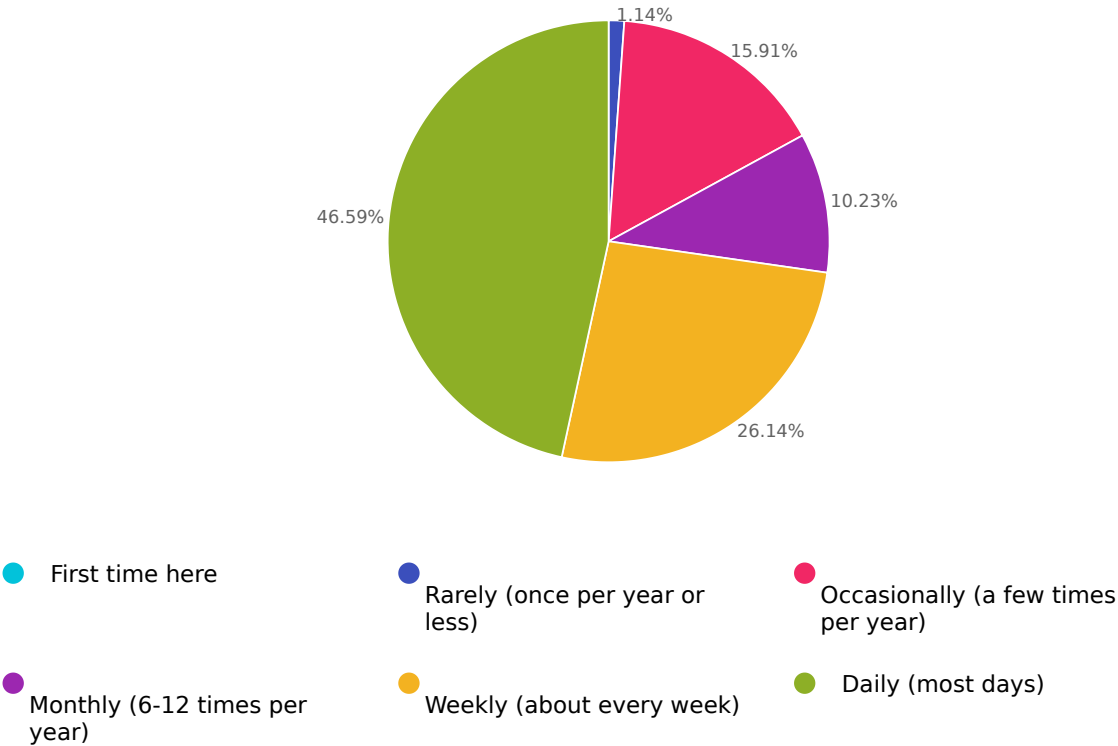


Choices	Response percent	Response count
Waterbury / Waterbury Center	25.00%	22
Morristown / Morrisville / Hyde Park	23.86%	21
Cambridge / Bolton / Duxbury	6.82%	6
Other Lamoille County town	12.50%	11
Other Vermont town (outside Lamoille County)	14.77%	13
Other US State	13.64%	12
Other country	3.41%	3

Q16

How often do you visit Stowe?

Answered: 88 Skipped: 591

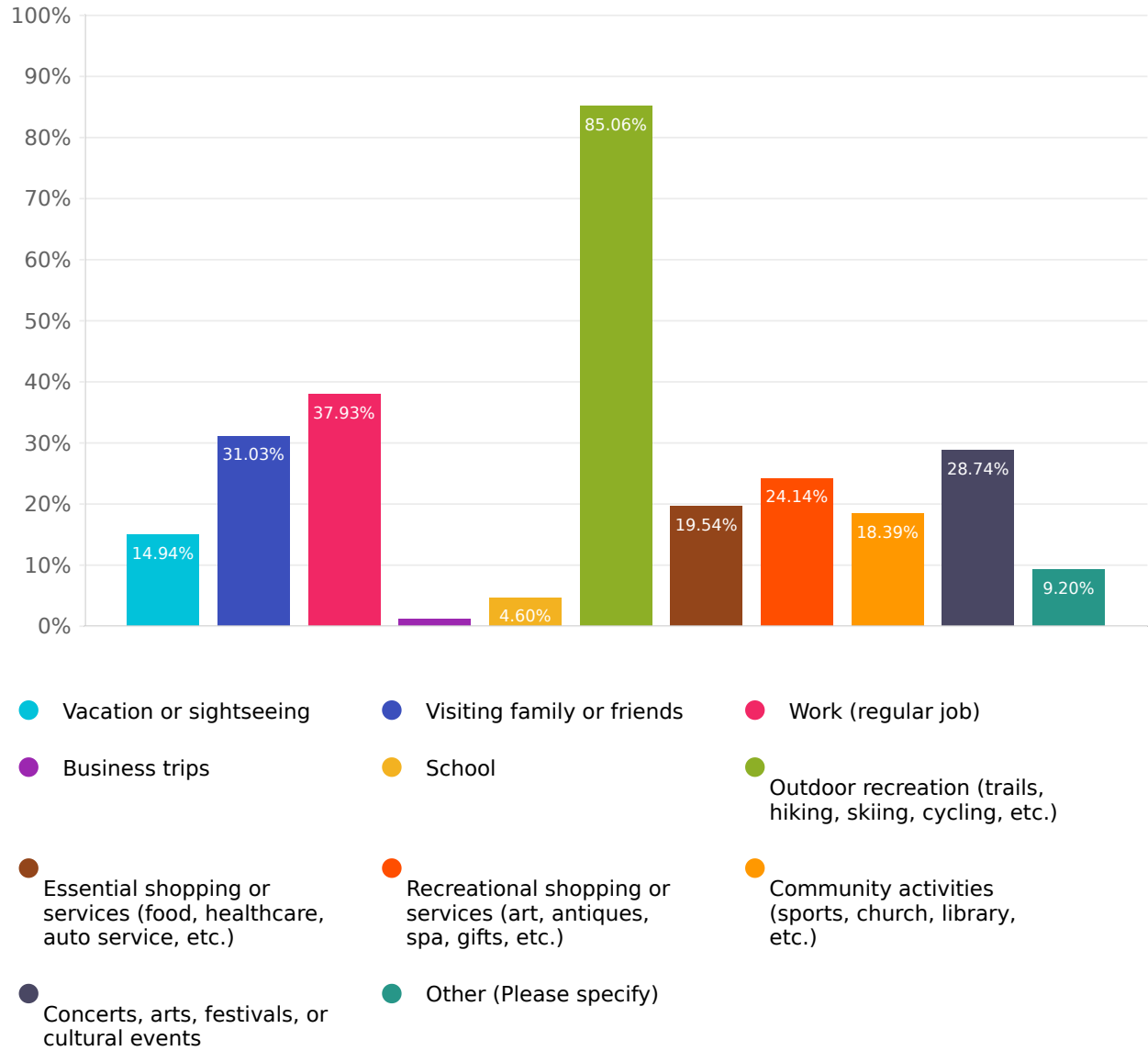


Choices	Response percent	Response count
First time here	0.00%	0
Rarely (once per year or less)	1.14%	1
Occasionally (a few times per year)	15.91%	14
Monthly (6-12 times per year)	10.23%	9
Weekly (about every week)	26.14%	23
Daily (most days)	46.59%	41

Q18

What are your top reasons for coming to Stowe? Check up to three.

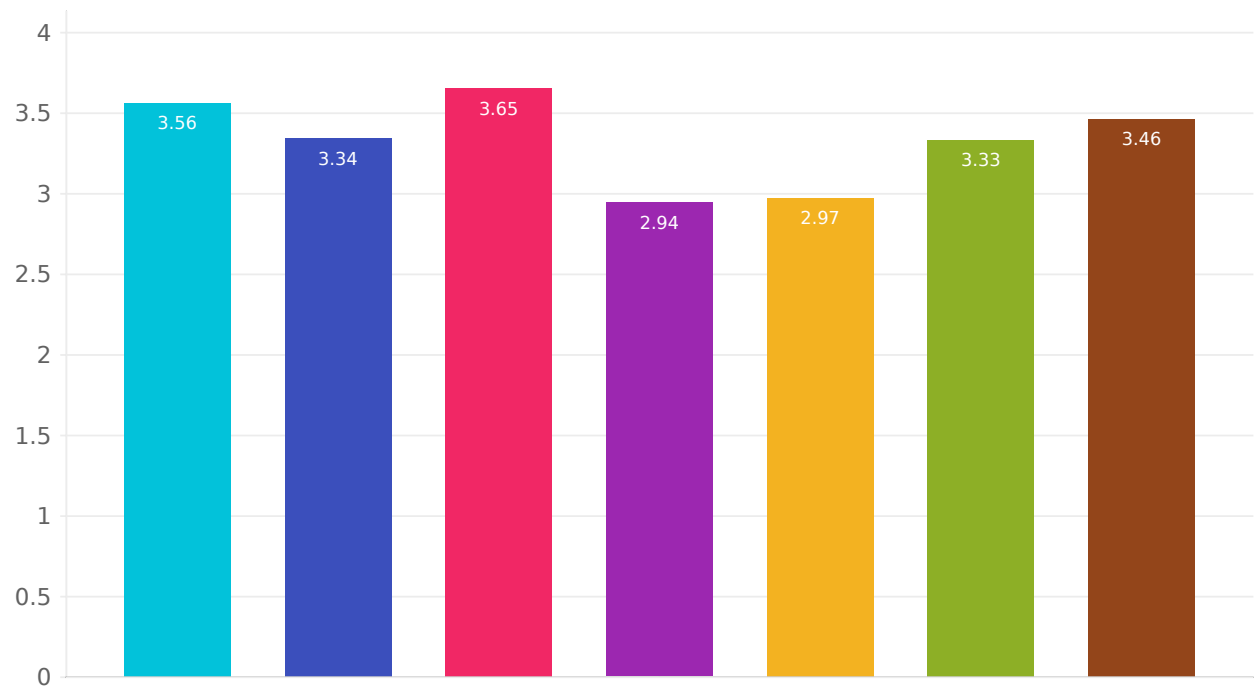
Answered: 87 Skipped: 592



Choices	Response percent	Response count
Vacation or sightseeing	14.94%	13
Visiting family or friends	31.03%	27
Work (regular job)	37.93%	33
Business trips	1.15%	1
School	4.60%	4
Outdoor recreation (trails, hiking, skiing, cycling, etc.)	85.06%	74
Essential shopping or services (food, healthcare, auto service, etc.)	19.54%	17
Recreational shopping or services (art, antiques, spa, gifts, etc.)	24.14%	21
Community activities (sports, church, library, etc.)	18.39%	16
Concerts, arts, festivals, or cultural events	28.74%	25
Other (Please specify)	9.20%	8

How much do you agree with these statements about visiting Stowe?

