



TO: John Downs, Council of Fresno County Governments

FROM: James M. Daisa, P.E., PTIS Project Manager  
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DATE: December 9<sup>th</sup>, 2009

**SUBJECT: Fresno Public Transportation Infrastructure Study (PTIS)  
Memorandum #16 – Polling Options Plan and Recommendations  
(Public Polling Questionnaire)**

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This memorandum describes the public polling process for the Fresno Public Transportation Infrastructure Study (PTIS) Phase 2, which is being conducted by Kimley-Horn and Associates (KHA) and AIS Market Research for the Council of Fresno County Governments (FCOG).

### **Purpose**

The purpose of public polling process is to gather County residents' opinions and perceptions concerning public transportation issues and various landuse planning initiatives. Another purpose for the public polling is to collect information on public transportation needs, housing and employment needs, personal values, and measures to help with the success of the study.

### **Polling Plan**

The entire Fresno County will be divided into the following geographic groups for public polling:

- Fresno-Clovis metropolitan area
- Other incorporated cities (all 13 combined)
- Unincorporated area of the County

Areas outside Fresno-Clovis metropolitan area will be divided using certain zip codes for a north-south and east-west split. Telephone interviews will be conducted to gather public opinion. To ensure that we have adequate number of interviews in each area, a minimum sample size of 900 completed interviews will be targeted. The table below shows the approximate number of interviews in the three areas we can expect to complete for a 900 person sample (based on 2005 population statistics):



Estimated Number of Interviews by Geographic Group	
Fresno-Clovis Metropolitan Area	400
Other Incorporated Cities	400
Unincorporated Areas	100
<b>Total</b>	<b>900 Interviews</b>

After completion of polling, evaluation and analysis of findings will be documented in a memo.

### Polling Questions

The public polling questions are divided into the following five broad categories:

1. General land use planning issues
2. Support/Interest in transit-supportive land uses
3. Use of public transportation and ways to encourage more Use of it
4. Knowledge of, best ways to communicate about PTIS
5. Demographic information

A sample of the questionnaire which will be used for the telephone interviews shown below:

Hello, my name is ..... I'm calling from AIS MARKET RESEARCH, a Fresno-based company. We are not a telemarketer and are not trying to sell you anything. We're talking with adults over the age of 18 today concerning some important transportation, development, and growth issues in Fresno County. We would like to include your opinions in this study. The survey will take 12-14 minutes.

S1. Are you over the age of 18? Yes / No ?

(If Yes, continue.) If No, ask to speak to any adult at home. Terminate call if no adult.

S2. To ensure that we are talking to residents within Fresno County, which city or area do you currently live in? If area/city is not on the list, ask if that area/city is:

within Fresno County? Yes / No ? If No, thank and terminate call. If Yes, go to (b).  
unincorporated? Yes / No / Don't Know ? Enter area/city and check quota.

Target N = 400	Target N = 400	Unincorporated Area representation target = 100	
Clovis	Coalinga	Auberry	Kings Canyon
Fresno	Firebaugh	Big Creek	Lanare
	Fowler	Biola	Laton
	Huron	Burrell	Malaga
	Kerman	Calwa	Mayfair
	Kingsburg	Cantua Creek	Mercy Hot Springs
	Mendota	Caruthers	Pine Flat



	Orange Cove	Del Rey	Prather
	Parlier	Dinkey Creek	Raisin City
	Reedley	Easton	Riverdale
	San Joaquin	Five Points	Rolinda
	Sanger	Friant / Millerton	Shaver Lake
	Selma	Helm	Squaw Valley
	.....	Herndon	Three Rocks
		Highway City	Tollhouse
		Hume	Tower District
		Huntington	Tranquillity
		.....	.....
			.....

