



C ★ E ★ R ★ E ★ S
**GENERAL
PLAN UPDATE**



**COMMUNITY
SURVEY REPORT**

August 1, 2016

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I Introduction

In 2015, the City of Ceres began its General Plan Update process. The General Plan Update provides an exciting opportunity for community members to envision the city's future and identify long-term goals and direction for development. The updated General Plan will articulate a long-range vision for Ceres and outline policies and programs to realize this vision. For more information on the General Plan Update process, please visit: <http://www.ceresgeneralplanupdate.com/>.

As a part of the public outreach process for the General Plan Update, all addresses in the Ceres city limits were sent a mail-in survey. Additionally, some surveys were distributed to a group of high schoolers in Ceres by Planning Commissioner Couper Condit.

This report presents the results and key findings from the survey responses. The survey was designed to gather detailed community input on what residents like most about living in Ceres, land use changes, the vision for Downtown, transportation network improvements, and location of new growth. Demographic information about the respondents was also gathered from the survey. The survey methodology is discussed below, and the findings are presented in Section 2, along with specific demographic results. The survey is included as Appendix A. Cross-tabulation tables of results for all demographics are provided in Appendix B, and responses to open-ended questions are provided in Appendix C.

I.1 Public Outreach Process

A variety of outreach activities are underway or have been completed as part of the planning process, which provide community members the opportunity to contribute their ideas, respond to choices, and help shape policy direction. Included with the mail-in survey was a newsletter introducing the General Plan Update process. Additional outreach activities to date have included:

- A joint City Council and Planning Commission study session;
- One community workshop in English and one in Spanish;
- Stakeholder interviews;
- General Plan 2035 project website;
- Presentations to a number of local service clubs;
- Ceres Partnership for Healthy Children; and
- One presentation in English and one in Spanish at St. Jude's church.

Concurrently with community outreach, the consultant team has researched existing conditions and is currently finalizing an Existing Conditions Report. In the next phase of the General Plan update process, the consultant team will develop, analyze and compare preliminary alternative land

use concepts. The results of this survey, along with other community input and technical analysis, will directly inform key components of the alternatives.

1.2 Methodology Overview

The City of Ceres utilized a census-style survey approach to invite all households to participate in the survey process. Approximately 15,500 surveys were mailed out, mostly through bulk mail to carrier routes within the city limits. For mail carrier routes that were only partially within the city limits, the City provided addresses for individual residences.

The survey included a full-color General Plan newsletter as well as pre-paid return postage for survey return. Text of the survey and newsletter was provided in English and Spanish. The survey was mailed on March 31, 2016, and the deadline to mail in a response was April 22, 2016. Surveys were accepted until May 3, 2016, when they were sent to be analyzed by an outside firm.

The Ceres General Plan update website also provided a copy of the survey in a PDF format identical to that which was mailed. Respondents were able to freely download the survey, print it, and return by mail or in person to City Hall.

The survey was also administered to a group of high schoolers in Ceres by a member of the Ceres Planning Commission. Sixty-one surveys completed by these students were delivered by the Planning Commissioner, Couper Condit, and were analyzed along with the rest of the mail-in surveys.¹

A total of 502 people responded to the survey, resulting in a response rate of approximately 1.1 percent of the population or 3.8 percent of households. There were 370 mail-in surveys completed in English, 71 mail-in surveys completed in Spanish, and 61 surveys completed in English from the high schoolers. Each question response in every survey received was coded into a database; for open-ended questions, keywords were coded. This database was used to analyze the results. The method of survey administration for the high schoolers is unknown, therefore, the question responses from the high schoolers were labeled and analyzed for any significant differences from the other surveys.

¹ Another 323 surveys completed by the high schoolers in Ceres were delivered on May 23rd and were not included in the analysis, as by that time, completed surveys had already been digitized and analyzed by an outside firm. City staff decided to perform some preliminary analysis of its own on the additional student surveys. City staff randomly chose 10 percent, or 32, of these surveys, and compared those responses to the surveys from high school students that were received prior to the mail-in deadline. City staff found few differences between these two sets of responses, which confirms that student surveys received after the deadline were similar to those that were analyzed.

1.3 Survey Questions

The survey posed a series of questions, and asked respondents to rate or rank specific planning proposals and ideas, using a checkbox format. Several open-ended questions were also included. Demographic information was collected to see how the survey respondents as a group compared to Ceres's actual demographics. The complete survey is included as Appendix A.

1.4 Survey Respondent Demographics

Although the availability of both an online survey and publicly accessible paper surveys enables wide participation, responses may contain biases. In survey sampling, bias refers to the tendency of a statistic from the returned surveys to over- or under-represent the entire population being queried. The survey results cannot be extrapolated to represent the entire city, as those surveyed may not have the same traits as those who were not surveyed. For example:

Self-Selection Bias. As is common with a census-style survey, only a fraction of the surveys were returned. Generally speaking, some groups are more likely to return a survey than others.

Age Bias. While surveys were distributed to all residents in all households in the city limits, it is likely that only one person in each household replied, and likely that the person who responded was the head of the household, or parent, if the household included children. Therefore, the opinions, concerns, and ideas of the youth population may be underrepresented, even when accounting for the boost in youth representation from the surveys completed by high schoolers in Ceres.

Cross tabulations were prepared for all check-box and ranking questions to analyze the differences between responses across various demographic groups, specifically age, income, and ethnicity. In other words, for each question, responses are disaggregated by each demographic characteristic. A complete list of cross tabulation results for the check-box and ranking questions is included in Appendix B. A complete compilation of responses for open-ended questions is presented in Appendix C. The cross tabulation results are only discussed for the questions with large differences among group characteristics, or for questions that had the most support for specific responses. It is important to consider the demographics of the respondents to every question, even when not discussed in the Survey Results section.

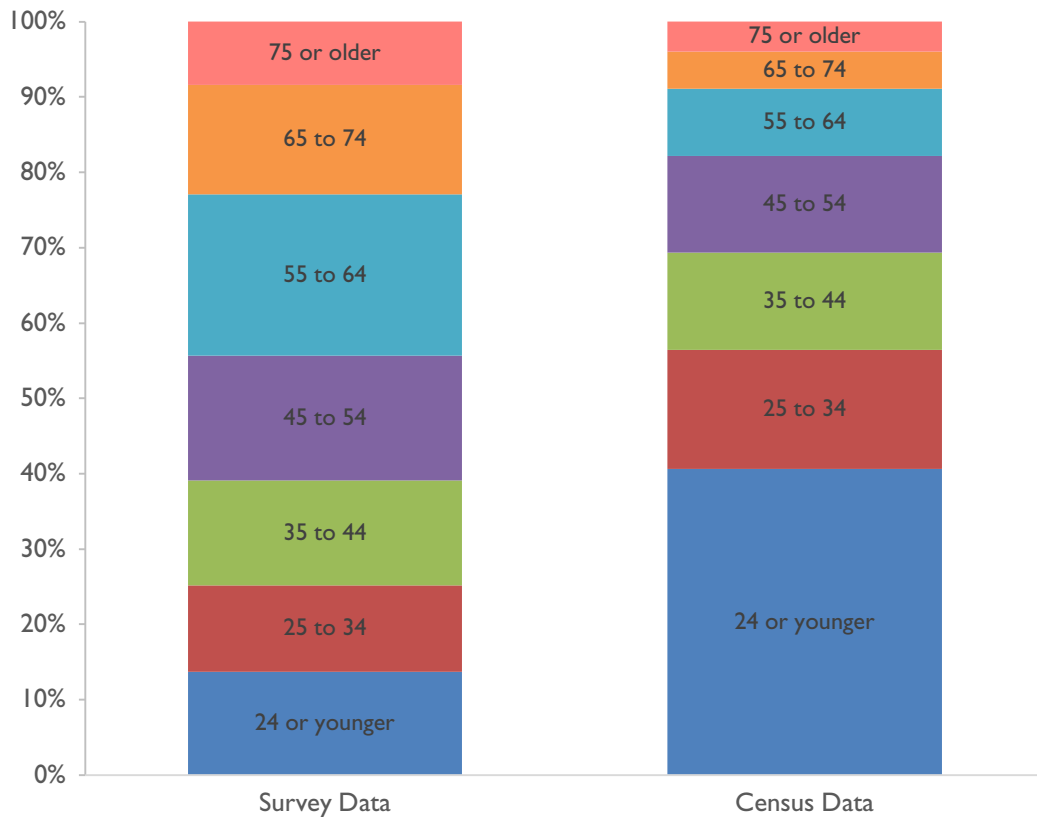
The majority of survey takers (94 percent) lived within Ceres city limits, while about six percent lived outside of city limits but elsewhere in the Planning Area, which includes a small area of Modesto and portions of unincorporated Stanislaus County (see Figure 1-1). Respondents living within city limits were generally long-time residents. More than 85 percent of respondents have lived in Ceres for more than five years, and almost 20 percent of respondents have lived in Ceres for more than 30 years.

The figures below compare the demographics of the City of Ceres overall with those of the survey respondents. The most notable difference between survey respondents and the Ceres population overall are in housing tenure, age and ethnic background. In other words, under-represented groups in the survey responses include renters, those under the age of 35, and minorities, even

though the survey was sent in English/Spanish. In addition, the average survey respondent was more affluent than the population at large.

Figure 1-2 shows the age distribution from the survey data compared to Census data. There are many more Ceres residents under the age of 24 than survey respondents under the age of 24. In contrast, the survey over-represents residents over the age 55.

Figure 1-2: Age Distribution Comparison



Note: 10% of respondents declined to state their age

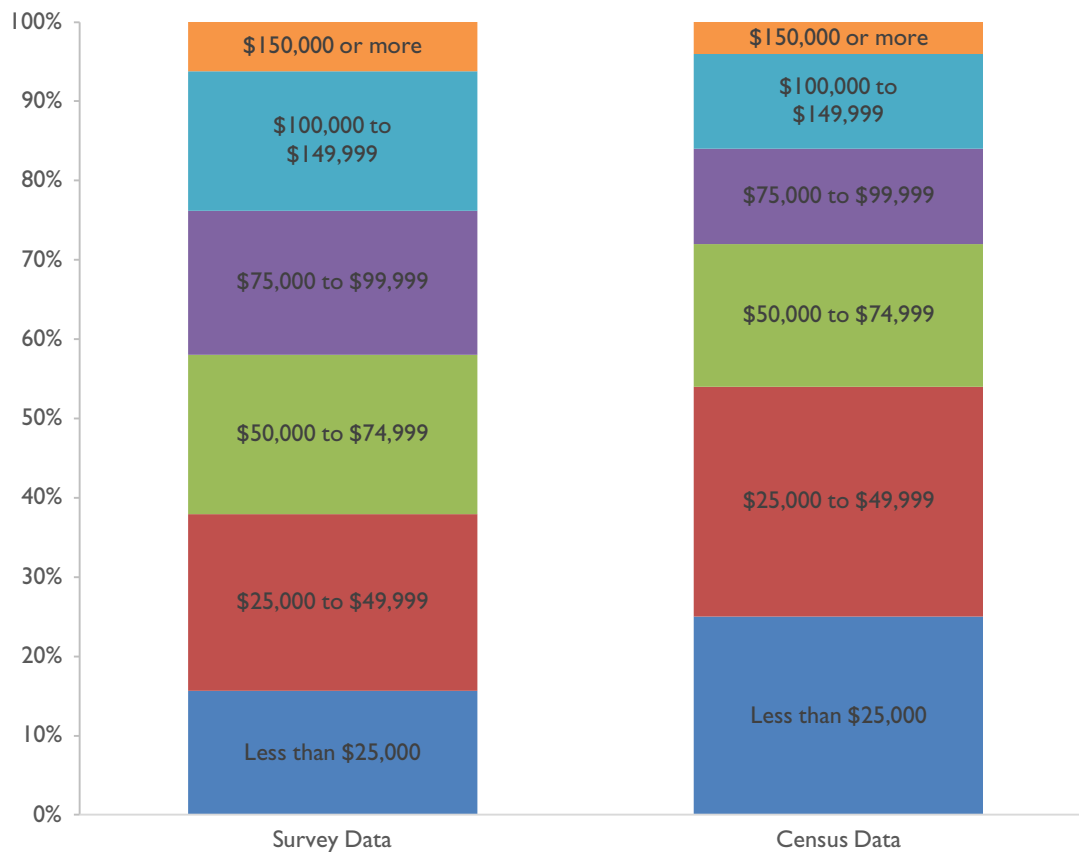
Source: 2014 American Community Survey 5-Year Estimate

Figures 1-3 and 1-4 display comparisons of income and housing tenure among survey participants and Ceres's population. This comparison helps determine whether lower-income residents were underrepresented in the survey; indeed, the data depicted below shows this to be the case. According to the Census data, 25 percent of Ceres households make less than \$25,000, whereas 16 percent of the survey respondent households mak

less than \$25,000. Conversely, 16 percent of households in Ceres make more than \$100,000, while 24 percent of survey respondent households make more than \$100,000.²

Similarly, almost 82 percent of survey respondents reported owning a home in Ceres, while only 58 percent of Ceres residents own a home, according to the Census.

Figure I-3: Income Distribution Comparison



Note: 20% of respondents declined to state their tenure status

Source: 2014 American Community Survey 5-year estimate

² Census income data is reported in 2014 inflation-adjusted dollars, and cannot be adjusted to 2016 dollars without creating a mismatch between income ranges. However, the effect of inflation is quite minimal, as the value of a dollar in 2014 adjusts by only one cent when inflated to 2016.

Figure I-4: Housing Tenure Comparison

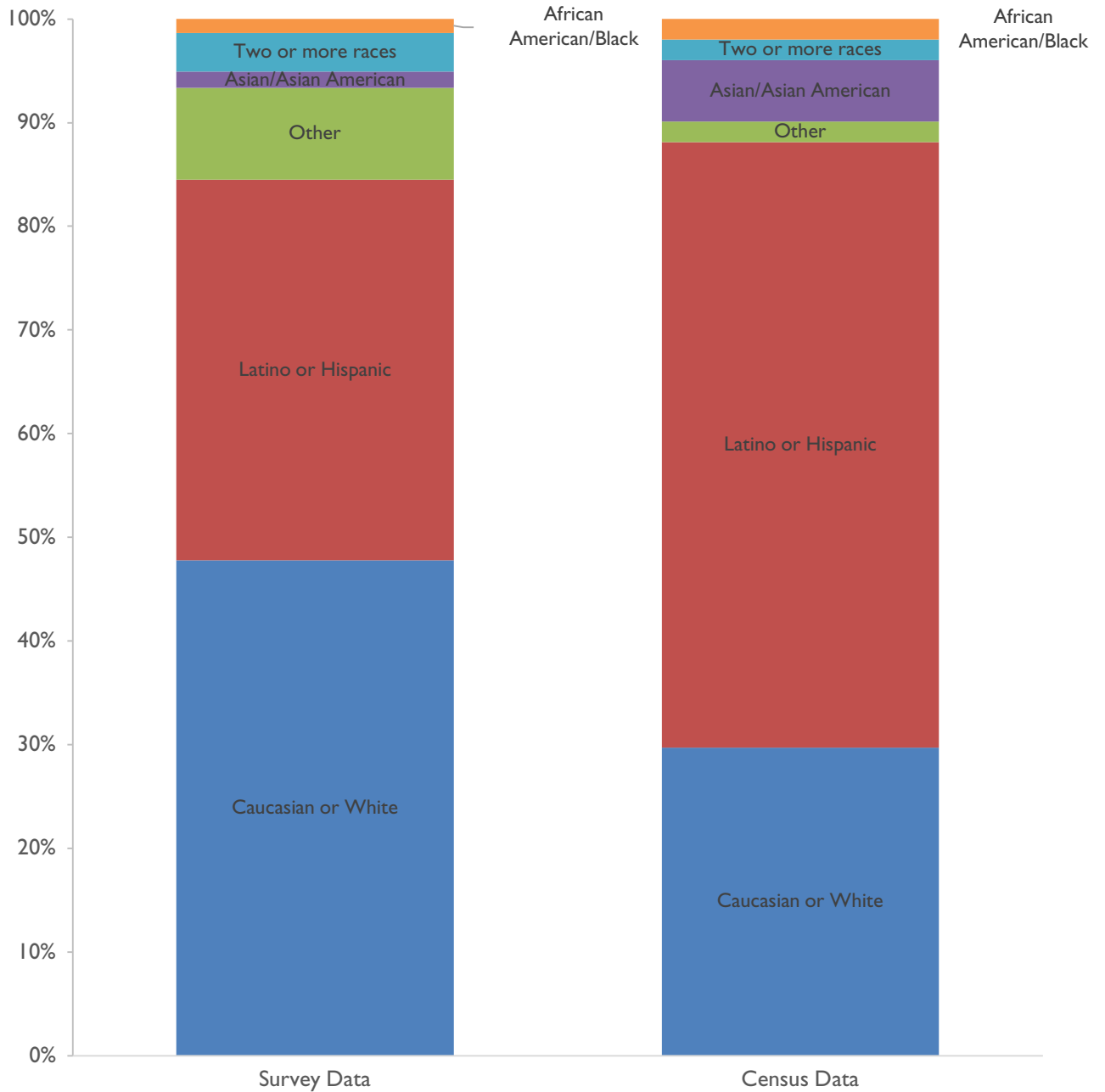


Note: 8% of respondents declined to state their income

Source: 2014 American Community Survey 5-year estimate

Figure 1-5 shows the difference in ethnic makeup between survey takers and the general population of the City of Ceres. Latino/Hispanic residents are under-represented by the survey—37 percent of survey respondents identified as Latino/Hispanic, whereas 59 percent of Ceres residents are Latino/Hispanic based upon latest Census data. In contrast, Caucasian/White residents are over-represented by the survey. According to the Census, 20 percent of Ceres residents are Caucasian/White, whereas 48 percent of respondents are Caucasian/White. In addition, Asian/Asian American residents are under-represented. Thus, it can be stated that minorities, especially those of Hispanic/Latino descent, were underrepresented in this survey even though the survey was printed in English/Spanish, while Caucasian/White residents were overrepresented.

Figure I-5: Race and Ethnicity Comparison



Notes:

1. 10% of respondents declined to state their ethnicity
2. "Hispanic or Latino" according to the American Community Survey, includes any race. "Black or African American," "Asian," "White," "Two or More Races," does not include people who identify as Latino or Hispanic.

Source: 2014 ACS 5-year estimate

2 Survey Results

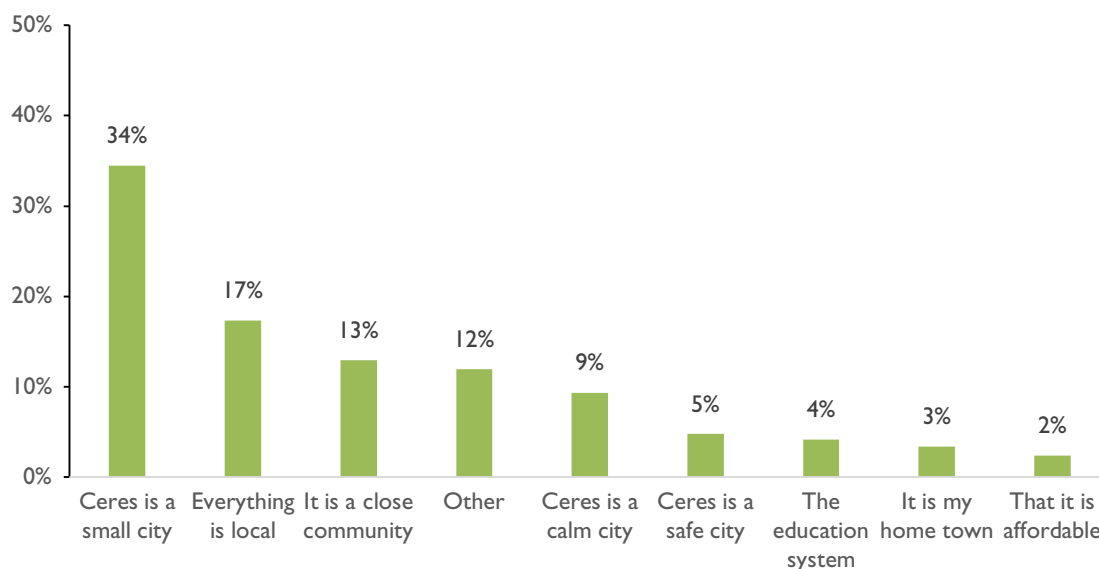
The survey responses to questions 1-9 are summarized below, followed by a discussion of cross-tabulations. Questions 10-18 contained demographic questions for the participants, the results of which are discussed in the Introduction. Summaries include overall results for individual questions as well as selected demographic results for chosen questions. Results are shown in graph form. Please refer to Appendix A for a copy of the original survey and Appendix B for all cross-tabulation tables.

QUESTION 1

“What do you like most about living in Ceres?”

The survey began with an open-ended question allowing residents to describe what they like most about Ceres. The open-ended responses were coded by keywords or phrases to identify trends. Of the 502 responses, 34 percent indicated that “Ceres is a small city,” the most common of the phrases identified. The second phrase most commonly identified was that “everything is local,” indicated by 17 percent of respondents, followed by “it is a close community” with 13 percent.

Figure 2-1: Question 1 - “What do you like most about living in Ceres?”



White residents were more likely than the general population to like Ceres for being small, while Hispanic residents more often liked Ceres for being calm and safe. Spanish-speaking residents in particular were much more likely to like Ceres for being calm, a preference also shared by the 19 respondents reported the Bay Area as their place of work. While inferring trends from such a small share of respondents can be problematic, the preferences of Bay Area workers is telling, as their decision to remain in Ceres reflects a strong commitment to living there given their long commuting distances. Thirty-two percent of these commuters liked Ceres for being calm.

The high schoolers, as well as the second high school sample, gave the same top three responses as the general population, though responses from both sets of students were more evenly distributed than the general population, with less concentration for Ceres being a “small city.”