Answered: 88 Skipped: 591



● Stowe is a great place to visit.

● Stowe has the services and amenities I want or need.

● I feel welcome and safe here.

● I can get around Stowe using the transportation methods I want.

● I can get to/from Stowe and other places using the transportation methods I want.

● There's a lot to see and do in Stowe for people with different interests.

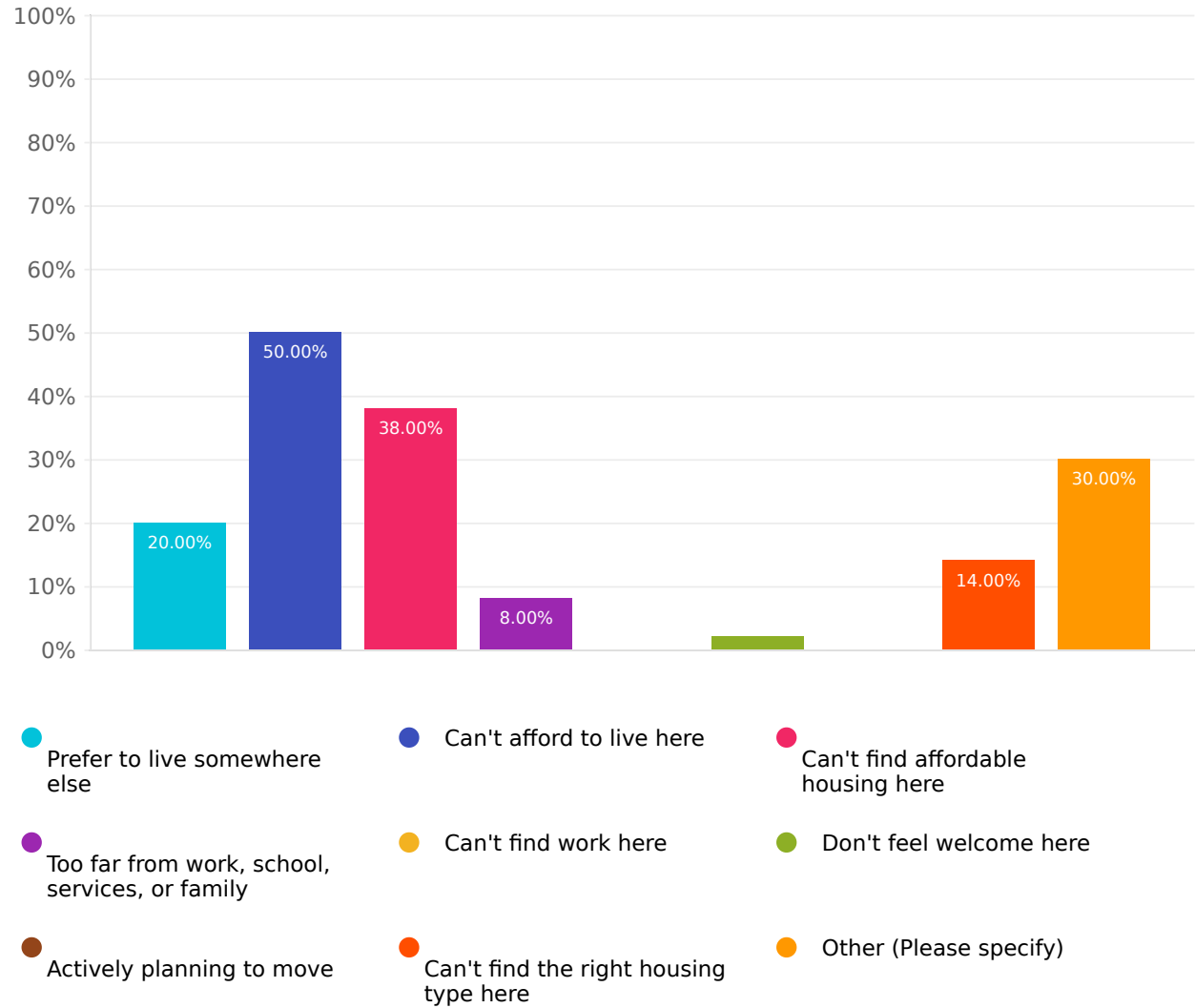
● It's easy to find the help, information and resources I need when I'm in Stowe.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	Don't know or not applicable	Average rating	Response count
Stowe is a great place to visit.	2.30% (2)	5.75% (5)	25.29% (22)	66.67% (58)	0.00% (0)	3.56	87
Stowe has the services and amenities I want or need.	1.14% (1)	10.23% (9)	42.05% (37)	46.59% (41)	0.00% (0)	3.34	88
I feel welcome and safe here.	1.14% (1)	4.55% (4)	22.73% (20)	71.59% (63)	0.00% (0)	3.65	88
I can get around Stowe using the transportation methods I want.	5.68% (5)	19.32% (17)	46.59% (41)	25.00% (22)	3.41% (3)	2.94	88
I can get to/from Stowe and other places using the transportation methods I want.	5.68% (5)	20.45% (18)	44.32% (39)	28.41% (25)	1.14% (1)	2.97	88
There's a lot to see and do in Stowe for people with different interests.	4.60% (4)	3.45% (3)	45.98% (40)	45.98% (40)	0.00% (0)	3.33	87
It's easy to find the help, information and resources I need when I'm in Stowe.	1.15% (1)	4.60% (4)	29.89% (26)	42.53% (37)	21.84% (19)	3.46	87
Any comments?							13

Average rating: 3.32

You mentioned that you used to live in Stowe, or that you would like to in the future. Why don't you live here today?

Answered: 50 Skipped: 629



Choices	Response percent	Response count
Prefer to live somewhere else	20.00%	10
Can't afford to live here	50.00%	25
Can't find affordable housing here	38.00%	19
Too far from work, school, services, or family	8.00%	4
Can't find work here	0.00%	0
Don't feel welcome here	2.00%	1
Actively planning to move	0.00%	0
Can't find the right housing type here	14.00%	7
Other (Please specify)	30.00%	15

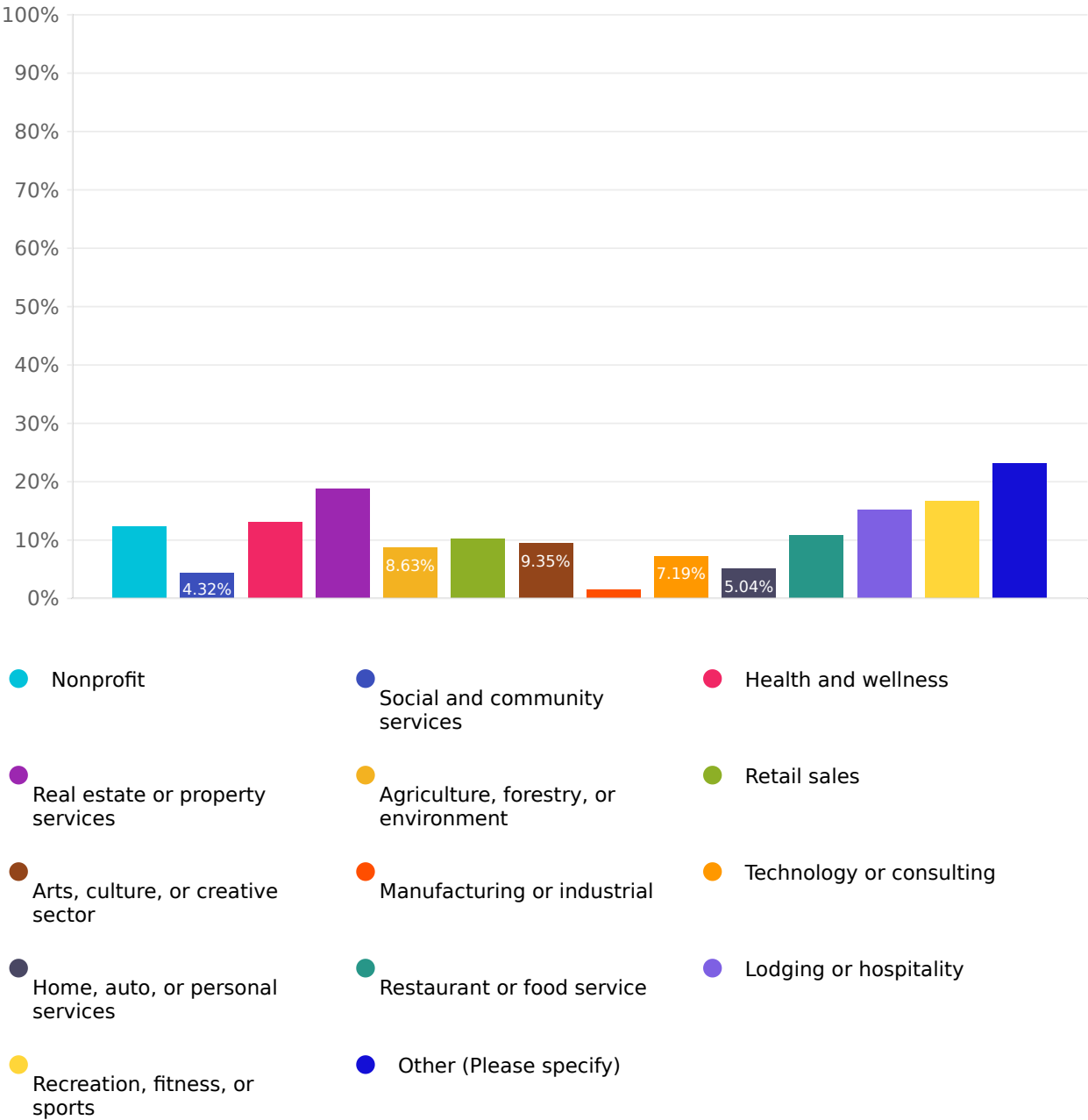
Stowe Businesses & Organizations

You mentioned that you run a business or organization in Stowe.
Tell us about your experience or skip to the next page.

