
Questionnaire Results

This report summarizes the results of the first Port Hueneme Questionnaire for the General Plan Update. The objective of the survey was to capture the community's preferences in order to establish the community's general vision for transportation, community design and development, City branding, City improvements and beautification, and environmental justice. The first General Plan Questionnaire was provided to the community in conjunction with a virtual public workshop. The community workshop was held on Thursday, November 19, 2020 and presented information regarding: 1) the scope of the General Plan Update, 2) policy focus areas, and 3) opportunity sites for housing and land use changes in Port Hueneme. This questionnaire was made available to the public on the Port Hueneme City website for the General Plan Update and was made available to the community November 17, 2020 through January 22, 2021. A hard copy of the survey was also made available to residents upon request. The Questionnaire was completed by 95 participants.

The following sections present the questions included and a summary of the responses. Due to the large volume of responses, a list of the main trends in open-ended responses are provided below each question.

Trends in Questionnaire Results

Below is a bullet-point summary of the overall feedback provided for each questionnaire section:

Community Vision & Preferences ⇒ Majority of participants appreciate Port Hueneme's small-town character and beach access

Transportation ⇒ Desire for transit improvements, including enhanced bus stops (i.e. shelter from sun and/or seating), enhanced pedestrian or bicycling route to nearby transit, and increased number of bus stops in the City

Community Design & Development ⇒ Desire to expand/improve local outdoor and/or high-end dining, shopping, and employment opportunities

City Branding ⇒ Mixed feedback, but overall desire for directional signage to amenities

City Improvement and Beautification ⇒ Desire to improve lighting and facilities along the beachfront, walkability, and landscaping

Social Equity & Environmental Justice ⇒ Issues of concern include air quality pollution from nearby agriculture, inequality in services between neighborhoods, and affordable housing identified as sources of environmental justice

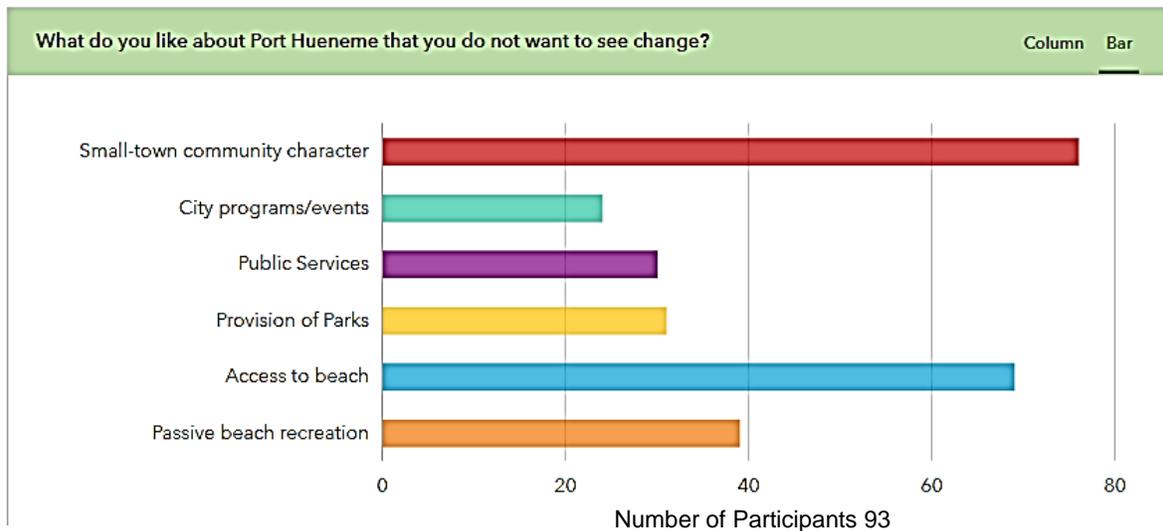
Participants' Demographics ⇒ Majority of participants are residents and own their home

Community Vision and Preferences

The *Community Vision and Preferences* Questionnaire Section assessed what the community values about the City of Port Hueneme. Generally, participants appreciate Port Hueneme’s small-town character as well as access to the beach and passive beach recreation. Overall, the beach and police services are most appreciated by community members.

Community Vision and Preferences Questions	Participants
1. What do you like about Port Hueneme that you do not want to see change? "Other" Word Cloud.	93 16
2. Would you like to see additional bike lanes and pedestrian paths within the City?	19

What do you like about Port Hueneme that you do not want to see change?



