

Southwest Chico Neighborhood Plan
August Opinion Poll

The opinion poll questionnaire was mailed to all addresses (residential and commercial) in the Southwest Chico Neighborhood Plan area boundary and to all owners of property with a mailing address outside of the plan area. The questionnaires were mailed on July 24, 2008 and were requested to be returned by August 8, 2008.

Total questionnaires mailed:	2,695
Total responses received as of 8/15/08:	147
Response rate:	5.4%

Southwest Neighborgood Opinion Poll
August 2008

NEIGHBORHOOD-WIDE

OVERALL	Mean	"5"	"4"/"5"	TOP 5 RECOMMENDATIONS (% selecting)	DEMOGRAPHICS		
1 Sidewalk improvements	3.96	48%	70%	Sidewalk improvements	28%	Live in the Southwest Neighborhood	59%
2 Oureach, education, cleanup for creeks	3.83	41%	67%	Paving improvements	23%	Own	44%
3 Surface drainage improvements	3.73	34%	64%	Improve bike safety at high traffic intersections	21%	Rent	22%
4 Expand drop & dash events	3.79	41%	62%	Surface drainage improvements	18%	Operate a business in Southwest Neighborhood	24%
5 Target residential rehab funding to SW	3.70	38%	62%	Façade improvement program for Park Ave	16%	Own property but don't live in the Southwest Neighborhood	26%
6 Improve bike safety at high traffic intersections	3.67	39%	60%			Have participated in planning meetings	40%
7 Paving improvements	3.69	35%	58%	TOP 3 CATEGORIES (% selecting)		Have not participated in planning meetings	52%
8 Extend bike lanes on Chestnut	3.54	30%	57%	Land Use & Neighborhood Character	50%	African American/Black	0%
9 Change zoning to encourage retail fronting Park so of 20th	3.54	27%	56%	Pedestrian & Bicycle Improvements	41%	Asian/SE Asian/Pacific Islander	3%
10 Increase funding for forest enhancement	3.58	30%	55%	Creeks & Open Space	38%	Caucasian/White	67%
						Latino/Hispanic	3%
						Native American/Alaska Native	1%
						Other	4%

COMMENTS

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| <p>1 Require new residential buildings to match existing character of neighborhood.</p> <p>2 Improve security of parking lots.</p> <p>3 Stop spending money on excessive projects.</p> <p>4 Install a speed bumb at 10th & Chestnut.</p> <p>5 Control feral cat population.</p> <p>6 Synchronize stop lights on Park Avenue.</p> <p>7 Improve traffic calming on 12th, 14th, 16th.</p> <p>8 Maintain character of neighborhoods.</p> <p>9 Install stop sign at 12th & Mulberry.</p> <p>10 Limit Section 8 housing.</p> <p>11 More neighborhood watch</p> <p>12 Clear homeless camps along creeks.</p> <p>13 Build homeless shelter.</p> <p>14 Enforce existing codes and zoning (including disturbances).</p> <p>15 Consider a marijuana use ordinance.</p> <p>16 Improve sidewalks and add streetlights.</p> <p>17 Build a community center with s swimming pool.</p> <p>18 Police beat cop (walking), weekends 11P to 6A.</p> <p>19 Build rail transit on Park Avenue.</p> <p>20 Connect Meyers Street to Hegan Lane.</p> <p>21 Encourage a fish and chips restaurant.</p> <p>22 Eliminate billboards.</p> <p>23 Enforce leash laws.</p> <p>24 Create incentives for solar, geen building.</p> <p>25 Explore alternative uses for Diamond Match such as a solar farm.</p> <p>26 Ticket and fine people who waster water.</p> <p>27 Pave alleys.</p> <p>28 Keep lower density, no infill.</p> <p>29 Handicap access on all corners.</p> <p>30 Small bus system.</p> | <p>31 Pedestrian and bike bridge on Ivy Street</p> <p>32 4-way stop at 11th & Ivy.</p> <p>33 Traffic calming at 12th & Ivy</p> <p>34 Better lighting on Ivy.</p> <p>35 Greater police presence.</p> <p>36 Educate students renters about etiquette, city ordinances.</p> <p>37 Local grocery, shopping services in neighborhood.</p> <p>38 Extend E. Park Ave to Otterson.</p> <p>39 Install more streelights.</p> <p>40 Trim trees along sidewalks.</p> <p>41 Install roundabouts.</p> <p>42 Change zoning on W. 9th between Ivy & Hazel from C to R.</p> <p>43 Allow commercial growth but limit franchises.</p> <p>44 Build a Comanche Creek crossing.</p> <p>45 Rezone all frontage on the Wedge</p> <p>46 Rezone frontage along Comanche Creek.</p> <p>47 Plan public access along Comanch Creek from Midway to UPRR.</p> <p>48 Reduce waste from students when they leave.</p> |
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Southwest Neighborgood Opinion Poll

