

A Vision of Our Future in Davis

Ideas and Thoughts from
the Community

September 2023



A COMMUNITY VISION REPORT
COMPILED BY THE **GENERAL PLAN AND
COMMUNITY VISION COMMITTEE OF
THE LEAGUE OF WOMEN VOTERS
DAVIS AREA MAS UNIT**

EXECUTIVE SUMMARY

The purpose of this project was to survey a sample of Davis residents, allowing them to share their views on the elements which the Davis City Council must consider when revising the Davis General Plan.

- The information gained, and reported here, is intended to help the Council as they develop their revision.
- The project is the work of a Davis Area League of Women Voters (LWVDA) committee formed in 2021, which became known as the “General Plan and Community Vision Committee” (GP/CVC).

By and large, we (the GP/CVC) found that Davis residents were eager to describe their vision of what Davis should be in the future.

- Nearly one thousand residents completed surveys.
- We invited some to take part in focus groups to allow them to discuss the elements in a more open-ended way.

Participants expressed the desire to understand the elements better, develop their opinions and give voice to them.

- They believe that the City would avoid lawsuits and NIMBY attitudes if the public was better informed about proposed projects that might affect them and their neighborhoods.

Participants in a contact survey most often named “Housing” as the element to which they gave highest priority. In follow-up focus groups, participants:

- Acknowledged the need to increase density and suggested several ways this could be achieved.
- Thought that infill should be completed before the City expands into the urban reserve.
- Felt that the preservation of some contiguous farmland is important; they wanted to keep the agricultural nature of the Davis environment.
- And most felt that open space is necessary to make Davis livable, but recognized that additional housing is also necessary, that trade-offs have to be made, and managed growth has to be smart.

Participants argued the need for economic development which would increase the chances of residents being able to work and live in the same community.

- Many favored the addition of another research park.

When questioned about conservation, focus group participants gave saving water a high priority and volunteered ideas for possible solutions.

- They suggested that Davis initiate grey water and water storage projects and that this should be made mandatory in new housing developments.
- Incentives could be offered to owners of older homes to install these water saving devices.

There were robust discussions of how to improve transportation in and around the City of Davis.

- A majority of participants believe that Unitrans is a community asset but few of them know how to use it.
- They think that public transportation, as it is now available, and the use of bicycles are not enough to reduce car use in Davis.
- They like the idea of making downtown Davis a more attractive and walkable area.
- They would also like to see stronger enforcement of traffic rules for bicycle riders.
- They are skeptical about the value of imposing parking fees, as they think this would encourage residents to shop outside of Davis.

The LWVDA is not advocating for any of the suggestions or opinions stated in this report.

- We merely aim to demonstrate which strategies for addressing the issues facing Davis are likely to be most readily supported by Davis residents, and which ones may be harder to promote.

TABLE OF CONTENTS

Section	Page
Executive Summary	i
1. Introduction	1
2. Methodology	2
3. Contact Survey Results & Participant Comments	4
4. Focus Group Results	8
Acknowledgements	17
Appendices	
Appendix A: Contact Survey	A-1
Appendix B: Training Document Focus Group Leaders	B-1
Appendix C: Focus Group Leaders' Guide Housing Discussion	C-1
Appendix D: Focus Group Leaders' Guide Land Use Discussion	D-1
Appendix E: Focus Group Leaders' Guide Conservation	E-1
Appendix F: Focus Group Leaders' Guide Circulation (Transportation)	F-1

1. INTRODUCTION

In 2022-3, members of the Davis Area League of Women Voters (LWVDA) formed the GP/CVC to develop a project aimed at learning about Davis residents' preferences for the future growth and development of the City of Davis (City). We chose to do this by asking a sample of residents how important they regard various General Plan Elements, which city councils in California must include. The goal of the project was to provide the Davis City Council with information to consider when revising the [Davis General Plan 2001 amended through 2007](#). This report will demonstrate which strategies for addressing the issues facing Davis are likely to be most readily supported by Davis residents, and which ones may be harder to promote.

The project consists of two parts: first, a contact survey to collect information about the residents' familiarity with the specific elements addressed in the City of Davis General Plan (General Plan) and their ratings for the importance of each element; second, focus groups to collect in-depth information about the support residents would give to the City's implementation of the General Plan elements.

The members of the GP/CVC are:

Mary Jo Bryan (Chair)	Ruth Coleman
Janice Bower	Eileen Hamilton
Marilu Carter	Lesley Newson
Arrietta Chakos	Dorothy Place

2. METHODOLOGY

The Contact Survey

932 contact surveys were completed.

The survey form was developed to collect information on the familiarity with and preferences for the general plan elements (see Appendix A). The participants were asked to consider each element and rate it on a scale of 1 to 4 with 4 being the highest priority and 1 the lowest. Participants had the option of giving a rating of “Don’t Know” (DK) if they had no opinion or familiarity with that specific element. In addition to ratings, the survey collected data on participants’ gender, home ownership status, and age.

