

Benchmark Scientific Survey

Testing a Model for Farmland Conservation

Prepared expressly for...



June 2011



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Research & Consulting for
CONSENSUS BUILDING

STRATEGY
RESEARCH
INSTITUTE

Figure 1
Farmland Conservation
June 2011

How satisfied are you with the...
Quality of Life
as a Resident of Fresno County?

Question 1.0: Overall, how satisfied are you with the QUALITY OF LIFE as a resident of Fresno County?

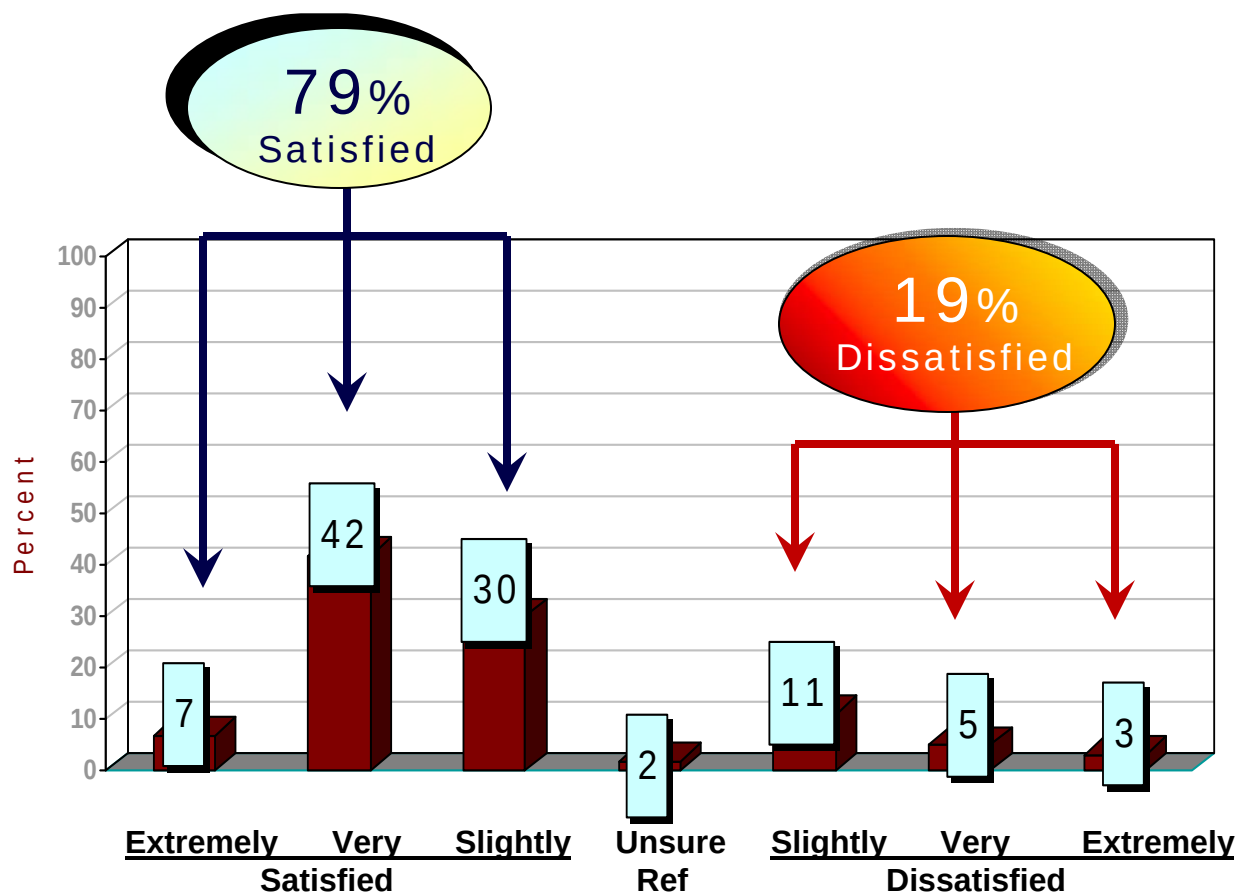


Figure 2
Farmland Conservation
June 2011

Local Issues of Concern (Core Values)

Question 2 series: I will read a list of local issue Please tell me, in order of priority, which three of these local issues are of most concern to you today.

1st + 2nd issue of concern

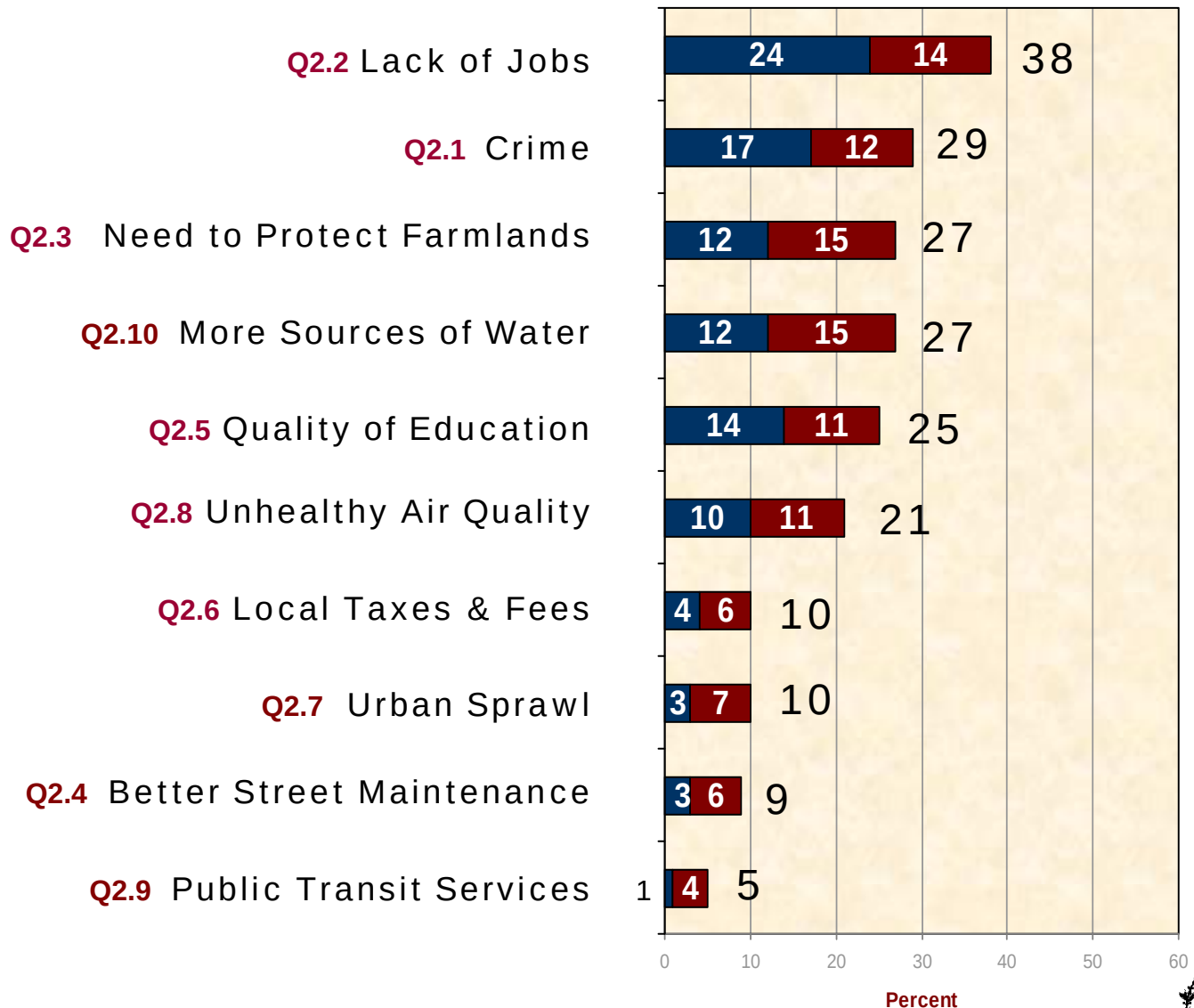


Figure 3
Farmland Conservation
June 2011

What Percentage of **JOBS** in Fresno County... Directly or Indirectly Related to the **Agriculture Industry**?

Question 3.0: To the best of your knowledge, what percentage of the jobs in Fresno County are either directly or indirectly related to the Agriculture Industry?

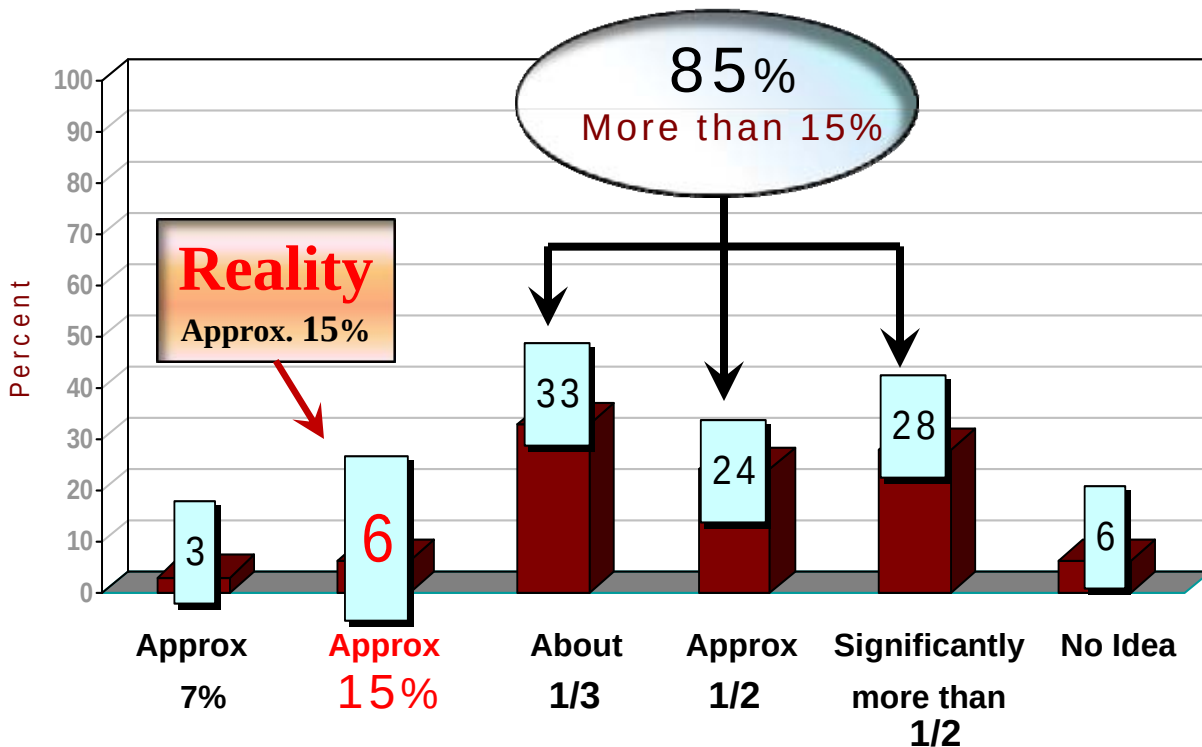


Figure 4
Farmland Conservation
June 2011

Preference:
Farmland Conservation
VS.
Private Property Rights?

Question 4.0: For the past two decades, there has been a movement in the Central Valley, especially in Fresno County, toward BALANCING Farmland Conservation with Urban Growth and Development throughout the region. Do you believe that the very unique farmlands in Fresno County should be **PRESERVED AT ALL COSTS**; even if this means that the Private Property Rights of some property owners, including property owners with large holdings, will be compromised from time to time? Or...Do you believe that Private Property Rights are fundamental to the American way of life; that property owners have an inherent right to do with their property whatever they see fit, and what benefits them and their families, which includes developing or selling their land to a developer who may build homes or construct commercial and even industrial centers?

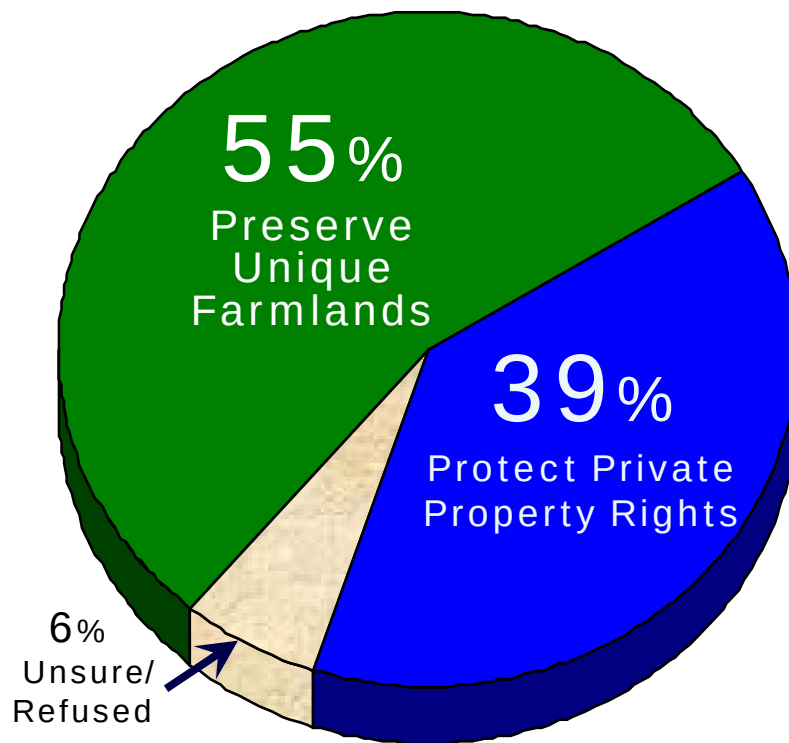


Figure 5A
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

Farmland Conservation Reduces the Value of these Properties

Question 6.1: Public policies aimed at Farmland Conservation, while being well-intended...restrict the use of these properties, thus reduce the value of farmlands in Fresno County in no small way.

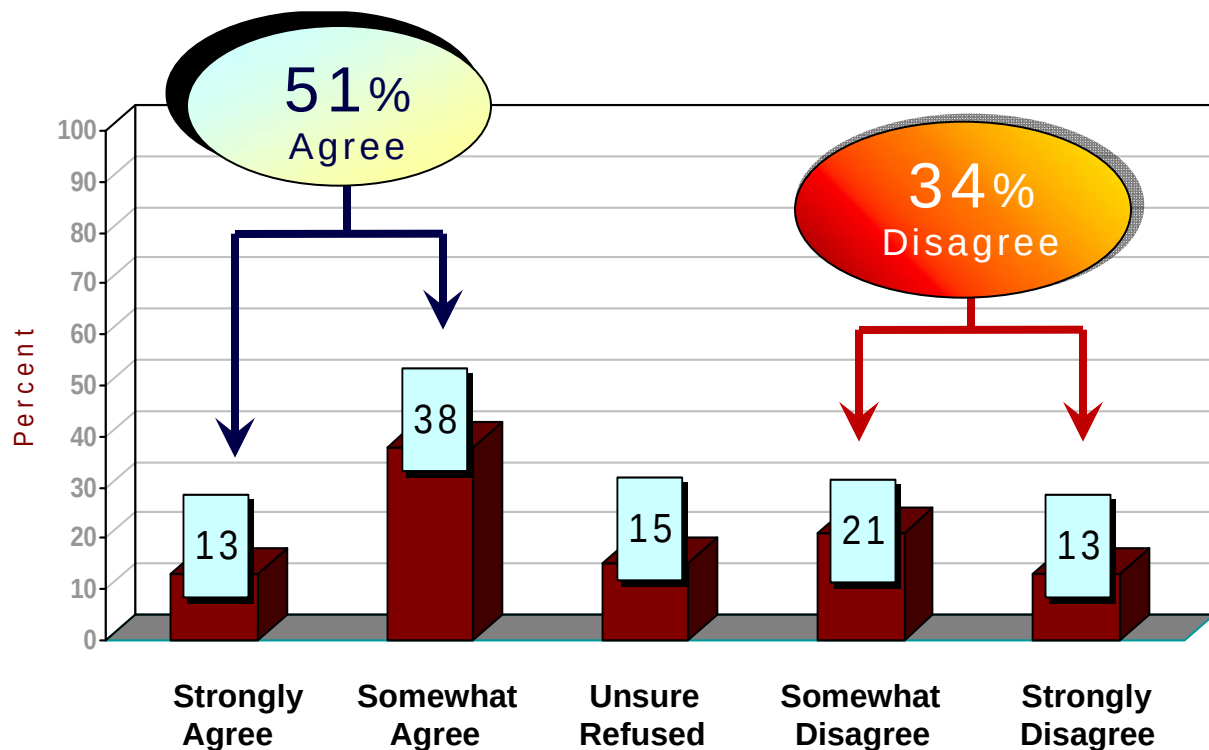


Figure 5B
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

Farmland should be Protected at ALL Costs

Question 6.2: Farmland in the Central Valley, and especially in Fresno County, should be protected against urban development, even if this means that some people's Private Property Rights will be compromised.

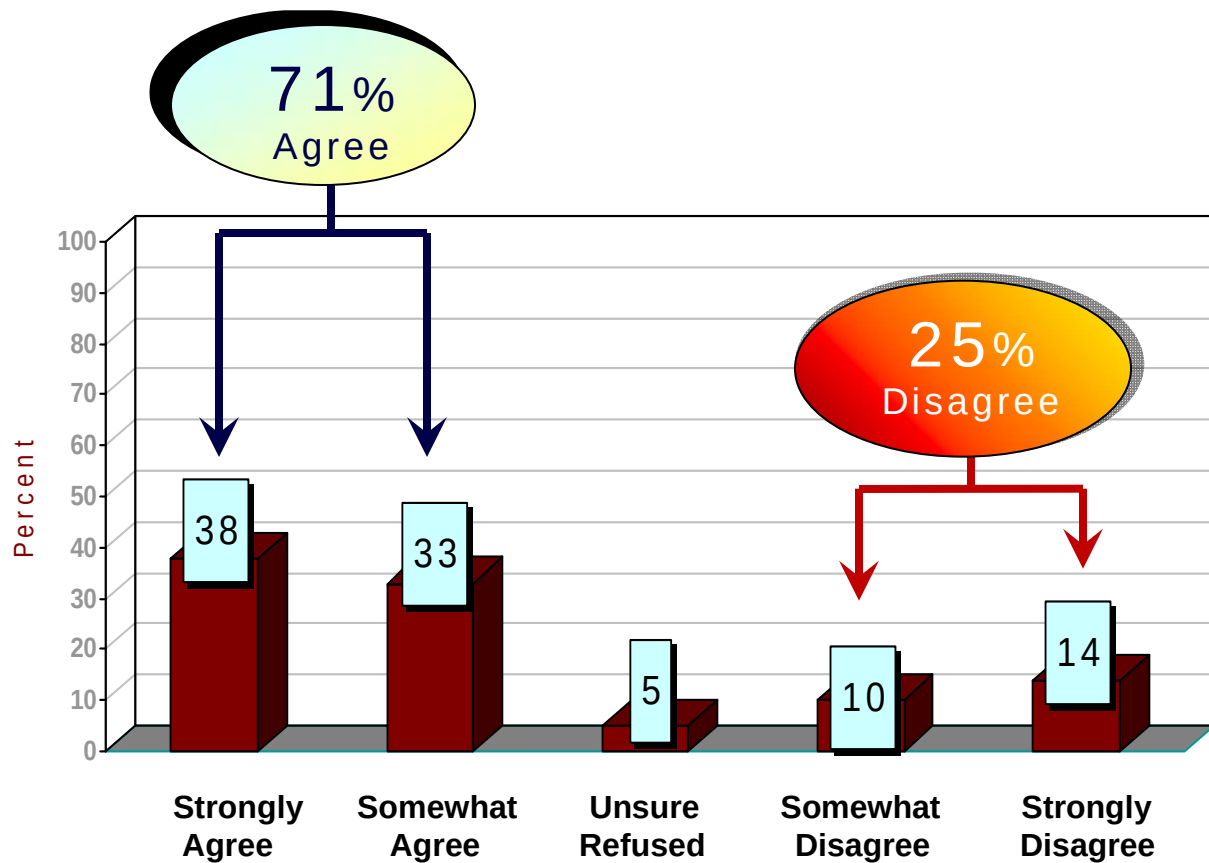


Figure 5C
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

To Protect Property Values
there **MUST** be **NO Restrictions**

Question 6.3: Property value is determined by its owners having the ability to “sell” their property at any point in time and for virtually any use (especially for housing and/or commercial development); in order be positioned to do this, it is imperative that its USE is NOT RESTRICTED.

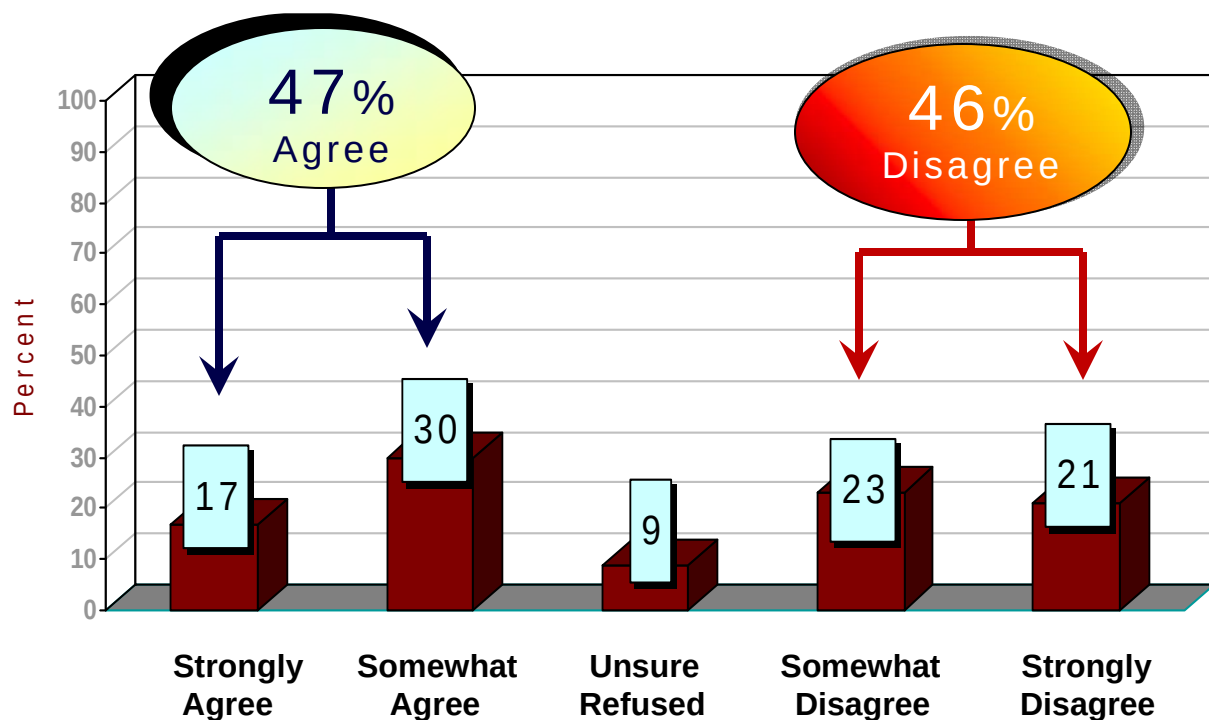


Figure 5D
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

Farmland Conservation Requires Property Owners to be **Made Whole**

Question 6.4: In order to succeed, any land use plan for preserving farmlands in Fresno County **MUST** enable landowners, when they sell, to recover equity from their property without developing it.

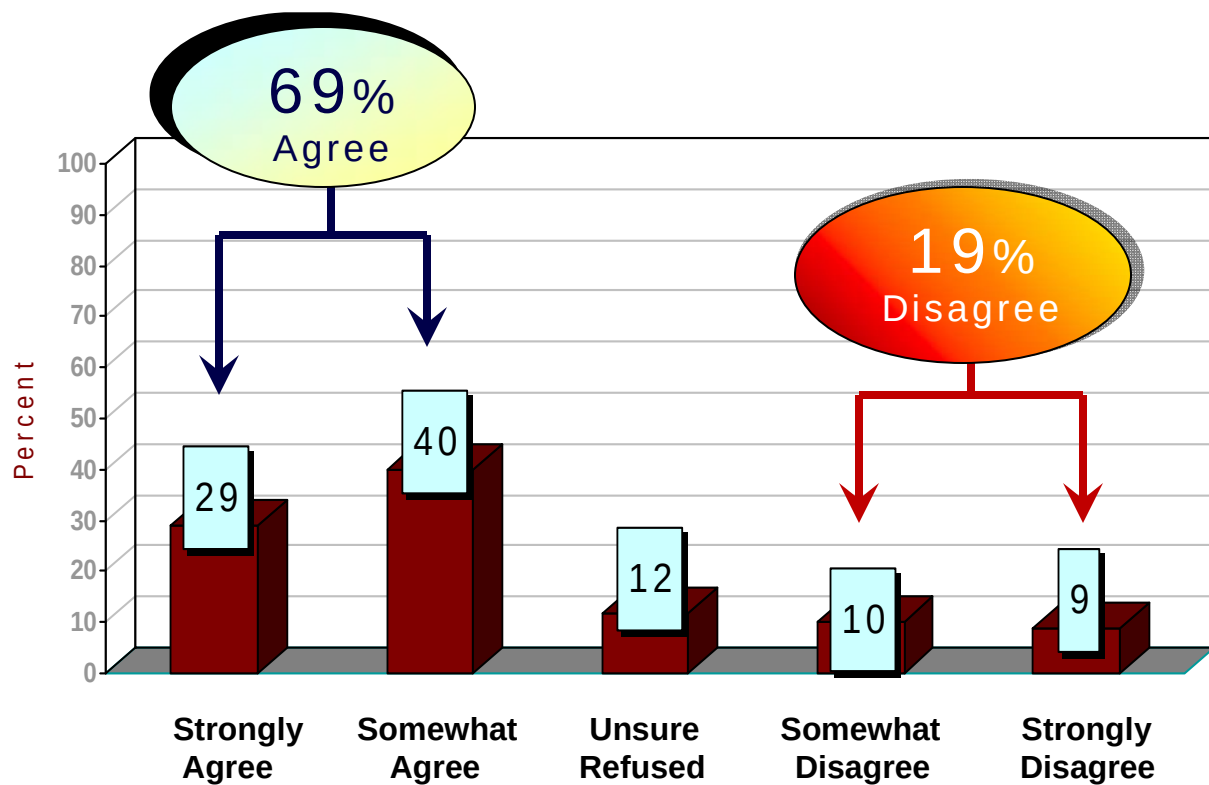


Figure 6A
Farmland Conservation
June 2011

Aware of 'Smart Growth'

Question 7.1: Before today's interview, were you aware of 'Smart Growth'; if so, how aware were you?

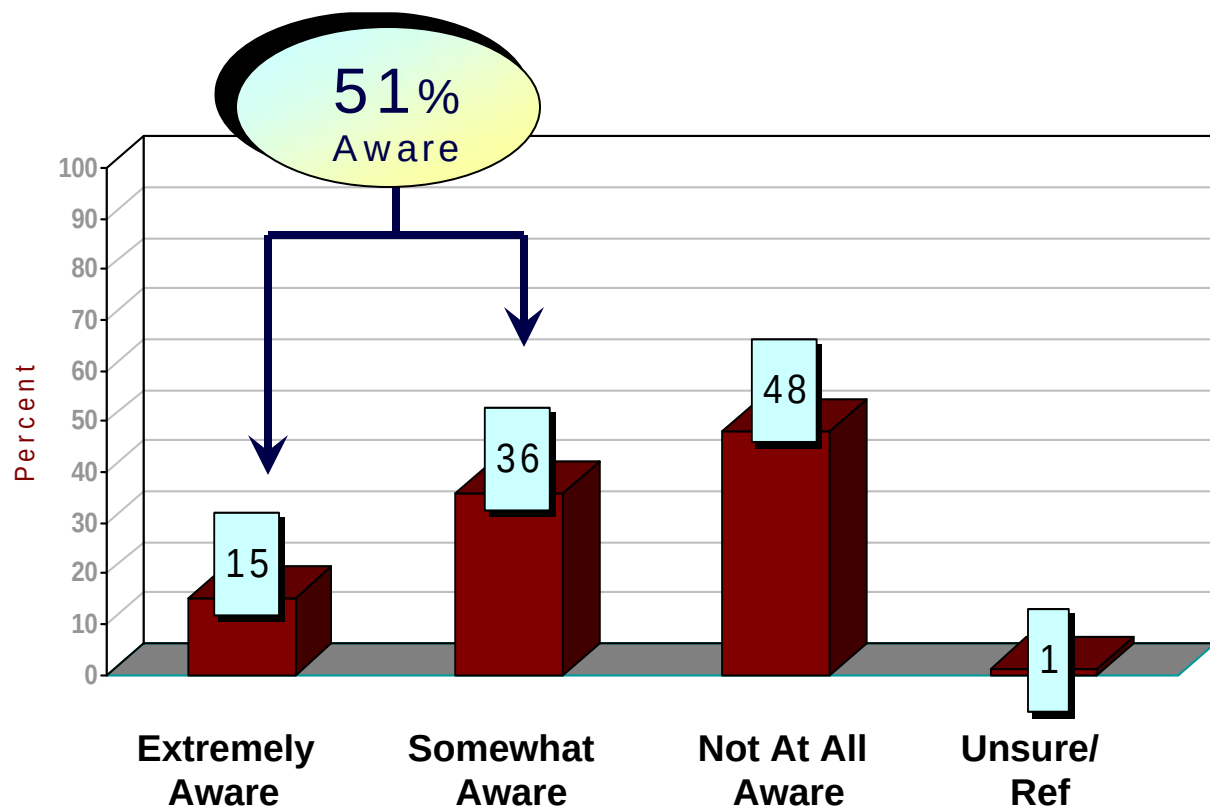


Figure 6B
Farmland Conservation
June 2011

Approve or Disapprove of 'Smart Growth'

Question 7.2: Whether or not you were aware of the trend toward Smart Growth before today's interview, based upon the description I just gave you, is Smart Growth a trend that you approve or disapprove of?

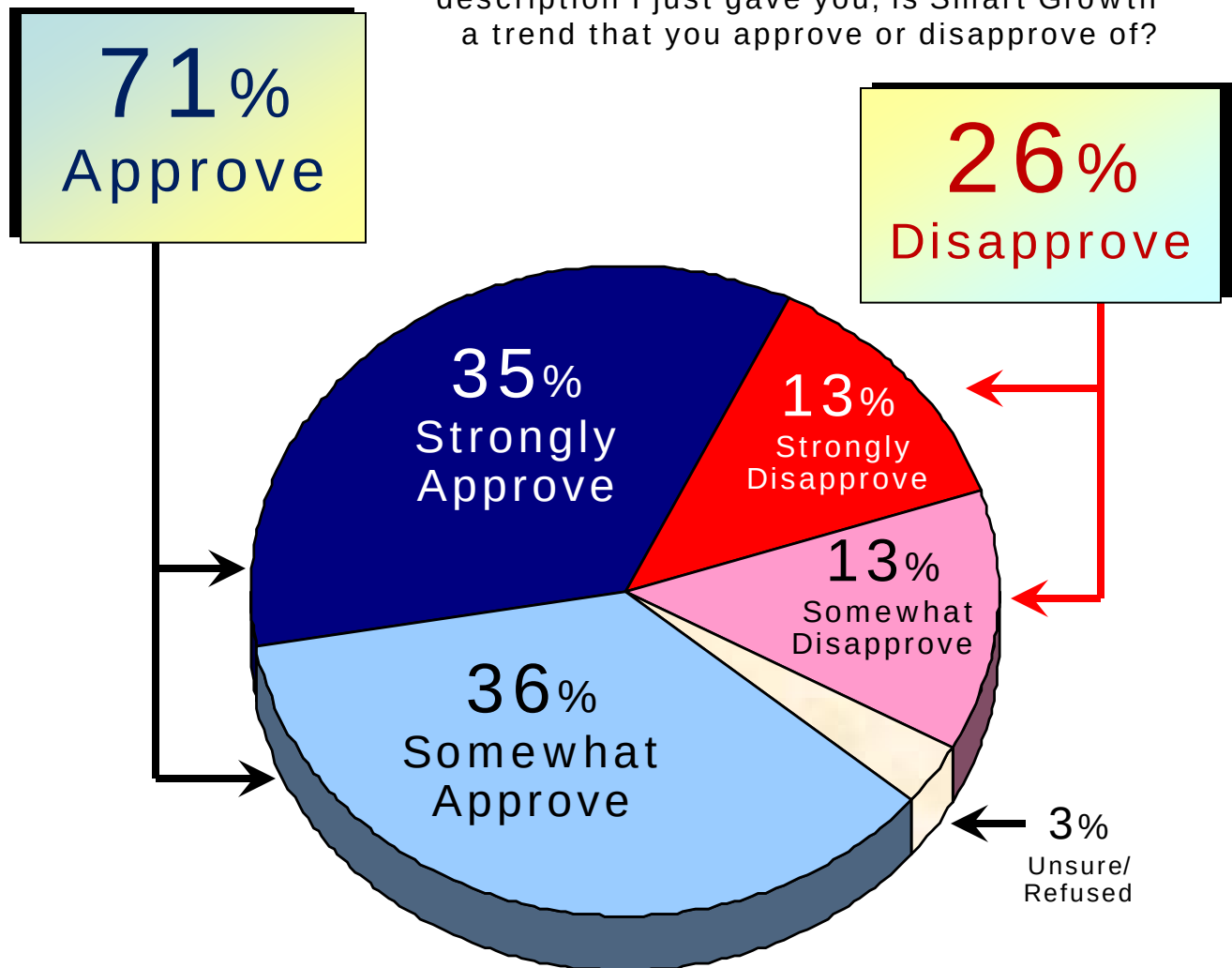


Figure 7A
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

There is **Too Much** Urban Sprawl

Question 8.1 There is TOO MUCH URBAN SPRAWL in Fresno County.
Higher density housing is needed to control urban sprawl in the region.

