

Public Opinion Survey



Conducted By: The Citizens Advisory Committee Spring 2015

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.

CITIZENS ADVISORY COMMITTEE

Luke Feldstein, Chairman-Citizens Advisory Committee
Kristi Bruce, Public Opinion Subcommittee Chair

Bruce, Kristi
Burr, Jim
Duarte, Norbet
Eiben, Joe
Feldstein, Luke
Florez - McCusker, Laura
Gordon, Tom
Monroe, Suzanne

Mulhair, Sean
Parks, Michael
Sarkasian, Cynthia
Winters, David
Wright, Don
Zeeb, Faye
Canizales, Yolanda - alternate

CITY OF VISALIA STAFF

Eric Frost, Deputy City Manager

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Survey Characteristics

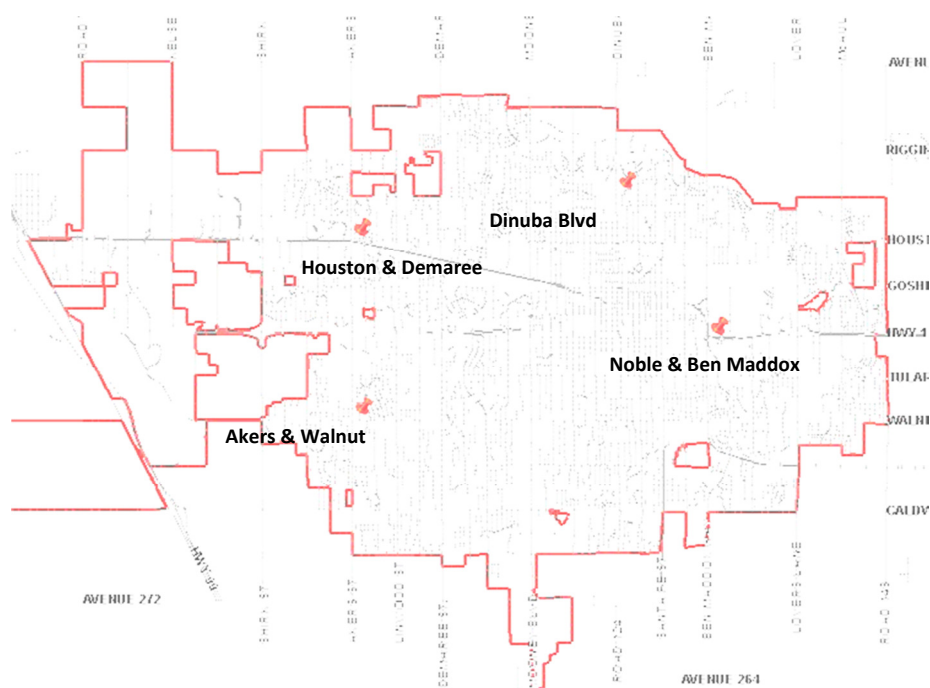
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Background

The City of Visalia desires 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 uses 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, Houston/Demaree, Dinuba Blvd, and Noble/Ben Maddox.

Location of Survey Markets



This year's survey was conducted on Saturday, April 25, 2015. The survey was provided in English and Spanish. Questions of concern regarding Visalia's overall safety, traffic flow and ideas to make Visalia better were included. This year the open-ended questions focused on how best to provide Visalia's with information about their government. Respondents were presented with multiple ways to learn about their government and asked how they would like to receive information.

This year's POS had a sample size of 277 is up from last year's 260 respondents to the POS. Sample size is important because the larger a sample size, the more likely that the survey's response will match the

real community's response. With a sample size of 277, there is a 95% chance that the survey response rate is within +/- 6% of the actual response. Alternatively, there is a 90% chance that the true response is within +/- 5% of the true response. In practice, the committee attempts to solicit 300 responses during each survey.

Summary Highlights

This year's survey supported most of the long term trends in Visalia: most people like Visalia; Police and Fire are valued services; after Police and Fire, people want good streets. This year's survey participants, however, tended to have more people from the Northeast quadrant. Additionally, the respondents were slightly more male and older than the City in general.

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)

98% of respondents rated the overall quality of life in Visalia as Average to Very High.

61% of those respondents answered High or Very High which was a **2%** increase from 2014.

Looking at this question by income group, 11% of the group with incomes of \$15,000 a year or less felt that Visalia's quality of life was very low or low, compared to no one in all the income groups of at least \$40,000 or more stating that Visalia's quality of life was low or very low.

City's efforts in providing a Safe Community

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

50% of the respondents rated the city's efforts as High or Very High, which was an increase of **5%**. The Southeast had the highest rating with **56%** having a high and very high rating. The Northeast total for these two categories was 42%, the lowest quadrant in the City.

Road Maintenance:

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

47% of respondents selected Road Maintenance as the most essential service besides Police and Fire, the same as last year. The support for roads was strong except for the income group of \$15,000 a year or less with a rating of **28%**. The second most important service was Traffic Signs & Signals at **24%**.

Quality of Service:

From the list of services, most respondents gave similar ratings as last year, awarding Fire Emergency Response and Garbage Collection with the highest percentage of excellent or good

ratings. Bus, Disable Persons and Senior Services had the highest number of “Not Observed” ratings, indicating that many people don’t know what is offered.

New Questions

What telephone types do you have? I have a:_____ and Would you prefer to take the City’s survey on line or in person? 1 Online 2 In-Person

Residents clearly showed a trend towards using cell phones. 55% of Visalians have landlines and 95% of Visalians have cell phones. Fully 68% of the 18-35 year-olds do not have land lines. If the City wishes to contact its residents, cell phones are the best method.

As for the survey being done in person or online, 2/3rds across all age groups expressed a desire to do the survey in person.

Open Questions:

Survey had two open ended questions this year, namely:

10. If the City changed one thing to better provide information to Visalians, what should it do?

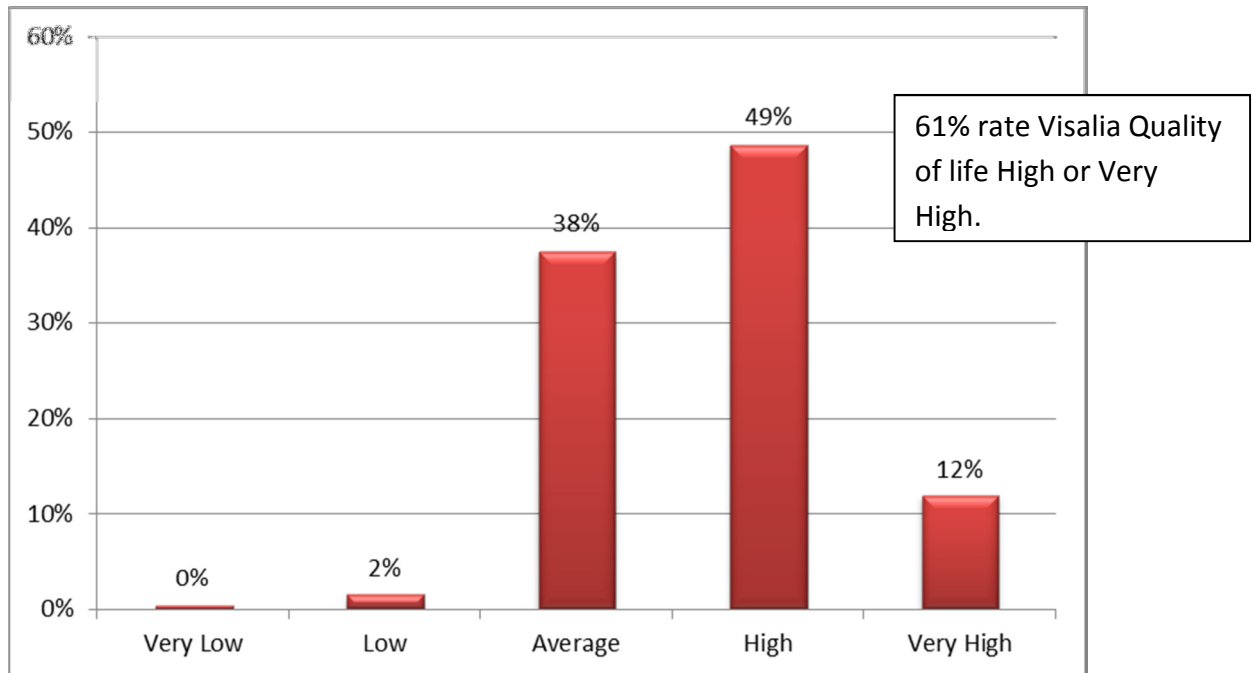
All the responses for both of these questions are found at the end of the report before the demographic information. On how to provide information, no single source was evident from the responses, reemphasizing that the communicating to residents requires multiple media platforms.

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

The homeless problem showed up as the most prevalent and most often mentioned area of concern by residents. Roads, parks, traffic and streets were mentioned, but not as often. Gangs, although mentioned, was further from people minds.

