



# 2015 Community Check-in Results & Feedback

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## 1 About the Feedback

The City of Poulsbo hosted an online community questionnaire July through September 2015 to solicit feedback from residents and business owners that will help guide the Poulsbo 2016 Comprehensive Plan and Development Regulations update. A community open house was also held on October 20, 2015 at Poulsbo City Hall for interested citizens to provide opinions and feedback on a the comprehensive plan update. Over 300 persons completed the community questionnaire and about 20 citizens attended the open house.

In 2007, the City hosted a similar community questionnaire that was utilized in development of the 2009 Poulsbo Comprehensive Plan. Many of the same questions from the 2007 questionnaire were included in the 2015 community questionnaire, in order to gauge changes in community desires and sentiment.

## 2 Key Themes

A wealth of feedback and opinions was expressed through these forums. The following are the key themes:

- A desirable quality of life is what brings people to live and own businesses in Poulsbo.
- Poulsbo has a strong sense of community and heritage, and it is important not to lose this as the city grows.
- Reinvention and revitalization of Viking Avenue was identified as a top priority.
- Improving existing infrastructure, sidewalks and streets is very important, and should not be overshadowed by the needs of new growth.
- Full utilization of vacant land and buildings should be completed before new development occurs.
- Traffic congestion, especially on SR 305, continues to be a concern.
- Protection of Liberty Bay, environmental features and trees are a top priority as the city grows.
- A citywide trail system is a highly desired amenity.
- Increased living wage jobs, professional services and tech jobs were identified as employment needs.
- Build on the OC/WWU presence in Poulsbo.
- Concern about new growth happening at the same time.

### 3 Community Questionnaire Results

The community questionnaire was available from July to September 2015 on Survey Monkey; the City received over 300 respondents to the questionnaire. This Section highlights some of the key findings for each of the questions included in the community questionnaire. Comparison to questions included in both the 2007 and 2015 community question will be highlighted as well. The community questionnaire full results, including inclusion of all comments provided and the 2007 results, can be found in Attachment A.

**Q1: In 2009, the City adopted the following vision statement in its comprehensive plan: “Poulsbo is a vibrant community distinguished by its unique location on Liberty Bay, access to natural beauty and urban amenities and historic, small-town character. Environmentally and economically healthy, Poulsbo is an inclusive and diverse city with a livable and picturesque downtown core that connects the City’s neighborhoods and communities. The Citizens of Poulsbo are civically engaged, local government responds to public needs, and civic groups and neighbors work collaboratively to continually improve quality of life.” How strongly do you agree that this vision statement continues to be true today?**

The majority of people agreed with the statement (52.58%) or strongly agreed (20.65%). The others were either neutral (18.6%), disagreed (7.10%), and strongly disagreed (1.61%).

**Q2: Please add any additional comments on Poulsbo's vision.**

*“We don't have a very good way of connecting all parts to the downtown core. People who don't drive have no way of getting from or to the downtown core or HS area to Keyport Junction (hwy 308 and Viking Way), for example, because the bus services are severely lacking all times of the day except commuting times for the BI ferry to Seattle!”*

*“It eludes that downtown is the only business section of Poulsbo. I also read an article about Poulsbo that made it appear like we were not technologically advanced and we are!”*

*“And we put a strong value on education: K-12, Olympic College, and now Western Washington University”*

*“Poulsbo is also very rural. And the downtown does not connect the neighborhoods. It's central, but not connected as this sounds.”*

*“In describing Poulsbo’s unique attributes – I would also describe it as being at the “Cross Roads” of the West Sound.*

*“The city lacks affordable housing and economic opportunities for people under the age of 45. It is difficult to engage in civil happenings but I think there is a large interest”*

*“Need to reference preservation and celebration of our Nordic heritage. This doesn't have to be highlighted, but a mention of it is important because our heritage is one of the key factors that*

*sets Poulsbo apart from other port cities in the Puget Sound – many which could use almost the exact same wording as this Vision statement, as written, just replace “Liberty bay” with any other bay name.”*

**Q3: The following guiding principles were adopted in 2009. These high-level priorities are intended to provide the policy directive for the goals and policies of the comprehensive plan. Please select the three principles that are the most important to you.**

Respondents were asked to select the three principles that were the most important to them. The results of the selections are identified below; the top four very close in their important to Poulsbo citizens.

