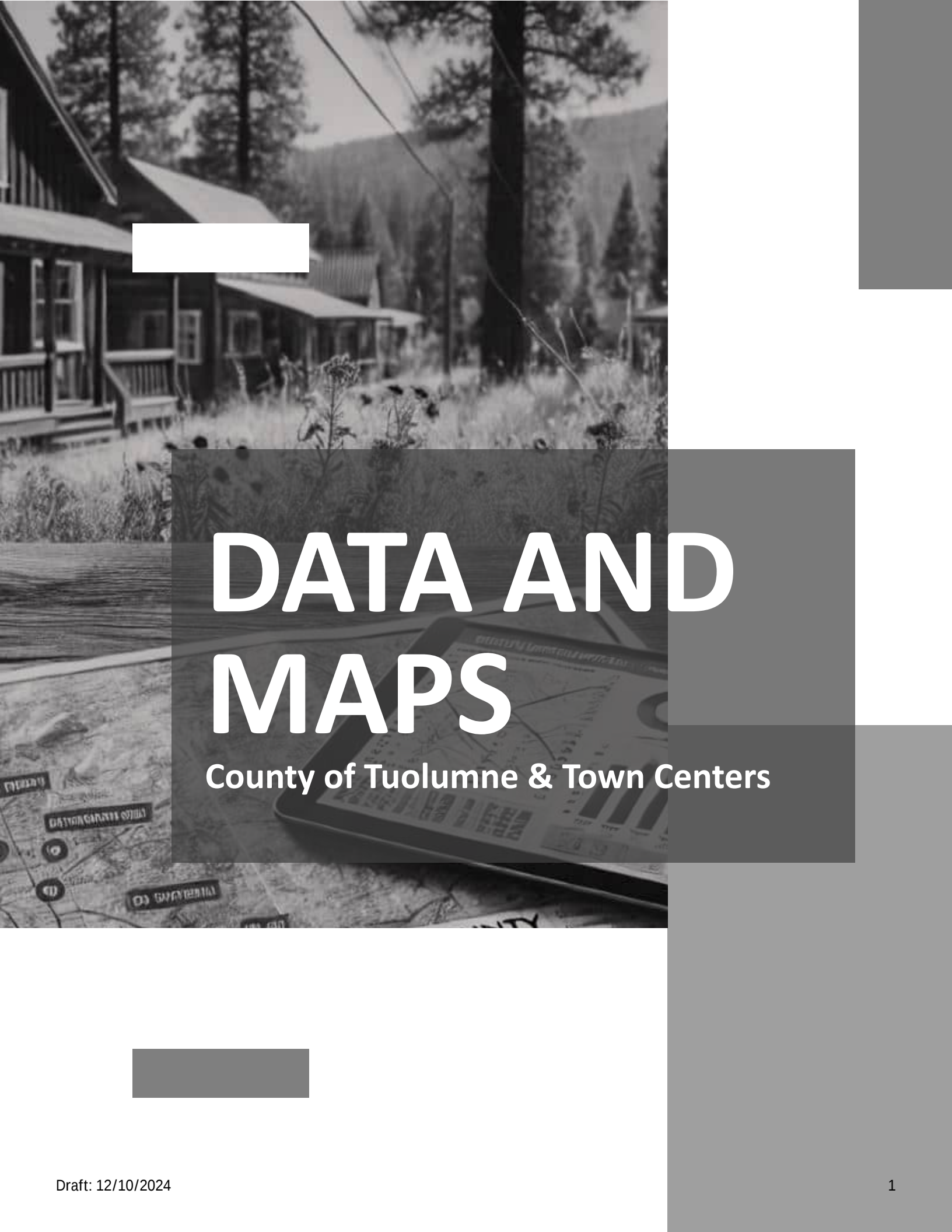




DATA AND MAPS

County of Tuolumne & Town Centers



MAPS AND DATA

The following contains maps and data specific to each town center, with information carefully grouped by location for easier reference and analysis. This organization allows users to quickly access relevant data for individual town centers, providing clarity and a localized focus.

Utilizing this data is crucial for understanding the current state of each area, identifying strengths and challenges, and establishing a baseline for measuring progress over time. As various projects are implemented, this data will serve as a valuable tool to track changes, evaluate the impact of initiatives, and guide future decision-making to ensure targeted and effective improvements.



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METHODOLOGY

A

Map of Town Center

Polygon drawn of around businesses near center of commerce in the community.

Data and Filters

- In Placer.ai, drawn polygon around businesses near the town center.

Methodology

- Map produced from **Placer.ai**

B1

Visits to the Town Center

Gives the number of visits and frequency of visits at a given location within a specific point in time. This data serves as a baseline for determining the change over time in visitation.

Data and Filters

- Geo-location data from **Placer.ai**
- Visits to town center for November 4, 2023 to November 3, 2024
- Visitors only, excludes residents and employees
- Visitor defined as those whose home is more than 10 miles away

Methodology

- Produced report with given filters.



B2

Heat Map of Visitation

Provides heatmap visualization of visitation within an area. The heatmap uses hexagons in a range of colors to represent the number of visits in the area. This map can be used to better identify visitor hotspots and understand visitor preferences. As many of these town centers include residential locations, varying sized hexagons, opposed to a classical heat map, are used due to privacy issues.

Data and Filters

- Number of visitors to town center from November 4, 2023 to November 3, 2024.
- Visitors only, excludes residents and employees.
- A visitor is a unique individual who visits the town center, they are only counted once per day, even if they visit the same location multiple times.

Methodology

- Requested hexagon heatmap from Placer.ai based on polygon.



C

Visitors vs. Pass Through Travelers

This graph contrasts the estimated number of persons who visit a town center for 1 hour or more, between 10 minutes and one hour, and those who pass the town center without stopping. This highlights the number of individuals traveling to the area who could potentially contribute to spending within the town center.

Data and Filters

- Geo-location data from **Placer.ai**
- Traffic Impressions at a major intersection near or through a town center
 - Columbia: Parrotts Ferry Rd. & South Gold Street
 - Groveland/Big Oak Flat: 18800 Main Street
 - Jamestown: 18145 California Highway 49
 - Sonora: South Washington Street & Stockton Street
 - Sonora: Mono Way And 108
 - Soulsbyville: State Highway 108 & Soulsbyville Road
 - Tuolumne City: Tuolumne Road North & Tuolumne Road
 - Twain Harte: State Highway 108 & Twain Harte Drive

Filters

- Visits to town center for November 4, 2023 to November 3, 2024
- Visitors only, excludes residents and employees
- Visitor defined as those whose home is more than 10 miles away

- Visitors to Town Center

Filters

- Visits to town center for November 4, 2023 to November 3, 2024
- Visitors only, excludes residents and employees
- Visitor defined as those whose home is more than 10 miles away

Methodology

- Using a stacked bar chart, visualized number of persons, by day of the week, who:
 - Visited more than 1 hour
 - Visited 10 minutes or more (minus those who visited 1 hour)
 - Those who passed through intersection (minus all visitations)



D

Sidewalk Maps

Provides location of sidewalks, crosswalks, and trails in or near town centers. This illustrates the level of accessibility a visitor has to a town center.

Data and Filters

- Data gathered from the 2020 Tuolumne County Active Transportation Plan.

Methodology

- Produced map based on shape file data.



E1

Visitation Hours

Gives the average number of visits in the town center in each hour during daylight savings and standard time overlayed with the average number of daylight hours in that time period. This illustrates the possible affect presence of light has on visitation.

Data and Filters

- Visitation
 - Geo-location data from **Placer.ai**
 - Visits by hour to town center for standard time November 4, 2023 to March 9, 2024, and daylight savings time March 10, 2024 to November 3, 2024.
 - Visitors only, excludes residents and employees
 - Visitor defined as those whose home is more than 10 miles away
- Hours of Daylight
 - Sunrise and sunset hours for Sonora, CA gathered from **United States Naval Observatory, Astronomical Applications Department**
 - Calculated the number of times the sun rose or set in that hour
 - Summed a count of the days that had sunlight in that hour hours in that time period.

Methodology

- Divided the Visitation number by the number of days in that time period, Daylight savings: **239**, Standard time: **127**. Using a line and bar chart, overlayed the average number of days with sunlight and average number of visitors for that hour in that time period.

Clarification of Placer.ai Hourly Visitation Data: Visitors often stay at locations for multiple hours at a time. When looking at the "Hourly Visits" data, it is important to note that a single visit may be included in multiple different hours of the day. For instance, if a person is at a location for 3 hours beginning at noon, a visit will appear under the 12 pm hour mark, the 1 pm, and the 2 pm. Therefore, in order to understand unique visits you can refer to the "Visitor" metrics for the area.



G

Transportation Stops

Provides current locations of public transportation stops. This illustrates the number of stops close to the center of commerce and relation to high and low areas of foot traffic.

Data and Filters

- Data provided by the Tuolumne County Transit Council record of current transportation stops.

Methodology

- Produced map based on latitude and longitude of identified locations.

H

EV Charging Locations

Provides map of current EV charging locations and available infrastructure. This illustrates the number of charging locations close to areas of commerce.

Data and Filters

- Locations provided by PlugShare.com and visually identified locations.

Methodology

- Produced map based on latitude and longitude of identified locations.



I

Parks In or Near Town Center

Provides information regarding the visitation to parks in or near a town center, including number of visitors, visits by time of day, week, and year, and duration. This illustrates the use of parks by individuals.

Data and Filters

- Geo-location data from **Placer.ai**
- Visits to town center for November 4, 2023 to November 3, 2024
- Exception:** Twain Harte Meadow Park opened on August 10, 2024. The data starts from this date to November 3, 2024.
- Includes visitors, residents and employees who were at the park 10 minutes or more.

Methodology

- Produced standard report with given filters in Placer.ai.



J

Businesses, Employees, and Revenue

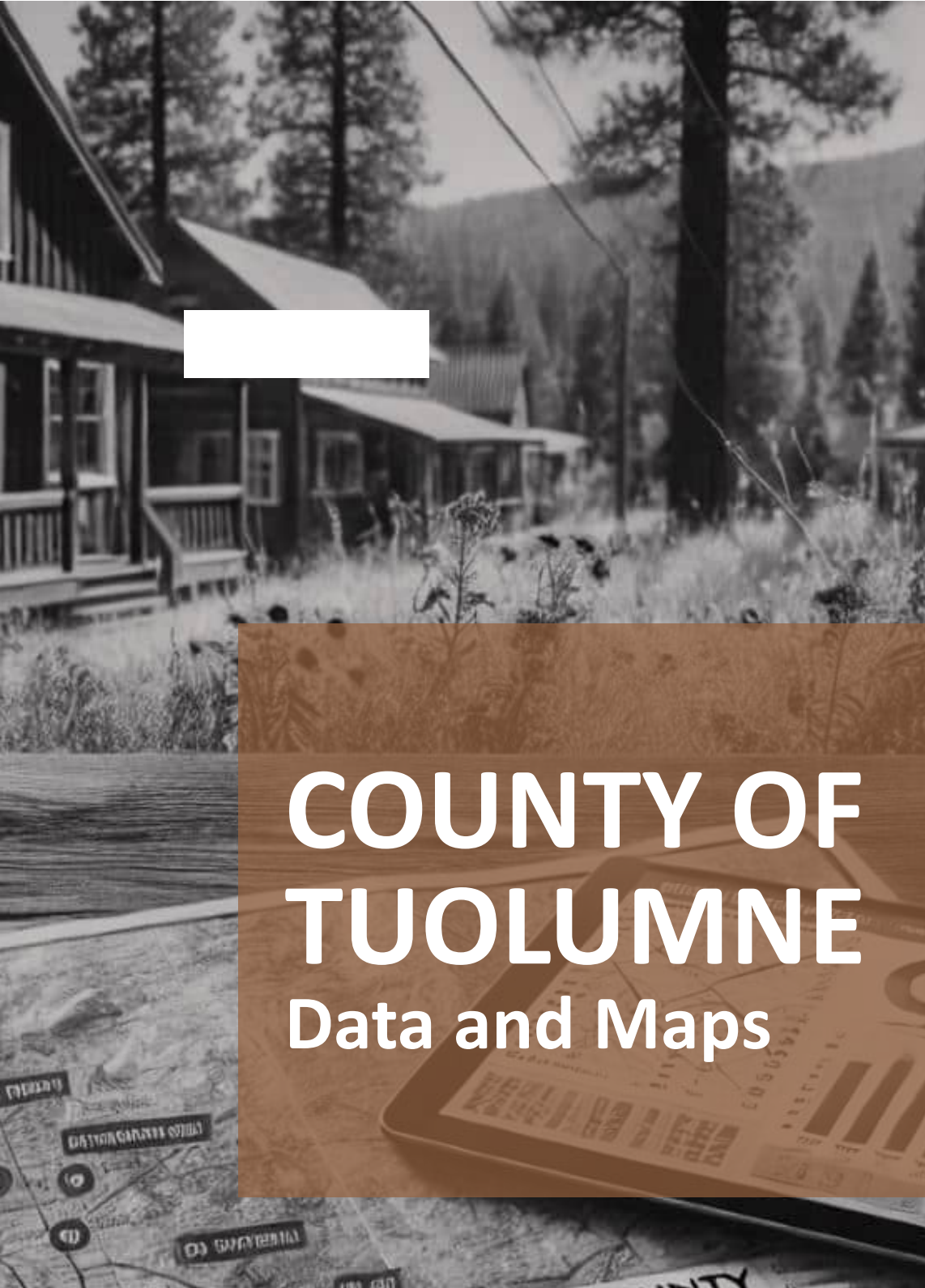
Provides map of a particular community and general statistics of the businesses, such as the number within a particular industry, number of employees, and total sales.

Data and Filters

- Map was exported with the boundaries drawn for location in The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).
- Data was obtained from The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz). Data is for the businesses within the specified boundary.
- Data is Sourced from the Data Axle (formerly InfoGroup).

Methodology

- Produced map and data as provided.



COUNTY OF TUOLUMNE

Data and Maps



A. Map of Town Center

Polygon drawn in Placer.ai around businesses near center of commerce in the community.

COUNTY OF TUOLUMNE



B1 Visitation Information

Nov 4, 2023 - Nov 3, 2024



Metrics

 **Tuolumne County, CA**
Forest Route 3N01, CA

Visits	11.4M	Panel Visits	412.1K
Visitors	2M	Visits YoY	-5.6%
Visit Frequency	5.72	Visits Yo2Y	-3.5%
Avg. Dwell Time	471 min	Visits Yo3Y	-5.7%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



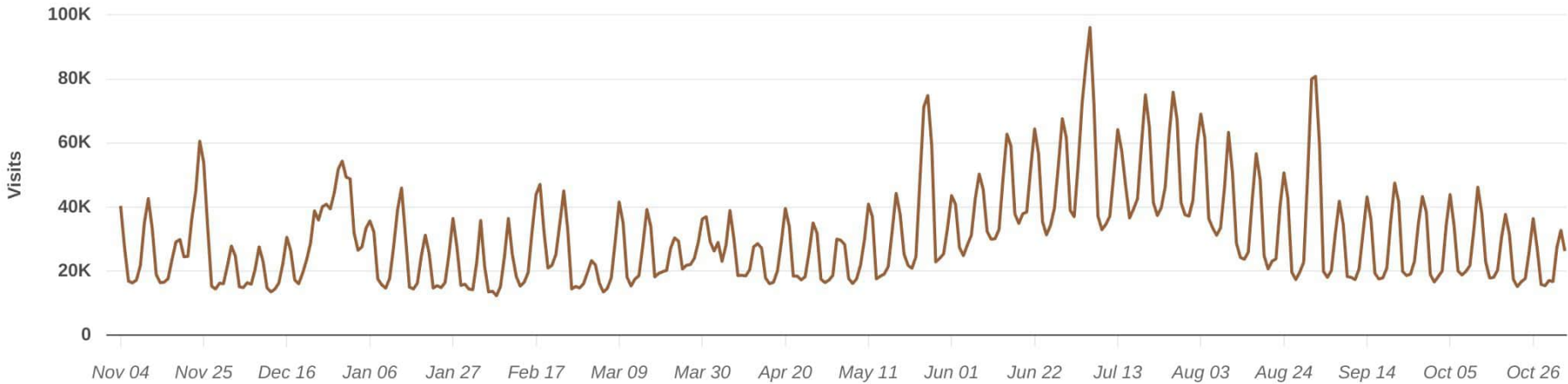
B1 Visitation Information

Nov 4, 2023 - Nov 3, 2024



Visits Trend

Tuolumne County, CA
Forest Route 3N01, CA



Daily | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



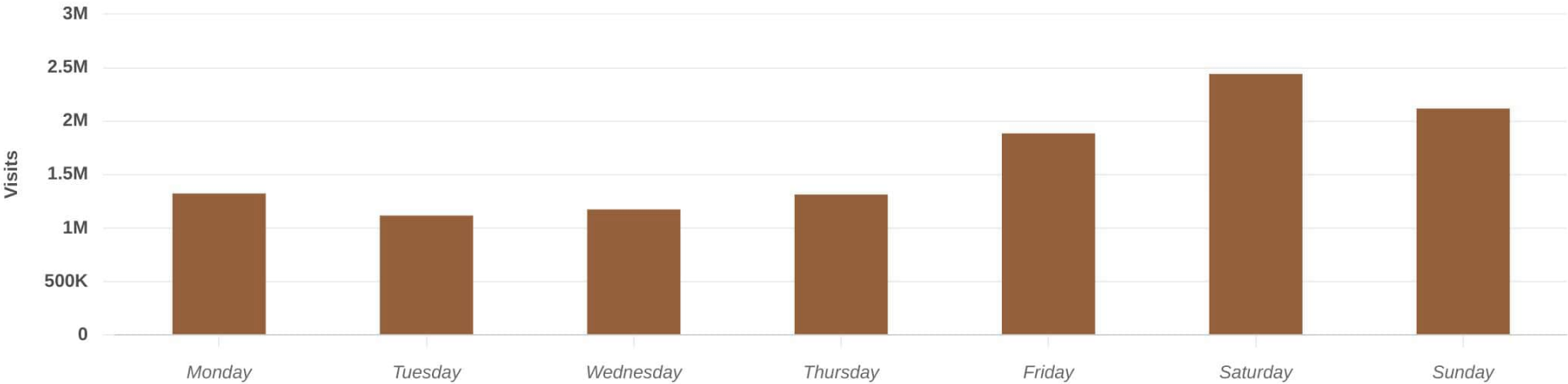
B1 Visitation Information

Nov 4, 2023 - Nov 3, 2024



Daily Visits

Tuolumne County, CA
Forest Route 3N01, CA

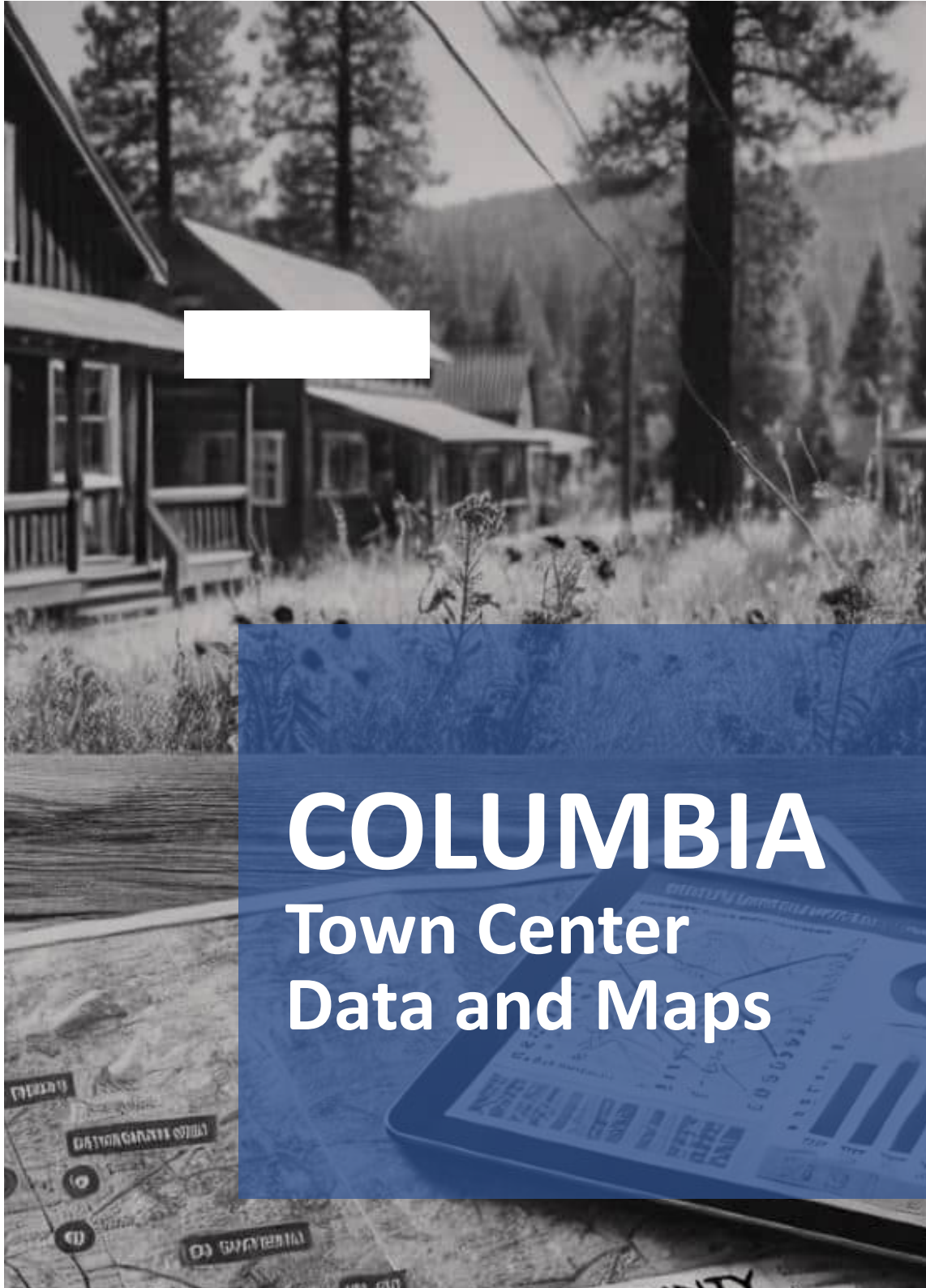


Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



J. Businesses, Employees, and Revenue

Industry	County of Tuolumne			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Accommodation and Food Services	259	8.04%	\$191,991,000	3,228
Administrative and Support, Waste Management, and Remediation Services	105	3.26%	\$47,858,000	517
Agriculture, Forestry, Fishing and Hunting	53	1.64%	\$27,099,000	363
Arts, Sports, Entertainment, and Recreation	79	2.45%	\$53,897,000	804
Banking, Finance and Insurance	95	2.95%	\$64,695,000	320
Construction	265	8.22%	\$148,630,000	1,077
Education	60	1.86%	\$927,000	1,770
Health Care and Social Services	674	20.91%	\$322,452,000	3,763
Holding Companies and Managing Offices	2	0.06%	\$3,742,000	6
Information	41	1.27%	\$79,693,000	400
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	23	0.71%	\$145,298,000	317
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	65	2.02%	\$59,188,000	327
Manufacturing - Processed Food, Textiles, Clothing	14	0.43%	\$22,998,000	76
Mineral, Oil and Gas Extraction	4	0.12%	\$6,821,000	41
Other Services - Repair, Personal Care, Laundry, Religious, etc.	397	12.32%	\$47,642,000	1,560
Professional, Scientific, and Technical Services	212	6.58%	\$82,947,000	786
Public Administration	146	4.53%	\$0	3,418
Real Estate and Rentals	150	4.65%	\$93,595,000	653
Retail: Hobby, Media, General Merchandise	210	6.52%	\$281,007,000	1,312
Retail: Home, Food, Automobiles, Personal Care	139	4.31%	\$345,432,000	1,451
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	16	0.50%	\$0	118
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	41	1.27%	\$41,427,000	279
Unclassified	94	2.92%	\$0	59
Utility Services: Power, Gas, Steam, Water, and Sewage	14	0.43%	\$30,581,000	328
Wholesalers	65	2.02%	\$789,203,000	454
Total	3,223		\$2,887,123,000	23,427



COLUMBIA

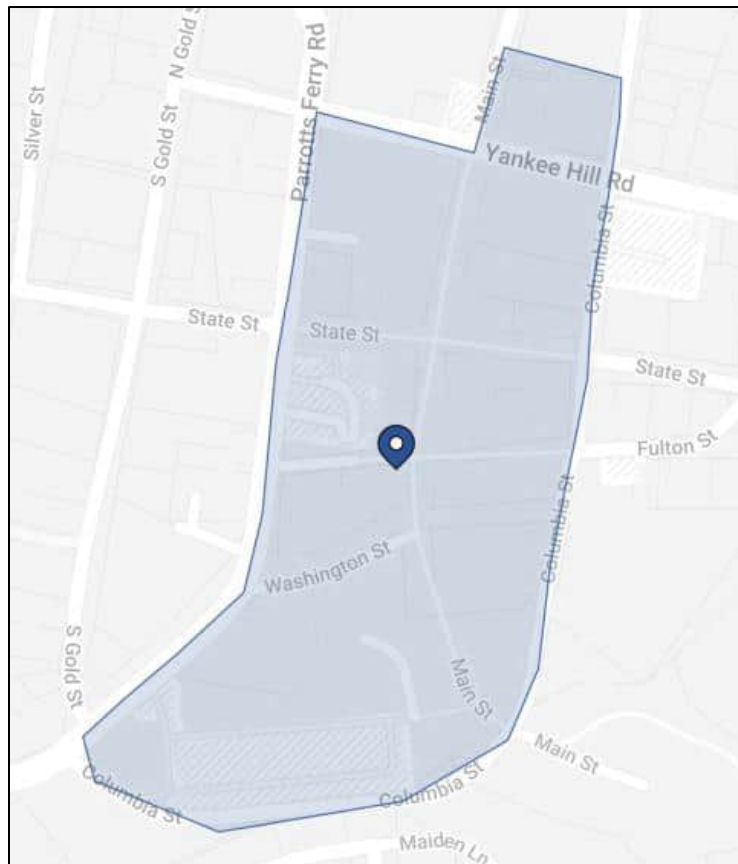
Town Center Data and Maps



A. Map of Town Center

Polygon drawn in Placer.ai around businesses near center of commerce in the community.

COLUMBIA STATE PARK



COLUMBIA DOWNTOWN



B1. Number of Visits

		Columbia State Park		Columbia Town Center	
		10 minutes or more	1 hour or more	10 minutes or more	1 hour or more
Visits		248,652	154,883	113,448	39,184
Visitors		180,068	122,691	56,157	23,789
Visit Frequency		1.48	1.26	2.02	1.65
Average number of minutes		91	131	57	120
Panel Visits		9,189	5,797	4,257	1,454
Compared to 1 Years Prior		-7.40%	-9.80%	-4.60%	-17.00%
Compared to 2 Years Prior		-4.80%	-5.90%	-7.80%	-19.10%
Compared to 3 Years Prior		27.50%	43.80%	0.371	10.80%

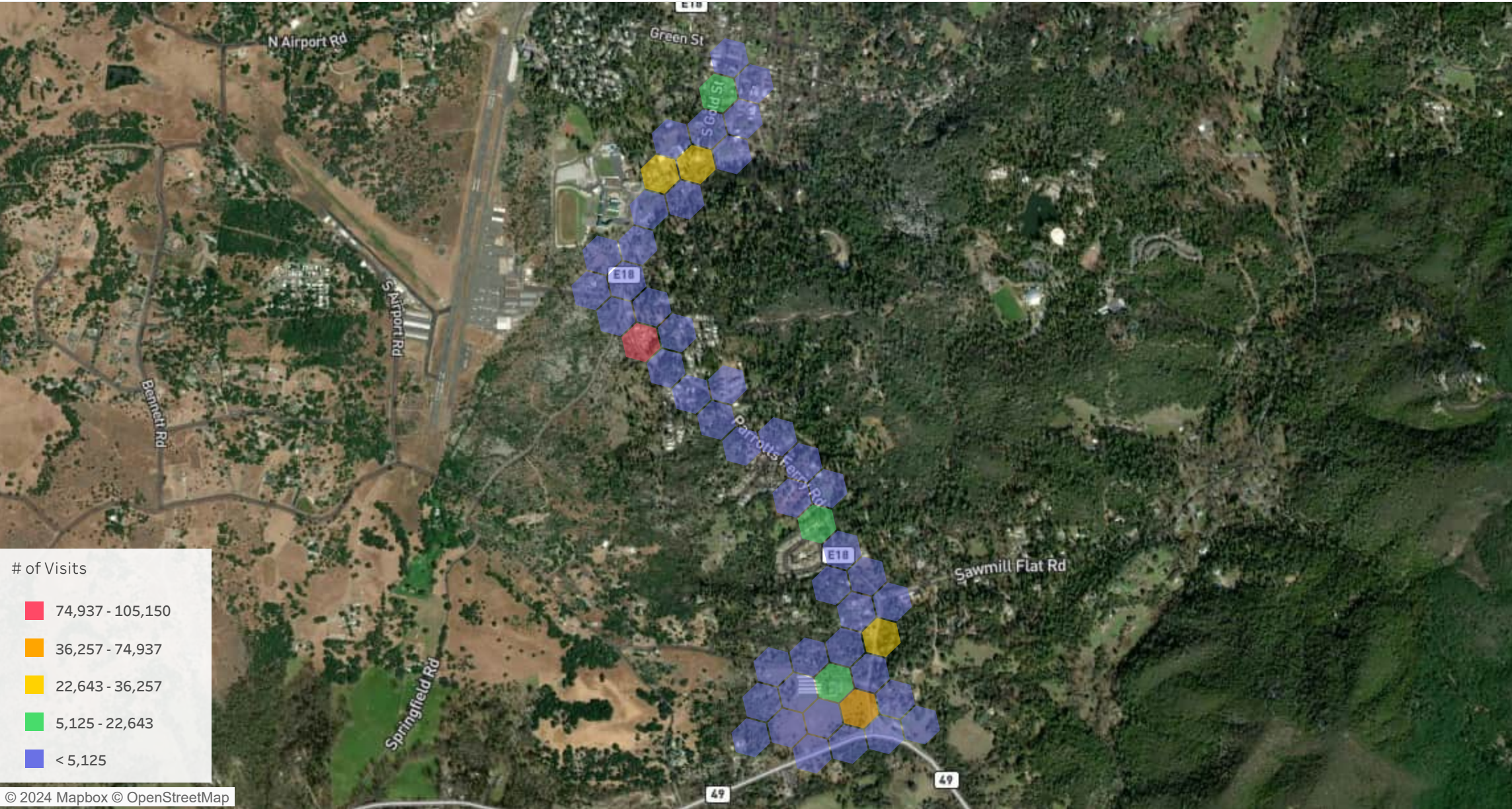
Columbia State Park

Columbia, CA



Columbia Downtown (Non-Park)

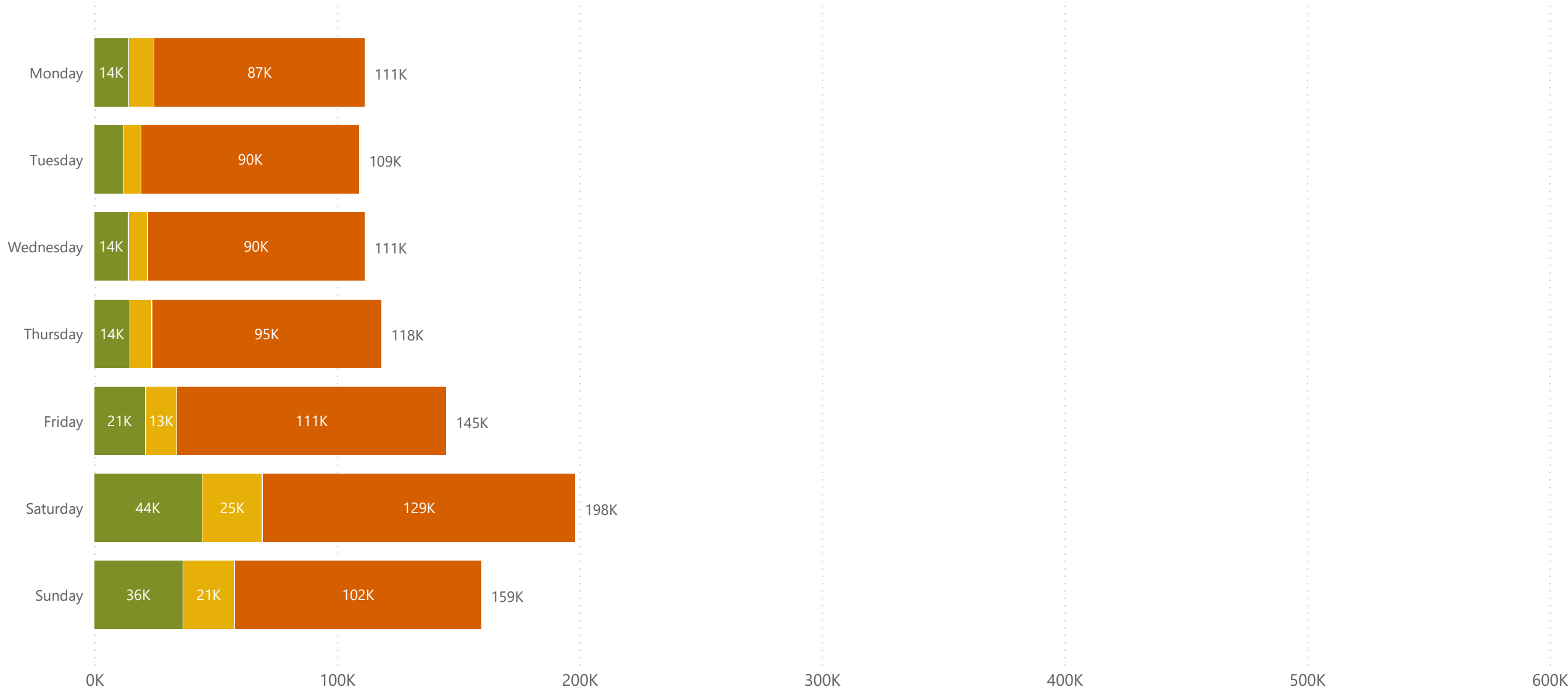
Columbia Village, CA



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

Columbia (State Park)

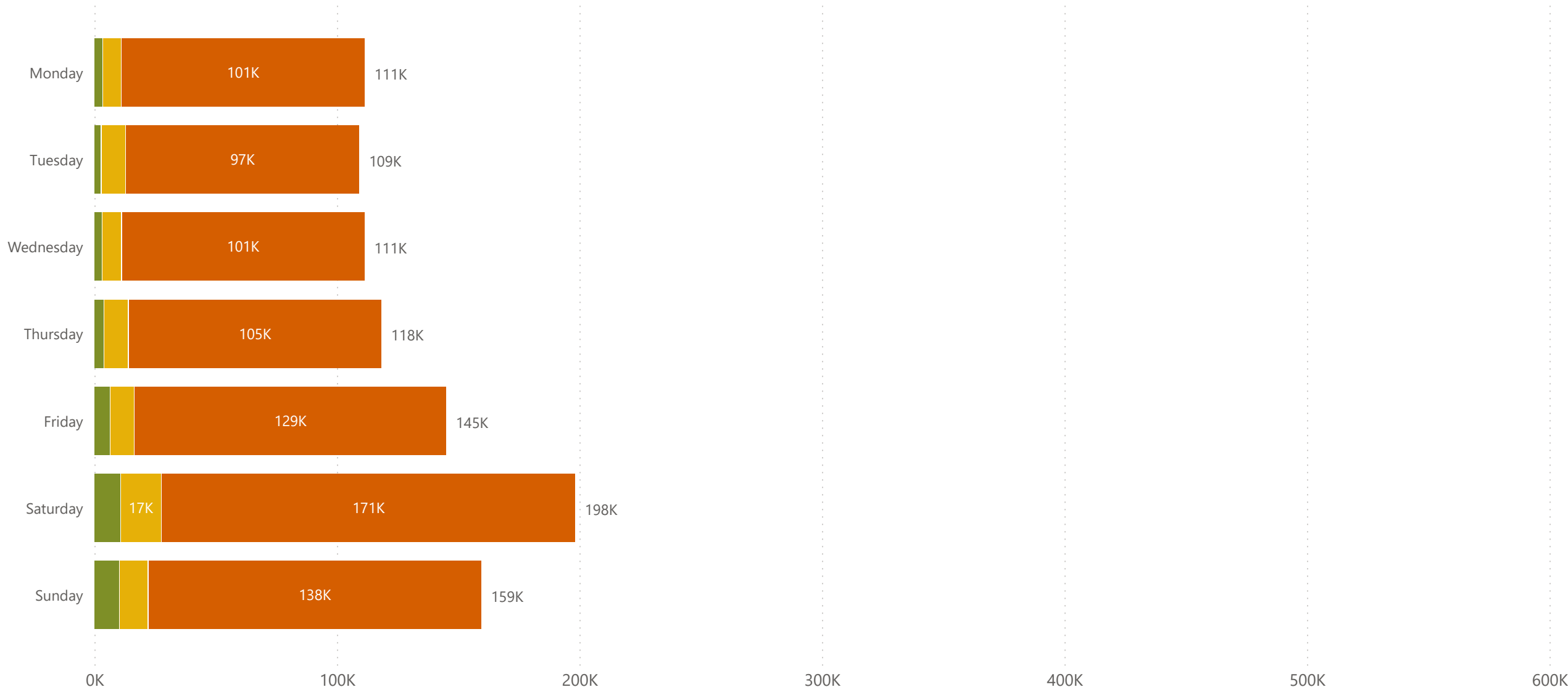
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

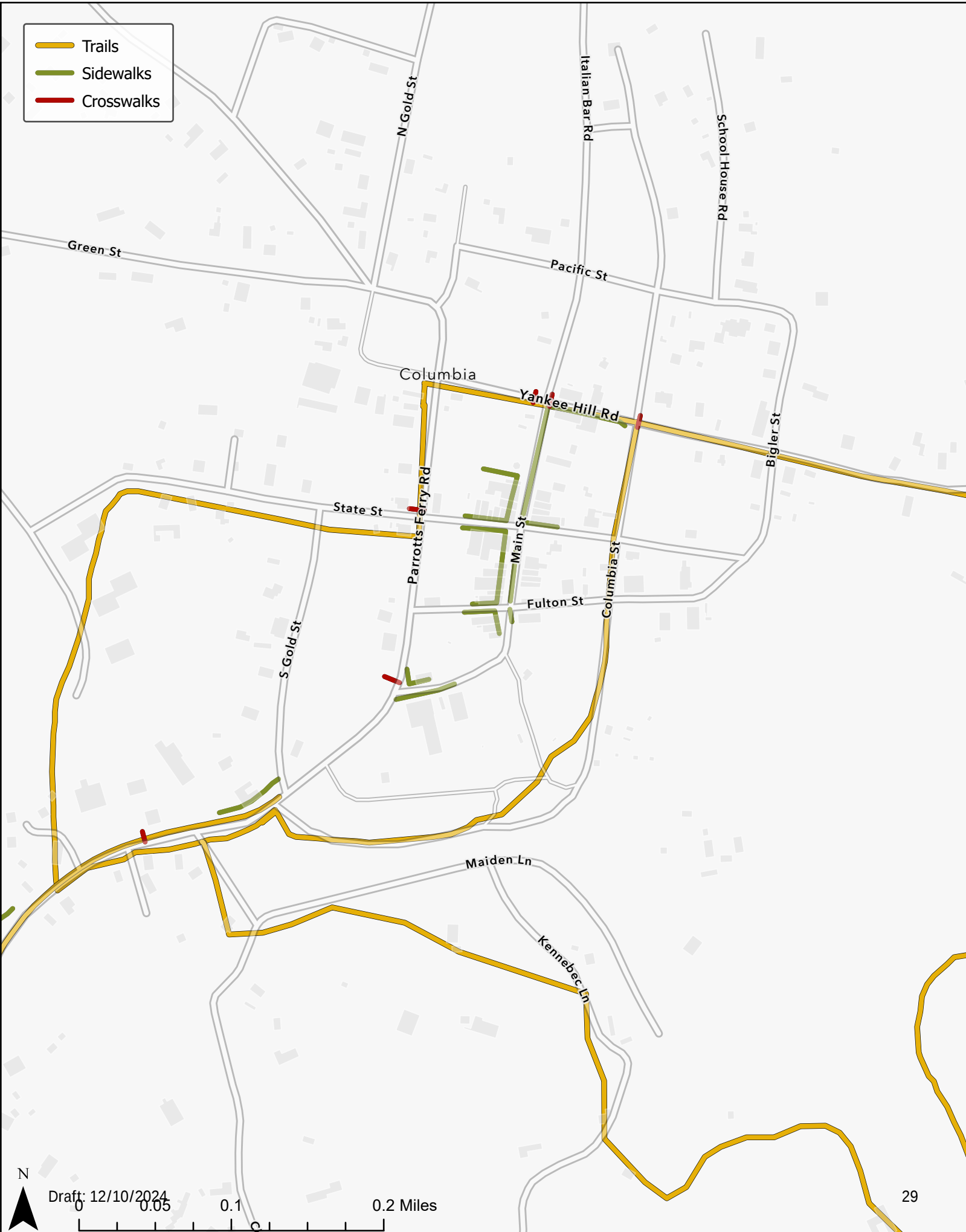
Columbia (Downtown)

● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes

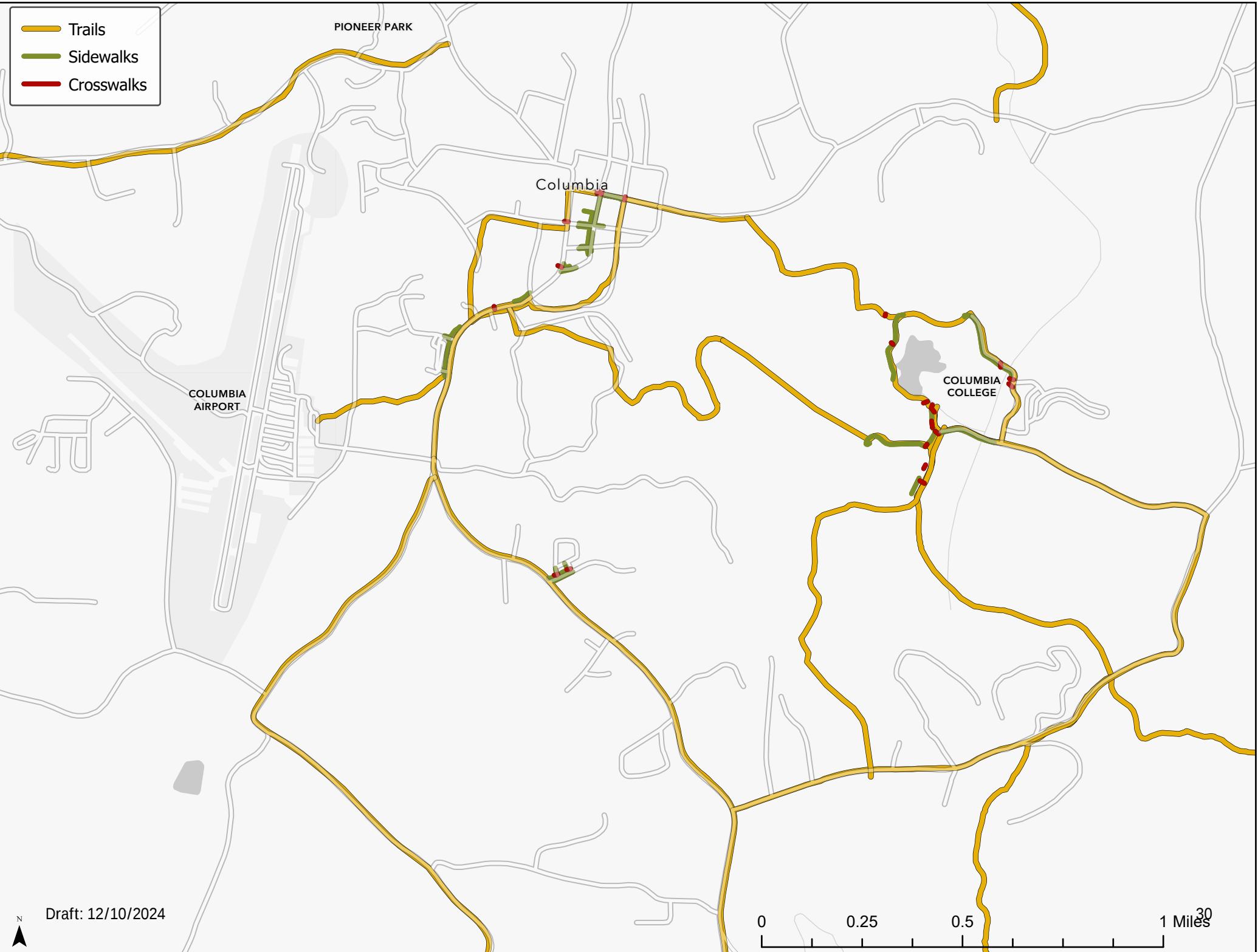


Columbia A1

- Trails
- Sidewalks
- Crosswalks

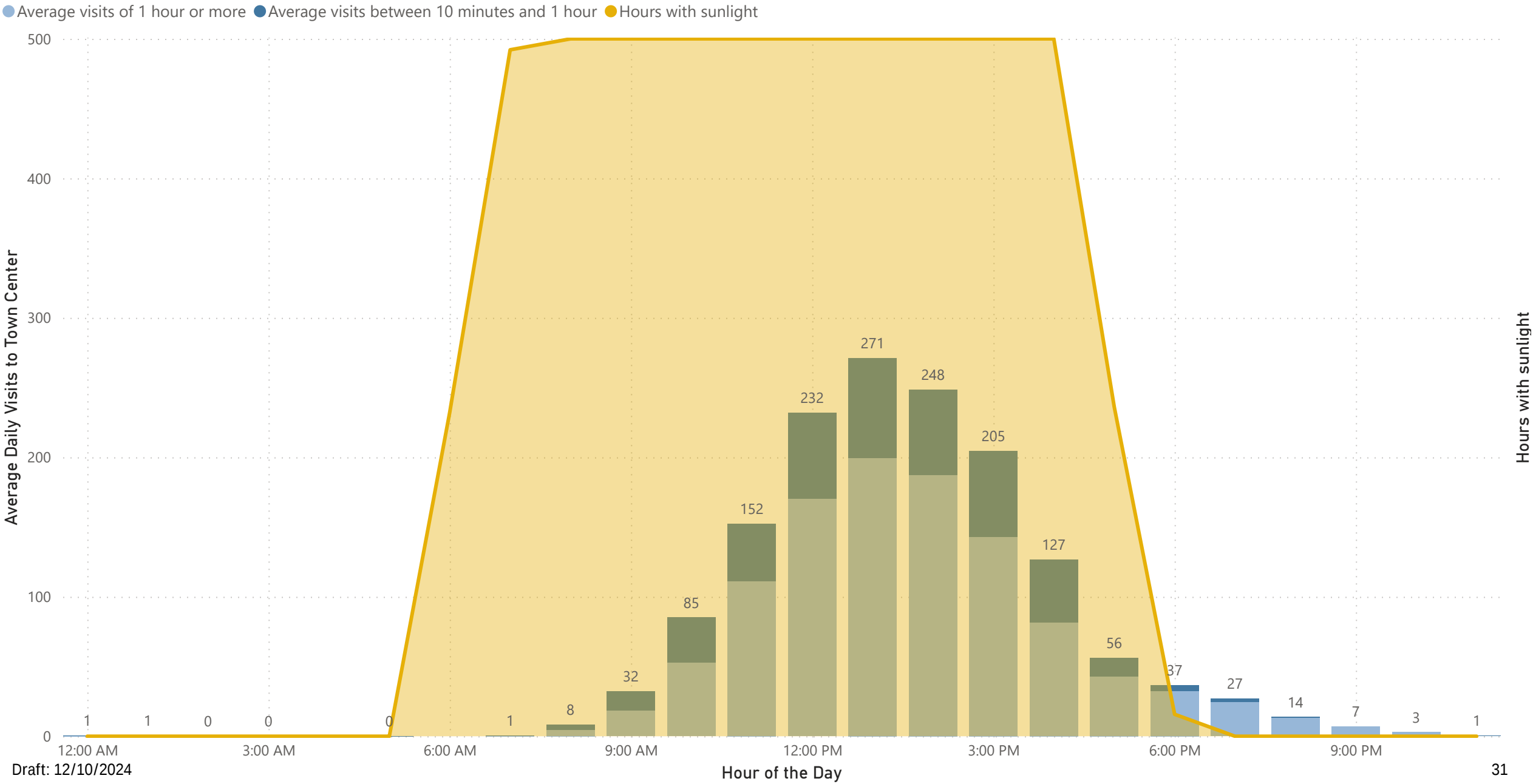


Columbia A2



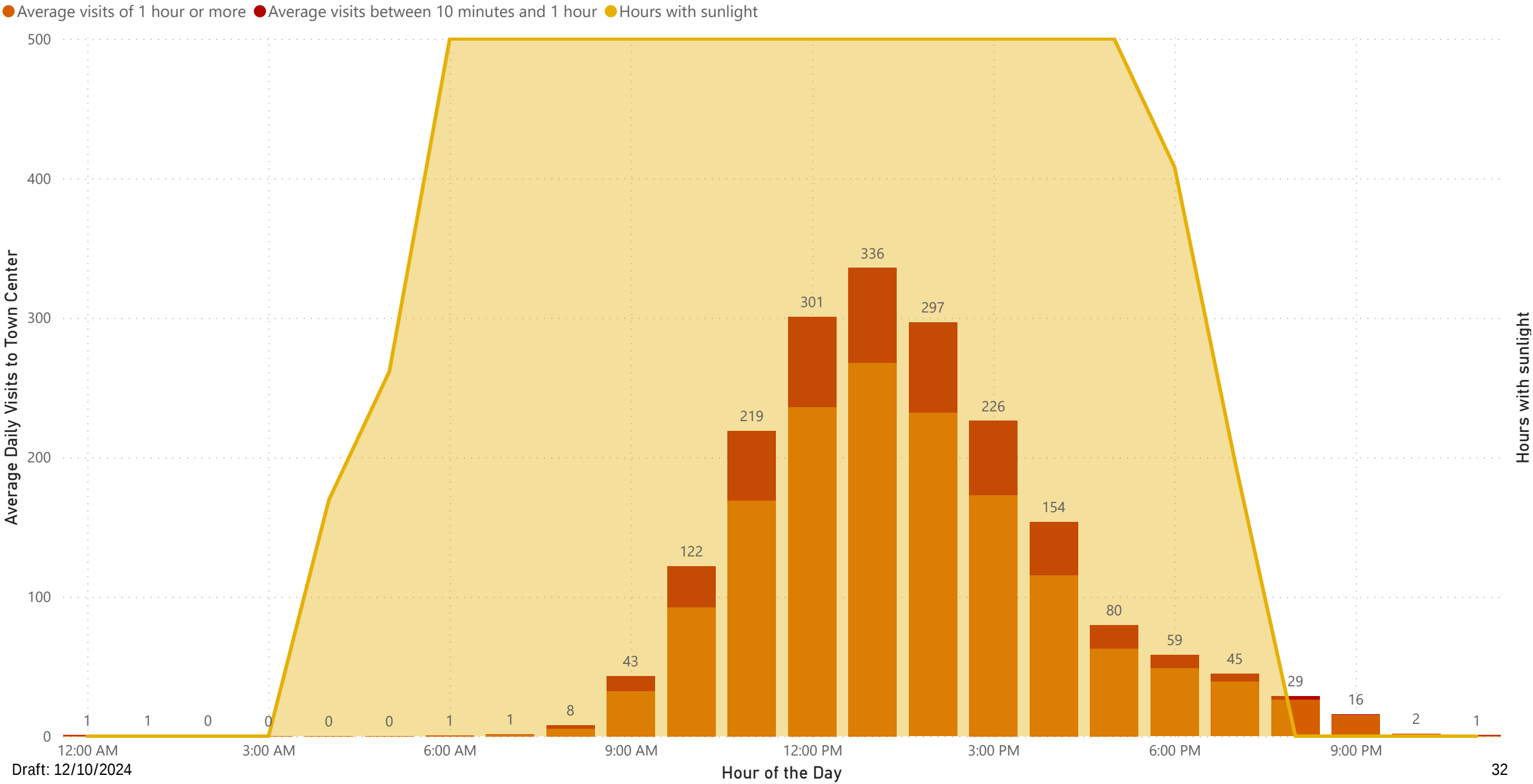
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

COLUMBIA (STATE PARK)



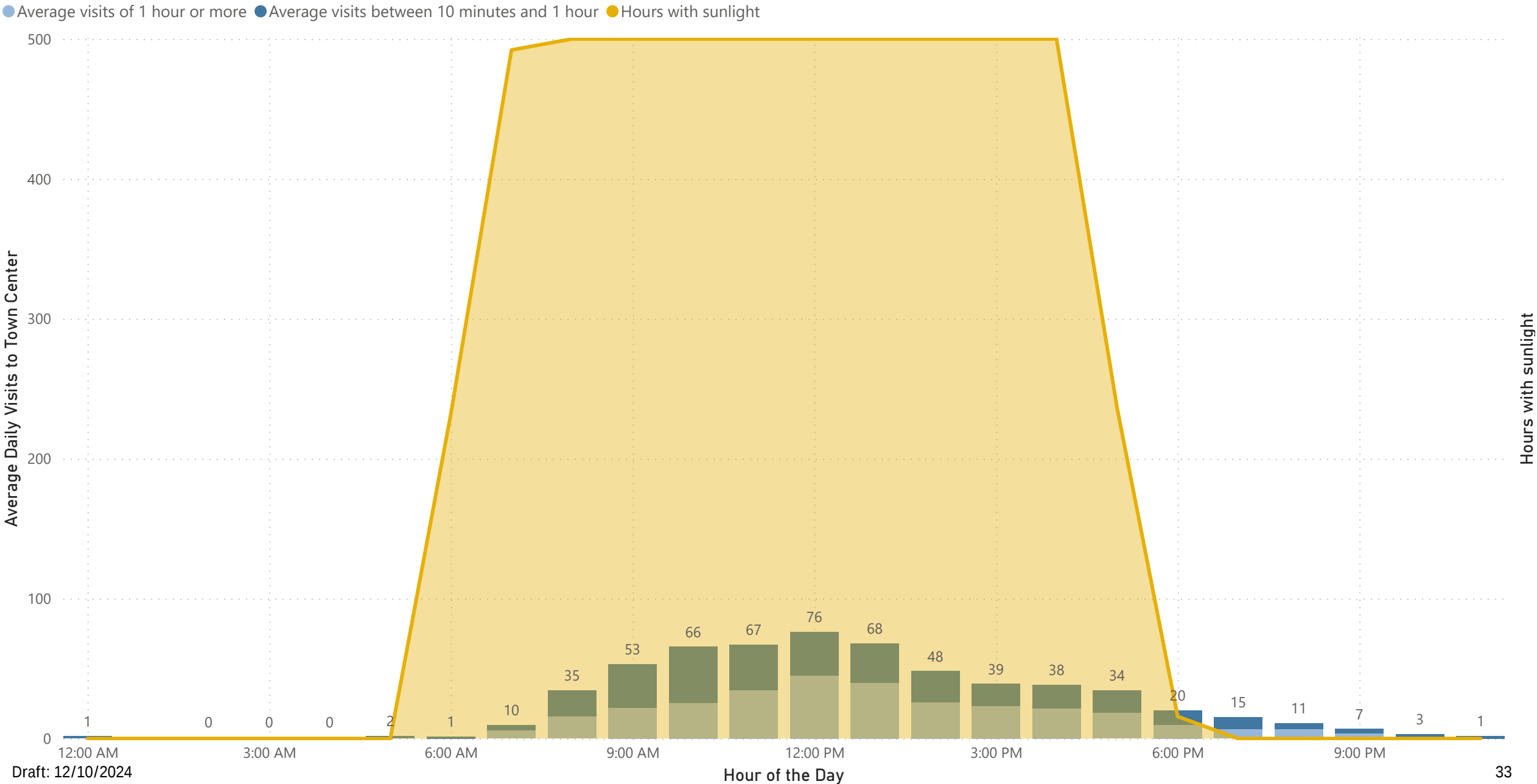
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

COLUMBIA (STATE PARK)



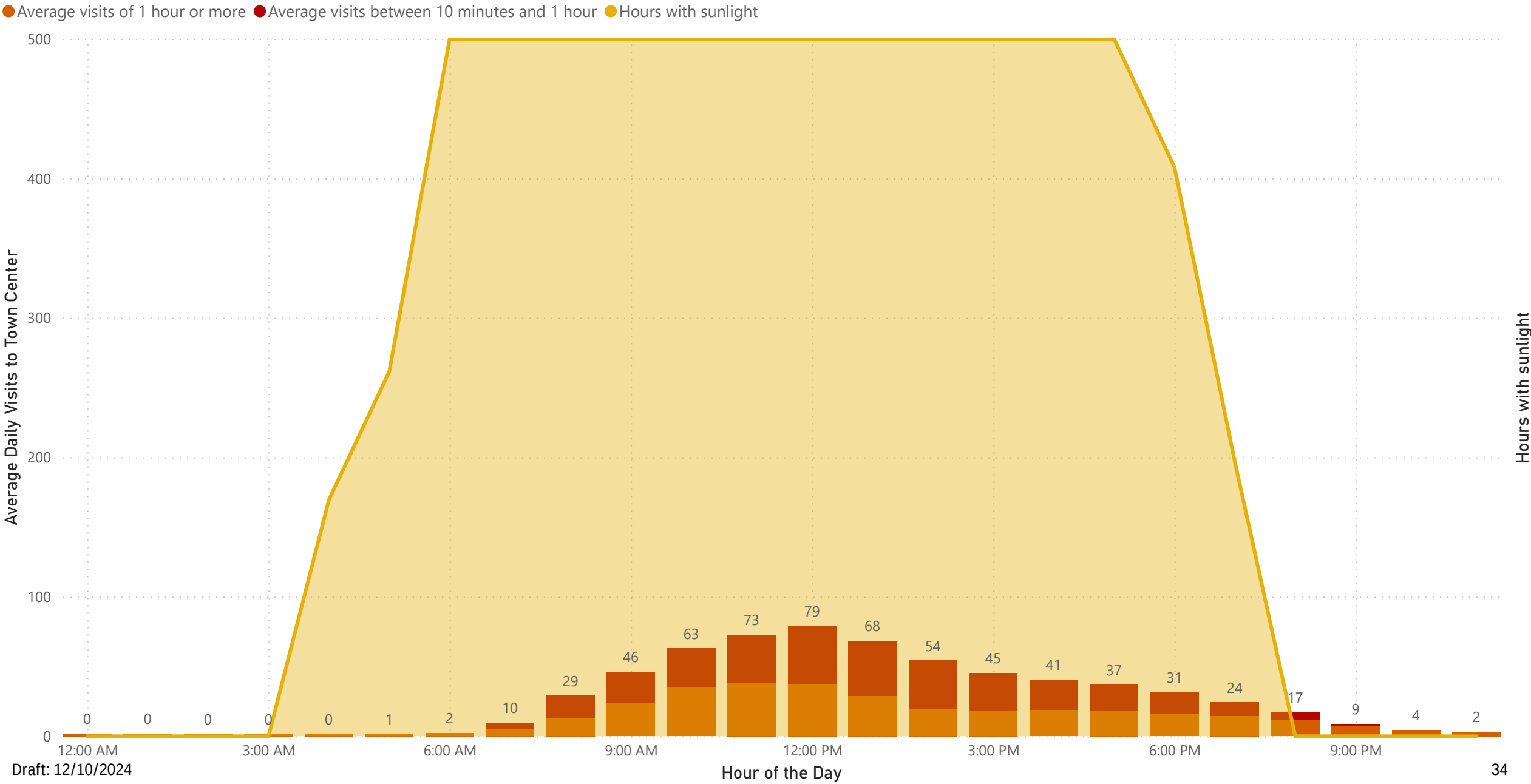
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

COLUMBIA (DOWNTOWN)



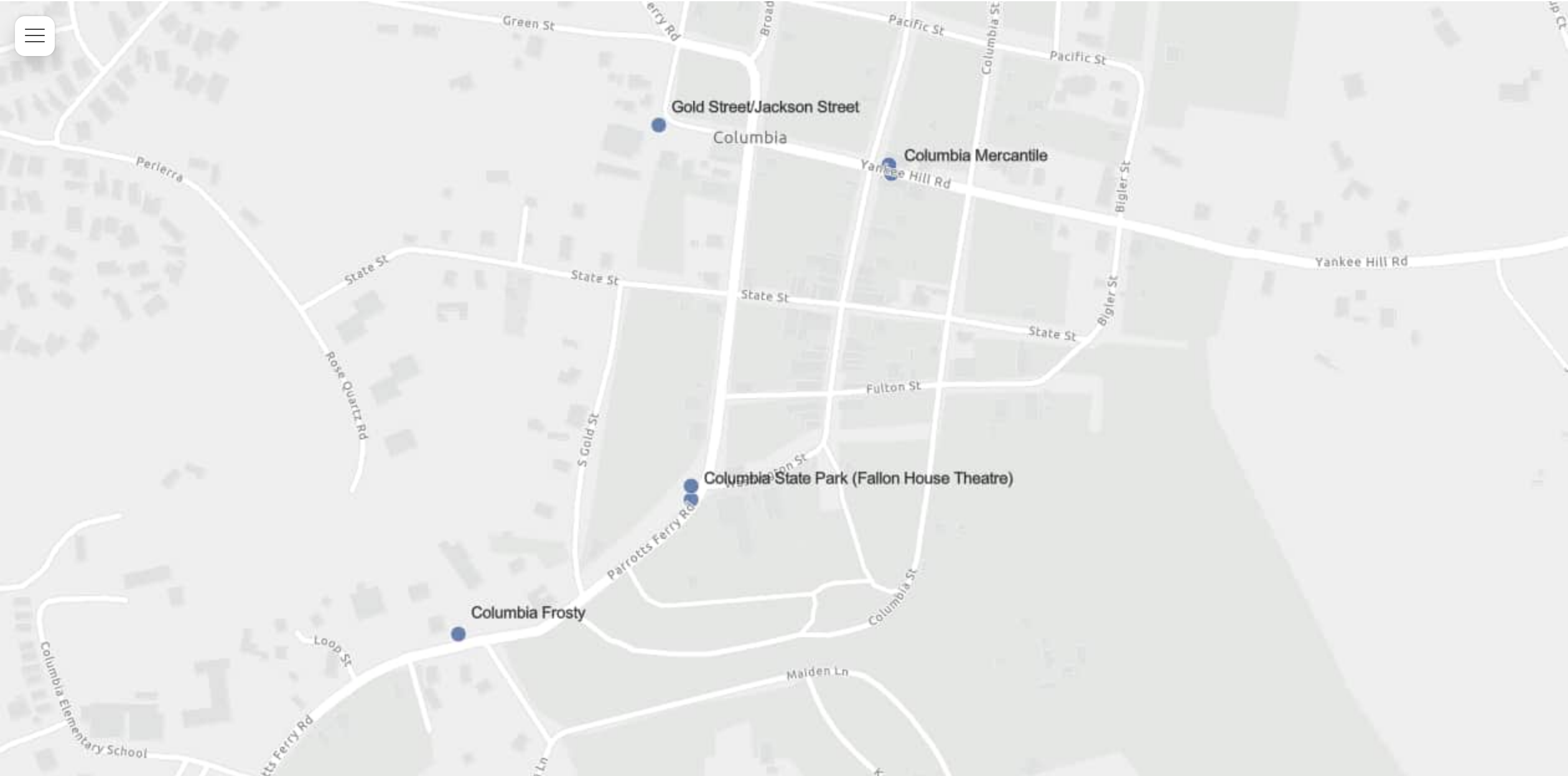
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

COLUMBIA (DOWNTOWN)



