

# **Public Transportation Infrastructure Study (PTIS) 2009 SURVEY REPORT**

Draft 1: August 5, 2009

*Prepared for:*

Kimley-Horn and Associates, Inc.  
San Ramon, California

*By*

AIS Market Research, Inc  
Fresno, California

## Executive Summary

A 12- to 14-minute telephone survey was conducted in mid June 2009 as part of the Public Transportation Infrastructure Study (i.e., PTIS). A total of 909 surveys were completed with 404 residents from Clovis/Fresno, 401 participants in other incorporated cities within Fresno County, and 104 residents from unincorporated areas within Fresno County.

The survey findings in the report are organized primarily by the order of questions presented in the interviews. On the most important issue facing Fresno County today, the two most frequently cited issues were “Economy/Jobs/Unemployment” and “Water Shortage.” The findings here were consistent across the three sampling regions as well as across a number of demographic groups. Other issues pertinent to PTIS namely, public transportation, traffic congestion, growth/development, and air pollution, were not frequently cited by survey participants. The PTIS project is unlikely to attract a lot of attention, as residents in Fresno County are more preoccupied with the more immediate and visible problems (i.e., jobs and the economy). To gain more public awareness of the on-going PTIS, the benefits or payoffs of PTIS could be more explicitly and convincingly tied to creating employment, boosting the local economy.

The higher income groups, males, Caucasians (compared to Hispanics), households with three or more vehicles/autos, and the more educated were more skeptical (than their respective demographic counterparts) on improvements in public transportation helping to reduce air pollution in Fresno County. These findings are

echoed in the survey question on whether public transportation improvements to help reduce traffic congestions in Fresno County. Residents in unincorporated areas were also less convinced than their cohorts in Clovis/Fresno, or other incorporated city within Fresno County that improvements in public transportation will help reduce traffic congestion in Fresno County. This could possibly be attributed to lower incidences of traffic congestion, and the lack of public transportation in participants' rural, unincorporated residential areas. It is also interesting to note that residents from unincorporated areas have the highest incidence of having three or more vehicles/autos.

Renters, compared to homeowners, were more convinced of the benefits derived from improvements in public transportation. Renters are also more likely than homeowners to be users of public transportation. Perhaps, non-users of public transportation may be less aware of the potential benefits of public transportation, or quick to dismiss the benefits to ease their conscience for not taking public transportation.

Only 12 percent of the total sample has heard of PTIS, mainly from the news. Word-of-mouth on PTIS plays a larger role in creating awareness among the higher educated or affluent groups than among their counterparts. It appears that the best promotion of PTIS would be news publicity via TV. Only 11 percent have heard about Fresno County's Blueprint Planning Process. While support for the Blueprint was good, almost a third of the total sample was "Neutral" or had no opinion on the Blueprint.

Residents were fairly divided on the idea of Fresno County building more multi-family units such as apartments, townhouses, and condos in existing residential neighborhoods. Renters, Hispanics, and households without a vehicle/auto favored this multi-family unit plan more than their counterparts. The same proposed idea applied to Downtown Fresno garnered much more favorable support, particularly among Clovis/Fresno residents.

Compared to the multi-family unit idea in Fresno County, the proposed diverse mix of housing types in Fresno County received stronger support. A plausible explanation might be that residents view this proposal in the context of a new planned housing community rather than existing residential neighborhoods, which could happen to be in their neighborhood. Additional findings (discussed below) suggest that residents' strong support would wane if diverse mix of housing types were proposed for these supporters' own neighborhood.

Surprisingly, the support for diverse mix of housing for a wide range of household incomes did not differ across the sample's four income categories. However, when residents were asked if they would choose to live in such a community with diverse mix of housing types, the lower income groups expressed greater likelihood while the higher income groups appeared more reluctant. Residents from unincorporated areas were least likely to choose to live in such a community. Perhaps, they see land restrictions for farming, or the lack of open space that suits their lifestyle. Support for a diverse mix of

housing types within Downtown Fresno was very similar to that proposed for Fresno County.

Approximately 57 percent strongly favored Fresno County creating a mix of land uses (residential and commercial units) with walkable neighborhoods (where residents can walk to work, shop, play, or school). As anticipated, renters exhibited stronger support for this proposed mixed land use than homeowners. As for creating a mix of land uses in Downtown Fresno, the pattern of support is similar to that for Fresno County. Stronger support for mix of land uses in Downtown Fresno was found among Clovis/Fresno residents than among residents in other incorporated cities within Fresno County.

Almost a third of the sample strongly supports higher density/intensity developments (commercial and residential) along planned transit routes in Fresno County. An overwhelming 81 percent of the total sample strongly supports preservation of farmland in Fresno County.

The difficulty in persuading the public to try mass transit, or to increase its use of public transportation services is underscored by the survey finding that almost a third of the sample responded “Nothing would” to the question on use, or increased use of the services. Only 8 percent of our participants take public transportation on a regular basis, and another 14 percent who do not, ride public transit within Fresno County occasionally.

Excluding regular and occasional public transportation users, 37 percent said they would not use, or increase their use of public transit.

Survey participants were subsequently asked what would make them choose public transit over driving their own vehicle for the trip (assuming public transit is available for their trip within Fresno County). From the survey results, it appears that the most persuasive argument to win more people over to public transportation is to show the cost of gasoline, and tout the savings by taking public transportation. Residents only see the cost of driving to be the cost of gas. None of the participants ever brought up other less obvious cost associated with one's own vehicle such as insurance, maintenance, repairs, depreciation of the vehicle, and, possibly, parking fees. These less obvious costs could be communicated to the public in efforts to market public transportation.

Surprisingly, availability was not a factor in choosing public transportation over driving for residents living outside of Fresno/Clovis. Even if the services were available to residents in other cities or in the unincorporated areas, it will take a lot more to persuade people to take public transportation. The biggest obstacle to increasing the public's use of mass transit services is one's vehicles/autos. Fifty six percent of residents without a vehicle/auto in the household are regular users of public transportation within Fresno County. Further evidence of the mentioned obstacle is the finding that only four to five percent of households with one or more vehicle(s) use public transportation on a regular basis. Over a third of households without a vehicle are occasional users. As long

as automobiles and gasoline are cheap and widely available, the efforts to market public transportation remains a huge challenge.

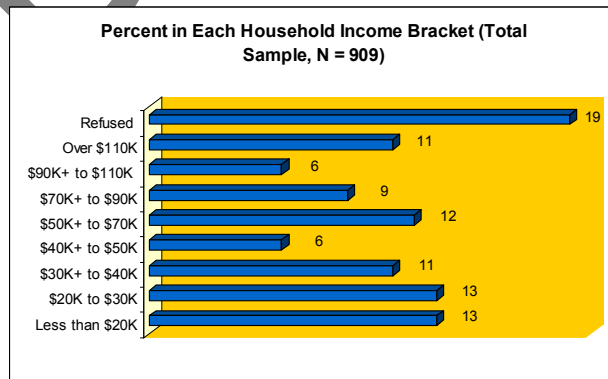
Participants were asked to assume that they are in the market for new housing within Fresno County and to assess their likelihood to choose to live in a neighborhood within walking distance to public transportation service. Overall, residents are much more receptive to this plan than living in a community with diverse mix of housing types. An overwhelming 79 percent of households without a vehicle/auto indicated “Very Likely” to choose to live in such a neighborhood. Clovis/Fresno residents were most receptive to living near mass transit services while residents from unincorporated areas were most unlikely to do so. Renters, Hispanics, the lower income groups (up to \$50K), and households with no vehicle/auto are more likely to choose living near public transportation service. Perhaps, some residents have concerns that neighborhoods near public transit may be congested, noisy, or less affluent. Future research could attempt to understand the tradeoffs residents made in deciding the type of housing and communities they would like to live in.

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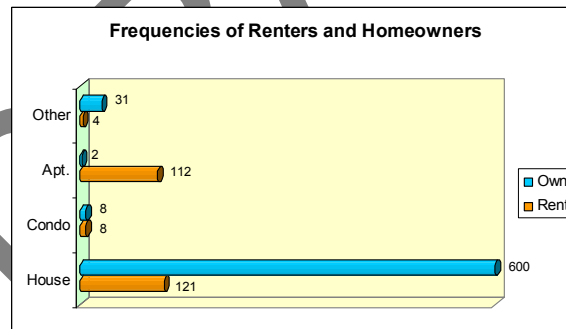
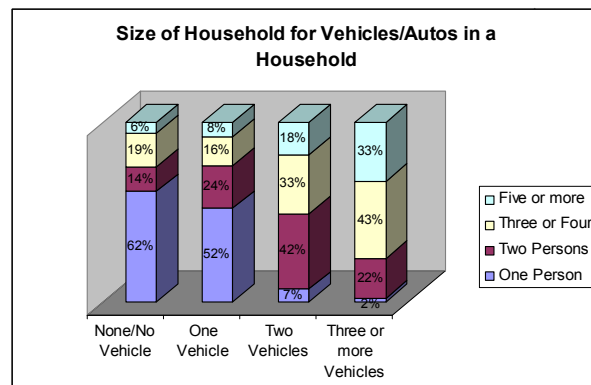
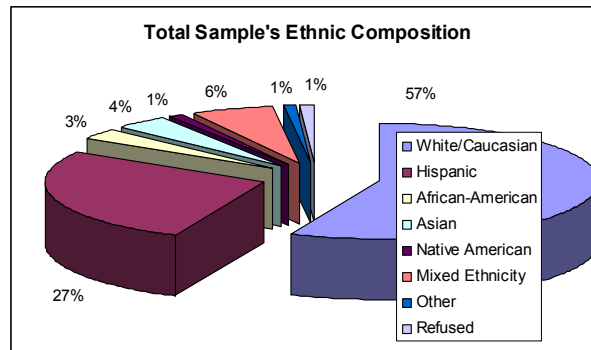
## PTIS 2009 SURVEY REPORT

In April 2009, Kimley-Horn and Associates, Inc., working with Council of Fresno County Governments (i.e., Fresno COG), commissioned AIS Market Research to conduct telephone interviews with 900 Fresno County adult residents on their perceptions and support for various land planning initiatives. This survey is part of the Public Transportation Infrastructure Study (i.e., PTIS). The proposed sample of 900 residents would consist of 400 Clovis/Fresno residents, 400 adults residing in incorporated cities (excluding Clovis or Fresno) within Fresno County, and 100 people living in unincorporated areas within Fresno County. The telephone interviews began in mid June and concluded in the first week of July 2009. A total of 909 completed surveys, with the sub-total sample in each region exceeding the proposed targets by up to 4 persons. The samples from each city/area are summarized in the “Questionnaire with Frequencies and Percents, Page 1” document placed in Appendix A. Some demographic breakdowns of the total sample are highlighted in Charts 1 and 2.

