

Comprehensive Plan Survey Results

City of Ferndale Planning Commission

July 16, 2025

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Overview

- Survey Results
 - Demographics
 - General Questions
 - Housing Questions
 - Questions on Amenities
 - Written Responses
 - Summary

CITY OF FERNDALE



COMPREHENSIVE PLAN 2045

Survey Results

Overview

- 35 questions covering housing, employment, recreation, amenities and demographics
- 3 written responses
- 336 total responses
- Survey was open November 21, 2024 to January 4, 2025

Outreach Methods

- Goals: Catching the eye of the public, to be interactive, easy to incorporate QR Code to access online survey
- Posters in local businesses & City of Ferndale Social Media posts
- Unique distributions modes: **buttons, coasters, and bookmarks**
- We focused on promoting the survey in places where Ferndale residents would be, in order to ensure that the data for community wants and needs are accurate

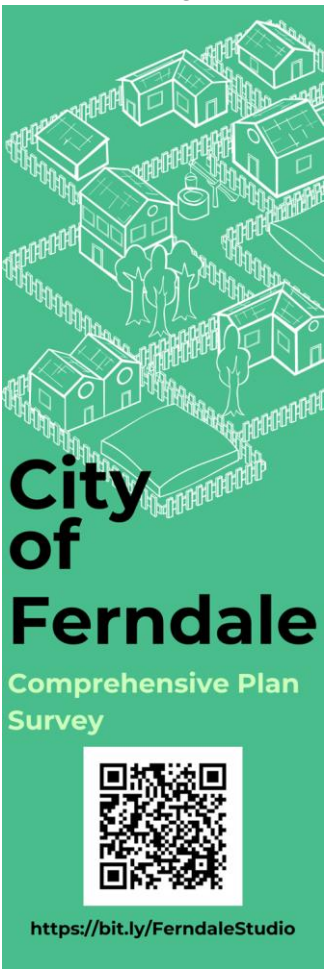


Posters, Coasters, Buttons, Bookmarks!

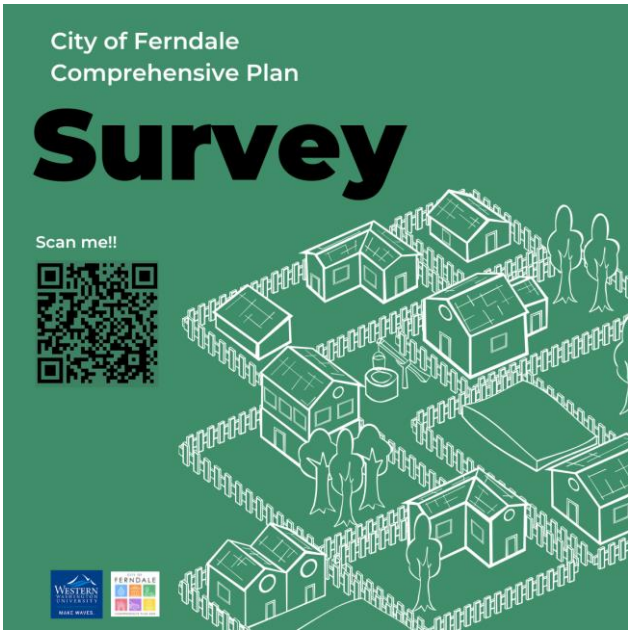
Poster/Flyer Design



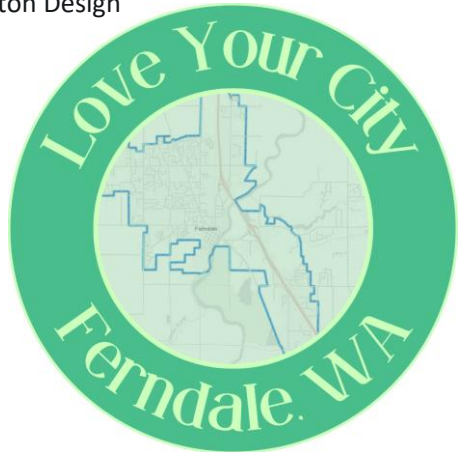
Bookmark Design



Coaster Design



Button Design



Where did we Distribute?

Ferndale Public Library

- Bookmarks
- Paper surveys
- flyers

Breweries and Restaurants

- Distributed coasters



Posters and Flyers

- Mt Baker Lanes
- Ye Old Barber
- Starbucks
- Woods
- Willands auto shop
- Grocery stores
 - Haggens
 - Grocery Outlet
 - Asian grocery store
 - Alebrijes Mexican Store
- Main street bar & grill
- Lenny's Bike shop
- Barbs pies and pastries
 - Sabor Latino
- Anytime toffee
- Empress Tattoo

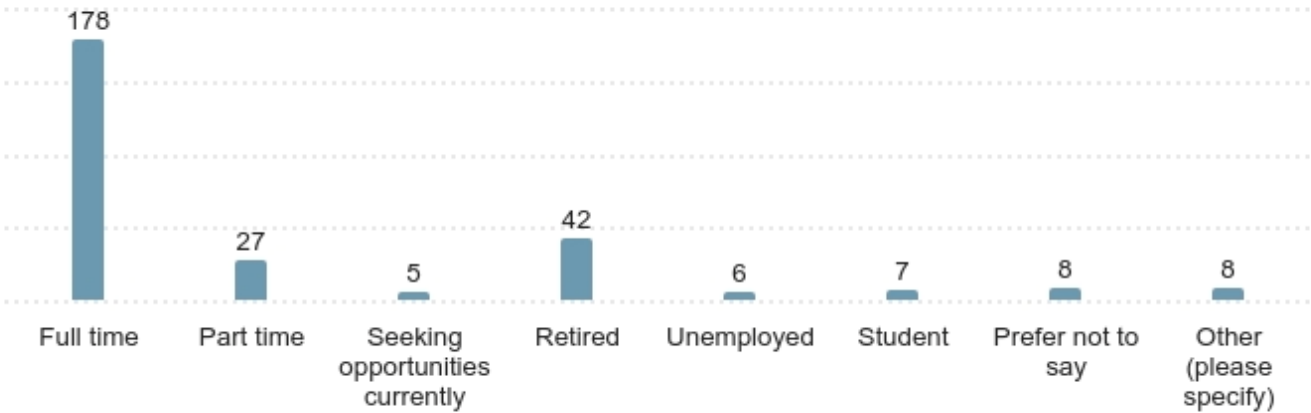
City of Ferndale November Kickoff

- Distributed flyers and tabled

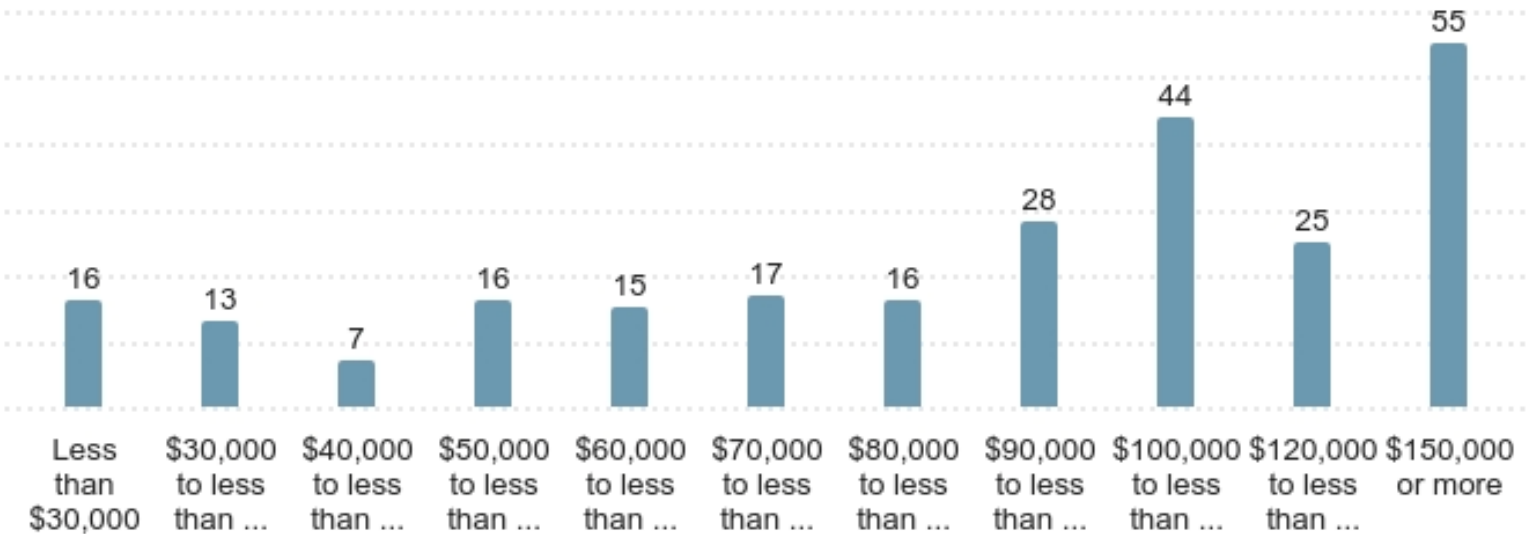
Demographics

Employment

What's your employment type?