Transportation: Bike Lanes, Sidewalks, Walking Trails, and Transit

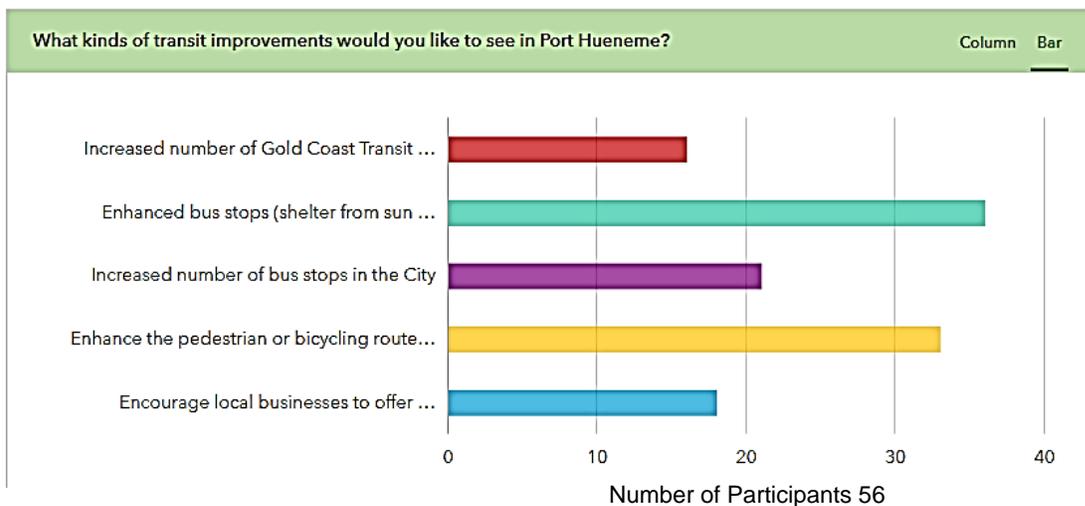
The *Transportation* Questionnaire Section assessed the community’s transportation preferences, particularly regarding bike lanes, sidewalks, walking trails, and transit in the city. Up to 56 people responded to questions within the *Transportation* Questionnaire Section, depending on the question. A question related to public transit received the most responses and all transit improvements received support with the most popular options being enhanced bus stops (i.e., shelter from sun and/or seating), enhanced pedestrian or bicycling route to nearby transit, and increasing the number of bus stops in the City.

A few participants commented that there are enough sidewalks in the City and participants who wanted more sidewalks suggested them along Surfside Drive and to develop a path closer to the Port that connects Pleasant Valley to the beach. Some residents also expressed

a desire for widening sidewalks along the beach to allow more amenities (e.g., landscaping, benches, etc.).

Transportation Questions	Participants
1. Where would you like to see additional bike paths and bike lanes in the City? If you'd rather describe the location(s), please provide your description [e.g. name of street(s) below.	18
2. Where would you like to see additional sidewalks and walking trails in the City? If you'd rather describe the location(s), please provide your description [e.g. name of street(s) below.	10
3. What kinds of transit improvements would you like to see in Port Hueneme?	56
"Other" Word Cloud.	9

What kinds of transit improvements would you like to see in Port Hueneme?

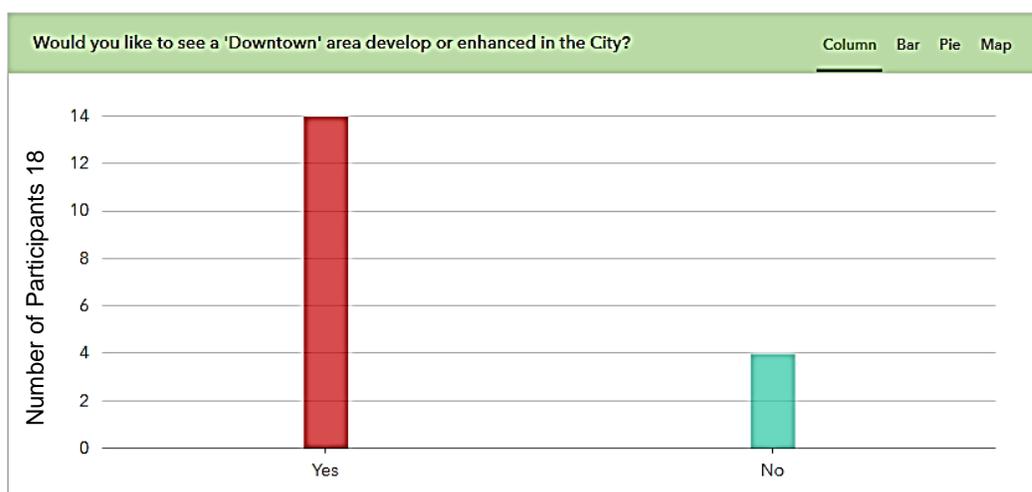


Community Design and Development

The *Community Design and Development* Questionnaire Section assessed the preferences regarding expansion of land uses and if the community would like a “downtown” area and where it should be located. Up to 80 people responded to the questions within *Community Design and Development* Questionnaire Section, depending on the question. The question that received the most responses asked participants to identify land uses and experiences that could be expanded or improved in Port Hueneme. Regarding that question, all land uses and experiences were noted for expansion, with the most popular options being “expand/improve local-serving outdoor and/or high-end dining”; “expand/improve local-serving shopping”; and “expand local employment opportunities”. For the participants the responded to the “downtown” question, the majority of them support the development of a downtown area and noted the Market Street area as an appropriate location.

Community Design and Development Questions	Participants
1. Would you like to see a "Downtown" area develop or enhanced in the City?	18
2. If so, where would you like to see a downtown area located? If you'd rather describe the location(s), please provide your description [e.g. name of street(s) below. "Other" Word Cloud.	17 9
3. What other land uses and/or experience would you like to see expanded in Port Hueneme in the next 2 years? "Other" Word Cloud.	80 18

