



**Healdsburg**  
CALIFORNIA

# Community Attitudes Toward Conditions in Healdsburg

*Key Findings of a Community Survey  
Conducted February 21-March 11, 2018*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

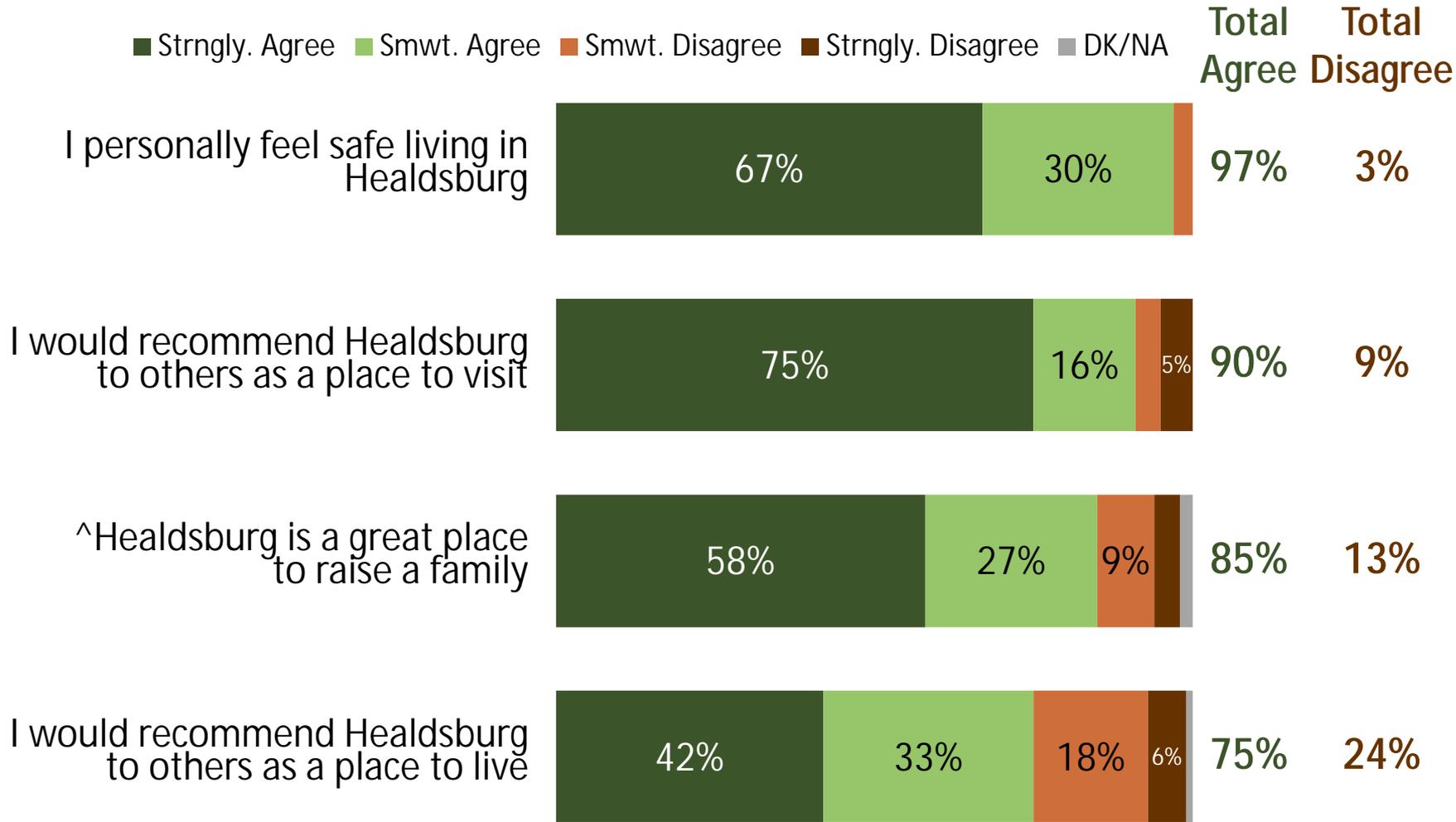
- ü 536 interviews with Healdsburg residents
- ü Interviews conducted February 21-March 11, 2018
- ü Interviews in English and Spanish conducted via telephone (landline and wireless) and online
  - Respondents were invited to participate via phone, email, and postcard
- ü Margin of sampling error of  $\pm 4.2\%$  at the 95% confidence level
- ü Some percentages may not sum to 100% due to rounding
- ü Select comparisons to past surveys of *likely voters*





# Perspectives on Life in Healdsburg

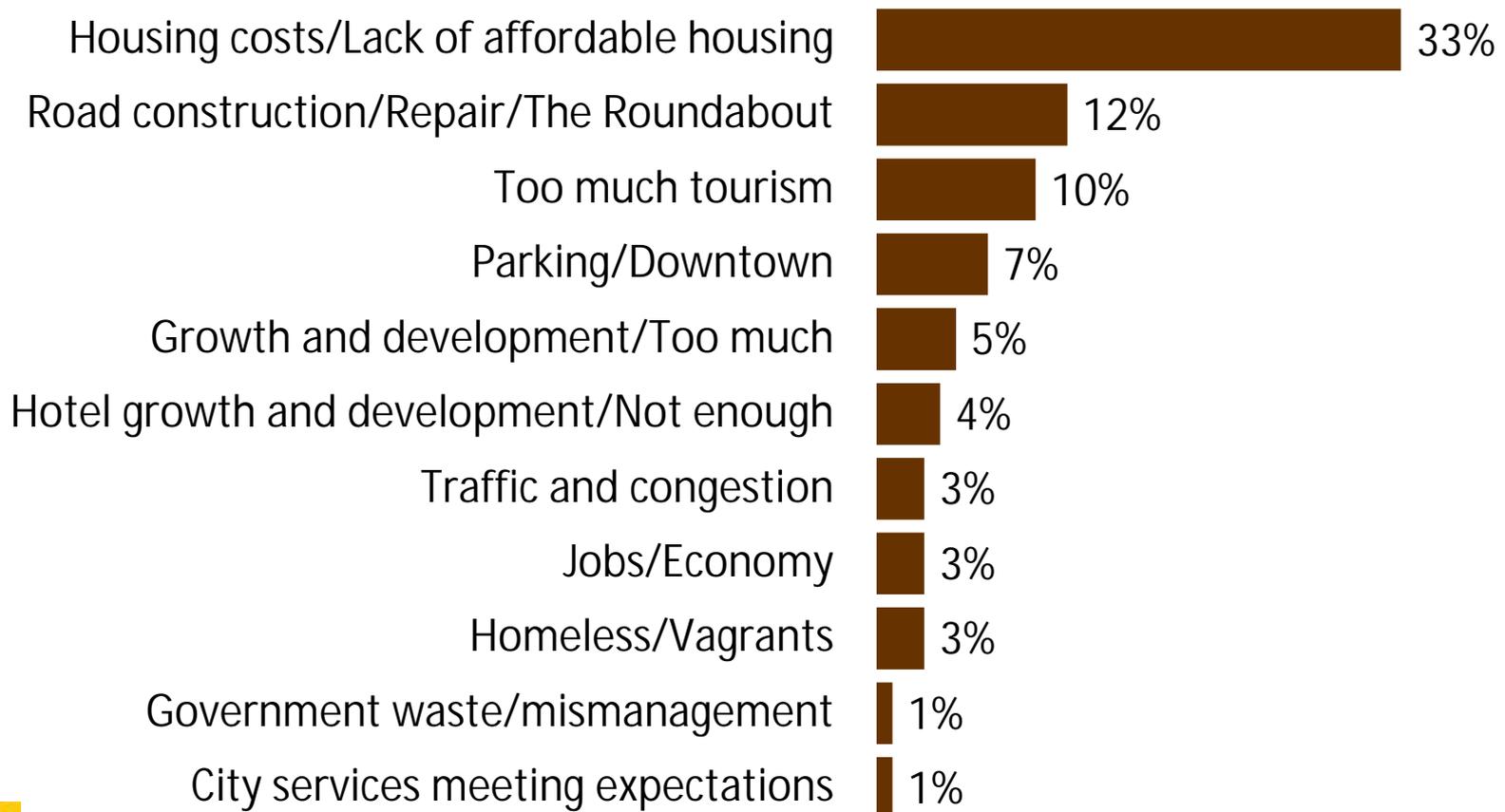
# Residents feel safe in Healdsburg, and recommend it as a place to visit, live, and raise a family.



# Housing costs top the list of problems facing Healdsburg.

*What do you think is the most serious problem facing the residents of Healdsburg that you would like to see City government do something about?*

*(Open-ended; Grouped Responses Shown)*



# Verbatim Comments Describing Problems Facing Healdsburg

I think the most critical problem that we have is affordable housing and the resulting loss of diversity in our community. And I'm especially concerned about the impact on public schools as it becomes too expensive for young families.

Housing affordability. My kids won't be able to live here as adults.

Residents can't afford to shop in town, everything is geared to tourists, every new business is wine-related or high-end restaurants.

I would like to see less money and effort being focused in tourist accommodations, and have it instead go toward infrastructure for locals or support for schools.

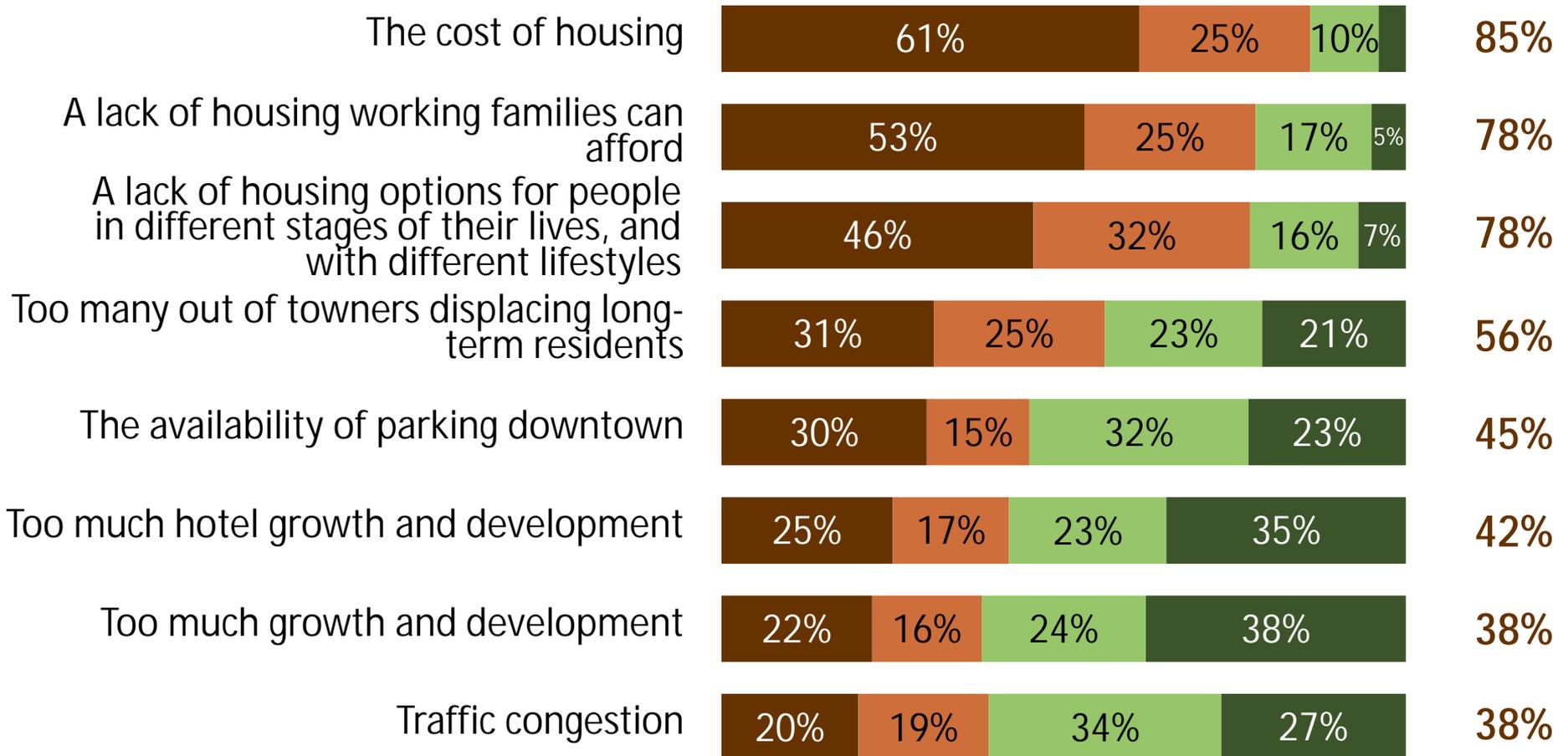
I want them to ensure that there will be no gun shops downtown, especially not next to our toy store.