**Improve and sustain the beauty and health of the surrounding natural environment. 57.34%**

**Promote community interaction by supporting gathering places, open spaces and parks and recreation. 56.29%**

**Respect Poulsbo’s identity, including the historic downtown and existing neighborhoods and districts, while allowing new areas to develop. 55.59%**

**Develop an economically sustainable balance of services, amenities and infrastructure for a diverse population. 51.05%**

**Establish processes that engage citizens and community partners and implement policies that reflect the desires and concerns of community members. 26.92%**

**Connect the City, neighborhoods and neighbors through mobility options. 26.57%**

**Support community members of all ages in their efforts to promote active lifestyle choices. 25.52%**

**Q4: Please add any additional comments on Poulsbo's guiding principles.**

*“Respect Poulsbo's identity, including the historic downtown and existing neighborhoods and districts. Develop services and amenities for economical growth. Only implement policies that have been voted on by the citizens of this community.”*

*“Nothing really about promoting a healthy business environment for small businesses.”*

*“While planning for growth is reality – so are the 10,000 existing citizens who deserve at the very least the same consideration as new residents.”*

*“Why do we not have public space up by Wal-Mart? How can we only worry about downtown when how the area by Wal-Mart develops will determine the future of some of the most beautiful land in Poulsbo And in the northwest? Few business owners own the buildings of downtown; let's not let public space die too.”*

*" Bike, bus...access for people w/o using cars could bring more people to downtown. How about for special events if not daily?"*

*"I would like to see Poulsbo strive for higher "walkability" scores/ratings through increased sidewalks, urban trails, and pedestrian-neighborhood connector paths. More bike lanes would be cool too."*

*"Ensure that we fully supporting our school system to provide quality education to the young people of our community. This support needs to include extra-curricular activities."*

*"I would like to see Poulsbo become a shining example of sustainability and support for riding bikes, walking, and community - like Boulder and Boise - with high standards for water quality, sustaining views with tree lines (it's been proven this helps lower stress levels and raise general happiness levels)"*

*"More community events that build awareness about what we can all do to start making a difference in our daily lives and practices to better our home."*

*"More parks which provide bike paths for younger families. A fountain park would be great and an inclusive playground."*

*"Grow our increasing visible position/reputation for providing the highest quality diagnostic and treatment for cancer patients."*

*"I love the amount of beautiful Washington environment that exists in Poulsbo. Bigger towns and amenities are nearby if we need them, but we get to live in a small town city that has beautiful nature and views in every direction. Although growth is inevitable, I truly hope Poulsbo never loses this and never becomes an overcrowded city with little to no environment."*

*"Supporting the arts and Poulsbo's Nordic heritage are also important features to preserve within the city of Poulsbo."*

#### **Q5: What qualities of life attracted you to live in Poulsbo?**

The greatest qualities that attracted people to Poulsbo were small-town scale and atmosphere (82.69%) and beautiful natural surroundings (74.91%). Third ranked was that Poulsbo is a safe place to live (59.63%) followed by a sense of community/supportive community (48.41%). Good school district (28.27%) and access to services and businesses (23.32) follow. The lower ranked qualities are grouped closely together and include access to jobs/military stationing (15.19%); I grew up here (14.13%), good location for my business (11.31%), quality of municipal services (10.95%).

This question was also on the 2007 community questionnaire and the top three reasons for living in Poulsbo remain the same. Small-town scale and atmosphere was the top ranking reason in 2007 with 82.5% of the response count. Beautiful natural surroundings came in as the second ranked reason as well at 79.3%, and a safe place to live was third ranked at 66.8%.

**Q6: What do you believe are the most important challenges facing the City?**

Protection of Liberty Bay and other natural resources (57.4%) is the biggest challenge the survey takers identified. Traffic congestion (52.35%) is a close second. Availability of downtown parking (40.07%), quality of schools (37.18%), opportunities for family-wage jobs (37.18%), viability of existing businesses (36.46%) fell in the middle of the pack. New urban density development (33.94%), provision of sewer and water service (22.38%), and variety of park and recreation opportunities (17.69%) rounded out the selections.

*“Poulsbo’s infrastructure cannot keep up with all this building going on.”*

*“Trying to travel around Poulsbo after 3 p.m. takes double time to do. Traffic is horrible. Maybe something as simple as re-timing the lights at major intersections would help. Local jobs are in short supply.”*

*“Downtown parking is ridiculous.”*

*“It is crucial to continue to raise the quality of NKHS compared to other higher-quality school districts in the area.”*

Traffic congestion on SR 305 was the top choice in 2007 with 72.4% of the response count. Protection of Liberty Bay and other natural resources and new urban density development tied for second place at 52.5% each.

