

Ramona Area Survey

As part of this effort, we would like you to assist us in identifying the specific needs of Ramona as they relate to quality of life, economic health, and doing business in Ramona. **(Please check the box that best represents your opinion on each requirement.)**

1. Are you a resident of Ramona? Yes 99.2% No 0.8%
2. How long have you lived in Ramona? _____ years
3. Do you work in Ramona? Yes 36.8% No 63.2%

4. How important are the following items in **defining the character** of the community of Ramona?

	Very Important	Important	Neutral	Somewhat	Not Important
a Riding and hiking trails.....	37.2%	46.0%	10.1%	4.3%	2.4%
b Community Recreation Centers and Parks	37.5	47.9	8.3	2.1	4.2
c A vibrant and restored historic Old Town Area.....	34.0	40.7	15.2	6.3	3.9
d Tree lined highway corridors.....	36.5	32.7	17.3	6.2	7.4
e Leisure and market animals on residential property.....	33.8	29.9	21.7	5.1	9.4
f Community Events (e.g., Rodeo Fair, 4-H, Fireworks, Air Fare).....	39.2	40.5	13.6	4.0	2.7
g Horse ranches.....	34.8	31.0	20.9	5.8	7.5
h Agricultural land	42.5	32.8	16.4	4.8	3.5
i Expanses of grasslands.....	45.7	28.6	15.0	5.3	5.4
j Locally owned businesses	46.9	39.0	9.4	3.6	1.1
k A population with diverse ethnic backgrounds.....	16.1	28.9	34.2	7.2	13.6
l A community where there is interaction between (and involvement by) people of all ages	29.9	48.5	14.5	3.2	3.9
m A community where people of all income levels can live.....	28.0	43.8	16.7	5.4	6.1
n A community where local residents can find suitable employment to match their skills.....	26.1	42.8	18.1	7.8	5.2
o A community of individuals with diverse character and opinions that works together to achieve a common objective or vision that reflects the interest of a majority of the residents in Ramona.....	39.7	42.9	10.7	3.5	3.2
p Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please use the letters below, circle the three (3) items in Question 4 above that you think are the most important in **defining the character** of Ramona. EXAMPLE: If you feel that Tree Lined Highway Corridors is one of the three items that best defines the character of Ramona, circle the letter "4d" below.

4a 24.9 4b 18.5 4c 25.3 4d 29.8 4e 18.8 4f 21.8 4g 17.6 4h 22.5 4i 31.9 4j 22.5 4k 3.9 4l 12.5 4m 10.8 4n 9.4 4o 14.7

6. How important would the following **actions be to enhancing the character** of the community of Ramona?

	Very Important	Important	Neutral	Somewhat	Not Important
a Expanding the network of riding, biking and hiking trails in and around Ramona.....	29.6%	35.7%	19.8%	7.3%	7.6%
b Connecting riding, biking and hiking trails to the downtown commercial area	15.2	26.5	32.4	8.4	17.6
c Expanding sidewalks and pathways in the downtown commercial area	23.0	34.5	25.0	9.3	8.2
d Increasing the number of community recreational facilities and parks	19.6	46.2	20.8	8.8	4.7
e Expanding the services or equipment at community recreational facilities and parks	16.4	39.9	27.8	9.9	5.9
f Establishing off-highway vehicle areas and trails	10.4	11.7	22.2	8.7	47.0
g Expanding Equine-related activities in Ramona	17.1	24.3	34.4	11.5	12.7
h Enforcing local codes and ordinances related to abandoned vehicles, trash, noise, building appearance/integrity, allowable uses of land, etc.	49.9	31.4	9.5	4.8	4.4
i Developing a historic theme for the entire Main St. corridor.....	26.7	38.0	22.9	5.6	6.9
j Planting additional trees along major roadways in Ramona.....	32.9	38.0	16.8	6.7	5.6
k Maintaining the agricultural use of lands in and around Ramona.....	42.9	34.1	13.4	4.6	5.0
l Increasing the number of events and activities (e.g., parades, festivals, etc.) that bring Ramona residents together as a community	15.6	37.8	31.5	8.8	6.4
m Increasing the number and range (e.g., skills, wages) of local jobs for Ramona residents	23.8	38.5	24.0	6.8	6.8
n Preserving grasslands in and around Ramona.....	46.3	29.9	12.3	5.9	5.6
o Fostering communication between the various groups (e.g., Planning Group, School Board, Water Board, Chamber of Commerce, etc.) in Ramona to work toward common goals and objectives	51.2	37.8	7.5	2.7	0.7
p Reducing traffic congestion along the Main St. corridor	54.9	27.8	11.3	4.0	2.0
q Reducing traffic speeds and noise through Old Town Ramona	35.3	31.7	21.2	5.3	6.5
r Reducing the amount of traffic on Hwy 67 between Ramona and Poway during peak commute times	55.5	24.8	11.5	3.2	5.1
s Improving Hwy 67 between Ramona and Poway to handle current and future levels of traffic	64.9	20.7	6.7	2.7	5.0
t Enforcing traffic regulations (e.g., speed limits, traffic signals, etc.).....	44.0	36.5	13.3	4.1	2.1
u Establishing Old Town Ramona as a focal point for community activities, entertainment and business	22.5	44.3	21.8	5.8	5.6
v Increasing the number of hotel/motel rooms for visitors.....	8.4	33.1	32.7	10.5	15.4
w Enhancing antique and specialty boutique shops	9.4	26.5	39.1	12.7	12.3