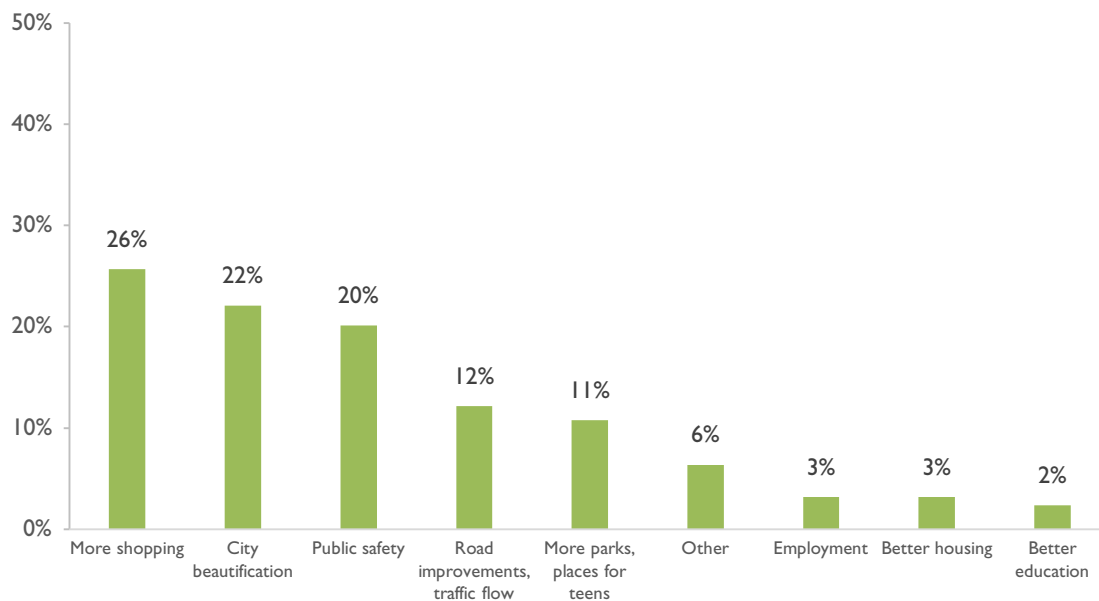
QUESTION 2

Question 2: “Looking ahead, what is the most important thing that should be done to improve Ceres?”

In another open-ended question, over one quarter of respondents indicated that they would like to see more shopping in Ceres. The second most common desire was for city beautification, followed by public safety. Business owners were even more enthusiastic about more shopping in Ceres, as well as employment, while they were less concerned with public safety and city beautification.

Long-time residents and older residents were more likely to want road/traffic improvements and better housing, and less likely to want better education, presumably because older residents would not have school age children. Larger households were more likely to want better education and employment, while less likely to want city beautification.

Figure 2-2: Question 2 - “Looking ahead, what is the most important thing that should be done to improve Ceres?”



White respondents were less concerned with public safety than other respondents, with only 16 percent of white respondents mentioning public safety compared to at least 25 percent for the other three ethnic groups (African Americans, Asian Americans, and Hispanics). White residents also placed more emphasis on city beautification, and less emphasis on parks and places for teens.

High schoolers were most concerned with more parks and places for teens, a desire expressed by 34 percent of the high schoolers compared to only six percent of the general population. High

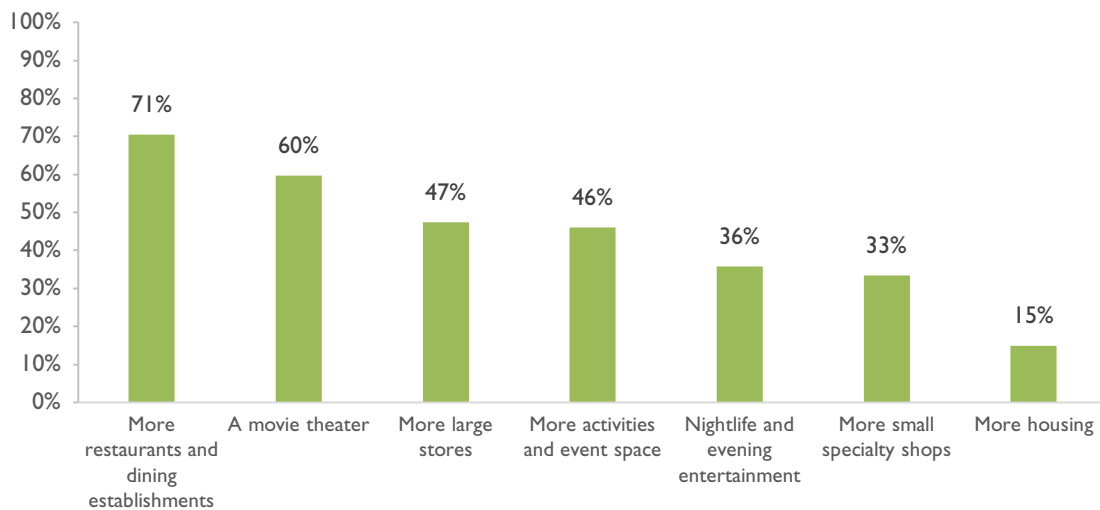
schoolers were also more likely to want more shopping. According to the City’s analysis, the second high school sample shared the same preferences as the original group of high schoolers, though the second sample’s most common preference was for more shopping.

QUESTION 3

Question 3: “What kind of uses/amenities would you like to see in the City of Ceres?”

Respondents could choose one or multiple uses/amenities that they would like to see from a series of checkboxes. Over 70 percent of respondents wanted to see more restaurants and dining establishments in Ceres. A movie theater was mentioned by 60 percent of respondents, while close to half of respondents said they wanted more large stores, followed closely by more activities and event space. Housing was the only non-commercial answer choice, and was only selected by 15 percent of respondents.

Figure 2-3: Question 3 - “What kind of uses/amenities would you like to see in the City of Ceres?”



Business owners were more likely to support every commercial option except for a movie theater and more activities/event space. The longer residents had lived in Ceres, the more likely they were to want restaurants/dining establishments and specialty shops, and the less likely they were to want all other uses/amenities besides the movie theater. Larger households, including those with children, were more likely to want nightlife/evening entertainment.

Only 21 percent of white respondents wanted to see more nightlife and evening entertainment, compared to at least half of respondents from all other ethnic groups.

More housing was selected by 40 percent of renters, but only by 9 percent of owners. Housing, along with activities/event space, was less likely to be selected for higher income levels, whereas restaurants/dining was more likely to be selected for higher income levels.

The high schoolers were more likely than the general population to want restaurants/dining (92 vs. 74 percent), nightlife/evening entertainment (74 vs. 25 percent), a movie theater (72 vs. 58 percent), and activities/event space (69 vs. 37 percent). The City's analysis of the second high school sample revealed a different order of preferences, with activities/event space the leading choice, nightlife/evening entertainment second, and restaurants/dining third.

QUESTION 4

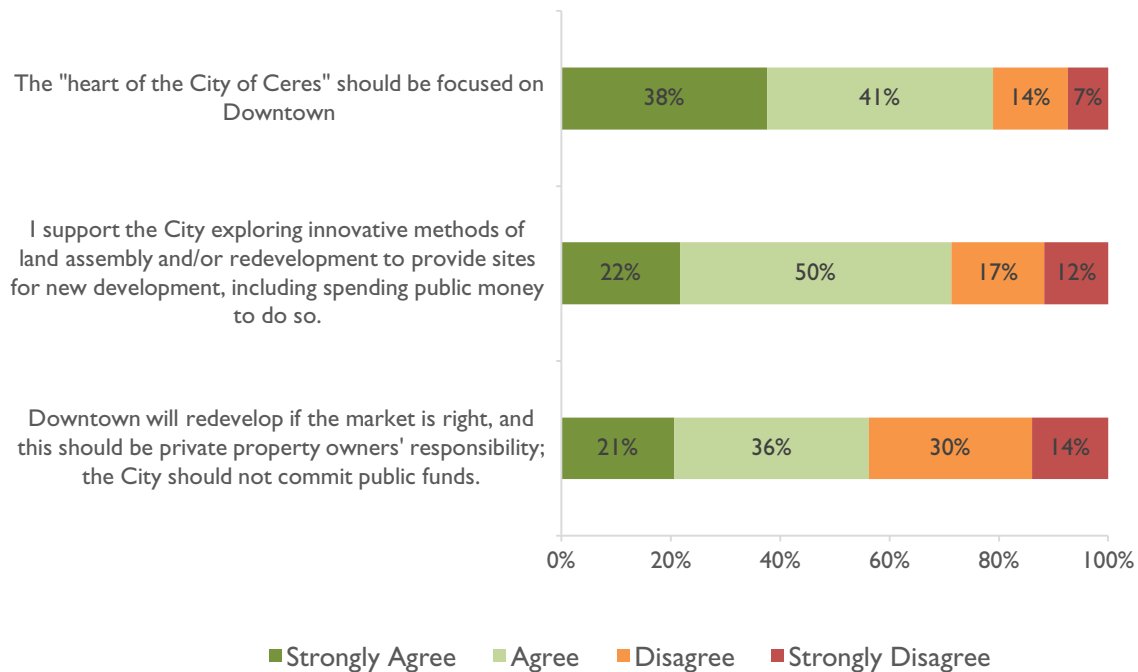
Question 4: "Downtown will once again become the vibrant heart of the City of Ceres, as this area was during Ceres' beginnings."

Question 4, after presenting the statement above from the vision adopted by the City in 2011, asked respondents to indicate their level of agreement with three statements. Possible statements were "strongly agree," "agree," "disagree," "strongly disagree," and "no opinion."

The "heart of the City of Ceres" should be focused on Downtown

The first statement expressed that the heart of the city should be Downtown. Seventy-nine percent of respondents agreed or strongly agreed. While all major groupings of respondents were in favor of this statement on average, those who disagreed or strongly disagreed were disproportionately older, white, high income, and homeowners. The more adults in the household, the more likely the respondent was to agree, while the more children in the household, the more likely the respondent was to disagree. Respondents working in Turlock and San Joaquin County were the least enthusiastic about this statement, with only two thirds agreeing, while 94 percent of Bay Area commuters agreed. The high schoolers overwhelmingly agreed (98 percent), and the City's analysis of the second high school sample revealed a similar trend.

Figure 2-4: Question 4 - “Downtown will once again become the vibrant heart of the City of Ceres, as this area was during Ceres’ beginnings.”



I support the City exploring innovative methods of land assembly and/or redevelopment to provide sites for new development, including spending public money to do so.

The second statement expressed support for assembling land for new development, including using public money. Seventy-one percent of respondents agreed. The trends for this statement were very similar to the first, though larger households in terms of both adults and children were more likely to support the second statement, and the relationship to household income was less strong. Also, workers in San Joaquin County were more likely than Bay Area workers to agree with the land assembly statement. Almost 92 percent of the high schoolers agreed or strongly agreed, and the City’s analysis of the second high school sample produced similar findings.

Downtown will redevelop if the market is right, and this should be private property owners' responsibility; the City should not commit public funds.

The third statement expressed that the redevelopment of downtown will happen when market conditions align, and this should be the responsibility of private property owners without involving public funds. Fifty-six percent of all respondents agreed. It is surprising for both statements to receive support, as they are somewhat contradictory in their stance on public involvement in development, and perhaps reveal some degree of confusion about the concepts. Renters on average agreed, but by a very slim margin (51 percent to 49 percent), while the margin was much larger for owners, which may speak to property owners on average paying more taxes than renters. Longtime

residents were also more likely to support this statement, though the relationship to respondent age was less strong. White respondents were slightly less likely to agree than black or Hispanic respondents, though more likely to agree than Asian respondents. Interestingly, business owners were more likely to agree with the third statement, perhaps on the assumption that new development will create additional competition for longstanding businesses. High schoolers also were more likely to agree with the third statement than the general population, however the City's analysis of the second high school sample found that most students disagreed with the third statement.

QUESTION 5

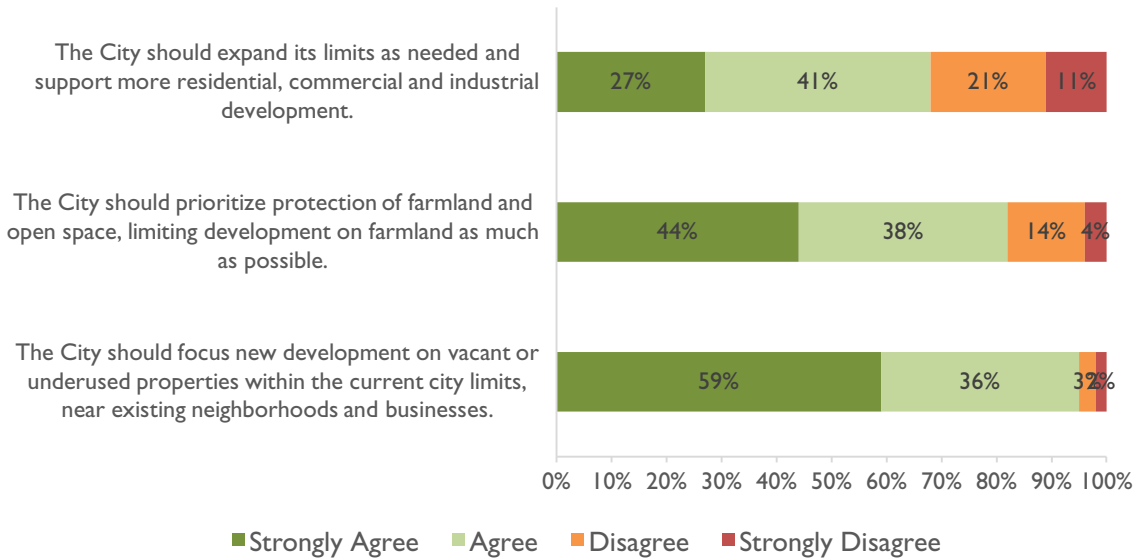
Question 5: Consider the growth and development of Ceres over the next 20 years.

Question 5, after telling respondents to consider the growth and development of Ceres over the next 20 years, asked them to indicate their level of agreement with three statements. Possible statements were "strongly agree," "agree," "disagree," "strongly disagree," and "no opinion."

The City should expand its limits as needed and support more residential, commercial and industrial development.

Sixty-eight percent of respondents agreed with the first statement in some form. Older, longtime residents were less likely to agree; 59 percent of respondents living in Ceres for over 30 years disagreed with this statement. Larger households, both in terms of number of adults and children, were more likely to agree. Renters were more likely to agree, as were non-white and lower-income respondents. The high schoolers were more likely than the general population to agree (85 vs. 62 percent), while the City analysis of the second high school sample found the overwhelming majority strongly agreed.

Figure 2-5: Question 5 - Consider the growth and development of Ceres over the next 20 years.



The City should prioritize protection of farmland and open space, limiting development on farmland as much as possible.

The second statement received broad support across demographic categories, with 82 percent of respondents agreeing. Workers in the Bay Area and San Joaquin County, who may be less likely to be involved in agriculture, or who may think limiting expansion will limit economic growth that would allow them to work closer to home, were the most lukewarm in their support, while larger households with children, Spanish speakers, and higher income residents were somewhat less likely to agree. Longtime residents were adamant in their support, with over 63 percent of the oldest and most longtime respondents strongly agreeing with protecting farmland. The high schoolers respondents were more likely than the average to support the statement in some form, even though they were less likely to strongly agree. On the other hand, the City analysis of the second high school sample found high schoolers chose to “strongly agree” more often than “agree.”

The City should focus new development on vacant or underused properties within the current city limits, near existing neighborhoods and businesses.

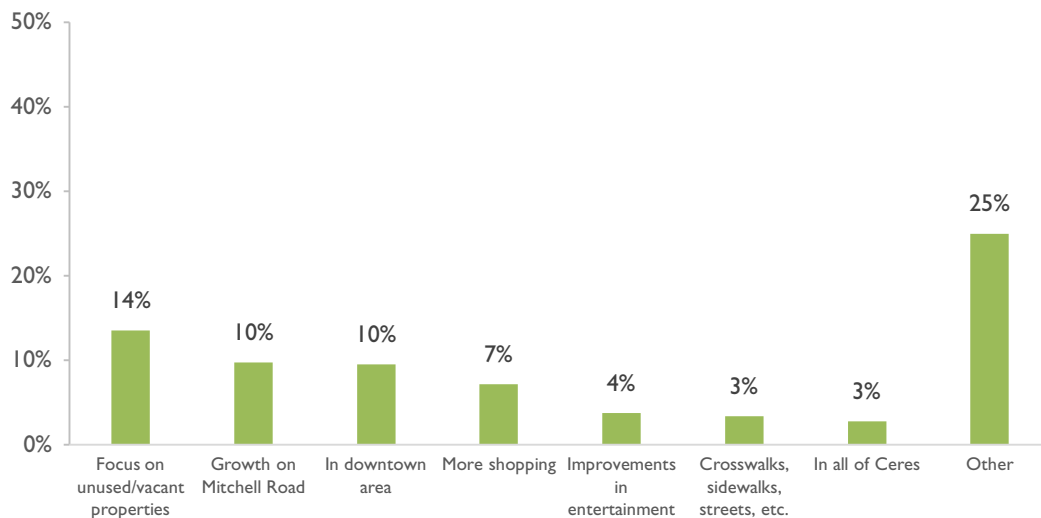
The third statement received 95 percent support, including 59 percent of respondents strongly agreeing. The support was across the board, with even less variance by demographic group than the statement supporting farmland protection. Though the high school student class differed from the norm in responding “agree” more than “strongly agree,” 98 percent supported the third statement. Similar to the second statement, the findings from the City analysis of the second high school sample were slightly different, as they found high schoolers chose to “strongly agree” more often than “agree.”

QUESTION 6

Question 6: “How much, when, or where should new growth in Ceres occur over the next 20 years?”

The third and final open-ended question asked residents about the intensity, location, and timing of future growth in Ceres. Perhaps following from a statement in the previous question, the most common mention was a focus on unused/vacant properties at 14 percent of responses, followed by growth on Mitchell Road with 10 percent. Other common responses included growth in the Downtown area at 10 percent, a desire for more shopping at 7 percent, and improvements in entertainment at 4 percent. Larger households, both in terms of adults and children, were more likely to mention growth on Mitchell Road. Upper income respondents were more likely to mention unused/vacant properties. The high schoolers were seemingly more engaged in this question as 85 percent answered it, as compared to 75 percent of all respondents. Almost 20 percent of the high schoolers mentioned Downtown. While these students also mentioned unused/vacant properties at a slightly higher than average rate (16 vs. 14 percent), they were considerably more likely to mention improvements in entertainment (16 vs. 4 percent) and shopping (12 vs. 7 percent). According to the City analysis of the second high school sample, the Downtown area was also the most common mention, though the second most commonly mentioned idea was growth “in all of Ceres.”

Figure 2-6: Question 6 - “How much, when, or where should new growth in Ceres occur over the next 20 years?”



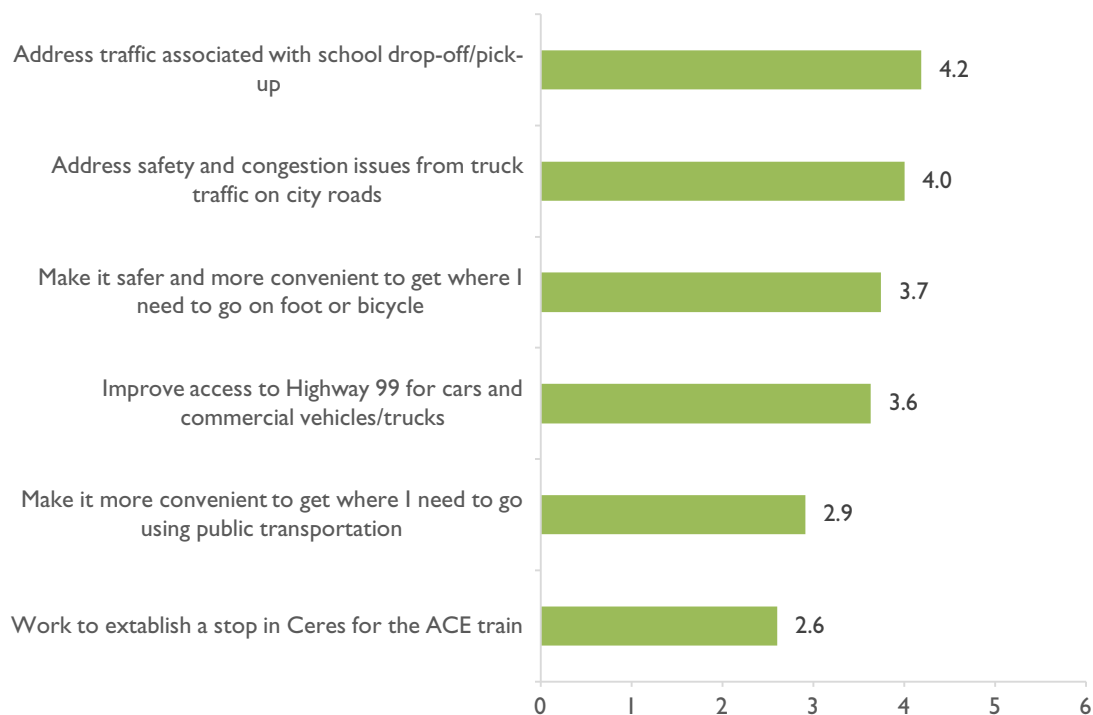
QUESTION 7

Question 7: “What kinds of changes would you like to see to the transportation network around Ceres?”

Respondents were asked to rank six possible changes they would like to see to the transportation network from highest to lowest priority. The choice with the highest average rank was “Address traffic associated with school drop-off/pick-up, followed by “Address safety and congestion issues from truck traffic on city roads,” “Make it safer and more convenient to get where I need to go on foot or bicycle,” and “Improve access to Highway 99 for cars and commercial vehicles/trucks.” The lowest ranked issues were “Make it more convenient to get where I need to go using public transportation” and “Work to establish a stop in Ceres for the ACE train.”

The most pronounced pattern in responses was that as income rose, prioritization of motor vehicle access rose as prioritization of all forms of non-motorized transportation fell. Similarly, renters were more likely to prioritize non-motorized transportation than owners.

Figure 2-7: Question 7 - “What kinds of changes would you like to see to the transportation network around Ceres?”



Understandably, priorities were also heavily influenced by place of work. Ceres workers and workers elsewhere in Stanislaus County, whose commutes are shorter, gave relatively high priority to bicycling/walking. Bay Area workers gave their highest priority to getting a stop on the ACE

train, the lowest rated option on average, while workers in Merced County gave their highest priority to Highway 99 access.

Older residents gave lower priority to bicycling/walking, with the oldest residents giving particularly high priority to the ACE train stop. Larger households and those with children prioritized school pickup/drop-off traffic highly, as well as bicycling/walking, while giving less priority to truck traffic issues. The high schoolers gave highest priority to bicycling/walking, though otherwise their preferences roughly matched the average survey respondent. The City analysis of the second high school sample found that the top three student priorities matched those of the average respondent.

