



CITYWIDE MAIL-IN SURVEY RESPONSE SUMMARY

The City distributed a mail-in survey to all households and businesses in St. Helena. The survey built on the questions included in the Town Hall meeting polling sessions, with additional questions identified by the City. The surveys were distributed in both English and Spanish. The City received 465 completed surveys. A tabulation of the survey results is presented below. Please note that not all surveys were fully complete and so total responses may vary by question. A sample survey is attached for your reference.

SURVEY RESPONSES

	Responses	Percent
1. Where is your primary residence located?		
In St. Helena	447	97%
Outside St. Helena	15	3%
Total	462	100%

2. Do you rent or own your residence?		
Own	403	86%
Rent	63	14%
Total	466	100%

3. How many years have you lived in St. Helena?		
0-4	32	9%
5-9	56	16%
10-14	68	20%
15 or more	185	54%
Business/work	0	0%
Total	341	100%

4. What is your age?		
Under 18	0	0%
18-24	2	0%
25-34	19	4%
35-44	48	10%
45-54	95	21%
55-64	109	24%
65 or older	188	41%
Total	461	100%

	Responses	Percent
5. How many children (ages 0-17) live at home?		
0	238	78%
1	28	9%
2	23	8%
3 or more	16	5%
Total	305	100%

6. Which of the following General Plan Update events did you attend? (check all that apply)		
Attended a General Plan Update Steering Committee meeting(s)	64	9%
Attended a community workshop(s)	80	11%
Attended a City Council hearing	80	11%
Attended a Planning Commission hearing	54	7%
Attended a Town Hall Meeting on April 10, 2010	79	11%
Attended a Town Hall Meeting on May 8, 2010	87	12%
I did not attend any General Plan meetings	283	39%
Total	727	100%

7. Complete the pedestrian and bicycle network.		
Agree	323	59%
Somewhat Agree	161	29%
Somewhat Disagree	20	4%
Disagree	28	5%
No opinion	18	4%
Total	550	100%

8. Create safe routes to schools.		
Agree	319	69%
Somewhat Agree	0	20%
Somewhat Disagree	9	2%
Disagree	23	5%
No opinion	20	4%
Total	461	100%

	Responses	Percent
9. Implement traffic calming measures such as traffic circles, striping, bulb-outs and street trees.		
Agree	184	41%
Somewhat Agree	116	27%
Somewhat Disagree	45	13%
Disagree	83	15%
No opinion	24	4%
Total	452	100%

10. Increase the use of shuttles and public transit.		
Agree	217	47%
Somewhat Agree	120	26%
Somewhat Disagree	60	13%
Disagree	53	11%
No opinion	14	3%
Total	464	100%

11. Provide more parking Downtown.		
Agree	190	41%
Somewhat Agree	124	27%
Somewhat Disagree	59	13%
Disagree	69	15%
No opinion	18	4%
Total	460	100%

12. Do you believe that circulation improvements are needed on the east side of the City?		
Yes	216	47%
Yes, with qualifications (please be specific)	38	8%
No	162	35%
Don't know	44	10%
Total	460	100%

	Responses	Percent
13. The Circulation Element proposes an extension of Adams Street east to Starr Avenue where it would connect to an extension of Starr Avenue north to Adams Street. Do you agree with this extension?		
Yes	221	51%
Yes, with qualifications (please be specific)	20	5%
No	173	40%
Don't know	23	5%
Total	437	100%

14. The Circulation Element proposes a new roadway connection to Mills Lane. There are three proposed options for the location of this extension. Please indicate which, if any, of the following locations is the preferred location for this connection.		
College Avenue (A)	91	21%
Starr Avenue (B)	120	28%
Allison Avenue (C)	37	9%
No new roadway extension is needed	185	43%
Total	433	100%

15. The Circulation Element proposes the construction of a bicycle and pedestrian bridge over Sulphur Creek on the west side of the highway. Do you agree with this construction?		
Yes	232	52%
Yes, with qualifications (please be specific)	28	6%
No	156	35%
Don't know	34	8%
Total	450	100%

16. Alternatively, the Circulation Element proposes an extension of Oak Avenue from Mitchell Avenue to Grayson Avenue, with a bridge over Sulphur Creek. Do you agree with this extension?		
Yes, for bicycle and pedestrian use only	147	33%
Yes, for bicycle, pedestrian and auto use	190	43%
No	83	19%
Don't Know	22	5%
Total	442	100%

