

Bridgeport Community Survey Results

Overview

The City of Bridgeport received a CBDG grant in order to complete a Community Revitalization Plan for the SR-173 Corridor. Part of this revitalization effort was to conduct a community wide survey. On April 23, 2020 the City mailed an English and Spanish survey to the City's 466 property owners. The survey was also posted online through the City's website and social media accounts such as Facebook. News releases went out on April 14 to local newspapers and radio stations. The City received a total of 196 responses to the 14 question survey - resulting in the following summary.

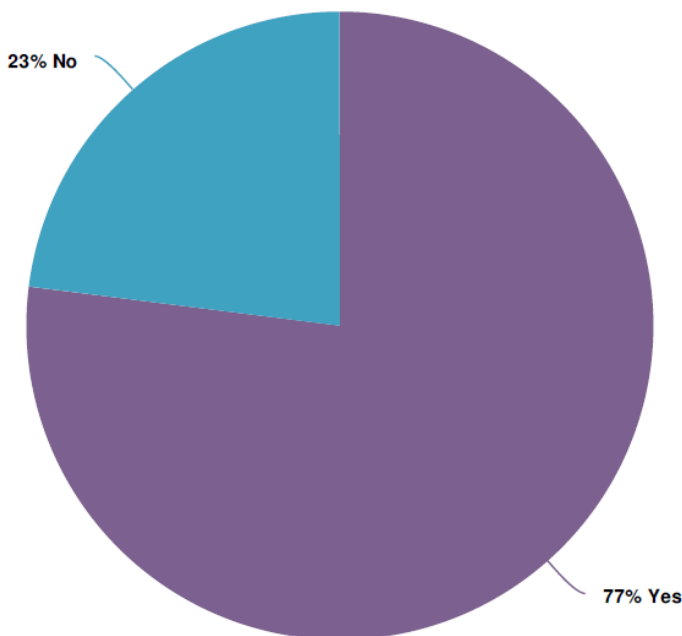


Figure 1: Question 1: Do you Live in Bridgeport?

1. Do you live in Bridgeport?

Question 1 of the Survey asked respondents if they live in Bridgeport. 77% reside in Bridgeport and 23% live outside of the City. See Figure 1.

2. How many blocks from downtown Bridgeport do you live?

Question 2 asked respondents who live in Bridgeport how many blocks away from the downtown (SR-173 corridor) they reside. The majority of respondents (42%) live 5 blocks or more away from the downtown. Another 32% live 3-5 blocks away, and 18% at 1-2 blocks away. 8% of the respondents reside downtown. See Figure 2 on the following page.

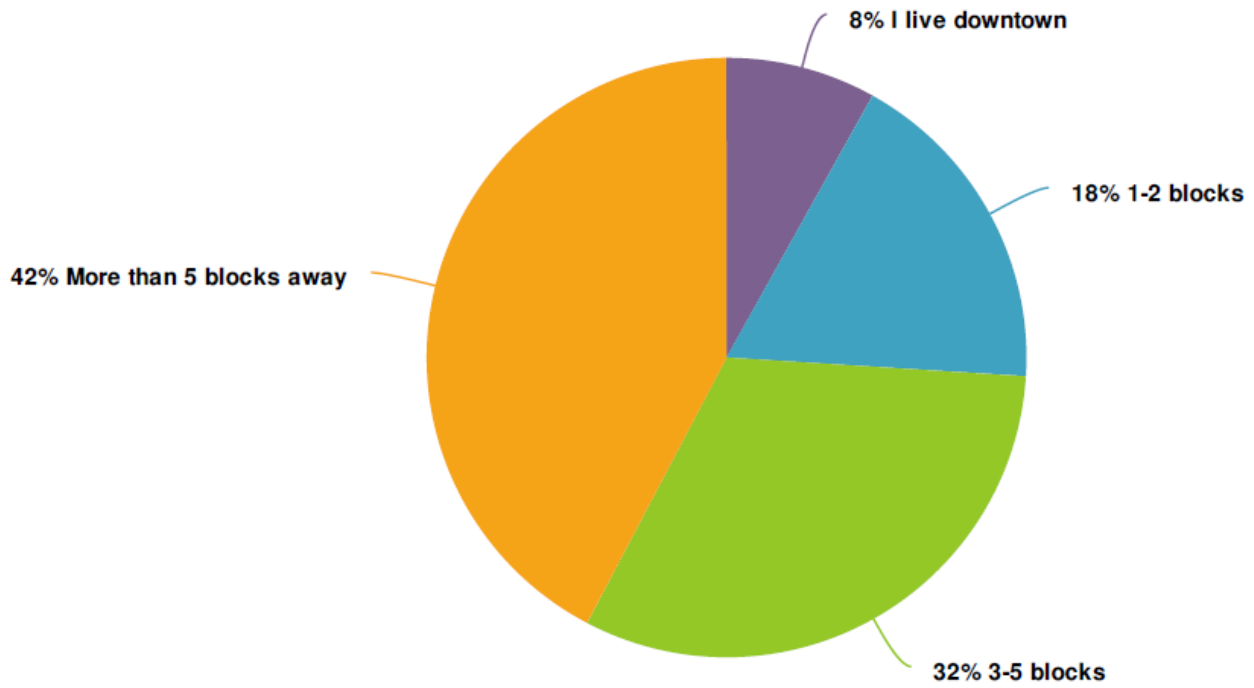


Figure 2: Question 2: How many blocks from downtown Bridgeport do you live?