QUESTION 8

Question 8: “Economic development is a priority for the City of Ceres. What actions should the City take to grow the local economy?”

Respondents were asked to rank six actions the City might take to grow the local economy. The action ranked highest was “Reinvest in existing areas and businesses along main corridors,” followed by “Invest in and encourage new development to revitalize Downtown Ceres,” “Encourage new regional shopping centers and large retail stores,” and “Support job training and education.” The lowest ranked issues were “Focus on marketing and branding to improve the city's image and attract new residents and employers” and “Attract large new commercial, office, industrial or business park developments.”

Newer residents, those with lower incomes, and those with children gave higher priority to job training and education. Higher income respondents, as well as non-white residents, gave higher priority to attracting large new nonresidential developments.

Figure 2-8: Question 8 - “Economic development is a priority for the City of Ceres. What actions should the City take to grow the local economy?”



The high schoolers, demonstrating a Downtown focus seen elsewhere in the survey, prioritized Downtown revitalization the highest. Their biggest divergence from the average respondent was for reinvesting along main corridors, which had an average rating of 3.2 for high schoolers compared to a 4.2 overall average. The City analysis of the second high school sample had substantially different findings for high schoolers, with marketing and branding ranked first, and attracting large new developments ranked second. These two options were the lowest rated by the original group of high schoolers.

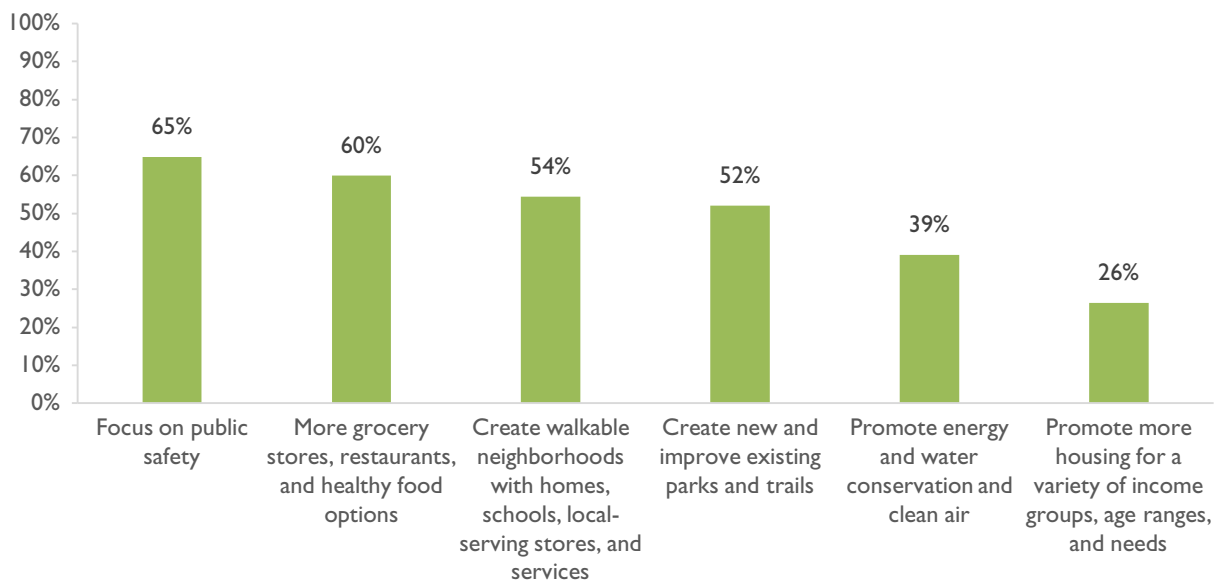
QUESTION 9

Question 9: “In addition to focusing on economic development, what other actions should the City prioritize over the next 20 years to improve Ceres?”

Respondents were asked to choose, not rank, their top three priorities for actions the City should prioritize over the next 20 years. Respondents were given a list to choose from, or could write in their own priority. The most popular action was a focus on public safety, chosen by 65 percent of respondents. The other top actions were more grocery stores/restaurants/healthy foods at 60 percent, creating walkable neighborhoods at 54 percent, and creating/improving parks and trails at 52 percent. The lowest ranked actions were concerned conservation as well as more housing variety.

Older respondents were more likely to prioritize public safety and less likely to prioritize parks/trails and walkable neighborhoods, perhaps due to decreased mobility. Respondents with children, on the other hand, as well as renters, gave higher priority to walkable neighborhoods and parks/trails. Renters also were almost twice as likely as owners to prioritize more housing variety, and were much less likely to prioritize public safety. Higher income respondents gave their top priority to more grocery stores/restaurants/healthy foods, perhaps reflecting unmet demand for premium food options.

Figure 2-9: Question 9 - “In addition to focusing on economic development, what other actions should the City prioritize over the next 20 years to improve Ceres?”



The high schoolers placed far less emphasis on public safety, with only 46 percent prioritizing it, though otherwise their priorities lined up with the average respondent. The City analysis of the second high school sample also found a decreased emphasis on public safety, but not as much as the original group of high schoolers.

2.2 Next Steps

Together with existing conditions research and input from other community outreach activities, the survey results will be used to inform development of various land use development scenarios. These scenarios will represent ways in which Ceres could grow and change over the course of the planning period of the General Plan. The scenarios will be evaluated for their impacts on transportation, infrastructure, environmental factors, fiscal conditions, and housing/jobs balance. Results of this evaluation will be shared with the public, and the Ceres community will have the opportunity to share which scenario would be the best choice for Ceres in the future. Ultimately, the Planning Commission and City Council will provide direction on a Preferred Land Use Plan, on which policies for the updated General Plan will be based.

Following the establishment of the Preferred Plan and its approval by the City Council, the General Plan document itself will be crafted. There will be numerous opportunities for the public to review and comment on the draft Plan throughout the remainder of the General Plan update process.

Appendix A: Mail-in Survey



★ C E R E S ★ GENERAL PLAN UPDATE



The Future of Ceres

The City of Ceres is a distinctive community with small-town charm located between Turlock and Modesto in the heart of the San Joaquin Valley.

To prepare for the city's future, the City of Ceres is embarking on an exciting multi-year project to update its General Plan. The city's current General Plan dates back to 1997, and new challenges and opportunities have arisen in the years since it was adopted. The purpose of the update is to plan for important community issues such as economic development, transportation, infrastructure, and Downtown revitalization for the next 20 years and to guide future growth and development.

The success of the Ceres General Plan Update relies on the involvement of all of our community members. As a start, please fill out the attached survey. Stay involved by visiting www.CeresGeneralPlanUpdate.com to learn more about the planning process and upcoming meetings and to sign up for updates. We look forward to hearing your input!

El futuro de Ceres

La Ciudad de Ceres es una comunidad típica con el encanto de un pueblo pequeño situado entre Turlock y Modesto en el corazón del Valle de San Joaquín.

Para prepararse para el futuro, la Ciudad de Ceres está arrancando un proyecto interesante de varios años para actualizar su Plan General. El plan actual de la Ciudad es de 1997 y nuevos retos y oportunidades han surgido en el transcurso de los años desde que éste se aprobó. El propósito de esta actualización es planificar los aspectos más importantes de la comunidad tales como el desarrollo económico, transporte, infraestructura y la revitalización del centro de la Ciudad para los próximos 20 años generando desarrollo y crecimiento futuro.

El éxito de la actualización del Plan General de Ceres se basa en la participación de todos los miembros de la comunidad. Para empezar, por favor llene la encuesta adjunta. Participe visitando www.CeresGeneralPlanUpdate.com para aprender más acerca del proceso de planificación, las próximas reuniones y para registrarse para las actualizaciones. ¡Esperamos contar con sus respuestas!

What is a General Plan?

A General Plan is a long-term policy document adopted by the City consisting of written text and diagrams. It serves as the city's primary guide for development, housing, transportation, environmental quality, public services, and parks and open spaces. All cities and counties in California must adopt general plans, per state law—it is our land use “constitution.”

What Will It Cover?

The update will address a wide range of topics, including strategies for economic development; a vision and policy for residential, commercial, and industrial growth; transportation improvements; and actions to revitalize Downtown Ceres. This effort will help address issues of quality of life in Ceres for the next 20 years.

How is the General Plan Used?

The General Plan will:

- Establish a long-term vision for Ceres and outline steps to achieve this vision;
- Establish development policies that guide City Council and Planning Commission decision-making;
- Project future demand for services such as sewer, water, roadways, parks, and emergency services; and
- Allow private developers, the City, other public agencies to design projects that enhance the character of the community.

What is the Process to Update the General Plan?

Updating the General Plan involves a step-by-step process, where each step builds on the last and involves community discussion. The first step (including this newsletter and survey) involves gathering public input on goals and visions for Ceres and mapping existing land use patterns, resources, and development opportunity sites. Following this initial phase, alternative growth and development scenarios will then be presented for public discussion. Based on this, the City will prepare the updated General Plan and an Environmental Impact Report to fully assess and make public the environmental impacts of the General Plan. The entire process is expected to last two years.

Meet the General Plan Team

The City Council and the Planning Commission are guiding the General Plan Update process. City staff, working with a consultant team led by Dyett & Bhatia, Urban and Regional Planners, will provide opportunities for public participation as well as prepare the updated Plan and supporting documents.

PLANNING AREA/ÁREA DE PLANEACIÓN



- | | | |
|---------------|---------------|----------------------------|
| — Highway | — Local Roads | City of Ceres |
| — Ramps | — Railroads | Ceres Sphere of Influence |
| — Major Roads | — River | General Plan Planning Area |

¿Que es un Plan General?

Un Plan General es un documento de polísis a largo plazo aprobado por la Ciudad que esta conpuesto de texto y diagramas. Sirve como guía principal de la Ciudad para el desarrollo, vivienda, transporte, calidad del medio ambiente, servicios públicos, parques y espacios abiertos. Todas las Ciudades y condados de California deben aprobar sus planes generales de acuerdo con la ley del estado-siendo ésta nuestra “constitución” de urbanismo.

¿Que cubrirá?

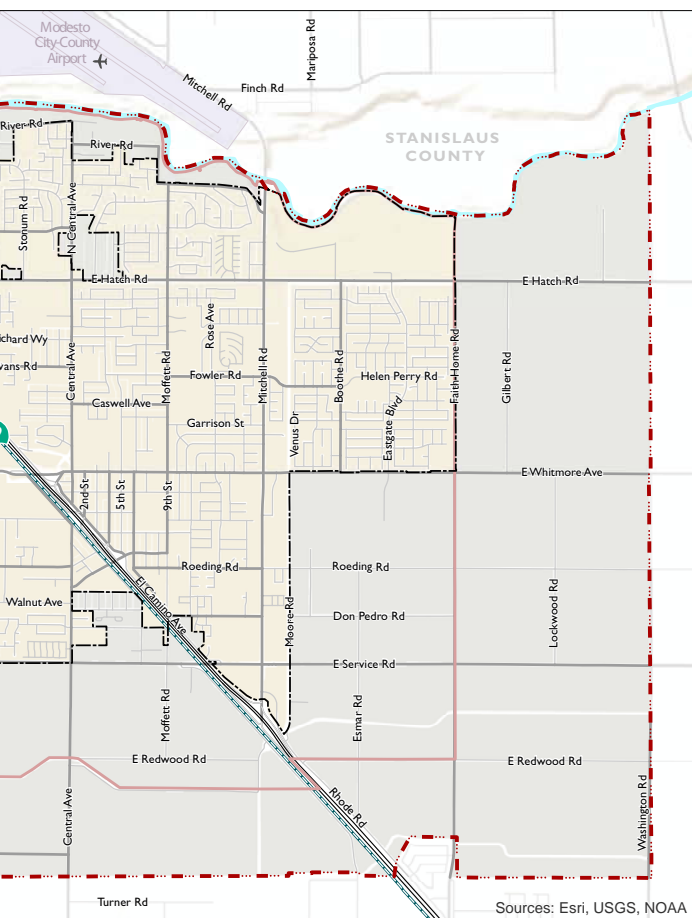
La actualización discutira una amplia aria de temas, incluyendo las estrategias para el desarrollo económico; una visión y una políza de crecimiento residencial, comercial e industrial; mejoras del transporte; y acciones para revitalizar el centro de la Ciudad de Ceres. Este esfuerzo ayudará la calidad de vida en Ceres para los próximos 20 años.

¿Como es usado el Plan General?

El Plan General podrá:

- Establecer una visión en Ceres a largo plazo incluyendo los pasos para alcanzarla;
- Establecer las polísis de desarrollo para guiar al Concejo Municipal y Comité de Planeación en la toma de decisiones;
- Pronosticar las demandas futuras de servicios tales como drenaje, agua potable, carreteras, parques y servicios de emergencias; y

PLANEACIÓN



Sources: Esri, USGS, NOAA
Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; ESRI, 2015; Dyett & Bhatia, 2015.

GENERAL PLAN UPDATE
City of Ceres

- Permitir que los constructores privados, la Ciudad y otras agencias publicas diseñen proyectos que mejoren las características de la comunidad.

¿Qué es el proceso de actualización del Plan General?

La actualización del Plan General implica un proceso paso por paso, donde cada paso se basa en la anterior actualización e involucra la discusión en la comunidad. El primer paso (incluyendo este boletín y encuesta) implica recibir comentarios públicos en objetivos y visiones para Ceres en los patrones del mapeo existente del uso del suelo, los recursos y el desarrollo de áreas de oportunidad. Tras esta fase inicial, se presentarán escenarios alternativos de crecimiento y desarrollo para la discusión pública. En base a esto, la Ciudad preparará el Plan General de actualización y un Informe de Impacto Ambiental para poder hacer una evaluación de sus efectos en la comunidad de forma pública. Se estima que todo el proceso dure dos años.

Integrantes del equipo del Plan General

El Concejo Municipal y la Comisión de Planeación están dirigiendo el proceso de actualización del Plan General. Los empleados municipales están trabajando con un equipo liderado por Dyett & Bhatia, Urban and Regional Planners para proveer las oportunidades de participación pública, así como para preparar el Plan Actualizado y sus documentos de apoyo.



★ C E R E S ★
**GENERAL
PLAN UPDATE**

Please return by March 11

1 What do you like most about living in Ceres? _____

2 Looking ahead, what is the most important thing that should be done to improve Ceres? _____

3 What kinds of uses/amenities would you like to see in the City of Ceres?

- | | | |
|--|---|---|
| <input type="checkbox"/> More activities and event space | <input type="checkbox"/> More restaurants and dining establishments | <input type="checkbox"/> More small specialty shops |
| <input type="checkbox"/> Nightlife and evening entertainment | | <input type="checkbox"/> A movie theater |
| <input type="checkbox"/> More large stores | <input type="checkbox"/> More housing | <input type="checkbox"/> Other _____ |

4 In 2011, Ceres adopted the following vision: “Downtown will once again become the vibrant heart of the City of Ceres, as this area was during Ceres’ beginnings.” Please indicate your level of agreement with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
The “heart of the City of Ceres” should be focused on Downtown.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I support the City exploring innovative methods of land assembly and/or redevelopment to provide sites for new development, including spending public money to do so.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown will redevelop if the market is right, and this should be private property owners’ responsibility—the City should not commit public funds.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Consider the growth and development of Ceres over the next 20 years. Please indicate your level of agreement with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
The City should expand its limits as needed and support more residential, commercial and industrial development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The City should prioritize protection of farmland and open space, limiting development on farmland as much as possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The City should focus new development on vacant or underused properties within the current city limits, near existing neighborhoods and businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 How much, when, or where should new growth in Ceres occur over the next 20 years? _____

7 What kinds of changes would you like to see to the transportation network around Ceres? Using each number only once, rank from 1 (highest priority) to 6 (lowest priority).

- _____ Address traffic associated with school drop-off/pick-up
- _____ Make it safer and more convenient to get where I need to go on foot or bicycle
- _____ Make it more convenient to get where I need to go using public transportation
- _____ Address safety and congestion issues from truck traffic on city roads
- _____ Improve access to Highway 99 for cars and commercial vehicles/trucks
- _____ Work to establish a stop in Ceres for the ACE train

8 Economic development is a priority for the City of Ceres. What actions should the City take to grow the local economy? Using each number only once, rank the following from 1 (highest priority) to 6 (lowest priority).

- _____ Attract large new commercial, office, industrial or business park developments
- _____ Encourage new regional shopping centers and large retail stores
- _____ Invest in and encourage new development to revitalize Downtown Ceres
- _____ Reinvest in existing areas and businesses along main corridors, such as Hatch Road, Mitchell Road, or Whitmore Avenue
- _____ Support job training and education
- _____ Focus on marketing and branding to improve the city's image and attract new residents and employers

9 In addition to focusing on economic development, what other actions should the City prioritize over the next 20 years to improve Ceres? Choose your top three priorities from the list below. You can also suggest another priority.

- | | |
|--|---|
| <input type="checkbox"/> Create walkable neighborhoods with homes, schools, local-serving stores, and services | <input type="checkbox"/> Promote more housing for a variety of income groups, age ranges, and needs |
| <input type="checkbox"/> Create new and improve existing parks and trails | <input type="checkbox"/> More grocery stores, restaurants, and healthy food options |
| <input type="checkbox"/> Focus on public safety | <input type="checkbox"/> Promote energy and water conservation and clean air |
| <input type="checkbox"/> Other, please specify _____ | |

The following questions are optional and for statistical purposes only, but will ensure that feedback is representative of the community at large.

10 Please indicate where you live:

- ☐ Ceres ☐ Elsewhere in the Planning Area

11 How long have you lived in the Ceres area? _____ years

12 What is your age? _____ years

13 How many people live in your home?

- _____ Adults _____ Children (under 18)

14 Do you own or rent your home?

- ☐ Own ☐ Rent

15 Do you own a business in Ceres?

- ☐ Yes ☐ No

16 With what ethnic group do you most identify?

- ☐ African American or Black ☐ Caucasian or White
☐ Asian/Asian American ☐ Mixed
☐ Latino or Hispanic ☐ Other _____

17 Where do you work?

- ☐ Ceres ☐ Modesto ☐ Merced County
☐ Turlock ☐ Bay Area ☐ San Joaquin County
☐ Elsewhere in Stanislaus County ☐ Other _____

18 What was your total household income in 2015?

- ☐ Less than \$25,000 ☐ \$75,000-\$99,999
☐ \$25,000-\$49,999 ☐ \$100,000-\$149,999
☐ \$50,000-\$74,999 ☐ \$150,000+

To stay involved and to sign up for updates, please visit www.CeresGeneralPlanUpdate.com.

Click "Participate" to join our email list.

(Fold into thirds along both creases as indicated above and below so return address shows on outside, then seal the top right and left edges closed with tape and mail.)



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★ C E R E S ★
**GENERAL
PLAN UPDATE**

Please return by 11 March

1 ¿Qué es lo que más le gusta de vivir en Ceres? _____

2 Mirando hacia el futuro, ¿Cuál es la cosa más importante que se debe hacer para mejorar Ceres? _____

3 ¿Qué tipos de servicios y cosas le gustaría ver en la Ciudad de Ceres?

- | | | |
|---|---|---|
| <input type="checkbox"/> Más espacios para actividades y eventos | <input type="checkbox"/> Más restaurantes y establecimientos para comer | <input type="checkbox"/> Más tiendas pequeñas de especialidad |
| <input type="checkbox"/> Entretenimiento para las tardes y noches | | <input type="checkbox"/> Un cinema |
| <input type="checkbox"/> Más tiendas departamentales | <input type="checkbox"/> Más vivienda | <input type="checkbox"/> Otros _____ |

4 En el 2011, Ceres adoptó la siguiente visión: “ El centro de la Ciudad volverá a ser el corazón de Ceres, como lo fue durante sus principios.” Por favor indique su nivel de aceptación con las siguientes declaraciones.

	Muy de acuerdo	De acuerdo	Desacuerdo	Muy en desacuerdo	No tengo opinión
El “corazón de la Ciudad de Ceres” debe ser enfocado en su centro.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yo apoyo a la Ciudad a explorar métodos innovadores de la asamblea territorial y/o a la reurbanización de sitios para el desarrollo de nuevos proyectos, incluyendo el gasto público de dinero para realizarlos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El centro de la Ciudad será remodelado si la demanda lo requiere y esto debe ser responsabilidad de los dueños del sector privado — la Ciudad no debe comprometerse a gastar fondos públicos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Considerando el crecimiento y desarrollo de Ceres en los próximos 20 años. Por favor indique su nivel de acuerdo con las siguientes declaraciones.

	Muy de acuerdo	De acuerdo	Desacuerdo	Muy en desacuerdo	No tengo opinión
La Ciudad debe ampliar sus límites cuando sea necesario y apoyar más el desarrollo residencial, comercial e industrial.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La Ciudad debe proteger de tierras agrícolas y espacios abiertos, limitando el desarrollo en tierras agrícolas tanto como sea posible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La Ciudad debe enfocarse en nuevos desarrollos en propiedades vacantes o utilizar dentro de los límites actuales de la Ciudad, cerca de barrios existentes y las negocios.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 ¿Cuánto, cuándo, o dónde debe ocurrir el nuevo crecimiento en Ceres durante los próximos 20 años? _____

7 ¿Qué tipo de cambios le gustaría ver a la red de transporte de Ceres? Usando un número sólo una vez, clasifique lo siguiente del 1 (máxima prioridad) al 6 (prioridad más baja).

- _____ Tráfico de vehículos asociado con llevar y traer a los niños a la escuela
- _____ Hacerlo más seguro y conveniente para llegar a donde tengo que ir a pie o en bicicleta
- _____ Hacer más conveniente El uso del transporte público para llegar al lugar adonde tengo que ir
- _____ Manejar los asuntos de seguridad y congestión del tráfico de camiones en las carreteras de la Ciudad
- _____ Mejorar el acceso a la autopista 99 para vehículos comerciales/camiones
- _____ Trabajar para establecer una parada para el tren ACE en Ceres

8 El desarrollo económico es una prioridad para la Ciudad de Ceres. ¿Qué acciones debe tomar la Ciudad para crecer la economía local? Usando un número sólo una vez, clasifique lo siguiente del 1 (máxima prioridad) al 6 (prioridad más baja).