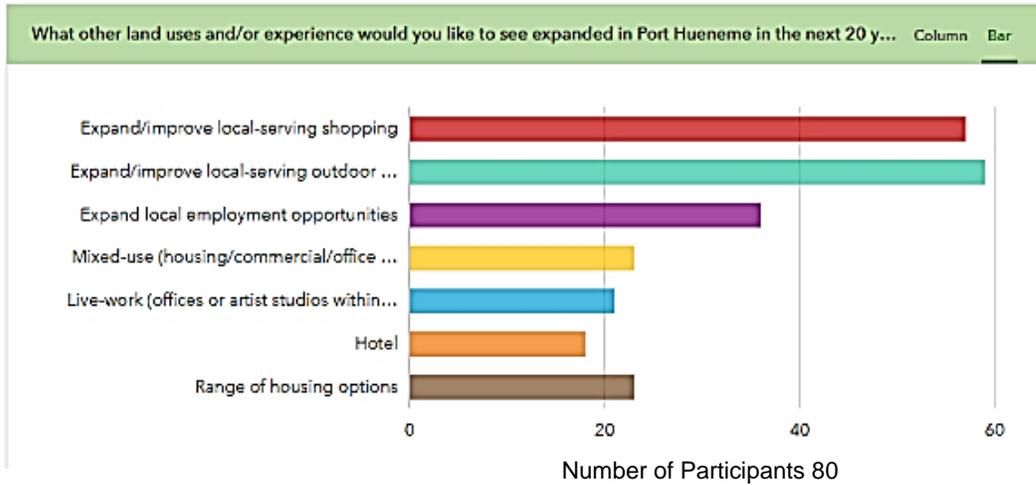
Would you like to see a "Downtown" area develop or enhanced in the City?



If so, where would you like to see a downtown area located?

Multiple participants suggested Surfside Drive or extensions of the old downtown near Market Street and Port Hueneme Road. Promenade Park, Hueneme Road, and Market Street were also identified as opportunity sites for a new downtown.

What other land uses and/or experiences would you like to see expanded in Port Hueneme in the next 20 years?

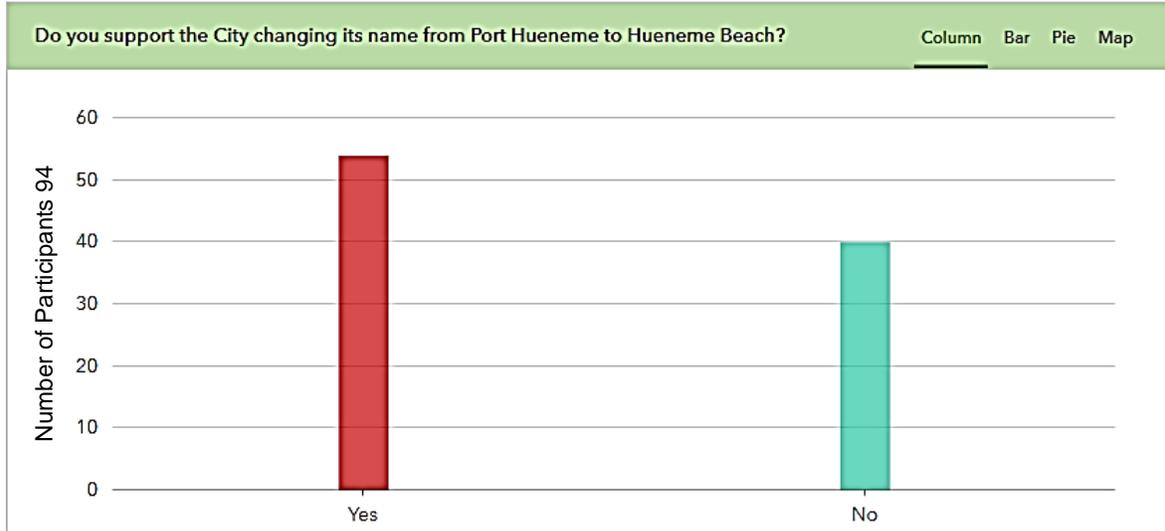


City Branding

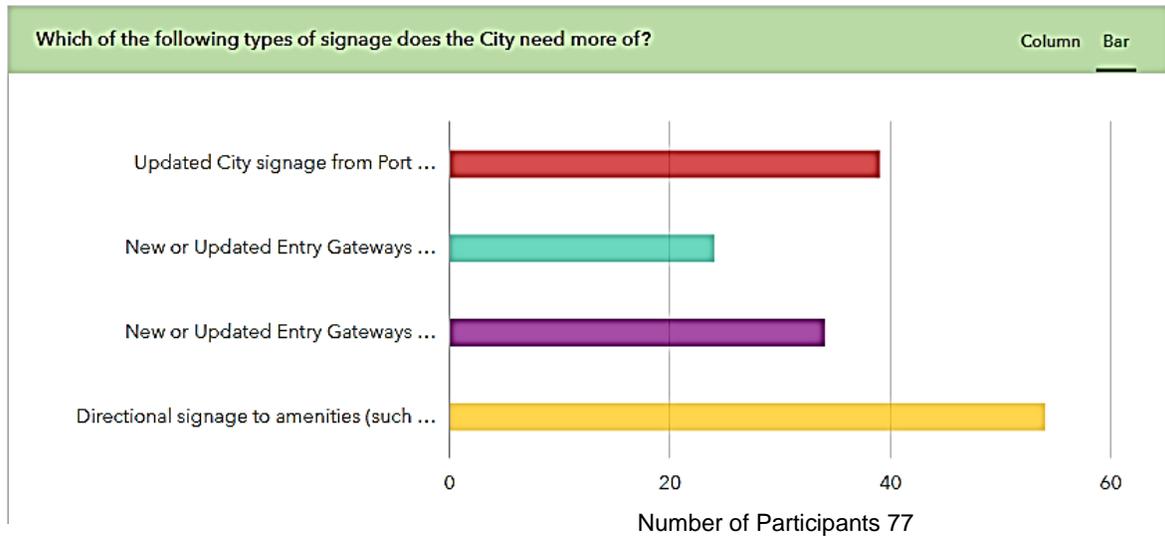
The *City Branding* Questionnaire Section assessed how participants wanted Port Hueneme to be represented in terms of becoming a regional technology hub, changing the City’s name, and signage. In terms of becoming a technology hub, the responses were varied between the five options, with the most popular answer being neutral. Regarding changing the City name from Port Hueneme to Hueneme Beach, responses were fairly split; 57% supported the change and 42% opposed the change. In addition, when asked about updating signage to reflect a change in the City’s name, responses were split between the four options, with the most popular option being “directional signage to amenities (such as the beach, Oceanview Pavilion, potential downtown area and tech technology hub/center, and other City amenities)” receiving 57% of the votes. When residents were asked if they would like to see the City become more of a regional technology hub/center, most participants were neutral and there were a few more votes in support of the idea compared to unsupportive.

