

BRANDING MODESTO – SURVEY RESULTS

September 2009

PROJECT SUMMARY

The city of Modesto, California is a vibrant place to live, work and raise a family. Located in the heart of California’s Central Valley, it is a town rooted in rich agricultural history and small-town values, as expressed in native son George Lucas’ coming of age film, “American Graffiti.” Yet in spite of the myriad assets that Modesto has to offer, it frequently suffers from bad publicity in the news media. While negative press can tarnish the collective self-image of a city, there is a consensus among a growing group of Modesto residents and business professionals: this isn’t the Modesto we experience.

The goal of the Branding Modesto team of private and public stakeholders, facilitated by a group of young business professionals, is to redefine Modesto’s brand and integrate this branding into all economic development, city government and tourism efforts.

SURVEY

A survey was developed (with both online and print versions) to assess local resident perceptions regarding the *current* image of Modesto and the desired *future vision* for Modesto.

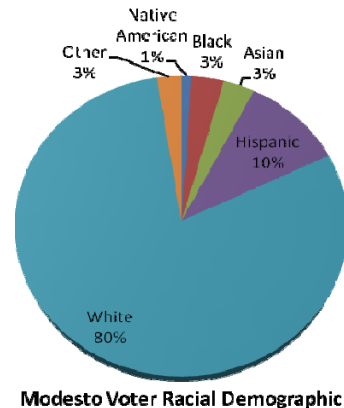
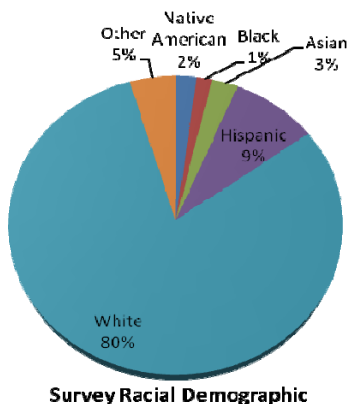
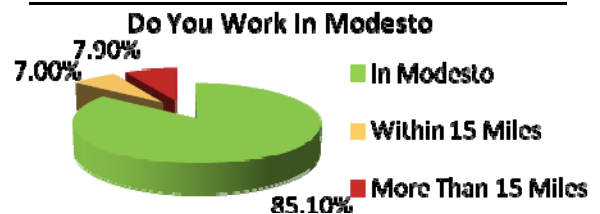
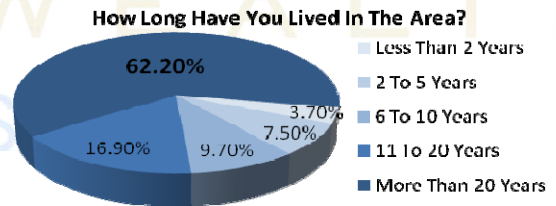
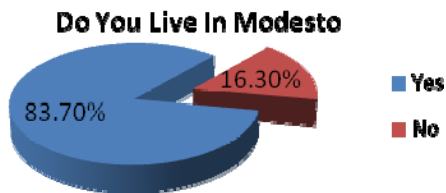
METHODOLOGY

- Hard Copy Distribution:** Modesto Bee on 5/22/09 (60,000 households), City of Modesto utility bill in May (70,000 households)
- Electronic Distribution:** Local businesses, La Loma Homeowners Association, League of Women Voters and Chris Ricci Presents.
- Drop Boxes With English And Spanish Surveys:** City Hall, Downtown Central Library, El Concilio, and half a dozen manufacturers
- Distribution at Public/Community Events:** X-Fest, Modesto Nuts 4th of July game, Crow Landing Merchants United events, King Kennedy Center Farmers Market, 4th of July Parade, Modesto Junior College
- Website Posting:** Commonwealth Modesto front page, City of Modesto front page, Modesto Bee website
- Additional Publicity:** Modesto Bee opinions page, Modesto Bee op-ed column, Central Valley Report television interview

DEMOGRAPHICS

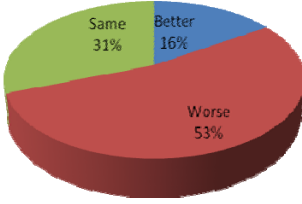
3,390 survey responses were collected between May & August

- 3,050 (90%) of the respondents are regular voters
- This represents **18.5%** of the regular voting population



SURVEY RESULTS

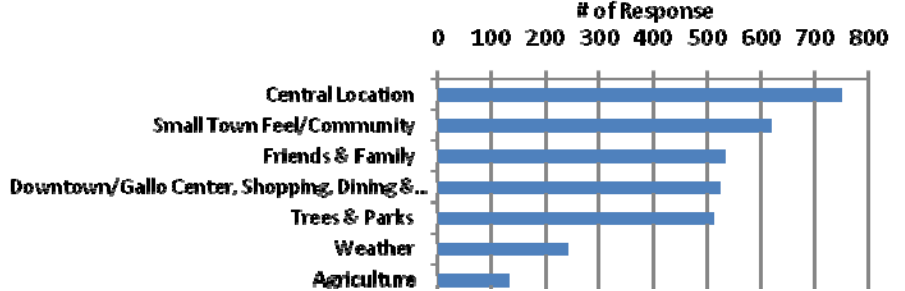
Modesto's Image Is Getting...



