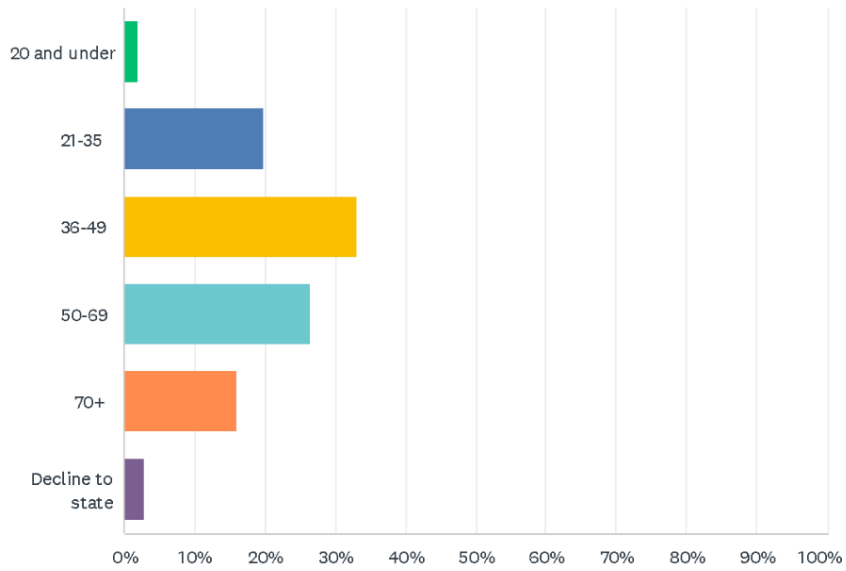


City of Willits Land Use Element Update - Community Survey

QUESTION 1. WHAT IS YOUR AGE?

Answered: 106 Skipped: 0

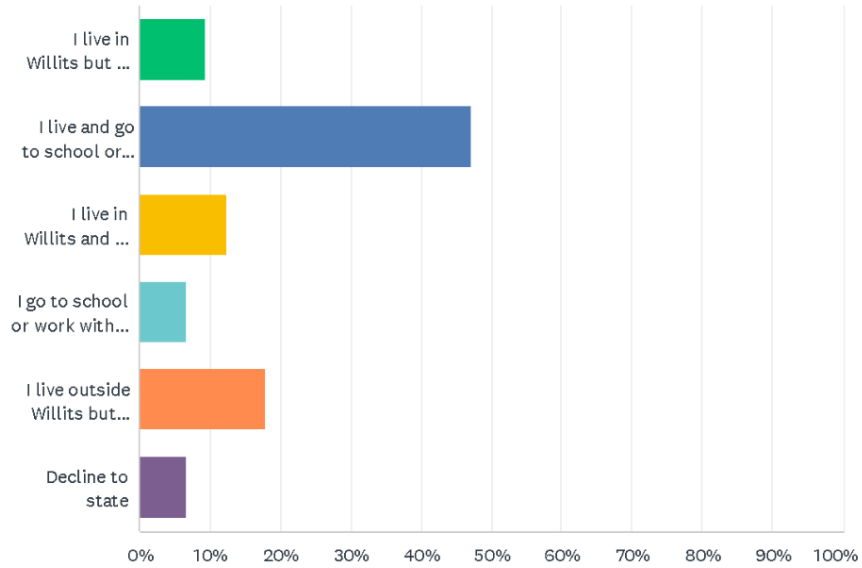


ANSWER CHOICES	RESPONSES	
20 and under	1.89%	2
21-35	19.81%	21
36-49	33.02%	35
50-69	26.42%	28
70+	16.04%	17
Decline to state	2.83%	3
TOTAL		106

City of Willits Land Use Element Update - Community Survey

QUESTION 2. DO YOU LIVE AND/OR WORK IN THE GREATER WILLITS AREA?

Answered: 106 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in Willits but go to school or work somewhere else	9.43%	10
I live and go to school or work within Willits	47.17%	50
I live in Willits and am retired or do not currently work	12.26%	13
I go to school or work within Willits but live somewhere else	6.60%	7
I live outside Willits but rely on the City for shopping/recreation/services/etc.	17.92%	19
Decline to state	6.60%	7
TOTAL		106

City of Willits Land Use Element Update - Community Survey

QUESTION 3. IF YOU LIVE OUTSIDE OF WILLITS, WHAT SHOPPING/RECREATION/SERVICES WITHIN CITY LIMITS DO YOU RELY UPON? (OPEN RESPONSE)

QUESTION 3. IF YOU LIVE OUTSIDE OF WILLITS, WHAT SHOPPING/RECREATION/SERVICES WITHIN CITY LIMITS DO YOU RELY UPON? (OPEN RESPONSE)	
1	Groceries, hardware, gas, home supplies, garden supplies, auto repair - almost everything; occasional restaurant, community activities - art, heater
2	Mariposaa, Market, hardware stores, post office. Mechanic
3	Friends - CA/Redwoods/Tourism
4	Restaurants, breweries, groceries
5	Groceries, hardware, cannabis, gas, healthcare, parks, walkable areas, library.
6	Restaurants/ gas/ cannabis
7	Grocery /services/Healthcare gift shopping/ home improvement items/ entertainment we used to go to Willits Fitness world for exercise and swimming as well as socializing with people of all ages now we go to Ukiah Valley athletic club for those needs and shop Costco while there.
8	Mariposa, Safeway, Farmers Market, some healthcare, restaurants
9	Grocery outlet-food, browns corner-gas, BACE/the pub-entertainment, Pizza TO Go-pizza, Mendo Mill-Cat Food, Goodwill/Senior Thrift-clothes, The post office, the Book juggler-books/games, Farmers Market-food/community, Mariposas Market-healthy things, Body Works Gym-exercise
10	All of them other than occasionally going to Ukiah to eat or get things that aren't available in Willits
11	Grocery, restaurants, entertainment, social
12	Groceries, gas, hardware, non-essential purchases (down town) health, restaurants, auto parts, cannabis, parks, library.
13	I utilize most, if not all, aspects of Willits' shopping/recreation/service.
14	Food, supplies, libations, fuel.
15	Gas, grocery's, automotive
16	grocery, post office, hardware store, gas, restaurants, library
17	Every. Single. Thing.
18	Grocery, hardware, restaurant, transfer station, Roots, hiking, hospital
19	I live in Brooktrails and do most of my shopping and dining in Willits and UKIAH. I use the dog park in town regularly and enjoy attending events at recreation grove and taking my grandkids to our City park. I also enjoy exploring our county museum and our library.
20	Shopping, recreation, services
21	Gas, grocery, local storefront, hardware stores
22	Shopping for groceries and restaurants
23	Every service offered ! Out Sherwood Road on county road to my home .
24	I live in Brooktrails and do most of my grocery shopping, out of home dining in town.
25	Food and Fuel
26	Post Office, Grocery, Hardware, Bank, Gas station, Pharmacy, Restaurant, Doctor, Hospital, Haehl Creek Trail, Rec Grove
27	I live in Brooktrails, so rely on willits for everything.
28	Safeway shopping center, riteaid shopping center, bank, hospital, mainstreet shops & restaurants, mainstreet gas, local church, Recreation Grove park, Rodeo grounds, brooktrails trails & parcouse.

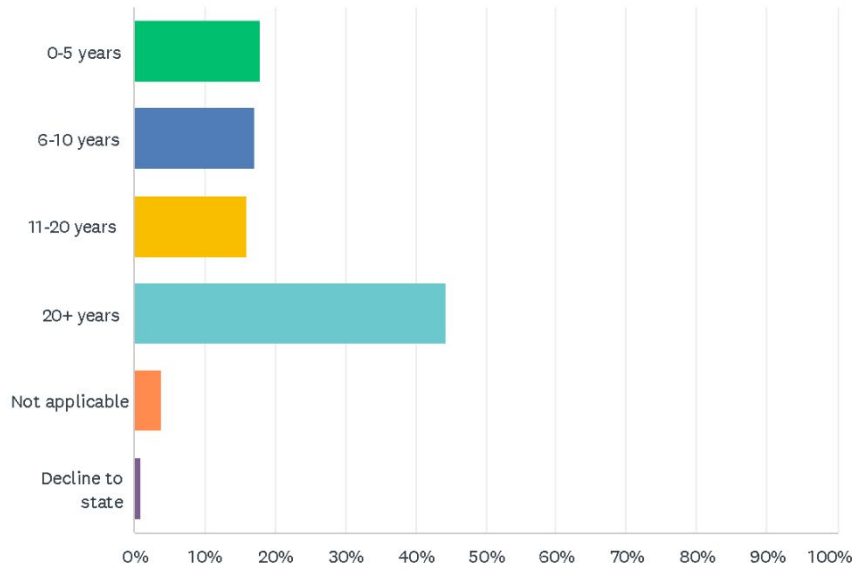
City of Willits Land Use Element Update - Community Survey

QUESTION 3. IF YOU LIVE OUTSIDE OF WILLITS, WHAT SHOPPING/RECREATION/SERVICES WITHIN CITY LIMITS DO YOU RELY UPON? (OPEN RESPONSE)	
29	I live in 95490 but can not vote for. I am south of Willits one to two miles outside of the boundary
30	All. I am just 1 mile west of main street
31	Mariposa, Willits Weekly, JD Red house, Imagination Station.
32	Shopping, schools, youth sports (fields) & medical facilities.
33	Groceries,gas,building inspection
34	NA
35	All of them, Willits is our main resource
36	N/A
37	Grocery, gas, food. Not fast food.
38	Grocery, Bookstore, Restaurants, downtown Shops, Brewery

City of Willits Land Use Element Update - Community Survey

QUESTION 4. IF YOU LIVE WITHIN WILLITS OR THE GREATER AREA, HOW LONG HAVE YOU LIVED HERE?

Answered: 106 Skipped: 0

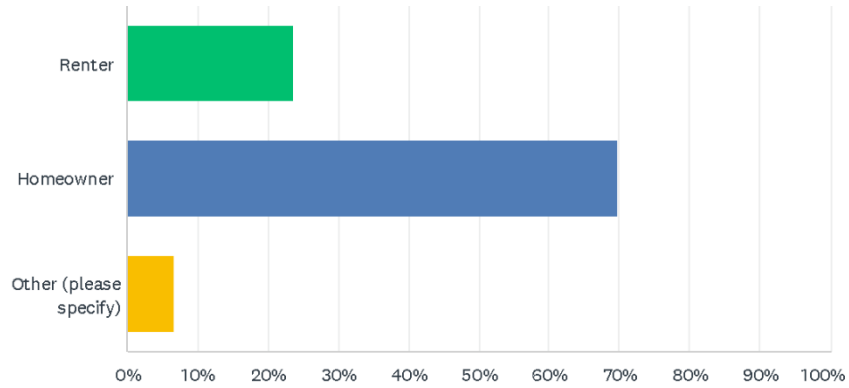


ANSWER CHOICES	RESPONSES	
0-5 years	17.92%	19
6-10 years	16.98%	18
11-20 years	16.04%	17
20+ years	44.34%	47
Not applicable	3.77%	4
Decline to state	0.94%	1
TOTAL		106

City of Willits Land Use Element Update - Community Survey

QUESTION 5. WHAT BEST DESCRIBES YOU?

Answered: 106 Skipped: 0



ANSWER CHOICES	RESPONSES	
Renter	23.58%	25
Homeowner	69.81%	74
Other (please specify)	6.60%	7
TOTAL		106

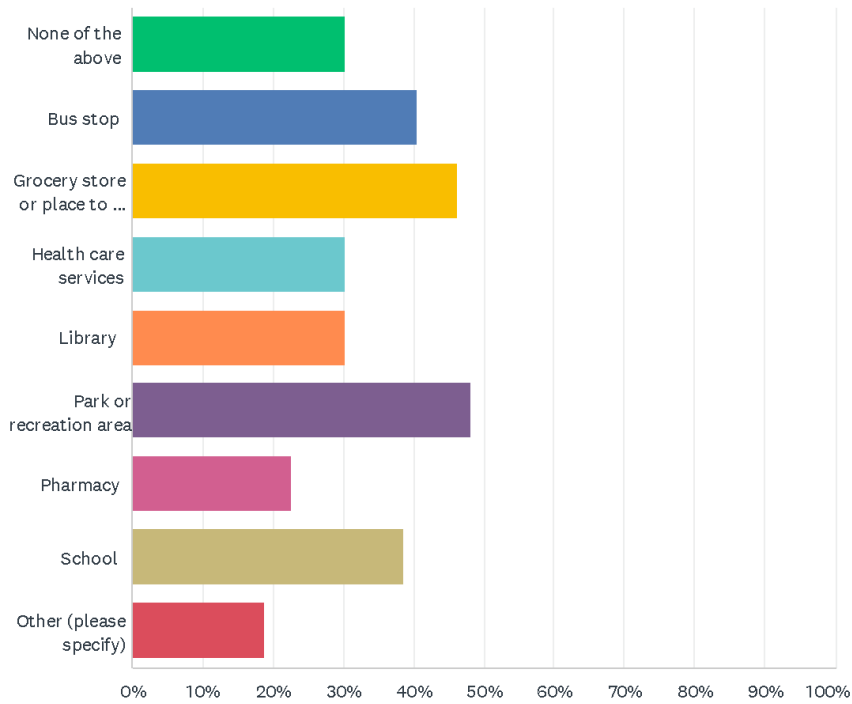
City of Willits Land Use Element Update - Community Survey

What best describes you? (Other)	
1	Land owner
2	Renter in Wisconsin
3	Visitor
4	Homeowner with small separate AirBnB rental nextdoor
5	SSDI unable to afford rent in our area so I am doubled up with family. Housing for low income disabled people feels like it doesn't exist in our area and it is deplorable. My entire WHS cohort was poisoned and ended up diseased or has a 1st degree relative that's disease because of Remco. I worked for the County and was medically terminated and thrown away like trash. There should be Housing specifically for those who did their best and worked as much as they could and ended up disabled for reasons outside our control. A hospital was built to help us yet there's no where where we can live.
6	Homeowner & Rental Owner
7	Family property

City of Willits Land Use Element Update - Community Survey

QUESTION 6. WHICH OF THE FOLLOWING TYPES OF PLACES ARE WITHIN APPROXIMATELY ONE MILE OF WHERE YOU LIVE? (CHOOSE ALL THAT APPLY)

Answered: 106 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	30.19%	32
Bus stop	40.57%	43
Grocery store or place to by fresh food	46.23%	49
Health care services	30.19%	32
Library	30.19%	32
Park or recreation area	48.11%	51
Pharmacy	22.64%	24
School	38.68%	41
Other (please specify)	18.87%	20
Total Respondents: 106		

City of Willits Land Use Element Update - Community Survey

Which of the following types of places are within approximately one mile of where you live? (Other)	
1	Museum, city Hall, fire station, train depot, college satellite, Amtrack bus stop, physical therapy office, health food store, movie theater, live theater, funeral home, skilled nursing facility, senior housing, rodeo grounds, banks,
2	Farmers market
3	In Wisconsin
4	Skunk Train Depot, Police Dept, Museum, College, Hardware, restaurants
5	Museum, Skunk Train, Community Center
6	Creek/wildlife corridor
7	Brooktrails
8	Golf course
9	Community Garden
10	I'm 6 miles from downtown
11	Fire station
12	Restaurants, shops, theaters
13	Post Office, bank, restaurants
14	Post Office, Bank, some health care
15	Post office
16	These things are all available nearby my rentals but not near my home
17	gas stations
18	Airport
19	Rural
20	Police department
21	We are in Brooktrails

City of Willits Land Use Element Update - Community Survey

QUESTION 7. AS WILLITS CONTINUES TO GROW AND CHANGE, WHAT ABOUT THE CITY WOULD YOU LIKE TO STAY THE SAME? (OPEN RESPONSE)

QUESTION 7. AS WILLITS CONTINUES TO GROW AND CHANGE, WHAT ABOUT THE CITY WOULD YOU LIKE TO STAY THE SAME? (OPEN RESPONSE)	
1	The 40 year old well liked and loved Logo, the Frontier Days activities, Historic Landmarks and Buildings
2	In keeping with the realities of 2023 - climate change; the need world-wide to reduce and stabilize CO2 emissions; the need to protect open space and natural areas and the need to prevent sprawl into Willits' unique, accessible, and attractive, peaceful and rejuvenating natural surroundings, Willits must establish permanent urban boundaries, abandon the idea of "growth", and re-focus on repair and revitalizing within its current boundaries for the most part.
3	Downtown area
4	Small town, limited homeless services.
5	Friendly welcoming
6	Small town vibe, beautiful trees and hillsides
7	small town feel, limited resources for homeless drug addicts
8	Small town vibe.
9	The cute part of town on the north end
10	weekly farmers market
11	As an outsider, the town has an old charm to it.
12	Charm and small town character, arts center, city parks
13	I would like to see the small town shopping stay the same not allowing the big chain stores in our town leave that to the bigger cities like Ukiah Santa Rosa and so on
14	Willits is surrounded by beautiful land.
15	views of the hills and hillsides all around. please limit structures that will be visible from the valley.
16	The beauty of the outlying areas. The character of the town. Small town, locally owned businesses.
17	Small town feel no big box stores
18	Main St
19	Tourist attractions, small business, many parks (more please), no downtown chain stores, low crime.
20	I like the rural feel.
21	The down town area but it needs to become more vibrant Less empty storefronts.
22	Public parks are great but need maintenance, focus on a service based economy, farmers market
23	Walkability, easy local bus service. Main St. storefront businesses, movie theater Community spaces: parks, community center, library, etc.
24	Small-town friendliness
25	As few corporations as possible. keep it mom and pop, most chain/corporate establishments for food/clothes are garbage anyways. I forgot to mention infrequent to NOYO theater for entertainment too. The walkability is nice here. The air, the sense of community. How it's still affordable to live here (unlike Ukiah).
26	Small town sense of community.
27	Wca,wct, community friendliness

