

General Plan Update 2035



Community Survey Results: Summary

Based on the analysis of the survey data, the following is a summary of key findings. Conclusions and trends are grouped by topic, as many questions posed in the survey addressed similar issues in different ways. Chapter 2 of the Community Survey Report presents a more comprehensive analysis of findings by question, including more comparisons among respondent sub-groups. Results of the survey, together with feedback from other forms of community outreach, will play a key part in creating the basis for concepts, goals and priorities in the General Plan Update, as well as guide policy development.

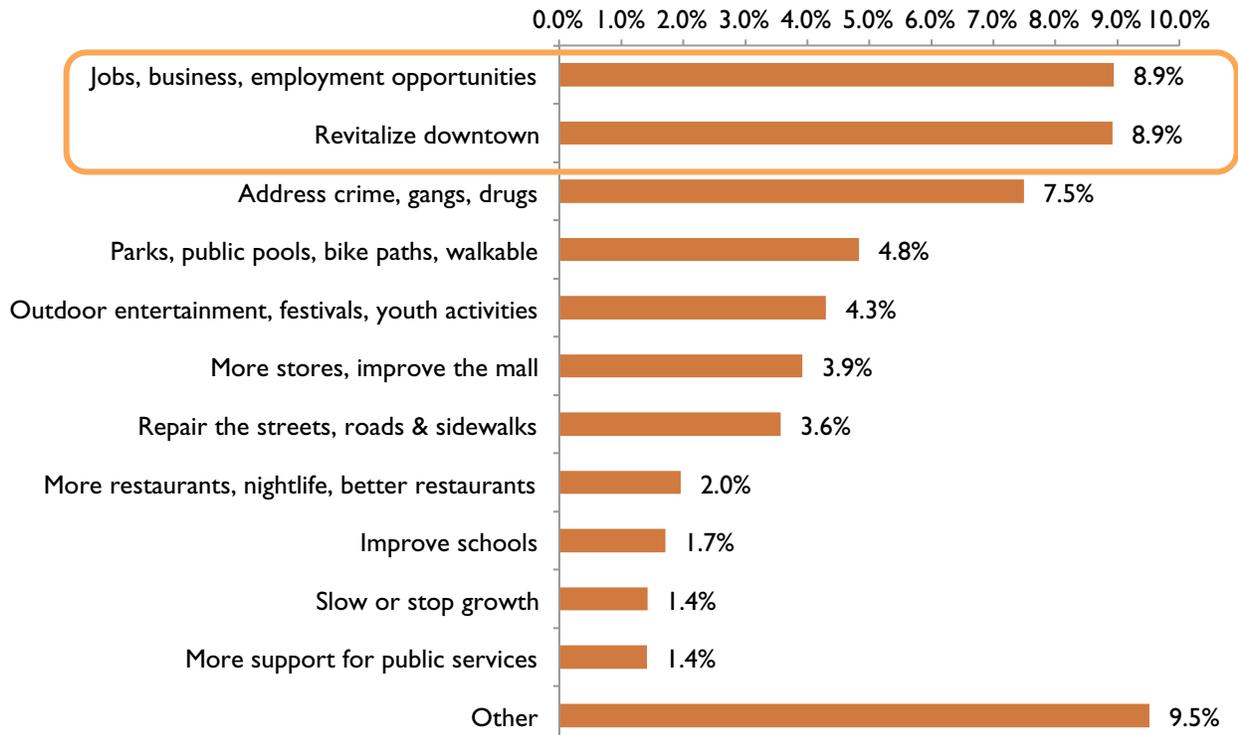
OVERALL PRIORITIES

Two key priorities emerged from analysis of the survey questions overall. These were:

- Jobs and Economic Development
- Downtown Revitalization

These priorities were shared consistently across the various age, income, and ethnic groups that responded.