**Q7: How satisfied are you with the following aspects of Poulsbo's neighborhoods?**

The majority of people were satisfied with Access to common services such as banks, doctors, stores, (54.71%), access to retail restaurants (54.35%), access to public transit (27.84%), neighborhood appearance and character (56.61%), community cohesion (46.49%), and affordability (38.52%). The satisfied category was the highest ranked out of all the other options.

Respondents were satisfied in 2007 with the access to common services at 90%; access to retail and restaurants also received a high satisfaction rating of 68.3%.

**Q8: The Growth Management Act requires Poulsbo to continue to accept new population growth. How would you prefer to accommodate future population growth over the next 20 years? Please Rank 1-5, with 1 being the highest preference.**

Responses identified that people prefer to accommodate future population growth by providing incentives to develop vacant and infill under-utilized property (47.44%). In a distant second is to allow residential development mixed with commercial development (25.31%). Third was to increase allowed maximum density (13.3%). Increased the amount of multi-family zoned property (7.51%) and allow duplexes and triplexes within single-family detached subdivisions (6.09%) were the least popular options for accepting new population growth.

**Q9: Comments on Poulsbo's future housing options:**

*“How about developing multi-family properties at the South end of Viking Way where there is already water, sewer, power, sidewalks, street lights first before logging down more trees in Poulsbo? Also a natural buffer needs to be left between developments to help with noise pollution, aesthetics, and keeping property values up.”*

*“More housing for seniors like the brick housing near the gateway church. More normal income housing. A KOA registered RV park setting with nice amenities.”*

*“Please do not do what Seattle has done, and destroy long-established single-family residential neighborhoods by allowing apartments and other multi-family rental development to replace existing housing.”*

*“Leave the open space alone and increase density on already built areas.”*

*“Viking Way is a prime location to encourage mixed development”*

*“Need nicer new apartment complexes in the city. Lots of old crappy apartments that much too expensive for what they are. N. Viking has a lot of potential because of its location.”*

**Q10: Currently, housing types and density of the city is broken into three categories. For each of the following categories, do you think the neighborhoods are too dense, appropriately dense, or not dense enough?**

In all residential zones (low, medium, and high). There was a strong consensus that they are appropriately dense, with 73.56% for Residential Low, 62.07% for Residential Medium and 54.02% for Residential High.

In 2007, “Appropriate Density” was 70.7% of the response for Residential Low and 64.4% for Residential Medium. Residential High saw “Too Dense” at 52.9% and 36.6% for Appropriate.

**Q11: How strongly do you support the following options for affordable housing, even if it equates to higher density?**

Affordable housing in the form of a variety of housing types was supported overall. The following were strongly supported or supported: Senior Housing (77.46%), Accessory Dwelling Units (77.43%), Cottages (76.17%), and Townhomes (70.47%). Of the other choices, Self-help housing (49.61%), Duplexes (48.82%), Small-lot subdivisions (41.44%), and Apartments (41.34%) were also supported.

*“There is a marked lack of single story housing in Poulsbo making it difficult for physically challenged and seniors to find appropriate housing.*

*“Variety of housing beyond small spaces on tiny lots costing a lot.”*

*“Location of apartments should not be in with single family developments.”*

*"I realize we need apartments but I would like us make other options available like the new homes on Viking that will have less than 1K square feet single homes."*

*"Poulsbo is in need of a development of owner occupied senior housing like that in Mt. Vernon – single story bungalows of various sizes but still having the amenities of a single family home with a small yard and enough separation to provide privacy."*

In 2007, preferences were very similar, with the following strongly supported or supported: Senior Housing (82.2%), Cottages (68%), Townhomes (64.9%), Accessory Dwelling Units (61%), Self-help housing (56%), Duplexes (44%), Small-lot subdivision (39.7%), Apartments (37.7%),

**Q12: How strongly do you support mixing less intensive commercial uses into residential areas? Examples include home businesses where clients/customers come to the home, live/work units and corner store commercial uses.**

There was a strong support for mixing less intensive commercial uses into residential areas with the majority of people strongly supporting (24.14%) or supporting (39.85%) the idea. 18% were neutral to the idea, and less than 16% did not support or strongly did not support.

