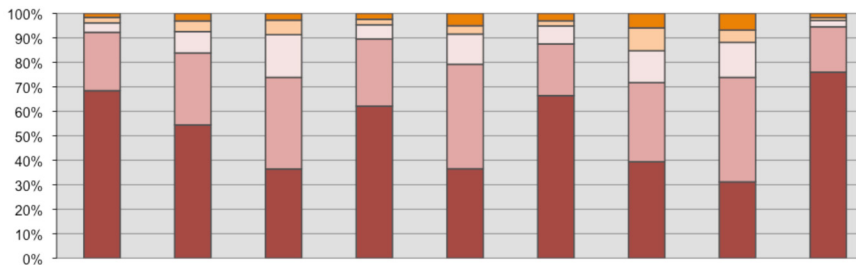


Visalia

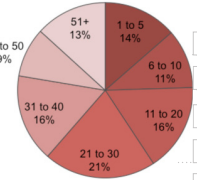
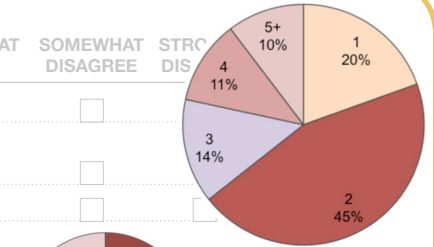
General Plan Update

Please indicate if you agree or disagree with the following, which are among many possible goals for the city of Visalia. Over the next 20 years, the City should:

Promote business development and employment growth



STRONGLY AGREE SOMEWHAT AGREE SOMEWHAT DISAGREE STRONGLY DISAGREE



Community Survey Results

PREPARED FOR
 THE CITY OF VISALIA BY:
DYETT & BHATIA
 Urban and Regional Planners

JULY 1, 2010

Visalia

General Plan Update

*Community Survey
Results*

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OVERVIEW

On May 20, 2010, a mail-in survey was distributed to residents of Visalia as part of the City's effort to update its General Plan. Recipients were given approximately three weeks to complete and return the survey to City Hall. This report presents the results and key findings from the survey responses.

As the planning process is in its beginning stages, the City and consultant team are undertaking a comprehensive public outreach process in order to tap into the community's vision for its City's future, and identify the top issues and priorities. The survey follows several other outreach efforts, including interviews with community leaders, the launching of the project website, and the first public workshop.

Overall, the results of the survey reinforce the major themes and issues we have heard through other public outreach efforts. The city's "small town feel," its high quality amenities, active downtown, and convenience are very commonly viewed as Visalia's primary positive attributes. These are factors that draw newcomers to the city, persuade those who have left to come back, and have created a feeling of "home" for multiple generations.

Numerous salient issues stood out as key concerns, as well. In both previous outreach efforts and in the survey, residents have identified public safety (particularly gang suppression) and job creation and economic development as top areas for improvement and focusing resources. Strong growth management and the reuse of vacant buildings and storefronts were also cited as high priorities.

The survey also asked participants what the City's main goals for the next 20 years and priorities for funding should be, and presented respondents with a range of possible choices. While there was some age bias associated with certain topics, by and large the responses showed preferences that were broadly shared. Respondents identified the following as the top goals for Visalia:

- Promote business development and employment growth;
- Focus on public safety;
- Promote reducing waste, conserving water, and using renewable energy; and
- Preserve agricultural land and open space around Visalia.

The top priorities for funding were:

- Increasing police and fire protection;
- Improving roads and traffic flow; and
- Providing more youth activities and facilities.

The community's goals, priorities, and concerns will form the backbone of the new General Plan's guiding principles, as well as provide grounding for policy formation. Further community involvement throughout the planning process will ensure that these ideas are honored and enhanced as the plan develops.

INTRODUCTION

As the oldest city between Stockton and Los Angeles, Visalia has a rich history that both defines the city and sets the standard for a high quality of life. Since the adoption of the last General Plan in 1991, the city has continued to evolve dynamically, adding new neighborhoods, parks, and jobs, while maintaining its active downtown and providing high levels of public service. Now, the General Plan needs to be comprehensively reexamined to ensure that it reflects the City's goals and priorities for the next 20 years, and to continue to manage growth and provide services successfully.

The first phase of the General Plan Update includes a substantial community outreach effort. As part of this, a survey was distributed to residents of the city. The survey was designed to fulfill several objectives:

- Gain insight into community members' vision for the future;
- Inquire about the quality of life in Visalia and rank priorities for improvement;
- Determine the level of support for various types of traffic and circulation improvements;
- Gauge public opinion of the quality of recent development in Visalia; and
- Understand differences in preferences depending on demographic characteristics.

This report highlights the survey findings, with details in the appendices. In this introduction is a brief explanation of the methods used to compile this report. Chapter 2 analyzes the findings from the survey, and Chapter 3 describes the demographic characteristics of the respondents. Appendix A contains the original survey forms in both English and Spanish; Appendix B presents the cross-tabulation tables to show differences among subgroups in their response to specific questions (e.g. owners vs. renters, seniors vs. younger households, etc.); and Appendix C includes additional information on actual survey responses.

Related Community Outreach Efforts

A general plan is only successful if it reflects the vision of those who live and work in the community. Therefore, thorough and ongoing public outreach throughout the update process is of critical importance. Elements of public outreach for the Visalia General Plan Update conducted thus far include:

- **Interviews with community leaders**, including elected officials, City staff, and representatives of major organizations and institutions (conducted May 5-6 and June 15-18, 2010);
- Creation of the project **website**, which includes background on the update process, links to published documents, and opportunities to provide feedback (launched May 20, 2010);
- Distribution of the first (bilingual) **newsletter**, which introduced the General Plan Update, announced the first community workshop, and included the **survey** (distributed May 20, 2010); and
- **Community Workshop #1: Visioning** (held June 9, 2010).

A second community workshop will be held and a second newsletter distributed in late 2010, when the Alternative Sketch Plans are developed. The project website is updated on a continuing basis, as meetings are scheduled and materials produced.

Survey Methodology

The survey, produced in both English and Spanish, was included in the first newsletter produced for the project. The newsletter was inserted into three newspapers in the Visalia community:

- 13,000 copies, in English only, in the *Visalia Times-Delta* (City zoned subscribers only);
- 12,000 copies, bilingual, in *El Sol* (a free Spanish/English publication distributed through racks only in City limits); and
- 10,000 copies, in English only, in the *Valley Voice* (a free English publication distributed citywide).

An additional 10,000 bilingual copies were made available at various City sites, including the Senior Center, City Hall offices, and recreation centers. A number of members of the General Plan Update Review Committee (GPURC) also distributed the newsletters/surveys at their places of work and to members of their communities. The surveys were also distributed at the first Community Workshop on June 9.

The surveys were distributed on May 20 and 21, 2010. Participants were given approximately three weeks in which to return the surveys (until June 10, 2010). The surveys were formatted to fit on the front and back of a single page and were designed to be folded and mailed back to the City's Planning Division. They could also be dropped off manually at drop boxes located at City offices. Additionally, the survey could be completed in English or Spanish online, through a link from the project website. *Appendix A* displays the mail-in survey in both English and Spanish. Including both paper and web responses, the City received 634 completed surveys.

Does the Survey Response Represent the Community at Large?

While a mail-in survey enables wide participation, it might contain inaccuracies because of the following reasons:

- **Self-Selection Bias.** The survey only reached a portion of the Visalia population and not the entire population. Based on a sample of 634 respondents, the results are extrapolated to represent the entire City. This method would assume that the group that was surveyed has the same traits or preferences as those who were not surveyed. As such, groups such as racial and ethnic minorities, families with children in the Visalia school system, people who have been residents for less than 15 years, young adults/professionals (often renters), and extremely low income households may be under-represented. On the other hand, White or Hispanic homeowners, couples with no children living at home, and those who have lived in Visalia for more than 10 years, may be over-represented. In addition, people who work long hours or have other pressures on their time may be less likely to respond to this kind of survey. Cross-tabulations were run for several questions to analyze how responses varied by demographic characteristics; these are only discussed in this report where there were apparent differences among group characteristics.

- **Age Bias.** While surveys were distributed through the newspaper, not sent directly to households, it is still likely that only one person residing in each home replied. It is highly probable that the person who replied was the head of the household or parent, if the household included children. (However, multiple household members could have completed the survey online.) Therefore, the opinions and ideas of Visalia's younger residents and youth may be underrepresented. Indeed, while according to the 2000 Census, the median age in Visalia was 32, the median age of survey respondents was 56.

KEY FINDINGS

The survey responses to Questions 1-6 are summarized below. Please refer to Appendix A for a copy of the survey. Additional information on the survey results is compiled in Appendix B (Cross-tabulations of responses by demographic characteristics) and Appendix C (Detailed Responses).

What do you like most about living in Visalia?

In this open-ended question, survey respondents were invited to describe what they liked most about living in Visalia. The vast majority of respondents (581) responded to the question. The most commonly mentioned responses are described here.

Approximately one quarter of respondents stated that they liked Visalia's atmosphere, specifically its "small town feel." Similarly, 20 percent said they liked the city's size, being a town with many of the amenities associated with big cities. The third most common response was Visalia's downtown, mentioned by 18 percent of respondents. Other qualities that were commonly mentioned included the city's location in the state and proximity to other features (mountains, coast, etc.), ease of access to and around town, and the quality and friendliness of the people.

