

# 2015 Town of Windsor General Plan Update Community Survey

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FM3

**Observations from Survey Conducted  
May 5-18, 2015**

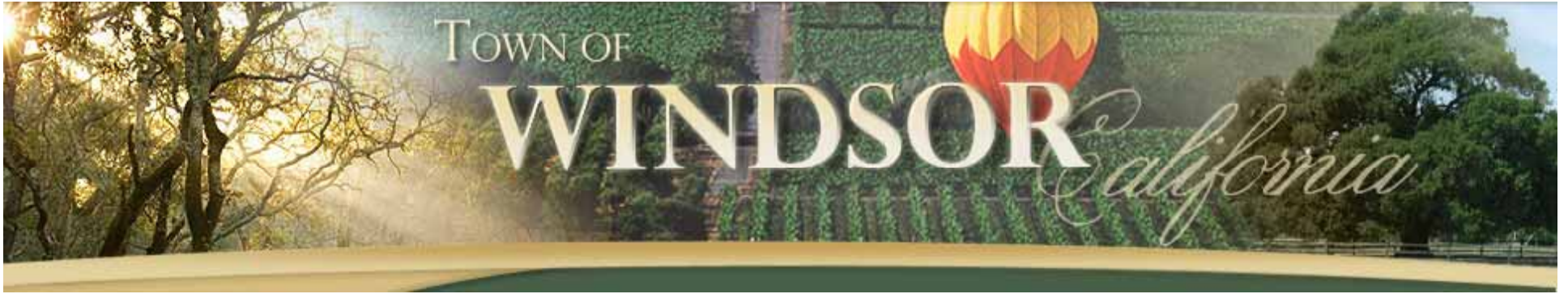
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# Methodology

- Telephone survey of 300 randomly-selected voters in the Town of Windsor
  - Survey was conducted May 5-18, 2015
  - Interviews were conducted via landline and cell phones, and in English and Spanish
- The margin of sampling error is +/-5.7% at the 95% confidence level
  - Margins of error for population subgroups will be higher
- Some percentages do not sum to 100% because of rounding

# Key Findings

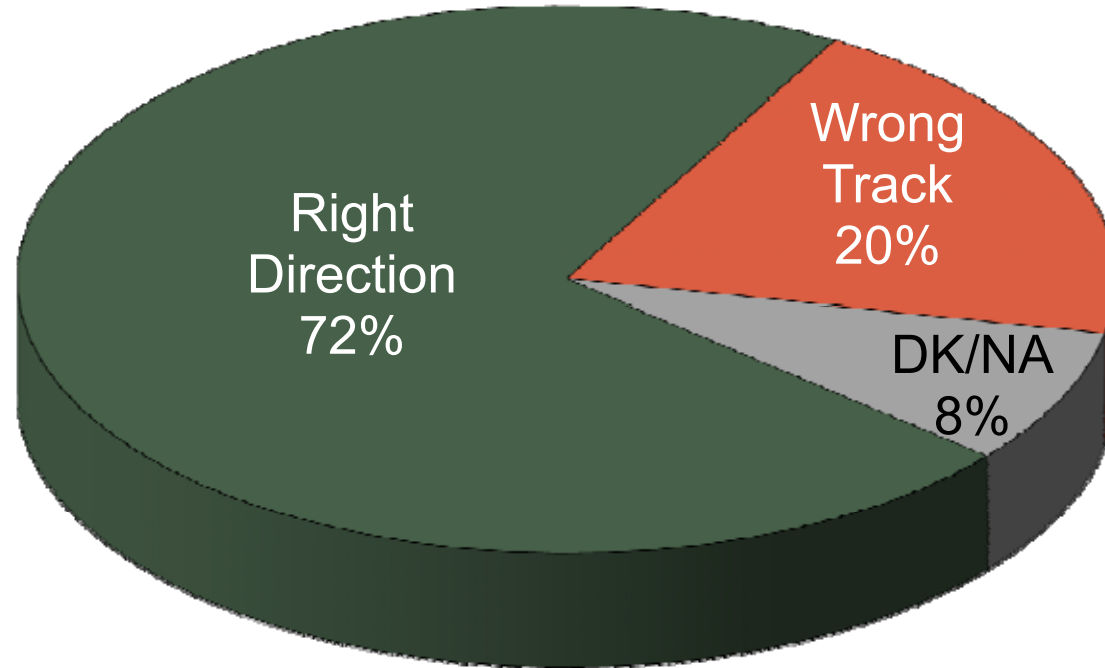
- People like living in Windsor, and nearly all (92%) surveyed said they think it is an “excellent” or “good” place to live.
- Very few issues are seen as particularly problematic, though gang violence and housing costs are modestly concerning.
- Majorities feel comfortable with the rate of growth and development, that it is necessary for local economic development, and that Town policies have managed growth and development well.
- Few have heard much about the General Plan update.
- Sentiment is strong that future development projects in Windsor protect Town services and the environment.
- Parks, open space and natural areas are the most desirable land uses.
- Less desirable lands uses include manufacturing, office parks, and large retailers.
- Familiarity with the Urban Growth Boundary is similarly low, though sentiment is strong for renewing it for another 20 years



# Life In Windsor

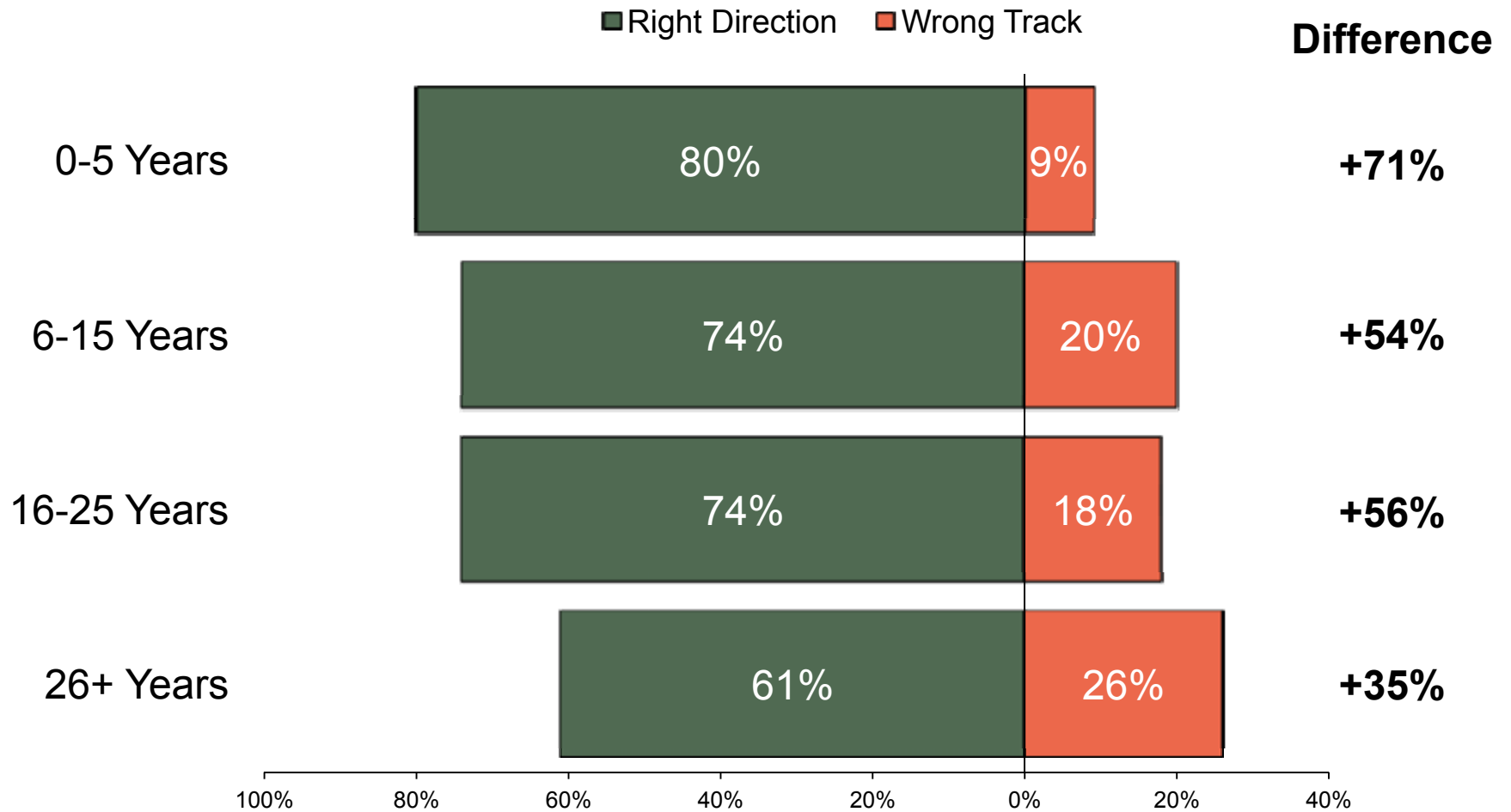
## Seven in ten feel optimistic about where Windsor is headed...

*Would you say that things in the Town of Windsor are generally headed in the right direction or do you feel that things are off on the wrong track?*



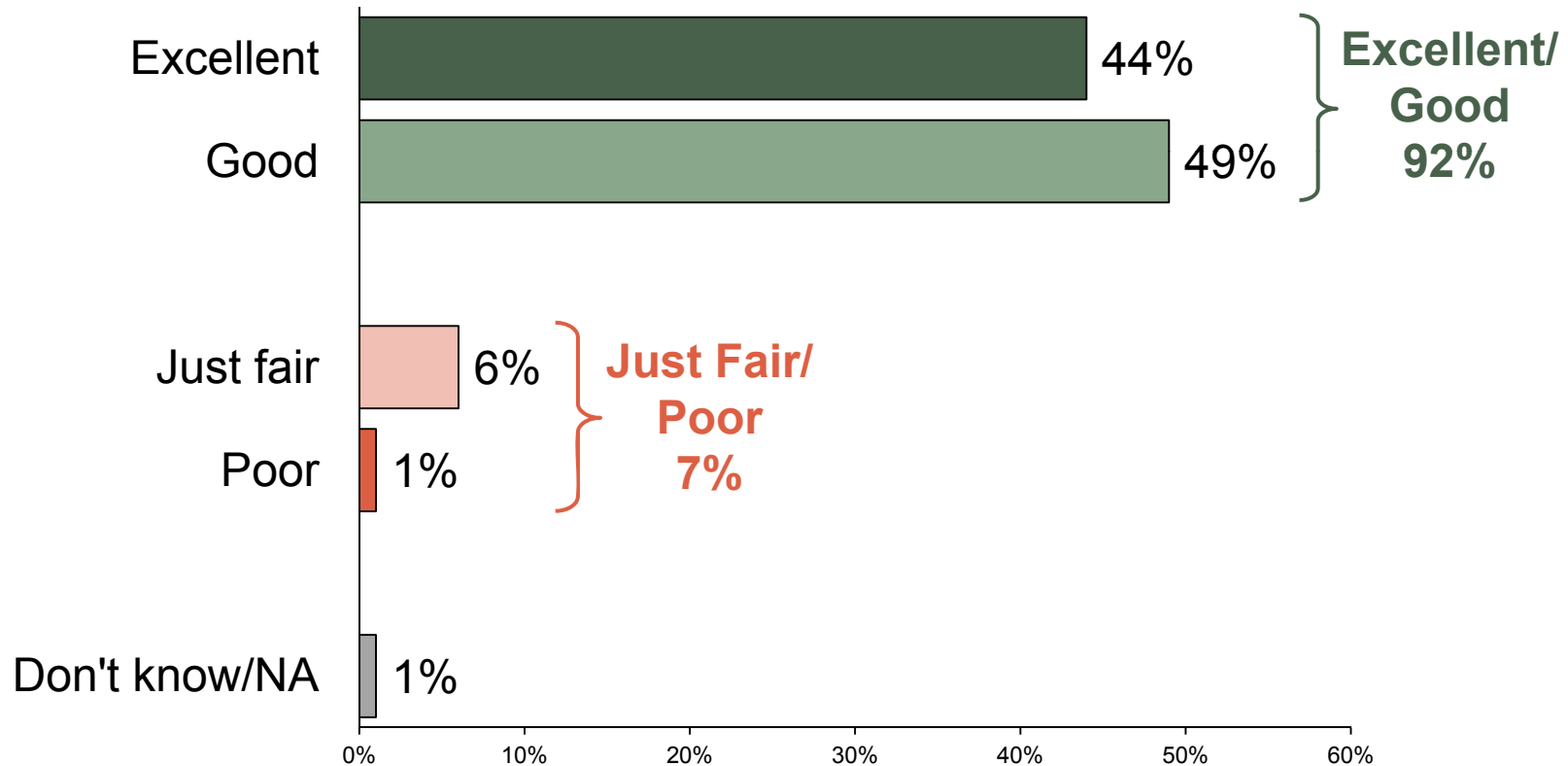
# ...though longer-term residents are slightly less enthusiastic.

