



2020-2025 STRATEGIC PLAN

PHASE TWO SUMMARY REPORT

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Workshops Overview

Working closely with City of Healdsburg staff, RGS planned and conducted a series of workshops for the general public and staff. This included a workshop conducted in Spanish for the Comite Committee at the City's Community Center.

Workshops Schedule:

Tuesday, August 20, 2019	Spanish Workshop	40 attendees
Wednesday, August 21, 2019	Public Workshop #1	27 attendees
Thursday, August 22, 2019	Public Workshop #2	25 attendees

Workshops included a brief presentation about the process for developing the Strategic Plan followed by an exercise asking people to identify their favorite things about living or working in the City, its assets, what they would change and opportunities the Council should consider for its new Strategic Plan. This was followed by click polling to discuss the relevance of the City's 2014 -2019 Strategic Plan Initiatives and rank priorities for areas of concern.

Three additional workshops were held on August 22, 2019 for 108 City staff members. They were asked the same questions and given the same polling exercises.



**City of Healdsburg
2020-2025 Strategic Plan
Community Workshops**

August 21 & 22, 2019
6:30 - 8 PM, Villa Chanticleer Annex
860 Chanticleer Way Healdsburg, CA

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The public workshops will feature the results of the recent focus-group discussions and speaker series. Through interactive workstations, participants will help to prioritize key focus areas and goals to be included in the new Strategic Plan. Spanish-language translation will be provided.

For more info: email
Jirvin@ci.healdsburg.ca.us

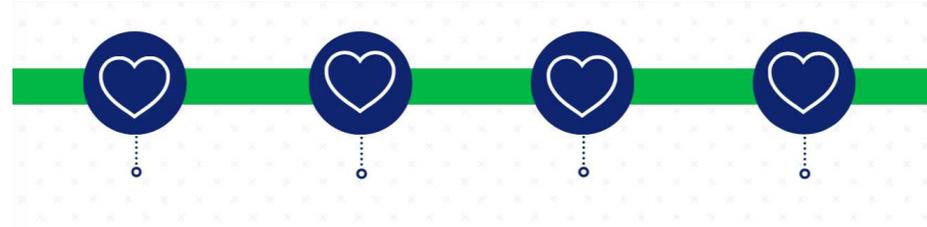


Public Results: What is your favorite thing about living in Healdsburg?

92 attendees over three meetings.

84 click polling participants.

What is your favorite thing about living in Healdsburg?



- Wine, food and creative energy and restaurants, farmers market
- The community and its diversity
- Strategic regional location and natural environments
- Plaza (downtown)
- Small town feel
- Community
- Arts & Music Culture
- Walkability
- Recreational Opportunities
- Fitch Mountain
- The Plaza-Center of Healdsburg
- The River
- Small town community
- Strong sense of "neighborliness"
- Sophistication in a small town
- An "engaged" giving-back community
- Prunepackers
- Landscape
- Friendliness
- Vibrancy
- Pie Parade
- Open spaces
- FFA parade
- St. Paty's Parade
- Day of the Dead
- Art After Dark
- Community spirit and engagement
- Small town, quality feel
- Plaza and River
- Caring
- Small town charm
- Walkability – Bikeability
- Plaza – going to
- Compactness
- Friendly
- Country feel
- The people
- Environment
- Active lifestyle

- Aquaculture
- Scenery
- Surround
- Bike ability
- Dining
- History
- Architecture

Latino Workshop

- Small community
- Tranquil
- Culture, Arts
- Clean
- Trails
- Environment

(There were over 40 participants at the Latino workshop. Unlike the other two workshops, this group was highly focused on issues related to affordable housing and perceived discrimination by land lords. It is important to note that the process for all three workshops were the same.)

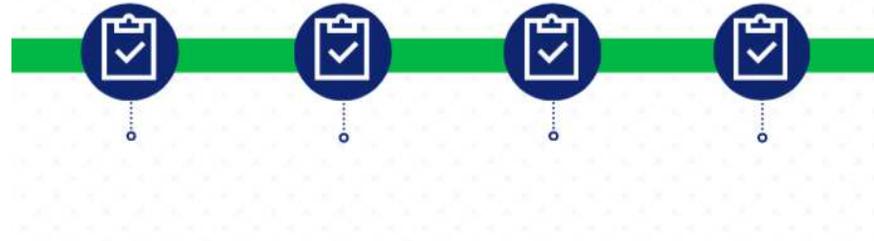


Public Results: What do you think are Healdsburg's biggest assets?

What do you think are Healdsburg's biggest assets?

92 attendees over three meetings.

84 click polling participants.



The Plaza and programming
 HB 2040
 Heritage-agricultural, cultural, natural
 Natural beauty and resources
 Highway 101 access
 Free parking
 Variety of housing in neighborhoods
 Location/place
 Urban growth boundary
 Above average educational level
 Parks
 Low Crime
 People
 Plaza
 Natural Environment
 People
 Location "an hour from everything"
 Depth of services (hospital, library, schools)
 River/natural resources
 Plaza
 Wines
 Food
 Diversity of architecture
 Hotels
 Reputation
 Hospital
 Art galleries
 Geographic location
 Cultural + economic diversity
 Multigeneration – changing?
 Community investment different levels –
 personal government, schools -biz
 Local hospital
 Tourism
 Agricultural history/legacy
 Schools
 Charm. Aesthetics
 Plaza
 Natural Environment

River
 Mountains
 Vineyards
 Food and wine
 Engaged and accessible
 government

Latino Workshop

Wine Industry
 Restaurants
 The Hospital
 Parks, including Plaza Park events
 Schools

(There were over 40 participants at the Latino workshop. Unlike the other two workshops, this group was highly focused on issues related to affordable housing and perceived discrimination by land lords. It is important to note that the process for all three workshops were the same.)



Public Results:

If you could change one thing to make Healdsburg a better place to live now and in the future, what change would you like to see?

92 attendees over three meetings.

84 click polling participants.

If you could change one thing to make Healdsburg a better place to live now and in the future, what change would you like to see?



Streamline and reduce cost of permitting process.
 Modify / eliminate GMO.
 Improve multi-modal transportation (transit, bikes, walking)
 Bike Lanes, north to south along Healdsburg Ave and arterials.
 Reimagine Healdsburg as a place for people – not cars.
 Broaden people’s perspectives through post-secondary education.
 Starchitect-designed cultural & event center.
 Climate Focus: electrify our transportation.
 Stop building hotels.
 Expand higher education opportunities.
 More responsive City government to citizen’s concern.
 Center for arts/culture/performance/make space.
 Housing for support employees that doesn’t require transportation.
 Communication
 Reach out to all people about resources, assets, activities through forums and meetings
 Affordable Housing
 “mortal wound”
 Infrastructure to support high density
 Analyze residents – full time / part time
 Immigrant impact
 Affordable housing for people (families) who work in the City / community to attract a diverse community.
 Moratorium on hotels (minority opinion)
 Increase diversify of housing types by revisiting GMO
 Develop safe and integrated pedestrian, train & bike transit paths
 River
 Housing
 Education
 Diversity (Demographics)
 Climate Change
 More promotion / support for the arts

Latino Workshop

Lower housing costs, rents.
 Less discrimination.
 More recreation for teens, young adults as alternatives to drugs/gangs (although not much here).
 More music in the Plaza.

(There were over 40 participants at the Latino workshop. Unlike the other two workshops, this group was highly focused on issues related to affordable housing and perceived discrimination by land lords. It is important to note that the process for all three workshops were the same.)



Public Results: What opportunities exist for Healdsburg as we develop our next 5-year Strategic Plan?

What opportunities exist for Healdsburg as we develop our next 5-Year Strategic Plan?

92 attendees over three meetings.

84 click polling participants.



More ethnic diversity and opportunities.
Commit to stand out as a climate change leader.
Percentage for the arts.
Update to master plan solidified.
Diversify the economy.
Get serious of about affordable housing (preserve existing affordable housing, build more).
Democracy – more democratically engaged City Council.
More housing density (mixed)
River preservation and development.
Expand development into a variety of zones around town
Infill within City limits.
Metric driven excellence in government.
Preserve Healdsburg’s identity: roots while building on our assets to ensure a vibrant economy.
Plan for a climate resilient future.
Housing development
River connectivity
SMART Train
Arts Marketing
Diversity of economy
New General Plan by 2020
Eco-tourism
Address specific needs of very young and advance years
Develop sustainable economic development
Affordable housing, address – revisit GMO to plan future
Build capacity @ hospital plan – plan for seismic issues
Energy planning
SMART train transportation
Energy efficient
Commute

Improve accessibility without a car (bike paths, trails)
Better river success for activities
Better Bike lanes
Homeless resources (temporary housing / facilities support services)
Affordable housing
Senior facilities / Activities for Seniors

Latino Workshop

Affordable housing.
Attainable housing.
Rent control.
Oversight of landlords who refuse to fix/repair units.

(There were over 40 participants at the Latino workshop. Unlike the other two workshops, this group was highly focused on issues related to affordable housing and perceived discrimination by land lords. It is important to note that the process for all three workshops were the same.)



Staff Results

108 attendees over three meetings.

Staff comments have been summarized for this documents.

What is your favorite thing about living in Healdsburg?



Staff cited the City's positive work environment, engaged community, local amenities and natural environment as positive influences on their work. Specific references were made to the camaraderie enjoyed by staff across multiple departments.

What do you think are Healdsburg's biggest assets?



The City's tourism-driven economy was described as an important asset to the City. Others included the Downtown Plaza, the community itself and the fact that the Healdsburg is a full-service City.

If you could change one thing to make Healdsburg a better place to live now and in the future, what change would you like to see?



Staff wanted to find ways to make housing affordable for young families, expand programs for teens/young adults, improve infrastructure and develop a set of environmental policies and programs. They also felt the City could make better use of its proximity to the river and promote SMART train access.

What opportunities exist for Healdsburg as we develop our next 5-Year Strategic Plan?



The main areas staff indicated should be a focus for the next five years included affordable housing, planning for repair and maintenance of aging infrastructure (utilities, roads, sewer) and economic development.



Overall Quality of Life for Residents

All groups were asked to describe the overall quality of life for residents. Latino residents were far more likely to say "average," "fair," or "poor" citing housing costs and lack of living wage jobs. Other contributing factors included examples of non-responsive landlords and bullying in schools.

Questions:

How would you describe the overall Quality of Life here in Healdsburg?



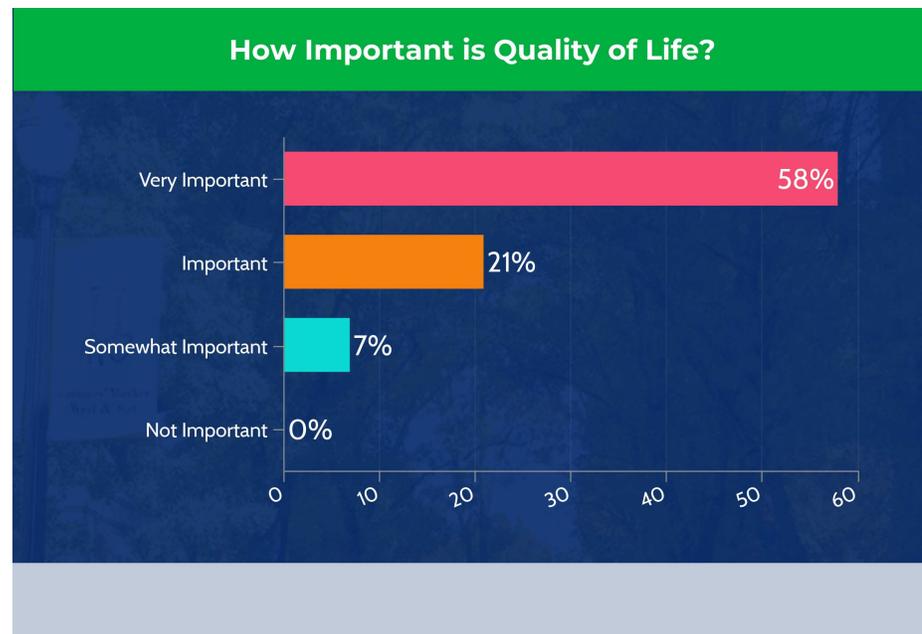


Strategic Initiatives

All groups were asked to describe the importance/relevance of the City's 2014-2019 Strategic Initiatives. While support remained high for the concepts, all groups expressed concern and in some cases frustration about the vagueness of the initiatives. There was clear support in all groups for more specific and measurable focus areas. This may result in revisions to the existing Strategic Initiatives to better reflect the direction the Council may take in its 2020-2025 Strategic Plan.

Questions:

Please select the answer that best describes your opinion regarding the importance and relevance of each of the following Strategic Initiatives as defined in the 2014-2019 Strategic Plan.



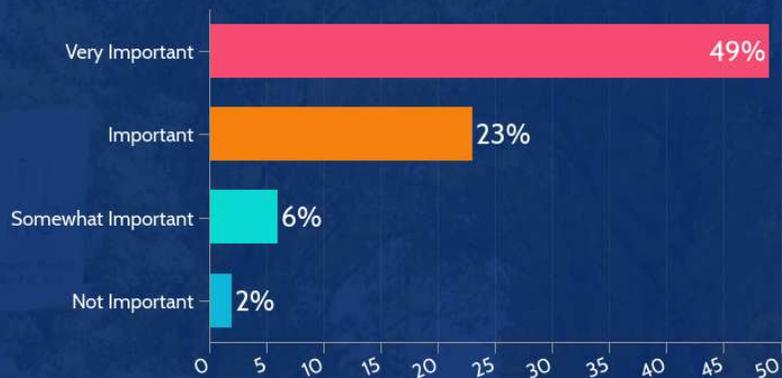


Strategic Initiatives

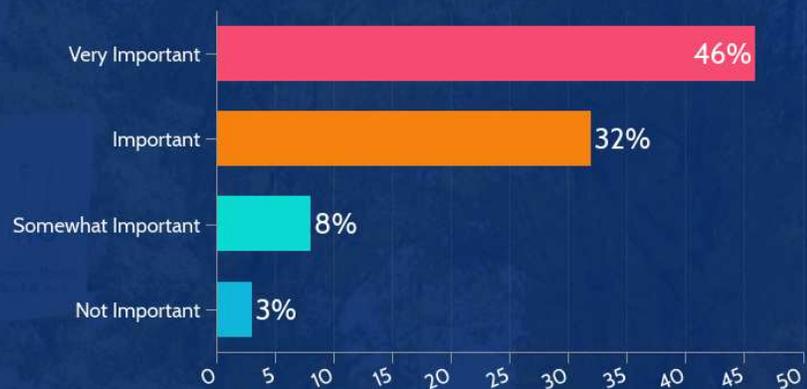
Questions:

Please select the answer that best describes your opinion regarding the importance and relevance of each of the following Strategic Initiatives as defined in the 2014-2019 Strategic Plan.

How Important is Effective and Efficient Government?



How Important is Economic Diversity and Innovation?

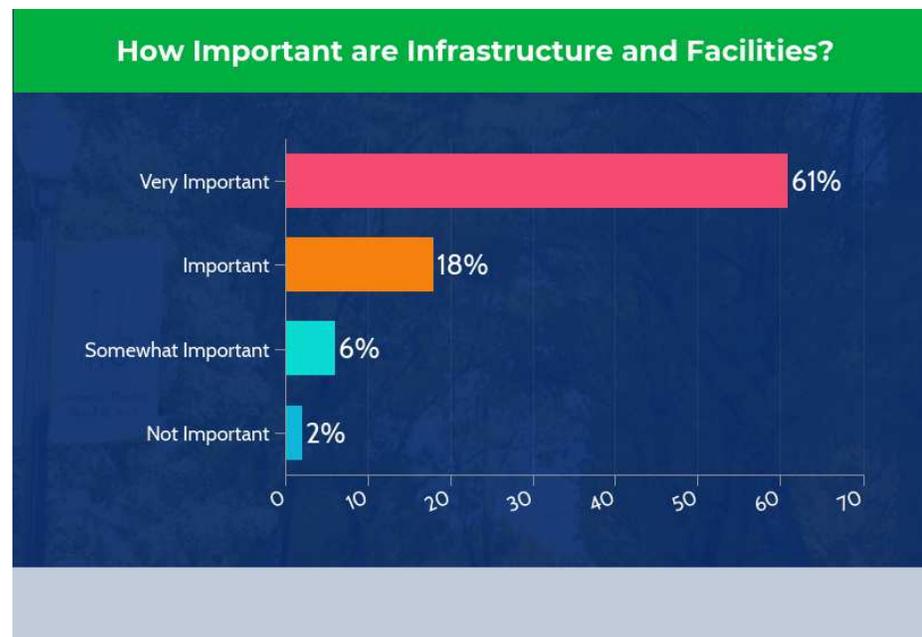
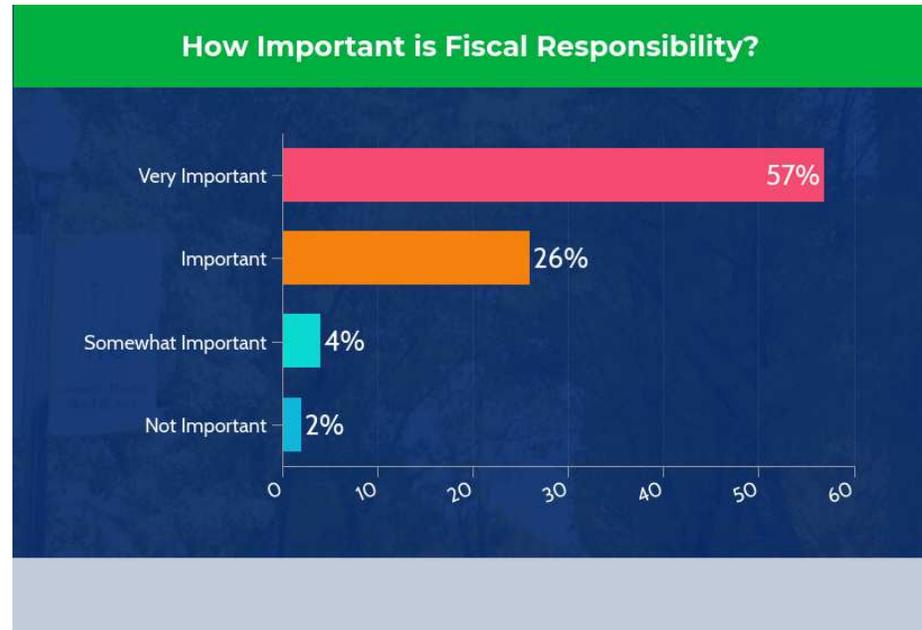




Strategic Initiatives

Questions:

Please select the answer that best describes your opinion regarding the importance and relevance of each of the following Strategic Initiatives as defined in the 2014-2019 Strategic Plan.





