



Shingle Spring / Cameron Park Chamber of Commerce

Connecting with the community

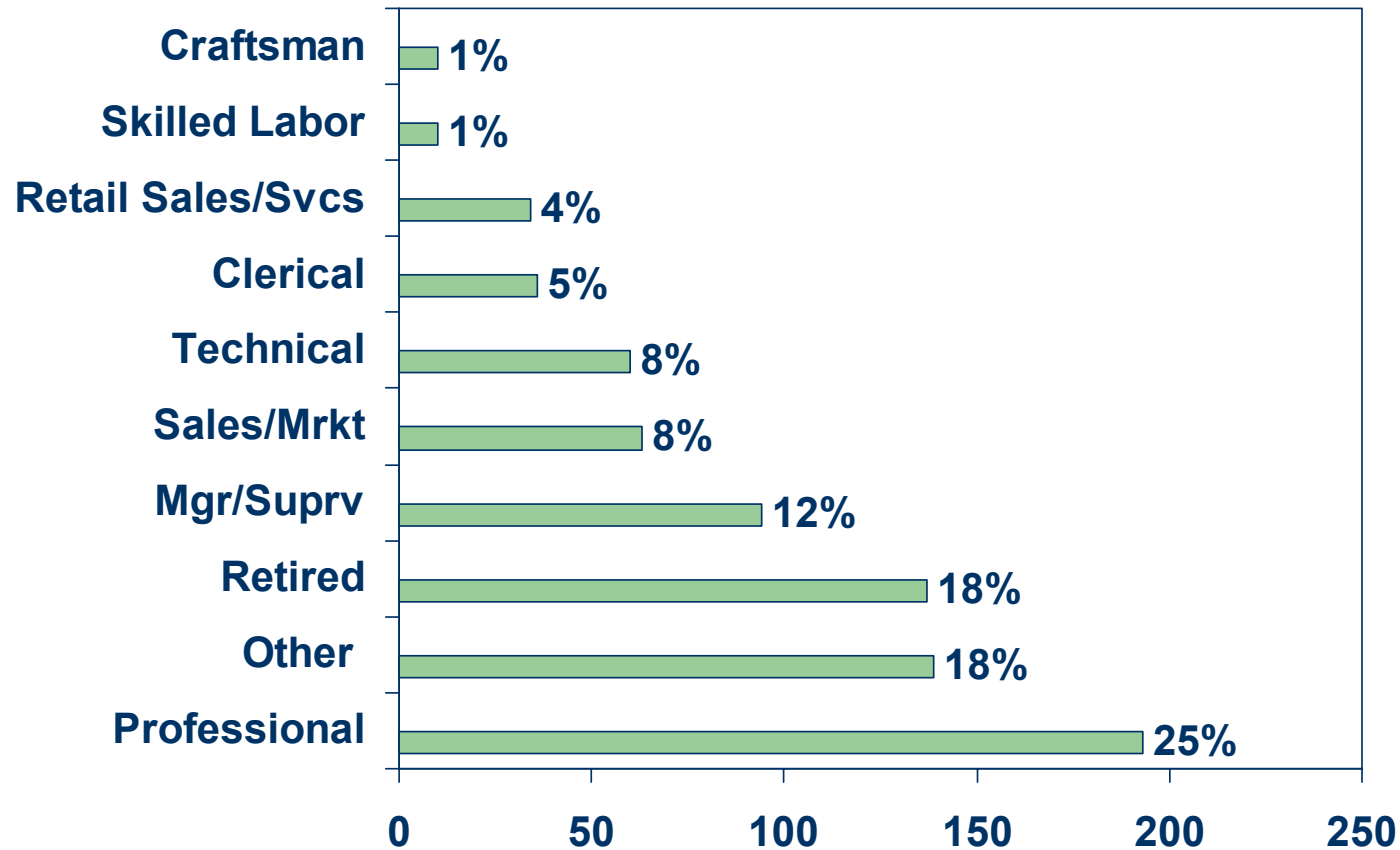
2006 Online Survey Results

Made possible by El Dorado County Economic Development

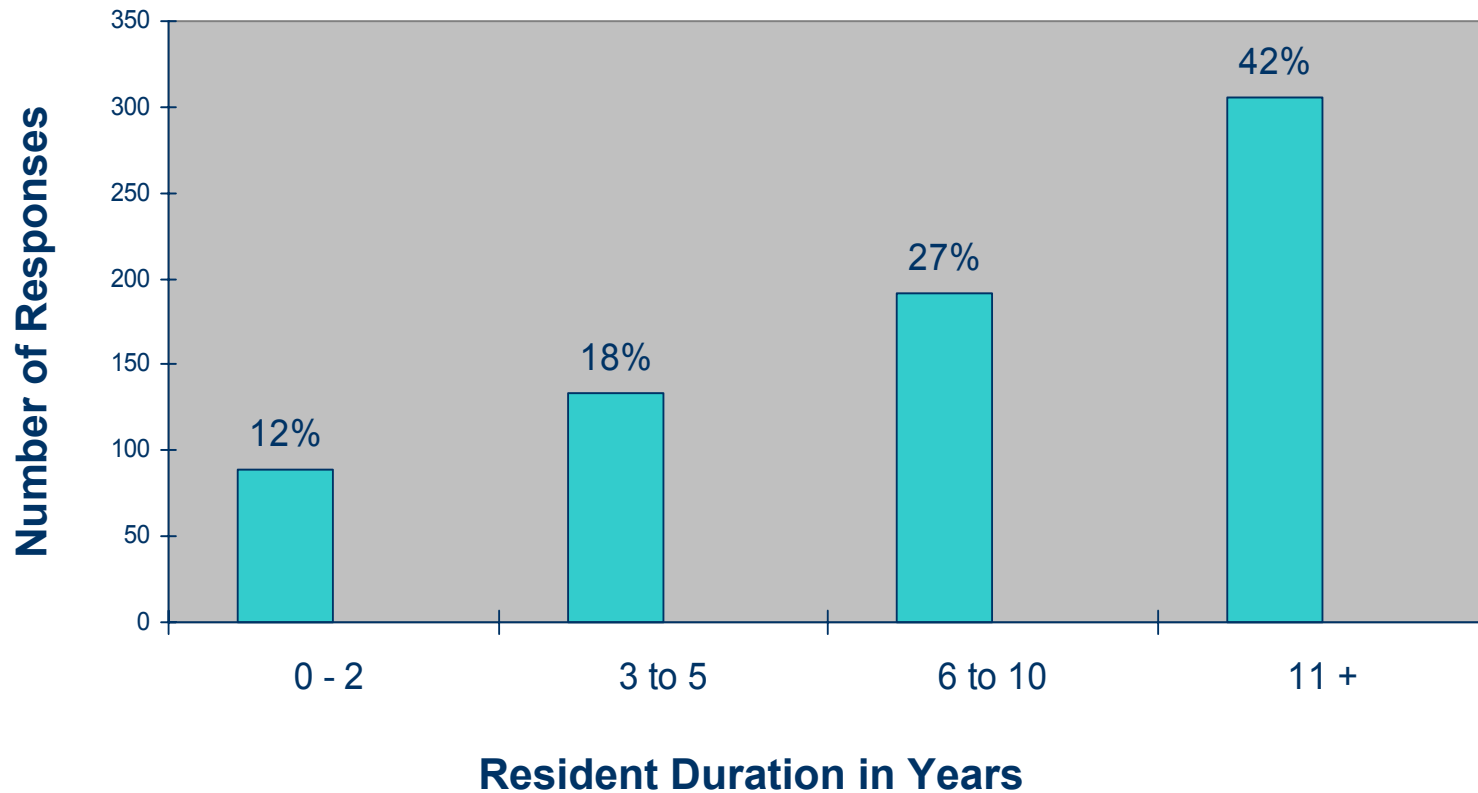
And The Survey Says...

- A community survey gathered the opinions of people who live and/or worked in the Shingle Springs and Cameron Park areas for the purpose of identifying desired services around the area.
- A total of 776 responses were received
- 722 responses live in the area
- 553 responses work in the area

