

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 1]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 192 | 20.96% |
| Historic buildings (B) | 79 | 8.62% |
| Design of new buildings (C) | 20 | 2.18% |
| New walkway along the river (D) | 67 | 7.31% |
| Veteran's Park (E) | 9 | 0.98% |
| Plazas and open spaces (F) | 8 | 0.87% |
| Convenient city or county offices (G) | 11 | 1.20% |
| Easy to walk or bicycle around (H) | 32 | 3.49% |
| Easy to drive to (I) | 13 | 1.42% |
| Easy to park (J) | 12 | 1.31% |
| Restaurants (K) | 259 | 28.28% |
| Nightlife (L) | 8 | 0.87% |
| Entertainment (M) | 15 | 1.64% |
| Stores providing daily goods such as grocery and hardware stores (N) | 13 | 1.42% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 21 | 2.29% |
| Local services such as nail salons, cleaners, banks (P) | 7 | 0.76% |
| Churches or other places of worship (Q) | 7 | 0.76% |
| Variety of places to go at one time (R) | 13 | 1.42% |
| Convenient to my house (S) | 46 | 5.02% |
| Non completed | 84 | 9.17% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 2]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 106 | 11.57% |
| Historic buildings (B) | 81 | 8.84% |
| Design of new buildings (C) | 30 | 3.28% |
| New walkway along the river (D) | 102 | 11.14% |
| Veteran's Park (E) | 19 | 2.07% |
| Plazas and open spaces (F) | 18 | 1.97% |
| Convenient city or county offices (G) | 18 | 1.97% |
| Easy to walk or bicycle around (H) | 48 | 5.24% |
| Easy to drive to (I) | 25 | 2.73% |
| Easy to park (J) | 16 | 1.75% |
| Restaurants (K) | 162 | 17.69% |
| Nightlife (L) | 10 | 1.09% |
| Entertainment (M) | 37 | 4.04% |
| Stores providing daily goods such as grocery and hardware stores (N) | 24 | 2.62% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 39 | 4.26% |
| Local services such as nail salons, cleaners, banks (P) | 17 | 1.86% |
| Churches or other places of worship (Q) | 4 | 0.44% |
| Variety of places to go at one time (R) | 34 | 3.71% |
| Convenient to my house (S) | 30 | 3.28% |
| Non completed | 96 | 10.48% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 3]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 70 | 7.64% |
| Historic buildings (B) | 44 | 4.80% |
| Design of new buildings (C) | 53 | 5.79% |
| New walkway along the river (D) | 108 | 11.79% |
| Veteran's Park (E) | 41 | 4.48% |
| Plazas and open spaces (F) | 32 | 3.49% |
| Convenient city or county offices (G) | 29 | 3.17% |
| Easy to walk or bicycle around (H) | 57 | 6.22% |
| Easy to drive to (I) | 23 | 2.51% |
| Easy to park (J) | 23 | 2.51% |
| Restaurants (K) | 108 | 11.79% |
| Nightlife (L) | 14 | 1.53% |
| Entertainment (M) | 41 | 4.48% |
| Stores providing daily goods such as grocery and hardware stores (N) | 31 | 3.38% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 55 | 6.00% |
| Local services such as nail salons, cleaners, banks (P) | 18 | 1.97% |
| Churches or other places of worship (Q) | 6 | 0.66% |
| Variety of places to go at one time (R) | 18 | 1.97% |
| Convenient to my house (S) | 32 | 3.49% |
| Non completed | 113 | 12.34% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 4]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 61 | 6.66% |
| Historic buildings (B) | 45 | 4.91% |
| Design of new buildings (C) | 33 | 3.60% |
| New walkway along the river (D) | 92 | 10.04% |
| Veteran's Park (E) | 50 | 5.46% |
| Plazas and open spaces (F) | 39 | 4.26% |
| Convenient city or county offices (G) | 36 | 3.93% |
| Easy to walk or bicycle around (H) | 52 | 5.68% |
| Easy to drive to (I) | 39 | 4.26% |
| Easy to park (J) | 22 | 2.40% |
| Restaurants (K) | 67 | 7.31% |
| Nightlife (L) | 16 | 1.75% |
| Entertainment (M) | 47 | 5.13% |
| Stores providing daily goods such as grocery and hardware stores (N) | 17 | 1.86% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 54 | 5.90% |
| Local services such as nail salons, cleaners, banks (P) | 23 | 2.51% |
| Churches or other places of worship (Q) | 2 | 0.22% |
| Variety of places to go at one time (R) | 34 | 3.71% |
| Convenient to my house (S) | 38 | 4.15% |
