



CITY OF LATHROP

GENERAL PLAN UPDATE

OUTREACH SUMMARY REPORT

MARCH 2019



Prepared for:
City of Lathrop CA
General Plan Update

Prepared by:
De Novo Planning Group



DE NOVO PLANNING GROUP

A LAND USE PLANNING, DESIGN, AND ENVIRONMENTAL FIRM

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INTRODUCTION

This report summarizes the public participation and input received during the General Plan Update Visioning Workshop outreach activities conducted from April through August 2018.

The City of Lathrop initiated their General Plan Update process in late 2017 and began a multifaceted outreach program to engage community members. The outreach program for this project is inclusive, educational, and designed to facilitate a meaningful conversation with the Lathrop community about the issues and opportunities that are most important to the community. A series of three Visioning Workshops, and an online survey were conducted to provide opportunities for community members to discuss their vision for the future of Lathrop, issues related to transportation and mobility, land use and community design priorities, and other relevant topics, such as environmental justice.

The General Plan update effort will continue to involve numerous opportunities for the public to learn about the project and provide their input, including traditional in-person workshops, open houses, and online surveys. This Summary Report memorializes what was discussed during the three Visioning Workshops held throughout the spring of 2018 and an online survey which was completed by 82 participants.

Community input serves as the foundation for the City of Lathrop's General Plan Update. We appreciate your time and ideas.

For information on how to stay involved, and view project documents, please visit: www.Lathrop.GeneralPlan.org

Outreach Objectives

Develop a long-term vision for Lathrop

Engage a broad spectrum of the community members

Engage key stakeholders to perpetuate long-term involvement

Establish a greater connection between the General Plan and current planning issues

Educate the public on the City's existing conditions, and the General Plan Update process



COMMUNITY VISIONING WORKSHOPS

The City hosted three General Plan Update Visioning Workshops between April and May of 2018. Each Workshop focused on addressing a different topic and included a brief overview of the General Plan, including why it's important and why the City is updating its Plan, some background information on the evening's topic, and a series of facilitated activities to solicit input on key topics or ideas. The topics explored in each Workshop along with summaries of what we heard from the community are provided in the following pages. The intent of this Summary Report is to present the information we received without making assumptions or recommendations. The feedback we received has been recorded here in order to memorialize the key themes and ideas, and it will be used to help inform future work tasks associated with the General Plan Update, including preparation of a Vision Statement, evaluation of opportunities and challenges, land use changes, and the creation of new goals, policies, and actions.

Community Workshop Topics, Dates, and Locations

Workshop #1 Opportunities, Challenges, and Assets	Workshop #2 Guiding Principles, Vision, and Design	Workshop #3 Circulation and Mobility Issues, and Priorities
		
Monday, April 16, 2018 City Council Chambers	Wednesday, May 2, 2018 Senior Center	Thursday, May 17, 2018 River Islands Welcome Center



Workshop #1: Opportunities, Challenges, and Assets

The first General Plan Visioning Workshop was held on Monday, April 16, 2018 @ 6:00 pm in the City Council Chambers at Lathrop City Hall. The intent of Workshop #1 was to begin a dialogue with the community regarding its priorities for the next 20 years. Following a brief presentation and Q&A period on the General Plan Update, the consultant team conducted two activities to help facilitate this conversation. These activities are summarized on the following pages. Additionally, during the workshop the topic of Environmental Justice was raised, and the consultant team provided a brief overview of State requirements, and how this topic will be addressed in the General Plan.

Activity - Assets, Vision, and Challenges Brainstorming: The first activity was an individual exercise. Meeting attendees were provided stacks of blank Post-It-Notes and asked to write down what they think are Lathrop’s biggest assets and challenges, along with their vision for the future of Lathrop. The results are summarized by topic area on the following pages. Questions posed to the group for their consideration included:

Assets	Challenges	Vision
		
<p>What do you value most about Lathrop?</p> <p>What makes this a special place to live or work?</p>	<p>What issues are facing the city that need to be addressed in the General Plan?</p>	<p>What ideas do you have for the future of Lathrop?</p> <p>What would make your community better?</p> <p>What three things would you like to see accomplished by 2040?</p>



Common themes expressed during the Community Workshop #1 are summarized and presented below. Full results from Activity #1 are included within Appendix A.

Table 1: Assets, Challenges, and Vision Individual Activity Summary

Topic Area	Assets	Challenges	Vision
Community	Community Values Safety Schools Small town feel History Sense of community	Population growth Growth without loss of community Community feeling Family activities Any opposition to infill Transparency	Safe family community Access to healthy food and fresh produce Community gardens Places to go with family More entertainment Fair and equal treatment Balance in all areas east and west
Mobility	Location Access to major highways Logistic opportunities	Connectivity east/west of I-5 Truck routes in residential areas Public transportation	Complete streets policies Expand highways Safe routes
Services	Good public services Public Safety Availability of water	Budget considerations Property taxes Police Department Public safety Roads need improvements Wastewater capacity	Improved schools Public safety
Conservation	Parks and open space Green-spaces Proximity to the Delta Wildlife Historical areas Availability of water	Flood Zone areas and flood impacts Earthquakes Liquefaction	Improved air quality
Development	Logistic opportunities Access to major highways City has potential Good location	Business growth East without town center Lack of commercial and retail Any opposition to infill Investment	Infill investment and development Downtown needed w/small businesses More retail esp. grocery More condo/townhome apartments Self-sufficient community (shop, sleep, eat, work) More residential commercial and entertainment



