

## LETTER TO SECOND HOMEOWNERS

### THE NUMBERS

Letters sent: 1511

Returned as undeliverable: 36

Resent to new address: 8

Returned completed:

- by post: 36 (12 with no name and/or contact information)
- by email: 18 (all acknowledged; email sign-up offered)
- total: 54
- percent completed from total sent out: 3.5%

Expenses:

- Stamps: \$624.44
- Address stamp plus extra ink: \$27.08
- CAP stationery plus small return envelopes: ?

Communities identified in responses:

- Angels Camp (7)
- Arnold (10)
- Big Trees Village (5)
- Blue Lake Springs
- Copper Cove
- Copperopolis
- Dorrington (2)
- Forest Meadows
- Hathaway Pines
- Lakemont Pines
- Mokelumne Hill
- Murphys (2)
- San Andreas
- Valley Springs

## ITEMS MENTIONED MOST OFTEN

### COMMUNITY ASSETS

#### Natural features:

- Natural features: lakes, mountains, rivers, parks (6)
- Natural beauty (6)
- Climate (4)

*Total of 16*

#### Ambiance

- Friendliness (10)
- Peace, quiet, dark skies at night (10)
- Historic, Gold Country (6)
- Sense of community (4)

*Total of 30*

#### Smallness/openness

- Small towns (7)
- Low density of population (7)
- Rural character (4)

*Total of 18*

#### Health and safety

- Safe environment (8)
- Hospital, medical services (3)

*Total of 11*

#### Location

- Accessibility to Bay Area, other urban areas (5)

*Total of 5*

#### Economics

- Good local markets (5)
- Good restaurants (4)
- Variety of shops (3)

*Total of 12*

#### Activities

- Outdoor recreation options (7)
- Events, entertainment (6)

*Total of 13*

#### Government and Services

- Waste management/recycling/yard waste disposal (4)

*Total of 4*

## COMMUNITY ISSUES

### Natural features

- Clearcutting (3)  
*Total of 3*

### Smallness/openness

- Overdevelopment/uncontrolled, unplanned development (6)  
*Total of 6*

### Circulation

- Traffic congestion (5)
- Reliance on cars – lack of pedestrian, bike routes (5)  
*Total of 10*

### Economics

- Run-down properties (4)
- Limited retail (3)
- Above, plus 6 other responses all pointing to lack of economic vitality :
  - Not enough quality restaurants
  - Empty, non-vibrant downtowns (2)
  - Small businesses struggling and failing (2)
  - Unemployment/lack of good jobs*Total of 13*

### Government and Services

- 5 responses indicating a concern about water:
  - Public water doesn't taste good
  - Water and sewer rates too high (2)
  - Inadequate, antiquated water system
  - Shaky reliability of water supply*Total of 5*

## COUNTY ASSETS

### Natural features

- Beauty (22)
- Wide range of ecosystems/geography (8)  
*Total of 30*

### Ambiance

- Friendliness (5)
- History (4)  
*Total of 9*

### Smallness/openness

- Low density population (6)

- Open space (6)
  - Rural, small town combined (5)
- Total of 17*

#### Circulation

- Minimal traffic congestion (3)
- Total of 3*

#### Location

- Accessible to Bay Area, urban areas, Nevada (6)
  - Accessible to Sierra, Bear Valley (3)
- Total of 9*

#### Economics

- Ranching, agriculture, logging (3)
  - Wineries (3)
- Total of 6*

#### Activities

- Many outdoor recreational options (11)
  - Parades, festivals, events (3)
- Total of 14*

### COUNTY ISSUES

#### Natural features

- Clearcutting (5)
- Total of 5*

#### Smallness/openness

- Too much development threatens county's appeal and assets (13)
  - Lack of a plan for development (6)
- Total of 19*