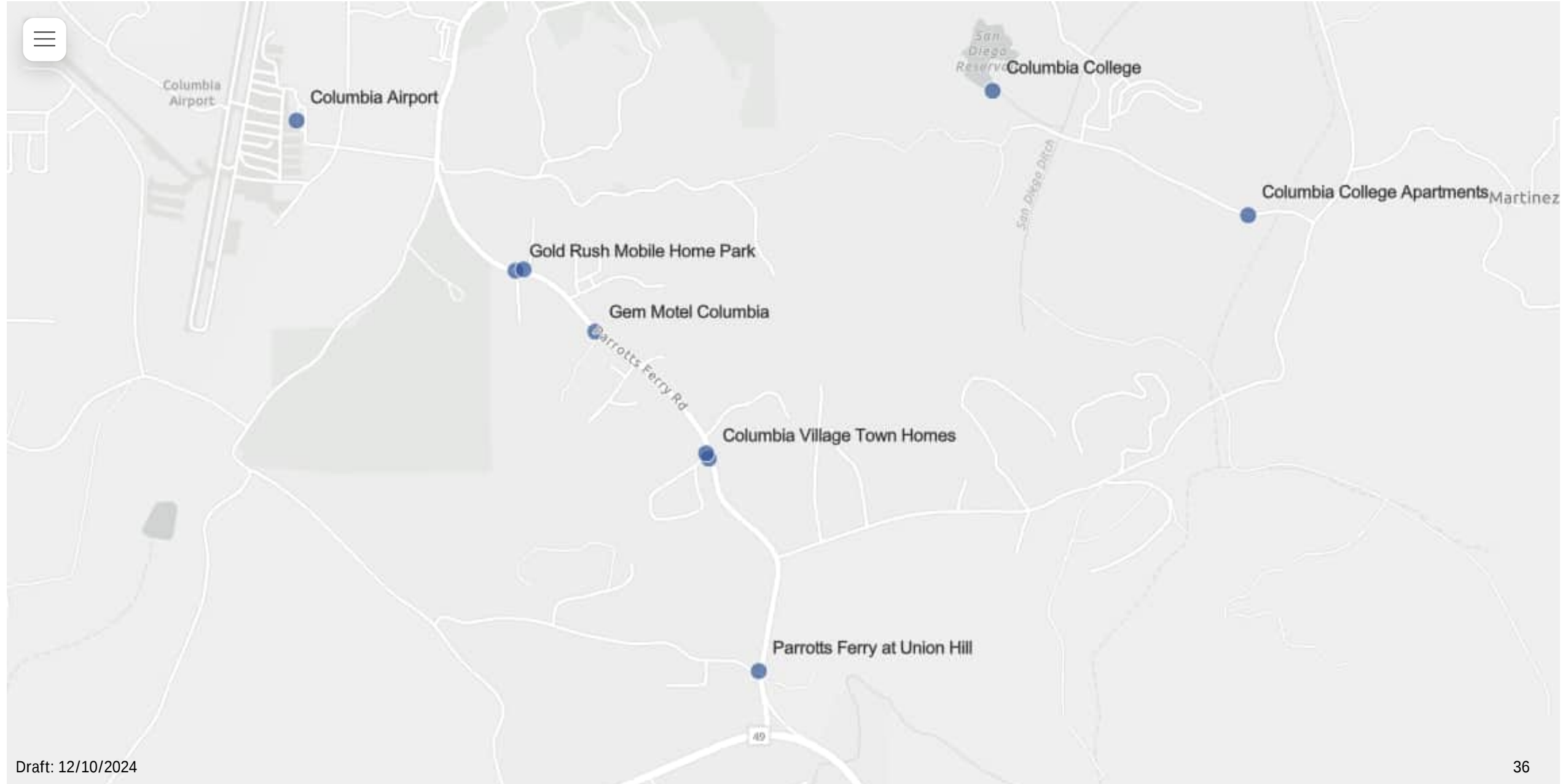
G. Transportation Stops

COLUMBIA (State Park)



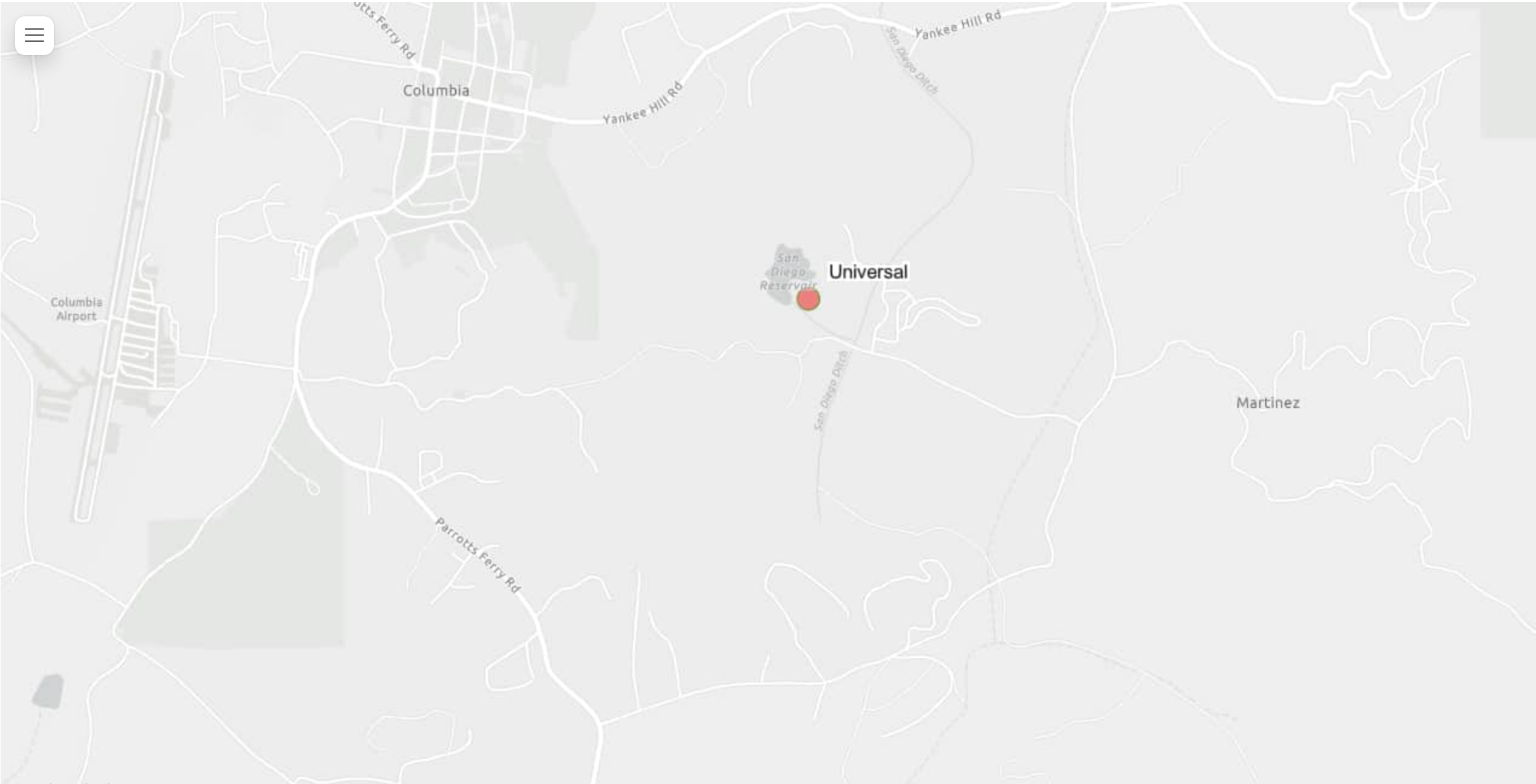
G. Transportation Stops

COLUMBIA (Downtown)



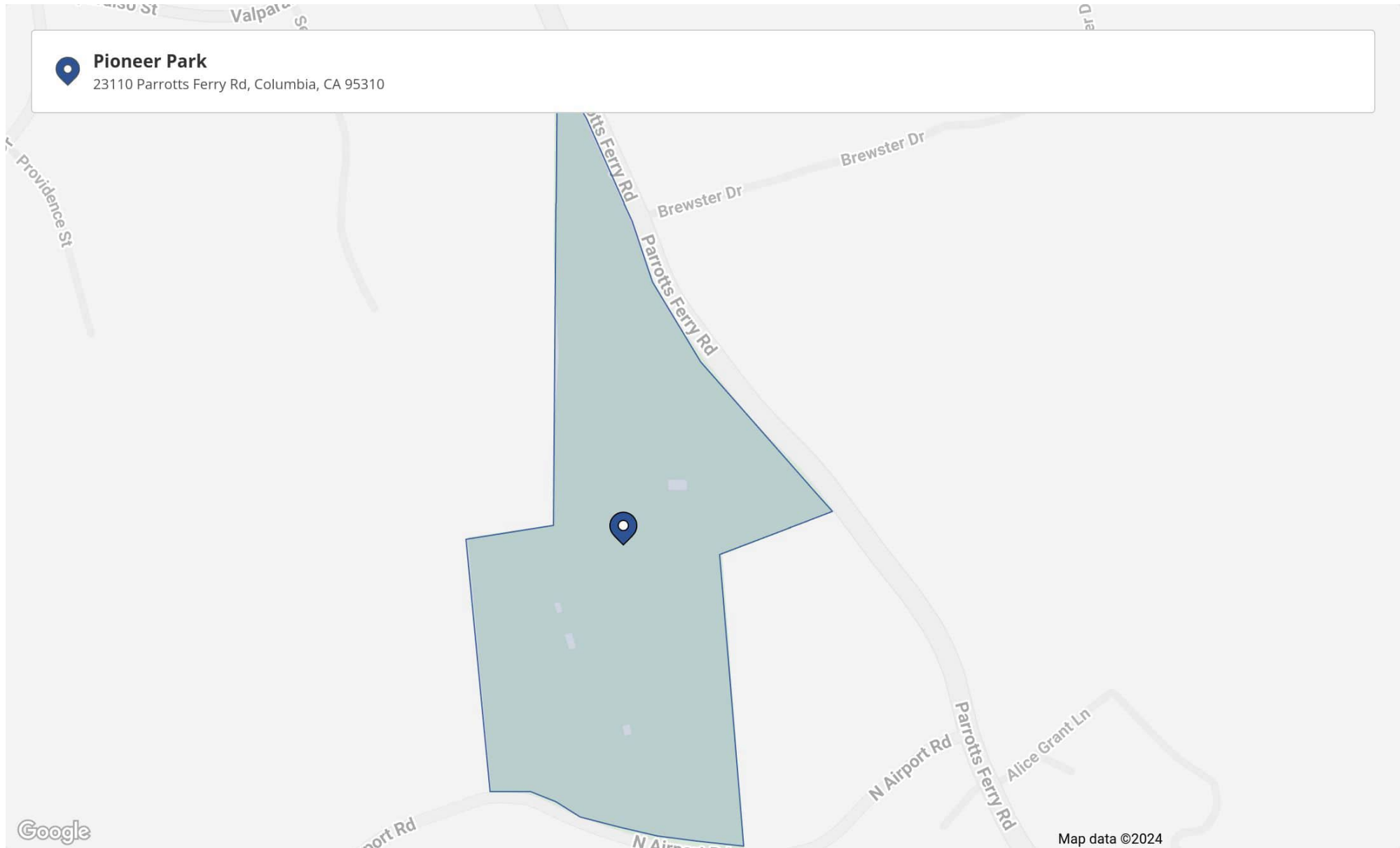
H. EXISTING EV CHARGING STATIONS

COLUMBIA



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

Pioneer Park
23110 Parrotts Ferry Rd, Columbia, CA 95310

Visits	12.6K	Panel Visits	427
Audience	4.6K	Visits YoY	-10%
Visit Frequency	2.78	Visits Yo2Y	-28.5%
Avg. Dwell Time	65 min	Visits Yo3Y	+132.3%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

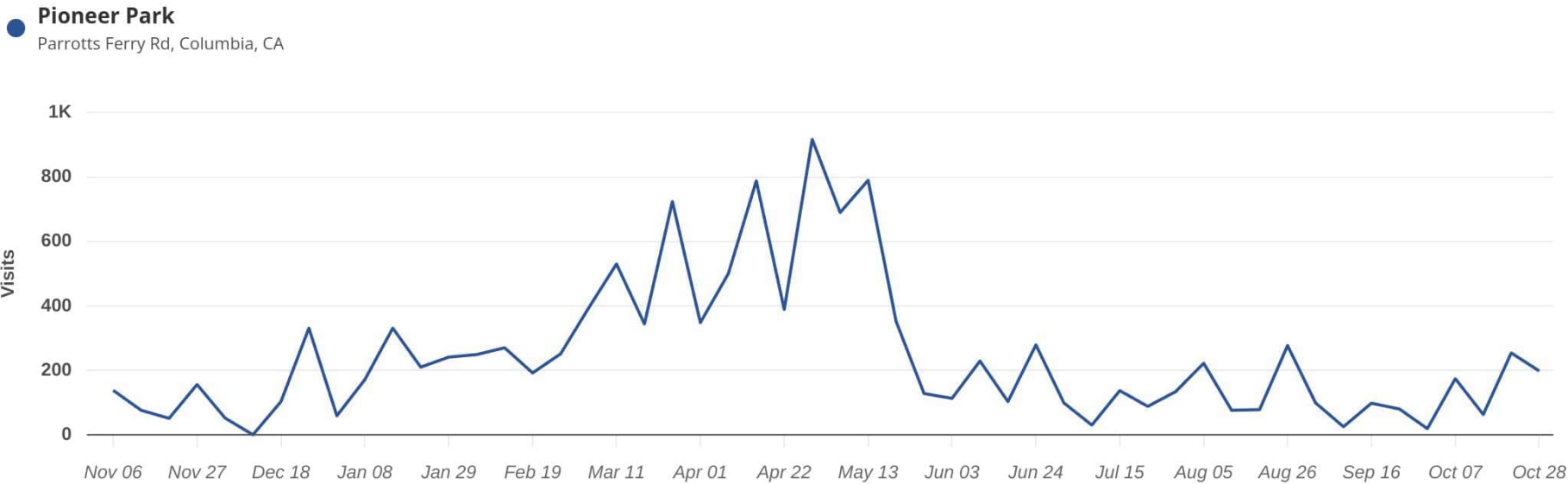


I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

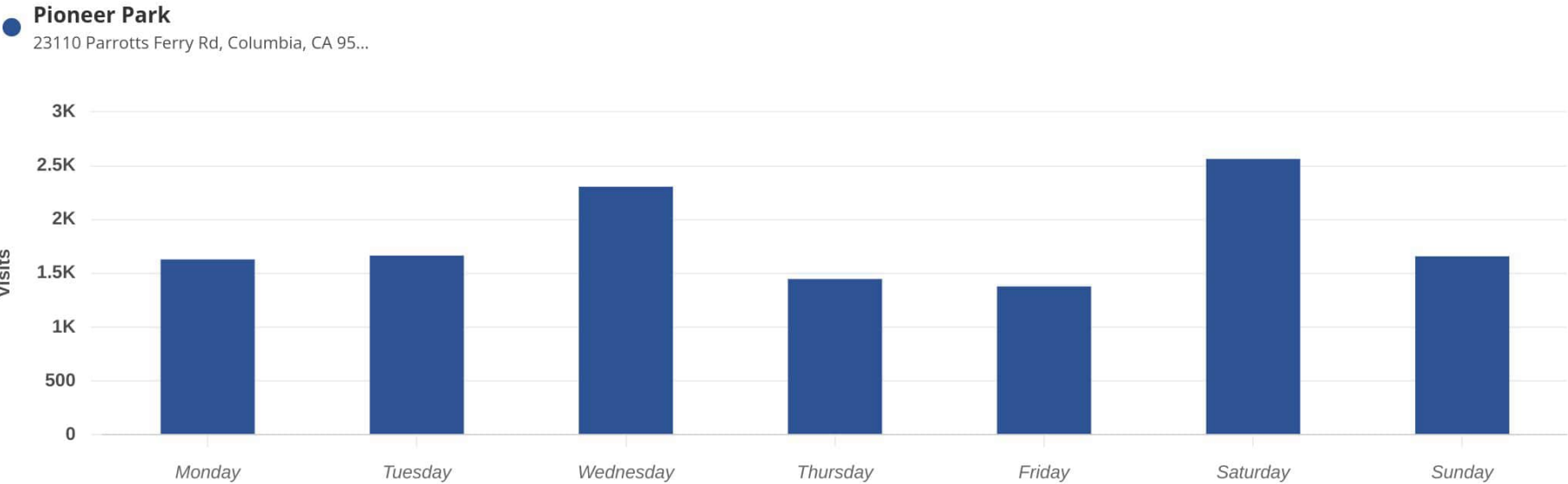


I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Parks In or Near Town Center

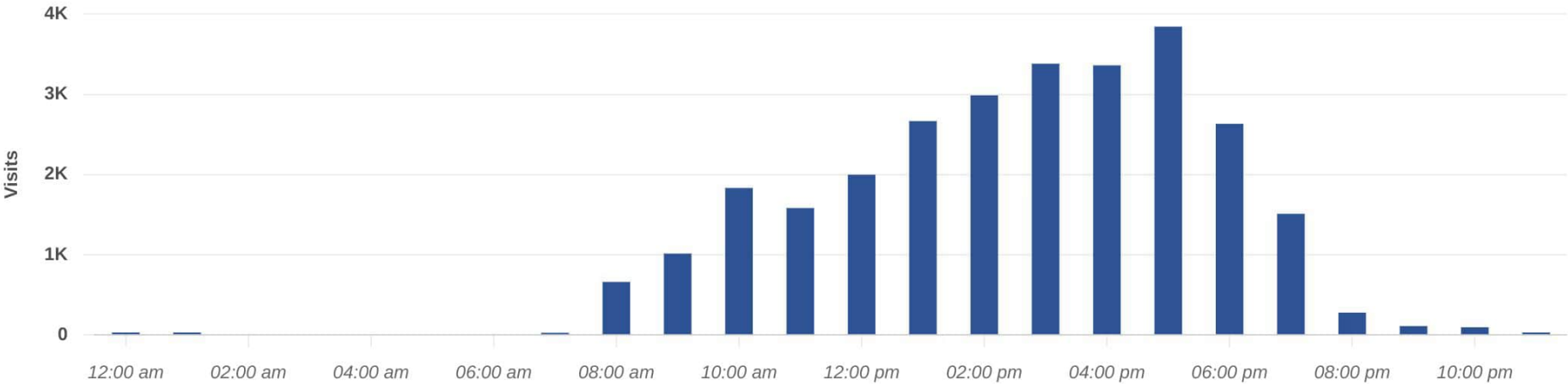
Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Pioneer Park

23110 Parrotts Ferry Rd, Columbia, CA 95...



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



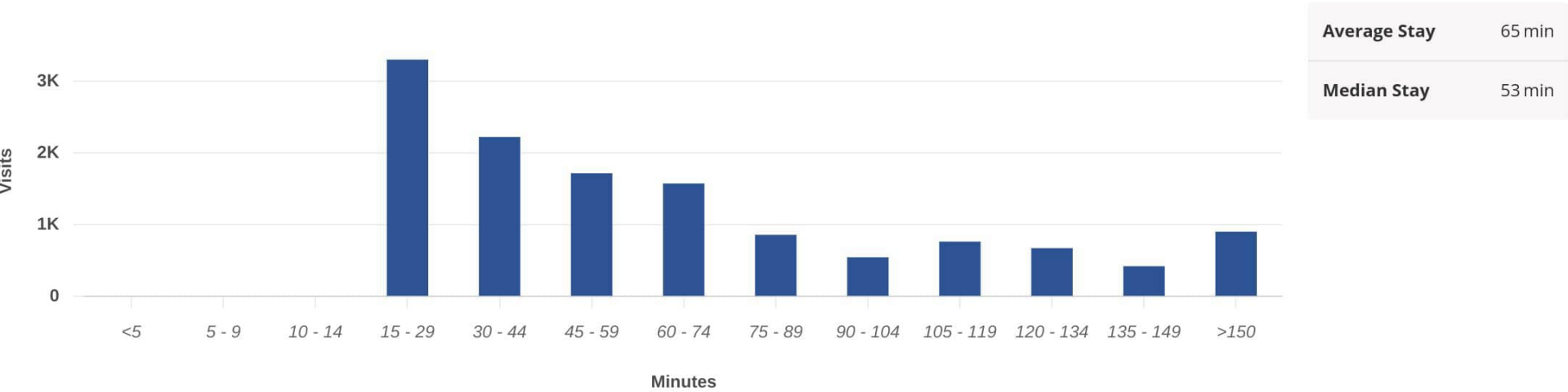
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Pioneer Park
23110 Parrotts Ferry Rd, Columbia, CA 95310



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



J. Businesses, Revenue, and Employees

Map shows boundaries as designated by The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).

COLUMBIA



J. Businesses, Employees, and Revenue

Industry	Columbia			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Accommodation and Food Services	14	14.29%	\$5,643,000	99
Administrative and Support, Waste Management, and Remediation Services	3	3.06%	\$1,858,000	10
Agriculture, Forestry, Fishing and Hunting	2	2.04%	\$621,000	5
Arts, Sports, Entertainment, and Recreation	9	9.18%	\$2,899,000	102
Banking, Finance and Insurance	2	2.04%	\$2,142,000	6
Construction	8	8.16%	\$4,209,000	28
Education	4	4.08%	\$0	67
Health Care and Social Services	5	5.10%	\$2,225,000	16
Information	2	2.04%	\$2,082,000	7
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	1	1.02%	\$349,000	4
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	3	3.06%	\$3,983,000	12
Manufacturing - Processed Food, Textiles, Clothing	1	1.02%	\$1,044,000	3
Mineral, Oil and Gas Extraction	2	2.04%	\$1,380,000	10
Other Services - Repair, Personal Care, Laundry, Religious, etc.	5	5.10%	\$703,000	13
Professional, Scientific, and Technical Services	7	7.14%	\$187,000	7
Public Administration	5	5.10%	\$0	43
Real Estate and Rentals	5	5.10%	\$2,252,000	6
Retail: Hobby, Media, General Merchandise	6	6.12%	\$2,515,000	15
Retail: Home, Food, Automobiles, Personal Care	3	3.06%	\$1,633,000	26
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	1.02%	\$0	5
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	5	5.10%	\$18,997,000	80
Unclassified	2	2.04%	\$0	4
Wholesalers	3	3.06%	\$69,195,000	73
Total	98		\$123,917,000	641



GROVELAND/ BIG OAK FLAT

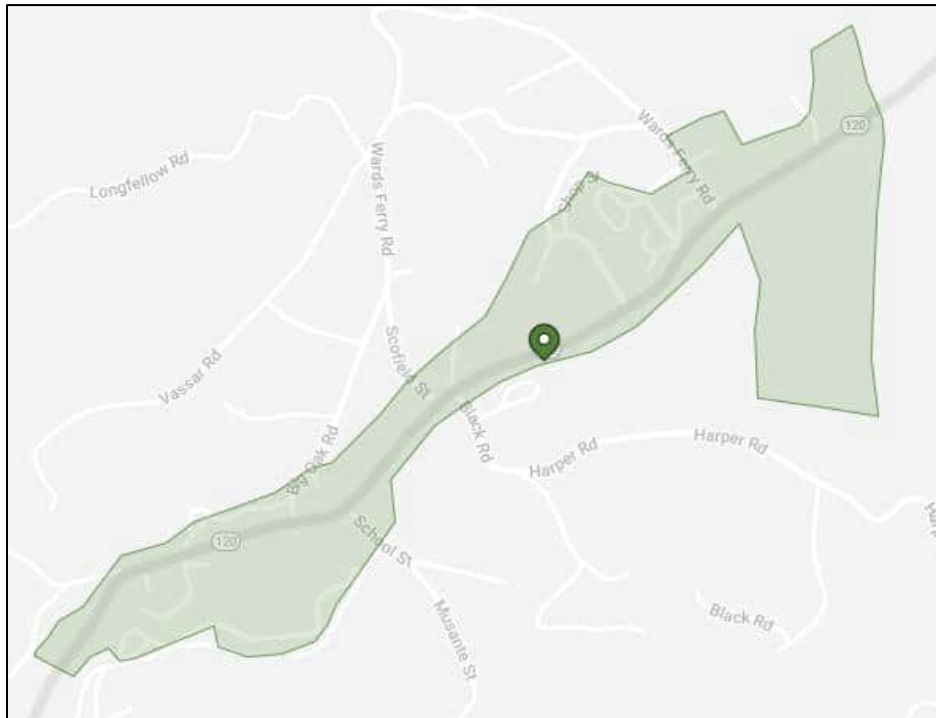
Town Center Data and Maps



A. Map of Town Center

Polygon drawn around businesses near center of commerce in the community.

BIG OAK FLAT



GROVELAND

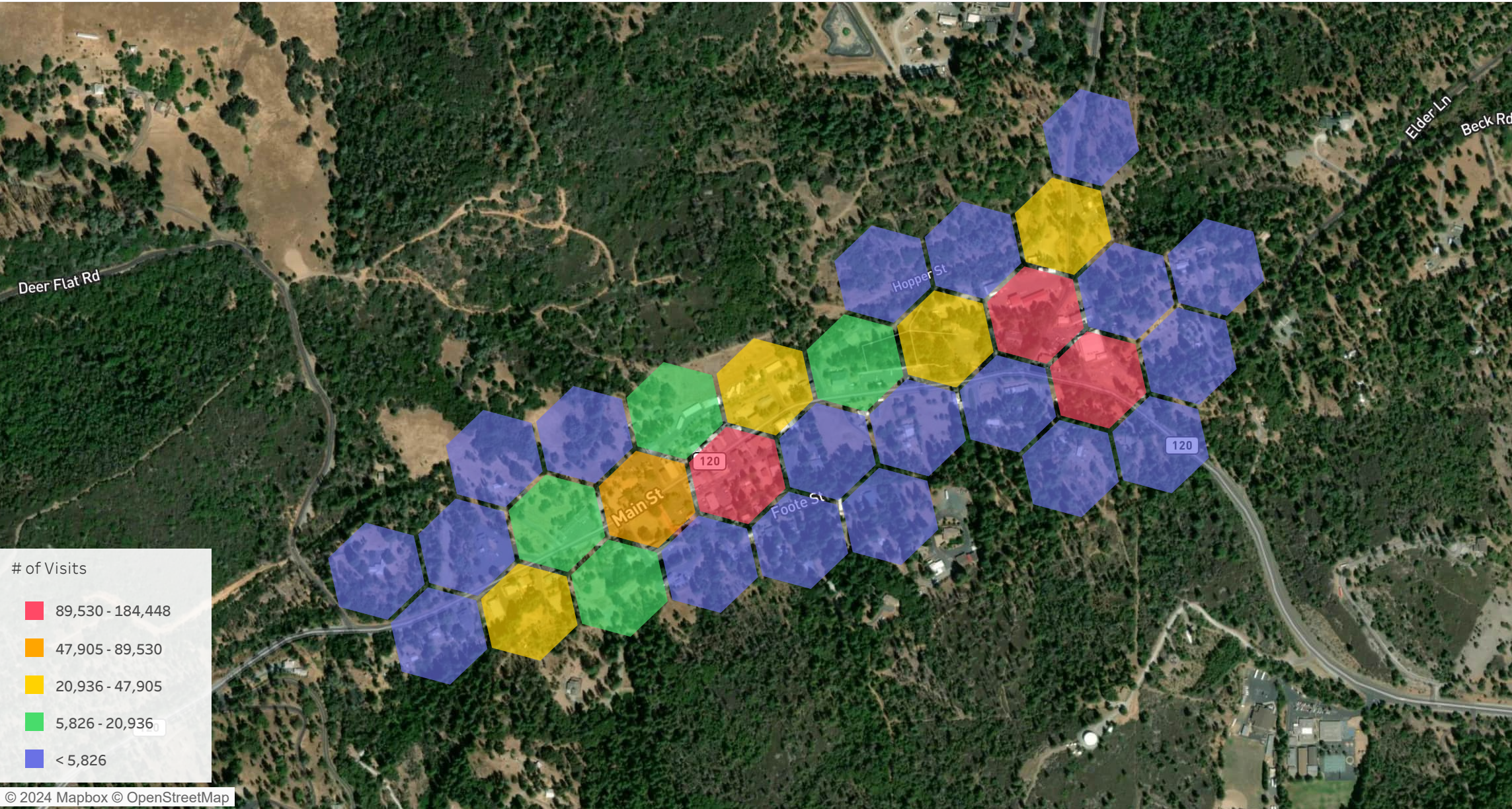


B1. Number of Visits

		Groveland Town Center		Big Oak Flat Town Center	
		10 minutes or more	1 hour or more	10 minutes or more	1 hour or more
Visits		543,721	196,385	140,471	23,260
Visitors		241,552	102,307	75,330	12,786
Visit Frequency		2.25	1.92	1.86	1.82
Average number of minutes		97	215	40	115
Panel Visits		17,870	6,871	4,251	773
Compared to 1 Years Prior		3.20%	-2.50%	8.60%	-0.90%
Compared to 2 Years Prior		6.60%	-3.10%	13.90%	-3.10%
Compared to 3 Years Prior		10.40%	1.50%	N/A	-36.00%

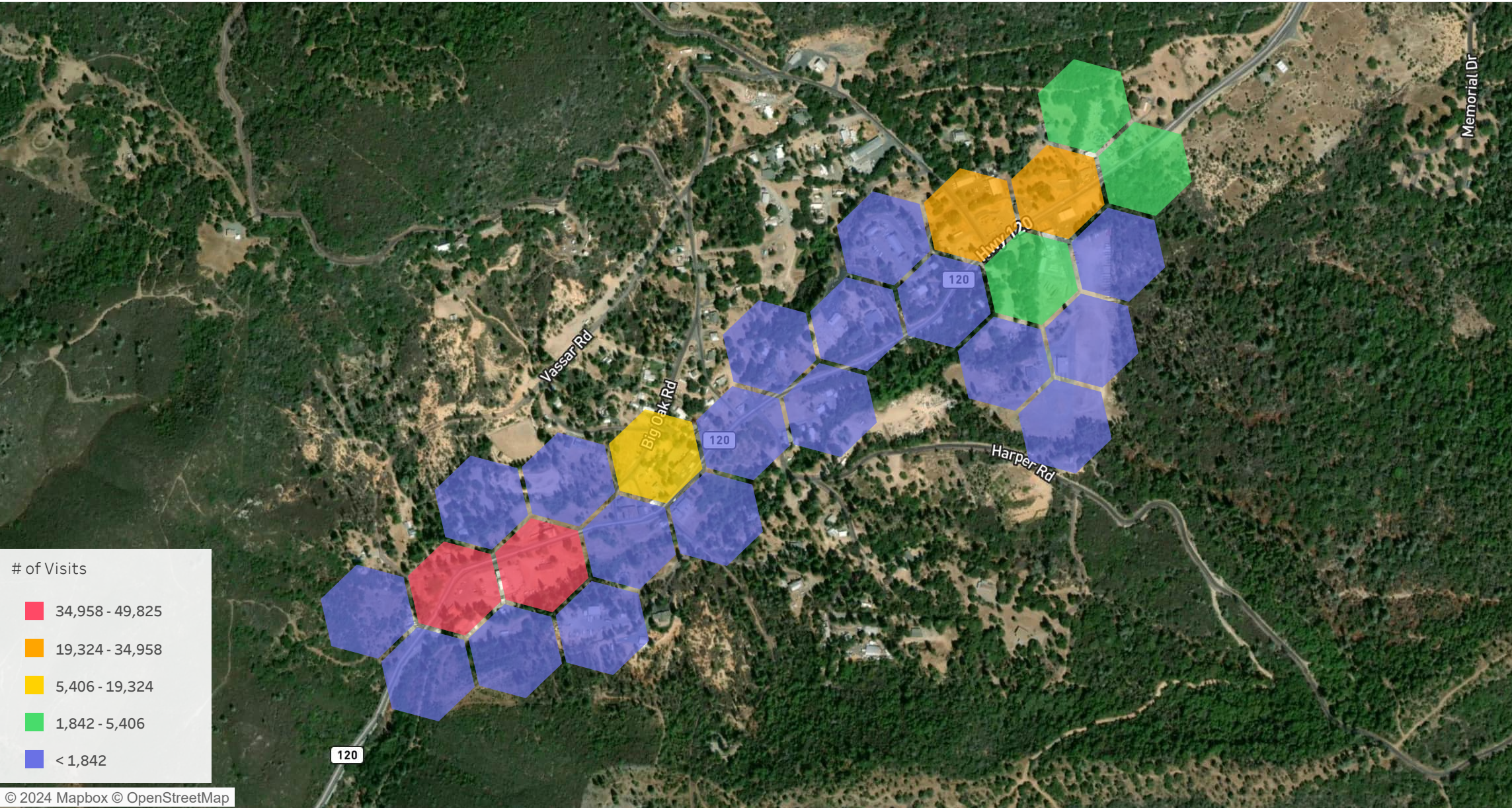
Groveland Town Center

Groveland, CA



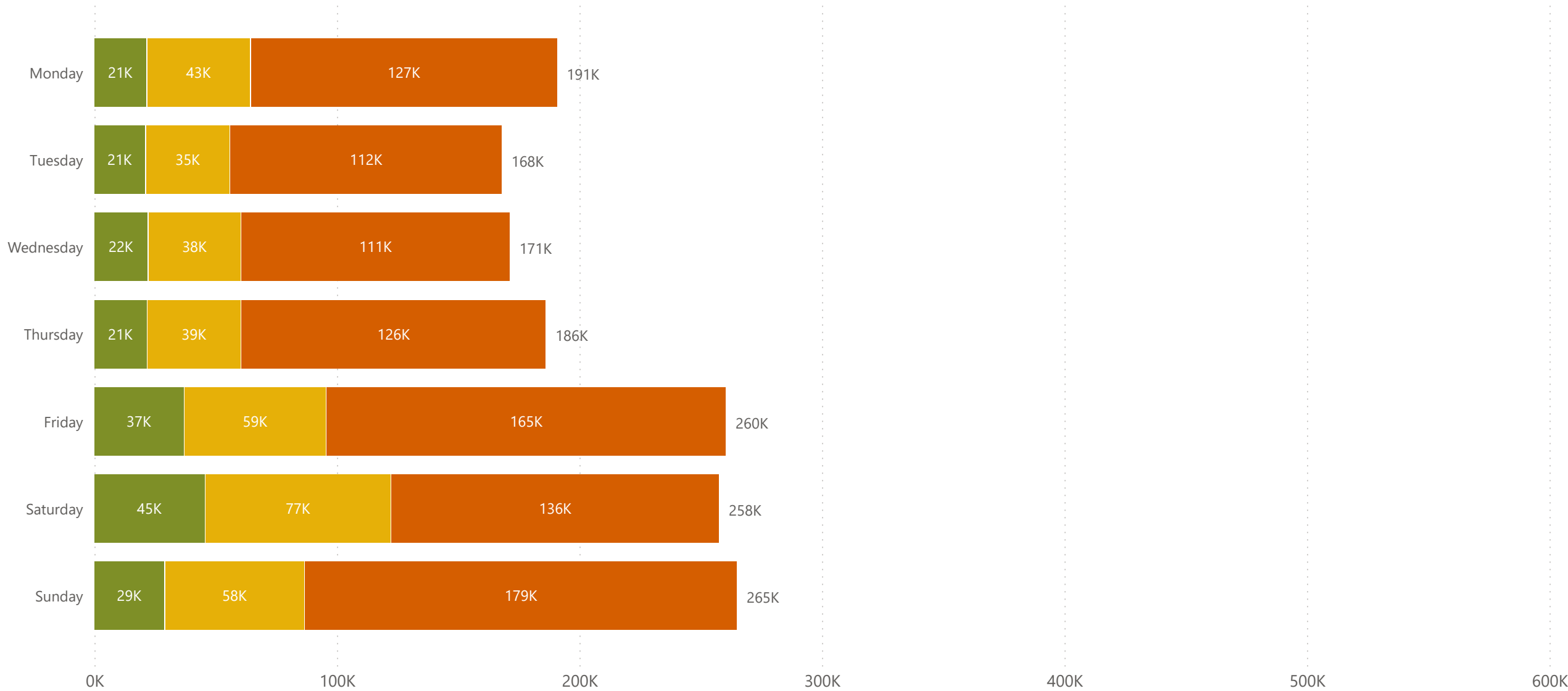
Big Oak Flat Town Center

Big Oak Flat, CA



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through Groveland

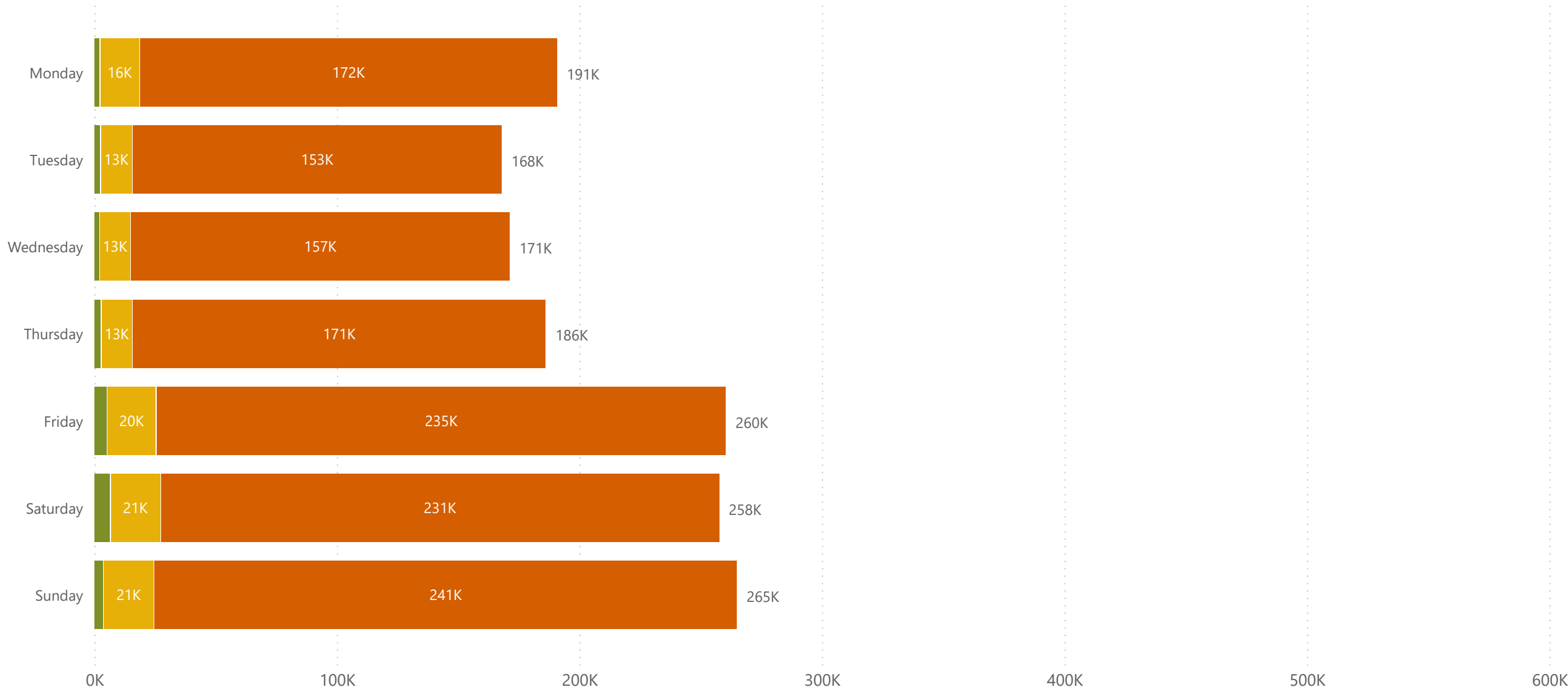
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

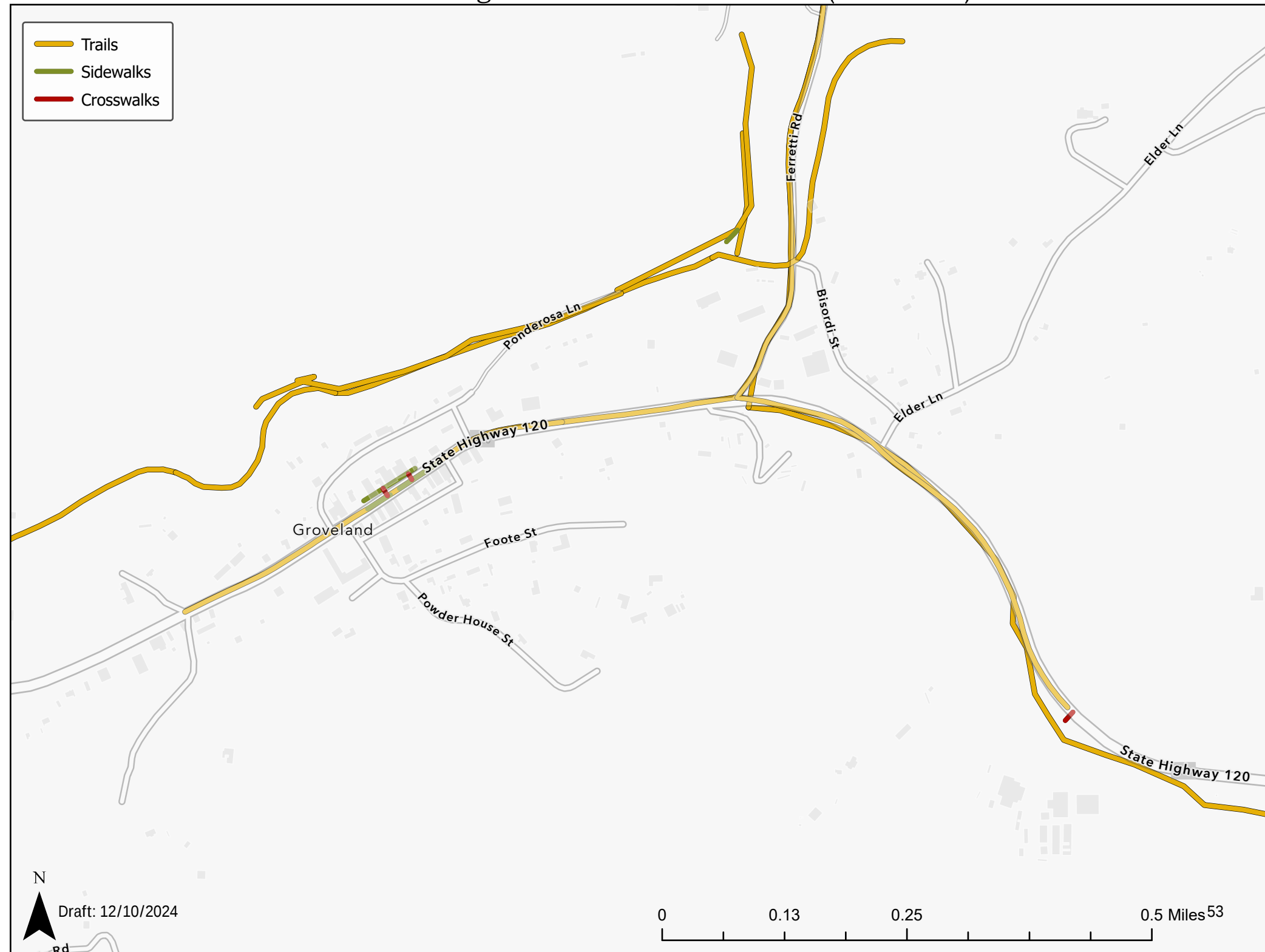
Big Oak Flat

● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes

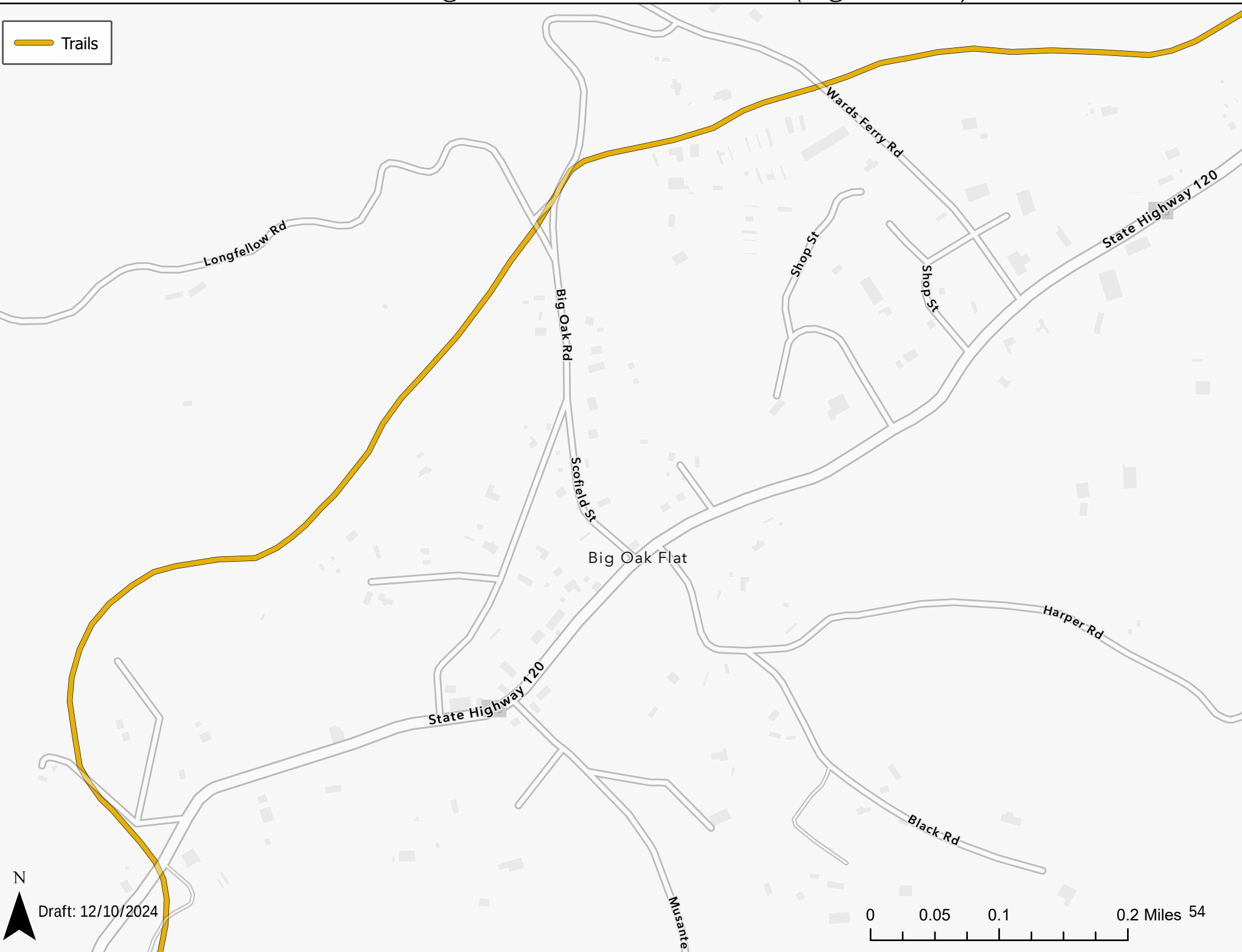
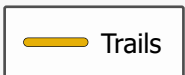


Groveland-Big Oak Flat A1 Town Center (Groveland)

- Trails
- Sidewalks
- Crosswalks



Groveland-Big Oak Flat A2 Town Center (Big Oak Flat)

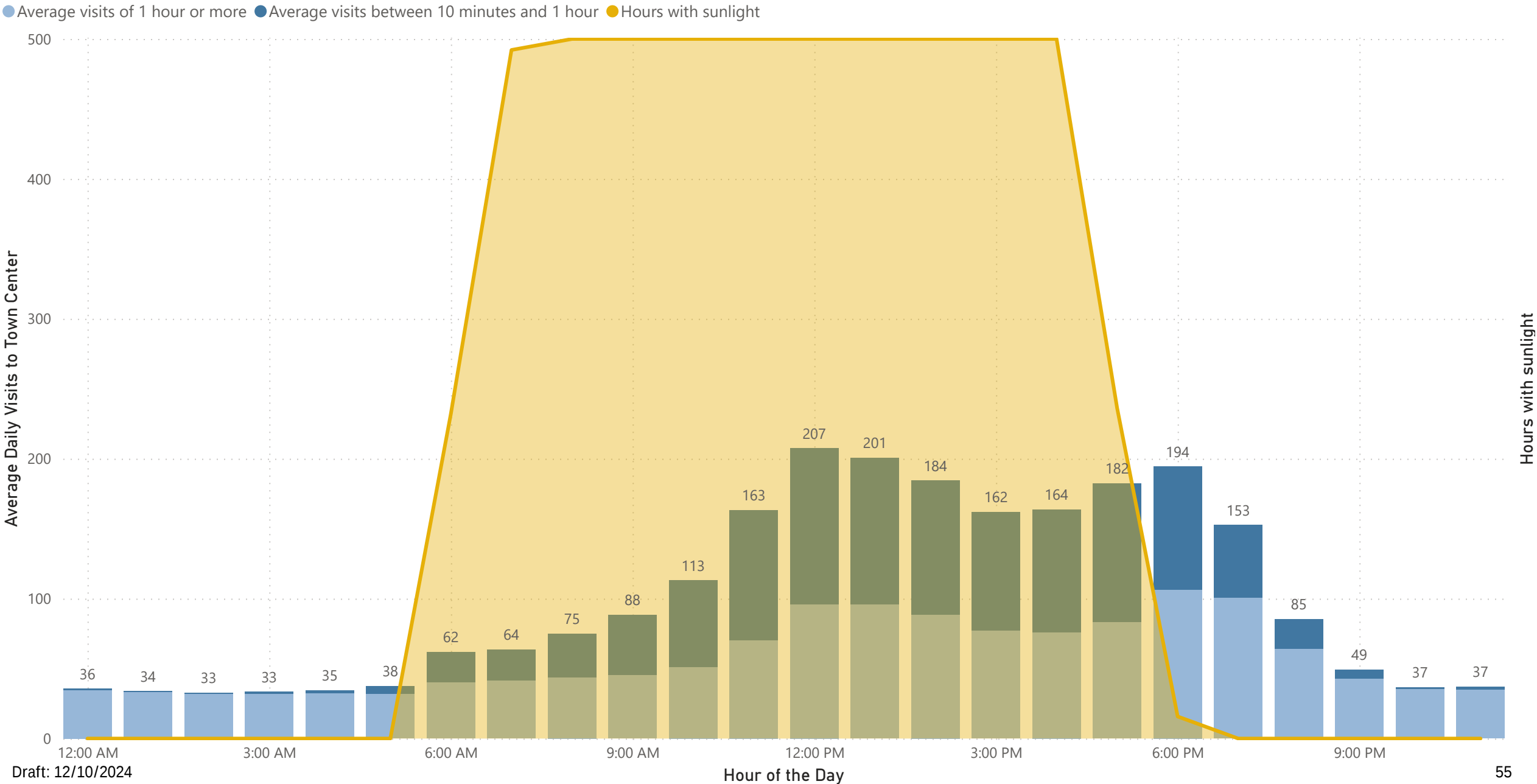


Draft: 12/10/2024

0 0.05 0.1 0.2 Miles 54

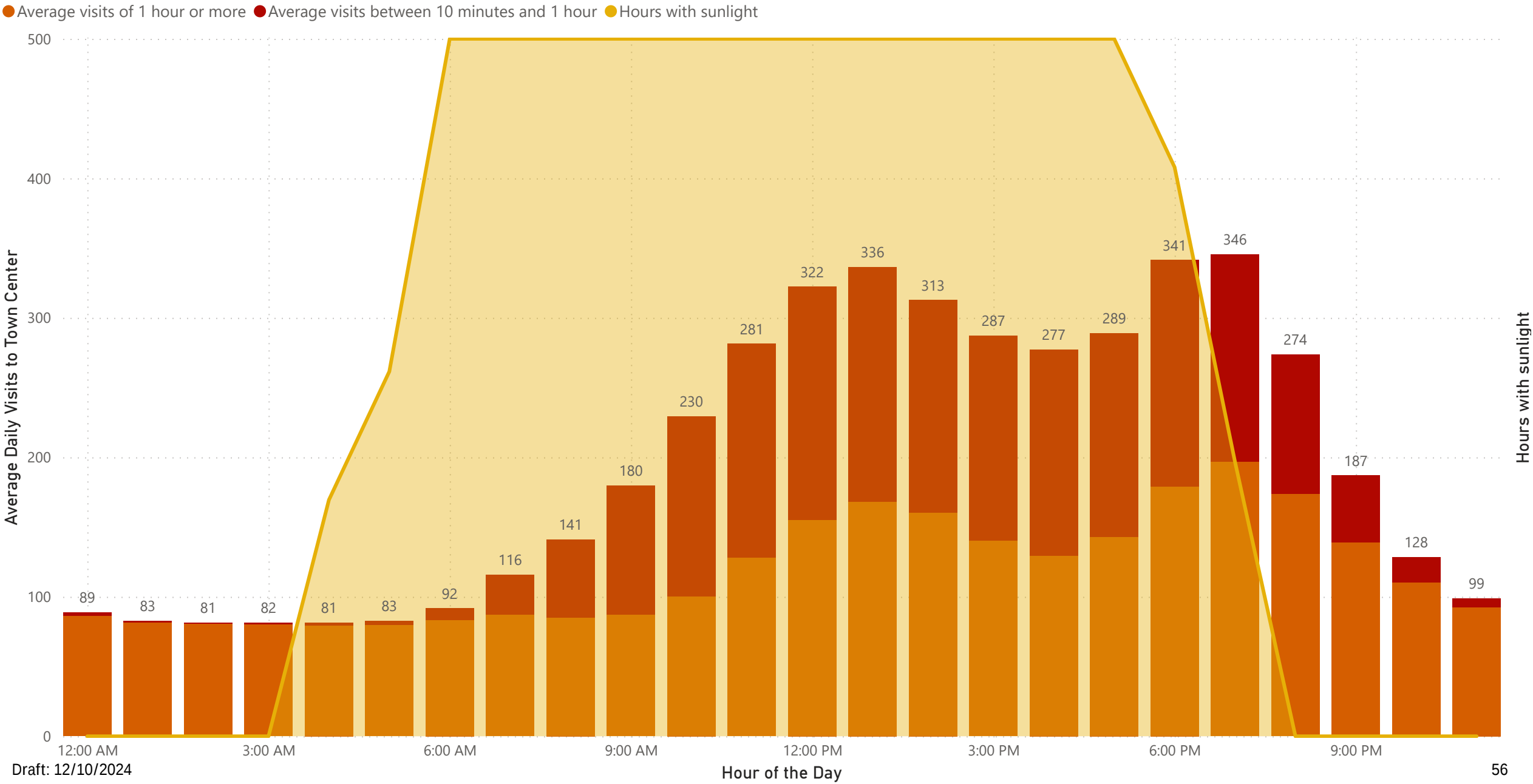
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

GROVELAND



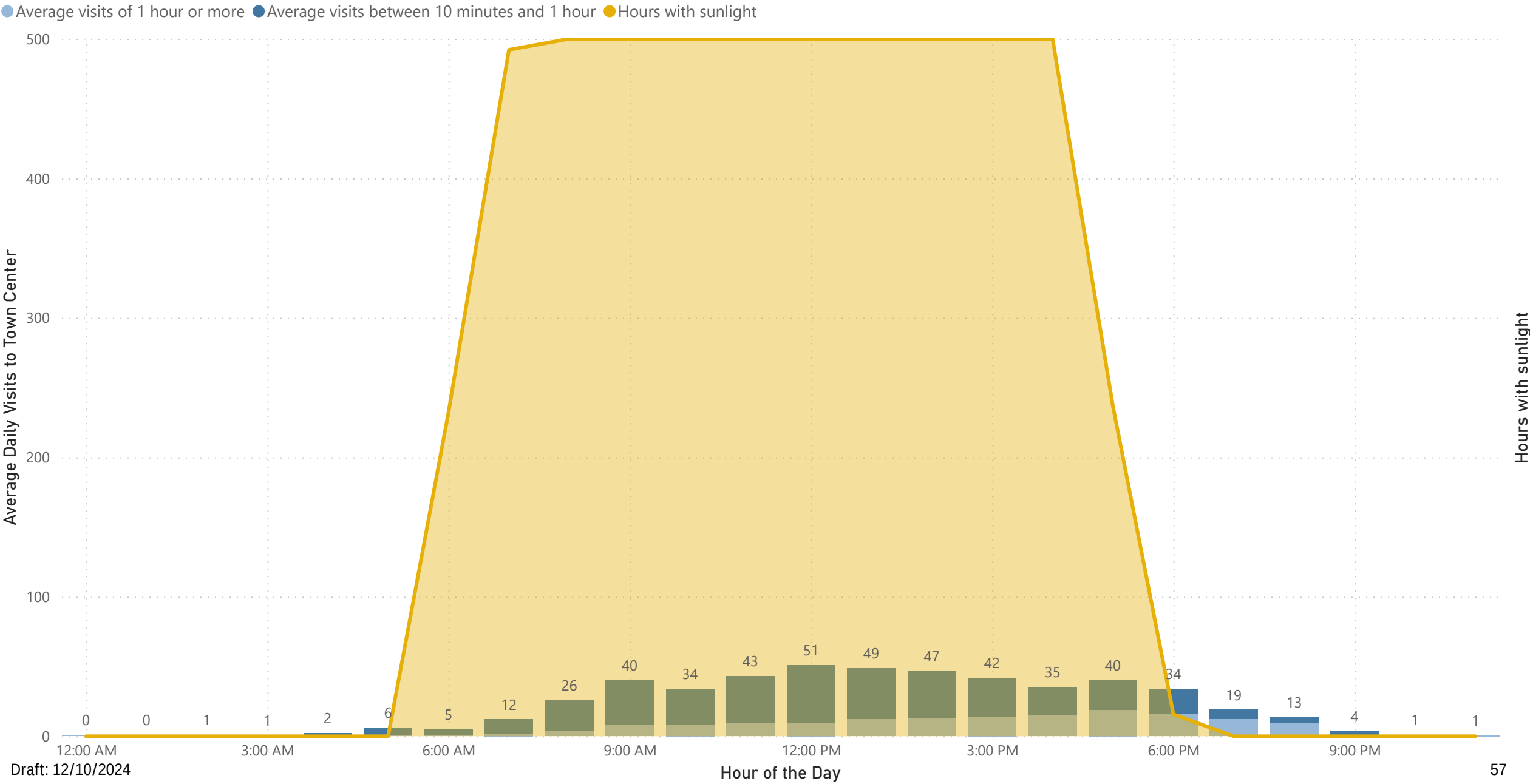
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

GROVELAND



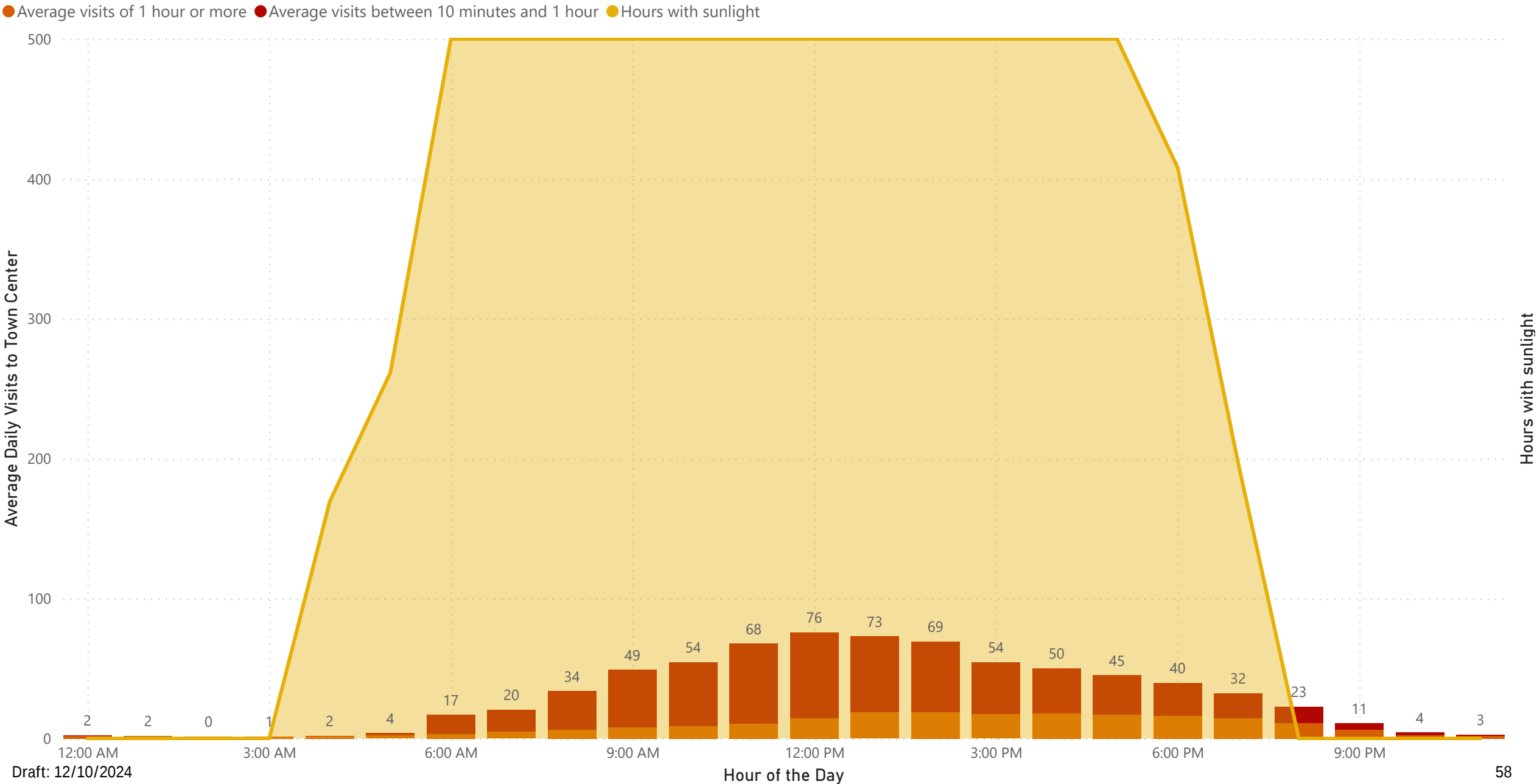
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