Healdsburg is becoming a vacation-home community.

# The cost of housing and lack of affordable housing options are seen – by far – as the most serious problems in Healdsburg.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not A Prob./DK/NA

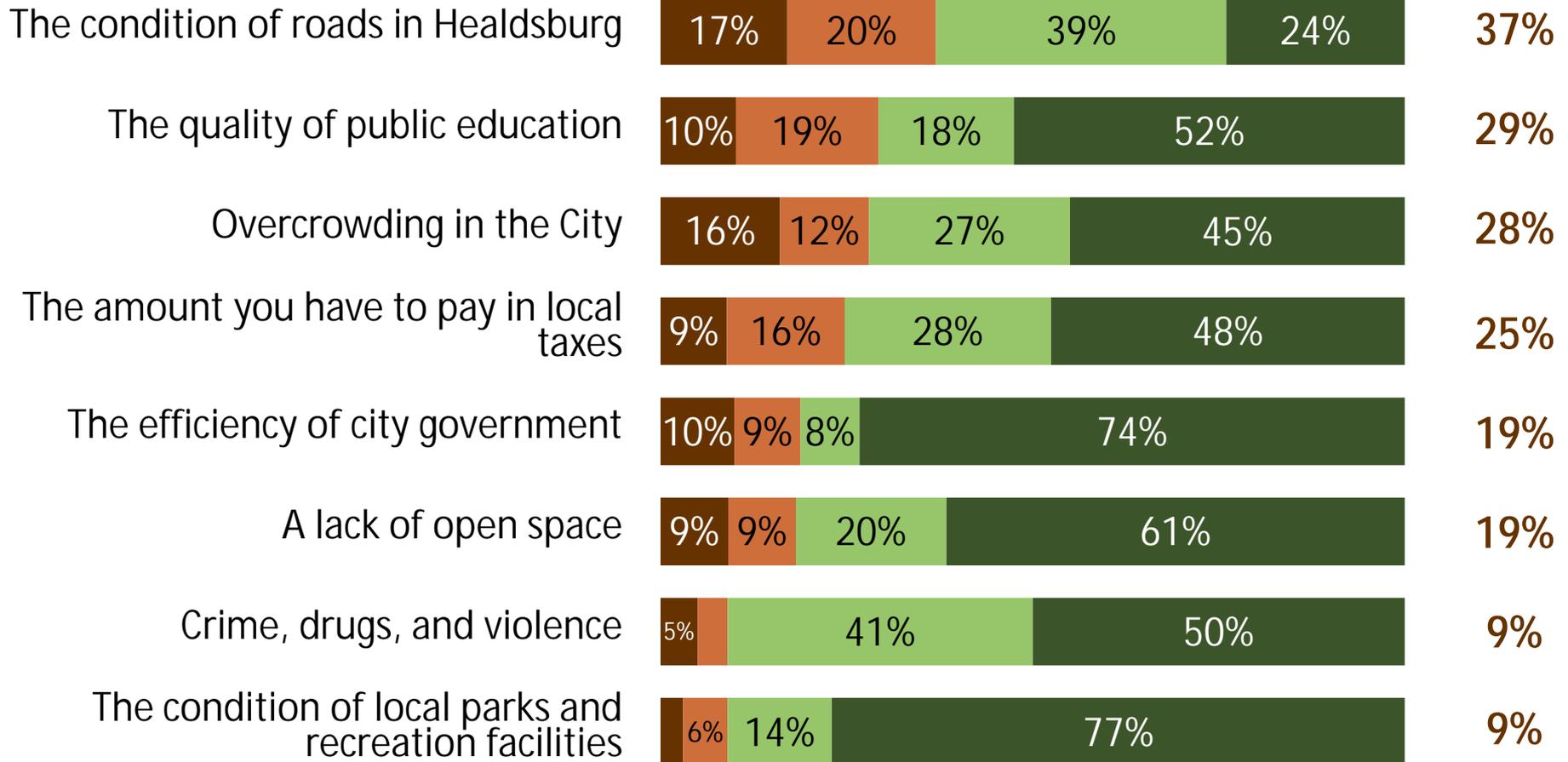
Ext./Very Ser. Prob.



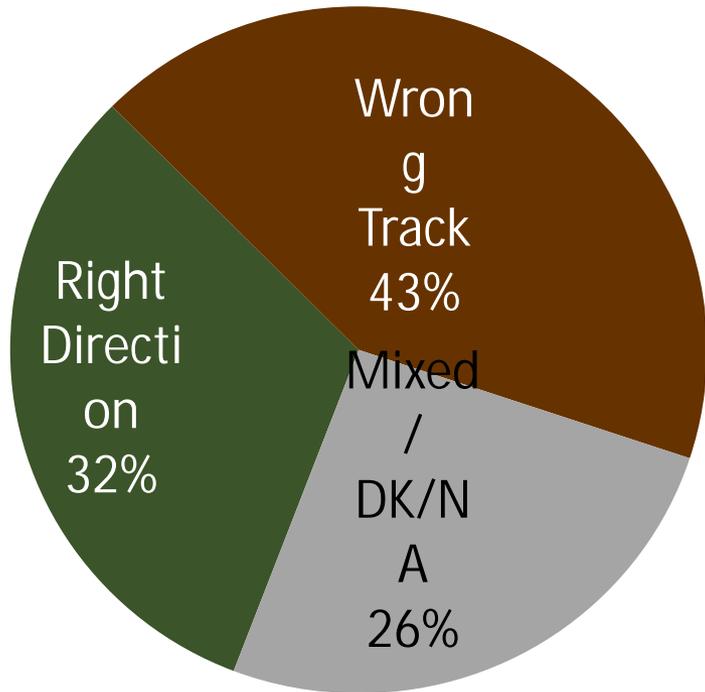
# Few see roads, public education, and overcrowding as serious problems.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not A Prob./DK/NA

Ext./Very Ser. Prob.



# These concerns lead residents to be divided on the overall direction of the community.



Demographic Group	Right Direction	Wrong Track
<b>Ethnicity</b>		
Latinos	31%	45%
Whites	32%	41%
<b>Length of Residence</b>		
0-4 Years	41%	35%
5-10 Years	38%	33%
11-20 Years	40%	40%
21+ Years	22%	49%
<b>Children</b>		
Have Children	27%	46%
Do Not Have Children	37%	38%

# Residents today rate major issues as more serious concerns than voters did in 2016.

*(Extremely/Very Serious Problem)*

Issues	2016 Voter Survey	2018	Difference
The cost of housing	73%	85%	+12%
A lack of housing working families can afford	74%	78%	+4%
A lack of housing options for people in different stages of their lives, and with different lifestyles	62%	78%	+16%
Too many out of towners displacing long-term residents	46%	56%	+10%
Too much growth and development	25%	38%	+13%
*Traffic congestion	29%	38%	+9%
Overcrowding in the City	24%	28%	+4%
A lack of open space	14%	19%	+5%

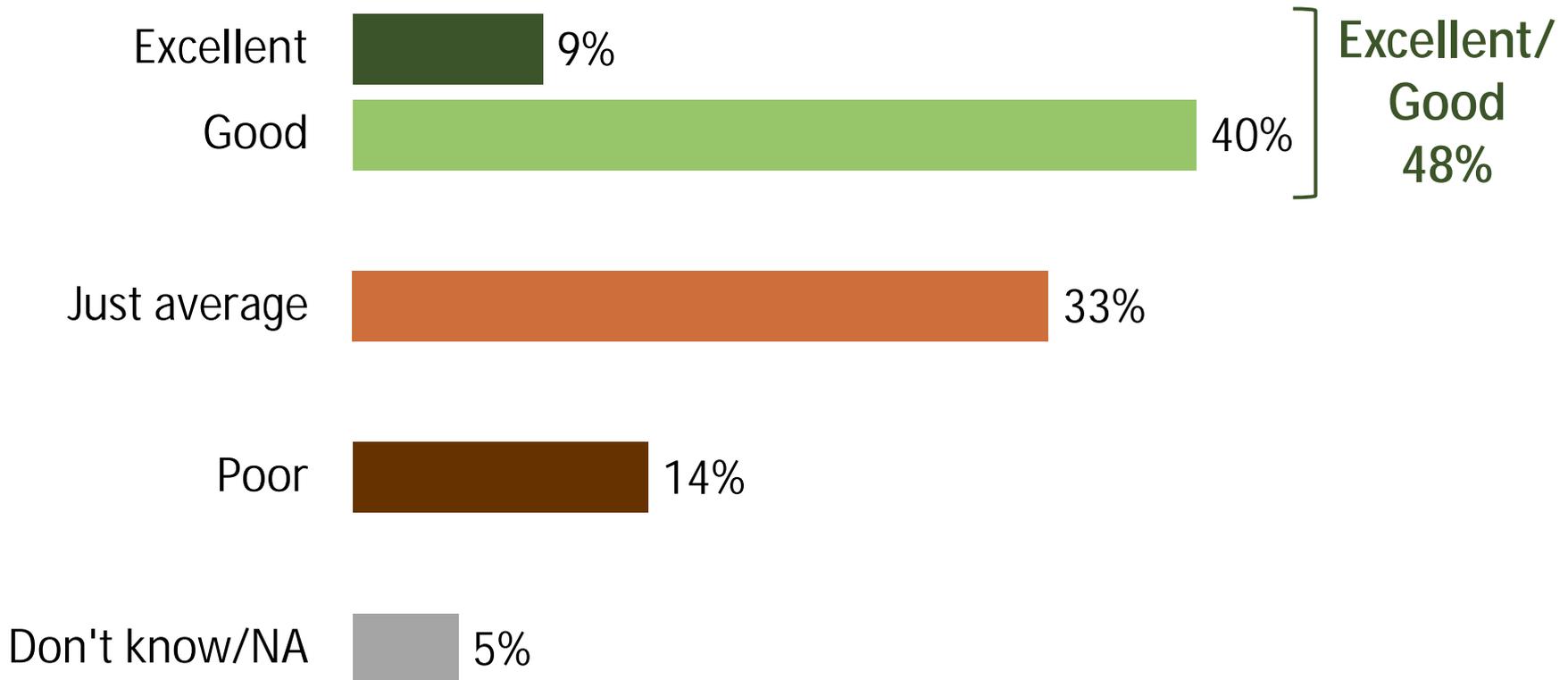
Q3. I'd like to read you a brief list of issues that could be problems for people living in Healdsburg. Please tell me whether you personally consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for people living in Healdsburg. Split Sample, \*Wording is slightly different than that in 2016



# Views of City Government

# Nearly half say the City is doing an “excellent” or “good” job of providing services.

*Overall, how would you rate the job being done by the City of Healdsburg in providing services and taking care of the needs of Healdsburg residents? Would you say the City of Healdsburg is doing...?*



