



Community Intercept Events Summary

Walnut General Plan

June 21, 2016

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Intercept Summary

Introduction

MIG, in collaboration with City of Walnut and Veronica Tam & Associates, conducted two intercept events at some of the more popular community gathering spaces in the City. The purpose of the intercept events was to engage the community in the planning process in a casual, fun way and ultimately, to inform the community of the development of the Walnut General Plan Update. The sessions were designed to be interactive, thus allowing participants to share a wide range of perspectives. Community intercepts—particularly those at popular community gathering places—involve community members of all ages and allow for the capture of the ideas of residents who may not normally participate in more conventional public involvement activities. Intercept events at popular locations also disseminate awareness of the General Plan Update process.

This summary report outlines the methodology and results of the intercept events.



Methodology

City staff and MIG collaborated on developing the format, design, and text of the interactive display boards. Two locations in Walnut were chosen for the activities based on their reputation as popular gathering places for Walnut residents. This strategy maximized the potential number of respondents and involved participants with diverse interests. The intercept locations below were held on Thursdays in the morning and afternoon as follows:

1. Donut Tree, 388 N. Lemon Avenue - May 12, 2016, 9:00 A.M. to 11:00 A.M.
2. Starbucks, 505 N. Grand Avenue - May 19, 2016, 1:00 P.M. to 3:00 P.M.

The Donut Tree was intended to target Walnut seniors who gather at that location during weekday mornings. The Starbucks location was intended to target young teens, which is a popular gathering spot after school. Suzanne Middle School, which is about a mile from the Starbucks location, provides early dismissal for students at 12:30 pm on Thursdays.

Three interactive display boards were set up at each location to maximize visibility of the event and encourage participation (see exhibits at the end of this summary). City staff and the consultants staffed the events and assisted participants by answering questions about the General Plan and explaining how to use the display boards. For two of these boards — “What do you VALUE MOST in Walnut?” and “What would you most like to see IMPROVED OR EXPANDED in Walnut?” — participants interacted with the boards using six colored dots they were provided at the event, and were instructed to use a maximum of 3 dots on each board to register their top 3 choices from the 10 displayed on each board. On one of the boards (“What is your VISION for the FUTURE of Walnut”), participants had the option to write on sticky notes or on the board itself to share their ideas and vision for Walnut. Two non-interactive boards for reference were also displayed at each event: a large-format map of Walnut and an information board explaining the General Plan process.

Approximately 80 people provided feedback at the intercept events, and the boards had 372 dot responses and 16 written comments.

Table I: Responses Received

Boards	Dot and Written Responses		
	Donut Tree	Starbucks	Total
“What do you VALUE MOST in Walnut?” (dots)	63	132	195
“What would you most like to see IMPROVED OR EXPANDED in Walnut?” (dots)	42	135	177
<i>Subtotal</i>	105	267	372
“What is your VISION for the FUTURE of Walnut?”	7	9	16
Total Responses Recorded on the Boards	112	276	388

Documentation

Board 1: What do you VALUE most in Walnut?

Respondents chose from the 10 choices provided on the display board and were asked to stick their colored dots of their top 3 choices that responds to Question 1 using no more than one dot per choice. Table 2 and Figure 1 display the results.

For all responses received, the three most popular choices were: 1) Safe environment; 2) Open space, creeks, and green areas; and 3) Walnut shops and restaurants. Approximately 45.6 percent of the responses were for these three categories.

