



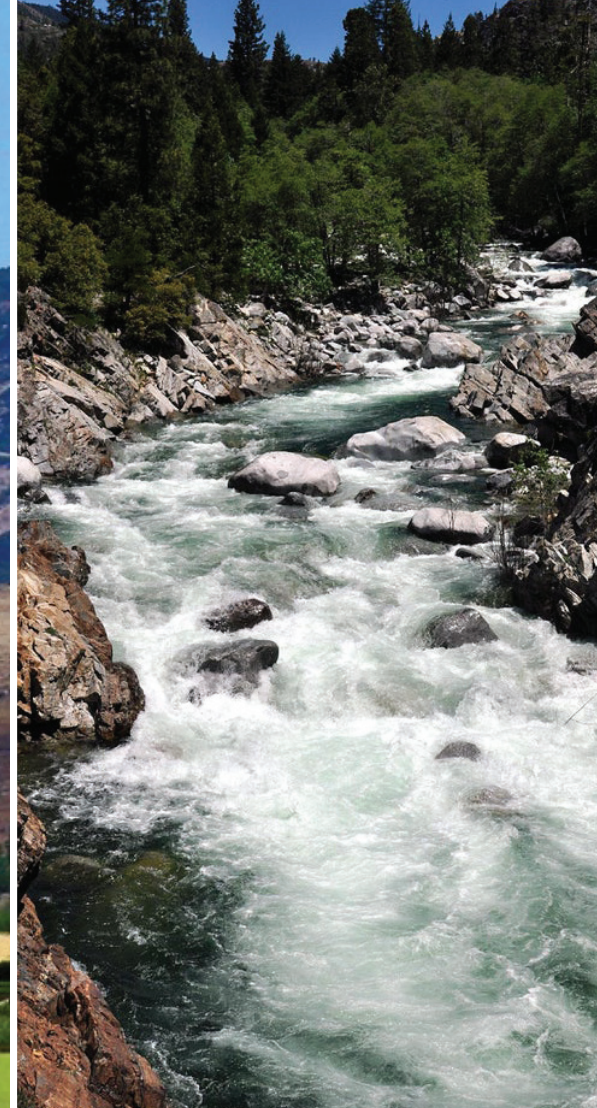
BUILDING PROSPERITY IN THE YUBA-SUTTER REGION

APPENDIX III

CEDS ONLINE SURVEY RESULTS

2020-2025

COMPREHENSIVE
ECONOMIC
DEVELOPMENT
STRATEGY



YUBA-SUTTER ECONOMIC DEVELOPMENT CORPORATION

2020-2025 CEDS Online Survey Results - March 2020

1. Which of the following best describes your role in the community?

	Number of Responses	Response Ratio
Appointed Government Official	8	5.3%
Business employee	20	13.3%
Business owner/operator	59	39.3%
Community developer	1	<1%
Community resident	22	14.6%
Economic developer	5	3.3%
Elected government official	1	<1%
Military or Veteran	2	1.3%
Nonprofit/service provider	20	13.3%
Other (please specify)	11	7.3%
No Responses	1	<1%
TOTAL	150	100%

Comments - 22

Communications Director for Sutter County Superintendent of Schools
We are a Veteran and Veteran family homeless and at risk of homelessness service provider.
No comment reqâ€
i both own a business and live in Sutter County
RETIRED FROM COUNTY - FORMER LARGE HOME DAYCARE OWNER - WORKING PART TIME - LIVED AND RAISED CHILDREN IN LINDA FOR 30 YEARS
retired business owner
none above
Foster Family Agency
Community residentBusiness Owner
Government Employee
government employee and resident
PROPERTY OWNER
Employee at social services
Resident since 1971
Training & Employment Counselor

Community College
Board member for Bridges to Housing.
Rather involved, so much so that I get into trouble sometimes.
commercial real estate broker
Floor covering 2 stores in Yuba City 1 store in Woodland
This question is poorly drafted. It is unreasonable to make me choose between my status as a resident or a small business owner.
Retired sutter county employee

2. Into which age group do you fall?

	Number of Responses	Response Ratio
<17	0	0.0%
18-24	0	0.0%
25-34	11	7.3%
35-44	18	12.0%
45-64	85	56.6%
65+	36	24.0%
No Responses	0	0.0%
Total	150	100%

3. In what area do you currently live?

	Number of Responses	Response Ratio
Sutter County (Please specify i.e. Meridian)	19	12.6%
Yuba County (Please specify i.e. Oregon House)	29	19.3%
City of Live Oak	2	1.3%
City of Marysville	9	6.0%
City of Wheatland	2	1.3%
City of Yuba City	72	48.0%
Other (please specify)	15	10.0%
No Responses	2	1.3%
Total	150	100%

Comments - 53

	Number of Responses
Arboga	1
Browns Valley	2
Butte	1
Butte County - Gridley	4
CAMARILLO,CA	1
Camptonville	1
City of Lincoln	1
Dobbins	2
Hallwood	1
keyhole area in South Sutter County	1
Linda	3
Live Oak but not city limits	1
Loma Rica	6
Meridian (really)	1
My personal residence is in Sonoma County. I am the CEO of a company with business operations serving the Yuba-Sutter-Colusa county area.	1
Nevada County	1
Olivehurst	1
Oregon House	4
Our main office is in Sacramento	1
Placer	1
Plumas Lake	3
Rio Oso	1
Roseville	2
rural north of Loma Rica.	1
Sacramento	2
South Sutter County	1
Southwest of Yuba city	1
Tierra Buena	1
Town of Sutter	1
Wheatland Rural	1
Will be moving outside of city limits into Sutter County soon	1

Yuba City	3
TOTAL	53

4. In what area do you currently work?

	Number of Responses	Response Ratio
Sutter County (Please specify i.e. Meridian)	18	12.0%
Yuba County (Please specify i.e. Oregon House)	30	20.0%
City of Live Oak	2	1.3%
City of Marysville	14	9.3%
City of Wheatland	2	1.3%
City of Yuba City	55	36.6%
Other (please specify)	25	16.6%
No Responses	4	2.6%
Total	150	100%