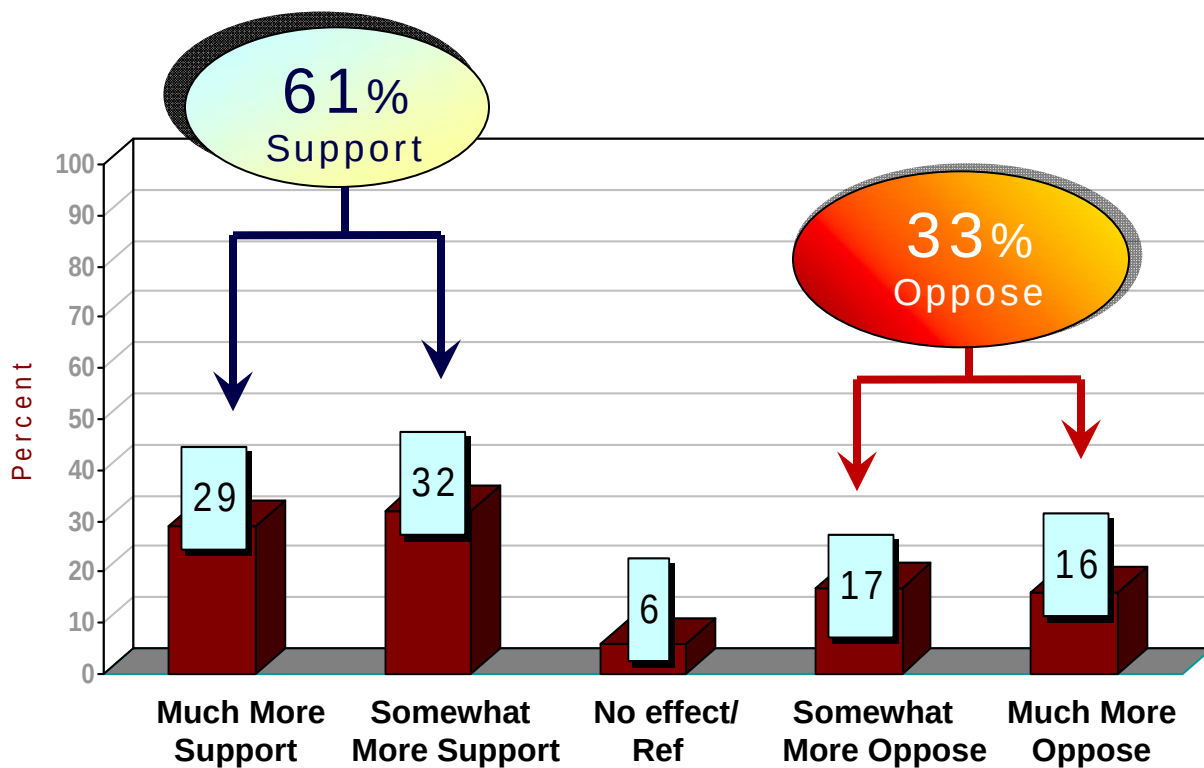


Figure 7B
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

'Smart Growth' Eliminates Unnecessary Loss of Prime Farmland

Question 8.2 Much of the prime farmland in Fresno County that is being lost to urbanization is unnecessary; by embracing 'Smart Growth', this unnecessary loss of prime farmland is virtually eliminated.

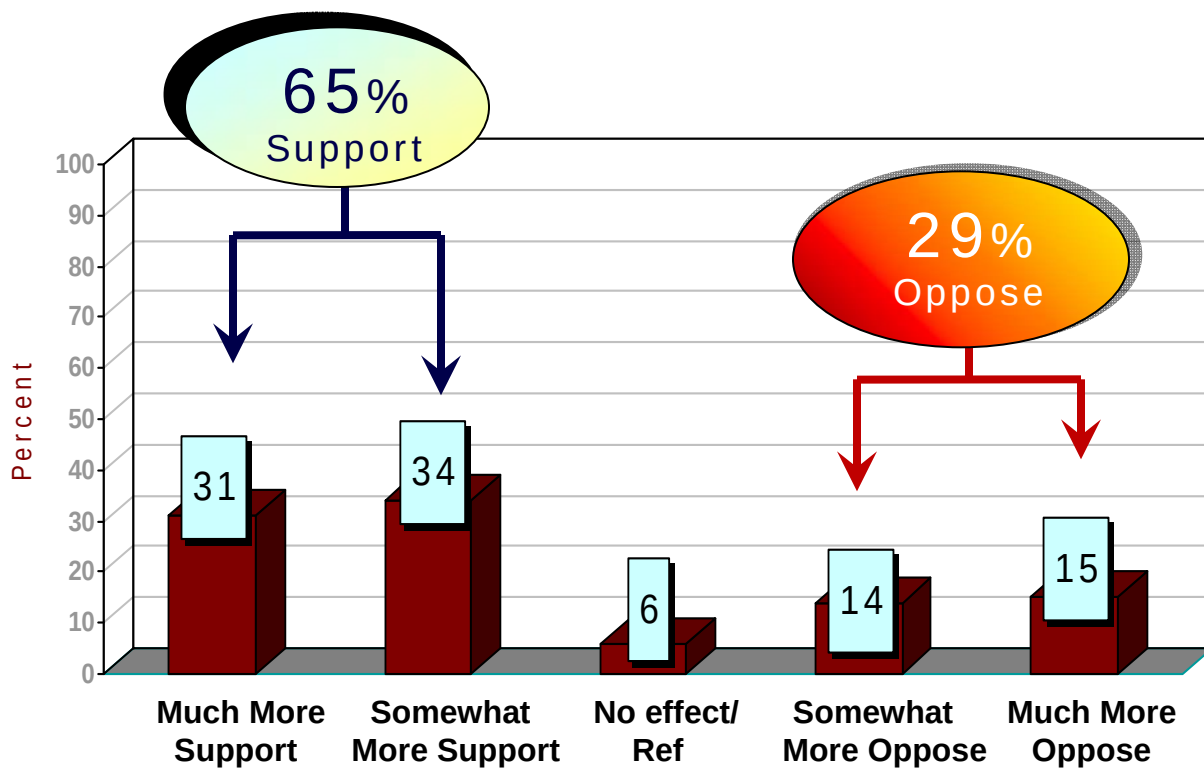


Figure 7C
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

'Smart Growth' is the **Most Important** Tactic for Preserving Farmland

Question 8.3 Given that most of the growing cities in Fresno County are located in the midst of the County's most strategic and prime farmland, increasing the efficiency of housing and commercial development through 'Smart Growth' is the most important thing that can be done to conserve the county's irreplaceable farmland.

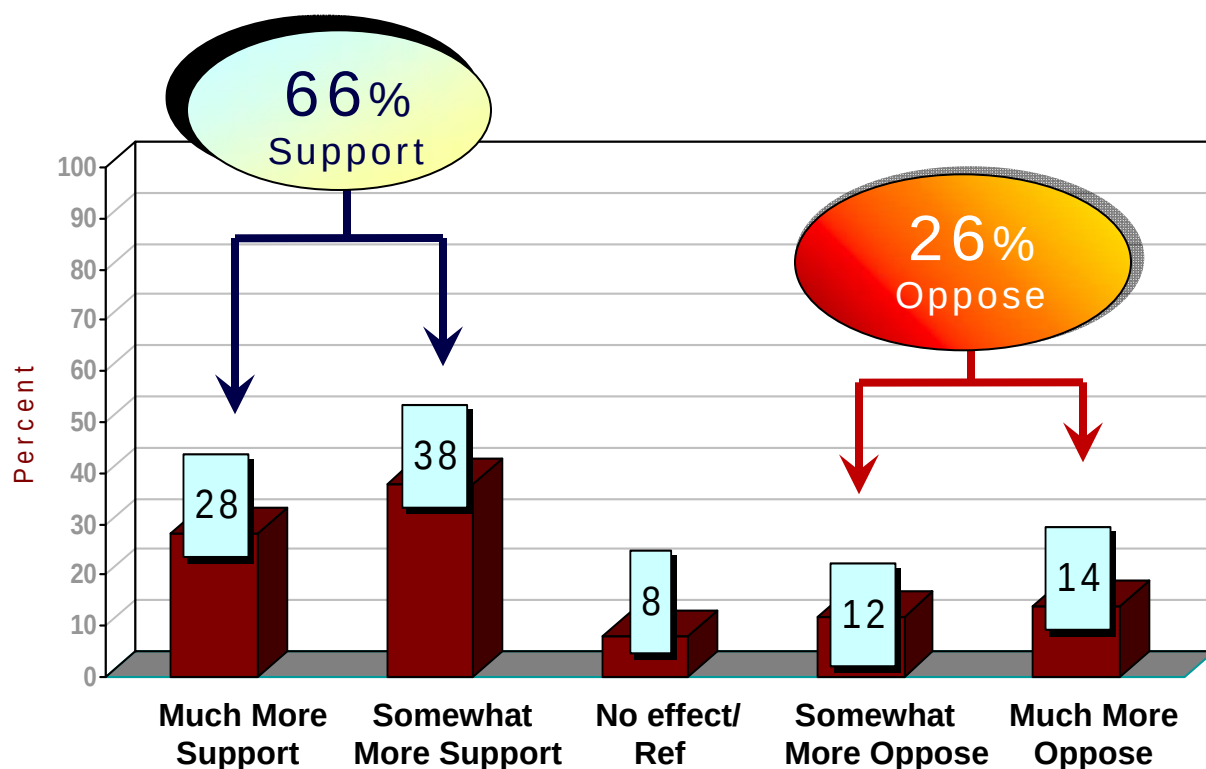


Figure 7D
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Current Development Rates will Remove 70% of Prime Farmland by 2050

Question 8.4 If no change in current development patterns occurs, another 97,600 acres of land will be urbanized in Fresno County by 2050, roughly doubling the current urbanized area in the County. Far more important, approximately 70% of this land that will be converted to housing and commercial development (or about 105 square miles) will involve prime or strategic farmland; thereby, REMOVING these important farmlands from agricultural production.

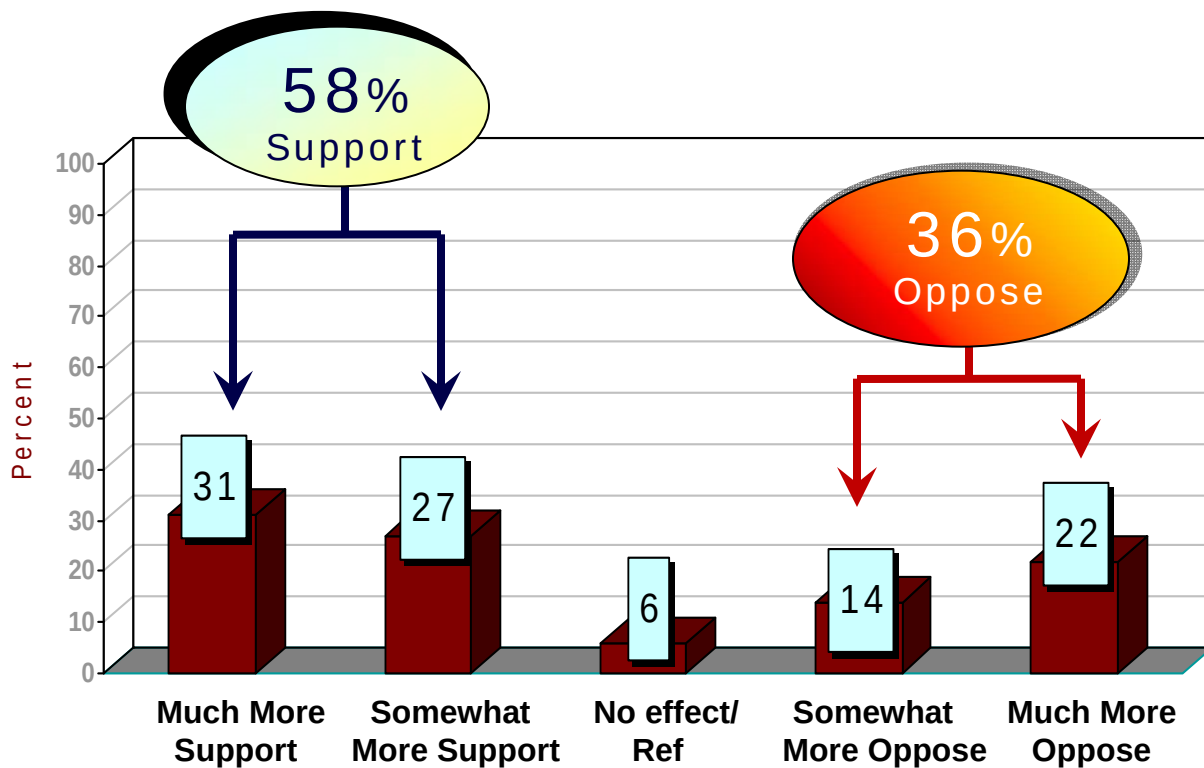


Figure 7E
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

'Smart Growth' is Needed to Slow Growth Inside Spheres of Influence

Question 8.6 Some of the County's prime farmland is located inside the existing "spheres of influence" of the cities throughout the County; therefore, for all practical purposes, these farmlands are earmarked for being converted to future urban development, thus lost to the agriculture industry, permanently. Clearly, it is essential to adopt Smart Growth in order to slow down the actual loss of these prime farmlands located INSIDE the existing Spheres of Influence as these communities continue to grow and expand.

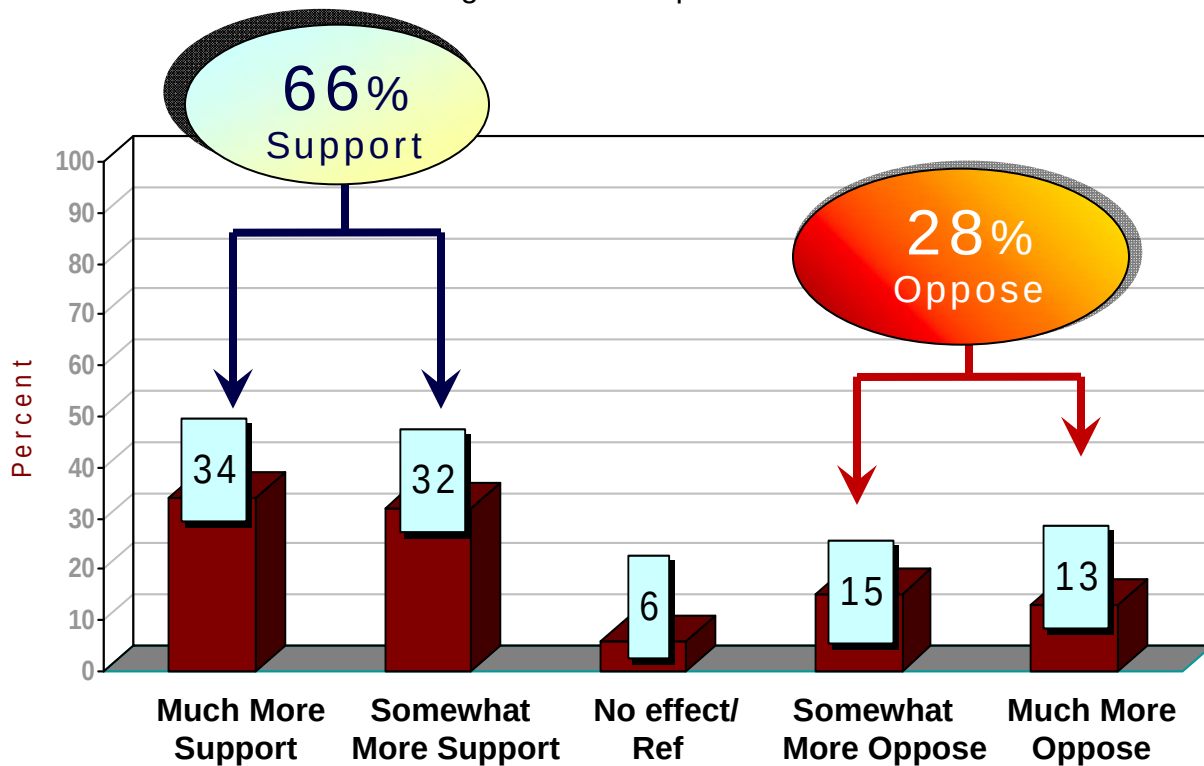


Figure 7F
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

At the Present Rate, **Rural Residential Development** will Consume 55,000 More Acres of Prime Farmland

Question 8.7 Rural residential development presently consumes roughly one quarter of all the developed land in the Fresno County; if this development pattern continues at its present pace, another 55,000 acres of prime farmland could be removed from agriculture.

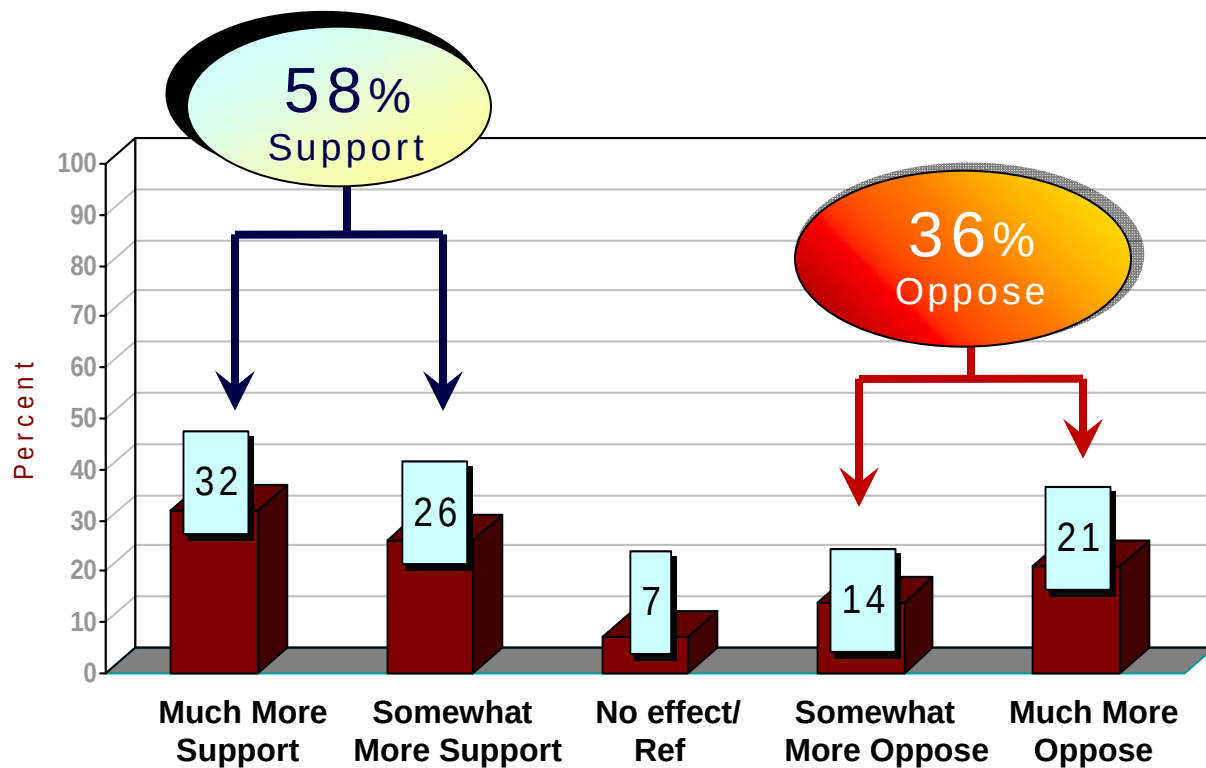


Figure 8A
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Prime Farmland **INSIDE** Existing Spheres of Influence Must be Protected

Question 9.1 One sixth of Fresno's prime farmlands is located inside or adjacent to the spheres of influence of the 15 cities located in Fresno County; these lands have to be protected from urbanization as much as possible.

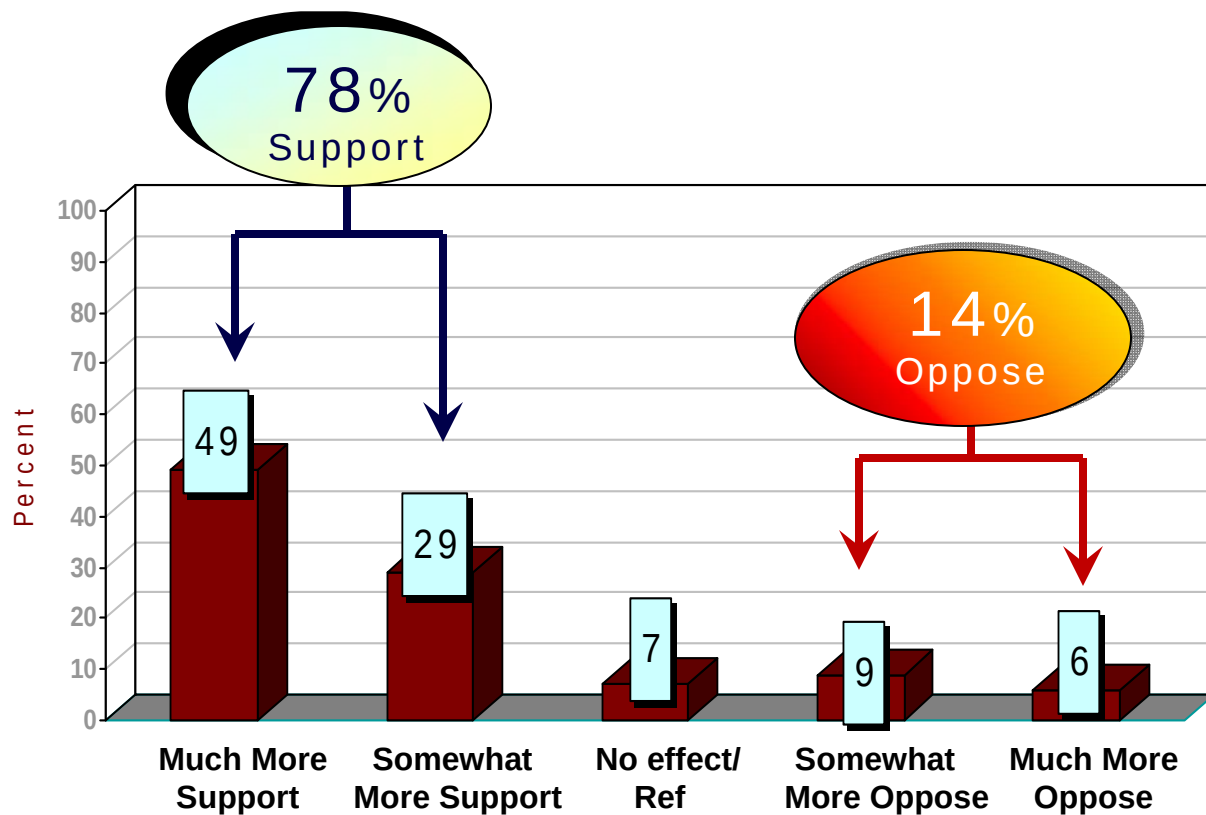


Figure 8B
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Due to **Advancements in Technology** Farmland Conservation is Less Critical

Question 9.2 Due to advances in automation and farming technologies combined with difficulties having to do with recruiting farm workers, more and more agriculture production is being sent to Mexico, Africa, and especially to China. As a result, the need to preserve productive farmlands in Fresno County is becoming FAR LESS IMPORTANT, over time.

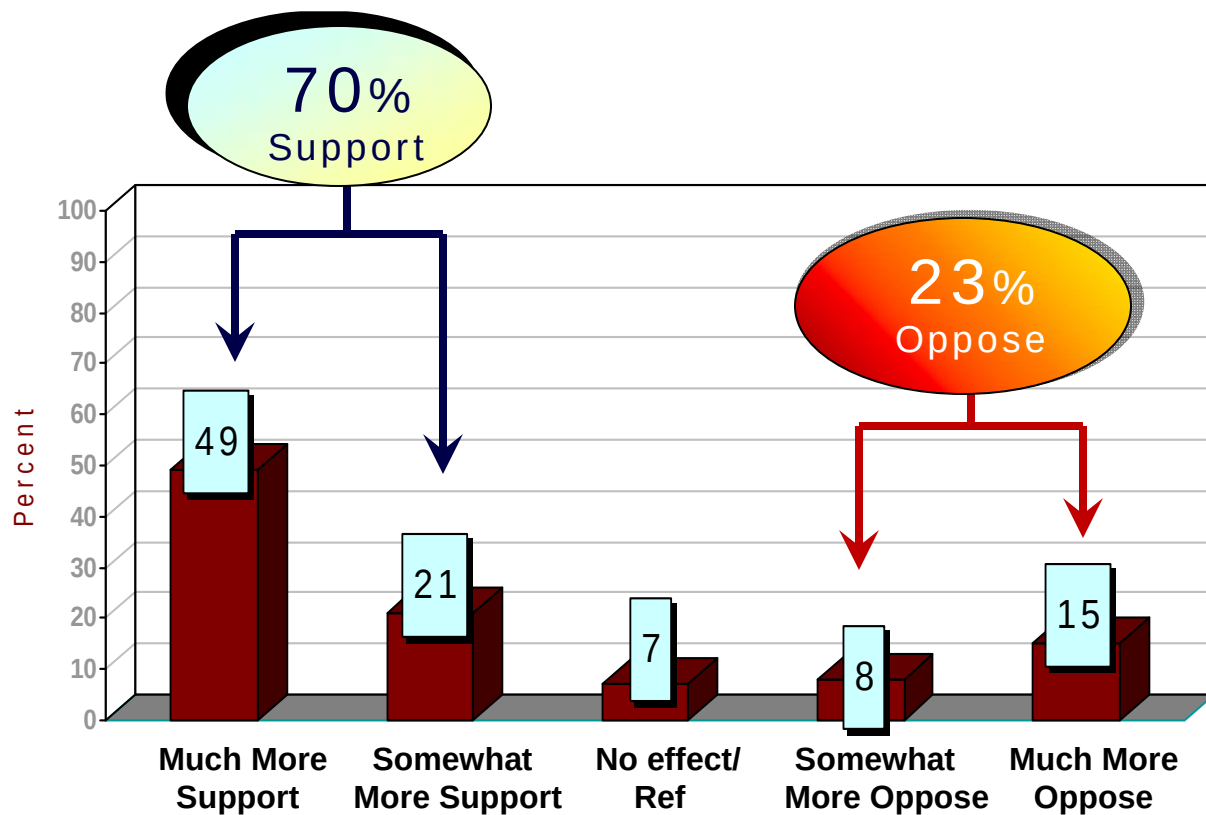


Figure 8C
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

It is Imperative that **NO MORE** Prime Farmland is Lost to Development

Question 9.3 Since 1990, nearly 70% of all the land developed in Fresno County was prime or unique farmland, or farmland of statewide importance. These farmlands have been lost to agriculture, forever; it is imperative that no more prime ag land in Fresno County is lost to residential or commercial development.

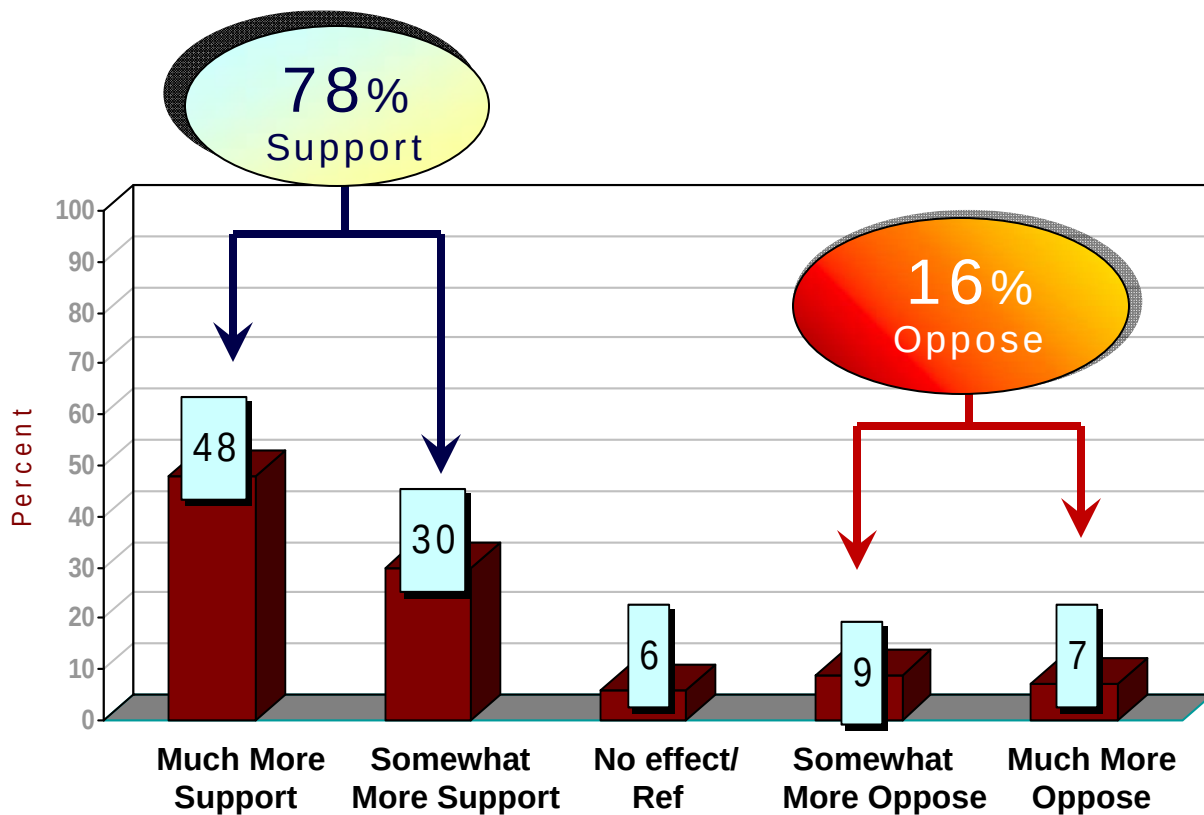


Figure 8D
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

By 2040, Fresno County will Lose 20% of its **Irrigated Farmland & \$700 Million**

Question 9.4 By the year 2040, if nothing changes, Fresno County will lose approximately 20% of its irrigated farmland and experience annual losses of about \$700 million of the revenues presently being generated through Fresno County's Agriculture Industry. This trend **MUST** be stopped; Farmland Conservation is more important now, than it has ever been.

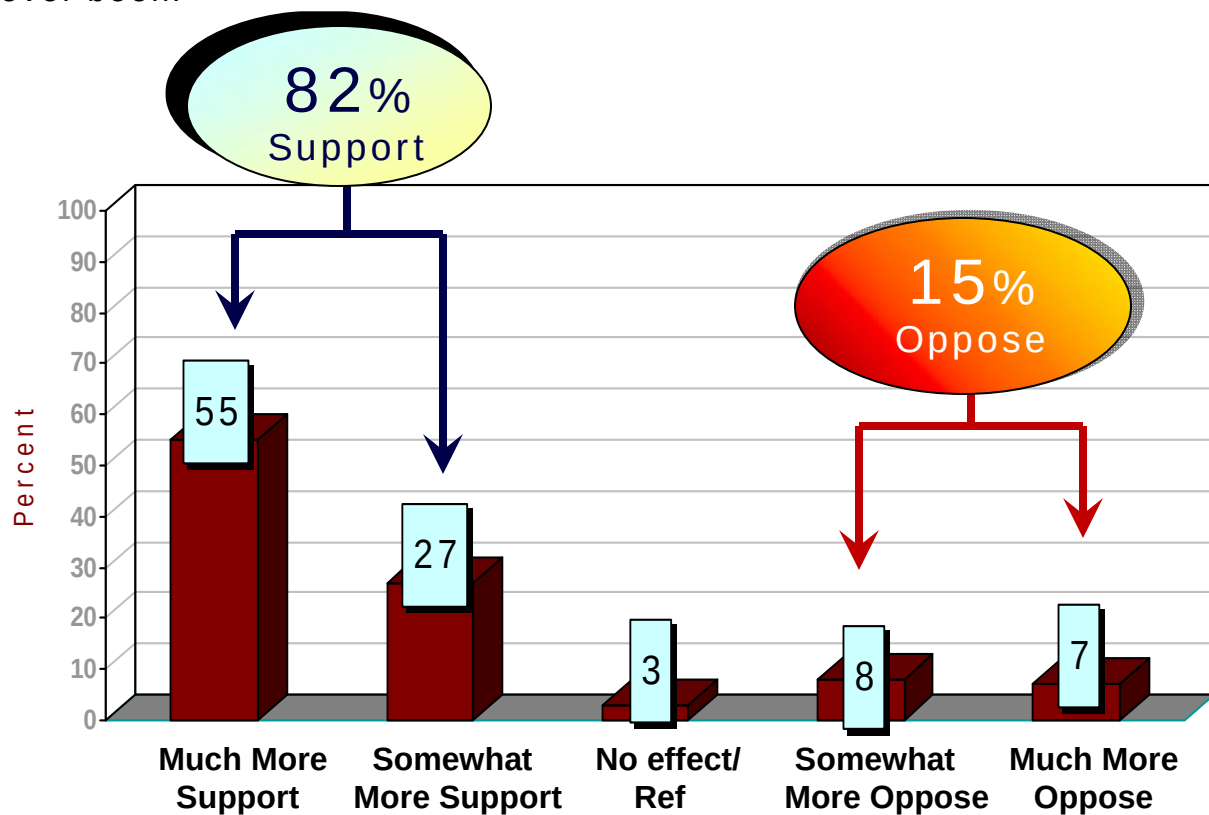


Figure 8E
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Jobs and Housing MUST be Consistent with County's Agriculture-based Economy

Question 9.5 We need to provide jobs and housing in a manner that protects the natural resources that are vital to our agriculture-based economy. Therefore, Farmland Conservation is essential in Fresno County.

