

# **Public Opinion Survey**



**Conducted By:  
The Citizens Advisory Committee Fall  
2011**

The Citizens Advisory Committee (CAC), appointed by the City Council, is a group of individuals of various ages and interests bound together by their concern for Visalia. The committee's mission is to be an advocate and informed voice for the community and an active resource for City Council and staff. The committee prioritizes local issues and concerns and develops recommendations that will affect the future of Visalia. This Public Opinion Survey is produced annually by the committee.

The City of Visalia appreciates the Citizens Advisory Committee members, City staff, and other volunteers for their generous help in completing this survey and analyzing the results.

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# Table of Contents

## Introduction

Background	4
Summary Highlights	5

## Detailed Analysis

Quality of Life	6
Safety Rating	7
Public Safety Services	
Police	8
Fire	9
Quality of Services	
Most Essential Services besides Police & Fire	10
City Service Rating	11
Questions of Concern	
Convention Center	16
Traffic Flow	17
District Elections vs. At Large Elections	18
Open Ended Responses	
Job Creation	19
Most wanted business	23
Improving Visalia	28

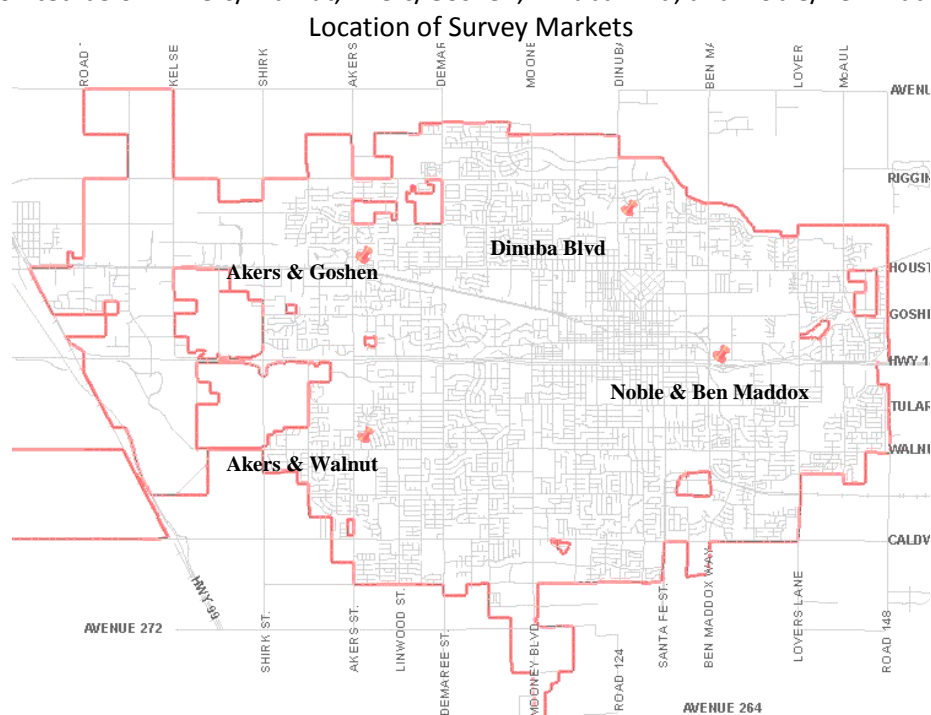
## Summary

Demographics	33
Sample Survey	37

## Background

The City of Visalia seeks to improve Visalia's service quality and identify focus areas to make Visalia a great Place to live. To improve things, the City needs community feedback. The Public Opinion Survey (POS) is intended as a basic guide to measure public concerns on such things as public works, public safety and recreational activities.

The CAC used an "in-person" approach to conduct the POS. Prior to 2008-09, the City used a phone survey approach. The "in person" approach provides respondents a comfort level that they could better trust. The CAC chose four different supermarkets to conduct the surveys. To help diversify the sample and promote geographic balance, the supermarkets were selected from each quadrant of the city, as pin-pointed below: Akers/Walnut, Akers/Goshen, Dinuba Blvd, and Noble/Ben Maddox.



This year's survey was conducted on October 15, 2011. The survey was provided in English and Spanish. Questions of concern for the Convention Center, traffic flow and downtown improvements were included. This year the open-ended questions focused on how the City can help improve and encourage more job creation in these economic times and how to make Visalia a better place to live.

This year's POS had a sample size of 342, down from 395 respondents from last year's POS. The survey may not be a random sample because all residents are not approached. However, the survey does better match the City's demographics than the previous phone surveys. If the survey is accepted as a random sample, the results of a 95% confidence level should be  $\pm 3$ . In other words, changes in results of less than 3% should be ignored.

## Summary Highlights

A majority of respondents indicated that, despite changes in demographics and the economy, the City of Visalia provides a safe place to live and offers quality services based on the following summary highlights.

### Quality of Life:

(Possible answers: very high, high, average, low, and very low)

**95%** of respondents rated the overall quality of life in Visalia is average to very high.

**42%** of those respondents answered average and there was a slight increase in both high and very high from last year's survey.

### Fire Services:

(Possible answers: excellent, good, average, poor, and very poor)

**98%** of the 54 respondents who had contact with the Fire Department, indicated the quality of services were good to excellent.

**6%** of those respondents from the Northeast rated the Fire Department as having average Services, which was the lowest rating.

### Road Maintenance:

(Possible answers: Road Maintenance, Park Maintenance, Traffic Signs & Signals, Recreation Activities and Other)

**39%** of respondents selected Road Maintenance as the most essential service besides Police and Fire. The second was Traffic Signs & Signals at **27%**.

### District Elections:

(Possible answers: I am in favor of district elections, I am opposed to district elections, and no opinion)

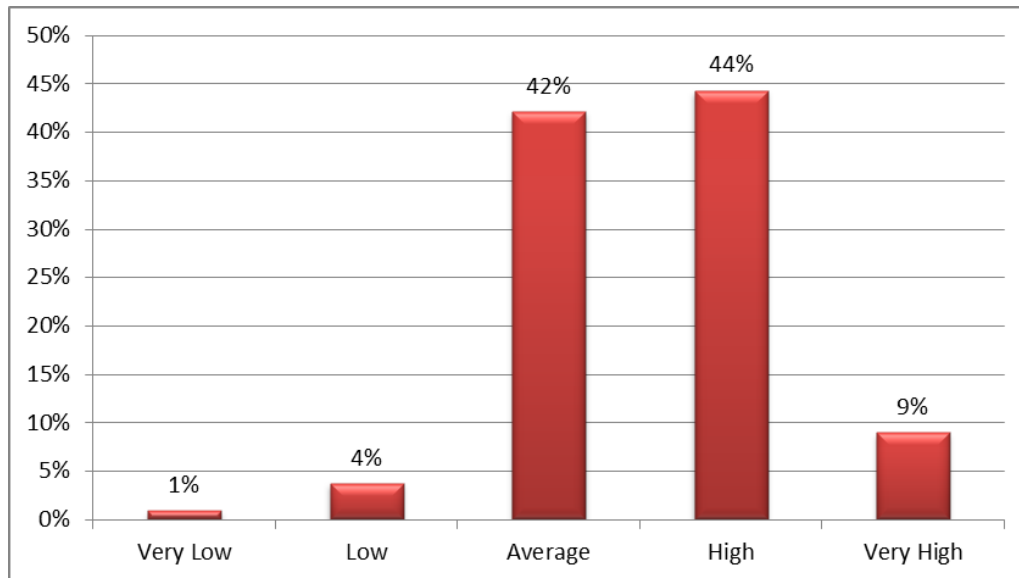
**43%** of respondents were in favor of district elections. **38%** of the respondents had no opinion.

### Open Questions:

On the open questions, the number one concern involved gang activity. The number one business that respondents want to come to Visalia is a Trader Joes.

## Quality of Life

**Taking all things into consideration, how would you rate the overall quality of life in Visalia?**



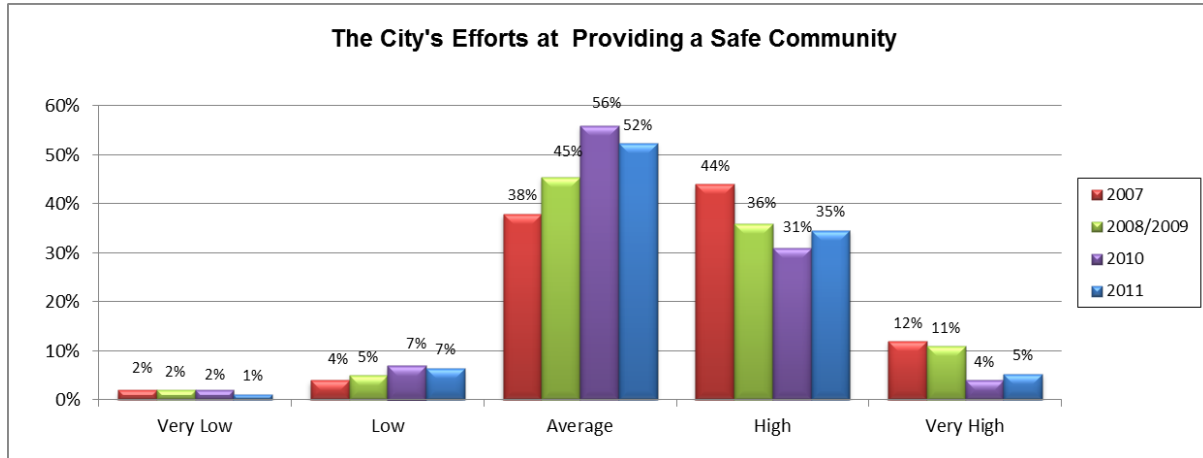
	Year-To-Year			
	2007	2008/2009	2010	2011
Very Low	0%	0%	1%	1%
Low	2%	3%	3%	4%
Average	22%	42%	46%	42%
High	48%	45%	43%	44%
Very High	28%	10%	8%	9%

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Low	0%	0%	0%	3%
Low	4%	4%	1%	6%
Average	47%	48%	39%	39%
High	40%	42%	51%	43%
Very High	10%	6%	9%	9%

Overall the majority of the respondents indicated their quality of life is high, and this year there was a shift from average to high and very high. The Southwest quadrant had the lowest quality of life with 9% low or very low. However, 95% indicated the quality of life was as least average to very high.