Priorities

All participants were asked to select their top FIVE priorities. Affordable housing was consistently the top priority across all groups. Residents followed with economic diversity, public safety, environmental policies and resident serving businesses, while staff had a larger focus on maintaining local streets and roads, and infrastructure.

Questions:

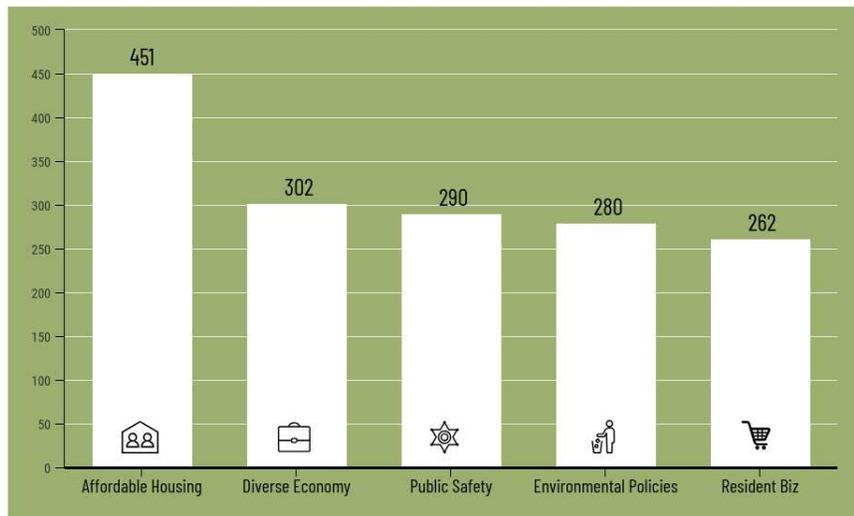
Please rank the following in order of importance:

1. Public Safety
2. Community Events
3. Affordable Housing
4. Parks and Rec
5. Increase resident serving businesses
6. Landscaping and facilities
7. Reducing traffic
8. Diversifying economic base
9. Developing environmentally friendly policies
10. Maintaining local streets and roads

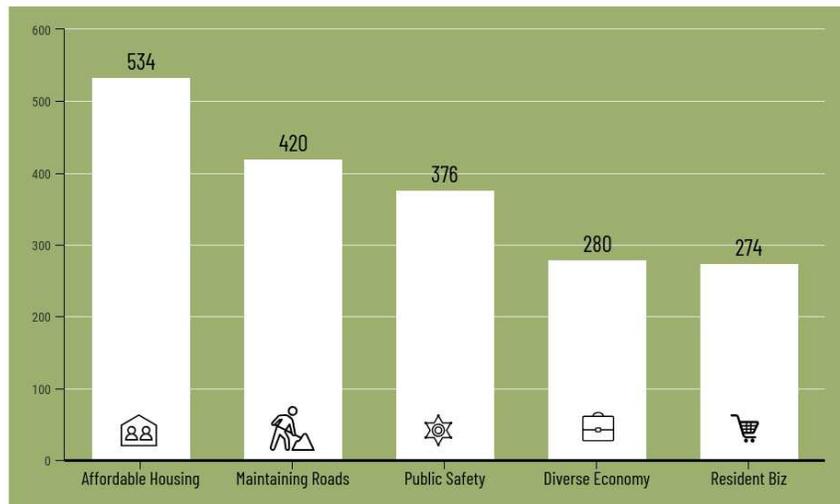
Answers were weighted as follows:

- | | |
|---------------|--------|
| First Choice | 10 pts |
| Second Choice | 8 pts |
| Third Choice | 6 pts |
| Fourth | 4 pts |
| Fifth | 2 pts |

Top Priorities (Public)



Top Priorities (Staff)





Priorities

This table reflects the combined results from all groups.

Questions:

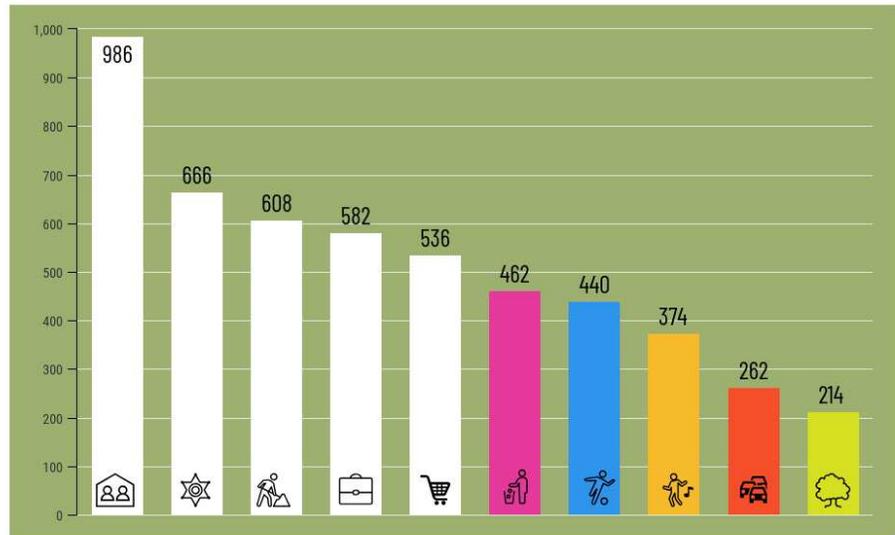
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1. Public Safety
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4. Parks and Rec
5. Increase resident serving businesses
6. Landscaping and facilities
7. Reducing traffic
8. Diversifying economic base
9. Developing environmentally friendly policies
10. Maintaining local streets and roads

Answers were weighted as follows:

First Choice	10 pts
Second Choice	8 pts
Third Choice	6 pts
Fourth	4 pts
Fifth	2 pts

Top Priorities (Combined)

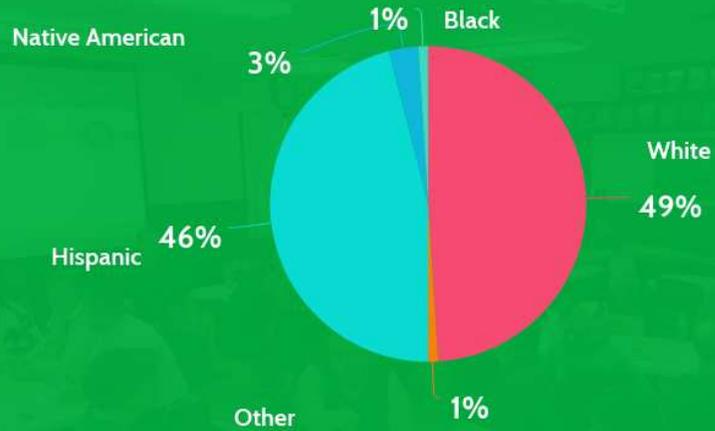


- 1) Affordable Housing
- 2) Public Safety
- 3) Maintaining Local Streets and Roads
- 4) Diversifying Economic Base
- 5) Resident Serving Businesses
- 6) Developing Environmentally Friendly Policies
- 7) Parks and Recreation
- 8) Community Events
- 9) Reducing Traffic
- 10) Landscaping and Facilities

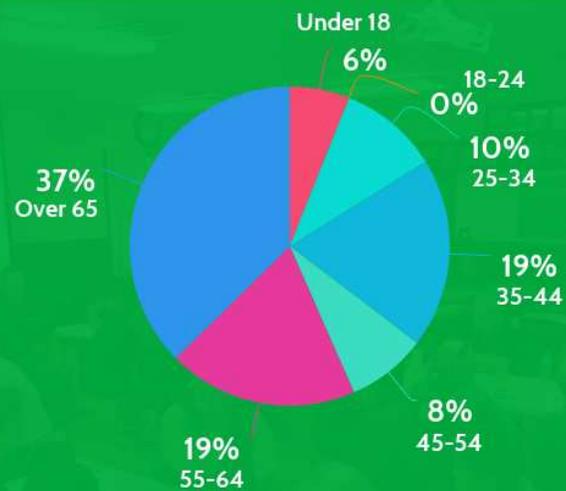


Demographics-Public

Public Workshop Demographics (84 Participants)



Public Workshop Age (84 Participants)





City Public Outreach Efforts

Staff worked closely with the RGS consultant team throughout this process and provided integral outreach support as follows:

May to August 1, 2019:

Announcements RE: 2020-2025 Strategic Plan and Speaker Series and Invitations sent to Focus Group Individuals

Website:

Featured the Speaker Series as a homepage newsflash on the City website; created and promoted events for the Speaker Series on the website calendar as well as in the City Manager's Friday Updates, which were all amplified via social media.

Created professional videos of the three Speaker Series events and uploaded them to City's YouTube page and on the Community Input section of the Strategic Plan webpages on the City website.

Social Media:

Created digital assets and posts for all social media outlets and maintained a steady cadence to distribute information.

Published over 30 posts on the City's Facebook and Nextdoor pages. Additionally, posts prior to all the Speaker Series were shared on the Healdsburg 2040 Slack page.

Recorded and posted live videos of the Speaker Series events via Facebook Live and shared the videos on Facebook and Nextdoor. In addition, on request, the Healdsburg Chamber of Commerce shared our posts on their social-media pages.

Below are the views as of August 26 of the Speaker Series Facebook Live videos:

06/05 Speaker Series #1, Economic Diversity: 802 views

06/19 Speaker Series #2, Land Use and Housing: 583 views

08/25 Speaker Series #3, SDAT/Healdsburg 2040: 348 views

News Media:

Sent multiple emails and initiated phone calls to the Press Democrat, Healdsburg Tribune, KRON 4, SF Gate, FOX 2 and KRCB.



City Public Outreach Efforts

Email:

All posts on Nextdoor related to the Strategic Plan and its outreach opportunities were emailed to Healdsburg's Nextdoor subscribers. That's roughly 3,550 community members who received a steady stream of emails from the City.

In addition, all subscribers of the City's newsflash notifications were emailed, and the Healdsburg Chamber emailed their members several times as well.

Reminders on Speaker Series were also sent to all Focus Group Individuals throughout this time.

In-person:

Spoke to local business owners and community members.

Focus Groups:

Distributed Speaker Series information to all attendees.

Printed Flyers:

Distributed and posted printed flyers to business around town.

From August 2 through August 26, 2019:

Held Comité, Public and Staff Workshops; Launched Community Survey and Posted Phase One Report

Website:

Updated the Community Input section of the Strategic Plan webpages with information about the workshops, community survey, and YouTube videos of the Speaker Series, as well as the Phase One Summary Report.

Featured the Community Survey as a newsflash item on the City's homepage.

Featured and promoted the events on the Calendar section of the City website as well as in the City Manager's Friday Updates, which were also amplified via social media.

Social Media:

Several postings a week. A total of 18 posts as of August 26 and counting on the City of Healdsburg's Facebook and Nextdoor pages, promoting the workshops and community survey as well as the Youtube and Facebook Live videos.



City Public Outreach Efforts

Additionally, post prior to the Workshops were shared on the Healdsburg 2040 Slack page.

We recorded the public workshops via Facebook Live and shared the videos via Facebook and Nextdoor after the events ended. The Healdsburg Chamber also shared several of our posts on their social-media accounts.

Below are the views as of August 26 of the Public Workshops Facebook Live videos:

- 08/21 Public Workshop, Part 1: 510 views
- 08/21 Public Workshop, Part 2: 281 views
- 08/22 Public Workshop, Part 1: 178 views
- 08/22 Public Workshop, Part 2: 349 views

News Media:

Sent multiple emails and initiated phone calls to the Press Democrat, Healdsburg Tribune, KRON 4, SF Gate, FOX 2 and KRCB.

Email:

All posts on Nextdoor related to the Strategic Plan were emailed to Healdsburg's Nextdoor subscribers; in addition, multiple emails were sent to the Healdsburg 2040/SDAT contacts, the Arts & Culture planning group, Focus Group invitees and local businesses. All subscribers of the City's newsflash notifications were also sent emails and the Healdsburg Chamber emailed their members as well several times.

For the staff workshops, emails were sent to all Healdsburg employees about the workshops.

Advertising:

Purchased a ¼-page color ad in the Healdsburg Tribune on August 15 and a banner ad on all the Healdsburg Tribune webpages from August 15-22.

In-person:

Promoted all outreach opportunities at the August 1 Community Conversation event.



City Public Outreach Efforts

Farmers' Market "Pop-ups":

Promoted Community Workshops and Community Survey, while offering visitors to the booth the opportunity to take the survey at the Farmers' Market on August 10, 17 and 20.

Held in-depth discussions with visitors to the booth related to the Strategic Plan and the ongoing process to update the Strategic

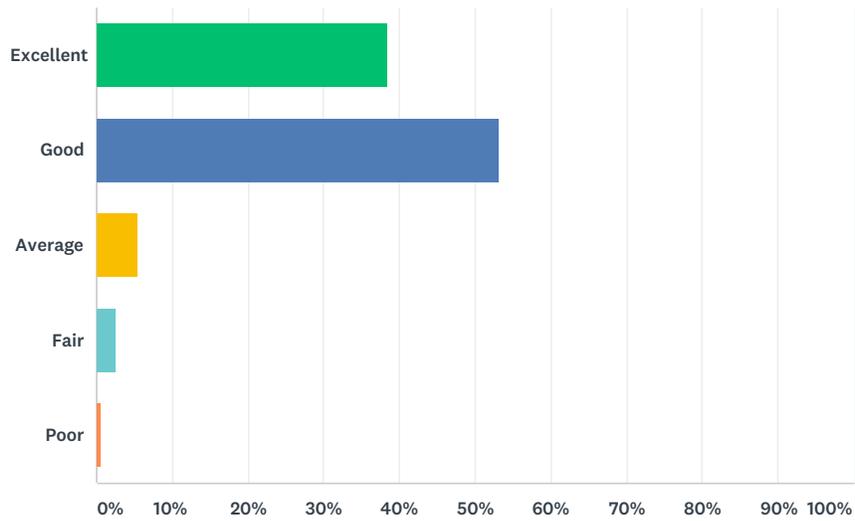


Survey Results

The City conducted an online survey to further expand the participation in this effort.

Q1 How would you rate the overall Quality of Life in Healdsburg?

Answered: 164 Skipped: 2



ANSWER CHOICES	RESPONSES	
Excellent	38.41%	63
Good	53.05%	87
Average	5.49%	9
Fair	2.44%	4
Poor	0.61%	1
TOTAL		164

Q2 What is your favorite thing about living in Healdsburg?