Q21

What field is your business or organization in? Check all that apply.

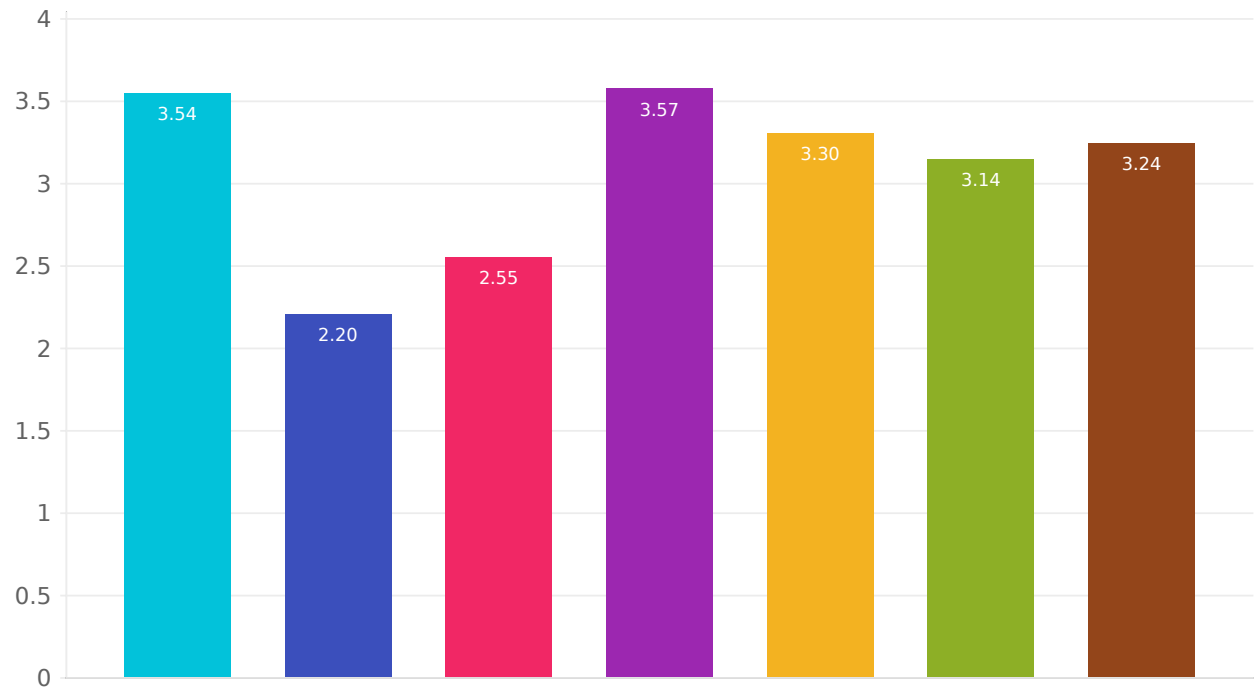
Answered: 139 Skipped: 540



Choices	Response percent	Response count
Nonprofit	12.23%	17
Social and community services	4.32%	6
Health and wellness	12.95%	18
Real estate or property services	18.71%	26
Agriculture, forestry, or environment	8.63%	12
Retail sales	10.07%	14
Arts, culture, or creative sector	9.35%	13
Manufacturing or industrial	1.44%	2
Technology or consulting	7.19%	10
Home, auto, or personal services	5.04%	7
Restaurant or food service	10.79%	15
Lodging or hospitality	15.11%	21
Recreation, fitness, or sports	16.55%	23
Other (Please specify)	23.02%	32

How much do you agree with these statements about leading a business or organization in Stowe?

Answered: 137 Skipped: 542



I'm glad my business or organization is based in Stowe.

I can find the workers and resources I need here.

I can find and afford the property or business spaces I need here.

I can find and connect with my clients or customers here.

The Stowe community is supportive of my business or organization.

The Town of Stowe is supportive of my business or organization.

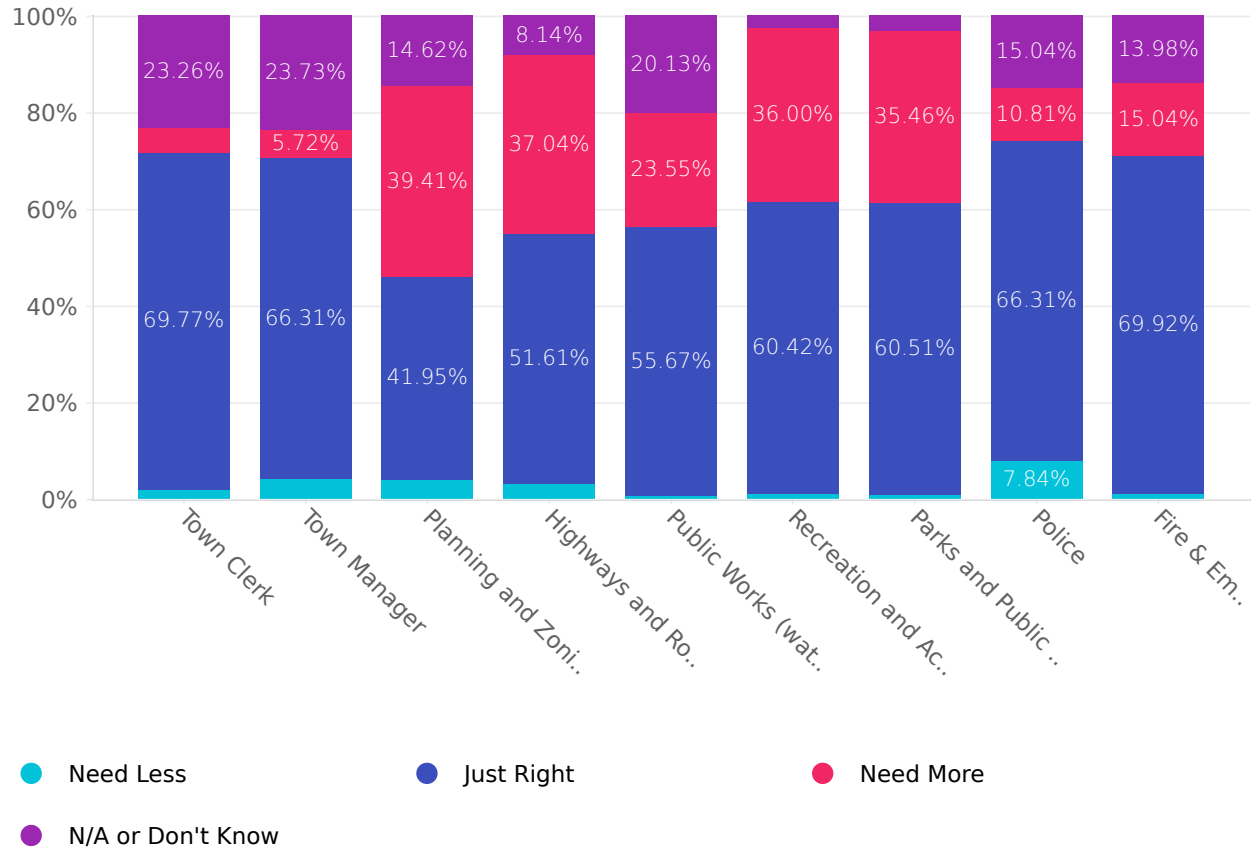
I'm optimistic about the future of my business or organization in Stowe.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	Don't know or not applicable	Average rating	Response count
I'm glad my business or organization is based in Stowe.	0.00% (0)	8.33% (11)	26.52% (35)	58.33% (77)	6.82% (9)	3.54	132
I can find the workers and resources I need here.	23.39% (29)	29.03% (36)	28.23% (35)	6.45% (8)	12.90% (16)	2.20	124
I can find and afford the property or business spaces I need here.	12.00% (15)	26.40% (33)	21.60% (27)	16.00% (20)	24.00% (30)	2.55	125
I can find and connect with my clients or customers here.	1.54% (2)	3.08% (4)	29.23% (38)	58.46% (76)	7.69% (10)	3.57	130
The Stowe community is supportive of my business or organization.	5.30% (7)	7.58% (10)	34.85% (46)	46.21% (61)	6.06% (8)	3.30	132
The Town of Stowe is supportive of my business or organization.	7.75% (10)	8.53% (11)	34.11% (44)	36.43% (47)	13.18% (17)	3.14	129
I'm optimistic about the future of my business or organization in Stowe.	4.55% (6)	10.61% (14)	37.12% (49)	42.42% (56)	5.30% (7)	3.24	132
Any comments?							20

Average rating: 3.11

How do you feel about the municipal services provided by the Town of Stowe? Tell us whether you think we need more services, less, or have the right amount.