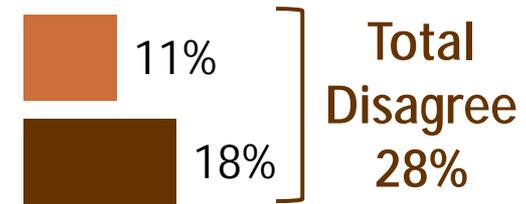
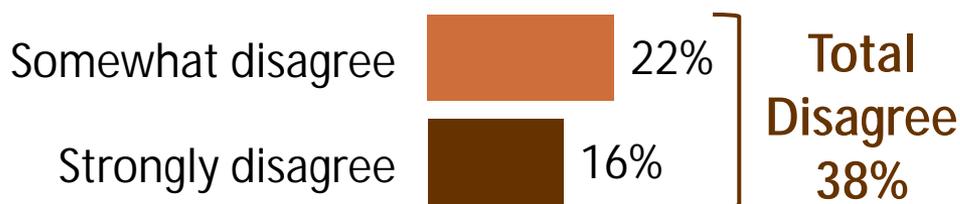
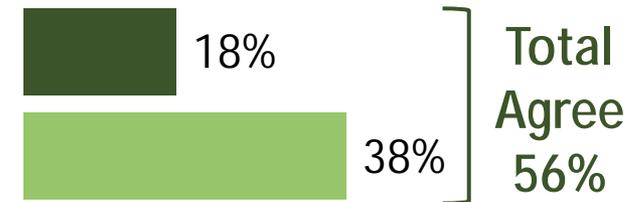
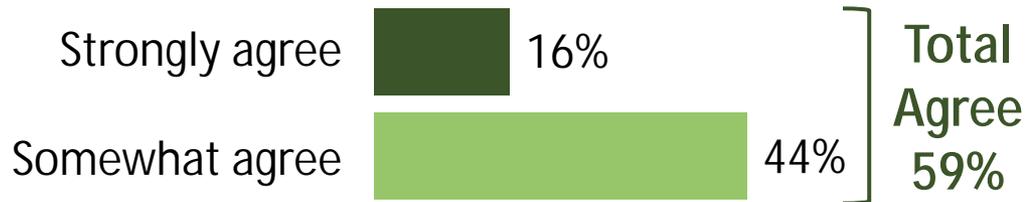
# Recent arrivals are generally most satisfied with City services.

Demographic Group	Excellent/Good	Just Average	Poor
<b>Ethnicity</b>			
Latinos	49%	21%	25%
Whites	49%	38%	9%
<b>Length of Residence</b>			
0-4 Years	58%	24%	9%
5-10 Years	40%	37%	17%
11-20 Years	55%	28%	15%
21+ Years	45%	38%	14%

# Majorities trust City government, and say that it acts in a way that is open and accountable.

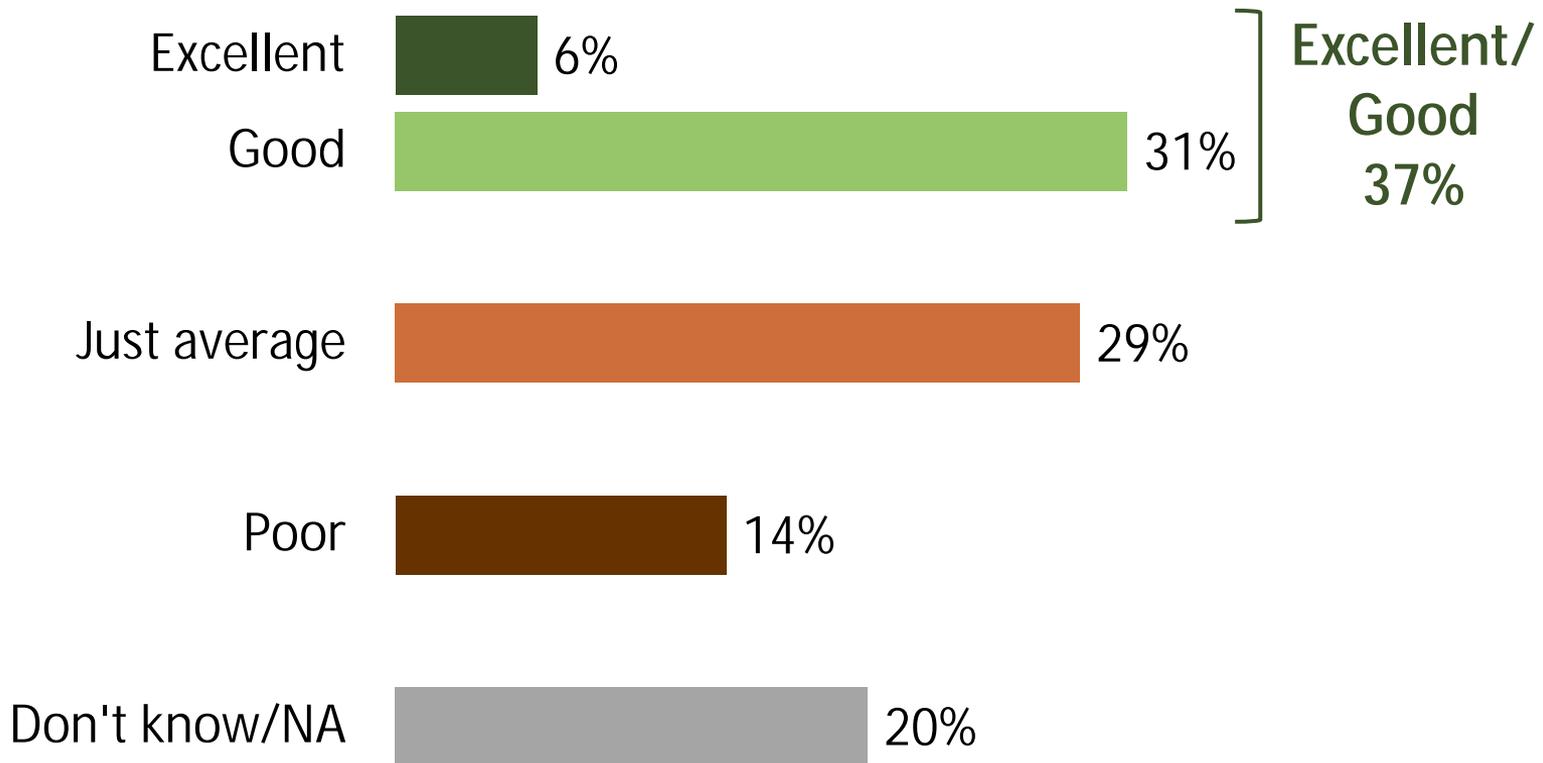
*I trust Healdsburg city government to do what is right all or most of the time*

*\*Healdsburg city government acts in a way that is open and accountable to the public*



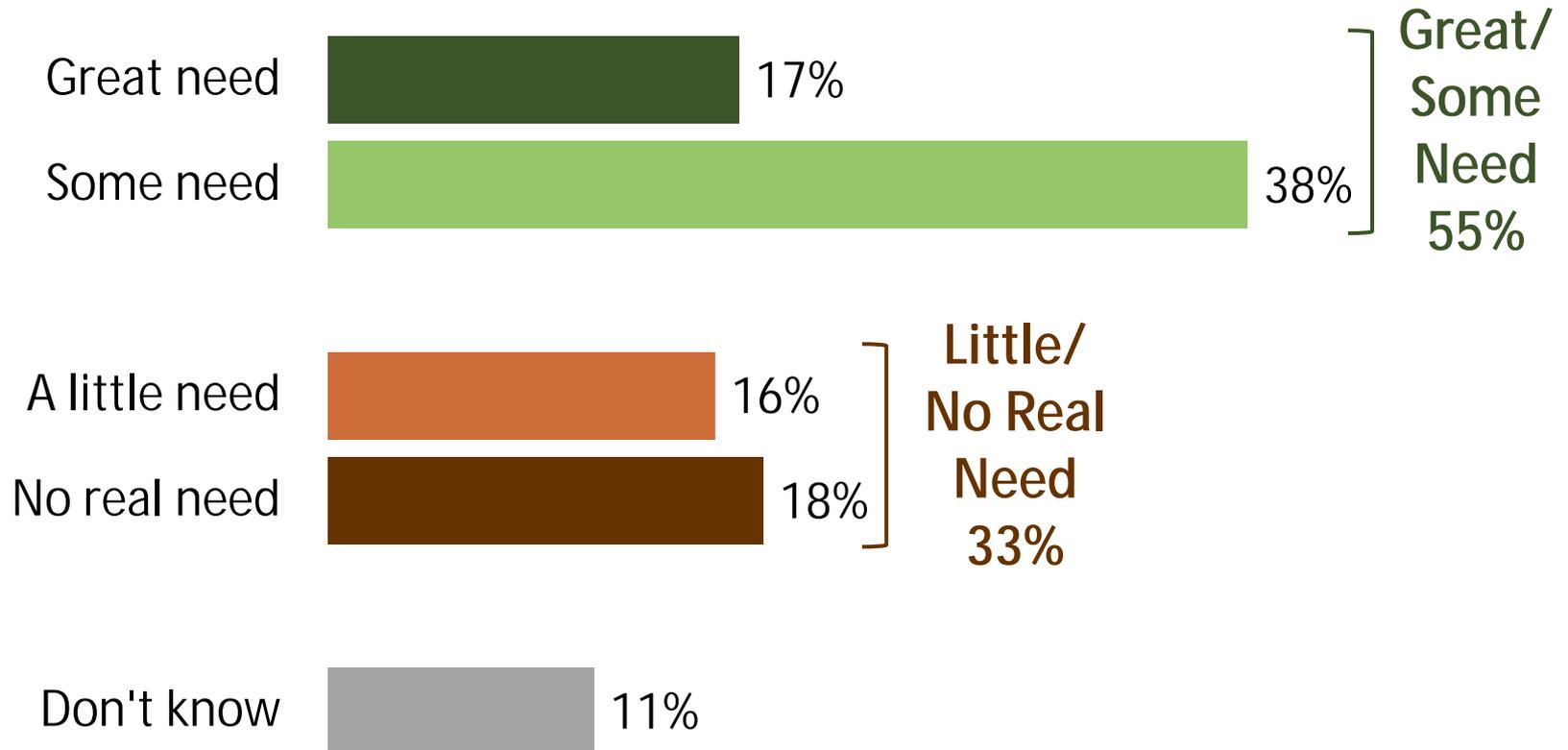
# More than one-third say the City is doing a good job managing the budget; most do not have strong positive or negative feelings on this issue.

