

FLORIN ROAD CORRIDOR SURVEY RESULTS

The consultant team with the support City of Sacramento and Sacramento County staff prepared and circulated an informal survey on the Florin Road Corridor, targeting residents, business owners and community members. The purpose of the survey was to gather information about what the community would like to see addressed in the Florin Road Corridor Plan, as well as solicit comments about general opportunities and weaknesses in the area.

The planning team received approximately 91 completed surveys. The results are summarized on the following pages.

Property Owners and Residents Section

Do you rent or own your home?

- 86.4% of respondents own their home
- 6.8% of respondents rent their home
- 6.8% own, but have a tenant

(88 people answered the question and 3 people skipped the question)

How long have you lived in the area?

- 61.1% have lived in the area more than 20 years
- 19.5% have lived in the area for 10-20 years
- 16.1% have lived in the area for 1-10 years
- 3.4% have lived in the area less than one year

(87 people answered the question and 4 people skipped the question)

How many people reside in your household (or your tenants household)?

- 51% answered 2 people reside in their household
- 22.3% answered 1 person resides in their household
- 10.6% answered 3 people reside in their household
- 7.1% answered 4 people reside in their household
- 4.7% answered 5 people reside in their household
- 3.5% answered 6 or more people reside in their household

(85 people answered the question and 6 people skipped the question)

How far do you travel to your workplace?

- 44.3% do not travel to work (N/A)
- 22.8% travel 5-10 miles to their workplace
- 18.2% travel 10-20 miles to their workplace
- 8% travel 2-5 miles to their workplace
- 4.5% travel more than 20 miles to their workplace
- 2.2% travel less than 1 mile to their workplace

(88 people answered the question and 3 people skipped the question)

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

- 45.4% do not travel to work (N/A)
- 19.8% travel 5-10 miles to their workplace
- 10.5% travel more than 20 miles to their workplace
- 9.3% travel 10-20 miles to their workplace
- 7.1% travel 2-5 miles to their workplace
- 5.1% travel less than one mile to their workplace

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

Do you use public transportation?

- 43.2% answered never
- 23.9% answered not much
- 21.6% answered sometimes
- 8% answered frequently
- 3.4% answered exclusively

(88 people answered the question and 3 people skipped the question)

General comments about public transportation (summarized):

Most of the survey respondents feel that public transportation is not convenient; routes are limited, non-direct and too time consuming to get to the places they want to go. Some feel that public transportation should go to more places and run more frequently (look at cities like Chicago and New York). Another concern is safety. The respondents would like to see more security on light rail and would be more likely to ride public transportation if they felt safer. Some respondents noted that they had no need for public transportation and others commented that they would only ride light rail or bus if they had to go downtown, because of the parking. A very low percentage of respondents reported that they ride public transportation frequently or exclusively.

Business Owners and Employees Section

Do you own a business or work in the area (within two miles of Florin and Hwy. 99)?

- 94.3% answered No
- 12.7% answered Yes

(71 people answered the question and 20 people skipped the question)

What type of business do you work at or own?

- 60% answered Other
- 20% answered Office (general)
- 20% answered Government

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

Where do your customers come from? Please indicate what percentage of your customers come from the distances listed below:

Within 5 miles

1 person answered that 20% of their customers come from within 5 miles

From 5-10 miles

1 person answered that 50% of their customers come from 2-5 miles

1 person answered that 20% of their customers come from 2-5 miles

1 person answered that 10% of their customers come from 2-5 miles

More than 10 miles

1 person answered that 70% of their customers come from 5-10 miles away

2 people answered that 40% of their customers come from 5-10 miles away

Internet

1 person answered that 10% of their customers come from the Internet

N/A

2 people answered that 20% of their customers did not travel to their business

Other

1 person answered that 20% of their customers come from other

(9 people answered the question and 82 skipped the question)

What do you think would make the area more desirable/better for business? Please list:

- More pedestrian/bicycle friendly (Florin and Stockton are like highways)
- Grocery store
- Walkable sidewalks and better signage
- Better restaurants/sit-down restaurants
- Landscaping and beautification (add color)
- Underground power lines
- More entertainment
- Less liquor stores and adult stores
- Get rid of day laborers and street vendors
- Better lighting
- Good public transportation
- Neighborhood friendly businesses
- Small employment centers
- Bigger libraries
- College extension programs
- Live/work housing

(13 people answered the question and 78 skipped the question)

Is there anything that your customers say they would like to see improved in the Florin area? Please list:

- Traffic and roadways
- Code enforcement, illegal dumping and abandoned cars
- Quality grocery store/outlets
- Better restaurants
- More open space
- Pedestrian friendly

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

Shopping Section

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

- 35.3% shop in Elk Grove for “big ticket” items
- 31.8% shop in the Florin area for “big ticket” items
- 28.2% shop in Sacramento (general) for “big ticket” items
- 9.4% shop in the Arden area for “big ticket” items
- 7.1% shop Downtown Sacramento for “big ticket” items
- 7.1% shop in Other areas for “big ticket” items
- 2.4% shop in Folsom/Rancho Cordova for “big ticket” items

(85 people answered the question and 6 people skipped the question)