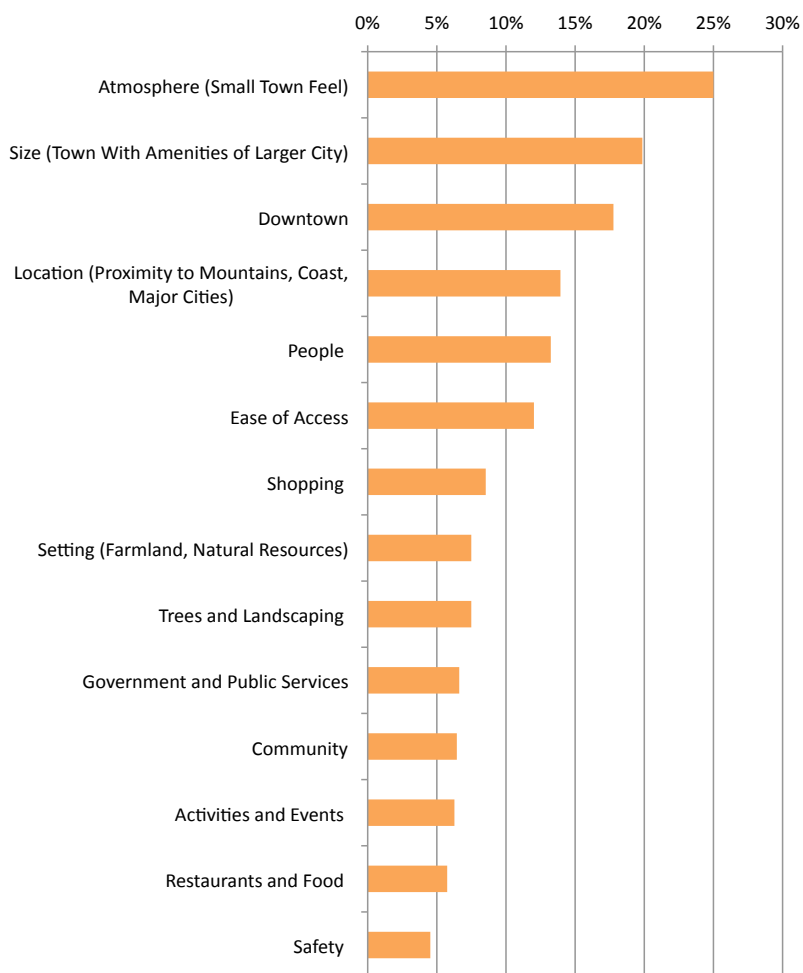
I enjoy the small town feel Visalia offers. Local celebrations and parades such as the Cinco de Mayo parade and Christmas parade make Visalia stand out among other cities. I also love the fact that Visalia has huge beautiful oak trees and that they are protected by local ordinances. I believe the oak trees are Visalia's unique attribute. The downtown Visalia environment with cute shopping stores is my favorite Visalia characteristic.

I like the fact that Visalia still feels like a small town even though it's grown. I think that there are many wonderful events from athletics to the arts... and, I love the Farmer's Markets. I also appreciate the opportunity to provide input such as this survey.

Visalia has a great hometown "feel" to it. Many conveniences are located here. You don't have to travel far to get something you need. The attitude of most people is unpretentious and friendly.

Figure 3-1 on the next page shows the frequency of the most common responses. Most respondents mentioned multiple qualities that they liked best about living in the city, therefore percentages do not add to 100 percent.

Figure 1: Common Responses to Question 1



What is the most important thing that should be done to improve Visalia?

Question 2 was also open-ended, giving respondents the opportunity to identify their top priorities for improving Visalia. There were 586 responses; many of these offered multiple priorities.

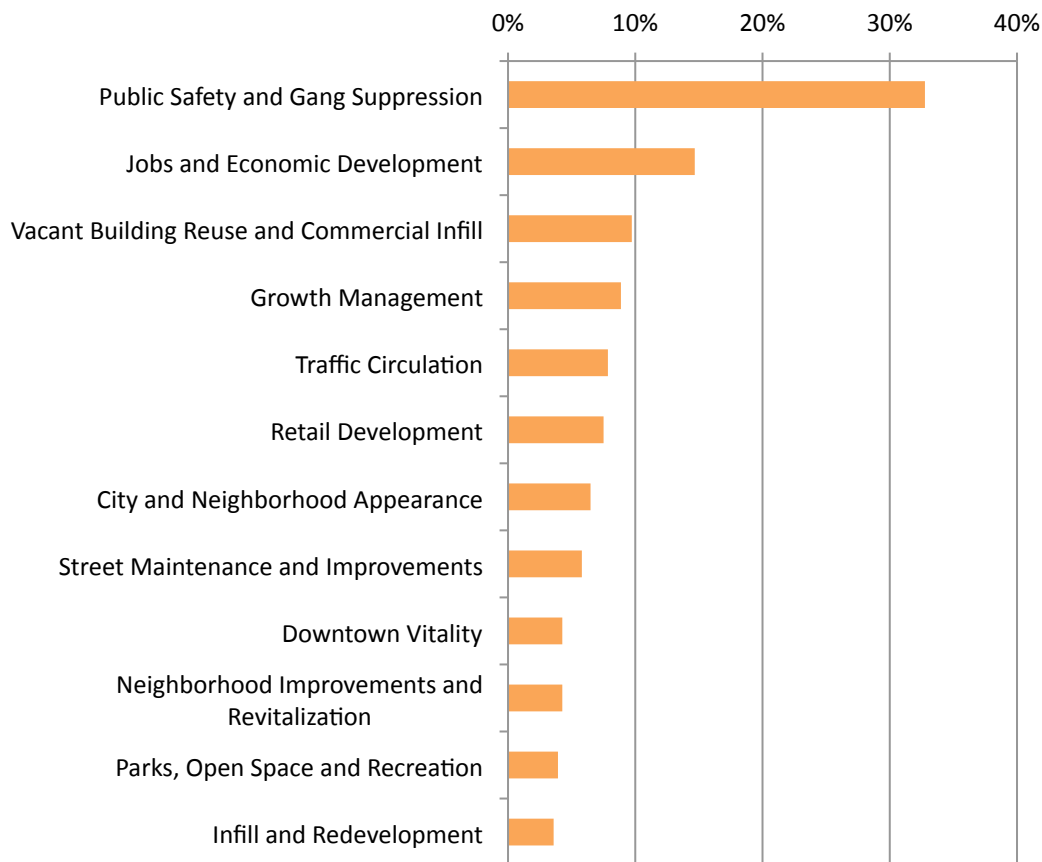
One in three respondents to Question 2 identified public safety and/or gang suppression as the most important—or among the most important—improvement needed in Visalia. While police protection, drugs, and other issues received some attention, gangs were the focus of these responses. Jobs and economic development were cited by 15 percent of respondents. Many of these responses focused on the city attracting businesses or being business-friendly. Ten percent of the responses to Question 2 stressed the need to fill vacant commercial buildings, especially along Mooney Boulevard. Many of these respondents argued that the City should focus on filling this space before or instead of allowing new retail development on undeveloped land. Closely related to this idea was growth management, cited by nine percent of those who responded to Question 2. Some responses emphasized limiting growth, while others focused on concentric growth or “smart growth.” Improvements to traffic circulation and more and better shopping each were mentioned in eight percent of responses. A sampling of representative responses follows:

Gangs are definitely a problem. I think they should have gang task force all over, not just on the North side. The drug problem is another monster that needs to be tackled. I would definitely like to see more activities for middle school aged kids for prevention of gangs/drugs. That would definitely keep us safe for the years to come.

Make more of our empty stores appealing to new prospects who show interest in them, maybe offer short-term incentives.

Keep a handle on growth because of water and keep a small town atmosphere. We worry about the ag land. We like to see redevelopment happen within the bounds of Visalia. We love Visalia. That's why we live here.

Figure 2: Common Responses to Question 2



Question 3: Please indicate if you agree or disagree with the following, which are among many possible goals for the City of Visalia. Over the next 20 years, the City should:

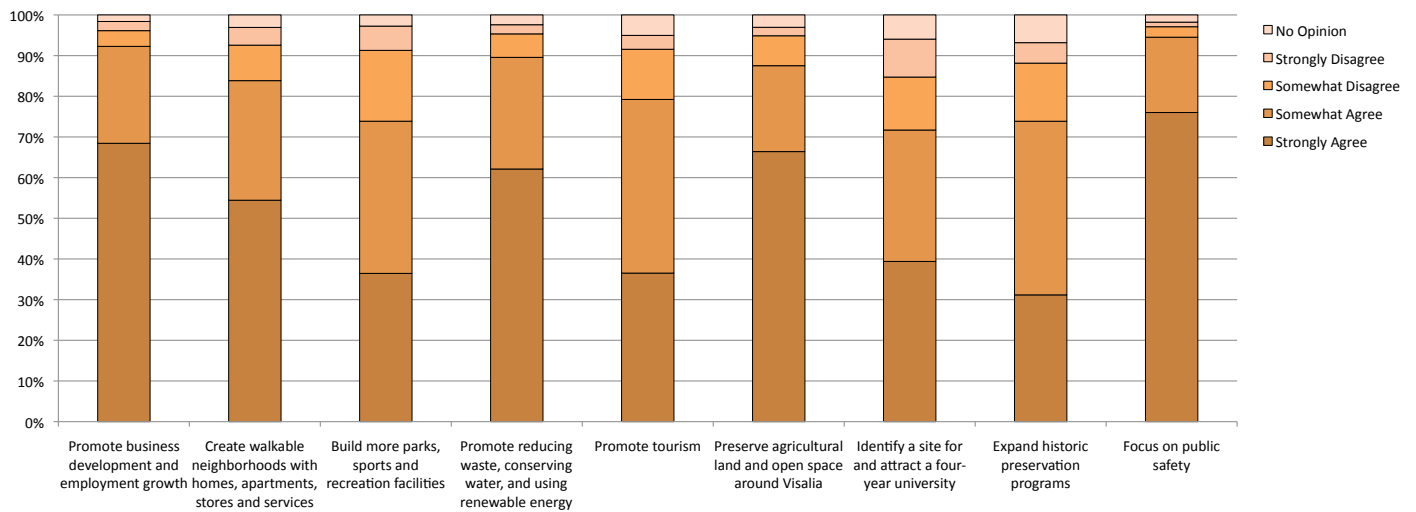
Survey respondents were asked to indicate their level of support for a list of nine goals that the City could pursue over the next 20 years. Respondents could mark “strongly agree,” “somewhat agree,” “somewhat disagree,” “strongly disagree,” or “no opinion” for each of the nine. Table 3-1 shows the full results, with the percentages of responses shown for each item.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
Promote business development and employment growth	68%	24%	4%	2%	2%
Create walkable neighborhoods with homes, apartments, stores and services	54%	29%	9%	4%	3%
Build more parks, sports and recreation facilities	36%	37%	17%	6%	3%
Promote reducing waste, conserving water, and using renewable energy	62%	27%	6%	2%	2%
Promote tourism	37%	43%	12%	3%	5%
Preserve agricultural land and open space around Visalia	66%	21%	7%	2%	3%
Identify a site for and attract a four-year university	39%	32%	13%	9%	6%
Expand historic preservation programs	31%	43%	14%	5%	7%
Focus on public safety	76%	19%	3%	1%	2%

In terms of percentage of agreement (when “strongly agree” and “somewhat agree” are combined), “Focus on public safety” and “Promote business development and employment growth” received close to unanimous support, with 95 percent and 92 percent agreeing, respectively. Other very well-supported goals included “Promote reducing waste, conserving water, and using renewable energy” (89 percent) and “Preserve agricultural land and open space around Visalia” (87 percent).

While there is some variation in the level of support for each of the goals, it should be noted that none of the goals listed received less than 70 percent support (when “strongly agree” and “somewhat agree” are combined). Figure 3-3 shows how levels of agreement were distributed across the categories.