Responses by Employment



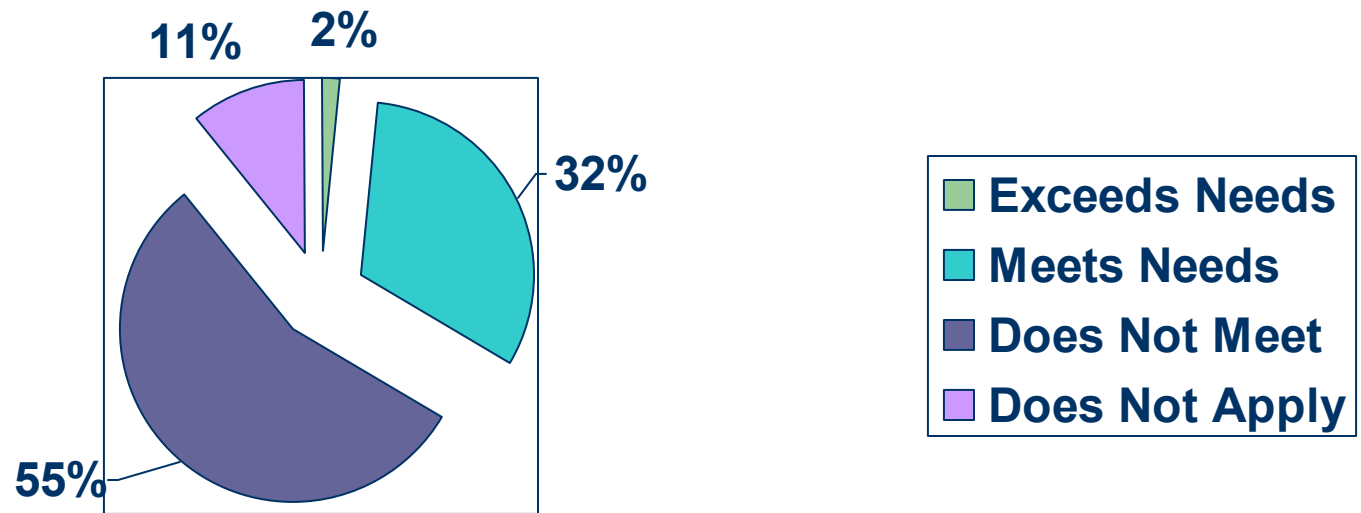
Residence of Respondents



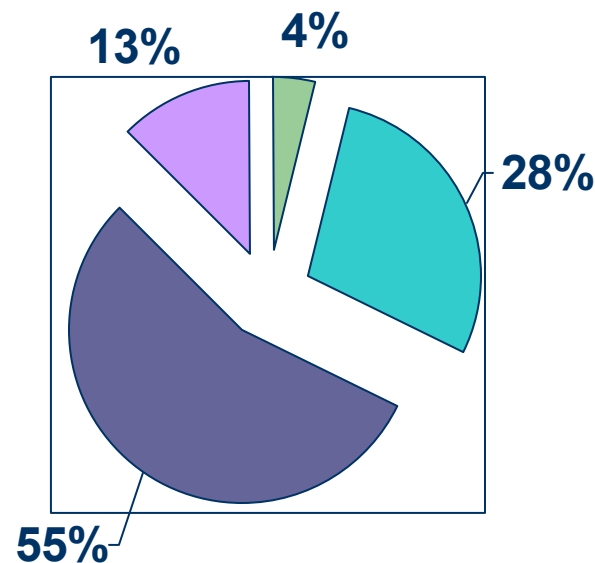
Services Meeting Their Needs...

- Responses show the adequacy or lack of certain services and facilities in Shingle Springs and Cameron Park areas

Accessibility for Pedestrians

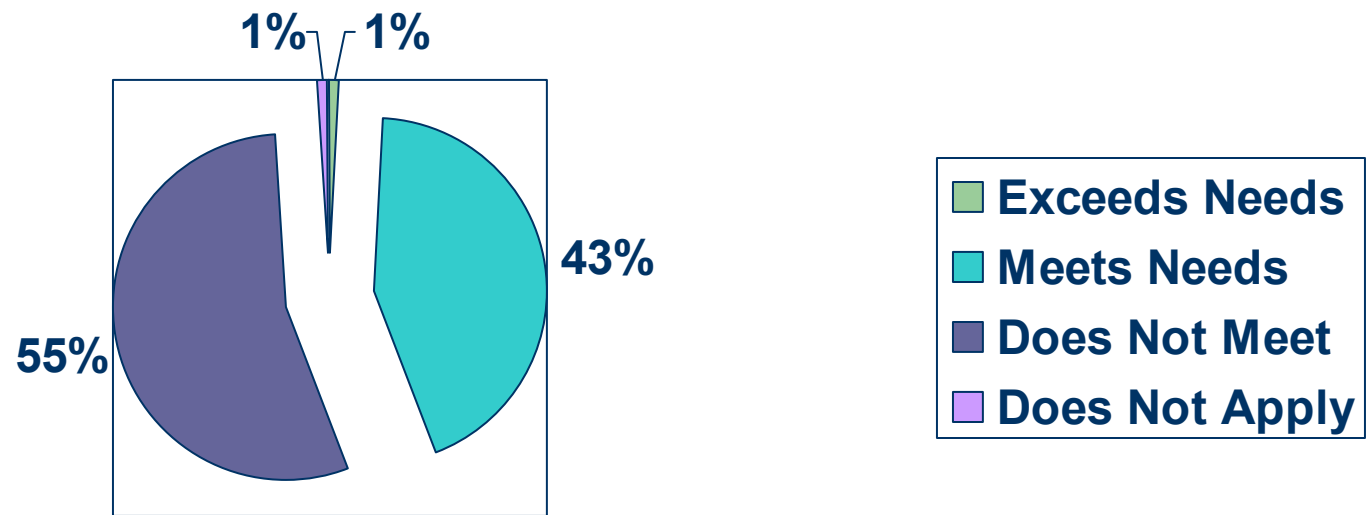


Outdoor Hiking, Running and Biking Trails

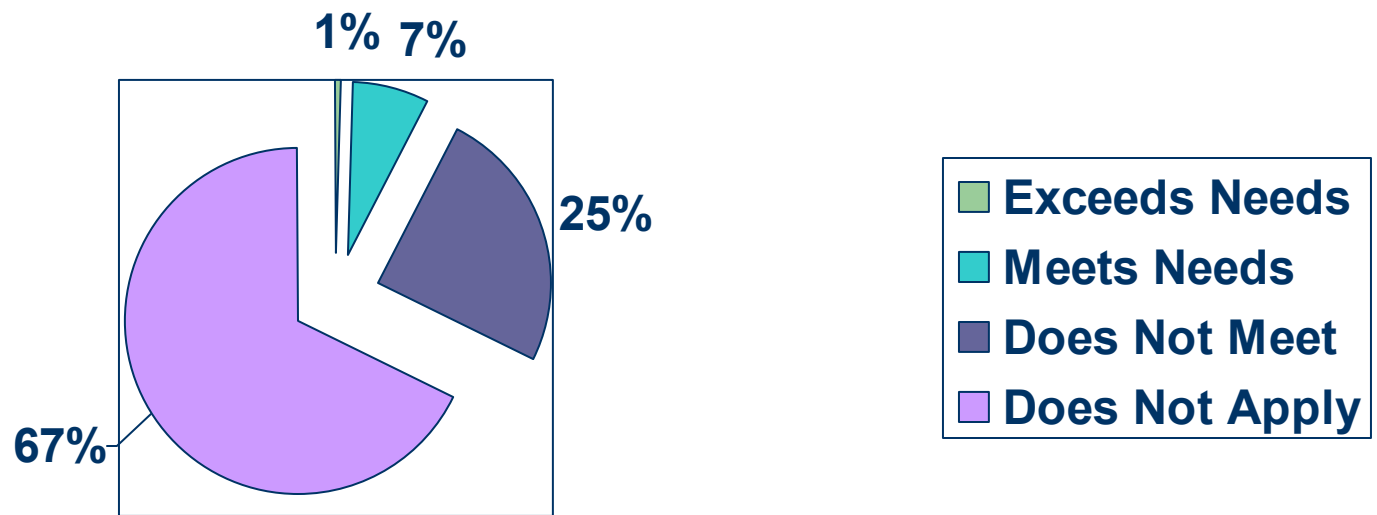


- Exceeds Needs
- Meets Needs
- Does Not Meet
- Does Not Apply

Conditions of Highways & Roads



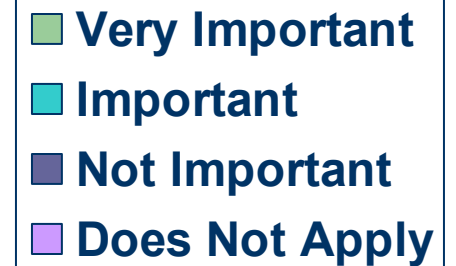
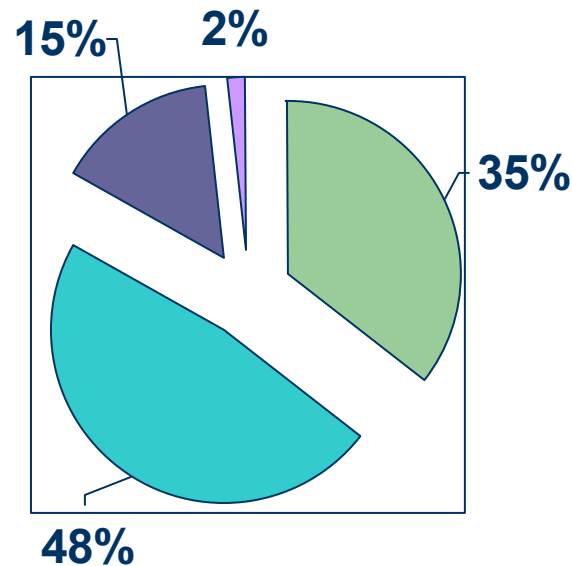
Local Bus Transit



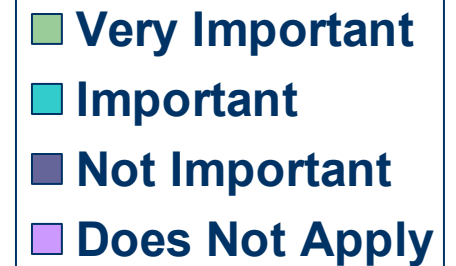
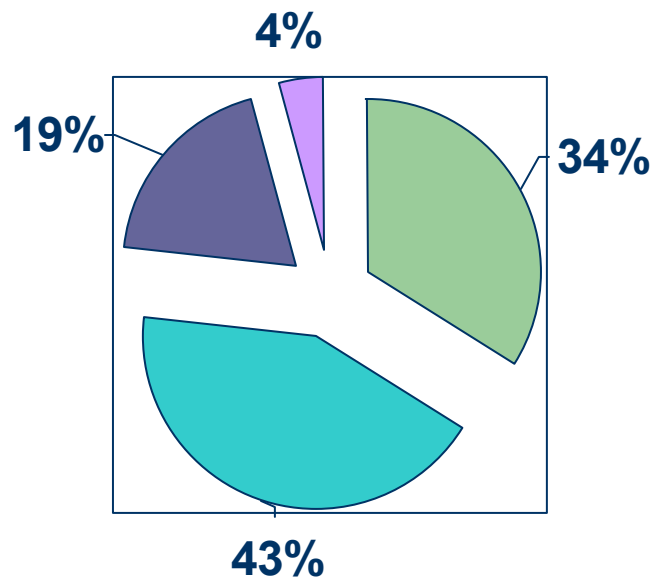
Importance for Shingle Springs and Cameron Park Area

- Services **most important** were: more parks, more recreational programs, family dining, higher education, fine dining, medical services, senior services and retail stores.
- Services **not important** were: more auto dealers, fast foods, multi-family housings, grocery stores, banks, condo housing, churches/synagogues, and hotels/motels.