City of Willits Land Use Element Update - Community Survey

QUESTION 7. AS WILLITS CONTINUES TO GROW AND CHANGE, WHAT ABOUT THE CITY WOULD YOU LIKE TO STAY THE SAME? (OPEN RESPONSE)	
28	No more traffic lights.
29	Most places I need to go are within walking distance.
30	It's character, respect for its history. Keep the old town area authentic and original. Preserve key historic buildings like the Masonic, Library, Art Center, and in the commercial area buildings coming up to Main and Commercial
31	Community involvement
32	The parks
33	Small business support, places for art and recreation
34	The historical buildings and culture
35	The natural beauty and friendly neighbors! I love the small town feel of Willits and feel very safe living here.
36	Local shops, parks, nature
37	I enjoy the small-town atmosphere that Willits provides.
38	This city needs a whole new revamp. It has so much potential, and with our current local city representatives, this city is rapidly declining.
39	The small town feel
40	main street looks nice, library and museum are good
41	The small town vibe.
42	Willits Frontier Days and Rodeo Laid back lifestyle Business support
43	I want those of us who grew up here not to be pushed out by gentrification. Those of us who grew up here and went to school next to Baechtal Grove were poisoned and became disabled and can not afford to live as it is. Please don't grow in a way that makes everyone who got poisoned homeless. We're doing our best. It's not our fault the company directly next to our school where we spent more time than at home spewed toxic crap everywhere and harmed us.
44	Main Street curb appeal Walkability
45	The trees
46	Family oriented. Agriculture is important. Environment and caretaking of our natural resources.
47	Small Town Spirit.
48	I would like to keep and maintain our city parks, museum, art center and rodeo grounds for future generations to enjoy.
49	Small town atmosphere
50	Sens of community, children's sports activities, steam train and museum, local bookstore, our unique independent businesses
51	The small town feel
52	The small town charm in the down town area.
53	The size, the lack of urban sprawl around the city and existing open space outside the city make it very attractive.
54	The small-town feel
55	A few of the old buildings
56	Maintain all the old trees especially redwoods in town and keep large corporate interest out and help provide a safe place for small business entrepreneurs to grow/expand
57	The feeling of community
58	Restaurants to walk to.

City of Willits Land Use Element Update - Community Survey

QUESTION 7. AS WILLITS CONTINUES TO GROW AND CHANGE, WHAT ABOUT THE CITY WOULD YOU LIKE TO STAY THE SAME? (OPEN RESPONSE)	
59	Traffic
60	The small town/ less people
61	Community atmosphere, natural beauty, giving and sharing spirit, creatvity
62	Civic pride. Locally owned businesses, restaurants, etc. Friendliness. Good walking. Shady trees. Service clubs, and other charitable / community efforts and programs.
63	Community caring and volunteering
64	Good for walking. Trees for shade. Friendly people. Civic pride.
65	The amount of beautiful trees and open space.
66	Community-minded spirit
67	No as the town gets bigger thing should get better.
68	The location, specifically the lower cost of living in comparison to the Bay Area.
69	The walk able downtown area.
70	willits Rodeo
71	ALL
72	Small town charm, community, observance of all patriotic events,rodeo.
73	Consistent adherence to the historical.
74	Nature access, walkable streets, fun events
75	Small, Inpedent local businesses
76	Small downtown area.
77	Small population
78	Accessible & walkable downtown shops & restaurants.
79	Promoting local businesses, outdoor recreation opportunities
80	Main St. and the downtown area. Would like to see the Skunk train running all the way to FB. The "smalltown" feel...
81	the ppl here are wonderful and helpful.
82	Vibe from 10 years ago when storefronts were occupied
83	This is a community of people that welcomes everyone despite any differences.
84	Farmers market Library Museums
85	Small town charm, with locally owned businesses peppered among bring-traffic-in staple corporations
86	The quietness of the town.
87	Stay the same or improve...Frontier Day Celebrations, trucker light parade, museum, parks and pool.
88	Hub of downtown upgraded with multiuse development.
89	The small town feeling
90	The victorian homes, steam power museum, and focus on economic localization.
91	friendliness
92	I want to see the city evolve and not stay the same. Staying the same is accepting mediocrity and substandard living.
93	The environment
94	the City limit
95	Skunk train

City of Willits Land Use Element Update - Community Survey

QUESTION 7. AS WILLITS CONTINUES TO GROW AND CHANGE, WHAT ABOUT THE CITY WOULD YOU LIKE TO STAY THE SAME? (OPEN RESPONSE)	
96	ability to have a voice
97	Not much. I would like to see improvements.

City of Willits Land Use Element Update - Community Survey

QUESTION 8. WHAT DO YOU THINK ARE THE BIGGEST BARRIERS OR OBSTACLES FACING THE CITY? (OPEN RESPONSE)

QUESTION 8. WHAT DO YOU THINK ARE THE BIGGEST BARRIERS OR OBSTACLES FACING THE CITY? (OPEN RESPONSE)	
1	New Generation that does not care about History, not enough activities for children/youth, homeless population is growing-trash and bad eyesores are along with it
2	The biggest barrier is recognizing the limits to growth; that Willits' natural surroundings and open space are probably its greatest asset, and recognizing and assessing and vowing not to exceed the "carrying capacity" of the Willits area - including not just people, but the fish in the streams, wetlands, etc. that constitute the Willits community that we all share.
3	Lack of affordable housing, lack of urgent care facility.
4	Law enforcement funding, municipal management funding. You can't keep raising sales tax rate.
5	Meaningful jobs, enough business, industry, recreational opportunities Enough opportunities for youths
6	Lack of jobs
7	funding for basic city functions
8	Inadequate restaurants.
9	Centralized gathering areas, foot pads/promenades and showcasing waterways for recreation and beauty
10	Nature being showcased and cared for, ie local creek. Healthy local organic food being shared and encouraging local farmers to grow and share. a vibrant local economy that keeps money circulating locally with cottage industries, local practitioners, farmers and caregivers. walkable city with non-car areas and community gardens.
11	Too hard to say only being here 6 hours.
12	More parking for visitors and downtown residents
13	More housing would be a definite must and not just affordable housing you want to also attract people that can afford nice housing as well senior housing is a definite need
14	Willits has not always had a fully staffed planning department or friendly demeanor. That sends the wrong messages to potential businesses or developers.
15	we need more employment opportunities so people will come and settle here.
16	Economic development, abandoned buildings
17	Affordable Housing, good paying jobs
18	Water
19	Poverty, housing, addiction, obnoxious bars, NO DOWNTOWN CENTER PARK (IIKE Healdsburg), NO PARK ON SOUTH END, NO SIGNAGE ENTERING TOWN as to parks, skatepark, museum, scenic route around valley, biking walking trails, things to do, NO BIG FESTIVAL SITE and REGULAR SCHEDULED EVENT SCHEDULE, NO SWIMMING POOL, NO TEEN CENTER HANGOUT.
20	The local schools are struggling. I think it is unfortunate that the high school does not push graduates to continue to college or trade school.
21	The economy. People in willits do not have enough income. The lumber and the cannabis industries are not thriving like in the past. We don't have enough housing or high speed internet that people need to move here rather than Ukiah.
22	Vacancy downtown, economic opportunities, sprawl
23	Small businesses seem to fail quickly. Lack of money for maintenance (e.g., pipes). Limited housing for rent or purchase.

City of Willits Land Use Element Update - Community Survey

QUESTION 8. WHAT DO YOU THINK ARE THE BIGGEST BARRIERS OR OBSTACLES FACING THE CITY? (OPEN RESPONSE)	
24	Affordable housing, downtown business depression
25	It's denial of cannabis revenue-but too late! You missed that one...also the older generations who think we can survive without cannabis income. There is abs has been a serious lack of good jobs besides the hospital, being a cop, a teacher, on construction. All the rest are service jobs that don't pay enough, I've had both "real" and cannabis jobs my whole life and the only way I have been able to thrive is with cannabis *generational wealth is not something a lot people here have
26	Lack of sports and Recreation fields. Indoor year round pool options.
27	Affordable housing, jobs
28	Lack of affordable housing Condition of residential sidewalks
29	Empty commercial buildings.
30	Dealing with the empty buildings, reinventing ourselves after the loss of the overpass and cannabis industry like we did after the logging industry. Currently many folks are resistant to change or outside influence and visitors. Though important when cannabis was illegal and grows needed to be protected from prying eyes, it's not only no longer necessary but is one of the main things negatively impacting the health of our city. This needs to be overcome in an inclusive way. We also need to find a way of making use of the empty buildings such as the Van, even if harder line tactics need to be taken with the owners.
31	Housing
32	People who want to retire in a peaceful, quiet, safe place, and those who want the city to grow and appeal to a younger audience. I believe there is enough space here for both.
33	Well paying jobs. Business that attract young folks and families.
34	Lack of well-paying career opportunities
35	Willingness of the city to encourage young people activities.
36	Age. The age discrepancy of the town is quite vast, and based on recent policies and directions of the city council, this town is not serving to make attempts to bring and keep young professionals to move here. Rather, it is looking more like a retirement town.
37	The city council.
38	Money. Nothing is free. Drug use and crime.
39	housing, lack of river access,
40	Money and government
41	Shortsightedness Selfish ambition Lack of growth
42	Remco, lack of land for disabled persons housing.
43	City limits need to expand both south and north More multi-family housing is needed No commercial businesses at northern highway access
44	Willits lacks diversity of grocery options. Safeway is too expensive and grocery outlet sells expired goods. Willits needs better entertainment options. The town also needs better resources to find rental properties, as well as cheaper rental options. There is no reason a 1 bd 1 bath is 2500 a month.
45	Money.
46	Available housing is the biggest issue as jobs exist but housing is at higher premium than current incomes can afford.
47	Shortage of affordable housing; Attracting more industry, better paying jobs, more shoppers and tourists to spend their money in town.

City of Willits Land Use Element Update - Community Survey

QUESTION 8. WHAT DO YOU THINK ARE THE BIGGEST BARRIERS OR OBSTACLES FACING THE CITY? (OPEN RESPONSE)	
48	Willingness to change and agree on a direction to move forward in for tourism. Cleaning up the homelessness and tweakers. Advertising as a tourist destination. Bringing more festivals.
49	Housing costs, empty commercial properties, concerns re: local store continuing success
50	Housing
51	Brain drain... youth moving out that have high academic skills.
52	High local taxes, downtown is not very pedestrian friendly with very few protected cross walks, lots of abandoned buildings that serve no one.
53	Empty buildings/storefronts
54	Affordable housing
55	1) The numerous vacant uncared for buildings (boarded up windows, hazards to health etc.) that deters potential commerce in town. 2) Lack of City events and locations for large events that would attract different age groups and special interest groups that would encourage a wider array of residents to participate. 3) Lack of good level parking free of potholes 4) Diverse dining
56	The hateful people that refuse to change or learn a new skill.
57	Health Care, potholes, public transportation,
58	I think we have many older properties that have much deferred maintenance that render them NOT cost effective to update or repair. All the while we need housing.
59	Poor water and empty storefronts
60	Inflation, lack of affordable housing, more wellness and mental health support, more affordable childcare. More inclusion and less separation for minority, youth, elders
61	Too many vacant businesses on Main Street.
62	Monies/funding , vision
63	Too many vacant buildings on Main Street.
64	Housing, restaurants and minimal attractions for tourists.
65	Empty storefronts and the Van Hotel are eyesores and negatively affect tourism and citizen morale. Positive recreational activities for preteens and teens are lacking.
66	Water issues
67	Housing, which reduces employment opportunities. Recruitment for businesses rely on a small pool of applicants which makes it less appealing for larger businesses to occupy the area. Which gives us minimal options for outside activities.
68	Filling/renovating vacant buildings (old hotel) and lots (commercial and main) in the downtown area. Providing visitor friendly facilities (public restrooms).
69	Location
70	OUR STREETS, WE NEED MORE LIGHTING ON THE STREET. SOUTH END OF WILLITS ALWAYS LOOKS DEAD
71	California as a whole being unhostipable to business. I lost my job at Rolls-Royce because of this. California is un inenvstable as a whole because of its communist overtones.
72	Lack of housing, lack of jobs, the current economic situation, marketing of businesses to 101 traffic and other areas of Mendocino County.
73	Money, infrastructure, management
74	Affordable Housing, sustainable long-term water supply
75	No recreation department. Very little public land. No attention to dilapidated buildings.

City of Willits Land Use Element Update - Community Survey

QUESTION 8. WHAT DO YOU THINK ARE THE BIGGEST BARRIERS OR OBSTACLES FACING THE CITY? (OPEN RESPONSE)	
76	Very little public open space, lack of quality jobs / business, affordable housing, walkable/bikeable, tourism draw
77	Reasonable housing, well paying jobs, better school system, parking access to local downtown shops & services.
78	Building regulations/fees.
79	We have a very diverse population and I think that sometimes it's hard to come together on ideas. Lack of work to keep families here.
80	we need an identity. we need lower commercial rent so folks can have businesses here. we need some type of law that makes it so landlords cant just keep spaces empty bc its a better tax right off for them then lowering rent and having local businesses thrive
81	Ignorance, pettiness, lassitude. Existing infrastructure and layout of downtown, specifically, lack of pedestrian accessible CENTER, wasted space, bikelanes ghat are never used, ADA related issued for old buildings, landlords who appear hostile to community well being, etc
82	Increasing revenue for financial stability. The second is to develop a sense of cohesiveness between the south and north ends of town. Currently, it feels like we have two different cities Lots of visual beautification and development on the north end of town. South of hwy 20 feels old and less developed or industrial.
83	The city council The residents The business owners
84	Willits' residents. Some good ol boy mentality. Fear of growth.
85	Expand MTA in lower income communities
86	High housing prices, lack of housing, decline in business for the self employed, & not enough field space for youth or adult sports.
87	Needs more economic development to attract new businesses
88	Economy
89	Greedy landowners, absentee landlords, good old boys that don't want tourists, no local jobs for skilled or educated workers.
90	economy
91	The downtown area of vacant buildings and landowners holding the city hostage. Through this plan I hope the city can find a way to rejuvenate downtown. We need: A staple bed and breakfast / hotel, perfect building and location is at Commercial and Main. Lessen the burden on small establishments to get a liquor license. Its an embarrassment that we do not have a single restaurant that serves food & full menu of cocktails. We are located in the Emerald triangle why is this town so intent on ignoring that fact? Encourage the opening of a dispensary on Main St. Entice Barra, Parducci, Testa and other local wineries to co-invest in a joint tasting room. "Tourist" come though this area for 5-things. 1. Weed, 2. Redwoods, 3. Wine, 4. Access to the coast, 5. Trains Imagine a downtown with a staple high-end hotel, restaurant with full menu, tasting rooms, and a dispensary. Then you would have something to build around that even locals would stay in town for entertainment. If downtown is not attractive for tourist its not attractive for locals either.
92	Lack of community connection
93	Liberalism and socialism
94	Business development, signing community, lack of quality schools, very limited recreational opportunities.
95	Businesses being able to thrive

City of Willits Land Use Element Update - Community Survey

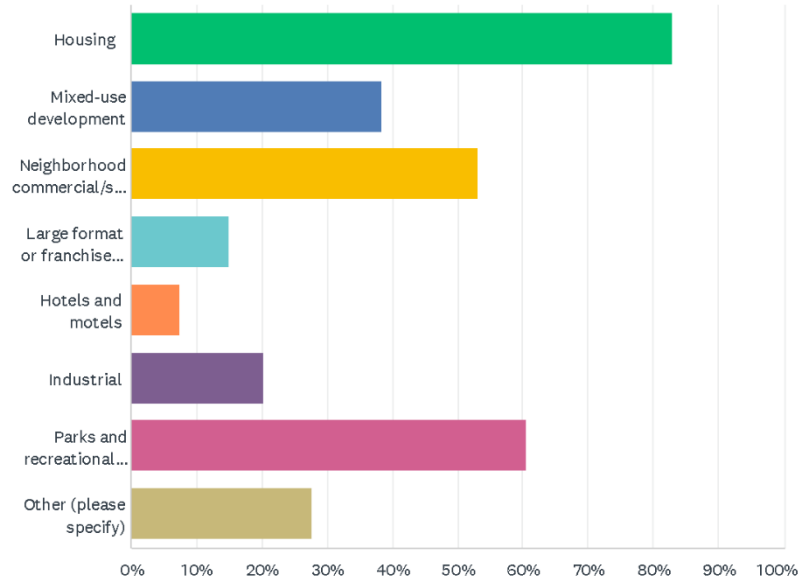
**QUESTION 8. WHAT DO YOU THINK ARE THE BIGGEST BARRIERS OR OBSTACLES FACING THE CITY?
(OPEN RESPONSE)**

96 | Discomfort with change. Living with status quo, saying it's "good enough".

