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**APPENDIX A: TOPLINE SURVEY RESULTS**

## **METHODOLOGY**

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From February 27 through March 9, 2006, Fairbank, Maslin, Maullin & Associates (FMM&A) conducted a telephone survey among 338 residents of the City of Grass Valley, California. The survey was conducted using a Random Digit Dial (RDD) sampling technique to allow the largest proportion of residents, including those with unlisted phone numbers, to be included in the survey. The margin of sampling error for the entire sample is +/- 5.4 percentage points at the 95% confidence level. The margin of sampling error for subgroups will be higher.

## **EXECUTIVE SUMMARY**

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The survey results show that residents are overwhelmingly positive about Grass Valley as a place to live. However, they are not without concerns: traffic, housing costs, and drug use stand out as significant concerns for local residents. The issue of growth and development is a particularly divisive one, with residents about evenly divided on the issue of whether the City should continue its historical growth rate of about 150 housing units per year. A majority of residents strongly support new growth including affordable housing. While a majority of residents believe that growth and development is occurring too quickly in Western Nevada County, and a plurality think that the consequences of growth and development have been more negative than positive, there is also strong support for the addition of new housing, particularly affordable workforce housing.

The survey also shows that residents are generally satisfied with City services. A majority rate the overall quality of City services as “excellent” or “good,” with public safety and parks receiving particularly high marks from local residents. When asked what the City should do to improve services for local residents, the most common responses focus on traffic improvements and street repairs.

Some of the key specific findings from the survey include the following:

- **Just under nine out of ten residents (87%) believe that Grass Valley is an “excellent” (39%) or “good” (48%) place to live.** Nine percent (9%) consider it “just fair” and only three percent consider it a “poor” place to live. Large proportions of all demographic groups analyzed have a positive impression of Grass Valley as a place to live.
- **One-quarter (26%) of Grass Valley residents say what they like most about living in Grass Valley is the small town feel.** Another 11 percent volunteer that they most like the friendly people and seven percent most like the family atmosphere or proximity to family. Nine percent mention the scenic beauty or natural surroundings and five percent say the trees and greenery. Furthermore, four percent most like that Grass Valley is peaceful and serene

and five percent say they like everything about Grass Valley or said they like the quality of life in general. Eight percent mention the weather specifically.

- **Residents are divided in their attitudes toward growth and development, although most rate related issues among the most important concerns facing the community.**
  - When asked to name, in their own words, the most serious issue facing Grass Valley, the highest proportion mention traffic (21%) or too much growth and development (20%).
  - When asked specifically to rate the seriousness of a number of issues, 57 percent of residents identify “traffic congestion” as an “extremely” or “very” serious problem, while just under half (47%) feel this way about “too much growth and development.” Only 19 percent believe “too little growth and development” is a major concern.
  - Just over half (53%) believe the rate of growth and development in Western Nevada County is “too fast,” while 37 percent believe the pace is “about right” and seven percent believe growth is taking place too slowly.
  - More residents consider the consequences of this growth to be negative (47%) than positive (32%).
  - Reflecting concern about growth, residents are nearly divided in whether they support or oppose maintaining Grass Valley’s historic population growth rate by approving about 150 new housing units per year. While 48 percent support this notion, 41 percent oppose it.
  - Most residents do agree, however, that “in considering future expansion, the City of Grass Valley should continue to serve as the economic hub of Western Nevada County in terms of jobs, shopping, and activities.” Eight in ten (80%) agree with this statement, with 48 percent strongly agreeing.
- **The survey results also show a high level of concern about housing costs.** Two-thirds of residents consider “the cost of housing” (69%) and “a lack of housing that is affordable for middle-income families” (64%) to be an “extremely” or “very” serious problem.
- **Seven in ten residents (69%) believe more “affordable workforce housing” is needed in Grass Valley.** This proportion is unchanged when affordable workforce housing is explained as “workforce housing that is affordable for families making less than the local median income.” Approximately half feel that more “attached housing, such as condominiums and town homes” (51%) and “detached single family homes on small lots” (52%) are needed, while approximately one-quarter believe less of these housing options are needed. Fewer residents believe more “apartment complexes” (39%) or “detached single family homes on

large lots” (39%) are needed. In fact, three in ten believe Grass Valley needs less of these latter two housing options.

- **Drug use is also a significant concern for local residents.** Sixteen percent of residents volunteered this issue as the most serious problem facing Grass Valley, just behind traffic congestion and growth and development as the most frequently-mentioned issue. Furthermore, seven in ten residents (70%) consider “drug use, including methamphetamines” an “extremely” or “very” serious problem in Grass Valley – the highest proportion giving this response for any of the issues tested.
- **Nearly six in ten (57%) residents consider “a lack of good-paying jobs in the local area” to be an “extremely” or “very” serious concern.**
- **Nearly half (46%) of residents consider “potholes and deteriorating roads” to be an “extremely” or “very” serious problem.** In fact, when asked to name at the end of the survey the most important thing the City of Grass Valley can do to improve services, the greatest proportion (12%) mentioned street repair or maintenance improvements.
- **Overall, 54 percent of residents give City government a positive rating for providing services to residents, while 37 percent give a negative rating.** When residents are asked to rate their satisfaction with specific City services on a seven-point scale, where “1” means residents are not at all satisfied and “7” means they are very satisfied, the City gets the highest ratings for services that keep residents safe, including fire prevention and protection (5.9), police protection (5.2), and street lighting (4.8). Ratings are also more positive than negative for recreation opportunities and programs (4.6) and maintenance of public parks (5.4).
- **Residents support a variety of proposals to improve conditions in Grass Valley.**
  - Eight in ten (80%) support “encouraging walking by extending the Litton Trail and building Wolf Creek Trail.”
  - Three out of four residents (77%) support “expanding programs to encourage people to use bike routes and transit.”
  - Seventy-two percent (72%) support “allowing the Idaho Maryland gold mine to reopen,” provided that “appropriate environmental safeguards are in place.”
  - Fifty-six percent of residents support “installing traffic signals in the Historic Downtown area to improve traffic flows.”
- **When asked to choose between several areas where transportation improvements might take place, a plurality (33%) choose the East Main and Idaho Maryland intersection.** This is followed by the Dorsey Interchange (20%). Fifteen percent (15%) choose Brunswick Road Corridor from Nevada City Highway to Town Talk Road as their top priority and 12 percent choose The McKnight Way Corridor, from South Auburn to Freeman Lane.

- **When asked to prioritize various areas where redevelopment might take place, there is no community consensus on the top-priority area.** Approximately 20 percent each choose Colfax Avenue from South Auburn to Memorial Park, East Main from Bennett to Idaho Maryland, East Main from Idaho Maryland to Brunswick, and South Auburn from Empire to McKnight.
- **Just over half (54%) of residents say they turn to a local newspaper, such at *The Union*, for information or local news about Grass Valley.** Two in ten (20%) rely most on television news, while 10 percent rely on word of mouth from friends and neighbors and eight percent on radio news.
- **Nearly two in three residents (63%) do not read *The City Messenger*, the City’s semi-annual newsletter. However, among the 34 percent who do, nearly nine in ten find it at least “somewhat helpful.”**
- **Of the 72 percent of local residents with Internet access, 39 percent have visited the City’s website.** Nine out of ten of those who have visited the website consider it at least “somewhat helpful.”

The remainder of this report discusses these and other results in more detail.

**PART 1: ATTITUDES TOWARD QUALITY OF LIFE AND ISSUES FACING GRASS VALLEY**

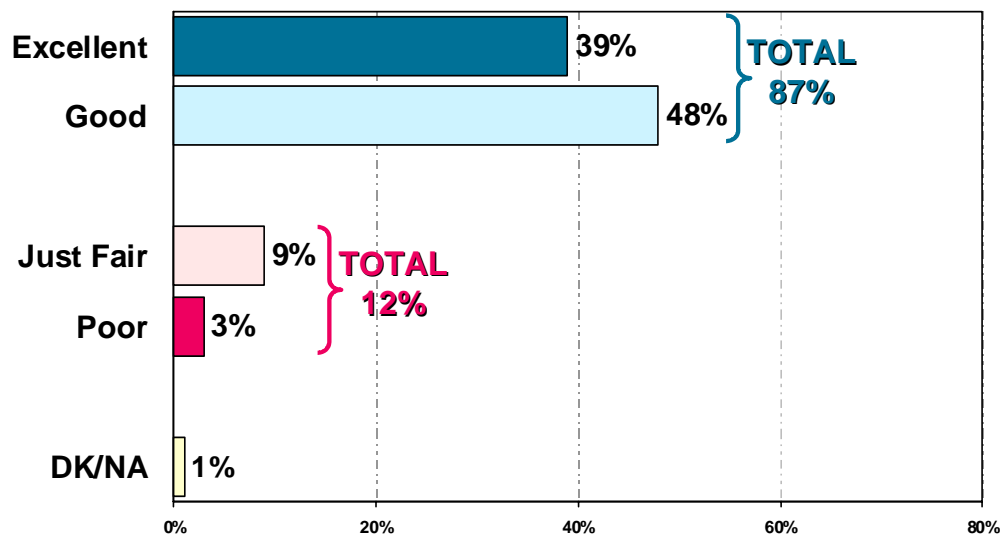
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**Quality of Life in Grass Valley**

The survey results show that Grass Valley residents are very satisfied with life in their City. However, they voice concern about three key issues: growth and development (and the related issue of traffic congestion), housing costs, and drug use. There is also significant concern about road conditions and the availability of good-paying jobs.

As shown in FIGURE 1, Grass Valley residents have an overwhelmingly positive impression of the City, with 87 percent calling it an “excellent” (39%) or “good” (48%) place to live. Nine percent (9%) consider it “just fair” and only three percent call it a “poor” place to live.

**FIGURE 1: IMPRESSION OF GRASS VALLEY AS A PLACE TO LIVE**



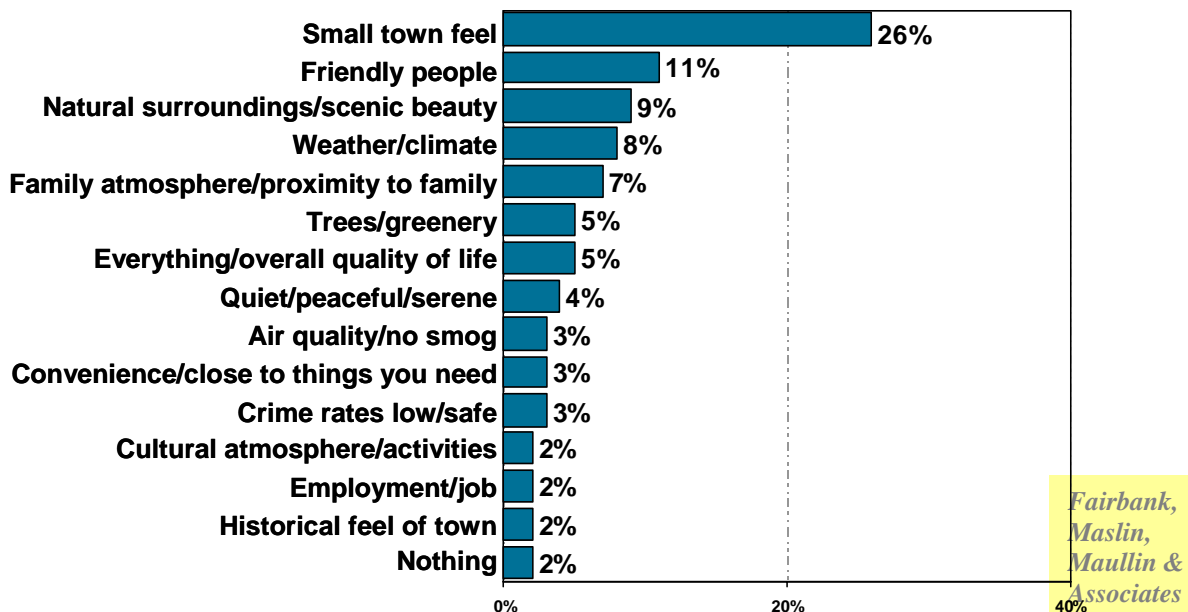
- Positive views of Grass Valley are broad-based, with eight out of ten or more residents in every major demographic group saying Grass Valley is an “excellent” or “good” place to live.
- Even 88 percent of those who believe growth is taking place too fast give this response, compared to 92 percent of those who feel growth is taking place at the right pace. However, while half (50%) of the latter group say specifically that Grass Valley is an “excellent” place to live, a lower 33 percent of the group who think growth is occurring too quickly do so. Eighty-three percent (83%) of those who think the consequences of growth in Western Nevada County have been negative still believe Grass Valley is an excellent or good place to

live. This is near equal to the 88 percent who think growth has mostly positive consequences who gave this response. Again, however, intensity of positive opinions is higher among those who think growth’s consequences have been positive (47% of whom rate the City’s quality of life as “excellent”) than those who think the consequences have been negative (35% “excellent”).

- While similar proportions of residents – regardless of years of residency – have a positive impression of Grass Valley as a place to live overall, those living in Grass Valley seven years or more are more likely to believe it is “excellent” than are newer residents (43% to 29%).
- There is also a difference in the proportion who rate the quality of life as “excellent” between homeowners and renters (50% to 26% excellent), college-educated and non-college educated residents (46% to 35%), retired residents (47%) and employed (38%) or unemployed (30%) residents, and women and men (43% to 35%).
- Residents under the age of 40 are the most negative about the City’s quality of life, with 17 percent of those 18 to 29 having a negative view and 22 percent of those 30 to 39 years of age. College-educated women are the most positive, with 96 percent saying Grass Valley is an “excellent” or “good” place to live (55% consider the City “excellent”).

When asked what they like most about living in Grass Valley, one-quarter (26%) volunteered that they most like the small-town feel. Nine percent mentioned that they most like the natural surroundings or scenic beauty, while five percent specifically mentioned the trees and greenery, for a total of 14 percent mentioning something related to the natural environment. Other top mentions include the friendly people (11%), the weather (8%), the family atmosphere or proximity to family (7%), and the overall quality of life (5%). FIGURE 2 illustrates the results.

**FIGURE 2:**  
**WHAT RESIDENTS LIKE MOST ABOUT LIVING IN GRASS VALLEY**  
*(Open-ended question where no response options were provided; responses of 2% or greater shown)*

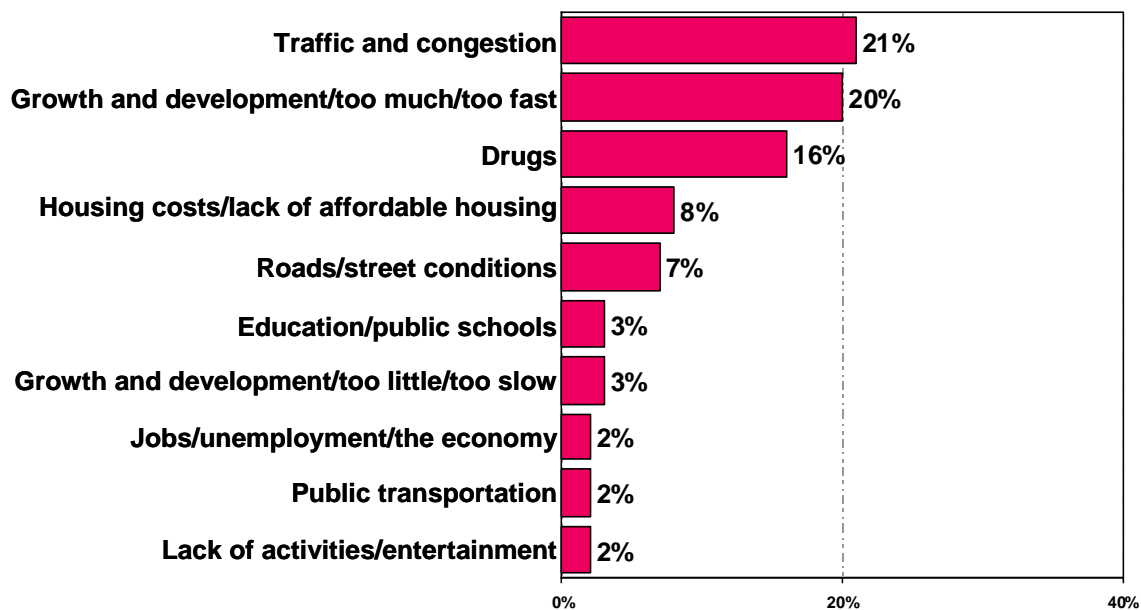


There were few notable differences in responses to this question among subgroups of the population. Older residents were more likely to say they most like the small-town feel of Grass Valley, with 39 percent of those 40 to 49, 30 percent of those 50 to 64, and 27 percent of those older giving this response, compared to 17 percent of those under 40 years of age. The family atmosphere and friendly people dominated the comments among those 30 to 39, while the small group of those under 30 mentioned air quality, convenience, the natural surroundings, the small-town feel, and the trees and greenery in the largest proportions.

When asked to name in their own words what they consider to be the most serious problem facing Grass Valley that they would like to see City government do something about, two out of ten volunteered traffic and congestion (21%) and too much growth and development (20%). The importance of the issue of drug use also emerged in this question, with 16 percent calling it their top concern. Eight percent volunteered that they are most concerned about a lack of affordable housing. FIGURE 3 illustrates the results.

**FIGURE 3:**  
**MOST SERIOUS PROBLEM FACING GRASS VALLEY**

*(Open-ended question where no response options were provided; responses of 2% or greater shown)*



- Those who give the City a negative rating as a place to live are more likely than those with a positive view to mention drugs (24% to 15%), jobs and unemployment (10% to 1%), the condition of streets and roads (10% to 6%), and gangs and juvenile violence (7% to 1%) as their top concern. They were actually less likely than those with a positive view of the City's

quality of life to mention growth and development (15% to 21%) or traffic (9% to 23%) as the top problem for the City to address. This finding suggests that those who feel most negatively about conditions in Grass Valley are more concerned about issues related to drugs than are other residents.

- Three in ten residents (30%) who believe growth and development are taking place too fast volunteer this same issue as the most serious problem facing Grass Valley. Another 19 percent mention traffic and congestion. The issue of traffic and congestion was mentioned by a similar proportion of those who think the pace of growth and development is just right (24%), and these residents also express less concern about growth specifically (10%).
- Homeowners and college graduates are more likely to name too much development as the City's most important problem than are renters or those without a college education. Retired residents are more likely than other subgroups to mention traffic as what concerns them most (30%), as are those 65 years of age or older (37%). Men name growth and development as their biggest concern in higher numbers than women (26% to 15%), with less-educated women among the least likely to mention this issue as their top concern (10%).

**FIGURE 4:  
EVALUATIONS OF THE SERIOUSNESS OF PROBLEMS FACING GRASS VALLEY**

	<b>Extremely/ very serious</b>	<b>Extremely serious</b>	<b>Very serious</b>	<b>Somewhat serious</b>	<b>Not a problem</b>	<b>DK/NA</b>
Drug use, including methamphetamines	<b>70%</b>	44%	26%	12%	9%	9%
The cost of housing	<b>69%</b>	42%	27%	19%	8%	5%
A lack of housing that is affordable for middle-income families	<b>64%</b>	33%	31%	17%	15%	5%
Traffic congestion	<b>57%</b>	30%	27%	23%	19%	2%
A lack of good-paying jobs in the local area	<b>57%</b>	27%	30%	23%	12%	8%
Too much growth and development	<b>47%</b>	22%	25%	29%	23%	2%
Potholes and deteriorating roads	<b>46%</b>	21%	25%	35%	18%	1%
Loss of open space	<b>34%</b>	13%	21%	28%	32%	5%
The amount of taxes and fees people have to pay for City services	<b>33%</b>	12%	21%	26%	30%	11%
Waste and inefficiency in city government	<b>32%</b>	14%	18%	26%	18%	24%
Air pollution	<b>23%</b>	7%	16%	24%	50%	3%
A loss of Grass Valley’s historical community character	<b>22%</b>	9%	13%	26%	44%	8%
Too little growth and development	<b>19%</b>	6%	13%	18%	54%	10%
Crime in general	<b>19%</b>	6%	13%	49%	30%	3%
The quality of public education	<b>18%</b>	6%	12%	25%	43%	14%
The length of your commute to work	<b>11%</b>	5%	6%	12%	62%	16%

- When residents were asked to rate their level of concern about a number of specific issues facing the City, housing costs also emerged as a serious concern. Approximately two out of three residents consider “a lack of housing that is affordable to middle-income families” (64%) and “the cost of housing” (69%) to be extremely or very serious problems in Grass Valley (see **FIGURE 4**). Concern about the cost of housing ranked as one of the top two issues (based on the proportion calling it an “extremely serious problem”) with nearly every subgroup analyzed.
- Seven in ten (70%) said drug use, including methamphetamines, is an “extremely” or “very” serious problem in Grass Valley – a higher level of concern than was expressed about any other issue tested. Drug use is the top concern of unemployed residents (56%

extremely serious), those living in Grass Valley 21 years or more (50%), 40 to 49 year old residents (55%), and women ages 18 to 49 (51%).