Activity - Opportunity Area Mapping:

The second activity of the first Visioning Workshop asked participants to review large-scale maps of the City and highlight areas that need special focused attention as part of the General Plan Update, including areas that should be preserved and protected, and areas where land use change should be considered. Working in small groups, attendees were asked to use colored markers to indicate where on the provided map the following land uses should be:


Blue – Key Focus Areas (in need of revitalization, reimagining, or more public gathering places)

Orange – Business and Employment Opportunities (where should new job growth be located)

Brown – Restaurants and Retail

Red – Higher Density Housing

Green –Parks, Open Space, Habitat Conservation



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Map Activity Instructions

As a group, use the colored markers to indicate where the following land use changes or improvements should be located:

- **Blue** – Key Focus Areas (in need of revitalization, reimagining, or more public gathering places)
- **Orange** – Business and Employment Opportunities (where should new job growth be located)
- **Brown** – Restaurants and Retail
- **Red** – Higher Density Housing
- **Green** –Parks, Open Space, Habitat Conservation

Guidelines:

1. Outline areas where land uses and changes should occur using your color markers.
2. Please add brief notes and supporting information describing your thoughts and input for each outlined area.
3. Feel free to draw anywhere and provide notes and write additional details on the map
4. Where the group has multiple ideas, such as differing land uses or different concerns for a focus area, add text to identify all ideas raised by the group.

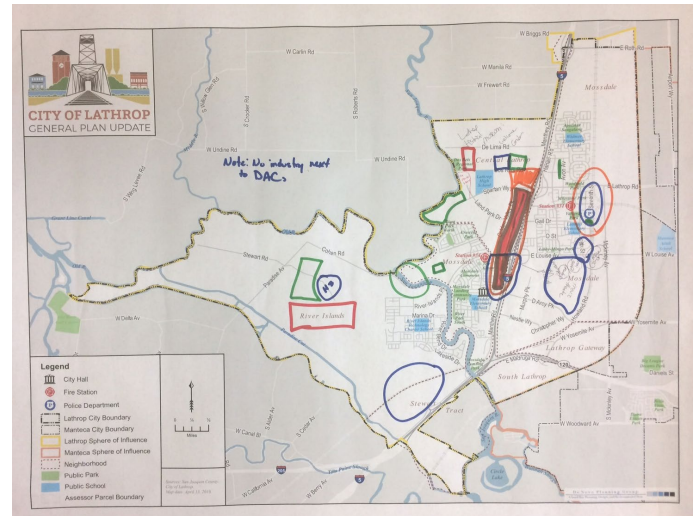
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3. Feel free to draw anywhere and provide notes and write additional details on the map
4. Where the group has multiple ideas, such as differing land uses or different concerns for a focus area, add text to identify all ideas raised by the group.

Following an instruction guide, the small groups used colored markers to identify special types of areas. The instructions guide used by meeting participants is included to the right and copies of completed maps are included in Appendix A. After working on the maps, each table reported back to the entire group summarizing their key ideas.



Mapping Results (Common Themes):

- Opportunities for additional employment in the eastern portion of the city, east of I-5
- Opportunities for restaurants, retail and higher density housing along the Manthey Road corridor west of I-5
- Opportunities for revitalization and increased housing and commercial development between Louise Avenue and Lathrop Road, east of I-5
- Opportunities for transit-oriented development along the rail corridor
- Revitalization opportunity areas near East Lathrop Road and Seventh Street
- Additional opportunities for open space, trails, and parks within the River Islands planning area



Workshop #2: Guiding Principles, Vision Statement, and Placemaking

The second Visioning Workshop was held on Wednesday, May 2, 2018 @ 6:00 pm at the Senior Center. The focus of the Workshop #2 was the establishment and refinement of guiding principles, development of a comprehensive and cohesive community vision statement, and identification of community design and land use assets through the exploration of opportunities to enhance placemaking throughout the community.

Activity - Guiding Principles: The first activity of Visioning Workshop #2 was an individual activity where participants were asked to vote for their top three choices for "guiding principles" from a list developed based on the feedback received at the first Visioning Workshop. Participants were provided three "dot" stickers and asked to review a list of 10 possible guiding principles and stick their "dot" next to the principle they vote for. Participants could assign all three dots to the same principle or divide the dots as they preferred. The results

CITY OF LATHROP GENERAL PLAN UPDATE	
General Plan Guiding Principles	
Principle	Votes
Maintain and increase park and recreational facilities throughout the city	4
Maintain small-town charm, character, and sense of community	7
Preserve surrounding open-space and agricultural lands, and historic assets	5
Promote and enhance shopping and entertainment opportunities throughout the city	5
Promote higher density housing and mixed-use developments along key transportation corridors	4
Increase alternative transportation opportunities, and connectivity within city, and to surrounding areas	5
Attract and retain businesses and industries that provide high-quality jobs	3
Maintain and support high quality schools within the city	4
Prioritize east/west connectivity throughout the city	2
Maintain and improve public safety and crime prevention	6



of this activity, starting with the principle that received the most votes, is provided below in Table 2. Original results are shown on the right and are included in Appendix B.

