



Fresno Council of Governments Regional Transportation Plan 2020 Public Opinion Survey Report

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Fresno Council of Governments Regional Transportation Plan Public Opinion Survey

Key Findings

Methodology

- Early in 2020, the Fresno Council of Governments sought to contract with a research consultant to conduct an opinion survey for which participants were to be reflective of Fresno County's demographics, including the Spanish speaking population and adequate rural representation.
- Rea & Parker Research was selected to be the survey consultant and would be responsible for securing the population's ranking of defined community values and transportation funding priorities. Along with these value and funding priority questions, the survey was planned to include population demographics and trip/travel characteristics.
- Ten "community values" and nine "transportation funding priorities" were agreed upon by Rea & Parker Research and by Fresno COG.
- A telephone survey was comprised of 650 completed surveys. The telephone sample was supplemented by 300 respondents to an online survey such that, when added to the telephone sample, the overall survey margin of error would be +/- 3.2 percent at the 95 percent confidence level.

Weighting Demographic Data

- As is typical in survey research, the demographic composition of the ultimate sample does not necessarily match the demographics of the general population for a number of reasons including the tendency for certain groups to be less responsive.
- Weights were therefore applied to Ethnicity, City of Residence, and Age in order to reflect the actual demographics of Fresno County. The Income variable, which was representative prior to weighting these other variables, skewed a bit negatively upon weighting, so Income was added into the weighting process.
- It is noteworthy that the findings for such variables as travel mode/time and community value/transportation priority preferences changed very little before and after weighting.

- The unweighted and weighted demographic statistics are supplied below; however, inasmuch as no noteworthy differences existed for travel mode/time and community value/transportation priority preferences, only the demographically weighted results are presented.

Demographic Statistics/Respondent Characteristics (unweighted and weighted)

- Unweighted survey respondents were 43 percent White and 42 percent Hispanic/Latino but are 51 percent Hispanic/Latino and 31 percent White when weighted.
- The median age of the sample is 57.2 years of age unweighted but 43.3 years of age weighted.
- Unweighted, the median household income of the sample was \$43,000 per year. The median household income is \$45,000 weighted. Over three-fifths (61 percent) of the sample respondents show an annual household income under \$60,000 when weighted versus 63 percent unweighted.
- Unweighted, 69 percent of the sample has some college or community college and 36 percent have a Bachelor's Degree of higher. Almost two-thirds (65 percent) of the weighted sample have at least some college or community college education. Notably, more than one-third (37 percent) of the sample have a Bachelor's degree or higher.
- The sample respondents dominantly reside in the City of Fresno (61 percent unweighted and 53 percent weighted). The remainder of the sample respondents reside in the City of Clovis (15 percent unweighted and 12 percent weighted) and non-urban areas of Fresno County (24 percent unweighted and 35 percent weighted).
- In the unweighted sample, approximately one-fourth (24 percent) of the respondents are employed full time by someone else (30 percent weighted). Another 11 percent unweighted were employed prior to the pandemic but now are unemployed (13 percent weighted). The total of retired, disabled/unable to work respondents and unemployed workers before and following the advent of the pandemic was 41 percent unweighted (25 percent weighted).

Mode of Travel and Travel Time (weighted)

- Approximately three fourths (77 percent) of the sample respondents drive alone in their car.
- The second most used mode of commuting is carpooling (8 percent).
- Over four fifths (81 percent) of sample respondents travel 30 minutes or less to work or school.

Community Values (weighted)

- It is important to note that all community values are rated highly—all above a mean rating in excess of 7 out of 10. From highest to lowest, respondents rated community values as follows (scale: 1—not at all important--to-10 very important)
 - **safeguarding clean air (mean of 8.55)**
 - **preserving farmland and agriculture (mean of 8.50)**
 - **designing neighborhoods for walking/biking (mean of 8.20)**
 - **support robust economy (mean 8.15)**
 - **preserving open space and the environment (mean of 8.11)**
 - **investing in existing neighborhoods (mean of 8.04)**
 - **reducing effects of climate change (mean of 7.89)**
 - **developing single family homes (mean of 7.29)**
 - **mixed residential/business – close to transit (mean of 7.28)**
 - **more multi-family housing (mean of 7.15).**
- The following subgroups place a high level of importance on the Community Values in this study: Spanish language is language of survey preference, 8th grade education or less, longer travel time, and commute by public bus.

Transportation Funding Priorities (weighted)

- It is important to note that all transportation funding priorities are rated highly—all but one above a mean rating in excess of 7 out of 10. From highest to lowest, respondents rated transportation priorities as follows (scale: 1—not at all important--to-10 very important)
 - **repairing potholes/maintain streets (mean of 9.11)**
 - **safer roads and intersections (mean of 8.80)**
 - **maintaining sidewalks and walkways (mean of 8.61)**
 - **reducing traffic congestion/delays (mean of 8.16).**
 - **more walking biking trails (mean of 7.89)**
 - **improve local bus service (7.85)**
 - **increase number of bike lanes/paths (mean of 7.39)**

- **support shared mode transportation (mean of 7.21)**
- **technologically innovative driving options (mean of 6.71).**
- What is particularly apparent in these rankings is the traditional, “bread and butter” priorities of maintaining basic infrastructure and facilitating traffic flow. It is noteworthy that the priority associated with technologically innovative driving options has a notably low rating.
- The following subgroups place a high level of importance on the various Transportation Funding Priorities: Spanish language survey preference, commute by carpool, Homemakers, non-work/school travel time more than one hour, and 8th grade education or less.

Introduction and Methodology

The Fresno Council of Governments (COG) is a voluntary association of local governments, one of California’s 38 regional planning agencies, and one of more than 500 nationwide. In 1967 elected officials of Fresno County and its incorporated cities created the agency, formalizing Fresno COG in 1969 through a Joint Powers Agreement. Fresno COG undertakes comprehensive regional planning with an emphasis on transportation. It further provides citizens with an opportunity to be involved in the planning process, and Fresno COG also supplies technical services to its members.

Fresno COG’s Member Agencies are as follows:

- | | |
|-------------------|---------------------|
| City of Clovis | City of Mendota |
| City of Coalinga | City of Orange Cove |
| City of Firebaugh | City of Parlier |
| City of Fowler | City of Reedley |
| City of Fresno | City of San Joaquin |
| City of Huron | City of Sanger |
| City of Kerman | City of Selma |
| City of Kingsburg | County of Fresno |

Members are represented on the Policy Board by the Mayors of each incorporated city, and the Chairman of the County Board of Supervisors, or their designated elected officials. The Policy Board governs the agency, setting policy and guiding work activities. The Board is assisted in its decision-making process by the Policy Advisory Committee (PAC), comprised of the Chief Administrative Officer of each member agency. The decision process is also assisted by staff from member agencies, citizen and interest groups

and other stakeholders. Fresno COG is partially supported by contributed dues from its 16 members; however, the major revenue sources include federal and state grants. The agency has no taxing or legislative authority.

Early in 2020, the Fresno Council of Governments sought to contract with a research consultant that possessed substantial experience in designing and conducting opinion surveys for which participants are reflective of the County's demographics, including the non-English speaking populations, from urban and rural areas of the region. The consultant would be responsible for securing the population's ranking of defined community values and transportation funding priorities of the Fresno County community. Along with these value and spending priority questions, the survey was planned to include population demographics and trip/travel characteristics.

To meet the objectives of this project, Rea & Parker Research was selected to:

- Work closely with the Fresno COG Project Team to design survey instruments for telephone and online implementation that would meet the needs and objectives of Fresno COG.
- Closely supervise the entire data collection and data entry process.
- Produce a final report of findings and present these findings to Fresno COG members

The data collected from the survey would inform the Fresno Council of Governments Regional Transportation Plan that looks 25 years into the future, setting policies for a wide variety of transportation options and projects. The Plan will guide how and where people and goods will travel by identifying both existing and needed transportation facilities, while taking into consideration that the Fresno region is continually evolving to accommodate more people, more vehicles, and more need for public transportation options.

The original Request for Proposals indicated that the survey would be conducted online. Rea & Parker Research, however, proposed that the majority of the respondents be obtained by a random digit dialing telephone survey. The telephone survey was to be comprised of 650 completed surveys (approximately 500 landline and 150 cell phones, in English (n = 500) and Spanish (n = 150). The margin of error for the telephone portion of the survey of 650 respondents is +/- 3.8 percent at 95 percent confidence.

Telephone surveys facilitate randomization and control of the survey’s representativeness regarding rural/urban residence, ethnicity, and primary language in the home, among other characteristics that were incorporated with the input of the Fresno COG Project Manager. Because of a telephone survey’s advantage over online regarding assuring representativeness, Rea & Parker Research recommended this approach.

Rea & Parker Research also proposed to supplement the telephone sample with 300 respondents to an online survey that would aid in obtaining responses from respondents who have proven to be less inclined to respond by telephone such that, when added to the telephone sample, the overall survey margin of error would be +/- 3.2 percent at the 95 percent confidence level. The telephone survey is included in the Appendix to this report. The online survey included the very same questions as did the telephone survey.

Ten “community values” and nine “transportation funding priorities” were agreed upon by Rea & Parker Research and by Fresno COG. These values and priorities are as follows:

Community Values	10	9	8	7	6	5	4	3	2	1
a. Neighborhoods should be designed for walking and bicycling										
b. There should be more multi-family housing made available										
c. Continue developing communities that are predominantly single-family homes										
d. Provide more mixed residential and business-related projects that are within walking distance of transit stops										
e. Preserve farmland and agricultural activities										
f. Preserve open space and environmentally sensitive areas										
g. Support a robust economy										
h. Safeguard clean air										
i. Reduce the effects of climate change										
j. Invest in existing neighborhoods										

Funding Priorities	10	9	8	7	6	5	4	3	2	1
a. Repair potholes and maintain streets and roads										
b. Reduce traffic congestion and traffic delays										
c. Make roads and intersections safer										
d. Support more technologically innovative driving options (for example, more electric charging stations or self-driving vehicles)										
e. Improve local bus service (FAX, Fresno County Rural, and Clovis Transit)										
f. Support more shared mode transportation options (for example, carpools, vanpools, or on demand services like Uber)										
g. Maintain pedestrian sidewalks and walkways										
h. Provide more walking and biking trails										
i. Increase the number of bike lanes and bike paths										

Respondents were asked to rate each item on a scale of “very important” (10) to “not at all important” (1). Then, the ratings for each item were aggregated. These aggregate ratings formed the basis for ranking the value and priority items from most important to least important as enumerated in this report. In order to avoid any possibility of bias due to the ordering of values and priorities in the questionnaires, these items were rotated online and by telephone to provide an equal ordering distribution among these items.

Through the use of the Computer Aided Telephone Interviewing (CATI) system, telephone responses were entered into a computer data base as they were provided. Interviewers were selected from a pool of approximately 50 experienced interviewers. Each interviewer is trained in proper techniques, obtaining respondent participation, accurately recording responses, and is further trained in the importance of confidentiality. A minimum of four callback attempts is made in the case of a busy signal, an unanswered phone, or an answering machine. These callbacks are made on different days and at different times to maximize the chance of reaching an eligible respondent. All telephone interviews are conducted with a supervisor present at all times. Interviews are normally conducted from 4:00 to 9:00 p.m. on weekdays, and from 12:00 to 5:00 p.m. on Saturdays and Sundays. Bilingual interviewers (Spanish/English) were available as necessary to conduct interviews.

Quality control procedures were employed throughout the interviewing and data reduction phases. Custom data entry screens were created that filtered valid code ranges and accommodated automatic skip and fill patterns. Interviews in progress were selectively and unobtrusively monitored by supervisors using a special digital telephone system. Ten percent of completed interviews that were not directly monitored were selected for verification by re-contacting the respondents.

As promised, the analysis that follows includes 500 telephone surveys in English and 150 in Spanish. There are 494 landline and 156 cell phone responses. The online survey generated an additional 300 completed responses. Inasmuch as online surveys are not controllable, within reason, for representativeness, almost all respondents (n= 297) elected to complete the online survey in English. The sampling plan for the online survey was as follows:

- Rea & Parker Research works with Dynata, LLC, which invited all members of their standing panel of Fresno County residents to participate in the survey. The exact number in this panel is proprietary to Dynata. Dynata is the world's largest "first-party data and insight platform," maintaining survey panels throughout the world.
- The invitation briefly explained the purpose of the survey – largely seeking resident input to better plan transportation services for the Fresno Region.
- Residents were invited to complete the survey by clicking on a link provided in the invitation and there was a deadline for their completion of the survey.
- The residents then completed the rankings for both the community values and spending priorities. They also answered the same demographic and other questions as in the telephone survey component. A total of 503 Fresno County residents began the survey; 300 completed it.

When the respondent clicked "submit" or completed the telephone survey, the completed survey was transmitted to Rea & Parker's secure and confidential server maintained by Dynata. The online survey was completed during the period from June 11, 2020-to-June 21, 2020. The telephone survey was completed between June 12, 2020 and June 29, 2020. Open-ended responses were post-coded into existing survey categories or other numerically defined categories when responses required such additional consideration. Survey data were statistically compiled for analysis by the Statistical Package for the Social Sciences (SPSS).

Ultimately, the online survey required an average of 9.26 minutes to complete and the telephone survey required 14.17 minutes.