One Thing to Most Improve Woodland



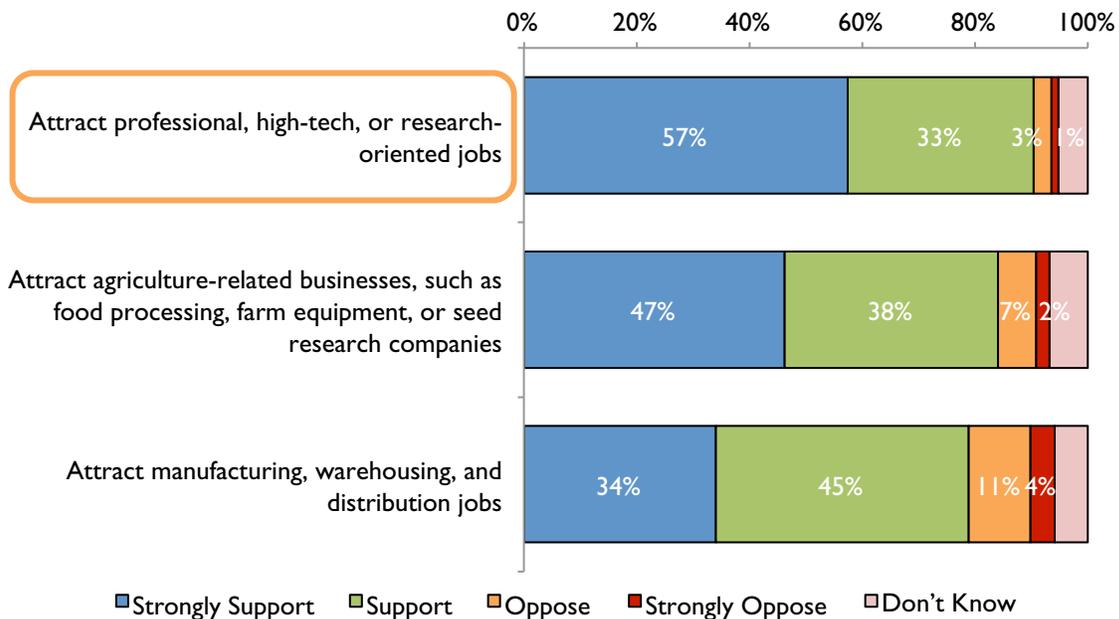
JOB AND ECONOMIC DEVELOPMENT

Several questions directly addressed jobs and economic development. When respondents were asked to consider numerous priorities in planning for the city's future, a majority of respondents indicated that the City should focus on attracting new industries and employers. This topic also ranked highest when respondents were asked to write in their own words the one thing the City could do that would most improve Woodland.

When asked to rate different types of industries or economic sectors that the City should seek to attract, survey respondents indicated the following order of preference:

1. Professional, high-tech, or research oriented businesses
2. Agriculture-related businesses such as food processing, farm equipment, or seed research companies
3. Manufacturing, warehousing, and distribution businesses

Opportunities for Job Growth



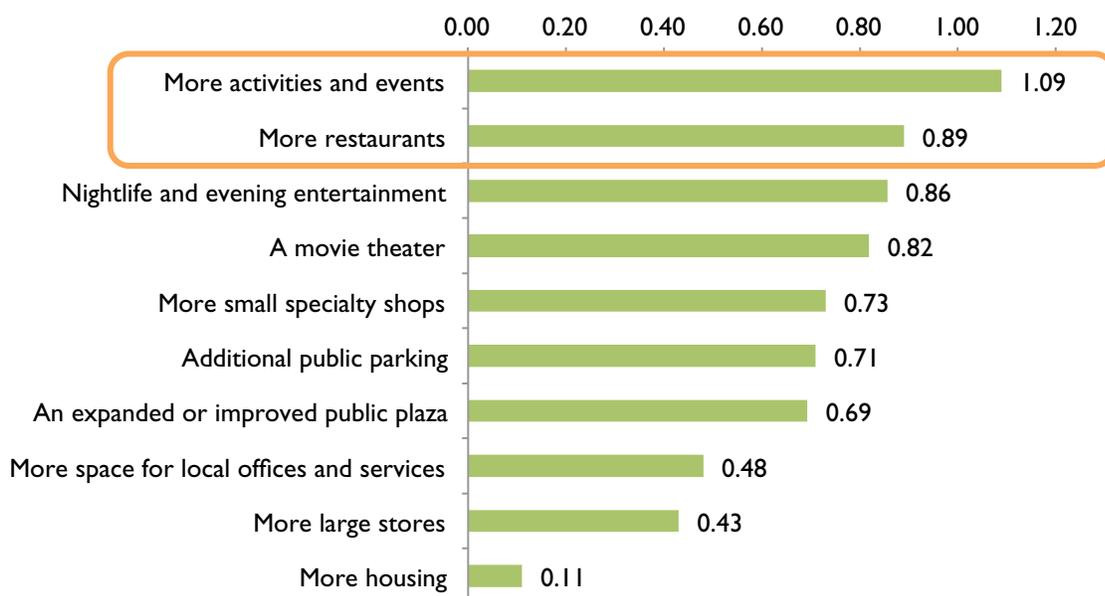
REVITALIZATION OF DOWNTOWN

Respondents showed overwhelming support for revitalization of Downtown when asked to rate it relative to other planning priorities, and when asked to provide their own ideas for how Woodland could be improved. Survey responses suggest that Woodland residents envision Downtown as primarily an activity, cultural, and entertainment hub, rather than a center for office or housing development.

When asked more specifically to rate their level of support for new opportunities or development Downtown, respondents rated the following the highest:

- More activities and events
- More restaurants
- Nightlife and evening entertainment
- Movie theater

Priorities for Downtown



NEIGHBORHOOD QUALITY AND COMMUNITY CHARACTER

Responses to several questions revealed a desire among respondents to support neighborhoods and maintain community character, through support of revitalizing older areas, preserving historic buildings, and seeing community retail and business development in neighborhoods. Asked to indicate their level of support for different types of development in Woodland, respondents showed a preference for “*locating more retail uses in Downtown or close to homes/residents*” as compared to “*more retail uses along the freeway.*” A majority also supported redeveloping older commercial and industrial uses along West Main Street and East Street with housing, as well as preserving historic structures.

PUBLIC FINANCE

When respondents were asked to rank various ways for the City to generate revenue to support City programs, services, and infrastructure, “*Development that provides revenue and increases employment*”

ranked highest, by a large margin. Respondents generally opposed an increase in the voter-approved sales tax, a parcel tax, and increases in City fees and assessments, with many respondents also writing in that fees for utilities were already quite high.

PARKS AND OPEN SPACE

Generally, when parks and open space were ranked against other competing planning priorities, they were considered a lesser priority. However, when respondents were asked what the one thing the City could do that would most improve Woodland, “*parks, public pools, bike paths, walkable environment*” was still in the top five most frequent responses.

PUBLIC SAFETY

“*Address crime, gangs, and drugs*” was the third most common response when respondents were asked to write the one thing the City could do that would most improve Woodland. This issue was also highlighted during the visioning workshops.

TRANSPORTATION

Three quarters of respondents supported “*making it more convenient to get around the city on foot or by bike*” when asked about levels of support for various types of development. However, when presented with several competing planning priorities, the provision of biking and walking trails did not rank high on the list.