

Community Comments Public Work Session on Livability

On November 1, 2017, approximately 100 community members met at the Villa Chanticleer to participate in a public work session on livability. The aim: Provide feedback to the City on issues relating to livability – schools, work, transportation, housing, food, play, culture, health, and other, a catch-all topic for comments not related specifically to the other issues.

This is a transcription of community members' 510 handwritten comments. We transcribed the comments verbatim, so grammatical errors and misspellings have not been corrected. If a person wrote his/her comments in ALL CAPS, we transcribed his/her comments as such.

Thank you again to all the community members who participated.

I. CULTURE: Opportunities & Challenges

- "WE NEED TO ENCOURAGE THE DEVELOPMENT OF A TRUE PERFORMING ARTS CENTER. WE NEED TO HAVE A STATE OF THE ART SPACE FOR OUR COMMUNITY NEEDS & BRING PERFORMERS BACK TO OUR TOWN"
- "Dedicate a City owned building (like Cerri) for cultural arts and events"
- "Important cities build museums and opera houses in the middle of town, they support the arts"
- "Such a great mix of various events, theater, groups"
- "Encourage culture like jazz festival, summer plaza concerts, encourage store + restaurants to host concerts & other events"
- "More street/Public art"
- "Love to see a building converted for working artists to rent spaces."
- "We have many creative non-profits in the arts that create & bring culture to our town"
- "Funded art non-profit to bring art education to all"
- "Supporting culture defines the town support galleries and non-profit like Healdsburg Center for the Arts & Raven Theatre"
- "LET'S CREATE MANY DIVERSE HAPPENINGS THAT WILL INCLUDE THE LOCAL ETHNIC COMMUNITIES ALL TOGETHER. MORE OF THE 'ART AFTER DARK' SERIES AND 'DAY OF THE DEAD.' KEEP THIS TRAIN ROLLING!"
- "USE TOT & OTHER FUNDING TO GROW CULTURE"
- "Celebrate multi-culture"
- "Love the Big Heart of this community - lots of people generous w/ time & to make this an ever improving place"
- "Lots more family + cultural events on Plaza"
- "Dia de los muertos event on 11/29 was the ESSENCE of our HBG community. More of this, please!"
- "LISTEN TO RUDAT & BE SURE PLAZA OR OTHER VENUE WELCOMING TO LATINOS"

- "Engage Latino community: Corazon was a great start this past weekend"
- "Dia de los Muertos 2-17 was the BEST DAY I have ever had in my town of Healdsburg!"
- "Culture: 1. Inclusion of Hispanic population in all this planning 2. Inclusion of all economic groups 3. Mixture of people in regards to job, business, retired"
- "Great start but we need more Latino culture in our community the city can + should do more"
- "WOULD LIKE TO SEE more cultural venues + see city venues be more available to artistic/cultural events + celebrations [Dia de los Muertos was a GREAT start]"
- "We are a connected community that appreciates our diverse cultures"
- "Love, love, love the public cultural events: Dia de los Mertos, Art after Dark, concerts. Keep 'em coming + keep expanding their accessibility + interest to the non-white community."
- "PROVIDE INCENTIVES TO EVENTS FOR ALL THE COMMUNITIES IN THE COMMUNITY eg Dia de los Muertos"
- "Diversify the economy. Be known for our crafts as well as craft Beers."
- More community events for locals in addition to tuesdays in summer"
- "Continued efforts (such as CORAZON) + INTEGRATE THE COMMUNITY"
- "We are a MULTI-CULTURAL COMMUNITY -- yet most activities at the plaza and throughout Healdsburg separate Latinos and Anglos - much more needs to be done to bring us together."
- "Loved the Corazon event on the plaza! Opportunities to build on this -"
- "NOT BEING AFRAID TO EXPERIMENT AND TRY NEW THINGS. DON'T MAKE PERFECT ENEMY OF THE GOOD."
- "Give day laborers daily tasks vs extra city workers"
- "LOOK FORWARD TO ALL THAT CAN BE GOOD, RATHER THAN FOCUSING ON WHAT ONCE WAS, AND IS BEING LOST."
- "Culturally interesting things happen when people take risks. Expensive rents make risk taking scary."
- "WHO BENIFITS THE MOST FROM TOURISM? WHO BENIFITS THE LEAST? HOW DO WE ADDRESS THE REALITY THAT SOME BENIFIT GREATLY AND OTHERS ARE DISPLACED?"
- "I THINK IT'S TIME TO CHANGE UP TUES. NIGHT CONCERTS. I THINK THEY ARE VITAL BUT i CAN'T STAND WHAT THEY HAVE BECOME."
- "MAKE METRIC/DATA DRIVEN DECISIONS"
- "Get everything translated into Spanish"
- "Incorporate more Hispanic Culture"
- "Low resources. Lack of Lantino Representation despite their essential work in the wine industry. A sense of exclusiveness that could make us bulid seperating walls back up"
- "Donde esta la comunidad hispanica esta hoche?? We still have a large gulf in htis town between gringos y latinos :(“
- "We are California and a state of immigrants & pioneers. Let's keep it that way! Diversity is key."
- "Bilingual classes - we can teach each other"
- "Ways to connect senior population and youth"

- "PROVIDE SUPPORT TO MORE ARTS ACTIVITIES IN COMMUNITY CTR. AFFORDABLE FOR ARTISTS + ATTENDEES"
- "Music Music Music"
- "Town events like the 4H Parade, Dog Parade, Day of the Deat etc. help build a sense of community. The local businesses will support these events but need a vehicle. Assess the DBD fees so we can help build our community"
- "H has food & wine but not much culture as far as art goes. Sebastopol has a fantastic art center that the residents frequent (classes) use."
- "Support a diverse culture for business that caters to all residence as well as tourism (and not just tourism)"
- "WE NEED A CULTURE THAT PROMOTES THINKING AHEAD & NOT COMPLAINING ABOUT WHAT ALREADY EXISTS. TOO MANY PEOPLE COMPLAINING"
- "More places for Local Art"
- "\$\$\$ to Art Education \$\$\$ make a difference to children for life"
- "How about more focus on the arts (fine + performing) with a \$ of development funds going to local artists as is the case in other local communities. Our galleries are too tourist - focused and outside of HCA, we do little to support local artists & art education."
- "No more tasting rooms on the plaza"