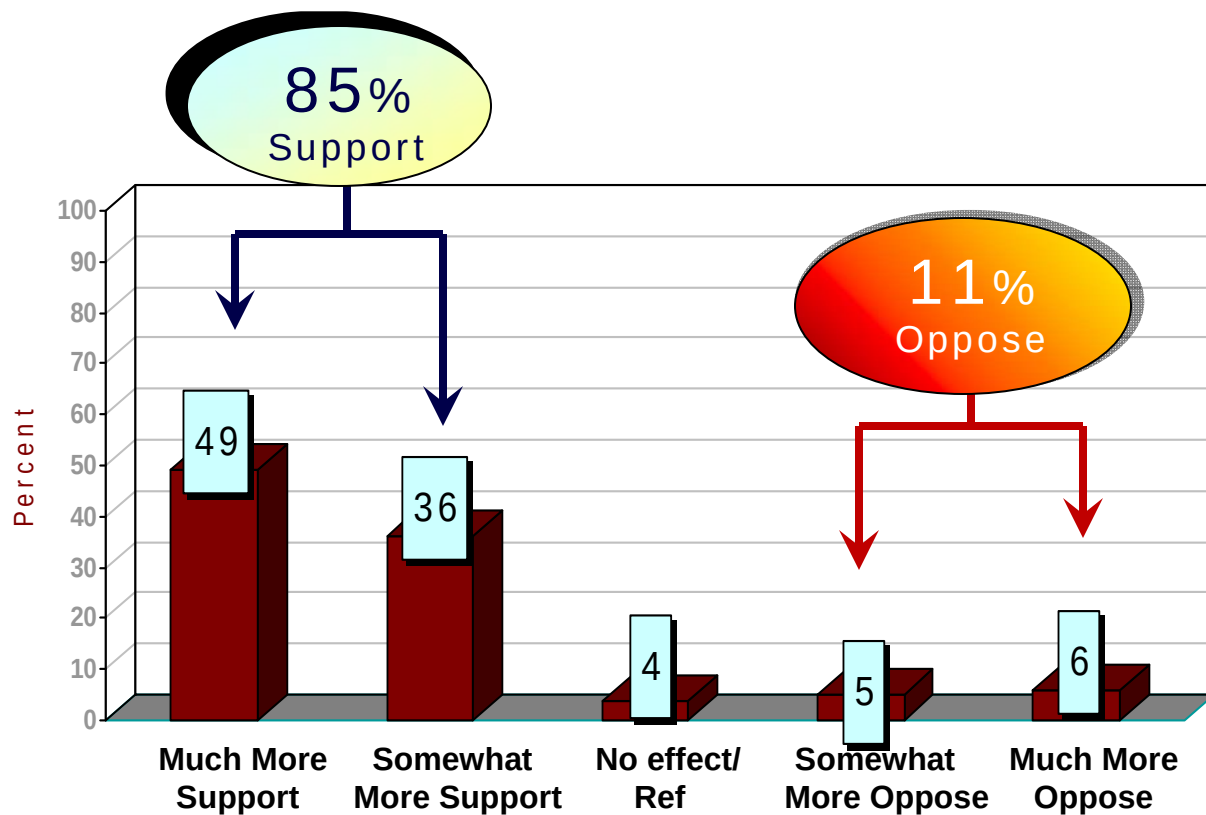
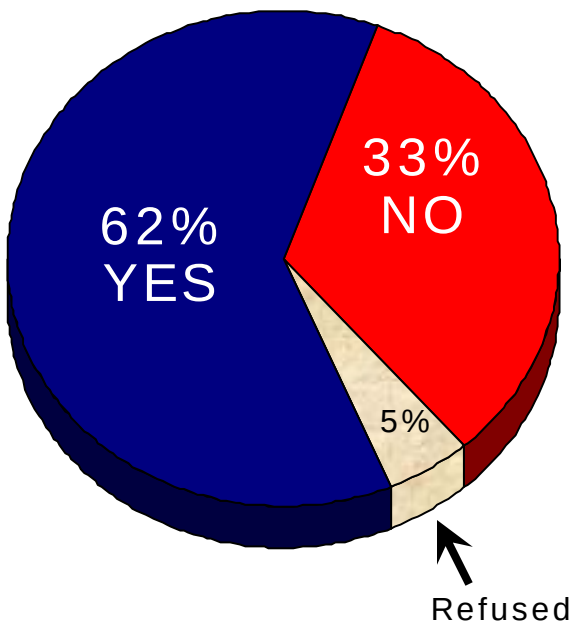


Figure 9
Farmland Conservation
June 2011

Support for Agricultural Easements

Question 10.1: Without knowing more than you know now, does an Agricultural Easement seem to be a fair and equitable mechanism for making Farmland Conservation in Fresno County possible?



Question 10.2: Do you think Agricultural Easements merit being considered seriously by local government agencies in order to implement Farmland Conservation in Fresno County.

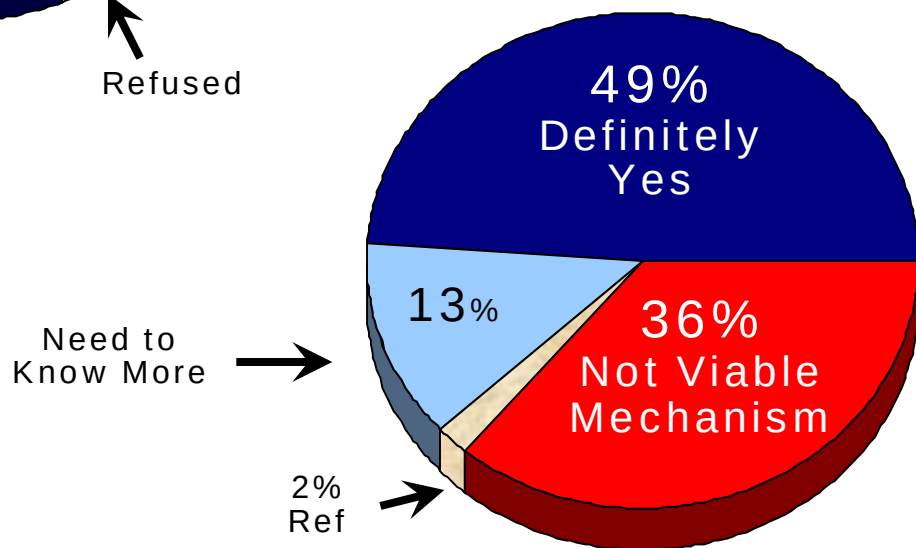


Figure 10A
Farmland Conservation
June 2011

Support **Buffer Zones** to Protect Prime Farmlands

Question 11.1: Without knowing more about these buffer zones than you know now, is this something that you would approve of for protecting PRIME farmland from urban development?

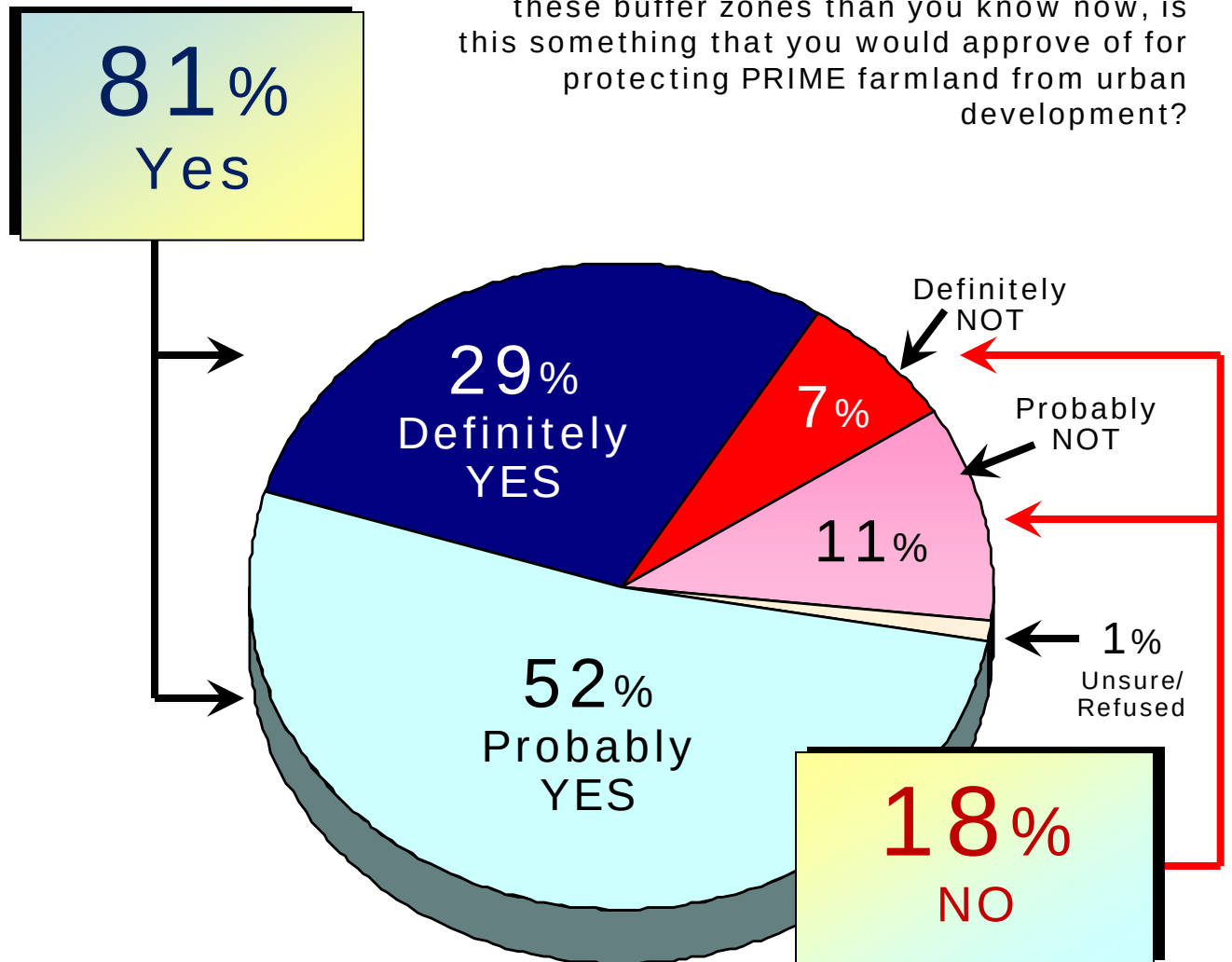


Figure 10B
Farmland Conservation
June 2011

Approve Buffer Zones Used for: Trails, Parks, Community Gardens, or Open Space

Question 11.2: While urban development would be PROHIBITED in these buffer zones, local government would be permitted to develop regional trails and parks inside these strips of land; also, the buffer zones could be used for community gardens, or simply be dedicated to open space. This could be one way to provide regional parks and trails throughout Fresno County. Is this an idea that you would approve of?

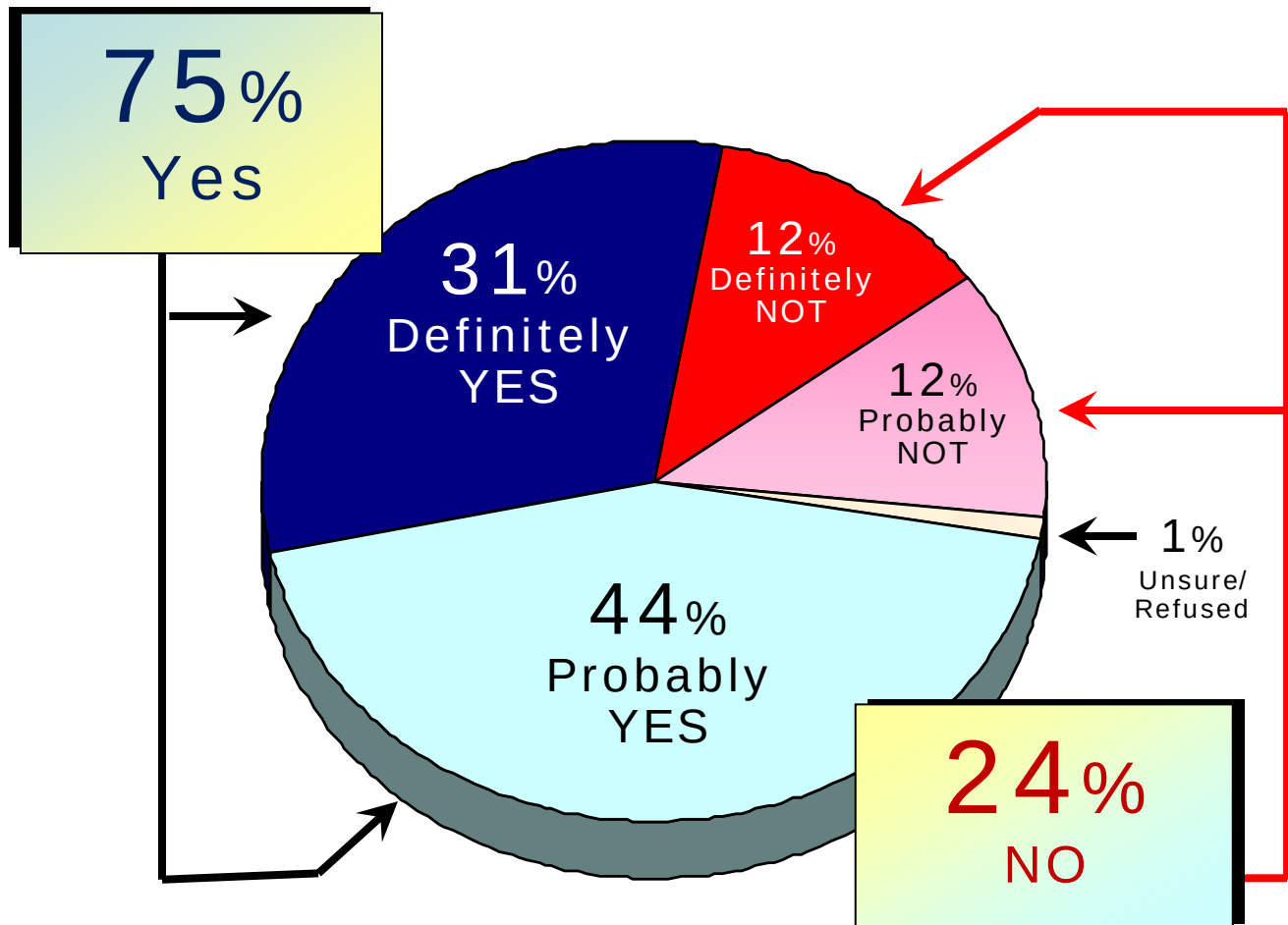


Figure 11
Farmland Conservation
June 2011

Support/Oppose: **Bond**

to Purchase Easements, Buy Property to Deed to Cities

Question 12.1: If a BOND Measure were to be placed on the local ballot to provide the funds necessary to either purchase the Development Rights through Agriculture Easements, or to purchase these strips of land outright and deed them to the City — assuming the BUFFER ZONES would be used to provide regional trails or parks in your community, or used for community gardens or dedicated to open space, would you vote YES or NO for such a Measure?

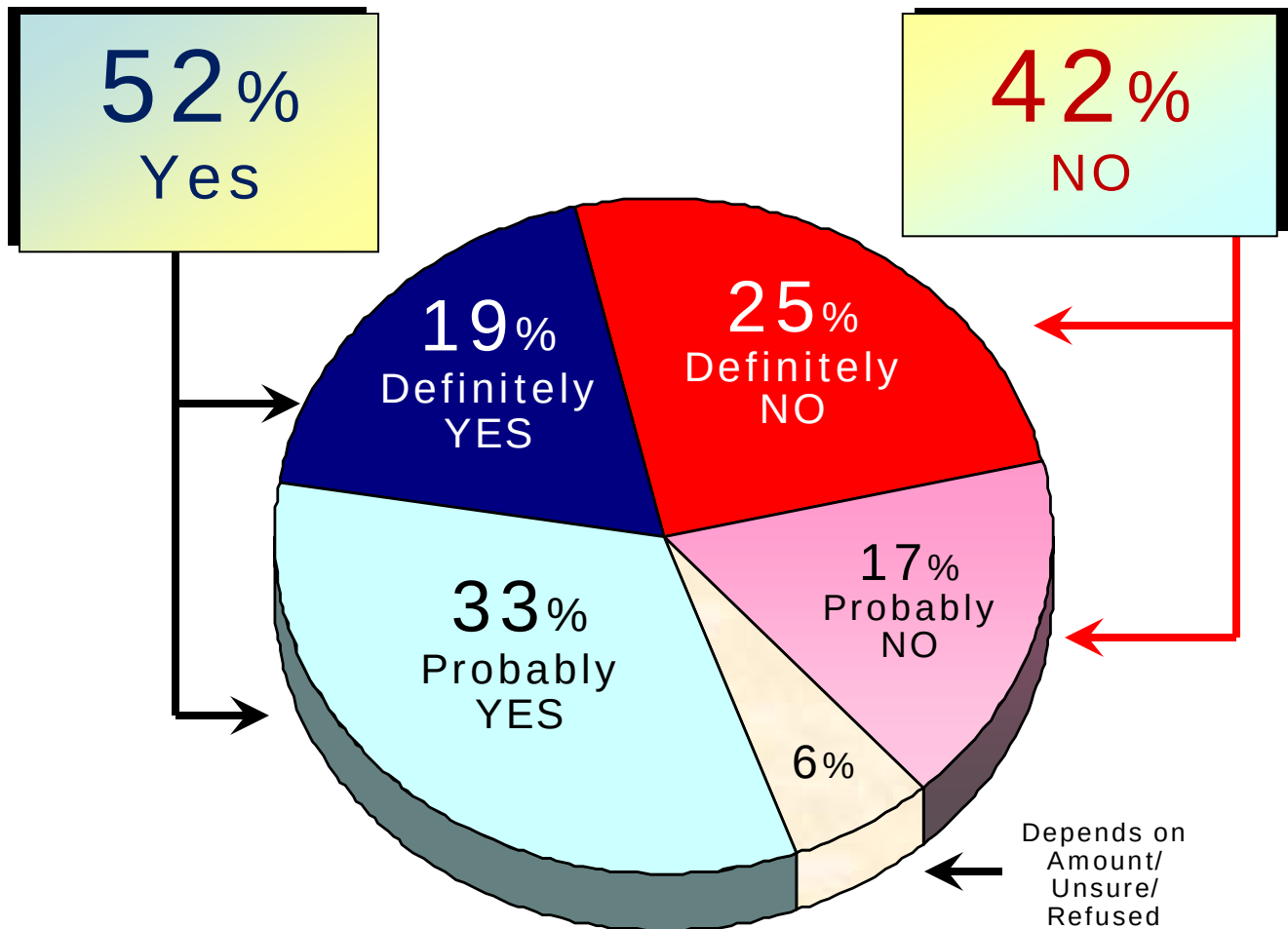


Figure 12
Farmland Conservation
June 2011

Support/Oppose: Landscape Maintenance Assessment to Maintain Buffer Zones

Question 13.1: If Buffer Zones were created to separate prime farmlands from urban areas where residential and commercial development will be allowed to take place, and these buffer zones were dedicated to regional trails, community parks, and opens space...would you vote YES or NO to authorize the creation of a Landscape Maintenance District to provide the necessary funding for proper maintenance of a buffer zone in your community.

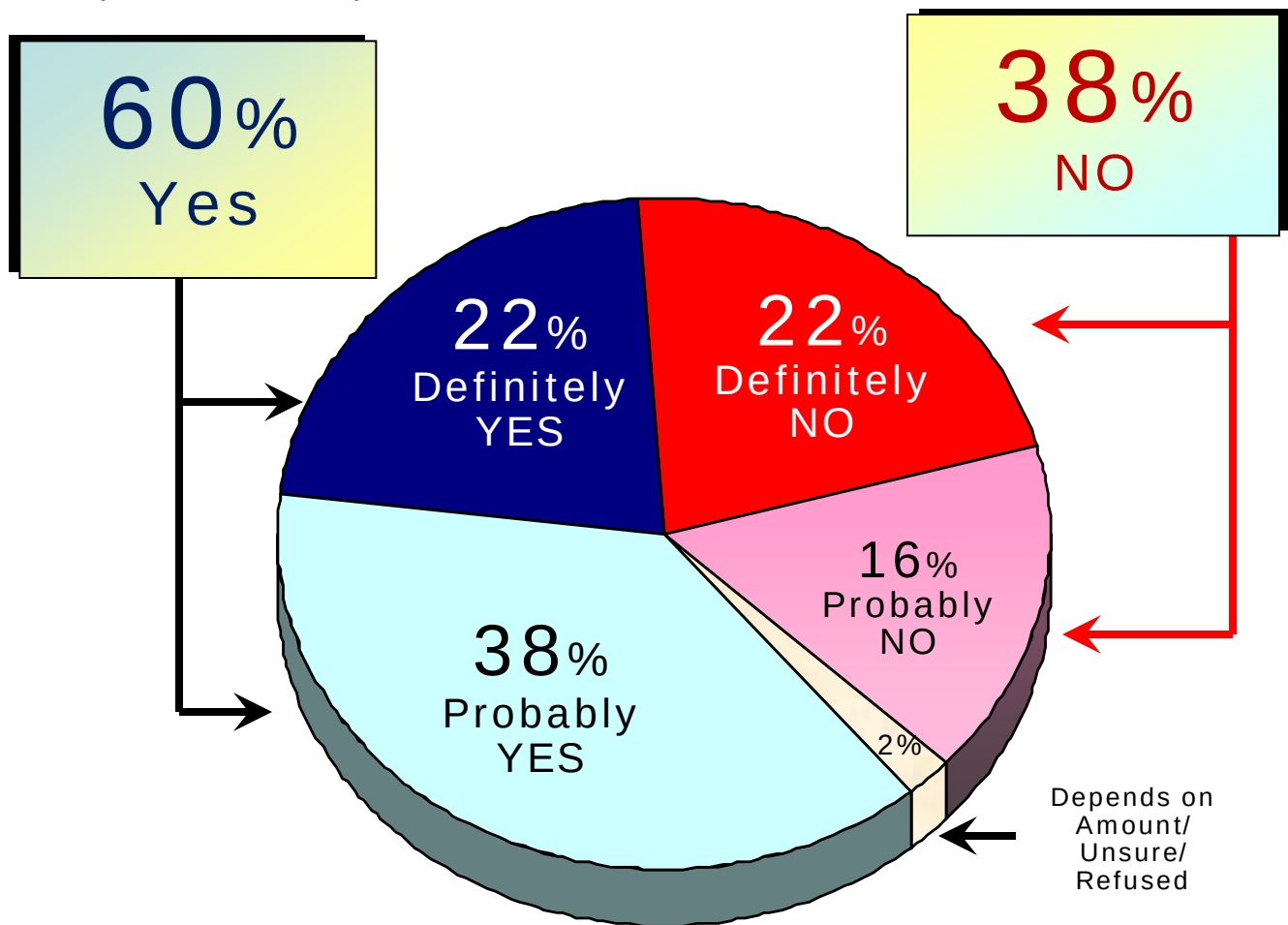


Figure 13A
Farmland Conservation
June 2011

Exercise is Part of Most Residents' Lifestyle

Question 14.0: Today, people — especially Californians — are becoming more and more aware of the benefits to their *quality of life* of making exercise and similar activities part of their regular routine. Do you make exercise part of your regular routine...either in your home, outside your home, in an exercise studio, or in the outdoors?

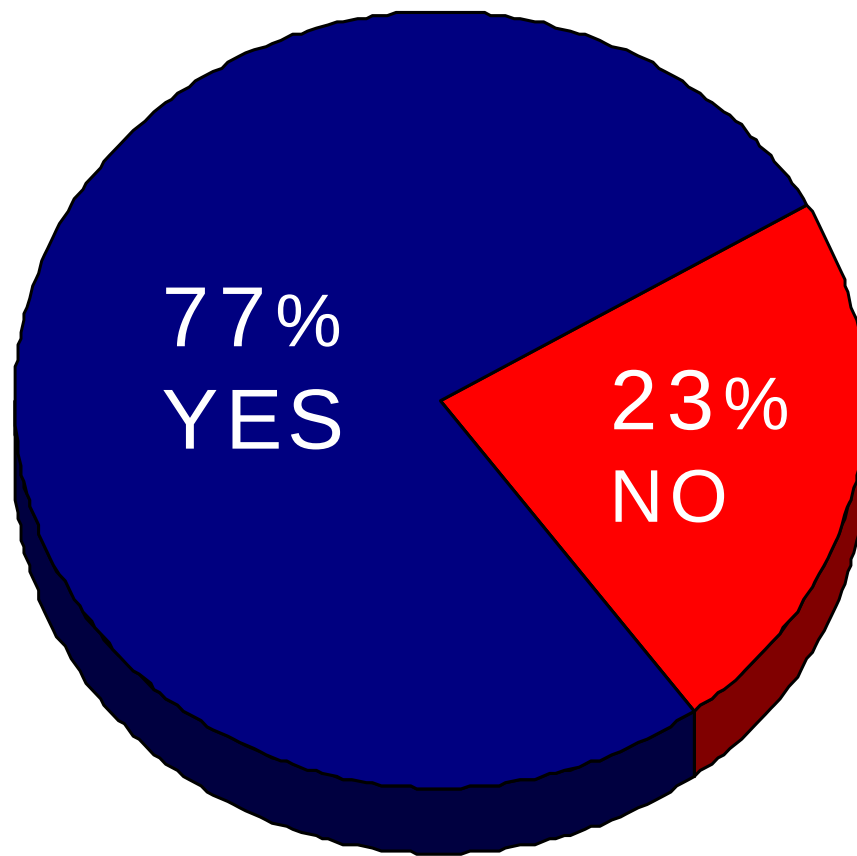


Figure 14
Farmland Conservation
June 2011

Having Access to Parks, Trails & Open Space is Important

Question 15.0 Regional parks, trails, and open space can bring a variety of benefits to one's lifestyle; for example, they can bring physical, social, spiritual, and mental benefits to those who use them for such activities as hiking, biking, or simply escaping the pressures of daily life. How important is having access to parks, trails, and open space in or near the community in which you reside?

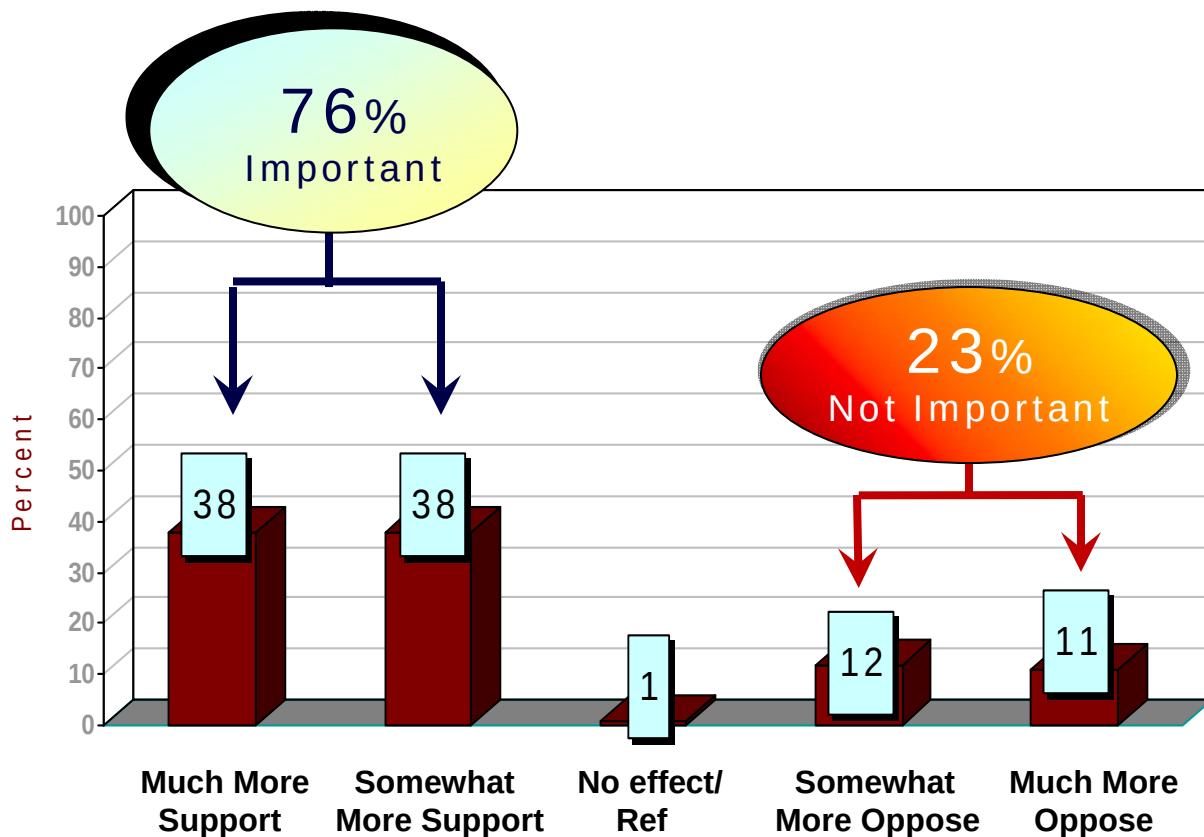


Figure 15
Farmland Conservation
June 2011

Developing & Maintaining **Parks and Trails** is Desirable

Question 16.0 If there were a way for local government (meaning the City in which you reside or in the unincorporated section of Fresno County in which you reside) to develop and maintain additional community parks and trails ...what priority should be placed on moving in this direction?

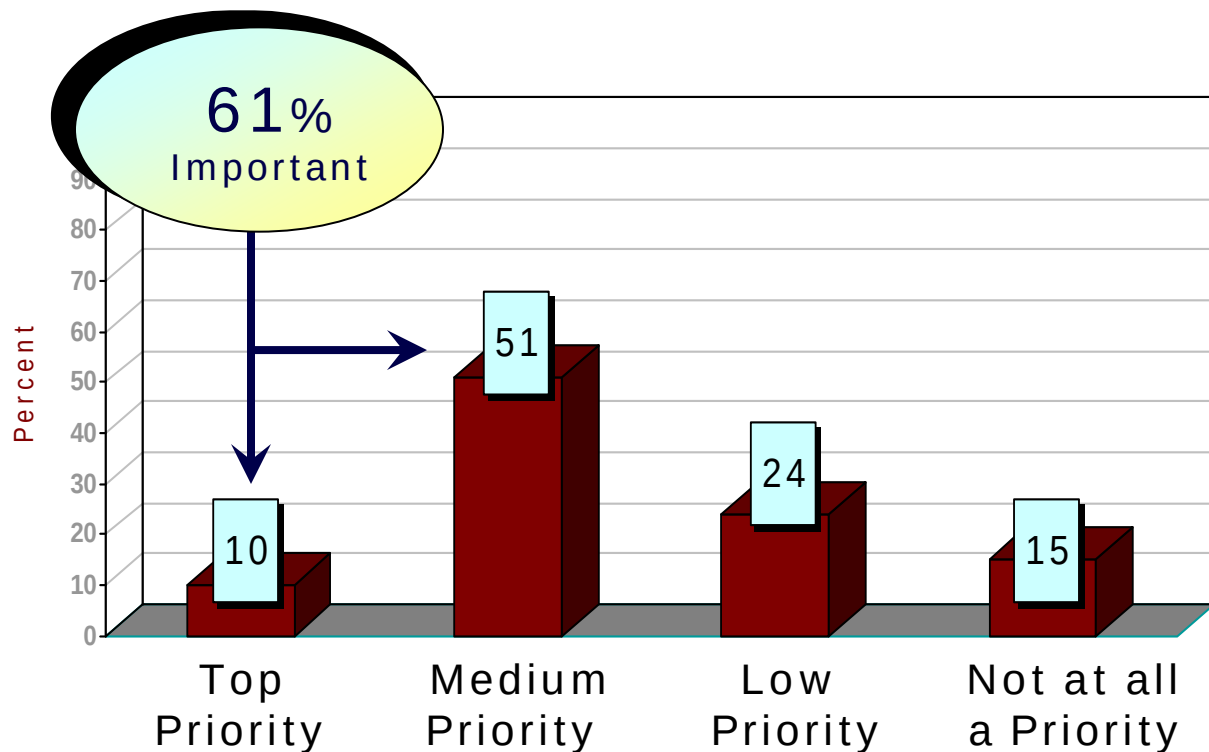


Figure 16A
Farmland Conservation
June 2011

Most Voter are NOT Aware of San Joaquin Valley Blue Print

Question 17.1: Before today's interview, were you aware of the existence of the San Joaquin Valley Blue Print; if so, how aware were you.

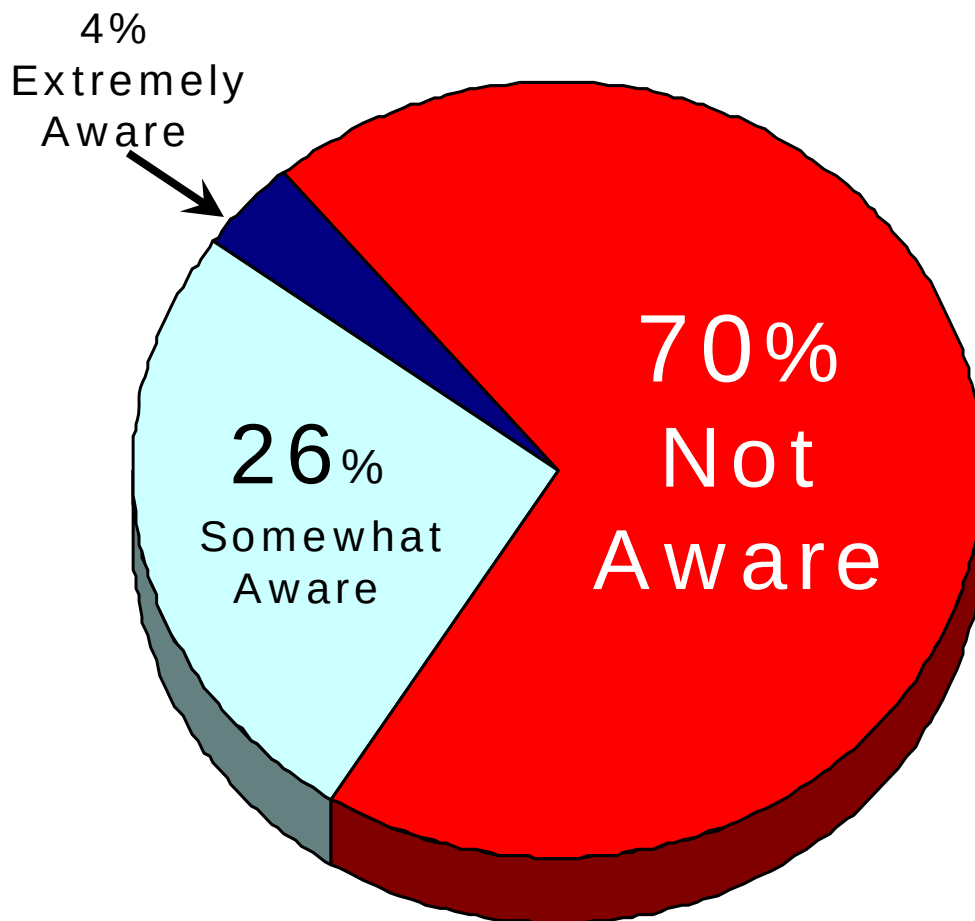


Figure 16B
Farmland Conservation
June 2011

Feelings are Mixed Regarding the San Joaquin Valley Blue Print

Question 17.2: Whether or not you were aware of San Joaquin Valley Blue Print before today's interview, based upon the fact that it has been embraced by eight regional planning agencies throughout the Valley, combined with the fact that this planning process is driven by Smart Growth Principles...is this an approach to land use planning that you think is important with respect to the future of the Central Valley, in particular, Fresno County; or, is it just another government-sponsored program that is basically a waste of time and money; or, do you have no feelings either way?