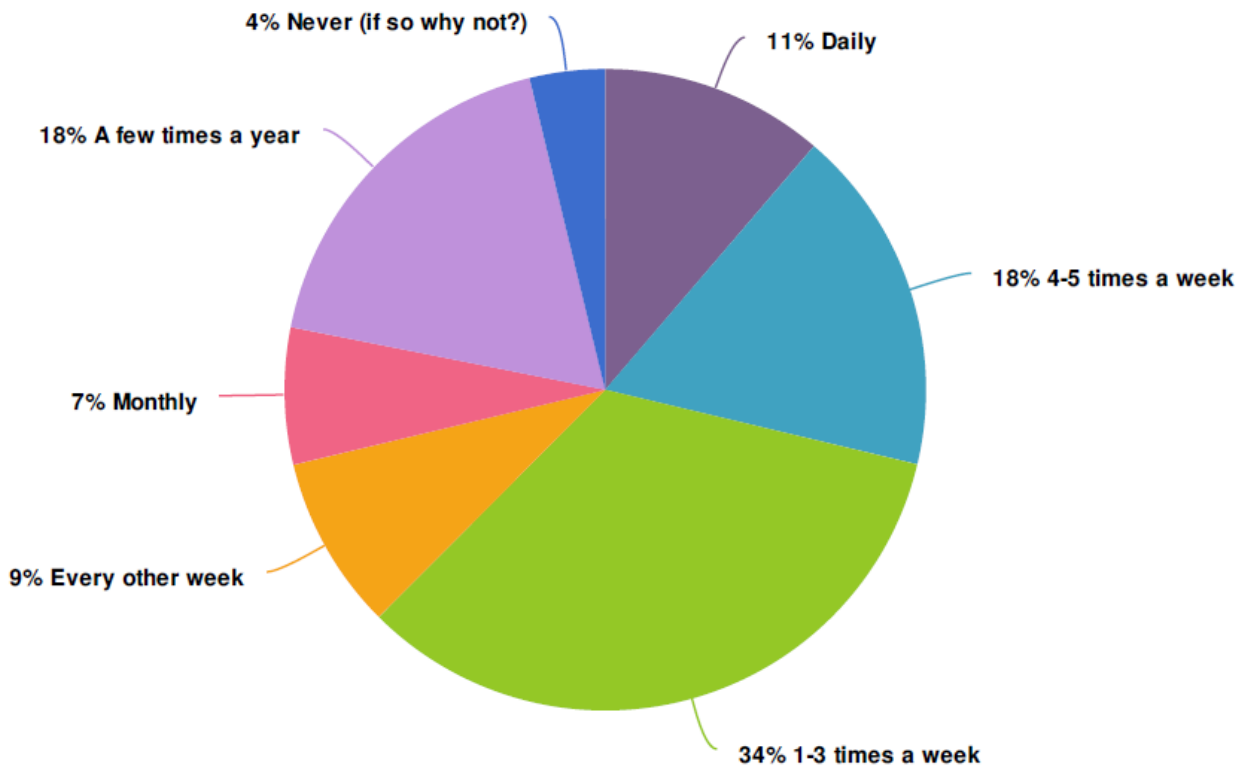


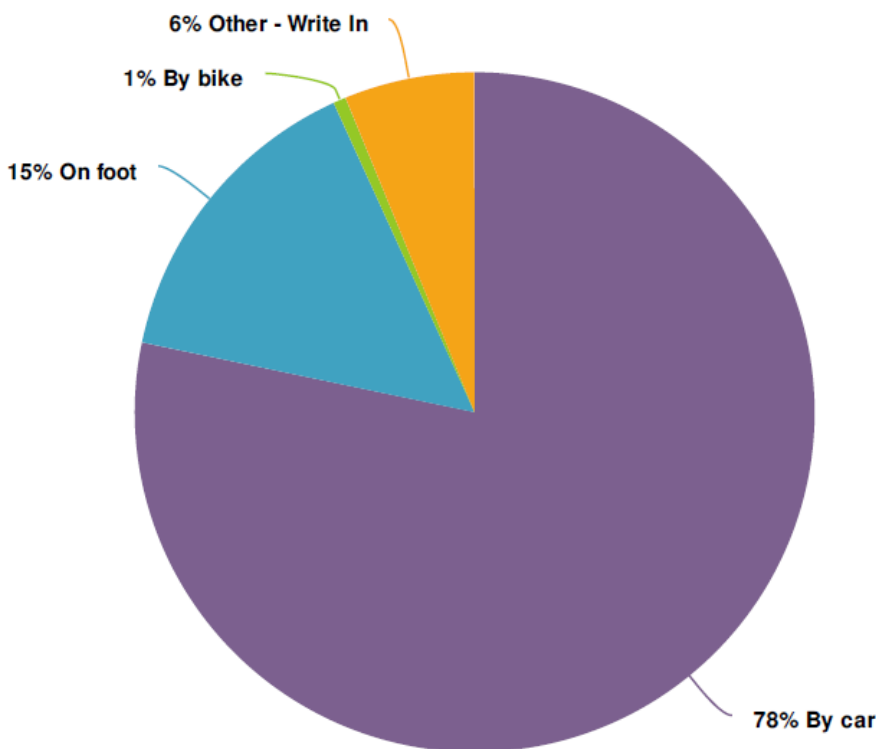
Figure 3: Question 3: How often do you visit a store, restaurant or business in Bridgeport?