Answered: 482 Skipped: 197

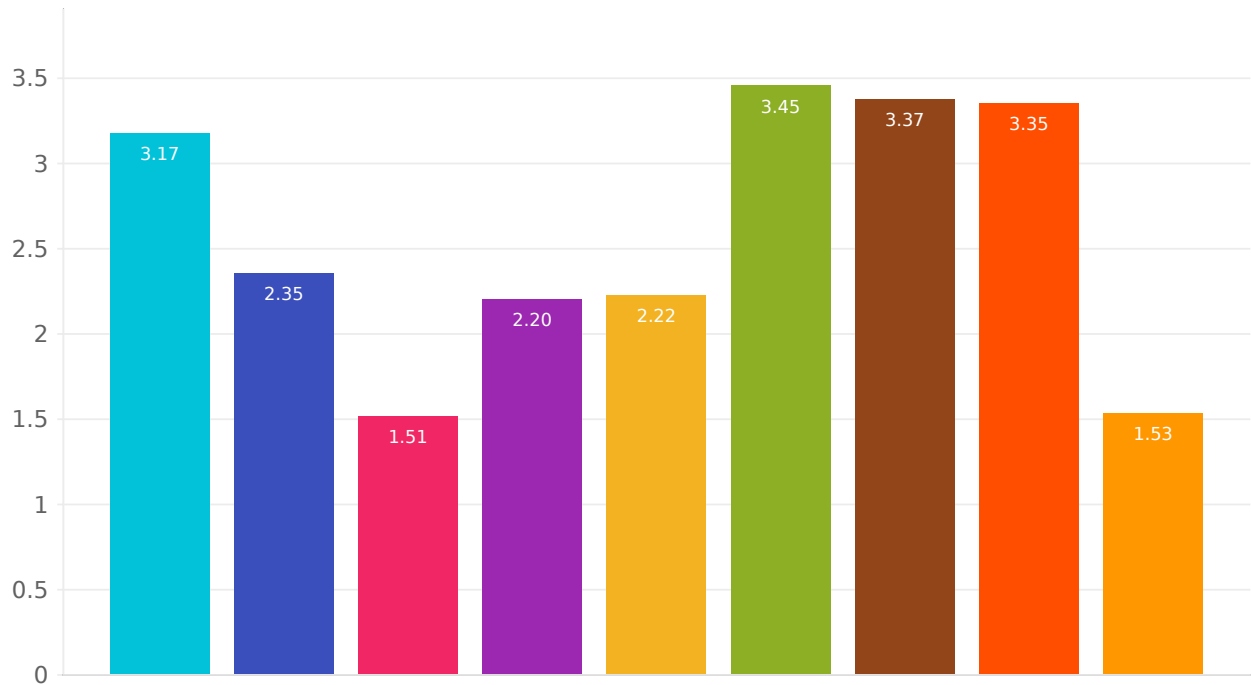


Row	Need Less	Just Right	Need More	N/A or Don't Know	Response count
Town Clerk	1.90% (9)	69.77% (330)	5.07% (24)	23.26% (110)	473
Town Manager	4.24% (20)	66.31% (313)	5.72% (27)	23.73% (112)	472
Planning and Zoning	4.03% (19)	41.95% (198)	39.41% (186)	14.62% (69)	472
Highways and Roads	3.21% (15)	51.61% (241)	37.04% (173)	8.14% (38)	467
Public Works (water, sewer)	0.64% (3)	55.67% (260)	23.55% (110)	20.13% (94)	467
Recreation and Activities	1.05% (5)	60.42% (287)	36.00% (171)	2.53% (12)	475
Parks and Public Spaces	0.85% (4)	60.51% (285)	35.46% (167)	3.18% (15)	471
Police	7.84% (37)	66.31% (313)	10.81% (51)	15.04% (71)	472
Fire & Emergency	1.06% (5)	69.92% (330)	15.04% (71)	13.98% (66)	472
Any other items or additional comments?					77

Q27

How much you agree or disagree with these statements about growth and development in Stowe?

Answered: 501 Skipped: 178



Stowe has been growing too quickly.



Stowe is headed in a positive direction.



Stowe has been growing too slowly.



Recent development fits Stowe's character well.



Recent development is well-planned and in the right locations.



Stowe needs more workforce and/or starter housing.



Stowe should conserve more land to protect rural landscapes and natural areas.



Stowe needs more multi-family and/or affordable housing.



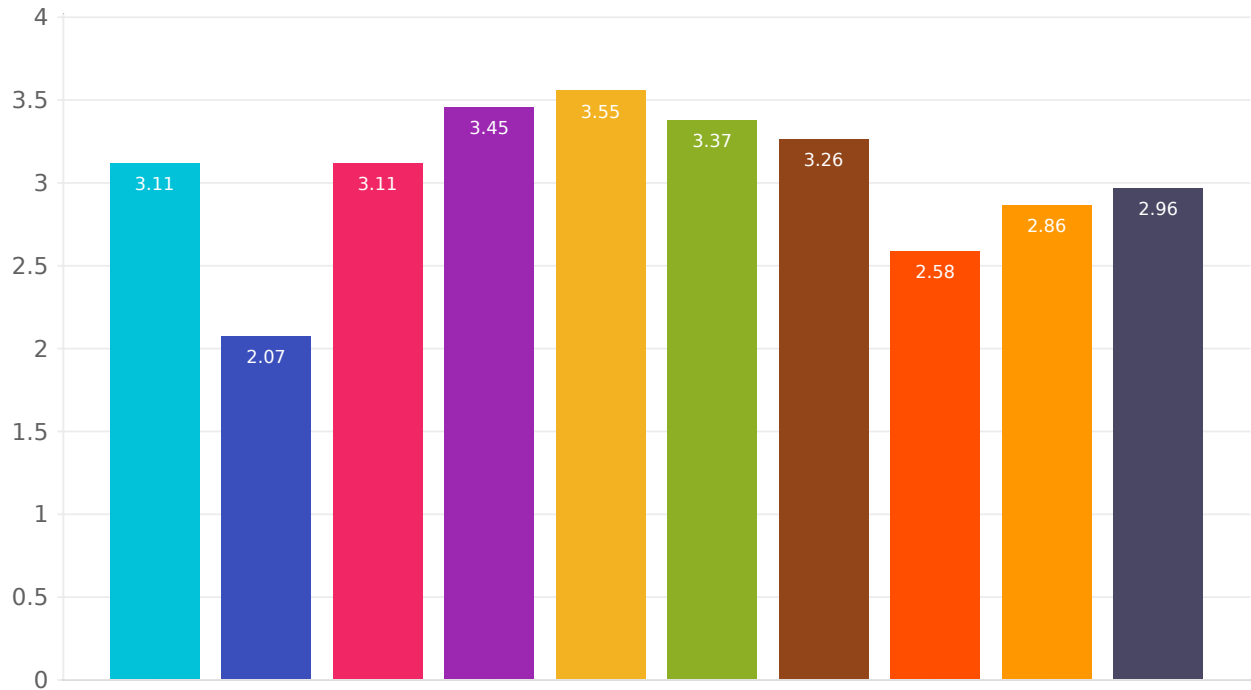
Stowe needs more resort and vacation lodging.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	Don't know or not applicable	Average rating	Response count
Stowe has been growing too quickly.	5.53% (27)	15.57% (76)	32.58% (159)	42.62% (208)	3.69% (18)	3.17	488
Stowe is headed in a positive direction.	17.04% (84)	34.08% (168)	36.51% (180)	6.69% (33)	5.68% (28)	2.35	493
Stowe has been growing too slowly.	59.26% (288)	28.60% (139)	7.20% (35)	2.26% (11)	2.67% (13)	1.51	486
Recent development fits Stowe's character well.	24.07% (117)	35.80% (174)	31.89% (155)	5.76% (28)	2.47% (12)	2.20	486
Recent development is well-planned and in the right locations.	23.24% (112)	31.54% (152)	35.27% (170)	4.56% (22)	5.39% (26)	2.22	482
Stowe needs more workforce and/or starter housing.	5.04% (25)	6.65% (33)	25.40% (126)	60.08% (298)	2.82% (14)	3.45	496
Stowe should conserve more land to protect rural landscapes and natural areas.	3.67% (18)	10.79% (53)	28.72% (141)	54.79% (269)	2.04% (10)	3.37	491
Stowe needs more multi-family and/or affordable housing.	6.67% (33)	8.08% (40)	27.27% (135)	55.76% (276)	2.22% (11)	3.35	495
Stowe needs more resort and vacation lodging.	56.97% (278)	32.38% (158)	5.74% (28)	2.46% (12)	2.46% (12)	1.53	488
Any comments?							100

Average rating: 2.58

How much do you agree or disagree with these statements about tourism and visitors in Stowe?

Answered: 499 Skipped: 180



Visitors from around the world make Stowe a more interesting place.

We need to increase tourism to support our economy.

The large number of visitors changes the feel of our community.

We need more year-round residents in Stowe.

Visitor traffic makes it hard to travel around Stowe.

Stowe feels too crowded during tourism seasons.

We have too many short-term rentals in Stowe.

Tourists and visitors are respectful and fit into the Stowe community.

Stowe's economy is too dependent on tourism.