*Perceived Town of Windsor Direction By Years of Residence*



# Nine in ten feel Windsor is an “excellent” or “good” place to live.

*Generally speaking, how would you rate the Town of Windsor as a place to live: Is it an excellent place to live, a good place, just fair, or a poor place to live?*



# The “Conflicted Happy”

*23% of survey respondents indicated they feel Windsor is an “excellent” or “good” place to live, but don’t feel like it is headed in the “right direction.”*

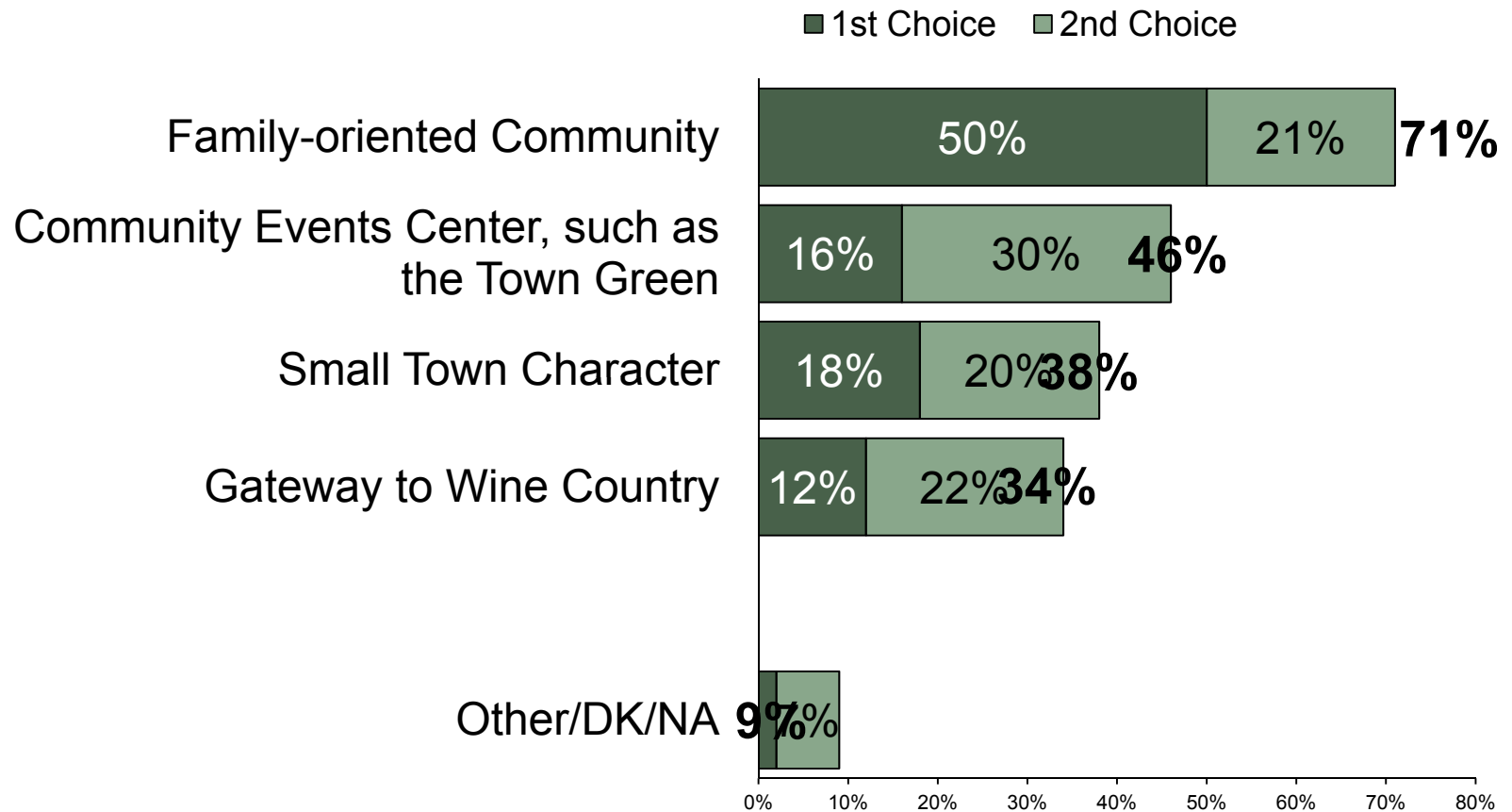


**Those disproportionately likely to be  
“conflicted happy” are somewhat older,  
with modest levels of education.**

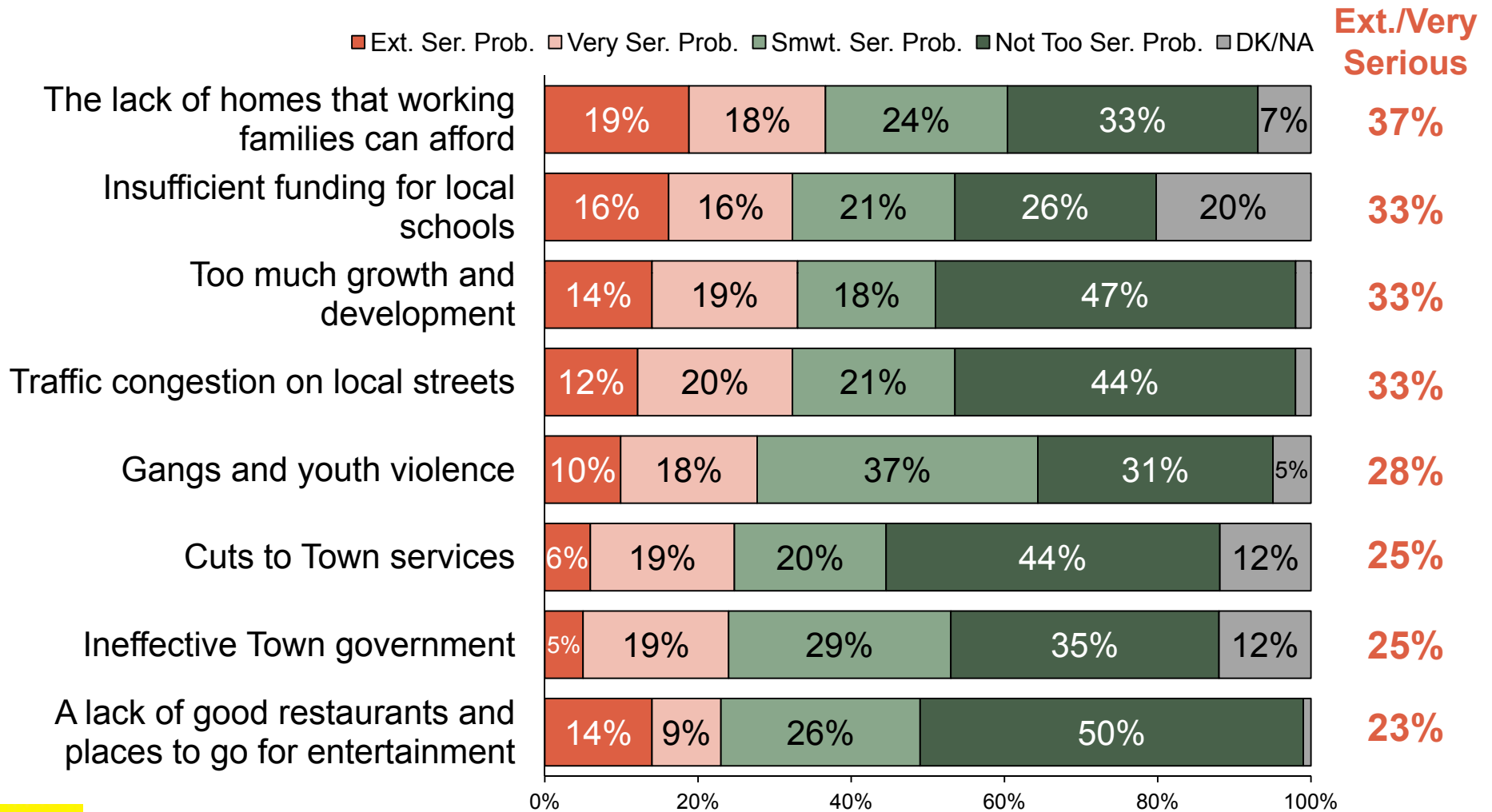
<b>Demographic Group</b>	<b>Conflicted Happy</b>	<b>% of Sample</b>
<b>All Voters</b>	<b>23%</b>	<b>100%</b>
Retired	<b>34%</b>	26%
Republicans Ages 50+	<b>33%</b>	16%
Work in Windsor	<b>32%</b>	20%
Not Employed	<b>31%</b>	34%
Ages 65+	<b>31%</b>	24%
Renters	<b>31%</b>	20%
Non-College Educated Women	<b>30%</b>	25%
Lived in Windsor 6-15 Years	<b>29%</b>	36%
Some College Education	<b>29%</b>	27%
Ages 50+	<b>28%</b>	57%
Women Ages 50+	<b>28%</b>	31%
Independents	<b>28%</b>	26%
Men Ages 50+	<b>28%</b>	26%

# Many clearly see Windsor as a family-oriented place to live.

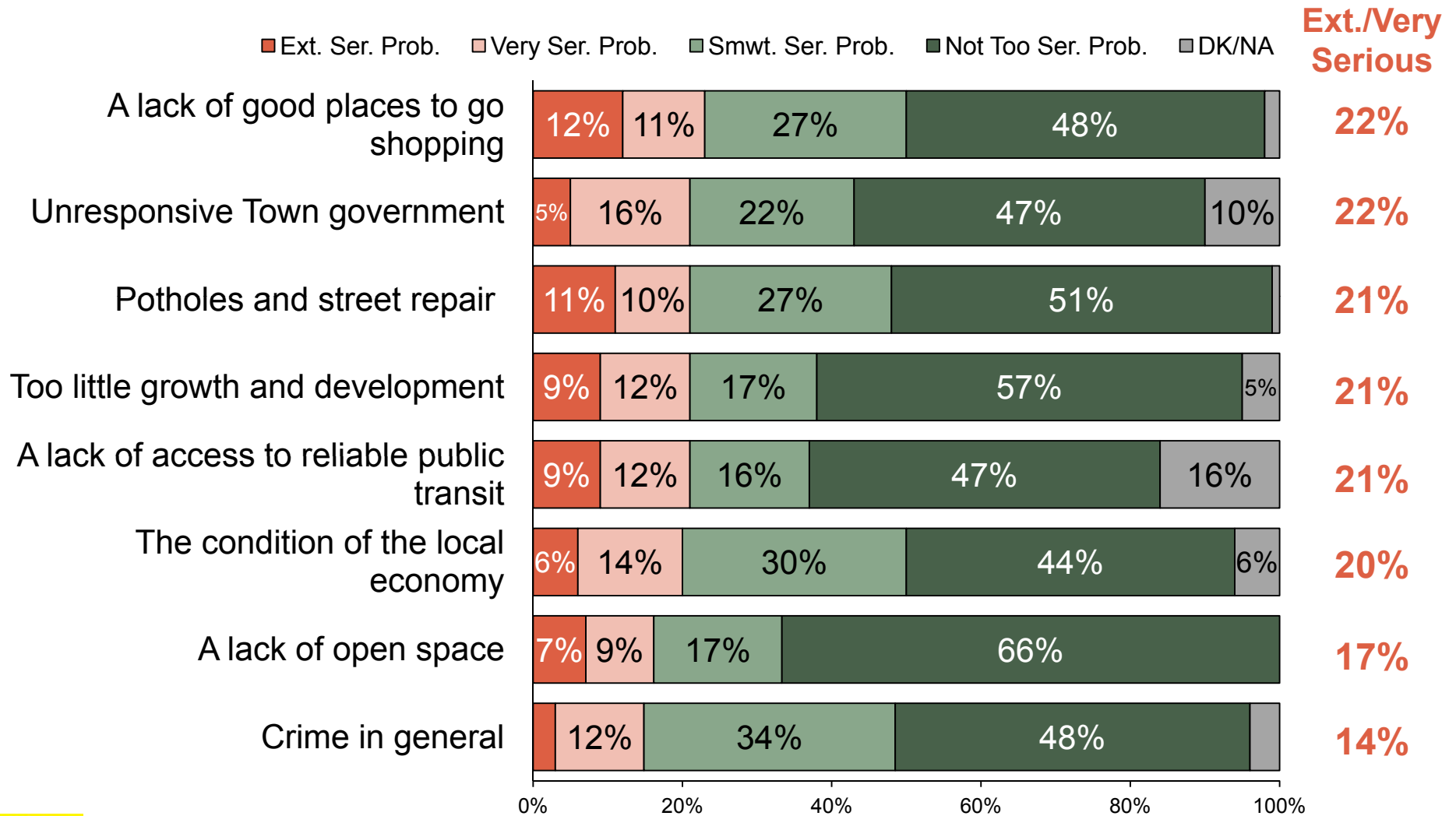
*I am going to read you four different phrases to describe the Town of Windsor. After I read all four, please tell me which one you feel best describes Windsor.*