| Non completed | 149 | 16.27% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 5]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 52 | 5.68% |
| Historic buildings (B) | 56 | 6.11% |
| Design of new buildings (C) | 32 | 3.49% |
| New walkway along the river (D) | 75 | 8.19% |
| Veteran's Park (E) | 47 | 5.13% |
| Plazas and open spaces (F) | 41 | 4.48% |
| Convenient city or county offices (G) | 32 | 3.49% |
| Easy to walk or bicycle around (H) | 46 | 5.02% |
| Easy to drive to (I) | 40 | 4.37% |
| Easy to park (J) | 31 | 3.38% |
| Restaurants (K) | 58 | 6.33% |
| Nightlife (L) | 25 | 2.73% |
| Entertainment (M) | 34 | 3.71% |
| Stores providing daily goods such as grocery and hardware stores (N) | 24 | 2.62% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 38 | 4.15% |
| Local services such as nail salons, cleaners, banks (P) | 39 | 4.26% |
| Churches or other places of worship (Q) | 6 | 0.66% |
| Variety of places to go at one time (R) | 35 | 3.82% |
| Convenient to my house (S) | 24 | 2.62% |
| Non completed | 181 | 19.76% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 6]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 48 | 5.24% |
| Historic buildings (B) | 51 | 5.57% |
| Design of new buildings (C) | 39 | 4.26% |
| New walkway along the river (D) | 57 | 6.22% |
| Veteran's Park (E) | 49 | 5.35% |
| Plazas and open spaces (F) | 54 | 5.90% |
| Convenient city or county offices (G) | 28 | 3.06% |
| Easy to walk or bicycle around (H) | 48 | 5.24% |
| Easy to drive to (I) | 38 | 4.15% |
| Easy to park (J) | 36 | 3.93% |
| Restaurants (K) | 28 | 3.06% |
| Nightlife (L) | 16 | 1.75% |
| Entertainment (M) | 44 | 4.80% |
| Stores providing daily goods such as grocery and hardware stores (N) | 20 | 2.18% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 50 | 5.46% |
| Local services such as nail salons, cleaners, banks (P) | 22 | 2.40% |
| Churches or other places of worship (Q) | 6 | 0.66% |
| Variety of places to go at one time (R) | 31 | 3.38% |
| Convenient to my house (S) | 31 | 3.38% |
| Non completed | 220 | 24.02% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 7]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 31 | 3.38% |
| Historic buildings (B) | 43 | 4.69% |
| Design of new buildings (C) | 26 | 2.84% |
| New walkway along the river (D) | 37 | 4.04% |
| Veteran's Park (E) | 53 | 5.79% |
| Plazas and open spaces (F) | 52 | 5.68% |
| Convenient city or county offices (G) | 35 | 3.82% |
| Easy to walk or bicycle around (H) | 45 | 4.91% |
| Easy to drive to (I) | 49 | 5.35% |
| Easy to park (J) | 35 | 3.82% |
| Restaurants (K) | 25 | 2.73% |
| Nightlife (L) | 18 | 1.97% |
| Entertainment (M) | 35 | 3.82% |
| Stores providing daily goods such as grocery and hardware stores (N) | 19 | 2.07% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 51 | 5.57% |
| Local services such as nail salons, cleaners, banks (P) | 26 | 2.84% |
| Churches or other places of worship (Q) | 7 | 0.76% |
| Variety of places to go at one time (R) | 49 | 5.35% |
| Convenient to my house (S) | 22 | 2.40% |
| Non completed | 258 | 28.17% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 8]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 29 | 3.17% |
| Historic buildings (B) | 32 | 3.50% |
| Design of new buildings (C) | 37 | 4.05% |
| New walkway along the river (D) | 28 | 2.95% |
| Veteran's Park (E) | 45 | 4.92% |
| Plazas and open spaces (F) | 48 | 5.25% |
| Convenient city or county offices (G) | 35 | 3.83% |
| Easy to walk or bicycle around (H) | 34 | 3.72% |
| Easy to drive to (I) | 37 | 3.94% |
| Easy to park (J) | 49 | 5.36% |
| Restaurants (K) | 22 | 2.41% |
| Nightlife (L) | 21 | 2.30% |
| Entertainment (M) | 43 | 4.70% |
| Stores providing daily goods such as grocery and hardware stores (N) | 16 | 1.75% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 44 | 4.81% |
| Local services such as nail salons, cleaners, banks (P) | 20 | 2.19% |
| Churches or other places of worship (Q) | 4 | 0.44% |
| Variety of places to go at one time (R) | 44 | 4.81% |
| Convenient to my house (S) | 36 | 3.94% |
| Non completed | 292 | 31.95% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 9]