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

- 42.9% shop in South Sacramento for “everyday” items
- 28.6% shop in the Florin area for “everyday” items
- 14.3% shop in Downtown Sacramento “everyday” items
- 13.1% shop in Elk Grove for “everyday” items
- 9.5% shop in Sacramento (general) for “everyday” items
- 6% shop in Other areas for “everyday” items
- 1.2% shop in Folsom/Rancho Cordova for “everyday” items

(84 people answered the question and 7 people skipped the question)

What services/shopping do you utilize in the Florin area? Check all that apply:

- 66.3% shop for home improvement services in the Florin area
- 65% shop for food (general grocery/restaurants) in the Florin area
- 55.4% utilize auto related services in the Florin area
- 53% shop for general retail in the Florin area
- 50.6% utilize professional (banks, real estate, etc.) services in the Florin area
- 38.6% utilize healthcare (doctors, dentists, etc.) in the Florin area
- 3.6% do not shop/utilize services in the Florin area (other)

(83 people answered the question and 8 skipped the question)

What types of business would you consider to be strong in the Florin area? Please list (number in parentheses reflects frequency of response):

- Restaurants (13)
- Home Improvements (12)
- Grocery Stores (12)
- Wal-Mart (11)
- Toyota dealership (5)
- Mervyn's & Sears (5)
- Bank (5)
- Fast food (4)
- Retail (4)
- Burlington (3)
- Ethnic stores/restaurants (2)
- Car dealerships (2)
- Salons (2)
- Arco gas (2)
- Movie theatre (2)
- Auto parts (1)
- Rite Aid (1)
- Kia dealership (1)
- Southgate Plaza (1)
- MJM Shoes (1)
- Ross (1)
- I-Hop (1)
- La Fiesta (1)

(74 people answered the question and 17 people skipped the question)

Are there any types of businesses that you would like to see added to the Florin area? Please list (number in parentheses reflects frequency of response):

- Sit-down restaurants (21)
- Grocery store or specialty grocer (10)
- Movie theatre (9)
- Book stores (7)
- Retail (6)
- Children's facilities (5)
- Starbucks (5)
- Outlets (4)
- Fabric store (4)
- Gym/Health Club (3)
- Target/Kohl's (3)
- Café (3)

- Farmer's Market (3)
- Sporting goods store (3)
- Costco (3)
- Greener (2)
- Ethnic shopping (2)
- Bank (2)
- Big employers (2)
- Med clinic (1)
- Christian store (1)
- Hotel (1)
- Senior Apartments (1)
- Senior Center (1)

(76 people answered the question and 15 people skipped the question)

Are there any types of businesses that should not be allowed in the Florin area? If so, please list (number in parentheses reflects frequency of response):

- Adult entertainment/adult stores (24)
- Liquor stores (24)
- Check cashing (8)
- Bars (6)
- Gun Stores (5)
- Nightclubs (5)
- Auto related/auto dealers (3)
- Big box/chain stores (3)
- Wal-Mart (3)
- Pawn shops (2)
- Nail salons (2)
- Dollar store (1)
- Massage parlors (1)
- Tattoo parlors (1)
- Food vendors (1)
- Fast food (1)
- Apartments (1)
- Cultural businesses (1)
- Theatres (1)
- Methadone clinic (1)
- Bingo

(75 people answered the question and 16 people skipped the question)

General Improvements Section

What improvements would you like to see in the Florin area? Please list from highest to lowest priority (number in parentheses reflects frequency of response as highest priority):

- Added and improved sidewalks (8)
- Add pedestrian/bike lanes (7)
- Traffic calming (7)
- Improved landscaping and tree planting (7)
- Streetscape improvements (5)
- Green areas/parks (5)
- Improved public transportation (5)
- More law enforcement/safety (4)

- Road repair (4)
- Pride in community (3)
- Less pan handling (3)
- New grocery store (2)
- Improved street lighting (2)
- More home ownership (2)
- Better restaurants (2)
- Low income and mixed-use housing (1)
- Better schools (1)
- Cameras (1)
- Teen Center (1)
- Fountains (1)
- Sewers

(76 people answered the question and 15 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 (number in parentheses reflects frequency of response as highest priority):

- Traffic (12)
- General safety (9)
- Improved public transportation (better bus and light rail) (8)
- Crime (8)
- Safety/security on public transit (6)
- Pedestrian crossings/bike lanes (pedestrian safety) (5)
- Homelessness (5)
- Improved landscaping (4)
- General beautification (4)
- Better restaurants (3)
- Better retail (3)
- Code enforcement (3)
- Activities for youth (3)
- Shelters/benches at bus stops (3)
- Drug problem (2)
- More jobs (2)
- High density housing (2)
- Clear vacant lots (2)
- Update parking lots (1)
- Improve roads (1)
- Sidewalk improvements (1)
- Illegal dumping (1)
- Better street lighting (1)
- Farmer's market (1)

(73 people answered the question and 18 people skipped the question)

Demographic Information Section

What is your gender?

- 68% - Female
- 32% - Male

(81 people answered and 10 skipped the question)

What is your age?

- 45% - Over 60
- 40% - 41-60
- 12.5% - 25-40
- 2.5% - Under 25

(80 people answered the question and 11 people skipped the question)

Contact Information Section

Would you like to be notified of future projects in the area, in particular the Florin Road Corridor Plan?

- 58.5% - Yes
- 30.8% - Will check web for additional information
- 9.2% - No

(65 people answered the question and 26 people skipped the question)