

Fresno Council of Governments
2024 Regional Transportation Plan
Public Opinion Survey Report



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Key Findings

Methodology

- 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.
- A telephone survey was comprised of 604 completed surveys. The telephone sample was supplemented by 433 respondents to an online survey such that, when added to the telephone sample, the overall survey margin of error would be +/- 3.04 percent at the 95 percent confidence level.
- Data were weighted to ensure that the survey participants were representative of Fresno County regarding ethnicity, income, education, age, and residential location.

Demographic Statistics/Respondent Characteristics

- The sample respondents are well balanced by Gender 52 percent male and 48 percent female.
- The respondents are dominantly Hispanic/Latino (54 percent) followed by White/Caucasian (28 percent). The remaining sample population is represented by Asian/Pacific Islanders (10 percent), African Americans (4 percent), and people of mixed and other ethnicities (4 percent).
- The median age of the sample is 47. Just over three fifths (63 percent) are between the ages of 18 and 54, while 37 percent are over the age of 55.
- The median income for the sample is \$64,300. Over one-half of the respondents (54 percent) earn an annual income of \$60,000 and over while 46 percent earn an annual income of less than \$60,000.
- Nearly one-third (31 percent) of the respondents have earned a college degree while 12 percent
 of these college graduates have also earned graduate degrees. Over two-fifths (43 percent) of
 these sample respondents are high school graduates. Less than one-tenth (9 percent) have
 attained less than an 8th grade education.
- The respondents dominantly reside in the City of Fresno (59 percent). The City of Clovis accounts for 13 percent of the sample population, and over one quarter (28 percent) of the respondents reside in the remainder of Fresno County. The dominant work status category is "employed full time by someone else not self-employed" (41 percent). Nearly one-fifth (19 percent) of the sample respondents in the current survey are retired.

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Mode of Travel and Travel Time

- Among the 64 percent of respondents who work, one-fifth of them (20 percent) telework every day, and another 16 percent telework on some days.
- Among the 53 percent of respondents who commute to work or school at least on some days:
 - well over four-fifths (85 percent) drive alone in their own car.
 - over two fifths (44 percent) travel less than 15 minutes, and another 36 percent travel 15 minutes and less than 30 minutes
- Nearly three-fourths (74 percent) of the sample respondents drive alone in their car to reach their most frequent non-work/non-school destinations. The second most utilized mode of travel for non-work/non-school destinations is carpooling (18 percent).
- Nearly one-half (49 percent) reach their most frequented non-work/non-school destinations in less than 15 minutes while another 36 percent travel from 15 minutes to less than 30 minutes to these destinations.

Community Values

- The community values that were included in the survey are rated highly, including 4 at a rating of 8 or above (scale: 1—not at all important--to-10 very important). Preserving farmland, supporting a robust economy, investing in existing communities, and safeguarding clean air proved to be especially important to respondents.
- From highest to lowest, respondents rated these community values as follows:
 - preserve farmland and agriculture (mean of 8.70)
 - support robust economy (mean of 8.62)
 - invest in existing communities (mean of 8.36)
 - safeguard clean air (mean of 8.28)
 - preserve open space (mean of 7.98)
 - neighborhoods designed for walking/bicycling/healthy lifestyle (mean of 7.97)
 - continue traditional predominance of single-family homes (mean of 7.65)
 - more mixed-use development (mean of 7.45)
 - reduce effects of climate change (mean of 7.14)
 - more multi-family housing (mean of 6.89).

• The full report contains an analysis of these community values by ethnicity, gender, residential location, work status, age, and primary language at home.

Transportation Funding Priorities

- As with the community values ratings, 4 transportation funding priorities are rated at 8 or above (scale: 1—not at all important--to-10 very important). Repairing potholes, making roads and intersections safer, reducing traffic congestion, and maintaining/increasing pedestrian sidewalks and walkways were very important funding priorities. Three of the funding priorities, however, are relatively low-rated at under 7 (more bike lanes, more shared transportation, more electric vehicle charging stations).
- From highest to lowest, respondents rated transportation funding priorities as follows:
 - repair potholes/maintain streets (mean of 9.39)
 - make roads and intersections safer (mean of 8.97)
 - reduce traffic congestion (mean of 8.42).
 - maintain/increase pedestrian sidewalks and walkways (mean of 8.39)
 - improve local bus service (mean of 7.51)
 - new hiking/biking trails outside of developed areas (mean of 7.40)
 - more bike lanes and paths in developed areas (mean of 6.78)
 - more shared transportation (mean 6.58)
 - more electric vehicle charging stations (mean of 5.57).
- The full report contains an analysis of these transportation funding priorities by ethnicity, gender, residential location, work status, age, and primary language at home.

Rea & Parker Research July 2024

Fresno Council of Governments

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 2024, 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 for the Fresno County community. Along

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with these value and spending priority questions, the survey was planned to include population

demographics and certain 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.

In 2020, Rea & Parker Research successfully conducted a similar survey on behalf of the Fresno Council

of Governments Regional Transportation Plan utilizing the same methodology that was utilized in this

current 2024 survey. For questions that are carried forward from the 2020 survey, the 2024 final report

includes comparisons between the two years, where applicable.

The majority of the respondents in this survey were obtained by a random digit dialing telephone survey.

Specifically, the telephone survey is comprised of 604 completed surveys. 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.

Rea & Parker Research also supplemented the telephone sample with 433 respondents to an online survey

that helped to obtain responses from respondents who have proven to be less inclined to respond by

telephone such that, when added to the telephone sample, the total sample is 1037--925 surveys

conducted in English (89 percent) and 112 conducted in Spanish (11 percent). This sample size represents

a margin of error of +/- 3.04 percent at the 95 percent confidence level. The survey questionnaire

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(telephone version) 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.	Create neighborhoods designed to be more walkable and for more bicycling in order to promote a healthier lifestyle										
b.	There should be more multi-family housing made available										
C.	Continue traditional development of communities that are predominantly single-family homes										
d.	Provide more mixed-use neighborhoods with residential, shopping, and dining options that are close to 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 and communities										

	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.	Build more electric vehicle charging stations										
e.	Improve local bus service (Fresno Area Express, Fresno										
	County Rural Transit, and Clovis Transit)										
f.	Support more shared mode transportation options (for										
	example, carpools, vanpools, or on demand services like										
	Uber)										
g.	Build and maintain pedestrian sidewalks and pedestrian										
	walkways										
h.	Provide new hiking and biking trails outside of										
	developed areas										
i.	Increase the number of bike lanes and bike paths in										
	developed areas										

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. 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.

The sampling plan for the online survey was as follows:

• E-mails were sent to Fresno County resident households. The distribution of these emails was

representative of the population distribution in the County.

• The email briefly explained the purpose of the communication – 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 e-mail and

there was a deadline for their completion of the survey.

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 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.

When the respondent clicked "submit" or completed the telephone survey, the completed survey was

transmitted to Rea & Parker's secure and confidential server administered by Competitive Edge Research

& Communication, based in San Diego and El Paso, Texas.

The online and telephone surveys were completed during the period from June 14, 2024-to-June 25, 2024.

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 7.2 minutes to complete, and the telephone survey required 10.2 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

(Fresno, Clovis or the balance of Fresno County), Education and Age in order to reflect the actual

demographics of Fresno County. Zip codes were grouped into sub-areas of the County and were carefully

managed during data gathering to achieve a representative distribution. 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 balance of

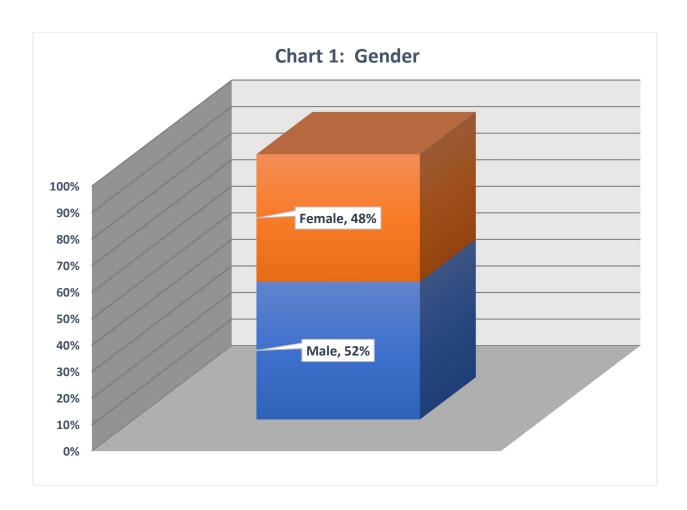
this report will present and discuss the weighted findings for demographics, travel characteristics,

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community values and transportation funding priorities. The Appendix to this report contains the full weighted frequency distributions for the data that are summarized in the balance of this report.

Demographic Statistics/Respondent Characteristics

Charts 1 to 7 present the demographic characteristics of the survey respondents. These characteristics are shown for the combined telephone and online samples. **Chart 1** shows that males (52 percent) and females (48 percent) are well balanced in the survey.



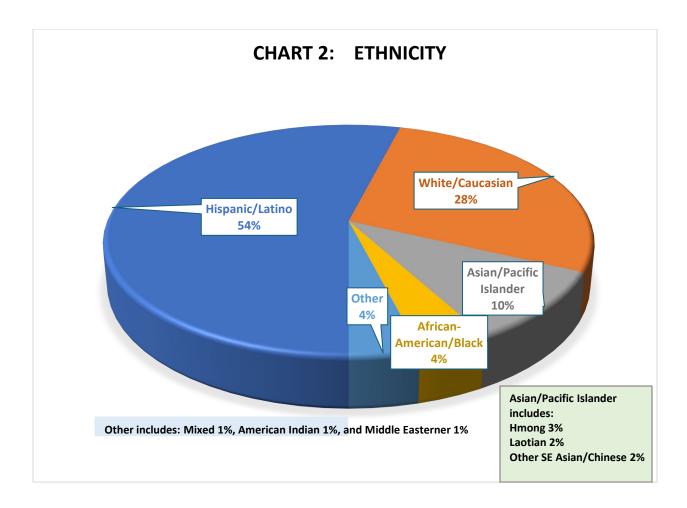
The respondents are largely Hispanic/Latino (54 percent) and White/Caucasian (28 percent). The remaining sample population is represented by Asian/Pacific Islanders (10 percent—predominantly

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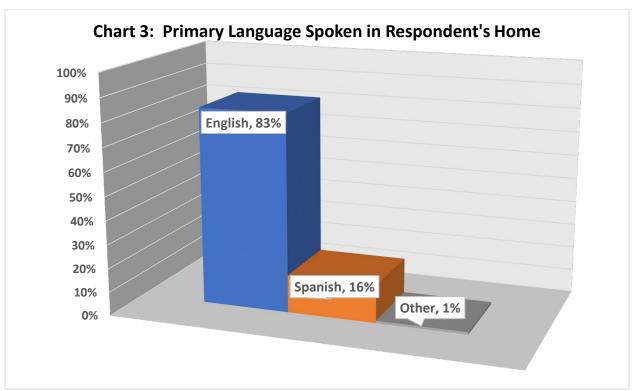
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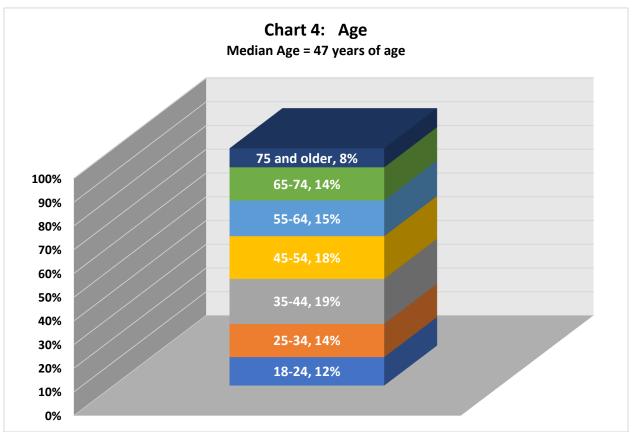
Southeast Asian and Chinese), African Americans (4 percent), and people of mixed and other ethnicities (4 percent) (Chart 2).

Chart 3 indicates that English is the dominant language spoken in the home of the respondents (over four-fifths – 83 percent). Spanish is spoken in the home by 16 percent of the sample population.