City of Willits Land Use Element Update - Community Survey

QUESTION 9. WHAT TYPE OF DEVELOPMENT/GROWTH DO YOU FEEL IS A PRIORITY FOR WILLITS? (SELECT ONE OR MORE)

Answered: 94 Skipped: 12



ANSWER CHOICES	RESPONSES	
Housing	82.98%	78
Mixed-use development	38.30%	36
Neighborhood commercial/small retail (specialty shops, coffee shops, clothing stores, gift shops, etc.)	53.19%	50
Large format or franchise retail stores	14.89%	14
Hotels and motels	7.45%	7
Industrial	20.21%	19
Parks and recreational facilities	60.64%	57
Other (please specify)	27.66%	26
Total Respondents: 94		

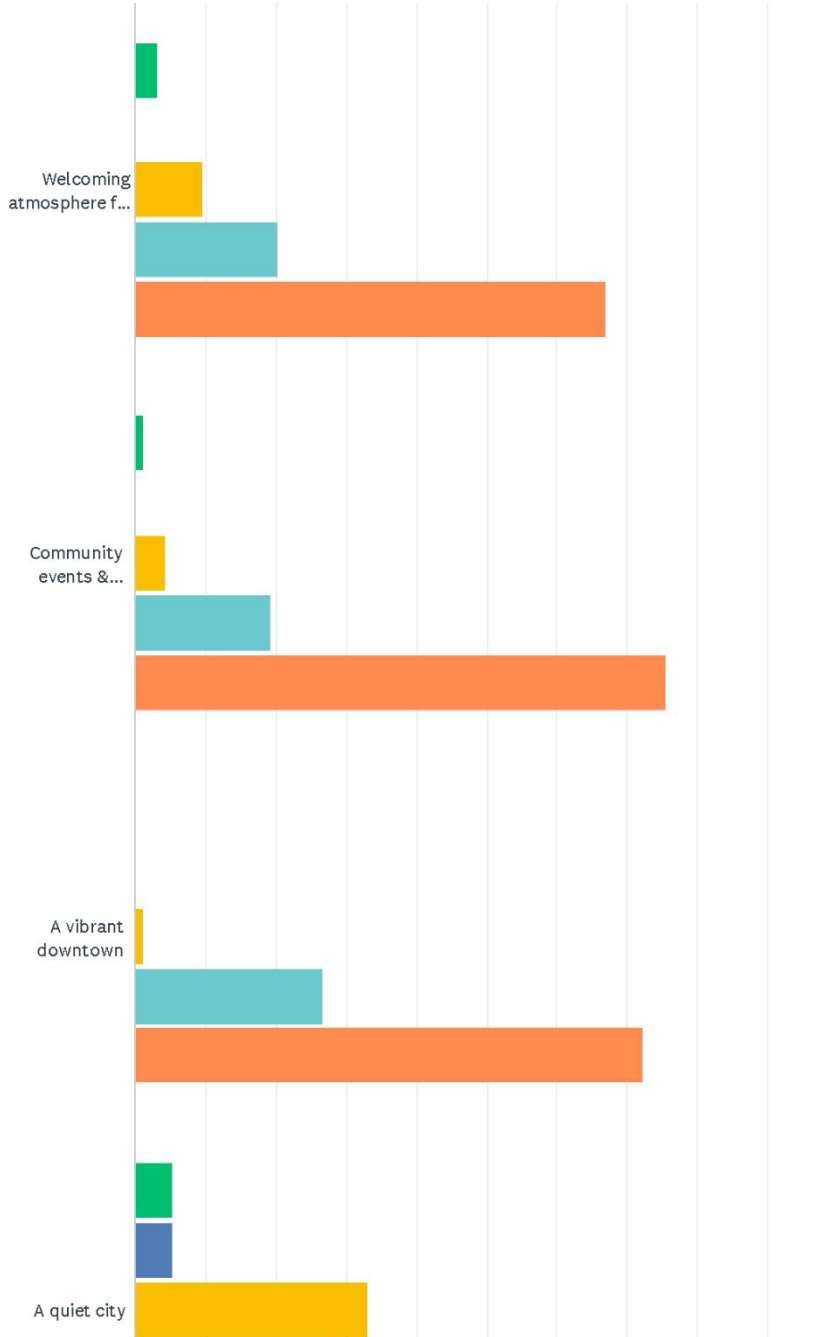
City of Willits Land Use Element Update - Community Survey

What type of development/growth do you feel is a priority for Willits? (Other)	
1	Growth per say should NOT be a priority at all. Mixed-use development: We have it. Neighborhood commercial/small retail: If there are people wanting to open new businesses do so in vacant stores and/or lots in town. Infill. Industrial: Light manufacturing, IF it creates good paying jobs.
2	Urgent care facility.
3	performing arts center
4	safe laudromats, performance venue
5	There is not one place to have cocktails and dinner together.
6	Gathering areas, promenades, and walkways along creeks
7	nature spaces, town square, space for outdoor markets and community gathering
8	Housing - Seems hard for someone moving from a distance.
9	Industrial is needed -outside city limits, and without loss of farmland.
10	Walking paths or trails
11	Tiny home developments
12	AFFORDABLE housing.
13	Music venues, skating rink,
14	Food trucks, breweries, arcade, skating rink, climbing gym
15	creek/ river access, permanant farmers market location
16	Jobs
17	SSDI/veterans housing. Some people on SSDI or that are veterans fall through HUD/section 8 cracks cause we have a little to much in assets and not enough to rent. Maybe some sweat equity housing for the really really low income folks for a tiny home village. I'd like the land at the 101 N exit to be turned into housing for those ofnus who grew up here and were injured by a shitty corporation.
18	More activities for young children
19	Tourist destination
20	#1 Mixed-use development #2 Parks & Rec #3 Neighborhood commercial/small retail #4 More housing
21	we need to address properties that are in need of repair or removal
22	Basic affordable stores so you dont have to go to ukiah or online
23	Industrial if producing quality, healthy specialty products from local resources
24	focal point(s) A decent homework the farmer's market in summer
25	More low income housing for people without kids thats just need a little help
26	Hiking and biking trails and trailhead markers.
27	The priority needs to be a vibrant town first the rest will follow.
28	None, The population of Willits is in decline as evident by all the empty commercial buildings in town

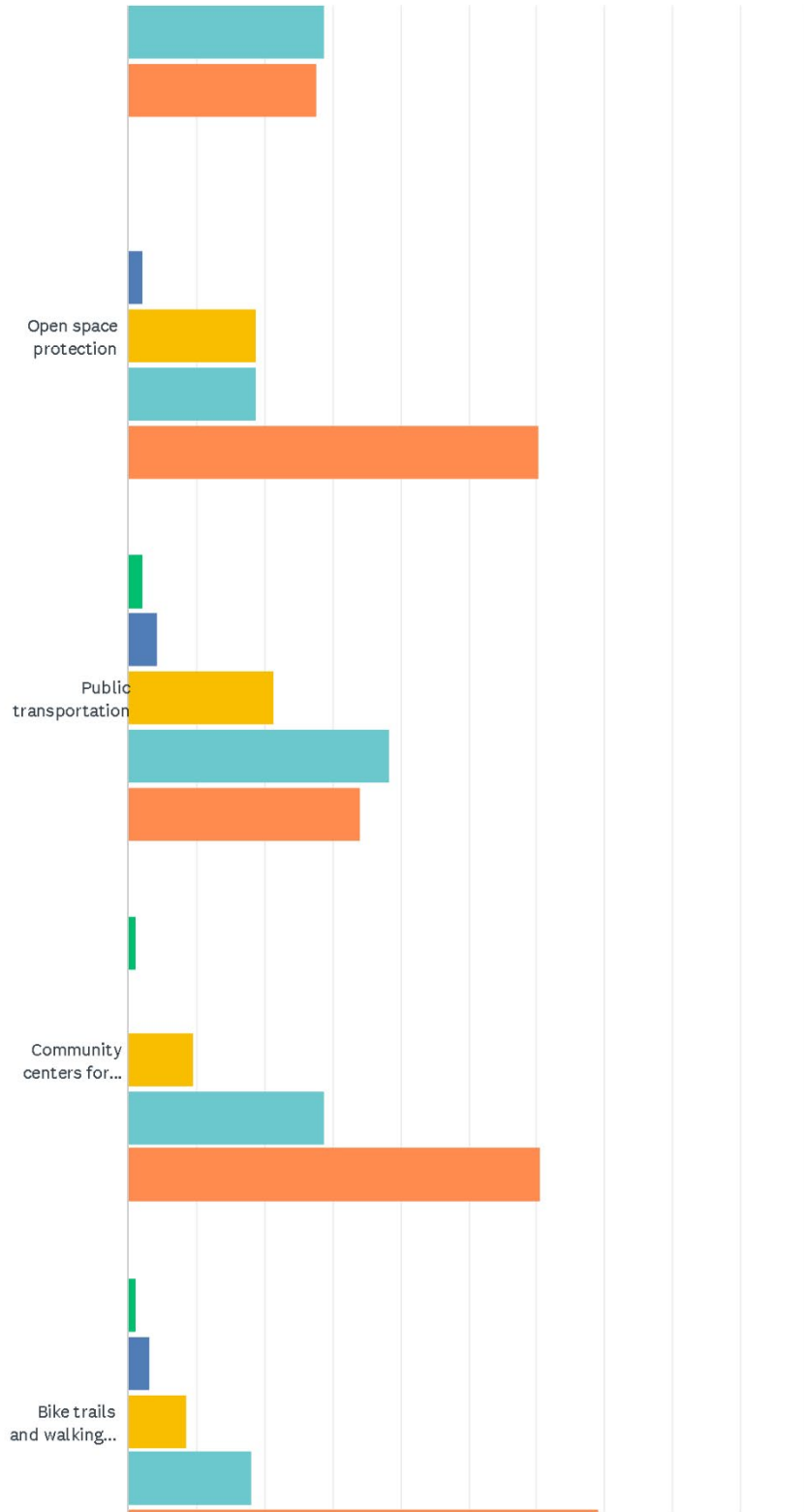
City of Willits Land Use Element Update - Community Survey

QUESTION 10. HOW IMPORTANT ARE THE FOLLOWING COMMUNITY VALUES OR RESOURCES TO YOU?

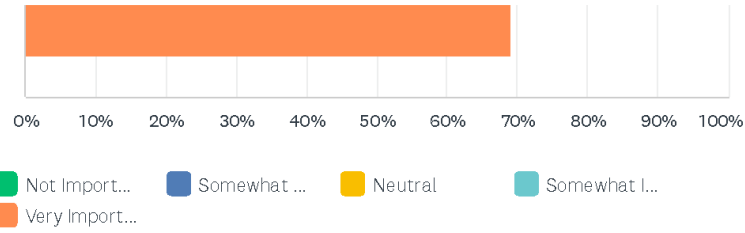
Answered: 94 Skipped: 12



City of Willits Land Use Element Update - Community Survey



City of Willits Land Use Element Update - Community Survey

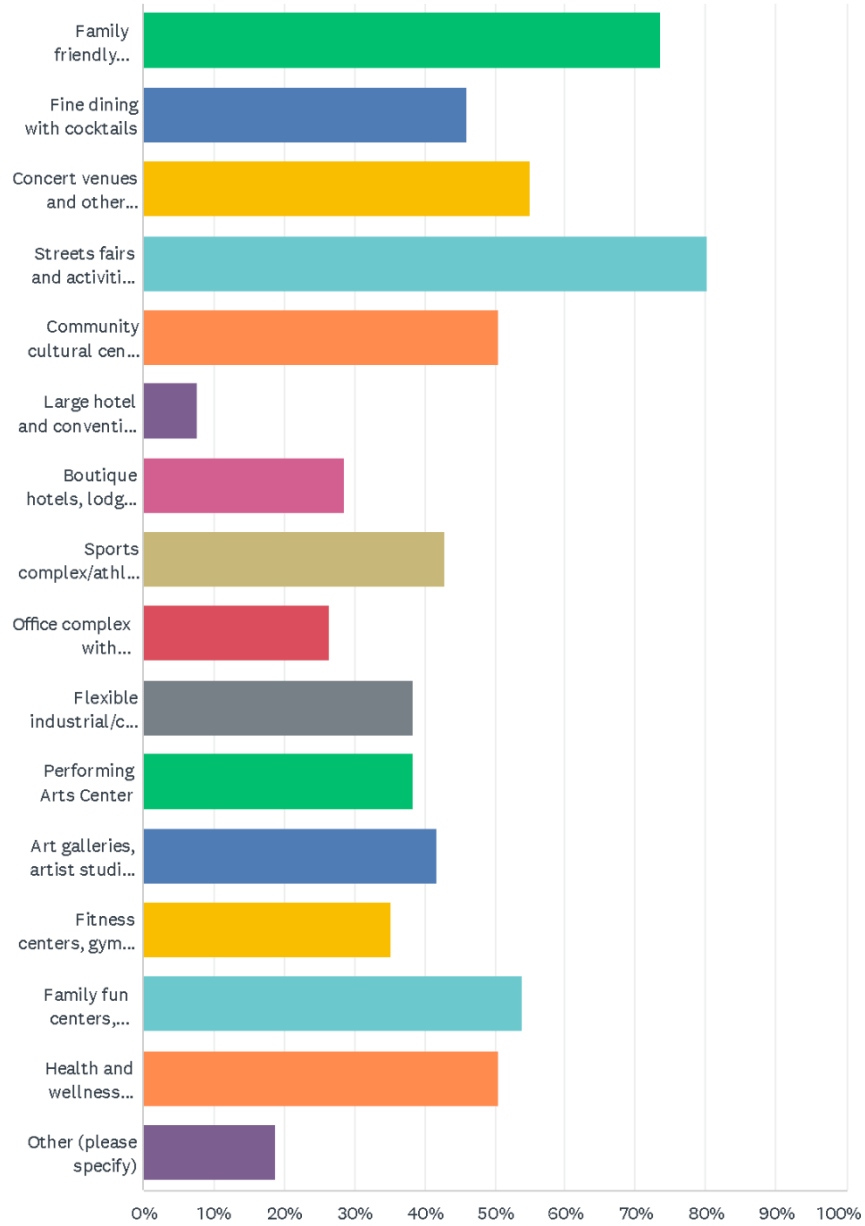


	NOT IMPORTANT AT ALL	SOMEWHAT NOT IMPORTANT	NEUTRAL	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Welcoming atmosphere for visitors	3.19% 3	0.00% 0	9.57% 9	20.21% 19	67.02% 63	94	4.48
Community events & festivities	1.06% 1	0.00% 0	4.26% 4	19.15% 18	75.53% 71	94	4.68
A vibrant downtown	0.00% 0	0.00% 0	1.06% 1	26.60% 25	72.34% 68	94	4.71
A quiet city	5.32% 5	5.32% 5	32.98% 31	28.72% 27	27.66% 26	94	3.68
Open space protection	0.00% 0	2.20% 2	18.68% 17	18.68% 17	60.44% 55	91	4.37
Public transportation	2.13% 2	4.26% 4	21.28% 20	38.30% 36	34.04% 32	94	3.98
Community centers for health and recreation	1.06% 1	0.00% 0	9.57% 9	28.72% 27	60.64% 57	94	4.48
Bike trails and walking paths	1.06% 1	3.19% 3	8.51% 8	18.09% 17	69.15% 65	94	4.51

City of Willits Land Use Element Update - Community Survey

QUESTION 11. WHAT TYPES OF BUSINESSES/USES SHOULD WE ATTRACT AND GROW IN WILLITS? (SELECT UP TO 5)

Answered: 91 Skipped: 15



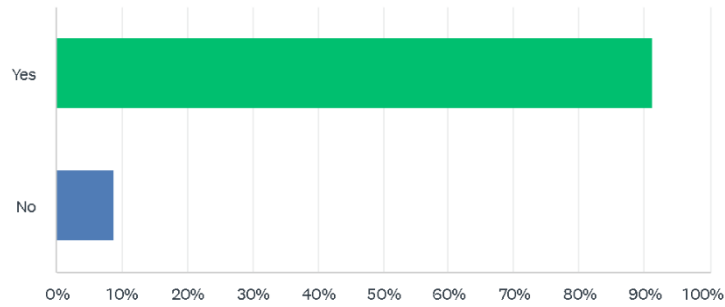
City of Willits Land Use Element Update - Community Survey

What types of businesses/uses should we attract and grow in Willits? (Other)	
1	places for teenagers/young adults to stay on track and out of trouble
2	Leave this to the entrepreneurs. Family friendly restaurants and pubs with outdoor seating: Willits has them. Fine dining with cocktails: who needs them? Concert venues and other entertainment: Willits has them, though some need improvement. Street fairs and activities: We have them - lots, in fact! Community cultural center: We have one or more - though the Com. Ctr. could use updates to the kitchen and acoustics. Large hotel and convention center: No! Sports complex/athletic fields: We have them. Art galleries, artist studios, and creative spaces: We have them. Fitness centers, gyms, yoga, dance, Pilates, and martial arts studios: We have them. Health and wellness services: We have them.
3	Urgent care facility.
4	year round pool
5	M
6	Showcasing our natural resources, particularly water, and trails through the valley/hills
7	green spaces that are accessible to the public, more trees!
8	1) Community year round pool/gym 2) Stage and benches in City Park
9	Fitness center with indoor pool
10	Willits needs to lean into its strengths and be the best place to stop on the 101. Offering amenities that attract residents and those passing through
11	More accessible nature
12	Food trucks, skating rink, craft beer, music events/ festivals, farmers market.
13	Rodeo
14	A homeless/domestic violence center. There was a mental health tax so please use the money to help those who need help and are living tough.living in their cars.
15	I'd like see a Willits Wild West theme and build a western town type attraction available to see year round
16	Willits NEEDS an URGENT CARE! A place like the Discovery Museum or Exploratorium (interactive learning) would be amazing!!! And could incorporate meeting space, boys and girls club events, restaurants, and birthday parties. Or something like Woodward Tahoe to encourage more fun physical activities (large trampolines etc.). Mountain bike trials about the redwoods (ie around City golf course in Brook trials perhaps?)
17	More jobs. We have a shortage of good jobs in our town. How can we encourage restaurants and additional other business without the basic of more work for the community members and better housing.
18	Locally owned businesses. We have many of your examples already, so I don't know about "attract" - to grow existing facilities / services, we need housing and good jobs
19	A CRAFTS PEOPLE, vocational training, "cafe" that's open in the afternoon.
20	Timber industry

City of Willits Land Use Element Update - Community Survey

QUESTION 12. DO YOU HAVE CONCERNS ABOUT VACANT COMMERCIAL BUILDINGS IN THE CITY?

