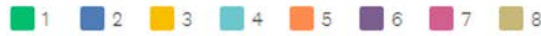


City Council scheduled two special sessions to consider the topic of economic development – March 1st and March 16th, 2021. Following the first session, an on-line community survey was circulated to gather public input on economic development activities, gather information about housing and employment, as well as to gauge community sentiment about the direction and future of Fort Bragg. Public feedback is crucial to better understand community priorities and opinions as Council develops programs and policies to implement economic development activities.

This survey will be discussed following Paul Garza's presentation the evening of March 16, 2021.

Q1 When considering the City's infrastructure needs, it is challenging to prioritize (we want it all!). Understanding this, please consider the list below and let us know how you would prioritize the conversation to facilitate economic development efforts:

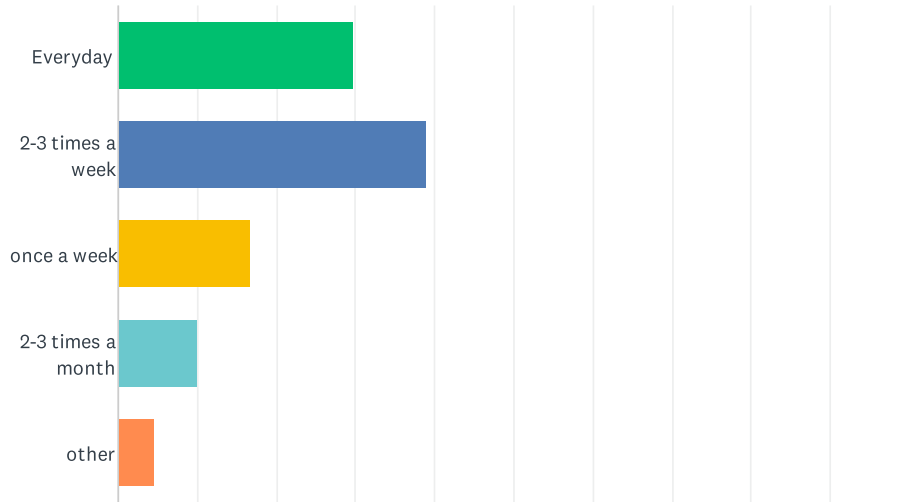
Answered: 371 Skipped: 9



	1	2	3	4	5	6	7	8	TOTAL
Living Wage Jobs	24.11% 81	14.88% 50	13.10% 44	9.52% 32	10.12% 34	6.85% 23	10.12% 34	11.31% 38	336
Broadband	10.75% 33	15.31% 47	13.68% 42	10.75% 33	13.03% 40	11.40% 35	12.70% 39	12.38% 38	307
Green Energy	7.35% 23	14.38% 45	12.14% 38	12.46% 39	14.38% 45	11.18% 35	15.34% 48	12.78% 40	313
Housing	20.83% 70	18.75% 63	13.69% 46	12.50% 42	8.63% 29	10.12% 34	7.14% 24	8.33% 28	336
Roads & Alleys	11.72% 34	8.28% 24	6.90% 20	9.66% 28	14.83% 43	13.79% 40	15.86% 46	18.97% 55	290
Water	11.58% 36	13.50% 42	14.79% 46	17.36% 54	17.36% 54	14.15% 44	5.14% 16	6.11% 19	311
School District	6.54% 20	7.19% 22	13.07% 40	17.32% 53	14.71% 45	17.65% 54	12.75% 39	10.78% 33	306
Hospital	8.76% 29	9.37% 31	16.31% 54	16.62% 55	13.60% 45	12.69% 42	12.08% 40	10.57% 35	331

Q2 The Central Business District (CBD) is the zoning applied to our downtown. This area is identified as the civic, cultural and commercial center of the City. In an effort to support a vibrant and active downtown, the City is considering several programs and incentives. The following set of questions is related to this effort. How often do you visit the CBD?

Answered: 376 Skipped: 4



ANSWER CHOICES	RESPONSES	Count
2-3 time	38.83%	146
Everyday	29.79%	112
once a		
s a week	16.76%	63
2-3 time		
week	10.11%	38
other	4.52%	17
s a mont h		
TOTAL		376

Q3 If you do not visit/shop/dine downtown on a regular basis, why not?

Answered: 143 Skipped: 237

Open-Ended Response
1) I don't eat out much; 2) I don't buy clothing very often; 3) I use the hardware store & office supply store, but I don't need those sorts of items often. I'm just not much of a consumer (I don't buy online much; most of my purchases are made locally). I shop in the CBD for gifts.
2020-2021 - Covid-19 Other times - In their lifetime, one can only stand to peruse a store full of antiques and trinkets a small number of times..
Because there is nothing there for locals and what little bit there is locals can not afford. CBD is a joke....I don't shop for crap I don't need to support a business that caters to tourists. And I don't give "feel good answers" I tell it like it is.
Busy at home
Busy at home
consolidate visits re: travel time from Little River
corona virus
Coronavirus--came up 2-3 times per week before.
Cost and available time.
Covid
COVID
Covid
COVID
COVID
Covid
COVID
Covid
covid
COVID
COVID would like more variety of shops and restaurants
Covid 19. Prior we dined, went to events and shopped regularly.
COVID and depressed quality of buildings
COVID concerns.
COVID has been limiting. We do not go to town when it is filled with tourist ie weekends Fr-Mon
COVID has restricted me going places
Covid restrictions
Covid restrictions - did more in the past
Covid right now, but usually it's because I have mobility issues so don't go unless I need to.
Covid, Otherwise I would go 2-3 times a week.

Open-Ended Response
Covid. Lack of interesting businesses.
Covid. Not a tourist. Got a life to try and patch together. Who has time and money for restaurants?
COVID19
Currently, because of Covid. Outside of Covid, I like the convenience of picking up and eating at home. One irritation that I experience when I do shop or dine downtown is the lack of parking.
Depressing environment, lack of diversity and breadth of businesses,.
Depressing to see so many empty stores
Different restaurants
Don't come to town that often
Downtown is full of knick knack shops, overpriced, and many are closed.
duh COVID
during pandemic, I've been nervous about people in FB not following COVID rules; outside of pandemic times, I try to limit my (~10 mile) driving / gas usage
Expense plus not everything I need is available downtown.
First Friday is great - miss it during COVID.
Franklin st is depressing. There's not enough outdoor dining or picnic spots. It seems deserted except for homeless people. Laurel is cute. I go there all the time.
General attitude of businesspeople complaining about how hard it is to be in business.
High prices
high prices
High prices
Homeless individuals who harass pedestrians. Dog dog feces on sidewalks.
I am not a shopper who cruises to see what is available. I shop for need. Many things I need are specific to me and I don't know if these are available.
I am working from home outside the city. When I go back to working in my office, I was in the CBD 5 days a week. When it is safe again re: covid, I will be back again. Doing all my favorite things.
I come into downtown weekly for the Farmers' Market and occasionally shop at other stores. Otherwise, due to Covid, I avoid eating out or being in congested environments. After we get past COVID, I will likely spend more time at venues like Headlands and Los Gaillitos.
I cook at home mostly. Nursery is out of city/CBD for my gardening supplies. Pet supplies as well. Do not feel the need for new clothes, I go to the thrift stores.
I did before COVID.
I did in the past. I visit the wharf where I can have lunch.
I do
I do as much as possible. I look first locally, the. Inland Mendocino county. Internet is last resort especially Amazon.
I do when we aren't sheltering in place. I visited the CBD every day before Covid. I work there.
I do.
I don't find it appealing, and many stores are too pricey.

Open-Ended Response

I eat there frequently. I do shop there, but not on a regular basis. There is a limited type of retail shopping and the prices are often much higher than I can find in other places.

I know longer live in Fort Bragg but it's a wonderful place and I hope to return at some point.

I live in Albion and don't have occasion to be in Fort bragg daily

I live in Elk

I live in Mendocino and I don't have a lot of money.

I live north of Ten Mile, so try to get everything done in 1 or 2 trips per week

I live off the beaten path and come to town only 2 - 3 time each week. But definitely visit the CBD each time!

I only go for necessities

I shop mostly online. I do have 2 long time stores I do shop at.

I shop, of necessity and regularly, here in the CBD because I live here and do not want to shop online or over the hill if I don't have to do so.

i try to shop there before i go on Amazon

I used to eat out frequently until the plague hit.

I walk and/or volunteer in town everyday, but only shop at grocery stores or the pharmacy because of the pandemic. Before then, the City doesn't really have the products I need/use, so I shop mostly at Costco or on line.

If the FORT BRAGG BAKERY was open to the public, as it SHOULD be, I'd be down there more often. But it's ILLEGALLY closed in the CBD where no wholesale/factories are permitted. You let some crappy megacorp weed biz move onto Main street (the bakery) yet there is NO REAL BAKERY in the CBD

In a normal year I shop and dine a lot down town.

In the CBD most hours of the day. Live and work.

It is a tourist trap, I would like to see more efforts to invite locals down there. Discounts on dining, clothing etc. Community events.

It is turning into a ghost town! Not much left to visit. I went more before COVID.

It's boring

It's full of transients, that can be dangerous. Read the police reports. I've lived here a long time. It doesn't feel safe to walk my dog through town now.

Just not the product or pricing I want

Lack of parking

Lack of things I need.

Lack of time

Lack of time and because of COVID I have stayed away from downtown especially on weekends when it is busier

Lately because of the pandemic.

Limited comfortable community space.

limited options

Live in Mendo

live inland from Elk, covid

live out of town

Open-Ended Response
more selection in bigger cities
N/A
N/A because I do but I would visit more if it had more amenities, like restoring our sidewalk benches, adding additional trash cans, particularly by MTA stops, and additional/better public restrooms (ideally at the NE corner of Franklin & Redwood)
No need
no need
no needs
No parking. Not a good selection of retailers that carry items I need.
No shops meet my needs
Not appealing or interested in much of downtown
not enough selection
not much to do besides Headlands jazz
Nothing but junky stores. Besides, why do I want to be there with a bunch of transients, potheads. I mean, we have an "adult" or rather marijuana bakery on the main drag. How pleasant. That is NOT what I want in the CBD. Nothing but empty, dilapidated stores. Blight.
Nothing enticing and too many empty store fronts
nothing I need, or businesses closed
nothing is open after work and weekends are for tourists
Pandemic has kept me away
Pandemic restrictions - but I can wait!
Pandemic. We used to go twice as much. We will again when we get through it.
parking tickets
Parking, covid, tourists (100% not actually complaining about tourists, I know we need them to survive, but it makes it harder to want to go down town)
Parking, lack of variety of stores or stores that provide essential affordable clothing, products
right now because of covid, before i did most of my dining and shopping there, except for things like underpants which for some reason you can't get in this town.
right now too crowded with visitors
Run down looking and not enough open business
Scary deranged people who come here for handouts
stupid bulbed out crap on franklin cramped out 4 parking spaces. water is so costly retailers pass that cost on to customers. how about a desal plant instead of that stupid @#\$%* pond??
The homeless situation
The outdoor dining is mostly in alleys. It's depressing. Since Sears closed, there is not much useful to buy. The Farmers Market is pretty great.
The pandemic has reduced my time spent in the CBD. Also, all the closed storefronts.
The pandemic.
The restaurants are not open indoors
There are very few places to shop/dine in the CBD.... hence why I do not regularly visit. At this point, it's a snake eating itself.

Open-Ended Response

There is nothing in the CBD for me. It's expensive tourist-related shopping.

There is very little downtown a local person needs or can afford. It's cheaper to go to Ukiah and get what you need at lower prices. There are too many of the same types of dining downtown. And the prices are outrageous.

Time and budget constraints only - I prefer to support local businesses, and try to do honor that as much as possible.

Too expensive

Too expensive.

Too many homeless. Don't want my car broken into.

travel time to and from my house, available options

Twice a week was before the pandemic, now I rarely go but will again.

Unfortunately, people with behavioral health disorders -- alcoholism, tourette syndrome, etc -- detract from what would otherwise be a positive experience, and even ten years ago this was not the case.

Unfriendly clerks their face in a cell phone.

Usually can not find what I need..stores don't carry....to expensive

very limited income and, fortunately, limited needs very elderly, no longer drive

We do very little shopping or dining out apart from going to Harvest and Safeway.

We don't really dine downtown because there are so few restaurants.

We go there very often

We regularly cook at home, and don't often have the need to shop other than grocery, nursery, and hardware. Is Down Home Foods considered CBD? I go there at least weekly.

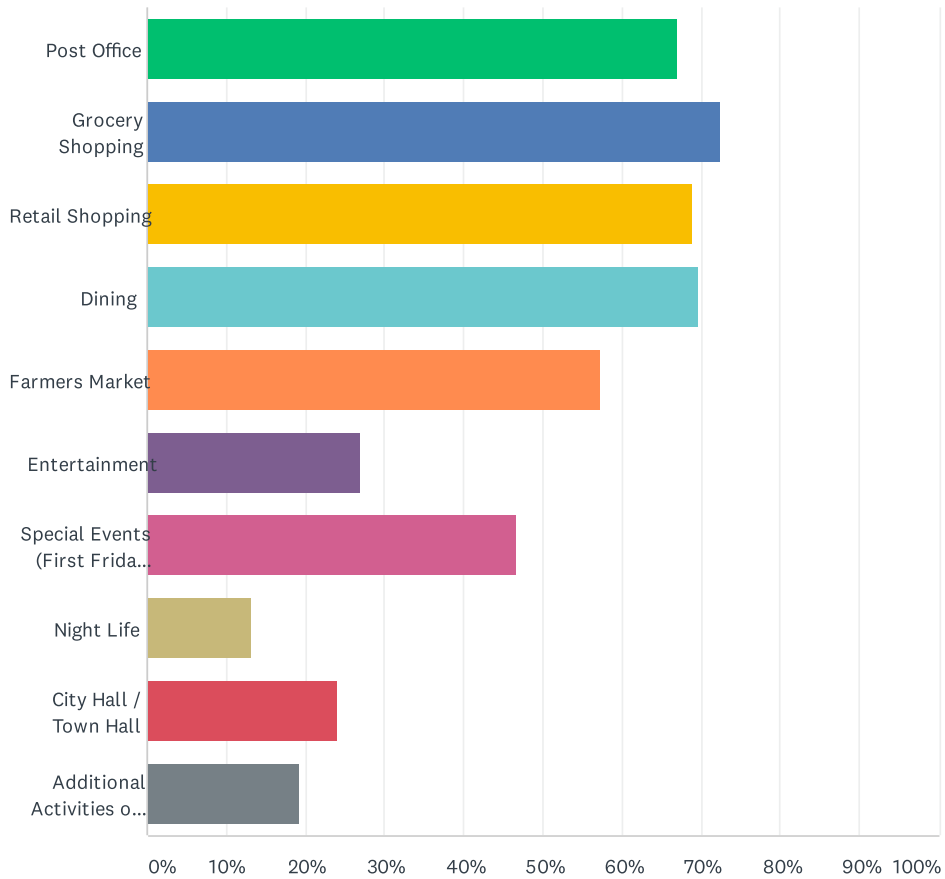
We shop and dine and go here everyday

What I most often need isn't available downtown.

working too much!

Q4 When you visit the CBD, what activities do you generally participate in? (click all that apply)

Answered: 379 Skipped: 1



Economic Development

ANSWER CHOICES	RESPONSES	
Post Office	67.02%	254
Grocery Shopping	72.30%	274
Retail Shopping	68.87%	261
Dining	69.66%	264
Farmers Market	57.26%	217
Entertainment	26.91%	102
Special Events (First Friday, Parades, Car Show, Block Party)	46.70%	177
Night Life	13.19%	50
City Hall / Town Hall	24.01%	91
Additional Activities or Detail	19.26%	73
Total Respondents: 379		

Q4: Additional Activities or Detail (Open Response)
accessing the coastal trail
Activities associated wit arts.
Appointments
arts, music, dance,
Bank; Library
BANKING & BUILDING SUPPLIES
Banking, Mendo Litho
Banking, PG&E, Hardware, Pacific Auto repair, Mechanic, Church, Library, Park
bills paying, banking, i WOULD go out for ENTERTAINMENT, NIGHTLIFE, and SPECIAL EVENTS if we weren't in the time of plague. please ensure those things are REALLY REALLY robust when we're allowed to mingle again!!!
blood drives, and pre-C19 meetings
Business
Buy gasoline. Before Coronavirus, I went regularly to the Farmer's market, and first Friday events, and would do laundry at Lucy's and eat out from time to time. And go to the movies. Now I limit my shopping to Down Home, Purity, FB Feeds, gasoline, banking, and occasionally a hardware store.
Catching up with people, walking around for exercise.
Coffee House
Coffee shop
Credit Union, Access coastal trail
CV Star
CV Starr center
Cycling
Doctors
Dog park, vet, pharmacy
FloBeds (because it's my job)
Gallery openings
gas station, harbor
Hair cut, book store
hardware stores
health care, library, hardware
Historical Archives
I live in a downtown apartment.
I live there
I own a store downtown!
I work at/am a member of Edgewater Gallery
it's Covid - very limited
It's a great experience. Love spending money here. Don't change and get all crazy. Great experience with friends and family. Focus on Broadband Development
jazz at Headlands
Just going for a walk. "Walking meetings" are becoming a thing. Covid safe and you both get exercise.
Kids sports
Library
Library
Library

Question 4: Additional Activities or Detail

library (walk up Laurel)

Library--more places before Covid

Lost coast found!