| <i>Answer</i> | <i>Count</i> | <i>Percentage</i> |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 31 | 3.38% |
| Historic buildings (B) | 38 | 4.15% |
| Design of new buildings (C) | 34 | 3.71% |
| New walkway along the river (D) | 26 | 2.84% |
| Veteran's Park (E) | 24 | 2.62% |
| Plazas and open spaces (F) | 50 | 5.46% |
| Convenient city or county offices (G) | 26 | 2.84% |
| Easy to walk or bicycle around (H) | 36 | 3.93% |
| Easy to drive to (I) | 33 | 3.60% |
| Easy to park (J) | 37 | 4.04% |
| Restaurants (K) | 17 | 1.86% |
| Nightlife (L) | 26 | 2.84% |
| Entertainment (M) | 33 | 3.60% |
| Stores providing daily goods such as grocery and hardware stores (N) | 30 | 3.28% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 41 | 4.48% |
| Local services such as nail salons, cleaners, banks (P) | 31 | 3.38% |
| Churches or other places of worship (Q) | 12 | 1.31% |
| Variety of places to go at one time (R) | 47 | 5.13% |
| Convenient to my house (S) | 23 | 2.51% |
| Non completed | 321 | 35.04% |

6. What do you like best about Downtown Napa? Please rank your "top ten" with 1 being what you like best. The first item you click on should be your first choice.[Ranking 10]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| Events such as the Chef's Market, River Festival, Wine & Crafts Faire (A) | 22 | 2.40% |
| Historic buildings (B) | 34 | 3.71% |
| Design of new buildings (C) | 34 | 3.71% |
| New walkway along the river (D) | 25 | 2.73% |
| Veteran's Park (E) | 33 | 3.60% |
| Plazas and open spaces (F) | 51 | 5.57% |
| Convenient city or county offices (G) | 31 | 3.38% |
| Easy to walk or bicycle around (H) | 30 | 3.28% |
| Easy to drive to (I) | 42 | 4.59% |
| Easy to park (J) | 32 | 3.49% |
| Restaurants (K) | 8 | 0.87% |
| Nightlife (L) | 26 | 2.84% |
| Entertainment (M) | 38 | 4.15% |
| Stores providing daily goods such as grocery and hardware stores (N) | 28 | 3.06% |
| Other retail stores (clothing, shoes, toys, gifts, etc.) (O) | 34 | 3.71% |
| Local services such as nail salons, cleaners, banks (P) | 32 | 3.49% |
| Churches or other places of worship (Q) | 7 | 0.76% |
| Variety of places to go at one time (R) | 39 | 4.26% |
| Convenient to my house (S) | 31 | 3.38% |
| Non completed | 339 | 37.01% |

8. Please rank your top 5 places. The first item you click on should be your first choice. [Ranking 1]

| <i>Answer</i> | <i>Count</i> | <i>Percentage</i> |
|---------------------------------|--------------|-------------------|
| Oxbow Public Market (A) | 309 | 33.73% |
| Opera House (B) | 69 | 7.53% |
| Napa Mill (C) | 64 | 6.99% |
| New walkway along the River (D) | 101 | 11.03% |
| Napa Town Center (E) | 45 | 4.91% |
| Veteran's Park (F) | 11 | 1.20% |
| Skate Park (G) | 1 | 0.11% |
| Post Office (H) | 12 | 1.31% |
| Library (I) | 49 | 5.35% |
| A particular business (J) | 91 | 9.93% |
| A particular building (K) | 6 | 0.66% |
| Napa River (L) | 19 | 2.07% |
| Napa bridges (M) | 3 | 0.33% |
| New parking garage (N) | 2 | 0.22% |
| CineDome Theater (O) | 43 | 4.69% |
| Non completed | 89 | 9.72% |

8. Please rank your top 5 places. The first item you click on should be your first choice. [Ranking 2]

| <i>Answer</i> | <i>Count</i> | <i>Percentage</i> |
|---------------------------------|--------------|-------------------|
| Oxbow Public Market (A) | 164 | 17.90% |
| Opera House (B) | 90 | 9.83% |
| Napa Mill (C) | 137 | 14.96% |
| New walkway along the River (D) | 108 | 11.79% |
| Napa Town Center (E) | 35 | 3.82% |
| Veteran's Park (F) | 39 | 4.26% |
| Skate Park (G) | 1 | 0.11% |
| Post Office (H) | 17 | 1.86% |
| Library (I) | 55 | 6.00% |
| A particular business (J) | 56 | 6.11% |
| A particular building (K) | 9 | 0.98% |
| Napa River (L) | 33 | 3.60% |
| Napa bridges (M) | 15 | 1.64% |
| New parking garage (N) | 9 | 0.98% |
| CineDome Theater (O) | 46 | 5.02% |
| Non completed | 102 | 11.14% |

8. Please rank your top 5 places. The first item you click on should be your first choice. [Ranking 3]

| Answer | Count | Percentage |
|---------------------------------|-------|------------|
| Oxbow Public Market (A) | 77 | 8.41% |
| Opera House (B) | 84 | 9.17% |
| Napa Mill (C) | 113 | 12.34% |
| New walkway along the River (D) | 148 | 16.16% |
| Napa Town Center (E) | 53 | 5.79% |
| Veteran's Park (F) | 49 | 5.35% |
| Skate Park (G) | 2 | 0.22% |
| Post Office (H) | 21 | 2.29% |
| Library (I) | 49 | 5.35% |
| A particular business (J) | 74 | 8.08% |
| A particular building (K) | 2 | 0.22% |
| Napa River (L) | 54 | 5.90% |
| Napa bridges (M) | 20 | 2.18% |
| New parking garage (N) | 6 | 0.66% |
| CineDome Theater (O) | 52 | 5.68% |
| Non completed | 114 | 12.45% |

