Horizon 2050
HERCULES GENERAL PLAN

PHASE 1 COMMUNITY ENGAGEMENT SUMMARY

October 2026

City of Hercules
CALIFORNIA

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INTRODUCTION

Purpose and Overview

This document summarizes community feedback during Phase One of community engagement for Horizon 2050, the City of Hercules General Plan Update. A survey and workshop during this phase were focused on introducing the project to the community and asking three questions:

- What do you love about Hercules and want to preserve?
- How would you like Hercules to change between now and 2050?
- Where would you like development to focus between now and 2050?

For the third question, input was invited on the "focus areas" that should be considered for future changes and/or growth as part of the General Plan Update. Figure 1 is the map presented of proposed focus areas.

Figure 1: Focus Area Candidates



The community input during this phase will be used to craft the development vision, confirm focus areas, and inform land use options in those areas.

The Phase 1 engagement activities and related outreach and communications are described immediately below. The next section summarizes community input. The third and fourth sections detail input that related to the development vision and focus areas. “Raw” data from the survey and workshop are included in the Appendix.

Engagement Activities

This phase consisted of two engagement activities: Online Survey #1 and Workshop #1. Both activities were organized around open-ended and map-based questions.

The online survey was hosted through the SurveyMonkey website and was open from April 1 to September 20, 2026, and 271 people responded. It included two questions related to community assets, issues, and opportunities, five questions about areas of focus for the General Plan, and two questions about community engagement and outreach. It also included demographic questions to help the City monitor project participation.

The workshop was held on September 10, 2026, from 7 PM to 9 PM, at the Hercules Library and had 23 participants. The workshop consisted of a large-group presentation with live polling followed by facilitated small-group discussions centered around focus areas. The polling questions and the small-group discussions mirrored the questions posed in the survey.

Related Outreach

In April, a postcard was mailed citywide that introduced the project and invited people to take the online survey. That same month and on a regular basis through September, the project, the survey, and the workshop were highlighted in the City’s e-newsletter (the Hercules Herald), in the City’s social media postings, and on the City website.

Several months prior to the Workshop, a flyer advertising both the survey and the workshop was distributed to subscribers to the project email list, GPAC members, and the Hercules Planning Commission and was placed in high-traffic public spaces such as the Hercules Community Center, Senior Center, and the Civic Center.

In addition, announcements regarding Workshop #1 were made at the Planning Commission and City Council meetings leading up to the event date. A large sandwich board in a high-traffic area outside of the Hercules Library also highlighted the upcoming Workshop during the week leading up to the event.

Participation

Work in Hercules

Approximately 22% of survey respondents work in Hercules (including remote work and work outside their home), which is representative of the community demographics. Approximately 5% of Hercules residents worked in Hercules outside their home in 2023 (U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD) On the Map tool, 2023; Strategic Economics, 2026). In 2024, approximately

19% of Hercules residents worked from home (U.S. Census Bureau (5-Year Estimate), 2014, 2024; Strategic Economics, 2026).

Homeowner and Renter Status

According to the U.S. Census Bureau (5-Year Estimate) for 2024, approximately 79% of occupied housing units in Hercules are owner-occupied, and 21% are renter-occupied. Renters are underrepresented in the survey respondents – 88% of survey respondents (219 responses) identified as homeowners, and 7% identified as renters (17 responses).

Household Size

According to the U.S. Census Bureau (5-Year Estimate) for 2024, there are approximately 9,355 households in Hercules, and the average household size is 2.8. The number of family households is 6,884, with an average size of 3.28. The average household size of survey respondents is 3.14, which is reasonably representative.

Age

Table 1 compares the age ranges of survey respondents to citywide population statistics. Compared to citywide populations, youth are underrepresented among survey respondents, while middle-aged adults are overrepresented.

Table 1: Citywide Population Compared to Survey Respondents, Age

Hercules (Citywide)			Survey #1 (Respondents)		
	Count	**Share**		**Count**	**Share**
Total Population	**26,302**	**100%**	**Total Respondents**	**246**	**100%**
Under 18 Years	4,816	18.3%	**Below 18 Years**	5	2%
18 to 44 Years	8,510	33.4%	**19 to 45 Years**	90	37%
45 to 64 Years	7,415	28.2%	**46 to 64 Years**	98	40%
65 and Over	5,291	20.1%	**65 and above**	53	22%
Notes: The age ranges used in the survey are different from the age ranges used by the U.S. Census Bureau.					

Source: U.S. Census Bureau (5-Year Estimate), 2024; Strategic Economics, 2026; City of Hercules GPU Survey 1 Feedback, 2026.

Gender

According to the U.S. Census Bureau (5-Year Estimate) for 2024, approximately 51.4% of Hercules residents identify as female and 48.6% identify as male. Compared to the survey respondents, 54% of respondents identify as female, 39% as male, 6% declined to state, and 0.4% identify as non-binary.

Race/Ethnicity

Table 2 compares the race/ethnicity of survey respondents to citywide population statistics. Compared to citywide populations, White respondents and respondents of two or more races are overrepresented, while all other groups are underrepresented.

Table 2: Citywide Population Compared to Survey Respondents, Race/Ethnicity

	Hercules (Citywide)		Survey #1 (Respondents)	
	Count	**Share**	**Count**	**Share**
Total Population	**26,302**	**100%**	**239**	**100%**
White Alone	3,777	14%	74	31%
Black or African American Alone	4,813	18%	25	10%
American Indian and Alaska Native Alone	19	0%	1	0%
Asian Alone	11,593	44%	78	33%
Native Hawaiian and Other Pacific Islander Alone	316	1%	3	1%
Some Other Race Alone	111	0%	n/a	n/a
Two or More Races	1,864	7%	34	14%
Hispanic or Latino	3,809	14%	21	9%

Source: U.S. Census Bureau (5-Year Estimate), 2024; Strategic Economics, 2026; City of Hercules GPU Survey 1 Feedback, 2026.

SUMMARY OF INPUT

Feedback to Inform the Development Vision

Preserve

Overall, the most popular city features that should be preserved are:

- Access to nature/open space/trails
- Small town feel
- Walkable neighborhoods

Issues/Challenges

Overall, the most important issues or challenges are:

- Diversify shopping/dining options
- Increase transit options
- Increase cultural/entertainment options

Feedback to Inform Focus Areas and Land Use Options

Citywide Development

Survey respondents provided feedback on the types of residential and non-residential development they would like to see throughout Hercules. **"Small-scale (single-family homes, townhouses, duplexes, typically 2 to 3 stories)"** was the most popular residential development style. **"Retail (neighborhood-serving, small-scale)"** was the most popular non-residential development style.

Town Center

Workshop participants discussed where a future town center should be located in Hercules. Most participants selected the **Waterfront District** and **Sycamore Crossing** as potential town centers due to their location, amenities, and opportunities for future improvements.

Focus Areas

Respondents largely agreed that the proposed focus areas should be the sites for future development. Some respondents proposed expanding the areas, adding additional areas, or removing focus areas from consideration.

Additional Focus Areas Suggested:

- Franklin Canyon
- Phillips 66/Sphere of Influence area outside City limits
- Shopping centers
- Refugio Valley Road/Hanna Ranch

Suggestions for Focus Areas to Remove:

- Waterfront
- Hill Town
- New Town Center
- City Corp Yard

Development by Focus Area

This section summarizes workshop participants' input on the types of development they would like to see in each focus area.

Waterfront District

Maintain and conserve natural features, open spaces, views, and public access to the shoreline, while improving the connection of this neighborhood to the rest of the city. New development should consist of parks, recreation, community event spaces, shopping, dining, services, and entertainment, including visitor-attracting amenities. There are mixed views on whether new housing should be developed, what types of housing, and whether to continue pursuing the development of the train station and/or ferry location.

North Shore Business Park

Maintain and add employment-generating uses in this area while adding new amenities and retail/commercial uses, including shopping, dining, medical facilities/services, parks, recreation, a school, and a community center. There was also some support for adding residential uses to this area.

City Corporation Yard

There is strong support for redeveloping this site to include residential uses, school and childcare facilities, and shopping and dining uses. Move the Corporation Yard to the Willow Corridor area.

Sycamore Crossing

Conserve the marsh on this site but allow the development of a mix of uses. There is a preference to see shopping, dining, residential, office/R&D, and park uses on this site.

Hill Town

There is a desire to see a mix of uses, such as a mix of residential types, shopping and dining, and parks and recreation amenities.

Willow Corridor

There is a preference to see retail and office/R&D uses in this area, with additional parks and recreation amenities. There is some interest in a mix of residential uses along this corridor and moving the Corporation Yard to this area.

Franklin Canyon

Franklin Canyon was not one of the initial focus areas, but many participants brought it up as a potential area to discuss, focusing on the golf course and areas adjacent to Highway 4, while preserving the conservation area. Concepts proposed include increasing access to the conservation area, replacing the golf course with recreational, shopping, and dining uses, and improving the connectivity of this area to other single-road access neighborhoods of Hercules.

Other Areas

Participants proposed additional focus areas but did not specify what types of change they would like to see. This includes the Phillips 66/Sphere of Influence area outside City limits, shopping centers in Hercules, and Refugio Valley Road/Hanna Ranch.

FEEDBACK TO INFORM THE DEVELOPMENT VISION

What do you want to preserve about Hercules?

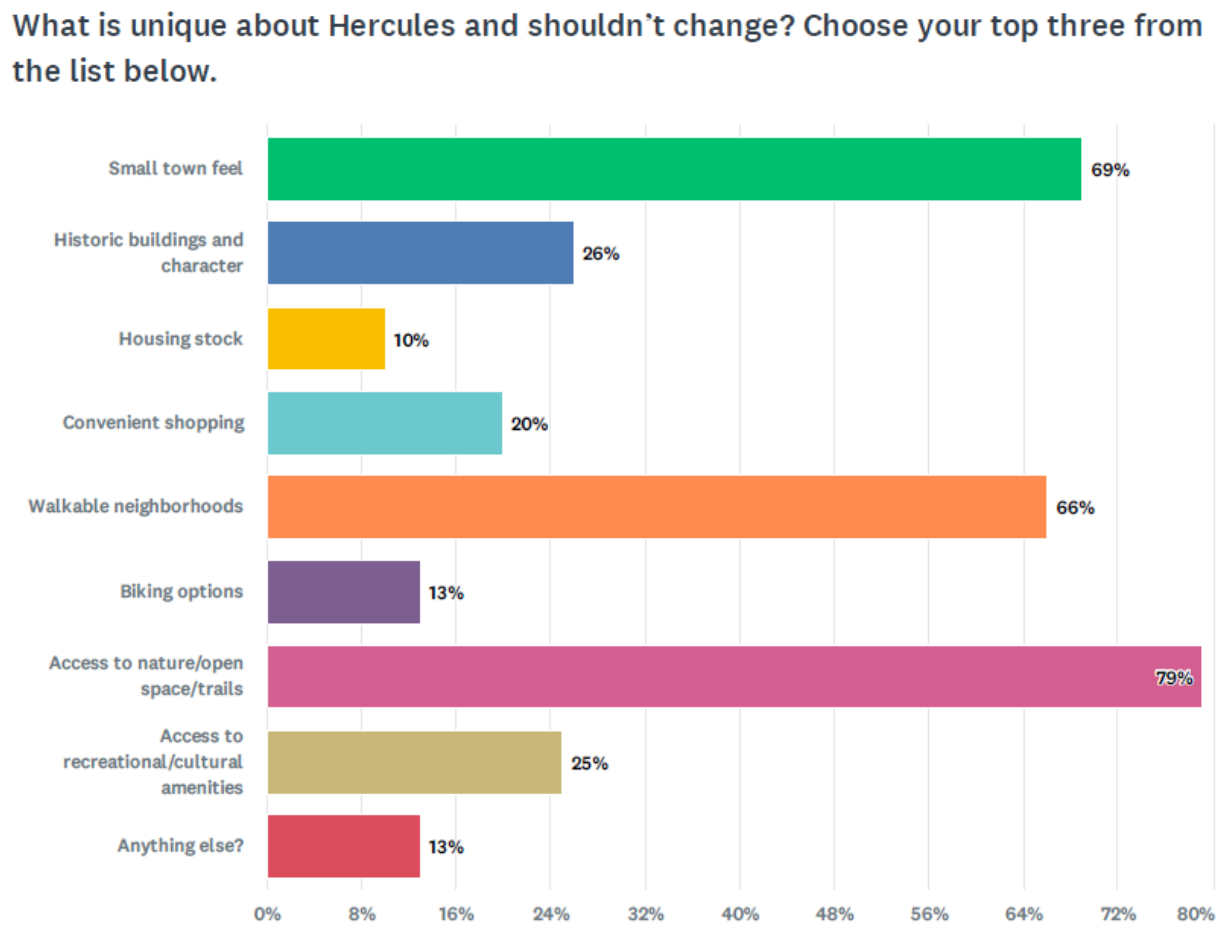
Survey and workshop participants were asked similar questions to understand what community members love about Hercules and want to preserve in the future. Overall, the most popular features that should be preserved are:

- Access to nature/open space/trails
- Small town feel
- Walkable neighborhoods

Survey

Survey participants were asked the following question: "What is unique about Hercules and shouldn't change?" The most popular answers were access to nature/open space/trails (79% of total votes), small town feel (69%), and walkable neighborhoods (66%) (see Figure 2).

Figure 2: Survey Responses to "What is unique about Hercules?"



Note: This question had 270 respondents.

The free-response answers followed similar themes, and responses are summarized below for clarity. See the Appendix for the verbatim responses.

Waterfront, Bay Access, and Environmental Stewardship

- View and access to San Pablo Bay
- Waterfront walking trails
- Responsibly managed open spaces along the waterfront, creeks, and in parks provide ecological benefits, not just recreational benefits

Community Character, Families, and Small-Town Feel

- Family and community focus
- Strong neighborhood relationships and community
- The majority of residents are homeowners

- Efficient public safety response

Diversity

- Racial, ethnic, and cultural diversity

Safety & Public Services

- Efficient public safety response
- Access to public service providers (Police and Fire) and their efforts to reach out to the community
- Low crime rates

Transportation, Access, and Location

- Close to major cities: San Francisco, Walnut Creek, Napa, etc.
- Access to waterfront views
- Plenty of parking

Built Form, Growth & Community Vision

- Maintaining architectural standards and staying with the original vision for the city
- Planned Hercules Amtrak Station

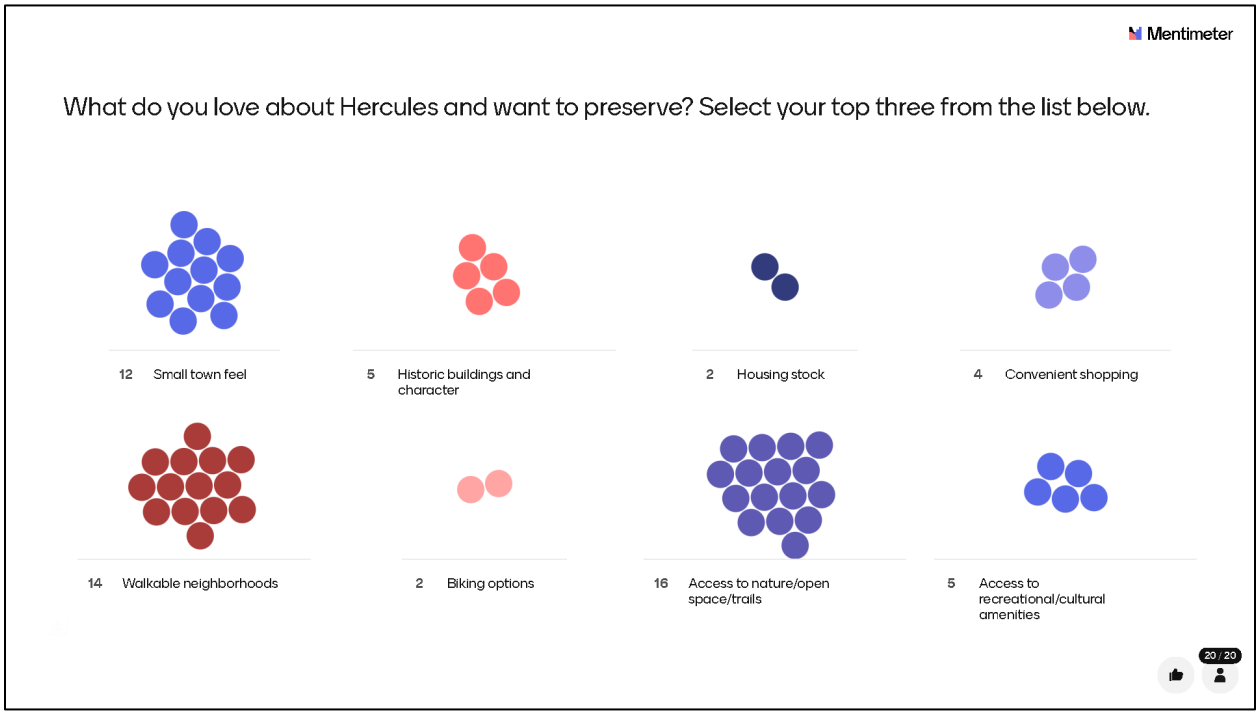
Amenities and Services

- Access to the library and library programming
- Retain existing retail capacity and add desired businesses

Workshop

Workshop participants were polled on the following question: "What do you love about Hercules and want to preserve?" The most popular answers were **access to nature/open space/trails (27% of total votes), walkable neighborhoods (23%), and small town feel (20%)** (see Figure 3).

Figure 3: Workshop Responses to "What do you love about Hercules?"



What are the issues or challenges?

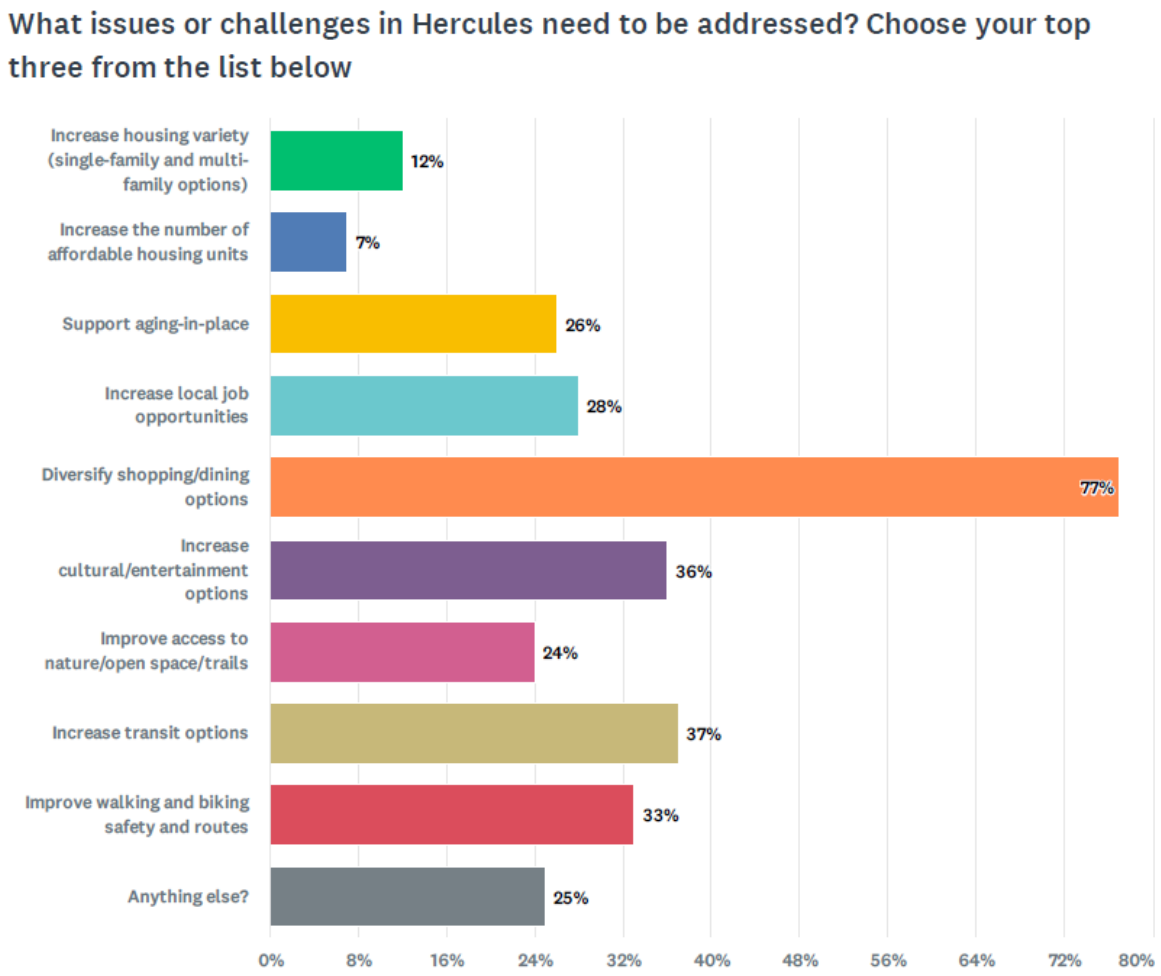
Survey and workshop participants were asked the same question to understand what community members believe are the most pressing issues in Hercules. Overall, the most important issues or challenges are:

- Diversify shopping/dining options
- Increase transit options
- Increase cultural/entertainment options

Survey

Survey participants were asked the following question: "What issues or challenges in Hercules need to be addressed?" The most popular answers were **diversify shopping/dining options (77%), increase transit options (37%), and increase cultural/entertainment options (36%)** (see Figure 4).

Figure 4: Survey Responses to "What issues or challenges in Hercules need to be addressed?"



Note: This question had 270 respondents.

The free-response answers followed similar themes, and responses are summarized below for clarity. See the Appendix for the verbatim responses.