Museum and skunk train depot

Own business downtown and have to constantly check on property to make sure all is good.

parades

pass through going to Library, Glass Beach, other place to drop off donation

political meetings/ protests

pollinator garden

post office, car repair

Prior to Covid we visited more often for dining, shoppin and entertainment

Purity Market is great. May I ask where this entertainment is? Night life? Really. We do visit City Hall to pay our ever growing water bill even though we don't use more water.

skunk train

Tai chi chih class, C.V. Starr swimming (when available)

There is no life here

There's many other locations available Please remove the farmers market from city streets. They do not honor the start and end of day and have absolutely no business detouring traffic and eliminating customer parking for the legitimate downtown businesses.

Tour out of town guests to CBD.

utilize professional services (medical, legal)

visiting the knyo studio if there is any decent parking.

Walk around. Bring back benches please.

walking around, protests

walking as exercise

walking through

Walks

We clean

Window shop.

work

work

Work

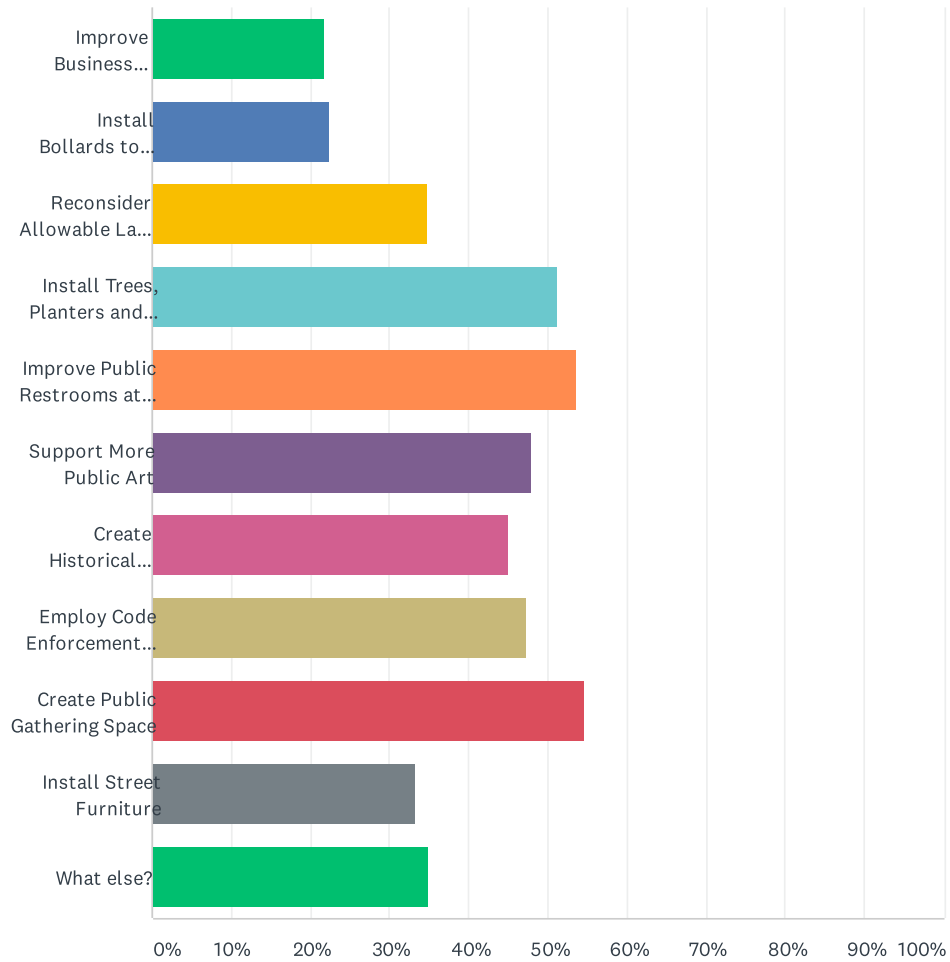
work

Work

You left out the Coastal Trail. PreC-19 we 'hiked' 5 miles 3 days per week; PostC-19: on Sundays only. Many were not wearing masks!

Q5 Below is a list of potential investments the City could make to support the CBD. Please identify efforts that you support (click all that apply):

Answered: 372 Skipped: 8



Economic Development

ANSWER CHOICES	RESPONSES	
Improve Business Directory and Directional Signage	21.77%	81
Install Bollards to Block Vehicular Traffic for Special Events	22.31%	83
Reconsider Allowable Land Uses in the CBD	34.68%	129
Install Trees, Planters and Landscaping	51.34%	191
Improve Public Restrooms at Town Hall	53.49%	199
Support More Public Art	47.85%	178
Create Historical Walking Tour and Mural Walk	44.89%	167
Employ Code Enforcement Actions to Abate Chronic Nuisances	47.31%	176
Create Public Gathering Space	54.57%	203
Install Street Furniture	33.33%	124
What else?	34.95%	130
Total Respondents: 372		

Q5: What else? (Open Response)
Walking tours both live and self-guided on an app. Strong code enforcement to stop the downtown downhill slide. NE corner of Redwood and Franklin would be the perfect public gathering space location. Be sure the city has the wherewithal to maintain whatever you add. Be meticulous about the care of trees and benches and signage right now - maybe people can adopt a tree or bench or volunteer to keep the kiosks from falling apart if the city can't take care of them.
Purchase the lot at Franklin and Redwood and make it a park?
Focus on community (vs tourism)
Events Center
Find a way to balance the parking limit. Not penalize patrons who stay more than 2 hours but help keep local employees and residence from parking CBD ALL day!
Have an active patrol, making sure transients are not actively panhandling, smoking in front of business, entering businesses and causing disturbances.
Do not allow industrial or cannabis manufacturing or processing.
I see downtown as being for visitors and consumers, so whatever they want.
Take a good look at what we already have downtown. Invest in improved maintenance. Invest in pruning and care for the poor trees we already have. Lack of care and maintenance has resulted in junky looking directories and trees that are in desperate need of pruning and improved care. Adding more anything if we can't take care of what we already have doesn't make sense.
Fix empty storefronts
Spots to congregate / drink coffee/ chat / play music foster community.
Create less stringent codes to promote new business ventures
sidewalks accessibility, bike lanes, closing or restricting automobile traffic on Franklin in the CBD
Existing street furniture is used mostly by homeless so not good to install any more. Landscaping requires maintenance and this costs \$\$\$ so not good idea. Reconsidering landuse to what? This category is hard to chime in on.
More kid friendly events and shops
Remove homeless
CV Starr also functioned as a source of public restrooms, one of many reasons I miss it.
homelessness, mental health adn substance abuse clinics!!! these people should not be marginalized. They should be assisted.
please do not make this into a way to enact harsher penalties and discrimination against the homeless
anything that encourages people to come to Fort Bragg
Do you really need a business directory for a handful of businesses? Why pay for Bollards when our current way of blocking the road works just fine. If you have extra money for that, use it for law enforcement. Didn't we used to have "street furniture?" Where is it?
Pedestrian only streets
Help businesses stay in business...
Find and
tax unoccupied buildings and fine owners if the buildings are not kept up. Franklin is an eyesore.
Confront Absentee Landowners in Court and charge them under Blight Ordinance
make it friendly

on franklin between laurel and redwoodst., provide better signage or digital kiosk for public parking
Live music and musicians, street theatre/performance.
Improve utilization of parking spaces by clearly lining the spaces + increasing utilization of the Skunk rail line by restoring it's connetion with Willits & Highway 101 traffic.
more car-free streets all the time, porpus paving, use planters as bollards, make it legal to catch and save rain on roofs
Website content - history, tour and local shop maps, advertise the website
Prohibit franchise businesses
bike friendly road design and traffic controls
Make Franklin and Main Street one way in opposite directions
Empty store front tax.
Block chain stores
Make it more bike friendly
Broadband for the City
Lighting for evening maybe grant opportunities for businesses to improve exterior cosmetics
Re: street furniture, there were benches that were taken out, per the request of business owners. One of those was in front of the relocated pastry shop to Laurel. Covid hit and they started opening only four hours on Saturday. No bench 24/7 for the public after that. As a multi-decade resident of Ft. Bragg, I find the removal of downtown benches as unwelcoming and unfriendly toward locals AND visitors. This may be where more code enforcement belongs, or a program that actually enrolls all people living in town, people with homes and people without homes, to want to care for the street furniture and town in general.
Zonred and metered parking
All the above things are a great way to make the CBD more attractive. I am a small business owner in the CBD.
Think intelligently about inviting new businesses in the CBD or make it easier for locals to open businesses. If there are no CBD shops, what's the point of signage. If you have a vibrant, diverse shopping area, you WANT visitors to walk all around town - omit signage in the CBD. A map is great. Posters announcing special event are also effective.,
Benches at the Post Office, and all over town. More public restrooms, Free, and open air buses for around town, employ people to help curb appeal of businesses unable to pick up trash and do landscape, employ citizens for gigs cleaning streets and landscaping, more free eith food events at the oarks for citizens, games and challenges between businesses to build appreciation and support.
Mainly trees
More parking. The red brick walkways at intersections took away 4 parking places each.
Clean up vacant lots
Bicycle lanes, bike racks
Block at least one street for pedestrians only, with semi-permanent tents for vendors and outdoor dining.
Community Events!!!
Focus of bike transportation
Friendlier shop keepers not uppity shits on their phones when you enter a store or them that arent masked yes that's still happening.

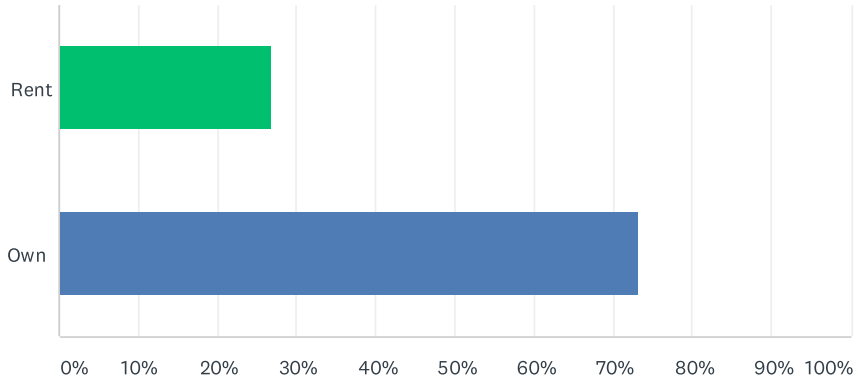
Helping rehab buildings, so they can be safely rented. Do Not allow any industrial cannabis use., only dispensaries. Keep it brick and mortar, do not allow it to be used as industrial. And no formula stores like Dollar General. That is why we live here, because those stores do not belong here.
Make Laurel st a no traffic zone
The empty lot at no Franklin and redwood should be developed as a small botanical park. We have the people to do it as a community service.
Local enjoyment of what we've worked so hard for should not be continuously affected by miscreants
Enact vacancy tax on commercial properties vacant more than 2 years.
Change the name of the town.
Reduce lanes on 1 to create a pedestrian friendly feeling
change the town's name - Bragg is a historical disgrace, why keep it?
At least 25/25 broadband access nodes throughout CBD
Promote/encourage our architectural historic aesthetic.
The city and police need to support the business owners about people wandering around with no purpose causing trouble.
Entice businesses to open and landlords to rent out their empty storefronts
Limit number of second hand stores
force the shuttered businesses to rent their spaces or be fined. And that ugly empty corner at Franklin and Redwood made into a park/garden/parking lot rather than an pathetic eyesore
actively promote and create spaces for getting around by bike.
Safer at night with lighting
Add more bathrooms available to the public
Improve sidewalks, and not rely on the merchants to remove weeds and debris from gutters and sidewalks.
Solar panels on all buildings
Local art center in the CBD. For events and use.
these are windo dressings, prices within stores don't compete with on-line.
Try to fill empty stores
Programs to encourage development of visitor serving businesses.
Consider measures to discourage landlords from letting buildings go empty
Convert empty lot at Franklin & redwood into pocket park with restrooms and event gazebo
Instead of code enforcement of "nuisances" which is code for homeless people, create an additional homeless shelter to support this struggling segment of our society, they are not nuisances, poverty is a nuisance.
From my no 1 infrastructure: affordable broadband, which will help bring business to the CBC (increase allowable uses on Franklin)
Green Spaces with benches
Help rehab the old buildings on Franklin. Tax Break?
Picnic tables at Redwood and Franklin!! People could get takeout and have a picnic. More food trucks. Like 4 more.

Property owners should be held accountable for not upkeeping buildings in the heart of downtown. Their rents are too high, driving businesses out, leaving shop fronts vacant and dilapidated. There should be some code requirements to at the very least, keep the fronts looking attractive. The constant presence of homeless in the heart of downtown is unattractive to tourists. Those few blocks should be pristine, inviting and safe for our necessary visitors who want to spend money here!
institute more business friendly policies
interactive walls around the town, families could walk around with thier kids and children would have places they can stop and play like music walls- circus mirros, a huge redwood burl repurposed into a climbing structure for kids- of you want more ideas contact me! alexandracorzano@gmail.com
Create pedestrian only space to allow for outdoor cafe/restaurant seating
remove "help" to homeless from downtown. and provide assistance as necessary east out hwy 20 or south ossetia town where impact on downtown atmosphere is minimized.
A NICE PLAZA WOULD BE GREAT
We need a permanent open air marketplace besides the street.
Matching grants for mural programs, facade grants, assistance to galleries and musicians. Creative planning to eliminate store vaca
Force owners of derelict buildings to improve or sell their property.
Fix deteriorating streets. Remove traffic bottlenecks (Main St. at Laurel). Add parking west of Main street.
Ordinance to encourage property owners to care for their buildings
Help merchants not have to constantly patrol there property and get a little more help with transients hanging out that discourages shoppers, and people wanting to enjoy the walking area of the downtown, bring back the benches, they are not only for a select few to distroy for the rest of the community, there were community members that worked years to try and improve the downtown, and try to make it walking friendly.
better parking rules in the neighborhoods; apartment owners aren't providing enough for their tenants, who're then forced to take up 'street' spaces. it's almost as bad as in the bay area...
FB is a Bee City - how about landscaping with native pollinator plants? Please focus on appropriate trees and plants - native, drought tolerant, pollinator friendly
more bicycle parking areas, encourage living wage job businesses opening
Attract other businesses for a variety of products, not just tourist junk.
Require landlords to update their buildings so it looks like an appealing area to visitors as well as prospective tenants
Add additional parking options.
Tax on long term vacant storefronts.
Enforce traffic laws
Until downtown gets cleaned up there is no way to improve it. Whatever you do will simply turn into a garbage pit.
Bring businesses, attractions and events to Fort Bragg to attract revenue, jobs and positive cultural aspects. Create opportunities for building owners to improve & maintain structures. Create incentives for property owners to improve properties & facilities.
Stewart and West Street, pine her and bush streets as well as the alleys between them all resemble the surface of the moon terrain. Pavement and aggregate?

Start enforcing fines on slum lord empty storefronts and make a considerable effort to connect a walking loop with more signage around Downtown and CBD
Regular community events
Code enforcement is key. Without it, most I would uncheck 1/2 of the above. Ex) street furniture turns into street beds.
Reinstate a public safety presence in the downtown with routine foot patrol to discourage disruptive behavior.
support retail
Keep the variety of shops going. Help those who are struggling to stay open.
Programs that penalize or offer incentives for leaving storefronts empty
Stop making excuses for harrasing members of our community. Norville FBPD Sheriff.
funding for ADA and Fire Safety; eliminate blight.
levy special tax on storefronts that are vacant for 1 year+
Affordable shopping for locals, not just expensive tourist related items.
create mixed use zoning - commercial and residential
Discourage chain stores
We already have a historical walk; just needs to be publicized.
Create space for outdoor concerts and movies.
Investment stimulus for new businesses to occupy vacant storefronts.
More Franklin street activities , dog feces cleanup and fines for not, our city should shine
ease regulations to allow more food vending curbside and sidewalks
Maintain lighting, sidewalks, streets, trees.
I don't think these will help business. Create incentives to open a business.
consider ballards to realign farmers marker to laurel to free up franklin street. please no more loss of parking.
Encourage landlords to make rent affordable for businesses.
lower rents
Put money towards code enforcement. BECOME BUSINESS FRIENDLY!!!!!!!!!!!!

