



Ponderay Online Community Survey

Summary of Survey Results | August 2020



CENTER FOR CREATIVE
LAND RECYCLING
RECLAIM. CONNECT. TRANSFORM.



Though this project has been funded, wholly or in part, by EPA, the contents of this document do not necessarily reflect the views and policies of EPA.

Summary



Data Collection: July 23 to August 16



Digital Engagement Tool: Maptionnaire



226 complete responses

43 respondents live in Ponderay

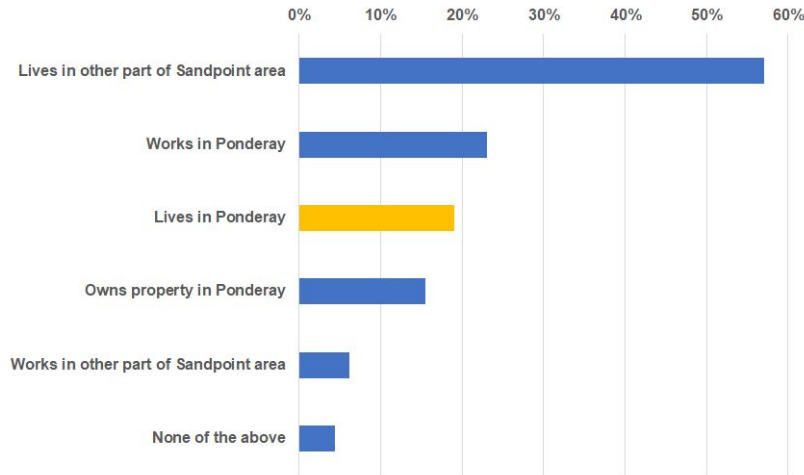
SURVEY RESPONSES

The Present and Future of Ponderay

1a. Which of the following statements best describes you? Please select all that apply.

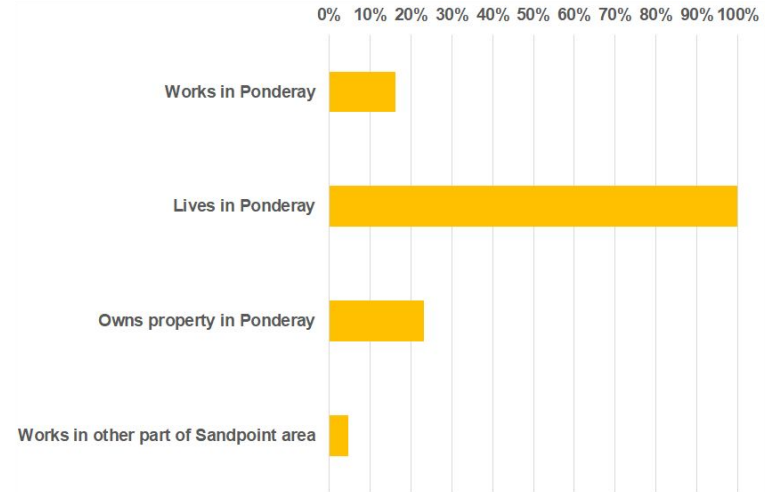


All respondents (n=226)




More than half of all respondents live in other part of Sandpoint area

Ponderay Residents (n=43)



19% of participants live in Ponderay

1b. At the 2017 Neighbor Day event, we asked neighbors, “What do you love about Ponderay?” We’re asking that same question today to see how the community’s answers have changed.



All respondents (n=102)

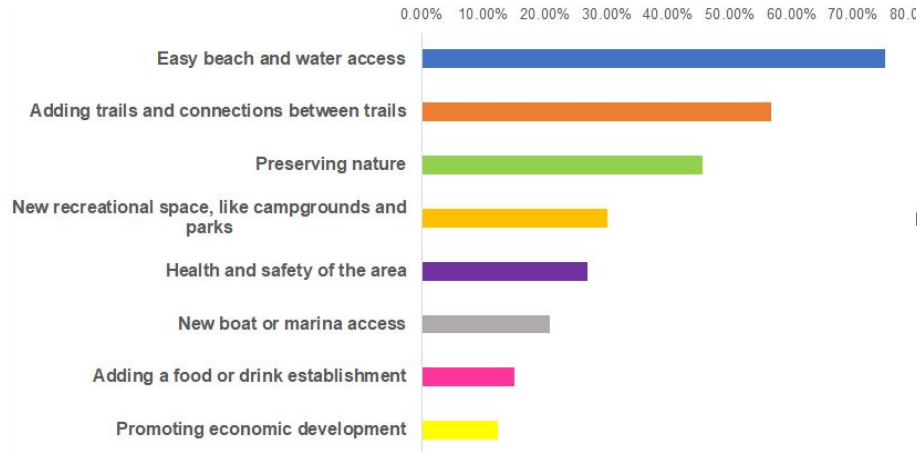
- It's a small, quiet town, with a friendly community and a local feel
- Variety and convenience of stores and local businesses
- It's a town with a bright future
- The nature and the Pend d'Oreille Bay Trail

Ponderay Residents (n=21)

- It's a small, quiet town, with a friendly community and a local feel
- Convenience of stores

2. Please choose three (3) of the following waterfront issues that are most important for you.

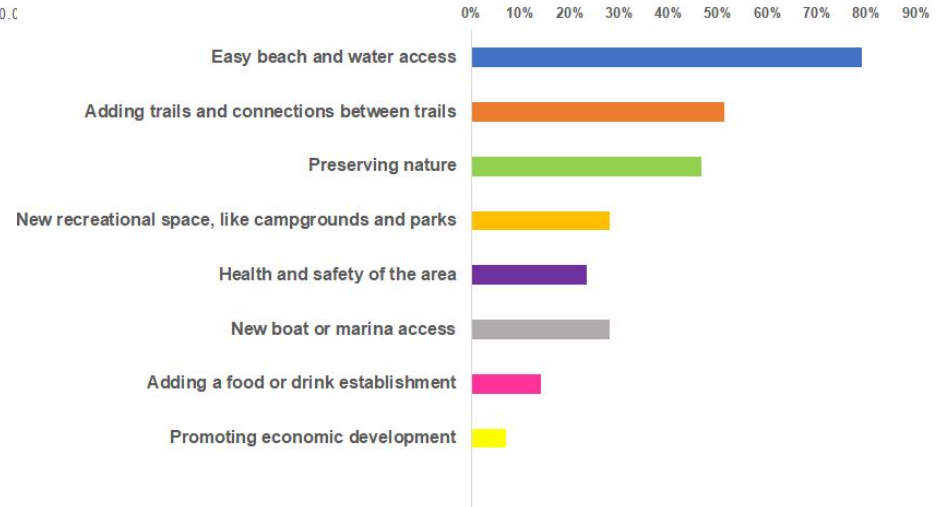
All respondents (n=226)



Other- Key Highlights (n=16)

-Access to The Bay Trail

Ponderay Residents (n=43)



Other- Key Highlights (n=6)

-Access to The Bay Trail

-A balanced approach to development and preserving nature.

3a. If the waterfront were cleaned up and made safe in the future, how would you like that space to be used?



All respondents (n=187)

- Beach with public access
- Campground
- Recreational area for swimming, kayaking, fishing, boating, etc
- Park
- Trail connection/trail head
- Marina
- ADA access

Ponderay Residents (n=38)

- Beach with public access
- Recreational area for swimming, kayaking, fishing, boating, etc
- Park
- For residents use

3b. Cleaning up the waterfront won't just affect the nearby natural areas, but all of Ponderay. How might cleaning up the waterfront positively impact Ponderay?



All respondents (n=165)

- Ponderay would become a destination town, attracting more visitors. This would help local business and would benefit the local economy.
- The local community would have its own access to the lake.
- Environmental and health benefits
- Improved property values
- Local, safe family-oriented areas

Ponderay Residents (n=33)

- The local community would have its own access to the lake
- Environmental and health benefits
- Economic benefits, improved property values
- Public interest in the community

3c. How might cleaning up the waterfront negatively impact Ponderay?