Only year-round residents should be able to run short-term rentals.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	Don't know or not applicable	Average rating	Response count
Visitors from around the world make Stowe a more interesting place.	6.31% (31)	11.00% (54)	46.03% (226)	34.62% (170)	2.04% (10)	3.11	491
We need to increase tourism to support our economy.	28.37% (139)	40.00% (196)	20.00% (98)	7.76% (38)	3.88% (19)	2.07	490
The large number of visitors changes the feel of our community.	6.67% (33)	17.58% (87)	32.53% (161)	42.02% (208)	1.21% (6)	3.11	495
We need more year-round residents in Stowe.	4.07% (20)	8.15% (40)	24.64% (121)	59.06% (290)	4.07% (20)	3.45	491
Visitor traffic makes it hard to travel around Stowe.	1.81% (9)	6.44% (32)	26.76% (133)	64.79% (322)	0.20% (1)	3.55	497
Stowe feels too crowded during tourism seasons.	4.25% (21)	9.31% (46)	30.97% (153)	55.06% (272)	0.40% (2)	3.37	494
We have too many short-term rentals in Stowe.	9.94% (48)	8.49% (41)	21.53% (104)	51.97% (251)	8.07% (39)	3.26	483
Tourists and visitors are respectful and fit into the Stowe community.	11.38% (56)	28.66% (141)	48.37% (238)	9.96% (49)	1.63% (8)	2.58	492
Stowe's economy is too dependent on tourism.	6.97% (34)	21.11% (103)	45.08% (220)	21.52% (105)	5.33% (26)	2.86	488
Only year-round residents should be able to run short-term rentals.	15.98% (77)	11.20% (54)	27.18% (131)	39.63% (191)	6.02% (29)	2.96	482
Any comments or ways that tourism impacts you (positive or negative)?							119

Average rating: 3.03

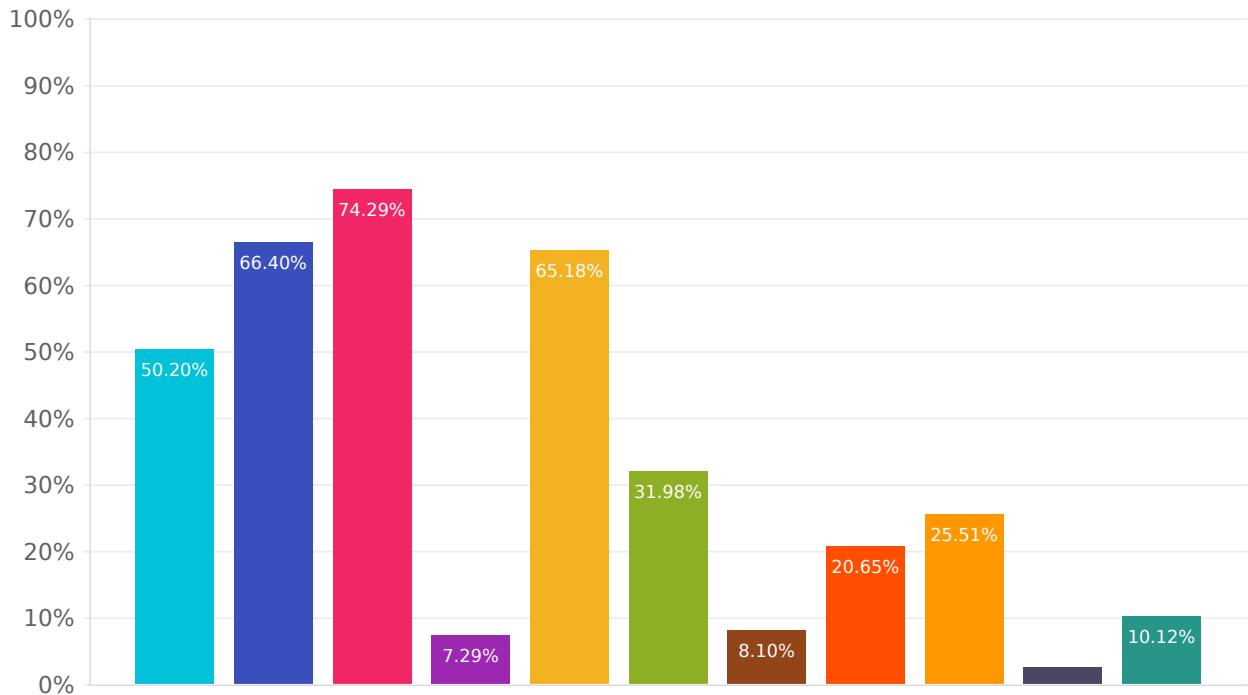
The Town of Stowe owns the Mayo Farm property. It is a 235-acre farm that is currently used for sports and event fields, trails (Stowe Recreation Path and Quiet Path), leased farm fields, and conserved wetlands/wildlife habitat.

Mayo Farm has a 25-year conservation easement that will soon renew. The Town can evaluate existing uses and consider potential new uses.

Which **future uses** do you think Stowe should consider for Mayo Farm?

Check all that apply.

Answered: 494 Skipped: 185



- Farming leases
- Community events field or venue
- Recreation trails and paths
- Highway & Parks Department storage buildings
- Public athletic fields
- Courts or other sports facilities
- Municipal parking
- Municipal recreation building
- Affordable or workforce housing
- Don't know or no opinion
- Other (Please specify)

Choices	Response percent	Response count
Farming leases	50.20%	248
Community events field or venue	66.40%	328
Recreation trails and paths	74.29%	367
Highway & Parks Department storage buildings	7.29%	36
Public athletic fields	65.18%	322
Courts or other sports facilities	31.98%	158
Municipal parking	8.10%	40
Municipal recreation building	20.65%	102
Affordable or workforce housing	25.51%	126
Don't know or no opinion	2.43%	12
Other (Please specify)	10.12%	50
Any additional comments?		102

Thank you!

Thank you for sharing your ideas for the Stowe 2050 community survey! Your answers are submitted.

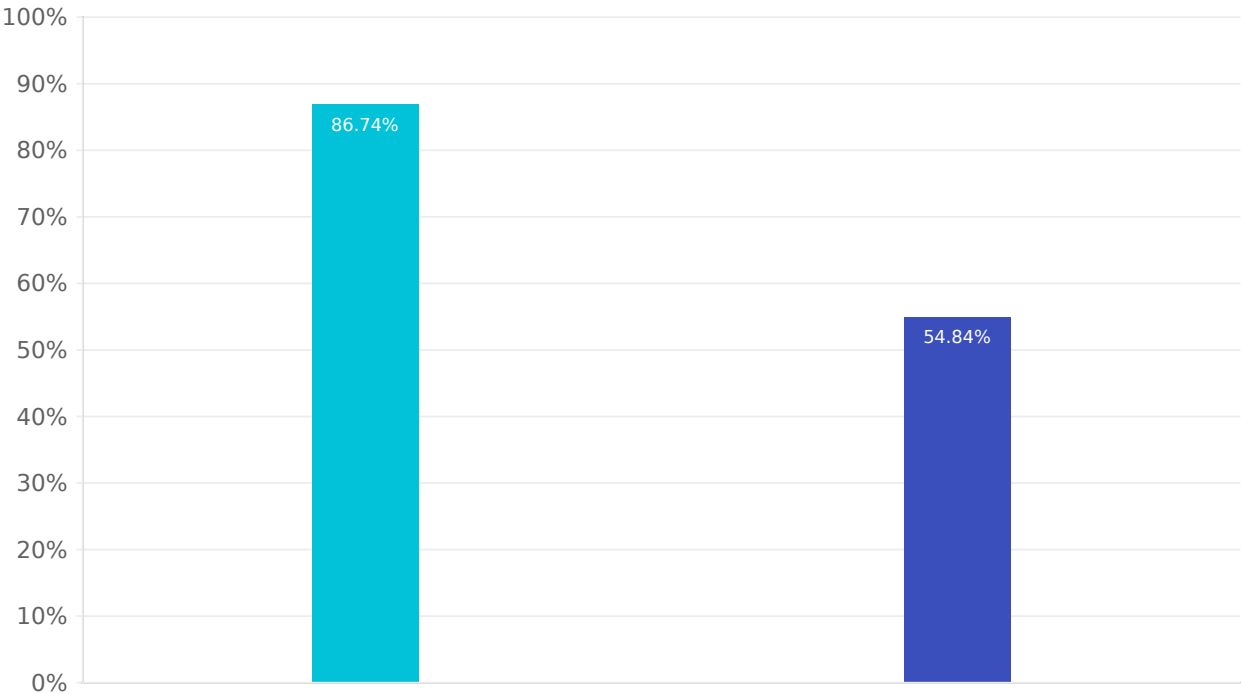
Please stay tuned and visit Stowe2050.org for more info, updates, conversations and planning events.

Q30

Would you like to enter the drawing for a gift card or get updates?

Check all that apply and share your contact info below. Your name and contact will not be associated with your survey responses.