Q6 Housing matters to economic development. Creating more housing for our community is a top priority for City Council and the following list of questions will help inform discussions pertaining to housing: Do you rent or own your home?

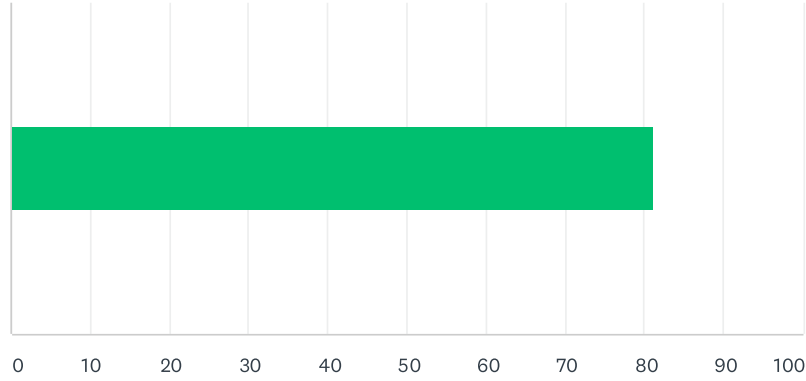
Answered: 371 Skipped: 9



ANSWER CHOICES	RESPONSES
Rent	26.68% 99
Own	73.32% 272
TOTAL	371

Q7 When considering the location, condition, monthly rent/mortgage, and the amount of space your home offers, how do you generally rate your living situation?

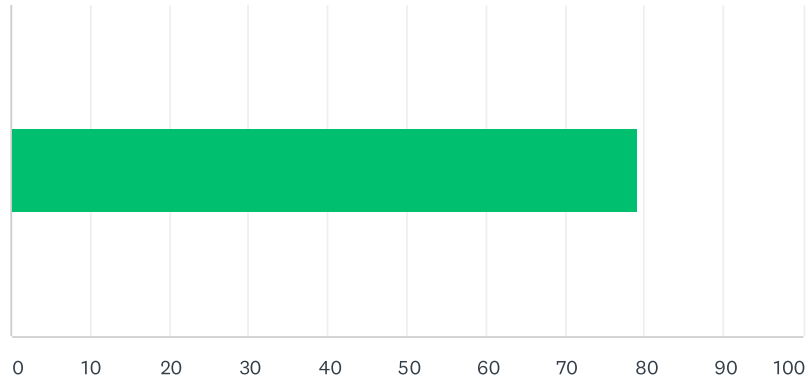
Answered: 374 Skipped: 6



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	81	30,334	374
Total Respondents: 374			

Q8 How would you rate the security of your current living situation?

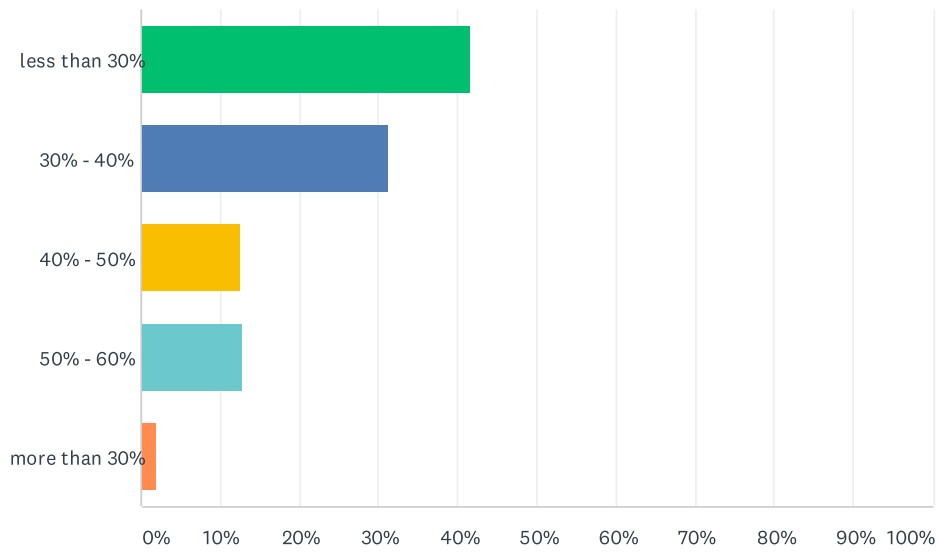
Answered: 373 Skipped: 7



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	79	29,515	373
Total Respondents: 373			

Q9 What percentage of your monthly take home income is spent on housing?

Answered: 360 Skipped: 20



ANSWER CHOICES	RESPONSES	
less than 30%	41.67%	150
30% - 40%	31.11%	112
40% - 50%	12.50%	45
50% - 60%	12.78%	46
more than 30%	1.94%	7
TOTAL		360

Q10 Is there anything else about your living situation that would be helpful to share?

Answered: 142 Skipped: 238

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)
City limits runs down the middle of street I call sheriff neighbors call police...not always sheriff available ..i have city water but septic system
There is a severe shortage of affordable housing for medium and low income workers. Variety as well. Not everyone wants to live in an apartment in town.
Lots of break ins. I live in downtown.
We were very fortunate to know the seller otherwise we would never be able to own a home here
We are in a habitat for humanity home! It's a great opportunity for families but land here needs to cost less for them to buy more property to build more homes!
I have a good landlord- not everyone does. We also need more senior and reasonably priced housing
It's nearly impossible to find housing that is affordable and well kept. If you are single forget finding anything but a room in a shared housing situation.
Most likely movenout of area after living here my whole life since I make too much for low income & too little for affordable rent.
not mine, but in general, there is not enough housing/rentals for working class/young families!
Homeless downtown are really a letdown to our small community. I feel for people yet also want the alcohol and drugs to not be on my street corner in plain view.
Traffic control. Widening of the street
Please address the transients wandering the streets, screaming at nobody, leaving trash, trying to sleep in our yards, going through our trash, stealing stuff from our yards.
My rent is 200 less than my income on ssi.
I don't live in the City.
I live outside of Fort Bragg, but FB is my #1 destination for shopping and services
I don't live in Fort Bragg.
Need to enforce unregistered car laws
The rental opportunities in FB are slim, so we are grateful to have found an affordable 3BR home near the Starr center through the rental management company.
alley house renters blocking home owners/renters on street parking
I don't currently live within the CBD but if I could find an affordable option I would consider moving to town.
I am fortunate to have lived here many years and can afford to live fairly comfortably. (Property taxes are the exception.)

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)

POST SIGNAGE in specific areas to help dissuade overnight camping/people sleeping in their vehicles as they pass through town (not a reference to the homeless population problem). Enforce violation of people avoiding the TOTT and overnight camping/sleeping in residential neighborhoods. Property tax payments for neighborhood residents should bring a measure of safety to neighborhoods, preventing strangers, not known or registered, from staying overnight where they can do damage or cause problems with impunity -- leave human and pet waste, dump garbage, case the neighborhood for possible return to do harm...??? My home is isolated from immediate houses with permanent residents and I try to watch these houses to make sure unknown people do not trespass. I am also isolated from neighborly help if my home is invaded. I rely on the police to move along those who would park nearby to camp/sleep in their vehicles overnight (rather than spend \$\$\$ to get a hotel room). This occurrence happens A LOT, especially during high tourist season. If some SIGNAGE were POSTED, I believe it would help dissuade some of the strangers who park around my home's fairly isolated location. This has been and continues to be an ongoing problem for me at the corner of Spruce and West streets. And I realize it is also a nuisance to the police. SIGNAGE would lessen the problem.

no more than 30% or LESS of a persons income should be spent on rent. All of the vacation rentals need to be CAPPED! There are so many million dollar homes that stand empty!! When responsible capable, skilled land managers could be living in and care taking.

I live in primitive rustic housing down in Albion, and hope to improve it when I can afford to.

i am privileged, have generational wealth, am white, married and live with an elder parent. without these factors i NEVER could have afforded a home here, not just to buy, but even to rent. not on the wages this town offers.

it is a rental from family, so below market

Our home is paid off but we live outside the City limits

I am retired, therefore, my income is limited.

Yes a policy that is favorable to locals fir affordable housing. Otherwise, Fort Bragg will only be a tourist attraction for the rich.

I got very lucky and was only able to purchase my property through an owner financed deal. When I was renting it was a nightmare trying to find housing.

Love all of the beautiful gardens. Also, every house is different which makes it fun to walk around the town.

Live outside the city

Beautiful surroundings.

I don't live in Fort Bragg- live in Little River

Enforce Legal Housing Unit codes and Residential Zoning codes to prevent ongoing violations. Take complaints seriously; manage the City as codes require.

My 1-bedroom apartment is only affordable because I'm sharing with a partner. If I rented this space alone, it would cost me two-thirds of my income.

i don't live in FB

I have a reverse mortgage. We have a mutual private water company.

My adult children have moved home during pandemic without work. Later, I would consider renting a room if I felt it was secure.

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)
Very nonstandard. Won't work for most.
Do not live in CBD
I'm retired and don't owe on my home
We have an unusual and really lucky (for us) situation that resulted from someone else's financial misfortune.
home not in city limits
Im fortunate to have a house. Would not be able to rent or buy here now. COVID has made housing prices go through the roof, which is not good for the workforce or development.
I do not live in the city of Fort Bragg
rent keeps going up while income keeps going down, there are no truly affordable rentals in the area> when you find one you can barely squeak by to afford--then they raise the rent every year or so.
Looking to buy in Fort Bragg. so expensive. Can no longer live in the country.
So many seniors and subsidized citizens live here, it has become challenging to find people to care for us. Plumbers, medical practitioners , repair persons, etc. We have lots of available jobs, but market rate housing near impossible to find. Enough subsidized housing, encourage development for professionals.
My house needs a lot of work and I don't have the money to upgrade as needed. On a different note, what concerns me in my neighborhood (lived here 32 years) are the racing cars and motor cycles that create noise nuisance on a daily basis, as well as people sitting in their idling cars all over town. I would love to see a citywide campaign to educate people about not only the pollution from cars idling (as people walk by) but how that pollution effects us all, especially in this time of Covid. There is SO much information about how these spewing exhaust particles are effecting us all. Thanks for this box to express myself in here.
Would LOVE to stay here - in a house not an apartment
I live just outside of city limits
Property taxes are high and add to financial burden of housing
Affordable
Parking is a ridiculous. The city could make money and remove transients by zoneng and metering parking...
Lived in Cleone 36 years
Substandard housing is common; but at least I have a tin roof. Propane is exorbitant but indispensable The number of second, granny or RV units invites too many persons per lot
Opinions may vary, but I work in Fort Bragg but live in a development in Mendocino. I will say that there have been times when I've walked (for work assignments or pleasure) in some neighborhoods where I haven't felt comfortable or safe - during the day. My day ends in mid-afternoon and certainly wouldn't walk some of these areas at night. With the ghost-town-like feeling on Franklin Street, it would not be a place that I would also not walk alone or as a couple at night.
Code enforcement is non-existent. Street surfaces seem to break down very quickly.
We live north of Ten Mile, not in town.
I live near the Caspar RV park. The smoke from bonfires and campfires makes the air quality at the coast very poor.
We had to get a trailer

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)

It has become too desirable to make single family houses like ours vacation rentals, with a subsequent scarcity of long term rentals. This in turn adds to the difficulty in attracting much needed professional workers, particularly in the medical field, to the coast. This problem pertains to the entire coastal region rather than FB, but affects us all. Vacation rental homes all along the coast should be heavily taxed. We have plenty of BNB's and hotels to meet the needs of visitors.

We are very lucky.

I just want to enjoy life and give back to the community

I have a government job making a reasonable wage, and a partner who works in the private industry also making a reasonable wage. We have no kids, no debt, and are frugal. We STILL can't afford to buy a house because it is impossible for us to compete with Bay Area salaries and corporations bidding on investment/Covid-19 properties. God forbid our landlord decides to sell, or we'll be out on the street like so many other hard-working honest people who's landlords saw \$\$\$ during the pandemic, and now beyond. The supply of rentals is also impossible to compete in, even if I pay MORE than half of my paycheck. Unchecked capitalism is causing extreme and rapid gentrification, displacing the existing community-oriented genuine hard-working folks so rich city people can have multiple homes or vacation rentals that stay empty most of the year and eradicate long-term housing opportunities for community members, or have their idyllic little Instagram homestead; these people are at worst vultures preying on small towns, and at best clueless that their actions affect others. We need government interventions that acknowledge market free-for-all has no place in how a basic need (shelter) is allocated. We need government programs that favor long-term community members over outsiders and their money.

Noise abatement from traffic is an issue....speeding in residential areas and seemingly unruffled motorized bicycles.

No mortgage, own my home, property taxes are a burden (purchased recently) on a small retirement income but over-all content and secure

There is nothing available. currently MLS has 4 houses in city limits. All above 490k. Unattainable since most realtors have lists of buyers with cash, and they overbid by up to 50k, locals have little chance of not ending up living in a multigenerational household. More workforce, not low income (HUD) housing please. There is no incentive to leave low income housing, and many from Laytonville and Lake county have moved to coast for HUD housing, making it harder for locals.

If I didn't have to worry about \$%!@#s harming my child or property I'd be very happy

I'm very lucky, am retired & living on social security

teen children

I have lived here for 25 years. I could not afford to move here today.

I live in the house I grew up in. I could not afford to buy a home locally if I hadn't inherited it from my family.

For all of us I see the increasing water shortage as hugely significant.

There are code violations being broken in the neighborhood about housing and business.

Less than 30% only because my home paid off. Most people don't have that opportunity, and housing is extremely expensive and limited compared to the wages available to the majority of people on the coast.

Great to be close to downtown and to the ocean.

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)
Need housing for elderly desperately PLEASE!
Two of my adult children live with me.
There is lots of noise pollution with zooming cars and motorcycles doing exhibition of speed that disturbs the peace. It is also dangerous to the public. Loud music is played by cars during the day and even in the middle of the night, too.
I live in low income senior housing, so unlike many tenants, I can afford the rent.
not insulated and only expensive floor heating, it's cold in winter
Was able to buy home only because. The landlord was willing to owner finance. Any other situation would not of worked. Prices being high and very limited housing on market.
My answers to 7 and 8 are "considering that I live in an incredibly expensive part of the country." My house is an absolute shack in most real estate markets, but here I'm just happy to have something.
We live in Little River and own our home outright.
we are very blessed, our land/house is paid off. I work with families that are not so fortunate. Most of my clients struggle to keep a living situation for themselves/kids.
I feel so fortunate to have been able to buy my home 30 years ago when it was far more affordable than it is now. Even though I make a good living, I'd find it very difficult to buy a house now.
It is an alley unit
Need internet and cell service!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
I live in a RV because there is no affordable housing.
Competition from San Franciscans fleeing the pandemic is pushing long time residents out as houses are sold out from under them. Crappy low income housing is not going to help. We need higher wage jobs for locals, not minimum wage.
I think the last option on #9 is supposed to be more than 60% (that's my answer, anyway).
I live in the Mendocino area but primarily utilize Fort Bragg's CBD
close to retirement. Increase in number of individuals who clearly appear to be "homeless" by choice appears to be on the rise. Petty vandalism and theft have increased over the past 5 years.
As a local business owner, I am sincerely invested in my community, however, home ownership seems to be further and further from my grasp which has me reconsidering how committed to this community I can be in the long term.
Living on Sanderson near the school doesn't feel as safe as it should be. We need speed bumps on east oak and Sanderson. Big trucks speed past children on bikes and someone is going to get killed. Ridiculously loud vehicles speed up and down the street all day and night often setting off car alarms. We need to enforce a noise ordinance. Having super loud exhaust is a strange trend that seems popular in Fort Bragg. There also needs to be a stop sign at McPherson and Redwood. I regularly witness close calls with both pedestrians and vehicles. It has recently become an extremely busy intersection.
Mortgage is paid off. Property taxes and maintenance are the expenses we have.