**Q13: The City is required by the Growth Management Act (GMA) to plan for continued growth for the next 20-40 years. The City has an Urban Growth Area (UGA), where the future growth is slated to occur. A large portion of the City's UGA has already been annexed. In the next 10 to 15 years, the City will need to reevaluate where future growth should occur. a). What ideas do you have for the city to accommodate future growth? b). Where should it go?**

*"We should keep development close to main arterial sections and any new developments should have more than one way in and out. Even if the current developer does not own all the property it does not mean we shouldn't gauge for future development to continue roads. Think long term for development of property next door. Continue road connectivity and park and trail connectivity for safe routes of biking and walking short distances to do errands, visit neighbors and friends, or get to parks and schools."*

*"Growth should be in existing developed areas, higher density."*

*"I would like to see more high-density housing on land that is already cleared, rather than cutting down more trees to accommodate growth. I would like to see more mixed-use projects (the combination of commercial and residential)."*

*"Allow development at edges and outside the limits, and let the residents and city prosper with indirect support and services, while the county maintains the development. Small-scale suburban/urban concepts."*

*"There is a lot that can be done with Viking Way south of the Junction. It is the ugliest part of Poulsbo."*

*"Expand the UGA."*

*"Outside of the existing city limits, with larger lots, like .25 to .50 acre minimum lots."*

*"Further concentration. Walkable neighborhoods with street level commercial with residential above."*

*"A tough question that I don't have an answer for. I do know that traffic is getting ridiculous so that needs to be kept in forefront of decisions made about where future development is located."*

*"Not on tree lined hills (to preserve the feeling of being tucked into the trees - the most unique part of living in the NW)"*

*"Growth should be in existing developed areas, higher density."*

*"West, North and South, in that order."*

*"South towards Keyport since city infrastructure such as sewer can help protect the bay and those neighborhoods are closest."*

*"Residential: on land that has already been cleared and abandoned. Away from environmentally sensitive areas. Commercial: existing unoccupied business sites, away from environmentally sensitive areas."*

*"Utilize the Olhava development for multi-family and student housing...only annex additional acreage if infrastructure can accommodate it."*

*"Over in the Finn Hill, Viking Avenue areas as they are easier access to the major roads that are already in place."*

**Q14: What is your predominant mode of travel when visiting destinations within Poulsbo?**

The predominant mode of transportation is traveling by car on minor and residential streets (48.84%). The next popular is traveling on major arterials and highways (39.53%). A little over 10% say they walk and almost 2% say they bike. No survey taker identified that they used public transportation.

In 2007, 55.4% of respondents travel by car on minor and residential streets as well. Traveling by car on major arterials and highways was second with 28% as well. Walking was 12% and Biking was 1%. One survey taker identified that they used public transportation.

**Q15: How satisfied are you with the traffic flow within Poulsbo?**

People are mostly satisfied (35.14%) with the traffic flow in Poulsbo, however not many people are very satisfied (3.47%). Many people were neutral (28.57%) or dissatisfied (22.39%). Less than 10% were very dissatisfied.

Over 64% of 2007 respondents were dissatisfied with traffic flow in Poulsbo. Less than 15% were satisfied at that time, but 22% were neutral.

**Q16: If you answered dissatisfied or very dissatisfied to Question 15, please provide location/streets that you believe need traffic flow improvement.**

*"I would like to see safer bike routes from the outskirts of Poulsbo to the downtown and commercial areas."*

*"If the signals on 305 were better timed, traffic could flow much easier. The intersection of 8th & Lincoln is extremely dangerous. And again, shrubbery at any intersection should be kept low."*

*"Poulsbo, through the years, has developed too many short or disconnected streets (8th, 10th, etc.) that increase traffic congestion between intersections and traffic lights."*

*"Downtown parking is not a big deal, despite what a lot of people think. The bigger problem is traffic with poorly-designed and unsafe 3 and 4 way intersections, lack of parking enforcement (both for time periods and for parking in illegal spaces), and excessive conflict between pedestrians and cars downtown."*

*"Downtown is very congested. Also, from Bainbridge to Poulsbo during weekday commute, the drive time is very painful."*