II. FOOD: Opportunities & Challenges

- "Food Trucks!"
- "Food Trucks, Lower-Priced Restaurants/Family Places (Rent lower for common space"
- "Food Truck Village"
- "Backyard Community Gardens - Get rid of excess pavement & plant Food"
- "Huge amounts of wasted land in adult communities that could be used to grow vegetables (organic) for folks on fixed income. (Build community)"
- "Lunch spots are fast & healthy - like salads"
- "Food Trucks."
- "Distributed Garden Programs. Backyard gardening!"
- "Bring a Place for community gardens"
- "Vibrant Farmers Market that a majority of us want and can attend."
- "Food: Cont. to encourage Farmers Market gleaning organizations.
- "Encourage Restaurateurs to provide drow for v... not all about wine" [cannot transcribe full comment; unable to read handwriting]
- "Healthy Retail Awareness: Our Retailers - Right Aid; Rotten Robbie; 7-11 are selling items that are killing people - especially low-income residents"
- "Food Trucks"
- "FOOD TRUCKS!"
- "We enjoy great diversity of local restaurants and without tourism & visitors we would not have these options"
- "Support & encourage affordable dining spots in town"
- "When it mattered, our local chefs served tens of thousands of meal to shelters & First Responders"

- "We need to support our small locally owned restaurants"
- "Locally owned & operated restaurants"
- "Bring in some food trucks (healthy food only)"
- "We need more Kid-friendly & Healthy eating options downtown"
- "More food delivery options"
- "We have world-class food and wine!"
- "Food & wine destination!"
- "Amazingly good and fresh food available"
- "We are so lucky to have so many amazing farms and food producers in our community"
- "Aversion to Meals on Wheels kitchen in our town to actually process & cook food from the pantry & farm to pantry"
- "All residents have access to healthy food"
- "Make the food pantry more accessible to the people dependent on it .. Is there a better/more central location?"
- "Food: more cost-effective neighborhood restaurants. Has to be affordable locations to open stores. Bring in a Trader Joe's."
- "I think Healdsburg is missing organic, reasonably priced restaurants for the locals. All the restaurants SANS the few mexican restaurants are geared for tourists. I find myself driving to other cities to eat out. So sad!!!"
- "MORE DIVERSITY! MORE AFFORDABLE! FOOD TRUCK EVENTS! COMMUNITY MEALS? (POTLUCK) MORE ACCESS FOR MEALS FOR THOSE WITHOUT MEANS OR MOBILITY"
- "Food for all income levels."
- "STREET FOOD :)"
- "Healdsburg is respected as a food destination which is great because it raises the bar for all dining here re: locally grown, fresh ingredients, but - we need a 'cafe culture' where all residents can afford to dine and where we are not surrounded by/displaced by foodies, large tour groups, etc. When I go to Petaluma, Sonoma, Berkeley, etc. I am able to find a great selection of reasonably priced, high-quality dining options."
- "Dramatic need for vegan options (tied to health, sustainability, education, environment)"
- "\$300K sXXX [unable to decipher] fee to open a restaurant. Very cost prohibitive. Can we reduce that so more of the 'little guys' have a chance?"
- "Our grocery stores (e.g. BIG JOHNS) are so expensive"
- "We need more family, everyday restaurants"
- "Organic Food should be more affordable"
- "I hate to be negative, but I am sick of all the high-end restaurants in Healdsburg. Single Thread? Really? How often are locals going to frequent that restaurant? I
- "Get a working man's restaurant."
- "Not Goal to bite the hand that feeds you."
- "Need an inexpensive grocer in town so low-income folks don't have to drive to Food Max in SR."
- "affordable family-friendly restaurants"
- "Too Expensive. Need more affordable ethnic options (such a street food)"

- "We have wonderful restaurants - mostly for wealthy residents + tourists. We need WONDERFUL, INTERESTING, AFFORDABLE restaurants for average middle-class (+ lower) residents"
- "Food: COI More + More High-End Restaurants Less Affordable Options"

III. HEALTH: Opportunities & Challenges

- "Increase mental health services"
- "1. Mental health services & other health issues w/support from H.D. Foundation 2. Cooperate w/ county health resources e.g. hospitals, clinics, practitioners"
- "Support PDI!"
- "Access to Healthcare for vulnerable populations"
- "More clinic-type health care options"
- "SHARROWS" MORE SAFE WALKWAYS + PATHWAYS for bicycles and children/older folks to walk/ride."
- "MORE HIKING TRAILS and CONNECTIONS"
- "WE NEED BIKE PATHS!"
- "More Walkable downtown - close off blocks around plaza crosswalks too dangerous"
- "Close streets for walk only"
- "Bike + hiking paths"
- "Red light runners + those that do not stop at stop signs are epidemic. In 10 years have never seen anyone get a ticket for this Dangerous - please enforce this law"
- "Transportation infrastructure encourages auto travel vs bike + ped"
- "Timing of bus rides. Walkability"
- "Our friends and visitors must have local places to stay or we will see trolleys and tour buses clogging our streets, & creating more pollution. Keep people on foot."
- "CLEAN SIDEWALKS + Streets"
- Planes over HB at night wake us up :(
- Noise from 101 increases stress."
- "New LED streetlights disrupt sleep. Turn down the blue-ness"
- "Restore WARNING SIREN SYSTEM. TEST AUTO & PHONE ALERT SYSTEM"
- "Bring back Sirens for emergency"
- "Convert Hburg Hospital to urgent care facility"
- "Information/access to urgent care for visitors"
- "RETAINING A VIABLE HOSPITAL"
- "Keeping Healdsburg Hosp. financially viable"
- "Encourage/recruit physicians. Very few options in HBG"
- "Hospital Expansion. Increase services to poor & aged"
- "I appreciate what Alliance offers folks but the care is inconsistent and subpar. Dentists especially need to have better supervision."
- "Alliance is prejudice. Won't help alcoholic people and refuse services to them. Who governs them?"
- "Need to create a housing pool or program -- Loan assistance for medical practitioners"

- “Too much emphasis on wine consumption sends the wrong message to youth. Healdsburg needs more non-alcoholic activities”
- “MAKE METRIC/DATA DRIVEN DECISIONS”