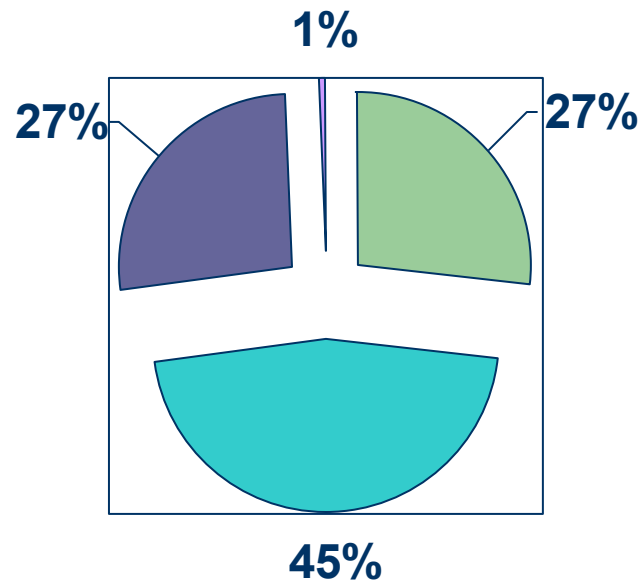
More Parks



More Recreational Programs

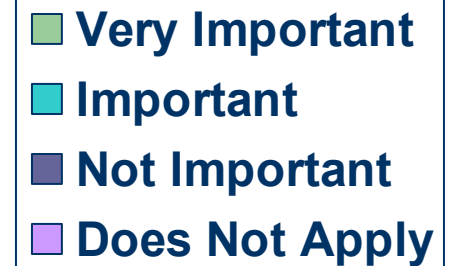
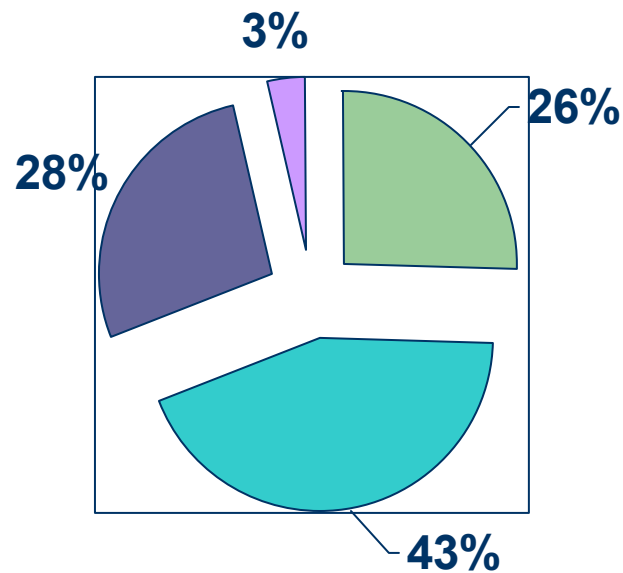


More Family Dining

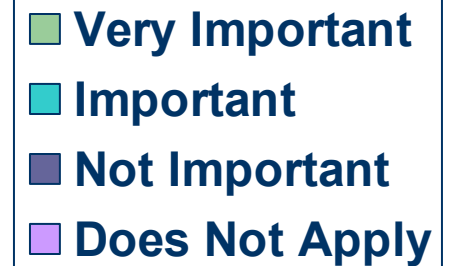
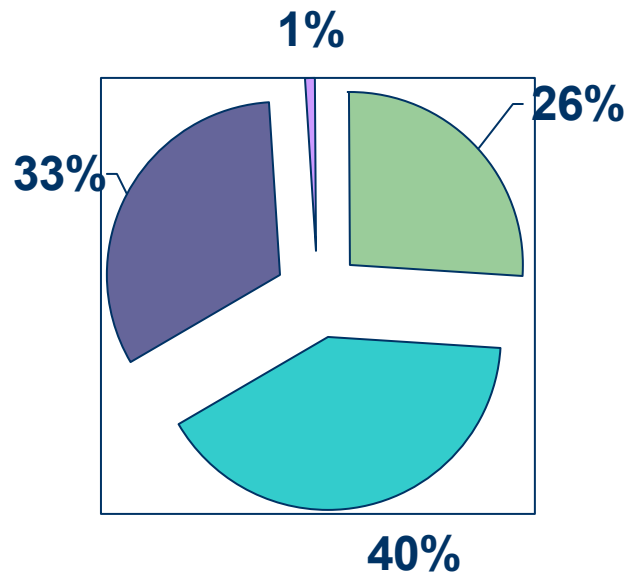


- Very Important
- Important
- Not Important
- Does Not Apply

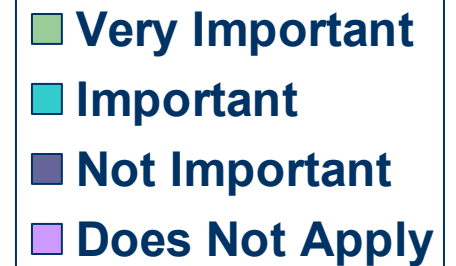
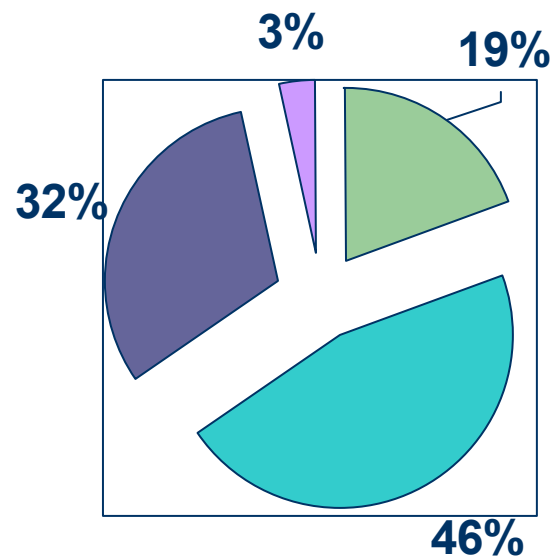
Higher Education



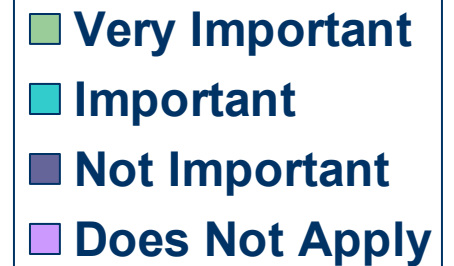
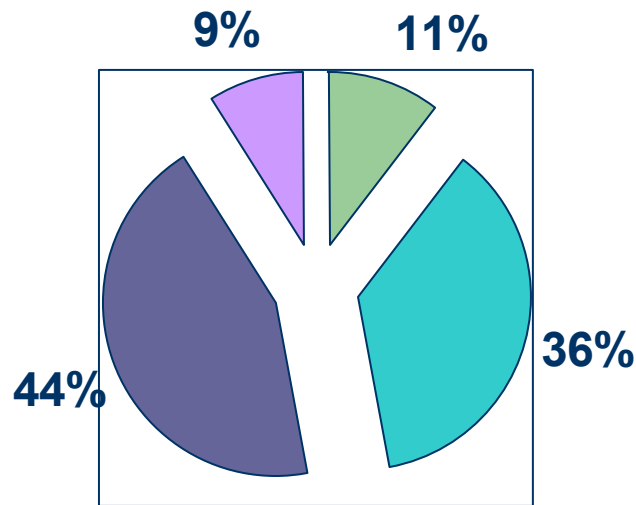
More Fine Dining



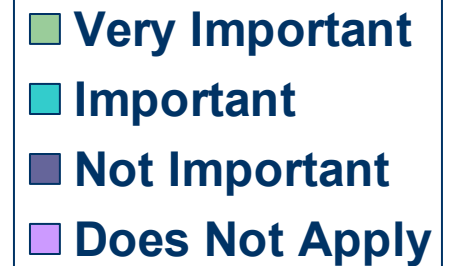
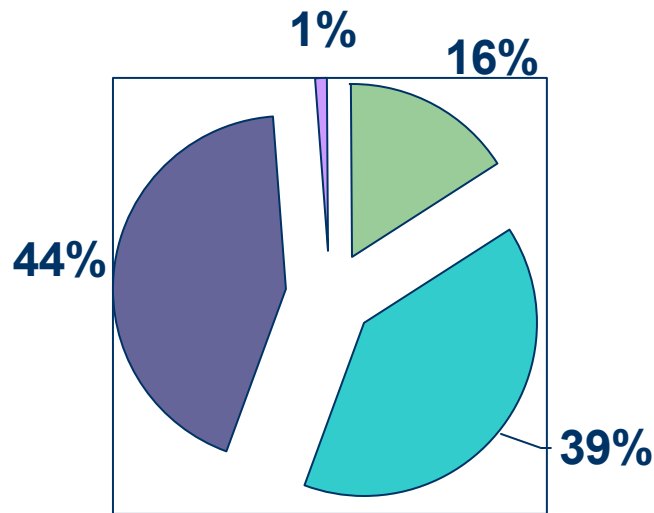
More Medical Services