Traffic, Transportation, and Access

- Traffic around schools
- Building the Amtrak station and/or ferry terminal
- Reduce traffic congestion at the intersection of Sycamore and San Pablo; it has gotten worse
- Improve traffic flow through the city
- Improve ingress and egress access to Highway 4 and Interstate 80

Parks, Recreation, and Open Space

- Improve parks and playgrounds
- Improve lighting at public basketball courts
- Recreation space and programming for children and adults, such as at the community pool, basketball courts, youth sports, youth programming, etc.
- Beach access

Economic Development, Retail, and Dining

- Economic development as a whole
- Need to bring in bigger businesses
- More shopping, dining, and entertainment options (i.e., movie theater, Asian supermarket)
- More employment and service opportunities
- Build fewer standalone residential buildings

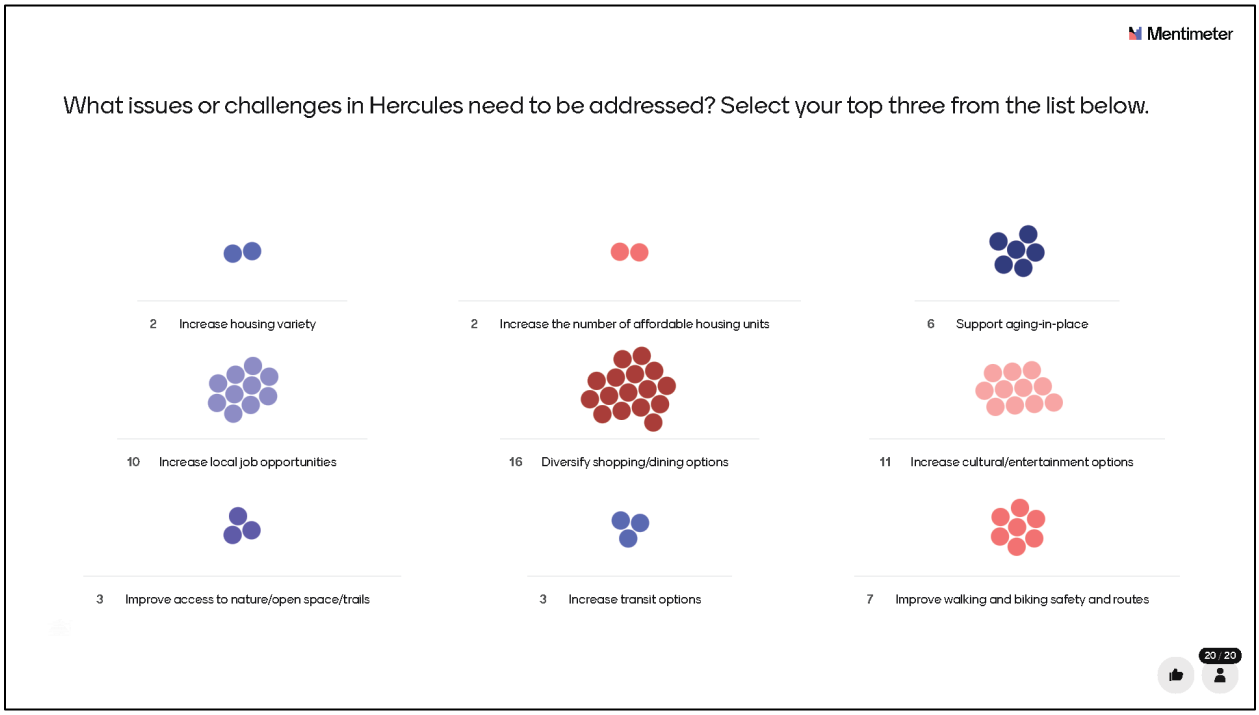
Housing and Growth Concerns

- There are too many new residential buildings
- Need to stop building housing in Hercules
- More housing equals more traffic
- Need to commit to not building on the bay front and to keep that as open space

Workshop

Workshop participants were polled on the following question: "What issues or challenges in Hercules need to be addressed?" The most popular answers were **diversify shopping/dining options (27% of total votes), increase cultural/entertainment options (18%), and increase local job opportunities (17%)** (see Figure 5).

Figure 5: Workshop Responses to "What issues or challenges in Hercules need to be addressed?"



FEEDBACK TO INFORM FOCUS AREAS AND LAND USE OPTIONS

Citywide Development

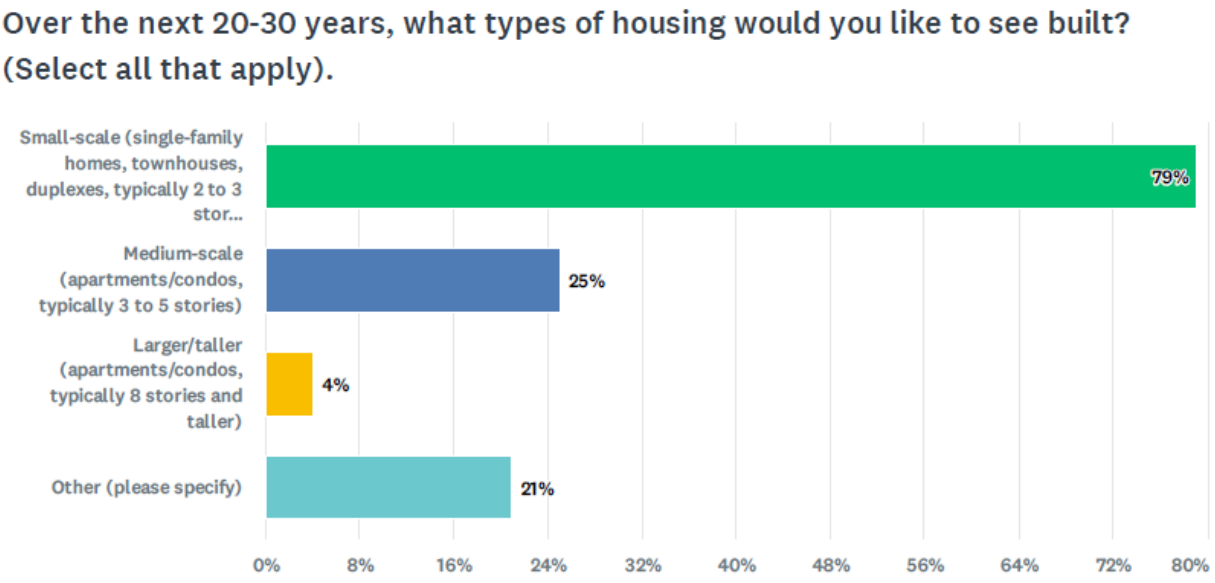
What types of housing would you like to see citywide?

Survey participants were asked the following question: "Over the next 20-30 years, what types of housing would you like to see built?" **The most popular answer was "Small-scale (single-family homes, townhouses, duplexes, typically 2 to 3 stories)" with 79% of the total responses** (see Figure 6).

Free-response answers consisted of the following.

- No additional housing/none: 20 mentions
- Single-family homes: 10 mentions
- Senior housing/age-friendly housing: 4 mentions
- Mixed-use housing over retail: 3 mentions
- Mixed-income housing: 2 mentions

Figure 6: Survey Responses to "Over the next 20-30 years, what types of housing would you like to see built?"



Note: 251 respondents with 323 responses due to the "select all that apply" nature of this question.

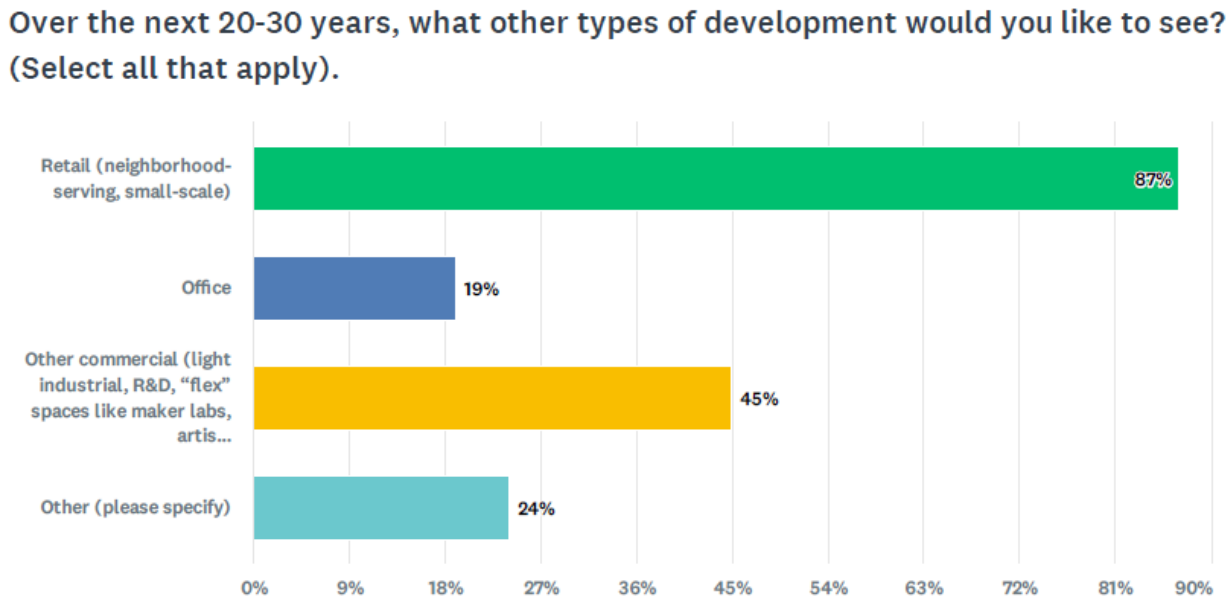
What types of non-residential development would you like to see citywide?

Survey participants were asked the following question: "Over the next 20-30 years, what other types of development would you like to see?" **The most popular answer was "Retail (neighborhood-serving, small-scale)" with 87% of the total responses** (see Figure 7).

Free-response answers consisted of the following.

- Restaurants and dining: 15 mentions
- Transit (Amtrak/Ferry): 7 mentions
- Retail and grocery (i.e., Trader Joe's, Costco, Whole Foods): 7 mentions
- Community recreation spaces: 8 mentions
- Public gathering and open spaces: 6 mentions

Figure 7: Survey Responses to "Over the next 20-30 years, what other types of development would you like to see?"



Note: 253 respondents with 443 responses due to the "select all that apply" nature of this question.

Where should the town center be?

This question was asked during the workshop's small-group discussion session to better understand where community members would like to see the equivalent of a "downtown" or "Main Street."

Most participants selected the Waterfront District and Sycamore Crossing as potential town centers due to their location, amenities, and future improvements. Related comments are summarized below.

Waterfront District:

- It is the gem of the city, with scenic views, access to natural spaces and trails, and walkability.
- It has planned future multimodal improvements (such as transit center access, ferry, train station).
- It has some current shopping and dining uses, with available space for more.
- If more recreation or entertainment uses are added (such as emphasizing connection to Bay Trail, adding amphitheaters), it will attract visitors.
- There are still opportunities to add more community gathering spaces.
- Should look at other regional examples for inspiration (like Tomales Bay, Benicia, Point Richmond, and Windsor).

Sycamore Crossing:

- It's near the main thoroughfare and along an important route for school kids.
- It's currently vacant, and we can envision something new on this site, such as Todos Santos Plaza in Concord.

Participants also shared their thoughts on what a town center should provide, whether it is in one of these areas or somewhere else.

Preferred features of any future town center:

- Retail and dining
- Entertainment spaces (e.g., outdoor concert venues, movie night venues)
- Parks and recreation amenities
- Protection of natural spaces and scenic views

Are these the right focus areas?

This question was asked in both the survey and workshop to confirm which focus areas should be analyzed for future changes and/or growth as part of the General Plan Update. Follow-up questions in both activities asked whether any areas should be added or removed, and why. The focus areas proposed are included in Figure 8.

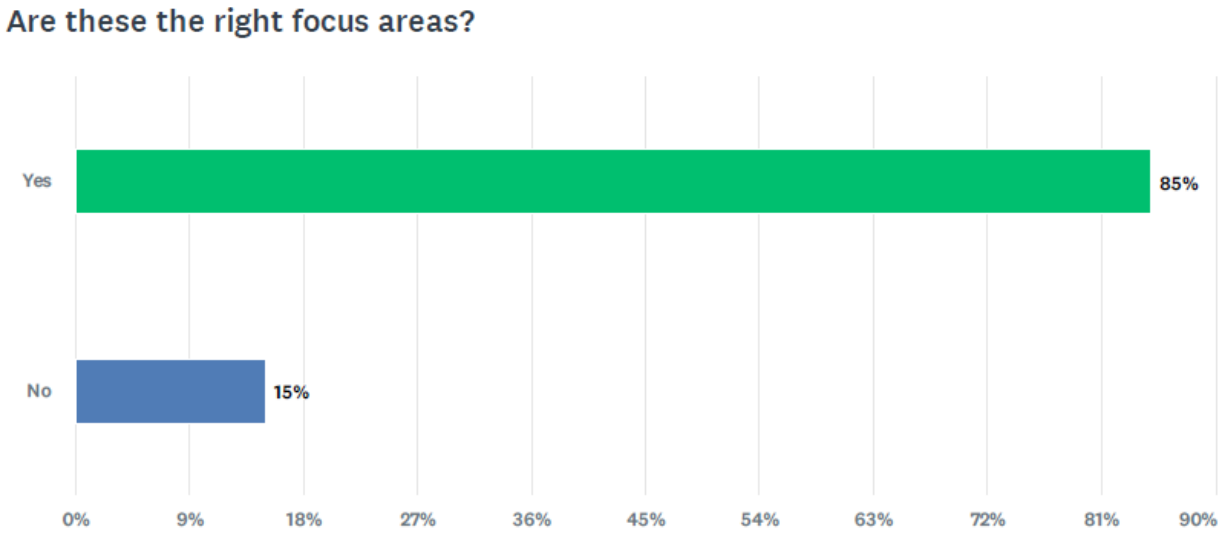
Figure 8: Proposed Focus Areas



Survey

Approximately 85% of survey respondents **agreed that these are the correct focus areas** (see Figure 9).

Figure 9: Survey Responses to "Are these the right focus areas?"



Note: This question had 246 respondents.

Should any be removed from consideration?

43 respondents believed that some should be removed from consideration. The responses to this question varied, though the most popular responses included the following (see the Appendix for the verbatim responses):

- Waterfront: 10 mentions
- Hill Town: 9 mentions
- New Town Center: 7 mentions
- City Corp Yard: 6 mentions
- None/No: 5 mentions

What areas are missing, if any?

55 respondents believed that areas should be added. The responses to this question varied, though the most popular responses included the following (see the Appendix for the verbatim responses):

- Franklin Canyon: 7 mentions
- Shopping centers (including Creekside Center): 3 mentions
- Hercules Hub (i.e., transit center, train station, ferry stop): 3 mentions
- Refugio Valley Road (park to eastern end of road): 4 mentions

- Need a city center/downtown with retail: 3 mentions

Workshop

Participants **largely agreed that these are the correct focus areas, with some conditions** as discussed below.

Expansion of Focus Areas

Some participants desire an expansion of the proposed focus areas, such as expanding the Waterfront District to the City limits with Pinole or expanding the Waterfront District to consider the City's offshore boundaries/submerged lands.

Areas to Remove

Some participants did not think the proposed focus areas were the correct areas due to a variety of concerns, such as:

- Waterfront District: Potential sea level rise impacts and compliance with San Francisco Bay Conservation and Development Commission (BCDC) Regional Shoreline Adaptation Plan
- All Focus Areas: Residential growth impacts in these areas and across the city (e.g., increased traffic, not enough childcare or schools)
- Need to review Sycamore Crossing and Hill Town

Suggested Additional Focus Areas

Some participants suggested additional areas to consider as focus areas, such as:

- Franklin Canyon Golf Course/Highway 4
- The carbon plant adjacent to Highway 4 (outside of City limits but within the Sphere of Influence)
- Creekside Center
- Hanna Ranch, but only to create a connection between Refugio Valley Road and Highway 4

Types of Development by Focus Area

Workshop participants were asked to respond to the following question: "Over the next 20-30 years, what types of development would you like to see and where?" This section summarizes the feedback heard for each initial focus area and additional areas that were frequently brought up across small groups.

Waterfront District

Table 3: Development Feedback for the Waterfront District

Initial Focus Area	Existing Uses to Maintain or Improve	Additional Uses	Other Comments
Waterfront	• Maintain scenic views and public access • Conserve marsh and wetlands area • Improve existing waterfront parks and recreation facilities • Improve the connections to the rest of town • Need better developers for the waterfront	• Emphasis on adding shopping and dining uses • Add everyday services, including medical services • Add entertainment and visitor-attracting uses (such as a boutique hotel, water-related recreation) • Add more parks, recreation, and community event centers (such as adding a park around the historic Admin and Clubhouse buildings)	• Add some apartments • Limit housing to only allow low-density residential • No train station along waterfront due to sea level rise impacts • No ferry location due to dredging requirements

Sources: City of Hercules GPU Workshop 1 Feedback, 2026.

North Shore Business Park

Table 4: Development Feedback for North Shore Business Park

Initial Focus Area	Existing Uses to Maintain or Improve	Additional Uses	Other Comments
North Shore Business Park	• Maintain the office/research & development buildings • Improve public safety during non-business hours	• Add shopping and dining (such as breweries and/or beer gardens) • Add medical facility/clinic • Add residential • Add school and community center • Add or expand parks and recreation uses and access • Add offices/research & development buildings	

Sources: City of Hercules GPU Workshop 1 Feedback, 2026.

City Corporation Yard

Table 5: Development Feedback for the City Corporation Yard

Initial Focus Area	Existing Uses to Maintain or Improve	Additional Uses	Other Comments
City Corporation Yard		• Add a mix of residential uses (i.e., townhomes, apartments) • Add school and childcare uses • Add parks and recreation uses, especially for children • Add shopping and dining	• Move the current Corporation Yard to the Willow Corridor area

Sources: City of Hercules GPU Workshop 1 Feedback, 2026.

Sycamore Crossing

Table 6: Development Feedback for Sycamore Crossing

Initial Focus Area	Existing Uses to Maintain or Improve	Additional Uses	Other Comments
Sycamore Crossing	• Conserve the marsh	• Emphasis on allowing a mix of uses • Add shopping and dining • Add a mix of residential uses, including affordable housing • Add parks and recreation uses • Add offices/research & development buildings	

Sources: City of Hercules GPU Workshop 1 Feedback, 2026.

Hill Town

Table 7: Development Feedback for Hill Town

Initial Focus Area	Existing Uses to Maintain or Improve	Additional Uses	Other Comments
Hill Town		• Add a mix of residential uses (i.e., townhomes and apartments) • Add shopping and retail • Add parks and recreation	

Sources: City of Hercules GPU Workshop 1 Feedback, 2026.

Willow Corridor

Table 8: Development Feedback for Willow Corridor

Initial Focus Area	Existing Uses to Maintain or Improve	Additional Uses	Other Comments
Willow Corridor		• Add retail uses • Add office/research & development • Add parks and recreation • Add a mix of residential uses	• Move Corporation Yard to this area • Consider the impacts of the Capital Corridor Strategic Plan

Sources: City of Hercules GPU Workshop 1 Feedback, 2026.

Franklin Canyon

Franklin Canyon was not one of the initial focus areas, but many participants brought it up as a potential area to discuss, focusing on the golf course and Highway 4 adjacent areas. Figure 10 is an excerpt of a small-group discussion map poster that shows the portions of Franklin Canyon that participants were interested in discussing. There is still a desire to preserve the conservation area while discussing the future of this area.

Table 9: Development Feedback for Franklin Canyon

Initial Focus Area	Existing Uses to Maintain or Improve	Additional Uses	Other Comments
Willow Corridor	• Enhance access to the conservation area	• Replace the golf course with outdoor recreational amenities such as camping, shopping, dining, and/or residential uses • Add additional parks and recreation use in the areas adjacent to Highway 4	• Improve the street connectivity to other Hercules roads and to Highway 4

Sources: City of Hercules GPU Workshop 1 Feedback, 2026.

Phillips 66/Sphere of Influence Area

Some participants brought up the area north of the City limits, bounded by the City's Sphere of Influence and intersected by Highway 4, as a potential focus area (see Figure 10). This is due to interest in the Phillips 66 Carbon Plant's future if it closes and the future of the land surrounding it.

