

# Community Survey



The following Visual Preference Survey is designed to obtain your preferences and input on the future of Downtown Bakersfield and the surrounding area.



# Instructions

The survey is divided into the four topic areas listed below.

- Connectivity
- Vibrancy
- Compact Development
- Open Space

Rate each image on basis of:

- Is it appropriate for Downtown?
- Do not focus on the quality of the image but on what it represents.

There are no “right” or “wrong” answers. Go with your initial “gut” reaction. Have fun!

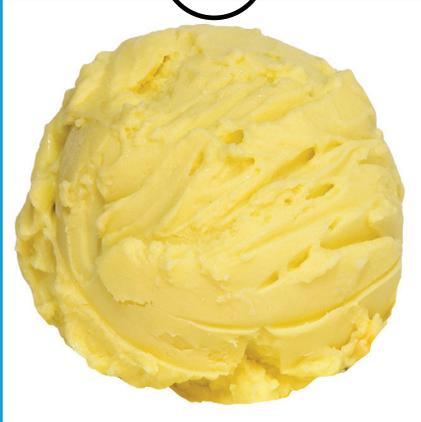


# Test Example #1

Which flavor of ice cream do you prefer?

Circle your one choice.

A



Vanilla

B



Chocolate

## Test Example #2

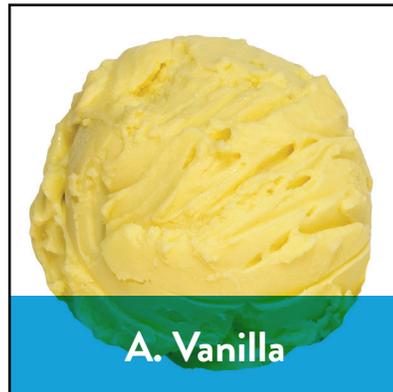
What is your favorite ice cream flavor?

Rank your top three  
(starting with your  
top priority)

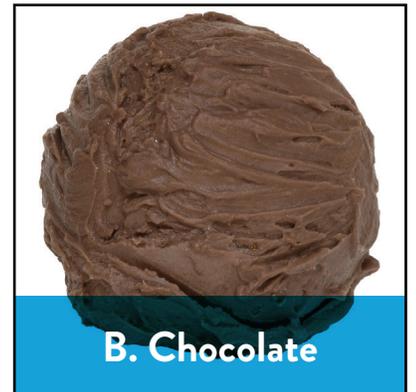
First priority   A  

Second priority   B  

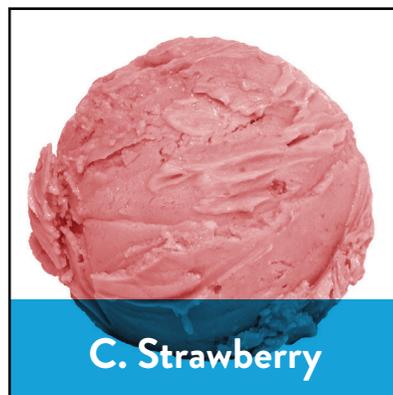
Third priority   C  



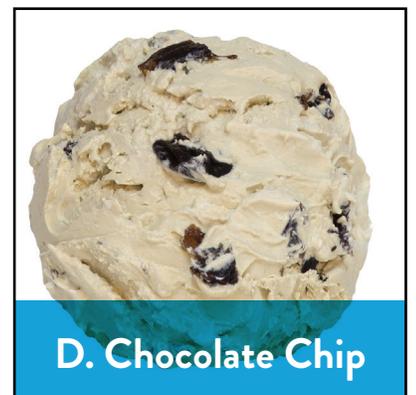
A. Vanilla



B. Chocolate



C. Strawberry



D. Chocolate Chip

# Part 1: Connectivity



We heard you want a more connected downtown Bakersfield. How should we connect downtown?

