

DRAFT

Madera County

Blueprint Planning Workshop

Polling Results

January 2007

Prepared for

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Meeting Overview

Three public workshops were hosted by the Madera County Transportation Commission as part of their ongoing effort to obtain public input for the Blueprint Planning Process. Over 100 people participated in an interactive polling process to collect and discuss their opinions on community values, long-range planning, transportation, housing and future growth issues. The workshops were held at the following locations:

Madera County Blueprint Workshops

Workshop Location	Date	Number of Participants
Oakhurst	January 23, 2007	44
Madera	January 24, 2007	35
Chowchilla	January 25, 2007	26

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



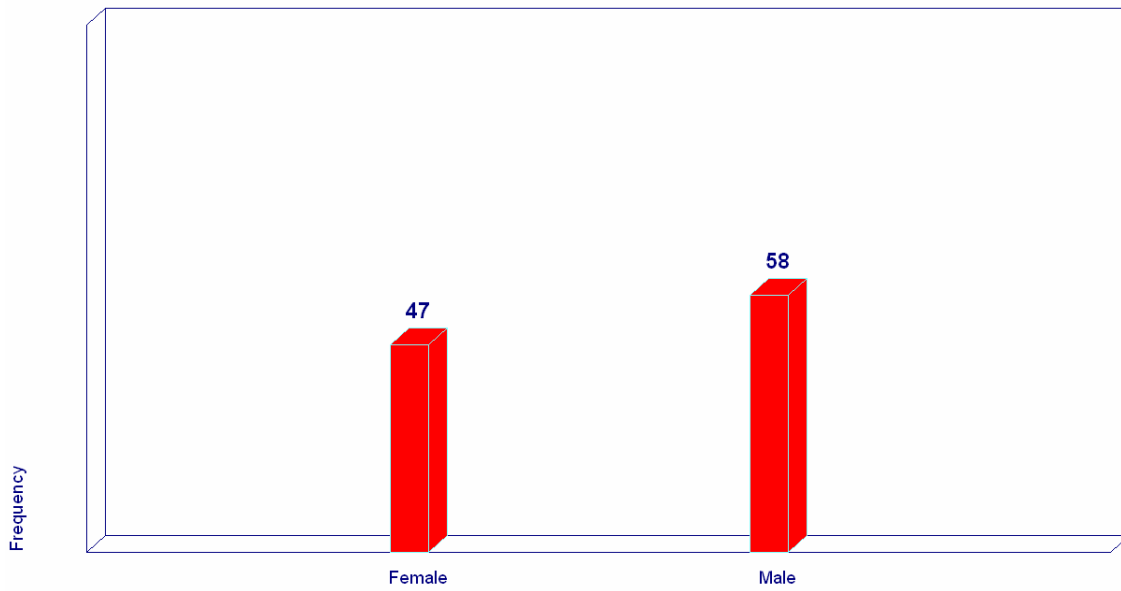
This report presents the results of the interactive surveys. The observations and conclusions from the discussion were recorded and will be reported separately.

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

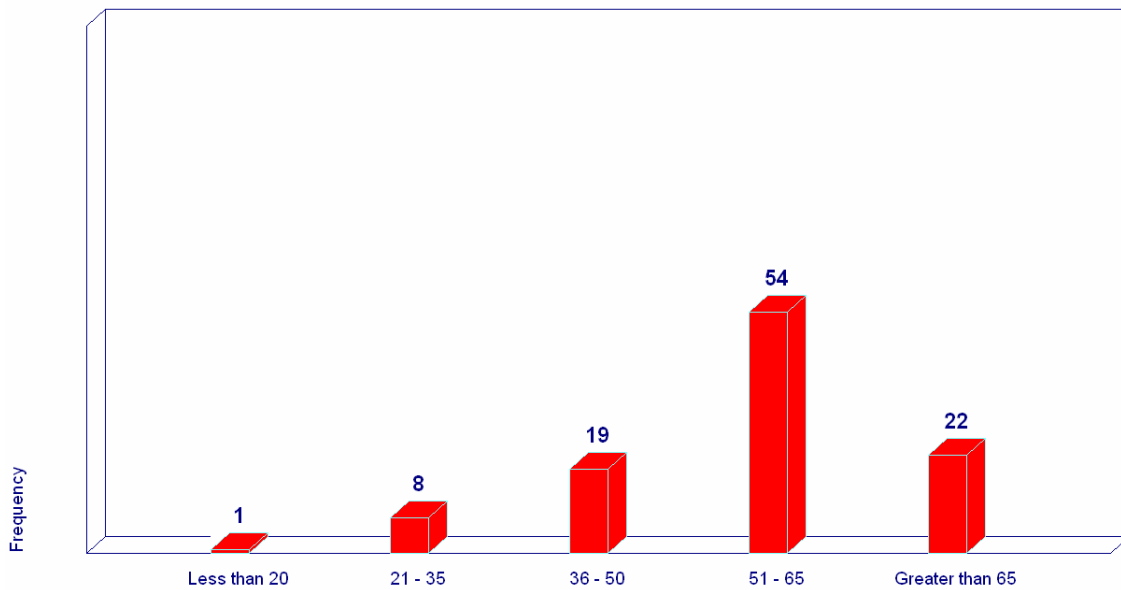
Demographic Information

The following charts present the combined demographic information from all three workshops.

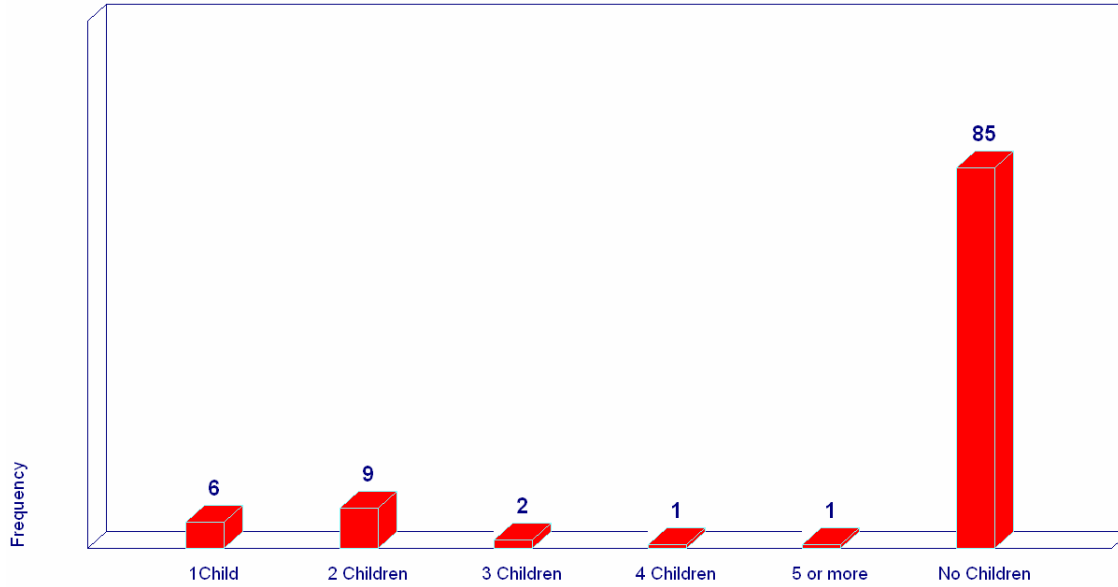
A- What is your gender?



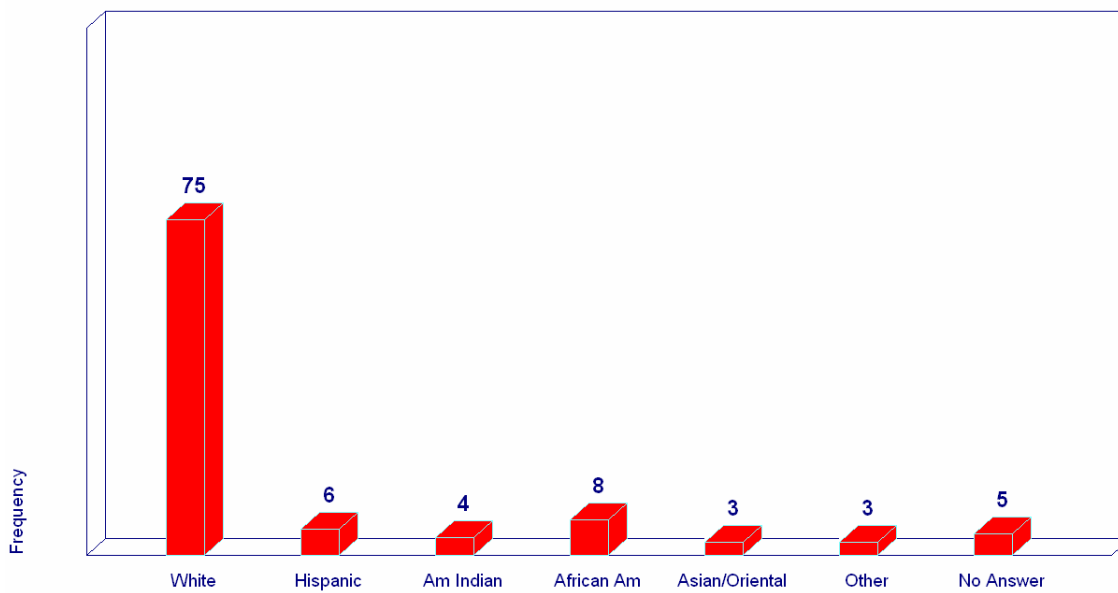
B- What is your age?



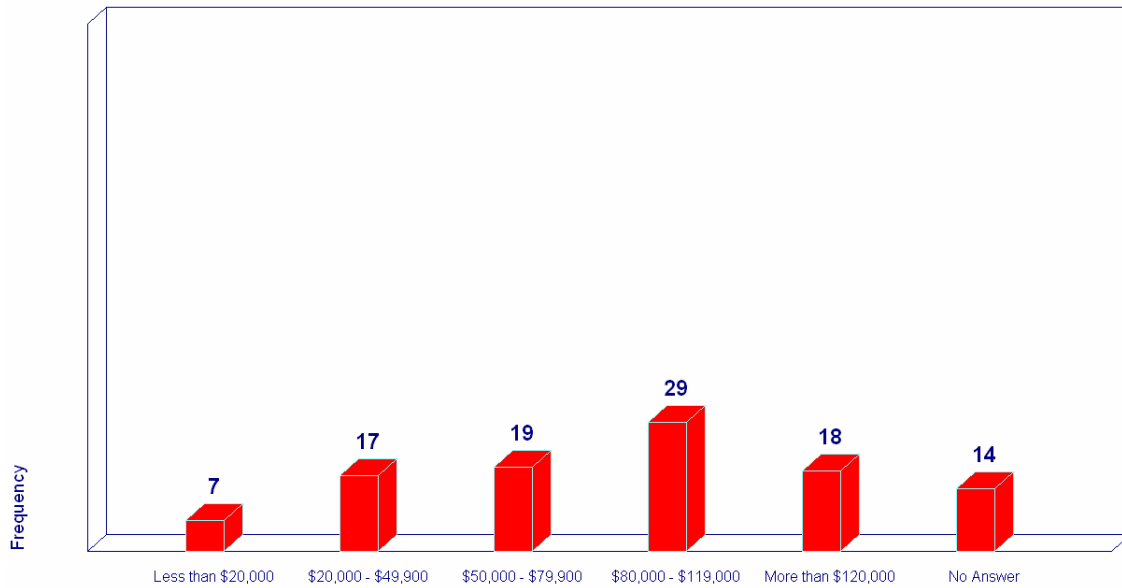
C- How many children under the age of 18 currently live in your household?



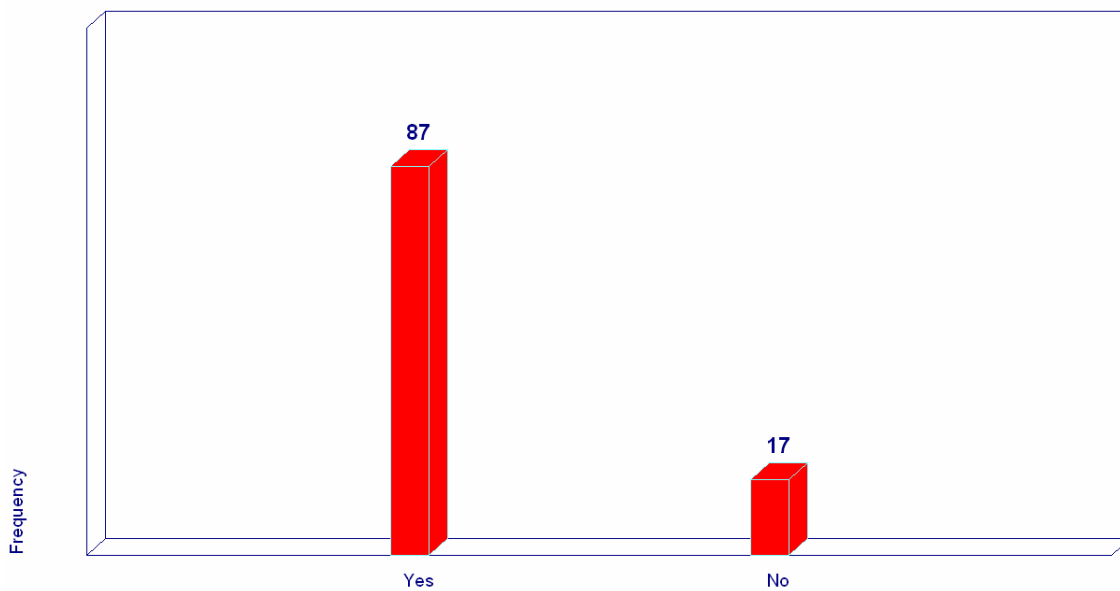
D- What is your racial or ethnic background?



