

Plumas County General Plan Update Numerical Survey Results

**Presented to the Plumas County Planning Commission
October 5, 2006**

The distribution, return, and analysis of the “General Plan Update Survey” are only the first steps in establishing a set of community goals for the future General Plan. The survey process provides an opportunity for the public to express their opinions and concerns concerning issues pertinent to the revision of the General Plan. The feedback from the surveys will serve as the foundation of future visioning sessions where our community goals will be established.

As designed and executed the survey attempted to accomplish three objectives:

1. Provide an initial contact and the means for the public to become involved in the process of formulating the goals for the General Plan.

The survey and informational brochure was mailed to all property owners, households, and post office box holders in the county. In all, just over 24,000 surveys and brochures were sent out and 2,320 completed surveys were returned. A 10% return is considered a good response rate for a survey of this type. The rate of participation in the survey should be considered a success, particularly given the large number of second home owners and non-resident property owners who may not have substantial ties to the county and may have been less likely to return their survey.

2. Establish parameters for future public visioning sessions.

Alone, the numerical results and the written feedback can not establish community goals. The survey results provide a broad perspective on the concerns and opinions of the public. It will be at the community visioning sessions where the opinions and concerns learned through the survey process are refined into a set of community goals that the General Plan will be built upon.

3. Discover the issues that are of most importance to residents and property owners.

Through the use of open ended questions the survey provides an opportunity for residents to express opinions on issues that are not been addressed in the other questions. While these qualitative responses are more difficult to input and categorize than quantitative responses, the open ended questions illuminate a number of important concerns that otherwise might have been overlooked. These concerns can be further addressed during the visioning sessions.

Note on Methodology

The survey is not a random sampling of the population of Plumas County. Thus the results of the survey are not a precise indicator of county wide demographic characteristics. The survey does demonstrate the demographic profile and opinions of those who participated in the survey. Percentages given in the report may not add to 100% due to rounding.

Numerical Results

Part I: Participant Information

Question 1: *Plumas County residence or property zip code:*

Zip Code/general area of zip code/number of responses

95971	Quincy	390
96137	Lake Almanor Peninsula	379
96103	Graeagle/Mohawk	319
96020	Chester	252
96122	Portola/Delleker	215
95947	Greenville	107
96106	Clio	86
95956	Meadow Valley	68
95983	Taylorsville/Genesee	52
96105	Chilcoot	25
96129	Beckworth	21
95923	Canyon Dam	19
95934	Crescent/Indian Falls	17
95984	Twain	10

*Zip codes of fewer than 10 responses not listed

Question 2: *Is Plumas County your primary residence?*

Yes	1291
No	994

Question 5: *Are you a full time or seasonal resident of Plumas County?*

Full Time	1237
Seasonal	951

Question 6: *Do you own or rent your home?*

Own	2113
Rent	139

Question 7: Age range of respondents

	Percentage of Responses	Total Number of Responses
Less than 25	< 1%	16
26 to 35	2.8%	64
36 to 55	31%	715
56 to 65	30%	687
65+	35%	797

Question 8: How would you rate your quality of life in Plumas County?

	Percentage of Responses	Total Number of Responses
Excellent	47%	1025
Good	42%	927
Average	6%	133
Could Improve	4.7%	104
Poor	<1%	11

Question 9: Why do you choose to live or own property in Plumas County?

***more than one category could be selected**

	All	Full Time Residents	Seasonal Residents
Job	18%	31%	2%
Retirement	41%	36%	49%
Economic Opportunities	6%	5%	7%
Family Connections	21.5%	26.5%	16%
Cost of Living	5%	8%	2.5%
Housing Prices	8%	9%	7.5%
Outdoor Amenities	66%	59%	79.5%
Rural Atmosphere	75%	80%	72%
Other	16%	16%	16%

Question 10: Are you considering moving away from Plumas County?

Yes	358
No	1764

Part II: General Plan Questions

Question 1: *Rank the following issues in terms of what priority they should merit in terms of County time and resources in the General Plan. Use a scale of 1 through 10, with 1 being the highest priority and 10 being the lowest.*

The following lists are in descending order.