Surveys were conducted at the following locations:

1. Davis Farmer’s Market
2. Several political, religious, and social gatherings
3. Downtown Davis, 2nd Street
4. East Davis shopping mall (8th Street)
5. West Davis shopping mall (Lake Blvd)
6. 5th and L Street shopping area
7. Various Davis neighborhoods

The survey was conducted as follows:

1. Potential participants were approached and introduced to the League of Women Voter’s project.
2. Those who said they were Davis residents age 18 years or older were asked if they would be willing to fill out the survey. Virtually all who were approached agreed to participate.
3. The surveyors were instructed not to offer information. If the respondent was unsure, they were to record their answer as DK.

Focus Group Discussions

Five focus groups were conducted to collect in-depth information about the strategies that should be considered to meet the City's needs for future growth. Participants were selected from groups representing five categories of Davis residents.

Category	Represented by
Faith-based	Interfaith Housing Justice, Davis (which represents a variety of Davis religious communities)
Seniors	Rancho Yolo Senior Living Community
Business and social groups	The Independent Order of Odd Fellows
Parents of young children	North Davis and Birch Lane Elementary Schools
Community activists	Sierra Club, Tree Davis, Cool Davis, Indivisible Yolo, The Downtown Plan Team

We chose these categories to represent Davis residents' interests and community involvement. In the first four categories, an individual from each group was asked to recruit volunteers for participation. For the community activist group, individuals participating in each of the listed organizations were contacted by a member of the GP/CVC and asked to volunteer.

With one exception, eight or more participants attended each group. The exception was a group of young parents, the most difficult to recruit. That group had five members.

An audio recording was made of each group and notes were taken by both the group leader and a designated recorder. The focus group meetings lasted between 90 minutes and two hours.

The focus group leaders' guides are contained in Appendices B-F.

3. CONTACT SURVEY RESULTS

Description of the Population Surveyed

Of the 932 persons responding to the survey, 561 (60.1%) were female, 348 (37.3 %) were male, and 23 (2.5%) responded non-binary or no answer. We varied the times and places where we approached potential participants in hopes of increasing the number of male participants.

The average age of the participants is 56.6 years. This was roughly the middle of our targeted age range because, according to the [2020 US census](#), if Davis residents under 25 years (who are more likely to be short-term residents) are omitted, the median age group in Davis is 50-59 years.

Of the participants, 620 (66.5 %) are homeowners and 241 (25.6%) are renters. The remaining participants either didn't answer or had alternative living arrangements such as sharing a household with a relative.

The sample is skewed but renters and younger persons may be less likely to be planning to continue to live in Davis. We therefore suggest that our sample is likely to represent those residents who have a long-term interest in the future development of Davis.

Survey Findings

The results are summarized in charts on the following two pages. Figure 1 shows participants' opinions about the mandated elements of the General Plan (those that must be included). Figure 2 shows their opinions of the supplemental element (those that can be included).

Of the mandated elements, the issue rated as most important was Housing, followed by Safety. The element least understood was Circulation. A number of participants asked what the word meant in the context of the survey. Of the mandated elements, Noise was given the lowest priority.

Among the supplemental elements, those rated to be of highest priority were Social Justice and Community Services. None were considered as important as the Housing element from the mandated list.