Downtown Visits

3. How often do you visit a store, restaurant or business in Bridgeport?

The majority of respondents are frequent patrons of Bridgeport businesses, stores and restaurants. 63% responded that they visit Bridgeport businesses weekly or more. 11% visit businesses daily, 18% 4-5 days a week and 34% visit businesses 1-3 times a week. There were 9% of respondents who visit businesses every other week, 7% visit monthly and 18% visit a few times a year. Finally, only 4% of respondents never visit businesses in Bridgeport. See Figure 3 on the previous page. Out of the (6) responses that never visit stores, restaurants, or businesses in Bridgeport the following responses were given to why not:

- ◆ I have to have someone to help me
- ◆ It's only Mexican stores and restaurants, super ghetto and expensive
- ◆ Live out of state, visit once a year
- ◆ Nothing but Hispanic
- ◆ Only when home visiting
- ◆ Not my style
- ◆ How often do you visit a store, restaurant or business in Bridgeport?



4. When you visit downtown Bridgeport, what is your primary method of transportation?

78% of respondents visit downtown by car, and 15% visit on foot. Only 1% visits by bike. The remaining 6% visit downtown through other modes which are described below:

- ◆ By car and foot
- ◆ By car, foot and bike
- ◆ Mail

Figure 4: Question 4: When you visit downtown Bridgeport, what is your primary method of transportation?

Work Location







Value		Percent	Responses
Bridgeport		38.5%	60
Brewster		12.2%	19
Wenatchee		1.3%	2
Omak/ Okanogan		6.4%	10
Currently between jobs		1.9%	3
Other - Write In		39.7%	62

Figure 5: Question 5: What city do you work in?

5. What city do you work in?

Roughly 40% of survey respondents work in Bridgeport and another 40% wrote in 'other' locations or details. Half of the 'other' working location responses included 50% who are retired and not working or in between jobs. See Table 1 below for more details on the write in list, counts, and percentages. Figure 5 above describes the respondents working location. In addition to those who work in Bridgeport or determined themselves to be in the other category, 12% of folks work in Brewster, 6% in Omak/Okanogan, 1% in Wenatchee, and just under 2% are between jobs.

Table 1: What city do you live in - 'other' write in responses

Other - Write In	Count	%
Retired	30	50%
Between Bridgeport and Brewster 17/97 highway	1	2%
Bridgeport and Omak/Okanogan	1	2%
Chelan	2	3%
Cheney	1	2%
Confederated Tribes of the Colville Indian Reservation	1	2%
Disabled	1	2%
Duvall	1	2%
East Wenatchee	1	2%
Full-time Online student/Unemployed	1	2%
Home	1	2%
Lynden, WA	1	2%

Other - Write In	Count	%
MA lot Area	1	2%
Mansfield	1	2%
Manson	1	2%
Nespelem	7	12%
Out of state	1	2%
Self employed	1	2%
Spokane	3	5%
Surprise, AZ	1	2%
n/a	1	2%
Winthrop	1	2%
Totals	60	100%

Business Overview

6. Do you own a business in Bridgeport?

10% of respondents own a business in Bridgeport, and 90% do not.

7. Is your business located on Highway 173?

Question 7 was fairly split. Out of the 10% who own a business in Bridgeport, 53% of those businesses are not located on SR-173 while 47% are on the commercial corridor.

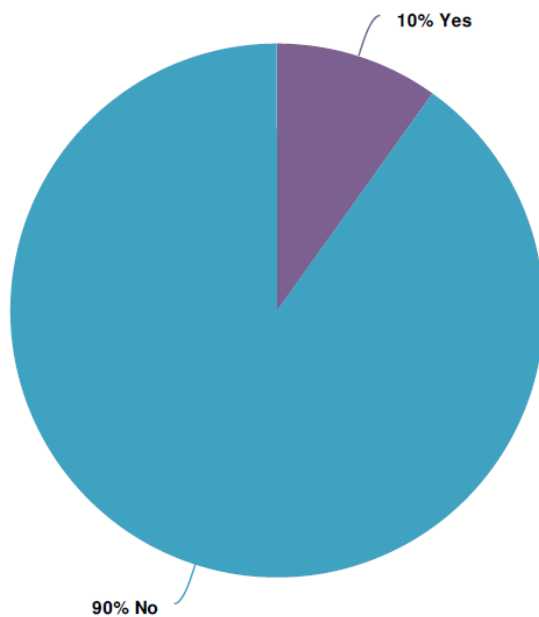


Figure 7: Question 6: Do you own a business in Bridgeport?