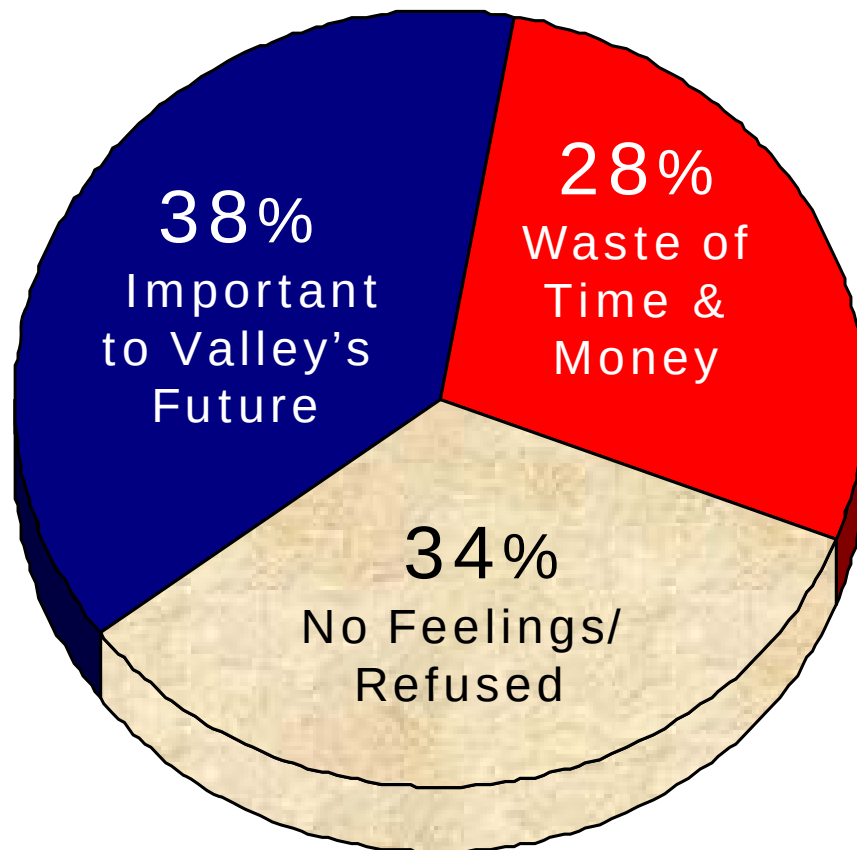


Figure 17
Farmland Conservation
June 2011

There is **Significant Support** for Model of Farmland Conservation Tested

Question 18.0: I will SUMMARIZE the model of Farmland Conservation for Fresno County that is presently being envisioned; then ask if you think this is a direction that local officials should take...or, would you advise local officials to find a better way to preserve farmlands throughout the County...or, would you advise local officials to abandon, altogether, the notion of Farmland Conservation in Fresno County?

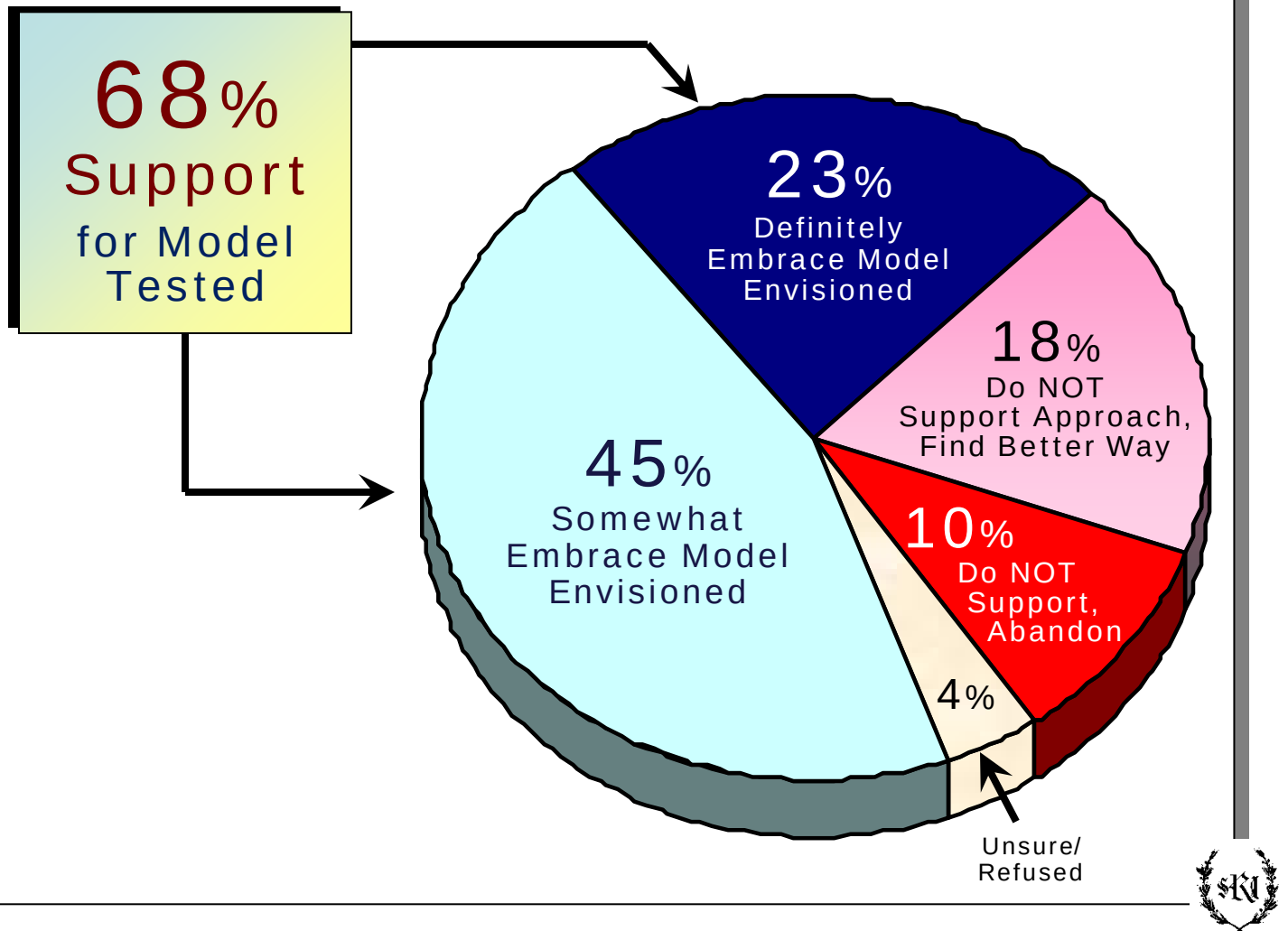


Figure 18A
Farmland Conservation
June 2011

Demographics of Survey Respondents

Length of Residency

0 to 5 years	6%
6 to 10	9%
11 to 25	36%
Over 25 years	48%
Refused	1%

Age

18 to 25	9%
26 to 35	9%
36 to 50	19%
51 to 65	33%
Over 65 years	30%
Refused	0%

Household Income

Under \$25,000	18%
\$25,001 to \$50,000	25%
\$50,001 to \$75,000	20%
\$75,001 to \$100,000	15%
Over \$100,000	13%
Refused	9%

Education

Less than High School	4%
High School	16%
Some College	33%
College Graduate	28%
Graduate School	18%
Refused	1%

Ethnicity

Caucasian	66%
Hispanic	21%
African American/Black	2%
Hmong	1%
Native American	2%
Asian	2%
Other	4%
Refused	2%

Gender

Male	45%
Female	55%



Figure 18B
Farmland Conservation
June 2011

Demographics of Survey Respondents

of Children Under 18

None	76%
One	10%
Two	9%
Three or more	5%
Refused	0%

Ideology

Liberal	19%
Moderate	27%
Conservative	51%
Refused	3%

Home Ownership

Own	75%
Rent	23%
Refused	2%



Council of County Fresno Governments**Farmland Conservation****N=500****QUESTIONNAIRE**

Hello. My name is _____ and I am with the **Survey Research Institute**. We are conducting a survey of Fresno County residents on behalf of the **Fresno Council of Governments**, also known as Fresno COG. COG officials would like to learn more about residents' perceptions and concerns regarding a concept that has become known as **Farmland Conservation**, which involves **BALANCING** the Conservation of farmland in the Central Valley, especially in Fresno County, with Urban Growth and Development throughout the region.

Would you mind sharing a few minutes of your time and respond to our brief questionnaire?

NOTE TO INTERVIEWER: If respondent asks, "How long will the survey take?"
Answer: "About 15 minutes"

1.0 Overall, how **satisfied** are you with the **QUALITY OF LIFE** as a resident of Fresno County? Would you say you are...

Extremely Satisfied	Very Satisfied	Only slightly Satisfied	Neutral/ Unsure	Slightly Dissatisfied	Very Dissatisfied	Extremely Dissatisfied
7%	42%	30%	2%	11%	5%	3%

2.0 I will now READ a list of **local issues**. I will then read the list a second time; please tell me, in order of priority, which **three** of these local issues are of **most** concern to you today? (1=top priority, 2=2nd priority, 3=3rd priority).

1 st	2 nd	3 rd	Total		
17%	12%	12%	41%	2.1	Crime in your community
24%	14%	14%	52%	2.2	Local & regional economy, including lack of jobs
12%	15%	17%	44%	2.3	The need to protect farmlands throughout the Central Valley, and especially in Fresno County, from being taken out of agriculture production
3%	6%	5%	14%	2.4	Need for better street maintenance , such as repairing pot holes
14%	11%	13%	38%	2.5	Quality of education being provided to local youth
4%	6%	7%	17%	2.6	Local taxes and fees
3%	7%	6%	16%	2.7	Too much growth and urban sprawl
10%	11%	10%	31%	2.8	Poor & unhealthy air quality in Fresno County
1%	4%	4%	9%	2.9	Limited or inconvenient public transit services in Fresno County
12%	15%	12%	39%	2.10	Need for more sources of water in the Central Valley

3.0 To the best of your knowledge, what percentage of the jobs in Fresno County are either directly or indirectly related to the Agriculture Industry? Would you say...

Approx. 7%	Approx. 15%	About. One third	Approx. One half	Significantly more than half	No idea [DO NOT read]	Refused
3%	6%	33%	24%	28%	6%	0%

Benchmark Support for Farmland Conservation in Fresno County

4.0 For the past two decades, there has been a movement in the Central Valley, especially in Fresno County, toward **BALANCING** Farmland Conservation with Urban Growth and Development throughout the region.

On the one hand, Fresno County is one of the most productive agricultural regions in the nation; in fact, it is one of only five Mediterranean growing regions of the **world**. Therefore, should significant portions of this farmland be paved over, these rich agriculture lands will be lost forever to urbanization.

On the other hand, the Central Valley is believed to be one of the areas of the country that will experience the most explosive population growth over the next several decades; thus, much of the Fresno County's existing agricultural land will be urbanized...including prime farmlands.

Given what you know about the role that agriculture plays in the economic and social fabric of Fresno County, today...

- | | |
|-----|---|
| 55% | Do you believe that the <u>very unique farmlands in Fresno County</u> should be PRESERVED AT ALL COSTS; even if this means that the Private Property Rights of some property owners, including property owners with large holdings, will be compromised from time to time? Or... |
| 39% | Do you believe that Private Property Rights are <u>fundamental to the American way of life</u> ; that property owners have an inherent right to do with their property whatever they see fit, and what benefits them and their families, which includes developing or selling their land to a developer who may build homes or construct commercial and even industrial centers? |
| 6% | Unsure, don't know/Refused (DO NOT READ this option) |

6.0 Two major studies have been produced in the last 15 years wherein the Agriculture Industry and the business community collaborated to create a VISION for bringing together farmland conservation with urban sprawl. The first report, **A Landscape of Choice**, was embraced by virtually every public agency in Fresno County as well as a host of special interest groups and organizations in the private sector. The theme that underlies this study was that farmlands in Fresno County should, indeed, be preserved and protected. However, this study did NOT include an implementation plan or strategy.

The second study, **Model Farmland Conservation for Fresno County**, was intended to bring forward a plan for implementing Farmland Conservation in Fresno County. As it turned out, however, there was NOT a consensus among the stakeholders regarding how best to implement Farmland Conservation.

The primary barrier to implementation has to do with protecting **PRIVATE PROPERTY RIGHTS**. Thus, the remainder of the present survey is designed to test specific elements of an Implementation Plan for Farmland Conservation in Fresno County. In order to succeed, any plan that comes forward **MUST** be embraced by registered voters and property owners throughout the County; therefore, your input is invaluable.

Core attitudes regarding Farmland Conservation in Fresno County

I will read several statements having to DO WITH Farmland Conservation in Fresno County; then ask whether you agree or disagree with each statement. When responding, please use the following scale:

- 5 = Strongly Agree
 4 = Somewhat Agree
 3 = Don't really agree or disagree
 3 = Somewhat Disagree
 1 = Strongly Disagree

6.1 Public policies aimed at Farmland Conservation, while being well-intended...restrict the use of these properties, thus reduce the value of farmlands in Fresno County in no small way.

Do you agree or disagree with this point of view; and, would that be strongly or somewhat Agree or Disagree?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree
13%	38%	15%	21%	13%

- 6.2 The Central Valley is one of American's national treasures; as noted a moment ago, it is one of only five regions of its kind in the world. The Central Valley is world renowned for growing and producing high quality, healthy, and wholesome food, fiber, and commodities for consumption throughout the United States, indeed, the world. Furthermore, the agriculture industry in the Valley is highly productive; with less than one percent of U.S. farmland, the Central Valley supplies 8 percent of U.S. agricultural output. Therefore, farmland in the Central Valley, and especially in Fresno County, should be protected against urban development, even if this means that some people's Private Property Rights will be compromised. Do you agree or disagree with this point of view; and, would that be strongly or somewhat Agree or Disagree?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree
38%	33%	5%	10%	14%

- 6.3 Property value is determined by its owners having the ability to "sell" their property at any point in time and for virtually any use (especially for housing and/or commercial development); in order to be positioned to do this, it is imperative that its USE is NOT RESTRICTED. Do you agree or disagree with this point of view; and, would that be strongly or somewhat Agree or Disagree with this opinion?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree
17%	30%	9%	23%	21%

- 6.4 In order to succeed, any land use plan for preserving farmlands in Fresno County MUST enable landowners, when they sell, to **recover equity** from their property without developing it.

Do you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree with this statement?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree
29%	40%	12%	10%	9%

Public Opinion in Fresno County re: Smart Growth

- 7.0 I would now like to ask you opinion about a growing concept called '**Smart Growth**'.

In order to avoid urban sprawl, **Smart Growth** concentrates growth in compact, walkable, bicycle-friendly urban centers. Further, in order to encourage people to stay out of their cars, **Smart Growth** subdivisions are typically located adjacent to, or near, a mass transit center. **Smart Growth** developments, wherever possible, include neighborhood schools and mixed-use development; for example, multi-story units with residential housing upstairs and commercial development or an office complex downstairs. **Smart Growth** offers a range of housing choices.

- 7.1 Before today's interview, were you aware of '**Smart Growth**'; if so, how aware were you. Would that be...?
- | | |
|-----|--|
| 15% | Extremely Aware |
| 36% | Somewhat Aware |
| 48% | Not at all Aware, this is the first I've heard the term. |
| 1% | Unsure/don't know/Refused (DO NOT READ this option) |

- 7.2 Advocates of **Smart Growth** hold that the primary BENEFITS of this approach to urban development are: (i) reduced consumption and conversion of agricultural and natural land to urban uses, (ii) lower housing costs as a result of higher density housing, (iii) improved delivery of public services and emergency responses, (iv) improved regional transit systems such as light rail, (v) revitalization of urban centers that have become run down, and (vi) enhanced economic development through a greater ability to attract new businesses due to a concentrated workforce.

Whether or not you were aware of the trend toward **Smart Growth** before today's interview, based upon the description I just gave you, is **Smart Growth** a trend that you approve or disapprove of; and would that be...

35%	Strongly approve	
36%	Somewhat approve	
13%	Somewhat disapprove	
13%	Strongly disapprove	
3%	Unsure/don't know/Refused	(DO NOT READ this option)

Test ARGUMENTS For and Against Smart Growth

8.0 I will now read several statements about why it IS or IS NOT necessary to support **Smart Growth** in Fresno County. After I read each statement, please tell me — if you heard the statement from a credible source — would you be more likely to **support** or more likely to **oppose** Smart Growth for future housing, commercial, and industrial development in Fresno County. More specifically, please tell me if the statement would make you much more likely to **support**, somewhat more likely to **support**, somewhat more likely to **oppose**, much more likely to **oppose** the **Smart Growth** in Fresno County; or, would it have **no effect** on your opinion. Here's the first statement:

8.1 There is **TOO MUCH URBAN SPRAWL** in Fresno County. Higher density housing is needed to control urban sprawl in the region. Would this argument make you...

<u>MUCH</u> more likely to support Smart Growth	<u>SOMEWHAT</u> more likely to support Smart Growth	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Smart Growth	<u>MUCH</u> more likely to oppose Smart Growth	Unsure/DK Refused
29%	32%	5%	17%	16%	1%

8.2 Much of the prime farmland in Fresno County that is being **lost to urbanization is unnecessary**; by embracing Smart Growth, this unnecessary loss of prime farmland is virtually eliminated. Would this argument make you...

<u>MUCH</u> more likely to support Smart Growth	<u>SOMEWHAT</u> more likely to support Smart Growth	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Smart Growth	<u>MUCH</u> more likely to oppose Smart Growth	Unsure/DK Refused
31%	34%	5%	14%	15%	1%

8.3 Given that most of the growing cities in Fresno County are located in the midst of the County's most strategic and prime farmland, increasing the efficiency of housing and commercial development through **Smart Growth** is the most important thing that can be done to conserve the county's irreplaceable farmland. Would this argument make you...

<u>MUCH</u> more likely to support Smart Growth	<u>SOMEWHAT</u> more likely to support Smart Growth	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Smart Growth	<u>MUCH</u> more likely to oppose Smart Growth	Unsure/DK Refused
28%	38%	7%	12%	14%	1%

8.4 If no change in current development patterns occurs, another 97,600 acres of land will be urbanized in Fresno County by 2050, roughly doubling the current urbanized area in the County. Far more important, approximately 70% of this land that will be converted to housing and commercial development (or about 105 square miles) will involve prime or strategic farmland; thereby, REMOVING these important farmlands from agricultural production. Would this argument make you...

<u>MUCH</u> more likely to support Smart Growth	<u>SOMEWHAT</u> more likely to support Smart Growth	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Smart Growth	<u>MUCH</u> more likely to oppose Smart Growth	Unsure/DK Refused
31%	27%	5%	14%	22%	1%

- 8.6 Some of the County's prime farmland is located inside the existing "spheres of influence" of the cities throughout the County; therefore, for all practical purposes, these farmlands are earmarked for being converted to future urban development, thus lost to the agriculture industry, permanently. Clearly, it is essential to adopt **Smart Growth** in order to slow down the actual loss of these prime farmlands located INSIDE the existing Spheres of Influence as these communities continue to grow and expand. Would this argument make you...

<u>MUCH</u> more likely to support Smart Growth	<u>SOMEWHAT</u> more likely to support Smart Growth	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Smart Growth	<u>MUCH</u> more likely to oppose Smart Growth	Unsure/DK Refused
34%	32%	5%	15%	13%	1%

- 8.7 Rural residential development presently consumes roughly one quarter of all the developed land in the Fresno County; if this development pattern continues at its present pace, another 55,000 acres of prime farmland could be removed from agriculture. Would this argument make you...

<u>MUCH</u> more likely to support Smart Growth	<u>SOMEWHAT</u> more likely to support Smart Growth	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Smart Growth	<u>MUCH</u> more likely to oppose Smart Growth	Unsure/DK Refused
32%	26%	6%	14%	21%	1%

Test ARGUMENTS For and Against Farmland Conservation

- 9.0 I will now read several statements about why it IS or IS NOT necessary to protect existing farmlands in Fresno County, especially **prime farmlands** that are most likely to remain economically viable for high-value commercial agriculture in the long term. After I read each statement, please tell me — if you heard the statement from a credible source — would you be more likely to **support** or more likely to **oppose** Farmland Conservation; in other words, protect prime farmlands against urban development, even if this means that some people's Private Property Rights will be compromised. More specifically, please tell me if the statement would make you much more likely to **support**, somewhat more likely to **support**, somewhat more likely to **oppose**, much more likely to **oppose** Farmland Conservation; or, would it have **no effect** on your opinion. Here's the first statement:

- 9.1 One sixth of Fresno's prime farmlands is located inside or adjacent to the spheres of influence of the 15 cities located in Fresno County; these lands have to be protected from urbanization as much as possible. Would this argument make you...

<u>MUCH</u> more likely to support Farmland Conservation	<u>SOMEWHAT</u> more likely to support Farmland Conservation	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Farmland Conservation	<u>MUCH</u> more likely to oppose Farmland Conservation	Unsure/DK Refused
49%	29%	7%	9%	6%	0%

- 9.2 Due to advances in automation and farming technologies combined with difficulties having to do with recruiting farm workers, more and **more agriculture production is being sent to Mexico, Africa, and especially to China**. As a result, the need to preserve productive farmlands in Fresno County is becoming FAR LESS IMPORTANT, over time. Would this argument make you...

<u>MUCH</u> more likely to support Farmland Conservation	<u>SOMEWHAT</u> more likely to support Farmland Conservation	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Farmland Conservation	<u>MUCH</u> more likely to oppose Farmland Conservation	Unsure/DK Refused
49%	21%	6%	8%	15%	1%

- 9.3 Since 1990, nearly 70% of all the land developed in Fresno County was prime or unique farmland, or farmland of statewide importance. These farmlands have been lost to agriculture, forever; it is imperative that no more prime ag land in Fresno County is lost to residential or commercial development. Would this argument make you...

<u>MUCH</u> more likely to support Farmland Conservation	<u>SOMEWHAT</u> more likely to support Farmland Conservation	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Farmland Conservation	<u>MUCH</u> more likely to oppose Farmland Conservation	Unsure/DK Refused
48%	30%	5%	9%	7%	1%

- 9.4 By the year 2040, if nothing changes, Fresno County will **lose approximately 20% of its irrigated farmland** and experience **annual losses of about \$700 million** of the revenues presently being generated through Fresno County's Agriculture Industry. This trend **MUST** be stopped; Farmland Conservation is more important now, then it has ever been. Would this argument make you...

<u>MUCH</u> more likely to support Farmland Conservation	<u>SOMEWHAT</u> more likely to support Farmland Conservation	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Farmland Conservation	<u>MUCH</u> more likely to oppose Farmland Conservation	Unsure/DK Refused
55%	27%	3%	8%	7%	0%

- 9.5 We need to provide jobs and housing in a manner that protects the natural resources that are **vital to our agriculture-based economy**. Therefore, Farmland Conservation is essential in Fresno County. Would this argument make you...

<u>MUCH</u> more likely to support Farmland Conservation	<u>SOMEWHAT</u> more likely to support Farmland Conservation	No effect on my opinion	<u>SOMEWHAT</u> more likely to oppose Farmland Conservation	<u>MUCH</u> more likely to oppose Farmland Conservation	Unsure/DK Refused
49%	36%	4%	5%	6%	0%

Support for Agricultural Easements

- 10.0 One way to protect farmlands in Fresno County from urban development is to **rezone** the property and classify it as PERMANENT farmland, thus removing the property owner's ability to develop the property or sell the farmland to homebuilders or commercial developers. The consequence of doing this, of course, is that the value of the property is significantly reduced. Therefore, few (if any) property owners would be inclined to do this...UNLESS there was a mechanism in place that allows them to **recover the equity** that they would have received had they sold the property to a developer. There is, indeed, such a mechanism; it is called an **Agricultural Easement**.

An easement is when an individual or other entity (such as government agency) purchases the right to use land belonging to someone else for a specific purpose. The price of the easement would be based upon FAIR MARKET VALUE, assuming the farmland could be sold to a developer or home builder. This could be for a specific period of time or into perpetuity; of course, the price would reflect the time limit.

- 10.1 Without knowing more than you know now, does an **Agricultural Easement** seem to be a fair and equitable mechanism for making Farmland Conservation in Fresno County possible?

62%	YES
33%	NO
5%	Refused (DO NOT READ this option)

- 10.2 Do you think Agricultural Easements merit being considered seriously by local government agencies in order to implement Farmland Conservation in Fresno County. And, would that be...?

49%	Definitely YES
13%	Perhaps, but I would need to know more (DO NOT READ this option)
36%	NO; this is NOT a viable mechanism for implementing Farmland Conservation
2%	Refused (DO NOT READ this option)

Support for Buffer Zones

11.0 Another way to protect prime farmlands from urban development is to create **BUFFER ZONES** along those portions of a City's approved sphere of influence, or urban limit line, that abuts prime farmland. These buffer zones would be a relatively narrow strip of land on which NO residential, commercial, or industrial development would be permitted. The concept behind BUFFER ZONES is that urban development would take place INSIDE the buffer zone; the land outside these buffer zones would be used primarily for agriculture.

11.1 Without knowing more about these buffer zones than you know now, is this something that you would approve of for protecting PRIME farmland from urban development; and, would that be...

- 29% Definitely YES
- 52% Probably YES, but you would need to know more about these buffer zones
- 11% PROBABLY NOT
- 7% Definitely NOT
- 1% Refused (**DO NOT READ** this option)

11.2 While urban development would be **PROHIBITED** in these buffer zones, local government would be permitted to develop regional **trails** and **parks** inside these strips of land; also, the buffer zones could be used for **community gardens**, or simply be dedicated to **open space**. This could be one way to provide regional parks and trails throughout Fresno County. Is this an idea that you would approve of; and would that be...

- 31% Definitely YES
- 44% Probably YES
- 12% PROBABLY NOT
- 12% Definitely NOT
- 1% Refused (**DO NOT READ** this option)

Support for Bond to Purchase Easements or Buy Property and Deed it to the City

12.0 One **drawback** to creating BUFFER ZONES to separate prime farmland from property that is inside a City's sphere of influence, thus, slated for urban development, is that the City would either have to purchase the development rights on the strips of land through Agriculture Easements, or purchase the property, outright. In either case, the landowner would have to be compensated based upon fair market value (thus, respecting the sellers' Private Property Rights). In other words, the purchase price would be based upon the assumption that the property could, in fact, be sold to home builders or commercial developers. **Cities do NOT presently have a funding source to do this.** So, my question is this...

12.1 If a BOND Measure were to be placed on the local ballot to provide the funds necessary to either purchase the Development Rights through Agriculture Easements, or to purchase these strips of land outright and deed them to the City — assuming the BUFFER ZONES would be used to provide **regional trails** or **parks** in your community, or used for **community gardens** or dedicated to **open space**, would you vote YES or NO for such a Measure? And, would that be...

- 19% Definitely YES
- 33% Probably YES
- 2% Depends upon the amount of the tax (**DO NOT READ** this option)
- 17% Probably NO
- 25% Definitely NO
- 4% Unsure/DK/Refused (**DO NOT READ** this response).

Support for LLAD to Maintain Buffer Zones

13.0 Another reality is that if regional trails and parks are developed inside these buffer zones, each City would be responsible for proper maintenance of these recreation facilities. Typically, the on-going maintenance of community parks, trails, and open space is funded by creating a **Landscape Maintenance District**. Thus, if authorized by property owners in the community who benefit from these trails and parks, each property owner would be assessed, annually. Such funding mechanisms require simple majority support of property owners who BENEFIT from the public parks, trails, what-have-you. So, my question is this...

13.1 If Buffer Zones were created to separate prime farmlands from urban areas where residential and commercial development will be allowed to take place, and these buffer zones were dedicated to regional trails, community parks, and opens space...would you vote YES or NO to authorize the creation of a **Landscape Maintenance District** to provide the necessary funding for proper maintenance of a buffer zone in your community. And, would that be...

22% Definitely YES
 38% Probably YES
 1% Depends upon the amount of the tax (DO NOT READ this option)
 16% Probably NO
 22% Definitely NO
 1% Unsure/DK/Refused (DO NOT READ this response). 5 = Definitely YES

Importance of Community Parks, Trails & Open Space to Lifestyle and Quality of Life

14.0 Today, people — especially Californians — are becoming more and more aware of the benefits to their *quality of life* of making exercise and similar activities part of their regular routine. Do you make exercise part of your regular routine...either in your home, outside your home, in an exercise studio, or in the outdoors?

77% YES
 23% NO
 0% Refused (DO NOT READ this option)

15.0 Regional parks, trails, and open space can bring a variety of benefits to one's lifestyle; for example, they can bring physical, social, spiritual, and mental benefits to those who use them for such activities as hiking, biking, or simply escaping the pressures of daily life. How important is having access to parks, trails, and open space in or near the community in which you reside? Is it...

Extremely Important 38%	Somewhat Important 38%	Unsure (Do NOT Read) 1%	Not very Important 12%	Not at all Important 11%	Refused (Do NOT Read) 0%
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16.0 If there were a way for local government (meaning the City in which you reside or in the unincorporated section of Fresno County in which you reside) to develop and maintain additional community parks and trails ...what priority should be placed on moving in this direction?

10% Absolute, **top priority**; develop community parks and trails as soon as possible;
 51% A **medium priority**, added if and when the budget allows? Or, should they be considered a...
 24% **Low priority**, not really needed at this time; or...
 15% **Not at all a priority**
 0% Don't know/unsure/Refused [DO NOT read]

The Blue Print Process

17.0 I would like to ask your opinion about the **San Joaquin Valley Blue Print**. The Blue Print is a land use planning process that is intended to serve as a framework for guiding those local jurisdictions throughout the Central Valley that have land use authority through 2050. It has been embraced by eight regional planning agencies throughout the Valley. The San Joaquin Valley Blue Print is based upon **Smart Growth Principles**.

17.1 Before today's interview, were you aware of the existence of the **San Joaquin Valley Blue Print**; if so, how aware were you. Would that be...?

- 4% Extremely Aware
- 26% Somewhat Aware
- 70% Not at all Aware, this is the first I've heard the term.
- 0% Unsure/don't know/Refused **(DO NOT READ this option)**

17.2 Whether or not you were aware of **San Joaquin Valley Blue Print** before today's interview, based upon the fact that it has been embraced by eight regional planning agencies throughout the Valley, combined with the fact that this planning process is driven by Smart Growth Principles...is this an approach to land use planning that you think is important with respect to the future of the Central Valley, in particular, Fresno County; or, is it just another government-sponsored program that is basically a waste of time and money; or, do you have no feelings either way?

- 38% Important to the future of the Central Valley
- 28% A waste of time and money
- 32% No feelings either way
- 2% Refused **(DO NOT READ this option)**

Overall Support for Model being Tested

18.0 I will SUMMARIZE the model of **Farmland Conservation** for Fresno County that is presently being envisioned; then ask if you think this is a direction that local officials should take...or, would you advise local officials to find a better way to preserve farmlands throughout the County...or, would you advise local officials to abandon, altogether, the notion of Farmland Conservation in Fresno County?

The model being envisioned has the following elements.

1. One of the underlying principles of the Farmland Conservation Model is **Smart Growth**. This is a movement away from conventional housing developments, comprised of relatively low density, detached single-family housing...to designing higher-density, multi-use subdivisions, located near mass transit centers.
2. **BUFFER ZONES** would be created along those portions of a City's approved sphere of influence, or urban limit line, that abuts prime farmland. These buffer zones would be relatively narrow strips of land on which NO residential, commercial, or industrial development would be permitted; however local government would be permitted to develop regional **trails, parks, community gardens** inside these strips of land; or simply be dedicated to **open space**.
3. Local voters would be asked to **authorize a modest tax** to be used to PURCHASE the development rights on these narrow strips of land that would function as Buffer Zones; or, to purchase the strips of land outright (at fair market value) and deed the land to the respective City, which would take ownership of these Buffer Zones. These monies could also be used to develop regional trails and parks, or other uses that benefit local residents. In order to be authorized, this tax would require 2/3rds voter support

and would only be assessed to property owners who reside in or adjacent to the community which will take ownership of the Buffer Zones.

4. Local property owners would be asked to authorize a **Landscape Maintenance District** that would generate the funding needed to properly maintain these buffer zones and keep them safe for use by local residents. This funding mechanism would require simple majority support from property owners whose families will directly benefit from these regional trails, parks, community gardens, and/or open space.

My question is this. Do you...