Answered: 91 Skipped: 15



ANSWER CHOICES	RESPONSES	
Yes	91.21%	83
No	8.79%	8
TOTAL		91

City of Willits Land Use Element Update - Community Survey

QUESTION 13. IF YOU ANSWERED YES TO QUESTION 12, DO YOU HAVE SUGGESTIONS ON HOW TO ENCOURAGE OCCUPANCY, LEASE, OR SALE OF BUILDINGS TO ENABLE THEIR PRODUCTIVE USE OR MIX OF USES? (OPEN RESPONSE)

QUESTION 13. IF YOU ANSWERED YES TO QUESTION 12, DO YOU HAVE SUGGESTIONS ON HOW TO ENCOURAGE OCCUPANCY, LEASE, OR SALE OF BUILDINGS TO ENABLE THEIR PRODUCTIVE USE OR MIX OF USES? (OPEN RESPONSE)	
1	make it affordable and welcoming, support new business owners
2	Are there grants to refurbish existing buildings, homes, apt. buildings, commercial space? It appears that 1/3-1/2 of Willits' commercial spaces are vacant. "Infill" has been a much-touted goal for half a century, but very little action in Willits. Couldn't "infill" renovations qualify for a climate change/CO2 reduction project grant program?
3	no
4	Landlords could be taxed for empty buildings if they are unwilling to create opportunities/uses good for business or the community.
5	Add more liquor licenses.
6	Funding to help, retrofit, historic buildings, developing parking for local businesses, reducing red tape for new business owners.
7	Co-op style apothecary, art studio, tea house, co-working space - using a model that encourages community to share risk and build models of resiliency. Places that serve the holistic wellbeing of our community and encourage folks of different lifestyles to gather and share space. If spaces were retrofitted and improved for diverse usage they may be more attractive on the store front and for rental.
8	N/A
9	Penalize landlords with empty commercial and residential properties
10	No comment I owned a commercial building in the downtown for about 18 years and was not happy with the city on what they would allow me to use it for
11	finer on vacant, abandoned buildings, incentives to create mixed use buildings. Eliminate parking spot requirements.
12	No idea, seems very involved
13	Pleasing window treatment such as public poster board. Ordinance re Incrementally increasing fines based on length of vacancy - duty to maintain vibrant downtown. City agency trained to assist owner in finding solutions. Learn from Ukiah (Palace Hotel).
14	It would be wonderful to see the hotel building on commercial and main restored.
15	A tax on storefront unoccupied for a certain. Amount of time. This could encourage them to find and work with tenant.
16	A vacancy tax, regulations around building maintenance
17	Re: buildings owned by out-of-towners - I'd like to see an incentive for owners of vacant buildings to allow community use for a low fee, and disincentives for leaving a vacant building unused for multiple. years.
18	If I had a good suggestion, you would have thought of it by now!
19	4 of the vacant bldgs. downtown are owned by one family that no longer live here and their rents are prohibitive as well as structures are in desrepair. Force their sale for Ththe public domain. The Van hotel could be rehabbed into downtown apts although parking for residents would be an issue.

City of Willits Land Use Element Update - Community Survey

QUESTION 13. IF YOU ANSWERED YES TO QUESTION 12, DO YOU HAVE SUGGESTIONS ON HOW TO ENCOURAGE OCCUPANCY, LEASE, OR SALE OF BUILDINGS TO ENABLE THEIR PRODUCTIVE USE OR MIX OF USES? (OPEN RESPONSE)	
20	Could there be a carrot or a stick to encourage or require property owners to make their structures attractive to new tenants, and to actively seek occupancy?
21	stronger vacancy laws for buildings empty for multiple years. Planning dept expedition and support for changes needed, and city and county support to get grants and attract businesses to fill them.
22	Offer new businesses lower rent for a couple years so they can become established.
23	It depends on the condition of the buildings, if they are dilapidated, moldy, etc then break them down and try to encourage a new store front or structure, sell the lot instead. Renovation of the areas may increase the ability to promote occupancy.
24	Source grant money for renovation/use. Anything to incentivize use.
25	Finding investors to repurpose the vacant buildings with businesses that don't exist in Willits such as a climbing gym, Trader Joe's or cocktail bar.
26	Allow redevelopment. Too many beautiful vacant buildings that could be used for housing, shops, in our other use.
27	Allocate funds to purchase the vacate buildings and working with local entrepreneurs.
28	I would raise the vacant commercial program fee and encourage the city to buy vacant commercial real estate.
29	vacancy tax on empty commercial buildings
30	Make them easy to fix or occupy.
31	Support local business with little to no red tape
32	City matching grants. Help people access money. Advocate for people on SSDI to be able to have MediCal regardless of income or assets on a state level so we're not treated like subsidised corn unable to go to market. We want to use our brains and make money but it has to be as a business or we loose our Medicare. If you want those spaces filled we can help if we're not stuck in a finscial box which prevents us from being able to rent for fear of loosing life saving drugs which cost \$42,000 every 5-6 weeks in the US which are \$2480 dollars with no insurance to get from a hospital in Australia. It makes no since to punish people who want to work part time by taking away their health care if they try. I really think the ball has been dropped in our community. We need better disabled person advocacy at a state level because of our history with Remco. The city las lawyers.....have them help us.
33	Vacant property ordinances that require upkeep and care to maintain property as if it were occupied should be accompanied by penalty fees for non-compliance, which would be enforceable by liens on the property.
34	Convert heavy use to mixed use or allow conversion to multi residential were applicabile
35	Increased taxes on empty buildings. Make them considered a blight and outlaw them. Give a time limit and move on it.
36	Upkeep on the vacant buildings is poor - grants for renewal may be helpful, small business grants to encourage
37	The Van Hotel is a shame. I don't know why there is a fued between the owner and the city but... That place could be incredible mixed use residential and business. Look at down town Santa Cruz. You will see a similar brick structure with that use.
38	Impose vacancy taxes on empty buildings, even if uninhabitable/needs to be torn down.

City of Willits Land Use Element Update - Community Survey

QUESTION 13. IF YOU ANSWERED YES TO QUESTION 12, DO YOU HAVE SUGGESTIONS ON HOW TO ENCOURAGE OCCUPANCY, LEASE, OR SALE OF BUILDINGS TO ENABLE THEIR PRODUCTIVE USE OR MIX OF USES? (OPEN RESPONSE)	
39	Make the town look more appealing, like there could be a future here. Reaching out to business or companies.
40	A vacancy tax/fine SUBSTANTIAL enough to encourage them to either rent or sale to someone else who would occupy and/or buy and fix up. Assess fines for boarded up and deteriorating buildings (ie given time frame for adherence and then daily fines if not addressed).
41	Let the cannabis industry blossom. Let them set up shop in any part of town and allow them to have a lounge area.
42	The majority of our vacant buildings look very run down, so are not appealing for a purchase.
43	I think one of the biggest problems in our town are old outdated properties with extreme deferred maintenance. A lack of industry to fill them and low income issues in our town.
44	Hard for small businesses to afford rising rents plus most families and working class people can't afford high prices
45	No. if city staff or councilmembers think there's things the City could do to encourage new businesses, I'd support that. But in general, it's not the city's job to create sustainable businesses. Enforce the existing vacancy ordinance, or fix it so it can be enforced.
46	Rent prices need to be very reasonable for new businesses ! Plus the quality of the place , clean , functioning etc .
47	Offer some incentives for growth opportunities.
48	1. Require owners of vacant shops to charge low rent. 2. Raise funds to buy the empty spaces. There are likely enough people who would donate to own something collectively. 3. Find ways to allow 501c3 organizations to use the spaces. 4. Help get touristy and boutique businesses into the vacant main street store fronts. Promote the image we want for our city.
49	It seems like the town is going bankrupt. Ghost town
50	Reduce lease rental rates that are city owned.
51	Public funds or low cost loans for property upgrades/face-lifts to make the property more appealing.
52	no
53	OFFER FREE RENT ON THOSE BUILDINGS FOR A YEAR TO BE FIXED UP AND ONCE IT IS DONE GIVE OPTION TO BUY OR RENT
54	The price to lease or won is too high for the traffic you will get. Must get this in line with the area.
55	City stepping in to condemn or upgrade building with absent owners that are health and safety hazards (Van Hotel building as an example. City allowing no-charge zoning changes from mixed-use commerical to residential and vice-versa.
56	That owner who has owned the Van hotel and surrounding shops has neglected his tenants and buildings and made it hard to keep them going. Someone else who cares about Willits needs to take that over. Not sure how to accomplish that, but I have heard from local businesses that he is absentee and hard to work with.
57	Allow mixed residential/commercial uses
58	Owners must keep presentable and fill with renters or drop rent rates until they are filled.
59	Rent control, a tourist draw to increase business traffic, businss services to facilitate business plans/success.
60	Fine building owners for maintenance issues, community blight, and vacancy.

City of Willits Land Use Element Update - Community Survey

QUESTION 13. IF YOU ANSWERED YES TO QUESTION 12, DO YOU HAVE SUGGESTIONS ON HOW TO ENCOURAGE OCCUPANCY, LEASE, OR SALE OF BUILDINGS TO ENABLE THEIR PRODUCTIVE USE OR MIX OF USES? (OPEN RESPONSE)	
61	i believe landlords get a tax right off of their space is vacant in this town/county which makes it easier for them to leave it empty rather than upgrade it so ppl can rent it
62	Lower rent? Civic benevolence by landlords?
63	No, I realize it's a difficult situation that the city has little recourse to make the owners do the thing.
64	Levy significantly harsher fines on delinquent owners; reduce barriers to new business opportunities by lessening fees, offering incentives or reach out to other flourishing businesses and beg (read Schats bakery)
65	Every available building should be utilized.
66	Vacancy penalty and vacant building cosmetic standards while vacant
67	Get landlords that will due necessary repairs. Watch the documentary called, "the japan you never knew Ehime".
68	see above comments hire professional services to appraise property's in current state, and rents to be expected in current state. Then provide projected improvement projects of those buildings, cost to do it, and people who would be interested in investing in them. Approach land owners with opportunities to retain partial interest in properties. If they deny then take whatever legal action is allowed to force a sale. IF the city can find companies willing to invest new money into a vibrant downtown, landowners should not be allowed to reasonably turn down legitimate offers.
69	The vacancy tax needs to be raised
70	Bring back the timber industry
71	Clean up. Provide funding to start up business. Office space? Anything to get them maintined. The "Light up Coat" store sign is becoming a center piece of the downtown, it's scary for a tourist to see this. Can you imagine what people think when they see this? I can; " you willits folks sure are somethin' special."
72	Encourage landlords to clean up building with tax incentives or easy of permits.
73	Lower tolerance of vacant uncared for buildings. Encourage property cleanup (fines).

City of Willits Land Use Element Update - Community Survey

QUESTION 14. WHAT LIMITS COMMUNITY AND BUSINESS DEVELOPMENT IN WILLITS? (OPEN RESPONSE)

QUESTION 14. WHAT LIMITS COMMUNITY AND BUSINESS DEVELOPMENT IN WILLITS? (OPEN RESPONSE)	
1	politics
2	To few customers with expendable income, i.e. too many residents earning poverty-level wages. Maybe the City and County, together need to institute a higher minimum wage. (Are there subsidies for small businesses to increase wages?)
3	Lack of local investment. Water.
4	don't know
5	Location, investors, labor force
6	Homeless drug addicts
7	Lack of Housing
8	The towns appearance generally feels industrial and lacks the type of beauty that makes people inspired to spend time in town. There have definitely been improvements, however, the south end of town feels industrial, and lacking charm that we find on the north side of town. Also, prospective newcomers have nothing to explore because there is no obvious recreational experiences typically successful towns, showcase their natural resources by having trails along creeks, sometimes commerce along creeks, and definitely trails surrounding town that Foster a connection with place.
9	Lack of community hub and reason to be in town beyond gas and grocery. Supported by more free music in the park, seasonal markets and fairs, outdoor dining, and spaces that are beautiful to spend time in.
10	Resources
11	I would say rules and regulations for what is allowed
12	people are leaving, not enough to keep them here.
13	investments are limited, housing, abandoned buildings
14	State and it local restrictions
15	Not sure. Possibly lack of advertising and signage; cumbersome / restrictive permitting and licensing process; not enough draw to Willits.
16	Economy, jobs, lack of high speed internet and cell phone coverage. Walking paths
17	Sprawl, Willits needs to focus on redevelopment in existing areas and not expansion.
18	Money issues: funding, generational poverty, tax base Lack of skills support for start-ups Lack of qualified staff for entry-level or professional positions. (Need to do better at transitioning students into jobs.) Willits is unknown to outside world (PR) Lack of offramp into the center of town (bypass)
19	The bypass
20	People in charge saying no because it doesn't fit with their ideals. Also money, and poor communication. So many people stay home and there isn't much encouragement to come to town besides things like groceries and bills
21	The govt layers of red tape that accompany any request for new bldg. It takes such deep pockets for any new housing approval that usual developers are frozen out. With all the grant monies available it has failed the rural communities.