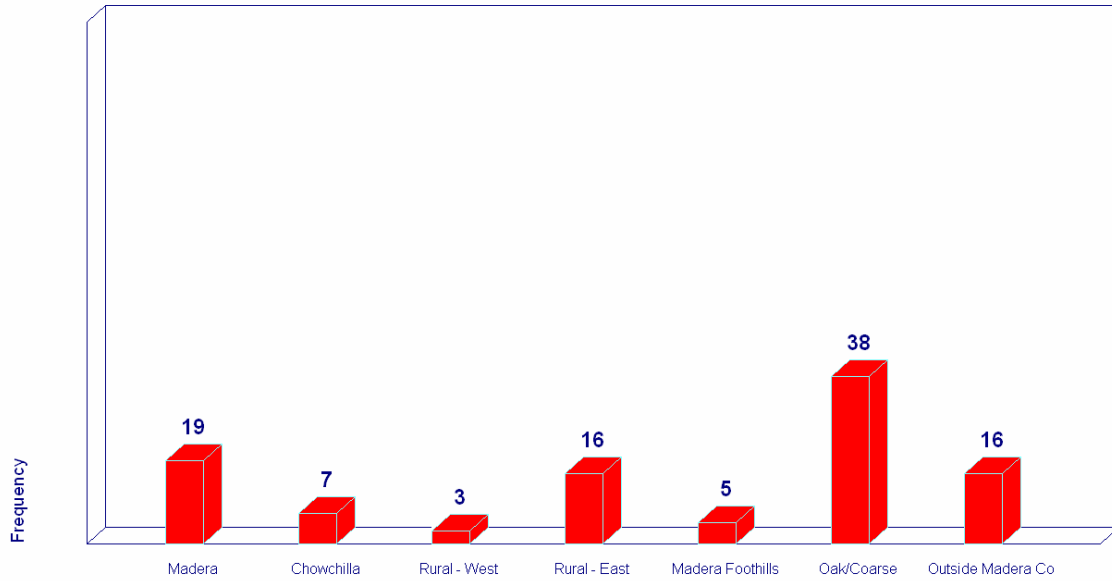
E- What is your Annual Household Income?



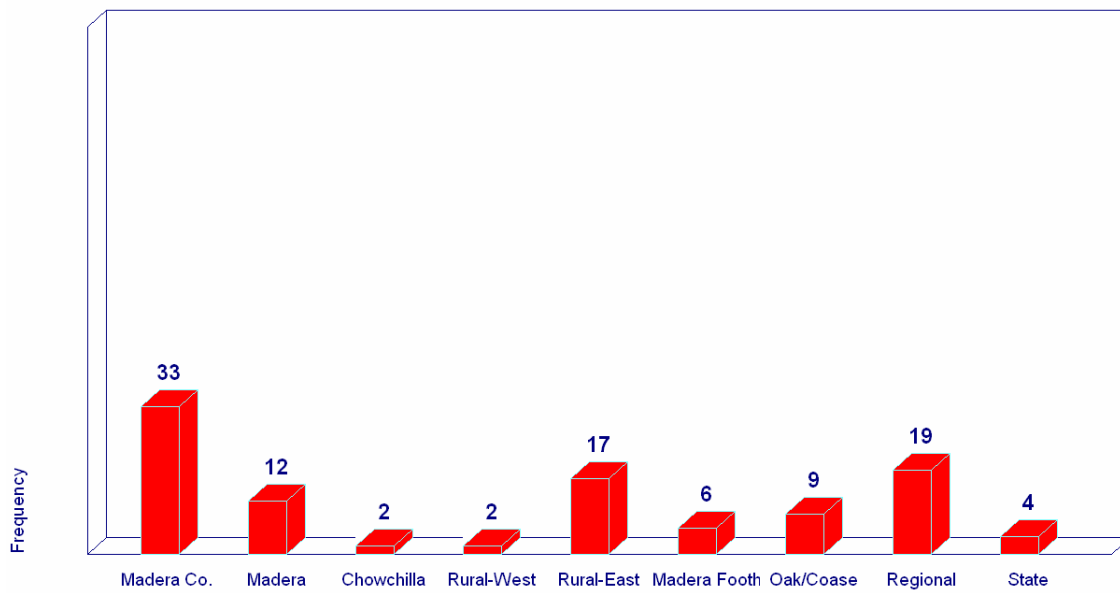
F- Do you own your home?



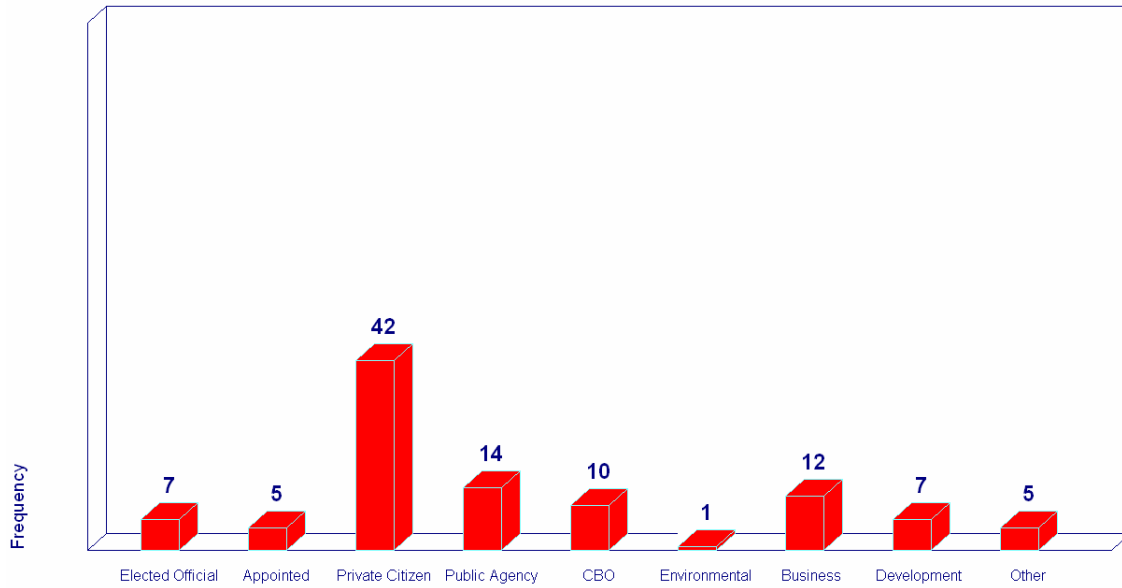
G- Where do you live?



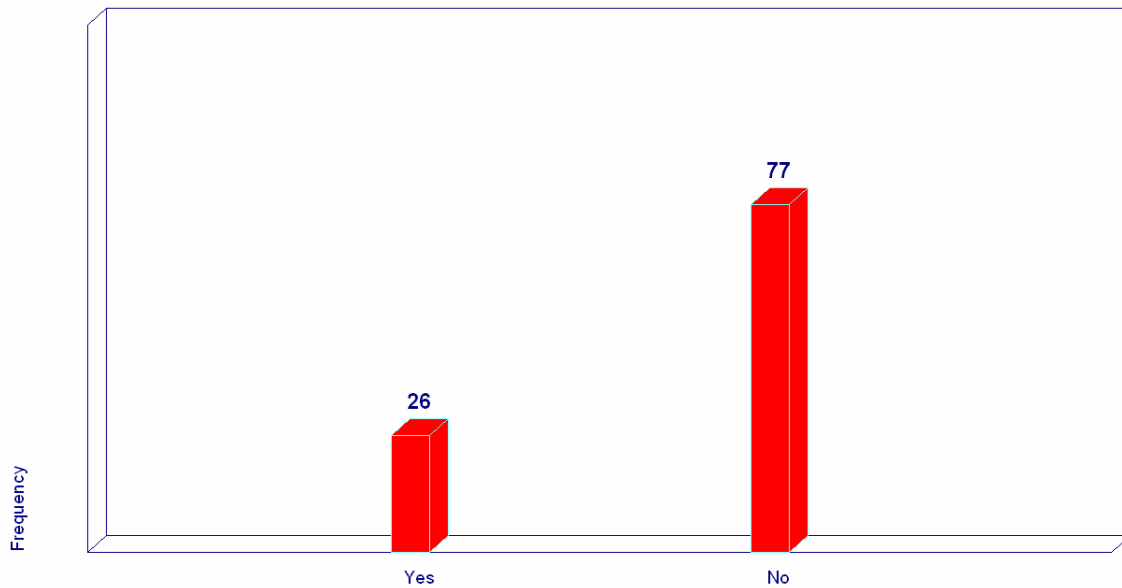
H- What geographic area do you represent?



I- Which of the following subgroups BEST describes you?



J- Have you participated in previous Blueprint planning activities?



Values Assessment

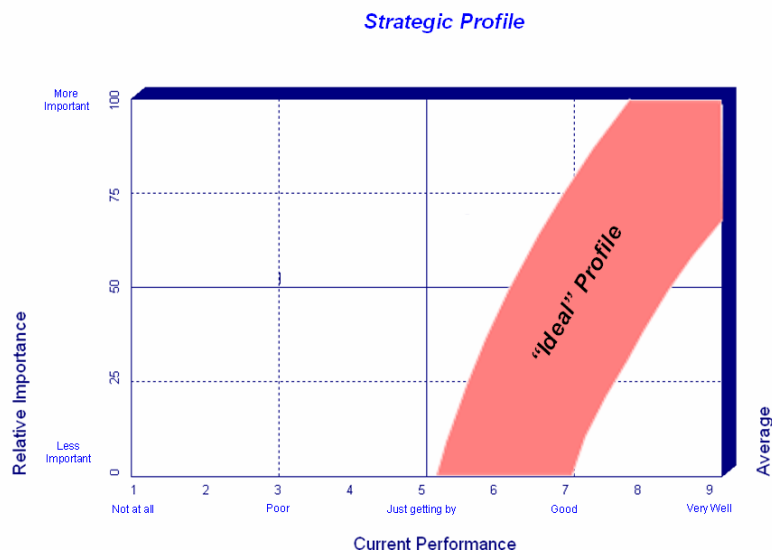
The participants in each of the three workshops prioritized the following community values using a paired-comparison technique where two of the eleven values were projected on a screen and each participant simultaneously selected which of the two values was more important. After all possible combinations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

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

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

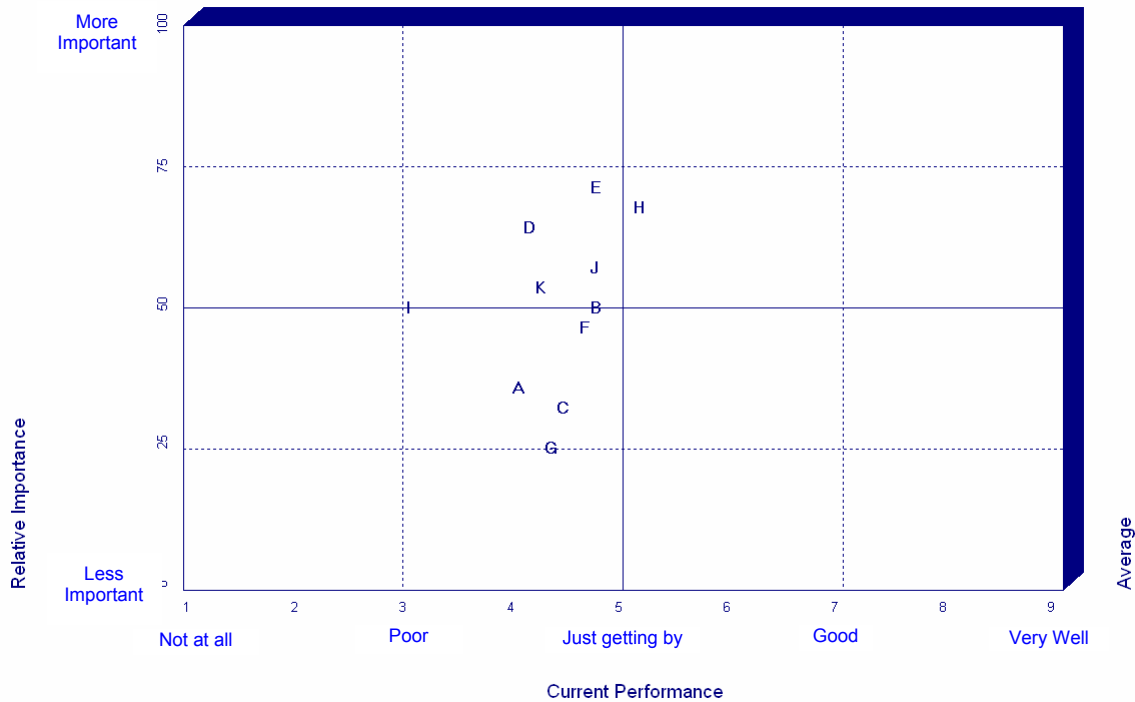
1. Not at all
- 2.
3. Poor
- 4.
5. Just getting by
- 6.
7. Good
- 8.
9. Very Well