IV. HOUSING: Opportunities & Challenges

- “Short-term transitional housing options needed - symbiosis of fire emergency with long-term housing access”
- “How to house people with lower incomes - the opportunity should come from available land but is stymied by Growth Ordinance. Lifting or changing the number of homes/housing allowed will offer more opportunity”
- “MOVING FORWARD WITH AREAS IDENTIFIED THAT CAN ACCOMMODATE GROWTH.”
- “Find out how many people do live and work here but can’t live here”
- “Residents with room on their property to potentially place a ADV need a city govt this will make it affordable for non-wealthy residents or retirees on fixed or limited income to do so”
- “Better planning department inspections. When we pay for permits, the inspectors should write up major building problems E.G. - Incorrect grading causing water under house. Incorrect ventilation.”
- “Encouraging infill and building of studios, + 1 bedroom apts + granny units for long term rentals NOT AirBnB”
- “I’m not alone. I’ve had to move twice in less than six months because of rising rental prices. There’s no place to go but ‘out’ of here. I’ve lived here 30 years, serving the community for over twenty of those years ... and I haven’t an ounce of security here, live under threat of homelessness.”
- “More Housing with a low to high price range. Now we need to support our neighbors who lost their homes.”
- “More resident focused development - Build units + homes that second home owners would not desire”
- “Go taller go denser downtown”
- “1. Affordable housing - not enough for those who need it 2. Housing for the homeless this time. Why not? Ukiah, a city with fewer resources than we have, has 7 homeless shelters (one sleeps 40-50) & 2 working on a building for daytime activities (for mental services) to the homeless + providing shelter during inclement wet weather.”
- “Create + maintain a homeless shelter or village”
- “TALLER”
- “Less \$\$ required to get permits for granny units”
- “ZONING CHANGES TO MAKE ADVS EASIER TO BUILD. SETBACK FEES SIZE PARKING”
- “Need more apartment units to house local employees and single people - make it affordable”
- “Dismantle provincial perception and status symbolism of affording to live in Healdsburg. Integrate racial/ethnic residents”

- "Affordable senior housing based on need convenient to services food & entertainment"
- "More diverse housing options would really help solve some of our housing needs. Smaller houses, condos, townhouses."
- "Make it affordable to build SDU's. Building permits? Drop to zero to get them built"
- "Subsidized housing for lower-middle class"
- "I am surrounded by second homes, most are empty 80% of the time. This does not make a community"
- "KEEP THE FOCUS ON AFFORDABILITY AND VALUE. WE NEED MULTIPLE RANGES OF HOMES, APARTMENTS"
- "Live Work situations"
- "I would like the City to develop a housing fund. Actually purchase property + build both rental property + low income property within City limits. There is financial + cultural profit in this."
- "Eliminate all fees for ADU's. Bring in and pay for tiny houses for homeless"
- "It is our moral imperative to make some changes to (loosen) housing regulations to absorb some of the loss that occurred in the rest of the county. Ex. What is legally rentable as a granny unit should be expanded."
- "Tiny House Approval. Use of Property Corner of Plaza & Eas."
- "We need diversity in our housing market. Multi-family -- higher density. Workforce housing. We have a group of dishonest residents that pretend to want housing but do everything they can to stop any growth."
- "TOURISM BRINGS MILLIONAIRES INTO OUR TOWN -- OFFER CASH FOR HOMES. LEAVING US OUT -P WE CAN'T AFFORD HOME PRICES. WE NEED HOMES WE CAN AFFORD."
- "1. GMO needs to allow more ... to be built. 2. Schools ..." [Can't decipher handwriting]
- "Small/Tiny house projects. Zoning changes"
- "REDEFINE 'MISSING MIDDLE' TO MEAN: COTTAGE COURTS, GRANNY FLATS, DUPLEXES, COTTAGES, TRIPLEXES. DIVERSIFY OUR POPULATION"
- "Affordable Housing is a must. We have to give our young families the chance to live here. We need them here"
- "Too many rules and limits on building ... we need more inventory. Housing for tourists: If we continue to limit development of hotels in town. Only encourages use of VRBO + 2nd homes for rentals (short-term). If we had more hotel inventory demand for VRBO would decrease."
- "Too Many Second Homes"
- "Housing for our seniors as well. Tourism is fine but not at the expense of Everyone who has called this home their whole lives!"
- "Too many hotels. Mr. Hold started them!"
- "No More Hotels"
- "BIG ISSUE! HAVE HEALDSBURG BECOME THE LEADER IN SONOMA COUNTY AS AN EXAMPLE FOR OTHER CITIES!! IN INNOVATIVE AND PRACTICAL PROGRAMS TO PROVIDE HOUSING FOR RESIDENTS"
- "Not being able to retire in Healdsburg"
- "Affordability for families, seniors"

- "2/3 of HBG voted No on R. Stop running around the GMO"
- "Restricting supply is a fundamental issue"
- "HOW CAN AFFORDABLE HOUSING REALLY EXIST IN A HIGH PROPERTY VALUE TOWN? WHO PAYS FOR IT?"
- "MAINTAIN THE GMO"
- "GMO"
- "Change GMO from a limit on units to a limit on square footage to incentivize smaller, denser housing"
- "Stop blaming visitors for this problem"
- "Secondary homes having a negative impact on culture and community. So many dark houses on Johnson Street for Halloween when 10 years ago every house participated"
- "We need to stop limiting housing. The lack of housing in our town has led to sky high prices & lack of housing in our community"
- "Stop the hotels!"
- "Allow Airbnb for partial house (shared) rental"
- "Why are all the Realtors here tonight?"
- "Realtors: Don't be greedy & call county land owners to sell out farms"
- "More reasonably priced rentals are necessary"
- "1. No rental property. 2. Healdsburg realtors buying & flipping properties. No housing limits hiring new employees"
- "We need housing for employees so their can develop more options for fun SO they want to live here"
- "Many workers need affordable housing. Tourists are getting their needs first - we have to consider more types of housing and help workers live here. Let's refrain from promoting tourism."
- "We need serious Rent Control here in Healdsburg. First establish a charter city. Do not ghettoize rental units by building them outside downtown. Tax second houses"
- "Lift some limits on what is + isn't rentable properties would immediately add rentals currently avail to the pool"
- "Rent Control not dirty words. It's about tiome the Free Market is not a 'good thing'!"
- "Not many rentals around Hbg. Now what? If I own it I own it!"
- "Rather than react to the fire, we need to use as opportunity to plan for what type of community we want to build"
- "Not Being Honest aBout What Truly Can Be Done"
- "2nd homes, week-end homes with owners who are not vested in the community either by children in school or working locally"
- "With w hotels burnt in northern santa rosa, supply will be limited to get tourists into our county & Healdsburg. With low hotel inventory in HBG, encourages VRBO & airbnb & 2nd homes. If we had more hotels, we'd have less demand for 2nd homes"
- "Ability for middle class to afford housing or family with kids"
- "Create 'first time' opportunities to allow diversity of population - i.e. ages income, families, seniors, diverse thinking"