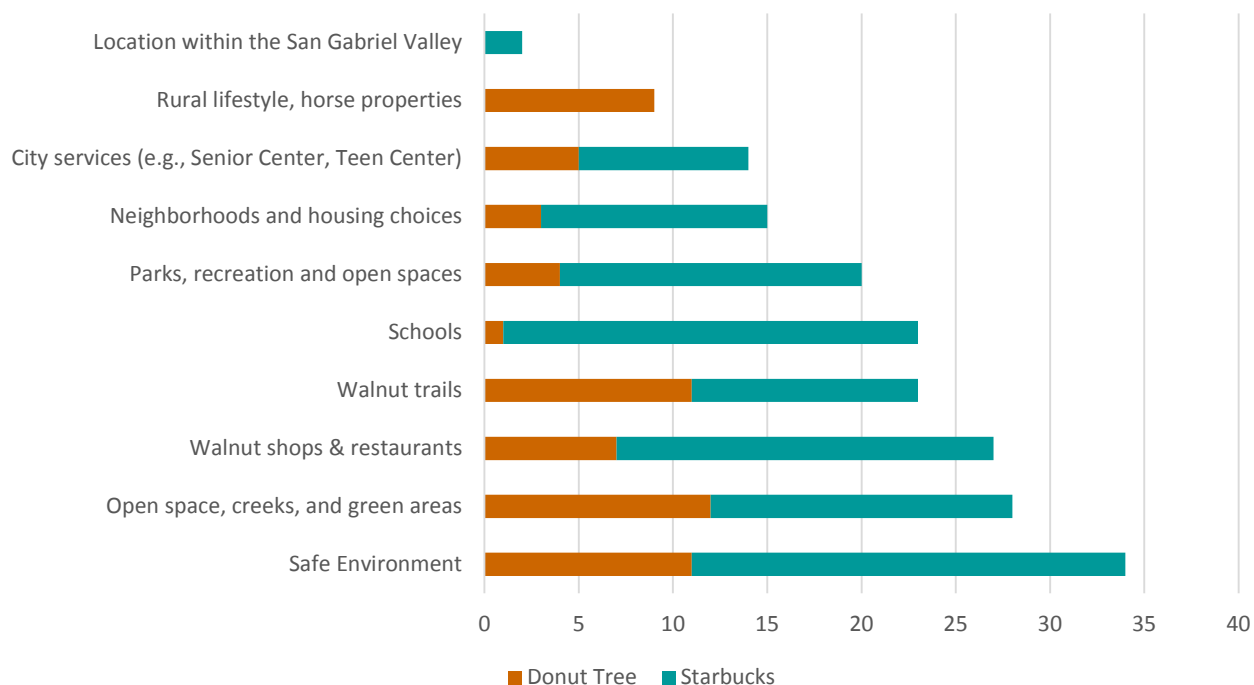
The top three choices from participants at Donut Tree were 1) Open space, creeks, and green areas; 2) Safe environment; and 3) Walnut trails. Approximately 54.0 percent of the responses were for these three categories. The City staff and consultant team staffing this event noted that the participants tended to represent an older demographic.

At the Starbuck’s intercept station, the top three choices were 1) Safe environment, 2) Schools, and 3) Walnut shops and restaurants. Approximately 49.2 percent of responses received were for these three categories. In contrast to the Donut Tree location, participants at Starbuck’s included many students from nearby schools.

Table 2: What do you VALUE most in Walnut?

Board Choices	Responses					
	Donut Tree		Starbucks		Total	
	No.	% of Total	No.	% of Total	No.	% of Total
Safe Environment	11	17.5%	23	17.4%	34	17.4%
Open space, creeks, and green areas	12	19.0%	16	12.1%	28	14.4%
Walnut shops & restaurants	7	11.1%	20	15.2%	27	13.8%
Walnut trails	11	17.5%	12	9.1%	23	11.8%
Schools	1	1.6%	22	16.7%	23	11.8%
Parks, recreation and open spaces	4	6.3%	16	12.1%	20	10.3%
Neighborhoods and housing choices	3	4.8%	12	9.1%	15	7.7%
City services (e.g., Senior Center, Teen Center)	5	7.9%	9	6.8%	14	7.2%
Rural lifestyle, horse properties	9	14.3%	0	0.0%	9	4.6%
Location within the San Gabriel Valley	0	0.0%	2	1.5%	2	1.0%
Total Responses Received	63	100.0%	132	100.0%	195	100.0%

Figure 1: What do you VALUE MOST in Walnut?