Figure 3: Question 3 Levels of Support



Cross-tabulations (cross-tabs) were run on the data break out responses by different demographic characteristics. This enables any sources of bias, or differences in preferences between groups, to become evident. When results from cross-tabs are referenced in this chapter, the corresponding tables and charts may be found in Appendix B.

Certain age groups exhibited different levels of support for several of the items listed in Question 3. Regarding waste reduction and water and energy conservation, nearly 95 percent of those respondents younger than 29 and older than 70 agreed with the goal, versus 78 percent of those aged 40-49. Support for a four-year university was also more popular amongst respondents aged 19-29, with nearly 90 percent in favor. Support for this goal generally fell with age, with approximately two-thirds of those over 60 agreeing.

Please indicate whether you support or oppose the following types of improvements to the traffic circulation system in Visalia:

This question asked respondents about their opinions on nine different potential improvements that could be made to traffic and circulation. Respondents could choose “support,” “oppose,” or “no opinion” for each of the proposed improvements. Table 3-2 shows the full results.

The improvement with the highest level of support was “synchronized traffic signals,” with 87 percent of respondents supporting. The next highest, with 71 percent supporting, was “More bike paths (separate from the street) and multi-use trails.” Interestingly, this item received considerably more support than the other improvement involving bicycle facilities: “More bike lanes (striped in the road)” saw 60 percent support. Support for the different types of bicycle facilities varied by age, as well. Those aged 30 to 49 showed the highest level of support for both types.

“More trees and landscaped medians” also received strong support (69 percent), and two-thirds of respondents supported “Expanded bus service.” Expanded bus service received greater support from renter households than owner households (79 percent versus 61 percent).

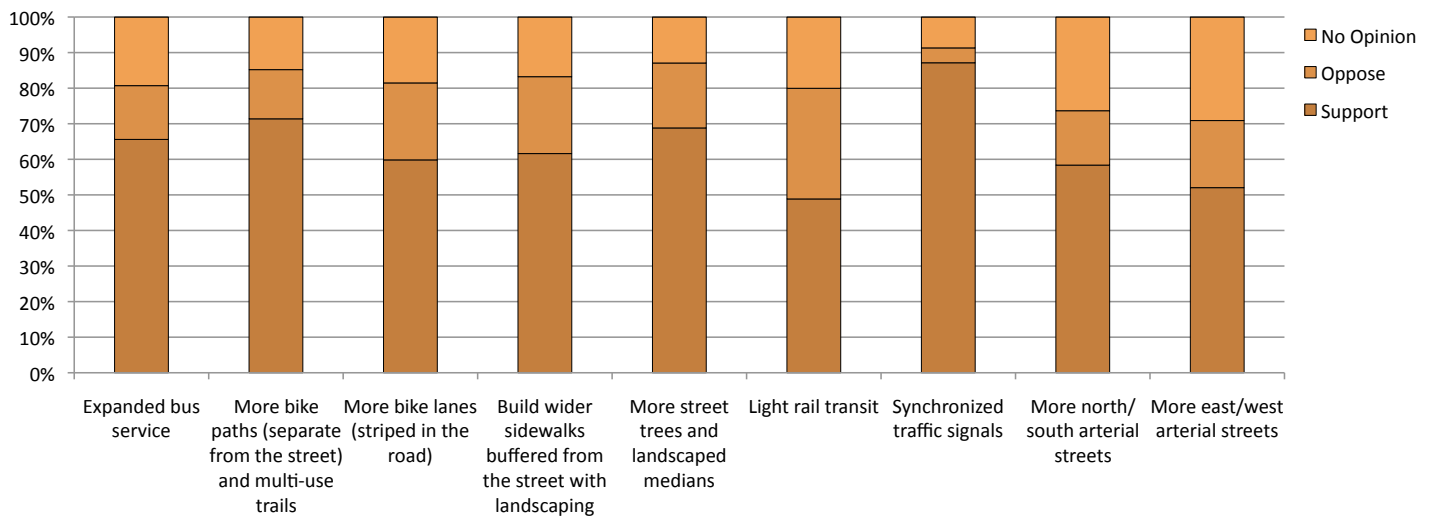
The only item that did not receive more than 50 percent support was “Light rail transit.” This idea had 49 percent in support, 31 percent in opposition, and 20 percent with no opinion. However, more than half of participants between the ages of 30 and 59 supported light rail, and almost two-thirds of the 30-39 age group were in support. Fewer than 40 percent of those aged 60-69 supported light rail. Additionally, light rail was more popular amongst renters than owners, with 61 percent of renters supporting, versus 45 percent of homeowners.

The other item that only approximately half of respondents supported was “More east/west arterial streets” (52 percent).

TABLE 2: QUESTION 4 RESULTS

	Support	Oppose	No Opinion
Expanded bus service	66%	15%	19%
More bike paths (separate from the street) and multi-use trails	71%	14%	15%
More bike lanes (striped in the road)	60%	22%	19%
Build wider sidewalks buffered from the street with landscaping	62%	22%	17%
More street trees and landscaped medians	69%	18%	13%
Light rail transit	49%	31%	20%
Synchronized traffic signals	87%	4%	9%
More north/south arterial streets	58%	15%	26%
More east/west arterial streets	52%	19%	29%

Figure 4: Question 4 Levels of Support



How should the City prioritize funding for programs and services?

Question 5 asked survey respondents how they would prioritize City funding for various programs and services. Respondents were asked to mark “support,” “oppose,” or “no opinion” for 10 different programs and services. Levels of support in this question were much more varied than in Questions 3 and 4. Table 3-3 shows the full results.

The programs that were the highest priorities were “Increasing police and fire protection” (83 percent) and “Improving roads and traffic flow” (80 percent). “Providing more youth activities and facilities” also had a very positive response, with 75 percent in support. In fact, youth activities and facilities were a high priority for nearly 100 percent of students, homemakers, and the unemployed.

“Building and maintaining parks, trails, and recreational facilities,” “Environmental/conservation programs,” and “Neighborhood beautification and nuisance abatement” also saw more than half of respondents supporting. Among those aged 19-29, 70 percent saw environmental and conservation programs as a high priority. Parks and trails received more support (72 percent) from those respondents aged 30-39, perhaps because they are most likely to be parents of young children. Less than 50 percent of respondents aged 60 to 79 supported prioritizing funding for parks and trails.

Half of respondents supported “improving public transit and bus services,” but 38 percent opposed. This item received the highest level of support (over 60 percent) from those younger than 29 and older than 80. Improving transit was also a higher priority (over 50 percent) for those whose place of work or school was Tulare, Porterville, or Exeter. For those who worked or went to school in Visalia, 49 percent said it was a high priority.

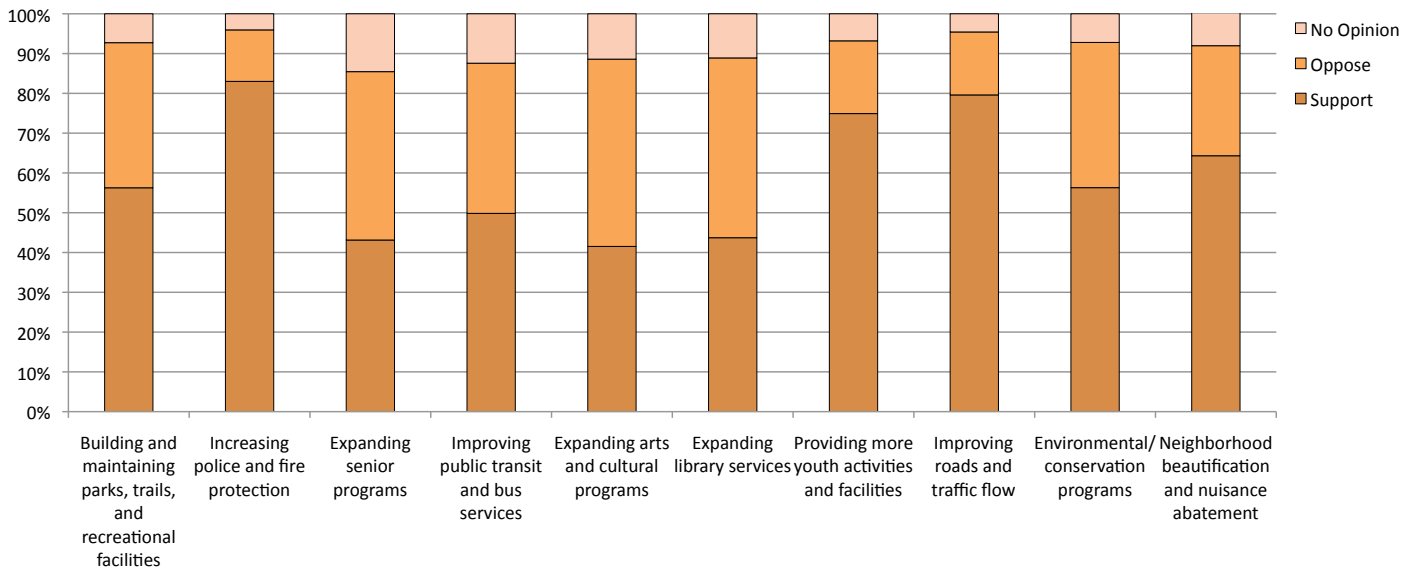
Several programs saw almost equal percentages of respondents in support and in opposition: “Expanding senior services” (43 percent support, 42 percent oppose), “Expanding library services” (44 percent support, 45 percent oppose), and “Expanding arts and cultural programs” (42 percent support, 47 percent oppose). This was the only program to garner more opposition than support. Support for arts and cultural programs declined with age, with almost 70 percent of the 19-29 group supporting and only around one-third of those over 60 supporting.

Interestingly, expanding senior services was not a high priority for those over the age of 60—fewer than half of these respondents were in support. The age group with the highest level of support for this topic was age 40-49 (55 percent supporting).