City Branding Questions	Participants
1. Do you support the City changing its name from Port Hueneme to Hueneme Beach?	94
2. Which of the following types of signage does the City need more of?	77
“Other” Word Cloud.	11
3. Would you like to see the City become more of a regional technology hub/center?	90
4. Where would you like to see new or updated gateway signage (i.e. Welcome to Port Hueneme) installed in the City? If you’d rather describe the location(s), please provide your description [e.g. name of street(s)] below.	17

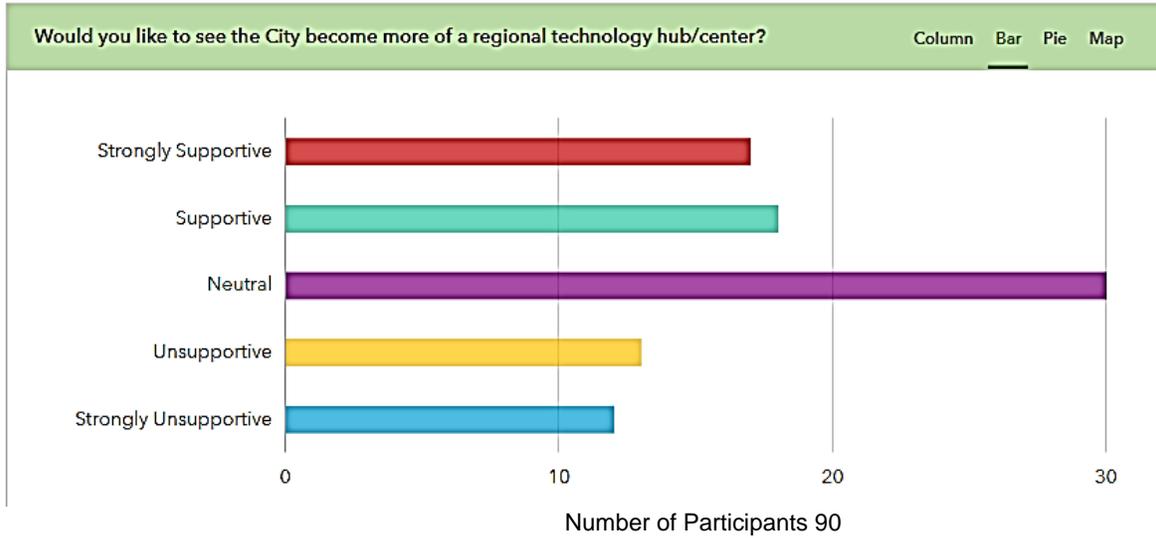
Do you support the City changing its name from Port Hueneme to Hueneme Beach?



Which of the following types of signage does the City need more of?



Would you like to see the City become more of a regional technology hub/center?



Where would you like to see new or updated gateway signage (i.e., Welcome to Port Hueneme) installed in the City?

Participants identified the following locations: when entering the City, Surfside Drive, Hueneme Road, Ventura Road, Channel Islands Boulevard, off Highway 1 at Pleasant Valley, and near the beach. Some participants said to only change the signs if the City changes its name.

Other

Multiple participants said that signage was not a priority and would prefer to update schools, clean up parks, and improving the police force.

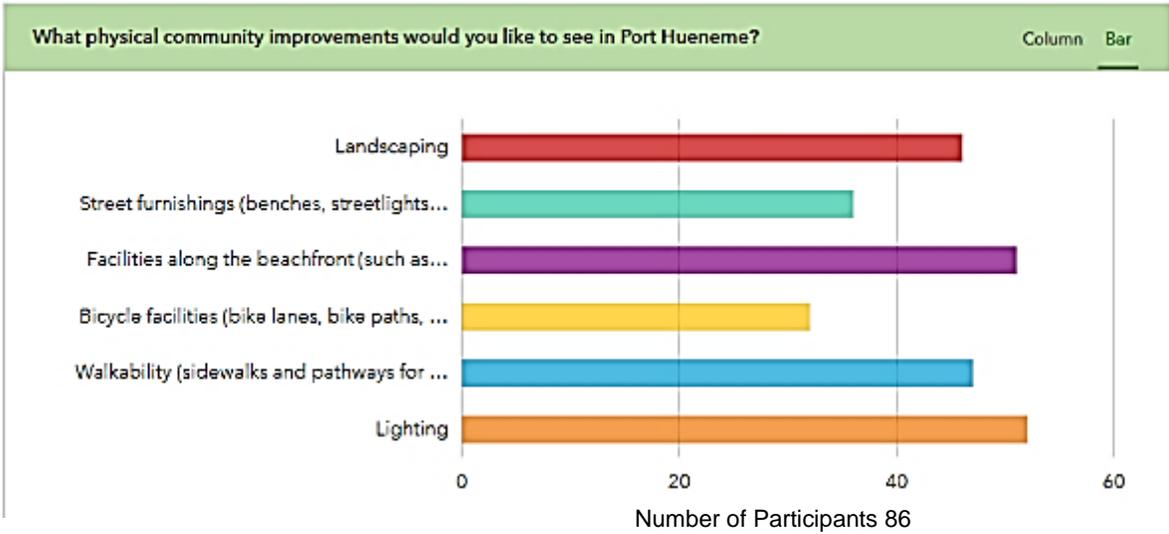
City Improvements and Beautification

The *City Improvements and Beautification* Questionnaire Section assessed participants' preferences for improving and beautifying the City, including landscaping, public facilities, and beach front amenities. Up to 90 people responded to questions within the *City Improvements and Beautification* Questionnaire Section.