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)

My personal living situation is very good but I find the following to be unfortunate. First of all, we need to provide for the homeless, especially bathroom facilities. In addition, the town looks run down. The chain stores especially look awful! They don't maintain their landscaping and the parking lots in front of the stores along the main road into town are depressing to see. Obviously educational opportunities is a big deal and health care are top priorities. But since tourism is what we depend upon, a visual up grade is in order.

RE taxes paid for hospital, fire districts, school and colleges bonds add to retirees, or near retirees expenses, and taxes annual increases push retirement further into the future.

Better speed enforcement on residential city streets. Improved alleys so we would be encouraged to add second housing units where permitted. Simplified/cheaper permitting process.

underground utility lines would greatly enhance the view, resale value and attractiveness.

NO

Parking and sidewalks.

traffic on our residential street goes too fast

Wish that more property owners cleaned up there property and improve the looks of the whole town, respect there property and the property around your neighborhood. Clean the gutters out of weeds and sidewalks so people can walk down them.

i sold a family home in the silicon valley to purchase my pad on S. McPherson with cash. i'm seven years away from Social Security benefits, and planned on getting a job when i settled here. then the plague came to town; so while my house is PAID, the taxes are a huge chunk of change from my now ONLY available money and i'm really afraid to part with it (so now they're delinquent)

We live in a senior manufactured home park (Ocean Lake Park)- high density, affordable, and safe. Originally had HUD funding which might explain why are the rent is not astronomical. Manufactured homes can be 'green', economical, durable, and beautiful. We can do better than the often demonized 'trailer park'.

Need more sidewalks - along Rt 1/Main Street from Airport Rd to town.

Water bill is outrageously high.

Very disappointed with the apparent focus on cannabis businesses, manufacturing/processing, less on our safety issues, crime and a wholesome safe community with affordable retail for clothing and other essentials.

Homeowners and renters alike appreciate maintained and kept-up residences. There seems to be no incentives, programs or requirements to encourage these stakeholders to do their part. Could the town reach out to empty land lot owners to encourage the sale of their properties, or assist in ways to have more housing built on these empty town lots?

Better public or private (taxi, Uber) service for outside city limits dwellers would increase access to downtown.

The worst abatement violation I've ever seen is my next-door neighbor at 549 West St. infested with rodents, overgrown vegetation is destroying thousands of dollars of my property, fences. Appreciating the value of neighboring homes. Reported it years ago. May need the city to replace 150 feet of redwood fence for me

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)
Renters get stuck with high energy bills! Drafty windows, poor insulation. Give a landlord incentives to upgrade their rentals to energy efficiency improvements and appliances! Go solar! We are at the whim of landlords - we need rent control and code enforcement!
I live with family because i can't afford my own home and i am a teacher earning a good salary
Everyone should be encouraged to grow a food garden. Wood burning (stoves, burns) should be eliminated or cut back as much as possible for those who have respiratory ailments; asthma. Solar panels on all new housing. :)
Wih utilities 71%++ for housing. With cat + bus, drive debt svc., drive car 500 miles/yr = no \$ for food, clothing, i'net, shoes, tv, hair cut, health, dental, eat out ++
I rent an ADU on my property. Because it was there when we bought our home most of the rent (less taxes) goes to our mortgage.
These questions,are none if your business. Regarding CBD housing, rents are equal to bay area towns, yet the council and planning concils are only interested in bringing in corporations that will only only hire 3to4 part time minimum wage jobs and not pay taxes into the community.
I feel my my cost of rent is a local anomaly; if I had to leave my current situation then I am certain that my cost to rent would double for similar size if could even find one.
I live in very nice multi family senior housing. I would have liked to live in a house but that is unaffordable for me.
I live in an age-restricted manufactured home community with a clubhouse, pool, community water system and community septic system
Others need chance to own housing. Rental housing and big landlords are hurting the town
I am outside the city limits.
It's wonderful to have a garden
Income spent on housing excludes upkeep and improvements. I spend between \$2,000 and \$4,000 on maintenance, upkeep and improvements.
Way way to many street people for visitors to feel safe. Living here, we just get use to it, but visitors are WTH!!'
Retired people like me should be incentivized to help with shortfalls in housing. Reduced fees would be especially helpful in order to add second units or even purchase units to rent
Zoned High Density Residential
Streamlining housing development and helping developers and not hindering efforts to help with investment in our community. Consider your staff choices.
It is a single home split into two units; privacy is not great as the thin walls allow all sounds easily heard between units. Large yard which is not utilized.
i will not buy a home in city limits because water billing is gross theft of the people.
live out of town, but in 95437
nope
Cost too high but could not find suitable housing to rent so forced to purchase a home leaving us mortgage poor.
One of the reasons I ended up purchasing a home was because of how high the rent was in the rentals we lived in here.

Q10: Is there anything else about your living situation that would be helpful to share? (Open Response)

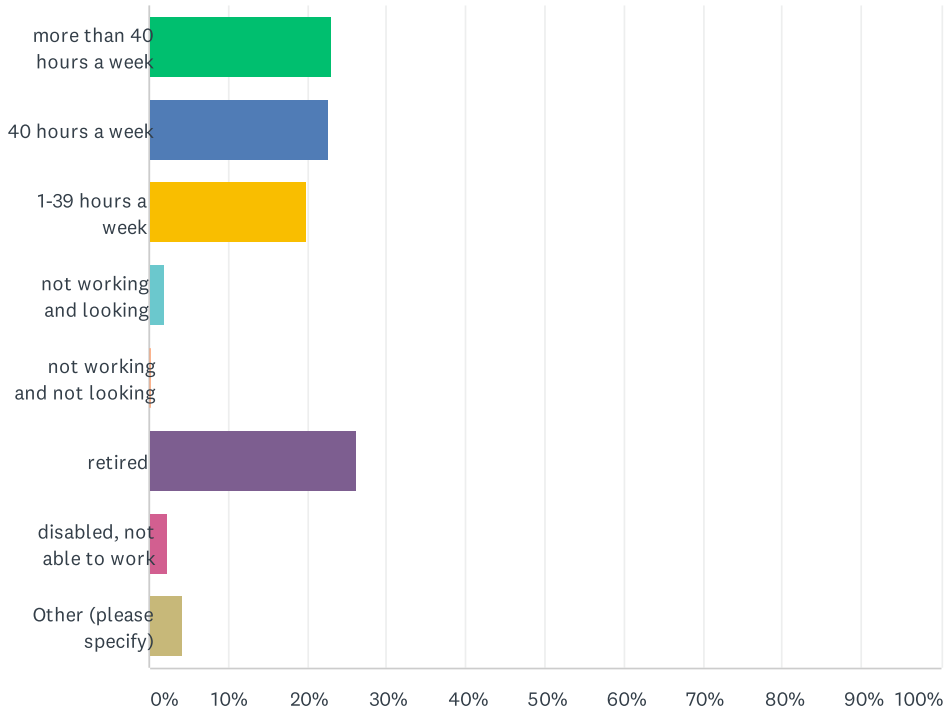
First it took over five years, with one of the most stable jobs in the area, and help of living with the in-laws on the mortgage to afford the house. EVEN WITH perfect credit. The house found needs ALOT of work. There is a rental that was fixed up that allowed us to financially make it work, but it has made us financially unstable, living paycheck to paycheck, with no savings. Currently refinancing to lower payment. When done it will only take it down to 37% of monthly income for housing. To be really stable, it should be under 30%. With the rental, you add costs so the current situation is probably right at 60%. One must cover themselves to cover risk of bad tenants. CA is NOT landlord friendly at all. Especially now with COVID allowing folks to basically live free. It does not allow landlords to not pay on their mortgages. Nothing is free in life. PLUS, the housing market will take a dive with all the forbearances, once lifted. It will cause a housing glut. Interest rates will skyrocket. No one will be able to sell their house and no one will be able to buy. If they can, they will certainly be buying a heck of alot less house for their money due to the higher interest rates coming up in the near future. Plus the Biden administration, closing the pipeline, will cause ripple effects for tourism. No one will be able to afford to fly/drive here due to cost of gasoline. Cost of goods/groceries will also drastically increase.

Cost of living is extremely high in the area and does not level with the income average as per city/county/state.

It's not in the City of Fort Bragg city limits, so not sure if I am qualified to respond to this questionnaire.

Q11 Economic development is not just about job creation, however, the type and number of employment opportunities is an important factor to create a strong local economy. The following series of questions is intended to better understand this topic: Which of these best describes your employment status?

Answered: 364 Skipped: 16

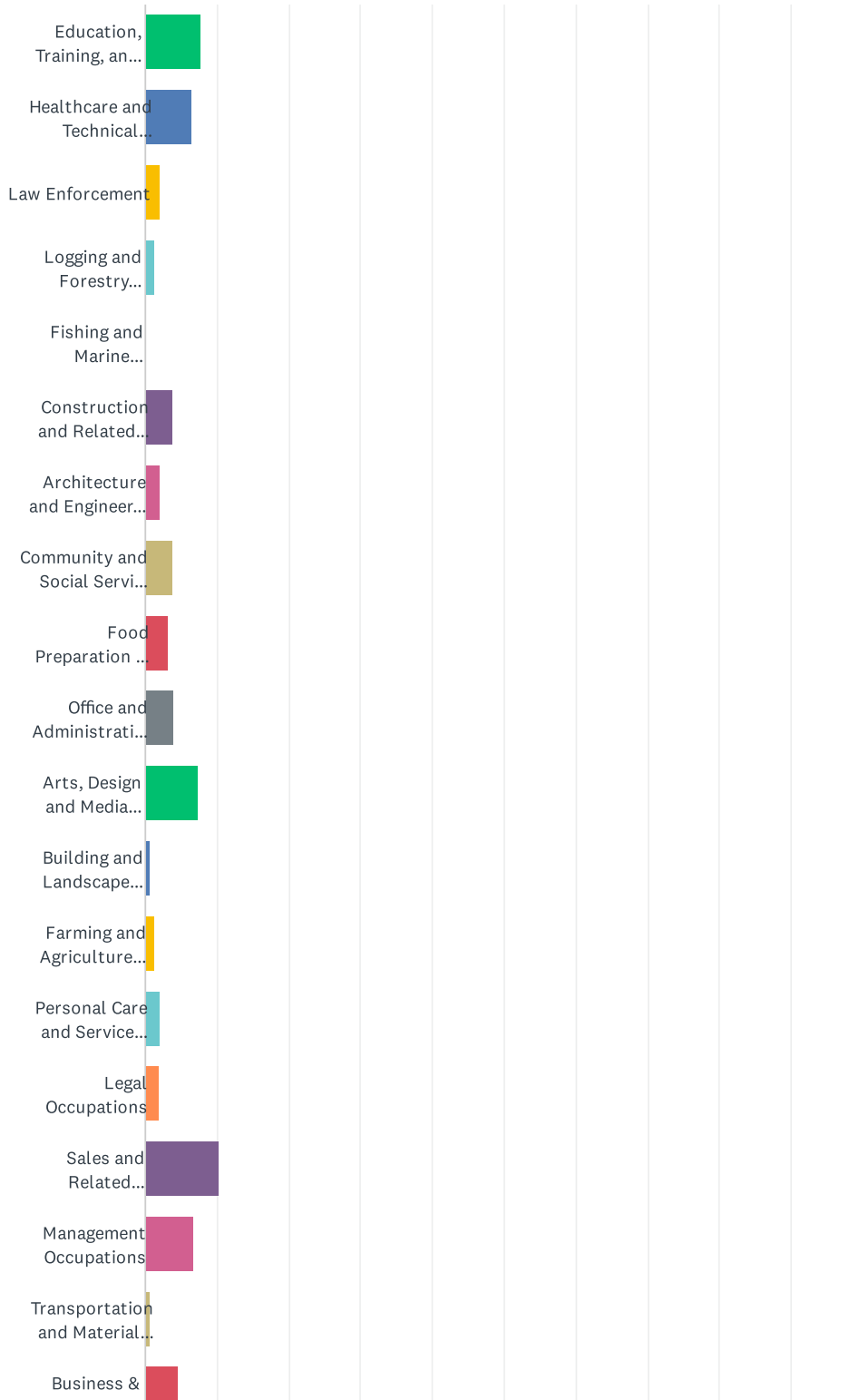


ANSWER CHOICES	RESPONSES	
more than 40 hours a week	23.08%	84
40 hours a week	22.53%	82
1-39 hours a week	19.78%	72
not working and looking	1.92%	7
not working and not looking	0.27%	1
retired	26.10%	95
disabled, not able to work	2.20%	8
Other (please specify)	4.12%	15
TOTAL		364

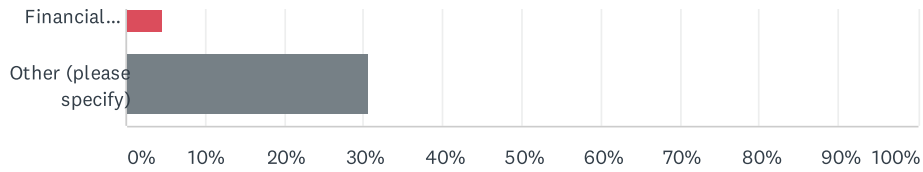
Q11: Other (please specify)
Covid sequestered but usually full time
I constantly work on my own property, unable to afford expensive contractors
Own a barely profitable business
Own a business downtown for 50 years and watch the downtown get more depressed every day. It's becoming very sad and very hard to want to be in business any longer.
Part time freelance work.
part time, many different labor jobs
Retired but work part-time
Retired working part time
Self employed
self employed - always working...
Self employed realtor
Self employed varying days and hours
Semi-retired Generally work 12-30 hours per week
stay at home parent
unemployed due to covid (non-essential worker)

Q12 Which of these best describes your current occupation?

Answered: 325 Skipped: 55



Economic Development



ANSWER CHOICES	RESPONSES	
Education, Training, and Library Sciences	7.69%	25
Healthcare and Technical Occupations	6.46%	21
Law Enforcement	2.15%	7
Logging and Forestry Occupations	1.23%	4
Fishing and Marine Occupations	0.00%	0
Construction and Related Services	3.69%	12
Architecture and Engineering Occupations	2.15%	7
Community and Social Service Occupations	3.69%	12
Food Preparation and Serving Related Occupations	3.08%	10
Office and Administrative Support Occupations	4.00%	13
Arts, Design and Media Occupations	7.38%	24
Building and Landscape Maintenance Occupations	0.62%	2
Farming and Agriculture Occupations	1.23%	4
Personal Care and Service Occupations	2.15%	7
Legal Occupations	1.85%	6
Sales and Related Occupations	10.15%	33
Management Occupations	6.77%	22
Transportation and Materials Moving Occupations	0.62%	2
Business & Financial Operations Occupations	4.62%	15
Other (please specify)	30.46%	99
TOTAL		325

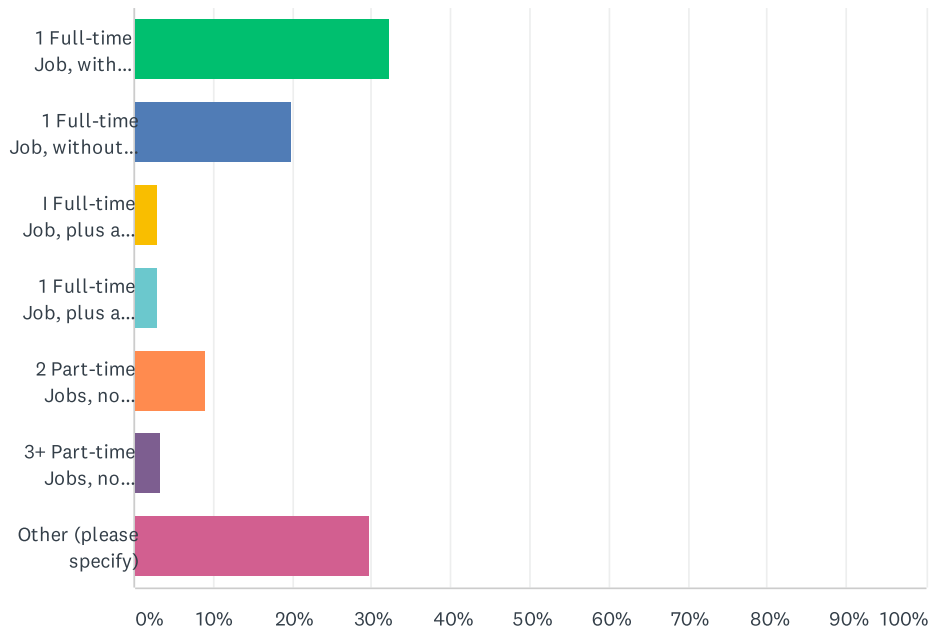
Q12: Other (please specify)
can't describe
Chamber of Commerce
Childcare and Sanitation
Combination of private tutoring, trying to sell on eBay, and helping with future family art business.
Communications
Community volunteer
Convenience store clerk
Data collection for marine science
Entertainment, Event coordination, Venue landlord
Events
gardening, landscaping, organic production mini farming, Web design, administration, grant writing
Goldsmith, watch clock in jewelry repair
Government
Harbor district employer
Hospitality
Hospitality
hospitality
Hotel / Accommodations
I do volunteer work for my church and the Housing Action Team (HAT)
i moved BACK to FB to transition my work life from Silicon Valley-type employment to Music and Art...
I run a co-working space. Yes, this is Lia.
I work 2 jobs- education and hospitality
Industrial fastener distribution
land use consulting
Land Use Planner
Land Use Planning
Land-use planning and consulting
Life Coaching
Like so many in the gig world, I wear many hats - I am a lecturer for Berkeley Extension and an administrative assistant for a local business.
Lodging
lodging
Lodging
Marine Science research, education and museum
Mental health
Multiple part-time jobs: potter, botanical consultant, author, nursery work (plants)food packing
Music recording
non essential specialty labor currently isolated due to covid risk in my age group
Non-profit
office, office admin, cleaning, gardening, retired 72 year old

Q12: Other (please specify)
Own commercial properties
owner builder, maintenance, repairs
park system
Part time retired
Pet Services
Product development outside area - work remotely
Psychotherapist
Real estate
Real Estate
Real estate broker
Real estate brokerage, consulting and asset management
Real Estate Sales
Real estate sales
Realtor
Recreation and tourism
Retail
Retail store.
Retired
retired
Retired
RETIRED
retired
Retired
Retired
retired
retired
Retired
retired
Retired
retired
Retired
retired
Retired but used to handle publicity for Music Festival, Film Festival, Gloriana. Also produced the Wind & Weather catalogue.
Retired due to disability.
Retired political organizer
Retired RN
Retired, not working
retired.

