



PLANNING SERVICES
DEPARTMENT

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City Asks Residents For Opinions On Key Issues

Results Will Be Used To Guide General Plan Update

Chico, CA – Ninety-two percent of Chico residents say they are “satisfied” or “very satisfied” with life in the City. That’s one of the key findings from a telephone survey conducted by the City of Chico this month. More than 400 residents were asked their opinions on everything from housing and traffic, to jobs and future development. The survey was conducted by Godbe Research in conjunction with PMC, the City’s contractor for the General Plan Update. It has a margin of error of +/- five points, making the survey statistically valid for planning purposes.

“The idea behind the survey was to try to reach a broader section of our residents. This will ensure that decisions being made during the General Plan Update will reflect the views of the entire population of our City,” said Steve Peterson, Planning Services Director.

Residents were asked to gauge the relative importance of several issues. An initial summary report representing broad survey results revealed that one-third of residents have concerns about growth in their community. The two most important issues to Chico residents were public safety (police, fire and emergency services) and the desire to explore the use of alternative energy sources such as solar power. Chico residents also thought it important to attract businesses that can provide high paying jobs, but felt it less important to develop additional retail stores and restaurants.

The Chico City Council directed the consultant team to utilize the survey as part of a proactive approach to engage all segments of our diverse community in the General Plan Update process. Comparisons to 2000 U.S. Census data and 2007 projections show that the survey accurately represents the City’s population in terms of gender, ethnicity, age and income.

The City will receive detailed reports with information on the survey questions, including how each demographic category responded to each question. Initial survey results are available on the Chico General Plan Web site at www.chicogeneralplan.com. Upon completion, an in-depth analysis will also be made available to the public which is expected in approximately two weeks.

The survey is just one part of the City’s multi-pronged public outreach program that also includes e-mail updates, newsletters, a Web site, and multiple public meetings and workshops. Residents can expect future surveys to be conducted via the City’s newsletter and on-line. For updates and additional information or to e-mail comments, please visit the Web site at www.chicogeneralplan.com. Written comments may be mailed to:

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