All respondents (n=139)

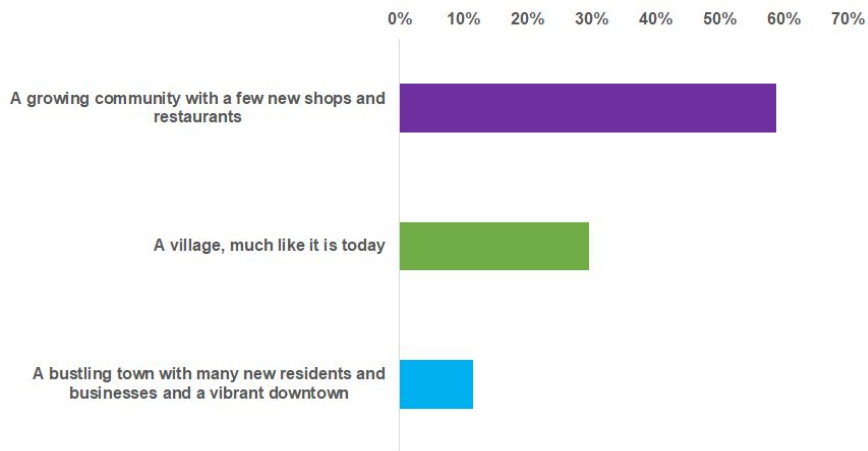
- Around 25% of respondents do not see negative impacts of cleaning up the waterfront
- Traffic issues generated by too many tourists
- Displacement, rent increase, lack of housing affordability, tax increase, private access to the lake

Ponderay Residents (n=31)

- Almost 40% of respondents do not see negative impacts of cleaning up the waterfront
- Traffic issues generated by visitors

4. Please describe what you want Ponderay to be like in the future

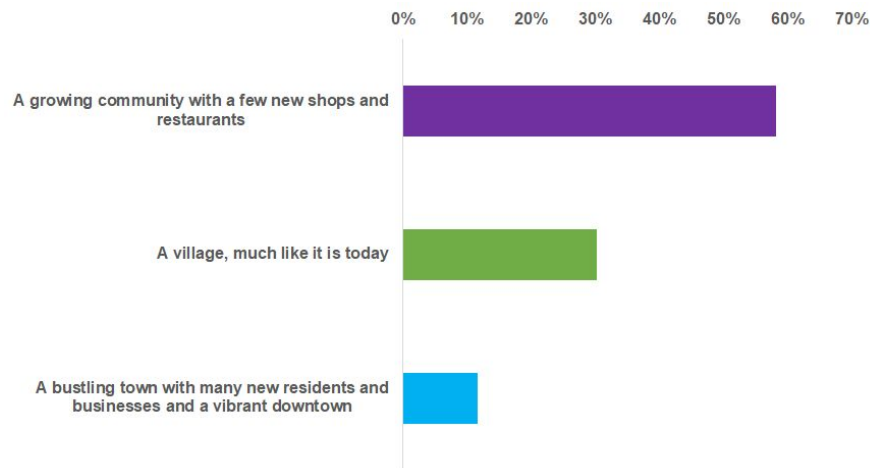
All respondents (n=226)



Something else?- Key Highlights (N=37)

-Small, affordable place, with controlled growth

Ponderay Residents (n=43)



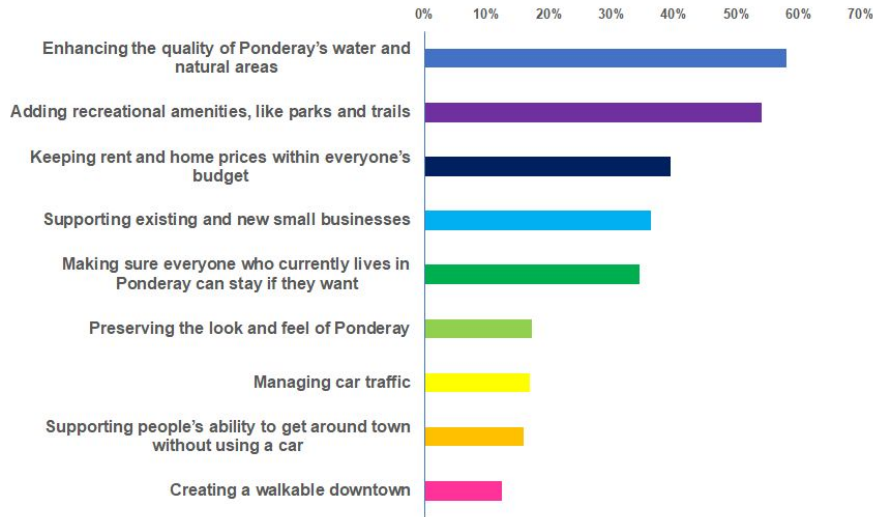
Something else?- Key Highlights (N=10)

-Small place with controlled growth

-Nothing to harm the waterfront

5. What issues should Ponderay focus on in the future? Please choose three (3) of the following issues that are most important for you.

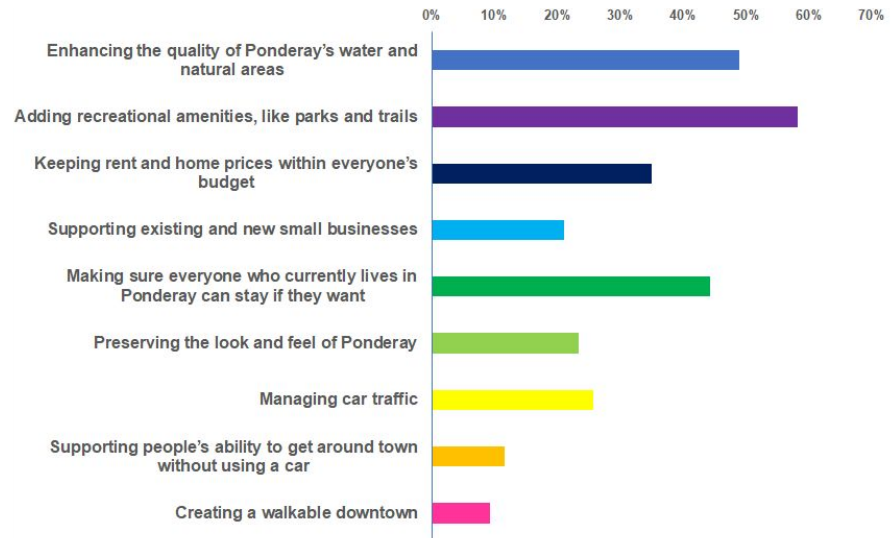
All respondents (n=226)



Other- Key Highlights (n=14)

-Keeping it friendly and local

Ponderay Residents (n=43)



Other- Key Highlights (n=5)

-Keeping it friendly and local

-Move ITD out of town and develop that lot into storefront/businesses

The Future of Ponderay: Housing

6a. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

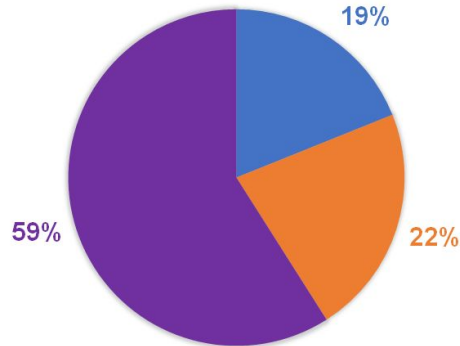


Single Family Housing

How comfortable would you feel with a home like this...

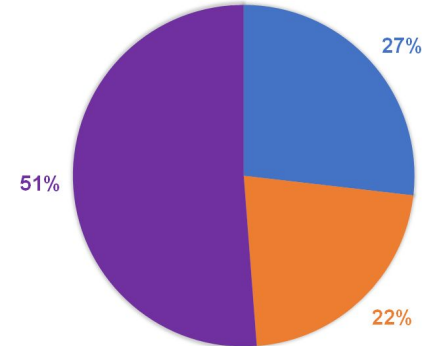
on your street? (n=222)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

on your street? (n=41)



Ponderay residents

6a. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

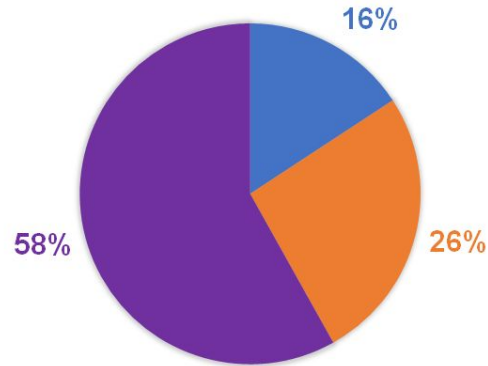


Single Family Housing

How comfortable would you feel with a home like this...

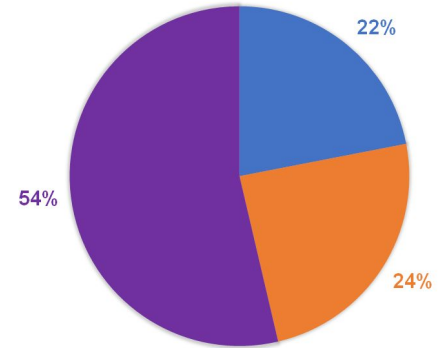
somewhere in your neighborhood? (n=222)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

somewhere in your neighborhood? (n=41)



Ponderay residents

6a. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

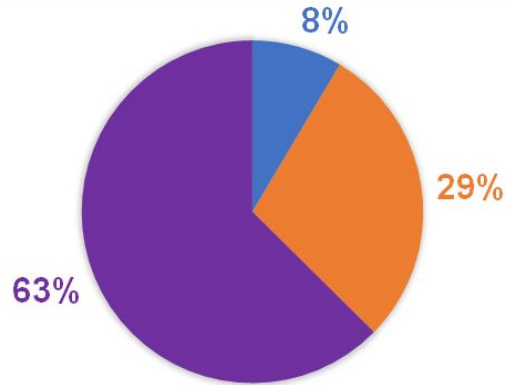


Single Family Housing

How comfortable would you feel with a home like this...