*And how would you rate the job being done by City government in managing the City's budget and finances? Would you say the City of Healdsburg is doing...?*



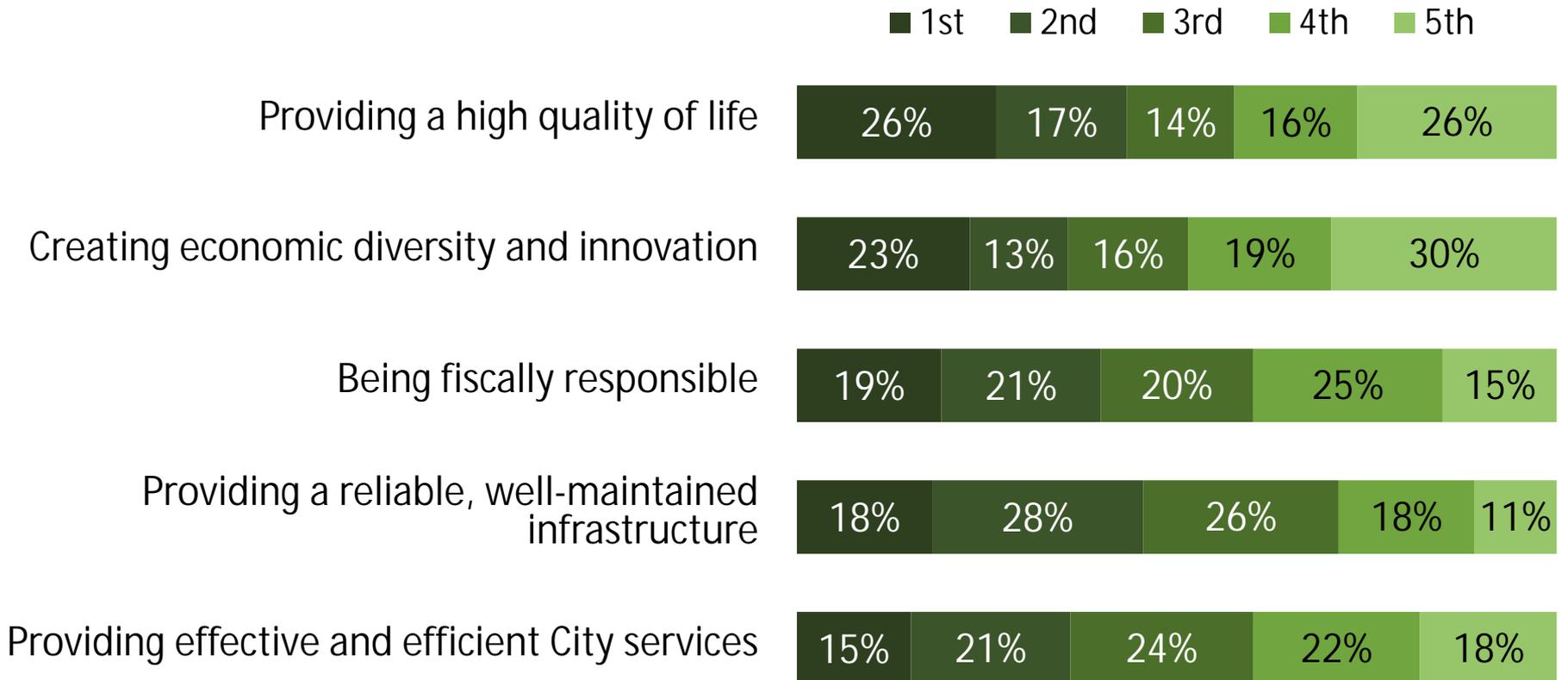
# A majority says there is a need for additional funds for services in Healdsburg.

*In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Healdsburg residents need and want?*



# Residents believe that providing a high quality of life and creating economic diversity should be the City's top goals.

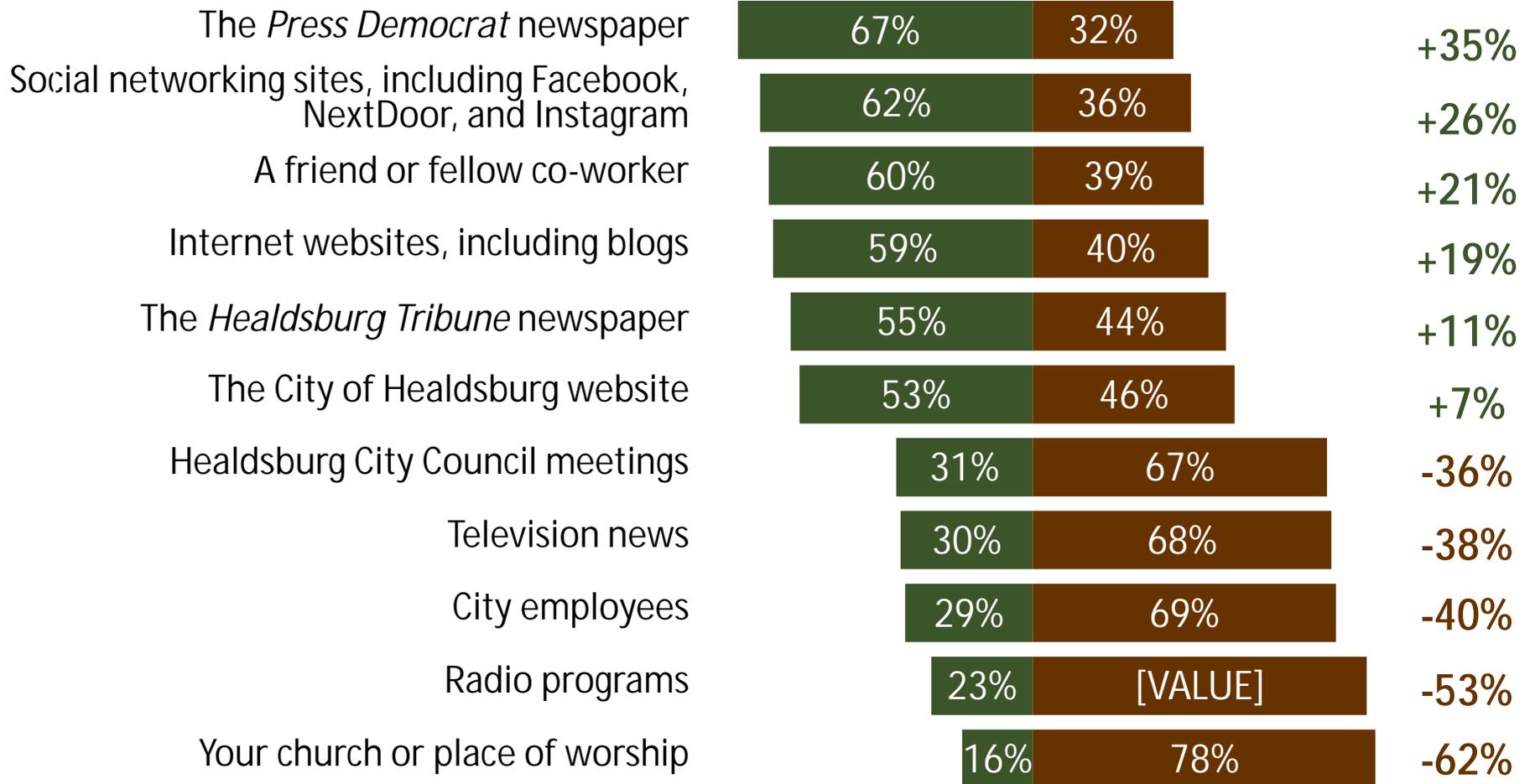
*The City of Healdsburg has 5 major goals, and I would like you to tell me how you would prioritize each of these goals. Please tell me how you would prioritize these using 1 for your most important priority, and 5 for your least important priority.*



# Residents learn about City government in the *Press Democrat*, on social media, and through word of mouth.

■ Frequently/Occasionally ■ Rarely/Never

Difference

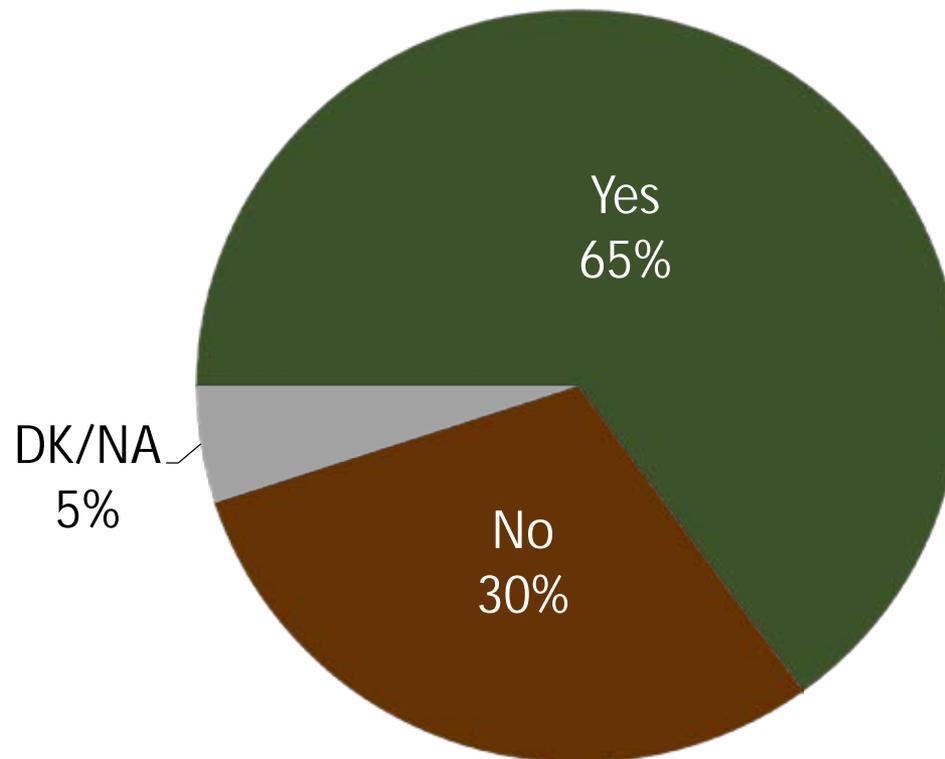




# Interactions with City Government

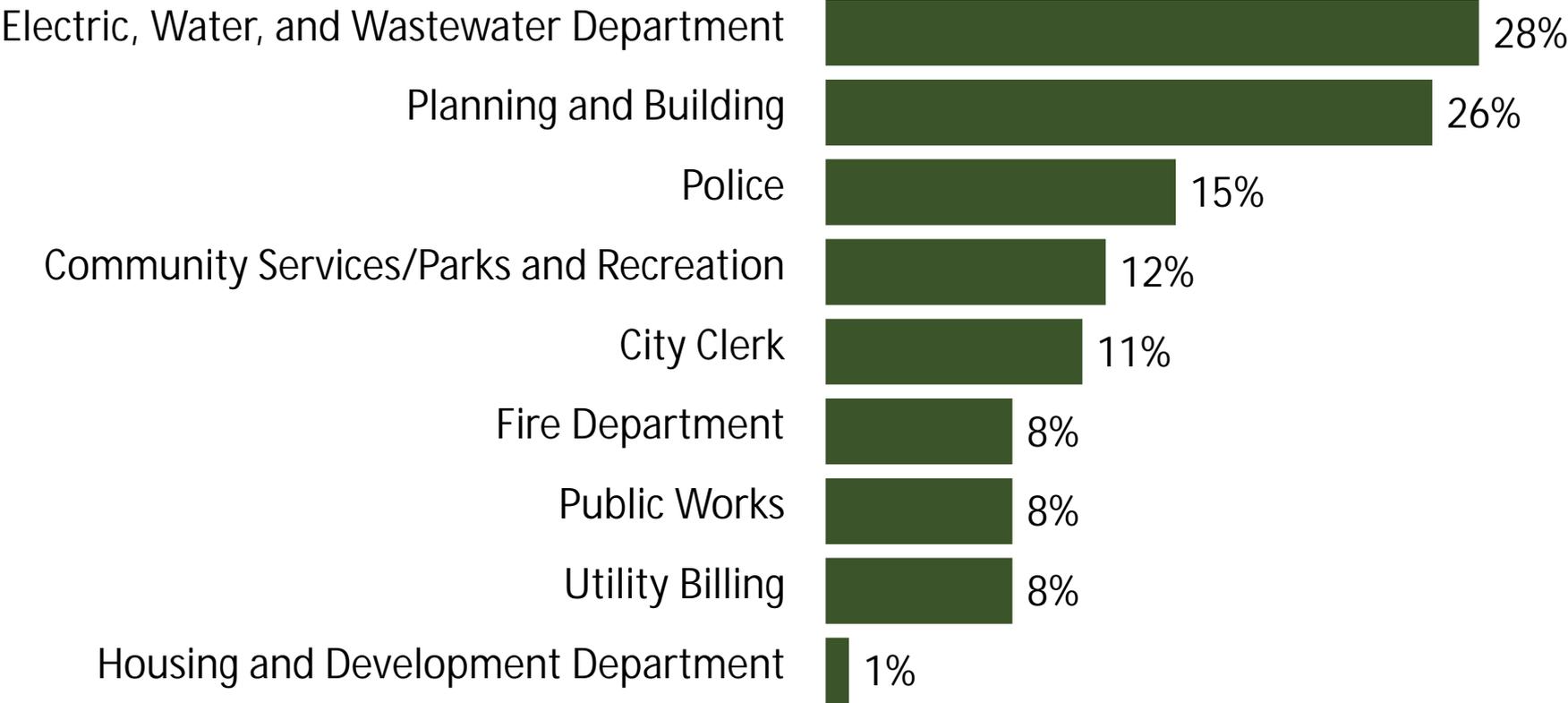
# Nearly two-thirds of residents have interacted with the a City department in the past two years.