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



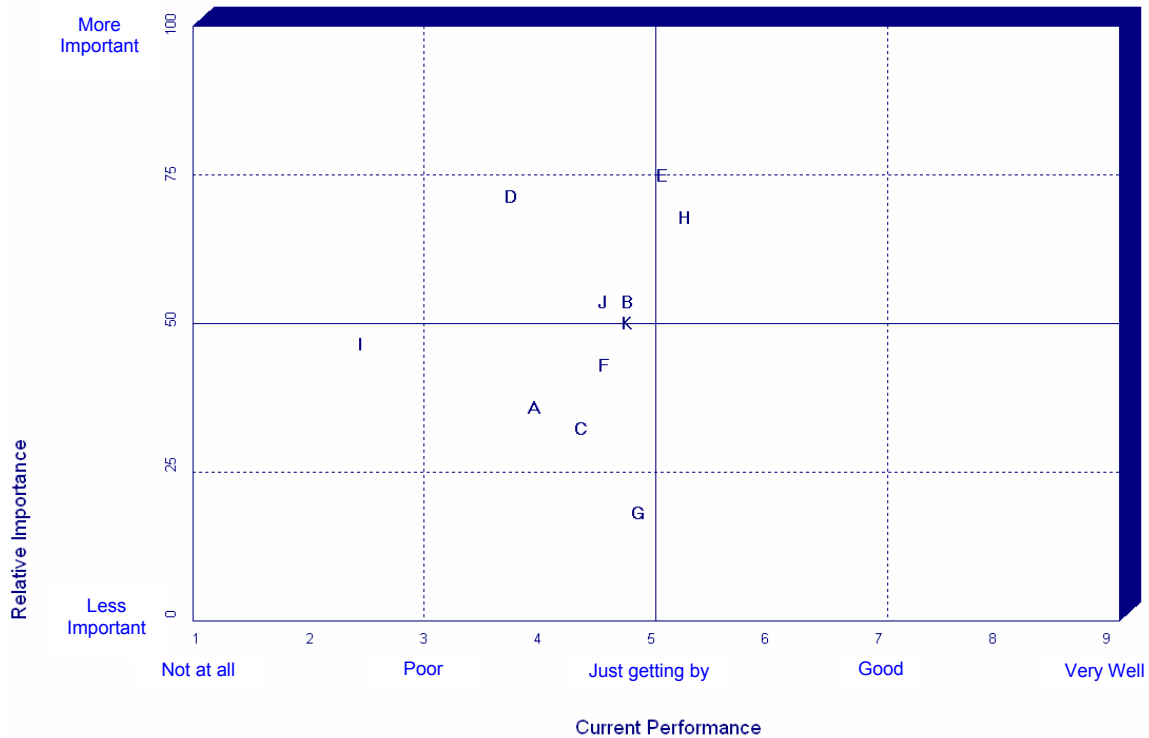
The Strategic Profiles of the combined results for all three workshops and the strategic profiles for each individual workshop are presented in this report. The Strategic profile of the combined results for each demographic category is presented in Appendix B.

**Madera County Values Profile
Combined Workshop Results
All Participants (104)**



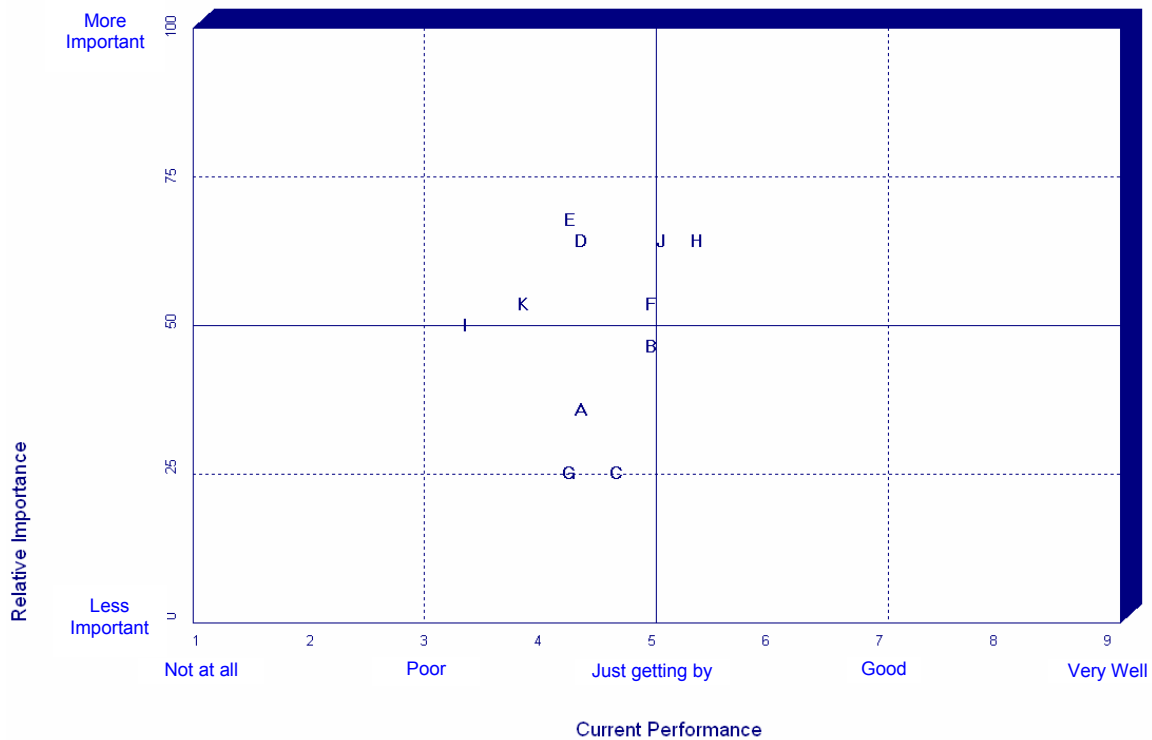
- | | |
|--|----------------------------------|
| A. Aesthetic Quality | G. Positive Image |
| B. All People Have Worth | H. Public Safety |
| C. Cultural Richness | I. Transportation Options |
| D. Environmental Sustainability | J. Vibrant Economy |
| E. Healthy Environment | K. World Class Education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

**Madera County Values Profile
Oakhurst Workshop 1-23-07
All Participants (44)**



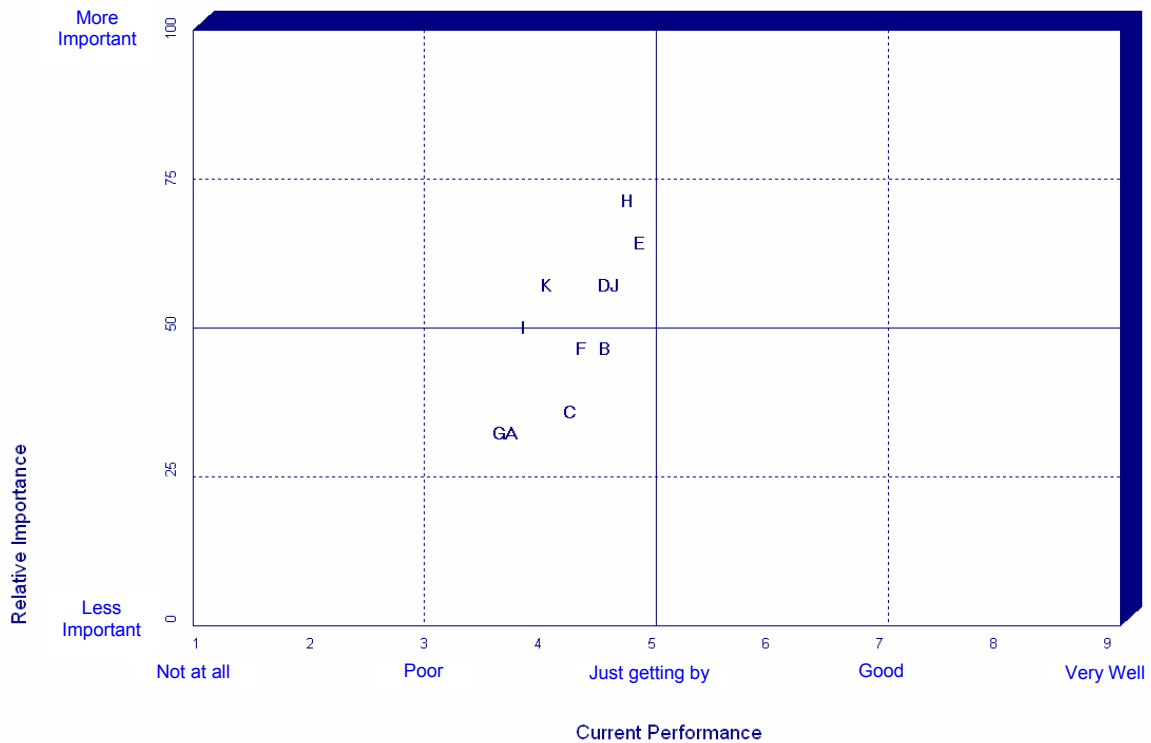
- | | |
|--|----------------------------------|
| A. Aesthetic Quality | G. Positive Image |
| B. All People Have Worth | H. Public Safety |
| C. Cultural Richness | I. Transportation Options |
| D. Environmental Sustainability | J. Vibrant Economy |
| E. Healthy Environment | K. World Class Education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

**Madera County Values Profile
Madera Workshop 1-24-07
All Participants (34)**



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

**Madera County Values Profile
Chowchilla Workshop 1-25-07
All Participants (26)**

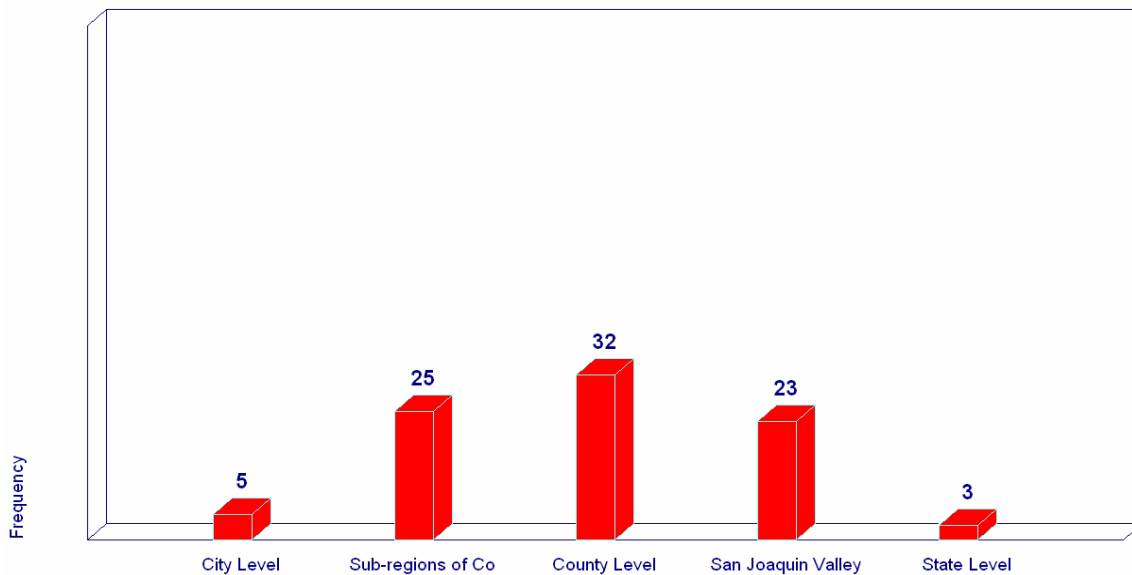


- | | |
|--|----------------------------------|
| A. Aesthetic Quality | G. Positive Image |
| B. All People Have Worth | H. Public Safety |
| C. Cultural Richness | I. Transportation Options |
| D. Environmental Sustainability | J. Vibrant Economy |
| E. Healthy Environment | K. World Class Education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

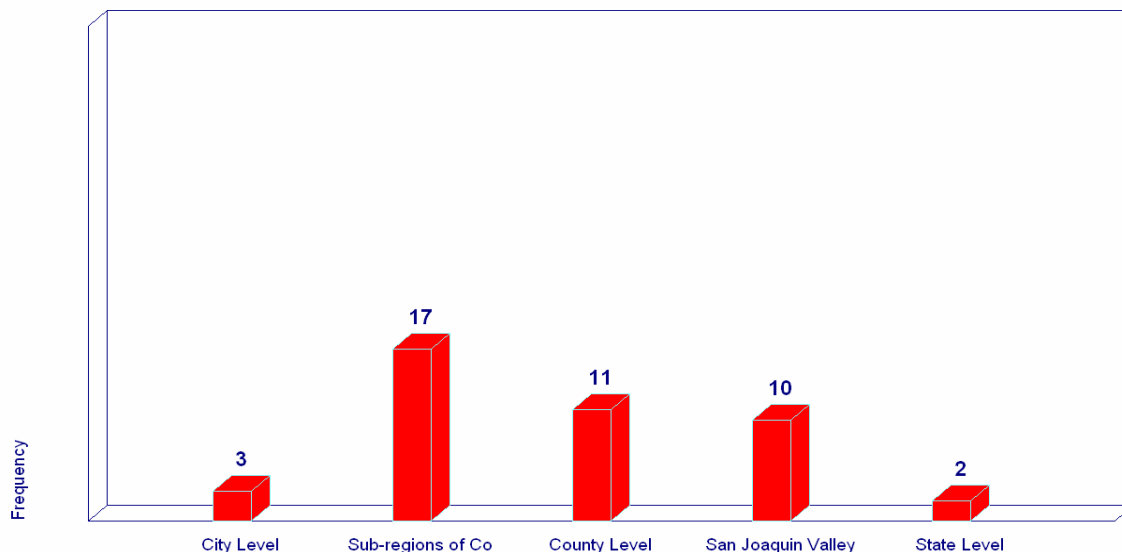
Long-Range Planning

Workshop participants were asked their opinion regarding the most effective jurisdictional level to conduct long-range planning. The combined results of all three workshops and the results for each individual workshop are presented in the following charts. The combined results for all demographic categories are presented in Appendix C.

