



Greenback Lane Economic Development Strategy

Community Survey

Final Summary Report
October 16, 2007

The consultant team along with Sacramento County staff composed and posted an informal survey on the Sacramento County website, targeting residents, business owners and stakeholders in Orangevale. To announce the posting, two thousand notices were mailed to property owners within a one-mile radius of Greenback Lane and Main Avenue. The purpose of the survey was to gather information about what the community would like to see addressed and changed in Orangevale, as well as solicit comments community strengths, shopping patterns, community needs, public transit and general concerns.

The team received a high response rate, with 542 people completing portions, or all, of the survey (more than 500 surveys were filled out online, and approximately 40 hard copies were returned to the project team). Below are the summarized results along with a number of comments offered by community members.

Introductory Questions

How did you learn about the survey?

- 71.2% learned about the survey from the notice they received in the mail with the instructions on how to find the survey online
- 11% learned about the survey through an email notice
- 7% learned about the survey while doing a general search on the web
- 6.8% learned about the survey from a flyer or other notice
- 4.1% learned about the survey by word of mouth

(464 people answered this question and 78 people skipped the question)

Do you live or work within two miles of the intersection of Greenback and Main?

- 71.2% live and/or own residential property within two miles of Greenback and Main
- 14.5% live and work within two miles of Greenback and Main
- 12% do not live or work within two miles of Greenback and Main
- 2.3% work (only) within two miles of Greenback

(537 people answered the question and 5 people skipped the question)

Do you rent or own your home?

- 94.5% of respondents own their home
- 4.6% of respondents rent their home
- 0.9% own, but have a tenant

(458 people answered the question and 84 people skipped the question)

How long have you lived in the area?

- 39.6% have lived in the area for 1-10 years
- 34.9% have lived in the area for more than 20 years
- 22.8% have lived in the area for 10-20 years
- 2.7% have lived in the area less than one year

(458 people answered the question and 84 people skipped the question)

How many people reside in your household (or your tenant's household)?

- 43.6% answered 2 people reside in their household
- 20.8% answered 3 people reside in their household
- 17.8% answered 4 people reside in their household
- 8.6% answered 1 person resides in their household
- 7% answered 5 people reside in their household
- 2.3% answered 6 or more people reside in their household

(462 people answered the question and 80 people skipped the question)

How far do you travel to your workplace?

- 24.3% travel 10-20 miles to their workplace
- 21.4% answered N/A
- 20.9% travel 5-10 miles to their workplace
- 13% travel 2-5 miles to their workplace
- 11.4% travel more than 20 miles to their workplace
- 9.1% travel less than one mile to their workplace

(459 people answered the question and 83 people skipped the question)

How far do other people in your household travel to their workplace?

- 33.4% answered N/A
- 19.4% travel 10-20 miles to their workplace
- 16% travel 5-10 miles to their workplace
- 12.4% travel more than 20 miles to their workplace
- 10.2% travel 2-5 miles to their workplace
- 8.6% travel less than one mile to their workplace

(462 people answered the question and 80 people skipped the question)

Do you use public transportation?

- 67.7% answered never
- 19.7% answered not much
- 7% answered sometimes
- 4.3% answered frequently
- 1.4% answered exclusively

(461 people answered the question and 81 people skipped the question)

General comments about public transportation (summarized):

Most of the survey respondents felt that public transportation is not convenient; routes are limited and too time consuming to get to the places they want to go, such as Arden area, downtown Sacramento, Roseville, and Elk Grove. Another concern was that the bus start and end times are not early or late enough, and that light rail should also run later than 7:00 p.m. The respondents would like to see improved sidewalks and roadway enhancements, which would enable them to safely walk to the bus stops. Another suggestion was that pick-up/drop-off locations should be more accessible to neighborhoods and/or parking should be

provided. Some respondents noted that they had no need for public transportation and others commented that they would be more likely to ride public transportation if it were more convenient and they felt safer. Route 109 to downtown is used frequently by many of the respondents.

Overall, the respondents felt that the light rail extension to Folsom was a good improvement to the area. Light rail is much more convenient than buses, especially going downtown for work or special events. Riding light rail also eliminates traffic and parking. One comment stated by many respondents, was that they wish light rail ran every 15 minutes, rather than every 30 minutes.

(185 people answered the question and 357 people skipped the question.)

General Questions for Business Owners and Employees

Do you work or own a business within two miles of Greenback and Main?