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7. Please use the letters below, circle the three (3) items in Question 6 above that you think are the most important **actions for enhancing the character** of the community of Ramona. EXAMPLE: If you feel that reducing traffic congestion along the Main St. corridor is one of the three items that will best enhance the character of Ramona, circle the letter "6p" below.

6a 14.0 6b 2.9 6c 5.9 6d 5.5 6e 4.1 6f 5.8 6g 7.8 6h 22.3 6i 11.4 6j 13.9 6k 23.2 6l 4.6 6m 9.4 6n 26.0 6o 17.4 6p 25.9
6q 5.2 6r 27.2 6s 41.5 6t 10.9 6u 5.1 6v 1.6 6w 0.9

8. Do you own a horse? Yes 16.6 No 83.4

9. In your opinion, how important are local businesses in supporting the following?

	Very Important	Important	Neutral	Somewhat	Not Important
a Local schools	54.9%	29.7%	11.5%	1.1%	2.7%
b Local community events	52.0	36.5	8.2	2.2	1.1
c Local clubs and service organizations	45.7	36.0	13.7	3.0	1.5

10. Please indicate where you make a majority of your purchases in the following categories. Also indicate why you make these purchases in or outside of Ramona.

	Purchase		Reason							
	In Ramona	Outside Ramona	Support Local Business	Availability	Selection	Store Hours	Price	Convenience	Quality	Customer Service
Clothing/Apparel	19.6%		8.6%	6.8%	2.3%	1.5%	4.0%	10.1%	1.7%	1.7%
Appliances	29.2		15.0	7.7	1.7	1.1	3.1	10.0	2.7	2.8
Home Furnishings.....	8.7		2.5	2.5	1.9	0.4	1.6	2.7	0.7	0.9
Electronics/Computers.....	10.6		2.8	2.7	2.4	0.1	1.5	2.4	0.7	0.7
Personal Items (Cosmetics, etc.).....	72.5		11.8	24.3	27.1	2.3	17.0	10.0	4.9	4.0
Groceries	92.8		15.0	31.3	36.6	3.1	24.1	12.0	8.1	6.0
Hardware and Lumber	61.8		11.0	19.8	22.2	1.6	13.3	9.3	4.9	3.5
Entertainment	28.8		4.4	7.4	8.9	1.2	6.1	4.0	2.3	1.6
Automotive Parts/Services.....	76.5		13.6	25.1	27.5	2.5	18.5	11.0	6.6	5.2
Restaurants	76.3		13.2	25.5	27.7	2.3	18.1	10.1	6.0	4.4
Equine/Livestock Supplies.....	80.6		6.9	16.4	15.6	1.7	10.1	5.9	3.3	3.5
Other Retail	43.4		2.8	6.5	5.5	0.7	4.3	2.9	1.7	1.7

11. How important are each of the following to improving Ramona as a place to live?

	Very Important	Important	Neutral	Somewhat	Not Important
a Expansion of library	22.7%	37.9%	24.2%	6.9%	8.3%
b 24 hour emergency medical care in Ramona.....	65.4	26.2	5.3	1.1	2.0
c Expanded activities and services for Seniors.....	20.2	42.0	28.7	4.8	4.3
d Expanded activities and services for Youth.....	38.7	43.1	13.9	2.6	1.7
e Increased Public Transportation within Ramona.....	24.4	28.5	30.6	7.4	9.2
f Increased Public Transportation to surrounding areas.....	29.2	29.3	28.0	5.4	8.1