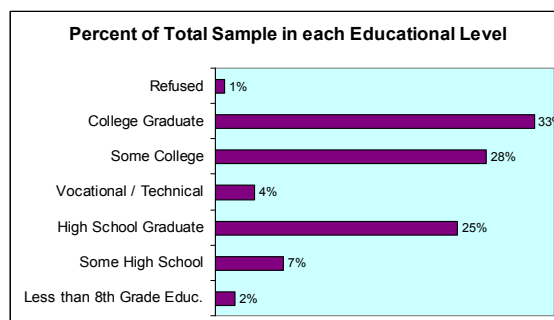
**Chart 1**



**Chart 2**

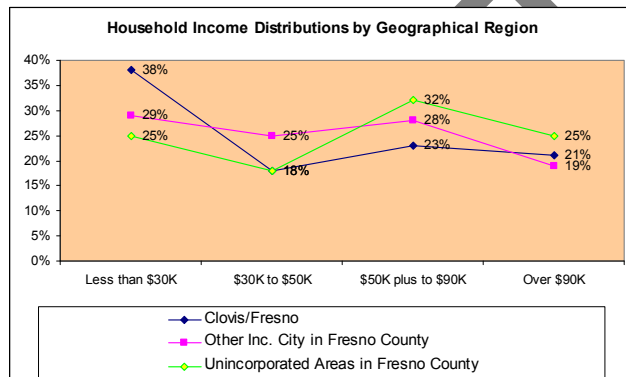


*Note: It is plausible that two apartment dwellers own their apartment complex. It is also plausible that these two participants gave incorrect responses.*



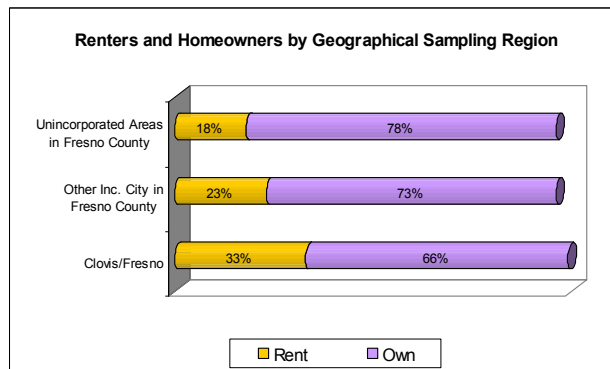
Household incomes were collapsed into four categories or brackets to make the sample size in each bracket larger for future analyses. The four categories did not include participants who refused to provide their income information. The distribution of these income brackets across the three geographical sample regions is shown in Chart 3. There appears to be a substantially higher proportion of “under \$30K” household income participants in Clovis/Fresno.

**Chart 3**



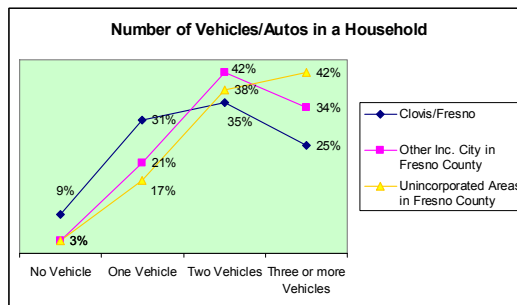
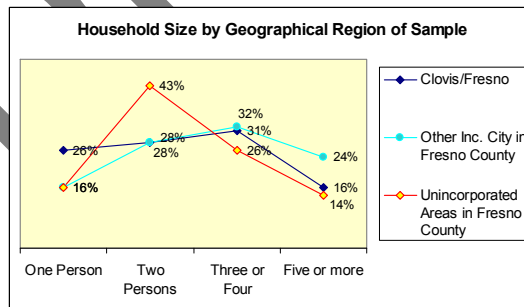
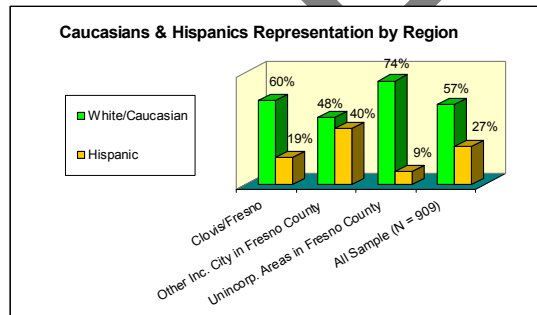
Compared to the 71 percent homeowners to 27 percent renters in the total sample, the proportion of renters living in the unincorporated areas within Fresno County is slightly lower (see Chart 4).

**Chart 4**



Caucasians and Hispanics were the only two ethnicities with large sample sizes that provide meaningful and reliable analyses of ethnicity influences. Among the three geographical regions, Hispanics were most heavily represented in the “other incorporated city within Fresno County” region (see Chart 5). The number of persons and vehicles in the household, in each case, were collapsed into four groups and cross tabulated by region (see Chart 5). The unincorporated areas have higher proportion of two-person households compared to the other two regions, and higher proportion of “three or more vehicles” households than Clovis/Fresno.

**Chart 5**

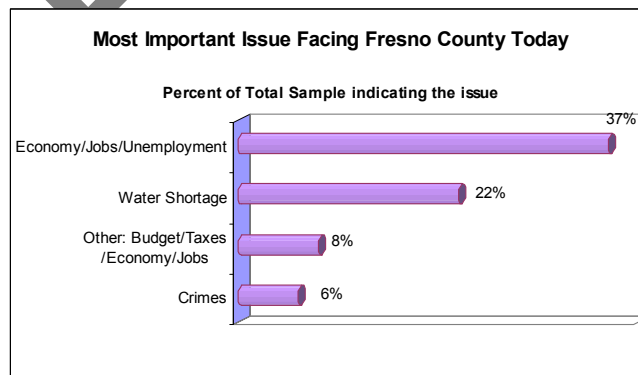


## Findings

### The Most Important Issue facing Fresno County today

The issue most frequently cited is “Economy/Jobs/Unemployment” where 37 percent of the 909 people surveyed think this is the most important issue facing Fresno County today. This was not surprising given the severe economic situations in California. The next most frequently cited issue is “Water Shortage” (22% of 909 residents). This result is likely due to media coverage, and being in an agriculture-based region where water is a relevant conversation topic. Approximately 19 percent of the answers (168 responses) were categorized under “Others.” A review of these 168 responses showed that 77 answers dealt with “budget, taxes, economy, and jobs.” (See Chart 6) The next most common answer (19 responses) was about the “lack of public safety.” As shown in Chart 6, “Crimes” was a distant fourth most frequently cited issue (6%). Another six percent of the total sample said they have no knowledge on the important issues facing Fresno County today.

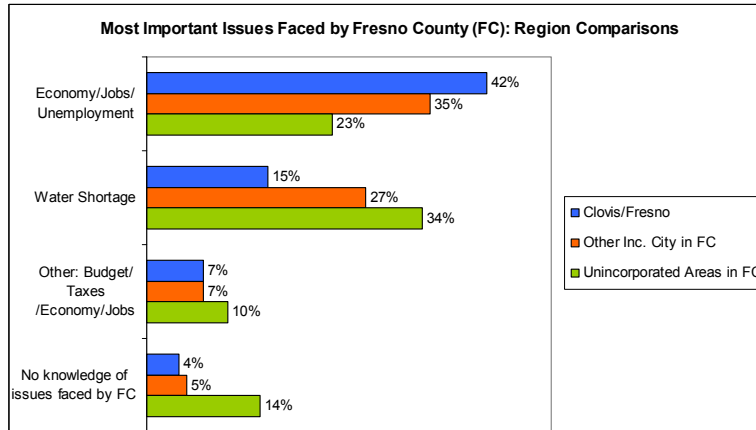
**Chart 6**



Other issues pertinent to PTIS namely, public transportation, traffic congestion, growth/development, and air pollution, were not frequently cited by survey participants (i.e., less than 3% for each issue). This PTIS project is unlikely to attract a lot of attention as residents in Fresno County perceived the more immediate problems to be jobs and the economy. Forty-five percent of the total sample indicated that the most important issue facing Fresno County had “A Lot of Impact” directly on the survey participants and/or their family. To gain more public awareness of the on-going PTIS, the benefits or payoffs of the PTIS could be more explicitly and convincingly tied to creating employment, boosting the local economy, or contributing to water conservation.

