

The National Citizen Survey™

Elk Grove, CA

Open Ended Responses

2013

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The National Citizen Survey™
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Summary

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ communities. This report includes the verbatim responses to an open ended question included on The NCS 2013 survey for Elk Grove. Additional reports and the technical appendices are available under separate cover.

Respondents were asked to record their opinions on what types of activities, amenities, shops or services would encourage residents to visit Old Town Elk Grove in the following question:

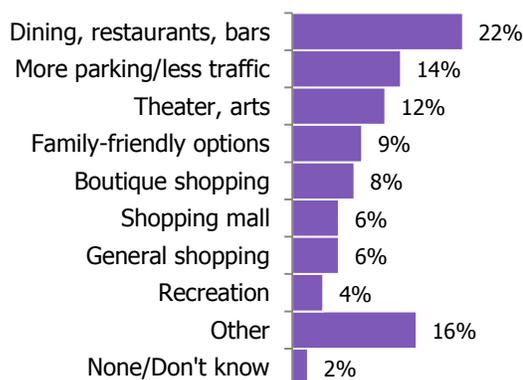
- What types of activities, amenities, shops or services would encourage you to visit Old Town Elk Grove more often?

The verbatim responses were categorized by topic area and those topics are reported in the following table with the percent of responses given in each category. Because some comments from residents covered more than a single topic, each topic mentioned by a resident was categorized and counted for the table below. Those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic. Verbatim comments that contain more than one topic nevertheless appear only once (in the category of the first topic listed), however the analysis in the table below counts each of the topic areas given by all respondents regardless where those topics appeared in the comment.

Results from the open-ended question is best understood by reviewing the frequencies that summarize responses as well as the actual verbatim responses themselves. Two hundred sixty-nine surveys were completed by Elk Grove residents; of these 132 wrote in responses for the open-ended question. Most respondents were interested in having more dining, restaurant and bar options or having more parking available to make visiting Old Town Elk Grove easier. Others showed interest in having more theater, art and family-friendly options as well as more places to shop.

Figure 1: Question 16

What types of activities, amenities, shops or services would encourage you to visit Old Town Elk Grove more often?



Verbatim Responses

The following pages contain the respondents' verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

What types of activities, amenities, shops or services would encourage you to visit Old Town Elk Grove more often?

Dining, restaurants, bars

- More dining opportunities more shops (unique) more events-although we do have some I know. I have lived for 30+ years & loved Elk Grove when I came. I see it continuing to have issue & not much being done to stop it too much growth, less safe etc.
- Cafe dining wine tasting room/wine bar restaurant for casual dining for breakfast / coffee ice cream / gelato store meat/cheese deli / market antique faire farmers market.
- Food trucks
- A casual dining, possibly lunch eatery. We have only the Brickhouse and need more variety we do not need any more salons!!!
- More family oriented events restaurants.
- Farmers market (where the ice rink is driving the spring & summer) winter it goes back to a rink.
- Fine dining Bar/restaurant Bob's is all there is Shops.
- Fallow parlor, dining
- Fine drawings such Chinese food.
- We need more restaurants (not corporate) & fine dining and a high and department store in Macy Nordstroms.
- Sports bar, farmers market.
- Dining, shops.
- More than I (one) restaurant & "something" that would involve all ages & nationalities; more gas stations btwn hwy 99 & I-5 that stay open past 11 PM.
- Dining, nightlife
- Better restaurants, shops, better parking.
- More bars.
- Better/more dinning / night life options.
- Patio dining, quality restaurants, special events.
- Fine dining so we will enjoy going there.
- Club, (like "mix" down town SAC).
- Family friendly restaurant with easy parking. Generally, I avoid downtown because it is crowded and difficult to drive through & park.
- Better food establishments.
- Quality food, most is in Laguna sports Arena.
- Restaurant options events such as concerts more shopping.
- Something for families to do. More fine dining needed and less chain restaurants, nail salons an sun tanning places. We have too many of them.
- More independent restaurants-breweries, wine tasting.
- We used to go to the brewery all the time before it closed.