What's your annual household income?

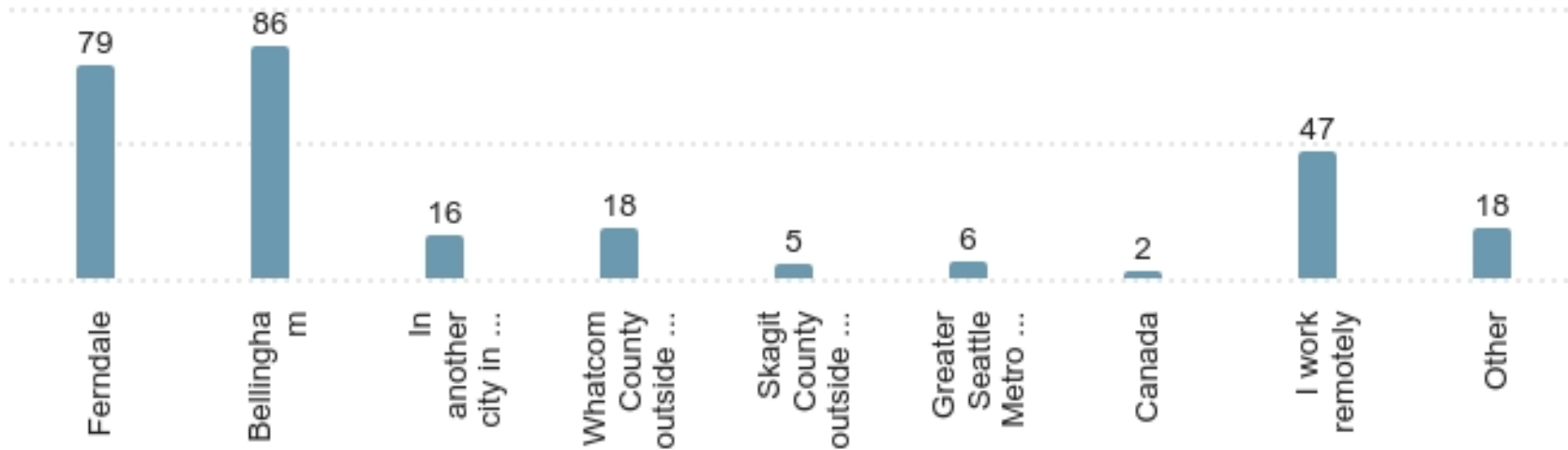


Employment

What fields do you work in? (Top 5)

1. Agriculture or livestock
2. Business administration or services
3. Communications or advertising
4. Construction
5. Entertainment

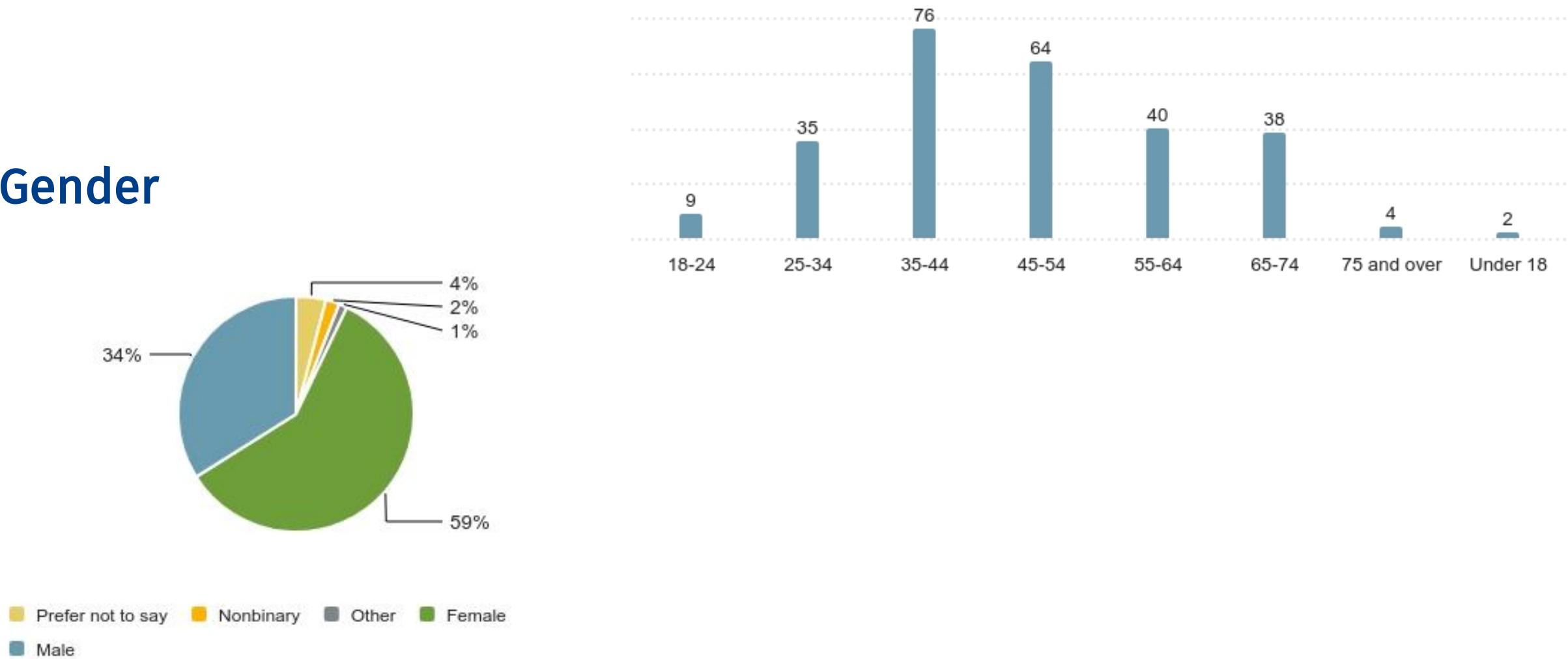
Where is your job located?