8. Please rank your top 5 places. The first item you click on should be your first choice. [Ranking 4]

| Answer | Count | Percentage |
|---------------------------------|-------|------------|
| Oxbow Public Market (A) | 64 | 6.99% |
| Opera House (B) | 76 | 8.30% |
| Napa Mill (C) | 102 | 11.14% |
| New walkway along the River (D) | 102 | 11.14% |
| Napa Town Center (E) | 50 | 5.46% |
| Veteran's Park (F) | 44 | 4.80% |
| Skate Park (G) | 10 | 1.09% |
| Post Office (H) | 35 | 3.82% |
| Library (I) | 55 | 6.00% |
| A particular business (J) | 60 | 6.55% |
| A particular building (K) | 7 | 0.76% |
| Napa River (L) | 64 | 6.99% |
| Napa bridges (M) | 40 | 4.37% |
| New parking garage (N) | 21 | 2.29% |
| CineDome Theater (O) | 36 | 3.93% |
| Non completed | 150 | 16.38% |

8. Please rank your top 5 places. The first item you click on should be your first choice. [Ranking 5]

| Answer | Count | Percentage |
|---------------------------------|-------|------------|
| Oxbow Public Market (A) | 32 | 3.49% |
| Opera House (B) | 68 | 7.42% |
| Napa Mill (C) | 66 | 7.21% |
| New walkway along the River (D) | 79 | 8.62% |
| Napa Town Center (E) | 46 | 5.02% |
| Veteran's Park (F) | 65 | 7.10% |
| Skate Park (G) | 4 | 0.44% |
| Post Office (H) | 25 | 2.73% |
| Library (I) | 63 | 6.88% |
| A particular business (J) | 50 | 5.46% |
| A particular building (K) | 17 | 1.86% |
| Napa River (L) | 64 | 6.99% |
| Napa bridges (M) | 59 | 6.44% |
| New parking garage (N) | 28 | 3.06% |
| CineDome Theater (O) | 48 | 5.24% |
| Non completed | 202 | 22.05% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 1]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 93 | 10.15% |
| Doesn't feel safe (B) | 18 | 1.97% |
| Not family-friendly (C) | 32 | 3.49% |
| Not enough night time activities and entertainment (D) | 175 | 19.10% |
| Not enough affordable stores (E) | 54 | 5.90% |
| Not enough higher-end stores (F) | 34 | 3.71% |
| Not enough shopping choices (G) | 101 | 11.03% |
| Lack of evening shopping (H) | 28 | 3.06% |
| Not enough affordable restaurants (I) | 17 | 1.86% |
| Not enough dining choices (J) | 4 | 0.44% |
| Vacant buildings (K) | 148 | 16.16% |
| Unattractive or messy (L) | 22 | 2.40% |
| Poor condition of streets and sidewalks (M) | 24 | 2.62% |
| Lack of daytime activities and entertainment (N) | 7 | 0.76% |
| Lack of landscaping and street trees, benches (O) | 5 | 0.55% |
| Traffic congestion (P) | 5 | 0.55% |
| Hard to drive into, out of or around Downtown (Q) | 34 | 3.71% |
| Hard to get to by bus (R) | 1 | 0.11% |
| Not enough bike lanes, paths or facilities (S) | 13 | 1.42% |
| Design of new buildings (T) | 7 | 0.76% |
| Non completed | 94 | 10.26% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 2]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 26 | 2.84% |
| Doesn't feel safe (B) | 7 | 0.76% |
| Not family-friendly (C) | 21 | 2.29% |
| Not enough night time activities and entertainment (D) | 91 | 9.93% |
| Not enough affordable stores (E) | 61 | 6.66% |
| Not enough higher-end stores (F) | 62 | 6.77% |
| Not enough shopping choices (G) | 149 | 16.27% |
| Lack of evening shopping (H) | 70 | 7.64% |
| Not enough affordable restaurants (I) | 43 | 4.69% |
| Not enough dining choices (J) | 13 | 1.42% |
| Vacant buildings (K) | 122 | 13.32% |
| Unattractive or messy (L) | 47 | 5.13% |
| Poor condition of streets and sidewalks (M) | 20 | 2.18% |
| Lack of daytime activities and entertainment (N) | 12 | 1.31% |
| Lack of landscaping and street trees, benches (O) | 14 | 1.53% |
| Traffic congestion (P) | 20 | 2.18% |
| Hard to drive into, out of or around Downtown (Q) | 10 | 1.09% |
| Hard to get to by bus (R) | 2 | 0.22% |
| Not enough bike lanes, paths or facilities (S) | 13 | 1.42% |
| Design of new buildings (T) | 3 | 0.33% |
| Non completed | 110 | 12.01% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 3]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 21 | 2.29% |
| Doesn't feel safe (B) | 9 | 0.98% |
| Not family-friendly (C) | 17 | 1.86% |
| Not enough night time activities and entertainment (D) | 66 | 7.21% |
| Not enough affordable stores (E) | 47 | 5.13% |
| Not enough higher-end stores (F) | 48 | 5.24% |
| Not enough shopping choices (G) | 118 | 12.88% |
| Lack of evening shopping (H) | 97 | 10.59% |
| Not enough affordable restaurants (I) | 55 | 6.00% |
| Not enough dining choices (J) | 24 | 2.62% |
| Vacant buildings (K) | 83 | 9.06% |
| Unattractive or messy (L) | 48 | 5.24% |
| Poor condition of streets and sidewalks (M) | 46 | 5.02% |
| Lack of daytime activities and entertainment (N) | 25 | 2.73% |
| Lack of landscaping and street trees, benches (O) | 27 | 2.95% |
| Traffic congestion (P) | 14 | 1.53% |
| Hard to drive into, out of or around Downtown (Q) | 24 | 2.62% |
| Hard to get to by bus (R) | 3 | 0.33% |
| Not enough bike lanes, paths or facilities (S) | 12 | 1.31% |
| Design of new buildings (T) | 7 | 0.76% |
| Non completed | 125 | 13.65% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 4]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 22 | 2.40% |
| Doesn't feel safe (B) | 14 | 1.53% |
| Not family-friendly (C) | 17 | 1.86% |
| Not enough night time activities and entertainment (D) | 37 | 4.04% |
| Not enough affordable stores (E) | 64 | 6.99% |
| Not enough higher-end stores (F) | 33 | 3.60% |
