

DRAFT

Fresno County

Blueprint Planning Workshop

Polling Results

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Fresno, California***

Prepared for

***VRPA Technologies, Inc.
4630 W. Jennifer, Suite 105
Fresno, CA 93722***

Prepared by



1886 Deer Canyon Road
Arroyo Grande, CA 93420
(805) 474-8105
www.strategicinit.com

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Meeting Overview

The public workshop was hosted by the Fresno Council of Governments as part of their ongoing effort to obtain public input for the Blueprint Planning Process. Over 165 people participated in an interactive polling process to collect and discuss their opinions on community values, long-range planning, transportation, housing and future growth issues.

Each workshop participant was provided a remote FM radio input terminal to respond to questions generated by computer and projected on a large screen. The results were tabulated and immediately presented back to the group for discussion. Demographic information was collected to assess the different perspectives of participants based on where they lived, who they represented, and a number of other categories. The survey questions are presented in Appendix A



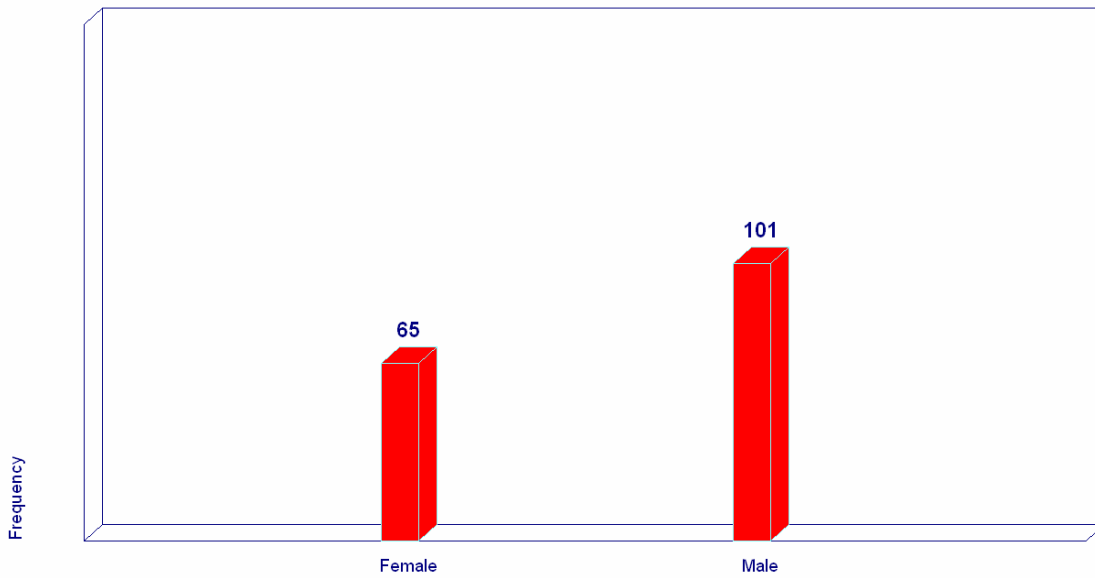
This report presents the results of the interactive surveys. The observations and conclusions from the discussion were recorded and will be reported separately.

It is important to note that the interactive polling process was designed to stimulate discussion and understanding of the perspectives of the various participants. It was not designed to be statistically representative of a broader group of participants. The number of participants may vary among polls since all participants may not have participated in every poll.

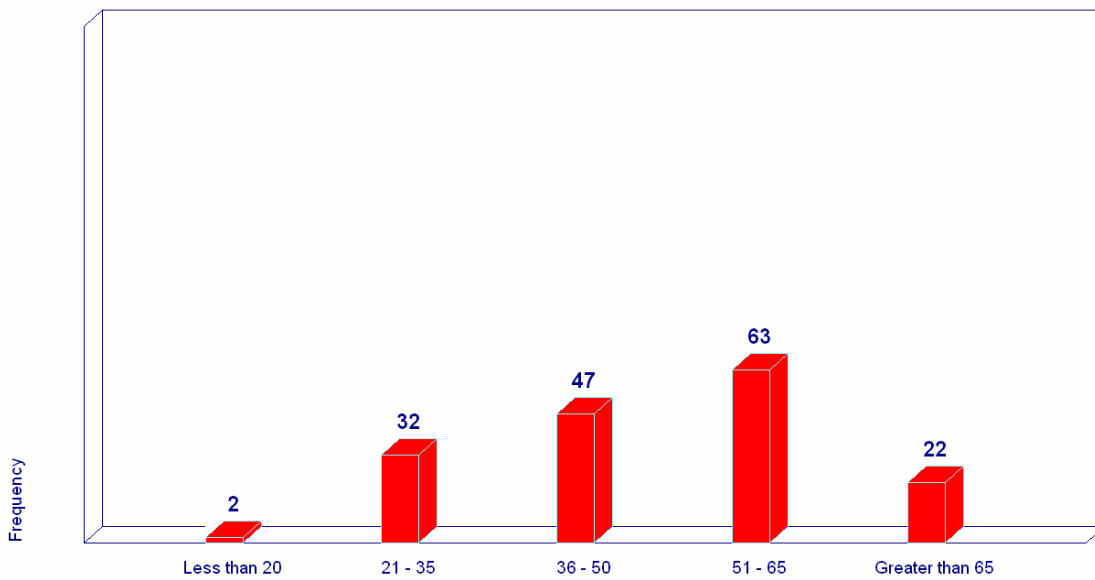
Demographic Information

The following demographic information was collected from the workshop participants.

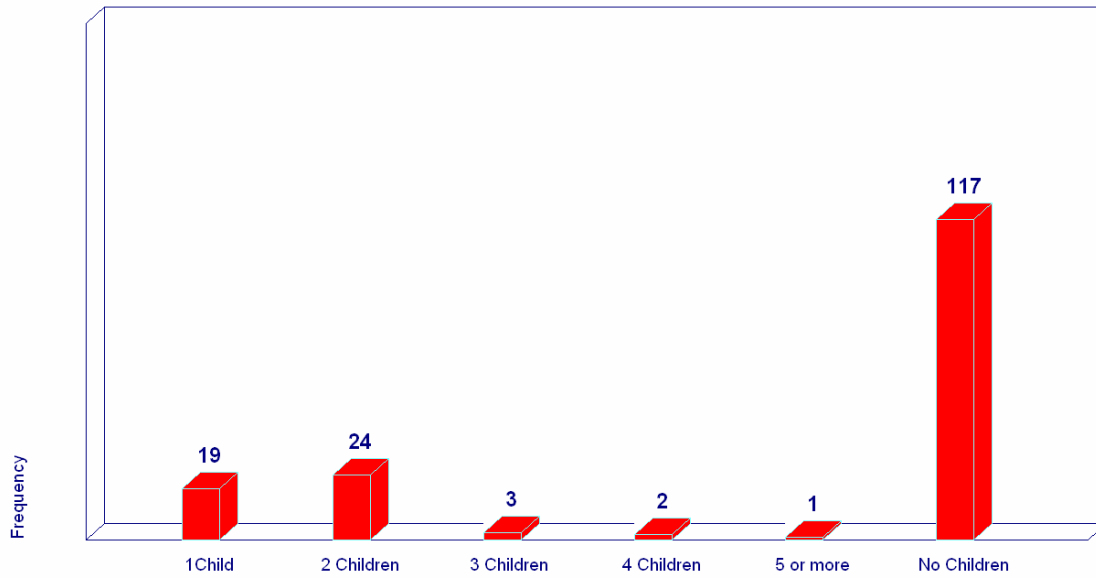
A- What is your gender?



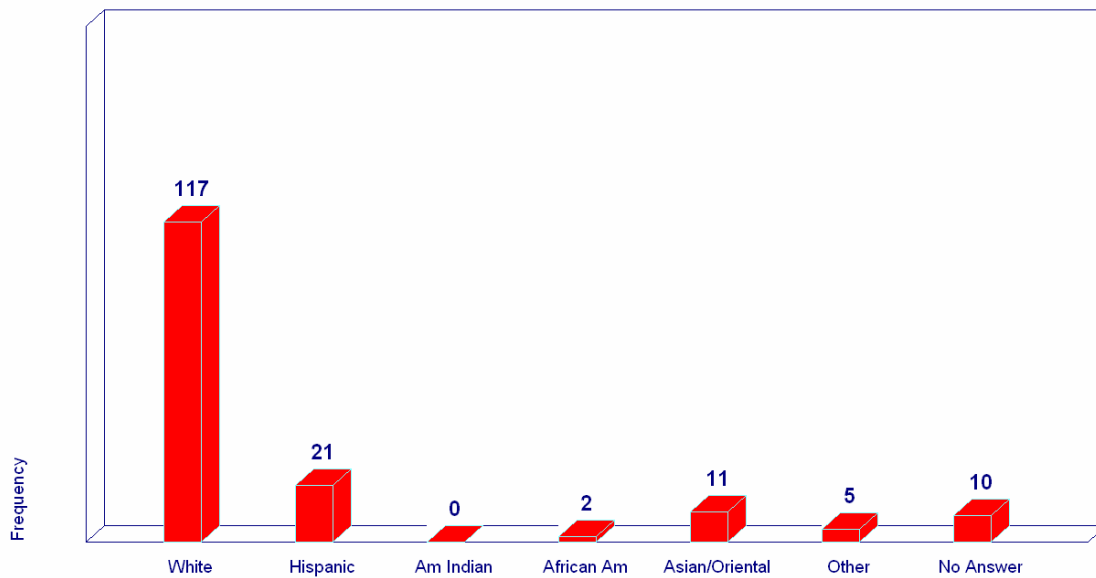
B- What is your age?