The important issues facing Fresno County today are similar across the three sampled regions (i.e., Clovis/Fresno; other cities in Fresno County; and unincorporated areas in Fresno County). “Economy/Jobs/Unemployment” and “Water Shortage” were perceived as the top two issues. However, there are significant differences in first and second rankings by region. As shown in Chart 7, a significantly higher proportion of residents in Clovis/Fresno than in the unincorporated areas thought “Economy/Jobs/Unemployment” was the most important issue facing Fresno County. Residents in unincorporated areas were most concerned with “Water Shortage” (possibly because of the heavy farming activities here) while residents in Clovis/Fresno were, relatively, less concerned with this issue. It was also interesting to note a higher percent (14%) of residents in unincorporated areas (compared to the other two regions, 4% and 5%) that indicated “No knowledge on issues faced by Fresno County.” This difference could be attributed to less media exposure, or word-of-mouth on the various issues, or the lifestyle factor in the more rural areas.

**Chart 7**



While residents across the three regions perceived different “most important issue” facing Fresno County, the impacts of the issue on these participants, or their families were similar across the regions. The responses for Clovis/Fresno and the “other cities in Fresno County” were very similar to the percent distributions for the aggregated sample (see Questionnaire with Frequencies and Percents: Q2 in Appendix A). However, a higher percent of residents in the unincorporated areas than in the other two regions “do not know or refused to answer” the extent of impact of the most important issue on them or their family (i.e., 14% versus 4%).

As mentioned earlier, participants were re-grouped into four household income brackets as shown in Table A below. Within each income group, the perceived most important issue is still the “Economy/Jobs/Unemployment” (frequency: 36% to 40% of the total sample in each income category).

**TABLE A**

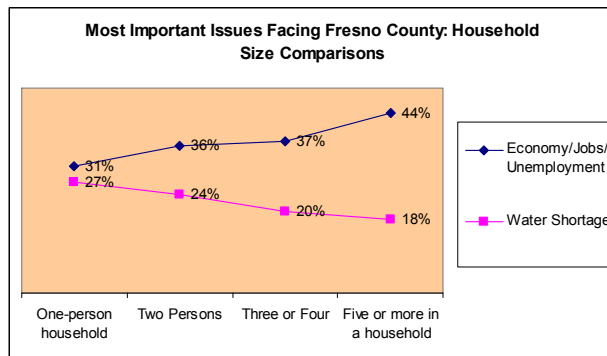
| <i>Less than \$30K</i> | <i>\$30K to less than \$50K</i> | <i>\$50K to less than \$90K</i> | <i>\$90K or more</i> |
|------------------------|---------------------------------|---------------------------------|----------------------|
| N = 236                | N = 154                         | N = 193                         | N = 150              |

The second most frequently mentioned issue was also “Water Shortage” (20% to 27%). In terms of the impact of the most important issue on participants, or their family, there was no distinct difference across the income categories.

The responses on perceived most important issue and its impact on participant and/or participant’s family were also analyzed by gender, educational level, “renter versus homeowner,” and ethnicity. No clear differences in the responses were found across each of above four demographic variables. Next, the relationships between the number of persons in the household, and number of vehicles available in a household to a participant are perceived most important issue and its impact were explored.

The survey results did not show larger households to be more preoccupied with “affordable housing,” or “too much growth or development in the area.” However, larger households do appear to be more concerned with the “Economy/Jobs/Unemployment” than the one-person households (see Chart 8). The perceived importance of “Water Shortage” decreases with increases in size of the household. The impact of the “Economy/Jobs/Unemployment” issue on oneself or family was not different across the various household sizes.

**Chart 8**

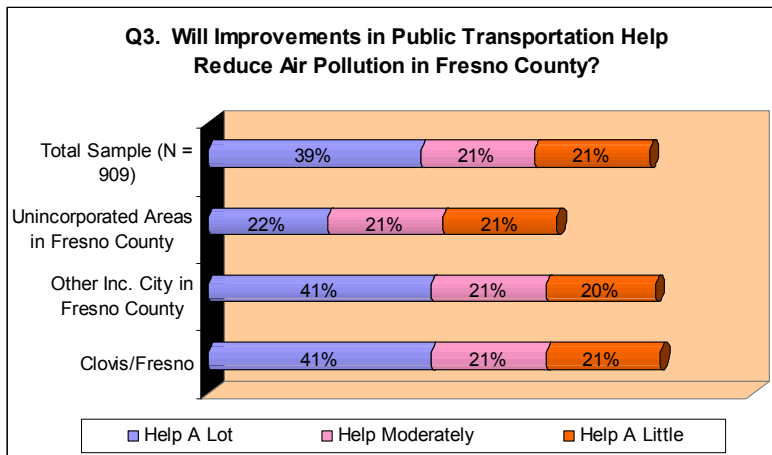


Before analyzing the impact of number of vehicles/automobile available in household, the sample was re-grouped into four categories, namely, no vehicle/auto (n = 52), one vehicle (n = 230), two vehicles (n = 347), and three or more vehicles (n = 280). In each category, “Economy/Jobs/Unemployment” and “Water Shortage” were still perceived as important issues facing Fresno County today. Only 10 percent of households with no vehicle thought that the most important issue facing Fresno County was the “Lack of Public Transportation.” Over a third of residents without a vehicle in the household still see the “Economy/Jobs/Unemployment” as the most important factor facing Fresno County today.

Perceived Benefit from Improvements in Public Transportation

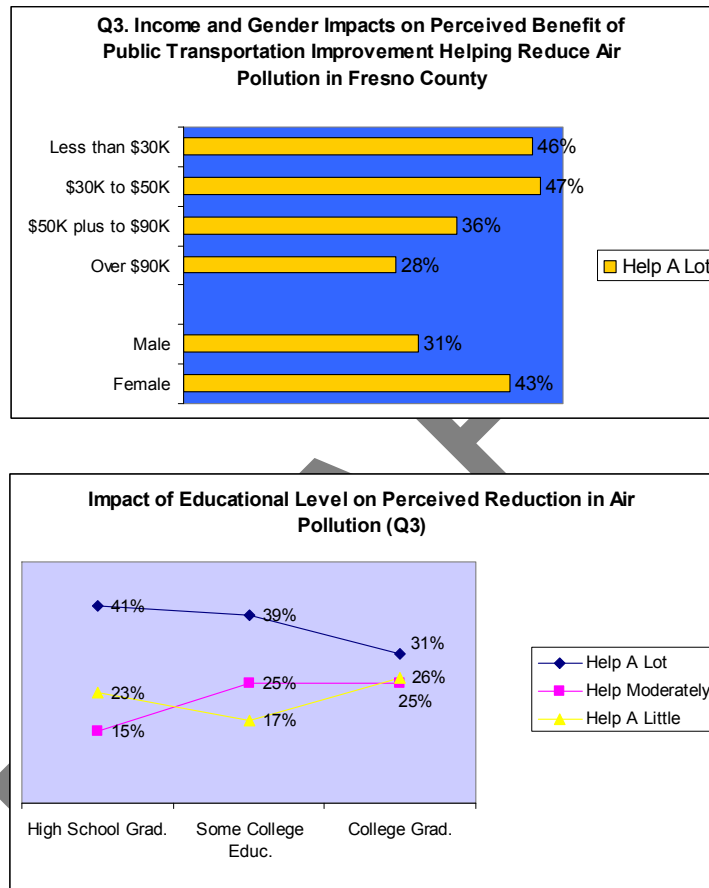
When residents were asked in Q3 on the extent improvements in public transportation would help reduce air pollution in Fresno County, 39 percent indicated “Help A Lot” while another 21 percent said “Help Moderately.” A lower percent of residents in the unincorporated areas thought the improvements will “Help A Lot” (only 22% as shown in Chart 9).

**Chart 9**



The higher income groups, males, and the more educated were more skeptical (than their respective demographic counterparts) on the benefit in terms of reducing air pollution (see Chart 10).

**Chart 10**



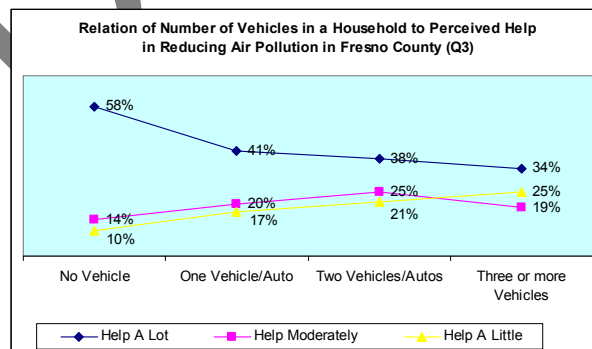
Whites/Caucasians were less convinced than Hispanics that improvements in public transportation would help reduce air pollution in Fresno County. As shown in Table B, 31 percent of Whites/Caucasians responded “Help A Lot” while 53 percent of Hispanics did. The other ethnicities, namely, Asians and African-Americans were not included in the comparisons as the sample sizes were small (i.e., under 40) relative to those for Whites/Caucasians (n = 512) and Hispanics (n = 247).