Answered: 160 Skipped: 6

#	RESPONSES	DATE
1	Good food, beautiful surroundings, liberal politics	8/30/2019 1:01 AM
2	Community pride	8/29/2019 11:27 PM
3	The feeling of Community	8/29/2019 2:24 PM
4	It's still a good place to raise a family despite the powers that be turning their backs on long time locals	8/29/2019 1:43 PM
5	Small community feel	8/29/2019 12:41 PM
6	Comfortable house	8/29/2019 9:46 AM
7	quality of life	8/29/2019 9:30 AM
8	Lack of traffic, well-timed stoplights, no parking meters	8/29/2019 7:35 AM
9	Small town. CURRENTLY not overrun with tourists like Carmel	8/29/2019 7:01 AM
10	It feels like a local community with great restaurants, wineries and neighbors	8/29/2019 6:43 AM
11	Great spirit of volunteering and caring about the Burg!	8/28/2019 12:33 PM
12	Small town feel in beautiful environs	8/28/2019 8:38 AM
13	small town where I know so many people	8/26/2019 11:49 AM
14	Raven Theatre, neighborhood markets (Sheltons, Lolas, Casa de Mole))	8/26/2019 9:47 AM
15	I have access to everything I like - (culture, big city vibe, country landscapes, ocean and wilderness)	8/26/2019 7:55 AM
16	the people	8/26/2019 6:33 AM
17	small town feel, but still modern	8/25/2019 9:36 AM
18	Diversity of activities, small physical scale	8/25/2019 3:01 AM
19	It's small. It's not Santa Rosa.	8/25/2019 12:16 AM
20	Not all the damn tourists	8/23/2019 5:20 PM
21	The people	8/23/2019 11:20 AM
22	Community Family Events	8/23/2019 6:30 AM
23	The people	8/23/2019 5:36 AM
24	the people	8/23/2019 3:34 AM
25	The people!	8/23/2019 1:15 AM
26	Walkability, lack of traffic, small town feel	8/22/2019 4:15 PM
27	Location and people	8/22/2019 3:09 PM
28	Community spirit	8/22/2019 11:39 AM
29	Small-town community where you run into friends wherever you go.	8/22/2019 10:21 AM
30	The small size and good food	8/22/2019 9:25 AM
31	The community feel	8/22/2019 8:49 AM
32	an engaged community, beautiful & vibrant surroundings	8/22/2019 8:37 AM
33	The beautiful countryside	8/22/2019 8:19 AM
34	The community.	8/22/2019 8:13 AM
35	Beauty of the town	8/22/2019 7:20 AM
36	people like to work together to help the city	8/22/2019 7:15 AM
37	Access to many activit	8/22/2019 7:13 AM
38	Quiet, less people, small town.	8/22/2019 6:49 AM
39	Beautiful small town where people know each other and are happy.	8/22/2019 6:40 AM

40	It's small town and neighborly atmosphere.	8/22/2019 6:27 AM
41	The location	8/22/2019 6:25 AM
42	Walkability	8/22/2019 5:12 AM
43	The community and the blend of rustic sophistication and reliance on nature	8/22/2019 4:43 AM
44	Walkable; bicycle access;	8/22/2019 2:15 AM
45	Not a big city	8/21/2019 10:39 PM
46	Small town feeling & friendliness	8/21/2019 3:47 PM
47	Walking to town.	8/21/2019 2:12 PM
48	quality of life which includes friends	8/21/2019 11:20 AM
49	fresh air	8/21/2019 9:47 AM
50	Food and culture	8/20/2019 11:59 PM
51	The natural beauty and the aura ding agricultural area.	8/20/2019 11:01 PM
52	Small town feel but sophisticated offerings	8/20/2019 5:11 PM
53	The climate and setting	8/20/2019 2:30 PM
54	The small town feel and the quick access to wonderful outdoor activities	8/20/2019 1:31 PM
55	Small town and people	8/20/2019 7:32 AM
56	So many wonderful experiences are available to the public.	8/20/2019 7:00 AM
57	the current size of our town	8/20/2019 5:42 AM
58	The locals.	8/20/2019 4:37 AM
59	climate & people	8/20/2019 3:28 AM
60	It used to be the small town feel but that is being lost daily	8/20/2019 1:08 AM
61	Community	8/20/2019 12:47 AM
62	Small town feel, plaza as heart of it, close to SF.	8/19/2019 2:25 PM
63	Community	8/19/2019 1:58 PM
64	village mentality	8/19/2019 12:21 PM
65	It's beautiful here.	8/19/2019 10:42 AM
66	small scale of city. convenience of walking.	8/19/2019 10:03 AM
67	SAFETY	8/19/2019 8:59 AM
68	Friendships & access to hikes & country side	8/19/2019 8:43 AM
69	The friendliness of the people	8/19/2019 8:34 AM
70	Small Town	8/19/2019 8:17 AM
71	The small town feel, and the people.	8/19/2019 8:13 AM
72	the natural setting, the mountains, the beach, the views	8/19/2019 7:14 AM
73	Badger Community Garden	8/19/2019 7:09 AM
74	The people	8/19/2019 7:00 AM
75	The landscape	8/19/2019 6:57 AM
76	Community	8/19/2019 6:53 AM
77	Close to nature	8/19/2019 6:40 AM
78	I dont have one	8/19/2019 6:40 AM
79	Community	8/19/2019 2:39 AM
80	The Plaza	8/19/2019 1:56 AM
81	food	8/18/2019 1:00 PM
82	walkability	8/18/2019 11:52 AM
83	the mix of its physical beauty and the vibrant downtown district	8/17/2019 6:43 AM
84	Weekly (free) concerts during the summer where we are allowed to bring our own food and drink, farmers market, other events (arts, crafts, day of the dead celebration, etc)	8/17/2019 5:43 AM
85	The variety of great options, from the plaza, to restaurants and also kid events	8/17/2019 4:41 AM

86	community involvement is accessible	8/17/2019 1:32 AM
87	genuine caring community	8/16/2019 10:03 AM
88	The setting, the physical beauty.	8/15/2019 10:56 AM
89	easy walking distance to stores, theaters, etc.	8/15/2019 9:56 AM
90	Great neighbors	8/15/2019 3:50 AM
91	small town charm and quiet with city and airport access	8/14/2019 8:05 AM
92	organic garden, plaza togetherness, human scale	8/14/2019 5:57 AM
93	small town feel within close proximity to SF	8/14/2019 5:46 AM
94	The quality of life. Small community with lots of activities.	8/14/2019 5:06 AM
95	Food	8/14/2019 2:32 AM
96	Small town	8/13/2019 3:15 PM
97	The friendliness of the city's current population.	8/13/2019 8:06 AM
98	small town feeling with a sense of community	8/13/2019 7:33 AM
99	Walking to the Plaza!	8/13/2019 6:10 AM
100	activities, food, weather	8/13/2019 5:52 AM
101	Walkability, safe to walk at night, dog friendly	8/13/2019 5:32 AM
102	The good food	8/13/2019 4:49 AM
103	I can walk everywhere	8/13/2019 4:42 AM
104	small town feel, used to be! No longer	8/13/2019 4:08 AM
105	Community spirit and volunteer nature of its citizenry.	8/13/2019 3:11 AM
106	Feeling safe	8/13/2019 2:39 AM
107	Community, how you can't go anywhere without seeing five people you know.	8/13/2019 2:30 AM
108	Congenial small town atmosphere	8/13/2019 2:25 AM
109	The community	8/13/2019 2:04 AM
110	Vibrant social lifestyle without the big city.	8/13/2019 2:03 AM
111	Small town feel	8/13/2019 1:51 AM
112	Weather, beauty, small town feel, good community	8/13/2019 1:49 AM
113	The community	8/13/2019 1:17 AM
114	The community	8/13/2019 1:15 AM
115	Friendly people and beautiful landscapes	8/13/2019 12:49 AM
116	A good lifestyle: attractive vineyards, lovely plaza, good but unfortunately expensive restaurants	8/13/2019 12:09 AM
117	Beauty of Sonoma County with access to ocean, mountains and large population centers	8/12/2019 11:16 PM
118	Good community	8/12/2019 11:09 PM
119	Size of the city, scale of the plaza.	8/12/2019 2:57 PM
120	Weather, outdoor activities, walkability.	8/12/2019 2:12 PM
121	Sense of community and involvement	8/12/2019 1:47 PM
122	The community	8/12/2019 1:35 PM
123	The historic feel of an old Ag town which we are unfortunately losing due to overdevelopment.	8/12/2019 1:29 PM
124	Neighbors, restaurants, wineries	8/12/2019 11:26 AM
125	Community feel.	8/12/2019 11:15 AM
126	Quiet and safe	8/12/2019 10:51 AM
127	downtown	8/12/2019 10:40 AM
128	My neighborhood and location close to coast and mountains	8/12/2019 10:16 AM
129	small town atmosphere	8/12/2019 9:14 AM
130	The Plaza	8/12/2019 8:47 AM
131	Glens of community + tourism	8/12/2019 8:46 AM

132	Small community	8/12/2019 8:02 AM
133	The people	8/12/2019 7:30 AM
134	Small community	8/12/2019 7:14 AM
135	Only one?! We love the small town feel and the supportive community.	8/12/2019 7:03 AM
136	The quiet	8/12/2019 7:01 AM
137	Small town feel, but world class restaurants, bars and amazing activities (biking, hiking, swimming in the river)	8/12/2019 6:37 AM
138	Neighbors	8/12/2019 6:24 AM
139	It is a community	8/12/2019 6:04 AM
140	Food	8/12/2019 5:33 AM
141	The bicyclists	8/12/2019 5:15 AM
142	Everyone feeling connected. One big family.	8/12/2019 5:08 AM
143	Proximity of thingy we need	8/12/2019 4:40 AM
144	Community	8/12/2019 4:31 AM
145	Living in a relatively small town	8/12/2019 4:16 AM
146	Small town atmosphere	8/12/2019 4:16 AM
147	Proximity to countryside, excellent restaurants	8/12/2019 4:16 AM
148	outdoor activities	8/12/2019 4:13 AM
149	Small town, pretty square, walkable, surrounded by agriculture and nature	8/11/2019 12:39 PM
150	Rural Middle-Class Community (.....that is disappearing)	8/11/2019 6:32 AM
151	Ability to get out and enjoy the town, area and sense of community.	8/11/2019 2:57 AM
152	That it is small, quaint ,clean,safe and friendly	8/10/2019 5:28 AM
153	food	8/10/2019 4:54 AM
154	food	8/10/2019 4:46 AM
155	community energy and spirit, weather, proximity to SF, ocean, redwoods	8/10/2019 3:57 AM
156	peace and quiet	8/10/2019 3:16 AM
157	Live music at the Elephant in the Room!	8/10/2019 1:42 AM
158	Weather	8/10/2019 1:33 AM
159	Community	8/9/2019 4:08 PM
160	Walkability	8/5/2019 3:34 AM

Q3 What do you think are Healdsburg's biggest assets?

Answered: 160 Skipped: 6

#	RESPONSES	DATE
1	Environment	8/30/2019 1:01 AM
2	Plaza, diverse businesses. Locally owned	8/29/2019 11:27 PM
3	Its people	8/29/2019 2:24 PM
4	The children... so do stuff to keep the families here. Build actual affordable housing	8/29/2019 1:43 PM
5	Beauty, downtown, engaged community	8/29/2019 12:41 PM
6	Location in the confluence of valleys	8/29/2019 9:46 AM
7	outdoor availability; plaza, fitch mountain; river	8/29/2019 9:30 AM
8	Years of thoughtful, well-informed planning and zoning	8/29/2019 7:35 AM
9	Small size. Sense of community	8/29/2019 7:01 AM
10	It's public schools, small town feel and great restaurants	8/29/2019 6:43 AM
11	Forward thinking and caring residents. Safe city. Solid Govt.	8/28/2019 12:33 PM
12	Russian river, situated in wine country, livable	8/28/2019 8:38 AM
13	beauty and clean streets and sidewalks.	8/26/2019 11:49 AM
14	Caring Population.	8/26/2019 9:47 AM
15	financially stable	8/26/2019 7:55 AM
16	our land/water/people	8/26/2019 6:33 AM
17	proximity to wineries, town plaza, schools, the ability to bike around town instead of driving. Tourism is certainly an asset.	8/25/2019 9:36 AM
18	Smart and engaged community; physical beauty; complexity	8/25/2019 3:01 AM
19	Good local businesses like ace hardware and big johns. Future farmers fair and parade, fireworks, the river,	8/25/2019 12:16 AM
20	Its agricultural community	8/23/2019 5:20 PM
21	Full service city	8/23/2019 11:20 AM
22	We have our OWN electric, police & fire departments. THANK YOU FOR NOT OUTSOURCING THIS	8/23/2019 11:08 AM
23	Safety, Beautiful Downtown Plaza, fine dining, local wineries	8/23/2019 6:30 AM
24	Nature	8/23/2019 5:36 AM
25	The people who struggle to afford to live here and all the people to were pushed out because of economics but still hope and dream of returning. Young families, creatives, makers, growers, volunteers, teachers etc..	8/23/2019 3:34 AM
26	Location & town layout	8/23/2019 1:15 AM
27	Sense of history, small town feel	8/22/2019 4:15 PM
28	Disneyland for adults with a small town feel to it.	8/22/2019 3:09 PM
29	City and groups working together for the good of the community	8/22/2019 11:39 AM
30	The volunteer spirit and the skills of its residents.	8/22/2019 10:21 AM
31	The river and trees. Trees are great.	8/22/2019 9:25 AM
32	It's residents, the river, community spaces.	8/22/2019 8:49 AM
33	again, engaged community, beautiful & vibrant surroundings. Excellent fire and police departments	8/22/2019 8:37 AM
34	Location and weather	8/22/2019 8:19 AM
35	The people.	8/22/2019 8:13 AM
36	Charm and beauty	8/22/2019 7:20 AM
37	location, weather, charm, small size	8/22/2019 7:15 AM

38	Beautiful surroundings, parks, open space, River.	8/22/2019 6:49 AM
39	The plaza, great restaurants, diverse lodging, diverse shopping, a tourist economy.	8/22/2019 6:40 AM
40	Multi generational, remaining small shops and restaurants, interesting mix of populatrion.	8/22/2019 6:27 AM
41	The citizens who actually live there	8/22/2019 6:25 AM
42	Good existing spaces and active organizations	8/22/2019 5:12 AM
43	The community, the wine, the art, the food and its natural features, from beauty to recreation	8/22/2019 4:43 AM
44	Livability	8/22/2019 2:15 AM
45	Valleys not covered in subdivisions	8/21/2019 10:39 PM
46	Location vis-a-vis the SF area; lack of sprawlitis (at least so far!)	8/21/2019 3:47 PM
47	Location in the wine country.	8/21/2019 2:12 PM
48	that it's a small town situated in a beautiful landscape	8/21/2019 11:20 AM
49	community engagement	8/21/2019 9:47 AM
50	Town Square and small town feel	8/20/2019 11:59 PM
51	Agricultural industry	8/20/2019 11:01 PM
52	Its physical layout and architectural diversity	8/20/2019 5:11 PM
53	Its history and connection with agriculture, the core town layout around a walkable plaza.	8/20/2019 2:30 PM
54	The small neighborhoods, the local businesses and the fact that urban sprawl has been avoided	8/20/2019 1:31 PM
55	Downtown and restaurants	8/20/2019 7:32 AM
56	Diversity, opportunity, healthy food easily available, open mindedness. Walkable city.	8/20/2019 7:00 AM
57	The Plaza	8/20/2019 4:37 AM
58	community	8/20/2019 3:28 AM
59	small size	8/20/2019 1:08 AM
60	Small town feel with big city amenities	8/20/2019 12:47 AM
61	Plaza, beauty of surroundings, proximity to 101 and SF.	8/19/2019 2:25 PM
62	Resources, industry (tourism),	8/19/2019 1:58 PM
63	square, small businesses, restaurants, hotels & wineries	8/19/2019 12:21 PM
64	Food, wine, and climate.	8/19/2019 10:42 AM
65	The plaza, the river, neighborhoods	8/19/2019 10:03 AM
66	beauty /safety	8/19/2019 8:59 AM
67	Diversity of people, great school system	8/19/2019 8:43 AM
68	It's small town feel.	8/19/2019 8:34 AM
69	Small town atmosphere close to the ocean, outstanding food and wine	8/19/2019 8:17 AM
70	The Plaza	8/19/2019 8:13 AM
71	the natural setting, the mountains, the scenery, proximity to beach, etc	8/19/2019 7:14 AM
72	Location, strong economy, good restaurants, attracts people from all over the world to a beautifully, successful, agricultural, diverse town.	8/19/2019 7:09 AM
73	Location, size	8/19/2019 7:00 AM
74	The landscape; friendly people; medium size	8/19/2019 6:57 AM
75	Natural beauty, small size, participation of community, plaza and the Tuesday music,parks,Foss Creek trail	8/19/2019 6:53 AM
76	Community	8/19/2019 6:40 AM
77	Cant say	8/19/2019 6:40 AM
78	Positive economy	8/19/2019 2:39 AM
79	The Plaza and the ball park	8/19/2019 1:56 AM
80	food wine good people	8/18/2019 1:00 PM
81	the plaza and the river	8/18/2019 11:52 AM
82	see above	8/17/2019 6:43 AM

83	Cute small unique shops (Healdsburg Running Club, bookstores, coffee shops, restaurants, etc)and restaurants, along with the walkability in and around town and neighborhoods	8/17/2019 5:43 AM
84	Downtown/Plaza	8/17/2019 4:41 AM
85	finances, lodging, parks	8/17/2019 1:32 AM
86	Russian River, public safety, streets in great condition (few potholes)	8/16/2019 10:03 AM
87	It's location In the middle of a rich growing area	8/15/2019 10:56 AM
88	Russian River with little development on the River; good sidewalk and public transit system; diversity of stores; small town amenities	8/15/2019 9:56 AM
89	Small town, location, weather, people	8/15/2019 3:50 AM
90	the community, connection to nature/the earth, farmers market,	8/14/2019 8:05 AM
91	civic engagement-incomplete as it is	8/14/2019 5:57 AM
92	wine, food, open space	8/14/2019 5:46 AM
93	Food, art, wine, community events.	8/14/2019 5:06 AM
94	Things to do	8/14/2019 2:32 AM
95	Community-minded population	8/13/2019 3:15 PM
96	The small town atmosphere which is supported by keeping the GMO.	8/13/2019 8:06 AM
97	plaza & diversity of multi units to homes & the latino population	8/13/2019 7:33 AM
98	The Russian River, the committed community, the robust agricultural businesses, great restaurants.	8/13/2019 6:10 AM
99	plaza	8/13/2019 5:52 AM
100	Nice people and wide range of activities	8/13/2019 5:32 AM
101	The community and the location	8/13/2019 4:49 AM
102	The Plaza	8/13/2019 4:42 AM
103	our residents	8/13/2019 4:08 AM
104	Its Community Services Department	8/13/2019 3:11 AM
105	Plaza area; quality of restaurants; shops and people	8/13/2019 2:39 AM
106	Good weather, excellent restaurants, small size/walkability, history and community.	8/13/2019 2:30 AM
107	Sunny weather, diversity, agricultural land, recreational opportunities	8/13/2019 2:25 AM
108	the people, small town feel	8/13/2019 2:04 AM
109	Climate, downtown, proximity to outdoor recreation.	8/13/2019 2:03 AM
110	It's local community	8/13/2019 1:51 AM
111	Caring community, location, beauty	8/13/2019 1:49 AM
112	The people	8/13/2019 1:17 AM
113	The people	8/13/2019 1:15 AM
114	Financially stable	8/13/2019 12:49 AM
115	A responsive government on most issues + see #2	8/13/2019 12:09 AM
116	Location	8/12/2019 11:16 PM
117	Weather, charming friendly town	8/12/2019 11:09 PM
118	Place in the region: river, roads (cycling), valleys, hills.	8/12/2019 2:57 PM
119	Flat streets for walking, great social activities.	8/12/2019 2:12 PM
120	Housing price is not as important as community participation	8/12/2019 1:47 PM
121	Natural resources that set its boundaries, collaborative discussion, active citizens	8/12/2019 1:35 PM
122	The diverse collection of quality residents	8/12/2019 1:29 PM
123	The money spent here by tourists	8/12/2019 12:30 PM
124	People	8/12/2019 11:26 AM
125	Wine country setting, weather, size of town.	8/12/2019 11:15 AM
126	Destination location - hotels, food, wine shops along with an nice small town	8/12/2019 10:51 AM