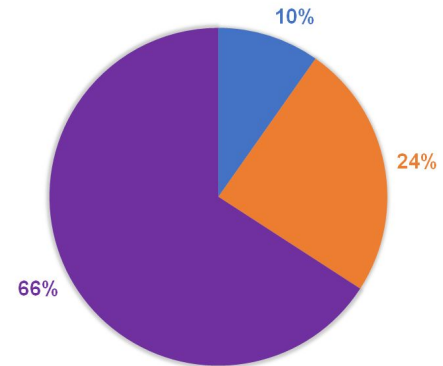
- Comfortable
- Moderately comfortable
- Not Comfortable

somewhere in Ponderay? (n=222)



All respondents

somewhere in Ponderay? (n=41)



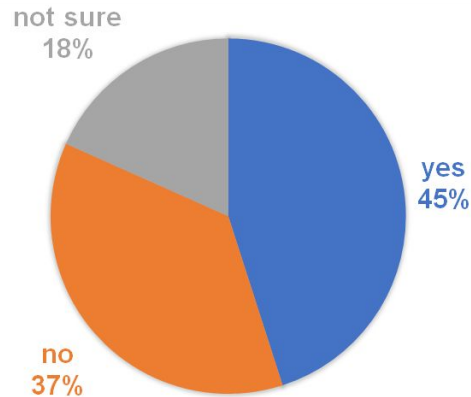
Ponderay residents

6a. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.



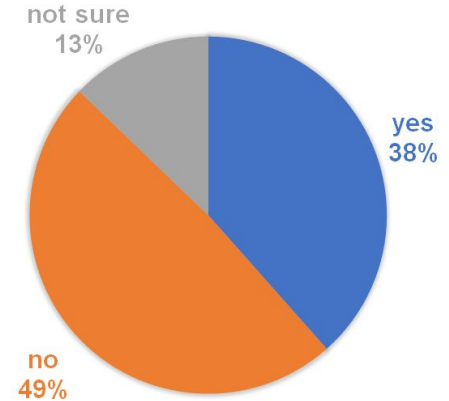
Single Family Housing

Would you like to live in a home like this? (n=202)



All respondents

Would you like to live in a home like this? (n=39)



Ponderay residents

6b. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.



Attached Housing

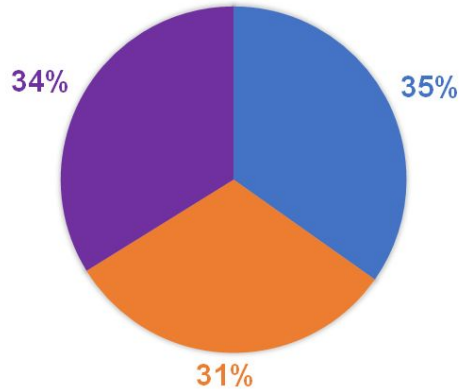
How comfortable would you feel with a home like this...

● Comfortable

● Moderately comfortable

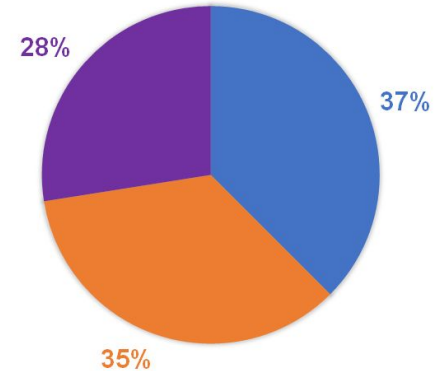
● Not Comfortable

on your street? (n=207)



All respondents

on your street? (n=40)



Ponderay residents

6b. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

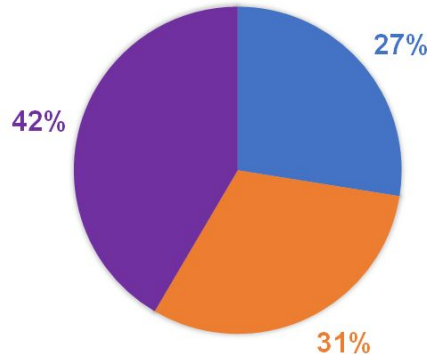


Attached Housing

How comfortable would you feel with a home like this...

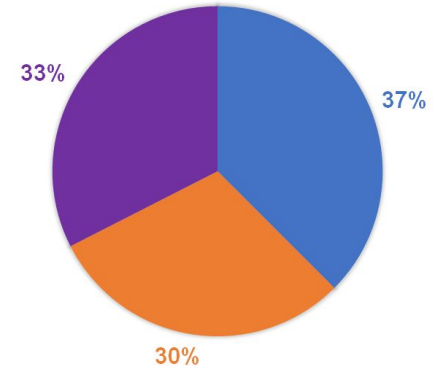
somewhere in your neighborhood? (n=207)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

somewhere in your neighborhood? (n=40)



Ponderay residents

6b. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

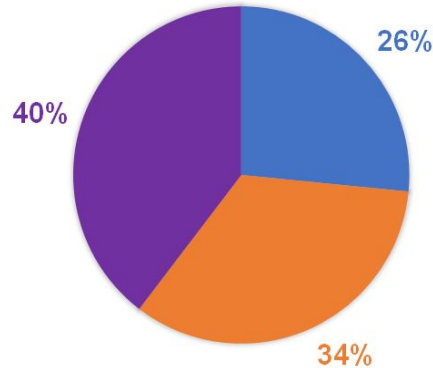


Attached Housing

How comfortable would you feel with a home like this...

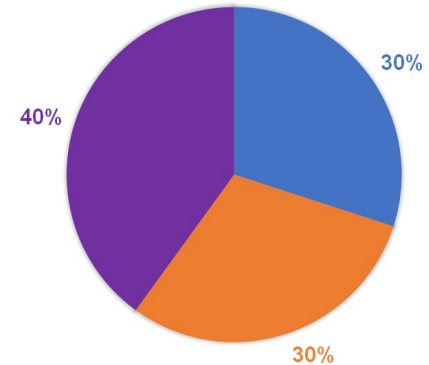
- Comfortable
- Moderately comfortable
- Not Comfortable

somewhere in Ponderay? (n=207)



All respondents

somewhere in Ponderay? (n=40)



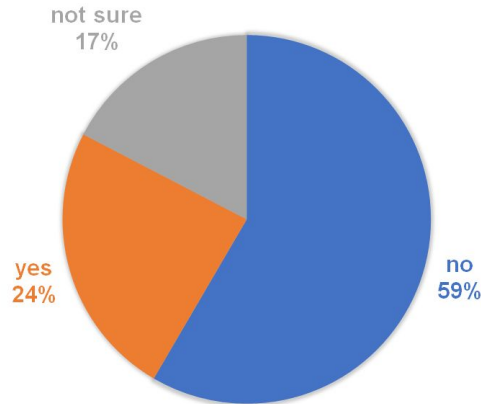
Ponderay residents

6b. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.



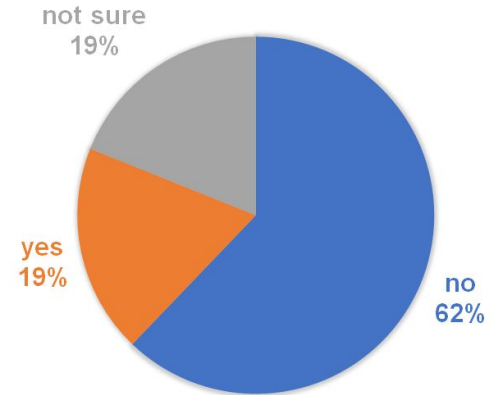
Attached Housing

Would you like to live in a home like this? (n=190)



All respondents

Would you like to live in a home like this? (n=37)



Ponderay residents

6c. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

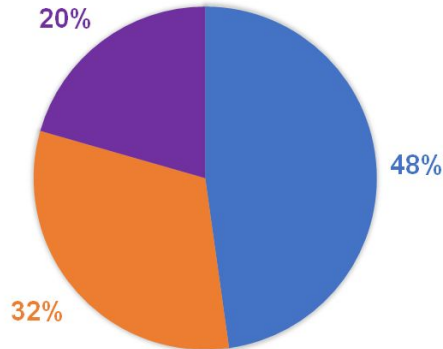


Multifamily Housing

How comfortable would you feel with a home like this...

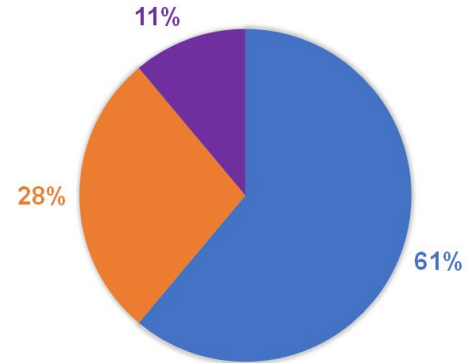
on your street? (n=180)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

on your street? (n=36)



Ponderay residents

6c. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

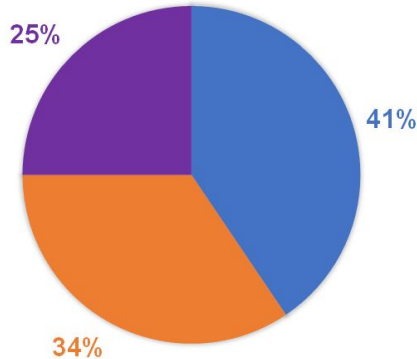


Multifamily Housing

How comfortable would you feel with a home like this...

