

Zoomerang Survey Results

Tell us what you think!

Fall 2011 survey

Response Status: Completes | Partial

Filter: No filter applied

Dec 02, 2011 1:57 PM PST

Your connections to downtown Bellingham

1. Choose the answer below that best describes where you live:

Within Bellingham City limits	1232	76%
In unincorporated Whatcom County or in one of its small cities	329	20%
Outside Whatcom County	55	3%
Total	1616	100%

2. Choose the answer below that best describes how far you live from downtown Bellingham

I live in downtown Bellingham	96	6%
I live 0-1 mile from downtown	412	25%
I live 1-5 miles from downtown	787	48%
I live 5 or more miles from downtown	328	20%
Total	1623	100%

Living downtown

3. How long have you lived downtown?

Less than one year	21	23%
2 to 10 years	62	67%
10 to 20 years	9	10%

More than 20 years	1	1%
Total	93	100%

4. Why do you choose to live in downtown Bellingham? (Choose reasons below that influence you the most)

Affordable	35	38%
Close to services	62	67%
Close to entertainment	62	67%
Convenient to work	46	49%
Convenient transportation	48	52%
Friends/family	19	20%
Close to school (WWU)	11	12%
Prefer urban lifestyle	54	58%
Other, please specify	15	16%

5. Please rate the housing choices downtown:

	Poor	Fair	Good	Excellent
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.				
Quality/condition	7 8%	39 43%	40 44%	5 5%
Safety	3 3%	27 29%	54 59%	8 9%
Price/affordability	10 11%	50 54%	30 33%	2 2%
Size	8 9%	38 41%	39 42%	7 8%

Additional comments

6. Please provide any other comments you have about living in downtown Bellingham:

49 Responses

Your connections to downtown Bellingham

7. Do you work downtown?

No	936	58%
Yes. How many years you have worked downtown?	666	42%
Total	1602	100%

8. Do you own or manage a downtown business, or own property downtown, or are you a developer, financier, property manager, leasing agent, or real estate agent involved with downtown?

Yes	230	14%
No	1376	86%
Total	1606	100%

Your downtown Bellingham business interests

9. Please choose all responses below that describe your business-related interests in downtown Bellingham:

I own or manage a business downtown	140	73%
I own property downtown	62	32%
I am a downtown developer, financier, property manager or real estate agent involved with downtown	24	12%
I conduct other business downtown. The nature of that business is:	32	17%

10. How long has your business been involved with downtown Bellingham?

Less than one year	10	5%
2 to 10 years	71	37%
10 to 20 years	60	31%
More than 20 years	43	22%
Don't know/not applicable	9	5%
Total	193	100%

11. Overall, how would you rate downtown Bellingham as a place to do business?

Poor	19	10%
Fair	63	33%
Good	92	48%
Excellent	17	9%
Total	191	100%

12. What are the top three actions that could be taken to improve business opportunities in downtown Bellingham? (answers to this question limited to 50 characters)

179 Responses

13. If you own/manage a business located downtown, what type of business is it?

Arts/entertainment/recreation	18	10%
Construction	1	1%
Educational services	3	2%
Finance/insurance	10	5%
Food service	15	8%
Health care/social services	14	7%
Industrial (utilities, manufacturing, wholesale)	3	2%
Information/technology	10	5%
Professional/scientific/technical services	21	11%
Real estate/rental/licensing	17	9%
Retail	24	13%
I do not own/manage a business located downtown	17	9%
Other, please specify	35	19%
Total	188	100%

14. If you own a business or own property located downtown, why did you choose downtown Bellingham? (Choose top three reasons)

I do not own a business or own property located downtown	17	9%
Character of downtown	75	41%
Cost of property	19	10%
High density/availability of foot traffic	43	23%
Lack of competition	4	2%
Competitive lease/rental rates	24	13%
Quality of building/space	26	14%
Location (central, employment center, access, etc.)	102	55%
Proximity of services	49	27%
Transportation options	35	19%

