

Moraga 2040 General Plan Community Workshop Summary Report

TOWN OF MORAGA GENERAL PLAN UPDATE

April 30, 2024

5-7 PM

**Hagerty Lounge at De La Salle Hall, Saint Mary's College
Moraga California**

Town of Moraga Planning Department

in collaboration with

Barry Miller Consulting

Publication Date: May 24, 2024

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Introduction

This report provides a summary of a community open house convened for the Moraga 2040 General Plan Update on April 30, 2024. The open house is one of several ways the Town is engaging the community in the General Plan Update. It supplements the numerous meetings being convened with neighborhood groups, civic organizations, Town commissions and committees, and stakeholder groups, as well as the project website, Council and Planning Commission Study sessions, and other measures to inform and involve the community. The Open House provided a forum for all Moraga residents to express their views, concerns, and aspirations for the town's future.

The Open House took place from 5:00 to 7:00 PM on a Tuesday evening at the Hagerty Lounge in De La Salle Hall on the campus of Saint Mary's College. Hagerty Lounge is a campus event space designed to accommodate college and community events. The Open House was advertised through social media, the Town's electronic message board, a banner at Commons Park, emails to the General Plan mailing list, announcements at public meetings, press releases, and direct outreach to HOAs and community organizations. Approximately 60 people attended the meeting, excluding staff and consultants.

Town Staff was represented by Town Manager Scott Mitnick, Planning Director Afshan Hamid, Public Works Director Shawn Knapp, Police Chief Jon King, Principal Planner Brian Horn, Associate Planner Mio Mendez, Senior Administrative Assistant Suzie Mele, and General Plan Consultant, Barry Miller. Also present were Mayor Teresa Onoda, Vice-mayor Steve Woehleke and Vice Chair for Planning Commission Alexis Mapel. Technical assistance was provided by Saint Mary's College staff.



The first part of the meeting included a presentation and “Town Hall” Q&A period

Meeting Format and Content

This meeting incorporated several different formats, with the objective of making the event fun, easy to follow, and meaningful for participants:

- The first 30 minutes and last 15 minutes of the meeting used a “town hall” format with theater-style seating. The first 30 minutes included opening remarks and a staff presentation, followed by audience Q&A. The last 15 minutes included a wrap-up, a random drawing of names for door prizes, and additional Q&A.
- Small group discussions occurred during the meeting. These discussions occurred at four topical “stations” that were assembled in different parts of the room. The discussions were curated by staff and were intended to orient attendees to an interactive exercise to be completed at each station. The stations also provided additional time for Q&A related to the topic area and the project as a whole.
- An “open house” format was used for the displays, giving participants the flexibility to review the information at their own pace. The open house included other exhibits related to the General Plan.

Pre-Meeting

Participants began to arrive at the meeting shortly after 4:30 PM. Attendees signed in and were given a number from 1 to 4 on their name badges. This indicated the small group to which they would later be assigned. Attendees received a tote bag at the door with additional information on long-range planning in Moraga, flyers on Accessory Dwelling Units, and comment cards that could be used to provide long-term planning ideas or to address immediate operational issues such as road repair. Once registered, attendees could browse the exhibits, enjoy light refreshments, and visit with other attendees.

Each tote bag included a “passport,” which attendees were instructed to have “stamped” after completing the interactive exercise at each station in the workshop. A fully stamped passport would qualify each attendee for a door prize drawing at the end of the meeting.

Opening Remarks and Presentation

The meeting was called to order at 5.10 PM. All attendees were seated in a theater-style seating area in the center of the room. Chairs were oriented toward a podium and screen for the initial presentation.

Mayor Teresa Onoda welcomed attendees. Her remarks emphasized the importance of the General Plan to protecting Moraga’s character as well as its potential to revitalize the commercial centers and make the town more dynamic. Planning Director

Afshan Hamid thanked participants for attending and explained the purpose of the General Plan and the context for planning in Moraga. Consultant Barry Miller provided a PowerPoint presentation explaining the format and organization of the meeting. He briefly reviewed the interactive exercises that would occur at each station.

The introductory remarks ended at 5:35 PM. At this point, there was a general “Q&A” session. Attendees could ask questions about the General Plan or the meeting itself. A number of clarifying questions were asked and staff responded as appropriate:

- How many housing units were identified in the Housing Element? How many are planned now?
- What if we have a question and it doesn't get answered at the stations?
- Can we make this material available to those who couldn't attend?
- Firewise Community Events are a good way to raise awareness of fire mitigation. Participation in such events may be a step toward reduced insurance rates. Residents should participate and organize these programs.
- Can you summarize the major accomplishments of the 2002 General Plan—just a few bullet points?
- Is the annual progress report on the website?
- Fire insurance is a major challenge. Additional meetings are planned to discuss this issue at a future date.



Mayor Onoda welcomes participants to the workshop



Each station included an “overview” poster and an interactive exercise for participants

Interactive Stations

The second part of the workshop began at 5:45 PM. The approximately 60 attendees were divided into four groups of roughly 15 people each. Each group was asked to report to a particular station. After 15 minutes, a virtual “airhorn” was sounded and the small group rotated clockwise to the next station. This format enabled each group to visit all four stations over the course of an hour, spending 15 minutes at each station. Each station had an assigned staff representative, responsible for explaining the exercise, responding to questions, and assisting as needed.

The stations and the interactive exercises are described below:

- The **“Transportation”** station included an overview of the General Plan Transportation Element, a comment board, and a prioritization exercise. The Director of Public Works was assigned to this station and responded to questions and comments.

Participants were given five adhesive dots and asked to select their top five transportation priorities from a list of 15 choices. The 15 priorities were printed on two large wall-mounted posters. A third poster simply asked participants what was “working well” with respect to transportation, and what “needs improvement.”

Participants were given post-it notes to write their responses and stick them on the board.

- The “**Community Design**” station included an overview of the General Plan Community Design Element. The Town's Principal Planner was assigned to this station and responded to questions and comments.

Participants were given a scorecard and were asked to participate in a Visual Preference Survey (VPS). A Visual Preference Survey is a planning tool used to obtain public feedback on physical design alternatives. The survey consists of a series of photographic images that a group of participants must score according to their preference. Cumulative scores are developed for each image based on the scores of everyone in the group. This input is used to shape policy decisions related to building form, design, and public space improvements.

A description of the survey and the findings is provided in the analysis later in this report. The survey results are in Appendix E of this report.

- The “**Sustainability and Resilience**” Station included a discussion of sustainability and climate impacts and a list of potential sustainability and resilience measures. The station was staffed by the Town's Associate Planner, who was available to answer questions and receive comments.

A “dot exercise” at this station included four posters with different strategies for becoming a more sustainable and/or resilient community. There were 16 sustainability strategies and 15 resilience strategies listed. Participants were given 31 dots and asked to stick the dots in columns beside each listed strategy. The columns corresponded to priority levels of “low,” “medium,” “high,” and “highest.” Participants could also indicate that a measure was “not a priority” or something they did not support.