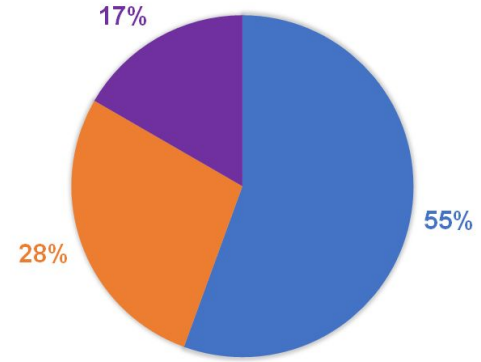
somewhere in your neighborhood? (n=180)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

somewhere in your neighborhood? (n=36)



Ponderay residents

6c. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

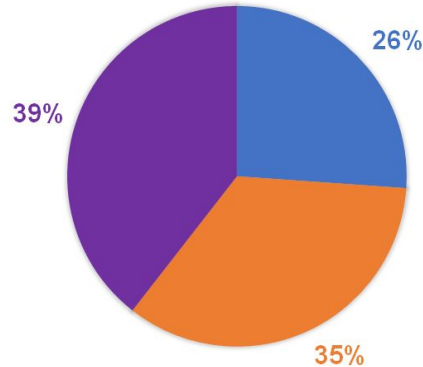


Multifamily Housing

How comfortable would you feel with a home like this...

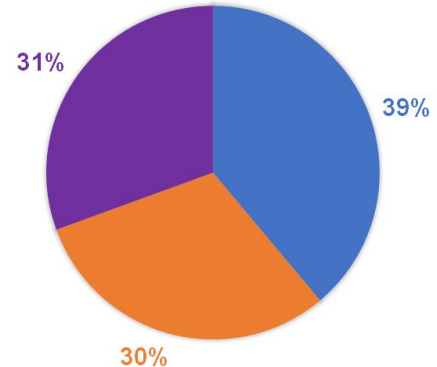
- Comfortable
- Moderately comfortable
- Not Comfortable

somewhere in Ponderay? (n=180)



All respondents

somewhere in Ponderay? (n=36)



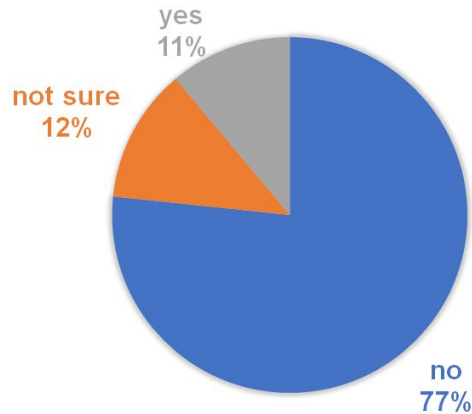
Ponderay residents

6c. Please look at the following housing samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.



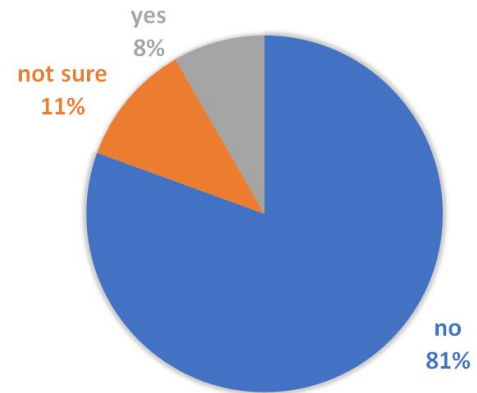
Multifamily Housing

Would you like to live in a home like this? (n=180)



All respondents

Would you like to live in a home like this? (n=36)

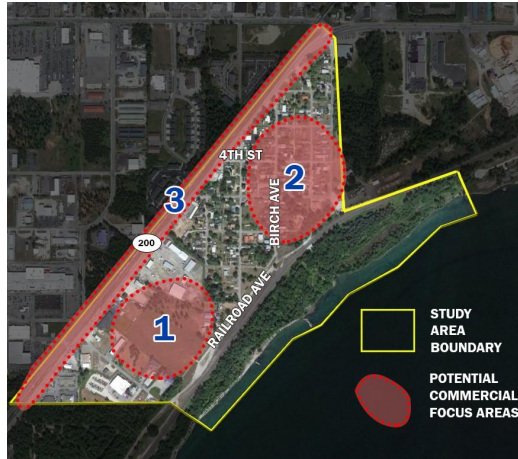


Ponderay residents

The Future of Ponderay: Commercial/Retail

7a. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

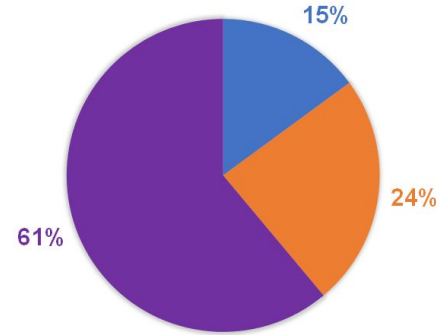


Small retail

How comfortable would you feel if a business space like this was located...

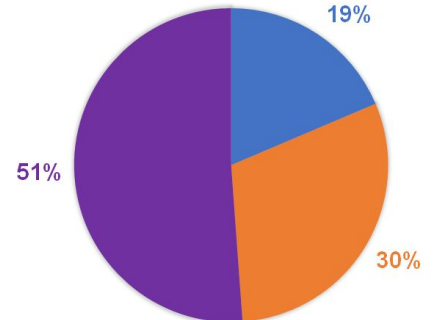
within Area 1? (n=221)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

within Area 1? (n=43)



Ponderay residents

7a. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

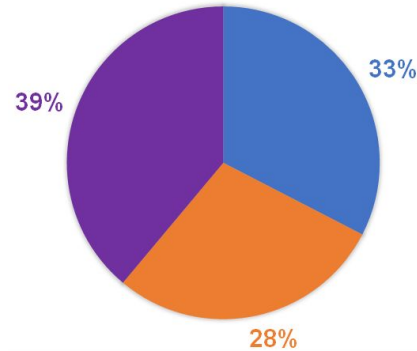


Small retail

How comfortable would you feel if a business space like this was located...

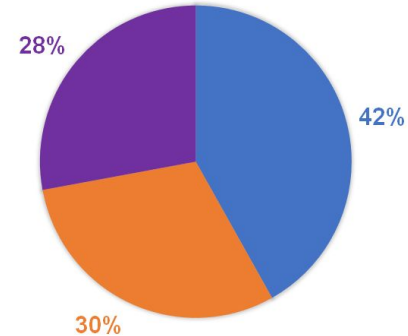
within Area 2? (n=221)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

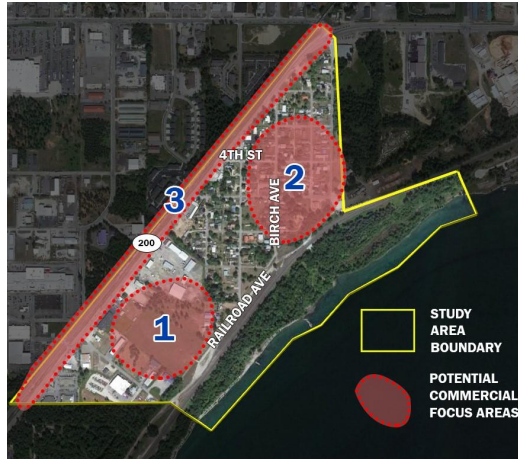
within Area 2? (n=43)



Ponderay residents

7a. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

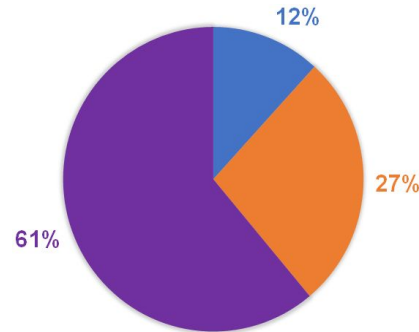


Small retail

How comfortable would you feel if a business space like this was located...

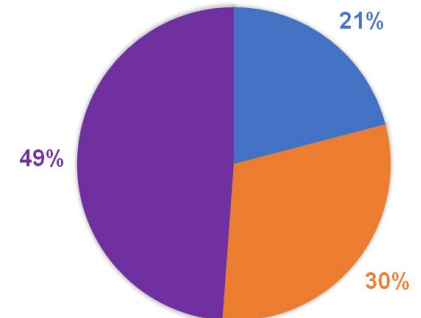
along Area 3? (n=221)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

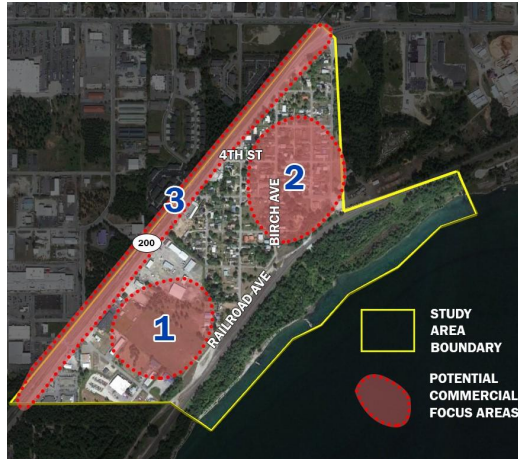
along Area 3? (n=43)



Ponderay residents

7b. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

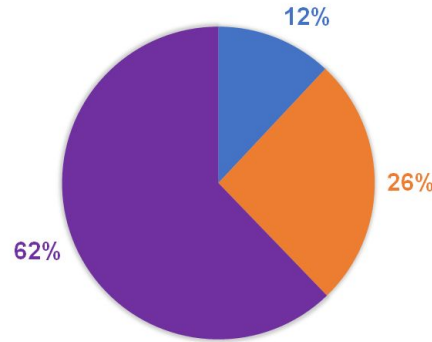


Live/Work retail

How comfortable would you feel if a business space like this was located...