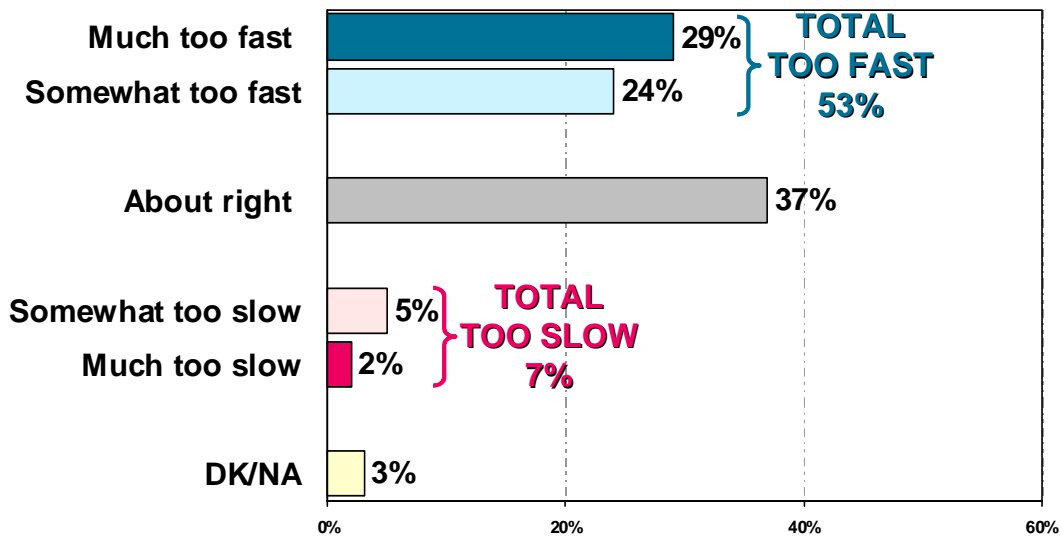
- Residents continued to express strong concern about traffic and congestion (57% “extremely” or “very” concerned) – although most are not concerned about the length of their commute (11%). The issue of “traffic congestion” generates stronger reaction from 21-year or longer residents (38% “extremely” serious) than those living in Grass Valley seven to 20 years (26%) or less (22%). It is also a stronger concern of those without school-age children than those with school-age children (33% “extremely” serious to 21%).
- There is also significant concern about a lack of good paying jobs in the local area, with 57 percent calling this an “extremely” or “very” serious problem. This issue generates more concern from women ages 18 to 49 (37% “extremely” serious) and renters (32%) than other residents.
- Nearly half (47%) believe “too much growth and development” is an “extremely” or “very” serious problem, while just 19 percent consider it a problem that there is “too little” growth and development. The issue of “too much growth and development” generates stronger reaction from residents of more than 20 years (32% “extremely” serious) than those living in Grass Valley for shorter periods of time. It is also a greater concern for homeowners (31% “extremely” serious) than renters (13%).

Despite fairly broad concern about growth and development there is little concern about “a loss of Grass Valley’s historical community character” (22% “extremely” or “very” serious), the loss of open space (34%), or commute length (11%). Residents also express relatively low levels of concern about the quality of public education, crime in general, air pollution, waste and inefficiency in government, and taxes. None of these issues is considered an “extremely” or “very” serious problem to more than one-third of residents.

**Growth and Development**

As discussed above, the issue of growth and development is one of the top concerns of Grass Valley residents. Further reinforcing that the issue of growth and development is a top concern, 53 percent of Grass Valley residents feel growth is moving too fast in Western Nevada County. While 37 percent believe it is occurring at about the right pace, just seven percent believe growth and development is taking place too slowly (see FIGURE 5).

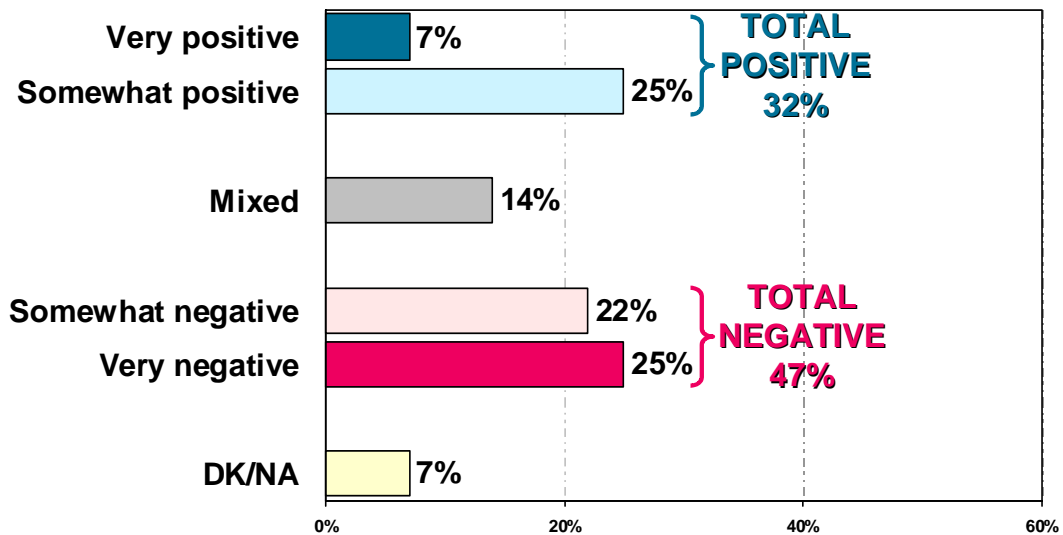
**FIGURE 5:  
PERCEPTIONS OF THE RATE OF GROWTH AND DEVELOPMENT IN WESTERN NEVADA COUNTY**



- Among the small group of residents who have a negative view of Grass Valley as a place to live, 22 percent believe growth is taking place too slowly in Western Nevada County, compared to four percent of those with a positive impression of the City’s quality of life. This again suggests that concern about growth may not be fueling the small group of people with a negative view of the City.
- The view that growth is taking place too fast in Western Nevada County increases with years of residency, from 46 percent of those living in the City less than seven years to 61 percent of those who have been in the community for at least 20 years.
- Nearly six in ten (58%) renters say growth and development are moving too quickly, compared to 49 percent of homeowners.
- Those with school-age children are less likely to believe growth is moving too fast (41%) than those without (58%). They are slightly more likely to think it is happening too slowly (13% to 4%).

Nearly half (47%) of Grass Valley residents believe the consequences of the current rate of growth and development have been more negative than positive for Western Nevada County. Just under one-third (32%) believe the consequences have been more positive, with 14 percent having a mixed view and seven percent unsure (see FIGURE 6).

**FIGURE 6:  
CONSEQUENCES OF CURRENT GROWTH AND DEVELOPMENT FOR WESTERN NEVADA COUNTY**



- Just over six in ten (63%) of those with a negative view of Grass Valley as a place to live believe the consequences of growth have been more negative than positive, compared to 44 percent of those with a positive view of the City. However, there is no difference between these subgroups in the proportion who believe growth has been mostly positive. Instead, those with a positive view of Grass Valley are more likely to have a mixed view of the consequences of growth (16%) than are those with a negative view of the City (2%).
- By a two-to-one margin, those who have been living in Grass Valley either for less than seven or more than 20 years believe the rate of growth and development has been more negative than positive for Western Nevada County. Those who have lived in Grass Valley for seven to 20 years are divided.
- The unemployed are more likely to think growth has had generally negative consequences for Western Nevada County (64%) than are employed (44%) or retired (45%) residents.
- Men ages 18 to 49 are among the most likely to think growth has had more positive consequences than negative consequences for the area, with 49 percent giving this response.

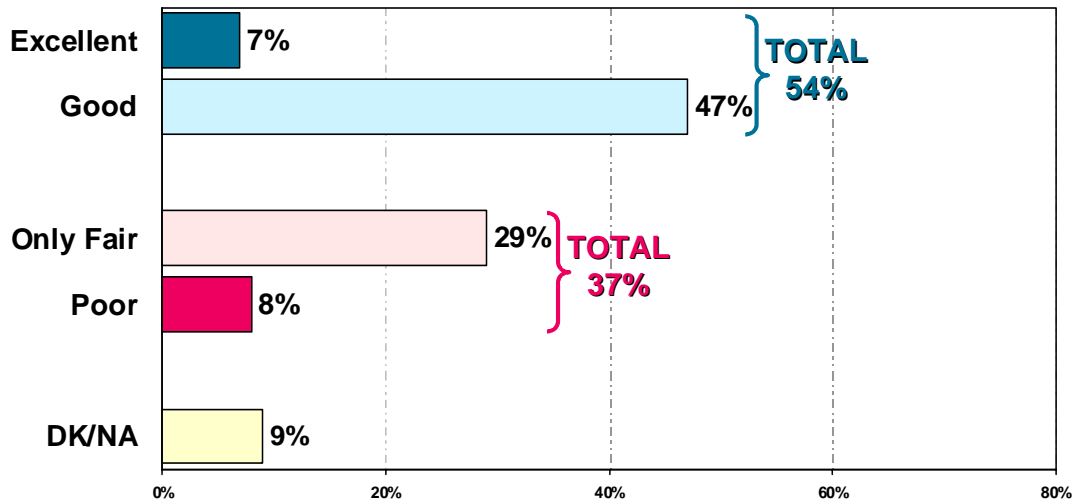
**PART 2: PERCEPTIONS OF CITY GOVERNMENT SERVICES**

Grass Valley City government gets positive reviews for its performance in providing services to residents. Residents are far more positive than negative about the City’s performance in protecting their safety – in terms of fire and police protection – and in providing flood protection and street lighting. Residents also have a positive impression of the City’s job in providing recreation programs and park maintenance.

**Ratings of City Services**

Grass Valley City government receives generally positive marks for the job it is doing in providing services to City residents. Just seven percent consider the City to be doing an “excellent” job, while 47 percent believe it is doing a “good” job providing services – for a total positive rating of 54 percent. Meanwhile, 37 percent consider the City to be doing an “only fair” (29%) or “poor” (8%) job (FIGURE 7 shows the results).

**FIGURE 7:  
EVALUATION OF CITY GOVERNMENT’S PERFORMANCE IN  
PROVIDING SERVICES TO RESIDENTS**

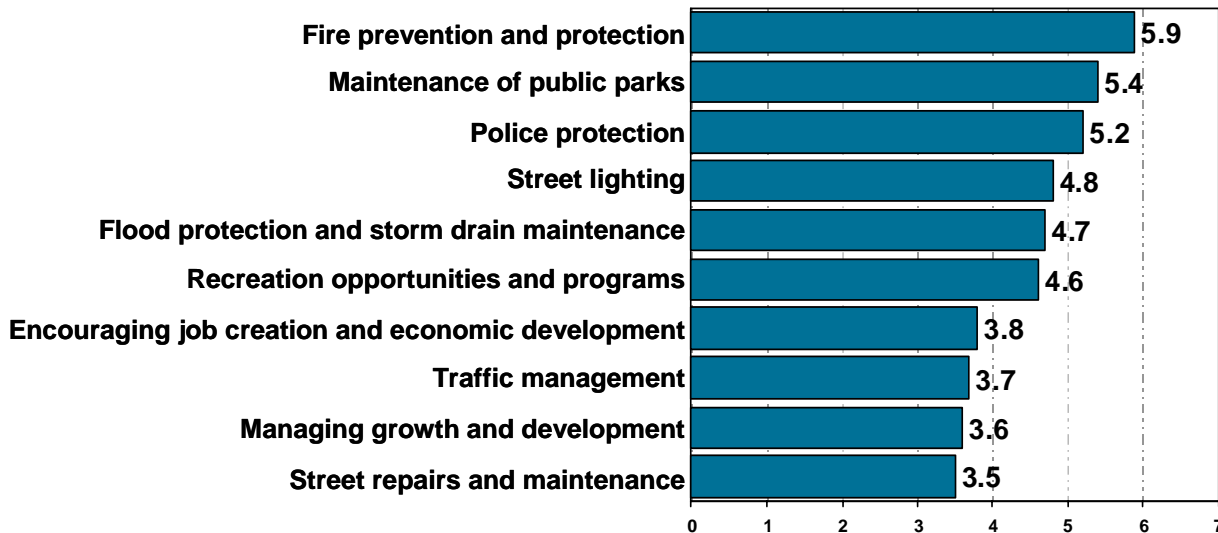


- Those with a negative view of Grass Valley as a place to live are divided (44% to 48%) in their rating of City government’s overall performance, while those with a positive view of Grass Valley as a place to live give the City a positive rating by a 20-point margin (55% to 35%).

- Those who think the rate of growth is about right are 2-to-1 positive about the City’s performance (61% to 29%), while the margin is more narrow among those who think growth is taking place too quickly (51% to 41%).
- Men have a slightly more positive view than women. This is driven mainly by older men, two-thirds of whom (65%) give the City a positive rating for providing services.

Residents were asked to rate the City government’s performance in a number of specific service areas on a scale of one to seven, where “1” indicated that the resident is “not at all satisfied” with the service and “7” indicated that the resident is “very satisfied.” As FIGURE 8 shows, just over four in ten residents (42%) give the City government a rating of three or less (indicating an opinion that is, on balance, negative) for “managing growth and development.” While 16 percent have a neutral opinion, just eight percent give the City a “6” or “7” rating in this area and 24 percent give the City a “5” rating. Therefore in all, more residents are negative (42%) than positive (32%) in their assessment. The overall average rating is 3.6 – making it the second lowest rating of the ten items tested.

**FIGURE 8:**  
**RATINGS OF CITY GOVERNMENT’S PERFORMANCE IN SPECIFIC AREAS**  
*(Mean Score: 1=Not at all satisfied; 7=Very satisfied)*



Related to growth and development, 43 percent give a rating of three or less to the City for “traffic management.” Just 38 percent have a positive view, with 16 percent neutral in their assessment. Overall, the City’s average rating in this area is 3.7.

With traffic and growth comes greater need for street maintenance, and in this area more residents have a negative view (47%) than a positive impression (32%) of the City’s performance

as well. This item receives the lowest average rating of the ten items tested, with an average rating of 3.5.

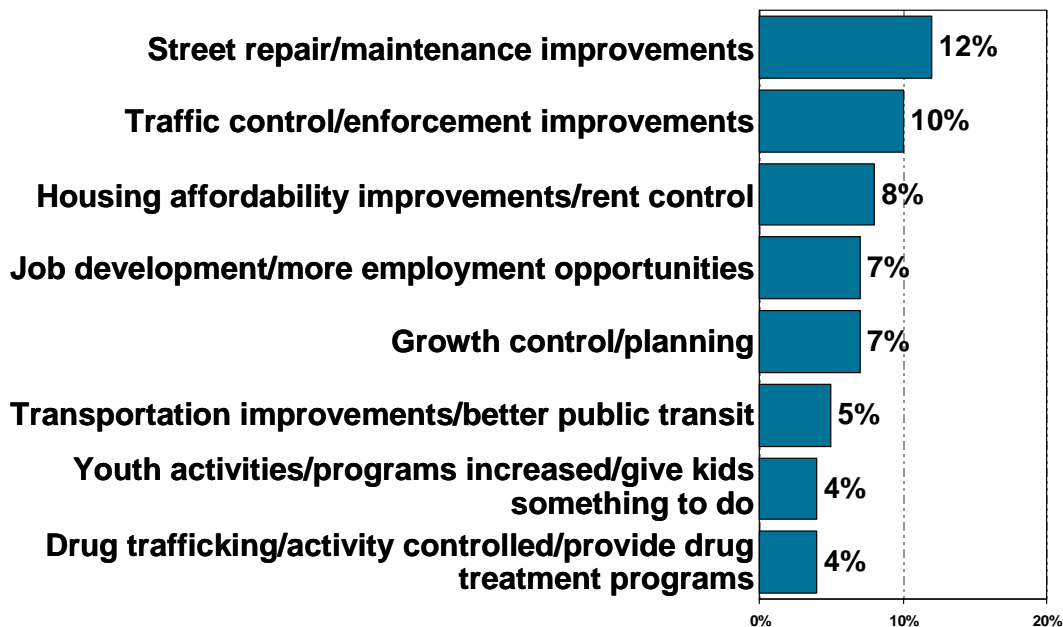
Residents are divided in their view of the City’s performance in “encouraging job creation and economic development.” While 32 percent have a negative impression of the City government’s performance in this area, 30 percent have a positive view. One-quarter are neutral in their opinion and 12 percent are uncertain. The average rating in this area is 3.8.

Residents are more positive than negative in their review of the City government’s performance in other areas, including providing recreation opportunities and programs (55% positive to 26% negative), maintenance of public parks (70% to 7%), flood protection and storm drain maintenance (60% to 19%), street lighting (62% to 21%), police protection (72% to 15%), and fire prevention and protection (88% to 5%).

**Recommendations for Improving City Services**

Residents were asked to name, in their own words, the most important thing the City of Grass Valley could do to improve services for people who live and/or work in Grass Valley. While a broad array of answers were provided, those most frequently mentioned included street maintenance (12%), traffic control (10%), creating affordable housing/rent control (8%), job development (7%), growth control (7%), and transportation improvements, including public transit (5%). Other top responses included providing youth activities (4%) and dealing with drug use (4%). No more than three percent gave any other single response (see **FIGURE 9**).

**FIGURE 9:**  
**SUGGESTIONS FOR WAYS TO IMPROVE CITY SERVICES**



### **PART 3: PROPOSALS TO IMPROVE CONDITIONS IN GRASS VALLEY**

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As FIGURE 10 on the following page shows, eight in ten residents (80%) support “encouraging walking by extending the Litton Trail and building Wolf Creek Trail.” Just 13 percent oppose this proposal. Large proportions of all major demographic subgroups of the population support this proposal; no more than two in ten oppose it among any subgroup analyzed.

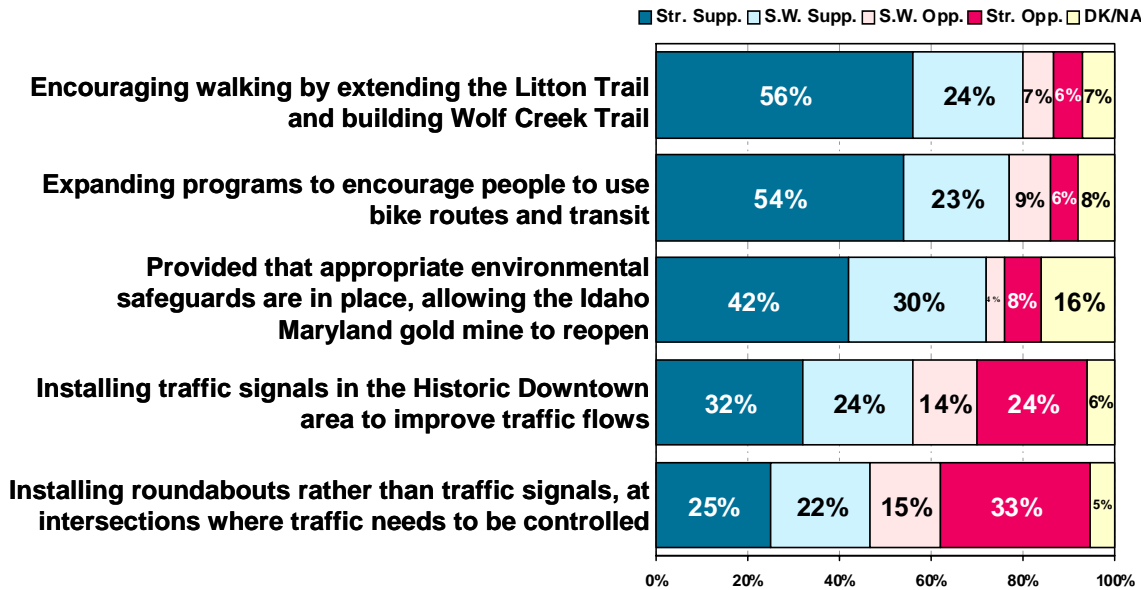
Residents also strongly support “expanding programs to encourage people to use bike routes and transit,” with 77 percent saying they would support this proposal (just 15% oppose it). Again, high proportions of all subgroups support this proposal, with no more than two in ten opposing it.

While 56 percent support “installing traffic signals in the Historic Downtown area to improve traffic flows,” 47 percent support “installing roundabouts rather than traffic signals, at intersections where traffic needs to be controlled.”