Comments - 40

8 northern California counties
also internationally
Both Yuba Sutter
BUSINESS IN LINDA
Business Yuba CityWork Butte County
Butte but we serve people in the Yuba City/Sutter area.
Camptonville
Disabled/Retired from County of Sutter after 15yrs.
From Redding to Fresno to San Jose to Petaluma and areas in between
Gridley, Butte County
I am not employed.
I mostly work at our Colusa Ave store but also work in Woodland
I own business locations in Yuba City and Oroville. And I founded and maintain a non-profit just schools in Yuba Sutter and Butte counties.
Linda/Marysville
Multiple surrounding county's
My Office is 2 blocks from the Mather VA hospital
Olivehurst
Oregon House

Our non-profit service clients in Sutter County, Yuba County, City of Live oak, City of Marysville, City of Yuba City, Colusa County
Owner Operator - Walker Telecomm, Inc.
Owner Operator - McDonald Investments, LLC
Owner Operator - WMC Properties, LLC
Owner Operator - KM Cattle Co., GP
Owner Operator - Crows Nest Frozen Yogurt and More
Redding, Red Bluff, Yuba City, Chico
Regional Sacramento County, Colusa, Yuba City, Butte County and northern CA
Remote (online)
Retired
RETIRED
retired
Retired
retired
Retired handyman
Retired property owner
retired, but my volunteer work is in Yuba City and Marysville.
Retired, but volunteer at Yuba City non-profit.
Sacramento
Sacramento but mobile throughout northern Ca.
Sacramento, Yolo, Yuba and Sutter counties.
Semi retired
Sutter yuba Colusa placer Nevada and some Sacramentos
West Sacramento
Yuba City 95991
Yuba-Sutter

5. What are the Yuba-Sutter region's top three competitive strengths? What is great in our community? (CHOOSE THREE ONLY)

	Number of Responses	Response Ratio
Business climate	13	8.7%
Business sites/real estate	7	4.6%
Career/job opportunities	3	2.0%

Colleges/universities	5	3.3%
Cost of living	82	55.0%
Diversity of residents	47	31.5%
Economy	10	6.7%
Geographic location	81	54.3%
Government/political leadership	9	6.0%
International presence	1	<1%
K-12 education	7	4.6%
Lifestyle	36	24.1%
Military presence	43	28.8%
Natural environment/resources	54	36.2%
Transportation infrastructure	2	1.3%
Water/sewage infrastructure	4	2.6%
Workforce/talent	3	2.0%
Other (please specify)	9	6.0%
Total	149	100%

Comments - 17
Sports and Entertainment zone in Yuba County.
Sutter County and YC has weak leadership.
attitude and energy the Yuba/Sutter community has to resolve homelessness
The great sense of community.
Potential for prosperity, however being an agricultural community there is little to keep young people from migrating to other areas for employment.
This is tough, because there are good and bad about some of these categories.
cost of living relative to the large metropolitan areas of CA but cost of living is a turn off relative to out of state costs.
lots of opportunities for growth and collaboration
The people living here are our community's greatest strength. We have kind, hardworking, humble people who bend over backward to help their neighbors and contribute to our
None above
History
None of the above
The state of California is putting me out of business
Love community members have for this place.

It's fading fast, but we still have a reasonably small town, conservative climate. In California that's a pretty impressive statement.

Agriculture

This is the best most constitutional county in the state. I am proud that our county is a 2a friendly area. I would like to see the county continue to be more constitutional. In all the other areas too like school choice (voucher system), freedom from vaccine mandates for healthcare choice.

6. What are the Yuba-Sutter region's top three competitive weaknesses? What do we need to fix? (CHOOSE THREE ONLY)

	Number of Responses	Response Ratio
Business climate	46	31.0%
Business sites/real estate	22	14.8%
Career/job opportunities	66	44.5%
Colleges/universities	18	12.1%
Cost of living	22	14.8%
Diversity of residents	6	4.0%
Economy	43	29.0%
Geographic location	3	2.0%
Government/political leadership	27	18.2%
International presence	4	2.7%
K-12 education	20	13.5%
Lifestyle	14	9.4%
Natural environment/resources	1	<1%
Transportation infrastructure	44	29.7%
Water/sewage infrastructure	14	9.4%
Workforce/talent	55	37.1%
Other (please specify)	14	9.4%
Total	148	100%

Comments - 30

Attraction of Industry is critical to our livelihood. We lack in well paying jobs.

Because our town is growing so rapidly especially in Yuba City, we will need to stay on top of our road systems so they can accommodate without turning the town into gridlock. And although we have quality schools now, we need to stay on top of keeping our teacher student ratios and the quality of the educators high.

Business climate in Yuba County is more conducive to keeping things as they are then

Business sites are not always in good/safe areas, and development sites do not always have utilities and the costs of connecting to utilities on top of the development impact fees are quite

Development Impact Fees

Drugs and Homelessness

Education and transportation is an issue for people of poverty in every community. We have not been in the Community long enough to answer this question accurately.

Find solutions/resources to care for homeless, and rid the community of drugs, and gangs.

For Yuba County only.

Healthcare Quality

Homeless

Homeless are negatively affecting Business Climate

Homeless population / Cleaning up after the homeless and the cost!

Homeless population, drug usage

homeless problem

Homeless problem affecting businesses

homelessness, mental health and substance abuse treatment

Homelessness, Poor mental health resources

housing

Housing

Housing

housing and homeless

I feel like our leadership should quit incentivizing large box stores to come to our area. They should only be allowed on our terms not theirs. Smaller footprints not super stores. The boxes bring lower wage part time positions while we lose higher wage full time positions at locally owned small businesses. We should put more focus on programs that teach local companies to be better, more efficient, and offer better service to our customers.

In my opinion, the most important weakness is the lack of Housing Supply (at all price

Internet in the foothills is terrible or non-existent.

ROADS

Roads in complete disarray.

talent will not improve with the current culture

The city is simply ugly and run down. Spend time cleaning weeds, overgrown trees, sidewalks
 TRAFFIC IS RIDICULOUS AND YOU KEEP BRINGING IN MORE HOUSING WITHOUT ADDRESSING
 THE TRAFFIC PROBLEM IN MARYSVILLE. ALSO OUR CHILDREN KEEP MOVING AWAY BECAUSE
 WE HAVE NO JOBS.