Demographics

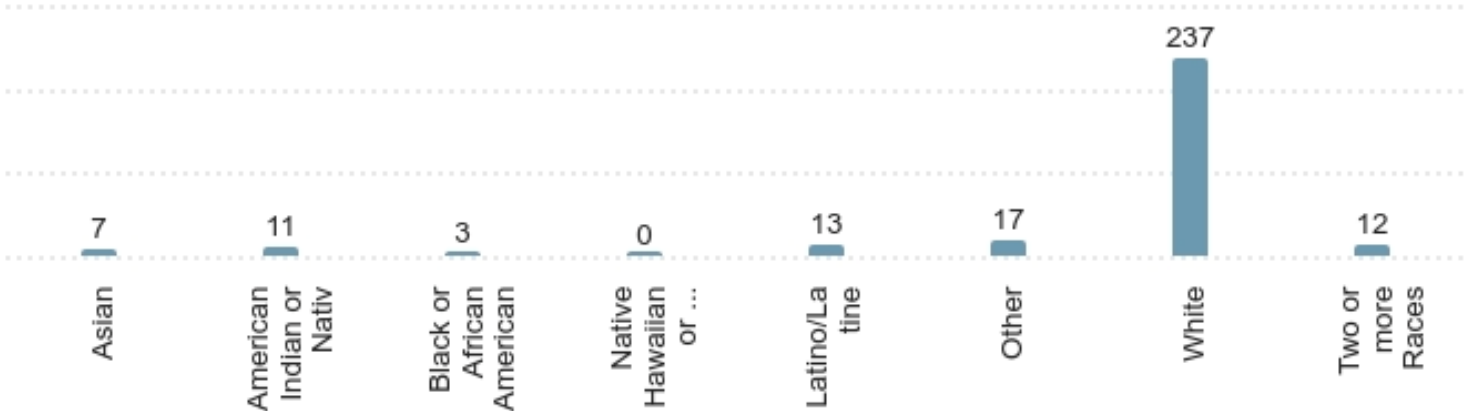
Age

Gender

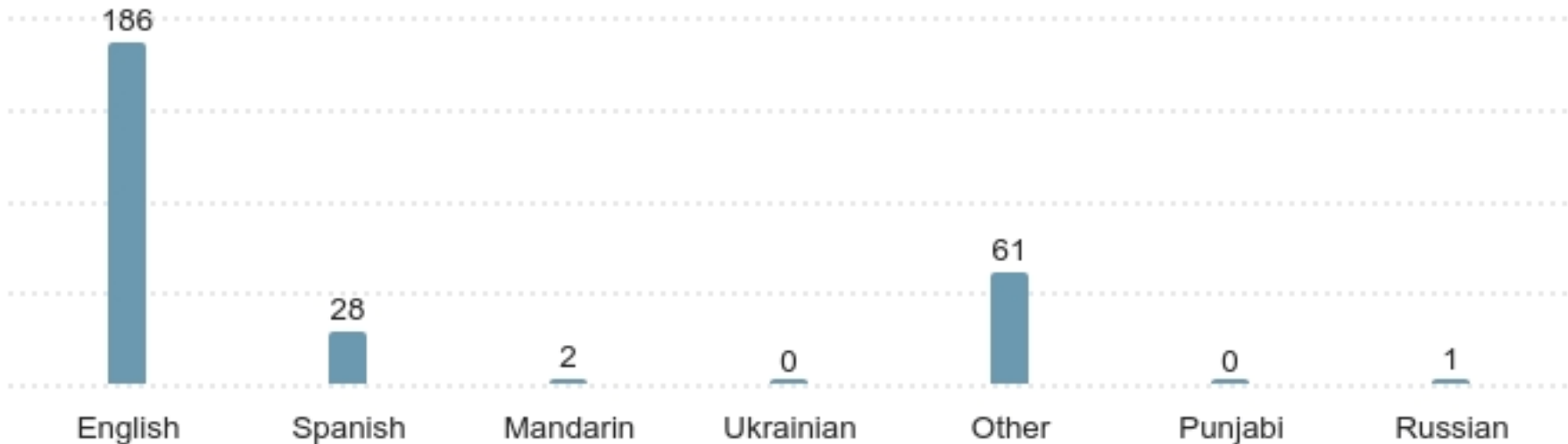


Demographics

Ethnicity



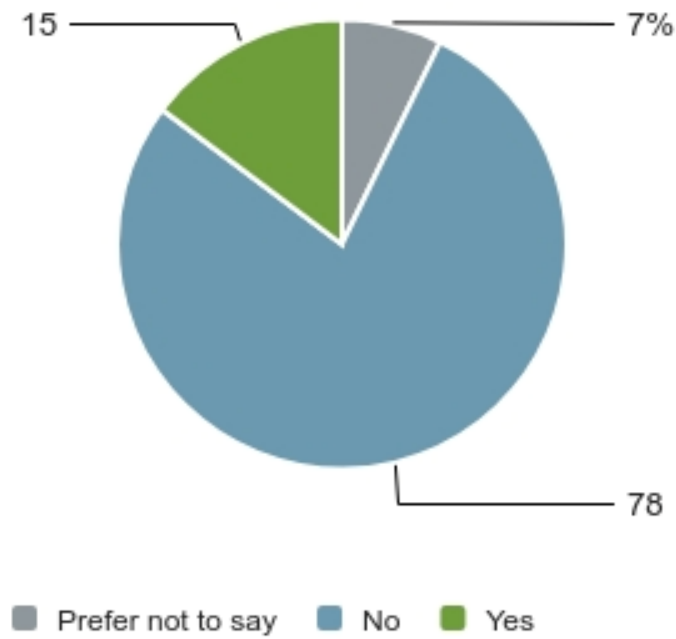
Language



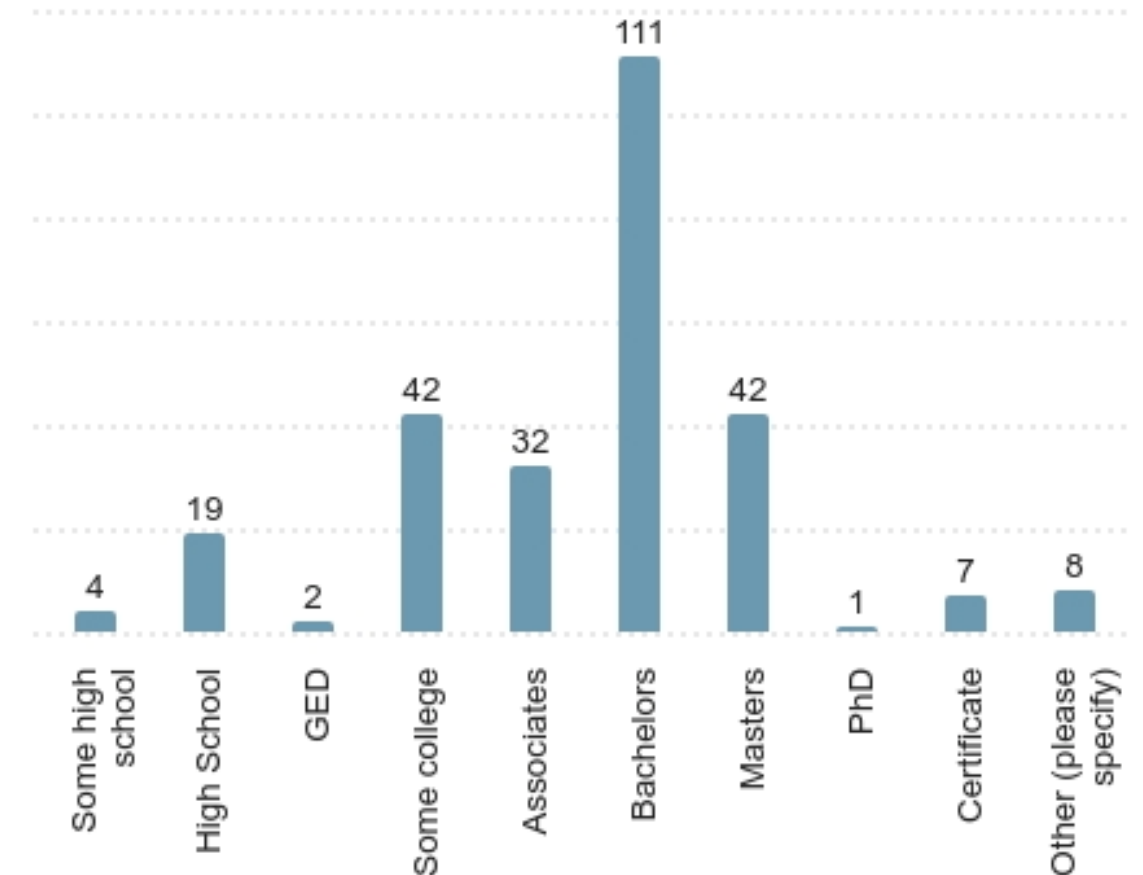
“Other” responses:
French, German,
ASL, and Lummi