City of Willits Land Use Element Update - Community Survey

QUESTION 14. WHAT LIMITS COMMUNITY AND BUSINESS DEVELOPMENT IN WILLITS? (OPEN RESPONSE)	
22	If we anticipate having sufficient water to accommodate denser development, we need in-fill, such as ADUs and multi-unit housing like fourplexes, especially near bus stops and areas within walking distance to businesses.
23	Lack of communication between city, chamber, and service organizations
24	Lack of community/cultural spaces for activities, clubs. More activity in restaurants/store fronts and small businesses may create more jobs so that the community can spur its economy to start more business as well.
25	The lack of young people moving here. I believe some people fear growth and change which will hinder willits ability to survive the coming decades.
26	Lack of stable career opportunities.
27	The unwillingness to allow development which encourage families and young people to line here.
28	City Council's unwillingness to alter/change outdated laws that inhibit growth and development. These laws do not reflect the modern times and needs of a town that has high potential to grow.
29	Lack of staffing. City council.
30	Money. Homeless population.
31	small population that doesn't spend a lot of money
32	Money and the government
33	New ideas that push out the old instead of melding together harmoniously
34	Health insurance - people on SSDI not being able to open a business and make money for fear of loosing MediCal. Also Willits would benefit from a job share space where people can pay a monthly fee and use the building and address in town for start up business. Maybe it could be called an incubation center.
35	Relying on outside consultants for subdivision map and development application approval. Unannexed areas available for development and commercial sales tax generation.
36	Money
37	Remoteness and lack of affordable rent and or lease for those wishing to be both business and resident.
38	Offer tax breaks, waive permitting fees and incentives for new developers interested in purchasing and renovating our empty commercial properties in town.
39	Unwillingness to change and agree on a theme to move forward
40	Small population, cheap competition with online retailers,
41	I think there is low motivation for the talented and ambitious kids to stay here after graduation. I also think the police should be more active with the house-less. Willits police should be cracking down hard on drug abuse!
42	Lack of community gathering spaces that aren't alcohol centered or a restaurant/coffee house, as well as lack of community activities outside of the rodeo, frontier days, and the few Christmas festivities offered. Taxes are stifling business development as well as lack of appropriate available space, local poverty and lack of tourists in town.
43	Everybody likes the little town, but in reality the town is growing, so we need to make changes or the town will miss out.
44	Lack of locations for businesses and underutilized and deteriorating buildings with NO attempts to actually use them or improve on the property from deterioration. Having a phone number on the building but NOT really wanting to rent or sale the space is ridiculous! A lot of those places are in no condition to use or sale and are huge eyesores that are deterrents to consumers going

City of Willits Land Use Element Update - Community Survey

QUESTION 14. WHAT LIMITS COMMUNITY AND BUSINESS DEVELOPMENT IN WILLITS? (OPEN RESPONSE)	
	to other businesses around them, and hazards to health and safety to everyone moving around those buildings.
45	Red tape. Good ol boys
46	Our town does not look appealing for a new business.
47	Lack of housing, lack of newer housing, shopping, dining, and political differences that affect the types of business this community is willing to work at attracting.
48	Money flow
49	Economy...
50	Workers need housing.
51	Energy to promote and advocate for Willits ! Being on 101 hwy seems should be a bonus for us .
52	Money
53	The income of residents and decreases in disposable income limits growth.
54	Income
55	See response on question 8.
56	Economic uncertainty.
57	Jobs
58	COST
59	High cost of living and low wages.
60	\$, Politics, Location
61	Probably money. Also, some old school mentalities have held Willits back from its full potential. I feel like we totally missed the boat on cannabis, tourism, or capitalizing off of certain aspects of our town.
62	lack of affordable housing and trained workers
63	No one wanting to change how it has always been. Funds.
64	General financial depression, online sales, Ukiah businesses, lack of tourism
65	Ability to attract new residents with good paying jobs, good school system, and reasonable housing.
66	Money
67	We have a diverse population and it is often hard to find common ground on what should be allowed or not allowed.
68	rent
69	Lack of long term vision. Recent history:bypass, cannabis economy, ADA attack, covid. Over regulation by state, incompetent County government (Haschak excepted) lack of urgency/ long view/perspective on the part of parents of school and children.
70	Willits needs ethical governance that promotes every person not just white people w money.
71	The owners of the storefronts, one particular individual in mind and people just don't have the startup money or drive to make a business happen.
72	Lack of motivation to encourage competition, rude business owners, minimal selection
73	N/a
74	Ease of access to the south end of town. Too far to walk from down town, under utilized and doesn't have the same feel as downtown Willits.
75	Lack of housing
76	The economy

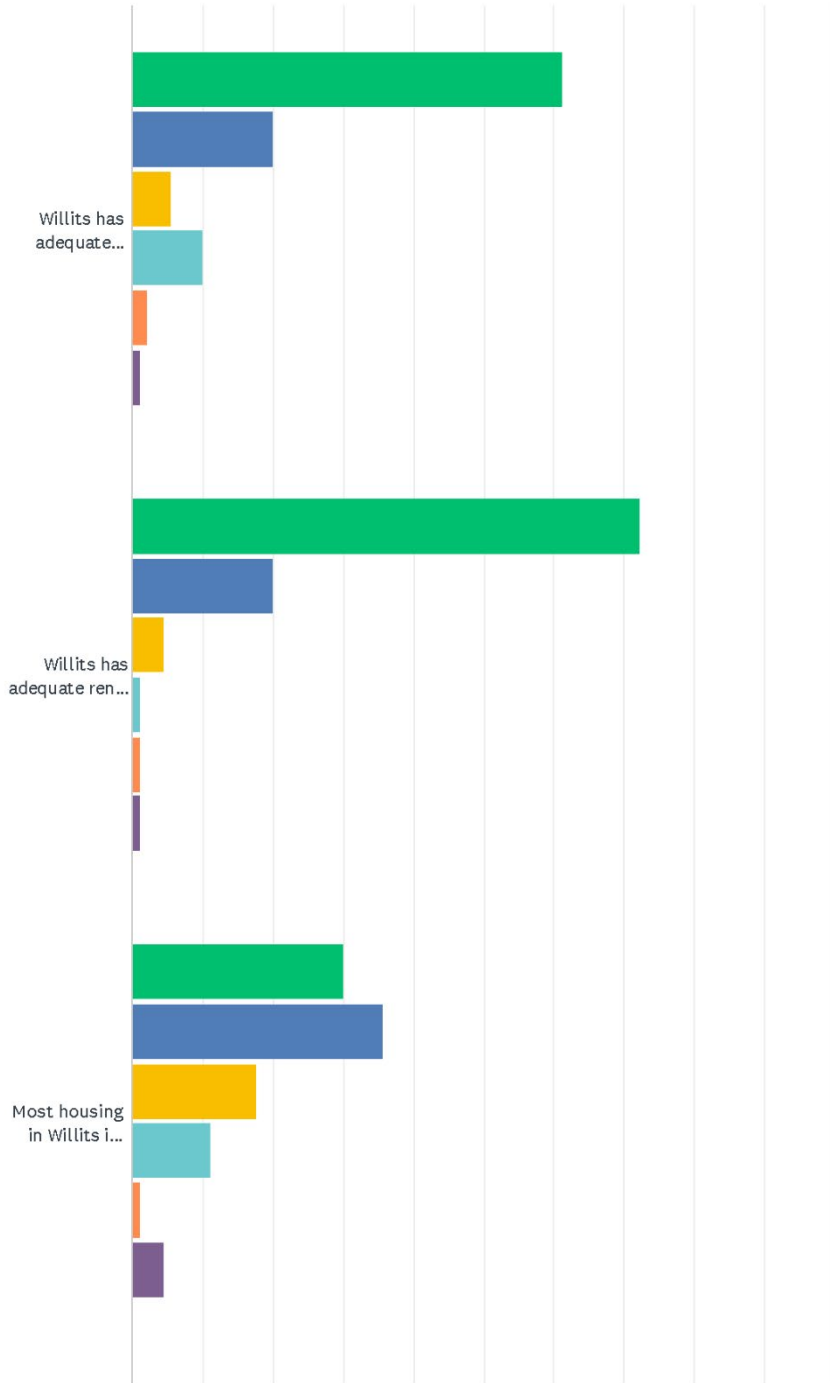
City of Willits Land Use Element Update - Community Survey

QUESTION 14. WHAT LIMITS COMMUNITY AND BUSINESS DEVELOPMENT IN WILLITS? (OPEN RESPONSE)	
77	Access to public recreation. What makes Willits different from Boulder Colorado?
78	All previous comments and Lack of new developments for housing, but why is that? Everyone talks about not having any inventory of homes, so why aren't developers developing.... Is that a regulation thing driven by state, county or local. I do not claim to know, but I'm sure there are educated people on the subject. Find them and ask them as I doubt they will be filling out this survey.
79	Lack of retail space
80	Environmentalism
81	Lack of industry in the area. Weed is gone, utility company is done investing in out of area tree workers occupied hotels and gas stations every morning for the last 2 years. Willits economy is going to collapse in the couple years. We're not going to have the people to support any more business and no people are here aren't going to be out spending money.
82	Lack of housing, jobs, cost of living
83	Limited public parking, unsafe biking and walking.

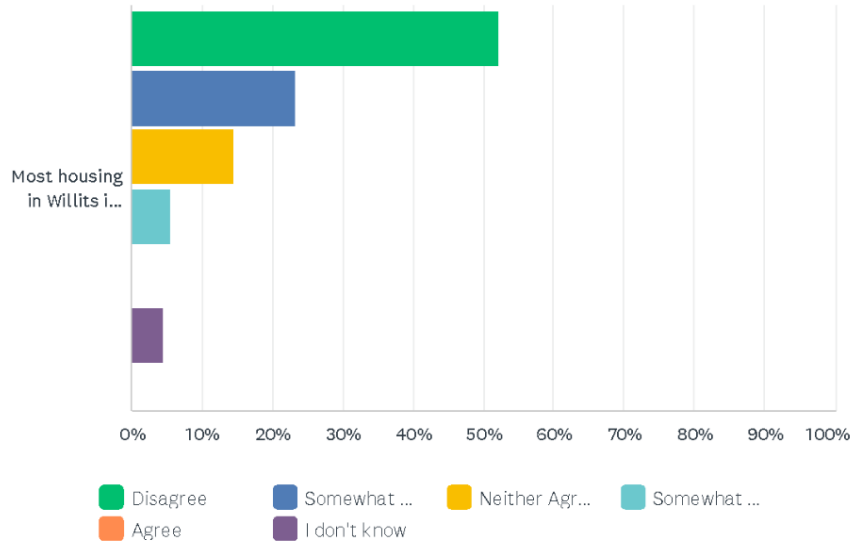
City of Willits Land Use Element Update - Community Survey

QUESTION 15. DO YOU AGREE WITH THE FOLLOWING STATEMENTS? (REGARDING HOUSING)

Answered: 90 Skipped: 16



City of Willits Land Use Element Update - Community Survey

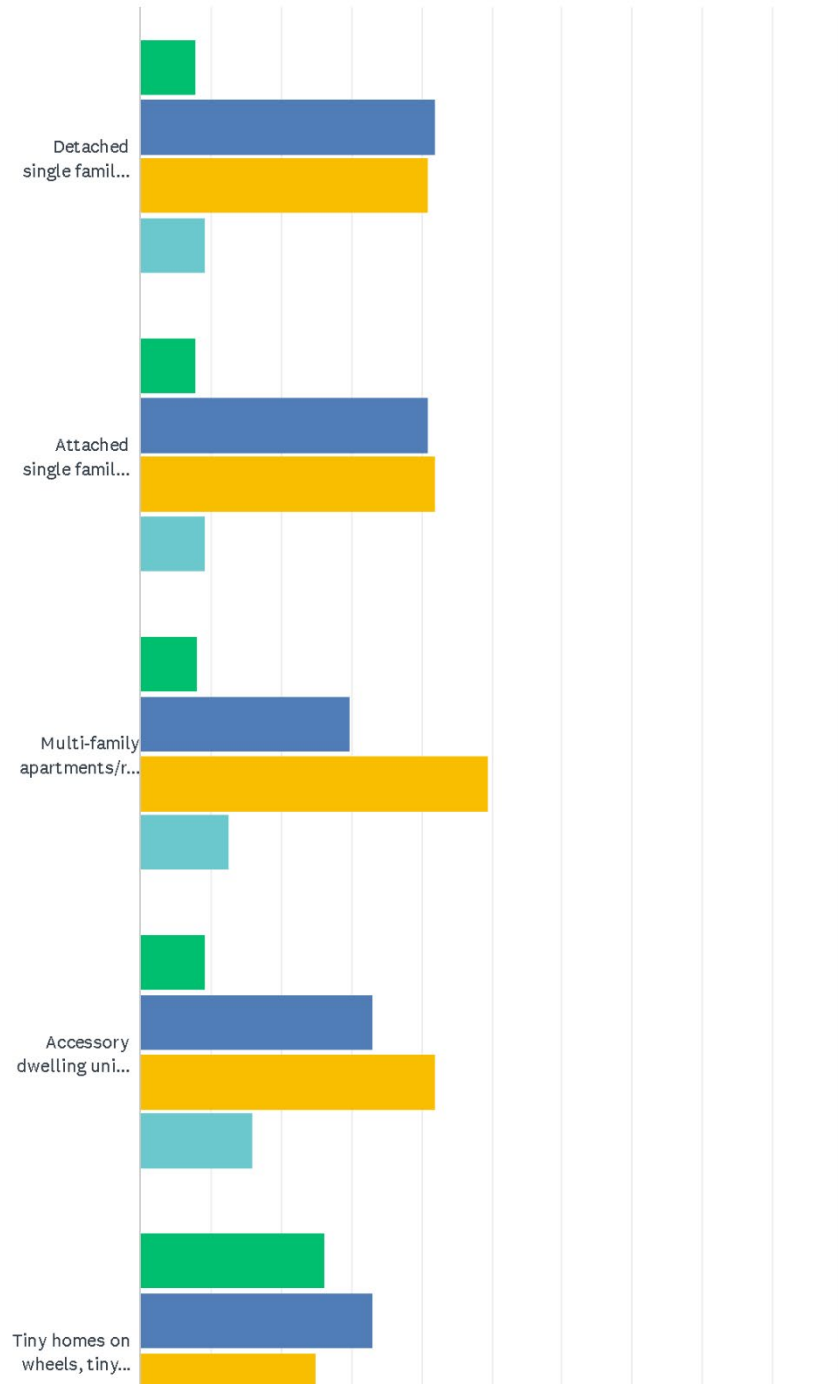


	DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	AGREE	I DON'T KNOW	TOTAL
Willits has adequate housing that is affordable.	61.11% 55	20.00% 18	5.56% 5	10.00% 9	2.22% 2	1.11% 1	90
Willits has adequate rental housing.	72.22% 65	20.00% 18	4.44% 4	1.11% 1	1.11% 1	1.11% 1	90
Most housing in Willits is in good condition.	30.00% 27	35.56% 32	17.78% 16	11.11% 10	1.11% 1	4.44% 4	90
Most housing in Willits is affordable to rent.	52.22% 47	23.33% 21	14.44% 13	5.56% 5	0.00% 0	4.44% 4	90

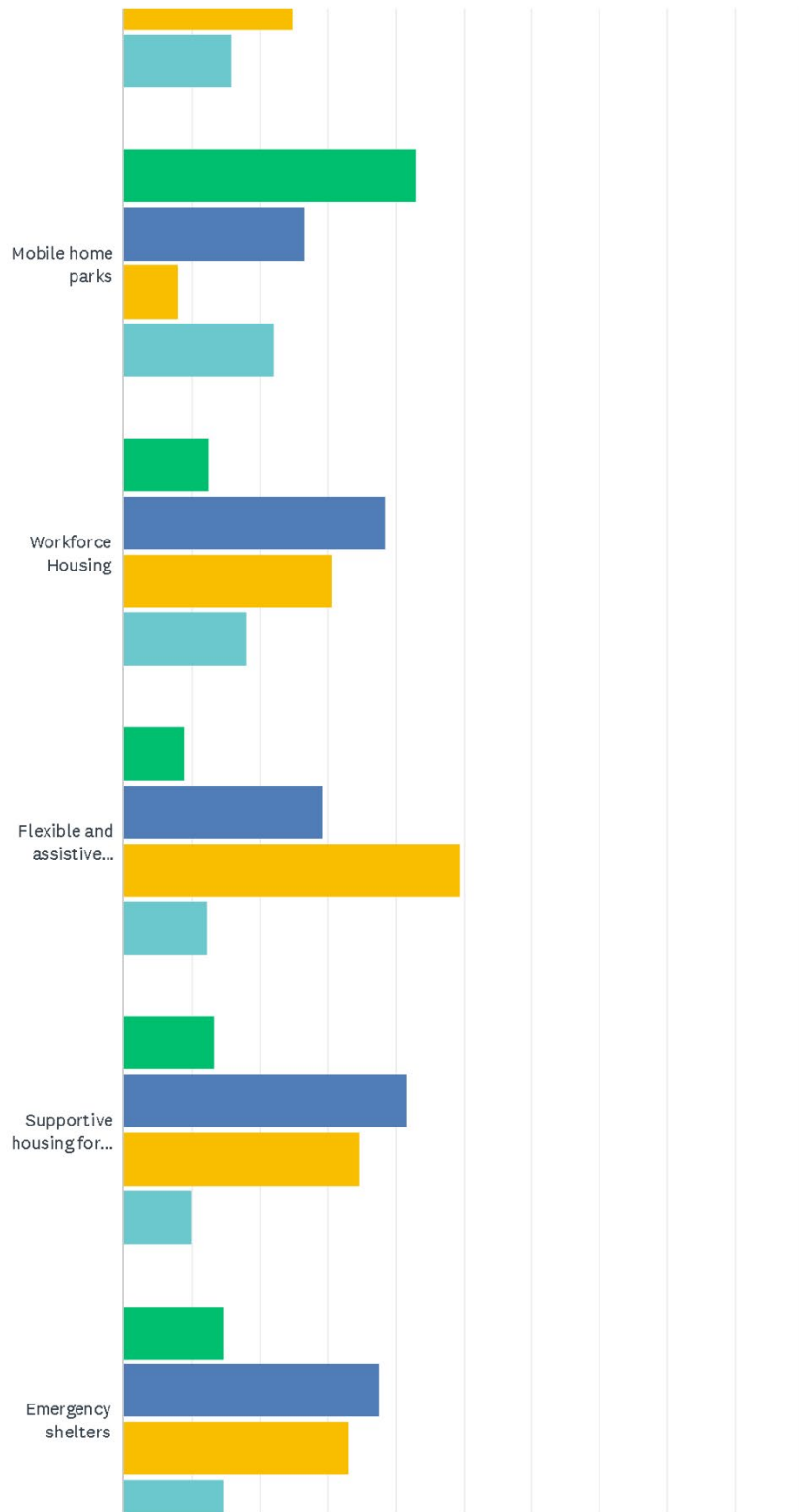
City of Willits Land Use Element Update - Community Survey

QUESTION 16. WHAT TYPES OF HOUSING ARE NEEDED IN WILLITS?