- 23% Definitely embrace this model for **Farmland Conservation** in Fresno County and throughout the Central Valley; thus, you would encourage local officials to move forward, immediately.
- 45% Somewhat embrace the model being envisioned; but, more work is needed. The model for Farmland Conservation in Fresno County being envisioned should be revisited and adjustments made; however, the effort should definitely continue.
- 18% Do NOT support this approach; local officials should find a better way to preserve farmlands throughout Fresno County.
- 10% Do NOT support this approach; in fact, the notion of Farmland Conservation in Fresno County and the entire Central Valley *should be abandoned*, altogether.
- 4% Unsure/DK/Refused **(DO NOT READ this response)**.

Demographic Profile

Finally, I have a few final questions about you.

19.0 How long have you lived in Fresno County?

- 6% 0 to 5 years
- 9% 6 to 10 years
- 36% 11 to 35 years
- 48% Over 35 years
- 1% D/K/Refused (DO NOT READ this response)

20.0 How many children do you have living at home under the age of 18?

- 76% None
- 10% One
- 9% Two
- 5% Three or More
- 0% Refused (DO NOT READ this response)

21.0 Into what age range do you fall?

- 9% 18 to 25
- 9% 26 to 35
- 19% 36 to 50
- 33% 51 to 65
- 30% Over 65
- 0% Refused (**DO NOT READ** this option)

22.0 Do you own or rent your home?

75% Own
23% Rent
2% Refused (DO NOT READ this response)

23.0 How many years of school have you completed?

4% Less than High School
16% High School graduate (or Trade School)
33% Some college
28% College graduate
18% Graduate school, Professional school
1% Refused (**DO NOT READ** this option)

24.0 Using the traditional political labels would you describe yourself as **liberal, moderate,** or **conservative**?

19% Liberal
27% Moderate
51% Conservative
3% Refused (DO NOT READ this response)

25.0 Into what range does your annual household income fall?

18% under \$25,000
25% between \$25,000 and \$50,000
20% between \$50,000 and \$75,000
15% between \$75,000 and \$100,000
13% Over \$100,00
9% Refused (**DO NOT READ** this option)

26.0 What is your ethnic background?

66% White or Caucasian
21% Hispanic/Latino
2% African American or Black
1% Hmong
2% Native American/Alaskan Native
0% Native Hawaiian & other Pacific Islander
2% Asian
4% Other
2% Refused (**DO NOT READ** this option)

Thank the interviewee for participating in the survey and politely say "Good-bye."

DO NOT READ THE FOLLOWING QUESTION; SIMPLY RECORD THE CORRESPONDING INFORMATION FOR Q28.0 BEFORE MOVING ON TO NEXT INTERVIEW.

27.0 Gender of respondent?

45% Male
55% Female

May 2011

Benchmark Scientific Survey

Testing a Model for Farmland Conservation

Prepared expressly for...



June 2011



Toll free 800.224.7608
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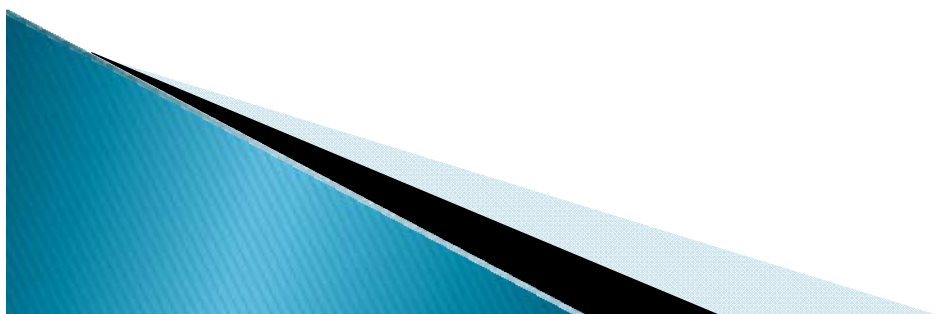
Farmland Conservation



Farmland Conservation

Fulfill commitment to examine
issues on behalf of SJV Partnership:

Conduct study to determine whether
or not Farmland Conservation in
Fresno County is, indeed, **feasible**.



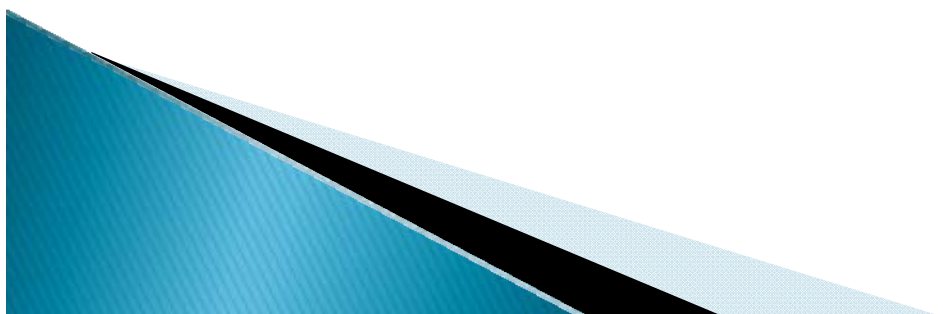
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Directive from Tony Boren:

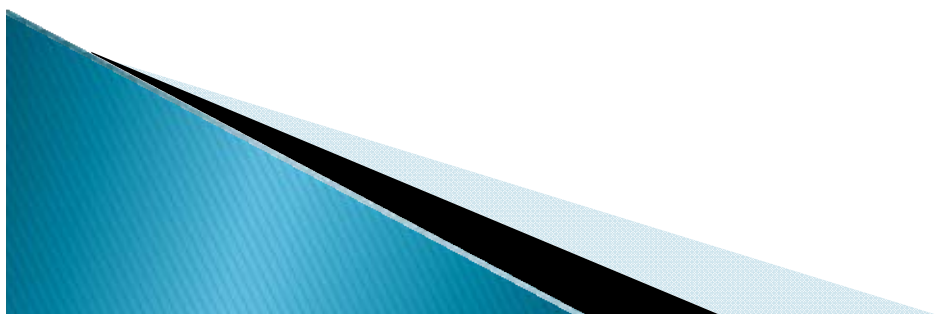
Do NOT Advocate either for or against Farmland Conservation;
a **FEASIBILITY STUDY**, only.



Farmland Conservation

Phase 1:

Personally Interviewed (face-to-face) the Who's Who in Fresno County's Ag Industry; plus INFLUENTIALS in BOTH the Private and Public Sectors.

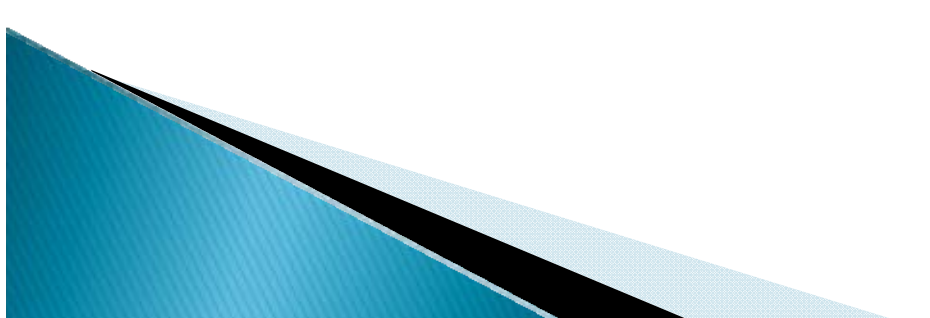


Farmland Conservation

Phase 1:

Personally Interviewed (face-to-face) the Who's Who in Fresno County's Ag Industry; plus INFLUENTIALS in BOTH the Private and Public Sectors.

Four Key Findings:



Farmland Conservation

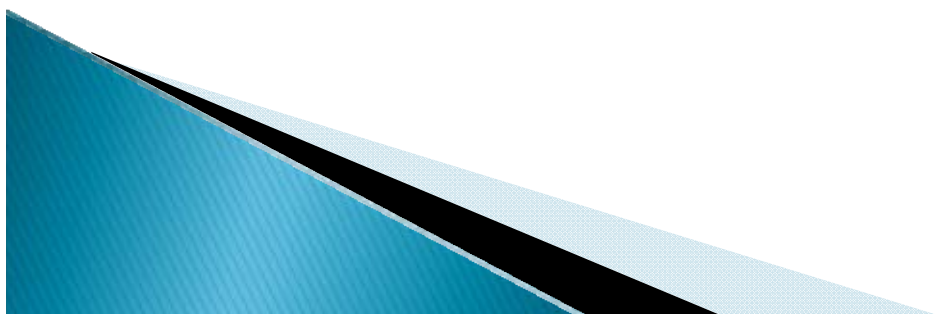
Phase 1:

Personally Interviewed (face-to-face) the Who's Who in Fresno County's Ag Industry; plus INFLUENTIALS in BOTH the Private and Public Sectors.

Four Key Findings:



**Must Respect and Preserve
Private Property Rights**



Farmland Conservation

Phase 1:

Personally Interviewed (face-to-face) the Who's Who in Fresno County's Ag Industry; plus INFLUENTIALS in BOTH the Private and Public Sectors.

Four Key Findings:



**Must Respect and Preserve
Private Property Rights**



Must Demonstrate how farmlands in the Central Valley will **retain their value** through Ag Production, going forward

Farmland Conservation

A LANDSCAPE OF CHOICE



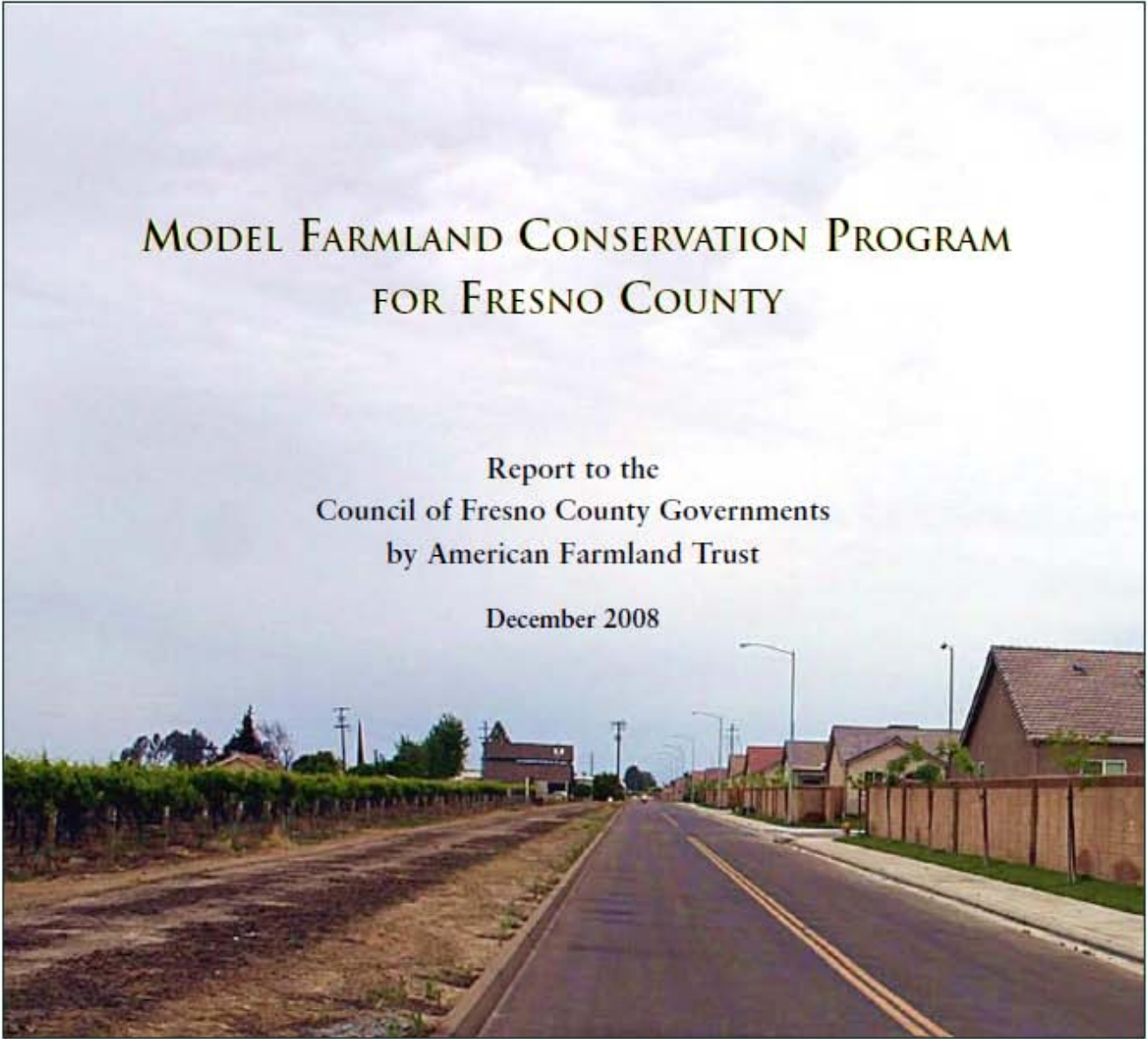
Strategies for Improving Patterns of Community Growth

Farmland Conservation

MODEL FARMLAND CONSERVATION PROGRAM FOR FRESNO COUNTY

Report to the
Council of Fresno County Governments
by American Farmland Trust

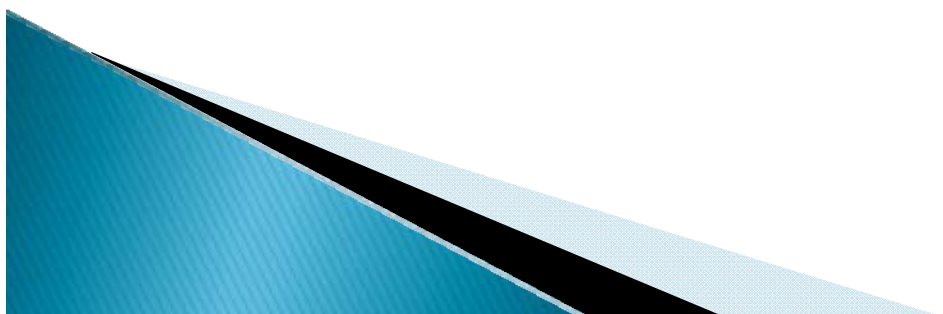
December 2008



Farmland Conservation

Deliverable:

A Model for Farmland Conservation in Fresno County that was consistent with the **COLLECTIVE** desires and perceptions of **STAKEHOLDERS** in the private and public sectors.



Farmland Conservation

Phase 2:

Test the Model

that came out of Phase 1.



Farmland Conservation

Phase 2:

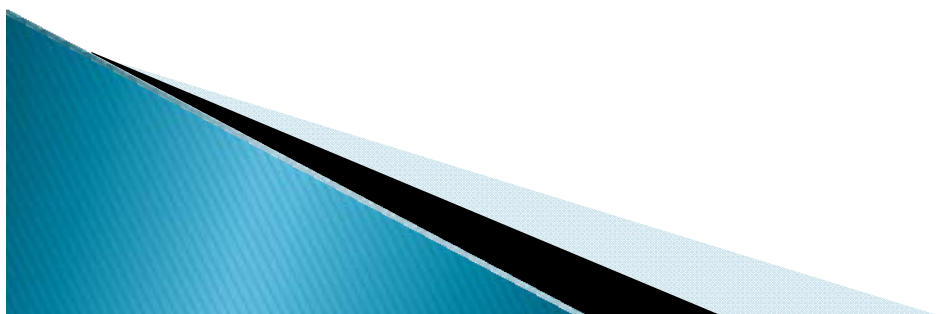
Test the Model

that came out of Phase 1.

Scientific Survey of 500

High & Moderate Propensity

Voters throughout Fresno County
re: Farmland Conservation.



Farmland Conservation

Phase 2:

Test the Model

that came out of Phase 1.

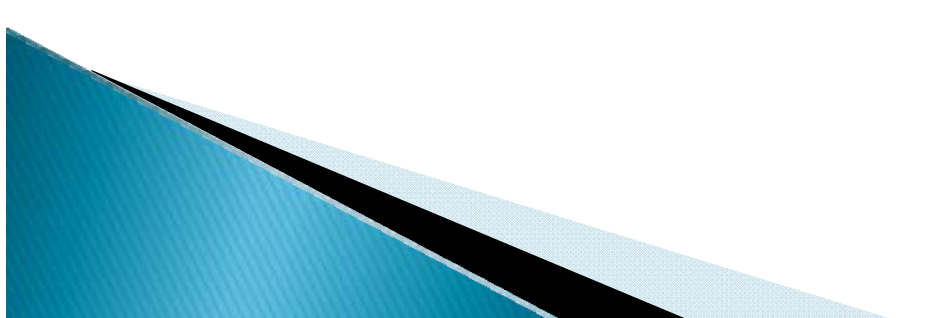
Scientific Survey of 500

High & Moderate Propensity

Voters throughout Fresno County
re: Farmland Conservation.

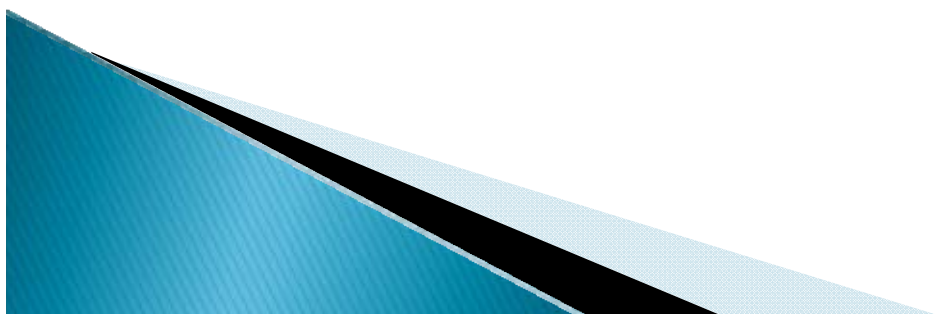
Deliverable:

Go, No-Go Recommendation.



Farmland Conservation

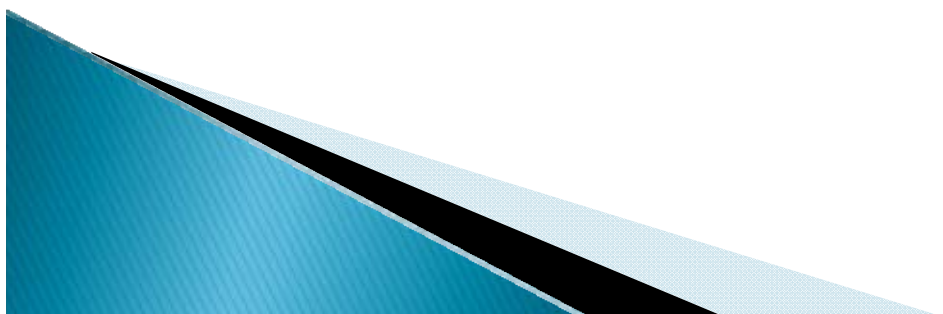
The model tested has five (5) elements:



Farmland Conservation

The model tested has five (5) elements:

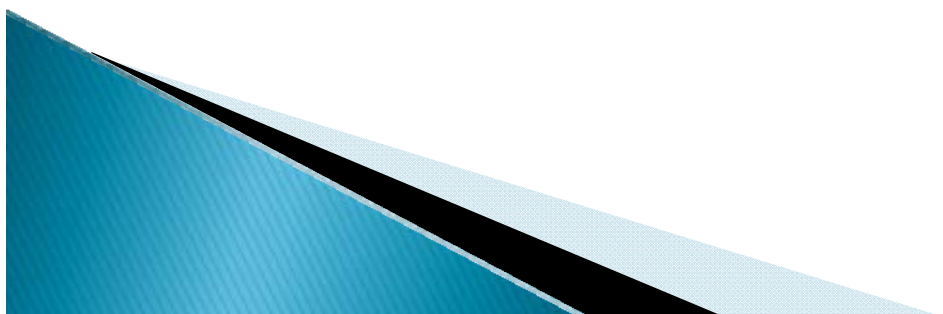
1. It must be consistent with San Joaquin Valley Blue Print.



Farmland Conservation

The model tested has five (5) elements:

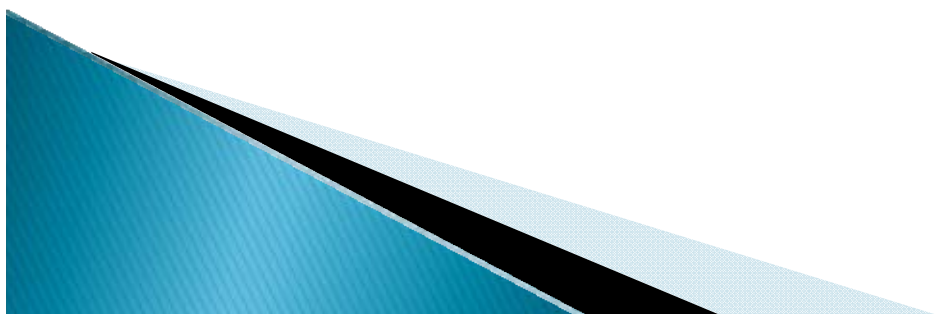
1. It must be consistent with San Joaquin Valley Blue Print.
2. One of the underlying principles **Smart Growth**.



Farmland Conservation

The model tested has five (5) elements:

1. It must be consistent with San Joaquin Valley Blue Print.
2. One of the underlying principles Smart Growth.
3. **Buffer Zones** would be created along those portions of a City's approved sphere of influence, or urban limit line, that abuts prime farmland.



Farmland Conservation

The model tested has five (5) elements:

1. It must be consistent with San Joaquin Valley Blue Print.
2. One of the underlying principles Smart Growth.
3. **Buffer Zones** would be created along those portions of a City's approved sphere of influence, or urban limit line, that abuts prime farmland.
 - These buffer zones would be a relatively narrow strip of land on which NO residential, commercial, or industrial development would be permitted; however local government would be permitted to develop regional trails and parks inside these strips of land; also, the buffer zones could be used for community gardens, or simply be dedicated to open space.



Farmland Conservation

The model tested has five (5) elements:

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 - These buffer zones would be a relatively narrow strip of land on which NO residential, commercial, or industrial development would be permitted; however local government would be permitted to develop regional trails and parks inside these strips of land; also, the buffer zones could be used for community gardens, or simply be dedicated to open space.
4. Local voters would be asked to authorize a modest tax to be used to **PURCHASE the land** that would function as Buffer Zones at fair market value and deed the land to the respective city which would take ownership of these Buffer Zones. This tax would require 2/3rds voter support.



Farmland Conservation

The model tested has five (5) elements:

1. It must be consistent with San Joaquin Valley Blue Print.
2. One of the underlying principles Smart Growth.
3. Buffer Zones would be created along those portions of a City's approved sphere of influence, or urban limit line, that abuts prime farmland.
 - These buffer zones would be a relatively narrow strip of land on which NO residential, commercial, or industrial development would be permitted; however local government would be permitted to develop regional trails and parks inside these strips of land; also, the buffer zones could be used for community gardens, or simply be dedicated to open space.
4. Local voters would be asked to authorize a modest tax to be used to PURCHASE the land that would function as Buffer Zones at fair market value and deed the land to the respective city which would take ownership of these Buffer Zones. This tax would require 2/3rds voter support.
5. Local property owners would be asked to authorize a **Landscape Maintenance District** that would generate the funding needed to properly maintain these buffer zones. This funding mechanism would require simple majority support from property owners.



Figure 1
Farmland Conservation
June 2011

How satisfied are you with the...
Quality of Life
as a Resident of Fresno County?

Question 1.0: Overall, how satisfied are you with the QUALITY OF LIFE as a resident of Fresno County?

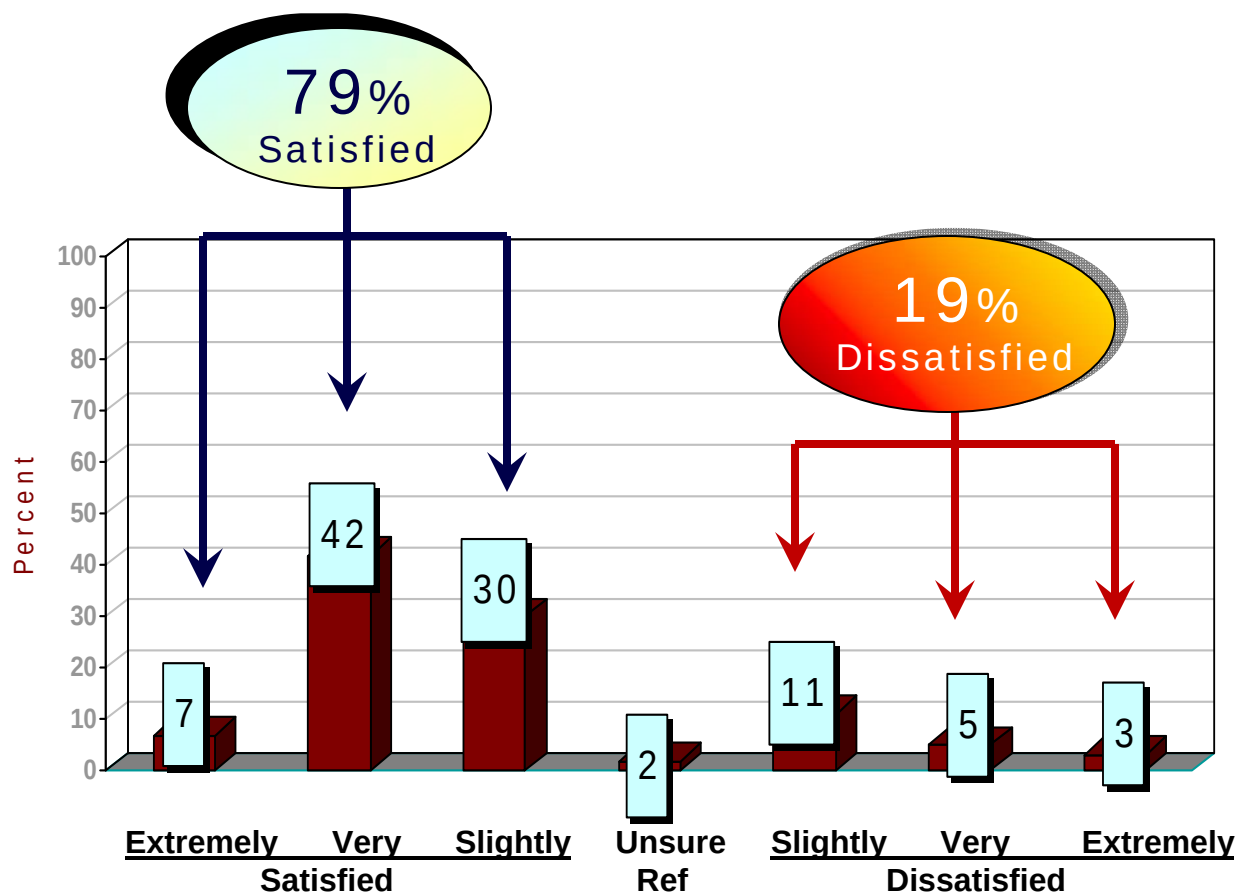


Figure 2
Farmland Conservation
June 2011

Local Issues of Concern (Core Values)

Question 2 series: I will read a list of local issue Please tell me, in order of priority, which three of these local issues are of most concern to you today.

1st + 2nd issue of concern

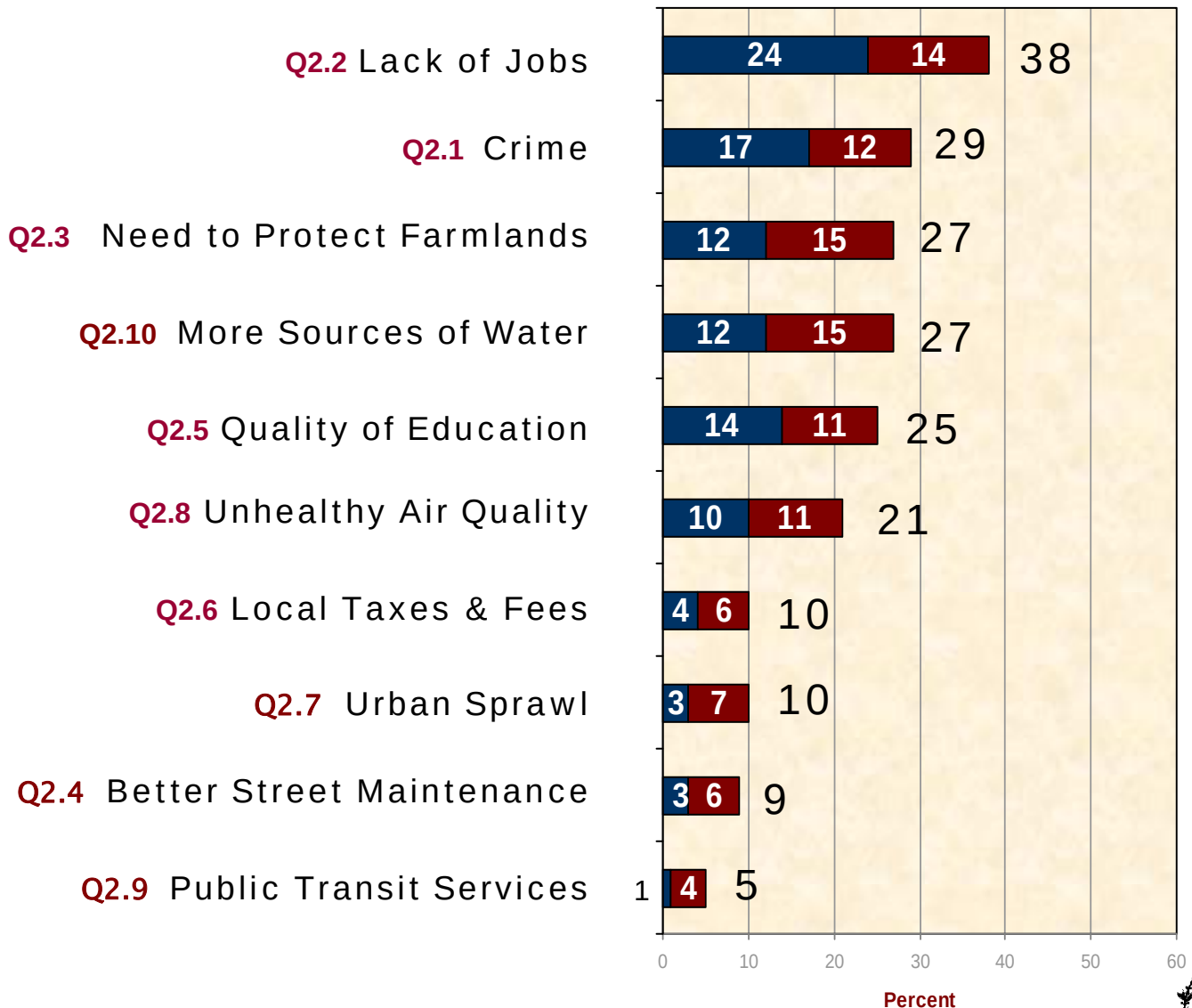


Figure 3
Farmland Conservation
June 2011

What Percentage of **JOBS** in Fresno County... Directly or Indirectly Related to the **Agriculture Industry?**

Question 3.0: To the best of your knowledge, what percentage of the jobs in Fresno County are either directly or indirectly related to the Agriculture Industry?

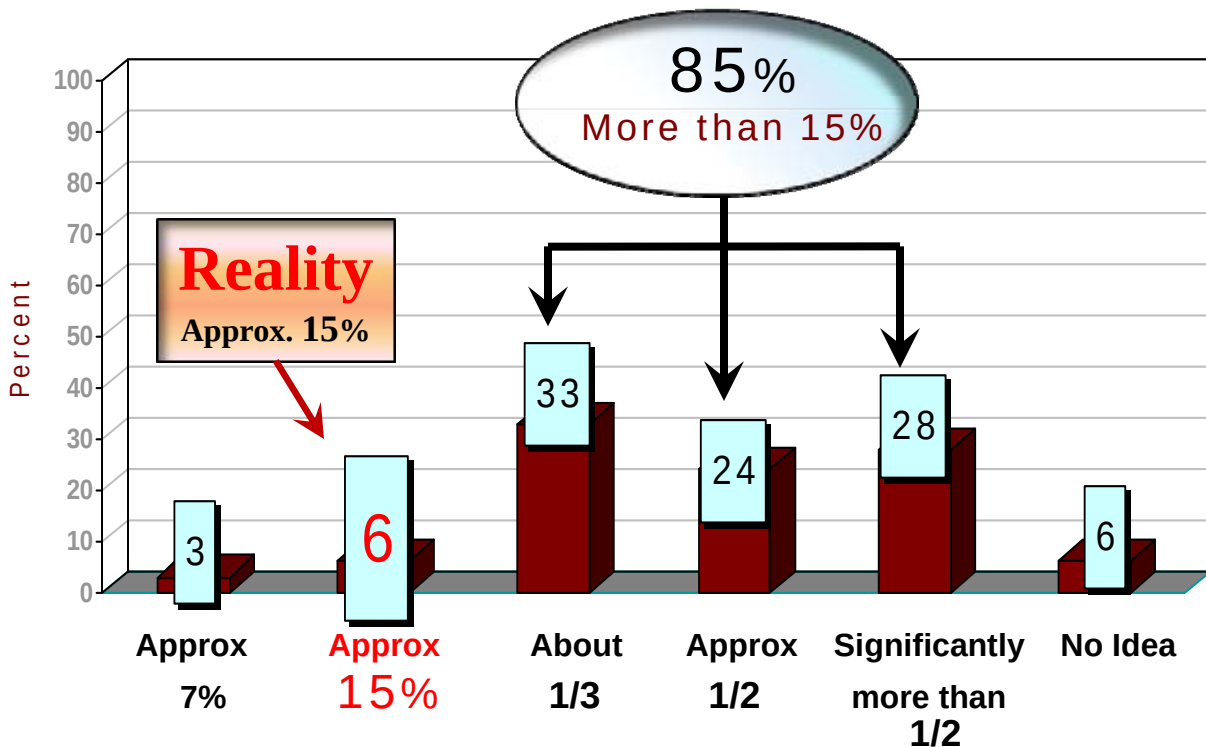


Figure 4
Farmland Conservation
June 2011

Preference:
Farmland Conservation
VS.
Private Property Rights?