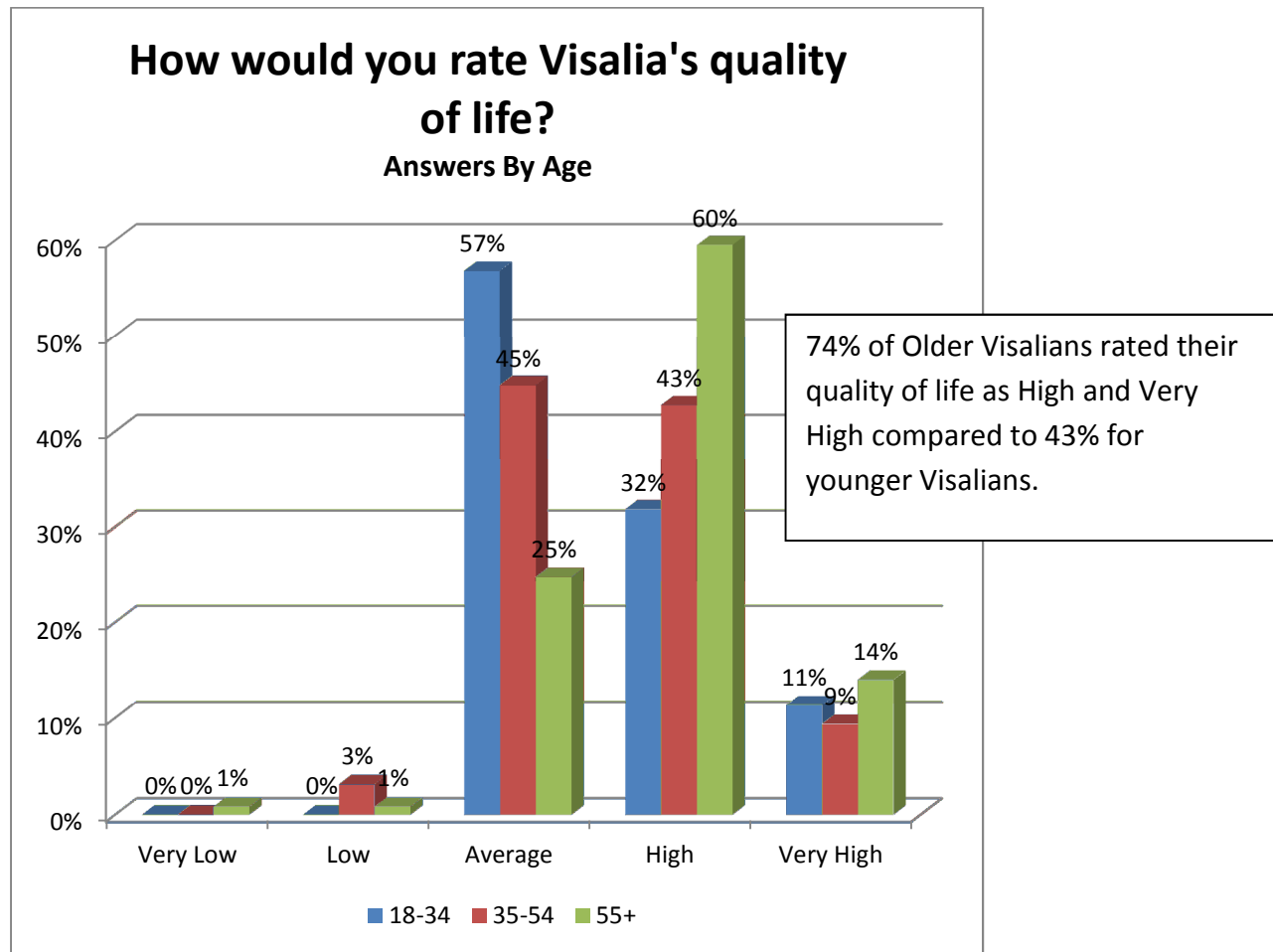
Quality of Life

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



Year-To-Year					
	2011	2013	2014	2015	
Very Low	1%	0%	0%	0%	
Low	4%	2%	4%	2%	
Average	42%	29%	37%	38%	
High	44%	54%	47%	49%	
Very High	9%	15%	12%	12%	
2015	Quadrants				
	Northeast	Southeast	Northwest	Southwest	
Very Low	1%	0%	0%	0%	
Low	3%	2%	2%	0%	
Average	47%	43%	30%	29%	
High	36%	47%	59%	55%	
Very High	13%	8%	10%	16%	
total responses	78	60	63	56	
2015	Income				
	less than \$15,000	\$15,000 to \$40,000	\$40,000 to \$70,000	\$70,000 to \$100,000	\$100,000 and over
Very Low	4%	0%	0%	0%	0%
Low	7%	2%	0%	0%	0%
Average	46%	52%	36%	24%	25%
High	32%	37%	55%	71%	57%
Very High	11%	10%	9%	5%	18%
total responses	28	62	55	38	51

Quality of Life By Age Group

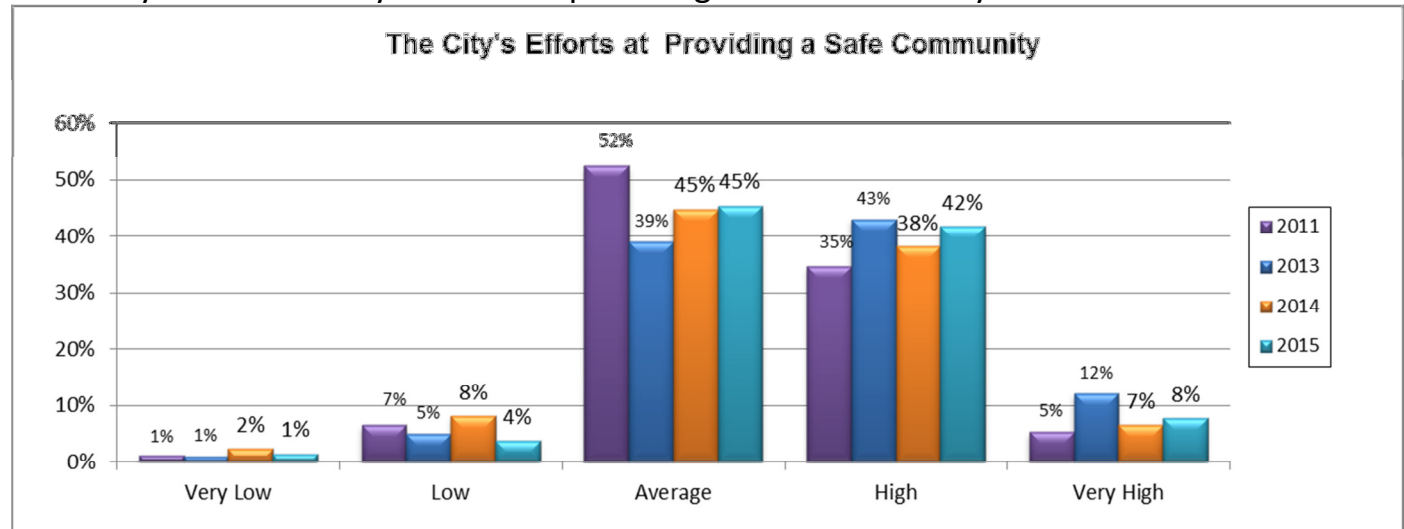


Answer	Response	%	18-34		34-54		55+	
			Response	%	Response	%	Response	%
Very Low	1	0%	0	0%	0	0%	1	1%
Low	4	2%	0	0%	3	3%	1	1%
Average	98	38%	25	57%	43	45%	30	25%
High	127	49%	14	32%	41	43%	72	60%
Very High	31	12%	5	11%	9	9%	17	14%
Total	261		44		96		121	

Older Residents rated Visalia's Quality of Life Higher.

Safety Ratings

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



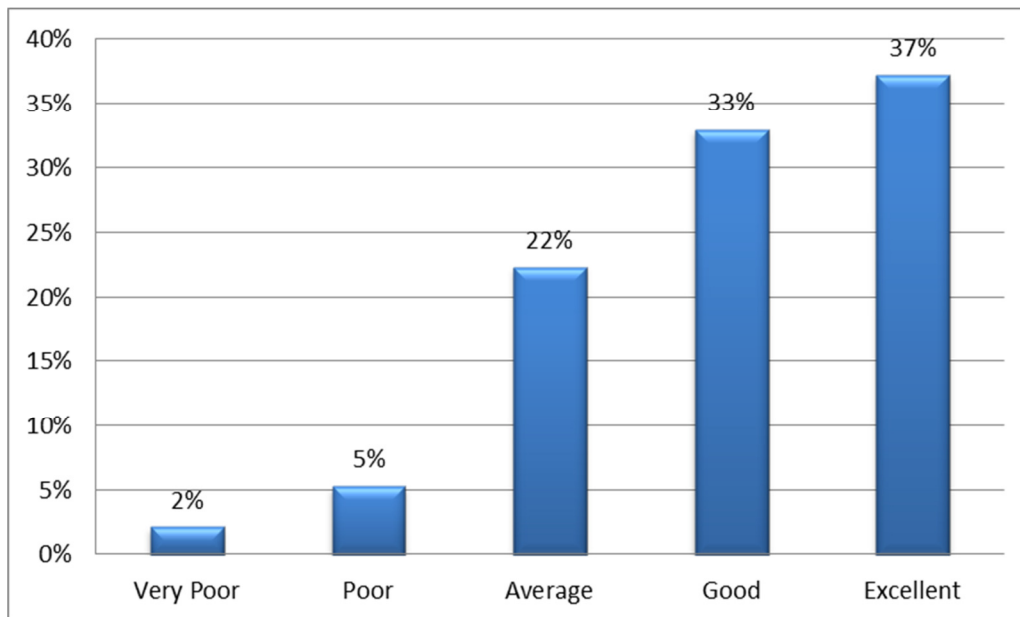
The High and Very High ratings are up slightly from last year, but still within the margin of error.

2015					
	Quadrants				
	Northeast	Southeast	Northwest	Southwest	
Very Low	2%	0%	2%	2%	
Low	8%	3%	0%	0%	
Average	47%	41%	50%	45%	
High	35%	48%	44%	41%	
Very High	7%	8%	5%	13%	
2015					
	Age				
	18 to 34	35 to 54	55 and over		
Very Low	0%	2%	0%		
Low	5%	3%	5%		
Average	68%	44%	68%		
High	23%	42%	23%		
Very High	5%	8%	5%		
total responses	44	97	130		
2015					
	Income				
	less than \$15,000	\$15,000 to \$40,000	\$40,000 to \$70,000	\$70,000 to \$100,000	\$100,000 and over
Very Low	0%	0%	2%	0%	0%
Low	7%	5%	3%	3%	2%
Average	54%	68%	44%	37%	27%
High	32%	23%	42%	45%	62%
Very High	7%	5%	8%	11%	10%
total responses	28	64	56	36	52

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)



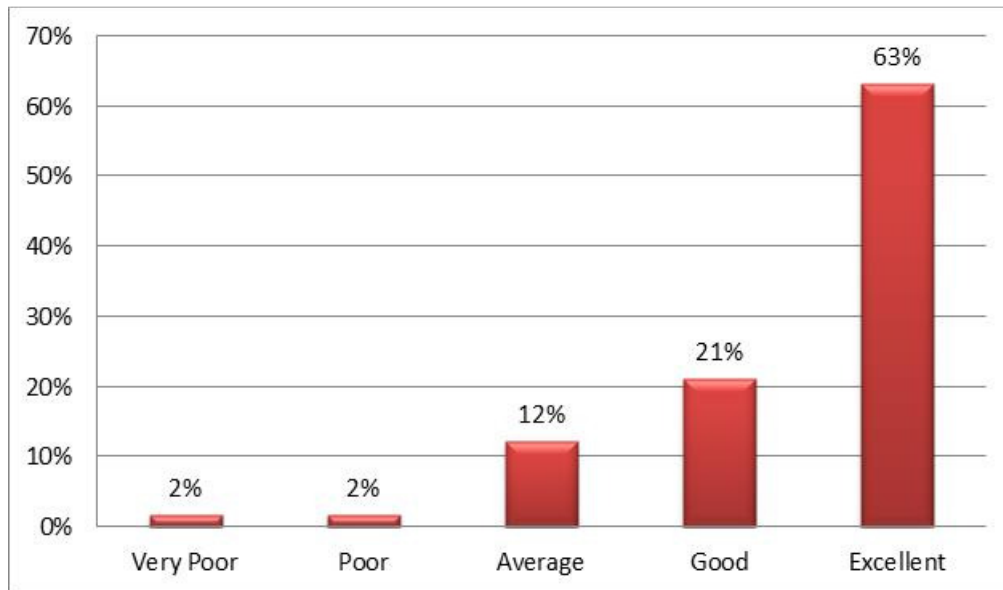
92 had contact with PD (34%). Six percentage points more than last year. Last year, 22% of the respondents rated their experience as excellent. This year 37% gave an excellent rating.