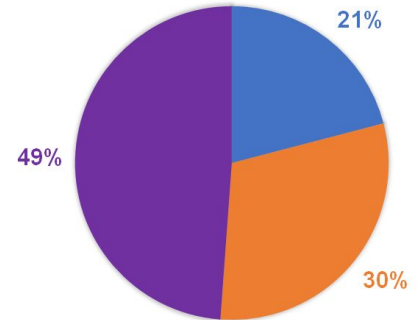
within Area 1? (n=217)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

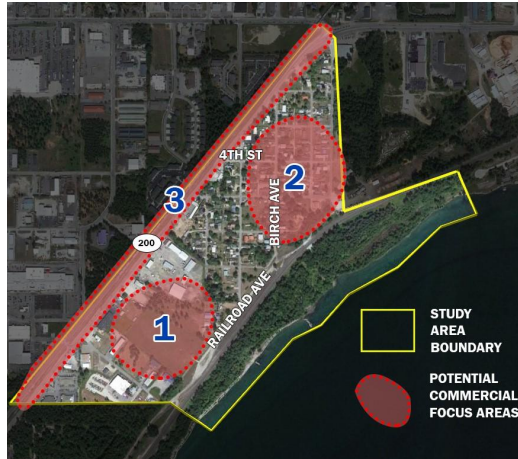
within Area 1? (n=43)



Ponderay residents

7b. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

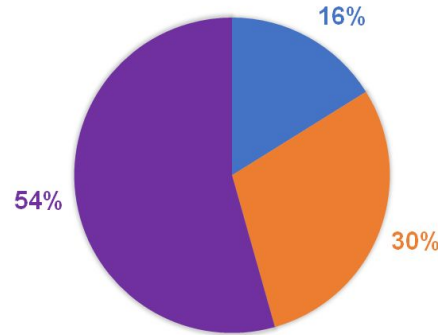


Live/Work retail

How comfortable would you feel if a business space like this was located...

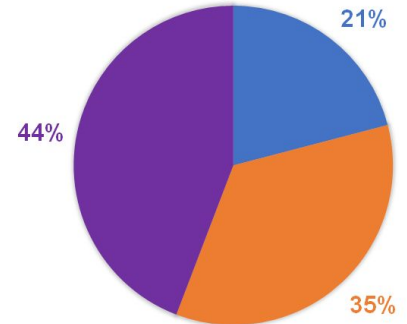
- Comfortable
- Moderately comfortable
- Not Comfortable

within Area 2? (n=217)



All respondents

within Area 2? (n=43)



Ponderay residents

7b. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

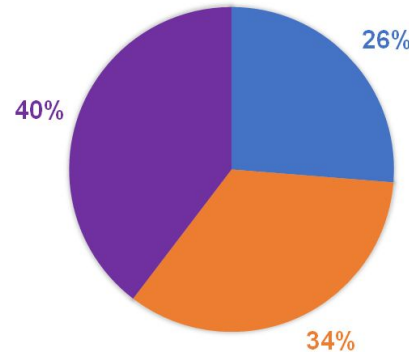


Live/Work retail

How comfortable would you feel if a business space like this was located...

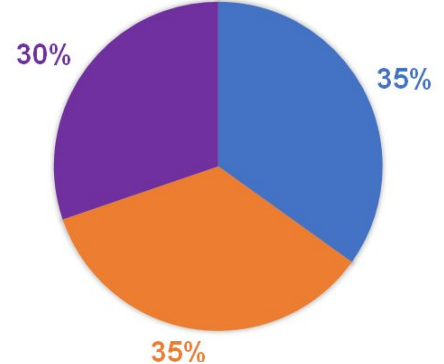
along Area 3? (n=217)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

along Area 3? (n=43)



Ponderay residents

7c. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

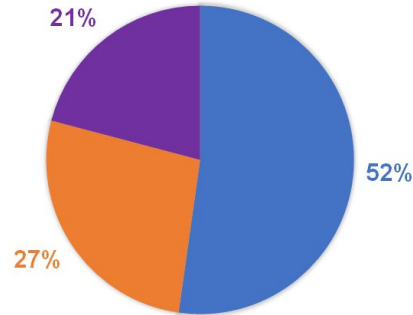


Large retail

How comfortable would you feel if a business space like this was located...

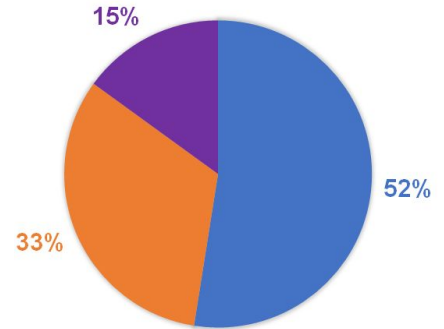
within Area 1? (n=201)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

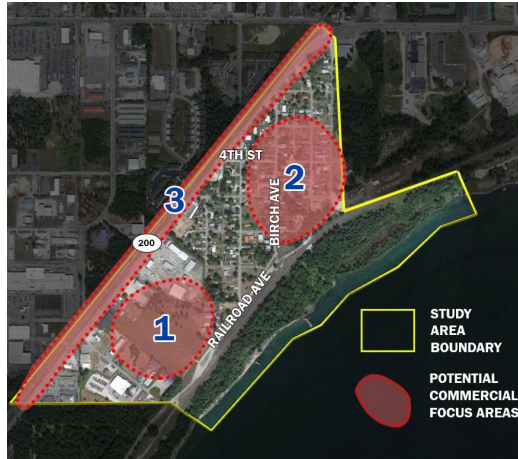
within Area 1? (n=43)



Ponderay residents

7c. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

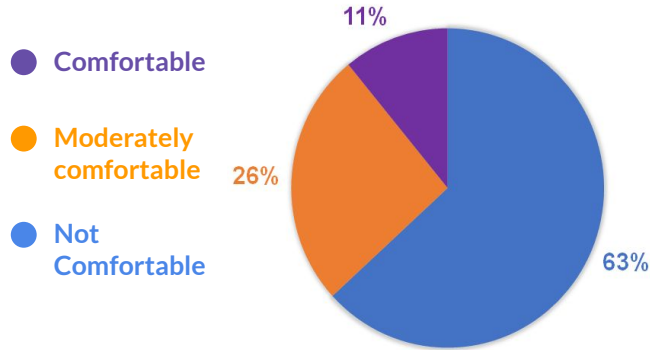
Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).



Large retail

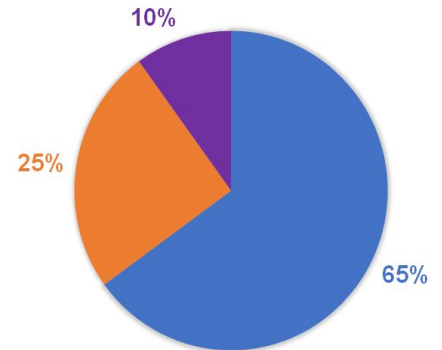
How comfortable would you feel if a business space like this was located...

within Area 2? (n=201)



All respondents

within Area 2? (n=43)



Ponderay residents

7c. Please look at the following business space samples. For each of them, slide the bar depending on how comfortable or uncomfortable you would feel about each option.

Possible locations for future commercial development: south of Ponderay Village (#1), within Ponderay Village (#2), and along route 200 (#3).

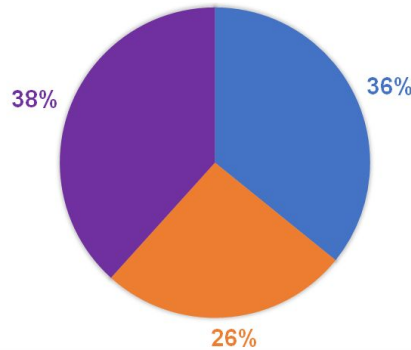


Large retail

How comfortable would you feel if a business space like this was located...

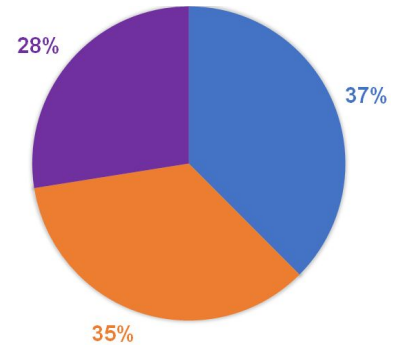
along Area 3? (n=201)

- Comfortable
- Moderately comfortable
- Not Comfortable



All respondents

along Area 3? (n=43)



Ponderay residents

The Future of Ponderay: Parks and Trails

7a. What sorts of parks or recreation spaces, such as areas for sports and natural areas, does Ponderay need most?