7. How well does the Yuba-Sutter region meet your expectations in the following areas?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Satisfied	Satisfied	Average	Dissatisfied	Very Disatisfied
Appeal to young professionals	0 0%	7 5%	45 31%	67 47%	24 17%
Arts and culture	4 3%	25 17%	74 52%	31 22%	9 6%
Educational opportunities	2 1%	23 16%	71 50%	41 29%	6 4%
Entertainment/recreation	6 4%	37 26%	54 38%	36 25%	11 8%
Family friendliness	20 14%	67 47%	44 31%	11 8%	2 1%
Healthcare	10 7%	44 30%	43 29%	33 23%	16 11%
Local and regional leadership	4 3%	30 21%	68 48%	26 18%	15 10%
Natural environment/climate	33 23%	65 45%	40 28%	6 4%	1 1%
Retail	2 1%	21 14%	62 43%	40 28%	20 14%
Safety	4 3%	38 26%	64 44%	31 21%	8 6%

Comments -10

RETAIL IN SUTTER COUNTY IS FINE BUT NOTHING GREAT IN YUBA COUNTY.
 Crime rate too high. Drug usage too high. I hear complaints about health care availability regularly. Many Medi-CAL recipients can't find providers. I prefer to shop in Placer County ALWAYS because of the uncleanliness and population of homeless surrounding the counties
 Homeless people are an eye soar and a deficit to our community

Homeless/Drug Addicts run rampant over the city disrupting businesses. I know we just got an officer who is taking on that issue. There is an absence of places with activities for kids as well as adults(Movies or a Bar are basically are only choices for entertainment.) i know there is a museum but you can only go so many times before it becomes boredom.

Need to increase the number of women in elected office...currently there are only three elected council members or supervisors between both counties and 4 cities.

growing homeless population Need for low income housingNeed for senior housing

Years ago there were wonderful stores in which one could purchase quality goods. Now we have nothing but big box stores that have destroyed the small business man.

Businesses are forced to use PPO healthcare plans which are very expensive and no options for HMOs. Most businesses do not offer medical to thier employees because of this.bring a Kaiser Permanente to Sutter County.

Need stronger anti gang task force

There's not enough restaurants to sit down with your family to eat. No other retail businesses other than Walmart. Not enough bus service in the area. I would like to spend my money in the area where I live. What is the point of building all of these houses with not enough places to locally gather for breakfast or get a cup of coffee.

8. How well does the Yuba-Sutter region meet your expectations in the following areas?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Very Satisfied	Satisfied	Average	Dissatisfied	Very Disastisfied
Cost of doing business	3 2%	46 32%	74 51%	18 12%	4 3%
Future economic growth potential	8 5%	36 25%	47 32%	44 30%	11 8%
Image as a business destination	1 1%	15 10%	42 29%	63 43%	25 17%
Image as a visitor destination	2 1%	13 9%	52 36%	60 41%	19 13%
Small business resources	2 1%	21 15%	76 53%	33 23%	12 8%

Comments -8

The Sutter Buttes could be the next destination with bed and breakfast, golf, wineries and cafes!

Sutter has an ag climate which is not conducive to business growth outside a VERY narrow window. There is lack of wealth, which turns into a lack of growth. Will not change until we change the culture.

area seems stagnant

Yuba City isn't a place you go to unless you desire a less hectic life. The proximity to Sacramento where's San Francisco is excellent I'll still trying to achieve a quieter lifestyle.

Visitor destination attraction is improving with Hard Rock International and other promotional efforts. Promoting the wineries of the region should be high priority supported rather than leaving it up to them. Wineries and wine tasting can attract people far and wide.

Overall curb appeal is poor.

Not enough of anything here

9. How well does the Yuba-Sutter region meet your expectations in the following areas?

	Very Satisfied	Satisfied	Average	Dissatisfied
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.				
Career advancement opportunities	4 3%	20 14%	71 49%	51 35%
Entrepreneurial support	3 2%	25 17%	81 56%	35 24%
Job availability	3 2%	17 12%	77 53%	49 34%
Wage levels	0 0%	17 12%	74 51%	55 38%

Comments -6

Ridiculous question, you already know the answer!

There is no comparison between government employees and that paid to others.

wages are higher in surrounding counties

Wide Awake Geek is an up and coming high tech orientated business in Marysville. It should be strongly supported. It

I do not own a business and am not employed, so no response

Most people that work out of town cannot find work here in the local area to compete with the pay they were receiving

10. If you are a business owner or entrepreneur, what do you need to expand or develop your business? (CHOOSE UP TO THREE)

	Number of Responses	Response Ratio
Access to capital	31	31.0%
Business planning/counseling	20	20.0%

Help with licenses/permits/regulations	34	34.0%
Marketing	30	30.0%
Networking with similar businesses and industry	20	20.0%
Skilled workers	50	50.0%
Street/Facade Improvements	28	28.0%
Succession planning	10	10.0%
Website/tech upgrades	13	13.0%
Other (please specify)	12	12.0%
Total	100	100%

Comments -15
I have all the resources that I need. However, I do more business in the counties to our South due to the lack of industry here.
City council with a vision not self motivated, like we have now.
real estate
Employee's that show up each day and contribute to help grow the business. Also, can pass drug test.
I work remotely so dependable internet service is a huge consideration. It would be nice to have reliable, affordable upgrades.
N/A People that I know have businesses are talking about leaving the state
Less bureaucracy. Obsessive fee structures and add ons once the process is started.
accommodation accessibility
To date we've always had very good cooperation with the building and planning departments. Most of the County and City staff our neighbors friends and just in general nice people.
business needs a handy man to clean out some gutters, they have to be licensed, registered, and have insurance. Everybody suffers.
Change our image !
Local (Yuba-Sutter-Colusa area) economic data. We have made repeated attempts to access info as basic as sales tax remittances by business category, with frustratingly limited success.
YSEDC, SBDC and VBOC do a great job in counseling and providing training. My business does not require any of above so answers are not too valuable vs other businesses.
Why would I network with similar businesses.... my network needs to be with dissimilar businesses who need my product.
Our service center is also a licensed vocational training center, we could use city and county support for our training program.

