

**City of Sacramento General Plan Update:
Public Opinion Survey Report**

A Quantitative Research Project

February 2007

Prepared for:
City of Sacramento

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City of Sacramento General Plan Update: Public Opinion Survey Report

I. INTRODUCTION

Davis, Hibbitts & Midghall, Inc. (DHM) is pleased to present the results of a citywide telephone survey conducted during December 2006 and early January 2007. The survey was designed to assess City of Sacramento (City) residents' attitudes about future planning issues. These research findings, along with other substantial public involvement efforts, analysis by staff and outside experts and review and discussion by the General Plan Advisory Committee (GPAC) and the City Council, will contribute to decisions about which preferred land use alternative will be in the draft 2030 General Plan.

The survey questions were prepared through a careful and extensive process of consultation with the City's staff, GPAC, Policy Team, Council, and Council staff. Questions were designed to more fully explore public opinion on issues identified during the planning process to date.

The survey questions were based on the vision and guiding principles for the 2030 General Plan that set out the City's key values and aspirations for the future. This report is organized primarily around these guiding principles:

- Complete neighborhoods
- Community design and character
- Affordable and safe places to live
- Enhanced mobility
- Economic vitality and prosperity
- Public health and a sustainable environment
- Integrated city services

Because the guiding principles often encompass overlapping issues and some questions touch on more than one guiding principle, some survey questions will be covered in more than one section of the report.¹

This report highlights key findings among all respondents. Separate memoranda addressing particular demographic subgroups are attached as appendices.

II. METHODOLOGY AND STATEMENT OF LIMITATIONS

The sample size for the survey was 1510 City residents age 18 and older. Targets for key demographic variables were established based on U.S. Census data, and the sample was proportional to assure it reflected the City's population.

¹ An overview of survey findings by question area is available in a separate document as a PowerPoint presentation.

Respondents were contacted by telephone using Random Digit Dialing (RDD). In gathering the responses, DHM employed quality control measures which included questionnaire pretesting, callbacks, and verification. A copy of the annotated questionnaire is attached as Appendix D, which readers are encouraged to reference for the exact wording of questions.

Computer abstracts accompany and are referenced throughout this report.² Combined percentages in the report may not always equal the sum of individual percentages because of rounding.

The computer abstracts present a number of cross-tab variables based on demographic groupings. For the planning area groupings, we relied on zip codes and self-reporting residence location relative to key highways and streets, which will not always match perfectly with planning area boundaries. Because of the small sample sizes (ranging from 51 in Arden Arcade to 252 in South Area), the margin of error for subgroup analysis is higher.³

III. SUMMARY OF KEY FINDINGS

Complete Neighborhoods

- Mix of land uses
 - Mixed use and retail reflecting diversity are somewhat acceptable as planning principles
 - There is strong support for distributing affordable housing throughout the city
 - Residents are divided on whether new development should match existing buildings

- Walkable
 - Residents have a strong desire for sidewalks and pedestrian friendly street crossings
 - Features that make it easier to walk or bicycle are important to them
 - They are open to higher density development if it includes convenient shopping and services within walking distance of their home

- Near transit and jobs
 - Residents prefer infill housing near neighborhoods and transit to converting farmland and open space
 - They support investing in alternatives to driving like transit, walkways, and bike trails
 - They want improved bus and light rail service in their neighborhoods
 - It is acceptable to encourage development so people can live closer to their work
 - It is okay to increase local traffic congestion somewhat if people can live closer to their jobs and services

² Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, statewide). For a sample size of 1510, if respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 1.5%. If they answered 50% each way, the margin would be +/- 2.5%. The reason for the difference lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population. These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire target population.

³ For example, assuming n=100, if respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 5.9%. If they answered 50% each way, the margin would be +/- 9.8%.

- Safe, attractive gathering places
 - Half say more parks and parkways are a must or very important to accept new development
 - Residents express strong support for better emergency assistance
 - They want development that maintains or improves emergency response time

Community Design and Character

- Respect existing neighborhoods
 - It is acceptable to reuse and revitalize old buildings and vacant lots
 - Residents are divided on whether new development needs to match existing buildings
 - Half wouldn't mind more well-designed apartments built near where they live
 - Attractive architectural design is the least important among 10 neighborhood features
- Character of neighborhoods and sense of place
 - Residents show strong support for protecting the urban forest and tree canopy
 - More parks and parkways are a must/very important to half
 - They are just above neutral on developing a distinguishing skyline

Affordable and Safe Places to Live

- Residents are open to:
 - Offering many types of housing
 - Encouraging compact residential development
 - Mixing different land use types together
- For housing options, residents:
 - Prefer infill housing rather than converting farmland and open space
 - Support distributing new, affordable housing throughout the city
 - Are less supportive of offering high rise development
- Half wouldn't mind more well-designed apartments near where they live

Enhanced Mobility

- More pleasant, accessible streets
 - Residents have a strong desire for sidewalks and pedestrian friendly street crossings
 - Features that make it easier to walk or bicycle are important
 - Ease of travel by auto is an important neighborhood feature
 - They are divided on whether some increase in congestion is better than building new freeways
- Multi-modal transportation system
 - Most want investment in transportation alternatives
 - Improved bus or light rail service is important
 - They support a planning guideline that extends light rail and builds other public transportation facilities
 - More highways ranked near the bottom, although above neutral, of planning principles to guide future growth
 - Over six in 10 would be willing to pay more to improve the region's transportation system if they could specify how money is spent

- Transit system well-integrated
 - Residents prefer infill housing near transit, rather than converting farmland and open space
 - There is overall support for neighborhoods that are close to transit and jobs

Economic Vitality and Prosperity

- Residents support a closer proximity between jobs, housing, and services
- Somewhat acceptable planning principles are encouraging development of:
 - Retail areas that reflect the city's diversity
 - Corporate headquarters

Public Health and a Sustainable Environment

- Coordinated services and reduced flooding
 - Residents have a strong desire for emergency assistance improvements
 - Improved flood protection is the highest rated planning principle for future growth
- Protection of habitat, open space, and agricultural resources
 - Residents solidly support preserving open space, farmland, and habitat at the city's edges:
 - Most want the city to control undeveloped areas on the city's edge and to leave open space between its border and the next city
 - There is substantial agreement that infill housing and redevelopment near neighborhoods and transit is a reasonable price to pay so less farmland and open space is converted
 - The city's tree canopy and urban forest are very important to residents
 - Support is weak for low density housing outside the central city in undeveloped areas

Integrated City Services

- Increased emergency assistance is an absolute must/very important to most in accepting new development
- Emergency response time ranks among the highest of all 10 neighborhood features
- Additional schools, neighborhood parks, and parkways also are important
- Residents are divided in their willingness to pay more to improve existing infrastructure

IV. GENERAL AWARENESS

Six in ten (60%) residents said they were aware that the City's population is predicted to grow by 200,000 in the next 25 years (Q1). Far fewer (47%) had heard that the City is preparing a new long-term plan for the growth and development of the community (Q2).

V. COMPLETE NEIGHBORHOODS

“Provide for a mix of land uses that result in diverse and complete neighborhoods throughout the city. Sacramento’s neighborhoods should be walkable, located near transit and jobs, and contain safe and attractive gathering places that allow for recreation and public interaction.”⁴

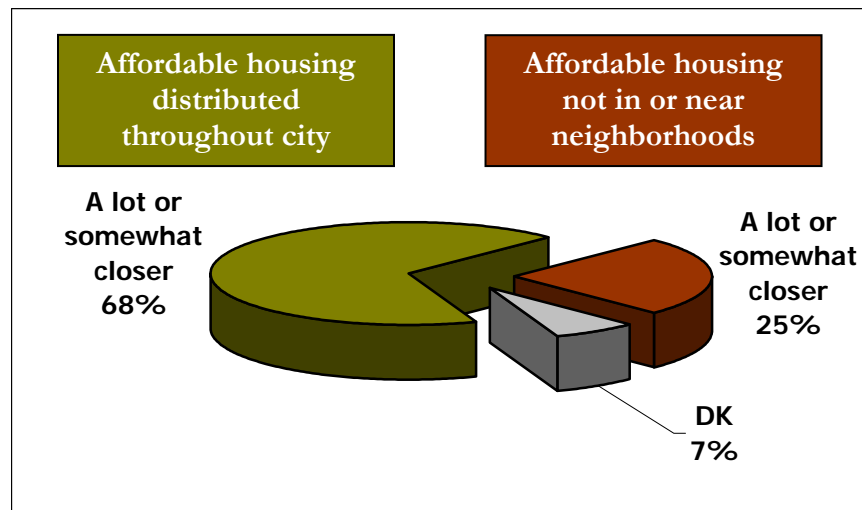
Mix of land uses

Several questions related to a mix of land uses that result in diverse and complete neighborhoods throughout the city. Respondents were asked how acceptable certain principles would be that might be used in planning for future growth in the City over the next 20 to 30 years on a scale of 1=not at all acceptable to 7=very acceptable.

Mixing different land use types together such as buildings in which residents can live above retail shops and offices was seen as somewhat acceptable as a planning principle, with a mean of 5.1 (Q9). A quarter of residents (26%) said this was a *very* acceptable planning principle. Residents gave a similar response to encouraging development of retail areas that reflect the diversity of the city, with the same mean (5.1) and percent saying *very* acceptable (26%) (Q5).

Respondents also were asked, in a series of trade-off questions, which of two statements came closest to their feelings about how things should be 30 years from now, two of which related to a mix of land uses. One asked whether new, affordable housing should be distributed throughout the city to increase access to jobs, increase the social mix of people in each neighborhood, and reduce high concentrations of low-income housing *or* whether new affordable housing should not be built in or near established neighborhoods (Q24).

Distribution of Affordable Housing (Q24)



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

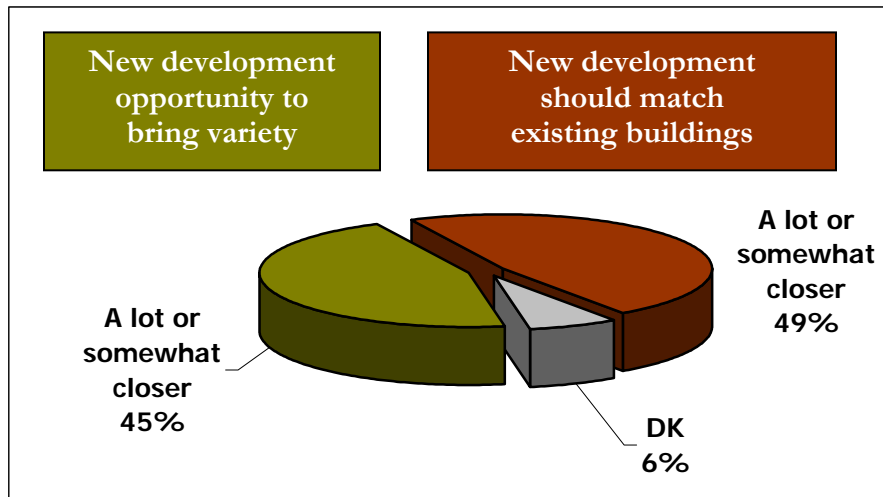
Two-thirds said that new, affordable housing should be distributed throughout the city, including about half of all respondents (49%) who said this came *a lot* closer to how they felt.