BIG OAK FLAT



E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

BIG OAK FLAT

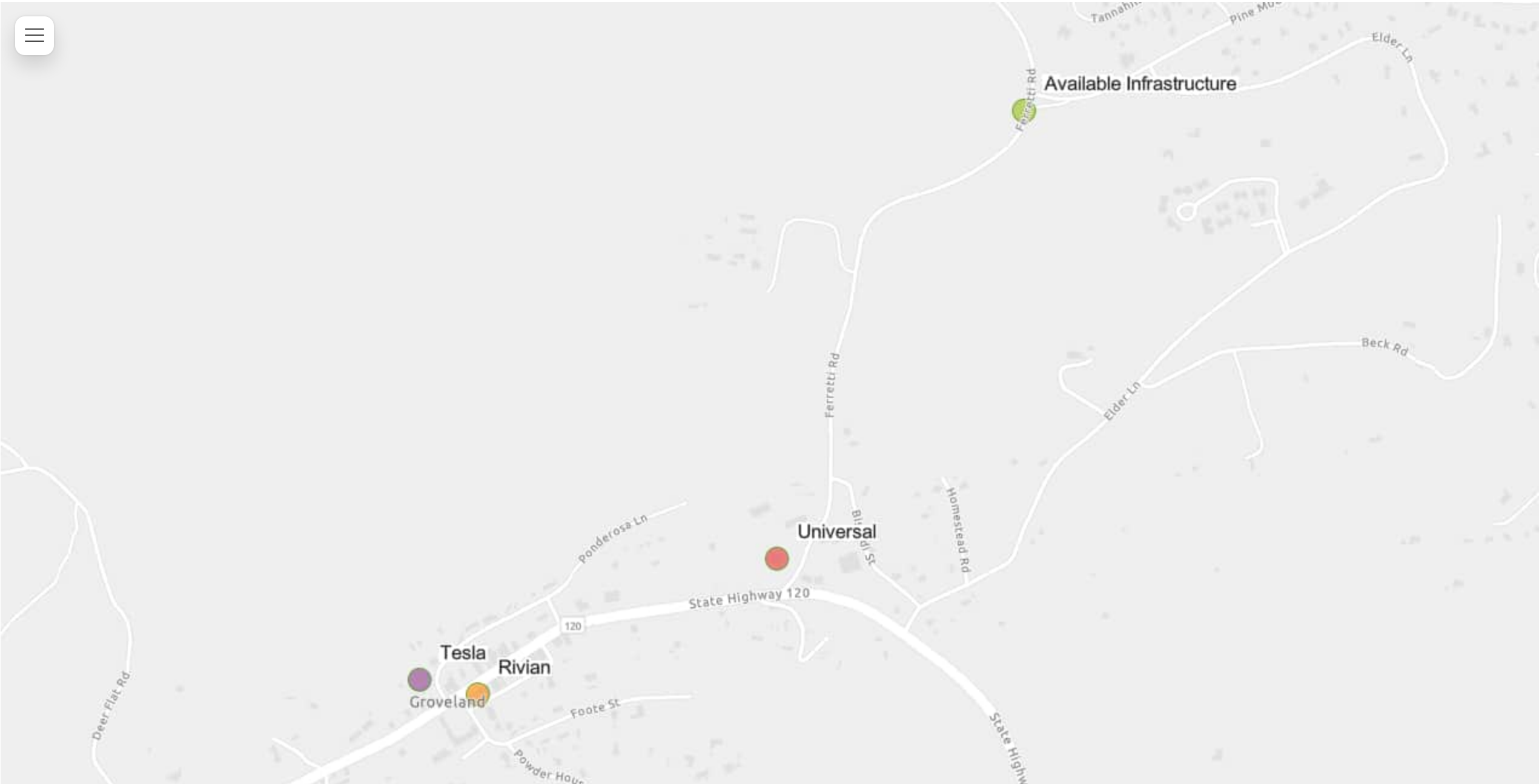


G. Transportation Stops

GROVELAND/BIG OAK FLAT



H. EXISTING EV CHARGING STATIONS
GROVELAND TOWN CENTER



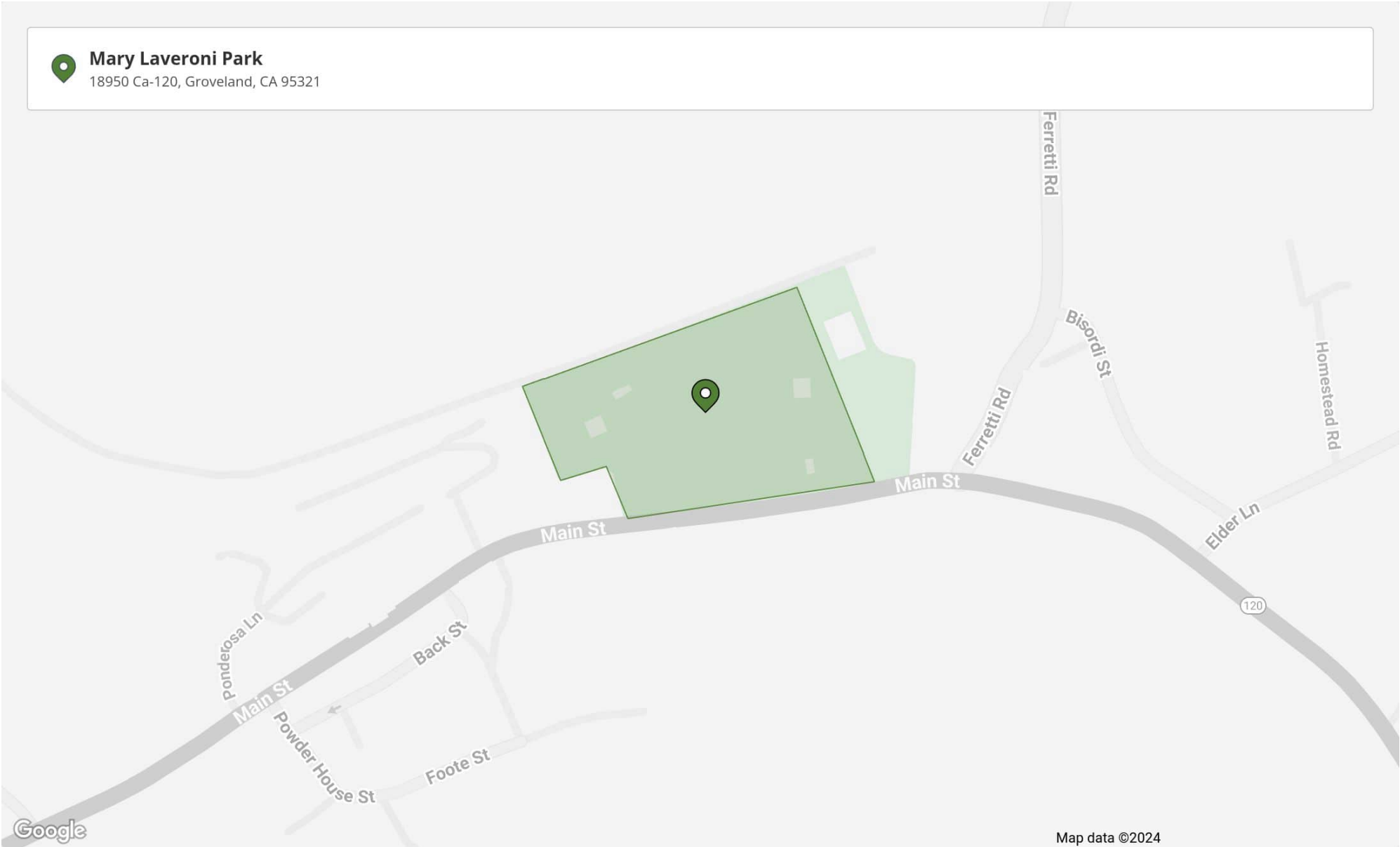
H. EXISTING EV CHARGING STATIONS

BIG OAK FLAT TOWN CENTER



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

 **Mary Laveroni Park**
18950 CA-120, Groveland, CA 95321

Visits	52.2K	Panel Visits	2.3K
Audience	22.4K	Visits YoY	-4.9%
Visit Frequency	2.33	Visits Yo2Y	+23.1%
Avg. Dwell Time	75 min	Visits Yo3Y	+61.9%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend

Mary Laveroni Park
CA-120, Groveland, CA



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



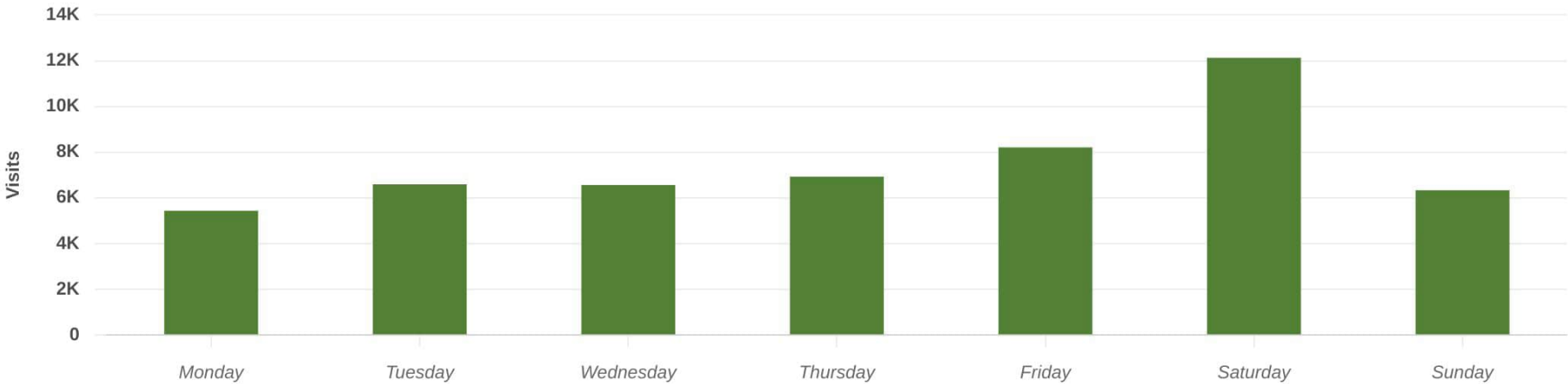
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits

Mary Laveroni Park
18950 CA-120, Groveland, CA 95321



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



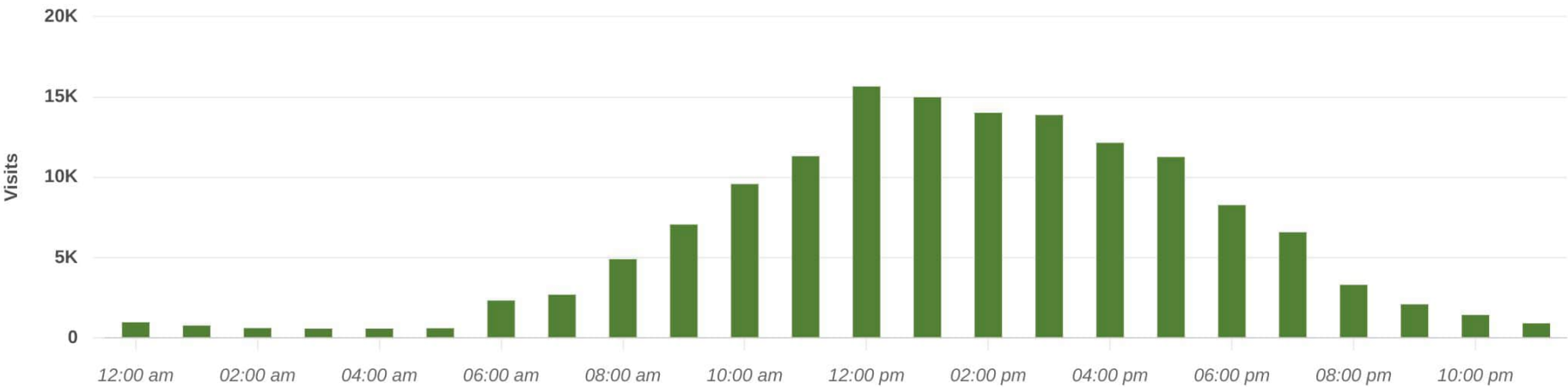
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Mary Laveroni Park
18950 CA-120, Groveland, CA 95321



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



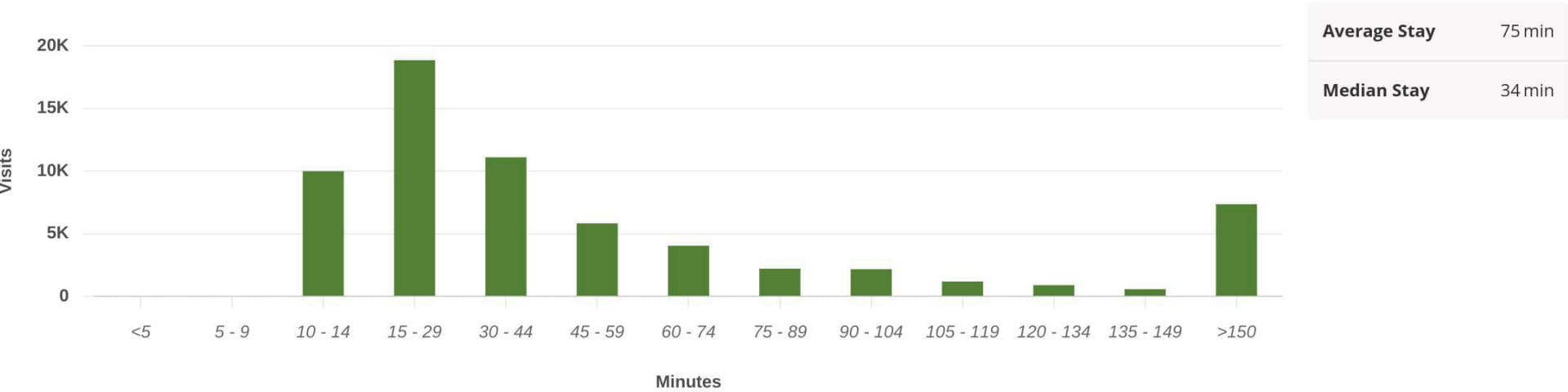
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Mary Laveroni Park
18950 CA-120, Groveland, CA 95321



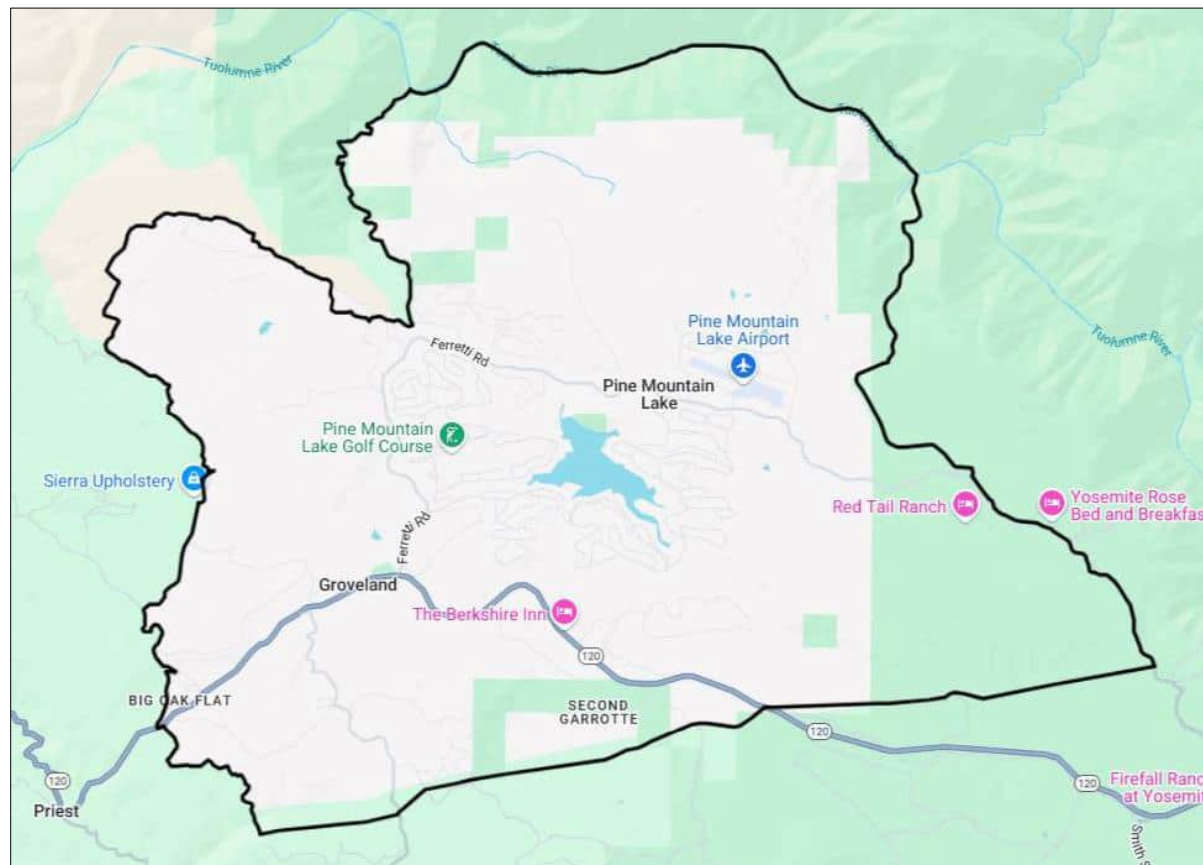
Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



J. Businesses, Revenue, and Employees

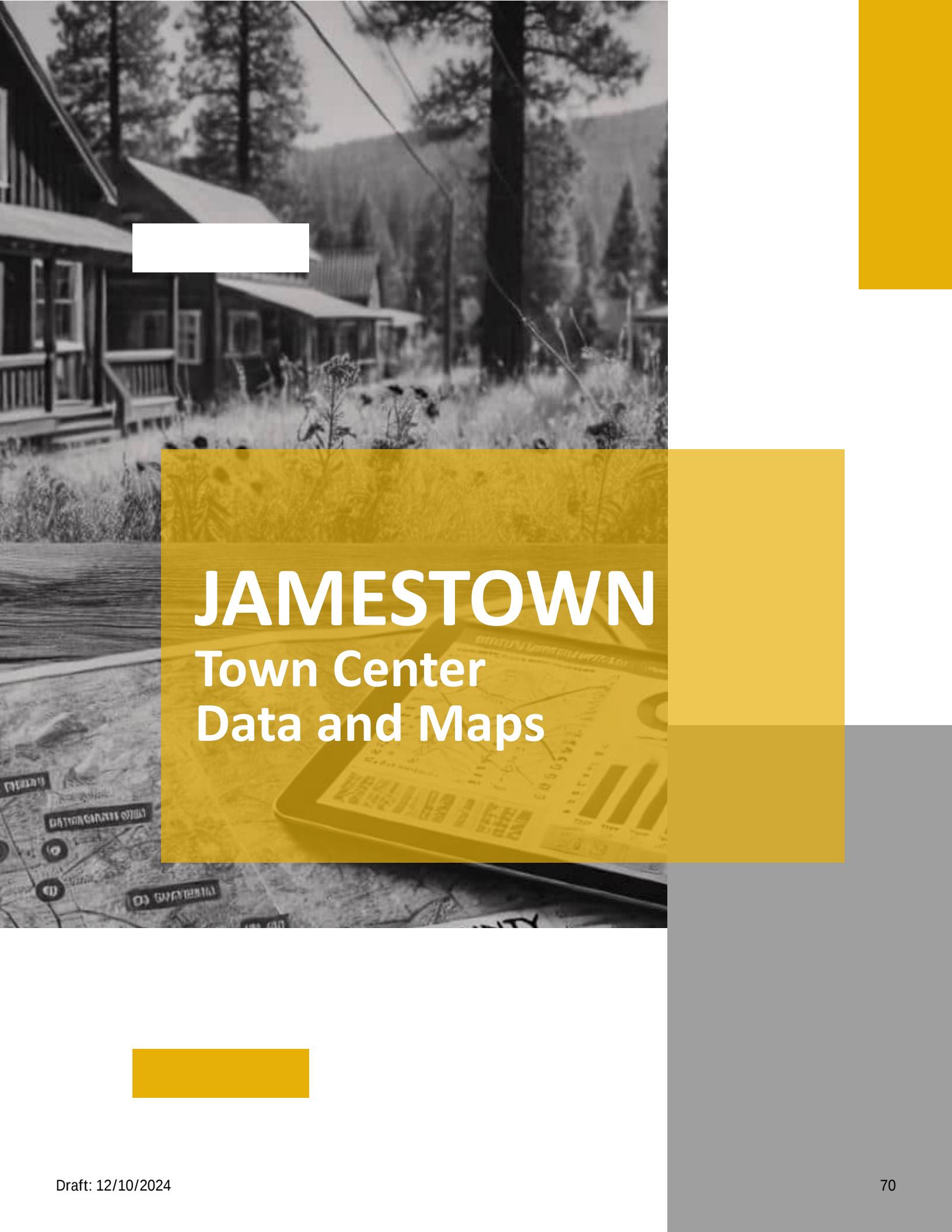
Map shows boundaries as designated by The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).

GROVELAND/BIG OAK FLAT



J. Businesses, Employees, and Revenue

Industry	Groveland/Big Oak Flat			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Accommodation and Food Services	32	12.75%	\$20,928,000	295
Administrative and Support, Waste Management, and Remediation Services	7	2.79%	\$2,443,000	28
Agriculture, Forestry, Fishing and Hunting	5	1.99%	\$2,427,000	17
Arts, Sports, Entertainment, and Recreation	7	2.79%	\$252,000	39
Banking, Finance and Insurance	5	1.99%	\$3,527,000	20
Construction	13	5.18%	\$4,746,000	28
Education	6	2.39%	\$0	127
Health Care and Social Services	12	4.78%	\$3,126,000	29
Information	4	1.59%	\$1,451,000	12
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	1	0.40%	\$0	7
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	1	0.40%	\$340,000	1
Manufacturing - Processed Food, Textiles, Clothing	2	0.80%	\$2,079,000	16
Other Services - Repair, Personal Care, Laundry, Religious, etc.	24	9.56%	\$2,963,000	55
Professional, Scientific, and Technical Services	13	5.18%	\$1,807,000	29
Public Administration	8	3.19%	\$0	77
Real Estate and Rentals	21	8.37%	\$6,545,000	67
Retail: Hobby, Media, General Merchandise	13	5.18%	\$3,492,000	16
Retail: Home, Food, Automobiles, Personal Care	10	3.98%	\$9,348,000	49
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	2	0.80%	\$0	12
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	3	1.20%	\$736,000	6
Unclassified	5	1.99%	\$0	0
Utility Services: Power, Gas, Steam, Water, and Sewage	2	0.80%	\$1,397,000	62
Unclassified	55	21.91%	\$0	34
Total	251		\$67,607,000	1,026



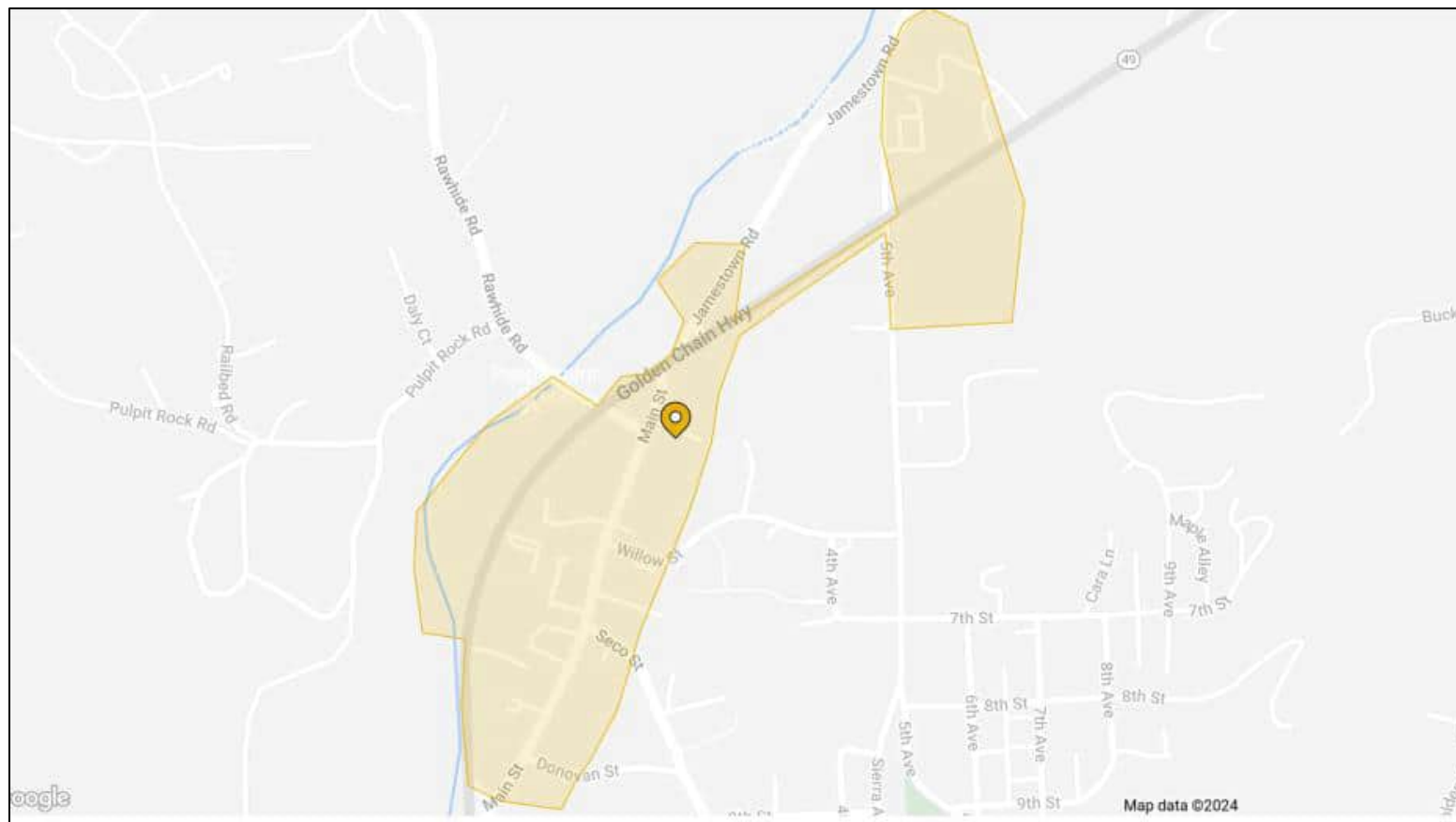
JAMESTOWN

Town Center Data and Maps

A. Map of Town Center

Polygon drawn around businesses near center of commerce in the community.

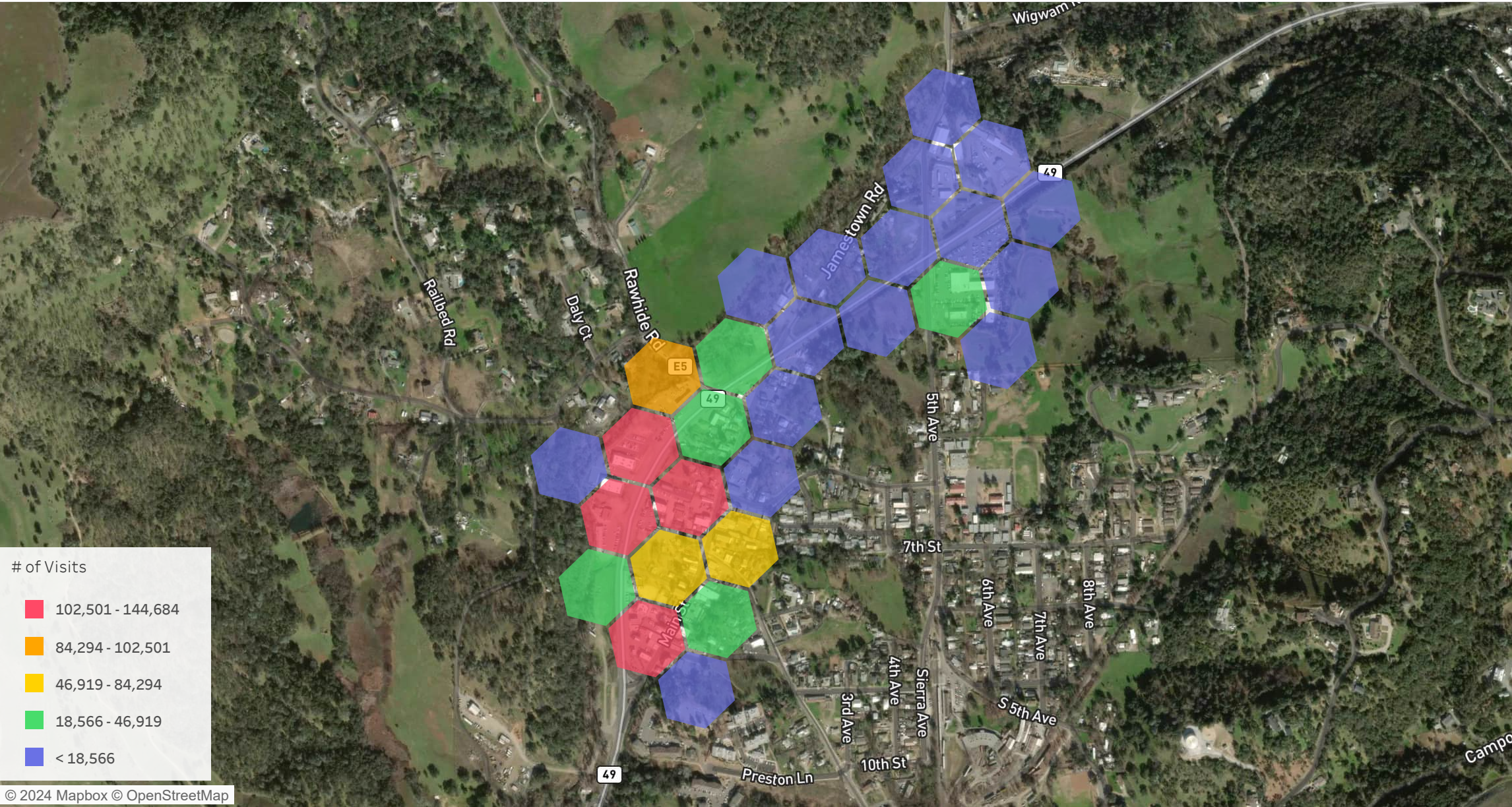
JAMESTOWN



B1. Number of Visits

Jamestown Town Center			
		10 minutes or more	1 hour or more
Visits		445,587	113,197
Visitors		206,104	64,366
Visit Frequency		2.33	1.76
Average number of minutes		50	126
Panel Visits		16,436	4,369
Compared to 1 Years Prior		-6.10%	-17.50%
Compared to 2 Years Prior		2.80%	-19.90%
Compared to 3 Years Prior		-1.00%	-25.20%

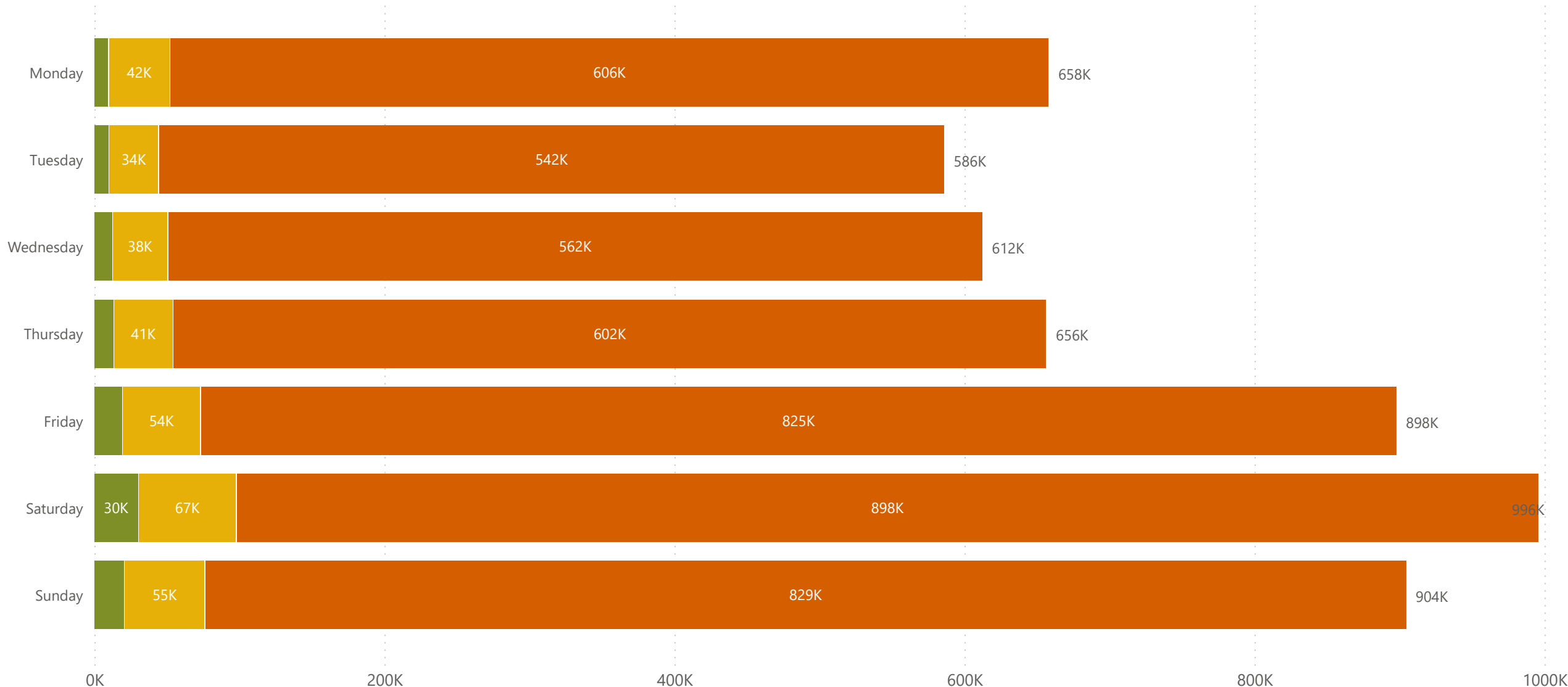
Jamestown Downtown
Jamestown, CA



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

Jamestown

● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



Jamestown A1/A2. Town Center (Downtown/Railtown)

- Trails
- Sidewalks
- Crosswalks

Rawhide Rd

Jamestown

State Highway 108



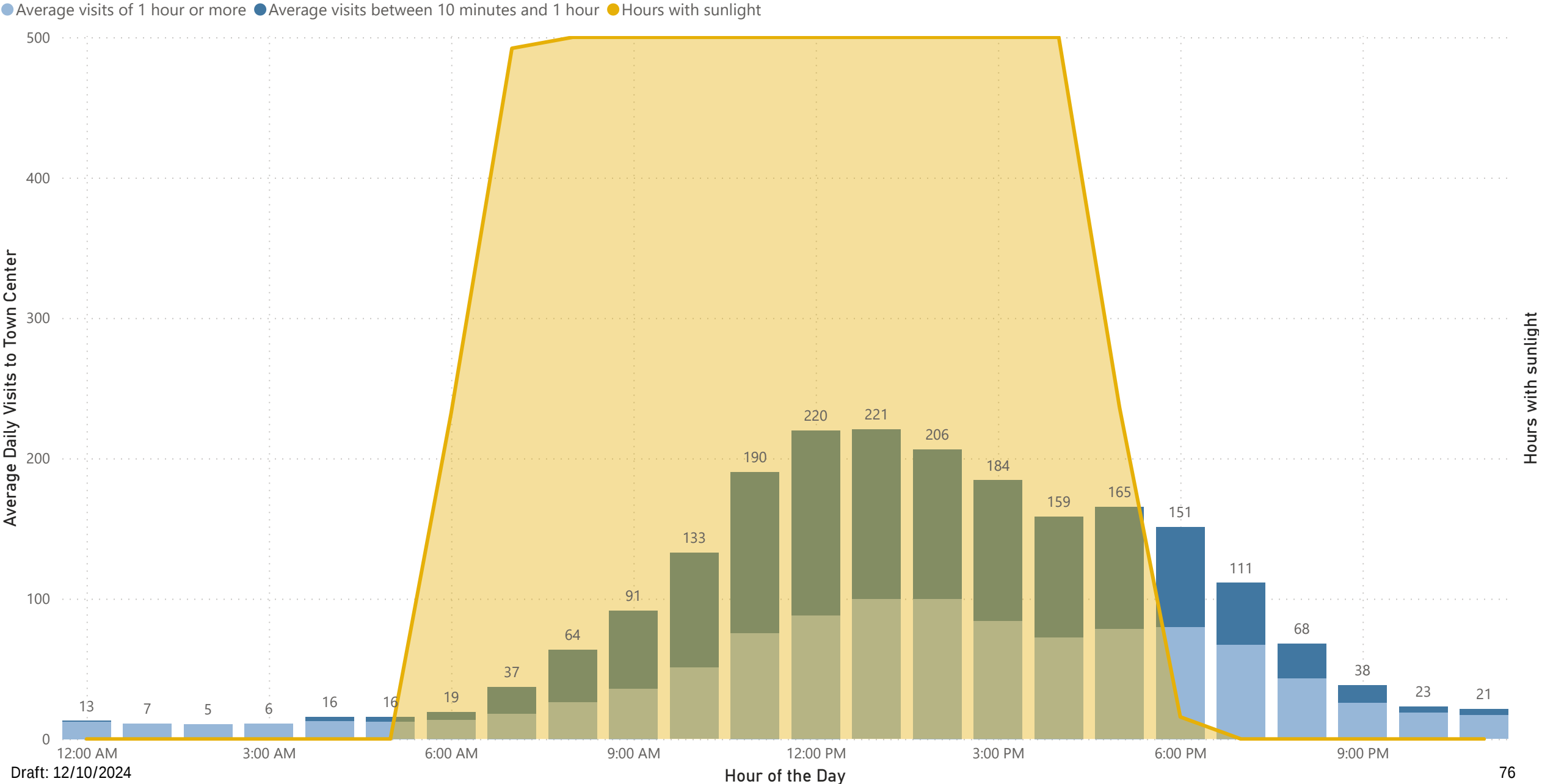
Draft: 12/10/2024

0 0.13 0.25 0.5 Miles



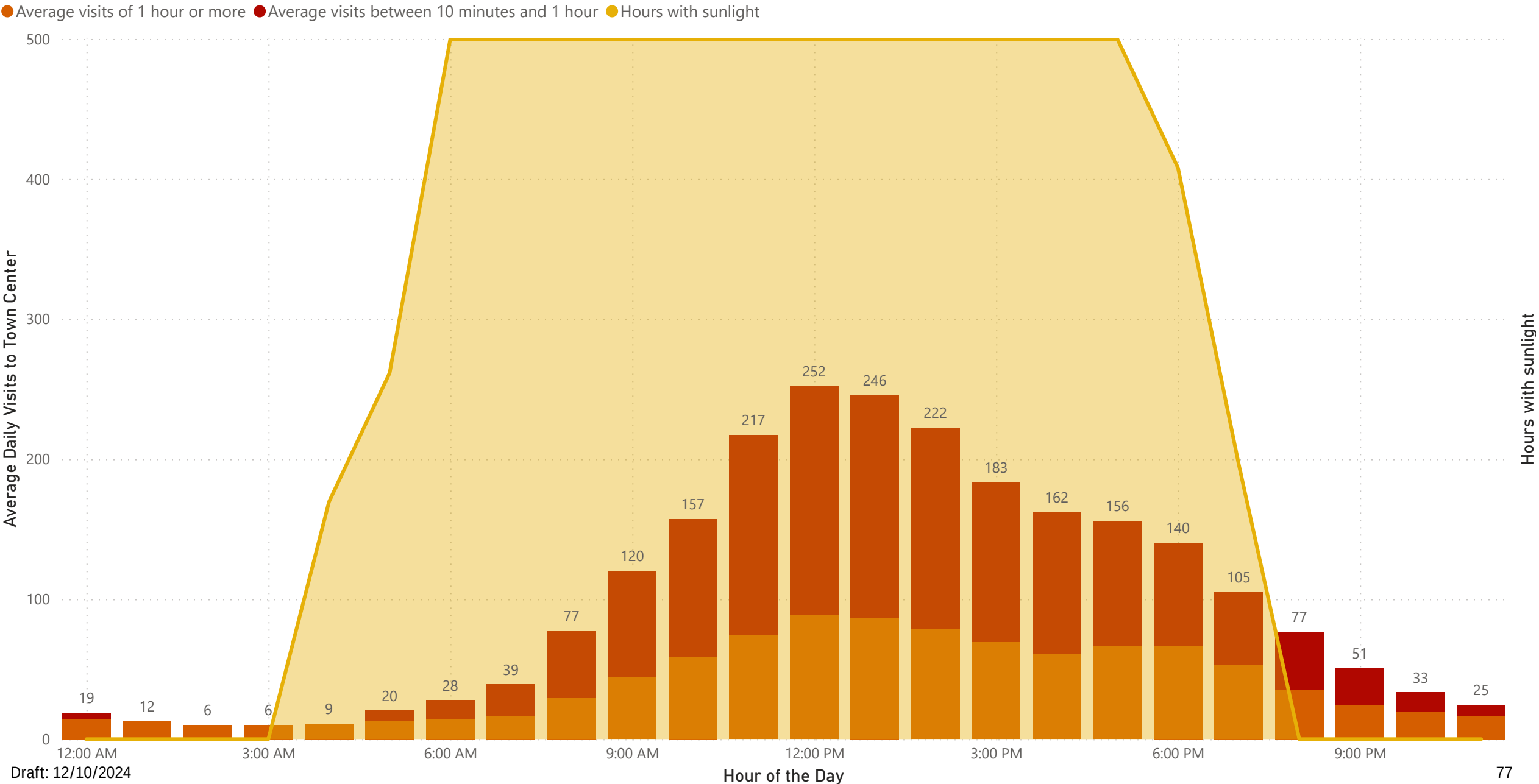
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

JAMESTOWN



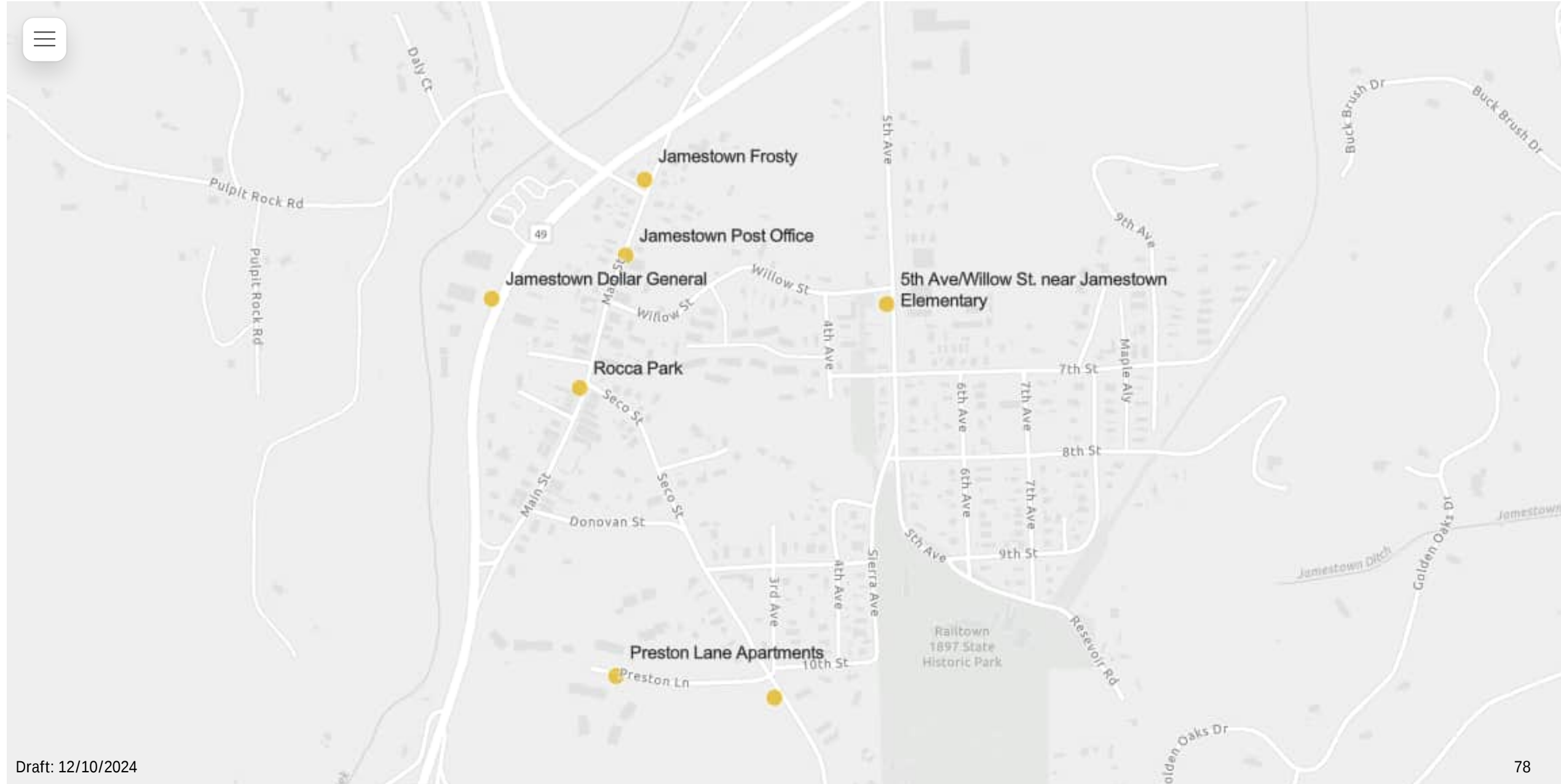
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

JAMESTOWN



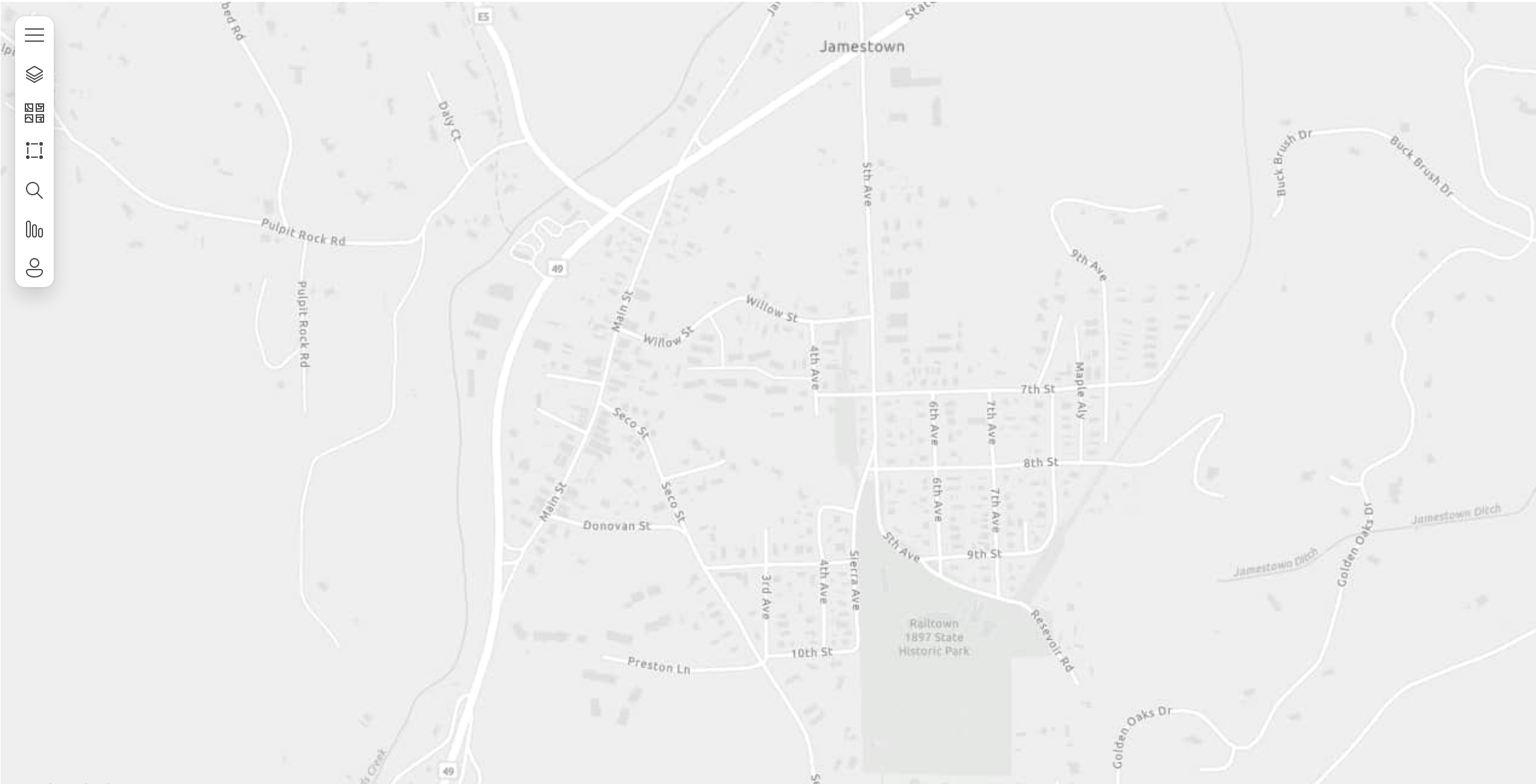
G. Transportation Stops

JAMESTOWN



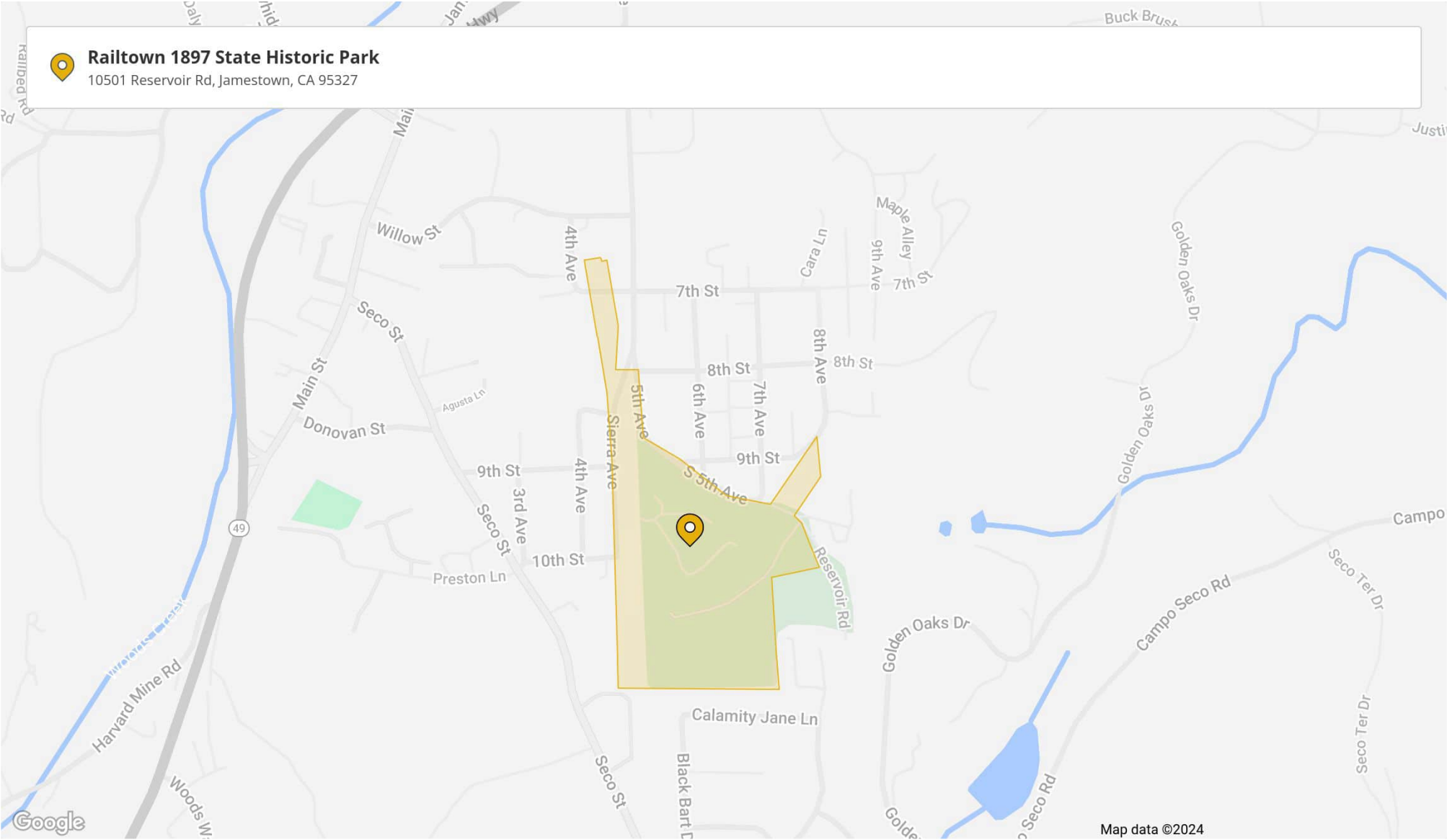
H. EXISTING EV CHARGING STATIONS

JAMESTOWN



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

 **Railtown 1897 State Historic Park**
10501 Reservoir Rd, Jamestown, CA 95327

Visits	47K	Panel Visits	1.7K
Audience	33.6K	Visits YoY	-14.1%
Visit Frequency	1.4	Visits Yo2Y	-21.7%
Avg. Dwell Time	82 min	Visits Yo3Y	+13.4%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend

Railtown 1897 State Historic Park
Reservoir Rd, Jamestown, CA



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



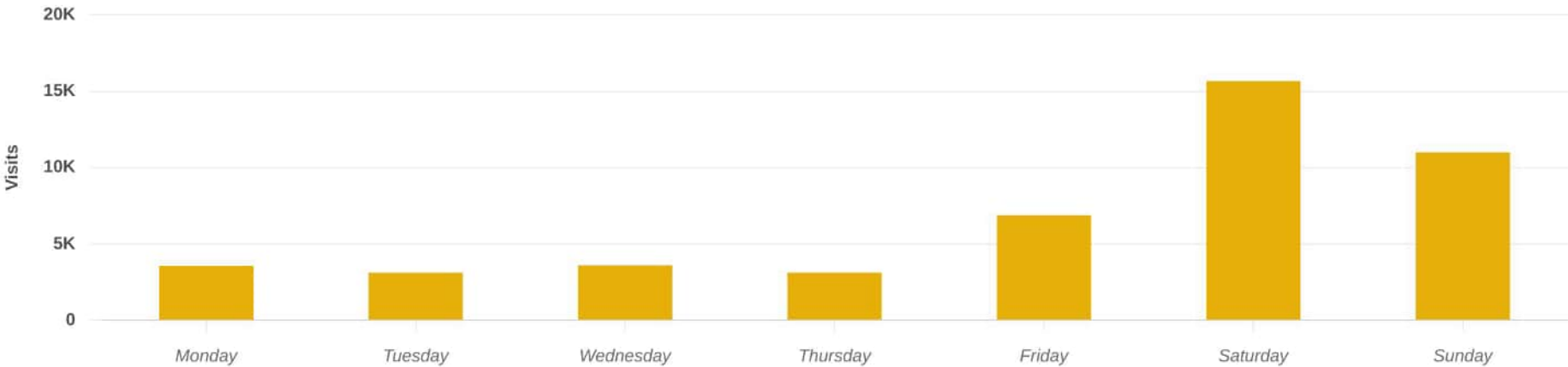
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits

Railtown 1897 State Historic Park
10501 Reservoir Rd, Jamestown, CA 95327



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



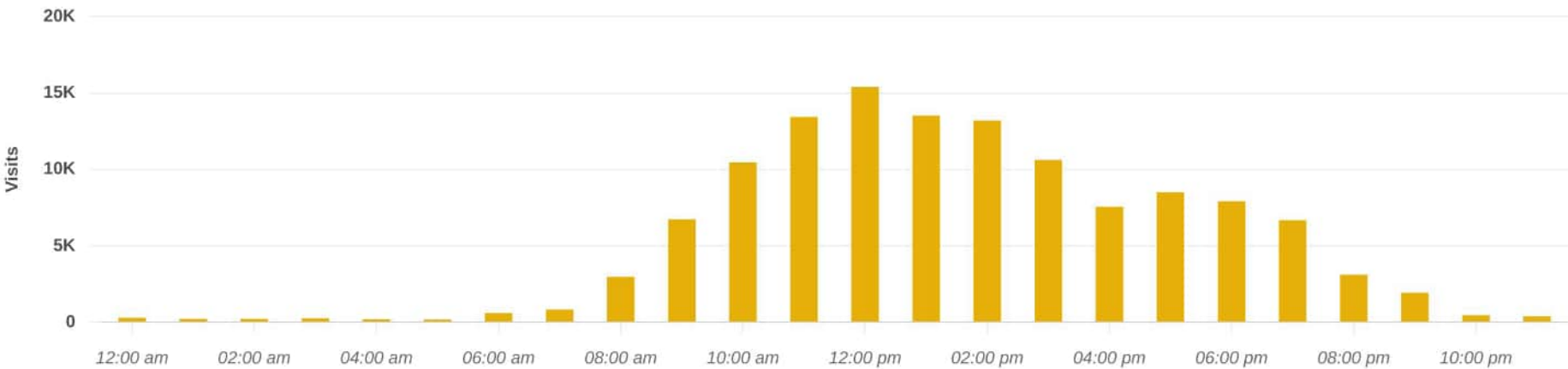
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Railtown 1897 State Historic Park
10501 Reservoir Rd, Jamestown, CA 95327



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



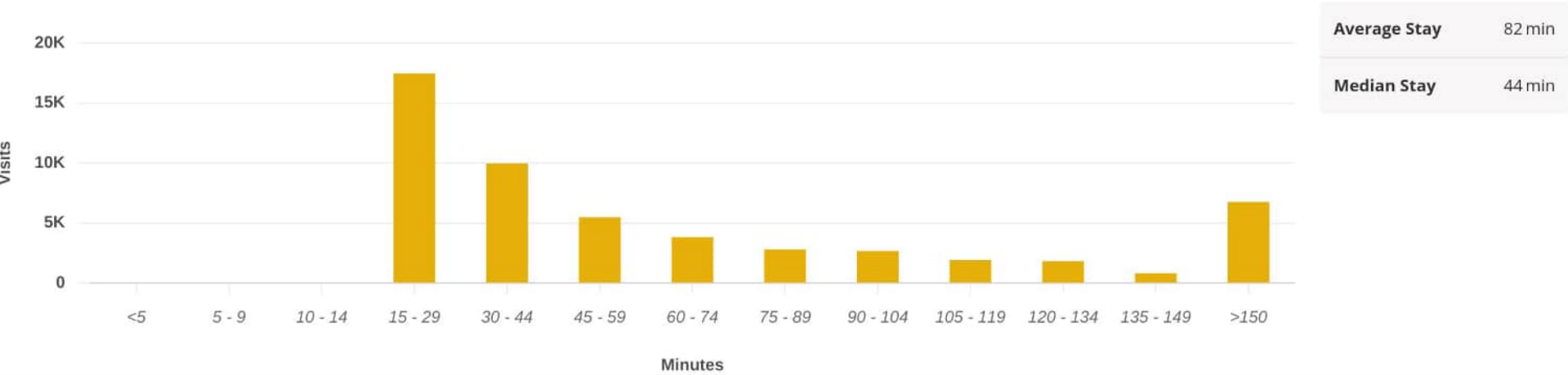
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Railtown 1897 State Historic Park
10501 Reservoir Rd, Jamestown, CA 95327

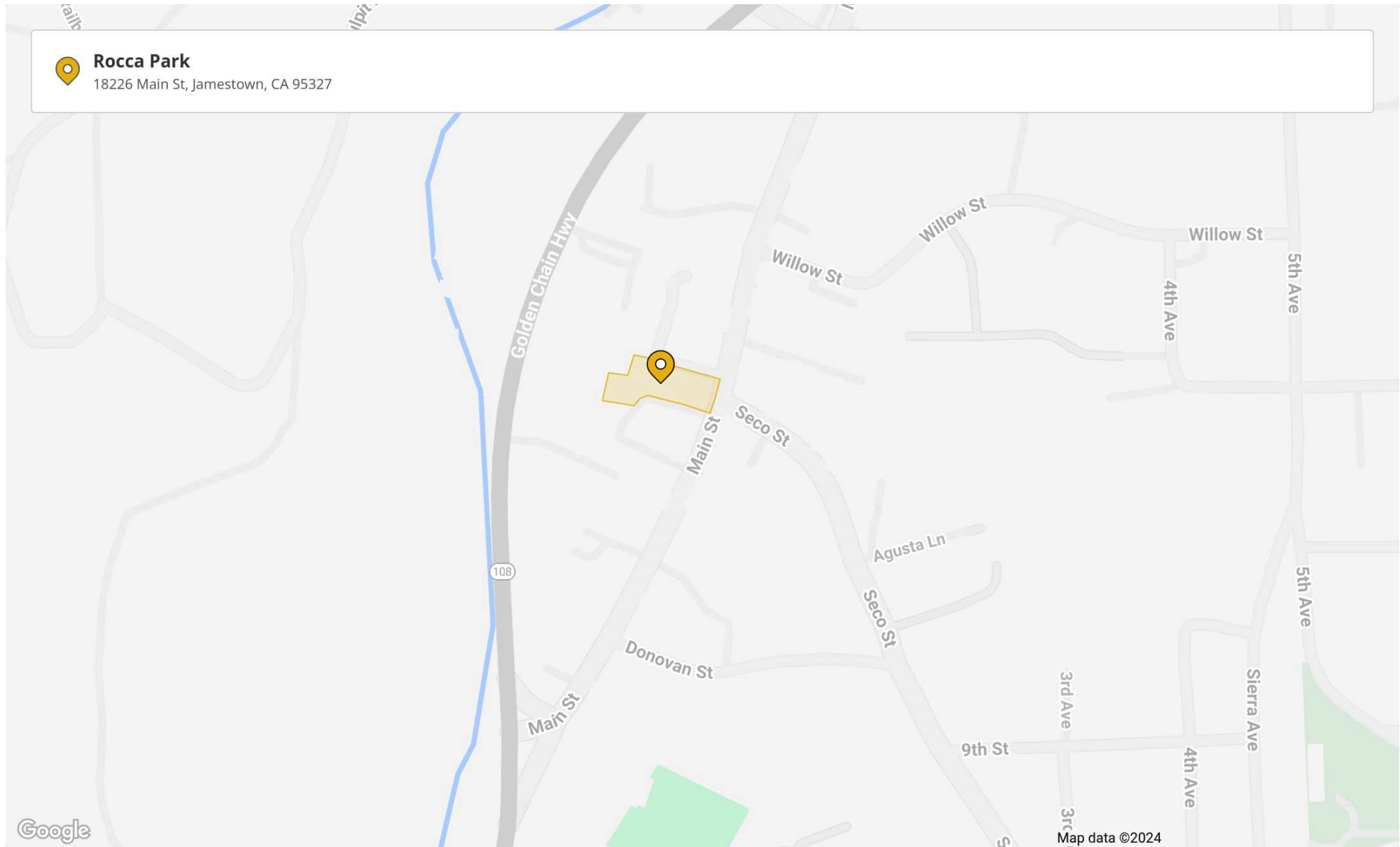


Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

Rocca Park
18226 Main St, Jamestown, CA 95327

Visits	8K	Panel Visits	271
Audience	6.1K	Visits YoY	-25.3%
Visit Frequency	1.3	Visits Yo2Y	-9.1%
Avg. Dwell Time	70 min	Visits Yo3Y	-22.7%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

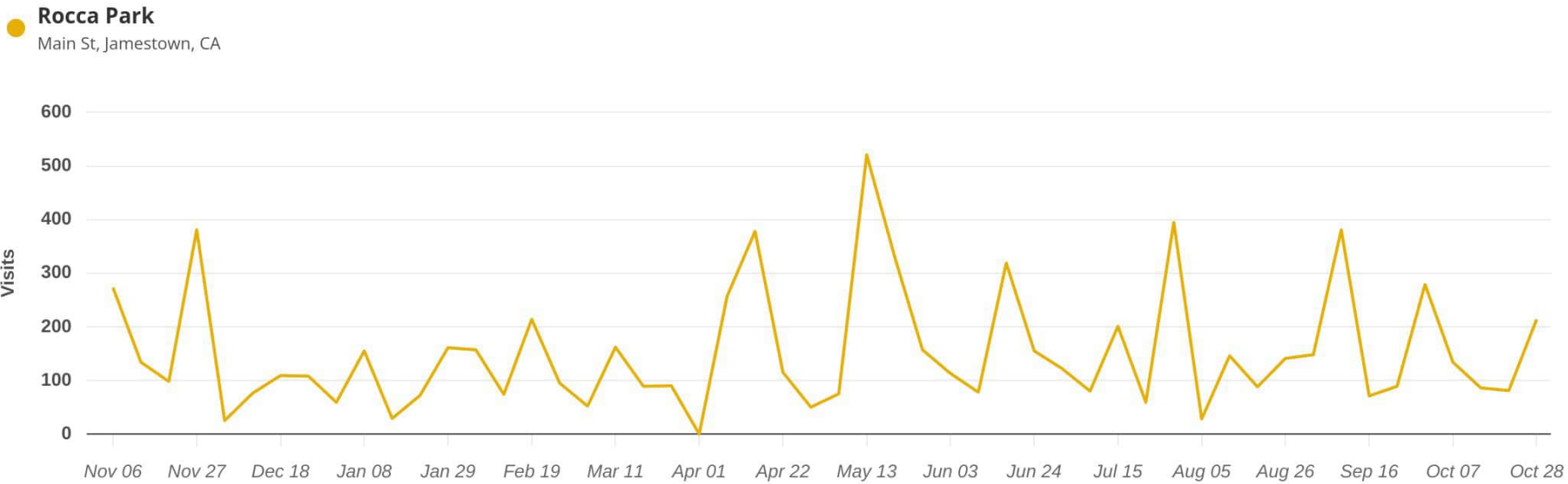


I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

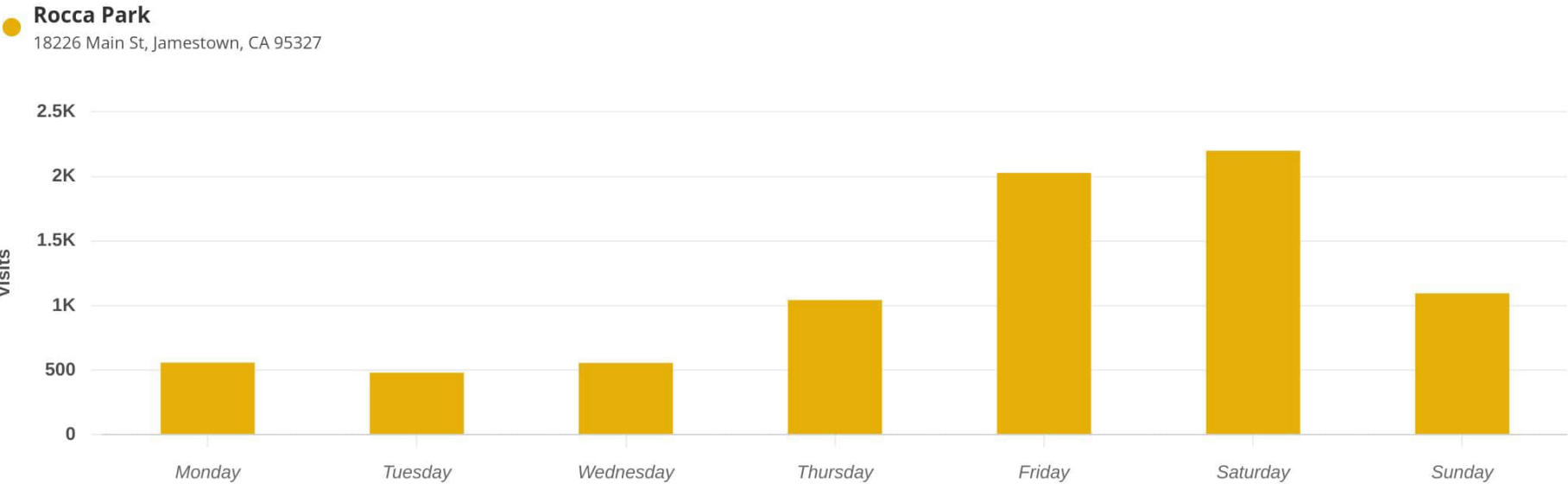


I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



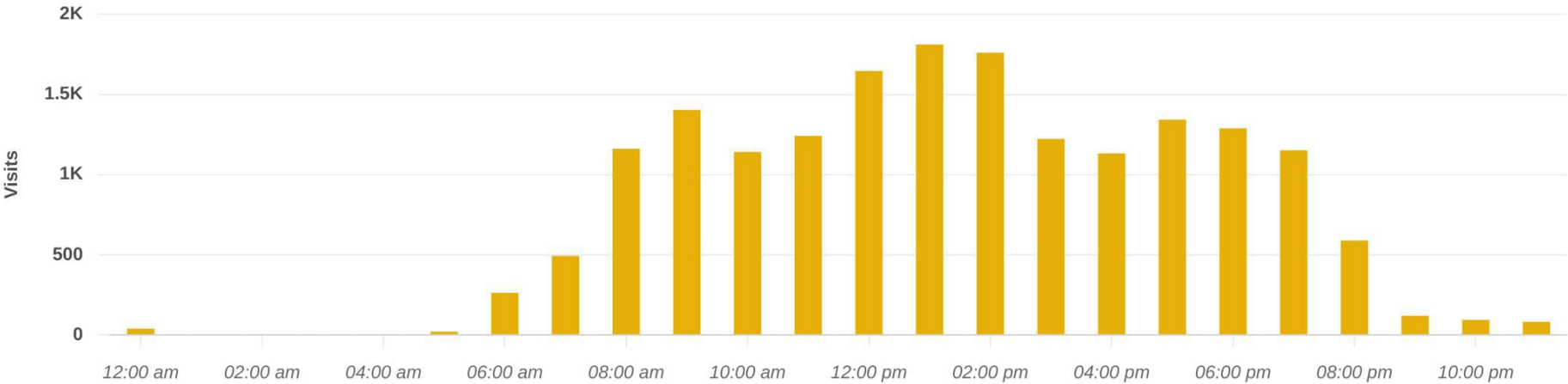
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Rocca Park
18226 Main St, Jamestown, CA 95327