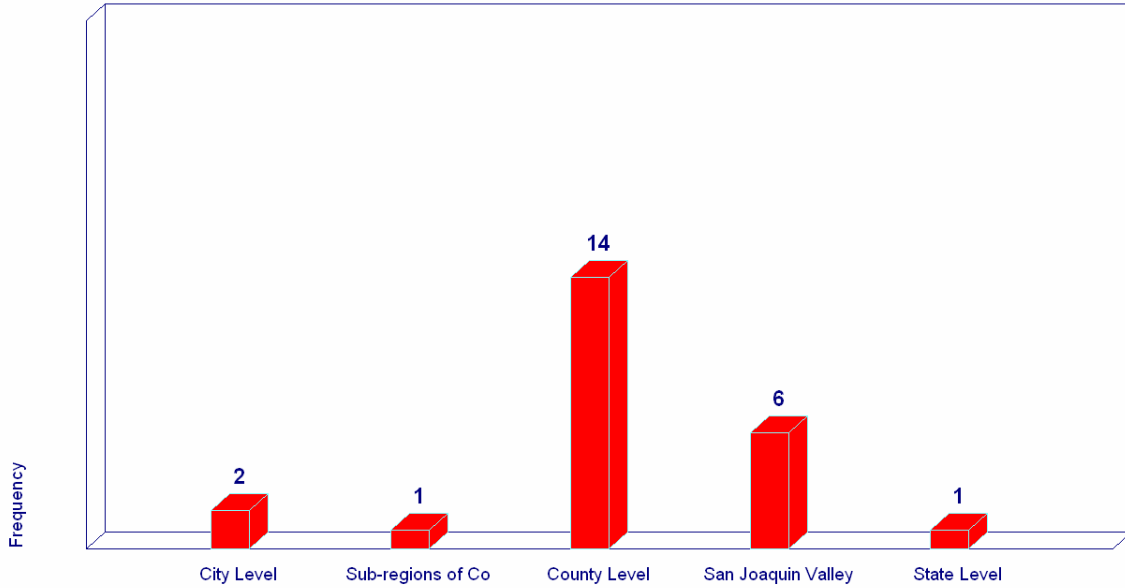
**Long-Range Planning (40+ years) is most effective at the:
Combined Madera County Workshops
January 23, 24 & 25, 2007**



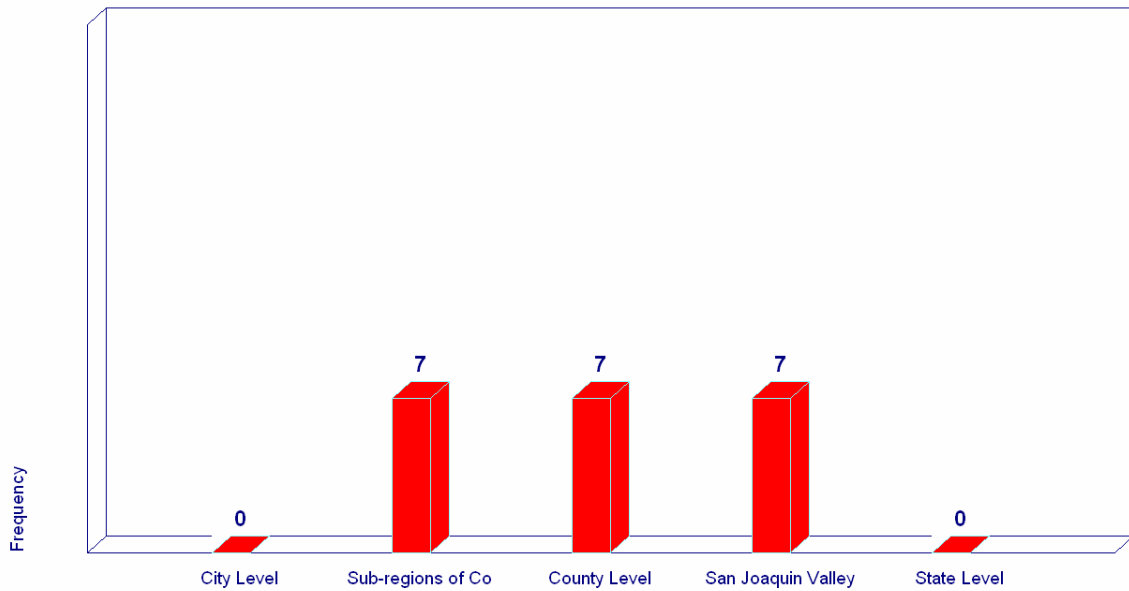
**Long-Range Planning (40+ years) is most effective at the:
All Oakhurst Workshop Participants
January 23, 2007**



**Long-Range Planning (40+ years) is most effective at the:
All Madera Workshop Participants
January 24, 2007**



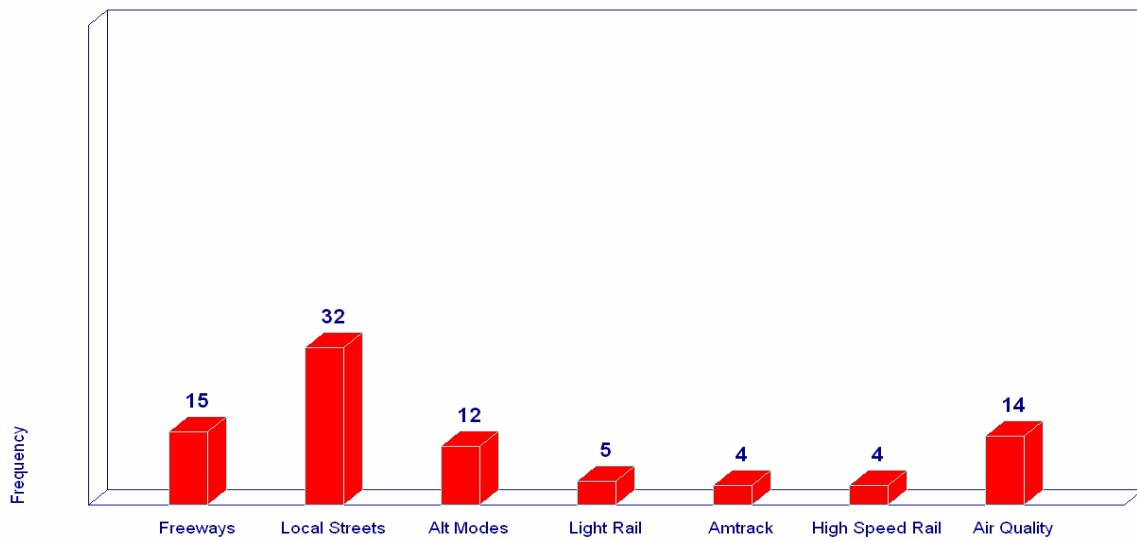
**Long-Range Planning (40+ years) is most effective at the:
All Chowchilla Workshop Participants
January 25, 2007**



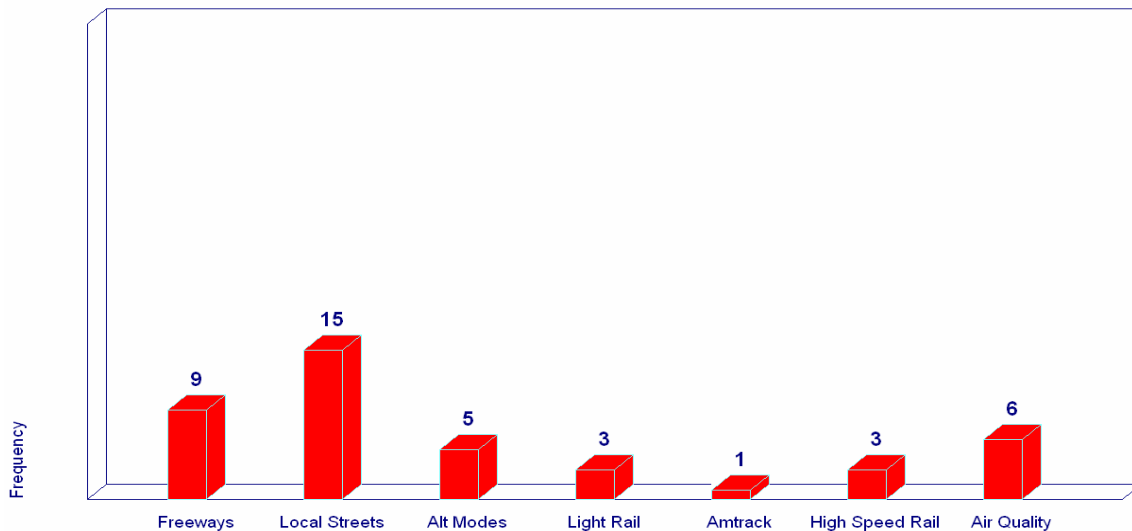
Transportation

Workshop participants were asked their opinion regarding where scarce transportation dollars should be spent. The combined results of all three workshops and the results for each individual workshop are presented in the following charts. The combined results for all demographic categories are presented in Appendix D.

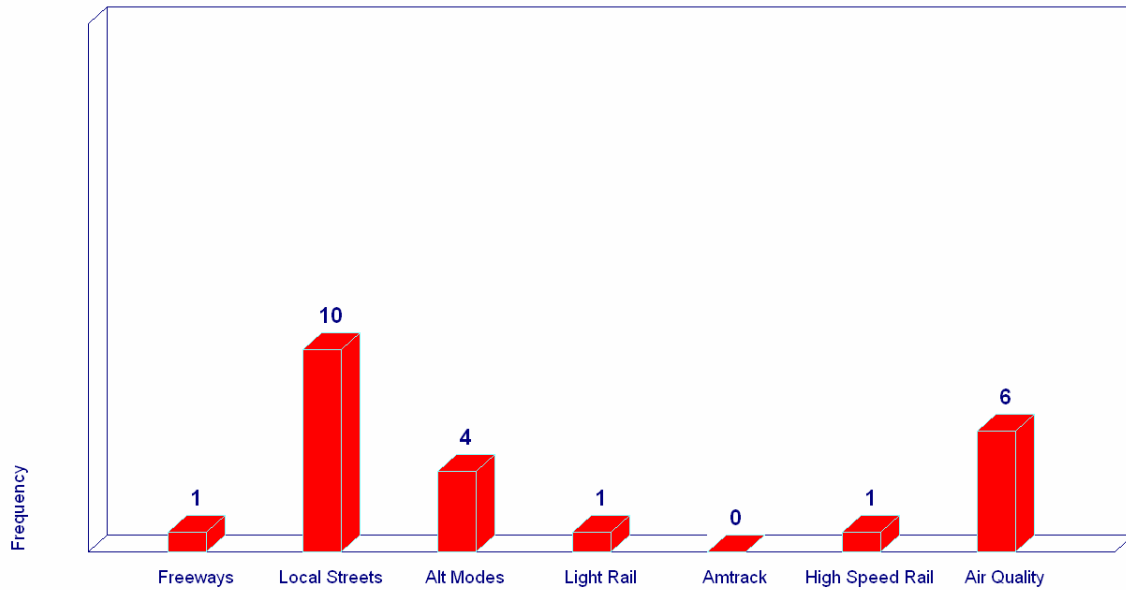
**How should we spend our scarce transportation dollars?
Combined Madera County Workshops
January 23, 24 & 25, 2007**



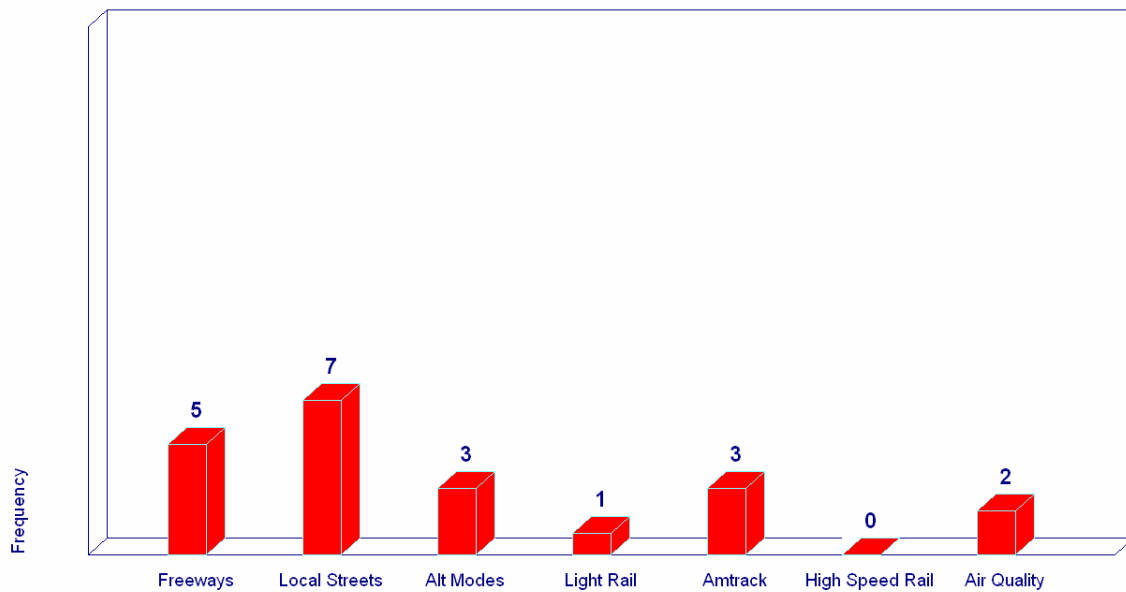
**How should we spend our scarce transportation dollars?
All Oakhurst Workshop Participants
January 23, 2007**



