MEMORANDUM

DATE	October 3, 2023
TO	Chris Devine, Brian Lasagna, and Ivan Garcia
FROM	Charlie Knox, Andrea Howard, Allison Giffin, and Asher Kaplan
SUBJECT	BCAG 2024 SCS Community Survey Results

OVERVIEW

This memo highlights community preferences reported through the 2024 BCAG SCS community survey. Responses are shown in detail in the accompanying Excel file. The Survey received 60 total responses, though respondents had the option to skip questions so there were between 43 and 58 responses collected per individual question. The Survey was divided into three sections: Housing and Jobs Growth by Growth Area, Strategies, and Demographics, and key findings in each section are summarized below.

HOUSING AND JOBS GROWTH BY GROWTH AREA

Two questions in the survey asked respondents their preferences for distributing residential and job growth among the region's five designated growth areas: Urban Center & Corridor; Established; New; Rural; and Agriculture, Grazing & Forestry Areas. Respondents could select from one of the following distribution options for each growth area: no jobs growth, a little jobs growth, more jobs growth, and the most jobs growth. Responses are illustrated in Figures 1 and 2.

RESIDENTIAL GROWTH BY GROWTH AREA

For residential development, respondents favored a growth allocation that placed the most residential growth in Urban Center & Corridor Areas, followed by Established Areas. There was some interest in moderate amounts of growth in New Areas, though the majority of respondents favored little to no residential growth in New Areas and Rural Areas. A strong majority favored no residential growth in Agriculture, Grazing and Forestry Areas.

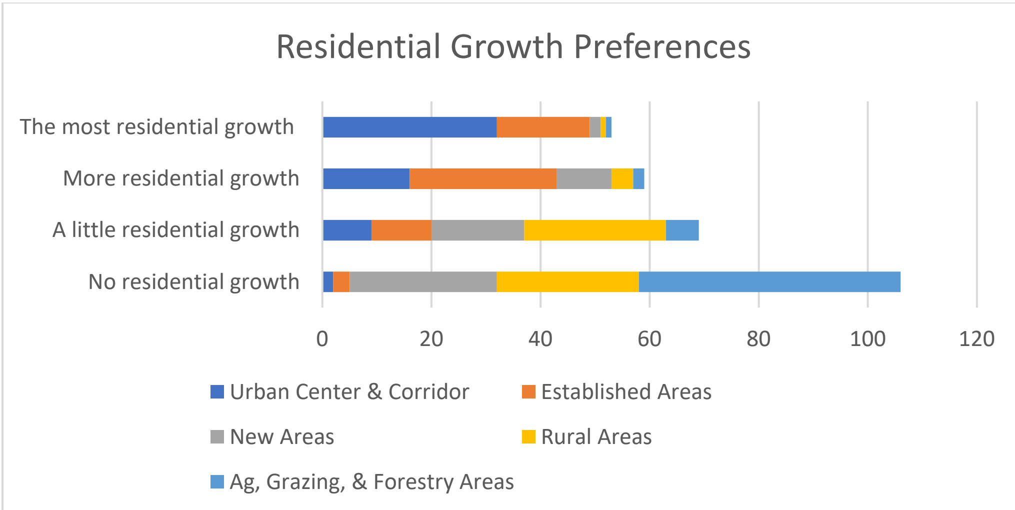

FIGURE 1 RESIDENTIAL GROWTH PREFERENCES

JOBS GROWTH BY GROWTH AREA

For jobs, a strong majority of respondents favored locating the most growth in Urban Center & Corridor Areas, followed by equal levels of support for siting "the most" or "more" growth in Established Areas. Respondents were closely split on the preferred level of jobs growth in New Areas, with approximately one third each supporting no, a little, or more jobs growth. In Rural and Agriculture, Grazing, & Forestry Areas, respondents favored a little jobs growth, though there was also generally high support for no jobs growth in Agriculture, Grazing, & Forestry Areas.

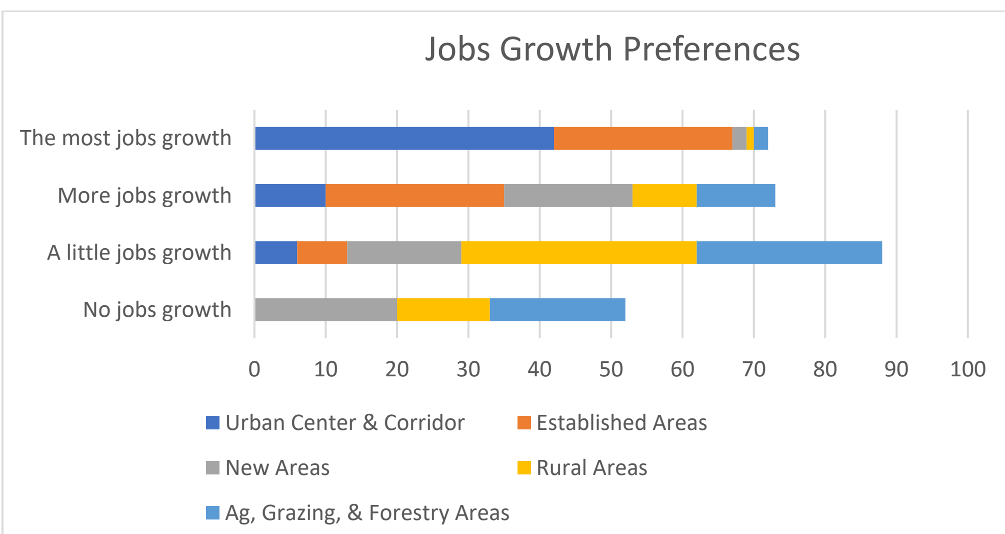

FIGURE 2 JOBS GROWTH PREFERENCES

Between the two sets of questions, there were 287 total responses to where residential growth should be distributed and 285 to where job growth should be distributed (respondents had the option to "vote" for a preferred distribution among each of the five growth areas, so the 60 respondents each had an option to specify their growth preference up to five times each within the two questions). A total of 106 responses favored no residential growth across all growth areas, compared to 52 respondents favoring no job growth across all growth areas. In the job growth question, there was some support for "little" jobs growth across all areas.

STRATEGIES

The survey presented a total of 42 strategy options for respondents to consider, asking them to indicate their level of support for each by selecting one of the following answer choices: Strongly Support, Support, Neutral, Oppose, or Strongly Oppose. Most strategies were heavily supported or strongly supported. The following four strategies, while also supported/strongly supported by a majority of respondents, received more opposition than other strategies:

- Explore options to subsidize or otherwise encourage the purchase or use of e-bikes through a bike share program—opposed or strongly opposed by 14 percent of respondents.
- Consider bike and scooter share programs to serve suitable areas—opposed or strongly opposed by 14 percent of respondents.
- Coordinate with CSU Chico to promote transit usage among incoming students and limit the availability of student parking permits—opposed or strongly opposed by 14 percent of respondents.
- Work with Butte College to explore instituting parking fees to encourage alternatives to driving—opposed or strongly opposed by 24 percent of respondents.

DEMOGRAPHICS

The demographics portion of the survey yielded some key information about survey participants:

- The majority of respondents are residents and many are local employees.
- The majority of respondents reported annual household incomes greater than $75,000 (nearly half between $75,000 and $150,000, followed by 28 percent reporting more than $150,000).
- Half of respondents were between the ages of 50 and 69 years old, followed by nearly a quarter who were 70 years or older, with fewer younger respondents.
- The majority (approximately 85 percent) of respondents identified as White, non-Hispanic.