Figure 1. Mandated Elements

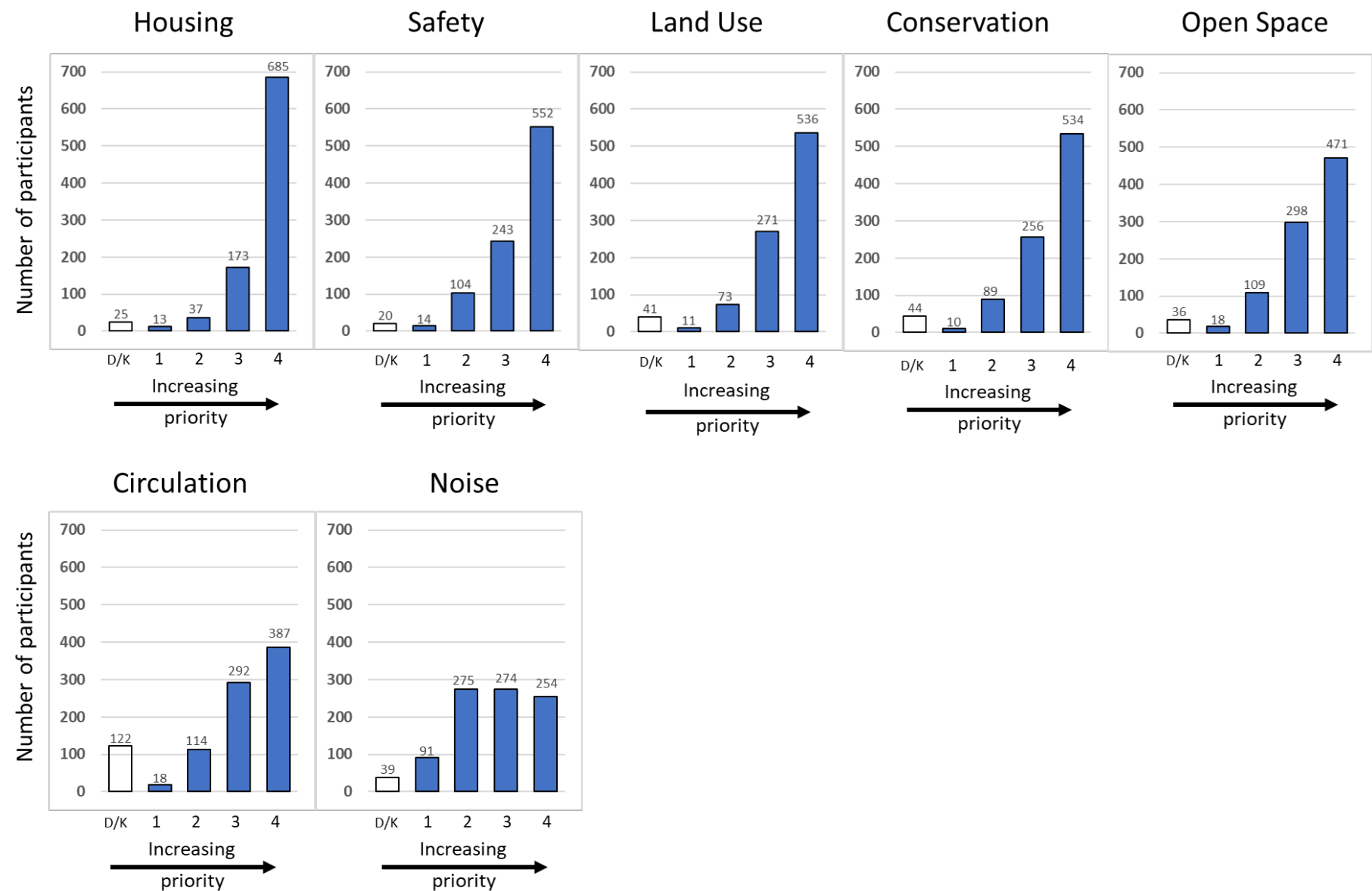
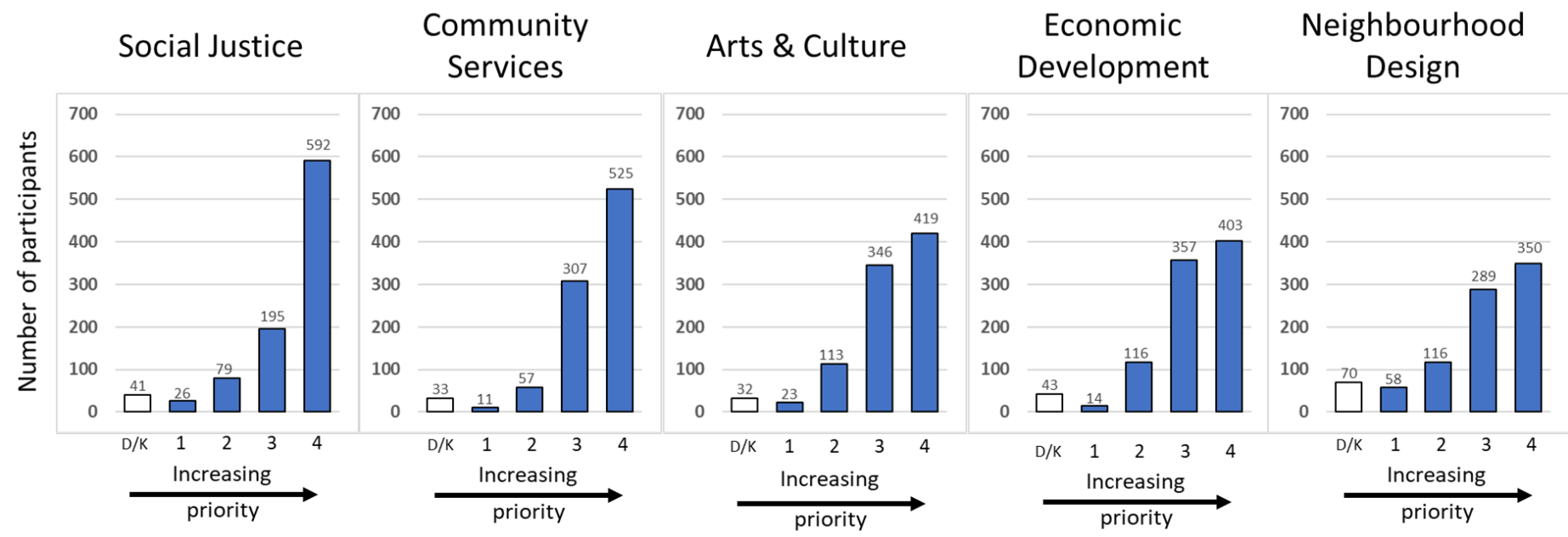


Figure 2. Supplemental Elements



Comments volunteered by participants.

