



NAPA 2040
GENERAL PLAN



COMMUNITY SURVEY REPORT

August 2019



N A P A 2 0 4 0
GENERAL PLAN

Community Survey Report

August 2019

Prepared by:

DYETT & BHATIA

Urban and Regional Planners



Table of Contents

1	Introduction	5
	Introduction and Purpose	5
	Survey Overview	5
2	Survey Results	6
	Analysis of Survey Responses	6
	Survey Responder Demographics	6
3	Next Steps	17

List of Figures

Figure 1: Question 1 - Do you live in the City of Napa, work in the City of Napa, or other?.....	7
Figure 2: Question 2, 10 - How long have you lived in Napa?	7
Figure 3: Question 12 - What is your age?	7
Figure 4: Question 3 – Favorite aspects about the City of Napa	8
Figure 5: Question 4 – Change, Improve, or Keep as is for the future of Napa.....	9
Figure 6: Question 5 – Important actions for the City to promote.....	10
Figure 7: Question 6 – Housing Priorities.....	11
Figure 8: Question 7 – What would make Napa a better place to live, work/visit, or both?.....	13
Figure 9: Question 7 – English versus Spanish Responses	14
Figure 10: Question 8 – Transportation options ranked from most to least important	15
Figure 11: Question 9 – Other topics to prioritize	16

1 Introduction

INTRODUCTION AND PURPOSE

In 2018, the City of Napa began the process of updating its General Plan, which was last comprehensively updated in 1998. The General Plan Update provides an exciting opportunity for community members to envision the city's future and identify goals and direction for development. The updated General Plan will articulate a long-term vision for Napa and outline policies and programs to realize this vision. For more information on the General Plan Update process, please visit: www.napa2040.com.

As part of the outreach for the General Plan Update, the planning team has been reaching out to the community through a variety of techniques, including with an online survey focused on exploring community members' visions for the future of Napa and major issues related to various aspects of life. This survey was developed using Survey Monkey, an online survey tool, and made available on the project website from March through May 2019. The survey was promoted through various sources: on the website for the General Plan Update, through the City's e-newsletter, the City's social media accounts, and the City's targeted outreach to the Latinx community.

This report summarizes the results of the online survey. Feedback from the online survey, in addition to feedback from other outreach efforts and analysis in the Existing Conditions Report, will serve as a valuable reference to guide City staff, the General Plan Advisory Committee (GPAC), the Planning Commission, the City Council, the consultant team, and others in formulating land use and transportation alternatives and the policy framework for the updated General Plan.

SURVEY OVERVIEW

The survey was posted online in English and Spanish and was also available in printed form to accommodate those without easy access to computers. Participants were asked nine questions about their ideas, priorities, and concerns about the future of Napa. The survey began with two general questions asking if respondent was a resident of or employed in the city, and for how long. Questions three and four provided an open-ended platform for respondents to identify their favorite aspects and future vision of Napa. Question five through eight provided multiple choice options which respondents used to identify specific priorities, housing locations, land uses, and transportation choices. The survey closed with an open-ended question on other issues not covered in the survey. Following the survey were three optional demographic questions and one question to collect emails for updates to the General Plan process.

2 Survey Results

ANALYSIS OF SURVEY RESPONSES

Responses were tabulated and analyzed to discern key themes and ideas. Open-ended responses were keyword-coded and synthesized and summarized to reveal broader patterns of responses.

The percentages below refer to the percent of respondents that either chose a response, in the case of multiple-choice questions, or mentioned a topic in their response to an open-ended question. In many cases, participants gave multiple responses or did not fully answer a question, thus totals may not always add up to 100 percent.

SURVEY RESPONDER DEMOGRAPHICS

A total of 1,210 persons completed the survey – 936 in the English survey and 274 in the Spanish survey. Forty-seven percent of respondents identified themselves as residents, 24 percent as employed, and 24 percent as both residents and employed in the city (Figure 1). Of those who live in Napa, one third of respondents have lived in the city for over 20 years, 27 percent between 10-20 years, and 36 percent between one and 10 years (Figure 2). The largest age cohort of participants was 45 to 64 years; when compared to the age demographics of the City of Napa, both the 45 to 64 and 65 years and older age groups had proportionally 12 percent more responses than the city’s actual age distribution (Figure 3)¹. Fifty-four percent of respondents identified as female, while 25 percent identified as male, 21 percent did not give a response.