Another trade-off question asked whether residents viewed new development in or near established neighborhoods as an opportunity to bring variety to the area and they would welcome new buildings

⁴ Guiding principle descriptions in each section are taken from the city’s document: “Vision and Guiding Principles Summary; City of Sacramento – 2030 General Plan.”

that are well-designed, bigger, and higher than existing buildings in the area *or* whether new development should match existing buildings in the area in terms of size and height (Q26). Residents were divided on this question, and similar percentages said each of the two statements came *a lot* closer to how they felt – 27% for the first, and 30% for the second.

New Development In or Near Established Neighborhoods (Q26)

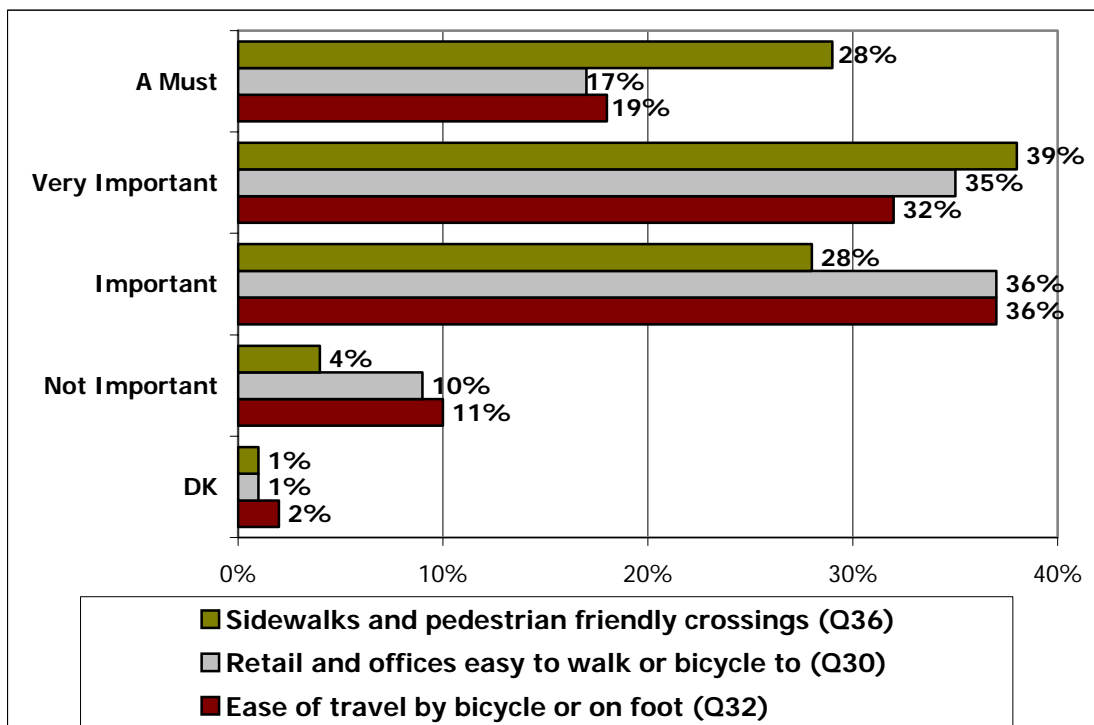


Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Walkable

Several questions addressed issues related to walkable neighborhoods, three of which asked how important certain neighborhood features were to residents' accepting new development in their neighborhood – sidewalks and pedestrian friendly street crossings (Q36), including retail businesses and offices that are easy to walk or bicycle to for everyday needs (Q30), and ease of travel by bicycle or on foot (Q32).

Importance of Walkable Neighborhood Features



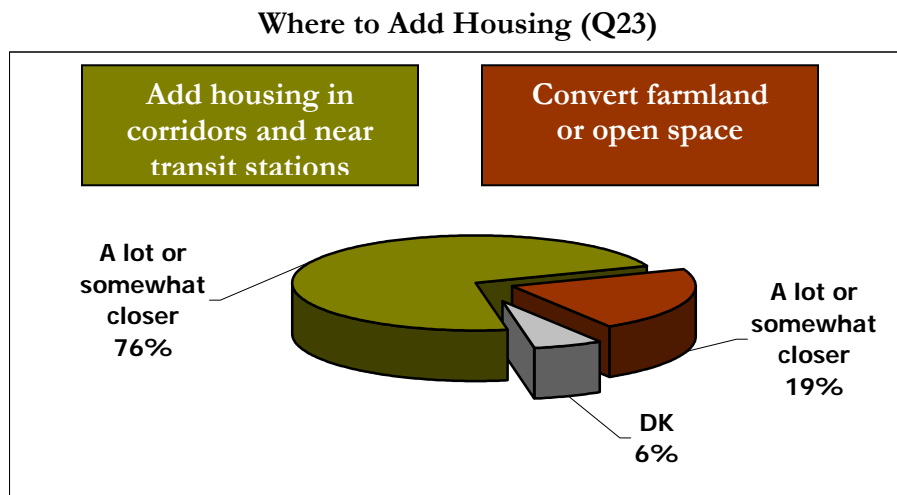
Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Residents clearly wanted sidewalks and pedestrian friendly street crossings, with two-thirds (67%) saying it is an absolute must/very important neighborhood feature (Q36). A small majority thought that having retail and offices easy to walk or bicycle to (52%) and ease of bicycle or foot travel (51%) were a must/very important feature (Q30, 32).

Over seven in ten residents (73%) agreed that higher density development near their neighborhood is okay if the new development includes convenient shopping and services within walking distance of their home (Q39).

Located near transit & jobs

A trade-off question asked whether, to accommodate population growth and reduce urban sprawl, it is better to add housing in underutilized commercial corridors near established neighborhoods and transit stations *or* to convert farmland and open space because additional housing would impact existing neighborhoods (Q23).

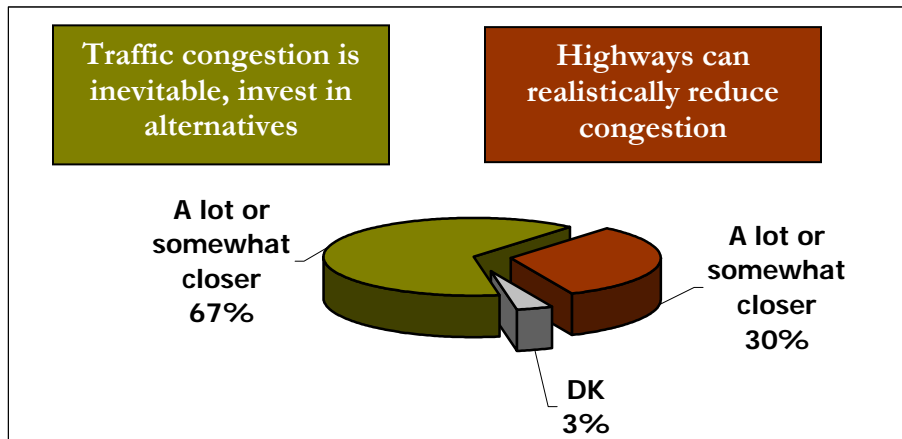


Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Three-quarters chose infill housing, with over half of all respondents (56%) saying it is *a lot* closer to how they felt.

Respondents also were asked about the trade-off between the statement that some people feel traffic congestion is inevitable and we should invest in alternatives to driving including public transit, walkways, and bike trails *or* more highway construction and intersection widening can realistically reduce congestion (Q22).

What To Do About Traffic Congestion (Q22)



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

More than six in ten said investing in alternatives came closer to how they felt, and half (52%) said it was *a lot* closer.

Nearly six in ten (59%) said improved bus or light rail service is an absolute must/very important for accepting new development in their neighborhood, with 24% saying it is an absolute must (Q29).

Respondents found it quite acceptable as a planning principle to encourage development that allows people to live closer to where they work, with 38% saying it is *very* acceptable and an overall mean of 5.7 (scale is 1=not at all acceptable to 7=very acceptable) (Q15). Comparing means, responses were consistent across all groups and areas.

Consistent with respondents' support for development that allows people to live closer to their work were the 63% who said they agreed strongly (23%) or somewhat (40%) that new development in their neighborhood that may increase traffic congestion is okay if people can live closer to their jobs and services (Q42).

Safe, attractive gathering places for recreation and public interaction

Half of respondents (49%) said that additional neighborhood parks and parkways are an absolute must (16%) or very important (33%) to accepting new development in their neighborhood (Q31).

Regarding safety, respondents showed concern about emergency assistance. They wanted to encourage development that maintains or improves response time for police and fire in future planning, giving this planning principle the second highest mean at 6.2 (1=not at all acceptable to 7=very acceptable) among all 17 (Q12). Over half (55%) said this was *very* acceptable to them.

About two-thirds (68%) also said that increased emergency assistance is an absolute must (31%) or very important (38%) to accepting new development (Q35).

VI. COMMUNITY DESIGN AND CHARACTER

“Create design principles for buildings, streets and public spaces that respect existing neighborhoods; ties both new and infill development to the character, history, and scale of Sacramento; and result in a sense of place for all areas of the community.”