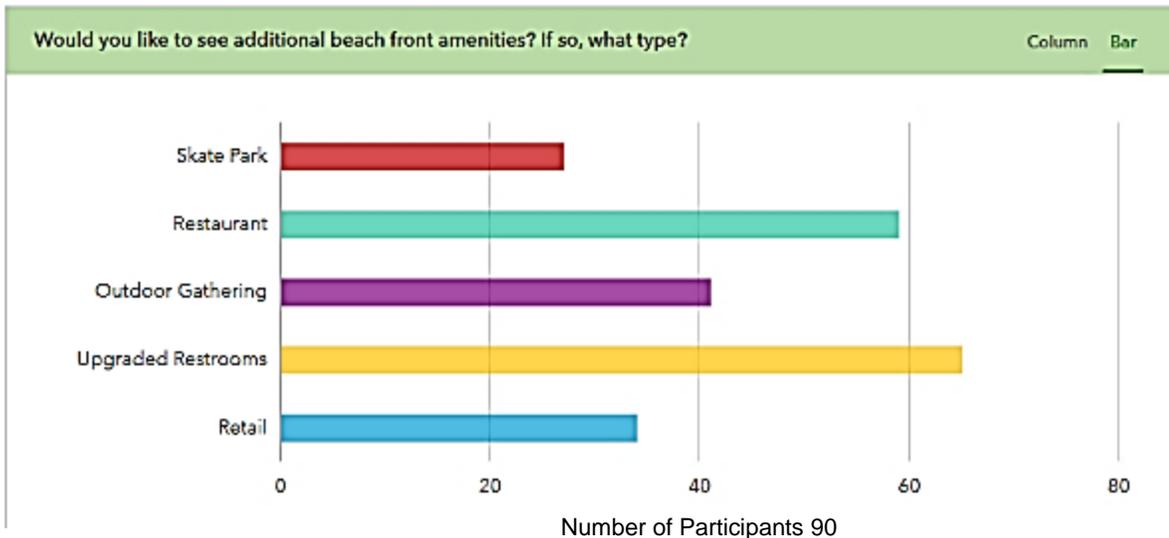
In terms of physical community improvements, all six options received support, with the most popular answers being lighting, facilities along the beachfront, walkability, and landscaping. Regarding beach front amenities, all five options received support, with the most popular answers being upgraded restrooms, restaurant, and outdoor gathering.

City Improvements and Beautification Questions		Participants
1. What physical community improvements would you like to see in Port Hueneme?		86
	“Other” Word Cloud.	18
2. Would you like to see additional beach front amenities? If so, what type?		90
	“Other” Word Cloud.	18

What physical community improvements would you like to see in Port Hueneme?



Would you like to see additional beach front amenities? If so, what type?



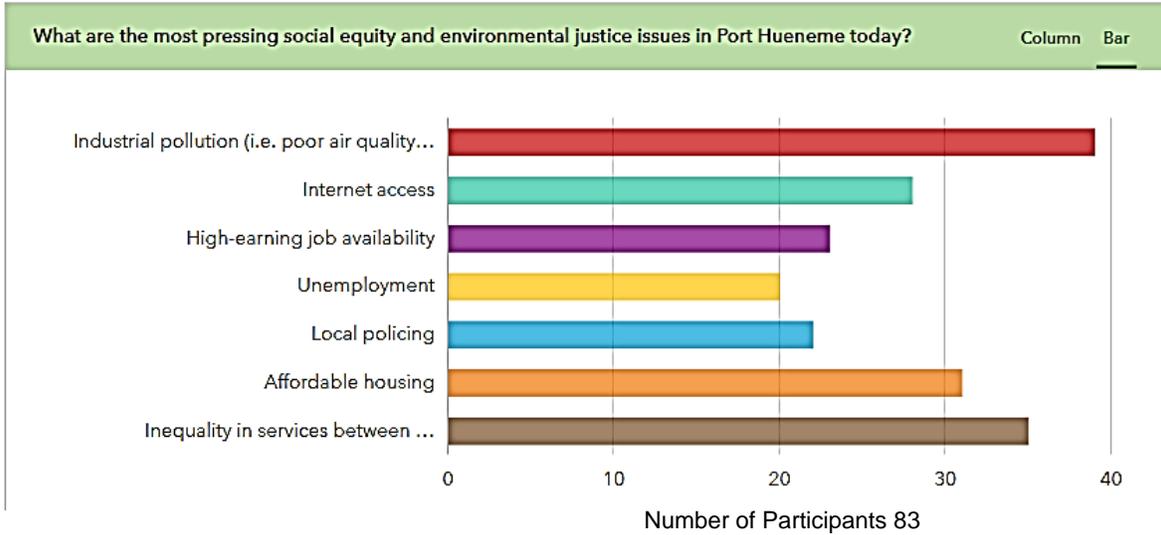
Social Equity and Environmental Justice

The *Social Equity and Environmental Justice* Questionnaire Section assessed potential causes or concerns related to environmental justice. Up to 83 people responded to questions within the *Social Equity and Environmental Justice* Questionnaire Section.