Question 4.0: For the past two decades, there has been a movement in the Central Valley, especially in Fresno County, toward BALANCING Farmland Conservation with Urban Growth and Development throughout the region. Do you believe that the very unique farmlands in Fresno County should be **PRESERVED AT ALL COSTS**; even if this means that the Private Property Rights of some property owners, including property owners with large holdings, will be compromised from time to time? Or...Do you believe that Private Property Rights are fundamental to the American way of life; that property owners have an inherent right to do with their property whatever they see fit, and what benefits them and their families, which includes developing or selling their land to a developer who may build homes or construct commercial and even industrial centers?

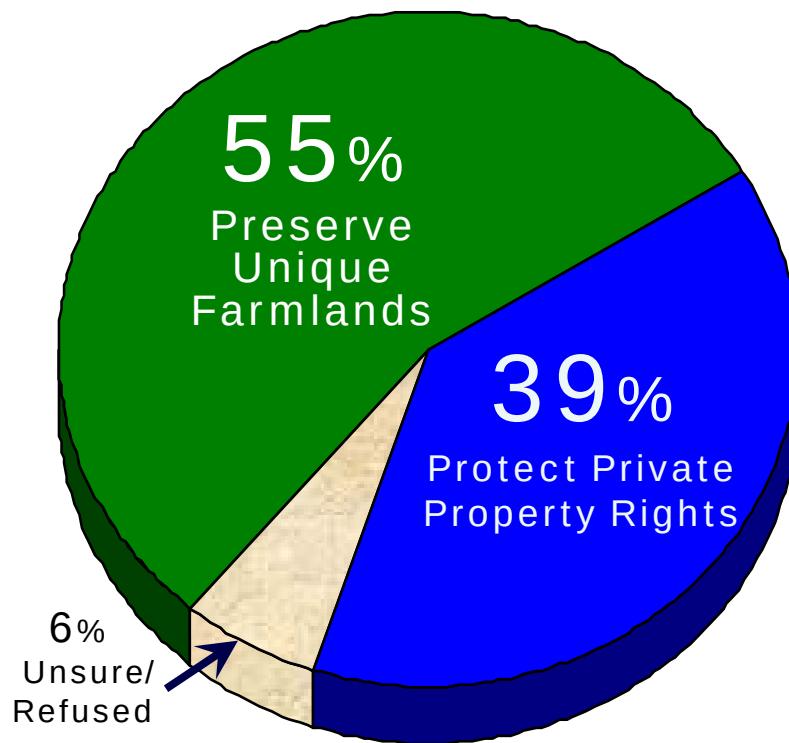


Figure 5A
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

Farmland Conservation Reduces the Value of these Properties

Question 6.1: Public policies aimed at Farmland Conservation, while being well-intended...restrict the use of these properties, thus reduce the value of farmlands in Fresno County in no small way.

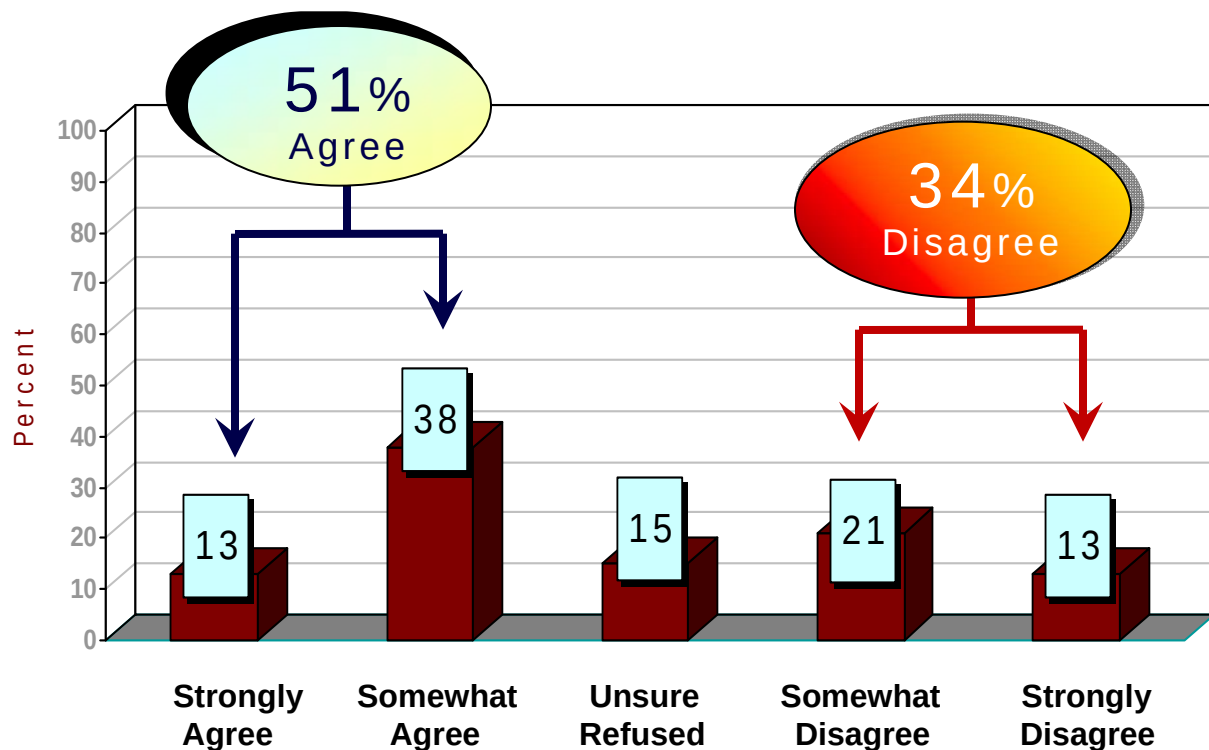


Figure 5B
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

Farmland should be Protected at ALL Costs

Question 6.2: Farmland in the Central Valley, and especially in Fresno County, should be protected against urban development, even if this means that some people's Private Property Rights will be compromised.

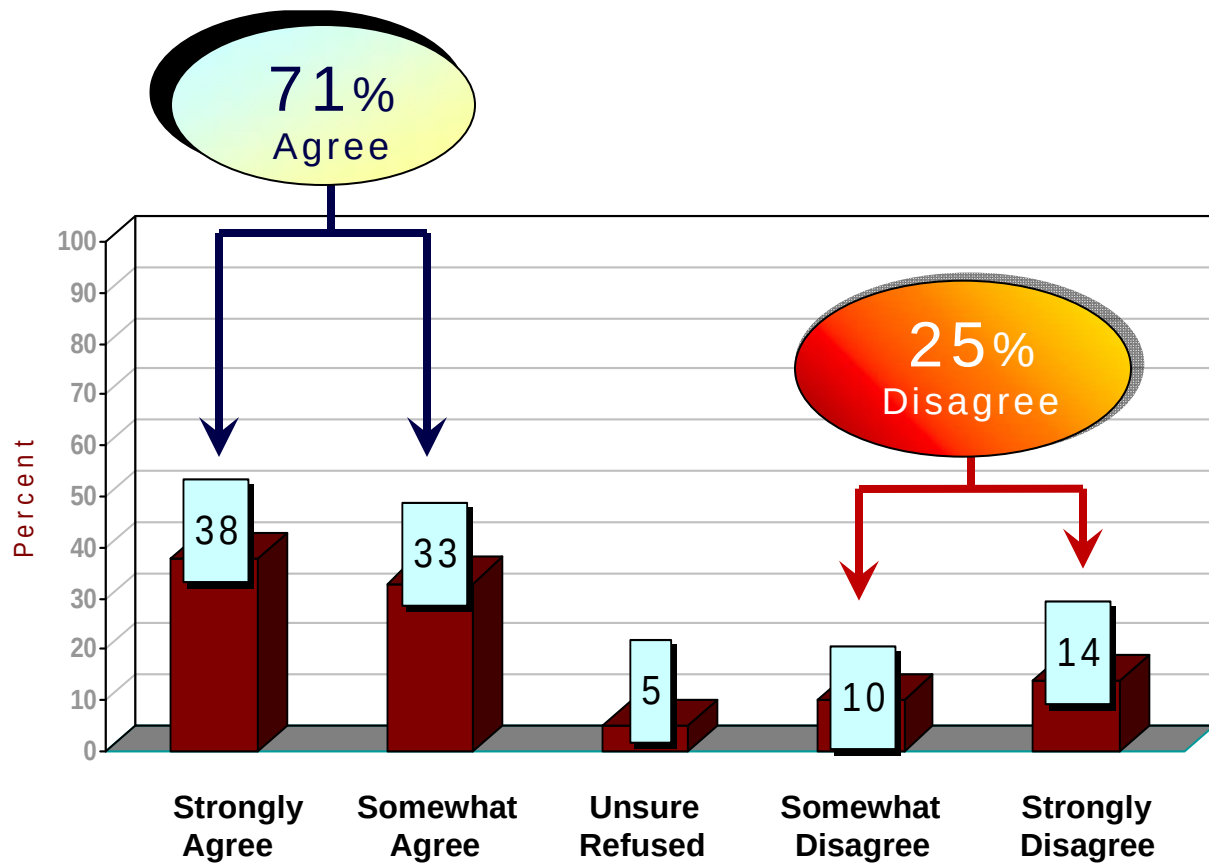


Figure 5C
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

To Protect Property Values
there **MUST** be **NO Restrictions**

Question 6.3: Property value is determined by its owners having the ability to “sell” their property at any point in time and for virtually any use (especially for housing and/or commercial development); in order be positioned to do this, it is imperative that its USE is NOT RESTRICTED.

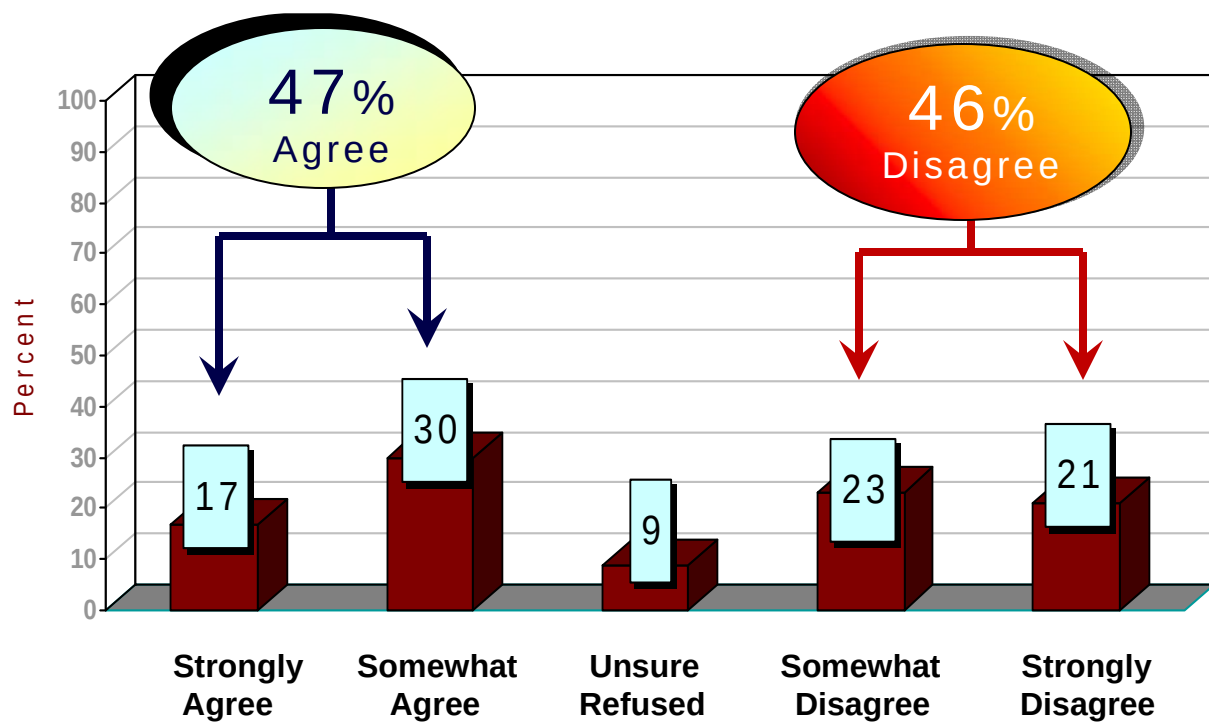


Figure 5D
Farmland Conservation
June 2011

Attitudes Regarding Farmland Conservation...

Farmland Conservation Requires Property Owners to be **Made Whole**

Question 6.4: In order to succeed, any land use plan for preserving farmlands in Fresno County **MUST** enable landowners, when they sell, to recover equity from their property without developing it.

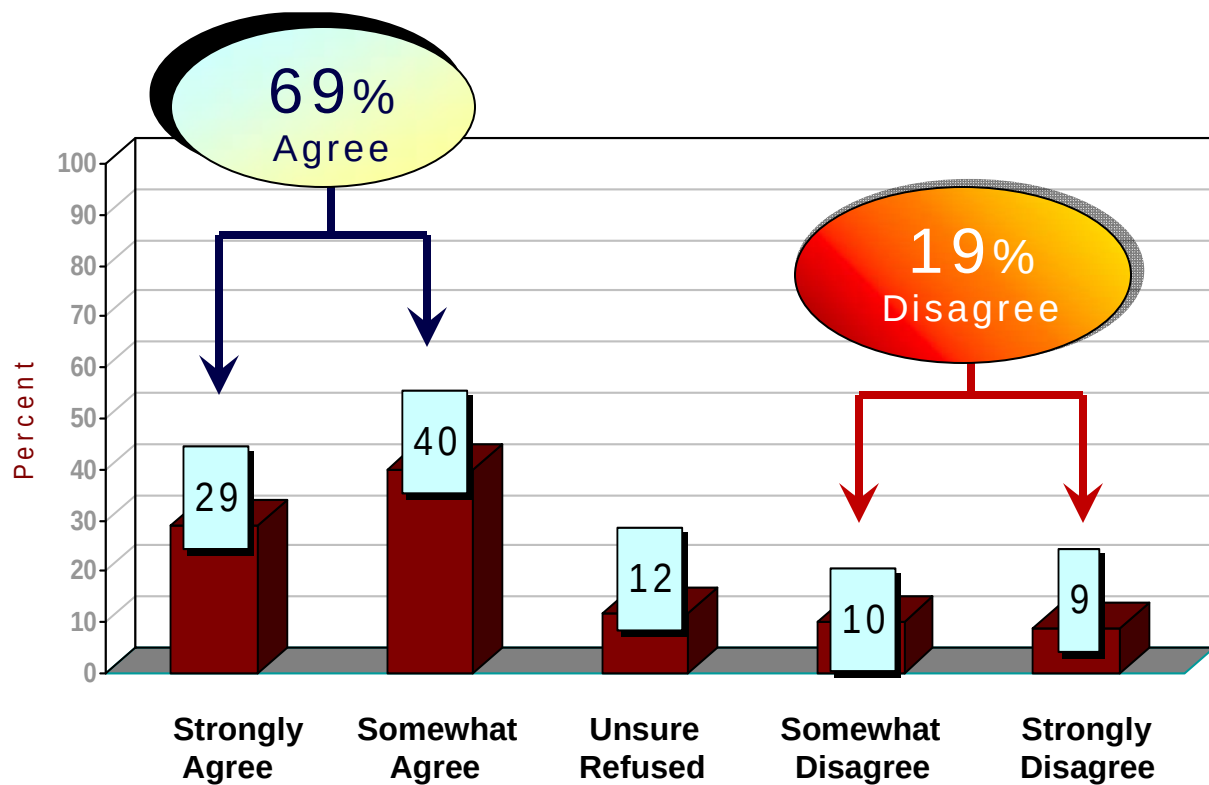


Figure 6A
Farmland Conservation
June 2011

Aware of 'Smart Growth'

Question 7.1: Before today's interview, were you aware of 'Smart Growth'; if so, how aware were you?

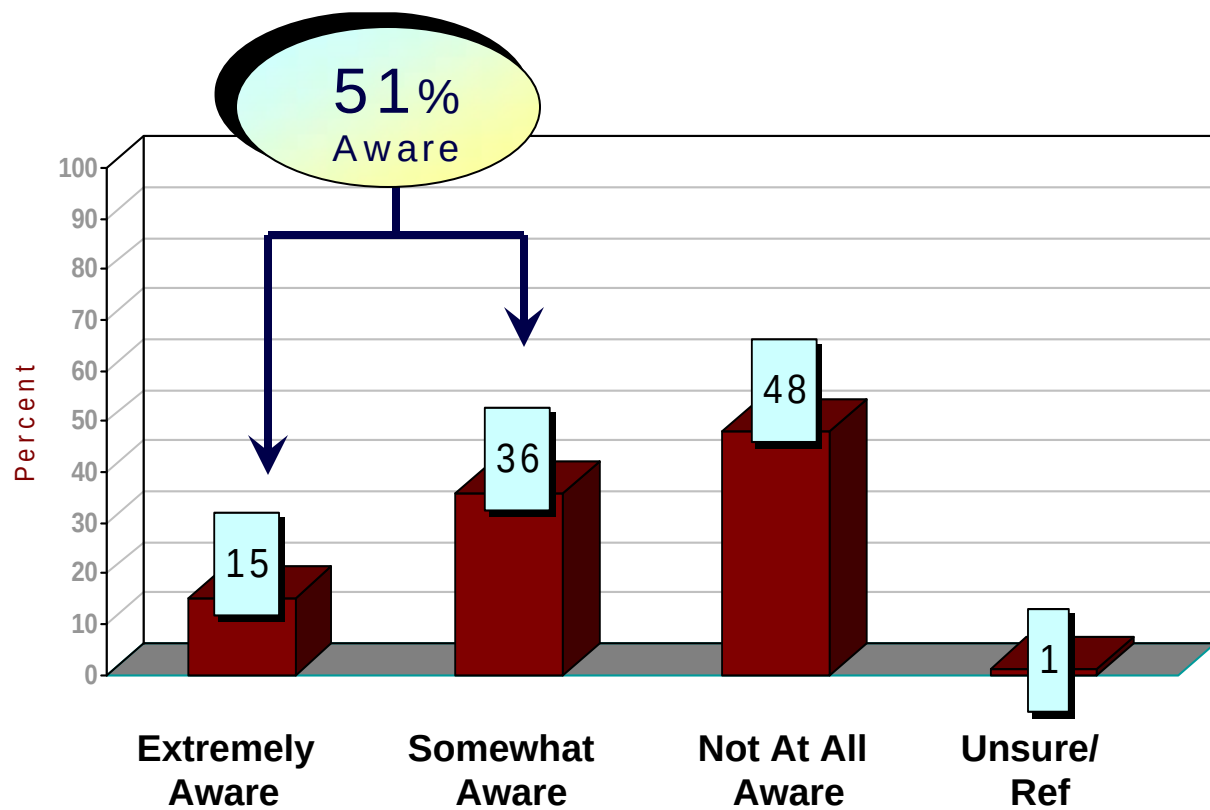


Figure 6B
Farmland Conservation
June 2011

Approve or Disapprove of 'Smart Growth'

Question 7.2: Whether or not you were aware of the trend toward Smart Growth before today's interview, based upon the description I just gave you, is Smart Growth a trend that you approve or disapprove of?

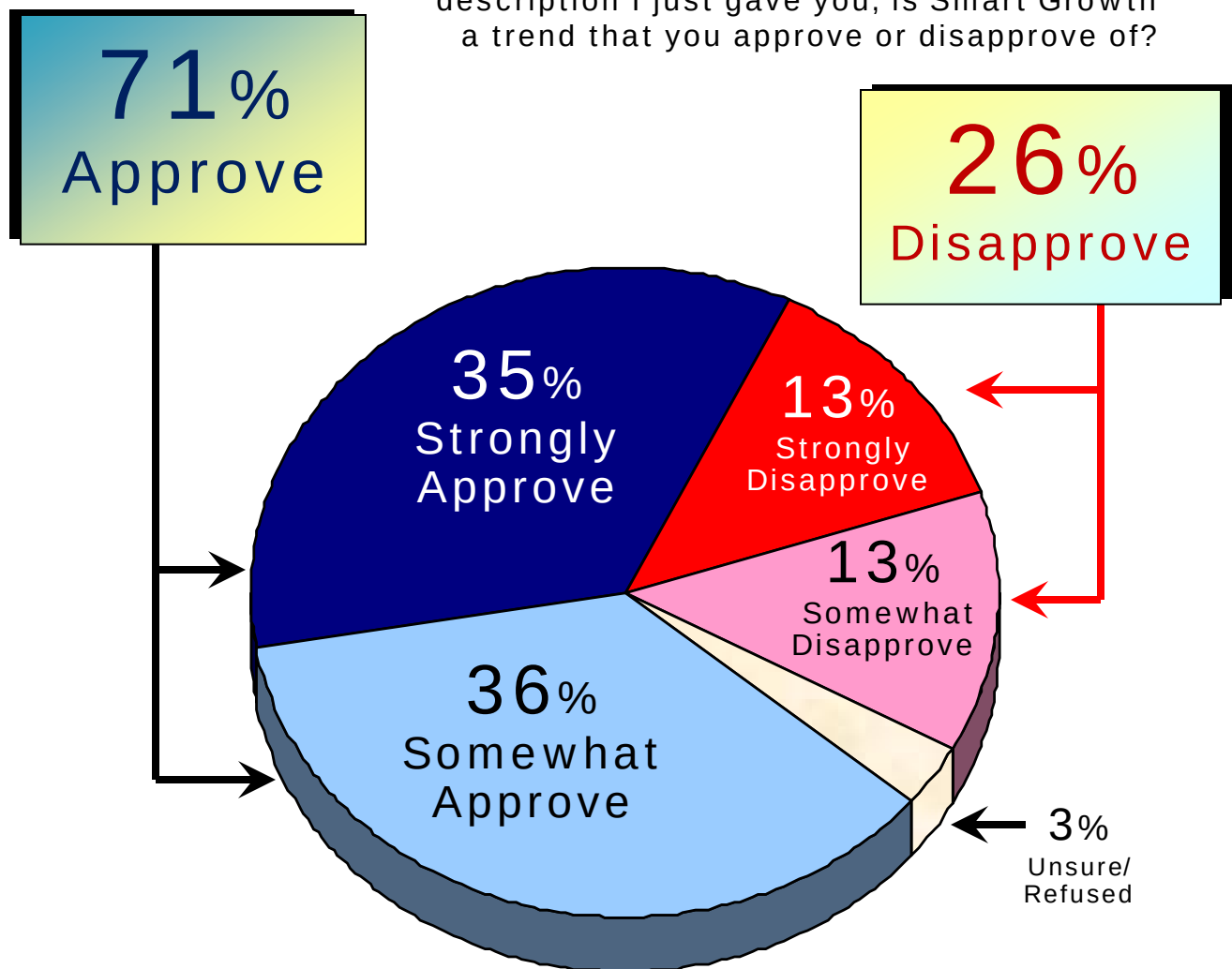


Figure 7A
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

There is **Too Much** Urban Sprawl

Question 8.1 There is TOO MUCH URBAN SPRAWL in Fresno County.
Higher density housing is needed to control urban sprawl in the region.

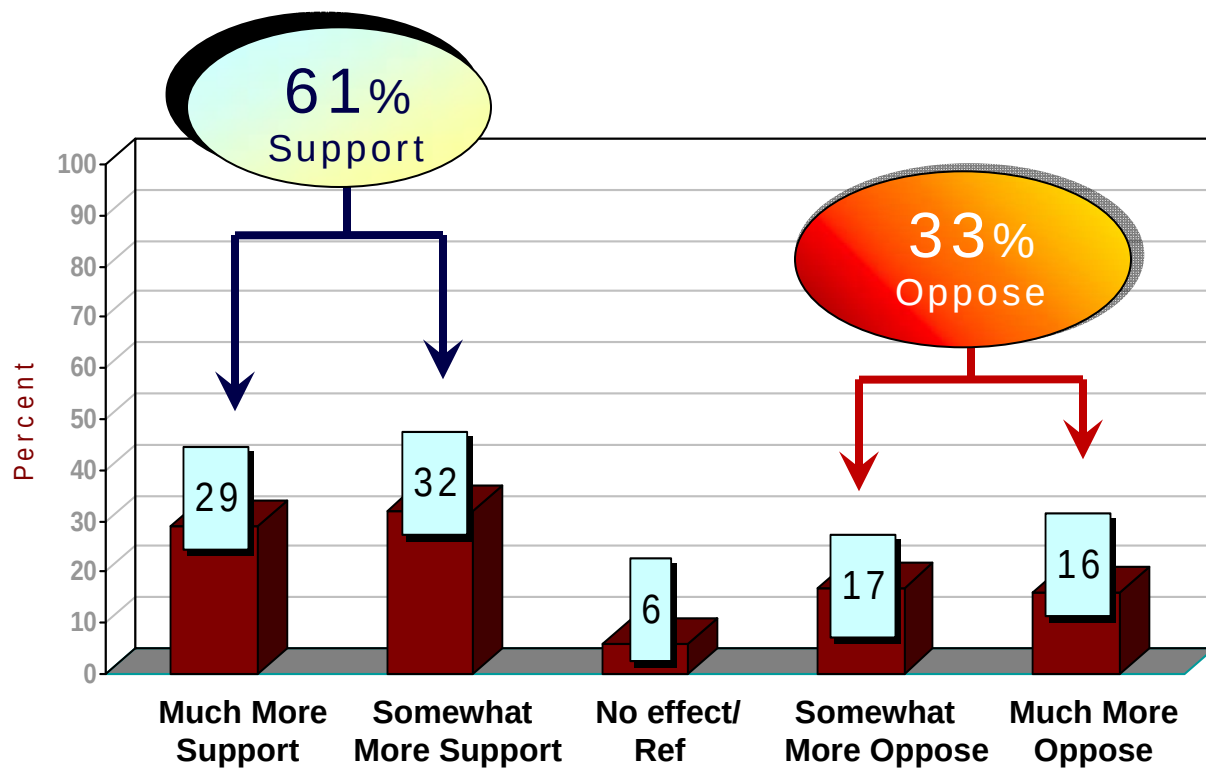


Figure 7B
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

'Smart Growth' Eliminates Unnecessary Loss of Prime Farmland

Question 8.2 Much of the prime farmland in Fresno County that is being lost to urbanization is unnecessary; by embracing 'Smart Growth', this unnecessary loss of prime farmland is virtually eliminated.

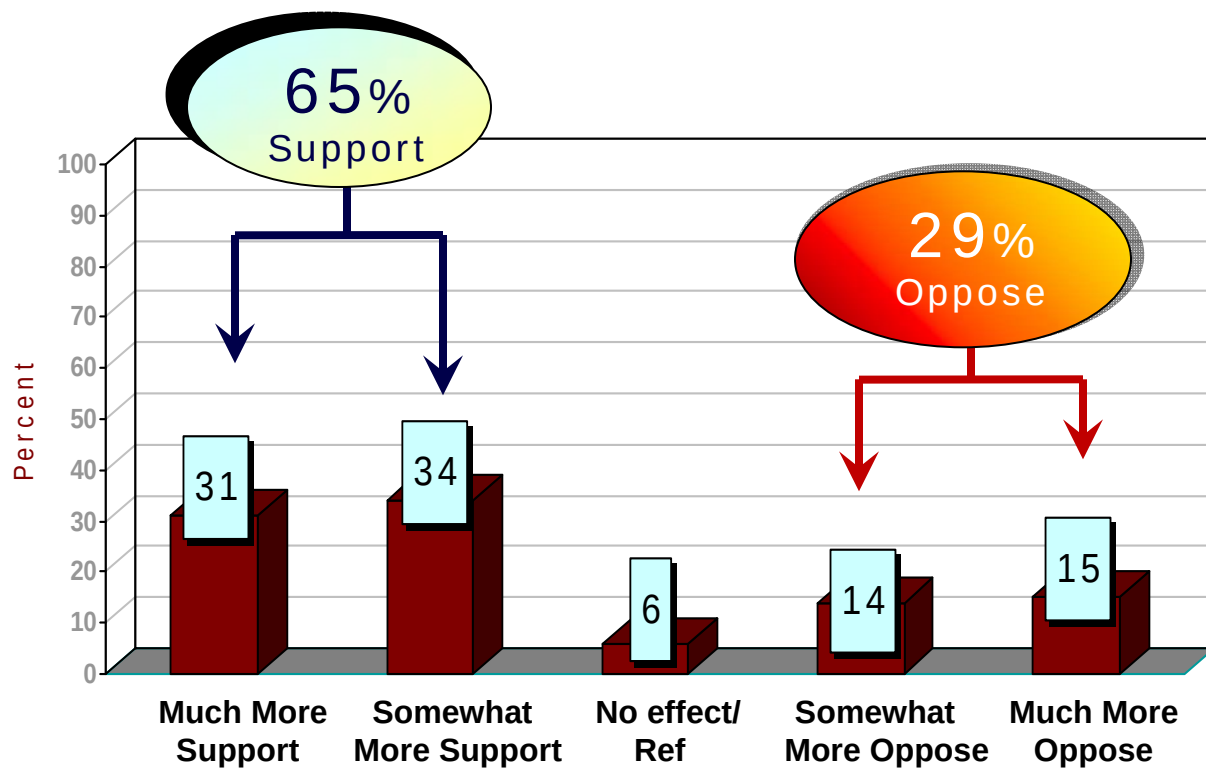


Figure 7C
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

'Smart Growth' is the **Most Important** Tactic for Preserving Farmland

Question 8.3 Given that most of the growing cities in Fresno County are located in the midst of the County's most strategic and prime farmland, increasing the efficiency of housing and commercial development through 'Smart Growth' is the most important thing that can be done to conserve the county's irreplaceable farmland.

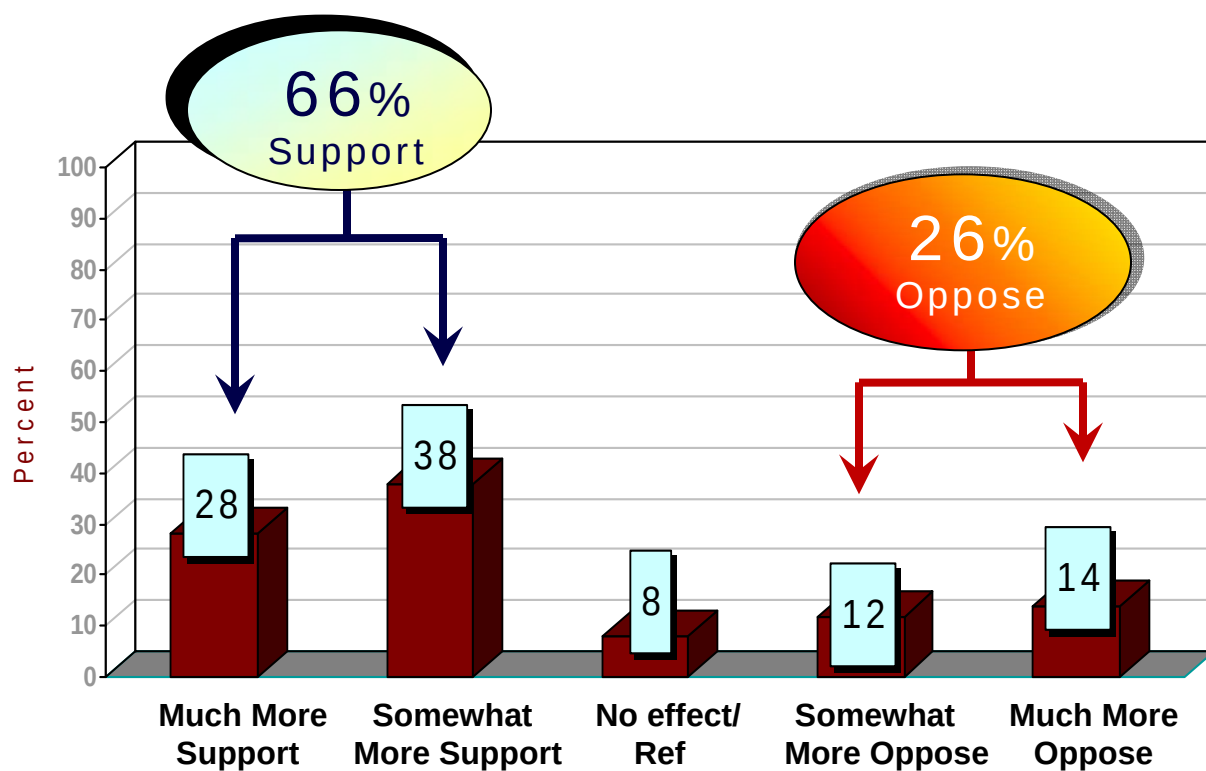


Figure 7D
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Current Development Rates will Remove 70% of Prime Farmland by 2050

Question 8.4 If no change in current development patterns occurs, another 97,600 acres of land will be urbanized in Fresno County by 2050, roughly doubling the current urbanized area in the County. Far more important, approximately 70% of this land that will be converted to housing and commercial development (or about 105 square miles) will involve prime or strategic farmland; thereby, REMOVING these important farmlands from agricultural production.