Demographics

Disability

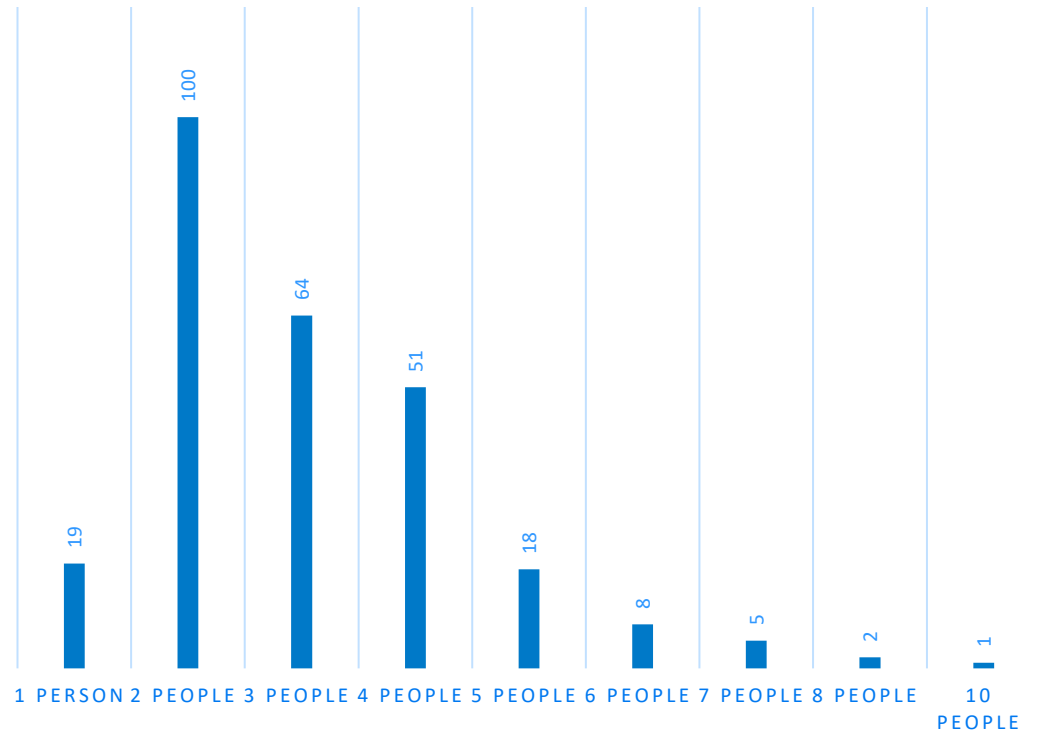


Level of Education

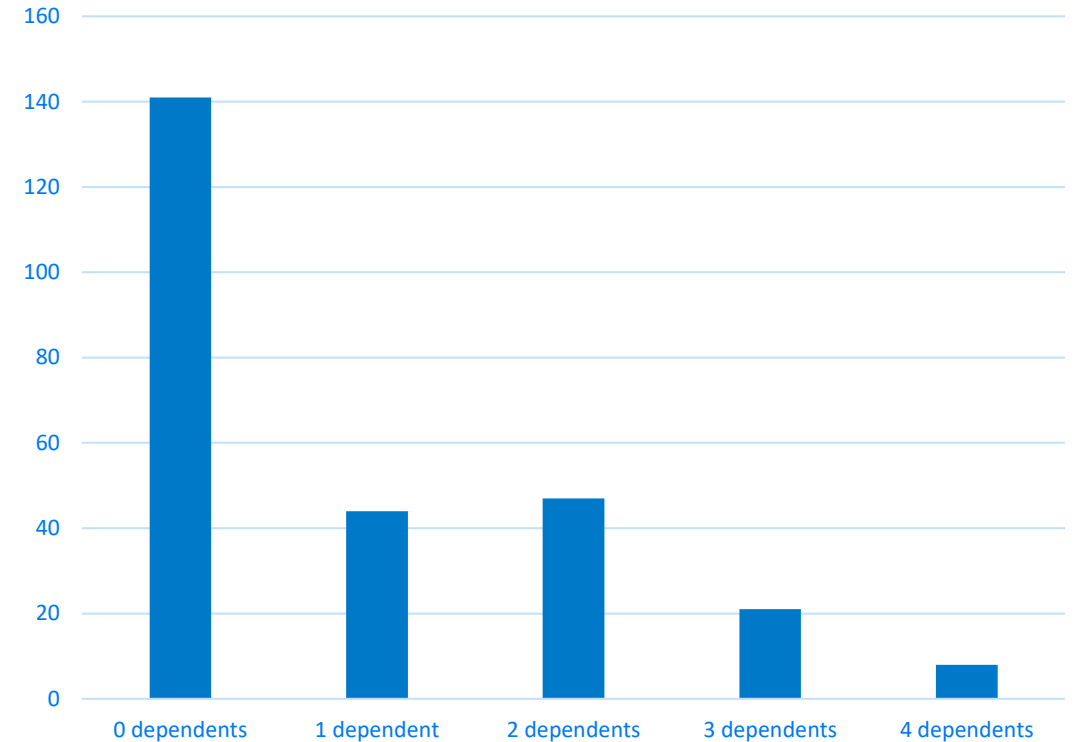


Number of people in household and number of dependents

Household Size

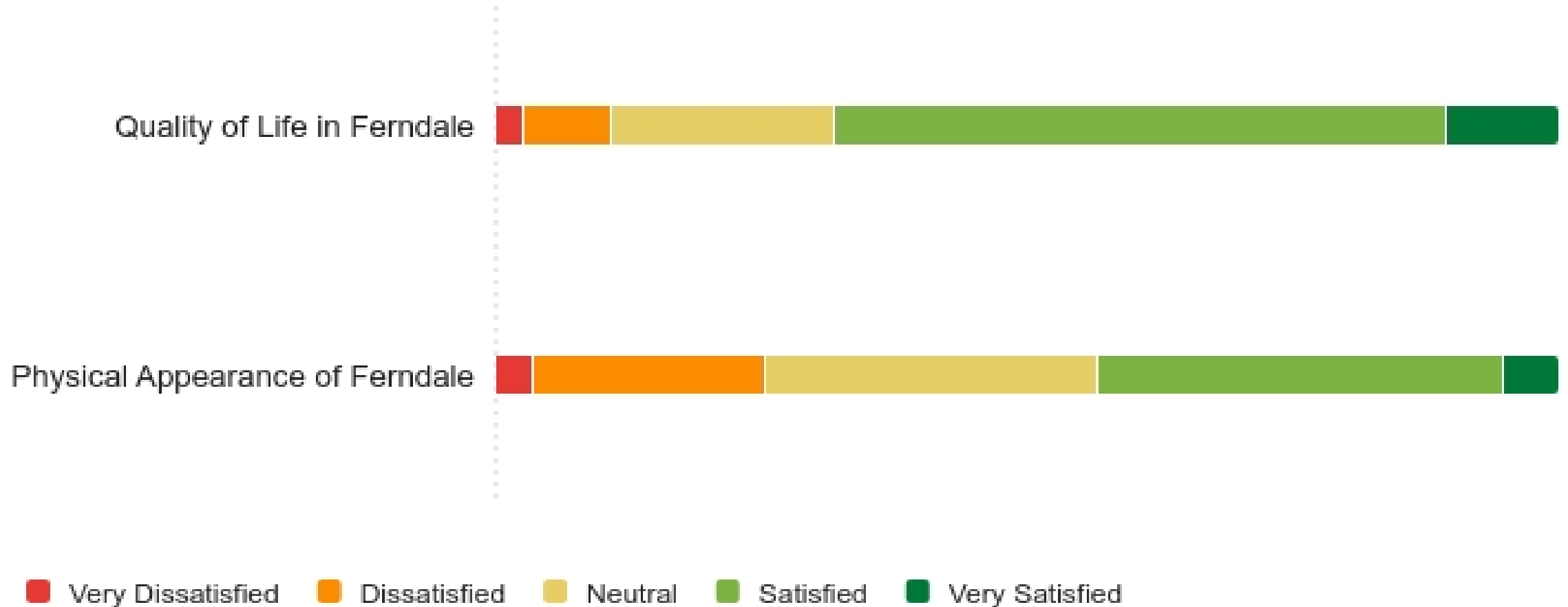


of Dependents

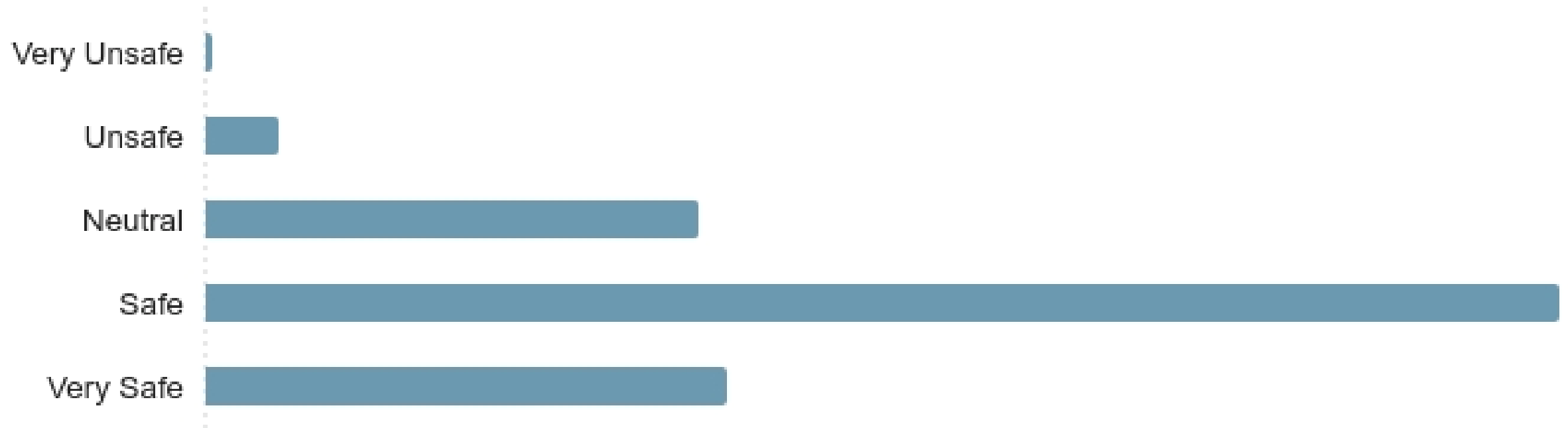


General Questions

