



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

City-wide Survey
(response period ended)

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? Check the boxes for your top three priorities from the list below.

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

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+

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(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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