Redevelopment potential	17	9%
Don't know/not my decision	10	5%
Other, please specify	34	18%

15. What do you think are the top three barriers to downtown redevelopment? (Choose top three reasons)

Building codes (i.e. Fire code, ADA, etc.)	49	25%
Condition/quality of space	36	19%
Cost of property	32	17%
Cost of renovation	46	24%
Financing/lending requirements	34	18%
Land use codes (i.e. zoning, parking requirements, etc.)	50	26%
Lease rates	41	21%
Market demand	39	20%
Parking availability	102	53%
fees)	42	22%
Permit process	43	22%
Requirements for commercial space	13	7%
Limited availability of commercial space	7	4%
Don't know	12	6%
Other, please specify	39	20%

16. Do you think there is demand for housing in downtown Bellingham? From the list below, choose all the types of housing for which you believe there is market demand.

Don't know/not my expertise	44	23%
No market demand for housing downtown	13	7%
Apartments (large, 3 bedrooms +)	28	14%
Apartments (medium, 1-2 bedroom)	88	45%
Apartments (small, studio)	87	45%
Condominiums (high end)	33	17%
Condominiums (market rate)	81	42%
Cooperative housing	39	20%
Live/work units	75	39%
Lofts	74	38%
Senior housing	46	24%
Student housing	46	24%
Townhouses	27	14%
Other, please specify	23	12%

Additional business-related comments

17. Please provide any other comments you have about business interests in downtown Bellingham:

88 Responses

Traveling to and around downtown

18. When traveling to downtown Bellingham, what mode of transport do you use most often?

Car	963	67%
Bus	85	6%
Bike	198	14%
Walk	178	12%
Other	5	0%
Total	1429	100%

19. How easy is it for you to use each of the following modes of transport to travel to downtown?

	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult	Don't know
Car	850 60%	312 22%	129 9%	100 7%	12 1%	22 2%
Bus	311 22%	371 27%	196 14%	188 14%	101 7%	222 16%
Bike	426 31%	273 20%	132 10%	166 12%	191 14%	197 14%
Walk	473 34%	260 19%	118 8%	185 13%	289 21%	72 5%

20. Once you have arrived downtown, how easy is it to use each of the following modes of transport to get around within downtown:

	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult	Don't know
Car	294 21%	423 30%	266 19%	322 23%	83 6%	31 2%
Bus	178 13%	198 14%	333 24%	170 12%	78 6%	427 31%
Bike	468 34%	308 22%	177 13%	93 7%	52 4%	288 21%
Walk	1027 73%	253 18%	60 4%	15 1%	14 1%	36 3%

Your downtown experiences

21. Please rate how much you agree/disagree with the following statements:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A
Downtown is an exciting and active place	150 10%	713 50%	354 25%	180 13%	37 3%	1 0%
I recommend downtown as a visitor destination	269 19%	629 44%	280 20%	193 13%	61 4%	0 0%
Downtown is clean and attractive	78 5%	600 42%	404 28%	266 19%	80 6%	0 0%
People know when they've arrived in downtown Bellingham	177 12%	786 55%	300 21%	137 10%	16 1%	7 0%
Sidewalk amenities (such as benches, landscaping and trash cans) improve my downtown experience	446 31%	670 47%	184 13%	103 7%	23 2%	3 0%
It's usually convenient to find a parking stall downtown	67 5%	431 30%	328 23%	394 28%	155 11%	51 4%
The price for paid parking downtown is reasonable	130 9%	538 38%	311 22%	237 17%	146 10%	55 4%
The amount of time permitted in time-limited parking stalls is sufficient	80 6%	554 39%	298 21%	290 20%	129 9%	68 5%
Downtown has adequate parks, plazas and public spaces	80 6%	356 25%	311 22%	547 38%	127 9%	5 0%
I feel safe downtown during the day	406 29%	742 52%	144 10%	97 7%	27 2%	0 0%
I feel safe downtown at night	81 6%	423 30%	330 23%	364 26%	195 14%	28 2%
My children (under 18) enjoy coming downtown	63 4%	238 17%	112 8%	64 5%	29 2%	896 64%
Historic buildings add to the character of downtown	869 61%	463 33%	52 4%	14 1%	12 1%	6 0%
I would consider living downtown	233 16%	451 32%	198 14%	302 21%	191 13%	47 3%
Public artwork adds beauty and/or interest to downtown	612 43%	534 38%	170 12%	67 5%	39 3%	1 0%
Downtown is a better place than it was 10 years ago	326 23%	432 30%	209 15%	101 7%	41 3%	313 22%