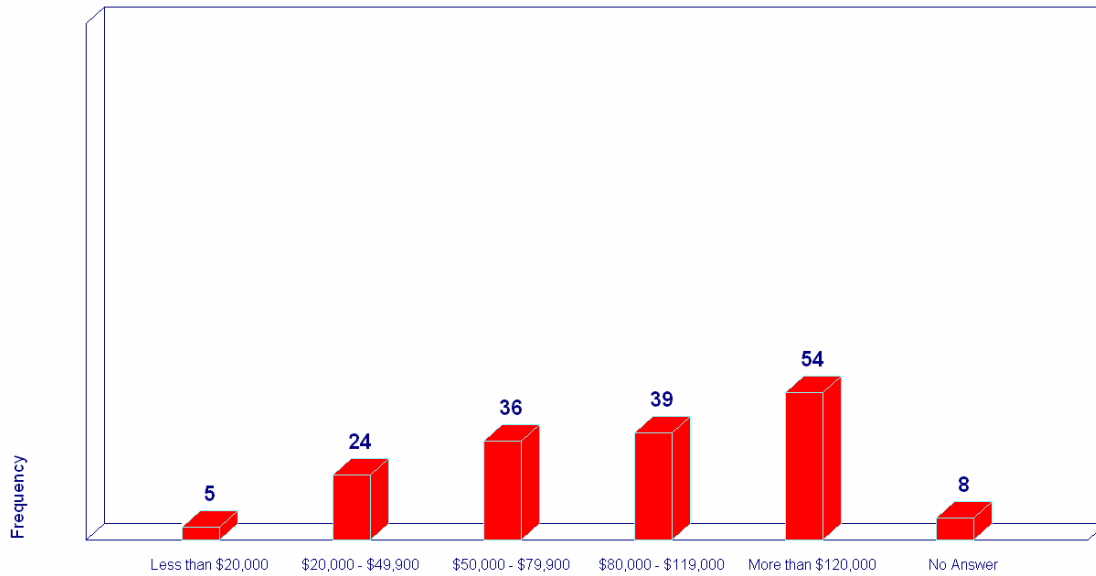
C- How many children under the age of 18 currently live in your household?



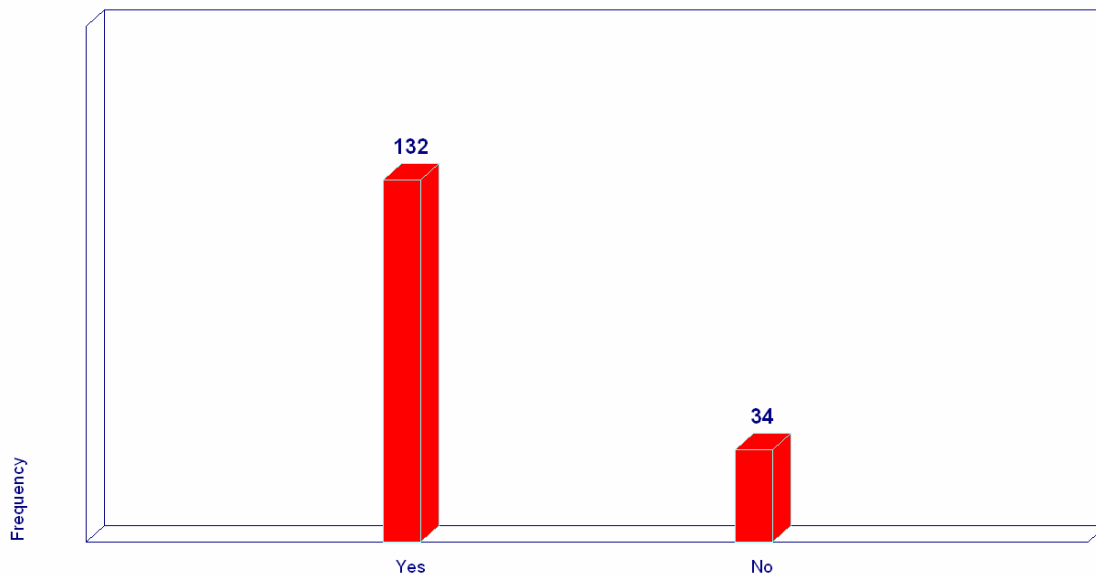
D- What is your racial or ethnic background?



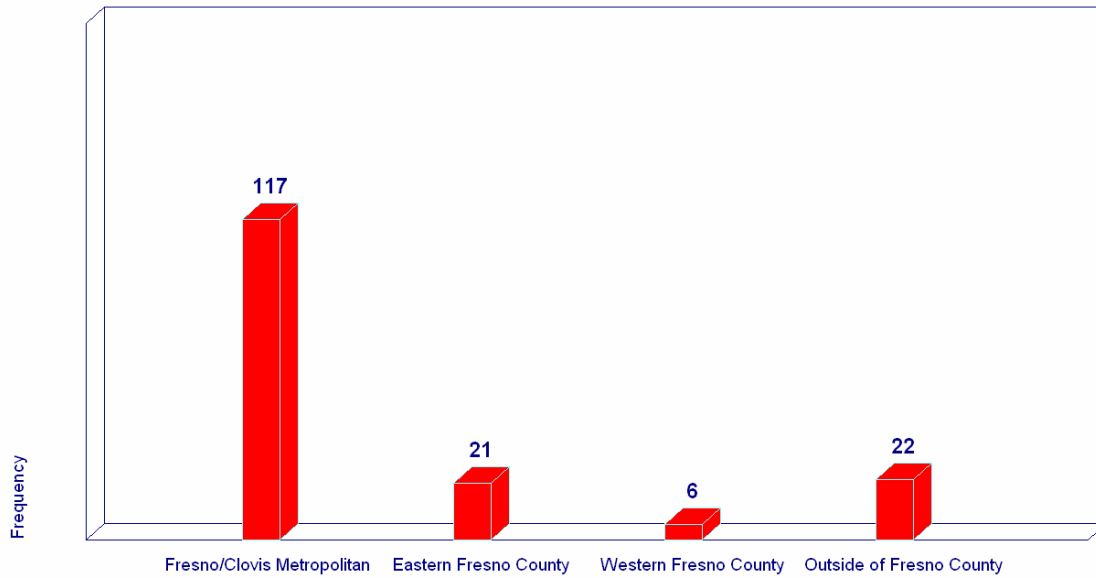
E- What is your Annual Household Income?



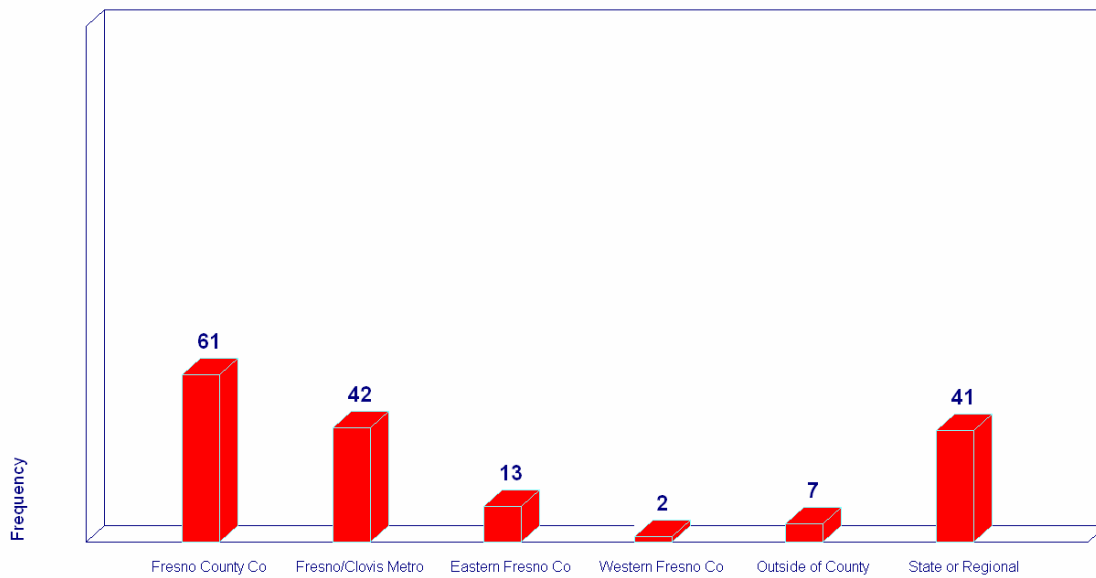
F- Do you own your home?



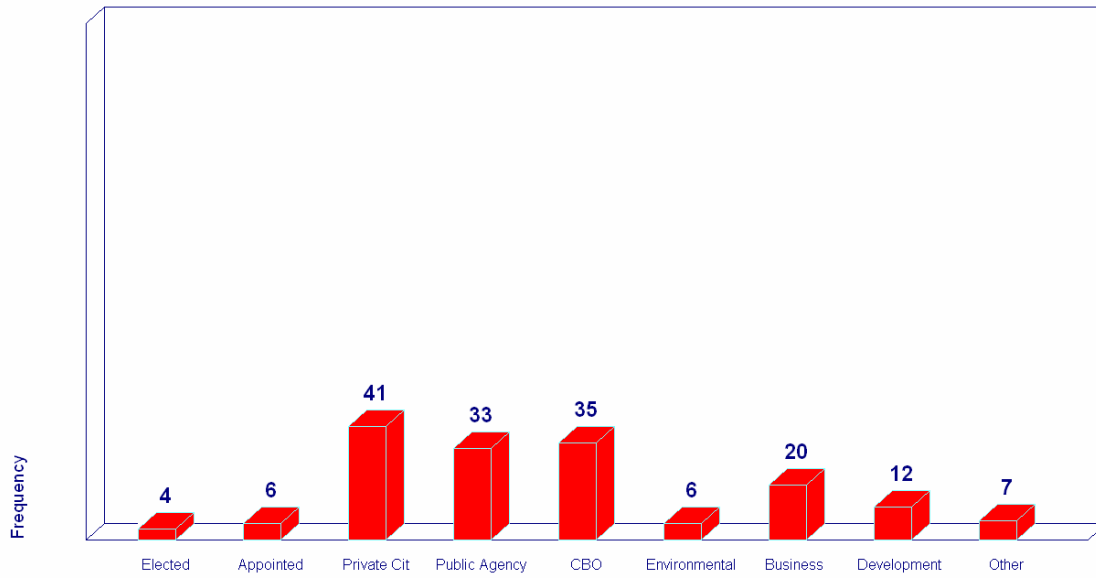
G- Where do you live?