- “THE LACK OF HOUSING FOR FAMILIES THAT EARN \$85,000 - \$250,000/YR. TO PURCHASE \$500,000 - \$650,000 RANGE. THIS IMPACTS OUR SCHOOLS SEVERLY.”
- “Don’t forget the ‘missing middle’ in housing conversations.”
- “Need housing for medical, teachers + first responders so they can afford to live here”
- “Affordable housing for residents who support the infrastructure of the town -- teachers, store clerks, police, fire, etc.”
- “Limited housing for middle to upper middle class families because prices are driven up by wealthy second home owners. Teachers, fire, police, etc. can’t afford to live here. :(“
- “Get Rid of the Good Old Boys Club”
- “Need more creative housing for folks who don’t fall in the bracket of affordable.”
- “ENCOURAGE & PARTICIPATE CONSTRUCTION OF AFFORDABLE DEED= RESTRICTED HOUSING BOTH HERE AND IN SANTA ROSA”
- “MAKE METRIC/DATA DRIVEN DECISIONS”
- “Make it easier to construct rental units/granny units on existing home sites -- consider reducing fees & creating all ready approved designs + plans”
- “We need to stop hedge funds, money launderers etc. from tying up our housing stock and driving up housing prices”
- “Let’s get the Good Old boy Network out of Running Our City”
- “Too many old houses being torn down replaced by big new ones”
- “Please, Build affordable housing for low income seniors, and workers in the community. We should be able to work where we live + live where we work -- THAT is the basis of a small town supportings its OWN.”
- “Rent Control Keeping Low Rental amenities for Healdsburg residents”
- “Need more Low income housing. Service employees can’t afford to live in this town. Tax 2nd homes to pay for it”
- “WE NEED MORE THAN 30 UNITS/YEAR TO SUSTAIN FAMILIES IN OUR COMMUNITY.”
- “HOUSING for our workforce “First Responders: Safety, education - city workers our community’s backbone”
- “We need to leverage our affordable housing \$\$ to build more units. Measure S + other monies need to be seed monies to attract developers who can get federal + state monies”
- “Our kids won’t be able to afford to live in Hbg”
- “No More Market Rate Housing”
- “WHO PAYS FOR LOW COST HOUSING?”
- “Plenty of affordable housing so that our workers can live and play here too.”

V. OTHER: Opportunities & Challenges

- “We have the opportunity to become greater than the sum of our parts by embracing the visitors, encouraging growth, not forgetting a friendly town atmosphere.”
- “I don’t hate wine biz but I want variety downtown. Monoculture will be the death of us.:)”

- Ongoing community development of racial justice awareness --- education/history future of integrated living”
- “Opportunity: Support Tourism - Retailers, restaurants are part of a bigger community of Farmers, ultimately we are supporting our Farmers and as a community”
- “Slow Tourism Promotion”
- “I want to address the tourism elephant head-on (as well as indirectly): With a 70:30 ratio of tourists-to-locals shopping & eating in Healdsburg (per HTID). I don’t feel important here. In fact, I’m outnumbered 2-to-1. We need to make locals more important! We need to bring locals downtown to eat, dine, play, etc. We need businesses which provide basics needs (food, clothing, supplies) at affordable (market) rates & business/restaurant owners who focus on locals to target a ratio of close to 50:50”
- “Reduce GHG - a. Stop advertising tourism to people in distant locations that have to fly here. B. due to lack of affordable housing, 80% of those who work in our tourist related business can’t afford to live in Healdsburg or even Sonoma County, forcing them to commute”
- “I feel like tourists are ruining our City. Just visit Carmel - see how their town went to far ... Ruined”
- “Do Not Renew HTID!”
- “Challenge to community to welcome visitors because they are part of the economic prosperity of this town. Let’s not lift the drawbridge but find ways to encourage growth like festivals focused on the arts or”
- “How can we support those in Sonoma Co. not as lucky as Healdsburg during the fire - in an organized way [ie The Free Store]”
- “Be very careful with efforts to steer economic development. Local economy has many strengths”
- “City needs to post council agenda etc. on a webpage and not in PDF (too hard to use)”
- “Show the Hbg coalition video at city council meeting”
- “On my street we have been waiting 2+ years to address flooding from golf course. Quit ignoring Residents needs.”
- “Graffiti Removal and Policing”
- “City Council needs to be more about the town and less about development of hotels and restaurants for wealthy guests.”
- “A FEW LANDLORDS ARE CHARGING EXORBITANT FOR DOWNTOWN RETAIL LEASES. WHY? BECAUSE THEY CAN? IF THEY WOULD BE WILLING TO CHARGE FAIR & REASONABLE AMOUNTS BUSINESSES COULD MAKE MORE PROFIT, EMPLOYEES COULD MAKE LIVABLE WAGES & LOCAL RETAIL FOR RESIDENTS COULD AFFORD TO OPEN HERE.”
- “AREN’T WE A COUNCIL RUN CITY? ciTY MANAGER APPEARS TO BE RUNNING THINGS.”
- “A Huge Billboard for city events smack dab in the middle of town so everyone can be involved’
- The guy who replaced Scott Ward (at City Hall) is difficult to work with. Get friendlier person”
- “Many citizens feel the city council votes for their best interests + not ours.”