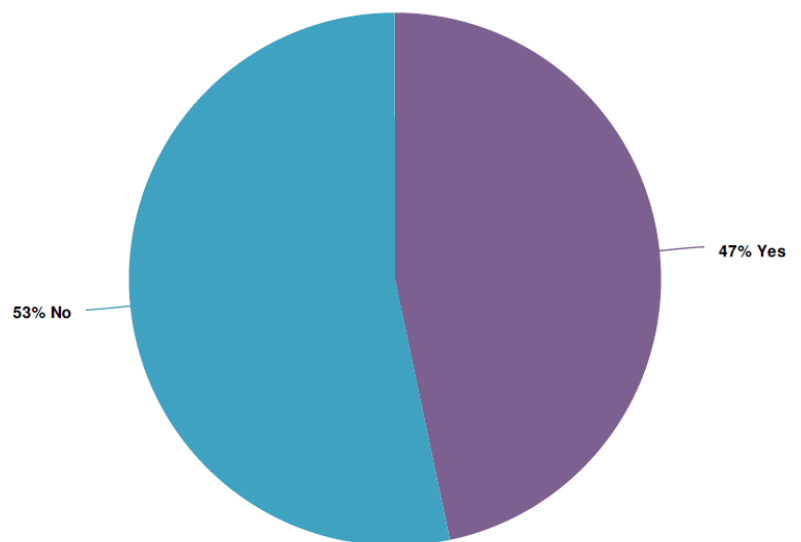


Figure 6: Question 7: Is your business located on Highway 173?

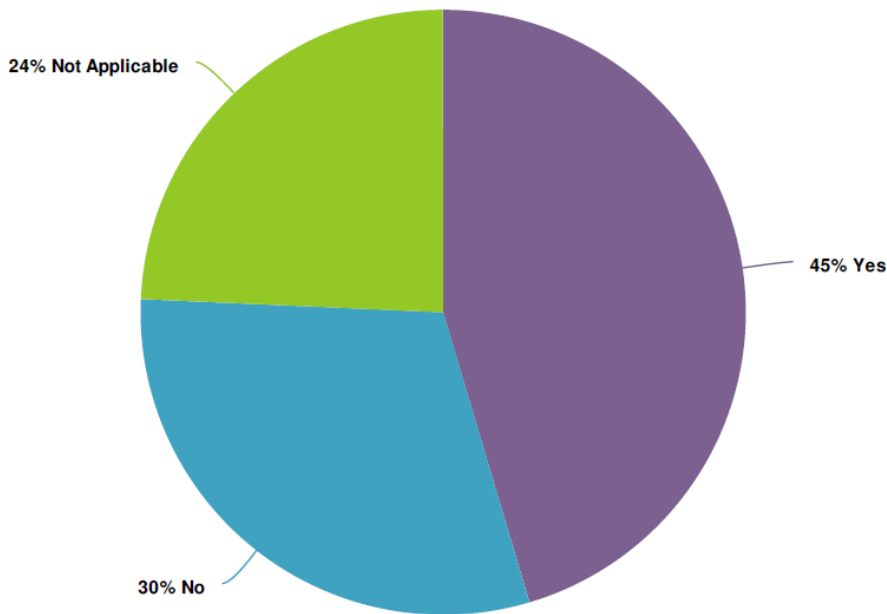


Figure 9: Question 8: Are you satisfied with the cost and services provided by TV, internet, and phone?

Broadband

8. Are you satisfied with the cost and services provided by TV, internet, and phone providers in Bridgeport?

Figure 8 describes respondents' satisfaction with current broadband services such as TV, internet and phone. 45% stated they are satisfied, 30% are not satisfied, and 24% selected not applicable, which could mean they are not a resident of Bridgeport or do not have these services.

9. Should the City invest time and money into the feasibility of broadband services?

While respondents are generally satisfied with broadband services related to question 8, Figure 9 illustrates that 51% think the City should invest time and money to the feasibility of broadband services in Bridgeport. The other 49% were either unsure at 30% and 19% said the City should not invest time and money on broadband.