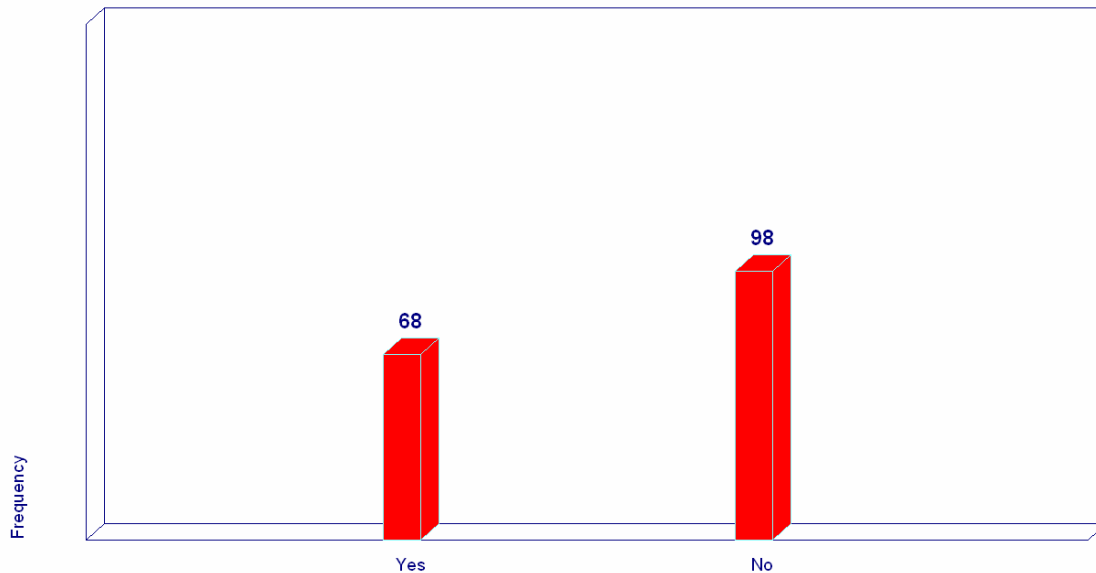
H- What geographic area do you represent?



I- Which of the following subgroups BEST describes you?



J- Have you participated in previous Blueprint planning activities?



Values Assessment

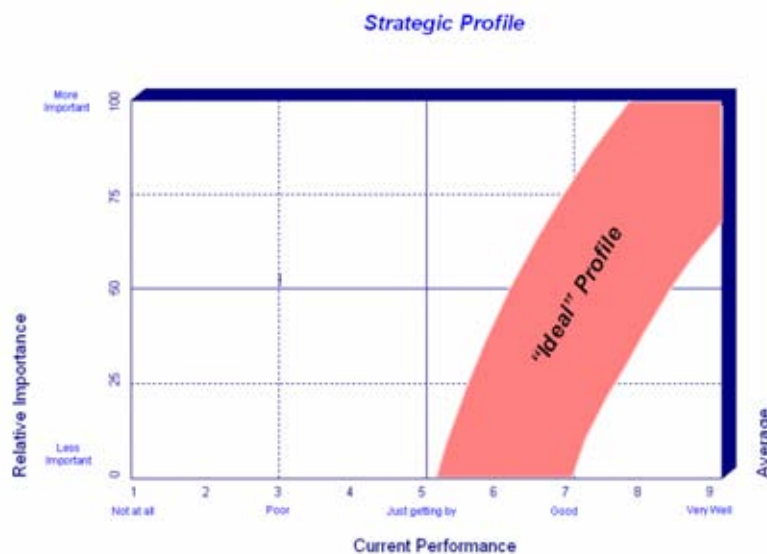
The workshop participants prioritized the following community values using a paired-comparison technique where two of the eleven values were projected on a screen and each participant simultaneously selected which of the two values was more important. After all possible combinations of the pairs were assessed, the relative importance of the values was calculated on a scale from 0 to 100 where a rating of 0 is the lowest priority and 100 is the highest priority.

- A. Aesthetic Quality
- B. All People Have Worth
- C. Cultural Richness
- D. Environmental Sustainability
- E. Healthy Environment
- F. Housing Choices
- G. Positive Image
- H. Public Safety
- I. Transportation Options
- J. Vibrant Economy
- K. World Class Education

The workshop participants also assessed how well each of the values was being achieved today using the following scale:

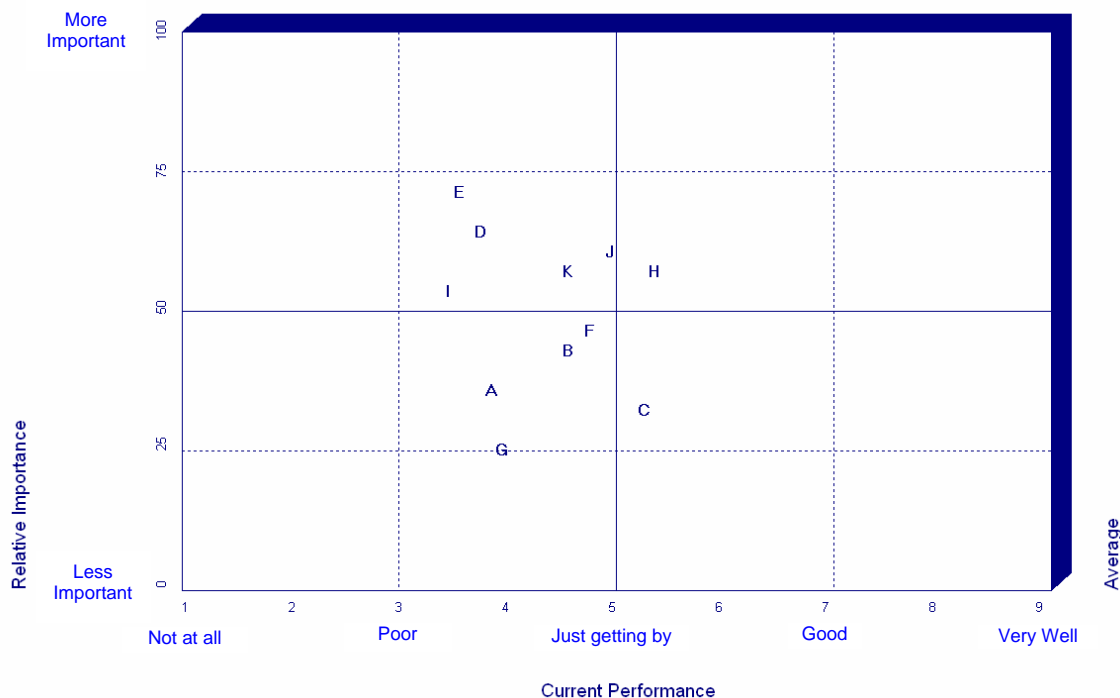
- 1. Not at all
- 2.
- 3. Poor
- 4.
- 5. Just getting by
- 6.
- 7. Good
- 8.
- 9. Very Well

The results of this process were presented in a strategic profile, which presents the relative importance of the key services on the vertical axis and the current performance on the horizontal axis.



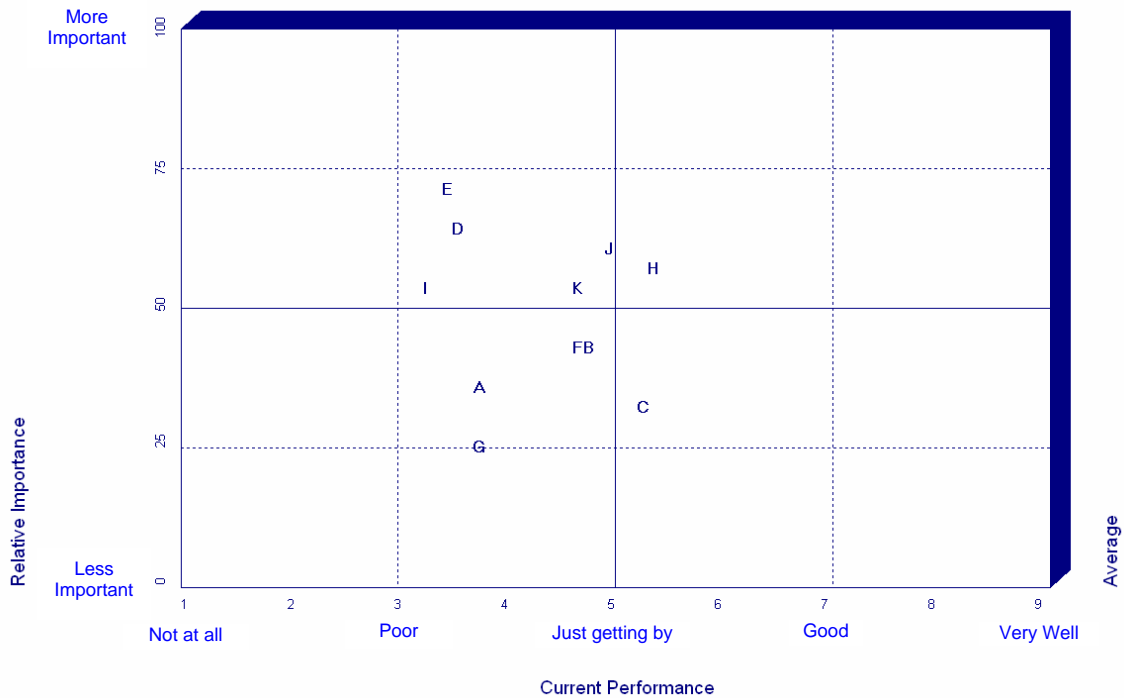
The Strategic Profiles for all participants and selected residential locations in Fresno County are presented in this report. The Strategic profile for each demographic category is presented in Appendix B.