## Safety Ratings

### How do you rate the City's efforts in providing a safe community?



Overall 40% of the respondents indicated that the city's efforts in providing a safe community are high to very high. The majority of the respondents indicated that the city's efforts are average.

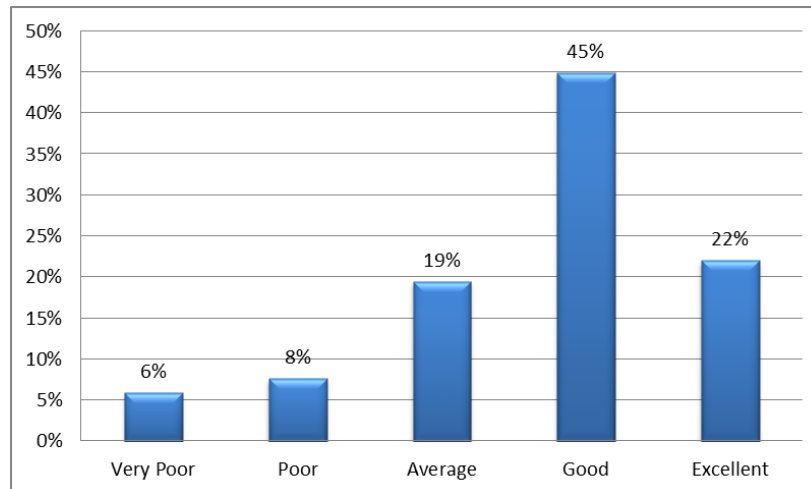
	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Low	1%	0%	0%	3%
Low	13%	6%	4%	5%
Average	48%	66%	50%	50%
High	34%	23%	37%	40%
Very High	4%	6%	9%	3%

The Southeast quadrant had the highest average rating at 66%. All other quadrants had over 30% ratings for high to very high in providing a safe community. The Northeast quadrant had the lowest ratings of 14% for low to very low.

## Public Safety Services Police

### How would you rate the service you received?

(People who had contact with Visalia Police Department in the past year were asked to answer the above question)



	Year-To-Year			
	2007	2008/2009	2010	2011
Very Poor	6%	8%	8%	6%
Poor	6%	3%	11%	8%
Average	12%	19%	24%	19%
Good	30%	39%	25%	45%
Excellent	46%	31%	32%	22%

Of the 118 respondents who had contact with the Visalia Police Department, 86% rated their services as average to excellent. 67% of the respondents rated their services as good or excellent compared to last year's 57% rated the service as good to excellent.

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Poor	0%	6%	3%	12%
Poor	14%	0%	10%	5%
Average	21%	19%	23%	17%
Good	52%	44%	39%	44%
Excellent	14%	31%	26%	22%

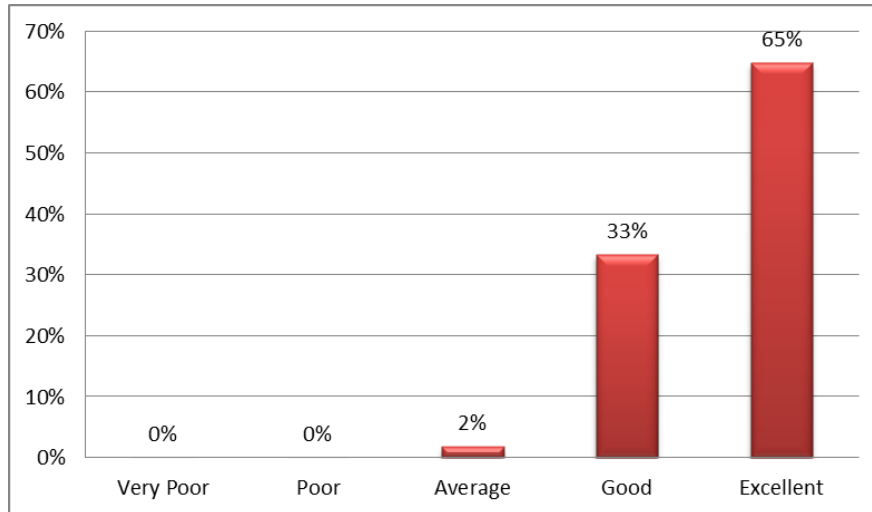
The Southeast quadrant had the highest ratings with 75% good to excellent. The Southwest quadrant had the lowest ratings with 17% poor to very poor.



## Fire

### How would you rate the service you received?

(People who had contact with Visalia Fire Department in the past year were asked to answer the above question)



	Year-To-Year			
	2007	2008/2009	2010	2011
Very Poor	2%	4%	0%	0%
Poor	0%	2%	2%	0%
Average	0%	5%	4%	2%
Good	18%	25%	15%	33%
Excellent	80%	64%	79%	65%

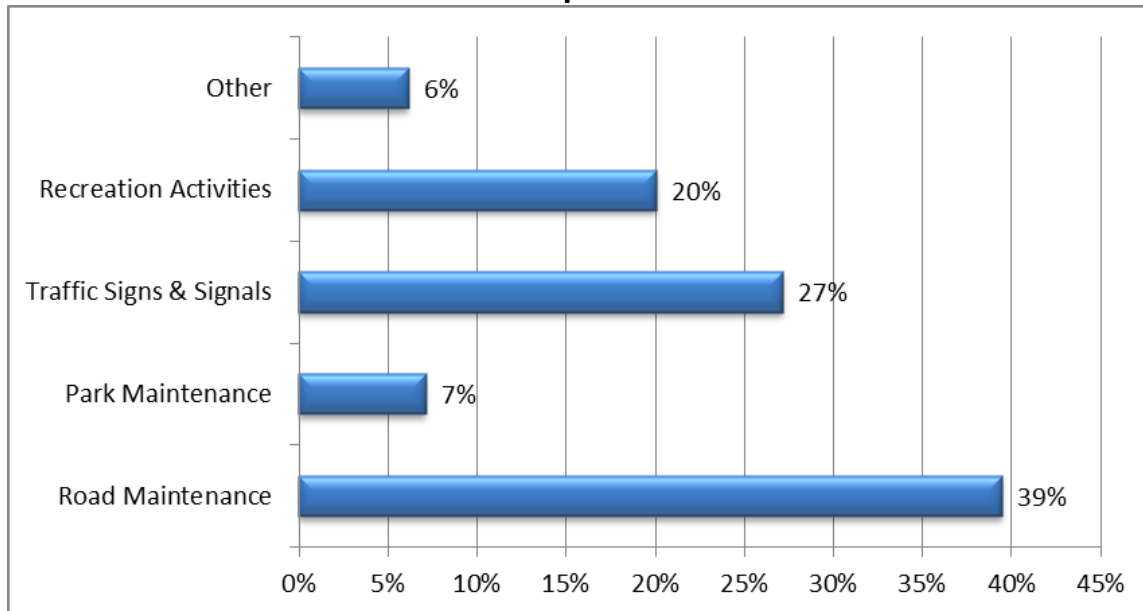
Of the 54 respondents who had contact with the Visalia Fire Department, 98% rated their services as good or excellent.

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Poor	0%	0%	0%	0%
Poor	0%	0%	0%	0%
Average	6%	0%	0%	0%
Good	19%	56%	23%	35%
Excellent	75%	44%	67%	65%

Overall, all quadrants rated the Fire department as having good services. The Northeast quadrant was the only one that had ratings of average.

## Quality of Services

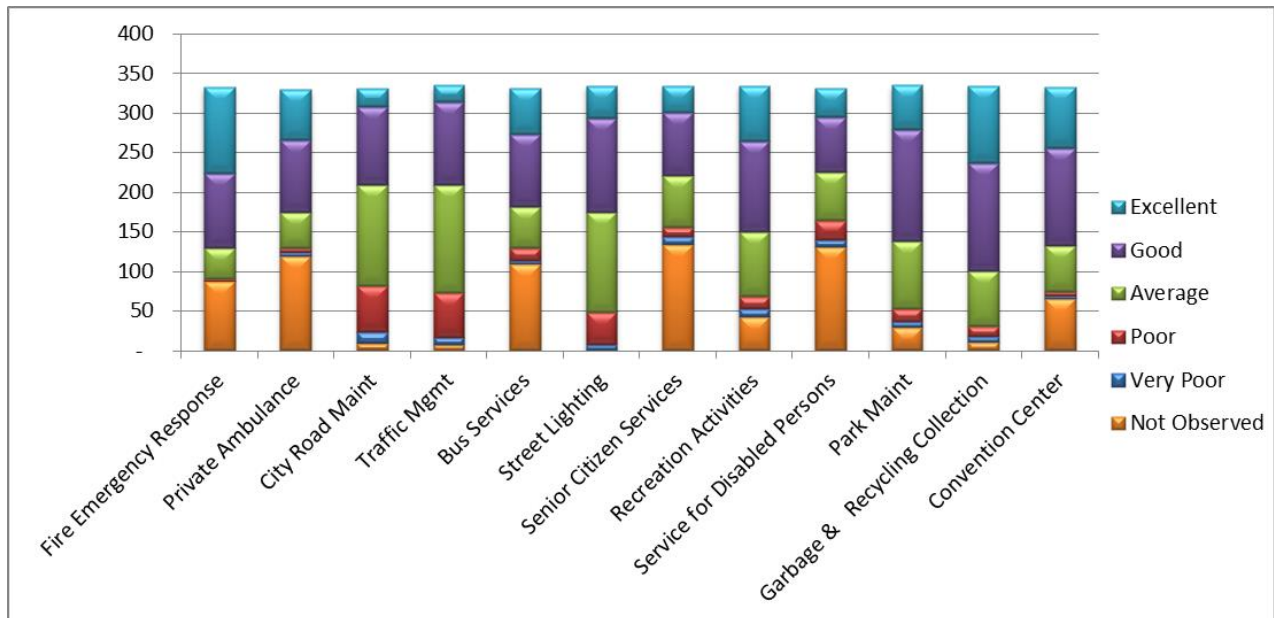
**What do you consider the most essential City service besides the Police and Fire Departments?**



	Year-To-Year			
	2007	2008-2009	2010	2011
Road Maintenance	38%	49%	48%	39%
Park Maintenance	8%	7%	8%	7%
Traffic Signs & Signals	31%	28%	24%	27%
Recreation Activities	12%	12%	17%	20%
Other	7%	4%	4%	6%

Respondents indicated that Road Maintenance is still the next highest concern besides Police and Fire, the same as last year.