Create design principles that respect existing neighborhoods

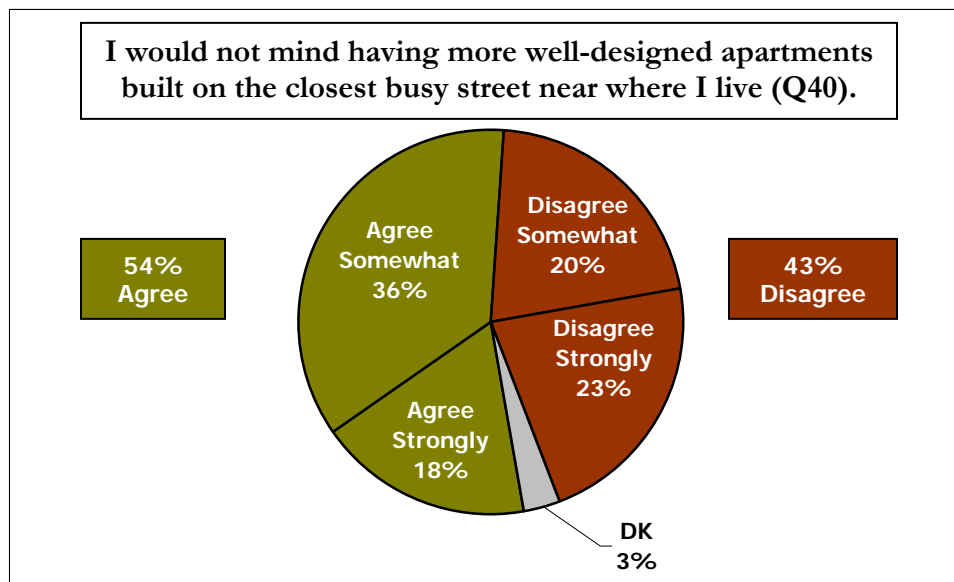
Half (50%) found it *very* acceptable as a planning principle for future growth to reuse and revitalize old buildings and vacant lots in ways that match the surrounding area, with a resulting mean of 5.9 (1=not at all acceptable and 7=very acceptable) (Q7).

Asked whether new development is an opportunity to bring variety to the area, with new buildings that are well-designed, bigger, and higher than existing buildings *or* new development should match in size and height existing buildings in the area, residents were divided (Q26). As more fully discussed in Section V, 45% said they welcomed variety and 49% said they wanted new development to match existing buildings.

A quarter (27%) of all respondents thought it *very* acceptable to offer a variety of architectural styles as a planning principle, and the mean of 5.2 indicates this is somewhat important overall to residents (Q17). Responses were similar across all demographic subgroups and community planning areas.

However, high quality and attractive architectural design of new buildings was the least important among a list of 10 different neighborhood features respondents wanted when accepting new development in their neighborhood – only slightly more than one-third (35%) said this was an absolute must/very important (Q28).

A majority (54%) agreed they would not mind having more well-designed apartments built on the closest busy street near where they live (Q40).



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Tie both new and infill development to the character, history, and scale of neighborhoods

Survey respondents expressed a strong attachment to the trees that characterize the City’s neighborhoods. Nearly six in ten (59%) said it is *very* acceptable to include protecting the tree canopy and urban forest in the city limits as a principle to guide future planning; the overall mean tied for the third highest at 6.1 (1=not at all acceptable to 7=very acceptable) (Q4). A similar number (55%) said that an urban forest of high canopy trees is an absolute must or very important to accepting new development (Q33).

Sense of place for all areas of the community

About half (49%) wanted additional neighborhood parks and parkways, as more fully presented in Section V (Q31).

Of less importance to residents was encouraging development of a distinguishing skyline – this planning principle ranked just above neutral with a mean of 4.6 (1=not at all acceptable to 7=very acceptable); only 19% said this was *very* acceptable and 42% of respondents were neutral or opposed (Q18). Results were similar across all demographic subgroups.

VII. AFFORDABLE AND SAFE PLACES TO LIVE

“Ensure that we have safe and affordable dwellings for all residents. Each neighborhood will contain a balanced mix of homes, apartments, and other housing choices, resulting in stable and attractive neighborhoods that reflect the diversity of the community.”

We asked respondents about several planning principles that related to housing choices in the city as it plans for future growth.

Acceptability of Planning Principles for Housing

(1=not at all acceptable to 7=very acceptable)

Planning principle	Mean
Offer many types of traditional housing such as single-family detached homes, condominiums, townhouses, and apartments (Q3)	5.4
Encourage compact, efficient residential development in areas like downtown and transit corridors instead of development outward from the city’s boundaries (Q6)	5.2
Mix different land use types together such as buildings in which residents can live above retail shops and offices (Q9)	5.1
Offer high rise residential development (Q14)	4.6

Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Respondents across demographic subgroups gave similar acceptability ratings for offering many types of housing and encouraging compact, efficient residential development.

Mixing different land use types had a somewhat acceptable rating, as discussed in Section V. There were few notable subgroup variations and no notable differences by area.

Two trade-off questions looked at housing distribution issues, earlier discussed in Section V. A substantial three-quarters of respondents (76%) said adding housing in underutilized commercial corridors near established neighborhoods and transit stations came closer to their feelings than

converting farmland and open space (Q23). Two-thirds (68%) said the proposition that new, affordable housing should be distributed throughout the city came closer to how they felt than building it in or near established neighborhoods (Q24).

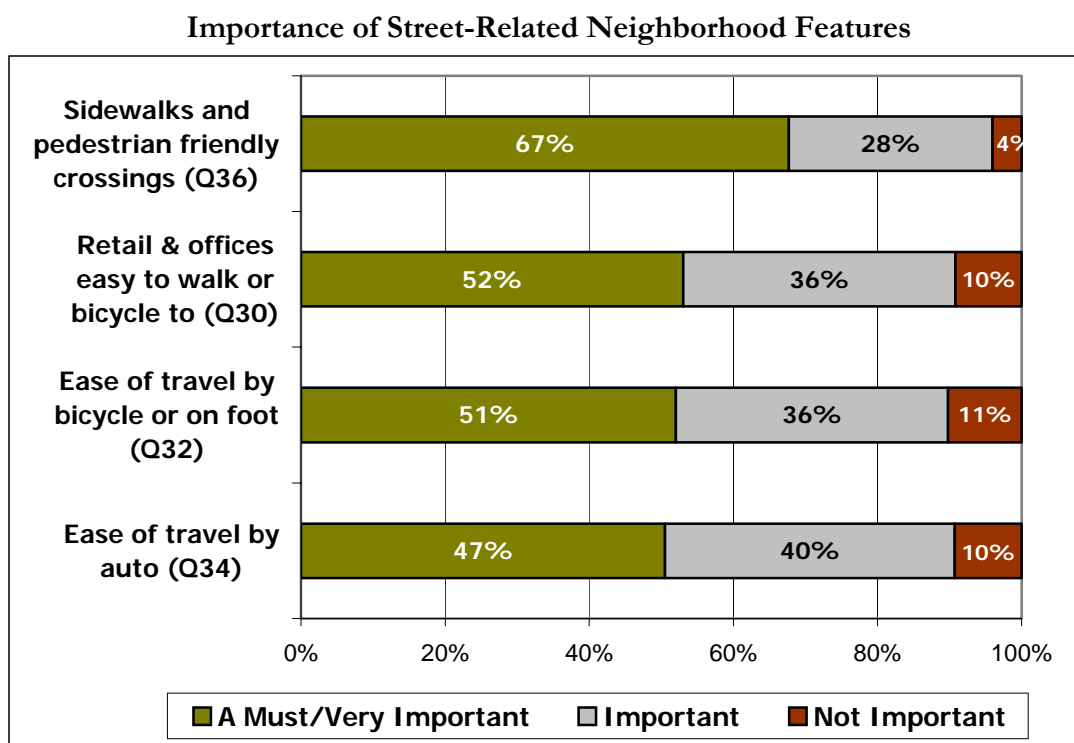
Over half (54%) of respondents agreed they would not mind having more well-designed apartments built on the closest busy street near where they live, as discussed in Section VI (Q40).

VIII. ENHANCED MOBILITY

“Create a balanced, integrated, multi-modal transportation system that is efficient, safe, and provides for mobility for all persons in the city and region. Our streets will be more pleasant and accessible to pedestrians, bicyclists, and motorists; and our transit system will be safe and well-integrated with our neighborhoods and employment centers.”

More pleasant, accessible streets

Respondents were asked about several street-related neighborhood features and asked how important they were to their accepting new development in their neighborhood.



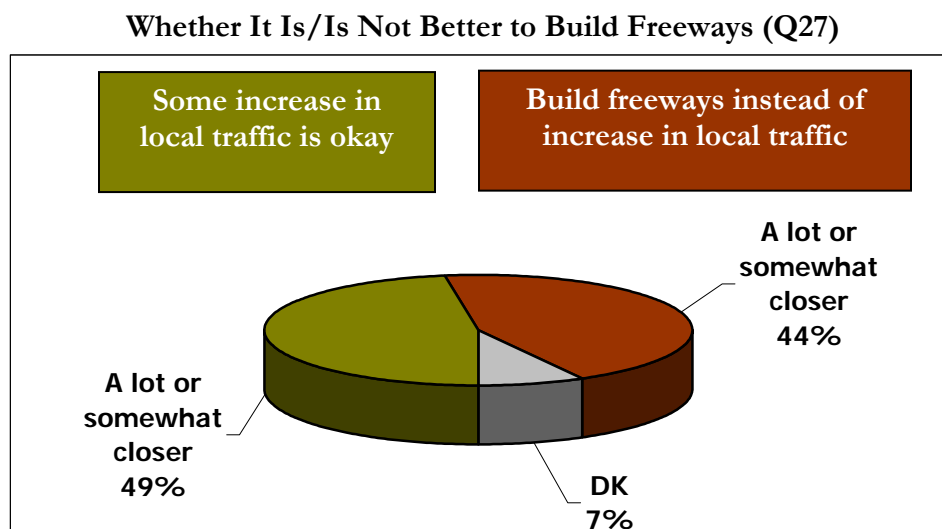
Source: Davis, Hibbitts & Midghall, Inc.; February 2007

The first three questions displayed above (sidewalks and pedestrian friendly crossings, retail and offices easy to walk or bicycle to, and ease of travel by bicycle or on foot) are fully presented in Section V. Support was especially high for sidewalks and pedestrian friendly street crossings.

For ease of travel by auto, responses were similar across all subgroups.

A related question asked whether some increase in local traffic congestion and local pedestrian activity is better than building new freeways and highways to accommodate population growth and

suburban development *or* would it be better to build the freeways and highways instead (Q27). Respondents were divided on which came closest to how they felt.



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Multi-modal transportation system

Most respondents (67%) said the proposition that traffic congestion is inevitable and we should invest in alternatives to driving including public transit, walkways, and bike trails came closer to their feelings than the statement that more highway construction and intersection widening can realistically reduce congestion (Q22). As noted in Section V, half (52%) said their preference for investing in alternatives was *a lot* closer to how they felt.

About six in ten said improved bus or light rail service is an important feature in accepting new development in their neighborhood (Q29).

Over half (53%) agreed that building light rail extensions and other public transportation facilities is a *very* acceptable guideline for planning for future growth (Q13). This guideline ranked fourth among a list of 17 different guidelines with a mean of 6.0. There were no notable subgroup variations.