- The “**Economic Vitality**” station included an overview of the new Economic Vitality Element and a poster with “fun facts” about Moraga's economy. The Town's Planning Director was assigned to this station and responded to questions and comments.

The station featured two tabletop aerial photos. One showed the Rheem commercial area and the other showed the Moraga Center commercial area. Participants were given post-it notes and asked to jot down comments about the centers, focusing on services and business types they would like to see in the future. To the extent possible, participants were asked to place the post-it notes in locations related to the comment.

A QR code was embedded on each poster. Scanning the QR code with a smart phone opened a short electronic survey on the topic, providing another means of providing feedback on the topic. Most participants did not use the QR codes, but about a dozen surveys were completed.

In addition to the stations, there were other exhibits to visit. These included a staffed table with easels relating to the Local Hazard Mitigation Plan (LHMP). The LHMP station had information about hazards in Moraga, as well as the Countywide LHMP Update. The displays also included a General Plan Map, and a poster listing the General Plan Elements. There was also information on the Nixle community warning system, and the Town's accessory dwelling unit program.

Participants were also encouraged to complete a "Mad Libs" style exercise in which they filled in the blanks in a "short story" about Moraga in 2045. These were posted to a bulletin board as they were completed.

The "station rotation" portion of the meeting lasted roughly one hour. Almost all participants visited each station, although some did not complete the exercises, and some did not stay in their assigned group for the full hour. The 15-minute rotation interval was loosely enforced, creating a more casual atmosphere as participants visited the exhibits. It is notable that at the end of the hour, almost all participants were still present and very few left the meeting while it was in progress.

Closing Remarks and Prizes

At 6:45 PM, the attendees reconvened in the audience-style seating area. Staff reviewed next steps and took additional questions from the audience. The following questions/comments were made:

- There is a Chamber of Commerce event at the Moraga Library to discuss Fire Insurance.
- The meeting was good, but the public should have a chance to weigh in on all elements, not just the four covered at tonight's meeting.
- Do a vulnerability assessment and share that information.
- Make the notes and "voting" results from this meeting available for community review.

Several door prizes were then awarded to participants. These consisted of gift cards to local businesses.

The meeting was adjourned at 7 PM. Staff remained on site until approximately 7.30 to respond to additional questions, chat with attendees, and disassemble the exhibits.

Analysis of Meeting Exercises

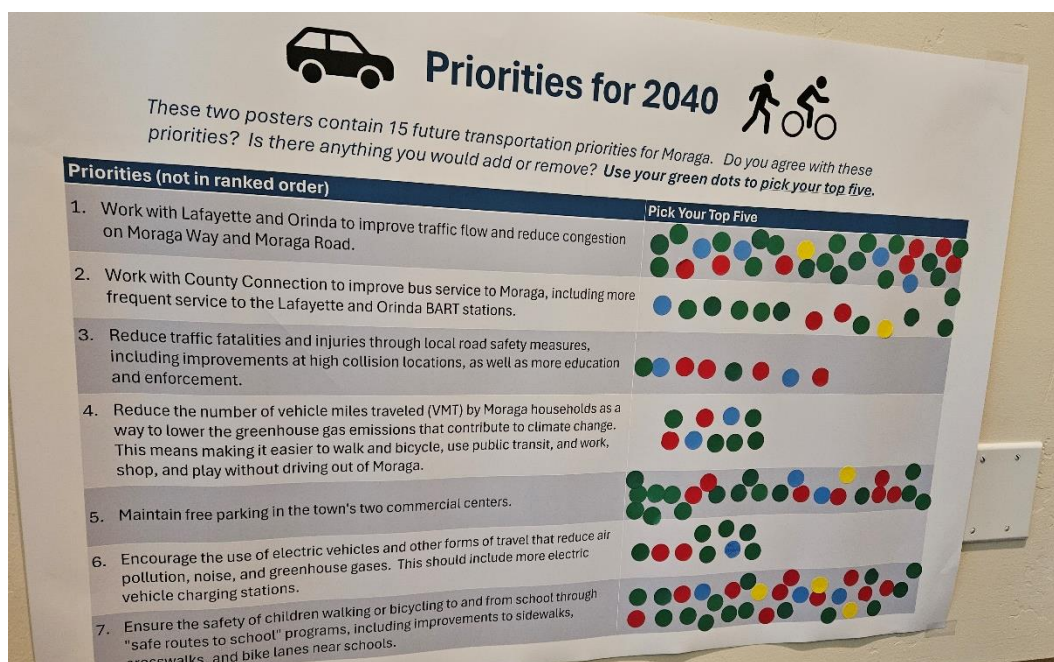
This section of the report describes the outcomes of the various exercises conducted at the meeting. It is organized by "station," with an additional section on the comment cards, Mad Libs "ice-breaker" activity, and on-line surveys at the end.

The appendices to this report provide detailed transcripts from each station, including comments from post it notes and the "scores" from the dot exercises and Visual Preference Survey.

Transportation

What's Working Well? What's Not Working?

Overall, participants had more feedback on what was not working than what was working. Many of the comments on what was not working related to limited access to BART, lack of pedestrian safety features, poor walkability, school-related congestion and idling, and congestion in general. Suggestions included school buses for the high school, more transportation options for seniors, a BART shuttle, and greater pedestrian improvements such as push-button "HAWK" (High-Intensity Activated Crosswalk) beacons. Other suggestions included more frequent transit, sidewalks and storm drains along Rheem Boulevard, and more bike lanes. Participants were supportive of new bike lanes, coordinated bus schedules, and recent pedestrian safety improvements.



Transportation prioritization exercise

Table 1: Transportation Priority Dot Voting Results

Summary: Participants were given this list of 15 potential priorities and asked to pick their top five. The table shows those selected, in descending order.

Rank	Priority	Votes
1	Ensure the safety of children walking or bicycling to and from school through "safe routes to school" programs, including improvements to sidewalks, crosswalks, and bike lanes near schools.	31
2	Work with Lafayette and Orinda to improve traffic flow and reduce congestion on Moraga Way and Moraga Road.	30
3	Maintain free parking in the town's two commercial centers.	26
4	Consider the use of shuttles to connect Saint Mary's College to the town's commercial centers, and to connect the Moraga and Rheem Centers to BART.	19
5	Maintain roads and pavement in excellent condition. Pursue additional funding sources to ensure road maintenance.	17
6	Improve connections between Moraga's two commercial centers and nearby neighborhoods, making it easier to get to these areas without driving.	15
7	Work with County Connection to improve bus service to Moraga, including more frequent service to the Lafayette and Orinda BART stations.	13
8	Reduce the number of vehicle miles traveled (VMT) by Moraga households as a way to lower the greenhouse gas emissions that contribute to climate change. This means making it easier to walk and bicycle, use public transit, and work, shop, and play without driving out of Moraga.	9
9	Encourage the use of electric vehicles and other forms of travel that reduce air pollution, noise, and greenhouse gases. This should include more electric vehicle charging stations.	9
10	Reduce traffic fatalities and injuries through local road safety measures, including improvements at high collision locations, as well as more education and enforcement.	8
11	Create an interconnected network of bike routes in Moraga, including better connections to Lafayette and Orinda.	8
12	Support County transportation services such as "dial-a-ride" for seniors, disabled persons, and others needing assistance in getting around.	8
13	Take steps to reduce speeding, including traffic "calming" measures such as speed humps, stop signs, special pavement, signage, digital speed indicators, and narrower streets.	6
14	Ensure that new development "pays its way" and addresses its impacts on roads and traffic.	3
15	Modernize Moraga's transportation system over time to address new technologies such as driverless vehicles.	0