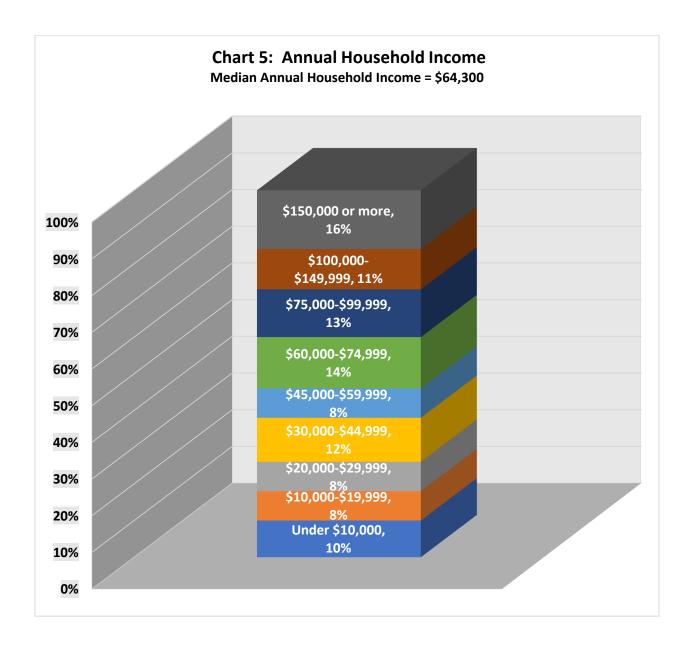
The age distribution of the sample respondents is depicted in **Chart 4.** The median age of the combined sample is 47. Just over three fifths (63 percent) are between the ages of 18 and 54, while 37 percent are 55 years of age and over.





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Chart 5 shows the annual household income distribution of the sample population. The median income for the sample is \$64,300. Over one-half of the respondents (54 percent) earn an annual household income of \$60,000 and over while 46 percent earn an annual income of less than \$60,000.



The educational attainment of the sample respondents is presented in **Chart 6**. It is notable that nearly one-third (31 percent) of the respondents have earned a college degree while 12 percent of these college graduates have also earned graduate degrees. Over two-fifths (43 percent) of these sample respondents are high school graduates. Less than one-tenth (9 percent) have less than an 8th grade education.

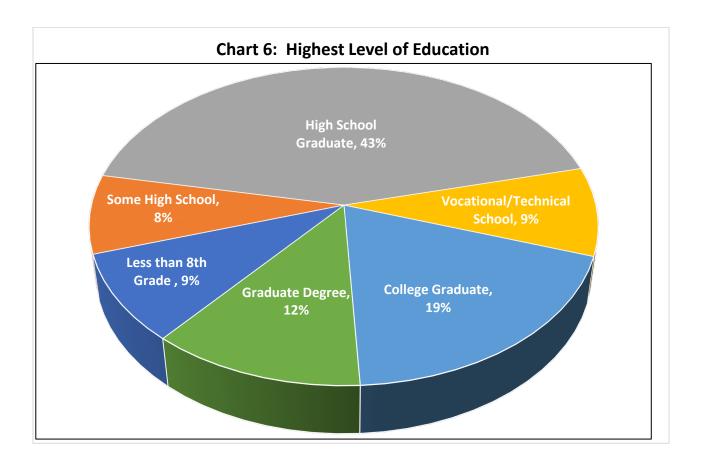
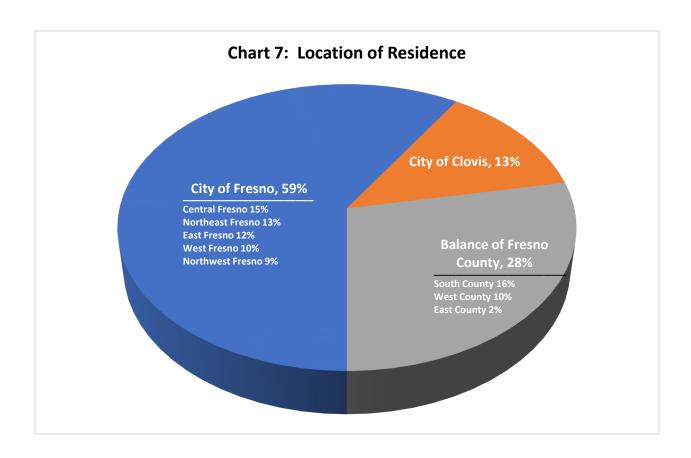


Chart 7 demonstrates how the sample population is distributed by location within Fresno County. The respondents dominantly reside in the City of Fresno (59 percent), mostly in the Central and Eastern portions of the City (40 percent of the 50 percent). The City of Clovis accounts for 13 percent of the sample population and over one quarter (28 percent) of the respondents reside in the remainder of Fresno County, south (16 percent) and west (10 percent) of the City of Fresno. The Zip Codes that had the highest representation in the survey were as follows: 93727 (87 respondents), 93722 (75 respondents), 93703 (54 respondents), 93702 (53 respondents), and 93619 (53 respondents). The full list of zip codes is contained in the Frequency Distribution contained in the Appendix.



Work Status, Mode of Travel, and Travel Time

Chart 8 shows the work status of the current sample respondents with comparisons to the work status of sample respondents from the 2020 Public Opinion Survey. The dominant work status category in both surveys is "employed full time by someone else – not self-employed" (41 percent in 2024 and 30 percent in 2020—representative of the economic bounce-back since the end of COVID that was in full force at the time of the 2020 survey). Only 5 percent of respondents in the 2024 survey reported that they are unemployed. It is noteworthy that 13 percent of the 21 percent who indicated that they were unemployed in 2020 had been employed prior to the COVID pandemic. Nearly one-fifth (19 percent) of the sample respondents in the current survey are retired. Similarly, in 2020, 15 percent of the respondents reported that they were retired.

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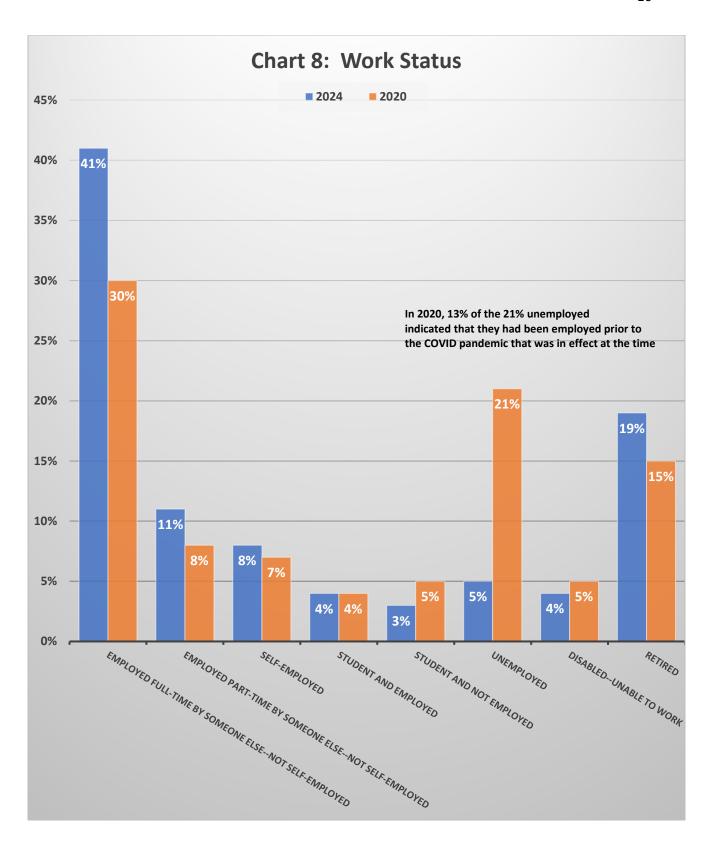
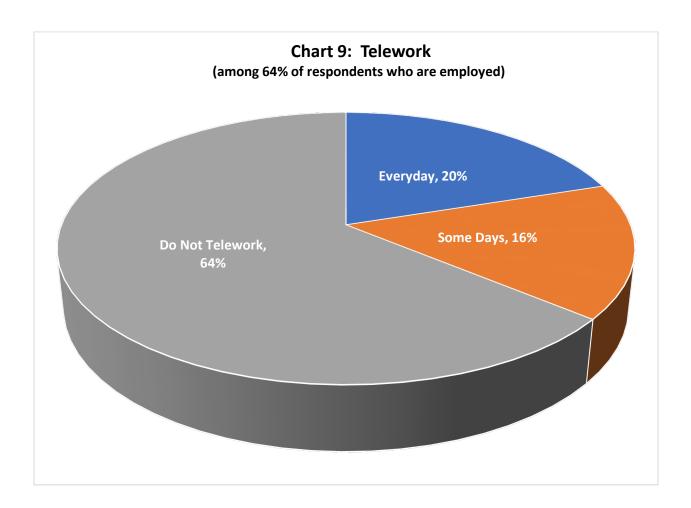


Chart 9 reports that among 64 percent of respondents who are employed, well over three-fifths (64 percent) do not telework. It is notable, however, that one-fifth (20 percent) telework every day. And that 16 percent telework on some days.



Among the 53 percent of respondents who commute to work or school, well over four-fifths (85 percent) drive alone in their own car. This finding is quite similar to the 2020 survey where 80 percent reported that they drive alone in their car when they commute to work or school. There is some minimal use of carpooling for this commute (6 percent in the current survey and 8 percent in the 2020 survey) Another small portion of respondents use the public bus (3 percent in 2024 and 4 percent in 2020). (Chart 10).

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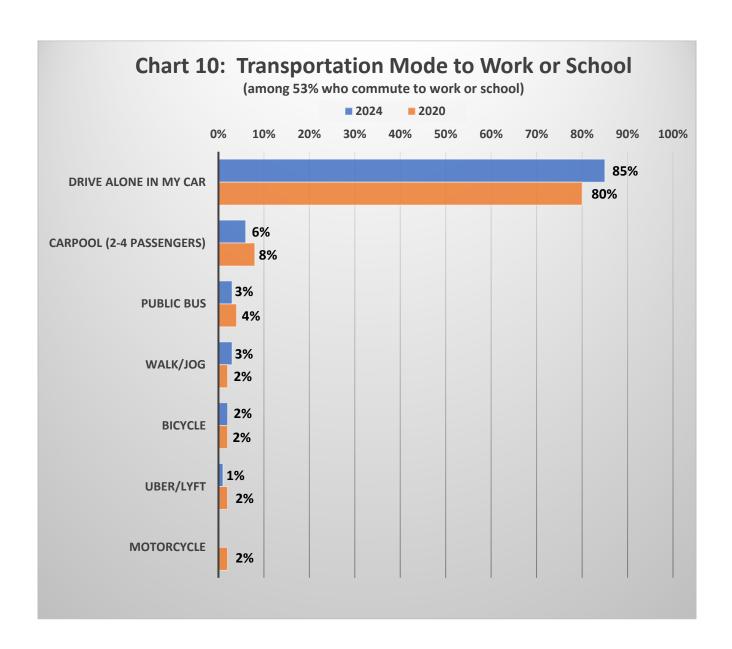


Chart 11 depicts the travel time it takes for respondents to get to either work or school. Among the 53 percent of respondents who actually commute to either work or school, well over two-fifths (44 percent) travel less than 15 minutes and another 36 percent travel 15 minutes but less than 30 minutes to work or school. While the time intervals were somewhat different in the 2020 survey, it is apparent that travel

times to work or school in both the 2020 and 2024 surveys were very consistent. For example, in 2024, 80 percent travel less than 30 minutes to work, whereas that percentage in 2020 was 81 percent.