- Those who have lived in Grass Valley for more than 20 years are divided in their view of installing traffic signals, with 49 percent in favor and 45 percent opposed. Those living in Grass Valley less than seven years support it by a 21-point margin (58% to 37%), while those living in Grass Valley seven to 20 years do so by 25 points (60% to 35%). Renters, those without school-age children, and those under 40 and 65 or older are more supportive as well.
- There is not a lot of notable demographic variation in support for installing roundabouts. Those under 30 are slightly more supportive (59%) than those older. Women ages 18 to 49 are more likely to oppose this proposal (63%), as are non-college educated women (58%), residents age 40-49 (61%), and the unemployed (62%).

Just over seven in ten (72%) residents support “allowing the Idaho Maryland gold mine to reopen,” provided that appropriate environmental safeguards are in place. Twelve percent (12%) oppose this proposal. This proposal was met with more support from those under 50 (80%) than those older (63%). Two in ten (21%) of those age 50 and over are undecided. Men show more support (81%) than women (64%) as well, with women substantially more undecided. The higher support among men is driven by the 87 percent of men ages 18 to 49 who support reopening the mine.

**FIGURE 10:  
 SUPPORT FOR PROPOSALS TO IMPROVE CONDITIONS IN GRASS VALLEY**

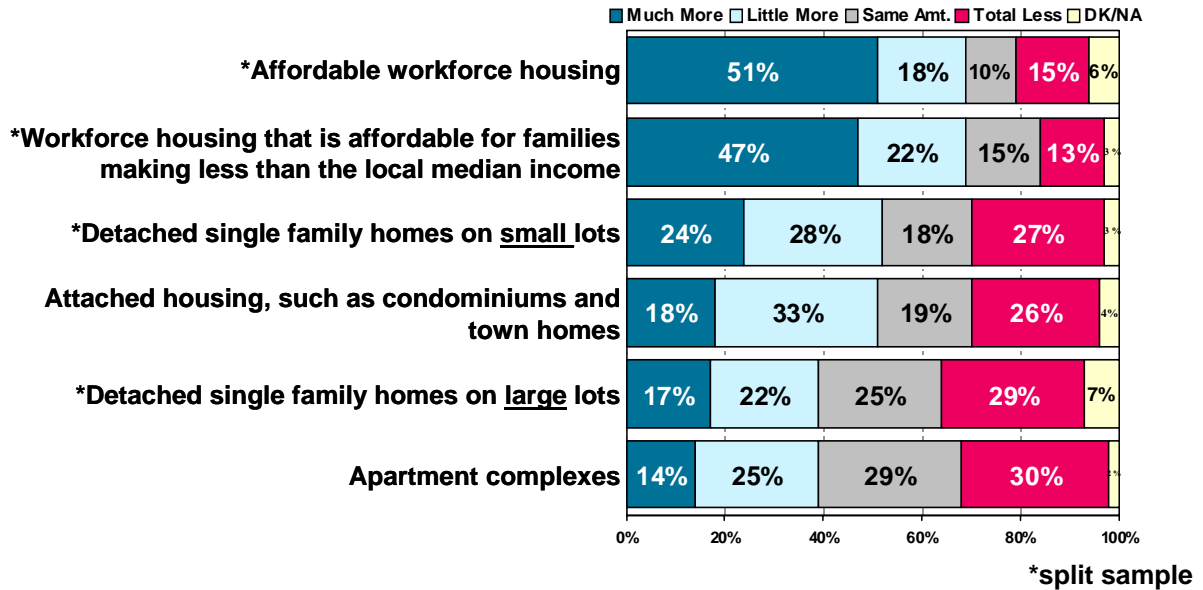


**PART 4: PLANNING FOR FUTURE GROWTH IN GRASS VALLEY**

**Perceptions of Housing Needs**

Residents were read a list of different types of housing that could be built in Grass Valley in the future and were asked if they believe the City needs more or less of each type of housing. As FIGURE 11 shows, residents perceive the greatest need for “workforce” housing, with 69 percent saying the City needs more “affordable workforce housing” and “workforce housing that is affordable to families making less than the local median income.” The greatest proportion of residents in nearly every subgroup analyzed said there is a need for more housing of these types.

**FIGURE 11:  
 PERCEIVED NEED FOR MORE OR LESS OF EACH TYPE OF HOUSING**



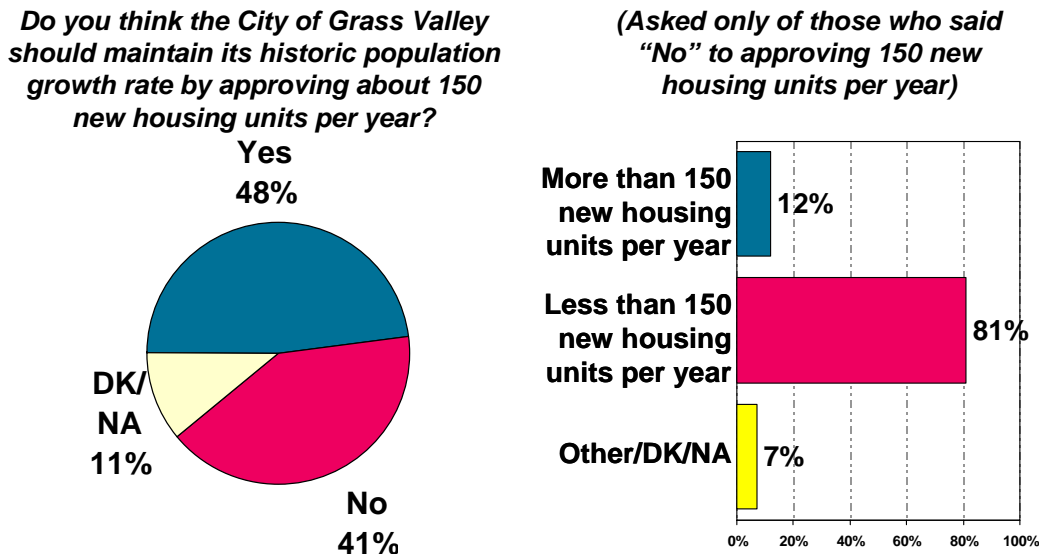
Just over half think more “detached single family homes on small lots” (52%) and “attached housing, such as condominiums and town homes” (51%) are needed. On the other hand, only 39 percent believe there is more need for “apartment complexes” or “detached single family homes on large lots”. In fact, three in ten residents believe Grass Valley needs less of this type of housing.

- Renters are more likely than homeowners to perceive a need for more detached single-family homes on small lots, with 61 percent giving this response compared to 46 percent of homeowners. Renters are also more likely to believe there is a need for more apartment complexes (50%) than are homeowners (31%).
- Those with school-age children are more likely to believe there is a need for more single family homes on small lots (66% among those with school-age children compared to 47% among those without), more attached housing (57% to 48%), and more detached homes on large lots (54% to 33%).
- Those under the age of 50 are more likely to perceive a need for more detached homes on small lots (61% to 49%) and for attached housing (57% to 45%) than are those older.
- Women are more likely than men to believe there is a need for more attached housing (58% to 43%). This is driven mostly by women ages 18 to 49 (69%).

- While college-educated men are more likely than others to say there is a need for more detached housing on small lots (64%), less educated men are more likely than others to call for more apartment complexes (42%) and workforce housing (74%).

While residents perceive a need for more of most types of housing, they are divided over whether the City should maintain its historic population growth rate by approving about 150 new housing units per year. While 48 percent say “yes,” 41 percent say “no.” FIGURE 12 illustrates the results.

**FIGURE 12:  
SUPPORT FOR MAINTAINING HISTORICAL POPULATION GROWTH  
OF 150 NEW HOUSING UNITS ANNUALLY**



- While nearly half (49%) of those with a positive view of Grass Valley as a place to live support maintaining historic population growth, those with a negative view of Grass Valley are more likely to oppose it (52%) than support it (41%). Those who believe the rate of growth is just right support maintaining the City’s historical growth rate by a 34-point margin (60% to 26%), while those who think growth is taking place too fast oppose it, 51 percent to 39 percent.
- While residents of less than seven years support maintaining the City’s historic growth rate, 51 percent to 32 percent, those who have lived in Grass Valley longer are divided.
- Homeowners also support maintaining the City’s historic growth rate, 50 percent to 35 percent, while renters oppose it 51 percent to 41 percent.

- While those 40 to 49 years of age are overwhelmingly supportive (64% to 30%) of maintaining the City’s historic growth rate, those under 40 are divided. Those 50 to 64 years of age oppose it, 48 percent to 39 percent, while those 65 or older are more supportive (48% to 35%).
- Men ages 50 or older (48% against) and the unemployed (54% against) are also more likely to be against continuing the City’s historic growth rate.

Most of those who oppose additional growth call for approving fewer housing units (81%). Those most likely to call for more new housing units than the historic average include those under age 50, those with school-age children living at home, and those who are employed. Even among these groups, however, clear majorities of those who do not want to continue the City’s historic growth rate would prefer fewer units.

### **Transportation Improvement Projects**

As **FIGURE 13** shows, residents were asked to choose the area they consider most in need of transportation improvements, such as street widening and installing traffic signals or roundabouts. The highest proportion, 33 percent, selected the East Main and Idaho Maryland intersection as their first choice. Two in ten (20%) said their first choice for such improvements would be to the Dorsey Drive Interchange. Slightly smaller proportions chose the Brunswick Road Corridor from Nevada City Highway to Town Talk Road (15%) and the McKnight Way Corridor, from South Auburn to Freeman Lane (12%). Just seven percent made Colfax South Auburn Frontage Road, in the area known as “the Triangle,” their first choice for such improvements.

**FIGURE 13:**  
**CHOICE OF HIGHEST-PRIORITY TRANSPORTATION IMPROVEMENTS**

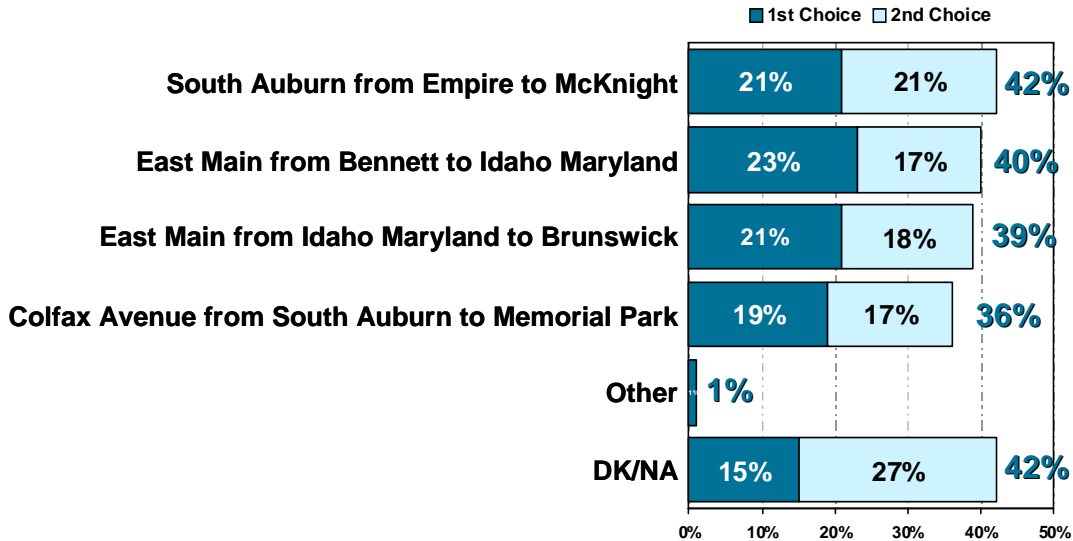


There was not a lot of variation in reaction to this question among subgroups of the Grass Valley population. Those under 40 were slightly more likely to say the highest priority should be the East Main and Idaho Maryland intersection improvements, as were men under age 50 in particular. Those who have lived in Grass Valley for at least 20 years mentioned Dorsey Drive (31%) in higher proportions than did shorter-term residents (14%).

**Locations for Redevelopment Projects**

Residents are divided over which areas should be the targets for redevelopment projects to attract new businesses and revitalize neighborhoods. Approximately two in ten chose each of the four areas mentioned in the survey to be their highest priority, including Colfax Avenue from South Auburn to Memorial Park, East Main from Bennett to Idaho Maryland, East Main from Idaho Maryland to Brunswick, and South Auburn from Empire to McKnight (see FIGURE 14 on the following page). College graduates are the most likely to believe East Main from Bennett to Idaho Maryland should be the highest priority (31%), as do those 30 to 39 years of age (43%), men 18 to 49 (38%) and college educated men (43%). There was not a lot of notable variation in response to this question.

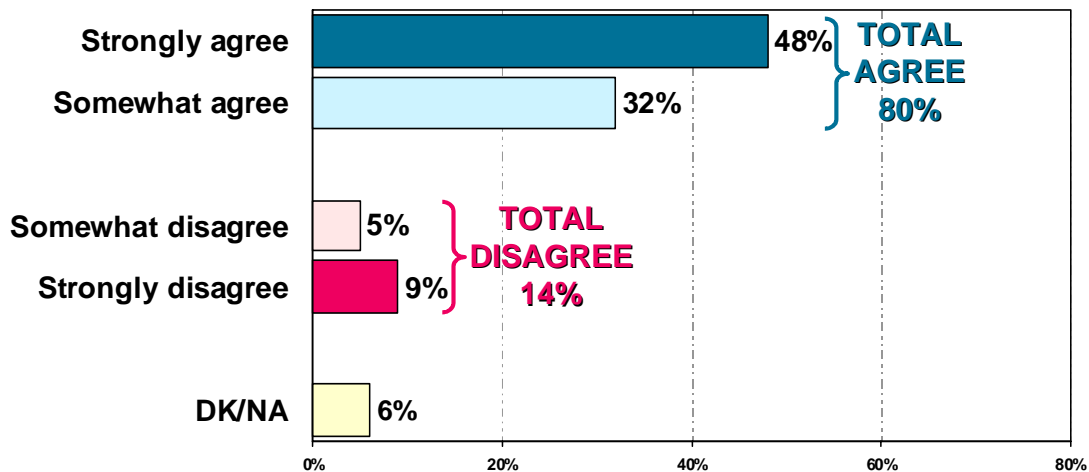
**FIGURE 14:  
 HIGHEST PRIORITY LOCATIONS FOR REDEVELOPMENT**



Despite some disagreement over housing and redevelopment proposals, eight in ten residents (80%) agree with the statement that “in considering future expansion, the City of Grass Valley should continue to serve as the economic hub of Western Nevada County in terms of jobs, shopping, and activities.” Just 14 percent disagree with this statement. FIGURE 15 illustrates the results.

**FIGURE 15:  
 AGREEMENT THAT GRASS VALLEY SHOULD BE AN ECONOMIC HUB FOR THE COUNTY**

*Please tell me whether you generally agree or disagree with the following statement:  
 “In considering future expansion, the City of Grass Valley should continue to serve as the economic hub of Western Nevada County in terms of jobs, shopping, and activities.”*



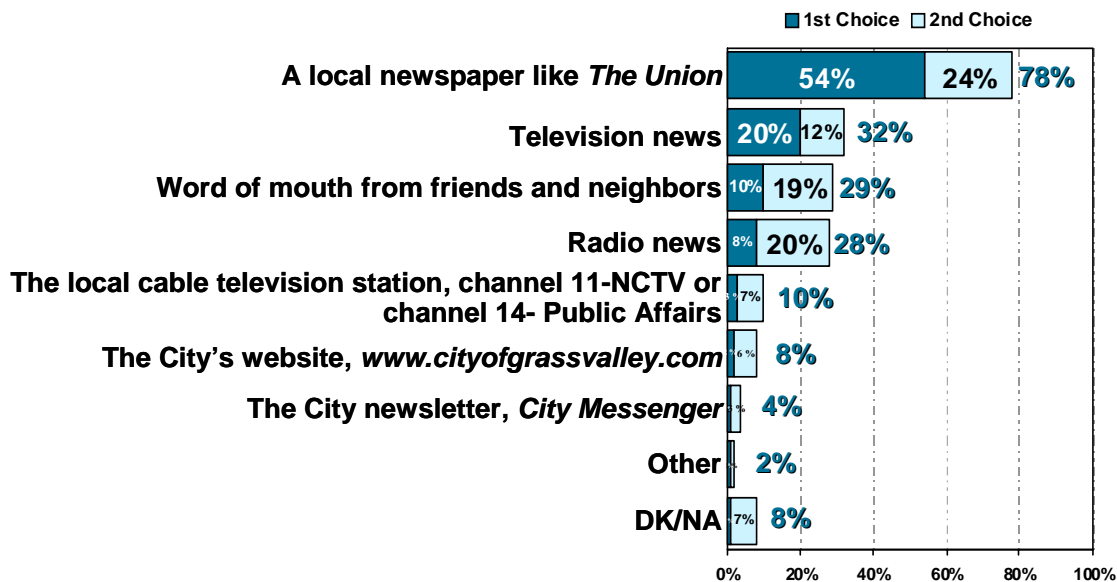
Substantial proportions of all subgroups of the local population agree with this statement. Homeowners (76%), college graduates (76%), retired residents (74%), and 50 to 64 year old residents (75%) are the most likely to disagree.

**PART 5: SOURCES OF INFORMATION ABOUT THE CITY**

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Just over half (54%) of residents say they most often use a local newspaper like *The Union* for local news and information about Grass Valley. Another 20 percent turn to television news, while ten percent rely on word of mouth and eight percent on radio news. Just two percent turn to the City’s website and one percent to the City’s newsletter, *The City Messenger*. Three percent use the local cable television station (See FIGURE 16).

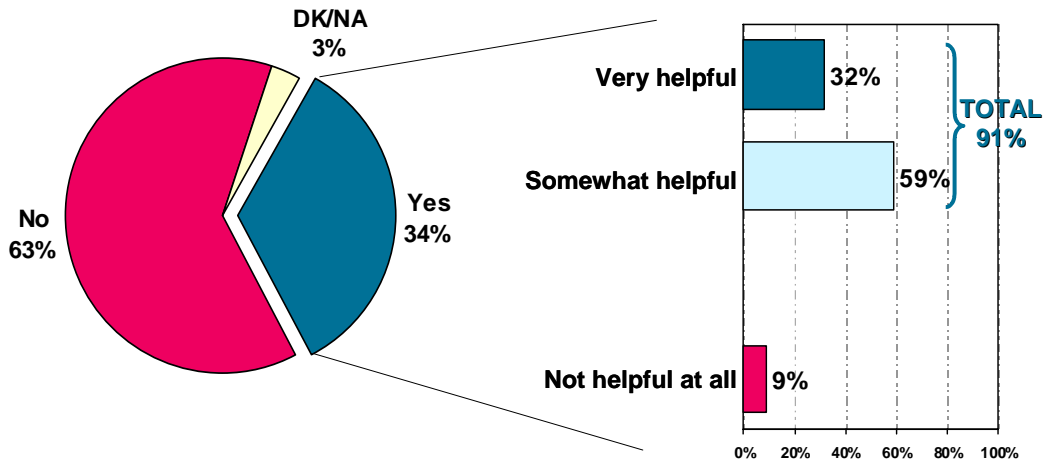
**FIGURE 16:**  
**SOURCES OF INFORMATION USED MOST OFTEN FOR LOCAL NEWS**



Majorities of nearly every major subgroup of the Grass Valley population rely mainly on the local newspaper for local news and information about the City. Non-college educated residents are more likely to rely on television news as their main source of information than are college graduates (24% to 11%).

More than one-third of local residents read *The City Messenger*. Among those who do read it, nearly all find it at least somewhat helpful (See FIGURE 17).

**FIGURE 17:**  
**PROPORTIONS OF LOCAL RESIDENTS WHO READ THE *CITY MESSENGER* AND FIND IT HELPFUL**

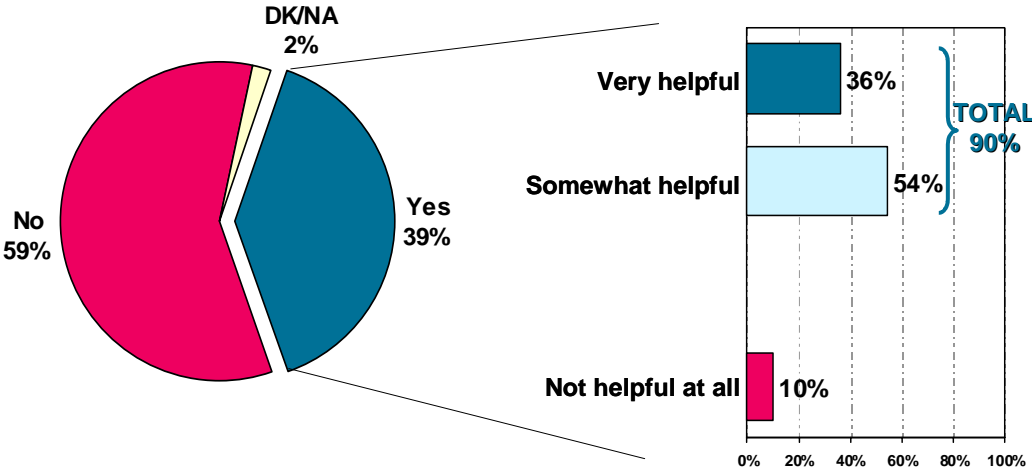


Those who have lived in Grass Valley at least 20 years (41%), homeowners (37%), those without school-age children (37%), retired residents (40%), and residents age 50 older (42%) are more likely to have read the *City Messenger*. Women are more likely to have read it than are men (38% to 28%). Nearly everyone who has read the *City Messenger* has found it at least somewhat helpful.