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



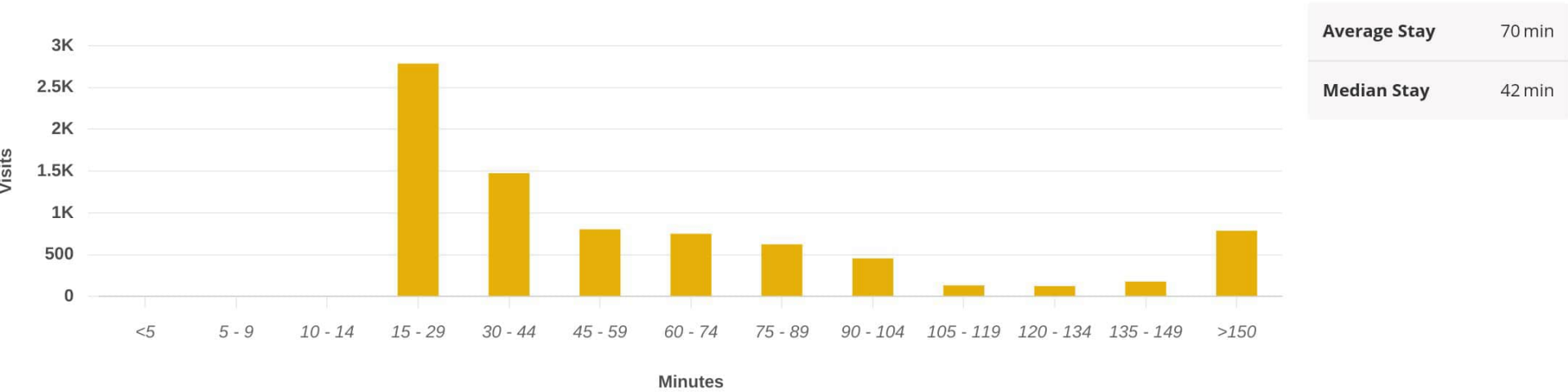
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Rocca Park
18226 Main St, Jamestown, CA 95327



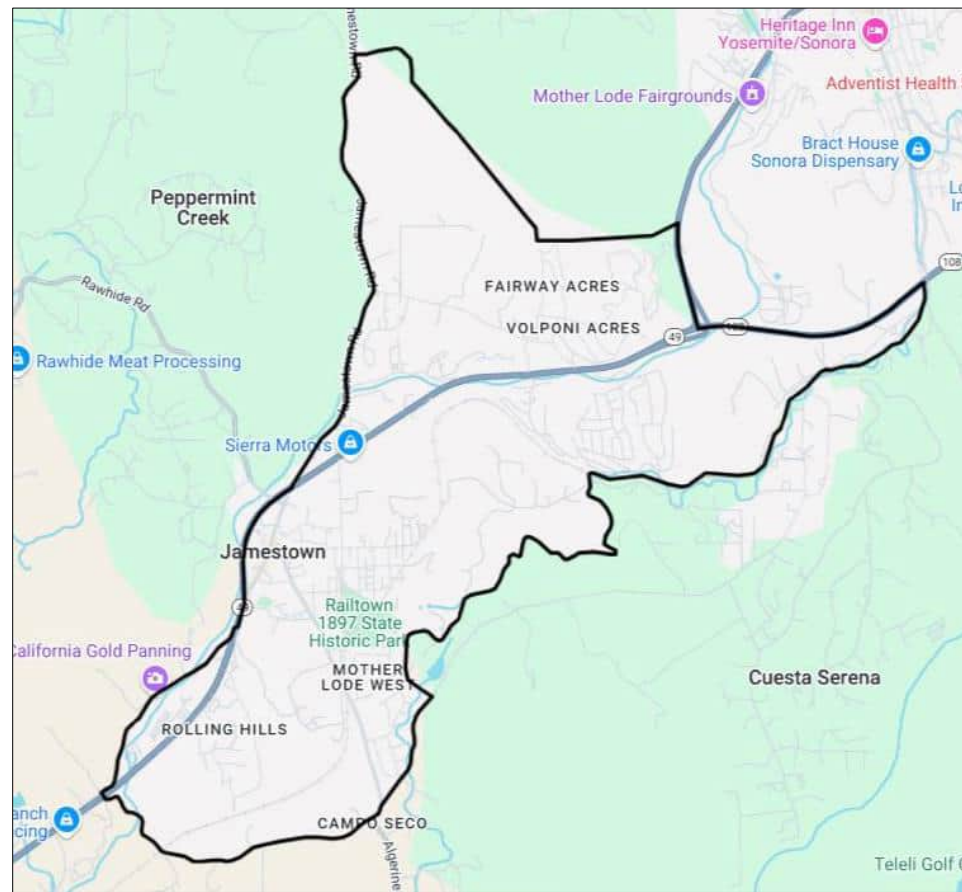
Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



J. Businesses, Revenue, and Employees

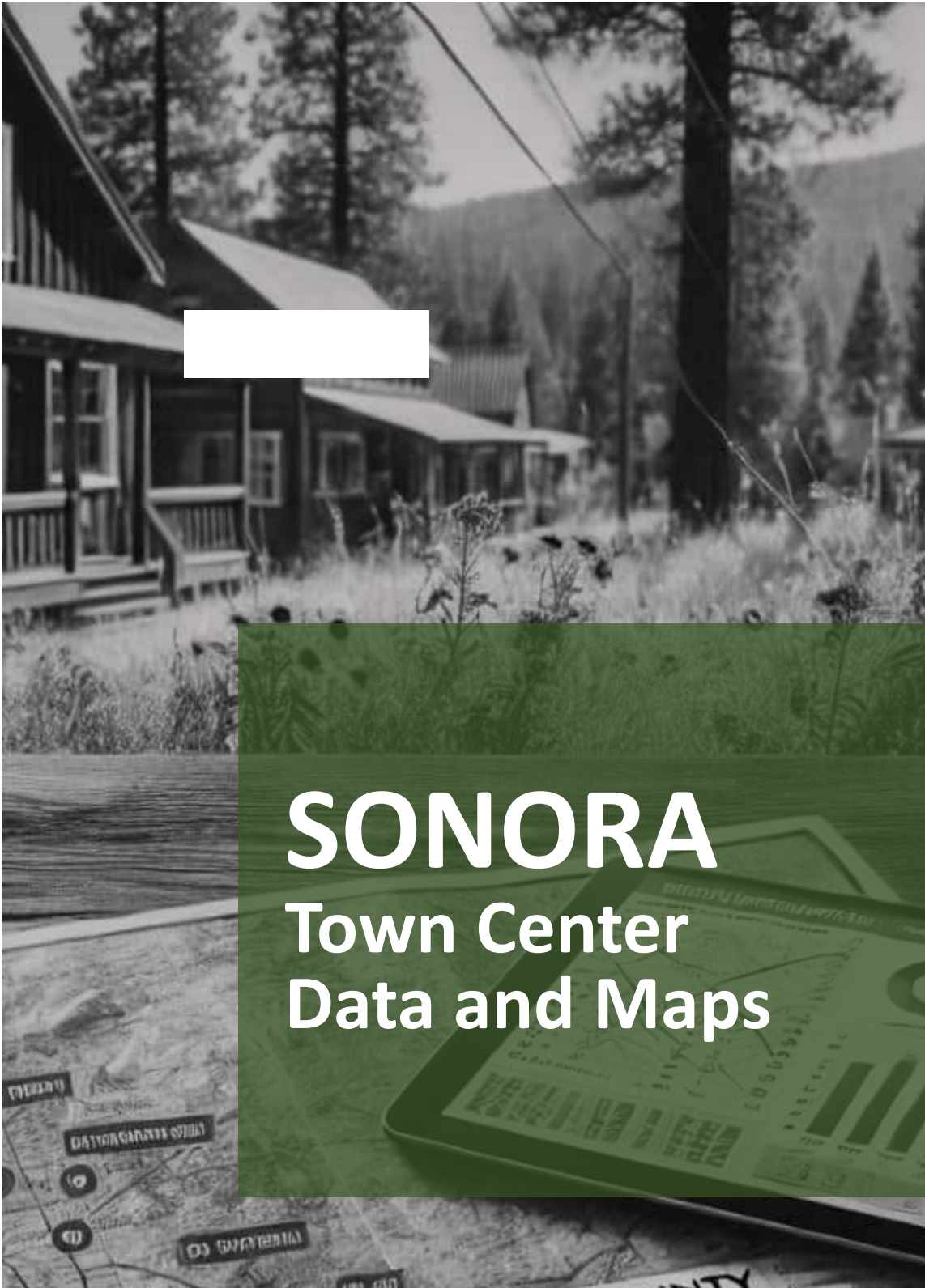
Map shows boundaries as designated by The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).

JAMESTOWN



J. Businesses, Employees, and Revenue

Industry	Jamestown			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Accommodation and Food Services	20	8.40%	\$12,794,000	259
Administrative and Support, Waste Management, and Remediation Services	7	2.94%	\$2,866,000	21
Agriculture, Forestry, Fishing and Hunting	6	2.52%	\$986,000	21
Arts, Sports, Entertainment, and Recreation	6	2.52%	\$750,000	24
Banking, Finance and Insurance	2	0.84%	\$1,160,000	4
Construction	25	10.50%	\$24,287,000	152
Education	4	1.68%	\$0	174
Health Care and Social Services	31	13.03%	\$9,979,000	133
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	4	1.68%	\$2,198,000	19
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	5	2.10%	\$6,003,000	32
Manufacturing - Processed Food, Textiles, Clothing	3	1.26%	\$14,524,000	12
Other Services - Repair, Personal Care, Laundry, Religious, etc.	25	10.50%	\$1,420,000	87
Professional, Scientific, and Technical Services	14	5.88%	\$2,322,000	33
Public Administration	12	5.04%	\$0	1,209
Real Estate and Rentals	13	5.46%	\$4,951,000	49
Retail: Hobby, Media, General Merchandise	22	9.24%	\$19,331,000	50
Retail: Home, Food, Automobiles, Personal Care	15	6.30%	\$53,684,000	165
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	0.42%	\$0	16
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	4	1.68%	\$1,017,000	11
Unclassified	9	3.78%	\$0	4
Utility Services: Power, Gas, Steam, Water, and Sewage	2	0.84%	\$9,737,000	25
Wholesalers	8	3.36%	\$56,811,000	53
Total	238		\$224,820,000	2,553



SONORA

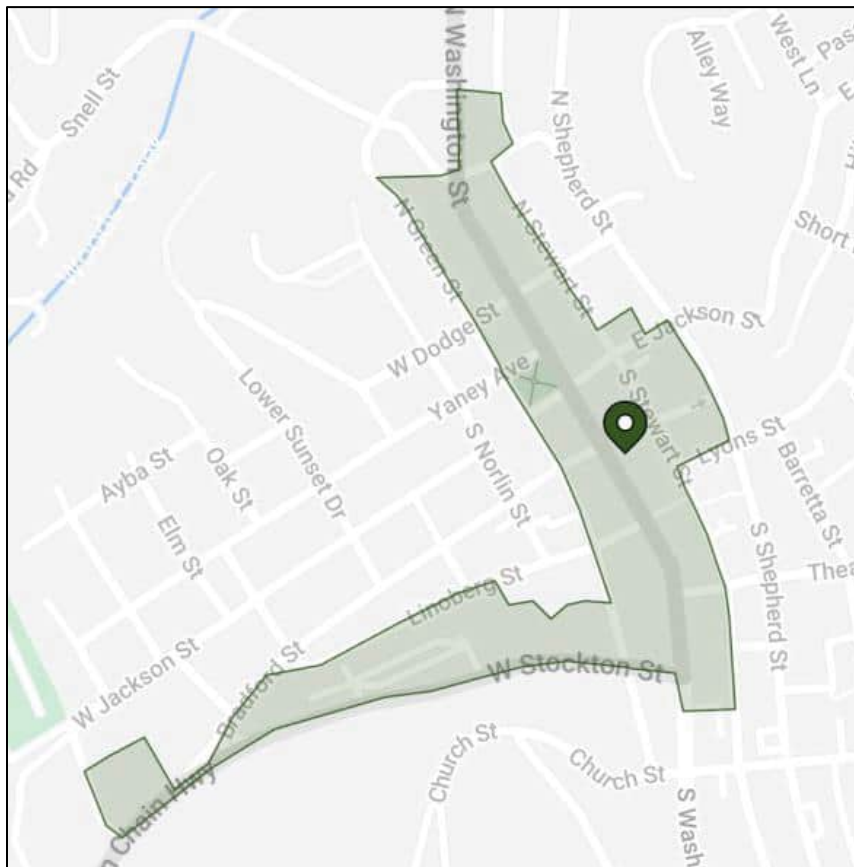
Town Center Data and Maps



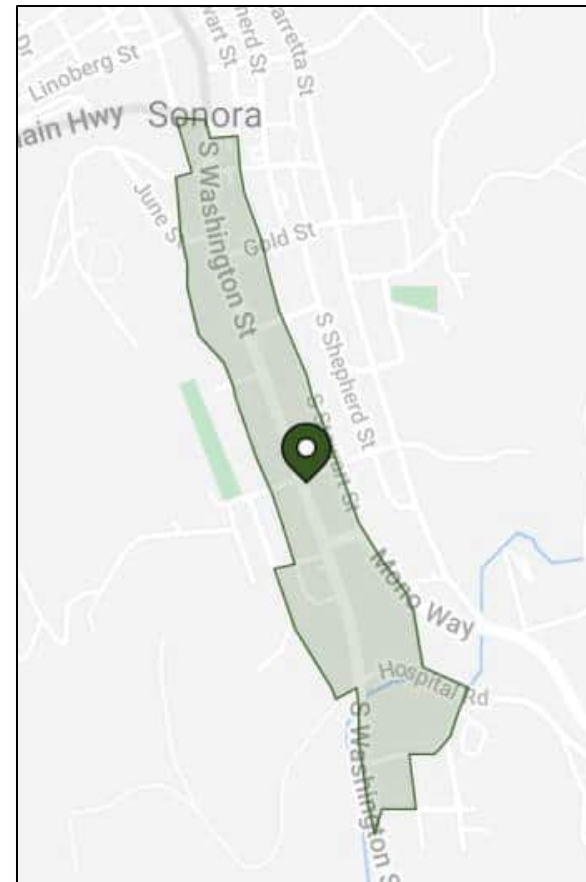
A. Map of Town Center

Polygon drawn around businesses near center of commerce in the community.

CITY OF SONORA (North Washington)

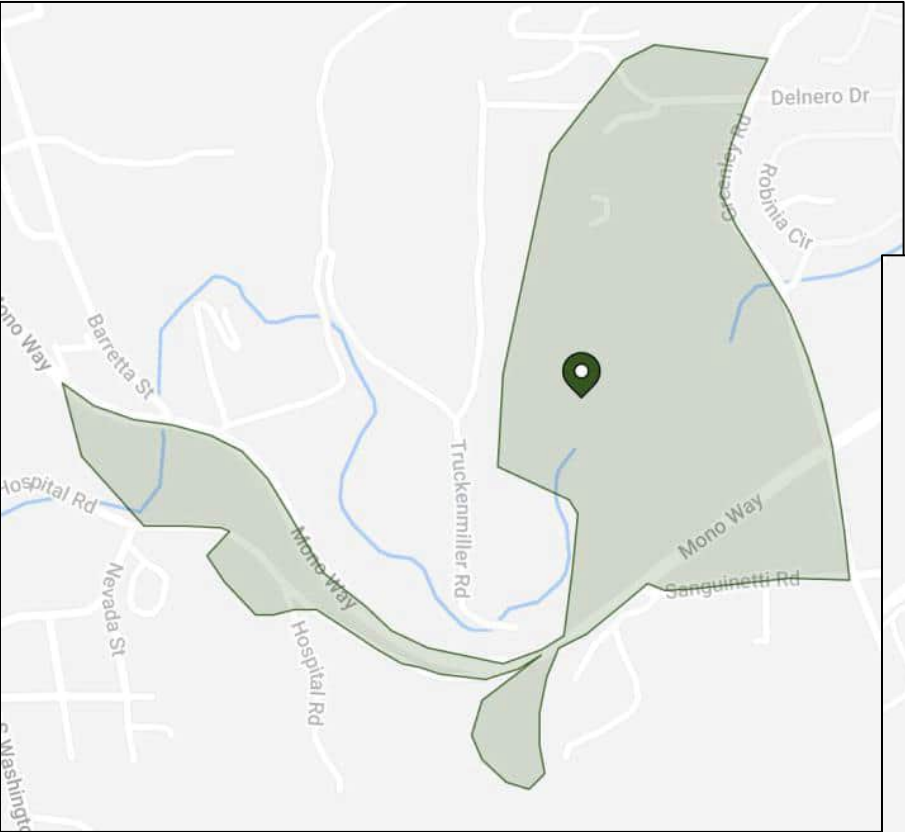


CITY OF SONORA (South Washington)

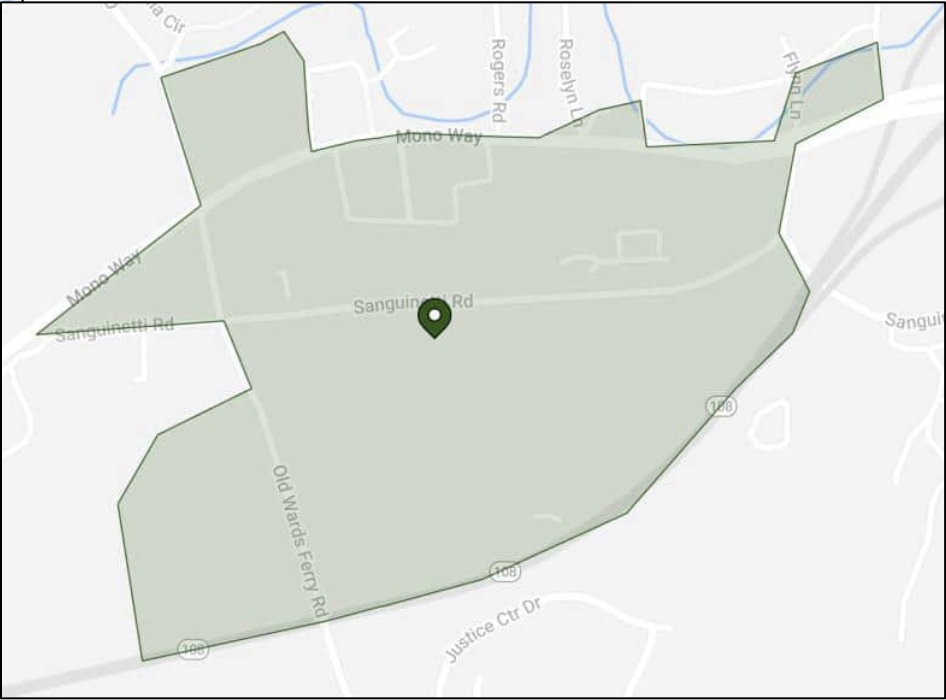




CITY OF SONORA (West Mono)

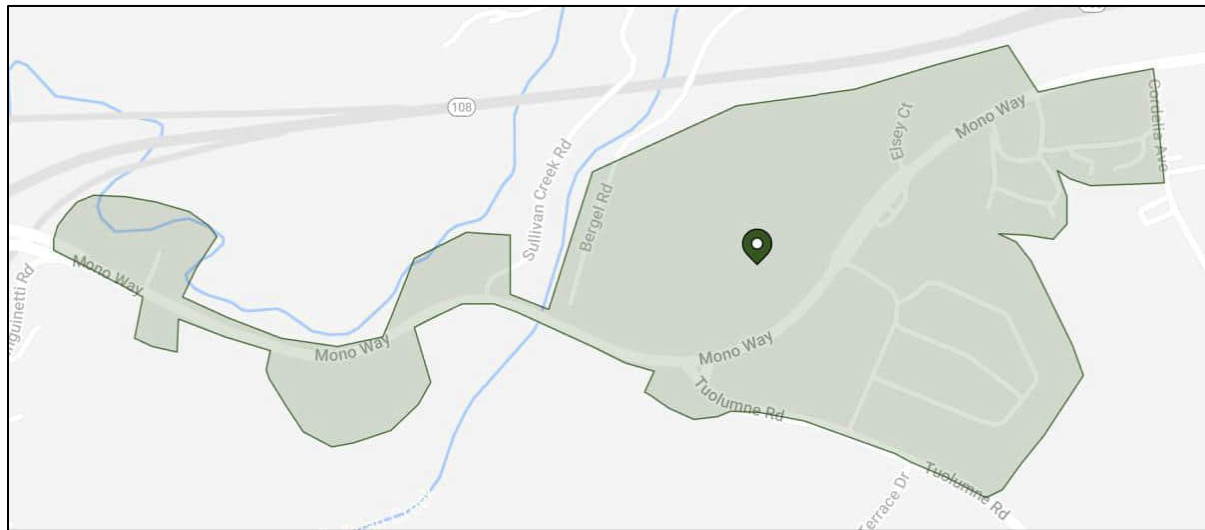


CITY OF SONORA (East Mono)

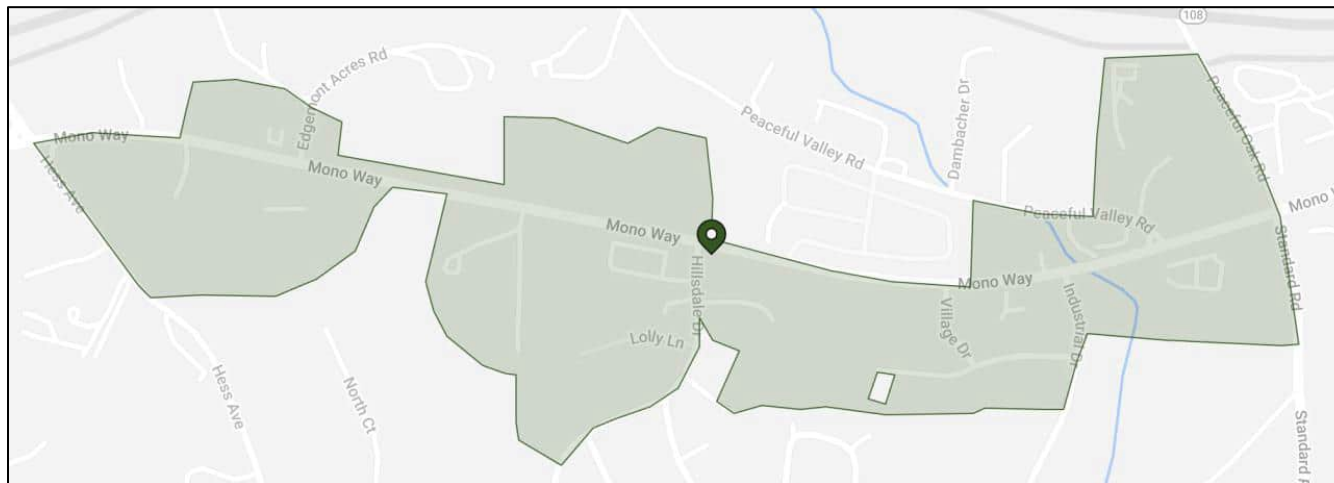




EAST SONORA (West Mono)



EAST SONORA (East Mono)

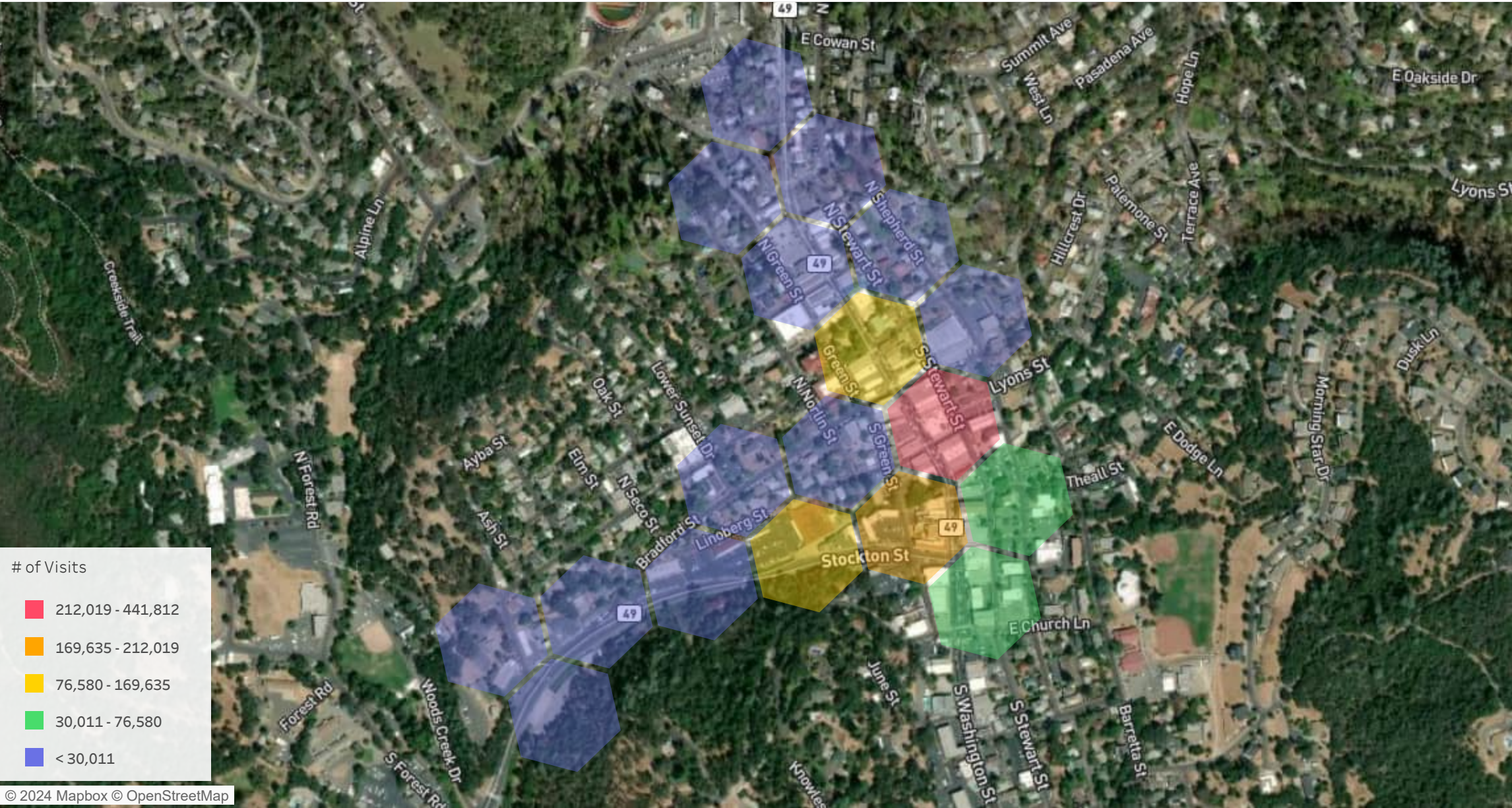


B1. Number of Visits

		City of Sonora (North Washington)		City of Sonora (South Washington)		City of Sonora (West Mono)		City of Sonora (East Mono)		East Sonora (West Mono)		East Sonora (East Mono)	
		10 minutes or more	1 hour or more	10 minutes or more	1 hour or more	10 minutes or more	1 hour or more	10 minutes or more	1 hour or more	10 minutes or more	1 hour or more	10 minutes or more	1 hour or more
Visits		466,999	236,238	324,122	82,875	503,650	208,099	1,891,194	587,858	916,837	286,329	349,696	116,258
Visitors		207,910	129,839	98,649	38,690	119,816	75,032	339,297	146,015	200,863	90,116	106,117	48,519
Visit Frequency		2.25	1.82	3.52	2.14	4.2	2.77	5.57	4.03	4.56	3.18	3.52	2.4
Average number of minutes		73	145	54	227	64	148	57	123	55	109	57	213
Panel Visits		17,122	8,784	11,332	3,122	18,179	7,615	66,500	21,632	31,994	10,411	12,443	4,392
Compared to 1 Years Prior		-6.90%	-11.10%	2.20%	1.90%	-4.30%	2.70%	-2.40%	-8.00%	5.60%	7.20%	-9.40%	-16.50%
Compared to 2 Years Prior		-6.00%	-7.70%	20.00%	25.20%	-1.20%	-1.60%	-0.80%	-6.80%	7.00%	10.20%	2.70%	-0.20%
Compared to 3 Years Prior		8.40%	9.90%	0.279	49.20%	0.208	25.20%	0.052	4.40%	0.223	42.30%	0.238	44.30%

City of Sonora (North Washington)

Sonora, CA



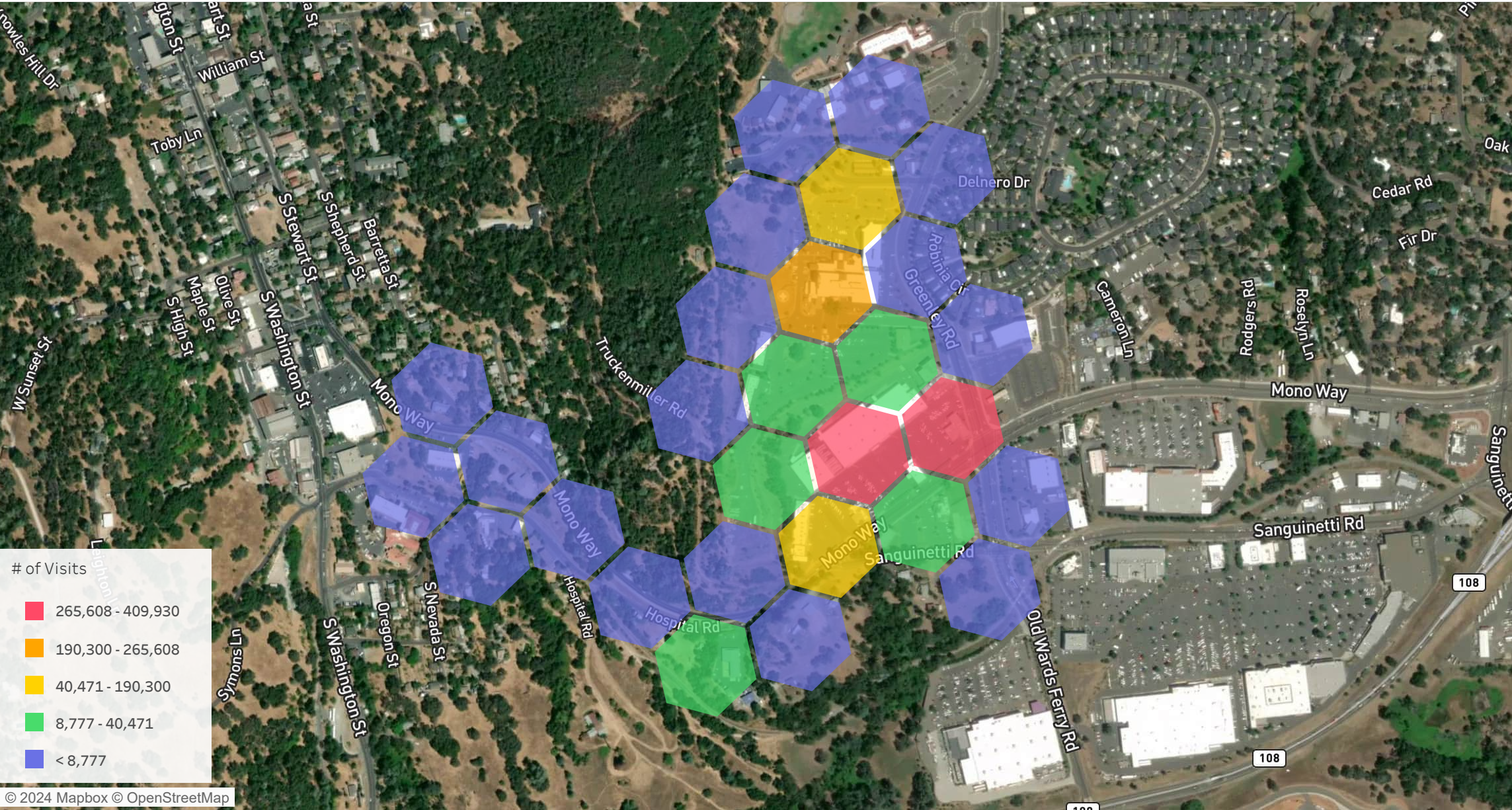
City of Sonora (South Washington)

Sonora, CA



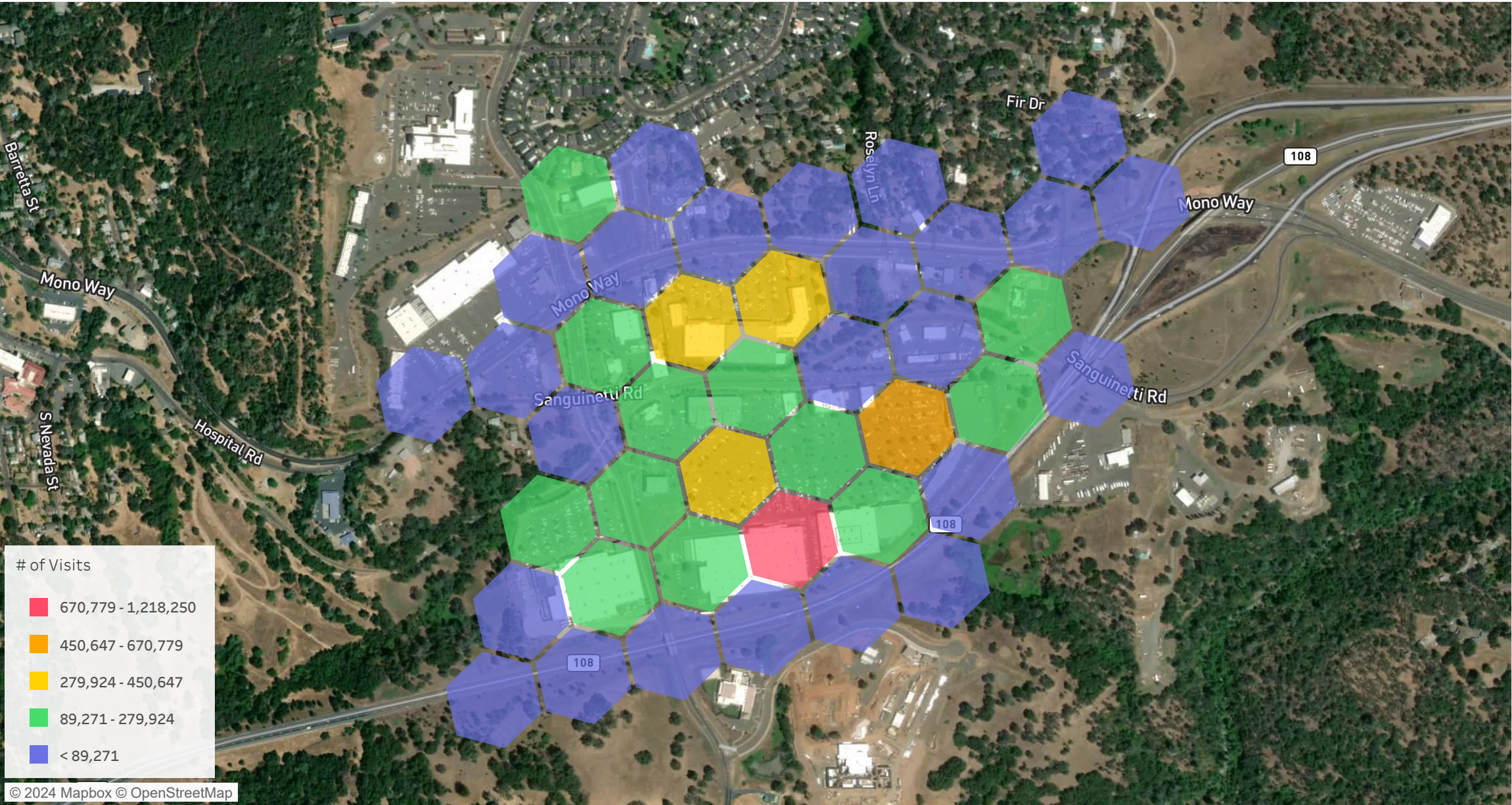
City of Sonora (West Mono Way)

Sonora, CA



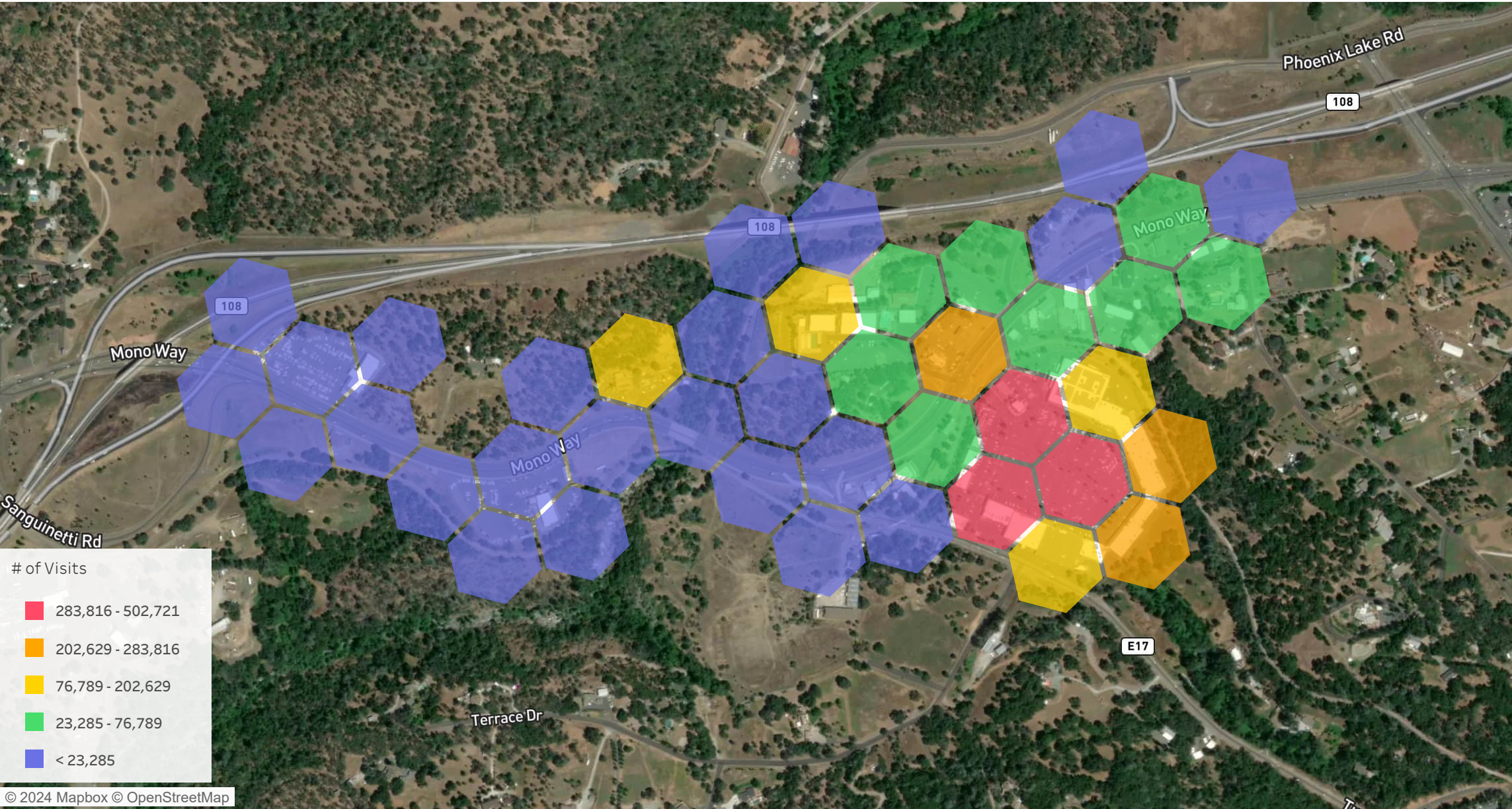
City of Sonora (East Mono Way)

Sonora, CA



East Sonora (West Mono Way)

Quail Ridge Ranch, CA



East Sonora (East Mono Way)

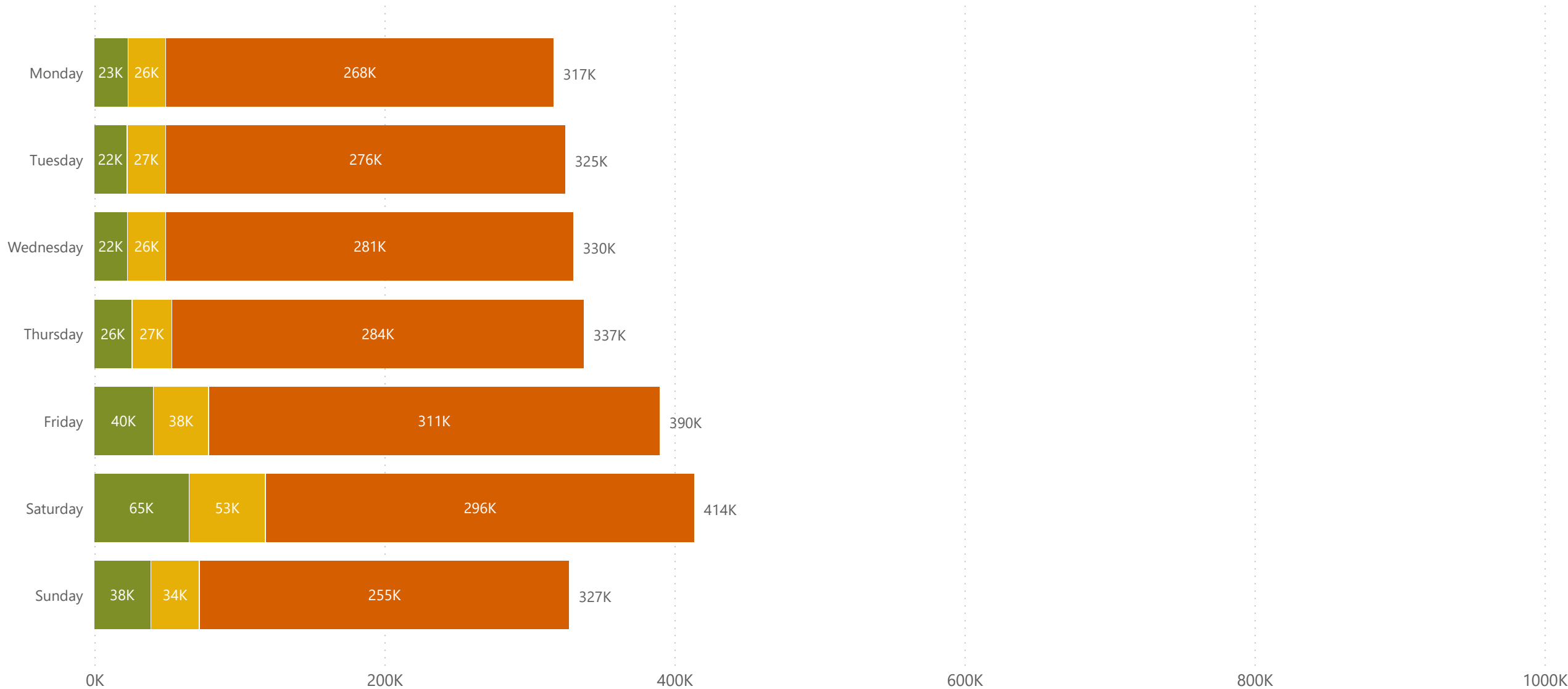
Mono Village, CA



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

City of Sonora (North Washington)

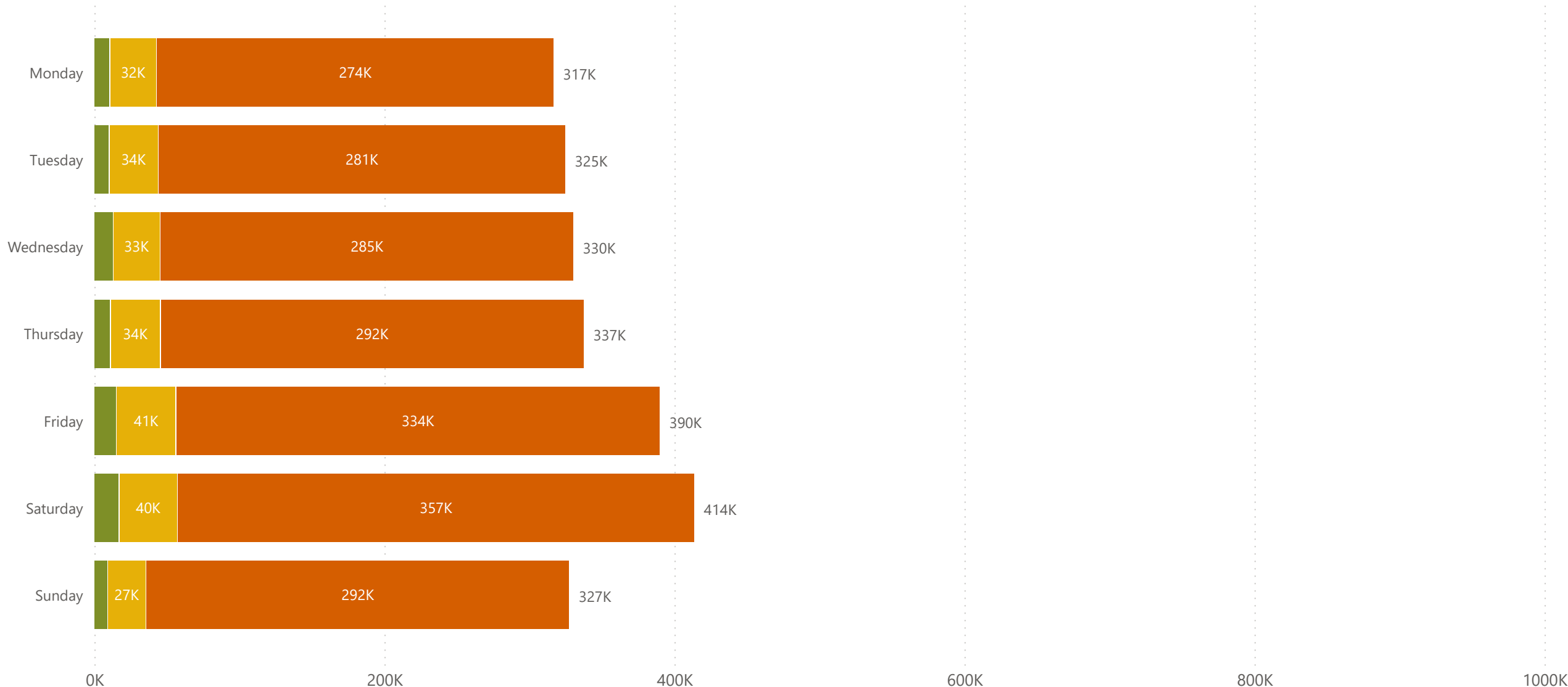
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

City of Sonora (South Washington)

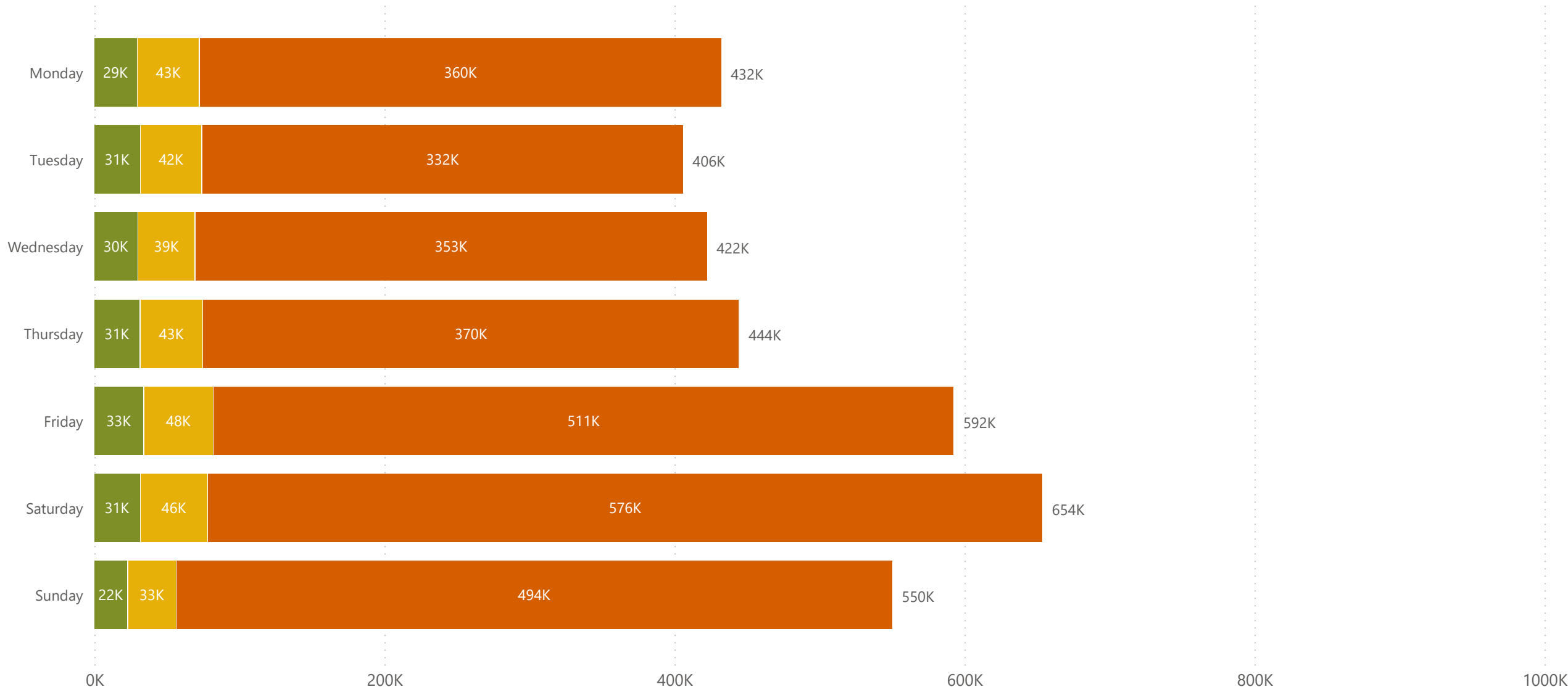
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

City of Sonora (West Mono)

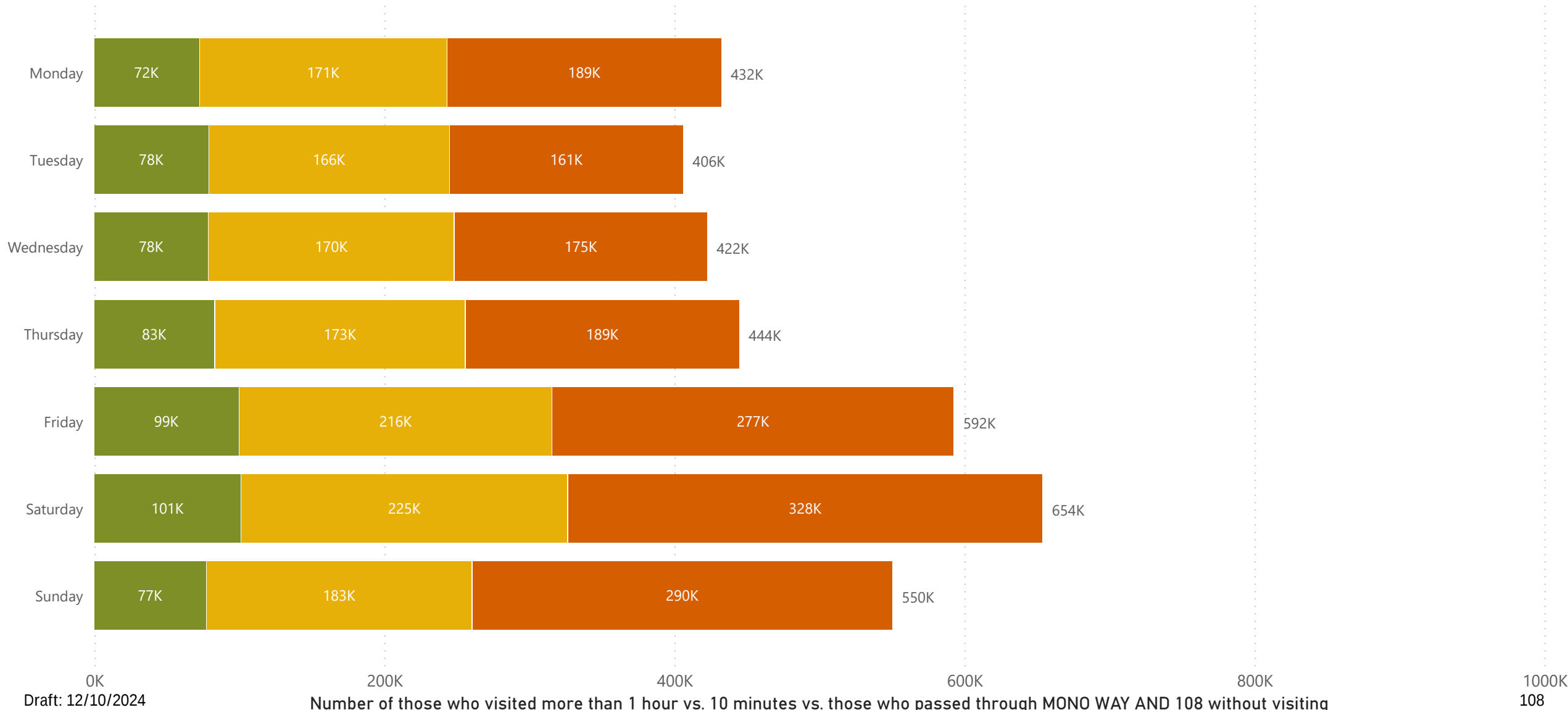
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

City of Sonora (East Mono)

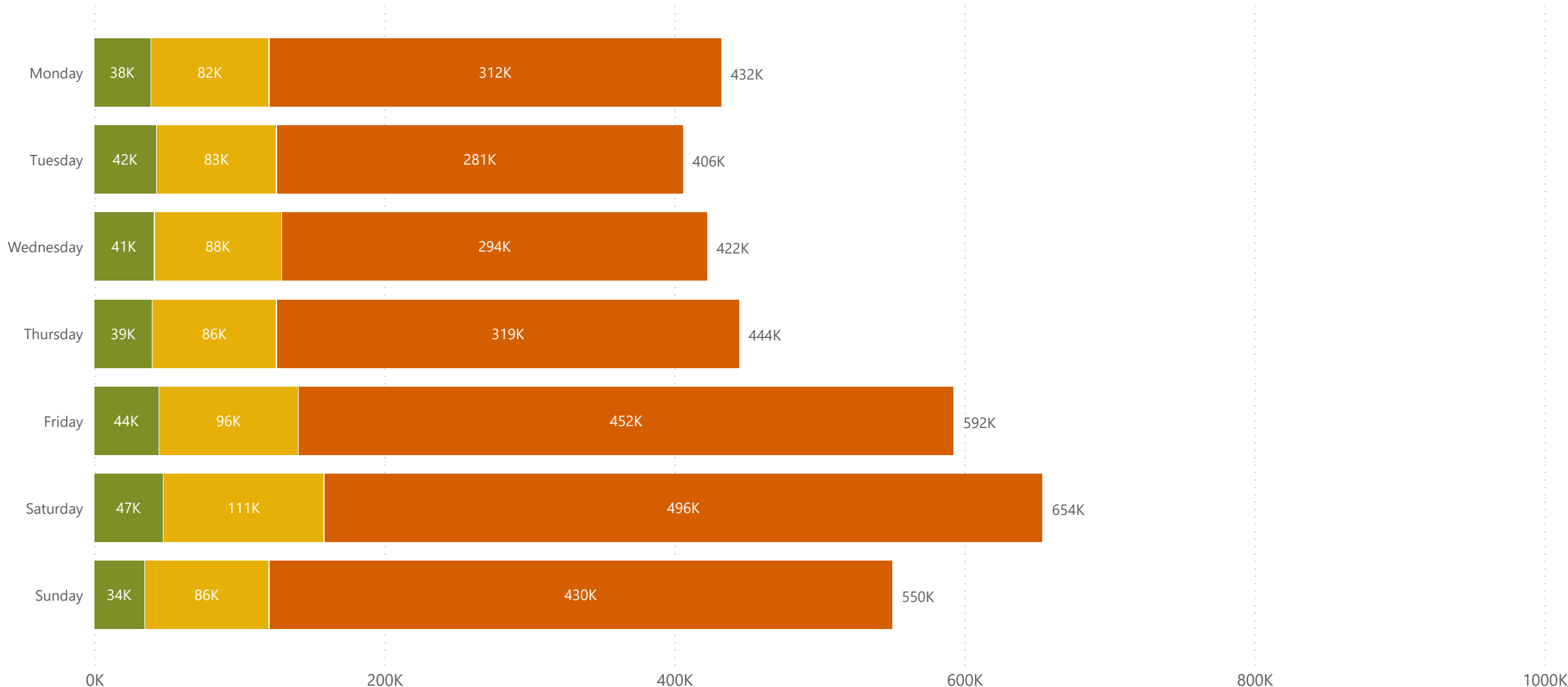
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

East Sonora (West Mono)

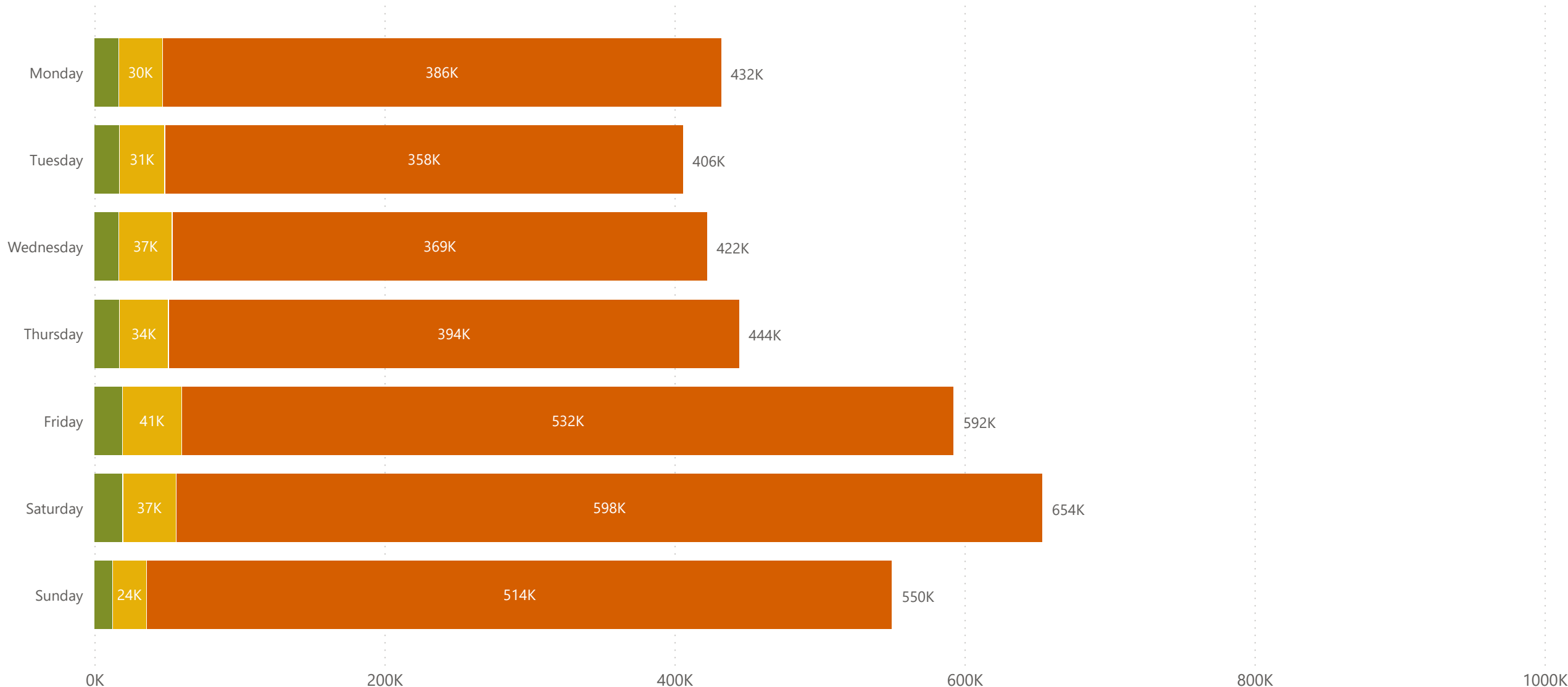
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