	Responses	Percent
<p>17. The Circulation Element has identified that a new connection to the Silverado Trail could help relieve congestion on Hwy 29. There are two proposed locations for this connection. Please indicate which, if any, of the following locations is the preferred location for this connection.</p>		
Adams Street (A)	190	41%
Mills Lane (B)	72	15%
No new roadway extension is needed	122	26%
Consider a different option, such as a second bridge at Pope Street.	81	17%
Total	465	100%

<p>18. Due to a combination of drought conditions and regulatory restrictions (imposed by ourselves and others), the City of St. Helena has been in Phase II water regulations for more than a year. Phase II regulations include conservation measures which mandate landscape irrigation only three days per week, etc. these measures are intended to reduce water use by a minimum of 10%. How do Phase II regulations affect you?</p>		
It's not a problem at all	156	35%
It's a minor inconvenience	146	32%
I feel moderately inconvenienced	81	18%
It's a significant imposition on me	67	15%
Total	450	100%

<p>19. Phase III-V water regulations include voluntary and mandatory measures intended to reduce water consumption by 15-40%. Research indicates that the city should expect to be in Phase III or greater about 1 year out of every 10 years. If that frequency increased to 1 ½ times out of every 10 years, this would:</p>		
It's not a problem at all	71	16%
It's a minor inconvenience	133	30%
I feel moderately inconvenienced	123	28%
It's a significant imposition on me	120	27%
Total	447	100%

	Responses	Percent
20. What water conservation measure is most appropriate for St. Helena residents?		
Require drought tolerant landscaping	50	11%
Alternate days for landscape watering	162	36%
Encourage on-site rainwater catchment	69	15%
All of the above	138	30%
None of the above	36	8%
Total	455	100%

21. Should St. Helena expand the Urban Limit Line to accommodate potential future housing needs?		
Yes	77	17%
Yes, with qualifications (please be specific)	31	7%
No	312	69%
Don't know	35	8%
Total	455	100%

22. Permit housing on existing parcels zoned for residential uses within the Urban Limit Line (i.e. infill).		
Yes	201	45%
Yes, with qualifications (please be specific)	160	36%
No	64	14%
Don't know	21	5%
Total	446	100%

23. Allow housing to be mixed with commercial uses at vacant or underutilized locations Downtown.		
Yes	266	59%
Yes, with qualifications (please be specific)	66	15%
No	95	21%
Don't know	21	5%
Total	448	100%

24. Accommodate potential housing units on existing residential lots (i.e. granny flats).		
Yes	222	49%
Yes, with qualifications (please be specific)	128	29%
No	76	17%
Don't know	23	5%
Total	449	100%

	Responses	Percent
25. Which of the following strategies do you think represents the preferred housing direction for St. Helena? (Choose one)		
Expand the Urban Limit Line to create more room for additional housing.	43	9%
Permit housing on existing parcels zoned for residential uses within the Urban Limit Line.	142	29%
Allow housing to be mixed with commercial uses at vacant or underutilized locations Downtown.	185	38%
Accommodate potential housing units on existing residential lots (i.e. granny flats).	81	17%
None of the above	39	8%
Total	490	100%

26. The City owns a parcel on Adams Street north of Library Lane. What are the appropriate uses for this parcel?		
Community facilities (e.g. City Hall, community center, library expansion)	179	34%
Commercial	29	6%
Residential (i.e. affordable housing)	68	13%
Agriculture	108	20%
A mix of the above uses	132	25%
None of the above	11	2%
Total	527	100%

27. Would you support a proposal to be placed on a future voter ballot to increase the sales tax rate in St. Helena by 0.5%, for a period of five years, in order to generate approximately \$1M in new annual revenue to support general City services and programs?		
Yes	189	42%
No	214	48%
Don't Know	47	10%
Total	450	100%

SECTION I: RESPONDENT PROFILE

Tell us about yourself!

1. Where is your primary residence located?

- In St. Helena
- Outside St. Helena

4. What is your age?

- Under 18
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 or older

2. Do you rent or own your residence?

- Own
- Rent

5. How many children (ages 0-17) live at home?

- 0
- 1
- 2
- 3 or more

3. How many years have you lived in St. Helena?

- 0 – 4
- 5 – 9
- 10 – 14
- 15 or more

6. Which of the following General Plan Update events did you attend? (check all that apply)

- Attended a General Plan Update Steering Committee meeting(s)
- Attended a community workshop(s)
- Attended a City Council hearing
- Attended a Planning Commission hearing
- Attended the Town Hall Meeting on April 10, 2010
- Attended the Town Hall Meeting on May 8, 2010
- I did not attend any General Plan meetings

SECTION II: CIRCULATION

St. Helena residents have expressed concern about the negative effects of automobile traffic and congestion in the City. The Circulation Element of the draft St. Helena General Plan includes a number of goals and policies to address these concerns and improve how St. Helenans move through the City.