AREA 1 (West of Broadway, North of 20th)				Mean	"5"	"4"/"5"	TOP 5 RECOMMENDATIONS	DEMOGRAPHICS
1	Paving improvements	4.07	44%	73%	Sidewalk improvements	43%	Live in the Southwest Neighborhood	90%
2	Oureach, education, cleanup for creeks	4.00	50%	73%	Paving improvements	29%	Own	62%
3	Sidewalk improvements	4.12	61%	71%	Improve bike safety at high traffic intersections	24%	Rent	31%
4	Expand drop & dash events	3.78	42%	67%	Target residential rehab funding to SW	24%	Operate a business in Southwest Neighborhood	17%
5	Extend bike lanes on Chestnut	3.63	34%	63%	Explore acquiring 16th & Normal site for future park site	19%	Own property but don't live in the Southwest Neighborhood	2%
6	Improve bike safety at high traffic intersections	3.71	49%	63%			Have participated in planning meetings	33%
7	Target residential rehab funding to SW	3.70	33%	60%	TOP 3 CATEGORIES		Have not participated in planning meetings	60%
8	Surface drainage improvements	3.63	37%	59%	Pedestrian & Bicycle Improvements	48%	African American/Black	0%
9	Widen Salem Street bridge for peds/bikes	3.49	37%	56%	Land Use & Neighborhood Character	48%	Asian/SE Asian/Pacific Islander	10%
10	Build a park on Hazel St. property	3.51	24%	54%	Creeks & Open Space	40%	Caucasian/White	76%
							Latino/Hispanic	2%
							Native American/Alaska Native	2%
							Other	5%
AREA 2 (East of Broadway, North of 20th)				Mean	"5"	"4"/"5"	TOP 5 RECOMMENDATIONS	DEMOGRAPHICS
1	Sidewalk improvements	3.96	52%	72%	Paving improvements	32%	Live in the Southwest Neighborhood	75%
2	Improve bike safety at high traffic intersections	3.71	42%	71%	Sidewalk improvements	25%	Own	46%
3	Surface drainage improvements	3.77	31%	69%	Improve bike safety at high traffic intersections	25%	Rent	32%
4	Target residential rehab funding to SW	3.63	42%	63%	Surface drainage improvements	21%	Operate a business in Southwest Neighborhood	21%
5	Paving improvements	3.81	38%	62%	Oureach, education, cleanup for creeks	21%	Own property but don't live in the Southwest Neighborhood	4%
6	Oureach, education, cleanup for creeks	3.60	52%	60%			Have participated in planning meetings	32%
7	Acquire property along Little Chico Creek	3.28	48%	56%	TOP 3 CATEGORIES		Have not participated in planning meetings	57%
8	Adopt design guidelines	3.38	31%	54%	Pedestrian & Bicycle Improvements	50%	African American/Black	0%
9	Crosswalk on so. Side of 9th at Humboldt	3.17	22%	52%	Land Use & Neighborhood Character	39%	Asian/SE Asian/Pacific Islander	0%
10	Circulation improvements at CCDS	3.52	32%	52%	Public Improvements/Transit/Circulation	32%	Caucasian/White	68%
							Latino/Hispanic	4%
							Native American/Alaska Native	0%
							Other	4%