Year-To-Year					
	2011	2013	2014	2015	
Very Poor	6%	5%	1%	2%	
Poor	8%	7%	10%	5%	
Average	19%	18%	21%	22%	
Good	45%	29%	46%	33%	
Excellent	22%	41%	22%	37%	
2015	Quadrants				
	Northeast	Southeast	Northwest	Southwest	
Very Poor	0%	0%	0%	10%	
Poor	7%	10%	0%	5%	
Average	15%	14%	26%	38%	
Good	37%	33%	39%	19%	
Excellent	41%	43%	35%	29%	
total responses	27	21	23	21	
2015	Income				
	less than \$15,000	\$15,000 to \$40,000	\$40,000 to \$70,000	\$70,000 to \$100,000	\$100,000 and over
Very Poor	0%	0%	5%	0%	5%
Poor	17%	11%	5%	7%	0%
Average	33%	32%	20%	21%	10%
Good	33%	42%	40%	36%	30%
Excellent	17%	16%	30%	36%	55%
total responses	6	19	20	14	20

Public Safety Services- 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			
	2011	2013	2014	2015
Very Poor	0%	2%	0%	2%
Poor	0%	0%	3%	2%
Average	2%	9%	13%	12%
Good	33%	30%	39%	21%
Excellent	65%	58%	45%	63%

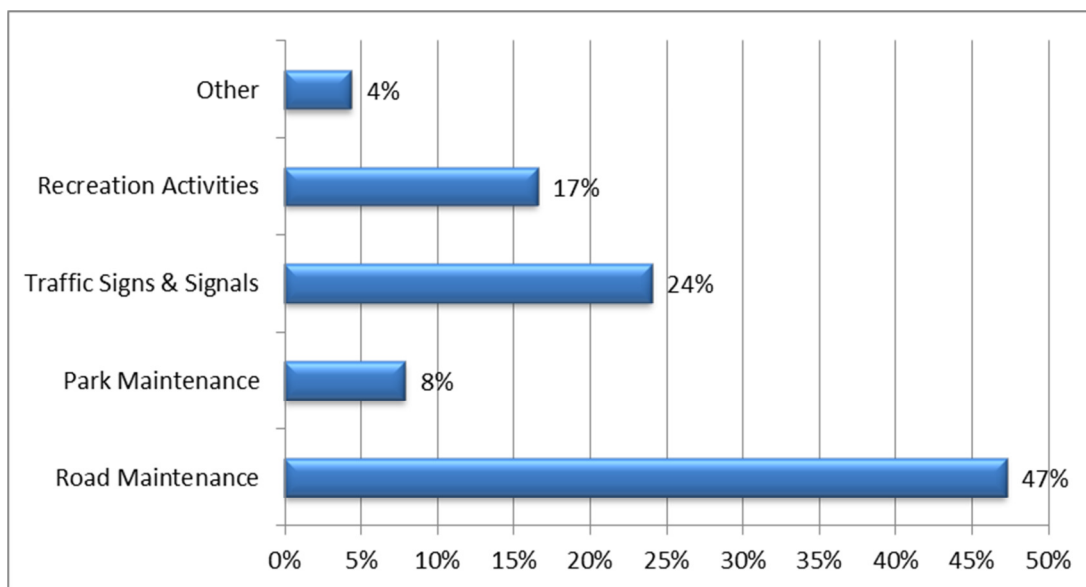
57 had contact with FD (21%).

2015	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Poor	4%	0%	0%	0%
Poor	0%	0%	7%	0%
Average	13%	9%	21%	0%
Good	13%	27%	21%	33%
Excellent	70%	64%	50%	67%
total responses	23	11	14	9

The southwest quadrant has the least contact with the fire department as was the most satisfied.

Quality of Services

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



After Public Safety, Road Maintenance is the most important service to residents of Visalia.

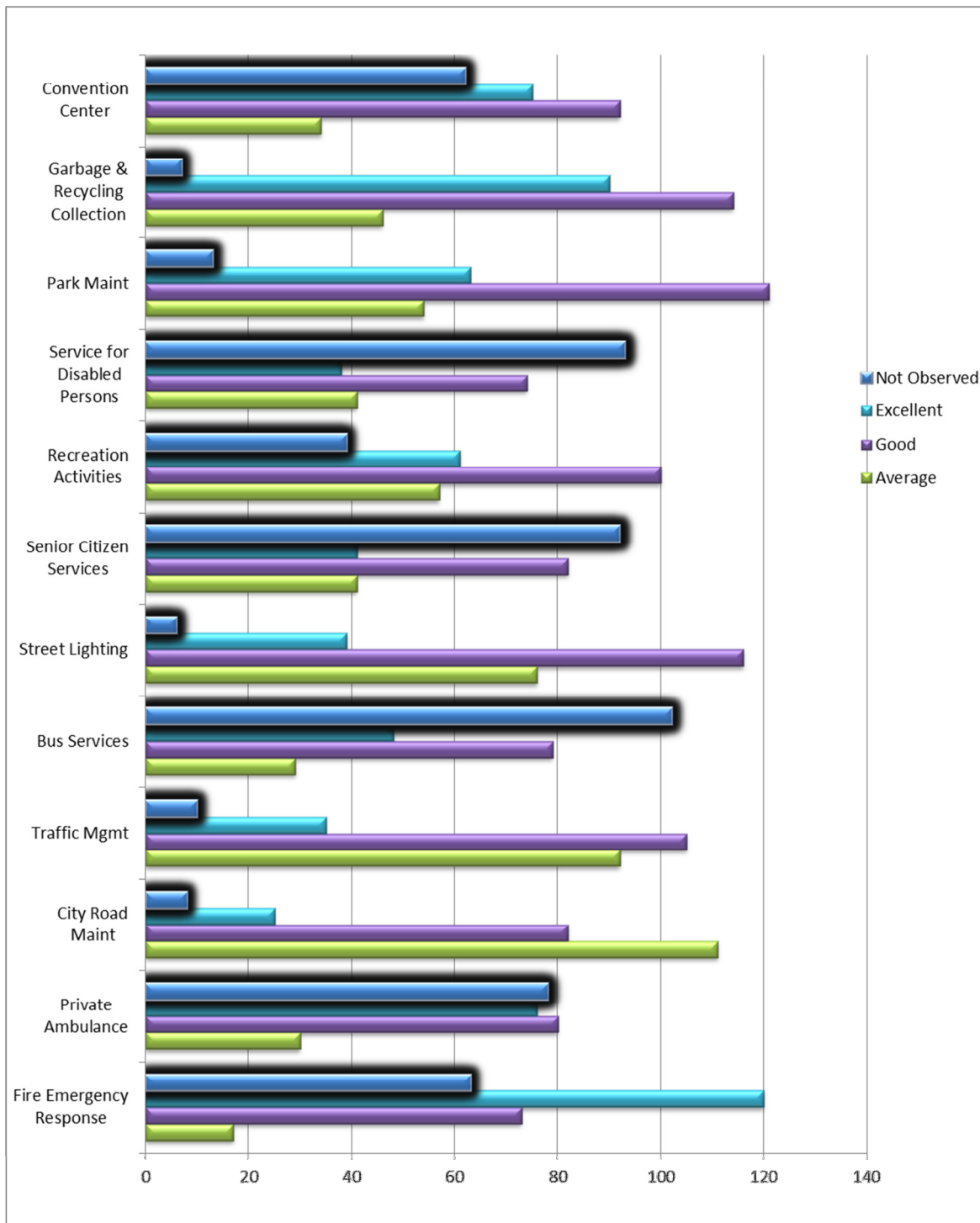
	Year-To-Year			
	2011	2013	2014	2015
Road Maintenance	39%	43%	47%	47%
Park Maintenance	7%	8%	8%	8%
Traffic Signs & Signals	27%	32%	27%	24%
Recreation Activities	20%	10%	13%	17%
Other	6%	6%	6%	4%

2015

	Income				
	less than \$15,000	\$15,000 to \$40,000	\$40,000 to \$70,000	\$70,000 to \$100,000	\$100,000 and over
Road Maintenance	28%	49%	48%	62%	51%
Park Maintenance	20%	5%	13%	0%	6%
Traffic Signs & Signals	12%	24%	25%	27%	21%
Recreation Activities	24%	18%	11%	11%	19%
Other	16%	4%	4%	0%	2%
total responses	25	55	56	37	47

For those with incomes less than \$15,000 a year, road maintenance

How do you rate the following services' quality in Visalia?



Fire and Solid Waste had the highest Excellent/Good rating combinations. The services least observed were for the bus, seniors and disabled.

Historical Results

Changes of less than +/-6% are not statistically significant. Largest change was a decrease in perceived rating of road maintenance.

Fire Emergency Response Year -To-Year				
	2011	2013	2014	2015
Excellent	33%	35%	32%	44%
Good	28%	29%	30%	27%
Average	12%	11%	9%	6%
Poor	1%	0%	1%	0%
Very Poor	0%	0%	1%	0%
Not Observed	26%	24%	26%	23%

Senior Citizen Services Year -To-Year				
	2011	2013	2014	2015
Excellent	10%	16%	21%	15%
Good	24%	24%	26%	30%
Average	19%	13%	20%	15%
Poor	4%	5%	4%	3%
Very Poor	3%	1%	1%	1%
Not Observed	40%	41%	36%	34%

Private Ambulance Year -To-Year				
	2011	2013	2014	2015
Excellent	19%	22%	24%	29%
Good	27%	28%	34%	30%
Average	14%	14%	8%	11%
Poor	2%	1%	1%	1%
Very Poor	2%	0%	1%	0%
Not Observed	36%	34%	32%	29%

Recreation Activities Year -To-Year				
	2011	2013	2014	2015
Excellent	21%	23%	21%	23%
Good	34%	42%	36%	37%
Average	25%	17%	25%	21%
Poor	4%	4%	5%	3%
Very Poor	3%	1%	2%	2%
Not Observed	13%	12%	11%	14%

City Road Maintenance Year -To-Year				
	2011	2013	2014	2015
Excellent	7%	9%	9%	9%
Good	30%	35%	24%	30%
Average	38%	33%	43%	41%
Poor	18%	14%	16%	12%
Very Poor	4%	4%	3%	5%
Not Observed	3%	4%	4%	3%

Services for Disabled Persons Year -To-Year				
	2011	2013	2014	2015
Excellent	11%	18%	12%	14%
Good	21%	22%	21%	28%
Average	18%	12%	23%	16%
Poor	7%	5%	4%	6%
Very Poor	3%	1%	1%	0%
Not Observed	40%	41%	40%	35%