## How do you rate the quality of the following services in Visalia?



(1)

Fire Emergency Response Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	37%	34%	25%	33%
Good	22%	36%	33%	28%
Average	6%	7%	13%	12%
Poor	0%	1%	1%	1%
Very Poor	0%	0%	1%	0%
Not Observed	36%	22%	28%	26%

Overall, the Fire emergency response is still good. There was a 8% increase in those who rated this service excellent.

(2)

Private Ambulance Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	20%	22%	17%	19%
Good	17%	28%	31%	27%
Average	6%	13%	16%	14%
Poor	1%	1%	1%	2%
Very Poor	1%	1%	1%	2%
Not Observed	55%	36%	35%	36%

Private ambulance is consistent with last year, at 60% in the average to very good ratings.

(3)

City Road Maintenance Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	4%	8%	4%	7%
Good	25%	22%	26%	30%
Average	44%	46%	42%	38%
Poor	16%	16%	16%	18%
Very Poor	6%	6%	9%	4%
Not Observed	5%	3%	3%	3%

City road maintenance has stayed consistent with ratings of good or excellent at 37% and poor to very poor ratings have a slight decrease of 3%.

(4)

Traffic Maintenance Year-To-Year		
	2010	2011
Excellent	6%	6%
Good	31%	31%
Average	44%	41%
Poor	12%	17%
Very Poor	4%	3%
Not Observed	3%	2%

37% of respondents rated the traffic management quality as being good to very good and 20% rated it as Poor or Very Poor, increasing from last year by 4%.

(5)

Bus Services Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	8%	15%	13%	18%
Good	20%	28%	29%	28%
Average	10%	19%	20%	16%
Poor	4%	3%	4%	5%
Very Poor	2%	2%	1%	1%
Not Observed	56%	33%	34%	33%

The quality of the bus services was consistent with last year. 46% of the respondents said that the quality of the bus services was either good or very good.

(6)

Street Lighting Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	11%	11%	11%	12%
Good	38%	34%	38%	35%
Average	33%	35%	36%	38%
Poor	12%	13%	10%	12%
Very Poor	3%	2%	4%	2%
Not Observed	4%	5%	2%	0%

Street lighting ranking is consistent with last year, with 47% of the respondents said that the quality of the street lighting was either good or very good.

(7)

Senior Citizen Services Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	13%	11%	9%	10%
Good	22%	22%	25%	24%
Average	13%	20%	17%	19%
Poor	4%	4%	5%	4%
Very Poor	1%	2%	2%	3%
Not Observed	49%	40%	42%	40%

The quality of senior citizen services was consistent with last year. 34% of the respondents said that the quality of services was either good or excellent.

(8)

Recreation Activities Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	17%	17%	16%	21%
Good	37%	33%	36%	34%
Average	18%	29%	25%	25%
Poor	4%	6%	7%	4%
Very Poor	2%	1%	2%	3%
Not Observed	24%	14%	15%	13%

55% of respondents rated the quality of recreational activities as being good or excellent. Overall, 80% of respondents indicated recreational activities were at least average.

(9)

Services for Disabled Persons Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	9%	11%	7%	11%
Good	16%	26%	29%	21%
Average	13%	16%	20%	18%
Poor	5%	4%	5%	7%
Very Poor	1%	1%	2%	3%
Not Observed	57%	42%	37%	40%

Excellent quality of services for disabled persons increased slightly by 4%, but this year's survey sample had a increase in not observed by 3%

(10)

Park Maintenance Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	16%	14%	12%	17%
Good	41%	39%	46%	42%
Average	20%	36%	26%	25%
Poor	6%	3%	6%	5%
Very Poor	2%	1%	2%	2%
Not Observed	17%	7%	8%	9%

Ratings for park maintenance services have increased by 5% in excellent, but slightly decreased in good. Overall, 84% of respondents rate the services as average to very good.

(11)

Garbage Recycling Program Year -To-Year				
	2007	2008/2009	2010	2011
Excellent	35%	20%	24%	29%
Good	42%	47%	42%	41%
Average	15%	21%	22%	21%
Poor	5%	8%	5%	4%
Very Poor	1%	2%	3%	2%
Not Observed	3%	2%	3%	3%

The quality of the garbage and recycling program has increased by 5% in excellent. Overall, 91% of respondents ranked the program is at least average.

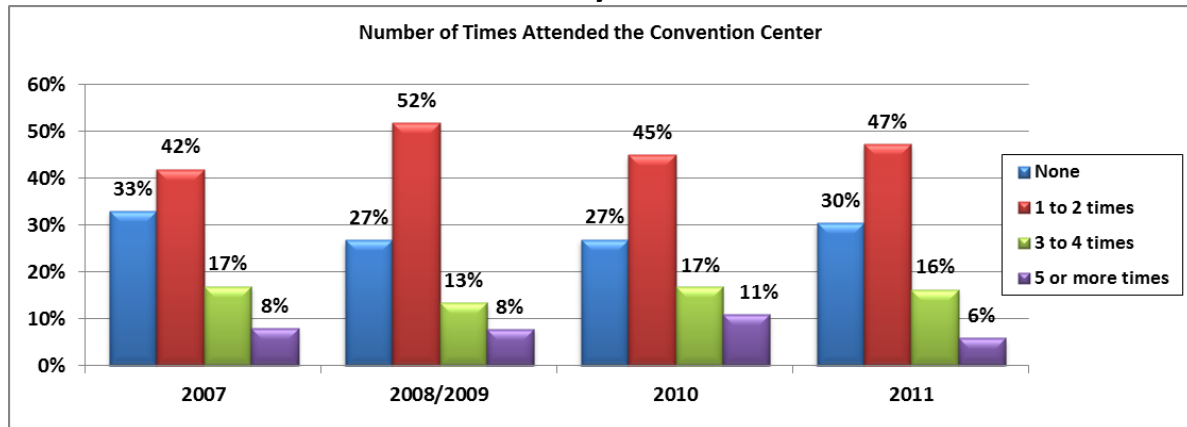
(12)

Convention Center Year-To-Year			
	2009	2010	2011
Excellent	16%	21%	23%
Good	44%	39%	37%
Average	22%	19%	18%
Poor	2%	2%	2%
Very Poor	0%	2%	1%
Not Observed	16%	17%	20%

Quality of services at the Convention Center rate 78% in average to very good.

## Questions of Concern

**How many times have you attended activities at the Convention Center in the last year?**

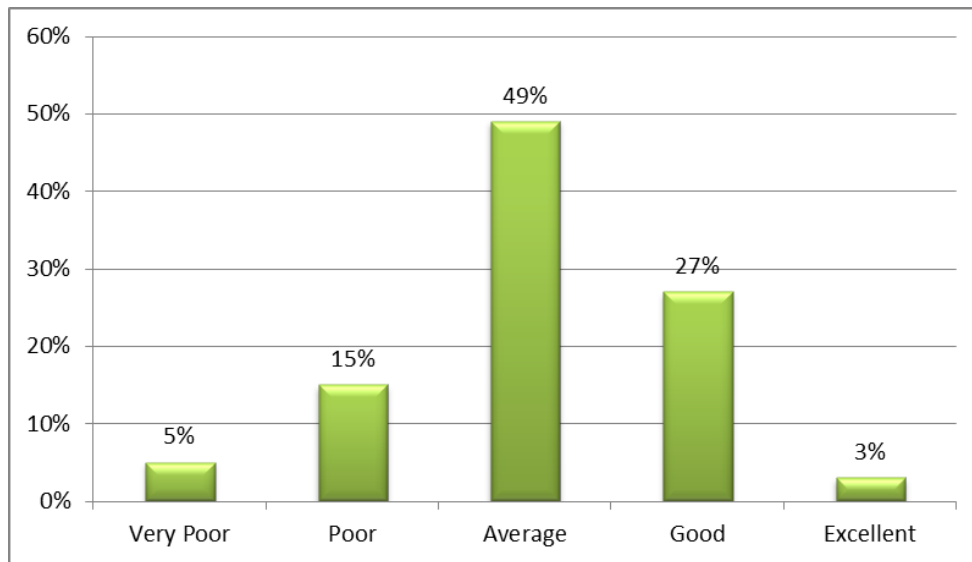


Year-To-Year				
	2007	2008/2009	2010	2011
None	33%	27%	27%	30%
1 to 2 times	42%	52%	45%	47%
3 to 4 times	17%	13%	17%	16%
5 or more times	8%	8%	11%	6%

The number of respondents who have attended activities decreased for 5 or more times to 6% and those who have not attended has increased by 3%. The number of respondents who have attended 1 to 2 times has increase by 2%. The percentages show that the number of those who attend the convention center has decreased from last year.



**Excluding roadway construction activities, how do you view traffic flow throughout Visalia?**

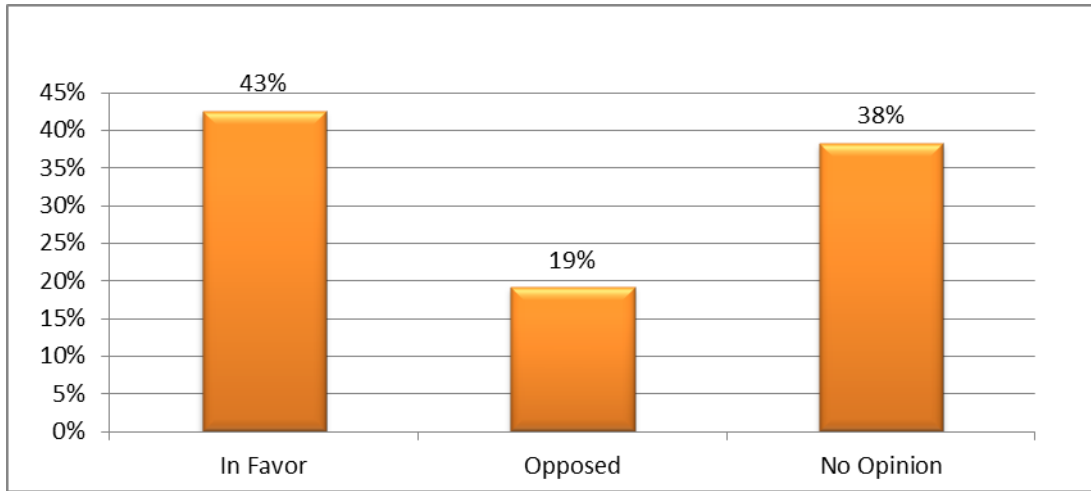


Overall respondents view the traffic flow throughout Visalia at 79% as average to excellent.