11. If you are a business owner or entrepreneur, what specific challenges do you face?

	Number of Responses	Response Ratio
Access to capital	20	21.2%
Permitting	26	27.6%
Prohibitive laws or regulations (please specify)	30	31.9%
Skilled workers	52	55.3%
Zoning	16	17.0%
Other (please specify)	10	10.6%
Total	94	100%

Comments -23

I don't believe it is the local regulations but the ones initiated by the State that are the problem.
The cost of doing business in CA in addition to rules and regulations being so non-business friendly.
culture
Some of the restrictions on employers regarding how many breaks and when the breaks have to be taken, etc. This makes it difficult to take care of customers due to their breaks.
N/A People that I know have businesses are talking about leaving the state
over saturation of restaurants
times but nothing is done IF they show up that is. A business EVERYONE knows is dealing drugs but nothing is being done about it.
Too high of a minimum wage
Handicap access isn't compliant
As a service business the customer base is quick to jump from business to business and want our services for next to nothing. this is discouraging to employees - knowing that customers devalue your work/services is very discouraging to them....why do work for cheap unappreciative customers. pretty soon discouragement leads to quitting a job that shows no kindness from its customers
Homeless persons make it uncomfortable for clients or potential clients access. also picketers/protesters are aggravating to potential and current clients by sign waving, shouting, and general nuisance
I'm forced to find better uses for my property because the permitting process requires cost prohibitive upgrades for the same uses I've been doing for years
State and local regulations are antiquated. Processes can be quick but outcomes are limited.
Governmental regulations that prevent timely hiring practices; some governmental entities are arrogant and ignore the very people funding their respective departments, lacking of foresight for future growth and opportunities, high taxes, crime and homeless steering business/buyers away from our communities.
Local governments are not clear on expectations/rules, permitting takes a long time due to staff shortages at local government, local government doesn't seem to actually want new small businesses.

Too many knit-picking regulations
Permits & fees can be very daunting when doing any kind of new construction. Having assurance that an impact fee will not be levied on you when none of the services the impact fee is for will come to your parcel, would be great. Being
Local government difficult to work with
Too many regulations / and government.
In addition to answer to Question 10, we face an environment of diminished expectations with regard to projections for economic growth.
Labor laws are totally out of control if trying to increase productivity. Taxes and government are intrusive and must be cut back.
Economic depression and lack of visionary leadership prevent networked businesses from having capital to afford my services, and prevent the development of new markets.
Skilled workers is by far the challenge for most all businesses in the Tri Counties.

12. If you are a business owner or entrepreneur, what complimentary businesses would you like to see in our area? (For example: Surgeon - Surgical equipment sharpening) 34 Responses

Catering (all meals and snacks) for groups of 10 or less.
Manufacturing
We need manufacturing/tech/industrial/ logistics/food processing/warehousing etc.
Trader Joes
Hi tech. THAT is where the growth is. Look at Grass Valley. They now have a much higher % of tech business they have lured from the bay area. Why can't we get people in charge who can do this.... because we have people in charge of breeding entrepreneurialism who have never been an entrepreneur!!!! True entrepreneurs will see right thru this!!
Restaurants
Better restaurants, revitalize downtown Marysville
That is a good question that would be difficult to answer without some thought.
ER and hospital alternative to adventist
I'm a genetic genealogist, so family history resources are important to me.
Galleries for my art .
N/A People that I know have businesses are talking about leaving the state
Better medical care
Alternative / holistic health care options
Diabetes educators, Pediatric Endocrinologist, transportation to jobs that are as far as Hard Rock, Colusa Casino, etc. for people who want to work but don't have a car. One more hospital with pediatric facilities.
Military Contractors housed and officing here
A business that can provide stock items that folks can bring their containers to refill. Dish soap, laundry soap, shampoo, olive oil, juices. You get my drift.

Health Care Providers
Fitness - Whole Foods or Trader Joes
better medical care for employees
District areas such as Technology, Manufacturing, Entertainment, Health and Wellness
Good restaurantâ Event centerVisitors CenterLodging
Someone to arrange tour groups for the area.
More manufacturing zones for larger employers.
Electronics retailerBusiness clothing store (Men's Warehouse type)
wholesale foods costco
More than one stationary store
A workforce development Center focusing on local skilled labor. A partnership with local trade unions so people can to work on real paying jobs.
More emphasis on attractions for visitors in the Foothills of Yuba County
Anything to create job for the economy !
For our employees, greater choice in health care providers.
Nonprofit, for profit, and government funding support infrastructure. Eg accomplished grant coordinators, federal & Kaiser Permanente would have a monumental positive impact on business, community and economics.
Restaurants such as Red Lobster or Golden Corral.

13. If you are a resident, what products or services do you leave town to purchase?

	Number of Responses	Response Ratio
Auto	50	37.0%
Clothing/shoes	91	67.4%
Dental services	17	12.5%
Healthcare services	51	37.7%
Recreational opportunities	98	72.5%
Other (please specify)	11	8.1%
Total	135	100%

Comments -22

Dining is mostly in Sacramento and Roseville as well as shopping.
Some retail items.
It is unfortunate to see so many chain clothing stores/department stores close over the years.
Materials for my fencing installation company
I try to buy here but have bought auto's out of town just for the fact some local dealer can't or won't compete on price.