Figure 10: Proposed Franklin Canyon Area and Sphere of Influence Area



APPENDIX

Postcard

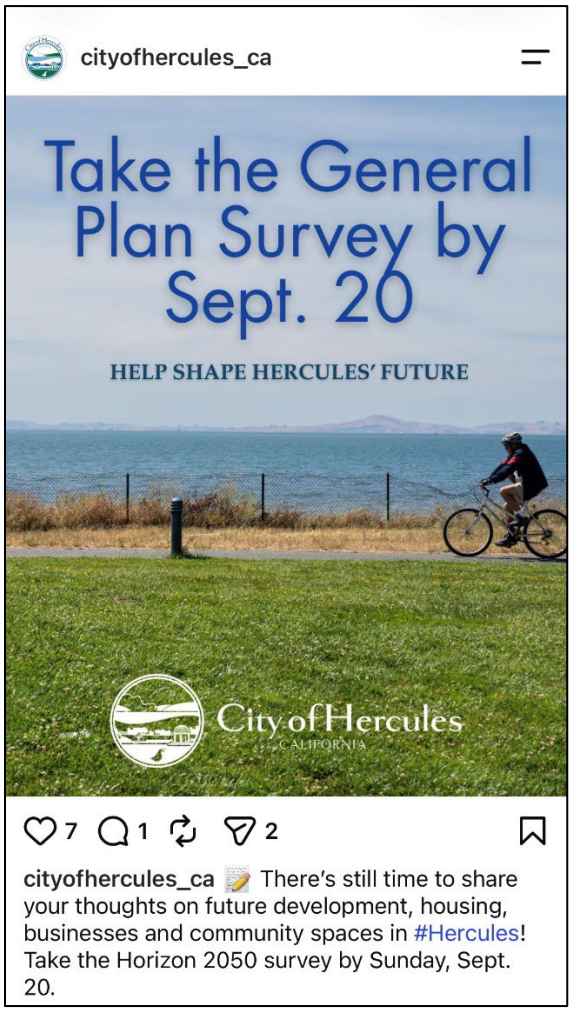


Outreach Flyer

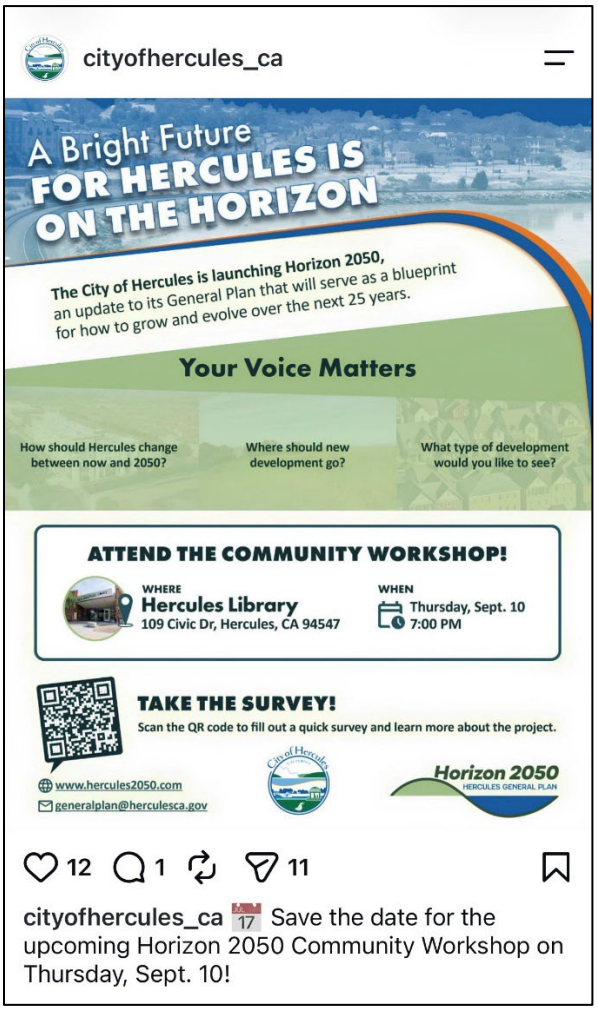


Social Media Blasts

Survey Instagram Post



Workshop Instagram Post



Demographics

Survey

The raw responses to the demographic questions of the survey are available within the SurveyMonkey report attachment. The summarized responses to Question 13 and Question 14 are included below, though they are not comprehensive.

What neighborhood do you live in?

- Waterfront/Promenade/Bayfront: 31
- Birds: 21
- Flowers: 16
- Victoria by the Bay: 14
- Village Parkway/Park: 13
- Trees: 11
- Country Run: 11
- Bayside: 10
- Mandalay/Islands: 9
- Olympian Hills/Belleterre: 9
- Hercules by the Bay: 8
- Hanna Ranch: 7
- Gems/Gemstones: 6
- Chelsea by the Bay: 4
- Foxboro: 4
- Astronauts: 2

How many members does your household have (can be family/non-family)?

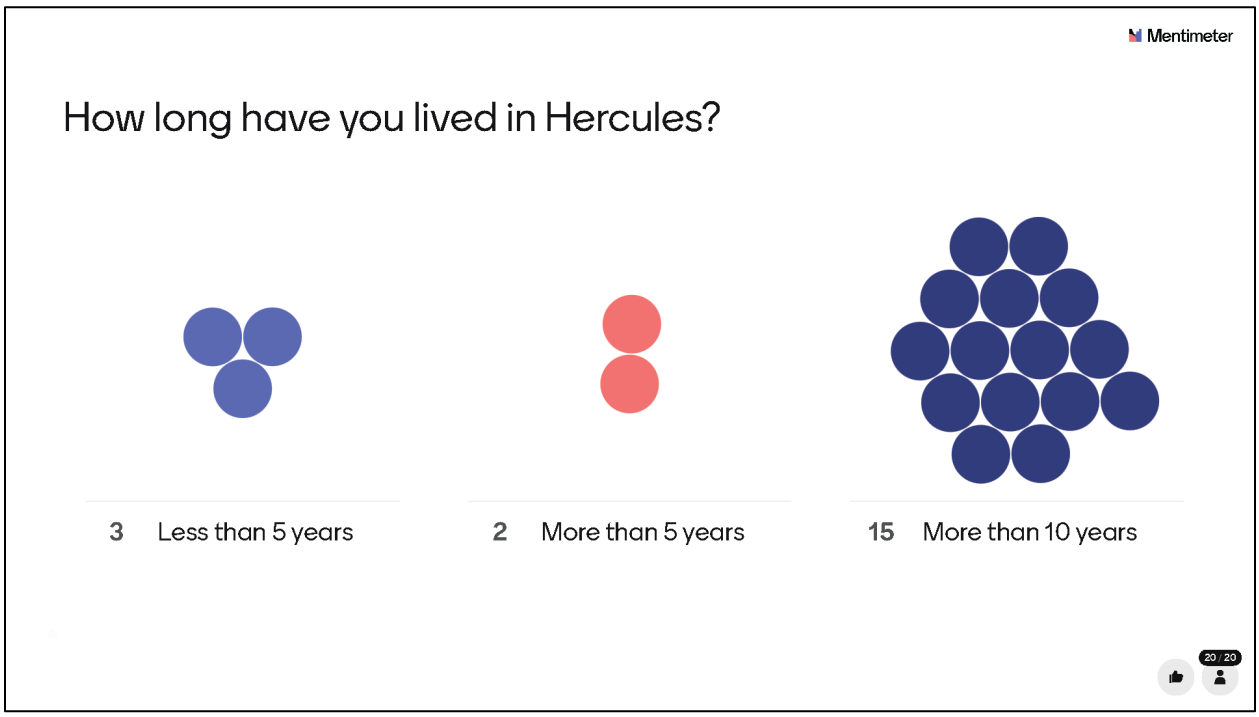
- 0 members: 1
- 1 member: 18
- 2 members: 71
- 1-2 members: 1
- 3 members: 47
- 4 members: 64
- 5 members: 19
- 6 members: 10
- 4-6 members: 1
- 8 members: 1

Workshop

The demographics of the workshop participants were gathered through the Mentimeter polling software, where participants opted to provide anonymous responses to questions.

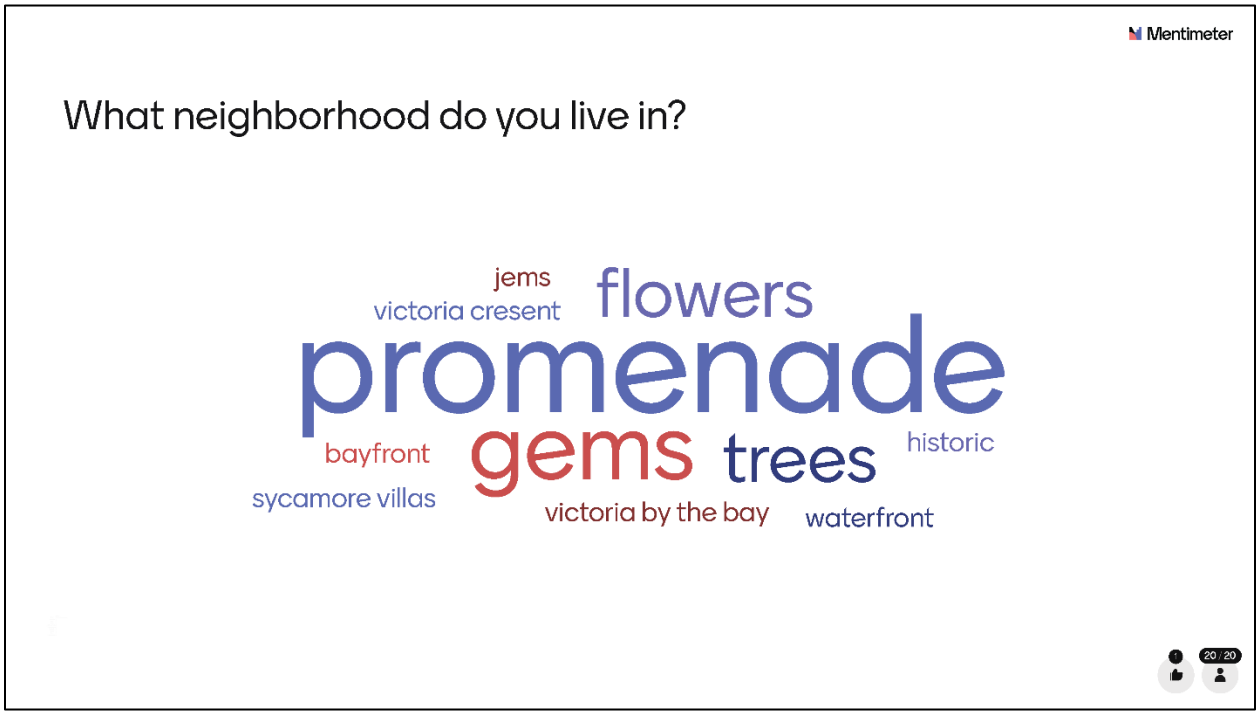
How long have you lived in Hercules?

75% of participants are long-term residents, while 15% have lived in the city for less than 5 years, and 10% have lived in the city for 5 to 10 years.



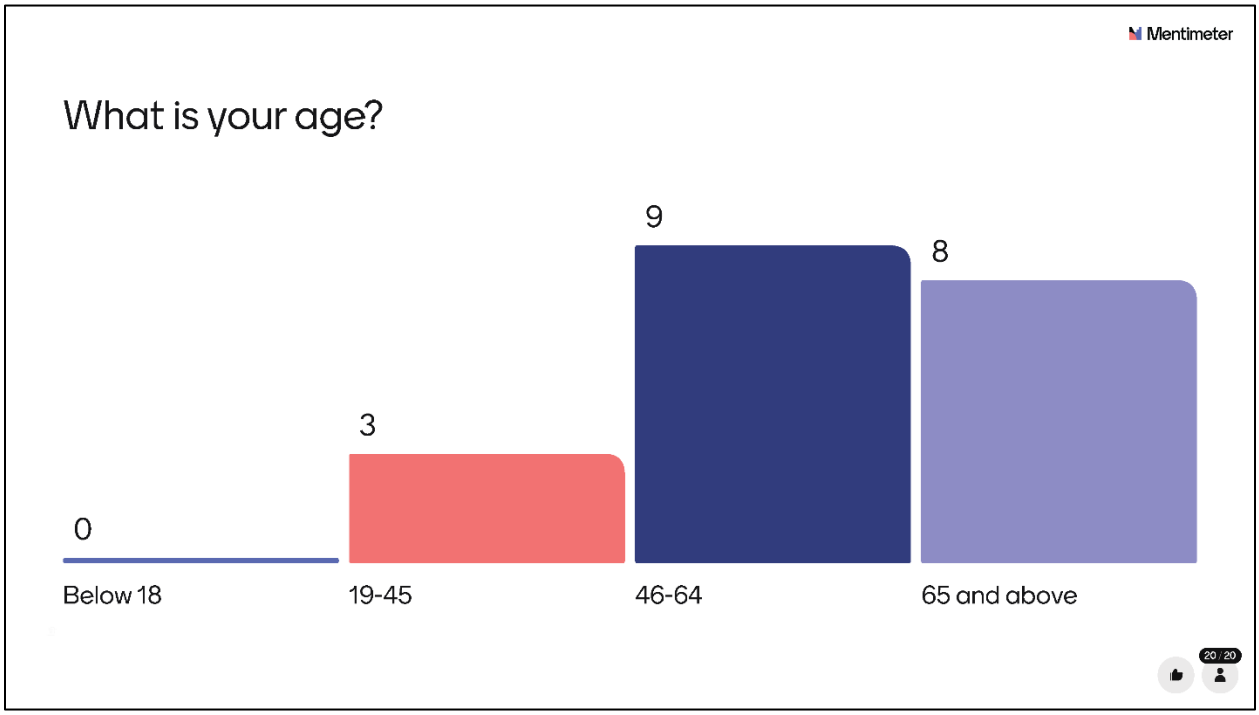
What neighborhood do you live in?

The word cloud question from Mentimeter displays the most common responses as larger text, showing that many participants live in the Promenade neighborhood of Hercules. Other popular neighborhoods include the Gems, Flowers, and Trees.



What is your age?

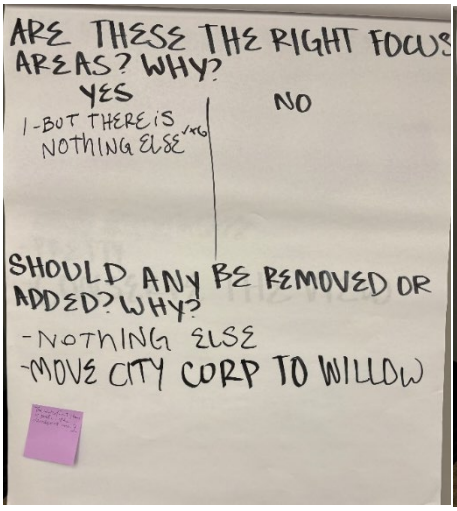
45% of participants are in the 46 to 64 age range, while 40% are in the 65 and above age range, and 15% are in the 19 to 45 age range. No participants were under the age of 18.

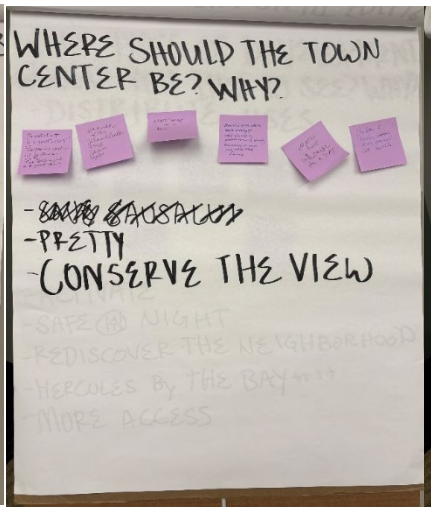


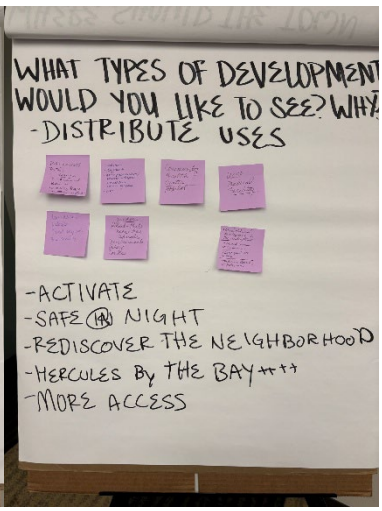
Posters from Small Group Discussions

Group 1

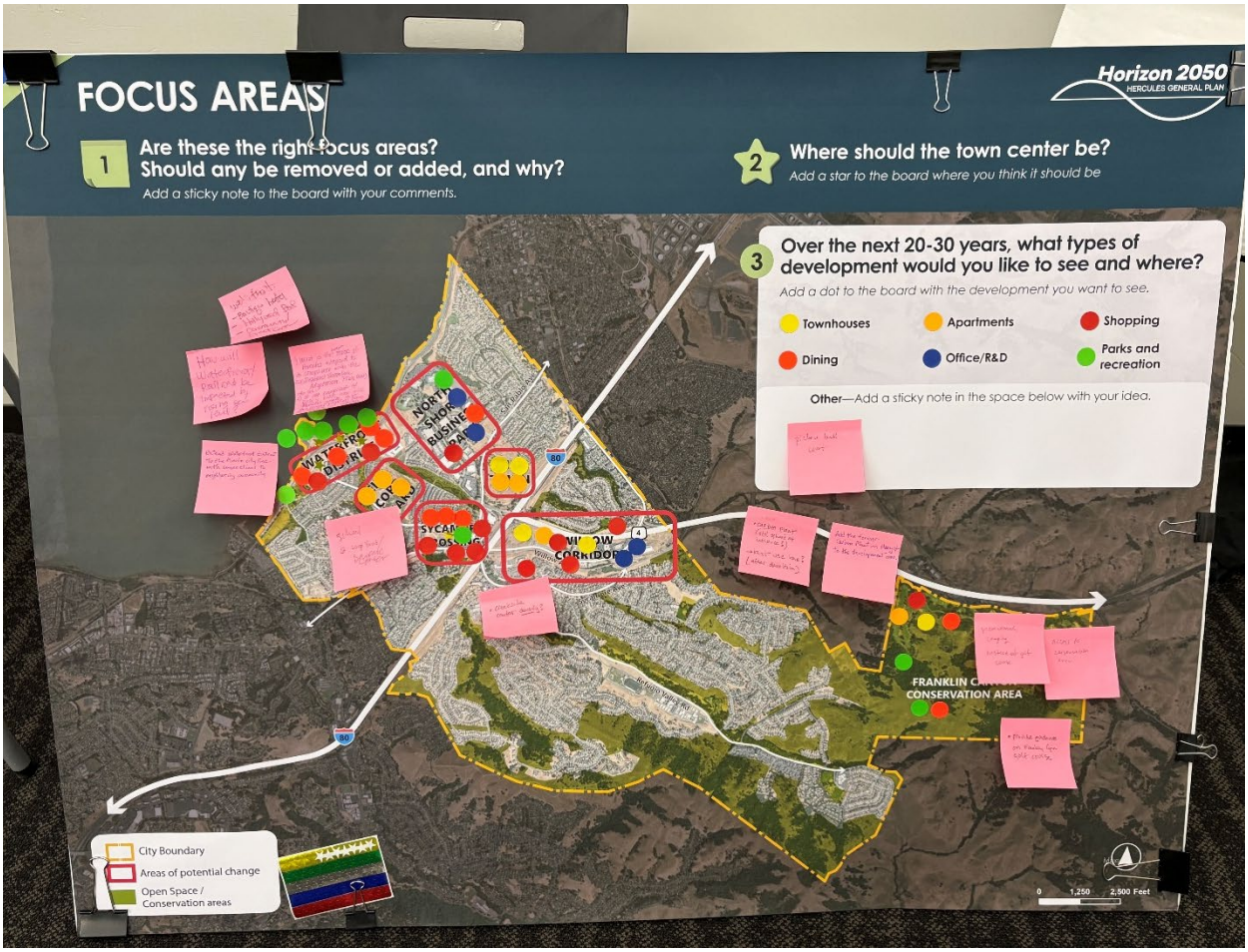


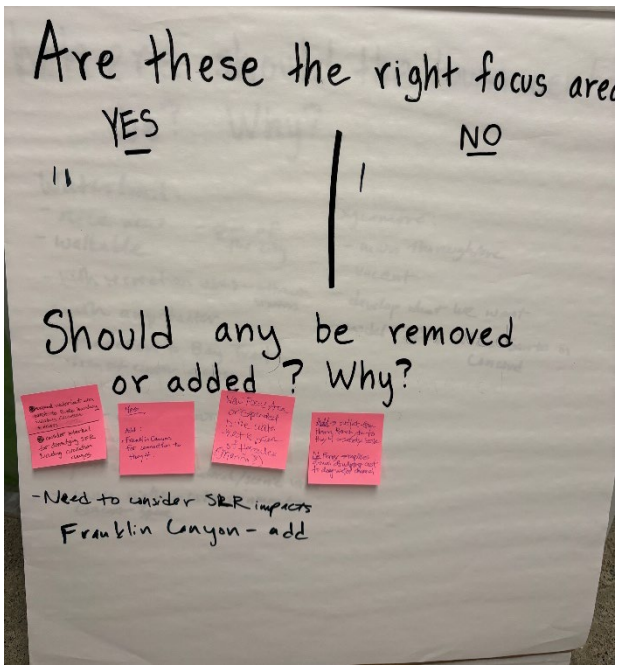


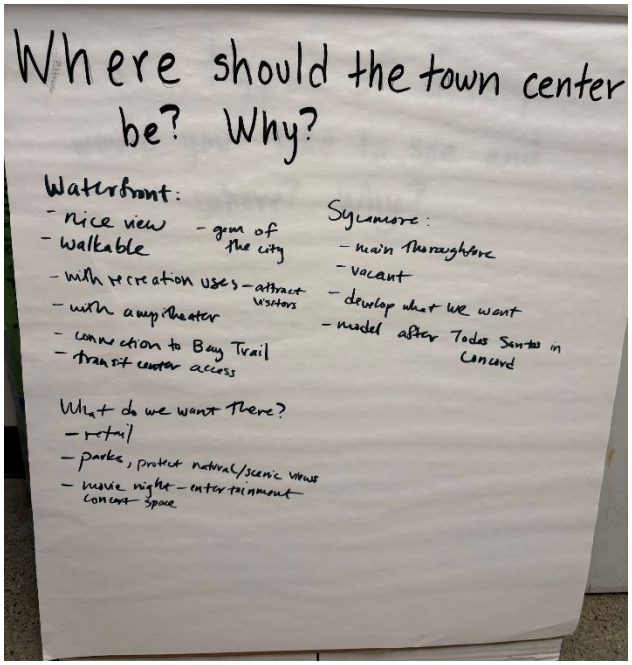




Group 2



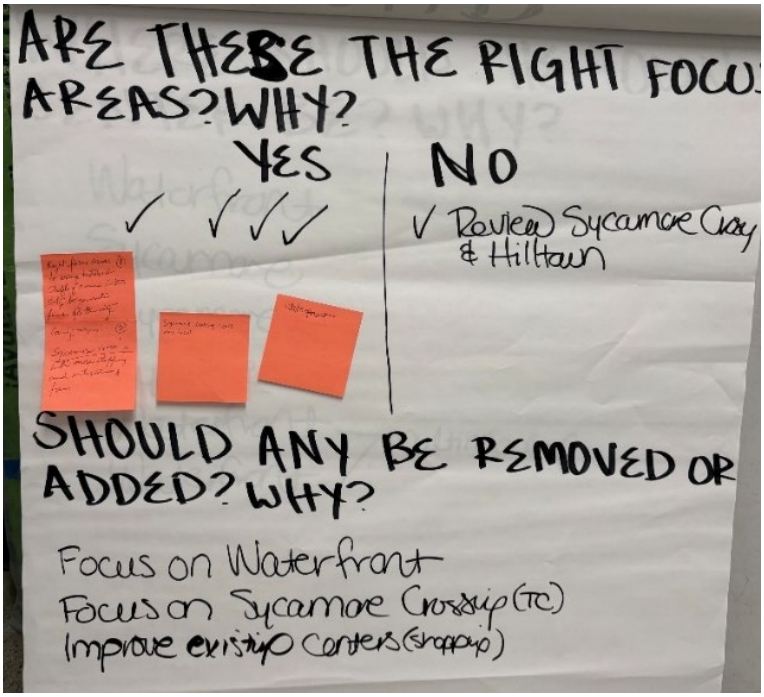


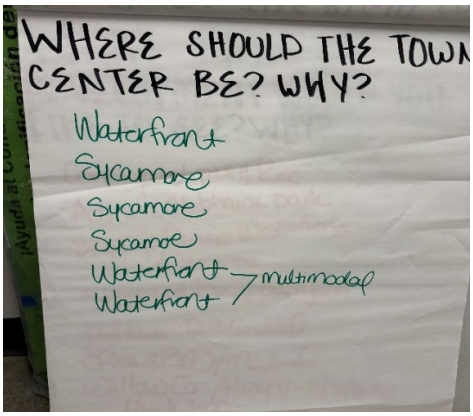


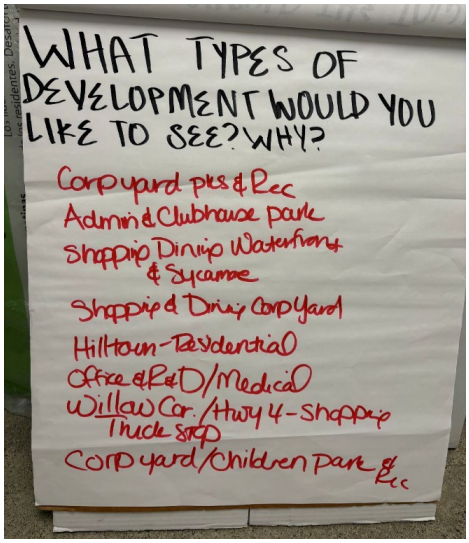
Note that there were no comments written down for the third small group discussion question.

