

# 2017 City of Tempe Business Survey

Please take a few minutes to complete this survey in the next 10 days. Your input is an important part of The City's effort to involve the business community in City decision-making. You may return this survey in the enclosed postage paid envelope. You may also complete the survey on-line at [www.TempeCityGov.org](http://www.TempeCityGov.org).



## SAFE AND SECURE

**1. How safe do you think your employees and customers feel when they visit your location during the DAY?**

(5) Very Safe       (3) Somewhat Safe       (1) Very Unsafe  
 (4) Safe       (2) Unsafe       (9) Don't Know

**2. How safe do you think your employees and customers feel when they visit your location at NIGHT?**

(5) Very Safe       (3) Somewhat Safe       (1) Very Unsafe  
 (4) Safe       (2) Unsafe       (9) Don't Know

**3. Please rate your satisfaction with the following City services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with regard to how they affect your business' ability to operate.**

| How satisfied are you with...                                  | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Police services  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 02. Fire services  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 03. Emergency medical services                                 | 5              | 4         | 3       | 2            | 1                 | 9          |
| 04. Water and sewer services                                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 05. Parks  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 06. Recreation services  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 07. Street maintenance, including sidewalks, medians and curbs | 5              | 4         | 3       | 2            | 1                 | 9          |
| 08. Street lighting  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 09. Street sweeping/cleanliness of public areas                | 5              | 4         | 3       | 2            | 1                 | 9          |
| 10. Stormwater drainage/flood management                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 11. Public transportation services                             | 5              | 4         | 3       | 2            | 1                 | 9          |
| 12. Planning and Building Safety                               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 13. Enforcement of codes and ordinances                        | 5              | 4         | 3       | 2            | 1                 | 9          |
| 14. Business Resource and Innovation Center (BRiC)             | 5              | 4         | 3       | 2            | 1                 | 9          |
| 15. Public landscaping   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 16. Traffic on City streets                                    | 5              | 4         | 3       | 2            | 1                 | 9          |

**3a. If you were dissatisfied with any item in Question 3, please explain why.**

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**4. Which THREE of the City services listed in Question 3 are MOST IMPORTANT to your business?**  
*[Write-in your answers below using the numbers from the list in Question 3.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

**5. How would you rate the physical appearance of the area where your business is located?**

(5) Excellent       (3) Average       (1) Poor  
 (4) Good       (2) Below Average       (9) Don't Know

6. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please rate how important each of the following reasons were in your decision to locate your business in Tempe.

|     |  | Extremely Important | Very Important | Important | Less Important | Not Important |
|-----|--|---------------------|----------------|-----------|----------------|---------------|
| 01. | Overall image of The City  | 5                   | 4              | 3         | 2              | 1             |
| 02. | Quality of local schools   | 5                   | 4              | 3         | 2              | 1             |
| 03. | Low crime rate   | 5                   | 4              | 3         | 2              | 1             |
| 04. | Availability of trained employees  | 5                   | 4              | 3         | 2              | 1             |
| 05. | Level of taxation  | 5                   | 4              | 3         | 2              | 1             |
| 06. | Access to highways   | 5                   | 4              | 3         | 2              | 1             |
| 07. | Access to Sky Harbor Airport   | 5                   | 4              | 3         | 2              | 1             |
| 08. | Availability of quality housing  | 5                   | 4              | 3         | 2              | 1             |
| 09. | Proximity to other businesses that are important to your business                | 5                   | 4              | 3         | 2              | 1             |
| 10. | Availability of public transportation  | 5                   | 4              | 3         | 2              | 1             |
| 11. | Availability of libraries, arts, sports and cultural amenities (quality of life) | 5                   | 4              | 3         | 2              | 1             |
| 12. | Attitude of local government toward business                                     | 5                   | 4              | 3         | 2              | 1             |
| 13. | Availability of telecommunications, utilities and other infrastructure           | 5                   | 4              | 3         | 2              | 1             |
| 14. | Proximity to Arizona State University  | 5                   | 4              | 3         | 2              | 1             |
| 15. | Quality/attractiveness of Downtown Tempe   | 5                   | 4              | 3         | 2              | 1             |
| 16. | Availability of parks and open space   | 5                   | 4              | 3         | 2              | 1             |
| 17. | Appearance of private property   | 5                   | 4              | 3         | 2              | 1             |
| 18. | Other: _____   | 5                   | 4              | 3         | 2              | 1             |