More parking/less traffic

- Parking! Old town EG is a disaster. The renovation narrowed streets, shortened parking spots and drove away businesses. Seriously, its a joke in circles of our friends. Create healthy businesses; restaurants, shopping, open space etc. Currently a "palm reader" or crap sold downtown has as zero draw for me or my kids.
- Nothing too hard to find good parking traffic in a mess going through the streets of old town.
- No parking & the traffic is really bad, I just stay a way from old town.
- More parking!
- A place to park that is not dark & Isolated.
- It is too crowed now traffic jams improve traffic flow.
- Add more parking, less hair & nail, make it so people want to sit, eat, people watch, meet & greet sp.
- Better parking
- Driving thru the traffic calming structures is difficult and not conducive to stopping and parking. I know a lot of money was spent on it, but I don't think the structures made driving round old town EG better.
- Parking needs to improve and then add a theatre for plays and concerts and good dinning at reasonable prices.
- Traffic in to heavy must of the lane to go into old town.
- Better parking and street access when events are held.
- Old town is no longer the center of EG! Quit jamming it down our throats - it's impossible to get to, has no parking has shabby, ill conceived shops and, again, it is impossible to get to. The traffic east of 99 is awful- fix that and clean up the look of the 1980's strip malls and you may have a shot.
- More & better parking access.
- Easier free parking.
- What deters us is heavy traffic and parking problems.
- Parking sucks for what is there.
- Don't parking. I don't go to old town locations its parking to as bad.
- The traffic is always slow there & run the train comes through. It is the only place in Elk Grove. Not I have cotton stuck in traffic, nothing would get me to go there.
- I Don't really have an opinion other than it already seems congested w / traffic and like it would need traffic improvement if further development was implemented.
- Better parking/traffic.
- Better parking, more outdoor eateries unique shops. Farmers market. Activities to get you down there. Make it a fun place to go to right now its pretty boring!
- Better access, better parking please, please get rid of frontier phone this monopoly is very expensive , unreliable! allow other phone services to come to E.G. 95758 zip code.
- I will never visit "Old Town" because there is not enough parking and it's difficult to drive thru. You also chased out my favorite venue. The Elk Grove brewing co. I went there to listen to the blues and eat good food. Whoever decided to change "Old Town" to a narrow street with very limited parking was an idiot!!

Theater, arts

- Special events, plaza setting - museum anything that make Elk Grove a very nice place to live.
- Movie theater, community park, fine dining, casual dining, outdoor contacts.
- Maybe a movie house, Maybe not, I do go there for a restaurant meal, but thats about it.
- Acts, theater, shows, exhibits, history museums aquarium, clubs, multi-story dance hall with headline DJ's.
- Movie theater I have already faired my children. I am at senior Legan.
- Good quality restaurants performing arts theater.
- Location for adults or children can learn to dance and have dances ie sac Y.W.C.A friday night swing lessons w/dance following ect. - Location where artist of all types can create, work bbsom i.e. Art studies exhibits, open mic for spoken word, poetry, music, singing. All ages and lorage approp. Nights ect. I currently travel several time a week to midtown/down town Sacramento to fulfill these activities a would love to help make this happen in Elk Grove. Please contact me for ideas, brain storming, committee opportunities. -I am a multimedia artist: writer, spoken word, painter, revision/recycle art, crafter, performing arts-singing, dancing, stage acting. Kimberlie -916-296-9941.