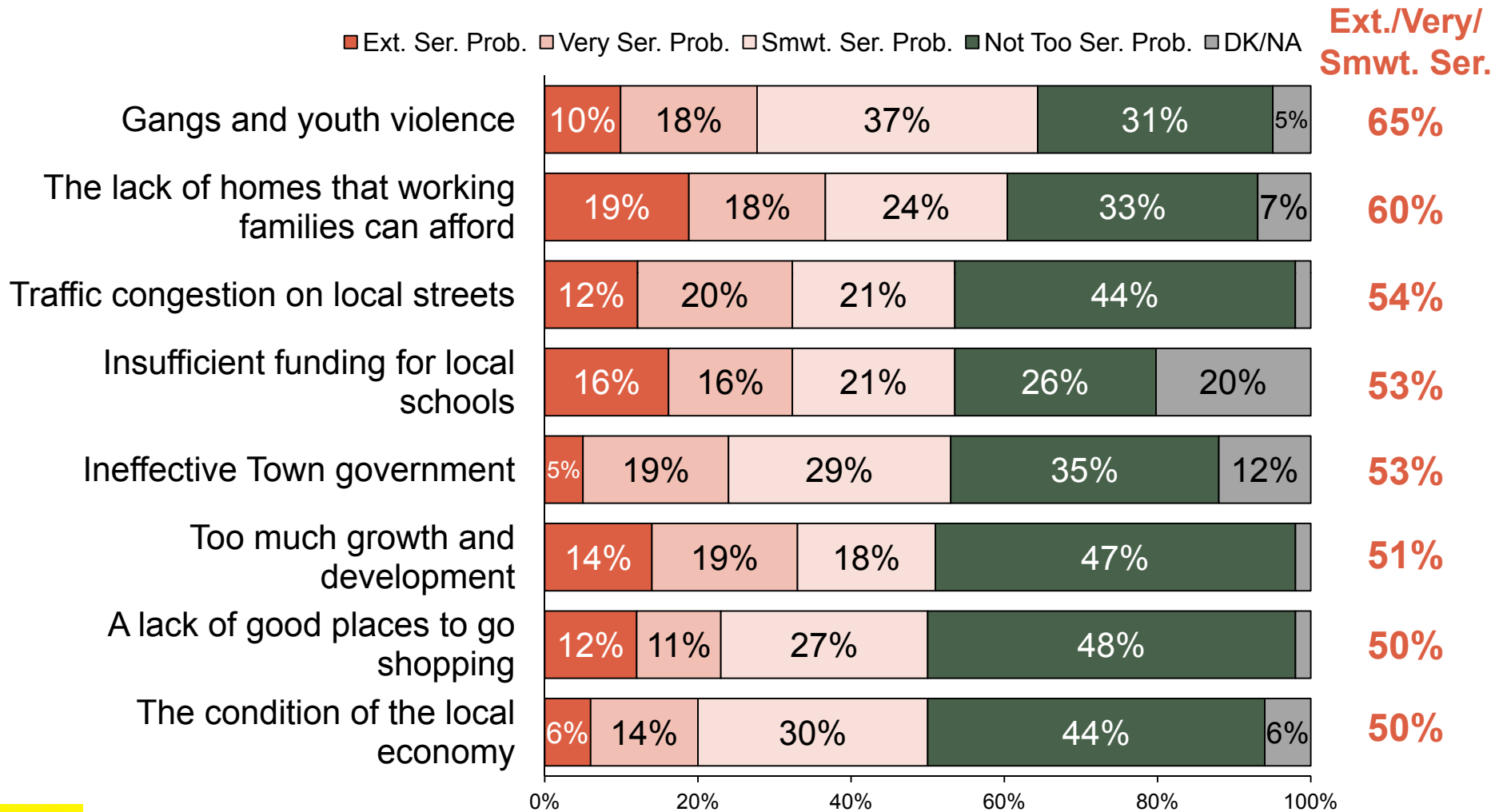
# Very few issues are seen as “extremely” or “very” problematic.



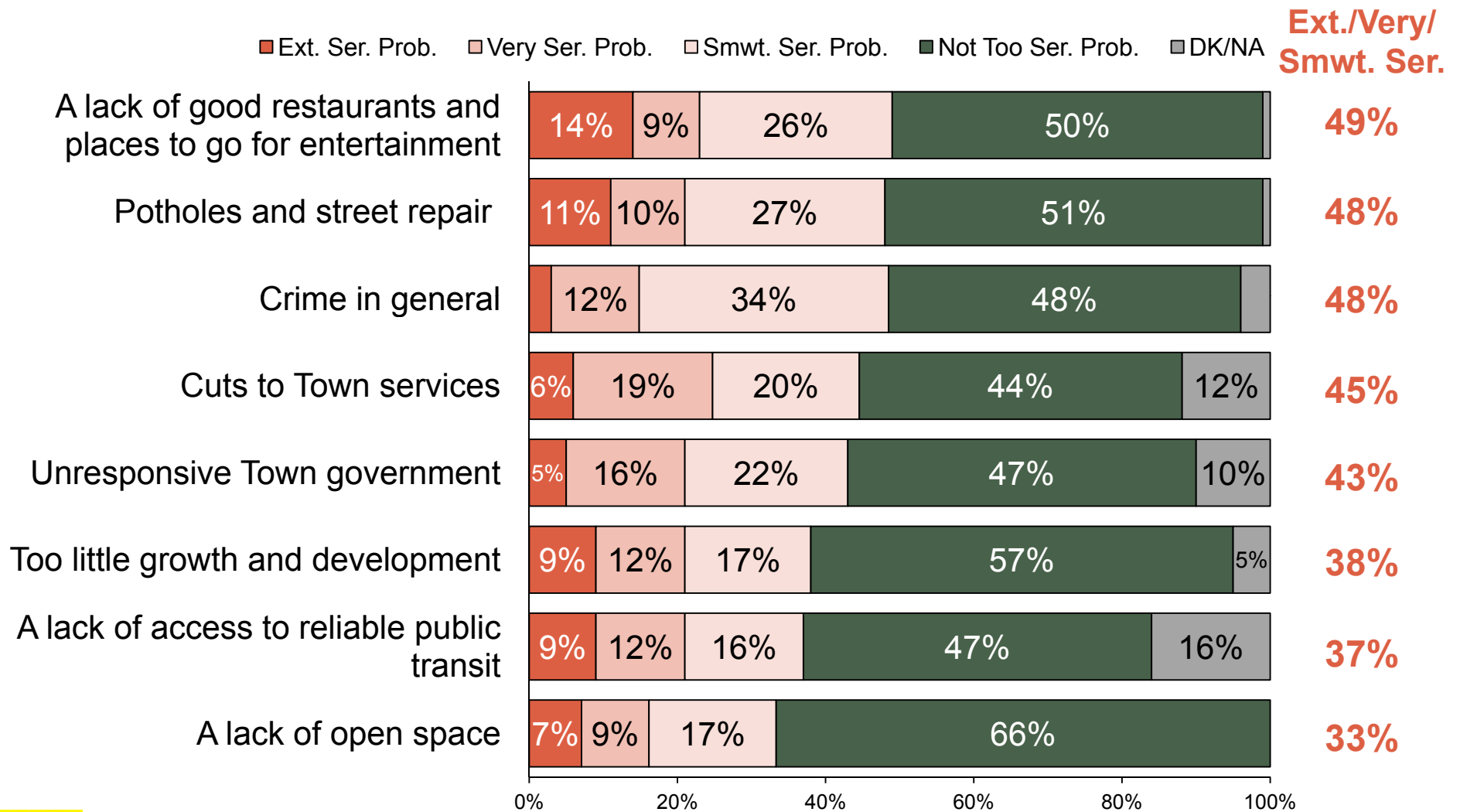
# Very few are concerned about a lack of open space in Windsor.



# Including modest levels of concern moves gang violence up the of perceive problems...

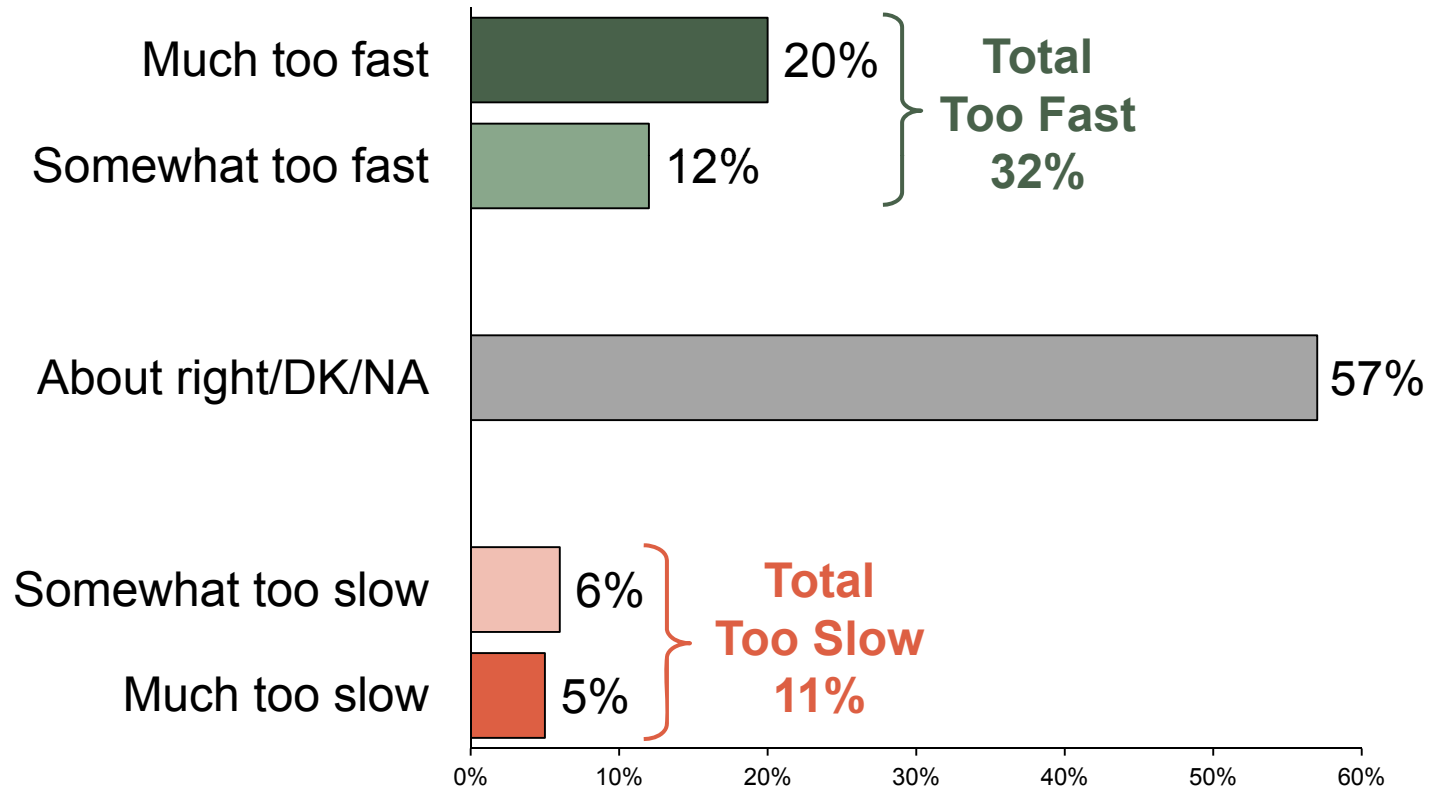


# ...and to a lesser extent crime in general.



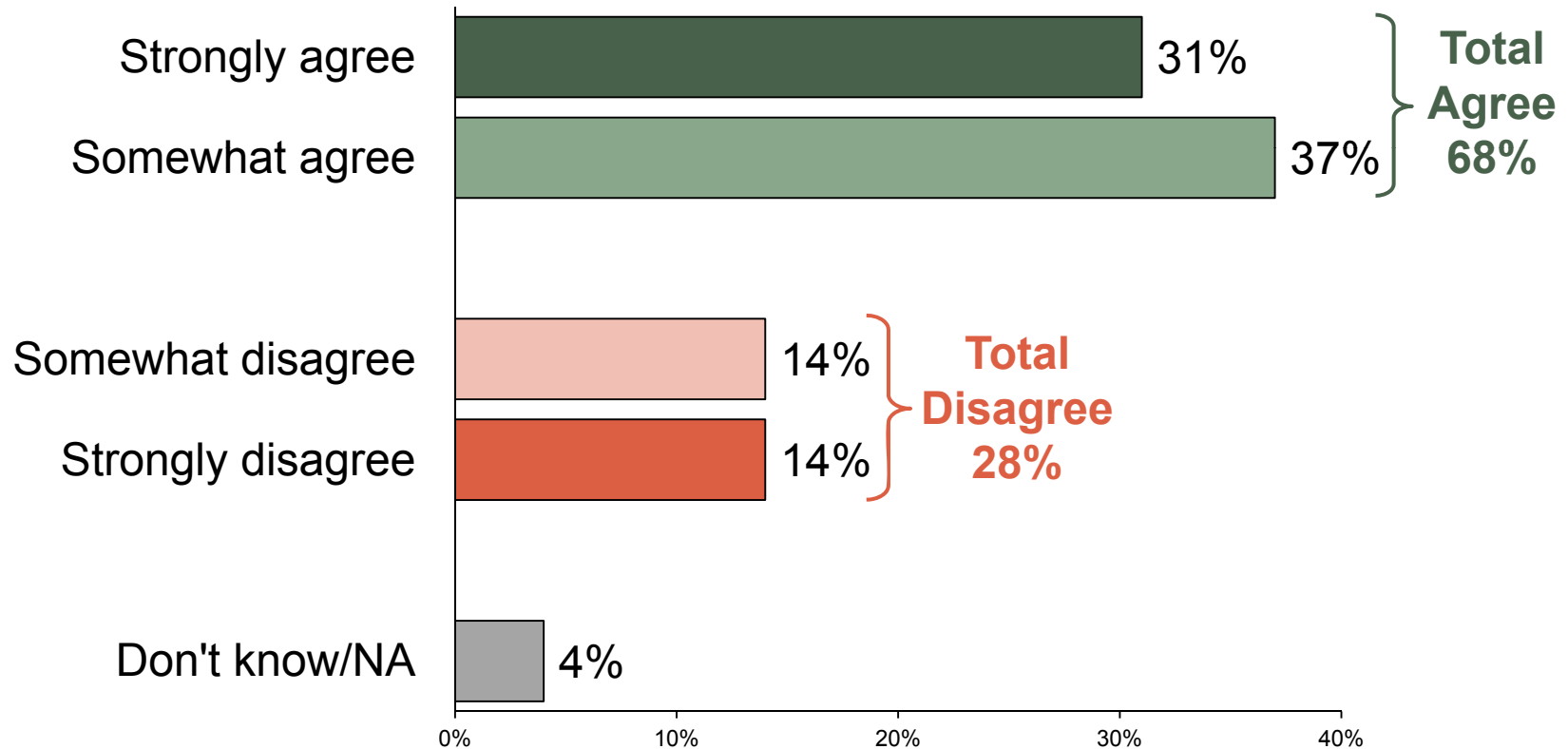
# A majority feels comfortable with the rate of growth and development in town.