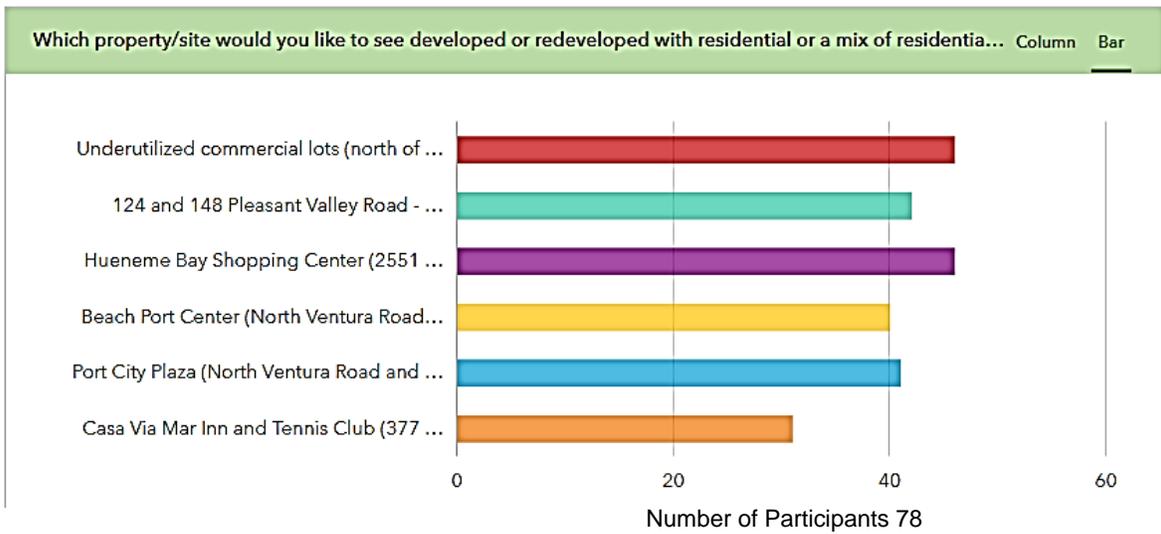
Of the 83 participants who commented on the most pressing social equity and environmental justice issues in Port Hueneme, those most frequently cited were air quality pollution, inequality in services between neighborhoods, and affordable housing. In terms of properties and sites that could be developed or redeveloped with residential or mixed use, all options received support, with the most frequently cited sites being the underutilized commercial lots (north of Port Hueneme Road and east of Surfside Drive), Hueneme Bay Shopping Center (2551 North Ventura Road), 124 and 148 Pleasant Valley Road vacant lots, and Port City Plaza (North Ventura Road and East Pleasant Valley Road). In addition, when asked which types of housing are needed in the City, all options received support, with the most frequently cited being affordable housing and entry level homes. Other comments included: condominiums and apartments are more affected by noise and smell; the Latino community, especially the youth, is underserved; and ensure land uses are compatible with the Navy Base Ventura County's (NBVC's) military readiness operations, training, testing, and support.

Social Equity and Environmental Justice Questions	Participants
1. What are the most pressing social equity and environmental justice issues in Port Hueneme today? "Other" Word Cloud.	83 16
2. Do these issues impact specific areas or types of people more than others in Port Hueneme? If so, please describe below.	18
3. Which property/site would you like to see developed or undeveloped with residential or a mix of residential and commercial? "Other" Word Cloud.	78
4. What types of housing are needed in the City?	80

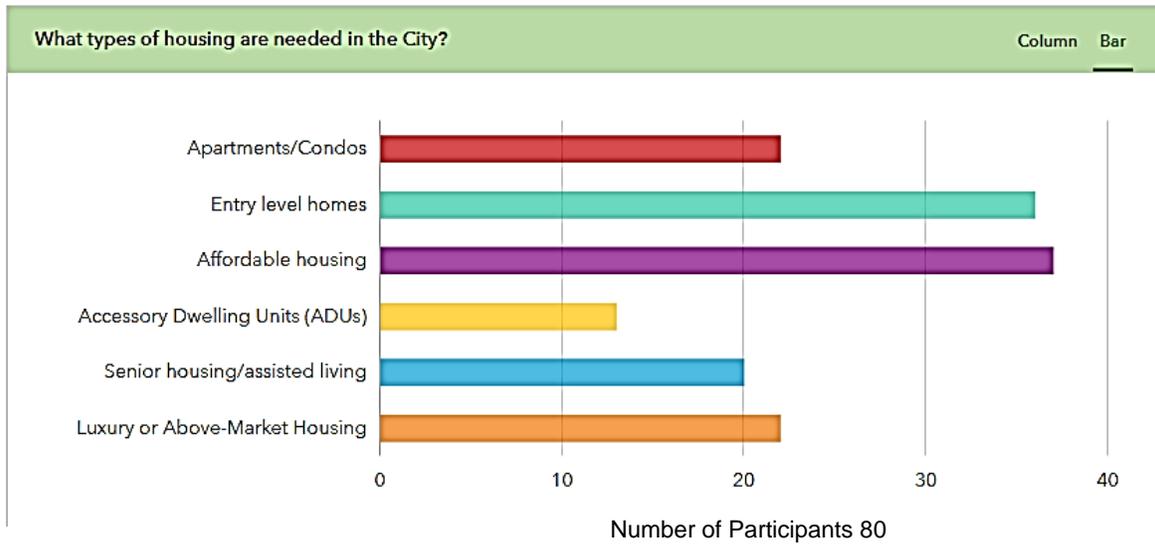
What are the most pressing social equity issues and environmental justice issues in Port Hueneme today?