Table 2: Dot Voting Results

General Plan Guiding Principles	Total Votes
Maintain and improve public safety and crime prevention	9
Maintain small-town charm, character, and sense of community	7
Promote and enhance shopping and entertainment opportunities throughout the city	5
Preserve surrounding open-space and agricultural lands, and historic assets	5
Maintain and increase park and recreational facilities throughout the city.	4
Increase alternative transportation opportunities, and connectivity within city, and to surrounding areas	5
Promote higher density housing and mixed-use developments along key transportation corridors	4
Attract and retain businesses and industries that provide high-quality jobs	3
Maintain and support high quality schools within the city	4
Prioritize east/west connectivity throughout the city	2

As shown above, the top 2 priorities chosen by participants included: Maintaining and improving public safety and crime prevention (9 votes), and maintaining the small-town charm, character, and sense of community (7 votes). Preserving surrounding open-space and agricultural lands, and historic assets; promoting and enhancing shopping and entertainment opportunities throughout the city; and increasing alternative transportation opportunities and connectivity within city and to surrounding areas; each received 5 votes.

Activity - Vision Statement: The second activity at Workshop #2 addressed the need to craft a long-term Vision Statement. A Vision Statement is a description of what Lathrop wants to become through the implementation of the General Plan. It provides a sense of purpose and mission for the General Plan, and sets the tone for the Plan’s guiding principles to aid in the development of goals, policies and actions that will guide development in the coming years. Participants were presented with a range of sample Vision Statements from other



VISIONING WORKSHOP #2
WEDNESDAY MAY 2, 2018

The Vision Statement is a description of what Lathrop wants to become through the implementation of the General Plan. The Vision Statement provides a sense of purpose and mission for the General Plan, and sets the tone for the Plan’s guiding principles to aid in the development of goals, policies and actions that will guide development in the coming years.

Please write your Vision Statement the space provided below.



communities around California. Workshop participants were asked to draft a Vision Statement that best represents what they want their community to be.

Working in groups of 3-6, the following four vision statements were developed (Original Vision Statements are included in Appendix B):

- Every Lathrop resident deserves affordable housing, education, opportunity, and economic advancement. Access to affordable healthcare, nutrition and all modes of transportation.

City Staff and officials should focus on a balance of land use and development that will guarantee financial security. To provide adequate services by promoting community values, public input and small-town charm. Not compromising quality of life, safety, community, cultural or religious values.

- Lathrop is a safe and desirable place where families can raise their children, enjoy a close small-town charm, character and sense of community.

Promote and enhance shopping and entertainment opportunities throughout the city, provide adequate housing and mixed use developments.

- Self-sustaining community for all residents including:

- ✓ Employment opportunities
- ✓ Entertainment
- ✓ Safety
- ✓ Physical health + spiritual services

Compatible land uses throughout the city within developed districts

Create buffer zones to preserve and protect the quality of life – major concern being trucking

- High Quality Community

- High quality housing standards
- High quality schools
- Transit hubs and parking
- Public safety priority – police + fire + disaster
- Public pool swim instruction / recreation
- Public internet service for all residents
- Clean water
- Food production
- Public health office
- Timeframe – schedule slide / more flexibility – prioritize statements



Activity - Placemaking in Lathrop:

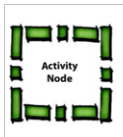
The third activity of Visioning Workshop #2 expanded on the mapping exercise conducted at the first workshop and asked additional questions focused on community design and placemaking in Lathrop. Placemaking is a people-centered approach to the planning, design, and management of the spaces that comprise gathering places in a community, including streets, sidewalks, parks, buildings, and other public or private spaces. The goal is to promote interaction between people and foster healthier, more social and economically viable communities.

As part of the overview presentation, participants were presented with examples of “placemaking in action” and discussed how sociability, uses and activities, access and linkages, and comfort and image make a “great place”. Participants were asked to answer placemaking questions for Lathrop using the following prompts and materials:

- What are the key landmarks within the City? How could these areas be improved?
- Where are your major activity nodes, destinations and gathering places? Where should new ones be located?
- Are there different neighborhoods/districts in Lathrop?
- What are the City’s defining viewsheds?
- Where are the City’s major gateways?



Landmarks: Iconic buildings, signs, monuments, places of cultural or historic significance



Activity Nodes: Key destinations: can be existing or future nodes



Gateways: Key entrances into the community



Viewsheds: Views that should be preserved and protected



Districts: Existing neighborhoods or areas within the community with distinct identities



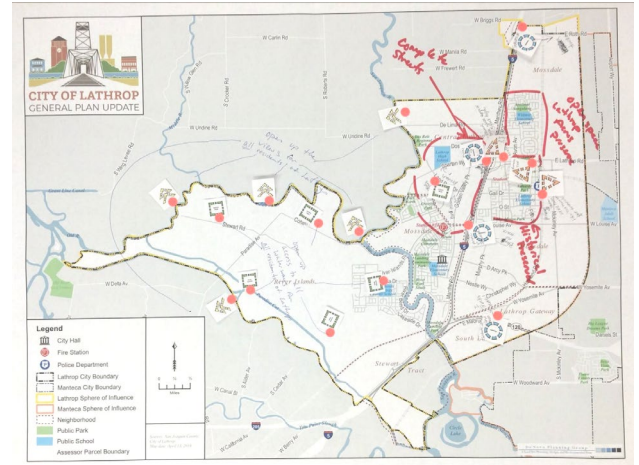
Using markers and graphic symbols, small groups worked together around large-format maps of the City to answer these questions. The results of this mapping activity are presented in Appendix B. In general, the groups identified the following key features as central to placemaking in Lathrop:

Landmarks

- Fireside Inn
- Cottons Church
- Lathrop Skate-park
- Manuel Valverde Park
- Lathrop Senior Center
- Mossdale Crossing
- Historic areas in central Lathrop east of I-5

Views

- San Joaquin River, and areas in the western portion of the city with expansive undeveloped areas
- River Islands
- Old River
- Ag lands/open space in western Lathrop and south western Lathrop
- Looking west of city
- Looking south from River Islands
- Looking north from River Islands



Activity Nodes

- Parks and trails along riverfront
- Stewart Tract
- Schools, and entertainment areas
- Lathrop Skate-park
- ACE Train station

Districts

- Old town neighborhood East/Central Lathrop
- Central and East Lathrop neighborhoods between Lathrop Road and Louise Avenue
- Area bound by Louise Avenue, San Joaquin River and De Lima Road in Central Lathrop

Gateways

- Eastern portion of the city at East Lathrop Road
- Eastern portion of the city at Louise Avenue
- Northern portion of the city at I-5
- Eastern portion of the city at Roth Road
- Eastern portion of the city at Highway 120
- I-5 at Louise Ave



Workshop #3: Circulation and Mobility - Issues, and Priorities

The third and final Visioning Workshop was held on Thursday, May 17, 2018 at the River Islands Welcome Center. The focus of the third workshop was on circulation and mobility in Lathrop, including how people get around (cars, walking, biking, and transit), road safety, and local conditions. The presentation included background on existing conditions, including existing traffic volumes, transit routes, congestion, bike routes, and regional conditions. This information is available as part of the presentation which is posted on the project website.

Activity – Transportation and Mobility Priorities: Working in three groups, community participants were asked to identify and rank transportation priorities within Lathrop using the following prompt:

Which transportation improvements does your group think should be the top priorities for the General Plan Update?

Priority 1 _____

Priority 2 _____

Priority 3 _____

A summary of the transportation priorities is provided below. Full results of the transportation priority exercise are provided in Appendix C.

Priority 1:

- Decreasing vehicle congestion, divert truck traffic to truck-use-only roadways.
- All trucks banned on Lathrop Rd. from Harlan to the eastern boundaries of the city limits. Safe routes to school, ADA. Improvements on Lathrop Rd. designated routes affecting residential land use.
- Lighted crosswalks at school crossings (Spartan Way).

Priority 2:






- Adding new road connections, respect property lines and have protection buffers between property lines and roadways.
- I-5 & Lathrop Rd. interchange must have a pedestrian caged walkover to protect children who are forced to walk from the east side to attend Lathrop High. Generation Center, skate-park and library.
- More, and wider, bike lanes, and the need for carpool lanes at schools.

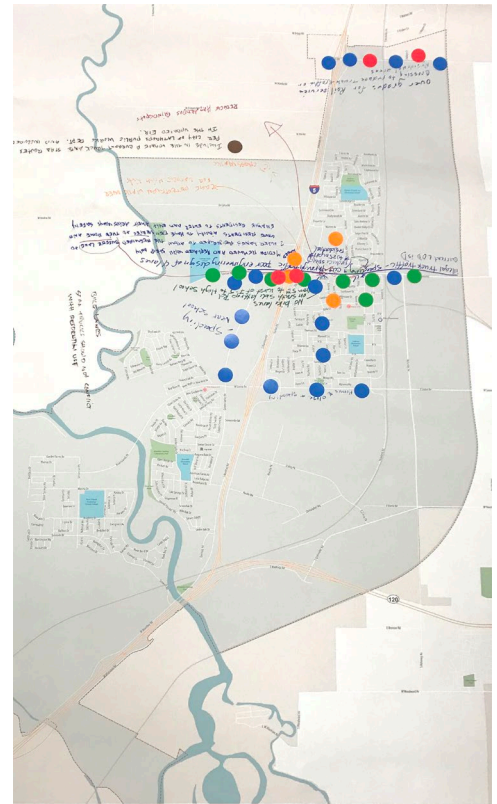


Priority 3:

- Transit – how will ACE impact properties and current owners, and were/how will parking impact current homeowners?
- Lathrop Rd. re-designed to assure adequate safety measures for the residents that abut Lathrop Rd. & citizens who travel the right-of-way, and user-friendly bike routes.
- Citywide bus services between schools, stores, senior center, Mossdale etc.

Activity – Transportation and Mobility Issues Mapping: As a group, workshop participants were asked to use colored stickers and markers to identify transportation issues or concerns related to the following categories:

-  **Automobile-Related**
e.g. traffic congestion, cut-through traffic, speeding
-  **Bicycle-Related**
e.g. lack of bike facilities, uncomfortable existing bike facilities
-  **Pedestrian-Related**
e.g. lack of crosswalks, missing sidewalks, uncomfortable/difficult crossings
-  **Transit-Related**
e.g. not enough stops, long waits
-  **Other topics**
e.g. maintenance issues, any other topics



A summary of the most common mapping themes is provided below. Full results of the mapping exercise are provided in Appendix C.