The following comments were spontaneously offered by contact survey participants and are reported here to provide insight into the results.

1. Several participants suggested that the supplemental elements should not be included in the general plan while others suggested several categories that could be added. These included youth services and education, health care, climate concerns, and animal protection.
2. Most of the comments concerned deficiencies in the maintenance of parks and open space. One respondent mentioned the woman killed by a falling tree limb and another wondered if the City should have a policy regarding the handling of potentially dangerous trees. Several people thought they would like to see more trees in the greenbelts and along City streets and that the planting of and caring for trees should be a larger part of the City's agenda. Several wanted more tennis and pickle ball courts.
3. Some mentioned that the City needed to fix "crumbling" bike paths. Eliminating traffic lanes in favor of wide bikes lanes is, according to one respondent, more likely to cause traffic congestion than prevent it. One person thought speed bumps caused accidents rather than preventing them. A number of participants thought the City should enforce traffic rules on bicycle riders.
4. Affordable housing, low vacancy rates, and housing for the homeless came up several times as major concerns.
5. With respect to arts and culture, one respondent thought that too little attention was paid to this element and that the City should sponsor multi-generational activities.
6. One person suggested that the City needed more economic development to pay for open space expenses such as new trails and parks. To another, expanding its infrastructure was the City's biggest financial problem. That person thought that no new housing should be built unless we have a new general plan that takes these expenses into consideration. Another thought that the absence of economic development reduced competition and led to local businesses overcharging.

4. FOCUS GROUP RESULTS

The discussions of the five focus groups consisted of four components: Housing, Land Use, Conservation, and Circulation (transportation). Appendices C-F contain the guides used by focus group leaders. Time considerations dictated that the topics be limited to those four components, although there was some discussion of the other elements. For instance, the housing discussion included comments on neighborhood design and preservation, as well as some social justice issues. The methodology section (page 3) contains information how the participants were selected.

Housing

The housing section began with the following statement and general question:

Based on the Sacramento Area Council of Governments (SACOG) and the Department of Finance's projections, over 1,000 housing units need to be constructed in Davis in the next eight to ten years. Of those units, a little over 23% have to be for extremely and very low-income families and 16% have to be for low-income families: a total of over 39% of the projected housing needs. In your opinion, how can the City of Davis best meet those needs for housing?

In general, the focus group participants felt that those needs would be difficult to meet because of the limited infill land available, the constraints of Measure J, and the cost of land and housing construction. Many had difficulty envisioning the possibility of attractive, well-built housing for low-income families being constructed in Davis but, when asked about specific strategies that could help overcome these obstacles, the groups made some suggestions.

1. The need for more open and flexible zoning was frequently brought up, including the need to loosen restrictions on auxiliary dwelling units.
2. Without exception, the participants were disappointed with the decision of the owner of University Mall to withdraw the housing portion of the project. Participants wondered if more flexible zoning ("form-based zoning") could have prevented that outcome. One suggested that more flexible land-use policy may delay construction but it could also reduce the chance of developers changing plans and residents suing developers.

3. Many agreed that the City should complete all infill projects before expanding into the urban reserve. Their opinions were motivated by their desire to maintain Davis's agricultural heritage. Moreover, these participants all agreed that the City should identify valuable agricultural land and preserve it. They suggested that the best area for expansion is the northwest corner of Davis where the land is less suitable for farming.
4. Participants expressed willingness to accept higher density – to build up rather than out. The majority agreed that Davis would have to increase the number of stories allowed, preferring increased density as a solution to urban sprawl. One reservation expressed was the undesirability of constructing high-rise buildings on lots that are adjacent to residential neighborhoods. In these cases, some thought that adjacent new construction should be no more than one or two stories higher than surrounding homes. An opposing opinion was that Davis is not a “view” City so multiple stories are not a big problem. Another suggestion was that high-rise building be limited to corridors and/or existing shopping malls.
5. If Davis is to prevent urban sprawl, some suggested, the City should be planning for smaller houses on smaller lots. Many suggested a greater variety of housing: condominiums, duplexes and fourplexes, mini homes for single occupants, and students. While they appeared to accept the idea of “flats for sale” rather than single family housing, most seemed to prefer small single-family homes, especially young parents. This group was the most adamant about having a yard.
6. Faced with the cost of land and housing construction, the participants thought that the City should investigate several approaches. They mentioned Habitat for Humanity and co-operatives. Many suggested the City should investigate The Rivers in West Sacramento.
7. Several suggestions focused on moving the City Public Work Corporation Yard (on 5th Street) outside the City and constructing housing on that property. Others pointed out the negative aspects of finding sites for relocating the Corporation Yard and the cost of the move. Nevertheless, the participants believed that the City had land under its control that could be used for housing.