- "City Government is top heavy and too expensive"
- "City council members need to be aware of how they respond to issues on Facebook; the need to stay positive & balance is crucial;"
- "Include Citizen participation in real decision making"
- "Slow promotion of tourism for Sustainability & economic health"
- "We have 160 New Hotel Rooms Coming On-Line In Next 6-9 Mos. A 40% Increase From Current. How Can Plaza Related Businesses/Services/Parking handle this?"
- "If I wanted to live in Carmel or Disneyland I'd have bought a home there. Stop taking care of tourists"
- "Tourism - The elephant in the living room. Current plans & zoning allow for 2 ten-fold increase in tourist rooms (meaning 2 room for 2 occupants, either hotels, B&B's etc. -- What are we doing about this?"
- "Tourists wander into streets and don't even follow basic laws"
- Too Many Hotels!"
- "Don't kill our Community by over balanced visitor business. Love tourists in balance"
- "1. They need to help solve the issue of housing, parking"
- "Tourists I know that all cities can reap great financial gain from entertaining tourists. But at what cost to locals? My family can no longer frequent the downtown on the weekends. When I do need to drive to the market or other errands, I find myself wedged in between huge tourist buses. Running while they wait for their tourists to reboard"
- "Moratorium on hotel building. Move away from tourism as a financial base. Diversify"
- "Find ways to to involve part time residents as whole for good of All"
- "Getting harder to live here on a teachers salary"
- "Need to pay attention to future trends ie 1. Auto-drive cars and car ownership 2. The way we purchase retail goods online and the effect or need for retail outlets."
- "Why are we using a co. to research parking solutions that provided a "solution" to Carmel that did not work + scrapped?"
- "WORK HARDER TO REACH HEAR FROM THOSE WHO ARE THE FUTURE OF THIS PLACE, BUT DON'T HAVE TIME TO PARTICIPATE"
- "If we don't take climate change seriously, it will devastate human and natural life. It should now be clear that the threat is much greater than that we faced during WW II. We must respond to this as a colossal emergency. (By the end of 10 years, wine might not be growable in this region, by the end of 30 or 40, this is probable).
- "Where are the Hbg. homeless going to stay this winter? Don't forget this issue because of fires please"
- "Leave Justin the homeless artist with a place to Display his art. If he needs a permit waive the fee and give him one!"
- "Senior Living. As the % of seniors in Healdsburg population grows, there needs to be better transportation services. There needs to be affordable housing for senior service providers, both in Healdsburg and in nearby communities."
- "My older adults neighbors are lonely & don't know how to break out of it"
- "We need to better engage the Latinx population. Can the next meeting/discussion be at a venue more conducive to attendance by our Latinx neighbors? A church, perhaps?"
- "We are a family oriented community. No cannabis sales."

- “Too many wine tasting venues in town.”
- “BRING BACK THE RUDAT PEOPLE FOR SECOND LOOK”
- “Support fire victims - we were lucky in Hbg”
- “MAKE METRIC/DATA DRIVEN DECISIONS”
- “NO MORE HOTEL ROOMS NO MORE HOTELS ON PLAZA MORE LOWER DOWNTOWN RENTS”
- “1. Where are the Latinos tonight? Where is a translator? 2. Where are the homeless or a representative for the homeless tonight? 10 of them showed up at the March 1st forum at the library, 4 spoke & were heard.”
- “Immigrant issues. Welcome & edu for them Make Healdsburg Sanctuary City”
- “Senior isolation in Areas outside City”
- “Licence bicycles so they follow the rules of the road”
- “Fix the messed up sidewalks where bricks are uprooted around plaza”
- “Consider the local residents outside City limits as stakeholders + collaborators”
- “Healdsburg has grown from a dusty town to a cultured jewel. Balancing those tourism related businesses with the necessary for daily life all the while taking care of those in need (don’t forget the homeless).”
- “Support a healthy tourism/visitor center. If we don’t do this - businesses will leave downtown. They can’t survive on just us locals!”

VI. PLAY: Opportunities & Challenges

- Activities for seniors, and seniors connecting with youth, need attention. We need more open space access.”
- “Adult recreation that will attract young adults. I.e. Volleyball, Basketball”
- “Recreation for all - kids - retirees. Resident - Tourist”
- “Increase relevant kids activities. Encourage tech & physical activities”
- “More activities for kids. Healdsburg is an adult’s town”
- “More opportunity for plan among kids & adults”
- “Teen center”
- “There are limited to no evening recreation for young adults”
- “More community events like our FF Parade, Corazon festivities bringing all ages and ethnicities together”
- “More activities for teens - bowling alley?”
- “More street closures for fun. Family oriented”
- “Pedestrian-friendly key to Hlbg charm. Enhance & expand”
- “Love the hiking trails. Thank you. Improve road cycling safety.”
- “Walking paths. Transportation to events”
- “Easements through private land at city border to access open space.”
- “Encourage those that blocked our entrance to walk up to the water tower to open up access.”
- “Increase trails access and trails”
- “Unfettered Access to the River for the public”
- “More public Art”

- "Bike lanes on wine roads!"
- "Make Downtown More Bike/Ped Friendly"
- "We need a connected park system. We should develop bike paths & pedestrian paths to connect all of our current parks. We should identify areas in the City to expand our parks."
- "More playgrounds near Affordable Housing. Real parks not just tot lots with plastic cheap play structures"
- "Swim Center should be opened year round + Chris wants frisbee golf"
- "Sand Volleyball courts for a community league at Badger Park! Play together, Stay together!"
- "Keep the dam up longer (please!)"
- "Plaza a gem"
- "Venues for recreational dancing"
- "Bathrooms needed @Badger Park"
- "We need toilets (real ones) at our parks + playgrounds. Badger, Parkland Farms Playground"
- "I would love to see pickle ball courts built and a league created. Pickle ball can be played by all ages ..."
- "Maintaining & repairing parks and infrastructure"
- "More "Play" for more who live here throughout the year. *guests take our space: parkin, jack-up rents, jack-up cost of living"
- "18 Hour golf course"
- "Love having the Prune Packers"
- "Bikes allowed at the 'skate' park"
- "Better / More use of parks for community activities"
- "Beef up parks + rec! All this Bed tax could offer some great stuff!"
- "If TOT is decreased due to the lack of visitors after the fires & a re-distribution of funds, what is the impact on parks & the senior center?"
- "Make metric / data driven decisions"
- "Invest in our parks and untether park investment from building more hotel rooms"
- "We need at least 2 days / week when dogs don't need to wear leashes in open space. They are relegated to dog parks that aren't suitable for running free w/ owners."
- "OFF leash dog walking! C'mon. There are more dog owners now that HB is a "Retirement community" for old white people with \$\$"
- "Tourism to model + promote responsible drinking & cannabis use"