- ___ Atraer nuevos desarrollos comerciales, de oficina, industrial o desarrollo de empresas
- ___ Fomentar nuevos centros comerciales regionales y tiendas departamentales
- ___ Invertir y fomentar nuevos desarrollos para revitalizar el centro de la Ciudad de Ceres
- ___ Reinvertir en las áreas existentes y empresariales a lo largo de los corredores principales, tales como Hatch Rd., Mitchell Rd. y Whitmore Ave.
- ___ Apoyar el entrenamiento laboral y la educación
- ___ Enfocarse en la publicidad y promoción para mejorar la imagen de la Ciudad y atraer a nuevos empresarios y residentes

9 Además de centrarse en el desarrollo económico, ¿qué otras acciones debe priorizar la Ciudad durante los próximos 20 años para mejorar Ceres? Elija sus tres principales prioridades de la lista siguiente. También puede sugerir otra prioridad.

- ☐ Crear vecindarios transitables con casas, escuelas, tiendas locales y servicios
- ☐ Crear nuevos y mejorar los parques y caminos recreativos
- ☐ Enfocarse en seguridad pública
- ☐ Otro, por favor especifique: _____
- ☐ Promover más viviendas para una variedad de grupos de personas de diferentes recursos, rango de edades y necesidades
- ☐ Más tiendas de abarrotes, restaurantes y opciones de alimentos saludables
- ☐ Promover la energía y conservación del agua y aire limpio

Las siguientes preguntas son opcionales y sólo con fines estadísticos, pero nos asegurarán de que la encuesta es una representación de la comunidad en general.

10 Por favor indique donde vive:

- ☐ Ceres
- ☐ En otra parte del Área de Planeación

11 ¿Cuánto tiempo ha vivido en el área de Ceres? _____ años

12 ¿Cuál es su edad? _____ años

13 ¿Cuántas personas viven en su casa?
_____ Adultos _____ Niños (menores de 18)

14 ¿Es su casa propia o renta?
☐ Propia ☐ Rento

15 ¿Es propietario de negocio en Ceres?
☐ Si ☐ No

16 ¿Con que grupo étnico se identifica?

- ☐ Afroamericano
- ☐ Anglo sajón o blanco
- ☐ o de raza negra
- ☐ Raza mixta
- ☐ Asiático o
- ☐ Latino o hispano
- ☐ asiático-americano
- ☐ Otro _____

17 ¿Dónde trabaja?

- ☐ Ceres
- ☐ Modesto
- ☐ Turlock
- ☐ Área de la Bahía
- ☐ Condado de Merced
- ☐ Condado de San Joaquín
- ☐ En otra parte del condado de Stanislaus
- ☐ Otro _____

18 ¿Cuál fue el total de sus ingresos por familia en el 2015?

- ☐ Menos de \$25,000
- ☐ \$75,000-\$99,999
- ☐ \$25,000-\$49,999
- ☐ \$100,000-\$149,999
- ☐ \$50,000-\$74,999
- ☐ \$150,000+

Para participar e inscribirse para las actualizaciones, por favor visite www.CeresGeneralPlanUpdate.com.

Haga clic en "Participante" para unirse a nuestra lista de correo electrónico.

Doble en tres partes a lo largo de ambos pliegues como se indica arriba y abajo para que el remitente se muestre en el exterior, a continuación, cierre los bordes derecho e izquierdos superiores con cinta y envíelos por correo



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Get Involved!

Most important to the process are community members like you! You can provide ideas and suggestions by coming to meetings and workshops, writing to the City, and participating in whatever ways are convenient for you, starting now with the attached survey!

Please fill out the attached survey, tear it off, fold, and drop it into the mailbox—no postage necessary!

Contact Us

Tom Westbrook, Director of Community Development
City of Ceres
(209) 538-5774
tom.westbrook@ci.ceres.ca.us

Visit our website at:
www.CeresGeneralPlanUpdate.com.

¡Involúcrese!

¡La parte más importante del proceso, son los miembros de la comunidad como usted! Con proporcionar ideas y sugerencias, asistiendo a reuniones y talleres, escribiendo a la Ciudad y participando de la manera que le sea más conveniente, ¡empiece desde ahora con la encuesta adjunta!

Por favor llene la encuesta adjunta, despréndala, dóblela y póngala en el buzón de correo — ¡no requiere ponerle estampillas!

Contáctenos

Tom Westbrook, Director de Desarrollo Comunitario
Ciudad de Ceres
(209) 538-5774
tom.westbrook@ci.ceres.ca.us

Visite nuestro sitio electrónico:
www.CeresGeneralPlanUpdate.com.

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Appendix B: Cross-Tabulations

Ceres General Plan Update

Cross Tabulation Results for Age

1. What do you like most about living in Ceres?

	24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>Ceres is a small city</i>	35.5%	38.5%	33.3%	32.0%	41.2%	28.8%	31.6%	34.5%
<i>Ceres is a calm city</i>	6.5%	9.6%	9.5%	16.0%	6.2%	7.6%	10.5%	9.4%
<i>Ceres is a safe city</i>	8.1%	1.9%	7.9%	4.0%	3.1%	3.0%	5.3%	4.8%
<i>Everything is local</i>	25.8%	13.5%	15.9%	13.3%	17.5%	15.2%	26.3%	17.3%
<i>It is my home town</i>			3.2%	6.7%	5.2%	6.1%		3.4%
<i>The education system</i>		9.6%	3.2%	2.7%	5.2%	1.5%		4.2%
<i>It is a close community</i>	24.2%	11.5%	9.5%	14.7%	11.3%	9.1%	15.8%	12.9%
<i>That it is affordable</i>		5.8%	3.2%	2.7%	2.1%		5.3%	2.4%
<i>Other</i>	16.1%	13.5%	11.1%	6.7%	6.2%	24.2%	7.9%	12.0%
<i>No Answer</i>	6.5%	11.5%	12.7%	14.7%	10.3%	13.6%	10.5%	11.6%
Response Count	62	52	63	75	97	66	38	502

2. Looking ahead, what is the most important thing that should be done to improve Ceres?

	24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>Public safety</i>	12.9%	23.1%	19.0%	24.0%	20.6%	22.7%	23.7%	20.1%
<i>More shopping</i>	25.8%	21.2%	20.6%	25.3%	30.9%	28.8%	21.1%	25.7%
<i>City beautification</i>	9.7%	30.8%	27.0%	18.7%	26.8%	12.1%	31.6%	22.1%
<i>More parks, places for teens</i>	32.3%	5.8%	6.3%	12.0%	6.2%	6.1%	7.9%	10.8%
<i>Employment</i>	3.2%	3.8%	1.6%	5.3%	5.2%	1.5%		3.2%
<i>Road improvements, traffic flow</i>	4.8%	7.7%	15.9%	16.0%	14.4%	10.6%	15.8%	12.2%
<i>Better housing</i>	1.6%	1.9%	4.8%	4.0%	4.1%	3.0%	2.6%	3.2%
<i>Better education</i>	1.6%	1.9%	4.8%	2.7%	2.1%	1.5%		2.4%
<i>Other</i>	4.8%	7.7%	11.1%	2.7%	5.2%	7.6%	5.3%	6.4%
<i>No Answer</i>	12.9%	9.6%	6.3%	8.0%	4.1%	9.1%	10.5%	9.0%
Response Count	62	52	63	75	97	66	38	502

3. What kinds of uses/amenities would you like to see in the City of Ceres?

	24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>More activities and event space</i>	65.6%	58.3%	45.0%	50.7%	34.8%	35.5%	21.2%	46.1%
<i>Nightlife and evening entertainment</i>	72.1%	33.3%	43.3%	38.4%	28.3%	11.3%	6.1%	35.8%
<i>More large stores</i>	52.5%	50.0%	45.0%	53.4%	48.9%	45.2%	51.5%	47.4%
<i>More restaurants and dining establishments</i>	88.5%	66.7%	65.0%	63.0%	71.7%	71.0%	81.8%	70.5%
<i>More housing</i>	9.8%	16.7%	15.0%	17.8%	8.7%	16.1%	18.2%	14.9%
<i>More small specialty shops</i>	36.1%	35.4%	21.7%	26.0%	35.9%	50.0%	33.3%	33.5%
<i>A movie theater</i>	65.6%	54.2%	58.3%	63.0%	57.6%	69.4%	27.3%	59.8%
Response Count	61	48	60	73	92	62	33	475

4. In 2011, Ceres adopted the following vision: "Downtown will once again become the vibrant heart of the City of Ceres, as this area was during Ceres' beginnings."

Please indicate your level of agreement with the following statements:

		24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>The "heart of the City of Ceres" should be focused on Downtown</i>	Strongly agree	41.5%	34.0%	37.9%	40.0%	31.9%	40.7%	42.9%	37.6%
	Agree	52.8%	56.0%	36.2%	34.3%	40.7%	39.0%	25.7%	41.3%
	Disagree	3.8%	6.0%	20.7%	20.0%	17.6%	11.9%	11.4%	13.7%
	Strongly disagree	1.9%	4.0%	5.2%	5.7%	9.9%	8.5%	20.0%	7.4%
Response Count		53	50	58	70	91	59	35	460
<i>I support the City exploring innovative methods of land assembly and/or redevelopment to provide sites for new development, including spending public money to do so.</i>	Strongly agree	15.7%	21.3%	33.9%	15.6%	23.0%	16.1%	20.7%	21.7%
	Agree	74.5%	48.9%	41.1%	50.0%	39.1%	55.4%	37.9%	49.7%
	Disagree	74.5%	19.1%	19.6%	20.3%	18.4%	17.9%	17.2%	17.0%
	Strongly disagree		10.6%	5.4%	14.1%	19.5%	10.7%	24.1%	11.7%
Response Count		51	47	56	64	87	56	29	429

		24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>Downtown will redevelop if the market is right, and this should be private property owners' responsibility; the City should not commit public funds.</i>	Strongly agree	12.5%	11.4%	18.2%	22.7%	27.8%	19.6%	36.4%	20.7%
	Agree	50.0%	29.5%	38.2%	25.8%	35.6%	33.9%	33.3%	35.6%
	Disagree	27.1%	43.2%	27.3%	28.8%	26.7%	35.7%	15.2%	29.8%
	Strongly disagree	10.4%	15.9%	16.4%	22.7%	10.0%	10.7%	15.2%	14.0%
Response Count		48	44	55	66	90	56	33	430

5. Consider the growth and development of Ceres over the next 20 years. Please indicate your level of agreement with the following statements:

		24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>The City should expand its limits as needed and support more residential, commercial and industrial development.</i>	Strongly agree	32.7%	27.1%	35.6%	33.8%	21.1%	18.6%	30.3%	27.1%
	Agree	50.9%	35.4%	39.0%	31.0%	43.3%	44.1%	27.3%	41.0%
	Disagree	10.9%	20.8%	22.0%	23.9%	23.3%	22.0%	18.2%	20.6%
	Strongly disagree	5.5%	16.7%	3.4%	11.3%	12.2%	15.3%	24.2%	11.3%
Response Count		55	48	59	71	90	59	33	461
<i>The City should prioritize protection of farmland and open space, limiting development on farmland as much as possible.</i>	Strongly agree	34.5%	37.5%	29.3%	43.3%	47.8%	58.3%	63.6%	44.1%
	Agree	54.5%	41.7%	46.6%	37.3%	33.3%	28.3%	18.2%	37.9%
	Disagree	9.1%	16.7%	24.1%	14.9%	10.0%	11.7%	18.2%	14.3%
	Strongly disagree	1.8%	4.2%		4.5%	8.9%	1.7%		3.7%
Response Count		55	48	58	67	90	60	33	456
<i>The City should focus new development on vacant or underused properties within the current city limits, near existing neighborhoods and businesses.</i>	Strongly agree	47.2%	62.5%	65.6%	62.9%	59.6%	54.0%	72.2%	59.0%
	Agree	49.1%	33.3%	32.8%	31.4%	30.9%	44.4%	22.2%	36.1%
	Disagree	3.8%	2.1%	1.6%	2.9%	7.4%	1.6%	2.8%	3.4%
	Strongly disagree		2.1%		2.9%	2.1%		2.8%	1.5%
Response Count		53	48	61	70	94	63	36	468

6. How much, when, or where should new growth in Ceres occur over the next 20 years?

	24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>Growth on Mitchell Road</i>	6.5%	9.6%	12.7%	12.0%	8.2%	7.6%	21.1%	9.8%
<i>In downtown area</i>	11.3%	13.5%	6.3%	10.7%	6.2%	4.5%	7.9%	9.6%
<i>Focus on unused/vacant properties</i>	19.4%	15.4%	12.7%	14.7%	20.6%	6.1%	2.6%	13.5%
<i>Crosswalks, sidewalks, streets, ect</i>		1.9%	4.8%	4.0%	5.2%	3.0%		3.4%
<i>Improvements in entertainment</i>	16.1%	5.8%	3.2%	1.3%	2.1%	1.5%		3.8%
<i>Education</i>			1.6%	2.7%				0.8%
<i>Improvements in employment</i>			1.6%		1.0%			0.4%
<i>No new growth</i>	3.2%		1.6%	4.0%	2.1%	1.5%	5.3%	2.2%
<i>Housing improvements</i>				1.3%	2.1%	1.5%		0.8%
<i>More shopping</i>	8.1%	7.7%	12.7%	1.3%	6.2%	6.1%	2.6%	7.2%
<i>Near Morgan Road</i>	1.6%							0.2%
<i>Improved law enforcement</i>			3.2%	1.3%	1.0%	3.0%		1.2%
<i>Improve traffic flow</i>	1.6%			2.7%	1.0%		5.3%	1.2%
<i>In all of Ceres</i>	4.8%	1.9%	4.8%	2.7%	2.1%			2.8%
<i>Near Highway 99</i>		1.9%	1.6%	1.3%	1.0%	1.5%	2.6%	1.2%
<i>Conserve small town atmosphere</i>				1.3%				0.2%
<i>Near Whitmore Road</i>	1.6%			4.0%	1.0%	3.0%		1.4%
<i>Other</i>	11.3%	17.3%	7.9%	10.7%	16.5%	28.8%	26.3%	15.5%
<i>No Answer</i>	14.5%	25.0%	25.4%	24.0%	23.7%	31.8%	26.3%	24.9%
Response Count	62	52	63	75	97	66	38	502

7. What kinds of changes would you like to see to the transportation network around Ceres? (Rank from 6 to 1, with 6 being highest priority and 1 being lowest priority)

	24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>Address traffic associated with school drop-off/pick-up</i>	3.9	4.5	4.5	3.9	3.8	4.5	4.2	4.2
<i>Make it safer and more convenient to get where I need to go on foot or bicycle</i>	4.1	4.2	3.9	3.8	3.5	3.2	2.3	3.7
<i>Make it more convenient to get where I need to go using public transportation</i>	2.9	2.6	2.4	3.1	3.1	2.9	2.8	2.9
<i>Address safety and congestion issues from truck traffic on city roads</i>	3.5	3.8	3.8	4.4	4.3	4.2	4.5	4.0
<i>Improve access to Highway 99 for cars and commercial vehicles/trucks</i>	3.8	3.4	3.6	3.6	3.9	3.6	4.2	3.6
<i>Work to establish a stop in Ceres for the ACE train</i>	2.8	2.6	2.6	2.5	2.5	2.9	3.4	2.6

8. Economic development is a priority for the City of Ceres. What actions should the City take to grow the local economy? (Rank from 6 to 1, with 6 being highest priority and 1 being lowest priority.)

	24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>Attract large new commercial, office, industrial or business park developments</i>	3.0	2.7	2.9	3.0	3.1	2.8	3.1	2.9
<i>Encourage new regional shopping centers and large retail stores</i>	4.2	3.5	3.6	3.6	3.8	3.5	4.1	3.7
<i>Invest in and encourage new development to revitalize Downtown Ceres</i>	3.9	4.0	3.3	3.8	3.7	3.3	4.2	3.8
<i>Reinvest in existing areas and businesses along main corridors, such as Hatch Road, Mitchell Road, or Whitmore Avenue</i>	3.3	4.1	4.5	4.8	4.4	4.5	3.5	4.2
<i>Support job training and education</i>	3.5	3.9	3.4	3.2	3.1	3.6	3.0	3.4
<i>Focus on marketing and branding to improve the city's image and attract new residents and employers</i>	3.0	3.0	3.2	2.8	3.0	3.3	3.6	3.1

9. In addition to focusing on economic development, what other actions should the City prioritize over the next 20 years to improve Ceres?

	24 or younger	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	All Respondents
<i>Create walkable neighborhoods with homes, schools, local-serving stores, and services</i>	59.3%	55.1%	66.7%	58.3%	48.9%	53.2%	44.4%	54.5%
<i>Create new and improve existing parks and trails</i>	55.9%	61.2%	57.1%	56.9%	48.9%	50.0%	19.4%	52.1%
<i>Focus on public safety</i>	44.1%	65.3%	66.7%	62.5%	68.9%	69.4%	72.2%	65.0%
<i>Promote more housing for a variety of income groups, age ranges, and needs</i>	32.2%	26.5%	22.2%	22.2%	25.6%	29.0%	30.6%	26.5%
<i>More grocery stores, restaurants, and healthy food options</i>	74.6%	57.1%	55.6%	62.5%	53.3%	58.1%	69.4%	60.0%
<i>Promote energy and water conservation and clean air</i>	49.2%	36.7%	28.6%	36.1%	32.2%	43.5%	52.8%	39.1%
Response Count	59	49	63	72	90	62	36	468

Ceres General Plan Update

Cross Tabulation Results by Income

I. What do you like most about living in Ceres?

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>Ceres is a small city</i>	25.4%	35.6%	34.6%	38.4%	33.8%	40.0%	34.5%
<i>Ceres is a calm city</i>	7.9%	17.8%	7.4%	8.2%	4.2%	4.0%	9.4%
<i>Ceres is a safe city</i>	3.2%	5.6%	3.7%	4.1%	7.0%		4.8%
<i>Everything is local</i>	22.2%	15.6%	17.3%	12.3%	19.7%	24.0%	17.3%
<i>It is my home town</i>	3.2%	1.1%	6.2%	4.1%	4.2%	8.0%	3.4%
<i>The education system</i>	6.3%	2.2%	2.5%	4.1%	5.6%	4.0%	4.2%
<i>It is a close community</i>	9.5%	12.2%	13.6%	8.2%	12.7%	16.0%	12.9%
<i>That it is affordable</i>	1.6%	4.4%	2.5%	1.4%	2.8%		2.4%
<i>Other</i>	12.7%	14.4%	12.3%	15.1%	7.0%	12.0%	12.0%
<i>No Answer</i>	17.5%	6.7%	9.9%	13.7%	16.9%	12.0%	11.6%
Response Count	63	90	81	73	71	25	502

2. Looking ahead, what is the most important thing that should be done to improve Ceres?

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>Public safety</i>	19.0%	18.9%	27.2%	15.1%	16.9%	24.0%	20.1%
<i>More shopping</i>	27.0%	25.6%	23.5%	26.0%	23.9%	40.0%	25.7%
<i>City beautification</i>	20.6%	17.8%	19.8%	27.4%	28.2%	16.0%	22.1%
<i>More parks, places for teens</i>	9.5%	8.9%	9.9%	11.0%	12.7%	4.0%	10.8%
<i>Employment</i>	1.6%	4.4%	6.2%	2.7%	1.4%	8.0%	3.2%
<i>Road improvements, traffic flow</i>	14.3%	11.1%	13.6%	13.7%	12.7%	12.0%	12.2%
<i>Better housing</i>	3.2%	3.3%	3.7%	2.7%	1.4%	8.0%	3.2%
<i>Better education</i>	3.2%	4.4%	2.5%	1.4%			2.4%
<i>Other</i>	3.2%	6.7%	4.9%	2.7%	14.1%		6.4%
<i>No Answer</i>	11.1%	11.1%	6.2%	9.6%	5.6%	12.0%	9.0%
Response Count	63	90	81	73	71	25	502

3. What kinds of uses/amenities would you like to see in the City of Ceres?

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>More activities and event space</i>	52.5%	46.6%	47.3%	40.6%	35.8%	24.0%	46.1%
<i>Nightlife and evening entertainment</i>	36.1%	40.9%	29.7%	33.3%	20.9%	32.0%	35.8%
<i>More large stores</i>	41.0%	45.5%	58.1%	47.8%	49.3%	52.0%	47.4%
<i>More restaurants and dining establishments</i>	50.8%	64.8%	77.0%	72.5%	80.6%	92.0%	70.5%
<i>More housing</i>	24.6%	18.2%	18.9%	7.2%	7.5%	8.0%	14.9%
<i>More small specialty shops</i>	31.1%	34.1%	39.2%	30.4%	37.3%	28.0%	33.5%
<i>A movie theater</i>	62.3%	60.2%	52.7%	60.9%	59.7%	32.0%	59.8%
Response Count	61	88	74	69	67	25	475

4. In 2011, Ceres adopted the following vision: "Downtown will once again become the vibrant heart of the City of Ceres, as this area was during Ceres' beginnings."