Weighting Demographic Data

As is typical in survey research, the demographic composition of the ultimate sample does not necessarily match the demographics of the general population for a number of reasons including the tendency for certain groups to be less responsive. Weights were therefore applied to Ethnicity, City of Residence, and Age in order to reflect the actual demographics of Fresno County. The Income variable, which was representative prior to weighting these other variables, skewed a bit negatively upon weighting, so Income was added into the weighting process. The impact of this weighting procedure includes the following:

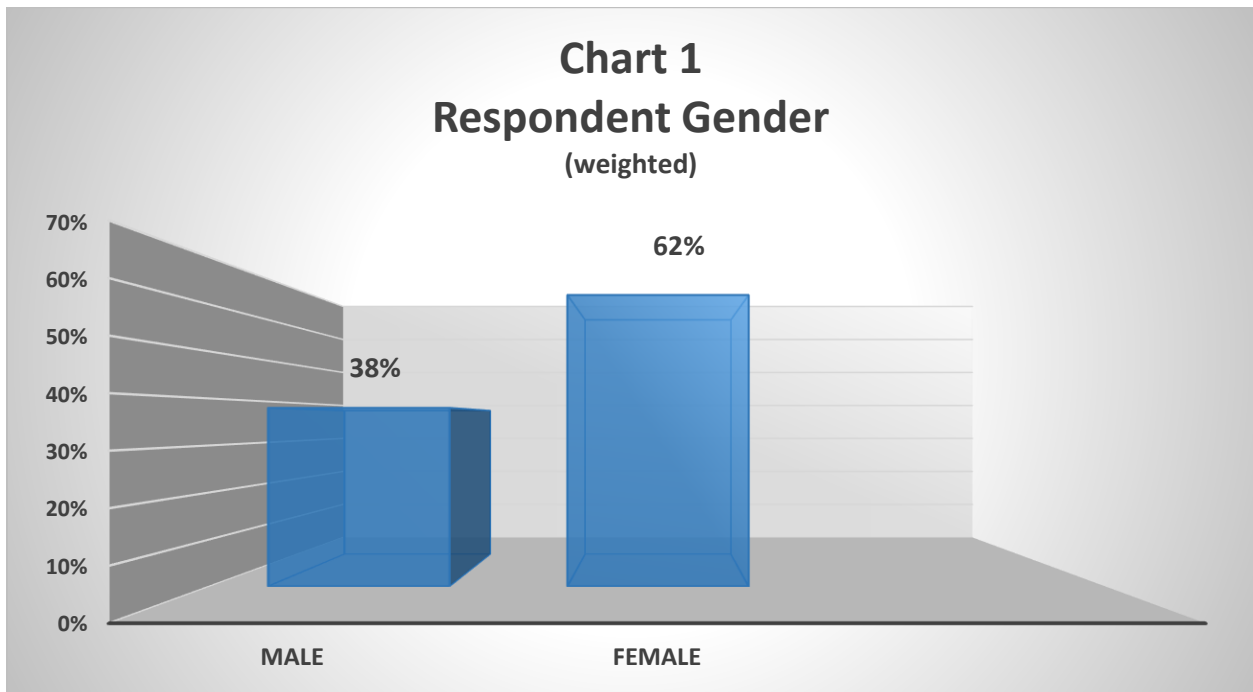
- Unweighted survey respondents were 43 percent White and 42 percent Hispanic/Latino but are 51 percent Hispanic/Latino and 31 percent White when weighted.
- The median age of the sample is 57.2 years of age unweighted but 43.3 years of age weighted.
- Unweighted, the median household income of the sample was \$43,000 per year. The median household income is \$45,000 weighted. Over three-fifths (61 percent) of the sample respondents show an annual household income under \$60,000 when weighted versus 63 percent unweighted.
- Unweighted, 69 percent of the sample has some college or community college and 36 percent have a Bachelor's Degree or higher. Almost two-thirds (65 percent) of the weighted sample have at least some college or community college education. Notably, more than one-third (37 percent) of the sample have a Bachelor's degree or higher.
- The sample respondents dominantly reside in the City of Fresno (61 percent unweighted and 53 percent weighted). The remainder of the sample respondents reside in the City of Clovis (15 percent unweighted and 12 percent weighted) and non-urban areas of Fresno County (24 percent unweighted and 35 percent weighted).
- In the unweighted sample, approximately one-fourth (24 percent) of the respondents are employed full time by someone else (30 percent weighted). Another 11 percent unweighted were employed prior to the pandemic but now are unemployed (13 percent weighted). The total

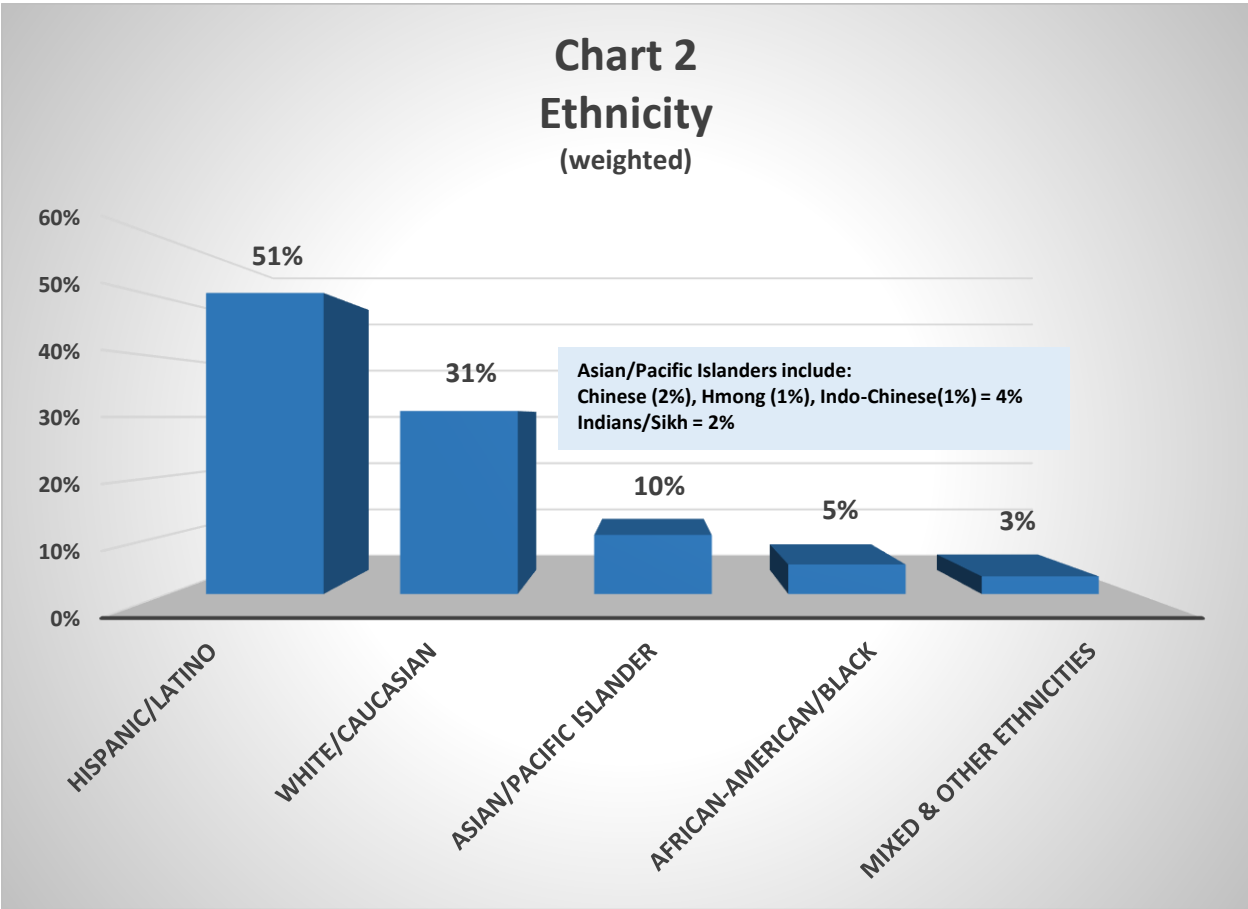
of retired, disabled/unable to work respondents and unemployed workers before and following the advent of the pandemic was 41 percent unweighted (25 percent weighted).

It is noteworthy that the findings for such variables as travel mode/time and community value/transportation priority preferences changed very little before and after weighting. **The balance of this report will present and discuss the weighted findings for demographics, travel characteristics, community values and transportation funding priorities.** The Appendix to this report contains the full weighted frequency distributions and analyses of mean differences/crosstabulation for the data that are summarized in the balance of this report.

Weighted Demographic Statistics/Respondent Characteristics

Charts 1 to 7 present the weighted demographic characteristics of the survey respondents. These characteristics are shown for the combined telephone and online samples. **Chart 1** shows that just over three-fifths (62 percent) of the respondents are female.





The weighted survey respondents are dominantly Hispanic/Latino and White (**Chart 2**). The sample indicates that Hispanic/Latino respondents represent just over one half (51 percent) of the sample population followed by Whites who comprise 31 percent of the sample. The remaining sample population is represented by Asian/Pacific Islanders (10 percent), African-Americans (5 percent), and people of mixed and other ethnicities (3 percent).

Chart 3 presents the weighted age distribution of the sample respondents. The median age of the combined sample is 43.3. Just over 7 in 10 respondents (71 percent) are between the ages of 18 and 54 while 29 percent are over the age of 55.

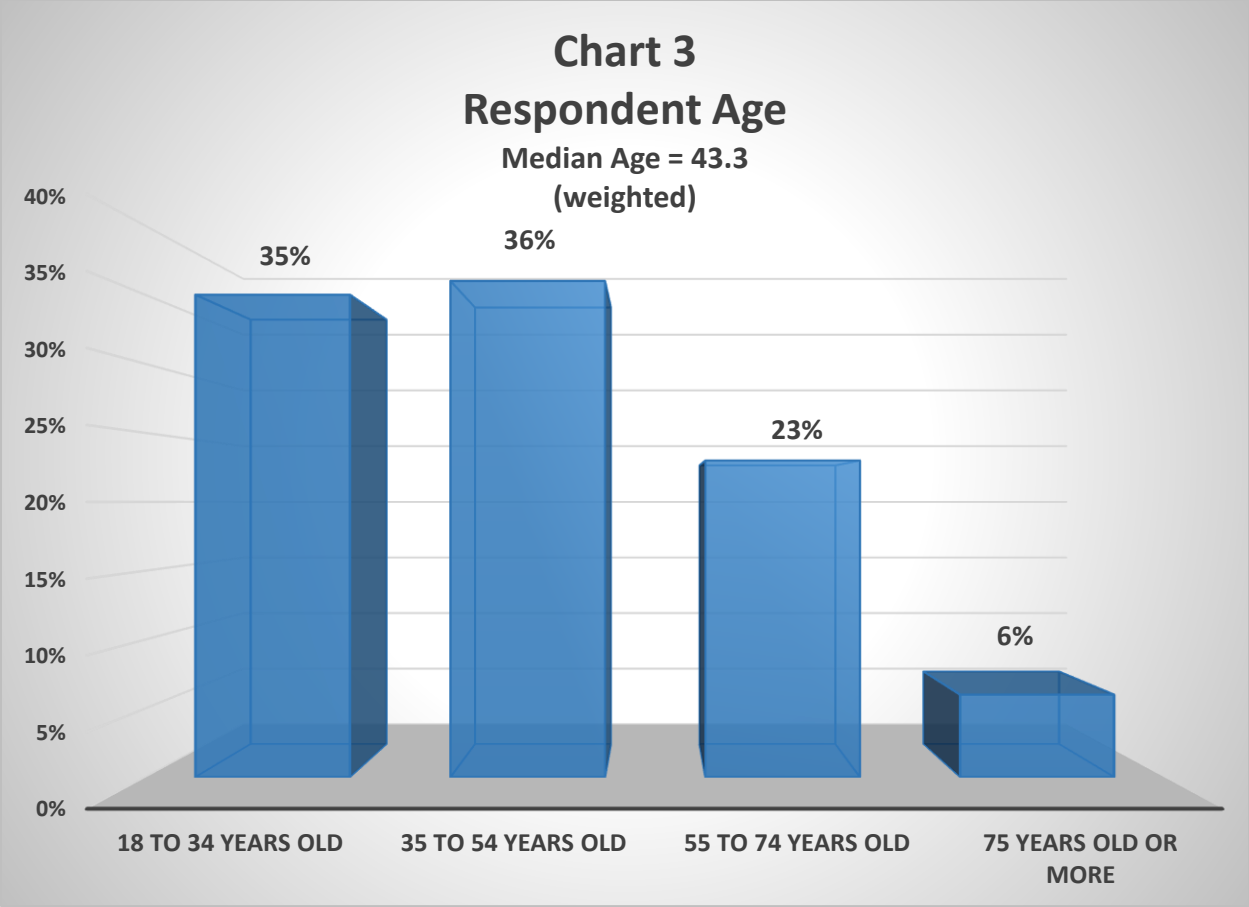
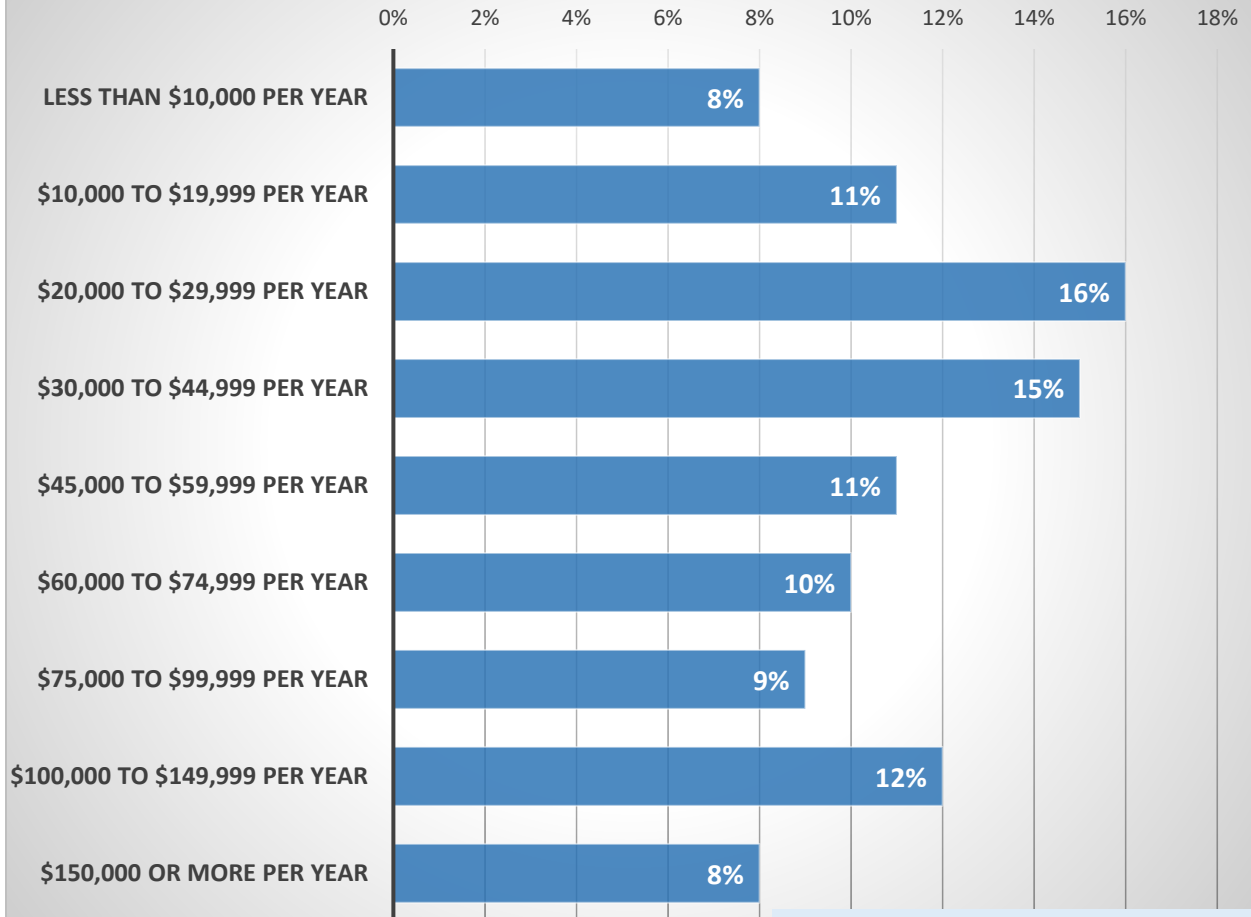


Chart 4 depicts the weighted annual household income distribution of the sample respondents. The median income for the combined sample is \$45,000. Over three-fifths (61 percent) of the sample population show an annual median household income of under \$60,000. Median income levels in Fresno County (\$52,600) and in California (\$71,800) are higher than those of the sample population.