12. Please provide your opinion on the adequacy of the following items.

	Very Adequate	Adequate	Neutral	Sub-Adequate
a Responsiveness of fire department	95.8%	2.9%	1.3%	NR
b Responsiveness of Sheriff's department	33.0	43.8	15.3	7.8
c Local library services	9.9	45.2	31.8	13.2
d Local K-12 Education.....	23.5	42.1	25.0	9.5
e Adult Education classes.....	6.1	29.8	47.5	16.7
f Vocational/Technical training programs.....	7.2	24.0	52.4	16.5
g Availability of sewer	8.8	31.7	34.9	24.7
h Availability of treated water.....	11.8	39.1	31.8	17.3

If you own or manage a business in Ramona, please continue to the next page.

Please return the survey by May 1, 2001 in the enclosed envelope, mail it to SBDC—North County, 1823 Mission Ave., Oceanside, CA 92054, or fax to (760) 795-8728. If you have any questions, we can be reached at (760) 789-1311.

If you own or manage a business in Ramona, please complete the following questions.

Business Owners/Manager's Survey

As part of this effort, we would like you to assist us in identifying the specific business needs of Ramona as they relate to quality of life, economic health, and doing business in Ramona.

(Please check the box that best represents your opinion on each requirement.)

1. How many businesses do you own or manage in Ramona? 1 76.7% 2 19.2% 3+ 4.1%
2. Which industry group listed below best describes your primary business? (please check only one)

Clothing/ Apparel.....	2.7	Grocery.....	0.9	Entertainment.....	11.6
Electronics/Computers	2.7	Hardware and Lumber.....	3.6	Automotive Services	4.5
Personal Items (Cosmetics, etc.)	1.8	Manufacturing.....	15.2	Restaurant.....	13.4
Equine/Livestock Supplies	3.6	Real Estate.....	8.9	Agricultural/Ranch.....	1.8
Construction	21.4	Other Retail	6.3	Antiques	1.8
3. How many years has the company been operating in Ramona? _____ years
4. In what area is the majority of your business operations located?

In the downtown corridor of Ramona between Etchevery Rd. and 2nd Street.....	45.3
In commercial space outside the Ramona downtown corridor	7.6
Out of your home in the Ramona downtown corridor	5.8
Out of your home outside the Ramona downtown corridor.....	36.0
On agricultural land	5.2
5. What percent of your clients come from each of the following sources? Ramona _____% Outside Ramona _____%
6. What percent of your clients come from each of the following sources? Mail Order Sales _____% Internet Sales _____%
7. What percent of the materials you obtain from your vendors/suppliers come from? Ramona _____% Outside Ramona _____%
8. In the next year, do you expect your **revenue** to: 69.2 Increase 4.1 Decrease 26.6 Stay the Same
9. In the next year, do you expect your **investments** in capital equipment, facilities, etc. to: 51.2 Increase 7.9 Decrease 40.9 Stay the Same
10. How much space do you currently occupy?

Retail _____ sq. ft.	Restaurant _____ sq. ft.	Office _____ sq. ft.	Industrial _____ sq. ft.	Agriculture _____ acres	Other _____ sq. ft.
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11. a. Do you plan to expand your business space in the next 1 to 2 years? 29.9 Yes 70.1 No

b. If **Yes**, how much additional space would you lease/buy?

Retail _____ sq. ft.	Restaurant _____ sq. ft.	Office _____ sq. ft.	Industrial _____ sq. ft.	Agriculture _____ acres	Other _____ sq. ft.
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12. a. Are you planning to move your business out of the Ramona area in the next 1 to 2 years? 6.0 Yes 94.0 No

b. Are you planning to discontinue operations? 6.6 Yes 93.4 No
13. If you are planning to move or close your business, which of the following influenced your decision? (check all that apply)

Insufficient customer base	26.9
Competition from other businesses in the area	15.4
Inability to find employees with technical or work skills suitable to meet your business needs.....	30.8
Inability to find sufficient space to expand	23.1
Difficulty in obtaining permits, etc. to operate or expand your business.....	38.5
Retiring.....	23.1
Other	23.1
14. How important are the following in improving the environment for owning and/or operating a business in Ramona?