TABLE 3: QUESTION 5 RESULTS

	Support	Oppose	No Opinion
Building and maintaining parks, trails, and recreational facilities	56%	36%	7%
Increasing police and fire protection	83%	13%	4%
Expanding senior programs	43%	42%	15%
Improving public transit and bus services	50%	38%	12%
Expanding arts and cultural programs	42%	47%	11%
Expanding library services	44%	45%	11%
Providing more youth activities and facilities	75%	18%	7%
Improving roads and traffic flow	80%	16%	5%
Environmental/conservation programs	56%	36%	7%
Neighborhood beautification and nuisance abatement	64%	28%	8%

Figure 5: Question 5 Prioritization of Funding



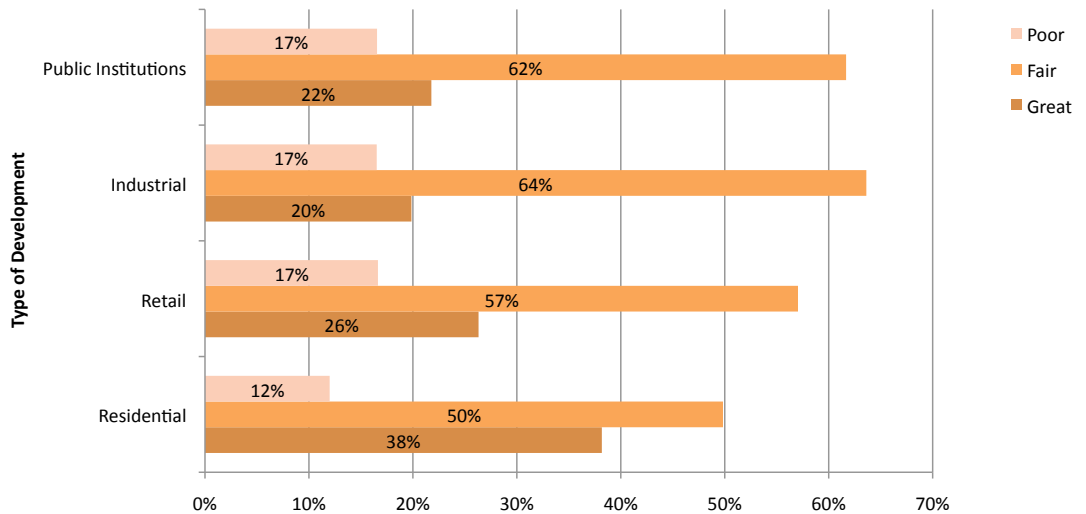
How would you rate the quality of development in Visalia over the last ten years?

This question asked survey respondents to evaluate the quality of various types of development—residential, retail, industrial, and public institutions—in Visalia over the last decade. Respondents could mark “great,” “fair,” or “poor” for each development type. Table 3-4 shows the responses in percentages for each type.

TABLE 4: QUESTION 6 RESULTS				
	Residential	Retail	Industrial	Public Institutions
Great	38%	26%	20%	22%
Fair	50%	57%	64%	62%
Poor	12%	17%	17%	17%
Total	100%	100%	100%	100%

Overall, survey respondents did not exhibit a great level of enthusiasm for the quality of recent development in Visalia across the board. In every category, 50 percent or greater would describe the development as “fair.” Residential development received the highest percentage of “great” responses, at 38 percent. The “great” responses for the other development types (retail, industrial, and public institutions) ranged from 20 to 26 percent. Figure 3-3 shows the distribution graphically.

Figure 6: Question 6



Please feel free to add comments to help further explain your survey responses.

At the end of the survey, space was provided for respondents to write freely and elaborate on their choices and opinions if they desired. About forty percent of respondents (266) offered additional comments. For the most part, these comments reflected the themes from earlier questions in the survey. Existing vacant retail space in Visalia was a source of concern for many respondents; often these comments connected commercial vacancy with excessive recent retail development. On the other hand, there were consistently positive comments about downtown and its success, and a desire for downtown to continue to improve, by being more active on Sundays, or by having a better grocery store and new types of housing. Many respondents to Question 14 expressed dismay about crime and gang activity, and stated that they did not feel as safe as they used to, or that they worried about their children or grandchildren. A number of responses proposed that there could be no more worthwhile focus than schools, and the provision of constructive things for children and youth to do.

A handful of responses to this question provided feedback on the survey itself, and the community involvement process for the General Plan Update. These respondents tended to find the survey questions to be too general to be very useful in guiding General Plan policies. They wanted opportunities to provide more specific input into the City's needs.

Many comments did provide more specific ideas. For example, one respondent noted the lack of a grocery store in parts of the Southeast, and another the deficiency of neighborhood parks in parts of the Northeast and Southeast. Two pointed to the potential for a Shirk Road overcrossing of Highway 198 to be designed as a gateway feature, and two others proposed the renovation of Mearle's Drive-In as a city icon or a visitor's center. One respondent commented that gated communities create a feeling of exclusion, and another noted that walls along arterials are a barrier to children walking to school. There will be many additional opportunities for public input as the General Plan Update process continues.

CHARACTERISTICS OF RESPONDENTS

The survey included several questions to gather the demographic information of the respondents to enable a comparison of the respondents with the makeup of Visalia’s population as a whole. This is important because a disproportionate amount of responses from any group can lead to misrepresentation of data and possibly misleading conclusions. Notable characteristics of the survey respondents are summarized below, with more details available in Appendix B.

Length of Residency

Question 7 asked respondents how many years they had lived in Visalia. The average length of time that survey respondents had lived in Visalia was 28 years.

Years	Respondents	Percent
1 to 5	82	14%
6 to 10	66	11%
11 to 20	98	16%
21 to 30	125	21%
31 to 40	98	16%
41 +	135	22%
TOTAL	604	100%

Age

Question 8 asked respondents to fill in their age. Overall, the respondent pool was much older than the general population, indicating a significant under-representation of younger residents. The median age of survey respondents was 56, while the median age of the city at large was 32 in 2000. This difference is typical of survey responses for a number of reasons. First, it is most likely that the head of household completed the survey. Second, older residents and retirees tend to be more likely to complete surveys than younger citizens.

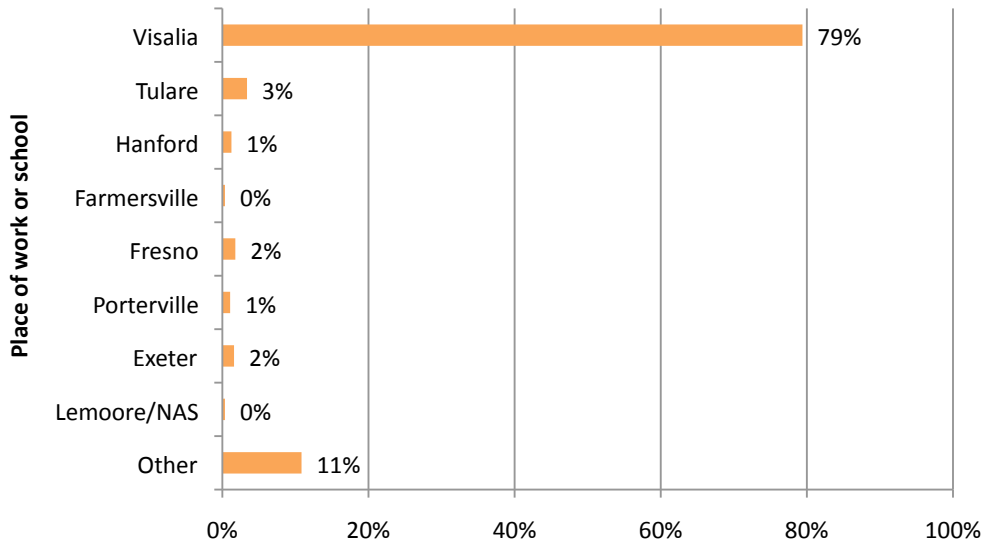
Age	Respondents	Percent	City of Visalia (2000)
0 to 18	-	0%	33%
19 to 29	53	8%	15%
30 to 39	78	12%	14%
40 to 49	61	10%	14%
50 to 64	234	37%	13%
65 +	200	32%	11%
TOTAL	626	100%	100%

Source: Census 2000.

Location of Work or School

Question 9 asked respondents to indicate where they currently worked or attended school; 563 responded to the question. A large majority (79 percent) of respondents stated that they worked or attended school in Visalia. The next largest category was “Other,” with 11 percent. Many who checked this box wrote that they were retired or unemployed, so the question did not apply.

Figure 7: Respondents’ Location of Work or School



Employment Status

Question 10 asked respondents about their employment status. Thirty-nine percent reported being employed full-time, and 29 percent reported being retired. Nine percent were not employed.

TABLE 7: EMPLOYMENT STATUS OF RESPONDENTS

Status	Respondents	Percent
Employed full-time	243	39%
Employed part-time	42	7%
Self-employed	57	9%
Student	5	1%
Homemaker	34	5%
Military	2	0%
Retired	182	29%
Not employed	58	9%
TOTAL	623	100%

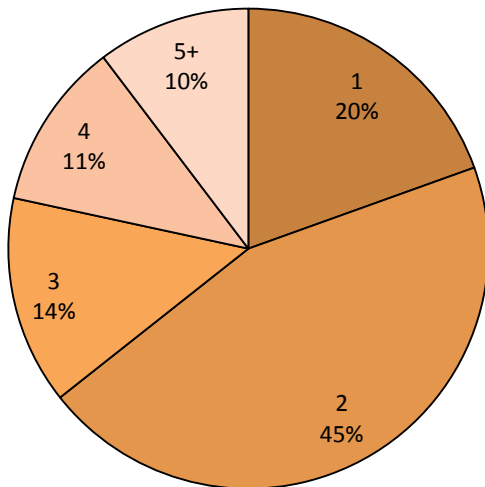
According to the U.S. Census, 64 percent of Visalia residents were in the labor force (which includes full-time, part-time, and self-employed workers, as well as those who are unemployed but actively looking for work). The survey respondent population is similar to the Census report in terms of the total percentage in the labor force, but how the subcategories compare to the population at large is not known.

Household Size and Type

Question 11 asked respondents to identify how many people lived in their homes, both adults and children under the age of 18. Amongst survey respondents, the average number of occupants in a household was 2.5. This is somewhat below the average household size reported in the 2000 Census, which was 2.9. Indeed, 73 percent of survey respondents were households with no children, whereas according to the 2000 Census, 58 percent of Visalia residents live in households with no children.

TABLE 8: HOUSEHOLD SIZE AND TYPE OF RESPONDENTS VERSUS CITY OF VISALIA			
	Respondents	Percent	City of Visalia (2000)
One	121	20%	21%
Two	278	45%	29%
Three	87	14%	17%
Four	70	11%	16%
Five and up	64	10%	17%
TOTAL	620	100%	100%
Average number of occupants:	2.5		
Households with children under 18			
	Respondents	Percent	City of Visalia (2000)
Households with Children	168	27%	42%
Households with No Children	452	73%	58%
TOTAL	620	100%	100%

Figure 8: Household Size of Respondents



Tenure (Owning versus Renting)

The last question pertaining to demographics was question 12, which asked whether participants owned or rented their homes. The overwhelming majority of respondents (80 percent) owned their homes, and 20 percent were renters. This deviates significantly from the Visalia population at large, which in 2000, consisted of 63 percent homeowners and 37 percent renters.