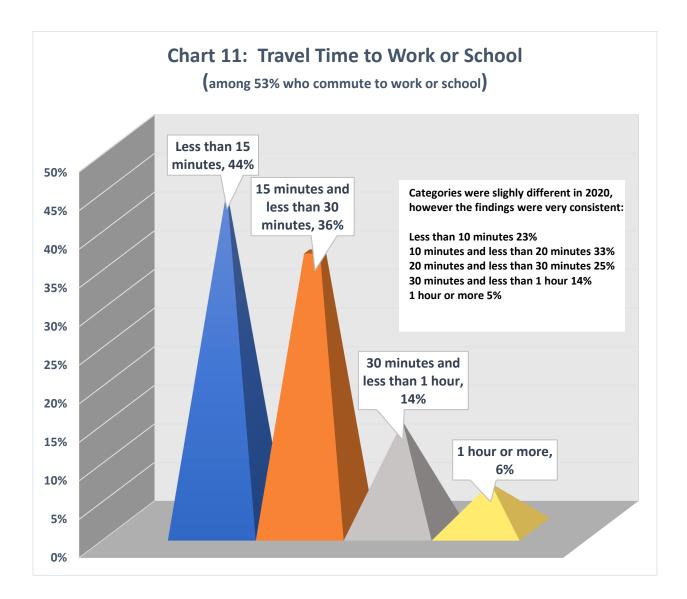
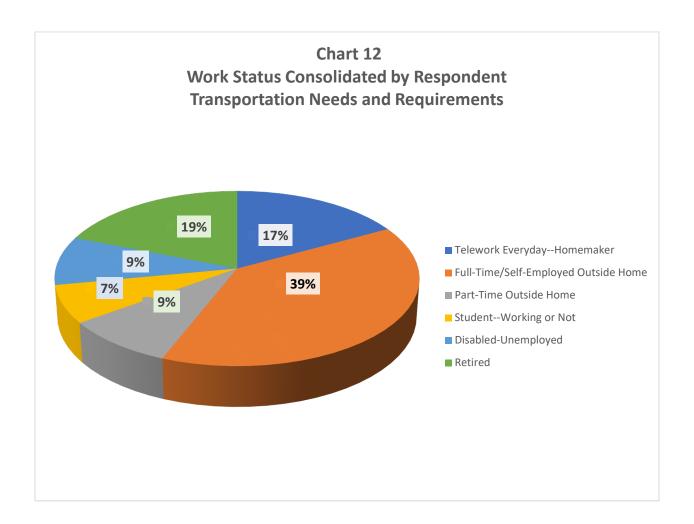


Chart 12 presents a reorganization of the work status of the sample respondents. This reorganization is intended to emphasize that the various work requirements may necessitate specific transportation requirements and needs. For example, those who telework every day along with homemakers (17 percent of the population) can reasonably be expected to have different transportation needs, values, and funding priorities from those respondents who are working full time (39 percent), part-time (9 percent), or are students (7 percent) who commute outside the home at least on some days.



Transportation modes used to frequent non-work/non-school destinations are depicted in **Chart 13.** The dominant finding is that nearly three-fourths (74 percent) of the sample respondents drive alone in their car to reach these destinations. Similarly, in the 2020 survey, nearly 7 in 10 respondents (69 percent) drove alone in their car to reach non-work/non-school destinations. The second most utilized mode of travel for non-work/non-school destinations is carpooling (18 percent in the current survey and 14 percent in the 2020 survey).

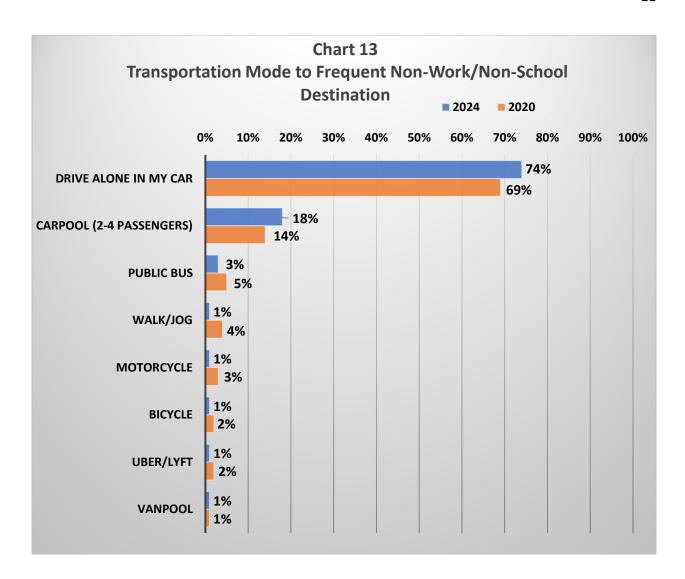
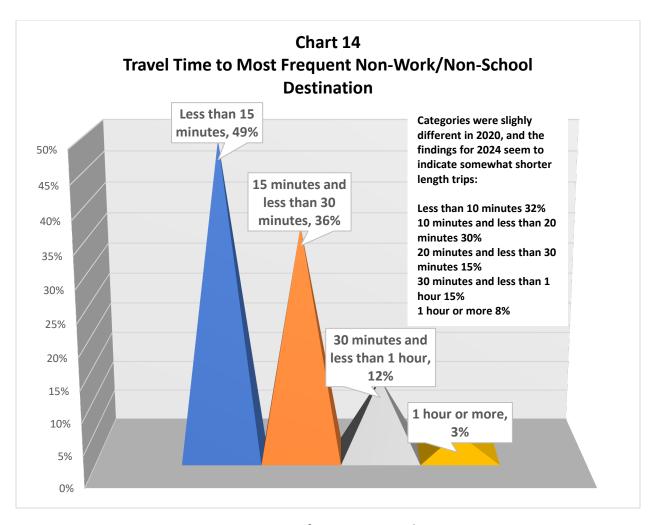


Chart 14 shows the travel time, reported by respondents, to the most frequented non-work/non-school destinations. Nearly one-half (49 percent) reach their destination in less than 15 minutes while another 36 percent travel from 15 minutes to less than 30 minutes to their most frequented non-work/non-school destinations. Although the time intervals were slightly different in the 2020 survey, the findings do seem to indicate somewhat shorter trip time frames in 2024 than were the case in 2020 (15 percent more than 30 minutes in 2024 vs. 23 percent in 2020).



Importance of 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 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. The overall mean rating of all the means aggregated is almost 8 out of 10 (7.89 to be precise).

Chart 15 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. The corresponding ratings from the results of the 2020 survey are also shown in **Chart 15**. In **Chart 16**, the

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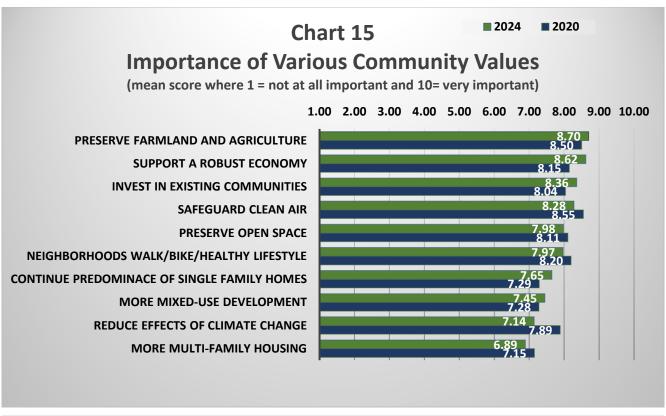
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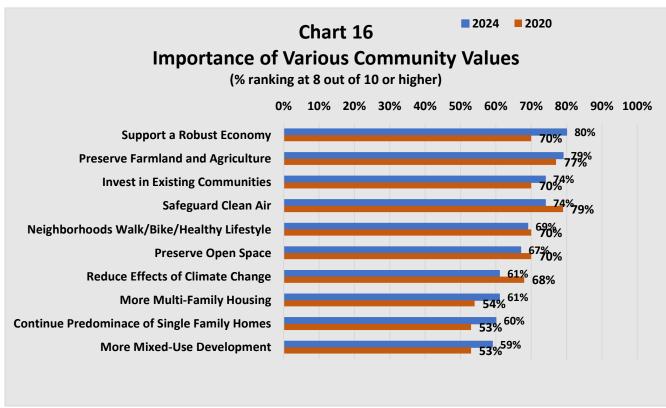
percentage of respondents who rated each community value as 8, 9, or 10 (above the overall mean) is provided in descending order. Similarly, the corresponding percentage for these community values from the 2020 survey are also shown. Full frequency distributions are contained in the Appendix.

Two values in the current survey stand out as very highly rated: 1) preserving farmland and agriculture (mean of 8.70) and 2) support a robust economy (mean of 8.62) (**Chart 15**). It is also shown in **Chart 16** that these respondents provide ratings that are above 8 -- preserving farmland and agriculture (79 percent) and supporting a robust economy (80 percent). In the 2020 survey, preserving farmland and agricultural was also reported to be a high priority (mean of 8.50) (**Chart 15**). A substantial percentage of respondents rated this community value above 8 (77 percent) (**Chart 16**).

A next highest group of 4 values in the 2024 survey are grouped relatively close together: 3) Investing in existing communities (mean of 8.36), 4) Safeguard Clean Air (mean of 8.28), 5) Preserve Open Space (mean of 7.98), and 6) Neighborhoods Designed for Walking/Bicycling/Healthy Lifestyle (mean of 7.97) (**Chart 15**). Fairly high percentages of respondents also rated these four community values as 8 or above (74 percent -- Investing in Existing Neighborhoods and Safeguarding Clean Air; 69 percent (Neighborhoods Designed for Walking/Bicycling/Healthy Lifestyle), and 67 percent (Preserving Open Space) (**Chart 16**).

The following two community values are rated lower than the others: 9) Reduce Effects of Climate Change (mean of 7.14), and 10) More Multi-Family Housing (mean of 6.89), both of which are rated lower than they were in 2020. Still, despite being rated lower than the other community values, just over three-fifths (61 percent) of the sample respondents rated both of these Values as 8, 9, or 10 (**Chart 16**). In the 2020 survey, More Multi-family Housing (mean of 7.15) also had a rather low rating (**Chart 15**). Only 54 percent of respondents, at that time, rated this community value at 8 or above. (**Chart 16**).

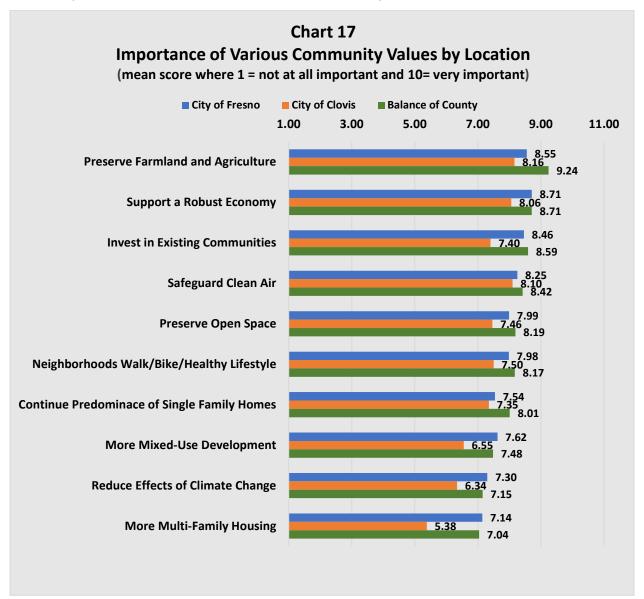




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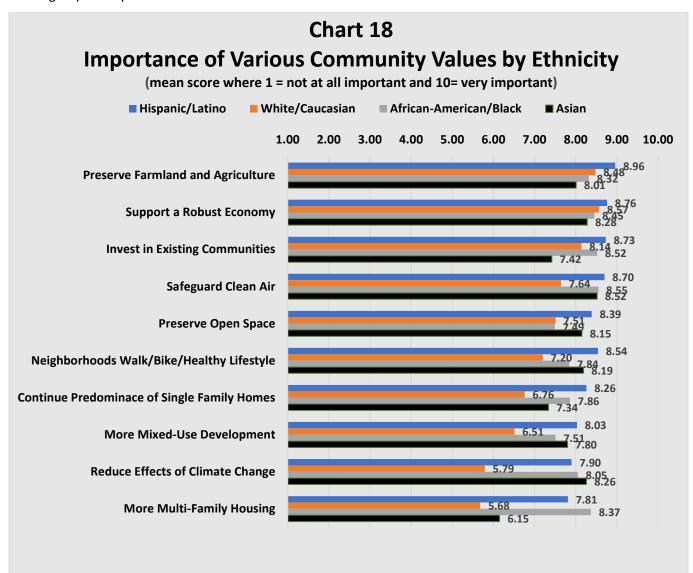
Importance of Community Values by Various Selected Subgroups

Chart 17 demonstrates the importance of various community values according to the residential location of the respondent within Fresno County. The sample residents, who reside in the non-urbanized sections of Fresno County, are, not surprisingly, particularly interested in preserving farmland and agriculture (mean of 9.24). However, these residents have a distinctly low level of interest in more multi-family housing (mean of 7.04). Respondents in the City of Clovis rate each of the community values at a lower level of importance relative to the other sections of the County.