Q12: Other (please specify)
Sales related job and arts related gallery member
Self employed essential worker
Should be an option to click retired again. When I worked, I worked in IT.
Skunk Train
Software Development
Solar Renewables
State Government
telecommunications
Telecommunications
thrift store volunteer
Tourism
upholstery
Used to be manufacturing
very appreciatively retired
Volunteer
Volunteer active in the community
Volunteer for various organizations
Writer
writer

Q13 How many jobs do you work and are you offered benefits?

Answered: 302 Skipped: 78



ANSWER CHOICES	RESPONSES	
1 Full-time Job, with benefits	32.12%	97
1 Full-time Job, without benefits	19.87%	60
1 Full-time Job, plus a Part-time Job, with benefits	2.98%	9
1 Full-time Job, plus a Part-time Job, without benefits	2.98%	9
2 Part-time Jobs, no benefits	8.94%	27
3+ Part-time Jobs, no benefits	3.31%	10
Other (please specify)	29.80%	90
TOTAL		302

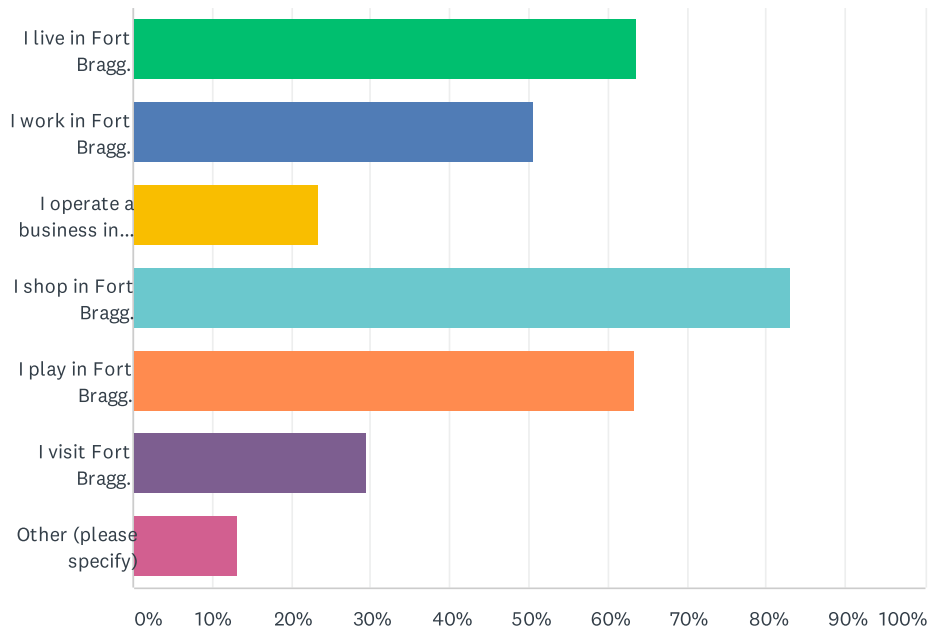
Q13: Other (please specify)
1 full time with benefits. 1 part-time no benefits
1 job, 1 day a week, no benefits
1 job/no benefits - have medicare
1 part time
1 part time - no benefits
1 part time job
1 part time job no benefits
1 part time job, no benefits
1 part-time job
1 part-time job; no benefits
1 volunteer
Business owner
Business owner
Business Owner
Cant work in the pandemic
Currently unemployment
full time 0 benefits
Haha.
I am retired and work part time
I am unemployed
I construct and repair residences All small projects
Location recording upon request
N/A
N/A
N/a. Retired
na
No job
None
none
none
None. Occasional helping out friends who pay minimally.
Not employed
not working; cannot start the small home-based businesses i'd been planning on due to COVID
nothing
one part time job without benefits
One part time with benefits
one part-time job with no benefits
one part-time job without benefits
Own tree/ farm land
Part time job, no benefits

Q13: Other (please specify)
part-time w/o benefits
PT...no benefits. Art gallery, no benefits
Retired
Retired
Retired
Retired
Retired
retired
Retired
RETIRED
retired
Retired
Retired
Retired
Retired
retired
retired
Retired
Retired
retired
Retired
Retired (still need an option for this)
Retired with a monthly healthcare premium I pay for plan offered by my former employer, MUSD.
Retired with benefits
Retired working part time..no benefits
Retired, have SS & medicare
retired, home school teacher
retired/pension
self employed
self employed
self employed
Self employed
self employed
Self employed
Self employed
Self employed No benefits
Self employed and retired
Self employed- husband has benefits that cover me
self employed no benefits
Self employed no benifits

Q13: Other (please specify)
self employed writer
Self employed, no benefits
self employed, self insured
self-employed
Self-employed
Self-employed small business owner
stay at home parent
Volunteer
zero - retired
ZERO offer benefits - i am mostly and indi contractor

Q14 Please mark all that apply:

Answered: 374 Skipped: 6



ANSWER CHOICES	RESPONSES	
I live in Fort Bragg.	63.64%	238
I work in Fort Bragg.	50.53%	189
I operate a business in Fort Bragg.	23.53%	88
I shop in Fort Bragg.	83.16%	311
I play in Fort Bragg.	63.37%	237
I visit Fort Bragg.	29.41%	110
Other (please specify)	13.10%	49
Total Respondents: 374		

Q14: Other (please specify)
2 miles outside FB City limits, west of Hwy 1
and I *want* to WORK and OPERATE A BUSINESS here too!
Attend political meetings
Cleone
Coastal trail, walk, bicycle
Dining
don't live in the city limits...but I live in Fort Bragg!
Eat out in F.B.
Food shopping
Fort Bragg, is my home
Get medical services in Fort Bragg
Have a Fort Bragg Address (outside city) work in Mendocino
I also work in Ukiah
I am a former Fort Bragg business owner
I am a remote worker - SF office
I attract people to Fort Bragg
I depend upon Fort Bragg
i eat in FB
I hike, eat and explore
I hire services from FB businesses
I invite others to visit Ft Bragg,
I live 1 mile from town.
I live 2 miles east of FB
I live 2 miles south of Noyo Bridge in unincorporated Mendocino County
I live in 95437
I live in 95437 outside of city limits and am not invited to vote on city matters.
I live just outside of Fort Bragg
I live just outside the city limits
i live on highway 20, just out of city limits
I moved here with my family in 1985.
I shop in Fort Bragg, I bank in Fort Bragg, I do Laundry in Fort Bragg
I technically live in the county, but I am just north of town and consider myself to live in Fort Bragg
I think you should change the name of the town to not honor a concentration camp.
I use services in Ft. Bragg- this question is missing!
I visit friends in Fort Bragg
I volunteer in Ft Bragg
Just outside FB
Live just outside the City limits.
live within 2 miles of fort bragg
live in Little River, FB is the "big city"

Q14: Other (please specify)
Out of city limits!
outside of Covid, I work in Fort Bragg, live in County (Fort Bragg)
own rentals in Fort Bragg
Owned a Business in town
Volunteer
Volunteer work in Fort Bragg
Walk, visit ocean multiple times per week
We love FB, and want to help it.
work = volunteer 3 days/week

Q15 Please list a few of things you like most about Fort Bragg:

Answered: 339 Skipped: 41

ANSWER CHOICES	RESPONSES
Name	0.00%
Company	0.00%
Address	0.00%
Address 2	0.00%
I like...	100.00%
I like...	96.46%
I like...	86.43%
Country	0.00%
Email Address	0.00%

Q15 Please list a few of things you like most about Fort Bragg:

Answered: 339 Skipped: 41

The beaches	The forest	Low crime
Ocean	Trees	Solitude
Everything	The people	And everything else
The environment	Clean air	Clean water
the community	the variety of nature	the remoteness
The natural beauty	The convenience	The small community
Ocean near by	Forest near by	when all roads in are closed.
It's near the ocean	It's not the city	
character	authenticity	community
Farmers Mkt	Nature	Small businesses
The community	The nature	The weather
The sense of community	The distance from city life	Being rural
the murals	Coastal trail	access to a health food store
proximity to ocean and forests	few franchises	
people	ocean	small town
the people	the willing to help attitude	the diverse amount of stores
That my family is here.	That the crime rate is low, I feel safe	
Family	Community	Weather
the natural beauty of the coast.	the connectivity of a small town.	the arts community.
It's potential	It's location	It's weather
Small town	Living on the coast	Good weather
Beauty	The ocean	The harbor
The people		
The ocean, forests, rivers	People who contribute to making our world a better place	The weather
That it is on ocean	That it is a beauty laden area	That the city has an interesting mix of people
Ocean	Purity Market	Nello's Market
small town	caring community	coastal trail
coastal trail	available stores and services	
the arts/galleries	the restaurants/bars	the headlands
the community "feeling"	ease of services: post office, dmv, etc	variety of food retail types
craftsman architecture	friendly community	the setting - ocean and forest
JDSF	Mountain biking	Clean streets
It's not over-building	Its relaxed and accepting	Nature, nature, nature.
Older homes	People	The coast
clean air	ocean/beach access	relaxed pace

I like...	I like...	I like...
sense of community	natural beauty	rural
the small town	beaches	walking down town
downtown!	proximity to nature!	small town character!
Variety of shops	Ocean access	
people	weather	recreation
Small town	Ocean access	Good people
the strong sense of community.	the access to beaches and walkways along the ocean.	the many restaurants.
Parks.	Nature.	Skunk Train.
the pre-COVID community vibe	small size of CBD	
the coastal location and access	the small town community interaction	my neighbors and neighborhood being low density and family friendly
natural surroundings	older architecture	friendly atmosphere
Farmers Market	Eagles Hall	NOYO Center: https://noyocenter.org/marine-mammals/
people,	the location	the trails, noyo to glass beach.
Reasonably priced shopping	the Farmer's market	galleries and used book stores
the nature	the size	the chance to make a difference
friendly small town vibe	restaurants, bars etc.	library and public services
safety	ocean aesthetic	recreation
people	trees and plants	ocean
air and light quality	walkable, human sized	eccentric, accepting, not wealthy
the small town	that there are few big box stores	walking spaces
natural surrounding	small town atmosphere	Noyo Harbor
grocery, gardening supplies, hardware, gas	ocean views	
Noyo Trail	Glass Beach Trail	Pudding Crk. Trestle
coastal trail	small town feel	defined downtown
Ocean	Trails	Trees
nature opportunities, hiking, biking	historical district	restaurant options
the CBD area, the quaint old timey look.	climate & scenery	freedom and friendliness of the people
The people/community	The weather	Outdoor activities
The relative lack of crowds	Access to the beach	General safety
the galleries & shops	the farmers' market	the clinic.
Seclusion	Beauty	Open minded community
you can walk everywhere	gardens	weather
weather	nature	fishing

I like...	I like...	I like...
the coast trail	the weather	friendly folks
Coastal Trail	Noyo Harbor	Harvest Market
location	friendly	arts
Going to the movies	Restaurants	Farmers Market
People live there	Friendly	Beautiful coast
Neighborhood design	Streets	Remaining stores
ocean proximity	unique local businesses	
the bike path	ocean parks	the farmers market
the beauty of our coast	the warmth of this community	the ease of getting around
small town feel	neighbors help each other	many people accepted
Friendly attitudes	Quaint businesses	Art galleries
proximity to ocean	walking/biking trails	shopping
Weather	Local government	
Coastal	Small town	Local community
access to public lands	coastal trail	
Community feel	Relative quiet	The access to the coast and forrest
Schools	Downtown entertainment	Shopping
Access to Ocean, headlands, river and harbor	Sea Pal	Small town parks and library
Dining	Ocean	Shopping
specific shops that have products I am looking for	the movie theatre	
coastal trail	walking to the library, movies, grocery stores	the weather
ocean		
beach access	harvest market and other B corporations	bilingual students in FBUSB
Small town	Local businesses	Local restaurants
minimal franchises	Noyo Harbor	the open spaces
small town feel	authentic historic look	walkability
Mountain biking in Jackson Demo Forest	Walking along the beaches	Great food and Craft Beer!
Small size	Ocean access	Historic buildings
Access to ocean and nature	Quirky local stores	
the people I know, even though they're dying off more frequently.	The natural environment, though current Timber Harvest Plans threaten that.	Small businesses I frequent, though they are finding it harder to compete and starting to close doors.
Climate	Nature	Community
small town atmosphere	friendliness	ocean views

I like...	I like...	I like...
CBD	my neighbors	forward thinking
Food	Skunk Train	Millsite trail
Accessible small-town feel	CV Starr Center	Hospital
Variety of high end & more moderate options for just about everything	Personal connections to many local businesses	KOZT radio
restaurants	size	
small town	friendly	can obtain most items
the Library	CV Starr pool	the park at the Veterans Center
easy walk to shops	health club	famers' markets
Medical	Grocery	Hair Care
Small town	Ocean	C V Starr
It's minamally corporate	Independent businesses	Being able to get what I need
that downtown shops are close together	that I feel safe most of the time (except aggressive homeless)	that I can walk from the street to the ocean trail
northcoast trail for walking	and dearly miss community events like First Friday	running into people I know while walking, shopping, etc.
the ocean	the people	church community
the Main Street town feel	the Coastal Trail	the Farmers Market
The forest	the coastal climate	
small town	easy parking	good markets
the ocean	Headlands Cafe	
Friendly merchants	Beautiful area	
small town	ocean trails	
Outdoors	Small town	Community
Ocean	Redwoods	
My friends	Shopping local	Headlands coffee, down home
Coastal trail	Library	Art explorers
The location	Calmness	Community feel
The murals	The shops	The uniqueness
the old buildings	Harvest Market!	the Mill Site trail
Small town	Easy to get help	
when tourists leave	small town atmosphere	lack of commercialism
Ease of getting around on foot.	Services provided although they could be improved	Ease of getting to the Post Office but it's an eyesore and not well maintained
The Ocean	The Redwoods	The People
The community	The people	The friendliness
Small CBD	Weather	Well maintained
CLOSE TO MY HOME	BOTANICAL GARDENS	SHOPPING
Coffee House	Galleries	Hardware stored