TABLE 9: TENURE OF RESPONDENTS VERSUS CITY OF VISALIA

	Respondents	Percent	City of Visalia (2000)
Own	490	80%	63%
Rent	123	20%	37%
TOTAL	613	100%	100%

Source: Census 2000

APPENDIX A: COMMUNITY SURVEY

The mail-in survey prepared and sent out by the City of Visalia and Dyett & Bhatia.

1 What do you like most about living in Visalia? _____

2 What is the most important thing that should be done to improve Visalia? _____

3 Please indicate if you agree or disagree with the following, which are among many possible goals for the city of Visalia. Over the next 20 years, the City should:

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	NO OPINION
Promote business development and employment growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create walkable neighborhoods with homes, apartments, stores and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build more parks, sports and recreation facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote reducing waste, conserving water, and using renewable energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve agricultural land and open space around Visalia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify a site for and attract a four-year university	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expand historic preservation programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus on public safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 Please indicate whether you support or oppose the following types of improvements to the traffic circulation system in Visalia:

	SUPPORT	OPPOSE	NO OPINION
Expanded bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More bike paths (separate from the street) and multi-use trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More bike lanes (striped in the road)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wider sidewalks buffered from the street with more landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More street trees and landscaped medians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light rail transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Synchronized traffic signals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More north/south arterial streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More east/west arterial streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 How should the City prioritize funding for programs and services?

	HIGH PRIORITY	LOW PRIORITY	NO OPINION
Building and maintaining parks, trails, and recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing police and fire protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanding senior programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving public transit and bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanding arts and cultural programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanding library services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing more youth activities and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving roads and traffic flow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental/conservation programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood beautification and nuisance abatement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)			

1 ¿Qué es lo que más le gusta de vivir en Visalia? _____

2 ¿Cuál es la cosa más importante que debería hacerse para mejorar la ciudad de Visalia?

3 Por favor, indique si está o no está de acuerdo con lo siguiente, las cuales son metas posibles para la ciudad de Visalia.

	TOTAL- MENTE DE ACUERDO	ALGO DE ACUERDO	ALGO EN DESACU- ERDO	TOTALMENTE EN DESACU- ERDO	SIN OPINIÓN
Dentro los próximos 20 años la Ciudad debería:					
Promover el desarrollo de empresas y el crecimiento de empleo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crear barrios transitables en que se puede caminar fácilmente entre casas, apartamentos, tiendas, y servicios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construir más parques y instalaciones recreativas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fomentar reducciones de basura, la conservación de agua, y el uso de energía renovable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fomentar oportunidades turísticas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservar la tierra agrícola y los espacios abiertos alrededor de Visalia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identificar un lugar para y atraer una universidad de cuatro años	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expandir los programas de la preservación histórica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concentrar en la seguridad pública	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 Por favor, indique si usted apoya o no apoya los siguientes tipos de mejoramientos del sistema de tráfico en Visalia:

	APOYO	NO APOYO	SIN OPINIÓN
Aumento del servicio de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más senderos para bicicletas (separados de la calle) y caminos multiusos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más carriles para bicicletas (pintado en la calle)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aceras más anchas y protegidas de la calle con más jardinería	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más árboles en la calle y medianas jardines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tren ligero	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Semáforos sincronizados	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más calles arteriales de norte/sur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más calles arteriales de este/oeste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 ¿Cómo debe priorizar la Ciudad los fondos para programas y servicios?

	ALTA PRIORIDAD	BAJA PRIORIDAD	SIN OPINIÓN
Construir y mantener parques, caminos, y instalaciones recreativas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aumentar los servicios de la policía y los bomberos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desarrollar más programas para las personas mayores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejorar el transporte público y los servicios de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desarrollar más programas del arte y la cultura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desarrollar más servicios bibliotecarios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suministrar más actividades y instalaciones recreativas para los jóvenes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejorar las calles y el flujo de tráfico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programas de conservación ambiental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Embellecimiento de los barrios y reducción de las molestias	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro (favor de especificar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 ¿Cómo clasificaría usted la calidad del desarrollo en Visalia durante los 10 años pasados?

	MUY BUENO	BASTANTE BUENO	MALO
Habitacional.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comercial.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industrial.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Público/Institucional.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7 ¿Cuántos años ha vivido en Visalia? _____ años

8 Edad? _____ años

9 ¿En cuál de los siguientes lugares actualmente trabaja o va a la escuela?

Visalia

Tulare

Hanford

Farmersville

Fresno

Porterville

Exeter

Lemoore/Naval Air Station

Otro (favor de especificar)

10 ¿Cuál es su estado de empleo?

Empleado a tiempo completo

Empleado a tiempo parcial

Trabajador autónomo

Estudiante

Ama de casa

Militar

Jubilado

No empleado

11 ¿Cuántas personas viven en su casa?
Adultos _____
Niños menores de 18 años _____

12 ¿Es usted dueño o alquila su casa?
Dueño
Alquilo

13 ¿Le podemos contactar?
Sí
No
Dirección de correo electrónico.....
Número de teléfono.....

14 Por favor, siéntase libre de añadir comentarios o explicar con más detalle las respuestas de su encuesta:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Separe, doble como indicado, cierre con cinta adhesiva con la dirección en la parte exterior, y envíe por correo.

General Plan Update
City of Visalia Planning Division
315 E. Acequia Avenue
Visalia, CA 93291

Poner
timbre
aquí

General Plan Update
City of Visalia Planning Division
315 E. Acequia Avenue
Visalia, CA 93291

APPENDIX B: RESPONSES TO OPEN-ENDED QUESTIONS

The first two questions in the survey gave respondents the opportunity to define in their own words their favorite aspects of Visalia, and the most important improvements. The responses are grouped into general categories in the tables below.

Question 1

TABLE 9: 'WHAT DO YOU LIKE MOST ABOUT LIVING IN VISALIA?'

Category	% of Total Responses	Category	% of Total Responses
Atmosphere (Small Town Feel)	25%	Cleanliness and Order	3%
Size (Town With Amenities of Larger City)	20%	Climate	3%
Downtown	18%	Comfort and Familiarity	2%
Location (Proximity to Mountains, Coast, Major Cities)	14%	Cost of Living	2%
People	13%	Family Orientation	2%
Ease of Access	12%	Health Care	2%
Shopping	9%	Neighborhoods and Housing	2%
Setting (Farmland, Natural Resources)	7%	Beauty	2%
Trees and Landscaping	7%	Growth	2%
Government and Public Services	7%	Businesses	1%
Community	6%	Growth Management	1%
Activities and Events	6%	Good City	1%
Restaurants and Food	6%	Quality of Life	1%
Safety	5%	Not Crowded	1%
Family, Friends	4%	Biking and Walking	1%
Schools	4%	Peace and Quiet	1%
Parks	3%	Not Much, Nothing	3%
		Other	3%

Question 2

TABLE 10: 'WHAT IS THE MOST IMPORTANT THING THAT SHOULD BE DONE TO IMPROVE VISALIA?'

Category	% of Total Responses	Category	% of Total Responses
Public Safety and Gang Suppression	33%	Traffic Law Enforcement	1%
Jobs and Economic Development	15%	Water Conservation and Supply	1%
Vacant Building Reuse and Commercial Infill	10%	Higher Education	1%
Growth Management	9%	Parking	1%
Traffic Circulation	8%	Streetscape and Landscaping	1%
Retail Development	8%	City Character	1%
City and Neighborhood Appearance	6%	Quality of New Development	1%
Street Maintenance and Improvements	6%	Accessibility for Seniors and Disabled	1%
Downtown Vitality	4%	Affordable Housing	1%
Neighborhood Improvements and Revitalization	4%	Facilitation of Development	1%
Parks, Open Space and Recreation	4%	Flood Control and Insurance	1%
Infill and Redevelopment	4%	Immigration Law Enforcement	1%
Schools and Educational Enrichment	3%	Medical Care	1%
Events and Entertainment	3%	Planning	1%
Pedestrian and Bike Improvements	3%	Rail Transit	1%
Agriculture and Open Space Preservation	3%	Air Transportation	1%
Activities for Youth	3%	Community Character	1%
City Budget and Management	3%	Renewable Energy and Energy Conservation	1%
Air Quality	3%	Senior Amenities and Assistance	1%
Public Transportation	2%	Youth Engagement	1%
Activities	2%	Nothing	1%
Homelessness	2%	Other	7%

APPENDIX C: CROSS-TABULATION RESULTS

Question 3

TABLE 11: 3D 'PROMOTE REDUCING WASTE, CONSERVING WATER, AND USING RENEWABLE ENERGY', BY AGE GROUP							
	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Strongly Agree	74%	59%	52%	61%	54%	76%	70%
Somewhat Agree	21%	33%	26%	28%	34%	18%	24%
Somewhat Disagree	0%	4%	10%	10%	6%	3%	0%
Strongly Disagree	2%	1%	5%	1%	3%	2%	2%
No Opinion	4%	3%	7%	0%	3%	0%	4%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 9: Support for Promote Reducing Waste, Conserving Water, and Using Renewable Energy, by Age Group