8. The development of mixed-use neighborhoods was considered worthy of consideration by most participants. They liked the idea of “walkable” neighborhoods that provide what they called “small services.” However, they were quite firm about the type of services. They opposed 7/11s and gas stations. All agreed that the Chen Building, across the street from the train station, is an excellent example of a high-rise, mixed use development, one that is both useful and architecturally pleasing. As important, the participants weren’t opposed to the idea of changing some existing commercial and residential areas into mixed use developments.
9. The right to subdivide vertically and the right to build something in the air above property that can be sold or leased separately, “air rights” was mentioned. A participant suggested that the City could sign over the air rights to a non-profit affordable housing developer such as Mercy Housing Corporation. Possible sites for construction would be located above existing parking lots. Several pointed out the problem of building over existing foundations, which might not support additional weight.
10. Housing for the disabled and unhoused Davis residents was identified by some as a high priority. As one participant said, “If we are a civilized country, we should build for these groups first.” Participants suggested that the City should investigate the homeless project known as “Fourth and Hope” in Woodland. Similarly, Davis should look to other cities for innovative projects rather than relying only on what developers put forward as potential projects.
11. Everyone thought the City should give builders incentives to construct housing for low to moderate income families. Lowering developers’ fees was one suggestion to achieve this. However, all agreed that the City should not give developers a buy-out unless the money going into the Housing Trust Fund actually equals the cost of the original contracted-for low-to-moderate income housing construction. This pre-condition would force the developer to meet the City’s housing requirement.
12. The groups’ opinion of Measure J as a method to regulate growth was mixed. Some simply thought it has worked thus far to keep Davis from urban sprawl and should remain intact as amended in Measure R.

Others thought it should be revised so that the restrictions on growth are not so onerous and likely to work against meeting our housing needs. One way would be to redefine the City perimeter. Another might be to require 60% opposition to a project before approval is withheld.

13. The groups realized that funding the Housing Trust Fund is problematic. It was suggested by some that the City should tax residents to capitalize the Housing Trust Fund.
14. In general, the participants thought that the City relied too much on developers “piggybacking” the building of affordable housing on the creation of large developments. As a result, the affordable housing is rapidly regarded as part of the general development and often doesn’t stay affordable. According to some participants, the City needs to change its model. They suggested that the City present to developers its need of affordable housing and the type of housing it needs. They should then offer incentives to induce developers to take on these projects.
15. Participants agreed that housing constructed for low-income families should never be recapitalized at market rate, either rental or owner-occupied homes.
16. Participants felt that the City should promote neighborhood participation in proposed projects and engage the residents in discussions of their pros and cons. They encouraged the City Council members to be more visible and interact with Davis residents more often, and not just at election time. The Council needs to work to educate the Davis community. If residents were more aware of the problems associated with lack of housing and housing development, there would likely be fewer threatened lawsuits and citizen objections.

Land Use

Overall, focus group participants agreed with the principles of slow, well-managed growth, although several questioned whether growth has been that well-managed in practice. They universally agreed that open space helps make a city livable but when the cost of land and construction is taken into consideration, the need for

open space has to be balanced with the need for housing. Their comments included the following.

1. Davis is no longer a “small town.” We need to densify. We don’t need “slow growth”; we need “smart growth”.
2. All agreed that open land, was once available and relatively inexpensive, but is now largely unavailable and costly. The participants believe that open space projects should be approached cautiously and be carefully planned.
3. Parks and greenbelts should be available to every neighborhood, not just new housing tracts.
4. Before constructing more open space areas, the City needs to better maintain the open spaces already in existence. Participants observed that the developer constructs the open space areas but leaves the City or homeowners with the maintenance costs.
5. The groups believed that the City taking on projects outside the City limits, such as the Putah Creek wild animal habitat/corridor, might be too costly for the City to construct and maintain.
6. Without exception, the participants agreed that agricultural land should be preserved, that the City should promote the interface between growers and community residents, and use its influence to promote family farms.
7. Many would like to see downtown Davis become a closed-off pedestrian mall.

The participants agreed that Davis would benefit from economic development and everyone thought that, ideally, people should work close to where they live.

1. A research park was the most commonly mentioned project that could be approved by the electorate.
2. Several thought that the City should partner with the UC Davis to develop a research park. They reasoned that the university had plenty of land available and that a joint venture could be possible.
3. Others thought that a research park could be built on the periphery of the City.

4. Others lamented that the University is building in Sacramento rather than in Davis, while others noted that Woodland's planning for a research park is already under way. It was felt that Davis has been left behind.
5. Without exception, the participants are pleased that most big box stores have been kept out of Davis.