Highlights of the online survey are discussed and summarized below.

¹ U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_S0101&prodType=table

Figure 1: Question 1 - Do you live in the City of Napa, work in the City of Napa, or other?

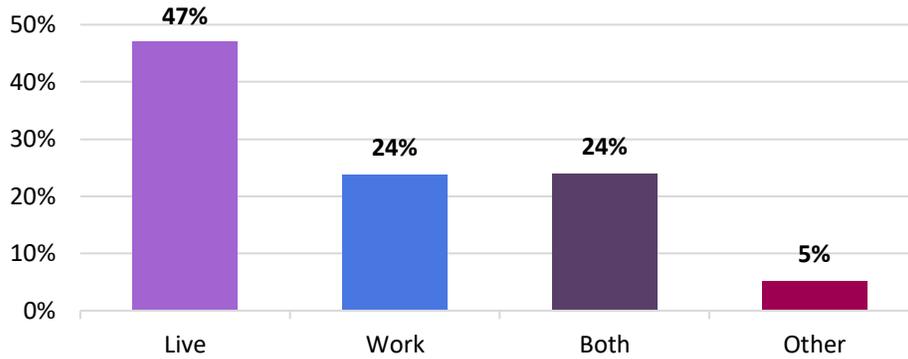


Figure 2: Question 2, 10 - How long have you lived in Napa?

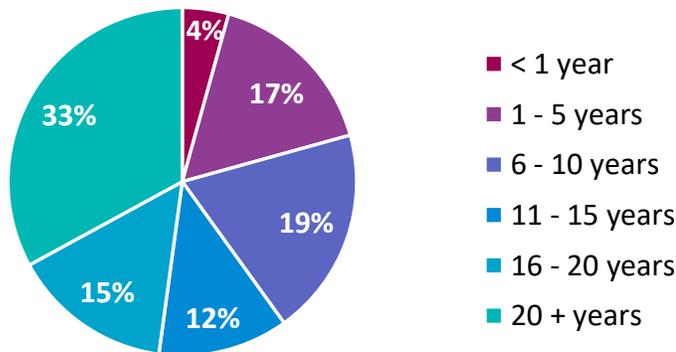
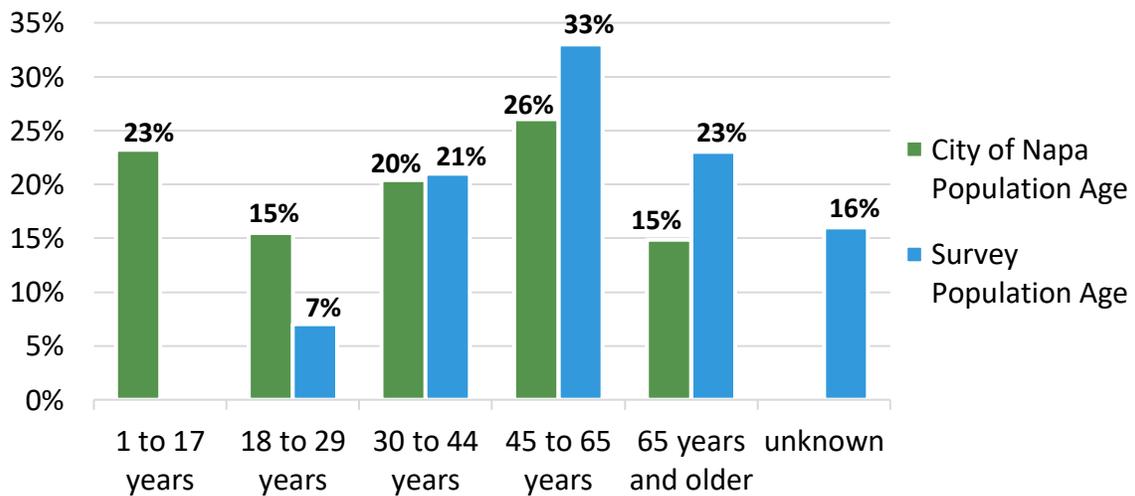


Figure 3: Question 12 - What is your age?



Question 4: What should Napa be like in the future? What would you like to see changed, improved, or kept as is?

Survey responses most commonly included words such as “affordable housing” and “downtown” as shown in Figure 5. Other commonly repeated phrases included “[better] care of streets and sidewalks”, “transportation options”, choices in housing”, and “walkability”. The quotes below reflect some of the common responses.