I like...	I like...	I like...
Ocean views	medical services	My daughter lives there.
Farmers Market	Rossi's Hardware	CV Starr
coastal trail	small businesses	groceries & hardware stores
Small community	Coastal beauty	
Coast trail	Harbor	Music venues
beaches	farmers market	harbor
trails	people	farmers market
The small town feel	Friendly community	Excellent restaurants
Caring community (for the most part)	Our ecosystem (ocean and woods)	Small town, friends and family
walking distance to most things	small town atmosphere	access to haul road and the ocean
friendly people	cleanliness	walk and bike accessible
coast trail	quiet streets	Purity
The Coast Trail	The Library	The Murals
The community	The people	The environment
Community Events	Fun niche activities that are cheap	
downhome vibe	solitude (don't turn our town into Tahoe!)	vast swathes of public openspace
Coastal Trail	Los Gallitos	Near Jackson State Forest
Accessibility to services	Coastal trail	Beaches
Cvstarr center	Botanical gardens	
Location	Small town feel	The people
Down Home foods	CV Starr	Browsing downtown shops
The Noyo Harbor	The Coastal Trail	The Headlands and the Brewery
Harbor	Coastal trail & ocean views	Accessibilty
Redwoods kiss the Ocean	beautiful rivers	when I first came here in "80, the overwhelming KINDNESS
the year-round farmers market is incredible!	the people are genuine, kind, and community-minded	
that I can sit on the beach and among the redwoods within a 15 min walk from one to other.	that we had block parties, we need more downtown events. Can we bring the Craft fair and other labor day events back down town?	our weather. But miss the fog we used to get on the regular.
Ocean	Community	Climate
Location	Sense of Community	Local North coast character
The Coastal Trail	Beaches	Youth sports
Outdoor opportunities	Amazing community	Small town
Ocean	Small town	Trails
Community feel	Beach trails	Small businesses

I like...	I like...	I like...
The Noyo center	Overtime brewery	The coastal trail
The Quaintness	We are still a small town of friends	That we care
small town feel	the arts community	proximity to mountain biking
its closeness to ocean views & walks/ biking the sense of nature being near	its unique interesting (not the same chains you see in every town in the US)retail stores	its walkability, lots of people out walking about, a central shopping district all within a few blocks
community	Laurel Street	beauty
Our community	Our beautiful coast	Our arts
Scenery	Scenery	Scenery
The ocean	The redwoods	The size of the town
That I know my neighbors.	Having access to so much natural surroundings.	It's a good place to raise my daughter.
It's a real working town	It's small	The coastal trails
location	people	small town feel
The restaurants	The services	Its smallness
the library	the post office employees	most of the people I meet when going about my daily town chores
The community atmosphere	The scenic element	
The Noyo Headlands Trail	The ocean	Sense of community
the natural beauty that surrounds us.	the generally supportive community.	the history, from the indigenous people to the loggers/fisherman to the pot farmers.
The potential to be an amazing place, but there's a long way to go!		
community	nature	funkiness
coastal trail	school district	little traffic
Ocean community	Architecture	Small town feel
Downtown	Art	Shopping
location		
No corporate stores in CBD	The coastal trail is accessible a few blocks away	there are good engaging interesting shopkeeps and shops
the close community	the scenic coastal views	the city and remote areas
the ability to bike everywhere	the proximity to open space (such as the old mill site).	relative to other cities, fairly well integrated incomes (poor and upper middle class people living near each other).
The scenery	The restaurants and shops	Community heart
historic buildings	coastal trail	restaurants
Community	Arts	Ocean and Forest

I like...	I like...	I like...
the setting/scenery/ipp/ocean views and redwoods	the small town/safe community	the moderate climate/weather
the ocean	the redwoods	the friendly people
it's history	it's location	
the ocean	the people	the old buildings and the old town feeling of the City
proximity to ocean	outdoors	locally owned businesses
Coastal trail	All the state parks we have.	That we have so much outdoor activities
Church's outreach to poor and homeless	Mendocino Coast Hospitality Center	Hospitality House
The people	Small town	weather
Walkable town center	Helpful small businesses	Green solutions
the community	the ocean landscape	weather
the town	coastal trail	harbor
the people	cultural events when no virus	many chances to be involved in the political life of the town and its people
the Coastal Trail	Proximity to natural attractions	the State Parks
ocean views from town	walkability	lots of independent retail & dining -- few formula businesses
Sarah McCormick	Natural environment	Local history
Casa del sol is pretty good.	Sunsets	
natural beauty	quiet town	friendly people
Noyo Headlands	Food Shopping	Personal access to City Hall personnel
our caring community	nature	my work helping our families
open space/parks - recreational opportunities	small town atmosphere - lack of national chains	restaurants, weather, people
community	ocean	forest
The beauty	Slow-paced life	Overall quietness
Community	parks and trails	small town vibe
Access to coastal trails	Paul Bunyan Days	Local Businesses
hospital access	ocean trails	friendly people
rural	people	
People	Ocean	Trees
all of the nature and accessible trails and parks	the supportive community	the climate
beauty of the coast	small town with significant history	whole coastline to plan
the improvements that have been made in the past 20 years	Coastal Trail	the small businesses, their owners and employees

I like...	I like...	I like...
the down to earth vibe	farmers market	the ability to become a community
our small town coastal location	the pace and quality of life	the good hearted, quirky & generous people that live in our community
the natural beauty	the people & the care of community	the talent - art, music, etc.
sense of community	liberal/moderate political atmosphere	
the people	the pace	the beauty
skunk train	noyo harbor	coastal trail
LOCATION	COMMUNITY	WEATHER
the scenic beauty	Outdoor activities	It's potential
it's a small town	people speak there minds	the ocean views
near ocean	near family	
Proximity to most services	Relative safety of town	Peacefulness - except for a few loud cars.
The ocean	the people	the small shops
ocean	forest	small population
Small town, scenic features, great potential for arts, music, unique shopping and restaurants.		
my house	my friends	not much else
On the coast	climate	small town
progressive politics	small-town feel	beauty: the ocean
coastal trail	mom ad pop shops	open spaces
that Fort Bragg is relatively affordable compared to other locations in CA.	the access to the coast	that this community cares about the local environment
Natural environment and the coastal trail	Walkability and cycling	Historic charm and artistic community
access to beaches and coastal trails and walkability	Noyo Harbor- we moved here for the deep harbor ocean access	Quiet streets with neighborhoods with mixed use, like Columbi's store environs
The Pacific	The People	Forward thinking . . . often
walking trails	weather	volunteerism
that it is Small	The Weather	The Name
walking trails	small businesses	people helping people
No big box stores	Personal connections	Small town life by the sea
ocean	trees	that is a small town
Size		

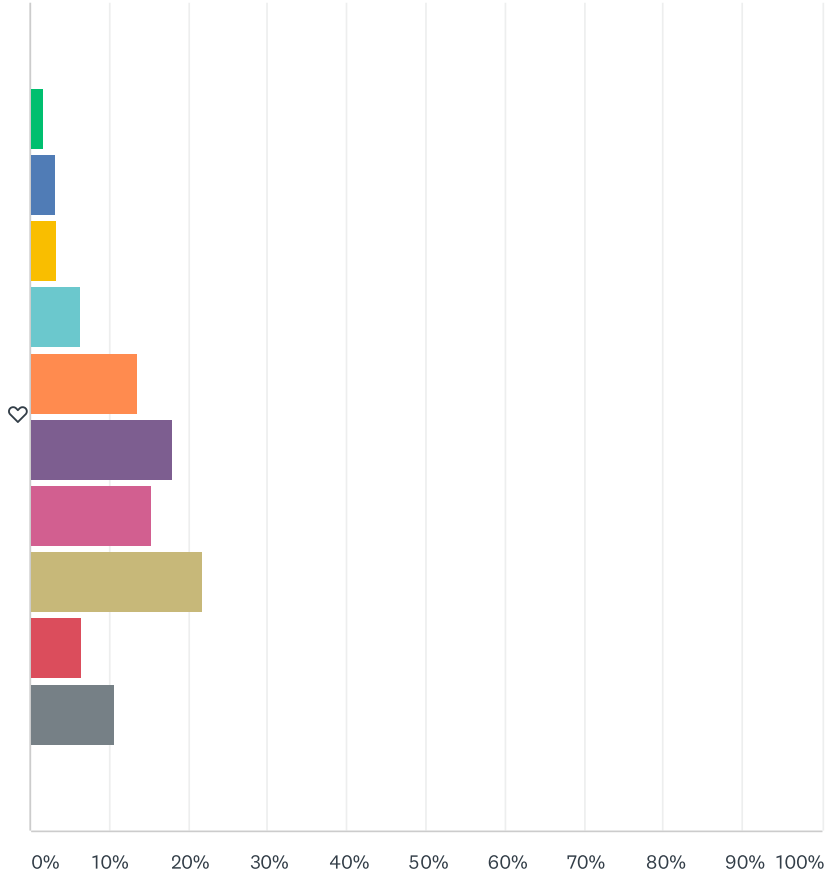
I like...	I like...	I like...
the feeling of belonging to a community		
services and cbd close by	otis johnson park	coastal trail
It's a beautiful area to have grown up and lived her still. One of the few older families still living here.		
The people	The restaurants	Scenery
the ocean (which has been restored to the whole town now that the mills are gone	the way we take care of our neighbors who are experiencing homelessness	the way we feed all the children all the time
Ocean access	Small population	
outdoor recreation	small town	farmers market
coastal trail		
the low amount of traffic	the natural beauty of Fort Bragg	The friendliness of Fort Bragg citizens
coastal trail/access	walking	history
Coastal trail	Farmers mkt	Restaurants
the ocean	the weather	Down Home Foods
Remoteness	Small population	Ocean
Beaches	Fresh air	Low allergens
Fishing	Dining	Coastal trail
The people/community	The weather	Outdoor activities
Restaurants	Shopping	
Ocean	Skunk Train	Cannabis
living by the ocean.	small town vibes.	town history.
Interesting retail	Walkable downtown	Easy access to parks (walking)
The small local shops like Pippi's and Cowlicks	Noyo Headlands Coastal Trail	Outdoor activities and festivals
FBPD	FBFD	The location of the coastal town
Coastal Trail	Farmers Market	Grocery shopping at Down Home, Safeway and Harvest Market
the coastal trail	the small town	friendly people
Downtown & Coffeeshops & art galleries	Farmers Market - it is the best	access to coastal trail
The friendly people	Clean air	Feel safe
Coastal Trails	Headlands Coffeehouse	Friendly local merchants
city surrounded by raw nature	a real town with history	ocean
Ocean access	Caring people	Small town feeling
the Botanical Gardens	the City's coastal parks	small shops, restaurants and neighborhoods
the coastal trail	the retail galleries	restaurants

I like...	I like...	I like...
Outdoor life	Family	Attitude
the trails	the ocean	the birds and wildlife
The clean air quality (have asthma). The Harbor Restaurants and surroundings.	Right at the Pacific ocean & trails, All/any Redwood trees & forests.	Friendly people, Lots of things to do. MC Hospital & Clinics,
The generosity of our community	Our coastal trail and parks	Our port is the best in the state...fishing within minutes of launching
the ocean views	kind people	sense of community
Town	Beautiful beach	Weather
Size	Nature	Dining
the weather	the sense of community	it is an easy place to live
the small town feel	the walking trails	its beauty
weather	ocean	people
The sea	My community	Gateway to the redwoods.
clean air (out of fire season)	low population density	remoteness
the climate		
Small Town atmosphere	Close community	The ocean
The location/ocean	Coastal trail	Open space
the Coastal Trail	the Restaurants	the various forms of entertainment available (prior to the pandemic)
Climate	Food	Peope
Upstairs housing units	Condensed business district	Diverse businesses
Outdoor recreation	Lack of traffic	Quiet
Climate	Beauty	
the small town atmosphere	the coastal location	the climate
Unique, non chain appearance	Local foods and products	Art
Weather	Historical feel	Local coffee shops
Hiking trails	Restaurants	Ambience
The people	Local businesses over chain stores!	Access to parks and cultural activities
Being right next to the Pacific Ocean	The clean air	Small town life.
Beauty	Close knit community	No traffic
Coast trail and haul roads system	mountain biking	abalone diving, oh wait, never mind
Surrounding environment	Climate	size of city
coast trails	downtown	beaches
location	weather	
small community	recreation opportunities	variety of restaurants

I like...	I like...	I like...
nothing... you *** want permts to do anything like live music outside or food sales etc.		
the rts & Crafts bungalows	Noyo River	the bucolic nature of the town
the Coastal Trail	the CV Starr Center	the farmer's market and library
The trails and parks	The restaurants	The shops
small community	headlands	access to nature
The small town feel	Amenities like groceries and gas	Th people
the artsy charm of the CBD	the clean environment and proximity to parks and nature	the restaurant/dining options
The Coast (in general)	North Coast Brewing Company!!!!	The folks are nice.
beach	coastal trail	Harvest Mket
Being close to the ocean	How accepting some of the people are to diversity	The diverse culture.
how the FBI raids a police officers house and he quietly disappears but no one says anything publicly....		
coastal trail	unique retail shops	CV Starr Center
weather	scenery	small town
small town vibe	safety	walkability
the natural beauty	the small-town feeling	the progressive community
ocean	weather	nothing else
the small community	people	living on the coast
Coastal Trail	Special Events	Sarah McCormick
Weather	Beach	Parks
ocean	no traffic	no crowds
Ocean	Historic Buildings	Coastal Trail

Q16 Now step back and consider the future of Fort Bragg... from your perspective, how do you view our future success? (10 being the most promising)

Answered: 355 Skipped: 25



1 2 3 4 5 6 7 8 9 10

	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
♡	1.69%	3.10%	3.38%	6.20%	13.52%	18.03%	15.21%	21.69%	6.48%	10.70%	355	6.64
	6	11	12	22	48	64	54	77	23	38		

6.6 ♡
average rating



Q17 Thank you for responding to this survey. Please consider signing up to receive emails and texts and joining the conversation when economic development planning activities are considered by our decision makers. Is there anything else you would like to share?

Answered: 181 Skipped: 199

Q17: Open-Ended Response
Please keep Ft Bragg authentic. It's not a town for big box and chains. Let's support local efforts and encourage more sustainable, needed businesses (love that we have a butcher, for instance, fresh fish and farms). Avoid going headlong into cannabis tourism.
We need to attract something beyond the tourist industry - a conscientious research organization or affiliation with an industry outside of tourism, which could help create jobs for a sustainable future.
COVID-19 has not stopped tourism and CBD relies heavily on it!! There are no good public restrooms! the blue porter potty is not a good enough solution! The parking limit is a serious issue as of 2020. the 2 hour parking limit is not enough time for those coming to shop and eat lunch, why penalize them with a ticket for staying a bit longer?! However without a metermaid in 2020, 1/3 of the cars downtown are here all day. mostly people who work downtown. It is beyond frustrating!!
I truly think our lovely town of "Fort Bragg" would prosper hugely by changing the name from an outdated, embarrassing part of our past. The "fort" was established to round up our Native Americans. These Americans, who had called this area home for centuries were relocated, raped, and murdered. Why would we want to be reminded of this every time we say, read, or think Fort Bragg??? Also this was a "fort" for not more than 18 months back in 1860's, when it was then abandoned by the soldiers who all went back East to fight in the Civil War. So in 2021, some 160 years later, we still call this place "fort"... And Confederate General Bragg, who promoted slavery, a man very much disliked by his peers and subordinates at the time, never even set foot in California, let alone in our lovely coastal area. Let's move FORWARD. Let's move forward honoring our Native Americans who were here long before us. Let's use one of their names, Noyo, for instance. Noyo sounds better, feels better, and is the name of our river and our harbor which everyone is familiar, even tourists know the name. The entire energy of our town would change and become more prosperous. Out with the old and in with the new for the 21st century! Let's stop living in the past! We can Be so much more Together!
I really was very surprised at the lack of communication from the city to the individual stores as to what to do and expect in the case of having no power (1) and Covid shutdown/reopening strategies. (2) I am a phone call away and would love to be more informed as to emergency status. We are a small town and I would like to stress that keeping things a bit more personal might be very successful.
Please focus on employment and housing
Please start using code enforcement to clean up out town. It is looking pretty junky these days. A fresh coat of paint goes a long way...
Adding more motels without increasing the water supply, puts an unfair burden on those that live here and produces mostly minimum wage jobs with no benefits and more trash on our headlands. Maybe new motels should have to pay livable wages and benefits (Costco can, and they compete with Walmart) also maybe they should be assigned maintaining a section of the coastal trail to maintain and keep clean.