#### Health and safety

- Lack of adequate medical facilities (3)
- Total of 3*

#### Circulation

- Poorly maintained/managed roads (3)
- Total of 3*

#### Economics

- 3 comments addressing the economy and tourism:
  - Need to support local businesses with focus on tourism
  - Lack of tourist attractions in some towns
  - Not enough Bay Area people aware of attractions of this area

- 9 comments about weakness/ needs of local economy:
  - Need a Wal-Mart or Target, full-service store
  - Lack of adequate job opportunities
  - Lack of adequate business opportunities
  - Lack of industry, apart from tourism, supporting the tax base
  - Poverty
  - Too much low-rent, run-down housing
  - Lack of diverse retail (2)
  - Need to encourage “reasonable” commercial development to serve the needs of increasing number of residents

*Total of 12*

#### Government and Services

- 3 comments about water:
  - Inadequate water system
  - Need to plan for using less water
  - Lack of consideration of water and power limitations in govt. buildings (ie. Install solar panels)
  
- 4 comments about taxes and govt. use of revenues:
  - Lack of county fiscal responsibility
  - Tax base inadequate to maintain parks
  - Need to use tax revenue from growth effectively
  - County budget deficit

*Total of 7*

## ALL RESPONSES

### COMMUNITY ASSETS

#### Natural features

- Beauty (6)
- Clean air (2)
- Pristine environment
- Climate (4)
- Wildlife
- Lakes, trees, hills, mountains, Stanislaus River, Big Trees Park, Alpine Lake White Pines Park (6)

#### Ambiance

- Friendliness (10)
- Peace, quiet, dark skies at night (10)
- Sense of community (4)
- Slow pace (2)
- Appreciation of simple things
- Historic, Gold Country (6)

#### Smallness, openness

- Small town nature (7)
- Low density population (7)
- Rural, (4)
- Open space (2)

#### Health and safety

- Safe environment (8)
- Healthy for raising children
- Hospital/medical services (3)

#### Circulation

- Limited amount of traffic
- Good main highways
- Roads in good repair
- Country roads

#### Location – accessibility to:

- Bay area, urban areas (5)
- Bear Valley (2)
- Yosemite
- Forest Service lands (2)

#### Economics

- Small, local businesses
- Variety of shops (3)
- Good local markets (5)

- Good restaurants (4)
- Wineries/vineyards (2)
- Affordable housing (at least, used to be)
- Good balance of commerce and countryside

#### Activities

- Recreation centers
- Fraternal organizations
- Events, entertainment (6)
- Outdoor recreation possibilities (7)

#### Government and Services

- Good snow removal
- Great schools
- Waste management/recycling/yard waste disposal (4)
- Water and sewage
- Bus system
- County government center
- Healthy politics

### COMMUNITY ISSUES

#### Natural features

- Dying trees
- Clearcutting, extreme logging (3)

#### Ambiance

- Anti-growth attitude
- 100-foot fire clearance rule creates ugliness

#### Smallness/openness

- Overdevelopment/uncontrolled, unplanned development (6)
- Boat congestion on lakes

#### Health and safety

- Theft, petty crime (2)
- Drugs (2)
- Lack of law enforcement on lakes, poor boating safety (2)
- Lack of good medical services, facilities (2)
- Smog
- Noise from boats, tourists
- Noise from barking dogs
- Noise from shooting (Candy Rock Quarry)
- Noise from traffic
- Neighborhood feeling less safe than before
- Garbage due to bears
- Forest fire threat

### Circulation

- Traffic congestion (5)
- Dangerous roads
- Poor/deferred road maintenance
- Reliance on cars – lack of pedestrian, bike routes (5)
- Inadequate traffic law enforcement
- Lack of parking (2)

### Economics

- Not enough quality restaurants
- Limited retail (3)
- Businesses close too early, close on weekdays
- Lack of tourist attractions in some towns
- Some empty, non-vibrant downtowns (2)
- Run-down properties (4)
- Too much emphasis on tourists, tourist-oriented businesses
- Small businesses struggle and fail (2)
- Unemployment, lack of good jobs
- Need more promotion of attractions of region
- Lack of a long-term plan for business, tourism, community development
- 16% driveway slope rule hurts property values of those homes