Building more highways and expressways ranked near the bottom of planning principles acceptable to respondents for guiding future growth, although with a mean of 4.9 (1=not at all acceptable to 7=very acceptable) it was rated above neutral (Q16).

Over six in ten (64%) agreed they would be willing to pay more in taxes to improve the region's transportation system if they could specify exactly how the money would be spent (Q41).

Transit system well-integrated

A trade-off question, more fully presented in Section V, asked whether it is better to add housing in underutilized commercial corridors near established neighborhoods and transit stations to accommodate population growth and reduce urban sprawl *or* to convert farmland and open space because additional housing would impact existing neighborhoods (Q23). A substantial 76% said infill housing came closest to their feelings, with a majority saying it is *a lot* closer to how they felt.

This planning guideline includes the concept of a transit system that will be well-integrated with neighborhoods and employment centers. Several survey questions (discussed in Section V) that address neighborhoods located near transit and jobs touch on this concept.

IX. ECONOMIC VITALITY AND PROSPERITY

“As a civic, cultural, and economic hub of the region and the Central Valley, Sacramento’s economy will provide a broad range of jobs and business opportunities that are accessible to all residents and provide opportunities for advancement.”

Respondents supported a better relationship between jobs and housing, as discussed in Section V. Over six in ten (63%) agreed that new development in their neighborhood that may increase traffic congestion is okay if people can live closer to their jobs and services (Q42).

The following presents the acceptability of three different planning principles related to different aspects of the economic vitality planning guideline.

Acceptability of Planning Principles Related to Economic Vitality

(Scale of 1=not at all acceptable to 7=very acceptable)

Planning principle	Mean
Encourage development that allows people to live closer to where they work (Q15)	5.7
Encourage development of retail areas that reflect the diversity of the city (Q5)	5.1
Encourage development of corporate headquarters of major businesses (Q11)	4.9

Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Respondents found it quite acceptable as a planning principle to encourage development that allows people to live closer to where they work. Encouraging retail development that reflects the city’s diversity was seen as somewhat acceptable. Both of these planning principles are discussed more fully in Section V.

There were no notable subgroup variations for encouraging development of major business corporate headquarters.

X. PUBLIC HEALTH AND A SUSTAINABLE ENVIRONMENT

“Foster safe neighborhoods where City services are coordinated with neighborhood design and participation to reduce crime and nuisances; and through planning and design, resulting in a sustainable environment with improved air and water quality, reduced flooding risks, and protection of critical habitat, open space and agricultural resources.”

Services coordinated with design and participation to reduce crime & nuisances

Respondents wanted more emphasis on improving emergency assistance, as noted in Section V. Nearly seven in ten (69%) said that increased emergency assistance is an absolute must (31%) or very important (38%) to accepting new development in their neighborhood (Q35). Over half (55%) said the planning principle to encourage development that maintains or improves response time for police and fire is *very* acceptable to them (Q12). This *very* acceptable rating and overall mean of 6.1 ranked second behind only improving flood protection among the 17 planning principles we asked about. Both are discussed in Section V.

Reduced flooding risks

Nearly two-thirds (66%) said improving flood protection in all developed areas is a *very* acceptable principle to guide future planning (Q8). The mean of 6.2 (1=not at all acceptable to 7=very acceptable) was the highest among the 17 planning principles rated by respondents.

Protection of habitat, open space and agricultural resources

Protecting the tree canopy and urban forest in the city limits ranked third (along with preserving open space at the city’s edges) as an acceptable principle to guide future planning with a mean of 6.1 (Q4). More than half (55%) said that an urban forest of high canopy trees is an absolute must or very important to accepting new development (Q33).

Residents wanted future planning to consider preserving open space at the city’s edges, and had little interest in using undeveloped areas outside the central city to encourage low density housing development.

Acceptability of Planning Principles for the City’s Edges & Undeveloped Areas

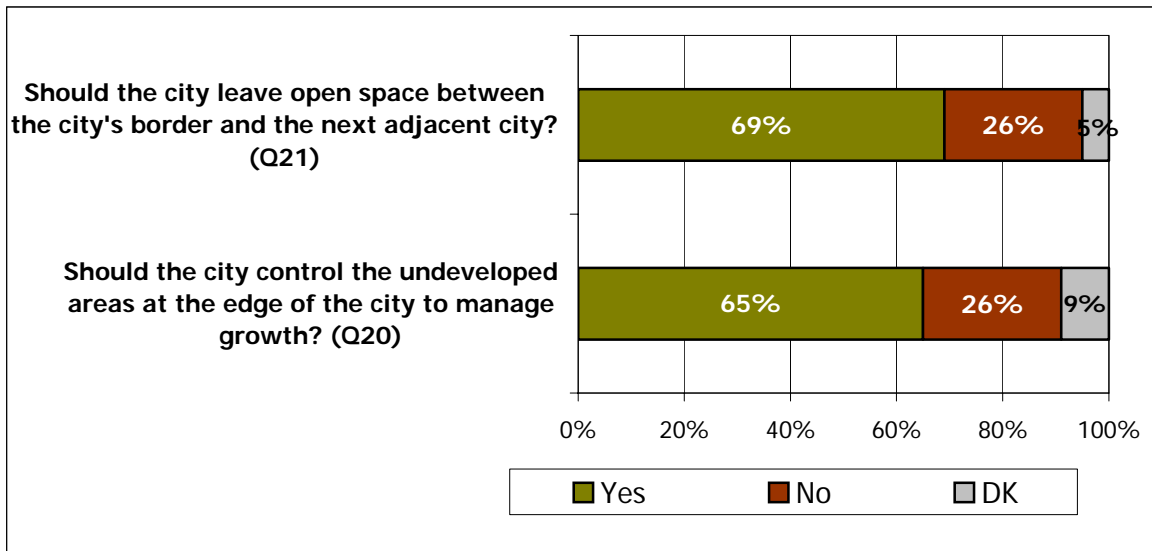
(Scale of 1=not at all acceptable to 7=very acceptable)

Planning principle	Mean
Preserve open space, farmland, and natural habitat at the city’s edges (Q10)	6.1
Encourage low density housing development outside the central city in currently undeveloped areas (Q19)	4.5

Source: Davis, Hibbitts & Midghall, Inc.; February 2007

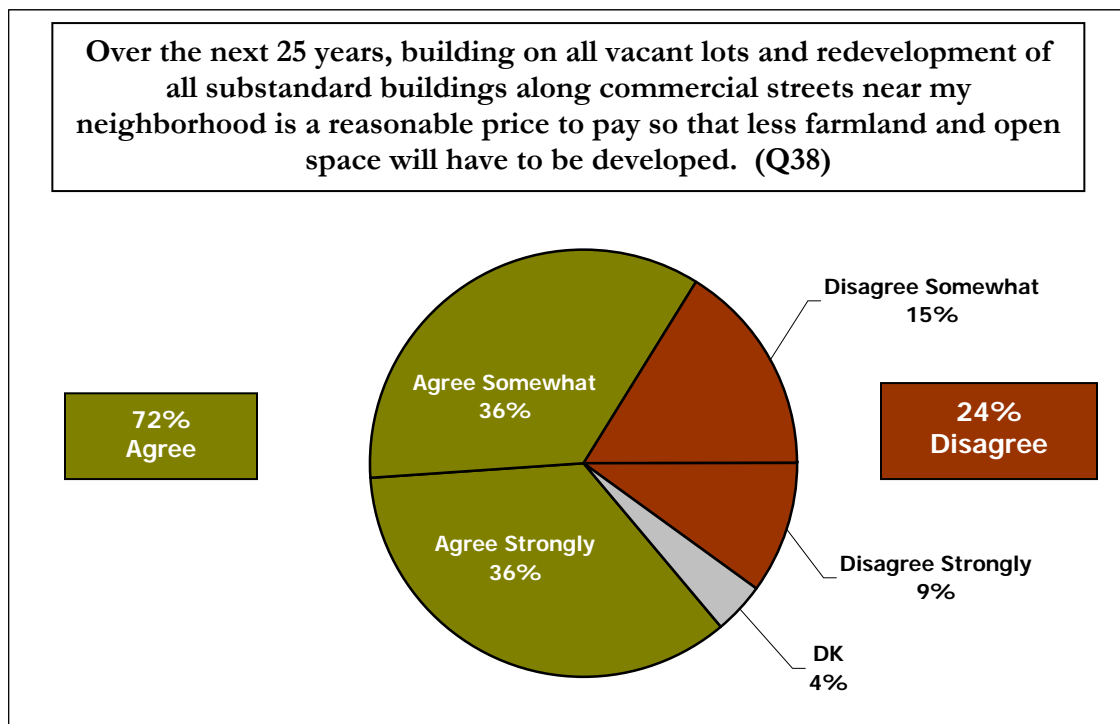
Residents showed substantial support for the city leaving open space between its border and the next adjacent city (Q21) and controlling the undeveloped areas on the edge of the city to manage growth (Q20).

The City's Borders (Q21, 20)



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Seven in ten (72%) respondents agreed that building on all vacant lots and redevelopment of all substandard buildings along commercial streets near their neighborhood is a reasonable price to pay over the next 25 years so that less farmland and open space will have to be developed (Q38).



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

Three-quarters (76%) said housing infill near neighborhoods and transit stations came closer to how they felt than converting farmland and open space, with over half (56%) saying infill came *a lot* closer to how they felt (Q23).

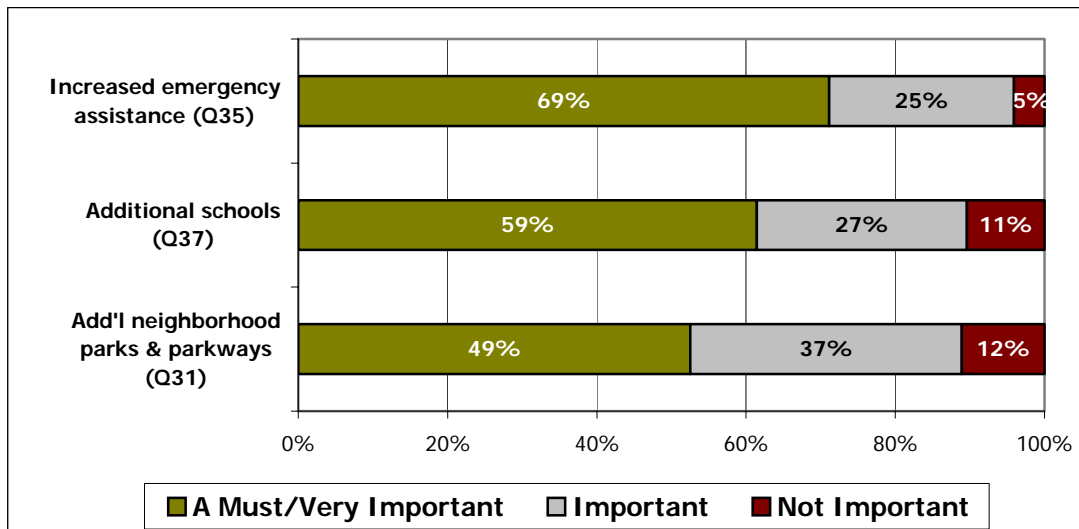
XI. INTEGRATED CITY SERVICES

“Provide quality public services, facilities, and infrastructure that are distributed and maintained equitably throughout the city. From parks and recreation; to fire and police services; to safe and efficient water delivery, sewer, drainage, and waste collection; to clean, well-maintained and efficient streets; each neighborhood will be adequately served by the City’s Departments and the services they provide.”