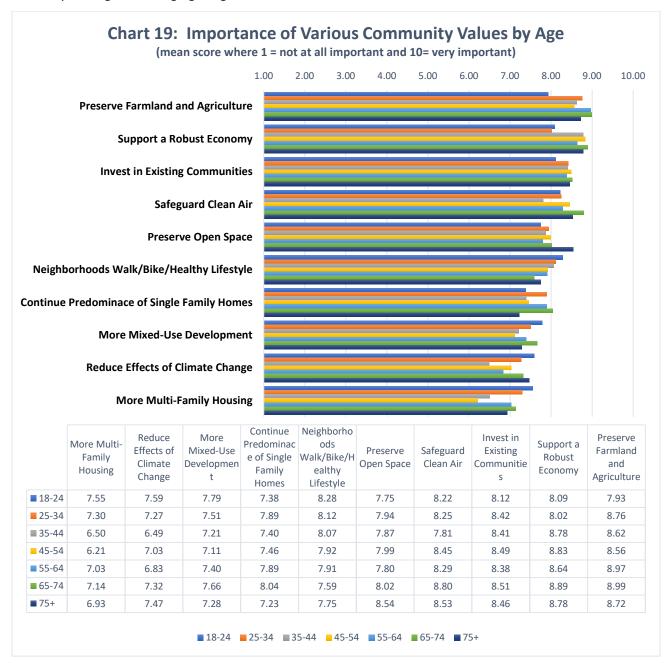
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Chart 18 shows the importance of various community values according to ethnicity. A dominant finding is that the Hispanic/Latino respondents hold all of the community values in higher regard than other ethnic groups. However, this ethnic group is particularly in favor of preserving farmland and agriculture (mean of 8.96), supporting a robust economy (mean of 8.76), investing in existing communities (mean of 8.73), and safeguarding clean air (mean of 8.70). Whites/Caucasians and Asians do not rate more multi-family housing as very important (Whites—mean of 5.68 and Asians -- mean of 6.15. On the other hand, African American/Blacks (mean of 8.37) and Hispanics/Latinos (mean of 7.81) indicate that more multi-family housing is quite important to them.



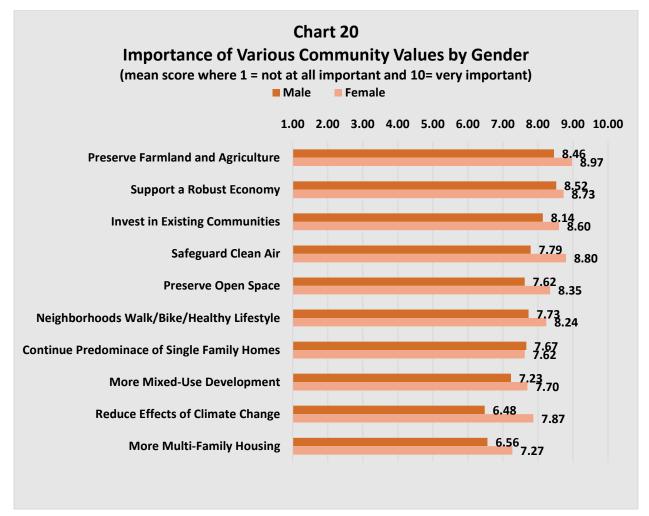
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The relative importance of various community values according to the **age of the respondent** is presented in **Chart 19**. Respondents ranging in age from 25 to over 75 rate the preservation of farmland and agriculture as particularly important. The means range from 8.72 (over 75) to 8.99 (65 to 74). Across age brackets, there is not much interest in more multi-family housing. This is particularly noticeable in the middle age groups--35-44 (mean = 6.50) and 45-54 (mean = 6.21). There is strong support for a robust economy among those ranging in age from 35 to over 75.



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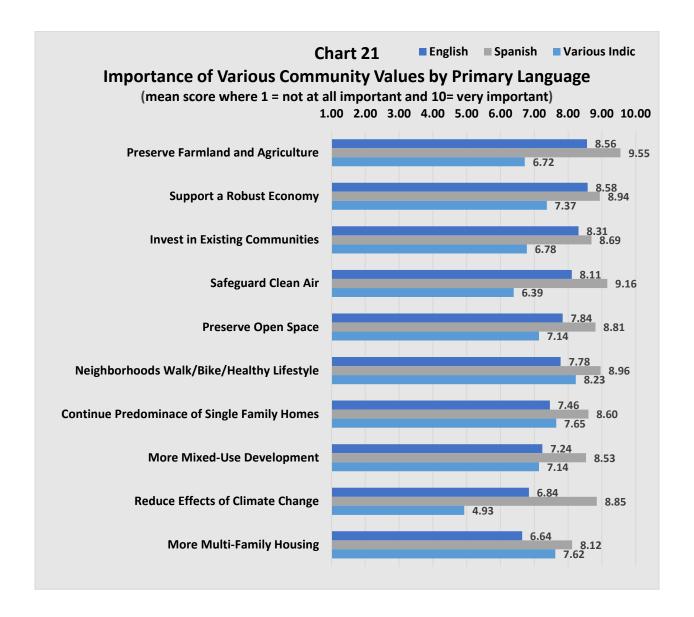
Chart 20 portrays the importance of various community values according to the gender of the respondent. The basic finding is that female respondents tend to rate each of the community values higher in importance than do males. The only exception is the value associated with continuing traditional predominance of single-family homes where males report a slightly higher rating. Females are particularly more concerned than males regarding reducing the effects of climate change (females: mean of 7.87 versus males: mean of 6.48). Another disparity in this regard centers on safeguarding clean air (females: mean of 8.80 versus males: mean of 7.79).



Respondents, whose **primary language** is Spanish, rate each of the community values higher than those whose primary language is either English or various Indic languages (**Chart 21**). This is consistent with the earlier finding that Hispanic/Latino residents rate these values highest among the ethnic groups. One example of this finding, among many, is Reducing the Effects of Climate Change (Spanish: mean of 8.85 versus English: mean of 6.84 and Indic languages: mean of 4.93). English speaking households are highest

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and closest to Spanish households regarding Support a Robust Economy (mean = 8.58) and Invest in Existing Communities (8.31). Indic language households rank Neighborhoods Designed for Walking. Biking and a Healthy Lifestyle (8.23) and Continued Predominance of Single-Family Homes (mean = 7.65) as their highest values.



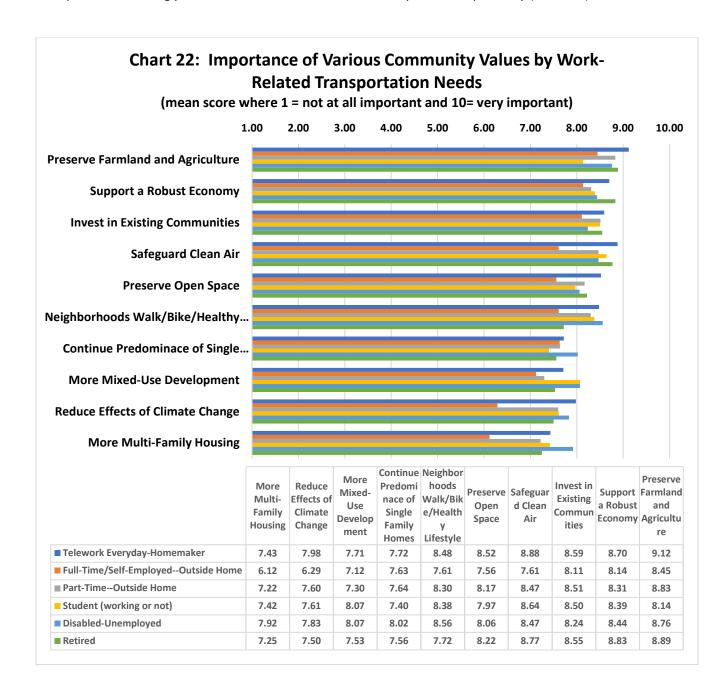
One last sub-group analysis of interest is how transportation-related work status, as depicted in **Chart 12**, affects the ranking of community values. **Chart 22** provides that information showing that students (working or not) have reasonably strong support for Safeguarding Clean Air (mean of 8.64) and Investing in Existing Communities (mean of 8.50). Respondents who are disabled/unemployed rate the Preservation of Farmland and Agriculture quite high (mean of 8.76). These respondents also rate Neighborhoods Designed for Walking/Bicycling/Healthy Lifestyle highly (mean of 8.56). Full time /self-employed respondents, who work outside the home, rank every community value lower than other work-related transportation groups, with two exceptions: Students are lower for Preserve Farmland and Agriculture (mean = 8.14 versus those working outside the home—mean = 8.45) and are also lower for Continued Predominance of Single-Family Homes (mean = 7.40 versus 7.63 for those who work outside the home). Workers outside the home are especially low in their importance rankings for Reducing the Effects of Climate Change (mean of 6.29) and More Multi-Family Housing (mean of 6.12).

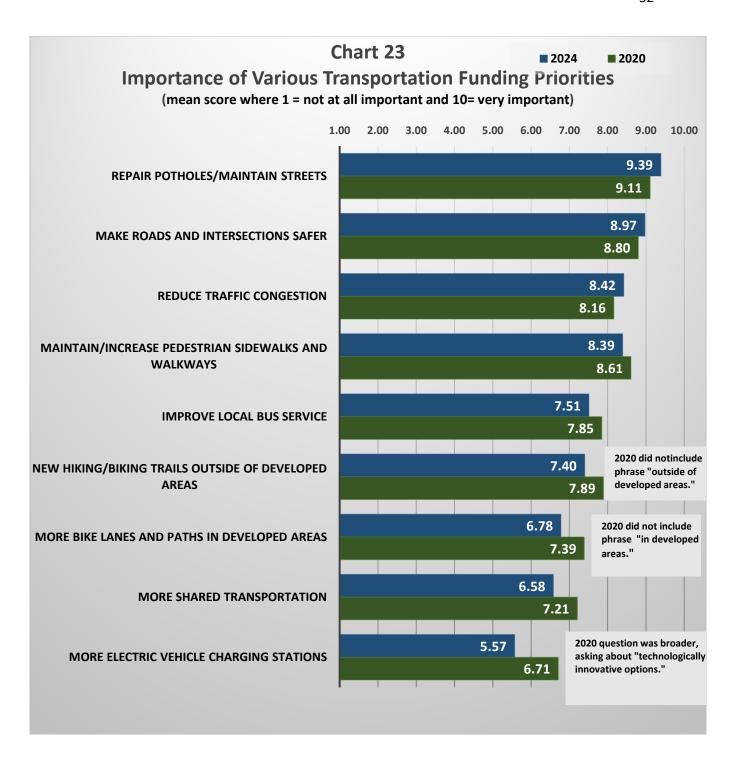
Transportation Funding Priorities

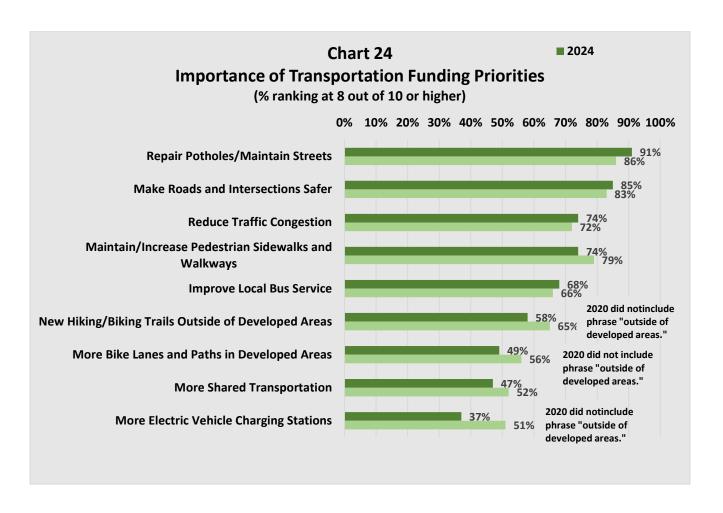
Chart 23 shows the ratings of transportation funding priorities according to how respondents rated their relative importance. Mean ratings are presented in descending order from the highest mean rating to the lowest. The corresponding ratings from the results of the 2020 survey are also shown in Chart 23. The overall mean rating of all the means aggregated is almost 7 out of 10 (6.90). In Chart 24, the percentage of respondents who rated each transportation priority as 8, 9, or 10 is provided in descending order. Similarly, the corresponding percentage for these transportation priorities from the 2020 survey are also shown. Full frequency distributions with ratings from 1-to-10 are included in the Appendix.

The two highest rated transportation priorities are as follows: 1) Repair Potholes/Maintain Streets (mean of 9.39) and 2) make roads and intersections safer (mean of 8.97) (**Chart 23**). These high ratings are supported by the high percentage of respondents that rated each transportation priority as 8, 9, or 10 – 91 percent for Repair Potholes/Maintaining Streets and 85 percent for Making Roads and Intersections Safer. (**Chart 22**). In the 2020 survey, the same two transportation priorities were accorded the highest ratings, albeit lower -- Repair Potholes/Maintain Streets (mean of 9.11) and Make Roads and Intersections

Safer (mean of 8.80) (**Chart 23**). Also, in 2020, the percentage of respondents who rated these two transportation funding priorities as 8, 9, or 10 were 86 and 83 percent respectively (**Chart 24**).