Group 3


CUS AREAS
Are these the right focus areas?
Should any be removed or added, and why?
Add a sticky note to the board with your comments.
2
Where should the town center be?
Add a star to the board where you think it should be
3
Over the next 20-30 years, what types of development would you like to see and wh
Add a dot to the board with the development you want to see.
Townhouses
Apartments
Shopping
Dining
Office/R&D
Parks and recreation
Other—Add a sticky note in the space below with your idea.
WATERFRONT DISTRICT
NORTH SHORE BUSINESS PARK
CITY CORP YARD
HILL TOWN
SYCAMORE CROSSING
WILLOW CORRIDOR
FRANKLIN CANYON CONSERVATION AREA
City Boundary

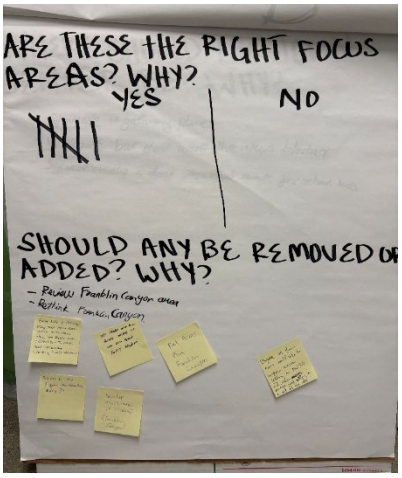

ARE THESE THE RIGHT FOCU
AREAS? WHY?
YES
NO
✓ ✓ ✓ ✓
✓ Review Sycamore Cross
& Hilltown
SHOULD ANY BE REMOVED OR
ADDED? WHY?
Focus on Waterfront
Focus on Sycamore Crossip (TC)
Improve existing Centers (shopping)

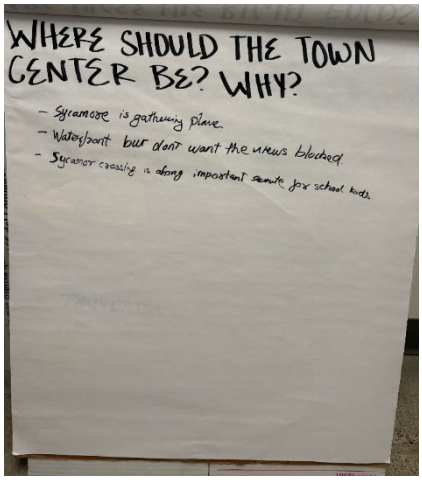

WHERE SHOULD THE TOWN
CENTER BE? WHY?
Waterfront
Sycamore
Sycamore
Sycamore
Waterfront → multimodal
Waterfront

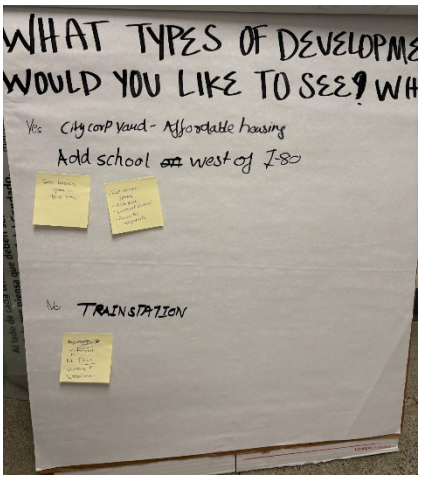

WHAT TYPES OF
DEVELOPMENT WOULD YOU
LIKE TO SEE? WHY?
Corp yard pks & Rec
Admin & Clubhouse park
Shopping Dining Waterfront
& Sycamore
Shopping & Dining Corp Yard
Hilltown - Residential
Office & R&D / Medical
Willow Cor. / Hwy 4 - Shopping
Truck Stop
Corp yard / Children Park & Rec

Group 4


Add a sticky note to the board with your comments.
Add a star to the board where you think it should be
3
Over the next 20-30 years, what types of development would you like to see and where?
Add a dot to the board with the development you want to see.
Townhouses
Apartments
Shopping
Dining
Office/R&D
Parks and recreation
Other—Add a sticky note in the space below with your idea.
SCHOOL
FRANKLIN CANYON CONSERVATION AREA
City Boundary
Areas of potential change
Open Space / Conservation areas
0
1,250
2,500 Feet


ARE THESE THE RIGHT FOCUS AREAS? WHY?
YES
NO
SHOULD ANY BE REMOVED OR ADDED? WHY?

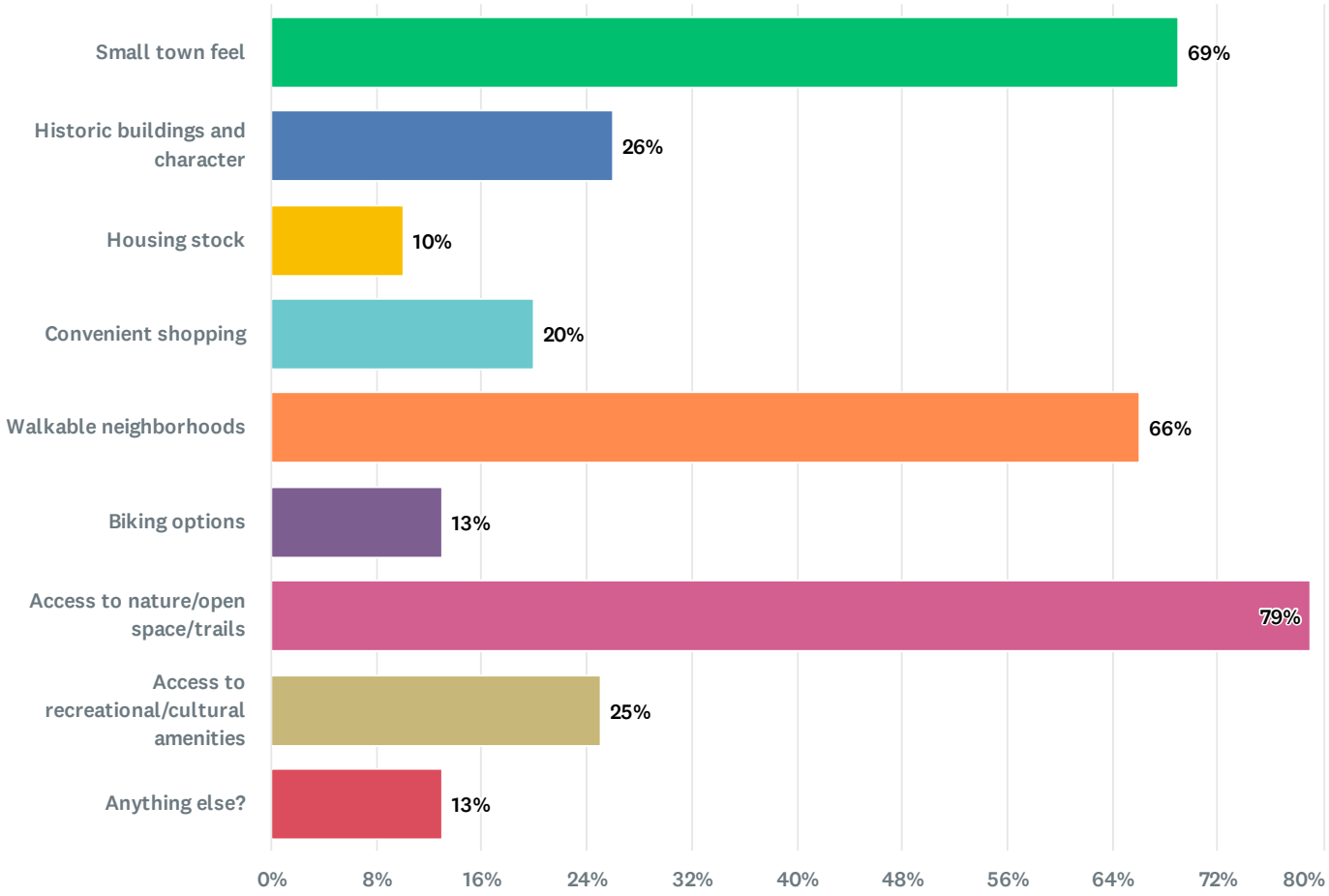

WHERE SHOULD THE TOWN CENTER BE? WHY?
- Sycamore is gathering place
- Waterfront bus don't want the views blocked
- Sycamore crossing is along important route for school kids


WHAT TYPES OF DEVELOPME
WOULD YOU LIKE TO SEE? WH
Yes City corp yard - Affordable housing
Add school ~~on~~ west of I-80
TRANSTATION

SurveyMonkey Survey #1 Results Report

Q1 270 responses

What is unique about Hercules and shouldn't change? Choose your top three from the list below.

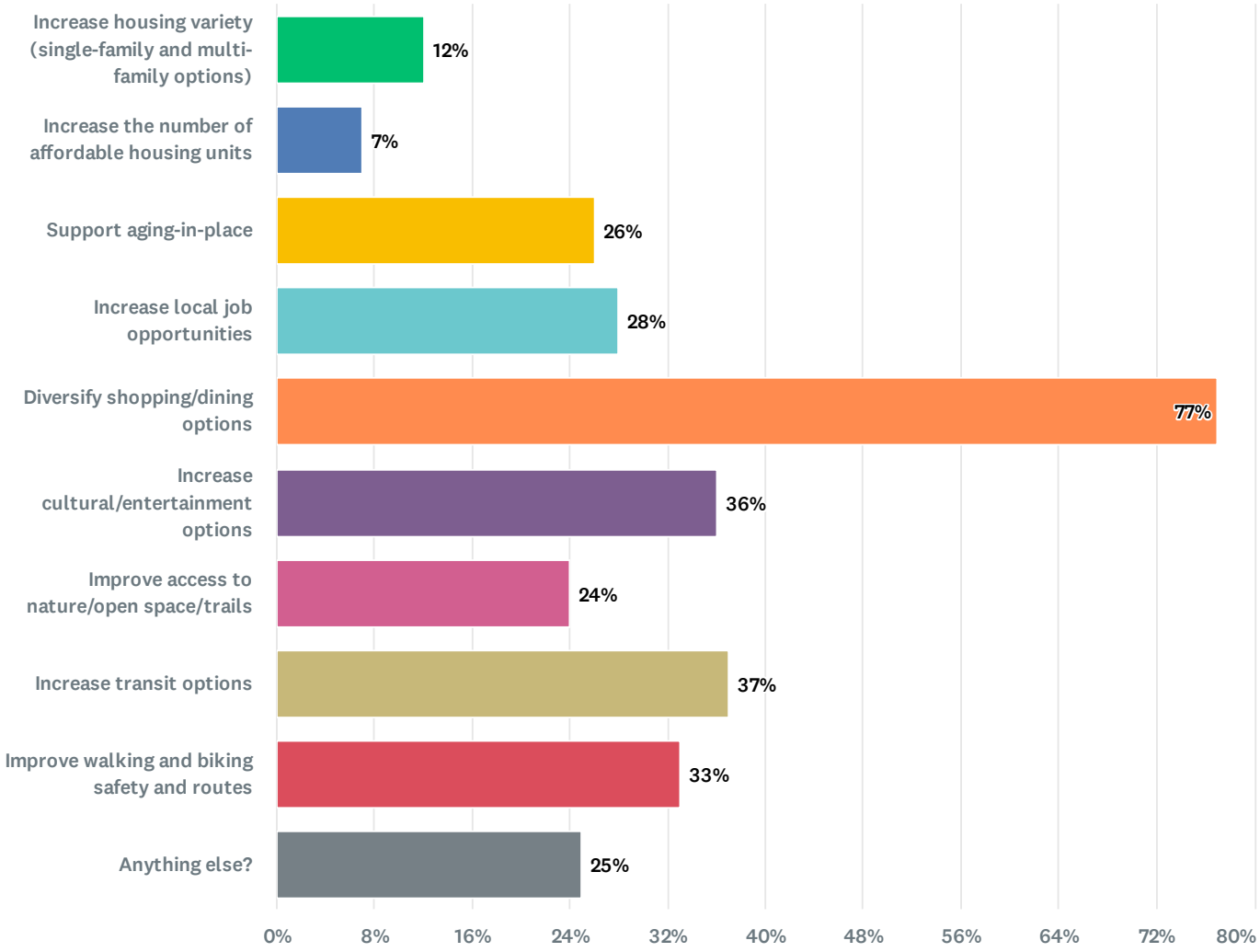


#	ANYTHING ELSE?	DATE
1	Quiet and safe community	9/17/2026 5:02 PM
2	Waterfront views to not be blocked	9/15/2026 2:07 PM
3	Sidewalks could use more maintenance, esp. Lupine	9/14/2026 5:02 PM
4	Landscaping by the city ex Refugio center island	9/14/2026 8:50 AM
5	Community focus	9/12/2026 10:59 AM
6	Access to the library and library programming	9/8/2026 4:44 PM
7	small town feel	9/8/2026 1:01 PM
8	Majority home owners, not LOW INCOME SUBSIDIZED HOUSING	9/7/2026 10:59 AM
9	Hercules amtrak station	9/5/2026 3:25 PM
10	Adding gated neighborhoods / communities and update our grocery store. Have CVS store take over the old Riteaid building (need pharmacy for families and seniors)	8/29/2026 10:15 AM
11	Just a nice neighborly family oriented community. Great schools for the kids. Police is fast	8/19/2026 11:02 PM

	with response and doing a great job keeping the community safe. One of the few cities that feels like this.	
12	diversity	8/7/2026 1:09 PM
13	Bay access	7/15/2026 4:29 PM
14	The open waterfront along Bayfront Blvd is our most unique feature - what other town has this?	6/29/2026 4:50 PM
15	Close to major cities: San Francisco, Walnut Creek, Napa, etc.	6/27/2026 6:46 PM
16	Population racial and ethnic diversity	6/13/2026 6:57 PM
17	Chelsea Wetland and Bay Trail	6/12/2026 9:28 AM
18	Responsibly managed open space -- for wildlife, water quality, shade, etc (not just recreation)	6/6/2026 7:53 AM
19	Amazing Families/Community	6/4/2026 4:44 PM
20	maintaining architectural standards and staying with original vision	5/26/2026 3:05 PM
21	How diverse it is.	5/21/2026 5:39 PM
22	Walking trails and the proximity yo the water.	5/4/2026 4:02 PM
23	Low crime fir being in West Contra Costa County	5/1/2026 12:52 PM
24	Community feel, diversity,	5/1/2026 9:44 AM
25	Access to public service providers (PD, FD) and their efforts to reach out to the community.	4/30/2026 1:19 PM
26	Low crime rates	4/29/2026 12:07 PM
27	The people make it unique. We have a community that is made up of families who care for one another and our neighborhood.	4/28/2026 9:13 PM
28	All of these should be improved	4/28/2026 9:31 AM
29	Racial and cultural diversity	4/27/2026 6:48 PM
30	Not crowded plenty of. Parking	4/26/2026 5:44 PM
31	Fill in one of the empty buildings with a regular gym with machines.	4/26/2026 3:24 PM
32	Stop trying to expand and develop.	4/26/2026 1:31 PM
33	Earth friendly healthy maintenance of Refugio Vly. Creek and pond at Refugio Vly. Park.	4/26/2026 12:22 PM
34	Develop the waterfront. Retail, Commercial, and Transportation options.	4/25/2026 12:47 PM
35	Open Bay Front - like in Promenade. Where else in East Bay can anyone go and spend time at the bay front and see a a big vista of the bay anywhere but here? The bay front - along Bayfront Ave - is on of the MOST UNIQUE and precious parts of Hercules.	4/7/2026 2:04 PM

Q2 270 responses

What issues or challenges in Hercules need to be addressed? Choose your top three from the list below



#	ANYTHING ELSE?	DATE
1	Traffic around schools	9/15/2026 2:28 PM
2	Improve parks, play structures and activities for families	9/12/2026 10:59 AM
3	Upgrades to make Hercules a sustainable green & beautiful city, that will enhance overall health & wellbeing of residences	9/9/2026 11:24 PM
4	All the streets/roads that need repair and paint. More cones or division for the 80 freeway entrance near Safeway to stop cars from trying to merge/cut off cars to get onto the freeway.	9/9/2026 4:46 PM
5	Building the Amtrak station	9/5/2026 6:03 PM
6	Build train station and/or ferry terminal	9/5/2026 12:02 PM
7	Control e/ bike and biking sidewalks.	9/3/2026 5:31 PM
8	Stop building housing in Hercules I get it lots of folks desire to live here because is so	8/29/2026 10:15 AM

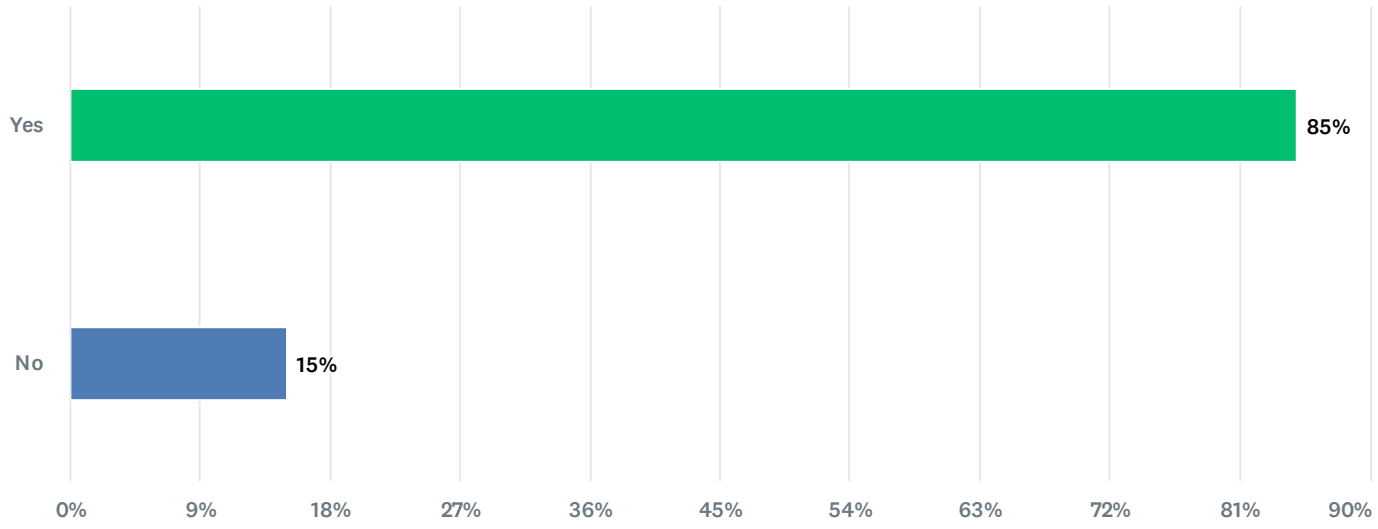
	secluded and safe but every time we build more housing the more we run the risk of losing that! We only have one freeway entrance- don't want or need another - And stop allowing so many transfers of kids from other cities into our Hercules schools we have too much traffic coming in and out of Hercules during school hours- more traffic for us to deal with who live here.	
9	Improve parks and playgrounds	8/28/2026 10:00 PM
10	Keeping the landscaping areas alive and not let areas disintegrate	8/27/2026 10:15 PM
11	Economic development	8/25/2026 8:22 AM
12	Fill the stores that closed without discount places. Lowers Her cules	8/20/2026 12:30 PM
13	Street repair	8/20/2026 8:05 AM
14	Needs more community events and bring back 4th of July festivals, maybe new years activities, a holiday festival would be nice and bring the community closer.	8/19/2026 11:02 PM
15	Traffic in the intersection of Sycamore and San Pablo has gotten worst	8/19/2026 10:44 PM
16	Get rid of Flock	8/19/2026 4:24 PM
17	More vehicle outlets in the case of emergency evacuation. Right now, all traffic in the hills flows to Sycamore and from there to San Pablo Ave or Highway 4. There needs to be an exit from the top of Refugio Valley Rd, from Turquoise to the I-80 freeway and from Lupine to Highway 4. If addition egress is not provided, if there's a firestorm, most residents will be trapped.	8/7/2026 1:09 PM
18	Hercules is in a dead zone for good restaurants. It desperately needs a beer garden or cocktail lounge and larger quality restaurants like Walnut Creek and Concord. It also has an amazing waterfront and a future development plan which are progressing far too slowly and need to be accelerated for better waterfront park access and a train station.	7/15/2026 4:29 PM
19	increase in public safety staffing	7/14/2026 6:16 AM
20	Prevent concentration of 100% low income housing, instead promote mixed income balanced housing with options for working class & middle class families who may exceed income thresholds for low income housing but still can't afford market rent or home purchase	7/10/2026 10:34 AM
21	Decrease property taxes	7/1/2026 1:35 PM
22	Traffic flow in and out of neighborhoods, around neighborhoods. For example, the intersections at Railroad and Bayfront and at Bayfront and John Muir Parkway should be big rotaries, so delivery vehicles and cars don't double up in the middle of the intersection and to prevent u-turns	6/29/2026 4:50 PM
23	Need to bring in bigger businesses	6/28/2026 10:58 PM
24	More housing = more traffic. Vision for Hercules is not to create more traffic jams at every intersection and on ramp!	6/27/2026 6:46 PM
25	Shopping/dining options	6/25/2026 5:20 PM
26	Reduce speed on San Pablo Blvd. by at least 10 miles per hour; provide a safe, pedestrian-friendly sidewalk or trail from Hercules to Pinole along San Pablo Blvd.	6/13/2026 6:57 PM
27	Improve traffic flow through the city. And reduce congestion at San Pablo & Sycamore.	6/13/2026 12:37 PM
28	Appropriate professional wildlife management, greenspace management (seems to be focused on recreation and aesthetics only)	6/6/2026 7:53 AM
29	Keeping streets maintained and striped.	6/4/2026 5:14 PM
30	More shops, restaurants, employment, and services. Less just houses.	5/30/2026 11:37 AM
31	lower cost broadband internet options like fiber (e.g. from vendors like Sonic)	5/24/2026 10:37 AM
32	Recreation space for children and adults. Community pool, basketball courts, etc. Youth programming.	5/21/2026 5:39 PM
33	Connected assets, integrated programs	5/16/2026 1:00 PM