Seven in ten Grass Valley residents (71%) have access to the Internet. Approximately four in ten have visited the City's website, with nearly all calling it helpful (see

**FIGURE 18** on the following page). Residents without a college degree (66%), retired residents (55%), long-term residents (60%), and those 65 years of age or older (56%) are the least likely to have a computer with Internet access. Seven out of ten of all other major subgroups of the Grass Valley population have such access. Of those with Internet access, those with school-age children are slightly more likely to visit the City’s website than those without (45% to 36%), as are residents under 50 (49%) compared to those older (30%).

**FIGURE 18:**  
**PROPORTIONS OF LOCAL RESIDENTS WHO HAVE VISITED**  
**THE CITY WEBSITE AND FOUND IT HELPFUL**  
*(AMONG THE 71% WITH INTERNET ACCESS)*



**APPENDIX A:  
TOPLINE SURVEY RESULTS**



# *City of Grass Valley 2006 Community Survey*

*February 27 – March 9, 2006*

320-276

*Fairbank, Maslin, Maullin & Associates*  
*Opinion Research & Public Policy Analysis*

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Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

## **Methodology:**



- **338 interviews of Grass Valley residents**
- **Telephone interviews conducted using a Random Digit Dial (RDD) technique**
- **Interviews conducted February 27 through March 9, 2006**
- **Margin of sampling error for the sample as a whole is +/- 5.4%; margins of sampling error for subgroups will be higher**

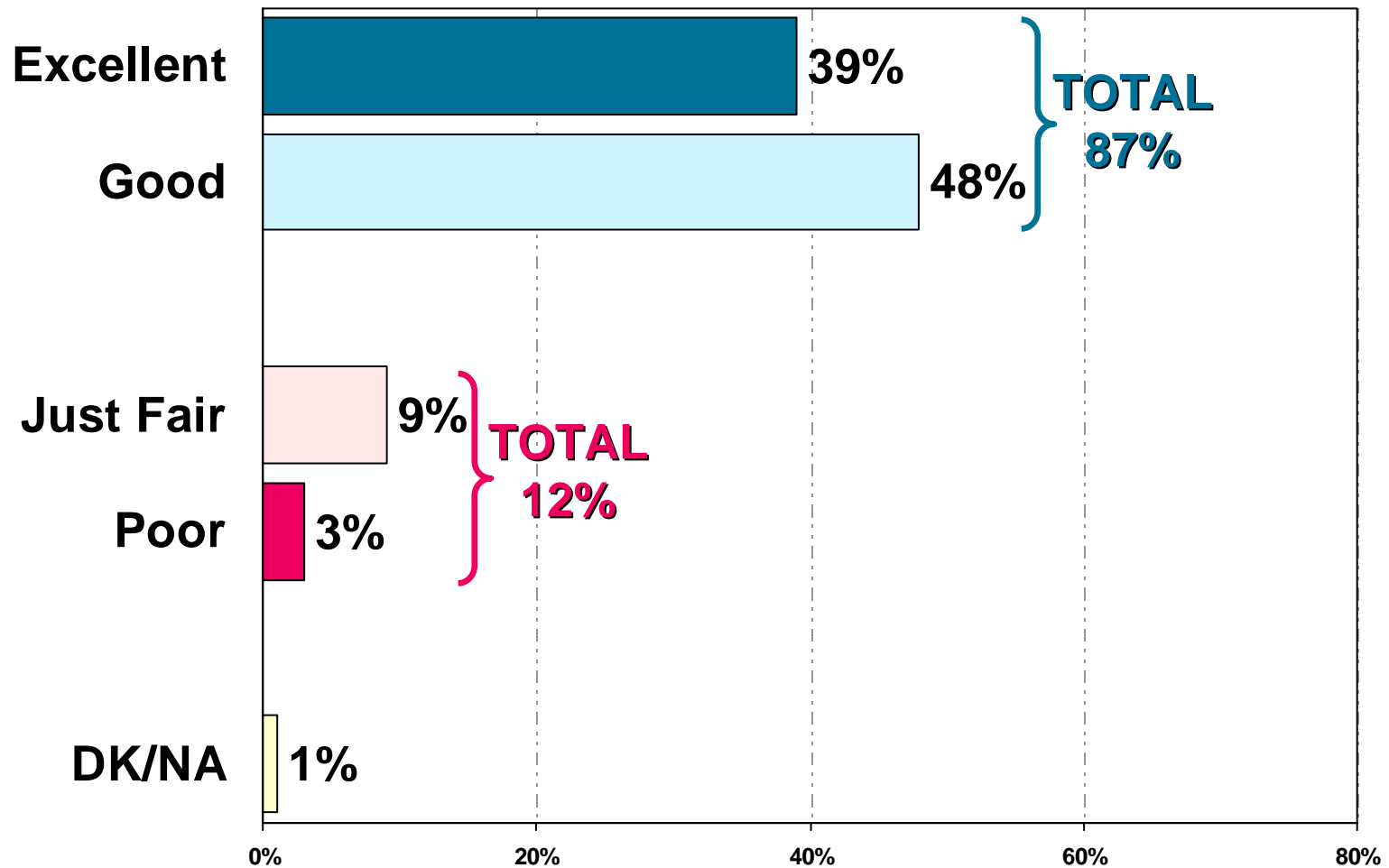
*Fairbank,  
Maslin,  
Maullin &  
Associates*

*Opinion Research &  
Public Policy Analysis*



# **Attitudes Toward the Community and Issues**

# Residents have an overwhelmingly positive impression of Grass Valley as a place to live.

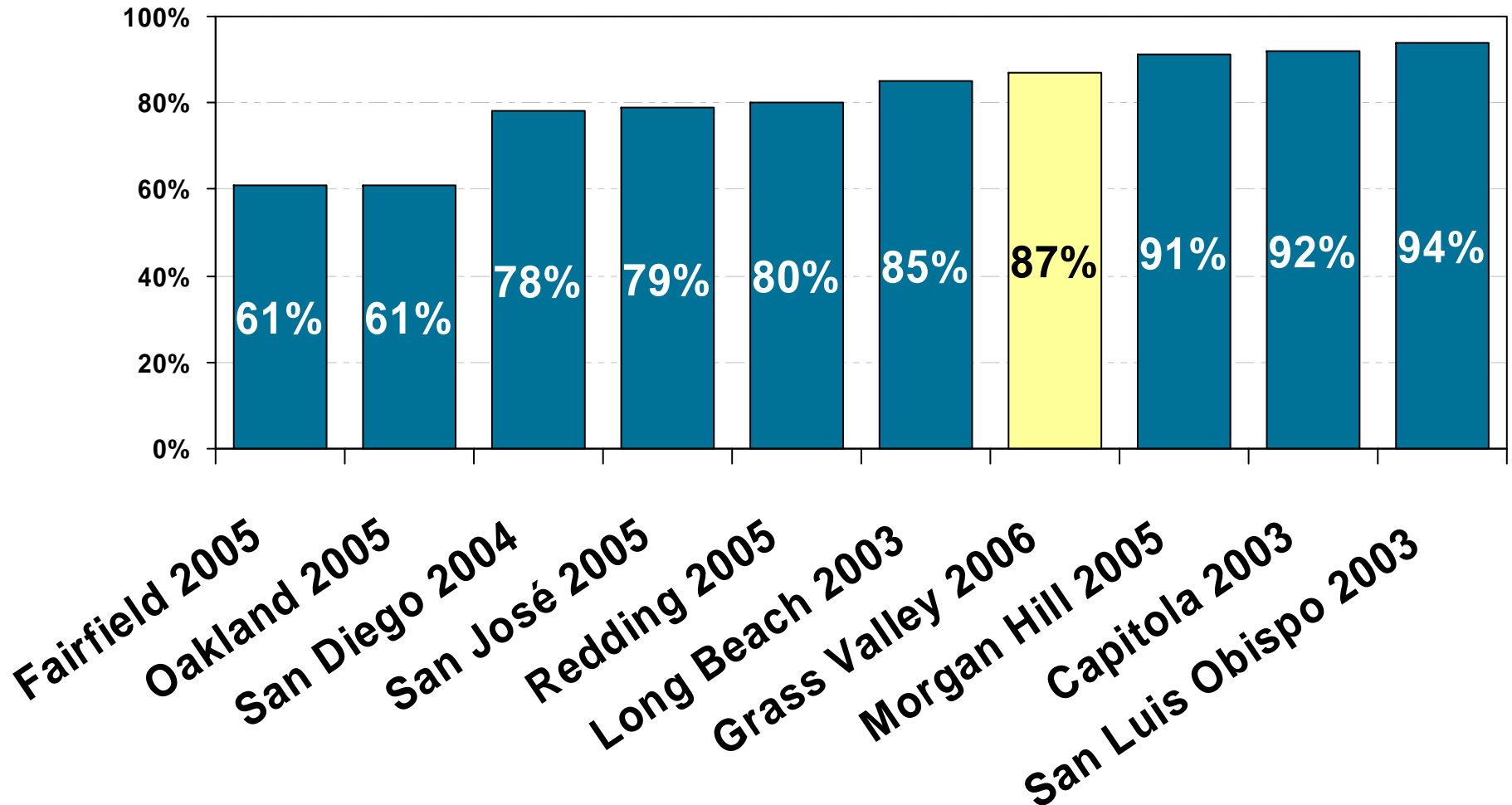


4. Generally speaking, how would you rate the City of Grass Valley as a place to live: is it an excellent place to live, a good place to live, only fair, or a poor place to live?

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Associates

Opinion Research &  
Public Policy Analysis

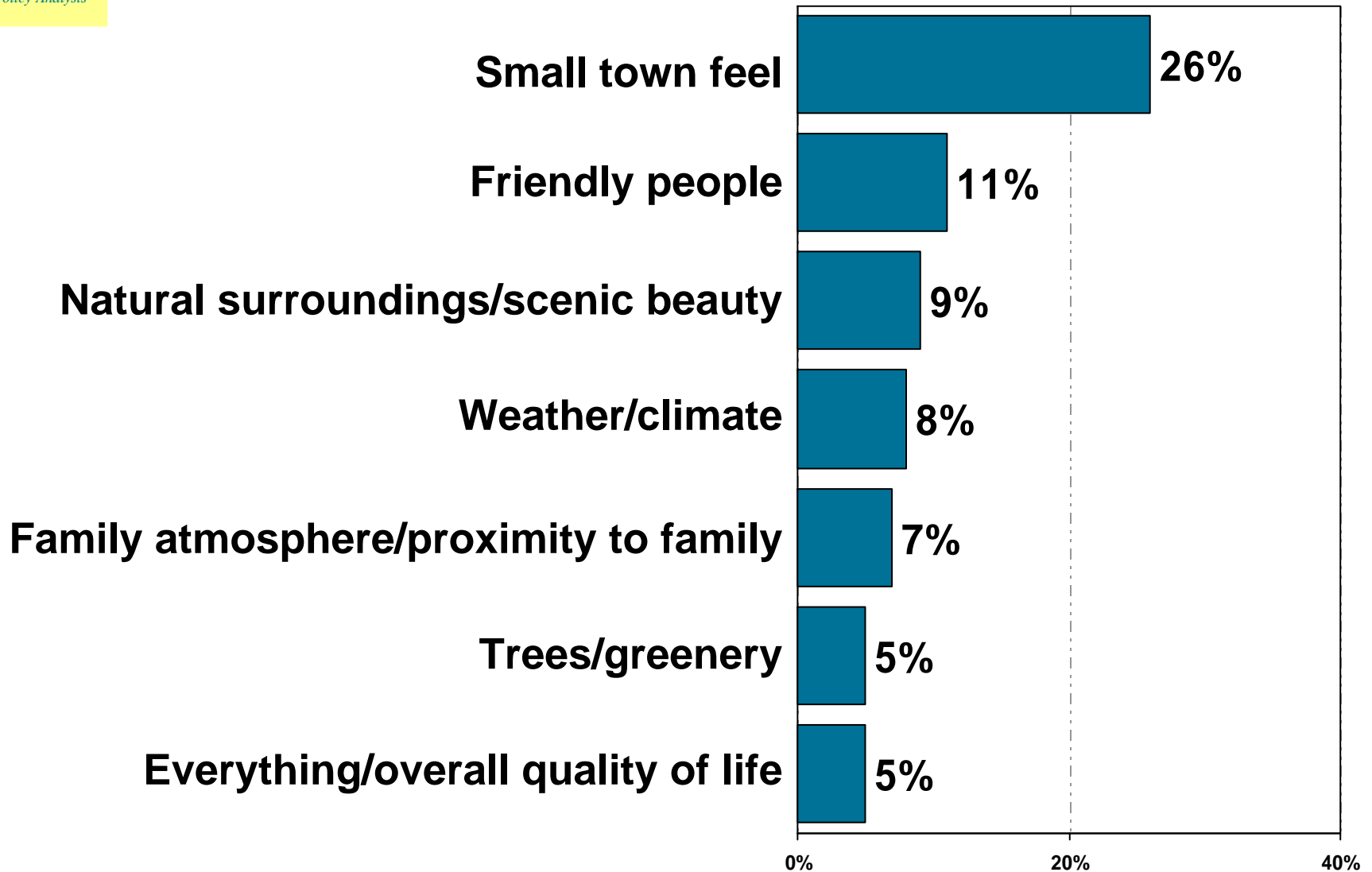
# The quality of life in Grass Valley compares favorably to other California cities.



4. Generally speaking, how would you rate the City of Grass Valley as a place to live: is it an excellent place to live, a good place to live, only fair, or a poor place to live?

# Residents most appreciate Grass Valley's "small-town feel."

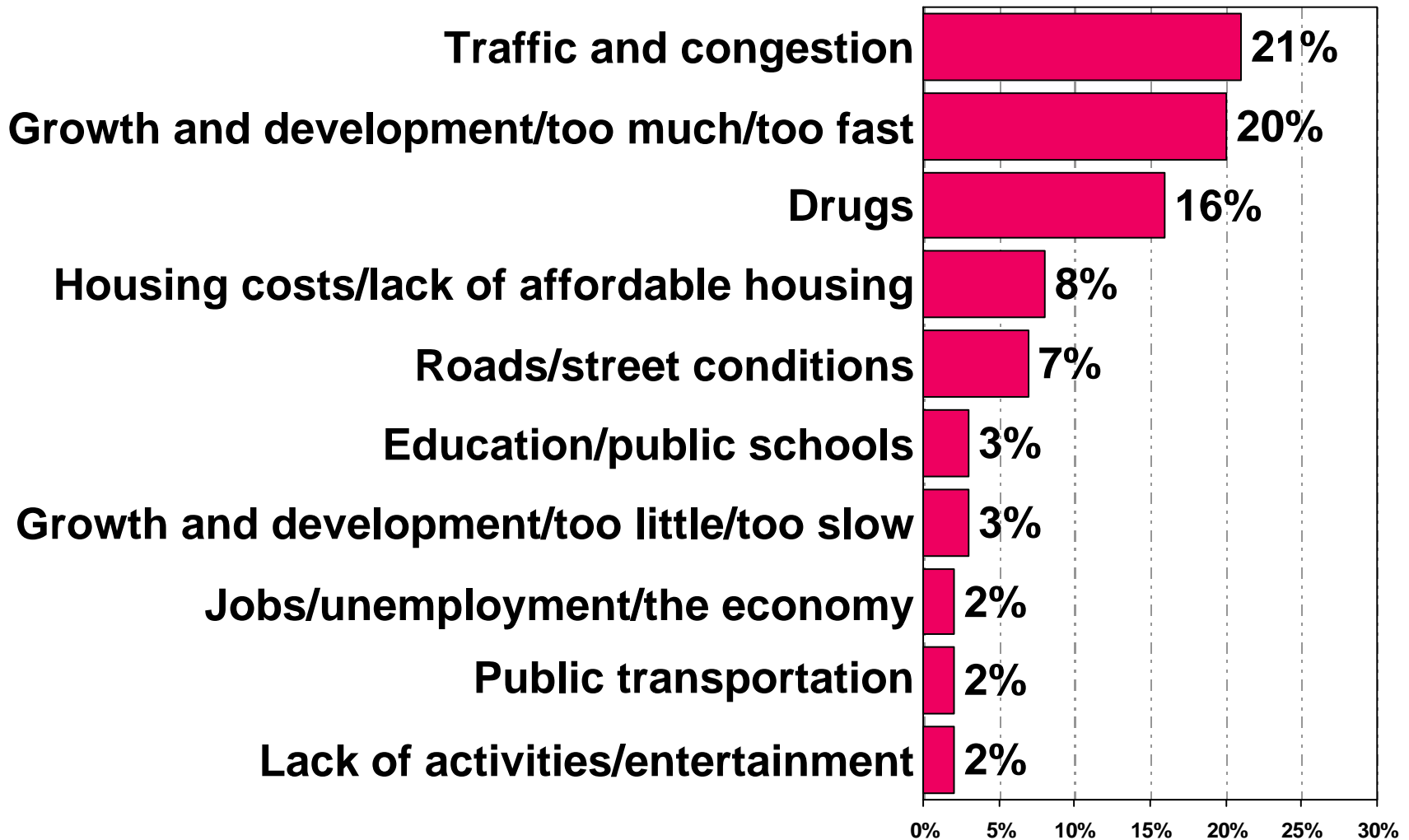
(Open-End)



5. In a few words of your own, what do you like most about living in Grass Valley?

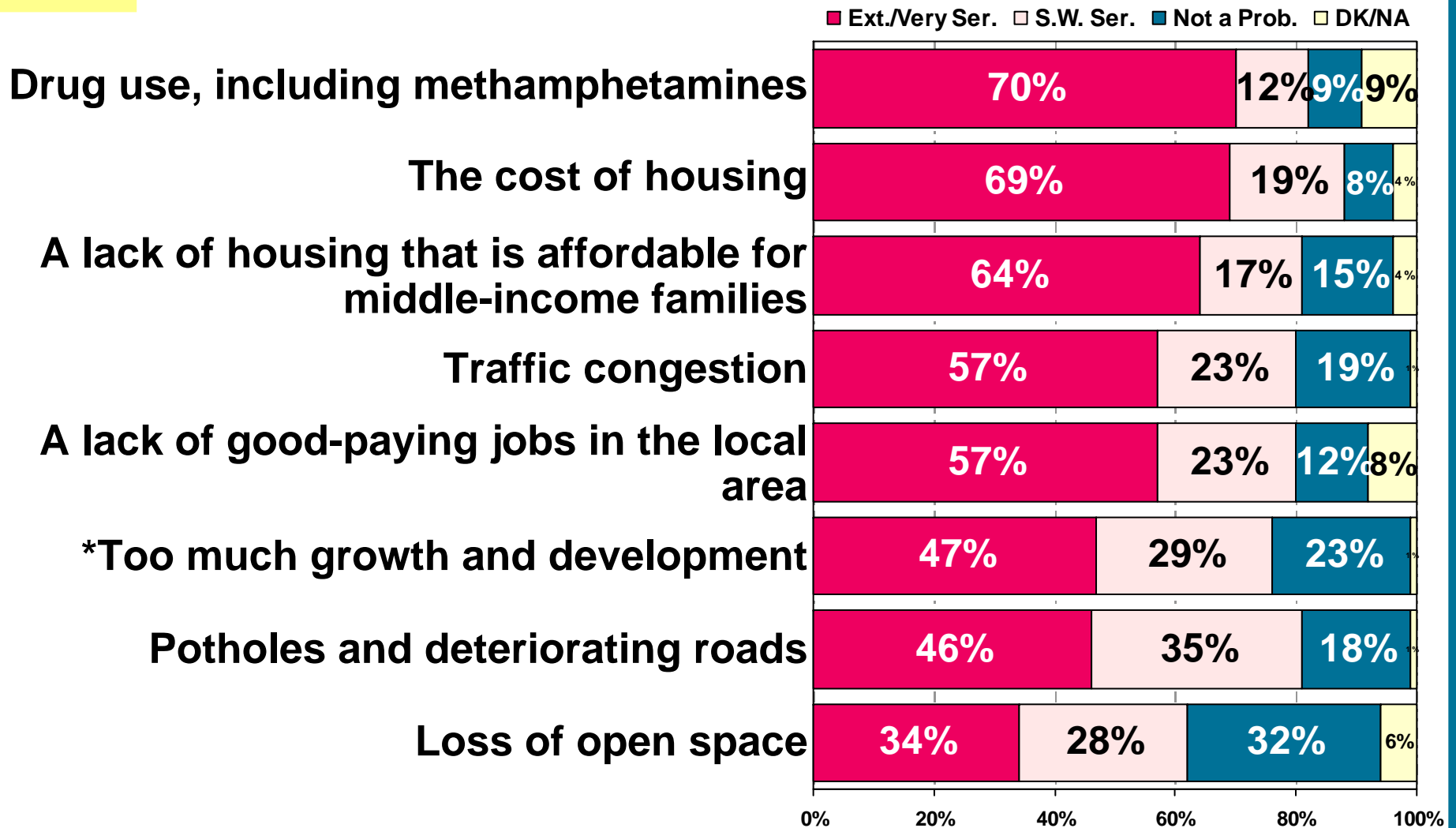
# Traffic and development top the list of concerns residents would like the City to address.