Two transportation funding priorities are also highly rated: 3) Reduce Traffic Congestion (mean of 8.42—higher than 2020's mean of 8.16), 4) Maintain/Increase Pedestrian Sidewalks and Walkways (mean of 8.39—lower than the 2020 mean of 8.61) (**Chart 23**). These ratings are consistent with the percentage of respondents that rated each transportation priority as 8, 9, or 10 – 74 percent for both Reducing Traffic Congestion and for Maintaining Pedestrian Sidewalks and Walkways (**Chart 24**).

There are 3 transportation funding priorities that are below average in the ratings: More Bike Lanes and Paths in Developed Areas (mean of 6.78), More Shared Transportation (mean of 6.58), and More Electric Vehicle Charging Stations (mean of 5.57) (**Chart 23**). These low ratings are consistent with the percentage of respondents that rated each transportation priority as 8, 9, or 10 – 49 percent for More Bike Lanes and Paths in Developed Area, 45 percent for More Shared Transportation, and 35 percent for More Electric Vehicle Charging Stations (**Chart 24**). Eash of these funding priorities is rated noticeably lower than it was

in 2020¹. The other two priorities—Improve Local Bus Service and New Hiking/Biking Trails have also experienced declines in importance since 2020.

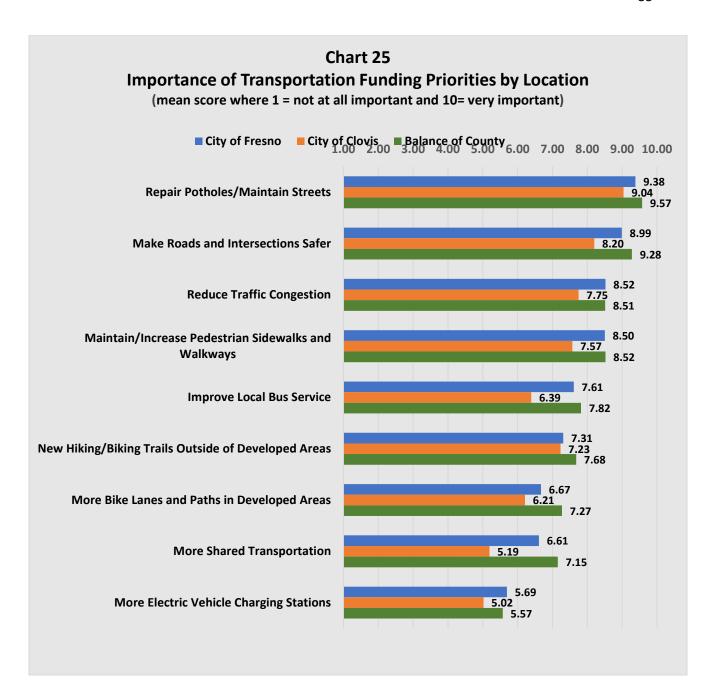
Importance of Transportation Funding Priorities by Selected Subgroups

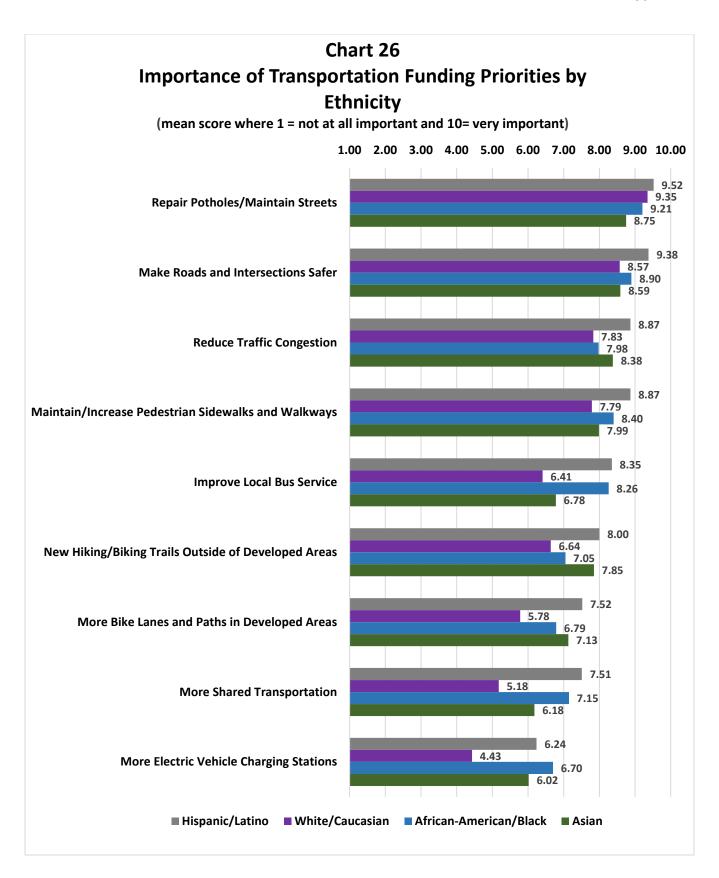
Chart 25 presents the importance of various transportation funding priorities according to the location of the sample respondents within Fresno County. Several of the transportation funding priorities are quite important for both the residents of the City of Fresno as well as those who live in the non-urbanized portion of Fresno County. For example, regarding the repair of potholes /maintaining streets, the mean for the City of Fresno is 9.38 and the mean for the non-urbanized portion of the County is 9.57. Similarly, improving local bus service is important for the non-urbanized area (mean of 7.82) as well as for the City of Fresno (mean of 7.61). City of Clovis respondents indicate less importance than the City of Fresno or balance of Fresno County respondents. It is also noteworthy that the transportation priority of more electric vehicle charging stations is not particularly important for any of the locations in Fresno County.

Chart 26 demonstrates how various ethnic groups rate the importance of selected transportation funding priorities. It is notable that the four population groups in this study identity the repair of potholes and maintaining streets as an important priority (means range from 8.75 to 9.52). Hispanic/Latinos and African Americans agree on the importance of making roads and intersections safer – Latinos (9.38); African Americans (8.90), Maintaining/increasing pedestrian sidewalks and walkways – Latinos (8.87); African Americans (8.40), Improving local bus service – Latinos (8.35); African Americans (8.26), and facilitating more shared transportation – Latinos (7.51); African Americans (7.15). White respondents generally demonstrate the lowest ratings among the ethnic groups.

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 $^{^{\}rm 1}$ Note the wording differences between 2020 and 2024 in Chart 23 text boxes



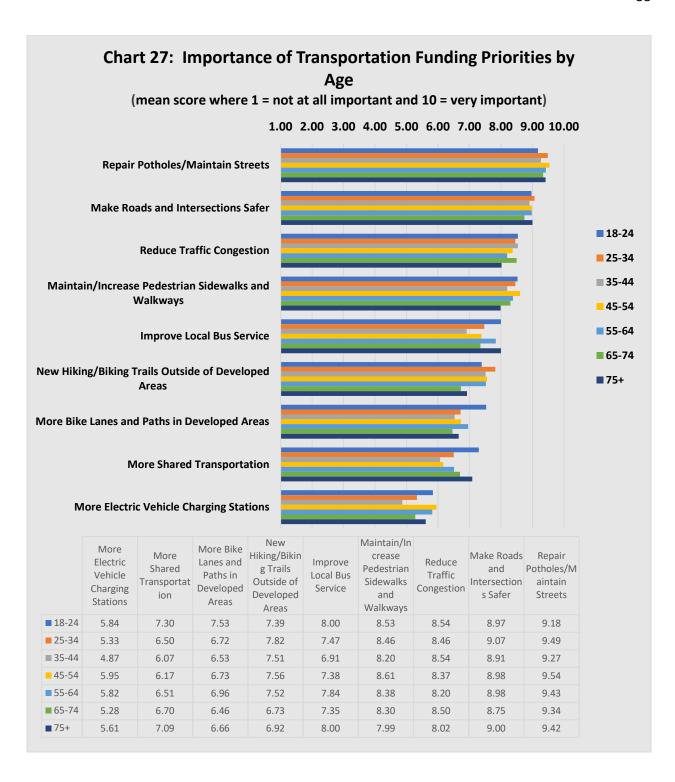


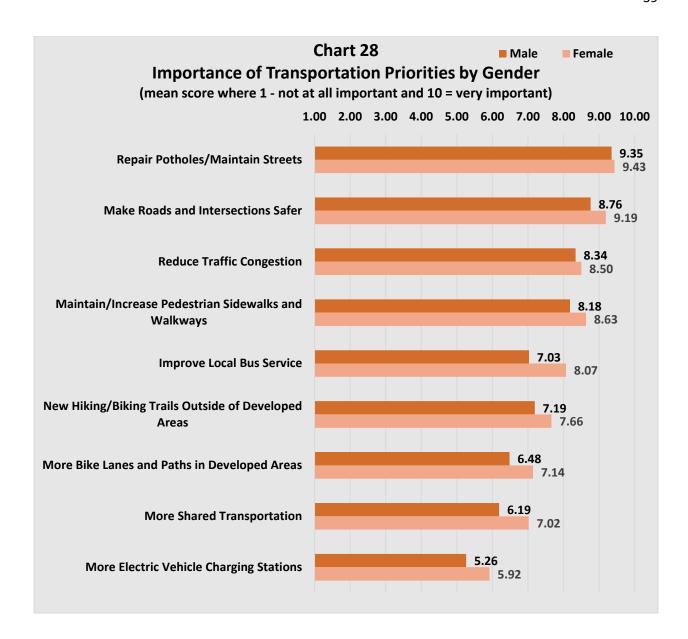
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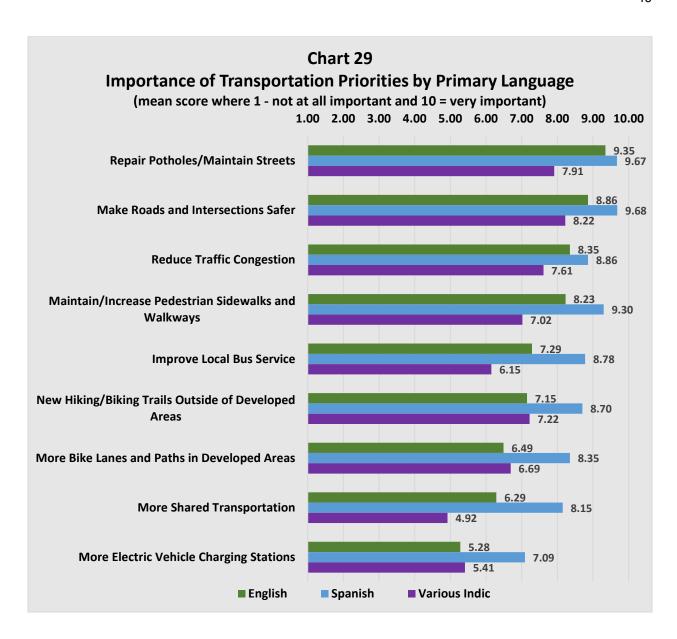
The relative importance of transportation funding priorities is analyzed by age in Chart 27. The most notable finding is that repairing potholes/maintaining streets is regarded as important for every age group (means range from 18-24 (9.18) to 45-54 (9.54). On the other side of the spectrum, the funding priority associated with more electric vehicle charging stations is not regarded as particularly important by any of the age groups (means range from 35-44 (4.87) to 45-54 (5.95). Younger respondents under age 25 rate More Bike Lanes and Paths considerably higher than do other age groups (mean = 7.53) and are joined by age 75 and older respondents in rating Improve Bus Service (mean = 8.0 for both age groups). More Shared Transportation is found to be moderately important for respondents who are 18-24 (mean of 7.30) as well as respondents in the 75 and older age bracket (mean of 7.09).

Chart 28 shows the importance of various transportation funding priorities according to the **gender** of the respondent. Similar to the situation with Community Values, it is clear that female respondents rate each of the transportation priorities higher in importance than do males. There are two situations where male and female respondents are very closely aligned. These two transportation priorities are as follows: Repair Potholes/Maintain Streets (females – mean of 9.43 and males – mean of 9.35) and Reduce Traffic Congestion (females – mean of 8.50 and males – mean of 8.34).

