

MADERA COUNTY BLUEPRINT PROGRAM
DRAFT VALUES AND PURPOSE STATEMENTS - JANUARY 22, 2007

VALUE	WHY IS THIS A VALUE? BECAUSE THE COMMUNITY WANTS THE FOLLOWING:	URBAN & RURAL FORM	MOBILITY/CONNECTIVITY	ECONOMIC DEVELOPMENT	ENVIRONMENT/OPEN SPACE & RESOURCES	AFFORDABLE HOUSING
Aesthetic Quality - Well-designed buildings with character						
	Identification of a community theme	X		X		
	Integrated design in shopping and employment centers	X		X		
	Maintenance free and drought tolerant landscaping	X		X	X	X
	Sustainable building design	X		X		X
	Use of building materials that deter graffiti	X		X	X	
	Use of Green technologies in building design and operations	X		X	X	X
	Improved housing quality	X				X
All People Have Worth - Respect for all people that truly reflects equal opportunity						
	A diverse and inclusive workforce that has access to choices in the job market.			X		
	A safe and supportive work environment for all employees			X		
	Increased housing assistance for those in need					X
Cultural Richness - Activities, structures, and districts that enrich religious, cultural, social and economic development						
	Increased emphasis on tourism to promote our cultural resources			X		
	More museums, opera houses, theater productions, symphonies, concert halls, etc.	X		X		
	New urban development that complements and is compatible with existing cultural and historic resources	X		X		
	Entertainment and cultural facilities	X		X		
	Access to parks and recreation facilities	X	X			
	Increased recreational open space and facilities	X		X	X	

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Environmental Sustainability - Rational use of environmental resources to provide the highest quality of living						
	Dependable and diverse power supply	X	X	X	X	
	Alternative energy solutions to reduce the need for foreign oil and increase cost efficiency		X	X	X	
	Green space and preserved agricultural and open space	X		X	X	
	Established and maintained growth boundaries	X			X	
	Preserved natural resources	X			X	
	Smart growth, supported by a set land use policies and development standards.	X	X		X	X
	Walkable communities	X	X		X	
	Urban and rural design that preserves environmental functions and protects important environmental, cultural and historic resources	X	X	X	X	X
	Improved community design that promotes walking and use of alternative transportation modes	X	X		X	X
Healthy Environment - Protection and prevention of potential environmental health threats						
	Clean Air	X	X	X	X	
	Clean and reliable water source	X		X	X	
	Lower crime rate	X		X		
	Reduced noise and vibration	X	X	X	X	
	Reduced traffic congestion	X	X	X	X	
	Reduced vehicle miles traveled	X	X	X	X	
	Reduced light and glare	X	X	X	X	
	State of the Art hospitals and medical facilities	X		X		
Housing Choices - A variety of options available to all income, age and cultural groups						
	Desirable, attractive, compact, and convenient shopping and commercial areas	X		X		
	Housing options for residents at all income levels	X				X
	Provision of a variety of housing types and costs within neighborhoods and communities	X				X
	Information technology availability for those who prefer to telecommute		X	X	X	
	Village-type neighborhoods	X	X	X	X	X
Positive Image - Promoting and experiencing a creative, innovative, and viable community						
	Better community image	X		X	X	
	Functionally and visually distinct communities	X				
	Increased marketing outside the County			X		
	Revitalization of existing communities	X		X	X	X
	Redevelopment of underutilized or blighted areas	X		X	X	X
	Vibrant downtown areas	X		X		X
	Vibrant employment, housing, and recreation centers	X		X		X

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Public Safety - Provision of effective and sustainable public services and community design						
	Accurate, up to date, and understandable transportation system information		X	X	X	
	Improved transportation design, construction and maintenance practices		X	X		
	Safe airport facilities		X			
	Safe neighborhoods	X	X			
Transportation Options - A variety of options available to all income, age and cultural groups						
	A comprehensive system of walkways, bikeways and trails (on-street and off-street) that provide direct, convenient connections to most destinations		X	X	X	
	Accurate, up to date, and understandable transportation system information		X	X		
	Airport improvements that increase freight services and provide for passenger services		X	X		
	Mix of land uses to meet projected needs that maximize transportation infrastructure	X	X	X	X	X
	Employers that provide amenities such as daycare facilities and transit subsidies	X	X	X		
	Excellent transit service, including light rail, buses, ridesharing and hubs		X	X	X	
	Improved special transportation services for the elderly and disabled		X	X		
	A world class multi-modal transportation system		X	X	X	
	A rich variety of transportation modes that attract business travelers, commuters, and quality companies	X		X		
Vibrant Economy - A healthy, independent, and sustainable economy that benefits all citizens						
	A diverse and inclusive workforce that has access to choices in the job market.			X		
	Expansion of existing businesses and the development of new businesses that increase employment	X		X		
	Increased tourism activities and support facilities	X		X		
	Industrial parks for both the expansion of existing industries and to attract new industries.	X		X		
	More locally based companies	x		X		
	Value-added agriculture that sustains year-round employment	X		X		
	Local university and college graduates in the economy			X		
World Class Education - Provision of a breadth and depth of educational opportunities that challenge each student and trains the leaders of tomorrow						
	A variety of elementary and secondary school options	X				
	Access to Pre-School programs			X		
	Improved access to employment training		X	X		
	Increased access to Internet education programs		X	X		
	Increased employment training programs			X		
	New specialty college and university programs	X		X		
	Educational opportunities for all sectors of the community			X		
	New and expanded universities, colleges and employment training programs	X		X		
	Employment training and educational facilities that incorporate new technologies	X		X		

Technologies, Inc. Values and Non Overlapping Purpose Statements 012207