22. About how often do you use the following services/activities downtown?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Daily	Weekly	Monthly	Yearly	Never
Shopping (i.e. groceries, gifts, clothes)	156 11%	596 42%	451 32%	159 11%	65 5%
Personal services (i.e. haircut, post office, tailor)	84 6%	406 28%	612 43%	178 12%	151 11%
Entertainment/culture (i.e. movie/theater, bars/nightclubs, music, museum, library)	78 5%	579 41%	523 37%	196 14%	49 3%
Dining (i.e. breakfast, lunch, dinner or coffee)	176 12%	684 48%	424 30%	103 7%	31 2%
Business services (ie. meeting space, internet access, misc. transactions)	133 9%	280 20%	361 26%	201 14%	440 31%
Community events (ie. concerts, parades, festivals)	17 1%	203 14%	598 42%	489 34%	113 8%

23. Are there enough of the following services/activities currently available downtown?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Too many	Just right	Not enough	Don't know
Shopping (i.e. groceries, gifts, clothes)	10 1%	510 36%	786 55%	117 8%
Personal services (i.e. haircut, post office, tailor)	21 1%	974 69%	202 14%	218 15%
Entertainment/culture (i.e. movie/theater, music, museum, library)	14 1%	797 57%	527 38%	67 5%
Dining (i.e. breakfast, lunch, dinner or coffee)	27 2%	867 61%	466 33%	51 4%
Business services (ie. meeting space, internet access, misc. transactions)	15 1%	465 33%	240 17%	686 49%
Community events (ie. concerts, parades, festivals)	31 2%	701 50%	498 35%	183 13%

24. If you answered that there are "not enough" of any of the services/activities listed in the question above, tell us specifically what you wish downtown had more of:

847 Responses

Prioritizing downtown resources

25. Help us prioritize resources and prepare future community input opportunities by selecting the priority of the topics below. Select "high priority" for the areas that you think need greatest attention and further community discussion; choose "medium priority" or "low priority" according to your interest in topics that are less important to you.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	High priority	Medium priority	Low priority
Arts/entertainment/nightlife	544 39%	623 45%	218 16%
Behavioral/safety issues	889 64%	419 30%	82 6%
Doing business downtown	654 48%	593 43%	125 9%
Downtown development/redevelopment	761 56%	482 35%	125 9%
Downtown for seniors	323 24%	671 49%	362 27%
Downtown living/housing	433 32%	640 47%	289 21%
Driving downtown	269 20%	598 44%	499 37%
Biking & walking downtown	771 56%	396 29%	210 15%
Downtown parking	526 39%	554 41%	282 21%
Cleanliness/landscaping/sidewalk design	781 57%	502 37%	92 7%
Kid-friendly downtown	572 42%	553 41%	226 17%
Plazas, public space & placemaking	735 54%	487 36%	143 10%
Updating codes & regulations	312 23%	661 49%	378 28%

26. What are the top three actions that could be taken to improve downtown Bellingham? (answers to this question limited to 50 characters)