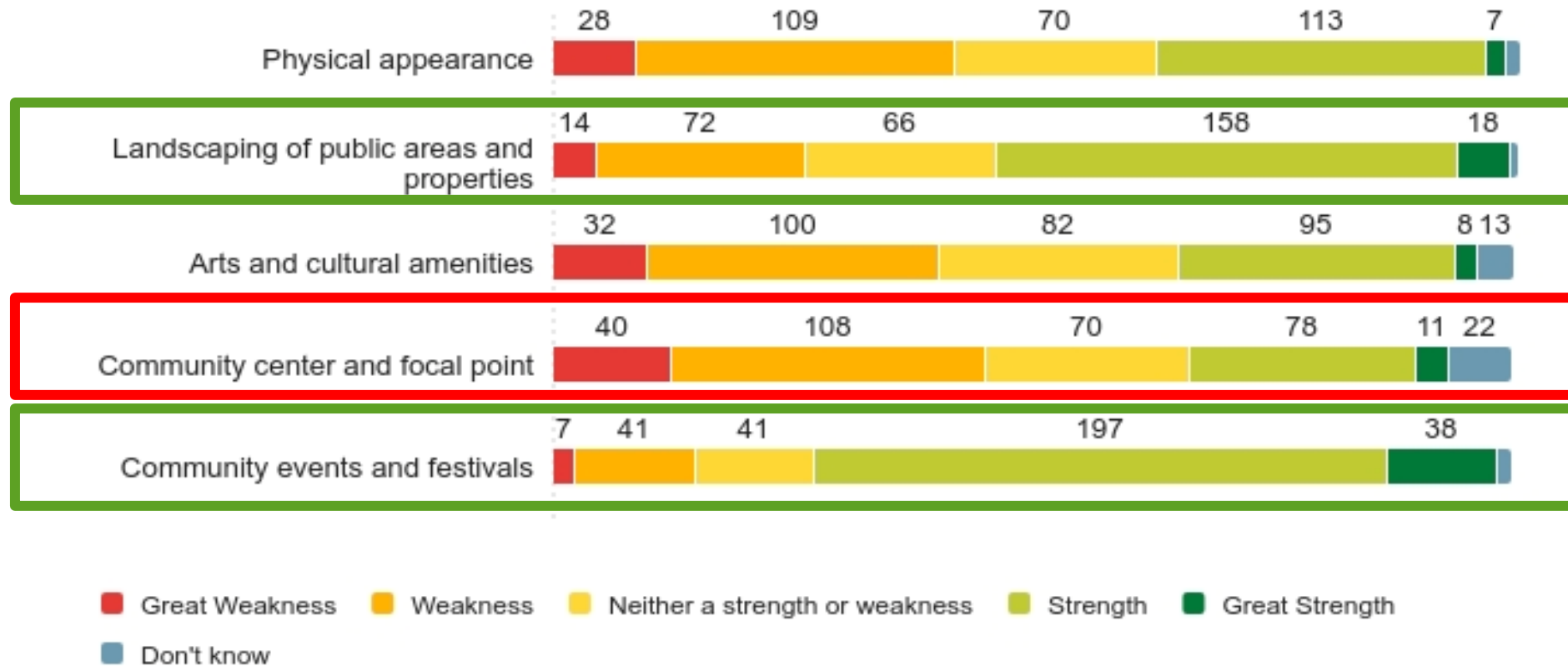
Rank your overall satisfaction



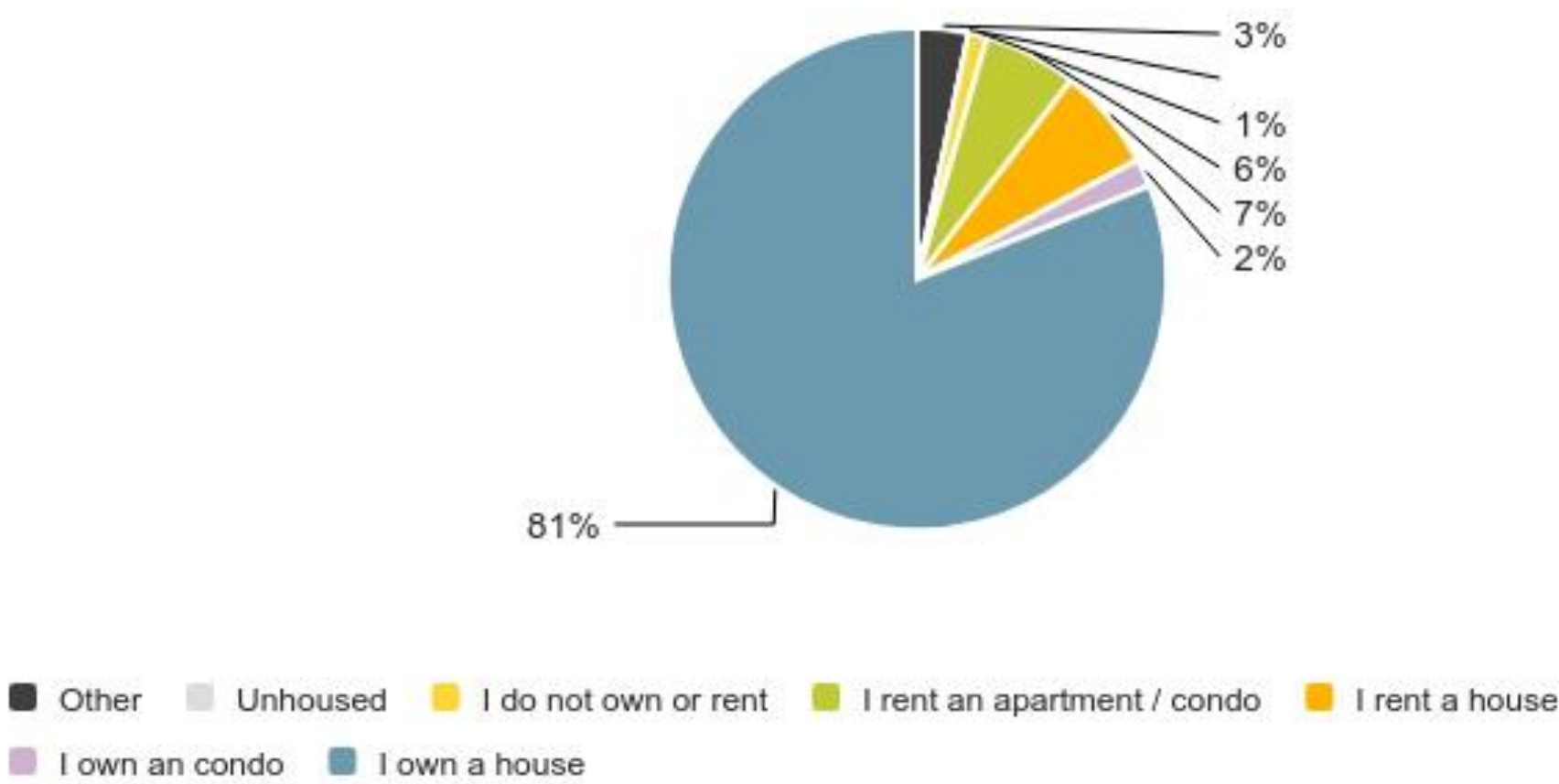
Feeling of current safety in Ferndale?



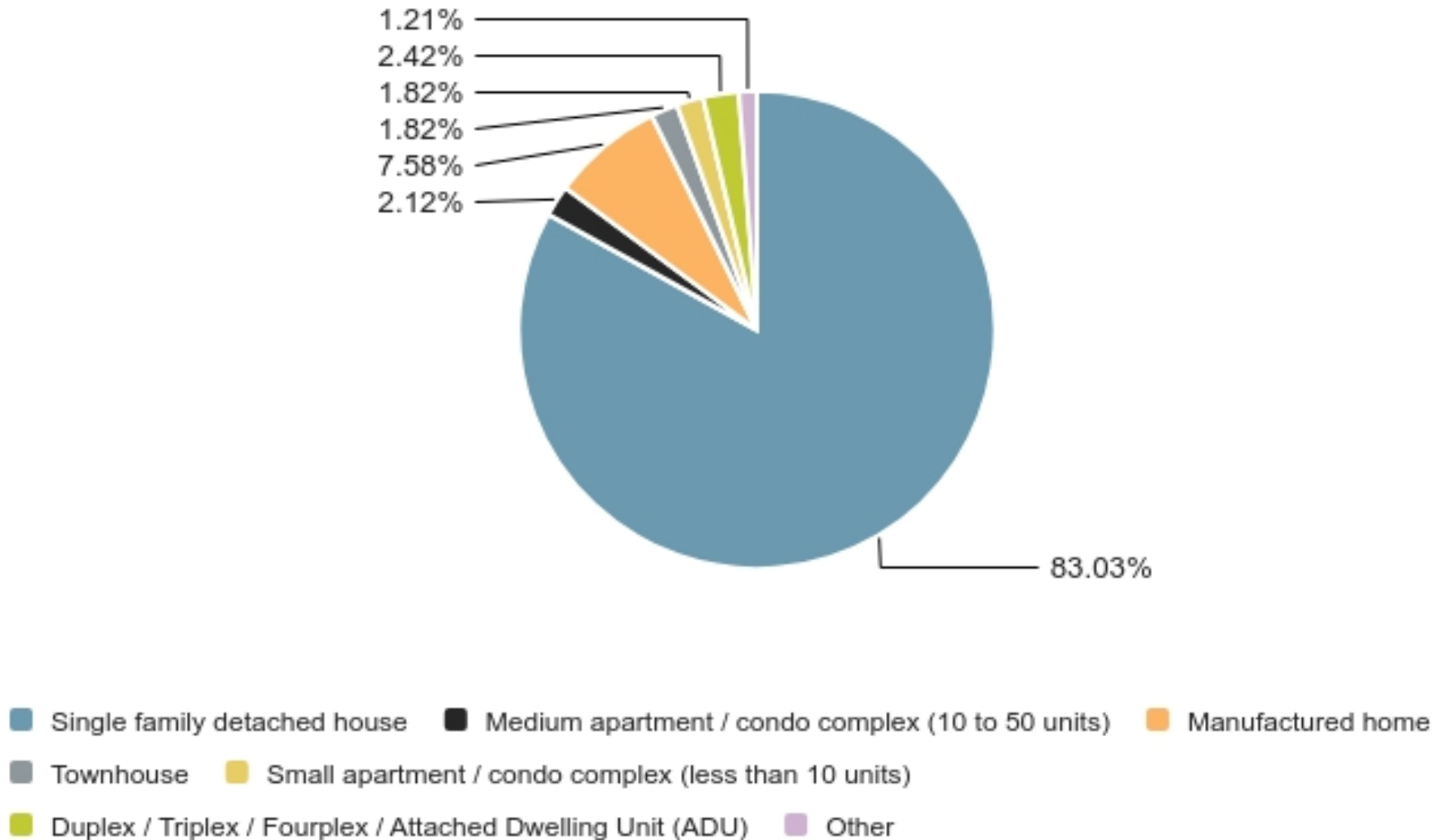
When considering Ferndale's existing image, identify if each of the following factors are strengths or weaknesses