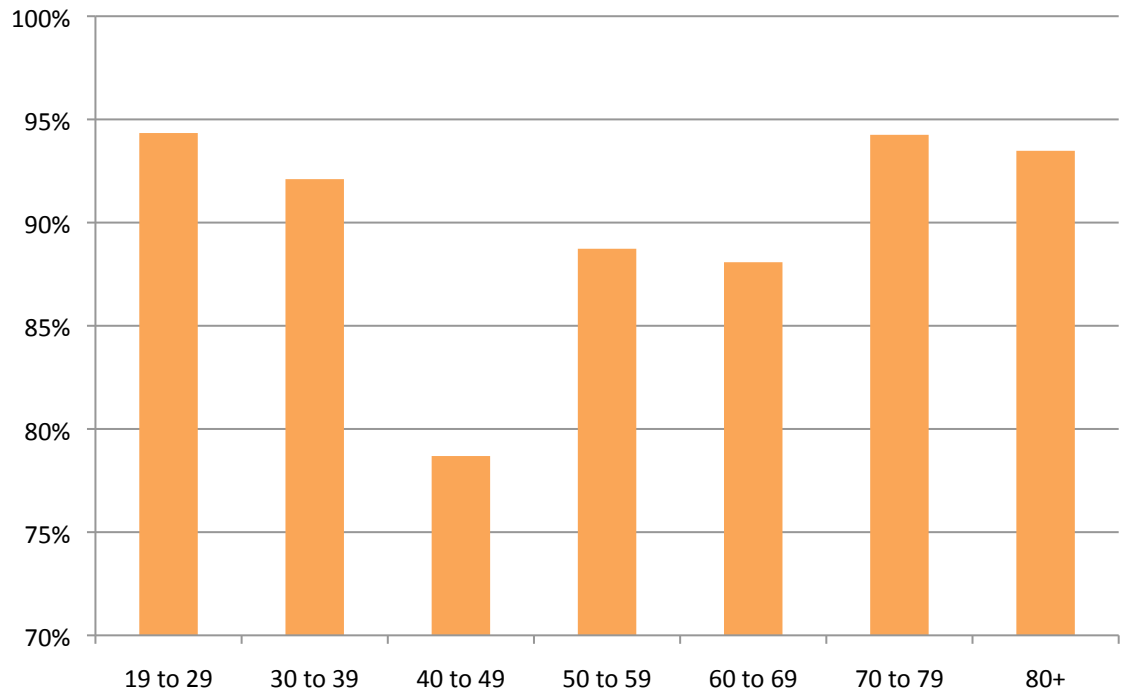
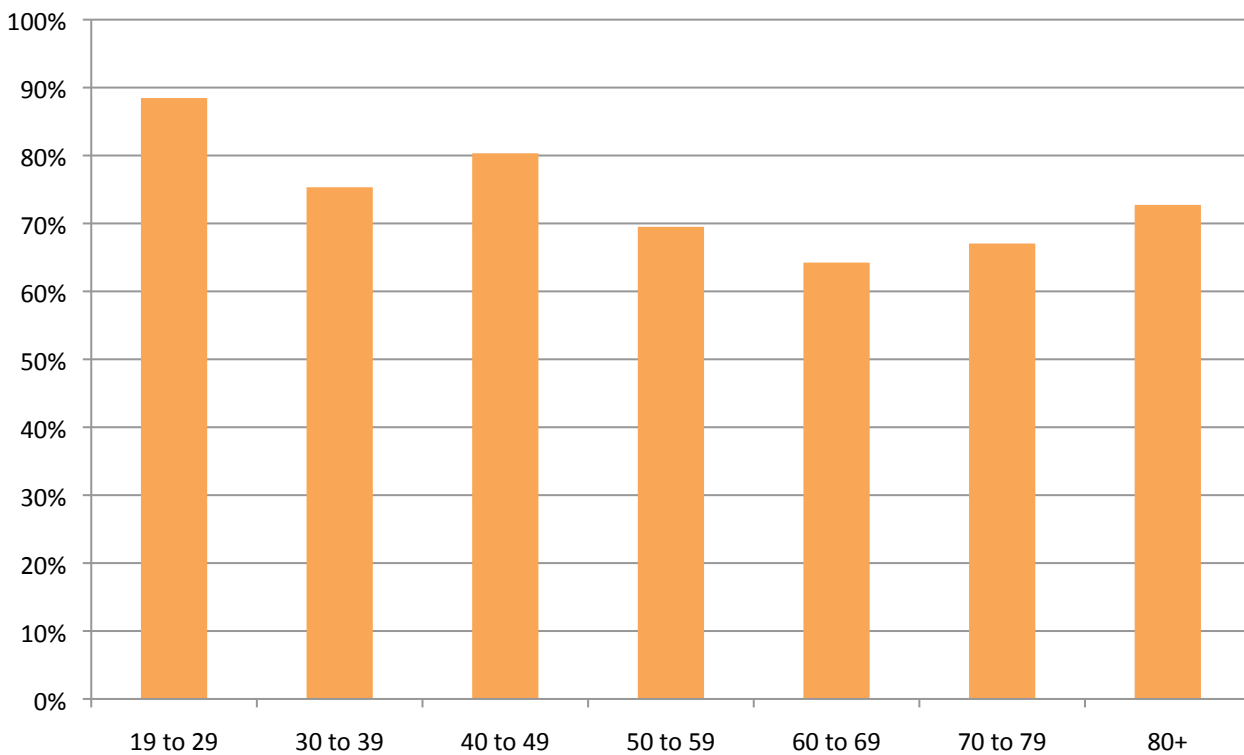


TABLE 12: 3G 'IDENTIFY A SITE FOR AND ATTRACT A FOUR-YEAR UNIVERSITY', BY AGE GROUP

	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Strongly Agree	52%	45%	52%	40%	32%	32%	39%
Somewhat Agree	37%	30%	28%	30%	32%	35%	34%
Somewhat Disagree	6%	14%	5%	15%	16%	17%	9%
Strongly Disagree	0%	4%	10%	10%	11%	13%	16%
No Opinion	6%	6%	5%	6%	9%	3%	2%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 10: Support for Identifying a Site for and Attracting a Four-year University, by Age Group



Question 4

TABLE 13: 4A 'EXPANDED BUS SERVICE', BY TENURE		
	Own	Rent
Support	61%	79%
Oppose	18%	7%
No Opinion	21%	14%
TOTAL	100%	100%

Figure 11: Support for Expanded Bus Service, by Tenure

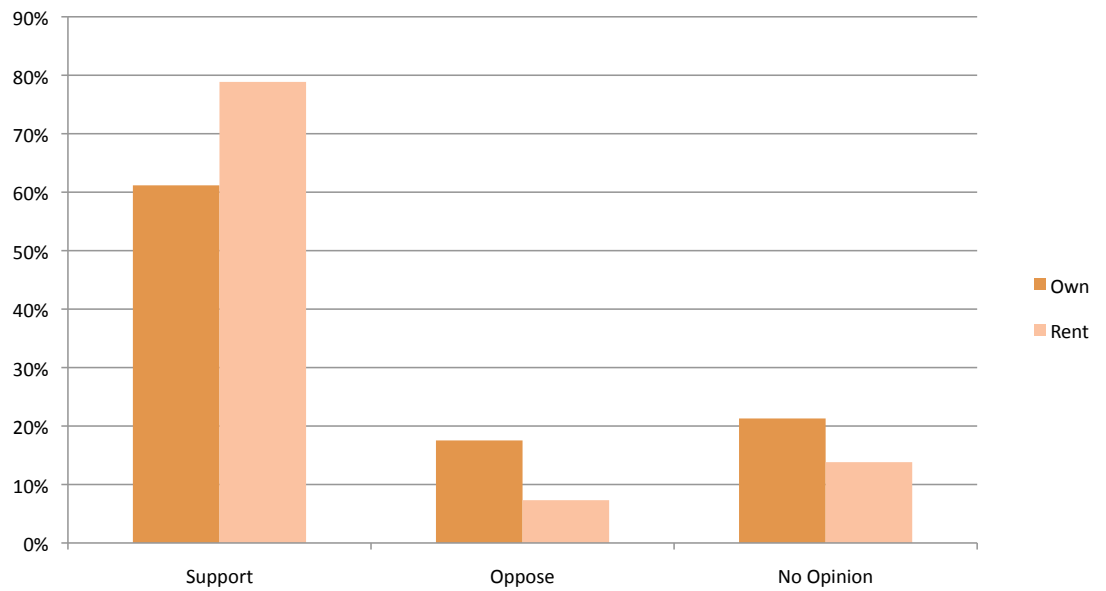


TABLE 14: 4B 'MORE BIKE PATHS', BY AGE GROUP							
	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Support	68%	80%	80%	78%	63%	63%	69%
Oppose	17%	11%	10%	9%	20%	17%	11%
No Opinion	15%	9%	10%	13%	16%	20%	20%
TOTAL	100%	100%	100%	100%	100%	100%	100%

TABLE 15: 4C 'MORE BIKE LANES', BY AGE GROUP							
	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Support	55%	69%	69%	59%	56%	59%	55%
Oppose	21%	17%	18%	22%	29%	18%	18%
No Opinion	25%	14%	13%	19%	15%	24%	27%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 12: Support for Bike Paths and Bike Lanes, by Age Group

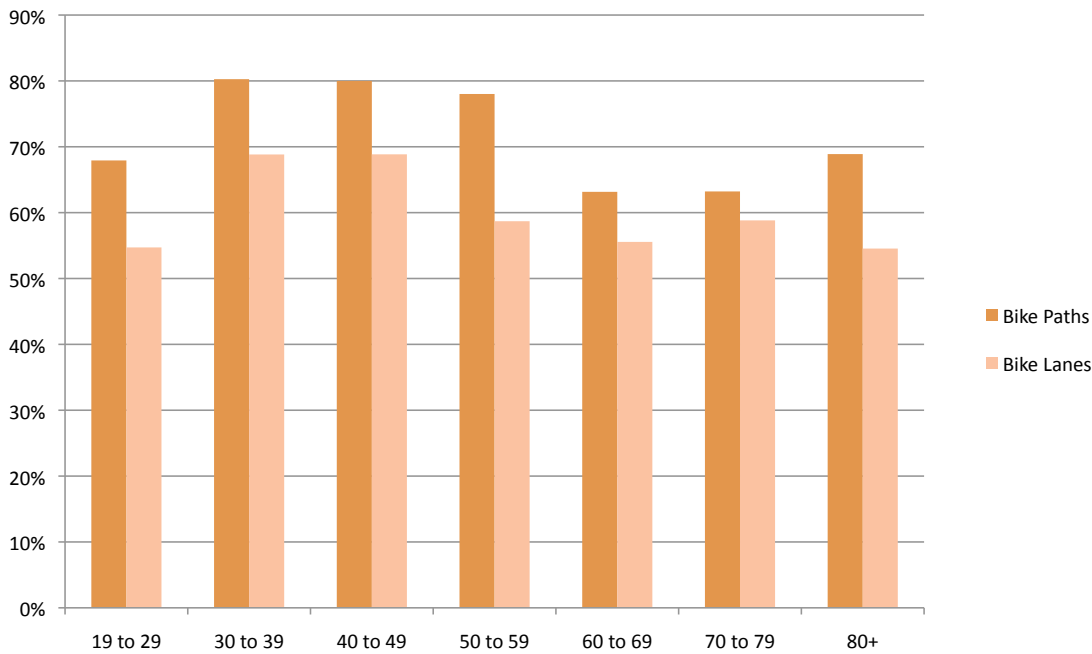


TABLE 16: 4F 'LIGHT RAIL TRANSIT', BY AGE GROUP

	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Support	46%	64%	54%	51%	39%	47%	42%
Oppose	33%	22%	18%	33%	41%	32%	29%
No Opinion	21%	14%	28%	16%	20%	21%	29%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 13: Support for Light Rail Transit, by Age Group