Change:

- *“Napa should focus on a Critical Action Plan for limiting Global Climate Change”*
- *“Seeing the city of Napa ADA (Americans with Disabilities) safe”*

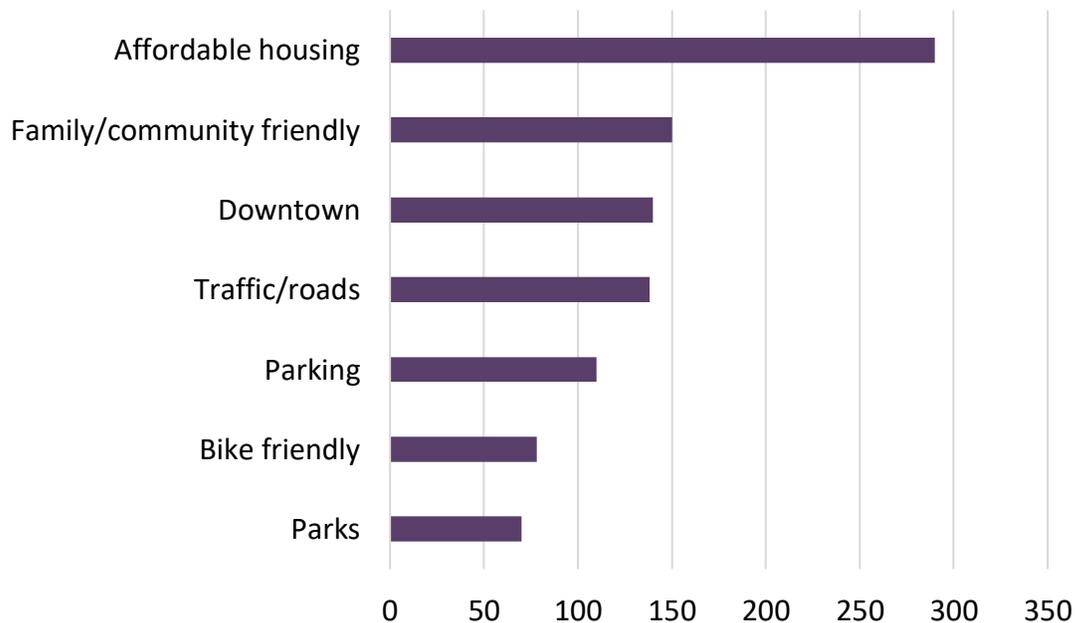
Improve:

- *“balance.. [of] welcoming locals and tourists”*
- *“transportation in and out of town”*

Keep as is:

- *“Commitment to develop affordable housing”*
- *“Keep and enhance activities related to nature and outdoor”*