More Senior Services



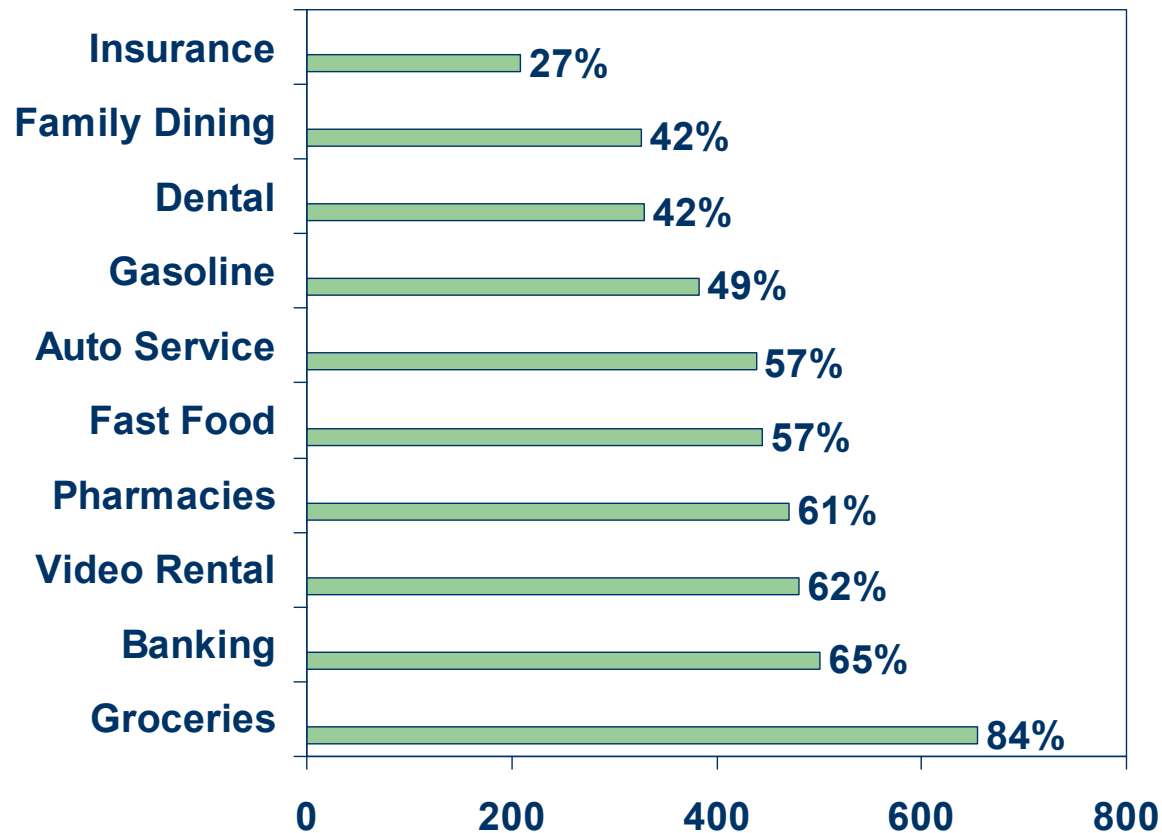
More Retail Stores



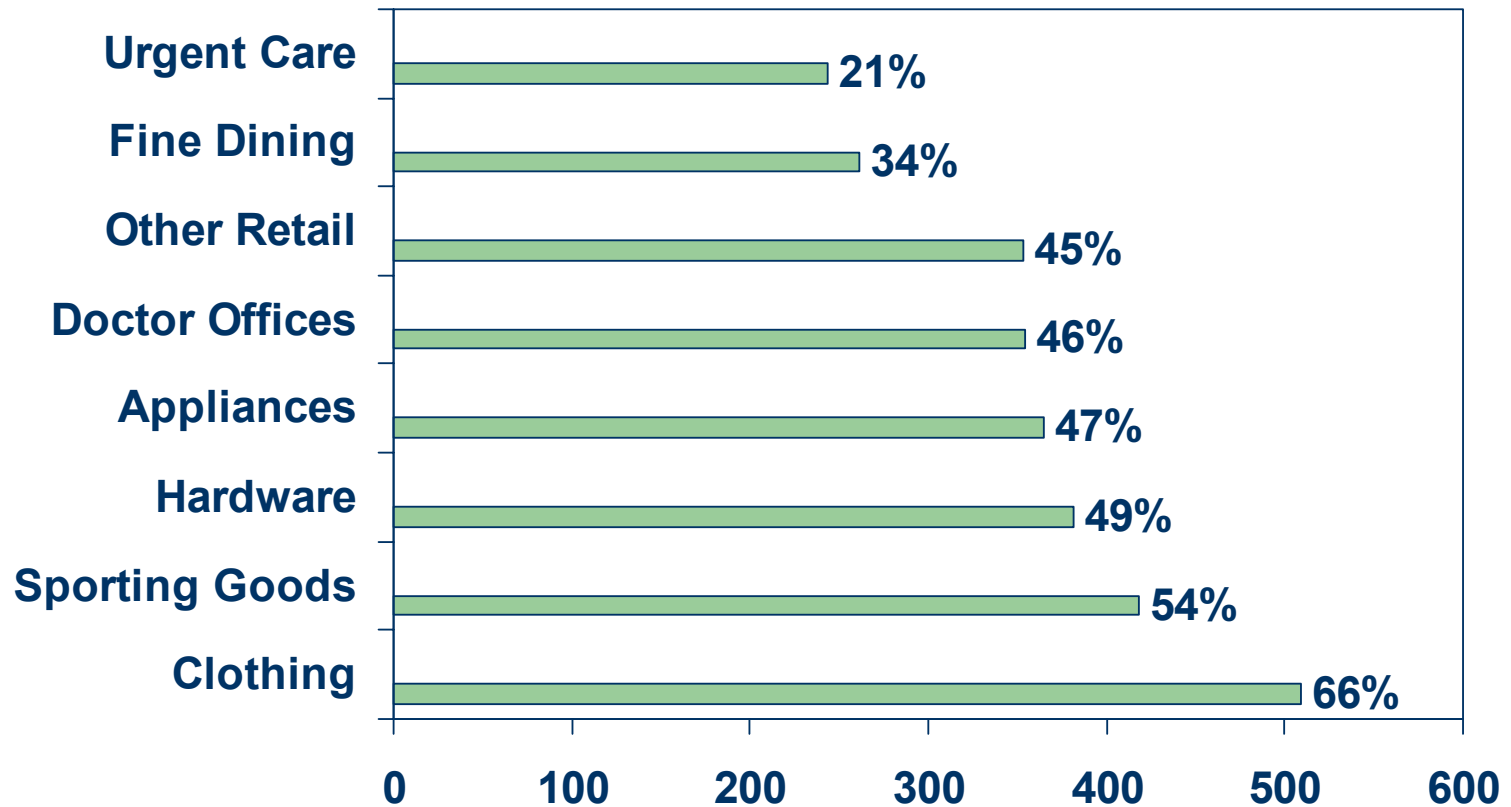
Where People Normally Shop ...

- **Shingle Springs/Cameron Park:** groceries, banking, video rental, pharmacies, fast food, auto service, gasoline, dental and family dining.
- **Folsom:** clothing, sporting goods hardware, appliances, doctor offices, and other retail
- **Sacramento area:** furniture, car/truck purchase, entertainment

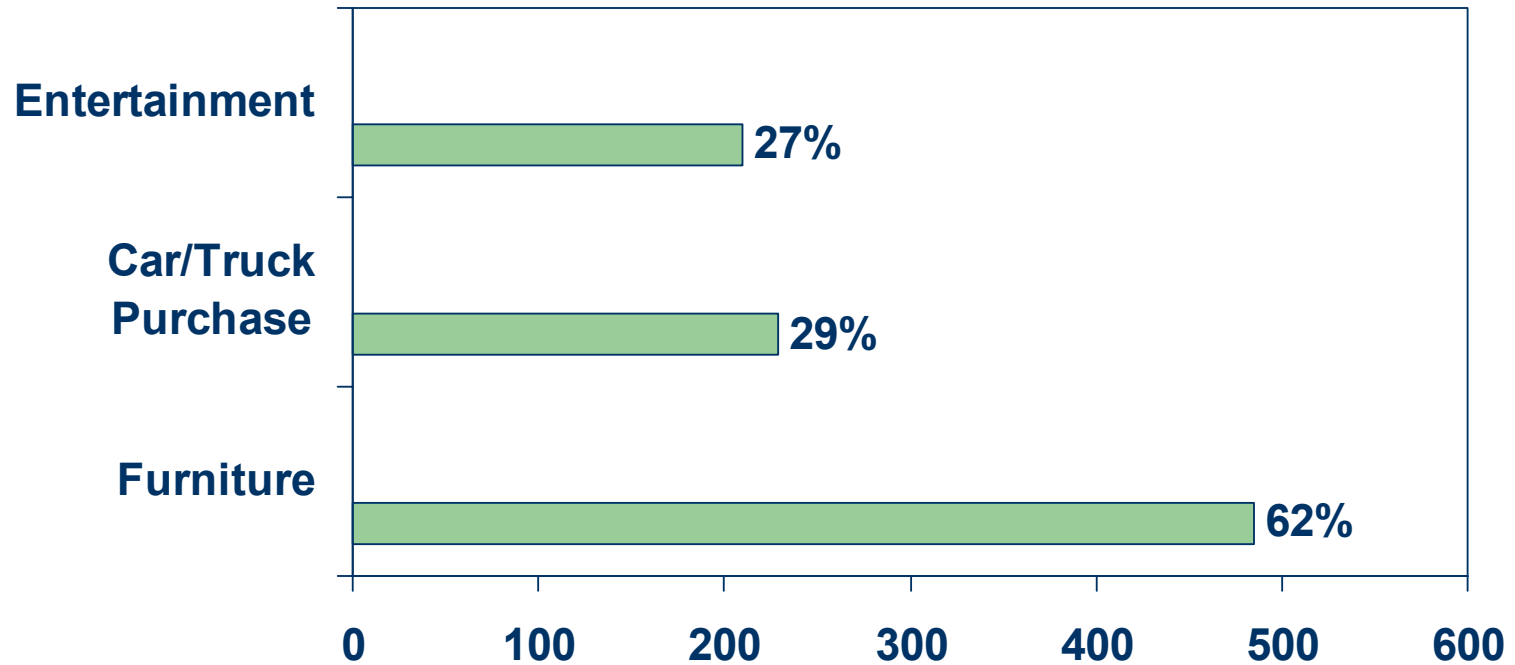
Shingle Springs / Cameron Park



Folsom



Elsewhere in Sacramento County



Stores/Services Like to See...