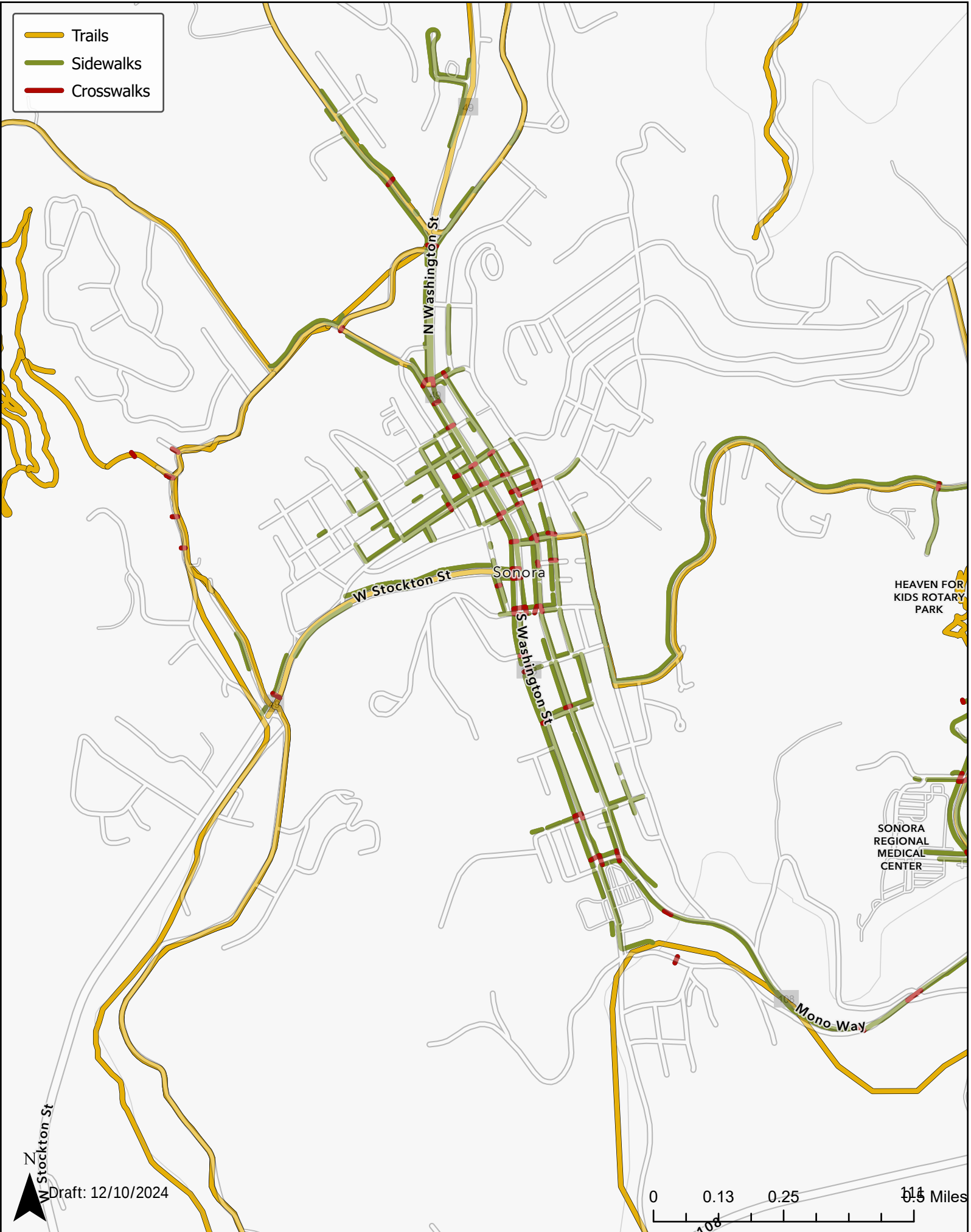
C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

East Sonora (East Mono)

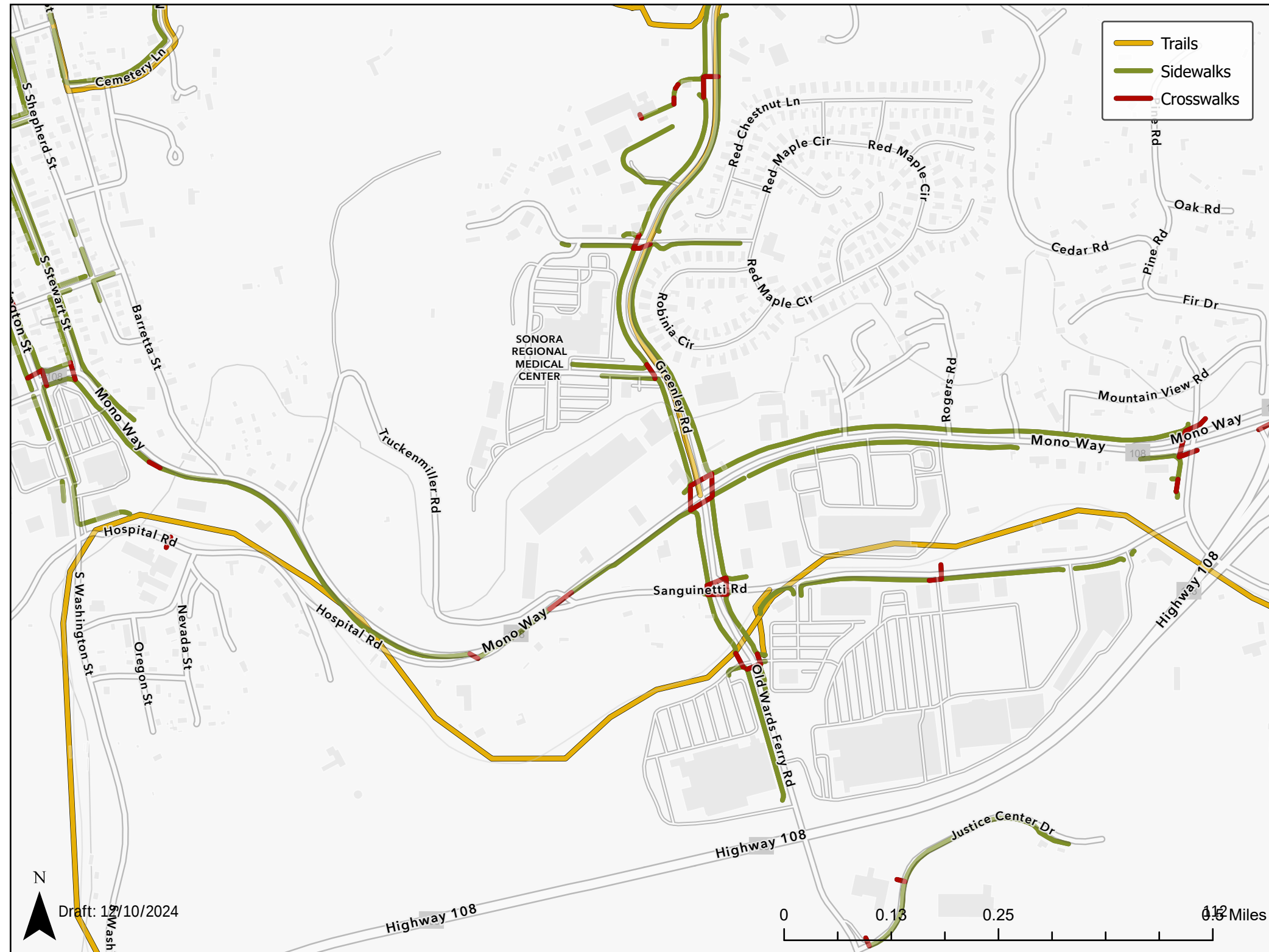
● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



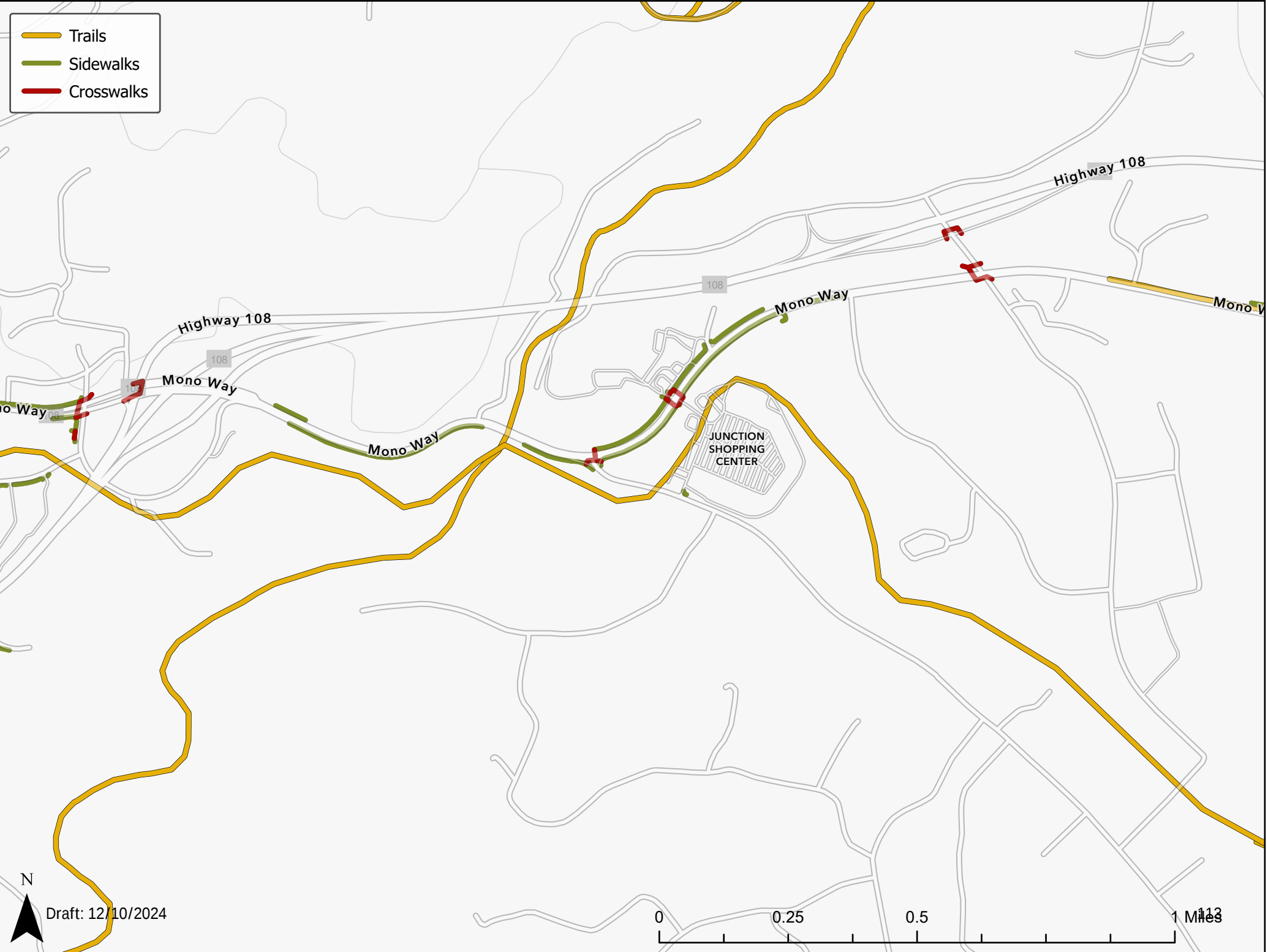
Sonora A1/A2. Town Center (City of Sonora - North/South Washington)



Sonora A3-A4. Town Center (City of Sonora - East & West Mono Way)



Sonora A5. Town Center (East Sonora - West Mono Way)



Sonora A6. Town Center (East Sonora - East Mono Way)

- Trails
- Sidewalks
- Crosswalks

Highway 108

Peaceful Oak Rd

Mono Way

Mono Way

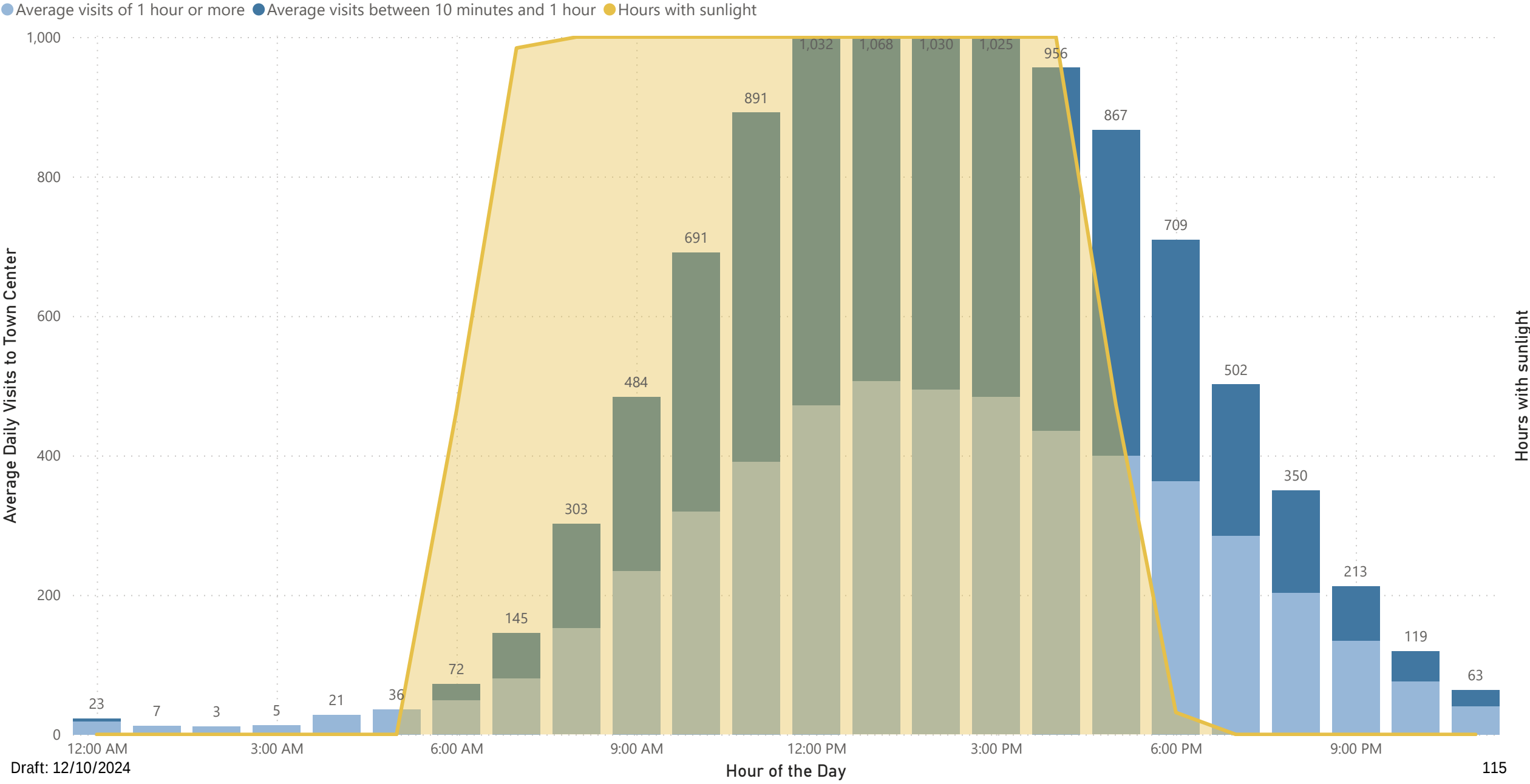
N

Draft: 12/10/2024

0 0.13 0.25 0.5 Miles

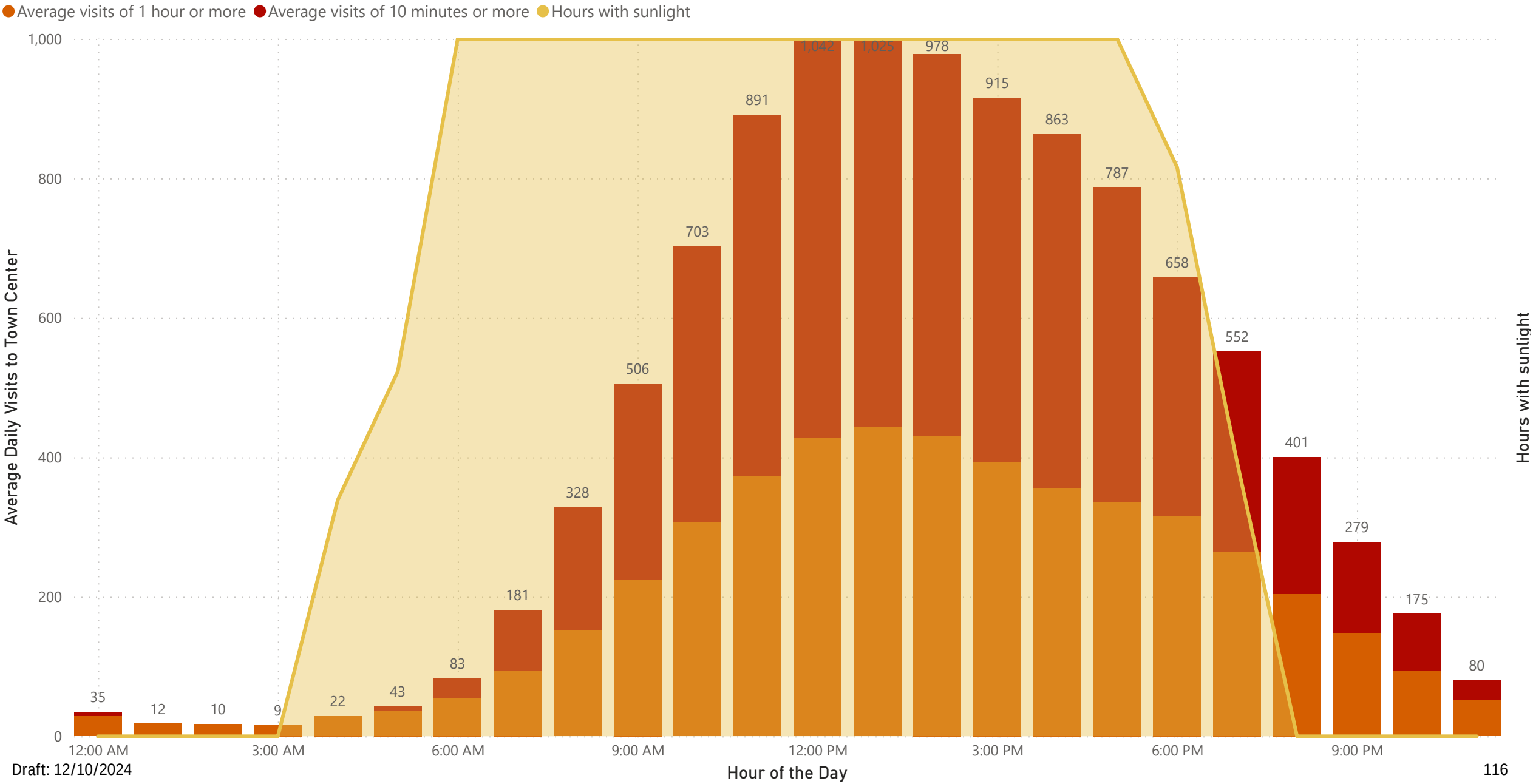
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

CITY OF SONORA (NORTH WASHINGTON)



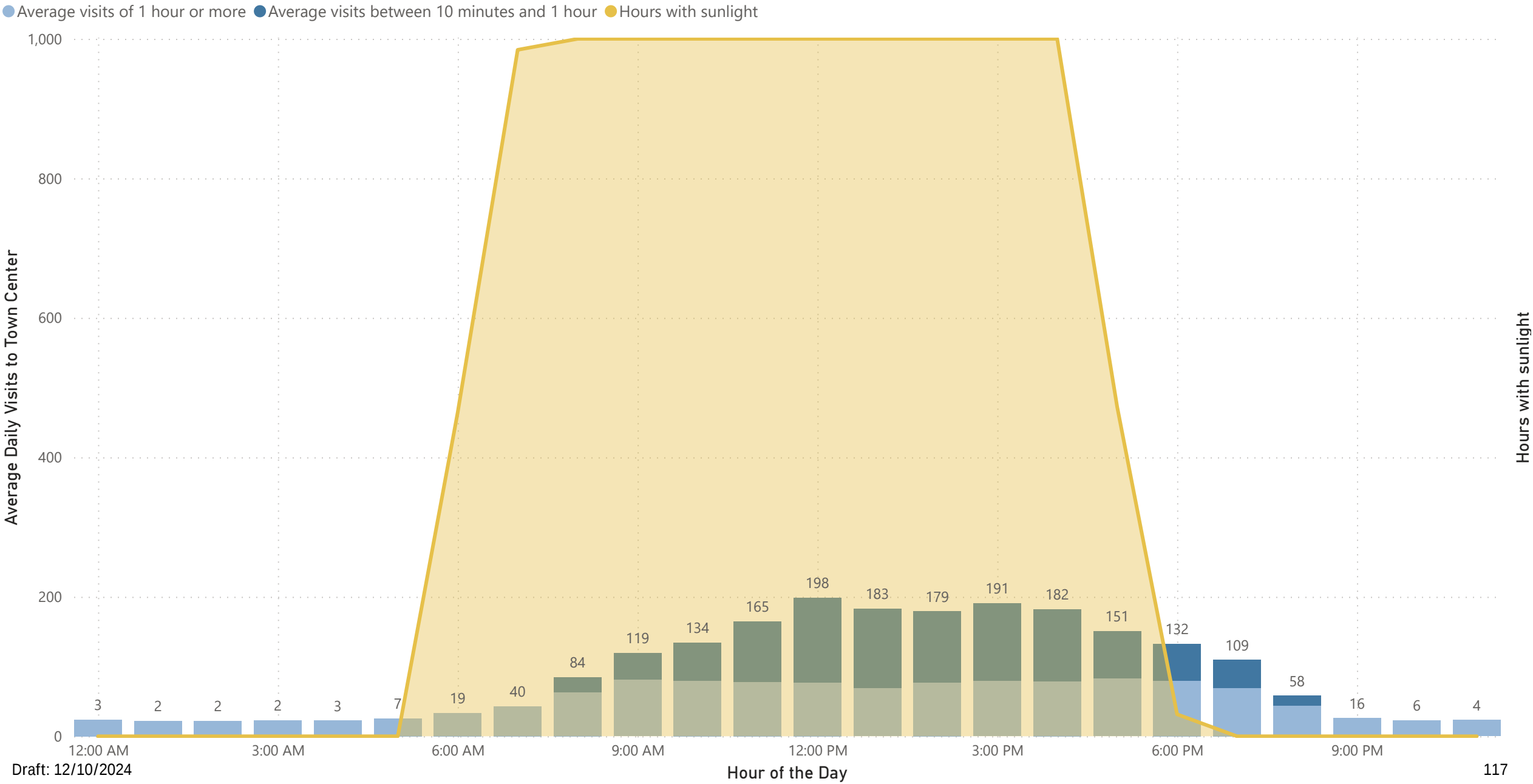
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

CITY OF SONORA (NORTH WASHINGTON)



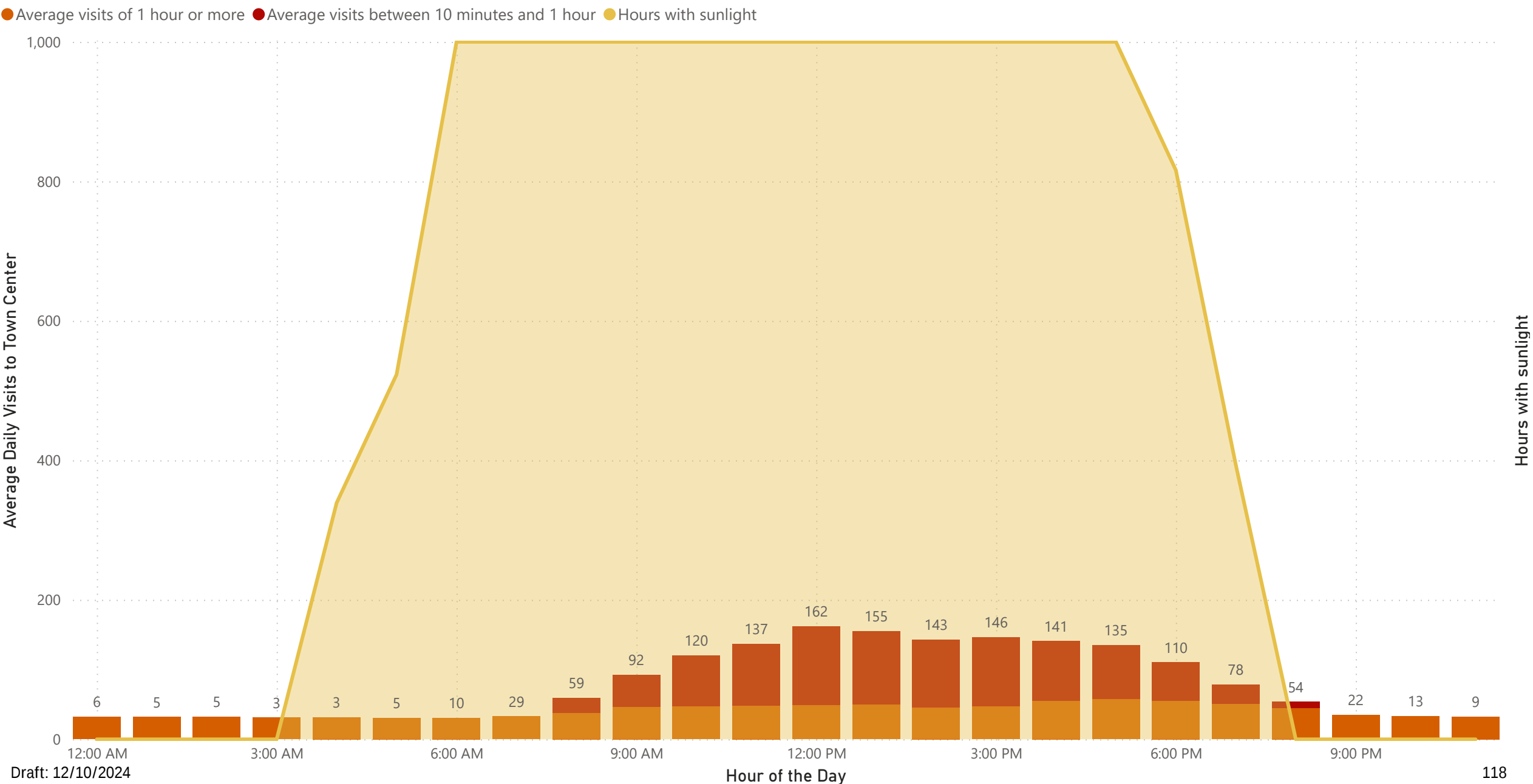
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

CITY OF SONORA (SOUTH WASHINGTON)



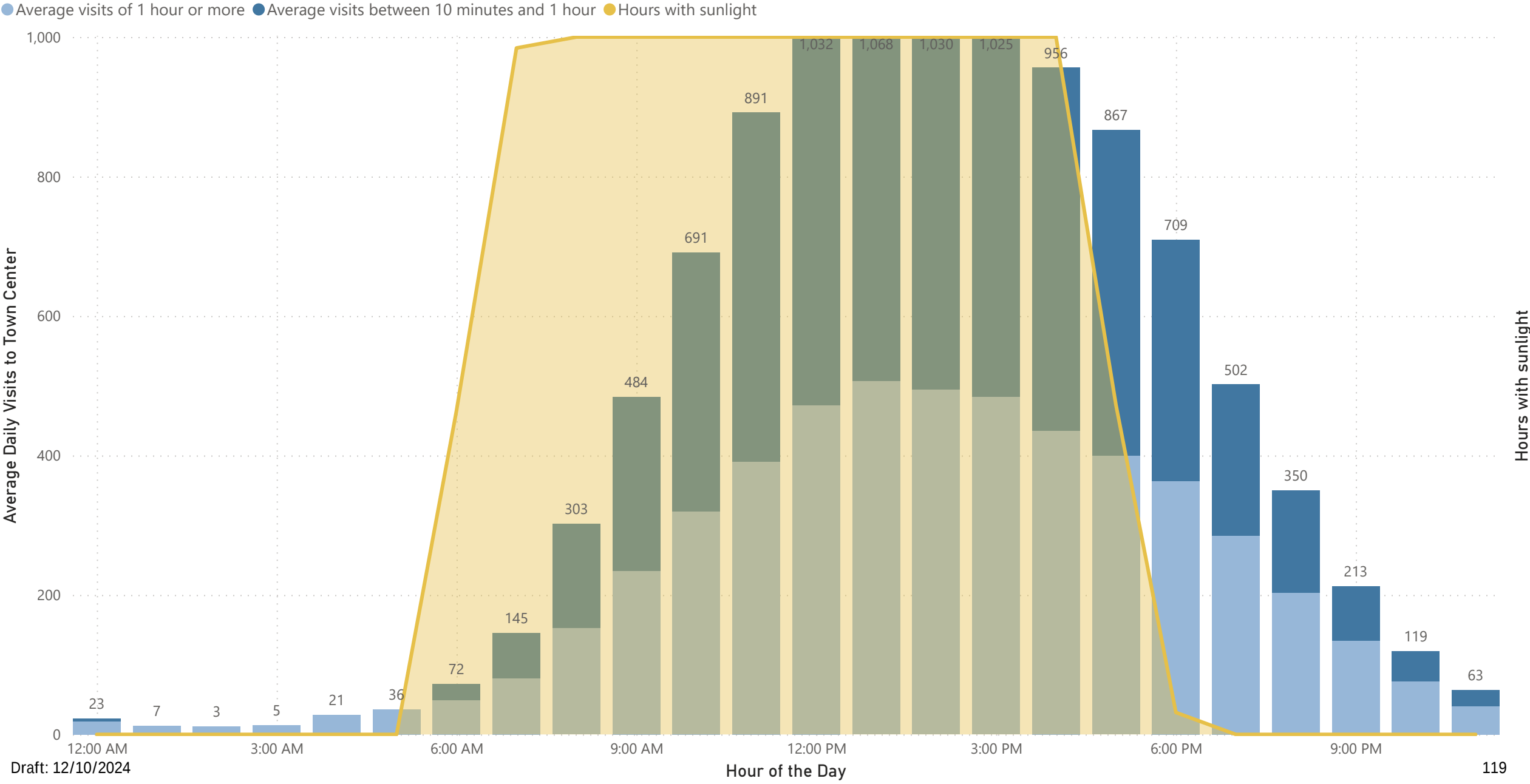
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

CITY OF SONORA (SOUTH WASHINGTON)



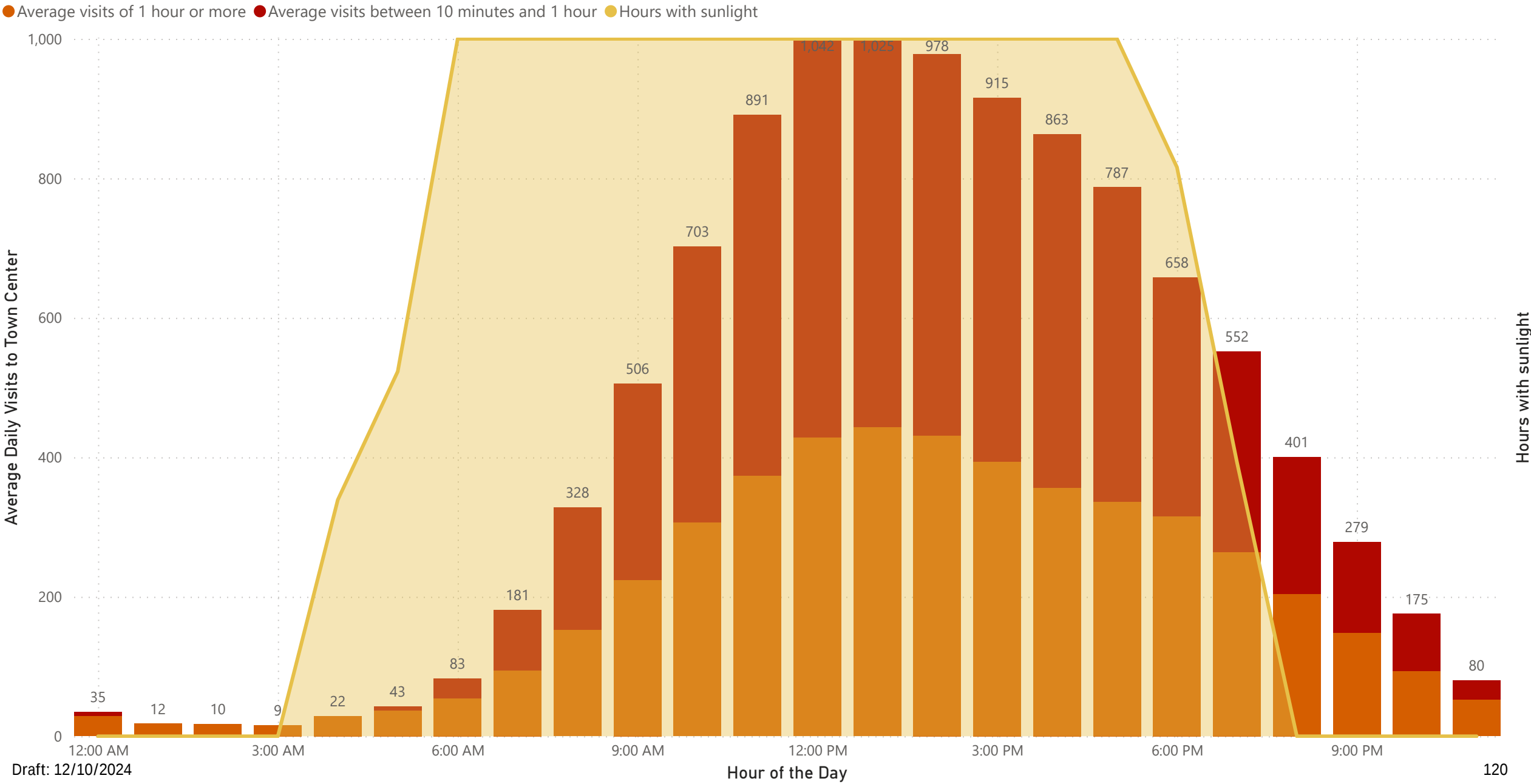
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

CITY OF SONORA (EAST MONO)



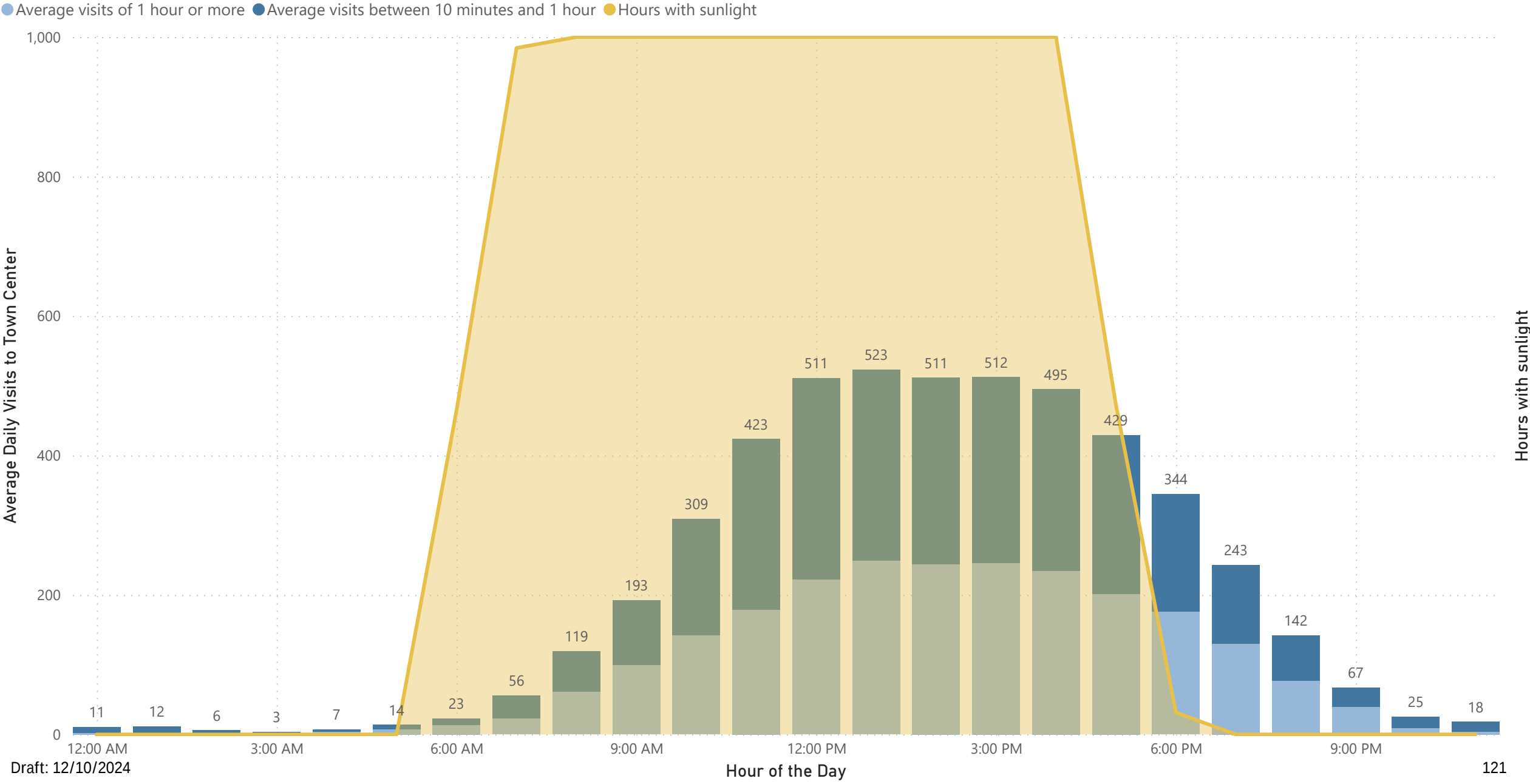
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

CITY OF SONORA (EAST MONO)



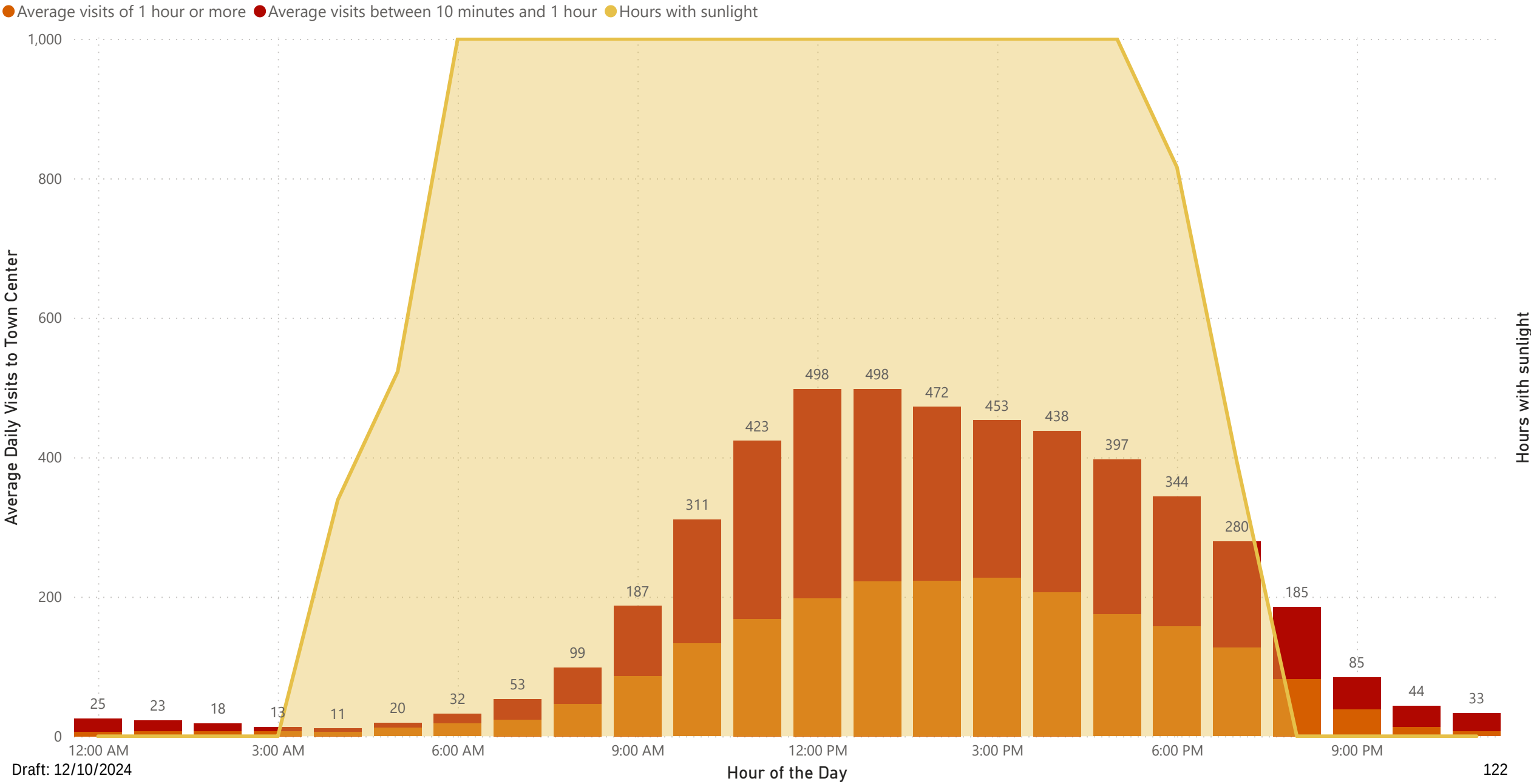
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

EAST SONORA (WEST MONO)



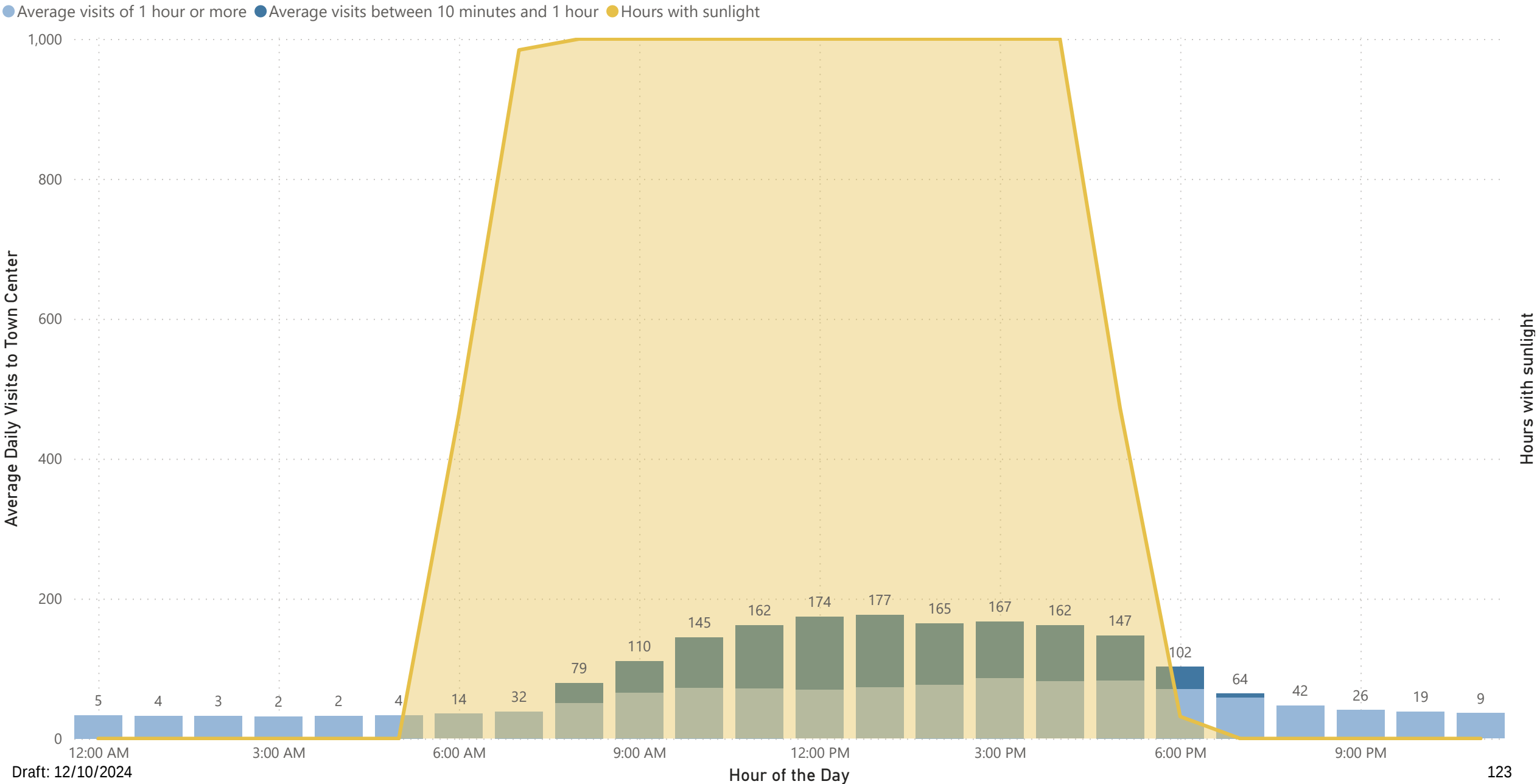
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

EAST SONORA (WEST MONO)



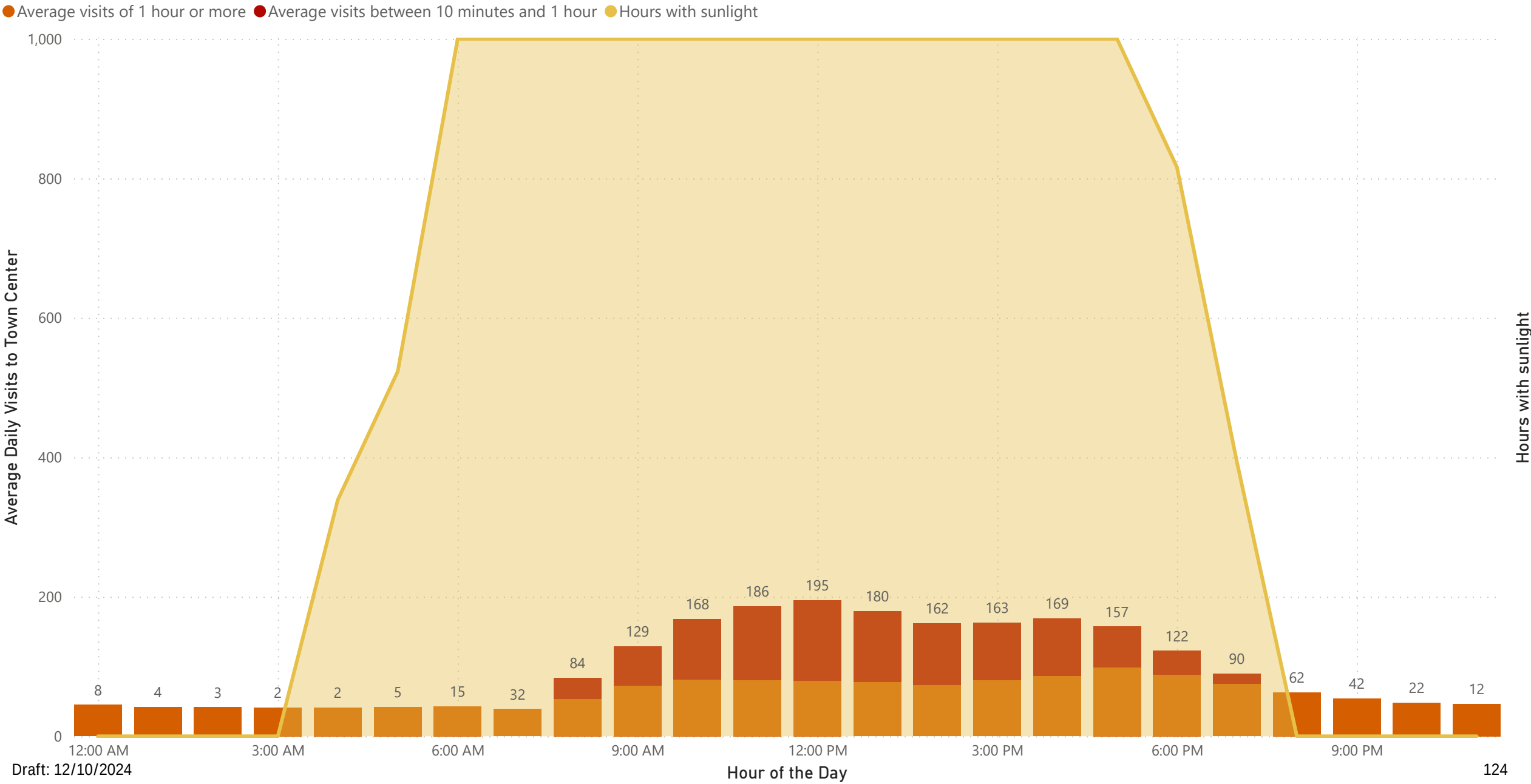
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

EAST SONORA (EAST MONO)



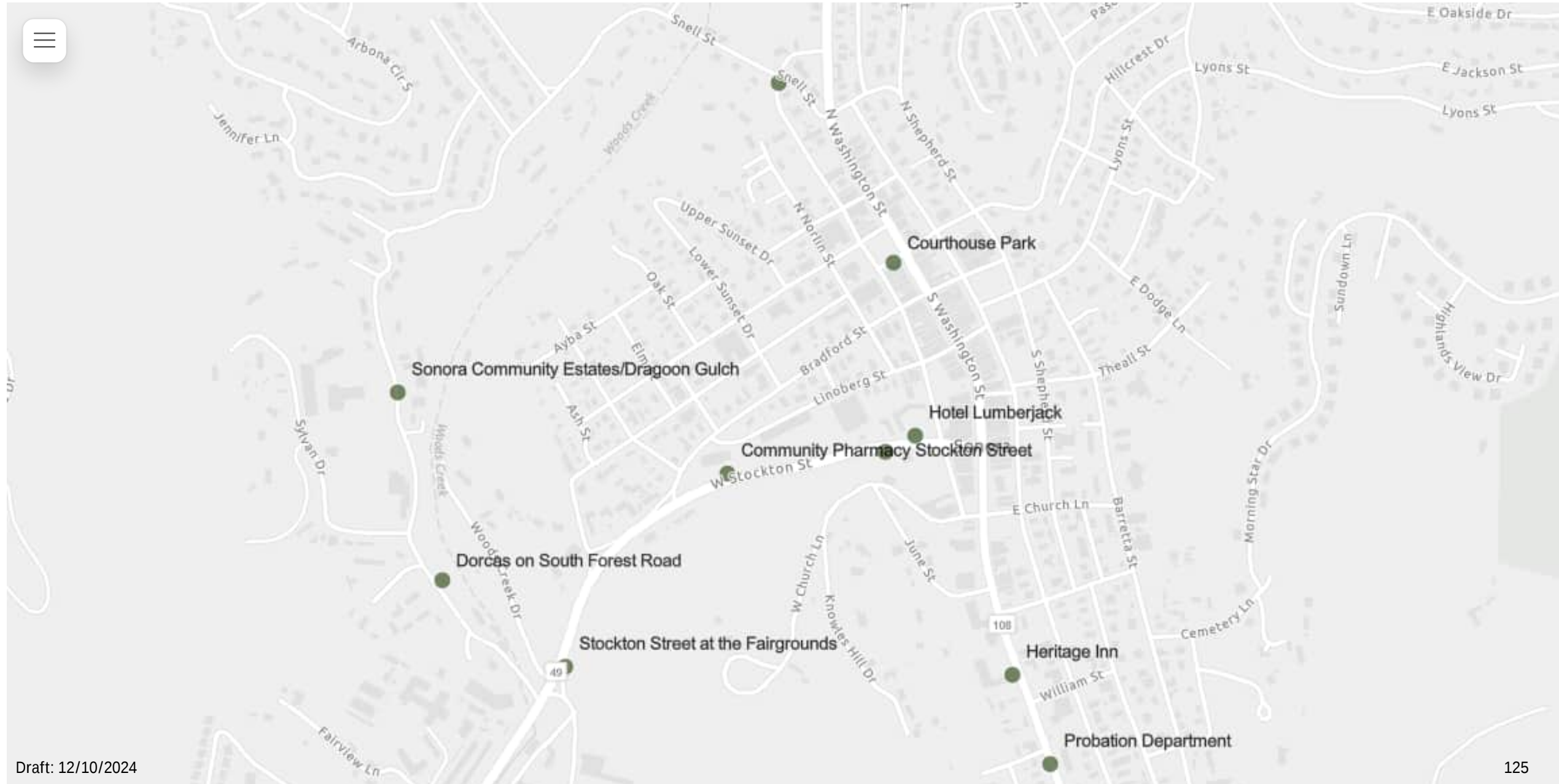
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

EAST SONORA (EAST MONO)



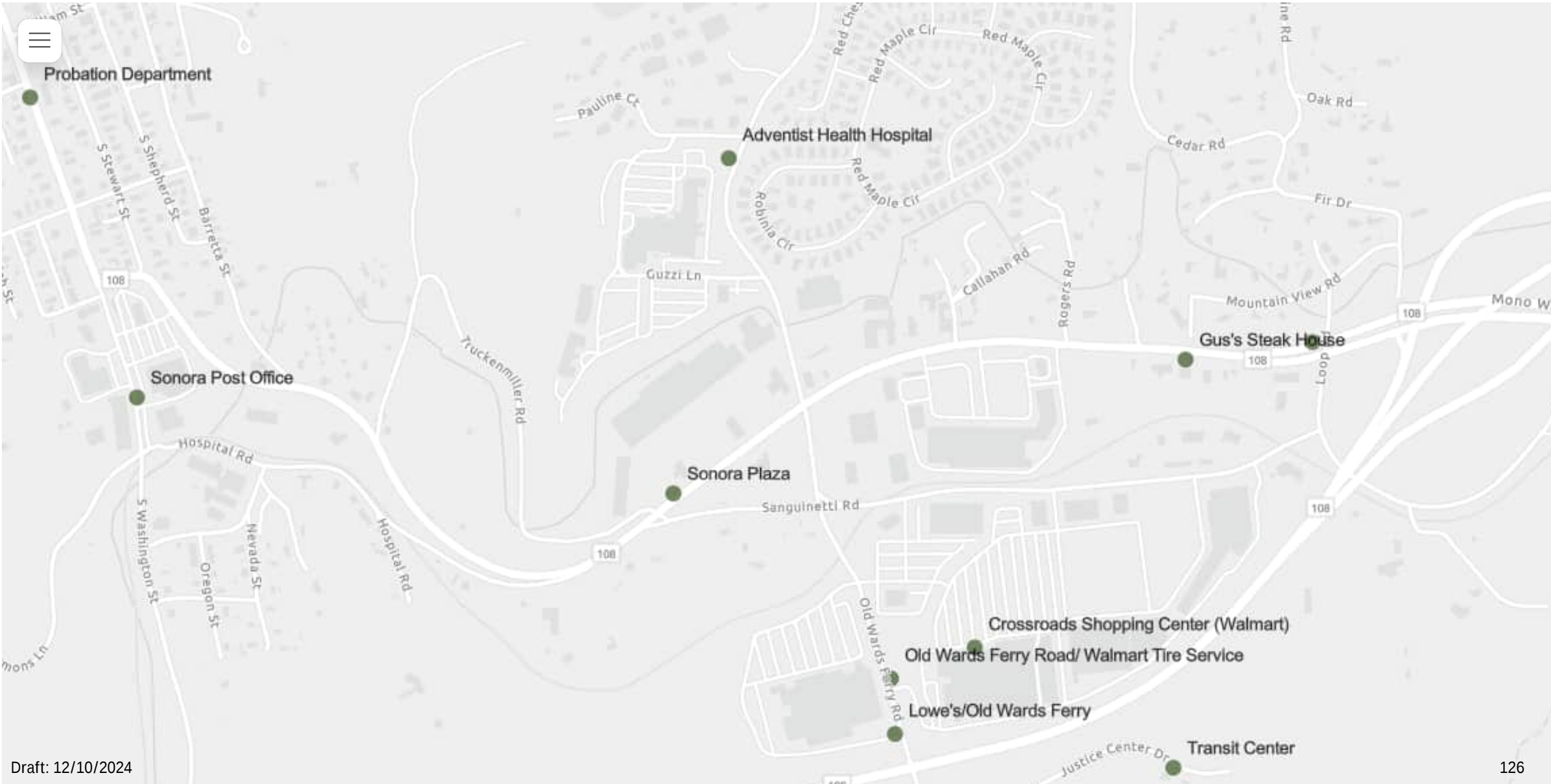
CITY OF SONORA (Washington Street)

CITY OF SONORA (Washington Street)



G. Transportation Stops

CITY OF SONORA (Mono Way)



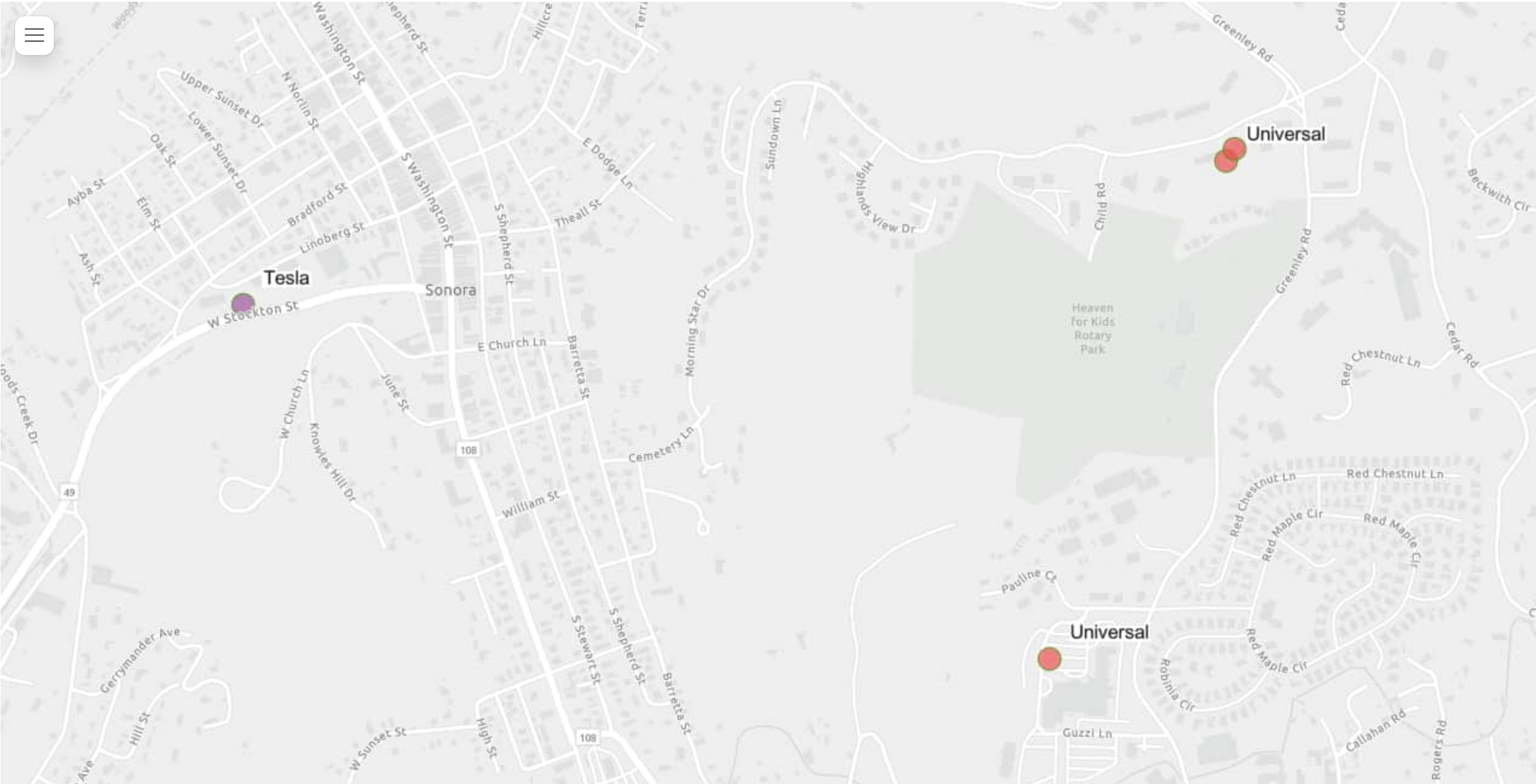
G. Transportation Stops

EAST SONORA (Mono Way)



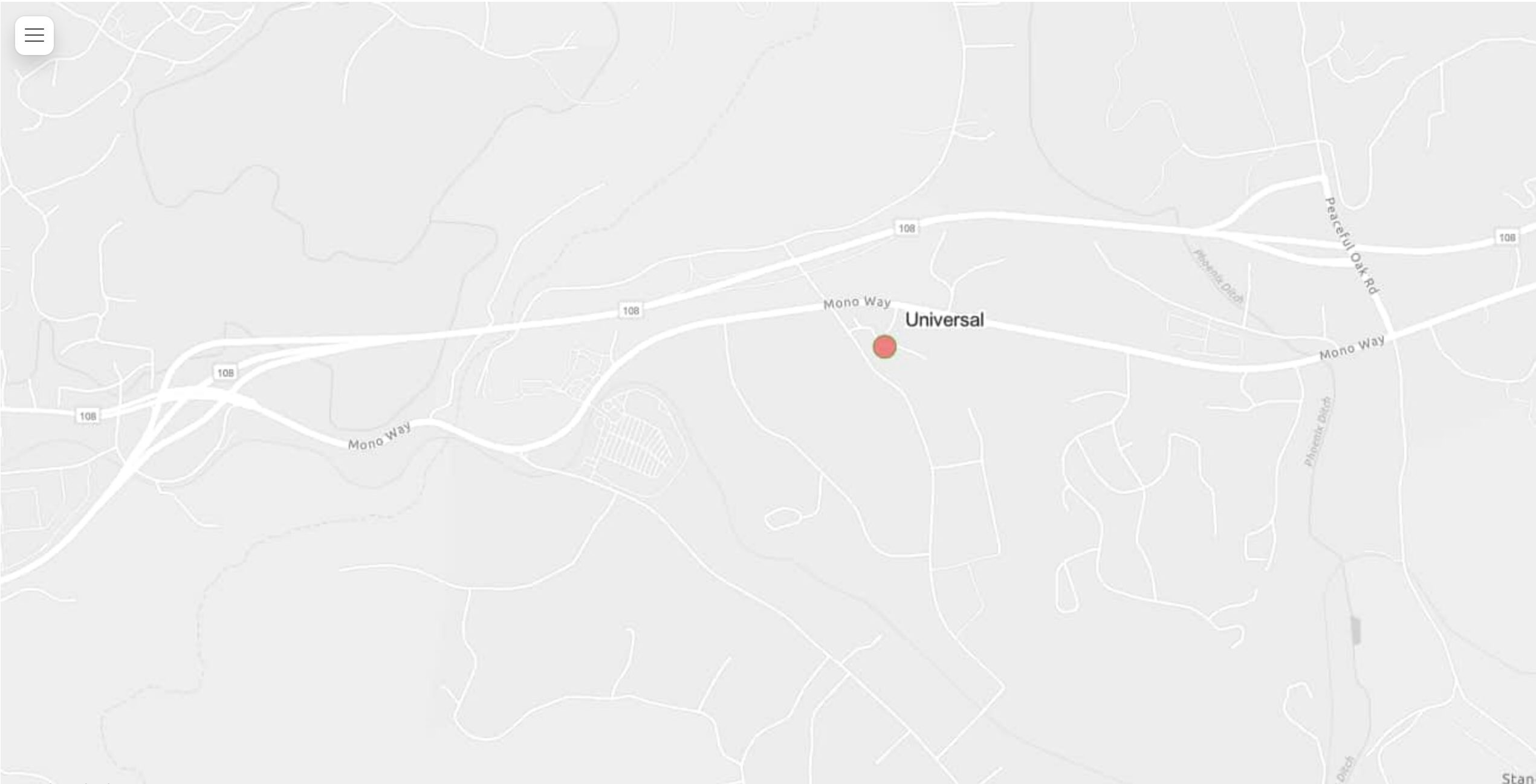
H. EXISTING EV CHARGING STATIONS

CITY OF SONORA



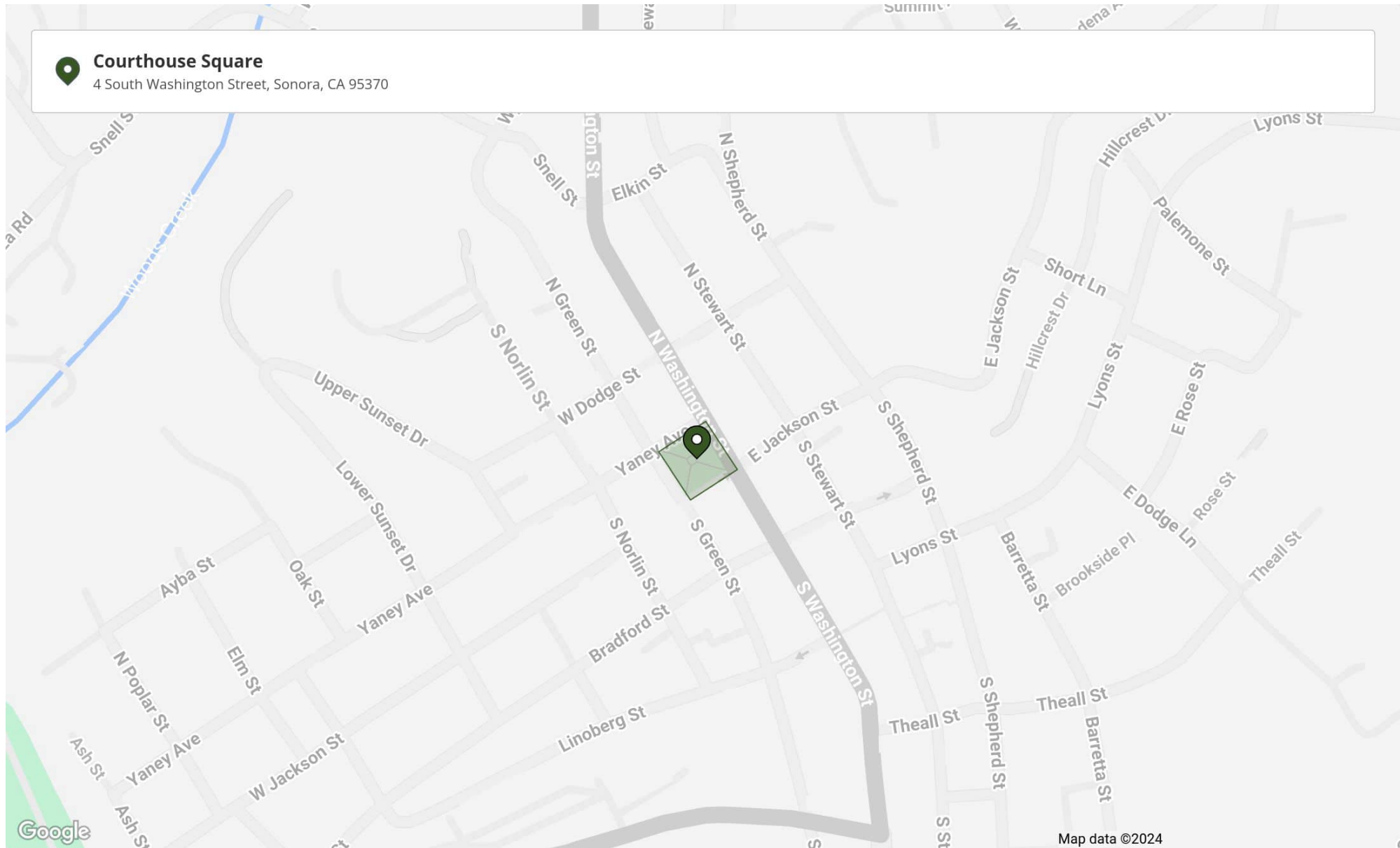
H. EXISTING EV CHARGING STATIONS

EAST SONORA



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

Courthouse Square
4 South Washington Street, Sonoma, CA 953...