Bicycle and Pedestrian Related

- Unsafe bike and pedestrian crossings especially for routes to schools.
- Lack of safe school routes that separate children from truck traffic and speeding
- Lack of bike and pedestrian connectivity throughout the city, and especially in the central portions of Lathrop from Lathrop Road to Louise Avenue



Automobile Related

- Unsafe cut-through traffic along Lathrop Road (especially trucks)
- Speeding along Lathrop Road
- Speeding along Louise Avenue
- Speeding along Golden Valley Parkway in close proximity to schools
- Median along Lathrop Road was replaced with stripe paint and is not as safe
- Need to reduce speeds and add traffic calming along Lathrop Road and near schools

Transit Related

- Need Rail Crossing for Rail Service so traffic won't be effected
- BART Express Extension to River Islands
- Complete Street concepts to accommodate all forms of transit

Other Topics

- I-5 creating separation and lack of connectivity east/west
- Need for buffer lanes, and sidewalks to increase safety and ensure a separation between homes/residents and streets/traffic
- Rail crossing along Roth Road causing congestion issues

ONLINE SURVEY

Introduction

This section provides a summary of responses and feedback from the Lathrop General Plan Update Survey facilitated online. Survey responses were collected from April 11, 2018 through August 31 of 2018 and was administered online via the General Plan Update website and the SurveyMonkey web platform. During the approximately 4-month time period that the survey was active, there were 82 responses to the eighteen primary questions related to the General Plan update. The questions involved a wide range of response formats that are synthesized in this brief report. The survey responses provide insight into the demographics and opinions of Lathrop community members concerning goals and topics related to the update of the City's General Plan. Based on the demographic questions within the survey, the online survey attracted those Lathrop residents with larger household sizes. Respondents to the survey tended to be age 25-44 (55%), or age 45-64 (39%). The survey had less representation from single-person households (<2%), renters (<14%), and younger residents under the age of 24 (<2%) than the typical resident demographics for the City of Lathrop. This trend is to be expected given that young families, homeowners, and older generations who have a long history in Lathrop are generally more invested in the community, and are therefore likely to participate in community outreach and city improvement platforms. The General Plan team is committed to developing



and implementing strategies to improve engagement from all community residents in future community outreach endeavors. Of the participating community members, survey respondents tended to prioritize the following themes:

- Enhance and expand public services and amenities, such as public safety and parks
- Improved entertainment and retail options
- Attracting high quality jobs
- Maintaining community identity and character
- Ensure community participation

Please note that the following summaries included in this report are not exhaustive and do not include references to every comment received in the survey. Specific comments and individual responses can be accessed by looking at the complete survey results attached as Appendix D.

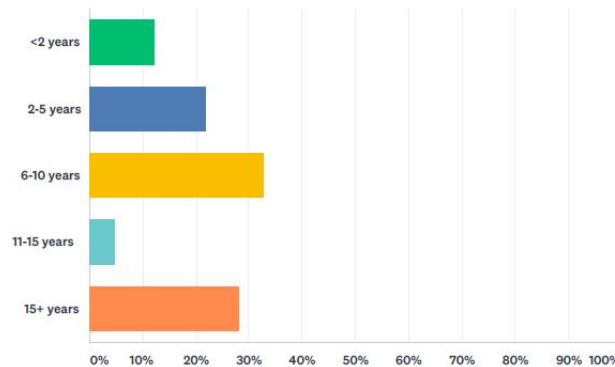
Online Survey Summary

Question 1: Do you live in Lathrop?

Of the respondents to the survey, 95 percent reported living in the City of Lathrop. Less than 5 percent of respondents to the survey reported living in areas outside of the City.

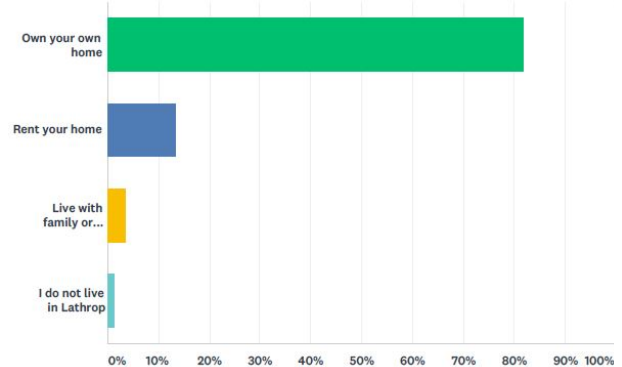
Question 2: How long have you lived in Lathrop or the Lathrop area?

A majority (approximately 66 percent of survey respondents) have lived in Lathrop or the Lathrop area for over 5 years.



Question 3: Do you? (Own your home, Rent your home, Live with friends/family)

Approximately 82 percent of survey respondents own their home in Lathrop. Less than 14 percent of respondents reported renting their home, under 4 percent reported living with friends or family within the area, and less than 2 percent reported not living in the City of Lathrop.