| Not enough shopping choices (G) | 74 | 8.08% |
| Lack of evening shopping (H) | 67 | 7.31% |
| Not enough affordable restaurants (I) | 63 | 6.88% |
| Not enough dining choices (J) | 27 | 2.95% |
| Vacant buildings (K) | 95 | 10.37% |
| Unattractive or messy (L) | 44 | 4.80% |
| Poor condition of streets and sidewalks (M) | 42 | 4.59% |
| Lack of daytime activities and entertainment (N) | 49 | 5.35% |
| Lack of landscaping and street trees, benches (O) | 38 | 4.15% |
| Traffic congestion (P) | 15 | 1.64% |
| Hard to drive into, out of or around Downtown (Q) | 21 | 2.29% |
| Hard to get to by bus (R) | 1 | 0.11% |
| Not enough bike lanes, paths or facilities (S) | 22 | 2.40% |
| Design of new buildings (T) | 6 | 0.66% |
| Non completed | 165 | 18.01% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 5]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 31 | 3.38% |
| Doesn't feel safe (B) | 10 | 1.09% |
| Not family-friendly (C) | 32 | 3.49% |
| Not enough night time activities and entertainment (D) | 43 | 4.69% |
| Not enough affordable stores (E) | 32 | 3.49% |
| Not enough higher-end stores (F) | 34 | 3.71% |
| Not enough shopping choices (G) | 67 | 7.31% |
| Lack of evening shopping (H) | 70 | 7.64% |
| Not enough affordable restaurants (I) | 34 | 3.71% |
| Not enough dining choices (J) | 33 | 3.60% |
| Vacant buildings (K) | 62 | 6.77% |
| Unattractive or messy (L) | 42 | 4.59% |
| Poor condition of streets and sidewalks (M) | 41 | 4.48% |
| Lack of daytime activities and entertainment (N) | 49 | 5.35% |
| Lack of landscaping and street trees, benches (O) | 38 | 4.15% |
| Traffic congestion (P) | 20 | 2.18% |
| Hard to drive into, out of or around Downtown (Q) | 31 | 3.38% |
| Hard to get to by bus (R) | 1 | 0.11% |
| Not enough bike lanes, paths or facilities (S) | 21 | 2.29% |
| Design of new buildings (T) | 5 | 0.55% |
| Non completed | 220 | 24.02% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 6]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 17 | 1.86% |
| Doesn't feel safe (B) | 12 | 1.31% |
| Not family-friendly (C) | 24 | 2.62% |
| Not enough night time activities and entertainment (D) | 36 | 3.93% |
| Not enough affordable stores (E) | 35 | 3.82% |
| Not enough higher-end stores (F) | 21 | 2.29% |
| Not enough shopping choices (G) | 43 | 4.69% |
| Lack of evening shopping (H) | 46 | 5.02% |
| Not enough affordable restaurants (I) | 37 | 4.04% |
| Not enough dining choices (J) | 32 | 3.49% |
| Vacant buildings (K) | 43 | 4.69% |
| Unattractive or messy (L) | 47 | 5.13% |
| Poor condition of streets and sidewalks (M) | 27 | 2.95% |
| Lack of daytime activities and entertainment (N) | 44 | 4.80% |
| Lack of landscaping and street trees, benches (O) | 49 | 5.35% |
| Traffic congestion (P) | 23 | 2.51% |
| Hard to drive into, out of or around Downtown (Q) | 28 | 3.06% |
| Hard to get to by bus (R) | 7 | 0.76% |
| Not enough bike lanes, paths or facilities (S) | 13 | 1.42% |
| Design of new buildings (T) | 4 | 0.44% |
| Non completed | 328 | 35.81% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 7]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 23 | 2.51% |
| Doesn't feel safe (B) | 7 | 0.76% |
| Not family-friendly (C) | 16 | 1.75% |
| Not enough night time activities and entertainment (D) | 35 | 3.82% |
| Not enough affordable stores (E) | 27 | 2.95% |
| Not enough higher-end stores (F) | 20 | 2.18% |
| Not enough shopping choices (G) | 25 | 2.73% |
| Lack of evening shopping (H) | 41 | 4.48% |
| Not enough affordable restaurants (I) | 29 | 3.17% |
| Not enough dining choices (J) | 25 | 2.73% |
| Vacant buildings (K) | 36 | 3.93% |
| Unattractive or messy (L) | 39 | 4.26% |
| Poor condition of streets and sidewalks (M) | 28 | 3.06% |
| Lack of daytime activities and entertainment (N) | 48 | 5.24% |
| Lack of landscaping and street trees, benches (O) | 38 | 4.15% |
| Traffic congestion (P) | 17 | 1.86% |
| Hard to drive into, out of or around Downtown (Q) | 24 | 2.62% |
| Hard to get to by bus (R) | 3 | 0.33% |
| Not enough bike lanes, paths or facilities (S) | 15 | 1.64% |
| Design of new buildings (T) | 15 | 1.64% |
| Non completed | 405 | 44.21% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 8]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 23 | 2.51% |
| Doesn't feel safe (B) | 14 | 1.53% |
| Not family-friendly (C) | 12 | 1.31% |
| Not enough night time activities and entertainment (D) | 26 | 2.84% |
| Not enough affordable stores (E) | 16 | 1.75% |
| Not enough higher-end stores (F) | 16 | 1.75% |
| Not enough shopping choices (G) | 19 | 2.07% |
| Lack of evening shopping (H) | 36 | 3.93% |
| Not enough affordable restaurants (I) | 22 | 2.40% |
| Not enough dining choices (J) | 30 | 3.28% |
| Vacant buildings (K) | 21 | 2.29% |
| Unattractive or messy (L) | 33 | 3.60% |
| Poor condition of streets and sidewalks (M) | 23 | 2.51% |
| Lack of daytime activities and entertainment (N) | 35 | 3.82% |
| Lack of landscaping and street trees, benches (O) | 35 | 3.82% |
| Traffic congestion (P) | 21 | 2.29% |
| Hard to drive into, out of or around Downtown (Q) | 31 | 3.38% |
| Hard to get to by bus (R) | 7 | 0.76% |
| Not enough bike lanes, paths or facilities (S) | 21 | 2.29% |
| Design of new buildings (T) | 8 | 0.87% |
| Non completed | 467 | 50.98% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 9]