### Activities

- Lack of youth activities (2)
- Need a large recreational complex (San Andreas)

### Government and Services

- inadequate cellphone reception
- Public water doesn't taste good
- Water and sewer rates are too high (2)
- Inadequate, antiquated water system
- Shaky reliability of water supply
- Inadequate public transit
- Building permits too expensive
- Poor snow removal
- Poor radio station choices
- Towns need their own officials, councils

## COUNTY ASSETS

### Natural features

- Beauty (22)
- Climate (2)
- Clean air and water
- Wide range of ecosystems/geography – lakes, mountains, forests (8)

### Ambiance

- History (4)
- Friendliness (5)
- Quiet
- Dark at night
- Slow pace
- Diverse population

### Smallness/openness

- Low density population (6)
- Small town feel (2)
- Open space (6)
- Good rural/community/tourism balance
- Rural (3)

### Health and safety

- Safe communities
- Solid core of year-round residents (not just mostly empty vacation houses)

### Circulation

- Minimal traffic congestion (3)
- Well maintained roads and highways (2)
- No large highways

### Location

- Accessible to Bay Area, urban areas, Nevada (6)
- Accessible to the Sierra, Bear Valley (3)

### Economics

- Affordable, available housing
- Ranching, agriculture, logging (3)
- Good seasonal and PT employment opportunities
- Wineries (3)
- Diverse businesses
- Good market and farmers market

### Activities

- Many outdoor recreational options (11)
- Parades, festivals, events (3)
- Frog Jump

### Government and Services

- Good nearby community college
- Great recycling program, refuse disposal
- Libraries
- Schools

## COUNTY ISSUES

### Natural features

- Clearcutting (5)

### Ambiance

- Poor attitude toward "flatlanders"

### Smallness/openness

- Too much development threatens county's appeal and assets (13)
- Lack of a plan for development (6)
- Threat of franchise businesses moving in
- "Intrusion of extensive commercialism"

### Health and safety

- Drug use (2)
- Crime
- Open burning (harms environment)
- Forest fire danger
- Lack of adequate medical facilities (3)

### Circulation

- Traffic congestion
- Lack of consistent speed limits on major highways
- Winding, narrow roads
- Poor highway access
- Poorly maintained/managed roads (3)
- Need more bike lanes

### Economics

- Need a Wal-Mart or Target, full-service store
- Need to support local businesses, with focus on tourism
- Lack of adequate job opportunities
- Lack of adequate small business opportunities
- Poverty, lack of a work ethic, people on welfare
- Too much low-rent, run-down housing
- Lack of diverse retail (2)
- Lack of industry, aside from tourism, supporting tax base
- Lack of tourist attractions in some towns
- Not enough Bay Area people aware of desirability of the area
- Need to encourage "reasonable" commercial development to serve needs of increasing number of residents

### Activities

- Not enough golf courses
- Need more multi-use trails

### Government and Services

- Inadequate water system
- Need to plan for less water
- Lack of adequate consideration of water and power limitations in govt. buildings (ie. install solar panels)
- Lack of county fiscal responsibility
- Lack of county good employee relations
- Lengthy building permit process
- Lack of high speed internet choices
- Lack of adequate cell phone reception
- Need professional librarian
- Need budget for books in library system
- Limited educational opportunities
- Inadequate snow removal
- Too much government; not enough volunteer efforts
- Tax base inadequate to maintain parks
- Need to use tax revenue from growth effectively
- County budget deficit
- Need garbage pick-up at residences
- Need community service centers for FT residents
- Overbearing police presence on weekends
- 16% driveway grade rule hurts property values
- County services hard to access for low-income people