**TABLE B**

| Q3. "... Will improvements in public transportation help reduce air pollution in Fresno County?" | Whites/<br>Caucasians<br>(n = 512) | Hispanics<br>(n = 247) |
|--|------------------------------------|------------------------|
| Help A Lot   | 31%                                | 53%                    |
| Help Moderately  | 22%                                | 21%                    |
| Help A Little  | 23%                                | 16%                    |
| Probably Not Help  | 6%                                 | 3%                     |
| Not Help At All  | 8%                                 | 4%                     |
| <i>Don't Know</i>  | 10%                                | 4%                     |

The number of persons in a household did not show a clear relationship with responses to Q3. However, households with no vehicle/auto appeared to be more convinced that improvements in public transportation would help reduce air pollution in Fresno County compared to their cohorts with three or more vehicles/autos in their household (see Chart 11).

**Chart 11**

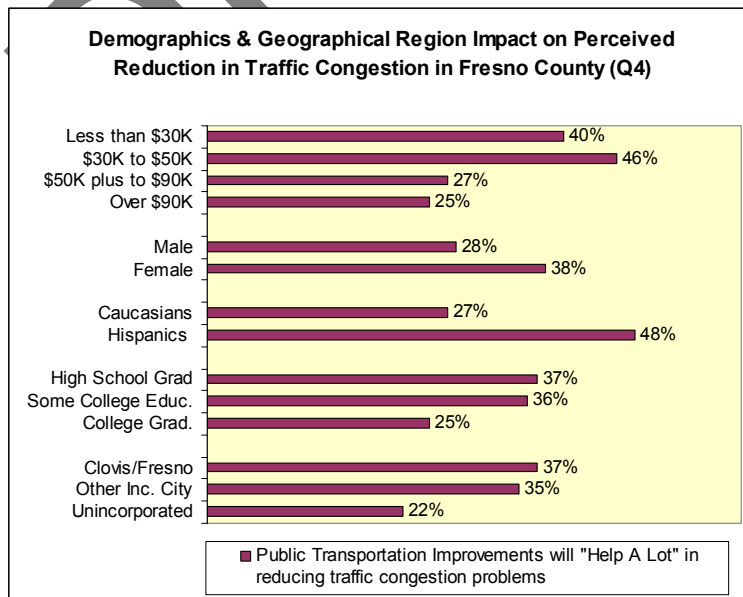


The same pattern was observed for the question (i.e., Q4) on how much improvement in public transportation would help reduce traffic congestion in Fresno

County. Perhaps, households with three or more vehicles are very unlikely to take public transportation, and hence, quick to dismiss any potential benefits of public transportation.

For Q4, Hispanics were more convinced than Caucasians that improvements in public transportation will help reduce traffic congestion in Fresno County As can be seen in Chart 12, 48 percent of Hispanics responded “Help A Lot” while 27 percent of Caucasians did. Similar to the pattern of responses to Q3, the higher income groups, males, and the more educated were less convinced (than their respective demographic counterparts) on the benefit in terms of reducing traffic congestion (see Chart 12). Residents in unincorporated areas were also less convinced than their cohorts in Clovis/Fresno, or other incorporated city within Fresno County that improvements in public transportation will help reduce traffic congestion in Fresno County. This could possibly be attributed to lower incidences of traffic congestion, and the lack of public transportation in participants’ rural, unincorporated residential areas.

**Chart 12**



For both Q3 and Q4, renters, compared to homeowners, were more convinced of the benefits of improvements in public transportation. As can be seen in Table C, renters happened to be more likely users of public transportation than homeowners. Perhaps non-users of public transportation may be less aware of the potential benefits of public transportation, or quick to dismiss the benefits to ease their conscience for not taking public transportation. Furthermore, household income and homeownership are likely to be correlated, and together, these variables influenced participants' responses to Q4.

**TABLE C**

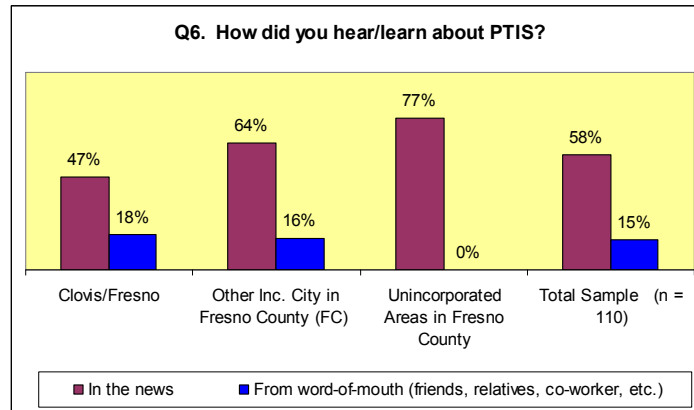
|  | <i>Renter</i> | <i>Homeowner</i> |
|--|---------------|------------------|
| Improvements in public transportation will "Help A Lot" in reducing air pollution in Fresno County (Q3)      | 51%           | 34%              |
| Improvements in public transportation will "Help A Lot" in reducing traffic congestion in Fresno County (Q4) | 45%           | 31%              |
| Use public transportation within Fresno County on a regular basis  | 21%           | 3%               |
| Use public transportation within Fresno County occasionally  | 21%           | 12%              |

*Awareness of PTIS*

Only 12 percent of the total sample has heard of PTIS. Another 2 percent was not sure if they have. Out of the 110 participants who have heard about PTIS, 58 percent (64 persons) heard or learned about PTIS in the news. Another 5 percent (5 residents) specifically mentioned Fresno Bee [responded via the "Other (please specify)" sub-question]. Fifteen percent credited the awareness to a friend/family member/co-worker (i.e., word-of-mouth). Another six people also attributed awareness to word-of-mouth via the "Other (please specify)" response. Only 4 percent said they heard/learned about

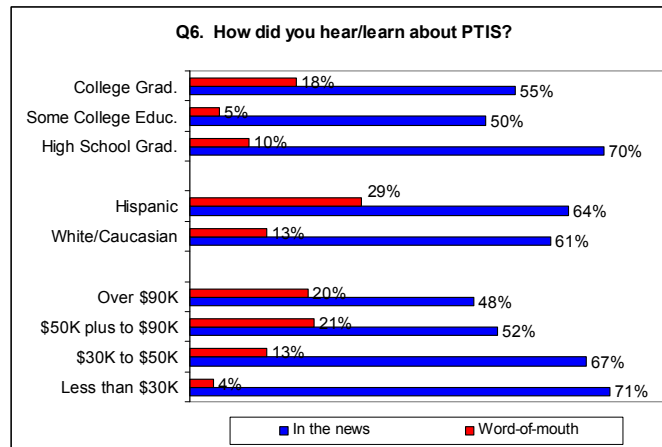
PTIS through a public workshop. Albeit the small samples, the proportion that heard/learned about PTIS through the news was significantly higher for residents in unincorporated areas (77%) than their cohorts in Clovis/Fresno (47%) and other city within Fresno County (64%). As shown in Chart 13, no residents from the unincorporated areas heard/learned about PTIS through word-of-mouth.

**Chart 13**



Whites (compared to Hispanics), and college graduates (compared to residents with high school diploma or some college education) exhibited slightly higher awareness of PTIS. A higher proportion of Hispanics than Caucasians learned about PTIS from word-of-mouth (29% versus 13%). However, the samples are small and the statistics should be interpreted cautiously. A higher proportion of high school graduates than their more educated cohorts learned/heard about PTIS from the news (70% versus 50% and 55%). Greater proportions of the higher income groups learned/heard about PTIS from the news (see Chart 14) compared to the lower income groups. It appears that the best promotion of PTIS would be news publicity such as via TV.

**Chart 14**



Approximately 51 percent of the total sample (N = 909) thought that the best means to communicate the progress and results of PTIS to them would be via TV news. Thirty-four percent said that would be through newspaper, and 16 percent indicated “newsletter mailing to their homes.” The various income groups, geographical regions, educational levels, and Caucasians/Hispanics did not differ substantially in their perceptions on the best means to receive PTIS information. The rankings of the best means (i.e., TV, newspaper, followed by hardcopy newsletter) are the same for each subgroup of residents.

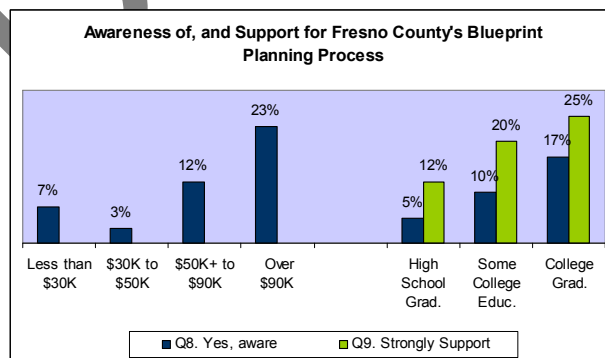
*Awareness of, and Support for Blueprint Planning Process*

Compared to PTIS, a slightly lower proportion of survey participants (i.e., 11%) have heard about Fresno County’s Blueprint Planning Process. Another 3 percent was not sure if they have. After all survey participants were read brief statements about Fresno County’s future transportation and land use planning, and the goals of the Blueprint Process, they were asked about their support for Fresno County’s Blueprint.

Slightly over a fifth of the total sample of 909 residents (i.e., 21%) expressed strong support while 37 percent said they “Moderately Support” the Blueprint. Only 6 percent “Strongly Oppose” the plan. Almost a third (32%) was “Neutral” or had no opinion on the Blueprint. This high percentage of “Neutral/No Opinion” response could imply that residents need more education and information on the plan beyond the brief statements in the survey to form an opinion on the plan.