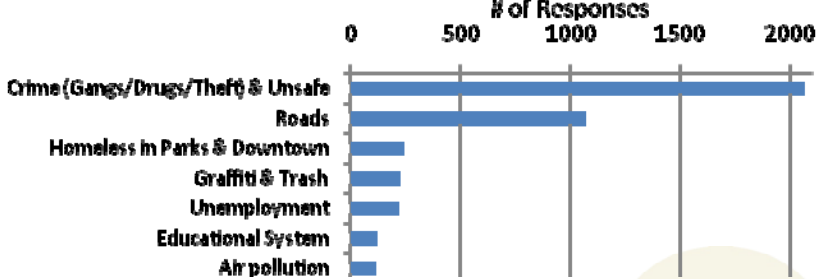
54% of respondents felt that Modesto's image is getting worse.

30% indicated that it is the same although many of these may have felt Modesto's image is already negative.

What Do You Like MOST About Modesto?

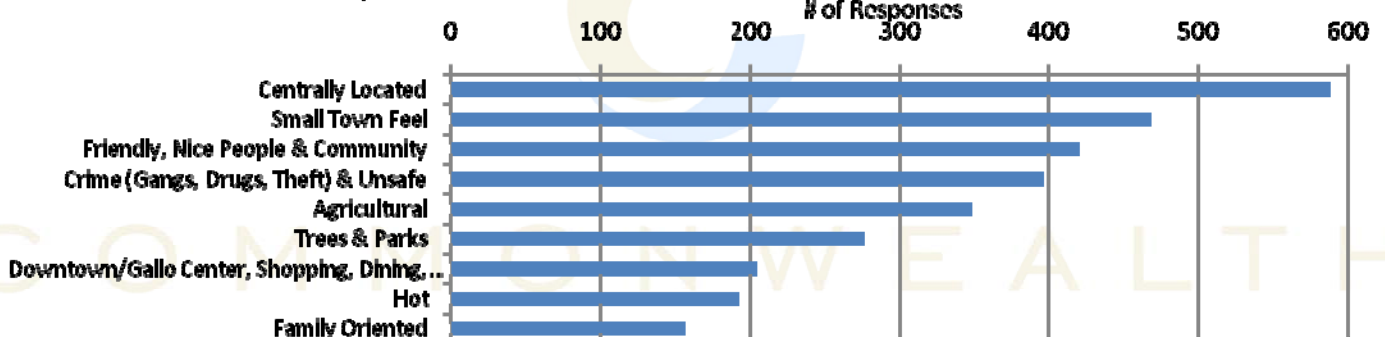


What Do You Like LEAST About Modesto?



This question was part of the survey to ensure that Modesto's brand is consistent with Modesto's experience. While outside the purview of this project, these are the areas where the voting population thinks our city's leadership should focus on and improve. Additionally, these will be areas where other Commonwealth Modesto project teams focus.

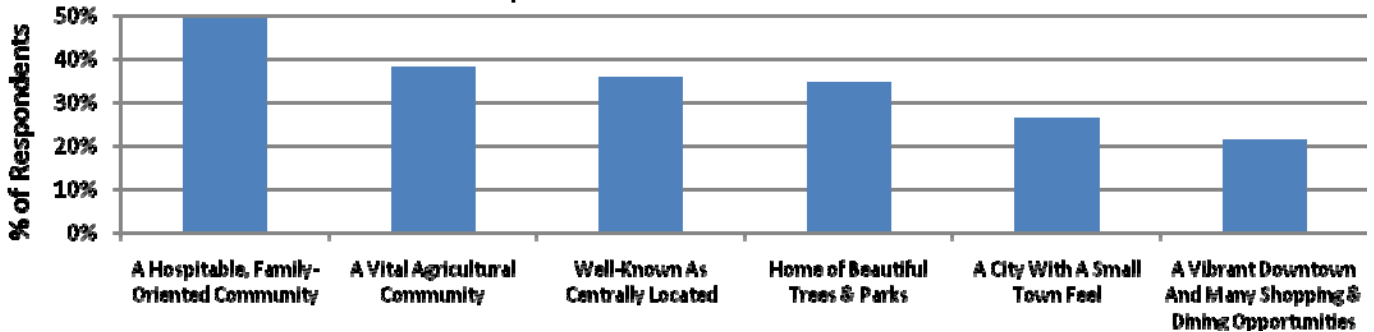
Top Phrases to Describe Modesto to a Visitor



COMMON THEMES

There are a number of common themes that resonate with survey respondents regarding what Modesto currently means to them, as well as what they would like to see communicated about Modesto in the future, as part of the city's brand. When asked the top three images of Modesto, the responses reflect these themes.

Respondents Envision Modesto To Be...



NEXT STEPS

Survey respondents were clear and consistent with the messages they'd like to hear about the city they choose to live, work and play in. The branding team is in the process of working with public and private stakeholders to craft a brand and a supporting marketing plan that fully develops and executes a communications strategy that matches up to resident and visitor experience. The ultimate goal is to increase the sense of civic engagement & pride as well as attract visitors and businesses to our area.

Questions? Please direct all inquiries and comments to image@commonwealthmodesto.com.