Q17: Open-Ended Response
Many live just outside of "City limits" and do not have a voice. We work in "City limits". We shop in "City limits". We play in "City limits" - yet are not allowed to VOTE. Please do something about this. It is time to be INCLUSIVE of ALL of our 95437 residents
Please acquire the remaining millsite land. Return it to the Pomo, restore airstrip, and build fairgrounds. Also, our playing field restoration should be fully funded. The tournaments bring in more TOT than visit fb spends. Put money where it actually brings in tourists.
Small shops in historical district selling things people can get on line doesn't work. Nature activities, hikes, bikes, green ingenuity projects -forward looking projects and nature and of course food
We need real jobs here something that people can earn a decent wage and we need affordable housing. The mill kept this town alive - now we have pot shops feels like Amsterdam soon everyone will be stoned. We don't need anymore - we need real jobs - honest jobs
Need to bolster local businesses so that we don't have to go to Ukiah or order from Amazon for products we can't find here.
question 16 - I vacillate between a 2 and a 10 so I gave it a 2. The future depends on how we take care of what we have. Seeing the rundown empty buildings and transients taking over the benches and blocking the sidewalks make me sad for our future success, especially when I hear and see the reactions of visitors. The influx of new and returning young people with fresh ideas gives me hope, along with the current city council's stated desire to take steps to improve all aspects of the city for all of its residents. Water, water, water. We are already, in March, talking about upcoming drought conditions that will likely lead to water restrictions. We need to develop more water sources and storage before we develop more housing. Rural areas still without broadband are faltering and getting left behind. Kudos to the person who came up with the idea of the city investing in broadband. Partnering with mcn might just be the way to make it happen.
Please do not let this beautiful town turn into Berkeley, full of drugs and homeless.
FB can capitalize of being forward-thinking in terms of energy and water use. Given the water issues here, can Mendocino County or the city of Fort Bragg develop a program to encourage and help residents buy and install rain catcher systems? I think that such important yet simple systems should be loudly promoted and facilitated.
Regarding question 16, the city has a great deal of potential, but if it continues on the current trajectory I don't think things will improve much in the years to come. Leadership needs to provide vision and have the skills necessary to see things through.
Open up this town or it will die
Permit processing seems to be taking an in ordinate amount of time in Fortbragg.like grocery outlet like Avalon house like the dollar store like the Mora property seems the city is not doing a great job moving things along it discourages other investors coming to the area especially if they happen to be a formula business or of course the open door to pot stores they should have a regular use permit process
Thanks for recognizing the importance of feedback from non-resident members of this community.
We need a local university, job training, and scientific research to be done locally.
I hope that FB will resist allowing "formula" businesses to come in as they are disastrous for small business owners. Please keep the unique culture of our small town in place.
Management is not my skill set, so I appreciate those who wrestle with issues and strive together to make the wisest decisions that affect others. Thank you for asking and taking responses into consideration. I hope that the exploitation of our local resources is never the motivation of those in positions of authority as we move ahead. I hope that Fort Bragg's future will retain the feel of its past

Q17: Open-Ended Response
-- inviting and sheltering the hard-working and self-sufficient pioneers who appreciate what makes the coastal area unique and UNSPOILED.
Next time ask what people dislike the most, too. Why is that fraudulent veteran's group allowed to keep the terrible looking cyclone fence up for so long on at the old Grey Whale Inn on Main Street? There are eyesores galore in the CBD and beyond.
Fort Bragg has a good ol' boys status quo of logging and racism. I have had friends of color come to visit and they were literally SCARED. They went to the Japanese sushi restaurant to eat because they felt too vulnerable to go anywhere else. Change the racist name of the town, be more welcoming of BIPOC, STOP cutting down trees (FB has no trees!!! it used to be a forest!!) Bring back it's natural health and beauty and stop trying to appeal to the ultra conservative / neo liberal fringe. Develop green energy. Clean up the mill site. Don't bring in big box stores or bowling alleys. Bring back to health the natural beauty that locals originally came and visitors come to the Mendo Coast for. Stop 'developing' and tend to the messes that the FB legacy has inherited: Mental health support. Affordable housing. Healthy coastlines. Plant trees.
Yes, I was born and raised here and think that time and money can be put in other places, such as the homeless and addiction problems. Please keep the name. It is a part of history and we are a part of it. We have a beautiful place to live and the tourists are here because of the location. Fort Bragg is the town where I was born and my Mother and her father, and my children and we love it here.
Got to get everyone vaccinated and get the risk of going out down.
thank you for your commitment to our community. i fear for the future here as rents rise to bay area levels but employment remains as it is. fort bragg has to change from a tourist economy to something sustainable for the future. we need the college, we need programs to attract youth to return. we need help. keeping this town from turning into an Orick, CA is a major task and it requires all of us. outreach, funding violence prevention, and transparency are the keys to this process.
prosperity floats all boats, inclusiveness is all-important
The hearts at the end of your survey are delightful.
Let's make FB clean and green. More trees, facelift for older buildings, helping the homeless. Street fairs.
Question one did not work. I could not rate more than three items. Don't know I'd 1 is important or not important I rate green energy very important then schools (which are failing miserably) and the ally'and roads.
Yes. Promising if people who live there have good schools and decent housing with fair rents. Promising if the people who live there are considered more important than visitors.
I love the First Fridays and the street party on Franklin. I would love to see more events where some of the streets are pedestrian only (such as Laurel) so that cars are rerouted.
Uncertain re the future of the mill site - will have a large impact on the future
More outdoor recreation! Outdoor recreation is a huge economic driver for all businesses. The numbers of dollars being spent in outdoor recreation in California is huge and Fort Bragg would do well in getting in the game.
I'm already signed up to receive info/alerts regarding City of Fort Bragg.
Hoping that the Blue Zone project helps this area

Q17: Open-Ended Response

The CBD needs bold support. House the local homeless indoors so that they won't need CBD & Library & Parks as a hangout. Prosecute absentee or derelict Property Owners under Blight Ordinance. Major areas of town, buildings downtown & privately-owned lots are examples of Absentee Owner abuse and manipulation of the system. Prosecute them for blight with the message: Shape Up or Ship Out.

We need to move on from having the city named after a traitor and a war criminal. It is time to expand the legacy of people helping others to being open and inviting to all races and creeds.

Please grant Grocery Outlet permission to operate in Fort Bragg!

the failure to deal w/the Union Lumber/GP site is stupid. The drug/alcohol addled homeless is ridiculous. The "box" stores away from the CBD are destructive of community. The empty stores on Main and Franklin are a testament to greedy slumlords. Emulate the "round-about" flea market (a bit more upscale). In short, CREATE THE KIND OF PLACE THAT IS FRIENDLY AND POSITIVE TO RESIDENTS AND TOURISTS. Forget "wokeness" and "cancel culture"; forget redneck culture; FB, for better or worse, is now tourist dependent.

What I do not like about FB: Seeming wanton speeding along "Main Street"; Lack of enforcement of drivers at stop signs; Lack of enforcement of cell phone use in vehicles.

As the rest of the world deteriorates we will be a place for people to come rest and relax. Local travel will be more the norm. For the town to be successful we need to create a high level of service industries that can provide our visitors with comfortable housing, pleasurable dining and recreational experiences that allow them to connect with the unique environmental gifts found here. We also need to include non seasonal businesses such as: tech, light industry, the arts and sciences. The downtown mall on franklin street can be a hub for a gathering place.

As most do I have to leave town to shop for a better price and selection necessity items. I would like to see a store such as target set up here on the coast.

Have more city parties with fireworks!

Traffic and unappealing hwy 1 derelict commercial corridor chain link fences and incoherent development between town and ocean/headlands are challenges. Strongly wish to encourage thoughtful conservation of open space

The biggest issue seems to be lack of decent paying jobs. It's difficult to impossible to open any kind of well paying business to locate in CA under the tax structure. Until that changes Ft Bragg will continue to decline. Tourism doesn't provide living wage jobs and never will.

I assume, in the first section above, that #1 is top priority and #8 is the least?

Ft. Bragg consistently seems to damage itself by making poor decisions. It effectively destroyed it's best retail area, Franklin St., when it pointlessly "remodeled" it's most important block some years ago. That entire retail area has never really recovered. It also seems to lag in policing the homeless population, which is a SERIOUS issue for both tourists & residents. It has lost much of it's SKILLED labor workforce (which is essential to maintain the local infrastructure). It has a narrow gauge railway that actually used to transport goods & passengers from inland, (that could employ a healthy number of maintenance workers), that sits idle most of the time & is not even useful as a genuine "tourist" draw...even though it could easily feature in "Green Tourism". Another asset that is poorly supported & utilized! The town also has poor signage to help visitors locate the ER, it seems to lack any support for local arts,...(music...theater...dance?). It also seems uncaring about the natural beauty of the coastline (the principal draw for most visitors!!), and it has permitted the decline, (& near death), of the local junior college, (without which no quality kid is going to stay in the area!). Without proper healthcare AND a healthy, GENUINE college experience available.....why would anyone but the dregs

Q17: Open-Ended Response

stay in Fort Bragg? Lets be honest for once. And what do the dregs produce? Not much, other than garbage & the consumption of products & services.

I am horrified at the flea market set up in the north parking lot of the coastal trail and I'd like more enforcement of the mask mandate.

We need more farming right in town in case of issues with the bridges across Noyo River and Pudding Creek. Any future parking lot creating or updating should use porous paving. We can improve our local climate by planting crops and building soil all over the place—including in long narrow planter boxes that divide the car lane of a street from the walk/stroller/trike lane of a street.

Create a place, away from the coastline but not too far inland where a retail area can attract at least one big box store, like Costco. The amount of gasoline wasted by driving to Ukiah by the coast residents will more than pay for itself. Make it near a trailhead so it can be multi-purpose and yet out of the way of our beautiful coast view. A high density housing area to alleviate the housing issue near it would also be a benefit.

The empty storefronts are a definite negative. Perhaps some incentives for small businesses or negotiations with landlords to make rents affordable.

I'd like to see a bakery and a tortilleria downtown. More places with outdoor dining - it gives the town a more vibrant flavor. Outdoor dining should be encouraged in future development (mill site).

Please reconsider allowing so many marijuana dispensaries in the down town area. There's no need for so many. I understand the city benefits from the taxes, but the local residents lose out on an enjoyable and accessibility down town experience. Don't make Fort Bragg the northwest Venice Beach.

I'm not hopeful--socially, economically, or culturally--that Fort Bragg is the place to raise our young family. We live in a fancy house we can't afford to maintain, we scramble to make ends meet, and many of our neighbors are trash-throwing, drunk-driving, American-flag-waving surly-faced folk who we don't want to know further. I interact with students in the comunidad latina, but we're not invited further into that world by division of language and relationship (not cousins with anyone). I know a lot of cheerful gray-haired folks, but for the most part they are no longer working on any vital projects or trying to start a business--have instead retired. Covid has put a major crimp in our social lives (no more Caspar Pub Night) and we've had to hunker at home for the last year, out of fear and health issues, having our groceries delivered once or twice a month. We're feeling psychotic, lonely, out-of-touch, and anxious about our future. Sorry to be such a downer--but you asked!

City needs to recruit businesses to come to Fort Bragg

I look forward to the day that we leave the name Fort Bragg behind and embrace our future, repairing in a small way our taking of land that was not ours to take. The country's conscience has been stirred.

Develop Native American center, put more into Noyo Center on millsite, develop furniture school and local furniture making

Q17: Open-Ended Response
Truly hoping you rename it. I think there was a commission to study and didn't hear anything further.
I LOVE living on the Coast (Mendocino)
More outdoor music venues
Keep it simple and affordable. You have a great little city. Enjoyable.
Enough development for low income. This town is top heavy with subsidized .Let's create opportunities for tax paying professionals who are ready and wanting to live here, but no vacancies
So much of the lure of coming to the area is about the charm of independent businesses and small town feel. Please do not sacrifice for the sake of economics because if you decide to go corporate I believe you will lose so much of the charm that attracts people to the coast. And tourism is a big part of the economy
Thank you for this opportunity
Fort Bragg is so unique - its success is based on us staying small and quaint. So, making housing and jobs more available changes the entire dynamic - desperately needed - yet, maybe not making our town a "success"
Would love to see a more permanent food truck set up with 2-3 different trucks and some outdoor dining space (if there are interested businesses). It seems as though most business development needs to be approached from a mutually beneficial to both locals and tourism standpoint, as the town cannot survive on both alone. Some sort of larger, central town green or park would be amazing for holding festivals/craft fairs/farmers markets, small concerts, public events (think Windsor Town Green, Central Park in Davis, or Arcata Plaza). I realize space/parking considerations make this difficult. Thinking big and long term. Thank you Fort Bragg!
Stop the cheesy generic development that is turning this into San Jose. Leave the ocean frontage open space. No Hare Creek garbage development.
I would like to see more active businesses downtown (particularly Franklin Street).
The success question is too open. Not sure how you define future economic, cultural expansion, water roads Not sure if this survey is going to get you anything very useful
I love my town. We need real jobs here , much more than the tourist industry. Our college has turned to dust, our community needs it as a meeting ground.
Hospitality, lodging, and tourism were not listed among the occupations. Or I missed it. Tourism seems to be a large portion of our local economy. It needs to be considered so that it can be sustainably developed and managed.
Take a stand and decide if Fort Bragg will become just another commercial zone not so much for the locals but for the tourists who leave a mess

Q17: Open-Ended Response

About Question #16: information about what FBG (Fort Bragg Government) is doing to improve the CBD is published in the local newspapers, but now that the newspapers are owned by a larger consortium outside of Fort Bragg quite a few folks that we know have stopped their subscriptions. A Fort Bragg newsletter either drop mailed or available locally at businesses, the Post Office, or locations of the City's choosing would be an asset. The websites offer some information but mining through any city, county (!), or State website can be cumbersome and exhausting. And to emphasize our commitment to the City of Fort Bragg, as semi-retirees, we spend approximately \$10,000 per year on food/retail/essentials. If the variety of offerings in the CBD and elsewhere improved, the funds we spend in Ukiah would lessen and we'd be spending more in the City of Fort Bragg, a local life-line for us but not without its limitations. And, as far as housing is concerned, put forth additional limitations on AirBNB, VRBO, and the like. In 2015 I did my own survey of those offerings which took hours to accomplish; I discovered over 400 AirBNB and VRBO between Point Boonville and Westport which did not include the various Inns, Hotels, and Motels that advertise on their websites. These have not only hurt local IHM business, but have contributed to lack of available housing for say, medical professionals, and others wanting to bring business to the City of Fort Bragg. Thank you for including us in the survey,

The housing crisis on the coast must be solved!

Women need more support.

I think mountain biking could be a big tourism draw.

Please consider the talent that is needed for economic development. It is very hard to find a dependable workforce here. There are definitely hard workers here on the coast and their bosses know it! I don't know how new businesses will be able to operate if they don't have a reliable staff. Staff can't continue to live in FB because of the lack of housing. I've seen teachers not be able to find a house because they have a cat, or worse, a dog.

I have conceived and presented an array of economic development opportunities for which there is a great need, but no apparent interest on the part of the city Counsel. I have concluded that there is not sufficient desire on the part of Counsel members to justify further investments of time and energy.

keep going for the green angle as you develop. no box stores. no malls. be different.

Our town is drowning. I appreciate the City trying to help. A big problem is housing and good paying jobs. Working part time jobs is something somewhat new for me (last year and a half), I was previously at my full time job for 10 years but left do to childcare issues. Most people can't survive here unless they are born into a family with money or work themselves to death. We need jobs and we need affordable housing... I know it's a free market, but the listing I see for rentals is crazy.... I really think trying to build an aquarium on the GP land would be beneficial. It would create long term and permanent jobs as well as stimulate our economy by being a huge tourist attraction. Thank you for creating this survey!

Houseless situation neeeeeeddddddssss attention. People don't deserve to suffer like this.

I would like to see FB police and/or community watch bicycle patrols. I wish that those of us outside city limits who work and shop in FB could vote on issues and representatives that matter to us.

I am concerned of reports I hear of lifting the cap on dispensaries. I fear that if dispensaries are allowed to dominate, 1) other businesses will be priced out, 2) the downtown will become less inviting for most who would otherwise visit, and 3) in the not-so-long run, the dispensaries will fail, leaving us with a further gutted downtown.

Q17: Open-Ended Response

Beware the curse of overtourism. It is real. Just look at Tahoe, where the city councils favor tourist dollars over the needs of its residents. Some tourism is good, but it can't be the main revenue stream, as it corrodes the quality of life for residents here and makes the local economy subject to the boom and bust of tourism. We need good schools, a thriving college, broadband...look at Arcata for inspiration.

We need creative progressive. Leadership to bring FB forward. Instead of clinging to a tattered industrial past that never will be again, rebrand fort Bragg ——change the name; invest in broadband and housing; instead of trying to find ways to keep what used to be look for ways FB can be part of a new economy. Leverage the presence of the hospital along with our beautiful environment into a health care/recovery industry.

Don't lump all formula business as the same. Dollar chains are not right for any community.

The children are our future and if Climate Change isn't controlled there will be no good future for them. Economic security helps families raise secure children. Tourism has its place, but the jobs created by tourism don't pay very well and renting single family homes and apartments to tourists is terrible for local people needing housing.