SINCE WE ARE OLDER WE USE THE RETAIL IN OUR LOCAL AREA AND SELDOM GO OUT OF TOWN TO PURCHASE.
Would be great to have a type of store like Trader Joe's for selection and prices.
We have Kaiser insurance so we have to go into Roseville. I'd rather have local healthcare. That's not a reflection of the community though; it only reflects our budget. From what I understand, the hospitals here are great!
Restaurants, movies, most everything. Occasionally eat out locally in Wheatland
I'm not a resident yet but the above are why we shop out of the area. I try to shop locally & shop small when I'm able to.
I get all of this localexcept for collector rums
Groceries
Groceries and Restaurants
Groceries, entertainment, household items
Healthcare for specialty services.
Everything other than groceries on a regular basis.
big box shopping dining
Dining
Dining
Hunting supplies
many of the larger stores are poorly maintained and merchandise is strewn everywhere and poorly organized so it is easier to buy online.
I make it a point to shop local. More of a company to promote this is nessary

14. How would you rate the Yuba-Sutter region's economic performance over the past five years.

	Number of Responses	Response Ratio
Very improved	6	4.0%
Somewhat improved	71	47.3%
Neutral	53	35.3%
Somewhat declined	10	6.6%
Declined	5	3.3%
No Responses	5	3.3%
Total	150	100%

Bringing in and allowing TRUCKING COMPANIES!!!!!!
 this is EXACTLY why we don't have true industries. Look at 99 and the 'roundabout' as example!!! these truck companies come in with planners allowing them to just run amok. and now the local residents are on the hook to pay for roads they bring with them! these are NOT LOCAL JOBS.. they work around the country. Look at them. They are all junky, sloppy businesses that DISQUALIFY YS REGION FOR ACTUAL REAL BIZ!! WAKE UP!!!!

I have seen some growth, but also an increase in poverty and homeless in the area.

We have too many low end retail establishments and fast food. If we want to attract more to our area we need higher end retail and restaurants.

THE AREA IN GENERAL IS OK. THE AREA OF MARYSVILLE AND LINDA ARE NOT GOOD AT ALL.

It is very boring town .

Improved over the last 5 years due to the national and state robust economies.

It seems, at least in Yuba County, the critical mass needed to start and keep a thriving business activity going has not yet

**15. What does successful economic development in the Yuba-Sutter region mean to you?
 (CHOOSE UP TO THREE)**

	Number of Responses	Response Ratio
Increasing tourism	31	21.2%
Improving/increasing educational assets	42	28.7%
Improving quality of life/lifestyle amenities	79	54.1%
Recruiting/expanding new industry	83	56.8%
Recruiting/expanding new retail	49	33.5%
Starting and growing new startup companies	41	28.0%
Supporting existing business retention & expansion	92	63.0%
Other (please specify)	4	2.7%
Total	146	100%

Comments -9

Recruit and expand opportunities for our citizens and our youth! My kids are gone! And I encouraged to them get out of this place because you will learn nothing and you will never grow!!

all the above

Until we do something to increase WEALTH of community, it will never prosper. all these 'wants' (restaurants, etc) will never survive until the WEALTH of the community increases. Until then... we will just see these surveys every 4 years, as the communities that are SERIOUS about growth get the REAL BUSINESSES. for example. Legend Trucking is in a friggin

A successful Econ devel program should include all the above. Why spend money if results are not attained.

Housing starts (all kinds)

Protecting and expanding the importance of Beale AFB and the benefits it provides the region

Being sure our school systems, roads and services can handle the growth we see in our town.

The EDC requires 100% loan default collateral. If the Yuba Water Agency can figure out some way to provide money to startups without violating its charter, it could, for example, take a 50% risk on the money, thus providing more access to capital for small business as the YWA could afford the risk.

Clean up the city. Capitalize on location, our city has a great geo location and could be known as the outdoor family

16. How do you rate economic development and job creation as a priority for the region?

	Number of Responses	Response Ratio
Highest priority	72	48.0%
Medium priority	54	36.0%
Low priority	13	8.6%
Not a priority	5	3.3%
No Responses	6	4.0%
Total	150	100%

Comments -8

Well paying jobs with benefits are essential to our community's health!

ie: the massive trucking biz... any REAL business will look at that as a reflection of a shabby and crappy culture. They will go elsewhere. and they will continue to do so. why did all these trashy truck companies get permits to start/expand? Ruins the community to benefit a few. BAD BAD BAD

As long as we do it without putting a tax burden on others.

I'm all for economic development in the area but, lets gets the area ready for it(roads, traffic). Our roads are terrible. I recently started going to some of the Council Meetings so I know this is an issue of many.

We cannot compete with other areas due to our minimum wage hike

Homeless and un employed persons on the streets are a problem in many places and until we get a workable solution it will continue to be a growing problem. *I do not have a clue to fix it! I feel that it is becoming a health issue for us all

Don't necessarily think big growth is good for the area

I sure hope this is a high priority.

17. How do you propose we engage youth/younger adults in our community economic improvement efforts? 74

Responses

Find out what would make them stay after high school whether for trade school, college and career opportunities.
Work with the school districts on incorporating input from seniors through their economic/civic courses. Another approach is to collaborate with YCCD or the school districts through their clubs to include this population in the process of planning.
Provide them career opportunities if they stay after getting their education.
Ask them what they want, and get them involved with the projects that interest them.
social media and having younger adults help with recruiting high paying jobs that can support a young family
Social media! High Schools involvement.
Find out what makes the Millennial generation tick...as they are half of the U.S. workforce. Have a series of in person interviews and a survey. What would make them stay locally?
Perhaps create more internships through local businesses
Meet them where they are at, such as, social internet platforms. Hire young adults to get ideas on how to attract young adults. Look for and follow new trends.
Stop entitlements
I'm not sure if you already do this but include the youth commission in planning meetings.
without culture change... you won't! you will continue to perform surveys and have breakfasts but the root of the problem exists and will be difficult to change until the community gets so blighted that it is decrepit and has nowhere to go but up, as the surround areas will continue their growth
Less emphasis on memorizing facts in school and more emphasis on real life skills such as how to run a business, how to
College track education is great for some students. Others need Trade Schools and internship/mentor opportunities to
At the schools and local colleges.
JOB
Providing training so they can be valuable to business. Carpenters, Welders, Heating and Air, Computer Training. Also
BRING IN MORE JOBS AND FIX THE TRAFFIC INFRASTRUCTURE. ONCE WE HAVE JOBS THEY WILL WANT MORE
start a young business persons class
Offer a larger selection of certification and licensing of job training for a greater earning potential for individuals who
Programs like "Say Love" and other volunteer opportunities that would help them feel involved in the community. If they
No engage at all
Give them education opportunities locally and improve quality of living so that they may choose to stay local and invest in local economy. Young people leave to attend universities and often do not return, feeling there is nothing to return
Improve education; more funding for vocational / skills training
amenities- quality of life for young families. Improved parks and recreation and schools.
Do whatever it take to attract quality businesses to our area. Yuba county especially!