(Open-End)



6. Again in a few words of your own, what is the most serious problem facing Grass Valley that you would like to see City government do something about?

# When prompted, voters rate drugs and housing costs as the city's most serious problems.

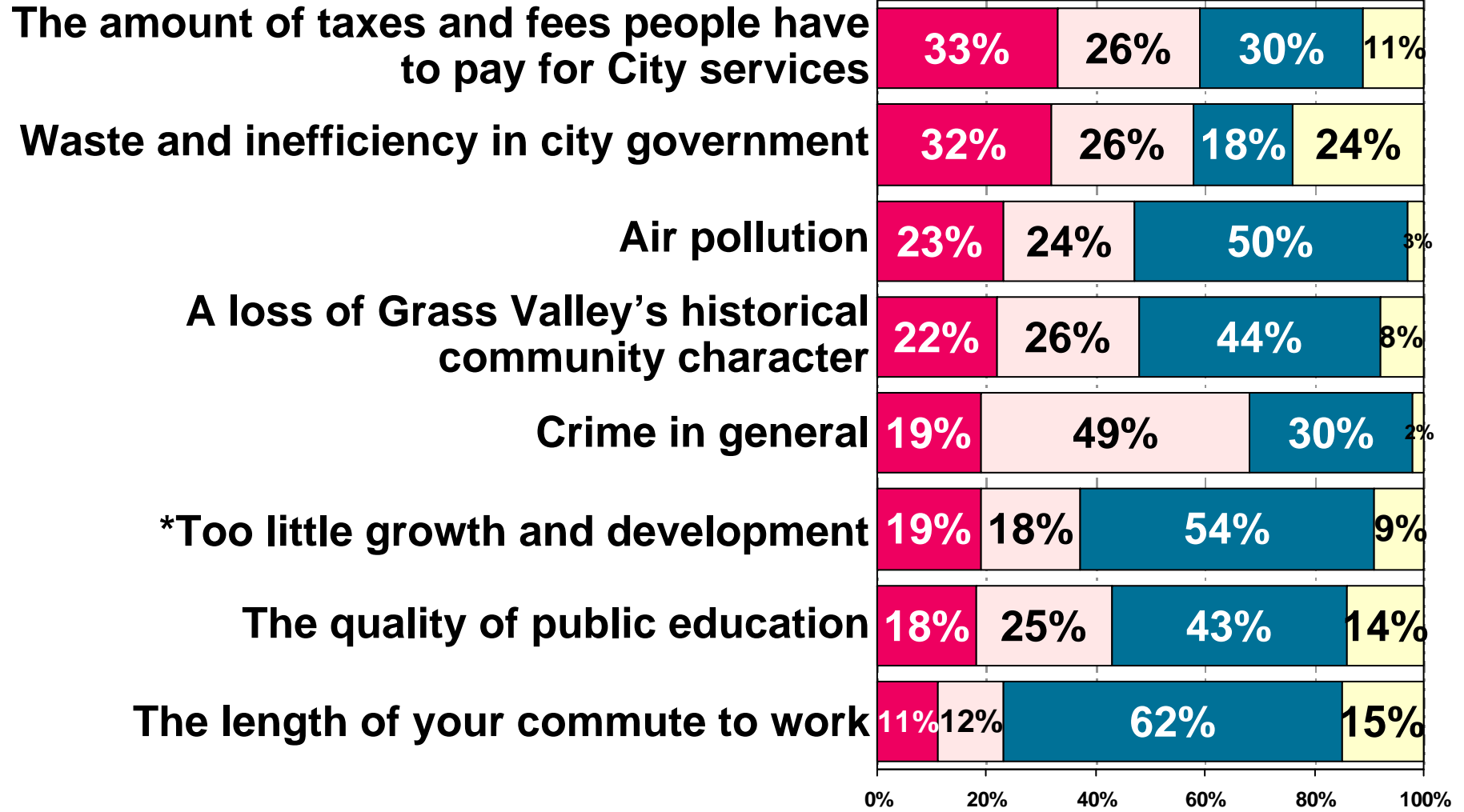


7. I'd like to read you a list of things that some people say may be problems facing Grass Valley. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem or not a problem at all for Grass Valley residents. \*Split Sample.

# Continued



■ Ext./Very Ser. □ S.W. Ser. ■ Not a Prob. □ DK/NA



7. I'd like to read you a list of things that some people say may be problems facing Grass Valley. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem or not a problem at all for Grass Valley residents. \*Split Sample.

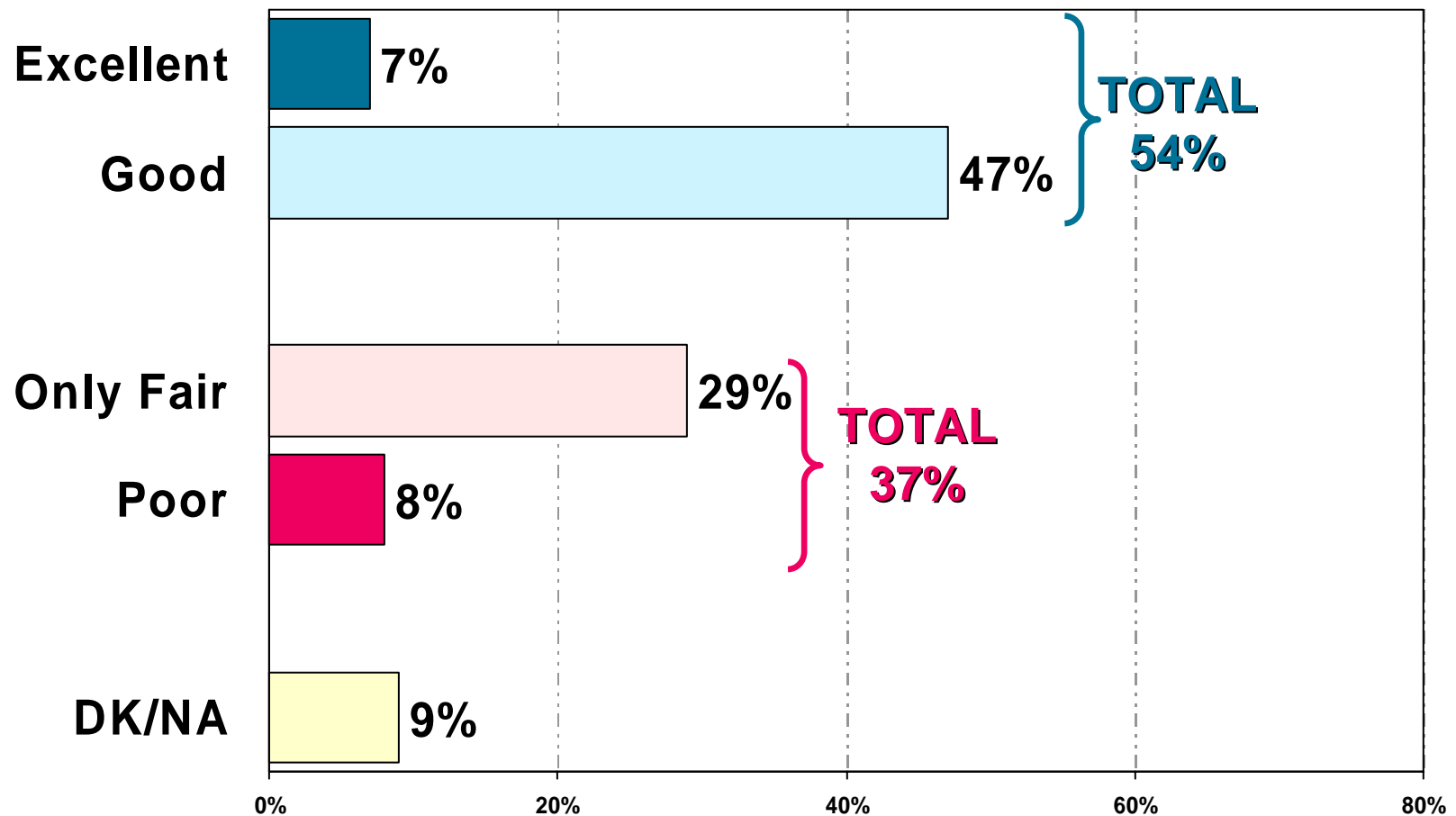
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Maslin,  
Maullin &  
Associates*

*Opinion Research &  
Public Policy Analysis*



# **Evaluation of City Services**

# Most residents give the City positive marks for providing services to local residents.

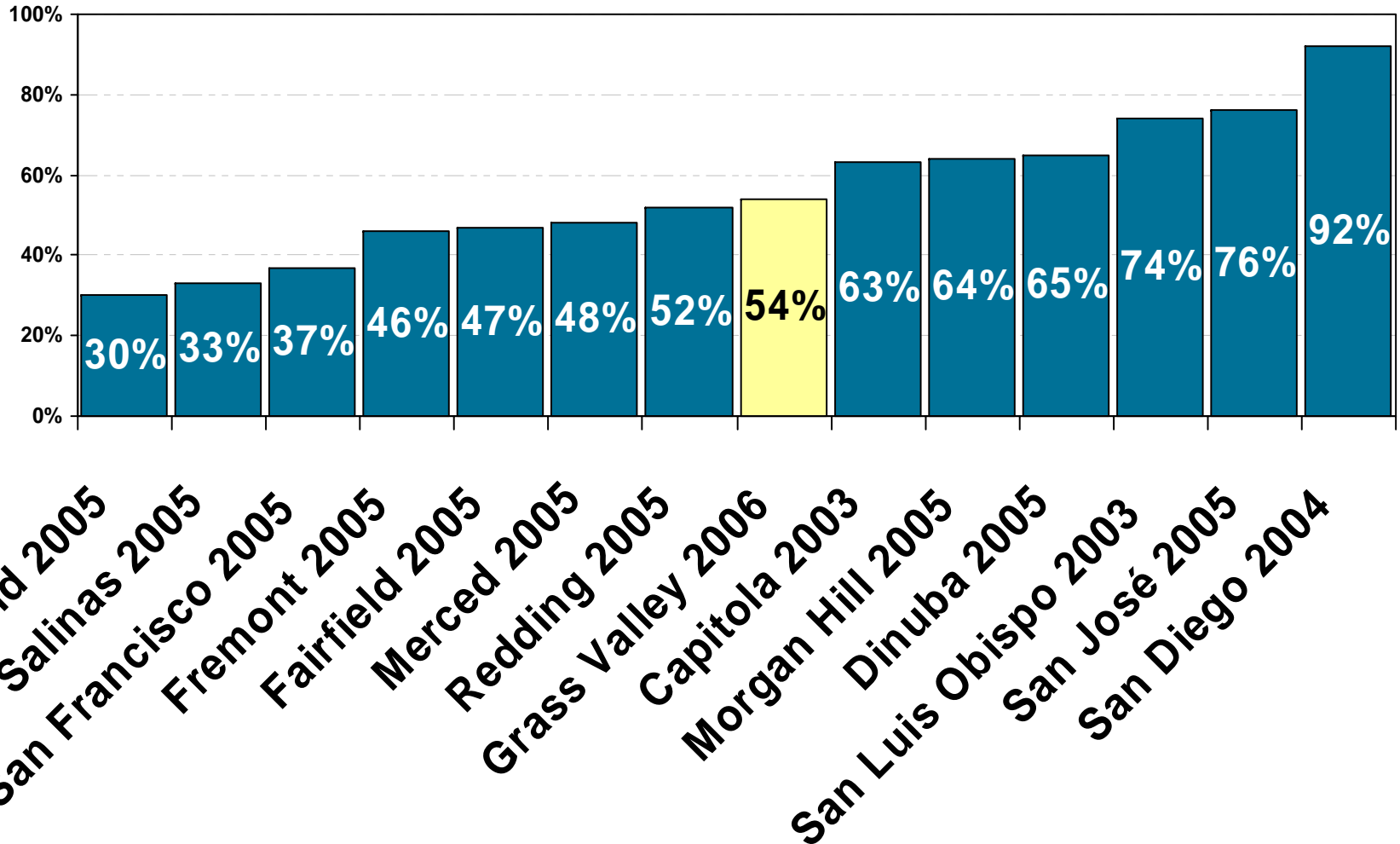


10. How would you rate the overall job being done by Grass Valley city government in providing services to the City's residents? Would you say the City is doing an...?

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Public Policy Analysis

# Evaluations of City services in Grass Valley are about average relative to other California cities.



10. How would you rate the overall job being done by Grass Valley city government in providing services to the City's residents? Would you say the City is doing an...?

# The City receives strong ratings for handling public safety and parks.



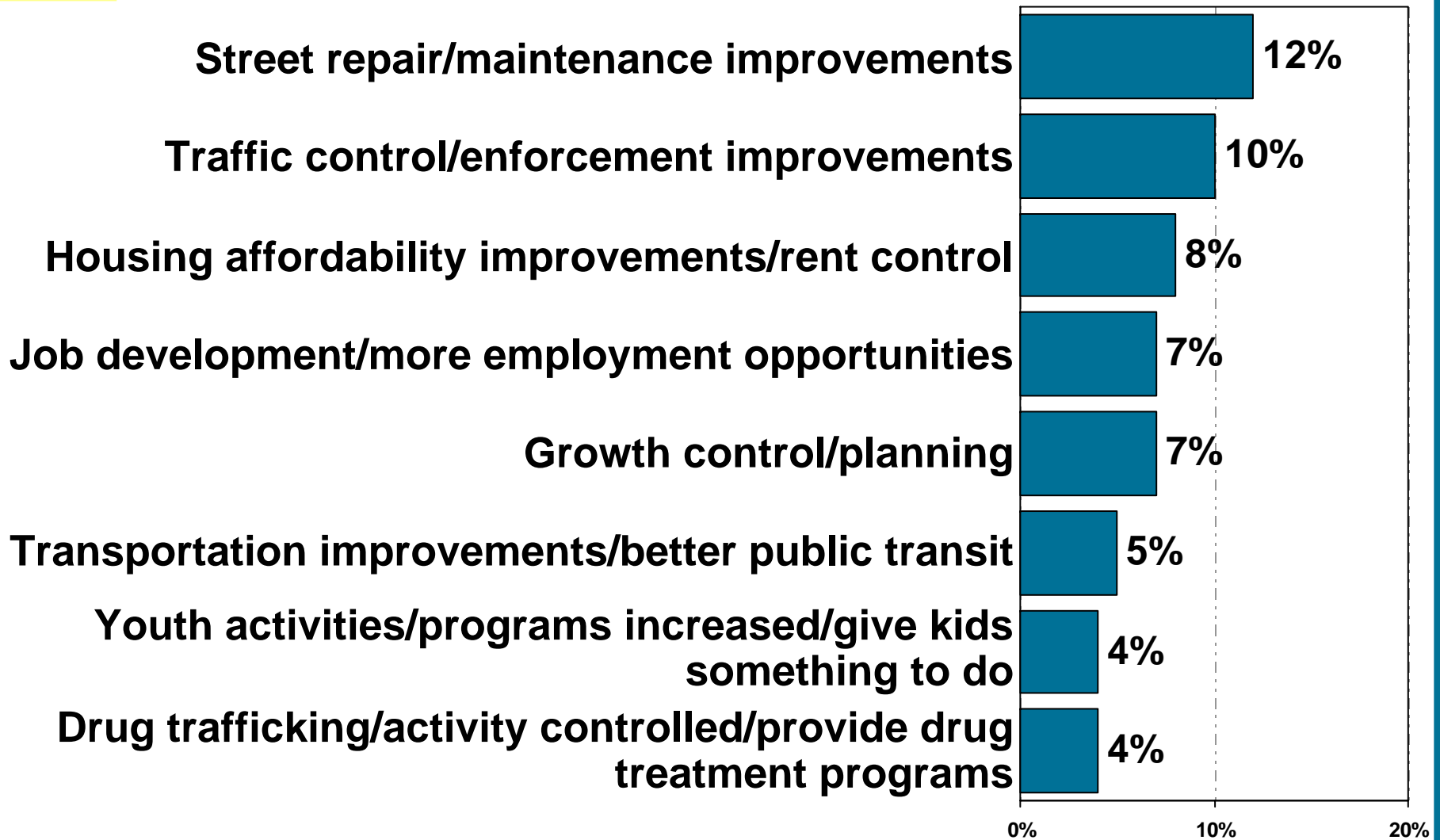
(Mean Score: 1=Not at all satisfied; 7=Very satisfied)



11. I am going to ask you about specific services provided by Grass Valley government. For each one, please tell me how satisfied you are with that service. Please use a scale from one to seven, where one means you are **NOT AT ALL SATISFIED** and seven means you are **VERY SATISFIED**. Remember, you can use any number from one to seven. If you have no opinion or don't know about a service I mention to you, you can tell me that too.

# Residents are most likely to name street repairs, traffic and affordable housing as areas where City services could be improved.

(Open-End)



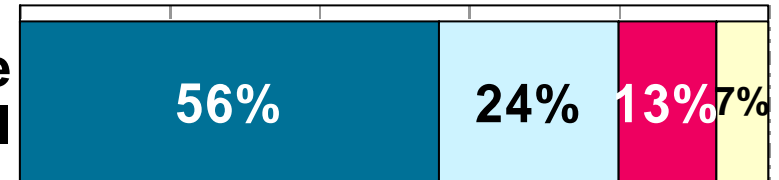
23. Using words of your own, what is the most important thing the City of Grass Valley can do to improve services for the people who live and/or work in Grass Valley?