Conservation

The participants were asked for their opinions regarding land use, open space, natural resource systems, ecological processes, agricultural land, flood corridors, riparian habitats, groundwater recharge, and storm water management. The following outlines the group's discussions on conservation.

1. Participants focused on water shortages and run-off, perhaps influenced by the recent drought and subsequent year of heavy rain and snowfall. They thought the City should offer incentives to encourage homeowners to replace lawns with drought-tolerant plants. They also thought the City should consider replacing lawns on the greenbelts with trees and shrubs that can withstand climate change and nourish pollinators.
2. Some participants suggested that all new housing construction should include greywater recycling and some type of water storage unit. Participants would like to see the City investigate how other communities have encouraged existing homes to install such facilities.
3. Participants were concerned that the City has ordinances designed to prevent the waste of water, but the rules are rarely or not fully enforced. Some commented that they had observed wasteful watering of City-owned property. And when they reported water waste, overwatering and leakages, they saw no evidence of repairs being carried out promptly.
4. Participants see the need to recharge underground water supplies as one of the City's most important conservation priorities. They would like to see more swales, more porous or permeable surfacing, and ditches surrounding agricultural land positioned and maintained to capture water runoff.

5. Some thought the public and private golf courses could combine their services to save water, reduce the use of fertilizers and herbicides, and free up the land for housing.
6. Many would like to see the City outlaw gas leaf blowers and offer a buy-back program for those currently in use.
7. Some wanted the City Council to enhance the current building codes to require greater energy efficiency in both residential and commercial construction.
8. The participants are pleased with the City's requirements for solar on new construction. However, they would like to see more incentives to build over parking lots and to install solar panels on commercial buildings.
9. Finally, the participants would like to see the City prioritize the installation of charging stations for electric cars and continue to encourage replacing gas with electric appliances.

Circulation

GP/CVC members carrying out the contact survey found that the element term "Circulation" (as used by the State) was frequently misunderstood and therefore the word "transportation" was used for the focus group discussions. We told participants that circulation (transportation) aims to create balanced multi-modal networks that meet the travel needs of residents. We asked them what they thought Davis should concentrate on in creating these networks.

1. The absence of adequate parking downtown was frequently mentioned. Some thought parking fees would reduce passenger miles to downtown, while others believed that this would just encourage shoppers to shop out-of-town.
2. They also suggested several options to reduce passenger miles. These included:
 - a return to rental electric motor bikes
 - a circular electric small bus to serve outlying areas or specific places such as the Senior Center
 - initiating a call-a-car system similar to Dixon's REDI-Ride.

- a rideshare program like the one offered to the Odd Fellows members
 - widening bike lanes to accommodate electric golf carts
 - displaying City-funded “park and walk” advertisements.
 - charging high school students to park at the school
3. Many would like to see Davis implement a walk-only zone for downtown with shuttle parking for shoppers but most were opposed to the shutting off of G Street. They find the G Street area uninviting, not a pleasant place to sit, chat, and observe the “goings on.”
 4. The participants were pleased with the Unitrans System and believed that it is one of Davis’s assets. Without Unitrans, they said, Davis would be virtually left without a bus system. They suggested that classes teaching folks to use the system could be offered at the Senior Center or at Osher Lifelong Learning Institute (OLLI) classes. One person mentioned that, in Brooklyn, New York, students’ curriculum included riding the bus and memorizing the bus stops.
 5. The schedule of YoloBus is limited and some stops in Davis have been eliminated. It was also suggested that, during high volume hours, the causeway between Davis and Sacramento should have a bus-only lane.
 6. Some participants said they like using the train but, as with the bus, train service had been curtailed and stop operating before 9 pm, making it impossible to use the service for evening events.
 7. Several participants would like to see Davis implement a train derailment protocol.
 8. Several spoke to the proposed relocation of the north/south train tracks. Those in favor thought it would reduce traffic congestion. Those opposed liked the idea of the train traveling through town. They felt it enhanced the small-town atmosphere of Davis.
 9. Everyone thought that encouraging bicycle use is a good idea, with some reservations. As one person commented, no one will ride their bike to Ace Lumber to pick up a couple gallons of paint.
 10. Participants commented that traffic rules do not seem to be enforced on bike riders. Of greatest concern to them are the bike riders who do not

display proper lighting and wear dark clothing at night. They worried about being involved in accidents with bike riders who are difficult to see.

11. The participants looked somewhat askance at traffic calming measures such as speed bumps and roundabouts feeling that they may increase the potential for accidents. With respect to roundabouts, many believed that almost no one knows how to use them properly.

ACKNOWLEDGEMENTS

The League of Women Voters' Davis Area General Plan and Community Vision Committee* would like to thank Bob Wolcott, retired City of Davis City Planner, who provided us with information on the General Plan and Community Vision process. We are also grateful to Steven Ames, a nationally recognized expert on Community Vision, who introduced us to the community vision projects of a variety of cities in a number of states.