Community Design

Four wall posters with a total of 48 images were “scored” by participants. Poster One included 14 multi-family housing images. Poster Two included 12 townhome images. Poster Three included 10 mixed use images. Poster Four included 12 public realm images (streets, plazas, crosswalks, etc.). Participants were asked to rate each image using a numeric scale ranging from minus 3 to plus 3. A score of minus 3 indicated a strong negative reaction to the image. Scores of minus 2 and minus 1 corresponded to negative and somewhat negative reactions. A score of plus 3 indicated a strong positive reaction, while plus 2 was positive and plus 1 was somewhat positive. A score of zero indicated a neutral reaction or no opinion. Most participants were able to score all images in the 15-minute interval; a few left some lines in their scoresheets blank.

A cumulative score between minus 3 and plus 3 was calculated for each image. The score equaled the sum of all votes, divided by the number of votes received for that image. In general, scores were lower for multi-family housing images than for the other categories. The highest scores tended to be in the public realm category (average +0.98), followed by the mixed-use category (+0.24).

Multi-Family Scores

The overall average for the 14 multi-family images was -0.645. Five of the 14 images received positive cumulative scores and nine received negative cumulative scores. The highest scoring image (+1.44) is an early evening photo of a four-story multi-family project (Alexan Kendry Apartments in the San Gabriel Valley). The photo includes contemporary residential architecture, with outdoor common space and decorative lighting. Another high-scoring image (+0.66) is 914 Brown (The Mill) in Lafayette, a new condominium project. This project is three stories, featuring contemporary architecture and earth-toned multi-colored siding.

The lowest scoring image in the multi-family series (-2.11) is located on Ascot Drive in Moraga. It is an early 1970s-era multi-family project with tuck-under parking and two stories of housing above. The other low-scoring projects included one that was more urban in profile (built to the street with no front setback), one that included parking in the foreground and repetitive awnings at the first and third floor, and another that incorporated more eclectic architecture.

It is worth noting that a number of participants selected “minus three” for every multi-family image, making the cumulative scores in this category lower than the others.

Townhome Scores

The overall average for the 12 townhome images was -0.043. The number of positive scores and negative scores was roughly equal, and the overall response was more positive than the multi-family category. The highest scoring image (1.46) was from Danville and featured a mix of wood and stone exterior materials, earthtone colors, craftsman-style architectural elements, and a landscaped corner setback.

Also scoring high (1.39) was an image from Portland featuring a row house incorporating wood and stone exterior façade, trellised entryways, and units set back a considerable distance from the street.

The lowest scoring image in the townhome/attached single family series was in Carroll Ranch in Moraga. This image had a composite score of -1.35 and included grayish-green exterior color, double garages, driveways, and side yard entrances. Another low scoring image (-0.97) also was from Moraga, featuring a beige three story townhouse off Rheem Boulevard with a garage on the first level and small deck facing the street. In general, images of two-story townhomes scored higher than three-story townhomes; photos with dominant garages tended to score lower than those where garages were not visible.



Attendees complete the Visual Preference Survey

Mixed-Use Scores

Overall, mixed-use projects scored higher than multi-family and townhome projects. The Mercantile in Lafayette (office/retail/restaurant) scored highest among the 10 images. Two images of this project were included in the Survey and they received cumulative scores of 1.57 and 1.19 respectively. The third highest ranked image (0.85) was a new mixed-use development on Fourth Street in Downtown San Rafael that includes 10 units of housing over ground floor retail. It features three stories, mediterranean-inspired architecture, and a rounded corner element. The Danville Hotel mixed use project (16 units and ground floor retail) also scored well.

The lowest score was given to a two-story mixed-use project at the corner of Short Street and Railroad Avenue in Danville. This development includes multiple exterior materials, including brick, stone, wood, and stucco, and also features multiple colors (beige, white, green, brown).

Public Space Scores

There were 12 images of public space included in the survey. These included the highest-scoring image out of all 48, which is an outdoor dining area at Santana Row (San Jose). This image scored 2.19, with 34 out of 36 scores indicating a positive impression. The Santana Row image includes decorative lighting, large trees and mature vegetation, live music, and people seated outdoors enjoying what appears to be a warm evening. Another image from Santana Row, showing young adults sitting around a fountain with a gateway feature behind them, also scored very well (+1.83). Although Santana Row is a large, urban project, the images used focused on more intimately scaled public spaces.

An image of the exterior of Pizza Antica in Downtown Lafayette scored +2.00. This image, taken from Mount Diablo Boulevard, features a streetside dining patio with umbrellas, a wall with planters separating this space from the sidewalk, and the decorative front façade of the retail building.

The lowest scoring images depicted street infrastructure. These included a tall lighting standard (-0.53) and a brick pedestrian crosswalk (-0.06). Many of the scores for these images were zero or -1/+1, indicating relatively neutral opinions rather than a dislike for the features. In general, photos of infrastructure did not score as well as those of landscaped outdoor spaces with people.

Using the Results

An important benefit of the Visual Preference Survey is selecting appropriate images to use in the General Plan Community Design Element, the Rheem Park Illustrative Guidelines, and other documents showing examples of “good” design. Several of the images ranked very well and provide good examples to inspire and guide future projects in Moraga. Other images ranked poorly and include features that would be less well received. The results also may be helpful in shaping future design policies for multi-family and mixed-use development as well as public space.

It is important to keep in mind that the Visual Preference Survey has limitations. Much of the reaction to an image may depend on the quality of the photograph, lighting, and weather, as well as external factors such as landscaping and the presence of people. Additionally, the rankings reflect the views of a group of 40 people who attended a community meeting, and do not necessarily represent the community at large. Even with these limitations, the Survey provides at least some degree of insight into what might “fit” in Moraga, and what might be less well received.



Attendees prioritize potential sustainability strategies

Sustainability and Resilience

Sustainability Dot Exercise

The Sustainability Dot Exercise included two large posters listing 16 potential strategies for Moraga to become a more sustainable community. Some of these strategies were adapted from the Town's 2014 Climate Action Plan. Others were based on best practices from other communities, or suggestions from sustainability advocates.

Participants were asked to assign a dot to each potential strategy indicating whether its implementation should be a low, medium, high, or "highest" priority, or not a priority at all. A ranking of minus one (-1) was assigned if the strategy was listed as "not a priority at all". The other choices were ranked 1, 2, 3, and 4 respectively. A weighted average was assigned to each strategy based on its cumulative score. A score of "4" would indicate that every participant selected the strategy as a "highest priority." The closer a score was to "4," the higher the level of support. Scores closer to "zero" indicated a lower level of support.

