

STRONG AT HEART DEMOGRAPHIC SUMMARY



Creating a process that is engaging, interactive, and inclusive of the entire Taos community has been a top priority of Strong at Heart. The project used a wide variety of public engagement activities, from large public meetings to one-on-one interviews and pop-up events. The project has also focused on engaging stakeholder groups who are less likely to participate in large public meetings through small group discussions and interviews. To date, over 1,600 participants have been engaged through the Strong at Heart process.

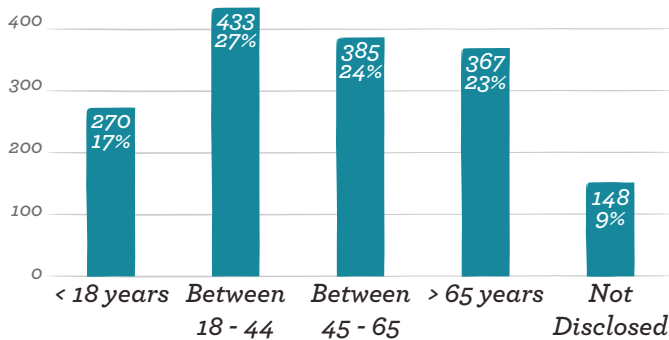
MEETINGS AND ENGAGEMENT COUNTS TO DATE

Phase 1	1,388	Strategy Sessions	105	Downtown Taos: Moving Forward	166
Kick Off Event*	242	Youth (Taos Charter School)	51	Taos Charter School	51
Community Conversations*	99	Economic/Business Leaders	12	Non-Profit Groups	11
Pop-Up Events/Post Cards	721	Town Staff and Commissions	7	Vista Grande HS	41
Online Community Values Survey	115	UNM Faculty, Staff and Students	9	Downtown Business Leaders	7
On Taos Time	94	ESL Students (TECC)	12	Downtown Institutions	8
Honoring our Past, Creating our Future*	55	Non-Profit Groups	5	Community Meeting*	48
Online Focus Area Feedback Form	12	Ag & Trails (Taos Land Trust)	9		

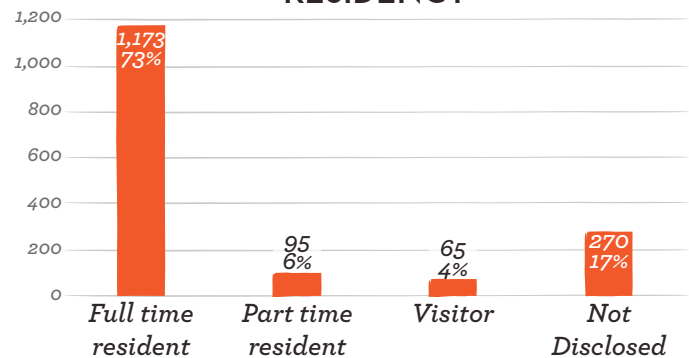
Total Participants to Date: 1,609

* events with an asterik represent large public meetings.

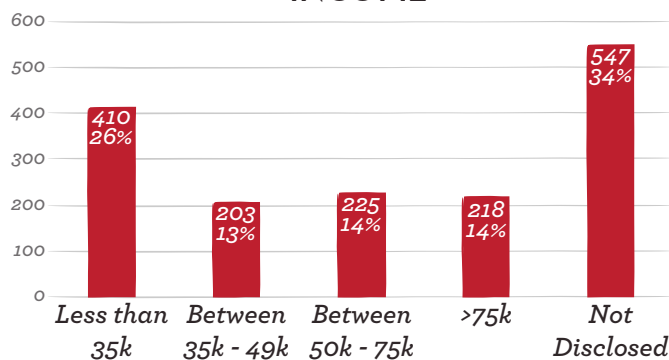
AGE



RESIDENCY



INCOME



RACE & ETHNICITY