Which property/site would you like to see developed or redeveloped with residential or a mix of residential and commercial uses?



What types of housing are needed in the City?

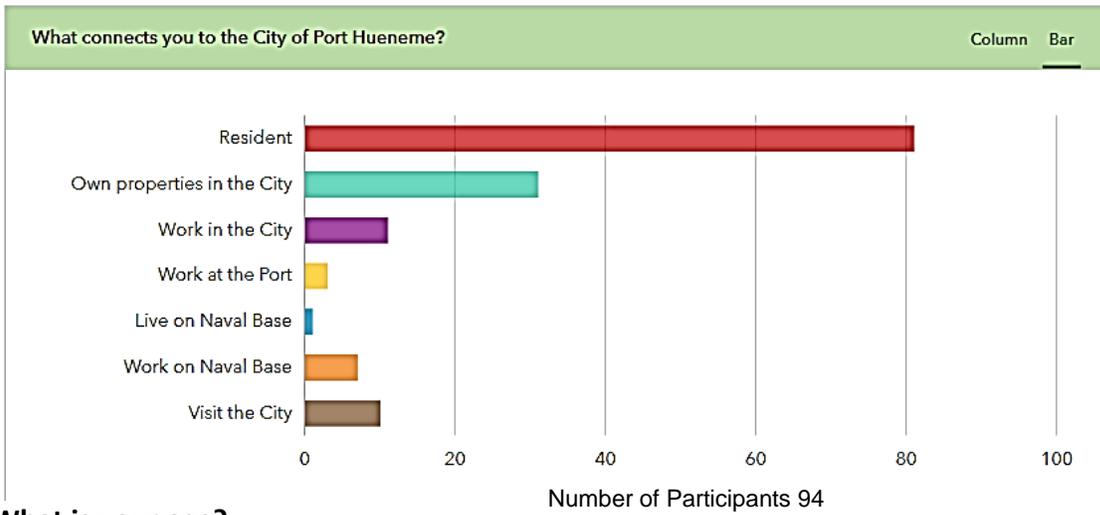


Participants' Demographics

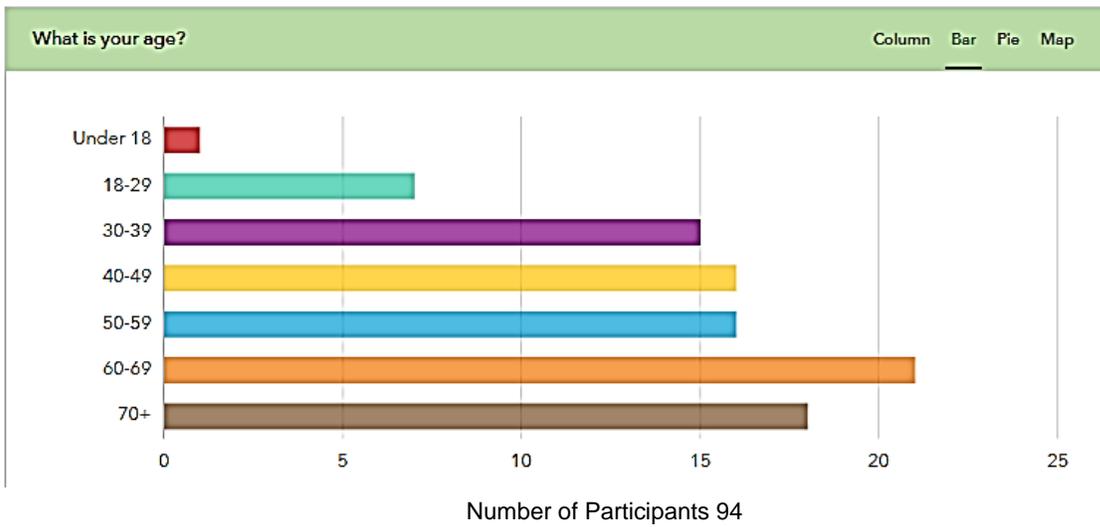
The *Participants' Demographics* Questionnaire Section identified characteristics of survey participants. 85% of participants are Port Hueneme residents, with an additional 31% of participants owning properties in the City. The majority of survey participants (75%) own their home, whereas 15.8% rent their home. Participants live throughout the community, with the highest number of participants living in Hueneme Bay. Survey participants represent a range of ages, with the highest number of participants in the 60-69 range. Also, a range of ethnic or racial groups were represented by survey participants. English is the primarily language spoken by the majority of survey participants, with Spanish being the second most common.

Participants' Demographics Questions	Participants
1. What connects you to the City of Port Hueneme?	94
2. Where in the City do you live and/or work? If you'd rather describe the location(s), please provide your description [e.g. name of street(s) below.	37
3. What is your age?	94
4. If you are a Port Hueneme resident, do you rent or own your home?	86
5. Do you identify with a particular ethnic or racial group?	84
6. If you prefer to self-identify, use this space to write in.	14
7. What language is spoken most often in your home?	95
"Other" Word Cloud.	5
8. Please provide your email if you would like to confirm your submission and be added to the General Plan contact list.	53