Get youth/young adults to attend college locally. They'll be more likely to stay/invest their energy in the community.
Roller skating rink
listening to them and allow them to leadership opportunities.
Give them a voice. Send surveys like this to schools and get their opinions. Not to just "The Leadership Committee" or
More information in High School for them. Make them have to volunteer in a community at least 25-40 hours to graduate.
We used to hire young people to do many jobs in our manufacturing due to the price increase in the minimum wage we do not hire young people anymore
More job training opportunities in high school/ more career counseling in hs
Bring back the ROP classes and internships as well as volunteering.
create work programs within the EDC for youth
speak their language. Just like Bernie Sanders. but not be socialists
Improve Education.
There has to be programs in the schools, and there has to be some mandatory requirements in the schools for participation.
Create or improve classes in high school or college for technical job training.
population. Engage this demographic in providing feedback- it seems like their input is missing and some newer ideas are needed.
start teaching them the value of a job and loyalty to that job while they are in school. produce adults that are ready to go out into the world and be productive not adults that expect a free ride in this world
Educating them that 4 years at colleges is not always the best route. Maybe an Internship program that allows young adults to apply through the city to try out possible jobs
Sponsor high school projects in the community
Spend more time on the high school and local college campuses and ask the students what youth-centric programs
I wish we still had Preet's young mentor program in place as it was a big success for a minimal investment
More community projects to improve the community (e.g. clean/restore Yuba County parks, help restore MyCC, Ellis
Developing entrepreneur academy's sponsored by local businesses, leadership academy's, and afterschool and summer
More amenities
More activities for youth.
outreach, sporting event promotion.
Develop interesting things for them to do.
At the High School level youth should be encouraged to join vocational programs and apply for internships.
Offer part time work tied to grades.
For rural areas, online education and support for teen and young adult work experiences.

Start in schools teaching the impact of poor behavior as it relates to hire-ability. For example, drug use and/or DUI at 18 stays with you for 7 years. Educational opportunities including trades - bring back shop classes.
They need to feel that this place is worth improving. Right now nothing shows them that. Our young people tend to leave for college and not come back.
Predominantly, our geographic location lends itself to agriculture and farming. Business/professional opportunities are limited.
Leadershipmore social inclement volunteer
the likely outcomes of their participation and engagement must be quantifiable to create the value proposition that resonates with that age group
Get them involved early at the high school and charter school levels.
Keep the schools are our neighborhood safe and they'll truly desire to stay here live here and bring up their families.
Get their input
Local government needs to actually reachout to young people not just give them lip service and do what they want. The problem with engaging the youth of community is that outreach by the elite of the community is not a connection it is how they tell them how things should be.
Bring information to the local college and high schools
Engage youth and young adults in conversation as to what they are looking for to consider returning here after college to
4-H /FFA /High school sports
Difficult to do, as youth serious about their future leave to get their education, and I see many not interested in self or
The colleges and high schools must be more engaged in the community. Working with YSEDC and Chamber would open
Trade schools and training opportunities in the trades
Keep an open mind to their ideas and how we can improve Yuba County and the industries we can potentially have in our area.
Youth need (1) low wage jobs (2) employers that pay for continuing education (3) summer/winter intern/extern opportunities (4) youth planning commission.
More service industry elective classes. Construction, automotive, welding, electronics. Teach LIFE SKILLS. How to balance a checkbook, how credit rating system works, interest rates...
Parents need to be more involved with the family unit and pay close attention to their education.
Have open forums in local parks/at Walmart or during community events where youth can have an opportunity to share their opinions

18. Name three specific things leaders can do to make the region a better place for residents. (CHOOSE THREE ONLY)

	Number of Responses	Response Ratio
Create more affordable housing	65	44.2%
Develop more quality of life amenities	60	40.8%
Fund more workforce training	42	28.5%
Improve healthcare	35	23.8%
Improve K-12 education	38	25.8%
Improve public transportation	19	12.9%
Improve roads and connectivity	75	51.0%
Improve safety	41	27.8%
Lower taxes	32	21.7%
Make areas more pedestrian/bike friendly	19	12.9%
Other (please specify)	12	8.1%
Total	147	100%

Comments -24

Affordable housing isn't just for low income but for the middle class too. I make a middle class income but can't afford to purchase a home in a safe middle class neighborhood.

Elected leaders need to resign and stick with their day jobs because they are not skilled or talented enough to create change! Their is zero collaboration between the jurisdictions including our surrounding neighbors! No teamwork at all!

Remove the planners and boards that let crappy business come in and expand without bounds making a crappy environment.

There is too high of a desire and need to go out of our area for shopping, dining and entertainment; residents take their money to other areas which hurts our local economy.

TAKE SOME OF THESE OLD BUILDINGS AND MAKE THEM APARTMENTS FOR THE YOUNG WHO LIKE TO BE DOWNTOWN. TAKE THE OLD THEATRE AND REVIVE IT AS AN OPERA OR PLAYHOUSE. TAKE THE OLD HOTEL AND MAKE THE LOWER LEVEL A PARKING LOT AND THE UPPER LEVELS APARTMENTS. CLEAN UP E STREET. IT'S JUST UGLY. IT'S OUR FIRST IMPRESSION TO VISITORS. MAKE IT WORTH SEEING OR PUT A FREEWAY OVER THE TOWN.

Develop mental health and substance abuse treatment

Stop drugs and alcohol in Riverbend school and High school .

Traffic is unbearable in this area. It is certain to become more congested as the housing market improves and more people are drawn to this area due to the casino opening.