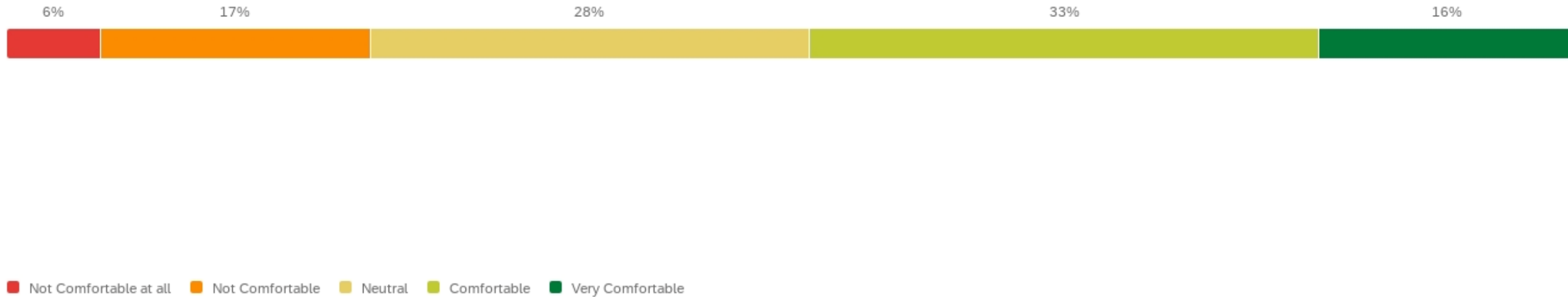
What describes your current living situation?



What describes where you live currently?



How comfortably can you afford your house?



Housing Questions

When choosing a location to live what is the most important to you?

Top 5 from most important:

1. Affordability
2. Feels safe
3. Quiet
4. Near a park
5. Close to friends or family

When choosing a place to live, what is the most important to you?

Top 5 from most important:

1. Private yard space
2. No shared walls with neighbors
3. 2/3 bedroom
4. No shared ceiling or floors with neighbors
5. Visual appeal

Which of these home types would you like to see more of in Ferndale?

Top results out of 5:

#1



#2



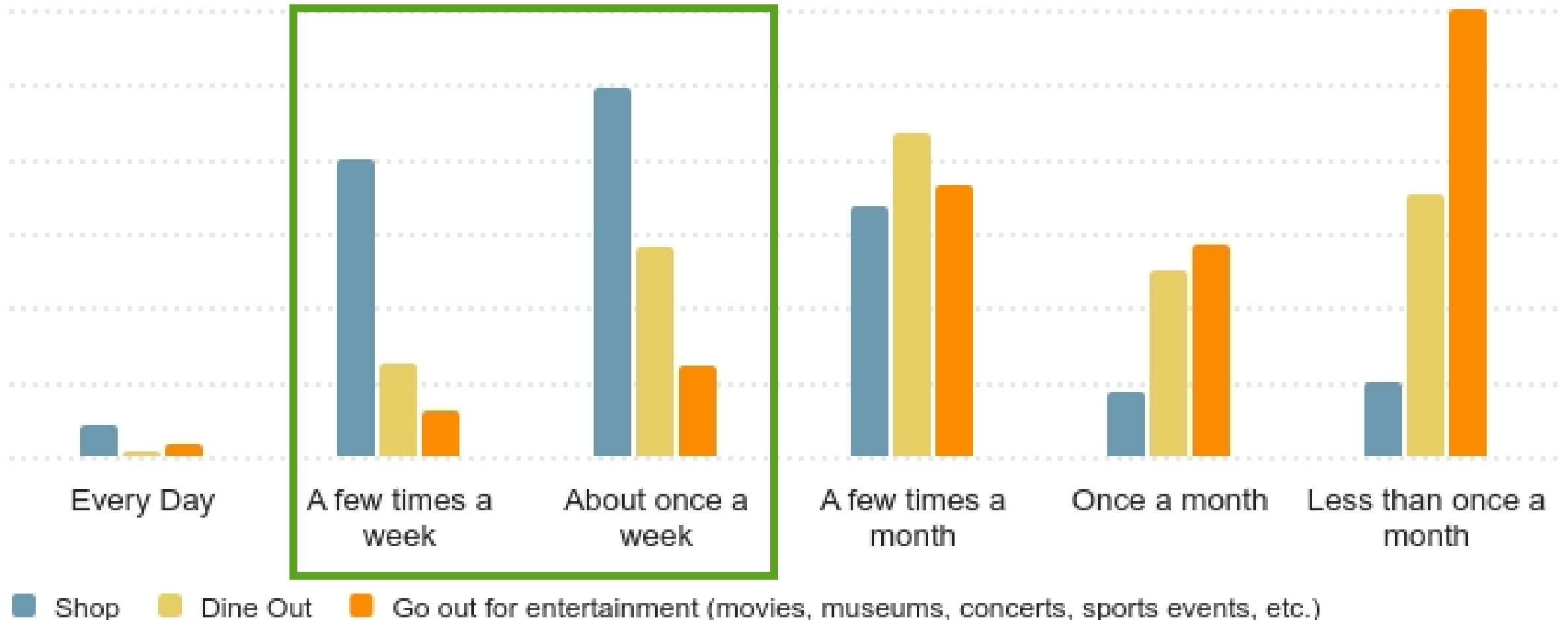
*not pictured: 2 story beige building with 4 units, yellow single-story apartment complex, and multiple beige apartment complex's

Least selected housing types:

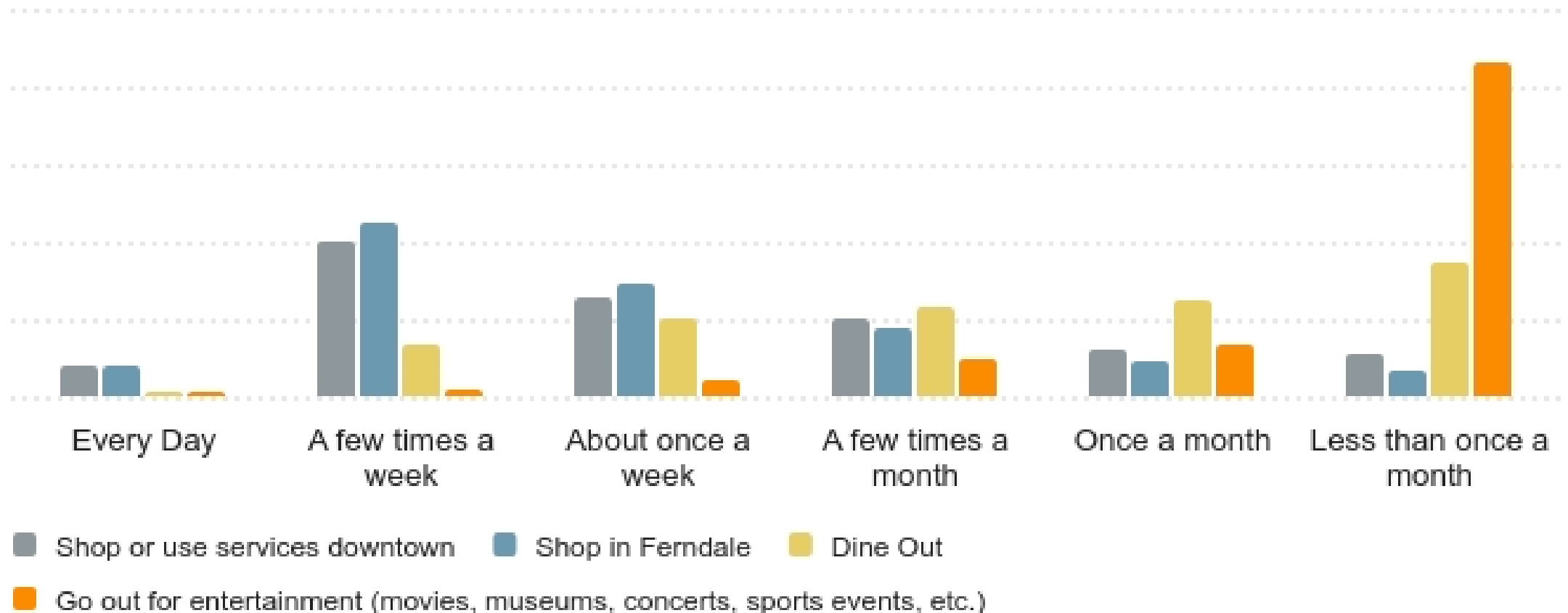


Amenities

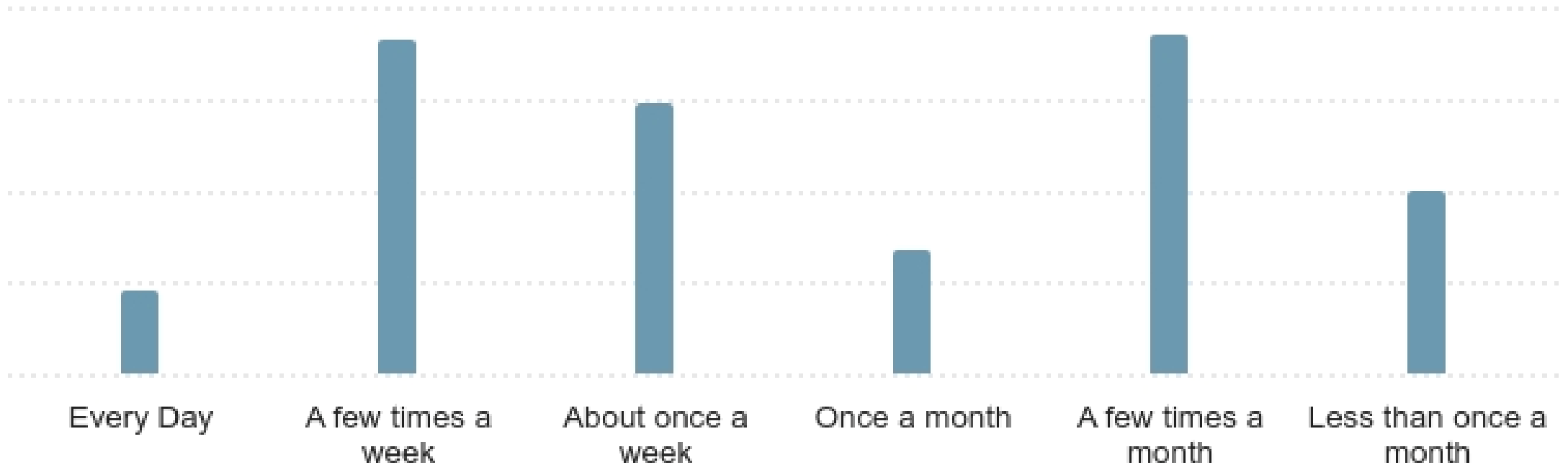
How often do you do the following in Ferndale?



How often do you do the following in Bellingham or other neighboring cities?



How often do you shop online?

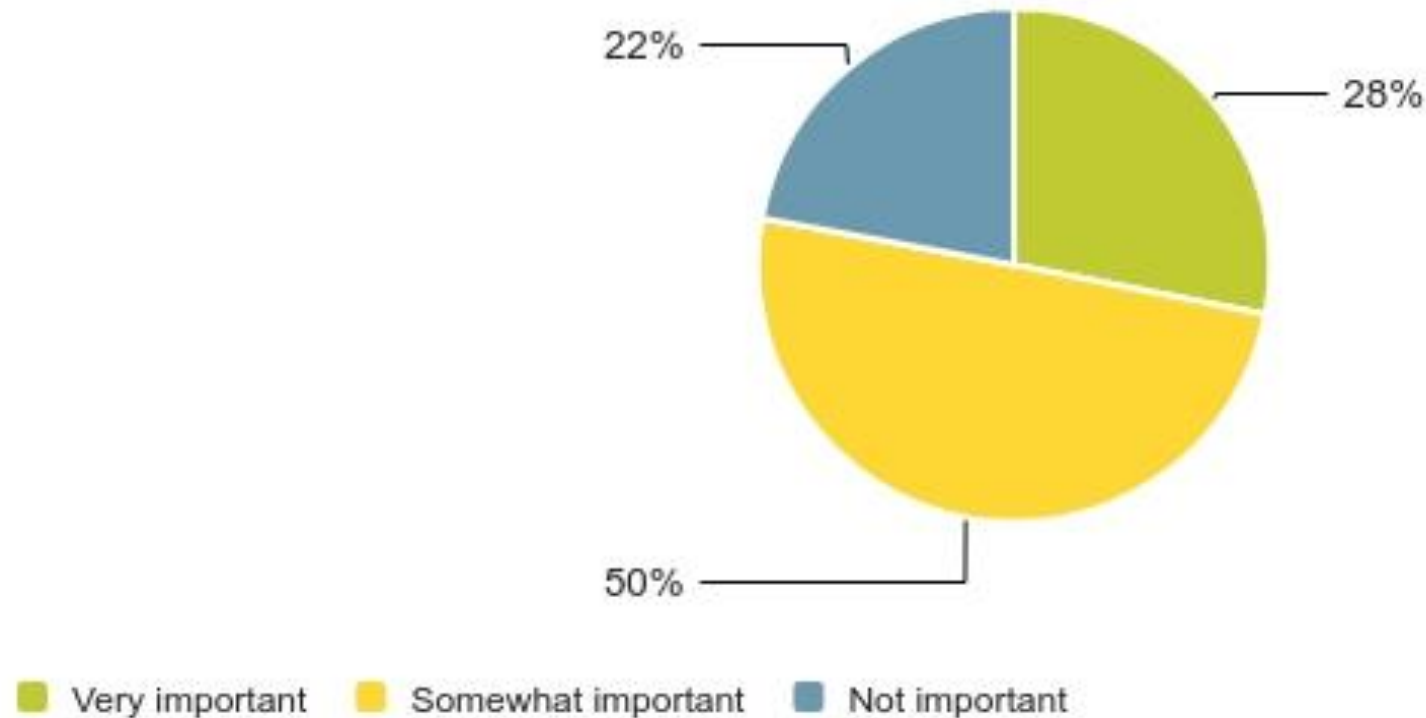


What factors influence your decision to shop in Ferndale vs neighboring towns?

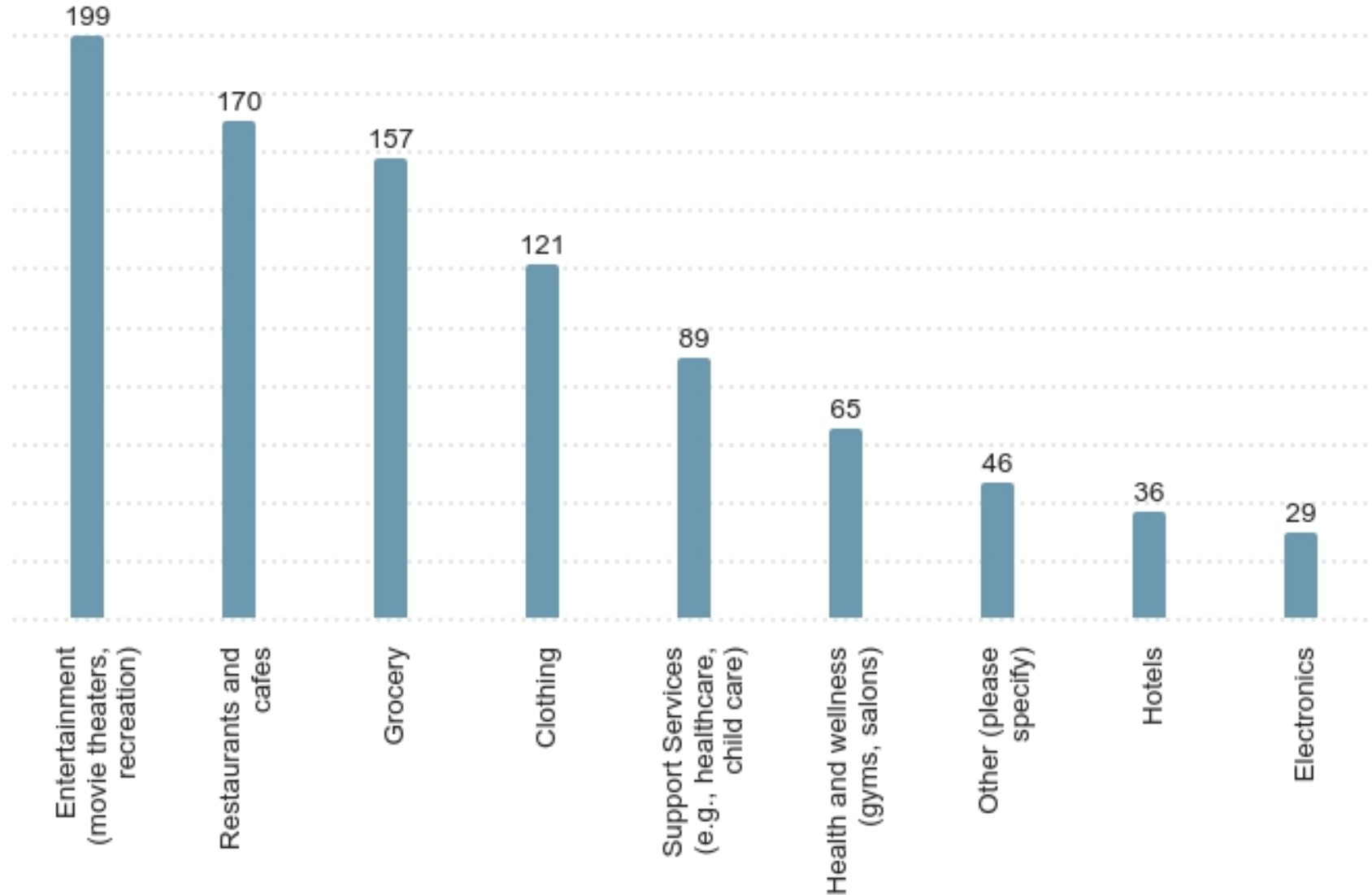
Ferndale residents ranked from most influential to least:

1. Proximity to home/work
2. Local business support
3. Prices/affordability
4. Quality of goods
5. Customer Service

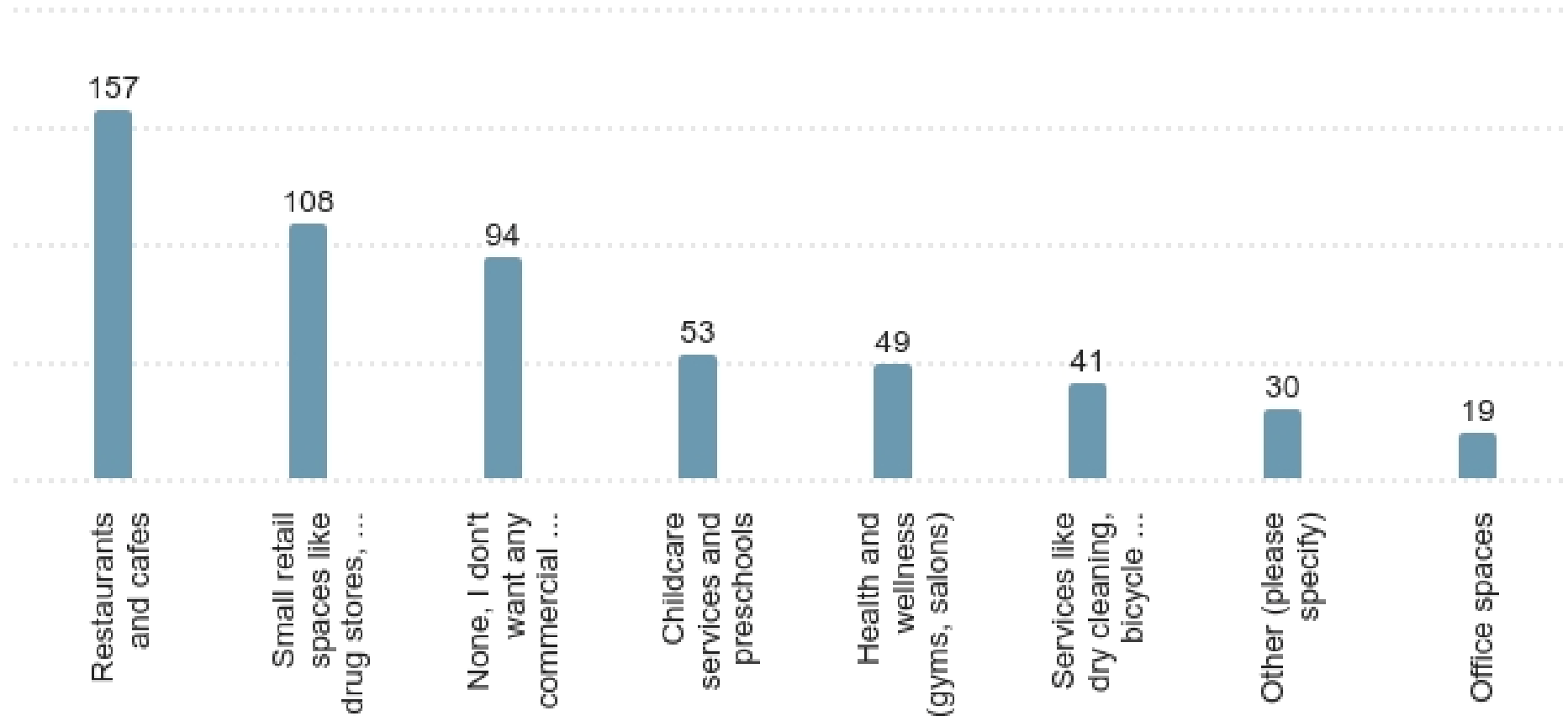
How important is it to you that a store be locally-owned vs a chain or a "big-box" store?



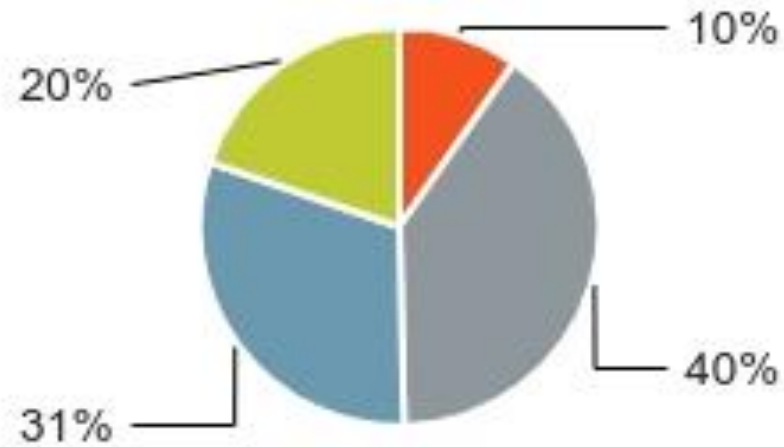
What types of stores or services do you wish were more available in Ferndale?



What types of small-scale commercial development do you most want to see in your neighborhood?



How often do you visit parks in Ferndale?



■ Never ■ Once per month or less ■ A few times per month ■ Weekly or more often

Which features would you like to see more of in Ferndale's parks?

Top 5 answers:

1. Trails/walking paths
2. Picnic areas
3. Playgrounds
4. Benches
5. Spray parks

Written Response

What do you want to remain the same about Ferndale?

Condensed list from most to least mentioned:

1. Small-town feel
2. Parks and open spaces
3. Feeling safe
4. Locally owned businesses
5. Affordability
6. Community events
7. Rural character

What would you like to see change?

Condensed list from most to least mentioned:

1. Roads and traffic congestion
2. Quality of water
3. Better access to food such as grocery and small eateries
4. Additional recreation areas
5. More affordable housing

Is there anything else you would like City Staff to consider when planning for Ferndale's future?

Condensed list from most to least mentioned:

1. Traffic and infrastructure issues
2. Opposition to overdevelopment
3. More youth and community spaces
4. Focus on environmental sustainability
5. Keeping the small-town identity
6. Ensuring affordable housing options

Summary

Summary

Based on survey responses, some of the main themes that residents want:

- More locally owned businesses prioritizing restaurants, entertainment, and small-scale retail
- Maintaining a small-town feel and being strategic about where growth occurs
- Repairing roads and fixing traffic congestion
- Improving open spaces and recreation
- Focusing on affordability

Acknowledgements

- Michael Cerbone, Planning Director & Kyla Boswell, Assistant Planner for feedback on survey drafts
- WWU Urban Planning & Urban Sustainability students in Dr. Laninga's Community Development course (fall 2024)
 - **Survey development team:** Jovie Anderson, Chase Riggs, Ciara Riordan, Lark Troha, Lauren Wright
 - **Survey distribution team:** Griffin Carlson, Gabrielle Emanuels, Nina Haas, James Hosheit, Maddie Musquiz, and Shaunak Roy
- Analysis & Draft Presentation: Rylee Hardcastle

Thank you!