*"Hwy 305 is getting really congested lately."*

*"SR 305."*

*"Downtown parking is not a big deal, despite what a lot of people think. The bigger problem is traffic with poorly-designed and unsafe 3 and 4 way intersections, lack of parking enforcement (both for time periods and for parking in illegal spaces), and excessive conflict between pedestrians and cars downtown."*

**Q17: How much do you agree or disagree with the following statements?**

Most people disagree that traffic congestion within the city is a major problem (not including commuting traffic) (33.73%), but a lot of people also felt neutral (30.59%). Most people either agreed (39.22%) or strongly agreed (38.82%) that Front Street running through Downtown improves the character and vitality of Downtown. When it came to whether there is adequate parking downtown, the feelings were more mixed with 26.95% agreeing, 16.8% neutral and 54.69% disagreeing. Responding to adequate space availability in the Kitsap Transit Park and Rides, 34.12% were neutral and 36.47% had no opinion, but 14% agreed. Feelings were also mixed when it came to sufficient bicycle lane availability, with 25% agreeing, 22.27% neutral, and 37.9% disagreeing.

In 2007, 63.7% voted that traffic congestion was a major problem. Downtown parking availability was also seen as a problem with 69.4% disagreeing that there is adequate parking spaces available in

downtown Poulsbo. Most respondents (63.9%) did not have an opinion or were neutral on adequacy of park-n-ride parking.

**Q18: How important are the following traffic investments to you? Select as many as applies.**

Sidewalks were by far the most important traffic investment (77.55%). Bike paths (52.24%), pavement restoration (52.65%), and citywide trail system (51.84%) followed suit. Improved wait times was the least important traffic investment. Increased public transportation (40%), safety improvements (42.68%), Street capacity (35.51%), and neighborhood connectivity (29.8%) ranked in the middle of the pack.

Sidewalks were a top priority in 2007 as well, with 88.2%. Street improvements/pavement restoration was second top priority at 80.1%. The other selections chosen: Bike Paths (64%), Neighborhood Connectivity (63.9%), Improved wait times at traffic signals (63.5%), Citywide Trail System (62.3%) and Increased public transit opportunities (54.3%).

**Q19: What do you think are the most critical local transportation improvements Poulsbo should make? Select your top priority.**

The top priority for the most critical transportation improvements was more sidewalks and pedestrian paths where they don't currently exist (33.62%). In a distant second was increased bus frequency (14.4%), more bicycle opportunities (10.21), increased vehicle capacity even if it means impacts to residential and/or commercial areas (9.79%), street capacity (7.66%), and finally additional park and ride facilities (6.38%).

**Q20: Any additional comments on transportation in Poulsbo?**

*"Only a few areas 'look' like Poulsbo. Why live here if it does not 'feel' like Poulsbo? Everything from lights to curbs to crosswalks should have Poulsbo character."*

*"The main downtown 4 way stop intersection is a mess. Much wasted time there and inability to see everyone who wants to go next. Combine that with pedestrian movement there, and I think you could justify a traffic light."*

*"Need safer bicycling opportunities."*

*"The carpool lane is also awful. I think it makes traffic worse and getting cut off more frequent."*

*"A bus route including Viking Avenue that travels through Lindvig to Bond Road to Stottlemeyer and back to Lincoln would be excellent, as it would include Fishline, the theater, restaurants, employers and residents."*

*"Badly need bus service on weekends & holidays to ferry."*

*"Recent road construction on Lincoln Rd. looks great."*

*"Having to wait at a light when there is no traffic is ridiculous during off peak hours."*

*"A better public transit system would really help Poulsbo's residences."*

*"In general, streets are designed to handle a sufficient amount of vehicles. There are a few streets that do not have sidewalks. The focus in the next years should be restoring pavement where it is in bad shape and fixing sidewalks, driveways, curb ramps, where it is not ADA compliant..."*

*"Appeal to the state to remove the HOV lanes."*

**Q21: Do you work in the city limits of Poulsbo?**

Most people who answered the survey question did not work within the city limits of Poulsbo (58.5%), but 41.5% did.