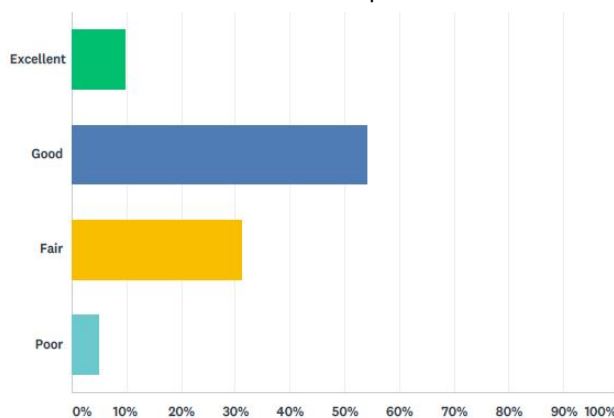
Question 4: Do you work in Lathrop?

Of the survey respondents, 20 percent work in the City of Lathrop. About three-quarters of those who work within the City of Lathrop are business owners in the City. Almost 15 percent of respondents are currently retired from working. Approximately 64 percent of respondents to the survey are currently employed but work outside of Lathrop. Most of those respondents who work outside of Lathrop reported working in the following areas:

- Stockton - 21%
- Bay Area - 13%
- Tracy - 8%
- Livermore - 6%
- San Ramon - 6%
- Manteca - 6%
- Fremont - 6%

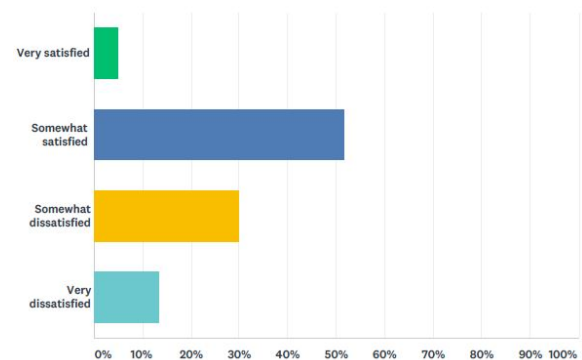
Question 5: How would you rate the quality of life in Lathrop? (Excellent, Good, Fair, and Poor)

A majority (54 percent) of respondents rated the quality of life in the City as 'Good'. Approximately 10 percent of all respondents chose 'Excellent' in their rating for quality of life in the City. Approximately 35 percent of survey respondents chose 'Fair' or 'Poor' as their rating for quality of life. Prevalent themes within the free-response portion of this question include concerns with: crime and safety, traffic, and needing additional retail and entertainment development.



Question 6: How do you feel about the way Lathrop has changed over time?

Of the survey respondents, approximately 57 percent identified feeling 'Somewhat Satisfied' or 'Very Satisfied' with the way Lathrop has changed over time. Approximately one-third of all respondents reported feeling 'Somewhat Dissatisfied' or 'Very Dissatisfied' with the way Lathrop has changed over time. The free-response portion of this question is included in Appendix D.



Question 7: What would you like to see more of in Lathrop? (Pick up to three)

Survey respondents had the ability to pick up to three options from a list of various amenities or opportunities that could be better incorporated into Lathrop. The most frequently chosen answers were: restaurants, shops, entertainment/cultural facilities, jobs, and walking path/ trails. The top 10 results are included below:

- Restaurants - 67%
- Shops - 64%
- Entertainment/cultural facilities - 33%
- Jobs - 28%
- Walking paths/trails - 26%
- Variety of housing choices - 13%
- Parks/recreation - 11%
- Public Transit - 11%
- Bike lanes - 10%
- Professional offices - 7%



Question 8: Please rate your level of satisfaction on a scale from 1 to 5 (1 – very satisfied, 2 – somewhat satisfied, 3 – mixed, 4 – somewhat dissatisfied, 5 – very dissatisfied, N/A – No Opinion) with the following:

Lathrop as a place to live	Fire services
Lathrop as a place to work	Emergency medical services
Lathrop as a place to bring your out of town friends and family to visit	Police services
Lathrop's physical appearance	Activities for youth
Traffic flow in and through the City	Activities for seniors
Maintenance of streets	Community gatherings and events
	Availability of daily goods and services
	Existing parks and recreation facilities

Question 8 allowed respondents to rank their satisfaction with each of the 14 topic areas provided. The topic areas where a majority of the respondents used favorable descriptors- 'Somewhat Satisfied' or 'Very Satisfied' include:

- Lathrop as a place to live
- Fire services
- Emergency medical services
- Existing parks and recreation facilities

Topic areas where a majority of the respondents used unfavorable descriptors- 'Mixed', 'Somewhat Dissatisfied', or 'Very Dissatisfied'- include:

- Lathrop as a place to work
- Lathrop as a place to bring your out of town friends and family to visit
- Lathrop's physical appearance
- Activities for youth
- Activities for seniors
- Community gatherings and events
- Availability of daily goods and services

Topic areas where the unfavorable and favorable descriptors were roughly equal include:

- Police services
- Maintenance of streets
- Traffic flow in and through the City

Question 9: Rank the priority of the General Plan addressing the following development-related issues on a scale of 1 to 5. (1 - Very Important, 2 - Important, 3 - Somewhat Important, 4 - Low Importance, and 5 - Not Important)

Survey respondents were given a list of 16 distinct issues to which they could rank the level of priority they felt the issue should have in regard to being addressed in the General Plan. There were 5 issues ranked as 'Very Important' by over 50 percent of respondents, which included the topics of: public safety, financial sustainability, attracting shops and restaurants, high quality recreational and social programs services and facilities, and supporting the ACE train extension. The table below includes the full list of topic areas and the associated percentage of participants that considered the priority as "very important (listed In order of importance):