Question 2: What would you most like to see IMPROVED OR EXPANDED in Walnut?

Respondents chose from the 10 choices provided on the display board and were asked to stick their colored dots of their top 3 choices that responds to Question 2 using no more than one dot per choice. Table 3 and Figure 2 display the results

For all responses received, the three most popular choices were 1) Upscale restaurants; 2) Community Services/Events; and 3) Parks, recreation, and open space. Approximately 55.1 percent of responses received were for these three categories.

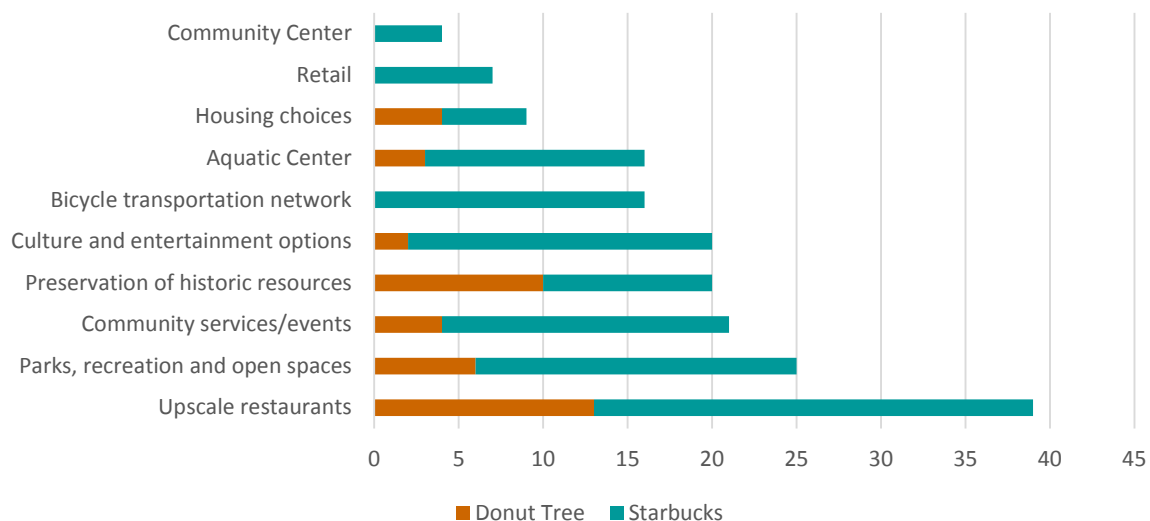
The top three choices with participants at Donut Tree were 1) Upscale restaurants; 2) Preservation of historic resources; and 3) Parks, recreation, and open space. Approximately 69.0 percent of responses received were for these three categories.

At Starbuck’s, participants identified 1) Upscale restaurants; 2) Parks, recreation, and open space; and 3) Culture and entertainment options as their top three priorities. Approximately 46.7 percent of responses received were for these three choices.

Table 3: What would you most like to see IMPROVED OR EXPANDED in Walnut?

Board Choices	Dot Responses					
	Donut Tree		Starbucks		Total	
	No.	%	No.	%	No.	% of Total
Upscale restaurants	13	31.0%	26	19.3%	39	22.0%
Community services/events	4	9.5%	17	12.6%	21	19.0%
Parks, recreation and open spaces	6	14.3%	19	14.1%	25	14.1%
Culture and entertainment options	2	4.8%	18	13.3%	20	11.9%
Bicycle transportation network	0	0.0%	16	11.9%	16	11.3%
Preservation of historic resources	10	23.8%	10	7.4%	20	9.0%
Aquatic Center	3	7.1%	13	9.6%	16	9.0%
Retail	0	0.0%	7	5.2%	7	5.1%
Housing Choices	4	9.5%	5	3.7%	9	4.0%
Community Center	0	0.0%	4	3.0%	4	2.3%
Total Responses Received	42	100.0%	135	100.0%	177	100.0%

Figure 2: What would you most like to see IMPROVED OR EXPANDED in Walnut?