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Poor	6%	6%	1%	7%
Poor	18%	21%	16%	20%
Average	38%	50%	49%	40%
Good	33%	21%	32%	33%
Excellent	4%	2%	2%	1%

Both the Southeast and the Southwest quadrant viewed traffic flow as poor or very poor at 27%. The Northwest had the highest ratings for traffic flow as being at least average with 83%.

**The city is studying whether or not to elect council members by district instead of the current at-large format. What is your opinion on the matter?**



43% of the respondents are in favor of district elections and only 19% said they were opposed. However, 38% had no opinion on what way to elect the council members.

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
In Favor	39%	44%	46%	41%
Opposed	17%	19%	22%	17%
No Opinion	43%	37%	32%	41%

The Northwest quadrant had the most respondents in favor and opposed of the district elections. Southeast had the second most in favor of district elections. The Northeast and the Southwest had about the same amount of respondents that were in favor of district elections and had no opinion on the matter.

## Open Ended Responses

### How can the City of Visalia encourage job creation?

4 year college  
a better college  
add more casinos and tax them  
Advertise Visalia More  
Advertise Visalia More  
advertise, car pool to fields to work, door to door assistance  
advertising  
allow more businesses to come into the sequoia mall  
allow more expansions for more job opportunity  
allowing new businesses to come to Visalia  
another bookstore, more traffic lights in critical areas  
approve more business to locate to Visalia  
attract business  
attract more new business, be more supportive of the business community  
be business friendly in taxation and regulation  
becoming more friendly with people  
better economy  
better jobs  
better tax incentives waive more fees if necessary  
bring companies, encourage non season jobs  
Bring in big company call centers  
bring in businesses that will hire large numbers of people, such as call centers  
Bring in more businesses  
bring more business in and but business taxes  
bring more new business  
bring new business  
bring new business here  
build more  
build more businesses instead of homes  
build more restaurants and shopping centers  
business incentives  
by actually creating them  
by advertisement  
by allowing people to work  
by having a diversified 5 year plan that focuses on manufacturing and marketing  
by hiring within, training programs  
by not allowing Collins to keep running for Council  
by not discriminating for over qualified people and the unemployed  
continue to have a good industrial park  
create jobs  
create jobs  
create jobs  
create more business  
create more jobs  
create public service jobs  
cut down on overstaff in some city dept  
cut taxes and fees to small companies  
Devote more money to education, road repair, public works. Encourage high tech business  
doing good  
drug and alcohol rehab centers  
ease process of business applications and permits less red tape more timely  
ease restrictions on small business  
economic development attract business  
educate people  
Educate the people  
education  
eliminate dev fees  
encintives for business to setup  
encourage business

encourage companies to hire and invest in the community  
 encourage opening of small businesses  
 encourage people to work the fields, packing house, keep us agricultural, stop building homes, recycle vacant homes  
 encourage private business  
 encourage youth  
 enterprise zones, improving quality of life for residents  
 fill in the blank spots on mooney  
 flyers and cookies  
 generate new business warehouses  
 get a better tax system for business owners  
 get manufacturing to setup  
 get out with the old and bring in the new  
 Get rid of government and City workers  
 give incentives to businesses that do  
 give people who never had a job before a chance, they say you need experience but won't give you that first chance  
 Give them a tax break on property  
 going to school and encourage student to attend  
 good luck maybe you will get an answer to cure this  
 green, clean incentives  
 have a committee of local citizens giving input  
 have more big retail stores  
 have more business  
 have more business  
 have more in child care and paralegal  
 have more job fairs  
 have more jobs available  
 having more job fairs  
 help homeless  
 hire more law enforcement  
 hold more job fairs and not consider people's backgrounds, for non sexual, non violent, if they've shown improvement  
 Hosting more job fairs  
 incentives for businesses, per employee benefits of same kind  
 incentives for industrial growth  
 increase road access to industrial park area on the west side  
 increase tax incentives for larger companies  
 industrial jobs  
 infrastructure don't build new replace & repair gives jobs since of purpose for people then we can pay tax  
 job fair  
 job fair, advertise more  
 job fairs  
 keep downtown vital to Visalia's community  
 keep the quality of downtown high  
 less education and red tape for businesses  
 less fees, more business friendly  
 less regulation  
 less regulation & fees on business  
 less restrictions on building, tax incentives for small business, more parking and better traffic flow in business areas  
 less restrictions on where & hoops to jump through  
 less stagnant social system too many clicques and legacy hires preventing job growth  
 less taxes on business  
 let more business in  
 licensing fees  
 look for more business  
 look for more businesses  
 loosen regulations to increase more business  
 lower business tax rate  
 lower city fees to encourage building, some breaks on city tax for a start up time  
 Lower fees for business  
 Lower Small business taxes  
 lower taxes, cut welfare  
 lowering regulations on small businesses  
 make it easier to get building permits and affordable fees  
 make it easier to start a business  
 make it easier to start new business  
 make it more business friendly  
 make more companies

make taxes easier for small business owners, so there will be more growth  
 maybe take a look at some of the things the City of Lindsay has done but stay above board  
 more community neighborhood activities  
 more incentives to business owners  
 more industrial in our industrial park  
 more job fairs  
 more job fairs  
 more job fairs  
 more job training  
 more jobs available  
 more jobs for teens  
 More large businesses  
 more opportunities  
 more part time jobs  
 more part time jobs for seniors and retirees  
 more policing of vagrants, fix the city streets. Get vagrants and homeless out of here  
 more stores  
 more stores  
 more transitional programs  
 more work shops  
 Move NE  
 need more jobs  
 new businesses  
 new businesses  
 new fun businesses that is fun 16 and over  
 New fund businesses  
 not too sure  
 offer more community volunteer work for young teens  
 open at state college  
 open doors to business  
 open more business  
 open more entry level jobs to improve park maintenance and operations  
 open more places  
 open up business opportunities for small businesses  
 open up more parks  
 people can get jobs  
 people can get jobs  
 plan on business recruitment  
 please stop doing all road work at same time  
 private businesses tax breaks  
 promote local business, reduce fees  
 promote more open market areas, more Farmer's markets  
 Promote new business opportunities  
 provide incentives for employers  
 Provide tax incentives, promote City for investors, create liason  
 provide vocational training reduce all regulations that are unnecessary  
 providing small business expansion plans  
 Push local business and small local business owners so they can grow  
 put welfare people to work pulling weeds on streets  
 Recruit Companies  
 Reduce taxes and government regulation/oversight  
 reign in its police force  
 remember we are all human  
 Remove the snobs that are running the city  
 removing obstacles that slow down business growth  
 restore and rebuild from within, Main Street part  
 review all situations before cutting jobs  
 smaller government  
 some form of incentive for the employers for hiring local people  
 stop discouraging small businesses and home based businesses  
 stop discrimination against whites and senior citizens  
 stop putting money where it don't belong  
 stop the cutting of budget for education and public safety  
 Super Stores  
 support development where there is a need; the lowes shopping center @ riggin/demaree could use a savemart  
 support its businesses, invest in economic opportunity efforts

support the schools and education of children  
tax base evaluation  
tax breaks for businesses  
Tax incentives, solicit companies to build or expand operations in Visalia  
they can build a home or center for newly exited rehab individuals to be able to hang out,  
they can start hiring  
they need to offer more jobs for young adults, teenagers who are going to school and need to work  
Thinking  
through education programs, stop hand outs and freebees  
using existing facilities that have been vacated  
utilize empty stores and buildings to help non profits  
with with various companies to encourage moving into the area

4 year 5 year advertise car **advertise visalia** agricultural stop alcohol rehab allowing collins allowing new allowing people areas approve assistance advertising attend good  
**attract business** big company big retail blank spots bring companies **bring new** build new building homes building tax business applications business areas business attract  
**business bring** business community business create business economic business educate **business encourage** **business friendly** business incentives  
**business lower** **business make** **business open** **business owners** business tax business taxes business warehouses businesses bring  
businesses encourage businesses loosen **businesses new** **businesses tax** call centers car pool centers bring centers business centers ease chance give child care  
citizens giving city dept city workers clean incentives college add community encourage companies devote companies encourage companies industrial company call cookies generate  
**create jobs** create public critical areas cut taxes dept cut dev fees development attract diversified 5 door assistance downtown high downtown vital ease process ease restrictions  
economic development educate people education eliminate education road eliminate dev employee benefits encourage business encourage companies encourage high  
encourage opening encourage people encourage private encourage student encourage youth enforcement hold enterprise zones fair advertise fair job fees incentives fields packing  
generate new give incentives give people giving input good industrial good luck green clean growth increase high tech hire large hires preventing homeless hire homes build  
homes encourage homes recycle improvement hosting improving quality incentives waive increase road increase tax industrial growth industrial jobs **industrial park** **job fair**  
**job fairs** job growth job opportunity jobs bring **jobs create** jobs cut jobs infrastructure kind incentives large numbers larger companies law enforcement  
legacy hires licensing fees **local business** local citizens loosen regulations lower business mooney flyers **new business** **new businesses**  
new replace opportunity allowing packing house park area park create **part time** pay tax people educate people education preventing job private business public service public works  
qualified people recycle vacant **red tape** regulation fees rehab centers repair public replace repair residents fill retail stores road access road repair season jobs sequoia mall service jobs  
setup encourage shopping centers shown improvement side increase **small business** **small businesses** small companies social system stagnant social  
stop building tax break **tax breaks** **tax incentives** tax job tax rate tax system taxes bring tech business **time jobs** timely ease traffic flow traffic lights  
training programs unemployed continue vacant homes visalia attract west side work door workers give works encourage year college year plan youth enterprise zones improving