127	downtown, food and wine, vineyards	8/12/2019 10:40 AM
128	Climate and natural surroundings	8/12/2019 10:16 AM
129	for me, small town less traffic	8/12/2019 9:14 AM
130	The Plaza and the ball park	8/12/2019 8:47 AM
131	Great wine and public space	8/12/2019 8:46 AM
132	Communication	8/12/2019 8:02 AM
133	Small friendly City warmth of individuals	8/12/2019 7:30 AM
134	River, parks, mountain, plaza	8/12/2019 7:14 AM
135	It's citizens and small town characteristics.	8/12/2019 7:03 AM
136	The weather, the river	8/12/2019 7:01 AM
137	Small town; town ends and we have nature	8/12/2019 6:37 AM
138	Quality of Life	8/12/2019 6:24 AM
139	Raven Theater..although criminally underused. Climate and natural resources.	8/12/2019 6:04 AM
140	Wine	8/12/2019 5:33 AM
141	That one lady who hates flouride	8/12/2019 5:15 AM
142	City leaders who care.	8/12/2019 5:08 AM
143	Size	8/12/2019 4:40 AM
144	Community and natural beauty	8/12/2019 4:31 AM
145	Downtown, Sonoma County location. Great shops and restaurants.	8/12/2019 4:16 AM
146	Agricultural base	8/12/2019 4:16 AM
147	Small town feel, plaza, concentrated downtown	8/12/2019 4:16 AM
148	safety	8/12/2019 4:13 AM
149	Walkable; surrounded by beautiful nature and agriculture;	8/11/2019 12:39 PM
150	River(s), Plaza, Small Town feel, Local well-paying jobs	8/11/2019 6:32 AM
151	Small town feel community events	8/11/2019 2:57 AM
152	The river, the natural surroundings, that it isa small town	8/10/2019 5:28 AM
153	fairs	8/10/2019 4:54 AM
154	wine	8/10/2019 4:46 AM
155	concerts, the plaza, art events	8/10/2019 3:57 AM
156	community, farmer's market, live music, library	8/10/2019 3:16 AM
157	Farmers Market and the bakery's	8/10/2019 1:42 AM
158	Events	8/10/2019 1:33 AM
159	People	8/9/2019 4:08 PM
160	People, environment, activities	8/5/2019 3:34 AM

Q4 What opportunities exist for Healdsburg as we look to develop our next 5-year Strategic Plan?

Answered: 150 Skipped: 16

#	RESPONSES	DATE
1	A major component should be a plan for equity, diversity and inclusion crossing, ethnicity, SES, sexual identity, etc.	8/30/2019 1:01 AM
2	Tap into local people with expansive creative vision, take concrete steps on a few high priorities, don't listen to the few who talk loudly but really don't represent the majority	8/29/2019 11:27 PM
3	Try to get a handle on hotel growth	8/29/2019 2:24 PM
4	Do stuff for us not tourists. Healdsburg has a wonderful tourism situation but not so much for those who live here. Push for stores and stuff that locals will actually use.	8/29/2019 1:43 PM
5	Affordable housing for middle income families, expanded bike and walking paths, improved road conditions north of dry creek road intersection	8/29/2019 12:41 PM
6	Reduction of the tourist impact & development of better employment opportunities besides wine & tourism.	8/29/2019 9:46 AM
7	more access to river, bigger ethnic and socioeconomic diversity	8/29/2019 9:30 AM
8	Use large land-use changes to solve circulation and concentration problems.	8/29/2019 7:35 AM
9	Keep things the same. Improve the streets and no more hotels.	8/29/2019 7:01 AM
10	It must manage its tourist growth and hotel growth	8/29/2019 6:43 AM
11	Become more inclusive. Govt. and residents expand joint partnerships.	8/28/2019 12:33 PM
12	Balanced development, housing for people that work in Hbg, better and more extended bicycle and walking paths	8/28/2019 8:38 AM
13	no new hotel rooms. I moved here from the Florida Keys. If a homeowner there didn't live there at least 6 months out of the year they couldn't claim a tax exemption "Homestead exemption" This way homeowner who only used their "2nd" house as their primary residence and avoid paying a tax on it. 2nd homes there of people who don't live in a town take away from the housing stock for current residents.	8/26/2019 11:49 AM
14	telecommuting. Affordable housing (for people being paid less than \$50,000 per year	8/26/2019 9:47 AM
15	Prioritize infrastructure funding	8/26/2019 7:55 AM
16	managing growth, affordable housing, maintaining our community with new people moving/buying/growing our town	8/26/2019 6:33 AM
17	Improve our infrastructure, improve walkability/bikeability, improve the northerly part of town past Simi	8/25/2019 9:36 AM
18	Harnessing the energy of smart, passionate and creative citizens to help solve problems.	8/25/2019 3:01 AM
19	Build a performing arts center.	8/25/2019 12:16 AM
20	Invest in the town not the tourism	8/23/2019 5:20 PM
21	Connectivity	8/23/2019 11:20 AM
22	Underground Parking near downtown, train, affordable housing	8/23/2019 6:30 AM
23	Housing	8/23/2019 5:36 AM
24	Fix the middle class housing problem by leveraging the out of towners and tourists. Healdsburgs local middle class is an endangered species. If we act soon we can save it before it goes extinct.	8/23/2019 3:34 AM
25	Affordable housing, quality public schools	8/23/2019 1:15 AM
26	Opportunity to focus on the local community rather than the tourists: tourist taxes should directly benefit the local community—more trails , SOCCER FIELDS, parks and rec program, tutoring programs etc, not in further development for tourism	8/22/2019 4:15 PM
27	Manage growth among wineries and hotels. Going out has to be affordable for locals.	8/22/2019 3:09 PM
28	Connecting through communication whether through signage or the internet	8/22/2019 11:39 AM
29	Acknowledging the long-run dangers of continuing to rely on tourism taxes and developer concessions for the direction of growth in the community.	8/22/2019 10:21 AM

30	Connectivity, Bikeability, Walkability	8/22/2019 9:25 AM
31	Become more family-oriented.	8/22/2019 8:49 AM
32	more inclusion of Latino community - Corazon tries hard but it STILL is not happening. ask WHY and get real solutions. Due to current political climate, some of this may be out of our control (immigration status concerns) but by this point there should be no language barriers. If there still are, find REAL solutions. Our community center is in the wrong place for complete utilization of all city stakeholders.	8/22/2019 8:37 AM
33	Controlled growth	8/22/2019 8:19 AM
34	To increase our young family population.	8/22/2019 8:13 AM
35	Affordable homes for middle income folks	8/22/2019 7:20 AM
36	Become more focused on the needs of residents vs. tourist, esp downtown	8/22/2019 7:15 AM
37	Stop overdevelopment, focus on enhancing life for families.	8/22/2019 6:49 AM
38	Growth in housing--which will lead to more affordable housing and growth in tourism.	8/22/2019 6:40 AM
39	Turning point on whether we will have affordable housing	8/22/2019 6:27 AM
40	None, unless your wealthy.	8/22/2019 6:25 AM
41	better utilization of natural/recreational assets, better marketing of art as a draw	8/22/2019 4:43 AM
42	Recent "go ahead" decisions for on the square builds and Central Healdsburg exit area will diminish the quality of life for HBG residents. My guesstimate is several thousand additional vehicle trips a day on already heavily trafficked corridors. The square is a public good HBG is allowing a developer to co-opt through saturation.	8/22/2019 2:15 AM
43	Opportunity to keep it a small town	8/21/2019 10:39 PM
44	Stay the course! If it ain't broke, don't fix it!!	8/21/2019 3:47 PM
45	Fewer hotels, direct tourism out of town into the wine country to spare us citizens from wine tourists.	8/21/2019 2:12 PM
46	/to provide affordable housing and create shelter for the shelterless; a performing arts and cultural center; help bring the Smart train to Healdsburg (I know this is out of your hands)	8/21/2019 11:20 AM
47	push back on high-end development	8/21/2019 9:47 AM
48	Diversify tourism beyond wine industry. Leverage increased focus on sustainability and climate change—make Healdsburg a model community	8/20/2019 11:59 PM
49	Place more emphasis on serving the less fortunate in our community.	8/20/2019 11:01 PM
50	Develop a much more vibrant public realm - walkable, great cycling, great outdoor cafes, new offerings	8/20/2019 5:11 PM
51	More services and activities for residents- less focus on tourists	8/20/2019 2:30 PM
52	Improving the appearance of our town, adding public art to the gateways. Controlling the growth of tourism, understanding and evaluating the positives and negatives of growth and their impact on our way of life and the environment.	8/20/2019 1:31 PM
53	Slow growth and balance tourism with the advanced small town	8/20/2019 7:32 AM
54	I think we could easily become even more environmentally friendly	8/20/2019 7:00 AM
55	climate change in relation to the county	8/20/2019 5:42 AM
56	Keep local present in town.	8/20/2019 4:37 AM
57	like existing initiatives plus growth limits	8/20/2019 3:28 AM
58	improve conditions for existing residents	8/20/2019 1:08 AM
59	Improve and integrate our community further	8/20/2019 12:47 AM
60	Less wine tasting rooms around the plaza, no fluoride in our water, more bike focused activities.	8/19/2019 2:25 PM
61	the dreaded Airbnb, why not tax it and use those funds to make the best schools in the county, the best resources for those in need, paid for youth sports. Take advantage of the desire people have to be there	8/19/2019 1:58 PM
62	increase housing in core area	8/19/2019 12:21 PM
63	Would like to see more economic diversity, and less reliance on tourism. Would be great to attract "green" industry to offset climate impacts of tourism.	8/19/2019 10:42 AM
64	Enhancement of pedestrian features (bike friendly, walking friendly). Making Healdsburg a model city in terms of sustainability, inclusivity, diversity, and opportunity.,	8/19/2019 10:03 AM
65	there needs to be transportation for seniors	8/19/2019 8:59 AM

66	Make it livable for ALL; develop Arts and connect to River	8/19/2019 8:43 AM
67	build a more diverse economy	8/19/2019 8:34 AM
68	Building more housing!	8/19/2019 8:13 AM
69	we are well-positioned as a center for food and wine, as a jumping off point for northern sonoma county activities.	8/19/2019 7:14 AM
70	Develop a more diverse, affordable shopping downtown,	8/19/2019 7:09 AM
71	Affordable housing	8/19/2019 7:00 AM
72	Get more focused...slow the growth to get exactly what we want, slow down population growth	8/19/2019 6:53 AM
73	Housing	8/19/2019 6:40 AM
74	Dont	8/19/2019 6:40 AM
75	Develop a more balanced economy the is not tourism focused.	8/19/2019 2:39 AM
76	better traffic circulation	8/19/2019 1:56 AM
77	better city maintenance	8/18/2019 1:00 PM
78	Engage with the river (walking, biking paths, accessible beaches) and public art.	8/18/2019 11:52 AM
79	affordable housing for younger people who work in and around town	8/17/2019 6:43 AM
80	Please develop Powell Ave (possibly March Ave as well) with more unique shops such as Summers Market. We need unique afordably priced shopping that extends into the community such as some micro brew taverns which are extremely popular, but non-existent here. Amy's Wicked Slush, The Plank, as examples. Look at Bend, OR for examples	8/17/2019 5:43 AM
81	Economic development to create better opportunities for a wider variety of people to live/work here	8/17/2019 4:41 AM
82	infrastructure improvements	8/17/2019 1:32 AM
83	connect our parks and public spaces, invest in our youngest citizens and working families,	8/16/2019 10:03 AM
84	More ethnic and cultural diversity, embraced at all levels and in all ways.	8/15/2019 10:56 AM
85	Development of more low income housing that is compatible with the City and placed throughout the City. That is not high rise type housing concentrated in one area.	8/15/2019 9:56 AM
86	Economic opportunity beyond tourism, especially in health care and niche industries	8/15/2019 3:50 AM
87	a walkable, sustainable green community, economic development /jobs in addition to hospitality, affordable housing, food/wine, arts, lectures and music (see Sun Valley, Aspen and others)	8/14/2019 8:05 AM
88	ownership affordable (below median income) housing untied from market-rate inclusionary housing: lease all mixed-use zoning remaining, our last chance for worker families, and develop city-owned zoning	8/14/2019 5:57 AM
89	Balance in the Community	8/14/2019 5:46 AM
90	Increase exposure to cultural events / develop the North Street sight to hold community events (farmer's market, etc.) and reduce stress on the Plaza.	8/14/2019 5:06 AM
91	Balance of types of things to do (not too many wine tasting rooms)	8/14/2019 2:32 AM
92	To maintain the City's current character while developing the City's infrastructure.	8/13/2019 8:06 AM
93	create affordable housing to help diversify the populatiopn	8/13/2019 7:33 AM
94	Improved bike and pedestrian lanes & connectivity. Continue to develop below market rate housing to maintain a diverse community. Expand business opportunities to provide diverse jobs and provide some balance to wine and hospitality based jobs.	8/13/2019 6:10 AM
95	Pickleball expansion!	8/13/2019 5:32 AM
96	Diversification of industries, making living in Healdsburg more affordable	8/13/2019 4:49 AM
97	More affordable housing, mid priced restaurants, more families with children.	8/13/2019 4:42 AM
98	slow growth	8/13/2019 4:08 AM
99	Build more affordable housing. We have enough hotels.	8/13/2019 3:11 AM
100	Variety of housing in all areas not just affordable	8/13/2019 2:39 AM
101	Improve connectivity/walkability + SMART arrival means less dependence on cars; improved remote working options means access to better jobs outside of area.	8/13/2019 2:30 AM
102	Maintain residential, small scale development and tie neighborhoods together with pedestrian walks and trails	8/13/2019 2:25 AM
103	more affordable housing	8/13/2019 2:04 AM

104	Improve housing situation - higher density, smaller footprints equals improved affordability	8/13/2019 2:03 AM
105	Better education	8/13/2019 1:51 AM
106	Make living here more affordable, develop arts and culture, widen economic base, integrate diverse communities (Hispanic, young families, wealthy elder), deal with increasing homeless	8/13/2019 1:49 AM
107	affordable housing!	8/13/2019 1:17 AM
108	affordable housing!	8/13/2019 1:15 AM
109	continued and enhanced focus on sustainability	8/13/2019 12:49 AM
110	fix what we have	8/13/2019 12:09 AM
111	Making the city more walkable and connected with trails. Diversifying the economy.	8/12/2019 11:16 PM
112	Affordable housing so we can take care of our citizens	8/12/2019 11:09 PM
113	Lead the region in adaptation to climate change. Electrify transportation. Increase comfort cycling for local errands, cultivate economic activity that is not alcohol related.	8/12/2019 2:57 PM
114	Bring more cultural events to the Plaza. Show diversity.	8/12/2019 2:12 PM
115	Market rate density housing - build up!	8/12/2019 1:35 PM
116	No more hotels, no market rate homes, intelligent affordable housing.	8/12/2019 1:29 PM
117	Growth, new business and thriving economy	8/12/2019 11:26 AM
118	Rebalance focus on citizens vis a vis tourists.	8/12/2019 11:15 AM
119	More opportunities for locals - housing, family food places	8/12/2019 10:51 AM
120	more things for families	8/12/2019 10:40 AM
121	Expansion of parks, river access	8/12/2019 10:16 AM
122	We are developing too fast now -- we don't need more tourist lodging	8/12/2019 9:14 AM
123	better traffic circulation	8/12/2019 8:47 AM
124	Balance community + tourism + small town feel while expanding north and south	8/12/2019 8:46 AM
125	affordable housing and diversification of school	8/12/2019 8:02 AM
126	Cautious expansion esp wineries and hotels. Mitigate traffic w prior bldg of infrastructure	8/12/2019 7:30 AM
127	We need housing for low-income and income restricted families. NOT "affordable" housing because who defines what affordable means?	8/12/2019 7:03 AM
128	Less emphasis on catering to tourists	8/12/2019 7:01 AM
129	Avoid Santa Rosa urban sprawl. Continue sustainable tourism.	8/12/2019 6:37 AM
130	Expand & support our local businesses	8/12/2019 6:24 AM
131	Infrastructure	8/12/2019 6:04 AM
132	Build bike trails to keep cyclists off the roads, have a winery shuttle	8/12/2019 5:15 AM
133	Maintain small town feeling.	8/12/2019 5:08 AM
134	Reduce hotel impact, mitigate traffic impacts of tourism	8/12/2019 4:40 AM
135	Affordable housing	8/12/2019 4:31 AM
136	Develop Mill district, develop and improve north end of town without more hotels.	8/12/2019 4:16 AM
137	Maximize in-fill residential development	8/12/2019 4:16 AM
138	Expansion of low cost housing	8/12/2019 4:16 AM
139	improve community understanding of the association between visitors and residents	8/12/2019 4:13 AM
140	Need housing that's affordable to the MISSING MIDDLE; Lease rates downtown out of control and booting out locals and entrepreneurs (thus, over-abundance of RE agencies, art galleries and tasting rooms; need walking, jogging, bike paths on nature corridors easily accessible. Need more parking	8/11/2019 12:39 PM
141	Build "missing-middle" housing and attract "good-paying" jobs	8/11/2019 6:32 AM
142	Increase diversity, increase opportunities for small businesses	8/11/2019 2:57 AM
143	tourist areas	8/10/2019 4:54 AM
144	roads, economy, construction, HOUSING!!!!!! , homeless people.	8/10/2019 4:46 AM
145	become more responsive to the needs of locals and people who need to live near this area regarding living spaces\ and afflrdbacity.	8/10/2019 3:57 AM

146	focus on affordable housing	8/10/2019 3:16 AM
147	Make Senior housing a priorities	8/10/2019 1:42 AM
148	Young families	8/10/2019 1:33 AM
149	Infrastructure funding - measure v continued	8/9/2019 4:08 PM
150	recruiting younger people	8/5/2019 3:34 AM

Q5 If you could change one thing to make Healdsburg a better place to live now and in the future, what change would you like to see?