Fifteen of the 16 strategies scored 2 or higher. Ten scored 3 or higher. The top-ranked strategy, with a score of 3.42, was to encourage denser housing in the commercial districts in order to improve walkability and reduce dependency on cars. Second was

improving pedestrian and bicycle infrastructure to reduce dependency on cars (3.32). Third was supporting energy efficiency and conservation (3.31).

The lowest scores were assigned to telecommuting (1.87), decarbonizing buildings (e.g., shifting from natural gas to renewable electricity) (2.09), and using recycled water and graywater for household use (2.46).

As in the other exercises, a low score does not necessarily indicate a lack of support—it simply means this was less favored as a General Plan strategy than some of the others listed. Likewise, the high score for denser housing should be considered in context. It does not necessarily indicate that residents want more high-density housing, but it does indicate that residents would rather see such housing in the commercial areas than in existing residential areas or open spaces.

Participants in this exercise were invited to add their own strategies to the list of 16. Among the additions were:

- More education on the health and safety benefits of clean energy in buildings, including tax and rebate incentives.
- A local commitment to meeting the State's GHG reduction targets (50% reduction by 2030 and carbon neutral by 2045).
- Banning single use plastic bags, or requiring that they be made from recycled plastic.
- Biodiversity and ecological practices.

Table 2 shows the summary results for this exercise.

Resilience Dot Exercise

The Resilience Dot Exercise included two large posters listing 15 potential strategies for Moraga to become a more resilient community. Many of these strategies are already in place, so this exercise in part tests the level of support for current efforts. It is also a helpful way to gauge what new programs might be supported.

Participants were asked to assign a dot to each potential strategy indicating whether its implementation should be a low, medium, high, or "highest" priority, or not a priority at all. A ranking of minus one (-1) was assigned if the strategy was listed as "not a priority at all". The other choices were ranked 1, 2, 3, and 4 respectively. A weighted average was assigned to each strategy based on its cumulative score. A score of "4" would indicate that every participant selected the strategy as a "highest priority." The closer a score was to "4," the higher the level of support. Conversely, scores closer to "zero" indicated a lower level of support.

Table 3 shows the results for this exercise. All 15 of the strategies scored 2 or higher. Twelve scored 3 or higher. The top-ranked strategy, with a score of 3.73, was to conduct additional planning for evacuation in the event of a wildfire or other natural disaster. Second was coordinating with Police and Fire to create shelter in place strategies (3.50). Third was providing additional support for vulnerable populations, especially seniors and persons with disabilities (3.47).

The lowest scores were assigned to cooling centers for extreme heat events (2.33), planting more trees (2.48), and capturing stormwater to reduce flooding (2.63). However, even these actions received relatively high levels of support, with about a third of the respondents listing tree planting and stormwater retention as “highest” priorities.

One of the limitations of this particular dot exercise was that participants were not constrained by cost or limited in the number of strategies they could list as “highest” priority. Some participants appeared to list almost every one of the 15 as “highest” priority. Out of 411 total dots placed on the posters, only three were in the column labeled “not a priority at all.”

Participants also could list their own priorities, if they thought something was missing from the menu. The additions included incentives for household solar battery storage, providing battery storage at community facilities, maintaining a list of people/addresses needing assistance in an evacuation, protecting pollinators, and converting the Town's vehicle fleet to electric (or plug-in hybrid) vehicles.



Information on the Local Hazard Mitigation Plan also was provided

Table 2: Sustainability Priority Dot Voting Results

Summary: Participants were given this list of 16 potential sustainability strategies and asked to rank each one as a low, medium, high or highest priority, or “not a priority at all.” After scores were tallied, a weighted average was calculated. The strategies are listed in descending order below.

Rank		Not a priority/ don't support	LOW	MEDIUM	HIGH	HIGHEST	Total	Weighted Average
1	Encourage denser housing in the center of town, where residents can walk to basic services instead of driving.	0	1	6	4	22	33	3.42
2	Improve bicycle and pedestrian facilities and safety so Moraga is less car-dependent.	0	1	6	10	20	37	3.32
3	Support more energy efficiency and energy conservation measures.	0	0	7	8	17	32	3.31
4	Support better public transportation and shuttle service to BART.	0	2	6	8	20	36	3.28
5	Support more renewable energy use, especially solar energy and/or battery storage.	0	2	6	8	15	31	3.16
6	Expand electric vehicle infrastructure (charging stations, etc.)	0	1	8	10	13	32	3.09
7	Reduce solid waste volumes by promoting recycling, composting, and less consumption.	0	0	8	9	9	26	3.038
8	Update Moraga's Climate Action Plan.	0	1	7	9	10	27	3.037
9	Pursue grants that help homeowners and businesses become more energy independent and shift to renewable energy.	0	4	5	10	14	33	3.03
10	Require water-efficient landscaping and encourage the conversion of lawns to drought-tolerant planting.	0	2	11	10	15	38	3.00
11	Support sustainable businesses and sustainable business practices.	0	0	9	10	6	25	2.88
12	Increase public education and awareness of climate change and climate-related hazards.	0	5	8	8	12	33	2.82
13	Require “green building” measures that go beyond standard State building codes.	0	5	10	6	8	29	2.59
14	Allow recycled wastewater and “graywater” for household use.	2	2	7	7	6	24	2.46
15	Decarbonize buildings (i.e., shift from natural gas to clean energy).	5	6	6	6	9	32	2.09
16	Encourage telecommuting/working from home.	4	6	3	5	5	23	1.87

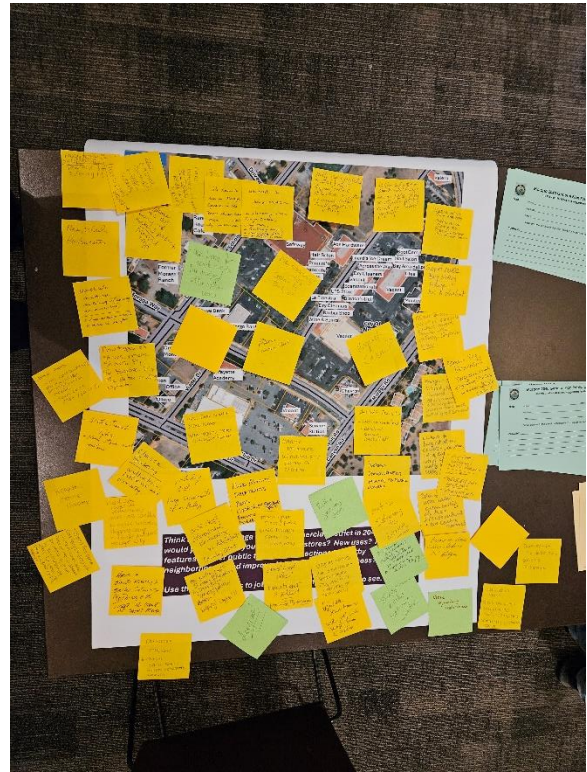
Note: For this table, the weighted average is calculated by multiplying “Not a priority/Don’t support” by minus 1, multiplying “Low” by 1, multiplying “Medium” by 2, multiplying “High” by 3, and multiplying “Highest” by 4, then dividing by the total number of responses in the category.