- Top responses for stores/services not available in the Shingle Springs/Cameron Park area
- Two of the **general** overall answers were for clothing stores and fine dining.
- Two of the **specific** overall answers were for big box/department stores and Trader Joes.

1 Ranking

General Answers

- Clothing (117)
- Family Dining (104)
- Fine Dining (96)
- Entertainment (49)
- Grocery (24)
- Other Retail (19)
- Hardware (17)
- Dr. Offices (16)
- Urgent Care (12)
- Sporting Goods (10)

Specific Answers

- Trader Joes (13)
- Indoor Rec/Sports (12)
- Target (11)
- Big Box/Dept Stores (7)
- Natural/Organic Food (7)
- Bookstore (5)
- Dog Park (5)
- Costco (4)
- Teen Center (4)
- Health Club/Gym (3)

#2 Ranking

General Answers

- Family Dining (92)
- Clothing (75)
- Entertainment (67)
- Fine Dining (67)
- Other Retail (36)
- Sporting Goods (30)
- Hardware (20)
- Dr. Offices (13)
- Furniture (12)
- Grocery (11)

Specific Answers

- Big Box/Dept Stores (8)
- Trader Joes (7)
- Target (5)
- Outdoor Rec/Trails (5)
- Chilies (4)
- Fabric Store (3)
- Health/Veg Restaurant (3)
- Live Theatre (3)
- Art Gallery/Studio (2)
- In & Out (2)

#3 Ranking

General Answers

- Clothing (75)
- Entertainment (71)
- Fine Dining (53)
- Other Retail (49)
- Family Dining (39)
- Dr. Offices (22)
- Sporting Goods (22)
- Appliances (17)
- Hardware (16)
- Furniture (15)

Specific Answers

- Big Box/Dept Stores (10)
- Indoor Rec/Sports (8)
- Nat/Organic Food (5)
- Outdoor Rec/Trails (3)
- Trader Joes (3)
- Book Stores (2)
- Concert Venue (2)
- In & Out Burger (2)
- Jamba Juice (2)
- Movie Theater (2)

#4 Ranking

General Answers

- Entertainment (55)
- Other Retail (49)
- Clothing (44)
- Family Dining (37)
- Sporting Goods (26)
- Fine Dining (25)
- Furniture (21)
- Appliances (18)
- Hardware (16)
- Fast Food (15)

Specific Answers

- Big Box/Dept Stores (7)
- Outdoor Rec/Trails (4)
- Indoor Rec/Sports (3)
- Kaiser (3)
- Trader Joes (3)
- Movie Theater (2)
- Teen Center (2)
- Natural/Organic Food (2)

#5 Ranking

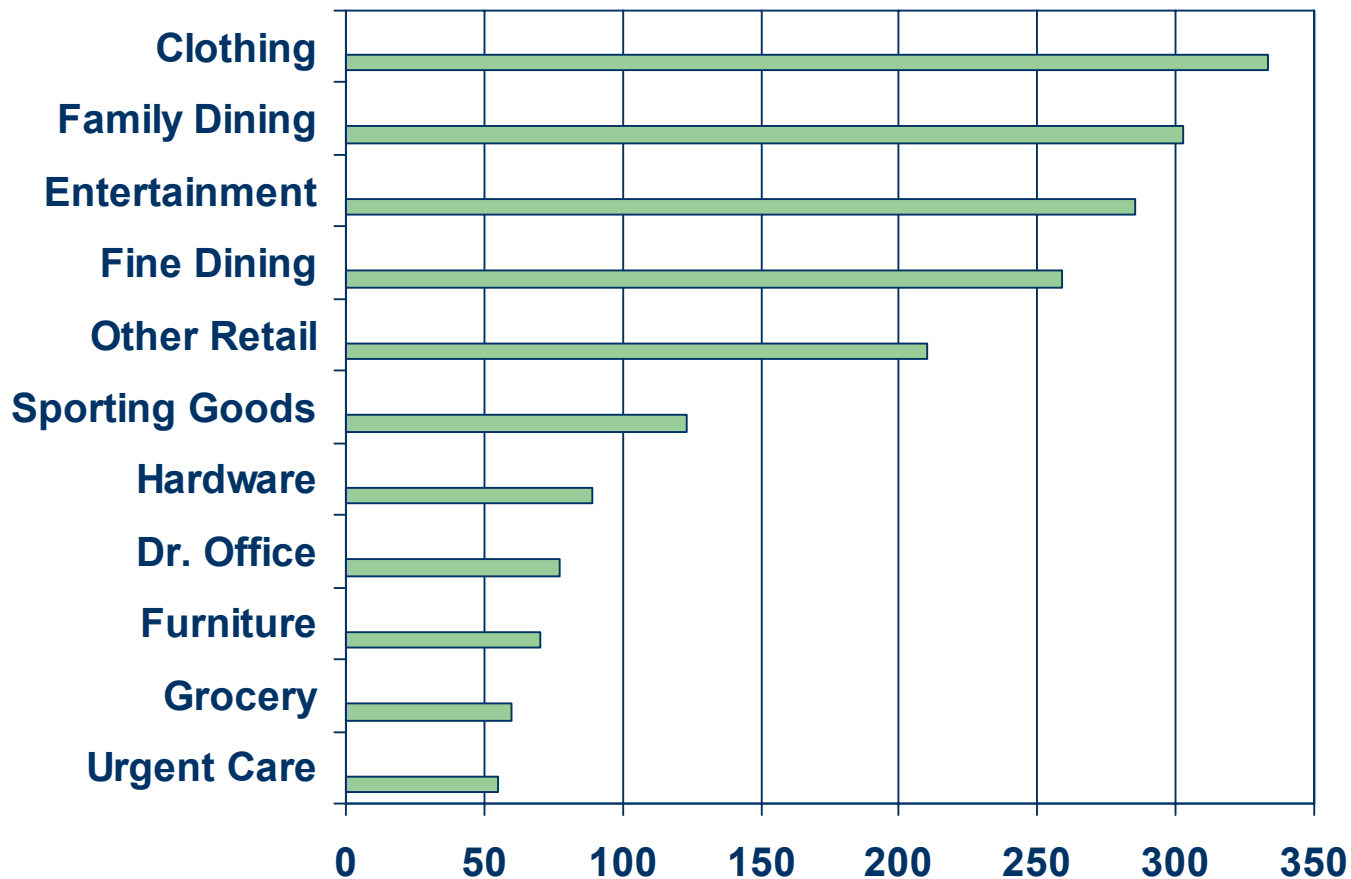
General Answers

- Other Retail (57)
- Entertainment (43)
- Sporting Goods (35)
- Family Dining (31)
- Clothing (22)
- Hardware (20)
- Fine Dining (18)
- Furniture (17)
- Dr. Offices (13)
- Gasoline (13)
- Urgent Care (13)

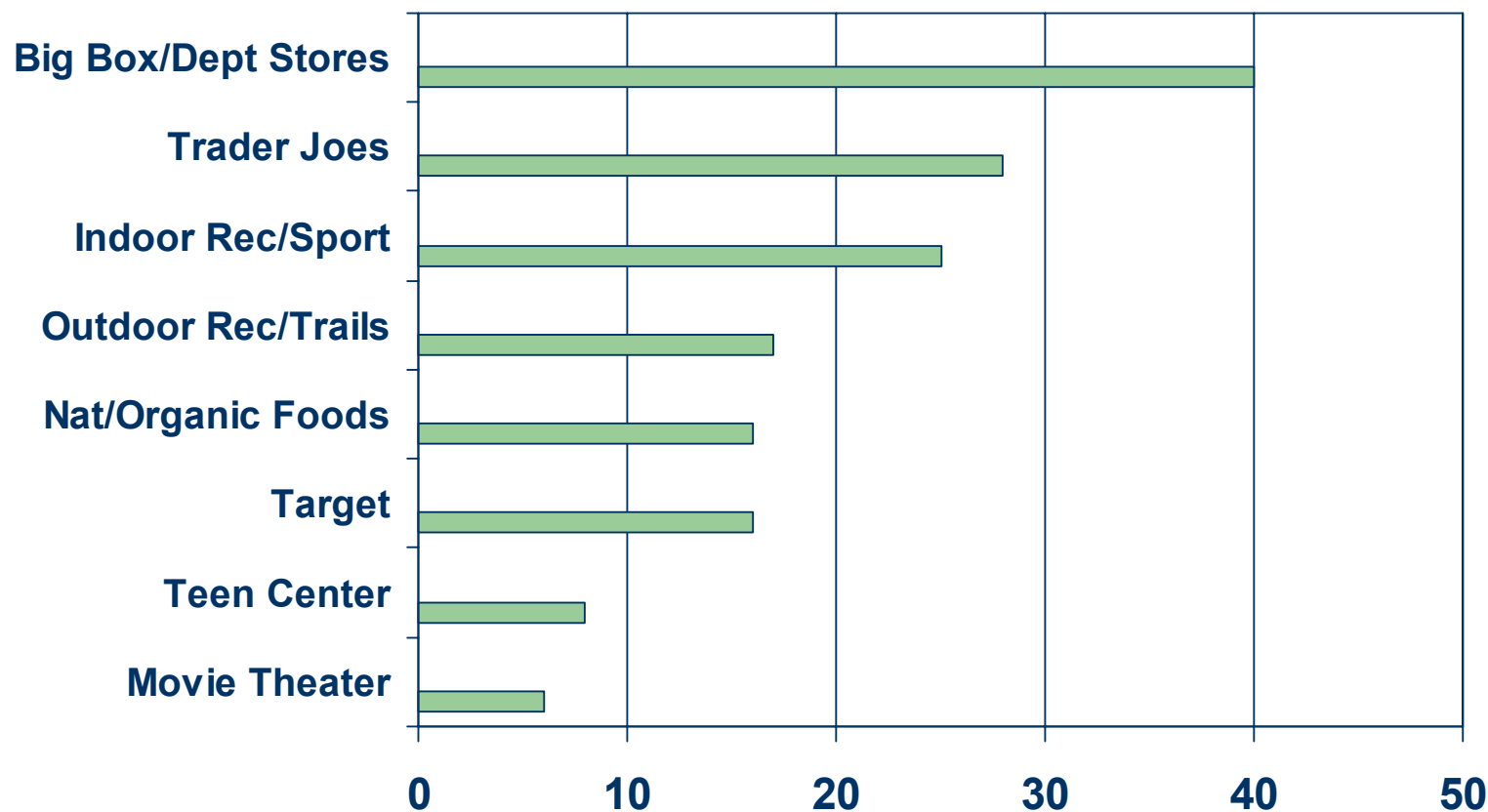
Specific Answers

- Big Box/Dept Stores (8)
- Outdoor Rec/Trails (3)
- Farmers Market (2)
- Health/Veg Restaurant (2)
- Indoor Rec/Sports (2)
- Shoe Store (2)
- Teen Center (2)

