

# Community Survey Results

City Council Economic Development Sessions

March 1<sup>st</sup> and March 16, 2021

Presented by Paul Garza

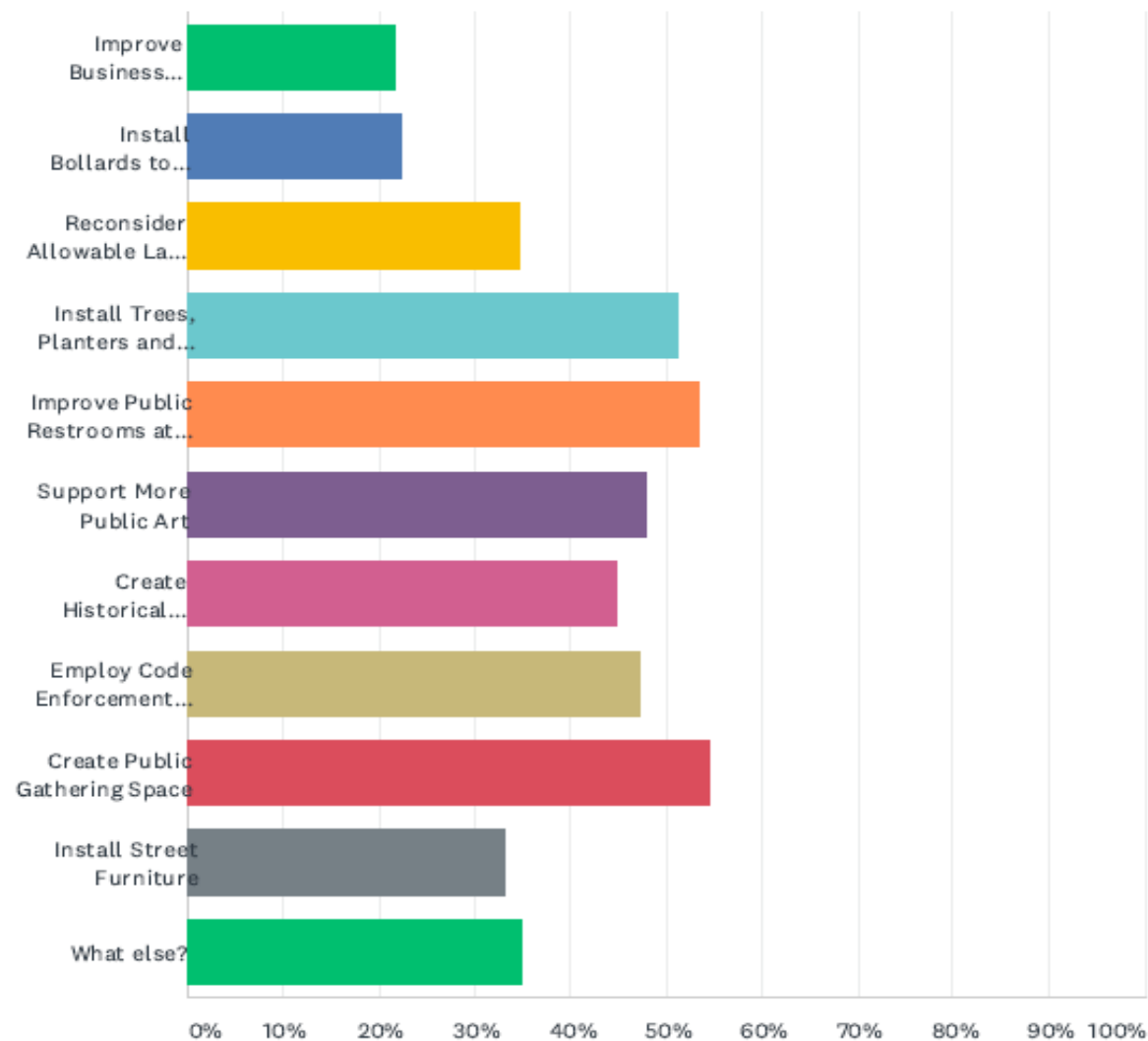


Q1 When considering City’s infrastructure needs, it is challenging to prioritize (we want it all!). Understanding this, consider the list below and let us know how you would prioritize the conversation to facilitate economic development efforts:

	1	2	3	4	5	6	7	8	TOTAL
Living Wage Jobs	15.52% 18	9.48% 11	10.34% 12	13.79% 16	13.79% 16	8.62% 10	12.07% 14	16.38% 19	116
Broadband	27.05% 33	38.52% 47	34.43% 42	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	122
Green Energy	7.76% 9	17.24% 20	11.21% 13	13.79% 16	10.34% 12	12.93% 15	16.38% 19	10.34% 12	116
Housing	15.38% 18	15.38% 18	11.97% 14	17.09% 20	11.11% 13	7.69% 9	10.26% 12	11.11% 13	117
Roads & Alleys	18.18% 20	10.00% 11	8.18% 9	10.00% 11	9.09% 10	12.73% 14	10.91% 12	20.91% 23	110
Water	9.91% 11	9.91% 11	9.01% 10	18.02% 20	23.42% 26	16.22% 18	4.50% 5	9.01% 10	111
School District	2.70% 3	0.00% 0	8.11% 9	18.92% 21	18.02% 20	20.72% 23	15.32% 17	16.22% 18	111
Hospital	5.26% 6	1.75% 2	10.53% 12	14.04% 16	18.42% 21	19.30% 22	22.81% 26	7.89% 9	114