Figure 5: Question 4 – Change, Improve, or Keep as is for the future of Napa



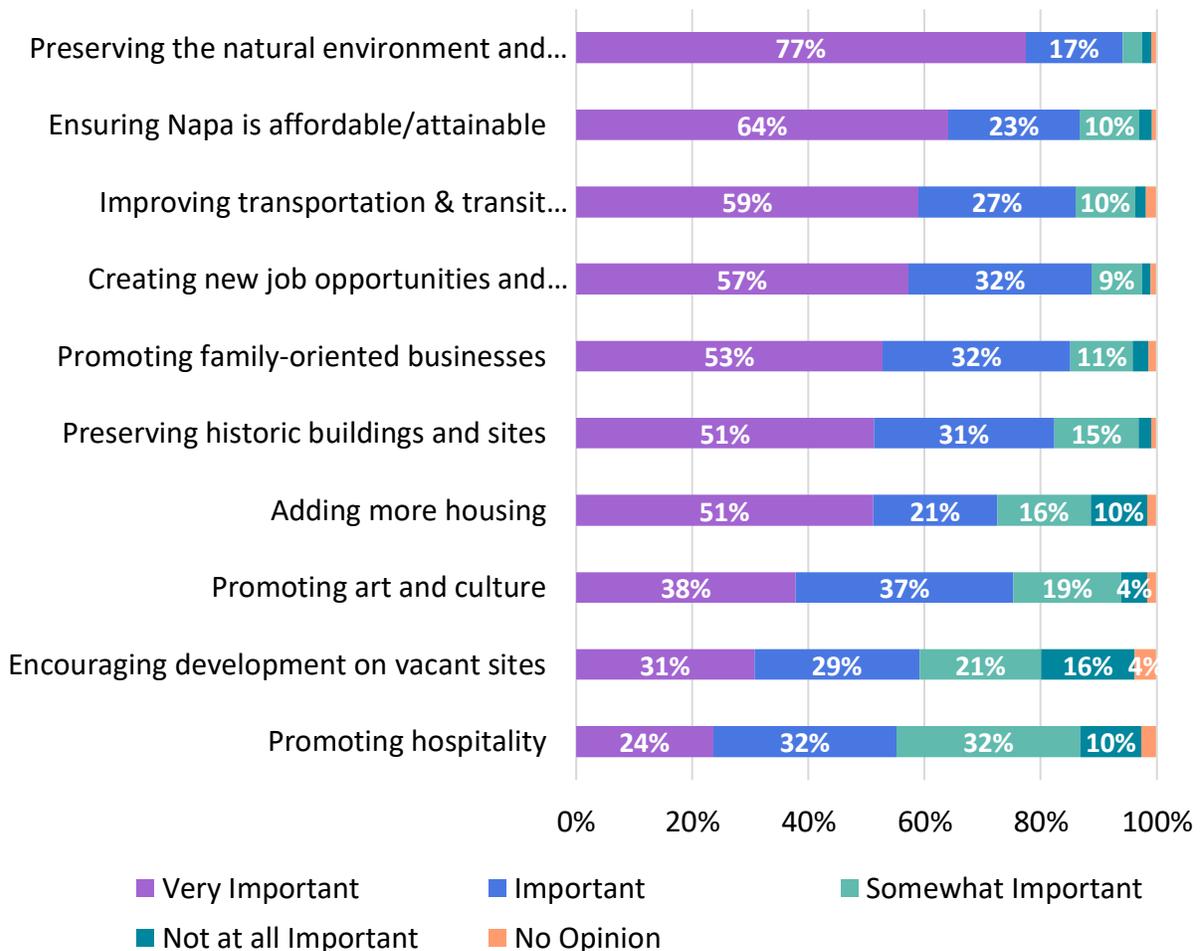
Question 5: How important are the following actions for the City of Napa to take over the next 20 years?

Respondents were asked to rate each action on a scale from “very important” to “not at all important” or “no opinion”. Out of all the categories, “preserving the natural environment and open space” received the highest number of “very important” ratings. Over half of the respondents agreed that seven of the 10 categories are “very important”. On the opposing end, respondents ranked that “encouraging development on vacant sites” and “promoting hospitality” were the least important.

Approximately fifty percent the Spanish survey respondents ranked each category as “very important”. The English survey had the same trend, with a wider variation of “very important” rankings for four categories: “preserving the environment” (78%), “promoting art and culture” (32%), “encouraging development on vacant sites” (26%), and “promoting hospitality” (15%).

There were no significant differences in responses among age groups.