**Q22: If you do not work in Poulsbo, what keeps you from being able to work here?**

*"I'd love to work there but my job is not located there."*

*"No high-paying jobs available in my field (maritime industry)."*

*"Lack of high paying tech jobs."*

*"Make more money across the water but love being in the small town atmosphere"*

*"I work in nearby Kingston. I enjoy having a short commute. "*

*"No jobs at executive/professional level"*

*"I am a stay at home mother. My husband is a merchant marine based out of Seattle. Our three adult children DO work happily in Poulsbo."*

*"Pay for my type of employment here in Poulsbo vs. pay I can get in Seattle for the same job."*

*"I have been hoping to work in Poulsbo - maybe soon? However, there are very few family wage jobs within the city"*

**Q23: Do you own a business in the city limits of Poulsbo?**

A select few survey takers owned a business in Poulsbo (14.68%).

**Q24: If you own a business in Poulsbo, what suggestions do you have to encourage business retention and enhancement for current Poulsbo business owners?**

*"I would suggest a marketing campaign that encompassed all of Poulsbo businesses not just downtown."*

*"Build and expand upon a "Buy Local" program. Encourage residents to keep the dollars at home, rather than have them go to national or even international corporations."*

*“Treat us with respect, not as an open wallet...give us services for our investments, improve your response for help, recognize and acknowledge that we are the customers-you work for us, we do not work for you”*

*“Continue to make interactions with City smooth, easy, and friendly. It's better, but not yet great.”*

*“Better faster and cheaper Internet connections especially upload to support telecommuting”*

*“Keep traffic congestion at a minimum. Increase marketing and publicity and awareness of small-town viability without overdoing the commercialism.”*

*“Just continue to make it easier and simpler to survive and grow. Reduce the appearance of hard times. Clean-up some areas.”*

**Q25: If you own a business in Poulso, what are Poulso’s market strengths? Check all that apply.**

This question was on both the 2007 and 2015 community questionnaire. Quality of Life remains the top choice in both questionnaires: 68.8% in 2007 and 78.95% in 2015. Supportive Business Climate (50%) and Business Outreach Efforts from Chamber or City (44.74%) were the second and third top choices in 2015, compared with Affordable Rents/Property (37.5%) and Owner Ties to the Area (31.3%) as the second and third choices in 2007.

**Q26: If you own a business in Poulso, what are the most important challenges your business is facing today? Check all that apply.**

This question was on both the 2007 and 2015 community questionnaires as well. Permitting and Regulations was the top choice in both questionnaires: 46.9% in 2007 and 52.94% in 2015. Skilled workforce (47%) and Maintaining Business in Non-Peak Seasons (44.12%) were the second and third top choices in 2015, compared with Land Values and Rising Rents (37.5%) and Skilled Workforce/Transportation Congestion at 31.3% in 2007.

**Q27: How satisfied are you with the mix of businesses and services in Poulso?**

All respondents were asked this question in both 2007 and 2015. In both questionnaires, respondents were Satisfied (51.4% in 2007 and 57% in 2015).

**Q28: What types of employment opportunities do you believe Poulso should encourage? Select all that apply.**

Again, all respondents were asked this question in 2007 and 2015. Professional Services top both the charts, with 82% in 2007 and 74% in 2015. Education, Retail/Restaurants and Arts were the second, third and fourth choices in both questionnaires.

*"I hope that Poulsbo continues to drive more action in the Viking Avenue core (kudos to Mayor Becky for her work on this). Manufacturing and skilled job opportunities are always a plus for any small town."*

*"A solid mix, including cottage manufacturing."*

*"More high-tech jobs would be ideal."*

*"Trade schools. Not all young people are college bound."*

*"No jobs no town."*

**Q29: What ideas do you have to capitalize on the advantages offered by Poulsbo becoming a "college town"? How best can the City enhance and sustain partnerships with Olympic College and Western Washington University?**

*"Encouraging partnerships where OC/WWU mentor/tutor/ students at the local schools. Encourage internships at local businesses. Advertise better, any/all events involving the colleges. Have more musical events that are fun for the younger crowds."*

*"Poulsbo is not a "college town" by a long shot. Retail and housing is too expensive for college students on a budget. The biggest draw to Poulsbo for college students is the pubs and breweries. Programming and night life for college age would probably help."*

*"Cultivate and further the relationship with WWU to raise the caliber of student and faculty to a level that adds more of the elements of a "college town" to Poulsbo."*

*"Housing options for students would be critical, as well as jobs for students, usually in the retail/restaurant industry."*

*"Attract companies that will want to recruit employees from the colleges. Offer online business enhancing certificate through the local colleges."*

*"Encourage development of a university presence with dormitories, separate WWU university charter, and more 4-year degrees offered at the Olhava location."*

*"I would think improving transportation and hang out spots for college students."*

*"Recreational activities and events that have a focus on that age group instead of just family activities."*

**Q30: Where do you believe additional commercial/employment development zoned land should be added in Poulsbo to accommodate future jobs/business needs? Select all that applies.**

College Market Place received the top votes to the question with 69.37%. West Viking Avenue (westward of existing commercial areas, vacant and not currently residential) was the second top choice

with 63.96%. Additional responses supported utilizing vacant or under-utilized buildings, as well as vacancies on Viking Avenue first before new development.