| Answer | Count | Percentage |
|--|-------|------------|
| Not enough parking or inconvenient parking (A) | 17 | 1.86% |
| Doesn't feel safe (B) | 9 | 0.98% |
| Not family-friendly (C) | 14 | 1.53% |
| Not enough night time activities and entertainment (D) | 15 | 1.64% |
| Not enough affordable stores (E) | 21 | 2.29% |
| Not enough higher-end stores (F) | 16 | 1.75% |
| Not enough shopping choices (G) | 29 | 3.17% |
| Lack of evening shopping (H) | 22 | 2.40% |
| Not enough affordable restaurants (I) | 33 | 3.60% |
| Not enough dining choices (J) | 13 | 1.42% |
| Vacant buildings (K) | 9 | 0.98% |
| Unattractive or messy (L) | 25 | 2.73% |
| Poor condition of streets and sidewalks (M) | 12 | 1.31% |
| Lack of daytime activities and entertainment (N) | 49 | 5.35% |
| Lack of landscaping and street trees, benches (O) | 39 | 4.26% |
| Traffic congestion (P) | 22 | 2.40% |
| Hard to drive into, out of or around Downtown (Q) | 21 | 2.29% |
| Hard to get to by bus (R) | 4 | 0.44% |
| Not enough bike lanes, paths or facilities (S) | 21 | 2.29% |
| Design of new buildings (T) | 7 | 0.76% |
| Non completed | 519 | 56.66% |