The awareness of Fresno County’s Blueprint did not appear to differ by geographical region, gender, ethnicity (Caucasians/Hispanics), and size of the household. The highest income group (\$90K or more) appeared to be more aware of the Blueprint than the lower income brackets (see Chart 15). However, support for the Blueprint did not differ across the income categories. College graduates appeared to be more aware of the Blueprint than high school graduates (17% versus 5% who have heard of the plan). As shown in Chart 15, a higher proportion of college degree holders “Strongly Support” the plan compared to high school graduates (25% versus 12%).

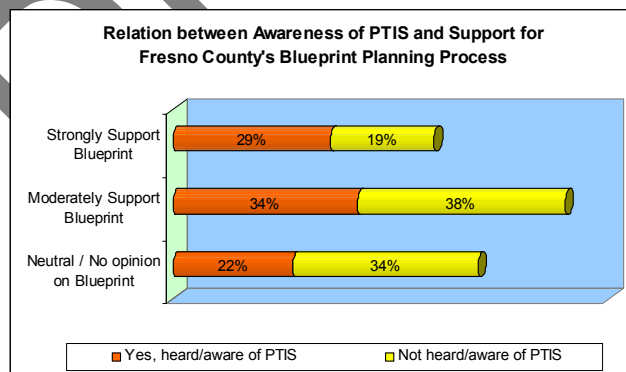
**Chart 15**



Chi-square test of the relationship between Q8 (i.e., “Heard of Fresno County’s Blueprint?”) and Q9 (i.e., “How much do you support Fresno County’s Blueprint?”) did

not indicate a significant relationship. Those residents who have heard of the Blueprint did not differ substantially in the level of support for the Blueprint compared to residents who have not heard of the plan. The relationship between Q6 (i.e., “Heard of PTIS?”) and Q9 (i.e., “How much do you support Fresno County’s Blueprint?”) was significant (Chi-square = 21.0; p-value < 0.05). Those residents who have heard of PTIS showed greater support for the Blueprint Planning Process than their counterparts who have not heard about PTIS (see Chart 16). Compared to participants who have heard about PTIS, a higher proportion of residents who have not heard about PTIS was neutral or had no opinion on the support for Fresno County’s Blueprint Process. A potential explanation for the significant relationship found between support for the Blueprint (Q9) and having heard of PTIS, but not for Q9 and having heard of the Blueprint could be that the information on PTIS better described, justified, and marketed the Fresno County’s Blueprint Planning Process.

**Chart 16**



*Other Major Issues/Areas Fresno County should be Addressing*

In this open-ended question (Q10), the most two frequent issues raised were similar to the responses in Q1; that is “Water Shortages” (16% of the total sample) and

“Creating more jobs/employment” (14%). As shown in Table D, some of the more frequent issues raised in Q10 (but not in Q1) were illegal immigrants (2%), road repairs/improvements (2%), need for more school teachers (6%), and healthcare benefits (4%).

**TABLE D**

| <b>Q10. Other Major Issues/Areas Fresno County should be Addressing</b> | <b>Frequency</b> | <b>Percent of Cases (N = 909)</b> |
|---|------------------|-----------------------------------|
| Affordable housing  | 60               | 6.6                               |
| Agricultural farmland use   | 50               | 5.5                               |
| Air qualities pollution   | 28               | 3.1                               |
| Create more jobs employment   | 127              | 14.0                              |
| Crime and gangs   | 46               | 5.1                               |
| Education -- more schools teachers                                      | 51               | 5.6                               |
| Health care benefits  | 36               | 4.0                               |
| Illegal immigrants  | 19               | 2.1                               |
| Use of land/ development/growth   | 46               | 5.1                               |
| More parks  | 6                | 0.7                               |
| Police and fire   | 39               | 4.3                               |
| Public transportation   | 42               | 4.6                               |
| Water shortages   | 142              | 15.6                              |
| Roads repair and improve  | 21               | 2.3                               |
| Traffic congestions -- build freeways and highways                      | 22               | 2.4                               |
| Misc others   | 119              | 13.1                              |
| Don't know/ none/ not sure  | 169              | 18.6                              |

There were no significant differences in the frequencies of issues raised by residents across the three geographical regions, or three educational levels. Gender or ethnicity did not impact residents’ responses to Q10. The “less than \$30K” income group, however, had a significantly higher proportion of “Don’t Know/None/Not Sure” responses than the other three higher income groups (see Table E on the next page). A higher proportion of “Don’t Know/None/Not Sure” was also observed among the renters,

as opposed to homeowners. These groups could be targeted for more briefings on the County’s future land use, housing, and transportation planning.

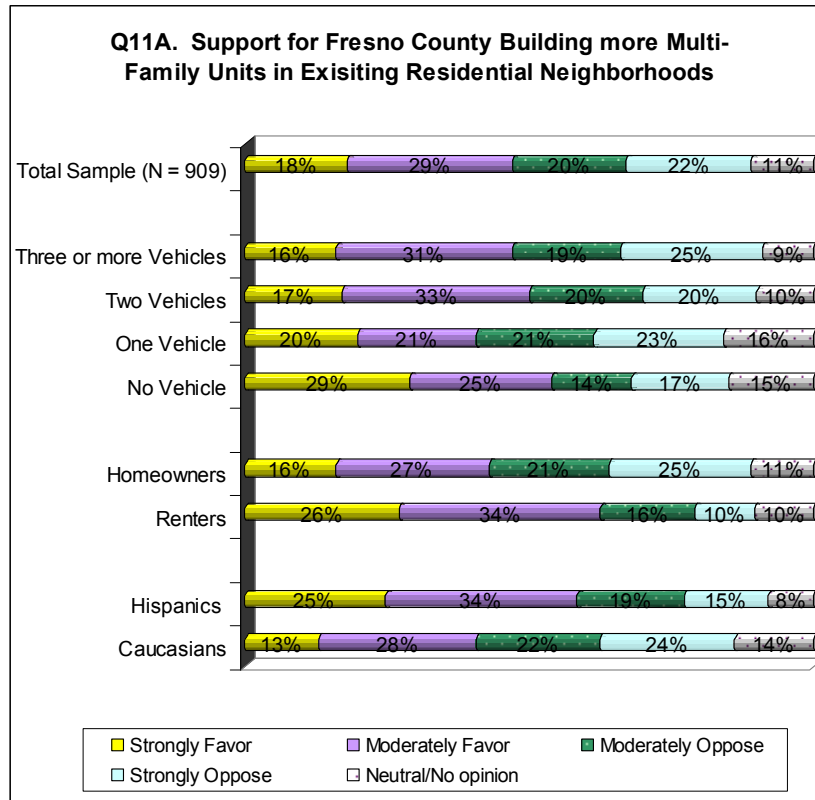
**Table E**

|  |                           |                          |                           |                      |
|--|---------------------------|--------------------------|---------------------------|----------------------|
| Q10. Other major issues/areas Fresno County should be addressing ... | Less than \$30K (n = 236) | \$30K to \$50K (n = 154) | \$50K+ to \$90K (n = 193) | Over \$90K (n = 150) |
| Don't Know / Not sure  | 30%                       | 12%                      | 16%                       | 8%                   |
| Q10. Other major issues/areas Fresno County should be addressing ... | Renters                   | Homeowners               |                           |                      |
| Don't Know / Not sure  | 27%                       | 16%                      |                           |                      |

Support for Fresno County’s Building Multi-Family Units

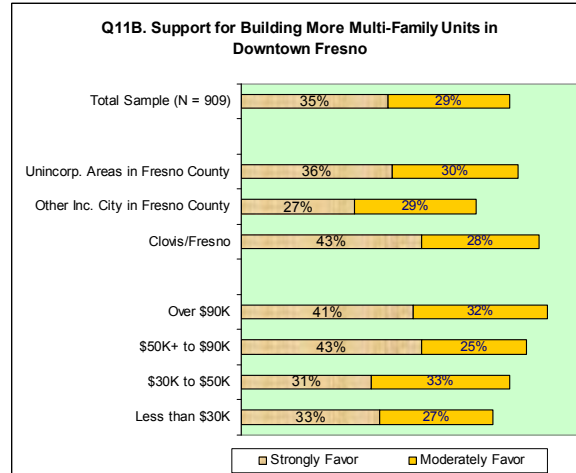
Residents were fairly divided on the idea of Fresno County building more multi-family units such as apartments, townhouses, and condos in existing residential neighborhoods (Q11A). Approximately 47 percent of the total sample “strongly” to “moderately” favor such a plan while 42 percent “strongly” to “moderately” opposes. As expected, renters were more supportive of this multi-family unit than homeowners. Hispanics, compared to Caucasians were more favorable to this idea (see Chart 17). Those households without a vehicle/auto also favored this plan more than the multi-vehicle households. Support for building multi-family units was not significantly different across residential areas, income categories, educational levels, and gender.

**Chart 17**



The same proposed idea applied to Downtown Fresno (i.e., Q11B) garnered much more favorable support than when intended throughout Fresno County (see Chart 18). A higher percent of Clovis/Fresno residents “Strongly Favor” the multi-family units plan in Downtown Fresno, compared to participants living in other incorporated cities within Fresno County. The “Over \$50K” income groups appeared to favor this plan more than their “Up to \$50K” income counterparts. Support for building multi-family units in Downtown Fresno was not significantly different across number of vehicles/autos in the household, ethnicity (Hispanics and Caucasians), homeownership, size of the household, educational levels, and gender.