Reduce homeless

Get the homeless out!

get rid of the homelessness and stealing /drug use they are doing...
Improving safety to include providing appropriate law enforcement funding
All are important to varying degrees...
Get the homeless(drug addicts, alcoholics, and mental cases) off the streets. Enforce camping, loitering, panhandling, and littering laws.
Mount a visible campaign to address the state's shortcomings with respect to cost of living, highlighting those issues most important to the region (income tax, gas tax and similar)
A regional Sports Complex would be both beneficial and probably very profitable since it would be booked all the time.
More locally owned businesses such as restaurants and boutiques that attract a higher caliber of residents/visitors. Safe and welcoming river/recreational access
1)Homeless camps need to be isolated away from the river. 2)Finish the bike path to Harter Parkway with a park.
higher paying jobs
Internet in the foothills.
Permits for building a home are too prohibitive for the average family to build, and need to allow for guest homes/in-law quarters to be added to existing properties.
Increase jobs
This is an absurd choice between necessary alternatives.
Clean up the city.

19. Name three specific things leaders can do to make the region a better place for businesses. (CHOOSE THREE ONLY)

	Number of Responses	Response Ratio
Create a pro-business climate	72	49.3%
Focus on business attraction	67	45.8%
Foster wage growth	23	15.7%
Fund more workforce training	40	27.3%
Improve infrastructure	48	32.8%
Improve K-12 education	19	13.0%
Improve permitting process for development	42	28.7%
Lower taxes	36	24.6%
Provide better/more incentives	34	23.2%
Reduce regulations for businesses	47	32.1%

Other (please specify)	7	4.7%
Total	146	100%

Comments -14		
Attraction of business should be of the highest priority!		
Reduce government, spend that money on infrastructure... start with fixing roads... maintenance of roads, etc has been ZERO. i will say that the yc did a great job on getting teh new bridge.. very nice. we should keep that going		
Abide by the promises made to the public when running for office. Many, many of our elected officials are totally ignorant of the problems facing our community, however they make statements to satisfy the ignorant citizen and then get a paycheck by sitting on their "RSES" until the next election.		
Certainly I must choose "Other" because it is ALL OF THE ABOVE. I cannot choose only three options. It is a package deal!		
deal with the homeless problem		
One on one discussion with business to let me know how Yuba City can help me improve and be more successful		
'Keep it simple stupid'		
Do something with the traffic problem in Marysville.		
City License fees increased 10X for my business in 2019. Very anti-business.		
Yuba County's permitted process is friendly and helpful these days.		
Develop a strategy to make the region more attractive place for business to move to.		
I believe building permits should be much more costly for subdivisions of 20 homes plus. The large builders come to our area for cheap land build large developments and don't pay near enough for infrastructure, parks, schools, etc. Smaller builders and owner builders should pay less as they use local labor and suppliers to build. No brainer		
Hwy 65 is a mess and will soon adopt the name blood ally as 99 did. We are a bedroom community with a large population community to placer and sac. Divert 65 around wheatland and Marysville or streamline 70 to reach 65 passed wheatland. Also, clean up the city.		
Development impact fees are excessive.		

20. How do you rate the resiliency of our region?		
	Number of Responses	Response Ratio
Very resilient	13	8.6%
Somewhat resilient	58	38.6%
Neutral (neither resilient or vulnerable)	42	28.0%
Somewhat vulnerable	27	18.0%
Vulnerable	4	2.6%

No Responses	6	4.0%
Total	150	100%

Comments -7

Fast food restaurants and retail are not the answer to our survival!
Seems like a lot of people here depend on government to take care of them. Not the way it should be..
The Yuba-Sutter area is always the first to sink in an economic downturn and the last to recover in an upturn
Because of potential flooding the region is somewhat vulnerable.
Diverse agriculture is a stable resource at the time but unless climate change is addressed my grandchildren will suffer accordingly
For the most part we are a community-driven area. We have nice social events. We have honorable people who reside here in desire to continue to reside here. And we care about our neighbor in general. That is the small-town concept we can keep that even as we grow if we stay focused and committed to the person on our left and right.
Continue our levee improvements without raising additional taxes.

21. What are the biggest threats to resiliency in the region? Check all that apply.

	Number of Responses	Response Ratio
Housing affordability	69	46.6%
Inability to attract and retain population	63	42.5%
Inadequate housing supply	63	42.5%
Inadequate preparation for a manmade or natural disaster	51	34.4%
Lack of civic participation	50	33.7%
Over reliance on one industry or employer	52	35.1%
Vacant downtowns	80	54.0%
Other (please specify)	8	5.4%
Total	148	100%

Comments -22

We need industry and well paying jobs. Our local leadership stinks! Useless Supervisors and City Council, they are unable to solve any issues and unable to foster a climate of progress!
A future recession is a big threat.
We need to keep housing (and our city) affordable and attractive to the new airmen coming to Beale.
Cost of living,
Crime

Not enough of the homeless population is motivated to participate to participate in services and job opportunities to lift them out of their situation. They are content to remain where they are, possibly due to drug use and/or mental health issues. The roads in and out of town leave much to be desired if there is an emergency or evacuation. The inability to
Increasing population of low-skilled workers, with a decreasing population (people moving out of area to large cities,
Inadequate presence of Law Enforcement
Homeless population
In the Foothills, many homeowners are having their home owners insurance cancelled due to living in a fire prone area. We need more water resources developed to green up the area and provide a fire resilient community. Also, greening up the area will provide the economic engine for agritourism and geotourism.
Inadequate paying jobs for college students with degree
Inadequate development and infrastructure
This comment is most relevant to rural areas
Poor leadership; not looking to the future instead of looking at right now.
Lack of state support for the military - lose Beale AFB or fail to take action to prevent further mission loss and the impacts would be dramatic
Work on solutions for the homeless instead of just moving them from place to place
Voter Apathy
Not having Large base of steady high paying workforce & location of region (not near major city or natural attractions, the lack of perceived opportunity in the area to attract outside business or investment in the community.
Cost of permits for basic improvements.
Homelessness
Resiliency is not the issue ot is the inability for growth with the current model in place.
A single Emergency response network that includes Sutter and Yuba County as well as the City of Yuba City, Marysville, Live Oak and Wheatland should be established for major disasters. This is needed in case of a mass evacuation event. We have clogged our roads to many times.