*Over the last two years, have you had contact with a City department or agency?*



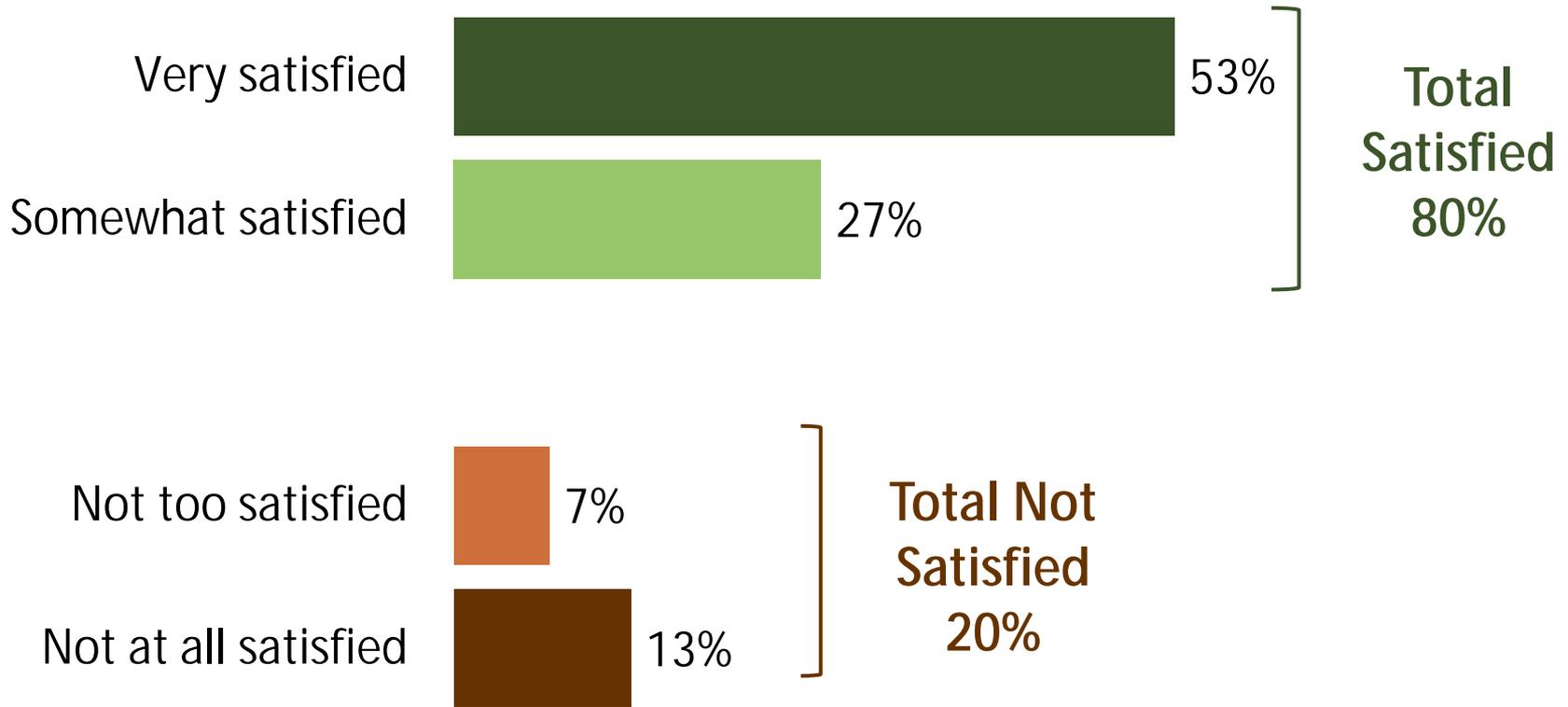
# Residents most frequently interact with the Electric, Water and Wastewater and Planning and Building Departments.

*With which City department did you have contact?  
(Among the 65% Who Interacted with a City Department)*



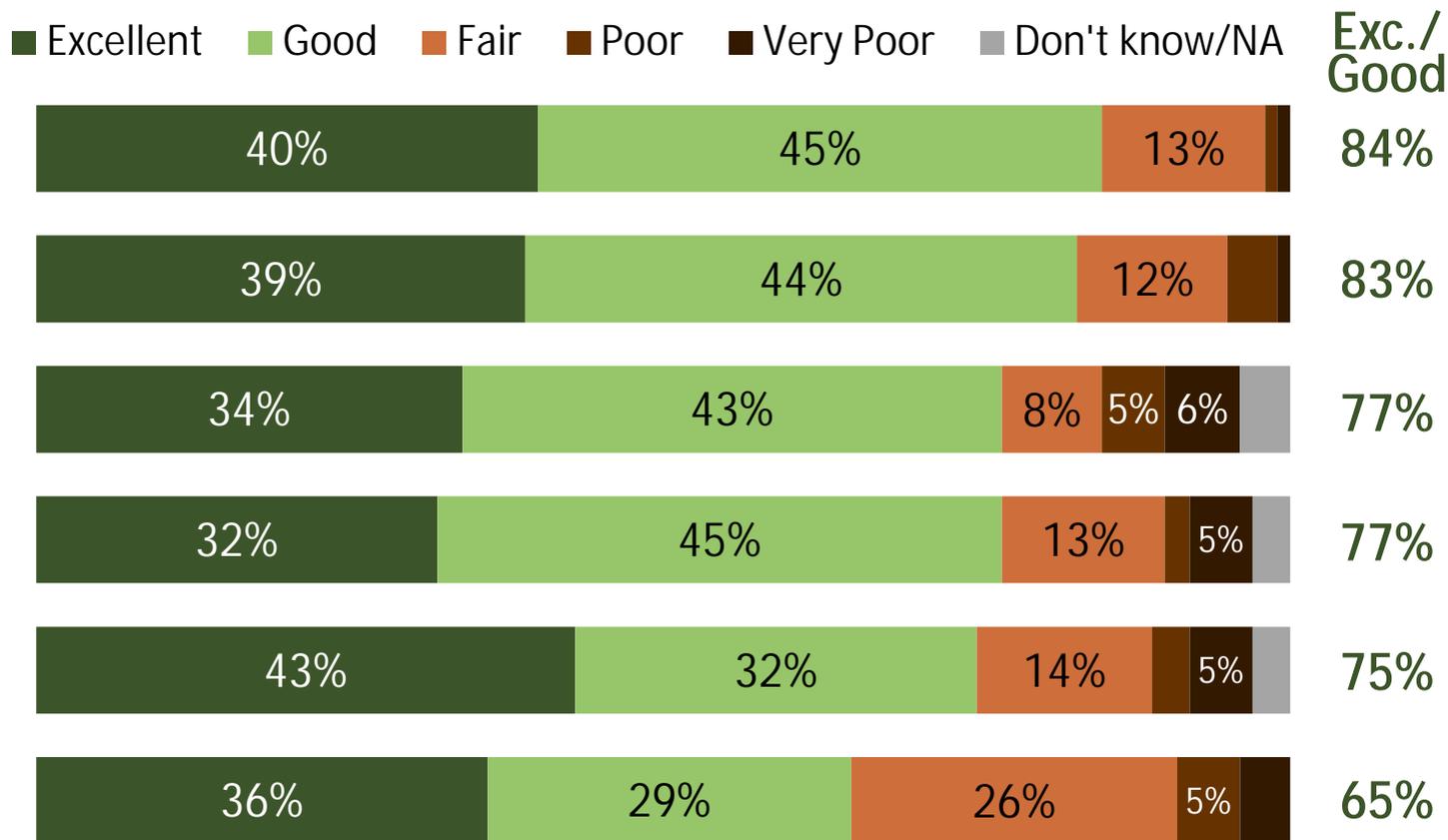
# Four in five are satisfied with the service they received from the City.

*Would you say that overall, you are very satisfied, somewhat satisfied, not too satisfied or not at all satisfied with the service you received from the City of Healdsburg?  
(Among the 65% Who Interacted with a City Department)*



# Residents who interacted with the City rate its courteousness, professionalism and other elements of its performance positively.

Please tell me how you rate the following aspects of the service provided by the City departments you have dealt with. Would you rate their \_\_\_\_\_ as excellent, good, fair, poor, or very poor?

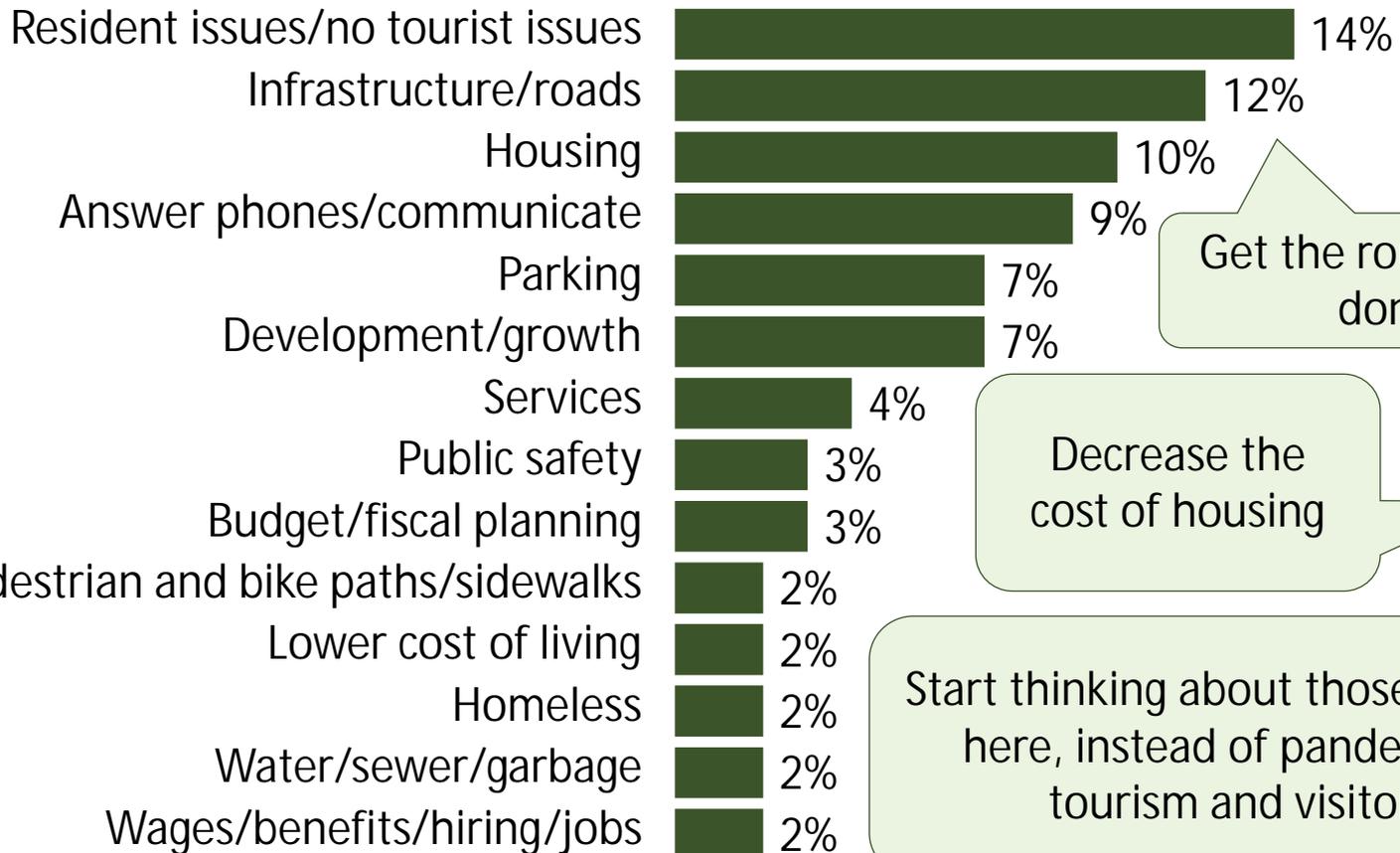




# Views of City Services

# Residents think the City should increase its focus on current residents, and on roads and housing.

*In your opinion, what is the most important thing the City of Healdsburg can do to improve city services for the people who live in Healdsburg?*



Get the roundabout done.