- 78.2% answered No
- 21.8% answered Yes

(465 people answered the question and 77 people skipped the question)

Where do you work?

- 35.6 answered other (many are retired or work from home)
- 30.6% work in the general Sacramento area
- 13.6% work in Downtown Sacramento
- 9% work in Folsom
- 7.6% work in Roseville (Placer county)
- 3.7% work in Citrus Heights (Sunrise area)

(306 people answered the question and 236 people skipped the question)

What type of business do you work at or own?

- 42.7% answered Government
- 19.1% answered Healthcare
- 18.1% answered Construction related
- 9.6% answered Manufacturing/industrial
- 8% answered General retail (including special retail)
- 2.5% answered Auto related

(205 people answered the question and 337 people skipped the question)

Where do your customers come from? (respondents indicated what percentage of their customers came from the distances listed below)

Within 5 miles

7.9% answered that 100% of their customers come from within 5 miles
 14.9% answered that 80% of their customers come from within 5 miles
 13.9% answered that 60% of their customers come from within 5 miles
 12.9% answered that 40% of their customers come from within 5 miles
 31.7% answered that 20% of their customers come from within 5 miles

18.8% answered that none of their customers come from within 5 miles

From 5-10 miles

5.9% answered that 100% of their customers come from within 5-10 miles
 1.7% answered that 80% of their customers come from within 5-10 miles
 10.2% answered that 60% of their customers come from within 5-10 miles
 21.2% answered that 40% of their customers come from within 5-10 miles
 47.5% answered that 20% of their customers come from within 5-10 miles
 13.6% answered that none of their customers come from within 5-10 miles

More than 10 miles

20% answered that 100% of their customers come from more than 10 miles away
 16.8% answered that 80% of their customers come from more than 10 miles away
 12% answered that 60% of their customers come from more than 10 miles away
 13.6% answered that 40% of their customers come from more than 10 miles away
 28% answered that 20% of their customers come from more than 10 miles away
 9.6% answered that none of their customers come from more than 10 miles away

Internet

17.5% answered that 100% of their customers come from the Internet
 8.8% answered that 80% of their customers come from the Internet
 1.8% answered that 60% of their customers come from the Internet
 3.5% answered that 40% of their customers come from the Internet
 19.3% answered that 20% of their customers come from the Internet
 49.1% answered that none of their customers come from the Internet

(260 people answered the question and 282 people skipped the question)

What do you think would make the Orangevale area more desirable/better for business?

- Update & clean up buildings and businesses, especially on Greenback at Main (better maintenance of existing properties)
- Tear down run-down buildings
- Maintain the rural atmosphere
- Less traffic and congestion
- Bring in more business and retail, such as: restaurants, specialty stores, grocery stores, building/home improvement, etc.
- Limit number of tattoo parlors, auto repair, tire stores, liquor stores, bars, and adult businesses
- Widen sidewalks, and bike path so people can get to the businesses (Greenback should have sidewalks on both sides)

- Landscaping improvements
- Better public transportation
- Better street lighting (street lamps)
- Establish a “center of activity”- possible open air market

(296 people answered the question and 246 people skipped the question)

Is there anything that your customers say they would like to see improved in the Orangevale area?

- Traffic and roadways
- Widen Hazel Ave.
- Clean up Orangevale and the visual blight
- Beautification- especially on Greenback at Main
- Keep the small town feel- no “big box” retailers
- More walkable and pedestrian/bicycle friendly
- More retail would draw customers to the area
- Bring in some upscale restaurants
- Less auto related business
- Need to replace old Ralph’s with another grocery store
- Update landscaping and add more trees

(128 people answered the question and 414 people skipped the question)

General Consumer Questions

Where do you do the majority of shopping for “big ticket” items (electronics, furniture, etc.)?

- 38.6% shop in Citrus Heights for “big ticket” items
- 27.4% shop in Folsom for “big ticket” items
- 22.2% shop in Roseville (Placer County) for “big ticket” items
- 10.1% shop in Sacramento (general) for “big ticket” items
- 1.1% shop in Fair Oaks for “big ticket” items
- 0.7% shop in Orangevale for “big ticket” items
- 0.0% shop in Downtown Sacramento for “big ticket” items

(454 people answered the question and 88 people skipped the question)

Where do you do the majority of shopping for “everyday” items (groceries, prescriptions, etc.)?