Please indicate your level of agreement with the following statements:

		Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>The "heart of the City of Ceres" should be focused on Downtown</i>	Strongly agree	48.3%	46.0%	38.9%	26.8%	36.5%	18.2%	37.6%
	Agree	32.8%	36.8%	43.1%	46.5%	34.9%	45.5%	41.3%
	Disagree	13.8%	13.8%	9.7%	18.3%	17.5%	27.3%	13.7%
	Strongly disagree	5.2%	3.4%	8.3%	8.5%	11.1%	9.1%	7.4%
Response Count		58	87	72	71	63	22	460
<i>I support the City exploring innovative methods of land assembly and/or redevelopment to provide sites for new development, including spending public money to do so.</i>	Strongly agree	29.4%	31.6%	17.4%	19.0%	22.2%	17.4%	21.7%
	Agree	35.3%	48.1%	49.3%	55.6%	41.3%	52.2%	49.7%
	Disagree	29.4%	12.7%	17.4%	14.3%	19.0%	17.4%	17.0%
	Strongly disagree	5.9%	7.6%	15.9%	11.1%	17.5%	13.0%	11.7%
Response Count		51	79	69	63	63	23	429

		Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>Downtown will redevelop if the market is right, and this should be private property owners' responsibility; the City should not commit public funds.</i>	Strongly agree	23.2%	25.7%	21.1%	19.0%	22.2%	31.6%	20.7%
	Agree	35.7%	35.1%	39.4%	27.0%	31.7%	15.8%	35.6%
	Disagree	32.1%	27.0%	22.5%	34.9%	28.6%	36.8%	29.8%
	Strongly disagree	8.9%	12.2%	16.9%	19.0%	17.5%	15.8%	14.0%
Response Count		56	74	71	63	63	19	430

5. Consider the growth and development of Ceres over the next 20 years. Please indicate your level of agreement with the following statements:

		Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>The City should expand its limits as needed and support more residential, commercial and industrial development.</i>	Strongly agree	34.5%	35.4%	25.0%	23.5%	24.2%	21.7%	27.1%
	Agree	40.0%	42.7%	39.5%	45.6%	28.8%	34.8%	41.0%
	Disagree	20.0%	14.6%	19.7%	19.1%	34.8%	30.4%	20.6%
	Strongly disagree	5.5%	7.3%	15.8%	11.8%	12.1%	13.0%	11.3%
Response Count		55	82	76	68	66	23	461
<i>The City should prioritize protection of farmland and open space, limiting development on farmland as much as possible.</i>	Strongly agree	50.0%	44.3%	51.3%	51.4%	32.8%	30.0%	44.1%
	Agree	39.7%	41.8%	26.3%	26.4%	50.0%	45.0%	37.9%
	Disagree	10.3%	12.7%	15.8%	18.1%	12.5%	25.0%	14.3%
	Strongly disagree		1.3%	6.6%	4.2%	4.7%		3.7%
Response Count		58	79	76	72	64	20	456
<i>The City should focus new development on vacant or underused properties within the current city limits, near existing neighborhoods and businesses.</i>	Strongly agree	57.6%	61.9%	60.5%	65.2%	58.8%	62.5%	59.0%
	Agree	40.7%	35.7%	30.3%	31.9%	38.2%	29.2%	36.1%
	Disagree	1.7%	2.4%	6.6%	2.9%		8.3%	3.4%
	Strongly disagree			2.6%		2.9%		1.5%
Response Count		59	84	76	69	68	24	468

6. How much, when, or where should new growth in Ceres occur over the next 20 years?

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>Growth on Mitchell Road</i>	12.7%	12.2%	9.9%	20.5%		8.0%	9.8%
<i>In downtown area</i>	4.8%	15.6%	3.7%	4.1%	12.7%	4.0%	9.6%
<i>Focus on unused/vacant properties</i>	9.5%	10.0%	14.8%	9.6%	28.2%	24.0%	13.5%
<i>Crosswalks, sidewalks, streets, ect</i>	6.3%	2.2%		2.7%	4.2%		3.4%
<i>Improvements in entertainment</i>	3.2%	7.8%	1.2%	1.4%	1.4%	4.0%	3.8%
<i>Education</i>		2.2%	1.2%				0.8%
<i>Improvements in employment</i>		1.1%			1.4%		0.4%
<i>No new growth</i>			3.7%	2.7%	2.8%	8.0%	2.2%
<i>Housing improvements</i>	1.6%		1.2%	1.4%		4.0%	0.8%
<i>More shopping</i>	6.3%	5.6%	6.2%	6.8%	7.0%	4.0%	7.2%
<i>Near Morgan Road</i>		1.1%					0.2%
<i>Improved law enforcement</i>	1.6%	1.1%	1.2%	2.7%		4.0%	1.2%
<i>Improve traffic flow</i>		1.1%	1.2%		1.4%	4.0%	1.2%
<i>In all of Ceres</i>	1.6%	3.3%	3.7%		1.4%	4.0%	2.8%
<i>Near Highway 99</i>		2.2%	2.5%		1.4%	4.0%	1.2%
<i>Conserve small town atmosphere</i>					1.4%		0.2%
<i>Near Whitmore Road</i>		2.2%	1.2%	1.4%	4.2%		1.4%
<i>Other</i>	17.5%	11.1%	28.4%	13.7%	11.3%	8.0%	15.5%
<i>No Answer</i>	34.9%	21.1%	19.8%	32.9%	21.1%	20.0%	24.9%
Response Count	63	90	81	73	71	25	502

7. What kinds of changes would you like to see to the transportation network around Ceres? (Rank from 6 to 1, with 6 being highest priority and 1 being lowest priority)

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>Address traffic associated with school drop-off/pick-up</i>	4.1	4.0	4.1	4.3	4.2	4.1	4.2
<i>Make it safer and more convenient to get where I need to go on foot or bicycle</i>	4.1	3.4	3.8	3.5	3.5	2.9	3.7
<i>Make it more convenient to get where I need to go using public transportation</i>	3.6	3.1	2.7	2.7	2.7	2.1	2.9
<i>Address safety and congestion issues from truck traffic on city roads</i>	3.6	4.3	4.0	3.7	4.3	4.9	4.0
<i>Improve access to Highway 99 for cars and commercial vehicles/trucks</i>	3.1	3.3	3.8	4.0	3.9	4.5	3.6
<i>Work to establish a stop in Ceres for the ACE train</i>	2.6	2.9	2.8	2.8	2.5	2.6	2.6

8. Economic development is a priority for the City of Ceres. What actions should the City take to grow the local economy? (Rank from 6 to 1, with 6 being highest priority and 1 being lowest priority.)

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>Attract large new commercial, office, industrial or business park developments</i>	2.5	2.9	3.0	3.2	3.1	3.5	2.9
<i>Encourage new regional shopping centers and large retail stores</i>	3.4	4.0	3.8	3.4	3.8	4.1	3.7
<i>Invest in and encourage new development to revitalize Downtown Ceres</i>	3.7	3.5	3.9	3.3	3.8	3.3	3.8
<i>Reinvest in existing areas and businesses along main corridors, such as Hatch Road, Mitchell Road, or Whitmore Avenue</i>	4.5	4.1	4.4	4.3	4.4	4.7	4.2
<i>Support job training and education</i>	4.3	3.8	3.2	3.6	2.8	2.3	3.4
<i>Focus on marketing and branding to improve the city's image and attract new residents and employers</i>	2.4	2.9	2.9	3.3	3.2	3.3	3.1

9. In addition to focusing on economic development, what other actions should the City prioritize over the next 20 years to improve Ceres?

	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	All Respondents
<i>Create walkable neighborhoods with homes, schools, local-serving stores, and services</i>	55.0%	57.0%	59.2%	45.1%	57.4%	44.0%	54.5%
<i>Create new and improve existing parks and trails</i>	58.3%	48.8%	57.9%	53.5%	44.1%	48.0%	52.1%
<i>Focus on public safety</i>	61.7%	68.6%	64.5%	64.8%	61.8%	76.0%	65.0%
<i>Promote more housing for a variety of income groups, age ranges, and needs</i>	36.7%	36.0%	14.5%	22.5%	23.5%	20.0%	26.5%
<i>More grocery stores, restaurants, and healthy food options</i>	41.7%	57.0%	60.5%	66.2%	67.6%	76.0%	60.0%
<i>Promote energy and water conservation and clean air</i>	33.3%	45.3%	34.2%	38.0%	38.2%	36.0%	39.1%
Response Count	60	86	76	71	68	25	468

Ceres General Plan Update

Cross Tabulation Results by Ethnicity

1. What do you like most about living in Ceres?

	African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>Ceres is a small city</i>	33.3%	42.9%	27.1%	38.0%	58.8%	35.0%	34.5%
<i>Ceres is a calm city</i>	16.7%		14.5%	6.0%		5.0%	9.4%
<i>Ceres is a safe city</i>			7.2%	3.7%	5.9%	2.5%	4.8%
<i>Everything is local</i>		14.3%	21.7%	17.1%		17.5%	17.3%
<i>It is my home town</i>			2.4%	4.2%	5.9%	5.0%	3.4%
<i>The education system</i>			3.6%	3.7%	5.9%	2.5%	4.2%
<i>It is a close community</i>		14.3%	13.9%	12.0%	17.6%	20.0%	12.9%
<i>That it is affordable</i>			2.4%	2.3%		2.5%	2.4%
<i>Other</i>	16.7%	14.3%	12.0%	12.5%	11.8%	10.0%	12.0%
<i>No Answer</i>	33.3%	14.3%	10.2%	11.6%	5.9%	15.0%	11.6%
Response Count	6	7	166	216	17	40	502

2. Looking ahead, what is the most important thing that should be done to improve Ceres?

	African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>Public safety</i>	50.0%	28.6%	25.3%	15.7%	5.9%	27.5%	20.1%
<i>More shopping</i>		28.6%	21.1%	29.6%	29.4%	20.0%	25.7%
<i>City beautification</i>		14.3%	16.3%	25.5%	35.3%	27.5%	22.1%
<i>More parks, places for teens</i>	16.7%	28.6%	16.3%	7.9%		5.0%	10.8%
<i>Employment</i>			2.4%	3.2%	11.8%	2.5%	3.2%
<i>Road improvements, traffic flow</i>	16.7%	14.3%	11.4%	12.5%	17.6%	12.5%	12.2%
<i>Better housing</i>			2.4%	4.2%		2.5%	3.2%
<i>Better education</i>			3.0%	0.9%	5.9%	5.0%	2.4%
<i>Other</i>	16.7%		6.0%	6.0%	5.9%	7.5%	6.4%
<i>No Answer</i>			9.0%	8.8%	5.9%	10.0%	9.0%
Response Count	6	7	166	216	17	40	502

3. What kinds of uses/amenities would you like to see in the City of Ceres?

	African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>More activities and event space</i>	66.7%	57.1%	57.1%	33.7%	37.5%	44.7%	46.1%
<i>Nightlife and evening entertainment</i>	50.0%	57.1%	50.9%	20.6%	50.0%	21.1%	35.8%
<i>More large stores</i>	50.0%	57.1%	50.9%	47.7%	62.5%	50.0%	47.4%
<i>More restaurants and dining establishments</i>	66.7%	85.7%	62.0%	78.4%	75.0%	73.7%	70.5%
<i>More housing</i>	33.3%	14.3%	18.4%	9.5%	25.0%	13.2%	14.9%
<i>More small specialty shops</i>	33.3%	42.9%	29.4%	37.7%	37.5%	36.8%	33.5%
<i>A movie theater</i>	83.3%	71.4%	62.6%	53.8%	75.0%	55.3%	59.8%
Response Count	6	7	163	199	16	38	475

4. In 2011, Ceres adopted the following vision: "Downtown will once again become the vibrant heart of the City of Ceres, as this area was during Ceres' beginnings."

Please indicate your level of agreement with the following statements:

		African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>The "heart of the City of Ceres" should be focused on Downtown</i>	Strongly agree	50.0%	50.0%	46.2%	31.9%	37.5%	34.2%	37.6%
	Agree	33.3%	50.0%	40.5%	41.9%	50.0%	42.1%	41.3%
	Disagree			10.1%	17.3%	12.5%	13.2%	13.7%
	Strongly disagree	16.7%		3.2%	8.9%		10.5%	7.4%
Response Count		6	6	158	191	16	38	460
<i>I support the City exploring innovative methods of land assembly and/or redevelopment to provide sites for new development, including spending public money to do so.</i>	Strongly agree	40.0%		28.7%	15.2%	25.0%	21.1%	21.7%
	Agree	40.0%	85.7%	49.7%	50.0%	56.3%	44.7%	49.7%
	Disagree		14.3%	15.4%	19.1%	12.5%	15.8%	17.0%
	Strongly disagree	20.0%		6.3%	15.7%	6.3%	18.4%	11.7%
Response Count		5	7	143	178	16	38	429

		African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>Downtown will redevelop if the market is right, and this should be private property owners' responsibility; the City should not commit public funds.</i>	Strongly agree	20.0%		21.0%	22.4%	12.5%	21.6%	20.7%
	Agree	40.0%	40.0%	36.4%	34.4%	25.0%	37.8%	35.6%
	Disagree		60.0%	32.2%	28.4%	43.8%	24.3%	29.8%
	Strongly disagree	40.0%		10.5%	14.8%	18.8%	16.2%	14.0%
Response Count		5	5	143	183	16	37	430

5. Consider the growth and development of Ceres over the next 20 years. Please indicate your level of agreement with the following statements:

		African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>The City should expand its limits as needed and support more residential, commercial and industrial development.</i>	Strongly agree	50.0%	14.3%	41.6%	16.8%	41.2%	23.1%	27.1%
	Agree	33.3%	57.1%	38.3%	38.6%	41.2%	48.7%	41.0%
	Disagree	16.7%	28.6%	15.4%	27.4%	5.9%	17.9%	20.6%
	Strongly disagree			4.7%	17.3%	11.8%	10.3%	11.3%
Response Count		6	7	149	197	17	39	461
<i>The City should prioritize protection of farmland and open space, limiting development on farmland as much as possible.</i>	Strongly agree	40.0%	25.0%	37.6%	50.0%	37.5%	45.5%	44.1%
	Agree	40.0%	50.0%	42.3%	34.2%	25.0%	45.5%	37.9%
	Disagree	20.0%	25.0%	16.1%	12.9%	25.0%	6.1%	14.3%
	Strongly disagree			4.0%	3.0%	12.5%	3.0%	3.7%
Response Count		5	4	149	202	16	33	456
<i>The City should focus new development on vacant or underused properties within the current city limits, near existing neighborhoods and businesses.</i>	Strongly agree	50.0%	57.1%	52.3%	65.4%	64.7%	60.5%	59.0%
	Agree	50.0%	42.9%	40.9%	29.3%	35.3%	36.8%	36.1%
	Disagree			4.7%	3.8%		2.6%	3.4%
	Strongly disagree			2.0%	1.4%			1.5%
Response Count		6	7	149	208	17	38	468

6. How much, when, or where should new growth in Ceres occur over the next 20 years?

	African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>Growth on Mitchell Road</i>			9.6%	11.1%	23.5%	10.0%	9.8%
<i>In downtown area</i>	16.7%	28.6%	9.0%	8.3%	17.6%	2.5%	9.6%
<i>Focus on unused/vacant properties</i>		14.3%	12.7%	13.4%	5.9%	27.5%	13.5%
<i>Crosswalks, sidewalks, streets, ect</i>			3.6%	3.7%			3.4%
<i>Improvements in entertainment</i>	16.7%		5.4%	2.8%	5.9%	2.5%	3.8%
<i>Education</i>			1.2%		5.9%		0.8%
<i>Improvements in employment</i>			0.6%	0.5%			0.4%
<i>No new growth</i>			2.4%	3.2%			2.2%
<i>Housing improvements</i>			0.6%	0.9%	5.9%		0.8%
<i>More shopping</i>		14.3%	5.4%	6.0%		10.0%	7.2%
<i>Near Morgan Road</i>			0.6%				0.2%
<i>Improved law enforcement</i>			1.2%	1.9%			1.2%
<i>Improve traffic flow</i>			1.2%	1.4%		2.5%	1.2%
<i>In all of Ceres</i>		14.3%	3.0%	1.9%		2.5%	2.8%
<i>Near Highway 99</i>			0.6%	1.9%		2.5%	1.2%
<i>Conserve small town atmosphere</i>				0.5%			0.2%
<i>Near Whitmore Road</i>		14.3%	1.8%	1.4%			1.4%
<i>Other</i>	16.7%		13.3%	18.1%	11.8%	22.5%	15.5%
<i>No Answer</i>	50.0%	14.3%	27.7%	23.1%	23.5%	17.5%	24.9%
Response Count	6	7	166	216	17	40	502

7. What kinds of changes would you like to see to the transportation network around Ceres? (Rank from 6 to 1, with 6 being highest priority and 1 being lowest priority)

	African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>Address traffic associated with school drop-off/pick-up</i>	4.3	3.6	4.3	4.0	4.2	4.4	4.2
<i>Make it safer and more convenient to get where I need to go on foot or bicycle</i>	4.8	4.2	4.1	3.4	3.8	3.4	3.7
<i>Make it more convenient to get where I need to go using public transportation</i>	3.5	3.2	3.1	2.8	2.7	2.8	2.9
<i>Address safety and congestion issues from truck traffic on city roads</i>	4.5	3.6	3.6	4.3	4.1	4.3	4.0
<i>Improve access to Highway 99 for cars and commercial vehicles/trucks</i>	3.3	3.0	3.4	3.9	3.0	4.0	3.6
<i>Work to establish a stop in Ceres for the ACE train</i>	1.3	3.4	2.6	2.7	3.0	2.7	2.6

8. Economic development is a priority for the City of Ceres. What actions should the City take to grow the local economy? (Rank from 6 to 1, with 6 being highest priority and 1 being lowest priority.)

	African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>Attract large new commercial, office, industrial or business park developments</i>	4.2	3.0	3.1	2.8	2.7	3.2	2.9
<i>Encourage new regional shopping centers and large retail stores</i>	3.2	4.3	3.5	3.9	3.9	3.7	3.7
<i>Invest in and encourage new development to revitalize Downtown Ceres</i>	3.8	4.0	3.8	3.7	4.2	3.8	3.8
<i>Reinvest in existing areas and businesses along main corridors, such as Hatch Road, Mitchell Road, or Whitmore Avenue</i>	3.4	3.7	3.9	4.6	3.8	4.5	4.2
<i>Support job training and education</i>	4.0	2.2	3.8	3.1	3.7	3.7	3.4
<i>Focus on marketing and branding to improve the city's image and attract new residents and employers</i>	2.4	3.8	3.0	3.2	2.6	2.4	3.1

9. In addition to focusing on economic development, what other actions should the City prioritize over the next 20 years to improve Ceres?

	African American/Black	Asian/Asian American	Latino or Hispanic	Caucasian or White	Mixed	Other	All Respondents
<i>Create walkable neighborhoods with homes, schools, local-serving stores, and services</i>	60.0%	42.9%	62.9%	50.0%	56.3%	48.7%	54.5%
<i>Create new and improve existing parks and trails</i>	60.0%	42.9%	59.1%	42.7%	62.5%	53.8%	52.1%
<i>Focus on public safety</i>	60.0%	57.1%	67.3%	63.1%	43.8%	74.4%	65.0%
<i>Promote more housing for a variety of income groups, age ranges, and needs</i>	40.0%	28.6%	31.4%	22.3%	31.3%	25.6%	26.5%
<i>More grocery stores, restaurants, and healthy food options</i>	60.0%	71.4%	49.1%	66.5%	93.8%	51.3%	60.0%
<i>Promote energy and water conservation and clean air</i>	60.0%	57.1%	40.3%	33.5%	43.8%	51.3%	39.1%
Response Count	5	7	159	206	16	39	468

Appendix C: Open-Ended Responses

QUESTION 1: WHAT DO YOU LIKE MOST ABOUT CERES?

1. I like the hometown feel, the community, the easy access to shopping and the gateway to both Modesto and Turlock
2. I like that it is a small town and the atmosphere (not mentality). I want to see growth but still have that small town feel.
3. I like that it is a small and calm town.
4. I like that it is a small town.
5. I like that it is a small town.
6. I like the fact that it is a small town but still has everything.
7. It is a cliché but a small town atmosphere.
8. I like the small town feel and it is where I grew up.
9. I like that it is a small community.
10. I like the small town charm.
11. I like that it is a small town.
12. I like that it is a small city.
13. I like that we are still fairly a small town and that the birds still chirp here.
14. I like the small town feel.
15. I like it because it is a nice area to live.
16. I like that it is a small town.
17. I like that it is a small and involved community.
18. I like that it is not a big city and it is not too small either.
19. I like that it is a small town.
20. I like that it is a small community.
21. It is a nice town.
22. I like that it is small and that you can still see horses and that there is still farmland.
23. I like that it is a small town.
24. I like that it was a good little city that had everything.
25. I like that it is a small town option and that there are good people here.
26. I like the small town feel.
27. I like that it is a small and quiet town.
28. I like the small town community and it is a good place to raise a family.