7. Which THREE of the reasons listed in Question 6 will have the MOST IMPACT on your decision to stay in The City of Tempe for the next 10 years? [Write-in your answers below using the numbers from the list in Question 6.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_



**MAINTAINING FINANCIAL STABILITY AND VITALITY**

8. Are you aware of The City's "Equal Pay for Equal Work" initiative? \_\_\_\_ (1) Yes \_\_\_\_ (2) No

9. Do you think that The City of Tempe is "Business Friendly"?

\_\_\_\_ (1) Yes \_\_\_\_ (2) No \_\_\_\_ (9) Don't Know

9a. If "No", why not?

\_\_\_\_\_

10. Do you think the tax structure for businesses in The City of Tempe is fair compared to other Arizona cities?

\_\_\_\_ (1) Yes \_\_\_\_ (2) No \_\_\_\_ (9) Don't Know

10a. If "No", why not?

\_\_\_\_\_



## SUSTAINABLE GROWTH AND DEVELOPMENT

11. Please rate the workforce in The City of Tempe in the following areas.

|  | Excellent | Good | Average | Below Average | Poor | Don't Know |
|--|-----------|------|---------|---------------|------|------------|
| 1. The availability of workers               | 5         | 4    | 3       | 2             | 1    | 9          |
| 2. The quality of workers                    | 5         | 4    | 3       | 2             | 1    | 9          |
| 3. The stability of the workforce            | 5         | 4    | 3       | 2             | 1    | 9          |
| 4. The education/technical skills of workers | 5         | 4    | 3       | 2             | 1    | 9          |

12. Using a scale of 1 to 5, where a 5 is "Very Satisfied" and a 1 is "Very Dissatisfied," please rate your satisfaction with the following City codes and regulations.

| How satisfied is your business with:                      | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Land use codes   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. Landscaping codes                                      | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. Requirement for proper business appearance maintenance | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. Business signage regulations                           | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. Business parking regulations                           | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. Trash disposal regulations                             | 5              | 4         | 3       | 2            | 1                 | 9          |

13. In the next 12 months, is your business considering any of the following? [Check all that apply.]

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Expanding your business in Tempe             | <input type="checkbox"/> (5) Downsizing    |
| <input type="checkbox"/> (2) Renovating your business in Tempe            | <input type="checkbox"/> (6) Closing       |
| <input type="checkbox"/> (3) Relocating to another location in Tempe      | <input type="checkbox"/> (7) None of these |
| <input type="checkbox"/> (4) Relocating to another location outside Tempe | <input type="checkbox"/> (9) Don't Know    |



## STRONG COMMUNITY CONNECTIONS

14. Overall, how would you rate the job The City of Tempe does in communicating with business owners and managers?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> (5) Very Good | <input type="checkbox"/> (3) Average       | <input type="checkbox"/> (1) Poor       |
| <input type="checkbox"/> (4) Good      | <input type="checkbox"/> (2) Below Average | <input type="checkbox"/> (9) Don't Know |

14a. If "Below Average" or "Poor" to Question 14, why do you feel that way?