*Do you think the rate of growth and development in Windsor is too fast, about right, or too slow?*



# Most feel that growth is necessary in Windsor...

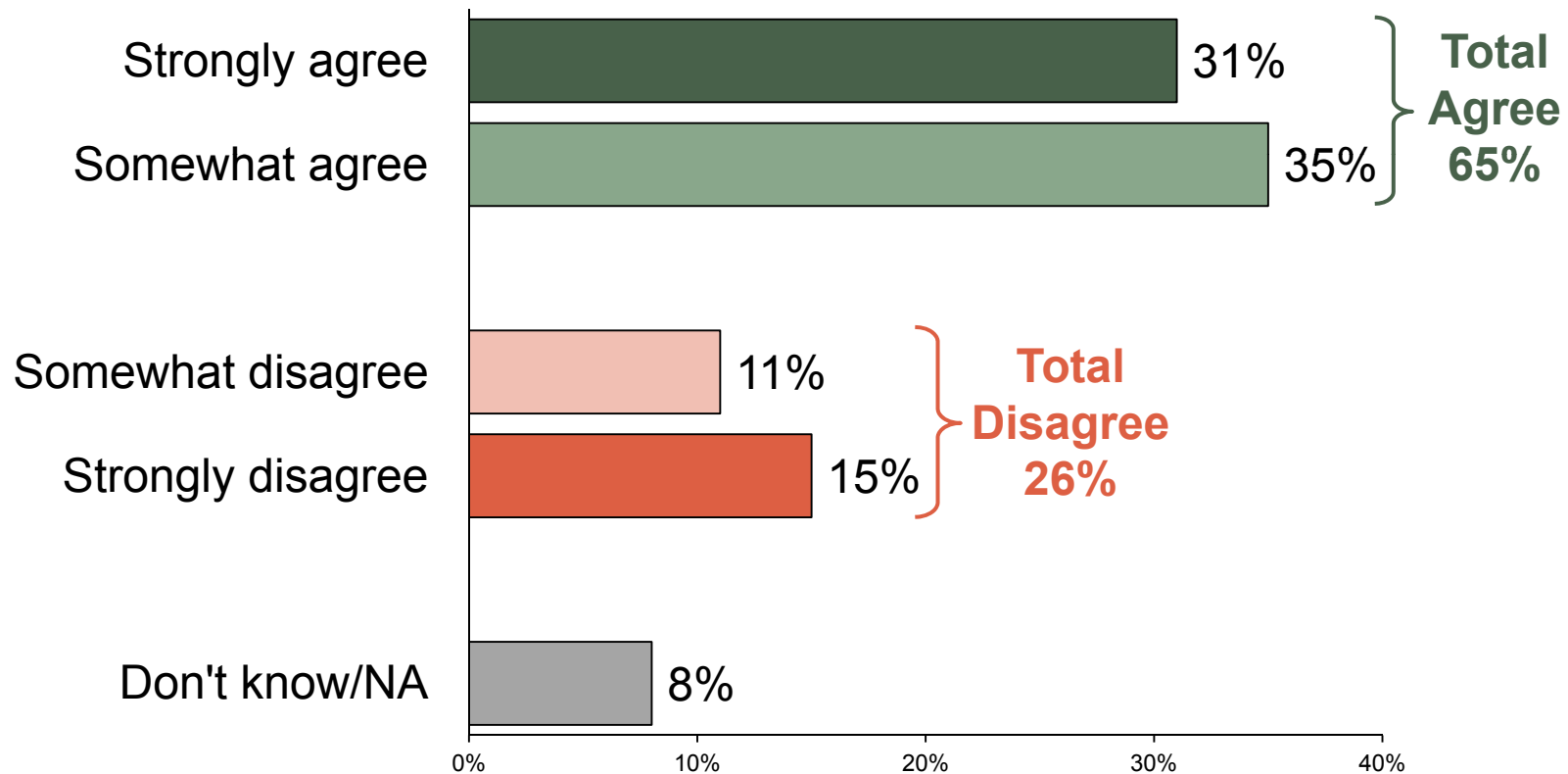
*Growth is necessary for Windsor to attract and retain retail shops, jobs, and other businesses*





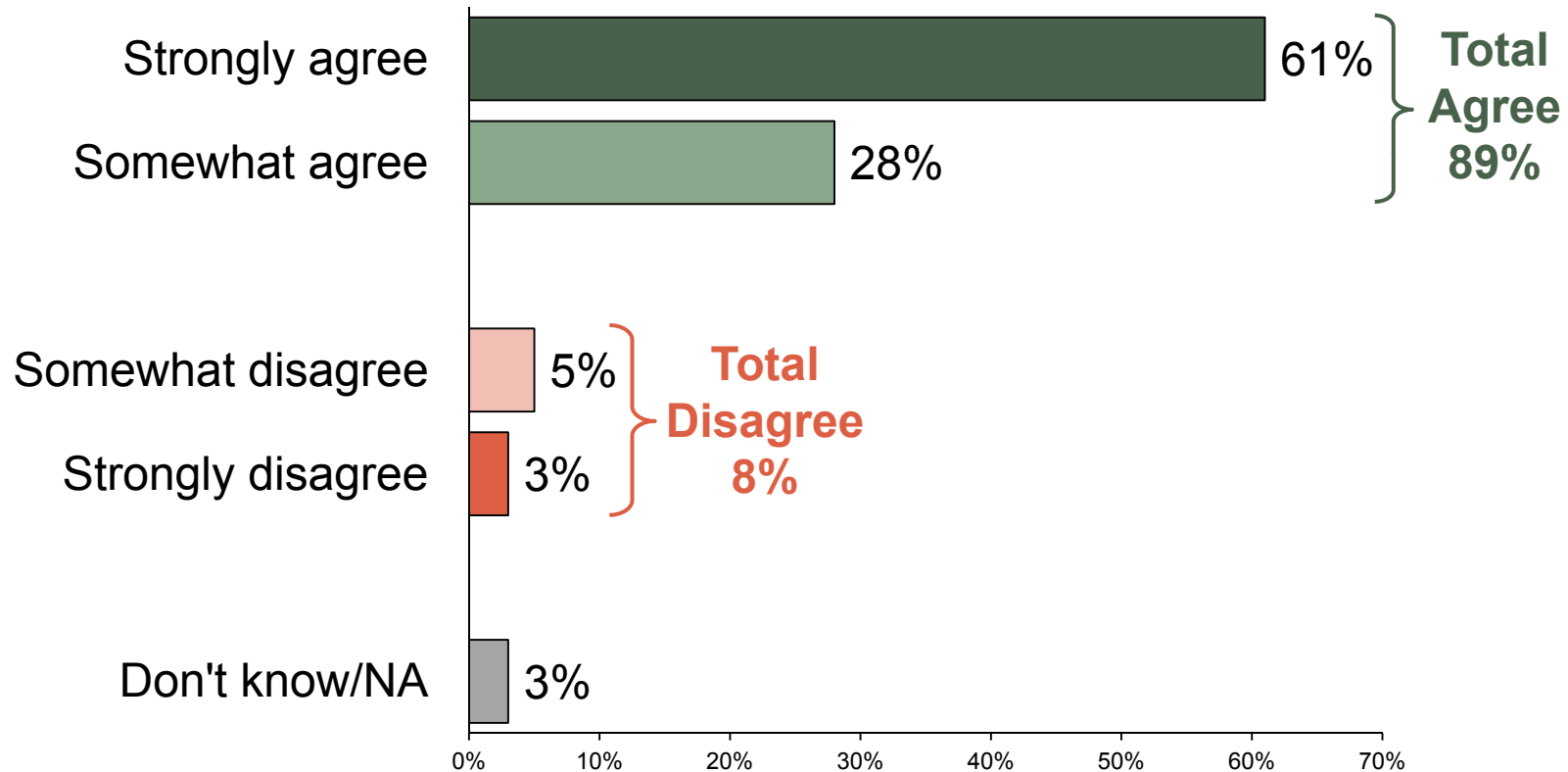
# ...and that Town policies have resulted in positive impacts from past growth and development.

*Town policies and decisions related to growth and development have made a positive impact upon the community*



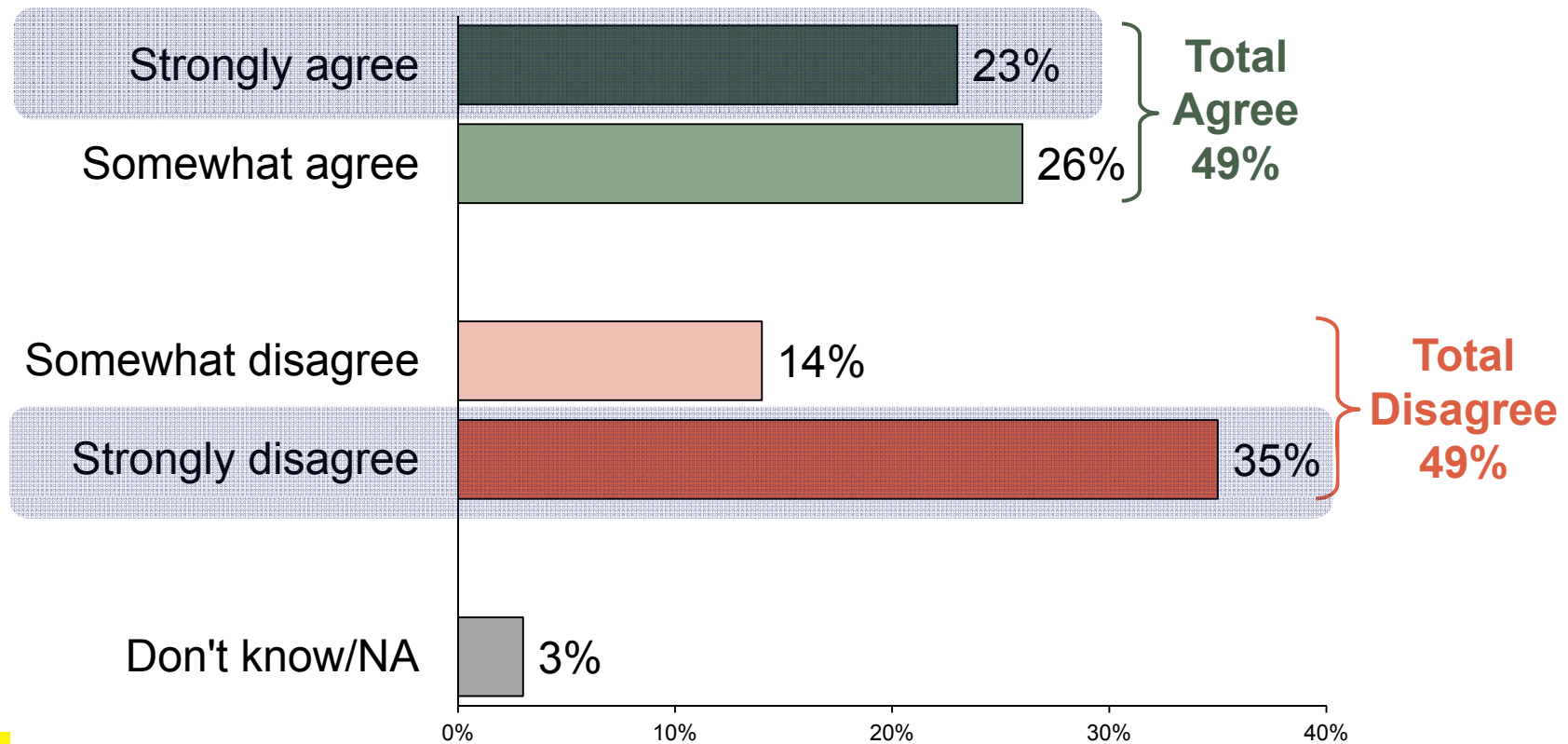
# However, there is overwhelming sentiment that growth policies should be regularly reviewed.

*Growth should be reviewed regularly to reflect changing citizen desires, economic conditions, and community needs*