1106 Responses

Additional comments

27. Please provide any other comments you have about topics addressed in this survey:

465 Responses

28. Would you like to be notified via email about other MyDowntown news and events?

No, thanks	885	71%
Yes! Here is my email address:	364	29%
Total	1249	100%

Your demographic information

29. What is your gender?

Female	800	59%
Male	563	41%
Total	1363	100%

30. Do you rent or own your home?

Rent	443	33%
Own	918	67%
Total	1361	100%

31. What is your age range?

Under 18	3	0%
18 - 24	119	9%
25 - 44	586	43%
45 - 64	524	38%
65 and above	133	10%
Total	1365	100%

32. What is your annual household income, before taxes?

Less than \$15,000	106	8%
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\$15,000 to \$34,999	247	19%
\$35,000 to \$74,999	487	38%
\$75,000 to \$99,999	234	18%
\$100,000 or more	215	17%
Total	1289	100%

33. Are you enrolled as a full-time student at a university or community/technical college?

Yes	112	8%
No	1252	92%
Total	1364	100%

You are finished! Thank you! Thank you for your time and feedback. Your final answers will be submitted when you click "Submit" below.

34. Please provide any other comments you have about topics addressed in this survey:

CHILDREN	64	17%
DEVELOPMENT	89	23%
dining	44	11%
ENTERTAINMENT	104	27%
grocery	10	3%
PARKING	110	29%
PLACES	67	17%
PUBLIC SPACE	87	23%
REGULATIONS	40	10%
religious	4	1%
SAFETY	129	34%
schools	6	2%
SERVICES	85	22%
STREETSCAPE	60	16%
TRANSPORTATION	104	27%
noise	13	3%

35. What are the top three actions that could be taken to improve downtown Bellingham?

SAFETY	446	42%
CHILDREN	103	10%
DEVELOPMENT	315	29%
dining	107	10%
ENTERTAINMENT	230	22%
grocery	20	2%

noise	23	2%
PARKING	355	33%
PLACES	136	13%
PUBLIC SPACE	210	20%
REGULATIONS	80	7%
religious	5	0%
schools	2	0%
SERVICES	160	15%
streets	72	7%
STREETSCAPE	126	12%
transients	221	21%
TRANSPORTATION	299	28%
waterfront	102	10%

36. If you answered that there are "not enough" of any of the services/activities listed in the question above, tell us specifically what you wish downtown had more of:

bicycles	3	0%
CHILDREN	59	8%
development	23	3%
dining	290	37%
ENTERTAINMENT	306	39%
grocery	195	25%
music	195	25%
nightlife	55	7%
PARKING	29	4%
pedestrian	14	2%
POSITIVE	155	20%
PUBLIC SPACE	69	9%
REGULATIONS	2	0%
religious	1	0%
safety	12	2%
streets	8	1%
STREETSCAPE	28	4%
transients	10	1%
TRANSPORTATION	36	5%
waterfront	2	0%
DEVELOPMENT	21	3%
PLACES	17	2%
BEHAVIORAL	26	3%
schools	0	0%
SERVICES	438	57%
noise	4	1%

37. Please provide any other comments you have about business interests in downtown Bellingham:

CHILDREN	10	11%
DEVELOPMENT	26	30%
dining	8	9%
ENTERTAINMENT	15	17%
grocery	1	1%

PARKING	23	26%
PLACES	8	9%
PUBLIC SPACE	10	11%
REGULATIONS	14	16%
religious	0	0%
SAFETY	20	23%
schools	0	0%
SERVICES	19	22%
STREETSCAPE	13	15%
TRANSPORTATION	18	20%
noise	2	2%
Other	11	12%

38. Please provide any other comments you have about living in downtown Bellingham:

CHILDREN	7	18%
DEVELOPMENT	15	38%
dining	4	10%
ENTERTAINMENT	10	26%
grocery	0	0%
noise	7	18%
PARKING	6	15%
PLACES	8	21%
PUBLIC SPACE	5	13%
REGULATIONS	2	5%
religious	0	0%
SAFETY	15	38%
schools	0	0%
SERVICES	7	18%
streets	2	5%
STREETSCAPE	6	15%
transients	6	15%
TRANSPORTATION	9	23%
waterfront	1	3%
LIBRARY	1	3%