Fresno County Values Profile (All Participants)



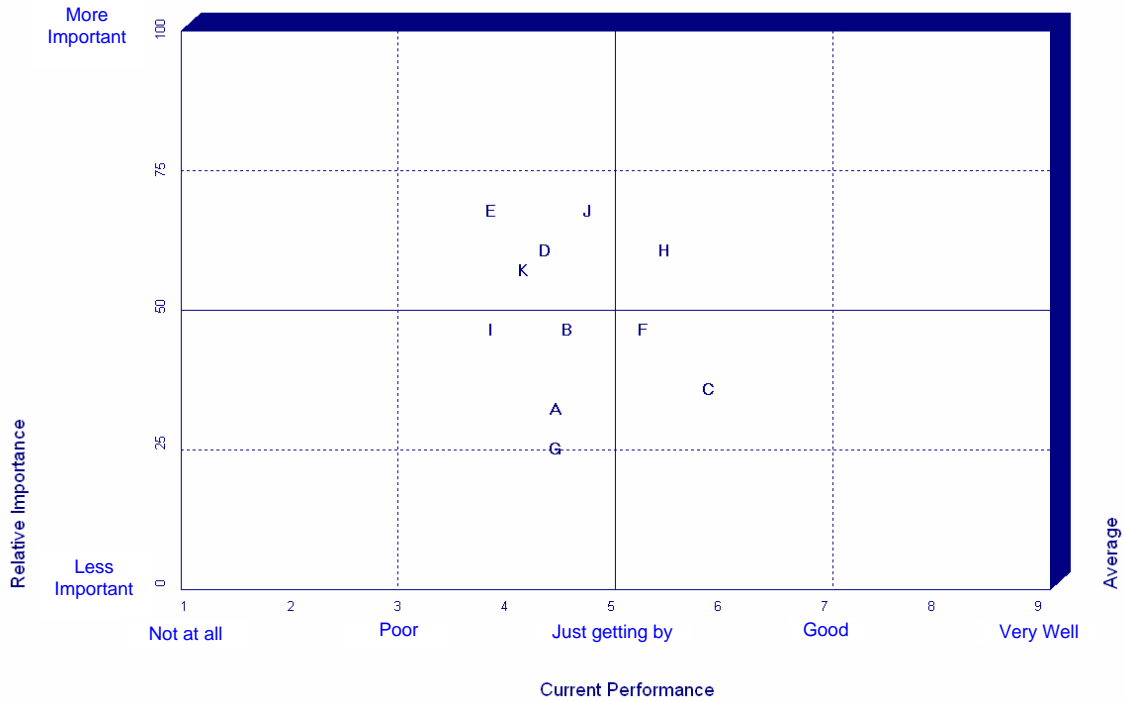
- A. Aesthetic Quality**
- B. All People Have Worth**
- C. Cultural Richness**
- D. Environmental Sustainability**
- E. Healthy Environment**
- F. Housing Choices**
- G. Positive Image**
- H. Public Safety**
- I. Transportation Options**
- J. Vibrant Economy**
- K. World Class Education**

**Fresno County Values Profile
(Fresno/Clovis Metropolitan Area Residents)**



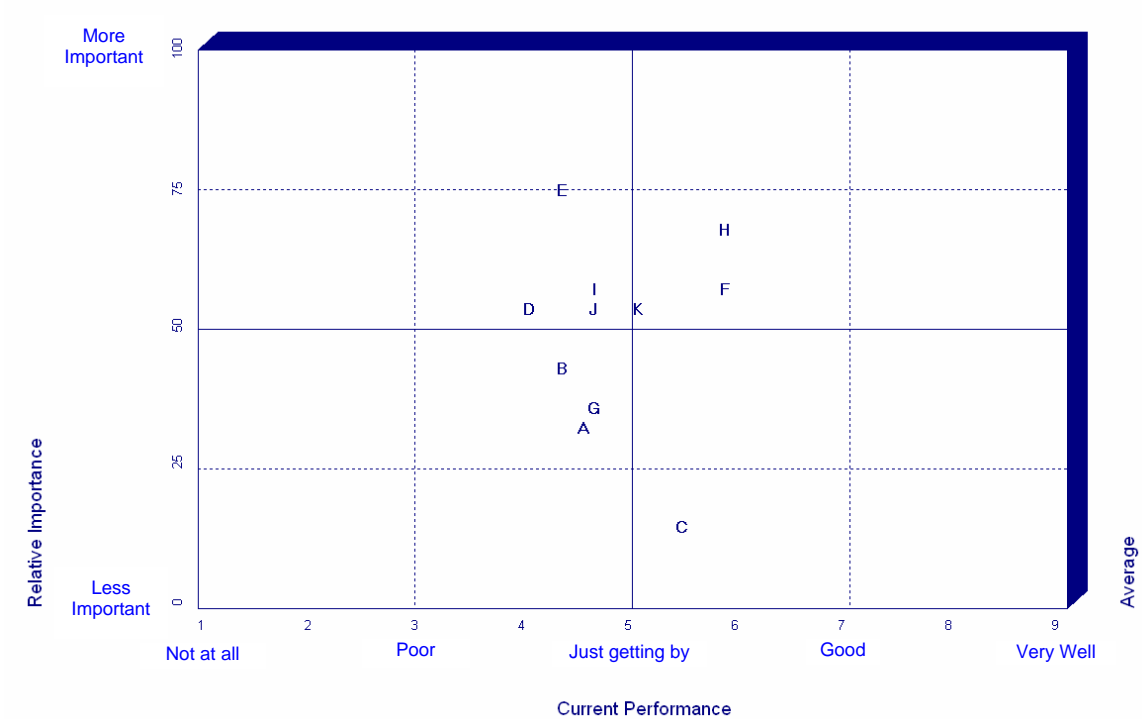
- A. Aesthetic Quality**
- B. All People Have Worth**
- C. Cultural Richness**
- D. Environmental Sustainability**
- E. Healthy Environment**
- F. Housing Choices**
- G. Positive Image**
- H. Public Safety**
- I. Transportation Options**
- J. Vibrant Economy**
- K. World Class Education**

**Fresno County Values Profile
(Eastern Fresno County)**



- A. Aesthetic Quality**
- B. All People Have Worth**
- C. Cultural Richness**
- D. Environmental Sustainability**
- E. Healthy Environment**
- F. Housing Choices**
- G. Positive Image**
- H. Public Safety**
- I. Transportation Options**
- J. Vibrant Economy**
- K. World Class Education**

**Fresno County Values Profile
(Western Fresno County)**

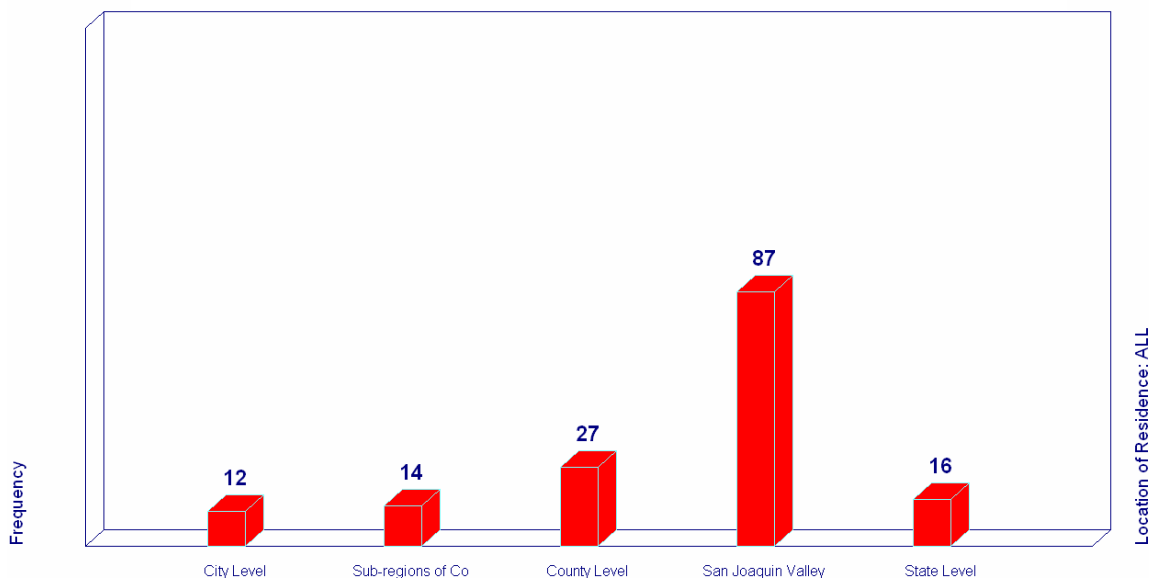


- | | |
|--|----------------------------------|
| A. Aesthetic Quality | G. Positive Image |
| B. All People Have Worth | H. Public Safety |
| C. Cultural Richness | I. Transportation Options |
| D. Environmental Sustainability | J. Vibrant Economy |
| E. Healthy Environment | K. World Class Education |
| F. Housing Choices | |

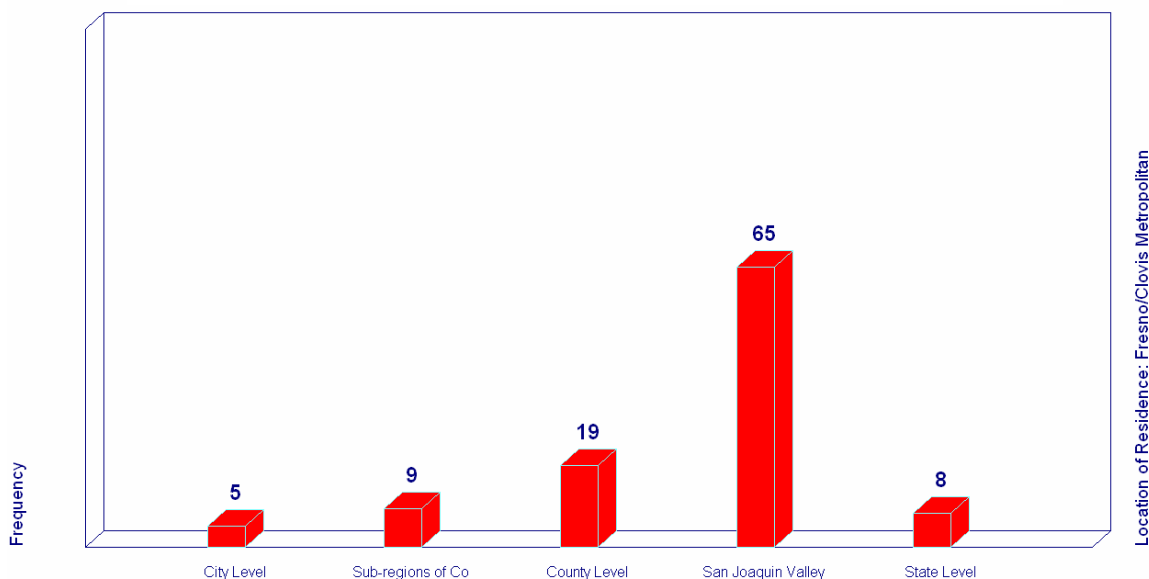
Long-Range Planning

Workshop participants were asked their opinion regarding the most effective jurisdictional level to conduct long-range planning. The results of the polls for all participants and selected residential locations in Fresno County are presented in the following charts. The results for all demographic categories are presented in Appendix C.