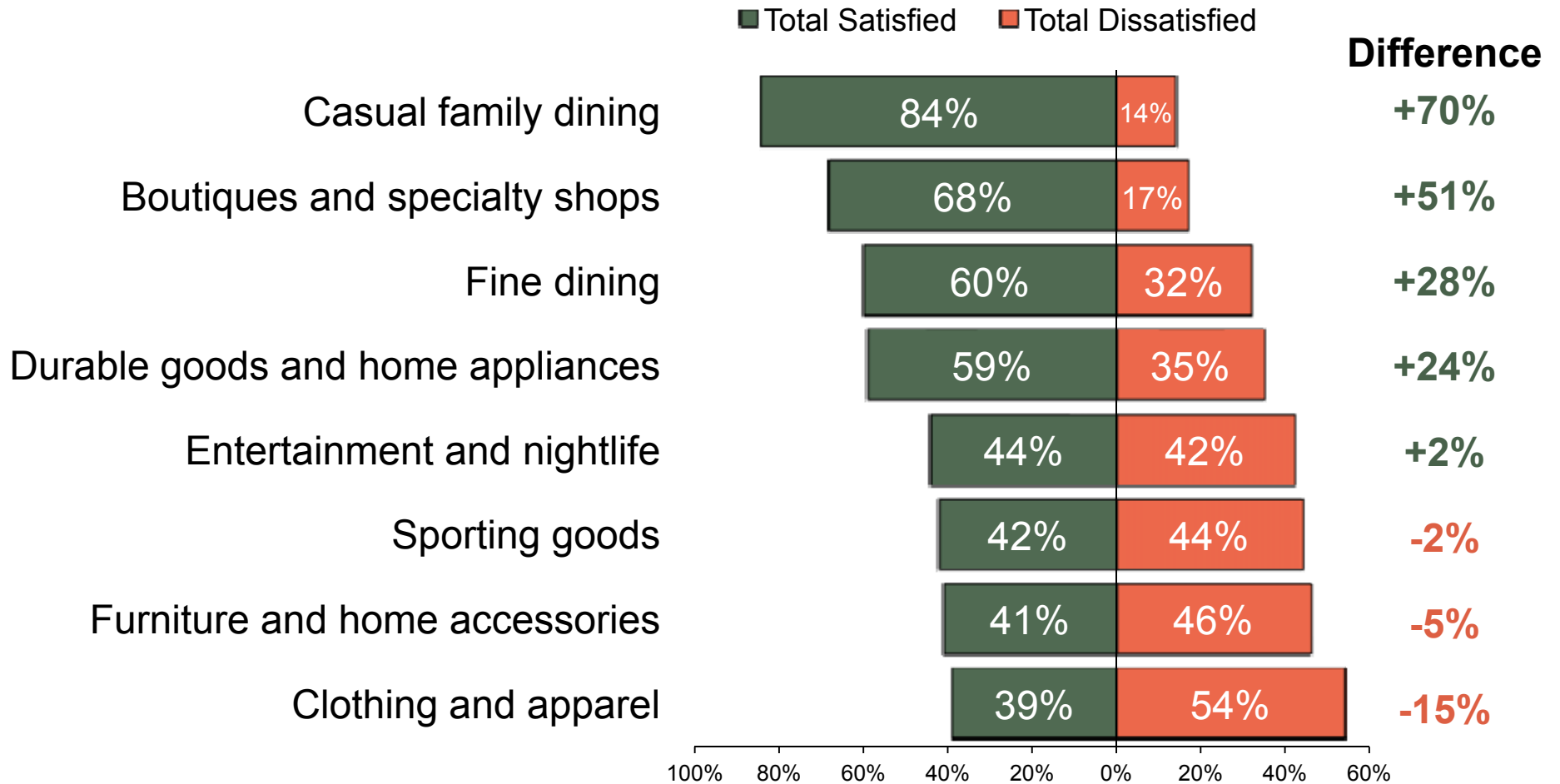


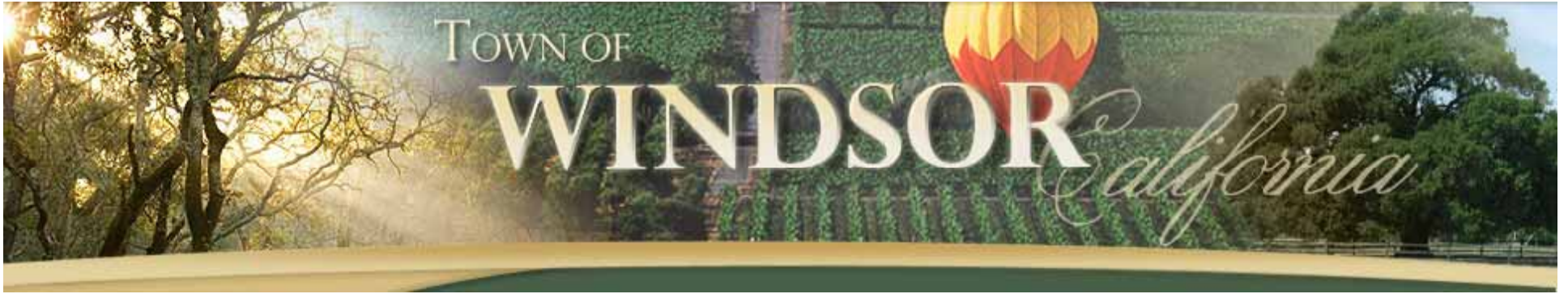
# Opinions are clearly mixed as to whether Windsor should seek tax increases to pay for services if economic growth slows.

*If the community economic base doesn't grow, I would be willing to pay more in local taxes to maintain police, parks and recreation, and street maintenance at acceptable service levels*



# Satisfaction levels are highest for casual family dining options; lowest for clothing stores.



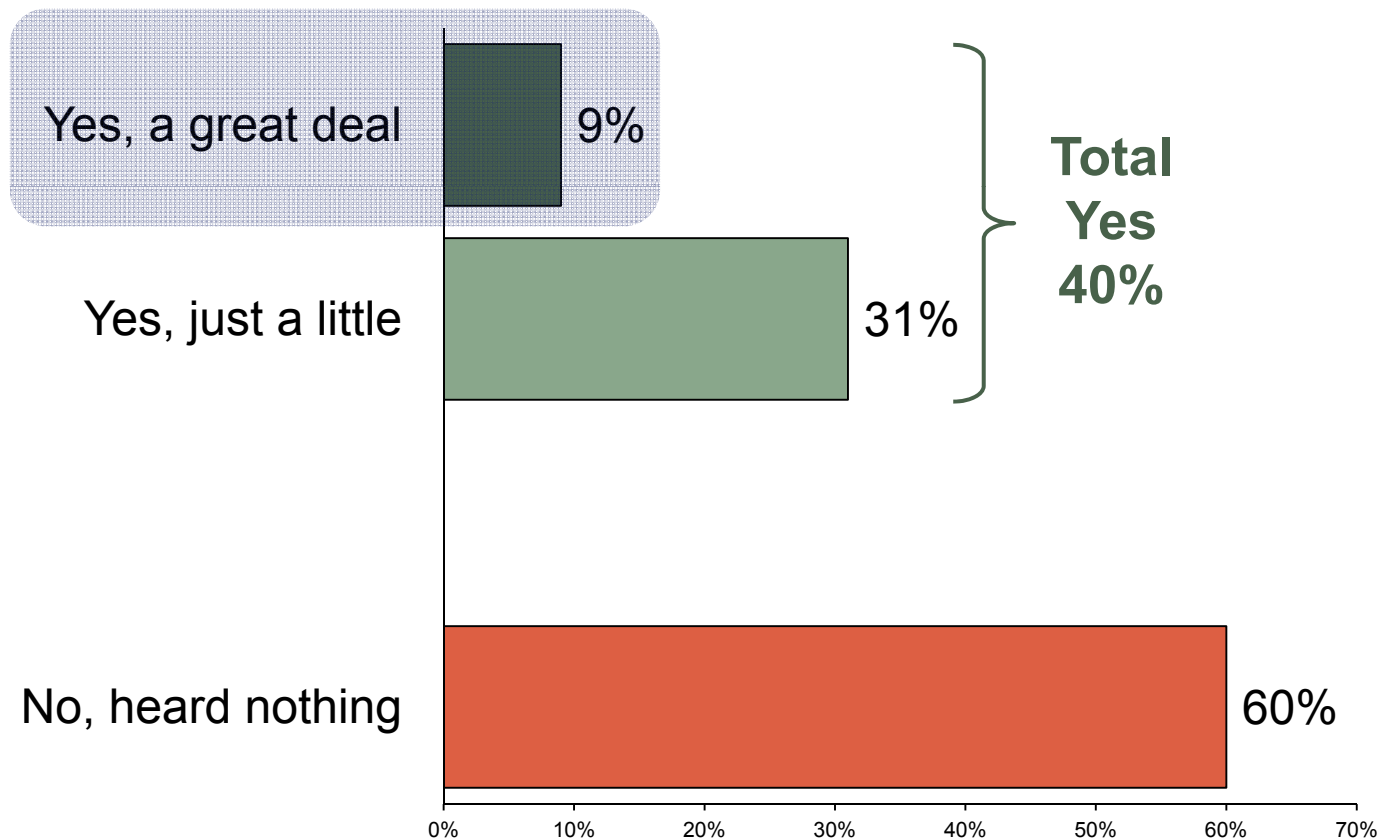


# General Plan Elements

*Respondents were asked if they had heard anything about the General Plan update, provided some background information about the General Plan, and then asked a series of questions gauging reactions to potential elements of the General Plan.*

# Few have heard much recently about the General Plan.

*Have you heard, read or seen anything recently about efforts to update Windsor's General Plan?*



## Those who have heard most about the General Plan update are disproportionately Republicans and those with high levels of education.

Demographic Group	Total Yes	% of Sample
<b>All Voters</b>	<b>40%</b>	<b>100%</b>
Ages 40-49	53%	17%
Republican Men	49%	16%
Four-year College Graduates	48%	37%
Four-year College or More	47%	51%
Republicans	47%	27%
College-Educated Men	47%	27%
Retired	47%	26%
College-Educated Women	47%	24%
Work in Windsor	47%	20%
Homeowners	46%	78%



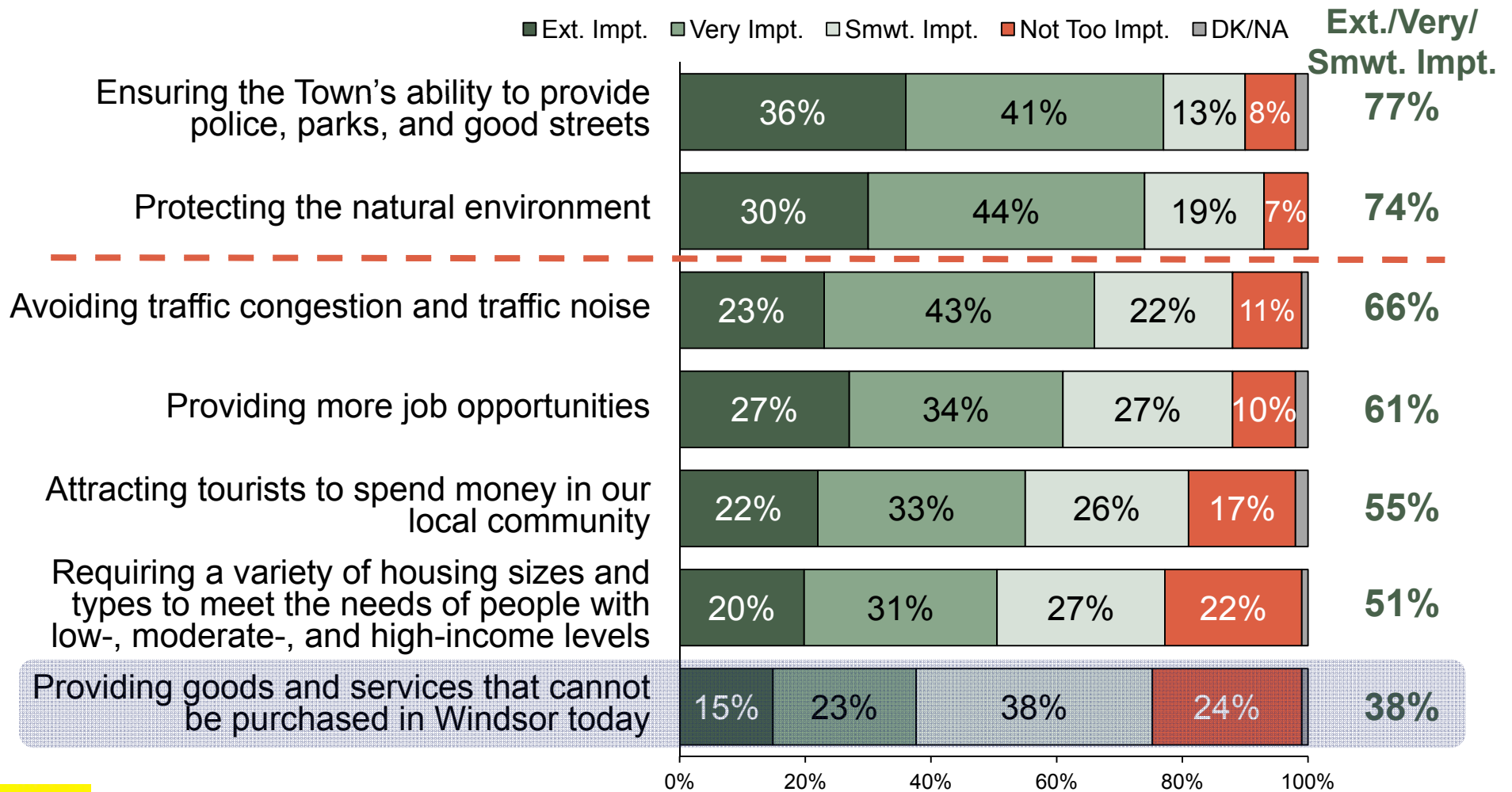
**Those who have not heard anything about the General Plan update are disproportionately voters of color, renters, younger, and less well educated.**

Demographic Group	Total No	% of Sample
<b>All Voters</b>	<b>60%</b>	<b>100%</b>
Latinos	83%	16%
Renters	82%	20%
High School Educated	82%	19%
Ages 18-29	78%	13%
5+ People in Household	75%	16%
Voters of Color	74%	25%
Democratic Men	70%	20%
Non-College Educated Men	69%	21%
Democrats Ages 18-49	68%	17%
Some College or Less	67%	46%
Non-College Educated Women	66%	25%
Ages 30-39	66%	13%