Visits	27.5K	Panel Visits	889
Audience	20.3K	Visits YoY	-1.7%
Visit Frequency	1.36	Visits Yo2Y	-18.5%
Avg. Dwell Time	54 min	Visits Yo3Y	-19.4%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



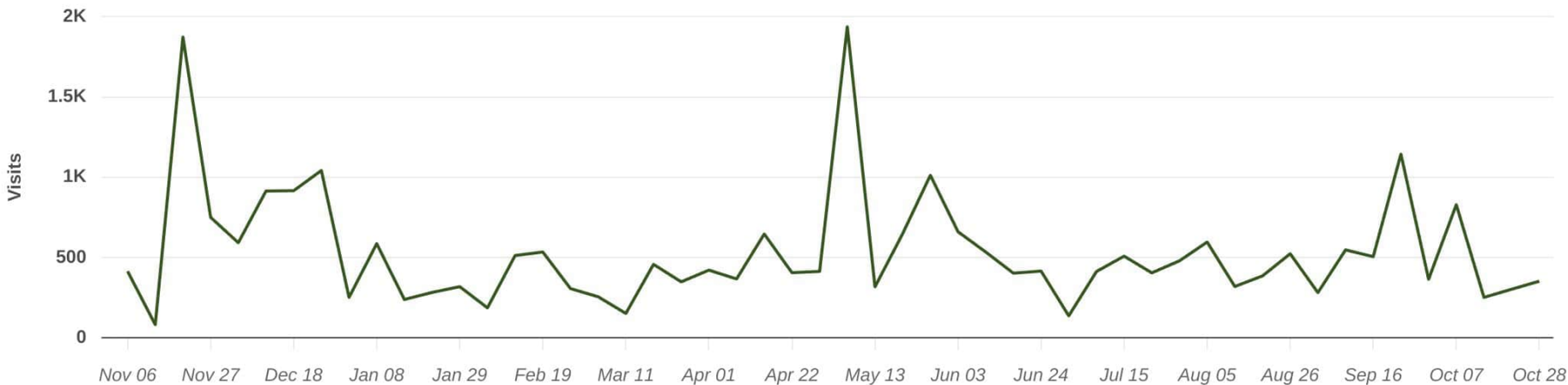
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend

Courthouse Square
South Washington Street, Sonora, CA



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



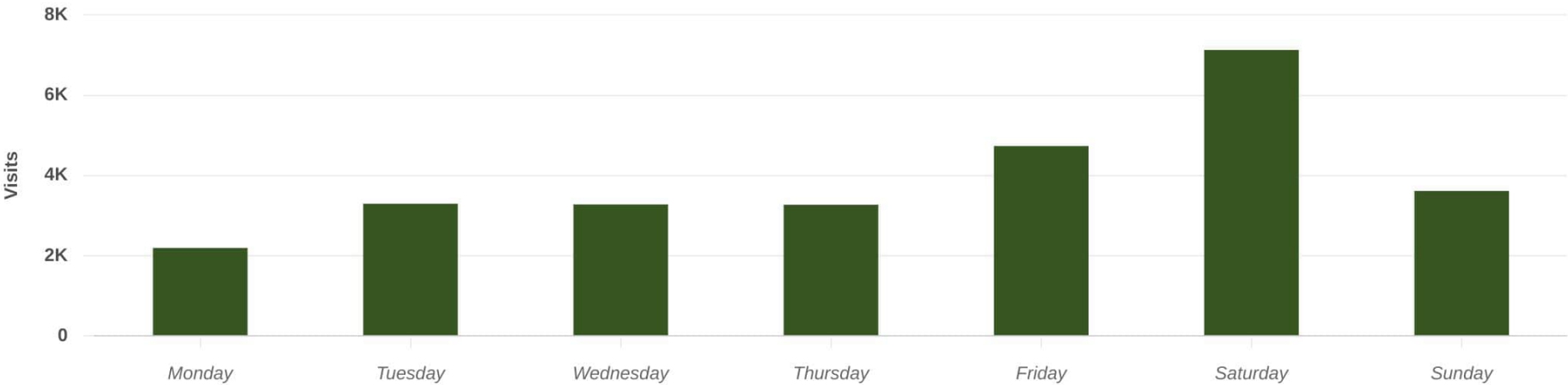
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits

Courthouse Square
4 South Washington Street, Sonora, CA 9...



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



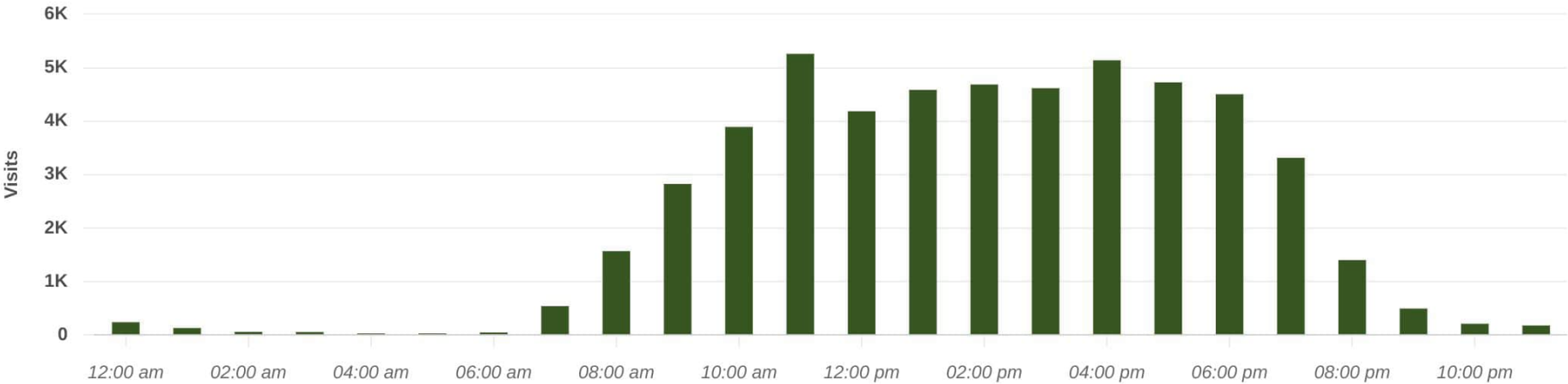
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Courthouse Square
4 South Washington Street, Sonoma, CA 9...



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



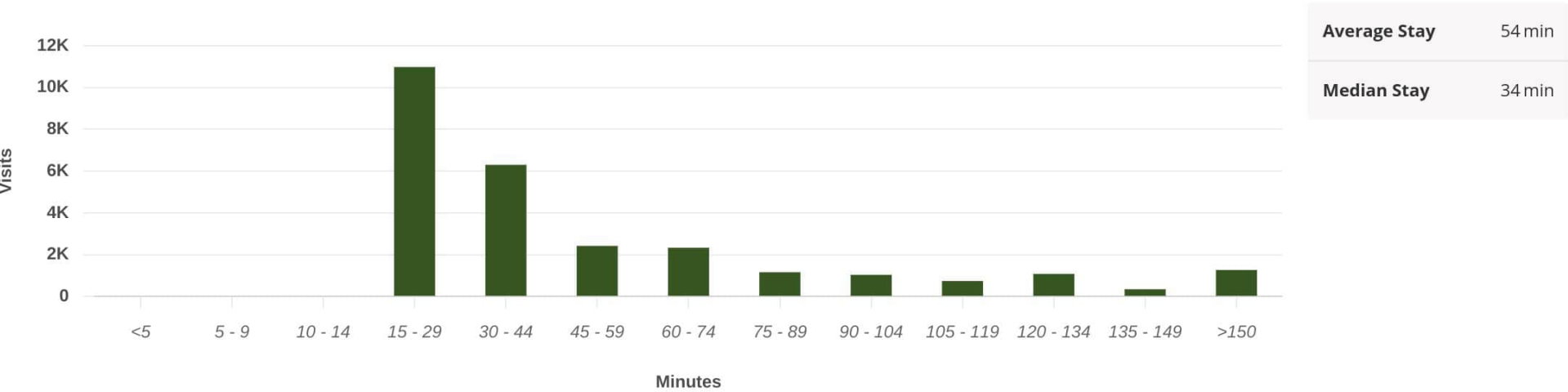
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Courthouse Square
4 South Washington Street, Sonoma, CA 953...

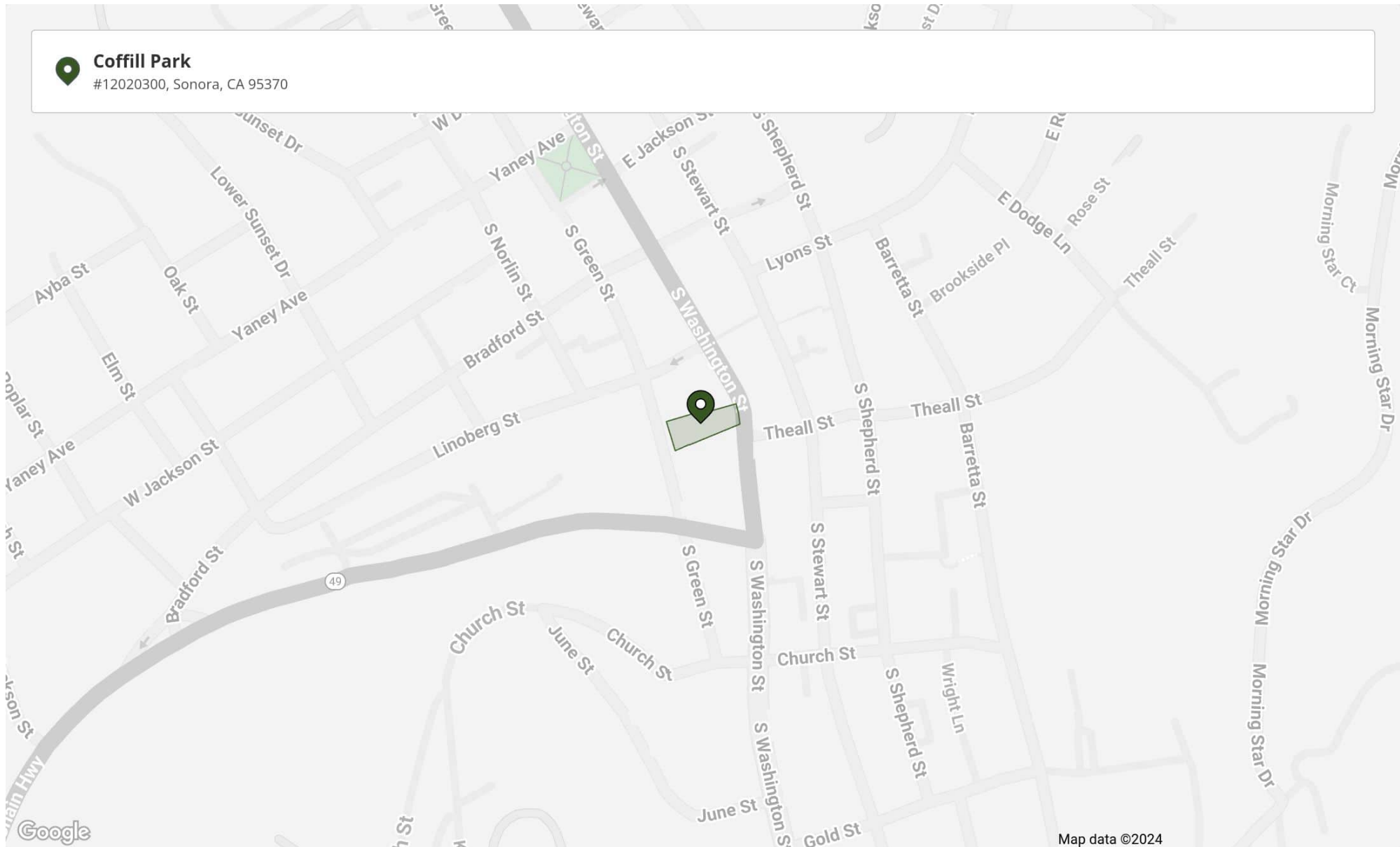


Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

 **Coffill Park**
#12020300, Sonoma, CA 95370

Visits	49K	Panel Visits	1.7K
Audience	31.1K	Visits YoY	+7.8%
Visit Frequency	1.58	Visits Yo2Y	+15.7%
Avg. Dwell Time	94 min	Visits Yo3Y	+14.8%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



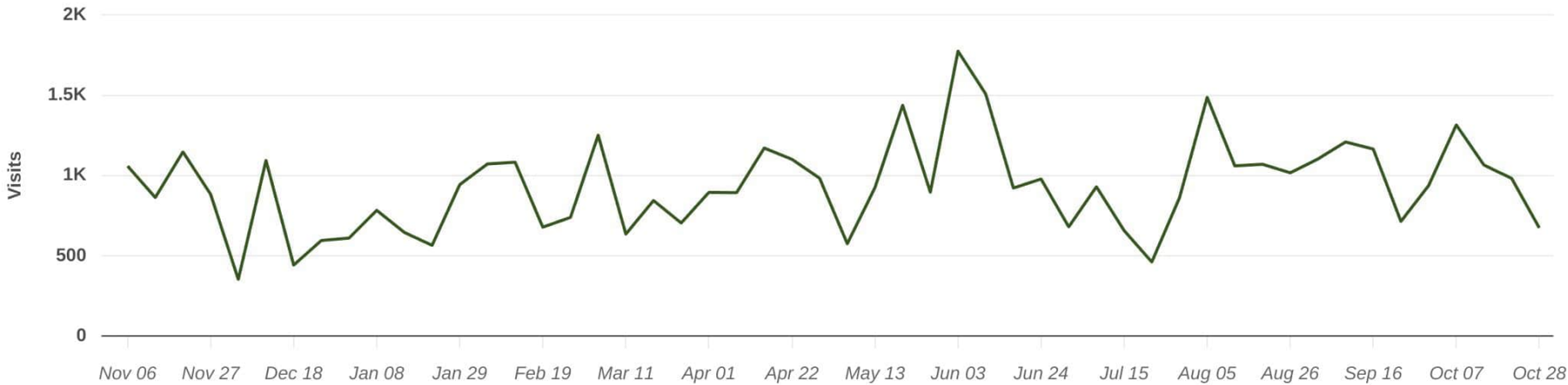
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend

Coffill Park
Sonora, CA



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

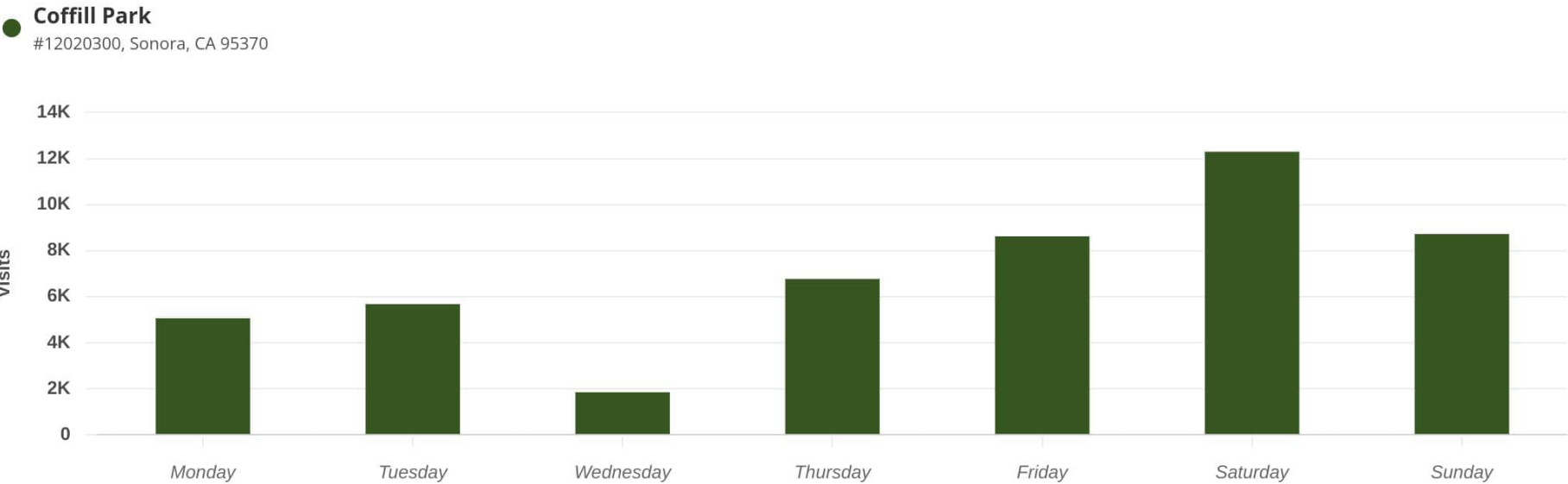


I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



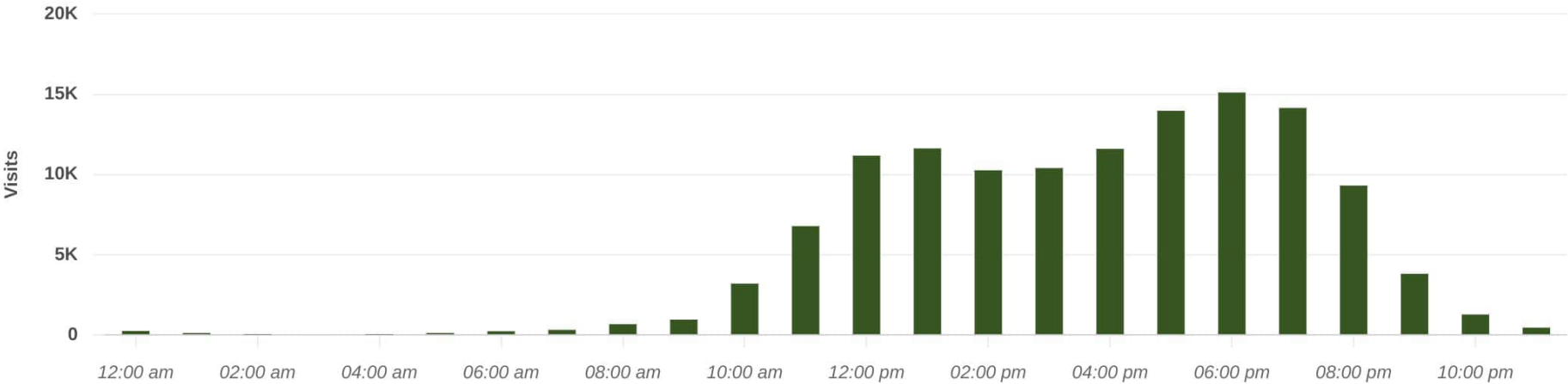
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Coffill Park
#12020300, Sonora, CA 95370



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



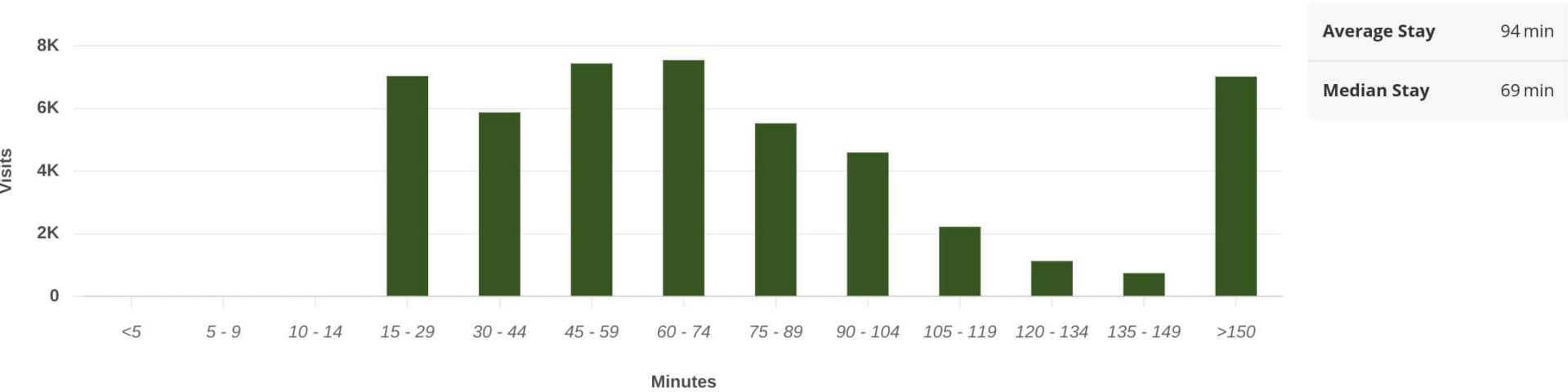
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Coffill Park
#12020300, Sonora, CA 95370

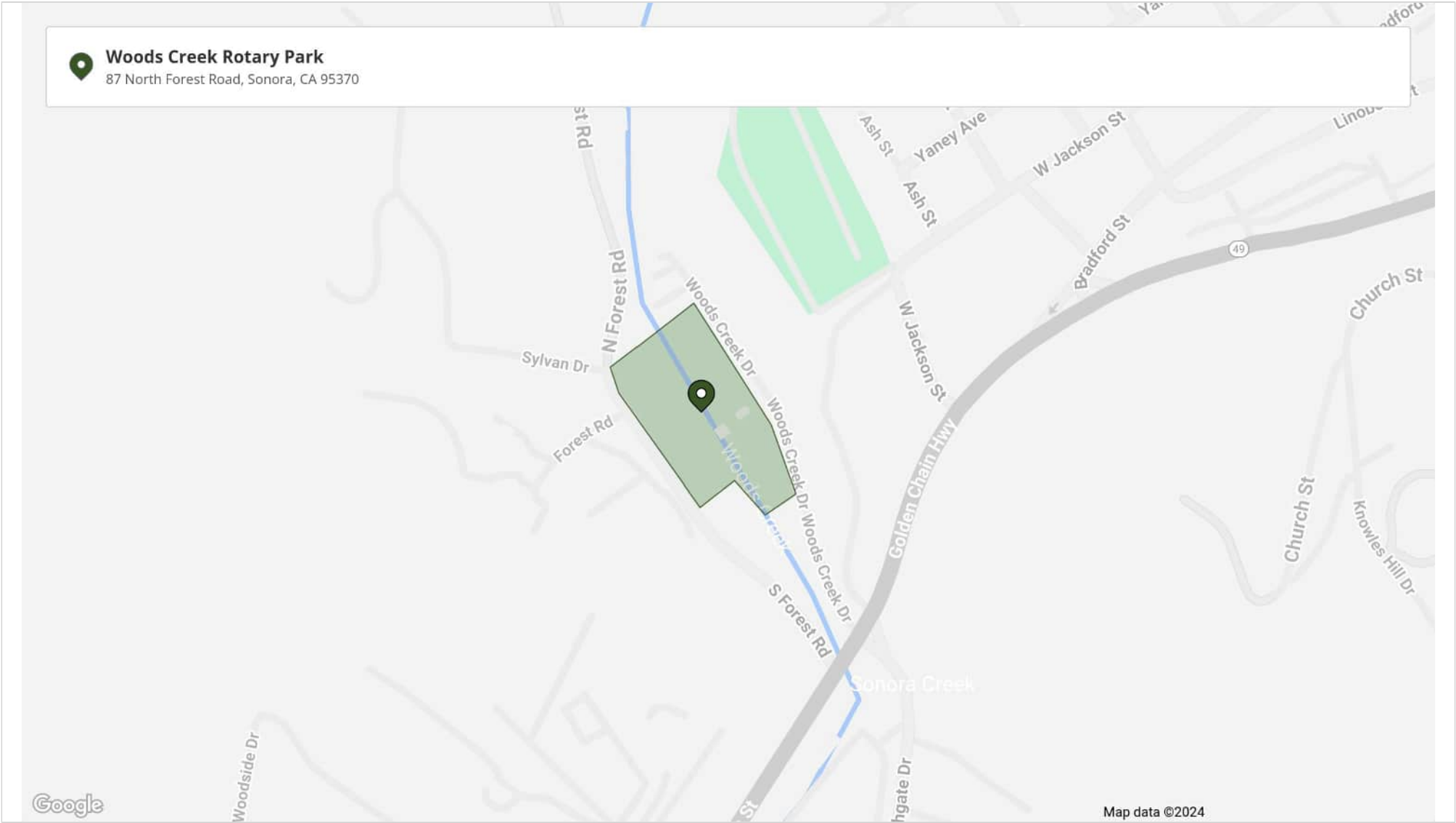


Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

 **Woods Creek Rotary Park**
87 North Forest Road, Sonora, CA 95370

Visits	19K	Panel Visits	651
Audience	11K	Visits YoY	-8.5%
Visit Frequency	1.74	Visits Yo2Y	-18.8%
Avg. Dwell Time	64 min	Visits Yo3Y	-38.7%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend

Woods Creek Rotary Park
North Forest Road, Sonora, CA



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



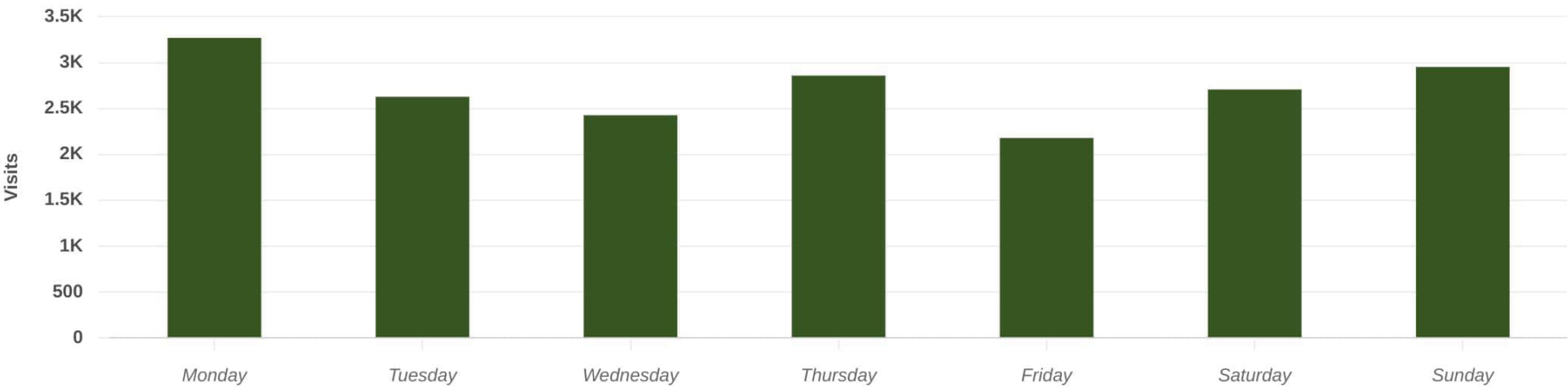
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits

Woods Creek Rotary Park
87 North Forest Road, Sonora, CA 95370



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



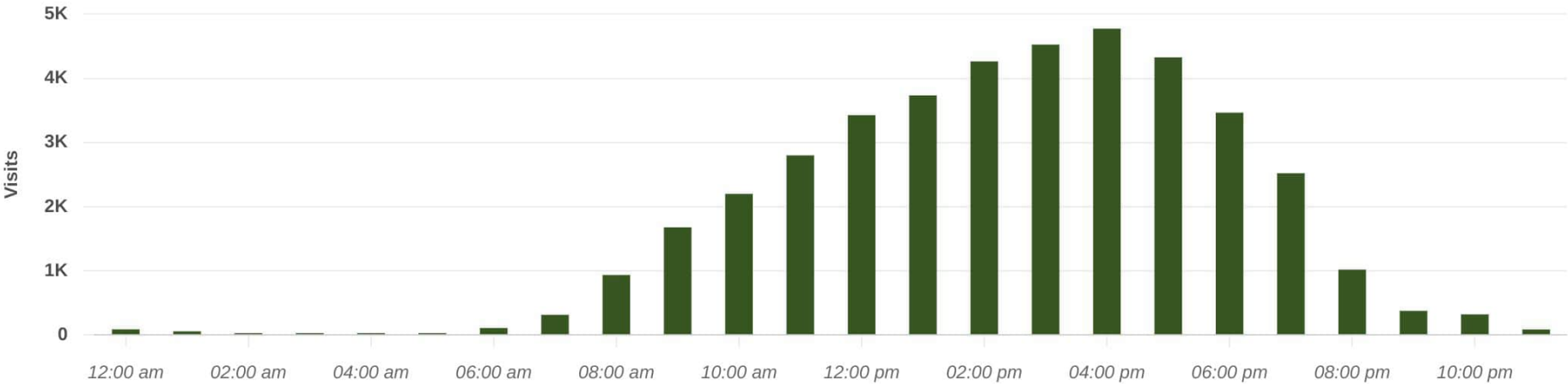
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Woods Creek Rotary Park
87 North Forest Road, Sonora, CA 95370



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



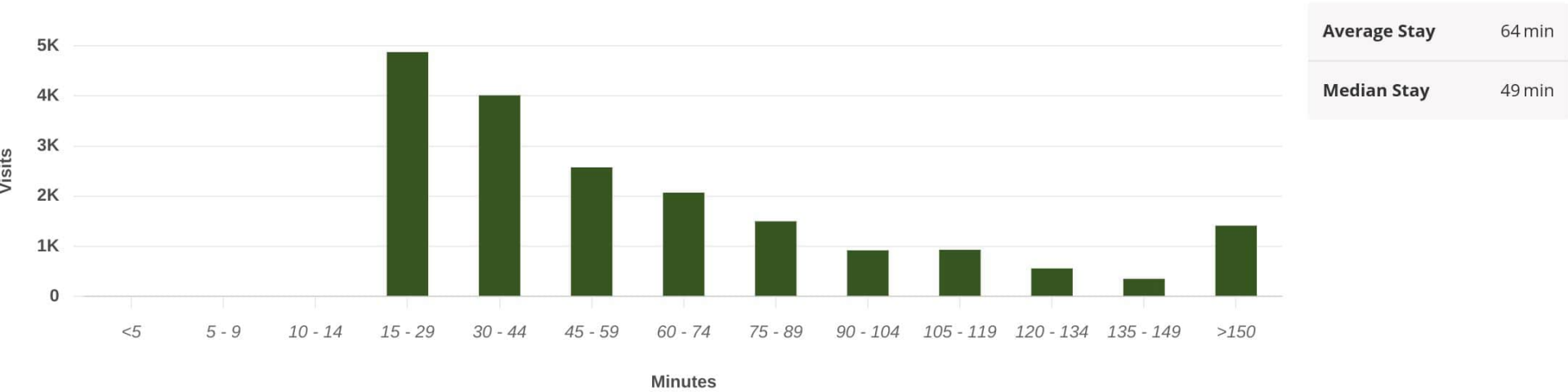
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Woods Creek Rotary Park
87 North Forest Road, Sonora, CA 95370

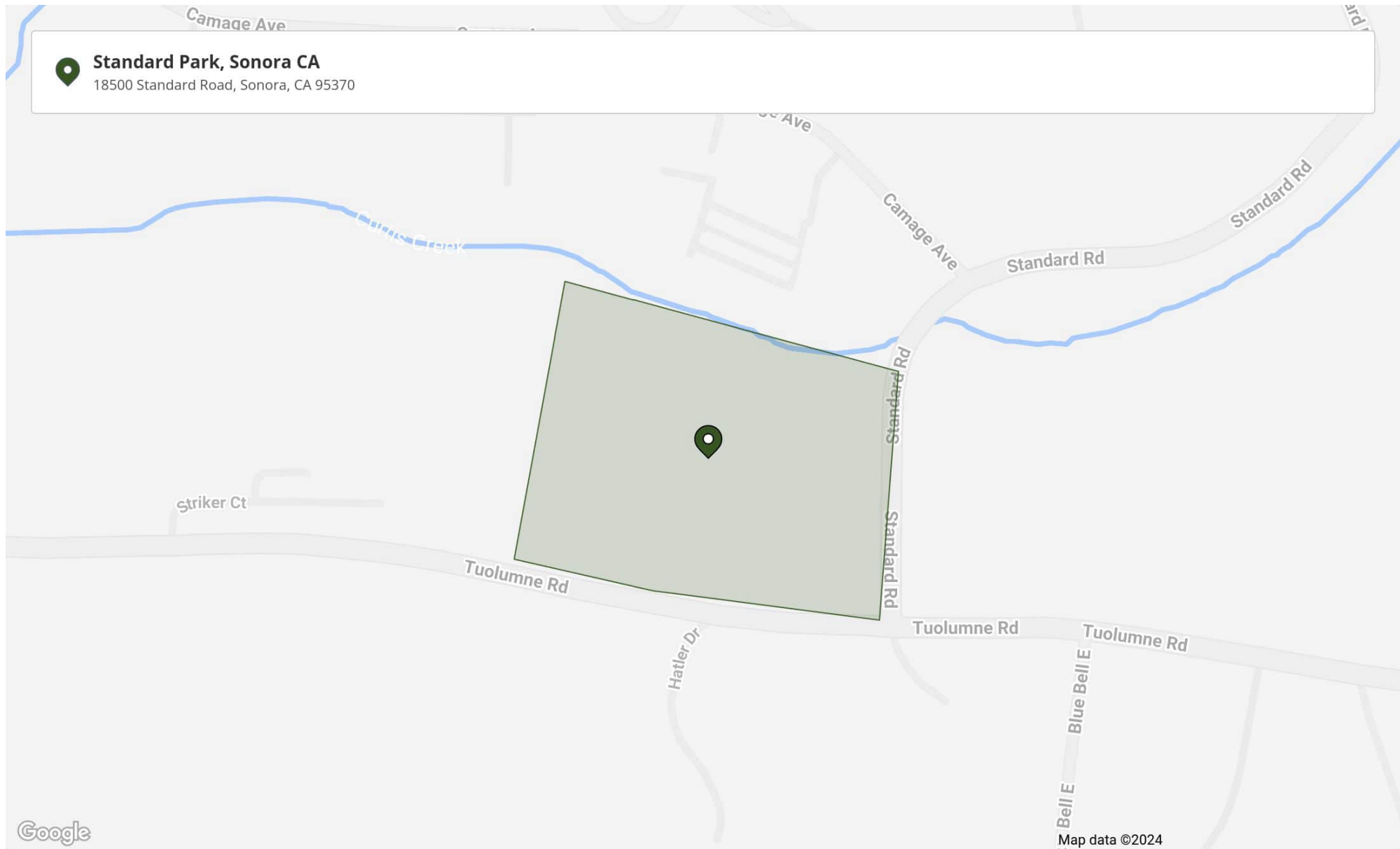


Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Parks In or Neat Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

 **Standard Park, Sonora CA**
18500 Standard Road, Sonora, CA 95370

Visits	141.8K	Panel Visits	7.8K
Audience	21.2K	Visits YoY	+94.4%
Visit Frequency	6.68	Visits Yo2Y	+40.8%
Avg. Dwell Time	71 min	Visits Yo3Y	+170.9%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

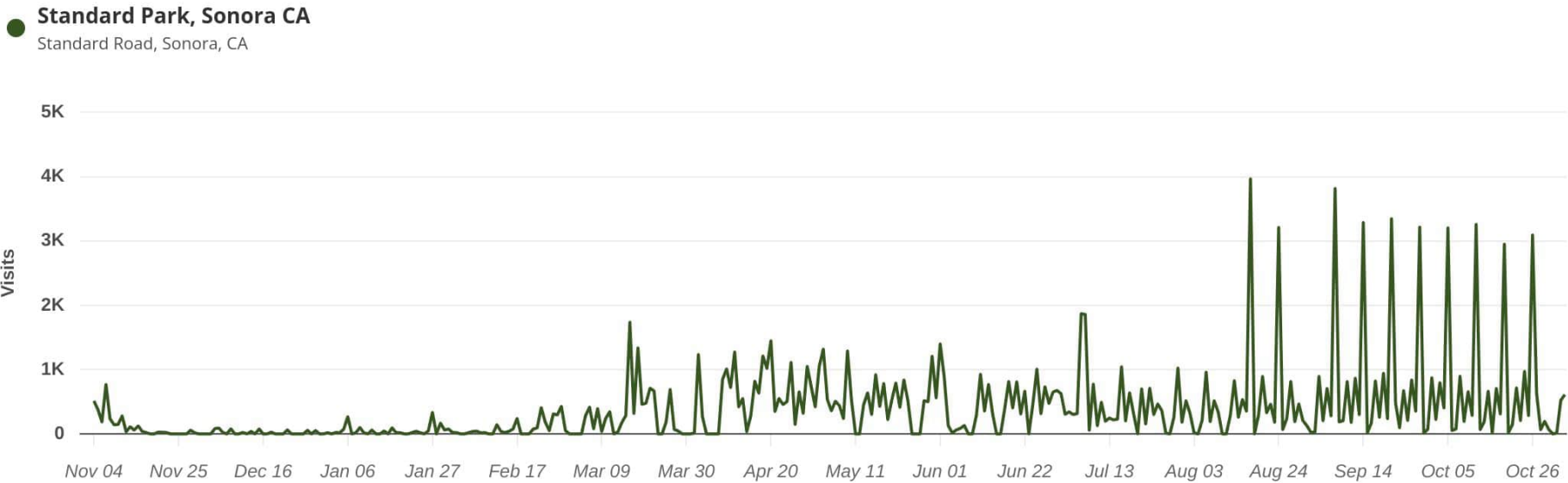


I. Parks In or Neat Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend



Daily | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



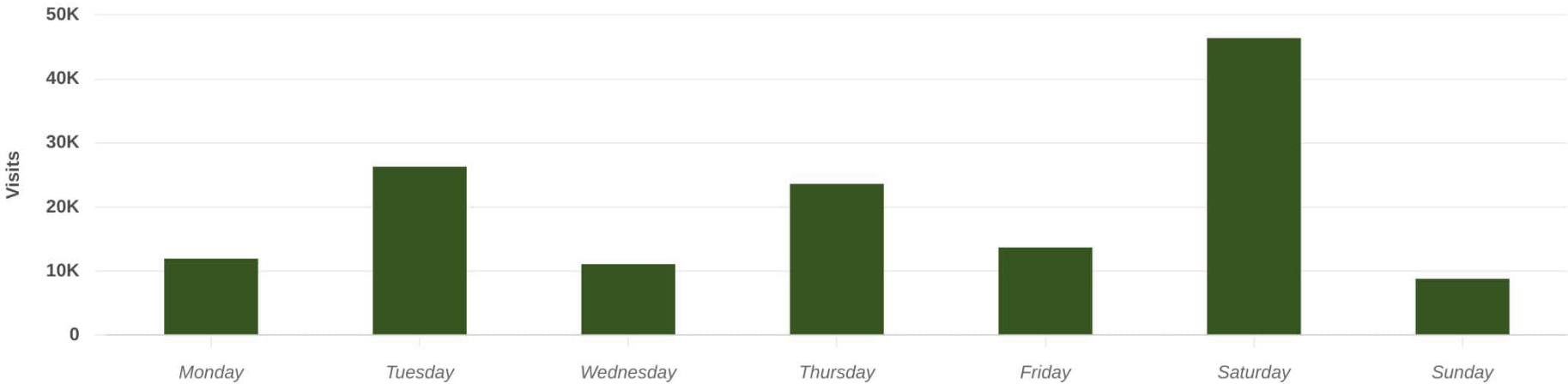
I. Parks In or Neat Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits

Standard Park, Sonora CA
18500 Standard Road, Sonora, CA 95370



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



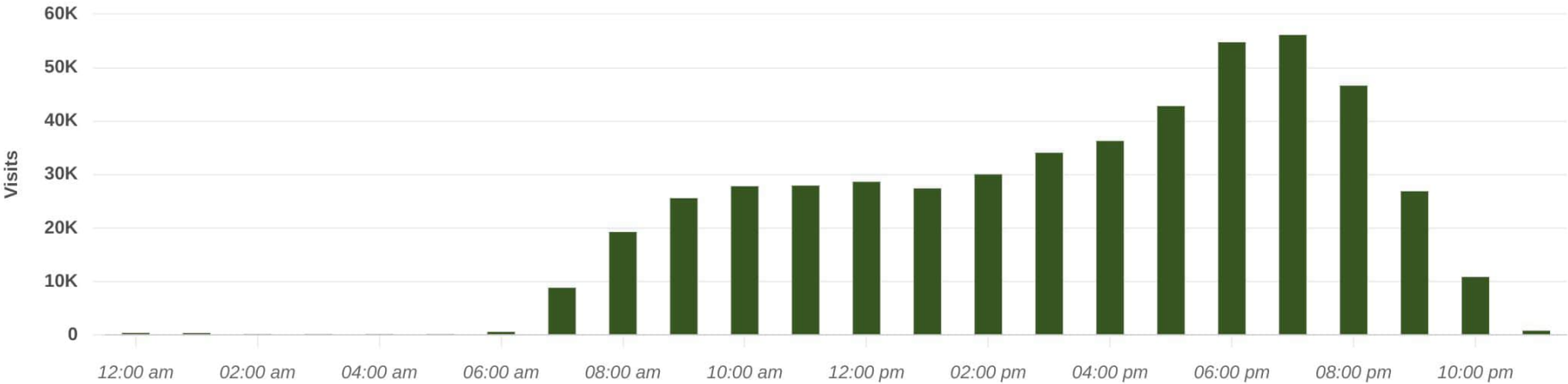
I. Parks In or Neat Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Standard Park, Sonora CA
18500 Standard Road, Sonora, CA 95370



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



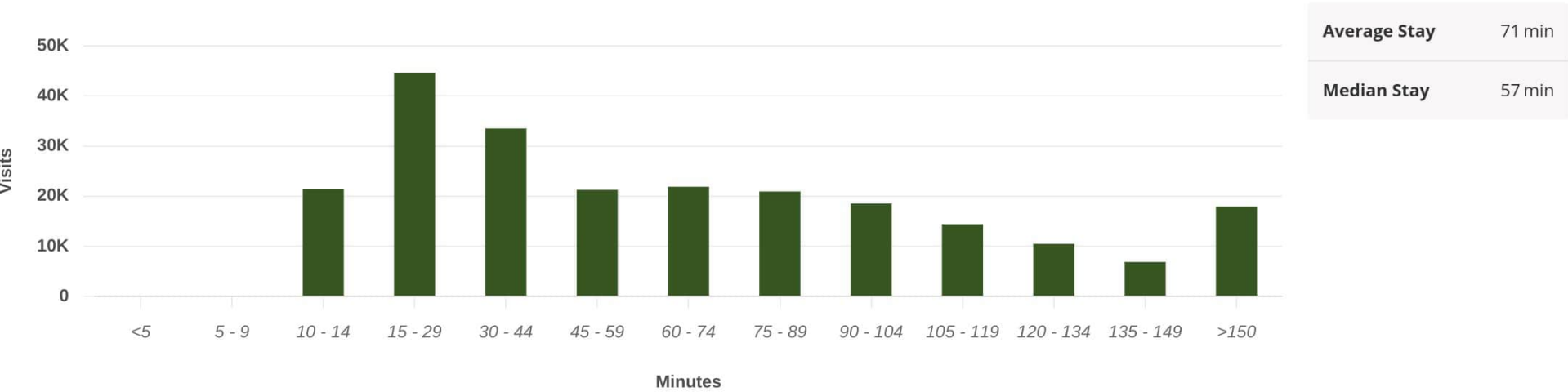
I. Parks In or Neat Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Standard Park, Sonora CA
18500 Standard Road, Sonora, CA 95370



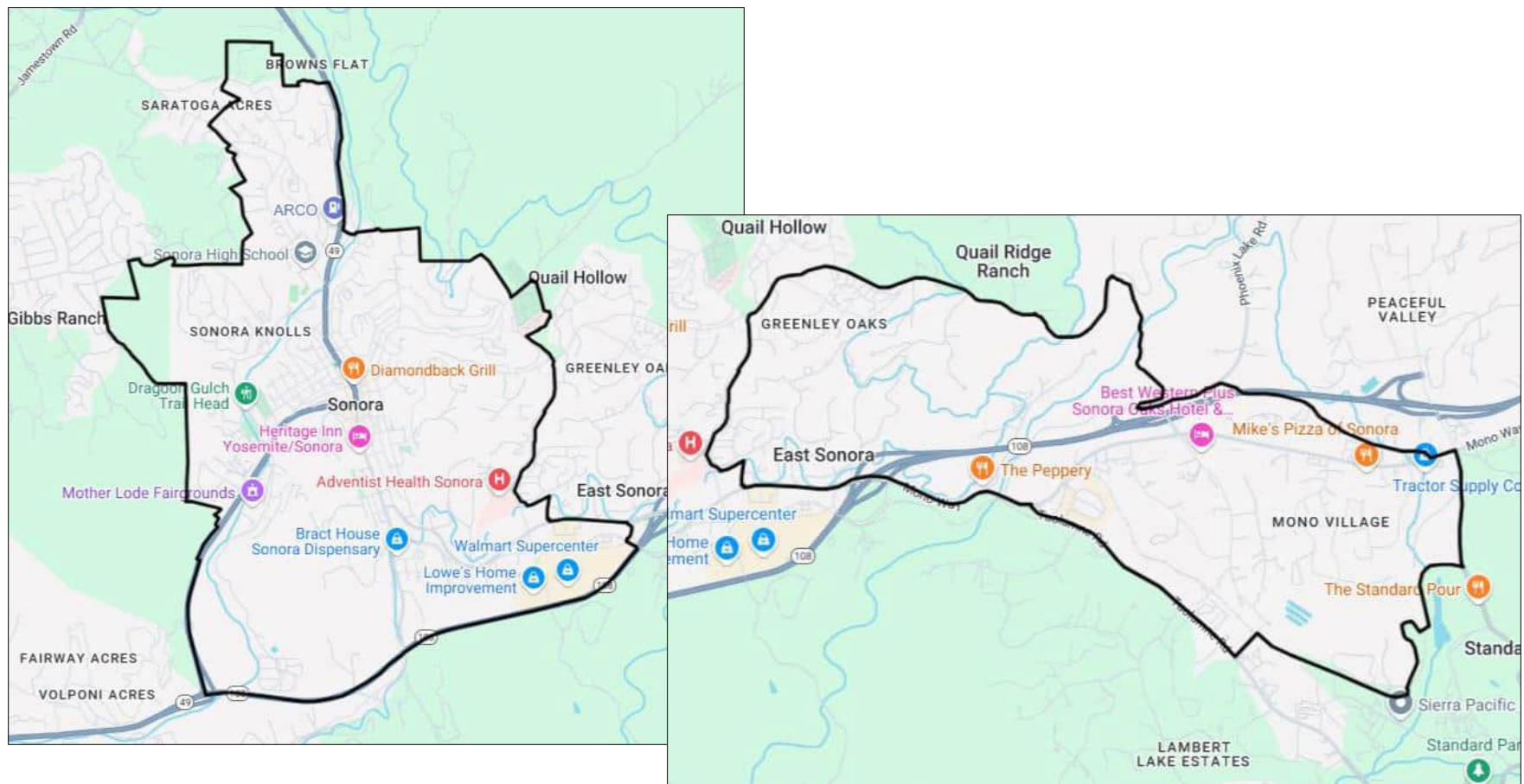
Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



J. Businesses, Revenue, and Employees

Map shows boundaries as designated by The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).

CITY OF SONORA/ EAST SONORA



J. Businesses, Employees, and Revenue

Industry	City of Sonora			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Accommodation and Food Services	102	5.36%	\$51,417,000	1,091
Administrative and Support, Waste Management, and Remediation Services	51	2.68%	\$23,115,000	288
Agriculture, Forestry, Fishing and Hunting	26	1.37%	\$14,889,000	252
Arts, Sports, Entertainment, and Recreation	28	1.47%	\$22,765,000	178
Banking, Finance and Insurance	61	3.21%	\$41,459,000	196
Construction	127	6.67%	\$76,011,000	584
Education	32	1.68%	\$741,000	985
Health Care and Social Services	538	28.27%	\$253,309,000	3,192
Holding Companies and Managing Offices	2	0.11%	\$3,742,000	6
Information	28	1.47%	\$75,218,000	370
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	9	0.47%	\$98,021,000	35
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	46	2.42%	\$41,240,000	251
Manufacturing - Processed Food, Textiles, Clothing	7	0.37%	\$5,087,000	39
Mineral, Oil and Gas Extraction	1	0.05%	\$1,534,000	8
Other Services - Repair, Personal Care, Laundry, Religious, etc.	230	12.09%	\$33,676,000	980
Professional, Scientific, and Technical Services	138	7.25%	\$69,519,000	596
Public Administration	84	4.41%	\$0	1,182
Real Estate and Rentals	80	4.20%	\$64,191,000	371
Retail: Hobby, Media, General Merchandise	121	6.36%	\$163,946,000	852
Retail: Home, Food, Automobiles, Personal Care	70	3.68%	\$207,435,000	890
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	3	0.16%	\$0	58
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	20	1.05%	\$15,433,000	130
Unclassified	55	2.89%	\$0	34
Utility Services: Power, Gas, Steam, Water, and Sewage	4	0.21%	\$11,920,000	41
Wholesalers	40	2.10%	\$597,471,000	262
Total	1,903		\$1,872,139,000	12,871

J. Businesses, Employees, and Revenue

Industry	East Sonora			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Accommodation and Food Services	7	8.33%	\$6,394,000	126
Agriculture, Forestry, Fishing and Hunting	2	2.38%	\$121,000	5
Arts, Sports, Entertainment, and Recreation	1	1.19%	\$0	0
Banking, Finance and Insurance	9	10.71%	\$6,729,000	48
Construction	1	1.19%	\$795,000	2
Health Care and Social Services	27	32.14%	\$28,822,000	173
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	2	2.38%	\$2,783,000	39
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	1	1.19%	\$4,240,000	9
Other Services - Repair, Personal Care, Laundry, Religious, etc.	8	9.52%	\$1,573,000	30
Professional, Scientific, and Technical Services	2	2.38%	\$1,056,000	13
Public Administration	3	3.57%	\$724,000	6
Real Estate and Rentals	9	10.71%	\$47,260,000	212
Retail: Hobby, Media, General Merchandise	6	7.14%	\$20,146,000	50
Retail: Home, Food, Automobiles, Personal Care	1	1.19%	\$0	1
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	1.19%	\$0	0
Unclassified	1	1.19%	\$0	0
Wholesalers	3	3.57%	\$19,142,000	10
Total	84		\$139,785,000	724



SOULSBYVILLE/ WILLOW SPRINGS

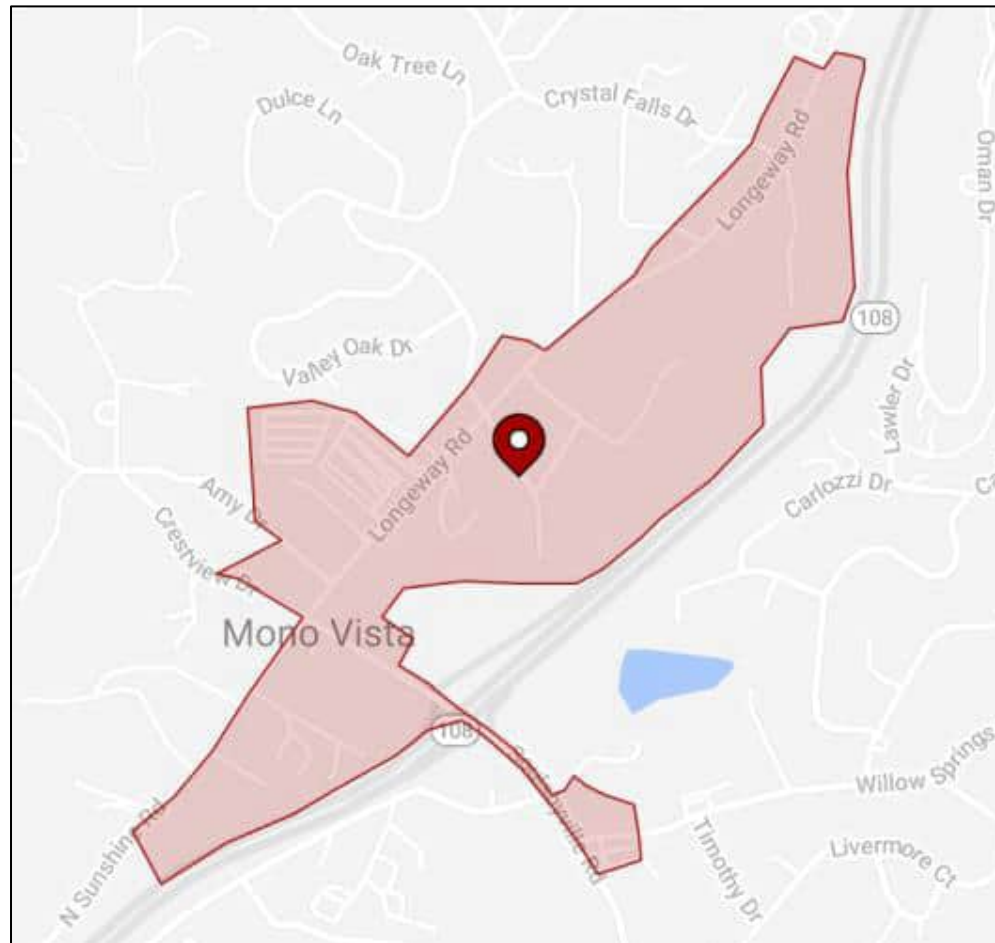
Town Center
Data and Maps



A. Map of Town Center

Polygon drawn around businesses near center of commerce in the community.