Q1. What is the most important issue facing Fresno County today? (do not read answer choices to participant. Enter only one answer)

- Economy / Jobs / Unemployment
- Water Shortage
- Air Pollution
- Affordable Housing
- Crimes
- Traffic Congestion
- Too Much Growth/Development
- Water Pollution
- Lack of Public Safety (e.g., insufficient police & fire services)
- Slow Growth/Development
- Lack of Schools & Training/Education Opportunities
- Lack of Public Transportation
- Lack of Good Government
- Development of prime agricultural land
- Poor Planning (elaborate on the type of planning ...?)
- Environmental Problems (ask to specify & see if response fits one of the categories above)
- Other (specify) .....
- No knowledge on issues faced by Fresno County

Q2. To what extent is [ insert answer from Q1 here ] directly impacting you and/or your family? Would you say the issue has ..... (read only the first four the answer categories) on you and/or your family?

- A Lot of Impact
- Some Impact
- A Little Impact
- No Impact



- Don't Know / Refused to Answer

Q3. In your opinion, how much will improvements in public transportation (e.g., more public buses, better bus routes, more frequent services, large service areas, etc.) help reduce air pollution in Fresno County? Would you say the improvements will ... (read the first five choices) ...in reducing air pollution in our County?

- Help A Lot
- Help Moderately
- Help A Little
- Probably Not Help
- Not Help At All
- Don't Know

Q4. In your opinion, how much will improvements in public transportation help reduce traffic congestion problems in Fresno County? Would you say the improvements will ... (read the first five choices) ...in reducing traffic congestions in our County?

- Help A Lot
- Help Moderately
- Help A Little
- Probably Not Help
- Not Help At All
- Don't Know

Q5. Have you heard about the Public Transportation Infrastructure Study (PTIS)?

- Yes ..... continue
- No ..... skip to Q7
- Not Sure ..... skip to Q7

Q6. How did you hear/learn about the Public Transportation Infrastructure Study (PTIS)? [do not read answer choices to participant]

- In the news
- Big Fresno Fair
- Veteran's Day Parade
- From a previous survey
- Public Workshop
- From a friend / family member/ co-worker
- Don't remember how / Not sure
- Other (please specify) .....



Q7. As you may already know, PTIS was funded by Measure “C” to study ways to improve public transportation, optimize land use and development with the aims of reducing air pollution and traffic congestions within Fresno County.

Now, what would be the best means to communicate the progress and results of PTIS to you? (do not read choices; record up to three responses)

- Newspaper
- Email me
- Put report/progress at Fresno County website
- TV news
- Radio Talk Show program
- Public Events (e.g., Big Fresno Fair, Veteran’s Day Parade, etc.)
- Mail newsletter to my home
- Disseminate the info. to my workplace / employer
- Other (please specify) .....
- Don’t Know
- Not Interested / Don’t Care for the info.

Q8. Have you heard about Fresno County’s Blueprint Planning Process?

- Yes
- No
- Not Sure

Q9. Fresno County and other counties in the San Joaquin Valley, in anticipation of population growth in the region, are planning the future of transportation and land use to the Year 2050.

The Blueprint Process strives for (1) Community Culture and Identity, (2) Sustainable Development, (3) Economic Vitality and Global Competitiveness, (4) Complete Transportation System, and (5) Environmental Resources Management.

How much do you support Fresno County’s Blueprint? Would you say ... (read only the first four answer categories; do not read the “neutral” answer choice) ?

- Strongly Support
- Moderately Support
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q10. What other major issues/areas should Fresno County be addressing in anticipation of population growth in the county?

.....