Answered: 154 Skipped: 12

#	RESPONSES	DATE
1	Again, bringing people together across their diverse backgrounds, segregated schools is an embarrassment, lack of desire to go to town because it is for tourists is shameful	8/30/2019 1:01 AM
2	Improve schools	8/29/2019 11:27 PM
3	Less divisiveness, more inclusion	8/29/2019 2:24 PM
4	Build a free parking garage like Petaluma has had for decades to make up for what y'all have done to the locals who can't even use their own downtown anymore. People who work the tourist shops can't even find a place to park. Build real deal affordable housing so long time locals can stay. Hopefully even some of those forced out could come back	8/29/2019 1:43 PM
5	Better public schools	8/29/2019 12:41 PM
6	Less emphasis on the viticulture & a more diverse population	8/29/2019 9:46 AM
7	more low income mid income housing rather than rentals	8/29/2019 9:30 AM
8	Move the Central Healdsburg 101 off-ramp (going north) to be at Westside Road across from the 101 on-ramp.	8/29/2019 7:35 AM
9	Stop building hotels	8/29/2019 7:01 AM
10	Fewer hotels or a ban on future hotels	8/29/2019 6:43 AM
11	More opportunities for intergenerational living and recreating.	8/28/2019 12:33 PM
12	More affordable restaurants	8/28/2019 8:38 AM
13	no new hotel rooms. Mass tourism killed the golden goose in Key West where I used to live. So did the depletion of the housing stock due to absentee out of town home owners.	8/26/2019 11:49 AM
14	Fewer hotel rooms	8/26/2019 9:47 AM
15	redevelopment near the downtown	8/26/2019 7:55 AM
16	less wine tasting rooms, better schools, more opportunity for us to be together as a community	8/26/2019 6:33 AM
17	better roads	8/25/2019 9:36 AM
18	Build a diversity of housing within walking distance of downtown	8/25/2019 3:01 AM
19	More parking downtown. More affordable housing.	8/25/2019 12:16 AM
20	Less events that are for the rich	8/23/2019 5:20 PM
21	Bike lanes	8/23/2019 11:20 AM
22	Improve the cemetery to respect our history	8/23/2019 6:30 AM
23	More housing, especially apartments	8/23/2019 5:36 AM
24	i think if you were born in Healdsburg you should be able to afford to live in healdsburg. That should be a right. To make that possible I think we should heavily tax empty vacation homes and airB&B's that aren't a permanent residence and I would use those funds to subsidize or offer tax benefits to those individuals who were born and raised here. Too many good people are pushed out of healdsburg.	8/23/2019 3:34 AM
25	Better schools	8/23/2019 1:15 AM
26	There are two major threat to the soul of our community: 1. Hotels (when is enough enough?? All the parking is gone, the retail is all tourist driven) and 2. The growing number of second homes in HBG. This trend is emptying our neighborhoods and schools. Half of the houses on my block are empty 95% of the year. This creates an atmosphere of soullessness. We need permanent residents/families.	8/22/2019 4:15 PM
27	Keep it clean and keep the homeless population in check. No encampments or panhandling.	8/22/2019 3:09 PM
28	More non-white, young faces.	8/22/2019 10:21 AM
29	Build bike paths and trails	8/22/2019 9:25 AM
30	Become more family-oriented	8/22/2019 8:49 AM

31	Put interests of new businesses that cater to tourists below those of locals. NO MORE HOTELS, even at the expense of the "potential" of more workplace housing. And absolutley NO building without a committed funded plan to increase the infrastructure to support - BEFORE, not long after. Accountability of city departments/school districts, city council etc. More transparency of how/why decisions are made that affect residents.	8/22/2019 8:37 AM
32	Less hotels	8/22/2019 8:19 AM
33	Less second/vacation home, to make room for more housing for police, firefighters, teachers, young professionals, blue collar workers..	8/22/2019 8:13 AM
34	Affordable places to eat	8/22/2019 7:20 AM
35	Downtown shopping that serves residents, homeless outreach	8/22/2019 7:15 AM
36	Less high end hotels and remove tasting rooms from plaza	8/22/2019 7:13 AM
37	Less focus on tourism. Quality of life. Allow a cannabis dispensary.	8/22/2019 6:49 AM
38	Less fear of more housing, hotels and inns.	8/22/2019 6:40 AM
39	Mofre affordable housing	8/22/2019 6:27 AM
40	Get back to making it a nice place to live, instead of a tourist destination.	8/22/2019 6:25 AM
41	Affordable housing	8/22/2019 5:12 AM
42	keeping the natural features preserved and clean	8/22/2019 4:43 AM
43	Traffic calming measures. Reduce Healdsburg Avenue to single lane each direction with bicycle and pedestrian corridors; improve pedestrian and bicycle crossings at all Grove Street crossings—crosswalks have not properly maintained, e.g., striping with poor visibility of stop signs; reduce speed limits	8/22/2019 2:15 AM
44	Stop all deveopement in order to protect our small town	8/21/2019 10:39 PM
45	Limit growth & sprawl at all cost. The north end is showing touches of sprawl. We can't accomodate everyone!	8/21/2019 3:47 PM
46	Fewer hotels. Fewer tasting rooms in town.	8/21/2019 2:12 PM
47	see #4 with fewer hotels	8/21/2019 11:20 AM
48	implement the SDAT development recommendations	8/21/2019 9:47 AM
49	Affordable housing for teachers, police, firefighters, etc. These are the people that keep us safe and build for the future.	8/20/2019 11:59 PM
50	A strategic plan for serving the low income and shelter less members of our community.	8/20/2019 11:01 PM
51	much more attention paid to the quality of our sidewalks, street trees and physical infrastructure that impacts how pedestrians move	8/20/2019 5:11 PM
52	Lower cost housing and more housing for families, and better services and housing for families and individuals who are homeless	8/20/2019 2:30 PM
53	Stop the proliferation of hotels and tasting rooms. They create a demand for parking that far outstrips the supply and makes going downtown frustrating and discouraging.	8/20/2019 1:31 PM
54	See above	8/20/2019 7:32 AM
55	Take the poisonous Fluoride out of the water. Could be done in an instant. Fluoride is poisonous to many living beings. It should NOT be added to our water supply. Any person who would like to consume fluoride regularly can figure out how to do that. For people like me who have osteoporosis, fluoride adds to the destruction of my bones and it is almost impossible to get it out of water once it is put in the water. Heating the water only make that fluoride more concentrated. It cannot be filtered out. The only way to get rid of it is to distill it or put it through reverse osmosis. I should not be forced to take this poison into my body because some people believe they need it for their teeth. Let those people get fluoride treatment or use fluoride tooth past. It should also NOT be put to a vote.	8/20/2019 7:00 AM
56	cooler summers	8/20/2019 5:42 AM
57	More locals downtown on the weekends. I hear over and over again I avoid downtown on the weekends. such a same.	8/20/2019 4:37 AM
58	more family infastructure & more families	8/20/2019 3:28 AM
59	more parking and better enforcement of parking laws.	8/20/2019 1:08 AM
60	Continue to correct housing disparities	8/20/2019 12:47 AM
61	No more fluoride in our water. Cleaner, pure water in our homes.	8/19/2019 2:25 PM
62	Better schools, more food options (can we incentive? Check out time out market in Lisbon, great example of small pop up shops, with wine and good and community)	8/19/2019 1:58 PM

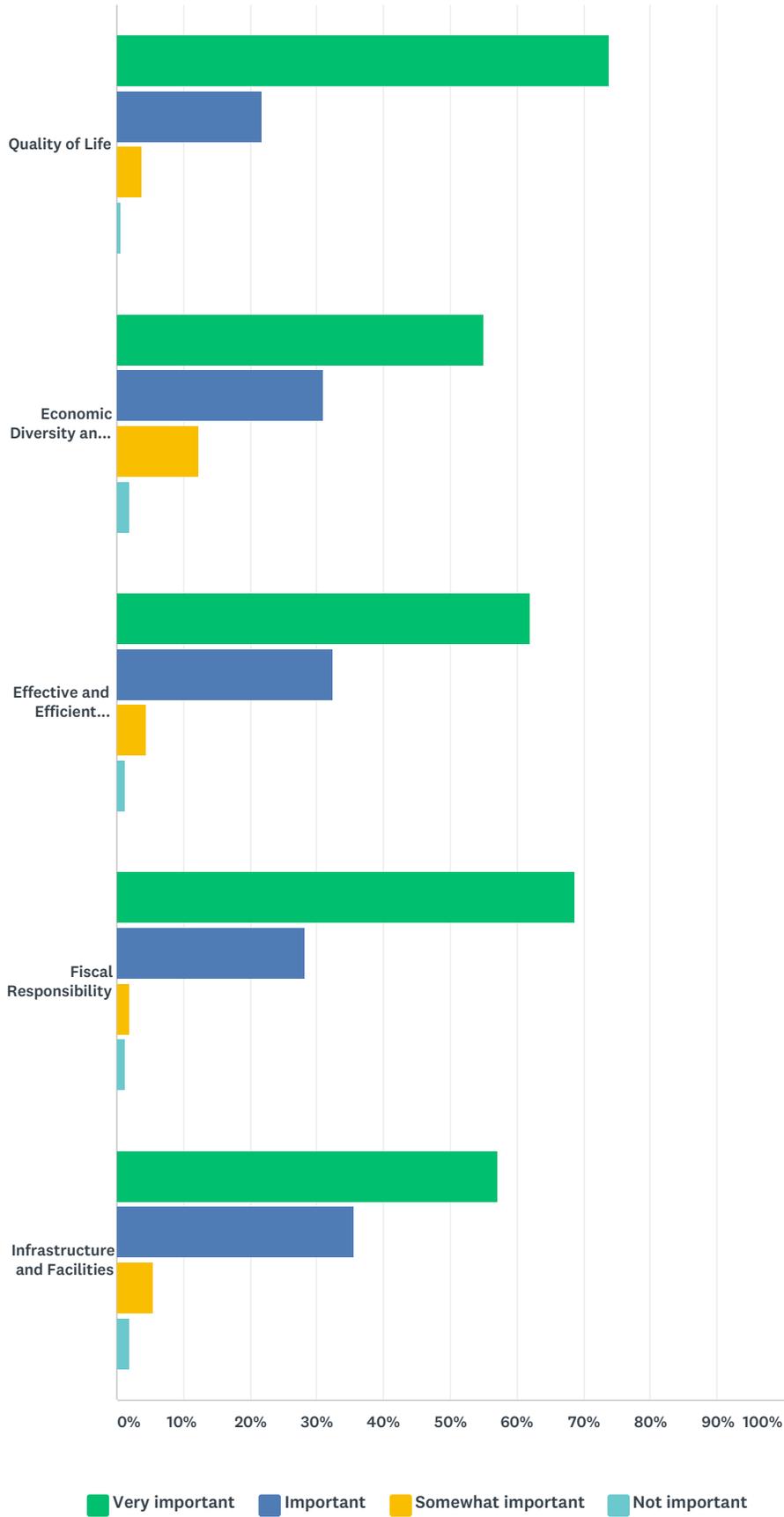
63	create affordable housing	8/19/2019 12:21 PM
64	Improve transportation options - Make it safer and easier to get around by foot and bike; and more convenient public transportation (the bus schedule not very practical for me).	8/19/2019 10:42 AM
65	More car-free public areas	8/19/2019 10:03 AM
66	transportation and from home	8/19/2019 8:59 AM
67	Create "neighborhoods" e.g., mini shop areas	8/19/2019 8:43 AM
68	More available and cheaper housing	8/19/2019 8:34 AM
69	Affordable utility bills	8/19/2019 8:17 AM
70	Get rid of the GMO. It's killing our community.	8/19/2019 8:13 AM
71	more welcoming of newcomers	8/19/2019 7:14 AM
72	Affordable housing. Women my age who have lived here 30-40 years are leaving because they can't afford to retire here.	8/19/2019 7:09 AM
73	More affordable shopping and eating places	8/19/2019 7:00 AM
74	The summer weather. Seriously. Also slight increase in size—more merchants, more professionals, more and higher level art and cultural activities and	8/19/2019 6:57 AM
75	Slower mindful growth	8/19/2019 6:53 AM
76	Prices are pretty high for the locals	8/19/2019 6:40 AM
77	Less people	8/19/2019 6:40 AM
78	More affordable housing and higher wage high tech jobs	8/19/2019 2:39 AM
79	close Plaza St to cars and parking forever	8/19/2019 1:56 AM
80	more affordable housing	8/18/2019 1:00 PM
81	Probably incorporating the river in the town	8/18/2019 11:52 AM
82	see above	8/17/2019 6:43 AM
83	Growth with a wider range of dining options and microbrew bars that are reasonably priced, hence the need to expand beyond the square. The old Powell Candy store on the corner along the square wants \$30k+/month for rent. That prices out any establishment that I would ever frequent (and my annual income is \$350k). Guess where I and many of my friends go to eat? El Sombrero, KINSmoke, happy hour at Hotel Healdsburg, or go to Windsor's Oliver's Market and some of the restaurants in that area. Half of downtown are tasting rooms that serve zero interest to the local community and even make the downtown area dull and uninteresting in the evenings walking about. What does garner interest to the locals and tourists? Places like Noble Folk, a cute tavern serving beers would be great (like the Elephant Room). The number of tasting rooms is killing the vibe of a vibrant, diverse, downtown.	8/17/2019 5:43 AM
84	More affordable housing options	8/17/2019 4:41 AM
85	kids/children opportunities	8/17/2019 1:32 AM
86	better land use planning to allow for building of multi-family housing	8/16/2019 10:03 AM
87	Fewer tasting rooms and businesses that pretty exclusively cater to only the weekend visitors from SF	8/15/2019 10:56 AM
88	working with the Sonoma County to preserve surrounding agricultural areas and help ensure that Sonoma County retains its agriculture and tourist emphasis. Do not kill the "golden goose" of tourism and high value agriculture. Work with Sonoma County to provide better intercity public transportation throughout the County.	8/15/2019 9:56 AM
89	economic diversity; moratorium on hotels	8/15/2019 3:50 AM
90	Less focus on tourism and more focus on making a livable community for all residents	8/14/2019 8:05 AM
91	affordable, ownership affordable housing, supplemented by affordable rental income accessory carve-outs	8/14/2019 5:57 AM
92	performing arts center. Update the Raven.	8/14/2019 5:46 AM
93	Appreciate the cautious approach to development and growth but obvious projects that will benefit the community take too long to approve.	8/14/2019 5:06 AM
94	More local restaurants on north side of town	8/14/2019 4:13 AM
95	Clean up area north of river	8/14/2019 2:32 AM
96	Make this town serve the people who actually live here full-time	8/13/2019 3:15 PM
97	Repair and maintain the City's infrastructure to support the current population.	8/13/2019 8:06 AM