All respondents (n=175)

- Beaches. Access for water activities: swimming, boating, kayaking.
- Sports facilities: baseball, soccer, pickleball, volleyball
- Walking, hiking and biking trails
- Areas for family recreation, picnic areas
- Areas for children, playgrounds
- Areas for winter activities: ice rink, cross country trails, indoor pool, skate park
- ADA access

Ponderay Residents (n=36)

- Nature-oriented parks or areas for families and children
- Beach access
- Walking, hiking and biking trails

7b. What places would be much easier to get to if a new road or biking/walking trail were built?



All respondents (n=137)

- Lake Pend Oreille from the Ponderay waterfront
- The bay area towns: Sandpoint, Kootenai, Ponder Point, Dover
- The Pend d'Oreille Bay Trail and other trails. People could use them for their daily commute
- Highway 200 and its commercial zone
- Stores and restaurants in Ponderay

Ponderay Residents (n=33)

- The Pend d'Oreille Bay Trail and other trails. People could use them for their daily commute to Sandpoint and other towns in the area

MAP RESPONSES

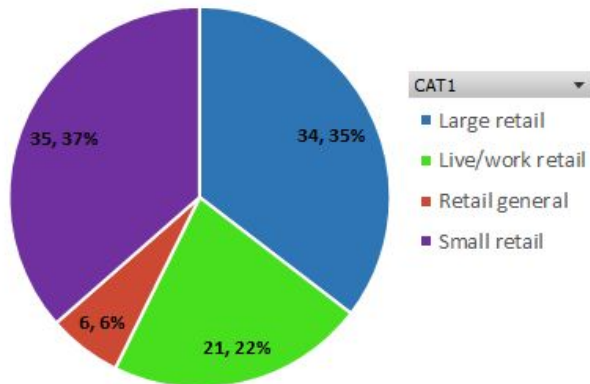
"Commercial"

All Respondents

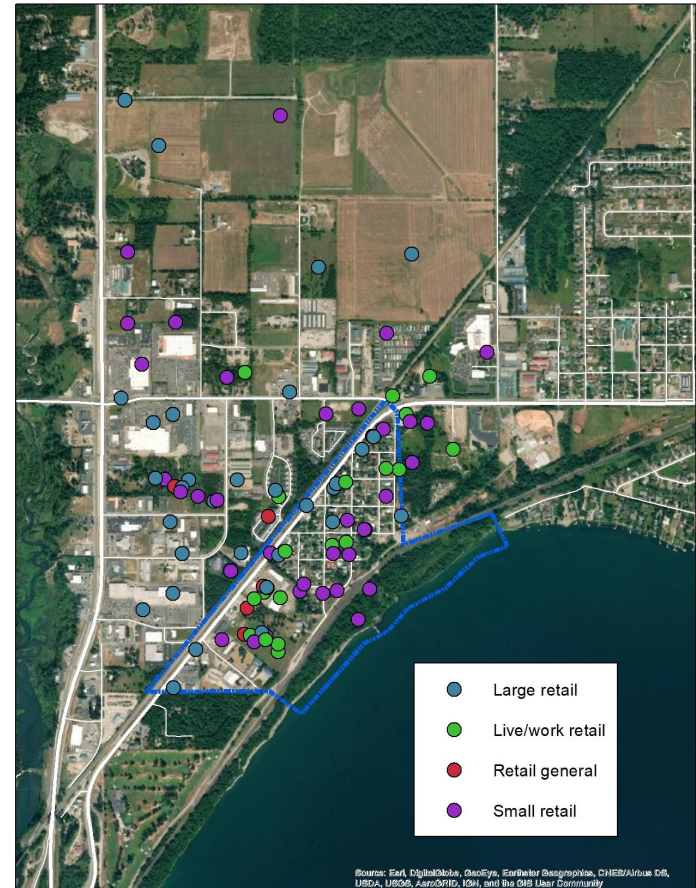
Type ▾ Ponderay ▾

Count of CAT1

Commercial Points Placed, All Respondents



n=96



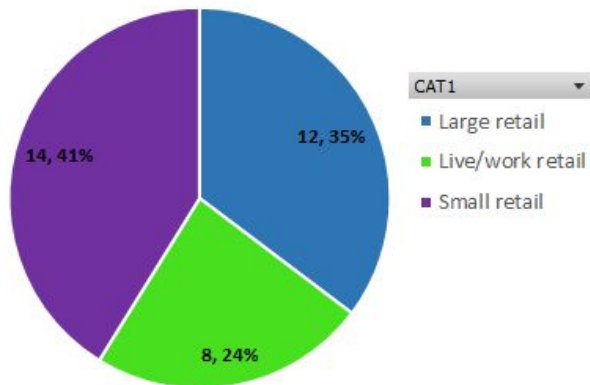
"Commercial"

Ponderay Residents & Property Owners

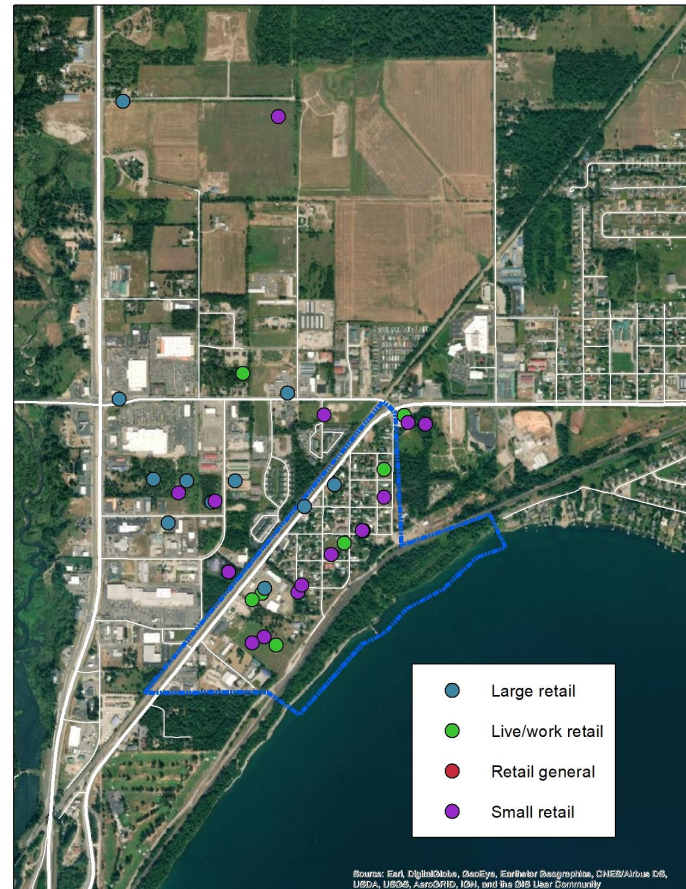
Type ▼ Ponderay ▼

Count of CAT1

Commercial Points, Residents / Property Owners



n=34



"Commercial"

Ponderay Residents & Property Owners

- Four commercial "nodes" desired by respondents: Ponderay Village area, Marley Site, Harbison Field, North of Rt 200
- Desire for "small retail" throughout core ponderay village area
- Mix of small retail and small scale mixed use in the vicinity of Harbison Field.

"Mixed retail, small and large."

"No big box stores who don't pay taxes to the town."

n=34



Basemap: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

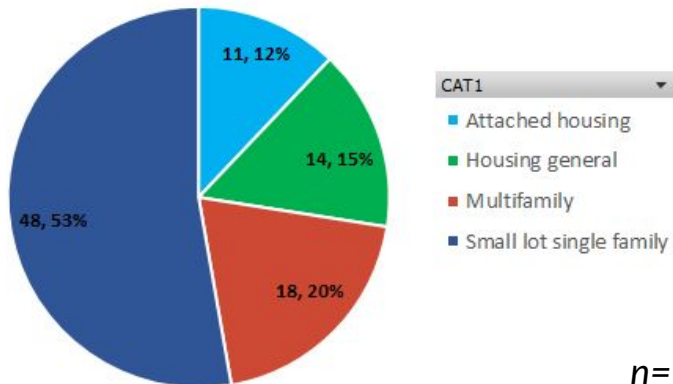
"Housing"