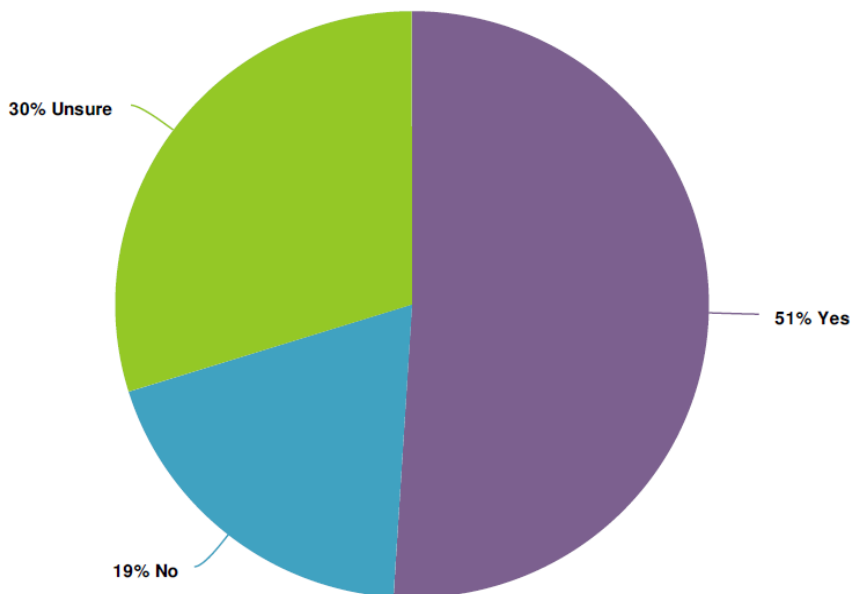


Figure 9: Question 9: Should the City invest time and money into the feasibility of broadband services?

Downtown Business Needs

10. What new businesses or developments do you think are most needed in downtown Bridgeport?

Over half of the respondents deemed restaurants and youth/teen oriented businesses a downtown need for Bridgeport. Respondents had the opportunity to write in details of restaurant types, the top six responses are listed in Table 2 on the following page. Similarly, retail stores which received a 30% interest had a write in option which is detailed on the following page in Table 3.

Another 30% valued additional public spaces in the downtown. Art galleries/museums received 12% interest, and offices and professional buildings just under 10%. Performance spaces received just below 8% as a needed development. Respondents also had an opportunity to select other and describe their needs, 20% of the respondents gave this detail, please see Table 4 for details.

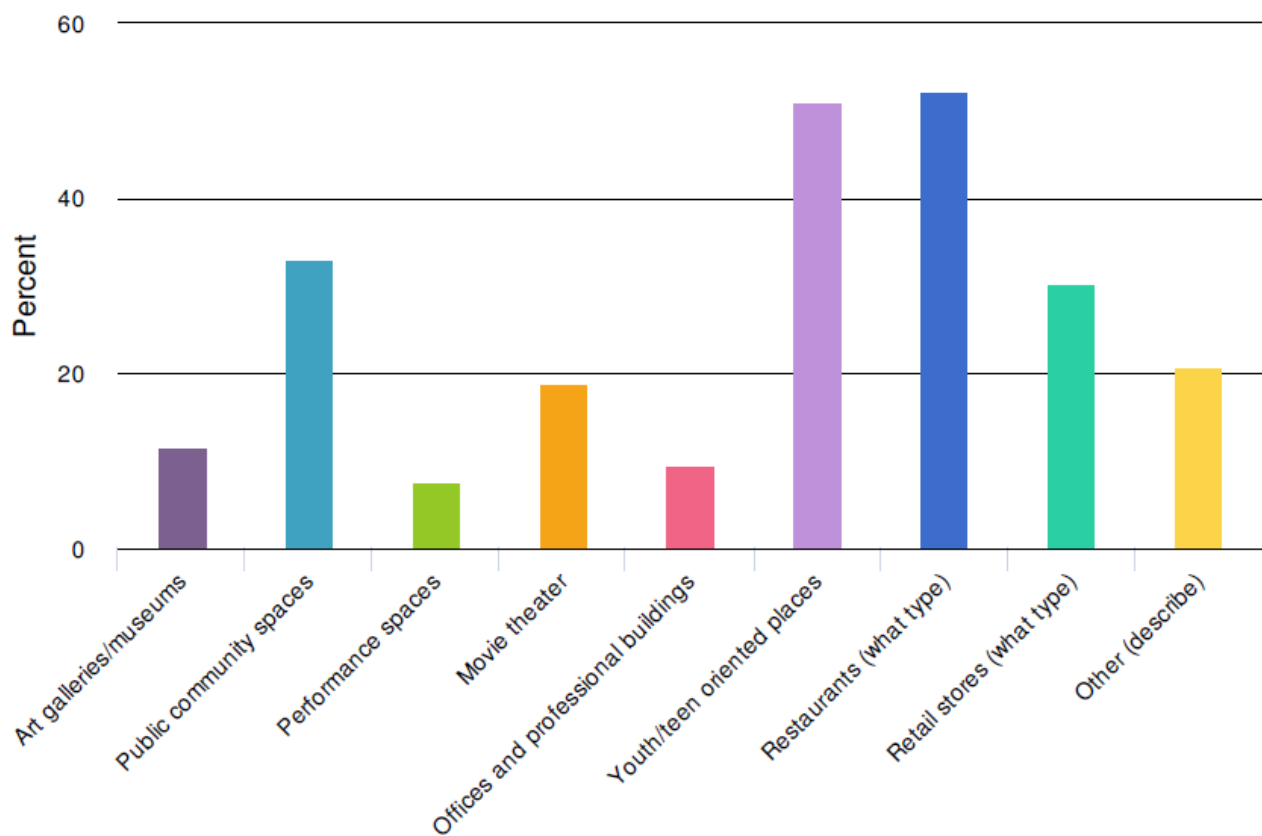


Figure 10: Question 10: What new businesses or developments do you think are most needed in downtown Bridgeport?