22. Do you have any suggestions for improving our economic health/prosperity? 54 Responses

Create culture of business friendly and focus on areas to develop into business parks with all of the amenities intact. Get
Bring the issue to the forefront. This survey is a great starting point to open up a widespread discussion. BUT, we have to look most closely at the younger set of generations, which are our future.
Improve mass transit, have more county events; especially having events only found in Yuba/Sutter (Fairs, Rodeos, Festivals), make sure street lights are operating
Individuals accountability, enforcement of laws
keep prop 13 the way it is & cut permits on new construction. my gosh it`s not rocket science.

Reduce government. put tax money to work, not just to " add another fireman". Hell... we have fire insurance... same with police.. same with city gov't
TRANSPERENCY IN GOVERNMENT.
Our community needs to start to plan for growth if that is the desire. ie create a true industrial park with adequate infrastructure & make better use of resources for improvements (we pave roads just to turn around a few months later to cut and patch them) someone has to think farther out than just to next week or next month
Not so costly of permits.This is what is ruining the countys.Lower the cost .But this will never happen as long as we have greedy county goverments.Old Marysville could of been made into an Old Sacramento .But greed got in the way
Make local government friendly to do business with being helpful when you have questions.
PUT IN A BYPASS FOR TRAVELERS. NO ONE WANTS TO BE STUCK IN A GRIDLOCK. GIVE BUSINESSES INCENTIVES TO COME AND STAY. MAYBE YUBA COULD TAKE SOME HINTS FROM SUTTER'S BUSINESS STRATAGY. IMPROVE THE LOOK OF DOWNTOWN MARYSVILLE. IF I WERE A TRAVELER, THE DOWNTOWN WOULD NOT ENTICE ME TO SETTLE HERE. YES, I AM OPINIONATED BUT YOU ASKED MY OPINION.
Create a 5 year plan and budget for a successful completion of that plan. Chart it, own it and be aggressive in making those issues happen and not be so complacent.
Just as the Sikh community draws visitors every year with their temple and their wonderful parade, I think the LDS temple will be a huge attraction for many Latter-day Saint visitors. Let's give them places to stay if they are traveling, attractive restaurants, friendly faces, and a reason to want to come back.
We need Safeway back and Trader joe's store and Costco .
If it is attractive for people to come, and the environment is safe and clean people will feel more comfortable. There
The natural resources of Yuba-Sutter, specifically the rivers, are the most unique and beautiful parts of the area. Yet today, they are an eye-sore due to the homeless problem. The homeless issue needs to be resolved, they can't continue to break the law and live on public property. Which will attract business / tourism to this natural resource.
Clean up the whole bi-county area (trash all over)
Do something about the homeless and drug addicts.
I know change is hard and not done overnight. Streets ARE getting serviced, Homeless/Drug pop. issue is NOW getting addressed. It's a slow process that needs to speed up a bit.
Cities need to work on our roads. I think just having a good infrastructure like nice roads get people to believe our city cares.
The minimum wage in all of California is going to run all the small manufactured out of here that compete with other states and other countries for the same business
More workforce training/ wage growth
Better paying jobs/careers, bring back ROP classes for adults, more attractions to the area, and one more hospital and more specialist.

Vote in all new people...get rid of the good old boy system....the judge that is running...benedorf or whatever her name is shouldnt be allowed to be a judge with a conflict of interest due to her husbands position in the county
Build Housing for all
We need to focus on small business and the uniqueness and personality to a community that is quickly becoming a bedroom community to Roseville and Sacramento. Fewer Chain resturants and more diverse small business. People work out of the area and it is more inviting to shop on the way home and never exsperiance their own towns
More water.
Educate the kids instead of giving them more and more VACATION DAYS! Deal with the homeless problem Deal with the crumbling roads Do traffic studies and install traffic lights in over traveled areas that foster road rage Find another way to accommodate the Sikh parade so that it does not impact the residents so completely for 3 solid days
Yuba City will always have a socio economic divide due to its agricultural work. Thereâ€a lot space in town that's excessively over priced to build on that doesn't give room to grow for entrepreneurs without substantial capital
Promote 20th century businesses...solar manufacturing, tech
Less dollar stores more high end retailers get rid of the homeless and drug epidemic enforcement of laws for all not just people with money
Leadership in the Yuba Sutter area need to work together to improve our quality of life
Less regulation on home businesses
Create a positive outlook for people, corps de esprit if you will, to feel that they want to invest their time and energy into business ventures.
The region needs to focus on providing economic incentives such as opportunity zone and enterprise zone. Revitalization
Vote Republican. Term limits for all local elected officials.
Even more PR across many socioeconomic niche areas touting the benefits for that niche of living and working in specific areas. For example: the lower cost of living along with entrepreneurial possibilities; lower cost of land for a rural lifestyle.....
I was asked last year to participate in this CEDS effort in 2020; that was until I brought up inconsistencies with data provided to the YSEDC CEDS Committee and the Committee's support of projects without questioning the inconsistent data. What good is the Committee if it's a rubber stamp for our tax dollars?
lower taxes and regulations
A solid master plan, supported by appropriate detailed sub-plans, executed with discipline - all create the positive trend necessary for the early adopters of regional support to jump on our bandwagon and not other regions. Improvement takes time, but disciplined execution of solid plans fosters trust that improvement will follow.
California is not business friendly on the whole. If businesses are encouraged to come to our community without all the
Clean house at Marysville city hall and bring in new people that have a vested interest in the city and not just a paycheck.

Invest in a quality Sports Complex. Especially for soccer.
Look at all categories checked above.
Don't vote democrat.
Create and an advisory. Board of young people and families and really engage the young people in our community.
If well managed, the Yuba Water Agency could have a large impact on improving the area's prosperity. If not well managed, it will tend to pick winners and losers.
1. Steadily improve infrastructure (roads, sidewalks, sewer, drinking water, electrical & levees) 2. Beautify City buildings and thoroughfares
Change our Image!
Revitalize educational opportunities, ie Yuba College, limit families on assistance, require drug testing and job training to receive benefits. Expand job training and educat. opportunites, and housing for low income families. I see too many
Yes. But my city leaders are not interested in meeting to listen for outside advice.
Bring in more family friendly places such as a skating rink or a movie theatre. More restaurants. Maybe a Costco.