34	There needs to be a stop light or flashing lights to indicate that theres a complicated 4 way stop at the bottom of Viewpointe and Foxboro. Accidents almost happen, and do happen. Ppl going along Willow rarely look up to seen if there are cars coming down Foxboro or Viewpointe. Add in someone crossing the road and the timing then especially gets thrown off and becomes chaos as to who's turn it is to go.	5/2/2026 1:53 AM
35	Obtain better parking design for waterfront area. How could a restaurant or any other business succeed with no parking for out of area dining? The parking is always occupied at the grande	5/1/2026 9:17 PM
36	Offer tax incentives to entice business to fill current vacant store fronts, but also give the current established businesses a tax reduction for staying open. Reward current business owners before rewarding a future business.	5/1/2026 12:52 PM
37	Parking is increasingly becoming difficult with added residents and businesses.	4/30/2026 6:28 PM
38	Hercules has a dull and aging infrastructure. The roads, sidewalks and parks needs to be repaired and upgraded. Can something be done with the freeway noise? Sound wall barrier covered in vegetation?	4/30/2026 1:19 PM
39	improve ingress and egress access to highways 4 and 80	4/29/2026 12:59 PM
40	Please add a chick fil a, HMART or Whole Foods! We need healthier fast food chains and grocery options!	4/29/2026 12:47 PM
41	A central shopping/dining/recreational space (like The Veranda in Concord)	4/29/2026 12:07 PM
42	Beach access	4/29/2026 11:20 AM
43	Fire mitigation	4/28/2026 8:11 PM
44	Youth sports opportunities	4/27/2026 9:15 PM
45	More public basketball courts with lighting	4/27/2026 7:57 PM
46	Improve local school options	4/27/2026 6:48 PM
47	No more building along the waterfront	4/27/2026 9:04 AM
48	Good governance	4/27/2026 12:46 AM
49	Tackle traffic issues during rush hours; fix traffic lights to improve traffic flow, avoid building plans that worsen traffic	4/27/2026 12:00 AM
50	Improve traffic safety concerns in neighborhoods	4/26/2026 7:44 PM
51	Focus on services quality such as schools and library	4/26/2026 6:09 PM
52	Hercules residents should be given priority to bidding opportunities in the city like in public works	4/26/2026 5:44 PM
53	Put more lighting in walking paths, especially during winter.	4/26/2026 3:24 PM
54	Need a central downtown area	4/26/2026 1:47 PM
55	Stop trying to expand and develop.	4/26/2026 1:31 PM
56	A local Movie Theater and more good restaurants	4/26/2026 12:22 PM
57	Parking for businesses	4/26/2026 12:09 PM
58	Too much new residential, you talk about small town feel yet you keep adding new housing complex’s which bring in a big city vibe and unfortunately city minded people. It’s made traffic terrible, night walks unsafe, more drug use, (down by the water/bayfront), and litter much worse. So no i do not believe you should keep increasing housing units, especially “affordable housing”.	4/26/2026 10:14 AM
59	Good quality restaurants, no more fast food. Stores that draw people- like a Veranda. We severely lack good retail and even more lacking is decent cuisine.	4/25/2026 5:42 PM
60	Remove dilapidated houses near the bay. Historic or not, they are an eye sore and takes away the otherwise scenic beauty.	4/25/2026 2:56 PM
61	Fulfill the promises made with the old General Plan and Waterfront Agreement.	4/25/2026 12:47 PM

62	More revenue for the city to keep up with basic expenses	4/25/2026 12:34 PM
63	Add more accessible sports facilities; expand the recreation center for more open gym options	4/25/2026 12:15 PM
64	Maintaining high standards in older non-HOA neighborhoods like mine.	4/15/2026 12:07 PM
65	Commit to not building on the bay front and to keep that as open space	4/7/2026 2:04 PM
66	Asian Supermarket	4/6/2026 10:16 AM
67	Community playground infrastructure is woefully inadequate given # of families. The playground footprint in Hercules looks like it's from the 1980s. Upgrades look more like "replacements" rather than "new visions" or "expansions."	4/2/2026 3:42 PM

Q3 246 responses

Are these the right focus areas?



Q4 If no, should any be removed from consideration?

Answered: 43 Skipped: 228

#	RESPONSES	DATE
1	New city center should be on waterfront.	9/14/2026 9:49 PM
2	n/a	9/14/2026 8:56 AM
3	New Town Center and Sycamore Crossing	9/14/2026 8:54 AM
4	what could you do with city corp yard? weird to be on there	9/9/2026 4:56 PM
5	Franklin Canyon should be left alone	9/9/2026 4:53 PM
6	Hill Town, Sycamore Crossings	9/9/2026 2:55 PM
7	I would prefer the natural landscape of the waterfront be restored with native plants and maintained as an outdoor recreation area. Maybe with the addition of some benches and playground equipment.	9/8/2026 4:57 PM
8	New town center	9/3/2026 9:08 PM
9	Instead of hill town for homes , make that' a Trader Joe's /shopping center, Stop considering housing please! You'll kill Hercules and its character.	8/29/2026 10:22 AM
10	City corp yard	8/28/2026 8:42 PM
11	The waterfront District should remain open space with more retail and restaurants. No more apartments, condos and homes!	8/22/2026 2:20 PM
12	Willow area	8/20/2026 12:36 PM
13	Waterfront	8/20/2026 11:31 AM
14	New Town Center and Hill Town	8/5/2026 6:03 PM
15	New town center. We don't need a center there.	7/15/2026 4:34 PM
16	Remove North Park and Waterfront - these areas are fine as they are	7/15/2026 9:44 AM
17	All	6/28/2026 9:53 AM
18	None	6/26/2026 5:10 PM
19	Remove waterfront. Keep it open to wildlife. Do not build.	6/12/2026 9:32 AM
20	Waterfront	6/8/2026 6:28 PM
21	We don't need anymore housing	6/4/2026 4:33 PM
22	City corp yard	5/27/2026 6:36 AM
23	We don't need a new town center	5/4/2026 12:51 PM
24	It was a terrible idea to add a Safeway along with other stores and a gas station in a tiny lot with narrow lanes and oddly positioned parking spaces	5/2/2026 2:01 AM
25	City corp yard, waterfront district	4/30/2026 3:02 PM
26	Hill Town	4/29/2026 11:29 AM
27	Hill Town will only make traffic on SPDR worse	4/28/2026 10:02 PM
28	New Town Center. You've already moved the transit center to where it is now from where Safeway gas station currently is.	4/27/2026 8:01 PM
29	No	4/27/2026 5:24 PM

30	The waterfront district	4/27/2026 9:08 AM
31	Bring on the water front ferries	4/26/2026 7:15 PM
32	North Shore Bus Park, Hill Town, New Town Center	4/26/2026 3:53 PM
33	Yes, all.	4/26/2026 1:32 PM
34	Hill town	4/26/2026 12:13 PM
35	Just want to highlight that while these areas are desirable locations for expansion, you MUST consider the current residents when developing plans. Consider views, parking, safety, etc	4/26/2026 10:25 AM
36	No idea	4/26/2026 3:17 AM
37	sycamore crossing	4/25/2026 6:20 PM
38	City court yard	4/25/2026 4:55 PM
39	Hilltown	4/25/2026 2:50 PM
40	City Corp. Yard (does this mean encroaching on the wetlands??)	4/25/2026 12:24 PM
41	Remove Waterfront, Sycamore Crossing, and Hill Town. Not understanding why City Corp Yard is even included here. Limit focus on North Shore BP, Hill Town, and New Town Center.	4/25/2026 12:07 PM
42	I want to keep the waterfront district on this discussion as I think we want to change the plans and keep this as open space and as we haven't had any success with transportation, there, we should consider moving our transportation hub or just pausing on trying to develop one	4/7/2026 2:10 PM
43	It depends on what goes in these locations. Some things don't fit.	4/2/2026 3:48 PM

Q5 Which areas are missing, if any?

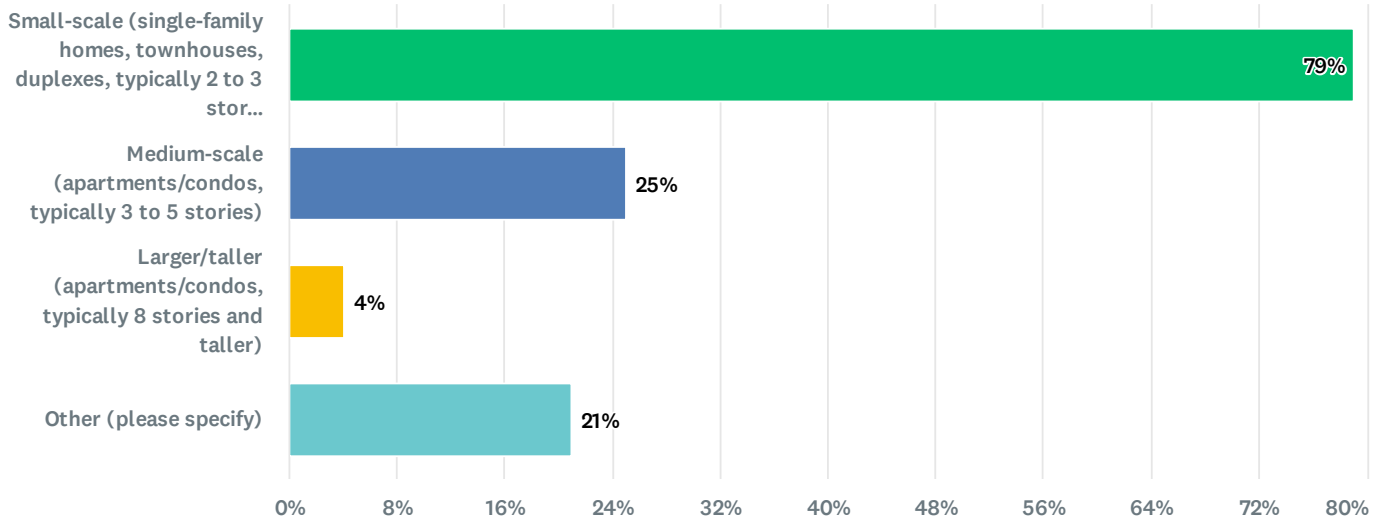
Answered: 55 Skipped: 216

#	RESPONSES	DATE
1	We need an unique city center that people from outside want to come.	9/14/2026 9:49 PM
2	n/a	9/14/2026 8:56 AM
3	Hannah Ranch area	9/12/2026 10:59 AM
4	The older regions south of the 80 and 4	9/10/2026 7:31 PM
5	Franklin Canyon	9/10/2026 4:15 PM
6	Creekside should get a refresh	9/9/2026 11:35 PM
7	The city is over building, should stop building more houses	9/9/2026 2:55 PM
8	It appears that only half of the city will be affected by the proposed focus areas of the general plan, will there be areas of focus on the further parts of the city	9/5/2026 6:11 PM
9	transit center for trains and ferries	9/5/2026 12:04 PM
10	If focusing on access to nature/trail systems, access to ridge trail at the top of the valley should be considered	9/4/2026 9:10 AM
11	take into consideration global warming and the water rising for those who live near the water, also creating more dog waste creation station with bags along Refugio Valley and other areas within Hercules with heavy foot traffic.	9/1/2026 1:04 PM
12	Creekside Center	8/22/2026 8:08 AM
13	The old rite aid as far as I can tell. Also the general downtown of Hercules with all the empty stores	8/20/2026 12:36 PM
14	Community/Swimming center; Hercules Middle and High schools	8/20/2026 12:23 PM
15	Trees and flowers neighborhood	8/20/2026 10:04 AM
16	The golf course! And if waterfront is an area of interest or main area to do community activities we need a parking garage or someway to accommodate people from other side of town to join in.	8/19/2026 11:06 PM
17	The point of land, extending into the water in front of the waterfront district. It should be one of your priorities to develop into a park.	7/15/2026 4:34 PM
18	Village Parkway area	7/15/2026 10:05 AM
19	For the waterfront district, I am including the Transit Hub which is something we should be willing to discuss and possibly update. I also hope we discuss density and population as these impact traffic, fire and life safety issues - so the overall quality of life for our community.	6/29/2026 4:59 PM
20	None	6/28/2026 9:53 AM
21	That land for train station stop or ferry	6/26/2026 5:10 PM
22	City center like the lot in san ramon	6/25/2026 10:22 PM
23	More park options near the Heights	6/25/2026 4:29 PM
24	Hanna ranch park	6/25/2026 10:12 AM
25	Franklin Canyon	6/24/2026 8:13 PM
26	There is a need to expand open space areas, prohibit incompatible develop, and appropriately manage open space. I am concerned that we are not meeting our responsibilities wrt water,	6/6/2026 7:57 AM

	ecological health, wildlife habitat,etc. Lack of professional (not landscape) mgt has repurcussions for our quality of life.	
27	I hope Hill Town will be shops/restaurants/park space for current residents. Also, we need more schools with all the housing being built.	6/4/2026 4:52 PM
28	Retail/Restaurant	6/4/2026 4:33 PM
29	The end of Refugio - Islands or Astronauts need more than just housing.	5/30/2026 11:40 AM
30	Franklin Canyon	5/27/2026 6:36 AM
31	Franklin Canyon	5/26/2026 9:39 AM
32	it would be nice if there were ways to walk from residential areas to small markets that have fresh organic fruits and vegetables	5/24/2026 10:43 AM
33	Refugio Park and Refugio Tennis Courts	5/6/2026 8:35 PM
34	High speed rail? Just get it done.	5/4/2026 12:51 PM
35	Hercules Point	5/4/2026 10:50 AM
36	Move the street entrance further down away from Safeways entrance and where pedestrians walk. Having the parking lot's main entrance and exit where shoppers enter and leave causes backups. That whole lot is designed terribly.	5/2/2026 2:01 AM
37	Revitalizing the creek side shopping center. Get a Trader Joe’s or Whole Foods 360 to the former big lots area. The entire shopping center needs a face lift. Hercules lacks a “downtown”area	5/1/2026 9:30 PM
38	Future Franklin Canyon RV Park!	5/1/2026 12:59 PM
39	Foxboro neighborhood, we need to add this neighborhood to East Contra Costa Unified School District.	4/30/2026 1:45 PM
40	Home depot/ big lot mall	4/29/2026 5:03 PM
41	San Pablo Ave southbound to Pinole City limits	4/29/2026 11:30 AM
42	Apartments for seniors	4/29/2026 11:29 AM
43	Everything at the end of Refugio Valley Rd	4/28/2026 10:02 PM
44	Franklin Canyon	4/28/2026 9:40 PM
45	Refugio Valley Park, too much grass, add a basketball court there.	4/27/2026 8:01 PM
46	Current green belts along southern coast eastern boundary.	4/27/2026 5:24 PM
47	Logical traffic routes and access	4/27/2026 12:56 AM
48	N/A	4/26/2026 3:53 PM
49	N/A	4/26/2026 1:32 PM
50	The point	4/26/2026 12:13 PM
51	Don’t know	4/26/2026 3:17 AM
52	Transit center, add more cultural businesses or restaurants/stores/entertainment places to the plazas near/across Home Depot	4/25/2026 6:43 PM
53	The industrial area across from the BART parking lot	4/15/2026 12:11 PM
54	Hard to tell if New Town Center includes where Big Lots was - this should be a site for affordable housing	4/7/2026 2:10 PM
55	Franklin Canyon (or area east of waterfront district) could become a fantastic community hub. Youth sports facilities, additional park space, community gatherings. Hercules has been at its best in recent 4th of July's and on Halloween at Waterfront neighborhoods. Working to maintain that is vital. Working to create even more spaces and opportunities is visionary.	4/2/2026 3:48 PM

Q6 251 responses

Over the next 20-30 years, what types of housing would you like to see built? (Select all that apply).



Answer Choices	Percentage	Responses
Small-scale (single-family homes, townhouses, duplexes, typically 2 to 3 stories)	79%	199
Medium-scale (apartments/condos, typically 3 to 5 stories)	25%	62
Larger/taller (apartments/condos, typically 8 stories and taller)	4%	10
Other (please specify)	21%	52
Total		**323**

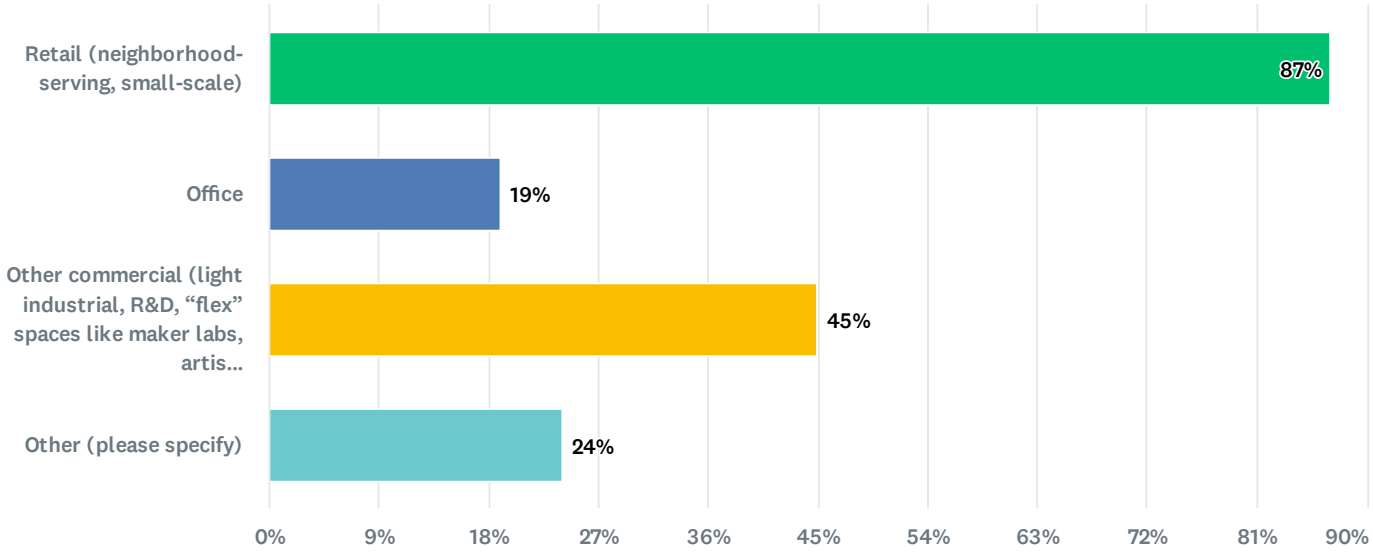
#	OTHER (PLEASE SPECIFY)	DATE
1	None	9/19/2026 9:27 AM
2	single family homes and townhouses	9/15/2026 2:29 PM
3	What are the environmental risks if any larger/taller apartments and condos, or other structures? Concerns I have are in regards to the nature and recreation areas we have and light pollution.	9/10/2026 4:06 PM
4	None. Hercules is full.	9/9/2026 4:53 PM
5	City has enough housing, no more construction	9/9/2026 2:55 PM
6	Keep housing as small single homes for BUYERS	9/7/2026 11:03 AM
7	A mix of all of the above	9/5/2026 12:04 PM
8	none	9/1/2026 1:04 PM
9	None	8/29/2026 10:22 AM

10	No more new housing developments	8/26/2026 2:11 PM
11	APARTMENTS WITH CONVENIENCE STORES BELOW!	8/23/2026 11:50 PM
12	senior housing	8/22/2026 2:20 PM
13	None! Traffic and schools already have enough issues!	8/22/2026 8:08 AM
14	Single family homes only	8/22/2026 12:11 AM
15	Don't want to see more housing	8/20/2026 8:07 AM
16	Small scale single family homes with backyard	8/19/2026 10:46 PM
17	No more big apartment building!	8/19/2026 10:34 PM
18	None keep it as it is	8/19/2026 4:25 PM
19	STOP BUILDING HOUSES	8/10/2026 5:20 AM
20	No additional housing, especially no low-income housing	7/15/2026 9:44 AM
21	Balanced housing that is not purely focused on 100% low income residents, instead housing that is mixed income helping to support working class and middle class families.	7/10/2026 10:34 AM
22	single level single-family homes for seniors	6/29/2026 4:59 PM
23	None	6/28/2026 9:53 AM
24	Home ownership vs home rentals	6/27/2026 6:51 PM
25	No more housing. We need restaurants.	6/26/2026 5:10 PM
26	We do not need more apartments. Single family homes should be the priority	6/25/2026 4:29 PM
27	No more housing. It is unsafe now if there was a fire. Too hard to get out.	6/12/2026 9:32 AM
28	I am not aware of the statistics (if they exisit?) on housing pressure. Without that info, it's not possible to respond to the type of housing 'needed'. My main concern about housing is the amount of single-family homes that are rental units -- in my experience, they are not properly managed, leading to neighborhood decay.	6/6/2026 7:57 AM
29	high end large/taller condos with water views to attract working professionals.	6/4/2026 9:07 PM
30	one story homes!	6/4/2026 8:12 PM
31	More shops/restaurants/schools/public spaces	6/4/2026 4:52 PM
32	None	6/4/2026 4:33 PM
33	We have enough housing. We need more shops, restaurants, services.	5/30/2026 11:40 AM
34	shop-top housing	5/24/2026 10:43 AM
35	Highrises, 30 50 stories	5/16/2026 1:01 PM
36	Senior housing	5/7/2026 2:14 PM
37	Less dense housing. The newer developments are too close together and th parking is tight. There is not enough parking for residents let alone visitors.	5/1/2026 9:30 PM
38	Single family homes and small scale	5/1/2026 12:59 PM
39	None, we do not need to add anymore housing to Hercules. Create income for the government in other ways.	4/30/2026 1:45 PM
40	Further housing will overcrowd the already over crowded city… taking away the charm of a small city feel.	4/28/2026 10:19 PM
41	None	4/28/2026 10:02 PM
42	We have enough housing	4/28/2026 9:40 PM
43	Single family only. No stacked housing.	4/28/2026 2:53 PM

44	Affordable multi-family and senior housing	4/27/2026 6:52 PM
45	Consider traffic issues when building multiple units close together	4/27/2026 12:04 AM
46	AFFORDABLE low rise apartments	4/26/2026 3:53 PM
47	None	4/26/2026 1:32 PM
48	Rooftop decks with views of the bay	4/26/2026 12:13 PM
49	None. If I had to pick one, Single family homes that are occupied by the owner. It brings families in that want to continue to create the neighborhood /small town feel	4/26/2026 10:43 AM
50	Like Aventine, businesses ground floor and apartments upward	4/25/2026 12:24 PM
51	Live-Work style housing & multi-generation community.	4/25/2026 12:07 PM
52	Single story homes or condos for aging populations. I would like the city to decide that we are a Suburban Bedroom Community and try to make it the best one in the East Bay.	4/7/2026 2:10 PM

Q7 253 responses

Over the next 20-30 years, what other types of development would you like to see? (Select all that apply).