Chart 5 shows the educational attainment of the weighted sample population. Almost two-thirds (65 percent) of the sample have at least some college or community college education. Notably, nearly one fourth (24 percent) of the sample have a bachelor’s degree and 13 percent have attained a graduate school degree. A relatively small percentage of respondents demonstrated only some high school or less education as their highest level of education (11 percent).

Chart 4 Annual Household Income

Median Income = \$45,000
(weighted)



Fresno County median income = \$52,600.
Low income (80%) = \$42,100.
Very Low income (50%) = \$26,300
California median income = \$71,800.
Low income (80%) = \$57,400.
Very Low income (50%) = \$35,900

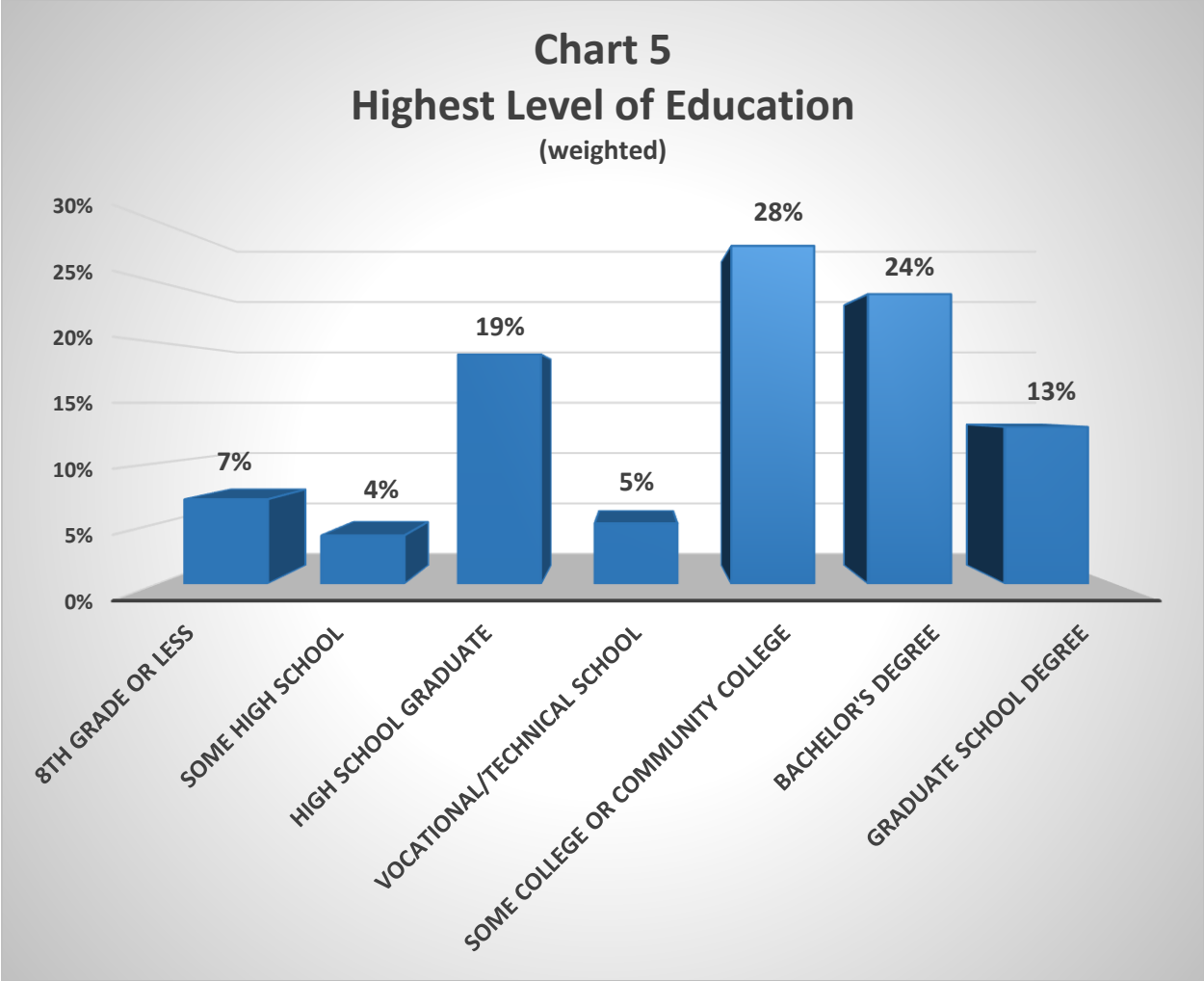


Chart 6 shows how the weighted sample population is distributed by location within Fresno County. The sample respondents dominantly reside in the City of Fresno. That is, over one half (53 percent) of the sample reside in the City of Fresno. The remainder of the sample respondents is comprised of 12 percent from the City of Clovis and 35 percent from the non-urban areas of Fresno County.

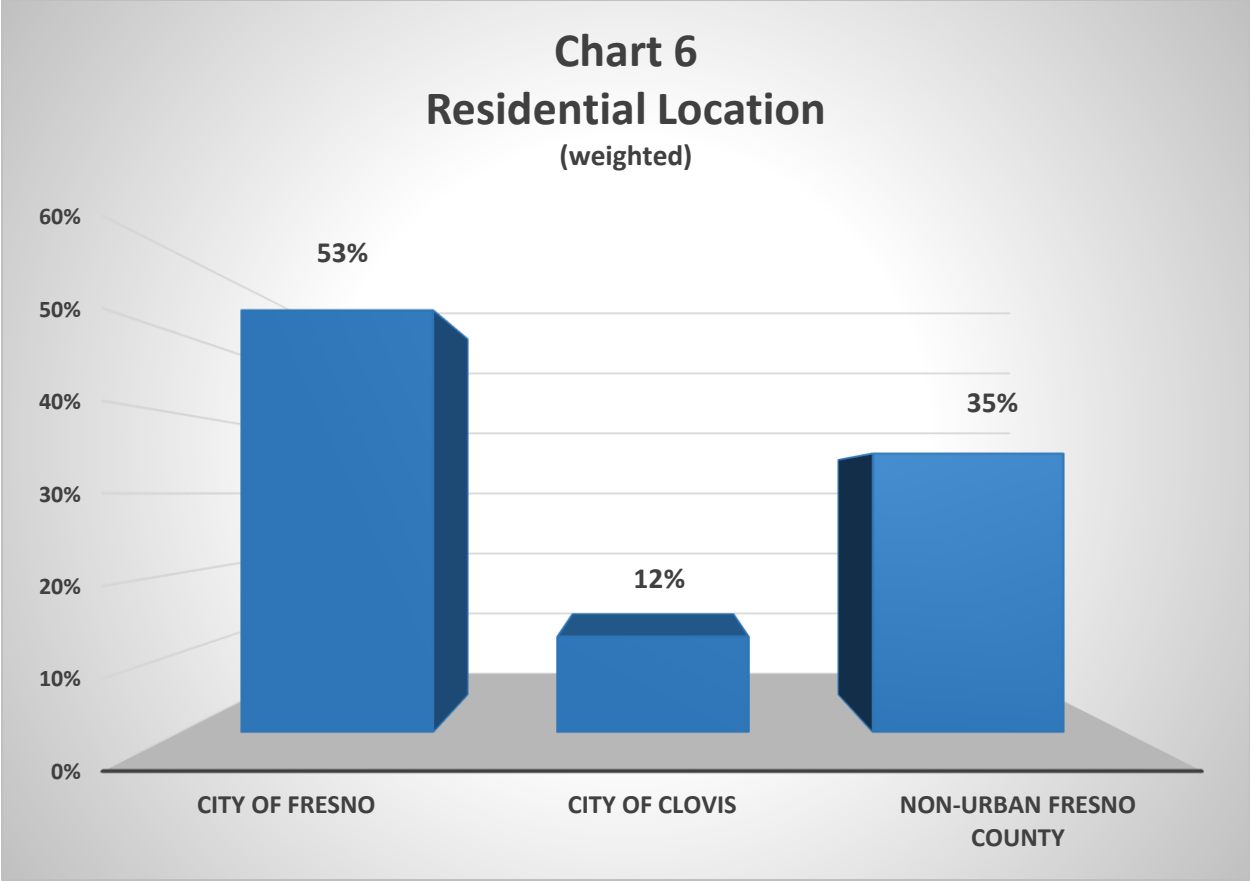
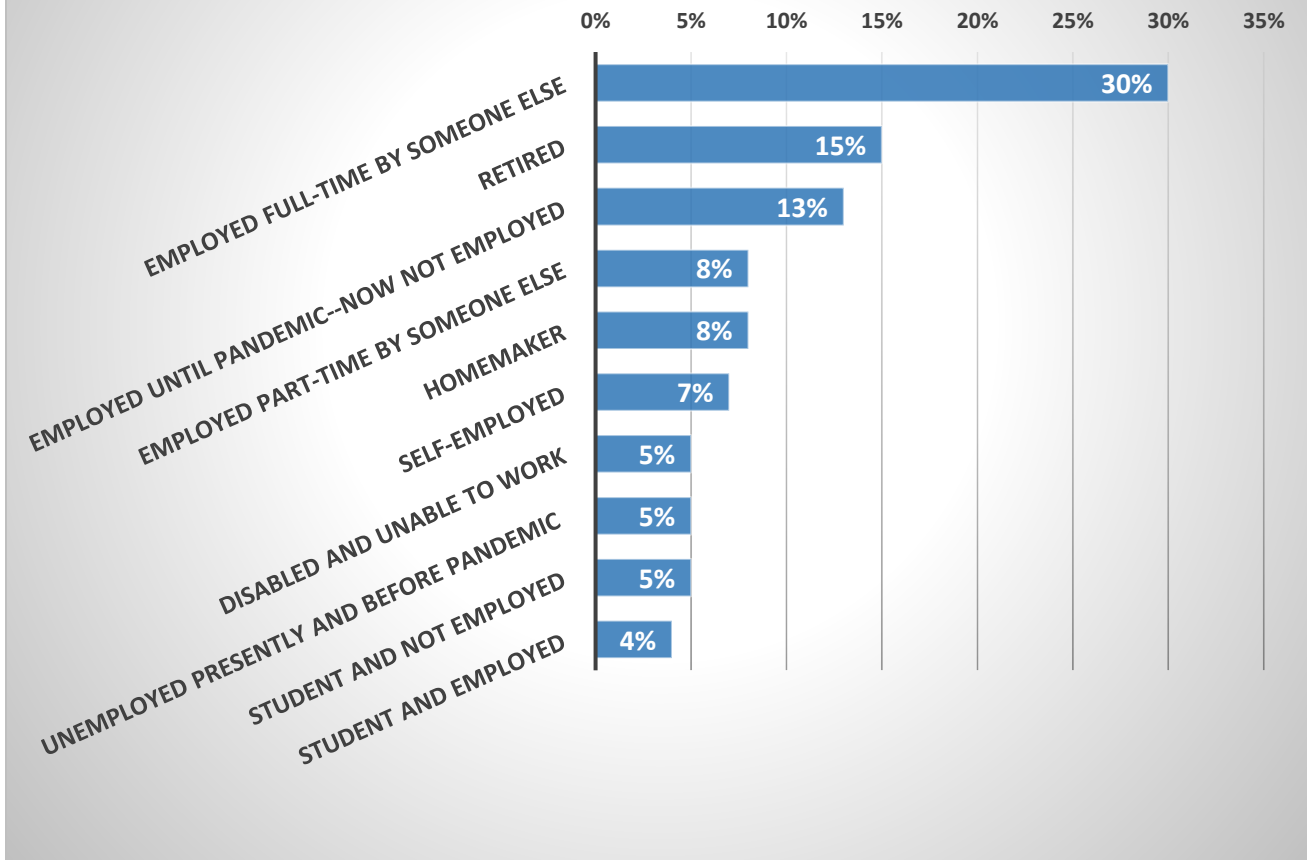


Chart 7 indicates the work status of the weighted sample respondents. Nearly one third (30 percent) of the respondents are employed full time by someone else and 15 percent are retired. Another 13 percent were employed prior to the pandemic but now are unemployed. Following these subgroups are those who are employed part time by someone else and homemakers (8 percent each). The total of retired, disabled and unemployed workers before and following the advent of the pandemic is 25 percent.

Chart 7
Work Status
(weighted)



Mode of Travel and Travel Time

Chart 8 shows the modes of travel utilized by sample respondents for commuting to and from work or school. Approximately three fourths (77 percent) of the combined sample drive alone in their car. After driving alone, the respondents use carpooling (8 percent) followed by public bus (4 percent). Teleworkers represent 3 percent of the sample workforce.