AREA 3 (South of 20th)				Mean	"5"	"4"/"5"	TOP 5 RECOMMENDATIONS	DEMOGRAPHICS
1	Sidewalk improvements	3.85	40%	70%	Façade improvement program for Park Ave	43%	Live in the Southwest Neighborhood	43%
2	Change zoning to commercial at E 20th & Park	3.62	33%	67%	Improve bike safety at high traffic intersections	29%	Own	24%
3	Development incentives for higher intensity uses on Park	3.62	29%	67%	Change zoning to encourage retail fronting Park so of 20th	24%	Rent	19%
4	Oureach, education, cleanup for creeks	3.79	42%	63%	Development incentives for higher intensity uses on Park	24%	Operate a business in Southwest Neighborhood	62%
5	Expand drop & dash events	3.79	42%	63%	Paving improvements	19%	Own property but don't live in the Southwest Neighborhood	24%
6	Increase funding for forest enhancement	3.89	44%	61%			Have participated in planning meetings	48%
7	Surface drainage improvements	3.65	25%	60%	TOP 3 CATEGORIES		Have not participated in planning meetings	52%
8	Change zoning to encourage retail fronting Park so of 20th	3.48	38%	57%	Land Use & Neighborhood Character	52%	African American/Black	0%
9	Target residential rehab funding to SW	3.50	35%	55%	Pedestrian & Bicycle Improvements	48%	Asian/SE Asian/Pacific Islander	0%
10	Adopt design guidelines	3.45	35%	55%	Infrastructure	38%	Caucasian/White	71%
							Latino/Hispanic	0%
							Native American/Alaska Native	0%
							Other	10%
OUT OF AREA (Owner address outside neighborhood)				Mean	"5"	"4"/"5"	TOP 5 RECOMMENDATIONS	DEMOGRAPHICS
1	Surface drainage improvements	4.08	38%	79%	Sidewalk improvements	35%	Live in the Southwest Neighborhood	15%
2	Sidewalk improvements	4.16	48%	76%	Surface drainage improvements	27%	Own	35%
3	Change zoning to encourage retail fronting Park so of 20th	4.00	38%	75%	Change zoning to commercial at E 20th & Park	27%	Rent	0%
4	Expand drop & dash events	4.12	48%	72%	Loans for sewer laterals	23%	Operate a business in Southwest Neighborhood	15%
5	Oureach, education, cleanup for creeks	3.96	29%	71%	Oureach, education, cleanup for creeks	23%	Own property but don't live in the Southwest Neighborhood	77%
6	Extend bike lanes on Chestnut	3.78	35%	70%			Have participated in planning meetings	46%
7	Create new parks in neighborhood	3.63	29%	67%	TOP 3 CATEGORIES		Have not participated in planning meetings	50%
8	Change zoning to commercial at E 20th & Park	3.92	42%	67%	Land Use & Neighborhood Character	65%	African American/Black	0%
9	Target residential rehab funding to SW	3.68	40%	64%	Creeks & Open Space	46%	Asian/SE Asian/Pacific Islander	0%
10	Development incentives for higher intensity uses on Park	3.88	38%	63%	Infrastructure	42%	Caucasian/White	69%
							Latino/Hispanic	8%
							Native American/Alaska Native	0%