General Answers Overall



Specific Answers Overall



Necessary Changes

- Regarding businesses in the Shingle Springs/Cameron Park area
- Changes needed to get more business

1st Priority

- More Competitive Pricing (37.4%)
- Larger Selection (22.0%)
- Better Quality (11.2%)
- Better Customer Service (5.2%)
- Longer hours open (4.0%)
- Better Atmosphere (3.9%)
- More Special Events (3.4%)
- Improved Parking (1.8%)
- More Advertising (1.5%)

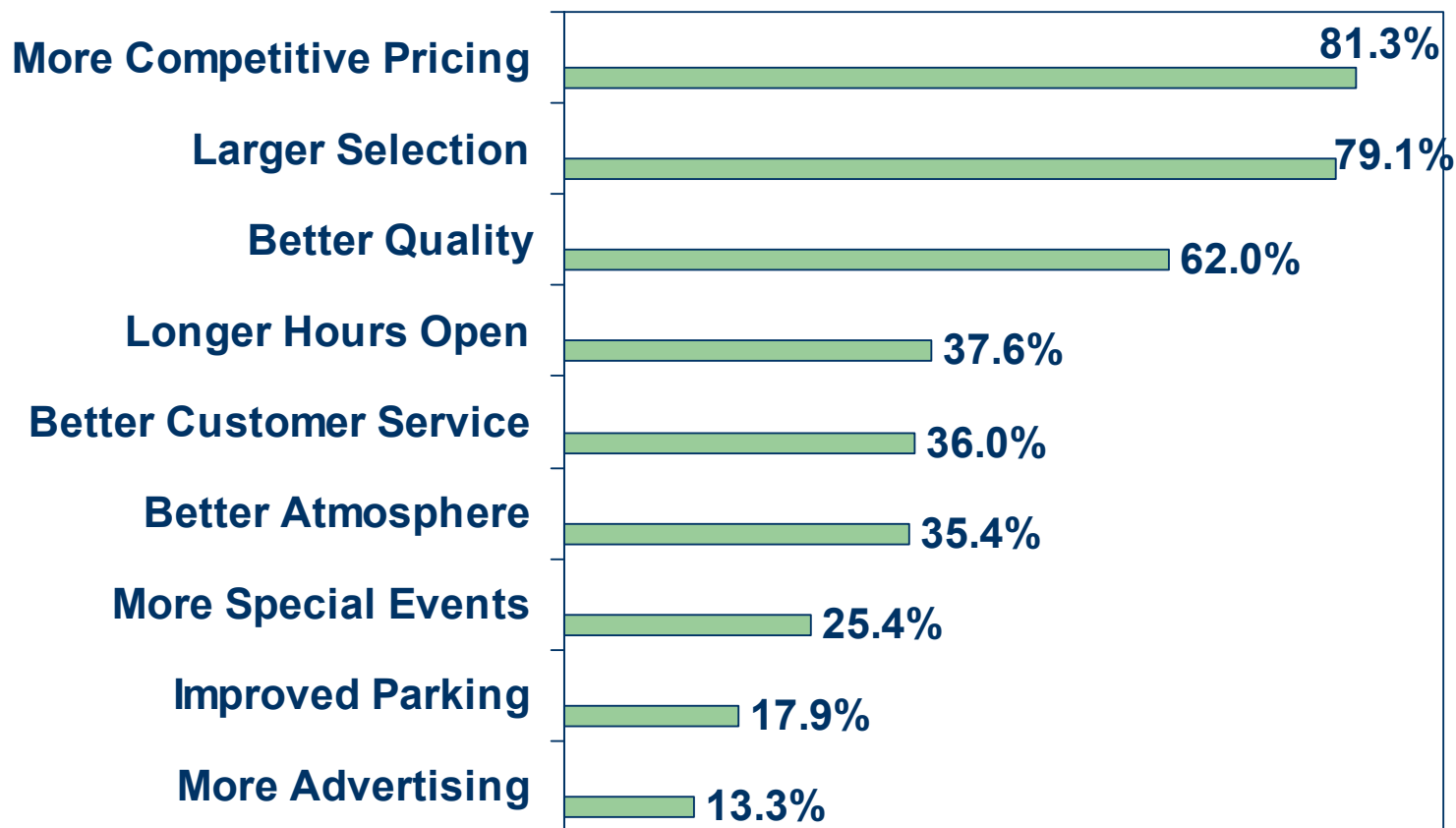
2nd Priority

- Larger Selection (25.4%)
- Better Quality (17.5%)
- More Competitive Pricing (16.8%)
- Better Customer Service (6.8%)
- Longer Hours Open (6.6%)
- Better Atmosphere (5.7%)
- More Special Events (3.7%)
- Improved Parking (2.6%)
- More Advertising (1.2%)

3rd Priority

- Larger Selection (18.0%)
- Better Quality (16.5%)
- More Competitive Pricing (11.9%)
- Longer Hours Open (8.6%)
- Better Customer Service (7.9%)
- Better Atmosphere (7.9%)
- More Special Events (4.8%)
- Improved Parking (3.0%)
- More Advertising (1.8%)

Total Ranked



Attractions for Business Owners

- Local business owners opinions on why they chose Shingle Springs/Cameron Park for their businesses.

1st Priority for Business Owners

- Proximity to Target Market (13.5%)
- Short Commute (9.3%)
- Open Space (7.8%)
- Land Affordability (7.3%)
- Safety/Security (5.2%)
- Lease Rates (4.7%)
- County Incentives/Tax Codes (3.6%)
- Geographically Desirable For Employees (3.1%)
- Air Quality (3.1%)
- Traffic Flow (3.6%)

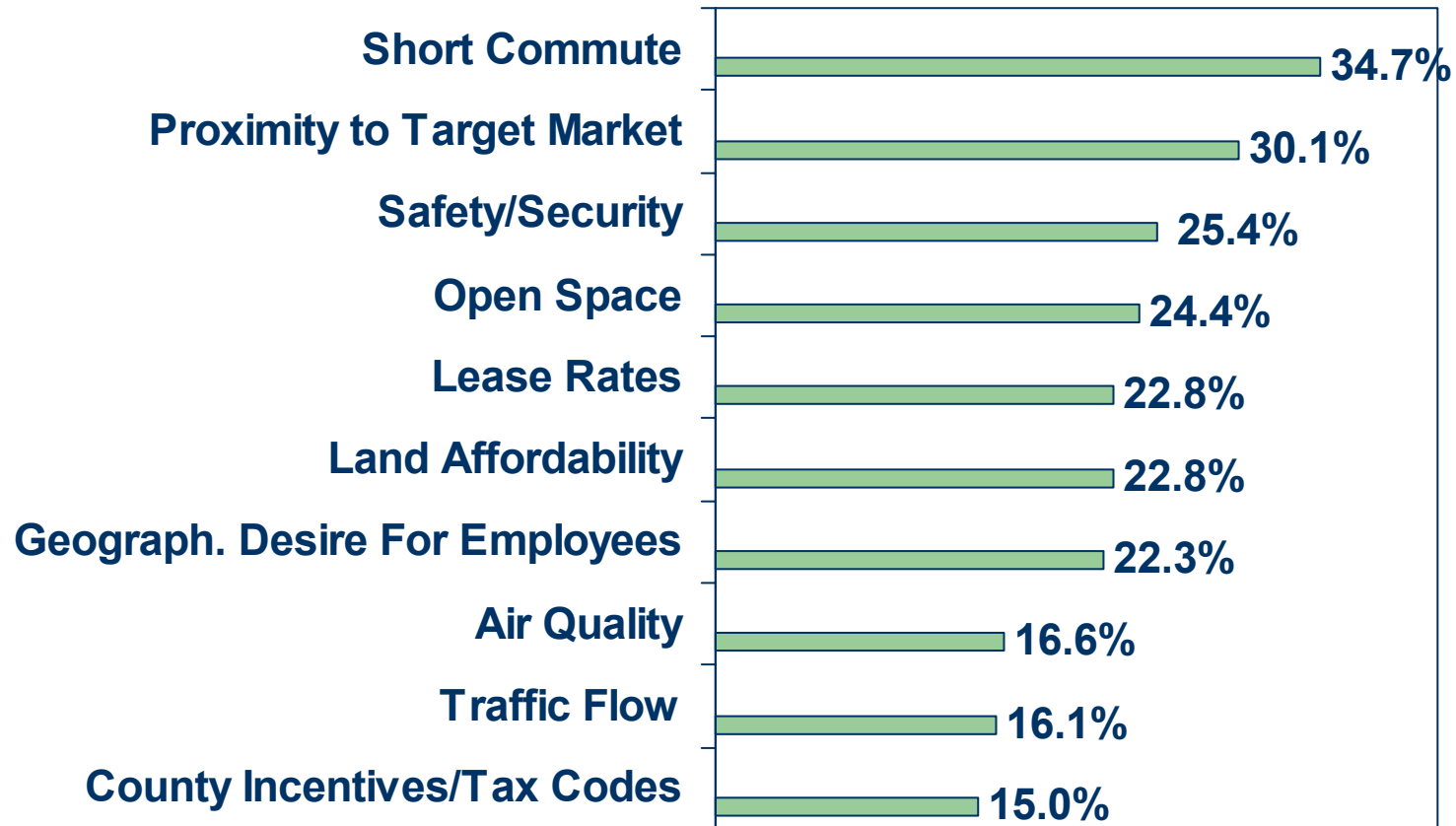
2nd Priority for Business Owners

- Short Commute (9.3%)
- Open Space (9.3%)
- Proximity to Target Market (6.7%)
- Lease Rates (5.7%)
- Safety/Security (5.2%)
- Geographically Desirable For Employees (5.2%)
- Land Affordability (4.7%)
- Permitting & Review Process (3.6%)
- Air Quality (2.1%)
- Public Transportation (2.1%)