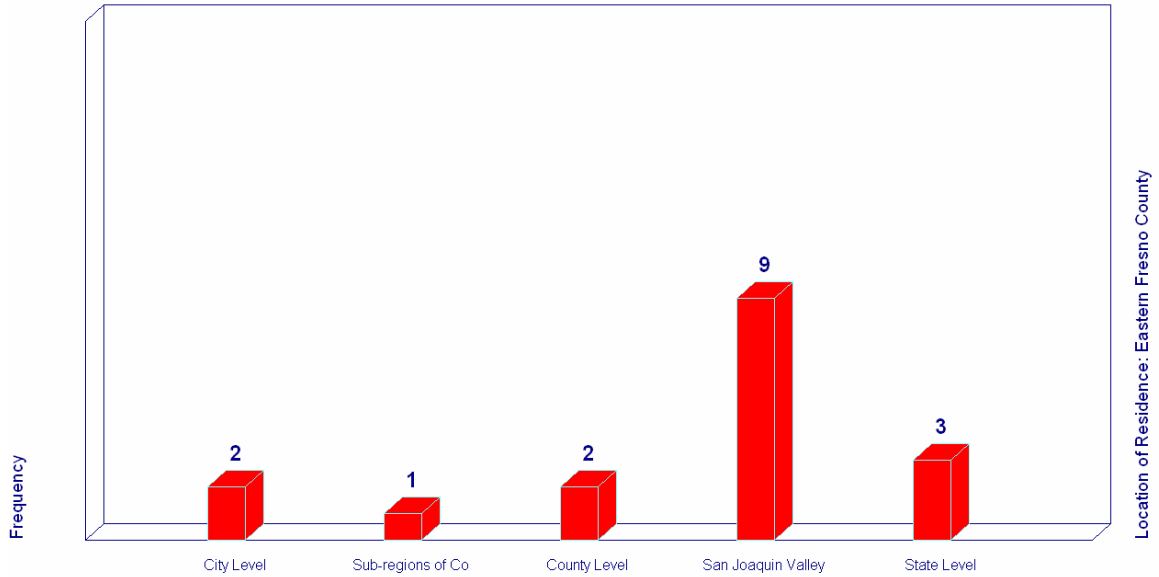
Long-Range Planning (40+ years) is most effective at the: (All Participants)



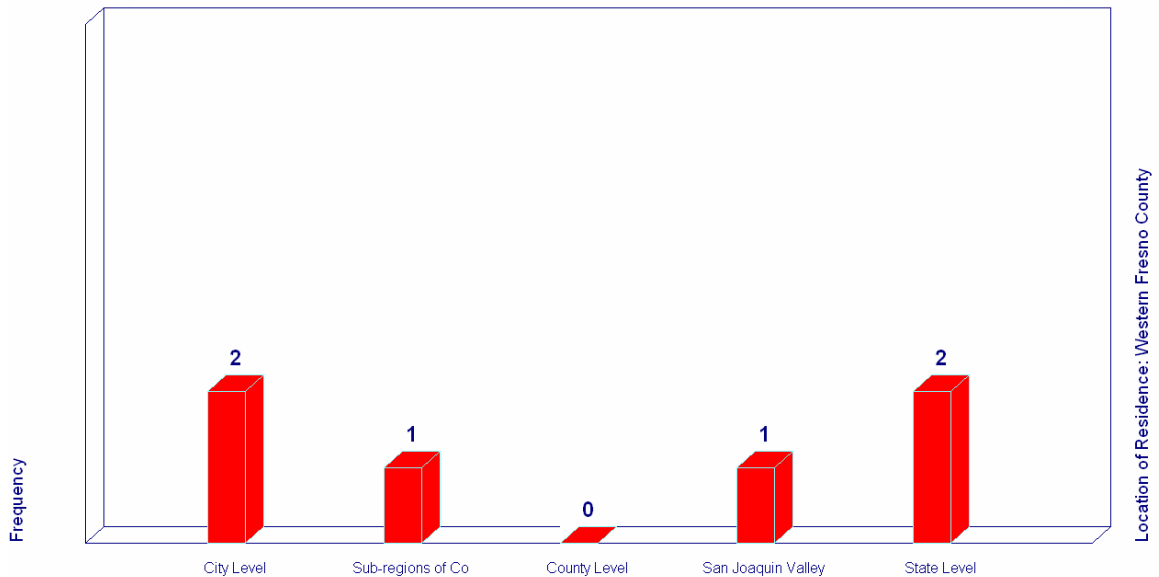
Long-Range Planning (40+ years) is most effective at the: (Fresno/Clovis Metropolitan Area Participants)



**Long-Range Planning (40+ years) is most effective at the:
(Eastern Fresno County Participants)**



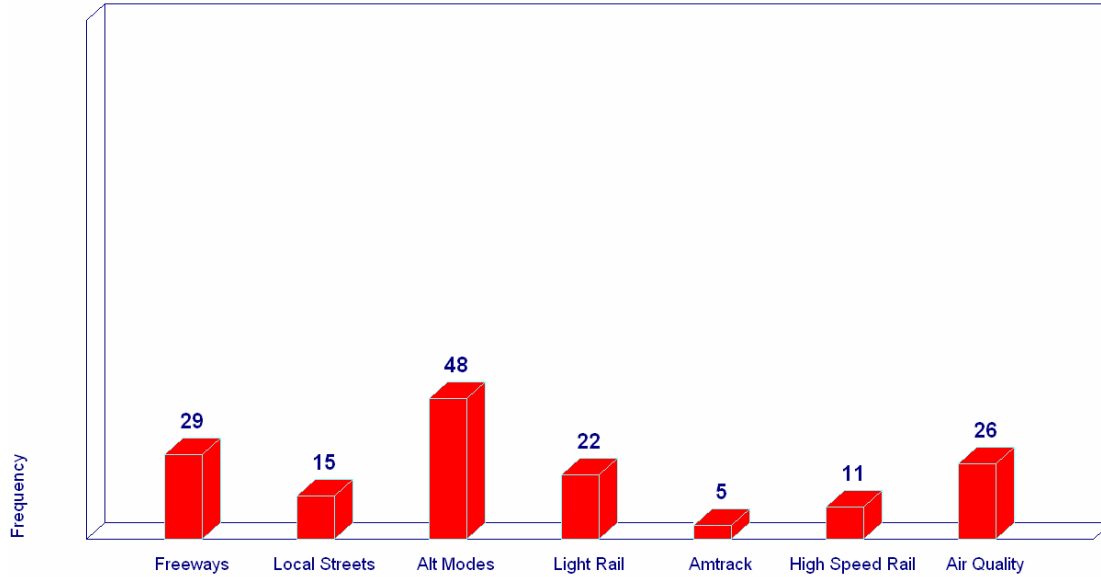
**Long-Range Planning (40+ years) is most effective at the:
(Western Fresno County Participants)**



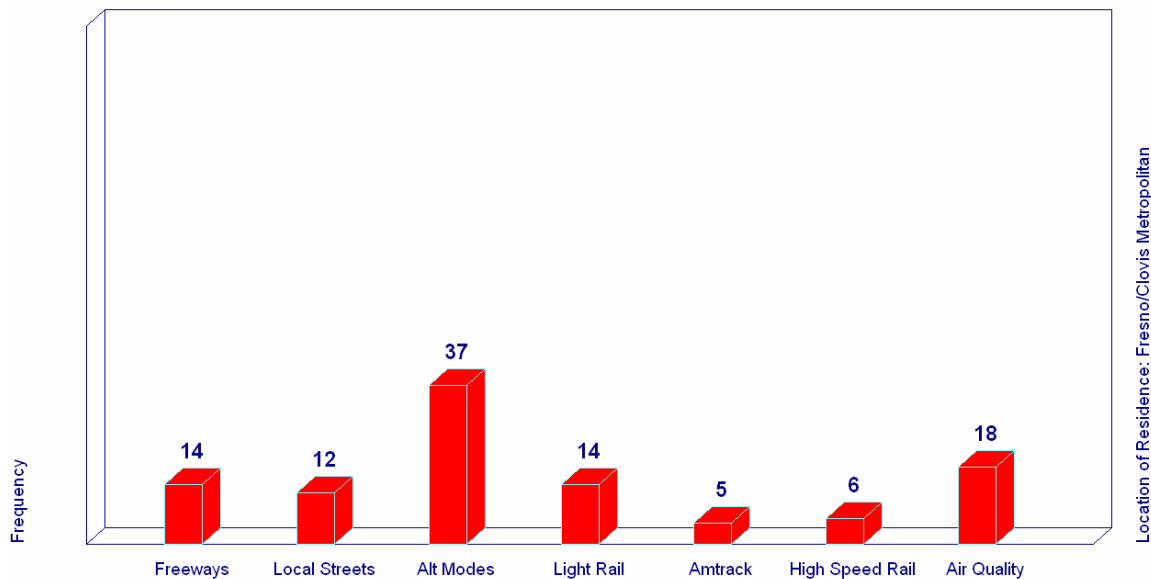
Transportation

Workshop participants were asked their opinion regarding where scarce transportation dollars should be spent. The results of the polls for all participants and selected residential locations in Fresno County are presented in the following charts. The results for all demographic categories are presented in Appendix D.