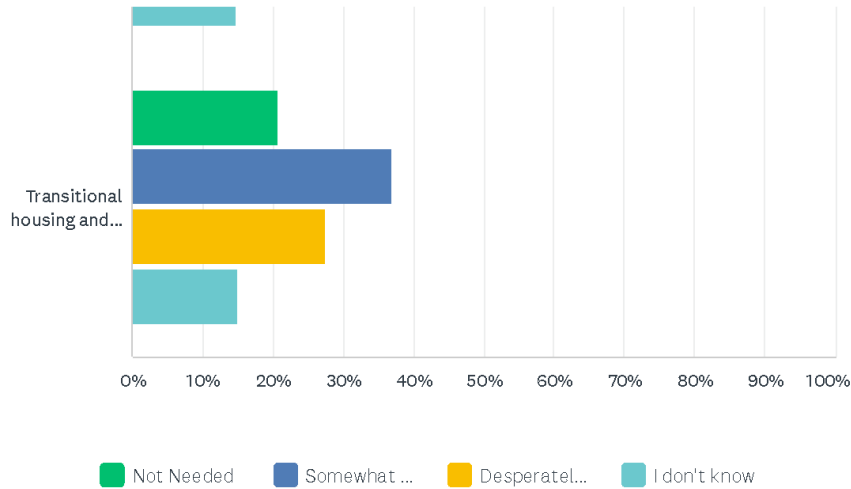
Answered: 90 Skipped: 16



City of Willits Land Use Element Update - Community Survey



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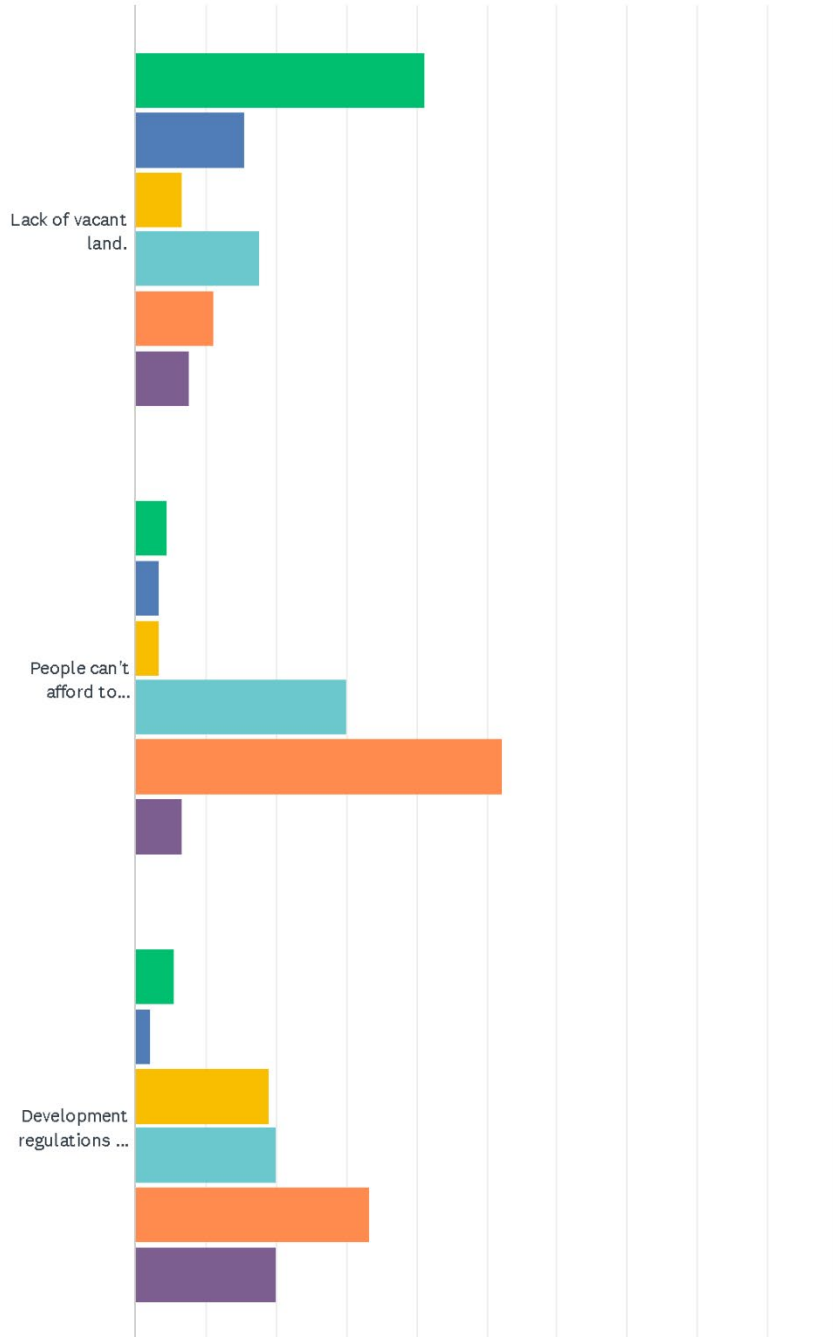


	NOT NEEDED	SOMEWHAT NEEDED	DESPERATELY NEEDED	I DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Detached single family housing on individual lots	7.95% 7	42.05% 37	40.91% 36	9.09% 8	88	3.93
Attached single family homes, duplex, row houses	7.95% 7	40.91% 36	42.05% 37	9.09% 8	88	3.95
Multi-family apartments/rental housing	8.05% 7	29.89% 26	49.43% 43	12.64% 11	87	4.21
Accessory dwelling units (also known as ADUs, second units, granny flats)	9.09% 8	32.95% 29	42.05% 37	15.91% 14	88	4.14
Tiny homes on wheels, tiny houses/small houses, and tiny house villages	26.14% 23	32.95% 29	25.00% 22	15.91% 14	88	3.45
Mobile home parks	43.02% 37	26.74% 23	8.14% 7	22.09% 19	86	2.97
Workforce Housing	12.50% 11	38.64% 34	30.68% 27	18.18% 16	88	3.91
Flexible and assistive housing for seniors to age in place	8.99% 8	29.21% 26	49.44% 44	12.36% 11	89	4.18
Supportive housing for people experiencing homelessness and people with disabilities	13.48% 12	41.57% 37	34.83% 31	10.11% 9	89	3.73
Emergency shelters	14.77% 13	37.50% 33	32.95% 29	14.77% 13	88	3.81
Transitional housing and other housing support models for the homeless	20.69% 18	36.78% 32	27.59% 24	14.94% 13	87	3.59

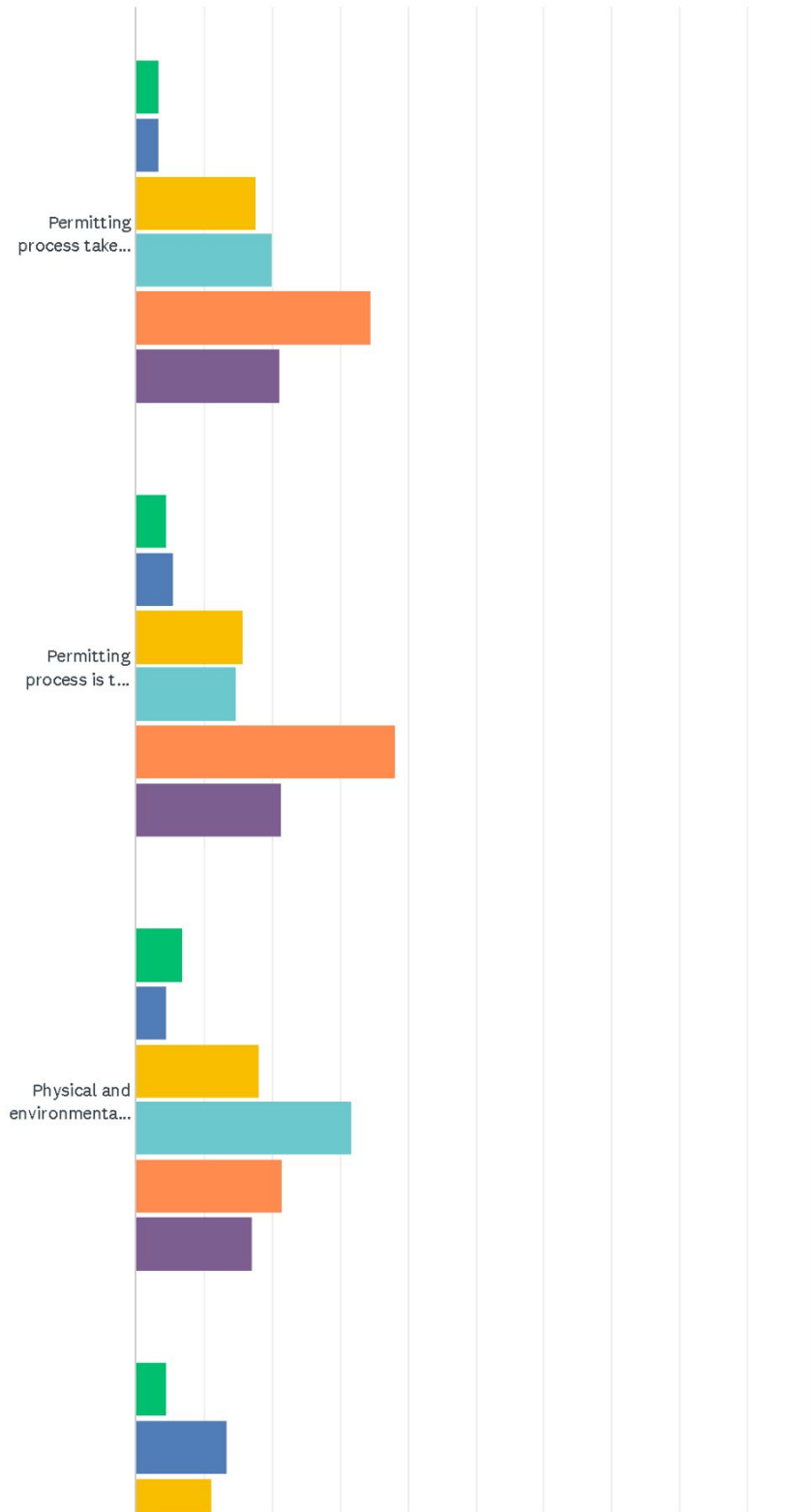
City of Willits Land Use Element Update - Community Survey

QUESTION 17. DO YOU AGREE WITH THE FOLLOWING STATEMENTS? I BELIEVE THE LACK OF NEW HOUSING IN THE CITY IS DUE TO...

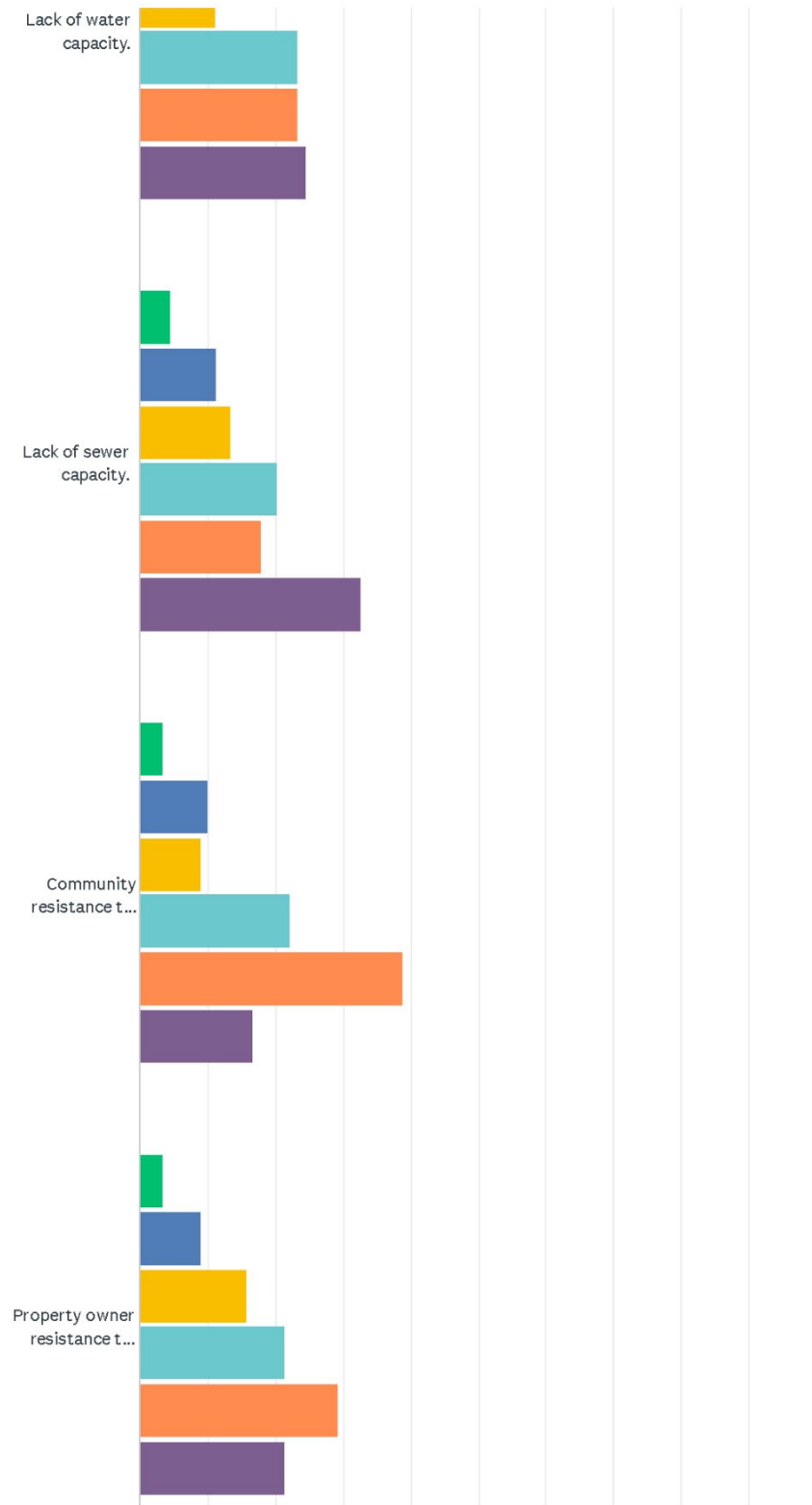
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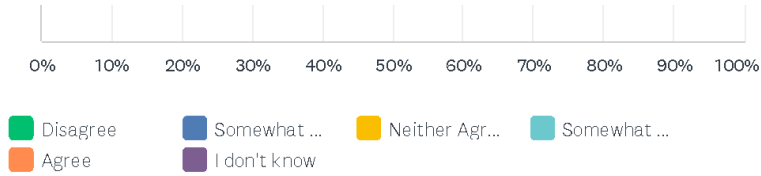
City of Willits Land Use Element Update - Community Survey



City of Willits Land Use Element Update - Community Survey



City of Willits Land Use Element Update - Community Survey



	DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	AGREE	I DON'T KNOW	TOTAL
Lack of vacant land.	41.11% 37	15.56% 14	6.67% 6	17.78% 16	11.11% 10	7.78% 7	90
People can't afford to build.	4.44% 4	3.33% 3	3.33% 3	30.00% 27	52.22% 47	6.67% 6	90
Development regulations are too restrictive.	5.56% 5	2.22% 2	18.89% 17	20.00% 18	33.33% 30	20.00% 18	90
Permitting process takes too long.	3.33% 3	3.33% 3	17.78% 16	20.00% 18	34.44% 31	21.11% 19	90
Permitting process is too expensive.	4.49% 4	5.62% 5	15.73% 14	14.61% 13	38.20% 34	21.35% 19	89
Physical and environmental constraints.	6.82% 6	4.55% 4	18.18% 16	31.82% 28	21.59% 19	17.05% 15	88
Lack of water capacity.	4.44% 4	13.33% 12	11.11% 10	23.33% 21	23.33% 21	24.44% 22	90
Lack of sewer capacity.	4.49% 4	11.24% 10	13.48% 12	20.22% 18	17.98% 16	32.58% 29	89
Community resistance to development.	3.33% 3	10.00% 9	8.89% 8	22.22% 20	38.89% 35	16.67% 15	90
Property owner resistance to develop their land.	3.37% 3	8.99% 8	15.73% 14	21.35% 19	29.21% 26	21.35% 19	89

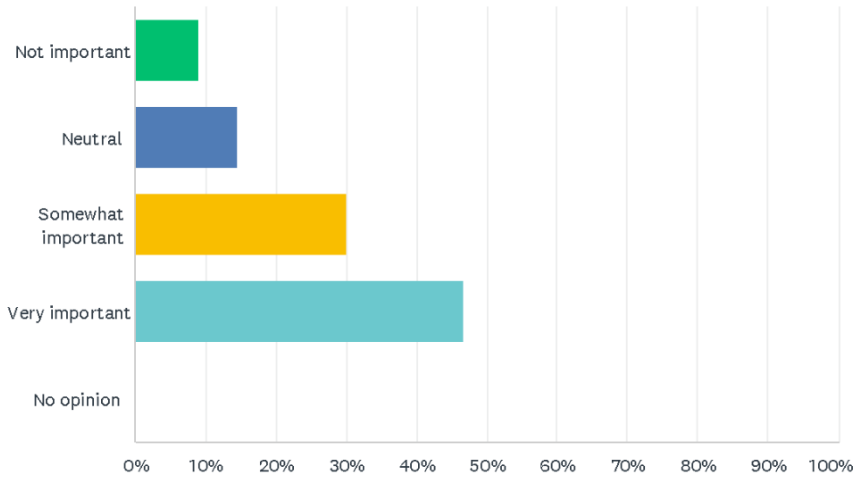
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Do you agree with the following statements? I believe the lack of new housing in the City is due to... (Other)	
1	Lack of vacant land: A fact that must be accepted at some point and lived within. Community resistance to development: There are excellent reasons for resistance. The City should be thinking in terms of establishing permanent City boundaries, and not about growth.
2	Development needs to be thoughtful with resource usage and based on eco-design for passive solar/heating, water catchment, and consider flood planes, caring for water ways/how water moves, and be build with local labor and green materials. Craft building is preferred.
3	Rancher should not have to give up land
4	Business people just caring about making money
5	Water QUALITY might be an issue. Sometimes my water, especially hot water, has a chemical smell to it.
6	I've heard several old people talk about having vacant rentals because if they rent them they loose their social security due to making to much money who can't afford to rent cause medical insurance is tied to social security. If we had single payer health care there would be sooooo many units available.
7	good planning

City of Willits Land Use Element Update - Community Survey

QUESTION 18. HOW IMPORTANT IS INCREASING ALTERNATIVE MODES OF TRANSPORTATION (SUCH AS BUS, BIKING, WALKING, ETC.) TO THE FUTURE OF WILLITS?