# General Plan Background Provided

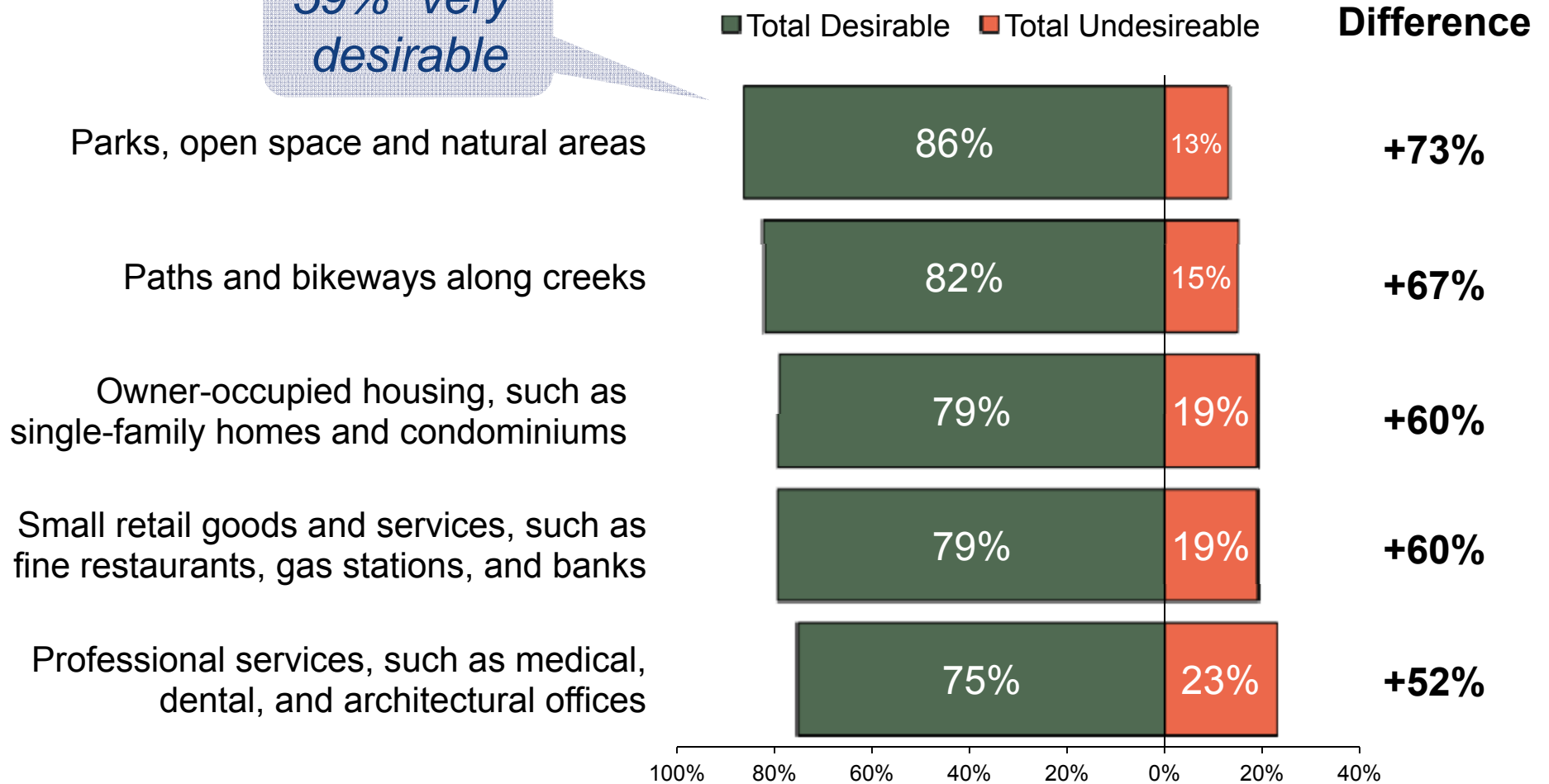
*Every city, town, and county in California must have a General Plan, which is the local government's long-term blueprint or "constitution" for future development. The General Plan contains the goals and policies upon which the Town Council and Planning Commission will base their land use decisions. Typically, a General Plan is designed to address these issues for 15 to 25 years, and Windsor last updated its General Plan in 1996.*

# Sentiment is strong that development projects in Windsor protect services and the environment.

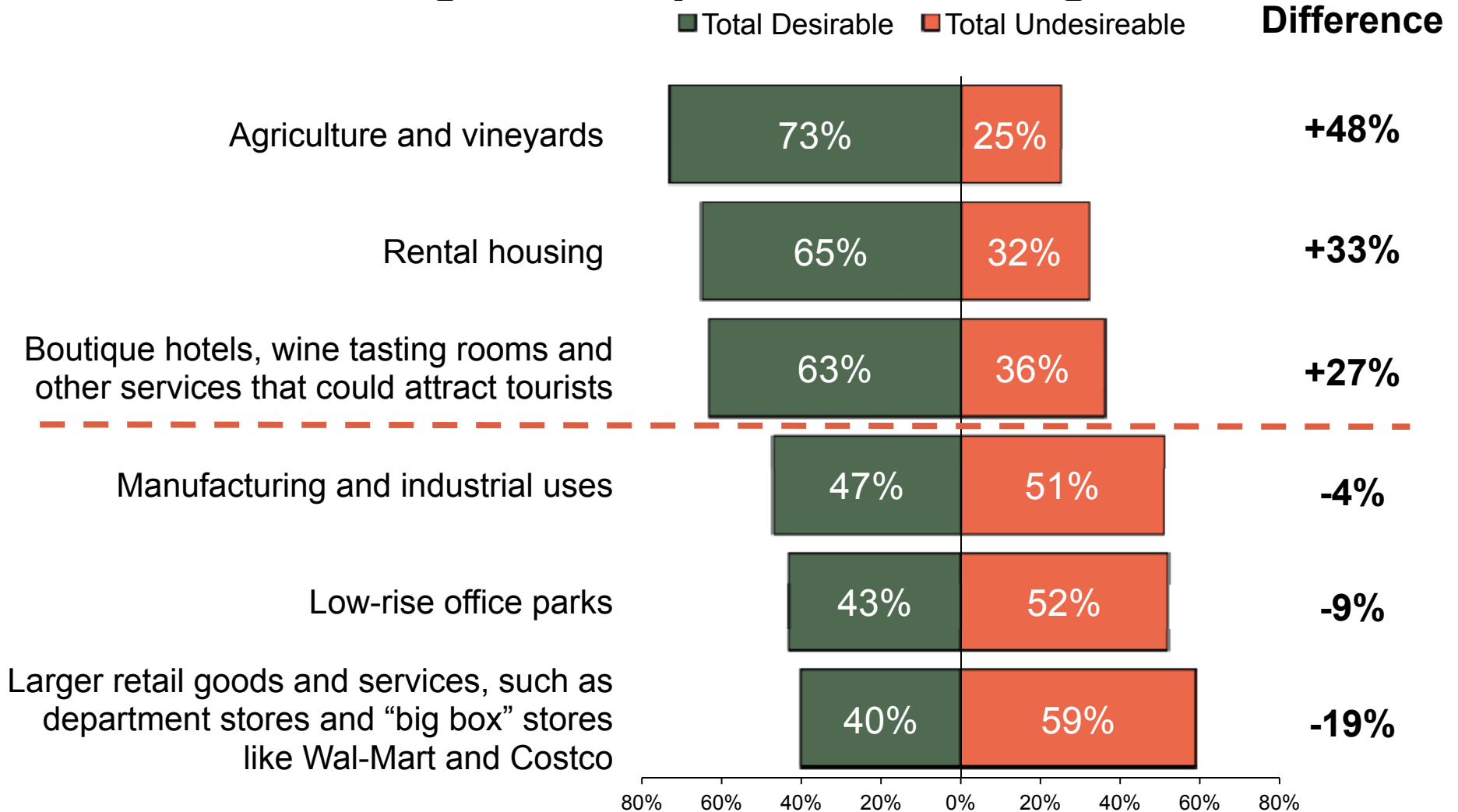


# While a wide variety of lands uses are seen as desirable, parks, open space and natural areas top the list.

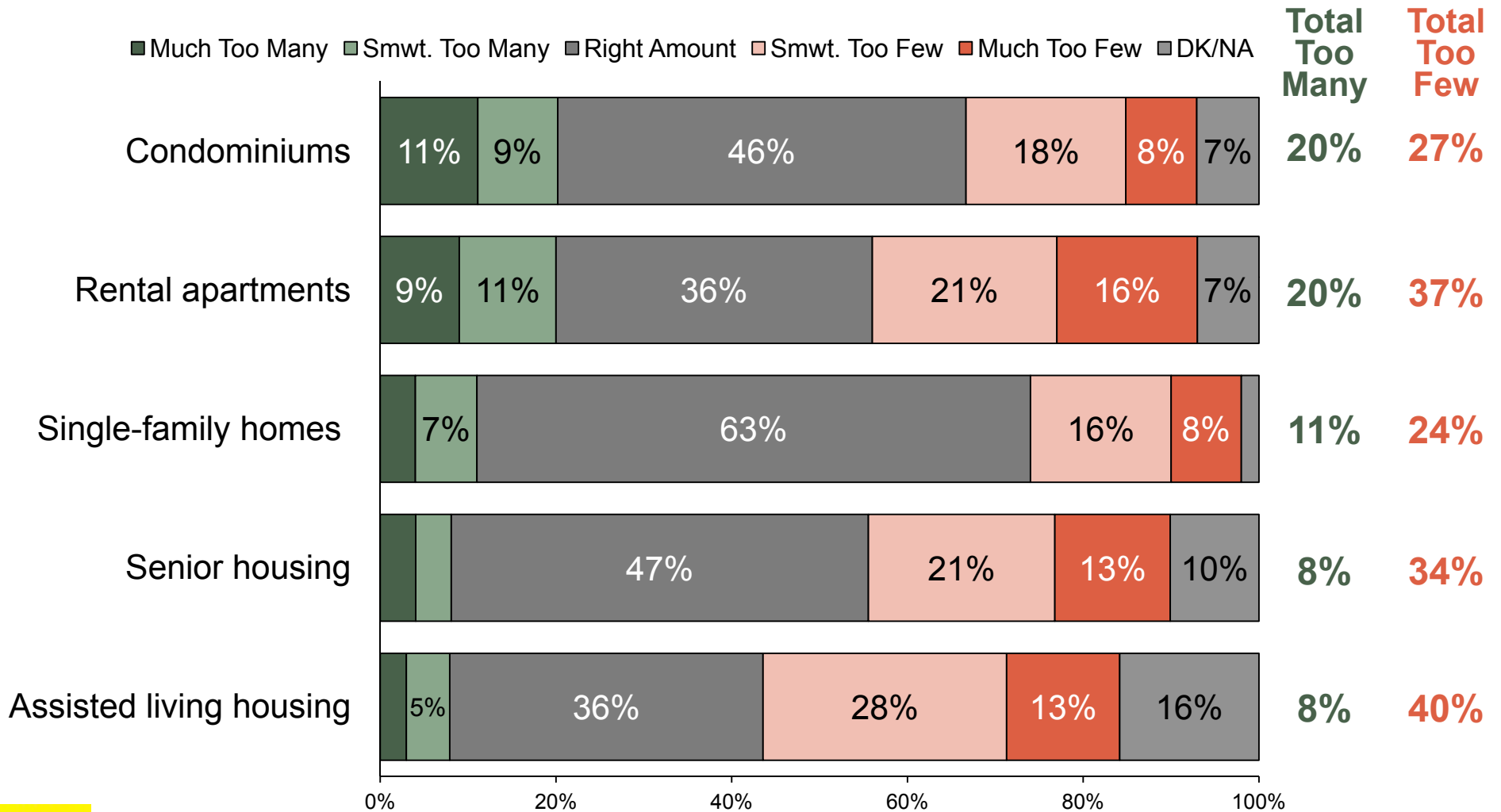
59% "very" desirable



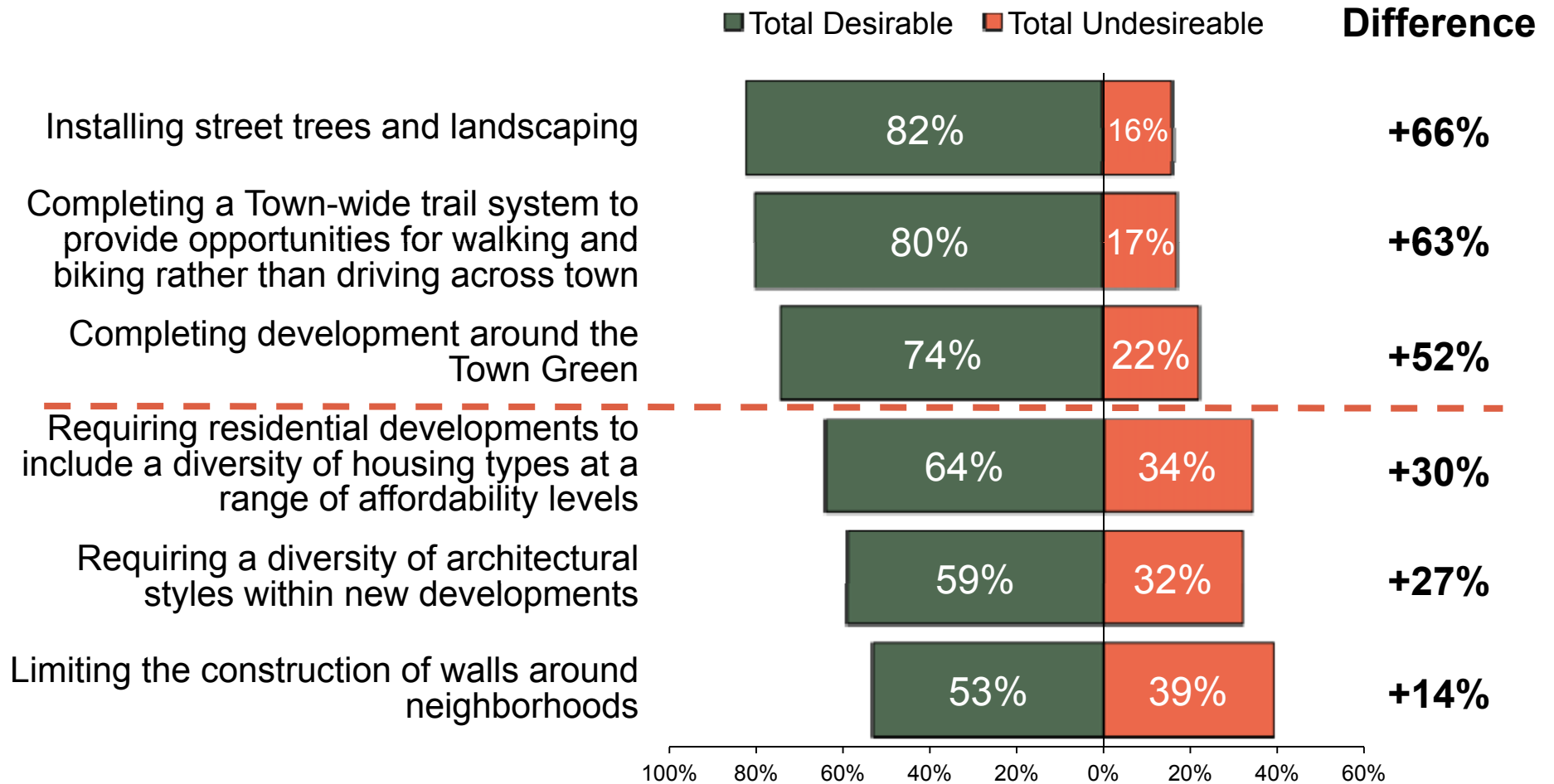
# Less desirable lands uses include manufacturing, office parks, and large retailers.