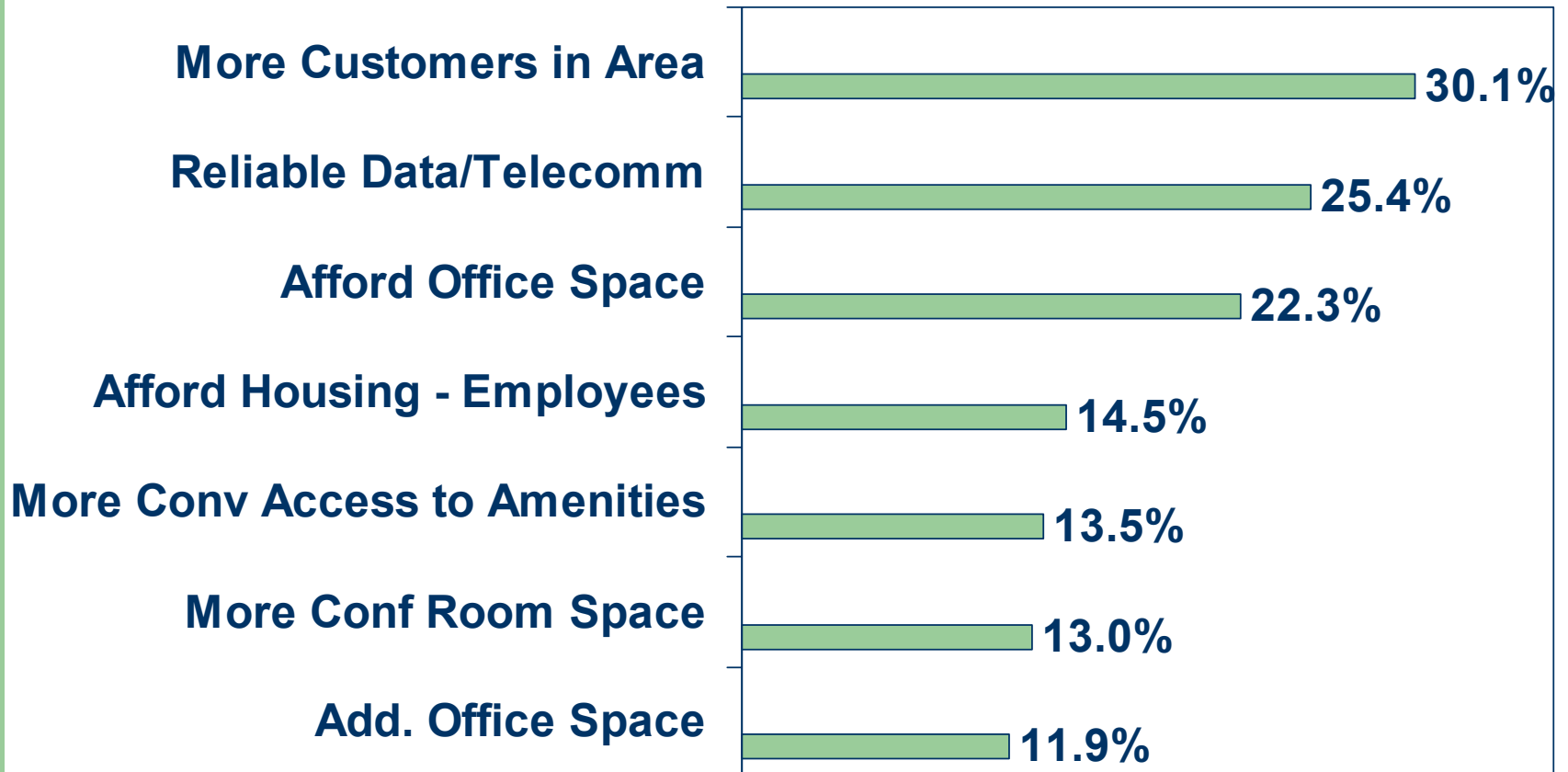
3rd Priority For Business Owners

- Short Commute (6.7%)
- Proximity to Target Market (6.7%)
- Lease Rates (6.7%)
- Safety/Security (5.7%)
- Geographically Desirable For Employees (5.7%)
- Traffic Flow (5.7%)
- Land Affordability (4.7%)
- County Incentives/Tax Codes (4.1%)
- Air Quality (3.1%)
- Labor Costs (2.1%)

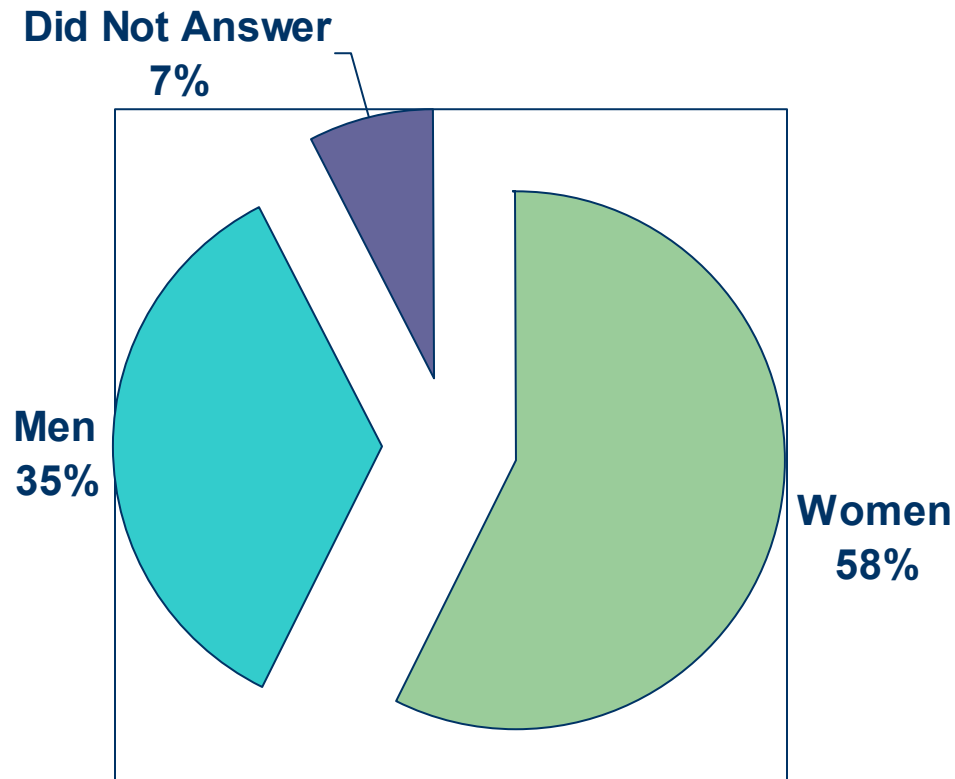
Total Ranked For Business Owners



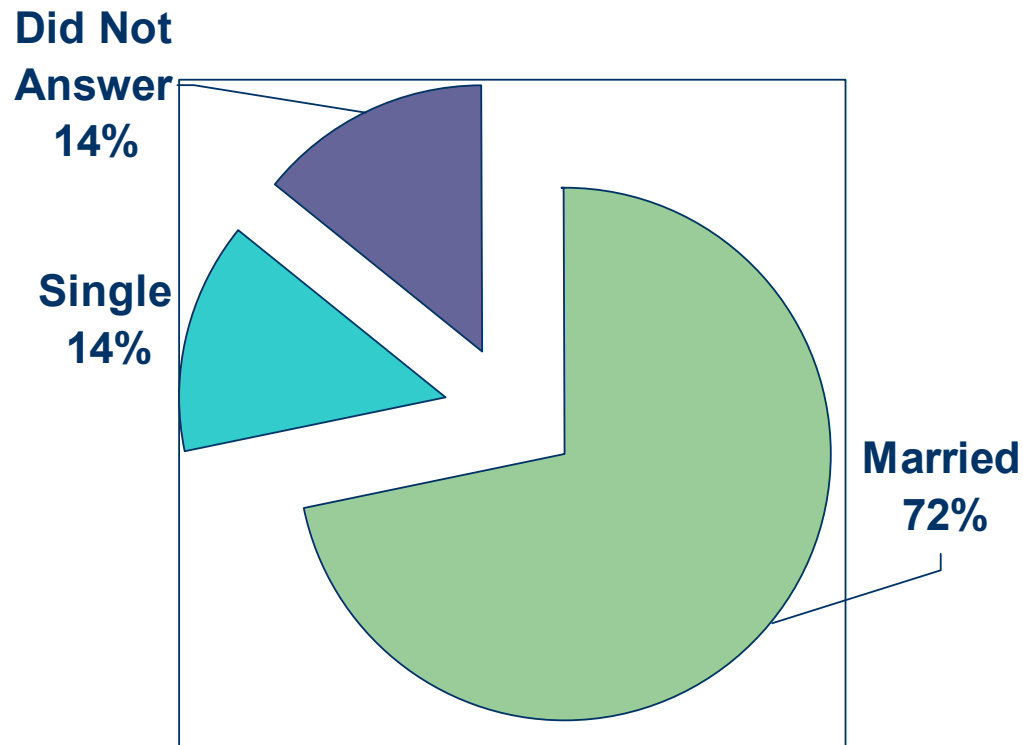
What Does Your Business Need to Grow in Shingle Springs/Cameron Park



