

# Vision & Values

## Blueprint for the San Joaquin County Region

During the months of March, April and May 2007, over 500 people participated in a series of Blueprint community workshops that were held across San Joaquin County. The purpose of the workshops was to: (a) educate participants about the purpose of the Blueprint; and, (b) facilitate discussion and collect input about participants' visions and values related to the Region/San Joaquin Valley's future.

To augment the input gathered during the first phase of community workshops, SJCOG secured the consulting firm of Godbe Research to develop, conduct, and summarize the results of a Blueprint public opinion telephone poll. The information gathered by the statistically relevant poll was used to further develop the San Joaquin Region Blueprint Project vision. Residents were polled on their opinions relative to issues related to the SJC Blueprint Project (e.g., population growth, transportation, land use, environment). The poll further established public attitudes of adult residents regarding key issues and principles for guiding future growth in SJC (e.g., identifying perceived challenges, investment priorities, common community infrastructure investments and general improvements that residents value). Most importantly, the results of the poll validated the input received during the community workshops.

The outcomes of the first phase community workshops were reviewed and analyzed by members of the Blueprint Planners Roundtable and Blueprint Leadership Group committees. Consensus was reached on the following overall Vision Statement:

### 2050 Vision Statement

**Creative community planning, combined with a shared regional vision, will result in a superior quality of life for all San Joaquin County residents, now and as we move into the future, Sustainability as a *Vision* placed into *Action* will ensure this quality of life for future generations**

The committees also reached a consensus on the following “Vision & Value” statements:

### 1) **Sustainable Planning and Growth**

- Growth patterns that meet the needs of the present, without compromising the ability of future generations to meet their own needs, within well-defined cities and communities.
- Innovative strategies which target growth in specifically identified areas, with an emphasis on efficient design, land conservation, infill, and redevelopment.

### 2) **Housing Choices**

- Variety of housing choices on a regional scale while respecting the values and preferences of individual communities.
- Efforts of both public and private employers to provide workforce housing initiatives and programs to meet the housing needs of their employees.
- Housing opportunities and choices for all individuals and family structures consistent with local market conditions (e.g. workforce housing).

### 3) **Quality Transportation & Mobility Options**

- Diverse and comprehensive transportation options that support efficient land use and efficient connectivity.
  - With connections to existing internal and external regional networks for ease of use.
  - Enhance air passenger transportation.
  - Consider transit-themed neighborhood developments.
- Transportation system that creates choices, while maintaining the existing regional transportation infrastructure.
- Integration of land use and transportation decisions to decrease commute times and vehicles miles traveled, enhance the success of transit, and promote walking and biking as real mobility choices.
- Improved public use of transit options through increased reliability, safety, convenience, and aesthetics.
- Appropriate land-use choices that insure efficient operation of transportation options (compatibility of land-uses and transportation modes.)

### 4) **Farming and Agriculture**

- Agricultural industry as a unique asset in San Joaquin County and the need for it to be economically viable (profitable) and thriving.
- Innovative solutions which recognize private property rights and seek to minimize the loss of uniquely irreplaceable farm land.
- Agriculture/farming as an industry with great economic value in addition to the unique landscape/greenscape and enhanced quality of life that it provides in San Joaquin County.
- Long-term preservation of agricultural land beyond current viability or esthetic considerations.

## 5) **Preservation of the Environment: Open Space, Water, Air Quality and Other Natural Resources**

- Conservation of the region’s land, water, and natural resources for the benefit of future generations.
- Good air quality and recognize its relationship to agricultural practices, economic development, land-use planning, and transportation decisions.
- Clean and abundant water supply that can dependably serve agriculture, current and future residential and nonresidential land uses, and the environment.
  - Increased water demands by a growing population will require vastly better conservation, increased supply, and better land development choices.
- Diversity of the region’s natural resources and support efforts to minimize and mitigate development’s impacts to these assets.

## 6) **Thriving Economy / Educational Options**

- Economic growth, job retention and job creation that achieves or exceeds income and prosperity levels in California.
- Diverse/quality job base is critical to the future success of the region which will increase opportunities for residents to “work where they live.”
- Economic development with a public/private educational system that adapts to the specific needs of targeted growth industries (elementary through university level, including appropriate vocational education programs).
- Education and job opportunities that will encourage San Joaquin County students to study and live locally (retain local talent for local benefit).

## 7) **Cultural Richness / Unique Attractions**

- Preservation of the unique character and cultural richness found in the individual cities, towns, and communities that make up San Joaquin County.
- Retaining a sense of place, uniqueness and historic identity in San Joaquin County.
- Activities, attractions, and districts that enrich cultural, social, and economic development.

The results of the poll were reviewed by members of the Blueprint committee structure as well as by SJCOG’s Board of Directors. The results of the poll supported the interpretation and course of action taken by stakeholders in developing the project’s “Vision & Values”.