Question 3: What is your VISION for the FUTURE of Walnut?

Participants were asked write on sticky notes or on the board itself to share their ideas and vision for Walnut. (See the immediate following pages for a complete list of responses.) The common themes that emerged from the written responses to Question 3, broken down by intercept location, were as follows:

Donut Tree Location

- **Multifamily Housing:** Two responses were received to limit multifamily housing in the City.
- **Traffic:** Four responses were received that express concern about traffic, particularly traffic safety.
- **Safety:** Two responses were received about this topic without particular elaboration on the specific safety concern.

Starbucks Location

- **Movie theater:** Five responses were received that indicated a desire for a movie theater in the City.
- **Retail options:** Responses were received denoting preference for more retail options, with respondents describing various retail and restaurants that currently do not exist in the City.
- **Skateboard Park:** One response was received for this amenity.

Written Responses

Donut Tree Location (number of repeated comments indicated in parenthesis)

1. Limit the size of homes to current average size of neighborhood.
2. Follow General Plan. Enforce it. If we would have followed the plan in place we wouldn't have to worry about a new one. Enforce it.
No new apartments. Limit multifamily housing. Enforcement of codes, mainly parking.
3. Safety!! More focus on our traffic laws.
4. Traffic (2)

5. Safety (2)
6. Safety, traffic, no big houses. More trees, police cruising.

Starbucks Location (number of repeated comments indicated in parenthesis)

1. Church's Chicken (Restaurant)
2. Lazy Dog (Restaurant)
3. Movie theater (4)
4. Nike Store
5. Skateboard Park
6. Small mom and pop business

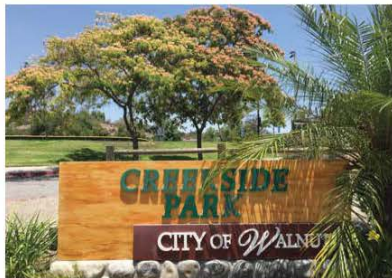
Exhibits: Intercept Display Boards

Follow the General Plan Process



Envisioning Walnut's Future

The City of Walnut is updating its General Plan to chart a course for the future.



The City wants to hear your ideas!

Take a few minutes to answer the questions on these display boards. Then visit the website to learn more about the planning process and complete a short survey about planning for future needs in our City.



Use your mobile phone to scan the QR code and fill out the online survey.



Quick Response (QR) Code



Go to the survey link:
<https://www.surveymonkey.com/r/WalnutVisioningQs>

To learn more, visit:
<http://www.ci.walnut.ca.us/general.asp?id=381>

What do you VALUE MOST in Walnut?

What do you VALUE MOST in Walnut?

▶ **Stick colored dots next to your top 3 choices:**

Neighborhoods and housing choices	Safe environment
Location within the San Gabriel Valley	Rural lifestyle, horse properties
City services (e.g., Senior Center, Teen Center)	Parks, recreation and open spaces
Walnut trails	Walnut shops & restaurants
Schools	Open space, creeks, and green areas
Other (place a sticky note here to describe):	

What would you most like to see IMPROVED OR EXPANDED in Walnut?

What would you most like to see IMPROVED OR EXPANDED in Walnut?

▶ **Stick colored dots next to your top 3 choices:**

Housing choices	Parks, recreation and open spaces
Aquatic Center	Community Center
Upscale restaurants	Retail
Community services/events	Preservation of historic resources
Bicycle transportation network	Culture and entertainment options
Other (place a sticky note here to describe):	

What is your VISION for the FUTURE of Walnut?

What is your VISION for the FUTURE of Walnut?

▶ Write your ideas!

My vision for the future of Walnut is...