Traffic Management Year -To-Year				
	2011	2013	2014	2015
Excellent	6%	14%	12%	13%
Good	31%	38%	36%	39%
Average	41%	34%	35%	34%
Poor	17%	9%	10%	8%
Very Poor	3%	2%	4%	2%
Not Observed	2%	3%	3%	4%

Park Maintenance Year -To-Year				
	2011	2013	2014	2015
Excellent	17%	24%	22%	23%
Good	42%	45%	40%	44%
Average	25%	17%	24%	20%
Poor	5%	7%	3%	6%
Very Poor	2%	1%	3%	2%
Not Observed	9%	7%	7%	5%

Bus Services Year -To-Year				
	2011	2013	2014	2015
Excellent	18%	18%	15%	18%
Good	28%	24%	30%	30%
Average	16%	17%	15%	11%
Poor	5%	4%	4%	3%
Very Poor	1%	1%	1%	1%
Not Observed	33%	36%	35%	38%

Garbage Recycling Program Year -To-Year				
	2011	2013	2014	2015
Excellent	29%	28%	27%	33%
Good	41%	43%	41%	42%
Average	21%	19%	22%	17%
Poor	4%	5%	6%	5%
Very Poor	2%	2%	3%	1%
Not Observed	3%	4%	3%	3%

Street Lighting Year -To-Year				
	2011	2013	2014	2015
Excellent	12%	17%	15%	14%
Good	35%	35%	35%	43%
Average	38%	29%	34%	28%
Poor	12%	13%	10%	8%
Very Poor	2%	3%	3%	4%
Not Observed	0%	2%	2%	2%

Convention Center Year -To-Year				
	2011	2013	2014	2015
Excellent	23%	29%	26%	28%
Good	37%	33%	38%	34%
Average	18%	14%	15%	13%
Poor	2%	2%	3%	2%
Very Poor	1%	1%	1%	1%
Not Observed	20%	22%	18%	23%

Number of Times Attended the Convention Center

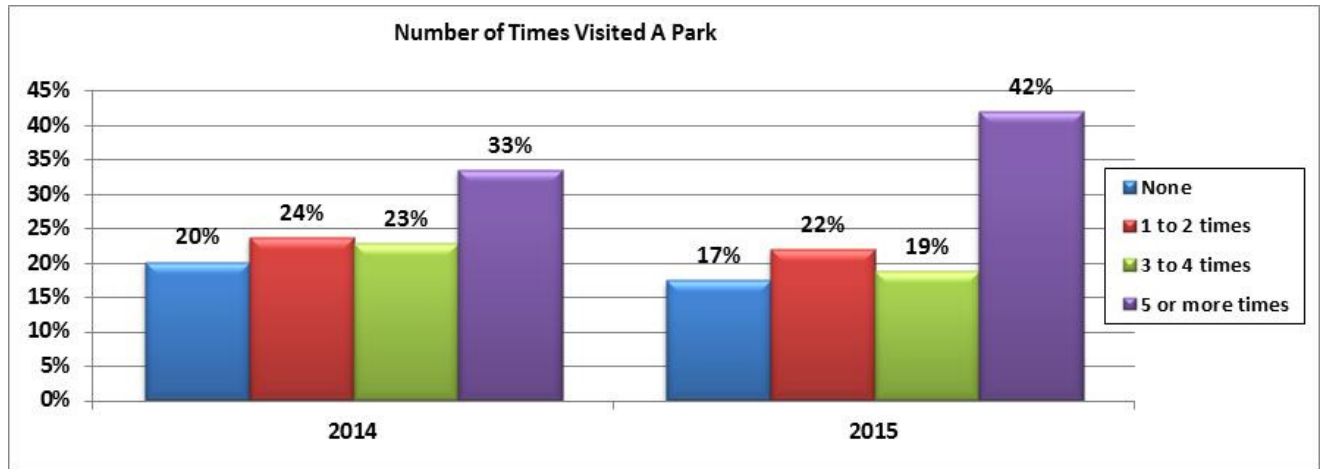
Year	None	1 to 2 times	3 to 4 times	5 or more times
2011	30%	47%	16%	6%
2013	32%	40%	18%	10%
2014	34%	35%	22%	9%
2015	39%	34%	20%	7%

2015	Quadrants			
	Northeast	Southeast	Northwest	Southwest
None	45%	39%	32%	41%
1 to 2 times	32%	32%	40%	30%
3 to 4 times	19%	19%	20%	21%
5 or more times	4%	10%	8%	7%
total responses	78	58	65	56

2015	Income				
		less than	\$15,000 to	\$40,000 to	\$70,000 to
		\$15,000	\$40,000	\$70,000	\$100,000
					and over
None	76%	32%	36%	30%	29%
1 to 2 times	8%	46%	36%	39%	37%
3 to 4 times	16%	12%	20%	27%	25%
5 or more times	0%	10%	9%	3%	8%
total responses	25	59	56	33	51

2015	Age		
	18 to 34	35 to 54	55 and over
None	39%	35%	42%
1 to 2 times	37%	35%	32%
3 to 4 times	20%	18%	22%
5 or more times	5%	12%	4%
total responses	41	97	123

How many times have you visited a City Park in the last year?



2015

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
None	20%	19%	8%	22%
1 to 2 times	11%	33%	25%	22%
3 to 4 times	23%	9%	19%	18%
5 or more times	46%	39%	48%	37%
total responses	70	54	48	49

2015

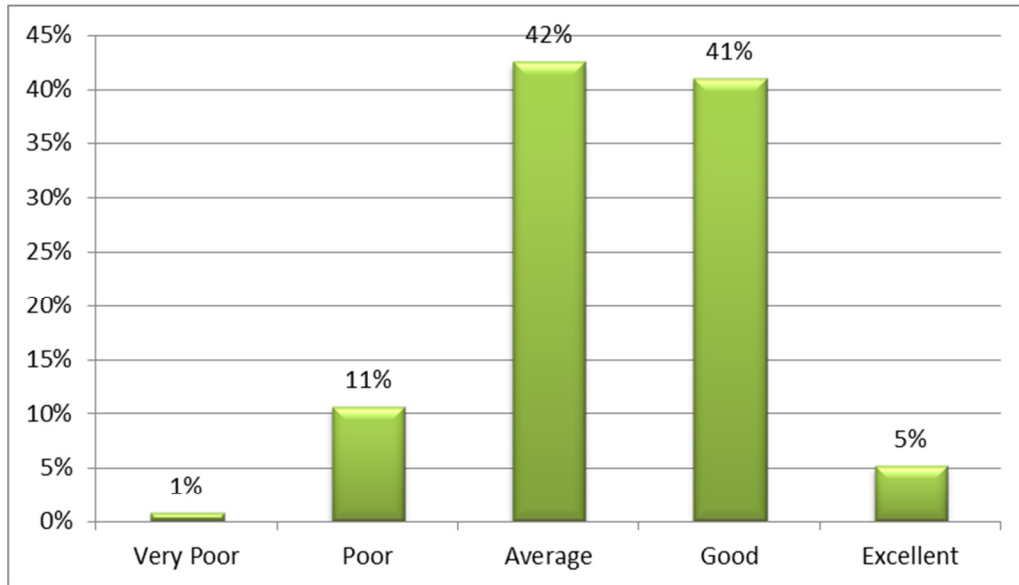
	Income				
	less than \$15,000	\$15,000 to \$40,000	\$40,000 to \$70,000	\$70,000 to \$100,000	\$100,000 and over
None	16%	8%	15%	18%	20%
1 to 2 times	28%	20%	21%	29%	23%
3 to 4 times	24%	16%	27%	21%	10%
5 or more times	32%	56%	38%	32%	48%
total responses	25	50	48	34	40

2015

	Age		
	18 to 34	35 to 54	55 and over
None	11%	12%	23%
1 to 2 times	21%	20%	23%
3 to 4 times	11%	15%	24%
5 or more times	58%	53%	29%
total responses	38	75	111

This year's survey respondents use the City's parks more. Those in the north of Visalia use parks more than those in the south of Visalia. Older individuals use parks less and those with incomes from \$15,000-\$40,000 had the most users who went to the park 5 or more times.

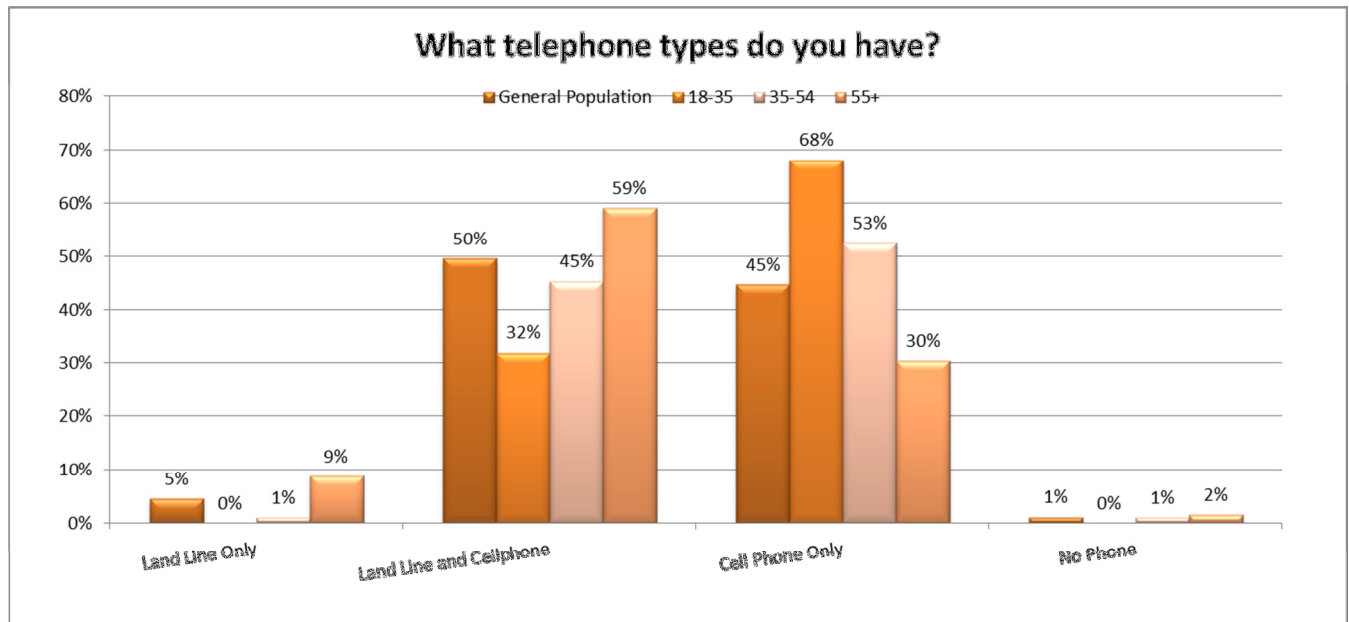
Excluding roadway construction activities, how do you view traffic flow throughout Visalia?