# Few have particularly strong feelings about the amount and type of housing in Windsor.



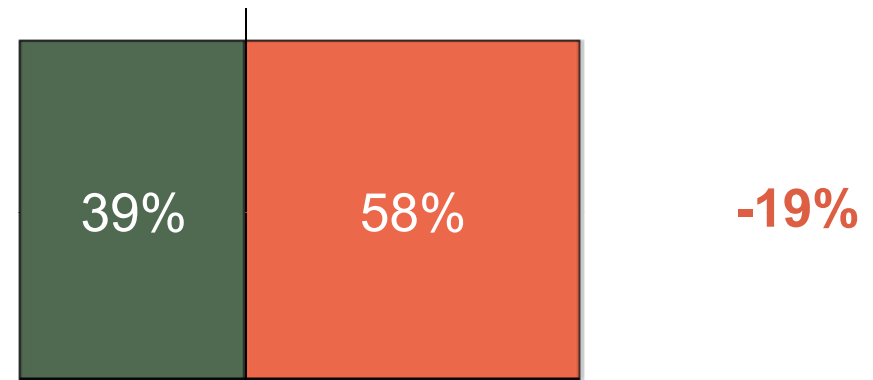
# Installing trees/landscaping and completing the Town trail system and Town Green development are seen as good ways to improve Windsor's appearance.



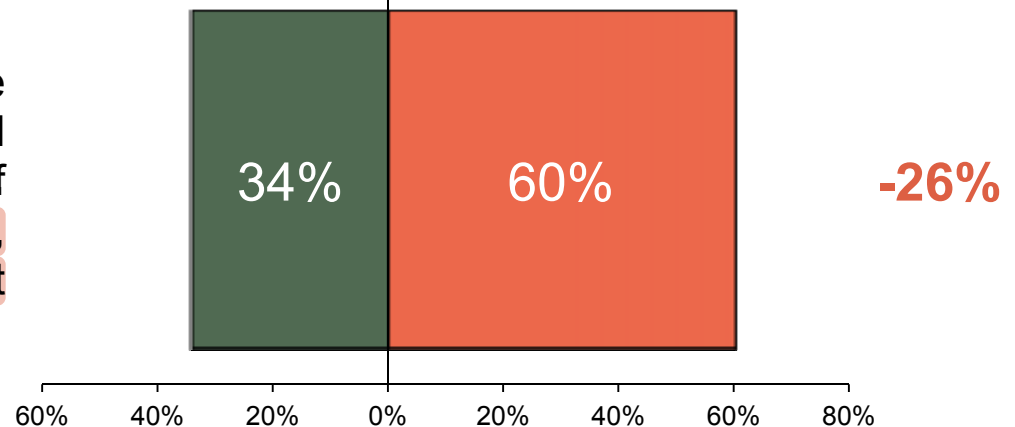
# There was little enthusiasm for redeveloping the north side of Town Green and relocating current buildings near that location.

■ Total Desirable ■ Total Undesireable **Difference**

\*Relocating and replacing Town Hall, the Library, and Huerta Gym; and redeveloping the area on the north side of the Town Green with a new hotel and conference center



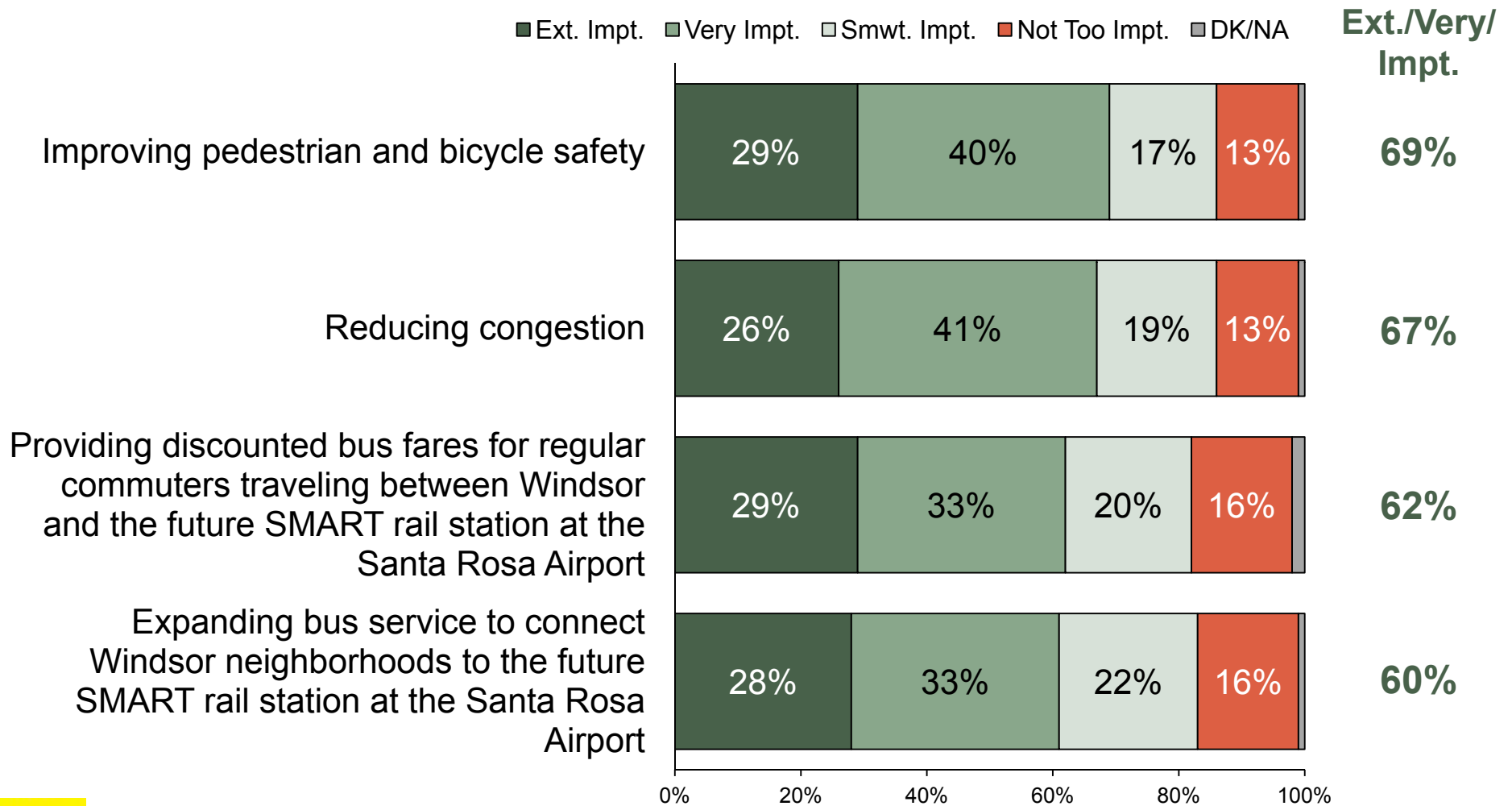
\*Relocating and replacing Town Hall, the Library, and the Huerta Gym; and redeveloping the area on the north side of the Town Green with new commercial, mixed-use development



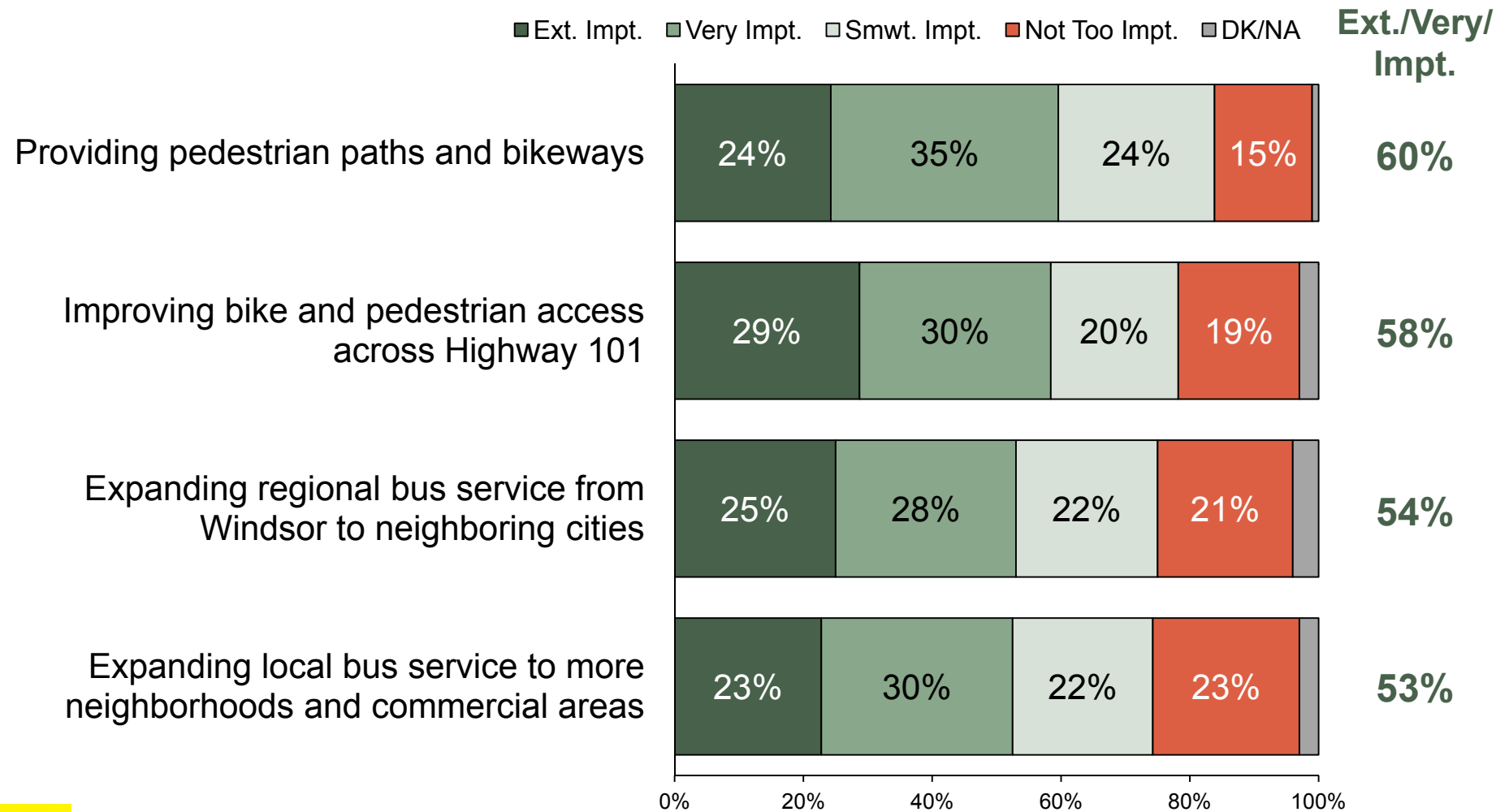
60% 40% 20% 0% 20% 40% 60% 80%

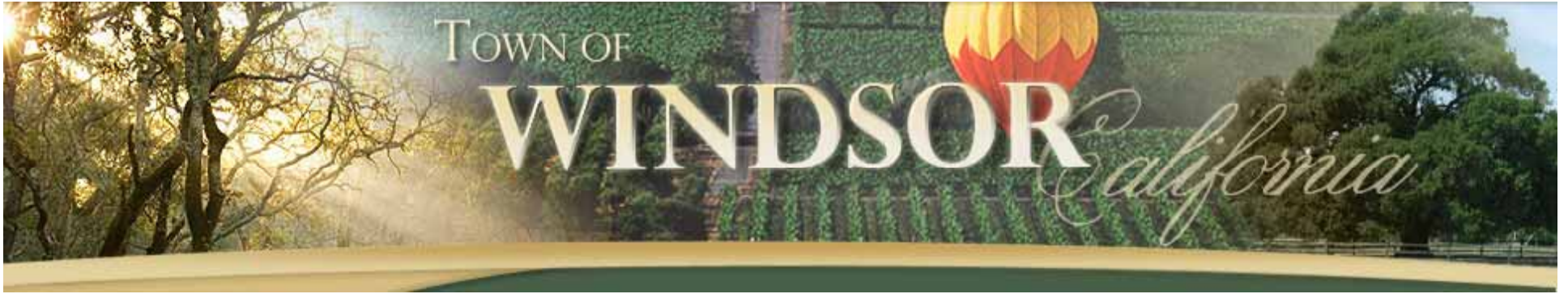


# Many transportation goals are seen as important, including improving pedestrian/bicycle safety and reducing congestion.