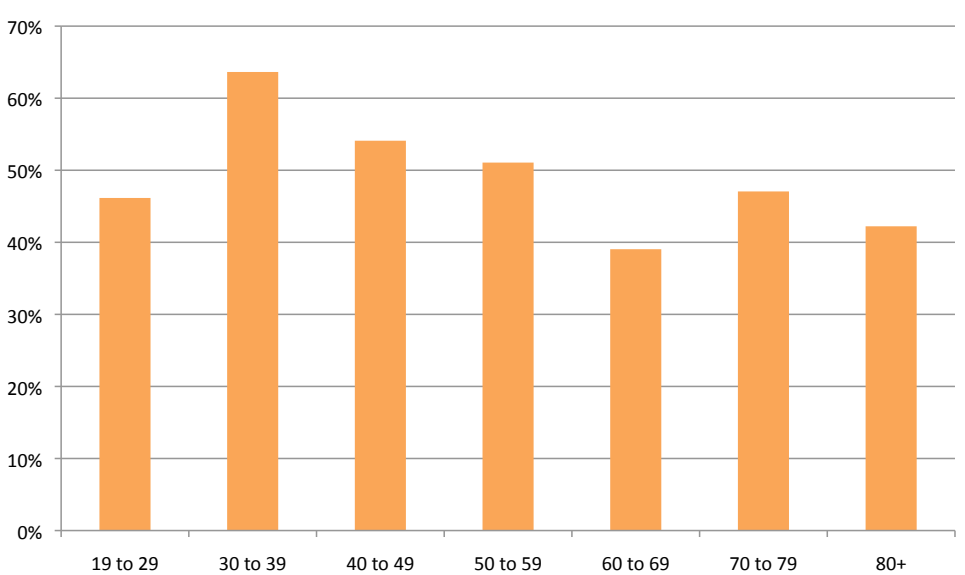
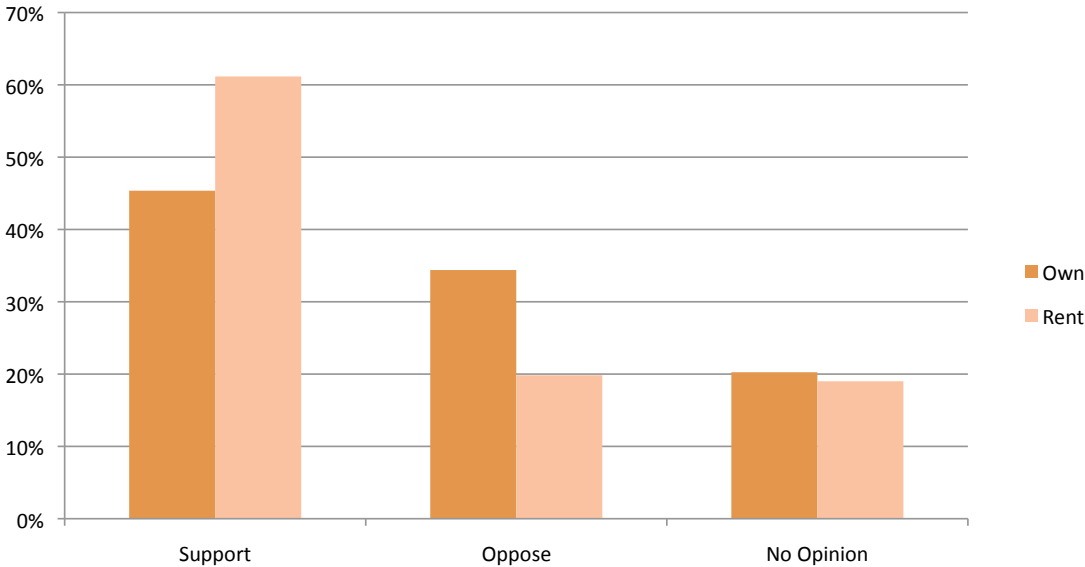


TABLE 17: 4F 'LIGHT RAIL TRANSIT', BY TENURE		
	Own	Rent
Support	45%	61%
Oppose	34%	20%
No Opinion	20%	19%
TOTAL	100%	100%

Figure 14: Support for Light Rail Transit, by Tenure



Question 5

TABLE 18: 5A 'BUILDING AND MAINTAINING PARKS, TRAILS, AND RECREATIONAL FACILITIES', BY AGE GROUP							
	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
High Priority	63%	72%	58%	57%	48%	49%	60%
Low Priority	27%	22%	35%	36%	48%	42%	23%
No Opinion	10%	5%	7%	7%	5%	8%	16%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 15: Priority for Building and Maintaining Parks, Trails, and Recreational Facilities, by Age Group

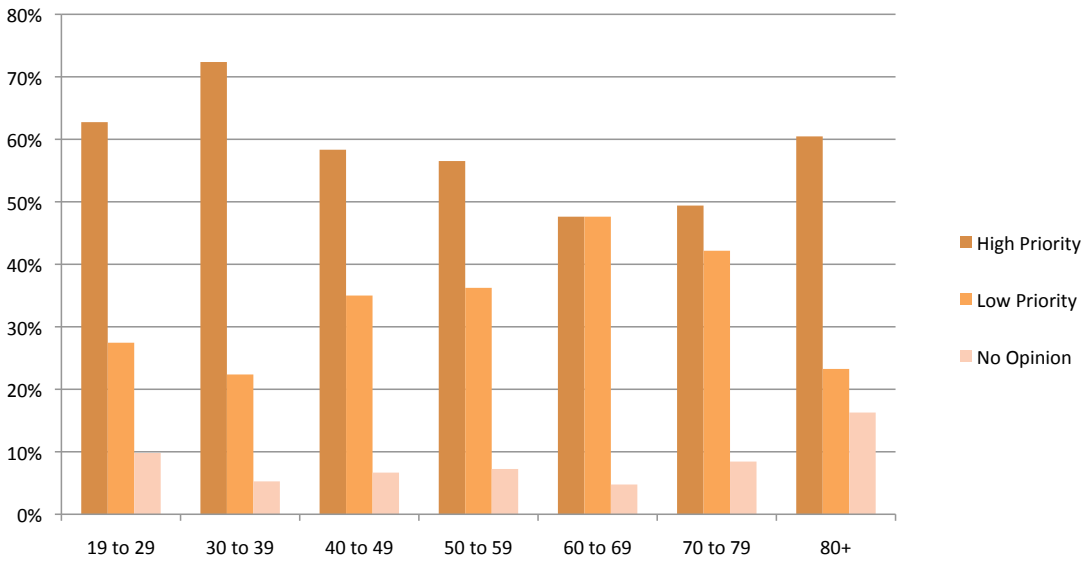


TABLE 19: 5C 'EXPANDING SENIOR PROGRAMS', BY AGE GROUP							
	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
High Priority	48%	37%	55%	38%	41%	43%	52%
Low Priority	33%	45%	35%	44%	48%	47%	28%
No Opinion	19%	18%	10%	19%	10%	10%	20%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 16: Priority for Expanding Senior Programs, by Age Group

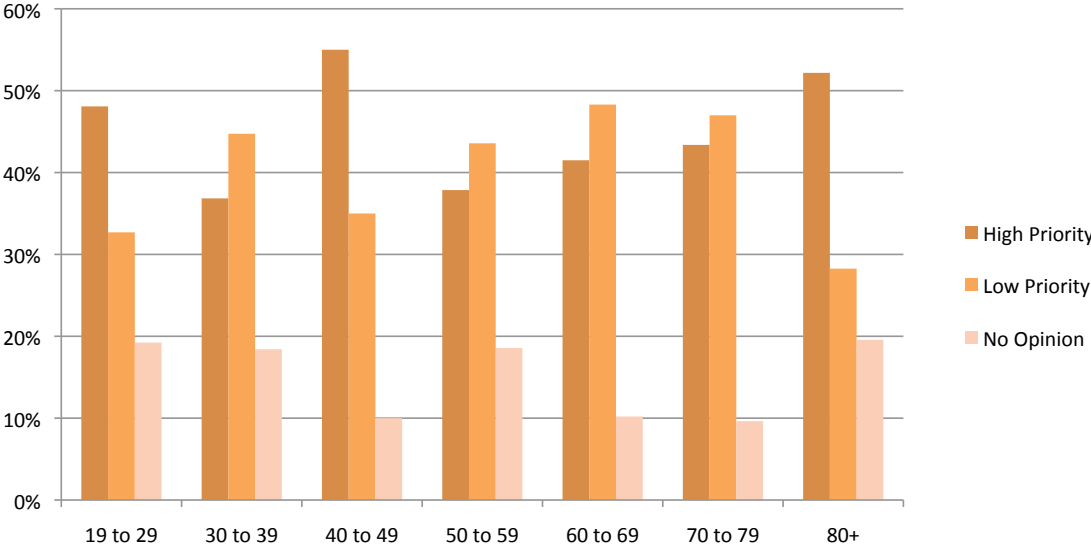


TABLE 20: 5D 'IMPROVING PUBLIC TRANSIT AND BUS SERVICES', BY AGE GROUP

	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
High Priority	66%	53%	58%	43%	43%	47%	61%
Low Priority	23%	37%	32%	42%	42%	45%	24%
No Opinion	11%	11%	10%	15%	14%	8%	15%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 17: Priority for Improving Public Transit and Bus Service, by Age Group

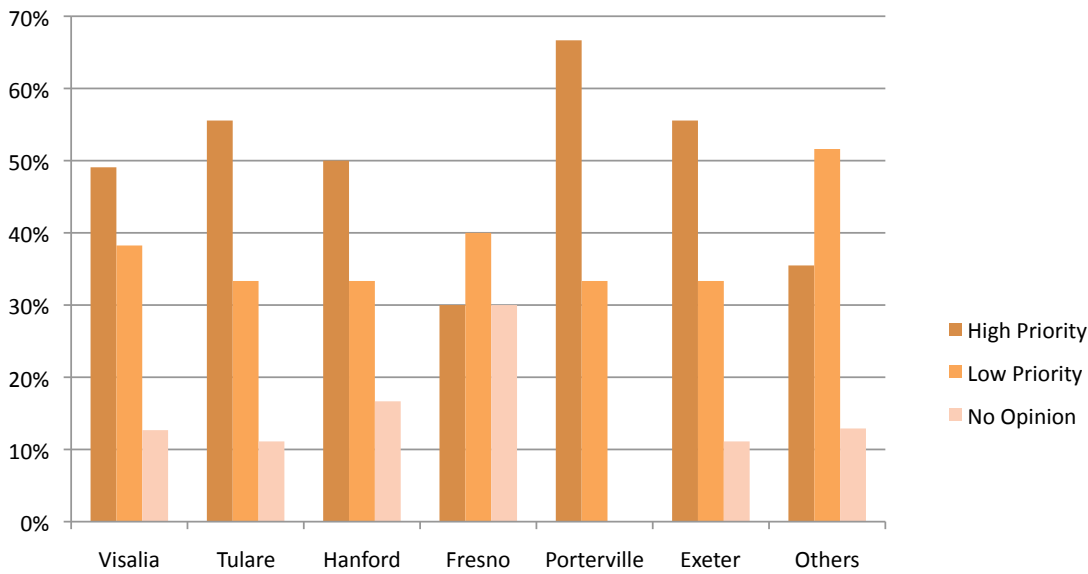


TABLE 21: 5D 'IMPROVING PUBLIC TRANSIT AND BUS SERVICES', BY LOCATION OF WORK OR SCHOOL

	Visalia	Tulare	Hanford	Fresno	Porterville	Exeter	Others
High Priority	49%	56%	50%	30%	67%	56%	35%
Low Priority	38%	33%	33%	40%	33%	33%	52%
No Opinion	13%	11%	17%	30%	0%	11%	13%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 18: Priority for Improving Public Transit and Bus Service by Location of Work or School, by Age Group