How should we spend our scarce transportation dollars?
All Madera Workshop Participants
January 24, 2007



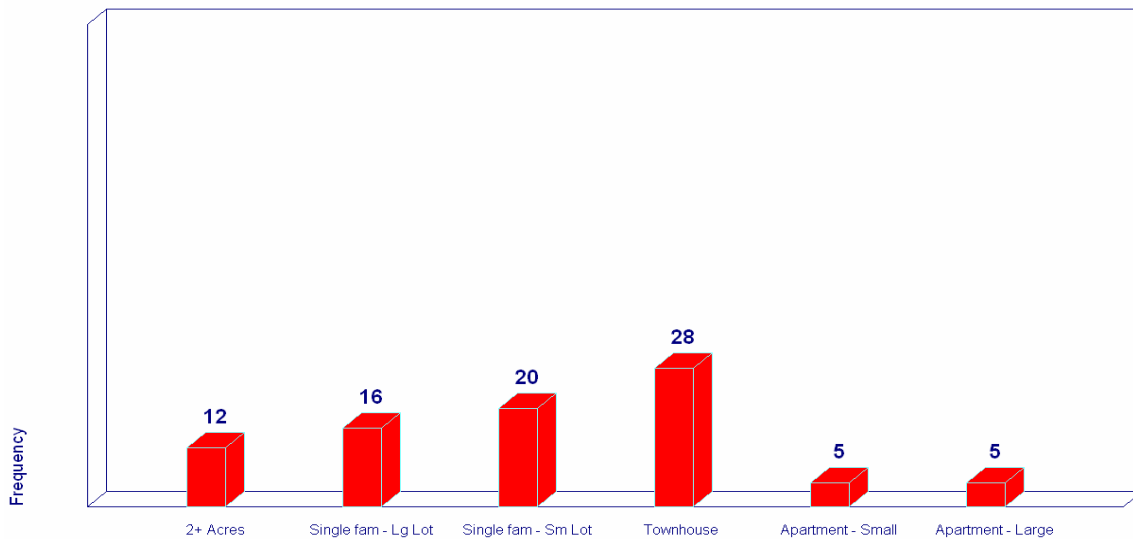
How should we spend our scarce transportation dollars?
All Chowchilla Workshop Participants
January 25, 2007



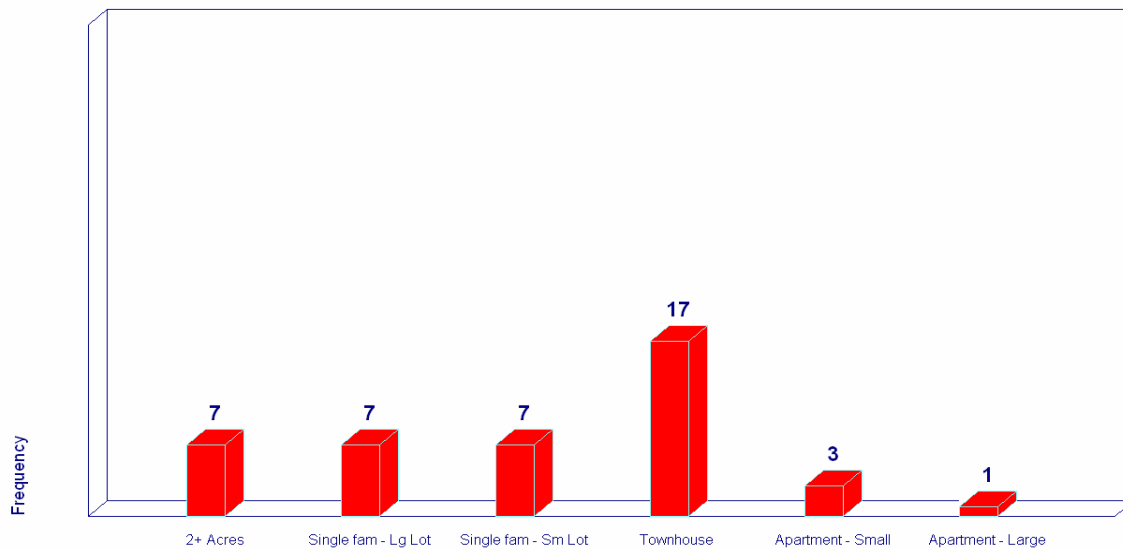
Housing

Workshop participants were asked their opinion regarding the type of housing that we should focus on in the future. The combined results of all three workshops and the results for each individual workshop are presented in the following charts. The combined results for all demographic categories are presented in Appendix E.

**What type of housing should we focus on for the future?
Combined Madera County Workshops
January 23, 24 & 25, 2007**



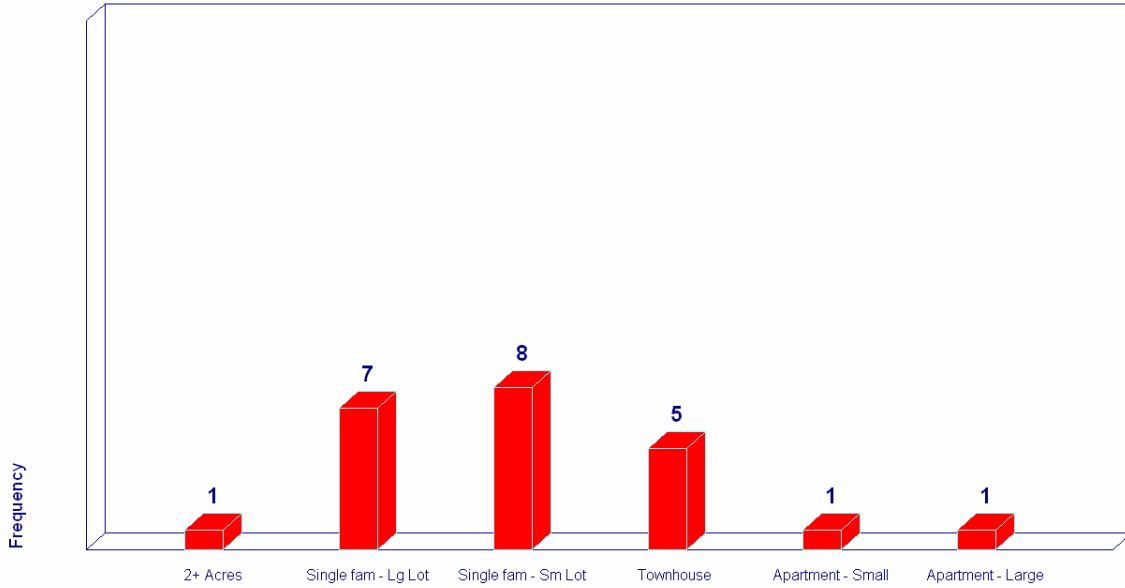
**What type of housing should we focus on for the future?
All Oakhurst Workshop Participants
January 23, 2007**



What type of housing should we focus on for the future?

All Madera Workshop Participants

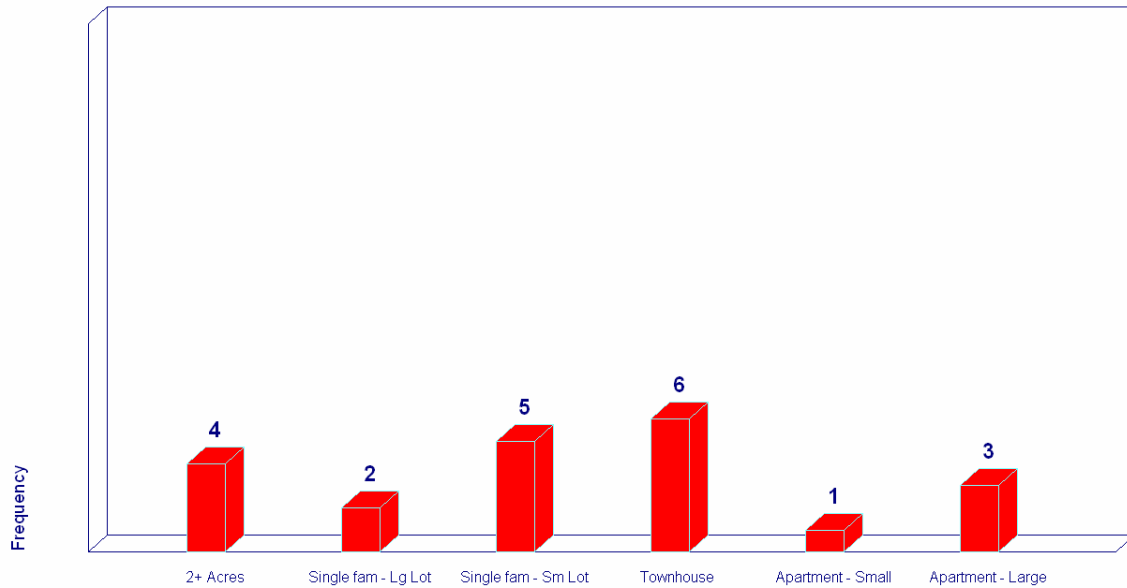
January 24, 2007



What type of housing should we focus on for the future?

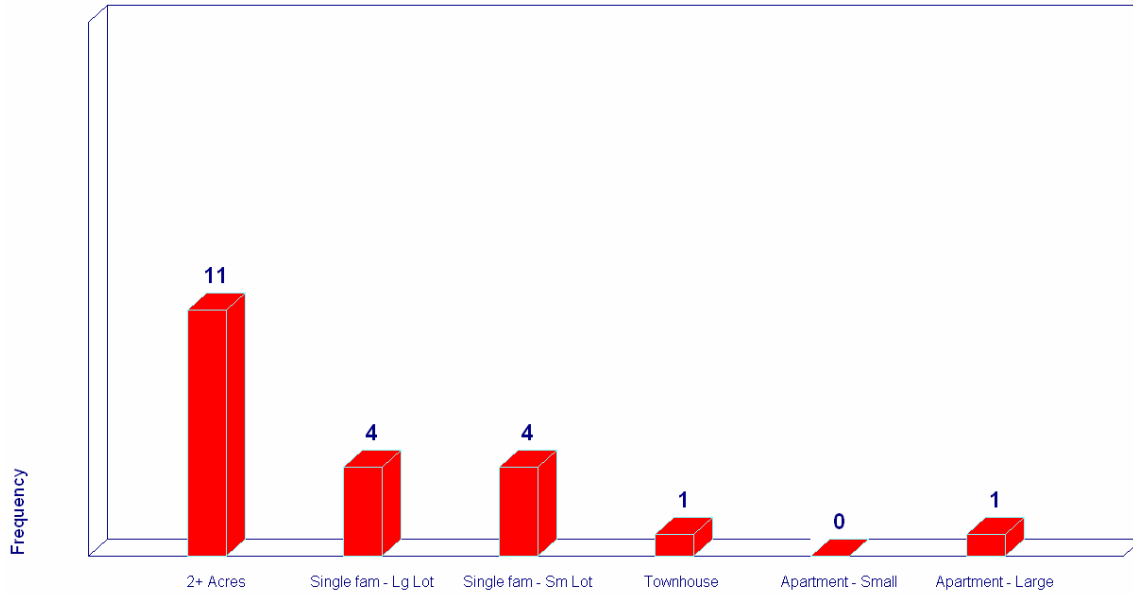
All Chowchilla Workshop Participants

January 25, 2007



In the Chowchilla workshop, the participants were also asked what type of housing they lived in today.

