

Program of Work—Key to Action

Over 2000 businessmen were asked to express their opinions on the future Program of Work of the Torrance Chamber of Commerce. Three questions were asked of those attending these program sessions. Below, each question is listed in numerical order with the responses of those attending, according to the number of times each was mentioned. The questions were:

I. What do you believe to be the top priority civic need in the City of Torrance?

Answers:

- 1) Comprehensive Master Plan
- 2) Planning — Zoning with Master Plan
- 3) Development of Civic Center
- 4) Solicitate New Industry
- 5) Evaluation of remaining land in City
- 6) Encourage balance economic pattern
- 7) Create interest in Civic Affairs
- 8) Municipal Auditorium
- 9) Advertise Torrance as a growing metropolitan city
- 10) Make citizens a part through participation
- 11) Save land for jobs — economic assurance
- 12) City Government
- 13) Work for harmony and more cooperation in business
- 14) School needs
- 15) Beautify main entrances to the City
- 16) Improve downtown Parking facilities
- 17) Improve bus system
- 18) Housing
- 19) Maintain facts-figures on the Community
- 20) Work for a daily newspaper in Torrance
- 21) Storm drain planning

II. What short-range general improvements or projects, either large or small, do you believe need immediate attention?

Answers:

- 1) Better street lighting —

- 2) marking
- 3) Cultivate Civic pride
- 4) General face lifting of commercial establishments
- 5) Improve bus service
- 6) Broadside program to attract new industry
- 7) Improve Chamber
- 8) Civic Center development
- 9) Prepare complete economic survey
- 10) Encourage active part in city by citizens
- 11) Encourage owners to improve properties
- 12) Provide adequate parks - recreation facilities
- 13) Prepare industrial survey
- 14) City council make decisions for all
- 15) Create interest in school system
- 16) New City Directory
- 17) Plan for industrial growth
- 18) Urban development for downtown
- 19) Analyze local ordinance for business
- 20) Coordinate shopping centers
- 21) Enlarge our police force
- 22) Business college
- 23) Locate Chamber of Commerce in center of city
- 24) Eliminate separate school voting
- 25) Adjust inequities in freight rates
- 26) Encourage urban renewal.
- 27) Evaluate remaining vacant land plan specifications

III. What long-range programs or projects do you believe require planning now?

Answers:

- 1) Industrial and residential zoning
- 2) Study land use without Federal aid
- 3) School, City budgets and taxes
- 4) Traffic thoroughfare control study
- 5) Balance growth of community
- 6) Implement comprehensive plan after adoption

- 7) Park and recreation program improved
- 8) Cultural activities improved

- 9) Create good public image locally, nationally
- 10) Promote progress — actually seek new industry

- 11) Consolidation of various areas into one
- 12) Obtain new industry
- 13) Complete airport master plan

Getting the Answers



PROGRAM OF WORK SESSION

Area business leaders here indicate what they believe to be the most important items a program of work for the Chamber of Commerce should contain. Sessions were held as this provided the Chamber management with the thoughts of more than 2,000 area leaders which were tabulated to comprise the program here announced.



RESULTS TABULATED BY MACHINE

Bill Robertson (left), systems engineer for International Business Machines Corp., shows Bill Greenwalt, Torrance Chamber of Commerce works program chairman, how the IBM machine tabulated results of a month-long program to determine what projects the Chamber should have. Short- and long-range programs of the Chamber were ranked and selected for priority during the tabulation of responses from businessmen.

2200 Business Men Aid Study

Purpose: During the month of August the Program of Work Committee invited over twenty-two hundred business, professional, and industrial men and women to participate in the writing of the Program of Work for the coming fiscal year.

• Their ideas were recorded and tabulated by I.B.M.* in an effort to give a fair evaluation of what they expected the Chamber Program should be. In the following pages we have attempted to express the wishes of those who participated in the writing of the program.

• Each individual participating in the discussions wrote on the following:

1. What do you believe to be the top priority civic need in the City of Torrance?
2. What long range programs or projects do you believe require planning now?
3. What short-range general improvement programs or projects either large or small, do you believe need immediate attention?

The answers to the above questions were tabulated and the results have been incorporated into the program written on the following pages.

*The International Business Machines Corp. has tabulated all reports prepared by those who attended the Program of Work Sessions during the month of August.

This Page Sponsored By . . .

THE R. C. MAHON CO.

2600 MONTEREY

TORRANCE