- 49.8% shop in Orangevale for “everyday” items
- 17.9% shop in Fair Oaks for “everyday” items
- 17.0% shop in Folsom for “everyday” items
- 10.2% shop in Citrus Heights for “everyday” items
- 2.7% shop in Sacramento (general) for “everyday” items
- 2.5% shop in Roseville (Placer County) for “everyday” items
- 0.0% shop in Downtown Sacramento for “everyday” items

(459 people answered the question and 83 people skipped the question)

What services/shopping do you utilize in the Orangevale area? Check all that apply.

- 74.7% shop for food (general grocery and/or restaurants) in Orangevale
- 56.5% shop for auto related services in Orangevale
- 46.6% utilize professional services (banks, real estate) in Orangevale
- 34.3% shop for general retail in Orangevale
- 22.7% shop for home Improvement in Orangevale
- 21.5% utilize healthcare in Orangevale
- 10.5% do not shop/utilize services in Orangevale

(463 people answered the question and 79 people skipped the question)

What types of business would you consider to be strong in Orangevale?

- Automotive/parts (some say too strong)
- Coffee shops (Starbucks)
- Drug store
- Restaurants (La Placita and Annie's)
- Fast food
- Grocery (Winco)
- Bank
- Small retail
- Professional/office
- Feed store
- Bars
- Not a lot of strong businesses in Orangevale
- Construction

(303 people answered the question and 239 people skipped the question)

Are there any types of businesses that you would like to see come to the Orangevale area?

- Upscale restaurants/smaller eateries
- Wal Mart/Target
- Grocery store or specialty grocer (Trader Joes, Whole Foods)
- Housewares
- Home Improvements (Home Depot/Lowes)
- Book Store
- Health food store
- Coffee shops
- Children's facilities
- Shoe & Clothing Store
- Healthcare/Dental
- Gas station
- Sheriff station
- Pet services (vet, grooming)
- Bank/credit union
- Sporting goods store

(323 people answered the question and 219 people skipped the question)

Are there any types of businesses that should not operate in Orangevale?

- Adult entertainment/adult bookstore
- Liquor stores and bars
- Auto related or tire repair
- Industrial
- "Big box" retail
- Pawn shops
- Tattoo parlors
- Tobacco and cigarette store
- Dollar stores
- Wal Mart (more traffic)
- Fast food
- Tanning Salons

(309 people answered the question and 233 people skipped the question)

General Improvements Questions

What improvements would you like to see in Orangevale? Please list from highest to lowest priority:

- Street improvements (repave roads and beautification)
- General beautification (especially on Greenback at Main)
- Clean-up storefronts and buildings
- Improved landscaping and tree planting
- Improved traffic flow and traffic safety
- Added and improved sidewalks and curbs
- Better crime enforcement and more patrol officers/Sheriff station
- More parks
- Add more streetlights and speed bumps
- New library
- Improved public transportation
- New grocery store
- Town center/gathering place
- More retail varieties
- Upscale/sit down restaurants
- Pedestrian friendly
- More business growth
- Better code enforcement
- Litter removal
- Underground utilities
- Add/widen bike lanes

(352 people answered the question and 190 people skipped the question)

What are some of the issues you would like to see addressed in the immediate area (transportation, etc.)? Please list from highest to lowest priority:

- Improved public transportation (better bus and light rail service)
- Improved traffic flow and traffic safety
- Streetscape improvements/re-pave roads (especially Main Ave.)
- Better crime enforcement and patrolling
- Improved landscaping and tree planting
- Clean up businesses and store fronts and tear down old run down buildings
- Clean up Greenback at Main
- General beautification
- More parks
- Maintain rural feel
- Fill high commercial/retail vacancies
- Pedestrian friendly
- Major drug/meth problem
- New library
- Add more streetlights/stop lights
- Widen Hazel
- Upscale restaurants
- Better code enforcement
- Teen center
- Town center/gathering place

(277 people answered the question and 265 people skipped the question)

Contact Information (optional)

Would you like to be included on future notices for projects in the area, in particular the Greenback Lane Economic Development Strategy?

- 67.5% answered Yes
- 5% answered No
- 27.5% said they would check the website for additional information

(435 people answered the question and 107 people skipped the question)

Optional Questions

What is your gender?

- 50.5% - Female
- 49.5% - Male

(431 people answered the question and 111 people skipped the question)

What is your age?

- 56.8% - 41-60
- 22% - 25-40
- 20.5% - Over 60
- 0.7% - Under 25

(431 people answered the question and 111 people skipped the question)