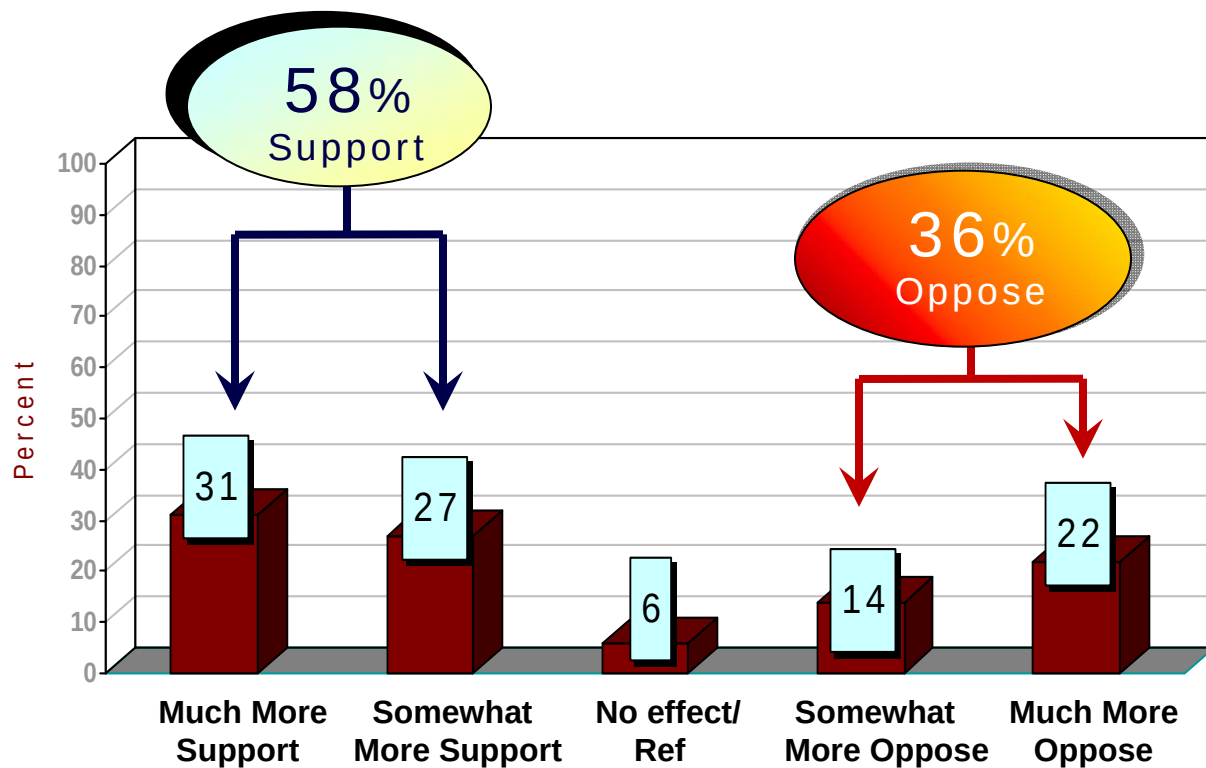


Figure 7E
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

'Smart Growth' is Needed to Slow Growth Inside Spheres of Influence

Question 8.6 Some of the County's prime farmland is located inside the existing "spheres of influence" of the cities throughout the County; therefore, for all practical purposes, these farmlands are earmarked for being converted to future urban development, thus lost to the agriculture industry, permanently. Clearly, it is essential to adopt Smart Growth in order to slow down the actual loss of these prime farmlands located INSIDE the existing Spheres of Influence as these communities continue to grow and expand.

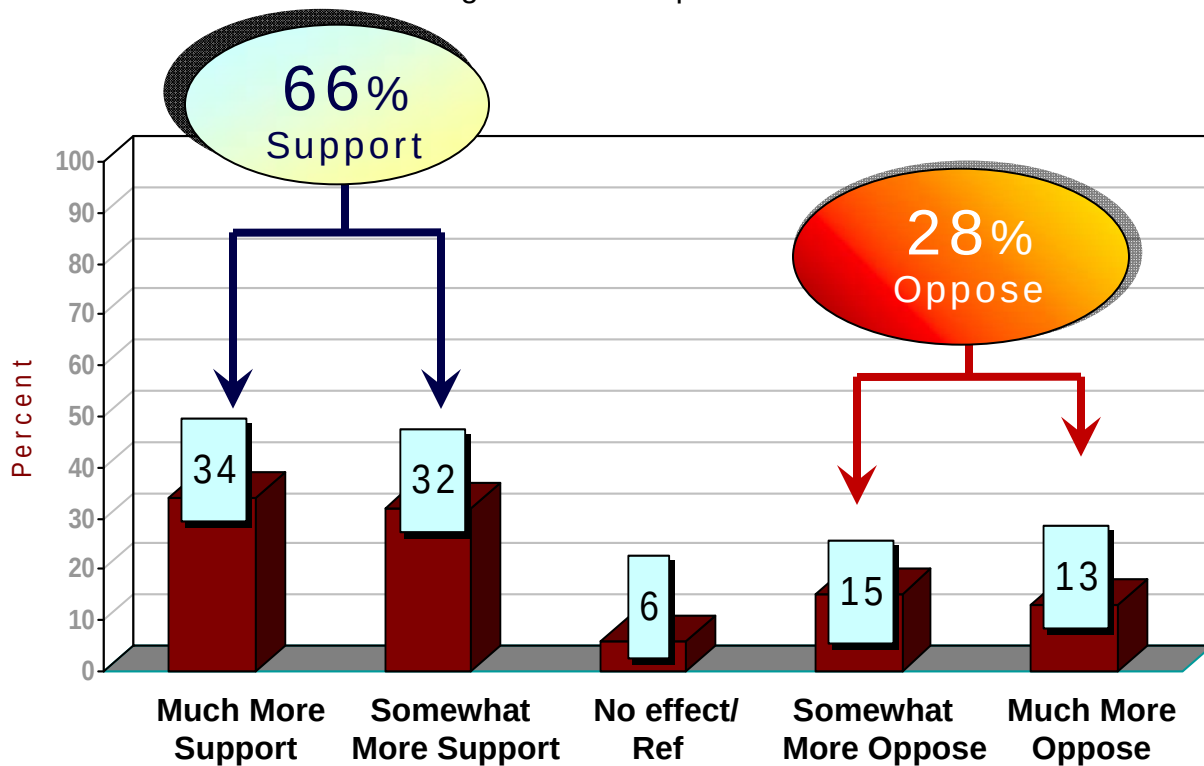


Figure 7F
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

At the Present Rate, **Rural Residential Development** will Consume 55,000 More Acres of Prime Farmland

Question 8.7 Rural residential development presently consumes roughly one quarter of all the developed land in the Fresno County; if this development pattern continues at its present pace, another 55,000 acres of prime farmland could be removed from agriculture.

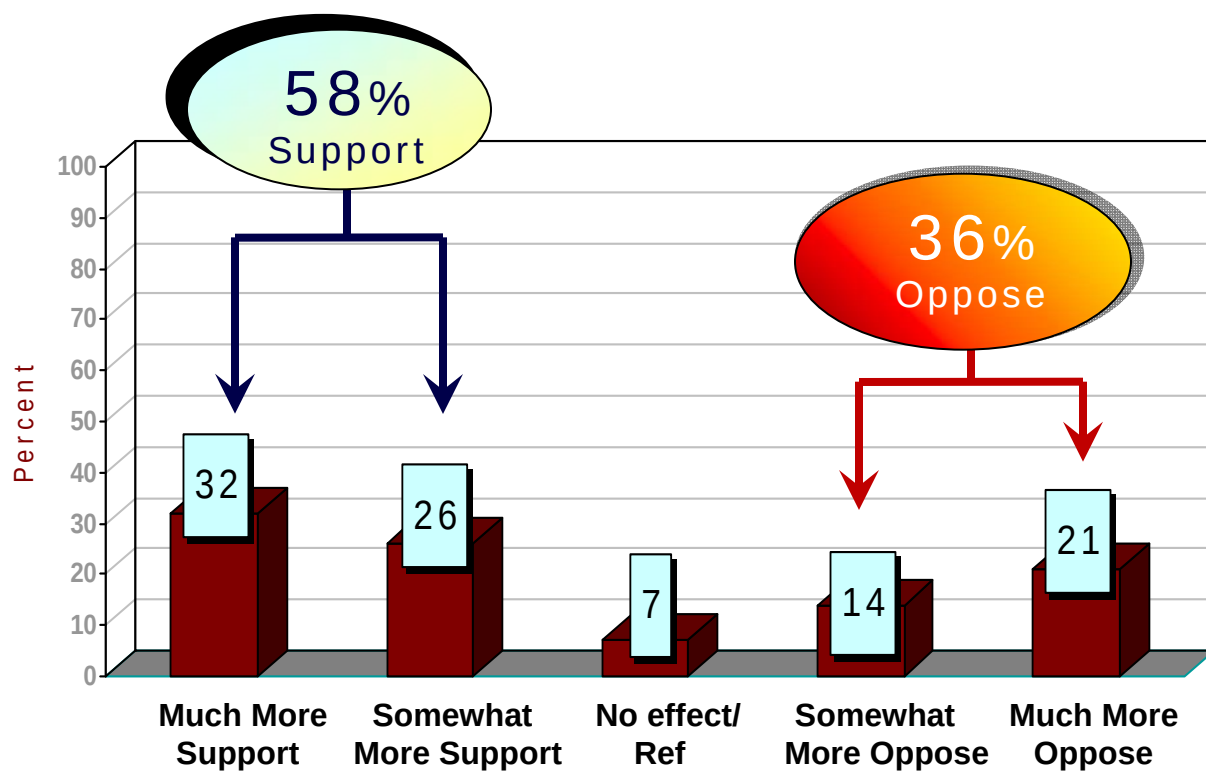


Figure 8A
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Prime Farmland **INSIDE** Existing Spheres of Influence Must be Protected

Question 9.1 One sixth of Fresno's prime farmlands is located inside or adjacent to the spheres of influence of the 15 cities located in Fresno County; these lands have to be protected from urbanization as much as possible.

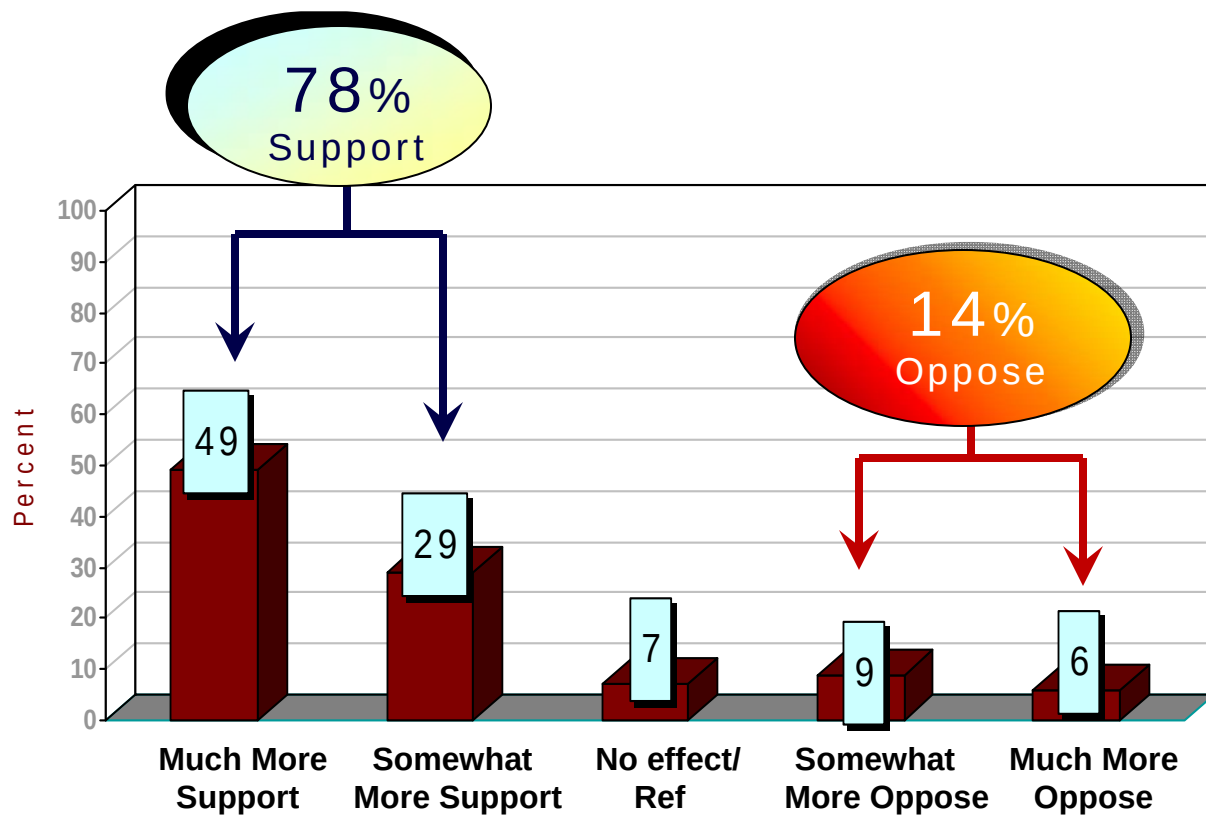


Figure 8B
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Due to **Advancements in Technology** Farmland Conservation is Less Critical

Question 9.2 Due to advances in automation and farming technologies combined with difficulties having to do with recruiting farm workers, more and more agriculture production is being sent to Mexico, Africa, and especially to China. As a result, the need to preserve productive farmlands in Fresno County is becoming FAR LESS IMPORTANT, over time.

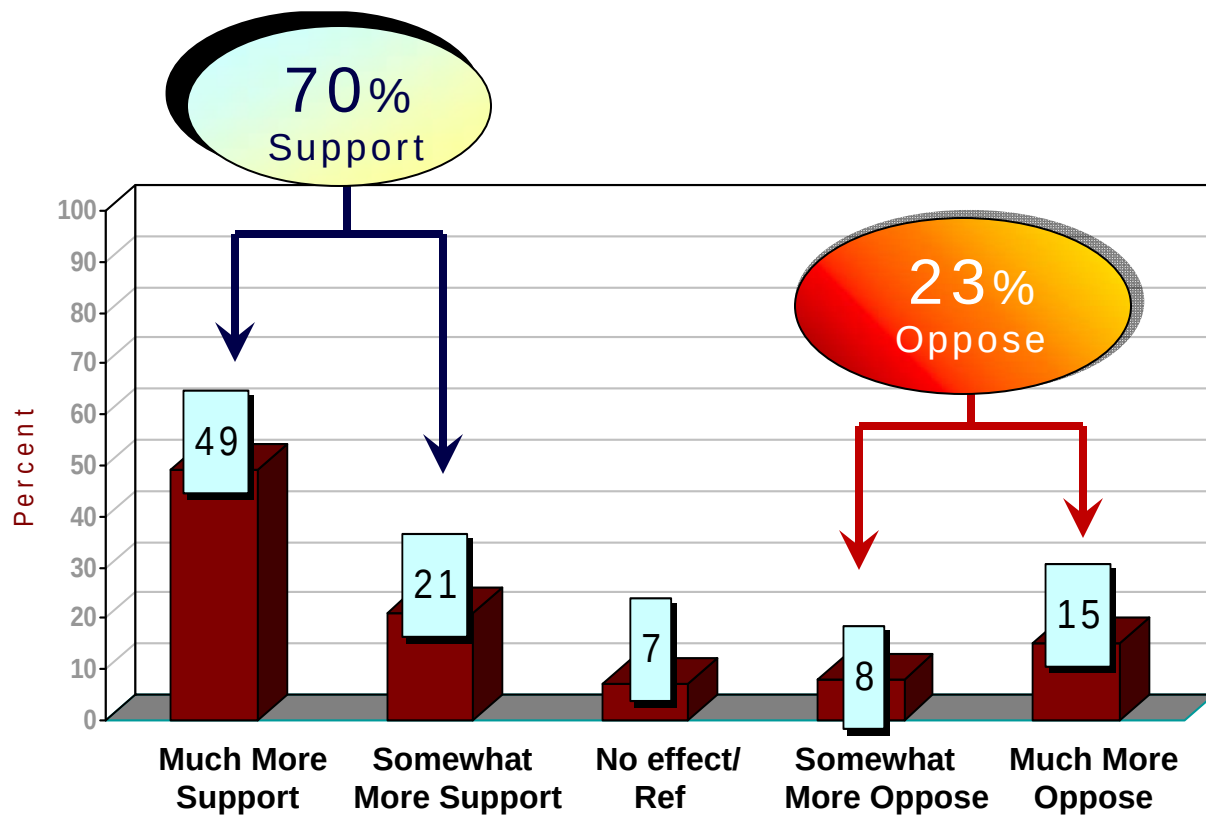


Figure 8C
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

It is Imperative that **NO MORE** Prime Farmland is Lost to Development

Question 9.3 Since 1990, nearly 70% of all the land developed in Fresno County was prime or unique farmland, or farmland of statewide importance. These farmlands have been lost to agriculture, forever; it is imperative that no more prime ag land in Fresno County is lost to residential or commercial development.

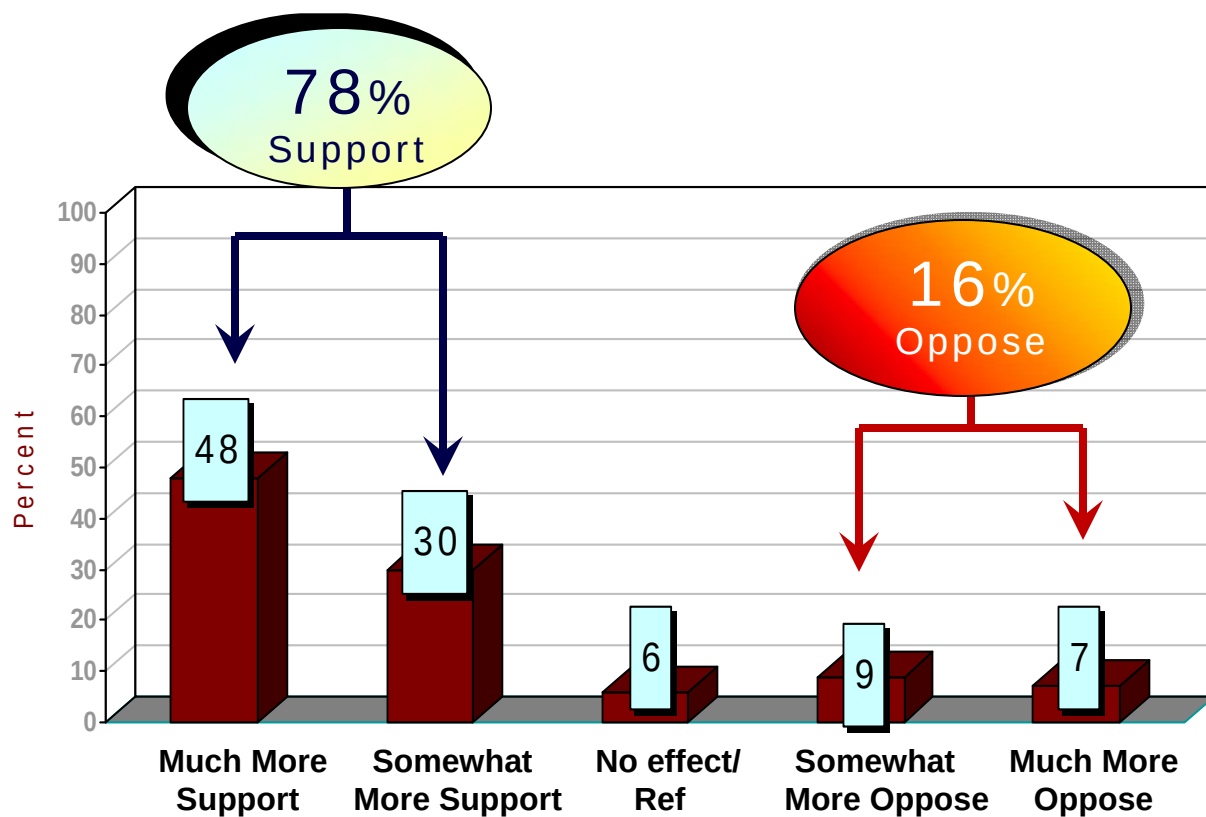


Figure 8D
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

By 2040, Fresno County will Lose 20% of its **Irrigated Farmland & \$700 Million**

Question 9.4 By the year 2040, if nothing changes, Fresno County will lose approximately 20% of its irrigated farmland and experience annual losses of about \$700 million of the revenues presently being generated through Fresno County's Agriculture Industry. This trend **MUST** be stopped; Farmland Conservation is more important now, than it has ever been.

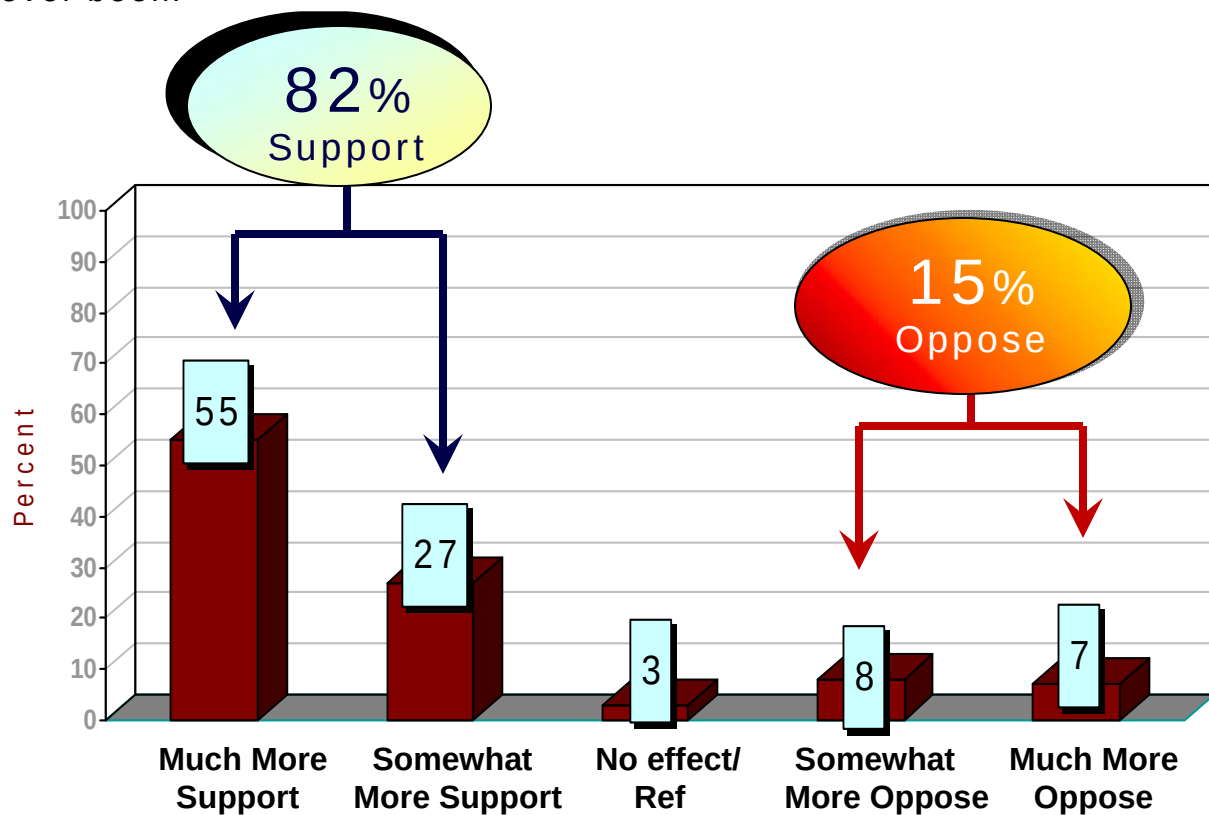


Figure 8E
Farmland Conservation
June 2011

Arguments For/Against 'Smart Growth'...

Jobs and Housing MUST be Consistent with County's Agriculture-based Economy

Question 9.5 We need to provide jobs and housing in a manner that protects the natural resources that are vital to our agriculture-based economy. Therefore, Farmland Conservation is essential in Fresno County.

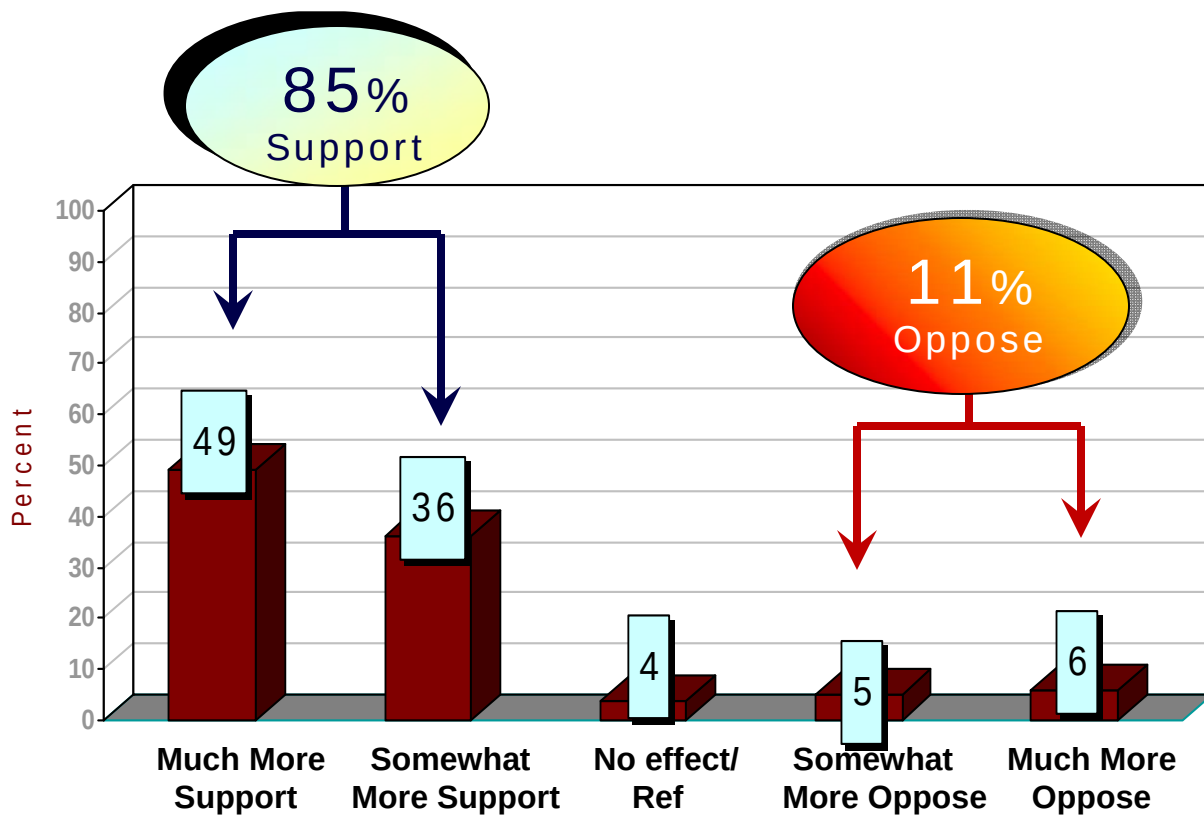
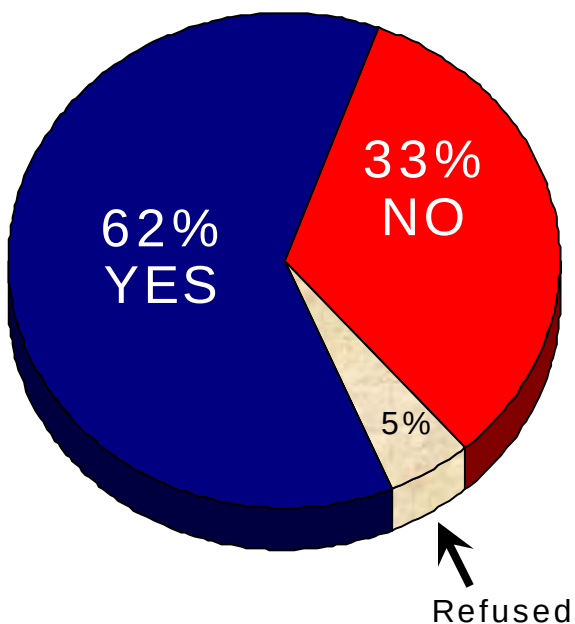


Figure 9
Farmland Conservation
June 2011

Support for Agricultural Easements

Question 10.1: Without knowing more than you know now, does an Agricultural Easement seem to be a fair and equitable mechanism for making Farmland Conservation in Fresno County possible?



Question 10.2: Do you think Agricultural Easements merit being considered seriously by local government agencies in order to implement Farmland Conservation in Fresno County.

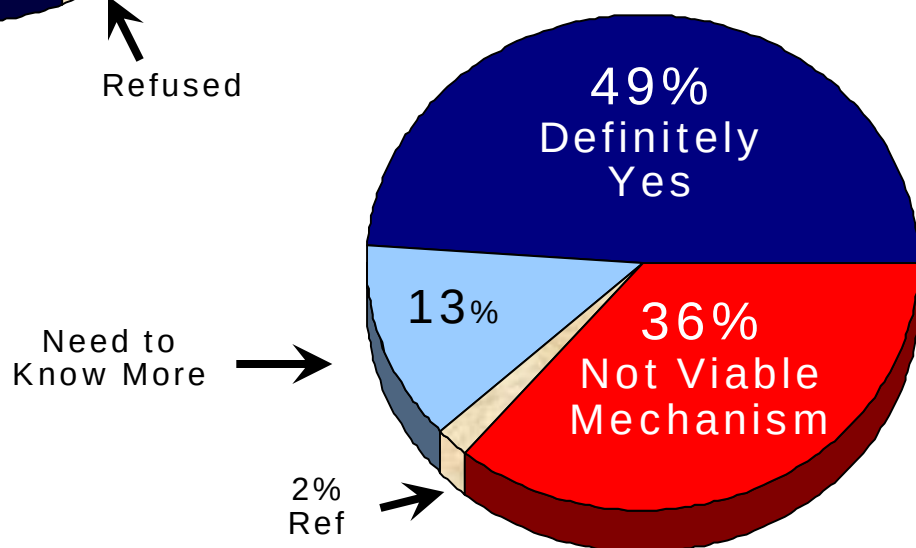


Figure 10A
Farmland Conservation
June 2011

Support **Buffer Zones** to Protect Prime Farmlands

Question 11.1: Without knowing more about these buffer zones than you know now, is this something that you would approve of for protecting PRIME farmland from urban development?

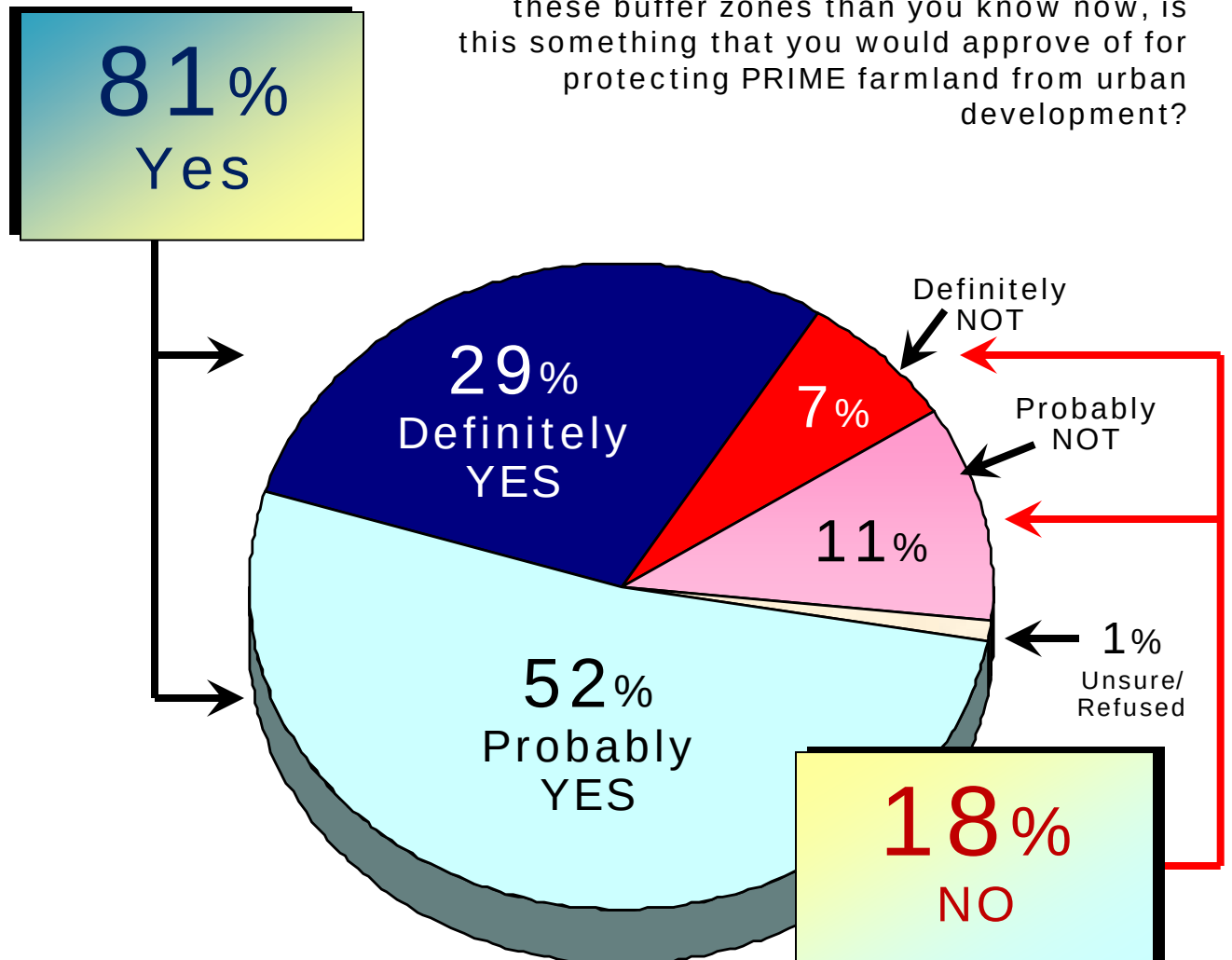


Figure 10B
Farmland Conservation
June 2011

Approve Buffer Zones Used for: Trails, Parks, Community Gardens, or Open Space

Question 11.2: While urban development would be PROHIBITED in these buffer zones, local government would be permitted to develop regional trails and parks inside these strips of land; also, the buffer zones could be used for community gardens, or simply be dedicated to open space. This could be one way to provide regional parks and trails throughout Fresno County. Is this an idea that you would approve of?