## What new retail business or restaurant would you like to see open in Visalia?

TGIF or Famous Dave's BBQ  
a big health food store a bookstore  
a bookstore for the love of God  
a business that helps out local families  
a major employer that would bring a lot of jobs for our valley i.e. processing and manufacturing  
a new in & out  
a place where people can gather safely  
a second Walmart on the west side, Raley's, ice skating rink, Der Wienerschnitzel  
a water park  
Amusement Park  
an Ole Frijole Mexican food restaurant  
another Home Depot  
another mall  
any  
any would be good  
Barnes and Noble  
bass pro  
BBQ  
bevmo, trader joes, more manufacturing business  
big john's pizza  
BJs  
BJs and a BBQ restaurant  
Black Angus  
Book store  
Bookstores, restaurants, Fry's, Trader Joes  
Borders  
buffet  
Burlington Coat, Super Wal-Mart, Trader Joes, Outback Steakhouse  
buy buy baby, golden corral  
cabellas  
California Pizza kitchen  
California Pizza kitchen  
can not think of any  
Carl's, Jr  
Cheesecake Factory  
Cheesecake Factory  
Cheesecake Factory  
Cheesecake Factory, Trader Joe's, Whole Foods  
Chipotle  
Church's Chicken  
clothing  
Dave and Busters  
Der Wienerschnitzel  
Dog House Grill  
Dutch Bro's Coffee  
El Pollo Loco  
El Pollo Loco  
El Pollo Loco  
El Pollo Loco  
El Pollo Loco  
El Pollo Loco  
El Pollo Loco  
el pollo loco  
el pollo loco  
el pollo loco  
El Pollo Loco Elephant Bar  
El Pollo Loco, La Michoacana Paleteria y Neveria, Juicy Burger  
El Pollo Loco, Rubios, Trader Joes  
El Torrito, Trader Joes  
electronic, appliances, cutlets  
elephant bar  
elephant bar & a new shopping center

EstusIny  
 Famous Dave's BBQ  
 for me everything is okay  
 Forever 21  
 fruit and vegetables  
 Frys  
 Fry's  
 Fuddruckers, more quality restaurants  
 furniture stores  
 giant Walmart  
 Golden Corral  
 Golden one credit union  
 have Trader Joe's move in at Young's  
 healthier restaurants  
 higher end retail stores  
 home goods  
 Hooters  
 Hooters  
 Hooters  
 Hooters  
 I prefer local businesses instead of chains, it makes the city more unique instead of the same as another city  
 I think visalia offers many amenities  
 I think we are getting plenty  
 I would like to see mearl's open again  
 IEKA  
 IKEA  
 IKEA, Hooters  
 IMAX, Cheesecake Factory, regional designer department store, like Neiman Marcus to attract visitors, Trader Joe's, Fresh and Easy  
 Indian food  
 Joe's Crab Shack  
 Joe's Crab Shack  
 Joe's Crab Shack  
 John's Incredible Pizza, something more family oriented  
 Juicy Burger, La Michoacana Paleteria y Neveria  
 Keep locally owned business. Don't encourage chains except Trader Joes, Whole Foods  
 less fights  
 less fights  
 less restaurants and more activity i.e. Adventure Park  
 Logan's Restaurant, Chick-Fil-A  
 Louisiana Fried Chicken, Outback Steakhouse  
 Love's Steakhouse, clothing and shoe stores  
 middle eastern market; trader joes  
 MINE good chocolate shop  
 MOR furniture and TGI Fridays  
 More BBQ restaurants  
 more big box stores  
 more fruit companies  
 more music halls, live music  
 more places to eat  
 more places to eat in North Visalia  
 More restaurants on Southwest  
 more retail  
 more things for kids 16 to 18 yrs  
 music club  
 need retail in the NW  
 neither, put money into helping those less fortunate and not those who already have what they need  
 neither, put the money to services for those lids fenter wtr  
 new theaters and a Forever 21  
 no new business, keep visalia a small city  
 None, fill the buildings with new businesses currently standing  
 Nordstorms Rack, another sports store  
 nordstroms, popeyes, boston market  
 Nordstroms, Ruth Chris, Cheesecake Factory, California Pizza kitchen  
 Nordstroms, Trader Joes  
 olive garden  
 Outback Steakhouse



Outback Steakhouse  
 Outback Steakhouse  
 outback, carraba, chic fil lay  
 Panera on Hwy 63 Dinuba Blvd  
 pizza places  
 places for the kids to go that don't cost a lot of money, I'm not saying free, I'm saying low cost, poor kids can't even afford the movies  
 Popeyes  
 Popeyes Crunches Chicken Cracker barrel  
 Popeye's or new clothing stores  
 promote small family businesses we have, support downtown  
 put the money into social services for the truly needy  
 Rallies, more south east Asian  
 Rally's, Spencer's Gifts  
 restaurant  
 road maintenance and parking and street lines  
 Sam's  
 Sam's Club  
 saving club  
 Seafood Restaurant  
 something for children  
 Sparkplugs  
 Sports Bar in northwest area  
 starbucks and shopping center and gas stations closer to our area  
 sushi, steak house, sandwich shop  
 Sweet Tomatoes  
 Sweet Tomatoes, Soup Plantation, Whole Foods  
 T.J. Maxx  
 taco bell  
 tahoe joes & trader joes  
 TFI Fridays  
 TGI Friday  
 TGIF  
 Theatres  
 there are so many  
 Tommy's Burger, live music scene  
 too many restaurants already  
 trader Joes  
 trader Joes  
 Trader Joes  
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 Trader Joe's  
 Trader Joe's  
 Trader Joes and Johns Incredible Pizza  
 Trader Joe's and Outback  
 Trader Joes and Whole Foods  
 Trader Joes any other grocery chains  
 Trader Joes or Whole Foods  
 Trader Joes or Whole Foods  
 Trader Joes or Whole Foods  
 Trader Joes or Whole Foods  
 Trader Joe's or Whole Foods  
 trader joes, B.J.'s  
 Trader Joe's, BauMo, TJ Maxx  
 Trader Joes, Bev Mo  
 trader joes, book store  
 Trader Joe's, bookstore  
 Trader Joe's, Chik fil A  
 trader joes, elephant bar  
 trader joes, elephant bar  
 Trader Joe's, Fresh and Easy  
 trader joes, large department store  
 Trader Joe's, organic foods store  
 Trader Joes, Other clothing shops besides Macys  
 Trader Joes, Outback  
 Trader Joes, Pollo Loco  
 Trader Joe's, Soup Plantation, paint ball arena, indoor race track  
 Trader Joe's, Starbucks on east side of city  
 Trader Joes, Whole Foods  
 Trader Joes, Whole Foods  
 Trader Joes, Whole Foods  
 Trader Joe's, World Market, Cabela's Sportsman's Warehouse  
 Water park  
 water slide park  
 we have enough. More retail or restaurants will only put others out of business  
 Weinerschnitzels  
 Weinerschnitzels  
 Weinerschnitzels  
 Weinerschnitzels  
 Whole Foods  
 Whole Foods  
 whole foods  
 whole foods  
 Whole Foods Trader Joes and Cheesecake Factory  
 Whole Foods and more ethnic restaurants, besides Mexican  
 whole foods and something fun for kids  
 whole foods or trader joes  
 whole foods or trader joes  
 whole foods or Trader Joes some place to buy more organic  
 Whole Foods, Trader Joe's  
 whole foods, Trader Joes, Nordstroms, 4 year college  
 whole foods, trader joes, spring fresh, red tomatoes  
 Whole Foods, Trader Joes, Weinerschnitzels, Barnes and Noble, Fry's Electronics

18 yrs 21 fruit adventure park amusement park angus book appliances outlets attract visitors baby golden bar el bar elephant bar trader bass pro bbq bevmo bbq restaurant bbq restaurants bevmo trader big box big health big john bjs bjs  
black angus book store bookstores restaurants borders buffet box stores buffet burlington burger el burger la burlington coat business big busters der buy baby buy buy cabellas california california pizza center estusly  
cheesecake factory chick-fil-a louisiana chicken clothing chicken outback chipotle church chocolate shop clothing dave coat super coffee el corral cabellas corral golden crab shack credit union cutlets elephant  
department store der wienerschnitzel designer department dog house dutch bro eastern market easy indian el pollo el torrito electronic appliances elephant bar encourage chains end retail  
estusly famous factory cheesecake factory regional factory trader family oriented famous dave fenter wtr food joe food restaurant food store foods chipotle foods trader forever 21  
fried chicken frijole mexican fruit companies frys fry furniture stores gather safely giant walmart golden corral good barnes good chocolate goods hooters grill dutch halls live health food healthier restaurants higher end home depot  
home goods hooters hooters hooters imax house grill ice skating ieka ikea ikea hooters ikea ikea imax cheesecake incredible pizza indian food joes borders joes el joes electronic joes elephant joes mine joes outback  
jr cheesecake juicy burger kids 16 kitchen california la michoacana lids fenter live music local businesses local families locally owned loco el loco elephant loco la loco rubios louisiana fried major employer  
manufacturing business market trader mexican food michoacana paletteria middle eastern mine good mor furniture music club music halls neiman marcus neveria juicy new business new shopping new theaters noble bass north visalia  
ole frijole oriented juicy outback steakhouse outback trader owned business park amusement park logan pizza bjs pizza kitchen pollo loco prefer local pro bbq put money  
quality restaurants regional designer restaurant black restaurant chick-fil-a restaurants fry restaurants furniture restaurants higher retail stores rink der rubios trader shack joe shack john shoe stores shop mor shopping center side raley  
skating rink small city soup plantation steakhouse buy steakhouse clothing steakhouse love steakhouse outback store bookstores store trader stores giant stores home stores middle super wal-mart  
sweet tomatoes tgi fridays torrito trader trader joe trader joes vegetables frys visalia offers visitors trader wal-mart trader  
walmart golden water park weinerschnitzels weinerschnitzels west side wienerschnitzel dog wtr new yrs music