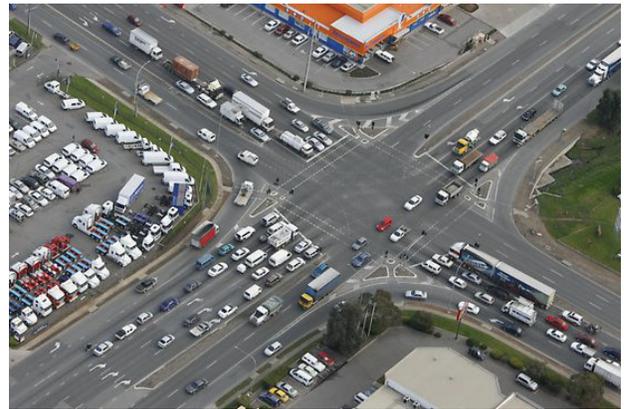
Circle your one choice.

**A**

**B**



**Complete Street**



**Auto-Oriented**

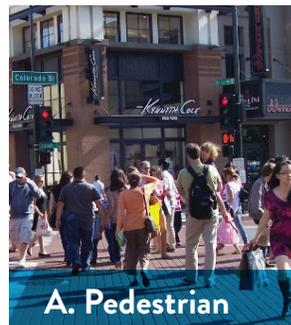
What is your highest transportation priority?

Rank your top three (starting with your top priority)

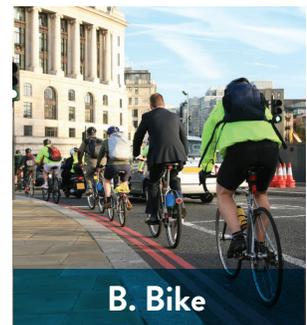
First priority \_\_\_\_

Second priority \_\_\_\_

Third priority \_\_\_\_



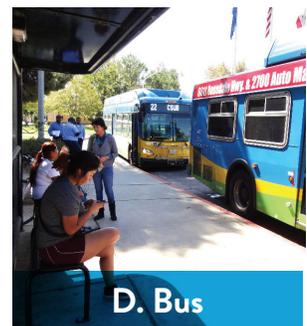
**A. Pedestrian**



**B. Bike**



**C. Auto**



**D. Bus**

# Part 2: Vibrancy



We heard you say you want a more vibrant downtown.  
What does vibrancy mean to you?

Circle your one choice.

**A**

**B**



**Central Business District**



**24-Hour Community**

Making someplace vibrant involves multiple strategies working at once. What is your highest priority to encourage vibrancy?

Rank your top three (starting with your top priority)

First priority \_\_\_\_

Second priority \_\_\_\_

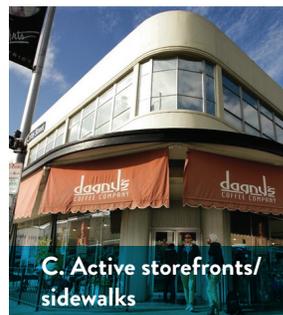
Third priority \_\_\_\_



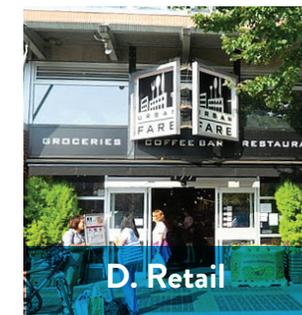
**A. Programming street festivals**



**B. Nightlife**

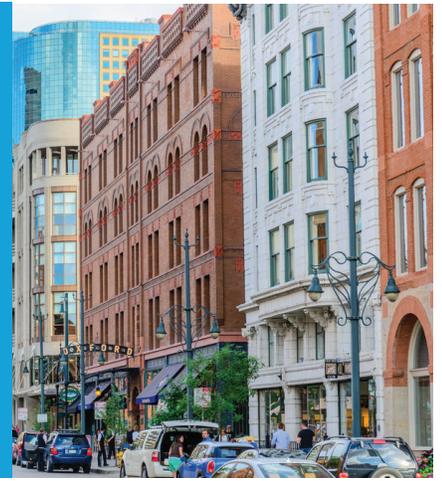


**C. Active storefronts/sidewalks**



**D. Retail**

# Part 3: Compact Development



We heard you say you want more compact development downtown. What scale of development do you think is appropriate in Bakersfield?