# Residents strongly support new trails and programs to encourage use of bikes and transit.



■ Str. Supp. □ S.W. Supp. ■ S.W./Str. Opp. □ DK/NA

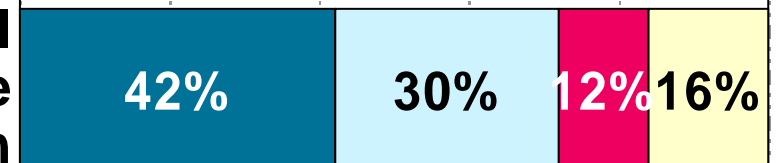
**Encouraging walking by extending the Litton Trail and building Wolf Creek Trail**



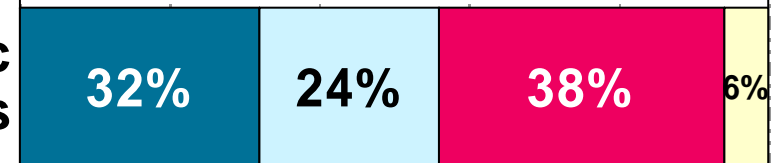
**Expanding programs to encourage people to use bike routes and transit**



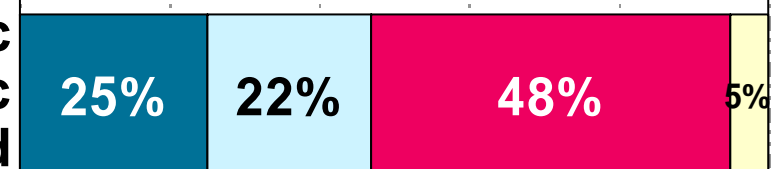
**Provided that appropriate environmental safeguards are in place, allowing the Idaho Maryland gold mine to reopen**



**Installing traffic signals in the Historic Downtown area to improve traffic flows**



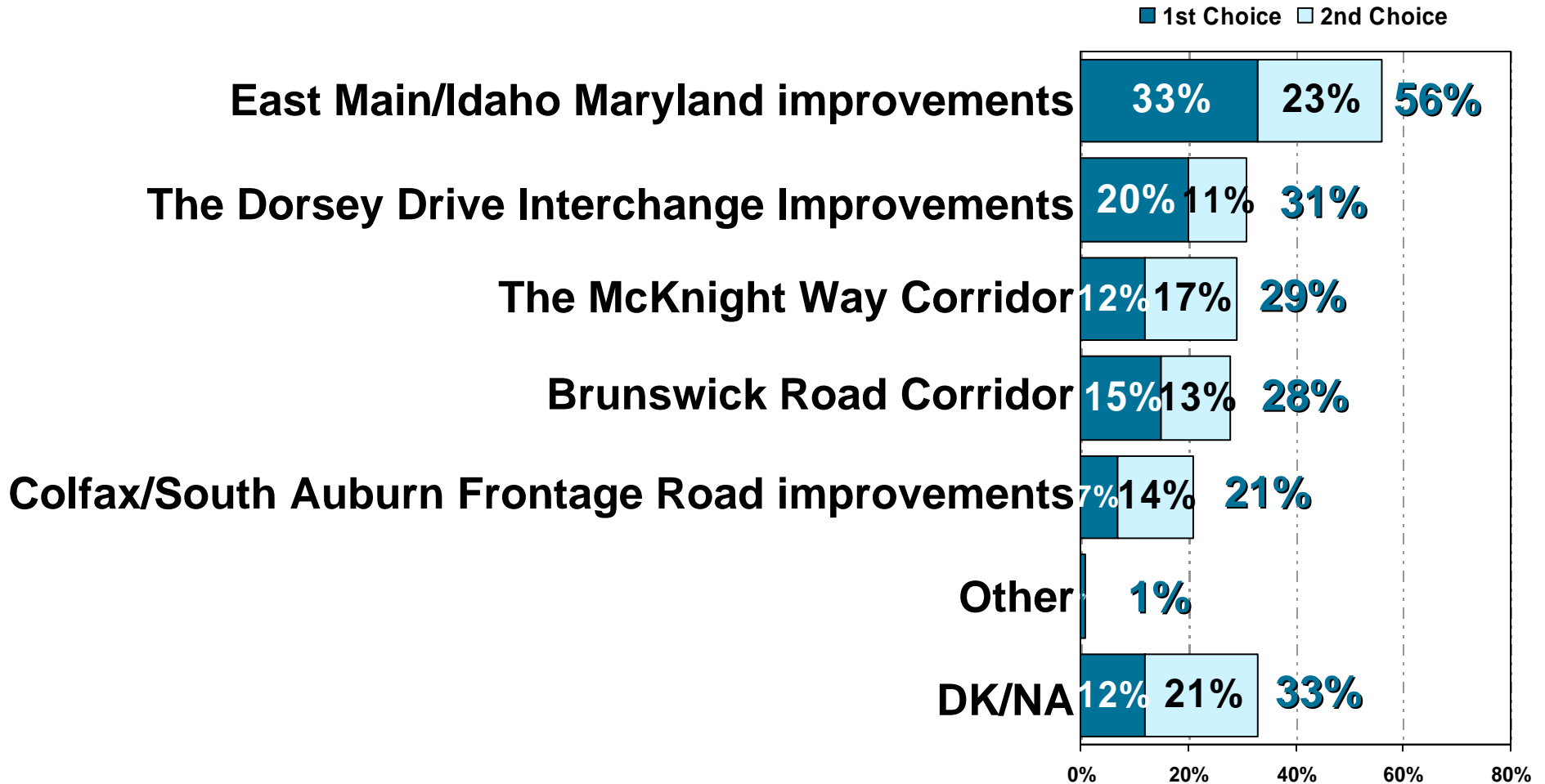
**Installing roundabouts rather than traffic signals, at intersections where traffic needs to be controlled**



0% 20% 40% 60% 80% 100%

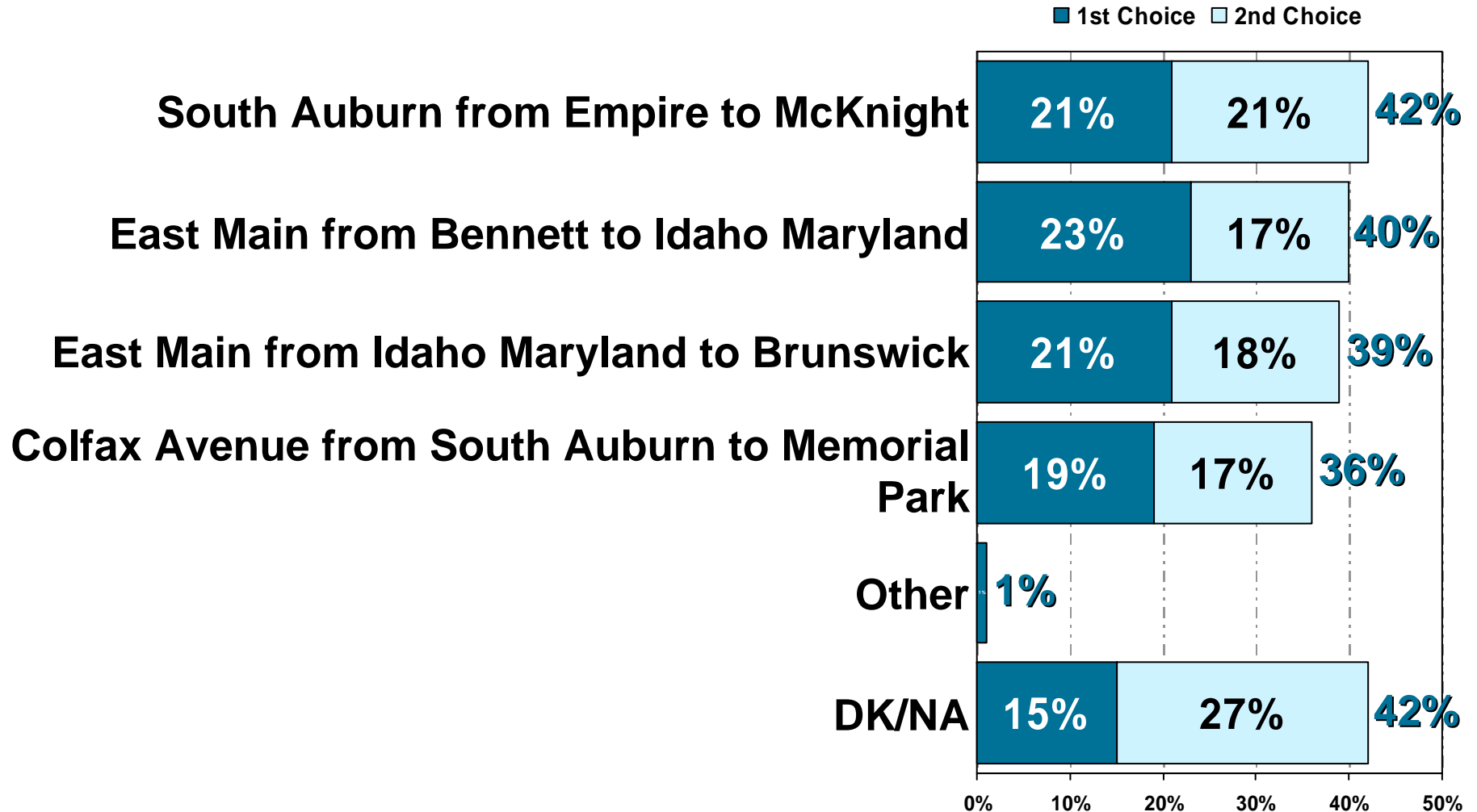
12. I am going to read you a list of ideas that have been proposed as things that City government could do to improve conditions in Grass Valley. After I read each one, please tell me whether it sounds like something you would support or oppose.

# Residents place the highest priority on East Main and Idaho Maryland intersection improvements.



14. I am going to read you a list of potential locations for transportation improvement projects that that the City of Grass Valley might undertake. These would include improvements like street widening, installing traffic signals or roundabouts. After I read them all, please indicate for me which location you think should be the highest priority. Which is your second choice?

# Residents are divided over which redevelopment projects should be the highest priority.



15. I am going to read you a list of streets in Grass Valley that might be targeted for redevelopment projects to attract new businesses and revitalize neighborhoods. After I read them all, please indicate for me which area you think should be the highest priority for redevelopment.

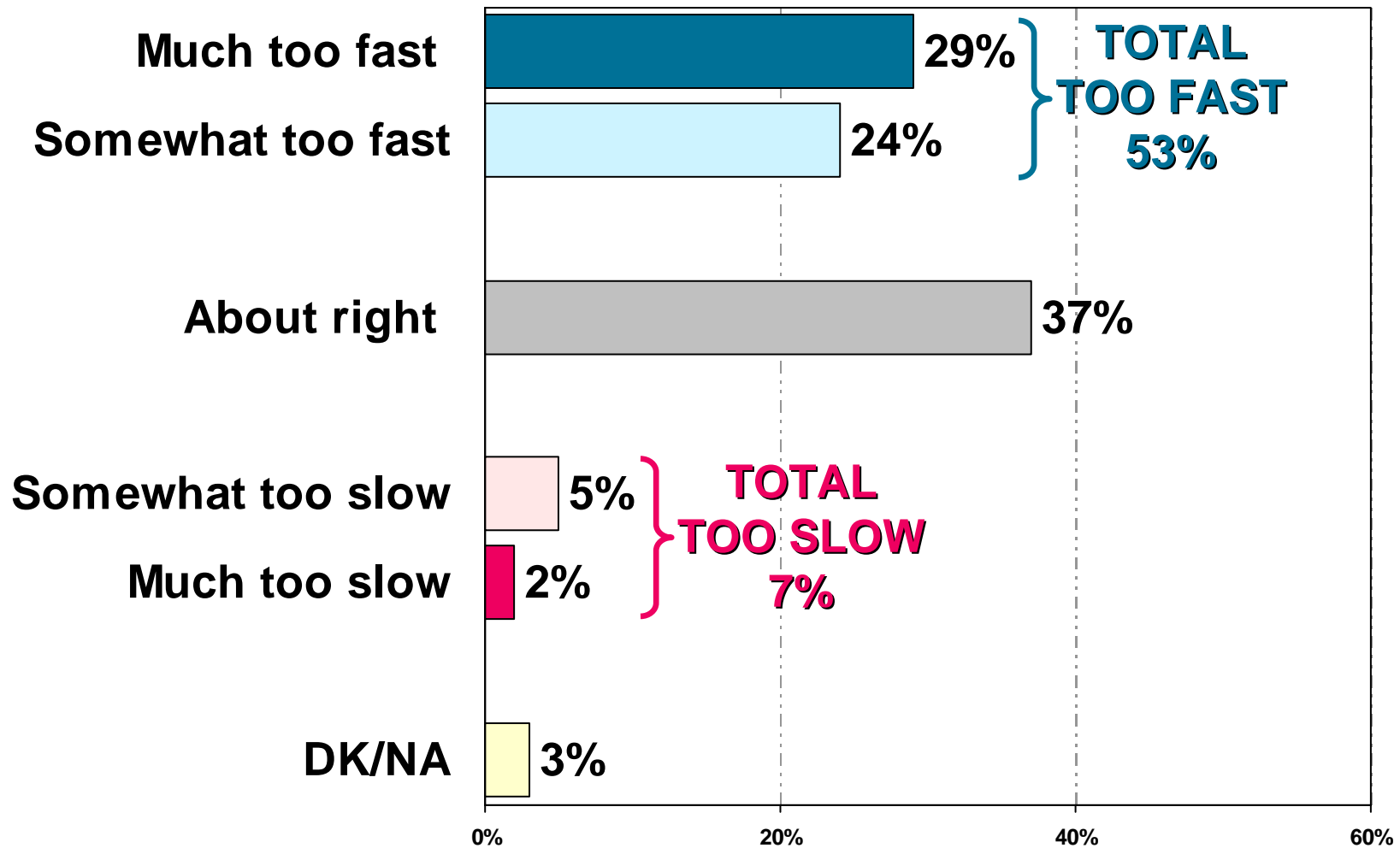
*Fairbank,  
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Maullin &  
Associates*

*Opinion Research &  
Public Policy Analysis*



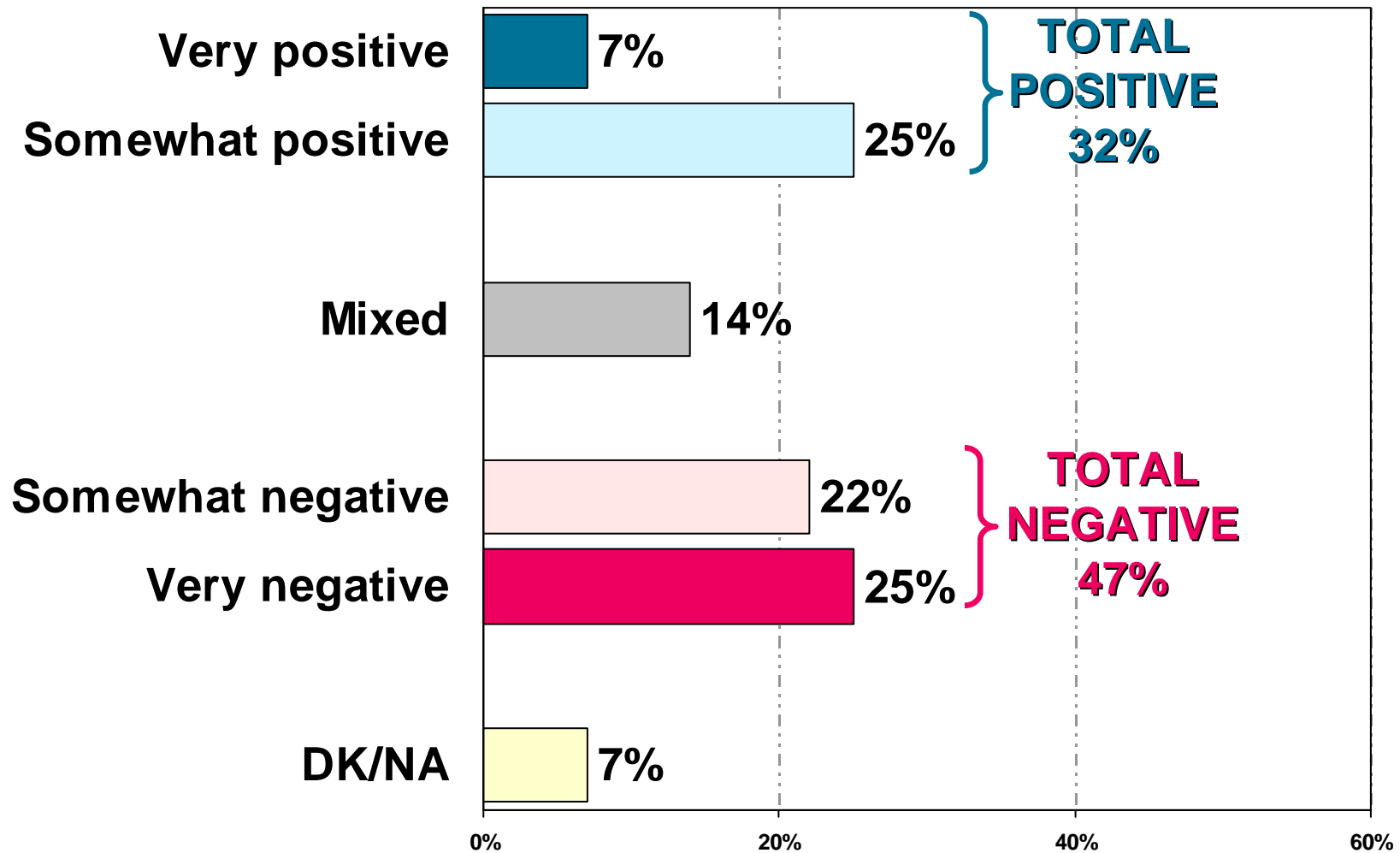
# **Attitudes Toward Growth**

# Most residents think the rate of growth and development is too fast in Western Nevada County.



8. Do you think the rate of growth and development in Western Nevada County is too fast, about right, or too slow?

# Nearly half think the consequences of growth and development have been more negative than positive.



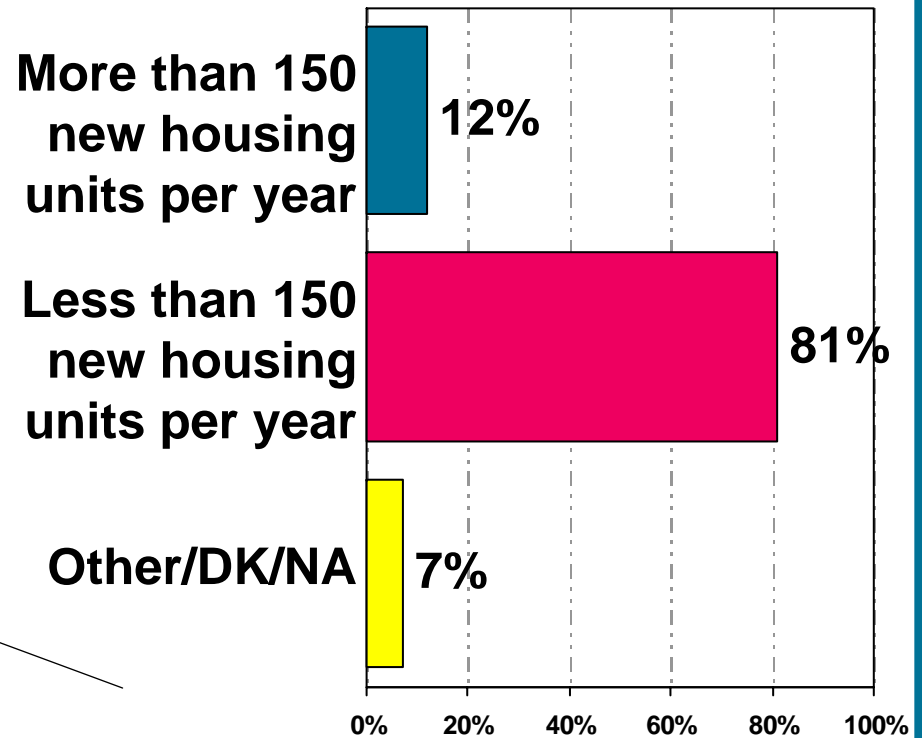
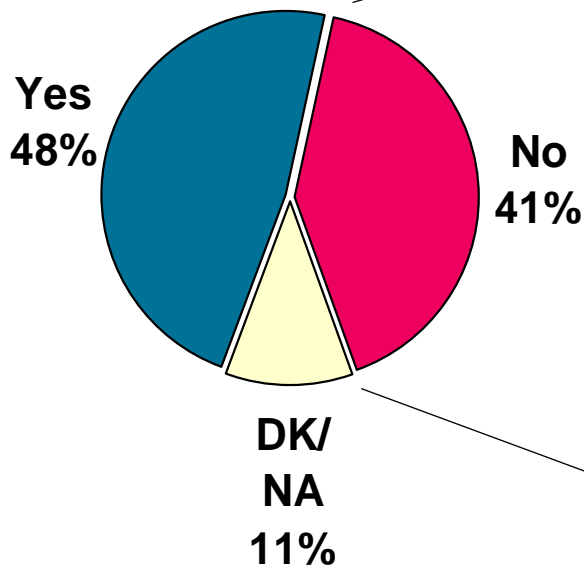
9. Overall, do you think the consequences of the current rate of growth and development have been more positive or more negative for Western Nevada County?

# Residents divided over whether the City should maintain its historic population growth rate. Most who oppose that growth rate would like less new housing.