9. What don't you like about Downtown Napa? Rank your "top ten" with #1 being what you dislike most. The first item you click on should be your first choice.[Ranking 10]

| Answer | Count | Percentage |
|--|--------------|-------------------|
| Not enough parking or inconvenient parking (A) | 21 | 2.29% |
| Doesn't feel safe (B) | 18 | 1.97% |
| Not family-friendly (C) | 18 | 1.97% |
| Not enough night time activities and entertainment (D) | 16 | 1.75% |
| Not enough affordable stores (E) | 20 | 2.18% |
| Not enough higher-end stores (F) | 16 | 1.75% |
| Not enough shopping choices (G) | 8 | 0.87% |
| Lack of evening shopping (H) | 29 | 3.17% |
| Not enough affordable restaurants (I) | 14 | 1.53% |
| Not enough dining choices (J) | 24 | 2.62% |
| Vacant buildings (K) | 17 | 1.86% |
| Unattractive or messy (L) | 16 | 1.75% |
| Poor condition of streets and sidewalks (M) | 15 | 1.64% |
| Lack of daytime activities and entertainment (N) | 34 | 3.71% |
| Lack of landscaping and street trees, benches (O) | 25 | 2.73% |
| Traffic congestion (P) | 16 | 1.75% |
| Hard to drive into, out of or around Downtown (Q) | 21 | 2.29% |
| Hard to get to by bus (R) | 6 | 0.66% |
| Not enough bike lanes, paths or facilities (S) | 19 | 2.07% |
| Design of new buildings (T) | 12 | 1.31% |
| Non completed | 551 | 60.15% |

11. Please rank your top 5 changes. The first item you click on should be your first choice.[Ranking 1]

| Answer | Count | Percentage |
|---|--------------|-------------------|
| More live music, nightclubs, dancing (A) | 190 | 20.74% |
| Newer or better movie theater (B) | 136 | 14.85% |
| More interesting and varied architecture (C) | 5 | 0.55% |
| More parks and large public plazas (D) | 32 | 3.49% |
| More small plazas, outdoor seating or eating places (E) | 62 | 6.77% |
| More public art (F) | 10 | 1.09% |
| More security (G) | 16 | 1.75% |
| More housing in Downtown (H) | 29 | 3.17% |
| Preserve historic buildings (I) | 58 | 6.33% |
| More one-of-a-kind shops (J) | 51 | 5.57% |
| More regional or national retail shops (K) | 85 | 9.28% |
| More daily retail shops such as grocery stores, drug stores (L) | 23 | 2.51% |
| More local services such as nail salons, cleaners (M) | 0 | 0.00% |
| More evening shopping (N) | 35 | 3.82% |
| Redo the Napa Town Center (O) | 65 | 7.10% |
| Improve signs to help locate businesses (P) | 8 | 0.87% |
| Non completed | 111 | 12.12% |

11. Please rank your top 5 changes. The first item you click on should be your first choice.[Ranking 2]

| Answer | Count | Percentage |
|---|-------|------------|
| More live music, nightclubs, dancing (A) | 73 | 7.97% |
| Newer or better movie theater (B) | 119 | 12.99% |
| More interesting and varied architecture (C) | 10 | 1.09% |
| More parks and large public plazas (D) | 39 | 4.26% |
| More small plazas, outdoor seating or eating places (E) | 103 | 11.24% |
| More public art (F) | 38 | 4.15% |
| More security (G) | 17 | 1.86% |
| More housing in Downtown (H) | 26 | 2.84% |
| Preserve historic buildings (I) | 51 | 5.57% |
| More one-of-a-kind shops (J) | 76 | 8.30% |
| More regional or national retail shops (K) | 84 | 9.17% |
| More daily retail shops such as grocery stores, drug stores (L) | 44 | 4.80% |
| More local services such as nail salons, cleaners (M) | 3 | 0.33% |
| More evening shopping (N) | 60 | 6.55% |
| Redo the Napa Town Center (O) | 50 | 5.46% |
| Improve signs to help locate businesses (P) | 8 | 0.87% |
| Non completed | 115 | 12.55% |

11. Please rank your top 5 changes. The first item you click on should be your first choice.[Ranking 3]

| Answer | Count | Percentage |
|---|-------|------------|
| More live music, nightclubs, dancing (A) | 48 | 5.24% |
| Newer or better movie theater (B) | 70 | 7.64% |
| More interesting and varied architecture (C) | 13 | 1.42% |
| More parks and large public plazas (D) | 47 | 5.13% |
| More small plazas, outdoor seating or eating places (E) | 113 | 12.34% |
| More public art (F) | 51 | 5.57% |
| More security (G) | 18 | 1.97% |
| More housing in Downtown (H) | 25 | 2.73% |
| Preserve historic buildings (I) | 83 | 9.06% |
| More one-of-a-kind shops (J) | 78 | 8.52% |
| More regional or national retail shops (K) | 59 | 6.44% |
| More daily retail shops such as grocery stores, drug stores (L) | 39 | 4.26% |
| More local services such as nail salons, cleaners (M) | 4 | 0.44% |
| More evening shopping (N) | 68 | 7.42% |
| Redo the Napa Town Center (O) | 64 | 6.99% |
| Improve signs to help locate businesses (P) | 10 | 1.09% |
| Non completed | 126 | 13.76% |