Table 2: Top 6 Restaurant Recommendations (Write-in)

Restaurant Type	Responses	%
American Food	22	25%
Burger Place	12	14%
Pizza	6	7%
Drive-In	6	7%
Bakery/ Café/ Coffee Shop	6	7%
More than Mexican	5	6%
Total responses	88	100%

Table 3: Top 6 Retail Recommendations (Write-In)

Retail Type	Responses	%
Hardware	17	45%
Clothing	8	21%
Grocery store (chain)	3	8%
Drug Store	3	8%
Books, second hand, local stuff, ice-cream	2	5%
Variety of stores	2	5%
Total responses	38	100%

Table 4: Other Downtown Business Needs (Write-In Top 3 Responses)

Other downtown business needs (description)	%
Entertainment	13%
Motel	13%
Bowling Alley	7%

Existing Conditions – Downtown

11. Please rate the following existing conditions of Downtown Bridgeport.

Figure 11, on the following pages visually represents the responses received to the existing conditions facing downtown Bridgeport. The dark green signifies the highest response percentage and number as designated either poor, fair, neutral, good, excellent and corresponds to each condition. Each category was rated by respondents – the following bullets summarize these findings:

- ◆ **Downtown parking** is adequate – the public views parking options as overall good in the downtown
- ◆ **Business variety** is rated poor and respondents wish there was greater diversity and options
- ◆ **Public perception of downtown** is relatively low
- ◆ **Marketing and promotional activities** could use some work – presents an opportunity involve volunteers
- ◆ **Traffic circulation** is generally good within the downtown and SR-173 corridor
- ◆ **Bicycle mobility and access** is split between fair and good, perception is split on bicycle mobility
- ◆ The public views **bicycle safety** in the downtown as fairly neutral
- ◆ **Business growth during the last 5 years** is viewed as poor by the public
- ◆ The public sees current **building conditions** as poor

- ◆ **Overall appearance** is considered to be poor to fair
- ◆ **Sidewalk and public spaces** are split in public perception between fair and good
- ◆ **Prospects for future business development** are considered fair or poor
- ◆ Respondents overwhelmingly view the **attraction of customers from outside of Bridgeport** as poor
- ◆ **Condition of surrounding residential areas** is considered fair
- ◆ **City investment in the downtown** is considered to be low
- ◆ The **availability of housing in the downtown** is low
- ◆ Respondents rated the existing **cultural facilities and attractions** as poor
- ◆ Existing **restaurants and entertainment establishments** were generally rated as poor to fair
- ◆ **Connection with the city's history** is considered low or neutral
- ◆ **Directional information to community assets** could be improved but is not the city's highest priority
- ◆ The public sees existing **tourism** as poor
- ◆ The majority of responses see the **quality and quantity of housing downtown** as poor
- ◆ **Overall economic health** is considered low
- ◆ Existing **parks and open space** are considered to be good
- ◆ **Connection to trails and parks** is fairly split, respondents pretty evenly selected poor, fair, neutral and good
- ◆ Most were neutral on the current **relationship between the downtown business community and city hall**
- ◆ Current **waterfront recreational development** is generally positive

Figure 11: Question 11: Rate the existing conditions of Downtown Bridgeport.

	Poor	Fair	Neutral	Good	Excellent	Responses
Adequacy of Parking						
Count	9	34	27	54	17	141
Row %	6.4%	24.1%	19.1%	38.3%	12.1%	
Business Variety						
Count	82	35	15	9	1	142
Row %	57.7%	24.6%	10.6%	6.3%	0.7%	
Public Perception of Downtown						
Count	63	40	25	12	1	141
Row %	44.7%	28.4%	17.7%	8.5%	0.7%	
Marketing and Promotional Activities						
Count	83	26	22	5	3	139
Row %	59.7%	18.7%	15.8%	3.6%	2.2%	
Traffic Circulation						
Count	9	40	26	51	13	139
Row %	6.5%	28.8%	18.7%	36.7%	9.4%	
Bicycle Mobility and Access						
Count	17	45	27	49	3	141
Row %	12.1%	31.9%	19.1%	34.8%	2.1%	
Bicycle Safety						
Count	24	33	42	38	2	139
Row %	17.3%	23.7%	30.2%	27.3%	1.4%	
Business Growth During the Last 5 Years						
Count	77	26	28	7	2	140
Row %	55.0%	18.6%	20.0%	5.0%	1.4%	
Condition of buildings						
Count	74	41	16	10	0	141
Row %	52.5%	29.1%	11.3%	7.1%	0.0%	
Overall appearance						
Count	60	43	22	13	2	140
Row %	42.9%	30.7%	15.7%	9.3%	1.4%	
Sidewalk Area and Public Spaces						
Count	9	51	26	46	8	140
Row %	6.4%	36.4%	18.6%	32.9%	5.7%	