29. I like the small town feel
30. I like that it is a small and calm town
31. I like that it is a small community.
32. I like that it is a little community
33. I like the small size and number of perks.
34. I like that it is a small town
35. I like the small town atmosphere and diversity
36. I like the small community and good schools
37. I like the hometown feel.
38. I like that it is a small town
39. I like the small town feel and everything is close
40. I like the small town feel
41. I like its hometown feel
42. I like that it is a small community.
43. I like that it use to be a small town
44. I like the small town atmosphere but it is close to a big city
45. I like that it is a small town and it is quiet
46. It is a very nice community and clean
47. I like that it is a small town
48. I like that it is a small town
49. I like the size of the city and its location to big cities
50. I like the small town feeling
51. I like that it still has a fairly small hometown feel
52. It's a small city that has a lot of potential to grow and succeed
53. I like the convenience and the small town feel
54. I like the small town and friendly feel. Glad to see a Ross and DD's
55. I like the small town
56. I like the small town and the cost of living is low
57. I like the small community
58. I like the small community
59. I like the small town feel and friendly people
60. I like that it is still a pretty small city

61. Its small, I don't enjoy much anymore its getting scary
62. I like the small town community.
63. I like the small town and the friendly people
64. That it is a miniature small town
65. I like the small community
66. The small town feel
67. The small town feel with major potential
68. The small town community
69. I like that it is a small city.
70. The small town feel
71. I like that it is small and quiet
72. The small town feel
73. The small town atmosphere
74. That it is small not big like Modesto
75. Small Town Feel
76. That it is a small town
77. The small town feeling
78. Its small town feel
79. The small town feel
80. The small town feel
81. The hometown feeling
82. The small town atmosphere
83. That it is a small town, family and friends
84. The small town feel
85. I like the small town feel
86. I like that it is a small town
87. The small town feeling and that it is close to Modesto and Turlock for major shopping and that it is close to the mountains and the Coast
88. I like that it is a small town and the access to the freeway
89. I like that it is still a small town
90. I like that it is a mid-size town
91. That it is a small town and the people.
92. I like the small town family

93. I like that it is a small town
94. I like the small community
95. I like that it is a small town
96. I like that it is a small town
97. I like that it is a small city.
98. I like that it is a small town with close proximity to shopping and freeway access
99. It used to be the small community feel
100. I like the small town, that it is close to the freeway and the cheap housing
101. I like that it feels like a small town
102. I like the small town feeling
103. I like the small town atmosphere
104. I like that it is a small community.
105. I like that it is a small town
106. I like the size
107. I like its small town feel
108. I like the small town
109. I like the small town feel
110. I like that it is a small town
111. I like that it is a small town
112. I like that it is smaller than Modesto
113. I like that it is a small town
114. I like that it is a small town
115. I like the small town feel
116. I like that it is a small town
117. I like that it is a small town
118. I like that it is a small town
119. I like the small town atmosphere
120. I like that it is a small town, yet with plenty of shopping and dining
121. I like that it is a small town
122. I like that it is a small town
123. I like the small town atmosphere
124. I like the small town feel
125. I like that it is not too big and I know a lot of people

126. I like that it is a small town and quiet
127. I like that it is a small city, its quiet and everything I need is close
128. I like the small town feel
129. I like the small town feel
130. I like that it is a small community and close to the freeway
131. I like that it is quiet and mostly uncongested
132. I like that it is a moderately small town atmosphere
133. A small city with a lot of potential
134. I like how tiny and cute our downtown is because it feels so homely
135. I like that it is a small and safe area
136. I like that it is a small town
137. I like that it is a tight and small community
138. I like that it is small and that everyone knows everyone
139. I like that it is a small city and that everything is close
140. I like that it is a small town
141. I like that it's a small community
142. I like that it is a small community
143. I like the small town and the activities here
144. I like the small and linked community
145. I like that it is a small community
146. I like that it is a small town
147. I like that it is small and easy to get around
148. I like that it is a small town
149. I like that it is a small town and how involved the community is
150. The thing I like most about living in Ceres is that it is small and very together, so nothing is far away from each other
151. I like the community
152. I like that it is a small town
153. I like the small town and how everyone knows each other
154. I like the small city and that it is safe
155. I like that it is a small town and that it is safe
156. I like that it is a small town
157. A little city were so that it can grow

- 158. Because it's a small city
- 159. I like that it's a small city and in a great location
- 160. I like that it's a small city
- 161. It's small
- 162. Very small city
- 163. It's a very small city and quiet
- 164. Small quiet neighborhood
- 165. I like that it is a calm town close to Modesto and Turlock.
- 166. I like that it is nice, calm and a wealthy city.
- 167. I like that it is a quiet place.
- 168. It is a nice town to live
- 169. I like that it is peaceful, has low crime and is slow paced.
- 170. I like that it is quiet
- 171. I like that my area is peaceful
- 172. I like that it is peaceful
- 173. I like that it is quiet sometimes
- 174. I like that it is quiet
- 175. That it's quiet and no trouble yet
- 176. I like that it is quiet and small
- 177. I like that it is very quiet
- 178. I like that it is quiet
- 179. I like that it is peaceful and quiet
- 180. I like that it is mostly quiet
- 181. I like that it is peaceful and clean
- 182. I like that it is quiet, safe and inexpensive
- 183. I like that it is a quiet town
- 184. I like how peaceful and close everything is
- 185. I enjoy how peaceful and calm it is
- 186. It's a calm city and close to Modesto and Turlock
- 187. It's calm in my neighborhood
- 188. I like that it's very calm and I have everything close by
- 189. I like that it's a very calm city
- 190. It's relaxing and very calm

191. Very calm
192. I like the environment and it's very calm
193. Very calm
194. I like that it's calm and there are activities
195. It's very calm, and it's close to the stores
196. It's very calm
197. Very calm city than Modesto
198. It's a very quiet neighborhood
199. Very calm
200. It's a very excellent place, calm and quiet and elegant
201. It's very calm
202. Very calm
203. Very calm and safe
204. It's very calm and quiet
205. It's very calm and very close to things
206. Very peaceful
207. I like that there is less crime and it is a good neighborhood.
208. I like it because I feel safe.
209. I like that I can go for a walk.
210. I like that it is a safe city with a great police force and fire department. I also like that it is growing.
211. That it is peaceful because the police officers are always around
212. The relatively low levels of crime, noise and congestion and what's left of its small town ambiance
213. I like the safety
214. I love the safety and security, also the fast responding police department
215. I like that for the most part crime is low
216. Overall in my area I feel safe
217. I like that it is safe and close together
218. I like it that no one bothers you
219. Public security
220. There's not a lot of delinquency
221. I like that everything is local
222. The safety

- 223. The safety in the city
- 224. I like that it is central to the state and not far from the coast, mountains and the Bay area.
- 225. I like that the schools are close to where I work.
- 226. I like that it is a close proximity to family.
- 227. I like the walking distance to destinations.
- 228. I like the location.
- 229. I like that it is close to where I work.
- 230. I like the accessibility.
- 231. I like that there is easy access to Modesto and Turlock.
- 232. I like the accessibility
- 233. I like that it is close to my family's house.
- 234. I like the freeway access.
- 235. I like that it is centrally located and the easy freeway access.
- 236. I like the location. My area is peaceful however one street over is very ruff
- 237. Not much but the accessibility to the freeway
- 238. I like that it is close to shopping, freeway and its affordable
- 239. It's close to work and family
- 240. Location and proximity to other cities
- 241. It is close to all our medical needs and of course the people.
- 242. The quick access to 99 and the lower taxes
- 243. The central location between work, family and church
- 244. The proximity to Modesto and Turlock and that it is a small town
- 245. I like the small town feel and tradition
- 246. The convenience of location and the small town feel
- 247. Not much but the easy freeway access is nice
- 248. I like being close to the bigger cities with that small town feel
- 249. The location and the convenience
- 250. The shopping convenience, community and the housing prices
- 251. I like it because it is close to work
- 252. The central location
- 253. I like that it is close to my job
- 254. I like the location to my kids school
- 255. I like that it is in the middle between Turlock and Modesto

256. I like that the location is in Central Valley and River Oaks GC
257. I grew up here and I like the easy access to Turlock and Modesto
258. I like that it is close to my work
259. I like that everything is close like the schools, parks and shopping
260. I like that it is close to shopping
261. I like the location and the size
262. I like that everything is close by, that it is very clean and that there are cops everywhere
263. I like the location and that it is a small town
264. I like that it is a short distance to work
265. I like either proximity to work and the Hwy 99
266. It's close to my job
267. I like that the schools are close to home
268. I like that it is close to a lot of things
269. I like that it is close to work and affordable
270. I like the central location access
271. I like the location
272. I like that it is close to the freeway and the police do a great job
273. Its convenient to Modesto and Turlock for shopping
274. I like that it is easy accessibility to many things
275. What I like about Ceres is how close all the stores are and how convenient it is
276. I like being close to my friends
277. I like how everything is so close
278. I like how close and compact Ceres is
279. I like how close I am to the shops
280. I like how everything is easy to get too
281. I like how everything is close
282. I like that the stores are close to the neighborhoods
283. I like how close everything is
284. I like how everything is pretty close
285. I like that everything is close and nothing is far away
286. I like how everything is close by
287. Everything is close like the stores
288. I like that I have all the services here close to me

289. I like that they have stores, church and there's medical attention close by
290. I like that it is united
291. I like that I'm close to education places
292. I'm a 30 year resident and home owner. I raised my family here and I am very proud of my town.
293. I have family that lives here and it is nice to be close to them.
294. Not much anymore, I have been here 28 years
295. Generations of my family have lived in Ceres.
296. I grew up here
297. It's my hometown
298. I have always been here
299. I have lived here for a long time
300. My family is here
301. My family lives in Ceres
302. Ceres is home to me, I grew up here
303. This is my hometown
304. I consider Ceres as my hometown and it is close to where I work
305. Family is living here
306. I like the town; I was born here and graduated high school here. It is the memories of the good old days
307. I like the schools because they are K-12th
308. I like the schools and the small town
309. I like the schools.
310. The schools and the nearby gas stations
311. The schools and small community
312. I like the school district
313. I like the schools and parks
314. I like the school district technology
315. I like how my teacher is nice
316. I like the good schools and the good police department
317. I like the schools because they are better and the streets are not bad
318. I like that the schools are close
319. I like the schools and the community
320. I like the schools

- 321. I like the schools and it's not a big city
- 322. The schools and very close to the stores
- 323. I like the schools and it's not a big city
- 324. The school district and the community centers
- 325. The classes are very educated
- 326. I like it because my friends are here.
- 327. I like the hometown feel and it is a nice place.
- 328. It is a great community
- 329. I like the people and the farmers
- 330. I like the people.
- 331. We like our neighborhood
- 332. The small community and the easy freeway access
- 333. The people and the real sense of community
- 334. That it is a smaller community and close to larger ones
- 335. The quiet communities, schools around housing and 5 minutes from freeway
- 336. I like that it has friendly neighbors
- 337. We live in a good neighborhood with a small town feel
- 338. I like the small tight community
- 339. I like my neighborhood
- 340. I like the people
- 341. I like the quiet new neighborhoods
- 342. I like my friends here
- 343. It is a nice community
- 344. I like that it is clean, the friendly people and the overall safety
- 345. The friends and family
- 346. I like that people here are willing to help one another
- 347. I like that it is friendly
- 348. I like the people
- 349. I like the community centers, activities and the concerts in the park
- 350. I like the friends and family involved in Ceres
- 351. I like my neighbors
- 352. I like that it is a small community.
- 353. I like the people

- 354. I like the small community feel
- 355. It is a great community
- 356. I like the great community
- 357. I like that it is a quiet neighborhood and the easy access to the freeway
- 358. Our community
- 359. Majority of people, chambers and the small town feel
- 360. I like the people
- 361. I like how everyone knows everyone because Ceres is small
- 362. I like that we are a tight knit community
- 363. The community is very involved
- 364. I like the small knit community
- 365. Its close and tight knit community
- 366. I like that everyone knows everyone and that it is a small town
- 367. I like how close knit the community is
- 368. I like the small knit community
- 369. I like that it is a close knit community
- 370. I like the sense of community togetherness
- 371. I like the people
- 372. It's family oriented, clean, schools are close by
- 373. I like the community
- 374. Wonderful Community
- 375. Wonderful Community
- 376. Community programs
- 377. I like the affordability
- 378. I like the affordable housing
- 379. I like the affordability
- 380. I like the affordable homes
- 381. The cost of living is lower than the Bay area
- 382. I don't, I have lived many places and this is my most hated. I can't find a positive other than my rent is cheap but apartment is one step above uninhabitable
- 383. The lower cost of housing than the nearby towns
- 384. I like the low cost of housing
- 385. I like the low utilities and the reasonable priced food

- 386. I like living in my cul de sac, everything else is depressing. There are too many homeless and there has been nothing to improve it.
- 387. I don't like much anymore because it is close to Modesto.
- 388. I use to feel safe but not so much anymore.
- 389. There is not much moving and there is no option.
- 390. I use to like that it had a small town feel but not so much lately.
- 391. I like everything about it.
- 392. I don't like much because there are no sidewalks and there is junk all over.
- 393. 17 years ago there was less traffic when we moved here.
- 394. I like that it is not in Keyes
- 395. I like my house
- 396. I like the Walmart at Hatch Rd and Mitchell Rd
- 397. Lots of Christian churches, farmlands, schools and neighborhoods
- 398. I like the weather
- 399. Nothing, it has turned into a rat hole
- 400. I like the parks and shopping centers
- 401. Nothing, it has turned into a rat hole
- 402. Nothing, I used to like the small town feel but now there is too much traffic
- 403. There is too much room for improvement to answer this
- 404. I like Ceres River, Bluff and Regional Park
- 405. The baseball park and soccer park
- 406. I don't live in Ceres but I have worked in Ceres for 25 years
- 407. I like its potential
- 408. I am not living in Ceres anymore
- 409. I like living on the golf course
- 410. I like my home
- 411. I only like my home
- 412. Not much it really needs a lot of help, the fire staff hire people out of area
- 413. In 1971 when we moved here it was a nice and quiet small town that we loved
- 414. I like that it is a great town and that they are keeping the streets clean
- 415. I like that it is not too crowded
- 416. The Mexican restaurants and the storage facilities
- 417. I like the local parks

- 418. I like the new chief of police
- 419. I like the fact that I am living in grandparents' home which was built the same year I was born 1955
- 420. My friends and family live here
- 421. I like my house and neighborhood
- 422. Having a house I can afford is the only thing keeping me here
- 423. Ceres was once a wonderful place to live, up until the late 1970's
- 424. I like Eastgate and downtown
- 425. nothing anymore it's too dirty and has nothing to offer
- 426. Right now we are shopping out of the city
- 427. I like the street fair and Christmas tree lane
- 428. Well there is not much here, if I could I would move out of here
- 429. I like that we have a voice and an opinion here
- 430. The clean streets
- 431. The clean streets
- 432. I like that the people give back
- 433. I like that they have a Taco Bell
- 434. I don't live in Ceres
- 435. I like the activities like the street fair
- 436. All
- 437. I like the diversity of the population and the city is calm
- 438. I like everything but now there is more gangs
- 439. I like that it's a clean city and has a lot of space to walk
- 440. There is a lot of help for the seniors and the city is very calm
- 441. It's a very beautiful city
- 442. I like the centers they have that help with assisting people
- 443. That it's very clean
- 444. I like that it is close to Turlock and Modesto and I like that there is a lot of agriculture

Question 2: Looking Ahead, what is the most important thing that should be done to improve Ceres?

1. The most important thing is public safety.
2. The most important thing is security.
3. We need more police presence for traffic stops and drug bust.
4. We need to make it safe for my great grandchildren.
5. We need sidewalks to make it safe for those who walk especially near the schools.
6. We need to reduce the crime.
7. We need to improve on public safety.
8. Speed bumps need to be installed on Malik Ave. There are too many people speeding through there and we no longer feel safe to let our children play outside.
9. They need to improve public safety, add more businesses, houses, jobs and colleges and universities.
10. They need to control the homeless and the tweakers. We need to take our neighborhood back.
11. The gang crime, drugs and safety are really big issues.
12. They need to improve on the traffic control.
13. We need to maintain the safety of inhabitants.
14. We need sidewalks on our streets with pavement.
15. Making Ceres safe to walk around and to use the parks. If they improve downtown that would be great.
16. We need more law enforcement.
17. Be more pro-active and clamp down on gangs and crime. Do more to make our parks safer
18. They need to focus on the the penal code violations rather than municipal code violations.
19. They need to get rid of the gangs and the ghetto people
20. They need more law enforcement
21. They need to keep the crime down
22. Improve the safety and the traffic
23. Enforce traffic laws; it's too dangerous for people walking. Ceres PD does not do enough
24. We need more bike lanes and walking lanes
25. Improve on the crime and homelessness
26. Keep Ceres safe, provide youth work and programs
27. Increase the police patrols. I don't see police on streets as much as before
28. The homeless people sleeping in the parks
29. Reduce the blight and crime

30. It needs to be safer. Improve and update the public areas the places in town look very run down
31. Ensure safety and provide retail growth to keep sales local, provide activities for teens and families like a theater and bowling alley
32. Improve the safety
33. The city needs to work with residents regarding the ordinances in the neighborhoods
34. Improve the crime control, attracting bigger businesses and getting the new Walmart done
35. Maintain a strong code enforcement to minimize blight and enhance reputation and visual appearance
36. Improve public safety and keep the streets safe at night
37. We need more police.
38. Improve the safety
39. Enforce littering laws like behind Subway and Burger King. We also need more gang task force.
40. We need safer streets
41. they need to lower the crime
42. Improve the public safety and drive out the gangs
43. Stop the bums from lurking around the stores
44. Get rid of the gangs and illicit drugs
45. Reduce crime and burglary, Improve the neighborhood watch, reduce drug and gang activities and presence
46. Fight crime and gangs. Attract shopping and entertainment
47. Make it safer and cleaner
48. We need speed signs in the residential areas cars are going 50 to 60 mph, and I can't even back out of my driveway
49. Improve on the crime and gangs violence. Less growth the city cannot support more people and more homes because of water, infrastructure deterioration. Upgrade restaurants, clothing stores and office supplies
50. We need a larger police department
51. Better police response
52. More police and fire protection
53. Clean up the drug issues and fill the vacant retail areas
54. Improve the public safety and schools
55. Promote residents to be active in reporting crime and community issues
56. Improve public safety, bike trails and improve existing parks
57. Get rid of tweakers and improve and make sidewalks on Service and downtown
58. More safety patrol

59. Enforce city ordinance, people are ruining our city look. Look around it looks worst then Keyes
60. Police and Fire Department locations and hiring
61. Improve downtown code enforcement
62. Focus on safety of the children by making sure all children have access to sidewalks and clear visible bike lanes
63. Improve on the safety
64. Make neighborhoods safer and have things for teens to do
65. Improve the police and fire department
66. A safer environment for children and for people to feel safer
67. Improve the safety
68. Improve safety and education
69. put more light post for the streets
70. The security in the streets and the stop lights
71. The gangs and robberies at the park in the daytime
72. That they have more security and less vandalism. Have programs for the children and the youth
73. Avoid the gangs and better the public services
74. They should put more lighting and safer walk ways
75. There should be more police
76. We need to control the violence more
77. Take out all the drug addicts that affect our community
78. Surveillance to protect the robberies and the gangs
79. Security and more opportunity of employment
80. Make an area for the drug addicts
81. The safety of people so we can live comfortable
82. Maintain the safety and better the police department with enough police so they can respond fast
83. maintain the safety of our residents
84. Ceres should have its own movie theater and we should fill the empty store fronts before building new ones.
85. We need Boutique shops and unique restaurants. The Downtown area should be cute and quaint and we need to clean up the city.
86. We need to attract new businesses and keep the business in Ceres not in Turlock or Modesto.
87. We need more shopping options.

88. We need to add more diverse restaurants and keep the stores like Raley's and Staples both which have closed in Ceres.
89. We need more big stores like Target, Old Navy and a movie theater.
90. We need a development of shopping and restaurants
91. They need to bring in a nice restaurant and improve the Downtown area.
92. We need to have more night life, evening entertainment, restaurants, dining and a movie theater for the young and the old to enjoy,
93. We need to add more of a variety of grocery stores. I like the ones we have but I want to see more health food stores.
94. They need to bring in more restaurants, shopping places and businesses.
95. Keep Walmart where it is and remodel existing building. They need to put a different retail such as Target in the space on Service and Mitchell.
96. I would like to see big name stores and restaurants.
97. I wish it wasn't necessary to go out of Ceres for most of the shopping.
98. They need to have a better downtown with closed streets, restaurants and music.
99. Get rid of the low budget stores, improve to improve Ceres appearance and bring in larger retail stores.
100. I have no complaints. I go to Modesto or Turlock for entertainment.
101. Bring in more commercial shops, retail and restaurants so our residents aren't giving other cities our money like Turlock and Modesto.
102. We need more businesses and jobs.
103. We need downtown restaurants open for dinner.
104. Ceres needs more big businesses that serve all the people.
105. Get rid of all the dollar store types and get some better businesses.
106. We need restaurants, more shopping places and a dog park
107. We need businesses
108. They need to have more family entertainment, there are too many bars.
109. They need more businesses
110. We don't need a super Walmart
111. Put in a Walmart by the freeway to gain money for the city
112. They need more stores and better roads
113. Get a new Walmart
114. Bring in restaurants, retail, and entertainment
115. More leisure activities and nightlife and better shopping and dining
116. Get a Target and more restaurants
117. We shop in Turlock and Modesto and we eat out in Turlock and Modesto. What do you think we need?

118. Different types of restaurants, restore downtown and clean up the area
119. Better restaurants and shopping centers
120. Build on Mitchell and Hatch Road and leave downtown alone
121. Do something here we watch Turlock and Modesto grow. We put in dollar generals. Our development is a joke. Code enforcement is based on who you know. Stop signs are based on being related to Brett and other council members not need
122. Do away with cheap strip malls such as Punjab Plaza and the one South of Whitmore between 99 and Morean Road
123. Clean up blight and better shopping centers
124. Attract new businesses
125. Bring better stores and restaurants. Our city has begun to gear towards lower income and lost focus for a better city
126. Let the Walmart store come in before I get too old
127. Bring in different types of restaurants and eliminate Darrah Street
128. Bring better sit down restaurants and shopping
129. Create a clean and safe community with boutiques, nice restaurants but no more fast food. Make it an inviting atmosphere possibly with sidewalks and seating coffee shops. Clean up Whitmore it looks terrible where the duplex are and its embarrassing
130. Encourage and support local small businesses, clothing, fine dining and higher class stores
131. More stores and restaurants I have to drive far to Turlock or Modesto
132. We need more bigger and better grocery stores
133. Add more entertainment and night life to bring business into Ceres, rather than going to Turlock and taking money there
134. Build a super market and Walmart
135. I would like to be able to shop in my own town. I go to Modesto or Turlock 90% of the time
136. Have more places of entertainment downtown, restaurants where people can have a glass of wine or fine dinner without traveling to Modesto or Turlock
137. They need to get a Target
138. Bring in more major stores and restaurants
139. Build a movie theater
140. I would like to see more stores like Target
141. Get more restaurants, but not Mexican food for examples look at Turlock
142. Improve the tax base with businesses and restaurants so money stays in Ceres
143. Bring more shopping to bring up the tax revenue
144. Open a Super Walmart, we need it
145. We need more industrial businesses, help downtown and more houses
146. Draw in more businesses like restaurants and a new Walmart Center

147. We need more big stores
148. Get big stores in Ceres
149. Improve local shopping opportunities
150. We need more stores like Kohl's, JC Penny, Old Navy, Target and a Food Max
151. Update and improve existing shopping centers
152. Attract large stores and better restaurants Not Mexican. Give the Ok for Walmart or Super Walmart and get it built
153. We need more business for more jobs. So we don't have to go to Turlock or Modesto, the taxes are collected in Ceres
154. Update and clean the Cost-U-Less shopping center. Take out Kmart and put in a new large store
155. Open Super Walmart and there should be more tickets for those on phones
156. Allow businesses that cater to teens to get them off the streets
157. Add retail shopping and create a real downtown like Turlock has
158. We need some shopping options that aren't discount stores, infrastructures need to be maintained and improved
159. Bring in good businesses. I have to drive to Turlock just for a good grocery store since Raley's left
160. Attract major retail outlets including grocery outlets, perhaps something manufacturing
161. Improve clientele and businesses. Enough with the dollar stores
162. Better dining and shopping options and more activities
163. Increase shopping options, non-grocery, and activities and entertainment like laser tag and pottery studio
164. In the 1960's downtown Ceres was at its best. People from out of town would come here to shop at Florence and other businesses
165. Get a Target, Farmers Market and movie theater
166. More variety of shopping, more Italian restaurants, a Target, Kohl's, Sizzlers and wine stores
167. More businesses and great restaurants
168. Getting more food place
169. Build more restaurants and place to hang out
170. They should add more entertainment but keep it small
171. Expanding businesses that benefit the people and community more
172. I think that we should build new businesses like restaurants and stores
173. Expand the businesses and restaurants
174. They should add more major businesses like Target, In-N-Out and more things for teens
175. I think the most important thing is bringing new stores to Ceres
176. Make new businesses, renovate parts of the town that is in need and bring entertainment

177. Ceres needs to improve on entertainment, it's boring here and there is nothing here
178. Keep out Super Walmart
179. We should get more restaurants
180. Bigger and more stores like a Target and Applebee's
181. to get more variety of restaurants and entertainment
182. Better entertainment and parks
183. We need more restaurants
184. We need more well known businesses
185. More stores, better the streets, and more entertainment
186. They should have more businesses
187. Bigger stores and a movie theater
188. The nightlife
189. Closer stores, and parks for the kids and exercise walking trails
190. Have more stores because Ceres is an industrial zone
191. The commerce
192. make more restaurants and stores
193. They should have more businesses, stores with products are from here and more access so we can cross faster to Modesto
194. They need bigger stores, more factories, more recreation areas, and more employment
195. Clean up the aesthetics on our main roads, Mitchell and Whitmore, to entice people to choose or consider Ceres when buying in Stanislaus County. An Awesome park and awesome schools to draw in young families
196. We need to hold store owners accountable of their storefront image and charge mini-strips for lack of cleanliness.
197. There needs to be some cosmetic work because Ceres looks run down. The landscaping, color pattern in the business centers, shopping centers and dining areas should be like Turlock.
198. We just need general clean up; I see a lot of debris on the streets. We need more art, theatre, music and culture events.
199. We need to revitalize our Downtown area, put in sidewalks and fix our roads.
200. We need to lower the crime rate.
201. Clean up existing residential and commercial neighborhoods. Inforce residential codes and reinstate community officers. We also need to beef up our police force and gang task force.
202. We need to improve the streets and roads.
203. They need to Re-Americanize it
204. Don't allow it to become a complete bedroom community.
205. Beautify main through Mitchell Road, Hatch Road and Whitmore Ave.