Answered: 90 Skipped: 16

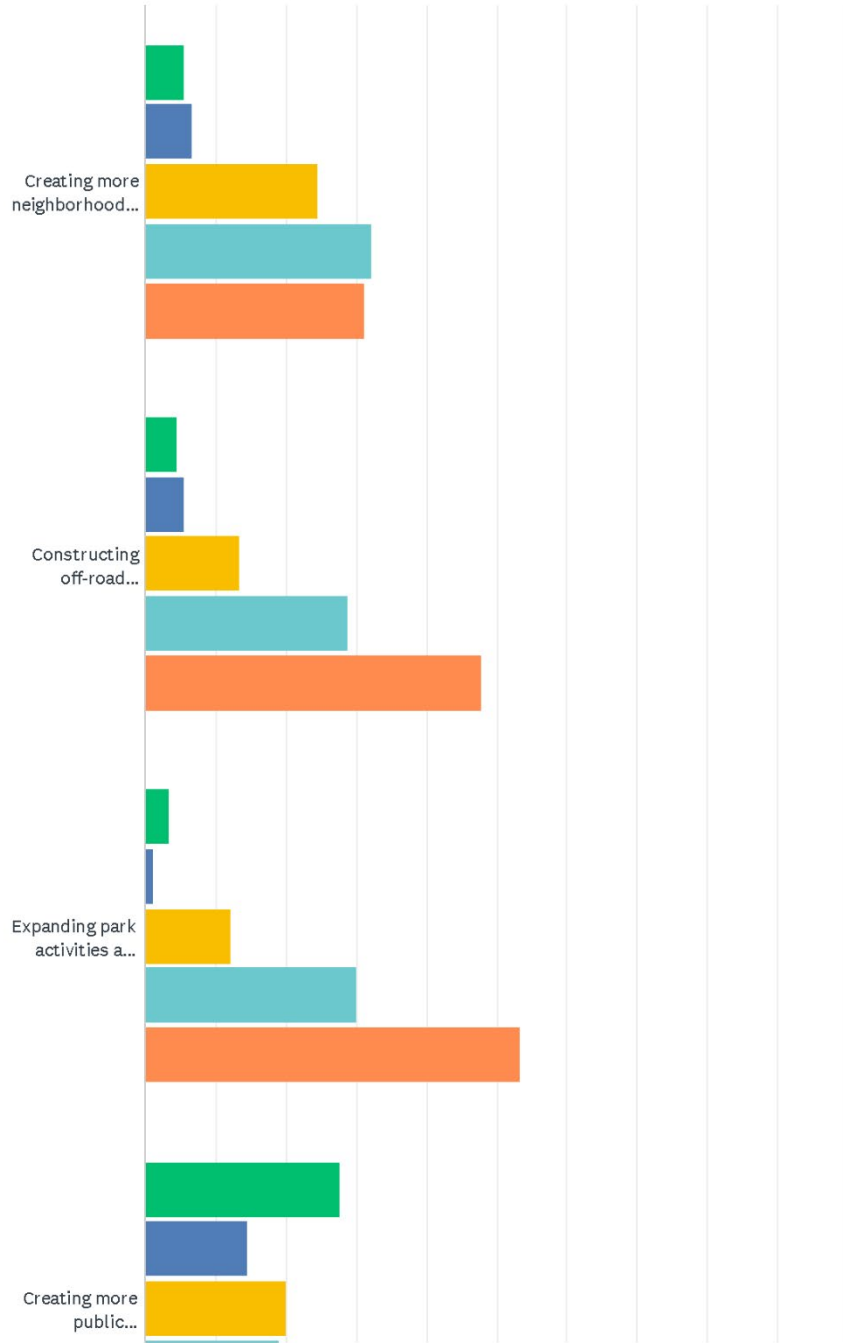


ANSWER CHOICES	RESPONSES	
Not important	8.89%	8
Neutral	14.44%	13
Somewhat important	30.00%	27
Very important	46.67%	42
No opinion	0.00%	0
TOTAL		90

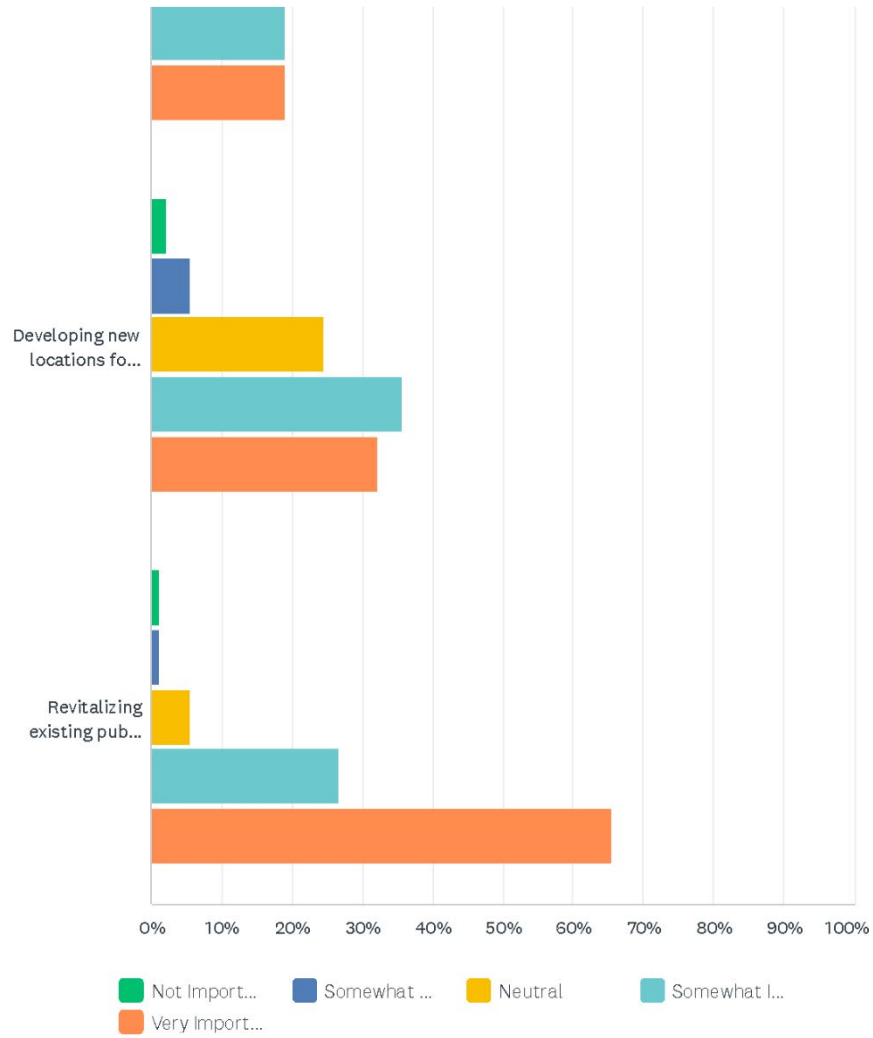
City of Willits Land Use Element Update - Community Survey

QUESTION 19. HOW IMPORTANT ARE THE FOLLOWING PARKS OR RECREATIONAL OPPORTUNITIES? (OPTIONS FROM VERY IMPORTANT TO NOT IMPORTANT)

Answered: 90 Skipped: 16



City of Willits Land Use Element Update - Community Survey



City of Willits Land Use Element Update - Community Survey

	NOT IMPORTANT AT ALL	SOMEWHAT NOT IMPORTANT	NEUTRAL	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Creating more neighborhood parks	5.56% 5	6.67% 6	24.44% 22	32.22% 29	31.11% 28	90	3.77
Constructing off-road pedestrian and cycling greenways	4.44% 4	5.56% 5	13.33% 12	28.89% 26	47.78% 43	90	4.10
Expanding park activities and programs	3.33% 3	1.11% 1	12.22% 11	30.00% 27	53.33% 48	90	4.29
Creating more public sculptures and monuments	27.78% 25	14.44% 13	20.00% 18	18.89% 17	18.89% 17	90	2.87
Developing new locations for outdoor events	2.22% 2	5.56% 5	24.44% 22	35.56% 32	32.22% 29	90	3.90
Revitalizing existing public spaces to expand use	1.11% 1	1.11% 1	5.56% 5	26.67% 24	65.56% 59	90	4.54

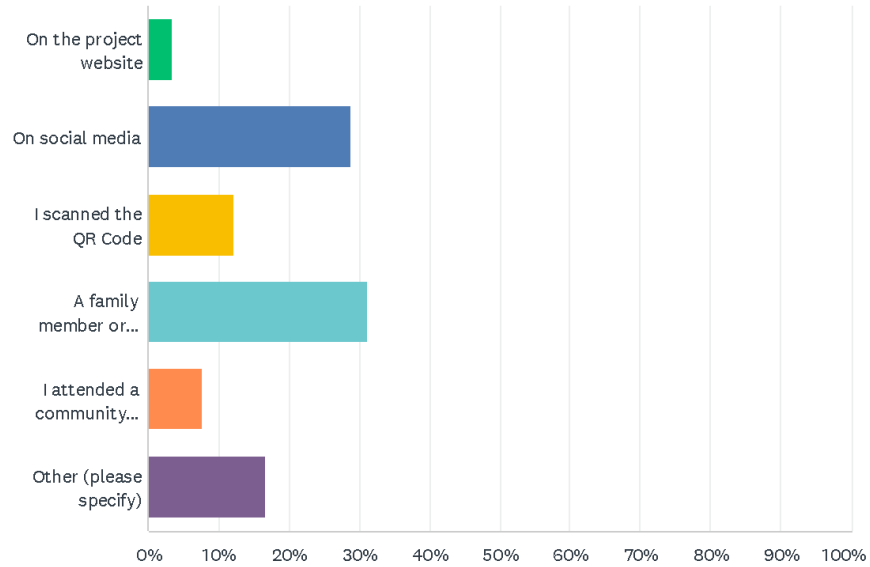
City of Willits Land Use Element Update - Community Survey

How important are the following parks or recreational opportunities? (options from very important to not important) (Other)	
1	More about preserving existing open space and natural areas within and adjacent to the City.
2	Indoor & outdoor event venues.
3	If the parks are full of homeless drug addicts, regular people won't use them.
4	Move farmers market back to city park
5	Festival site could boost economy.
6	Multi-use outdoor areas that can attract adults, families, and youth to engage in different activities simultaneously. (Ping pong, reading under shade trees, nature walks, playground, etc.)
7	A place for festivals, markets, etc that is closer to old town than the current parks are would be great, currently the only way to do that is to close down streets. Would create a more lively atmosphere if there was a location for things like street festivals and monthly art walks were able to mingle with the brick and mortar businesses.
8	pathways along the creeks would be very nice
9	The city park is ugly now that the diseased trees were removed. Those trees cause my immune suppressed body to get sick from the fungus onto the trees when you cut them down and spread it all around so I understand it was important. I'd like someone to plant new trees or make a giant public community garden there though causes it ugly now and farmers markets in the summer on cement sucks. No one wants to have a picnic in a cement parking lot. It really hurt the community moving the farmers market in the summer to a cement parking lot
10	Adding better crosswalks along main Street would greatly increase the cities walkability
11	Public outdoor open space & trails at Willits Watershed
12	Greenway are great but only if they take people where they want to go
13	We have Frontier days facility which functions great for outdoor events, use it more. We need more organized youth sports at the current facilities. An adult softball league could also bring people in community together.
14	A travesty walker lake isn't open to recreation.
15	Fairgrounds and adjoining ball fields, Carnegie Library, Arts Center

City of Willits Land Use Element Update - Community Survey

QUESTION 20. HOW DID YOU HEAR ABOUT THE LAND USE ELEMENT UPDATE COMMUNITY SURVEY?

Answered: 90 Skipped: 16



ANSWER CHOICES	RESPONSES	
On the project website	3.33%	3
On social media	28.89%	26
I scanned the QR Code	12.22%	11
A family member or friend shared a link with me	31.11%	28
I attended a community workshop	7.78%	7
Other (please specify)	16.67%	15
TOTAL		90

City of Willits Land Use Element Update - Community Survey

How did you hear about the Land Use Element Update Community Survey? (Other)	
1	I attended a community workshop. Through the somewhat limp local "grapevine". Why not do one or two big stories in the Willits weekly? At present the process seems almost secretive.
2	METALfx
3	willits weekly
4	Willits weekly
5	Newspaper
6	URL in Willits Weekly
7	Saw the flyer and it lured me in.
8	WELL- Willits Economic Localization
9	Willits Weekly
10	Chamber of Commerce
11	My boss
12	newspaper
13	Member of advisory board shared information.
14	Chamber
15	Taqueria Bravo flyer
16	Willits Weekly

City of Willits Land Use Element Update - Community Survey

QUESTION 21. DO YOU HAVE ANY ADDITIONAL COMMENTS RELATING TO THE FUTURE GROWTH AND DEVELOPMENT IN WILLITS?

QUESTION 21. DO YOU HAVE ANY ADDITIONAL COMMENTS RELATING TO THE FUTURE GROWTH AND DEVELOPMENT IN WILLITS?	
1	Whatever is done, keeping a small town vibe and coziness should be kept up! If i/we wanted big city vibes, i/we would move there. Citizens should ALWAYS have the option of input before decisions are made. This was always a tight community, but it seems like (recent) changes in politics and power hungry decision-makers are pulling it apart. A lot of old willits citizens are feeling betrayed. New modern-new vision should be for new generation cities. We are proud about from where we came, what we got and how we got here.
2	Many professional community planners consider 5,000 people to be the optimal size for a cohesive democratically well-functioning small town. Willits is that optimal size, and has the economic attribute of serving another 8-10,000 residents in the surrounding area. Willits should NOT focus on growth, in either population or physical size.
3	Please do not attract more homeless people like they have done in Ukiah.
4	An urgent care would be great Better communication from City Managers to the public Increased community collaborative efforts
5	We definitely need more affordable housing. Would be nice to have a place to go out to have cocktails that is not a bar.
6	I think the two big audiences that are targeted to breathe new life, and Willits are the local cannabis growers, who have been shut out of the market and are looking to start a new chapter with their life and represent the culture of the hills and people coming from bigger cities who are moving on to high cost of living, where they were, and wanting to live A more small town rural feel. Incentivizing businesses that cater to the romance of the back to the land culture and small town feel are a big win. There are tons of people who have lived in the hills for decades, who rarely come to town because it only caters to their necessities on their land. Town does not attract them for culture or recreation but it definitely could. Many of these same folks speak to their desire to make businesses in town, but feel that there's too much red tape and lack of supportive environment to risk it. If we can follow the lead of successful towns that create an inviting Feel, like San Luis Obispo or Ashland, we can create the environment that can feed two birds with one crumb. Getting people who are already here to spend more time in town and attracting new folks as times change.
7	Willits has the potential to be a leading example for development that is based on ecological principles, showcasing water, designing new buildings with passive design, retrofitting existing buildings to be green and enjoyable spaces to be in. And, with a focus on creating spaces that support the wellbeing of community connection and a localized economy. It's easy to follow mainstream development that ignores how water and fire move, or how nature designs systems, yet if we want to be a hub for mendocino county and a place that our community and visitors like to spend time, it is important that we design the future of our town with these principles in mind. Creating a mindful and holistic town that encourages walking, gathering, local markets, art, caring for our people, and supporting development that does more good than harm in the long term.
8	I'm sorry I'm an uneducated outsider!
9	PG&E's wood management program has left many areas of town and surrounding county lands looking awful. Piles of dead wood on the ground increases an already high fire danger. Maybe Calfire can help? Absentee owners don't maintain their properties.