	Poor	Fair	Neutral	Good	Excellent	Responses
Prospects for Future Business Development Count Row %	68 48.2%	35 24.8%	24 17.0%	13 9.2%	1 0.7%	141
Attraction of Customers from Outside Bridgeport Count Row %	97 68.8%	26 18.4%	13 9.2%	4 2.8%	1 0.7%	141
Condition of Surrounding Residential Areas Count Row %	38 27.1%	64 45.7%	22 15.7%	16 11.4%	0 0.0%	140
City Investment in Downtown Count Row %	55 38.7%	37 26.1%	38 26.8%	11 7.7%	1 0.7%	142
Availability of Housing Downtown Count Row %	76 53.9%	30 21.3%	26 18.4%	8 5.7%	1 0.7%	141
Cultural Facilities and Attractions Count Row %	88 62.4%	31 22.0%	15 10.6%	5 3.5%	2 1.4%	141
Restaurants and Entertainment Establishments Count Row %	77 54.6%	40 28.4%	17 12.1%	6 4.3%	1 0.7%	141
Connection with the city's history Count Row %	66 47.1%	36 25.7%	24 17.1%	11 7.9%	3 2.1%	140
Directional information to community assets Count Row %	50 36.0%	40 28.8%	30 21.6%	18 12.9%	1 0.7%	139
Tourism Count Row %	73 52.1%	42 30.0%	17 12.1%	7 5.0%	1 0.7%	140

	Poor	Fair	Neutral	Good	Excellent	Responses
Quality and quantity of downtown housing						
Count	74	35	25	6	1	141
Row %	52.5%	24.8%	17.7%	4.3%	0.7%	
Overall Economic Health						
Count	63	38	23	11	3	138
Row %	45.7%	27.5%	16.7%	8.0%	2.2%	
Parks and Open space						
Count	9	33	30	56	13	141
Row %	6.4%	23.4%	21.3%	39.7%	9.2%	
Connection to trails and parks						
Count	29	34	36	37	5	141
Row %	20.6%	24.1%	25.5%	26.2%	3.5%	
Relationship between the downtown business community and City Hall						
Count	29	34	54	18	4	139
Row %	20.9%	24.5%	38.8%	12.9%	2.9%	
Waterfront recreational development						
Count	29	29	31	44	8	141
Row %	20.6%	20.6%	22.0%	31.2%	5.7%	
Totals						
Total Responses						142

Downtown Needs – Focus Areas

12. Please identify your level of agreement for the following statements:

Respondents were asked to rank the level of agreement on the following between strongly disagree, disagree, undecided, agree, and strongly agree. Figure 12 on the following pages represents the range of responses in both count and percentage. The darker green represents majority of responses while the white to light green is lower response to none. The following bullets identify the general level of community agreement:

◆ **Strongly Agree:**

- ◆ Exterior remodels/ upgrades for existing buildings
- ◆ More downtown events (farmers market, festivals, street fairs, etc.)

◆ **Agree:**

- ◆ Decorative elements (banners, planters, flower baskets)
- ◆ Streetscape improvements (sidewalks, landscaping, lighting, benches)
- ◆ Improvements to public buildings along Columbia Avenue (city as catalyst for downtown revitalization)
- ◆ Connect downtown to parks, waterfront, RV park, and recreation
- ◆ Improvements to Columbia Avenue, Foster Creek Avenue and 10th Street (including the street itself, sidewalks, safe crossings, etc.)
- ◆ Improvements to side streets and alleys
- ◆ Wayfinding signage to downtown businesses and other amenities such as water, parks, boat launch, RV park
- ◆ Marketing for amenities at water (recreation additional to boat launch such as paddle boarding etc.)
- ◆ Enhance artistic elements and connections (Foster Creek Avenue Tree Carving, murals, public art)
- ◆ More housing/ more people living along corridor
- ◆ Better advertising and promotion
- ◆ Broadband services (internet, fiber, cable)

◆ **Undecided:**

- ◆ More plazas or parks in commercial area
- ◆ More neighborhood parks/ parklets/ pocket parks
- ◆ Extended business hours
- ◆ Bury powerlines