Please indicate your level of agreements with the following circulation improvement actions:

	Agree	Somewhat Agree	Somewhat Disagree	Disagree	No Opinion
7. Complete the pedestrian and bicycle network.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Create safe routes to schools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Implement traffic calming measures such as traffic circles, striping, bulb-outs and street trees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Increase the use of shuttles and public transit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Provide more parking Downtown.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Please help the City identify which circulation improvement action is the highest priority for St. Helenans. From the list below, please choose the action that you believe is most important to improving circulation in St. Helena.

- Complete the bicycle and pedestrian network.
- Create safe routes to schools.
- Implement traffic calming measures.
- Increase the use of shuttles and public transit.
- Provide more parking Downtown
- None of the above

PROPOSED ROADWAY EXTENSIONS

In addition to the above improvement actions, the Circulation Element proposes a number of roadway extensions that aim to improve internal circulation within St. Helena and reduce the impact of congestion on Hwy 29. The following questions address the proposed roadway extensions. Please refer to the Proposed Roadway Extensions map on page 3 for the specific location of each of the following extensions.

13. Do you believe that circulation improvements are needed on the east side of the City?

- Yes
- Yes, with qualifications (please be specific)

- No
- Don't Know

16. The Circulation Element proposes the construction of a bicycle and pedestrian bridge over Sulphur Creek. Do you agree with this construction?

- Yes
- Yes, with qualifications (please be specific)

- No
- Don't Know

14. The Circulation Element proposed an extension of Adams Street east to Starr Avenue where it would connect to an extension of Starr Avenue north to Adams Street. Do you agree with this extension?

- Yes
- Yes, with qualifications (please be specific)

- No
- Don't Know

17. The Circulation Element proposes an extension of Oak Avenue from Charter Oak Avenue to Grayson Avenue. Do you agree with this extension?

- Yes, for bicycle and pedestrian use only
- Yes, for bicycle, pedestrian and auto use
- No
- Don't Know

15. The Circulation Element proposes a new roadway connection to Mills Lane. There are three proposed options for the location of this extension. Please indicate which, if any, of the following locations is the preferred location for this connection.

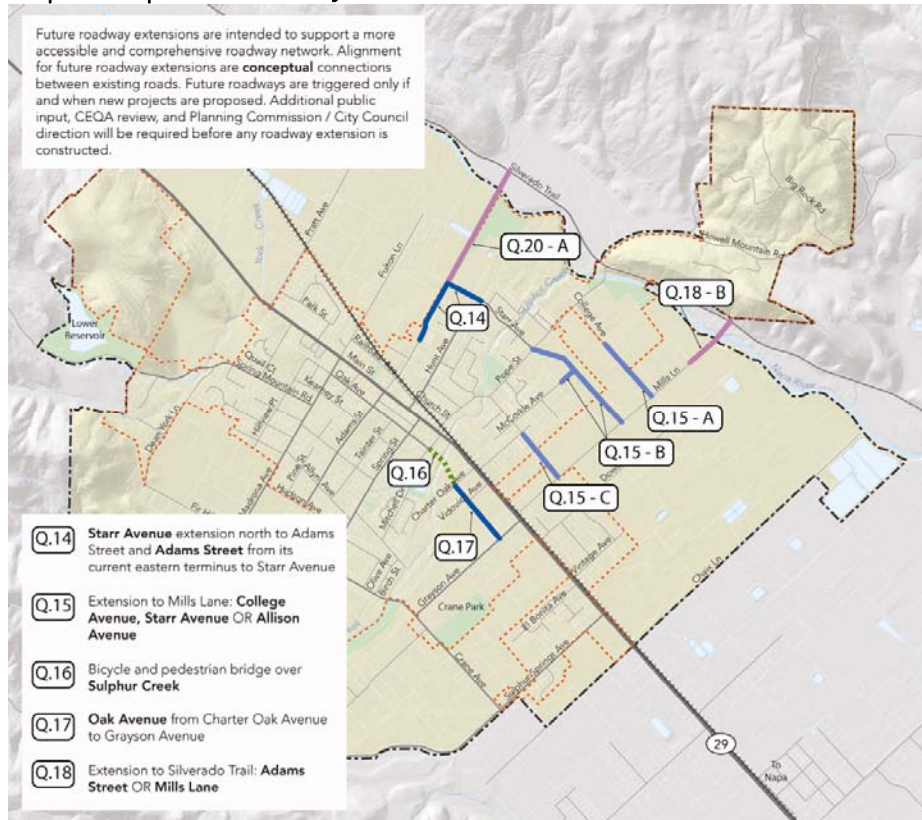
- College Avenue (A)
- Starr Avenue (B)
- Allison Avenue (C)
- No new roadway extension is needed

