

Battle Ground Roadmap Community Survey Results (September 2018)

- **2,002 surveys completed:** 1,685 submitted online, 317 on paper.
- **Where do survey respondents live? Battle Ground (98604)!** 77% of those who provided a zip code are from that single area. The five other leading zip codes are also nearby: 98675, 98682, (with much smaller percentages) 98606, 98629, 98662.
- **“Town & Country” is the most popular Future Direction, with more than half (~52%) of survey respondents choosing it as their favorite.** “Family-Friendly Enclave” is second favorite at just over 23%, followed by “Gateway to Outdoor Adventure” and “Future Forward”—at 12% and 9% respectively.

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| <i>“Town and Country”</i> | 52% |
| <i>“Family-Friendly Enclave”</i> | 23% |
| <i>“Gateway to Outdoor Adventure”</i> | 12% |
| <i>“Future Forward”</i> | 9% |
| <i>“None of the Above”</i> | 4% |

- **All four Future Directions are strongly supported**
 - **Over 93% of survey respondents love or would support the “Town & Country” direction.** This vision receives the most “love this vision” votes and the fewest “wrong direction” votes.

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| Love this vision! It is going in the right direction. | 79% |
| Not my vision, but would support it. | 14% |
| This is going in the wrong direction. | 6% |
 - **Almost 86% of survey respondents love or would support the “Family-Friendly Enclave” direction.**

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| Love this vision! It is going in the right direction. | 62% |
| Not my vision, but would support it. | 23% |
| This is going in the wrong direction. | 14% |
 - **Approximately 86% of survey respondents love or would support the “Gateway to Outdoor Adventure” direction.**

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| Love this vision! It is going in the right direction. | 55% |
| Not my vision, but would support it. | 31% |
| This is going in the wrong direction. | 14% |

- **Over 72% of survey respondents love or would support the “Future Forward” direction.** However, this vision receives the most “wrong direction” votes and the fewest “love this vision” votes.

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| Love this vision! It is going in the right direction. | 43% |
| Not my vision, but would support it. | 29% |
| This is going in the wrong direction. | 28% |

- Survey respondents were given the opportunity to submit comments about each Future Direction. “Identity” – “Growth” – and “Well-Being” are the focus areas mentioned most often, with several themes emerging throughout:

- **Battle Ground should maintain and foster its small town identity.** Many commenters suggest the small town identity could be strengthened by encouraging and supporting local business, as well as beautifying the city.

- *No matter how big BG gets population-wise, we would like it to keep its small town roots and feel. It’s why we moved here.*
- *I love the idea of keeping Battle Ground as authentic as possible! We started off as a small, rural town and just because we have a lot of newcomers moving here doesn’t mean we need to change our identity!*
- *Battle Ground is different than the big city of Portland or Vancouver, and needs to stay different. It would be unwise to turn Battle Ground away from its heritage of small rural town with a main street.*
- *Would only ask that small, unique, local, independent businesses are given HIGH priority...as opposed to businesses like Red Robin, Wal-Mart, etc.*
- *I would love to see old town Battle Ground, a destination, beautiful and welcoming with boutique shops and restaurants. Lots of flower planters, quaint lights, signs, park benches and picnic tables.*
- *Sidewalks, streets and some of the buildings look very run down and dirty. I would love to see some remodeling/restoration. It should all still have that old or small town look, but also clean and accessible by pedestrians.*

- **Battle Ground’s growth is concerning.** Commenters are troubled by increases in population, the rate of building, and how Battle Ground’s infrastructure—especially roads and resultant traffic—will absorb the growth.

- *Please do NOT bring more people here, there are already too many!*
- *The town is growing way too fast. Building needs to stop. We are losing our small town.*
- *Any aggressive growth plan is absolutely not what residents want. Most of us live here to escape the busy and crowded alternatives of Vancouver and Portland.*

- *Overcrowded with too many developments being built without the infrastructure to support it.*
 - *It's ironic that the survey is called "Roadmap". No vision can come to fruition with the traffic hindered. The roads currently barely accommodate the current need.*
 - *I would love to slow the growth.*
- **Indicators of Battle Ground's well-being—strong schools, pleasant outdoor spaces, and abundant recreation amenities—are valued by respondents and should be funded.** Respondents express their support for schools, but worry about funding. Also mentioned is strong backing for parks and outdoor activities—some respondents would like to see more in Battle Ground. Desire for a pool and/or a YMCA-style recreation center is also mentioned throughout the comments.
 - *Better schools and parks generate a better community.*
 - *We MUST have TOP schools to attract solid families and businesses. This needs to be a priority.*
 - *I'd love to see the school levy and bond pass. We need to get the schools in working order.*
 - *It should be noted that the schools need the community to pass bonds and levies. Perhaps the planners can do some work with getting the community to understand the huge need for this?*
 - *Would love to see more parks in the area. Lewisville and Battle Ground Lake have been the only parks in the area and they are becoming crowded.*
 - *More trails! See what's possible to connect more trails and provide a whole network of multi-use trails across the city and area.*
 - *It would be nice to have more money poured into parks and recreation in Battle Ground.*
 - *We really need a recreation center with a pool! What ever happened with the YMCA coming here?*
- **The leading “projects” volunteered in many participants’ comments include:**
 - Well supported schools
 - Roads/traffic
 - Parks & recreation
 - Recreation center/pool/YMCA
 - Old Town/downtown
 - Arts & entertainment

- **Young respondents have a somewhat different outlook**, with more leaning toward the “*Outdoor Adventure*” and “*Future Forward*” directions.

| | All | Students |
|-------------------------------------|------------|-----------------|
| <i>Town and Country</i> | 52% | 36% |
| <i>Family Friendly Enclave</i> | 23% | 16% |
| <i>Gateway to Outdoor Adventure</i> | 12% | 30% |
| <i>Future Forward</i> | 9% | 12% |

The character of students’ comments is similar to other respondents, with a bit more emphasis on parks, outdoor recreation and schools.

- **Three-quarters of survey respondents are Battle Ground area residents.***

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| Battle Ground area residents | 78% |
| Live/work outside Battle Ground, but shop/dine/visit the City | 18% |
| Work in Battle Ground | 16% |
| Battle Ground business owner/operator | 8% |
| Student | 4% |
| Other | 9% |

*But there are also some from Alaska, Arizona, California and New Jersey!

- **Respondents want to stay involved** Of the 2,002 survey respondents, 859 (43%) ask to receive email updates about the Battle Ground Roadmap process.