Answer Choices	Percentage	Responses
Retail (neighborhood-serving, small-scale)	87%	221
Office	19%	48
Other commercial (light industrial, R&D, "flex" spaces like maker labs, artist studios, etc.)	45%	114
Other (please specify)	24%	60
Total		**443**

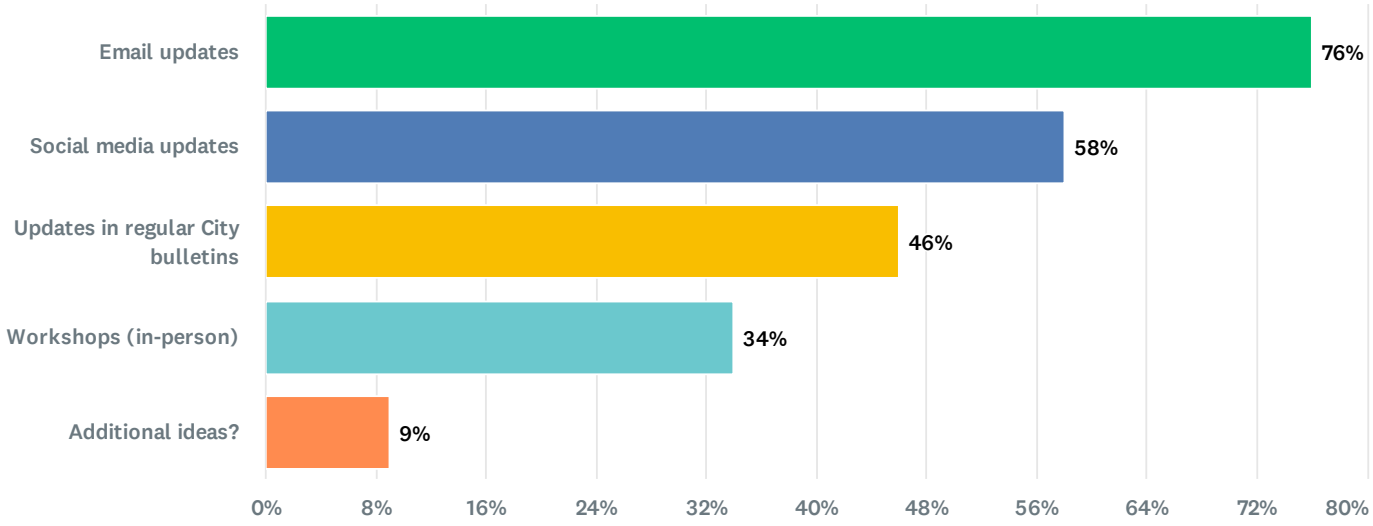
#	OTHER (PLEASE SPECIFY)	DATE
1	Costco	9/18/2026 11:37 PM
2	Medical	9/14/2026 5:06 PM
3	I'm in the process of growing a business and I'd love to have a studio space or the mini warehouses where the Omnimovement is located. I currently operate out of a storage unit at the storelocal, but eventually it would be nice to expand while also staying local.	9/14/2026 8:56 AM
4	More dining options and kid-focused play places/cafes	9/12/2026 11:08 AM
5	Ferry and Amtrak Stations	9/11/2026 9:26 PM
6	Community gathering spaces mixed with urban and nature	9/10/2026 7:31 PM
7	More accessible third spaces for the elders, youth, families, etc. and spaces that support small businesses	9/10/2026 4:06 PM

8	Well planned community space. An area that feels like a walkable downtown/city center.	9/9/2026 11:35 PM
9	Replace the old Big Lots with a fitness center. More community programs/businesses in the recent renovated plaza on Sycamore Ave. Replace Rite Aid with a healthy restaurant chain or food court	9/9/2026 4:53 PM
10	Outdoor recreation (ex. kayak rentals), community center for art (ex. pottery studio) and dance classes, cafes, bookstores	9/8/2026 4:57 PM
11	Focus on the waterfront light rail and ferry stop	9/7/2026 11:03 AM
12	Amtrak station	9/5/2026 6:11 PM
13	Transit terminal for trains and ferries	9/5/2026 12:04 PM
14	Costco	9/2/2026 10:21 PM
15	more restaurants	9/1/2026 1:04 PM
16	Brand stores - Trader Joe’s where	8/29/2026 10:22 AM
17	Restaurants, places to eat and hang out	8/26/2026 2:11 PM
18	Please beg the governors office for more funding for anything public transportation wise	8/23/2026 11:50 PM
19	RESTAURANTS!	8/22/2026 8:08 AM
20	Fairy and Railroad stations for easy transit to San Francisco	8/20/2026 12:23 PM
21	More shops and restaurants at the waterfront	8/20/2026 10:04 AM
22	Restaurants	8/19/2026 10:46 PM
23	Artist studios/maker labs but not industrial or R&D	8/5/2026 6:03 PM
24	I’m not sure what you mean by small scale. There should be many more large restaurants not small mom pop locations. Hercules could be a hub for people in the area that want to eat out particularly with a Bay view.	7/15/2026 4:34 PM
25	Vibrant water front, parks recreation and green spaces especially with shade (whether through use of canopies or trees)	7/10/2026 10:34 AM
26	Seems like the North Shore Business Park could draw tech businesses or more laboratory like businesses or healthcare providers	6/29/2026 4:59 PM
27	More retail opportunities and quality/healthy food options: salad bars/sit down dining/seafood	6/27/2026 6:51 PM
28	Restaurants, dining establishments	6/26/2026 5:10 PM
29	Places for locals to hang out: brewery, farmers market, restaurants, family friendly hang out places	6/25/2026 4:29 PM
30	Local art and live theatre	6/13/2026 7:04 PM
31	None. Keep Hercules less populated. We can go to Pinole if we need something.	6/12/2026 9:32 AM
32	Small, niched coffee shops, restaurants	6/6/2026 7:57 AM
33	high end/clean/nutritious restaurants that attaract dining from neighboring areas (not fast food). Think Solano ave in Albany, 7th St in Berkeley	6/4/2026 9:07 PM
34	The space behind Hizcafe, next to the walking path would be great as an amphitheater/public space	6/4/2026 4:52 PM
35	Restaurants	6/4/2026 4:33 PM
36	Need to fill the commercial spaces we have already	5/27/2026 6:36 AM
37	Lodging and resort (Franklin Canyon golf course)	5/26/2026 3:06 PM
38	Activity based development. Indoor or outdoor, but something for the community.	5/4/2026 10:50 AM
39	Nice gym like the Bay Club would be great in the space where Big lots was. A world market	5/1/2026 9:30 PM

	would also be good	
40	Franklin Canyon RV Park	5/1/2026 12:59 PM
41	Improved traffic flow	5/1/2026 9:55 AM
42	A gov backed business that focuses on serving recreational sports for everyone, but more so for student athletes.	4/30/2026 1:45 PM
43	Shopping/dining/recreation center like The Veranda in Concord	4/29/2026 12:09 PM
44	Investing in life science and medical clinics will bring in jobs.	4/28/2026 10:19 PM
45	Developed open space	4/28/2026 10:02 PM
46	More restaurants and services	4/27/2026 6:52 PM
47	Include parks in new neighborhoods.	4/27/2026 12:04 AM
48	Tourism - develop blighted areas near Leila’s into bed and breakfasts or hotels	4/26/2026 7:46 PM
49	Open outdoor areas WITH WIFI access near retail/restaurants.	4/26/2026 3:53 PM
50	None	4/26/2026 1:32 PM
51	Quality, restaurants, and entertainment	4/26/2026 12:13 PM
52	LARGER flex spaces. Quit letting everything good going to Pinole, banks, grocery stores, gyms, Ex: turn the old big lots into a gym or grocery store like sprouts, Whole Foods, or our version of a Berkely bowl west. It is amazing, it brings the city together and small businesses, business.	4/26/2026 10:43 AM
53	Water activities center, repurpose the historical building to apartments,	4/25/2026 4:55 PM
54	Transit Center and Public Spaces. Amphitheatre at the Bowl. Spanish steps behind Powder Keg. Move the UGLY Corp yard!	4/25/2026 12:51 PM
55	recreation facilities	4/25/2026 12:24 PM
56	Indoor/outdoor sport facility --youth & health related activities will continue to grow & generate revenue.	4/25/2026 12:07 PM
57	Restaurants	4/24/2026 6:06 PM
58	Parks, playgrounds.	4/22/2026 2:50 PM
59	Traditional Retail is not likely to	4/15/2026 12:11 PM
60	I would like us to review what we have and improve our zoning laws - they seem to be not well thought out.	4/7/2026 2:10 PM

Q8 245 responses

We'd like to continue to keep you informed and get your input as we consider updates to the General Plan. What methods work best for you? Choose all methods that work for you.



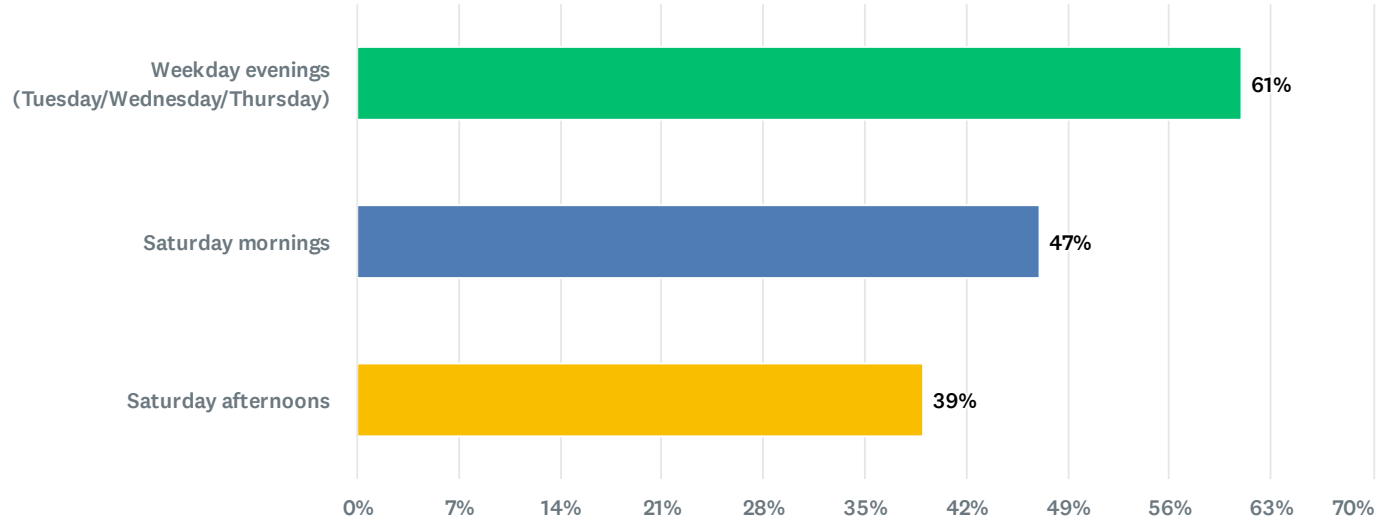
Answer Choices	Percentage	Responses
Email updates	76%	185
Social media updates	58%	143
Updates in regular City bulletins	46%	112
Workshops (in-person)	34%	84
Additional ideas?	9%	23
Total		**547**

#	ADDITIONAL IDEAS?	DATE
1	Virtual meetings	9/11/2026 9:26 PM
2	Hercules App for both Phone, pads, computers with push notification as option	9/10/2026 2:31 PM
3	Billboard at exit stop with QR code to weblink	9/9/2026 11:39 PM
4	Posting updates at the local library and other frequented places	9/8/2026 4:59 PM
5	Use many communications— people use a variety based on their age etc	9/7/2026 11:04 AM
6	Advanced notice, Zoom meetings, Nextdoor, physical mail letters and flyers, door to door, time in the community	9/5/2026 6:13 PM
7	More frequent updates to city website, specifically the Planning department	9/2/2026 10:22 PM

8	I think you are going to need some method of online submission of ideas and voting on them and discussion around those ideas. I am not going to come to in person workshops, which are incredibly time-consuming and inconvenient. Hercules already has a plan that is pretty good. It's just proceeding far too slowly. Every year seems to be more planning activities instead of actually getting things done. Finish the Amtrak station and turn the point of land near the bayfront into a park. Do it next year.	7/15/2026 4:36 PM
9	YouTube recordings, roadmaps/visual diagrams	7/10/2026 10:36 AM
10	Johnsbst@gmail.com	6/21/2026 2:52 PM
11	mailers - that's how I learned about this survey	5/30/2026 11:42 AM
12	pop up info at events	5/26/2026 9:40 AM
13	postal mail for critical dates and info	5/24/2026 10:45 AM
14	Open debates in the park	5/16/2026 1:02 PM
15	USPS Mailers	5/1/2026 1:00 PM
16	Please post on city website	4/29/2026 1:03 PM
17	Text reminders/surveys and community (door to door) outreach	4/29/2026 12:11 PM
18	Booths at community events	4/28/2026 10:03 PM
19	Tabling at community events to share information and gather resident feedback	4/27/2026 6:55 PM
20	USPS mail	4/26/2026 1:33 PM
21	Dyerproperties@gmail.com	4/26/2026 12:14 PM
22	Any of the above	4/26/2026 10:26 AM
23	Educational meetings to help us understand where the state and county are heading and what their housing and commercial development goals are. What other communities have endorsed "Best Practices" that have been successful that we might want to adopt. Also, discuss how and why we are organized like we are with city council and professional city manager - is that the best solution for a city of this size? How do we help our city council be more successful? Or maybe we should have one elected mayor? How do we determine if the city manager is doing a good job for the city?	4/7/2026 2:15 PM

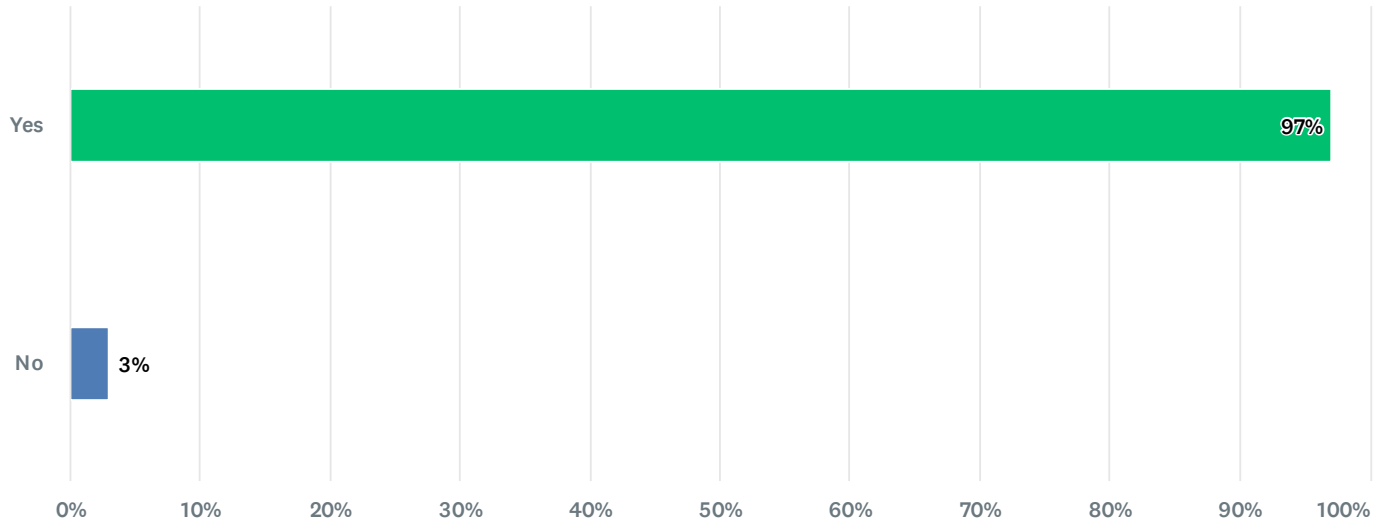
Q9 210 responses

For events such as workshops, which days and times work best for you?



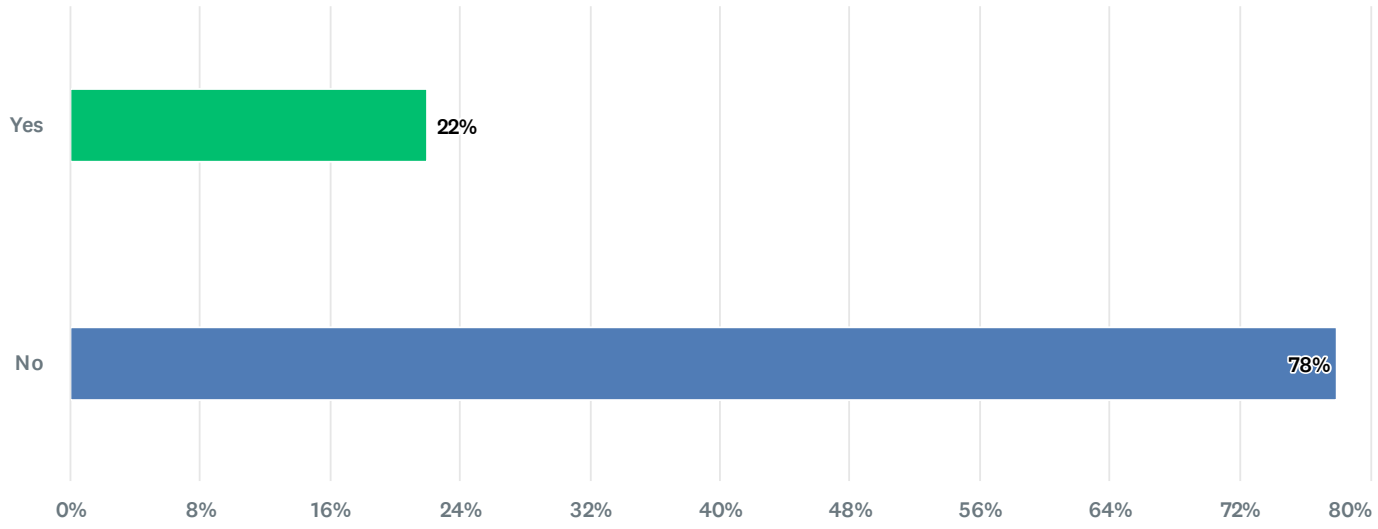
Q10 248 responses

Do you live in Hercules?