The League of Women Voters' mission to encourage citizens' participation in government inspired this project, and we appreciate the support we received from the LWVDA Board and many of the members of the Davis League.

We are, of course, extremely grateful to the people of Davis who participated in our contact survey and focus groups.

And finally, thank **you** for reading this report.

* Mary Jo Bryan (Chair), Janice Bower, , Marilu Carter, Arrietta Chakos, Ruth Coleman, Bob Fung, Eileen Hamilton, Charlotte Lucero, Dave Murphy, Lesley Newson, Dorothy Place, and Matt Williams

LWVDA contact: Michelle Famula, LWVDA President (msfamula@gmail.com), (530) 304-4543)

APPENDICES

APPENDIX A

CONTACT SURVEY



Davis Community General Plan Survey

Please rate the following General Plan elements by circling each on a scale of 1 (not important) to 4 (very important).

MANDATED ELEMENTS (Must be included)

	Not Important	Somewhat Important	Important	Very Important	Don't Know
Land Use	1	2	3	4	DK
Circulation	1	2	3	4	DK
Housing	1	2	3	4	DK
Conservation	1	2	3	4	DK
Open Space	1	2	3	4	DK
Noise	1	2	3	4	DK
Safety	1	2	3	4	DK

SUPPLEMENTAL ELEMENTS (Like to have included)

	Not Important	Somewhat Important	Important	Very Important	Don't Know
Social Justice	1	2	3	4	DK
Arts/Culture	1	2	3	4	DK
Economic Development	1	2	3	4	DK
Community Services	1	2	3	4	DK
Community Design/ Neighborhood Preservation	1	2	3	4	DK

Please complete: Gender: _____

Circle one: Renter - Owner - Other

Enter: Year born _____

Thank you.

Interviewer's initials _____

Location _____

APPENDIX B

TRAINING DOCUMENT FOCUS GROUP LEADERS

FOCUS GROUP LEADER TRAINING DOCUMENT

The Focus Group Leader training document contains three sections: the purpose of the focus group, the focus group rules, and the guidelines for focus group leaders. The first two sections were shared with the focus group participants. The third are general guidelines under which focus groups are normally conducted to be followed by the leaders.

I Purpose of the focus group

The Davis League of Women Voters has undertaken a project to collect information about Davis residents' vision for the future of their city. The goal of the project is to provide the Davis City Council with a report that communicates that vision at the time the Council is revising the City's general plan.

The project consists of two parts: a community survey to collect information about the residents' familiarity with the specific issues addressed by the general plan followed by a series of focus groups to collect in-depth information about the support the residents would give to the City's efforts to fulfill the parameters set forth in each of those issues.

Before we start, has everyone here completed a community survey? (Pass out a survey to those who have not completed one.) While they are completing the survey, ask each of the respondents to introduce themselves by giving their names and the number of years they have lived in Davis.

II Focus Group Rules

1. We are recording all comments on tape and in writing. The name of your group will be contained in the methodology section of the report but, in the body of the report, no comment will be attributed to any specific person or group.
2. We are collecting opinions. Therefore, there is no right or wrong answer. Everyone's opinion is valuable and should not be taken as a cause for argument or disagreement.
3. Everyone will have a chance to give an opinion. If you do not have one, it is okay to say no opinion.
4. Please do not overtalk or interrupt. Only one person speaking at a time.
5. Please restrict your answers to the "short form." We have lots of material to go over so histories and lectures are not acceptable.
6. Please speak slowly and distinctly. As I mentioned, we are recording all comments and we want all opinions to be represented in the final report.
7. Point out the restrooms and give folks the permission to excuse themselves, if necessary.

III Guidelines for Focus Group Leaders

1. The focus group leader needs to be aware of the time and not let anyone speak over long or too frequently. An appropriate way to limit opinion leaders is to remind them that our time is limited and we have to move on.
2. Start with a general question. For example, “In your opinion, how can the City meet its affordable housing needs?” Go around the table and let each person give their opinion.
3. After everyone has participated, turn to the probes. Please state the probe in the same way at every session. Only ask the issues not covered in the general discussion.
4. If a person asks a question or wants clarification, it is okay to clarify but not to give your opinion.
5. Folks may ask if they can obtain a copy of the findings? We can offer a copy of the report after we have submitted it to the City Council and have given them time to read it.
6. Conclude the session by thanking the participants and assuring them that the League values their participation.

APPENDIX C

FOCUS GROUP LEADERS' GUIDE HOUSING DISCUSSION

HOUSING DISCUSSION

Introduction

Based on the Sacramento Area Council of Governments (SACOG) and Department of Finance projections, the housing construction needs over the next eight to ten years are to construct over 1,000 units. Of those units, a little over 23% are for extremely low and very low- income families and 16% are for low income families: a total of over 39% of the projected housing needs.

General Discussion Question. In your opinion, how does Davis meet these housing needs?