It is clearly shown in **Chart 29** that respondents, whose primary language is Spanish, rate each of the transportation funding priorities higher than those whose primary language is either English or various Indic languages. This is especially true for the less highly rated funding priorities, where Spanish language in the home respondents demonstrate much higher importance for Maintain/Increase Pedestrian Sidewalks (mean = 9.30), Improve Local Bus Service (mean -8.78), New Hiking/Biking Trails (mean = 8.70), More Bike Lans and Paths (mean = 8.35), More Shared Transportation (mean = 8.15), and More Electric Vehicle Charging Stations (mean = 7.09). It is notable that Spanish speakers and English speakers rate the repair of Potholes/Maintaining Streets very closely (Spanish - mean of 9.67; English - mean of 9.35); whereas this appears to be quite a bit less important to Indic language speakers (mean = 7.91).

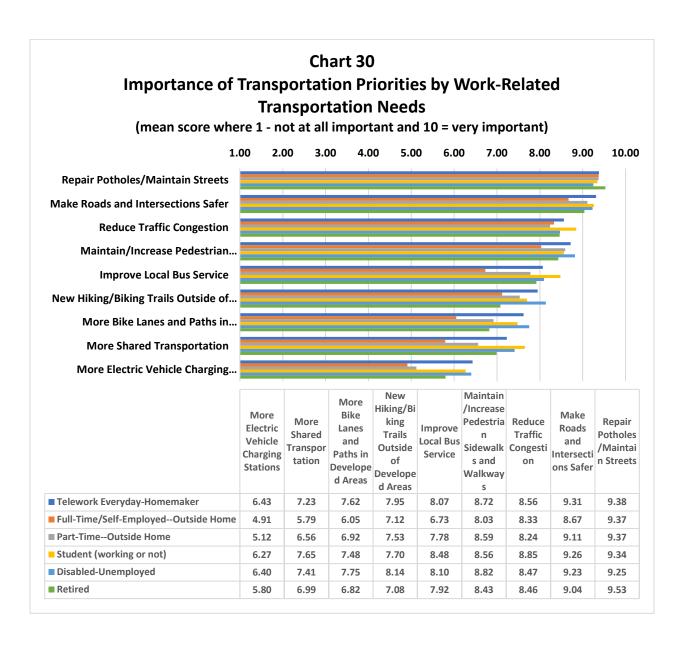






The dominant finding in **Chart 30** is that all work-related subgroups ascribe high ratings to the funding priorities of repairing potholes/maintaining streets especially for Retirees (mean = 9.53), with all other groups bunched between means of 9.25 and 9.38). Making Roads and Intersections Safer is also highly rated (all means over 9.04 with the exception of Full Time/Self-Employed respondents who work outside the home. These Full time/Self-employed respondents rate every funding priority lower than other work-related groups, especially for More Electric Vehicle Charging Stations (mean of 4.91), More Shared Transportation (5.79), and More Bike Lanes and Paths in Developed Areas (mean of 6.05). Students rate reducing traffic congestion quite highly (mean of 8.85).

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APPENDIX

Survey Questionnaire

Frequency Distributions

FRESNO COG SURVEY

Hello, my name is I'm calling from conducting a survey on behalf of the Fresno Council of Governments. The data from the survey will inform the Regional Transportation Plan that looks 25 year future. The Plan will guide how and where transportation dollars will be indentifying County residents' present and future transportation and land use pand needs.	ars into the nvested by
This interview will take approximately 10 minutes. Your responses are confidential, and all results will be compiled in summarized form only.	completely
Could you take a few minutes right now to help us out with your opinions?	
IF TOLD "NO 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 iscalling 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.

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GENDER: BY OBSERVATION (PHONE)—ASK ONLINE

1.	Male
2.	Female
3.	Non-Binary
4.	Other

5. Decline to State

6. Cannot Determine (PHONE ONLY)

COUNTY:

Could you please tell me if you are a resident of Fresno County?

1.	YES, I live in the City of Fresno
2.	YES, I live in the City of Clovis
3.	YES, I live elsewhere in Fresno County
4.	NO, I do not live in Fresno County (TERMINITE INTERVIEW)

ZIP CODE: Please tell me your residential zip code _____

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 Rotate	10	9	8	7	6	5	4	3	2	1	0= DK Do Not Read
k. Create neighborhoods designed to be more walkable and for more bicycling in order to promote a healthier lifestyle											
1. There should be more multi-family housing made available											
m. Continue traditional development of communities that are predominantly single-family homes											
n. Provide more mixed-use neighborhoods with residential, shopping, and dining options that are close to 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 and communities											

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Rea & Parker Research

Q2a-i. We would now like to ask you to tell us how important is to provide public <u>funding</u> 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 Rotate	10	9	8	7	6	5	4	3	2	1	0= DK Do Not Read
j. Repair potholes and maintain streets and roads											
k. Reduce traffic congestion and traffic delays											
Make roads and intersections safer											
m. Build more electric vehicle charging stations											
n. Improve local bus service (Fresno Area Express, Fresno County Rural Transit, and Clovis Transit)											
o. Support more shared mode transportation options (for example, carpools, vanpools, or on demand services like Uber)											
p. Build and maintain pedestrian sidewalks and pedestrian walkways											
q. Provide new hiking and biking trails outside of developed areas											
r. Increase the number of bike lanes and bike paths in developed areas											

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

1.	employed full-time by someone else—not self-e	employedGO TO Q4
2.	employed part-time by someone elseGO TO	Q4
3.	self-employedGO TO Q4	
4.	a student and am employedGO TO Q4	
5.	a student and not employedGO TO Q5	
6.	a homemaker—GO TO Q7	
7.	retired—GO TO Q7	
8.	disabled and unable to work—GO TO Q7	
9.	unemployed—GO TO Q7	
10.	other	
	Q3b. please specify	_GO TO Q7
11.	DK/REFUSED—DO NOT READ—GO TO Q7	

Q4. Do you TELEWOR	K?
1 2 3 4	Every workdayGO TO Q7 Some workdays I do not TELEWORK DK/NA/REF DO NOT READ
Q5a-b. What is your prin mention your commute r	nary transportation you use when you commute to work or school? Again, stop me when nethod.
1 2 3 4 5 6 7 8 9	Drive alone in my carMotorcycleUber or LyftCarpool (2-4 others in car)Vanpool (5 or more people in a van)Public busBicycleWalk or JogOtherOtherOtherDK/REFUSED—DO NOT READ
1. 1 2. N 3. M	5 minutes or less Nore than 15 minutes up to 30 minutes ore than 30 minutes up to 1 hour ore than 1 hour DK/REFUSEDO NOT READ

GO TO ETHNICITY

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1Drive alone in my car
2Motorcycle
3Uber or Lyft
4Carpool (2-4 others in car)
5Vanpool (5 or more people in a van)
6Public bus
7Bicycle
8Walk or Jog
9Other
Q7b.other please specify
10DK/REFUSED— DO NOT READ
Q8 . How long does it usually take you to get to your most frequent destination other than work or school?
115 minutes or less
2More than 15 minutes up to 30 minutes
3More than 30 minutes up to 1 hour
4More than 1 hour
5DK/REFUSEDO NOT READ

Q7. What is your primary method of traveling to the places you go to most often other than to work or school? Again,

stop me when I mention your commute method.

3

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 ____White/Caucasian African American/Black 4. ____Asian/Southeast Asian **ETHNICITY b.** please specify national origin or Asian ethnic group 5. ____American Indian 6. ____Pacific Islander ____Middle Easterner ____Mixed Ethnicities ETHNICITY b. mixed please specify_____ 9. ___Other ETHNICITY b. other please specify_____ 10. ____DK/REFUSED—**DO NOT READ LANGUAGE a-b.** Please stop me when I mention the primary language spoken in your home. 1. _English ____Spanish or Spanish Creole 2. Hmong 3. 4. Laotian Other Indic (Indo-Aryan) languages (for example, Hindi, Bengali or Punjabi) 5. Mon-Khmer, Cambodian Chinese 7. 8. Arabic Vietnamese 10. Armenian 11 Tagalog 12. ___Other, LANGUAGE b. other please specify ____

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13. DK/REFUSED—**DO NOT READ**

EDUC.	Please stop me when I mention the last grade in school you have completed.
1. 2. 3.	Less than 8 th Grade EducationSome High SchoolHigh School Graduate
4.	Vocational/Technical School
5.	College Graduate
6.	Graduate School Degree
7.	DK/REFUSED— DO NOT READ
AGE.	Please stop me when I mention the category that best describes your current age.
1.	Under 18 years old
2.	
3.	
4.	55 to 74 years old
5.	75 years old or more
6.	DK/REFUSED— DO NOT READ
INCOM	E. Please stop me when I mention the category that best describes your total household income in 2023,
	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.

Frequencies

Resident of Fresno County?

Is that in the City of Fresno, the City of Clovis, or elsewhere in Fresno County?)

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	YES, I live in the City of Fresno	615	59.3	59.3	59.3
	YES, I live in the City of Clovis	131	12.6	12.6	71.9
	YES, I live elsewhere in Fresno	291	28.1	28.1	100.0
	County				
	Total	1037	100.0	100.0	

Residence Zip Code

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	93210	15	1.5	1.5	1.5
	93234	7	.6	.6	2.1
	93242	1	.1	.1	2.2
	93602	4	.4	.4	2.6
	93606	1	.1	.1	2.7
	93609	6	.6	.6	3.2
	93611	44	4.3	4.3	7.5
	93612	43	4.1	4.1	11.6
	93616	7	.7	.7	12.3
	93618	0	.0	.0	12.4
	93619	53	5.1	5.1	17.5
	93622	23	2.2	2.2	19.7
	93625	10	1.0	1.0	20.6
	93626	1	.0	.0	20.7
	93630	18	1.8	1.8	22.5
	93631	6	.5	.5	23.0
	93634	0	.0	.0	23.0

93640	17	1.6	1.6	24.6
93646	4	.4	.4	25.1
93648	12	1.1	1.1	26.2
93650	3	.3	.3	26.5
93651	2	.2	.2	26.7
93654	45	4.4	4.4	31.1
93656	7	.7	.7	31.8
93657	39	3.7	3.7	35.5
93660	8	.8	.8	36.3
93662	38	3.7	3.7	40.0
93667	3	.3	.3	40.3
93668	3	.3	.3	40.6
93675	3	.3	.3	40.9
93701	7	.7	.7	41.6
93702	53	5.1	5.1	46.7
93703	54	5.2	5.2	51.8
93704	36	3.5	3.5	55.3
93705	35	3.4	3.4	58.7
93706	36	3.4	3.4	62.2
93710	23	2.2	2.2	64.3
93711	41	4.0	4.0	68.3
93720	44	4.3	4.3	72.6
93721	6	.6	.6	73.2
93722	75	7.2	7.2	80.5
93723	13	1.3	1.3	81.7
93725	25	2.4	2.4	84.2
93726	27	2.6	2.6	86.8
93727	87	8.4	8.4	95.1
93728	22	2.1	2.1	97.3
93730	17	1.6	1.6	98.9
93737	12	1.1	1.1	100.0
Total	1037	100.0	100.0	

Zip Code Area of County

	•		•		
					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	City of FresnoWest	111	10.7	10.7	10.7
	City of FresnoEast	123	11.9	11.9	22.6
	City of FresnoCentral	156	15.0	15.0	37.6
	City of FresnoNortheast	140	13.5	13.5	51.1
	City of FresnoNorthwest	102	9.8	9.8	60.9
	Fresno CountySouth	157	15.1	15.1	76.0
	Clovis	140	13.5	13.5	89.6
	Fresno CountyWest	91	8.8	8.8	98.4
	Fresno CountyEast	17	1.6	1.6	100.0
	Total	1037	100.0	100.0	

Create neighborhoods designed to be more walkable and for more bicycling in order to promote a healthier lifestyle.

("On a scale from 1-to-10 how important is this community value to you where 10 is very important to you and 1 is not at

	•			Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	58	5.6	5.6	5.6
	2	16	1.6	1.6	7.2
	3	22	2.1	2.1	9.3
	4	28	2.7	2.7	11.9
	5	79	7.6	7.6	19.6
	6	49	4.7	4.8	24.3
	7	70	6.7	6.7	31.1
	8	118	11.4	11.4	42.5
	9	92	8.9	9.0	51.5
	10 - Very important	501	48.3	48.5	100.0
	Total	1033	99.6	100.0	
Missing	DON'T KNOW (DO NOT READ)	4	.4		
Total		1037	100.0		

There should be more multi-family housing made available.

