

WORKSHOP #1 SUMMARY

The first of three scheduled Workshops for the Planada Community Plan Update was held on Wednesday, October 17, 2001 from 7 to 9 p.m. The Workshop was held at the Planada Elementary School. The County of Merced was represented by Bill Nicholson, Director of Planning and Community Development, Butch Cope, Deputy Directory of Planning and Community Development, Robert King, Planner III and Greg Forest, Planner I. The RRM Design Group project team included John Wilbanks, Gary Conte, Gus Escutia and Nicol Rister.

Recognizing that over 90 percent of the population in Planada is Hispanic, all of the workshop material and discussion was presented in a bilingual (Spanish and English) format. Both County and RRM Design Group staff included Spanish speaking facilitators.

The primary focus of the first workshop was to introduce the Community Plan purpose and process to residents, business owners and stakeholders of the Planada area. At the workshop, a vicinity map, aerial photograph, study area map and Planada's general plan land use map were presented. The workshop participants also engaged in a "brainstorming" session to identify a variety of topics of concern to the community, and the direction and character of growth in Planada.

An attendance sheet was provided at the building entrance. Approximately 55 people attended the Workshop, of which 43 people signed the attendance sheet.

"BRAINSTORMING" SESSION

This session was used to solicit public opinion on a variety of topics of concern to the community including, housing, commercial, industrial, agriculture, streets/roads, parks/recreation, community services, community identity/image and community edge. Workshop participants were also asked to identify in five words or less their vision regarding community growth and character for Planada in the year 2015.

As part of the "brainstorming" session, participants were given 3 green dots, 5 yellow dots, 2 red dots, and 1 blue dot to rank the issues identified by workshop participants. Participants were asked to place green dots next to the issues they felt were highest priority, yellow dots next to those they felt were of concern, but not a high priority, and red dots next to the issues they disagreed with. The participants were also asked to place a blue dot next to the vision statement they believed should be reflected in the community vision.

Attached are lists of the issues identified along with their respective rankings. Issues were ranked by the value assigned to the various colored dots. Green dots were assigned two (2) points each, yellow dots were assigned one (1) point each, red dots were assigned negative two (-2) points each, and blue dots were assigned one (1) point each. The calculated value for each issue is shown in parentheses and was derived by tabulating the color dot values for each issue.

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The results of the “brainstorming” session show that the workshop participants gave the highest priority to issues dealing with streets / roads, mainly the need for providing a safe pedestrian crossing at Highway 140 and Plainsburg Road, and the need to address truck parking issues. New industry for local employment opportunities was another high priority of the community. Other high priorities of the participants were the need for additional self-help housing, a local gas station, preservation of agriculture lands within the community boundaries, need for additional recreational amenities, and encouraging public art with student involvement.

The Vision concept statements given the highest priority by participants included pastoral, profitable, or self reliant, and family / youth support. The workshop participants want the future Planada to be a self-sustaining rural community.