SOULSBYVILLE/WILLOW SPRINGS



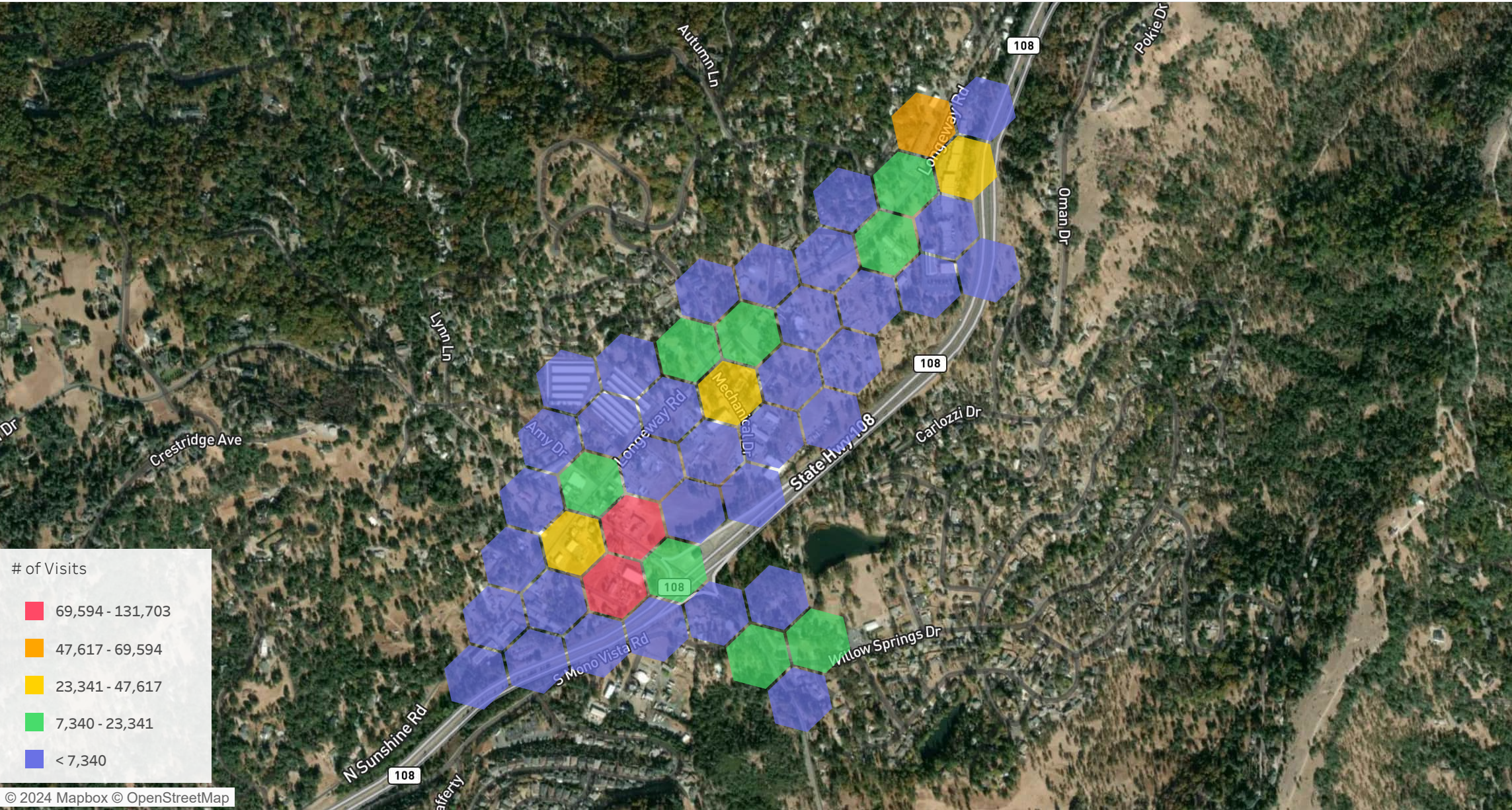
B1. Number of Visits

Soulsbyville/Willow Springs

		10 minutes or more	1 hour or more
Visits		104,230	33,181
Visitors		36,107	9,285
Visit Frequency		2.89	3.57
Average number of minutes		54	136
Panel Visits		3,458	1,088
Compared to 1 Years Prior		-8.40%	-7.20%
Compared to 2 Years Prior		-12.30%	-24.80%
Compared to 3 Years Prior		11.10%	34.30%

Soulsbyville Town Center

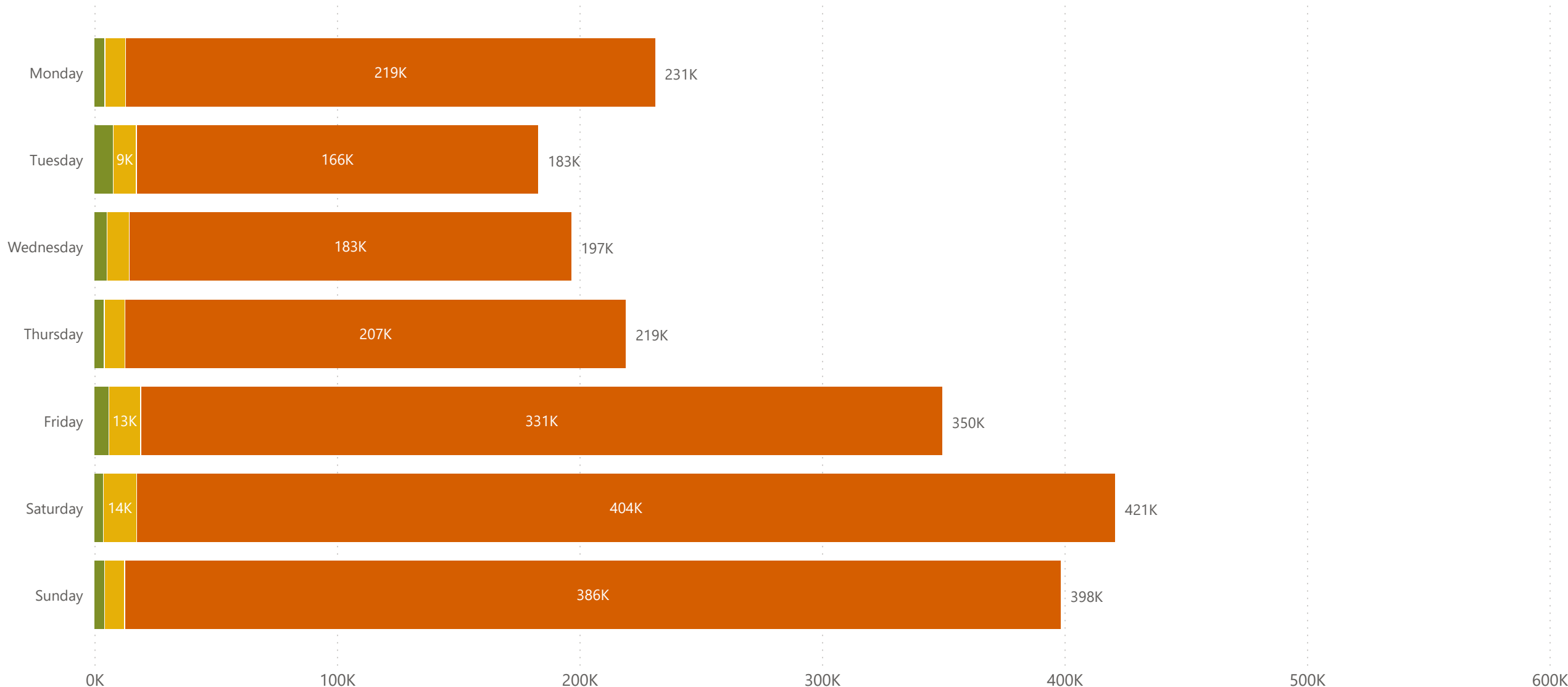
Mono Vista, CA



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

Soulsbyville/Willow Springs

Sum of Visits 1 hour or more Sum of Visits 10 minutes minus 1 hour Sum of Traffic Impressions minus Visits over 10 minutes



Soulsbyville - Willow Springs A1. Town Center

- Trails
- Sidewalks
- Crosswalks

Mono Vista

Sonora Pass Hwy

Soulsbyville

Highway 108

108

N

Draft: 12/10/2024

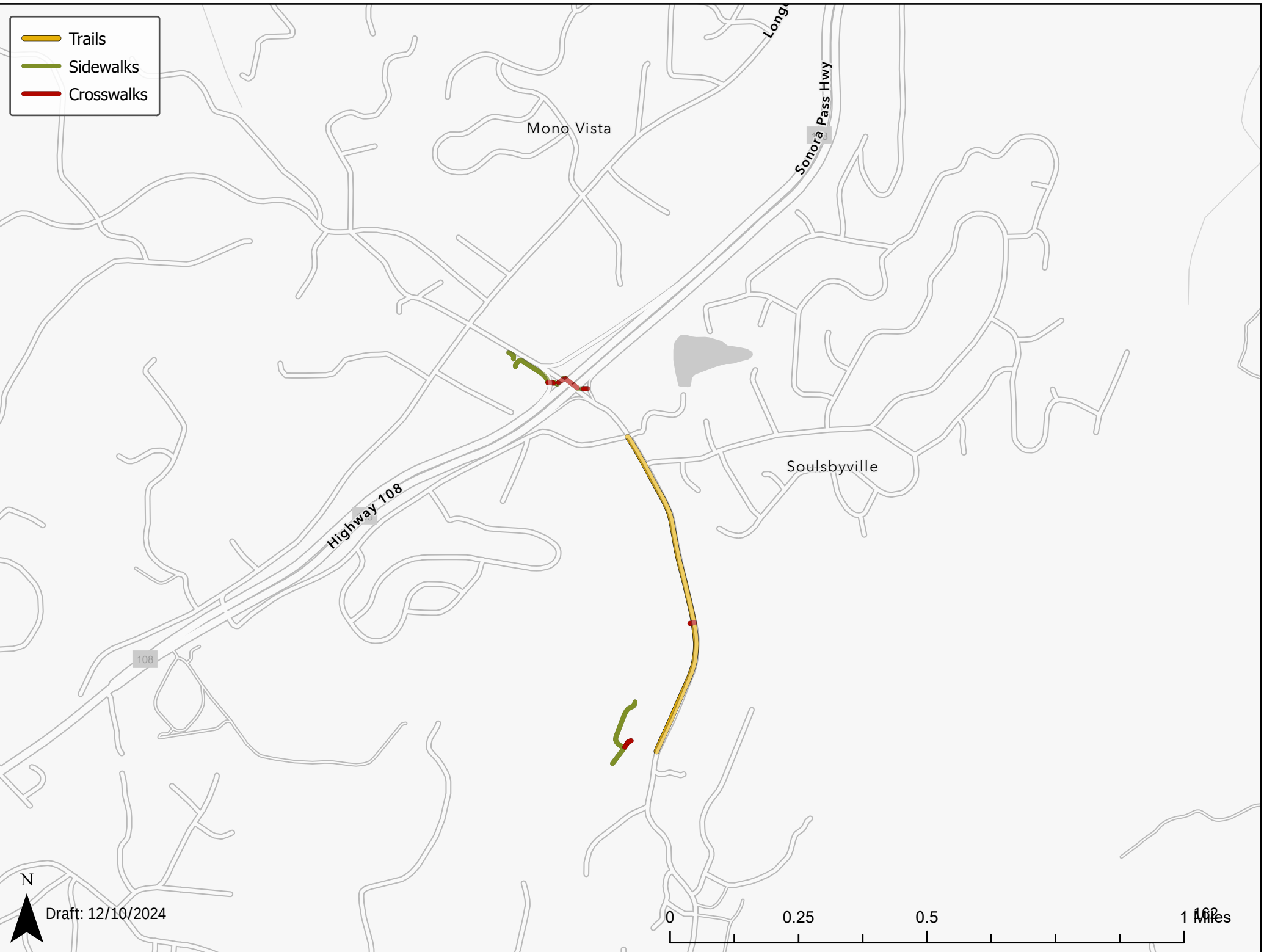
0

0.25

0.5

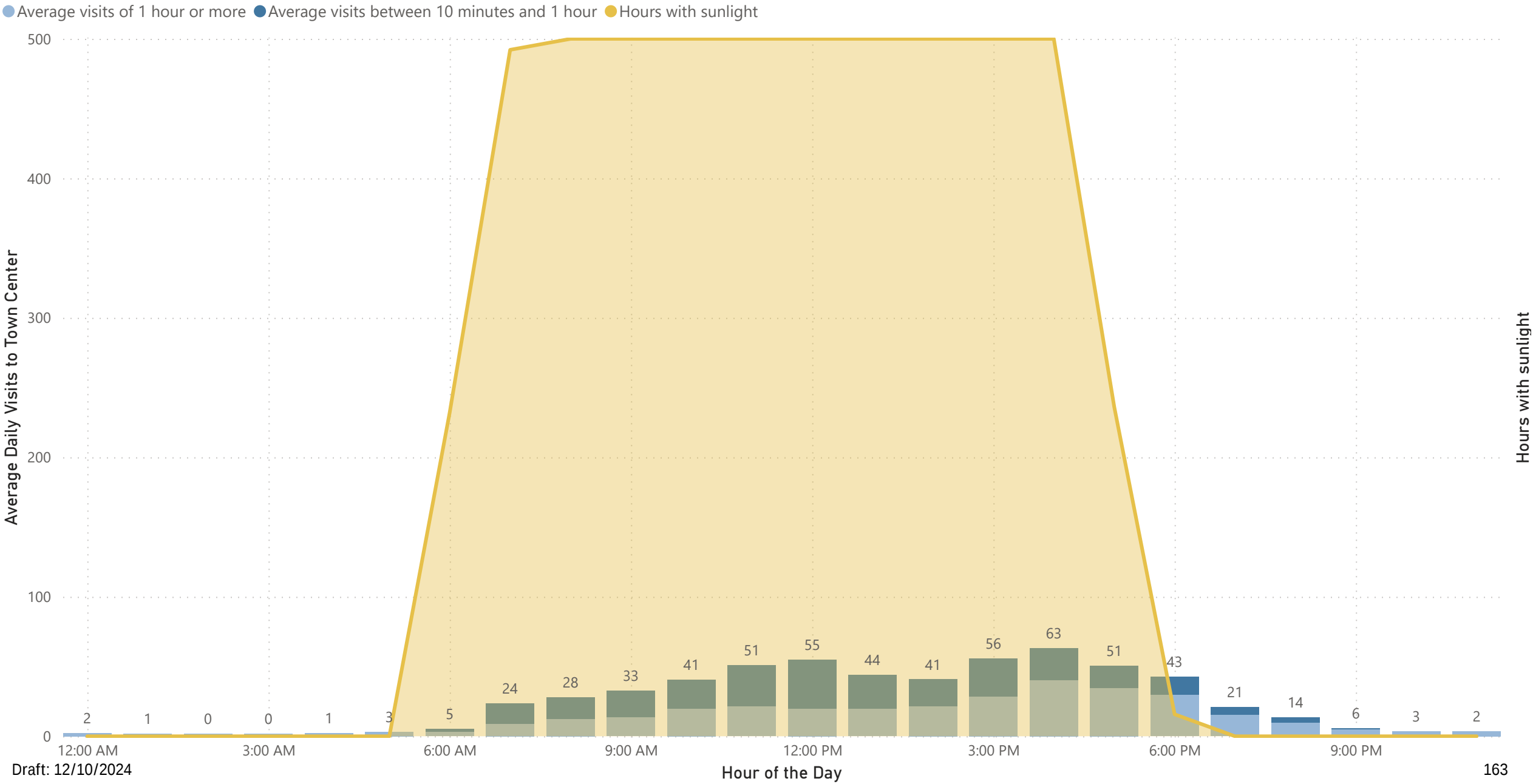
1 Miles

162



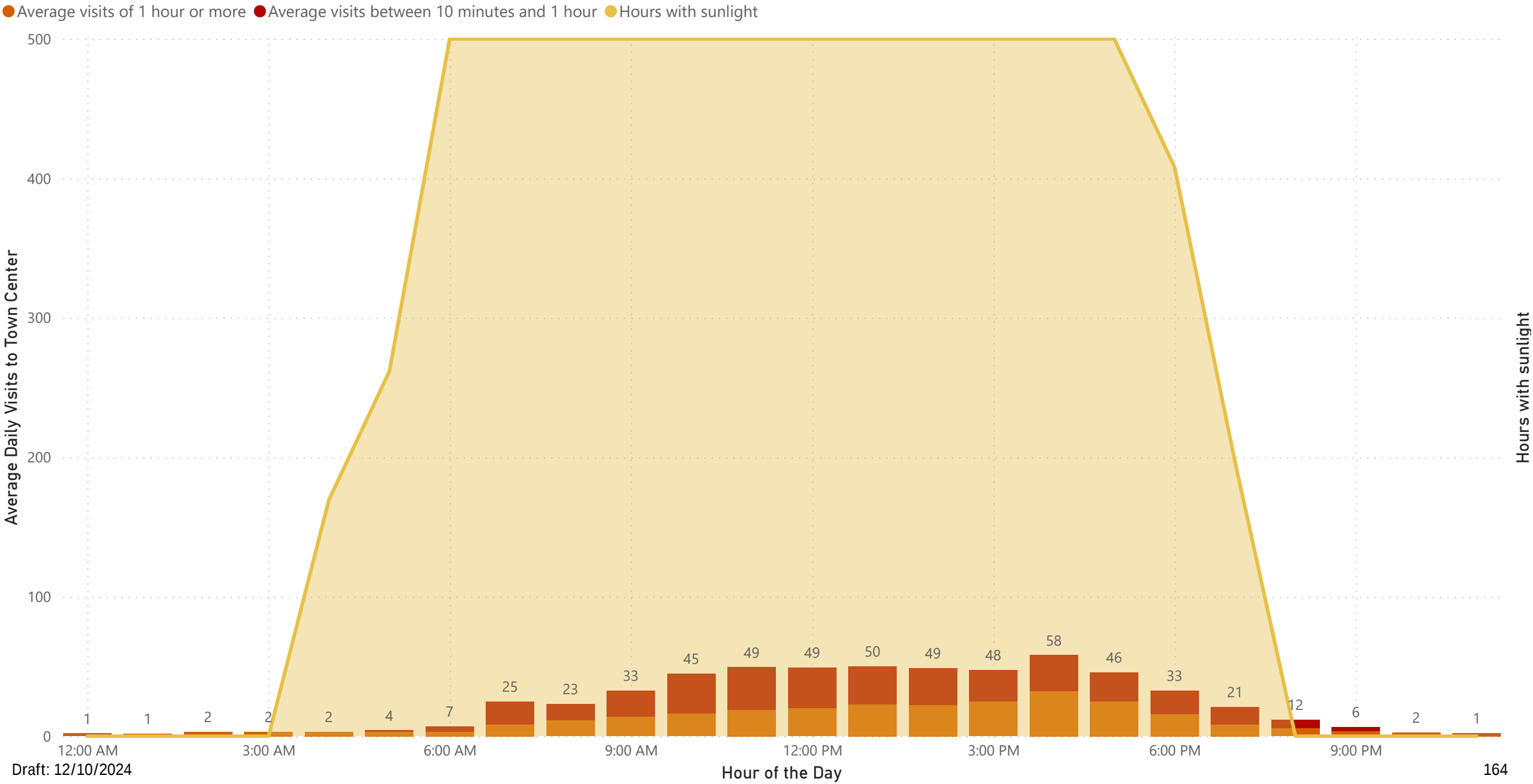
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

SOULSBYVILLE/WILLOW SPRINGS



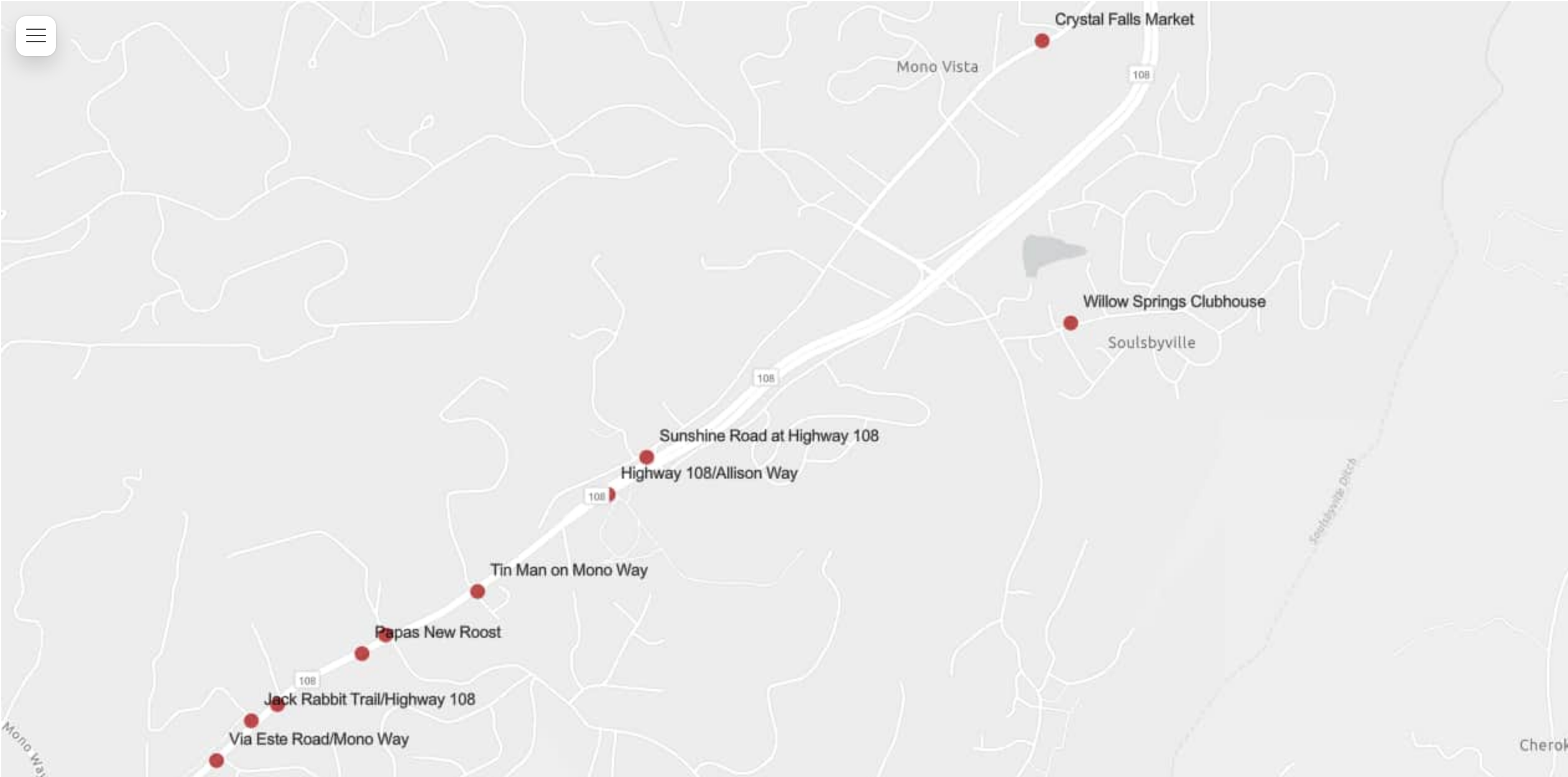
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

SOULSBYVILLE/WILLOW SPRINGS



G. Transportation Stops

SOULSBYVILLE/WILLOW SPRINGS



H. EXISTING EV CHARGING STATIONS

SOULSBYVILLE/WILLOW SPRINGS

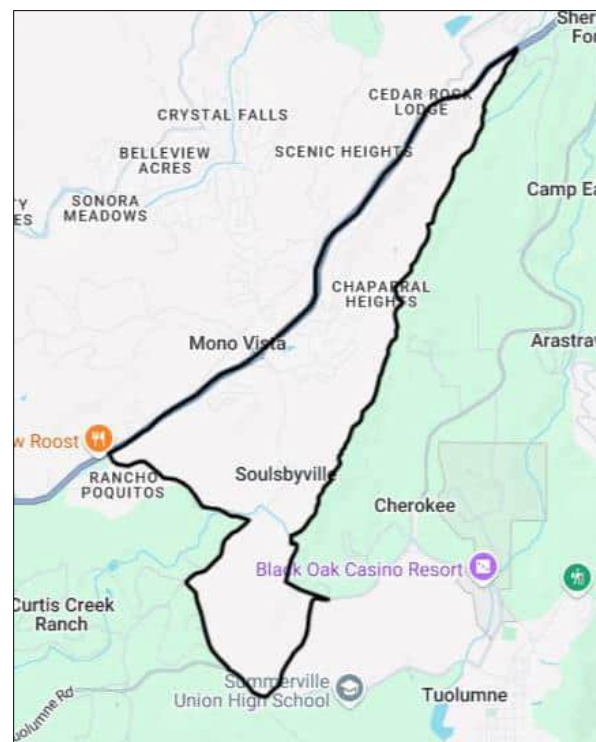
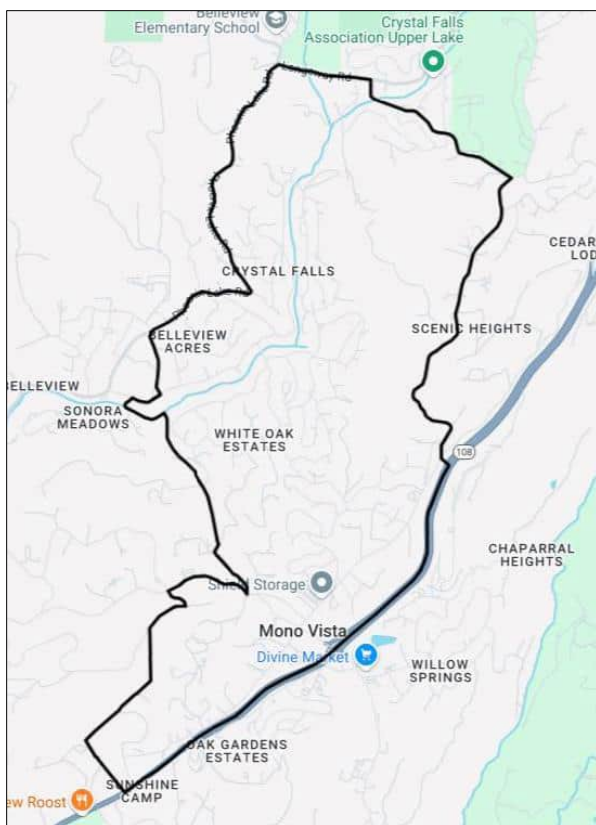




J. Businesses, Revenue, and Employees

Map shows boundaries as designated by The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).

MONO VISTA /SOULSBYVILLE

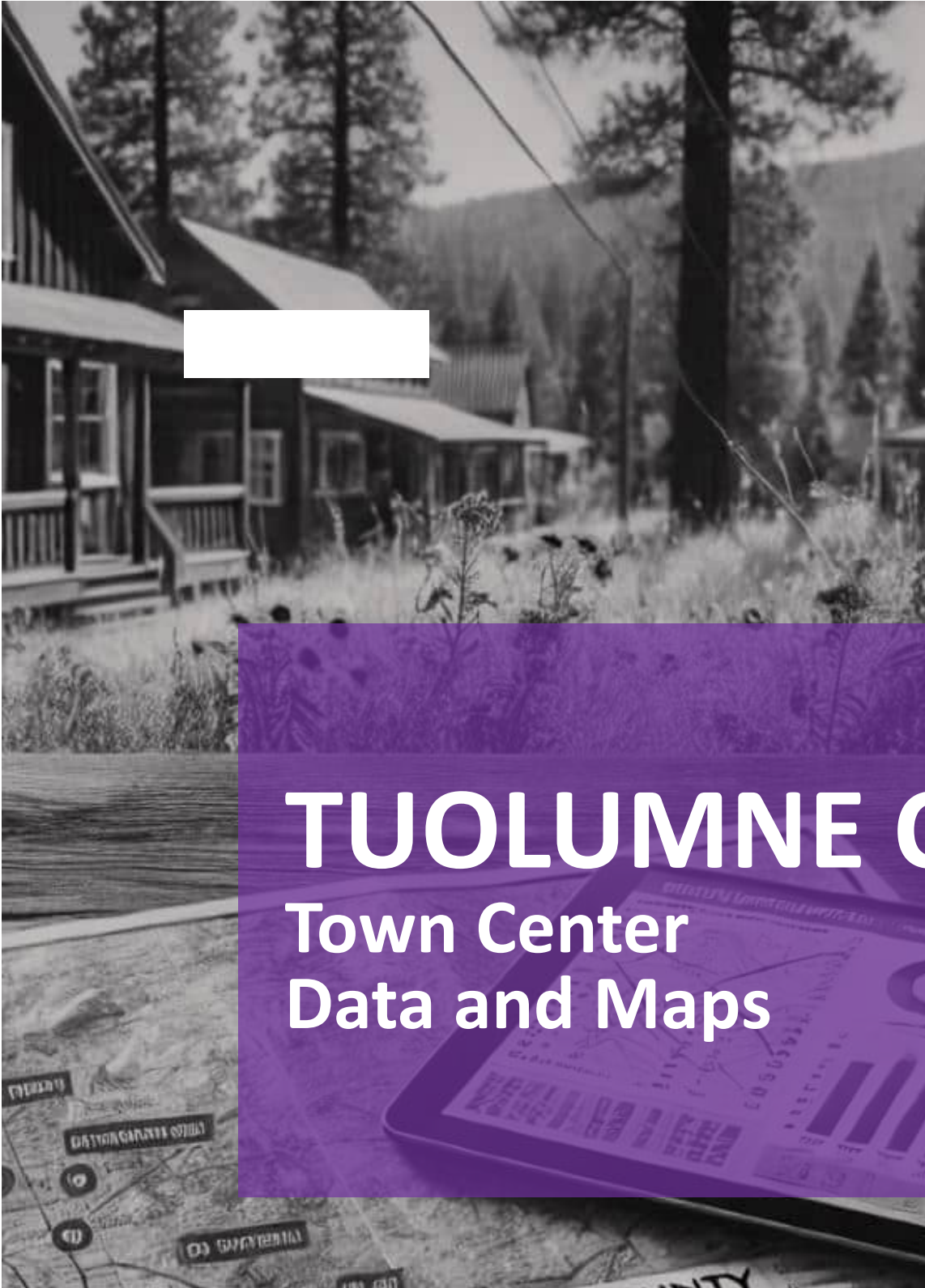


J. Businesses, Employees, and Revenue

Industry	Soulsbyville			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Administrative and Support, Waste Management, and Remediation Services	6	14.63%	\$639,000	11
Arts, Sports, Entertainment, and Recreation	1	2.44%	\$182,000	1
Banking, Finance and Insurance	1	2.44%	\$501,000	3
Construction	9	21.95%	\$3,531,000	25
Education	3	7.32%	\$186,000	145
Health Care and Social Services	3	7.32%	\$1,779,000	42
Information	1	2.44%	\$349,000	2
Other Services - Repair, Personal Care, Laundry, Religious, etc.	11	26.83%	\$714,000	31
Professional, Scientific, and Technical Services	2	4.88%	\$419,000	1
Public Administration	1	2.44%	\$0	0
Real Estate and Rentals	1	2.44%	\$145,000	2
Retail: Home, Food, Automobiles, Personal Care	1	2.44%	\$829,000	2
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	2.44%	\$0	4
Total	41		\$9,274,000	269

J. Businesses, Employees, and Revenue

Mono Vista				
Industry	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Administrative and Support, Waste Management, and Remediation Services	5	25.00%	\$2,066,000	24
Agriculture, Forestry, Fishing and Hunting	1	5.00%	\$120,000	2
Banking, Finance and Insurance	1	5.00%	\$376,000	3
Construction	9	45.00%	\$2,975,000	22
Health Care and Social Services	1	5.00%	\$116,000	8
Other Services - Repair, Personal Care, Laundry, Religious, etc.	1	5.00%	\$222,000	2
Professional, Scientific, and Technical Services	2	10.00%	\$178,000	4
Total	20		\$6,053,000	65



TUOLUMNE CITY

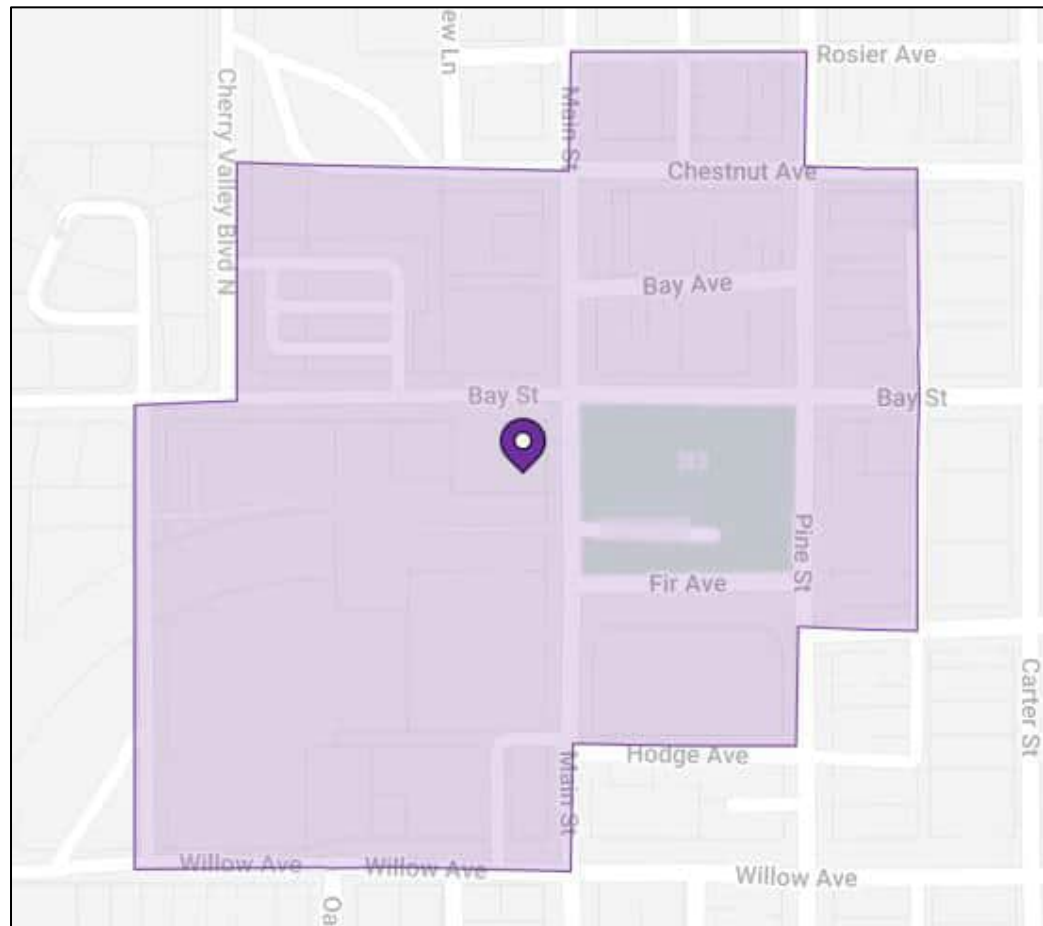
Town Center Data and Maps



A. Map of Town Center

Polygon drawn around businesses near center of commerce in the community.

TUOLUMNE CITY

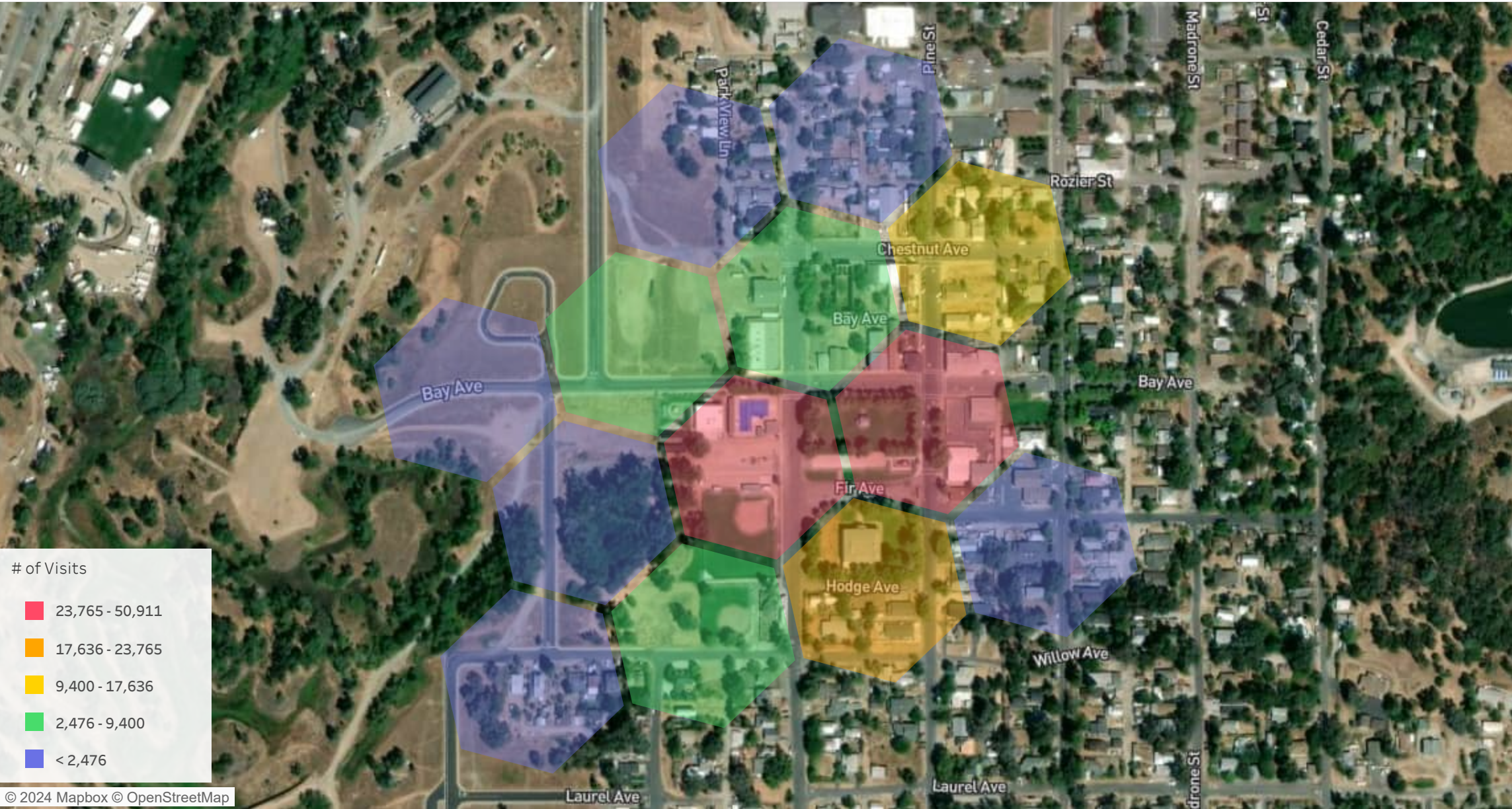


B1. Number of Visits

		Tuolumne Town Center		Tuolumne City Shopping Center	
		10 minutes or more	1 hour or more	10 minutes or more	1 hour or more
Visits		44,683	24,349	17,228	N/A
Visitors		15,947	11,160	6,771	N/A
Visit Frequency		2.8	2.18	2.44	N/A
Average number of minutes		86	156	24	N/A
Panel Visits		1,464	821	764	N/A
Compared to 1 Years Prior		27.00%	21.10%	53.60%	N/A
Compared to 2 Years Prior		23.40%	33.20%	36.20%	N/A
Compared to 3 Years Prior		47.80%	50.90%	0.404	N/A

Tuolumne City Inner Town Center

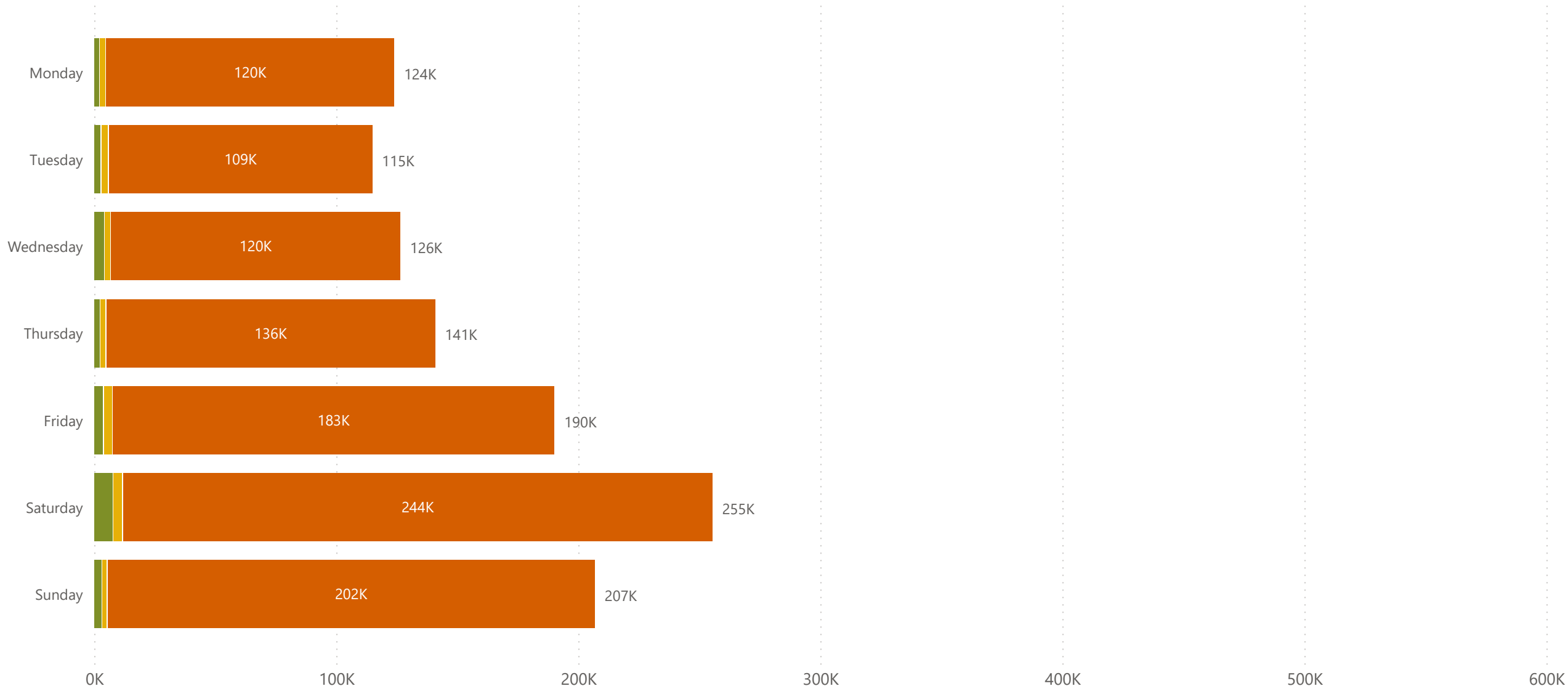
Tuolumne City, CA



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

Tuolumne City

● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



Tuolumne City A1-A2. Town Center (Inner & Shopping Center)

- Trails
- Sidewalks
- Crosswalks

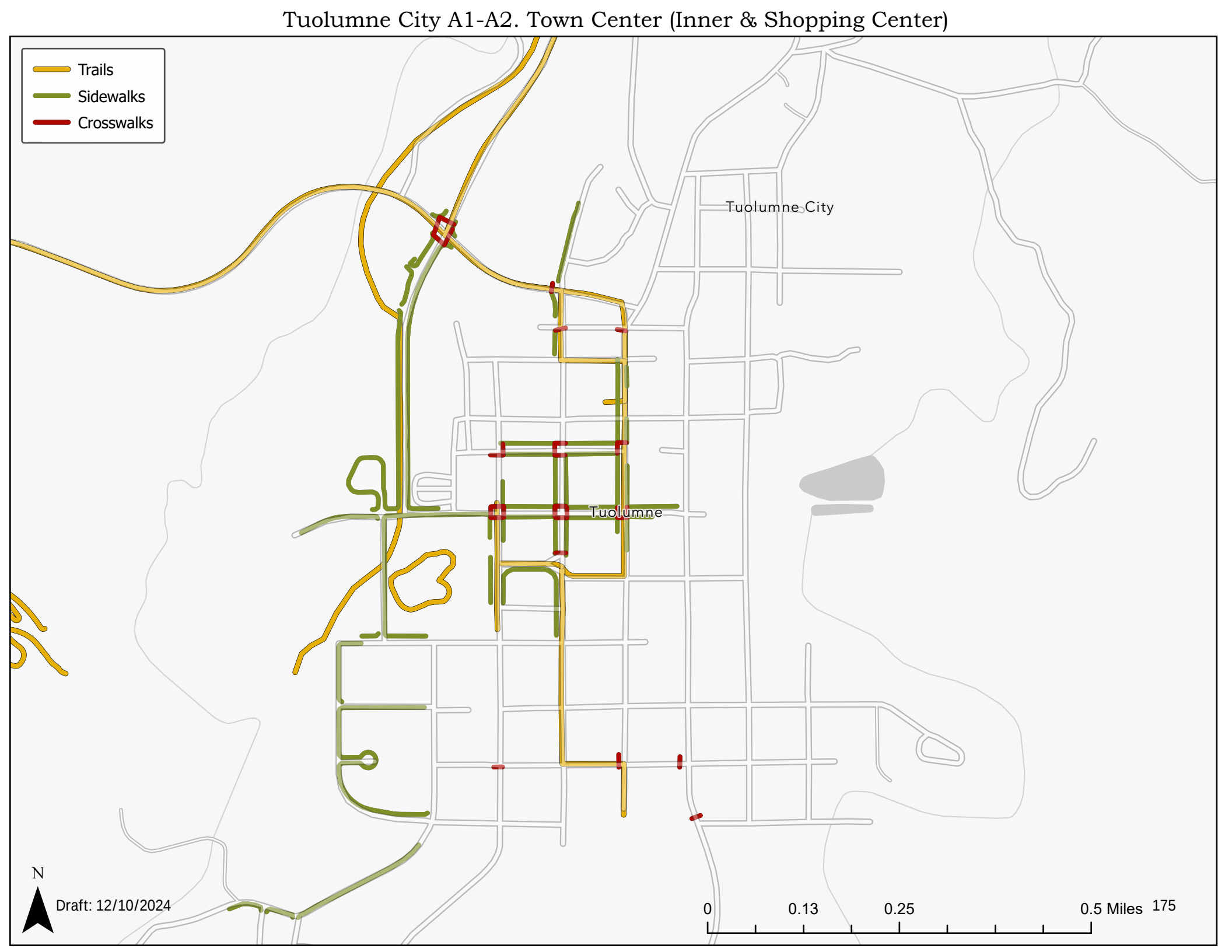
Tuolumne City

Tuolumne



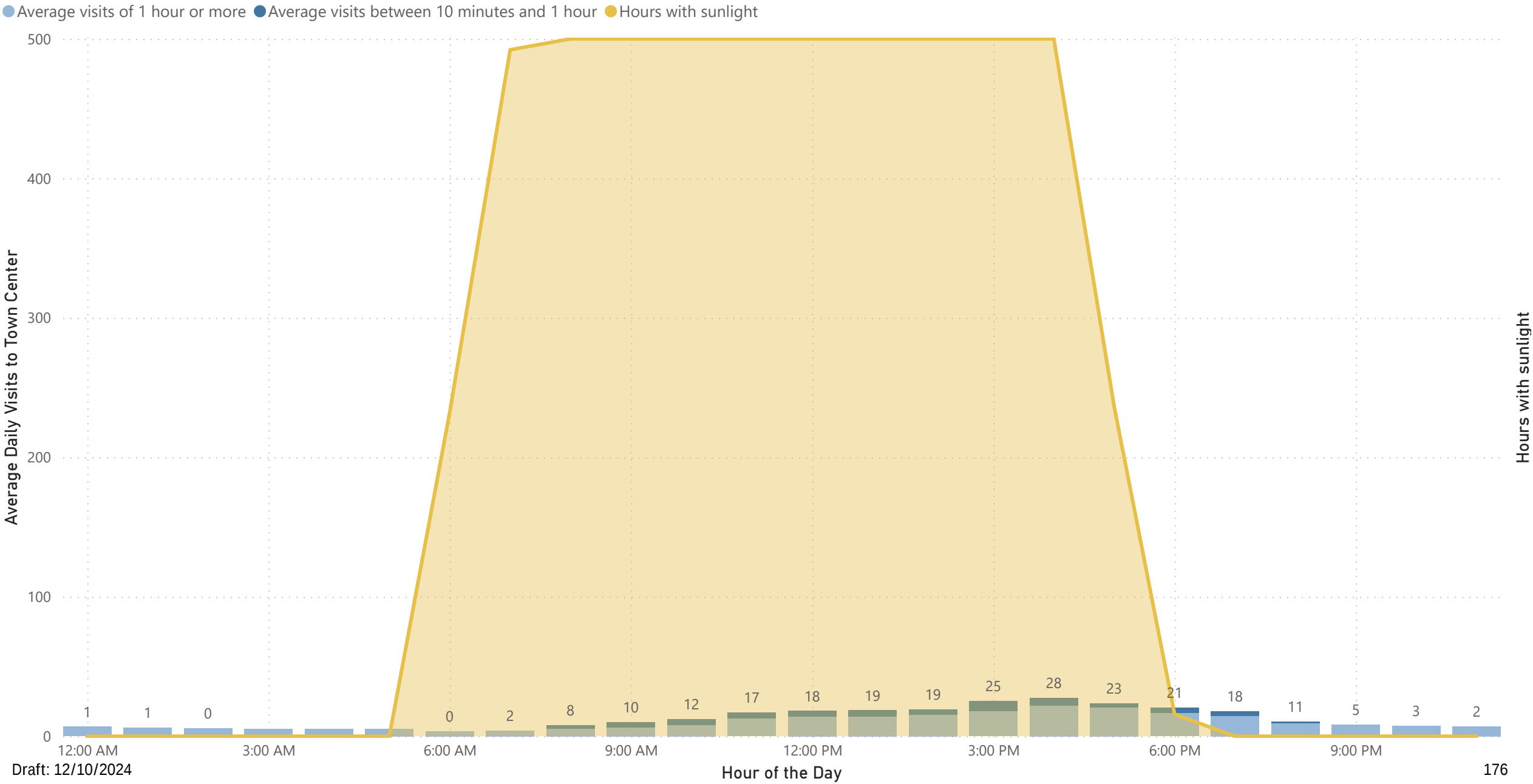
Draft: 12/10/2024

0 0.13 0.25 0.5 Miles 175



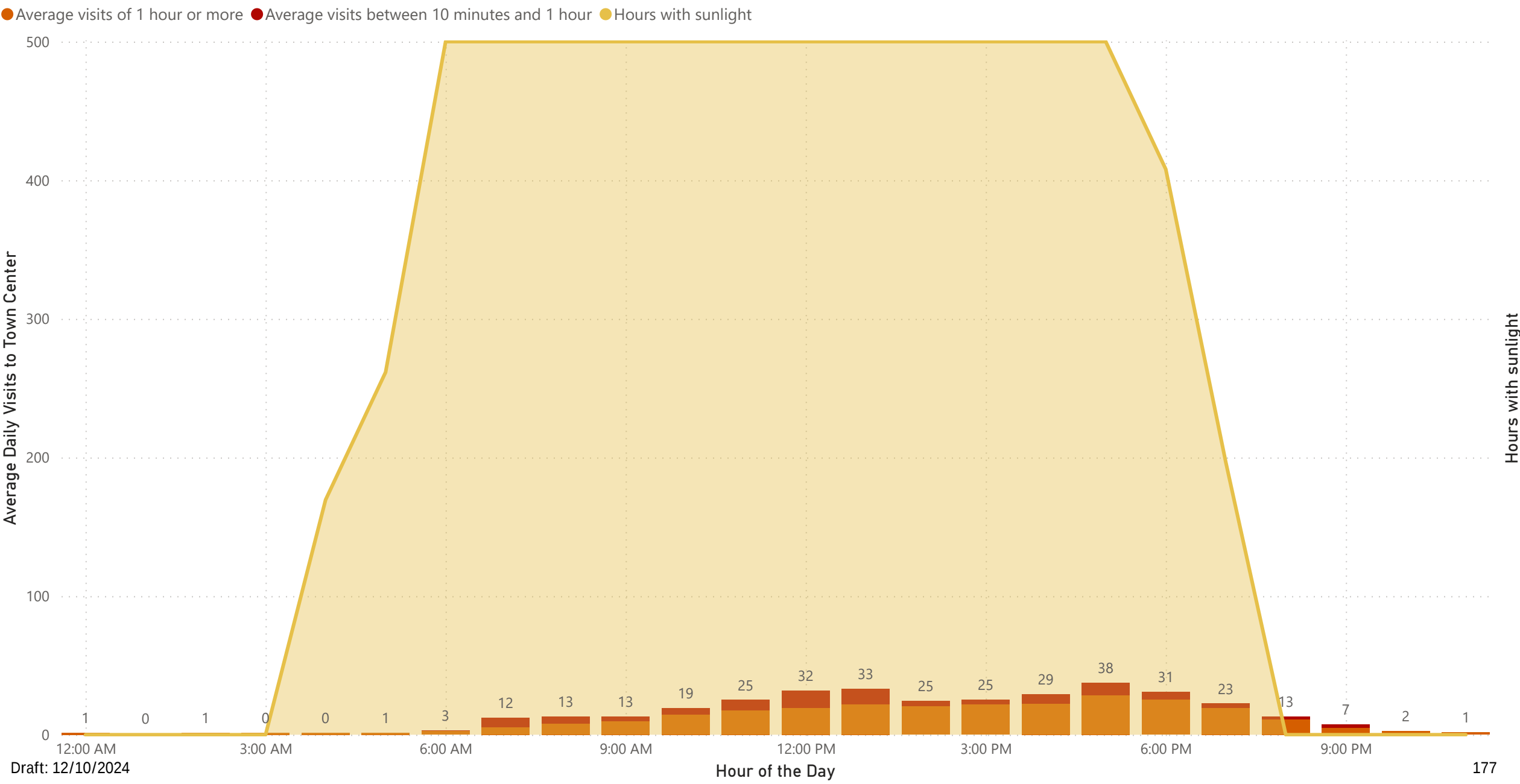
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

TUOLUMNE CITY



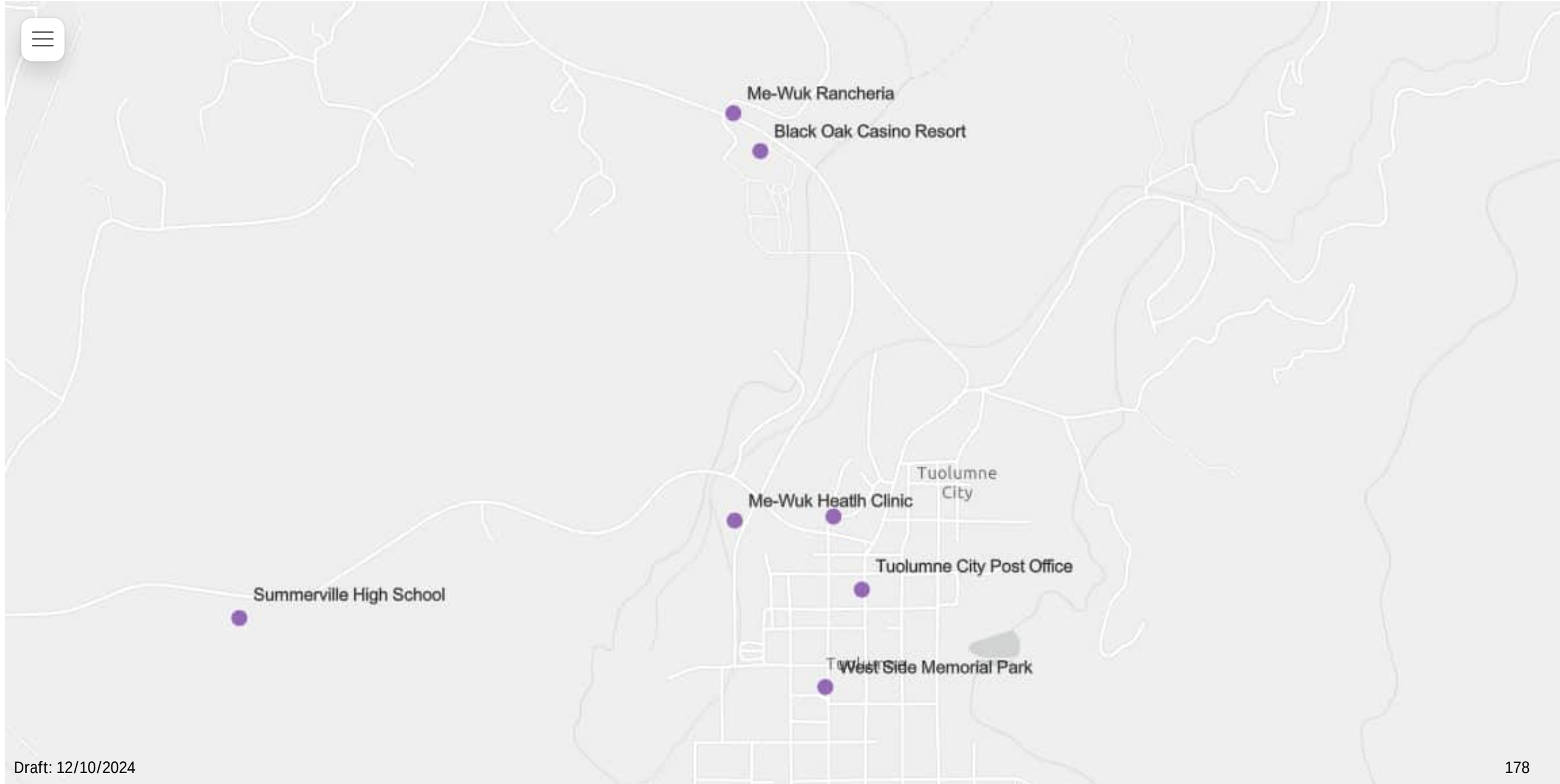
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

TUOLUMNE CITY



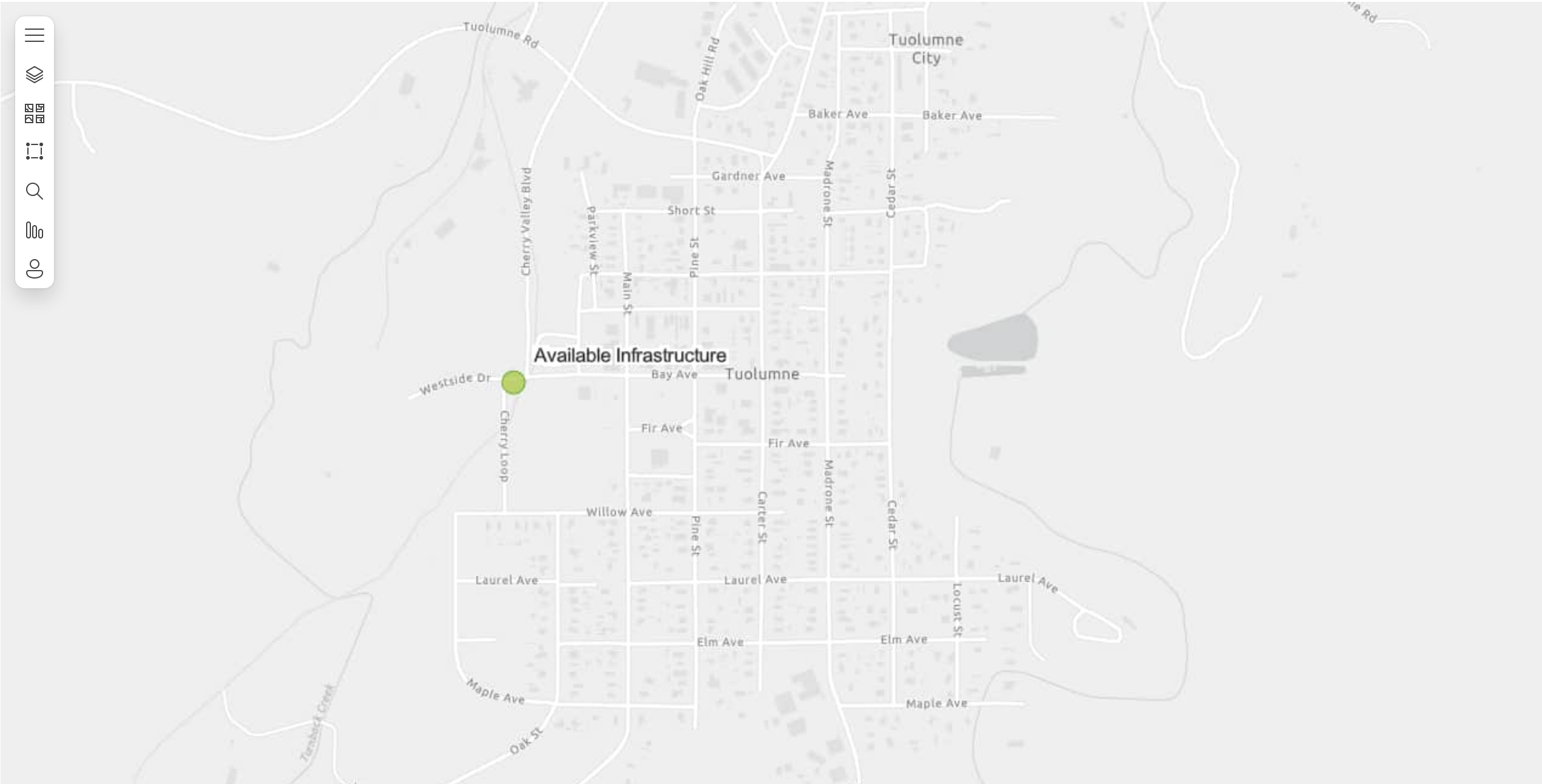
G. Transportation Stops

TUOLUMNE CITY



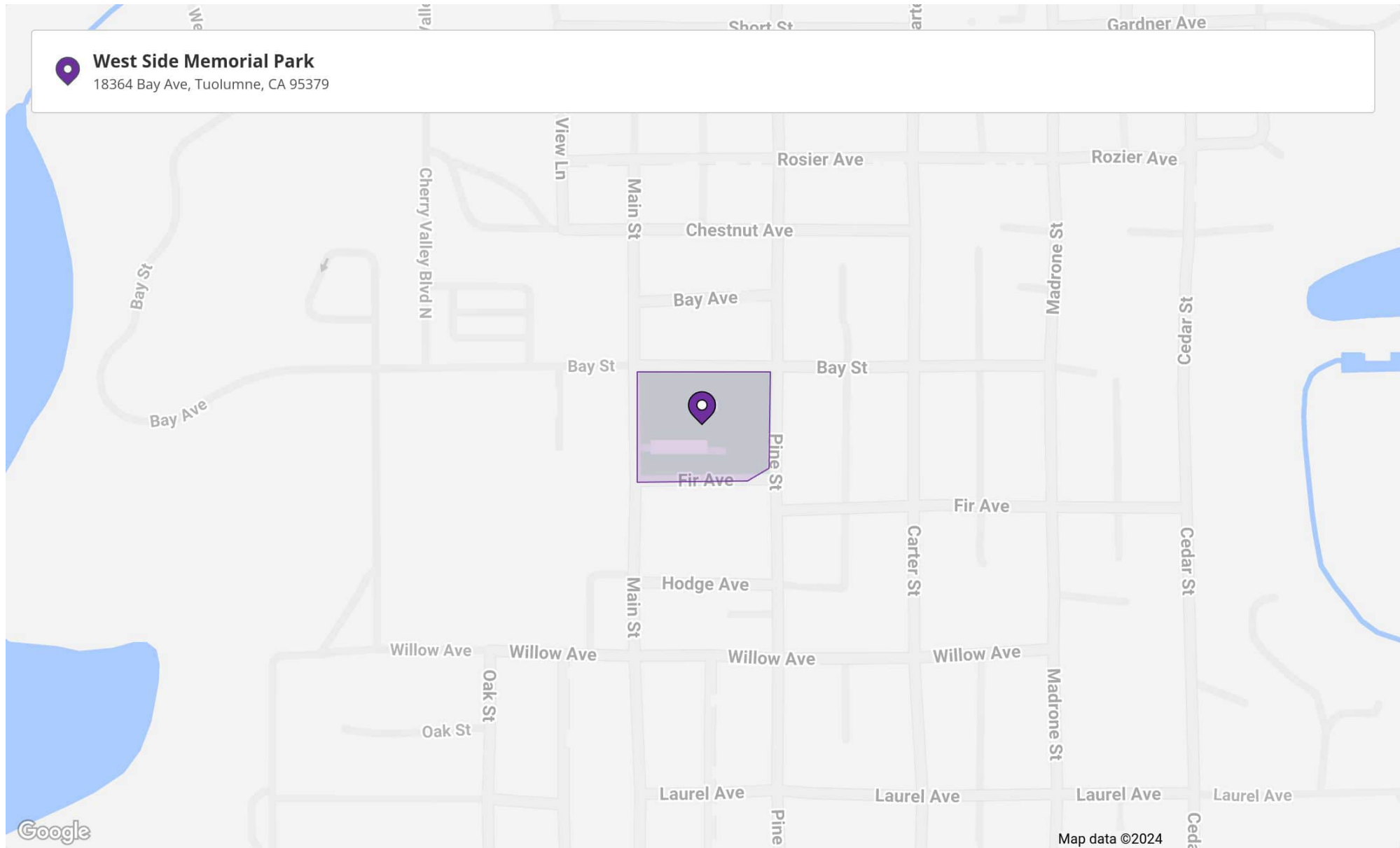
H. EXISTING EV CHARGING STATIONS

TUOLUMNE CITY



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

West Side Memorial Park
18364 Bay Ave, Tuolumne, CA 95379

Visits	41K	Panel Visits	2.2K
Audience	16.3K	Visits YoY	+12.3%
Visit Frequency	2.51	Visits Yo2Y	+10.7%
Avg. Dwell Time	81 min	Visits Yo3Y	+16.3%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

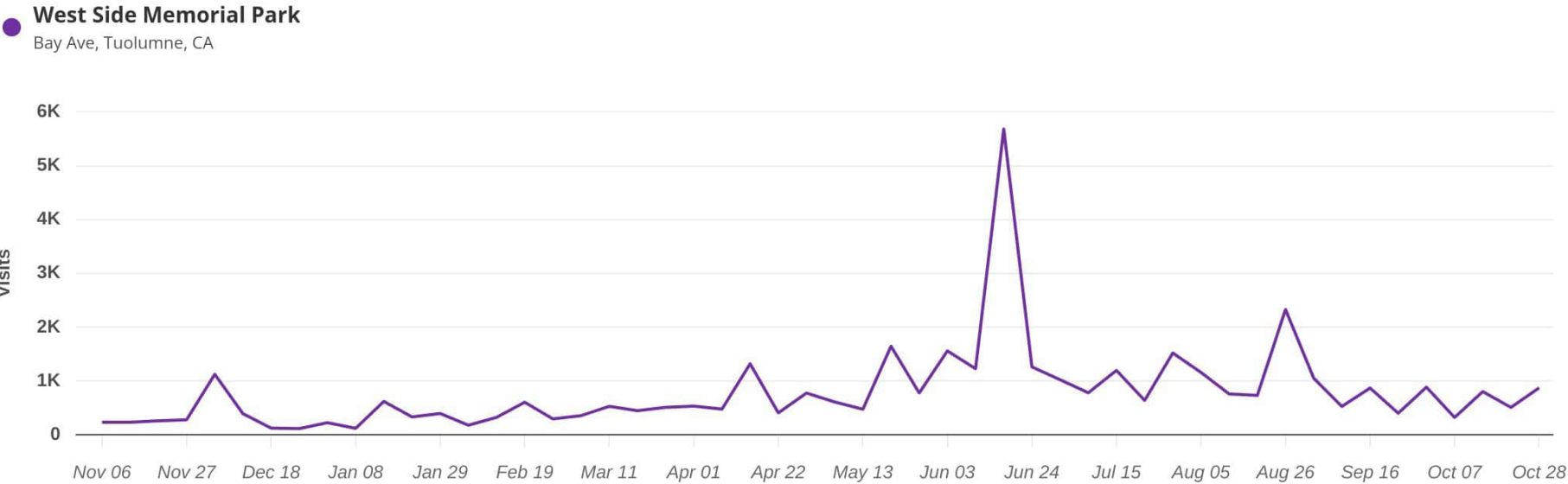


I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



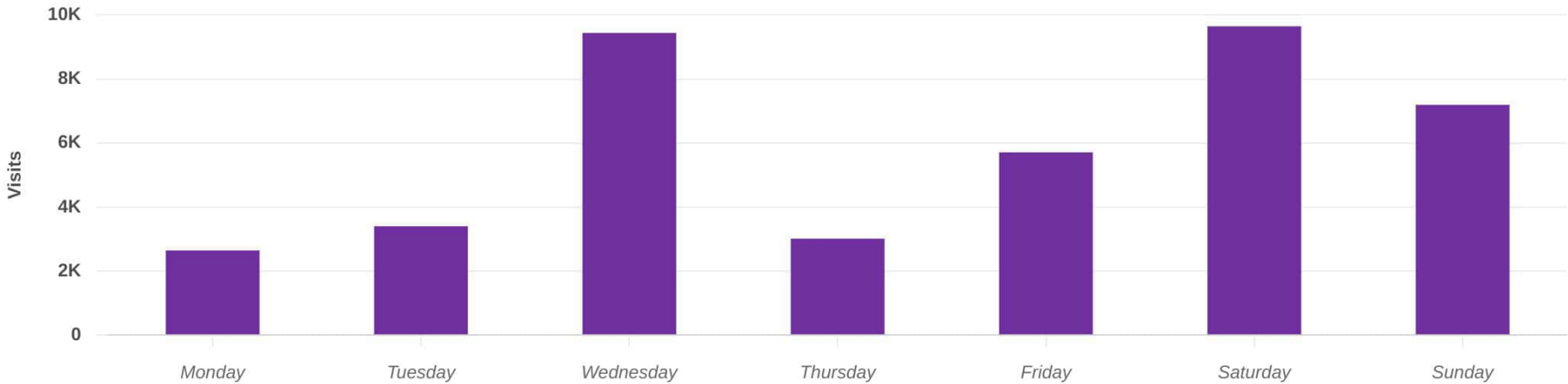
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits

West Side Memorial Park
18364 Bay Ave, Tuolumne, CA 95379



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



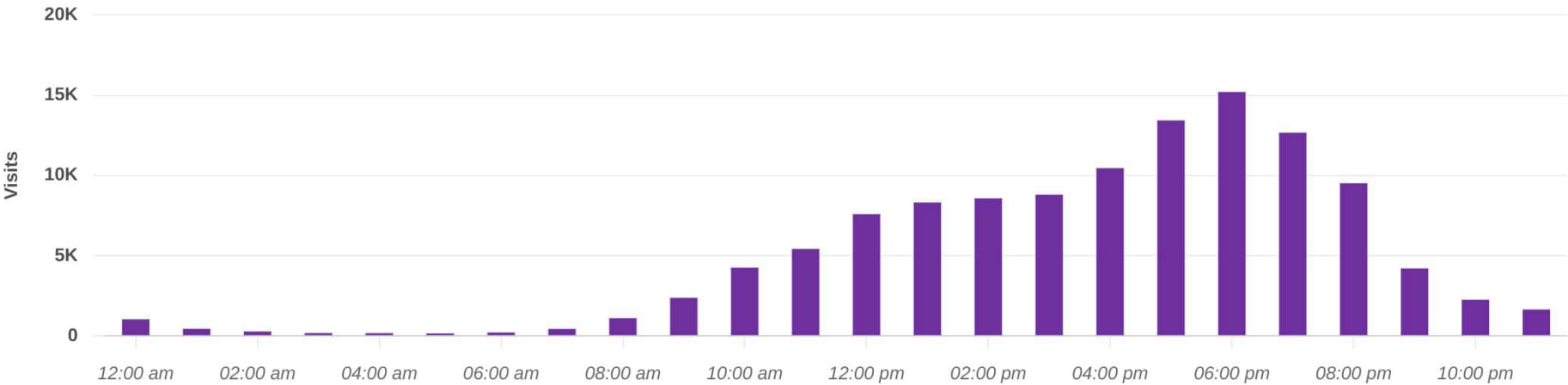
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

West Side Memorial Park
18364 Bay Ave, Tuolumne, CA 95379



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



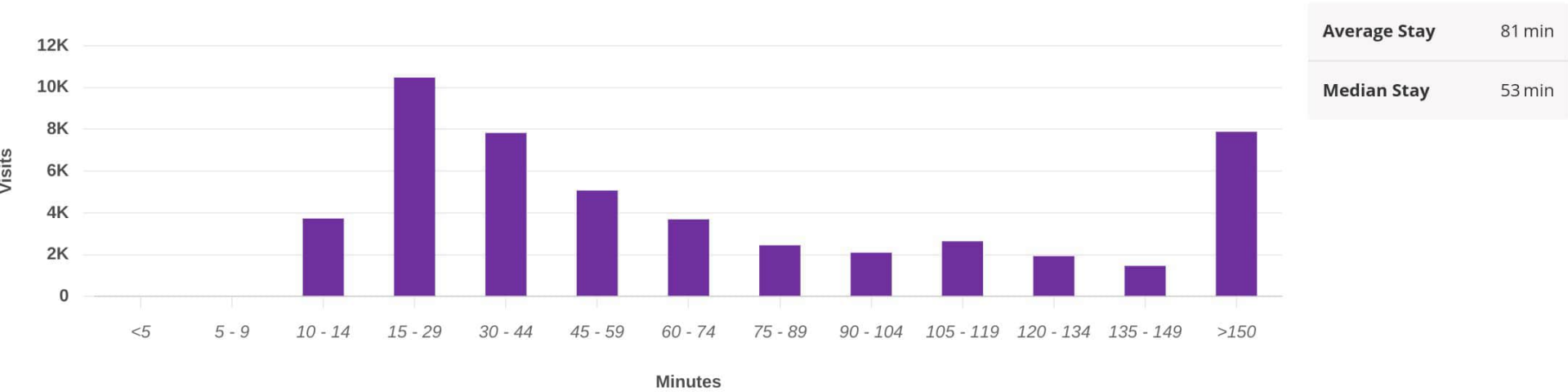
I. Parks In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

West Side Memorial Park
18364 Bay Ave, Tuolumne, CA 95379



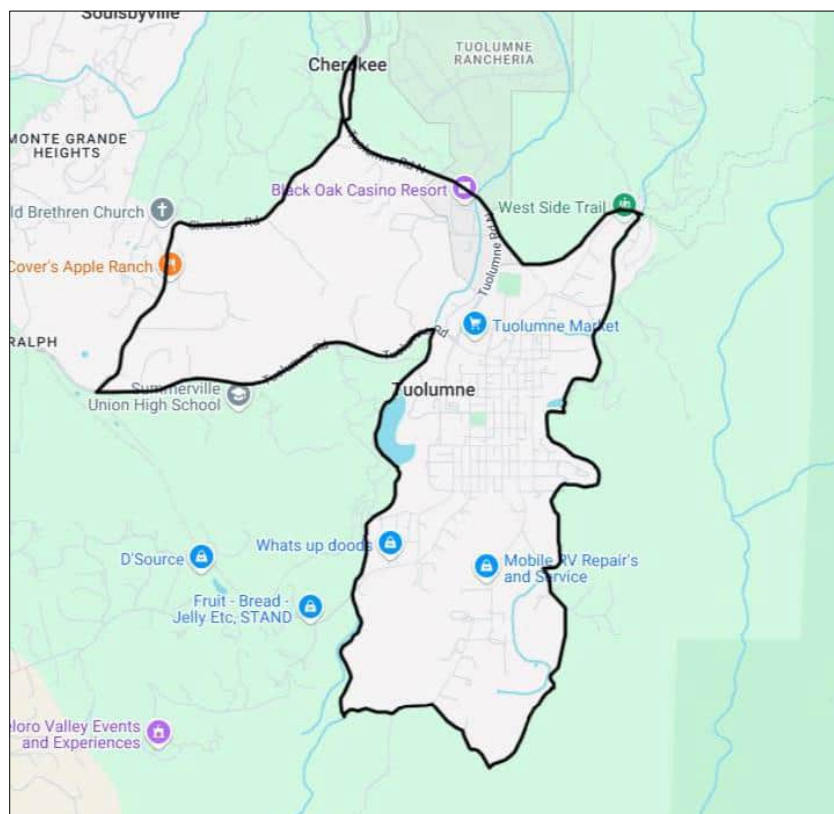
Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



J. Businesses, Revenue, and Employees

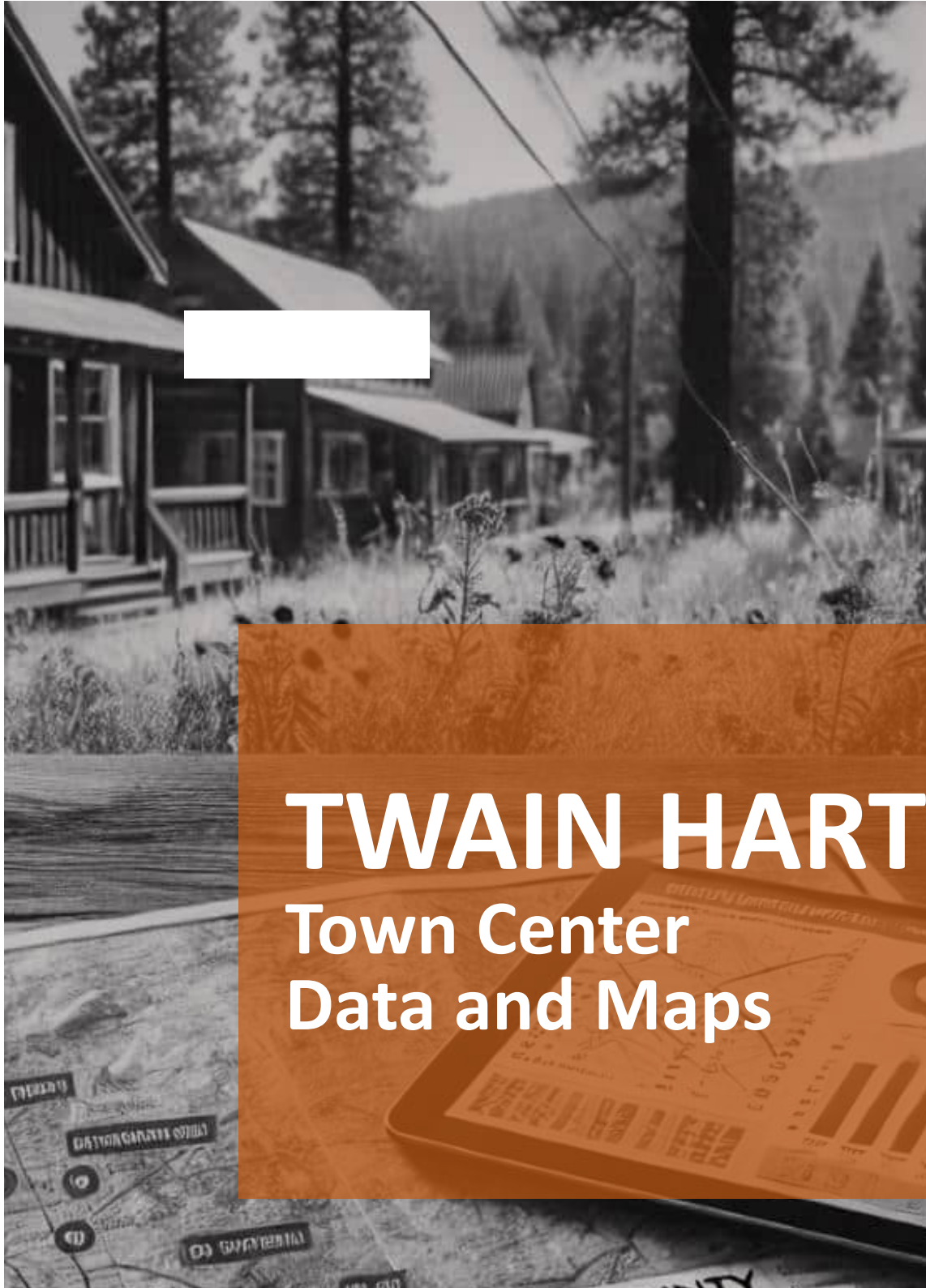
Map shows boundaries as designated by The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).