98	affordable housing & more accessible open space	8/13/2019 7:33 AM
99	Close Plaza Street to car/truck traffic.	8/13/2019 6:10 AM
100	shelter for the homeless	8/13/2019 5:52 AM
101	Train service	8/13/2019 5:32 AM
102	Make it more affordable to live in and create more industries besides tourism	8/13/2019 4:49 AM
103	More diversity in housing to allow those that work here to also live here.	8/13/2019 4:42 AM
104	less tourism and less hotels	8/13/2019 4:08 AM
105	More Affordable Housing for those employed in the City.	8/13/2019 3:11 AM
106	Variety of housing options	8/13/2019 2:39 AM
107	If we could guarantee full-time, high-quality, affordable childcare for kids 0-5 it would dramatically change the lives of both the children and the working parents.	8/13/2019 2:30 AM
108	Integrate the Latino and non-Latino communities in schools, businesses, the arts, and social events	8/13/2019 2:25 AM
109	more affordable housing, Less non-locals buying properties if they are not living here	8/13/2019 2:04 AM
110	Remove the citizens who think that	8/13/2019 2:03 AM
111	Better education	8/13/2019 1:51 AM
112	Address affordable housing	8/13/2019 1:49 AM
113	affordable housing!!	8/13/2019 1:17 AM
114	affordable housing!!	8/13/2019 1:15 AM
115	city-wide walkability	8/13/2019 12:49 AM
116	I would want to change the attitude of the Board that we have to approve more hotels and high end condos and homes. It's like buying a nice car because it was nice. So why repaint it pink, or add stuff to it to make it stand out	8/13/2019 12:09 AM
117	A diverse economy with diversity in age, income and race	8/12/2019 11:16 PM
118	Affordable housing	8/12/2019 11:09 PM
119	Remove 50% of the asphalt, 5% a year for ten years.	8/12/2019 2:57 PM
120	More integration of the 2 populations living here	8/12/2019 2:12 PM
121	encourage 'post Amazon' retail (ie commercial interface that provides experience based commercial that educates and builds memories	8/12/2019 1:47 PM
122	Dump the GMO	8/12/2019 1:35 PM
123	Curb market rate home development and preserve the look and feel of Healdsburg	8/12/2019 1:29 PM
124	Housing affordability.	8/12/2019 11:15 AM
125	More stuff for locals so the community stays strong. It cannot just be a place for tourists	8/12/2019 10:51 AM
126	more family-friendly restaurants and things to do	8/12/2019 10:40 AM
127	Less focus on tourism and more focus on supporting local businesses	8/12/2019 10:16 AM
128	slow down the development	8/12/2019 9:14 AM
129	lose Plaza St to cars and parking forever	8/12/2019 8:47 AM
130	Demolish the decrepit gas station on the north side of town	8/12/2019 8:46 AM
131	Police and code enforcement consistency. Ex March Ave cars Everywhere	8/12/2019 7:30 AM
132	Seriously slow the growth of the tourist industry and the building of hotels.	8/12/2019 7:03 AM
133	Less focus on tourists.	8/12/2019 7:01 AM
134	More bike paths	8/12/2019 6:24 AM
135	Manage landscaping on public properties (including the schools)	8/12/2019 6:04 AM
136	Better road maintenance	8/12/2019 5:15 AM
137	Affordable housing for ALL!	8/12/2019 5:08 AM
138	Cst of living	8/12/2019 4:40 AM
139	More affordable rental housing	8/12/2019 4:31 AM
140	No more hotels and uber expensive housing for the bay are tech crowd	8/12/2019 4:16 AM

141	More low cost housing	8/12/2019 4:16 AM
142	bike trail and/or lanes	8/12/2019 4:13 AM
143	Control on lease rates downtown. This would allow more businesses for locals (and many tourists) to stay in town	8/11/2019 12:39 PM
144	Fewer \$1.5M+ Homes and the newbies who purchase them, and then state that they don't want Healdsburg to "change"....they don't think they ARE a part of the change!	8/11/2019 6:32 AM
145	Smart Train to San Francisco! Which would help increase tourism from the city to Healdsburg	8/11/2019 2:57 AM
146	Less hotels,less emphasis on food and wine	8/10/2019 5:28 AM
147	less trash	8/10/2019 4:54 AM
148	BETTER HOUSING!!!	8/10/2019 4:46 AM
149	Definitely limit hotels and put restrictions on second homes ie Mendocino?	8/10/2019 3:57 AM
150	businesses w/ items and \$ for locals	8/10/2019 3:16 AM
151	Limit development and water usage	8/10/2019 1:42 AM
152	Affordability	8/10/2019 1:33 AM
153	Younger families	8/9/2019 4:08 PM
154	housing for all	8/5/2019 3:34 AM

Q6 The City Council identified five Strategic Initiatives as part of its previous 2014-2019 Strategic Plan. Each is a broad statement that categorizes priorities over a multi-year period. Please share your view of their importance and relevance today and/or suggest an alternative.

Answered: 163 Skipped: 3



	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Quality of Life	73.91% 119	21.74% 35	3.73% 6	0.62% 1	161	1.31

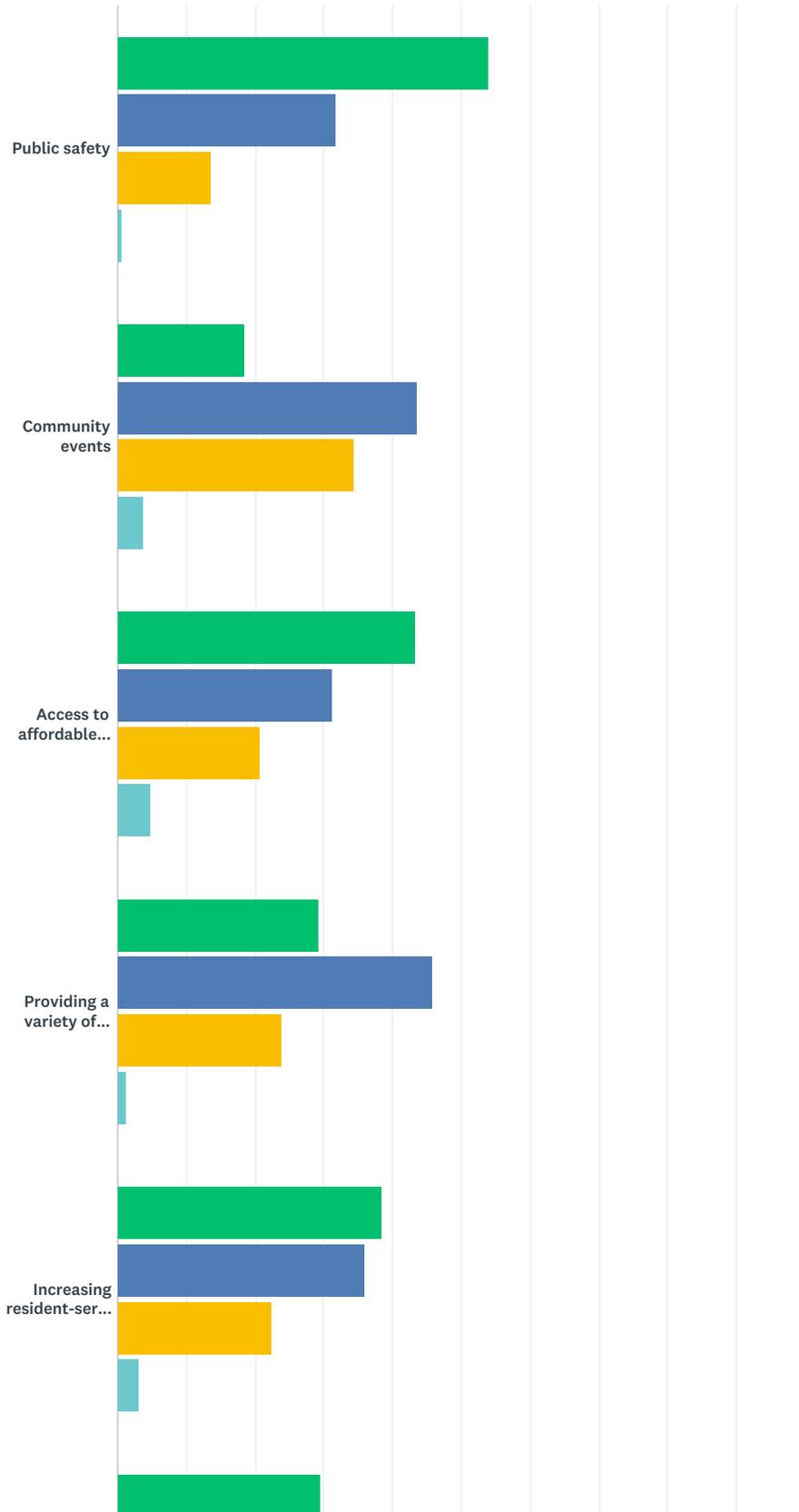
Economic Diversity and Innovation	54.94% 89	30.86% 50	12.35% 20	1.85% 3	162	1.61
Effective and Efficient Government	61.96% 101	32.52% 53	4.29% 7	1.23% 2	163	1.45
Fiscal Responsibility	68.71% 112	28.22% 46	1.84% 3	1.23% 2	163	1.36
Infrastructure and Facilities	57.06% 93	35.58% 58	5.52% 9	1.84% 3	163	1.52

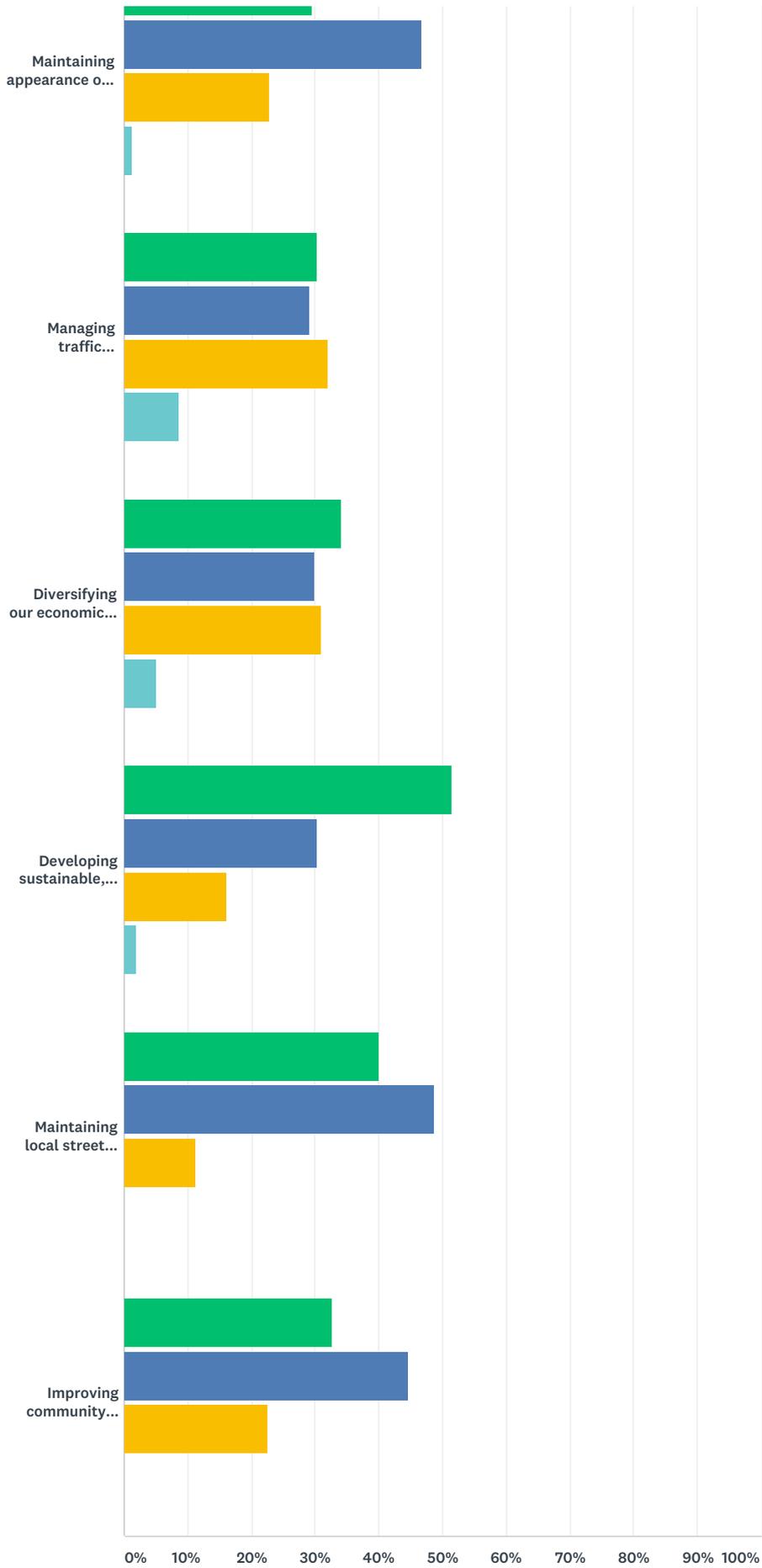
#	OTHER (PLEASE SPECIFY)	DATE
1	Representation of the entire population, not just the squeaky wheels	8/29/2019 2:24 PM
2	Create situations where real Healdsburgers who've been forced out due to high cost of rent and homes can come back	8/29/2019 1:43 PM
3	Improve public school performance across all language populations	8/29/2019 12:41 PM
4	Keep parking meters off our streets	8/29/2019 7:35 AM
5	Managing the tourist industry	8/29/2019 6:43 AM
6	Maintenance of existing infrastructure, landscaping, simplify building permit and inspection process	8/28/2019 8:38 AM
7	Quality of life for WHOM??!	8/26/2019 9:47 AM
8	Programs to get kids back in the community. Kids that have a multi generational foothold in the area	8/23/2019 5:20 PM
9	Housing	8/23/2019 5:36 AM
10	Affordable living should be the number one priority. Healdsburgs housing market is polarized, we need homes that you families can afford and grow into. These have all been gobbled up into the vacation home market. Feel free to tax the heck out of these wasted properties and use the gains to help subsidize taxes on those who actually grow our community. Teachers, artists, farmers, etc...	8/23/2019 3:34 AM
11	Social and ethnic diversity	8/22/2019 10:21 AM
12	An initiative is great but where are the PRATICAL obtainable steps to get there?	8/22/2019 8:37 AM
13	More attention to the arts. Music and arts in public schools.	8/22/2019 6:27 AM
14	these are too broad to be meaningful	8/21/2019 11:20 AM
15	redress the housing / jobs imbalance	8/21/2019 9:47 AM
16	Address the growing homeless population and related problems.	8/20/2019 11:59 PM
17	Affordable housing for all and living wages	8/20/2019 2:30 PM
18	We should all be working harder to change everything we possibly can to create a city which has the ability to sustain life. Our earth is moving rapidly toward an inability to sustain the lives of plants , animals and humans.	8/20/2019 7:00 AM
19	climate change	8/20/2019 5:42 AM
20	Local public transportation	8/20/2019 4:37 AM
21	stop adding more high end hotels and add more low income housing	8/20/2019 1:08 AM
22	Climate change mitigation, transparency in government.	8/19/2019 10:42 AM
23	I	8/19/2019 8:59 AM
24	Underground utilities	8/19/2019 8:13 AM
25	Contribution to climate initiatives,e.g.. more public transportation	8/19/2019 7:14 AM
26	Gettign SMART to Healdsburg with a north town stop.	8/19/2019 2:39 AM
27	affordable housing	8/18/2019 1:00 PM
28	Self-driving cars (Waymo in particular) will revolutionize how we get about in small towns like this. Don't spend valuable time and money addressing parking issues that will soon go away.	8/17/2019 5:43 AM
29	The greater Bay Area has many nearby counties with urban amenities and development. Sonoma County is unique in having high value agriculture, wineries and lovely parks and cities such as Petaluma and Healdsburg that support a thriving tourist sector. Cities like Petaluma, Healdsburg and a few others that have retained a "small town" ambience support a thriving tourist economic sector that is compatible with wineries and other high-value agriculture..	8/15/2019 9:56 AM

30	as above, affordable ownership/ rental housing	8/14/2019 5:57 AM
31	Education - quality schools	8/14/2019 2:32 AM
32	No more market rate homes, no more hotels, keep the GMO.	8/13/2019 8:06 AM
33	Emergency Homeless shelters, affordable housing	8/13/2019 4:42 AM
34	Not important - more hotels!	8/13/2019 3:11 AM
35	Need parking lot downtown...	8/13/2019 2:39 AM
36	maintaining what we already have	8/13/2019 12:09 AM
37	Effective and efficient government means that the city is easy to do business with and fees are reasonable. This city has too many employees and burdensome regulations.	8/12/2019 11:16 PM
38	Infrastructure and fiscal responsibility are constituents of "Effective and Efficient government."	8/12/2019 2:57 PM
39	Diversification	8/12/2019 2:12 PM
40	be responsive to the macro world trends of tech, aging, economics, etc	8/12/2019 1:47 PM
41	Housing	8/12/2019 1:35 PM
42	Transparent, city-wide, high community engagement	8/12/2019 1:29 PM
43	Balance between tourism and citizenship.	8/12/2019 11:15 AM
44	repair N healdsburg Ave	8/12/2019 9:14 AM
45	diverse population demographic. where are the families? regular people?	8/12/2019 8:47 AM
46	Implementing great ideas. Very slow at times w ex infrastructure, controlling parking, abandoned vehicles. Too many vehicles/ residence	8/12/2019 7:30 AM
47	Housing for income restricted families must be a priority. If our tax dollars need to help with that then so be it.	8/12/2019 7:03 AM
48	Serving the people who ALREADY live in healdsburg. Not tourists. Not future employees	8/12/2019 7:01 AM
49	Limit or eliminate future tourist serving development	8/12/2019 4:16 AM
50	No further hotel building	8/10/2019 5:28 AM
51	Senior housing	8/10/2019 1:42 AM

Q7 For each of the priorities listed below please indicate how important each one is to you.