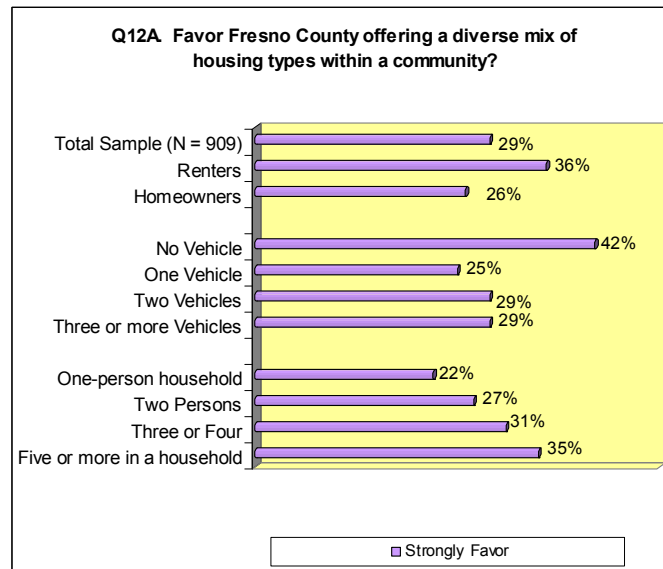
**Chart 18**



*Support for a Diverse Mix of Housing Types within a Community*

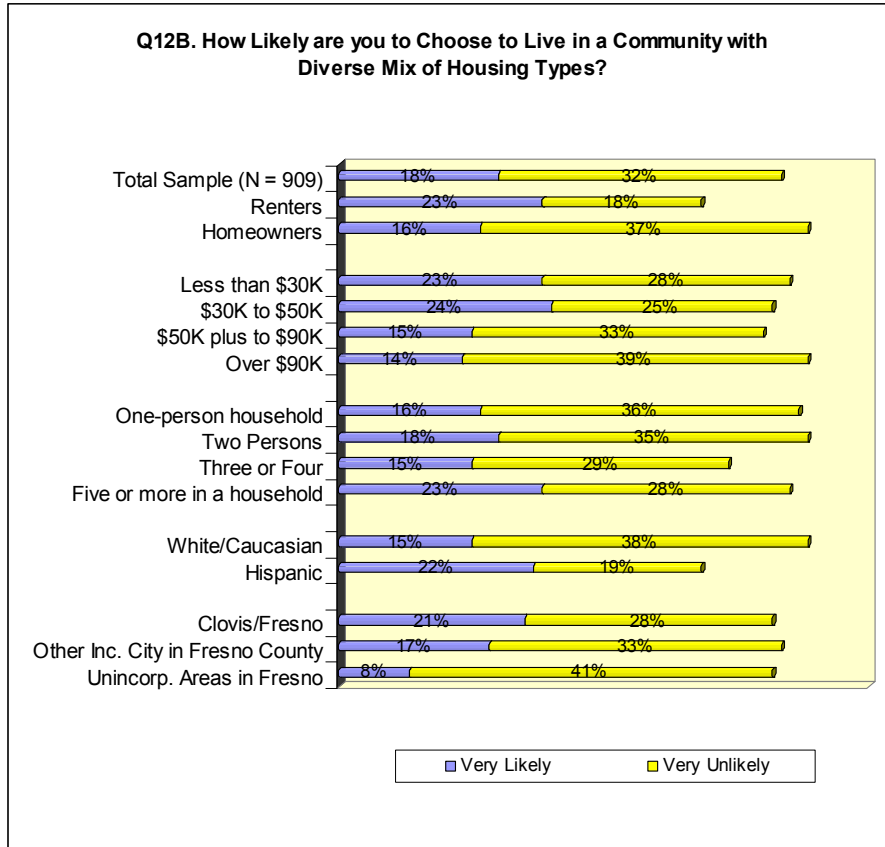
Compared to the multi-family unit idea in Fresno County, this proposed diverse mix of housing types in Fresno County received more “Strong Support” votes. A plausible explanation might be that residents view this proposal in the context of a new planned housing community rather than in existing residential neighborhoods, which could happen to be in their neighborhood. Residents from the three geographical regions did not appear to differ substantially in their support for this housing plan. Larger households and those without a vehicle/auto in the household tend to “Strongly Favor” this diverse mixed housing (see Chart 19). Renters, compared to homeowners, also showed greater support for this housing plan.

**Chart 19**



Surprisingly, the support for diverse mix of housing for a wide range of household incomes did not differ across the sample's four income categories. However, when residents were asked if they would choose to live in such a community with diverse mix of housing types, the lower income groups expressed greater likelihood while the higher income groups appeared more reluctant (see Chart 20). Residents from unincorporated areas also exhibited greater reluctance to live in such a community compared to their Clovis/Fresno cohorts. Larger households are more likely to choose to live in such diverse housing community while residents with vehicle(s) are more unlikely to do so. Renters, compared to homeowners, also showed greater affinity for this type of housing community. Hispanics were also more likely than Caucasians to choose such a community. The responses to this Q12B were not different across gender or educational levels.

**Chart 20**



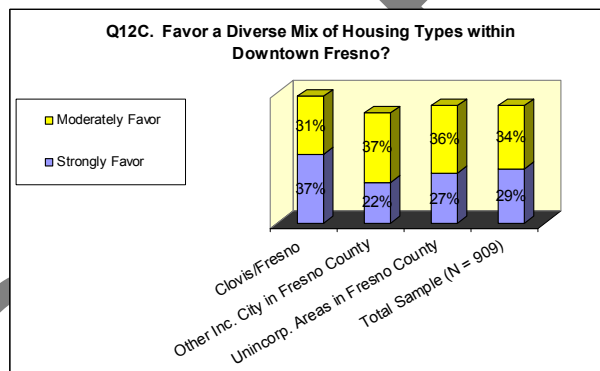
A cross-tabulation of Q12A (i.e., support of a diverse mix of housing types within a community) and Q12B (i.e., likelihood to live in such a community) revealed that, among participants that “Strongly Favor” the plan, 41 percent is “Very Likely” to live in this mix housing type of community. Another 30 percent are “Somewhat Likely” to do so (see Table F). Among participants that “Strongly Oppose” the proposed type of community, 74 percent are “Very Unlikely” to choose to live in such a community. It appears that the participants who oppose a diverse mix of housing types exhibited stronger intentions to act according to their predispositions. It is also plausible that the strong support would wane if the diverse mix of housing types were proposed for these supporters’ own neighborhood.

**TABLE F**

| Q12B. How Likely Are You to Choose to Live in such a Community with Diverse Mix of Housing Types |             |                 |                   |               |                      |              |
|--|-------------|-----------------|-------------------|---------------|----------------------|--------------|
| Q12A. Favor Fresno County offering a diverse mix of housing types within a community?            | Very Likely | Somewhat Likely | Somewhat Unlikely | Very Unlikely | Neutral / No opinion | Total        |
| Strongly Favor   | 107         | 79              | 15                | 35            | 25                   | 261          |
| <i>Percent</i>   | <i>41.0</i> | <i>30.3</i>     | <i>5.7</i>        | <i>13.4</i>   | <i>9.6</i>           | <i>100.0</i> |
| Moderately Favor   | 40          | 130             | 37                | 80            | 23                   | 310          |
| <i>Percent</i>   | <i>12.9</i> | <i>41.9</i>     | <i>11.9</i>       | <i>25.8</i>   | <i>7.4</i>           | <i>100.0</i> |
| Moderately Oppose  | 3           | 16              | 20                | 47            | 7                    | 93           |
| <i>Percent</i>   | <i>3.2</i>  | <i>17.2</i>     | <i>21.5</i>       | <i>50.5</i>   | <i>7.5</i>           | <i>100.0</i> |
| Strongly Oppose  | 2           | 11              | 9                 | 83            | 7                    | 112          |
| <i>Percent</i>   | <i>1.8</i>  | <i>9.8</i>      | <i>8.0</i>        | <i>74.1</i>   | <i>6.3</i>           | <i>100.0</i> |
| Neutral / No opinion   | 8           | 12              | 16                | 44            | 53                   | 133          |
| <i>Percent</i>   | <i>6.0</i>  | <i>9.0</i>      | <i>12.0</i>       | <i>33.1</i>   | <i>39.8</i>          | <i>100.0</i> |
| Total Frequency  | 160         | 248             | 97                | 289           | 115                  | 909          |

Residents were asked about their support for a diverse mix of housing types within Downtown Fresno (Q12C). Approximately 29 percent of the total sample (N = 909) “Strongly Favor” such a housing plan. Another 34 percent indicated “Moderately Favor.” Participants’ responses here were very similar to those for Fresno County offering diverse mix of housing types within a community (Q12A). Stronger support for diverse housing in Downtown Fresno was found among Clovis/Fresno residents than among residents in unincorporated areas or in other incorporated cities within Fresno County (see Chart 21). No substantial differences in support were noted for gender, homeownership, income level, ethnicity, and educational levels.