Respondents were concerned about emergency assistance, as noted earlier in Sections V and X. Over half (55%) said it is *very* acceptable to them to encourage development that maintains or improves response time for police and fire (Q12) and 69% said that increased emergency assistance is an absolute must or very important to accepting new development (Q35).

When we look at the importance placed on other neighborhood features, emergency assistance ranked second behind only improved flood protection among all 10 features presented to respondents, and above two other public service-related features as shown below.

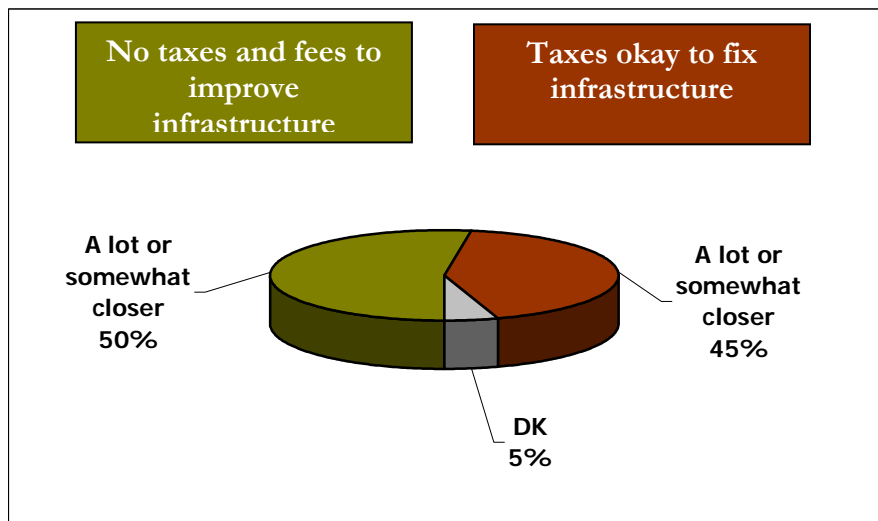
Importance of Public Service-Related Neighborhood Features



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

We asked respondents in a trade-off question about paying to improve *existing* infrastructure. They slightly favored the statement of people not wanting to pay more in taxes and fees to improve *existing* infrastructure, such as roads, transit, water, drainage and sewers, for which they already pay enough, rather than the statement of those who feel that raising new taxes and fees to fix existing infrastructure can benefit everyone and revitalize underserved neighborhoods (Q25).

Improving Existing Infrastructure (Q25)



Source: Davis, Hibbitts & Midghall, Inc.; February 2007

XII. CIVIC ENGAGEMENT PROFILE

We asked several questions related to how active respondents were in their community. As noted in Appendix B (Community Activists and Opinion Leaders) responses to these questions were used to form two subgroups for purposes of analysis: those who answered *yes* to Q49 (community activism) are designated “community activists,” while a larger group of “opinion leaders” includes community activists along with respondents who answered *very* to Q51 (how involved in community and public affairs) or Q52 (how closely follow community and public affairs in the media).

Asked how involved they were in community and public affairs, over half (54%) said not very/not at all and 44% said very/somewhat (Q51). Only a quarter (24%) of respondents said they were active in community organizations or serve on any public committees, boards, or commissions (Q49). However, over three-quarters (76%) said they follow community and public affairs in the media very or somewhat closely. Only 40% said they read the *Sacramento Bee* every day (Q50).

XIII. OBSERVATIONS AND CONCLUSIONS

Priority Issues

Issues of highest priority to City residents are:

- Preserving open space and farmland
- Better flood protection
- Improved emergency assistance
- Protecting the City’s urban forest and tree canopy

Residents solidly support:

- Encouraging development that allows people to live closer to where they work and brings them closer to public transit
- Investing in transportation alternatives, including light rail extensions and other public transportation facilities
- Creating neighborhoods with convenient services residents can safely (and easily) walk and bike to
- Controlling growth on the city's edges

Residents also solidly support:

- Reusing buildings and land in ways that match the surrounding area
- Providing additional schools if there is new development
- Paying more taxes to improve the transportation system if they could specify how the money is spent

For housing, residents:

- Support distributing affordable housing throughout the city
- Adding housing in corridors and near transit stations
- Are amenable to:
 - Offering many types of traditional housing
 - Compact residential development instead of going outward from city boundaries

Support is there, but not as solid for:

- Offering a variety of architectural styles
- Encouraging the development of retail areas that reflect the city's diversity
- Mixing different land use types
- Encouraging company headquarters to locate within the city
- Offering high rise development

Residents send mixed signals on:

- Paying more taxes and fees to improve existing infrastructure
- Whether they think new development brings variety or should match existing buildings
- Accepting some increase in local traffic congestion or building freeways instead

Residents' support is limited for:

- Encouraging low density housing outside the central city in undeveloped areas

Making Connections

Residents respond when connections are made between planning principles and what matters most to them.

They are open to denser development when the link is made to:

- Protecting open space and farmland
- Improved public transit
- Maintaining or improving response time for police and fire
- Shopping and services within walking distance of their home
- Not jeopardizing the urban forest
- People living closer to their jobs and services

Failure to make the link may have resulted in limited support for:

- “Well-designed” apartments built on closest busy street (because urban design is not a priority issue for most residents)
- High rise residential development as a planning principle (no link)

Opinion Leaders and Community Activists

We weren’t surprised by the differences we noted between opinion leaders and community activists compared to those who were not.⁵ These two groups were often (but not always) more likely to be:

- Concerned about protecting the urban forest, and against converting open space and farmland
- Open to infill and redevelopment strategies
- Interested in alternatives to driving, including neighborhoods easy to travel by bicycle or foot, investing in transportation alternatives, and paying more to improve the region’s transportation system

As expected, opinion leaders and community activists also were more involved in and following public affairs more closely, including the general plan update.

Those who were not opinion leaders or community activists, on the other hand, more often wanted to build more highways and expressways and more often did not agree that open space should be left between the city’s border and the next city.

Planning Areas

As noted at the beginning of this report, inherent limitations to community planning areas data lead us to remind readers that any differences need to be understood as directional rather than authoritative, supplementing what the City has learned through Town Hall Forums and other public involvement efforts. That said, we make some general observations about some of the community planning area differences.⁶

- Central City, Land Park, and North Natomas more often differed from other areas; Arden Arcade differed least often
- Central City:
 - More often and consistently supported housing diversity, infill and compact residential development, and alternatives to driving
 - Was more interested in good design and diversity in housing options
- East Sacramento and Land Park most often shared similarities with Central City
- East Sacramento:
 - Supported investing in transportation alternatives
 - Was more willing to pay more for existing infrastructure
- Land Park:
 - Showed more support for compact residential development and less support for building more highways and expressways
 - Had a higher awareness of the plan update process (with Central City and Arden Arcade)

⁵ Readers are encouraged to refer to Appendix B for details on opinion leaders and community activists.

⁶ Readers are encouraged to refer to Appendix D for details on community planning area differences.

- Pocket:
 - Shared some similarities to Central City, especially willingness to pay more to improve the region's transportation system
 - Had among the highest levels of community involvement
- The closer-in areas – Central City, Land Park, East Sacramento, and Pocket – were most concerned about protecting the tree canopy and urban forest
- The three northernmost areas – North Natomas, South Natomas, and North Sacramento – were more likely to support more highways to reduce congestion
- North Natomas:
 - Was least interested in improved bus and light rail service
 - Said increased emergency assistance was a must more often than other areas except for North Sacramento, Arden Arcade and South Area
- South Natomas:
 - Was least likely to follow community affairs
 - Less often supported adding housing in corridors and near transit stations
- North Sacramento:
 - Tended to have more of a mix of opinions, supporting denser development if shopping and services were convenient, wanting highways to reduce congestion, and less often than other areas preferring additional housing in corridors and near transit stations to converting farmland or open space
 - Considered ease of travel by auto more important (along with Fruitridge and South Area) than Central City
- South Area:
 - Was least interested in paying more for existing infrastructure
 - Was more interested (with Central City and Fruitridge) in light rail extensions and other public transportation
- There were no notable differences between planning areas when it came to:
 - Encouraging development that allows people to live closer to where they work
 - Importance of additional neighborhood parks and parkways
 - Offering a variety of architectural styles
 - The city controlling areas on its edge to manage growth
 - Offering high rise residential development.

Subgroup Differences

Subgroup differences are reported in the attached appendices. However, it is worth noting that responses were similar across all demographic subgroups in their:

- Support for encouraging development that allows people to live closer to where they work
- Interest in offering a variety of architectural styles as a planning principle
- Fairly neutral view of encouraging development of a distinguishing skyline
- Support for offering many types of housing and interest in encouraging compact and efficient residential development
- View of the importance of ease of travel by auto as a neighborhood feature
- Relatively high acceptance of building light rail extensions and other public transportation facilities as a planning guideline
- Fairly neutral interest in encouraging development of corporate headquarters of major businesses

Foundation for Plan Update Process

These survey findings give the City a strong foundation for choosing the preferred land use alternative that will be presented to City Council for consideration later this spring.

APPENDIX A SUBGROUP VARIATIONS BY AGE

I. Introduction

We recently completed a survey of 1510 residents to assist the City of Sacramento (City) in updating its General Plan. This appendix highlights noteworthy outcomes by age of respondent. We divided respondents into the following age groups: 18-34, 35-54, and 55+.

II. Findings for Community Activists and Opinion Leaders

Awareness and Knowledge Levels. Older respondents were more aware of predicted population growth in the City – age 35-54 at 65% and 55+ at 69% compared to only half for age 18-34 (Q1).