11. Please rank your top 5 changes. The first item you click on should be your first choice.[Ranking 4]

| Answer | Count | Percentage |
|---|-------|------------|
| More live music, nightclubs, dancing (A) | 68 | 7.42% |
| Newer or better movie theater (B) | 74 | 8.08% |
| More interesting and varied architecture (C) | 17 | 1.86% |
| More parks and large public plazas (D) | 34 | 3.71% |
| More small plazas, outdoor seating or eating places (E) | 81 | 8.84% |
| More public art (F) | 40 | 4.37% |
| More security (G) | 18 | 1.97% |
| More housing in Downtown (H) | 31 | 3.38% |
| Preserve historic buildings (I) | 67 | 7.31% |
| More one-of-a-kind shops (J) | 59 | 6.44% |
| More regional or national retail shops (K) | 55 | 6.00% |
| More daily retail shops such as grocery stores, drug stores (L) | 56 | 6.11% |
| More local services such as nail salons, cleaners (M) | 4 | 0.44% |
| More evening shopping (N) | 83 | 9.06% |
| Redo the Napa Town Center (O) | 58 | 6.33% |
| Improve signs to help locate businesses (P) | 19 | 2.07% |
| Non completed | 152 | 16.59% |

11. Please rank your top 5 changes. The first item you click on should be your first choice.[Ranking 5]

| Answer | Count | Percentage |
|---|-------|------------|
| More live music, nightclubs, dancing (A) | 39 | 4.26% |
| Newer or better movie theater (B) | 70 | 7.64% |
| More interesting and varied architecture (C) | 19 | 2.07% |
| More parks and large public plazas (D) | 38 | 4.15% |
| More small plazas, outdoor seating or eating places (E) | 77 | 8.41% |
| More public art (F) | 57 | 6.22% |
| More security (G) | 19 | 2.07% |
| More housing in Downtown (H) | 23 | 2.51% |
| Preserve historic buildings (I) | 52 | 5.68% |
| More one-of-a-kind shops (J) | 61 | 6.66% |
| More regional or national retail shops (K) | 50 | 5.46% |
| More daily retail shops such as grocery stores, drug stores (L) | 41 | 4.48% |
| More local services such as nail salons, cleaners (M) | 11 | 1.20% |
| More evening shopping (N) | 78 | 8.52% |
| Redo the Napa Town Center (O) | 58 | 6.33% |
| Improve signs to help locate businesses (P) | 34 | 3.71% |
| Non completed | 189 | 20.63% |

13. Please rank your top 3 changes. The first item you click on should be your first choice.[Ranking 1]

| Answer | Count | Percentage |
|--|-------|------------|
| Improve sidewalks, street trees, benches, connections for pleasant walking (A) | 275 | 30.02% |
| Enhance bicycling opportunities (B) | 88 | 9.61% |
| Improve street conditions (C) | 93 | 10.15% |
| Reduce one way streets (D) | 143 | 15.61% |
| Make it easier to drive to and around Downtown (E) | 57 | 6.22% |
| Add new street connections (F) | 7 | 0.76% |
| Increase bus connections to Downtown (G) | 8 | 0.87% |
| Make it easier to park (H) | 89 | 9.72% |
| Make it harder to park (to encourage parking once and walking around, or using other ways to get Downtown) (I) | 15 | 1.64% |
| Non completed | 141 | 15.39% |

13. Please rank your top 3 changes. The first item you click on should be your first choice.[Ranking 2]

| Answer | Count | Percentage |
|--|-------|------------|
| Improve sidewalks, street trees, benches, connections for pleasant walking (A) | 164 | 17.90% |
| Enhance bicycling opportunities (B) | 102 | 11.14% |
| Improve street conditions (C) | 153 | 16.70% |
| Reduce one way streets (D) | 72 | 7.86% |
| Make it easier to drive to and around Downtown (E) | 119 | 12.99% |
| Add new street connections (F) | 19 | 2.07% |
| Increase bus connections to Downtown (G) | 13 | 1.42% |
| Make it easier to park (H) | 69 | 7.53% |
| Make it harder to park (to encourage parking once and walking around, or using other ways to get Downtown) (I) | 27 | 2.95% |
| Non completed | 178 | 19.43% |

13. Please rank your top 3 changes. The first item you click on should be your first choice.[Ranking 3]

| Answer | Count | Percentage |
|--|-------|------------|
| Improve sidewalks, street trees, benches, connections for pleasant walking (A) | 125 | 13.65% |
| Enhance bicycling opportunities (B) | 75 | 8.19% |
| Improve street conditions (C) | 119 | 12.99% |
| Reduce one way streets (D) | 69 | 7.53% |
| Make it easier to drive to and around Downtown (E) | 98 | 10.70% |
| Add new street connections (F) | 32 | 3.49% |
| Increase bus connections to Downtown (G) | 30 | 3.28% |
| Make it easier to park (H) | 89 | 9.72% |
| Make it harder to park (to encourage parking once and walking around, or using other ways to get Downtown) (I) | 32 | 3.49% |
| Non completed | 246 | 26.86% |