Table 3 General Plan Priority Ranking

Topic	%
Maintain public safety services	84%
Maintain the City's financial sustainability	67%
Attract shops and restaurants	59%
Maintain a high level of quality recreation, leisure, and social programs and facilities	54%
Support the success of the Altamont Corridor Express (ACE) extension	52%
Retain the community's small-town character	48%
Preserve and protect historical structures, facilities and other locations	48%
Improve existing housing/neighborhoods	46%
Preserve scenic views	46%
Economic growth/job creation	44%
Make walking/biking around the community easier	41%
Improve the overall road system	40%
Make local efforts to address climate change	34%
Increase amount of parks/open space facilities	26%
Locate new housing with convenient access to public transportation	20%
Expand housing choices	13%



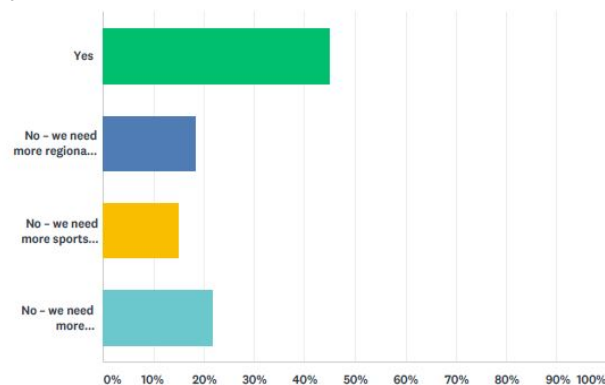
Question 10: What types of jobs or industries should Lathrop try to attract? (Pick up to three)

Participants in the survey had the option to choose up to three specific industry/job areas to select as job types that the City of Lathrop should attempt to attract. The preferred job identified by participants in descending order were:

- Retail and sales - 60%
- Hi-tech jobs - biotech, computers, etc. - 52%
- Medical - 35%
- "Green" industries - 35%
- Professional - accountants, lawyers, etc. - 23%
- Service industries and trades - 23%
- Agriculture-related support industries - 22%
- Energy production - 10%

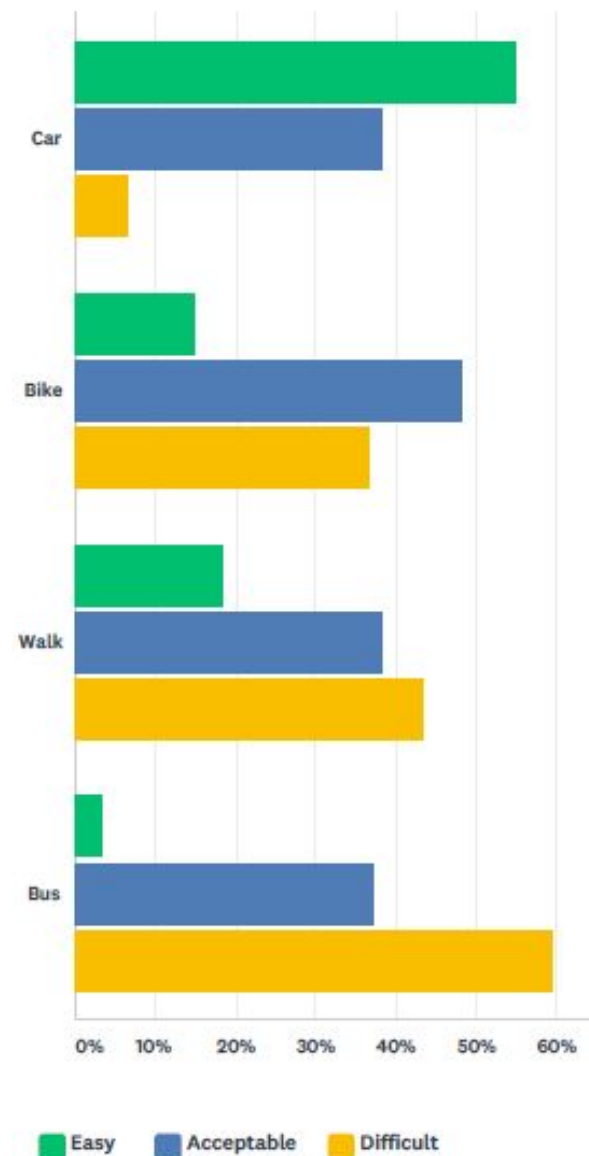
Question 11: Are there enough parks and recreation facilities in Lathrop?

A majority (45 percent) of respondents identified that Lathrop has enough parks and recreational facilities. Approximately 40 percent of respondents identified a need for more community and regional parks, while 15 percent identified needing more sports fields.



Question 12: How easy is it to move in and around Lathrop using: car, bike, walk, or bus?

Survey respondents were given the option of rating the usability of four different modes of transportation (Car, Bike, Walk, or Bus) as either 'Easy', 'Acceptable', or 'Difficult'. The bar graph below depicts the results of Question 12.



Question 13: From the following list of goals, please rank the THREE most important issues in order from highest priority (1) to lowest (3).