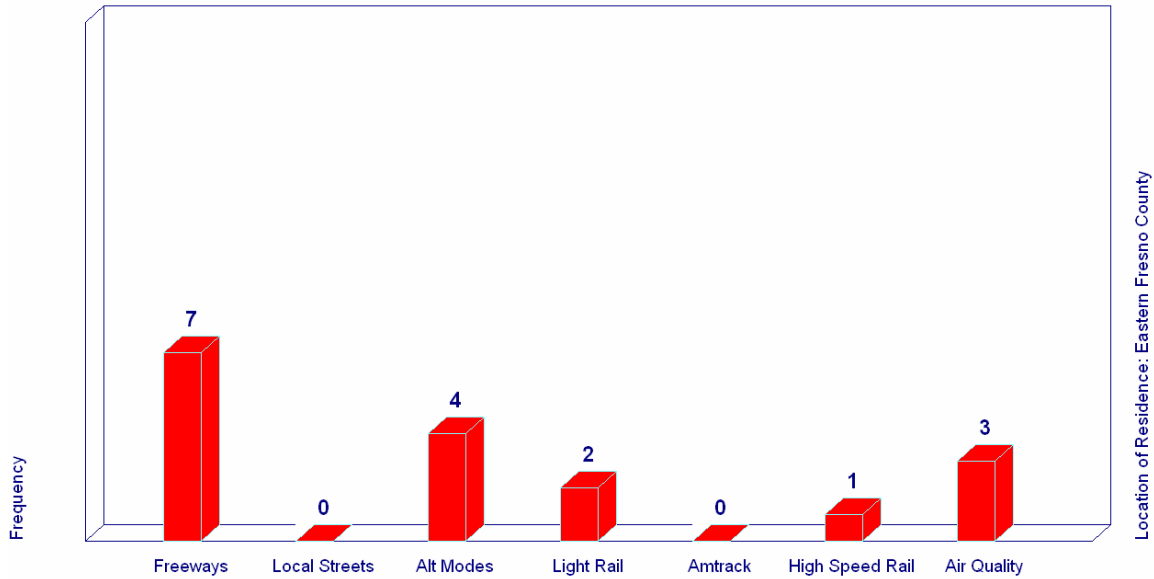
**How should we spend our scarce transportation dollars?
(All Participants)**



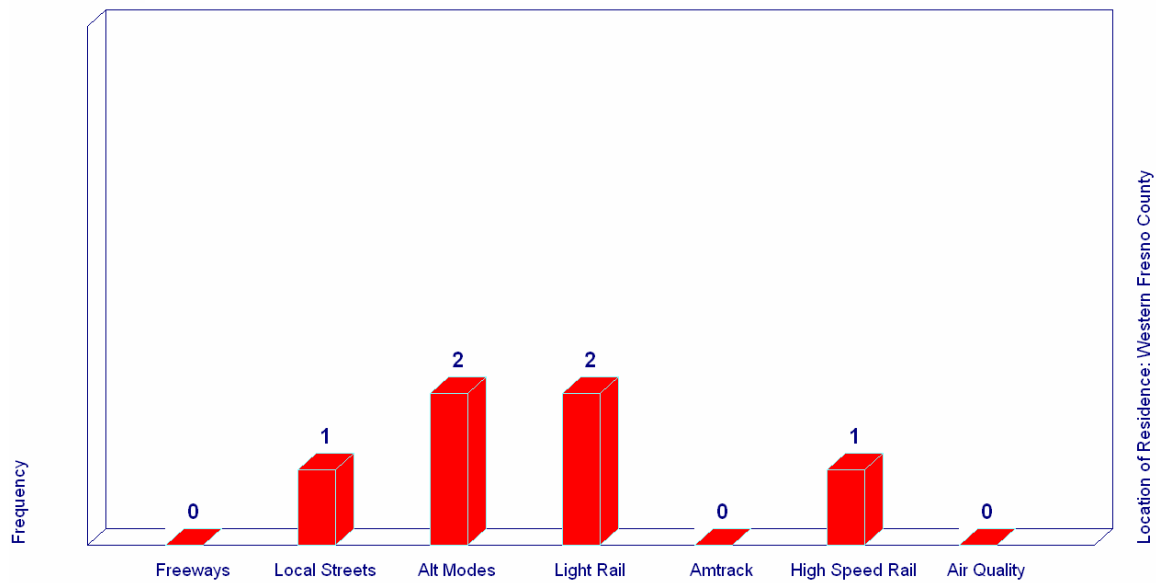
**How should we spend our scarce transportation dollars?
(Fresno/Clovis Metropolitan Area Participants)**



How should we spend our scarce transportation dollars? (Eastern Fresno County Participants)



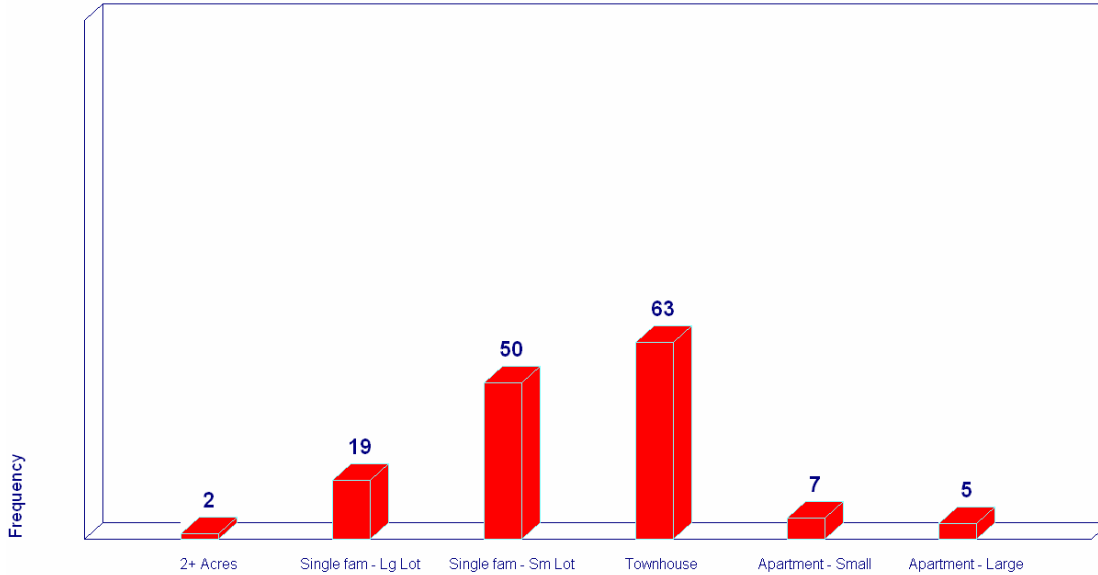
How should we spend our scarce transportation dollars? (Western Fresno County Participants)



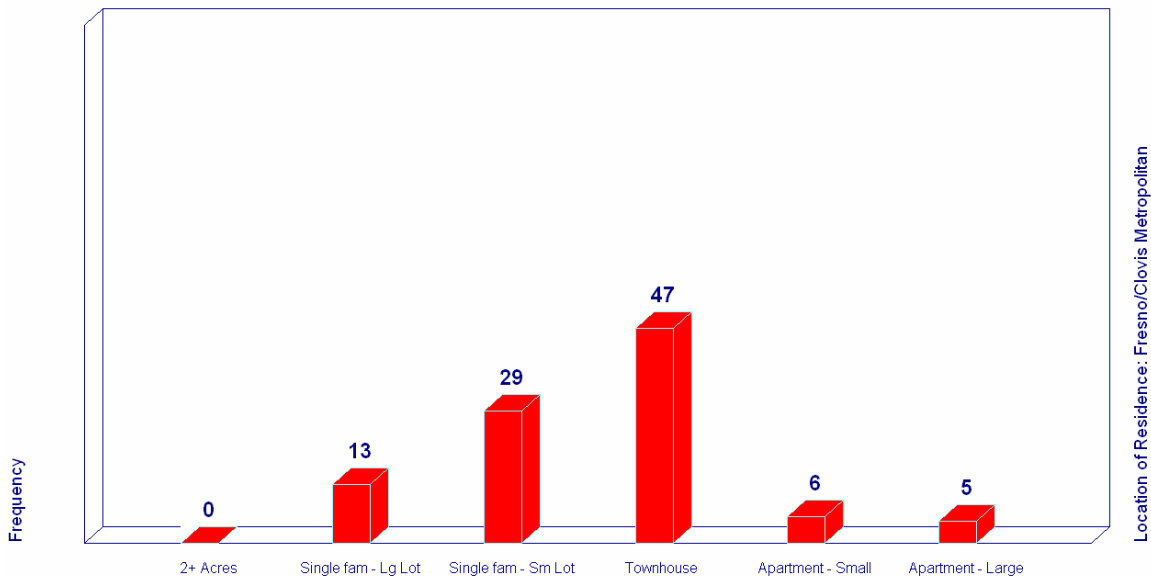
Housing

Workshop participants were asked their opinion regarding the type of housing that we should focus on in the future. The results of the polls for all participants and selected residential locations in Fresno County are presented in the following charts. The results for all demographic categories are presented in Appendix E.