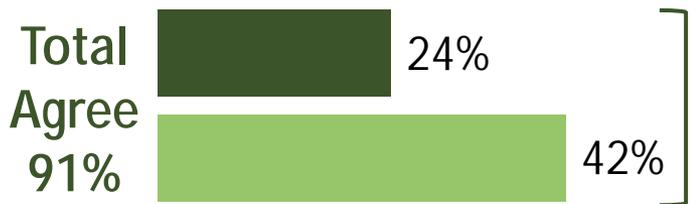
Decrease the cost of housing

Start thinking about those who live here, instead of pandering to tourism and visitors.

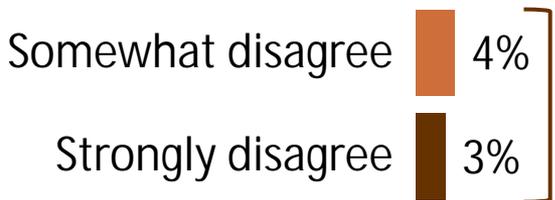
# There is a widespread sense that local parks are well-maintained, but three in five say they are in need of additional funding.

*Healdsburg parks are well-maintained.*

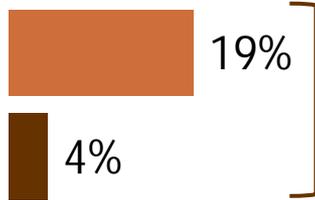
*Healdsburg parks are in need of additional funding.*