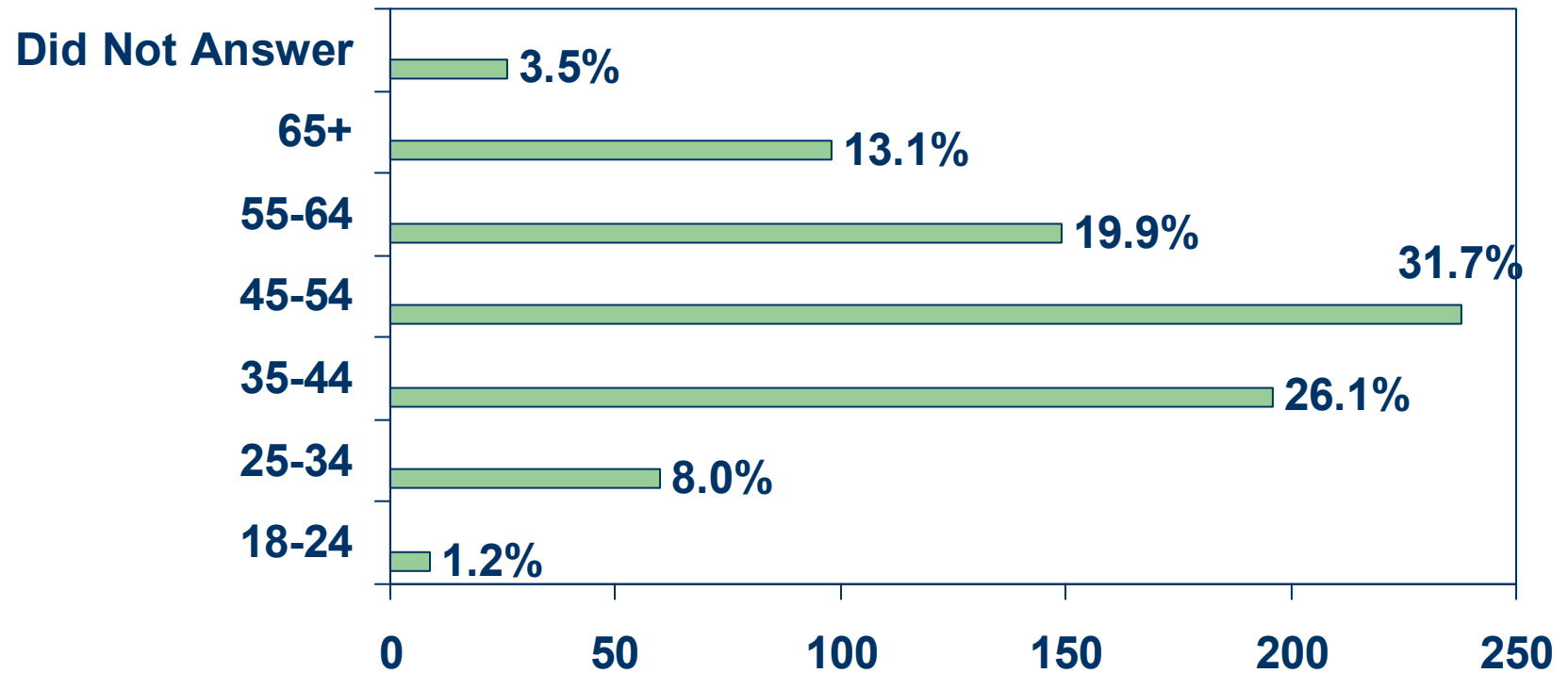
Demographic Information - Sex



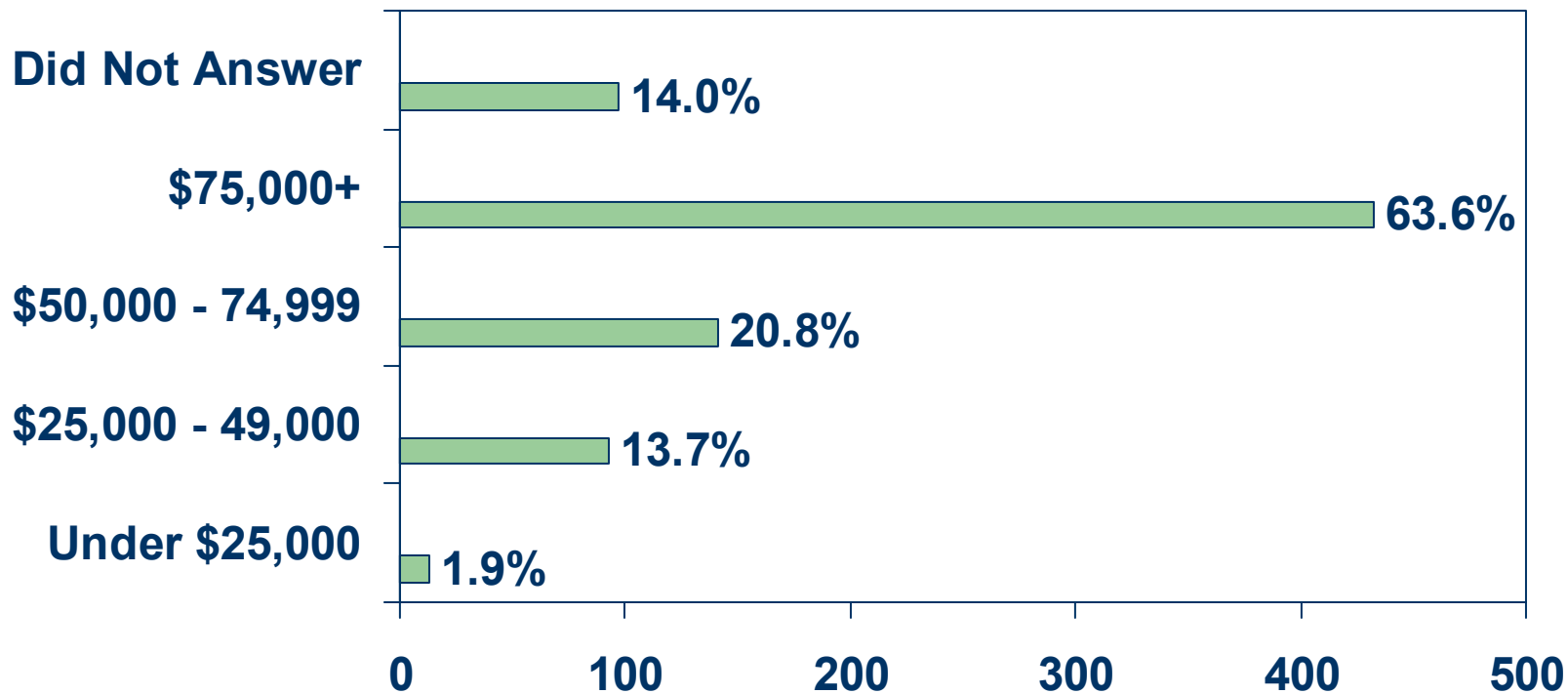
Demographic Information - Status



Demographic Information - Age



Demographic Information - Income



Survey Comments

- Need to add bike trails, walking/jogging paths and sidewalks (61)
- Keep the area rural; keep open space; slow down growth (37)
- Traffic is getting worse; need to focus on improving traffic flows/safety in many areas (33)
- Love the community; love living here; residents & businesses are friendly (32)
- Happy that the community center is coming; Need something like the community center with pool, etc (32)
- The road conditions are terrible/need maintenance (30)

Survey Comments Continued...

- The community should have an identity; there should be consistency in the town's look; a "downtown" area should be developed (28)
- Do not want to see the casino (27)
- Business areas don't look clean; Businesses' buildings need to have their look upgraded (25)
- More places for teens/youth to hang out (24)
- Neighborhoods don't look clean; the CC&Rs need to be enforced for variety of issues 22
- Would like more and/or better retail (non grocery) (22)
- Need more parks and/or parks with more amenities, beautification, lighted ball fields, etc. (20)

Theme/Identity Ideas...

- Family-friendly/family oriented (85)
- Rural (34)
- Small town community (32)
- Country atmosphere (32)
- Continuity/town focal point (15)
- Quiet community (13)
- Theme acknowledging history such as railroad or gold rush (11)
- Upscale/modern (11)
- Friendly home town (6)
- Like the Town Center in El Dorado Hills (5)
- Need to have two separate communities (5)

Suggested Events...

- A large majority of our residents want **community identity** (*family oriented events*) to be reflected in the events.

Community Events

- Music/Entertainment in the Park (Year-around Concerts, Live Music, Friday Nigh Music Events)(128)
- Art/Wine Events (72)
- Farmers Market/Street Fair/Flea Market (59)
- Seasonal Events (i.e. Christmas Parade, Spring Fling, Spring in the Foothills, Autumn in Cameron, Easter Egg Hunt) (50)
- Annual Summer Spectacular (49)
- Outdoor Activities (5/10k Runs, Bicycle Events, Swimming Events, Sports Related Fundraisers) (43)

Community Events Continued...

- Theater (47)
- Parade/Fair (37)
- Shingle Springs/Cameron Park Historical/Cultural Activities (18)
- Air Park Activities (Show n' Shine, Air Shows) (13)
- Community Pride Day (11)
- Community Classroom including ROP Showcase (11)
- Crab Feed (7)



CHAMBER OF COMMERCE ... connecting with the community

Shingle Springs Cameron Park Survey

For more information refer to appendix A