Probes (for topics not addressed in the discussion):

1. Density and housing type.
 - a) Should the City favor a balance between flats (apartments for sale) and single-family housing?
 - b) Number of stories acceptable.
 - c) Should high rise construction be limited to certain areas? Where?
 - d) Mixed use neighborhoods. Limited to certain areas?
 - e) Housing cooperatives?
 - f) restrictions on additional dwelling units (ADU)?
 - g) Replace neighborhood shopping malls with mixed use construction?
2. Special interests (homeless, elderly, handicapped). Considering the cost of land and housing. what are some ways the City can meet the needs of these groups?
3. How can the City raise public awareness about the changes that must be necessary to achieve these housing goals?
 - a) Currently, builders/developers can contribute to the Housing Trust Fund instead of building homes. Should the City offer incentives for developers/builders to help meet Davis' housing needs rather than giving them a buy-out. What are some suggested incentives?
 - b) Suggested methods for dispersing Housing Trust Fund moneys.
 - c) Suggested methods for dispersing from land trust fund monies.
4. Do you think Measure J-R is an effective method for helping Davis meet its growth needs?

APPENDIX D

FOCUS GROUP LEADERS' GUIDE

LAND USE DISCUSSION

LAND USE DISCUSSION

Introduction

Davis, thus far, has been a compact university-oriented city surrounded by farmland. In the recent past, the planning department's goal has been slow, well-managed gradual, not explosive growth.

General Discussion: Begin with a discussion of the principles of slow, well-managed growth. Does the group agree or disagree?

(Probes for topics not addressed in the discussion.)

1. Given the current very limited availability of open space, how does Davis include that issue in its planning objectives?
 - a. Require developers to include green spaces. What about extra cost to housing?
 - b. Open zoning.
 - c. Enhancement of existing open space (e.g., leadership in the development of habitat corridors along Putah Creek.)
2. Economic development, type and location.
3. Agricultural preservation.

APPENDIX E

FOCUS GROUP LEADERS' GUIDE CONSERVATION DISCUSSION

CONSERVATION DISCUSSION

Introduction

According to the General Plan, Conservation includes the following: land use, open space, natural resource systems, ecological processes, agricultural land, flood corridors, riparian habitats, groundwater recharge, and storm water management.

(General Discussion) In your opinion, how can Davis address conservation issues.

Probes (for topics not addressed in the discussion).

1. For example, to conserve agricultural land, should we build up or out?
2. Ground water recharge
 - a. Systems for controlling and retaining runoff.
3. Water conservation
 - a. Greenbelt maintenance
 - b. Tree maintenance and preservation
 - c. Increased tree planting efforts
 - d. Incentives for lawn replacements—residential and commercial
 - e. Greenbelt redesign to conserve water
 - f. Gray water. Who, how, and where?
 - g. Residential-based rainwater capture systems
 - h. Commercially-based rainwater capture systems
4. Natural resources
 - a. Mandate solar on new construction
 - b. Identify priority areas for conservation efforts
 - c. Better incentives or mandates for solar
 - d. The role of wind in Davis's conservation efforts
 - e. Program to replace gas with electrical appliances
 - f. What about electrical outages. How does the City plan for that?

APPENDIX F

FOCUS GROUP LEADERS' GUIDE TRANSPORTATION (CIRCULATION) DISCUSSION

TRANSPORTATION (CIRCULATION) DISCUSSION

Introduction

Transportation, or Circulation, the title used by the State of California General Plan element, attempts to balance a multi-modal network that meets the needs of all users for safe and convenient travel.

Discussion Question: In your opinion, what are the most pressing transportation issues in Davis.

Probes (for topics not addressed in the discussion):

1. Strategies to educate the public to change current transportation that is dependent on the automobile.
2. Strategies that encompass future transportation needs, such as charging stations for electric cars and consideration of future technological changes such as autonomous cars.
 - a. Free or subsidized charging stations.
3. Walkable neighborhoods. In your opinion, what makes a neighborhood walkable?
 - a. Traffic control, such as speed bumps, traffic circles, etc.
 - b. Greenbelts and open space.
 - c. Playscapes.
 - d. Proximity of services such as groceries, etc.
 - e. Inclusion of more one-way or closed streets (permanent or weekend/holiday.)
4. Strategies to reduce congestion.
 - a. Alternatives to present parking situation, e.g. outlying parking with transport to city center.
 - b. Increase the use of paid parking.
 - c. Increase regional shopping. Pros and cons.
 - d. Alternative transportation services such as ride and car share.
5. Bicycle safety, circulation.
 - a. Consistent, clearer, better-maintained stripping.
 - b. Include more bicycle-only signals at busy intersections.
 - c. Free or subsidized storage or lockers for bicycles.
 - d. Strategies to encourage more to use bicycles for transportation, particularly downtown.
 - e. Improved bike and walking path maintenance.
6. Safe routes to schools.