Planning Principles and Ideas. A series of 17 questions addressed general principles or ideas that might be used in planning for future growth over the next 20 to 30 years (Q3 to Q19). These questions used a scale of 1=not acceptable at all to 7=very acceptable. Five questions showed differences by age.

Five questions scored a mean of 6.0 or above for the general population. Age groups did not differ from each other for four of these:

- Improve flood protection (6.3, Q8)
- Protect the tree canopy and urban forest in the city limits (6.1, Q4)
- Preserve open space, farmland, and natural habitat at the city's edges (6.1, Q10)
- Build light rail extensions and other public transportation facilities (6.0, Q13)

Age 55+ found it more acceptable than age 35-54 to encourage development that maintains or improves response time for police and fire (6.3 to 6.1, Q12).

Seven questions scored a mean between 5.0 and 6.0, indicating the planning principle was quite acceptable at the higher end of the range, and somewhat acceptable at the lower end. There were no differences by age for three of them:

- Encourage development that allows people to live closer to where they work (5.7, Q15)
- Offer many types of traditional housing (5.4, Q3)
- Offer a variety of architectural styles (5.1, Q17)

Age 35-54 found it *more acceptable* to:

- Reuse and revitalize old buildings and vacant lots in ways that match the surrounding area compared to age 18-34 and 55+ (6.1 to 5.8 and 5.9, Q7)
- Encourage compact, efficient residential development instead of development outward compared to age 55+ (5.3 to 5.1, Q6)
- Mix different land use types together than age 18-34 (5.2 to 5.0, Q9)

Age 18-34 found it more acceptable than age 55+ to encourage development of retail areas that reflect the city's diversity (5.3 to 4.9, Q5).

Five questions scored a mean of 4.9 or under for the general population; there were differences by age for only one of these questions: the level of acceptability for offering high rise residential development decreased with age (age 18-34 at 4.7, age 35-54 at 4.5, age 55+ at 4.3, Q18). For reference, different age groups did not differ in their lower level of acceptability for encouraging development of corporate headquarters of major businesses building more highways and expressways, encouraging development of a distinguishing skyline, and encouraging low density housing outside the central city.

When asked if the city should control the undeveloped areas on the city's edge to manage growth, there were no notable differences by age (Q20). However, age 55+ were more likely than age 18-34 to say that the city should leave open space between the city's border and the next adjacent city (73% to 65%, Q21).

Tradeoffs – Key Planning Issues. Six tradeoff format questions were asked. For each question, after choosing one statement or the other, they were asked if it was a lot or only somewhat closer to how they felt:

- Q22: Invest in alternative transportation *or* build more highways
- Q23: Add housing close in *or* convert farmland and open space
- Q24: Distribute affordable housing throughout City *or* not build near established neighborhoods
- Q25: No new taxes to improve existing infrastructure *or* taxes okay to improve infrastructure
- Q26: New development brings variety (well-designed, bigger, higher) *or* match to existing buildings
- Q27: Some increase in traffic congestion and pedestrian activity okay *or* build freeways and highways

We found differences by age for only one tradeoff. Age 18-34 more often said that the statement that new development brings variety (well-designed, bigger, higher) came closer to how they felt than age 55+ both generally (48% to 40%) and *a lot* closer (30% to 22%) (Q26). Age 35-54 were in between (46% closer, 27% *a lot*).

For that same question, age 35-54 and 55+ said new development should match existing buildings came *a lot* closer to how they felt more than 18-34 (31% and 37% to 24%).

Neighborhood Features for New Development. Ten neighborhood features were presented and respondents were asked how important each was to accepting new development in their neighborhood – 4=absolute must, 3=very important, 2=important, 1=not important (Q28 to Q37). There were age variations for three of these features.

Age 18-34 were more likely to say:

- Ease of travel by bicycle or on foot was an *absolute must* than age 55+ (23% to 16%), resulting in an overall difference by means (2.7 to 2.5, Q32)
- Increased emergency assistance was an absolute must/very important than age 35-54 (73% to 64%, Q35)
- Additional schools were an absolute must/very important and an *absolute must* more than ages 35-54 and 55+ (68%/31% to 54%/21% and 51%/21%, Q37)

All age groups were the same in the importance they placed on sidewalks and pedestrian friendly street crossings, improved bus or light rail service, urban forest of high canopy trees, including retail businesses and offices that are easy to walk and bicycle to, additional neighborhood parks and parkways, ease of travel by auto, and high quality and attractive architectural design of new buildings.

Planning Issues. Five planning issues were addressed with agree-disagree format questions (Q38-42). There were no age interactions when asked about building on vacant lots and redevelopment of

substandard buildings over the next 25 years being a reasonable price to pay so less farmland and open space will have to be developed (72% full sample agree, Q38). There were age interactions for the other four.

Age 55+ more often *strongly disagreed* that:

- higher density development near my neighborhood is okay if it includes convenient shopping and services within walking distance of my home (15% to 9% age 18-34 and 10% age 35-54, Q39)
- they would not mind having more well-designed apartments build on the closest busy street near they live (28% to 19% age 18-34 and 22% age 35-54, Q40)
- they would be willing to pay more taxes to improve the region's transportation system if they could specify how the money would be spent (22% to 17% age 18-34 and 16% age 35-54, Q41)
- new development in their neighborhood that may increase traffic congestion is okay if people can live closer to their jobs and services (21% to 10% 18-34 and 15% age 35-54, Q42)

Ages 18-34 and 35-54 agreed more often than age 55+ that they would not mind having more well-designed apartments built on the closest busy street near they live (60% and 54% to 48%); however, age 18-34 was more likely than age 35-54 to choose *strongly agree* (22% to 16%) (Q40). Full sample agree was 54%. On this same question, nearly half (49%) of age 55+ disagreed overall, while only 38% of those age 18-34 disagreed. Full sample disagree was 43%.

Age 18-34 agreed more often than age 55+ that new development in their neighborhood that may increase traffic congestion is okay if people can live closer to their jobs and services (68% to 58%) (Q42).

APPENDIX B SUBGROUP VARIATIONS BY LEVEL OF COMMUNITY INVOLVEMENT

I. Introduction

We recently completed a survey of 1510 residents to assist the City of Sacramento (City) in updating its General Plan. This appendix highlights initial noteworthy outcomes for two demographic subgroups: community activists and opinion leaders.

Community activists were identified by saying yes to being active in any community organization or serve on any public committees, board or commissions (Q49), and there were 365 (24%) of them. Opinion leaders were identified to include community activists along with those who said they were *very involved* in community and public affairs (Q51), or that they follow community and public affairs in the media *very closely* (Q52). There were 682 of these people, or 45% of the full sample of 1,510.

Note that the 24% of the sample which were community activists were all included in the 45% opinion leaders. Although the latter used a broader criteria, these two subgroups agreed to such an extent that we will lead with the community activists and mention opinion leaders only when they differ from community activists.

II. Findings for Community Activists and Opinion Leaders

Awareness and Knowledge Levels. Community activists indicated a little more awareness than other survey respondents that the city's population will grow by 200,000 in the next quarter century; 70% compared to 58% (Q1).

While community activists were more likely to be aware that the City is preparing a new long term growth and development plan (60% to 42%, Q2), note awareness was a full 10% lower than for population growth knowledge.

Planning Principles and Ideas. A series of 17 questions addressed general principles or ideas that might be used in planning for future growth over the next 20 to 30 years (Q3 to Q19), but only three questions showed differences among these two subgroups. These questions used a scale of 1=not acceptable at all to 7=very acceptable.

Five questions scored a mean of 6.0 or above for the general population. As a point of reference, community activists did not differ from others in terms of improved flood protection, preservation of open space and farmland at the city's edges, development that improves police and fire response times, and building light rail extensions and other public transportation facilities.

However, community activists found it more acceptable that the tree canopy and urban forest in the city limits be protected (6.3 to 6.1, Q4), and there were no single-score variations (e.g., no difference between subgroups who chose a value of 7 or any other value).

Five questions scored a mean of 4.9 or under for the general population, and the other two questions where these two subgroups differed were among them. For reference, community activists did not differ in their lower level of acceptability for encouraging development of corporate headquarters of major businesses, offering high rise residential development, and encouraging development of a distinguishing skyline.

However, community activists found it less acceptable (or more unacceptable) that more highways and expressways be built (4.5 to 4.8, Q16). Further analysis revealed the differing ratings were significant on the scale's extremes; for those choosing a value of 7 (21% to 28%) or a value of 1 (12% to 8%).

The other significant variable, encouraging low density housing outside the central city in undeveloped areas (Q19), was statistically significant only for opinion leaders (4.3 to 4.7), but community activists must have just missed the cutoff, with a 4.3 to 4.6 difference.

When asked if the city should control the undeveloped areas on the city's edge to manage growth, community activists agreed more (73% to 62%, Q20).

Community activists, and almost opinion leaders, agreed more that the city should leave open space between Sacramento and the next city (75% to 68%, Q21). Opinion leaders trended in the same direction (72% to 67%).

Tradeoffs – Key Planning Issues. Six tradeoff format questions were asked. For each question, after choosing one statement or the other, they were asked if it was a lot or only somewhat closer to how they felt. For discussion purposes, we address the tradeoffs as:

- Q22: Invest in alternative transportation *or* build more highways
- Q23: Add housing close in *or* convert farmland and open space
- Q24: Distribute affordable housing throughout City *or* not build near established neighborhoods
- Q25: No new taxes to improve existing infrastructure *or* taxes okay to improve infrastructure
- Q26: New development brings variety (well-designed, bigger, higher) *or* match to existing buildings
- Q27: Some increase in traffic congestion and pedestrian activity okay *or* build freeways and highways

Q22: Community activists were more likely to choose invest in alternative transportation (72% to 65%), with the largest difference at the *a lot* closer level (58% to 50%).

Q23: Community activists were more likely to choose adding housing close in (82% to 74%), again with the largest difference at the *a lot* closer level (64% to 53%).

Q24: Community activists agreed more with distributing affordable housing throughout the City (74% to 67%), with the largest difference at the *a lot* closer level (58% to 47%). Opinion leaders overall did not choose one statement over the other, but among those choosing *a lot* closer to distributing affordable housing, they followed the community activists (54% to 46%).

Q25, Q26, Q27: There were no differences by community activists or opinion leaders.

Neighborhood Features for New Development. Ten neighborhood features were presented and respondents were asked how important each was to accepting new development in their neighborhood (Q28 to Q37). Of the five variables reaching significance for our target subgroups (one for community activists alone, three for opinion leaders only, and one for both), differences by mean were either .1 or .2, that is, muted.