A similar question was asked in 2007, but with slightly different areas in the town identified. The top vote then was additional commercial zoning on Viking Avenue north of existing commercial buildings (McDonalds), at 47% and Viking Avenue north of SR 305 (41%).

**Q31: What kind of mix of business, entertainment and arts would make a vibrant and attractive downtown?**

*“The city is in desperate need of a downtown hotel. Period. Also need a large theater/auditorium gathering place as an alternative to the Sons of Norway and the NK Schools’ far too expensive facilities.”*

*“Professional performing arts, music venues (pop, jazz, classical). Poulsbo needs a performing arts theatre – on the order of Bainbridge Performing Arts.”*

*“The current mix is very nice.”*

*“It is doing well now for adults (21+) and children but options that would be attractive to teens are limited.”*

*“A wine/food festival (like the Bite of Oregon), maybe have the Kitsap Forest Theater group do one performance in Poulsbo and more communication about existing planned events. It seems like we never find out about them unless we are downtown and see a flier or sign.”*

*“EVENING businesses. Small ethnic restaurants. Cooking classes/school.”*

*“There is a lot of the same things downtown; although I never went in the toy store, I was sad to see it go so fast. Arts, there is plenty of arts down there – You should hire a specialist to do some research on downtowns like this – an arcade – although Viking might be best.”*

*“More social gathering places with a mix of family friendly establishments and restaurants.”*

*“An auditorium fit for various local and touring programs.”*

**Q32: What core elements do you believe are the most important to enhance Poulsbo's night-time activities/economy? 1 representing the most important and 6 being least important.**

Entertainment (including dining/social/performance venues and events) scored the highest of the six options. Public Use and Amenities (multi-use sidewalks, outdoor dining, vendors/kiosks, and lighting) came in as second choice, and Public Safety (crime prevention, enforcement of closing times/crowds) rounded out the top three.

**Q33: How satisfied are you with the quality of the following City provided services?**

Parks and Recreation had great satisfaction ratings with 81.15% being satisfied or very satisfied. In regards to roads, 59.09% were satisfied and 26.03% were neutral. Respondents were also satisfied with utilities (53.78%), garbage pick-up (53.69%), and police and public safety (49.38%). In consideration of Municipal Court, most people were either neutral (31.12%) or had no opinion (39%). In regard to fiscal responsibility were most respondents were neutral (37.5%), but 27.08% were satisfied, 7.5% were very satisfied, and 7.5% were dissatisfied. Opinions on the council and executive leadership had the most widespread results. 7.41% were very satisfied, 33.33% were satisfied, 30.45% were neutral, 9.47% were dissatisfied, and 4.12% were very dissatisfied.

Respondents in 2007 were satisfied with Parks and Recreation as well, with 78.1% being satisfied or very satisfied. Utilities were second in satisfaction, with 59.6% satisfied. Garbage pick-up rounded out the top three with 58.4% satisfied with this city service.

**Q34: How satisfied are you with the City of Poulso's efforts to communicate with residents?**

Overall, respondents were satisfied with the City's efforts to communicate with residents with 51.43% being satisfied. In 2007, 39.4% of respondents were satisfied.

**Q35: How do you receive information about City government? Select all that applies.**

Most respondents receive information about city government electronically through the city website (40.6%) or the internet (57.26%). However, newspaper (65.38%) is the highest ranked individual method. People also selected that they receive information through the mail (19.23%) and cable television (4.7%).

The newspaper was the top medium for receiving information about City government in 2007 with 74.2%. Mail was second with 36% and the City website was third with 34.3%.

**Q36: How often have you used the City's website in the last 12 months?**

Most respondents visit the City's website less than once every six months (40%), and one visit per month was selected as second with 32.1%. This is very similar as the 2007 results, with less than every six months at 42% and once per month at 24.7%.