**Chart 21**

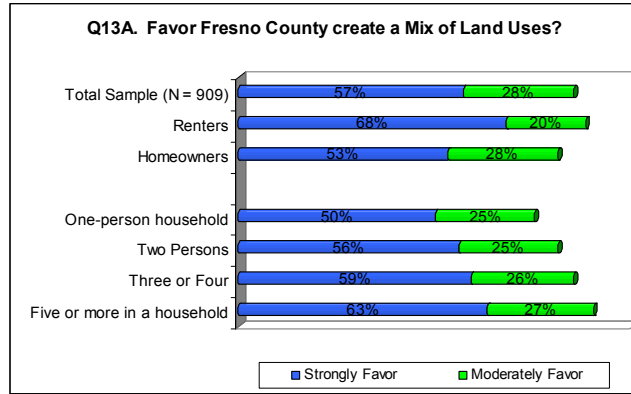


Support for Mix of Land Uses

Approximately 57 percent strongly favored Fresno County creating a mix of land uses (residential and commercial units) with walkable neighborhoods (where residents can walk to work, shop, play, or school). Another 28 percent indicated “Moderately Favor.” Renters exhibited stronger support for the proposed mixed land use than

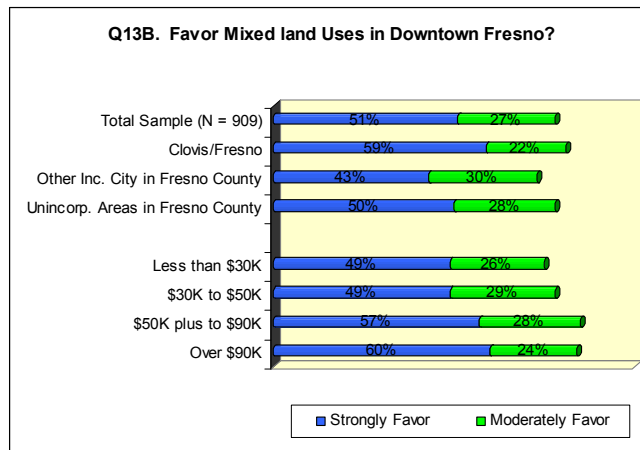
homeowners (see Chart 22). Large households (five or more persons) favored mixed land use more than the one-person households.

**Chart 22**



As for creating a mix of land uses in Downtown Fresno, the pattern of support is similar to that for Fresno County. Stronger support for mix of land uses in Downtown Fresno was found among Clovis/Fresno residents than among residents in other incorporated cities within Fresno County (see Chart 23). Residents with incomes over \$50K indicated slightly stronger support for this type of land use than their cohorts earning up to \$50K.

**Chart 23**



In an open-ended question, participants were asked what types of land uses they would like to see in their community. As shown in the “Questionnaire with Frequencies and Percents” document (Appendix A), the top two suggestions were (i) uses for agriculture and/or farming (29% of the total sample), and (ii) parks/recreations (22%). A higher proportion of residents in “other incorporated cities within Fresno County” liked the land used for agriculture/farming (38%) while more Clovis/Fresno residents preferred parks/recreation (29%). Interestingly, 14 percent of households without any vehicles suggested the land be used for shopping centers/stores (see Table G).

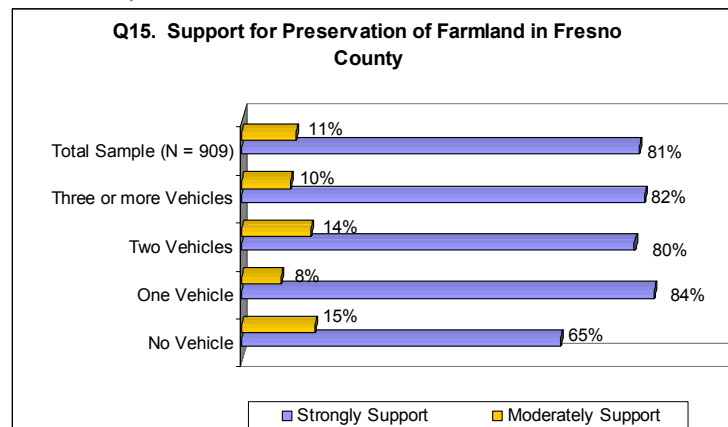
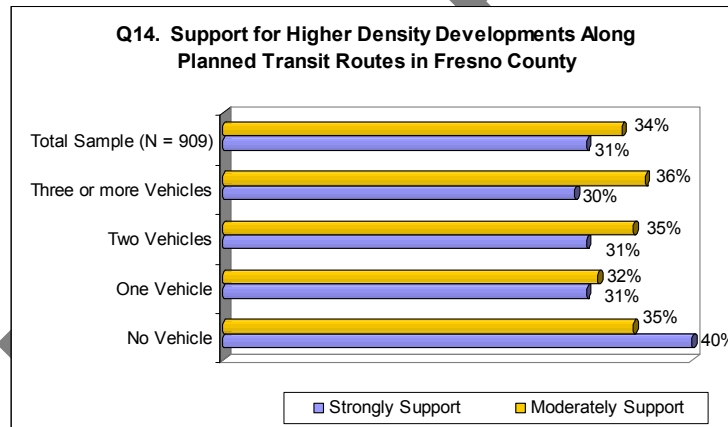
**Table G**

| Q16. What types of land uses would you like to see in your community? | Agriculture/Farm use | Parks/Recreation | Shopping Center |
|---|----------------------|------------------|-----------------|
| Clovis/Fresno   | 21%                  | 29%              |                 |
| Other Inc. City in Fresno County                                      | 38%                  | 17%              |                 |
| Unincorp. Areas in Fresno County                                      | 24%                  | 17%              |                 |
| Total Sample (N =909)   | 29%                  | 22%              | 8%              |
| No Vehicle  | 17%                  | 17%              | 14%             |
| One Vehicle   | 27%                  | 22%              | 7%              |
| Two Vehicles  | 27%                  | 27%              | 8%              |
| Three or more Vehicles  | 34%                  | 17%              | 7%              |

Higher Density and Sustainable Developments

There is good support for higher density/intensity developments (commercial and residential) along planned transit routes in Fresno County. Thirty one percent of the total sample would “Strongly Support” this move while another 34 percent would “Moderately Support.” As shown in Chart 24, households without any vehicle showed slightly stronger support for higher density/intensity developments than households with vehicle(s). The responses for this Q14 were not substantially different across educational levels, income categories, ethnicities, gender, household size, and homeownership.

**Chart 24**



A large majority of the total sample supports preservation of farmland in Fresno County. Eighty one percent “Strongly Support” such preservation. Another 11 percent indicated “Moderate Support” for Q15. Households with one or more vehicles/autos showed stronger support for preservation of farmland in Fresno County than households without a vehicle (see Chart 24).

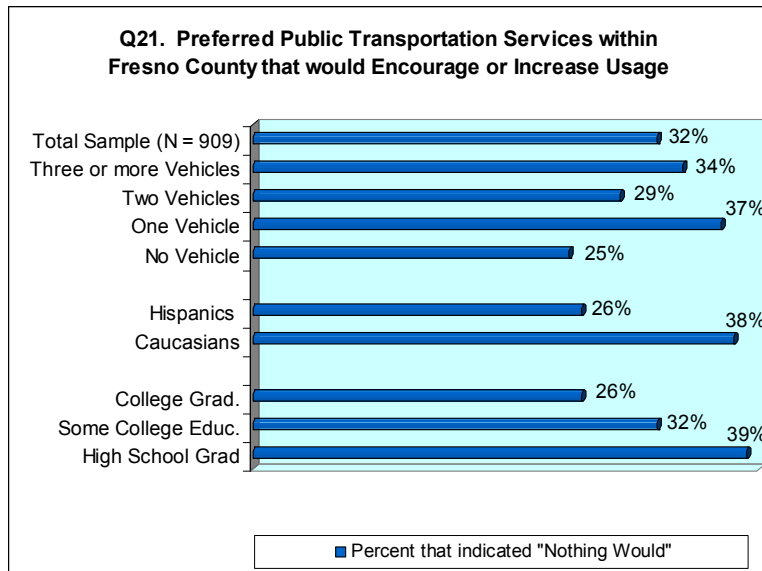
### Use of Public Transportation Services

The most frequent response to this question (Q21) was “Nothing would” where 293 participants (32% of the total sample) gave this answer. The next most frequent responses were categorized under “Other” (22%). Of the 198 responses in this “Other (please specify),” 33 answers (17% of 198 responses) dealt with wanting more public transportation in rural areas. Thirty responses (15%) were for more frequent public transportation service (*note: interviewers could have checked the pre-coded answer category “More frequent service” instead of checking “Other”*). The next two most frequently mentioned answers in Q21 were “have more convenient stops available” (22 responses or 11%) and “if I didn’t have a car or license” (18 responses or 9%).

Excluding the 30 responses in “Other (please specify),” 13 percent of the participants would like more frequent service in order to use or use more of the public transportation service within Fresno County. Eleven percent would like light rail. Despite variability and availability of public transportation services across Fresno County, there were no differences in the responses to Q21 among the three geographical regions. Even for households without a vehicle, 25 percent responded, “Nothing would.” Among

households with vehicle(s), 29 percent to 37 percent would not take public transportation (see Chart 25). Income did not have an impact on the “Nothing would” response while educational levels appeared to have an impact. A lower proportion of college degree holders, compared to high school graduates, responded, “Nothing would” (26% versus 39%).

**Chart 25**



College graduates and the “\$90K or more” income group exhibited the highest preference for light rail compared to their respective demographic counterparts. As shown in Chart 25 earlier, Caucasians were more unlikely to use public transportation than Hispanics (i.e., 38% versus 26% responded “Nothing would”).

Only 8 percent (68 persons out of the total sample of 909) take public transportation on a regular basis. Excluding these regular users of public transportation service, 14% (118 out of 841 persons) do use the service within Fresno County occasionally. Excluding regular and occasional public transportation users, 37 percent

(268 out of 723 persons) responded, “Nothing would” to Q21. As shown in Table H, over 11 percent (of the 723 persons) would like light rail, and almost 11 percent would like more frequent service to use public transportation services.