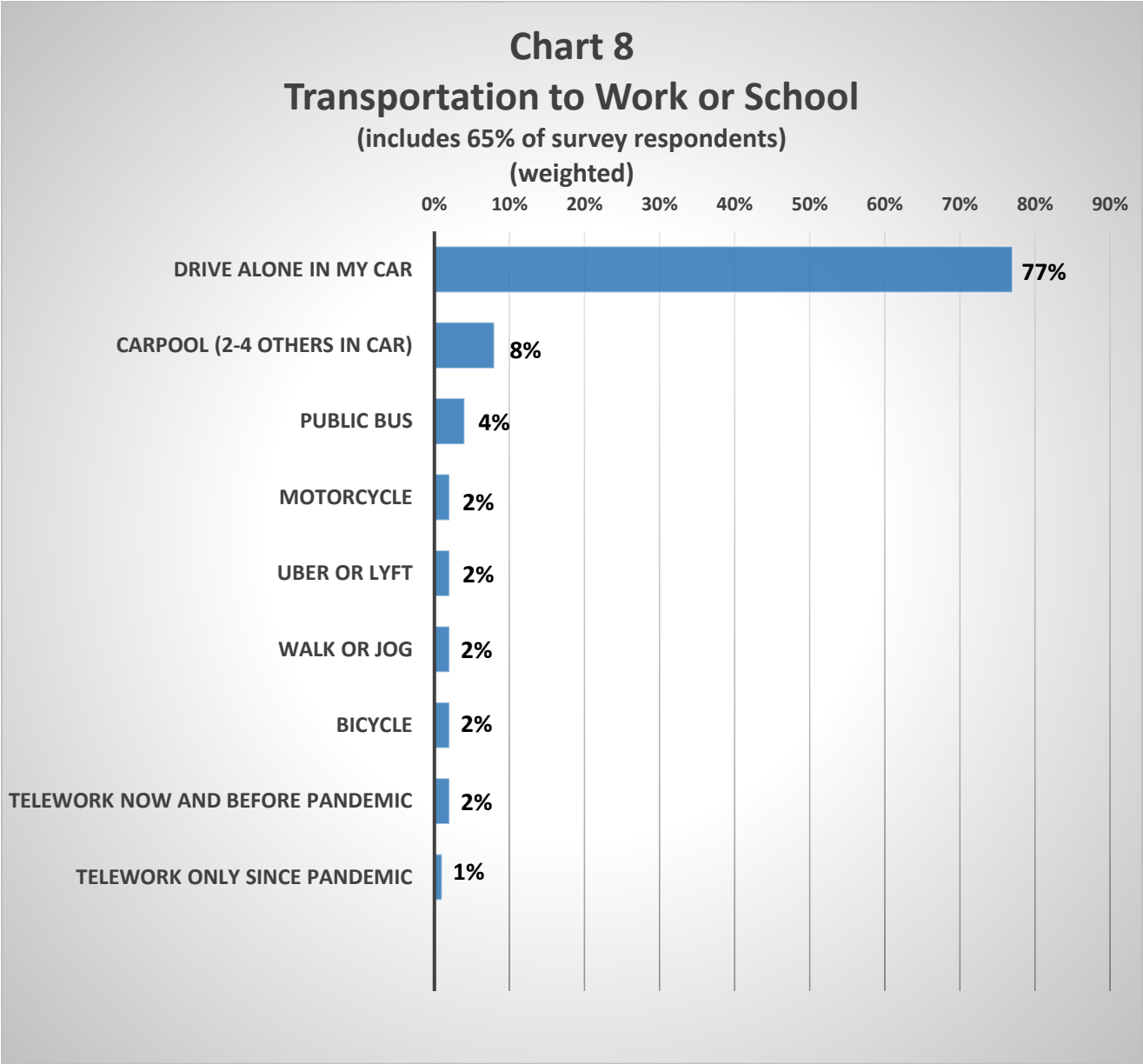


Chart 9 depicts the travel time to work or school among the survey respondents. Over four fifths (81 percent) of the sample respondents travel 30 minutes or less to work or school. Only 5 percent travel more than one hour to work or school. The median travel time for commuting to school or work is 20 minutes.

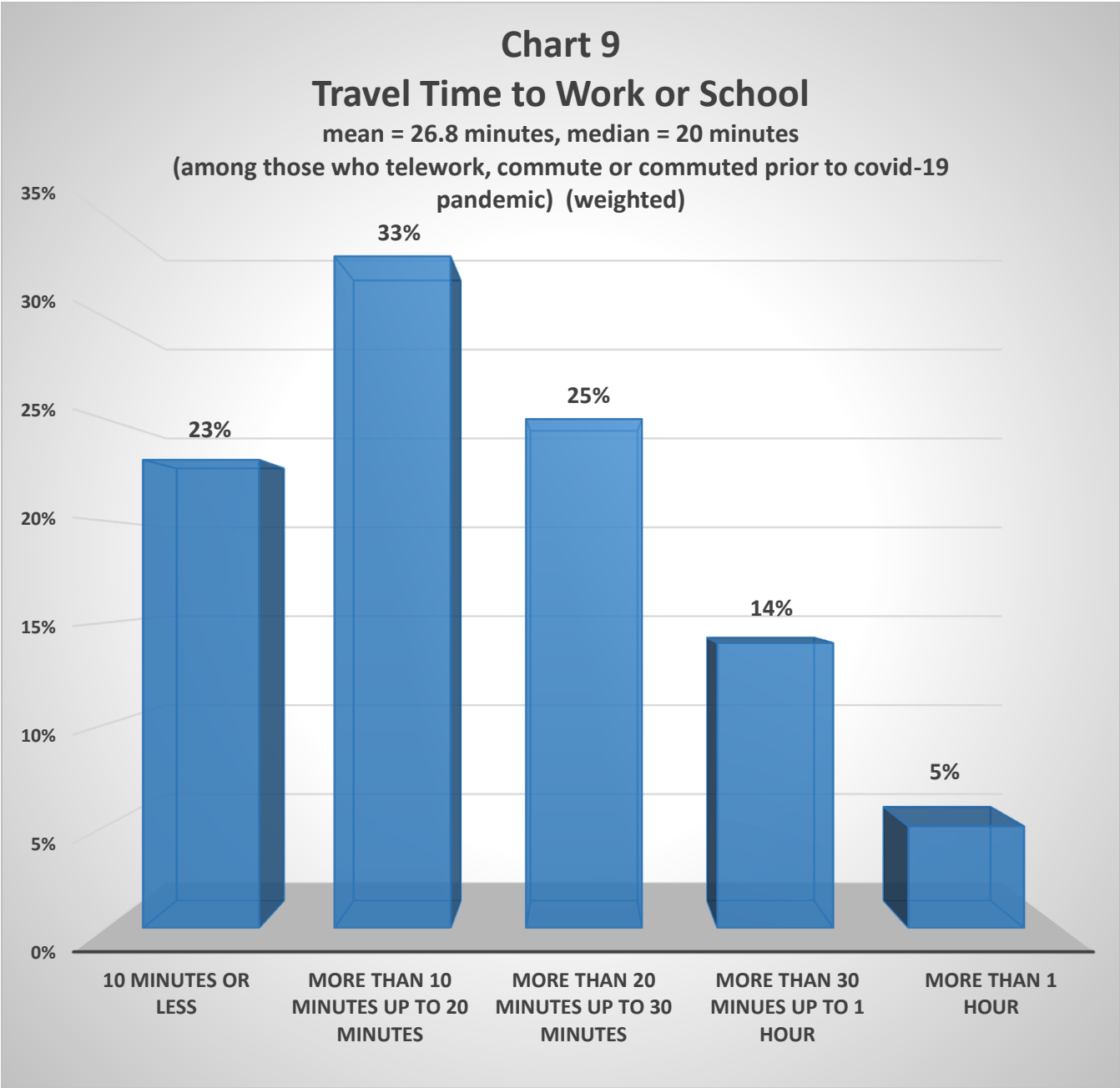


Chart 10 indicates the modes of travel utilized by sample respondents who are not working or attending school but rather they are traveling to frequent destinations that do not include work or school. Nearly seven in ten respondents (69 percent) drive alone in their car to visit their frequent destinations. Similar

to the pattern established in **Chart 8**, the second most prevalent mode of travel utilized by sample respondents to visit frequent destinations is carpooling (14 percent of respondents).

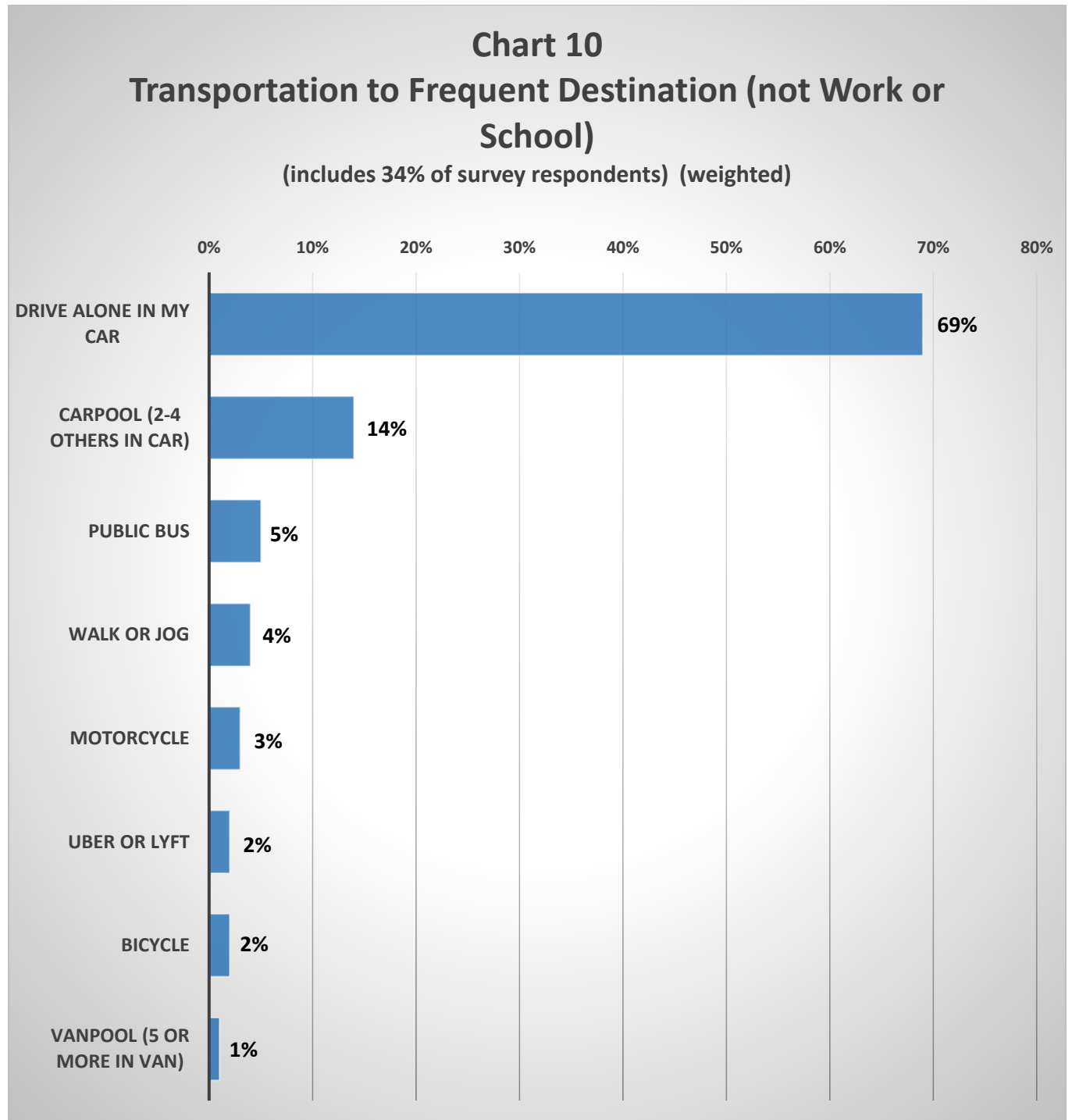
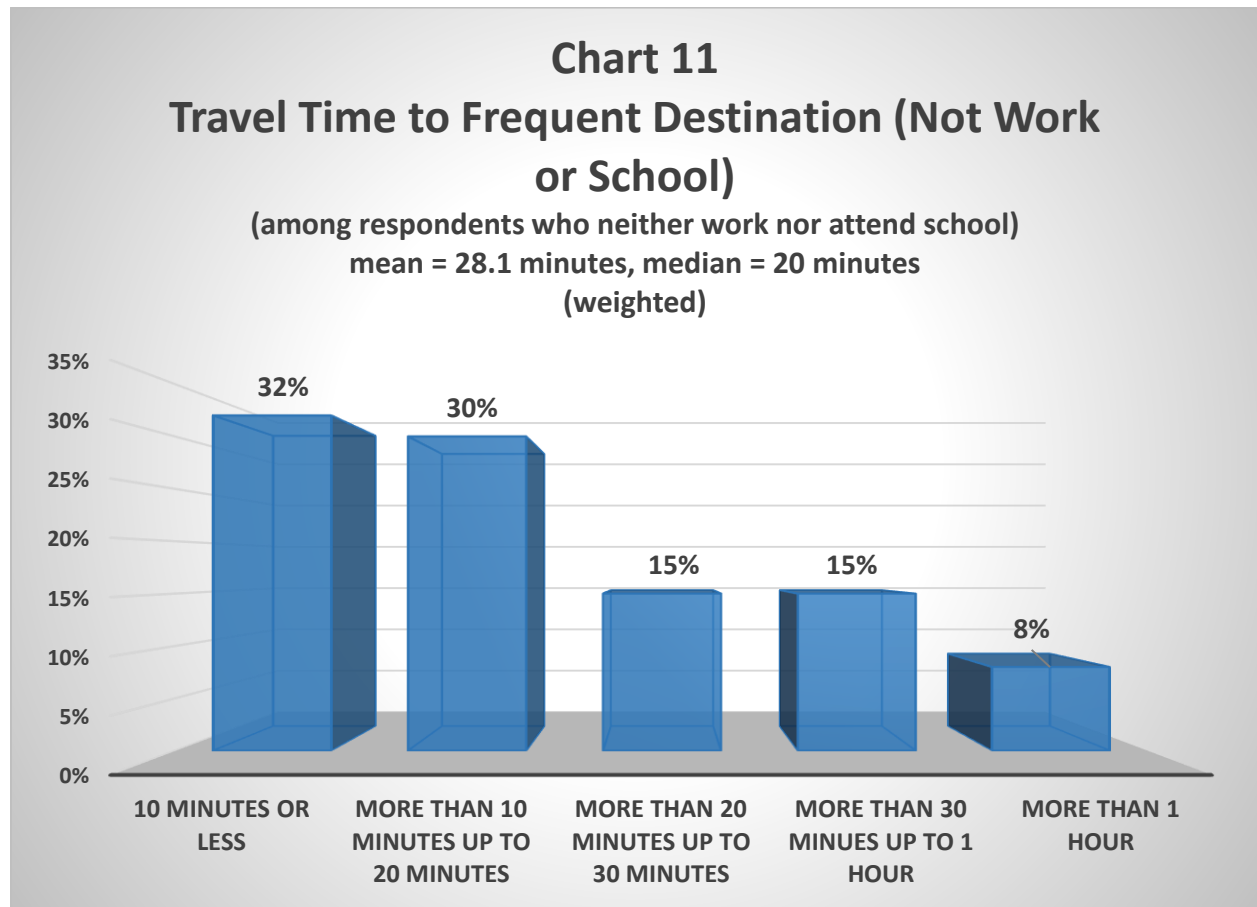


Chart 11 shows the travel time to frequent destinations (again for those not working or attending school). Approximately three-fifths (62 percent) travel 20 minutes or less to their frequent destinations (median travel time is 20 minutes, as it was for commuters). Nearly one fourth of respondents (23 percent) travel more than 30 minutes to their most frequently visited destinations.