If we are NOT CAREFUL, we will LOSE what makes fort bragg Special! It's already happening with a lot of people coming from the outside trying to make it into what they had left! TO much Money moving in pushing out the generations that have been here and are trying to stay!!

We as a community need to find a way help return the land on the mill site to the people it belongs to, the Pomo peoples. If we need to buy it with grants, or however. Can a city eminent domain the southern part?

I know a vocal contingent wants a walkable downtown, but one of my disabilities is inability to walk very far. If we keep limiting autos in town then we need off site parking with express shuttles with 5 min wait times for downtown only. Thanks.

The people who work and pay taxes in Fort Bragg shouldn't have to worry about @#\$%^ looking in their windows, ripping them off, and trespassing and damaging their property. Stop giving them reach arounds and lollys and stop bro g an attractive locale for them to come from all over the country.

I support the city name change.

It's past time to change the name to something better. This issue will never go away until it is resolved, and it depresses the potential for this town to finally grow.

We really need to change the name of this town. It honors a terrible past and I know we will see much more economic growth when we do.

Keep the community - please.

Mountain biking can bring in \$2-4 million a year. It's not a total solution but it can bring in tourist dollars. Fort Bragg should be more active in promoting it.

If FB will capitalize on its existing HUGE advantages - the ocean, the bluffs, the nearby hiking/biking/boating & Bay Area / Sacto markets of nature & arts loving visitors - by e.g. building a performing arts complex, more walkways & visitor-serving amenities the sky is the limit!

the lack of water resources will limit growth- ignoring the drain now placed on the noyo river is wrong. There needs to be another answer.

Starlink and more ubiquitous Broadband access will be cross-industry permanent disrupters. Corporations can look at our real estate values as cheap places to locate (by comparison to the majority of California) once we can demonstrate reliable broadband connectivity. Attracting businesses starts to unsnarl all the other problems the coast has with regard to housing, living wage jobs, schools, medical care, tourism, etc.

Q17: Open-Ended Response

A lot of things I used to think were very important have shifted due to COVID-19. I think some of the ideas in #5 are great from a pre-COVID perspective but presently seem frivolous.

No big box stores. Please keep it small, raise wages, and make it affordable for the working people here. Tourism and vacation homes drive up prices so locals no longer can afford to live here.

Keep up the good work! Sidewalk and street improvements over the years much appreciated!

I believe adopting an array of green policies (and soliciting grants to implement them) and using that to create media attention would increase our draw for tourists, bring the benefit of relying on more sustainable practices and engender pride and creative thinking in the community.

The downtown needs the corner of Franklin and Redwood as an open space plaza. There should be a tree planting program. More energy needs to be put into planting trees and taking care of them, than cutting them up and burning them! 🌲

Be a visionary and leader for a sustainable city in respect for the amazing environment in which we live.

City leadership must start having conversations regarding Fort Bragg and future generations and stop spending so much time on minutia that does not improve living conditions or put Fort Bragg in a position to have a bright future. Stop letting a small group of the public determine the business of the city and take up precious staff and leadership time to focus on the future including incentivizing businesses, attracting new industries and doing something with the Mill Site. It has been 20 years and we have a nice trail which is great, but what else? We have an opportunity and it's not being discussed or being tabled due to one small reason or another. We need vision, to take chances and focus on the younger and future generations - not those that have been here for 100 years and want nothing to change. That will only ensure Fort Bragg slowly becomes a ghost town with no exciting or rewarding industries.

Approach universities to establish an oceanographic or alternative energy research institute on the old lumbar mill site near glass beach. It will bring jobs and research monies to the community. Think outside the box.

Focus on economic growth. Attract a world-class university or tech satellite office.

There needs to be more updated and maintained and on trend info online about Fort Bragg. Not some craptastic restaurant site that doesnt work on mobile, and has menus that are over a year old. Not tote bags. Not stickers. TECHNOLOGY, where people can see what is going on in FB without having to stare at a damn plastic bulletin board in person. Helping people navigate all the licenses, fees, and permits, rather than making more walking maps.

If you want to maximize business in Fort Bragg, focus on ecotourism. This means supporting things like the Mendocino Coast Redwood Preserve, keeping large amounts of green space on the mill site. Murals in FB can celebrate the natural world here on the coast, bike and hike routes from town out into the redwood via old logging roads, etc. Economic Development in the CBD is dependent on a vision for the coast, and the City of Fort Bragg should be participating and advocating for that vision...in my opinion, our future is ecotourism.

I am doing this survey during the pandemic and lots of businesses have closed. Lots were closed even before that. I think somehow the rents on downtown businesses need to be lowered and more advertising about downtown will be needed for new businesses. Maybe more weekly events held in good weather to get folks shopping downtown more. Perhaps music and dancing in the streets. Maybe lots of street fairs.

Q17: Open-Ended Response
Solar panels on every building and electric vehicles in every driveway. Would create living-wage jobs, stop Fort Bragg's carbon footprint, and make Fort Bragg a world leader in the effort to end climate change.
Yeah keep oil drilling and corporate big box type stores OUT OF HERE!!!
I strongly believe the lack of a public art center is such a shame. We have art galleries all over, and so much talent. But no place to create. I see many things changing quickly, but nothing in this area ever being mentioned. I know housing and employment are top priority. But I believe this could add both if done right.
Change is constant and inevitable. While one doesn't want to throw the baby out with the bath water, realities of the current world need to be taken into account and addressed.
I really like Fort Bragg and attracting young active talent with housing and economic possibilities is critical for the brightest future possible.
I wasn't sure if the first question intended to rank #1 as highest priority, or #8 as highest priority. I chose to make #1 highest, and #8 lowest priority.
Please prioritize supporting existing businesses first, before investing in attracting other businesses.
This survey structure and the use of "hearts" is somewhat odd.
Living in Little River, and owning our home and being retired, much of the survey does not apply.
I feel we need to work on taking care of our ocean, nature with everything we have. Our people our only as healthy as our earth. I'd like to see more green policies as other cities in CA
Don't get too successful or it will grow too much. We can always go over the hill to Ukiah for big box and shopping if we need, but once you've let something in, its likely here forever.....
Thank you for creating this survey and inviting me to participate.
I have grown up in the Fort Bragg Community and now I am raising my family here. I love living here but I feel the cost of living is not comparable to the wages that are paid. Unfortunately, this is making it harder to stay in this community and raise children. It would be great to see broader opportunities for careers in this community.
Please move heaven and earth to block the new dollar store on the headlands.
We need a permanent marine research facility, with a supporting aquarium, to study the benefits of the sea glass and the possibility of creating glass reefs worldwide to establish new food chains so as the regenerate our badly depleted continental shelves. Grants can be used for this and it will grow our middle class.
I think there is incredible potential for this town if we lead with vision. I can think of no other town in CA or elsewhere that has their entire waterfront to plan. This is central to our future success. I strongly believe the Noyo Center is a big part of that future.
I greatly appreciate the work of the current and previous city managers and their staffs, as well as the city council and staff of all city departments.
Kids need access to extracurricular activities. A children's museum would benefit the kids and the community. I feel there would be many people willing to donate to this cause. The place could hold educational events and groups for families. A place families could go when it rains to get out of the house. A place that displays our native history and provides visions of the future of our community.
I think having rent control would be helpful.
I gave 16 5 out of 10. Because if we wait for the city to do something, it will never happen. The local business owners are going to have to lead the charge. Why not foster and support local businesses that have been pillars in the community, first, then work on new things.

Q17: Open-Ended Response

We need to encourage more public engagement in meetings, etc. The city should have a digital sign installed in the north facing wall of town hall announcing upcoming meetings and topic. Our schools have them to advertise their yearbooks sales, The city should be making important announcements in a more streamlined way. Going to the city website to look up meetings on occasion can be kind of time consuming to the average person. Often people are overwhelmed with their every day lives and don't think about The inner workings of city government. This sign would remind them on their way home from work that somethings happening tonight and perhaps tune in and participate. I guarantee it would increase public engagement.

Like many older residents, I have to travel to Ukiah or Santa Rosa to see specialists. I hope that the hospital with its recent affiliation to the Adventist system will be able to provide more services as our population ages.

I could not get question 1 to accept marks

i view our success as very low if you allow the marijuana to dominate our city. We have a gem on the coast here! Our town is a major tourist destination and we DO NOT NEED anymore cannabis stores.

AND PLEASE, please, please CHANGE THE NAME OF THE TOWN! Do we really need to remember Braxton Bragg whoever he was?

We need to do everything we can to revitalize and support our downtown businesses. Including keeping the coastal trail beautiful and more beautifying of our downtown including requiring owners of decrepit buildings start to upkeep their spaces or lose them.

Please study doughnut economics (<https://doughnuteconomics.org/about-doughnut-economics>) and consider how Fort Bragg can take a more holistic, human approach to economic development. GDP is a terrible measure of the well-being of a community so please think less about money and more about the bigger picture when deciding the best course of action. Thank you for including the community in this very important discussion.

We need to deal more with the transient population that is destroying people's property and the rights of property owners. It becomes very depressing having no help and constantly told how many rights they have and you as a property have none.

THERE SHOULD BE A "are you new to fort bragg?" publication and/or website. I moved back after 40 years thus was a teenager when i left. In the Bay Area, PG&E can answer every energy requirement thus I'd never used propane before. What a NIGHTMARE that has been! It might have been easier with a "new residents" guide INCLUDING stuff like propane vs. natural gas... NO availability of TV signals via an antenna (I *had* to buy cable to see ANY TV)... the stranglehold AT&T has on the landline telephone market; the sort of stuff people who've become adults here take for granted but frustrate the HECK out of adults who migrate here...

Stop ruining our town with worthless policies, and start helping local rssidnts and businesses thrive!

Thank you to City staff for there steadfast efforts to improve our city.

time to get rid of the City Manager.

The City Council is spending too much time and money encouraging franchise businesses (Taco Bell, McDonalds, Grocery Outlet, Dollar stores) to come to Fort Bragg that don't create living wage jobs for Fort Bragg citizens. The council needs to take steps to further local businesses. Too many absentee landlords are keeping their properties unused and closed in order to get higher lease dollars. These absentee landlords need to be punished for this anti Fort Bragg behavior.

Please stop licensing pot stores. We have enough.

Until Fort Bragg becomes business friendly and has businesses locals can actually shop at this is a waste of time. Locals don't need sea shells and coffee cups and T shirts that say Fort Bragg on them.

Q17: Open-Ended Response

This small town could have so much more potential for economic strength, population diversity, sought-after tourist destination, better infrastructure. The mentality that "if it's not broke, don't fix it" does not work. There seems to be a lack of wanting to maintain and improve upon the positives. Fort Bragg will continue to decline if the economic growth progresses as it has been.

Focus on affordable and market rate housing which will encourage the workforce to stay in Fort Bragg and this support growth of additional industry.

We need a college campus in a park-like setting. We need businesses that attract people not factories that cannot thrive in an isolated location.

NO BIG BOX STORES PLEASE! make Ft. Bragg unique-- more art galleries. We need rent control. More Trees! Get the College to build dorms and more students will come here for the woodworking program and other classes! This is one heck of a missed opportunity

I am concerned by the turnover in City staff, in that it leaves me skeptical the City's goals will be implemented. For the sake of the community, I hope to see more stability than the public has seen in the last four years.

Keep Fort Bragg Beautiful, to live, work and play, no box stores, we will only survive and thrive by not being like everywhere else. A special place

I believe the key to our future is housing. If we don't have housing for people who work here, at all income levels, we'll never attract folks to come to Fort Bragg or to stay in Fort Bragg. Low income families will continue to struggle for safe, clean places to live. We must have a creative housing plan that includes four plexes, apartments, community housing, etc. Thank you.

More than ever, Fort Bragg has become a favorite place people want to visit. The attractions are many, including the natural scenic bluffs, trails and woodlands. The high temperatures of the changing climate, and fires, etc. has been bringing visitors from all over. The demographics of Fort Bragg are changing; with the influx of many people over summer and into Fall and Winter months. Tourism is #One in FB. The expansion of shops and businesses will take off, once cv19 is behind us; I do believe. With that said, the future of Fort Bragg requires inventiveness, open mindedness with always being aware of preserving the unique qualities that are here and have been for so long. We don't want to see Fort Bragg trampled on by the big foot of tourism. There's a compromise to be made in decisions of a FB culture and welcoming those who come to visit. Something has to be done at Glass Beach. There's misleading info online about the glass. What we need is for someone to spin and smooth recycled bottles, all colors of glass to replace what's not actually there anymore. We could have a fenced in area where visitors can enter and walk on the glass and broken shells; they can purchase the glass mix by the pound at (guessing) \$5lb. That revenue will help with upkeep of Glass Beach. Half Moon Bay had a place like that. On the ground a thick layer of broken sea shells with mixed colored glass, and rocks for purchase. 2.) At the Harbor: a wonderful grand ocean vessel docked permanently for an enjoyable evening out. The ship's masts outlined with lights against the black sky over the ocean. Inside, a staged set up with a brass band for couples dancing. Think...old world elegance brought to our harbor, with fine dining; a romantic escape. Themes could be bent on different nights, to the appeal to individual musical interests. Call it "The Moonlight Ship."

1. Be bold and think creatively 2. Share your strategies and tell us REGULARLY how you're doing implementing them so you are held accountable for your success or failure 3. Let people who want to help do so

DO NOT BUILD ON THE TRAIL!! The coastline is our heritage as are what remains of the Redwoods. We are the stewards of the redwoods and our beautiful coastline. MOVE THE SEWER away from the ocean, and the dump out of town away from homes. The rat infestations to homes in and around pudding creek Airport road is unhealthy. The garbage service does nothing to control the vermin.

Q17: Open-Ended Response
I believe the mill property could really help the locals that would like to stay here with some sort of large scale business like the mill was to create some reasonable living wage jobs with benefits.
I would like to put 10 for the future of fort bragg but the city council just let go of many very qualified applicants with a lot of experience in what we need. Community building, protecting our open spaces and growing our community in a way that won't put small businesses out of business. It also seems like council is dragging its feet at best or staunchly opposed to making the tough choices that need to be made . Name change for example, would be good positive publicity for our town which we really need. It would also put us on the right side of history. I hope council starts making tough choices for the betterment of this community.
Affordable housing for our labor workforce is essential. Tiny home communities may be a key to making that happen.
I have lived here since 1957. It is almost impossible to find affordable items here, and many basics are not available at all. Fort Bragg has never been open to allowing bigger stores, and only wants to protect small business. This is one reason people do not move here and is hindering our economic development.
There are large undeveloped lots within the City of Fort Bragg which could be developed for affordable housing. The City should pass a land tax to make in unprofitable for people to hold undeveloped land within the city.
I hope the council, which is currently quite conservative/Republican won't go for low wage chain store jobs. Work with cannabis more, work with woodworking school, tribal amenities, but dont trash the town up with chains.
We need to get a handle on the transients that wonder the street and create an unsafe feeling and limit the number of cannabis retail establishments.
More mixed housing would help.
Add a metric for how much of any business's revenue stays in the community. Use it as part of the economic impact statement for any proposed business occupancy permit.
We need to build housing, not just low income but all incomes. We can't hire outside professionals mostly due to " can't find decent housing" so expensive to build, what incentive can the city offer?
I don't sense that the city recognizes the influence of the retired senior community and how they can support the operation of the city
I think Fort Bragg has always been a small town because it can only support a limited number of people due to the limited economic opportunities and our remote location.
We need to support living wage jobs and industry.
I posted 4 stars for future success because having been living here for many years I have seen very little progress. I would love to see this town be successful, but I have large doubts that will occur. This survey however is an indication that City is getting serious and that brings hope.
please stop @\$%!* around with stupid @\$*& grants for @\$*& fort bragg does not need and start getting in gear for offshore wind/wave energy and a desal plant for a solid real water supply. the rest is just usless bullshit and all of our kids know it. what is the future for them??
Strong Open Space Conservatin zoning for the Old mill site is an essential piece of the Economic Development puzzle. Disappointing that it was not an option in #1, or even alluded to in this survey. Also, very telling that technology industry is not listed as an employment type. It should be.
Thank you for conducting this survey - it is great to be able to provide input to guide decision-making.

Q17: Open-Ended Response

Take a longer view. Think of 10-yr, even 30-yr consequences to, for example, motels etc west of the highway. How many tourists want to look at buildings instead of the ocean? Bad planning.

Its too expensive for common everyday working class service workers to live abundantly.

Thank you for asking

I ♥ Fort Bragg