Both subgroups were the same in the importance they placed on urban forests (2.8 to 2.6, Q33). Ease of travel by bicycle or on foot (Q32) was more important for community activists (2.7 to 2.6). Opinion leaders identified high quality and designed new building (2.3 to 2.1, Q28), additional neighborhood parks

and parkways (2.6 to 2.5, Q31) and sidewalks/street crossings (3.0 to 2.9, Q36) as more important than did others.

Planning Issues. Five planning issues were addressed with agree-disagree format questions, but only one reached clear statistical significance. There was agreement (in total and among strongly agree) that if respondents could specify how much money would be spent, they would be willing to pay more taxes to improve the region's transportation system (72% to 61% for total, 43% to 27% among strongly agree, Q41).

There were a few other noteworthy interactions, the most clear being for neighborhood redevelopment being a reasonable price to pay for keeping farmland and open spaces (Q38). While the full sample was split 36% each among strongly and somewhat agree, community activists were more likely to choose strongly agree (43% to 34%) and less likely to choose somewhat agree (29% to 39%). When combined, these agree percents become nearly identical (72% to 73% agree with the statement).

Also of note, but among the broader group of opinion leaders, was a similar split within levels of agreement for new development in my neighborhood which may increase traffic congestion is okay if people can live closer to their jobs and services (Q42). Opinion leaders strongly agreeing split 26% to 20%, while those somewhat agreeing split the other way (37% to 43%).

III. Demographics

Six of eight demographic questions indicated subgroup differences (excluding the three questions which made up our targeted subgroups):

- Community activists (but not opinion leaders) were more likely to be female (59% to 51% for all others).
- Community activists (but not opinion leaders) were more likely to have children under 18 at home (41% to 32% for others).
- Opinion leaders (but not community activists) were more likely to be Caucasian (60% to 51% for others), but they were less likely to be Asian/Pacific Islander (8% to 15% for others).
- Both subgroups were less likely to be employed as skilled labor (5% to 13% for community activists, similar for opinion leaders). Opinion leaders (but not community activists) were more likely to be retired (23% to 16%).
- Both subgroups were more likely to read the Sacramento Bee every day (46% to 38% for community activists, more pronounced for opinion leaders...53% to 29%).
- Both subgroups revealed higher incomes. Community activists were more likely to earn \$100,000+ (24% to 14%) and less likely to earn under \$30,000 (20% to 28%).

APPENDIX C SUBGROUP VARIATIONS BY PLANNING AREA

I. Introduction

We recently completed a survey of 1510 residents to assist the City of Sacramento (City) in updating its General Plan. This appendix highlights how the City's community planning areas (areas) divide on key questions.⁷

Planning areas reported on are North Natomas, South Natomas, North Sacramento, Arden Arcade, Central City, East Sacramento, Land Park, Fruitridge, Pocket, and South Area.

To group responses by area, we relied on zip codes and self-reporting residence location relative to key highways and streets which will not always match perfectly with community planning area boundaries. The small sample sizes (ranging from 51 in Arden Arcade to 252 in South Area) also result in higher margins of error.⁸ Because of these inherent limitations in the data, results for the areas should be considered more directional, offered to supplement other information collected at Town Hall Forums and through other public involvement efforts.⁹

II. Findings

Awareness and Knowledge Levels. Residents of Land Park (75%) were more aware than residents of North Natomas, North Sacramento, Fruitridge, and Pocket (52% to 58%) that an additional 200,000 people are expected to move into the city in the next 25 years (Q1).

Even more pronounced was awareness of Sacramento preparing a long-term plan (Q2). Land Park had more awareness than all other areas except Arden Arcade and Central City (68% compared to 38% - 49%).

Planning Principles and Ideas. Respondents were read a list of general principles that might be used in planning for future growth and were asked how acceptable each was on a scale of 1=not at all to 7=very acceptable). Protection of the tree canopy and urban forest (Q4) was more acceptable as a planning principle in Central City, East Sacramento, Land Park, and Pocket (6.3 to 6.5) than in South Natomas, Fruitridge, and South Area (5.9 to 6.0).

For the principle of encouraging compact and efficient residential development in areas like downtown and transit corridors instead of development outward from the city's boundaries (Q6), those living in the Central City (5.5) found this more acceptable than did residents of North Natomas (4.9), North Sacramento (5.1), Fruitridge (5.0), and South Area (5.0). Also, those living in Land Park (5.7) found this principle more acceptable than residents of North Natomas, Fruitridge, and South Area.

Asked about reusing and revitalizing old buildings and vacant lots in ways that match the surrounding areas (Q7), residents of Central City and Pocket (6.1) found it more acceptable than residents of Fruitridge (5.7).

Residents of Central City, Fruitridge, and South Area (6.1 to 6.2) found it more acceptable than residents of North or South Natomas (5.5 and 5.8) that light rail extensions and other public transportation facilities be built (Q13).

⁷ Readers should refer to the survey questionnaire for the exact wording of referenced questions.

⁸ For example, assuming n=100, the margin of error is +/-9.8%. This compares to a +/-2.5% margin of error for the total sample of n=1510.

⁹ We generally report statistically significant differences only.

North Natomas residents (5.4) were more likely to find the planning principle to encourage development of corporate headquarters of major businesses more acceptable than residents of North Sacramento, Central City, Fruitridge, Pocket, and South Area (4.8 to 5.0) (Q11).

Tradeoffs. Respondents were read two statements and asked which came closest to their feelings. After choosing one or the other, they were then asked if the statement was *a lot* or only *somewhat closer* to how they felt.

Asked about adding housing in corridors and near transit stations or converting farmland and open spaces to accommodate population growth (Q23), North Sacramento (63%) preferred adding housing in corridors less often than all other areas (73% to 82%). For that same question, South Natomas (69%) also expressed less preference for adding housing in corridors, compared to Central City, East Sacramento, and Pocket (80% to 82%).

There was a higher preference among Central City (78%) for affordable housing being distributed throughout the city rather than not in or near established neighborhoods (Q24), compared to North Natomas, North Sacramento, Fruitridge, Pocket, and South Area (55% to 69%).

A majority of Central City and East Sacramento (64%) residents preferred increased congestion rather than building new freeways (Q27), compared to residents of North and South Natomas, North Sacramento, Arden Arcade, Fruitridge, Pocket and South Area (38% to 48%). Note that East Sacramento did not differ from Arden Arcade.

Neighborhood Features for New Development. Respondents were asked how important certain neighborhood features were to their accepting new development in their neighborhood on a scale of 1=not important to 4=absolutely a must scale. Central City residents (2.8) placed more importance on ease of travel by bicycle or on foot (Q32) than did residents of North and South Natomas, Fruitridge, Pocket, and South Area (all 2.5).

Residents of North Natomas, Central City, and Land Park (2.4 to 2.5) placed higher importance on high quality and attractive architectural design of new buildings (Q28) than did residents of South Natomas, North Sacramento, Arden Arcade, Fruitridge, and South Area (2.0 to 2.2).

Planning Issues. Respondents were read statements about planning in the City and asked for the level of agreement. Residents of North Sacramento, Central City, and Fruitridge (75% to 77%) agreed more with the statement that higher density development in their neighborhood is okay if the new development includes convenient shopping and services within walking distance from home (Q39), compared to Pocket (64%).

Central City residents (66%) agreed more strongly that they would not mind having more well-designed apartments built on the closest busy street near where they live (Q40), compared to residents of North and South Natomas, North Sacramento, Fruitridge, Pocket, and South Area (47% to 56%).

Finally, residents of Central City (74%) agreed more that new development in their neighborhood that may increase traffic congestion is okay if people can live closer to their jobs and services (Q42) than did residents of South Natomas, North Sacramento, Fruitridge, Pocket, and South Area (57% to 62%).

APPENDIX D
2007 CITY OF SACRAMENTO GENERAL PLAN SURVEY
Full Sample n=1,510 (margin-of-error +/-2.5%)
Davis, Hibbitts & Midghall, Inc.

I. WARM-UP, AWARENESS AND KNOWLEDGE LEVELS

1. Forecasts predict that an additional 200,000 people will be living in the city of Sacramento in the next 25 years bringing the city’s population to 650,000. Were you aware of the extent of population growth the city will be experiencing over the next 25 years?

Yes-----60%
 No -----38%
 DK----- 1%

2. Have you heard that the City of Sacramento is preparing a new long-term plan for the growth and development of the community?

Yes-----47%
 No -----51%
 DK----- 2%

II. PLANNING PRINCIPLES AND IDEAS

I’m going to read you some general principles or ideas that might be used in planning for future growth in the City of Sacramento over the next 20 to 30 years. Some of these you may consider to be qualities of a great city. After I read each one, tell me how acceptable it is to you that the principle or idea guide the planning for the city. Please use a scale of 1 to 7, where 1 means “not at all acceptable” and 7 means “very acceptable.” Remember you can choose any point on the scale.

	Not at all Acceptable							Very Acceptable		DK	
<u>ROTATE</u>	<u>01</u>	<u>02</u>	<u>03</u>	<u>04</u>	<u>05</u>	<u>06</u>	<u>07</u>	<u>08</u>	<u>Mean</u>		
3. Offer many types of traditional housing such as single-family detached homes, condominiums, townhouses, and apartments. -----	5%	3%	6%	9%	22%	18%	35%	2%	5.4		
4. Protect the tree canopy and urban forest in the city limits -----	2%	2%	2%	5%	13%	15%	59%	3%	6.1		
5. Encourage development of retail areas that reflect the diversity of the city -----	5%	4%	7%	11%	26%	18%	26%	3%	5.1		
6. Encourage compact, efficient residential development in areas like downtown and transit corridors instead of development outward from the city’s boundaries-----	6%	4%	7%	12%	21%	17%	30%	3%	5.2		
7. Reuse and revitalize old buildings and vacant lots in ways that match the surrounding area -----	2%	2%	3%	6%	14%	20%	50%	2%	5.9		