Answered: 279 Skipped: 400



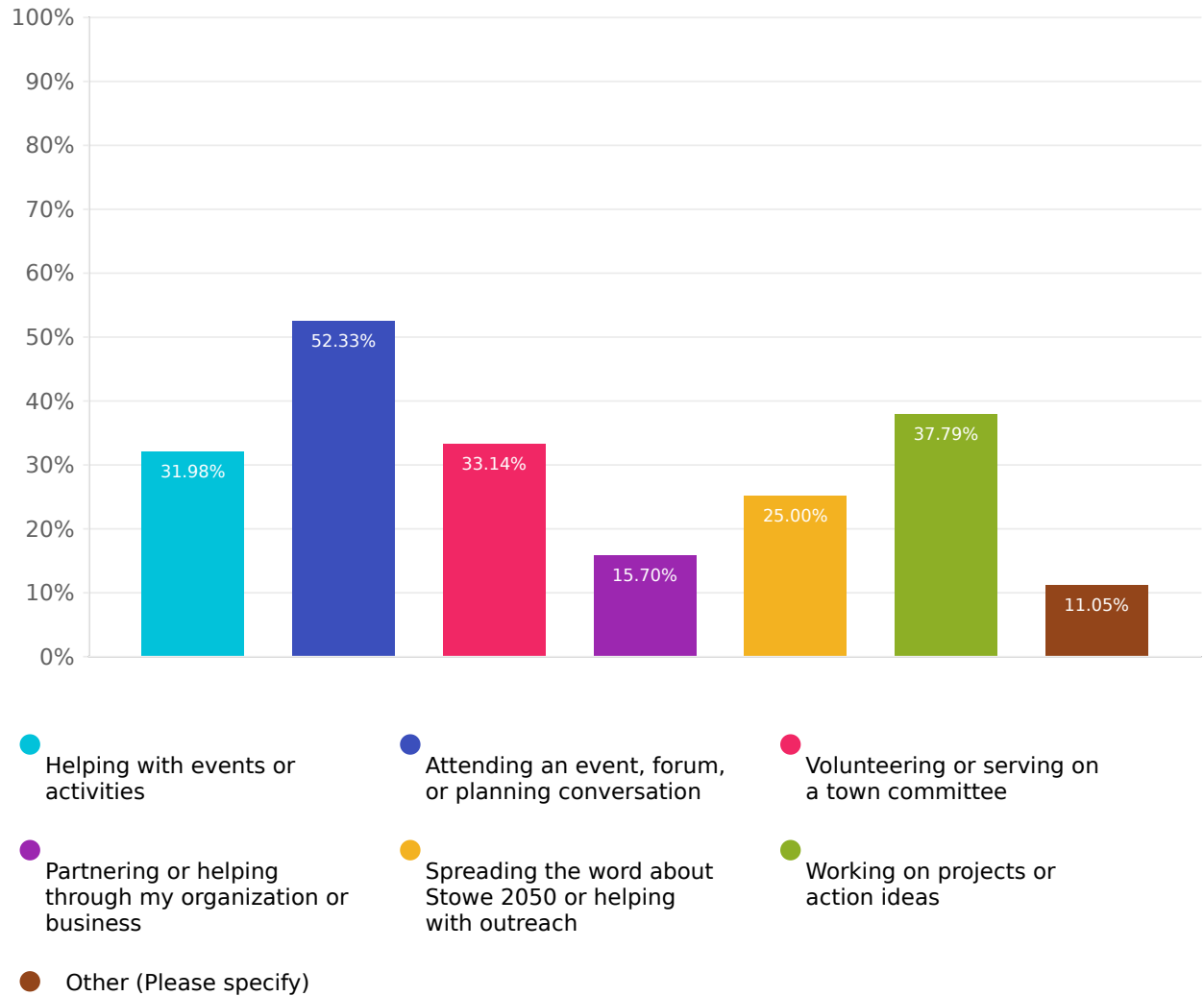
● Yes, enter me in the drawing

● Yes, email me updates about Stowe 2050 and town planning

Choices	Response percent	Response count
Yes, enter me in the drawing	86.74%	242
Yes, email me updates about Stowe 2050 and town planning	54.84%	153

Are you interested in getting involved in other ways?
Check all that apply.

Answered: 172 Skipped: 507



- Helping with events or activities
- Attending an event, forum, or planning conversation
- Volunteering or serving on a town committee
- Partnering or helping through my organization or business
- Spreading the word about Stowe 2050 or helping with outreach
- Working on projects or action ideas
- Other (Please specify)

Choices	Response percent	Response count
Helping with events or activities	31.98%	55
Attending an event, forum, or planning conversation	52.33%	90
Volunteering or serving on a town committee	33.14%	57
Partnering or helping through my organization or business	15.70%	27
Spreading the word about Stowe 2050 or helping with outreach	25.00%	43
Working on projects or action ideas	37.79%	65
Other (Please specify)	11.05%	19



What do you imagine for Stowe in 2050?
Share your stories. Shape our future. stowe2050.org

WHEN YOU THINK ABOUT OUR COMMUNITY RIGHT NOW...

What obstacles/challenges do we face?

REAL ESTATE TAXES!
REAPPRAISAL

ENCOURAGE
MORE
GROWTH

growth
without
infrastructure
to support

climate
crisis

✓ Rising Taxes
loss of
community
character
loss of local businesses

Property taxes
Affordability

no more
room
for more
growth

Roads

Housing

rapid growth
and change *

Funding
school
infrastructure

Keeping
Homesites

Loss of single
family homes to
STRs

What is the single most important issue to address?

Affordability

affordability
for full time
residents ✓

Highway
Forecast
Allowing
Strippers
to Toll

affordability
homeowners

school
facilities
improvement

Property
Taxes

Taxes
&
housing

Keeping the
real community
(underneath the
resort town)

Balance

How

✓ Affordability
for full-time
residents

What is going well?

Our roads
are so well
taken of —
thank you!

Tourism
supporting
local business

Amazing small
business community
Recreation opportunities

Community
discussions
civilized!

Roads.

ROADS
MAINTENANCE!

Roads
+ community
discussions
- new opinions

ROADS

What are strengths that we can draw from?

lots of different
viewpoints

Building
community,
slow
culture

Stowe's strong
sense of
community. ✓

OUR 25%
PRIMARY
HOMEOWNERS

our
people ↓

Our volunteers

community
melting
pot of
backgrounds

affordable
Housing

spaceways
biking & walking
transportation



Outdoor
activities

TOGETHERNESS

Employed

Scenic beauty/
Outdoor trail
Culture

Maintain
sense
of
community

A place
my children
can afford
to live

Accessibility / Inclusion
SUSTAINABLE
TRANSPORTATION
~~system~~

It's
the Sense
of Community

Small
town
feeling

Main Street
and the people
+ places that
fill it -

Town's
Connection w/
outdoor Rec.
Community
Engagement

Natural
Beauty
access to
outdoors +
activities

Vibrant
Village of
Moscow

Affordable
housing

Sense of
community
(enjoyed with
and invested in
each other)

Outdoor Activities
Preserved
Outdoor Activities
Preserved

Lots + variety
of things to
do → Tourism
Destination

The
heritage
and
the mix of
people

Affordable
Housing

Increase
support for
Building Blocks.
(housing,
infrastructure)

More
housing

Community

Nature

Vibrant
Village +
Outdoor
Rec.

Knowing
my
Neighbors

Healthy
Growth

improved
at walking
housing + retail
area from
Park to school
street

Though
growth
maintain

New England

Free
outdoor
recreation

Blend of
outdoor charm.
Town Rec.

My hope for Stowe in 2050...

Lower
Property
Taxes

Retain a
Sense of
Community

← What
they said



Less
Traffic
(somehow)

a thriving
town
playground!

Traffic

My favorite thing to do in Stowe is



Return Completed Cards Here



Why I love Stowe

My Stowe is

What three words best describe Stowe?

My #1 wish for Stowe is

My best idea for making Stowe better is

Imagine Stowe in 2050. What do you see?

I want _____ in Stowe.

What makes Stowe uniquely "Stowe?"

Take a sticker and help spread the word!
#Stowe2050



Stowe 2050
What do you imagine for Stowe in 2050?
Share your stories. Shape our future. Stowe2050.org
Affordable housing. Great jobs. Trails and recreation. Strong schools.
Charming neighborhoods. Sustainable land use. Transportation options.
Imagine Stowe in 2050. What do you see? Your vision will help shape
Join the Stowe 2050 community conversation and help decide.

What's Happening
Throughout 2024, the Town of Stowe is reaching out to you and asking for your input and ideas to help shape the future of Stowe. We want to hear from everyone who has something to say - residents, businesses, visitors, and anyone who cares about Stowe's future. We want to hear from everyone who has something to say - residents, businesses, visitors, and anyone who cares about Stowe's future. We want to hear from everyone who has something to say - residents, businesses, visitors, and anyone who cares about Stowe's future.

About Stowe 2050
Stowe 2050 is a community planning project led by the Town of Stowe and Stowe Planning Commission. We want to hear from everyone who has something to say - residents, businesses, visitors, and anyone who cares about Stowe's future. We want to hear from everyone who has something to say - residents, businesses, visitors, and anyone who cares about Stowe's future. We want to hear from everyone who has something to say - residents, businesses, visitors, and anyone who cares about Stowe's future.

Contact Sarah Mallone
Town of Stowe Department of Planning
Telephone: 802-253-2700
Email: Smallone@stowewt.gov