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	120	11.6	11.8	11.8
	2	31	3.0	3.0	14.8
	3	35	3.4	3.4	18.2
	4	31	3.0	3.1	21.3
	_5	131	12.6	12.8	34.2
	6	53	5.1	5.2	39.3
	7	86	8.3	8.4	47.8
	_8	113	10.9	11.1	58.9
	9	60	5.8	5.9	64.8
	10 - Very important	358	34.6	35.2	100.0
	Total	1018	98.1	100.0	
Missing	DON'T KNOW (DO NOT	20	1.9		
	READ)				
Total		1037	100.0		

Continue traditional development of communities that are predominantly single-family homes.

	1 7		1 1 1 1 1 1 1 1 1	· · /	
				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	44	4.3	4.4	4.4
	2	7	.7	.7	5.1
	3	23	2.2	2.2	7.4
	4	30	2.9	3.0	10.3
	5	109	10.5	10.8	21.1
	6	60	5.8	6.0	27.1
	7	133	12.8	13.2	40.3
	8	166	16.0	16.5	56.7
	9	60	5.8	6.0	62.7
	10 - Very important	376	36.2	37.3	100.0
	Total	1008	97.2	100.0	
Missing	DON'T KNOW (DO NOT READ)	29	2.8		
Total		1037	100.0		

Provide more mixed-use neighborhoods with residential, shopping, and dining options that are close to transit stops.

("On a scale from 1-to-10 how important is this community value to you where 10 is very important to you and 1 is not at

	•			Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	76	7.3	7.4	7.4
	2	24	2.4	2.4	9.7
	3	24	2.3	2.4	12.1
	_4	22	2.1	2.2	14.3
	5	108	10.4	10.5	24.8
	6	44	4.3	4.3	29.1
	7	121	11.7	11.8	40.9
	8	147	14.2	14.3	55.2
	9	69	6.6	6.7	61.9
	10 - Very important	391	37.7	38.1	100.0
	Total	1027	99.0	100.0	
Missing	DON'T KNOW (DO NOT READ)	10	1.0		
Total		1037	100.0		

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Preserve farmland and agricultural activities.

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	15	1.4	1.5	1.5
	2	6	.6	.6	2.0
	3	17	1.6	1.7	3.7
	4	8	.8	.8	4.5
	5	60	5.8	5.8	10.3
	6	37	3.6	3.6	13.9
	7	73	7.0	7.0	20.9
	8	124	11.9	12.0	32.9
	9	82	7.9	7.9	40.8
	10 - Very important	612	59.0	59.2	100.0
	Total	1034	99.7	100.0	
Missing	DON'T KNOW (DO NOT READ)	3	.3		
Total		1037	100.0		

Preserve open space and environmentally sensitive areas.

("On a scale from 1-to-10 how important is this community value to you where 10 is very important to you and 1 is not at all important to you?")

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	40	3.9	4.0	4.0
	2	15	1.4	1.5	5.4
	3	22	2.1	2.1	7.6
	4	14	1.4	1.4	9.0
	5	87	8.4	8.6	17.6
	6	42	4.0	4.1	21.7
	7	117	11.2	11.5	33.1
	8	149	14.4	14.7	47.9
	9	84	8.1	8.2	56.1
	10 - Very important	446	43.0	43.9	100.0
	Total	1016	97.9	100.0	
Missing	DON'T KNOW (DO NOT READ)	22	2.1		
Total		1037	100.0		

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Support a robust economy.

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	19	1.8	1.9	1.9
	2	4	.4	.4	2.3
	3	3	.3	.3	2.6
	_4	6	.6	.6	3.2
	5	64	6.2	6.4	9.6
	6	39	3.8	4.0	13.5
	7	66	6.4	6.6	20.2
	8	178	17.1	17.8	37.9
	9	86	8.3	8.6	46.5
	10 - Very important	534	51.5	53.5	100.0
	Total	999	96.3	100.0	
Missing	DON'T KNOW (DO NOT READ)	38	3.7		
Total		1037	100.0		

Safeguard clean air.

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	51	4.9	4.9	4.9
	2	16	1.5	1.6	6.5
	3	14	1.3	1.3	7.8
	4	20	1.9	2.0	9.8
	5	73	7.1	7.2	17.0
	6	31	3.0	3.1	20.0
	7	59	5.7	5.8	25.8
	8	112	10.8	10.9	36.7
	9	69	6.7	6.7	43.4
	10 - Very important	580	55.9	56.6	100.0
	Total	1025	98.8	100.0	
Missing	DON'T KNOW (DO NOT READ)	12	1.2		
Total		1037	100.0		

Reduce the effects of climate change.

	· · · · · ·			Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	168	16.2	16.6	16.6
	2	24	2.3	2.3	19.0
	3	21	2.0	2.0	21.0
	4	21	2.0	2.0	23.1
	5	79	7.6	7.8	30.8
	6	33	3.2	3.3	34.1
	7	51	4.9	5.0	39.1
	8	99	9.5	9.8	48.9
	9	49	4.7	4.8	53.8
	10 - Very important	468	45.2	46.2	100.0
	Total	1012	97.6	100.0	
Missing	DON'T KNOW (DO NOT READ)	25	2.4		
Total		1037	100.0		

Invest in existing neighborhoods and communities.

	-			Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	31	3.0	3.1	3.1
	2	6	.5	.6	3.6
	3	10	.9	.9	4.6
	4	15	1.4	1.5	6.0
	5	63	6.1	6.2	12.2
	6	46	4.4	4.5	16.7
	7	99	9.6	9.7	26.4
	8	155	14.9	15.2	41.6
	9	83	8.0	8.2	49.7
	10 - Very important	512	49.4	50.3	100.0
	Total	1019	98.3	100.0	
Missing	DON'T KNOW (DO NOT READ)	18	1.7		
Total		1037	100.0		

Repair potholes and maintain streets and roads.

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you and 1 is not at all important to you?")

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	1 - Not important at all	6	.6	.6	.6
	2	1	.1	.1	.6
	3	2	.2	.2	.9
	4	5	.5	.5	1.4
	5	14	1.3	1.3	2.7
	6	21	2.1	2.1	4.7
	7	42	4.1	4.1	8.8
	8	82	7.9	7.9	16.7
	9	80	7.7	7.7	24.4
	10 - Very important	784	75.6	75.6	100.0
	Total	1037	100.0	100.0	

Reduce traffic congestion and traffic delays.

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you and 1 is not at all important to you?")

		_		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	24	2.3	2.3	2.3
	2	4	.3	.3	2.6
	3	17	1.6	1.6	4.3
	4	16	1.5	1.5	5.8
	5	68	6.5	6.6	12.4
	6	34	3.3	3.3	15.7
	7	104	10.0	10.1	25.8
	8	146	14.1	14.1	39.9
	9	97	9.4	9.4	49.3
	10 - Very important	522	50.3	50.7	100.0
	Total	1030	99.3	100.0	
Missing	DON'T KNOW (DO NOT READ)	7	.7		
Total		1037	100.0		

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Make roads and intersections safer.

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you and 1 is not at all important to you?")

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	19	1.8	1.8	1.8
	2	3	.3	.3	2.1
	3	10	.9	.9	3.0
	_4	9	.8	.9	3.9
	5	37	3.6	3.6	7.4
	6	30	2.9	2.9	10.4
	7	50	4.8	4.8	15.2
	8	111	10.7	10.7	25.9
	9	74	7.2	7.2	33.1
	10 - Very important	691	66.6	66.9	100.0
	Total	1033	99.6	100.0	
Missing	DON'T KNOW (DO NOT READ)	4	.4		
Total		1037	100.0		

Build more electric vehicle charging stations.

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you and 1 is not at all important to you?")

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	250	24.1	24.3	24.3
	2	31	3.0	3.0	27.3
	3	51	4.9	4.9	32.2
	4	33	3.2	3.2	35.4
	5	130	12.5	12.6	48.0
	6	75	7.2	7.3	55.3
	7	85	8.2	8.2	63.5
	8	132	12.7	12.8	76.3
	9	42	4.1	4.1	80.4
	10 - Very important	202	19.4	19.6	100.0
	Total	1029	99.2	100.0	
Missing	DON'T KNOW (DO NOT READ)	8	.8		
Total		1037	100.0		

Improve local bus service (Fresno Area Express, Fresno County Rural Transit, and Clovis Transit).

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you

			_	Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	73	7.0	7.1	7.1
	2	23	2.2	2.2	9.4
	3	47	4.5	4.6	14.0
	4	19	1.8	1.9	15.8
	5	100	9.6	9.8	25.6
	6	46	4.5	4.5	30.2
	7	76	7.3	7.5	37.6
	8	146	14.0	14.3	51.9
	9	59	5.7	5.8	57.7
	10 - Very important	432	41.7	42.3	100.0
	Total	1021	98.4	100.0	
Missing	DON'T KNOW (DO NOT READ)	16	1.6		
Total		1037	100.0		

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

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	123	11.9	12.0	12.0
	2	36	3.5	3.6	15.5
	3	46	4.4	4.4	20.0
	4	29	2.8	2.9	22.8
	5	127	12.3	12.4	35.3
	6	74	7.1	7.2	42.4
	7	108	10.4	10.6	53.0
	8	157	15.2	15.3	68.3
	9	47	4.5	4.6	72.9
	10 - Very important	278	26.8	27.1	100.0
	Total	1026	98.9	100.0	
Missing	DON'T KNOW (DO NOT READ)	11	1.1		
Total		1037	100.0		

Build and maintain pedestrian sidewalks and pedestrian walkways.

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you and 1 is not at all important to

		-		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	26	2.5	2.5	2.5
	2	10	1.0	1.0	3.5
	3	7	.7	.7	4.2
	4	15	1.5	1.5	5.7
	5	84	8.1	8.1	13.8
	6	39	3.7	3.8	17.6
	7	84	8.1	8.1	25.7
	8	156	15.1	15.1	40.8
	9	65	6.3	6.3	47.1
	10 - Very important	546	52.6	52.9	100.0
	Total	1032	99.6	100.0	
Missing	DON'T KNOW (DO NOT READ)	5	.4		
Total		1037	100.0		

Provide new hiking and biking trails outside of developed areas.

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you and 1 is not at all important to

		-		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	74	7.1	7.2	7.2
	2	19	1.9	1.9	9.1
	3	26	2.5	2.5	11.6
	4	31	3.0	3.0	14.6
	5	108	10.5	10.6	25.2
	6	72	6.9	7.0	32.2
	7	101	9.7	9.8	42.0
	_8	139	13.4	13.6	55.6
	9	67	6.5	6.6	62.2
	10 - Very important	388	37.4	37.8	100.0
	Total	1026	98.9	100.0	
Missing	DON'T KNOW (DO NOT READ)	11	1.1		
Total		1037	100.0		

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Increase the number of bike lanes and bike paths in developed areas.

("On a scale from 1-to-10 how important is it to provide public funding for this transportation issue where 10 is very important to you and 1 is not at all important

	,	•		•	
				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 - Not important at all	115	11.1	11.1	11.1
	2	28	2.7	2.8	13.9
	3	34	3.3	3.3	17.2
	4	39	3.8	3.8	21.0
	5	134	12.9	13.0	34.0
	6	67	6.5	6.5	40.6
	7	106	10.3	10.3	50.9
	8	133	12.8	12.9	63.8
	9	58	5.6	5.6	69.4
	10 - Very important	315	30.4	30.6	100.0
	Total	1029	99.3	100.0	
Missing	DON'T KNOW (DO NOT READ)	8	.7		
Total		1037	100.0		

What is your present work status?