## What is the most important thing that the City should be working on to make Visalia better?

a four year college  
a safer community, lower crime, help community be aware of criminal activity  
activities, both for seniors and youth  
all the homeless people getting jobs  
at this time road construction  
better fire services  
better less restrictive parking downtown  
better roads  
better service for our seniors  
better traffic flow  
better wireless services in our area we are being billed for water now how about putting in sewer lines for oak ranch area  
Bring in more businesses to create jobs  
bringing in business retailers  
Budget Balancing  
build more businesses to increase jobs  
child safety  
chopping meat for BBQ  
city police did not complete investigation into a home burglary 2 years ago  
clean air, eliminate gangs  
clean the parks equipment more often  
clean trash from city  
clean up drugs  
Cleaner Streets  
cleaning and traffic  
cleaning up neighborhoods with community service programs  
cleaning up North Visalia and north visalia Parks  
cleaning up the gangs, abandoned housing, and buildings, before building new ones to segregate people  
cleaning up the north side etc.  
collect the dead animals in the street  
Community activities to keep children involved with positive activities  
community liason people  
community well being  
complete construction, get a handle on gangs  
continue involving the citizens  
Continue to build on safety, gang prevention effort  
Create more jobs  
Crime  
Crime  
crime deterrent, theft is way too high  
crime prevention  
crime rate  
curfew  
Decreasing Crime and Support Blues Brews and BBQ  
deter gang activity and get tougher on taggers  
Downtown and Mooney facades design guidelines  
downtown at night needs more cops walking, not driving  
drug abuse issues and homelessness  
drug and alcohol rehab centers  
drug enforcement  
ease restrictions on business, and to renting property  
educating acts of kindness  
education  
efficient provision of services, sustainability  
employment  
employment  
Encourage job creation  
Ethnic Diversity  
expanding businesses in retail  
faster police response  
Fight Crime  
fight gang issues

fill in the infrastructure that we already have  
 filling up houses already constructed  
 finish road work on Mooney Blvd  
 finishing projects they have started  
 fix the roads, ticket people who run the red lights on Mooney Blvd  
 Gang activity, burglaries  
 Gang Control  
 Gang Control drug control  
 Gang Crime  
 Gang eradication  
 gang eradication  
 Gang Intervention  
 gang issues  
 Gang Prevention  
 Gang Prevention, Pollution  
 Gang suppression  
 Gang suppression and intervention, feeding the hungry  
 Gang suppression, a lot more tagging in my area  
 Gang Violence  
 Gangs  
 gangs  
 gangs  
 gangs  
 gangs  
 Gangs and crime  
 gangs and jobs  
 garbage disposal or air pollution  
 Get a Trader Joes  
 get gang members off the street  
 get homeless off streets  
 get rid of gangs  
 get rid of vagrants, homeless, people who solicit for money at businesses  
 get the drug and gang prevention program back in VUSD, it starts in young children  
 Get their employees to attend work frequently  
 Getting better City Managers  
 getting community more involved  
 getting rid of gangs  
 getting rid of illegals  
 getting trader joes to open here  
 have more religion based businesses  
 have police do a better job  
 health programs and access to healthier foods  
 healthcare system and valley air quality  
 help curb the growing gang problem  
 help Goshen out  
 help the homeless get them people a job  
 helping homeless  
 homeless  
 homeless  
 homeless situation and traffic  
 How Police officers speak to the people who pay them  
 I think people who let their property turn into a dump should have to keep them up enforced by the City  
 I think when you contact the police it shouldn't be so negative  
 Improve Demaree and Houston  
 improve streets in North side  
 improve youth programs  
 increase safety then employment  
 infill of housing and commercial development  
 investment in the city and new construction  
 Job Creation  
 job creation and no more vacant buildings  
 Jobs  
 Jobs  
 jobs  
 jobs and help for students with special needs  
 Jobs and less marijuana recognition

Jobs for our college graduates  
 keep community safe  
 Keep focus on crime resolution and gang activity, promotion of community involvement  
 keep people aware of how close sexual offenders are to them when moving to their location  
 keep up the great work  
 keeping safe for our kids to play and live happy  
 keeping the urban forest maintained and keep downtown a focus of constant improvement  
 less gov less city paperwork for businesses  
 Lessen laws that limit growing and raising our own foods at our residences  
 lower taxes, quit putting on fees, quit wasting money run efficient  
 maintain the streets  
 make it bigger  
 make it safer for the people  
 make it safer, no gangs  
 make more shopping centers  
 maybe getting rid of all the people that hang around the stores, and try to make the city cleaner and friendlier  
 Mooney Traffic  
 more activities for families and kids  
 more activities for teenage kids  
 more bike lanes and stop signs, low cost free recreation activities for children  
 more businesses  
 more businesses  
 more diversity in leadership young and minorities  
 more exercise classes  
 more family youth activities  
 more free community events  
 more fun Places  
 more integrating activities & more accepting & neighborhood activities  
 more job oppertunities, job fairs  
 more jobs  
 more jobs  
 more jobs  
 more jobs  
 more parks  
 more places for kids  
 more recreational activities for teenagers  
 More road construction  
 more specialist stores  
 more steps to eliminate gangs and protect citizens from being bullied on the streets  
 more stupport of fire & police dept  
 more traffic control  
 move things for the youth  
 new shopping center; combat gangs reduce unemployment  
 new street signs our intersections are very poorly marked  
 no comment  
 no more road work  
 North side gang problem  
 northwest needs a high school  
 on Dinuba and Roeben, lots of traffic that does no stop for pedestrians  
 open to small and large business give them tax breaks, make construction permits easy and cheeper; blain light needs to be fixed more often  
 overall community safety and stopping gang violence  
 plant more trees, have a YMCA on the southwest part of Visalia  
 police communication with the public and the homeless  
 police communication with the public and the homeless, all of this is tiring to the public, but think about how tiring it is for those who have no cot  
 police communication with the public and the homeless, band together for the people, not against the less fortunate  
 police customer service, treat people with respect reguardless of where contact was made  
 prevent theft  
 promote the schools, highlight was is good about visalia; love the downtown on the weekends and evenings after work  
 providing arts and cultural activities  
 Public Safety  
 public safety  
 public schools  
 publicizing council meetings  
 quality and citizenship, being involved  
 recreation activities for community  
 reduce crime, tougher on taggers, fix Sequoia Mall  
 Remove the snobs that are running the city

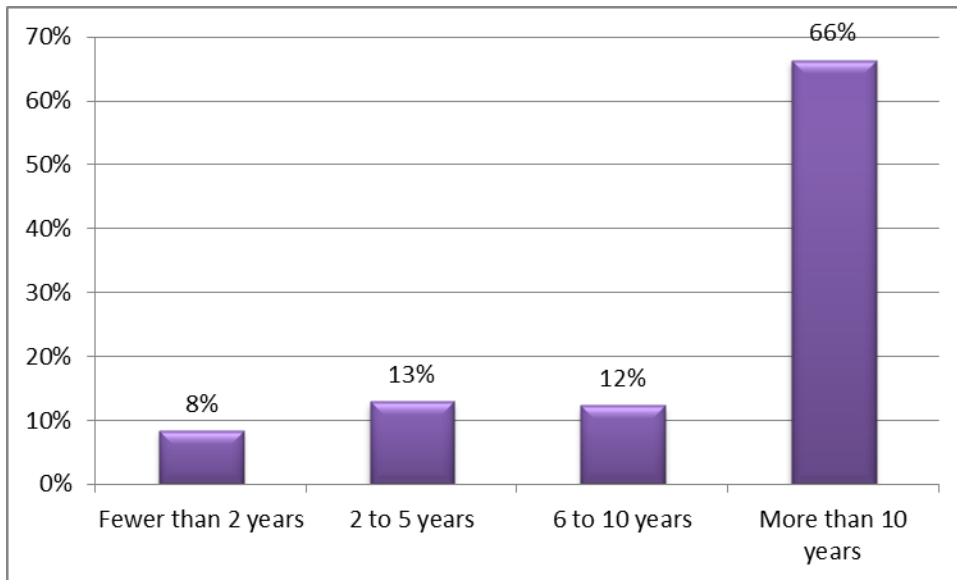
renting out buildings that have been closed for years  
 Repair Roads  
 repairing the holes in the road  
 Reuse Vacant Businesses  
 road conditions  
 road repairs  
 Roads  
 roads  
 roads and its good  
 roads, they are the worst by far  
 Safe communities  
 Safety  
 safety  
 safety  
 Safety  
 safety  
 safety  
 Safety, Police  
 School District and jobs  
 Schools  
 schools  
 schools  
 should work on getting homeless out of street  
 slow growth  
 start with the visalia police dept new chief  
 Stop gang activitiy  
 stop nit picking about enforcing little irrelevant things  
 stop uncontrolled spread and development, develop downtown with an eye to clean up and revitalize  
 Street lights  
 take care of its retirees  
 Take some VERY SERIOUS steps to address and diminish the Gang problem  
 that there is more work  
 the city should work on the safety of people  
 The Fire Department  
 The Roads  
 the streets  
 the streets  
 Theme Park places that get the youth involved  
 they're good  
 Traffic  
 traffic  
 traffic  
 Traffic flow, upscale retail shopping and dining, Arts and entertainment  
 Traffic and Gangs  
 Traffic Control, Gang Violence Prevention, teen pregnancy, extracurricular activities  
 traffic control, road maintenance, takes too long, no consideration for the businesses around the area  
 Traffic Flow  
 traffic flow  
 traffic is becoming challenging  
 traffic jams during starting school hours  
 trash, garbage  
 treat homeless better  
 trees, walking and running trails  
 try to reduce gang violence  
 Try to reuse existing vacant box stores  
 We need a beach  
 work directly with small business and entrepreneurs. We kept our business operations in orange county for this reason.  
 work on roads  
 work on the quality of our streets  
 you are doing a great job already  
 youth activities must be a major thrust, be pro-active with business community, promote our industrial park