Community Values

The core interest of this study has been to determine the most important community values and transportation funding priorities for Fresno County residents. Ten community values and nine transportation funding priorities were offered to respondents who were asked to rate the importance of each on a scale of 1-to-10, with 10 being very important and 1 being not at all important. It is noteworthy that all community values and transportation funding priorities are rated highly—all community values

above a mean rating in excess of 7 out of 10 and all but one transportation funding priorities in excess of 7 out of 10..

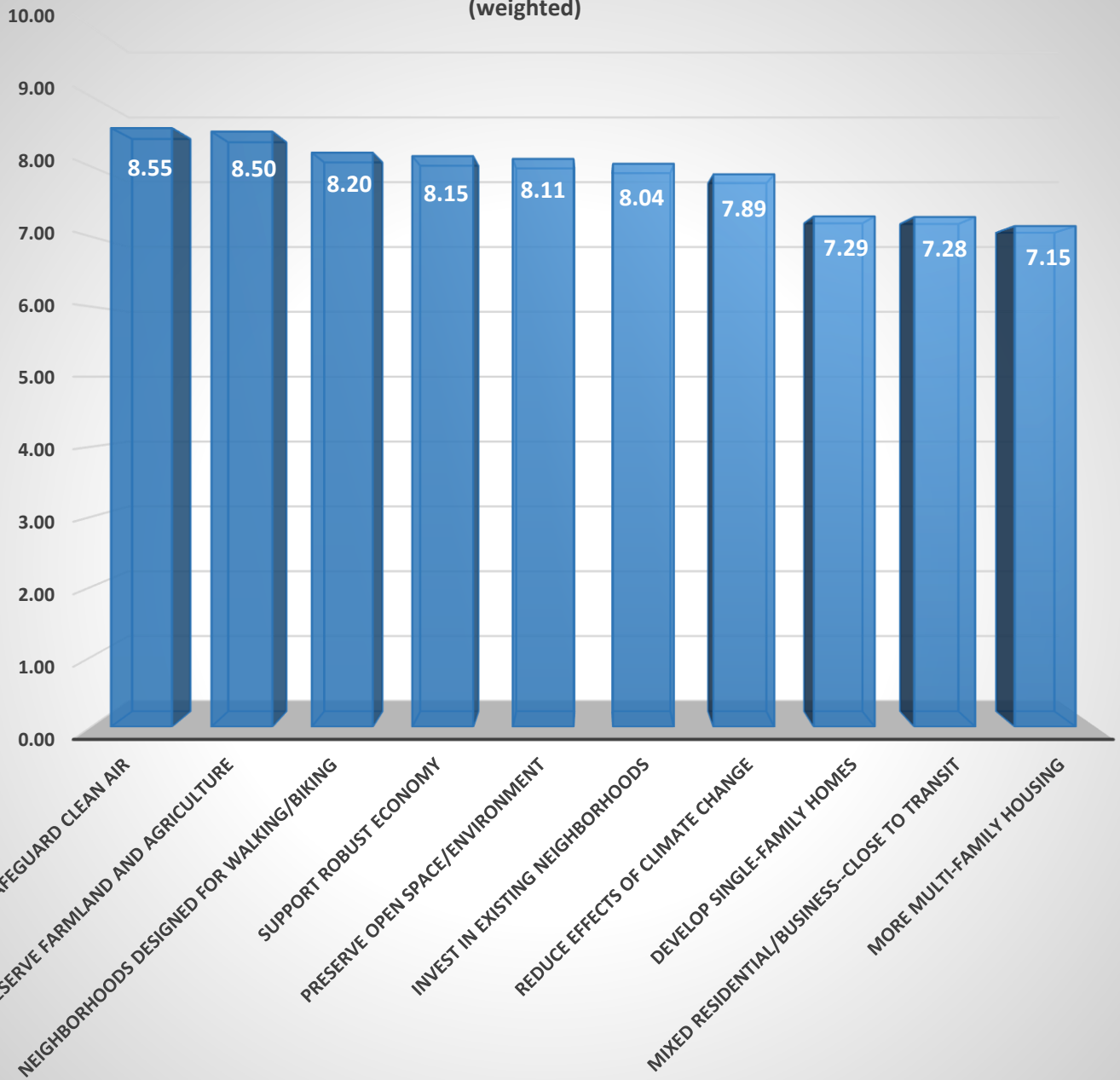
Chart 12 depicts the ratings of community values according to how respondents rated their relative importance. Mean ratings are presented in descending order from the highest mean rating to the lowest. Also, for each community value, the percentage of respondents rating each community value as 8, 9, or 10 is provided in the text box. Full frequency distributions and ratings from 1-to-10 are included in the Appendix.

Two values stand out as very highly rated: 1) safeguarding clean air (mean of 8.55) and 2) preserving farmland and agriculture (mean of 8.50)—79 percent and 77 percent ratings 8 or above, respectively.

A group of 5 values are grouped relatively close together: 3) designing neighborhoods for walking/biking (mean of 8.20), 4) support robust economy (mean 8.15), 5) preserving open space and the environment (mean of 8.11), 6) investing in existing neighborhoods (mean of 8.04), and 7) reducing effects of climate change (mean of 7.89). These values range between 68 and 70 percent rating 8 or above.

Lower rated, but still above average, are 8) developing single family homes (mean of 7.29), 9) mixed residential/business – close to transit (mean of 7.28), and 10) more multi-family housing (mean of 7.15), with 53-to-54 percent having ratings of 8 or above. It is noteworthy that these ratings are still above neutral and are, therefore, indicative of importance—albeit relatively lower than the first seven values.

Chart 12
Highly Rated Community Values
 scale: 1-to-10 ; 10 = very important...1 = not at all important
 (weighted)



Percentage of Values Rated 8 or Higher

Safeguard Clean Air = 79%
 Support Robust Economy = 70%
 Reduce Effects of Climate Change = 68%

Preserve Farmland and Agriculture = 77%
 Preserve Open Space/Environment = 70%
 Develop Single Family Homes = 53%

Neighborhoods Designed for Walking/Biking = 70%
 Invest in Existing Neighborhoods = 70%
 Mixed Residential/Business = 53%
 Multi-Family Housing = 54%

Table 1 portrays various subgroups within the sample population that are found to rate specific community values as being more important or less important than most other subgroups. For example, the African – American subgroup may associate Community Value X with a high level of importance (mean closer to 10) while the Hispanic subgroup may associate Community Value X with lesser importance (perhaps a mean of 6 or 7). **A Supplemental Appendix contains the mean ratings for every subgroup in the study.**

In this section, subgroups that are associated with higher or lower levels of importance for each community value are identified. In general terms, the following subgroups place a high level of importance on many of the Community Values in this study:

- Spanish language is language of survey preference
- 8th grade education or less
- Longer travel times
- Commute by public bus

More specifically,

Safeguard Clean Air: most important for those whose language survey preference is Spanish (9.7), and for those with an 8th grade education or less (9.5).

Preserve Farmland and Agriculture: most important for those whose language survey preference is Spanish (9.6) and for those with an 8th grade education or less (9.4).

Neighborhoods Designed for Walking/Biking: most important for those whose language survey preference is Spanish (9.2), who have an 8th grade education or less and who commute by public bus (9.1 each).

Support Robust Economy: most important for those whose dominant language in the home is Spanish.

Preserve Open Space/Environment: most important for those whose work/school travel time is more than 1 hour (9.1) and for students who are also employed (9.0) and for those whose language survey preference is Spanish (9.0).

Invest in Existing Neighborhoods: most important for those with an 8th grade education or less (8.9) and for those whose language survey preference is Spanish (8.7).

Reduce Effects of Climate Change: most important for those whose language survey preference is Spanish (9.3) and for those who commute by public bus (8.9).

Develop Single Family Homes: most important for those whose language survey preference is Spanish (8.8) and for those with an 8th grade education or less (8.8).

Mixed Residential/Business- Close to Transit: most important for those who commute by public bus (8.8) and for those whose dominant language of survey preference is Spanish (8.6).

More Multi-Family Housing: more important for those whose non-work/school travel time – more than 1 hour (9.1), Spanish language survey preference (9.1), and for those whose non-work/school travel is by public bus (8.9).

These community values are least important to the following subgroups:

Safeguard Clean Air: Bachelor's Degree (8.2)

Preserve Farmland and Agriculture: Students who are not employed (7.7)

Neighborhoods Designed for Walking/Biking: Motorcycle commuters (6.7)

Support Robust Economy: Motorcycle commuters (6.1)

Preserve Open Space/Environment: Some High School and Motorcycle commuters (7.3 each)

Invest in Existing Neighborhoods: Some High School (7.0)

Reduce Effects of Climate Change: 75 years of age and older (6.8)

Develop Single Family Homes: Work/School commute 10 minutes or less (6.3)

Mixed Residential/Business- Close to Transit: Whites and those earning \$75,000 or more annually (6.5 each)

More Multi-Family Housing: Earn \$150,000 annually (5.5)

Table 1		
Community Values—Combined Telephone and Online Surveys		
Community Values	More Important	Less Important
Safeguard Clean Air	<p>8th grade or less (9.5)</p> <p>Spanish language survey preference (9.7)</p>	Bachelor’s Degree (8.2)
Preserve Farmland and Agriculture	<p>8th grade or less (9.4)</p> <p>Spanish language survey preference (9.6)</p> <p>Spanish language dominant in home (9.3)</p> <p>Student employed (9.3)</p> <p>Non-work/school commute by carpool (9.1)</p> <p>Non-work/school travel time – 30 min to 1 hour (9.1)</p>	<p>Student not employed (7.7)</p> <p>Non-work/school travel time – more than 1 hour (8.0)</p> <p>Commute by Uber/Lyft (8.0) and by motorcycle (8.1)</p>
Neighborhoods Designed for Walking/Biking	<p>Less than 8th grade (9.1)</p> <p>Spanish language survey preference (9.2)</p> <p>Non-work/school travel by public bus (9.1)</p>	<p>Vocational School (7.9)</p> <p>White (7.8)</p> <p>Retired (7.8)</p> <p>Commute by motorcycle (6.7)</p> <p>Commute time work/school – 10 min or less (7.7)</p>
Support Robust Economy	<p>Spanish language dominant in home (9.3)</p>	<p>18-34 (7.6)</p> <p>Some high school (6.9)</p> <p>Commute by motorcycle (6.1)</p> <p>Under \$10,000 (7.1)</p>

Table 1 (continued) Community Values		
Preserve Open Space/Environment	Spanish language survey preference (9.0) Student employed (9.0) Commute time work/school – more than 1 hour (9.1)	Some high school (7.3) Self-employed (7.6) Commute by motorcycle (7.3)
Invest in Existing Neighborhoods	Spanish language survey preference (8.7) 8 th grade or less (8.9) Commute by Public Bus (8.5) Non-work/school travel by carpool (8.6) Commute time work/school – more than 1 hour (8.6)	Male (7.7) Some high school (7.0) Commute by Uber/Lyft and by motorcycle (7.5 each) Commute time work/school – 10 min or less (7.6)
Reduce Effects of Climate Change	Hispanic and African-American (8.5 each) Spanish language survey preference (9.3) Employed student (8.6) Commute by public bus (8.9) Non work/school travel time – more than 30 min (8.6)	75 and above (6.8) \$100,000 and above (7.2) White (7.0) Self-employed and retired (7.1 each)
Develop Single-Family Homes	8 th grade or less (8.8) Spanish language survey preference (8.8) Homemaker (8.6) Commute by carpool (8.6)	Bachelor's or more (6.9) White (6.7) Commute by motorcycle (6.7) Commute time work/school – 10 min or less (6.3) Student not employed (6.6)
Mixed Residential/Business--Close to Transit	\$10,000 and under \$20,000 (8.3) 8 th grade or less (8.4) Spanish language survey preference (8.6) Spanish language dominant in home (8.3) Student employed (8.3) Commute by public bus (8.8)	\$75,000 and above (6.5) 75 and older (6.8) Bachelors (6.8) White (6.5) Self-employed (6.6) Retired (6.7) Non work/school travel time – 10 minutes or less (6.9)

Table 1 (continued) Community Values		
More Multi-Family Housing	Some High School or less (8.8)	\$150,000 or more (5.5)
	Spanish language survey preference (9.1)	White (6.0)
	Spanish language dominant in home (8.8)	Self-employed (6.3)
	Non-work/school travel by public bus (8.9)	Retired (6.5)
	Non work/school travel time – more than 1 hour (9.1)	

Transportation Funding Priorities

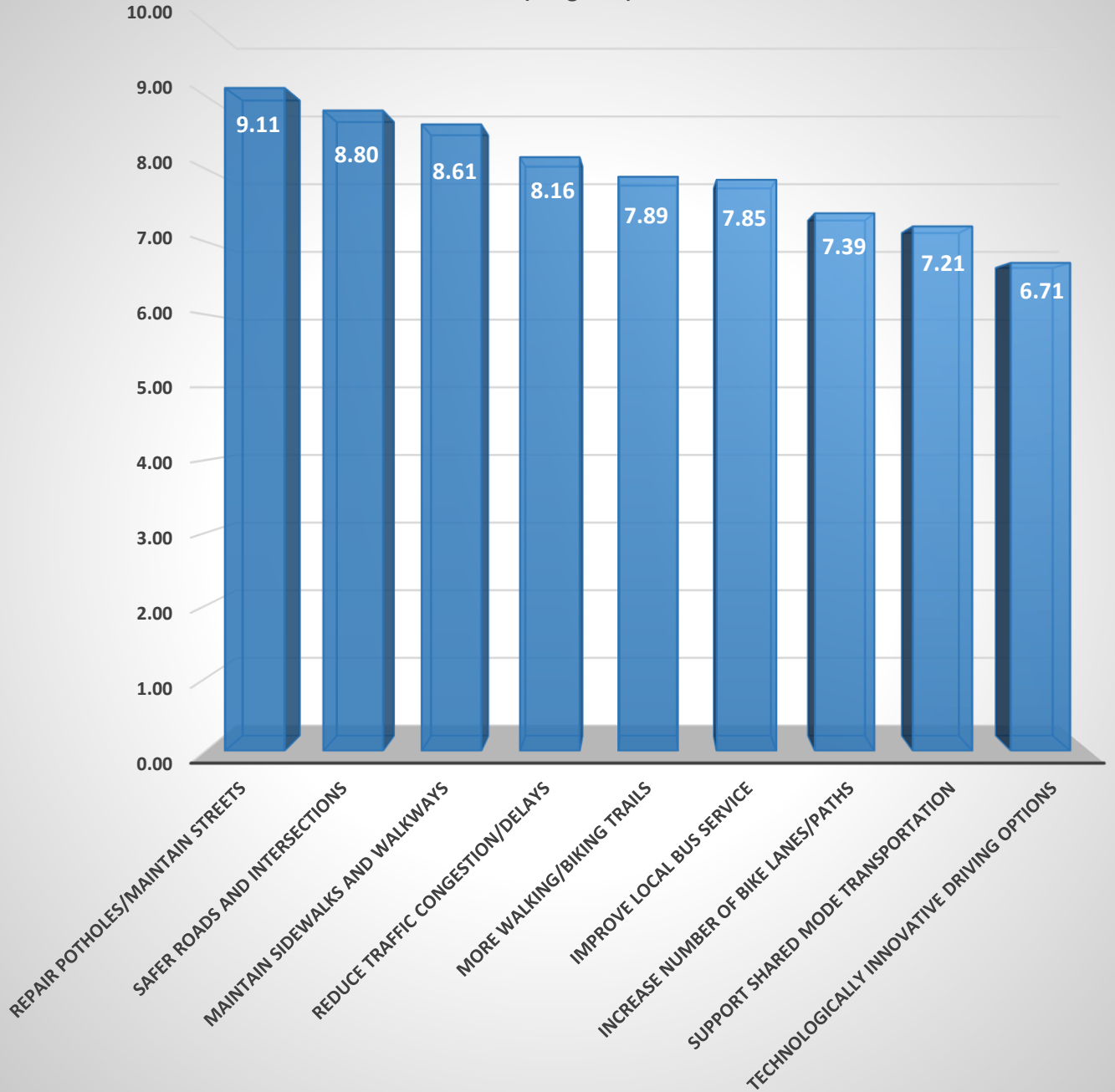
Chart 13 presents the ratings of transportation priorities according to their relative importance as rated by the sample respondents. As with community values, mean ratings are presented in descending order from the highest mean rating to the lowest. Also, for each transportation priority, the percentage of respondents rating each transportation priority as 8, 9, or 10 are provided in the text box. Full frequency distributions with ratings from 1-to-10 are included in the Appendix.