Table 3: Resilience Priority Dot Voting Results

Summary: Participants were given this list of 15 potential resilience strategies and asked to rank each one as a low, medium, high or highest priority, or “not a priority at all.” After scores were tallied, a weighted average was calculated. The strategies are listed in descending order below.

Rank	Strategy	Not a priority/ don't support	LOW	MEDIUM	HIGH	HIGHEST	Total	Weighted Average
1	Conduct additional planning for evacuation in the event of a wildfire or other natural disaster.	0	0	3	3	27	33	3.73
2	Coordinate with Police and the Fire District to develop “shelter in place” plans for emergencies.	0	0	1	12	15	28	3.50
3	Provide additional focus on vulnerable populations in the event of an emergency, particularly seniors and persons with disabilities.	0	0	3	4	12	19	3.474
4	Lobby for increased access to fire insurance.	0	0	4	8	18	30	3.467
5	Limit development in areas with the highest fire hazards.	0	3	1	6	18	28	3.39
6	Promote neighborhood-level disaster drills, training, and preparedness events, including the CERT program.	0	0	5	7	15	27	3.37
7	Undertake vegetation management and brush clearing programs in open space areas.	0	2	3	8	18	31	3.35
8	Support PGE in efforts to make transmission lines safer and more resilient.	1	1	2	8	17	29	3.31
9	Enforce defensible space requirements around all homes to reduce fire risks.	0	0	4	13	11	28	3.25
10	Prioritize capital improvement projects that make Moraga more resilient.	0	0	4	12	9	25	3.20
11	Support utility undergrounding initiatives.	0	1	8	6	13	28	3.11
12	Create “microgrids” that make Moraga less dependent on the electrical grid for electricity.	0	2	7	9	12	30	3.03
13	Capture stormwater runoff to reduce flooding.	0	6	6	7	8	27	2.63
14	Plant more trees.	1	9	1	7	9	27	2.48
15	Provide cooling centers for extreme heat events and power outages.	1	3	7	7	3	21	2.33

Note: For this table, the weighted average is calculated by multiplying “Not a priority/Don’t support” by minus 1, multiplying “Low” by 1, multiplying “Medium” by 2, multiplying “High” by 3, and multiplying “Highest” by 4, then dividing by the total number of responses in the category.



At the Economic Vitality station, participants shared their thoughts on possible improvements to Moraga's shopping centers

Economic Vitality

Each of the four groups visiting the Economic Vitality station had a lively discussion about potential improvements to the Moraga Center and Rheem commercial districts. Many of the comments applied to both shopping centers and were focused more generally on businesses residents felt were needed in Moraga. Some of the comments were more place-based, including ideas for areas surrounding the shopping centers as well as the centers themselves.

At the Moraga Center, many of the suggestions focused on improving access for pedestrians and cyclists, including safer and better marked crosswalks on Moraga Way and Moraga Road. Comments also addressed making the area more pedestrian-oriented, with continuous sidewalks and a more walkable scale. There were also suggestions to improve access between the shopping centers, upgrade the Safeway store, improve public transit, fix deteriorating asphalt, improve facades and overall maintenance levels, add housing, add "pods" of mobile food carts, improve the selection of retail stores, add medical services, and add housing. Several comments expressed concern about building heights and view preservation.

Suggestions also included reusing the Moraga Ranch for social events, maintaining free parking, providing more outdoor seating areas, and expanding the public library. Commenters also noted the need for more parks and athletic facilities in this area, and potentially a “town square” similar to Healdsburg. Specific suggestions included bringing back a pharmacy, and attracting an independent bookstore, a small hotel and spa, and more community gathering space.

At the Rheem Center, there were suggestions to add housing, daylight the creek, and modernize the center to make it more attractive. Preservation of the Rheem Theater was mentioned multiple times, along with suggestions for a brewpub, more kid-friendly activities, and electric vehicle charging. Several comments asked that parking remain free and that the number of parking spaces not be reduced. Comments also expressed support for higher-end stores, nicer restaurants, and locally-owned businesses (although many of the specific suggestions mentioned national chains).

Figure 1 provides a word cloud showing the types of businesses (as well as other attributes) most commonly referenced in the post it notes for both shopping centers. The size of the word indicates the frequency with which it was mentioned. The full responses transcribed from the post-it notes are included in Appendix B to this report.

Figure 1: Word Cloud of Desired Features in Moraga’s Centers



Many of the comments called for more restaurants. Others called for more parks and green spaces in the centers, including plazas and outdoor seating areas and gathering places. Comments also mentioned housing, bakeries, wine bars, coffee shops, bookstores, pharmacies, a higher-end grocery store, a juice shop, a Pilates studio, and food carts. There were several suggestions for a Saint Mary's College store, selling college merchandise and tickets to college events. There were also requests for "timeless" design and "classy" or "handsome" architecture.

Several respondents named specific shopping centers that could be good models for Moraga, including Marin Country Mart in Larkspur and Town and Country Center in Palo Alto. Downtown Danville, Sonoma, and Healdsburg also were mentioned. There were also numerous suggestions for specific chains including Trader Joe's, Andronico's, Sprouts, Shake Shack, and Sweet Greens.

Other Workshop Take-aways

In addition to the activities at the four stations, participants also provided feedback through "comment cards," the Mad Libs ice breaker exercise, and on-line surveys. These are summarized below.

Comment Cards

Two types of comment cards were made available to Workshop attendees. The first type requested comments on long-range planning ideas and issues. The second type was designed for short-term and more immediate issues, including those related to Town services.

Seventeen cards were turned in. These are transcribed on a single page in Appendix C of this report. Attendees providing comments did not distinguish between long-term and short-term issues and used both types of cards to provide general feedback. Some of the cards addressed the workshop itself. Many of the cards supplemented information provided at the stations—for instance, suggestions for an electric car "fair", "date-night" restaurants, high-density senior housing, and ADU incentives. A few identified immediate needs, such as bike trail repair, or a desire to allow public comment at Council meetings using Zoom.

Mad Libs

The Mad Libs exercise was intended as an icebreaker and a way to create a fun mood for the workshop. However, the responses provide a window into underlying aspirations and concerns about the future.

The exercise asked participants to fill in the blanks in the following story:

“Welcome to Moraga in the Year 2040! The town has successfully preserved its _____ and _____. It has solved the major problems of 2024, including _____ and _____. Our neighborhoods haven’t changed much except that they are now _____ and have a lot more _____. Our shopping centers have really improved with the addition of _____. Getting around town is safer and easier because of _____, while the economy is thriving due to _____. Moraga residents are admired across the Bay Area for their _____.”

There were 16 completed forms submitted. Some of the recurring answers indicated:

- A desire to preserve open space, community character, natural beauty, good schools, friendliness, and a semi-rural feel.
- Major challenges are traffic, wildfire evacuation, high housing costs, poor road condition, and aging shopping centers.
- Neighborhoods should be more walkable, resilient to wildfire, and accessible to younger families and children.
- Shopping Centers should have more grocery stores, restaurants, better retail choices, mixed use development, and gathering places.
- The Town should consider more sidewalks, bike lanes, buses, shuttles to BART, and cleaner transportation options.