- We have come to the Skating rink and the Christman parade and Boulevard Bistro is the best restaraunt in Elk Grove. I think what would be wonderful in a performing arts theater- right now have to go to sac or SF to see play / performances.
- All that circled above, fun & entertaining. Most of all safe! museum history center, outdoor concert, nightlife exhibits etc.
- Have music venues especially for all ages - art/music annual festival or monthly "nite" similar to 2nd saturday in Sacramento-
- Performing arts theater (not rock, country, R & B or things of that ilk, the metro area has far too many of these trouble cashing clubs already. The Strauss festival is great but it's only one event and it's outside, musical theater, symphony type concerts, chamber, concerts, recitals, a place to present drama, comedy (not experimental theater or musical events. We have enough of those types of venues. How about an outdoor concert area and a Elk Grove concerts band. A historical society and/or museum concentrating of the environs of Elk Grove and the surrounding area. Also develope programs to let citizens of Elk Grove participate meaningly in all the departments of our city if they show intelligent and drive. This may help out beautiful city. Thanks
- A long road of poet singing, dancing, magic, music, the events that will help marriages keep the romance. Create a love shore event that plays music, when they first meet.
- Cultural events
- Quality arts/crafts shows, better access to old towne - its a traffic nightmare, more unique shops/galleries. Comment on Elk Grove overall (or per peeve): why does EG persist on keeping businesses sk small scale. Example; The Michaels store is much smaller than its counterparts in other parts of the county even though there is a demand for craft products. At least hobby lobby is adequate size. The other side of the picture: Great job on creating a park system and state of art facilities.
- Festivals, special events. Would be great if they were advertised more! never know about them!!

Family-friendly options

- Farmer market, x-mas lighting for children-concerts family and friend barque softball family tearms, meet and greeting in your neighborhoods.
- Fun activities & fun places for kids at affordable rate & timing. Awareness programs for adolescence regarding crime, rapes, abuse, ethics, humanity, drugs etc. Which help/improve quality youth life.
- Library, children's park / community parks, medical clinics, shopping mall, museum.
- Love the ice rink in winter the plaza with "farmers markets" & other gatherings.
- Anything that is fun for my kids.
- Activities for children (family time).
- Free family friendly functions.
- Any community sponsored event brings us out. The 3rd Saturday type of things.
- More things to do, especially for the youth!
- Family, Kids activities.

Boutique shopping

- One of kind gift shops - old Vintage toy store was unique.
- More boutique shopping, better traffic flow and parking. Used to shop, bank and eat in old EG often avoid the area now.
- More shops (higher end).
- Quality home decorating shop. Safety walking & crossing over railroad tracks (Overpass highly recommended). Bring in a "Red Lobster "Restaurant w / green area & sitting leisure.
- Bicycle shops, second hand stores, computer training, Art supplies, book stores ethnic food restaurants, ice cream shop electric vehicle charging outlets, bike tire pumps.
- Already like going to the antique shops and various boutiques that are there. Want to keep that feel & vibe going.
- Consignment home shopping.
- Boutique shopping (los gatos type) more variety-upscale a fun place to visit-take out of town guests.
- Antique shops.
- Better high-end clothing boutiques.
- Craft fairs, flea market!, farmers market festival.

Shopping mall

- As sole above has grown, it seems to have the small town feel and sense of community. Still need that shopping mall, performing arts & plays, musical top name performances.
- A shopping mall more jobs.
- Finish the shopping mall.
- Indoor and outdoor mall, such as Nordstrom, Nordstrom rack etc. Laser tag, outlet.
- I'd really like to see or shopping mall, enclosed, in Elk Grove. This city is large enough for its own shopping mall. Not on open plaza but a real mall with anchor stores like J C Penney /Sears, Mary's
- Upscale shopping center/mall better town Roseville history center or Folcom, CA in Elk Grove upscale bar/night club for 25+ yrs old & fine dining.
- Would welcome a Macy's or Dillards. Thanks for bringing steinmont. I remember forever back in 2000. Maybe a Marshalls, and another Ross. Miniature golf or skating pink so happy to hear that you are putting in outlets I have been on Elk grove resident for 25 years and although i voted against the growth I'm glad it's done allway just would like to see more stores & cateries. Instead of walgreens, cvs & kitchen & Nail salons.
- The old town area it too crowded now a indoor mall where seniors can go and shop and meet. Thank you
- Shopping centers and casual restaurants to attract people to visit old town Elk Grove.