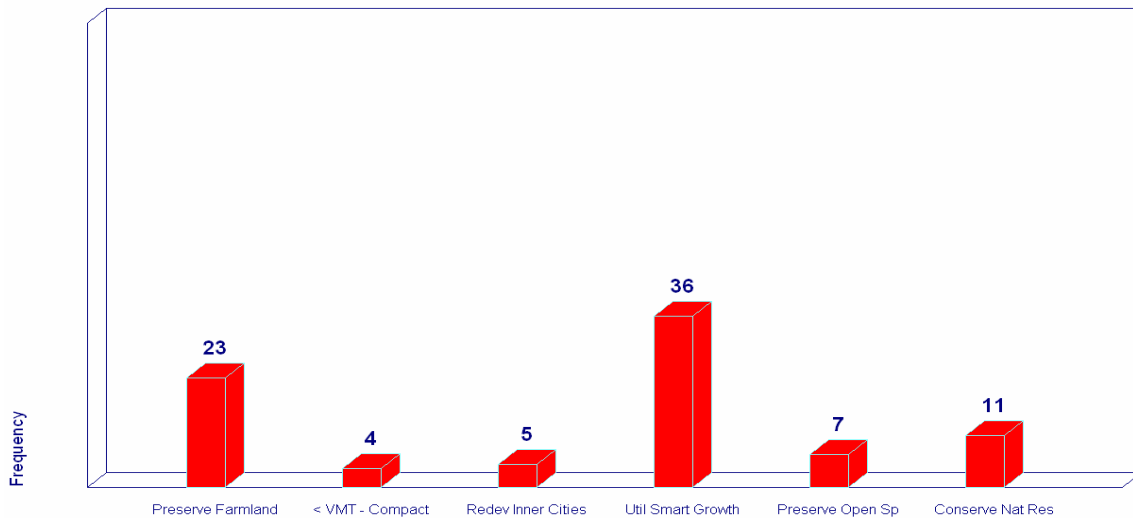
What type of housing do you live in today
All Chowchilla Workshop Participants
January 25, 2007



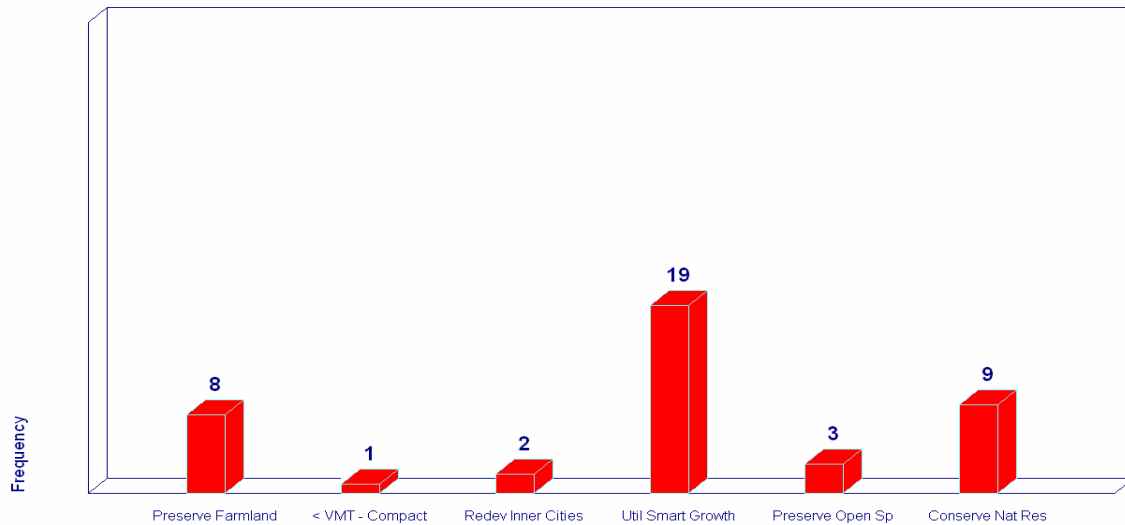
Future Growth

Workshop participants were asked their opinion regarding what is most important to consider as we grow in the future. The combined results of all three workshops and the results for each individual workshop are presented in the following charts. The combined results for all demographic categories are presented in Appendix F.

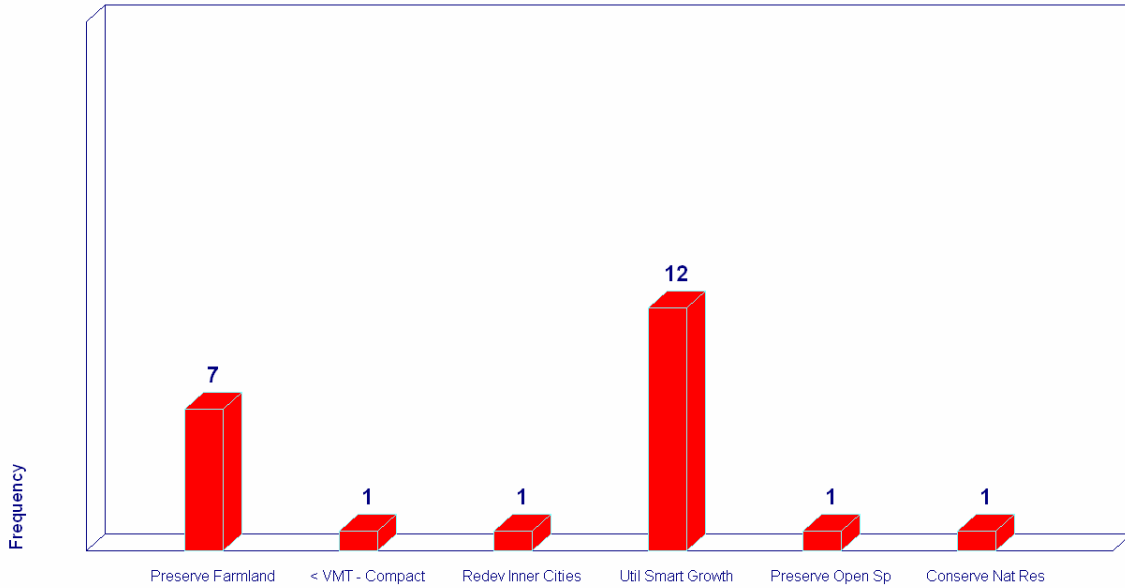
**As we grow in the future, what is most important to consider?
Combined Madera County Workshops
January 23, 24 & 25, 2007**



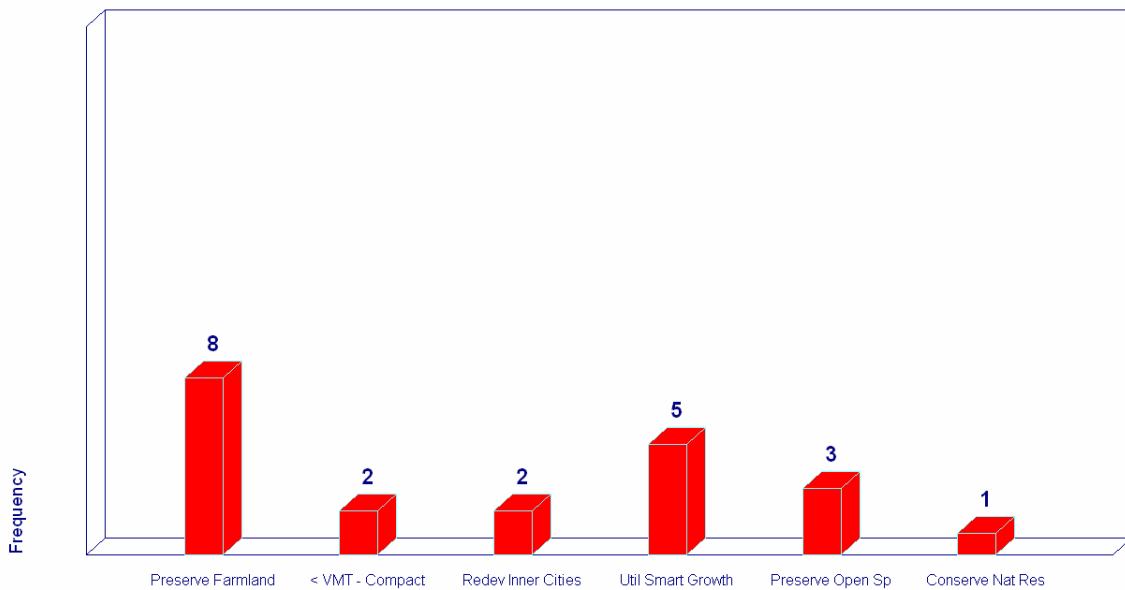
**As we grow in the future, what is most important to consider?
All Oakhurst Workshop Participants
January 23, 2007**



As we grow in the future, what is most important to consider?
All Madera Workshop Participants
January 24, 2007



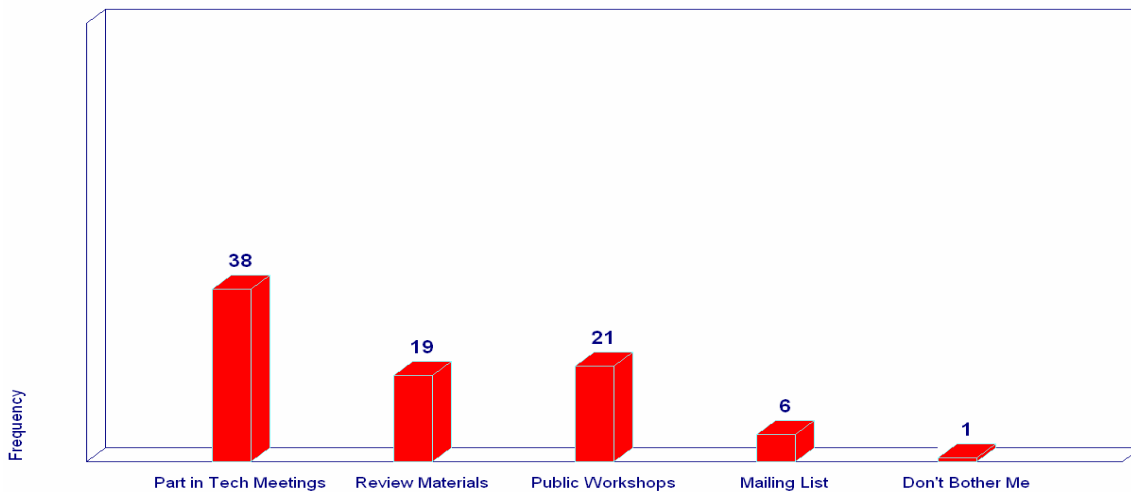
As we grow in the future, what is most important to consider?
All Chowchilla Workshop Participants
January 25, 2007



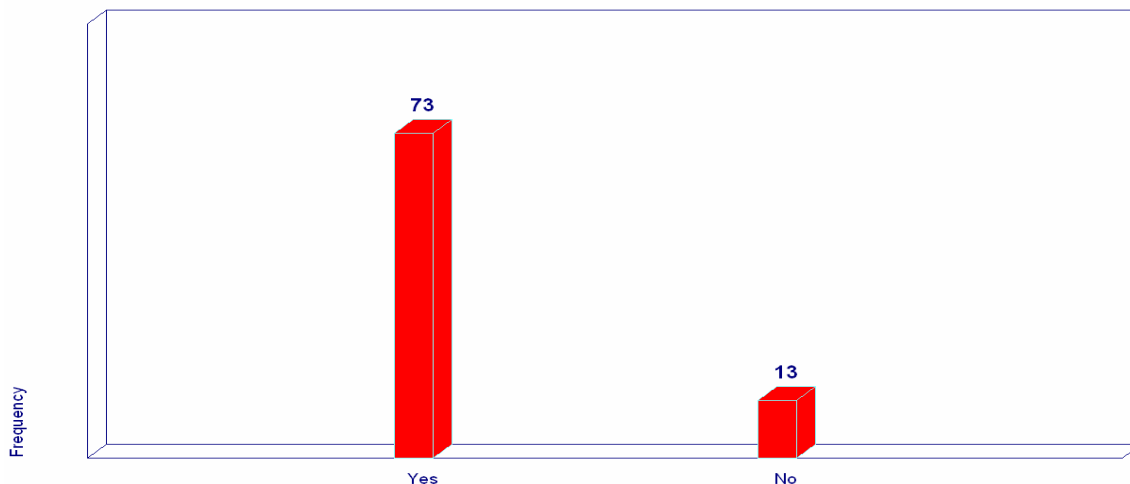
Future Participation in the Blueprint Planning Process

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

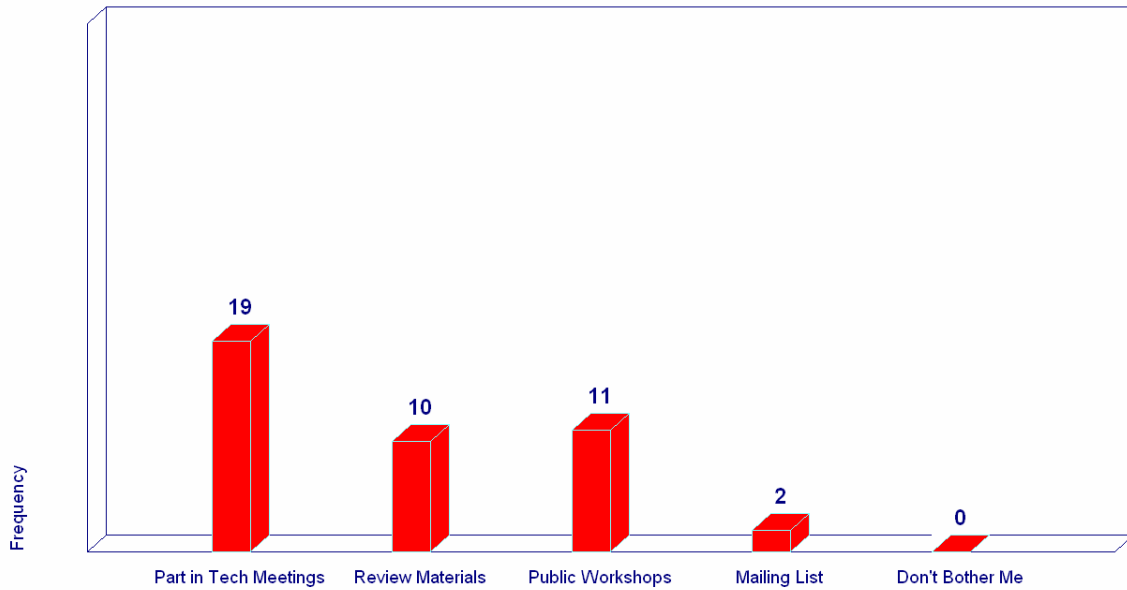
What level of involvement would you like to have in the Blueprint Planning Process over the upcoming year?
Combined Madera County Workshops
January 23, 24 & 25, 2007