VII. SCHOOLS: Opportunities & Challenges

- Partner with S.C.D. or T.H.S. to improve our public schools"
- "Maximize collaboration between City + schools to achieve shared goals + objectives"
- "Healdsburg has lots of smart and talented people with interesting skills to offer. How can we 'harvest' that talent to teach each other new skills?"
- "We are so lucky to have excellent K-12 schools in our town"
- "TEACHERS: retain quality teachers by helping them afford to live here"

- "Ability to maintain Quality Teachers"
- "Sufficient early childhood spaces so that all 3-4 year-olds can have access to quality early education."
- "We are working towards getting more kids in our community into preschool, which is great! Do we have enough spots for all students/families who need them? Can we as a City, look into encouraging more centers to open?"
- "HOUSING TAXES FUND SCHOOLS"
- "HAVE TOP RATED PUBLIC SCHOOLS THAT ATTRACK PEOPLE TO HBG - becomes great marketing"
- "Support schools. Pre School. Jr. High. High School. & Prep for college"
- "Using our Diversity of school choices to market HBG"
- "Connect older adults with kids who want tutoring"
- "More vocational training"
- "Choice for bi-lingual classes. Immersion school."
- "Learning opportunities for older adults"
- "Great Public School. That teaches a wide range of TOPICS."
- "EXPAND WALK & ROLL TO SCHOOL PROGRAM. ENCOURAGE PARENTS TO PARTICIPATE."
- "Technology school at HES? I just learned about this - should be more broadly offered as an alternative school"
- "CHOICES. - PUBLIC. - PRIVATE. - PAROCIAL/CATHOLIC"
- "CHOICES OPTIONS PRIVATE + PUBLIC"
- "Schools. 1. Recognition and publication of excellent public school system 2. The monetary value this can be fore parents."
- "Alternatives of public schools. - middle, upper class leaving school district for private"
- "Private schools pulling great families who are invested in education away from public schools."
- "MAKE METRIC/DATA DRIVEN DECISIONS"
- "Public schools are the canary in the coalmine. Keep Public School population DIVERSE."
- "Massive achievement gap in our schools. Access gap."
- "I am very concerned about the fact that students whose first language is Spanish do not have access to project-based learning in elementary school until they are reclassified as proficient in English. Without intending to, we have set up a segregated school that will have far-reaching implications for all of our students + our community."
- "Charter program is successful but why isn't HES offering similar ways of learning to ESL students"
- "The Charter school is excellent but effectively segregates our schools."
- "Disparity between Charter & H.E.S. feels very segregated with less opportunity & creative curriculum for H.E.S."
- "Massive Institutional Segregation by design"
- "DIVERSITY + SEGREGATION"
- "Funding. Need Robust Endowment For Public"
- "Outdoor Schools"

- "I would like to see schools integrate more within their neighborhood - they are not an island + all they do - noise, traffic, security after hours events - affect their neighbors - they are not currently mindful of this"
- "Property taxes - schools should have higher correlation. Perhaps people with 2nd homes in Healdsburg pay a surplus that goes to schools?"
- "Become more academically competitive vs. other county schools"
- "HUSD needs Functional language department"
- "↑ Quality so more students can succeed in attending higher education and or getting jobs"
- "QUALITY + COMPETITIVENESS"
- "Integration/education/availability of vegan food/non-dairy options everyday on the menu"
- "We need to support a state of the art school system to keep local kids in HBG"
- "As a Healdsburg High School student who has gone through the schools language department I can tell you first hand that it has not enough opportunity (only having spanish) and the quality is not very good at all. The spanish department seems to make sure people who weren't exposed to the language bafail causing people to take it at the SRJC. My sophomore year of High School was full of anxiety and even a bit of depression because my confidence in myself was so low because of the way the teacher taught and made the people who didn't speak the language feel stupid. In the first month half of the class dropped out of the class. That is no way to run a school!"
- "We are losing high school students to SR schools and Windsor. Why aren't we offering more programs at this education level?"
- "I FEEL IT IS A SHAME THAT WE CANNOT ACCEPT INNER DISTRICT TRANSFERS. BECAUSE OF THE HIGH COST OF HOUSING, MANY FAMILIES ARE SHUT OUT OF HBG. ALL OF THE CAMPUSES ARE NOW REDONE & WE HAVE MORE THAN AN ABUNDANCE OF SCHOLARSHIP \$\$\$. SPORTS TEAMS ARE SUFFERING & OUR TAX MONEY ONLY SERVES A VERY SMALL STUDENT BODY. THIS IS GOING IN THE WRONG DIRECTION."
- "NO FULL DAY INFANT/TODDLER CARE EXISTS. ↑ cost of living = greater need for dual working households"
- "UNDER 5 DAYCARE"
- "We are desperate for quality, affordable full-day childcare for kids under 5. Especially for under 2. We cannot work without childcare. And can't pay bills w/o work."
"ACCESS TO PRE-K FOR ALL"
- "LESS FAMILIES IN HEALDSBURG (EROSION OF THE MIDDLE CLASS)"
- "My fear is that when older people purchasing second & third homes here, young families will dwindle here ... we will lose that demographic"
- "Provide subsidized housing for teachers"
- "It costs so much to live here. Yet our public school system doesn't reflect the caliber - or cost - of living in this community. For what we pay in property taxes, our public school system should be one of the highest-rated in the state. I'd like to see our elementary & Jr High → H.S.I educational quality improve."