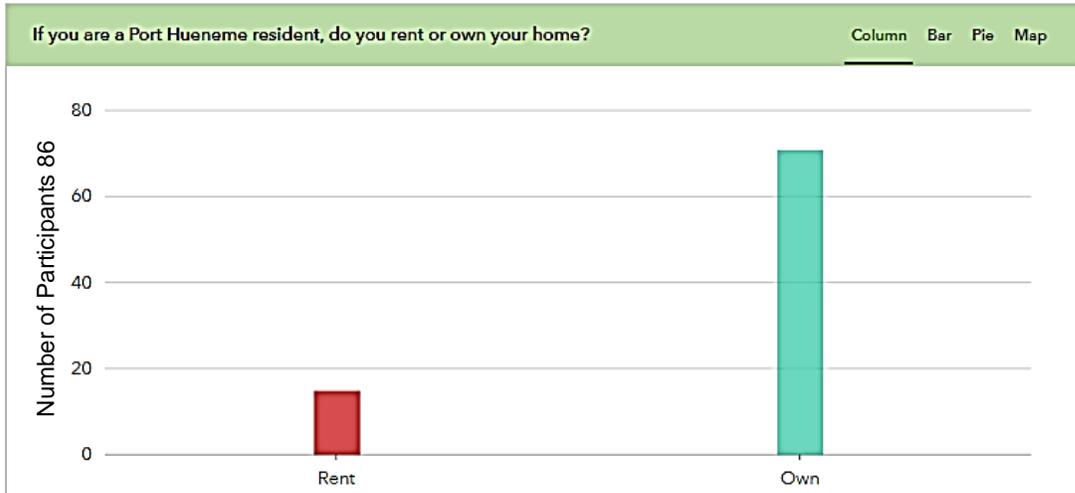
What connects you to the City of Port Hueneme?



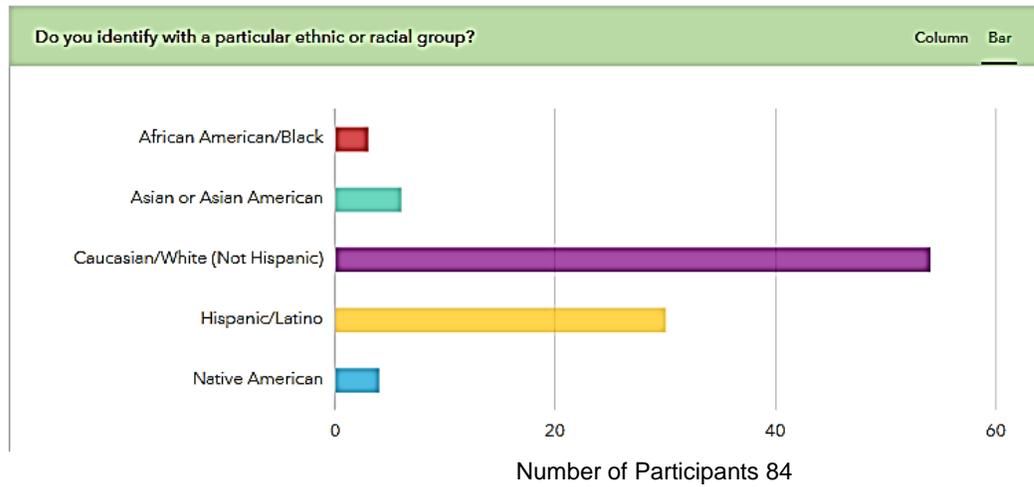
What is your age?



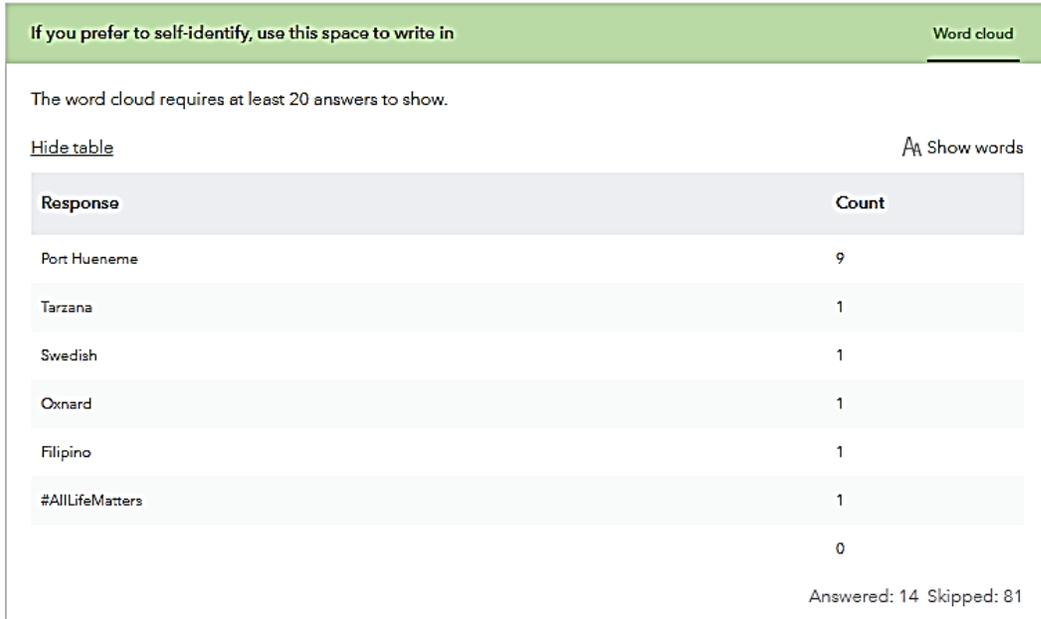
If you are a Port Hueneme resident, do you rent or own your home?



Do you identify with a particular ethnic or racial group?



If you prefer to self-identify, use this space to write in.



What language is spoken most often in your home?