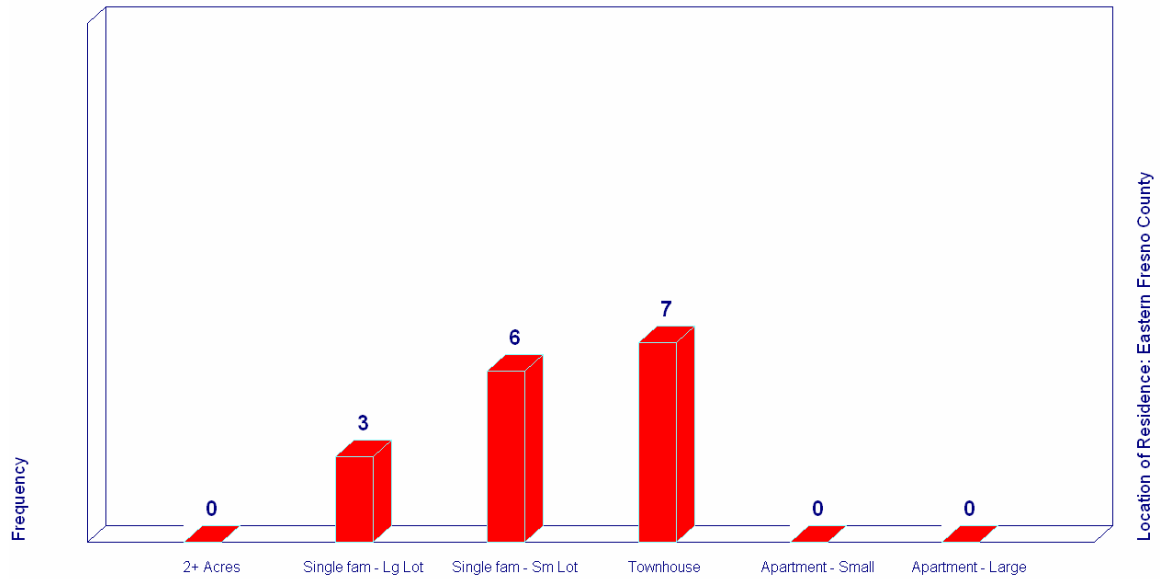
**What type of housing should we focus on for the future?
(All Participants)**



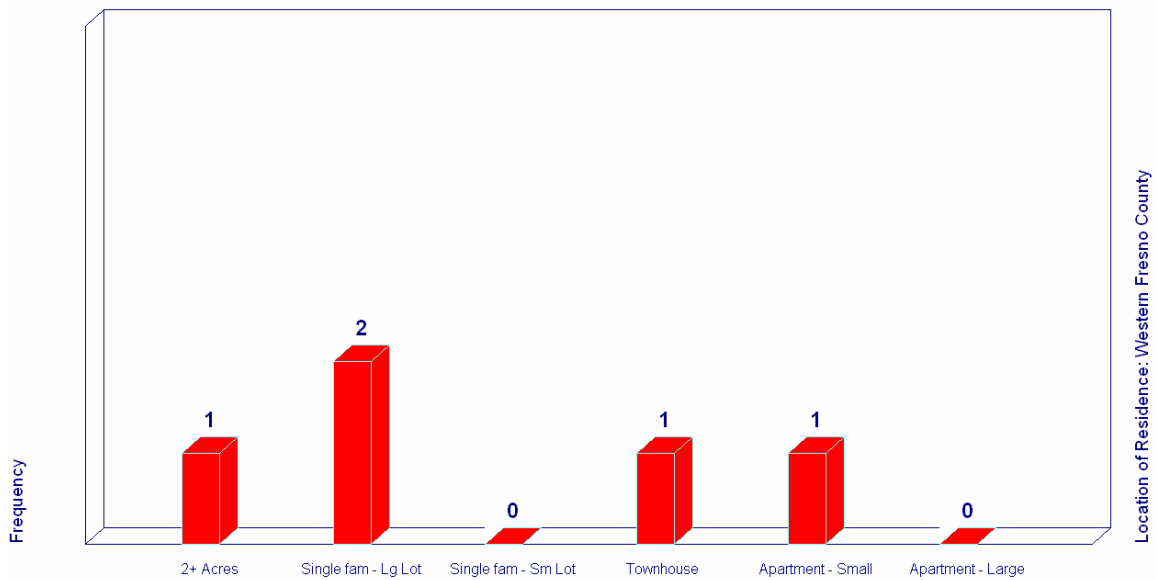
**What type of housing should we focus on for the future?
(Fresno/Clovis Metropolitan Area Participants)**



What type of housing should we focus on for the future? (Eastern Fresno County Participants)



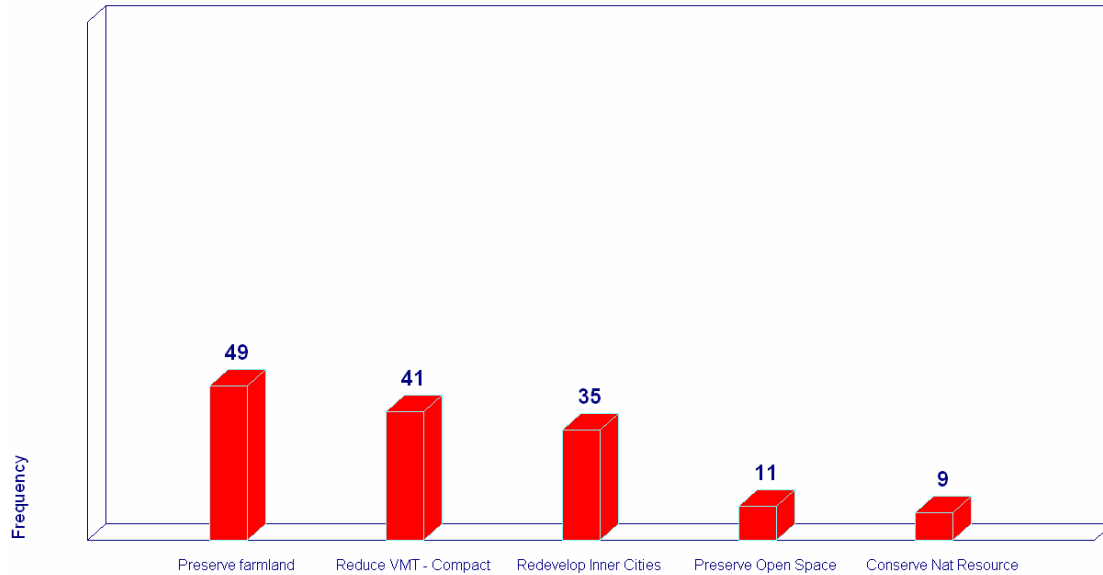
What type of housing should we focus on for the future? (Western Fresno County Participants)



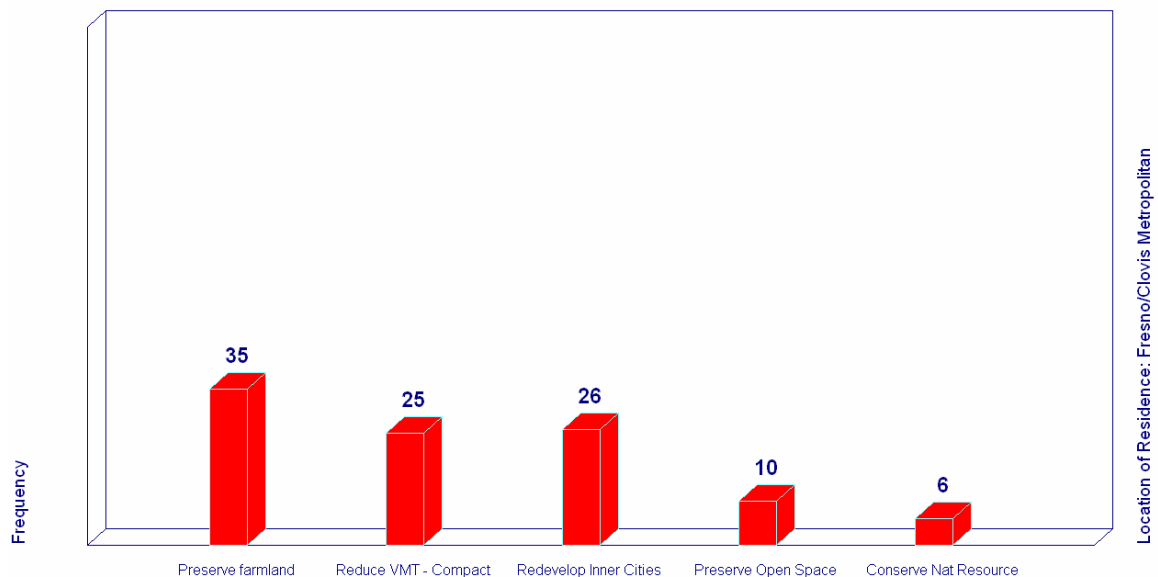
Future Growth

Workshop participants were asked their opinion regarding what is most important to consider as we grow in the future. The results of the polls for all participants and selected residential locations in Fresno County are presented in the following charts. The results for all demographic categories are presented in Appendix F.