	•	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed full-time by someone else—not self-employed	426	41.1	41.1	41.1
	employed part-time by someone else	109	10.5	10.5	51.6
	self-employed	86	8.3	8.3	59.8
	a student and am employed	36	3.5	3.5	63.3
	a student and not employed	31	3.0	3.0	66.2
	a homemaker	54	5.2	5.2	71.5
	retired	198	19.1	19.1	90.6
	disabled and unable to work	36	3.5	3.5	94.0
	unemployed	56	5.4	5.4	99.4
	other (please specify)	2	.2	.2	99.6
	DK/REFUSED—DO NOT READ	4	.4	.4	100.0
	Total	1037	100.0	100.0	

Work Status Recoded

				Cumulative
	Frequency	Percent	Valid Percent	Percent
Telework EverydayHomemaker	177	17.1	17.2	17.2
Full-Time WorkSelf Employed	404	39.0	39.2	56.4
Outside Home				
Part-Time Work	96	9.3	9.3	65.7
StudentWorking or not	64	6.1	6.2	71.9
Unemployed-Disabled	92	8.9	8.9	80.8
Retired	198	19.1	19.2	100.0
Total	1031	99.4	100.0	
Other	6	.6		
	1037	100.0		
	Full-Time WorkSelf Employed Outside Home Part-Time Work StudentWorking or not Unemployed-Disabled Retired Total	Telework EverydayHomemaker Full-Time WorkSelf Employed Outside Home Part-Time Work StudentWorking or not Unemployed-Disabled Retired Total Other 177 404 404 404 96 188 198 1031	Telework EverydayHomemaker 177 17.1 Full-Time WorkSelf EmployedOutside Home 404 39.0 Part-Time Work 96 9.3 StudentWorking or not 64 6.1 Unemployed-Disabled 92 8.9 Retired 198 19.1 Total 1031 99.4 Other 6 .6	Telework EverydayHomemaker 177 17.1 17.2 Full-Time WorkSelf EmployedOutside Home 404 39.0 39.2 Part-Time Work 96 9.3 9.3 StudentWorking or not 64 6.1 6.2 Unemployed-Disabled 92 8.9 8.9 Retired 198 19.1 19.2 Total 1031 99.4 100.0 Other 6 .6

Do you TELEWORK?

	•				Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Every workday	123	11.8	20.0	20.0
	Some workdays	97	9.3	15.7	35.8
	I do not TELEWORK	394	38.0	64.2	100.0
	Total	613	59.1	100.0	
Missing	DK/NA/REF-DO NOT READ	27	2.6		
	System	396	38.2		
	Total	424	40.9		
Total		1037	100.0		

What is your primary transportation you use when you commute to work or school?

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Drive alone in my car	458	44.1	84.6	84.6
	Motorcycle	2	.2	.4	85.0
	Uber or Lyft	3	.3	.6	85.6
	Carpool (2-4 others in car)	33	3.2	6.0	91.7
	Vanpool (5 or more people in a	1	.1	.1	91.8
	van)				
	Public bus	18	1.7	3.3	95.1
	Bicycle	8	.8	1.5	96.6
	Walk or Jog	15	1.5	2.8	99.4
	Other (please specify)	3	.3	.6	100.0
	Total	541	52.2	100.0	
Missing	DK/REFUSED—DO NOT READ	6	.6		
	System	490	47.2		
	Total	496	47.8		
Total		1037	100.0		

Other Primary Transportation to work

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid		1034	99.7	99.7	99.7
	50% driving and 50% bicycle	2	.2	.2	99.9
	Airplane	1	.1	.1	100.0
	I fly out of town	1	.0	.0	100.0
	Total	1037	100.0	100.0	

How long does it usually take you to get to work or school?

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	15 minutes or less	239	23.1	43.8	43.8
	More than 15 minutes up to 30 minutes	198	19.1	36.2	80.0
	More than 30 minutes up to 1 hour	77	7.5	14.2	94.2
	More than 1 hour	32	3.1	5.8	100.0
	Total	546	52.7	100.0	
Missing	DK/REFUSE-DO NOT READ	9	.9		
	System	482	46.4		
	Total	491	47.3		
Total		1037	100.0		

What is your primary method of traveling to the places you go to most often other than to work or school?

		_	Б	V 11 D	Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Drive alone in my car	757	73.0	73.7	73.7
	Motorcycle	8	.8	.8	74.5
	Uber or Lyft	11	1.1	1.1	75.6
	Carpool (2-4 others in car)	189	18.2	18.4	94.0
	Vanpool (5 or more people in a van)	4	.4	.4	94.4
	Public bus	31	3.0	3.0	97.5
	Bicycle	10	1.0	1.0	98.4
	Walk or Jog	12	1.2	1.2	99.6
	Other (please specify)	4	.4	.4	100.0
	Total	1027	99.0	100.0	
Missing	DK/REFUSED—DO NOT READ	10	1.0		
Total		1037	100.0		

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Other primary transportation to non-work locations

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid		1033	99.6	99.6	99.6
	Fly	1	.1	.1	99.7
	I "travel" as little as possible here. Then it's a mix of truck and walk, but I'm preparing to ride my bike again and take local buses. Unfortunately, past shortsightedness has forced me to use my truck. In the bay area, I hardly ever drove	1	.1	.1	99.8
	Ride a horse	1	.1	.1	99.8
	We have transportation options through Medicare	1	.1	.1	100.0
	With my SOB	1	.0	.0	100.0
	Total	1037	100.0	100.0	

How long does it usually take you to get to your most frequent destination other than work or school?

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	15 minutes or less	502	48.4	49.1	49.1
	More than 15 minutes up to 30 minutes	367	35.3	35.8	84.9
	More than 30 minutes up to 1 hour	120	11.5	11.7	96.6
	More than 1 hour	35	3.4	3.4	100.0
	Total	1023	98.6	100.0	
Missing	DK/REFUSE-DO NOT READ	14	1.4		
Total		1037	100.0		

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Which of the following most closely describes your ethnic background?

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Hispanic	527	50.8	53.8	53.8
	White/Caucasian	273	26.4	27.9	81.7
	African American/Black	43	4.1	4.4	86.0
	Asian/Southeast Asian (please	93	8.9	9.5	95.5
	specify)				
	American Indian	11	1.1	1.1	96.6
	Pacific Islander	8	.7	.8	97.4
	Middle Easterner	8	.8	.8	98.2
	Mixed Ethnicities (please	14	1.3	1.4	99.6
	specify)				
	Other (please specify)	4	.3	.4	100.0
	Total	980	94.5	100.0	
Missing	DK/REFUSED—DO NOT READ	57	5.5		
Total		1037	100.0		

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Asian Ethnicity Specified

		an Emmony ope		1		
					Cumulative	
		Frequency	Percent	Valid Percent	Percent	
Valid		948	91.4	91.4	91.4	
	Asian	3	.3	.3	91.7	
	Asian American	2	.2	.2	91.8	
	Asian from Indian continent.	2	.2	.2	92.0	
	Asian or Southeast Asian	2	.2	.2	92.2	
	Cambodian	3	.3	.3	92.5	
	Chinese	2	.2	.2	92.7	
	Chinese American	1	.1	.1	92.8	
	Eastern Asian	1	.1	.1	92.9	
	Filipino	2	.2	.2	93.2	
	Hmong	34	3.3	3.3	96.5	
	Indian	5	.4	.4	96.9	
	Japanese	2	.2	.2	97.1	
	Korean	2	.2	.2	97.3	
	Laos	19	1.9	1.9	99.2	
	Southeast Asian	2	.2	.2	99.4	
	Southeast Asian: Lu-Mien	2	.2	.2	99.6	
	Thailand	1	.1	.1	99.7	
	Vietnamese	2	.2	.2	99.9	
	Vietnamese/Chinese	1	.1	.1	100.0	
	Total	1037	100.0	100.0		

Mixed Ethnicities Specified

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid		1023	98.7	98.7	98.7
	3/4 American Indian and 1/4 African	1	.1	.1	98.8
	American Indian/white	0	0.	.0	98.8
	Black and white	0	.0	.0	98.8
	Black Asian	1	.1	.1	98.9
	Black/ Indian	1	.1	.1	99.0
	Caucasian & Pacific Islander	1	.1	.1	99.1
	Caucasian American Indian African American	1	.1	.1	99.2
	Caucasian and African American	1	.1	.1	99.3
	Caucasian/Chinese	1	.1	.1	99.4
	English, Spaniard, Native American, German, Jewish Sicilian, Persian, Norwegian, Scottish	1	.1	.1	99.5
	European, Filipino	1	.0	.0	99.5
	Japanese and Spanish	0	.0	.0	99.5
	Japanese, Filipino, Hawaiian, Caucasian	1	.1	.1	99.6
	Native American Caucasian and Asian	1	.0	.0	99.7
	Portuguese Irish Native- American	2	.2	.2	99.9
	White and Indian	1	.1	.1	100.0
	White/Indian	0	.0	.0	100.0
	Total	1037	100.0	100.0	

Other Ethnicity Specified

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid		1034	99.7	99.7	99.7
	American	3	.2	.2	99.9
	Human	1	.1	.1	100.0
	Total	1037	100.0	100.0	

Primary language in home

	_	_		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	English	850	81.9	82.8	82.8
	Spanish or Spanish Creole	164	15.8	16.0	98.8
	Other Indic (Punjabi, Hindi,	6	.5	.5	99.4
	Bengali, Urdu, Farsi)				
	Other	6	.6	.6	100.0
	Total	1026	98.9	100.0	
Missing	Don't Know/Refused	8	.8		
	System	3	.3		
	Total	11	1.1		
Total		1037	100.0		

Other language in the home

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid		1034	99.7	99.7	99.7
	Ashanti	2	.2	.2	99.9
	Italian	1	.1	.1	100.0
	Total	1037	100.0	100.0	

Last grade in school you have completed?

	-	-	•		Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Less than 8th Grade Education	91	8.7	8.9	8.9
	Some High School	83	8.0	8.1	17.0
	High School Graduate	441	42.6	43.3	60.3
	Vocational/Technical School	91	8.8	9.0	69.3
	College Graduate	197	19.0	19.3	88.6
	Graduate School Degree	116	11.2	11.4	100.0
	Total	1019	98.2	100.0	
Missing	DK/REFUSED—DO NOT READ	18	1.8		
Total		1037	100.0		

Category that best describes your total household income in 2023, before taxes . . .

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Less than \$10,000 per year	93	8.9	9.9	9.9
	\$10,000 to \$19,999 per year	74	7.1	7.9	17.8
	\$20,000 to \$29,999 per year	73	7.0	7.7	25.5
	\$30,000 to \$44,999 per year	111	10.7	11.8	37.4
	\$45,000 to \$59,999 per year	78	7.5	8.3	45.7
	\$60,000 to \$74,999 per year	133	12.8	14.2	59.9
	\$75,000 to \$99,999 per year	119	11.4	12.7	72.5
	\$100,000 to \$149,999 per year	103	9.9	11.0	83.5
	\$150,000 or more	154	14.9	16.5	100.0
	Total	937	90.3	100.0	
Missing	DK/REFUSED—DO NOT READ	100	9.7		
Total		1037	100.0		

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Fresno Council of Governments

COMPLETION METHOD

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	PHONE CO	604	58.2	58.2	58.2
	TEXT-TO-WEB CO	383	36.9	36.9	95.1
	EMAIL CO	50	4.9	4.9	100.0
	Total	1037	100.0	100.0	

GENDER

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Female	490	47.3	47.7	47.7
	Male	538	51.9	52.3	100.0
	Total	1029	99.2	100.0	
Missing	System	8	.8		
Total		1037	100.0		

AGE

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	18-24	118	11.4	11.9	11.9
	25-34	139	13.4	14.0	26.0
	35-44	188	18.1	19.0	45.0
	45-54	179	17.2	18.1	63.1
	55-64	149	14.4	15.1	78.2
	65-74	135	13.0	13.7	91.9
	75+	80	7.7	8.1	100.0
	Total	988	95.3	100.0	
Missing	System	49	4.7		
Total		1037	100.0		

SURVEY LANGUAGE

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	English	925	89.2	89.2	89.2
	Spanish	112	10.8	10.8	100.0
	Total	1037	100.0	100.0	

Values/Funding Means

·	N	Mean
Create neighborhoods designed to be more walkable and for more bicycling in order to promote a healthier lifestyle.	1033	7.97
There should be more multi-family housing made available.	1018	6.89
Continue traditional development of communities that are predominantly single-family homes.	1008	7.65

Provide more mixed-use neighborhoods with residential, shopping, and dining options that are close to transit stops.	1027	7.45
Preserve farmland and agricultural activities.	1034	8.70
Preserve open space and environmentally sensitive areas.	1016	7.98
Support a robust economy.	999	8.62
Safeguard clean air.	1025	8.28
Reduce the effects of climate change.	1012	7.14
Invest in existing neighborhoods and communities.	1019	8.36
Repair potholes and maintain streets and roads.	1037	9.39

Reduce traffic congestion and traffic delays.	1030	8.42
Make roads and intersections safer.	1033	8.97
Build more electric vehicle charging stations.	1029	5.57
Improve local bus service (Fresno Area Express, Fresno County Rural Transit, and Clovis Transit).	1021	7.51
Support more shared mode transportation options (for example, carpools, vanpools, or on demand services like Uber).	1026	6.58
Build and maintain pedestrian sidewalks and pedestrian walkways.	1032	8.39
Provide new hiking and biking trails outside of developed areas.	1026	7.40

Increase the number of bike	1029	6.78
lanes and bike paths in		
developed areas.		