**Do you think the City of Grass Valley should maintain its historic population growth rate by approving about 150 new housing units per year?**

**(Asked only of those who said "No" to approving 150 new housing units per year)**



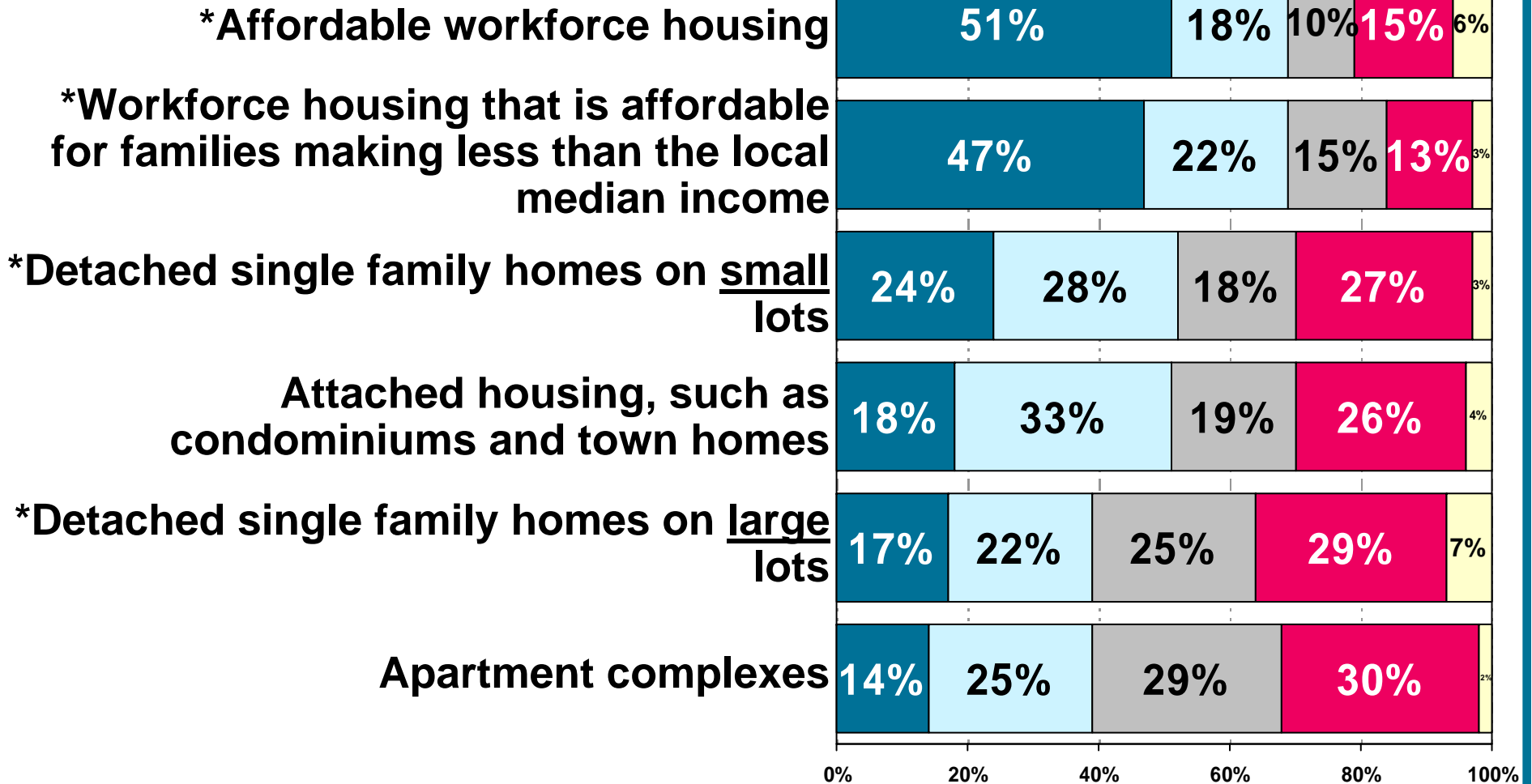
16. Do you think the City of Grass Valley should maintain its historic population growth rate by approving about 150 new housing units per year?

17. Do you think the City of Grass Valley should approve: More than 150 new housing units per year or less than 150 new housing units per year?

# Most residents would like to see more affordable workforce housing in Grass Valley.



■ Much More □ Little More ■ Same Amt. ■ Total Less □ DK/NA

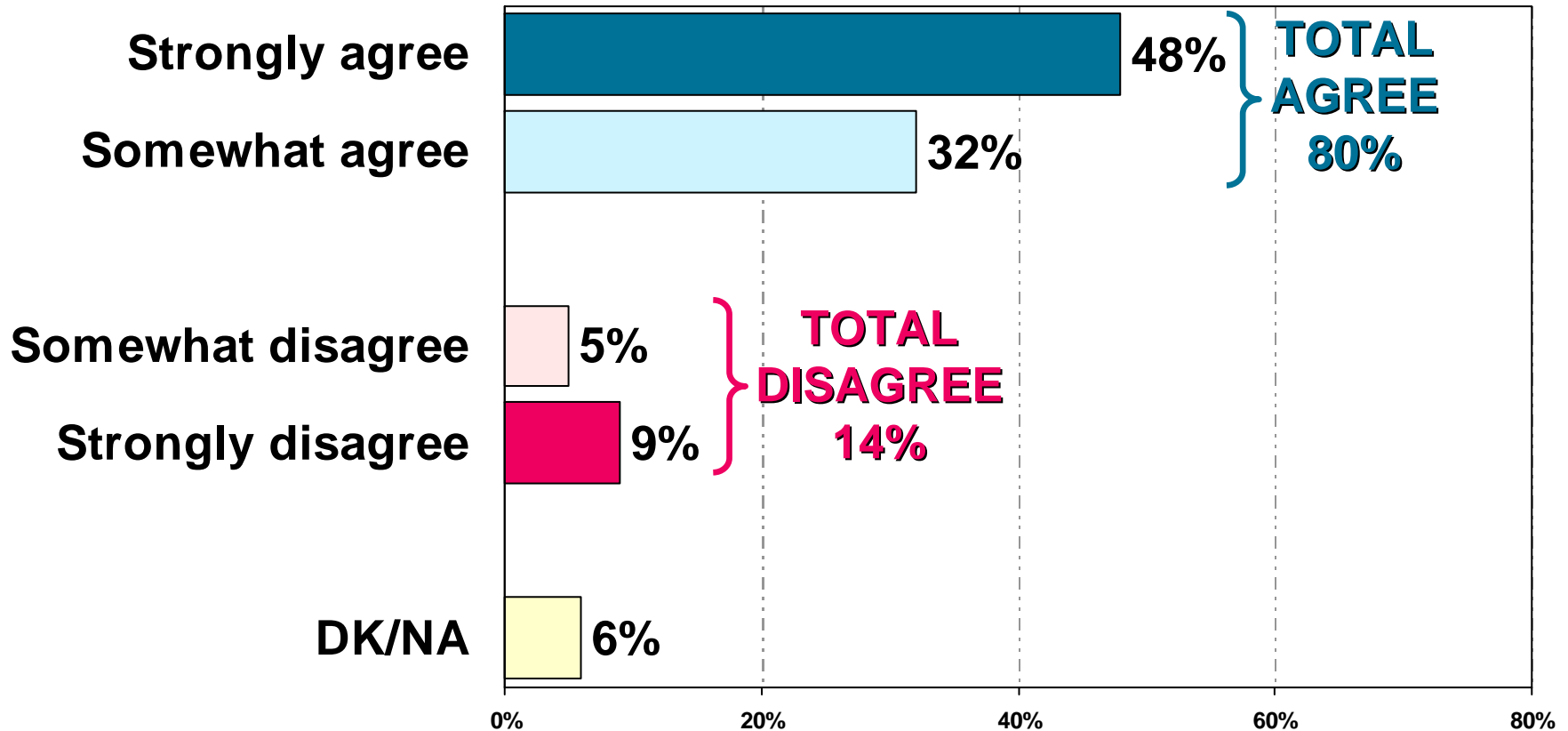


13. I am going to read you a list of different types of housing that could be built in Grass Valley in the future. After I read each one, please tell me whether you think Grass Valley needs less, the same amount, or more of that type of housing. \*Split Sample.

# Residents agree that Grass Valley should continue to serve as the economic hub of the County.



*“In considering future expansion, the City of Grass Valley should continue to serve as the economic hub of Western Nevada County in terms of jobs, shopping, and activities.”*



18. Please tell me whether you generally agree or disagree with the following statement: “In considering future expansion, the City of Grass Valley should continue to serve as the economic hub of Western Nevada County in terms of jobs, shopping, and activities.”

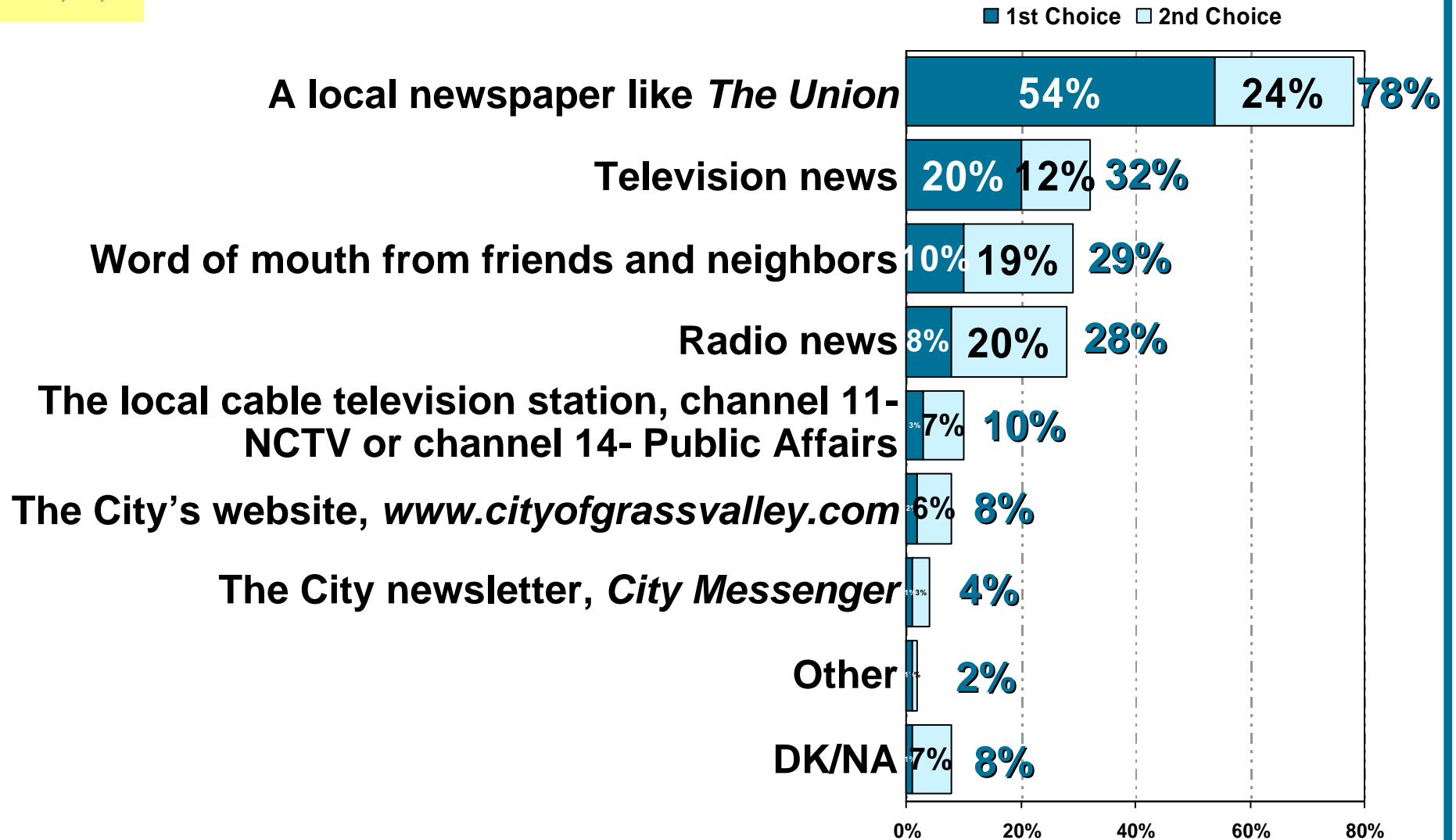
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*Opinion Research &  
Public Policy Analysis*



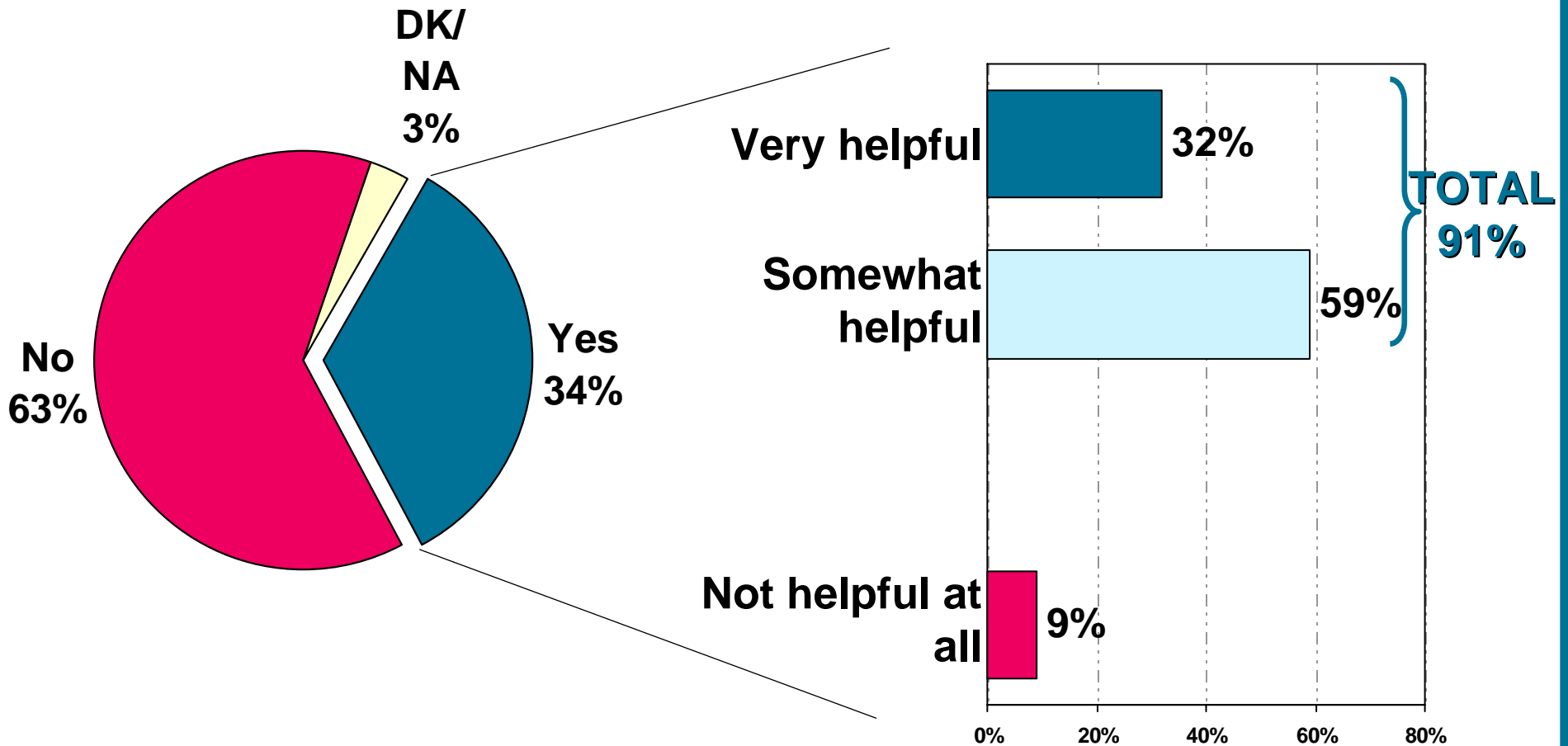
# **Sources of Information About the City**

# Most residents get information about Grass Valley from a local newspaper, like *The Union*.



19. Which of the following sources of information do you use most often to get local news and information about Grass Valley? Which do you use next-most often?

# One-third of residents read the *City Messenger*; nearly nine in ten who do find it helpful.

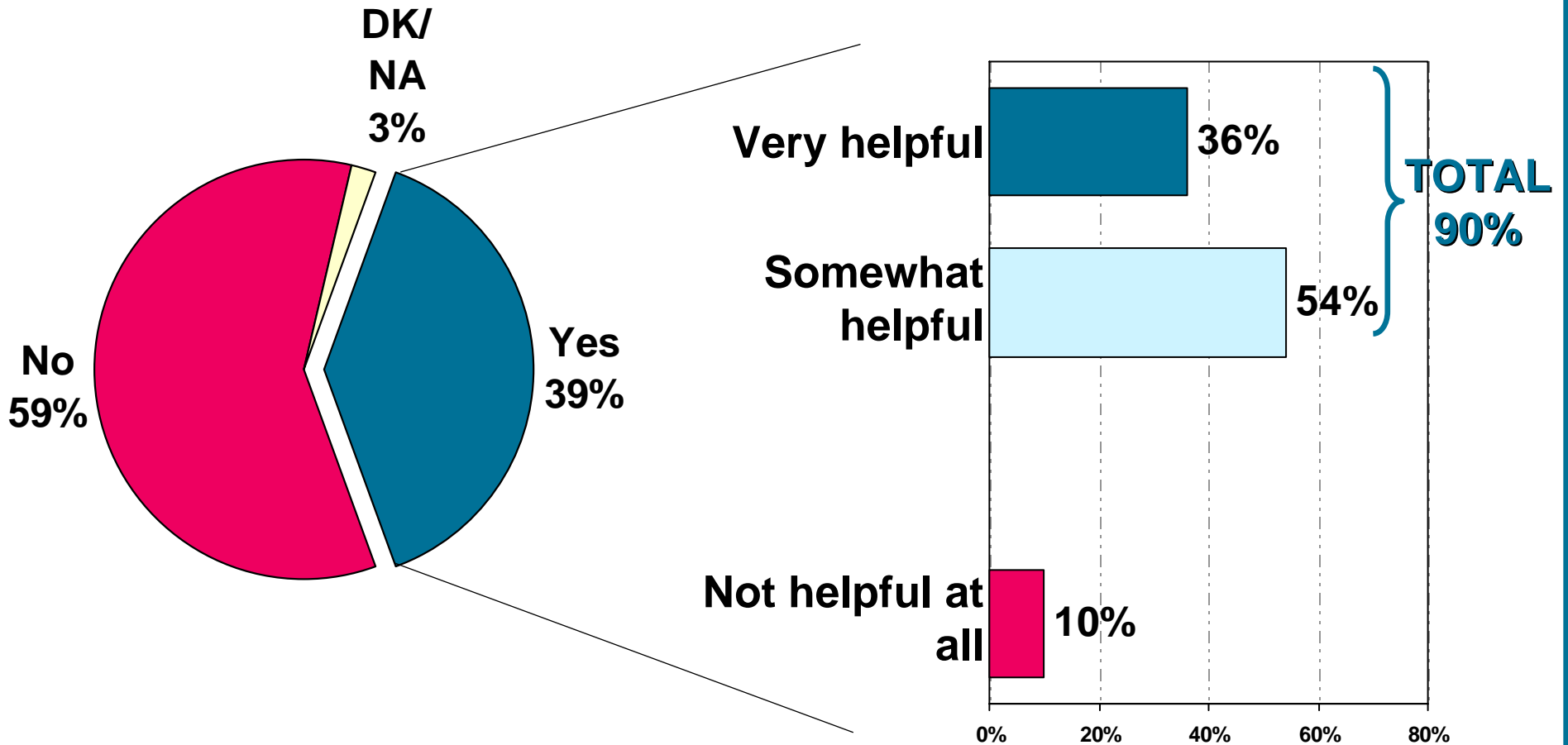


20. Do you read the "City Messenger", the City's semi-annual newsletter that is mailed to your house? How helpful do you find it: very helpful, somewhat helpful, or not helpful at all?

# Four in ten have visited the City website, nine in ten who have done so find it helpful.



(Asked of the 71% of residents who have Internet access)



## **Conclusions:**



- Residents are overwhelmingly pleased with the quality of life in Grass Valley, attributing it mainly to friendly people and the community's small-town feel.
- Traffic, drug use, growth and development and housing costs are among the issues about which local residents are most concerned.
- A majority of residents are satisfied with the overall quality of City services, in particular public safety and parks.
- Residents are divided on the issue of whether the City should maintain its historical growth rate of 150 housing units per year.
- Four in five residents want Grass Valley to remain the economic hub of Western Nevada County.



# *City of Grass Valley 2006 Community Survey*

*February 27 – March 9, 2006*

320-276

*Fairbank, Maslin, Maullin & Associates*  
*Opinion Research & Public Policy Analysis*

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Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

Interviewer \_\_\_\_\_

Station \_\_\_\_\_

Time Began \_\_\_\_\_

Time Finished \_\_\_\_\_

Total Time \_\_\_\_\_

**CITY OF GRASS VALLEY COMMUNITY SURVEY**  
**320-276WT**  
**N = 338**

Hello, I'm \_\_\_\_\_ from FMA, a public opinion research company. We are not telemarketers trying to sell you anything or ask for a donation. We're conducting a public opinion survey about issues that concern citizens of Grass Valley. May I please speak with the adult member of your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** May I speak to another adult in your household who is 18 years old or older?