**TABLE H**

| Q21. What types of public transportation services within Fresno County would encourage you to use the services, or use more of the services? | Frequency | Percent based on 723 persons* |
|--|-----------|-------------------------------|
| Light Rail   | 82        | 11.3                          |
| Train  | 31        | 4.3                           |
| Comfortable bus  | 44        | 6.1                           |
| Shuttle Van  | 41        | 5.7                           |
| More frequent service  | 76        | 10.5                          |
| Lower fares  | 9         | 1.2                           |
| Better information about schedules   | 23        | 3.2                           |
| More comfortable bus stops   | 9         | 1.2                           |
| Better connections between services  | 47        | 6.5                           |
| Better personal security   | 13        | 1.8                           |
| Better services between Fresno, Madera and Tulare Counties   | 65        | 9.0                           |
| Other (please specify)   | 158       | 21.9                          |
| Nothing would  | 268       | 37.1                          |
| Won't know until the services are in place   | 27        | 3.7                           |
| Total  | 893       | 123.5                         |

\* After excluding regular and occasional public transportation users

In an open-ended question (Q23), survey participants were asked what would make them choose public transit over driving their own vehicle for the trip (assuming public transit is available for their trip within Fresno County). Twenty six percent (238 persons) of the total sample indicated “Cost of gas prices” while 15 percent responded, “I wouldn’t.” Responses such as “If I didn’t have a car/license” and “Conveniences” garnered over 10 percent. It appears that the most persuasive argument to win more people over to public transportation is to show the cost of gasoline, and tout the savings

by taking public transportation. Renters, Hispanics, and households with two or more persons are more likely to be persuaded by this cost argument. The last finding is somewhat puzzling, as one-person households should find it more cost-effective to ride public transportation compared to multi-person households.

None of the participants ever brought up other less obvious cost associated with one's own vehicle such as insurance, maintenance, repairs, depreciation of the vehicle, and, possibly, parking fees. These less obvious costs could be communicated to the public in efforts to market public transportation.

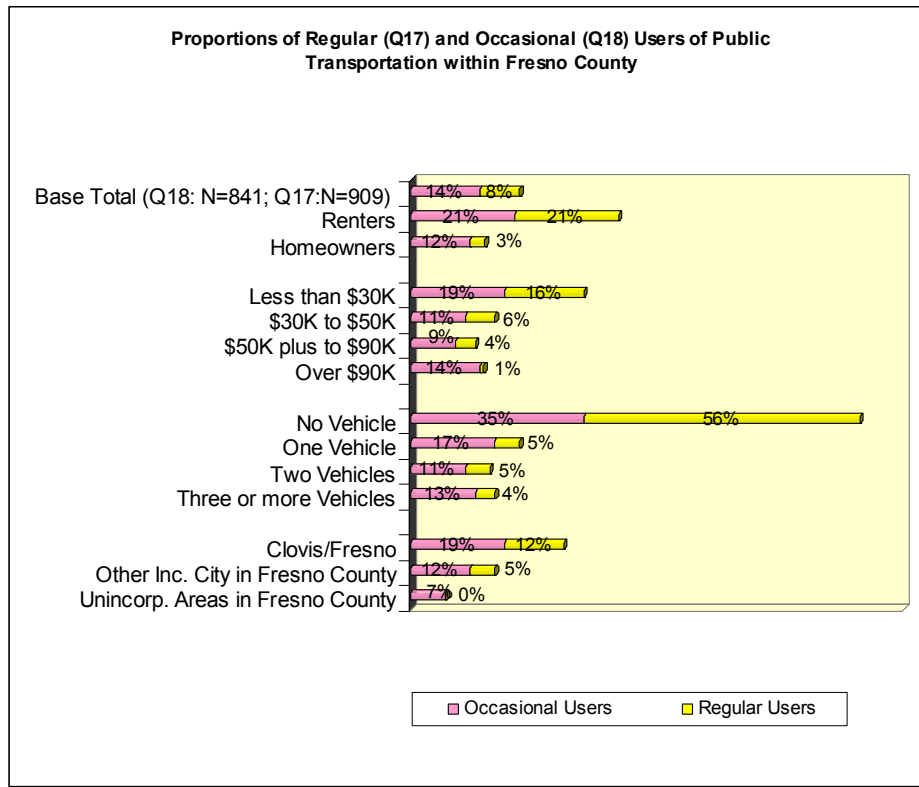
Surprisingly, availability was not a factor in choosing public transportation over driving for residents living outside of Fresno/Clovis. So even if the services were available to residents in other cities or in the unincorporated areas, it will take a lot more to persuade people to take public transportation. Even 29 percent of households without a vehicle/auto responded that they would choose public transportation only if they did not have a car. The results showed that higher income groups were more likely to seek conveniences in order to choose public transportation over driving.

*Profiles of Public Transportation Users*

It is not surprising that the majority of residents without a vehicle/auto in the household are regular users (56%) of public transportation within Fresno County. Only four to five percent of households with one or more vehicle(s) use public transportation on a regular basis. As can be seen from Chart 26, over a third of households without a vehicle are occasional users (35%). In contrast, only 11 percent of households with two vehicles use public transportation occasionally. A good portion (30%) of this occasional use occurs when one of the two cars in the household broke down, or when there was no other transportation. The size of the household did not appear to influence the likelihood to regularly or occasionally use public transportation.

The “90K or more” income group is very unlikely to use public transportation on a regular basis (less than 1%). However, 14 percent of this income group does use the service occasionally. Almost 16 percent of the “less than \$30K” income group does use public transportation on a regular basis, and 19 percent on an occasional basis. None of the residents in unincorporated areas uses public transportation regularly while 5 percent in “other cities within Fresno/Clovis” uses the service regularly. Only 7 percent of residents in unincorporated areas use public transportation occasionally. Nineteen percent of Clovis/Fresno residents use the service occasionally (see Chart 26). Homeowners are unlikely to be regular users of public transportation.

**Chart 26**



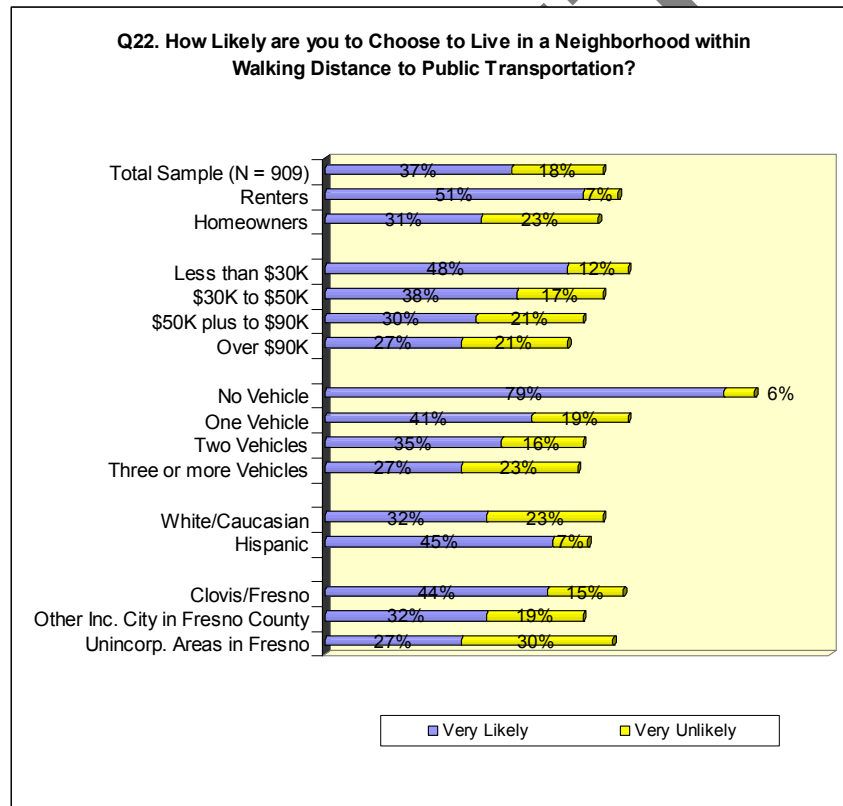
Almost 28 percent of the regular uses of public transportation were for medical appointments, shopping, and running errands. Another 18 percent was for trips to different parts of town. As for the occasional uses, 43 percent was for appointments and 23 percent for rides when there is no other mode of transportation, or when the car broke down.

Living Near Public Transportation Service

Participants were asked to assume that they are in the market for new housing within Fresno County and to assess their likelihood to choose to live in a neighborhood within walking distance to public transportation service (Q22). Thirty seven percent of

the total sample indicated “Very Likely,” while another quarter of the sample responded “Somewhat Likely.” Approximately 18 percent said “Very Unlikely.” As shown in Chart 27, Clovis/Fresno residents were most likely to choose to live in such a neighborhood while residents from unincorporated areas were most unlikely to do so. Future research could attempt to understand the reasons behind residents’ reluctance to live near public transportation services. For residents in rural areas, the perception may be the lack of land/ranch and open space near public transit facilities.

**Chart 27**



Renters, Hispanics, the lower income groups (up to \$50K), and households with no vehicle/auto are more likely to choose living near public transportation service. As can be seen in Chart 27 above, 79 percent of households without a vehicle/auto indicated

“Very likely to choose to live in such a neighborhood.” In contrast, only 27 percent of households with three or more cars gave this high likelihood rating. Perhaps, residents perceived neighborhoods near public transportation to be noisy, less safe, less affluent, and the convenience of public transportation is not sufficient to compensate for these factors. It could also be the association with condominium style living near public transit, and therefore, perceived lack of parking for residents with multiple vehicles/autos.

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DRAFT