2015	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Poor	0%	2%	1%	0%
Poor	8%	15%	9%	11%
Average	45%	39%	43%	44%
Good	42%	42%	38%	42%
Excellent	5%	3%	9%	4%
total responses	83	62	68	57

Lowest Very Poor or Poor ratings were found in the Southeast Quadrant, the same as last year. Overall, the ratings were about the same as last year.

9. What telephone types to you have?



Almost half of Visalia's residents have only cell phones in the home. The only cell phone trend is strongest with younger individuals (68%) and with individuals who live in the East of Visalia.

2015	Answer	Response	%	18-34		35-54		55+	
				Response	%	Response	%	Response	%
	Land Line Only	12	5%	0	0%	1	1%	11	9%
	Land Line and Cellphone	132	50%	14	32%	44	45%	74	59%
	Cell Phone Only	119	45%	30	68%	51	53%	38	30%
	No Phone	3	1%	0	0%	1	1%	2	2%
	Surveys	266		44		97		125	

2015	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Land Line Only	5%	8%	2%	4%
Land Line and Cellphone	42%	42%	55%	58%
Cell Phone Only	49%	47%	43%	36%
No Phone	0%	3%	0%	2%

total responses 83 62 65 55

9.a When asked if the individual would prefer to take the survey in person or online, 2/3rds preferred in person, regardless of age.

2015	Answer	Response	%	18-34		35-54		55+	
				Response	%	Response	%	Response	%
	Online	87	34%	14	32%	33	36%	43	36%
	In Person	170	66%	30	68%	59	64%	78	64%
	Surveys	257		44		92		121	

Open Ended Questions

If the City changed one thing to better provide information to Visalians, what should it do?

Activity areas for families
Add restrooms to parks
Affordable recreation for children
All police calls should be created important
Allow more others to exist around shopping areas for help
Best way to communicate is via social media
Better control with the homeless
Better direction of the area
Better library - more kindle books and electronic books
Better newspaper
Better reporting in the newspaper
Bigger outdoor amusement park
Can't think of any
City council activity
City council should have term limits
Clean the parks
Clean up freeways/frontage roads particularly Ben Maddox, Lovers Lane areas.
It is embarrassing.
Cleaner roads and more parks
Commercials
Communication on recycling
Community service
Community updates in utility bills
Continue fight against drugs and gangs
Continue to communicate
Dispatchers would be more polite
Doing a good job now
Dump on Us-organize-the line is too long
Easier to navigate website
Eliminate seniority for employees, hold them accountable for performance
Email alerts, additional text messages email probably
E-mails to citizens or more mailings
Find some housing for the homeless

Gangs
Get a new city council
Good question
Grace for homeless
Help children and youth
Help single mothers struggling with housing
Hold conventions at parks depending on what circumstance
Homeless in the community. Take action and get them out of the Mill Creek and underground locations. Place them in homes and help find work for them.
How to get rides when drunk?
I don't my wife not easy. Tried to sign up for soccer, it was too late. Anything
I feel well informed
I really like the recreation magazine and would love that info in my email
I wish they did more in newspaper
I'd have to think about this awhile?
I'd love for my daughter not to have to drive to Fresno to shop at Trader Joe's and Whole Food.
Improve/invest in national league baseball fields.
In person
In person
In person or by mail
In some residential areas traffic needs more monitoring. Perhaps more stop signs in newer NW areas (Marseille)
Increase garbage pickup days
Info/outreach has been excellent
Internet
Internet newsletter
Keep TD from raising rates. It's where I get my news - besides TV news
Keep trees alive in drought
Kid rec

Less Starbucks
 Mailers
 Make info available on website
 Monitor gang activity and follow up
 More activities between police and community
 More cops so they react faster
 More covered in newspaper
 More lighting
 More mailbox
 More media advertising
 More phone calls - those work great
 More police
 More police
 More police officers to help our city (visability)
 More social media blasts on happenings in Visalia
 More townhall meetings
 Newsletter by email
 Newspaper VTD, Fresno Bee already get
 Newspaper VTD, Fresno Bee already get
 None
 Not sure, I don't really like the internet
 Notices posted in public places
 Obituaries
 Online and direct mail
 Online preferable
 Online preferable
 Open a new center on both sides of Visalia
 Opportunities to establish real dialogue/electronic interaction not always best course of action

Perhaps give more lead-time
 Potholes
 Provide better security for those that walk
 Provide info outside churches
 Public service announcements
 Put more effort and concern in helping homeless be safe and warm
 Radio news
 Report crime in the Visalia Times Delta
 Road maintenance
 Roads
 Security
 Seems to work of
 Send letters
 Send letters to home
 Stop cell from cars, check from tinted windows
 Street safety better preventions
 Street signal lights (timing horrible)
 Teach people how to drive correctly
 There is a need for bike lanes, not just a share the road sign
 Through mailers
 Through social media
 Times Delta
 Town hall meetings
 Use the internet, use community events
 Website, the website Visalia has it's hard to find the information
 Word of mouth

To summarize this information, the City has prepared a word cloud, making words that are repeated more often larger in the word cloud than words which are repeated less often as shown below:

[illegible]

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

- Clean apts. At Tulare and Central
- Clean out the Oval Park
- Clean up homeless (more shelters)
- Cleaning up or forcing owners to clean up blight lots and roads
- Code enforcement
- Collecting store carts
- Communication
- Community involvement
- Continue helping people
- Crack down on gang violence
- Creating parks for sports and people of all ages
- Crime
- Crime
- Crime and gang activity
- Crime and homelessness
- Watch the streets for the robber and youth gangs
- Do better about youth delinquency
- Desperately need more parking space around Fox for various events

Development
 Education people
 Employment opportunity
 Entertainment for everyone
 Family recreation and traffic flow
 Find/encourage better water usage
 Fix roads, work harder
 Focusing on homeless safety
 Gang activity
 Gang activity and graffiti
 gang and graffiti control
 Gang issues
 Gang problems
 Gang suppression
 Gangs
 Gangs and homeless
 Gangs homeless
 Gangs! Stop gangs!
 Gangs/crime
 Get drivers off cell phones
 Get more fair share from taxes paid
 Make the City cleaner
 Have more events for children. More
 community events. Take care of the parks,
 have places where people can run like trails.
 Hire more police to take care of Visalia
 Homeless
 Homeless
 Homeless
 Homeless issue
 Homeless population
 Homeless prevention/housing
 Homeless problems
 Homeless would be less obtrusive
 Homelessness
 Homelessness
 I hear of a lot of break-ins. That worries me.
 I'm pleased
 Improve employment opportunities
 Improve help for the homeless
 Improve senior activities and allow
 miniature goats in city limits

Improve traffic/road condition Lovers
 Lane/Noble. More development (economic)
 to S/E
 Increase police resources to respond to
 traffic incidents (accidents) as this county
 has high rate of unlicensed and uninsured.
 Jobs
 Keep doing all that you do
 Keeping the streets safe
 Kids
 Less taxes more honest work from gov't
 employees
 Two water sources
 Maintain parks
 Maintain streets and pot holes
 Make downtown business more business
 friendly
 Make the hard choices about water!
 Make the parks safer
 Maintain the streets
 More work
 Better the water system and sprinkler
 controls for residents
 Mental illness help which most homeless
 need
 Monitor gang activity and follow up
 Monitor homeless
 More activities for teens
 More after school programs
 More events for the community
 More facilities for the homeless
 More high schools
 More light and parks
 More lighting (pm)
 More parks and water trees
 More police patrolling the streets
 More police patrolling the streets
 More responsiveness to citizens input!
 More schools middle/high
 More skate parks
 More streets
 More traffic signals
 More/better animal rescues
 Need more gyms, activities

Needs more community activities, art and recreation. Depends on time of year.
 New skate parks
 None
 None, great so far
 Nothing really. Love Visalia!!!
 Offer more job training for the unemployed and be more open minded to new business
 On cleaning the parks
 Outreach to all residents - No. Visalia = more inclusion
 Overall, the city is great. Nothing is glaringly wrong to me. Keep up the good work.
 Parks and traffic flow
 Parks, bicycle paths
 Paved streets, fix potholes
 Pay our officers more
 Plaza Park
 Police calls
 Police response time
 Potholes out in county roads
 Provide jobs
 Public safety
 Public safety - increase neighbor watch programs, community relations w/law enforcement
 Reduce clutter of "temp" signs, coordinate signals
 Reduce the duration of road work
 Remove street people from begging
 Road maintenance, traffic lights
 Road and plumbing
 Road conditions
 Road improvement
 Road maintenance
 Road maintenance, better police services
 Roads
 Roads
 Roads
 Roads
 Roads and parks
 Roads, clean all the gangs
 Roads, gangs
 Roads, lights

Roads, lights
 Roads, lights
 safety
 Safety (drugs)
 Safety and traffic control signs
 Safety and traffic control signs
 Safety and traffic control signs
 Safety and traffic control signs
 Safety for all
 Safety through police department
 Safety. I'm thankful we don't have a ton of gang violence but there's still some. Also the homeless/panhandling. There's so much happening near my home at Walmart/Savemart on Noble/Ben Maddox.
 Schools
 Schools
 Security
 Security
 Security
 Security for those that walk
 Senior asst.
 Shade for playground equipment. Gets way too hot May to Nov.
 Shelter for homeless
 Single mothers looking for housing
 Single women looking for housing
 Stop the red light runners
 Stray animals
 Street lighting, activities for kids and families
 Street signal lights (gas wasters)
 Streets and traffic flow
 Subdivision landscaping considerations need to be made, trees uprooting sidewalks and streets affecting standing water
 Synqing stop lights
 Take better care of roads
 Taking care of the homeless
 Tax break for business
 That we all live good
 The amount of individuals who are homeless, more activities for youth, and