**Q37: Do you have any other comments, questions or concerns you'd like to share?**

*"Keeping the city walkable, safe and quaint is very important to me. Easy public transport to outside areas (ferries, etc) would be nice if continued late in the evening."*

*"Someone, and probably a lot of people are doing some great things. Only thing I'd like to see improved are utilization of downtown in evenings."*

*"I'd like to see Poulso communicate via Facebook with event invitations to all public gatherings; recipients who "friend" the city have the opportunity to RSVP and interact."*

*“Make business permitting easier in city limits, keep office space affordable.”*

*“Public space up by Wal-Mart. Spread and sprawl of business and non useful downtown with rent too high for business.”*

*“I think that there needs to be an effort to bring young people and families to the Old Town part of town, before focusing on new developments.”*

*“The lots in the new residential developments are too small. And not enough ramblers in those developments.”*

*“Poulsbo Elementary needs a parking lot desperately. Parents should be able to pick up their children from school without the fear of getting a ticket; we should not be forced to use the bus system.”*

*“Already noted several times, but worth emphasizing...revitalize Viking Avenue.”*

*“Please help guide the development of Poulsbo to be a model for neighboring cities in sustainability, community building, civic responsibility and public involvement and concern for comprehensive wellbeing and appearance of public and private spaces.”*

*“Keeping the city walkable, safe and quaint is very important to me. Easy public transport to outside areas (ferries, etc.) would be nice if continued late in the evening.”*

*“I would like to reiterate that the big box chains and the housing growth has already made a negative impact on my children. They notice. Growth is expected but Poulsbo has lost its charm. Small businesses and a small town feel are what made this town different. Might as well live in Silverdale where the schools are top ranked if it’s going to continue to be a non-distinct town.”*

*“Nighttime economy is not a government issue, it’s a commercial one. Want a nighttime economy? Be a business that offers something the late-nighters want.”*

**Q38: Are you a(n): resident of Poulsbo or employee or business owner in Poulsbo**

Most people who answered the question said that were residents of Poulsbo (80.39%) and almost 20% were an employee or business owner. In 2007, 79.2% of respondents were resident of Poulsbo and 32% were either an employee or business owner in Poulsbo.

**Q39: What part of Poulsbo do you live in?**

East side (19.27%), Old Town (14.68%), and North Poulsbo (13.76%) had many residents respond to the survey. Only 7.34% selected that they lived on the west side. The rest of the respondents either lived outside the city in the urban growth area (15.14%) or outside city and outside urban growth areas (29.82%).

Respondents in 2007 were similarly dispersed, with 27.9% outside of the city but within the Poulsbo UGA. Old town residents were represented with 23.5%, East side at 20.6% and North Poulsbo rounded out with 12.5%. West side had 2.9% of the responses.

**Q40: Do you live in a specific development?**

Most respondents did not live in a specific development (56.9%) and 43.10% did live in a specific development. In 2007, 56.6% of respondents did live in a specific development and 43.3% did not live in a specific development.

**Q41: Please select the type of home you live in.**

Almost all of the respondents selected that they lived in a single family house (93.19%). Similarly, 92.1% of respondents in 2007 lived in a single family house.

**Q42: How long have you live in Poulsbo?**

Most people who answered the survey question were long term residents of Poulsbo with 44.78% having lived here for more than 15 years. Almost 18% had lived here 10-15 years, 13% 6-10 years, and the remaining 2 years or less.

In 2007, 33.8% of respondents lived in Poulsbo over 10 years, 33.1% from 3 to five years, 22.8% from 6 to 10 years.

**Q43: Do you rent or own the place where you live?**

Most people owned the place that they lived in (90.99%).

**Q44: What category below includes your age?**

Most people who answered the survey were between 35-54, with 26.45% being between 45 and 54 years of age.

**Q45: What is your gender?**

The majority of the respondents were female (65.83%). Males made up 26.25% of the respondents and 7.92% preferred not to answer.

**Q46: What is your household income, including all earners in your household?**

Several respondents preferred not to answer this question (28.22%), but of those who did, made \$100,000 and above (31.95%), and 29.88% made between \$50,000-\$99,999.

**Q47: How did you hear about this questionnaire?**

The internet was the most popular way of people discovering the questionnaire, which is consistent with the same methods that people receive other city news. Community poster (3.93%), utility bill (1.69%), and organizations (13.48%) were also contributing survey notification methods.