2 years abandoned housing abuse issues activities community activity activities activity burglaries ago clean air eliminate air pollution alcohol rehab area bring area gang attend work  
 balancing build bbq city bbq deter blues brews blvd finishing blvd gang budget balancing building new burglaries gang burglary 2 business retailers centers drug child safety  
 children involved chopping meat citizens continue city clean city managers city police clean air clean trash cleaner streets community activities community liason community lower  
 community service complete construction complete investigation constructed finish continue involving control drug **control gang** cops walking create jobs creation ethnic  
**crime crime** crime deterrent crime fight crime gang crime gangs crime prevention crime rate criminal activity curfew decreasing dead animals decreasing crime design guidelines  
 deter gang deterrent theft diversity expanding driving drug drug abuse drug control drug enforcement drugs cleaner ease restrictions educating acts education efficient efficient provision  
 effort create **eliminate gangs** employment employment employment encourage encourage job enforcement ease **eradication gang** ethnic diversity expanding businesses  
 facades design faster police fight crime fight gang finish road finishing projects fire services **flow traffic gang activity gang control gang crime gang eradication**  
 gang intervention **gang issues** gang members **gang prevention gang problem gang suppression gang violence**  
 gangs abandoned gangs clean gangs continue **gangs gangs** garbage disposal guidelines downtown high crime home burglary **homeless homeless**  
**homeless people** homelessness drug hungry gang increase jobs intervention feeding intervention gang issues fill issues gang **job creation jobs bringing jobs child**  
 jobs crime jobs garbage **jobs jobs** kindness education liason people lower crime **mooney blvd mooney facades north side north visalia oak ranch**  
 parking downtown parks cleaning parks equipment people cleaning people community **police communication police dept police response pollution gang**  
 positive activities prevention crime prevention effort prevention gang prevention pollution prevention program program back programs cleaning property educating **public safety**  
 ranch area rate curfew **recreation activities** red lights rehab centers religion based renting property response fight restrictive parking retail faster retailers budget  
**road construction road work roads roads** roads ticket safer community safety chopping safety gang **safety public safety safety**  
**schools schools** segregate people service programs services sustainability sewer lines started fix street community streets cleaning support blues suppression gang  
 sustainability employment taggers downtown ticket people time road **trader joes** traffic cleaning **traffic control traffic flow traffic traffic**  
 vagrants homeless violence gangs visalia parks **visalia police** wet backs wireless services work frequently year college years ago young children **youth activities**