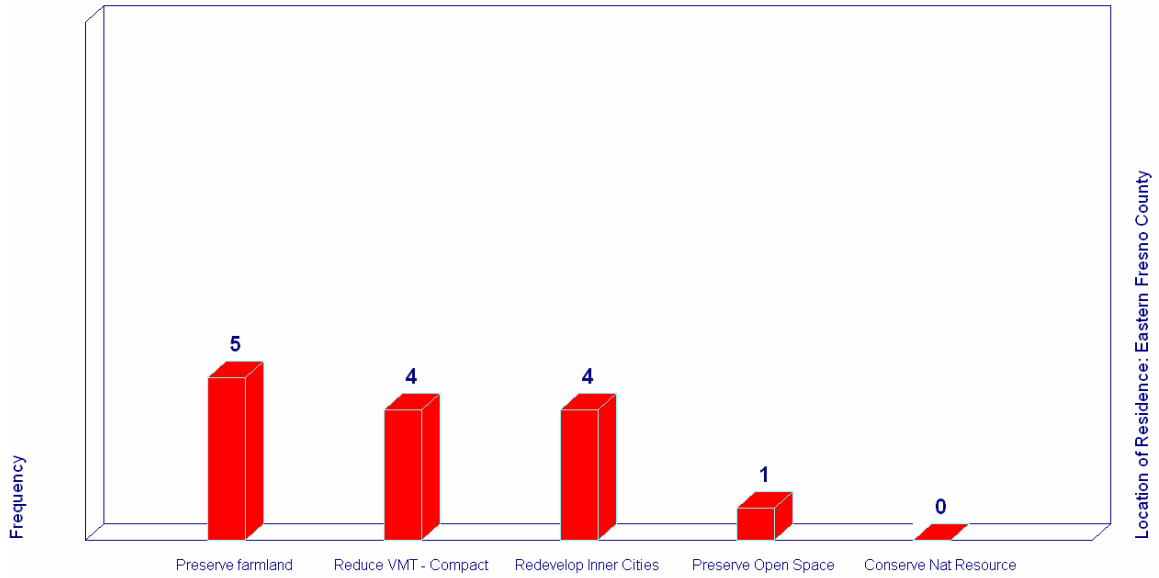
**As we grow in the future, what is most important to consider?
(All Participants)**



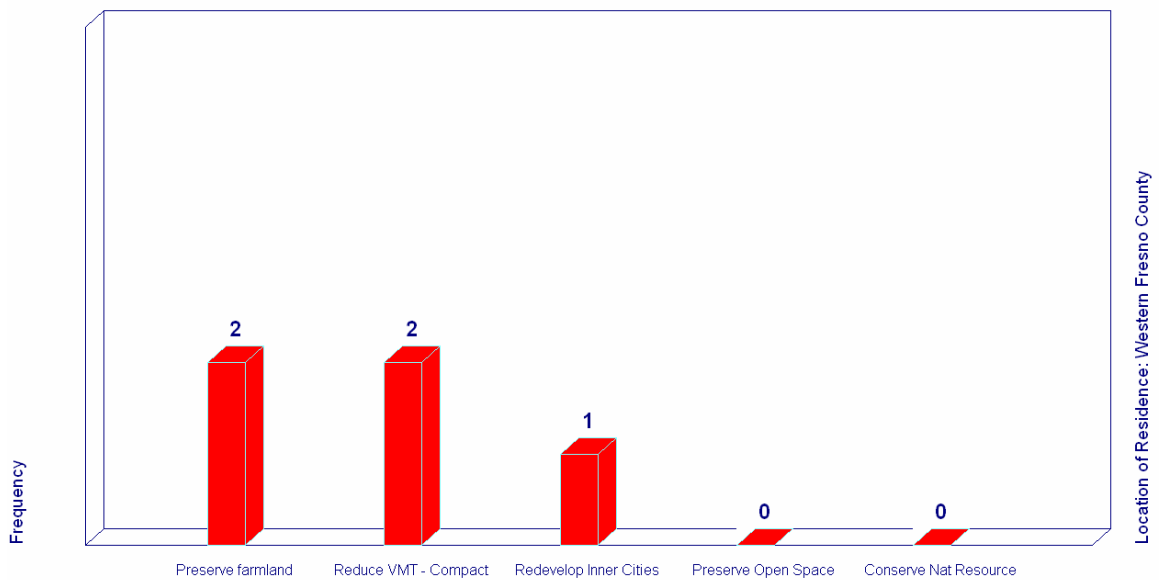
**As we grow in the future, what is most important to consider?
(Fresno/Clovis Metropolitan Area Participants)**



**As we grow in the future, what is most important to consider?
(Eastern Fresno County Participants)**



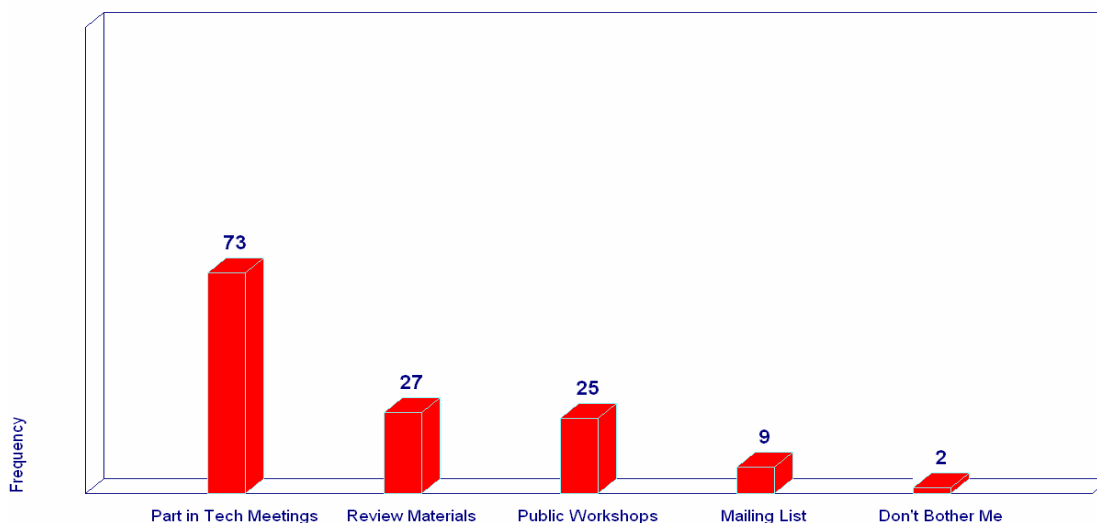
**As we grow in the future, what is most important to consider?
(Western Fresno County Participants)**



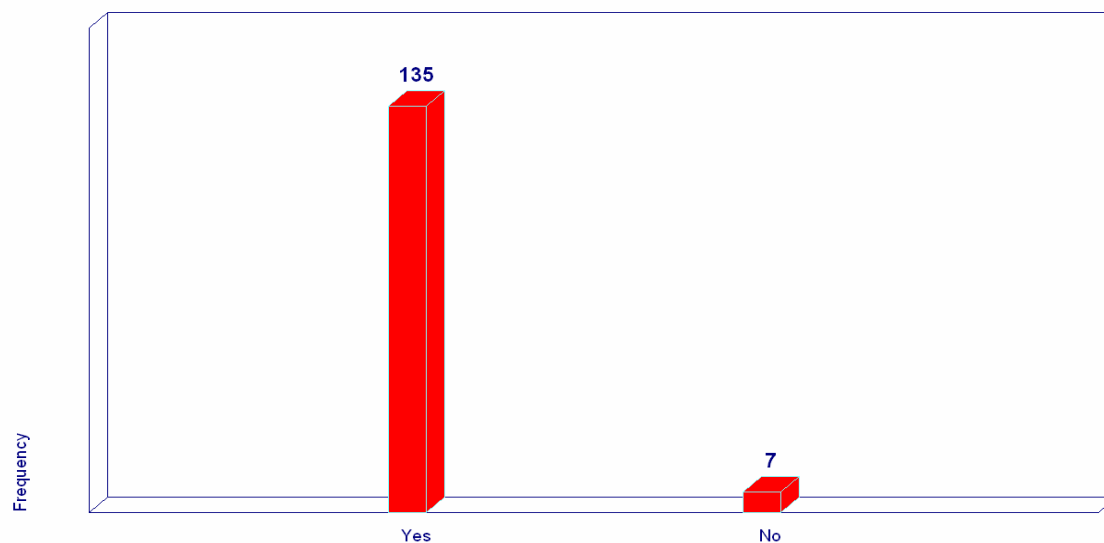
Future Participation in the Blueprint Planning Process

Workshop participants were asked what level of involvement they would like to have in the Blueprint Planning process over the upcoming year. They were also asked if they had access to the internet. The results of these polls for all participants are presented in the following charts.

What level of involvement would you like to have in the Blueprint Planning Process over the upcoming year? (All Participants)



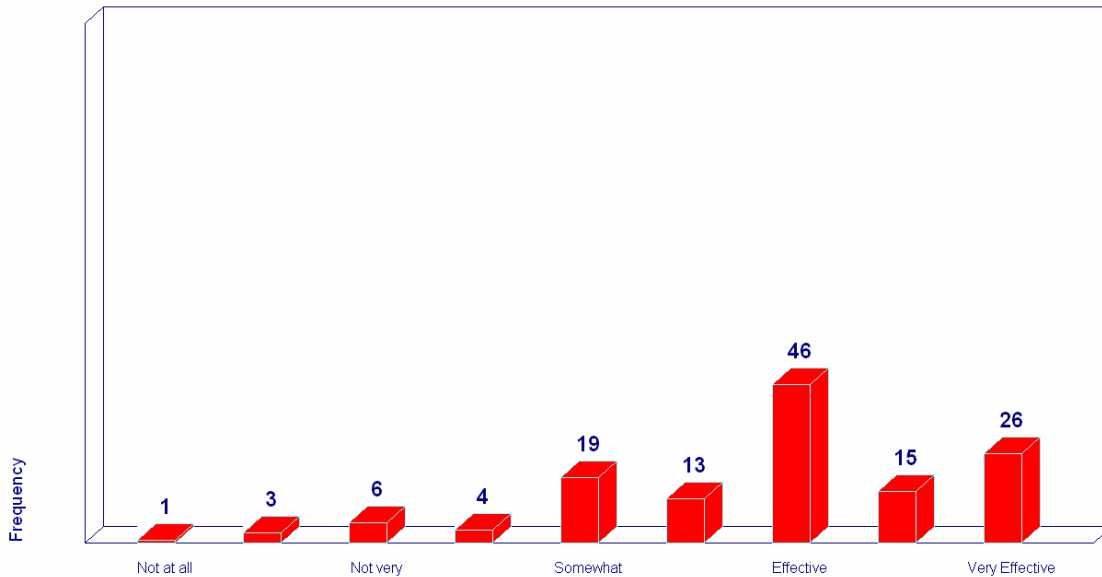
Do you have access to the internet? (All Participants)



Meeting Evaluation

Workshop participants were asked their opinion regarding the effectiveness of the meeting to express their opinions and the usefulness of the interactive polling technology. The results of these polls for all participants are presented in the following charts.

**How effective was this meeting to express your opinions?
(All Participants)**



**How useful was the interactive technology?
(All Participants)**