Answered: 164 Skipped: 2





■ Extremely important
 ■ Very important
 ■ Somewhat important
■ Not important at all

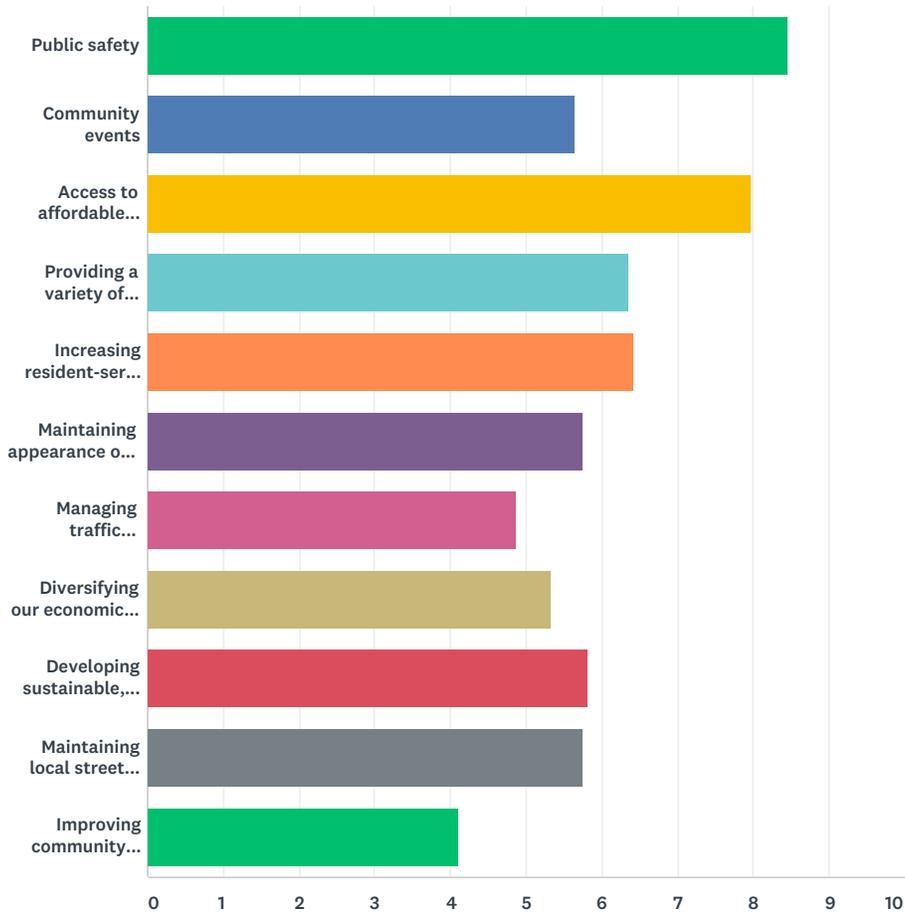
	EXTREMELY IMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT AT ALL	TOTAL
Public safety	53.99% 88	31.90% 52	13.50% 22	0.61% 1	163
Community events	18.40% 30	43.56% 71	34.36% 56	3.68% 6	163
Access to affordable housing	43.29% 71	31.10% 51	20.73% 34	4.88% 8	164
Providing a variety of parks and recreation facilities	29.27% 48	45.73% 75	23.78% 39	1.22% 2	164
Increasing resident-serving businesses	38.51% 62	36.02% 58	22.36% 36	3.11% 5	161
Maintaining appearance of landscapes, facilities	29.45% 48	46.63% 76	22.70% 37	1.23% 2	163
Managing traffic congestion	30.25% 49	29.01% 47	32.10% 52	8.64% 14	162
Diversifying our economic base (manufacturing, professional services)	34.16% 55	29.81% 48	31.06% 50	4.97% 8	161
Developing sustainable, environmentally friendly policies	51.55% 83	30.43% 49	16.15% 26	1.86% 3	161
Maintaining local streets and roads	40.00% 64	48.75% 78	11.25% 18	0.00% 0	160
Improving community engagement	32.70% 52	44.65% 71	22.64% 36	0.00% 0	159

#	OTHER (PLEASE SPECIFY)	DATE
1	Build parks along river. Healdsburg has forsaken the river. Memorial bridge park isn't enough	8/29/2019 1:43 PM
2	Stop building hotels	8/29/2019 7:01 AM
3	Managing tourism growth	8/29/2019 6:43 AM
4	It is up to community to engage, not government	8/26/2019 9:47 AM
5	Capping or halting large tourist projects	8/23/2019 5:20 PM
6	Organic systems work best when there is a bit of chaos involved. If its too well ordered it will collapse. Healdsburg has a bad track record of selective growth. Create an environment where failure is an option.	8/23/2019 3:34 AM
7	How can we limit the number of second homes in our community? It's emptying our neighborhoods, our schools, and the soul of our town	8/22/2019 4:15 PM
8	Attracting a more ethnically diverse population	8/22/2019 10:21 AM
9	Increasing/improving parking Extremely Important	8/22/2019 8:13 AM
10	Reference survey results instead of big business interests when approval developments. No more hotels!	8/22/2019 6:49 AM
11	If these aren't extremely important to the City and the community something is terribly wrong.	8/21/2019 11:20 AM
12	Streamlining government approvals	8/20/2019 5:11 PM
13	Shelter for all residents- homeless families and individuals, too.	8/20/2019 2:30 PM
14	I think the city should buy SHED. It was the most wonderful community gathering place. The city could use all the different areas to rent out at a special rate to a new small business. It could be an incubator for new small businesses and once the business was sustainable, it could move to a different location. Then a new one would take over that space. Etc	8/20/2019 7:00 AM
15	we have enough tourism currently	8/20/2019 5:42 AM
16	I have no transportation other than auto.	8/19/2019 8:59 AM
17	Quality schools	8/14/2019 2:32 AM

18	Maintaining the GMO	8/13/2019 8:06 AM
19	Improve connectivity to the Russian River along with educating residents regarding enhancing Salmon habitat and water quality.	8/13/2019 6:10 AM
20	More Hotels - NOT IMPORTANT!	8/13/2019 3:11 AM
21	Please add sidewalks to "maintaining local streets and roads." Many streets still lack sidewalks and those that have them lack curb cuts. Many of our residential neighborhoods have unsafe sidewalks.	8/13/2019 2:30 AM
22	Parking for residents that work downtown	8/13/2019 1:51 AM
23	Building awareness, understanding, and motivation to change the City's response to a changing climate.	8/12/2019 2:57 PM
24	Healdsburg is an island in a macro community of 4M people within a 2 hour drive (Coastal Bay Area Counties of Marin, SF San Mateo and Santa Clara) with median home priced 150% to 300% higher than Sonoma County. And with the best natural environment. Watch out for near term demographic changes.	8/12/2019 1:47 PM
25	What does "access to affordable housing" mean?	8/12/2019 1:35 PM
26	Housing for "middle" class our teachers law enforcement require affordable housing in Healdsburg.	8/12/2019 7:30 AM
27	Again, what is "affordable" housing? That word is ambiguous.	8/12/2019 7:03 AM
28	Providing bicycle friendly environment (we are a global attraction) and bicycle commuter lane along major and arterial streets.	8/11/2019 6:32 AM
29	Water conservation	8/10/2019 1:42 AM

Q8 For each of the priorities listed below please rank them in order of importance to you.

Answered: 156 Skipped: 10

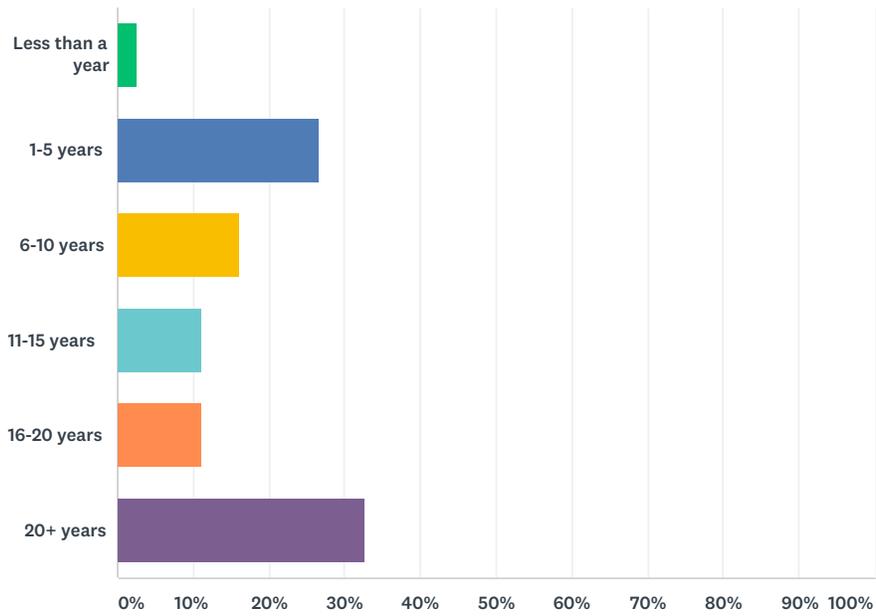


	1	2	3	4	5	6	7	8	9	10	11	TOTAL
Public safety	39.19% 58	12.16% 18	10.14% 15	6.76% 10	8.78% 13	6.76% 10	2.70% 4	0.68% 1	6.08% 9	3.38% 5	3.38% 5	148
Community events	2.03% 3	10.14% 15	7.43% 11	10.81% 16	10.81% 16	10.81% 16	8.78% 13	13.51% 20	5.41% 8	11.49% 17	8.78% 13	148
Access to affordable housing	28.19% 42	17.45% 26	13.42% 20	9.40% 14	4.70% 7	4.70% 7	3.36% 5	3.36% 5	2.01% 3	6.71% 10	6.71% 10	149
Providing a variety of parks and recreation facilities	1.99% 3	9.27% 14	10.60% 16	16.56% 25	12.58% 19	10.60% 16	13.91% 21	7.95% 12	9.93% 15	5.30% 8	1.32% 2	151
Increasing resident-serving businesses	6.21% 9	7.59% 11	16.55% 24	11.72% 17	11.03% 16	8.97% 13	9.66% 14	7.59% 11	10.34% 15	4.14% 6	6.21% 9	145
Maintaining appearance of landscapes, facilities	3.27% 5	4.58% 7	7.19% 11	9.15% 14	12.42% 19	16.99% 26	15.69% 24	13.73% 21	5.23% 8	5.88% 9	5.88% 9	153
Managing traffic congestion	2.67% 4	5.33% 8	4.67% 7	4.00% 6	11.33% 17	12.00% 18	12.67% 19	9.33% 14	13.33% 20	13.33% 20	11.33% 17	150

Diversifying our economic base (manufacturing, professional services)	5.96% 9	7.95% 12	5.30% 8	11.92% 18	6.62% 10	4.64% 7	8.61% 13	17.88% 27	8.61% 13	8.61% 13	13.91% 21	151
Developing sustainable, environmentally friendly policies	4.61% 7	11.18% 17	11.18% 17	6.58% 10	8.55% 13	6.58% 10	11.84% 18	6.58% 10	18.42% 28	10.53% 16	3.95% 6	152
Maintaining local streets and roads	5.88% 9	10.46% 16	9.80% 15	7.84% 12	7.84% 12	8.50% 13	7.19% 11	12.42% 19	7.19% 11	18.30% 28	4.58% 7	153
Improving community engagement	2.63% 4	4.61% 7	5.26% 8	5.26% 8	7.24% 11	9.21% 14	5.26% 8	5.26% 8	12.50% 19	11.84% 18	30.92% 47	152

Q9 How long have you lived in the City of Healdsburg?

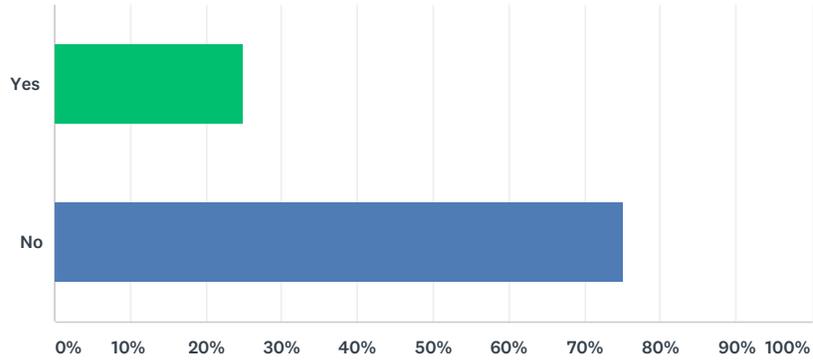
Answered: 162 Skipped: 4



ANSWER CHOICES	RESPONSES	
Less than a year	2.47%	4
1-5 years	26.54%	43
6-10 years	16.05%	26
11-15 years	11.11%	18
16-20 years	11.11%	18
20+ years	32.72%	53
TOTAL		162

Q10 Do you have children under 18 living with you?

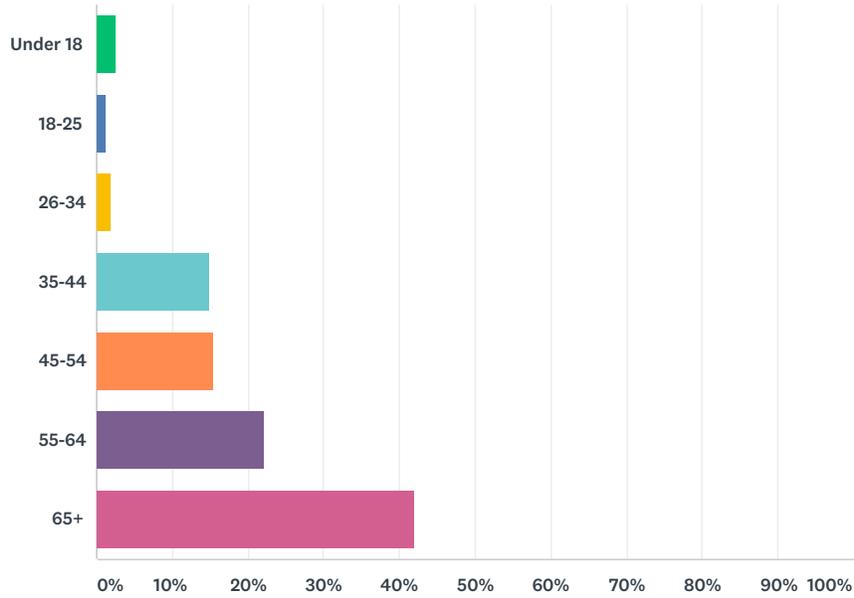
Answered: 161 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	24.84%	40
No	75.16%	121
TOTAL		161

Q11 How old are you?

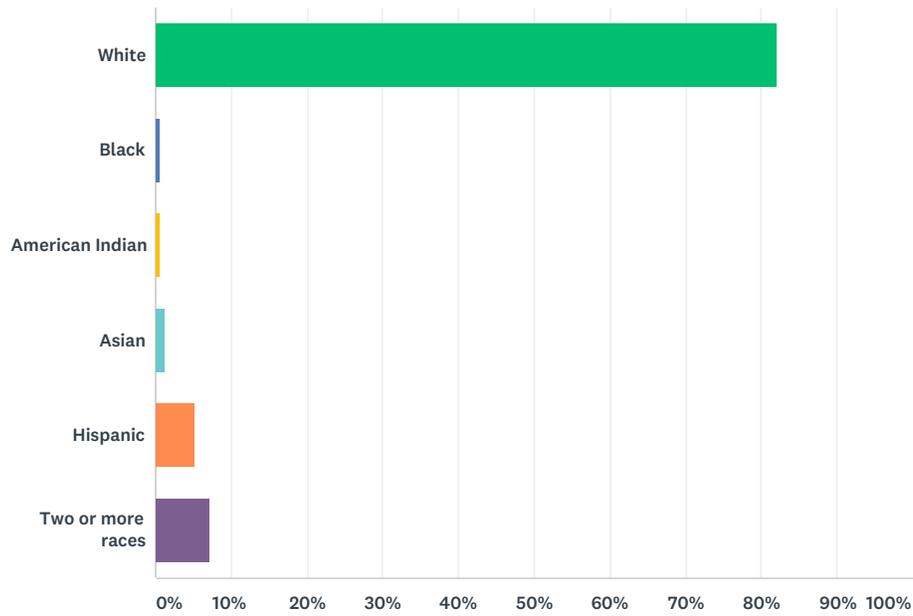
Answered: 162 Skipped: 4



ANSWER CHOICES	RESPONSES	
Under 18	2.47%	4
18-25	1.23%	2
26-34	1.85%	3
35-44	14.81%	24
45-54	15.43%	25
55-64	22.22%	36
65+	41.98%	68
TOTAL		162

Q12 Please indicate your race.

Answered: 156 Skipped: 10

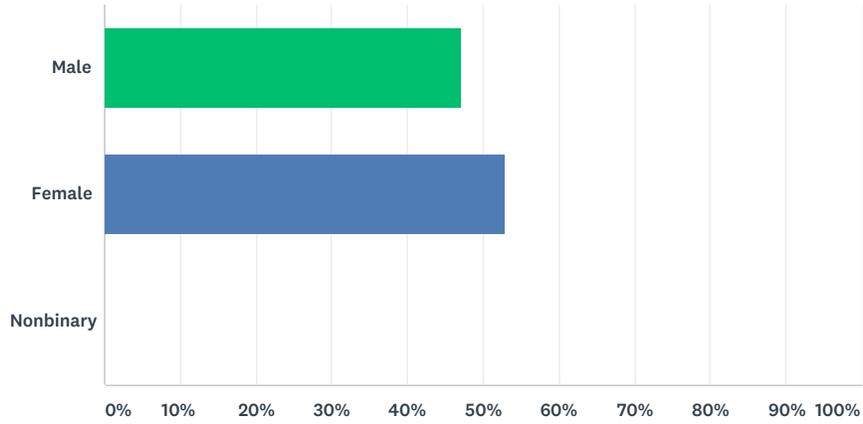


ANSWER CHOICES	RESPONSES	
White	82.05%	128
Black	0.64%	1
American Indian	0.64%	1
Asian	1.28%	2
Hispanic	5.13%	8
Two or more races	7.05%	11
TOTAL		156

#	OTHER (PLEASE SPECIFY)	DATE
1	A shit question	8/23/2019 5:26 PM
2	Human	8/21/2019 11:22 AM
3	Decline to state	8/20/2019 2:33 PM
4	Italian	8/10/2019 4:55 AM
5	ikean	8/10/2019 4:48 AM

Q13 Are you

Answered: 159 Skipped: 7



ANSWER CHOICES	RESPONSES	
Male	47.17%	75
Female	52.83%	84
Nonbinary	0.00%	0
TOTAL		159

Q14 Please share any comments or concerns you would like the City Council to consider.