TUOLUMNE CITY



J. Businesses, Employees, and Revenue

Industry	Tuolumne City			
	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Construction	3	12.50%	\$1,607,000	8
Health Care and Social Services	3	12.50%	\$1,147,000	7
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	1	4.17%	\$0	1
Other Services - Repair, Personal Care, Laundry, Religious, etc.	10	41.67%	\$804,000	18
Public Administration	2	8.33%	\$0	6
Real Estate and Rentals	1	4.17%	\$99,000	1
Retail: Hobby, Media, General Merchandise	1	4.17%	\$10,615,000	51
Retail: Home, Food, Automobiles, Personal Care	1	4.17%	\$2,779,000	20
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	4.17%	\$0	4
Unclassified	1	4.17%	\$0	2
Total	24		\$17,051,000	118



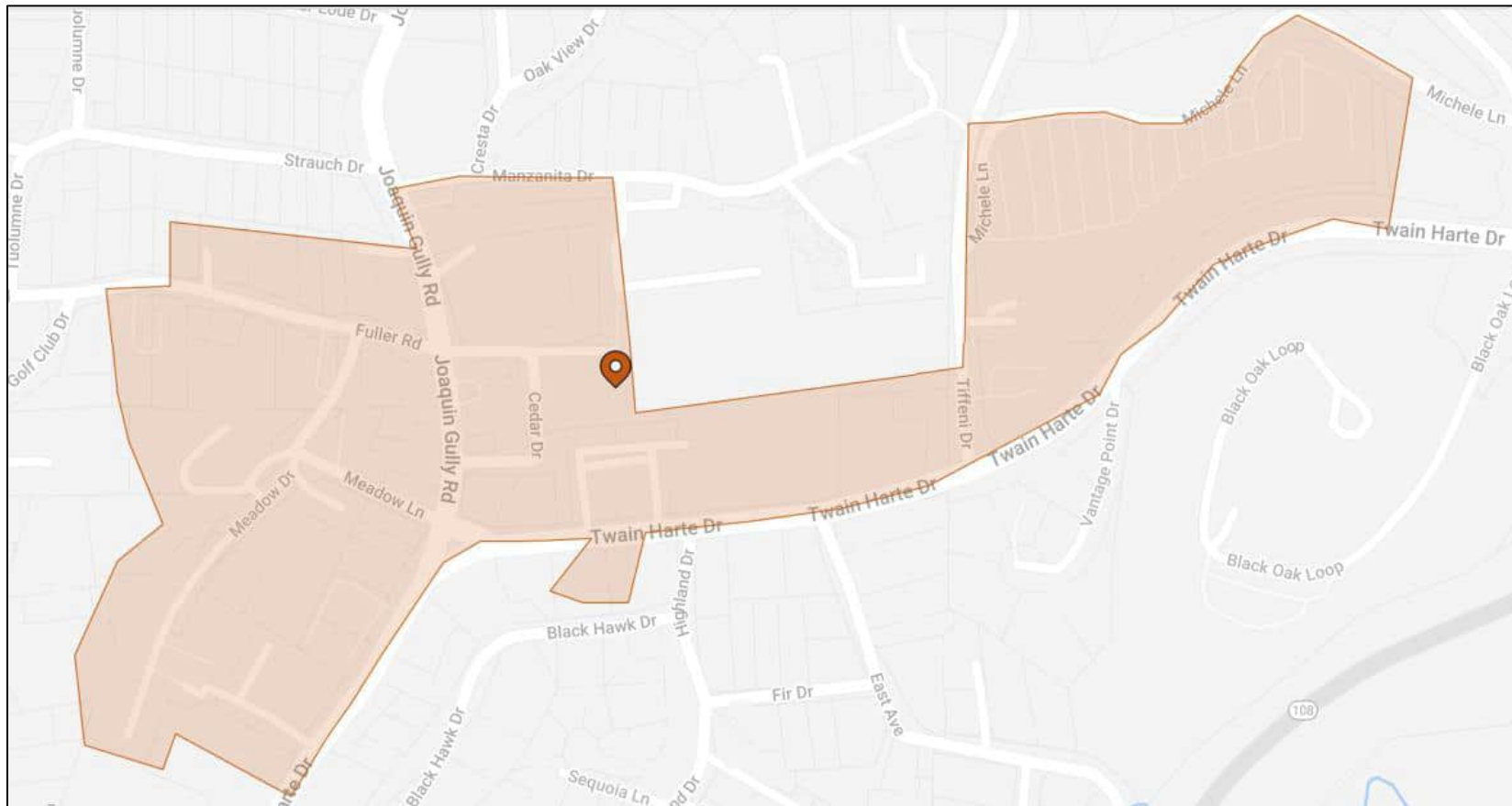
TWIN HARTE

Town Center Data and Maps

A. Map of Town Center

Polygon drawn around businesses near center of commerce in the community.

TWAIN HARTE



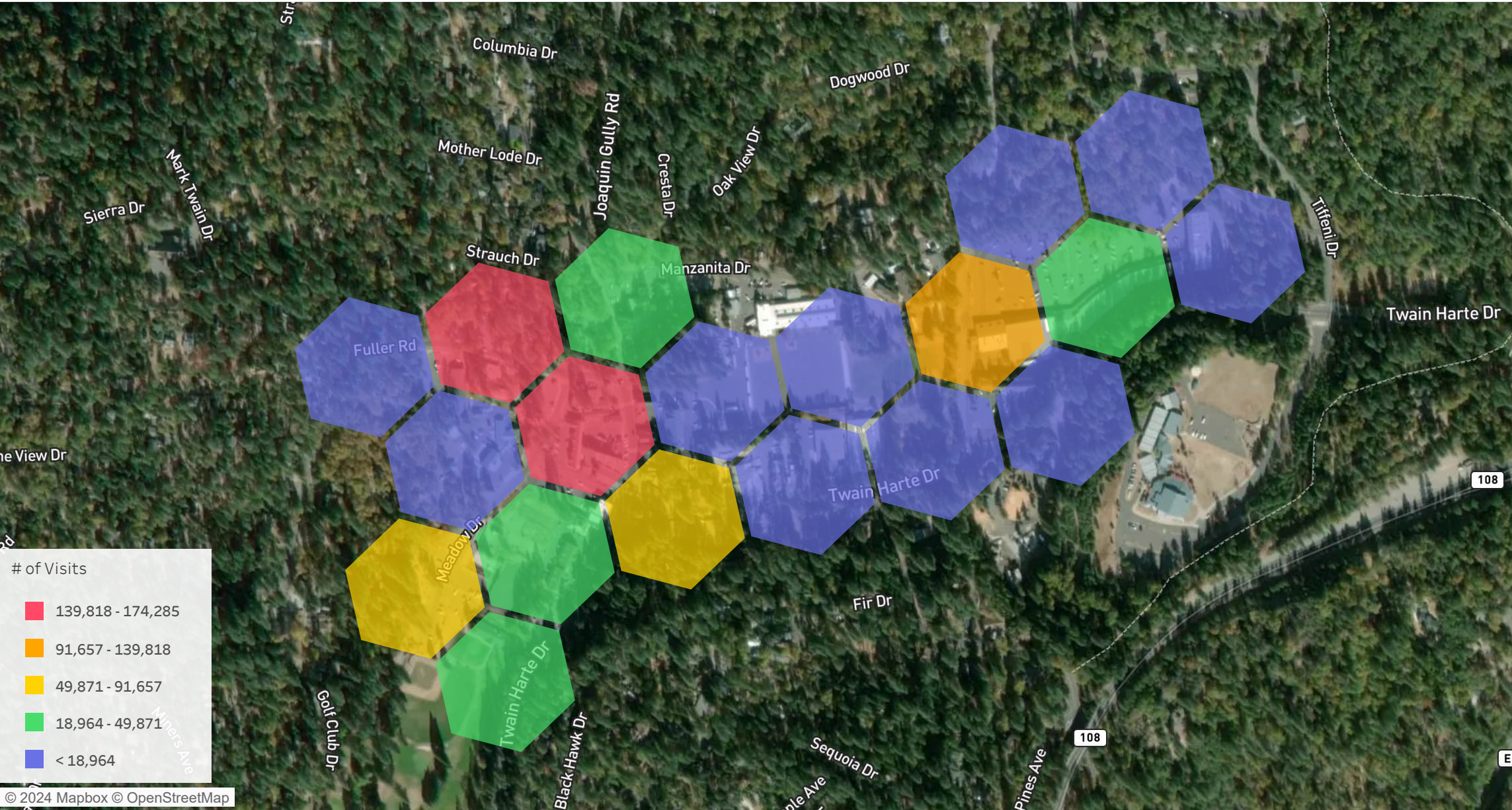
B1. Number of Visits

Twain Harte Town Center

		10 minutes or more	1 hour or more
Visits		361,362	182,686
Visitors		130,328	85,325
Visit Frequency		2.77	2.14
Average number of minutes		69	127
Panel Visits		11,755	5,939
Compared to 1 Years Prior		-4.60%	2.50%
Compared to 2 Years Prior		-3.40%	5.90%
Compared to 3 Years Prior		-1.30%	16.00%

Twain Harte Town Center

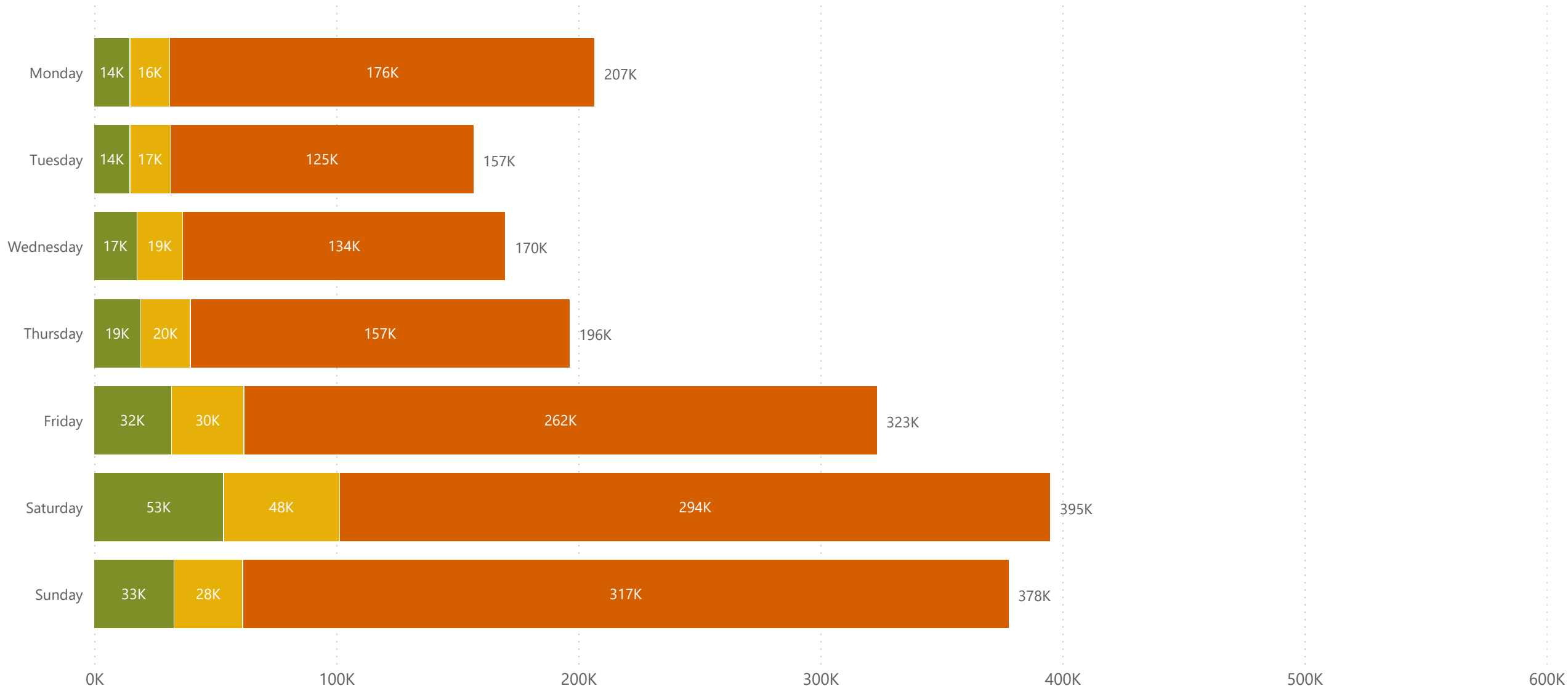
Black Oak Estates, CA



C. Visitors More Than 1 Hour vs. 10 Minutes vs. Those Who Passed Through

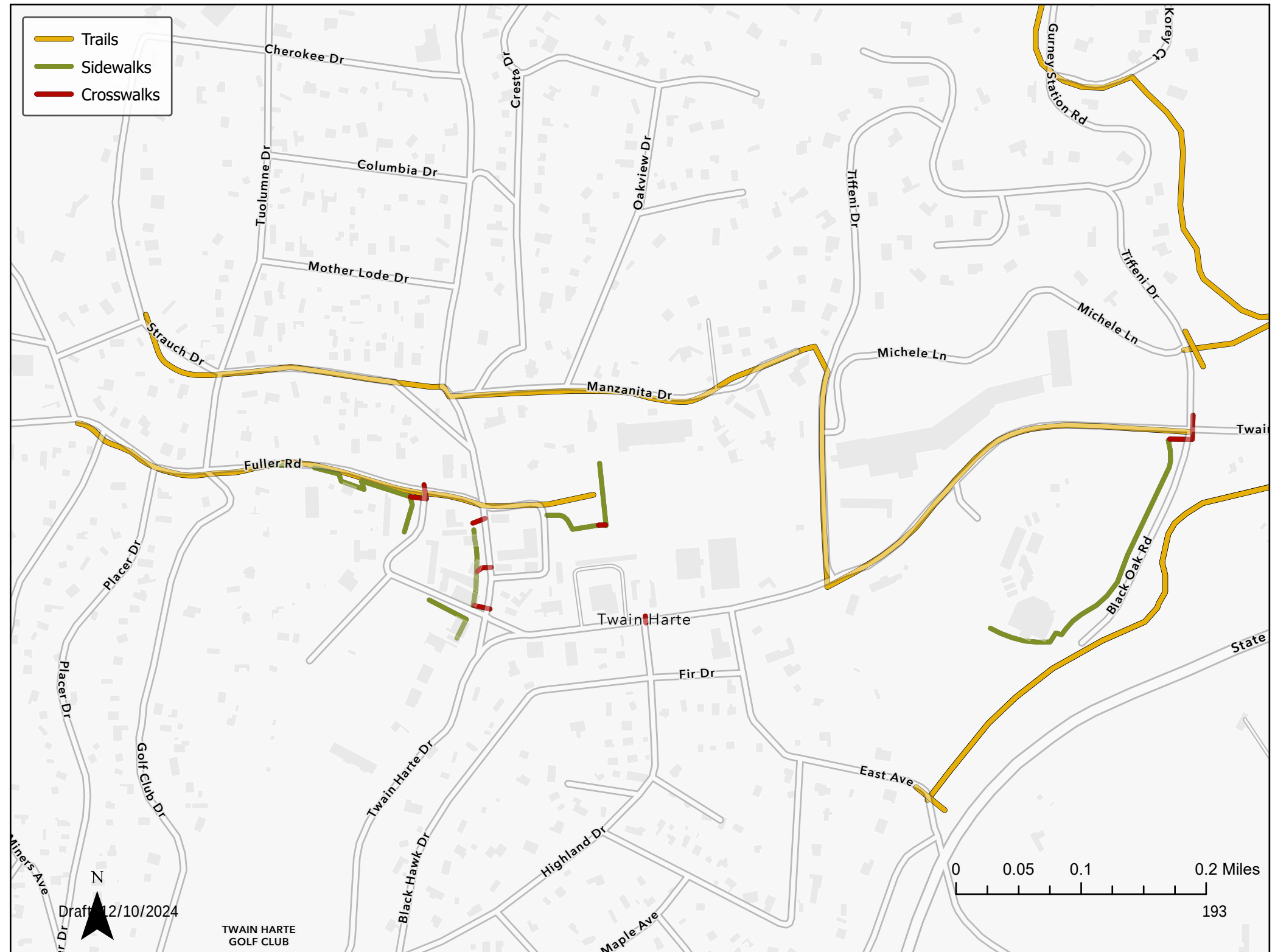
Twain Harte

● Visits 1 hour or more ● Visits between 10 minutes and 1 hour ● Those who passed through without visiting more than 10 minutes



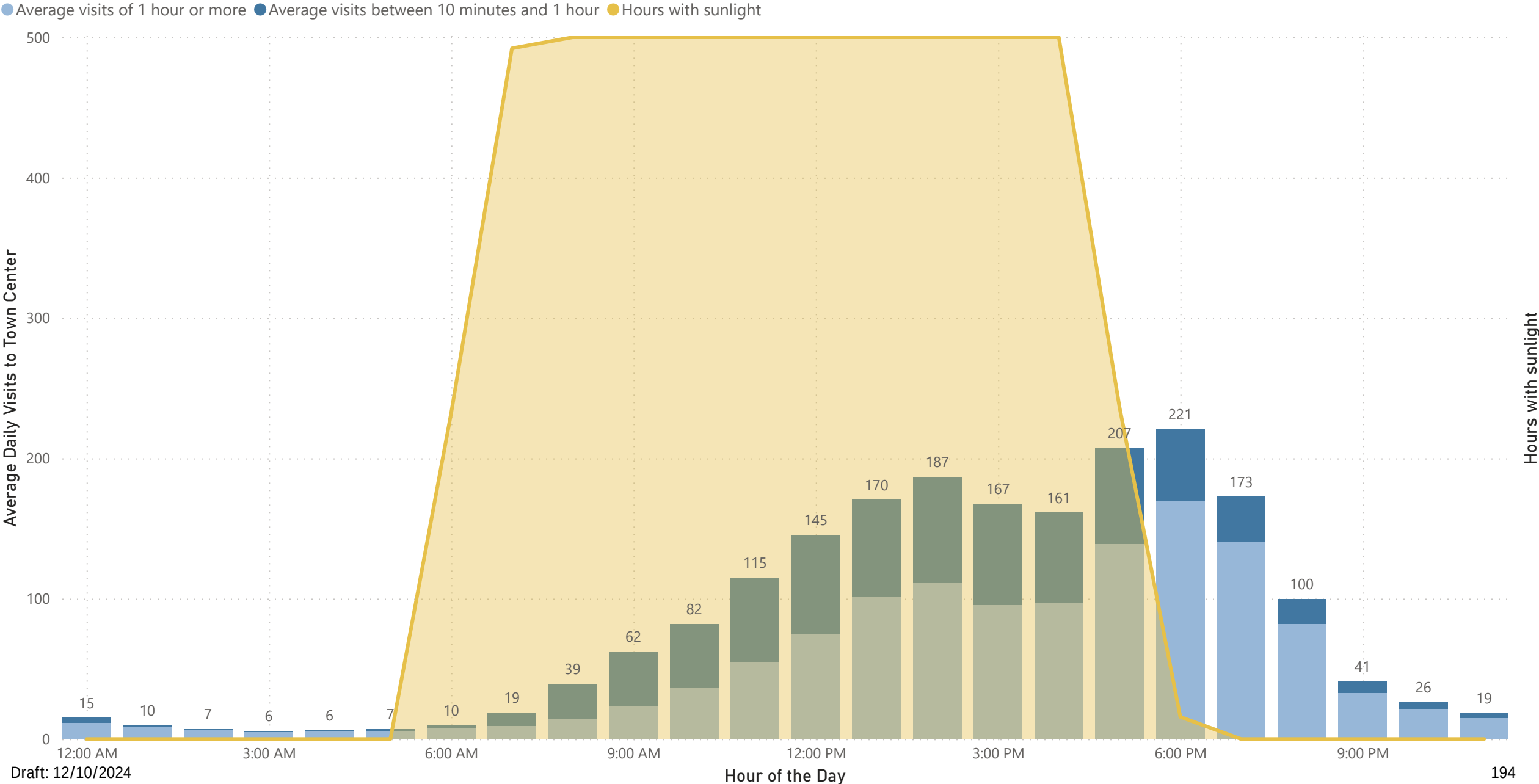
Twain Harte A1.Town Center.

- Trails
- Sidewalks
- Crosswalks



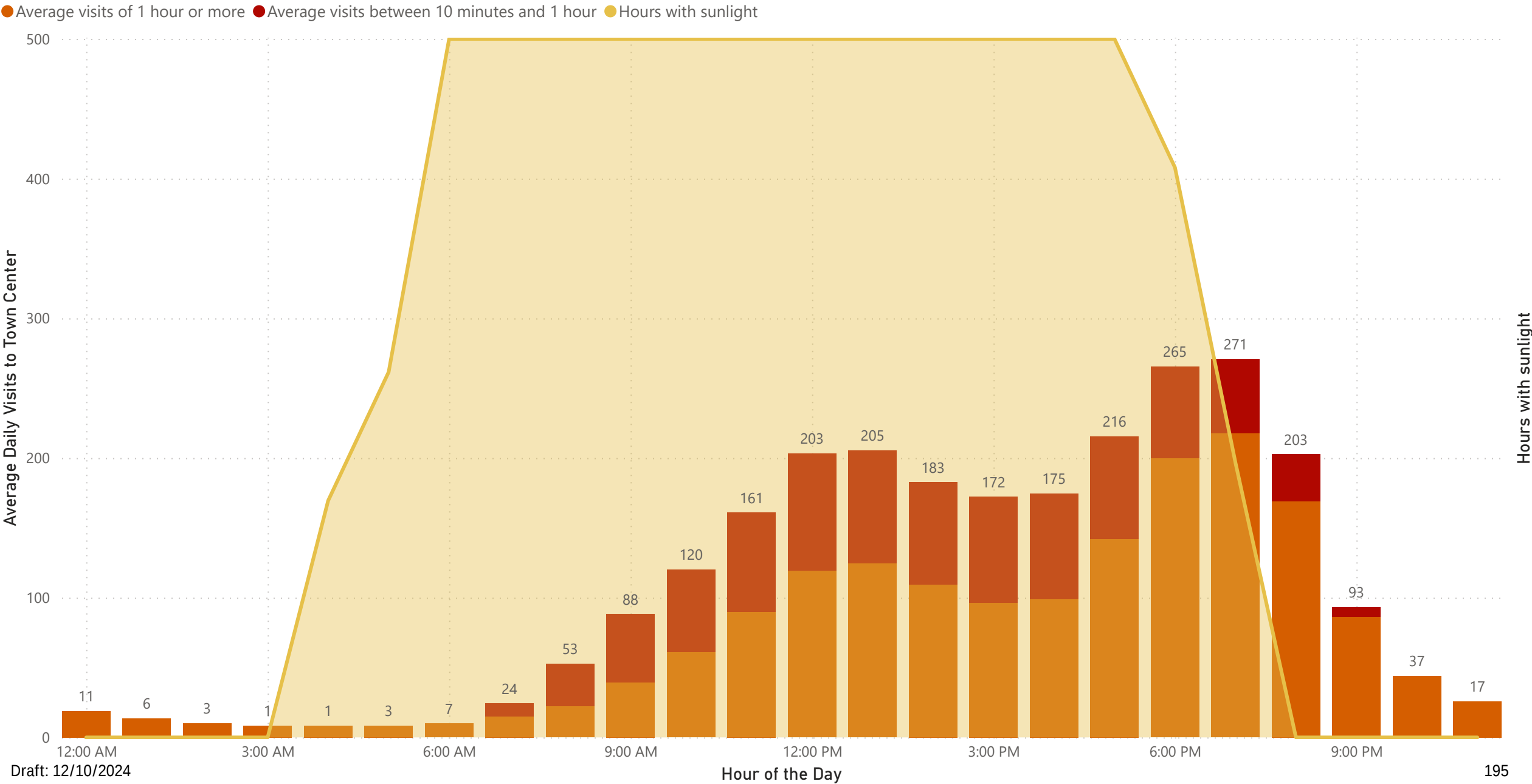
E1. Average Daily Visits to Town Center with Hours of Sunlight During Standard Time 2023/2024

TWAIN HARTE



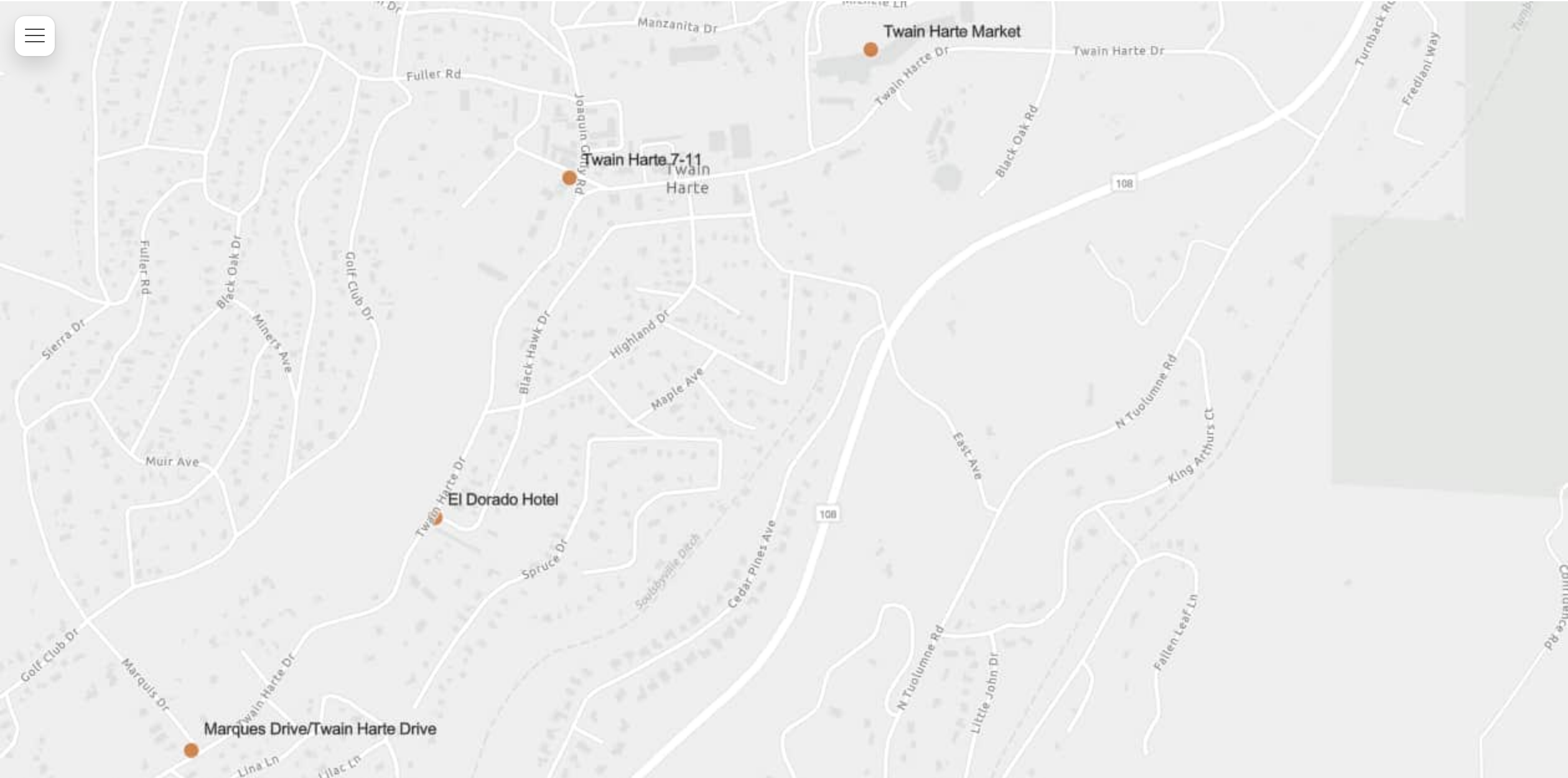
E1. Average Daily Visits to Town Center with Hours of Sunlight During Daylight Savings 2024

TWAIN HARTE



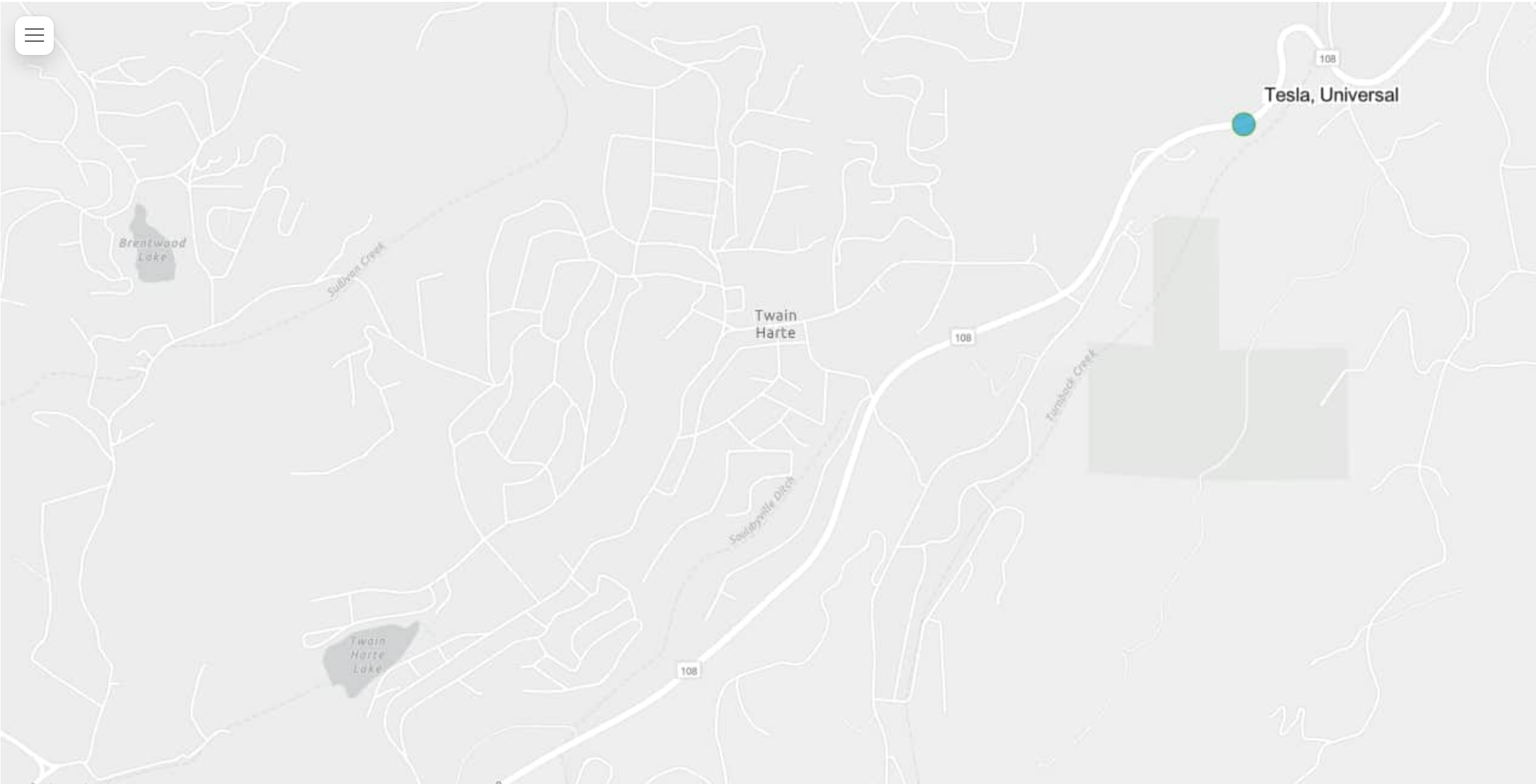
G. Transportation Stops

TWAIN HARTE



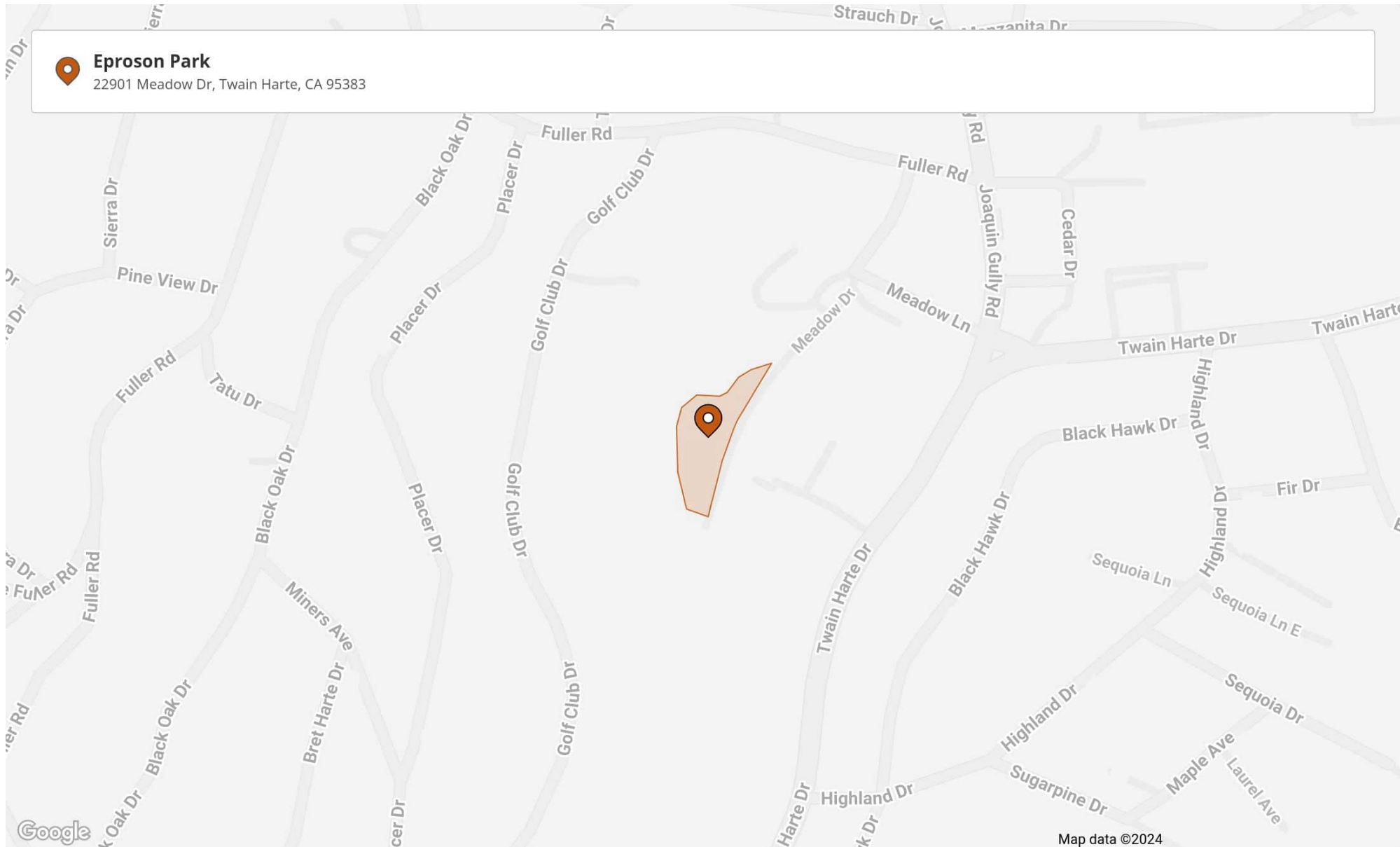
H. EXISTING EV CHARGING STATIONS

TWAIN HARTE



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Metrics

 **Eproson Park**
22901 Meadow Dr, Twain Harte, CA 95383

Visits	47.5K	Panel Visits	1.6K
Audience	22K	Visits YoY	+18.8%
Visit Frequency	2.15	Visits Yo2Y	+29.4%
Avg. Dwell Time	70 min	Visits Yo3Y	+39.1%

Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visits Trend



Weekly | Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



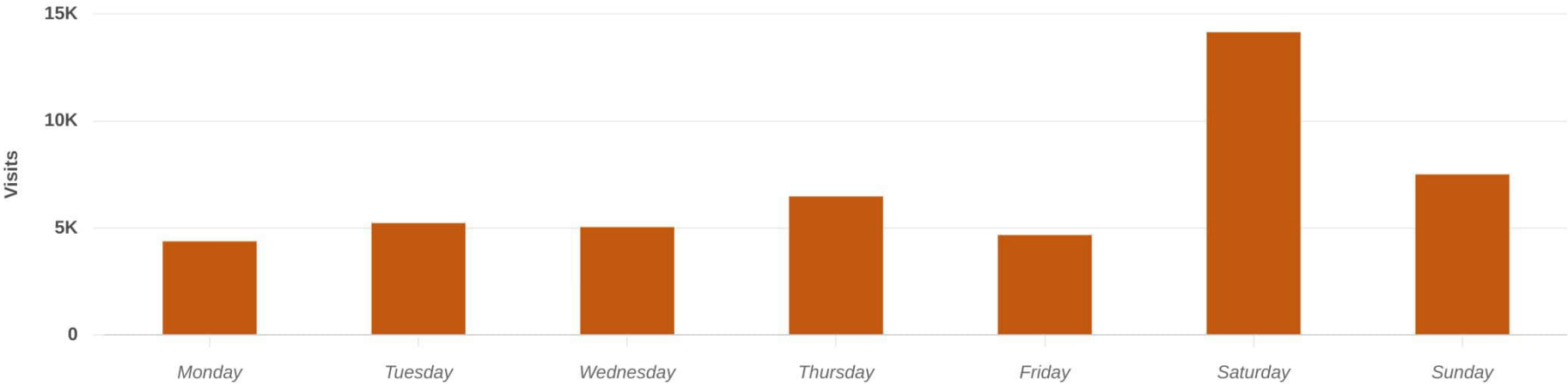
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Daily Visits

Eproson Park
22901 Meadow Dr, Twain Harte, CA 95383



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



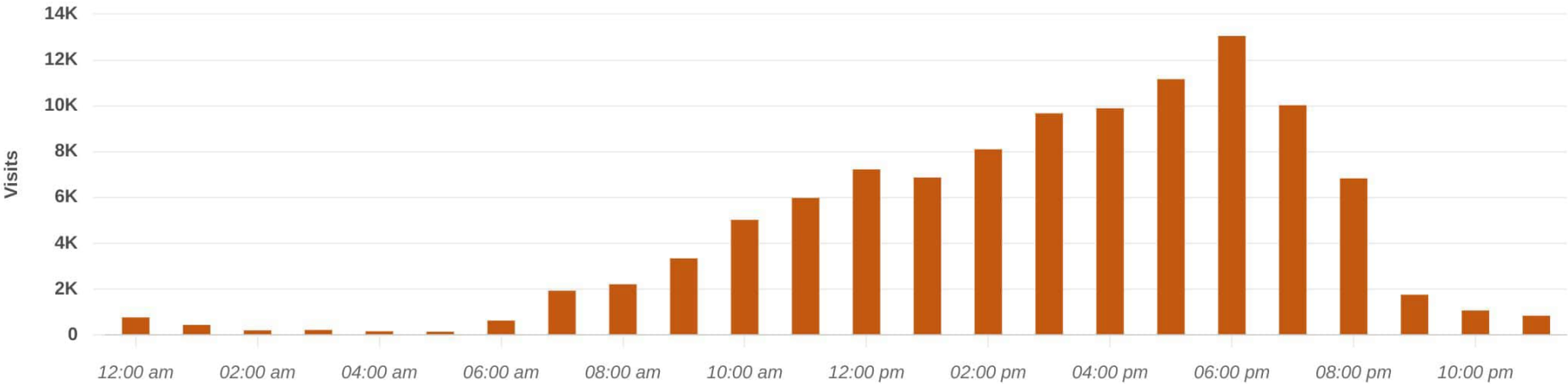
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Hourly Visits

Eproson Park
22901 Meadow Dr, Twain Harte, CA 95383



Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



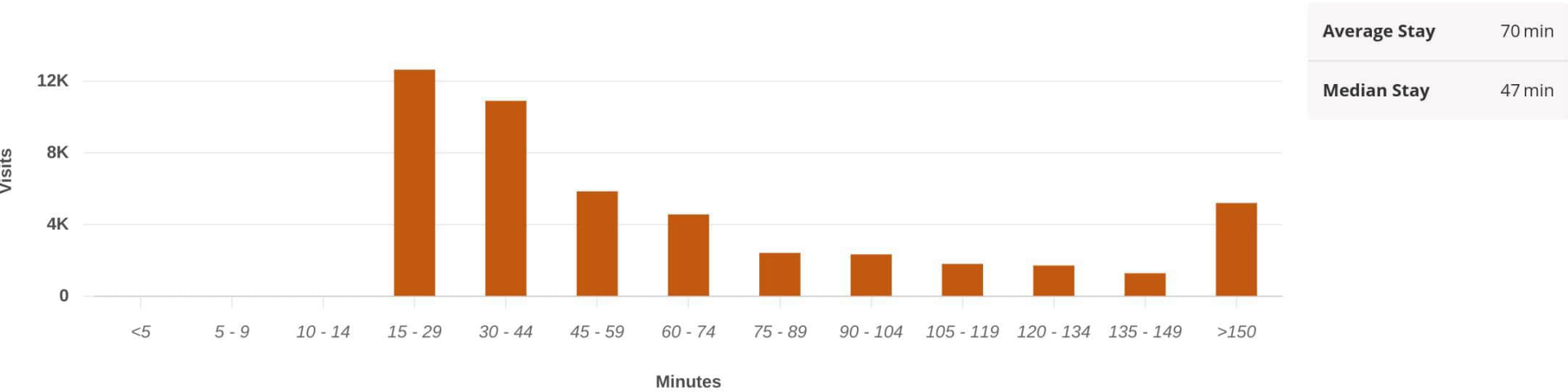
I. Park In or Near Town Center

Nov 4, 2023 - Nov 3, 2024



Visit Duration

Eproson Park
22901 Meadow Dr, Twain Harte, CA 95383

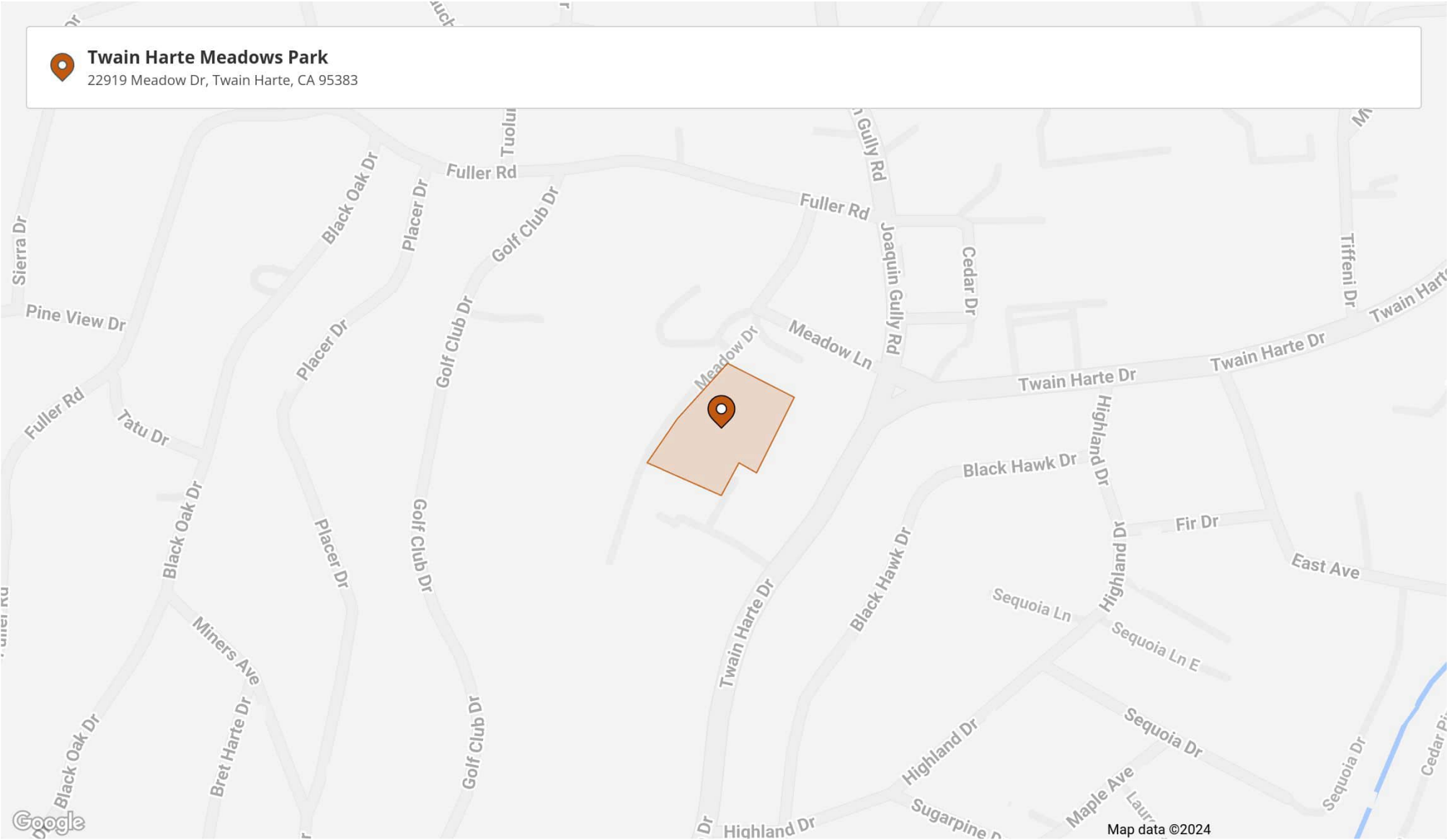


Visits | Nov 4th, 2023 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Parks In or Near Town Center

Aug 10 - Nov 3, 2024



I. Parks In or Near Town Center

Aug 10 - Nov 3, 2024



Metrics

 **Twain Harte Meadows Park**
22919 Meadow Dr, Twain Harte, CA 95383

Visits	4.7K	Panel Visits	174
Audience	3.2K	Visits YoY	+4.7%
Visit Frequency	1.5	Visits Yo2Y	+98.5%
Avg. Dwell Time	56 min	Visits Yo3Y	-0.6%

Aug 10th, 2024 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



I. Parks In or Near Town Center

Aug 10 - Nov 3, 2024



Visits Trend



Weekly | Visits | Aug 10th, 2024 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



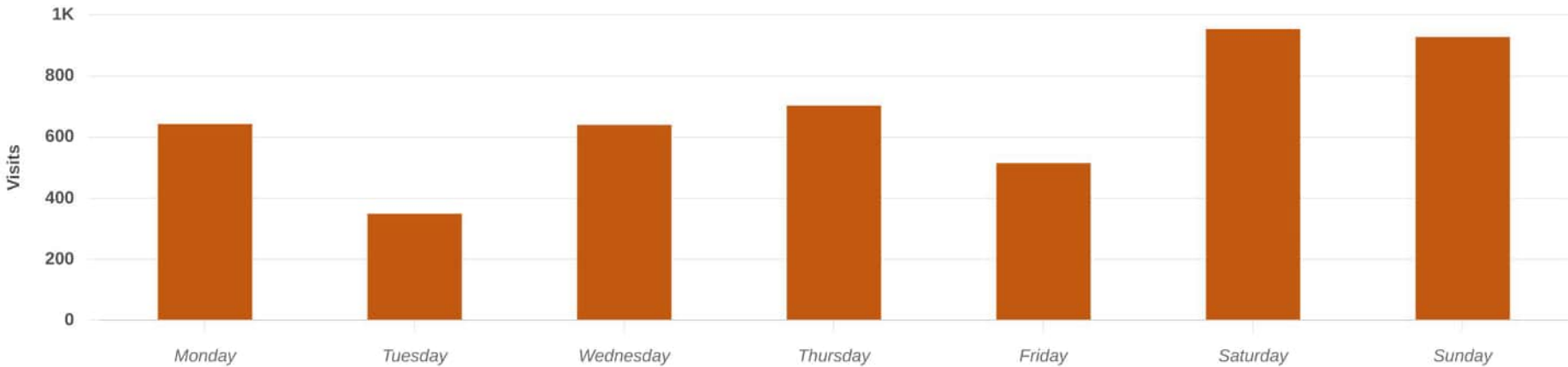
I. Parks In or Near Town Center

Aug 10 - Nov 3, 2024



Daily Visits

Twain Harte Meadows Park
22919 Meadow Dr, Twain Harte, CA 95383



Visits | Aug 10th, 2024 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



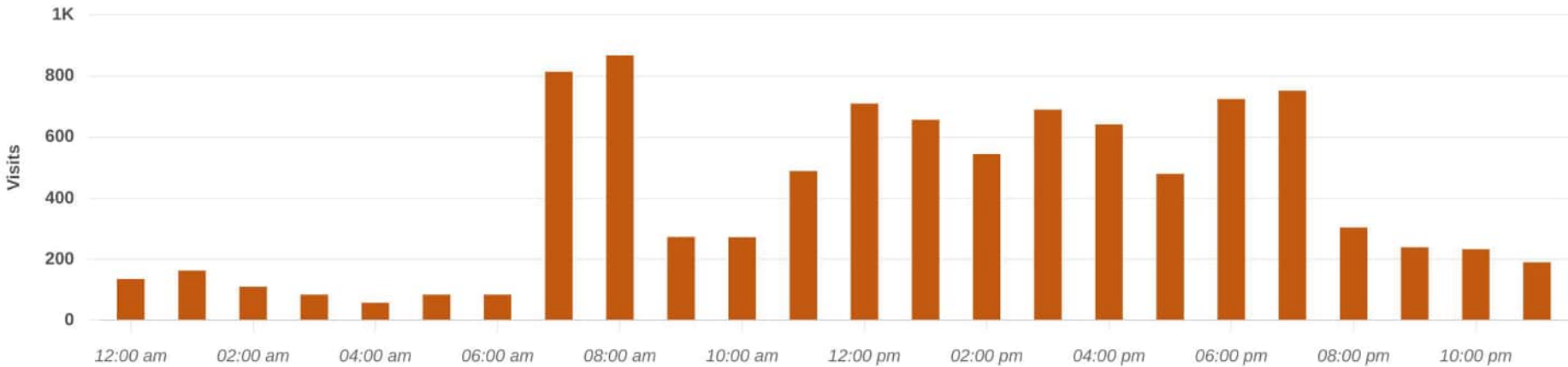
I. Parks In or Near Town Center

Aug 10 - Nov 3, 2024



Hourly Visits

Twain Harte Meadows Park
22919 Meadow Dr, Twain Harte, CA 95383



Visits | Aug 10th, 2024 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



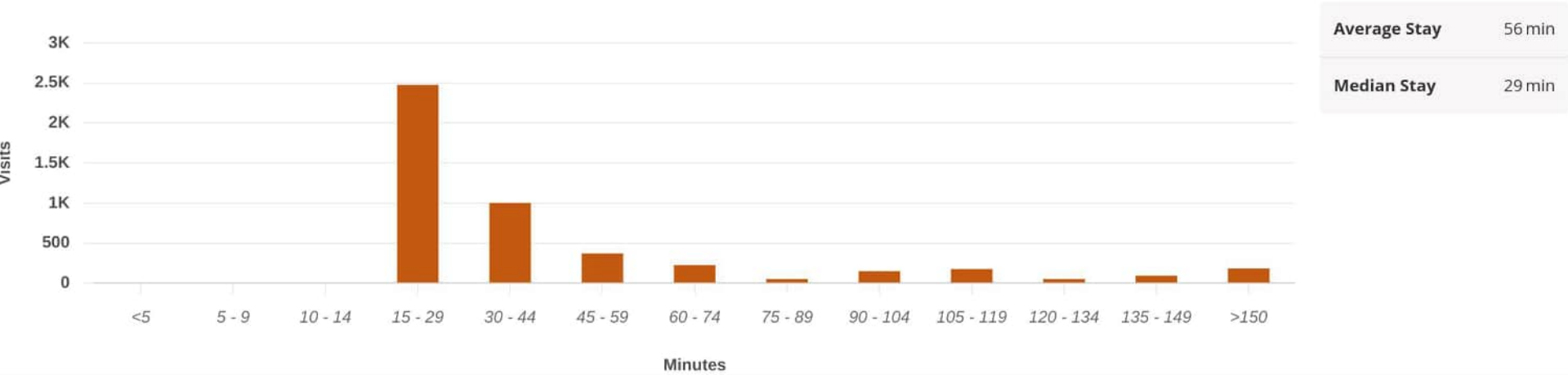
I. Parks In or Near Town Center

Aug 10 - Nov 3, 2024



Visit Duration

Twain Harte Meadows Park
22919 Meadow Dr, Twain Harte, CA 95383



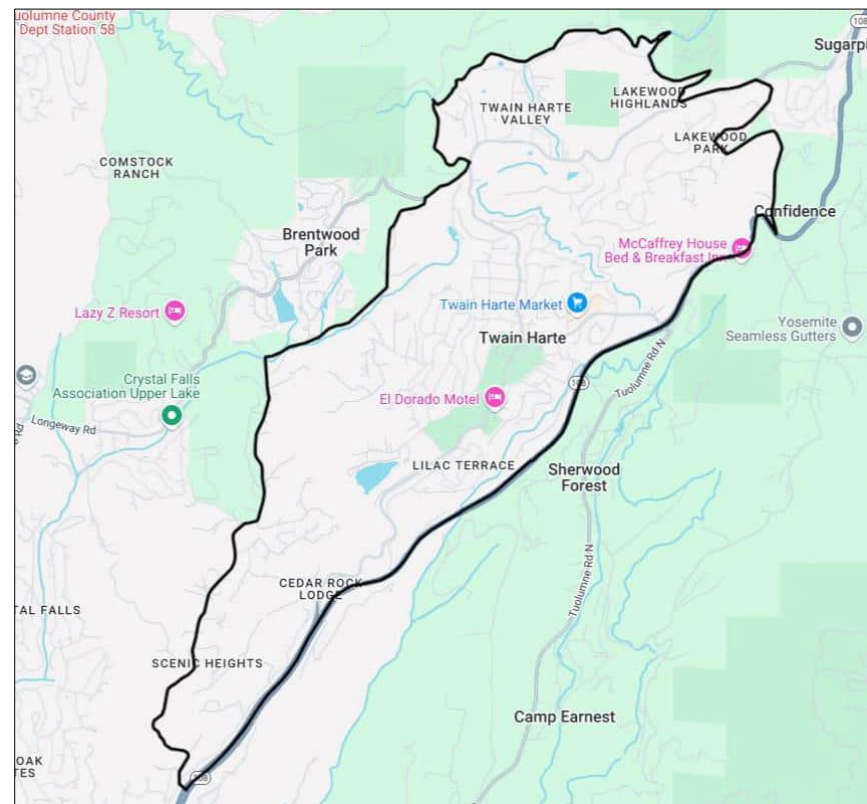
Visits | Aug 10th, 2024 - Nov 3rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



J. Businesses, Revenue, and Employees

Map shows boundaries as designated by The Community & Place Based Data Tool on the California Governor's Office of Business and Economic Development (Go-Biz).

TWAIN HARTE



J. Businesses, Employees, and Revenue

Twain Harte				
Industry	Total Number of Businesses	Percentage of Businesses	Total Sales	Number of Employees
				
Accommodation and Food Services	27	11.02%	\$8,538,000	158
Administrative and Support, Waste Management, and Remediation Services	12	4.90%	\$4,067,000	58
Agriculture, Forestry, Fishing and Hunting	2	0.82%	\$1,475,000	8
Arts, Sports, Entertainment, and Recreation	6	2.45%	\$1,484,000	37
Banking, Finance and Insurance	8	3.27%	\$5,327,000	20
Construction	31	12.65%	\$13,277,000	101
Education	1	0.41%	\$0	2
Health Care and Social Services	12	4.90%	\$5,575,000	42
Information	2	0.82%	\$0	5
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	3	1.22%	\$10,018,000	81
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	4	1.63%	\$1,356,000	8
Other Services - Repair, Personal Care, Laundry, Religious, etc.	25	10.20%	\$842,000	69
Professional, Scientific, and Technical Services	13	5.31%	\$4,699,000	64
Public Administration	1	0.41%	\$0	4
Real Estate and Rentals	15	6.12%	\$12,026,000	122
Retail: Hobby, Media, General Merchandise	9	3.67%	\$4,258,000	23
Retail: Home, Food, Automobiles, Personal Care	9	3.67%	\$26,630,000	124
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	0.41%	\$0	7
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	1	0.41%	\$562,000	3
Unclassified	5	2.04%	\$0	0
Utility Services: Power, Gas, Steam, Water, and Sewage	1	0.41%	\$2,869,000	12
Wholesalers	2	0.82%	\$8,473,000	11
Unclassified	55	22.45%	\$0	34
Total	245		\$111,476,000	993



FURTHER EXPLORATION

In the process of developing this strategy it is not always feasible or possible to gather all desired data and conduct research due to constraints in time and resources. While efforts were made to collect the most relevant and actionable information within the available scope, certain data points require additional time, funding, or collaboration to obtain.

Below is a list of data points and research that would ideally be gathered in the future to strengthen the economic development strategy for rejuvenating the town center. These would provide a more complete picture of the community's needs, the town center's performance, and potential growth opportunities. Collecting this information in the future can enhance decision-making, ensure targeted interventions, and maximize the effectiveness of revitalization efforts.

- **Foot Traffic and Daylight Analysis:** Further analysis of how daylight hours impact foot traffic, including:
 - Business closing times compared to foot traffic patterns throughout the day, supplemented by surveys of business owners about their decisions on closing times.
 - The location of streetlights compared to a foot traffic heatmap to assess activity around illuminated areas during different times of the day.
- **Travel Trends:**
 - Analyze the demographics and interests of visitors to town centers.
 - Determine the origins of visitors and identify if certain origins favor specific town centers.
 - Map common destinations within town centers visited during a single trip.
- **Transportation and Visitation:** Overlay visitation patterns with the proximity to transportation stops.
- **Business Insights Survey:** When suitable contact information is available, conduct a comprehensive survey of businesses to assess their needs, wants, and perceptions of their location within the town center.