206. They need to keep our streets clean and help us elderly keep our houses painted and clean.
207. Improve the existing development we already have.
208. Blight control of properties, yards, stores and wrecked vehicles.
209. They need to do upgrades and repairs.
210. Improve its complexion both figuratively and literally
211. Get rid of the shopping carts, the homeless camps on the river, access and parks. Also all the garbage in the neighborhoods that people dump because they don't want to pay.
212. We need more parks with water and a Chase bank.
213. I would love to see the open area on the corner of Hatch and Eastgate. Develop a beautiful park with green areas, basketball courts and other recreations. It has been 8 years since that area was created and still only dust and weeds.
214. Remodel the plaza, roads, parks and the trail.
215. They need to modernize downtown and beautify Ceres.
216. They need to clean up some areas.
217. They need to clean up all the garbage because it makes the city look ghetto
218. Clean up the dilapidated areas.
219. They need to clean it up. It is so junky. It has a bad image in the county, look at the riverbank and Turlock they are so much better
220. Improve the look, code enforcements, downtown, shops and restaurants
221. We need garbage cans, the city is too small not to have garbage cans for people to throw their garbage away
222. Have trailers park in driveways and have garbage cans out of sight from the street
223. Clean up all lots, tow cars that are not working and plant flowers. Get a crime task force the Sheriff can't do it all
224. There are too many homeless and it's dirty, clean it up. Make it respectful and proud to live here
225. Maintain that small town feel. We aren't Modesto or Turlock. Lets keep it that way
226. Clean up bad, gang and drug areas. Even old homes can look nice like in Hughson
227. Clean up low income areas, more police officers for gang and crime. Stop replacing businesses with cheap stores. Give Ceres some class no more \$1 stores and discount stores. It perpetuates low income demographics
228. Clean up run down neighborhoods and keep the trash off the street
229. Focus on downtown and make it great because it is like a ghost town
230. Redo downtown, it's not very attractive and does not draw in people
231. Give downtown a face lift
232. Develop and redevelop area within the current city limits while reducing blight
233. Clean it up, revitalize downtown. There need to be more shops and mid-level restaurants. No more fast food or dollar stores

234. Put numbers on the buildings and streets to identify who and where you are and advertise.
235. Update it
236. Improve the look of the city and make it more modernized
237. The downtown area should be updated
238. Downtown needs revitalization
239. Improve visual appearance. There is trash, disrepair and unkept properties
240. Think quality rather than quantity
241. Improve downtown, the parks and recreations, fewer dollar stores and liquor stores
242. Clean up Ceres, stop the panhandling. Bring in better stores and stop all the lower end stores
243. Do your best to make it a desirable place to work, shop and live in
244. Reestablish and keep downtown, downtown
245. Improve the infrastructures
246. There needs to be something that will draw people to our downtown
247. Pick up the dumped trash; make visual approaches to all entries and exits.
248. Clean up the graffiti and get tuff on the gangs
249. Improve downtown we need to be comparable to other towns such as Turlock, Ripon and Oakdale. Their downtowns offer so much and ours is run down
250. Clean up the city, parking lots, big stores and shopping centers. Build up downtown with more shops for hair, nails, boutiques and restaurants
251. Keep the streets clean. Code enforcement for appearance ordinances, also stop pan handling
252. Improve and place additional roads with extra lanes because it is too congested during rush hour
253. Clean up and fix up business areas downtown
254. Clean up the streets, parking lots. It is turning into a little Tijuana
255. Keeping it clean, after all the money was spent on the wonderful Bluff park and lake it has become a dumping ground for furniture, diapers and food trash. Where are the garbage cans?
256. Maintain the small town feel by keeping urban sprawl to a minimum
257. Clean up and fix downtown
258. Provide funding to redevelop downtown, it is embarrassing
259. Improve visibility and take pride in how our town looks
260. Less walnut trees
261. Improve our appearance, real code enforcement not complaint driven.
262. Improve downtown and also the surrounding areas in Ceres that are run down
263. Make Ceres more attractive and clean

264. Help it look nicer, less gangs and better restaurants not Mexican
265. Clean up the neighborhoods and old cars
266. Clean up, add more and better shop and restaurants
267. Clean up the trash, paint older houses, build all over and put pictures on the side of the buildings about the history in Ceres
268. Make downtown improvements
269. Upgrade the living conditions and family outlets
270. Clean up downtown and remove the blighted stores
271. Clean up it looks so run down and there are a lot of lower class shopping here
272. Less schools and more development downtown
273. revitalize downtown realistically
274. Work to upgrade class of restrictions
275. Clean up and beautify the public areas. Make it inviting for businesses and families
276. Clean up the blight, Ceres looks like a dump
277. Beautify the property in front of Ceres High, make homes keep up with codes like put your garbage can behind your fence
278. Improve downtown
279. Clean up the existing shopping centers and residential areas and control the drug and gang activity
280. Things that should be done is improving our city's image
281. I think Ceres should improve by expanding
282. The most important thing that should be done is renovate homes or places other than the Eastgate area
283. Improve parks for our youth and better food places
284. We need a cleaner town
285. Modernize the city and make Ceres a great city
286. They should remodel downtown, the shopping malls and there is no Super Walmart's
287. It needs to be more clean and they need to put more programs for the youth
288. More greener areas and preserve the trees
289. Have more programs and do more remodeling to the city
290. It needs to be more clean, movie theater, Bike lanes, a club to dance, more security and safety
291. They need to clean, have more security and more lighting
292. The neighborhoods
293. Cleaning the public

- 294. The development
- 295. We need some more family activities.
- 296. We need more recreational activities for children.
- 297. We need better parks and fields for our youth. There is nowhere for them to practice baseball. The schools are locked up. They also need to take care of the fields.
- 298. I would like it if we had more things to do with my family here.
- 299. Improve the parks
- 300. More gang prevention programs for young people
- 301. A park in Northwest Ceres. The community around Stonum Rd have never had a place to play except the streets. The schools are all fenced
- 302. More entertainment and a gated dog park with small and big dogs apart. More shops and definitely more restaurants and more employment opportunities
- 303. Invest in existing assets like youth and local businesses
- 304. Add a public swimming pool or skating rink. Add digital outreach to the community
- 305. Programs for youth and teens
- 306. Keep are parks clean and add bumps close and near parks because the cars drive too fast near the parks. Also add lanes for bikes that would be great
- 307. Finish all the parks that we have been paying taxes on since 2004 or refund my money. Mostly downtown is a mess. Whitmore Ave homes look horrible.
- 308. The parks are visited by undesirable people and some of my friends have been assaulted they need to improve on that
- 309. Creating a safe environment and a stronger sense of community
- 310. Have better parks
- 311. Put things to do here
- 312. I believe the most important thing is to have more activities for teenagers and kids
- 313. Need community places for young people to get together
- 314. Have a place where kids and teens can go and update the businesses where Hatch, Costless and the dollar stores are
- 315. There should be more things for teens to do
- 316. There should be more things for teens to do
- 317. We should improve the cleanliness of parks and bathrooms
- 318. A nice place to hang out for high schoolers
- 319. Ceres needs places for kids to hangout and better shops
- 320. We need better parks
- 321. There should be more activities and entertainment in Ceres
- 322. Create something where all ages of the community can hangout
- 323. There should be more fun and recreational things to do

324. Update the technology and the parks
325. Improvement in school lunches and food courts
326. More activities
327. There needs to be more entertainment spots for families and teens
328. We need a place where kids can go to get away and to hang out with their friends
329. I think we need to have more youth involvement in projects and spread out the police force in areas that feel and seem unsafe
330. More community gatherings and events and more police enforcements
331. More family parks with water and more Chase banks
332. More places like parks for sports for the young kids because there the next generation and programs so when they are in summer school they can be there and practice there sports
333. More activities for teens, cleaner parks, running and walking trails, less fast food places
334. They should make a cafeteria for the youth so they can study
335. That the parks have bathrooms and playgrounds for the kids
336. Better the parks and have activities for the youth, have more stores and restaurants
337. Fix the park
338. The most important thing is the kids. Also the employment for people
339. They need to bring jobs to Ceres
340. Add more job opportunities that are not just retail
341. More job opportunities for the residents in Ceres
342. More jobs and help minorities get into these good jobs like working in the offices and major stores
343. We need jobs, clean the town and healthy living stores
344. More industry to employ all the extra people who have moved here
345. Improve the jobs and schools
346. Improve on the jobs for everyone, even those who speak only English
347. Bring in more industry and jobs, improve the fire and police infrastructure
348. Improve the poverty rate
349. More jobs, more schools and more houses
350. Have more employment and have better education
351. More jobs, houses, and a movie theater
352. Need to improve Downtown and make it so people want to pull off the freeway (since you can see it of the highway 99). Make it to where people say hey that looks nice to visit. Also need to clean up bad areas of the town and change the water tower because it's ugly, Ripon and Hughson have nice ones

- 353. Traffic control needs to be improved around the schools and we need to bring new businesses in not no Mexican food.
- 354. We need to improve the traffic flow.
- 355. We need speeding bumps because people drive crazy.
- 356. Get the trucks off of Hatch and Mitchell roads.
- 357. Speed bumps need to be placed in neighborhoods
- 358. Clean it up, fix the roads, complete the parks where they were intended on Kiwi and Eastgate
- 359. Repair the potholes on residential streets especially areas close to the Hwy 99
- 360. They need better roads and a Mr. Pickles, In and Out and health food stores.
- 361. Mitchell needs a bridge, connect Claus to Faith Home, put parks in Eastgate area, Fix Moore Road congestion and connect road to Whitmore near Cesar Chavez.
- 362. Designs roads for future growth
- 363. There should be a priority to improve sidewalks, sewer system, light post, roads and potholes.
- 364. Fix the roads
- 365. Improve traffic patterns, assist businesses so we don't have empty spaces-more friendly
- 366. Improve the streets, put sidewalks where there are none, add street lights and have low income housing or rent control
- 367. Improve the streets, housing and safety
- 368. More 4 way stop signs
- 369. Reduce traffic, parks and higher end shopping
- 370. Fix main corridors, traffic congestion, spruce up appearance, quality of stores and restaurants
- 371. Improve the roads and the restaurants
- 372. Building another bridge to deal with congestion traffic from Modesto. Fix the lane on Hatch to Mitchell Road there is a traffic hazard when going straight you end up in the left lane
- 373. Place speed bumps and more street lights in the school areas
- 374. Fix the almost constant bottleneck area of Hatch and Herndon Road to easy access to freeway
- 375. Improve the streets, sidewalks, street lights and tree trimming
- 376. Get the trucks off Hatch. More shopping opportunities and cleaner entries to the city
- 377. Work with Modesto and Stanislaus county to get a new bridge across Tuolumne River further East and get trucks off Hatch and Mitchell Roads
- 378. Fix traffic and bring a real grocery store a name brand one that is not a warehouse
- 379. Improve road ways and bridge across Tuolumne River and Faith Road
- 380. The Mitchell 99 exit and interception should be improved to welcome new establishment

381. Clean up roadways and sidewalks. More planting that and take care of the planting that is happening in the area across from Ceres High School. Take care of the pan handlers on Hatch road overpass
382. Fix the roads in the residential areas and the larger streets
383. Improve the roads and attract businesses like a good steak house
384. Improve on the traffic control
385. Maintain the roads by not cutting new holes in them after the new pavement is applied
386. Work on the streets like 10th street, it is a mess and very bad
387. Improve Hwy 99 access with commercial development along the Hwy
388. Rebuild Service Road and Hwy 99 interchange
389. Complete the curb and roads around the residential areas
390. Maintain emergency services and roads to keep up with the growth
391. Improve Mitchell and Rhode
392. Improve the streets
393. Improve the sidewalks and have something for the kids to do
394. Improve the streets and get rid of the roundabouts
395. Improve the intersections Whitmore and Morgan. Get the Walmart built
396. Need a stop light and cross walk on Whitmore and Rose. Also sidewalks and gutters in the older parts of town
397. Widen the roads on 99 Hwy, Service and Whitmore, Crows Landing and Mitchell Road
398. Better roads
399. We need better roads
400. There is one stop and one light at central and industrial
401. The pavements and the curves close
402. Wider streets for the traffic
403. They need to fix the streets and downtown has not been taken care of
404. Better the services, bike lanes, make movie theater, and the education
405. Make sidewalks, have more parks with bathrooms
406. There should be more houses and stores.
407. Discourage low income housing, give incentives to build upscale neighborhoods to prevent city from slipping further into crime and blight and improve tax base
408. More affordable housing for working families. Also, I would love to see a church revival
409. Get rid of the homeless and drug dealers
410. Improve the houses, the houses in Ceres need to look nice and clean
411. Redevelop slums and blight

- 412. Limit the amount of apartments
- 413. Add more affordable housing and bring in more jobs to our community
- 414. Limit the amount of low income housing
- 415. Get rid of the homeless and improve downtown
- 416. To help people that are on SSI to get a home of their own and get these people off the street that are selling drugs and breaking into cars and stealing stuff
- 417. Run down homes
- 418. That there is not so many homeless living in the streets
- 419. We need great schools.
- 420. Improve the schools and roads. Need fresh paint on businesses. Have a Farmers Market and Improve downtown to attract people
- 421. More jobs, homes and all of the amenities below
- 422. Educate the youth
- 423. Put a school like a university, more clinics, parks, and recreational activities
- 424. Educational programs, and programs for the families
- 425. Better the education, the lighting and the streets
- 426. The most important thing is to keep it a small town.
- 427. Keep doing what we are doing and have constant public improvements to the parks, bike trails and roads.
- 428. We need to improve Downtown Ceres. Leave the Wells Fargo, Ceres Drug and park because the homeless need a place to sleep but bulldoze the rest.
- 429. They need to keep it small.
- 430. Growth needs to happen on the Mitchell Corridor, and we need to have less storage units. We need more commerce there is so much money escaping to Turlock through Ceres. We don't need any more housing.
- 431. Do not stop the growth.
- 432. They need public transportation to Modesto
- 433. No more taxes and most of Ceres need a face lift. We need a super Walmart
- 434. Get rid of the bedroom community
- 435. Save the water
- 436. Keep Ceres small
- 437. Advertising, like signage for certain places
- 438. Keep the Ceres small town feel
- 439. Access to public transportation between Ceres and Modesto. No wonder everyone is on food stamps
- 440. Stop putting all the shops on Hatch Road

- 441. As much as possible and keep it from getting any bigger
- 442. No farm animals in the city limits and no homeless tent city around Ceres
- 443. Give up with downtown
- 444. Clean the water
- 445. Keep taxes low including sales and property taxes
- 446. Limit the growth
- 447. Limit construction of new homes and businesses to conserve our resources
- 448. Keep the small town community feel and help citizens get involved in clean ups
- 449. Include unincorporated areas into the city
- 450. Keep the classic small town style that gives everyone a voice
- 451. Even though Ceres is small, I feel like it should grow in size more because no one really knows the area. It should expand downtown because it is super small
- 452. Focus on small businesses to keep that community feeling
- 453. Smart growth, less sprawling, protection of the land and an increased sense of community
- 454. I like that It is close to the commercial centers.
- 455. The churches , have activities and social services
- 456. Talk with the neighbors so they won't be that serious
- 457. Better the tourist

Question 6: How much, when, or where should new growth in Ceres occur over the next 20 years?

- 1. For the main streets like Mitchell Rd and hatch make the fastest possible way
- 2. We should fill existing vacant homes and properties before expanding. Perhaps in Ceres and Downtown should shift to a location where there is development already.
- 3. Fix the downtown area and of course other areas
- 4. On Mitchell back towards Hughson we need new ranch style single story homes with large lots. We don't need homes on top of each other with two stories all around where they are looking into your backyard like off of Eastgate.
- 5. Develop Mitchell and Service Road area, the whole area. And now we need a Wells Fargo Bank
- 6. There should be Mitchell service within 5 years.
- 7. Growth at Mitchell Road between Post Office and Hwy 99
- 8. Growth on Service and Mitchell on the side of the freeway, then on Morgan and Whitmore on the other side of the freeway. There needs to be shopping for homes on both sides of the freeway

9. They should fix the main city downtown
10. Whitmore, Mitchell Rd, service Rd
11. Bring Mitchell across the 99, put in a RV park, truck stops, and shopping centers. This will bring a lot of income to the local stores and the city of Ceres
12. Growth on Mitchell Road and Service Road
13. Whitmore Ave has a lot of vacant land and Mitchell and Service Road
14. Growth needs to be out by the new high school on Service Road and by Mitchell Road. There is a lot of land that is not being used.
15. Growth should occur by freeway on Mitchell Road ASAP.
16. Growth from Hatch to Hwy 99 along Mitchell Road
17. Growth needs to occur on the Westside of town Like by Whitmore and Mitchell/Service because they are close to the freeway. The Service roads need to be wider.
18. Growth needs to happen in the Mitchell Corridor and East Hatch Road. For the town and city council please invite more commerce into Ceres. We are losing so much commerce to Turlock.
19. South and Southwest plus make Faith Home Road the Eastern border all the way to 99 and remake the Mitchell Road and Hwy 99 interchange. Eventually there should be an overpass connecting Redwood Road over the 99.
20. Growth should be South and West along Mitchell South of Don Pedro and along Service.
21. Growth on Mitchell Road and Whitmore Ave
22. Growth by the Mitchell exit area and Westside of the 99
23. The East and South need more retail, shops and restaurants. In the Mitchell need interchange at the 99.
24. Bring in big business along Mitchell Road, Service and Morgan Road.
25. Commercial growth along Mitchell Rd towards highway 99 and residential growth if needed down Service Road around Central Valley High School
26. Growth in Mitchell of course, that is a no brainer by the freeway. I can't believe it hasn't been done yet. Planning department are not the smartest or brightest people
27. Growth East of Mitchell Road to Washington Road from Hwy 99 to Hatch Road
28. In downtown the sooner the better
29. The city should grow by filling up empty spaces along Mitchell Road to follow current development and become a Midtown Area.
30. Growth on Mitchell Road from Whitmore to the 99 freeway
31. Growth should happen on Mitchell, Service and the 99. Anything along 99 should be used. Remove the mobile homes and put in a Chilies.
32. It should be put on Mitchell right off the freeway as soon as possible and there should not be too much renovation, but just enough
33. Growth needs to happen on the corner of Morgan and Whitmore and Mitchell and Service in the next few years.
34. Growth needs to happen on Mitchell Road

35. They need to fill in the empty spaces along Mitchell Road. Once again just give Ceres a face lift that will attract other businesses.
36. As soon as possible on Service Road, Mitchell and Whitmore area build shopping area, restaurants, housing and parks
37. It needs to grow more on Service Street and Mitchell
38. More new growth along Mitchell Road and revitalization of downtown Ceres businesses
39. Growth on Whitmore and Mitchell
40. Growth on Mitchell to the 99
41. Mitchell Rd
42. Growth soon on East Ceres and Mitchell Road
43. I think the older neighborhoods along with downtown should have nicer yet better developed entertainment
44. I believe a new shopping mall, shops like Walmart and restaurants and such at the Mitchell Road and Service Road area would be the most beneficial to Ceres with a new freeway access
45. On the Mitchel road and 99
46. We need more large stores; we are unable to drive to out of town stores. Please can we get our long promised Walmart on Mitchell Road
47. Growth on Mitchell, Service and Service Road
48. Growth near the 99 and Mitchell exit. Need retail stores, restaurants and a Farmers Market
49. Walmart on the corner of Mitchell and Service Road. There is no farming going on here only weeds so that is a perfect spot for it
50. Downtown should be a priority! It will generate more people if done right. The businesses should be done first. Bigger store development and hotel pads should be in the works faster also.
51. I would like to see mixed use multi story properties downtown. Expansion should be focused on quality job creation like an Amazon or Walmart distribution center, hospital, medical automotive manufacturing with tax and land incentives
52. Focus on downtown and on Whitmore Ave and Mitchell Road. Remodel or remove old vacant buildings
53. I am for beautifying main access roads before downtown. The area around both Savemart and Payless shoe source need help
54. In downtown
55. Remodel the downtown area and other areas
56. The current Downtown area and existing buildings should be used first and then we can have new growth.
57. I think downtown Ceres needs to be modernized and more businesses need to be added
58. Growth in downtown and clean up and update
59. We need to focus on revamping our Downtown area by making it a friendly and well developed environment for our community members and we could use Turlock's Downtown area as a model.