All Respondents

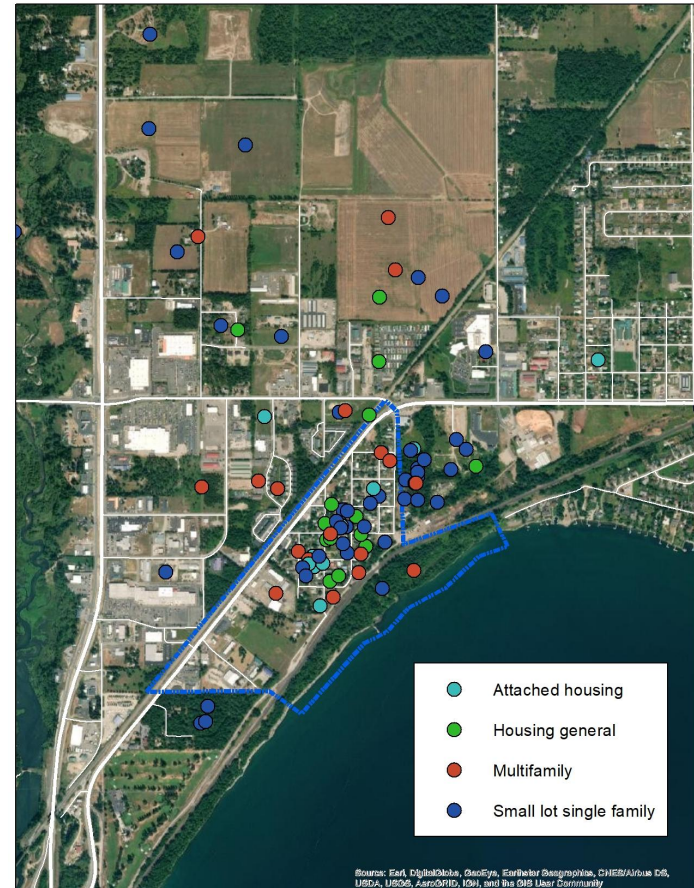
Type ▼ Ponderay ▼

Count of CAT1

Housing Points Placed, All Respondents



n=91



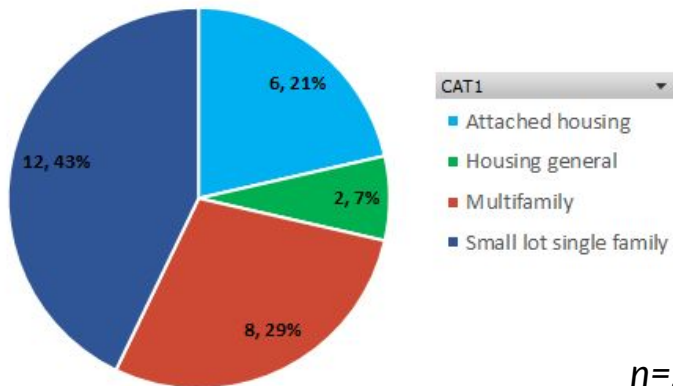
"Housing"

Ponderay Residents & Property Owners

Type ▼ Ponderay ▼

Count of CAT1

Housing Points Placed, Residents / Property Owners



n=28



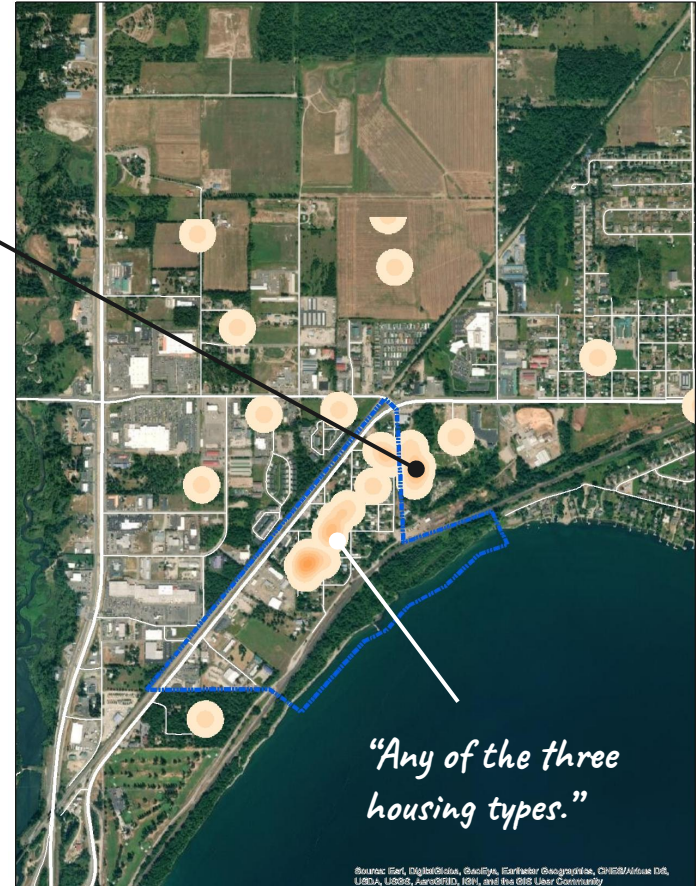
"Housing"

Ponderay Residents & Property Owners

- Majority of housing growth desired in Ponderay Village area
- Mix of all housing types desired, majority detached single-family
- More compact housing types desired in core village area, more detached on the Marley site.
- Very little housing desired in Harbison Field area.

*"Minimal attached housing,
low number of units."*

n=28



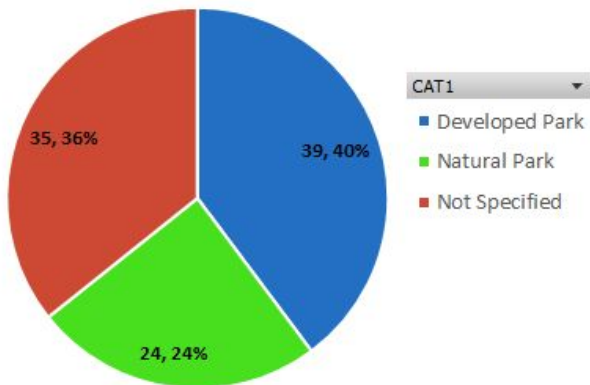
"Parks"

All Respondents

Type ▾ Ponderay ▾

Count of CAT1

Parks Points, All Respondents



n=98



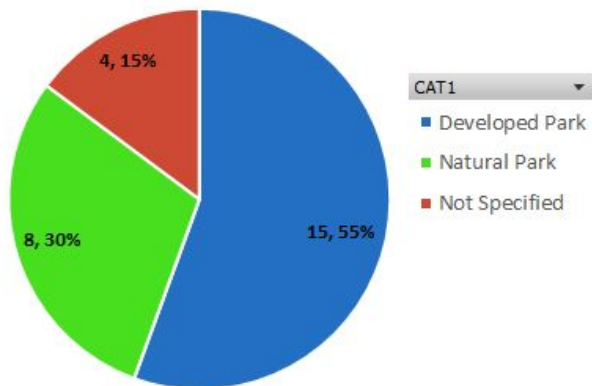
"Parks"

Ponderay Residents & Property Owners

Type ▼ Ponderay ▼

Count of CAT1

Parks Points, Residents / Property Owners



n=27



"Parks"

Ponderay Residents & Property Owners

- Roughly even split between desire for natural area and developed park.
- Non-residents support regional amenity with more development (i.e. City Beach)
- Local residents prefer more "low key" amenity
- Desire for park space extends beyond waterfront - Marley site, Ponderay Village, Harbison Field

*"Basketball, soccer,
playground, baseball"*

*"Beach and some
amenities."*

*"Farmer's
market."*

n=27



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNR/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

"Downtown"

All Respondents

n=68



D i l l e d

- Two distinct “nodes” : Harbison Field and Ponderay Village
- Downtown needs to be defined - not the same meaning as in Sandpoint.
- Generally, mix of small scale uses and civic space.

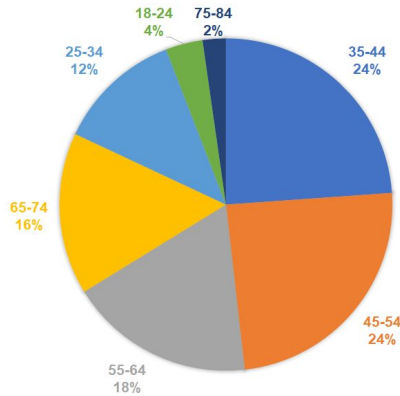
[illegible] $n=25$ 

East, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community
Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS,
USA, USDA, AeroGRID, IGN, and the GIS User Community

DEMOGRAPHICS

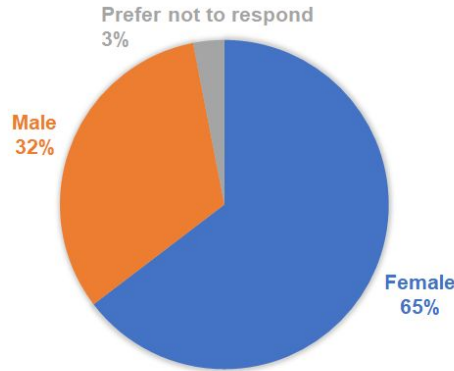
Demographics*

Age (n=222)



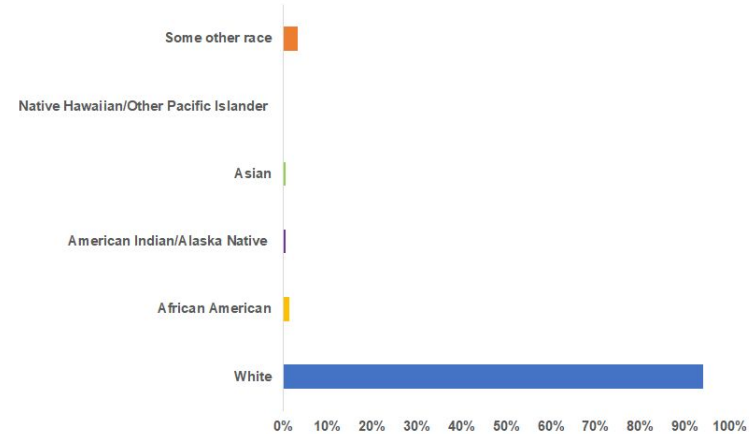
Most of the respondents are between 35 and 55 years-old