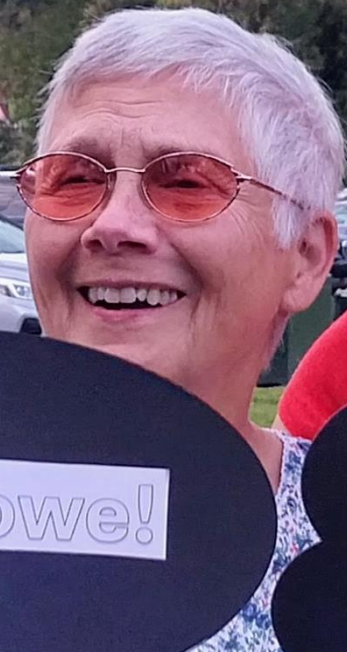
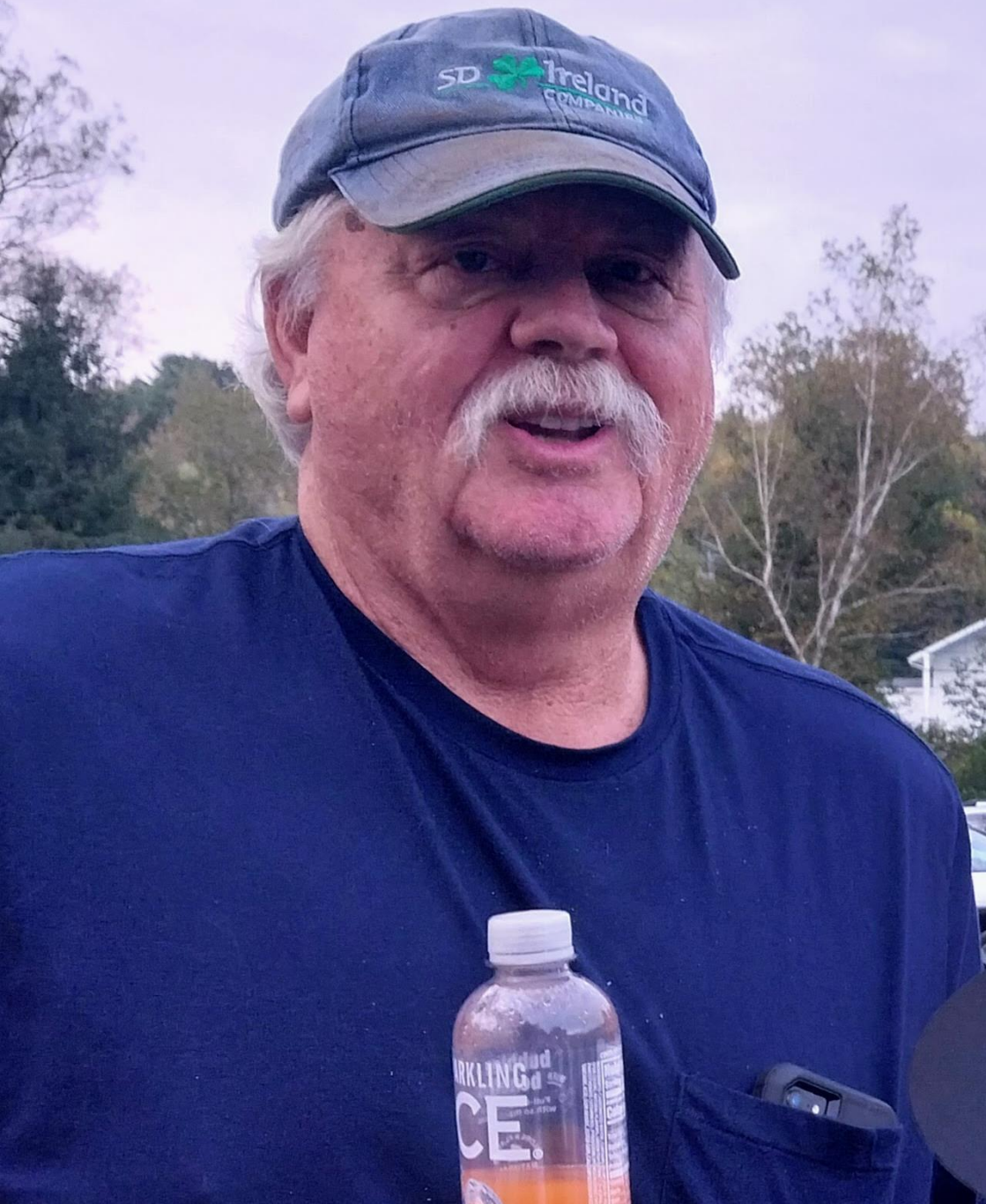


I ❤️ Stowe!

M❤️SC❤️W

RE POINT
OYSTER CO.









My six-word Stowe story is

I love the
sense of
COMMUNITY!

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

I love _____ about Stowe.

the community
community

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

What makes Stowe
uniquely "Stowe?"

The People

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

I want _____ in Stowe.

Affordable workforce
housing.

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My #1 wish for Stowe is _____

BETTER PICKLEBALL
COURTS

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My Stowe is _____

accepting of
all visitors
and community members

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

Stowe will thrive in 2050
if _____

We have full
time people in
affordable housing

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

I want _____ in Stowe.

Less tourist
more farms,
cleaner rivers,
lower taxes,
and less division

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

Let's improve
in Stowe.

parks & rec - a full
town park with a
playground & pool.

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My #1 wish for Stowe is _____

That it doesn't become too
Exclusive (i.e. NOT Jackson Hole/Aspen)
and lose its soul.

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My Stowe is _____

VERY
CROWDED!

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

I want _____ in Stowe.

More public
toilets!

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My best idea for making
Stowe better is _____

Lower my Property
Taxes please!

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

What makes Stowe
uniquely "Stowe?"

Great
community

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

Imagine Stowe in 2050.
What do you see?

Continued focus on
preserving open space &
supporting local small
businesses

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

What three words best
describe Stowe?

TRANQUILITY
RELAXING
NATURE

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My #1 wish for Stowe is _____

new schools

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My best idea for making
Stowe better is _____

Fastig blue between development &
the natural landscape.
Infrastructure updates to meet the
tourism demand

Share! Drop card at Town Office or snap a pic and
submit at stowe2050.org or PandZ@stowevt.gov.

My six-word Stowe story is ...

Visited here ...
and I never
left!

My #1 wish for Stowe is _____

Keep it

I love _____ about Stowe.

Free paperbacks at
the library

My #1 wish for Stowe is _____

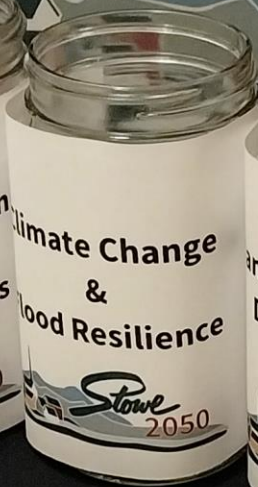
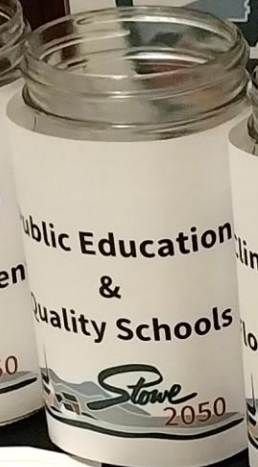
traffic!

I love _____ about Stowe.

opportunities, activities,
as a person with disabilities,
and more side-walks so could
easily get my mail

My six-word Stowe story is ...

My small town is
OVERGROWN, people
are
leaving



Stowe 2050
What do you imagine for Stowe in 2050?
Share your vision. Shape our future. stowe2050.org


Affordable housing. Great jobs, trails and recreation. Strong schools. Close neighbors. Sustainable land use. Transportation options. Imagine Stowe in 2050. What do you see? How will we get there? Join the Stowe 2050 community conversation and help decide.

What's Happening
Throughout 2024, the Town of Stowe is reaching out far and wide to gather community input and shape our next Stowe Town Plan. We want to hear from everyone who has something to say... residents and visitors, youth and older adults, business owners and workers, longtime leaders and new residents.

Throughout the summer we hope to gather community feedback with these quick input cards intended to help shape the community's vision for its future and identify core community values. We'll be launching more activities soon to gather input, discuss big issues, and shape Stowe's future. Stay tuned and sign up for news!

About Stowe 2050
Stowe 2050 is a community planning project led by the Town of Stowe and Stowe Planning Commission. Vermont municipalities must update their Town Plans every eight years, and Stowe will approve its next one in 2026. Rather than just updating the current plan, we want to think big, what do we want Stowe to be in 2050, and what will it take to get there? We want to hear from everyone in the community and get your ideas on our next town priorities. For more information visit www.stowe2050.org

Questions? Ideas? Get in Touch!
Contact Sarah McShane
Town of Stowe Department of Planning and Zoning
Telephone: 802-253-2705
Email: Smcshane@stowevt.gov



Hey Stowe!
we want to know what you want to see

Help shape a bright future for our town. Take the Stowe 2050 survey. Enter to win a grocery gift card.




<https://tinyurl.com/Stowe2050survey>

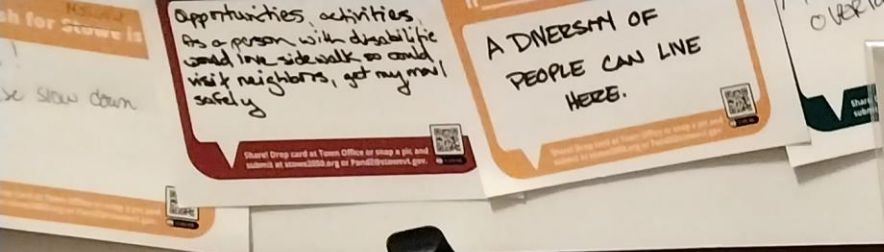


My #1 wish for Stowe is _____

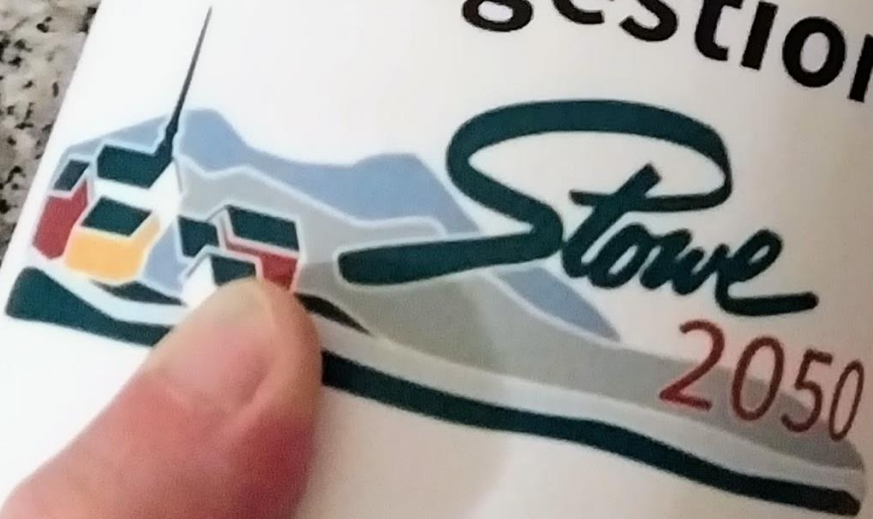
Share your wish and enter to win a grocery gift card.