<u>ROTATE</u>	Not at all				Very			DK	<u>Mean</u>
	01	02	03	04	05	06	07		
8. Improve flood protection in all developed areas -----	2%	1%	2%	4%	10%	13%	66%	2%	6.3
9. Mix different land use types together such as buildings in which residents can live above retail shops and offices -----	6%	4%	7%	10%	25%	19%	26%	3%	5.1
10. Preserve open space, farmland, and natural habitat at the city's edges -----	2%	1%	3%	7%	12%	17%	56%	3%	6.1
11. Encourage development of corporate headquarters of major businesses -----	7%	5%	8%	14%	21%	19%	23%	4%	4.9
12. Encourage development that maintains or improves response time for police and fire -----	2%	1%	2%	5%	13%	21%	55%	3%	6.2
13. Build light rail extensions and other public transportation facilities -----	3%	2%	3%	6%	16%	16%	53%	2%	6.0
14. Offer high rise residential development -----	10%	7%	9%	15%	25%	16%	16%	1%	4.6
15. Encourage development that allows people to live closer to where they work -----	3%	3%	3%	8%	21%	22%	40%	2%	5.7
16. Build more highways and expressways -----	9%	7%	9%	17%	16%	14%	26%	2%	4.8
17. Offer a variety of architectural styles --	4%	4%	7%	14%	26%	17%	27%	3%	5.2
18. Encourage development of a distinguishing skyline -----	8%	9%	9%	16%	21%	15%	19%	4%	4.6
19. Encourage low density housing development outside the central city in currently undeveloped areas -----	12%	7%	9%	14%	21%	14%	19%	3%	4.5
20. Should the city control the undeveloped areas on the edge of the city to manage growth?									
Yes -----	65%								
No -----	26%								
DK -----	9%								
21. Should the city leave open space between the city's border and the next adjacent city?									
Yes -----	69%								
No -----	26%								
DK -----	5%								

III. TRADEOFFS – KEY PLANNING ISSUES

I'm now going to read to you some paired statements about the Sacramento region. For each pair, tell me which statement comes closest to your feelings about how things should be 30 years from now. The choices may not be easy but give them your best try. Let's start with _____. (Follow each question with: Is that only somewhat or a lot closer to your feelings.) (ROTATE)

22. Some people feel traffic congestion is inevitable and that we should invest in alternatives to driving including public transit, walkways, and bike trails.

OR

Others feel that more highway construction and intersection widening can realistically reduce congestion. Which way do you feel?

Traffic congestion is inevitable, invest in alternatives—a lot closer-----	52%
Traffic congestion is inevitable, invest in alternatives—somewhat closer -----	15%
Highways can realistically reduce congestion—somewhat closer -----	12%
Highways can realistically reduce congestion—a lot closer-----	18%
DK-----	3%

23. Some people say to accommodate population growth and reduce urban sprawl it is better to add housing in underutilized commercial corridors near established neighborhoods and near transit stations.

OR

Others say that additional housing would impact existing neighborhoods and it is better to convert farmland or open space to accommodate population growth. Which way do you feel?

Add housing in corridors & near transit stations—a lot closer -----	56%
Add housing in corridors & near transit stations—somewhat closer -----	20%
Convert farmland or open space—somewhat closer -----	9%
Convert farmland or open space—a lot closer -----	10%
DK-----	6%

24. Some people say that to be fair, new affordable housing should be distributed throughout the city to increase access to jobs, increase the social mix of people in each neighborhood, and reduce high concentrations of low- income housing.

OR

Others feel that while new affordable housing should be built, it should not be built in or near established neighborhoods. Which way do you feel?

Affordable housing distributed throughout city—a lot closer -----	49%
Affordable housing distributed throughout city—somewhat closer -----	19%
Affordable housing not in or near neighborhoods—somewhat closer ----	10%
Affordable housing not in or near neighborhoods—a lot closer -----	15%
DK-----	7%

25. Some people don't want to pay more in taxes and fees to improve existing infrastructure, such as roads, transit, water, drainage and sewers. They feel they already pay enough for these facilities.

OR

Others feel raising new taxes and fees to fix existing infrastructure can benefit everyone and revitalize underserved neighborhoods. Which way do you feel?

No taxes and fees to improve infrastructure—a lot closer ----- 34%
 No taxes and fees to improve infrastructure—somewhat closer ---- 16%
 Taxes OK to fix infrastructure—somewhat closer ----- 21%
 Taxes OK to fix infrastructure—a lot closer ----- 24%
 DK-----5%

26. Some people feel new development in or near established neighborhoods is an opportunity to bring variety to the area, and they welcome new buildings that are well-designed, bigger, and higher than existing buildings in the area.

OR

Others feel that new development should match existing buildings in the area in terms of size and height. Which way do you feel?

New development bring variety—a lot closer ----- 27%
 New development bring variety—somewhat closer ----- 18%
 New development match existing buildings—somewhat closer---- 19%
 New development match existing buildings—a lot closer----- 30%
 DK-----6%

27. Some people say it is better to have some increase in local traffic congestion and local pedestrian activity than build new freeways and highways to accommodate population growth and suburban development.

OR

Others say that it would be better to build the freeways and highways instead of increasing local traffic congestion and local pedestrian activity. Which way do you feel?

Some increase in local traffic OK—a lot closer ----- 29%
 Some increase in local traffic OK—somewhat closer----- 20%
 Build freeways instead of increase in local traffic—somewhat closer---- 18%
 Build freeways instead of increase in local traffic—a lot closer----- 26%
 DK----- 7%

IV. NEIGHBORHOOD FEATURES FOR NEW DEVELOPMENT

I am going to read a list of neighborhood features. For each, please tell me how important it is to your accepting new development in your neighborhood: not important, important, very important, or absolutely a must. Try not to say absolutely a must for all the features. Be selective in your rating.

	<u>Not</u>		<u>Very</u>	<u>Absolutely</u>	
(ROTATE)	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>A Must</u>	<u>DK</u>
28. High quality and attractive architectural design of new buildings -----	25%	38%	25%	11%	2%
29. Improved bus or light rail service -----	8%	30%	35%	24%	1%

	<u>Not</u> <u>Important</u>	<u>Important</u>	<u>Very</u> <u>Important</u>	<u>Absolutely</u> <u>A Must</u>	<u>DK</u>
30. Including retail businesses and offices that are easy to walk or bicycle to for everyday needs -----	10%	36%	35%	17%	1%
31. Additional neighborhood parks and parkways -----	12%	37%	33%	16%	1%
32. Ease of travel by bicycle or on foot -----	11%	36%	32%	19%	2%
33. Urban forest of high canopy trees -----	11%	31%	34%	21%	2%
34. Ease of travel by auto -----	10%	40%	31%	16%	2%
35. Increased emergency assistance -----	5%	25%	38%	31%	2%
36. Sidewalks and pedestrian friendly street crossings -----	4%	28%	39%	28%	1%
37. Additional schools -----	11%	27%	34%	25%	4%

V. PLANNING ISSUES - AGREE-DISAGREE STATEMENTS

I'm now going to read to you a list of 5 statements about planning in the city. For each one, please indicate if you disagree strongly, disagree somewhat, agree somewhat, or agree strongly.

(ROTATE)	<u>Disagree</u> <u>Strongly</u>	<u>Disagree</u> <u>Smwt</u>	<u>Agree</u> <u>Smwt</u>	<u>Agree</u> <u>Strongly</u>	<u>DK</u>
38. Over the next 25 years, building on all vacant lots and redevelopment of all substandard buildings along commercial streets near my neighborhood is a reasonable price to pay so that less farm land and open space will have to be developed -----	9%	15%	36%	36%	4%
39. Higher density development near my neighborhood is OK if the new development includes convenient shopping and services within walking distance of my home -----	11%	14%	40%	33%	2%
40. I would not mind having more well-designed apartments built on the closest busy street near where I live -----	23%	20%	36%	18%	3%
41. If I could specify exactly how the money would be spent, I would be willing to pay more in taxes to improve the region's transportation system -----	18%	16%	33%	31%	3%
42. New development in my neighborhood that may increase traffic congestion is OK if people can live closer to their jobs and services -----	15%	18%	40%	23%	4%

VI. DEMOGRAPHICS

And now I have just a few final questions for statistical purposes only.

43. Gender
- | | |
|-------------|-----|
| Male ----- | 47% |
| Female----- | 53% |
44. Age
- | | |
|---------------|-----|
| 18-34 ----- | 36% |
| 35-54 ----- | 37% |
| 55+ ----- | 25% |
| Refused ----- | 2% |
45. Do you have any children under 18 living in your household?
- | | |
|---------------|-----|
| Yes----- | 34% |
| No ----- | 65% |
| Refused ----- | 1% |
46. Do you happen to be of Hispanic or Latino heritage?
- | | |
|---------------|-----|
| Yes ----- | 20% |
| No ----- | 77% |
| Refused ----- | 3% |
47. What is your race?
- | | |
|------------------------------|-----|
| White/Caucasian ----- | 55% |
| African American ----- | 13% |
| Asian/Pacific Islander ----- | 12% |
| Other ----- | 15% |
| Refused ----- | 5% |
48. What is your occupation?
- | | |
|---|-----|
| Professional ----- | 23% |
| Executive/Manager/Proprietor----- | 8% |
| Sales ----- | 5% |
| White Collar/Clerical/Civil Service ----- | 10% |
| Skilled Labor ----- | 11% |
| Retired ----- | 19% |
| Housewife/Stay at home Mom/Dad ----- | 4% |
| Student ----- | 6% |
| Semi/Unskilled Labor ----- | 4% |
| Unemployed/Disabled ----- | 3% |
| Refused ----- | 6% |

49. Are you active in any community organizations or serve on any public committees, boards, or commissions?
- | | | |
|---------|-------|-----|
| Yes | ----- | 24% |
| No | ----- | 75% |
| Refused | ----- | 1% |
50. How often to you read the *Sacramento Bee*?
- | | | |
|------------------|-------|-----|
| Every day | ----- | 40% |
| 4-6 times a week | ----- | 6% |
| Other | ----- | 55% |
51. How involved are you in community and public affairs?
- | | | |
|---------------------|-------|-----|
| Very involved | ----- | 12% |
| Somewhat involved | ----- | 33% |
| Not very involved | ----- | 23% |
| Not at all involved | ----- | 31% |
| Refused | ----- | 1% |
52. How closely do you follow community and public affairs in the media?
- | | | |
|--------------------|-------|-----|
| Very closely | ----- | 30% |
| Somewhat closely | ----- | 46% |
| Not very closely | ----- | 13% |
| Not at all closely | ----- | 10% |
| Refused | ----- | 1% |
53. Just your best guess, what will be your total household income before taxes in 2006?
- | | | |
|----------------------|-------|-----|
| Less than \$30,000 | ----- | 26% |
| \$30,000 to \$49,999 | ----- | 25% |
| \$50,000 to \$74,999 | ----- | 20% |
| \$75,000 or more | ----- | 28% |
54. Would you like to become involved in planning for your City or to receive more information about the City's General plan?
- | | | |
|-----|-------|-----|
| Yes | ----- | 18% |
| No | ----- | 82% |

Thank you for your time.