General shopping

- Need more shops of interest, and ample parking spaces.
- Discounts provided by shops.
- Old town shops are overpriced, with the exception of unique items. I do not care to support stores that farl to adopt to the time and only ride on the creativity and entrepreneurship of the old town committe & the city council.
- Ranger variety of shops, restaurants Need: More activities events. Arts/performers .High level concerts / special events. Fri/sat night actualy.
- General shopping & casual dining.
- Shopping eating entertainment a place to park!!
- General shopping, auto services, hair/mall salon.

Recreation

- Any business (ES) that promote fishing & hunting/shooting sports. I'm an avid fisherman and would love to have a full-service fishing tackle/bait/rod/reel sales/repair.
- Recreation centers for youth & families without a cost associated therewith.
- A public or private swimming pool for seniors which is warm water like the eastern seal pool in Sacramento.
- Water park, Children's & youth activities nice shopping mall like Galleria in Roseville.
- Miniature golfing; John's incredible pizza, drive-in movie theater; mall; black bear diner; outlets.

Other

- More bike friendly. Comment the bike trail to old town & saw much more participation in first saturday/friday when the street was closed and vendors were all up and Down the street. Going to a concrete slab is just not appealing.
- More attention to old Elk Grove area. Lot of employ buildings. Do something with Elk Grove Brevery space increase recycling pick-up to weekly.
- Gas stations near white lock way. We do not have a station within 2.5 miles of our home.
- More commercial development and /or services.
- Make the streets and businesses more accessible to the disabled.
- Medical cannibas dispensary.
- Honestly have not lived here long enough to have wanted to drive out to old town.
- Sweep at work - no time - Secret garden was the only place i went to It moved rarely go now. I liked the quaintness in older Elk grove
- I'm 83 so my activities have should down but I'm aware of what Elk Grove is attempting in order to make our town. More attractive to tourists and other visitors. I'm Looking for to the development of the site near hwy 99 past Elk Grove blvd. Almost to Elk Grove from Santa Monica at three years ago to be with my daughter and granddaughter. Although Santa Monica is a highly-end community, Elk Grove has many opportunities to expand and increase position development. I like it here.
- Get gangs / gang activity / gang violence under control & eliminated. Get rid of red light cameras. They are not for safety, they are a money grab by city government - I'm not alone in thinking this! I've witnessed two bad accidents @ intersections with red light cameras by people who panic stop @ yellow lights and get rear ended hard.
- There is no atmosphere downtown compared to other cities the streets/sidewalk are not clean attractive it would be to here walk downtown & feel safe, something to look at and just get that "downtown feeling" lights, flowers, window displays and the buildings are important have cafes-with tables outside.
- Map of Elk Grove (one I can pick up) bus schedule & map (E- trans). I live at Renwick square savior apartments would love to go to old town Elk Grove but do not have a car. Would like a bus schedule & city may so I can find my way around. I have been looking for them for last year do not love computer help!
- Used 2 love 2 go 2 plantation coffee restaurants a new high-quality hair salon or manage place would work-but the owns their are mediocre or less places to walk or ride bikes in natural surrounding - trees or water - always attract people.
- Old town is to small for big events.
- Actually more at this time, area is over - congested much to small.
- I live in Laguna - too far to drive. (out of the way.) A bike trail - safe - would encourage me to ride to old town to visit antique stores, have lunch.
- Would like bus transit E W down EG blvd to old town from Franklin instead of going the way to consumers and would. (more direct route).
- Out door concepts such as the ones held in sunrise mall restaurants such as red lobster, Dave n Busters, Cheesecake factory and etc.
- A wedding center.
- Events for college age population.

None/don't know

- I'm 90 years old "happy in Elk Grove thank you"
- There is nothing wrong w / what is already in old town, I just don't make enough money to reed in old town.
- I don't know. I'm new here, and haven't been to old town EG.