Answered: 80 Skipped: 86

#	RESPONSES	DATE
1	Leah Gold, if a constituent points out something, perhaps not snapping at them as a reply would give us more confidence that all citizens are being represented, not just a favorite group.	8/29/2019 2:27 PM
2	Help old time locals move back. They ARE Healdsburg	8/29/2019 1:44 PM
3	Employ local design personnel for projects for the city rather than outside consultants (at least designers in Sonoma County) as they probably have a better sense of the community. The roundabout has some design flaws that probably could have been corrected.	8/29/2019 9:48 AM
4	I am extremely concerned that the City Government has put gaining tourist dollars over maintains a small town community environment	8/29/2019 6:45 AM
5	Catering to tourism and tourist-serving entities is counterproductive and short term. Council decisions of 15(?) years ago were well-intentioned but did not imagine what is happening now. Stop allowing COH to be "directed" by commercial interests.	8/26/2019 9:50 AM
6	I recognize that for a good city to prosper, we need the revenue that comes from tourism (hotel bed taxes, sales taxes). Seems a small price to pay to tolerate visitors if we have a good quality city the remainder of the time.	8/25/2019 9:38 AM
7	Consider other avenues for revenue for healdsburg and stop relying on wineries and fancy ass hotels. It's already out of hand and looks like its gonna get worse. Stop wasting money on explaining to older people how thi gs are gonna work in the future (all these "meeting with planning commissioners "). The people that show up are very few.	8/23/2019 5:26 PM
8	Lower middle class families with kids need affordable housing, river access with restrooms, and places for kids to play inside when weather is bad.	8/23/2019 6:33 AM
9	Healdsburg is at its best when it is a crossroad of people and ideas. What makes it wonderful are all of its contradictions. We have polarized and sterilized it of this life giving diversity. late in his life Steinbeck reflected on Carmel as it went through similar change, he wrote, "begun by starving writers and unwanted painters, it is now a community of the well-to-do and the retired. If Carmel's founders should return, they could not afford to live there...They would be instantly picked up as suspicious character and deported over the city line." We should view this as a warning and a call to action. Lets not put image before substance.	8/23/2019 4:00 AM
10	Please help HBG not lose its neighborhoods, schools, and long time residents to second homers and tourists. We have an obligation to keep our town thriving. If the labor force cannot love here (I'm a nurse) the services will eventually disappear. We need sustainability and diversity to thrive. HBG has a long history of community. I feel we are losing it.	8/22/2019 4:18 PM
11	Stay grounded. Please don't let Healdsburg turn into a smaller version of San Francisco.	8/22/2019 3:12 PM
12	I answered question 9 as if I lived within the city limits, which I don't. I live on Fitch Mountain where the City's 173-acre open space preserve is located, where the Healdsburg Fire Department is contracted to provide fire & medical response, where we have our own water district supplied with water purchased from Healdsburg. Many of the stores I shop in and the services I rely on (USPS for example) are located. So I believe my opinions are worthy of consideration as well.	8/22/2019 10:25 AM
13	No more hotels	8/22/2019 8:20 AM
14	Think COMMUNITY first, tourists second. Yes, tourism has an important role, but Healdsburg is a destination because of the community.	8/22/2019 8:14 AM
15	I would like the city council to add inclusion of a cannabis dispensary so that residents could chose local quality affordable medicine without driving to another town. Use the revenue to enhance our schools. Counseling and drug treatment programs.	8/22/2019 6:53 AM
16	Housing is largely supply and demand. If you increase the supply, price pressure will reduce. Variety--mother in law units, should be encouraged. Lift the growth ordinance--that is hurting the availability of affordable housing more than anything.	8/22/2019 6:41 AM
17	Without addressing affordable housing the rest of this survey is useless. Healdsburg is already seeing the effects of what happens to a community where average workers and families cannot afford to live--it destroys local businesses, schools, recreation, and community engagement. I wonder how many people who work for the city, fire, police, library, etc. actually can afford to be residents of the city. The city should consider putting restrictions on home purchases (similar to New Zealand's ban on foreign buyers) to curtail out of control home prices. Otherwise there's nothing preventing Healdsburg from becoming a shell of a city.	8/22/2019 5:21 AM

18	Way too much development is ruining our "small town "	8/21/2019 10:40 PM
19	Don't cave in to developers!! We can't "accommodate" all that want to come. To do so would 'kill the goose that lays the golden egg'!!	8/21/2019 3:49 PM
20	Healdsburg is too tourist-centric. Also, how about more trees on the streets in town for added shade for those of us citizens walking to town? Not to mention helping to keep cool as we warm up....	8/21/2019 2:16 PM
21	The Mill Street and NEAP projects fly in the face of the SDAT recommendations. If the City Council continues to prioritize catering to higher-income tourists over the needs of its own residents and workers, I won't want to live here.	8/21/2019 9:49 AM
22	Develop a comprehensive plan to address the increase in homelessness in Healdsburg.	8/21/2019 12:00 AM
23	Look for comparable communities that have been more innovative in their approaches to everything - economic development, public realm character. Make sure we don't 'over plan' the community. it is a success because of innovative designers working within the community DNA. Don't try stifle design and economic development innovation.	8/20/2019 5:13 PM
24	Please do more to help the unsheltered. They are part of the community and having them live in the bushes and down by the creeks is not good for anyone. The city needs to step up its commitment and do more than give meager dollars to some local non profits or churches. Its not enough and its not working.	8/20/2019 2:33 PM
25	Put 4 way stop signs at all intersections. East street is almost impossible for a person pushing a stroller or a person in a wheel chair to cross that street easily. Also lengthen the crosswalk time at Piper and Healdsburg Ave. not long enough for a person in a wheelchair or a mother/ father w children to get across the street. Also get the poison " Fluoride " out of the water. Somebody is going to be suing the city soon and we don't need that lawsuit. Also residents have a right to have poison free water.	8/20/2019 7:05 AM
26	mandatory solar on new business and city buildings	8/20/2019 5:44 AM
27	Too many drunk tourist walking the streets on the weekends with no regard for traffic lights etc. Locals avoiding downtown on weekends because of tourist. We need to find a balance between locals and tourist. Police do not respond to noise nuisances for vacation rentals. My calls to police for rowdy crowds in my neighborhood at VRBO have been downplayed. The last time I called they told me it was hard to figure out what house the noise is coming from, that's ridiculous. They just don't want to ruffle feathers for the VRBO's	8/20/2019 4:42 AM
28	Railroad park repair & fence??? What's what the update?	8/20/2019 3:29 AM
29	Keep foraging a head doing each day the best you can.	8/20/2019 12:49 AM
30	Please make Healdsburg a fluoride free town. We don't want it in our water anymore. Thank you.	8/19/2019 2:26 PM
31	The residential growth limits are short-sighted and onerous. We need a balanced plan to increase housing for all sectors to help satisfy demand. Retirement communities are needed as is housing for low and moderate income workers.	8/19/2019 12:26 PM
32	transportation is LIMITED!!!! for eg.: need to from smart train at my times than one ride each way/ per day "Sonoma Transit" for elderly/disabled has to be within 3/4 mile from bus station....limiting access The shuttle works week if you want to go places it serves, but does nor in art way serve clients who want to, for example, go out after 4pm!!!! Marin has "Catch a Ride" program for folks elderly or disabled. It which works with taxis and discounts the first \$14 ((or \$18 if low income) or taxi fare. It works at all hours and picks you up from your home.	8/19/2019 9:05 AM
33	More actively support our public schools	8/19/2019 8:45 AM
34	A larger art center with diverse classes and workshops in arts, writing, music, etc, for all ages and residencies for invited artists.	8/19/2019 7:21 AM
35	We need to have a moratorium on new hotels as they drive the demand for low wage jobs that employees cannot afford to live here and focus on a diversified economy that provides employees the salaries such that they can afford to live here and raise a family.	8/19/2019 2:42 AM
36	Please maintain what we have well, (parks, roads, civic buildings and spaces) before adding more to care for	8/19/2019 1:57 AM
37	Healdsburg needs a more diverse economic base and growth that caters to the city's population. With 5G internet soon becoming ubiquitous and self driving cars eliminating much of the local traffic, people will be able to live AND work from anyplace they wish. Healdsburg's location is perfect, but the diversity of options with wish to spend your time at (pups, restaurants, bars, bakeries, etc) needs to vastly grow and improve. Regarding tasting rooms, I can't remember a time any of my friends here in Healdsburg have ever gone to one over the past few years. The ones outside of downtown (Hudson Street Wineries near the bicycle shop as an example) are fine. But when they all congregate together it distorts the rent (since it is simply a write off for a larger conglomerate) and makes putting any other establishment there extremely difficult.	8/17/2019 6:04 AM
38	we need more apartments and rental housing	8/16/2019 10:03 AM

39	Wine production and other high value agriculture and recreation-tourism are unique amenities of North Central Sonoma County that support both rural and urban areas - while also providing environmental benefits. The major city of Santa Rosa provides urban amenities and along with Rohnert Park and Windsor provide urban areas with plentiful housing. Along with the new fast train service, I support more attention to public transportation among Sonoma County cities rather than rapid development and infilling of County land that could destroy the amenities that draw people here in the first place. We do need more public housing for lower income residents but not in the form of high rise - highly urbanized structures.	8/15/2019 10:09 AM
40	We answered as a married couple (1 male, 1 female).	8/14/2019 8:06 AM
41	Several bold affordable housing programs led by city, school districts, hospital district, and Ag, our leading employers; On mixed-use and city-owned zoning purchased with 30- year bonding with first option for another 30 years, for resident workers 1st then commuting workers 2nd. No GMO limits. Let the market-rate housing adapt to real needs. Non-profit agencies to manage strict access and operations.	8/14/2019 6:10 AM
42	I have lived in Healdsburg for only three years but I have lived in Sonoma county most of my life, and I am fearful that the dependence on tourism and the catering to tourism that is happening is widening the income gap and making this town impossible for people who grew up here to afford.	8/13/2019 3:17 PM
43	Stay true to our City's current hospitable nature and historic ties our utilities cost too much. Fix our infrastructure and financial responsibility. No more market rate homes or hotels, and keep the GMO.	8/13/2019 8:09 AM
44	Phase improvements to north Healdsburg Ave to slow down vehicular traffic, provide bike lanes and improve pedestrian crossings.	8/13/2019 6:14 AM
45	I think affordable housing is a regional issue, not everyone can live exactly where they want to live.	8/13/2019 5:54 AM
46	Pickleball courts inside and outside!	8/13/2019 5:33 AM
47	HBG has a \$2mm animal shelter, but no shelter for humans. As much as I love my pet, this is a travesty that needs to be corrected as soon as possible.	8/13/2019 4:45 AM
48	no more hotels! less tourism! slow growth!	8/13/2019 4:12 AM
49	Relentless focus on alternatives for affordable housing in support of those in the service industries.	8/13/2019 3:13 AM
50	Many seniors in the community would like to see another over 55 community + other options to continue to live here as we age. Also a luxury apt complex is lacking...of course we need to increase our density in order to have these things which would also provide more affordable for low and middle income families.	8/13/2019 2:44 AM
51	Please abandon or significantly modify the existing Growth Management Ordinance to permit building more smaller housing units clustered on infill properties.	8/13/2019 2:37 AM
52	Please try to distance yourself from the small, vocal group that attempts to dominate and control council priorities by focusing on a no-growth position on everything. They don't represent the majority of Healdsburgers!	8/13/2019 2:06 AM
53	Better public education and parking for locals that work downtown.	8/13/2019 1:52 AM
54	I think it is great that you are doing this survey and asking locals their opinion	8/13/2019 1:50 AM
55	Please get more affordable housing. Four generations of my family have lived here in Healdsburg and how its looking now, this might be the last.	8/13/2019 1:22 AM
56	We MUST talk about growth and its effects. Bigger is not always better. We've reached our carrying capacity.	8/13/2019 12:10 AM
57	The city really needs to review its building regulations and assess their value/cost proposition and eliminate regulations and procedures to reduce costs and make it easier to invest in homes and businesses. It is really galling to see people put through the ringer when the city has a bloated and highly paid payroll. The city might bring in more taxes per capita than other cities in the County, but that should be a license to staff up. The money would be better spent on priorities like affordable housing or reducing taxes/utility rates to homeowners.	8/12/2019 11:21 PM
58	Affordable housing and sustainable growth. Diverse citizens and economy.	8/12/2019 11:10 PM
59	This Survey is heavily weighted toward the basic services and operations of a municipal system. Prioritizing must be done in parallel to the budgeting process. However, in a crisis or facing (and acknowledging) the need for dramatic shifts in 'business as usual' requires a radical assessment of the weaknesses of the status quo, the possibility of radical change and a careful analysis of the risks. All done with citizen participation.	8/12/2019 3:04 PM

60	For the past 180 years, the strategic plan for Healdsburg has been largely reactionary to outside things like: Mexican Land Grants (Henry Delano Fitch acquired Rancho Sotoyome 48,837 ac in 1841 and 1844 and Jose German Pena acquired Rancho Tzabaco a 15,439 ac Land grand. Pena died at 19 yrs old in 1847 (land-use patterns are still affected today by Pena and Alexander family heritage) Gold 1849 to 1855 Statehood 09.09.1850 Harmon Heald's subdivision in 1857 silver - Comstock Lode 1858 - 1873 Incorporation as a City in 1867 Railroad in 1871 Long depression 1873 - 1879 (and the panic of 1893) earthquake Wednesday, April 18 1906 at 5:12 am WWI (07.28.1914 - 11.11.1918 Prohibition (01.17.1920 - 12.05.1933 Great Depression 1929-1939 WWII (1939 - 1945) Freeway Bypass 11.11.1960 \ begin recover about 2000 Great Recession 2008 - 2009 but local economic recovery waited til - 2013 - Healdsburg's GMO of 30 units per year (lost over 250 potential units not built during this period 2008 -2013) Various IPO cycles including early '80's - Apple, Genentech etc and late '90's (dot com era) and now Uber, Lyft, Pinterest etc. 'Next' is apparent by current demographics and approved plans and current construction and	8/12/2019 2:59 PM
61	Build some market density housing. Have a council that can set the vision and make a plan instead of making knee jerk policy decisions that have unintended consequences.	8/12/2019 1:37 PM
62	I don't feel that the City is transparant. Information is too hard to get and is often incomplete and not publish soon enough. The people need a voice not when its just convenient. We are not listened to. We need to be heard!	8/12/2019 1:32 PM
63	I am very satisfied with city services. I appreciate the tourists because the money they spend brings money to city government and in return I get great services as a city resident. I think public safety is paramount, I think we have an excellent police and fire dept who I will never be against giving more funding to.	8/12/2019 12:36 PM
64	Need to have greater representation of Latino culture and public will.	8/12/2019 11:17 AM
65	Overall Hbg is a pretty good place. We need to keep it that way - a safe place that serves locals as well as welcoming the out-of-towners.	8/12/2019 10:53 AM
66	Affordable housing for tourist oriented jobs in Healdsburg is very difficult. It should not replace other top priorities for residents.	8/12/2019 9:18 AM
67	housing for unsheltered people.	8/12/2019 8:48 AM
68	We must balance the needs of new and long-time residents. The long-time residents helped create the community that we all love so let's ensure their voices are heard and listened to.	8/12/2019 8:47 AM
69	Love the community and its assets. Need cont enforcing laws and mitigating growth to sustain quality of life. Parks, landscaping are imp only as funds allow. Let's take care of people and even Sr housing.	8/12/2019 7:32 AM
70	Developers should not have an out by paying fees to do away with parking requirements serve their businesses. Too easy to pay the money to the city and the residents have to put up with the parking/traffic issues.	8/12/2019 7:05 AM
71	I am concerned that this survey is not scientifically valid. However, civic leaders use the results as evidence. That's misleading.	8/12/2019 7:03 AM
72	Do not turn into a wealthy person only town!	8/12/2019 5:10 AM
73	Develop city-owned property and dilapidated house at the corner of East and Plaza for affordable housing.	8/12/2019 4:18 AM
74	Meaningful public engagement & discussion with measurable results	8/11/2019 6:33 AM
75	Appreciate seeing council members at farmers market, casual setting chance for conversation, engagement	8/11/2019 2:58 AM
76	1) Vote no on futher hotel projects. 2) Transparency of city government. Let us know what is going on. 3) Require the hospitality industry to build housing for it's low wage workers. Otherwise we are subsidizing this industry. 4) Realize that it is not feasible for everyone who may want to live in Healdsburg to live here, and that's ok. 5) When making decisions consider residents and not just tourist.	8/10/2019 5:35 AM
77	please do MORE events for the kids of Healdsburg. kids are VERY VERY VERY bored thank you	8/10/2019 4:48 AM
78	Try to keep future decisions with priorities toward middle class citizens rather than the wealthy second-homers, etc.	8/10/2019 4:00 AM
79	We moved here for the quiet. In 20 years, it seems that Hlbd is the Carmel of the North. Tourism is good business but the locals keep this town alive.	8/10/2019 3:19 AM
80	Giving Healdsburg Hotels the green light to built all the overpriced hotel rooms downtown with non-union labor.....then there is the round a bout that went to the lowest bidder and then you had to live with a bad contractor!	8/10/2019 1:45 AM