# Though still viewed as important in the abstract, expanding bus service is a comparatively lower priority.



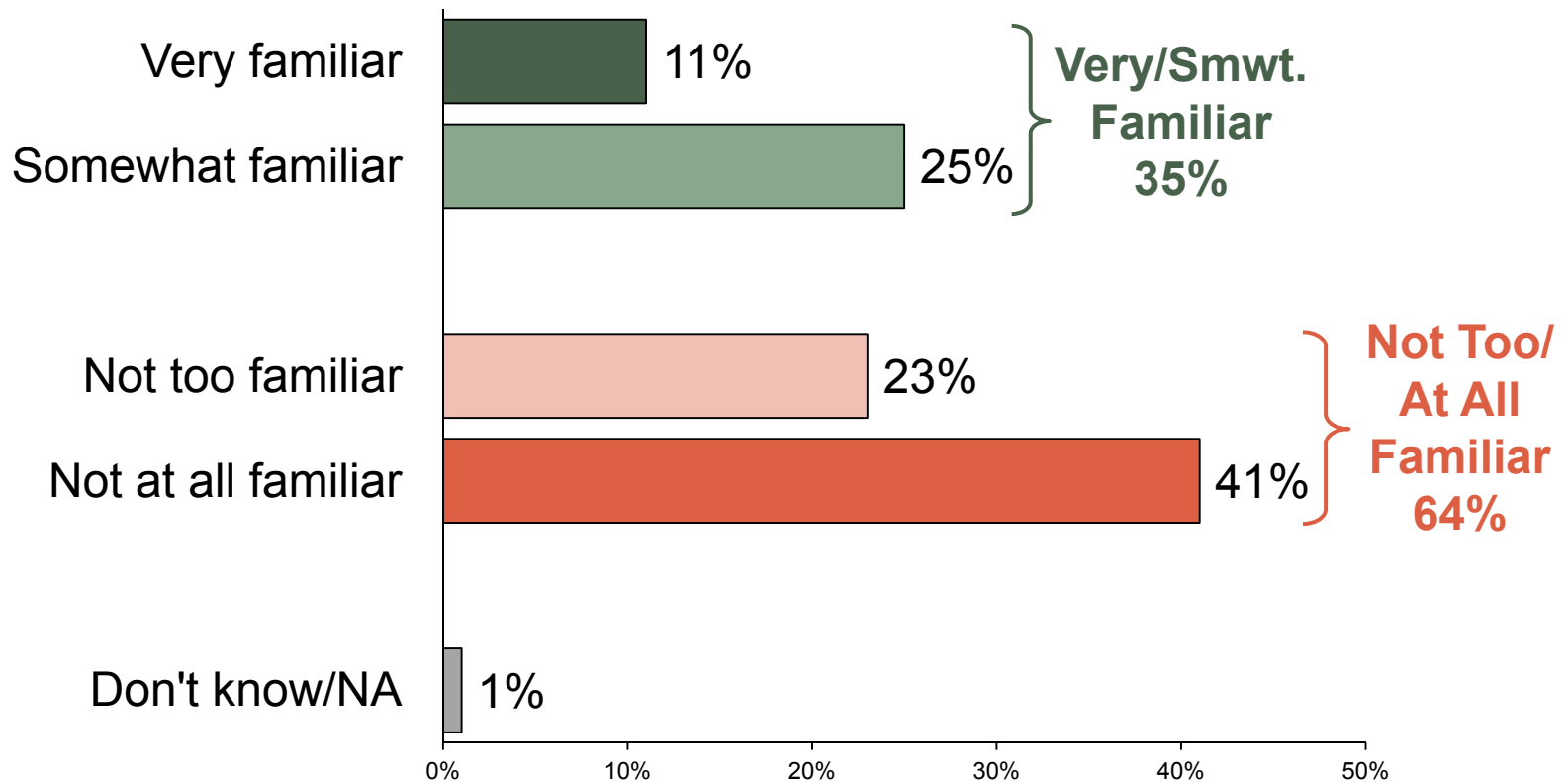


# Urban Growth Boundary

*Respondents were asked if they were familiar with Windsor's Urban Growth boundary, provided some background information about the Urban Growth Boundary, and asked a handful of questions related to it.*

# Only one-third have any level of familiarity with Windsor's Urban Growth Boundary.

*How familiar are you with Windsor's Urban Growth Boundary: very familiar, somewhat familiar, not too familiar, or not at all familiar?*



# Those disproportionately likely to be familiar with the UGB are somewhat more educated.

Demographic Group	Total Familiar	% of Sample
<b>All Voters</b>	<b>35%</b>	<b>100%</b>
Lived in Windsor 16-25 Years	<b>47%</b>	29%
Ages 50-64	<b>45%</b>	33%
Four-year College Graduates	<b>43%</b>	37%
Some College Education	<b>43%</b>	27%
Republican Men	<b>43%</b>	16%
Work in Windsor	<b>41%</b>	20%

**Many segments of the population are unfamiliar with the UGB, particular those with only high school educations.**

<b>Demographic Group</b>	<b>Total Not Familiar</b>	<b>% of Sample</b>
<b>All Voters</b>	<b>64%</b>	<b>100%</b>
High School Educated	<b>82%</b>	19%
Democrats Ages 18-49	<b>79%</b>	17%
Ages 75+	<b>76%</b>	14%
Latinos	<b>75%</b>	16%
Lived in Windsor 0-5 Years	<b>73%</b>	17%
Ages 65+	<b>72%</b>	24%
Renters	<b>72%</b>	20%
Ages 40-49	<b>71%</b>	17%
5+ People in Household	<b>71%</b>	16%
Post-Graduate Educated	<b>71%</b>	13%
Voters of Color	<b>70%</b>	25%

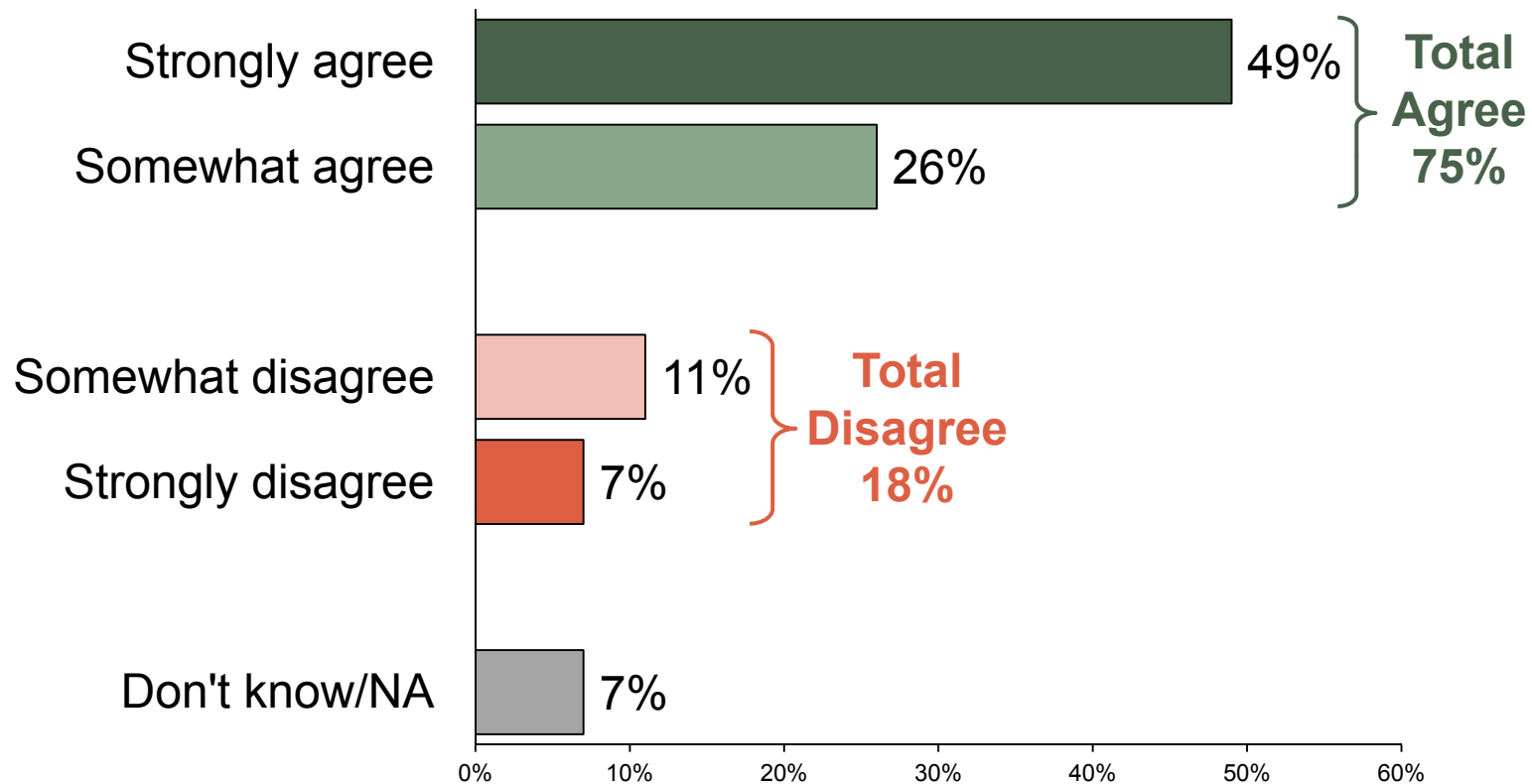
## Urban Growth Description Provided

*Windsor is surrounded by agricultural lands, open space, and steep hillsides which, in combination, provide a greenbelt or buffer zone that separates developed areas of Windsor from other nearby communities. To maintain a greenbelt around Windsor, the Town adopted an Urban Growth Boundary for 20 years that will expire in 2017.*



# Sentiment is strong for renewing the Urban Growth Boundary for another 20 years.

*The Town should continue the Urban Growth Boundary for another 20 years*

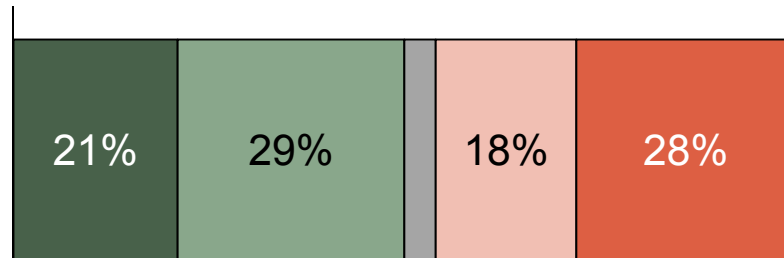


# Opinions are very much divided as to whether the boundary should be expanded for housing, development, or a new school

■ Strng. Agree   ■ Smwt. Agree   ■ DK/NA   ■ Smwt. Disagr.   ■ Strng. Disagr.

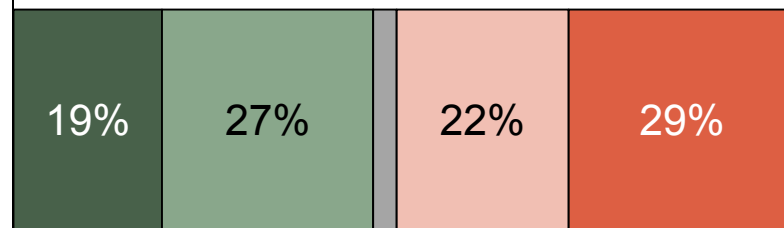
**Total Agree**   **Total Disagr.**

To address growing student populations, the Town should consider expanding the Urban Growth Boundary in order to accommodate a new school



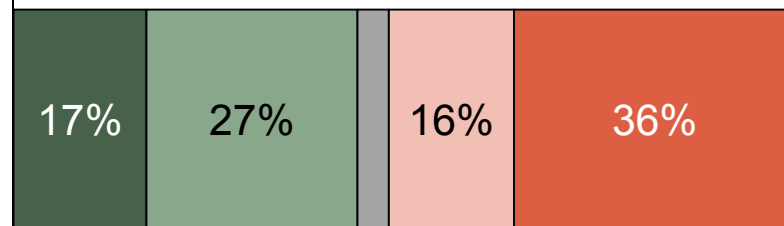
**50%**   **46%**

The Town should expand to the full limits of its Urban Growth Boundary in order to provide housing for residents



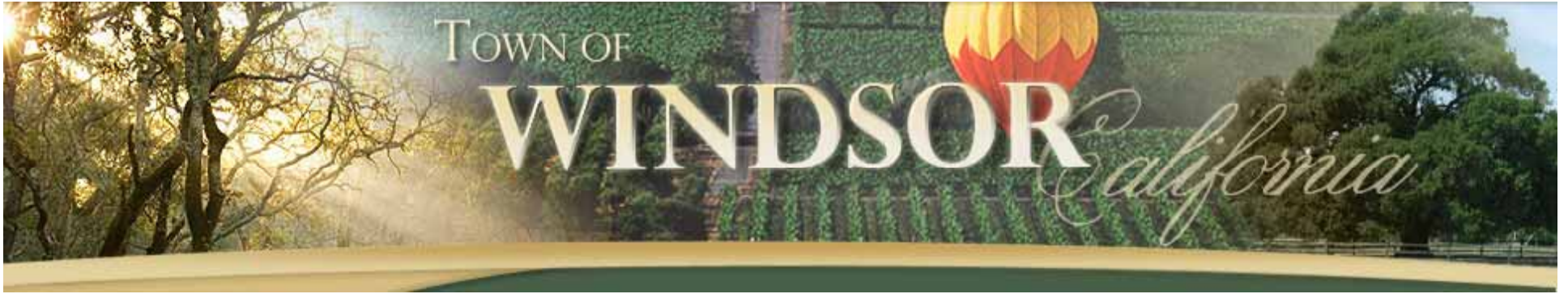
**46%**   **51%**

The Town should consider expanding the Urban Growth Boundary to allow more development



**44%**   **52%**

0%   20%   40%   60%   80%   100%



# Conclusions

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- There appear to be few hot-button issues in the Town of Windsor; most feel good about living in the Town.
- Most feel generally comfortable with the way growth and development has been managed in Windsor, and feel it plays an important role in local economic development.
- When it comes to the General Plan, many want it to protect the environment, mitigate traffic congestion, and provide for more parks, open space and trails. There is also strong support for continuing the Urban Growth Boundary for another 20 years.
- At the same time, there is also a desire that the General Plan help create more job opportunities, addressing housing pressures, attract tourists, and ensure for the provision of Town services.
- Overall, voters appear to want the General Plan to strike a balance between these two different categories of goals, and generally feel that the Town has been able to do so in past.

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