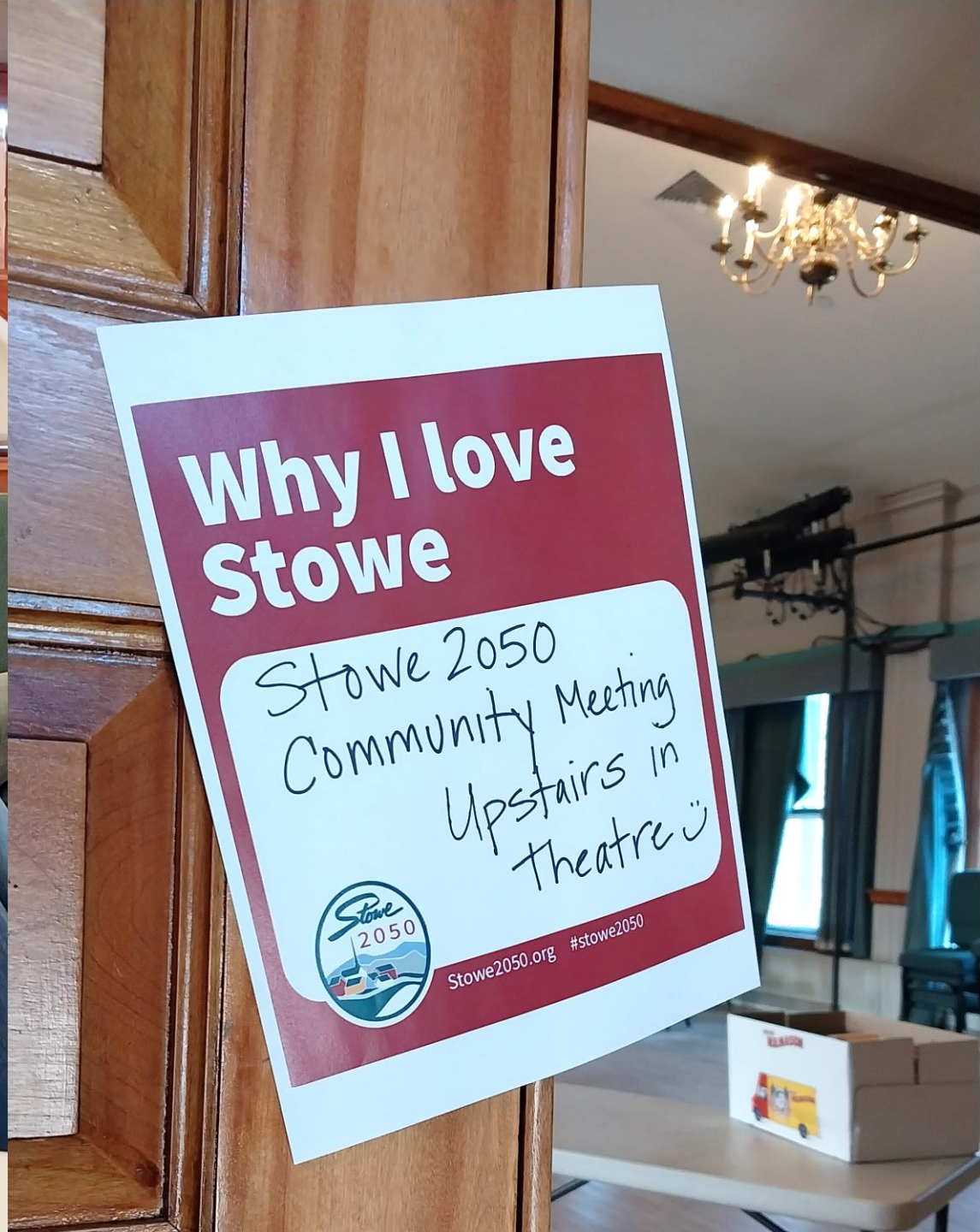


Let's improve in Stowe.



Traffic Congestion

















Community Vision Theming Guide

Use this guide to walk through the process of reading community vision comments, identifying themes, and helping to create Stowe's next town vision.

Reader Deadline: Mon. 1/27, 12 PM

Contact: smcshane@stowevt.gov

Thank you, Stowe 2050 community readers!

Thank you for volunteering to be a "community reader" for Stowe 2050's visioning process. It's powerful, challenging, essential -- and we hope fun as well.

Stowe 2050 is a community planning project that will help inform our next Town Plan.

In 2024, the project team (town staff, volunteers, business and organization partners, planning commission members, and more) gathered more than 7,000 individual comments from community members through a survey, events, conversations, postcards, and more.

People shared what they love about Stowe, need, wish, and envision. Now, we honor that input by reading it, identifying common themes and action ideas, and creating one shared vision and plan.

7,000+
comments!

31 readers +
data analysis

One vision
One plan

Community readers will:

What are Stowe's strengths and bright spots? What's going well today?

I'm sorry that I only got to choose three [survey multiple choice comment]! (A790)

So far. So good. But some qualities are slipping! (A817)

Demand has been great. Stowe provides so many possibilities for visitors (A16)

Our schools are amazing-the teachers and staff are so caring and work hard to bring out the best in our students. (A36)

Everything (A18)

Affordable housing, greenways for walking and biking, transportation (A90)

What are Stowe's greatest needs and challenges?

Stop expanding services in one area, just to suit town needs. Stowe has the largest land mass in the state. (N683)

We also need to address our aging school facilities. (N709)

Growth will be more difficult moving forward. Unaffordability of housing (N361)

Lack of quality town owned community spaces. Memorial Park is a joke (N643)

Rapid growth and change (N669)

There should be a moratorium on any large project until the infrastructure is upgraded and the impact study is updated. (N695)

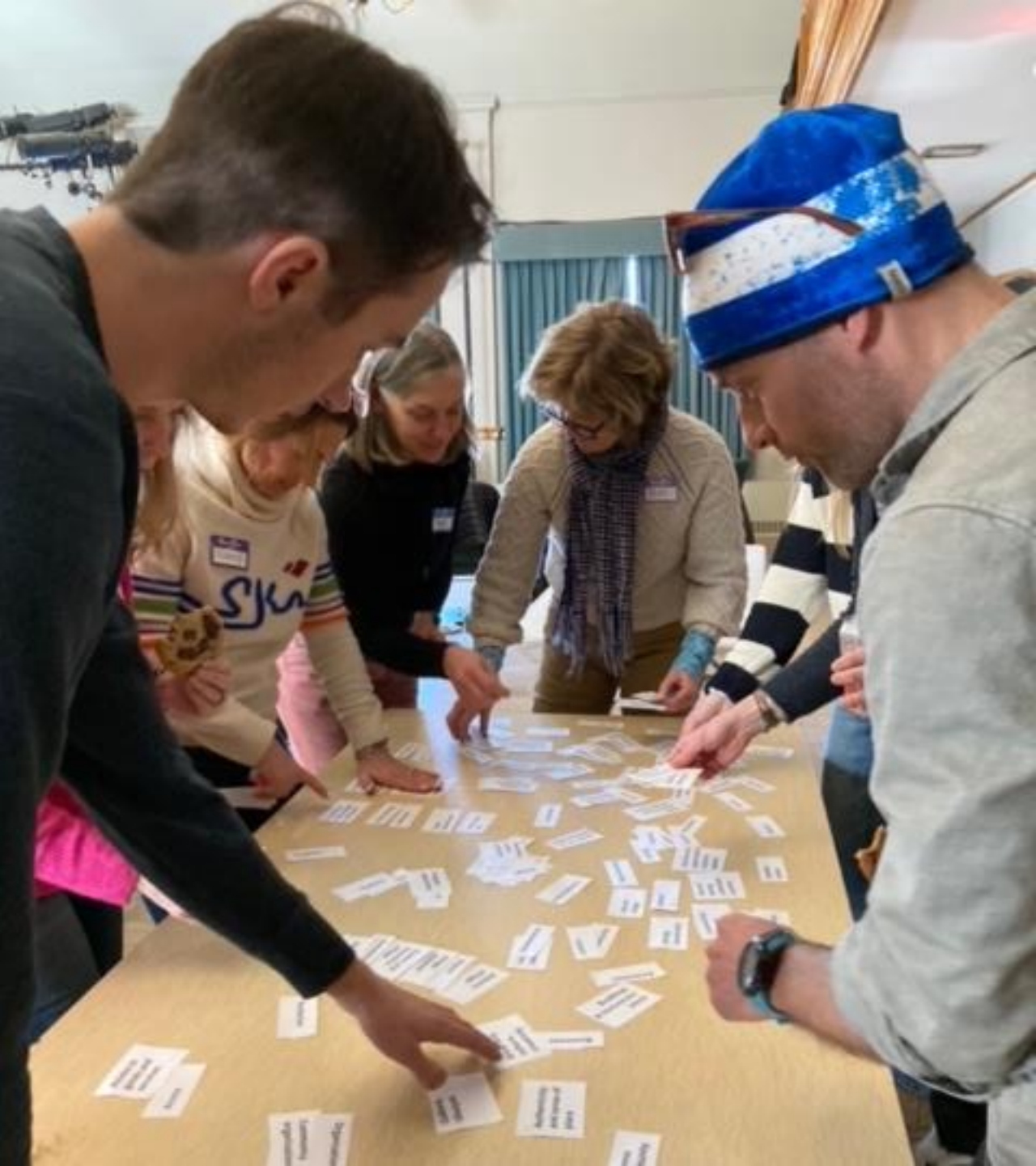
Growth will be more difficult moving forward. Unaffordability of housing (N361)

Stowe 2050 Theming Worksheet: Assets and Values

List *all unique community value and asset theme ideas* that you find while comments. Group related ideas, add details, note key comments.

Stowe Asset and Value Themes What makes Stowe special? What do people love and value about Stowe? What's working well today or what do people miss?	Specific Details and Examples List specific examples or details of the themes that people love and value about Stowe.	Codes Note codes for great comments
RECREATION - TRAILS, SKIING, HIKING - YEAR ROUND		A1246 A1224
Arts	THE CURATORS	A1242
		A101 A310
BUSINESSES - VITAMIN		
	- MMA	A596 A241







I love Stowe!



My #1 wish for Stowe's
future is _____

A childrens
mugeme.

Stowe is Amazing



[illegible]

[illegible]