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



# Central Business District

## Top Community Priorities

45% or more of survey respondents support the following investments in the Central Business District:

- Create Public Gathering Spaces
- Improving Public Restroom at Town Hall
- Create Historical Walking Tour & Mural Walk
- Employ Code Enforcement to Abate Chronic Nuisances
- Installation of Public Art
- Installation of Trees and Planters

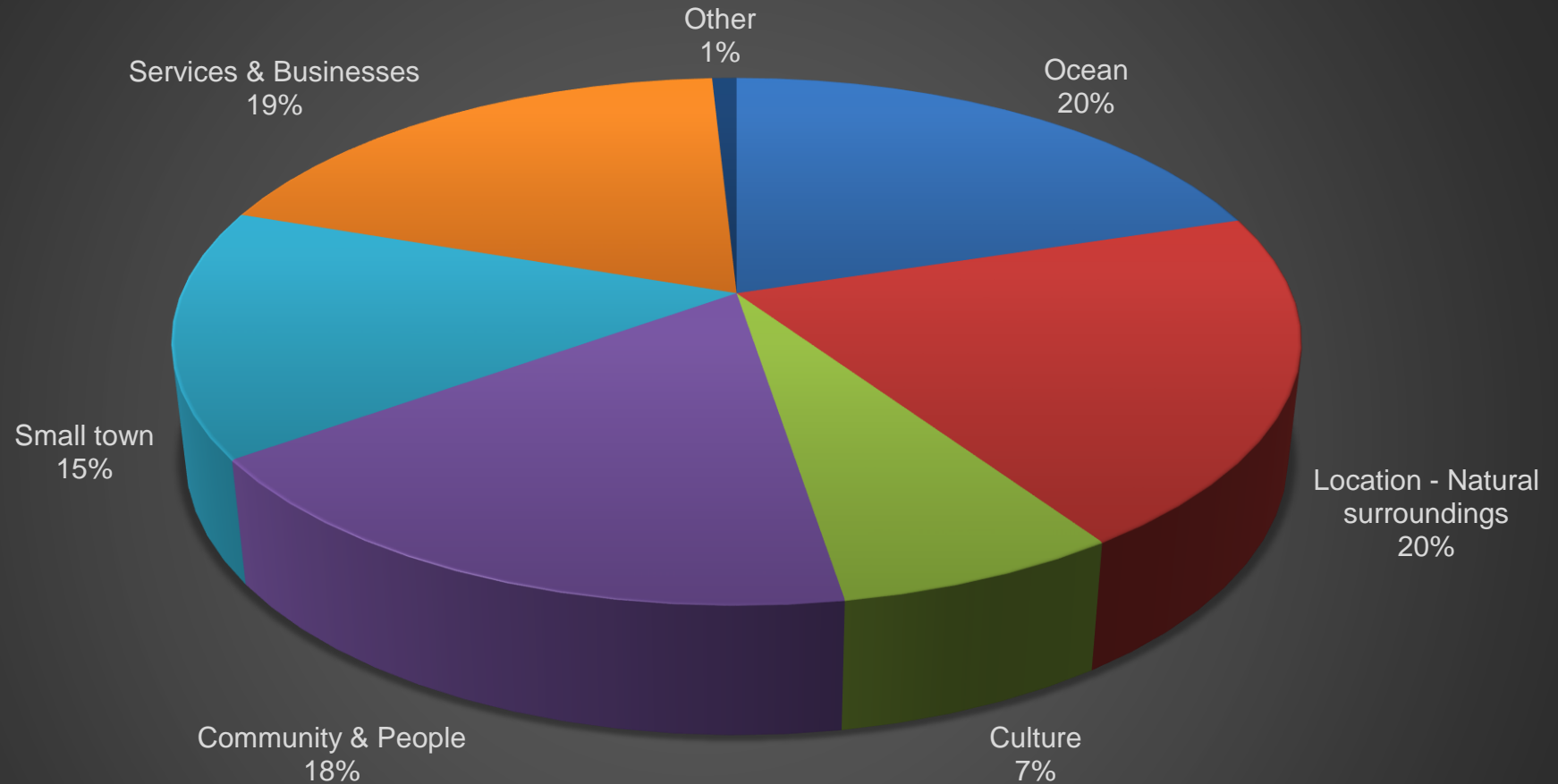
# Living and Working in Fort Bragg

## Key Insights

### **Survey Respondents**

Only 26% of respondents rent, and pay less than 30% of income on housing, and most survey participants enjoy a high sense of satisfaction with their living situation. Most survey respondents have one full-time job with benefits and a large number identified as retired.

# Community Sentiment – What we like...



# Next Steps – City Council’s Role

## Key Insights

- Broadband Ad Hoc Committee
- Finance & Administration Funding and Budget Requests
  - TOT Sharing Agreements
  - Temporary Water & Sewer Capacity Waivers for CBD
  - Façade Improvement Grants
  - VFB Funding
  - Water System Resiliency & Sources
  - Recommendation for American Rescue Plan Funding \$1.4 million
  - *All opportunities will be subject to City Council review & approval*

## Next Steps (Sarah)

### **Community Development Committee (CDC)**

- CDC consider potential economic development investments to support the Central Business District and develop plan of action utilizing appropriate Council Committees to develop recommendations to City Council.



# Continued Community Input (Sarah)

- Notify Me Subscriber List for: **Economic Development**
- The Fort Bragg-Mendocino Coast Historical Society
- Alleyway Art Project
- Bee City USA
- Housing Action Team H.A.T.
- Downtown Businesses (Organized BID?)