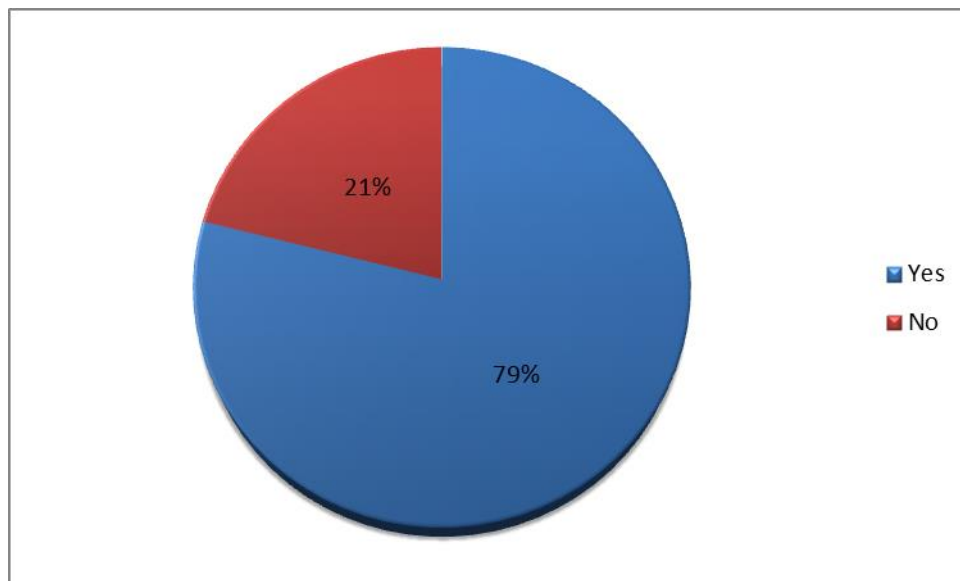


## Demographic Summary

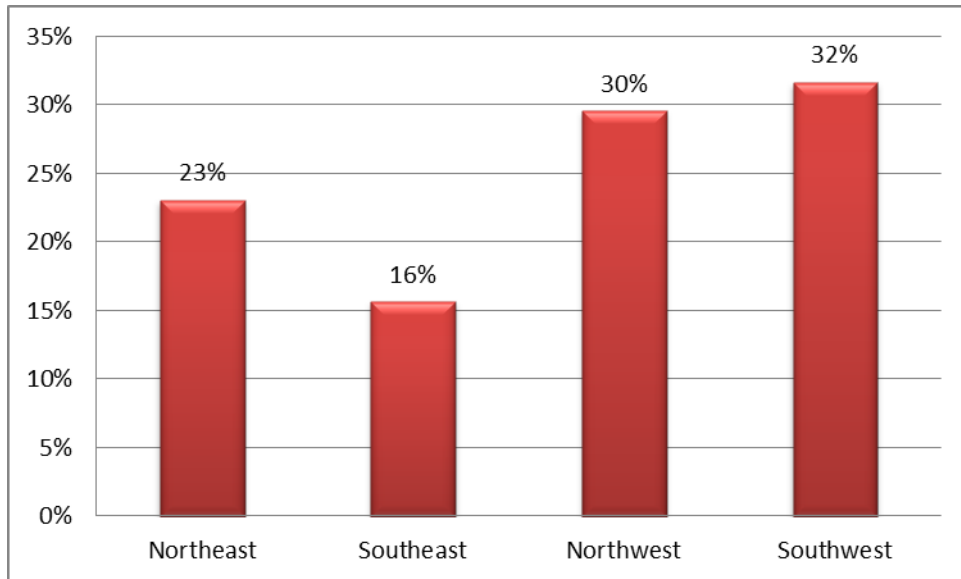
Length of Residency



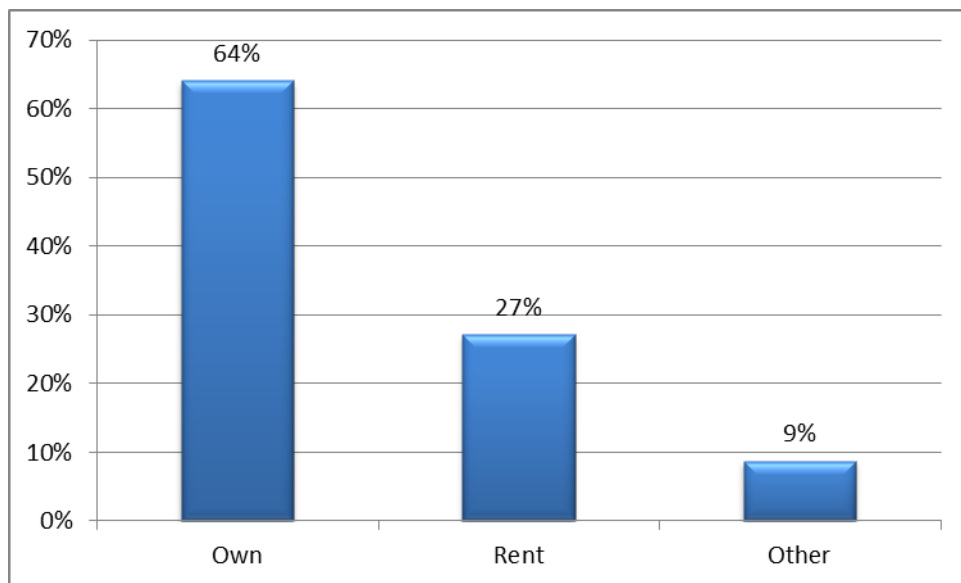
Registered Voter



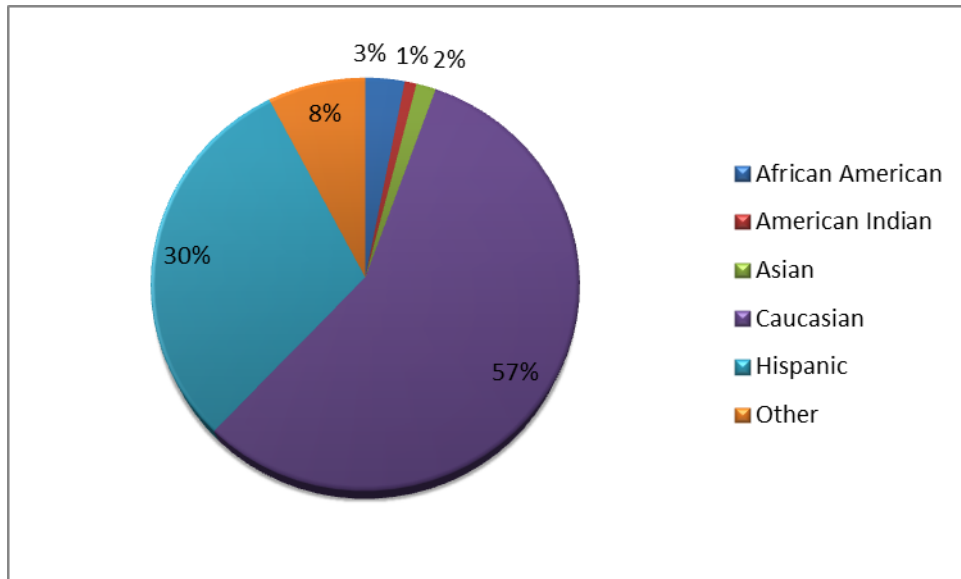
### Quadrant of the City



### Home Ownership

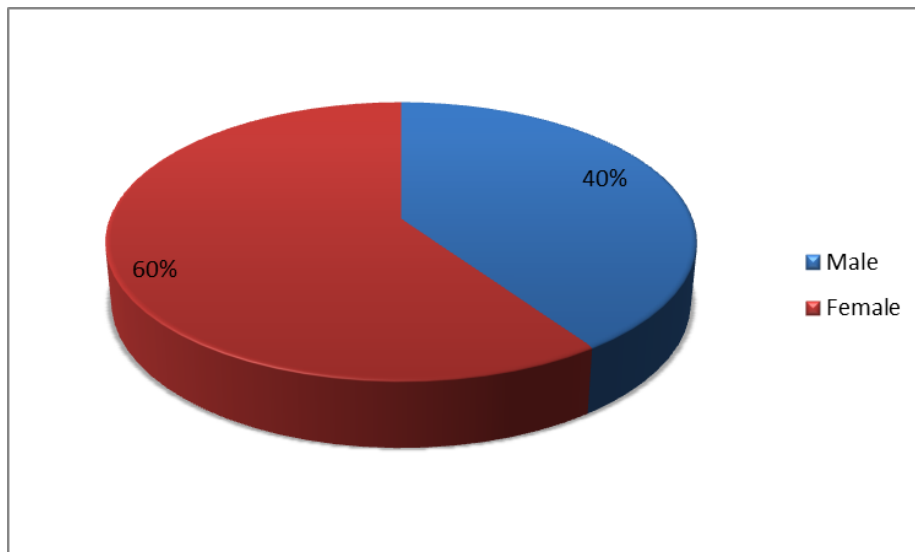


## Ethnicity

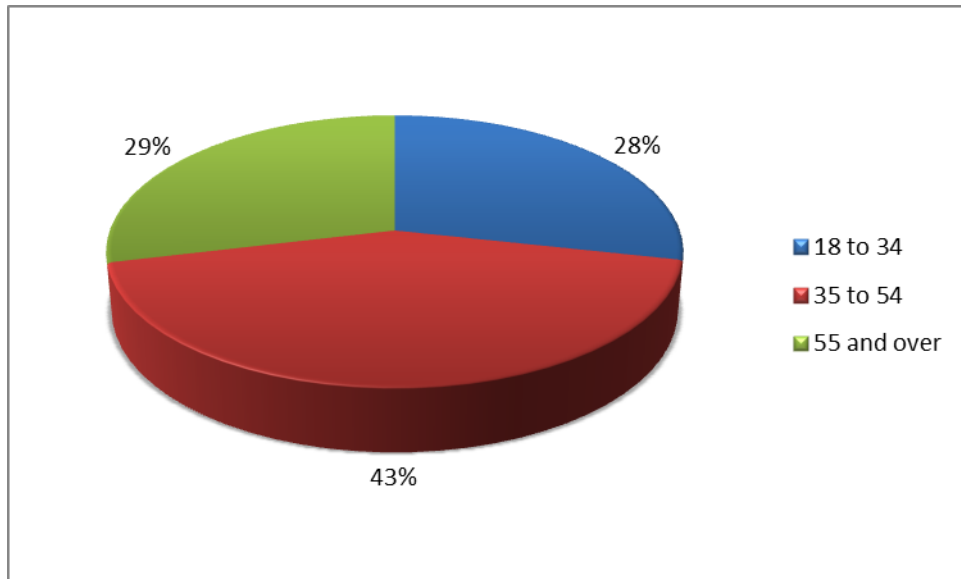


Answer	Northeast	Southeast	Northwest	Southwest
African American	4%	2%	3%	3%
American Indian	0%	2%	1%	1%
Asian	0%	2%	3%	1%
Caucasian	42%	61%	57%	67%
Hispanic	48%	29%	27%	18%
Other	6%	4%	9%	10%

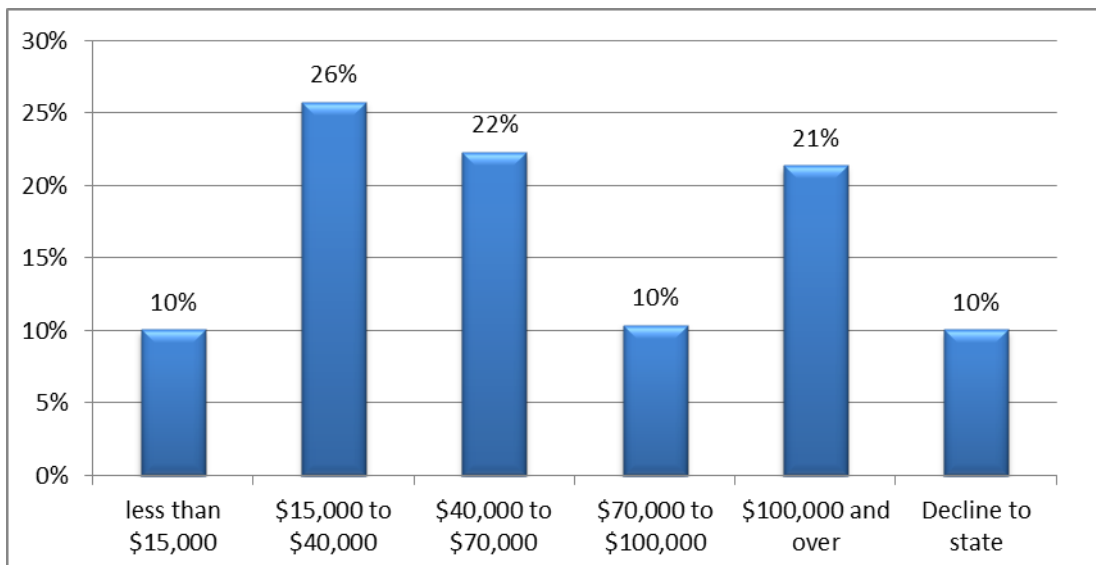
## Gender



**Age Group**



**Gross Income**



# Sample Survey



## 2011 CITY OF VISALIA PUBLIC OPINION SURVEY

**1. Which part of the city do you live in if Mooney Blvd. and Highway 198 are considered the cross section:**

Circle a number 1 ←Northeast 2 ←Southeast 3 ←Northwest 4 ←Southwest

**2. How do you rate the city's efforts at providing a safe community:**

Circle a number 1 ←Very Low 2 ←Low 3 ←Average 4 ←High 5 ←Very High

**3. Have you had a *business* contact with the Visalia Police Department in the past year? (If "NO", go to question 4)**

Circle Yes or No Yes No

**If you answered "yes" how would you rate the service you received:**

Circle a number 1 ←Very Poor 2 ←Poor 3 ←Average 4 ←Good 5 ←Excellent

**4. Have you had *business* contact with a Visalia Firefighter in the last year? (If "NO", go to question 5)**

Circle Yes or No Yes No

**If you answered "yes" how would you rate the service you received:**

Circle a number 1 ←Very Poor 2 ←Poor 3 ←Average 4 ←Good 5 ←Excellent

**5. What do you consider to be the most essential city service besides Police and Fire:**

Circle a number 1 ←Road Maintenance 2 ←Park Maintenance 3 ←Traffic Signs & Signals 4 ←Recreation Activities 5 ←Other

**6. How do you rate the quality of the following services in Visalia:**

Circle a number on each line	Very Poor	Poor	Average	Good	Excellent	Not Observed
Fire Emergency Response	1	2	3	4	5	X
Private Ambulance	1	2	3	4	5	X
City Road Maintenance	1	2	3	4	5	X
Traffic Management	1	2	3	4	5	X
Bus Services	1	2	3	4	5	X
Street Lighting	1	2	3	4	5	X
Senior Citizen Services	1	2	3	4	5	X
Recreation Activities	1	2	3	4	5	X
Service for Disabled Persons	1	2	3	4	5	X
Park Maintenance	1	2	3	4	5	X
Garbage+Recycling Collection	1	2	3	4	5	X
Convention Center	1	2	3	4	5	X

**7. How many times have you attended activities at the Convention Center in the last year:**

Circle a number 1 ←None 2 ←1 to 2 times 3 ←3 to 4 times 4 ←5 or more times

**8. Excluding roadway construction activities, how do you view traffic flow throughout Visalia:**

Circle a number 1 ←Very Poor 2 ←Poor 3 ←Average 4 ←Good 5 ←Excellent

**- TURN PAGE OVER -**

2011 CITY OF VISALIA PUBLIC OPINION SURVEY (Continued)

9. The City is studying whether or not to elect council members by district instead of the current at-large format. What is your opinion on the matter?

Circle a number 1 ← I am in favor of district elections 2 ← I am opposed to district elections 3 ← I do not have an opinion

10. How long have you lived in Visalia:

Circle a number 1 ← Fewer than 2 years 2 ← 2 to 5 years 3 ← 6 to 10 years 4 ← More than 10 years

11. Are you a registered voter:

Circle Yes or No Yes No

12. Do you own or rent your home:

Circle a number 1 ← Own 2 ← Rent 3 ← Other

13. What is your ethnicity:

Circle a number 1 ← African American 2 ← American Indian 3 ← Asian 4 ← Caucasian 5 ← Hispanic 6 ← Other

14. What is your gender:

Circle a number 1 ← Male 2 ← Female

15. What is your age group:

Circle a number 1 ← 18 to 34 2 ← 35 to 54 3 ← 55 and over

16. What was your household's total income before taxes last year:

Circle a number 1 ← Less than \$15,000 2 ← \$15,000 to \$40,000 3 ← \$40,000 to \$70,000  
4 ← \$70,000 to \$100,000 5 ← \$100,000 and over 6 ← Decline to state

17. How can the City of Visalia encourage job creation:

(Comment in this area)

18. What new retail business or restaurant would you like to see open in Visalia:

(Comment in this area)

19. What is the most important thing that the City should be working on to make Visalia better:

(Comment in this area)

20. Taking all things into consideration, how would you rate the overall quality of life in Visalia:

Circle a number 1 ← Very Low 2 ← low 3 ← Average 4 ← High 5 ← Very High

The City of Visalia produces an e-mail newsletter. Would you like to receive the newsletter? If so,:

Write your E-Mail Address Here: \_\_\_\_\_ @ \_\_\_\_\_

☺ **THANK YOU** FOR YOUR PARTICIPATION ☺