All Respondents

	Average Ranking
Preserving open space	2.96
Managing growth	3.28
Water quality and erosion control	3.89
Air quality	4.76
Supplying wage earner housing	5.67
Attracting new industry/businesses	5.95
Other	6.18
Enhancing tourism opportunities	6.24
Noise pollution	6.43
Improving transportation	6.92

Full-Time Respondents

	Average Ranking
Preserving open space	3.12
Managing growth	3.57
Water quality and erosion control	4.19
Supplying wage earner housing	5.01
Air quality	5.15
Attracting new industry/businesses	5.50
Other	5.87
Enhancing tourism opportunities	6.44
Noise pollution	6.72
Improving transportation	6.77

Seasonal Respondents

	Average Ranking
Preserving open space	2.49
Managing growth	2.95
Water quality and erosion control	3.47
Air quality	4.47
Enhancing tourism opportunities	5.99
Noise Pollution	6.01
Supplying wage earner housing	6.54
Attracting new industry/businesses	6.58
Other	6.79
Improving transportation	7.12

Question 2: How important are the following planning issues to the future of Plumas County? Results are given in percentage of responses to each question and broken into groups of all respondents, full time residents, and seasonal residents.

Providing second home and vacation communities

	All	Full-Time	Seasonal
Very Important	25.5	14	37
Somewhat important	44	42	44
Not at all important	30	42	14

Promoting industrial development

Very Important	21	28	12
Somewhat important	42	43	41
Not at all important	35	28	42

Creating reasonably priced housing for working residents

Very Important	50	61	34
Somewhat important	40	32	49
Not at all important	9	6	12

Developing public recreation facilities

Very Important	49	43	56
Somewhat important	42	45	36
Not at all important	8	10	5

Retaining distinctive and unique towns /communities

Very Important	75	72	77
Somewhat important	20	22	19
Not at all important	4	5	2

Promoting alternative transportation systems

Very Important	23	28	15
Somewhat important	55	53	54
Not at all important	22	17	28

Question 2 cont'd

Preserving open spaces and agricultural lands

	All	Full-Time	Seasonal
Very Important	78.5	75	81
Somewhat important	19	22	16
Not at all important	2	3	1.5

Managing growth

Very Important	78	74	81
Somewhat important	19	21	17
Not at all important	3	4	1

Promoting energy conservation

Very Important	56	56	54
Somewhat important	38	36	39
Not at all important	6	6	5

Retaining and creating jobs

Very Important	57	66	42
Somewhat important	38	30	47
Not at all important	5	3	7

Question 3: *From your experience, housing availability for all income levels in Plumas County is:*

	All	Full-Time	Seasonal
Adequate	19	14	23
Somewhat adequate	45	38	48
Inadequate	35	45	15

Question 5: *How many times per month do you make a trip to shop outside the community?*

Average for Full-Time Residents 2.3 times

Question 7: Is increased residential development in Plumas County an overall benefit?

	All	Full Time	Seasonal
Yes	50%	51%	51%
No	50%	49%	49%

Question 8: Do you find the County circulation/transportation systems to be adequate?

Roads	
Yes	86.8%
No	13%
“Yes and No”	< 1%
Number left blank	213

Public Transit	
Yes	54%
No	46%
“Yes and No”	<1%
Number left blank	678

Pedestrian	
Yes	69%
No	30%
“Yes and No”	<1%
Number left blank	427

Bicycle	
Yes	58%
No	41%
“Yes and No”	<1%
Number left blank	441

Question 9: What outdoor recreation activities do you use?

Water Related	68%
Snow Related	45%
Camping	40%
Hiking	67%
Playgrounds	20%
Hunting	18%
Fishing	59%
Golf	9%
Other	18%

Question 10: Does the county do enough to develop and maintain recreation facilities?

Yes	60%
No	40%

Question 11: In managing growth, what aspects are important to you? Results listed in descending order.

All Respondents	
	Average Ranking
Maintain open space	2.02
Increased local direction	3.04
Designation of more or less developable land	3.14
Promoting economic development	3.16
Promoting tourism	3.51

Full Time Respondents	
	Average Ranking
Maintain open space	2.25
Promoting economic development	2.94
Increased local direction	3.01
Designation of more or less developable land	3.12
Promoting tourism	3.60

Seasonal Respondents	
	Average Ranking
Maintain open space	1.73
Increased local direction	3.07
Designation of more or less developable land	3.13
Promoting tourism	3.42
Promoting economic development	3.44

Area Reports

The following are results to Questions 1 and 2 (Part: II) grouped by area.

Almanor

Full time responses 271

Seasonal responses 371

Rank the following issues in terms of what priority they should merit in terms of County time and resources in the General Plan.

	Area Average Ranking
Preserving open space	2.89
Managing growth	2.93
Water quality and erosion control	3.6
Air quality	4.57
Supplying wage earner housing	5.86
Noise pollution	6.15
Attracting new industry/businesses	6.44
Enhancing tourism opportunities	6.45
Other	6.5
Improving transportation	7.11

*How important are the following planning issues to the future of Plumas County?
(Results listed in percentage of responses to each question.)*

	Very Important	Somewhat Important	Not at all Important
Providing second home and vacation communities	30	45	22
Promoting industrial development	17	42	38
Creating reasonably priced housing for working residents	49	40	9
Developing public recreation facilities	49	43	7
Retaining distinctive and unique towns /communities	75	21	3
Promoting alternative transportation systems	16	59	23
Preserving open spaces and agricultural lands	79	18	2
Managing growth	83	15	1
Promoting energy conservation	55	38	5
Retaining and creating jobs	53	40	5

American Valley

Full time responses 397

Seasonal responses 49

Rank the following issues in terms of what priority they should merit in terms of County time and resources in the General Plan.