Gender (n=164)



Most of the respondents are women

Race (n=152)

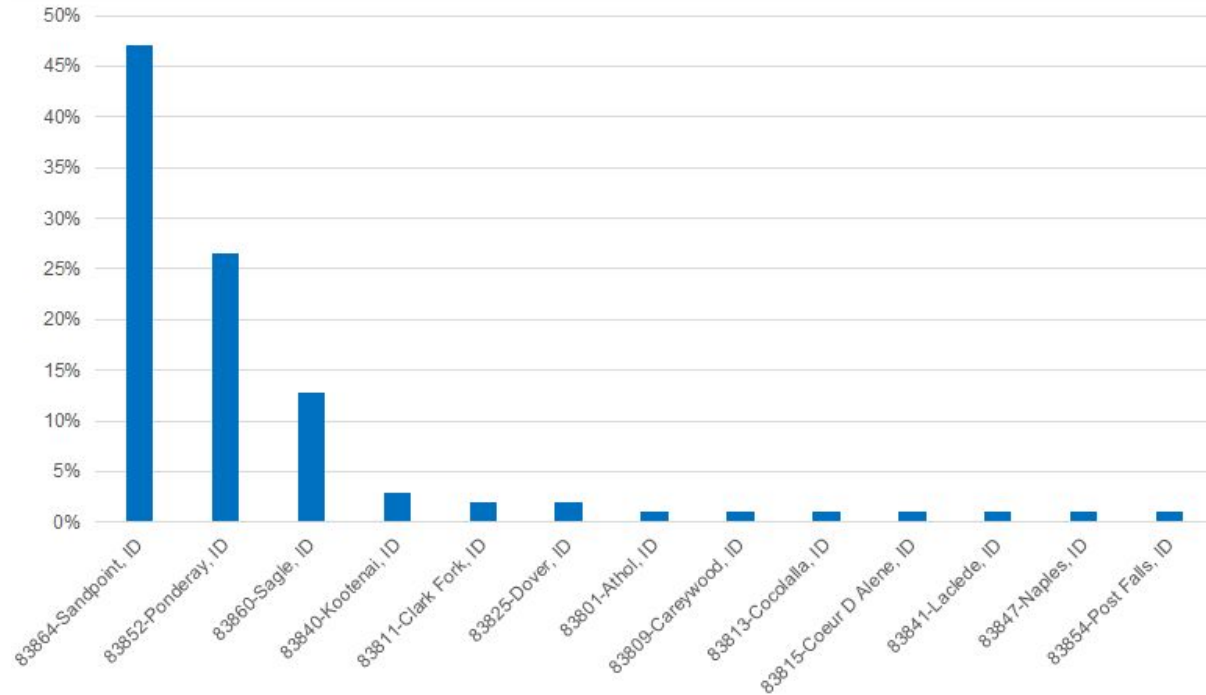


Most of the respondents identify themselves as White

*There are not significant age, gender, or race differences between "all respondents" and "only Ponderay" participants

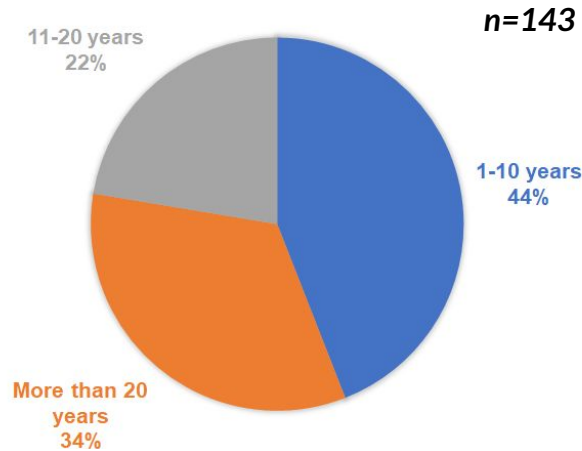
Demographics

All Respondents by Zip Codes (n=102)

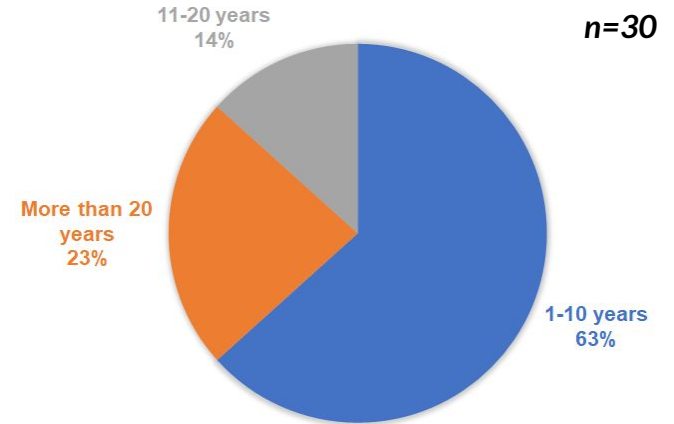


Demographics

Years lived in Ponderay



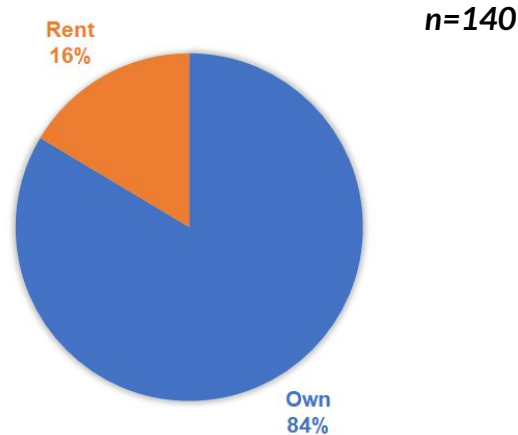
143 people responded this question. Considering that only 43 respondents live in Ponderay, we assume that these percentages reflect the number of years that the participants have lived in the area.



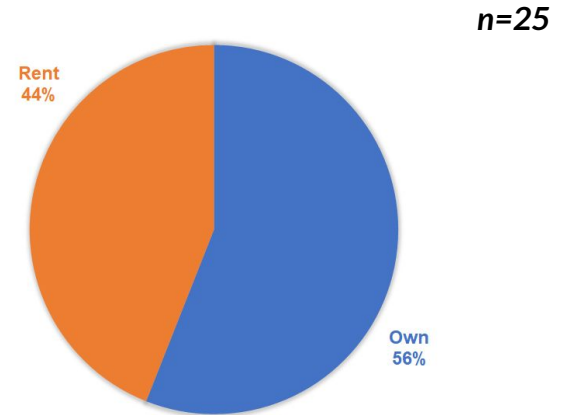
63% of participants who are Ponderay residents have lived in the town between 1 and 10 years.

Demographics

Home ownership



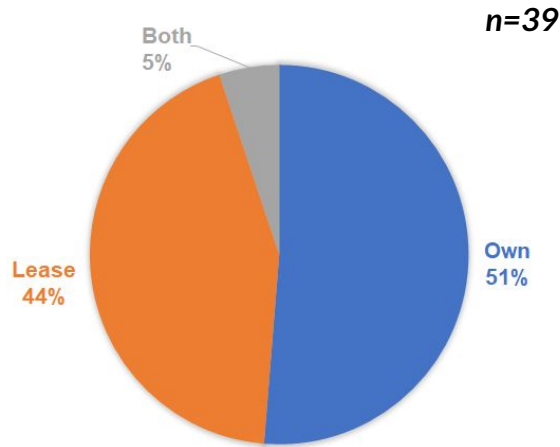
16% of all respondents rent a house



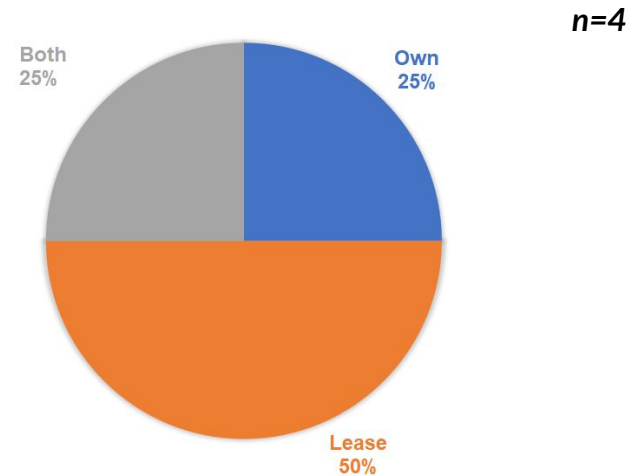
44% of participants who are Ponderay residents rent a house

Demographics

Business ownership



Half of all respondents own a business space



25% of participants who are Ponderay residents own a business space