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Other

0%

ALL RECOMMENDATIONS	Mean	"5"	"4"/"5"	ALL TOP 5	%	ALL TOP 3	%
Sidewalk improvements	3.96	48%	70%	Sidewalk improvements	28%	Land Use & Neighborhood Character	50%
Oureach, education, cleanup for creeks	3.83	41%	67%	Paving improvements	23%	Pedestrian & Bicycle Improvements	41%
Surface drainage improvements	3.73	34%	64%	Improve bike safety at high traffic intersections	21%	Creeks & Open Space	38%
Expand drop & dash events	3.79	41%	62%	Surface drainage improvements	18%	Infrastructure	34%
Target residential rehab funding to SW	3.70	38%	62%	Façade improvement program for Park Ave	16%	Public Improvements/Transit/Circulation	25%
Improve bike safety at high traffic intersections	3.67	39%	60%	Explore acquiring 16th & Normal site for future park site	14%	Health & Safety/Nuisances	24%
Paving improvements	3.69	35%	58%	Development incentives for higher intensity uses on Park	14%	Parks	22%
Extend bike lanes on Chestnut	3.54	30%	57%	Target residential rehab funding to SW	14%	Economic Development	20%
Change zoning to encourage retail fronting Park so of 20th	3.54	27%	56%	Oureach, education, cleanup for creeks	14%	Resources	7%
Increase funding for forest enhancement	3.58	30%	55%	Short loop transit	12%		
Build a park on Hazel St. property	3.81	26%	53%	Change zoning to commercial at E 20th & Park	12%		
Change zoning to commercial at E 20th & Park	3.45	25%	53%	Increase funding for forest enhancement	12%		
Incentives for creative stormwater measures	3.43	22%	53%	Extend bike lanes on Chestnut	12%		
Explore acquiring 16th & Normal site for future park site	3.28	28%	53%	Acquire property along Little Chico Creek	12%		
Adopt design guidelines	3.38	25%	51%	Create new parks in neighborhood	12%		
Acquire property along Little Chico Creek	3.22	33%	50%	Change zoning to encourage retail fronting Park so of 20th	12%		
Crosswalk on so. Side of 9th at Humboldt	3.23	23%	50%	Loans for sewer laterals	11%		
Façade improvement program for Park Ave	3.29	23%	49%	Reconfigure 20th & Park intersection	11%		
Increase visual access to creeks	3.34	23%	49%	Consider a party noise ordinance	10%		
Development incentives for higher intensity uses on Park	3.33	22%	49%	Widen Salem Street bridge for peds/bikes	8%		
Create new parks in neighborhood	3.37	26%	48%	Build a park on Hazel St. property	8%		
Loans for sewer laterals	3.22	20%	47%	Incentives for creative stormwater measures	8%		
Circulation improvements at CCDS	3.31	23%	46%	Circulation improvements at CCDS	8%		
High visibility crosswalk on Park @ LCC bridge	3.28	26%	46%	Adopt design guidelines	8%		
Widen Salem Street bridge for peds/bikes	3.23	25%	45%	Historic resources survey & signage program	7%		
Financial assistance for businesses	3.13	17%	44%	2nd access to Myers via Commerce Ct.	6%		
Design future path along Comanche Creek	3.13	21%	43%	Crosswalk on so. Side of 9th at Humboldt	6%		
Short loop transit	3.18	23%	43%	Design future path along Comanche Creek	6%		
Consider a party noise ordinance	3.09	31%	42%	Financial assistance for businesses	6%		
Plan a path along old rail line	3.01	14%	41%	Demonstration streetscape	5%		
Historic resources survey & signage program	3.20	23%	41%	High visibility crosswalk on Park @ LCC bridge	5%		
Design future extension of Little Chico Creek path	3.12	25%	39%	Plan a path along old rail line	5%		
Reconfigure 20th & Park intersection	2.90	21%	36%	Expand drop & dash events	5%		
Build creek overlooks at dead ends	2.75	15%	30%	Design future extension of Little Chico Creek path	5%		
2nd access to Myers via Commerce Ct.	2.50	14%	24%	Increase visual access to creeks	5%		
Median on Park Ave.	2.42	9%	22%	New roads between Park & Fair	3%		
Demonstration streetscape	2.41	9%	21%	Median on Park Ave.	1%		
New roads between Park & Fair	2.29	6%	17%	Gateway feature at Little Chico Creek	1%		
Gateway feature at Little Chico Creek	2.16	4%	12%	Build creek overlooks at dead ends	1%		