



## Pennyweighting Results

June - October, 2004

### Methodology

Participants were given ten (10) pennies to “spend” on a range of civic issues, dropping as many of their allotment as desired into labeled glass jars. Jars were ordered at random during setup. Pennies were counted and tabulated at the end of each day. A large poster explaining the process and issues was displayed nearby, with text as appears below (see “How Would You Spend It?”).

The questionnaire was conducted at a wide variety of locations beginning in June 2004, including public spaces at the following locations. Dates of each visit are included in parenthesis:

- *Bellingham Library, Downtown (6/10/04)*
- *Yeagar's Sporting Goods, Birchwood neighborhood (6/15/04)*
- *Community Food Co-Op, York neighborhood (6/15/04)*
- *Fairhaven Market, Fairhaven (6/17/04)*
- *Bloedel-Donovan Park, Silver Beach neighborhood (6/27/04)*
- *Red Apple Market, Sunnyland neighborhood (7/1/04)*
- *Sunset Square, Mt. Baker neighborhood (7/8/04)*
- *Park Bowl, Meridian neighborhood (7/8/04)*
- *Boulevard Park, South Hill neighborhood (7/11/04)*
- *Bellingham Athletic Club, Meridian neighborhood (7/13/04)*
- *Farmer's Market, Downtown (7/17/04)*
- *Cenex Country Store, Cornwall neighborhood (7/22/04)*
- *Cost Cutter Grocery, Puget neighborhood (7/22/04)*
- *Barkley Farmer's Market, Mt. Baker neighborhood (7/27/04)*
- *Centennial Celebration event, Downtown (7/30/04)*

In addition, the weighting exercise was conducted at all five Growth Forum neighborhood presentations, and at the Forum's “Planning Fair” event on September 21, 2004. Results by venue will be included in the project report, or may be obtained by contacting Studio Cascade, Inc., Spokane.

A total of 5920 pennies were cast in the exercise, involving 592 residents. While questionnaires were administered without “leading” respondents and included most of Bellingham's districts and neighborhoods, no claims are made or implied as to the scientific validity of results. This

information is provided as advisory background only, and may not present an accurate reflection of resident opinions as a whole.

## **How Would You Spend It?**

*Grab a stack of ten pennies from the attendant and spend them on the ten issues described below. You can put as many pennies as you wish in each of the jars, but understand that with only ten pennies, you'll need to make some tradeoffs.*

### **The Issues:**

- **Public Safety** – This includes spending for police and fire services
- **Water and Wastewater System Improvements** – This includes spending for wells, water lines, sewer lines and sewer treatment
- **Non-Automotive Travel** – This includes spending for street lighting, trails and sidewalk improvements and maintenance
- **Community Facilities** – This includes spending on parks, libraries, community centers or other similar facilities
- **Traffic Congestion** – This includes spending to smooth traffic flow, mostly during peak hours along busy arterials
- **Neighborhood Schools** – This includes making land use decisions facilitating primary schools locating in the neighborhoods they serve
- **Public Transportation** – This includes spending to maintain or enhance transit service
- **Affordable Housing** – This includes policy initiatives to make housing more affordable
- **Street Maintenance** – This includes spending to maintain and repair local streets
- **Economic Development** – This includes spending to support business development and other related activities

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Through October 10, 2004