- "Need to continue to make housing affordable for teachers. Continue to increase encouragement of stem for girls"
- "HOUSING COSTS IMPACT FAMILIES AND TEACHERS"
- "School attendance is down the local families are moving out of town - reason is not affordable"
- "Not enough family with kids in town to have good/enough sports teams"
- "Concern for declining enrollment and decline of young families with children -"
- "Work to ensure any expansion of private schools is not a detriment to public schools (falling rolls, concentrated of low-income families)
- "GROWTH OF PRIVATE SCHOOLS"

VIII. TRANSPORTATION: Opportunities & Challenges

- "PLAN FOR AUTONOMOUS ELECTRIC TROLLEY TO PARKING OUTSIDE CENTER - 8 YEARS FROM NOW"
- "ELECTRIC SHUTTLES for Visitors & EMPLOYEES & RESIDENTS! BUILD 4 WALKABILITY"
- "Small enough town to have creative solutions to mobility"
- "Shared Bike system - that both locals & visitors and can use"
- "Companies provide parking solutions / shuttles for their employees"
- "Trolley jump on and jump off / Volunteer Drivers"
- "Development of safe, viable cycling paths to connect locations, especially for children / safety"
- "Bike share is coming but are we locating the bikes where residents will use them most effectively"
- "INCREASE BIKE LANES WALKING TRAILS"
- "I'm THRILLED to have bike & walking paths, and plans for more, but if we're to succeed in getting locals to shop Downtown, we need for them to have parking available nearby or also they will only buy small, light items"
- "Bike paths please"
- "More flights in/out of STS"
- "GO ELECTRIC!"
- "UBER! UBER eats too!"
- "Bike paths everywhere"
- "IMPROVED BICYCLE PATHS ON COUNTRY ROADS extremely dangerous"
- "Extend Smart train to Cloverdale"
- "HEALDSBURG DEPOT. HOW WILL WE CONNECT PASSENGERS BOTH INCOMING & OUTGOING, TO ALL OF HEALDSBURG? HOW WILL RESIDENTS IN THE NORTH PART OF THE CITY GET TO & FROM THE DEPOT? HOW DOES THIS ADDRESS LUGGAGE & OTHER CARRIABLE ITEMS?"
- "Planning for TRAIN station - take max. Advantage"
- "Fossil-fueled private vehicles are the largest contributor to greenhouse gas accumulation. We simply need to end their use and production. Electric or hydrogen fueled private vehicles are only slightly helpful. One third of the energy used in avehicles

(the time is consumed in its initial production. When operating they still use energy much less efficiently than good mass transit. We need to be phasing out 90-95% of private vehicles. We need to start 30 years ago. By the end of the next 10 years we should have excellent mass transit, many car-free streets, Real bike lanes & streets, etc.”

- “Shuttle to Smart Train”
- “I would hope the train comes to Hbg. And buses that connect locally. Seniors need this badly. Better bike paths.”
- “PUSH FOR SMART TRAIN IN HEALDSBURG WITH COORDINATION SHUTTLES”
- “SMART TRAIN TO DELIVER tourists AND LESSEN Tourists impact on Residents”
- “Elevate the conversation from cars + parking to one of mobility options. Prioritize walking over XX and transit over SOV”
- “Tear down the purity building to create more parking.”
- “An opportunity for a parking structure for locals + visitors alike is very important to the infrastructure of town.”
- “Better Public Transit within City limits for all residents, particularly children and seniors. Parking - a multi-story parking structure downtown”
- “Better markings for safe routes to school”
- “Train to Healdsburg ASAP”
- “Bring the TRAIN!”
- “Shuttle from HB to SMART”
- “We need SMART! We want to be connected to the rest of Sonoma County & the Bay Area w/o needing a car.”
- “An opportunity to encourage people to do more walking into town for those who can live nearby. This would be a community-wide program to walk instead of driving.”
- “I moved to Healdsburg 10 years ago because it is walkable. But there are still neighborhoods that don’t have safe & complete sidewalk paths to the heart of downtown. We should continue to expand repair them.”
- “Walkability a plus for many but seniors should have options.”
- “Walkable city more creative bike racks!”
- “Upkeep sidewalks - we have a wonderful walkable area”
- “Pedestrian-only streets. Creating walking arteries ex. Johnson St.”
- “We should mandate that new housing development have sidewalks on both sides of streets & be protected, in as much as possible, from traffic.”
- “Can Hbg Elec provide Rebates + incentives to buy or Lease elec. Vehicles as per sonoma clean power”
- “Could large businesses in town (So-Fi) have a lot w/shuttle service that alleviates pkg congestion downtown?”
- “Need Bike lanes on wine roads!”
- “Transportation Concerns: Parking impacts of tourism around the Plaza. When’s the SMART Train coming to town?”
- “SMART TRAIN: WE SHOULD WORK WITH CLOVERDALE & WINDSOR TO DEMAND THE SMART TRAIN BUS BRIDGE BE EXTENDED TO MORE CONNECTIONS TO THE AIRPORT STATION.”

- "Improve cycling entry & exit options into & out of town. BIKE LANES Dry Creek, Westside"
- "Get rid of bicycle races on Westside Road (from July-October)"
- "Transportation: One city I would like to emulate is Davis. I love how that community created safe bike paths throughout the city ... as a consequence the city is far more green. I would like H. to create safe bike paths throughout the city"
- "Need more safe walking/biking paths and sidewalks especially near affordable housing"
- "Encourage more residents to travel by bike/walk for journeys of less than 2 miles"
- "BIKE LANES PLEASE!"
- "Times of Buses - location of stops MD appointments in Santa Rosa"
- The SMART TRAIN is NEVER coming (at least in my lifetime) So we need to find near term alternatives to our car culture -- more /better walk + bike paths."
- "BETTER TRANSPORTATION FOR SENIORS"
- "We don't have good Uber/Lyft coverage"
- "Uber + Lyft ... not available in town? NO TAXI!"
- "Hard to get to SFO"
- "PARKING: IF EVER A COMPANY LIKE SOFI EVER COMES HERE AGAIN, THEY NEED TO BE REQUIRED TO RENT LAND OUT OF TOWN & SHUTTLE THEIR EMPLOYEES IN."
- "MAKE METRIC/DATA DRIVE DECISIONS"
- "Clearly Marked Bike Lanes Please! Leading to Train Station. A Safe bike route through Downtown."
- "Every single sidewalk should have ramps for bikes for kids. University in particular has lots of commuting children"
- "HOW DO WE PREPARE FOR THE TECHNOLOGY OF CARS? WHAT ARE OTHER CITIES DOING THAT ARE LEADING EDGE IN PROMOTING THE FUTURE OF REMOVING CARS"
- "Less focus on parking and more focus on walking Its cheaper, healthier and better for the environment"
- BUSINESSES APPROVED WITHOUT AMPLE PARKING DETERS GOING DOWNTOWN"
- "Close off some streets to traffic, walking streets with cafe life like our Corazon festivity this Sunday = community"
- "People should be more open to walking a few Blocks vs getting frustrated if you can't park directly in front of your destination"
- The city is not walkably safe enough. Get outside the grid + look at homes whose "landscaping" encroaches on sidewalk, cars parked on driveways that Block parts of the sidewalks. Ask 'could a wheelchair get by'"
- "Challenges: Lack of parking. Build a multi level parking garage"
- "Build multi story parking and shuttle people into town. Too many cars and trucks have a hard time parking on our narrow streets"
- IF THERE ARE MORE PARKING SPACES AVAILABLE, PEOPLE WILL FILL THEM, WALKABILITY NO MATTER WHERE ARE IN TOWN IS CRITICAL."