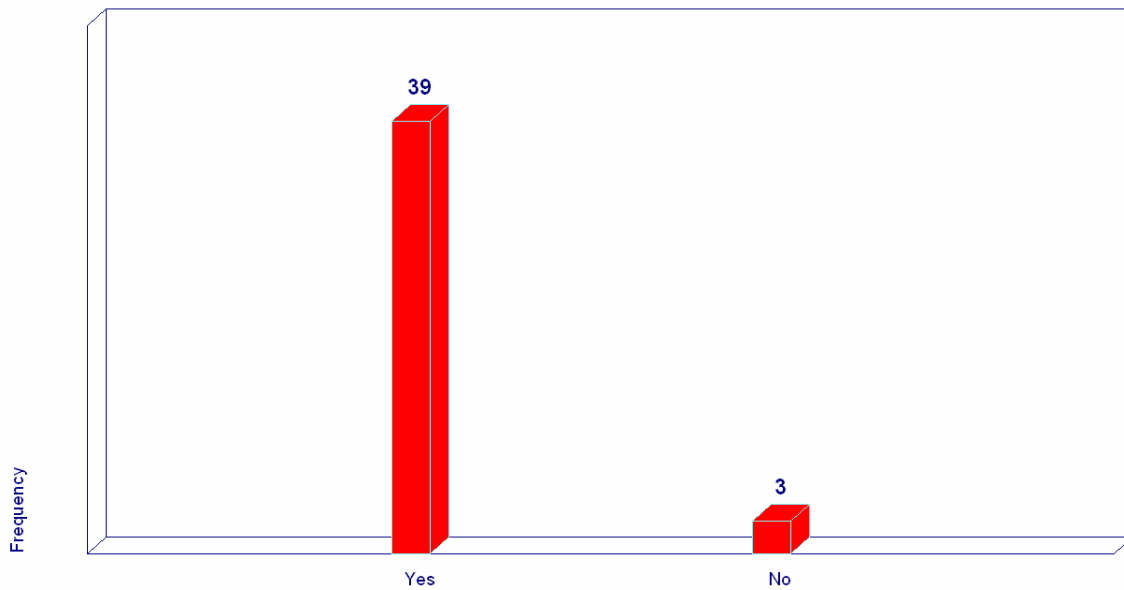
Do you have access to the internet?
Combined Madera County Workshops
January 23, 24 & 25, 2007



What level of involvement would you like to have in the Blueprint Planning Process over the upcoming year?
All Oakhurst Workshop Participants
January 23, 2007

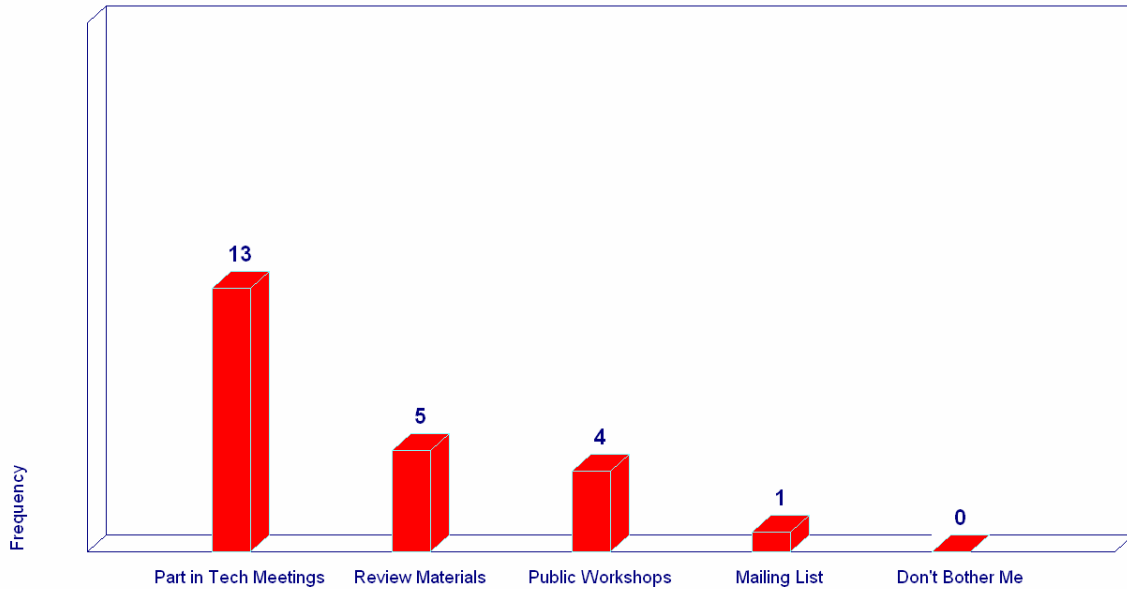


Do you have access to the internet?
All Oakhurst Workshop Participants
January 23, 2007



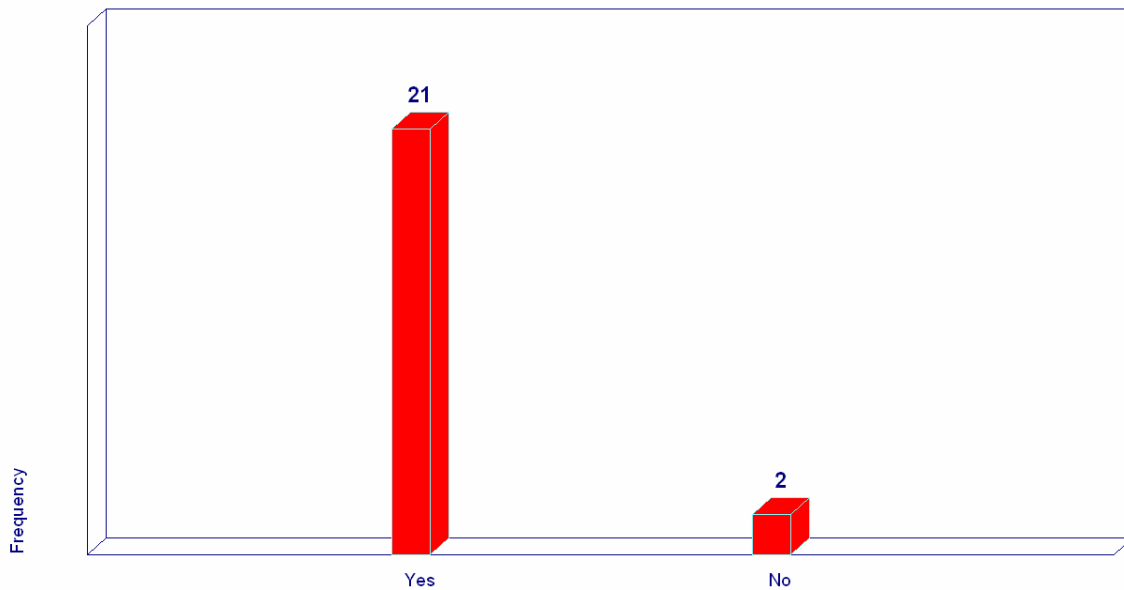
What level of involvement would you like to have in the Blueprint Planning Process over the upcoming year?

**All Madera Workshop Participants
January 24, 2007**

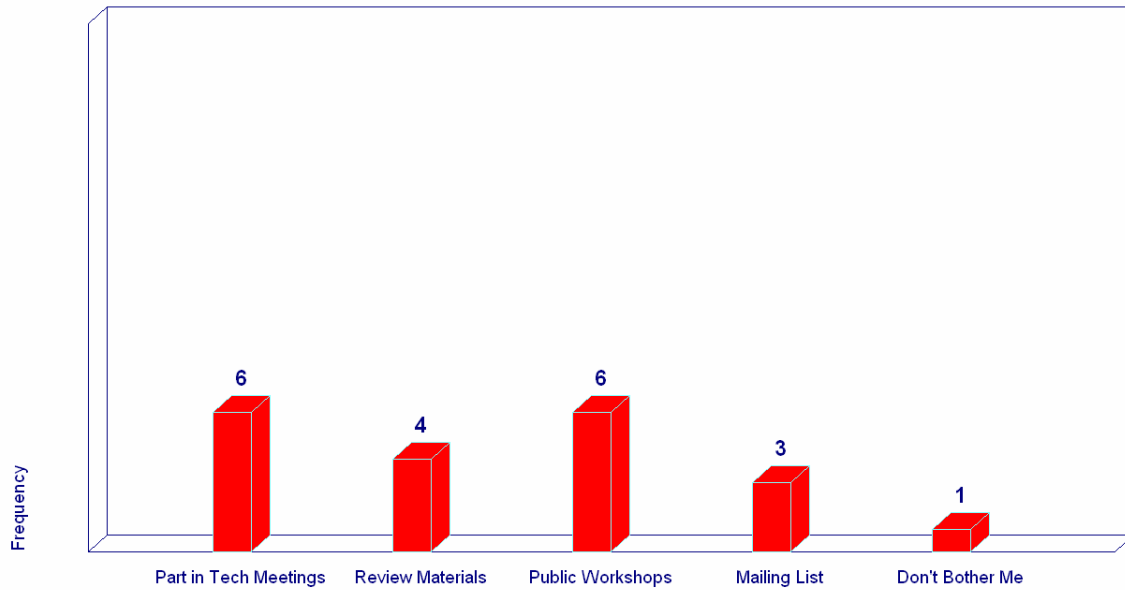


Do you have access to the internet?

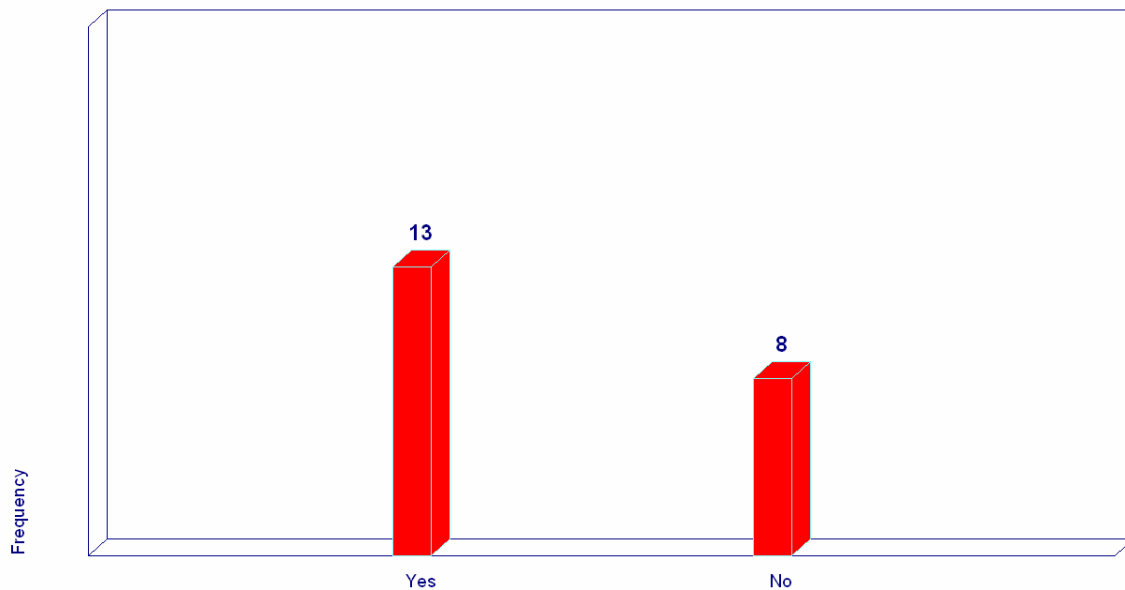
**All Madera Workshop Participants
January 24, 2007**



What level of involvement would you like to have in the Blueprint Planning Process over the upcoming year?
All Chowchilla Workshop Participants
January 25, 2007



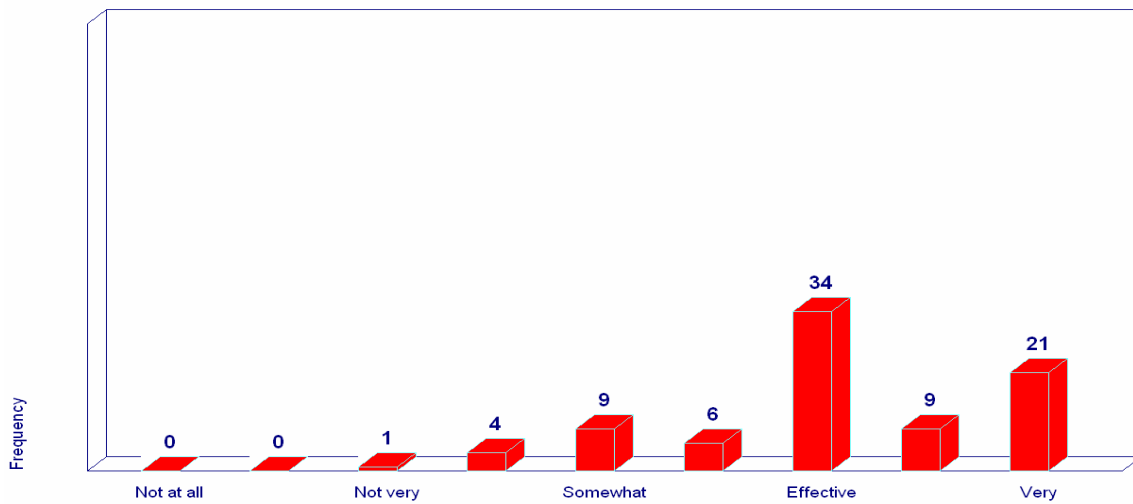
Do you have access to the internet?
All Chowchilla Workshop Participants
January 25, 2007



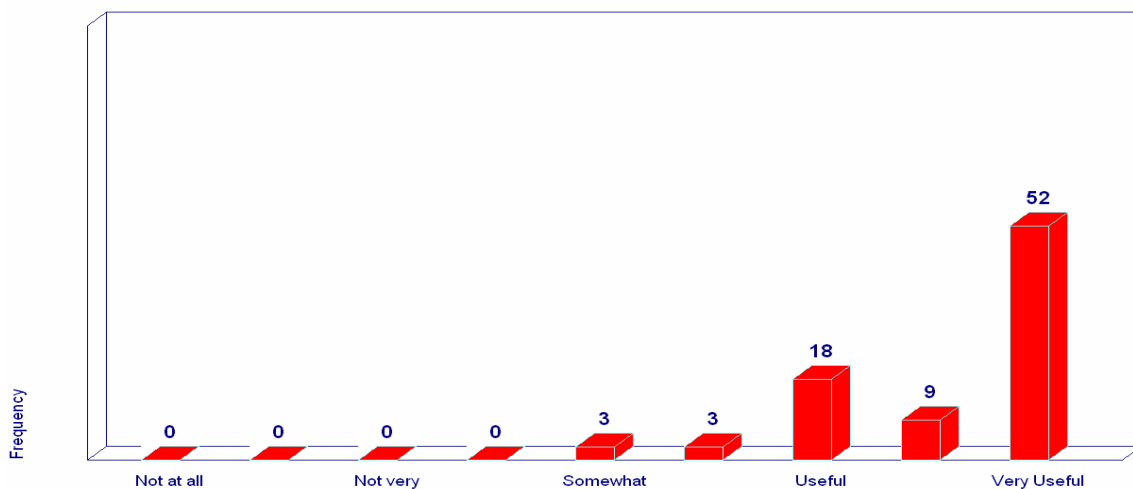
Meeting Evaluation

Workshop participants were asked their opinion regarding the effectiveness of the meeting to express their opinions and the usefulness of the interactive polling technology. The combined results of all three workshops and the results for each individual workshop are presented in the following charts.