The three highest rated transportation priorities are as follows: 1) repairing potholes/maintain streets (mean of 9.11), 2) safer roads and intersections (mean of 8.80), and 3) maintaining sidewalks and walkways (mean of 8.61). These high ratings are supported by the high percentage of respondents that rated each transportation priority as 8, 9, or 10 (79-to-86 percent).

Another three priorities rate in the middle: 4) reducing traffic congestion/delays (mean of 8.16), 5) more walking biking trails (mean of 7.89), and improve local bus service (7.85) with ratings of 8 or better by 66-to72 percent.

Lower ratings are found for 7) increase number of bike lanes/paths (mean of 7.39), 8) support shared mode transportation (mean of 7.21), and 9) technologically innovative driving options (mean of 6.71), with percentages of 8 or better ratings by 49-to-56 percent.

Chart 13
Highly Rated Transportation Funding Priorities: Mean Importance
 scale: 1-to-10 ; 10 = very important...1 = not at all important
 (weighted)



Repair Potholes/Maintain Streets = 86%
 Reduce Traffic Congestion/Delays = 72%
 Increase Number of Bike Lanes/Paths = 56%

Percentage of Priorities Rated 8 or Higher
 Safer Roads and Intersections = 83%
 More Walking and Biking Trails = 65%
 More Shared Transportation Options = 52%

Maintain Sidewalks and Walkways = 79%
 Improve Local Bus Service = 66%
 More Tech. Innovative Driving Options = 49%

As is the case with community values, all priorities are rated above neutral, thus demonstrating that all are favored to some extent. What is particularly apparent in these rankings is the traditional, “bread and butter” priorities of maintaining basic infrastructure and facilitating traffic flow. It is noteworthy that the priority associated with technologically innovative driving options has a notably low rating (49 percent of respondents providing a rating of 8, 9, or 10).

Table 2 portrays the various subgroups within the sample population that are found to rate specific transportation funding priorities as being more important or less important than most other subgroups. In this section, selected subgroups associated with higher or lower levels of importance for each transportation priority are identified. **Once again, the full distribution of subgroup means is found in the Supplemental Appendix.**

In general terms, the following subgroups place a high level of importance on the various Transportation Priorities:

- Spanish language survey preference
- commute by carpool
- Homemakers
- non-work/school travel time more than one hour
- 8th grade education or less

Specifically,

Repair Potholes/Repair Streets: most important for those with an 8th grade education or less (9.8) and for those whose non-work/school travel time is 30 minutes-to-1 hour (9.7).

Safer Roads and Intersections: most important for those with an 8th grade education or less (9.6), for those whose non-work/school travel is by motorcycle (9.6), and for carpool commuters (9.5).

Maintain Sidewalks and Walkways: most important for those whose dominant language in the home is Spanish (9.5) and for homemakers (9.5).

Reduce Traffic Congestion/Delays: most important for those with an 8th grade education or less (8.9), for those who commute by carpool (8.8), and for African-Americans (8.7).

More Walking/Biking Trails: most important for those with an 8th grade education or less (9.3) and for those whose language of survey preference is Spanish (9.2).

Improve Local Bus Service: most important for those whose non-work/school travel time is more than 1 hour (9.5) and for Spanish preference and 8th grade or less education (9.3 each).

Increase Number of Bike Lanes/Paths: most important for those with an 8th grade education or less (8.9) and for those whose language survey preference is Spanish (8.9).

Support Shared Mode Transportation: most important for those who were employed but not now due to the coronavirus (9.3) and also for carpool commuters (9.0).

Technologically Innovative Driving Options: most important for those whose language survey preference is Spanish (8.6) and for those with an 8th grade education or less (8.5).

These transportation priorities are least important to the following subgroups:

Repair Potholes/Repair Streets: non-work/school travel time greater than 1 hour (8.3)

Safer Roads and Intersections: African Americans (8.0)

Maintain Sidewalks and Walkways: students who are also employed and motorcycle commuters (8.2 each)

Reduce Traffic Congestion/Delays: Asians (7.8)

More Walking/Biking Trails: motorcycle commuters (7.0)

Improve Local Bus Service: earn \$150,000 or more annually (6.2)

Increase Number of Bike Lanes/Paths: commute by Uber or Lyft (5.7)

Support Shared Mode Transportation: disabled and unable to work (6.4)

Technologically Innovative Driving Options: vocational school and those earning \$100,000 or more (5.7)

Table 2		
Transportation Funding Priorities—Combined Telephone and Online surveys		
Priorities	More Important	Less Important
Repair Potholes/Maintain Streets	8 th grade or less (9.8) African-American (9.3) Non-work/school travel time – more than 30 min but less than 1 hour (9.7)	Unemployed before and since start of virus (8.3) Non-work/school travel time – more than 1 hour (8.2)
Safer Roads and Intersections	8 th grade or less (9.6) Commute by carpool (9.5) Non work/school travel by motorcycle (9.6) Non work/school travel time – more than 30 min up to 1 hour (9.4)	Vocational School (7.8) Commute by Uber/Lyft (7.9) African-American (8.0)
Maintain Sidewalks and Walkways	Spanish language dominant in home (9.5) Homemaker (9.5) Commute by carpool (9.0)	Student employed (8.2) Commute by motorcycle (8.2)
Reduce Traffic Congestion/Delays	8 th grade or less (8.9) African-American (8.7) Commute by carpool (8.8)	Vocational school (7.9) Asian (7.8)
More Walking/Biking Trails	8 th grade or less (9.3) Spanish language survey preference (9.2) Spanish language dominant in home (8.8) Homemaker (8.9) Employed part time by someone else (8.8) Non-work/school travel time -- more than 1 hour (8.8)	Bachelor's Degree and Vocational School (7.5 each) White (7.3) Retired (7.1) Commute by motorcycle (7.0)

Table 2 (continued) Transportation Funding Priorities		
Improve Local Bus Service	<p>Under \$20,000 (9.0)</p> <p>8th grade or less (9.3)</p> <p>Spanish language survey preference (9.3)</p> <p>Commute by public bus (9.0)</p> <p>Non-work/school travel time – more than 1 hour (9.5)</p>	<p>Vocational school (7.2)</p> <p>\$150,000 or more (6.2)</p> <p>White (7.0)</p> <p>Self-employed (7.1)</p>
Increase Number of Bike Lanes/Paths	<p>8th grade or less (8.9)</p> <p>Spanish language survey preference (8.9)</p> <p>Spanish dominant language in home (8.5)</p> <p>Homemaker (8.5)</p>	<p>Vocational school (7.0)</p> <p>White (6.9)</p> <p>Retired (6.7)</p> <p>Commute by Uber/Lyft (5.7)</p>
Support Shared Mode Transportation	<p>8th grade or less (8.7)</p> <p>Spanish language survey preference (8.6)</p> <p>Individuals who were employed but not now due to virus (9.3)</p> <p>Commute by carpool (9.0)</p>	<p>75 and above (6.8)</p> <p>\$100,000 and under \$150,000 (6.5)</p> <p>Vocational school (6.8)</p> <p>Disabled and unable to work (6.4)</p>
Technologically Innovative Driving Options	<p>8th grade or less (8.5)</p> <p>Spanish language survey preference (8.6)</p> <p>Spanish language dominant in home (8.2)</p>	<p>75 and above (6.2)</p> <p>Some high school (6.0)</p> <p>Vocational School (5.7)</p> <p>White (5.9)</p> <p>\$100,000 to under \$150,000 (5.7)</p> <p>Non work/school travel time – 10 and under 20 min (6.1)</p> <p>Commute by Uber/Lyft (5.9)</p> <p>Homemaker (5.9)</p>

APPENDIX

1. Questionnaire
2. Weighted Frequencies and Overall Means
3. Subgroup Means and Crosstabulations (separate document)

FRESNO COG SURVEY

Hello, my name is _____. I'm calling from Rea & Parker Research. We're conducting a survey on behalf of the Fresno Council of Governments. The data collected from the survey will inform the Regional Transportation Plan that looks 25 years into the future. The Plan will guide how and where people will locate and travel by identifying County residents' present and future transportation and land use preferences and needs.

This interview will take approximately 10 minutes. Your responses are completely confidential, and all results will be compiled in summarized form only.

Could you take a few minutes right now to help us out with your opinions?

IF TOLD "NO TIME":

Could I schedule a more convenient time?

"Leave Message Early Calls":

This is... calling from _____. It's..(DATE and TIME). We're conducting a survey on behalf of the Fresno Council of Governments. We'll try again another time. Thank you.

"Leave Message Later Calls":

This is...calling from _____. We've been trying to reach you for a few days regarding a survey on behalf of the Fresno Council of Governments. Could you please call us at _____ and leave a message with the best times to reach you? Thank you

IF ASKED FOR A CONTACT NAME:

Please call Richard Parker, Rea & Parker Research 858-279-5070.

GENDER: BY OBSERVATION OR NAME OF CUSTOMER

1. _____ MALE
2. _____ FEMALE
3. _____ CANNOT DETERMINE

COUNTY:

Could you please tell me if you are a resident of any city or other location in Fresno County?

1. _____ YES (**GO TO CITY**)
2. _____ NO, (**THANK AND TERMINATE**)

CITY:

Are you a resident of the City of Fresno or the City of Clovis?

1. _____ YES, I live in Fresno
2. _____ YES, I live in Clovis, or
3. _____ NO. I do not live in the City of Fresno or in the City of Clovis

Q1a-j. We would like to ask you to tell us how important certain community values are to you. Please rate the following on a scale of 1-to-10, where 10 is for a community value that is very important to you and 1 is an issue that is not at all important to you.

Values (TELEPHONE: SWITCH THE FIRST FIVE with THE SECOND FIVE— Also rotate within each group of 5—RETAIN LETTERING AS INDICATED)	10	9	8	7	6	5	4	3	2	1
k. Neighborhoods should be designed for walking and bicycling										
l. There should be more multi-family housing made available										
m. Continue developing communities that are predominantly single-family homes										
n. Provide more mixed residential and business-related projects that are within walking distance of transit stops										
o. Preserve farmland and agricultural activities										
p. Preserve open space and environmentally sensitive areas										
q. Support a robust economy										
r. Safeguard clean air										
s. Reduce the effects of climate change										
t. Invest in existing neighborhoods										

Q2a-i. We would now like to ask you to tell us how important is to provide public **funding** for the following transportation issues. Please rate the following funding priorities on a scale of 1-to-10, where 10 is for a transportation issue that is very important to fund and 1 is an issue that is not at all important to fund.

Funding Priorities (TELEPHONE: SWITCH AROUND THREE GROUPS OF QUESTIONS (a-d, e-f, and g-i) ROTATE a through d, e and f, and g through i— RETAIN LETTERING AS INDICATED)	10	9	8	7	6	5	4	3	2	1
j. Repair potholes and maintain streets and roads										
k. Reduce traffic congestion and traffic delays										
l. Make roads and intersections safer										
m. Support more technologically innovative driving options (for example, more electric charging stations or self-driving vehicles)										
n. Improve local bus service (FAX, Fresno County Rural, and Clovis Transit)										
o. Support more shared mode transportation options (for example, carpools, vanpools, or on demand services like Uber)										
p. Maintain pedestrian sidewalks and walkways										
q. Provide more walking and biking trails										
r. Increase the number of bike lanes and bike paths										

Q3a-b. What is your present work status? Please stop me when I mention your work status.

1. ___ I was employed full-time or part-time but am now not working because of the Coronavirus/Covid-19 ---**GO TO Q4**

I am

2. ___ employed full-time by someone else—not self-employed ---**GO TO Q4**
3. ___ employed part-time by someone else---**GO TO Q4**
4. ___ self-employed---**GO TO Q4**
5. ___ a student and am employed---**GO TO Q4**
6. ___ a student and not employed---**GO TO Q4**
7. ___ a homemaker—**GO TO Q6**
8. ___ retired—**GO TO Q6**
9. ___ disabled and unable to work—**GO TO Q6**
10. ___ unemployed before and since the start of Coronavirus/Covid-19—**GO TO Q6**
11. ___ other_____

Q3b. please specify_____ **GO TO Q6**

12. ___ DK/REFUSED—**DO NOT READ—GO TO Q6**

Q4a-b. What is or was your primary method of commuting to work or school? Again, stop me when I mention your commute method.