- TRANSPORTATION: WE NEED AN ANSWER TO OUR PARKING PROBLEMS WE HAVE HAD CONTESTING AS PARKING SPENT A LOT OF MONEY ON THEM RESULTS - NOTHING DONE”
- “MANAGE THE CURRENT PARKING BETTER”
- “Parking downtown - need options + incentives for short-term long-term day parking”
- “Transportation: 1. Consideration of attractive safe parking garage downtown. 2. Preferred/restricted parking for downtown residents 3. Shuttle system for downtown workers away from downtown 4. Public transit for residents.”

IX. WORK: Opportunities & Challenges

- “With a diverse and thriving business community there is a stronger tax base that benefits the citizens through services X 2!”
- “Encourage Small Business Diversity. Green Businesses”
- “Internet is pretty darn slow. And you can’t even buy faster service”
- “MAKE METRIC/DATA DRIVEN DECISIONS”
- “Economy is not diverse enough. If something happens to grapes or vineyards the whole community gets affected.”
- “Healdsburg commercial rents are too high! They’re driving up prices at local stores and driving services residents need out of town”
- “City to provide free meeting space for groups wanting to support the strategic plan”
- “More opportunities to support smaller businesses + folks who live here and artists. *they make life worth living”
- “Encourage diversity of businesses by appealing to other companies besides tourism, wine + real estate”
- “Too much emphasis on wine industry and tourism drives out a more diverse mix of services and goods”
- “We need more companies that can offer career growth + full benefits”
- “How can Healdsburg maintain a healthy economy with a tourism ‘mono-culture’? Are there opportunities to attract other industry?”
- “We are an ag-based community. Focus on how we expand business around it”
- “ALL workers should make a living wage for this town. \$15 is no where near enough to live here”
- “Hire experienced people in the office of city counsel”
- “Hire some competent people, not just driving around ones”
- “Career paths”
- “After the fires, there is an overall perception that all of Sonoma and Napa wine country burned. What is Healdsburg doing to get the word out that we are alive and well? That businesses are opened?”
- “Need outreach between City and business owners”
- “Reduce and eliminate excess City employees i.e. housing manager, housing dept employees. Largest per capita police force.”
- “Of course, work is affected by our housing crisis. With no affordable places to live you chase out the people who will do a lot of the jobs the tourists won’t be doing-”

- “Engage entrepreneurs by encouraging new, unique and diverse businesses”
- “A co-working space that is affordable and downtown”
- “Small innovative businesses”
- “Need a job posting for part time jobs in a visible area”
- “More small biz diversity”
- “Attract More Diverse Employees (ie from a variety of industries/business types) to diversify our economy + draw higher wage jobs”
- “Local Small Business Development related to Art and artist products”
- “Approve live/work zones in town”
- “Supporting policies to expand opportunities for Live Work in more zones”
- “Support small business”
- “Internet fiber in HB and thru out City”
- “Concern about the viability of small business (owned by locals) due to the lack of tourists due to fears about wine country being destroyed and lack of funding to promote Healdsburg”
- “Increase economic diversity by building diverse offerings in both retail, commercial + live/work”
- “Volunteer Potential”
- “We have great mentors! Let’s pair them with our kids + others in the community who could use the support”
- “Don’t lose light manufacturing & engineering to Windsor/Airport/Out of State. Encourage more companies to relocate here. Encourage hi tech just software”
- “Fast Internet Fiber”
- “Lets create a way or ways to make use of our senior community. Volunteering, teaching, apprenticeships, etc.”
- “House our workers in cottage courts, etc.”
- “Pays my rent”
- “Housing/Income/Jobs/Nexus
- “Minimum wage that supports living here.”
- Have new, large employers take greater responsibility for creating work-force housing”
- “More Rental housing to support workers in hotel, wine, downtown businesses”
- “Recognize how many small and large family businesses exist and how that creates and supports community”
- “Workers who want to live & work in HBG should have affordable rents & housing”
- “It’s a mistake to believe that our economy is solely wine industry based. It’s Not”
- “We have a lot of weddings in our area but the city doesn’t seem to acknowledge this part of our economy”
- “Bring To Design Of Strategic Plan The Planning History: Commons, Rudate, Town Picnic, etc. Answer “How did we get here”
- “Volunteer Opportunities”
- “Can provide career paths and provide good wages & healthcare benefits with the support of the local community purchasing & the city making it easier to do business in Healdsburg”
- “Visitor Bureau to Focus on Visitors”

- "Potential staff can't afford to live here"
- "Local Visitor Economy"
- "Tourism: Important to make sure we focus on our tourists + promoting tourism as we protect our families and HBG residents. Tourism supports our economy."
- "Downtown Businesses are just the end product of a Rich agricultural community. Support Tourism."
- "Grow Town South of The Bridge & North Of Dry Creek. Create Opportunities in the places Where Rent Is Less."
- "Though people are concerned about tourism, we have to think about how many people in our community have jobs because of the industries that tourists support!"
- "Cannabis is Coming. Cannabis Hospitality"
- "Concerned about a slowdown in tourism because of fires. Our economy is dependent on something that could slow significantly."
- "We need support for our local small businesses rather than anti downtown sentiment."
- "Fire offers opportunity to diversify our economy. Grapes & visitors are too vulnerable"
- "Recognize the incredible benefits business brings to our small community. We are lucky!"