	Very Important	Important	Neutral	Somewhat	Not Important
a Increased level of high-speed internet access	29.6%	19.8%	25.3%	5.6%	19.8%
b Increased parking in Old Town area.....	11.0	24.5	33.7	9.8	20.9
c Increased parking in commercial areas outside Old Town.....	6.9	16.9	38.8	8.8	28.8
d Increased water supply	18.3	28.7	29.3	4.9	18.9
e Affordable utilities (e.g., power, water, sewer, etc.).....	75.4	16.8	3.6	1.2	3.0
f Simplified County permitting process	52.6	19.9	14.6	2.3	10.5
g Additional Retail/Commercial space	16.7	25.9	33.3	4.9	19.1
h Additional Light Industrial Space	18.2	18.2	35.8	7.5	20.1
i Other					

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15. In your opinion, how would you rate the effectiveness of the following organizations in supporting business in the community?

	Very Effective	Effective	Somewhat Effective	Not Effective
a County Government.....	3.8	22.9	45.2	28.0
b Community Planning Group.....	1.3	23.1	36.5	39.1
c Chamber of Commerce.....	15.5	38.5	30.4	15.5
d Water District.....	2.6	21.8	32.7	42.9
e School District.....	9.7	33.5	34.8	21.9

16. a. Do you currently have difficulty finding employees in Ramona? 32.5 Yes 67.5 No

b. If Yes, what type of workers are hardest to find: (please check all that apply)

21.3 Managers 78.7 Skilled 37.7 Semi-skilled 8.2 Unskilled

17. Which of the following types of employees is it most difficult to find? (please check only one)

14.1 Part-time 20.3 Full-time 24.2 Both 41.1 Neither

18. What is your average number of employees?

a. Full-Time Employees: _____ Managers _____ Skilled _____ Semi-skilled _____ Unskilled

b. Part-Time Employees: _____ Managers _____ Skilled _____ Semi-skilled _____ Unskilled

19. What percent of your employees fall within the following educational level?

_____ High School _____ Some College _____ College Grad _____ Post College Education

20. What percent of your employees live: _____ In Ramona _____ Outside Ramona

21. Please indicate the number of additional employees (over the previous year's employment) you think you may be hiring in the next 12 months for each of the following categories:

a. Full-Time Employees: _____ Managers _____ Skilled _____ Semi-skilled _____ Unskilled

b. Part-Time Employees: _____ Managers _____ Skilled _____ Semi-skilled _____ Unskilled

22. How important are the following items in terms of doing business in Ramona.

	Very Important	Important	Neutral	Somewhat	Not Important
a Increased Financing for:					
Real Estate Development and Rehabilitation.....	22.6%	27.7%	20.6%	9.7%	19.4%
Working Capital.....	17.6	39.9	19.6	7.2	15.7
Equipment.....	16.6	37.1	21.2	5.3	19.9
b Increased collaboration between Ramona business owners.....	23.1	40.4	23.1	3.8	9.6
c Coordinated efforts between Ramona business owners for:					
Advertising and Promotion.....	22.5	34.4	23.8	6.3	13.1
Employee Training.....	16.5	22.2	32.9	9.5	19.0
d Workshops on general business topics.....	13.4	19.1	39.5	9.6	18.5
e Increased programs to assist minority owned businesses.....	11.2	12.4	36.6	7.5	32.3
f Establish a community-supported vocational program.....	11.4	28.5	31.6	13.3	15.2
g Employer workshops (customer service, basic math, etc.).....	11.0	20.6	37.4	9.0	21.9
h Better responsiveness to Ramona business concerns by County staff.....	35.4	34.8	20.7	3.7	5.5
i Improved processing and approval of County permits.....	42.6	29.0	19.1	3.7	5.6
j Improved awareness of resources available to Ramona businesses.....	35.4	42.4	13.9	3.8	4.4
k Promote the identity of Ramona as a destination location.....	34.4	28.8	23.8	3.1	10.0
l Promote the Ramona area for it's natural resources and recreational activities.....	35.7	30.5	16.2	4.5	13.0
Equine-related.....	24.4	28.2	21.8	6.4	19.2
Off-road vehicle.....	14.7	12.7	23.3	8.0	41.3
Hiking.....	24.5	31.6	20.0	10.3	13.5
Biking.....	23.7	27.0	26.3	9.2	13.8
Bird Watching.....	27.3	20.1	26.0	10.4	16.2
Boating and fishing.....	18.0	25.3	29.3	9.3	18.0
m Improved signage notifying visitors that they have arrived in Ramona.....	19.1	31.5	25.3	4.9	19.1
n Improved access to tourist attractions and information once visitors arrive in Ramona.....	21.6	40.1	22.2	5.6	10.5

Comments:

Thank you for taking time to participate in this survey.

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