Attendees gather for closing comments and door prizes.

QR Code Surveys

As previously noted in this report, each of the four stations included a QR Code on the presentation boards with a link to a short on-line survey. This was intended to retain the interest of workshop participants who completed the station activity early, or were not participating in the small group discussions.

The Transportation QR code opened a survey asking participants to indicate the relative importance of different aspects of Moraga's roadway system (extremely important, important, somewhat important, not important). These aspects included scenic quality, pavement condition, parking, level of congestion and delay, pedestrian and bicycle safety, road hazards for drivers, street lighting, etc. There were no responses to this survey.

The Community Design QR code opened a survey asking participants to indicate their level of support for a menu of possible urban design improvements at the shopping centers. Choices included small outdoor seating areas, larger plazas and outdoor event spaces, more walkable streets, better wayfinding signage, landscaping and trees, water features, better lighting, bicycle paths, more parking, improved building maintenance, etc. Only one response was received, indicating strong support for outdoor spaces and walkability.

The Sustainability and Resilience QR code opened a survey asking two questions. Respondents were first asked about their level of concern with climate change, and then asked to rank their level of concern related to eight specific impacts (wildfire risk, extreme heat, food system impacts, biodiversity impacts, drought, smoke/air quality, human health, severe storms). Six people completed this survey—five indicated they were “very concerned” about climate change and one was “extremely concerned.” The hazards of greatest concern were wildfire and drought.

The Economic Vitality QR code opened a survey asking three open-ended questions: What types of businesses would you like to see in Moraga? What types of restaurants would you like to see in Moraga? What other uses would you like to see in our commercial centers? Four people completed this survey. Desired businesses included restaurants, a new grocery store, café, bakeries, bike shop, sporting goods, and travel agency. Desired restaurants included health food and more ethnic cuisines. Desired activities included more concerts and teen activities.

APPENDICES

- A Transportation Station: “What’s Working” and “What Needs Improvement”
- B Economic Development Station Responses: Desired Improvements at Moraga Center and Rheem Center
- C Comment Cards (names removed)
- D Mad Libs Responses
- E Visual Preference Survey Results

APPENDIX A:

Transportation Policy Board (transcribed post-it notes)

WHAT'S WORKING

- The flashing lights at some of the intersections (someone else wrote "I agree")
- Bike lanes that have green painting at the intersections
- Coordinate bus schedules from Orinda and Lafayette BART which make it easier to reach Moraga
- We have more bike lanes!

WHAT'S NOT WORKING

- Idling at Schools
- Saint Mary's College crosswalk to trail needs flashing lights
- Having a casual carpool will relieve the traffic on Moraga Way in the morning
- School buses for High School
- Transportation for seniors is greatly needed
- Don't fix the roads out of town—make people stay in town!
- Need to provide safe and attractive ways to walk to all places (retail, school, residential) in Moraga
- Shuttle like the Emery-Go-Round in Emeryville. Free or Buy an annual pass
- Promote walking and biking for health and the environment
- Make walkability and bike riding a priority
- Congestion in and out—heaven help us if there's a fire
- Need a (push button activated) flashing crosswalk at Saint Mary's Road and the college entrance –also at the library entrance along Saint Mary's Road.
- Too many vehicles go through Moraga because of navigation apps like Waze. Don't know how to address this problem but it affects the quality of life.
- We need a shuttle to and from BART
- Rheem Blvd toward Orinda needs ditches with paved over sidewalks
- Public transportation to BART
- Increased frequency of bus to make use feasible (can't wait 30 minutes)
- More services and shopping in walkable areas to reduce cars
- Congestion from schools on routes out of town (commute/ school times)
- Clean sidewalks and protected bike lanes in major routes (Moraga Road)\
- School time congestion. Kids on e-bikes with no helmets!
- More frequent bus transportation to BART—weekdays and weekends
- Flashing crosswalks at Sanders and Country Club at Canyon Road.

APPENDIX B:

Economic Vitality Station Responses:

Desired Improvements at Moraga Center and Rheem Center (transcribed post-it notes)

MORAGA CENTER: What's Needed?

- Children's Museum (i.e., like in Santa Rosa-Sonoma Children's museum)
- Have a Saint Mary's School store selling clothing and tickets to events at Saint Mary's
- Any quality food!! So many great options in Danville. Specialty food stores. Bakery! Coffee!
- Chinese bakery—multicultural influence and diversity
- Walking and biking, and keep convenient and free parking
- Need safe routes for pedestrians/ more crosswalks to move between shopping center buildings and to cross Moraga Way
- Shorter transit wait-times
- Niche stores, not on-line
- Wine shop! Differentiated kid-friendly vs date/adult
- (Marin) Country Mart
- More quality restaurants, retail, community gathering space
- Pedestrians and bicycle connections
- More green space, paths when Moraga Center is developed
- Shared food space. Where to get a salad? Encourage high school employees!
- More affordable senior housing with golf carts to transportation centers
- Day care centers (due to biz model and small margins, may need public subsidies on rental space)
- More quality restaurants
- Transportation links between centers
- A walking experience—reduce auto dependency so there are outdoor places to relax and enjoy
- Better grocery store
- Preserve views and viewshed with 55' buildings
- Get Safeway to leave!
- Housing. Diverse density adjacent to retail centers.
- Shared food space (like the Ferry Building) with a variety of small local take out/ eat-in spaces surrounded by green space/ community space for people come out, grab food, gather
- New types of stores. More stores. Fix the facades. Fix the deteriorating asphalt.
- Would like multi-use buildings (housing over stores and shops). However, I hope nothing exceeds three stories in height.
- More retail and restaurants
- Lots of healthy and quality restaurants; healthy food and upscale retail
- Wine Bar

- Appealing retail to demographics
- Rehab of centers, with latest green building practice= reused materials, low carbon materials
- Outdoor restaurants with outdoor play spaces for children
- Bike shops, local coffee shops
- Community study/work areas
- Food cart pods and food courts
- Local farm to table restaurants
- Wine tasting rooms with green space
- Marin Country Mart
- Play structure/ areas similar to “the Lot” (San Ramon)
- Use barn for social events/ line dancing/ battle of the bands
- Expand the library! They have so much programming. Can’t this be at affiliate locations?
- We want to hang out at our centers—ice cream, lots of events, lots of outdoor seating in beautiful setting
- Sandwich shop
- Small biz owned restaurants with green space
- Community gathering space
- Athletic facilities; well maintained baseball, soccer, basketball, etc.
- More outdoor clothing and gear stores (hikes/ bikes/ birdwatch)
- Need traffic light and safe pedestrian crossing from OSH lot to Safeway lot
- Please do NOT bring us metered parking
- Medical stuff
- Small hotel and a nice spa
- More healthy outdoor restaurants and bars (with gardens)
- Urgent care
- Moraga- a vibrant community-centered environmentally sustainable community. Seek out aligned communities
- Support Reuse. “Buy Nothing” has a storefront.
- All our businesses should prioritize sustainable practices. Compost, recycle, little packaging, emphasize green.
- Day care
- Andronicos or Sprouts
- Multi-use (residential and retail) at the two shopping centers. It has been one factor increasing Walnut Creek’s vitality.
- A town square like Healdsburg or Sonoma or Sebastopol
- Please make both centers handsome. Not trendy, but timeless and classy architectural design
- Unlike Lafayette and Orinda, Moraga has NO public play or athletic fields except on school property
- I’d love to see a Moraga Town Square in the Ranch House Café area. Surrounded by multi-use buildings.
- We need an independent bookstore and a pharmacy in the Moraga Center
- A toy store, a knitting shop, a stationery store, and a good quality grocery store

RHEEM CENTER: WHAT'S NEEDED?