18. The Circulation Element has identified that a new connection to the Silverado Trail could help relieve congestion on Hwy 29. There are two proposed locations for this connection. Please indicate which, if any, of the following locations is the preferred location for this connection.

- Adams Street (A)
- Mills Lane (B)
- No new roadway extension is needed

To read the draft St. Helena General Plan Update or to see summaries of the Town Hall Meetings, go to the General Plan website:
www.sthelena2030.com.

Map 1: Proposed Roadway Extensions



SECTION III: PLANNING FOR THE CITY'S FUTURE

PLANNING FOR ST. HELENA'S FUTURE WATER NEEDS

St Helena has 3 sources of potable water: Bell Canyon Reservoir, groundwater wells, and water purchased from the City of Napa. The amount of water that can be used from Bell Canyon Reservoir is limited by permit from the State. The amount of water that can be used from the City of Napa is limited by contract. The City limits the use of ground water by resolution in an effort to reduce any potential impacts to groundwater available to agriculture. Recent studies have identified residential water use in St Helena to be higher than other local municipalities and that conservation measures, if implemented, would address the water availability concerns and could allow more flexibility in planning the future of the community.

19. What water conservation measure is most appropriate for St. Helena residents?

- Require drought tolerant landscaping
- Alternate days for landscape watering
- Encourage on-site rainwater catchment
- All of the above
- None of the above

PLANNING FOR ST. HELENA'S FUTURE HOUSING NEEDS

To comply with State housing requirements, St. Helena must accommodate additional housing units. Please answer the following questions to help identify preferred directions to meet St. Helena's future housing needs. The 1993 St. Helena General Plan established an Urban Limit Line that restricts where new development can occur and seeks to protect agricultural lands in St. Helena. Extending the Urban Limit Line boundary would create new land for housing.

20. Should St. Helena expand the Urban Limit Line to accommodate potential future housing needs?

- Yes
- Yes, with qualifications (please be specific) _____
- No
- Don't Know

The following policy options provide additional ways for St. Helena to meet the State housing requirements without extending the Urban Limit Line.

Please indicate your level of agreement with the following strategies to accommodate additional housing units.

	Yes	Yes, with qualifications	No	Don't Know
21. Permit housing on existing parcels zoned for residential uses within the Urban Limit Line (i.e. infill). Qualifications, if noted _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Allow housing to be mixed with commercial uses at vacant or underutilized locations Downtown. Qualifications, if noted _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Accommodate potential housing units on existing residential lots (i.e. granny flats). Qualifications, if noted _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. Which of the following strategies do you think represents the preferred housing direction for St. Helena? (Choose one)

- Expand the Urban Limit Line to create more room for additional housing.
- Permit housing on existing parcels zoned for residential uses within the Urban Limit Line.
- Allow housing to be mixed with commercial uses at vacant or underutilized locations Downtown.
- Accommodate potential housing units on existing residential lots (i.e. granny flats).
- None of the above

25. The City owns a parcel on Adams Street north of Library Lane. What are the appropriate uses for this parcel?

- Community facilities (e.g. City Hall, community center, library expansion)
- Commercial
- Residential (i.e. affordable housing)
- Agriculture
- A mix of the above uses
- None of the above

PLANNING FOR ST. HELENA'S FUTURE PUBLIC SERVICE AND PROGRAMS NEEDS

The City of St. Helena has experienced a recent drop in revenue which has impacted our ability to provide the services and programs residents expect and desire. Until the current recession is behind us, it will be increasingly difficult to maintain our streets and parks, provide police and fire protection, preserve library services and continue to offer recreation programs to the community. It is the desire of the City Council to avoid the kinds of cuts in services that neighboring communities have experienced.

26. Would you support a proposal to be placed on a future voter ballot to increase the sales tax rate in St. Helena by 0.5%, for a period of five years, in order to generate approximately \$1M in new annual revenue to support general City services and programs?

- Yes
- No
- Don't Know