City of Willits Land Use Element Update - Community Survey

QUESTION 21. DO YOU HAVE ANY ADDITIONAL COMMENTS RELATING TO THE FUTURE GROWTH AND DEVELOPMENT IN WILLITS?	
10	Infill and multi-use of existing buildings. We need to focus on the center of town and create more housing downtown which will promote the use of transit. No to mindless expansion and sprawl. Lifting parking requirements for buildings will move people to active transportation and use of transit while creating more housing.
11	Not sure Willits can support new growth without access to water (not new wells)
12	We need to embrace tourism, and act fast to create attractions. This will boost the economy and all the other dreams will become easier to fulfill. For example: A beautiful steak house on the hill where the old hospital was, with a banquet room for wedding receptions. A year round pool/gym would draw people from neighboring towns on a regular basis. Encourage Cannabis bars/gardens for adults only and invite competitions in wine/beer/cannabis industries. A huge shaded festival grounds would draw people worldwide. Some signage advertising trails, scenic route around valley, and other activities that are free to draw folks to stay overnight (boules, disc golf, skate park, fitness trails, bike trails). Historical and unusual facts posted around downtown. Centralized and comprehensive list of things to do, places to go. Guided tour vans to coast and back, to redwoods.
13	It would be wonderful to see vacant buildings restored rather than new building.
14	I would like to see a multi putouts fitness center with an indoor pool and classes for all ages. We had this type of community fitness where all ages could meet and exercise. A benefit for all. Affordable enough so it is accessibly to all.
15	I would be opposed to most expansion and focused on redevelopment of existing areas. Beautifying downtown, improved signage, making Willits the best version of itself. It will never be Fort Bragg, Ukiah, etc and needs to focus on being the best version of itself by leveraging existing resources and strengths .
16	I'd like to see Willits become a destination for holistic health services -- bringing visitors to our town to de-stress, get body work, stroll peaceful nature paths, do yoga, etc. This would bring a flow of tourists that would increase influx of money into the city without having to attract a giant box store.
17	Exley Lane should be off-limits for development. It is a riparian/wildlife corridor, and a potential floodplain. Also, many people use it as a recreational trail, walking or biking
18	More street art that is good. There are so many amazing artists locally and that travel here and to have art like in Eureka would be a beautiful addition. Also allow Taco trucks and pop-up food stand. Stop kicking all the travelers out, a hostile or campground for travelers is needed.
19	Only new and expensive (\$350-\$400,000) housing has been constructed in Willits for the last few years. Single, expensive new homes. I would like to see emphasis on providing as many low income housing that can be developed over a short lifespan. I hear businesses wanting to expand, except for the lack of housing for any new employees and that is the story over and over in this county. We've had our heads buried in the sand and those of us who were able to procure affordable housing back in the 70s shake our heads that they are now unavailable to a younger community. I believe a blend of young and old benefits all in a small town like Willits. I feel we are very remiss in not having built a proper covered structure for our weekly farmers market that is well supported and attended. Why not more smaller mobile home parks throughout the city. Singles and elders living side by side in affordable mobile units.
20	More things to do like bowling roller stakes activity
21	Not at this time

City of Willits Land Use Element Update - Community Survey

QUESTION 21. DO YOU HAVE ANY ADDITIONAL COMMENTS RELATING TO THE FUTURE GROWTH AND DEVELOPMENT IN WILLITS?	
22	Don't be afraid of growth. Work on making willits a place where people want to raise family's. Let's not turn this place solely into a retirement community rooted in old mentalities. That would be the nail in the coffin for this town.
23	We love living in Willits and think it has so much potential to expand and grow, especially for young folks wanting to start families here!
24	Willits has potential to have a beautiful Downton and be a destination for people looking to enjoy the northern California nature. At the intersection on hwy 101 and 20 there is no excuse for Willits to not be a beautiful town for people to come and visit our to live and raise a family. We should not try to force willits to be a retirement town.
25	My fear for the town of Willits is the direction being taken that seemingly would rather support the expansion of senior living space and not growth for young professionals.
26	We need a fire change for this community to expand and grow. Our current city council is hindering this request. There are too many vacant commercial buildings and not enough local enterprises. We need more youth in this city.
27	We need to bring more businesses.
28	not now
29	Willits needs jobs and housing
30	I would like the area where 101 N exit is located to become SSDI housing or housing for low income people who grew up here. I'd also like a bike path from there to the city and for the bus to stop there. Tiny homes or town hoyses would be ideal so no ones above you making noise.
31	Increasing heavy commercial and industrial zoning on the north end of town creates a disconnect between downtown and a much needed future commercial hub at the northern highway ramps and a natural progression between land uses.
32	Willits needs to expand its limits as the there has been no expansion in many years with neighborhoods abutting resources like middle and elementary school not currently within city limits. The county DOT will eventually dig ditches into sewer laterals and have already caused damage to storm drain system that inturn caused sewage damage on Locust St./Della Ave a city serviced are not within the cities preview.
33	More festivals and events such as beer tasting, music, bike riding, baseball tournaments, overlander, western theme.
34	I am from Marin County. I can honestly say that I want Willits to be like the next richest city in California! I want Willits to be just like my home town of Mill Valley. Sorry but I want to see this town crush it. We have the beauty and the good mix of sensibilities. I want to see million dollar homes on the West side of town. I want the tweakers and scumbag deplorables priced out and sent packing. I want to see expensive cars and well dressed citizens. I want our schools to be just like those inn Marin.
35	The city is way behind in the times.
36	Continuity in the colors of buildings to make for a more cohesive, looking town, and removing neon signs.
37	More nature/ less people
38	Yes, please promote this survey in our high schools and at the North County Center of Mendocino College. The voice of the youth of Willits in instrumental to this process. Creating a place our younger citizens want to stay at is the key to sustainable development.
39	More recreational activities like a softball league or a basketball league. These are extremely popular in other towns throughout the county. I have been involved in both activities that

City of Willits Land Use Element Update - Community Survey

QUESTION 21. DO YOU HAVE ANY ADDITIONAL COMMENTS RELATING TO THE FUTURE GROWTH AND DEVELOPMENT IN WILLITS?	
	happen in Ukiah, and have seen teams from Fort Bragg, Covelo, and Laytonville commuting to play in these leagues, so the opportunity to get the teams involved from elsewhere is possible.
40	none
41	no
42	NO
43	I want to see Willits thrive. I've lived here for 15 years and really love the place, but can see it struggling now. Housing especially is a huge issue. The cost of rentals and availability of rentals is through the roof right now and the cost-of-living is extremely high but we've lost the number one industry that sustained our community. People are really struggling to make ends meet and it's having an impact on our town. Also, we need a wider variety of places to eat. Too many Taquerias and not enough other options. I really miss the Purple Thistle.
44	Support growth that maintains the small, local character and quality of life that makes Willits unique. Build on local agricultural and forest products resources.
45	I would love to see mountain biking tourism be seriously considered by Willits.
46	The southern Great Redwood Trailhead will be in Willits. This along with a trail network at the Willits Watershed (connected to Willits by the rail trail) would be an enormous recreational tourism draw. It would support outdoor shops, restaurants, hotels... pretty much all of the local businesses.
47	Create a volunteer or paid group to work with the city in this process or better communication outreach if there already is one.
48	IMO, This is a critical inflection point in which Willits can plan a value oriented civic environment that invites the populace and VISITORS to participate. Or we devolve.
49	I hope we can include food trucks and new eating options, increase interest in restoration and vision (and to seduce an investor for our town) like the woman restoring the Palace in Ukiah, I hope for a Trader Joe's, bike lanes OFF of main street and our absolutely necessary our center turn lane PUT BACK, and housing to be created offering new life, motivation and excitement to come to our valley.
50	Pedestrian safety could improve in brooktrails
51	You should study what Portland did with the group called "City Repair".
52	The need to annex additional land to the city
53	The City Of Willits can't afford to properly maintain existing infrastructure. I know for a fact that there are miles of failing storm drains due to decayed CMP pipe spend the time, effort and money on existing infrastructure the roof on City Hall is a classic example
54	Work with county to ease permitting in surrounding areas, allowing family's to stay in the area and support the Willits economy. The only reason we are not in economic ruin was the utility company bringing in hundreds of out of state workers the last couple years. With no cannabis money and not near as much work required for the out of area utility workers, I believe it is going to an extremely tough few years for all the businesses in the area.
55	Have to encourage grant applications and coordination among community stakeholders to improve community connectivity and improvement.

City of Willits Land Use Element Update - Community Survey

QUESTION 22. ARE THERE ANY ADDITIONAL THOUGHTS YOU WOULD LIKE TO ADD AS WILLITS CONSIDERS DRAFTING GOALS, POLICIES, AND IMPLEMENTATION PROGRAMS FOR THE LAND USE ELEMENT UPDATE?

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1	Just keep it simple, real and true to Willits. And don't forget to keep asking us for input. Maybe 1 or 2 big outside info board, nicely framed behind glass, in 2 different location for the public to see; like City Hall and maybe post office area?
2	Regarding answer to question 18: Though we should think of how to make walking and biking around Willits more appealing. The opportunity to walk and bike exist (sidewalks; neighborhood streets, bike lane on main), but we need more "shortcuts". But why walk and bike when there is so little traffic and always handing parking?
3	Showcase our water ways, make botanical sanctuaries, develop walkways, and trails through and around town, incentivize natural building from local materials related to fire prevention, and making new buildings/retrofits adhere to a craft culture feel over metal and concrete buildings. Think about what our great great grand children world inherit as the legacy we start to create now.
4	Please focus on water and fire and how they move on the landscape and impact of town and surrounding area. Our community needs a focus on a local economy that is regenerative and not extractive. Please make changes considering the long term well being of our community and ecosystems that we live in. Outdoor spaces that are beautiful and create values of care and connections.
5	In my opinion you would have more people fixing up their houses in this community if you did not make them do so many things that cost them more money than what they originally planned to do. Like sidewalks in front of their house or underground power or sprinkler system those add quite a bit of cost to a project just a thought feel free to contact me with any questions Paul Riley
6	please keep aesthetics in mind. so much of our town has become unsightly, litterstrewn, not maintained. lets instill some pride in our environment!
7	Break it down into smaller topics. If too broad, it may not launch at all. Prioritize. Get public input before implementation. Keep it simple. Act fast. Maintain the quaint artsy style of our local culture. Retain the beauty of pastureland. No Big Box. Keep McDonalds, Taco Bells in South end. Keep industrial out of town limits.
8	Willits could use an Urgent Care health service. This would provide after hour and weekend care or when private doctor is not available. Helping to keep people out of ER and healthcare cost down. Perhaps AH could provide this???
9	I think a major emphasis should be helping middle-school and high-school youth develop basic work skills (punctuality, customer service, good attitude) so that they can feed into the local economy both in temporary and permanent positions. Maybe an internship program to help in the Land Use Department so students help the town while gaining job skills that will help them contribute to the city if they stay in (or return to) their home town. A business incubator could function with a youth component. We need something to help people who want to contribute to be able to contribute so we can lift all boats.
10	I would not like to see the bypass exits become gas station/convienence store locations. It would further kill the Willits downtown, and potential tourist traffic. I would like to see an area

City of Willits Land Use Element Update - Community Survey

QUESTION 22. ARE THERE ANY ADDITIONAL THOUGHTS YOU WOULD LIKE TO ADD AS WILLITS CONSIDERS DRAFTING GOALS, POLICIES, AND IMPLEMENTATION PROGRAMS FOR THE LAND USE ELEMENT UPDATE?	
	downtown closed to vehicle traffic, such as what happens on 4th of July, for the hometown festival and other events.
11	Please don't let corporations come in and take over and turn willits into Ukiah. Ukiah is becoming Santa Rosa and it doesn't have the same "vibe" we have in Willits-let's not kill the spirit of Willits because some asshole thinks we need more than one Starbucks. I grew up here and am now raising my child here, please don't let willits become dead or so expensive we have to leave, like a lot of people....
12	It's really too late in this community to think about establishing a industrial park. Instead, we have industries that are Helter skelter throughout our residential streets. And amongst all this planning, we can't let our eyes drift too far from how climate change will be affecting how we all live. From the discontinuance of fossil fuels, forbidding the use of wood burning stoves in the city (a big contributor of air pollution), what type of materials we use to build our homes, solar panels. Technology is there for us to embrace and develop a sustainable future. We need to be using as many recyclable materials available for our use. And these atmospheric rivers of rain are threatening all of our cities with inundating our homes and businesses. Willits has a lot of potential flooding creek areas that run throughout our city.
13	No thank you
14	Please try to focus on anything that makes this community more attractive to young people and family's.
15	Change zoning requirements, allow food trucks, encourage new businesses.
16	not now. thank you
17	The government needs to get out of the way, but good luck with that. And two many of the old guard do not want any change at all.
18	I'd like there to be some way we can invest in developing housing that gives a financial return. So if I get an inheritance which disqualifies me from housing I can put that money into building housing and have the return count as income so I qualify for housing and help others have housing. This thing where over 2k in assets disqualifies you from all low income housing make it so we're stuck in boxes. We should be able to save money and or inherit money and use that money to build or invest in permanent housing so we're one day not dependent. No one wants to be dependent. Especially those who worked 15+ years and did their best and are diseased cause Willits didn't get all us kids who were poisoned and had no say in the lawsuits against Remco health insurance for life. Remco fucked us up and we were too young for anyone to care what we thought.
19	Smooth land use transitions in future zoning mapping. Many vacant commercial buildings are a clear result of money laundering operations and property owners who are willing to sacrifice a positive and vibrant downtown for exorbitant rental rates on short term arrangements. There is plenty of water but the quality of delivered tap water continues to degrade. Is the emphasis placed on art by City policy bringing people and investment into this town or are we sacrificing improvements to our quality of life to subsidize art for the sake of a few vocal residents?
20	Keep our rural values but bring a future that allows children and grandchildren the opportunity to stay in the town that made their views of small town ideal and relationship a vital part of their wellbeing. So expand your lines convert Remco site from industrial to community friendly multi residential or commercial use and end the eyesore at the arch. Find places and resources to make our community welcoming to those that want so desperately return to being residents of

City of Willits Land Use Element Update - Community Survey

QUESTION 22. ARE THERE ANY ADDITIONAL THOUGHTS YOU WOULD LIKE TO ADD AS WILLITS CONSIDERS DRAFTING GOALS, POLICIES, AND IMPLEMENTATION PROGRAMS FOR THE LAND USE ELEMENT UPDATE?	
	our town and make Willits just a little bit better as the City has proven time and time again it can do with less and when the people vote for more they don't do the Ukiah frivolous method, they also work with Brooktrails so much better than the county or Ukiah with other special districts.
21	Should make western theme and year round attraction like a wild western town front. Could put one in near the baseball and soccer fields. Have the black Bart folks do skits and walk around in western decor. Blacksmith shop etc. Take more advantage of the rodeo grounds with music fests. Put in another disc golf course. Incorporate the skunk train into more things. Bring up the Thomas the train for kids events. Beer train, wine train etc. Advertise more and put up signs along the highway. Water park? More campgrounds. More available public land to use such as the bypass mitigation lands. Make trails on it and wildlife viewing areas.
22	I think it would be wise for the city to annex any land that exists up to the western border of the bypass. I think this should be the first land to be developed further. Leave the east side of the bypass rural and open space.
23	Get with the times.
24	A focus on education and opportunities for recreation and community building is key. Please limit big box stores and strip mall growth. Staying unique is what will draw tourism and get people heading to the coast on Hwy 20 to stop in our town and spend money here.
25	It would be nice to have a city recreation website that was updated daily to know what events are happening. Unfortunately, Facebook is the main source to find events like this and they are spread on multiple profiles. It would be nice if the city had a designated webpage in the community section https://cityofwillits.org/27/Community .
26	I believe that there should be a better relationship with Brooktrails and that the two entities should share and support their respective needs/goals.
27	no
28	NO
29	Parks and recreation are also important and a draw to our community. We have beautiful nature.
30	Involve young people in City planning and government activities.
31	We NEED a parks and rec dept.
32	The Willits Watershed could be a gem for residents and visitors. Locals have to go elsewhere (and spend money elsewhere) for recreation. It could support outdoor events, races, and be a huge benefit for local businesses.
33	Identify underlying civic and design values first. Unlikely your real constituency is answering this long survey. Integration of traditional and best-future town, commons conscious, design
34	Please remember Willits town development must start and end at the Bypass on and off ramps. Hwy 20 splits off a number of people from seeing all of Willits.
35	Feels pretty covered.
36	Yes, the new housing development near willow street folded to developers and deleted the entire sidewalk next to the existing neighbors in order to squeeze in one more cookie cutter housing unit on a tiny suburban lot. Not a way to be a good neighbor. Making a couple extra thousand dollars for one already wealthy family to make existing families lives less safe and more polluted by sound and exhaust every day of their lives.
37	Beautification of Willits, slow traffic down in the south of town
38	Be good stewards of the tax payers money it is not yours

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39 | Recreation complex (swimming pool, racquet, tennis and ball courts, studio).