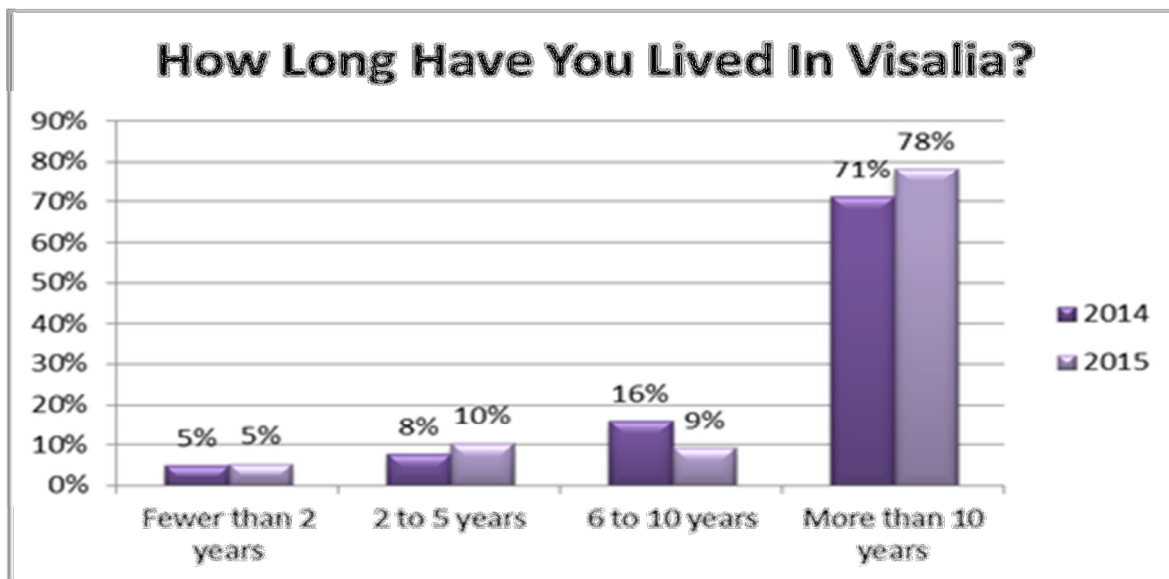
another restaurant not a fast food on the east side.
The homeless and drug problems
The parks
Theater activities and arts in general
Traffic
Traffic flow and law enforcement (gangs)
Traffic flow/drivers running red lights
Very small business owners' tax should be addressed. Sync traffic signals to create flow and continue to enhance police services
Violence and gangs
Water issues - Saving and future planning
We need better roadway construction done more often
Welcoming for families
Widen roads, street lights
Widen up Caldwell and Shirk, put in signal lights
Wider streets
Work on crime
Work on getting homeless off the streets
Working with the homeless and checking on abandoned homes/foreclosures for squatters
Work on timing signal lights.
Write tickets.
Youth activities
youth program, after school
The following is a word cloud representation of the open ended responses. A word cloud will show the most common used words, making the most often repeated words larger than lesser used words.

[illegible]

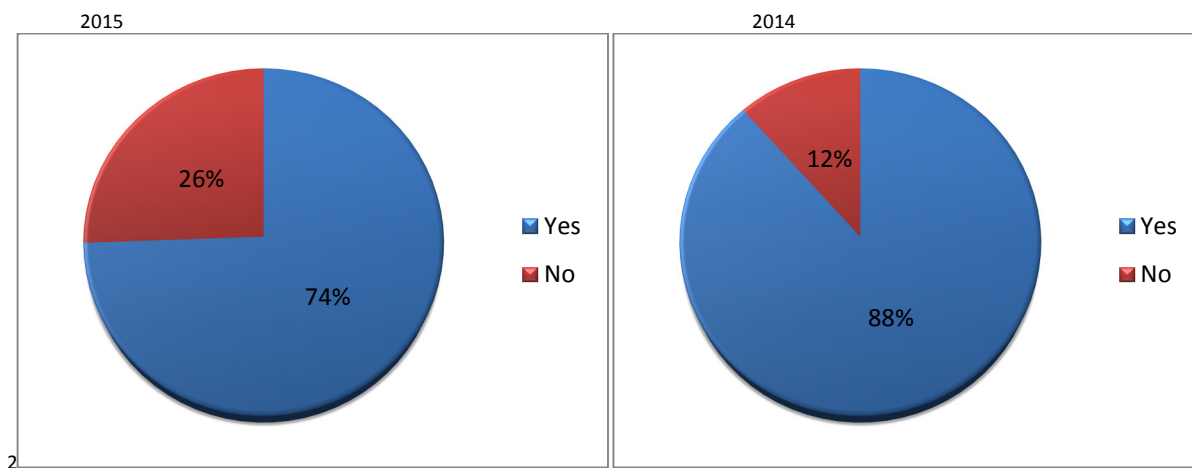
Homeless and Traffic is grew in importance this past year.

Demographic Summary

Length of Residency

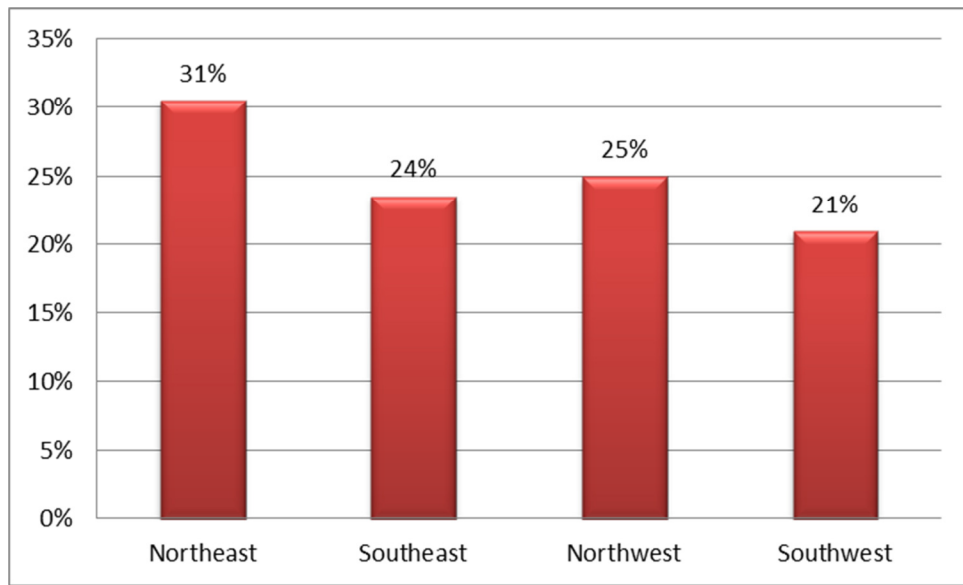


Registered Voter

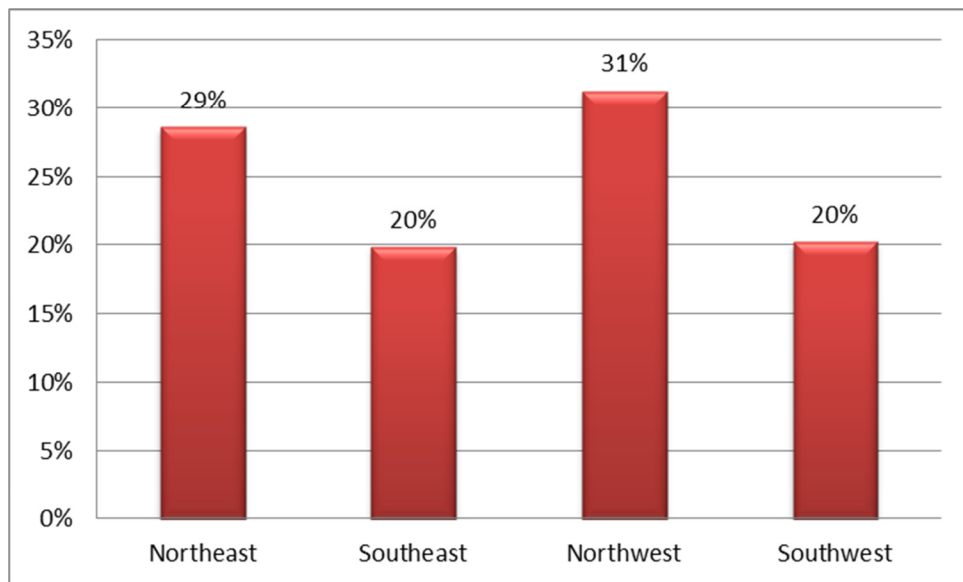


The 2015 survey had many more unregistered voters than last year. The City also had its highest Northeast response.

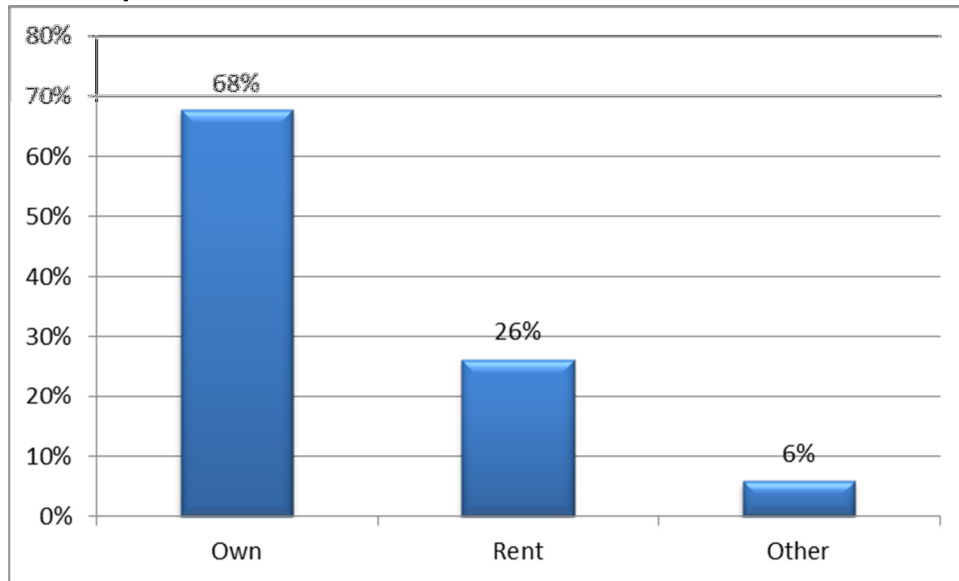
Quadrant of the City



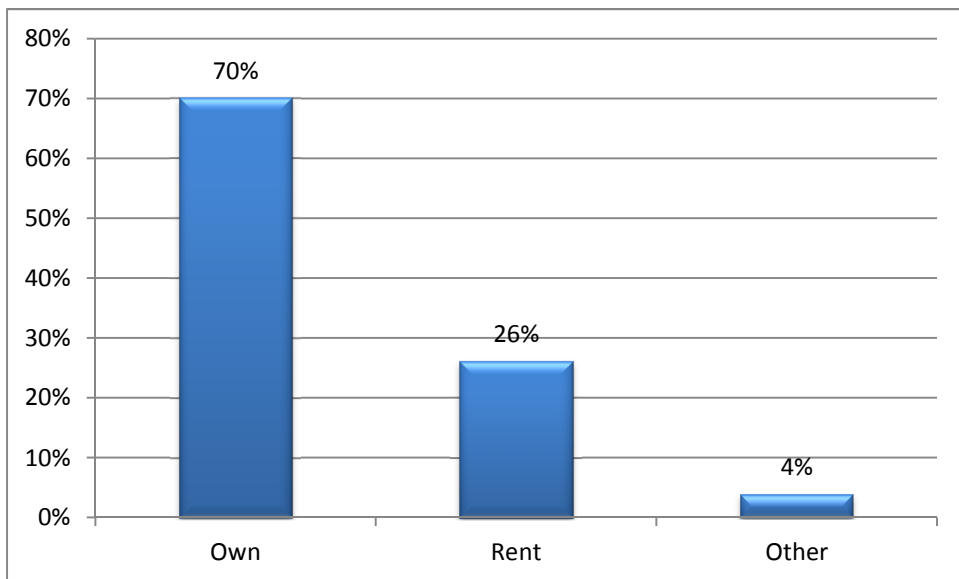
Results from the 2014 POS:



Home Ownership



Results from the 2014 POS:



Results from 2010 US Census:

Total Units- 47483

Total Occupied Units- 44393

Owner Occupied: 57%

Owner Occupied: 61%

Renter Occupied: 36%

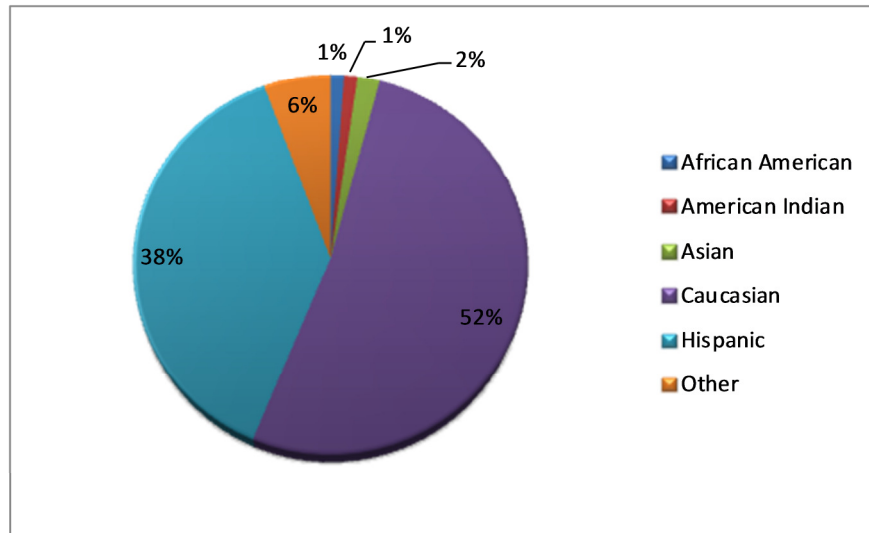
Renter Occupied: 39%

Vacant: 7%

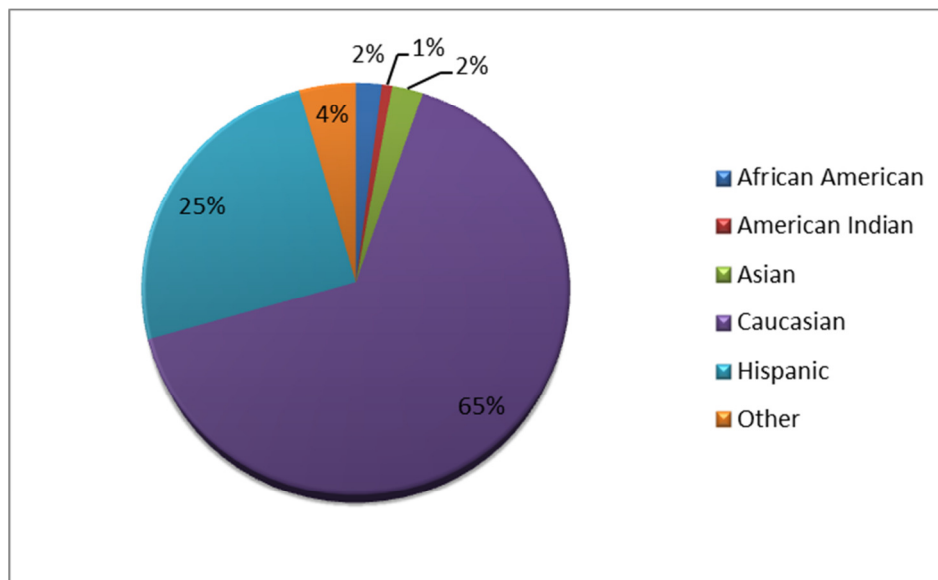
Source: <http://www.census.gov/popfinder/>

Ethnicity

2015	Answer	Response	%	2010 Census
	African American	3	1%	2%
	American Indian	3	1%	2%
	Asian	5	2%	5%
	Caucasian	138	52%	67%
	Hispanic	101	38%	24%
	Other	15	6%	NA
	Total	265		



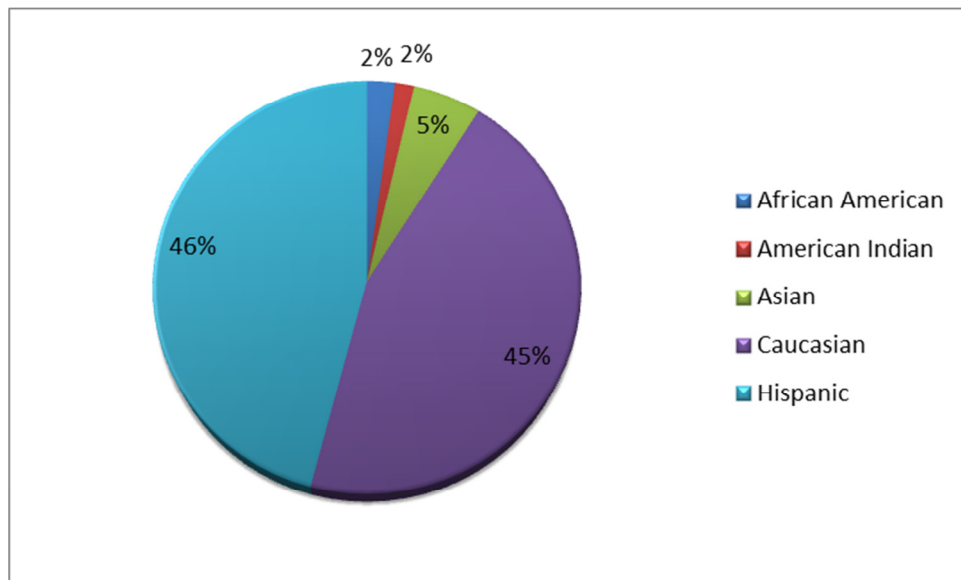
Results from the 2014 POS



Answer	Northeast	Southeast	Northwest	Southwest
African American	1%	8%	0%	0%
American Indian	1%	0%	1%	0%
Asian	3%	2%	3%	2%
Caucasian	45%	73%	73%	72%
Hispanic	45%	16%	18%	19%
Other	4%	0%	5%	8%

Figures from the 2010 U.S. Census

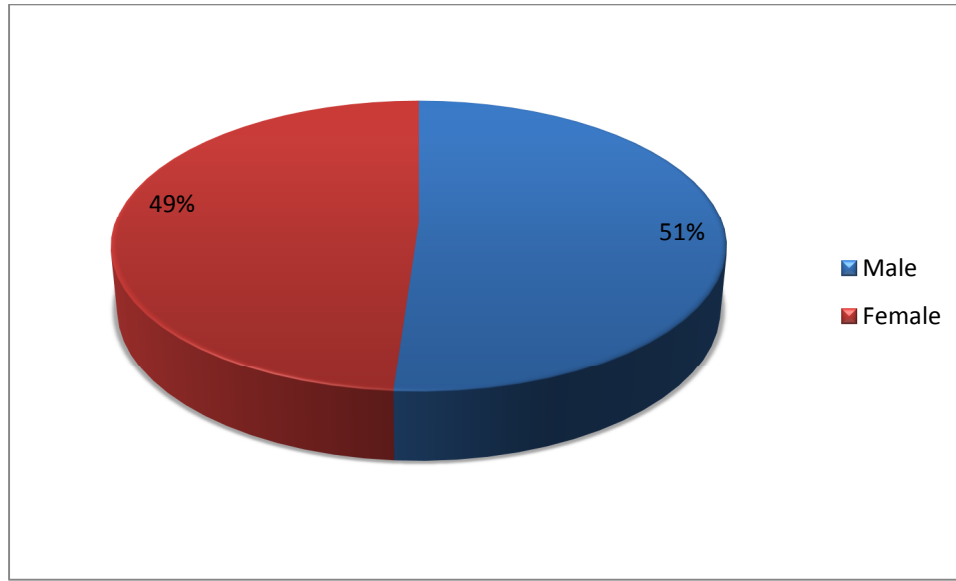
Population by Race



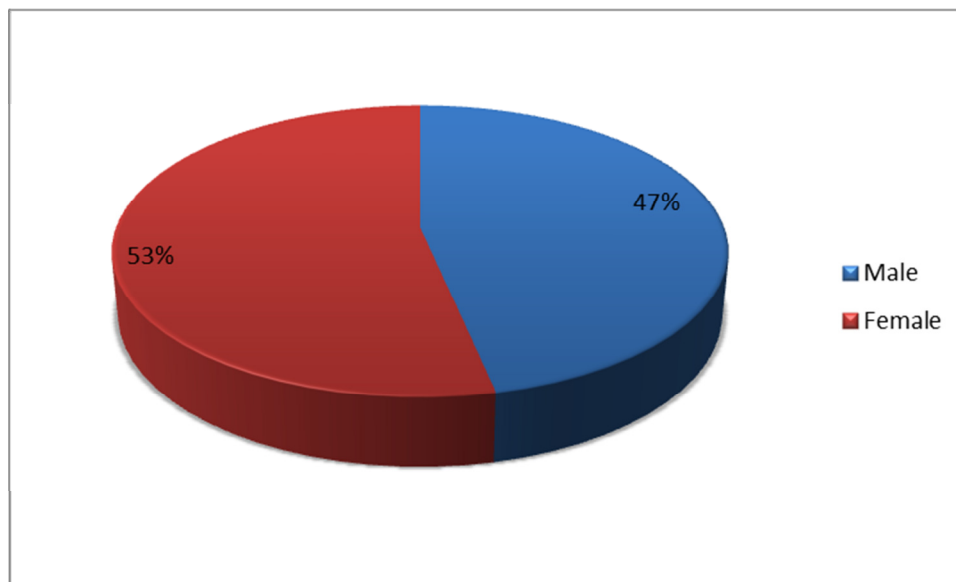
Source: <http://www.census.gov/2010census/popmap/ipmtext.php?fl=06>