1. ___ Drive alone in my car
2. ___ Motorcycle
3. ___ Uber or Lyft
4. ___ Carpool (2-4 others in car)
5. ___ Vanpool (5 or more people in a van)
6. ___ Public bus
7. ___ Bicycle
8. ___ Telework now and before Coronavirus/Covid-19--**GO TO ETHNICITY**
9. ___ Telework since Coronavirus only/Covid-19
10. ___ Walk or Jog
11. ___ Other

Q4b. other please specify_____

12. ___ DK/REFUSED—**DO NOT READ**

Q5a-b. How long in hours and minutes does it or did it usually take you to get to work or school?

5a. _____ hours

5b. _____ minutes

0. _____ **I TELEWORK (Enter in 5a and 5b)**

999. _____ **DK/REFUSE--DO NOT READ (Enter in 5a and 5b)**

GO TO ETHNICITY

Q6a-b. What is your primary method of traveling to the places you go to most often? Again, stop me when I mention your commute method.

1. ___ Drive alone in my car
2. ___ Motorcycle
3. ___ Uber or Lyft
4. ___ Carpool (2-4 others in car)
5. ___ Vanpool (5 or more people in a van)
6. ___ Public bus
7. ___ Bicycle
8. ___ Walk or Jog
9. ___ Other
Q6b. other please specify _____
10. ___ DK/REFUSED—**DO NOT READ**

Q7a-b. How long does it usually take you to get to your most frequent destination?

- 7a. _____ hours
7b. _____ minutes
999 ___ DK/REFUSED—**DO NOT READ—Enter for both 7a and 7b**

DEMOGRAPHICS

To ensure that we are talking to a wide variety of Fresno County residents, we would like to ask you a few more questions. Again, your responses are completely confidential and will be compiled in summary form only. First, ...

ETHNICITY a-b. Which of the following most closely describes your ethnic background?

1. ___ Hispanic
2. ___ White/Caucasian
3. ___ African American/Black
4. ___ Asian/Southeast Asian
ETHNICITY b. please specify national origin or Asian ethnic group _____
5. ___ American Indian
6. ___ Pacific Islander
7. ___ Middle Easterner
8. ___ Mixed Ethnicities
ETHNICITY b. mixed please specify _____

9. ___ Other
ETHNICITY b. other please specify _____
10. ___ DK/REFUSED—**DO NOT READ**

LANGUAGE a-b. What is the primary language spoken in your home?

1. ___ English
2. ___ Spanish or Spanish Creole
3. ___ Hmong
4. ___ Laotian
5. ___ Other Indic (Indo-Aryan) languages (for example, Hindi, Bengali or Punjabi)
6. ___ Mon-Khmer, Cambodian
7. ___ Chinese
8. ___ Arabic
9. ___ Vietnamese
10. ___ Armenian
11. ___ Tagalog
12. ___ Other,

LANGUAGE b. other please specify _____

13. ___ DK/REFUSED—**DO NOT READ**

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

1. ___ Less than 8th Grade Education
2. ___ Some High School
3. ___ High School Graduate
4. ___ Vocational/Technical School
5. ___ College Graduate
6. ___ Graduate School Degree
7. ___ DK/REFUSED—**DO NOT READ**

AGE. Which of the following age categories best describes your current age?

1. ___ Under 18 years old
2. ___ 18 to 34 years old
3. ___ 35 to 54 years old
4. ___ 55 to 74 years old
5. ___ 75 years old or more
6. ___ DK/REFUSED—**DO NOT READ**

INCOME. Which of the following categories best describes your **total household income** in 2019, before taxes?

1. ____ Less than \$10,000 per year
2. ____ \$10,000 to \$19,999 per year
3. ____ \$20,000 to \$29,999 per year
4. ____ \$30,000 to \$44,999 per year
5. ____ \$45,000 to \$59,999 per year
6. ____ \$60,000 to \$74,999 per year
7. ____ \$75,000 to \$99,999 per year

8. ____ \$100,000 to \$149,999 per year
9. ____ \$150,000 or more
10. ____ DK/REFUSED—**DO NOT READ**

The Fresno Council of Governments thanks you for your help in providing this very important and much appreciated information.

Weighted Frequencies

Which of the following age categories best describes your current age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 34 years old	330	34.8	35.1	35.1
	35 to 54 years old	335	35.3	35.7	70.8
	55 to 74 years old	217	22.8	23.1	93.9
	75 years old or more	58	6.1	6.1	100.0
	Total	940	98.9	100.0	
Missing	DK/REFUSED	10	1.1		
Total		950	100.0		

Are you a resident of the City of Fresno or the City of Clovis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES, I live in Fresno	501	52.8	52.8	52.8
	YES, I live in Clovis, or	115	12.1	12.1	64.9
	NO. I do not live in the City of Fresno nor in the City of Clovis	334	35.1	35.1	100.0
	Total	950	100.0	100.0	

Which of the following most closely describes your ethnic background?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic	470	49.5	50.7	50.7
	White/Caucasian	286	30.2	30.9	81.6
	African American/Black	45	4.7	4.8	86.4
	Asian/Southeast Asian	99	10.5	10.7	97.2
	American Indian	7	.7	.7	97.9
	Pacific Islander	1	.1	.1	98.0
	Middle Easterner	1	.1	.1	98.2
	Mixed Ethnicities	15	1.5	1.6	99.7
	Other	3	.3	.3	100.0
	Total	928	97.7	100.0	
Missing	DK/REFUSED	22	2.3		
Total		950	100.0		

Which of the following most closely describes your ethnic background? - please specify national origin or Asian ethnic group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	861	90.7	90.7	90.7
Cambodian	2	.2	.2	90.9
Chinese	20	2.1	2.1	93.0
Filipino	11	1.1	1.1	94.2
Hmong	7	.8	.8	95.0
Indian	15	1.6	1.6	96.6
Japanese	17	1.8	1.8	98.4
Laotian	4	.4	.4	98.8
Mix	1	.1	.1	98.9
Pakistani and Cambodian mix	3	.3	.3	99.2
Sikh	8	.8	.8	100.0
Total	950	100.0	100.0	

Which of the following most closely describes your ethnic background? - mixed please specify

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	937	98.7	98.7	98.7
African American and Indian	0	.0	.0	98.7
African-American, Caucasian	0	.1	.1	98.8
African, Middle Eastern, Caucasian	0	.0	.0	98.8
American Indian and Polish	0	.0	.0	98.8
American, Middle Eastern, Israel	0	.1	.1	98.9
Black and Indian	0	.0	.0	98.9
Black white	0	.0	.0	98.9
Black/Native American	0	.0	.0	99.0
Chinese and White	0	.0	.0	99.0
English, French, African, American Indian, Swedish,	0	.0	.0	99.0
Ethiopian and Creole	0	.0	.0	99.1
Hawaiian and Caucasian	1	.1	.1	99.1

Hispanic and Caucasian	1	.1	.1	99.2
Hispanic/White	0	.0	.0	99.2
Indian, Mexican, German, Japanese	0	.0	.0	99.3
Indian/German/Scottish/Irish/Blac k Dutch/American	0	.0	.0	99.3
Mexican and Caucasian	1	.1	.1	99.3
Mexican and White	0	.0	.0	99.4
Mexican,Caucasian,Asian	0	.0	.0	99.4
Mexicano, Japonese, Nativo Americano,	0	.1	.1	99.5
multiracial	0	.0	.0	99.5
Native American/Caucasian	1	.1	.1	99.6
Non-white European	0	.0	.0	99.6
Norwegian, Welsh, Irish, Cherokee, Spanish, Greek, and German	0	.0	.0	99.7
Portuguese/white/African American	1	.1	.1	99.7
spanish mexican german	0	.0	.0	99.8
Spanish, English, Scottish, English, Norwegian, Canadian, Welsh	0	.0	.0	99.8
Spanish/Lebanese/Irish	0	.0	.0	99.8
White and Korean	0	.0	.0	99.9
White and Mexican	1	.1	.1	99.9
White with Other	1	.1	.1	100.0
White/Asian	0	.0	.0	100.0
Total	950	100.0	100.0	

**Which of the following most closely describes your ethnic background? -
other please specify**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	948	99.9	99.9	99.9
American	1	.1	.1	99.9
Armenian	0	.0	.0	99.9
Croatian	0	.0	.0	99.9
Other	0	.1	.1	100.0
Total	950	100.0	100.0	

**Which of the following categories best describes your total household income in 2019,
before taxes?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000 per year	71	7.5	8.2	8.2
	\$10,000 to \$19,999 per year	99	10.4	11.4	19.6
	\$20,000 to \$29,999 per year	140	14.7	16.1	35.7
	\$30,000 to \$44,999 per year	129	13.6	14.9	50.6
	\$45,000 to \$59,999 per year	96	10.1	11.1	61.7
	\$60,000 to \$74,999 per year	83	8.7	9.6	71.3
	\$75,000 to \$99,999 per year	82	8.6	9.4	80.7
	\$100,000 to \$149,999 per year	102	10.7	11.8	92.4
	\$150,000 or more	66	6.9	7.6	100.0
	Total	867	91.3	100.0	
Missing	DK/REFUSED	83	8.7		
Total		950	100.0		

What is the highest level of education that you have completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8th grade or less	62	6.5	6.6	6.6
	Some High School	35	3.7	3.8	10.4
	High School Graduate	174	18.3	18.6	29.0
	Vocational/Technical School	50	5.3	5.4	34.4
	Some College or Community College	262	27.6	28.1	62.5
	Bachelor's Degree	228	24.0	24.4	86.9
	Graduate School Degree	122	12.8	13.1	100.0
	Total	933	98.3	100.0	
Missing	DK/REFUSED	16	1.7		
Total		950	100.0		

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	361	38.0	38.4	38.4
	FEMALE	579	61.0	61.6	100.0
	Total	940	99.0	100.0	
Missing	CANNOT DETERMINE	6	.7		
	DECLINES TO STATE	3	.3		
	Total	9	1.0		
Total		950	100.0		

What is the primary language spoken in your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	704	74.2	74.8	74.8
	Spanish or Spanish Creole	200	21.1	21.3	96.1
	Hmong	5	.5	.5	96.6
	Other Indic (Indo-Aryan) languages (for example, Hindi, Bengali or Punjabi)	16	1.7	1.7	98.3
	Mon-Khmer, Cambodian	0	.0	.0	98.4
	Chinese	2	.3	.3	98.6
	Vietnamese	1	.1	.1	98.7
	Armenian	3	.3	.3	99.0
	Tagalog	4	.4	.4	99.4
	Other	5	.6	.6	100.0
	Total	941	99.1	100.0	
Missing	DK/REFUSED	9	.9		
Total		950	100.0		

What is the primary language spoken in your home? - other please specify

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		944	99.4	99.4	99.4
	Japanese	2	.2	.2	99.6
	Lithuanian	1	.1	.1	99.7
	Russian	3	.3	.3	100.0
	Total	950	100.0	100.0	

What is your present work status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I was employed full-time or part-time but am now not working because of the Coronavirus/Covid-19	120	12.7	12.8	12.8
	I am employed full-time by someone else—not self-employed	284	29.9	30.2	43.0
	I am employed part-time by someone else	75	7.8	7.9	50.9
	I am self-employed	68	7.2	7.2	58.1
	I am a student and am employed	33	3.5	3.5	61.7
	I am a student and not employed	49	5.1	5.2	66.8
	I am a homemaker	73	7.7	7.7	74.6
	I am retired	143	15.0	15.2	89.8
	I am disabled and unable to work	47	5.0	5.0	94.8
	I am unemployed before and since the start of Coronavirus/Covid-19	48	5.1	5.2	99.9
	Other	0	.1	.1	100.0
	Total	941	99.1	100.0	
Missing	DK/REFUSED	9	.9		
Total		950	100.0		

Mean Ratings

	N	Mean
Value: Safeguard clean air	950	8.55
Value: Reduce the effects of climate change	950	7.89
Value: Support a robust economy	950	8.15
Value: Invest in existing neighborhoods	950	8.04
Value: Preserve farmland and agricultural activities	950	8.50
Value: Provide more mixed residential and business-related projects that are within walking distance of transit stops	950	7.28
Value: There should be more multi-family housing made available	950	7.15
Value: Preserve open space and environmentally sensitive areas	950	8.11
Value: Continue developing communities that are predominantly single-family homes	950	7.29
Value: Neighborhoods should be designed for walking and bicycling	950	8.20
Priority: Increase the number of bike lanes and bike paths	950	7.39
Priority: Improve local bus service (FAX, Fresno County Rural, and Clovis Transit)	950	7.85
Priority: Repair potholes and maintain streets and roads	950	9.11
Priority: Make roads and intersections safer	950	8.80

Priority: Support more shared mode transportation options (for example, carpools, vanpools, or on demand services like Uber)	950	7.21
Priority: Maintain pedestrian sidewalks and walkways	950	8.61
Priority: Support more technologically innovative driving options (for example, more electric charging stations or self-driving vehicles)	950	6.71
Priority: Reduce traffic congestion and traffic delays	950	8.16
Priority: Provide more walking and biking trails	950	7.89
Valid N (listwise)	950	

Value: Safeguard clean air

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	11	1.2	1.2	1.2
	2	12	1.2	1.2	2.4
	3	15	1.6	1.6	4.0
	4	24	2.5	2.5	6.5
	5	59	6.2	6.2	12.7
	6	30	3.2	3.2	15.8
	7	51	5.4	5.4	21.2
	8	125	13.2	13.2	34.4
	9	118	12.4	12.4	46.9
	10 = Very Important	505	53.1	53.1	100.0
	Total	950	100.0	100.0	

Value: Reduce the effects of climate change

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	53	5.6	5.6	5.6
	2	23	2.4	2.4	8.0
	3	25	2.6	2.6	10.5
	4	25	2.7	2.7	13.2
	5	63	6.7	6.7	19.9
	6	41	4.3	4.3	24.2
	7	75	7.9	7.9	32.1
	8	111	11.7	11.7	43.8
	9	95	10.0	10.0	53.7
	10 = Very Important	439	46.3	46.3	100.0
	Total	950	100.0	100.0	

Value: Support a robust economy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	14	1.4	1.4	1.4
	2	13	1.3	1.3	2.8
	3	13	1.4	1.4	4.2
	4	20	2.1	2.1	6.3
	5	80	8.4	8.4	14.7
	6	57	6.0	6.0	20.7
	7	89	9.3	9.3	30.0
	8	152	16.0	16.0	46.0
	9	125	13.2	13.2	59.2
	10 = Very Important	388	40.8	40.8	100.0
	Total	950	100.0	100.0	

Value: Invest in existing neighborhoods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	24	2.5	2.5	2.5
	2	6	.6	.6	3.1
	3	22	2.3	2.3	5.5
	4	17	1.8	1.8	7.3
	5	81	8.6	8.6	15.8
	6	44	4.6	4.6	20.5
	7	90	9.5	9.5	30.0
	8	180	18.9	18.9	48.9
	9	127	13.3	13.3	62.2
	10 = Very Important	359	37.8	37.8	100.0
	Total	950	100.0	100.0	