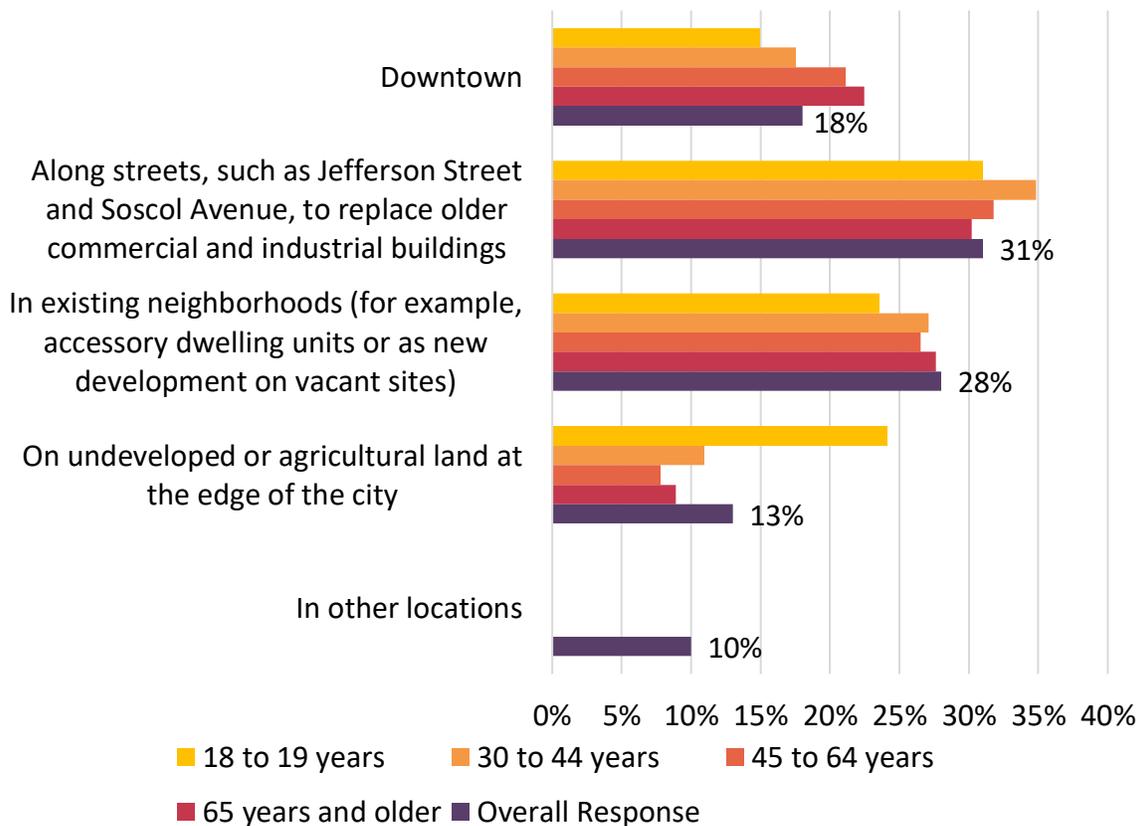
Figure 6: Question 5 – Important actions for the City to promote



Question 6: Where should Napa promote new housing over the next 20 years?

Tabulated responses are shown in Figure 7. As with many other questions in the survey, participants could pick multiple responses, so totals add to more than 100 percent. Nearly one-third (31%) of respondents thought Napa should promote new housing “along streets, such as Jefferson Street and Soscol Avenue, to replace older commercial and industrial buildings”. This was the top choice across all age groups, with “housing in existing neighborhoods” as a consistent close second choice (28% overall) across all age groups. Eighteen percent of all respondents supported new housing in downtown. In the “In other locations” free response answers, multiple comments mentioned specific site opportunities and themes of mixed uses with housing above retail and commercial land uses. Older age-groups were more supportive of new housing downtown than younger respondents. Some of the most popular free response answers included a mix of “nowhere”, “anywhere”, and “additional housing requires additional traffic considerations”. Responses did not differ significantly between the English and Spanish survey responses. Nor were there significant variation of responses in correlation to the length of time lived in the city.

Figure 7: Question 6 – Housing Priorities



Question 7: Which of the following would make Napa a better place to live or work/visit, or both?

Overall, the three most popular responses to what would make Napa a better place to “live” were: “children/youth activities”, “parks and open space”, and “general retail”. The most popular response in the “work/visit” category was “hotels”, by a large 20% margin. The top three scoring answers in the “both” category were “parks and open space”, “entertainment”, and “general retail”. The categories with the smallest difference in “live” to “work/visit” responses were “entertainment” and “restaurants (fast, casual)”, which indicate that these two categories are important attractions for both residents and employees/visitors (see Figure 8).

The number of responses varied significantly for this question as some respondents did not give an answer for all categories. The four choices with the highest number of responses overall and for residents were “parks and open space”, “general retail”, “children/youth activities”, and “entertainment”. There were clear differences between priorities for residents and workers/visitors, with the latter favoring “hotels”, “boutiques/specialty retail”, “wineries”, and “office”. Because more residents than workers/visitors participated, six of the 11 choices that had high number of “work/visit” responses were also categories that received the least amount of responses.

There are some differences between the English and Spanish survey responses (see Figure 9). Most of the English and Spanish survey respondents agree that “children and youth activities” make Napa a better place to “live” and that “entertainment and nightlife” make Napa a better place to “both” live and work/visit. While the majority of the English respondents chose that “hotels” make Napa a better place to “work/visit”, Spanish survey respondents favored that “light industrial” and “office”, followed by “hotels”, make Napa a better place to “work/visit”.

