



2016

Rio Linda Business Walk Report



Presented By:

County Supervisor
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Office of Economic Development &
Marketing

Community Partners:

Rio Linda/Elverta Chamber of
Commerce

Rio Linda/Elverta Visions Task
Force

Business Walk Summary

On Thursday, February 18, 2016, Sacramento County conducted its first business walk in the Rio Linda/Elverta area. Business walks are one of many initiatives throughout the County designed to promote business retention and expansion efforts.

Three partner organizations worked together to carry out the business walk: the County Board of Supervisor's Office & Economic Development team; community representatives from the Rio Linda Chamber of Commerce; and the Rio Linda/Elverta Visions Committee.

The coverage area for the Rio Linda/Elverta Business Walk included the business corridor along M Street from Rio Linda Boulevard to Curved Bridge Road, and the intersection of Elkhorn Boulevard and Rio Linda Boulevard. 18 volunteers, in teams of three, visited businesses in the defined coverage area. A total of 43 businesses were visited, with 39 businesses providing answers to the survey questions.

Teams conducted a five-question survey over the course of a brief conversation with each business. Businesses were presented a small gift bag containing important County resources and contact information cards for each partner organization, as well.

Survey Responses

Question 1: How's business?

Surveys reported a decline in business (Poor) by only 5 businesses or 13%. However, 87% of participating businesses reported that business had been steady or improved (Good, Great), indicating overall stability and positive business environment.



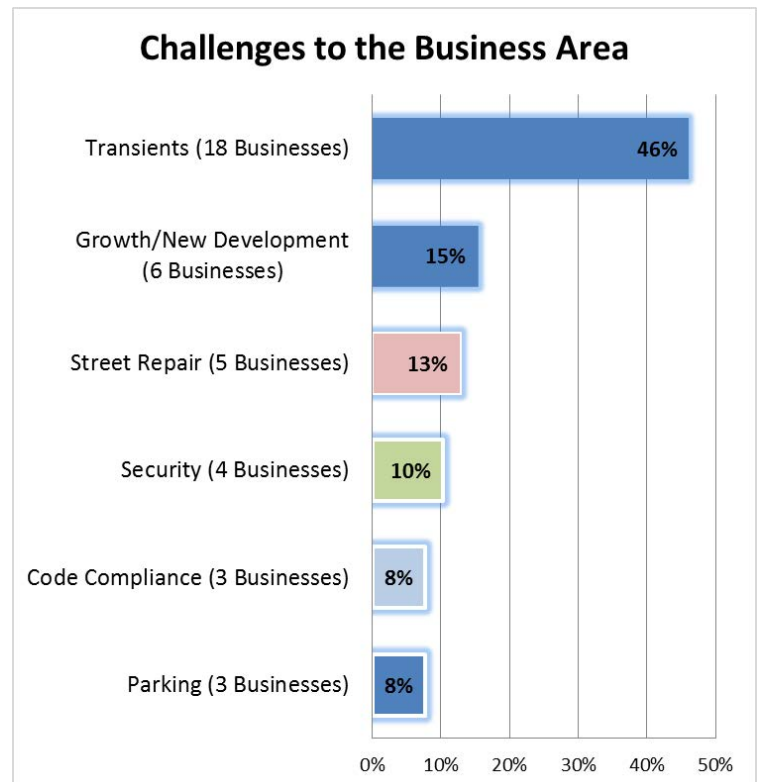
Question 2: What do you like about doing business in the Rio Linda/Elverta area?

Overall, most businesses reported a strong sense of loyalty to the area. Almost 50% (19 businesses) cited the good community as what they like most about the area, followed by location (26%) and regular customers/clients (15%). Approximately 10% of those surveyed like the less competitive market from the small community.



Question 3: What needs to be done to make business in Rio Linda even better?

When asked what improvements could be made to the community, 46% of the businesses reported that their most significant challenge was the amount of transients in the community. Poor economic conditions over the past several years have created a need for new business development, reported 15% of the surveyed businesses. Security concerns and a desired increase in Sheriff's patrol was the response from 10% of participating businesses. Other less common reported challenges included code compliance and parking, each at 8%.



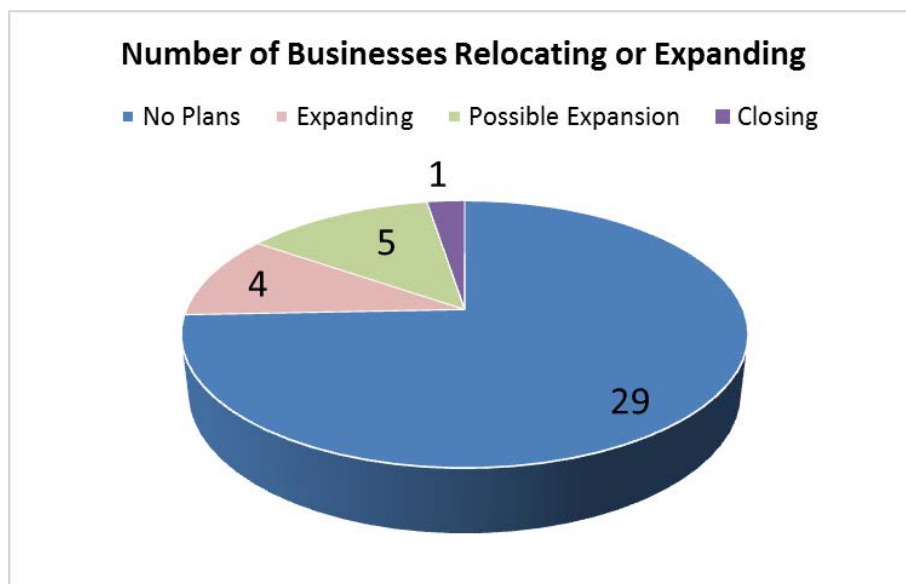
Question 4: What if any changes have you seen in the last 3 Years?

Overall, the businesses reported a healthy mix of feedback that was primarily positive, with some indicating they had seen no change. The changes reported included:

- New housing
- New businesses
- Improved business
- New commercial ownership
- New farmers market
- New bike trail
- Increase in transients
- Loss of major businesses

Question 5: Do you have plans to relocate or expand? Where?

Of the 39 businesses surveyed, 29 reported that they plan to continue operations from their existing location, with no plans to relocate in the near future. There were 4 businesses that have plans or are in the process of an expansion, 3 of those are at the same facility and 1 will relocate to another site within Rio Linda. 5 businesses would like to expand, but have no time-frame for doing so. Only 1 business indicated that they plan to close operations within the year, but did not site the reason.



Participating Businesses

Rio Food & Liquor	Thrasher Bros. Auto Repair & Towing
Little Caesars Pizza	National Recovery Services
Seven-Eleven	The Key Shop
KFC	Rite Auto Body
McDonalds	Metro PCS
Zapotlanejo Taqueria	Morgan's Tax Service
Villa Fat	Confluence
Food Source	Double D's Florist and Gifts
Smoke Shop	Gregory Realty Group
Rio Java	R.C.I. Plumbing
Jackson Hewitt	Paw's Pet Grooming
Subway	Sandy's Hair Chop
Hi Tech Nails	Amy's Café
Rio Linda Vet Clinic	Tummy's Sub Shop
City'z Famous Barbershop	Nuway Market
Rio Linda Liquor and Groceries	Vanessa's Place Beauty Salon
Archway Market	True Value Hardware
Lew's Club	Jimmy's Donuts
William A. Fleischmann, OD Optometrist	Adam E. Cortese, DDS
Lynch Chiropractic	