Q11A. How much do you favor Fresno County building more multi-family units such as apartments, townhouses, and condos in existing residential neighborhoods?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q11B. What about building more multi-family units such as apartments, townhouses, and condos in Downtown Fresno?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q12A. Again, using the same scale, how much do you favor Fresno County offering a diverse mix of housing types within a community (i.e., townhomes, apartments, single-family homes for a wide range of household incomes)? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q12B. Assuming you are in the market for new housing within Fresno County, how likely are you to choose to live in such a community with diverse mix of housing types? Are you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Very Unlikely
- Neutral / No opinion



Q12C. What about offering a diverse mix of housing types within Downtown Fresno (i.e., townhomes, apartments, single-family homes for a wide range of household incomes)? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q13A. How much would you favor 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) ?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q13B. What about creating a mix of land uses (residential and commercial units) with walkable neighborhoods (where residents can walk to work, shop, play, or school) in Downtown Fresno ?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q14. How much would you support higher density/intensity of developments (commercial and residential) along planned transit routes in Fresno County? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ... such developments?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose



- Neutral / No opinion

Q15. In striving towards sustainable development, the cities in Fresno County would need to engage in smart land use planning. How much would you support preservation of farmland in Fresno County by putting new development within existing developed areas? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ... such developments?

- Strongly Favor
- Moderately Favor
- Moderately Oppose
- Strongly Oppose
- Neutral / No opinion

Q16. What types of land uses would you like to see in your community?

.....

Q17. Do you use public transportation within Fresno County on a regular basis?

Yes ..... skip to Q19  
No ..... continue

Q18. Do you use public transportation within Fresno County occasionally?

Yes ..... skip to Q20  
No ..... skip to Q21

Q19. From where to where? ..... skip to Q21.

Q20. And what are some of these occasions? ..... continue to Q21.

Q21. What types of public transportation services within Fresno County would encourage you to use the services, or use more of the services? (do not read the answer choices to participant; accept multiple answers)

- Light Rail
- Train
- Comfortable bus
- Shuttle Van
- More frequent service
- Lower fares
- Better information about schedules
- More comfortable bus stops
- Better connections between services
- Better personal security
- Better services between Fresno, Madera and Tulare Counties



- Other (please specify) .....
- Nothing would
- Won't know until the services are in place

Q22. Assuming you are in the market for new housing within Fresno County, how likely are you to choose to live in a neighborhood within walking distance to public transportation service? Are you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Very Unlikely
- Neutral / No opinion

Q23. Assuming public transportation is within a 10-minute drive from your home and parking is available at the public transportation service facility, how much time driving time one-way (including time waiting in traffic) would your trip have to be before you strongly consider taking the public transportation?

Driving time in minutes ..... (if answer is an hour, enter "60").

**DEMOGRAPHICS:**

To ensure that we are talking to a wide variety of residents, we would like to ask you just a few more questions. First, ...

D1. Including YOURSELF, what is the total number of persons in your household?  
.....

D2. What is the total number of vehicles or autos available to your household? .....  
(if 0, skip to D4)

D3. Do you have access to a vehicle/auto in your household? Yes / No

D4. Which of the following most closely describes your ethnic background?

- WHITE / CAUCASIAN
- HISPANIC
- AFRICAN AMERICAN
- ASIAN
- NATIVE AMERICAN
- OTHER
- REFUSED

D5. What is the last grade in school you have completed?



- No School to Less than 8th Grade Education
- Some High School
- High School Graduate
- Vocational / Technical
- College Graduate
- Refused

D6. And please stop me when I come to the range that covers your annual household income?

- LESS THAN \$20,000
- \$20,000 to \$30,000
- \$30K+ to \$40K
- \$40K+ to \$50K
- \$50K+ to \$70K
- \$70K+ to \$90K
- \$90K+ to \$110K
- Over \$110K
- REFUSED

D7. Do you currently rent or own your home ?

- Rent
- Own
- Other (please specify) .....

D8. Do you currently live in a house or apartment?

- House
- Apartment
- Condominium
- Other (Please specify) .....

Thank you for your time and participation in the survey.

RECORD RESPONDENT FIRST NAME:

CONFIRM PHONE NUMBER:

RECORD GENDER OF RESPONDENT:

RECORD LANGUAGE SURVEY WAS CONDUCTED IN: ENGLISH / SPANISH / OTHER .....