Gender

2015

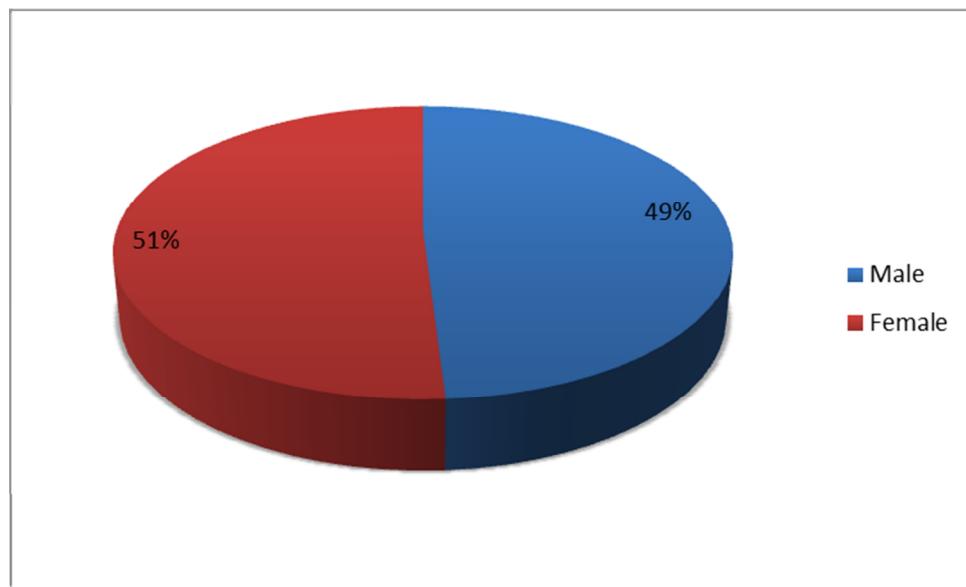


2014 POS Results



Figures from the 2010 U.S. Census

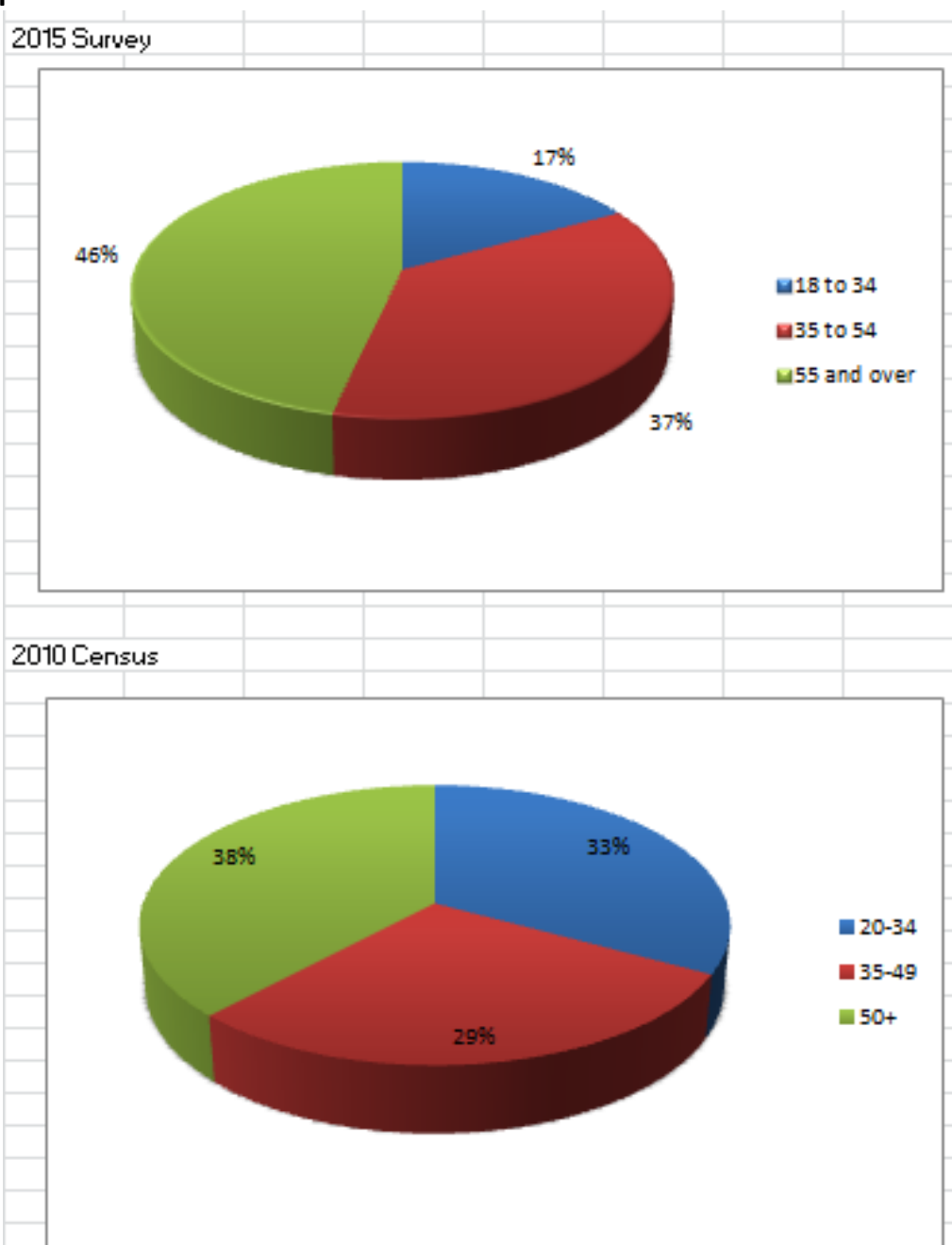
Gender



Source: <http://www.census.gov/2010census/popmap/ipmtext.php?fl=06>

The gender was more male this year than the census or last year's survey.

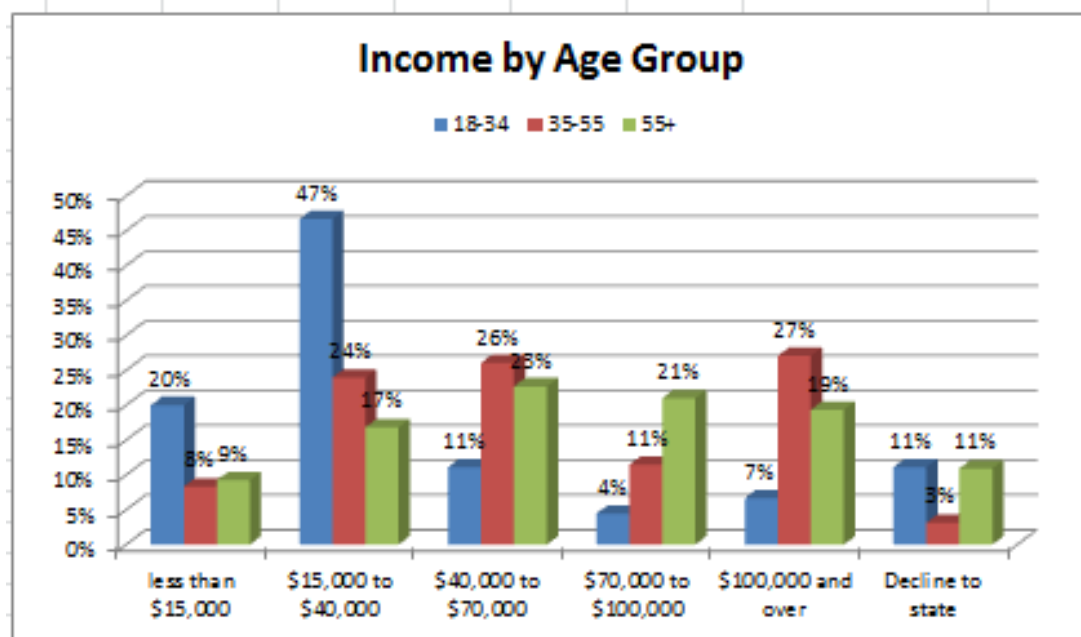
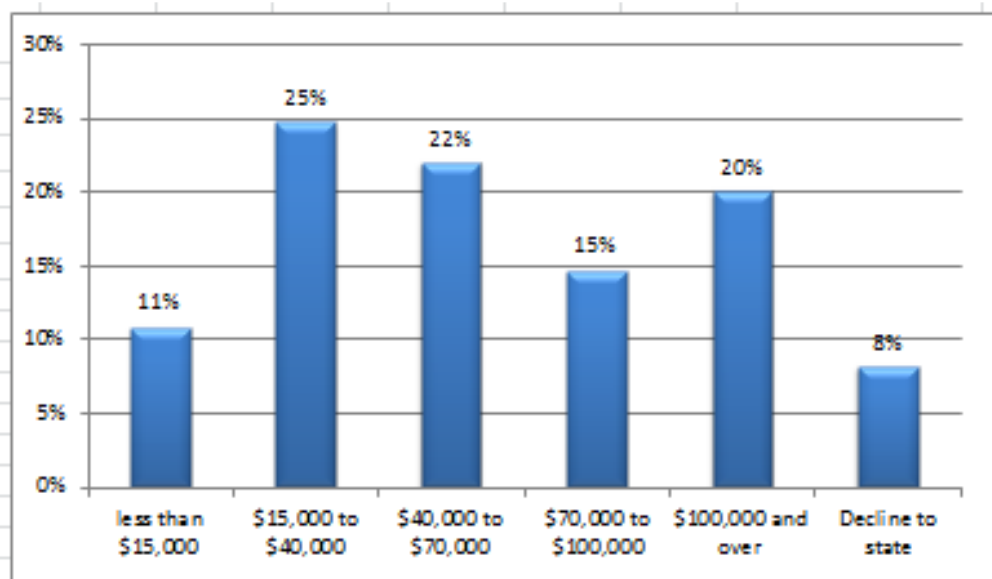
Age Group



Source: <http://www.census.gov/2010census/popmap/ipmtext.php?fl=06>

Survey participants tend to be older than Visalia in General.

Gross Income





2015 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
Community Services for Seniors	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. During this last year, how many times have you visited or attended activities at:

Circle a number **Convention Center** **1** ←None **2** ←1 to 2 times **3** ←3 to 4 times **4** ←5 or more
City Parks **1** ←None **2** ←1 to 2 times **3** ←3 to 4 times **4** ←5 or more

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

9. What telephone types do you have? I have a:

Circle one

1 Landline only 2 Landline and cellphone 3 Cellphone only 4 No phone

9.a Would you prefer to take the City's survey on line or in person? 1 Online 2 In-Person

10. If the City changed one thing to better provide information to Visalians, what should it do?

(Comment in this area)

11. 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 year

12. Are you a registered voter:

Circle Yes or No

Yes No

13. Do you own or rent your home:

Circle a number

1 ←Own 2 ←Rent 3 ←Other

14. What is your ethnicity:

Circle a number

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

15. What is your gender:

Circle a number

1 ←Male 2 ←Female

16. What is your age group:

Circle a number

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

17. 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

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

(Comment in this area)

19. 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 ☺