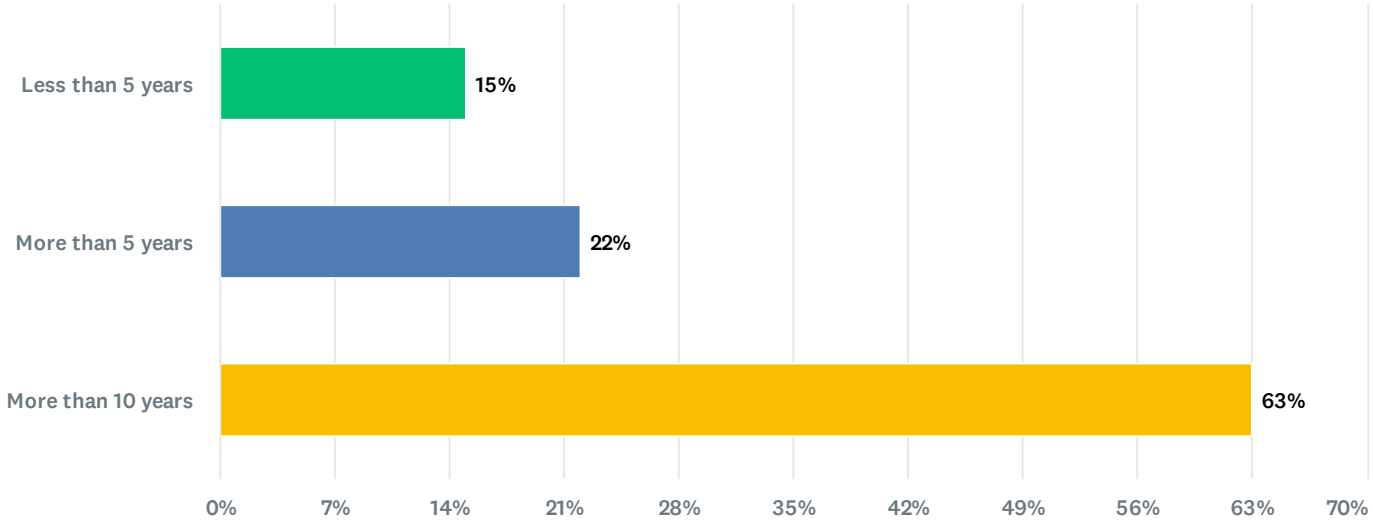
Q11 245 responses

Do you work in Hercules?



Q12 241 responses

How long have you lived in Hercules?



Q13 Which neighborhood do you live in?

Answered: 230 Skipped: 41

#	RESPONSES	DATE
1	Flowers	9/19/2026 9:28 AM
2	Sycamore	9/18/2026 5:57 PM
3	The Birds	9/17/2026 10:23 AM
4	Hercules By The Bay	9/15/2026 2:31 PM
5	Waterfront - promenade	9/15/2026 2:09 PM
6	Victoria By the Bay	9/14/2026 9:51 PM
7	Hanna Ranch	9/14/2026 8:52 PM
8	Flowers and Trees	9/14/2026 5:07 PM
9	waterfront	9/14/2026 2:54 PM
10	Waterfront	9/14/2026 9:05 AM
11	I used to live in the older development, The Flowers, for about 10 years. I moved away and recently moved back and live in Victoria by the Bay with friends.	9/14/2026 9:00 AM
12	Bay front	9/14/2026 8:58 AM
13	Country Run	9/14/2026 8:55 AM
14	Trees	9/14/2026 8:52 AM
15	Waterfront	9/12/2026 1:25 PM
16	The Astronauts	9/12/2026 11:10 AM
17	Hanna Ranch area	9/12/2026 11:00 AM
18	Village Parkway	9/11/2026 9:27 PM
19	Village Parkway	9/11/2026 9:15 PM
20	Victoria by the Bay	9/10/2026 9:48 PM
21	Bayfront	9/10/2026 7:32 PM
22	Promenade	9/10/2026 4:16 PM
23	Waterfront/bayfront	9/10/2026 4:07 PM
24	Promenade	9/10/2026 2:33 PM
25	Water front	9/10/2026 1:09 PM
26	Hercules By the Bay	9/10/2026 11:01 AM
27	gems / Tiffany ridge	9/9/2026 11:40 PM
28	Gems	9/9/2026 4:57 PM
29	Birds	9/9/2026 4:54 PM
30	Muir Pointe	9/8/2026 4:59 PM
31	Trees near community center	9/8/2026 1:04 PM
32	Victoria by the bag	9/7/2026 11:05 AM

33	Victoria By the Bay	9/7/2026 9:55 AM
34	Waterfront	9/5/2026 8:29 PM
35	Promenade	9/5/2026 6:15 PM
36	Trees	9/5/2026 12:05 PM
37	The Birds	9/4/2026 9:10 AM
38	The trees	9/3/2026 9:09 PM
39	Promenade	9/3/2026 5:34 PM
40	Hanna Ranch	9/3/2026 5:16 PM
41	The Birds	9/2/2026 10:22 PM
42	Olympia Hills	8/30/2026 10:12 AM
43	Flowers	8/29/2026 10:12 AM
44	Chelsea by the Bay	8/28/2026 10:02 PM
45	Flowers	8/28/2026 6:35 PM
46	Muir Pointe Bayside	8/28/2026 5:46 PM
47	Muir point bayside	8/28/2026 5:45 PM
48	Flowers	8/28/2026 3:36 PM
49	Flowers and tree	8/28/2026 3:29 PM
50	Gems	8/28/2026 3:14 PM
51	Promenade	8/27/2026 10:22 PM
52	Flowers and Victoria	8/26/2026 2:12 PM
53	Hercules by the Bay	8/25/2026 8:24 AM
54	Foxboro Downs	8/25/2026 7:03 AM
55	Victoria by the Bay	8/24/2026 5:22 PM
56	Village park	8/23/2026 11:51 PM
57	Bayside	8/22/2026 2:21 PM
58	Waterfront	8/22/2026 8:09 AM
59	Flowers	8/22/2026 6:11 AM
60	The Islands	8/22/2026 12:11 AM
61	The Birds	8/21/2026 9:55 AM
62	Argonauts	8/20/2026 12:37 PM
63	Country Run	8/20/2026 12:25 PM
64	Foxboro	8/20/2026 11:32 AM
65	Flowers	8/20/2026 10:06 AM
66	Astronauts	8/20/2026 8:45 AM
67	Marsten Ranch	8/20/2026 8:08 AM
68	Bellattaire neighborhood by Olympian hills area	8/19/2026 11:09 PM
69	Village Parkway	8/19/2026 10:47 PM
70	Gemstones Neighborhood	8/19/2026 10:36 PM

71	Bayside	8/19/2026 10:35 PM
72	The Trees	8/19/2026 7:18 PM
73	Victoria by the Bay	8/19/2026 6:01 PM
74	Mandalay area	8/19/2026 5:46 PM
75	Waterfront	8/19/2026 4:35 PM
76	Stones	8/19/2026 4:26 PM
77	Bird	8/19/2026 3:06 PM
78	Birds	8/10/2026 5:22 AM
79	Birds	8/7/2026 1:15 PM
80	Victoria by the Bay	8/5/2026 7:07 PM
81	Hercules By The Bay	8/5/2026 3:04 PM
82	Bayside	7/20/2026 8:05 PM
83	Devonwood	7/16/2026 7:57 PM
84	Promenade	7/15/2026 6:09 PM
85	Skelly	7/15/2026 4:36 PM
86	Promenade	7/15/2026 2:26 PM
87	Village Park	7/15/2026 10:13 AM
88	Village Parkway	7/15/2026 10:06 AM
89	Olympian hills	7/15/2026 9:53 AM
90	Waterfront	7/15/2026 9:45 AM
91	trees	7/14/2026 6:17 AM
92	Muir Pointe	7/10/2026 10:37 AM
93	Country Run	7/2/2026 9:57 AM
94	Bayside	7/1/2026 1:39 PM
95	Promenade	6/29/2026 5:00 PM
96	The birds	6/28/2026 11:00 PM
97	Village Park	6/28/2026 9:55 AM
98	Belleterre	6/27/2026 6:53 PM
99	Sycamore	6/26/2026 5:11 PM
100	Owl ranch	6/25/2026 10:23 PM
101	Victoria by the bay	6/25/2026 6:42 PM
102	Former resident currently residing in nearby town	6/25/2026 5:22 PM
103	Astronauts/ Heights	6/25/2026 4:31 PM
104	Mandalay	6/25/2026 10:13 AM
105	Mandalay/The Islands	6/24/2026 10:40 PM
106	Waterfront	6/24/2026 9:30 PM
107	Promenade	6/24/2026 9:17 PM
108	Refugio Valley	6/24/2026 8:35 PM

109	Refugio	6/24/2026 8:15 PM
110	Bayside	6/21/2026 9:38 PM
111	Caprice	6/21/2026 2:53 PM
112	Village Park	6/13/2026 7:05 PM
113	Chelsea By the Bay	6/12/2026 9:33 AM
114	Hercules by the bay	6/8/2026 6:29 PM
115	Birds	6/6/2026 7:58 AM
116	Belleterre	6/4/2026 9:08 PM
117	Village Park	6/4/2026 8:13 PM
118	Olympian Hills	6/4/2026 6:11 PM
119	Birds	6/4/2026 5:16 PM
120	Gardenia Loop	6/4/2026 4:53 PM
121	Birds	6/4/2026 4:34 PM
122	Hanna Ranch / The Islands	5/30/2026 11:43 AM
123	Waterfront	5/27/2026 6:37 AM
124	Ladders near the community center and Beechnut park	5/26/2026 3:11 PM
125	Hanna Ranch	5/24/2026 10:46 AM
126	Waterfront	5/21/2026 5:41 PM
127	Country run	5/21/2026 11:47 AM
128	Country Run	5/20/2026 2:41 PM
129	Trees	5/20/2026 12:23 PM
130	Trees	5/19/2026 5:58 PM
131	Hanna ranch	5/16/2026 1:03 PM
132	Duck Pond	5/10/2026 10:45 AM
133	Sycamore Villas	5/9/2026 12:03 PM
134	Chelsea by the Bay	5/9/2026 9:46 AM
135	The Islands	5/7/2026 2:15 PM
136	Birds	5/6/2026 8:37 PM
137	Cottage Lane	5/6/2026 2:43 AM
138	Victoria by the Bay	5/5/2026 8:30 PM
139	Flowers	5/4/2026 5:50 PM
140	Skelly	5/4/2026 4:05 PM
141	Gemstones	5/4/2026 12:52 PM
142	Coventry/waterfront	5/4/2026 10:52 AM
143	Flowers	5/3/2026 8:06 PM
144	Foxboro	5/2/2026 2:02 AM
145	Promenade	5/1/2026 9:31 PM
146	Bayside	5/1/2026 2:47 PM

147	The Islands	5/1/2026 1:01 PM
148	Next to Safeway	5/1/2026 12:07 PM
149	Victoria by the bay	5/1/2026 9:56 AM
150	Waterfront District	4/30/2026 6:36 PM
151	Foxboro Heights	4/30/2026 1:46 PM
152	Waterfront	4/30/2026 10:35 AM
153	Flowers	4/30/2026 10:17 AM
154	Mandalay2	4/29/2026 5:07 PM
155	Flowers	4/29/2026 3:25 PM
156	Ohlone to Middle High	4/29/2026 12:49 PM
157	The Flowers since 2022, Baypointe condos before	4/29/2026 12:12 PM
158	Birds	4/29/2026 11:48 AM
159	Hercules Ave	4/29/2026 11:31 AM
160	Birds	4/29/2026 11:32 AM
161	Chelsea by the Bay	4/29/2026 11:11 AM
162	Olympian Hills condominium	4/29/2026 10:49 AM
163	Flowers and Trees	4/29/2026 1:57 AM
164	Trees	4/28/2026 11:57 PM
165	Countryrun	4/28/2026 10:20 PM
166	Valley Run	4/28/2026 10:05 PM
167	Birds	4/28/2026 9:41 PM
168	Promenade	4/28/2026 8:36 PM
169	The Birds	4/28/2026 8:14 PM
170	The Birds	4/28/2026 7:08 PM
171	Heights	4/28/2026 2:55 PM
172	Mandalay	4/28/2026 1:50 PM
173	Sycamore	4/28/2026 10:41 AM
174	Victoria by the bay east	4/28/2026 10:41 AM
175	Birds	4/28/2026 10:14 AM
176	village park	4/27/2026 11:44 PM
177	Trees	4/27/2026 9:18 PM
178	Gems	4/27/2026 8:02 PM
179	Belleterre	4/27/2026 6:58 PM
180	Hercules By the Bay	4/27/2026 6:55 PM
181	The Heights	4/27/2026 5:26 PM
182	Bayside	4/27/2026 3:59 PM
183	Sycamore villas	4/27/2026 2:39 PM
184	Victoria by the Bay	4/27/2026 1:25 PM

185	Historic homes	4/27/2026 9:10 AM
186	Westwood	4/27/2026 12:58 AM
187	Birds	4/27/2026 12:05 AM
188	Country Run	4/26/2026 8:55 PM
189	Birds	4/26/2026 7:47 PM
190	The Birds	4/26/2026 7:37 PM
191	Gabels	4/26/2026 7:17 PM
192	Country Run	4/26/2026 6:13 PM
193	Chelsea	4/26/2026 4:14 PM
194	Bay Pointe Condos on Refugio Valley Rd. towards Hannah Ranch School	4/26/2026 4:01 PM
195	Flowers	4/26/2026 3:35 PM
196	Waterfront	4/26/2026 2:59 PM
197	Historic Homes	4/26/2026 1:58 PM
198	Birds	4/26/2026 1:49 PM
199	Flowers	4/26/2026 1:33 PM
200	Bay Point condominium community	4/26/2026 12:29 PM
201	The P how many members of your house romenade	4/26/2026 12:15 PM
202	Trees	4/26/2026 12:02 PM
203	Hercules Waterfront	4/26/2026 10:45 AM
204	Westwood Duets	4/26/2026 10:27 AM
205	Hercules Waterfront (Promenade)	4/26/2026 10:26 AM
206	Birds	4/26/2026 10:04 AM
207	Country Run	4/25/2026 6:46 PM
208	Hercules by the Bay	4/25/2026 6:23 PM
209	Victoria East	4/25/2026 5:43 PM
210	Promenade	4/25/2026 4:56 PM
211	Village Parkway	4/25/2026 4:44 PM
212	Mandalay area	4/25/2026 4:39 PM
213	Bay front	4/25/2026 2:59 PM
214	Victoria By the Bay	4/25/2026 2:53 PM
215	Sycamore Villas	4/25/2026 2:24 PM
216	Caprice	4/25/2026 12:53 PM
217	Hercules by the Bay	4/25/2026 12:37 PM
218	Country Run	4/25/2026 12:25 PM
219	Refugio Valley Country Run	4/25/2026 12:09 PM
220	Olympia Hills	4/25/2026 12:08 PM
221	Village Park	4/25/2026 10:34 AM
222	Olympian Hills	4/22/2026 2:50 PM

223	Near community center	4/15/2026 12:14 PM
224	The Birds	4/9/2026 4:10 PM
225	Sorrento Ct	4/9/2026 2:44 PM
226	Bayfront	4/7/2026 5:25 PM
227	Promenade	4/7/2026 2:16 PM
228	Hercules Village	4/6/2026 10:19 AM
229	Hercules Waterfront - Muir Pointe	4/4/2026 11:48 AM
230	Waterfront	4/2/2026 3:49 PM

Q14 How many members does your household have (can be family/non-family)?

Answered: 234 Skipped: 37

#	RESPONSES	DATE
1	2	9/19/2026 9:28 AM
2	2	9/18/2026 5:57 PM
3	4	9/17/2026 10:23 AM
4	4	9/15/2026 2:31 PM
5	3	9/15/2026 2:09 PM
6	2	9/14/2026 9:51 PM
7	2	9/14/2026 8:52 PM
8	2	9/14/2026 5:07 PM
9	2	9/14/2026 2:54 PM
10	3	9/14/2026 9:05 AM
11	4	9/14/2026 9:00 AM
12	2	9/14/2026 8:58 AM
13	3	9/14/2026 8:55 AM
14	6	9/14/2026 8:52 AM
15	1	9/12/2026 1:25 PM
16	5	9/12/2026 11:10 AM
17	4	9/12/2026 11:00 AM
18	3	9/11/2026 9:27 PM
19	3	9/11/2026 9:15 PM
20	4	9/10/2026 9:48 PM
21	4	9/10/2026 7:32 PM
22	4	9/10/2026 4:16 PM
23	3	9/10/2026 4:07 PM
24	2	9/10/2026 2:33 PM
25	4	9/10/2026 1:09 PM
26	4	9/10/2026 11:01 AM
27	4	9/9/2026 11:40 PM
28	5	9/9/2026 4:57 PM
29	6	9/9/2026 4:54 PM
30	2	9/8/2026 1:04 PM
31	2	9/7/2026 11:05 AM

32	2	9/7/2026 9:55 AM
33	3	9/5/2026 8:29 PM
34	3	9/5/2026 6:15 PM
35	4	9/5/2026 3:27 PM
36	1	9/5/2026 12:05 PM
37	3	9/4/2026 9:48 AM
38	2	9/4/2026 9:10 AM
39	3	9/3/2026 9:09 PM
40	1	9/3/2026 5:34 PM
41	4	9/3/2026 5:16 PM
42	4	8/30/2026 10:12 AM
43	6	8/29/2026 10:12 AM
44	3	8/28/2026 10:02 PM
45	Waterfront	8/28/2026 8:43 PM
46	2	8/28/2026 5:46 PM
47	2	8/28/2026 5:45 PM
48	4	8/28/2026 3:36 PM
49	6	8/28/2026 3:29 PM
50	2	8/28/2026 3:14 PM
51	2	8/27/2026 10:22 PM
52	5	8/26/2026 2:12 PM
53	2	8/25/2026 8:24 AM
54	2	8/25/2026 7:03 AM
55	4	8/24/2026 5:22 PM
56	4	8/23/2026 11:51 PM
57	2	8/22/2026 2:21 PM
58	5	8/22/2026 8:45 AM
59	4	8/22/2026 8:09 AM
60	5	8/22/2026 6:11 AM
61	4	8/22/2026 12:11 AM
62	6	8/21/2026 9:55 AM
63	4	8/20/2026 12:37 PM
64	4	8/20/2026 11:32 AM
65	3	8/20/2026 10:06 AM
66	4	8/20/2026 8:45 AM
67	2	8/20/2026 8:08 AM
68	5	8/19/2026 11:09 PM
69	2	8/19/2026 10:47 PM

70	4	8/19/2026 10:36 PM
71	3	8/19/2026 10:35 PM
72	3	8/19/2026 7:18 PM
73	4	8/19/2026 6:01 PM
74	2	8/19/2026 5:46 PM
75	4	8/19/2026 4:35 PM
76	3	8/19/2026 4:26 PM
77	3	8/19/2026 3:06 PM
78	2	8/10/2026 5:22 AM
79	2	8/7/2026 1:15 PM
80	3	8/5/2026 7:07 PM
81	3	8/5/2026 6:04 PM
82	2	8/5/2026 3:04 PM
83	2	7/20/2026 8:05 PM
84	1	7/16/2026 7:57 PM
85	2	7/15/2026 6:09 PM
86	2	7/15/2026 4:36 PM
87	4	7/15/2026 2:26 PM
88	2	7/15/2026 10:13 AM
89	3	7/15/2026 10:06 AM
90	2	7/15/2026 9:53 AM
91	3	7/15/2026 9:45 AM
92	3	7/14/2026 6:17 AM
93	3	7/10/2026 10:37 AM
94	1	7/2/2026 9:57 AM
95	4	7/1/2026 1:39 PM
96	2	6/29/2026 5:00 PM
97	3	6/28/2026 11:00 PM
98	0	6/28/2026 9:55 AM
99	4	6/27/2026 6:53 PM
100	2	6/26/2026 5:11 PM
101	4	6/25/2026 10:23 PM
102	6	6/25/2026 6:42 PM
103	4	6/25/2026 5:22 PM
104	4	6/25/2026 4:31 PM
105	4	6/25/2026 10:13 AM
106	4	6/24/2026 10:40 PM
107	3	6/24/2026 9:30 PM

108	3	6/24/2026 9:17 PM
109	5	6/24/2026 8:35 PM
110	5	6/24/2026 8:15 PM
111	2	6/21/2026 9:38 PM
112	2	6/21/2026 2:53 PM
113	1	6/13/2026 7:05 PM
114	3	6/12/2026 9:33 AM
115	4	6/8/2026 6:29 PM
116	1	6/6/2026 7:58 AM
117	4	6/4/2026 9:08 PM
118	1	6/4/2026 8:13 PM
119	2	6/4/2026 6:11 PM
120	2	6/4/2026 5:16 PM
121	5	6/4/2026 4:53 PM
122	4	6/4/2026 4:34 PM
123	3	5/30/2026 11:43 AM
124	3	5/27/2026 6:37 AM
125	2	5/26/2026 3:11 PM
126	3	5/24/2026 10:46 AM
127	1	5/21/2026 5:41 PM
128	4	5/21/2026 11:47 AM
129	4	5/20/2026 2:41 PM
130	2	5/20/2026 12:23 PM
131	2	5/19/2026 5:58 PM
132	3	5/16/2026 4:15 PM
133	2	5/16/2026 1:03 PM
134	4	5/10/2026 10:45 AM
135	4	5/9/2026 12:03 PM
136	4	5/9/2026 9:46 AM
137	2	5/7/2026 2:15 PM
138	4	5/6/2026 2:43 AM
139	4	5/5/2026 8:30 PM
140	3	5/4/2026 5:50 PM
141	1	5/4/2026 4:05 PM
142	2	5/4/2026 12:52 PM
143	5	5/4/2026 10:52 AM
144	3	5/3/2026 8:06 PM
145	4	5/2/2026 2:02 AM