- Preserve and improve the physical condition of the community
- Enhance and expand public services and amenities, such as public safety and parks
- Attract and retain quality jobs in a variety of industries
- Strengthen coordination and partnerships with local agencies and neighboring jurisdictions
- Strengthen coordination and partnerships with residents and local organizations
- Improve the fiscal viability of the City
- Conserve natural resources through protecting water supply, wildlife habitat, and open space
- Expand types of housing and range of affordability of housing
- Improve pedestrian and bicycle connections and make it easier to get around the City without a car
- Expand recreation programs, including for youths and seniors

Respondents Top 3 Goals were prioritized as follows:

Top 3 First Priorities

- Enhance and expand public services and amenities, such as public safety and parks
- Preserve and improve the physical condition of the community
- Attract and retain quality jobs in a variety of industries

Top 3 Second Priorities

- Improve the fiscal viability of the City
- Expand recreation programs, including for youths and seniors
- Preserve and improve the physical condition of the community

Top 3 Third Priorities

- Improve pedestrian and bicycle connections and make it easier to get around the City without a car
- Expand types of housing and range of affordability of housing
- Strengthen coordination and partnerships with local agencies and neighboring jurisdictions

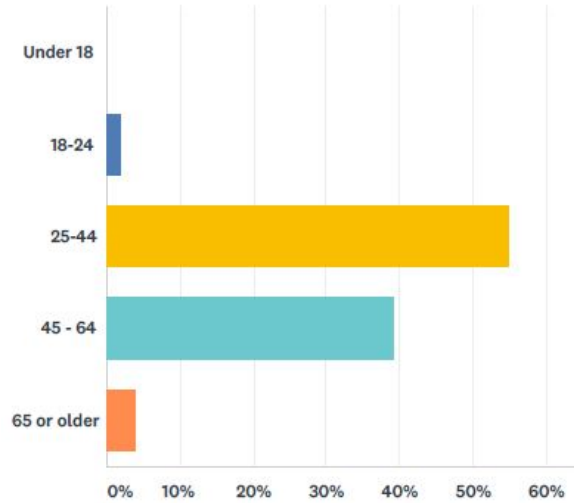
Question 14: Thinking about the future of Lathrop, what three words or phrases best describe how you would like to see the community in 2040? Below are the most common words used by participants. Complete survey results are included in Appendix D.

Clean community Safe Family Affordable
community Friendly Family crime Safe Small town
Restaurants community Safe Good



Question 15: Your age group is:

The most common age group for respondents was those within the ages of 25 and 44, which made up 55 percent of all survey-takers. A large majority—approximately 98 percent—of community members who participated in the survey were 25 or over. The lowest demographics for survey takers were community members under the age of 24. The graph below shows the distribution of ages of survey participants.

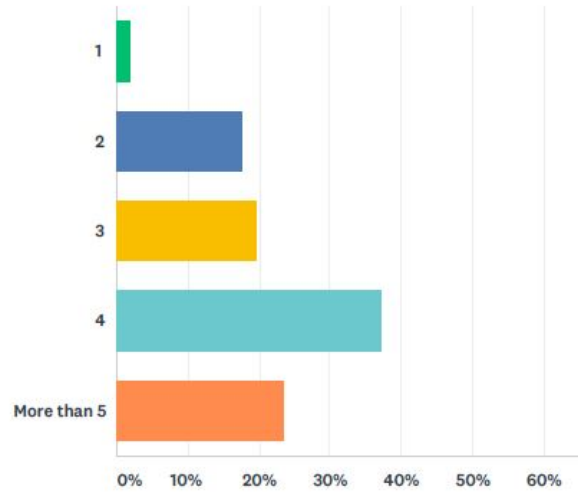


Question 17: Is there anything else you would like to share with the City regarding its General Plan Update?

Question 17 provided respondents the opportunity to elaborate on their responses to previous survey questions and share their broader concerns with the City. Responses to Question 17 were highly variable. To see responses to Question 17 and to explore specific community member opinions on the General Plan Update, please see the attached raw survey data contained in Appendix D.

Question 16: How many people live in your household?

A majority of survey participants have between 2 and 4 people living in their household. Based on this data, and data from Question 15 related to age demographics, it is likely that a large percentage of survey participants are parents or adults living in family households. The bar chart below shows a detailed layout of household size for survey respondents.



Question 18: If you would like to receive notifications for upcoming General Plan Update events or be notified when draft documents are available for your review, please provide your email address.

Question 18 provided respondents the opportunity to share their email address to be included on the General Plan Updates noticing list. The responses for the question will be used by the city to keep the interested individuals informed of upcoming events and reports, but results have been excluded from this document and Appendix D to ensure survey respondent's privacy.



NEXT STEPS

The goal of the Visioning Workshops and online survey was to start a conversation with the Lathrop community regarding their vision for the City and how the General Plan should address key issues, opportunities, and challenges that are most important to Lathrop. Using this feedback, a vision statement, and core values will be defined and included in a vision report, which will be available on the project website concurrently with this community outreach summary report. Additionally, City Staff, the consultant team, and the City's General Plan Technical Steering/Advisory Committee will continue to use this information as well as other future milestone reports to evaluate priorities and develop goals, policies, and actions that best reflect the community's vision for the future.

For information on how to stay involved, and view project documents, please visit:

www.Lathrop.GeneralPlan.org or contact the City of Lathrop:

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