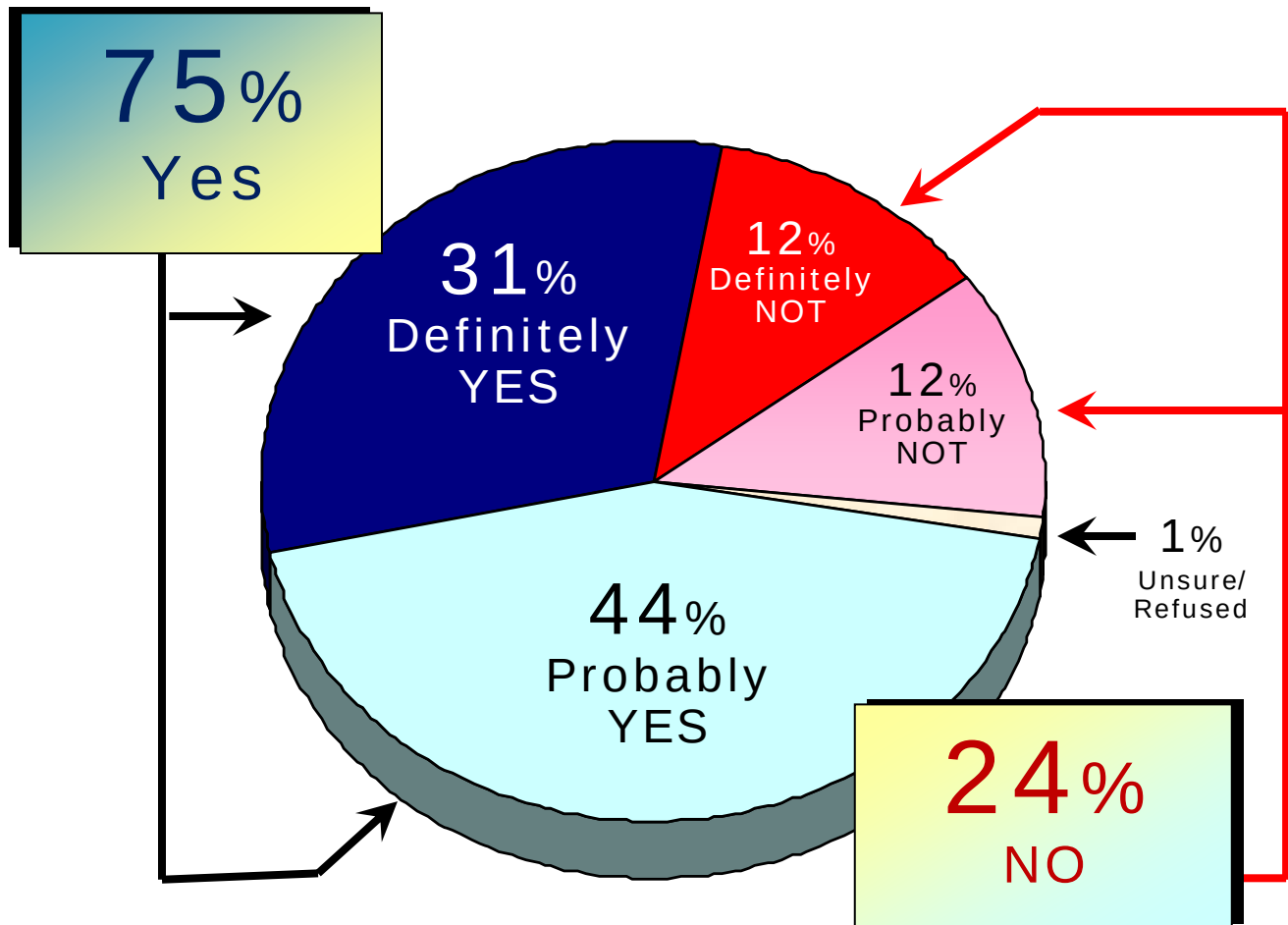


Figure 11
Farmland Conservation
June 2011

Support/Oppose: **Bond**

to Purchase Easements, Buy Property to Deed to Cities

Question 12.1: If a BOND Measure were to be placed on the local ballot to provide the funds necessary to either purchase the Development Rights through Agriculture Easements, or to purchase these strips of land outright and deed them to the City — assuming the BUFFER ZONES would be used to provide regional trails or parks in your community, or used for community gardens or dedicated to open space, would you vote YES or NO for such a Measure?

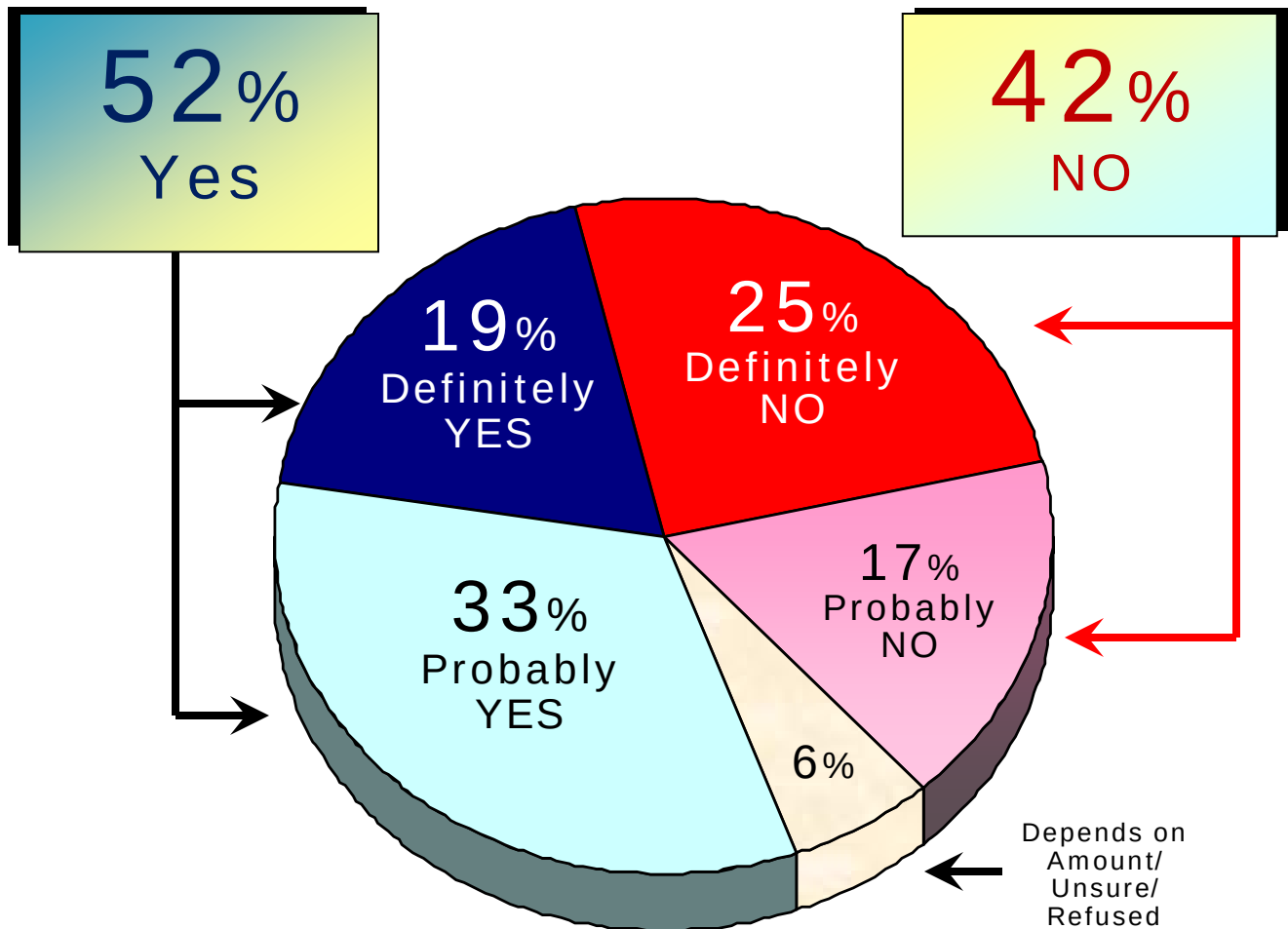


Figure 12
Farmland Conservation
June 2011

Support/Oppose: Landscape Maintenance Assessment to Maintain Buffer Zones

Question 13.1: If Buffer Zones were created to separate prime farmlands from urban areas where residential and commercial development will be allowed to take place, and these buffer zones were dedicated to regional trails, community parks, and opens space...would you vote YES or NO to authorize the creation of a Landscape Maintenance District to provide the necessary funding for proper maintenance of a buffer zone in your community.

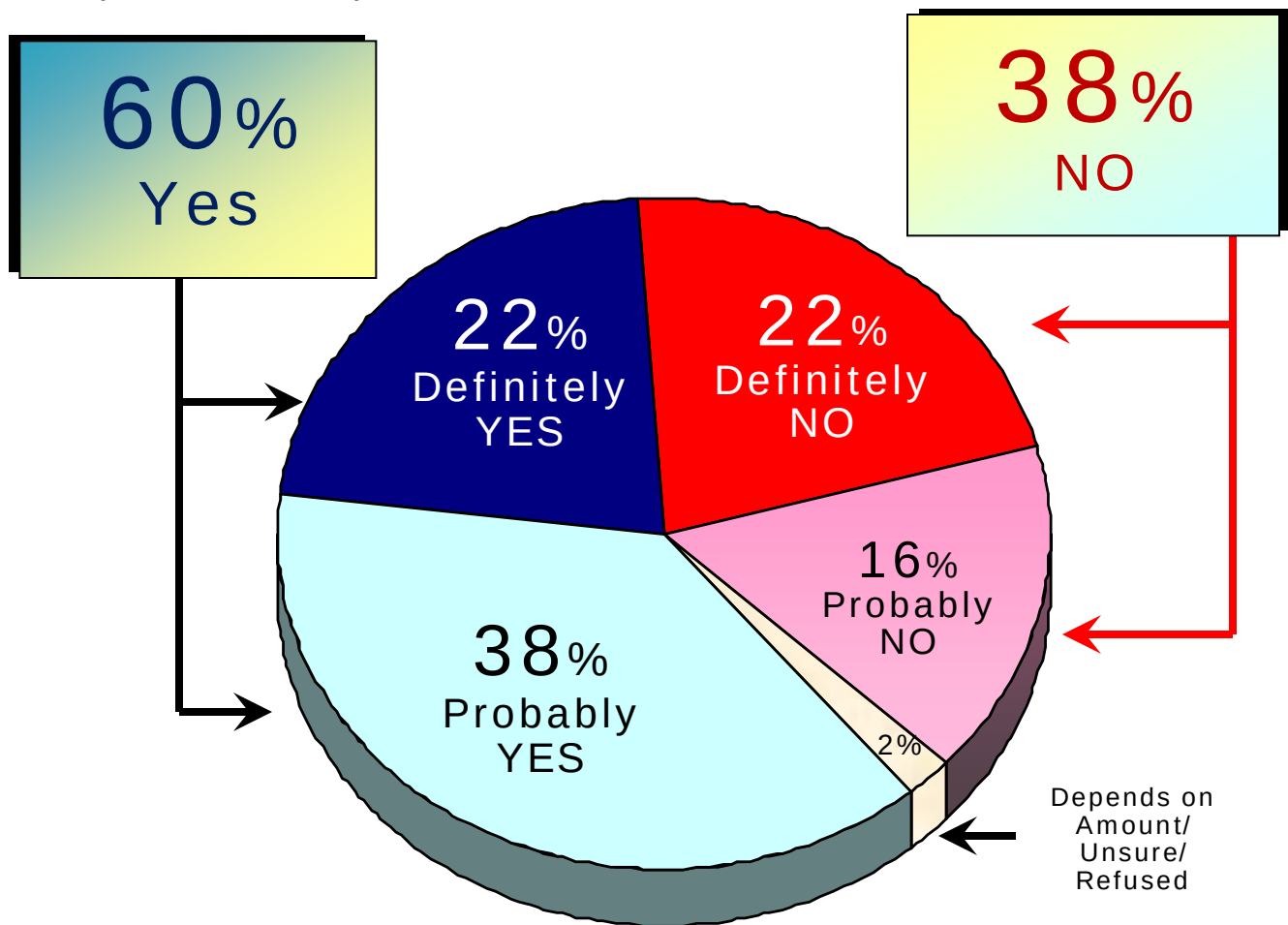


Figure 13A
Farmland Conservation
June 2011

Exercise is Part of Most Residents' Lifestyle

Question 14.0: Today, people — especially Californians — are becoming more and more aware of the benefits to their *quality of life* of making exercise and similar activities part of their regular routine. Do you make exercise part of your regular routine...either in your home, outside your home, in an exercise studio, or in the outdoors?

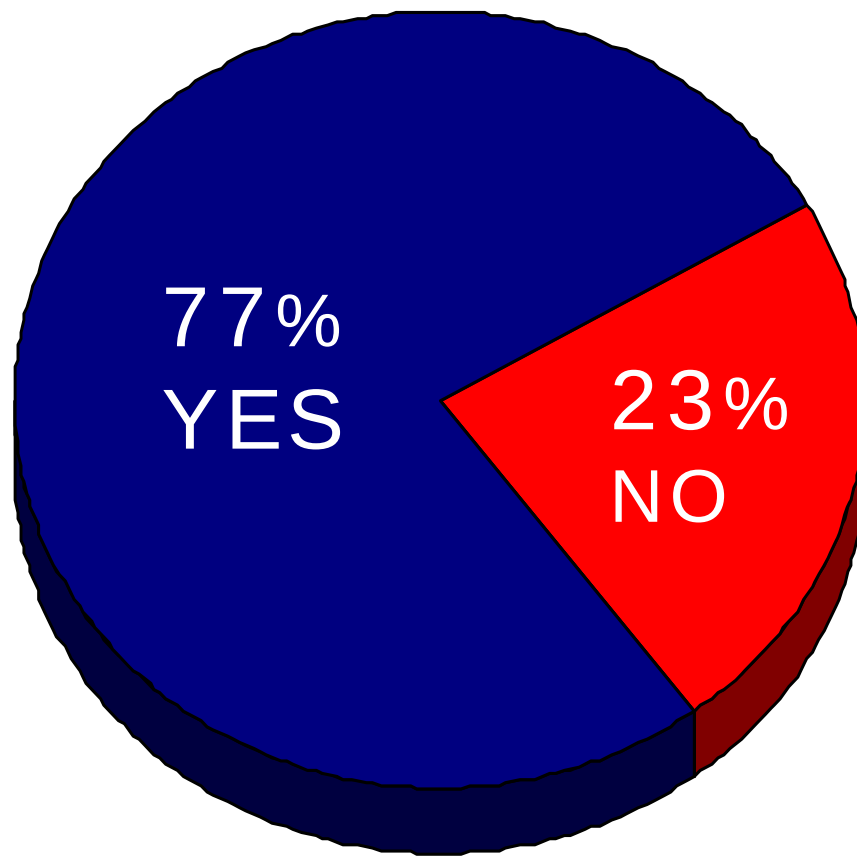


Figure 14
Farmland Conservation
June 2011

Having Access to Parks, Trails & Open Space is Important

Question 15.0 Regional parks, trails, and open space can bring a variety of benefits to one's lifestyle; for example, they can bring physical, social, spiritual, and mental benefits to those who use them for such activities as hiking, biking, or simply escaping the pressures of daily life. How important is having access to parks, trails, and open space in or near the community in which you reside?

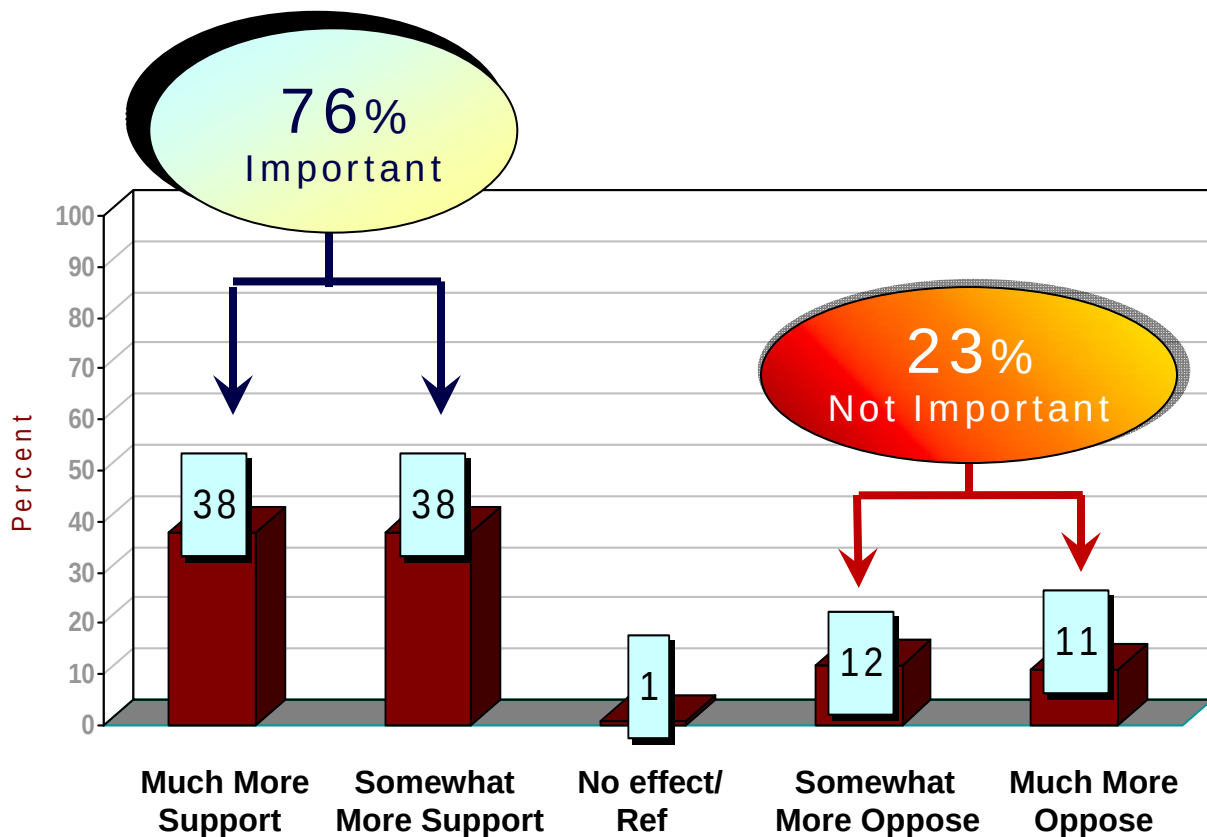


Figure 15
Farmland Conservation
June 2011

Developing & Maintaining **Parks and Trails** is Desirable

Question 16.0 If there were a way for local government (meaning the City in which you reside or in the unincorporated section of Fresno County in which you reside) to develop and maintain additional community parks and trails ...what priority should be placed on moving in this direction?

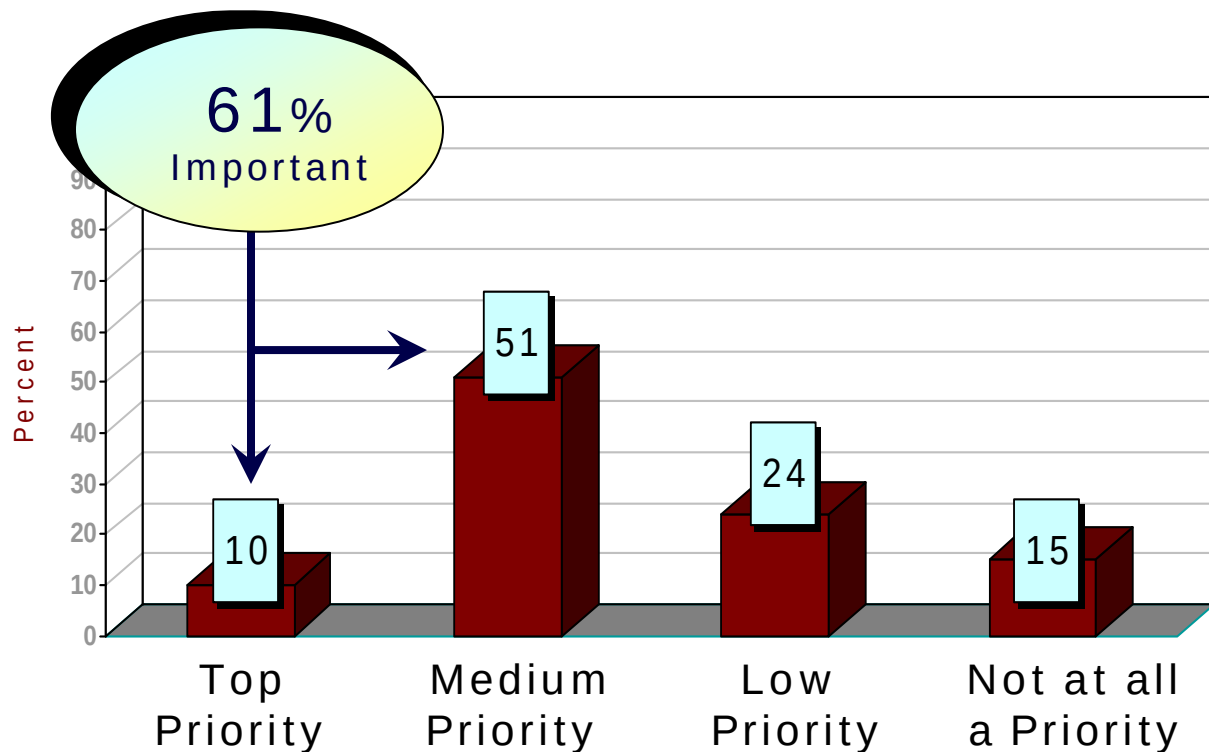


Figure 16A
Farmland Conservation
June 2011

Most Voter are NOT Aware of San Joaquin Valley Blue Print

Question 17.1: Before today's interview, were you aware of the existence of the San Joaquin Valley Blue Print; if so, how aware were you.

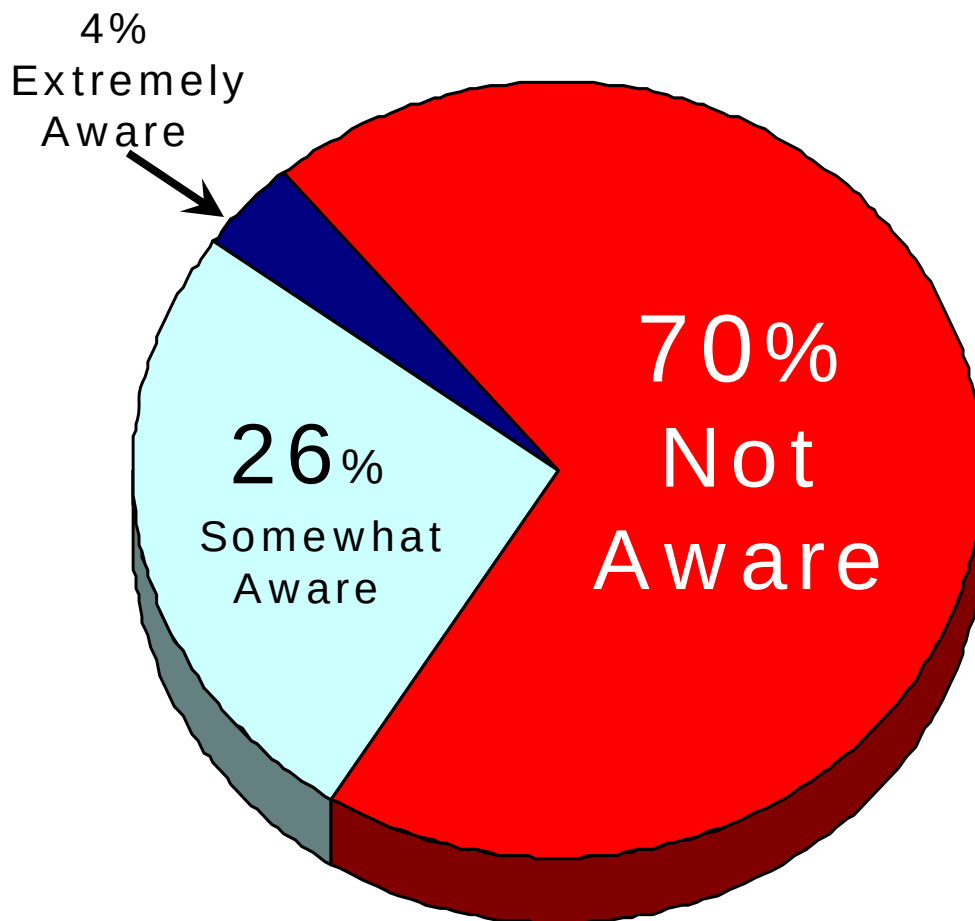


Figure 16B
Farmland Conservation
June 2011

Feelings are Mixed Regarding the San Joaquin Valley Blue Print

Question 17.2: Whether or not you were aware of San Joaquin Valley Blue Print before today's interview, based upon the fact that it has been embraced by eight regional planning agencies throughout the Valley, combined with the fact that this planning process is driven by Smart Growth Principles...is this an approach to land use planning that you think is important with respect to the future of the Central Valley, in particular, Fresno County; or, is it just another government-sponsored program that is basically a waste of time and money; or, do you have no feelings either way?

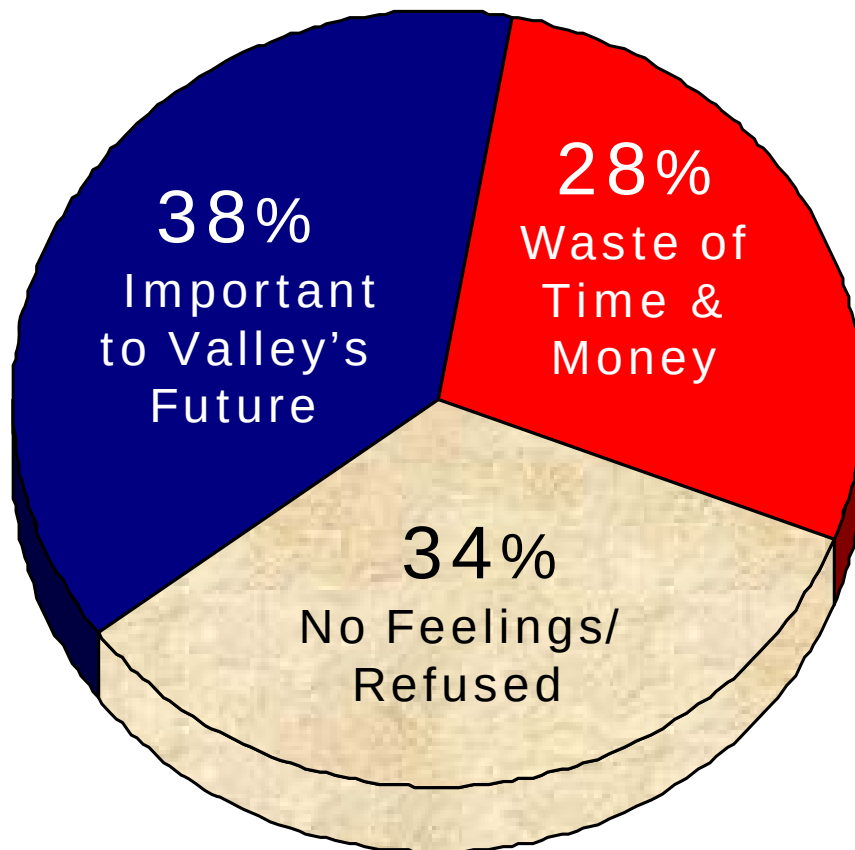
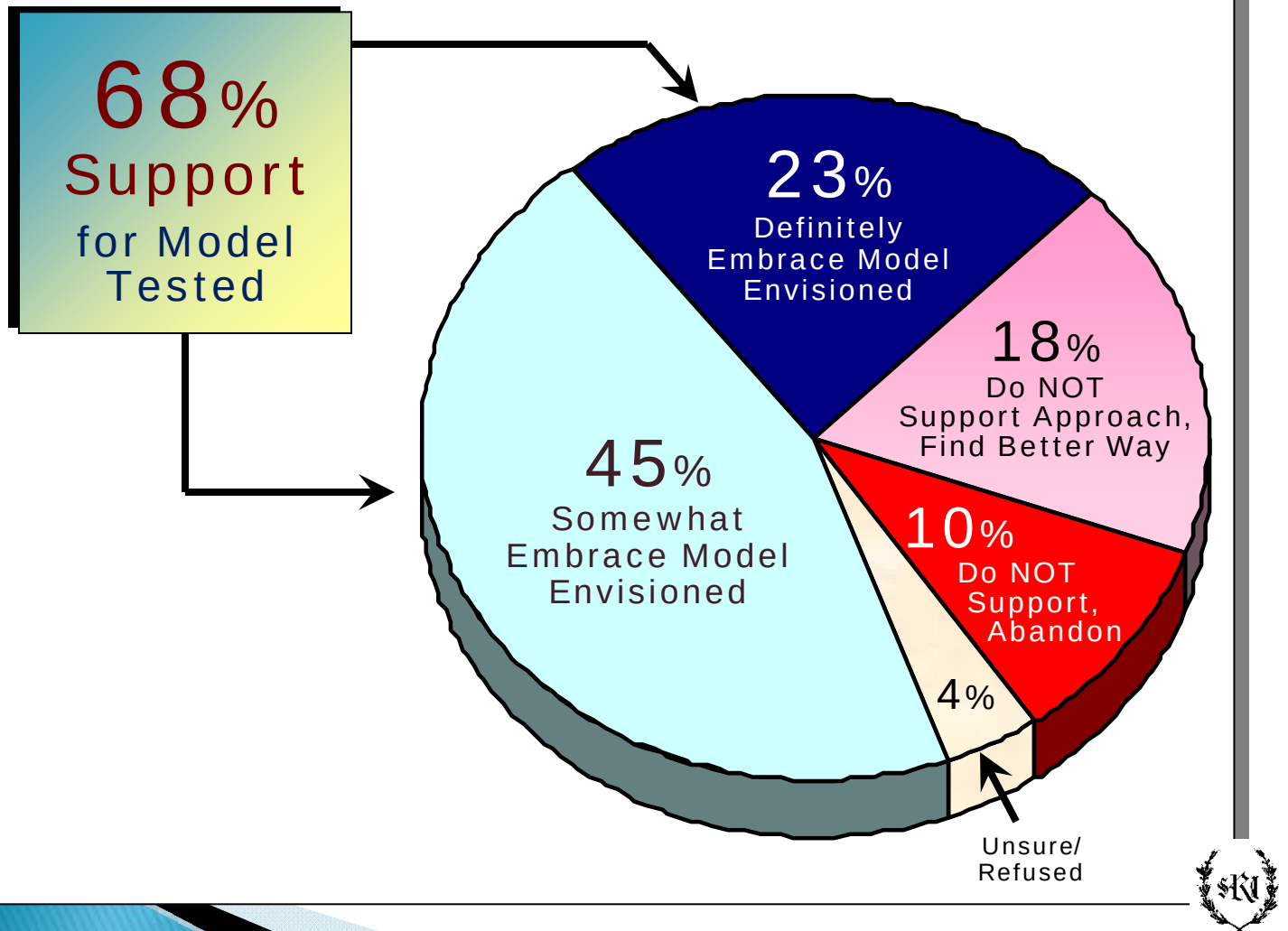


Figure 17
Farmland Conservation
June 2011

There is **Significant Support** for Model of Farmland Conservation Tested

Question 18.0: I will SUMMARIZE the model of Farmland Conservation for Fresno County that is presently being envisioned; then ask if you think this is a direction that local officials should take...or, would you advise local officials to find a better way to preserve farmlands throughout the County...or, would you advise local officials to abandon, altogether, the notion of Farmland Conservation in Fresno County?



Farmland Conservation

Conclusions/Recommendations:



NO-GO (at least NOT until the economy has recovered)



Farmland Conservation

Conclusions/Recommendations:

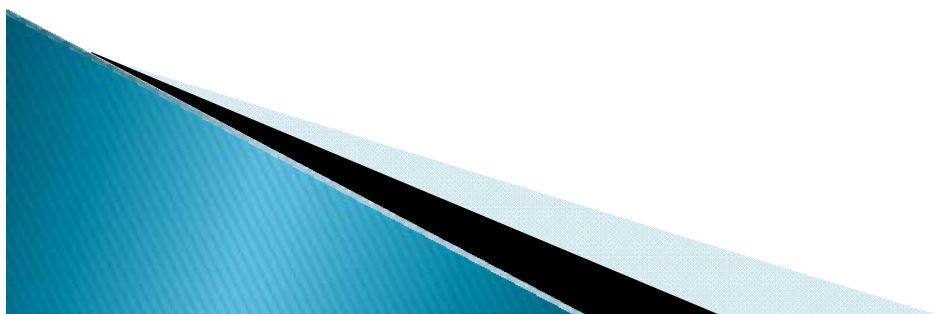


NO-GO (at least NOT until the economy has recovered)



Once the economy has recovered, **REVISIT** the issue...

- ❑ **FOCUS on the Model** of Farmland Conservation that was tested in the present effort.



Thank You



***I'll be pleased to
Take Questions Now***



Figure 18A
Farmland Conservation
June 2011

Demographics of Survey Respondents

Length of Residency

0 to 5 years	6%
6 to 10	9%
11 to 25	36%
Over 25 years	48%
Refused	1%

Age

18 to 25	9%
26 to 35	9%
36 to 50	19%
51 to 65	33%
Over 65 years	30%
Refused	0%

Household Income

Under \$25,000	18%
\$25,001 to \$50,000	25%
\$50,001 to \$75,000	20%
\$75,001 to \$100,000	15%
Over \$100,000	13%
Refused	9%

Education

Less than High School	4%
High School	16%
Some College	33%
College Graduate	28%
Graduate School	18%
Refused	1%

Ethnicity

Caucasian	66%
Hispanic	21%
African American/Black	2%
Hmong	1%
Native American	2%
Asian	2%
Other	4%
Refused	2%

Gender

Male	45%
Female	55%



Figure 18B
Farmland Conservation
June 2011

Demographics of Survey Respondents

of Children Under 18

None	76%
One	10%
Two	9%
Three or more	5%
Refused	0%

Ideology

Liberal	19%
Moderate	27%
Conservative	51%
Refused	3%

Home Ownership

Own	75%
Rent	23%
Refused	2%