Figure 12: Question 12: Level of agreement for Bridgeport needs

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Responses
Connections between downtown parks, waterfront, RV park, and recreation Count Row %	7 5.0%	12 8.6%	43 30.7%	66 47.1%	12 8.6%	140
Exterior remodels/upgrades for existing buildings Count Row %	2 1.4%	2 1.4%	18 13.0%	54 39.1%	62 44.9%	138
Decorative elements (banners, planters, flower baskets) Count Row %	3 2.2%	9 6.5%	27 19.4%	58 41.7%	42 30.2%	139
Streetscape improvements (sidewalks, landscaping, lighting, benches) Count Row %	1 0.7%	9 6.5%	30 21.6%	62 44.6%	37 26.6%	139
Improvements to public buildings along Columbia Avenue (city as catalyst for downtown revitalization) Count Row %	0 0.0%	5 3.6%	33 23.6%	57 40.7%	45 32.1%	140
Improvements to Columbia Avenue, Foster Creek Avenue and 10th Street (including the street itself, sidewalks, safe crossings, etc.) Count Row %	1 0.7%	4 2.9%	34 24.3%	57 40.7%	44 31.4%	140

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Responses
Improvements to side streets and alleys Count Row %	1 0.7%	4 2.9%	35 25.0%	64 45.7%	36 25.7%	140
More plazas or parks in the commercial area Count Row %	7 5.0%	35 25.0%	40 28.6%	38 27.1%	20 14.3%	140
More neighborhood parks/ parklets/ pocket parks Count Row %	11 7.9%	35 25.2%	51 36.7%	31 22.3%	11 7.9%	139
Wayfinding signage to downtown businesses and other amenities such as water, parks, boat launch, RV park Count Row %	4 2.9%	17 12.3%	38 27.5%	65 47.1%	14 10.1%	138
Marketing for water based amenities (boat launch, paddle boarding, etc.) Count Row %	6 4.3%	19 13.8%	36 26.1%	66 47.8%	11 8.0%	138
Enhanced artistic elements and connections (Foster Creek Avenue Tree Carving, murals, public art) Count Row %	6 4.3%	11 8.0%	45 32.6%	59 42.8%	17 12.3%	138
More housing/ more people living along corridor Count Row %	7 5.1%	15 10.9%	39 28.3%	49 35.5%	28 20.3%	138

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Responses
More downtown events (farmers market, festivals, street fairs, etc.) Count Row %	0 0.0%	2 1.4%	16 11.5%	65 46.8%	56 40.3%	139
Extended business hours Count Row %	3 2.2%	22 15.9%	81 58.7%	19 13.8%	13 9.4%	138
Better advertising and promotions Count Row %	1 0.7%	5 3.6%	39 28.1%	61 43.9%	33 23.7%	139
Buried powerlines Count Row %	7 5.1%	24 17.4%	67 48.6%	27 19.6%	13 9.4%	138
Broadband services (internet, fiber, cable) Count Row %	3 2.2%	13 9.4%	36 26.1%	51 37.0%	35 25.4%	138
Totals Total Responses						140



Figure 13: Question 13: Revitalization suggestions word cloud

Revitalization Efforts

13. What would you suggest for 1-2 items for a revitalization volunteer group effort?

We received a variety of responses for revitalization effort suggestions. The word cloud to the right visually describes the most common word suggestions. The majority of responses suggested a town clean up, beautification efforts such as painting buildings and planting flowers.

In addition to the word cloud – there are a few suggestions for revitalization efforts worth highlighting:

“Engaging the community, I believe community members lack knowledge of events that have happened in the past because they were unaware of them ex: dates and times of events. Also providing information in different languages it is known that our community is both English and Spanish speaking.”

“Painting the building of business to look good when walking around town and the stores or building benches on the sidewalks in downtown while people shop at the stores.”

“City Clean Up!”

“1) beautification project such as planting of trees, plants, etc. 2) volunteer group to do find some local artists to do mural artwork on the side of buildings that have a historical tie into the community.”

“More events in Bridgeport.”

“Sidewalk system through town.”

“Children and community activity groups.”

14. Would you volunteer your time and expertise in economic revitalization efforts for Bridgeport?

There is an interest to volunteer for the downtown revitalization for Bridgeport. There are many who are interested but unsure how to help. The final page of this document includes a volunteer contact list comprised of over 40 people!

15. Any additional information or comments we may have missed in the earlier sections of this survey.

The survey received great comments and input. Below are some highlighted comments that were shared as part of this outreach effort.

“There are many small communities in Washington State that have a definite sense of community pride. This is possible in Bridgeport. It would be great for our kids in the community to say, “I’m from Bridgeport!” with a huge smile on their face.”

“Housing in residential districts are needed. Apartment complexes and duplexes would be appropriate. To allow housing in business/commercial district will eliminate sites for future growth of commercial opportunities.”

“The pandemic should teach us that connectivity is vital. Everyone needs to be able to connect to the internet for work, school and for fun. I’m lucky. I have a good connection. But not everyone does.”

“Bridgeport’s community is mostly composed of Spanish speakers. Information needs to be sent out to the Public in both languages English and Spanish. Bridgeport lacks community engagement and volunteers in part because Spanish speakers are not aware of what is going on in town.”

“Housing in residential districts are needed. Apartment complexes and duplexes would be appropriate. To allow housing in business/commercial district will eliminate sites for future growth of commercial opportunities.”

“Reach out to groups that might be interested in our area. Bird watching, Hiking, Fishing, Water sports. Perhaps bring in an expert on birds, plants, animals to give guided tours.”