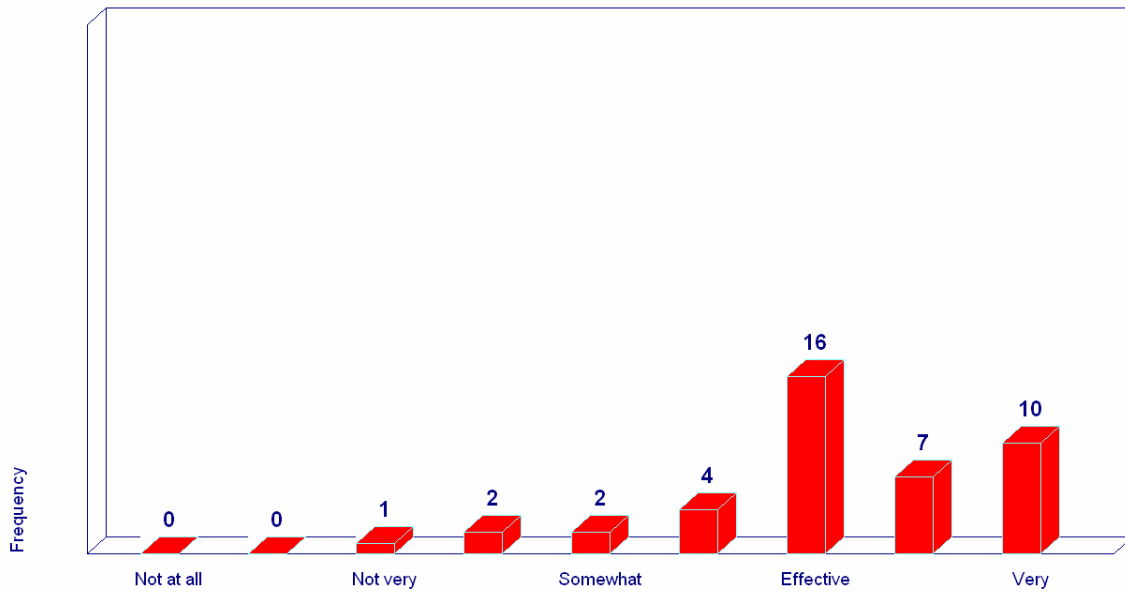
How effective was this meeting to express your opinions?
Combined Madera County Workshops
January 23, 24 & 25, 2007



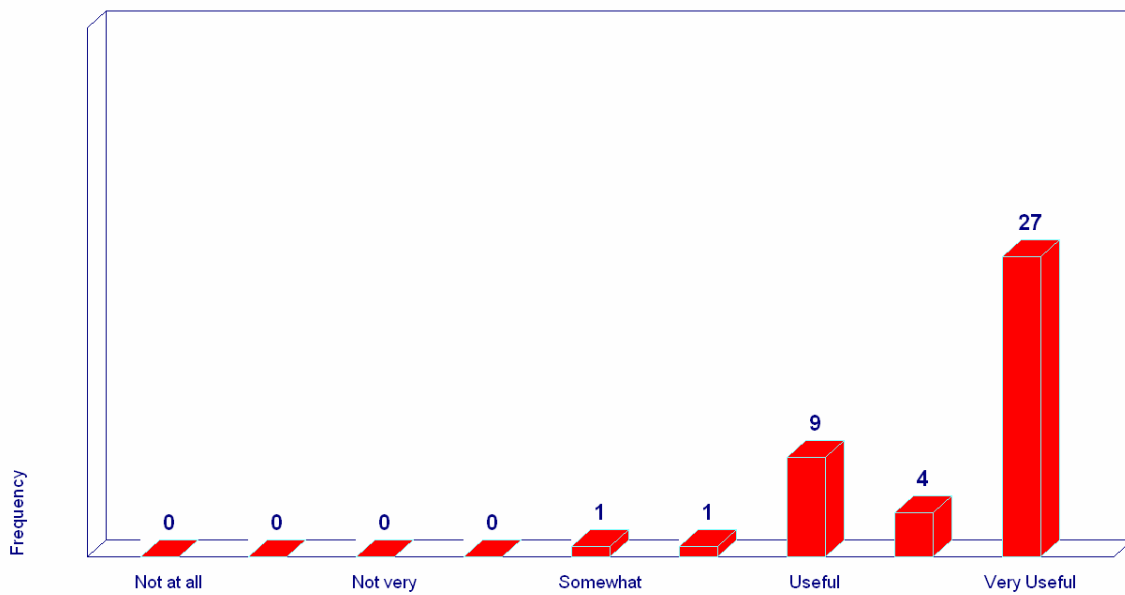
How useful was the interactive technology?
Combined Madera County Workshops
January 23, 24 & 25, 2007



**How useful was the interactive technology?
All Oakhurst Workshop Participants
January 23, 2007**

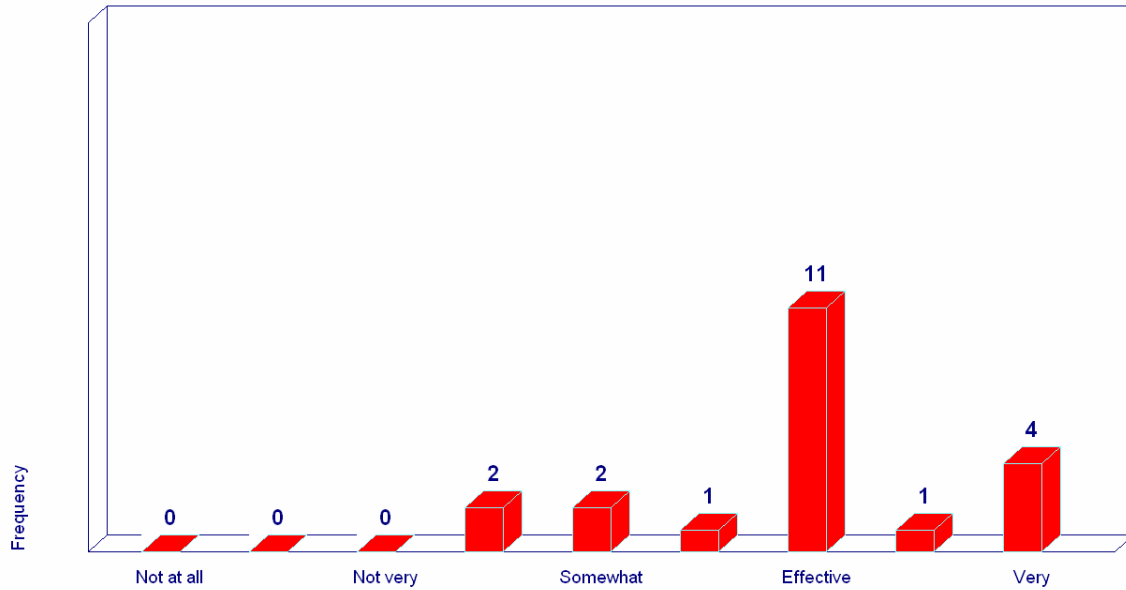


**How effective was this meeting to express your opinions?
All Oakhurst Workshop Participants
January 23, 2007**



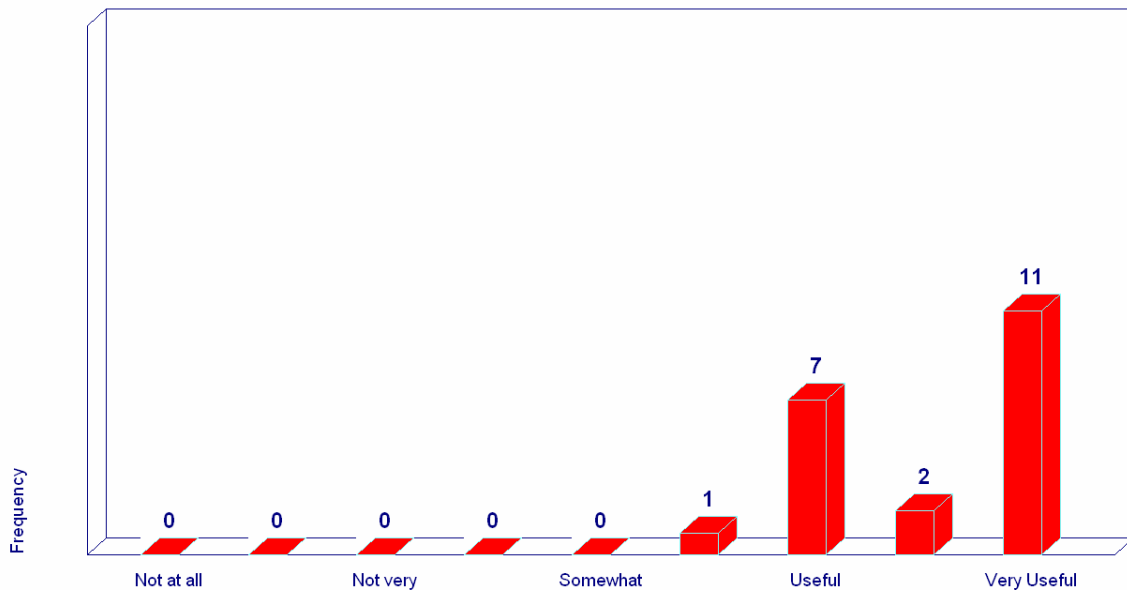
How effective was this meeting to express your opinions?

All Madera Workshop Participants
January 24, 2007

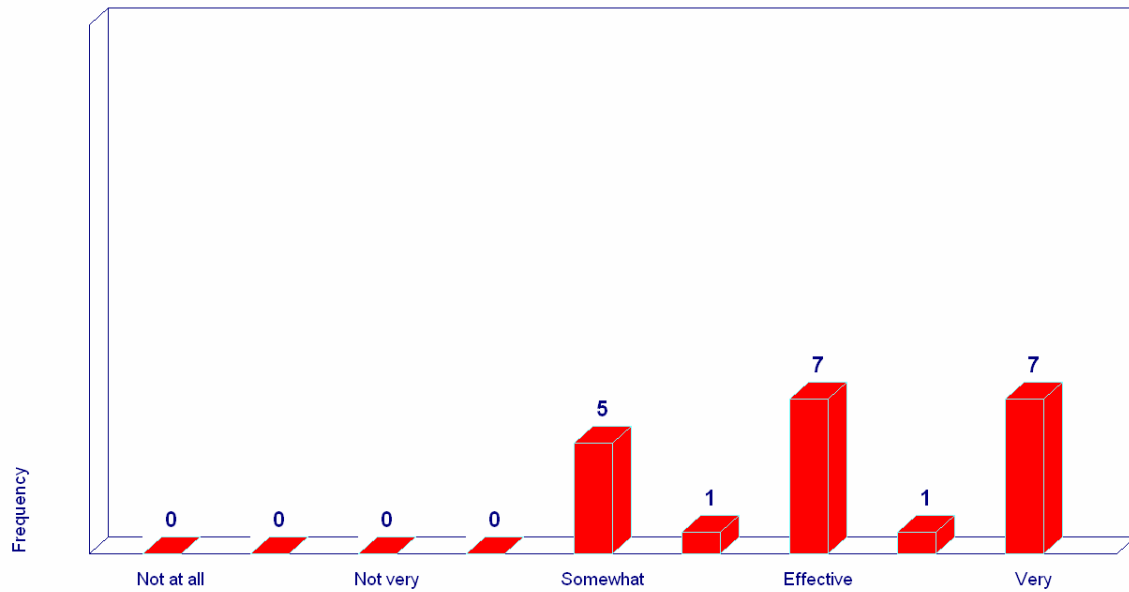


How useful was the interactive technology?

All Madera Workshop Participants
January 24, 2007



**How effective was this meeting to express your opinions?
All Chowchilla Workshop Participants
January 25, 2007**



**How useful was the interactive technology?
All Chowchilla Workshop Participants
January 25, 2007**