**Total Agree 65%**



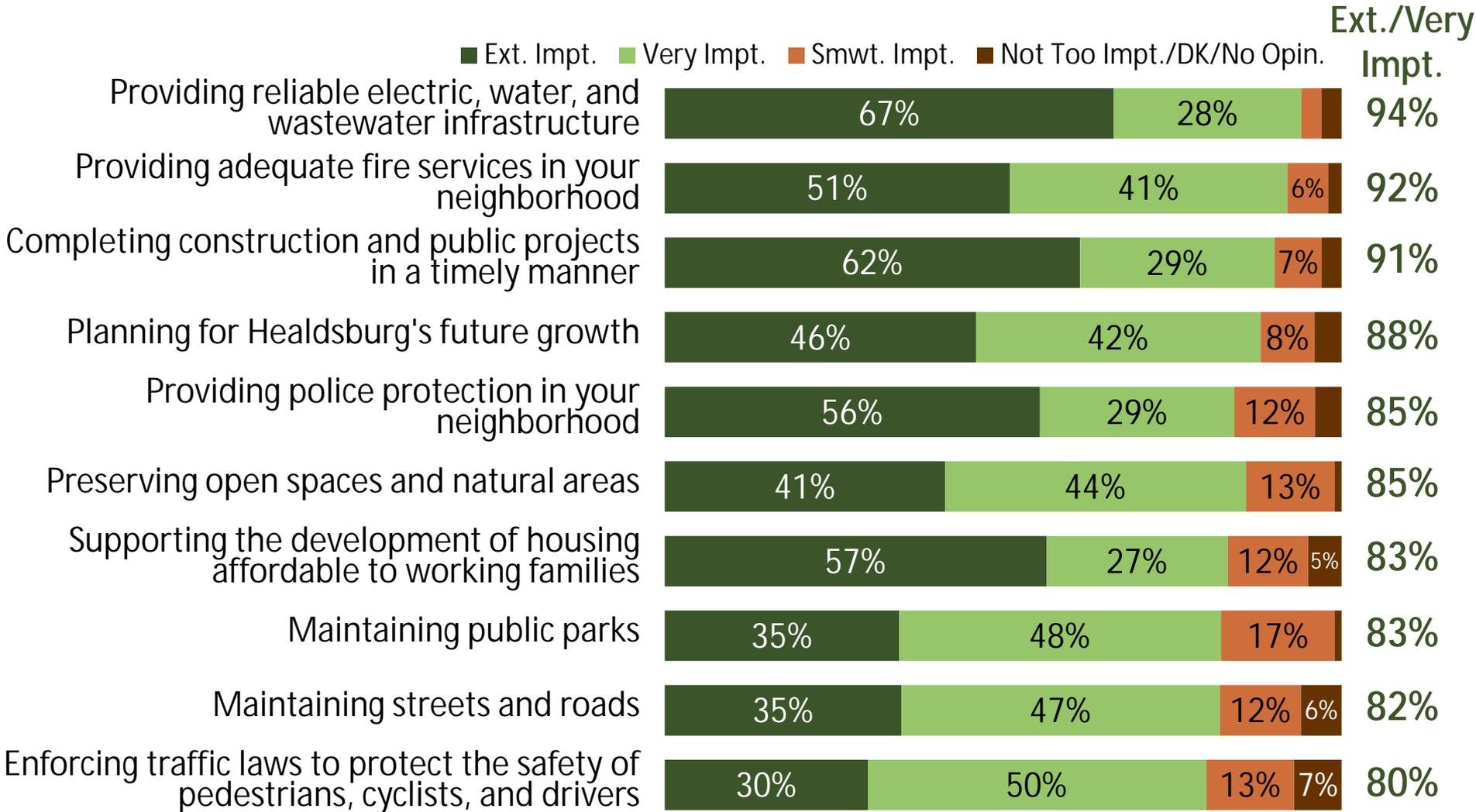
**Total Disagree 7%**



**Total Disagree 24%**

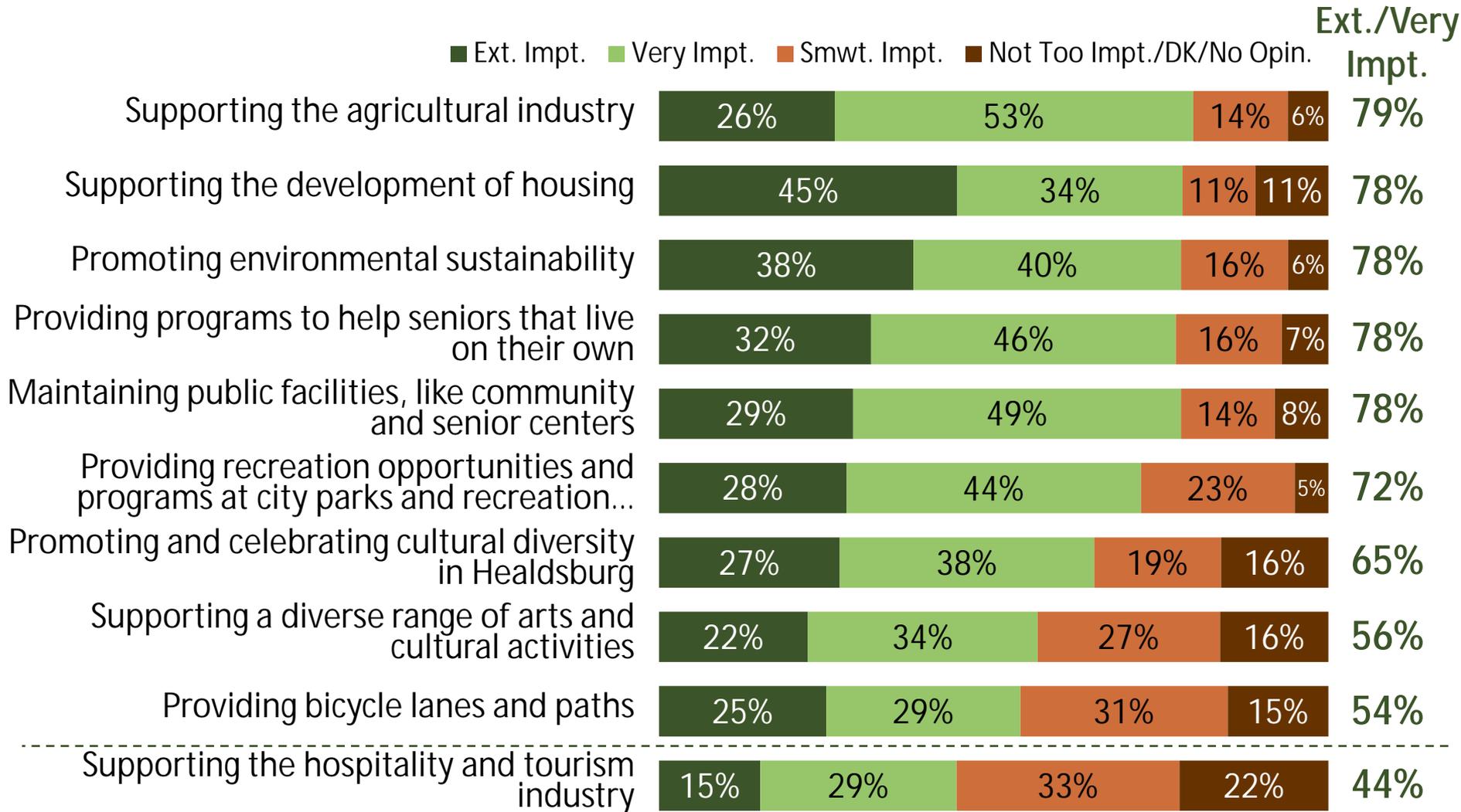


# Reliable utilities and adequate fire services are seen as the most important services.

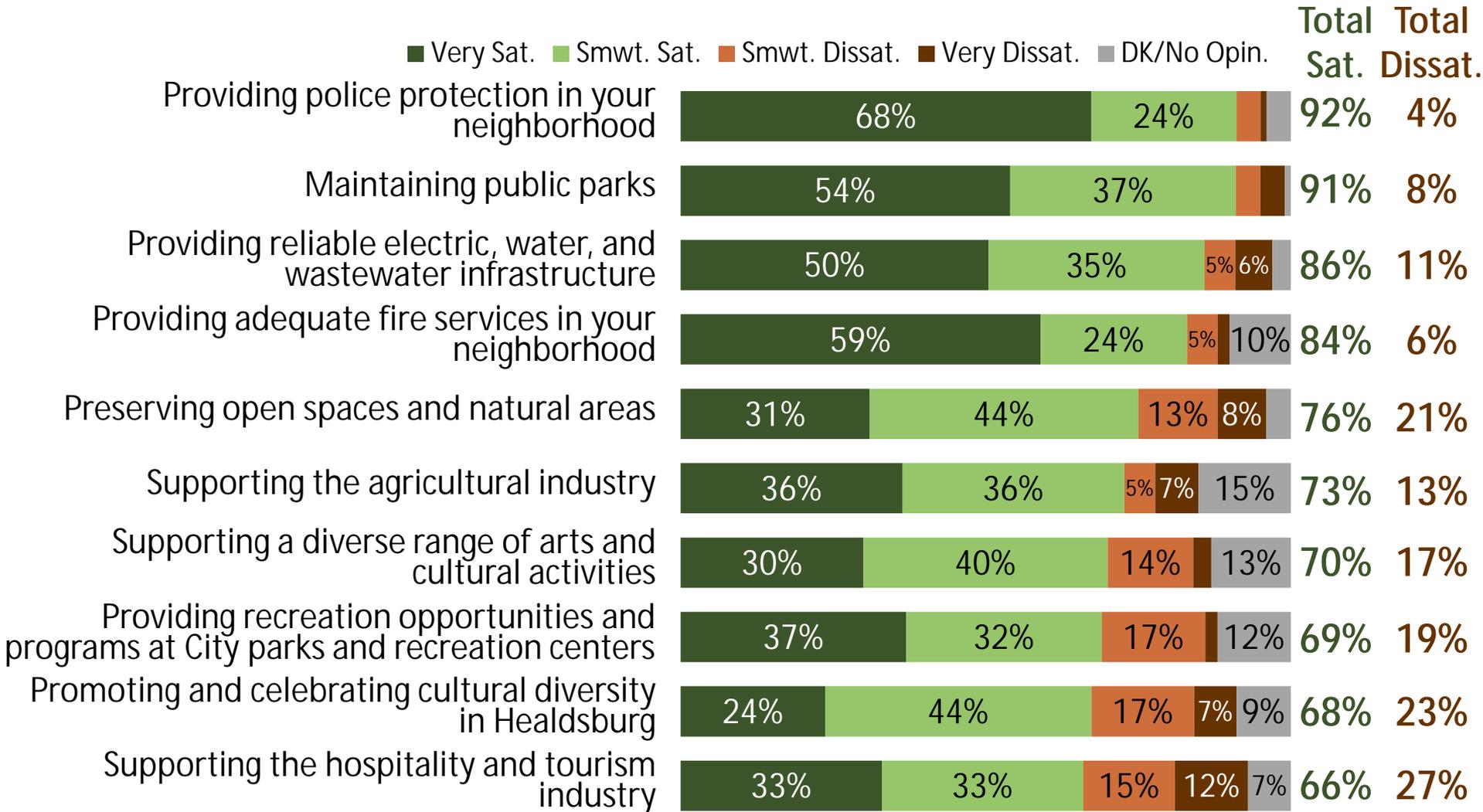


Q9. Now I am going to read you the same list of services provided by Healdsburg's city government. Please tell me how important each service is to making Healdsburg a good place to live: extremely important, very important, somewhat important, or not too important? Split Sample

# Supporting hospitality and tourism is seen as the least important service.

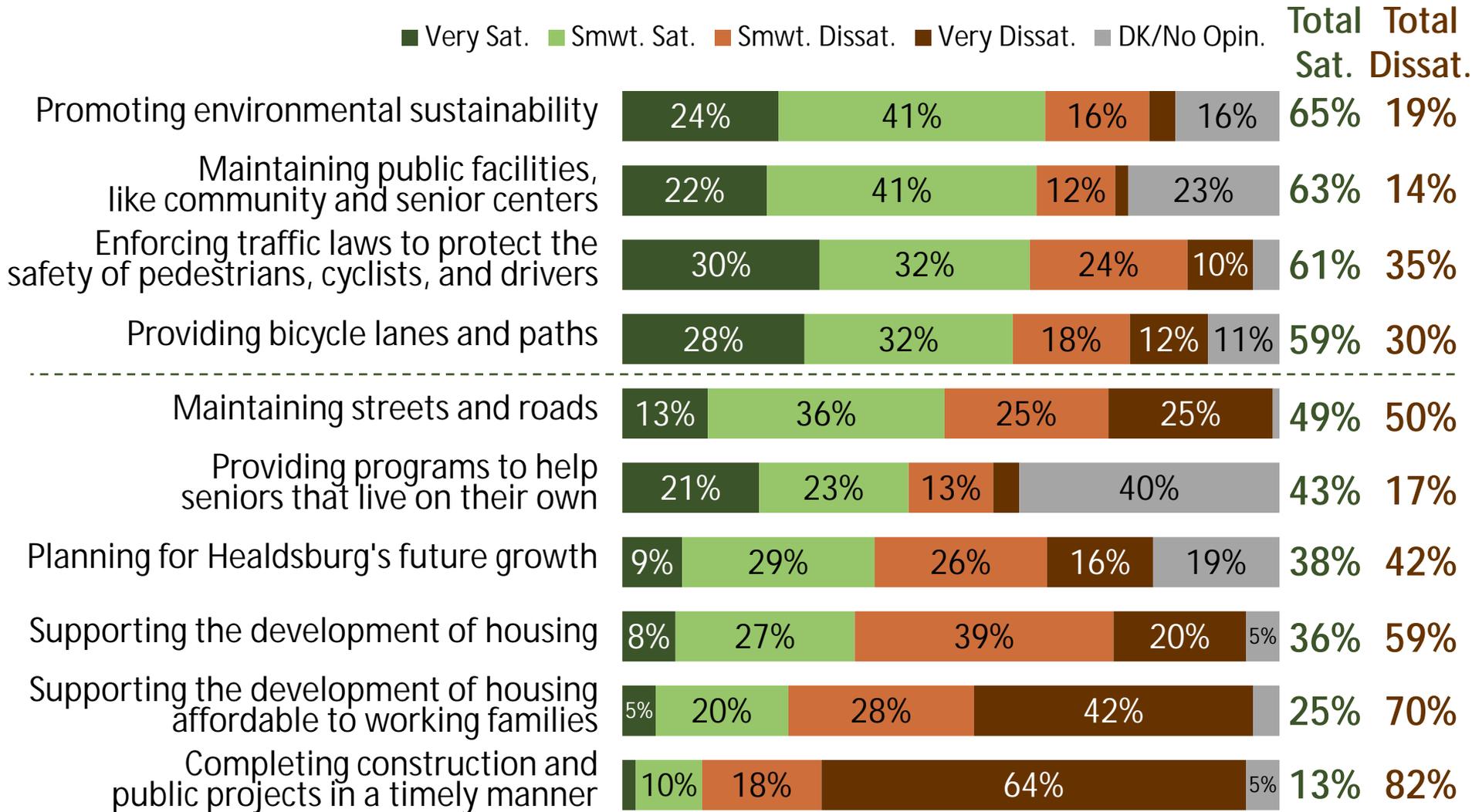


# Residents are most satisfied with police protection, public parks, and utilities.



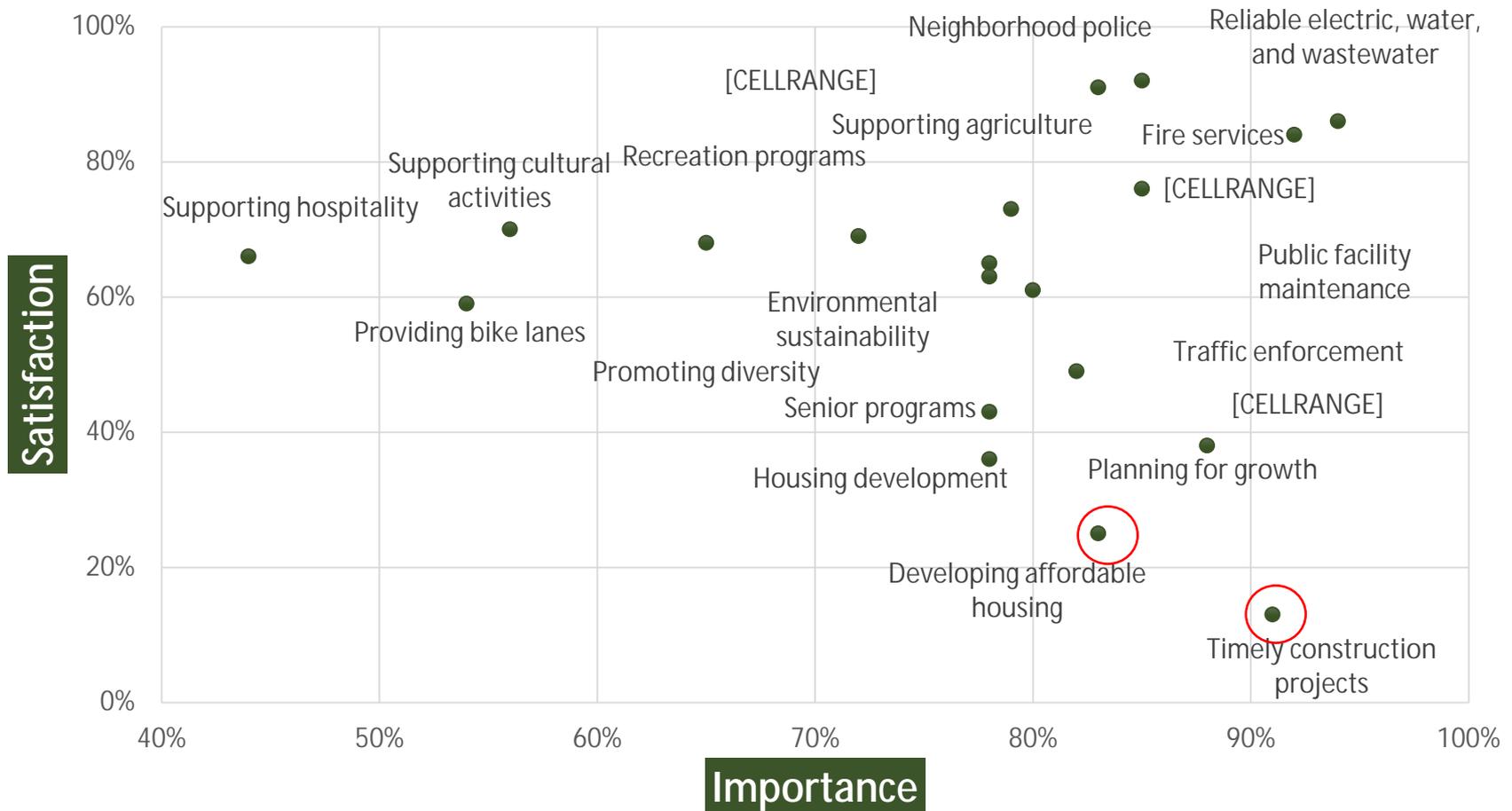
Q8. Now let me ask you about some specific services provided by Healdsburg's City government. Please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

# They are less satisfied with the development of housing and completion of construction projects.



Q8. Now let me ask you about some specific services provided by Healdsburg's City government. Please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

# Residents assign high importance – but lower satisfaction – to affordable housing and the timely completion of construction projects.