- Affordable senior housing so long-term residents can stay in Moraga and new families can move in
- Food/beverage franchises from San Francisco
- Marin Country Mart
- Locally owned coffee shop, not a major chain
- Local bakery and coffee shop
- San Ramon Bishop Ranch shopping center
- Juice shop (Pressed or Joe the Juice)
- High end grocery store or Trader Joe's
- Pilates studio
- High end home interiors shop
- Sweet Greens
- Bowling
- Yay theater—keep it!
- Arcade
- Kid-friendly wine bar
- Daylight the creek to make this beautiful and improve air and water-quality
- Artisan goods shop
- Adult education classes (continuing education) at Saint Mary's College
- Less empty store fronts
- Wine bar
- Please make the housing classy
- More residential
- Saint Mary's
- Nice shopping—not on-line services
- Outdoor seating
- Need parking—don't sacrifice it
- More EV charging
- EV charge
- Restaurants!
- Town vans between shopping centers
- Do not reduce parking to accommodate more business/residential
- Would like to see a bakery that is easy to walk in. Parking stays, trees
- Minimize sq ft use for surface parking. Reallocate to retail/pedestrian and green space
- Kids options: play space, art space
- Date-night restaurants
- Family restaurants with outdoor areas
- Shake Shack
- A sushi restaurant
- Trader Joe's – (number one, best vibe)

- Tesla charging station
- Commercial closer to Moraga Road/ make it more walkable/bike parking
- Another brewery
- Redo the parking lots/ face lift for buildings
- Keep the movie theater
- High end grocery—Marin Country Mart
- Place for teens to hang out
- Duplicate Town and Country in Palo Alto
- Upgrade look and infrastructure: modernize
- Walk-in parks, high-end grocery, appealing retail to demographics
- DSW

APPENDIX C:

Comment Cards (4/30/24):

- Have an electric car/ home fair at the Commons. I will help!
- Allow developers to remodel the exterior curb appeal and interior design/structures of Moraga Shopping Center locations, let the owner of Canyon Club open another establishment, bring in artisans and retailers a la “Across the Way” add more date night friendly restaurants, a wine bar, kid-friendly spots, a good coffee shop! Get rid of the trailer park by Safeway.
- Function over form. Need aging in place high density senior housing in central location, with services on lower level. 90% of housing want such but only 10% of housing units meets these needs. Lower levels would also have multi-generational community activities.
- I know there’s a lot of public anxiety (correctly) about fire but let’s not forget about the other climate related issues like floods. And publicize how successful “Firewise” is. Sec of State mentioned it in a podcast highlighting the success and what we already do!
- (1) do we need more retail sq footage or should what we have be repurposed. (2) Minimize need for trips by providing aging in place with community facilities, plus high-density senior housing.
- Too many community design choices. People were confused and marking wrong lines.
- Bike lanes are too narrow on Rheem for wheelchair or golf cart/mobile car.
- Voluntary list of people who need help evacuating.
- TOM needs to inform businesses and residents when rebates and other incentives come on-line to electrify so that we can maximize use of them.
- Incentive building of ADUs.
- More senior housing near shopping centers.
- Bike trail repair needed down from SMC— “big cuts” EBMUD. Also urgent care in Moraga.
- Adjust fees to lower cost of building housing When ADU is built, waive fees.
- Allow public comment via phone during public meetings. My understanding is we can watch a meeting from home but can’t participate. Other communities still allow remote public comment.
- Great session! Thanks for all your hard work. One thing I want to add: please make Moraga more of a college town. More engagement with Saint Mary’s.
- Under sustainability, (1) promote program for single family homeowners to rent one or more rooms to students or people who work in town. Publicize concept of converting master bedroom area to a JADU.
- Objective of replacing plastic and petroleum-based products with more sustainable materials.

APPENDIX D:

Mad Libs Responses

Welcome to Moraga in the Year 2040! The town has successfully preserved its _____ and _____.

Responses:

- *Housing and schools*
- *Character and low crime*
- *Sanity and sense of humor*
- *Heritage and cows*
- *Open Space and Charm*
- *Small town character and friendly people*
- *Name and location*
- *Open space and parks*
- *Excellence and education*
- *Open space and semi-rural vibe*
- *Ridgelines and quality schools*
- *Mature semi-rural character and it feels like Moraga*
- *Population and schools*
- *Beauty and land*
- *Ridgelines*

It has solved the major problems of 2024, including _____ and _____.

Responses:

- *Need for trails and fire safety*
- *Housing and walkability*
- *Traffic and overpopulation*
- *Fire escape routes and fire escape routes*
- *Staff/faculty housing and food shopping*
- *Road improvement*
- *Fire risks and low income housing*
- *Lawns and too many cars*
- *Traffic congestion to BART/24 and very high GHG emissions*
- *Decrepit shopping centers and low supply of varied housing*
- *Traffic congestion and new retail*
- *Transportation*
- *Worn city and bumpy roads*
- *Transportation and affordable housing*

Our neighborhoods haven't changed much except that they are now _____ and have a lot more _____!

Responses:

- *Updated and have a lot more character and safety*
- *On stilts and have a lot more height*
- *Denser and have a lot more young people*
- *Bigger and have a lot more children*
- *Sidewalks!*
- *More families and have a lot more walking trails*
- *Have new people and a lot more children*
- *Younger and have a lot more kids*
- *Drought-tolerant landscaped and have a lot more cars*
- *Colorful and have a lot more trees*
- *Carbon neutral and have a lot more multi-generational living places*
- *Full of new residents*
- *Firesafe and have a lot more young families*
- *The same and have a lot more retail options*
- *Old and are a lot more decrepit*

Our shopping centers have really improved with the addition of _____.

Responses:

- *Multi-use buildings*
- *Great shops and restaurants*
- *5 grocery stores, bike shops, and art*
- *Retail residents want*
- *Grocery outlet*
- *Whole Foods and Nordstrom*
- *Trader Joe's*
- *Nothing*
- *New owners*
- *Groceries and restaurants*
- *Sitting areas*
- *A great grocery store, more good restaurants, and easy EV charging*
- *A shoe store, grocery store, gathering places, and medical services*
- *New retail*
- *Shops*

Getting around town is safer and easier because of _____,

Responses:

- *Firefighters/signals*
- *Sidewalks*
- *Walking paths between the two centers*

- *Roller skates*
- *A monorail*
- *Bike lanes*
- *A shuttle bus*
- *Bike lanes and sidewalks*
- *Good roads*
- *Free shuttles to BART*
- *More paths*
- *Zero emissions shuttle service*
- *Frequent shuttles, safe sidewalks, and walking/bicycling paths*
- *Hiking, walking and parking*
- *Buses*

while the economy is thriving due to _____.