	Area Average Ranking
Preserving open space	3.44
Managing growth	3.72
Water quality and erosion control	4.29
Supplying wage earner housing	4.86
Air quality	4.99
Attracting new industry/businesses	5.41
Other	6.11
Enhancing tourism opportunities	6.19
Improving transportation	6.67
Noise pollution	6.68

*How important are the following planning issues to the future of Plumas County?
(Results listed in percentage of responses to each question.)*

	Very Important	Somewhat Important	Not at all Important
Providing second home and vacation communities	10	42	46
Promoting industrial development	27	44	26
Creating reasonably priced housing for working residents	65	29	4
Developing public recreation facilities	48	44	9
Retaining distinctive and unique towns /communities	73	20	6
Promoting alternative transportation systems	35	47	16
Preserving open spaces and agricultural lands	74	22	3
Managing growth	70	24	4
Promoting energy conservation	59	33	6
Retaining and creating jobs	67	29	3

Indian Valley

Full time responses 137

Seasonal responses 34

Rank the following issues in terms of what priority they should merit in terms of County time and resources in the General Plan.

	Area Average Ranking
Preserving open space	3.05
Managing growth	3.79
Water quality and erosion control	3.96
Attracting new industry/businesses	5.09
Air quality	5.24
Supplying wage earner housing	5.46
Other	5.47
Improving transportation	6.64
Noise pollution	6.73
Enhancing tourism opportunities	6.82

*How important are the following planning issues to the future of Plumas County?
(Results listed in percentage of responses to each question.)*

	Very Important	Somewhat Important	Not at all Important
Providing second home and vacation communities	18	40	45
Promoting industrial development	35	35	28
Creating reasonably priced housing for working residents	51	38	9
Developing public recreation facilities	37	49	12
Retaining distinctive and unique towns /communities	78	16	4
Promoting alternative transportation systems	32	24	13
Preserving open spaces and agricultural lands	79	17	3
Managing growth	75	19	5
Promoting energy conservation	55	40	5
Retaining and creating jobs	66	30	3

Mohawk

Full time responses 200

Seasonal responses 193

Rank the following issues in terms of what priority they should merit in terms of County time and resources in the General Plan.

	Area Average Ranking
Preserving open space	2.7
Managing growth	3.06
Water quality and erosion control	3.6
Air quality	4.85
Supplying wage earner housing	5.77
Other	5.97
Attracting new industry/businesses	6.14
Enhancing tourism opportunities	6.29
Noise pollution	6.58
Improving transportation	6.89

*How important are the following planning issues to the future of Plumas County?
(Results listed in percentage of responses to each question.)*

	Very Important	Somewhat Important	Not at all Important
Providing second home and vacation communities	30	50	19
Promoting industrial development	13	42	41
Creating reasonably priced housing for working residents	42	42	13
Developing public recreation facilities	52	40	6.5
Retaining distinctive and unique towns /communities	80	17	2
Promoting alternative transportation systems	21	52	24
Preserving open spaces and agricultural lands	84	14	1
Managing growth	80	16	3
Promoting energy conservation	55	37	7
Retaining and creating jobs	49	40	8

Sierra Valley and Portola

Full time responses 177

Seasonal responses 76

Rank the following issues in terms of what priority they should merit in terms of County time and resources in the General Plan.

	Area Average Ranking
Preserving open space	2.84
Managing growth	3.59
Water quality and erosion control	3.89
Air quality	4.64
Other	5.8
Attracting new industry/businesses	5.92
Enhancing tourism opportunities	6.13
Supplying wage earner housing	6.16
Noise pollution	6.27
Improving transportation	6.91

*How important are the following planning issues to the future of Plumas County?
(Results listed in percentage of responses to each question.)*

	Very Important	Somewhat Important	Not at all Important
Providing second home and vacation communities	20	40	38
Promoting industrial development	27	41	29
Creating reasonably priced housing for working residents	46	44	9
Developing public recreation facilities	48	39	10
Retaining distinctive and unique towns /communities	67	26	6
Promoting alternative transportation systems	21	53	25
Preserving open spaces and agricultural lands	74	20	5
Managing growth	69	28	30
Promoting energy conservation	51	42	7
Retaining and creating jobs	57	36	6