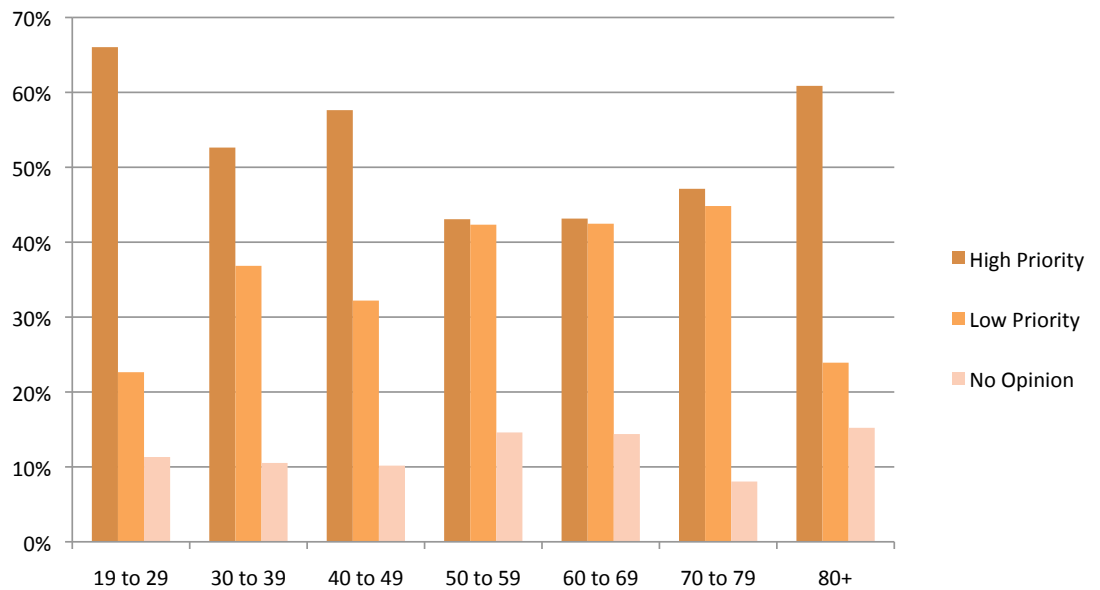


TABLE 22: 5E 'IMPROVING ARTS AND CULTURAL PROGRAMS', BY AGE GROUP

	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
High Priority	67%	47%	55%	40%	31%	36%	36%
Low Priority	23%	43%	42%	46%	56%	56%	42%
No Opinion	10%	9%	3%	14%	13%	8%	22%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 19: Priority for Improving Arts and Cultural Programs, by Age Group

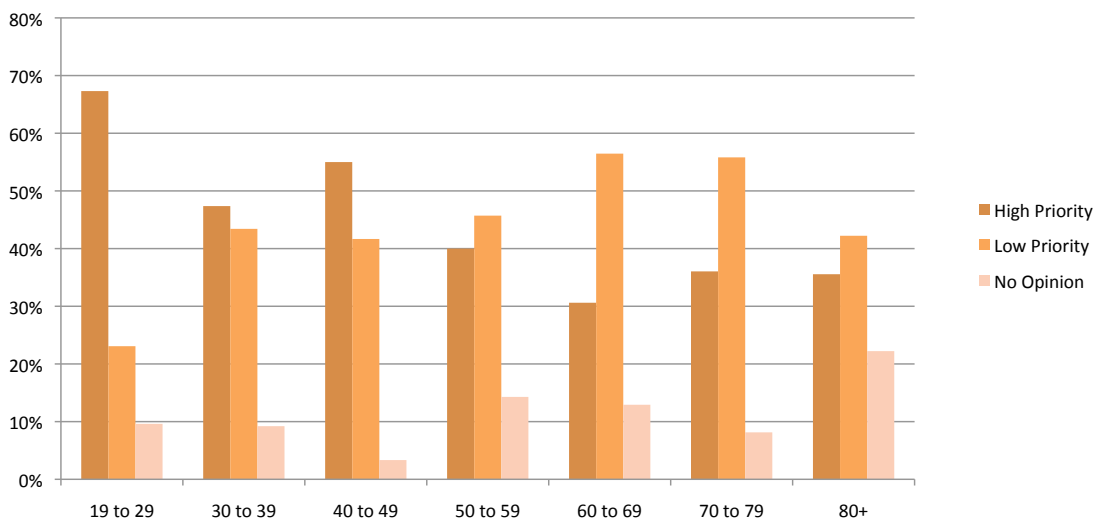


TABLE 23: 5G 'PROVIDING MORE YOUTH ACTIVITIES AND FACILITIES', BY EMPLOYMENT STATUS

	Em- ployed full- time	Em- ployed part- time	Self- em- ployed	Student	Home- maker	Military	Retired	Not Em- ployed
High Priority	72%	73%	65%	100%	97%	50%	72%	91%
Low Priority	22%	15%	29%	0%	3%	50%	18%	5%
No Opinion	6%	12%	5%	0%	0%	0%	10%	3%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

Figure 20: Priority for Providing More Youth Activities and Facilities, by Employment Status

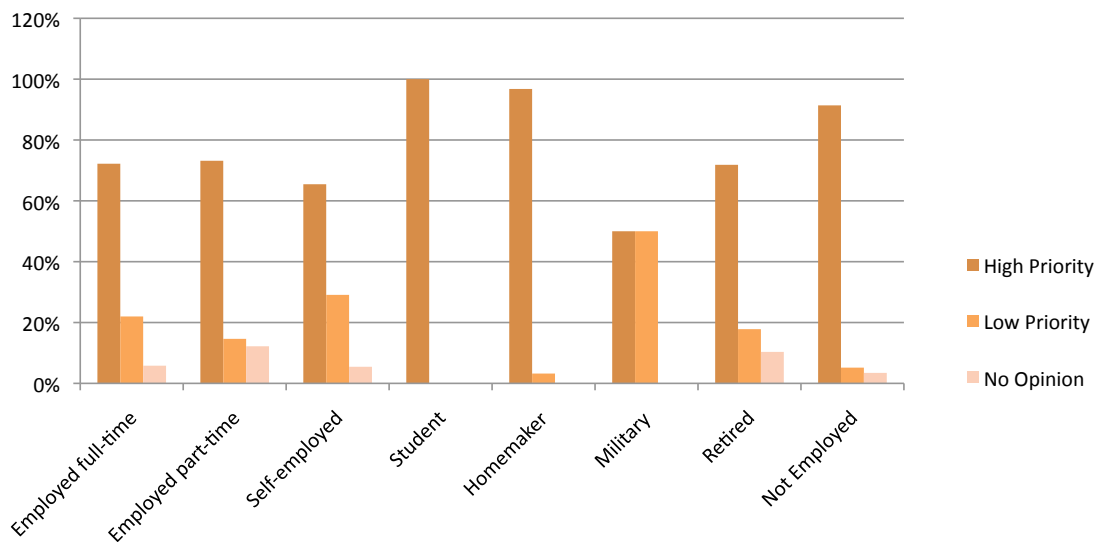
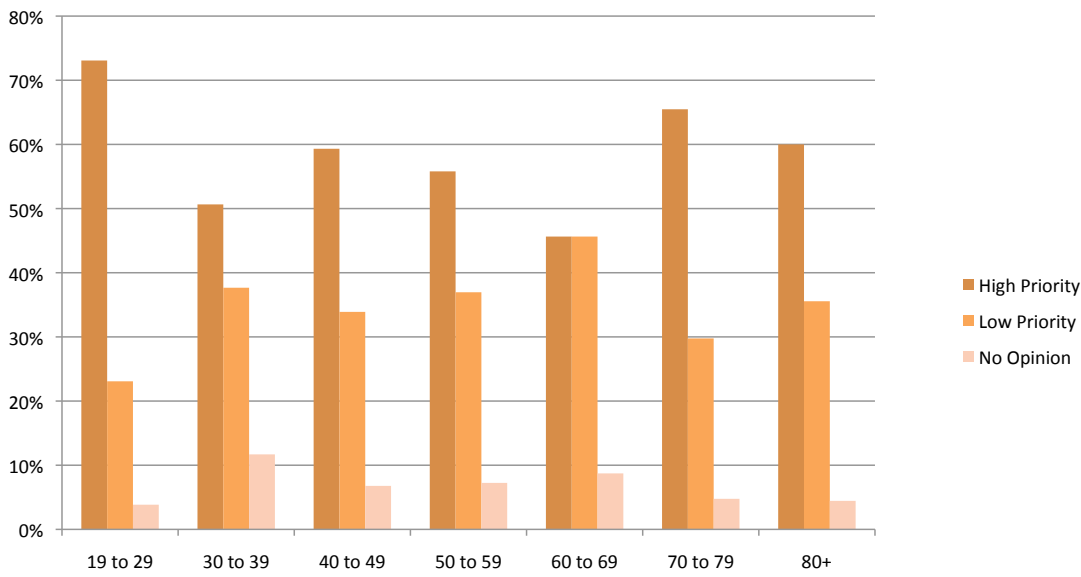


TABLE 24: 51 'ENVIRONMENTAL/CONSERVATION PROGRAMS', BY AGE GROUP

	19 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
High Priority	73%	51%	59%	56%	46%	65%	60%
Low Priority	23%	38%	34%	37%	46%	30%	36%
No Opinion	4%	12%	7%	7%	9%	5%	4%
TOTAL	100%	100%	100%	100%	100%	100%	100%

Figure 21: Priority for Environmental/Conservation Programs, by Age Group



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