Responses

- *More young families*
- *Population increase*
- *Good retail*
- *Gambling casinos*
- *More businesses and slightly more residents*
- *Diversity of residents*
- *More retail*
- *Safety*
- *Amazon*
- *Increased multi-purpose projects*
- *Community spirit*
- *Residents staying in Moraga to shop and eat*
- *New retail*

Moraga residents are admired across the Bay Area for their _____.

Responses:

- *Active citizens*
- *Sustainability and foresight*
- *Foresight in creating a sustainable and desirable town*
- *Smiles*
- *Well-hidden gem of a community!*
- *Friendliness and family-oriented*
- *Excellent schools for K-college*
- *Schools and safety*
- *Quality of life*
- *Community places*
- *Environmental Sustainability, great parks, and diverse and welcoming residents*

- *Friendliness and quality of life*
- *Small town feel*
- *Nice welcoming attitude and town beauty*
- *Inclusivity*

Moraga General Plan

MAD LIBS®

Welcome to Moraga in the Year 2040! The town has successfully preserved its _____ and _____.

It has solved the major problems of 2024, including _____ and _____. Our neighborhoods haven't changed much except that they are now _____ and have a lot more _____! Our shopping centers have really improved with the addition of _____.

Getting around town is safer and easier because of _____, while the economy is thriving due to _____. Moraga residents are admired across the Bay Area for their _____.

APPENDIX E: VISUAL PREFERENCE SURVEY OUTCOMES

14 MULTI-FAMILY HOUSING EXAMPLES
(sorted from highest ranked to lowest ranked)



Composite Score: +1.44

*27 of 34 persons scoring this image
gave it a positive score*



Composite Score +0.66

*24 of 38 persons scoring this image
gave it a positive score*



Composite Score +0.30

*18 of 37 persons scoring this image
gave it a positive score*



Composite Score +0.19

*18 of 36 persons scoring this image
gave it a positive score*



Composite Score -0.52

17 of 34 people scoring this image gave it a negative score



Composite Score -0.75

23 of 36 people scoring this image gave it a negative score



Composite Score -0.971

22 of 35 people scoring this image gave it a negative score



Composite Score -0.973

22 of 38 people scoring this image gave it a negative score



Composite Score -1.02

23 of 35 people scoring this image gave it a negative score



Composite Score -1.11

23 of 36 people scoring this image gave it a negative score



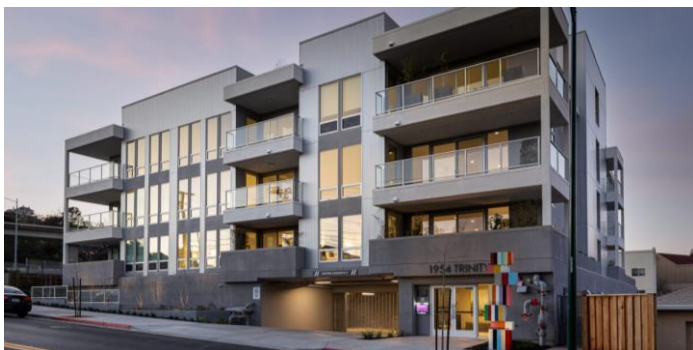
Composite Score -1.22

23 of 37 people scoring this image gave it a negative score



Composite Score -1.30

23 of 37 people scoring this image gave it a negative score



Composite Score -1.65

26 of 37 people scoring this image gave it a negative score



Composite Score -2.11

33 of 37 people scoring this image gave it a negative score, including 20 strongly negative

VISUAL PREFERENCE SURVEY OUTCOMES:
12 TOWNHOUSE/ATTACHED SINGLE FAMILY EXAMPLES



Composite Score +1.46

*29 of 37 people scoring this image
gave it a positive score*



Composite Score +1.39

*29 of 39 people scoring this image
gave it a positive score*



Composite Score +1.09

*24 of 35 people scoring this image
gave it a positive score*



Composite Score +0.39

*20 of 36 people scoring this image
gave it a positive score*



Composite Score +0.03

16 of 37 people scoring this image gave it a positive score



Composite Score -0.28

15 of 36 people scoring this image gave it a negative score



Composite Score -0.31

19 of 36 people scoring this image gave it a negative score



Composite Score -0.32

19 of 35 people scoring this image gave it a negative score



Composite Score -0.65

22 of 37 people scoring this image gave it a negative score



Composite Score -0.97

23 of 38 people scoring this image gave it a negative score



Composite Score -1.00

23 of 37 people scoring this image gave it a negative score



Composite Score -1.35

28 of 37 people scoring this image gave it a negative score, including 15 strongly negative

VISUAL PREFERENCE SURVEY OUTCOMES:
10 MIXED USE EXAMPLES



Composite Score +1.57

*28 of 35 people scoring this image
gave it a positive score*



Composite Score +1.19

*23 of 32 people scoring this image
gave it a positive score*



Composite Score +0.85

*23 of 34 people scoring this image
gave it a positive score*



Composite Score +0.33

*18 of 36 people scoring this image
gave it a positive score*



Composite Score +0.21

*17 of 34 people scoring this image
gave it a positive score*



Composite Score +0.19

*13 of 32 people scoring this image
gave it a positive score*



Composite Score +0.03

*15 of 34 people scoring this image
gave it a positive score*



Composite Score -0.46

20 of 35 people scoring this image gave it a negative score



Composite Score -0.53

17 of 34 people scoring this image gave it a negative score



Composite Score -0.94

23 of 35 people scoring this image gave it a negative score.

VISUAL PREFERENCE SURVEY OUTCOMES:
12 PUBLIC REALM EXAMPLES



Composite Score +2.19

*34 of 36 people scoring this image
gave it a positive score, including 22
that were strongly positive*



Composite Score +2.00

*34 of 37 people scoring this image
gave it a positive score, including 16
that were strongly positive*



Composite Score +1.83

*27 of 36 people scoring this image
gave it a positive score*



Composite Score +1.78

*31 of 36 people scoring this image
gave it a positive score*



Composite Score +1.54

30 of 37 people scoring this image gave it a positive score



Composite Score +1.44

26 of 36 people scoring this image gave it a positive score



Composite Score +0.78

22 of 37 people scoring this image gave it a positive score



Composite Score +0.53

18 of 36 people scoring this image gave it a positive score



Composite Score +0.11

14 of 35 people scoring this image gave it a positive score



Composite Score +0.10

17 of 38 people scoring this image gave it a positive score



Composite Score -0.06

13 of 36 people scoring this image gave it a negative score



Composite Score -.053

20 of 37 people scoring this image gave it a negative score