60. I think growth should occur in downtown and we should do it as soon as we actually have the funds
61. Growth should occur within the city limits.
62. Growth should be in downtown
63. I would like to see downtown reestablished. Also Mitchell Rd could use more restaurant dining, skating rink, bowling and anything family oriented
64. We need to focus on the downtown area. We need more attention in that area.
65. Growth should happen downtown and along Mitchell, Hatch and Whitmore.
66. They should remodel the city
67. Growth in downtown and around people's houses
68. Actually the question is what about the 2011 renovation of downtown Ceres. Is that out the window? And you're going to spend other thousands of dollars to come up with a new plan? What a waste.
69. There should be a little more growth in Ceres on the ends of the city, as well as downtown and growth within Ceres like more amenities
70. Now is the time to start. What are you waiting for? Downtown Ceres is the best place to start. In all of downtown
71. The downtown area of Ceres the streets
72. Growth should be all around and we should have improvement especially downtown
73. Downtown really needs to be the main focus. Our family likes how Turlock has developed their town
74. I believe they need to start off with downtown and reconstruct, and fix the streets, paint, plant trees, and if I could walk to downtown and not have to use my car
75. Growth needs to happen within the city limits.
76. Growth needs to happen fast to attract more people for business. Downtown is really run down no one wants to stop here
77. Growth should be in downtown Ceres and the rundown business areas that are going bad and are ugly
78. In downtown the sooner the better
79. Growth in downtown Ceres
80. New growth should occur within the city limits but we should preserve the farmland of Ceres because that is our foundation
81. We need a new downtown. Finish the park and the city street landscaping. Get more big industry here they pay better tax money
82. Growth should be first within the current city limits, then expanding outward when necessary, avoiding farmland. Growth should not out strip demand
83. There should be new growth in 20 years downtown
84. New growth in Ceres should occur in downtown
85. Downtown needs to be improved and we need less fast food restaurants

86. Develop downtown and open air venue type events. What Livermore has done with their downtown is a good example
87. New roads to make traffic easy and new business in downtown Ceres
88. Ceres should grow in downtown, because it's the heart of the city
89. We need to concentrate on redeveloping the downtown area and build more affordable housing for families and seniors
90. Growth needs to occur in downtown
91. Growth in downtown
92. Focus on downtown now and the surrounding areas over the next 20 years
93. They should start with downtown and programs for children like after school programs like YMCA
94. Growth within the city limits and fill up the old and empty spaces
95. Fix downtown fast and worry about the other areas later
96. Growth in the downtown area and Mitchell Road need businesses
97. Growth should be on the South of Whitmore and East of Mitchell as well as West of the 99 at Mitchell. Downtown needs to be torn down and rebuilt for it to have a shot at being economically successful
98. There are lots of vacant land and store spaces within the city and the growth should occur there.
99. Growth should occur in the open spaces within the current city limits in the vacant lots and stores.
100. We should be focused on improving existing lots within the city limits before we even think about expansion
101. Our surroundings and remodeling the old areas
102. We need to use the existing vacant and underused properties for new growth.
103. In the next few years there should be growth in the vacant land there is for example Mitchell Rd and Service Rd
104. It would be great just to focus on what we already have but making it better at every corner and all around the current city limits
105. Build in the open areas of the city before moving into areas outside of the city
106. Focus on vacant land in the city limits
107. Redevelop existing buildings and avoid blight in city limits without destroying our farmland. Growth should be an ongoing development
108. In the next year renovate some establishments and create more activities for the kids and the youth
109. Growth should be in the vacant lots, fix the run down housing and sell them in the next 2 years
110. Growth on the land that is not used would be great
111. To keep the businesses we currently have quit letting a small majority of people make decisions

112. The recent parcel additions on the East and West make sense.
113. The abandoned properties and the empty spaces
114. Growth within Ceres in blighted areas, vacant stores and then on the East and South
115. The city needs to focus on vacant properties, businesses within city limit, no more extension on city limits
116. I believe we need to focus on the land already in the city limits so that the lots are used to benefit our city priorities.
117. New growth should include current sphere of influence but focus on existing land and redirect use
118. Revitalize the areas to draw more people to existing parts of the city
119. Start off by improving what we already have in Ceres then we can expand. There's a lot of large vacant and open land. Create more housing for middle class individuals.
120. I'd really like to see the shopping area including dollar tree and all those small shops clean them up and revamp
121. Expand into the open unused or under used areas first before expanding the city limits.
122. Instead of focusing on expanding we should improve what we have. Build more buildings with activities
123. They need to improve what is already here. It would be nice to be able to walk around downtown in the evening or night with the stores open.
124. When it is necessary to meet the services and needs of the community. Underused and underdeveloped property should be used and put to productive and much needed use rather than turning into eye sores
125. Growth should happen mainly on opened, abandoned or vacant lots, as these create areas of ugly to our beautiful clean community
126. We need to fill the existing buildings first and when that is done the already proposed businesses can stay relevant
127. I believe we should focus on improving the Ceres we already have
128. Growth should happen in the existing space of development
129. We should expand Southwest and develop areas already annexed into the city on West Landing and Cooper Trails
130. Redevelop blighted or vacant land first
131. Use the existing open spaces
132. Growth needs to happen in the vacant and unused land
133. More growth should occur in the empty spaces of Ceres
134. We should not destroy the lands we need to protect them
135. More growth should occur in the empty spaces of Ceres
136. Ceres shouldn't grow too much because we need to improve on what we have now to make it better then start growing
137. It should grow in unused areas and make them beneficial areas
138. Use existing, vacant and underused properties.

139. All the empty spots
140. The growth should come from revitalizing unused properties for an example the old Riteaid building
141. Use the land and buildings we have. No more low income housing we have enough, that's the problem
142. We need zero growth I have been here my whole life, no more people it is full here in town
143. First maintain pride then improve overall visuals, if we want to draw more development take care and improve what we have now
144. Growth on underused property not farmland which we need to provide food
145. We shouldn't worry much about growing, but improving on what we already have. Maybe add more restaurants, stores and a theater on existing areas. Renew and improve
146. Some areas that have been vacant should be opened for more jobs
147. What we have now, use the current boundaries
148. Growth should occur within the city limits and near existing neighborhoods
149. New development should occur within the city limits in vacant areas and improvements should be made to salvage older buildings
150. Concentrate on what we currently have and clean it up, like Hatch Road. Even Mitchell is starting to look like crows Landing Road
151. Slow growth, keep what we have and make it better
152. Ceres should focus on new growth and development within the existing city limits and encourage redevelopment where appropriate. More dense housing and green space should be priorities
153. Renovate existing buildings or tear down and rebuild and make the city look nice again
154. Use the empty lots
155. New growth should happen in already existing populated areas and should not be expanded into farmland
156. Focus on the areas that we have already started to develop first and save the farmland
157. Growth in the existing vacant land
158. The city should focus on using up already existing buildings. There are many vacant spaces because they re-open stores at a newer location
159. Growth should be done in empty lots near freeway
160. They should use the vacant spaces and land wisely
161. Not only should we have new growth in Ceres but improve what we already have
162. Redevelopment improvements of existing areas
163. Begin with a focus on developing existing vacant and underused properties and moving outward when these are not suitable
164. Improvement is most important, afterwards rebuild homes and areas for small businesses
165. Clean up and use existing or undeveloped areas. There are too many unused and underused vacant and open space within our area

166. Before new there is new growth we need to clean up the city, help homeless people and those with low income. Need to give Ceres sidewalks and give them money to fix their homes.
167. We don't need any more housing. Freeway access is a must for attracting new businesses. In the Downtown area we need bistros and twinkle lights, I think that would be amazing.
168. We need to develop Hatch and Mitchell as expressways. We need fewer traffic lights, higher speed limits to 60mph. There should be six lanes for Hatch and Mitchell with turn lanes.
169. The need to improve the fixing on the streets and the highways, the parks because they don't have games for the kids
170. Bike lanes
171. Better sidewalks and pavement on our streets
172. Better the streets and the highways. Better the aspect of the city Ceres
173. They should include areas that need curves and pavement so it can look prettier
174. Take care and improve upon what is here. Several buildings look outdated, unappealing and dirty
175. Fix the streets in the city
176. Conserve the farmland. Add a bridge at Faith Home and Claus Road. Connect road from Whitmore Ave to Roeding at Chavez MS before the other stuff
177. When it is necessary they should do the curves and the cross walk in Central and Pine Street
178. They should do work on Central and Service the sooner the better also central and Pine street a stop and a crosswalk
179. Growth should happen very slow, plan it out and fix the roads
180. Only residential is needed, way too much traffic and congestion already
181. There are many open areas where development could occur without any expansion of lands. Use what we have wisely and improve road conditions
182. Improve roads, pave new sidewalks on roads with no sidewalks like on Central Ave
183. A large hotel, a place where teenagers can hang out like a bowling alley, skating rink or a movie theater
184. We need better parks and a drive in movies
185. They need to make more activities and programs for the youth and children
186. Over the next year, the growth rate of renovations should increase like more entertainment areas for teens and possibly decrease the drug usage
187. We need drive in movies, parks and restaurants
188. In the next year we should develop a skating arena
189. Ceres can build more activity centers or shops in vacant plots within the city
190. Work on this town now, more for children to do and go to keep them off the streets and we need more jobs
191. We should create more hang out places for both the young and the old to have fun. Make Ceres more lively
192. More activities for residents of Ceres, not necessarily building new buildings just improve the establishments

193. Everyone goes out of Ceres for family entertainment like movies and skating.
194. A broader range of shopping centers and restaurants would be nice
195. I think Ceres should have more places for teenagers and more shopping places
196. Growth within the city limits, I want Ceres to be known as a town that is safe and has parks and facilities for kids to play and do sports. Along with great schools that will bring in all the other stuff
197. A family fun park, a movie theater are great ideas. I don't want to see new housing in Ceres. There is money here but nobody stays in town. The next 5 years for new development would be great on Mitchell Road. Expand Whitmore turn lane going North on Mitchell Road
198. Better parks with bathrooms and maybe a pool
199. Have new stores, more restaurants and better activities
200. I think that we should expand in size and also in our entertainment aspect
201. New growth should be planned better than it is now. More specialty shops not another pet shop that will come in to sale animals. Turlock has done this
202. The sooner the better and in residential near the schools and parks
203. Growth should occur in our neighborhoods, parks and schools. Begin within the next 2 years and those vacant buildings should be remodeled and used for good things
204. Growth should be near the schools, Whitmore and Mitchell and towards Keyes area. More residents on vacant and unused lots that are not farmlands.
205. More schools
206. The need to generate more employment in the area
207. Growth on the Southwest quadrant, South and West of 99 to provide additional lands for employment and shopping opportunities
208. Never at the expense of farmland.
209. No growth until water supplies are ample. It looks like a desert now
210. No new growth. Fix up what we have higher quality, branded stores along main corridors and utilize existing buildings
211. We need to stay within the existing city limits.
212. I feel Ceres should grow but not too much to where it becomes a Modesto. We should try in about 10 years
213. Leave it be or just let Modesto annex to Turlock
214. No growth we are over populated
215. I think that over the years Ceres should not expand humungously because I feel that everything is very convenient and we should first improve the city then expand
216. No more new growth, just take care of what is here
217. It should not grow anymore
218. The town is too small don't need it
219. compile current boundaries and make them better and attractive, help home owners and renters with an upgrade of living conditions

- 220. Growth should happen in the South, with low income housing and some jobs
- 221. Small housing growth within the city limits but not farmland
- 222. No new housing, commercial yes as need
- 223. We need new growth on Whitmore and Morgan, a Target would be nice.
- 224. Newer and better eating places on Mitchell and on Whitmore
- 225. We need work like a Super Center for Walmart and Hobby Lobby
- 226. Growth near 99 by Service and Mitchell. Shopping and restaurants other than Mexican which we have too many
- 227. Ceres should grow within the towns shops, events and community
- 228. It shouldn't grow really big, its better a small town, better food places
- 229. Growth without burdening the present tax payer and voters and without raising water sewer and garbage to make room for future housing and businesses
- 230. I think it should be more commercial growth
- 231. Keep it small but improve the stores
- 232. I wasn't here 20 years ago but it would be nice to have better shopping options, protect the environment follow state laws towards recycling and plastic bag usage. The city feels dated
- 233. Growth East towards Keyes and South toward Turlock with shopping markets and lower income housing to middle income
- 234. There should be a lot of growth to bring more money to our town and local small businesses.
- 235. All entrances to Ceres are sub-standard-Hatch Road shopping district. Whitmore exit to Ceres is embarrassing. Mitchell exit to Post Office is a dump and 9th street and River Road are trashed and full of blight
- 236. An Arby's , day care center, another older folks facility, reliable Farmers Market, and make the road side cleaner
- 237. I think that we mainly need new establishments in Ceres like movies, large stores and restaurants, there are not many lively areas
- 238. I think there should be more restaurants and a better store rather than Walmart, like a Target
- 239. The new Walmart should be the top priority. Look at the development around Walmart in Patterson and Atwater
- 240. Prioritize getting new and solid employers into town immediately. Drop amount of cash for building permits to encourage new projects. Make this town consumer and business friendly.
- 241. We have been waiting for the Super Walmart Center for forever. If not that then put in a Target store or similar
- 242. We need a Super Walmart
- 243. Growth needs to happen on the Southwest corner of Morgan/Whitmore intersection and possibly grocery stores and a shopping mall.
- 244. Finally build the new Walmart and shopping center! Include American fare restaurants like Applebee's, Outback and In N Out burger.

245. Southwest Ceres is underserved by retail. There are plenty of vacant properties in this area. Add a grocery store near Dollar General or open a Super Walmart
246. Attract industrial and business parks for revenue
247. I feel we should have more food places
248. Growth should occur everywhere. There is nothing here besides affordable homes. Major shopping is needed or else you have to go to Modesto or Turlock which is not fair.
249. First build out within the city limits, we need regional shopping centers, commercial and Industrial for tax dollars to stay within the city
250. Growth needs to happen in the Hatch Rd area. It needs a large retail store such as Target or add a new shopping center near freeway
251. Clean up the city it's dirty. We need a new grocery store, a union grocery store. Protect the street workers CHP or city of Ceres on duty where they are working
252. Ceres has nowhere to grow. We are too close to Modesto and Keyes. We voted for a Super Walmart but are still waiting
253. Every two years something should be accomplished. Bring a skating rink, movie theater first, then housing and streets next
254. Keep up with supply and demand, add businesses as more people move here
255. It would be nice to see any growth in Ceres. It would also be nice to see better quality shops and restaurants, something other than Mexican restaurants and discount stores. If we want a nice shopping or dining experience we are forced to go to Modesto or Turlock
256. More businesses and large department stores within the next few years. We have a lot of elementary schools
257. Get the super Walmart, finish Service, force current stores to fix issues and get restaurants immediately
258. I don't think we need to focus on new growth but on making what we have look nice and clean like the houses and stores
259. New growth should begin as soon as possible in the local communities near Morgan Road and around town and across town
260. We need to clean up Ceres and make it safe for current residents
261. The city is getting bigger so they need to get more police for the peace and safety of people
262. Infrastructure growth and public safety
263. We need more fire and police officers. Decrease vacant buildings and encourage business to utilize them to get tax credit before construction
264. Public safety needs to improve before any money is spent on growth. Growth won't happen until crime is decreased
265. As long as it has to. It's our children's future home and we want them to have the best and safest city to call home.
266. The West needs all the amenities and the inland is already a part of Ceres it's just not yet developed.
267. They need to focus on the East first and then expand Westward. They need to focus on providing a rail station for different types of rail use like passengers.
268. Everything they have in Turlock we need

- 269. Redirect traffic from Whitmore and Central too much on Central. People are speeding the police need to patrol in this area and maybe put in some speed bumps.
- 270. Growth should happen along Hwy 99
- 271. Make slow small steps. More housing or farms. No on big businesses or large shopping. I can drive 20 minutes for that. Small businesses would be great too.
- 272. They need to better the city of Ceres
- 273. In the city of Ceres and Modesto
- 274. Growth in areas where services are available. Must deliver healthy projects
- 275. Immediately it's better to have options in all the city
- 276. Ceres should grow more modern between the next 5-10 years just so you have time to fix the new adjustments
- 277. I'm not sure how often for new growth but it would be nice to have Ceres look good again.
- 278. In all of Ceres
- 279. Growth should be dispersed around all areas of town
- 280. Growth should be within the current city limits
- 281. It needs to happen within 5 years and all over Ceres
- 282. I feel growth should be throughout the city and not leave out any homeowner from benefiting. I have been living here for 25 years and I feel like my investment has not been considered
- 283. In all of Ceres
- 284. Slowly throughout all parts of the city
- 285. More and more all over, fast
- 286. A small amount of growth 10 years from now West of Hwy 99
- 287. Close to 99
- 288. There should be growth near the Hwy 99.
- 289. Growth should be on the Westside of the Hwy 99
- 290. Growth should be from Upstick Road to the 99 Hwy and from East Whitmore to Rhode Road
- 291. Growth from Whitmore South to Grayson Road on West side of 99
- 292. Home growth should be limited to preserve the small town atmosphere
- 293. Growth along West Whitmore Ave but no more residents
- 294. Growth on Whitmore, Service and Hatch Road. Clean up and add new businesses
- 295. Growth needs to happen between Morgan and Crowslanding on Whitmore Road.
- 296. Normal growth on Whitmore and Morgan
- 297. Withmore Rd and service Rd

298. Growth on the West of Crow Landing and between West Service and Whitmore and Grayson
299. Growth along Whitmore, Hatch Road and area in between
300. More growth should happen in the Westside.
301. Within the current general plan boundaries it can accommodate more than enough growth.
302. Infra structure
303. We need to make Ceres a clean town like it used to be. The garbage cans need to be out of site, no trucks in the city and limit the parking.
304. Maybe in the Eastgate area
305. We should follow city development plans.
306. In the next 5 years
307. New growth should start with safer living environment for our children, Elderly and clean up the areas where there are gangs and drug activity as soon as possible
308. On the side of Turlok
309. New growth should be in the outskirts of town.
310. Growth in the East toward Hughson
311. Depends on funds, bonds and measures. The city has money they need to spend it before they lose it.
312. Do all of the above
313. They need to use the West Annex because it has yet to be used.
314. In open spaces where there is no trees
315. Don't take any farmland for development and don't add any more people or homes to Ceres.
316. Relax the rules somewhat, without compromising safety for non-industrial and non-corporate businesses to limit over use of natural resources and reduce pollution. Encourage businesses that leave a small foot print without hampering growth
317. World class city, Ceres should open a Marijuana friendly city to draw in investments. It's a great proximity to San Francisco
318. That it doesn't affect the residents
319. They need to work on the poorest sections and then expand the boundaries.
320. Growth into Keyes as much as needed
321. At the age of 67 it's not a big issue in my life
322. They should fix things fast
323. Landfill should be a priority but planning in all the areas within the sphere is equally important
324. I believe that Ceres shouldn't grow too much at such a quick rate because we should improve the city then expand
325. They need to clean up the city. There are so many houses on Joy that are so bad with cars, boats and RV's on the street.

- 326. Growth in the open lands
- 327. Let the market decide
- 328. New growth should occur in open areas
- 329. I market strongly as stated in question number 5
- 330. Limit new growth mostly if not completely, to restoring and beautifying rundown neighborhoods to rebuilding inefficient structures and to turning empty lots into mini-parks, bird sanctuaries or pedestrian friendly walking, sit-down and reading areas free from the gobs of electronic noise and images that clutter more and more of our public spaces.
- 331. More help for the youth with the alcohol and the drugs
- 332. Growth in East Ceres
- 333. We need to protect our farmland and the city needs to grow without becoming to commercialized
- 334. As much as can be allowed as soon as possible. Areas of development and redevelopment as discussed in area 5
- 335. Southeast
- 336. The growth should move East and South not West
- 337. Growth on the Westside near cemetery off Morgan and Baker
- 338. Growth on the South West portion of Ceres
- 339. It won't happen until you clean up things. Clean up the areas South 9th street to Crows Landing. Too much junk in the neighborhoods, homeless camps and garbage.
- 340. Growth needs to happen on Roeding Road, Don Pedro Road and East Service Road.
- 341. I think new growth should be put in near Crows landing Road.
- 342. Don't Annex anything North of Hatch and West of Herndon that is a bad idea.
- 343. They need to close the field
- 344. No more apartments develop a quaint and friendly downtown with trees, flower boxes and benches. Develop an area for a shopping center near the freeway and Service weather Walmart moves there are not. We also need sit down restaurants like a steakhouse not Mexican food restaurants please. Biking and walking paths would be nice
- 345. The whole town needs improvement
- 346. It need to happen in the northeast
- 347. Growth should happen on the South East of town
- 348. No more than 10-15% because of water problems and traffic problems. Ceres water pressure is terrible.
- 349. We need a controlled rate, good pre-planning before new structures elected. Additions should recognize demographics
- 350. In the areas that are accessible without jeopardizing our crops
- 351. I feel the area of planning is great
- 352. Growth in the West

353. The new growth should go where Ceres already intends to do in the Ustick area
354. New growth should happen once every 5 years in the area or Service and Morgan
355. Make Ceres great again. Being a Ceres resident for 26 years and having a family here since 1942 we need to make the heart of Ceres a place where families want to live and take bike rides, walks and enjoy what Ceres is which is a small town where families stay for years. Until we can accomplish that no growth needs to happen. We need to evacuate all riff raft and gang violence
356. Growth needs to happen immediately. I have lived here 26 years and never seen a city retard growth. It seems all the city of Ceres wants are Mexican restaurants
357. There's a lot of open land that they can use wisely and the city can look better
358. Don't expand in size until the infrastructure is in place for growth and preserve all ag lands. No more houses until the police and fire meet needs of present population
359. The West side should get some attention. The Eastside and South are pretty much filled up
360. Within the current sphere of influence, avoiding farmlands. Lets not plant more houses until we have the infrastructure to support them
361. Growth as needed and where it is needed but fill in the gaps first
362. Growth at a small rate, I would support expansion for industrial and business park for tax revenues
363. Right now there is too much and we can't do anything
364. It depends on city fathers to present Ceres in a positive manner to stimulate economic growth
365. Growth on Hatch Road, bring back quality businesses and no more 99 cent stores
366. When it's necessary they should use the land that is open
367. Help and by helping we mean reducing bad habits by the homeless residents, provide programs available at state and federal levels to reduce crime and improve the future of these residents and the present
368. We don't have enough water to support what we have now and you want Ceres to grow?
369. Between Service and Hatch on the East side of the city
370. 10% by 2017 on the Westside of Ceres, keep it a small town feel
371. Growth should be over by Service
372. Clean up let go neighborhoods, gangs and drug areas, more safe parks, more schools to help with overcrowding, create safe walking neighborhoods. Strive for schools and the safety Hughson has.
373. Growth on the outlying areas
374. I believe we should continue to grow and prosper at a small rate
375. On the side of Oeste in the next 5 years
376. It doesn't matter because in 20 years I will be dead and gone
377. Growth should be towards Turlock not Crows Landing Road

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