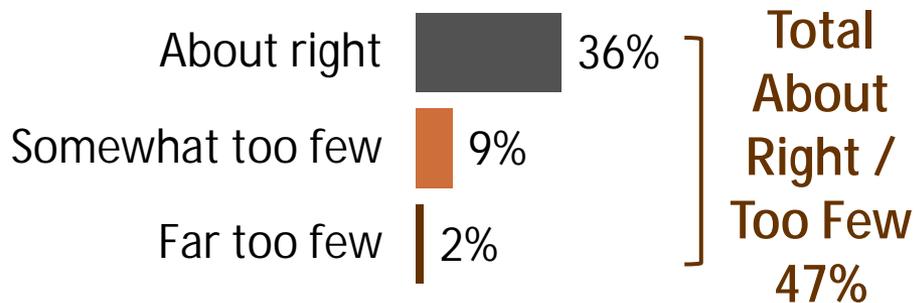
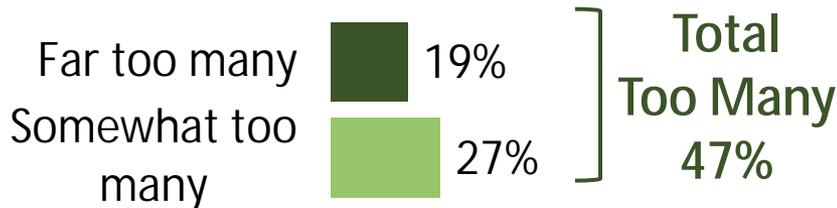




# Attitudes Towards Development

# Residents are divided in their perception of the number of hotels in Healdsburg.

*Thinking about the number of hotels in Healdsburg, do you think there are too many, the right amount, or too few?*

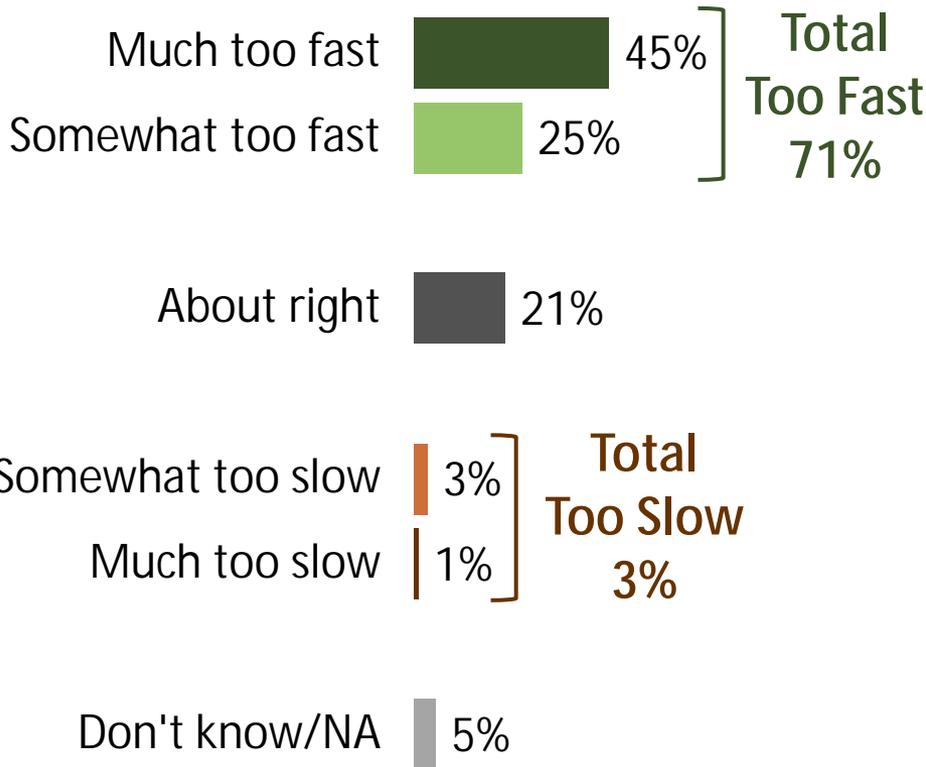


Don't know/NA 7%

Demographic Group	Total Too Many	Total Too Few	About Right / DK/NA
<b>Length of Residence</b>			
0-4 Years	38%	10%	53%
5-10 Years	39%	20%	40%
11-20 Years	42%	8%	50%
21+ Years	55%	10%	35%
<b>Income</b>			
<\$60,000	36%	19%	45%
\$60,000-\$100,000	56%	3%	42%
\$100,000-\$200,000	48%	6%	47%
\$200,000+	38%	28%	34%
<b>Ethnicity</b>			
Latinos	38%	20%	42%
Whites	49%	7%	44%
Residents of Color	40%	19%	41%

# Longer-term residents are most likely to think the rate of growth of hotels is "too fast."

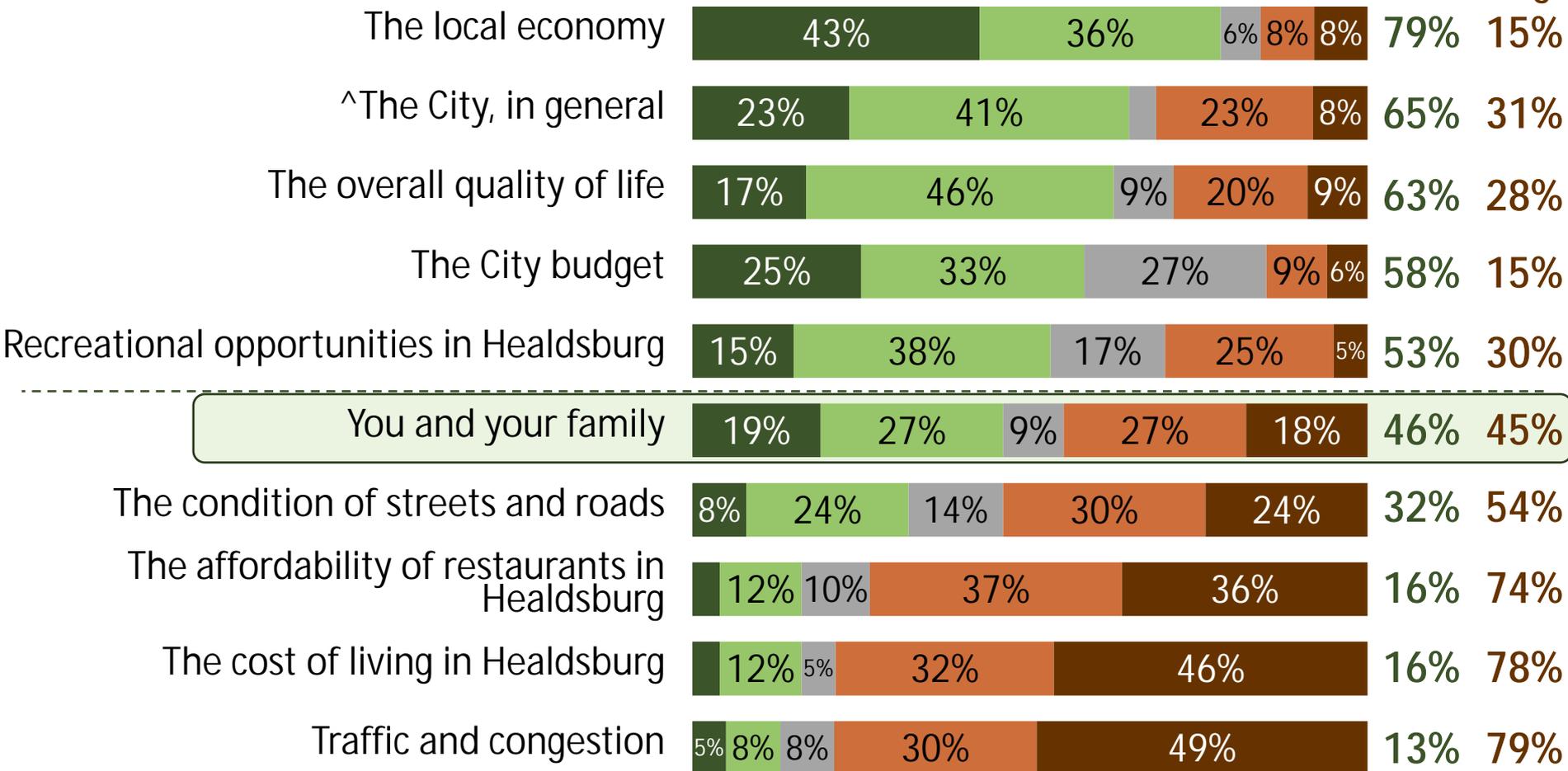
*Do you think the rate of growth and development of hotels in Healdsburg is too fast, about right, or too slow?*



Demographic Group	Total Too Fast	Total Too Slow	About Right/DK/NA
<b>Length of Residence</b>			
0-4 Years	57%	6%	37%
5-10 Years	46%	4%	50%
11-20 Years	76%	4%	20%
21+ Years	80%	2%	18%
<b>Income</b>			
<\$60,000	58%	0%	41%
\$60,000-\$100,000	82%	1%	17%
\$100,000-\$200,000	71%	7%	22%
\$200,000+	61%	7%	32%

# Residents think tourism has benefited the City and its economy as a whole, but are divided on the impact on their own families.

■ Very Pos. 
 ■ Smwt. Pos. 
 ■ DK/NA/Mixed 
 ■ Smwt. Neg. 
 ■ Very Neg. 
 Total Pos. Total Neg.



Q13. Thinking about the growth and development of the hospitality and tourism industry that is occurring in Healdsburg, would you say it is having a very positive, somewhat positive, somewhat negative, or very negative impact on? ^Not Part of Split Sample

# There are some differences by parent status and length of residence.

*(Total Perceiving a Positive Impact)*

Positive Impact On	All Res.	Lengthy of Residence				Children	
		0-4 Years	5-10 Years	11-20 Years	21+ Years	Have Children	Do Not Have Children
The local economy	79%	88%	94%	56%	81%	76%	82%
^The City, in general	65%	76%	64%	62%	62%	60%	71%
The overall quality of life	63%	72%	62%	71%	54%	50%	74%
The City budget	58%	55%	66%	68%	50%	58%	58%
Recreational opportunities in Healdsburg	53%	70%	64%	31%	53%	44%	64%
You and your family	46%	62%	48%	45%	43%	44%	49%
The condition of streets and roads	32%	37%	18%	47%	26%	21%	42%
The affordability of restaurants in Healdsburg	16%	24%	10%	15%	16%	15%	17%
The cost of living in Healdsburg	16%	15%	28%	16%	13%	21%	11%
Traffic and congestion	13%	19%	9%	16%	12%	15%	11%

# Latinos see more benefit to their families, while whites see a greater benefit to the local economy; high-income families are also more about the economic impacts.

(Total Positive)

Positive Impact On	All Res.	Ethnicity		Income			
		Latinos	Whites	<\$60,000	\$60,000-\$100,000	\$100,000-\$200,000	\$200,000+
The local economy	79%	69%	83%	62%	75%	92%	96%
^The City, in general	65%	68%	64%	66%	62%	64%	71%
The overall quality of life	63%	65%	62%	71%	44%	66%	71%
The City budget	58%	61%	58%	65%	45%	69%	71%
Recreational opportunities in Healdsburg	53%	43%	57%	42%	66%	44%	65%
You and your family	46%	54%	43%	45%	46%	50%	61%
The condition of streets and roads	32%	33%	31%	49%	25%	29%	22%
The affordability of restaurants in Healdsburg	16%	6%	20%	20%	12%	13%	27%
The cost of living in Healdsburg	16%	16%	17%	15%	8%	20%	36%
Traffic and congestion	13%	25%	9%	27%	12%	9%	3%



# Conclusions

# Conclusions

- ü Most residents feel that Healdsburg offers a good quality of life and is a great place to live and raise a family.
  - § Positive sentiments about the community's quality of life as high or higher than we have seen in other cities.
- ü Majorities trust the City to make the right choices for Healdsburg residents, and say that City government is open and accountable to the public.
  - § While the numbers reflect some of the same broad skepticism about government evident in national data, they are positive and comparable to similarly-sized Bay Area cities.
- ü Residents are highly satisfied with police protection, public parks, and utilities - all services they view as very important.
  - § At the same time, residents view development of affordable housing and timely completion of construction projects as highly important, and are less satisfied with the City's progress in that area.
- ü Concerns about housing affordability and the impacts of tourism permeate how residents view the City.
- ü There is a distinct desire for the City to focus more on residents' needs than on tourists' needs.
- ü Residents think the rate of growth of development of hotels is too fast, and just under half say there are too many hotels in Healdsburg.
- ü Despite this, residents think the tourism industry has impacted the City, its economy, and quality of life positively.
  - § Residents are divided in their perception of the impact of tourism on their own families, with longer-term residents more likely to view the impact negatively.

**For more information, contact:**



**OPINION  
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