**A**

Circle your one choice.

**B**



**High-Rise Development**



**Mid-Rise Development**

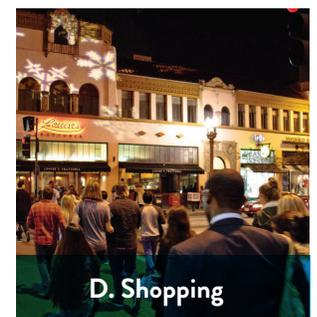
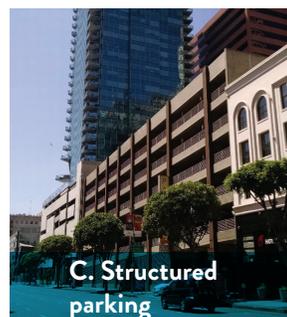
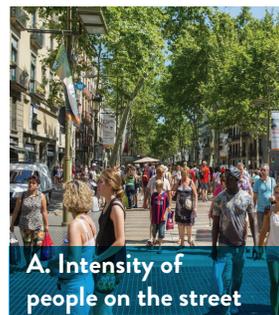
**What type or forms of compact development appeal to you?**

*Rank your top three (starting with your top priority)*

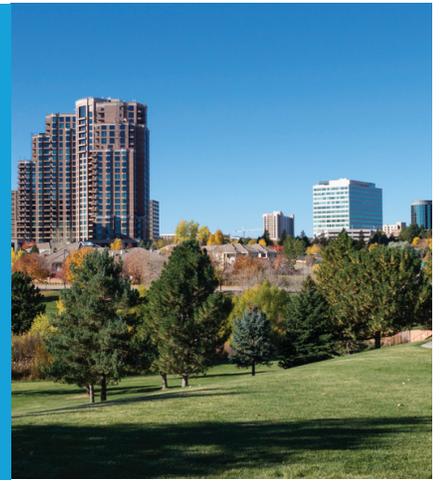
First priority \_\_\_\_

Second priority \_\_\_\_

Third priority \_\_\_\_



# Part 4: Open Space



We heard you say you want more open space downtown. What type of open space appeals to you?

**A**

Circle your one choice.

**B**



**Active**



**Passive**

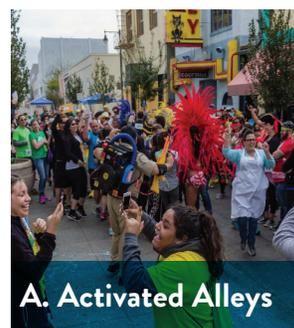
The following images are examples of different open spaces.

Rank your top three (starting with your top priority)

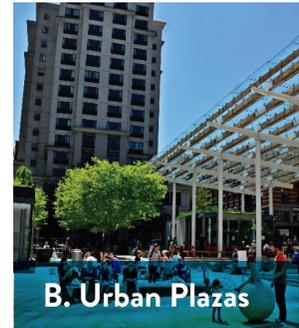
First priority \_\_\_\_

Second priority \_\_\_\_

Third priority \_\_\_\_



**A. Activated Alleys**



**B. Urban Plazas**



**C. Beautification/  
public art**



**D. Community  
garden**

# Part 5: Topic Summary Question



Now that you have reviewed the various topical areas, please rank them in priority order in terms of what is most important to you.

*Rank your top three (starting with your top priority)*

First priority \_\_\_\_

Second priority \_\_\_\_

Third priority \_\_\_\_