1. Are you a resident of the City of Grass Valley?

Yes-----100%  
 No----- **TERMINATE**  
**(DON'T READ) DK/NA----- TERMINATE**

2. In order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence?

95945 ----- 94%  
 95949 ----- 6%  
 Other ----- **TERMINATE**  
**(DON'T KNOW)----- TERMINATE**

3. Does your street address have a total of three digits, four digits, or five digits?

Three or four digits -----100%  
 Five digits----- **TERMINATE**  
**(DON'T READ) DK/NA----- TERMINATE**

4. Generally speaking, how would you rate the City of Grass Valley as a place to live: is it an excellent place to live, a good place to live, only fair, or a poor place to live?

Excellent ----- 39%  
 Good ----- 48%  
 Just fair ----- 9%  
 Poor----- 3%  
**(DON'T READ/DK/NA)----- 1%**

5. In a few words of your own, what do you like most about living in Grass Valley? **(OPEN-END, DO NOT READ CODES, RECORD VERBATIM ANSWER BELOW AND CODE AFTERWARDS)**

Small town feel-----	26%
Friendly people -----	11%
Natural surroundings/scenic beauty -----	9%
Weather/climate-----	8%
Family atmosphere/proximity to family-----	7%
Trees/greenery-----	5%
Everything/overall quality of life -----	5%
Quiet/peaceful/serene -----	4%
Air quality/no smog -----	3%
Convenience/close to things you need -----	3%
Crime rates low/safe-----	3%
Cultural atmosphere/activities -----	2%
Employment/job -----	2%
Historical feel of town -----	2%
Nothing -----	2%
Recreation opportunities/proximity-----	1%
Shopping/stores-----	1%
Born here/been here long time -----	1%
Not so many people/not crowded -----	1%
Not too much traffic-----	1%
Other-----	1%
DK/NA/Refused-----	1%

6. Next, again in a few words of your own, what is the most serious problem facing Grass Valley that you would like to see City government do something about? **(OPEN-END, DO NOT READ CODES, RECORD VERBATIM ANSWER BELOW AND CODE AFTERWARDS)**

Traffic and congestion -----	21%
Growth and development/too much/too fast -----	20%
Drugs -----	16%
Housing costs/lack of affordable housing-----	8%
Roads/street conditions-----	7%
Education/public schools -----	3%
Growth and development/too little/too slow-----	3%
Jobs/unemployment/the economy -----	2%
Public transportation-----	2%
Lack of activities/entertainment -----	2%
Government spending/budget -----	1%
Open space/natural areas being lost-----	1%
Taxes -----	1%
Violence/juvenile violence/gangs -----	1%
Crime -----	1%
Nothing -----	1%
Local law enforcement/police-----	1%
Other-----	4%
<b>(DON'T KNOW/NA)</b> -----	5%

7. Now I'd like to read you a list of things that some people say may be problems facing Grass Valley. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem or not a problem at all for Grass Valley residents.

	<u>EXT</u> <u>SER.</u>	<u>VERY</u> <u>SER.</u>	<u>SW</u> <u>SER.</u>	<u>NOT A</u> <u>PROB</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>
<b>(ROTATE)</b>					
[ ]a. Crime in general -----	6%	13%	49%	30%	3%
[ ]b. Potholes and deteriorating roads-----	21%	25%	35%	18%	1%
[ ]c. A loss of Grass Valley's historical community character -----	9%	13%	26%	44%	8%
[ ]d. Waste and inefficiency in city government -----	14%	18%	26%	18%	24%
[ ]e. Air pollution -----	7%	16%	24%	50%	3%
[ ]f. A lack of housing that is affordable for middle- income families -----	33%	31%	17%	15%	5%
[ ]g. A lack of good-paying jobs in the local area-----	27%	30%	23%	12%	8%
[ ]h. Traffic congestion-----	30%	27%	23%	19%	2%
[ ]i. The amount of taxes and fees people have to pay for City services -----	12%	21%	26%	30%	11%
[ ]j. Loss of open space -----	13%	21%	28%	32%	5%
[ ]k. The cost of housing -----	42%	27%	19%	8%	5%
[ ]l. Drug use, including methamphetamines-----	44%	26%	12%	9%	9%
[ ]m. The length of your commute to work -----	5%	6%	12%	62%	16%
[ ]n. The quality of public education-----	6%	12%	25%	43%	14%

**(SPLIT SAMPLE A ONLY)**

[ ]o. Too much growth and development -----	22%	25%	29%	23%	2%
---	-----	-----	-----	-----	----

**(SPLIT SAMPLE B ONLY)**

[ ]p. Too little growth and development-----	6%	13%	18%	54%	10%
--	----	-----	-----	-----	-----

**(RESUME ASKING ALL RESPONDENTS)**

8. Next, do you think the rate of growth and development in Western Nevada County is too fast, about right, or too slow? **(IF TOO FAST/SLOW, ASK:)** "Is that much too **FAST/SLOW** or just somewhat?"

Much too fast -----	29%
Somewhat too fast -----	24%
About right -----	37%
Somewhat too slow -----	5%
Much too slow -----	2%
<b>(DON'T READ)</b> DK/NA-----	3%

9. Overall, do you think the consequences of the current rate of growth and development have been more positive or more negative for Western Nevada County? **(IF POSITIVE/NEGATIVE, ASK:) "Is that very POSITIVE/NEGATIVE or just somewhat?"**

Very positive----- 7%  
 Somewhat positive ----- 25%  
**(DON'T READ) Mixed ----- 14%**  
 Somewhat negative ----- 22%  
 Very negative----- 25%  
**(DON'T READ) DK/NA----- 7%**

**MY NEXT QUESTIONS DEAL WITH SERVICES PROVIDED BY CITY GOVERNMENT IN GRASS VALLEY.**

10. How would you rate the overall job being done by Grass Valley city government in providing services to the City's residents? Would you say the City is doing an...? **(READ RESPONSES AND RECORD)**

Excellent ----- 7%  
 Good ----- 47%  
 Only fair, or ----- 29%  
 Poor job ----- 8%  
**(DON'T READ) Don't know ----- 10%**

11. Now I am going to ask you about specific services provided by Grass Valley government. For each one, please tell me how satisfied you are with that service. Please use a scale from one to seven, where one means you are **NOT AT ALL SATISFIED** and seven means you are **VERY SATISFIED**. Remember, you can use any number from one to seven. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(REPEAT SCALE AS NECESSARY. ROTATE START)**

		<b>NOT AT ALL SATISFIED</b>					<b>VERY SATISFIED</b>			
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>(DK)</u>	<u>MEAN</u>
[ ]	a. Traffic management-----	14%	--12%	-- 17%	-- 16%	-- 24%	--9%	----5%	----2%	3.7
[ ]	b. Recreation opportunities and programs-----	6%	---10%	-- 10%	-- 12%	-- 26%	-- 15%	-- 14%	---7%	4.6
[ ]	c. Street repairs and maintenance-----	17%	--14%	-- 16%	-- 20%	-- 21%	-- 9%	----2%	----2%	3.5
[ ]	d. Maintenance of public parks-----	1%	----2%	---- 4%	--- 12%	-- 24%	-- 28%	-- 18%	--11%	5.4
[ ]	e. Flood protection and storm drain maintenance -----	8%	----5%	---- 6%	--- 12%	-- 27%	-- 22%	-- 11%	--11%	4.7
[ ]	f. Police protection-----	5%	----2%	---- 8%	--- 10%	-- 20%	-- 32%	-- 20%	---4%	5.2
[ ]	g. Fire prevention and protection -----	1%	----1%	---- 3%	---- 4%	--- 22%	-- 28%	-- 38%	---4%	5.9
[ ]	h. Street lighting -----	5%	----6%	--- 10%	-- 11%	-- 23%	-- 23%	-- 16%	---5%	4.8
[ ]	i. Encouraging job creation and economic development-----	10%	--10%	-- 12%	-- 25%	-- 18%	--- 7%	----5%	---12%	3.8
[ ]	j. Managing growth and development -----	14%	--13%	-- 15%	-- 16%	-- 24%	-- 6%	----2%	---11%	3.6

12. Now I am going to read you a list of ideas that have been proposed as things that City government could do to improve conditions in Grass Valley. After I read each one, please tell me whether it sounds like something you would support or oppose. **(IF SUPPORT/OPPOSE, ASK: "Is that strongly (SUPPORT/OPPOSE) or just somewhat?")**

	<u>STRNG.</u> <u>SUPP.</u>	<u>S.W.</u> <u>SUPP.</u>	<u>S.W.</u> <u>OPPOSE</u>	<u>STRNG.</u> <u>OPPOSE</u>	<u>(DK/</u> <u>NA)</u>
<b>(ROTATE)</b>					
[ ]a. Installing roundabouts rather than traffic signals, at intersections where traffic needs to be controlled-----	25%	22%	15%	33%	6%
[ ]b. Encouraging walking by extending the Litton Trail and building Wolf Creek Trail-----	56%	24%	7%	6%	7%
[ ]c. Expanding programs to encourage people to use bike routes and transit-----	54%	23%	9%	6%	8%
[ ]d. Installing traffic signals in the Historic Downtown area to improve traffic flows-----	32%	24%	14%	24%	5%
[ ]e. Provided that appropriate environmental safeguards are in place, allowing the Idaho Maryland gold mine to reopen-----	42%	30%	4%	8%	16%

<p><b>NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT PLANNING FOR FUTURE GROWTH IN GRASS VALLEY.</b></p>
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13. First, I am going to read you a list of different types of housing that could be built in Grass Valley in the future. After I read each one, please tell me whether you think Grass Valley needs less, the same amount, or more of that type of housing. **(IF MORE/ LESS ASK: Is that much MORE/LESS or just a little?) (ROTATE)**

	<u>MUCH</u> <u>LESS</u>	<u>A</u> <u>LITTLE</u> <u>LESS</u>	<u>SAME</u> <u>AMNT.</u>	<u>A</u> <u>LITTLE</u> <u>MORE</u>	<u>MUCH</u> <u>MORE</u>	<u>(DK/NA)</u>
[ ]a. Apartment complexes-----	15%	15%	29%	25%	14%	2%
[ ]b. Attached housing, such as condominiums and town homes-----	12%	14%	19%	33%	18%	4%

**(SPLIT SAMPLE A ONLY)**

[ ]c. Detached single family homes on <u>small lots</u> -----	10%	17%	18%	28%	24%	3%
[ ]d. Affordable workforce housing-----	11%	4%	10%	18%	51%	6%

**(SPLIT SAMPLE B ONLY)**

[ ]e. Detached single family homes on <u>large lots</u> -----	9%	20%	25%	22%	17%	7%
[ ]f. Workforce housing that is affordable for families making less than the local median income-----	4%	9%	15%	22%	47%	4%

**(RESUME ASKING ALL RESPONDENTS)**

14. Now I am going to read you a list of potential locations for transportation improvement projects that that the City of Grass Valley might undertake. These would include improvements like street widening, installing traffic signals or roundabouts. After I read them all, please indicate for me which location you think should be the highest priority. **(READ AND ROTATE)** Which is your second choice?

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>	<u>TOTAL</u>
[ ] Brunswick Road Corridor from Nevada City Highway to Town Talk Road -----	15%	13%	28%
[ ] Colfax South Auburn Frontage Road improvements, in the area known as "the Triangle" -----	7%	14%	21%
[ ] The Dorsey Drive Interchange Improvement Project-----	20%	11%	31%
[ ] East Main and Idaho Maryland intersection improvements -----	33%	23%	56%
[ ] The McKnight Way Corridor, from South Auburn to Freeman Lane-----	12%	17%	29%
<b>(OTHER- SPECIFY)</b> -----	1%	0%	1%
<b>(DON'T KNOW/NA)</b> -----	12%	21%	33%

15. Next, I am going to read you a list of streets in Grass Valley that might be targeted for redevelopment projects to attract new businesses and revitalize neighborhoods. After I read them all, please indicate for me which area you think should be the highest priority for redevelopment. **(READ AND ROTATE)** Which is your second choice?

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>	<u>TOTAL</u>
[ ] Colfax Avenue from South Auburn to Memorial Park -----	19%	17%	37%
[ ] East Main from Bennett to Idaho Maryland-----	23%	17%	40%
[ ] East Main from Idaho Maryland to Brunswick -----	21%	18%	38%
[ ] South Auburn from Empire to McKnight-----	21%	21%	42%
<b>(OTHER- SPECIFY)</b> -----	1%	0%	1%
<b>(DON'T KNOW/NA)</b> -----	15%	27%	42%

16. Next, do you think the City of Grass Valley should maintain its historic population growth rate by approving about 150 new housing units per year?

Yes-----**(SKIP TO Q18)**--48%  
 No----- **(ASK Q17)**--41%  
**(DON'T READ)** DK/NA-----**(SKIP TO Q18)**--12%

**(ASK Q17 ONLY IF "NO" IN Q16)**

17. Do you think the City of Grass Valley should approve: **(ROTATE)**

More than 150 new housing units per year ----- 12%  
 Less than 150 new housing units per year ----- 81%  
**(OTHER - SPECIFY)** \_\_\_\_\_ 3%  
**(DON'T READ)** DK/NA ----- 4%

**(RESUME ASKING ALL RESPONDENTS)**

18. Please tell me whether you generally agree or disagree with the following statement: "In considering future expansion, the City of Grass Valley should continue to serve as the economic hub of Western Nevada County in terms of jobs, shopping, and activities." **(IF AGREE/DISAGREE, ASK:)** "Is that strongly **AGREE/DISAGREE** or just somewhat?"

Strongly agree ----- 48%  
 Somewhat agree ----- 32%  
 Somewhat disagree ----- 5%  
 Strongly disagree----- 9%  
**(DON'T READ)** DK/NA----- 5%

**MY NEXT QUESTIONS DEAL WITH YOUR SOURCES OF INFORMATION ABOUT ISSUES FACING GRASS VALLEY.**

19. Which of the following sources of information do you use most often to get local news and information about Grass Valley? **(READ AND ROTATE)** Which do you use next-most often?

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>	<u>TOTAL</u>
<input type="checkbox"/> Television news-----	20%	12%	32%
<input type="checkbox"/> A local newspaper like <i>The Union</i> -----	54%	24%	78%
<input type="checkbox"/> Radio news-----	8%	20%	28%
<input type="checkbox"/> The City's website, <a href="http://www.cityofgrassvalley.com">www.cityofgrassvalley.com</a> ---	2%	6%	8%
<input type="checkbox"/> The City newsletter, <i>City Messenger</i> -----	1%	3%	4%
<input type="checkbox"/> Word of mouth from friends and neighbors-----	10%	19%	29%
<input type="checkbox"/> The local cable television station, channel11-NCTV or channel 14- Public Affairs-----	3%	7%	11%
<b>(OTHER- SPECIFY)</b> -----	1%	1%	2%
<b>(DON'T KNOW/NA)</b> -----	1%	7%	8%

20. Do you read the "City Messenger", the City's semi-annual newsletter that is mailed to your house? **(IF YES, ASK: "How helpful do you find it: very helpful, somewhat helpful, or not helpful at all?")**

Yes, very helpful ----- 11%  
Yes, somewhat helpful----- 20%  
Yes, not helpful at all ----- 3%  
No, do not read ----- 63%  
**(DON'T READ) DK/NA/REFUSED ----- 4%**

21. Do you have a personal computer at home or at work with a connection to the Internet?

Yes, at home ----- **(ASK Q22)**--49%  
Yes, at work----- **(ASK Q22)**--4%  
Yes, both at home and at work **(ASK Q22)**--19%  
No, don't have computer----**(SKIP TO Q23)**--29%  
**(DON'T READ) DK/NA----- (SKIP TO Q23)--0%**

**(ASK Q22 ONLY IF "YES" IN Q21)**

22. Have you ever visited the City's website at [www.cityofgrassvalley.com](http://www.cityofgrassvalley.com)? **(IF YES, ASK: "How helpful did you find it: very helpful, somewhat helpful, or not helpful at all?")**

Yes, very helpful ----- 14%  
Yes, somewhat helpful----- 21%  
Yes, not helpful at all ----- 4%  
No, have not visited----- 59%  
**(DON'T READ) DK/NA/REFUSED----- 2%**

(RESUME ASKING ALL RESPONDENTS)

23. Finally, using words of your own, what is the most important thing the City of Grass Valley can do to improve services for the people who live and/or work in Grass Valley? (OPEN-END, RECORD VERBATIM ANSWER BELOW AND CODE AFTERWARDS)

Street repair/maintenance improvements-----	12%
Traffic control/enforcement improvements-----	10%
Housing affordability improvements/rent control-----	8%
Job development/more employment opportunities-----	7%
Growth control/planning/redevelopment-----	7%
Transportation improvements/better public transit-----	5%
Youth activities/programs increased/give kids something to do-----	4%
Drug trafficking/activity controlled/provide drug treatment programs-----	4%
Nothing/all is well/doing good job-----	3%
Responsiveness/listen to/do what the people want-----	3%
Business development/encourage more retail businesses-----	2%
Communicate with the people/have town hall meetings/public forums-----	2%
Historic/small town atmosphere should be retained-----	2%
Sidewalks added/more pedestrian friendly-----	2%
Everything/improve overall quality of life-----	1%
Fewer codes/regulations needed-----	1%
Crime control/ensure public safety-----	1%
Homeless/transient assistance/programs-----	1%
Job performance improvements/more efficiency/less bureaucracy-----	1%
Parking control/enforcement improved-----	1%
Police department accountability improvements-----	1%
Services/program expansion/more public services-----	1%
Services/program information improvements/let us know what's available-----	1%
Tax reduction-----	1%
Police presence increased/more police patrols/improve response times-----	1%
More money for infrastructure-----	1%
Cultural diversity needed-----	1%
Other-----	1%
DK/NA/Refused-----	13%

## HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

24. About how long have you lived in Grass Valley? **(READ LIST)**

Less than two years-----	12%
Three to four years-----	7%
Five to six years-----	7%
Seven to ten years-----	14%
11 to 15 years-----	14%
16 to 20 years-----	12%
21 years or more-----	34%
<b>(DON'T READ) Don't know/Refused---</b>	<b>1%</b>

25. Do you ... **(READ LIST)**

Own a single family home-----	53%
Own a condominium-----	1%
Own a mobile home-----	3%
Rent an apartment or home-----	40%
<b>(DON'T READ) DK/NA/REFUSED-----</b>	<b>3%</b>

26. Do you have any school-age children under age 19 living at home?

Yes-----	29%
No-----	69%
<b>(DON'T READ) DK/NA/REFUSED-----</b>	<b>2%</b>

27. What was the last level of school you completed?

Grades 1-8-----	3%
Grades 9-11-----	4%
High School Graduate (12)-----	24%
Some College/Business/ Vocational School-----	30%
College Graduate (4)-----	25%
Post-Graduate Work/ Professional School-----	13%
<b>(DON'T READ) Refused/DK-----</b>	<b>2%</b>

28. What is your current employment status? Are you... (READ LIST)

- Employed full-time----- (ASK Q29)--45%
- Employed part-time----- (ASK Q29)--8%
- Homemaker who does not  
work outside the home -----(SKIP TO Q30)--6%
- Retired----- (SKIP TO Q30)--32%
- A student----- (SKIP TO Q30)--2%
- Unemployed ----- (SKIP TO Q30)--6%
- (DON'T READ) Refused/DK----- (SKIP TO Q30)--2%

(IF "EMPLOYED FULL TIME" OR "PART TIME" IN Q28, ASK:)

29. Is your work located in Western Nevada County or not?

- In Western Nevada County ----- 83%
- Elsewhere----- 12%
- (DON'T READ) Don't know/Refused--- 5%

(RESUME ASKING ALL RESPONDENTS)

30. In what year were you born?

- 1988-1982 (18-24) ----- 8%
- 1981-1977 (25-29) ----- 7%
- 1976-1972 (30-34) ----- 7%
- 1971-1967 (35-39) ----- 8%
- 1966-1962 (40-44) ----- 8%
- 1961-1957 (45-49) ----- 8%
- 1956-1952 (50-54) ----- 8%
- 1951-1947 (55-59) ----- 9%
- 1946-1942 (60-64) ----- 6%
- 1941-1932 (65-74) ----- 10%
- 1931 or earlier (75 +) ----- 17%
- (REFUSED)----- 4%

31. Here is my final question. Could you tell me the cross streets of the main intersection near where you live? (WRITE IN STREET NAMES)

Street \_\_\_\_\_

with

Street \_\_\_\_\_

**THANK AND TERMINATE**

**Gender by observation:**

Male ----- 46%

Female ----- 54%

Phone # \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

Interviewer \_\_\_\_\_

Cluster # \_\_\_\_\_

Verified by \_\_\_\_\_

Page # \_\_\_\_\_

ZIP code \_\_\_\_\_