



PLANNING SERVICES  
DEPARTMENT

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**FOR IMMEDIATE RELEASE:**  
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## **City Asks Residents – What’s Important to You?** Telephone Survey Goes City Wide for General Plan Update

**CHICO, CA** – If you want to know what people are thinking – ask them. The City of Chico did just that when it contracted with a nationally recognized research firm to conduct a telephone survey of area residents and business owners. The survey is part of an ongoing effort to gather public opinion on issues that will impact the City’s General Plan Update. The Update, which is expected to take two years, will guide decisions regarding future development in the City.

Over 400 Chico residents were asked their opinions on numerous issues, including land use, housing, economic development and employment opportunities in the area. The statistically valid survey was performed in conjunction with two regional firms PMC and Godbe Research. Survey results will be available to the public on the City’s Web site in December and will be reviewed by City Council, the General Plan Advisory Committee and staff to help guide the Plan’s direction.

According to Chico Planning Services Director Stephen Peterson, the results will be combined with public feedback from two upcoming visioning workshops on Saturday, December 8th, and Monday December 10<sup>th</sup> . These “visioning” workshops are designed to solicit input that will shape Chico’s future.

As the General Plan Update process continues, the City welcomes input from residents and encourages everyone to participate in helping to shape Chico’s future.

For updates and additional information or to e-mail comments, please visit the Web site at [www.chicogeneralplan.com](http://www.chicogeneralplan.com). Written comments may be mailed to:

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