The English responses have a greater percentage of “live” responses in all categories, and the Spanish responses generally have a greater percentage of “work” responses in each category. Significant differences exist in “general retail”, “children/youth activities”, “restaurants (fast food/casual)”, “light industrial”, and “office”; in these categories English respondents chose “live” significantly more than Spanish survey respondents, and Spanish respondents chose “work/visit” significantly more than English respondents. For “hotels”, the English responses significantly favored “work/visit” and the Spanish respondents were evenly split between “work/visit” and “both”. Both the English and Spanish survey responses have similar distributions for “parks and open space”, “entertainment and nightlife”, “restaurants (fine dining)”, “boutiques/specialty stores”, and “wineries”. Please note that although the responses are given in percentages, the English survey had almost three and a half times more respondents.

Respondents from different age groups answered this question similarly.

Figure 8: Question 7 – What would make Napa a better place to live, work/visit, or both?

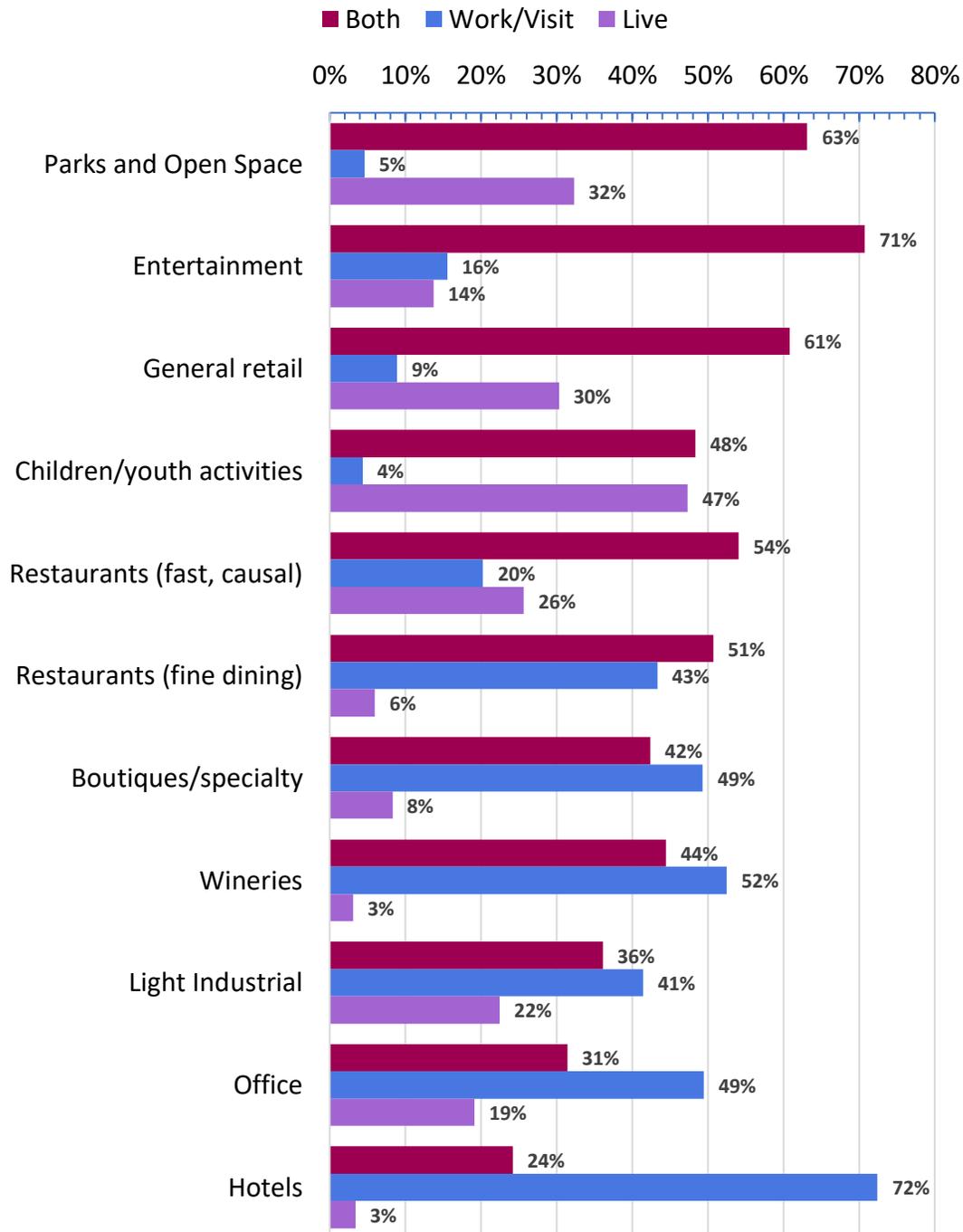
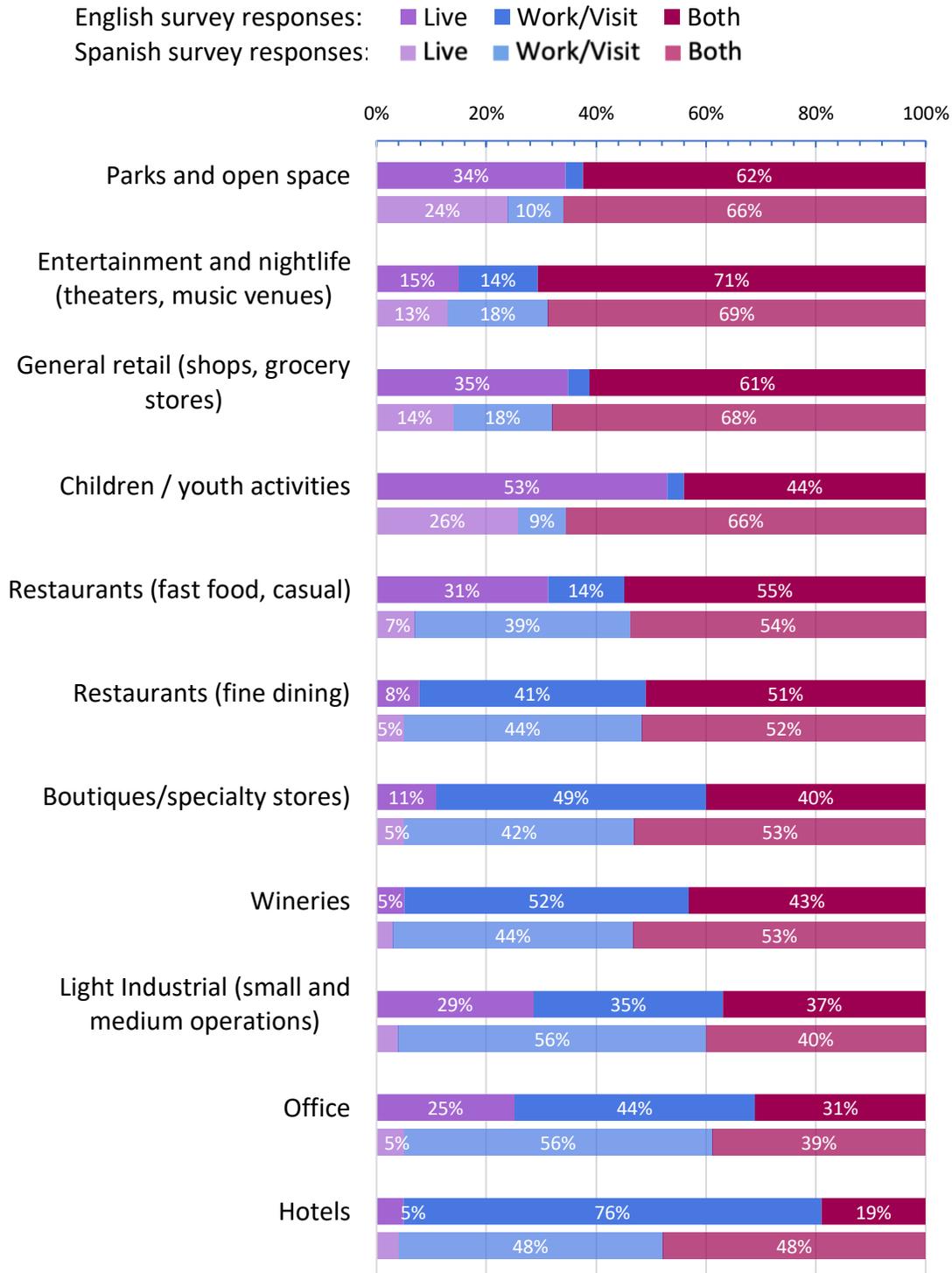