Value: Preserve farmland and agricultural activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	16	1.7	1.7	1.7
	2	4	.4	.4	2.1
	3	12	1.3	1.3	3.4
	4	12	1.3	1.3	4.7
	5	37	3.9	3.9	8.6
	6	56	5.9	5.9	14.4
	7	82	8.6	8.6	23.1
	8	161	17.0	17.0	40.0
	9	117	12.4	12.4	52.4
	10 = Very Important	452	47.6	47.6	100.0
	Total	950	100.0	100.0	

Value: Provide more mixed residential and business-related projects that are within walking distance of transit stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	41	4.4	4.4	4.4
	2	26	2.7	2.7	7.1
	3	26	2.7	2.7	9.8
	4	27	2.9	2.9	12.7
	5	105	11.0	11.0	23.7
	6	68	7.1	7.1	30.8
	7	154	16.2	16.2	47.0
	8	146	15.3	15.3	62.4
	9	108	11.4	11.4	73.7
	10 = Very Important	250	26.3	26.3	100.0
	Total	950	100.0	100.0	

Value: There should be more multi-family housing made available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	52	5.4	5.4	5.4
	2	36	3.7	3.7	9.2
	3	33	3.5	3.5	12.7
	4	31	3.3	3.3	15.9
	5	126	13.2	13.2	29.2
	6	56	5.9	5.9	35.0
	7	107	11.3	11.3	46.3
	8	146	15.4	15.4	61.7
	9	79	8.3	8.3	70.0
	10 = Very Important	285	30.0	30.0	100.0
	Total	950	100.0	100.0	

Value: Preserve open space and environmentally sensitive areas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	18	1.9	1.9	1.9
	2	14	1.5	1.5	3.4
	3	14	1.5	1.5	4.9
	4	22	2.4	2.4	7.3
	5	74	7.8	7.8	15.0
	6	51	5.4	5.4	20.4
	7	88	9.2	9.2	29.7
	8	164	17.3	17.3	47.0
	9	115	12.1	12.1	59.1
	10 = Very Important	388	40.9	40.9	100.0
	Total	950	100.0	100.0	

Value: Continue developing communities that are predominantly single-family homes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	35	3.7	3.7	3.7
	2	15	1.6	1.6	5.2
	3	25	2.7	2.7	7.9
	4	26	2.7	2.7	10.7
	5	132	13.9	13.9	24.6
	6	79	8.4	8.4	32.9
	7	133	14.0	14.0	46.9
	8	163	17.2	17.2	64.1
	9	103	10.9	10.9	75.0
	10 = Very Important	238	25.0	25.0	100.0
	Total	950	100.0	100.0	

Value: Neighborhoods should be designed for walking and bicycling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	20	2.1	2.1	2.1
	2	4	.4	.4	2.6
	3	26	2.8	2.8	5.3
	4	19	2.0	2.0	7.4
	5	43	4.6	4.6	11.9
	6	49	5.2	5.2	17.1
	7	115	12.1	12.1	29.3
	8	170	17.9	17.9	47.1
	9	95	10.0	10.0	57.1
	10 = Very Important	408	42.9	42.9	100.0
	Total	950	100.0	100.0	

Priority: Increase the number of bike lanes and bike paths

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	41	4.3	4.3	4.3
	2	19	2.0	2.0	6.3
	3	31	3.3	3.3	9.6
	4	27	2.8	2.8	12.4
	5	71	7.5	7.5	19.9
	6	91	9.6	9.6	29.5
	7	140	14.8	14.8	44.2
	8	166	17.5	17.5	61.7
	9	106	11.1	11.1	72.9
	10 = Very Important	258	27.1	27.1	100.0
	Total	950	100.0	100.0	

Priority: Improve local bus service (FAX, Fresno County Rural, and Clovis Transit)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	26	2.8	2.8	2.8
	2	16	1.7	1.7	4.5
	3	15	1.6	1.6	6.1
	4	22	2.3	2.3	8.4
	5	84	8.9	8.9	17.3
	6	68	7.1	7.1	24.4
	7	93	9.8	9.8	34.2
	8	181	19.0	19.0	53.2
	9	107	11.3	11.3	64.5
	10 = Very Important	337	35.5	35.5	100.0
	Total	950	100.0	100.0	

Priority: Repair potholes and maintain streets and roads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	6	.6	.6	.6
	2	2	.2	.2	.8
	3	2	.2	.2	1.0
	4	7	.8	.8	1.8
	5	15	1.6	1.6	3.4
	6	21	2.2	2.2	5.6
	7	78	8.3	8.3	13.8
	8	111	11.7	11.7	25.5
	9	102	10.8	10.8	36.3
	10 = Very Important	605	63.7	63.7	100.0
	Total	950	100.0	100.0	

Priority: Make roads and intersections safer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	5	.5	.5	.5
	2	3	.3	.3	.9
	3	6	.7	.7	1.6
	4	17	1.8	1.8	3.4
	5	41	4.3	4.3	7.7
	6	31	3.3	3.3	10.9
	7	57	6.0	6.0	16.9
	8	147	15.5	15.5	32.4
	9	124	13.0	13.0	45.4
	10 = Very Important	518	54.6	54.6	100.0
	Total	950	100.0	100.0	

Priority: Support more shared mode transportation options (for example, carpools, vanpools, or on demand services like Uber)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	27	2.8	2.8	2.8
	2	23	2.5	2.5	5.3
	3	21	2.2	2.2	7.5
	4	36	3.7	3.7	11.2
	5	128	13.5	13.5	24.7
	6	88	9.3	9.3	34.0
	7	129	13.6	13.6	47.6
	8	190	20.0	20.0	67.6
	9	103	10.8	10.8	78.4
	10 = Very Important	205	21.6	21.6	100.0
	Total	950	100.0	100.0	

Priority: Maintain pedestrian sidewalks and walkways

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	11	1.2	1.2	1.2
	2	10	1.1	1.1	2.3
	3	6	.6	.6	2.9
	4	16	1.7	1.7	4.6
	5	33	3.5	3.5	8.1
	6	43	4.5	4.5	12.6
	7	76	8.0	8.0	20.6
	8	154	16.3	16.3	36.8
	9	123	13.0	13.0	49.8
	10 = Very Important	477	50.2	50.2	100.0
	Total	950	100.0	100.0	

Priority: Support more technologically innovative driving options (for example, more electric charging stations or self-driving vehicles)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	81	8.5	8.5	8.5
	2	28	3.0	3.0	11.5
	3	35	3.6	3.6	15.1
	4	40	4.2	4.2	19.4
	5	117	12.3	12.3	31.7
	6	87	9.2	9.2	40.8
	7	99	10.4	10.4	51.2
	8	193	20.4	20.4	71.6
	9	73	7.6	7.6	79.2
	10 = Very Important	197	20.8	20.8	100.0
	Total	950	100.0	100.0	

Priority: Reduce traffic congestion and traffic delays

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	15	1.6	1.6	1.6
	2	9	1.0	1.0	2.5
	3	12	1.2	1.2	3.7
	4	19	2.1	2.1	5.8
	5	73	7.7	7.7	13.5
	6	55	5.8	5.8	19.3
	7	83	8.8	8.8	28.1
	8	193	20.3	20.3	48.4
	9	119	12.6	12.6	61.0
	10 = Very Important	371	39.0	39.0	100.0
	Total	950	100.0	100.0	

Priority: Provide more walking and biking trails

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Not at all important	19	2.0	2.0	2.0
	2	17	1.8	1.8	3.8
	3	16	1.7	1.7	5.5
	4	25	2.6	2.6	8.1
	5	69	7.2	7.2	15.3
	6	75	7.9	7.9	23.2
	7	110	11.6	11.6	34.8
	8	188	19.8	19.8	54.5
	9	89	9.4	9.4	63.9
	10 = Very Important	343	36.1	36.1	100.0
	Total	950	100.0	100.0	

What is or was your primary method of commuting to work or school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive alone in my car	479	50.4	77.2	77.2
	Motorcycle	13	1.4	2.1	79.3
	Uber or Lyft	14	1.4	2.2	81.5
	Carpool (2-4 others in car)	48	5.0	7.7	89.2
	Vanpool (5 or more people in a van)	4	.4	.6	89.8
	Public bus	25	2.6	4.0	93.8
	Bicycle	12	1.3	2.0	95.8
	Telework now and before Coronavirus/Covid-19	10	1.0	1.5	97.3
	Telework only since Coronavirus/Covid-19	3	.4	.5	97.9
	Walk or Jog	10	1.0	1.6	99.5
	Other	3	.3	.5	100.0
	Total	620	65.3	100.0	
	Missing	System	329	34.7	
Total		950	100.0		

What is or was your primary method of commuting to work or school? - other please specify

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		947	99.7	99.7	99.7
	Customer Service	0	.0	.0	99.7
	Dope man	2	.2	.2	99.9
	Got a lot	1	.1	.1	100.0
	Total	950	100.0	100.0	

Travel time to work or school in hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.03	4	.5	.7	.7
	.05	19	2.0	3.2	3.9
	.07	3	.3	.6	4.5
	.08	18	1.9	3.1	7.5
	.10	10	1.1	1.8	9.3
	.12	4	.4	.7	10.0
	.13	2	.2	.3	10.3
	.13	7	.7	1.1	11.5
	.15	1	.1	.2	11.7
	.17	53	5.5	8.9	20.6
	.20	11	1.1	1.8	22.4
	.22	3	.3	.4	22.8
	.23	3	.3	.5	23.3
	.25	81	8.6	13.8	37.1
	.28	1	.1	.2	37.3
	.30	3	.3	.5	37.7
	.32	2	.2	.4	38.1
	.33	98	10.3	16.6	54.7
	.37	4	.4	.6	55.3
	.38	3	.3	.6	55.9
	.40	3	.3	.5	56.4
	.42	35	3.7	5.9	62.3
	.42	2	.2	.3	62.6
	.45	1	.1	.2	62.8
	.47	1	.1	.2	63.0
	.48	3	.3	.4	63.4
	.50	99	10.4	16.8	80.2
	.53	1	.1	.2	80.4
	.53	1	.1	.1	80.5
	.58	10	1.0	1.6	82.2
	.67	17	1.8	3.0	85.1
	.67	2	.2	.3	85.4
.75	21	2.2	3.6	89.0	

.78	1	.1	.2	89.2
1.00	30	3.2	5.1	94.3
1.02	3	.3	.6	94.8
1.03	1	.1	.2	95.1
1.08	2	.2	.3	95.4
1.17	4	.4	.6	96.0
1.18	1	.1	.2	96.2
1.20	1	.1	.1	96.3
1.25	3	.3	.5	96.8
1.33	1	.1	.2	97.0
1.50	7	.8	1.2	98.3
1.75	1	.1	.2	98.5
2.00	4	.4	.7	99.1
2.17	1	.1	.1	99.3
2.50	1	.1	.1	99.4
3.00	3	.4	.6	99.9
3.08	0	.0	.1	100.0
Total	591	62.2	100.0	
Missing System	359	37.8		
Total	950	100.0		

Travel time--Telework

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not selected	590	62.1	96.6	96.6
	Selected	21	2.2	3.4	100.0
	Total	610	64.3	100.0	
Missing System		339	35.7		
Total		950	100.0		

Travel time to work or school--categorized

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 minutes or less	141	14.9	23.2	23.2
	more than 10 minutes--up to 20 minutes	202	21.3	33.1	56.3
	more than 20 minutes--up to 30 minutes	151	15.9	24.7	81.0
	more than 30 minutes--up to one hour	82	8.6	13.5	94.5
	more than one hour	34	3.6	5.5	100.0
	Total	609	64.2	100.0	
Missing	System	340	35.8		
Total		950	100.0		

What is your primary method of traveling to the places you go to most often (not work or school)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive alone in my car	221	23.3	68.7	68.7
	Motorcycle	11	1.2	3.5	72.2
	Uber or Lyft	7	.7	2.2	74.3
	Carpool (2-4 others in car)	44	4.7	13.8	88.1
	Vanpool (5 or more people in a van)	4	.5	1.4	89.5
	Public bus	15	1.6	4.6	94.1
	Bicycle	5	.6	1.7	95.8
	Walk or Jog	13	1.4	4.1	99.8
	Other	0	.1	.2	100.0
	Total	322	33.9	100.0	
Missing	DK/REFUSED	7	.8		
	System	620	65.3		
	Total	628	66.1		
Total		950	100.0		

Travel time to frequent destination in hours (not work or school)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.02	1	.1	.3	.3
	.03	1	.1	.2	.5
	.05	2	.2	.6	1.1
	.07	1	.1	.3	1.5
	.08	28	3.0	9.1	10.6
	.10	6	.6	1.8	12.4
	.12	1	.1	.2	12.7
	.13	1	.1	.2	12.9
	.15	2	.2	.6	13.4
	.17	56	5.9	18.2	31.6
	.18	0	.0	.1	31.7
	.20	2	.2	.6	32.2
	.25	41	4.3	13.2	45.5
	.28	2	.2	.5	46.0
	.30	0	.0	.2	46.2
	.33	48	5.1	15.6	61.7
	.37	1	.1	.3	62.0
	.42	8	.8	2.6	64.6
	.45	0	.0	.1	64.7
	.50	38	4.0	12.4	77.1
	.58	2	.2	.6	77.7
	.62	1	.1	.3	78.0
	.62	1	.1	.3	78.2
	.67	8	.9	2.7	81.0
	.70	0	.1	.2	81.1
	.75	16	1.7	5.2	86.4
	.83	1	.1	.2	86.6
	.83	0	.0	.1	86.7
	1.00	23	2.4	7.3	94.0
	1.33	1	.1	.2	94.2
1.50	7	.7	2.2	96.5	
1.83	1	.1	.3	96.7	
1.83	2	.2	.5	97.3	

	2.00	5	.5	1.5	98.7
	2.67	1	.1	.3	99.0
	3.00	0	.0	.1	99.1
	3.50	3	.3	.9	100.0
	Total	310	32.6	100.0	
Missing	System	640	67.4		
Total		950	100.0		

Travel time to frequent destination (not work or school)-- categorized

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 minutes or less	98	10.3	31.6	31.6
	more than 10 minutes--up to 20 minutes	93	9.8	30.1	61.7
	more than 20 minutes--up to 30 minutes	48	5.0	15.4	77.1
	more than 30 minutes--up to one hour	46	4.9	15.0	92.1
	more than one hour	24	2.6	7.9	100.0
	Total	310	32.6	100.0	
Missing	System	640	67.4		
Total		950	100.0		