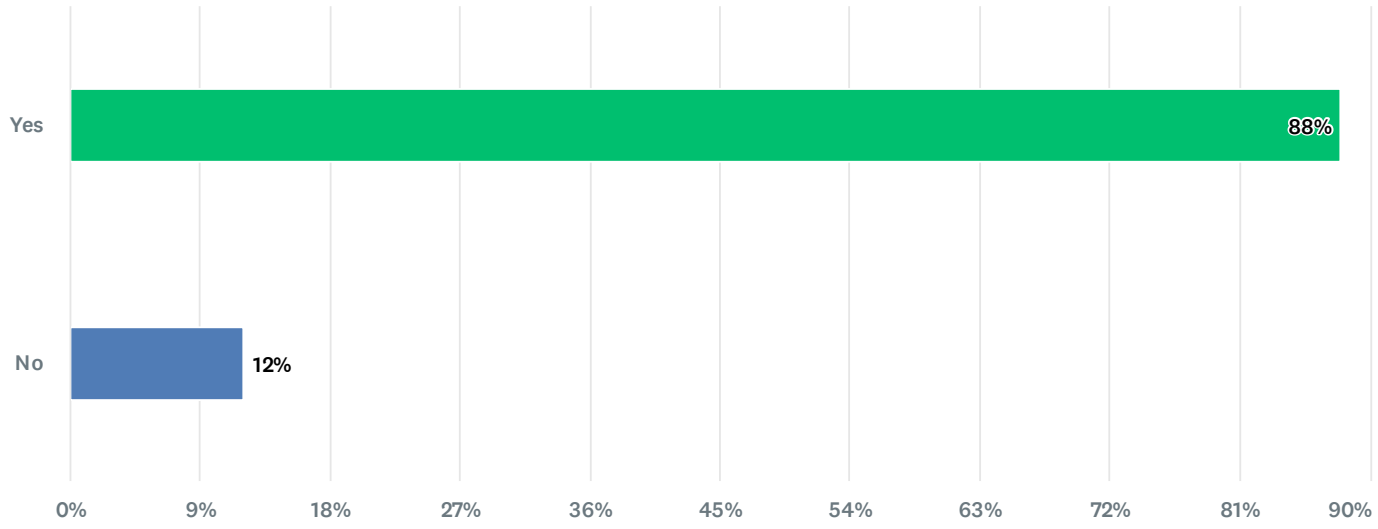
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150	1	5/1/2026 12:07 PM
151	4	5/1/2026 9:56 AM
152	3	4/30/2026 6:36 PM
153	3	4/30/2026 1:46 PM
154	5	4/30/2026 10:35 AM
155	4	4/30/2026 10:17 AM
156	2	4/29/2026 5:07 PM
157	4	4/29/2026 3:25 PM
158	3	4/29/2026 1:04 PM
159	4	4/29/2026 12:49 PM
160	3	4/29/2026 12:12 PM
161	2	4/29/2026 11:48 AM
162	2	4/29/2026 11:31 AM
163	Two	4/29/2026 11:32 AM
164	2	4/29/2026 11:11 AM
165	1	4/29/2026 10:49 AM
166	5	4/29/2026 1:57 AM
167	2	4/28/2026 11:57 PM
168	5	4/28/2026 10:20 PM
169	4	4/28/2026 10:05 PM
170	2	4/28/2026 9:41 PM
171	5	4/28/2026 8:36 PM
172	4	4/28/2026 8:14 PM
173	3	4/28/2026 7:08 PM
174	3	4/28/2026 2:55 PM
175	3	4/28/2026 1:50 PM
176	4	4/28/2026 10:41 AM
177	1-2	4/28/2026 10:41 AM
178	2	4/28/2026 10:14 AM
179	2	4/28/2026 9:38 AM
180	5	4/27/2026 11:44 PM
181	4	4/27/2026 9:18 PM
182	4	4/27/2026 8:02 PM
183	3	4/27/2026 6:58 PM

184	3	4/27/2026 6:55 PM
185	5	4/27/2026 5:26 PM
186	2	4/27/2026 3:59 PM
187	5	4/27/2026 2:39 PM
188	3	4/27/2026 1:25 PM
189	1	4/27/2026 9:10 AM
190	3	4/27/2026 12:58 AM
191	1	4/27/2026 12:05 AM
192	One	4/26/2026 8:55 PM
193	6	4/26/2026 7:47 PM
194	6	4/26/2026 7:37 PM
195	2	4/26/2026 7:17 PM
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199	6	4/26/2026 3:35 PM
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201	4	4/26/2026 2:29 PM
202	4	4/26/2026 1:58 PM
203	4	4/26/2026 1:49 PM
204	5	4/26/2026 1:33 PM
205	1	4/26/2026 12:29 PM
206	4	4/26/2026 12:15 PM
207	4	4/26/2026 12:02 PM
208	4	4/26/2026 10:45 AM
209	2	4/26/2026 10:27 AM
210	4	4/26/2026 10:26 AM
211	8	4/26/2026 10:04 AM
212	3	4/26/2026 3:19 AM
213	2	4/25/2026 6:46 PM
214	2	4/25/2026 6:23 PM
215	2	4/25/2026 4:56 PM
216	4	4/25/2026 4:44 PM
217	2	4/25/2026 4:39 PM
218	3	4/25/2026 2:59 PM
219	4	4/25/2026 2:53 PM
220	4	4/25/2026 2:24 PM
221	1	4/25/2026 12:53 PM

222	2	4/25/2026 12:37 PM
223	2	4/25/2026 12:25 PM
224	2	4/25/2026 12:08 PM
225	1	4/25/2026 10:34 AM
226	4	4/22/2026 2:50 PM
227	Two	4/15/2026 12:14 PM
228	6	4/9/2026 4:10 PM
229	2	4/9/2026 2:44 PM
230	2	4/7/2026 5:25 PM
231	2	4/7/2026 2:16 PM
232	2	4/6/2026 10:19 AM
233	2	4/4/2026 11:48 AM
234	4-6	4/2/2026 3:49 PM

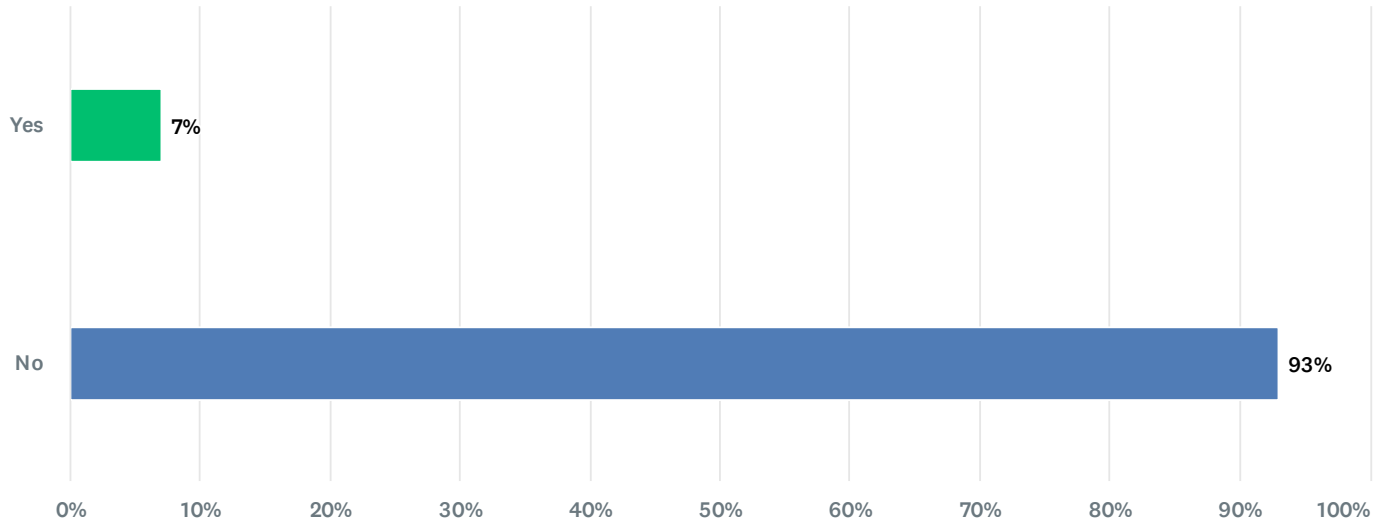
Q15 249 responses

Are you a homeowner?



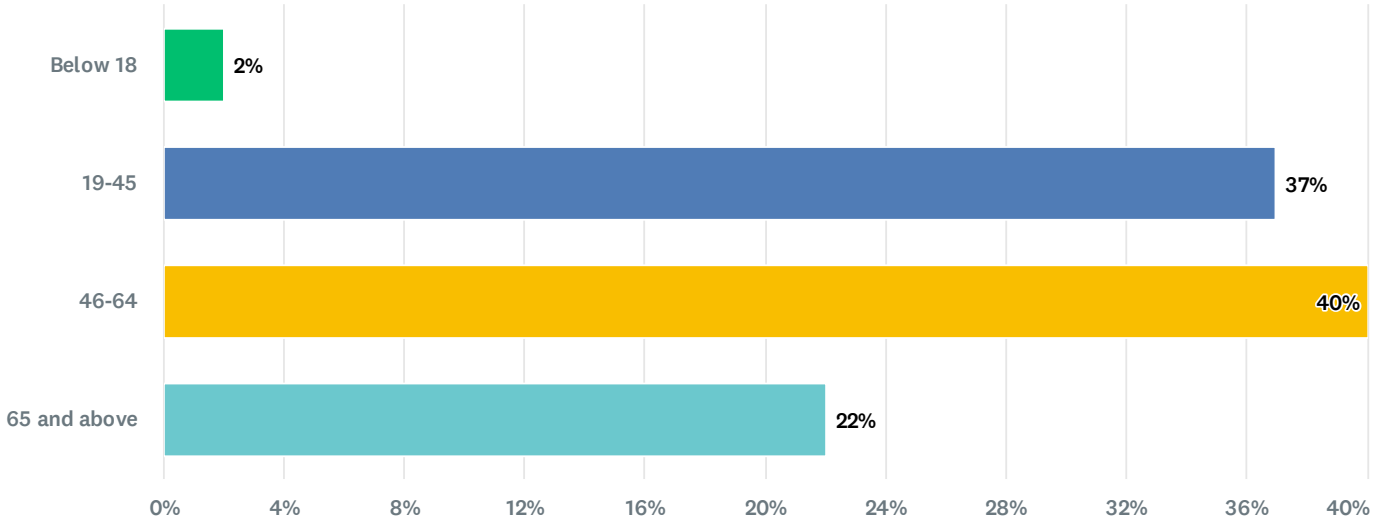
Q16 237 responses

Are you a renter?



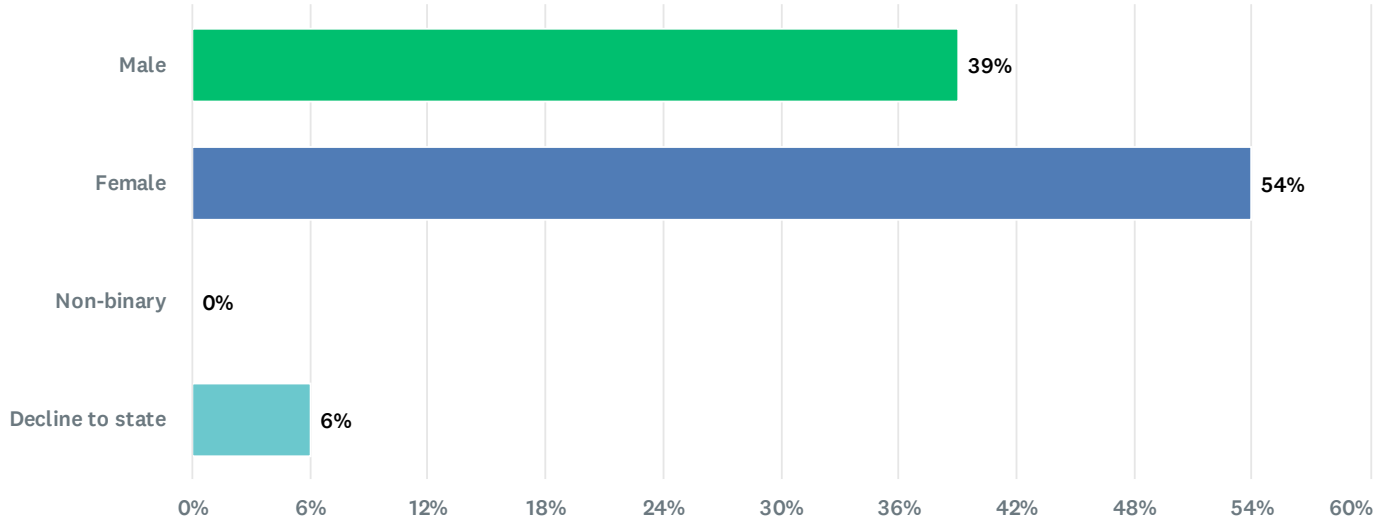
Q17 246 responses

What is your age?



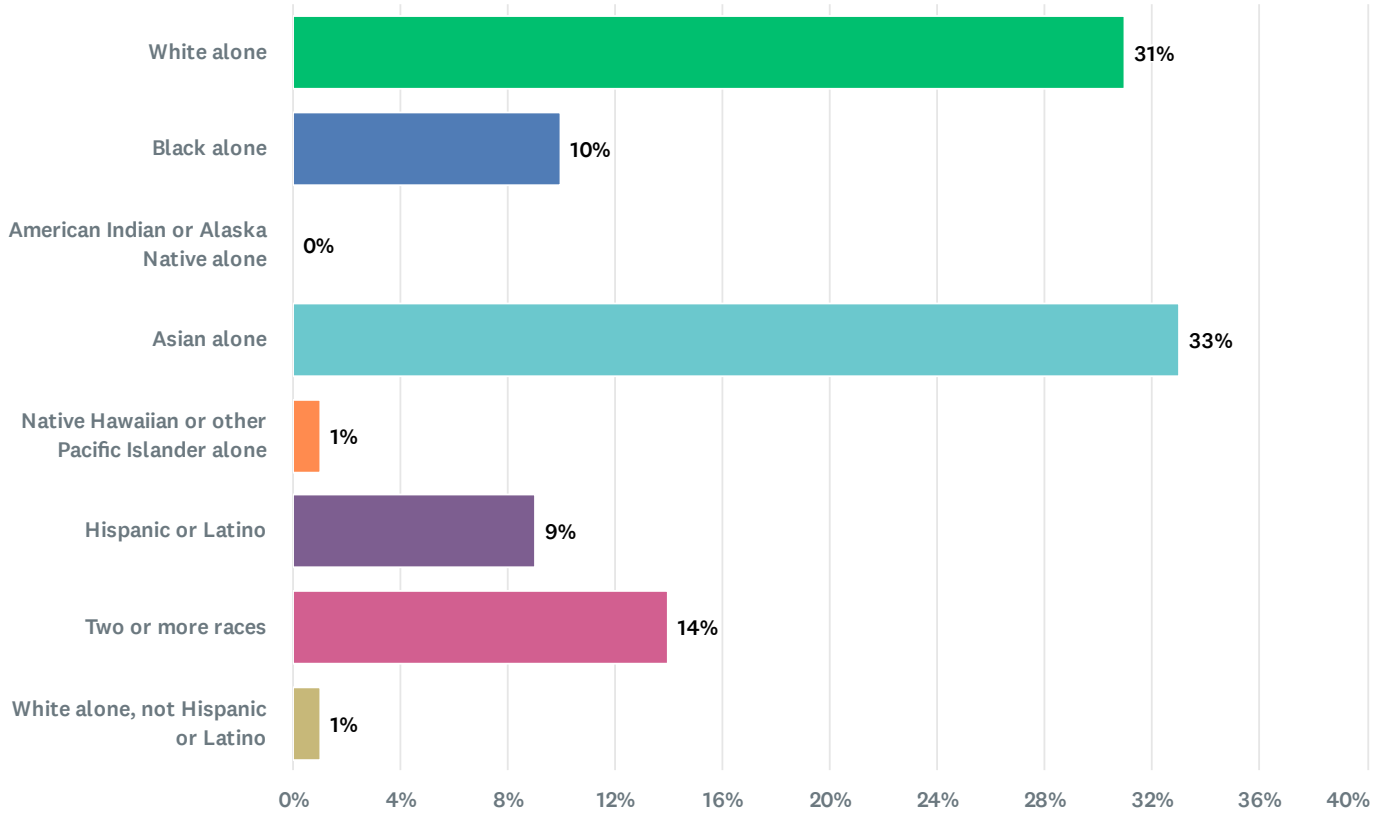
Q18 247 responses

What is your gender?



Q19 239 responses

What is your ethnicity?



AI Summary of Survey Free-Response Questions

Survey Free-Response Summary

Question 1: Issues or challenges

Key themes identified from responses include transportation, parks and recreation, economic development, housing/growth concerns, public safety, infrastructure maintenance, schools and community amenities.

Traffic, Transportation & Access

- Traffic around schools
- Building the Amtrak station
- Build train station and/or ferry terminal
- Traffic in the intersection of Sycamore and San Pablo has gotten worst
- Improve traffic flow through the city. And reduce congestion at San Pablo & Sycamore.
- improve ingress and egress access to highways 4 and 80

Parks, Recreation & Open Space

- Improve parks and playgrounds
- Recreation space for children and adults. Community pool, basketball courts, etc. Youth programming.
- Beach access
- Youth sports opportunities
- More public basketball courts with lighting

Economic Development, Retail & Dining

- Economic development
- Need to bring in bigger businesses
- Shopping/dining options
- More shops, restaurants, employment, and services. Less just houses.
- A local Movie Theater and more good restaurants
- Asian Supermarket

Housing & Growth Concerns

- Stop building housing in Hercules
- More housing = more traffic.
- Too much new residential
- Commit to not building on the bay front and to keep that as open space

Question 2: Areas to remove from consideration

- Waterfront/open space: 10 mentions

- Hill Town: 9 mentions
- New Town Center: 7 mentions
- City Corp Yard: 6 mentions
- None/No: 5 mentions

Question 3: Missing areas

- Franklin Canyon: 7 mentions
- Creekside/Shopping Center revitalization: 3 mentions
- Transit center/train/ferry: 3 mentions
- Refugio area improvements: 3 mentions
- Need city center/downtown retail: 3 mentions

Question 4: Residential housing preferences

- No additional housing/none: 20 mentions
- Single-family homes: 10 mentions
- Senior housing/age-friendly: 4 mentions
- Mixed income housing: 2 mentions
- Mixed-use housing over retail: 3 mentions

Question 5: Non-residential development preferences

- Restaurants/dining: 15 mentions
- Transit (Amtrak/Ferry/rail): 7 mentions
- Retail/grocery (Trader Joes, Costco, Whole Foods): 7 mentions
- Community recreation spaces: 8 mentions
- Public gathering/open spaces: 6 mentions

Question 6: Neighborhood tally

- Waterfront/Promenade/Bayfront: 31
- Birds: 21
- Flowers: 16
- Victoria by the Bay: 14
- Village Parkway/Park: 13
- Trees: 11
- Country Run: 11
- Bayside: 10
- Hercules by the Bay: 8
- Hanna Ranch: 7
- Mandalay: 6

- Gems/Gemstones: 6
- Olympian Hills: 6
- Foxboro: 4

Question 7: Household Size Tally

- 2: 62
- 4: 51
- 3: 40
- 5: 18
- 1: 17
- 6: 13
- 0: 1
- 8: 1
- 1-2: 1
- 4-6: 1

What is Unique About Hercules and Should Not Change?

Survey responses organized by theme. Responses are shown verbatim and may appear under more than one theme when relevant.

Waterfront, Bay Access & Natural Resources

- Waterfront views to not be blocked
- Bay access
- The open waterfront along Bayfront Blvd is our most unique feature - what other town has this?
- Chelsea Wetland and Bay Trail
- Responsibly managed open space -- for wildlife, water quality, shade, etc (not just recreation)
- Walking trails and the proximity yo the water.
- Earth friendly healthy maintenance of Refugio Vly. Creek and pond at Refugio Vly. Park.
- Open Bay Front - like in Promenade. Where else in East Bay can anyone go and spend time at the bay front and see a a big vista of the bay anywhere but here? The bay front - along Bayfront Ave - is on of the MOST UNIQUE and precious parts of Hercules.

Community Character, Families & Small-Town Feel

- Quiet and safe community
- Community focus
- small town feel
- Just a nice neighborly family oriented community. Great schools for the kids. Police is fast with response and doing a great job keeping the community safe. One of the few cities that feels like this.
- Amazing Families/Community
- Community feel, diversity,
- The people make it unique. We have a community that is made up of families who care for one another and our neighborhood.

Diversity & Inclusion

- diversity
- Population racial and ethnic diversity
- How diverse it is.
- Community feel, diversity,

- Racial and cultural diversity

Safety & Public Services

- Just a nice neighborly family oriented community. Great schools for the kids. Police is fast with response and doing a great job keeping the community safe. One of the few cities that feels like this.
- Low crime fir being in West Contra Costa County
- Access to public service providers (PD, FD) and their efforts to reach out to the community.
- Low crime rates

Transportation, Access & Location

- Majority home owners, not LOW INCOME SUBSIDIZED HOUSING
- Close to major cities: San Francisco, Walnut Creek, Napa, etc.
- Open Bay Front - like in Promenade. Where else in East Bay can anyone go and spend time at the bay front and see a a big vista of the bay anywhere but here? The bay front - along Bayfront Ave - is on of the MOST UNIQUE and precious parts of Hercules.

Parks, Open Space & Environmental Stewardship

- Responsibly managed open space -- for wildlife, water quality, shade, etc (not just recreation)
- Earth friendly healthy maintenance of Refugio Vly. Creek and pond at Refugio Vly. Park.

Built Form, Growth & Community Vision

- Hercules amtrak station
- maintaining architectural standards and staying with original vision
- Stop trying to expand and develop.
- Majority home owners, not LOW INCOME SUBSIDIZED HOUSING

Amenities, Services & Local Businesses

- Access to the library and library programming
- Adding gated neighborhoods / communities and update our grocery store. Have CVS store take over the old Riteaid building (need pharmacy for families and seniors)
- Not crowded plenty of. Parking
- Fill in one of the empty buildings with a regular gym with machines.

Low Density, Parking & Homeownership

- Majority home owners, not LOW INCOME SUBSIDIZED HOUSING
- Not crowded plenty of. Parking
- All of these should be improved