Figure 9: Question 7 – English versus Spanish Responses

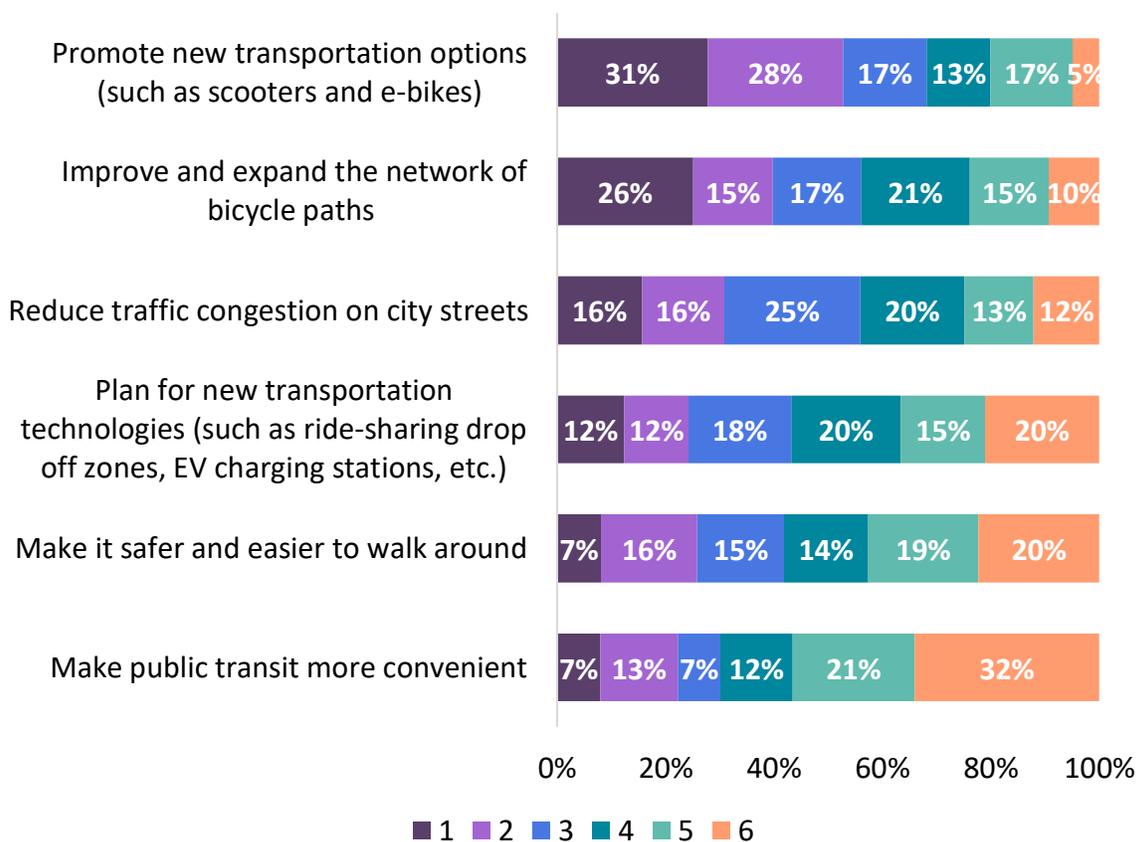


Question 8: Which improvements to Napa’s transportation system do you believe are most important? 1 is the highest ranking, 6 is the lowest.

Regarding the transportation improvement options, a majority of respondents (59% combined) chose “promoting new transportation options” as their first or second priority. Overall, the top three priorities were “promoting new transportation options (such as scooters and e-bikes)”, “improving and expanding the bicycle network”, and “reducing traffic congestion”. Respondents chose “make public transit more convenient” as their lowest priority.

There were no significant differences in responses by age group or by residents and workers.

Figure 10: Question 8 – Transportation options ranked from most to least important



3 Next Steps

Together with existing conditions research and input from other community outreach activities, the survey results will inform development of land use and transportation alternatives and other subsequent steps in the planning process. Alternatives will represent ways in which Napa could grow and change over the horizon of the General Plan. They will be evaluated for their impacts on population, housing/jobs balance, fiscal conditions, and transportation. Results of this evaluation will be shared with the public, and Napa community members will have the opportunity to share which alternative or which aspects of various alternatives would be best for Napa in the future. The General Plan Advisory Committee, Planning Commission, and the City Council will provide direction on a Preferred Land Use Plan, on which policies for the updated General Plan will be based.