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15. Please indicate whether your business has interacted with Staff from The City of Tempe during the past year related to the following services. If "Yes", please rate The City's performance in that area.

| Type of Staff/Department         | Have you had contact with City staff in this department? |    | If "Yes", please rate The City's performance |      |         |               |      |            |  |
|----------------------------------|--|----|--|------|---------|---------------|------|------------|--|
|                                  |  |    | Excellent                                    | Good | Average | Below Average | Poor | Don't Know |  |
| 01. Code compliance              | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 02. Building safety/permitting   | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 03. Planning                     | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 04. Special events               | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 05. Police                       | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 06. Fire                         | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 07. Emergency medical services   | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 08. Streets and Traffic          | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 09. Storm water/flood management | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 10. Utility billing services     | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 11. Small Business Development   | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 12. Economic Development         | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |
| 13. Trash and recycling services | Yes  | No | 5  | 4    | 3       | 2             | 1    | 9          |  |

16. Using a scale of 1 to 5, where a 5 is "Very Satisfied" and a 1 is "Very Dissatisfied," please rate your satisfaction with the following.

| How satisfied is your business with... |  | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1.                                     | How ethical City employees are in the way they conduct City business                               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2.                                     | Availability of information about City programs, events, services and issues                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3.                                     | Usefulness of The City's website   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4.                                     | Tempe's online services (registration, payment, etc.)  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5.                                     | How well The City treats residents regardless of age, disability, gender, or other characteristics | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6.                                     | Overall quality of customer service provided by City employees                                     | 5              | 4         | 3       | 2            | 1                 | 9          |



## QUALITY OF LIFE

17. Thinking generally about The City of Tempe, how likely would you be to recommend Tempe as a business location to friends, family, co-workers, colleagues, and other businesses?

(5) Very Likely       (3) Somewhat Likely       (1) Not Likely at All  
 (4) Likely       (2) Not Likely       (9) Don't Know

18. **CITY PRIORITIES.** Which FOUR of the following do you think should be The City's TOP PRIORITIES over the next year? [Check only four.]

|  |   |   |
|--|---|---|
| <input type="checkbox"/> (01) Economic/business development                | <input type="checkbox"/> (06) Fire services           | <input type="checkbox"/> (12) Trash and recycling |
| <input type="checkbox"/> (02) Water/sewer                                  | <input type="checkbox"/> (07) Customer service        | <input type="checkbox"/> (13) Housing             |
| <input type="checkbox"/> (03) Transportation services                      | <input type="checkbox"/> (08) Appearance of The City  | <input type="checkbox"/> (14) Neighborhoods       |
| <input type="checkbox"/> (04) Maintenance of city buildings                | <input type="checkbox"/> (09) Maintenance of streets  | <input type="checkbox"/> (15) Parks               |
| <input type="checkbox"/> (05) Art, recreation programs, & library services | <input type="checkbox"/> (10) Social/human services   | <input type="checkbox"/> (16) Police services     |
|  | <input type="checkbox"/> (11) Historical preservation | <input type="checkbox"/> (17) Code enforcement    |

19. Which of the following best describes the overall business atmosphere in Tempe today, compared to two years ago?

- (4) Better                       (2) No change, but poor                       (9) Don't Know/Unsure  
 (3) No change, but good                       (1) Worse

20. Items that may influence your perception of The City of Tempe are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with...   | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Overall quality of life in The City                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. Overall image of The City  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. How well The City is handling growth                                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. Overall quality of services provided by The City of Tempe              | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. Quality of new development in Tempe                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. Quality of public education in Tempe                                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7. Overall feeling of safety in Tempe                                     | 5              | 4         | 3       | 2            | 1                 | 9          |
| 8. Overall value your company receives for your City tax dollars and fees | 5              | 4         | 3       | 2            | 1                 | 9          |
| 9. Quality of housing options for your workforce                          | 5              | 4         | 3       | 2            | 1                 | 9          |

21. Which of the following BEST describes the amount of information and resources that you have available to implement effective recycling/waste diversion and water conservation programs at your business?

- (4) We have everything we need                       (2) We don't have anything and need more information and resources                       (1) We are not interested  
 (3) We have some but could use more                       (9) Don't Know

**DEMOGRAPHICS**

22. Is your business a member of the Tempe Chamber of Commerce?

- (1) Yes                       (2) No                       (9) Don't Know

23. Is your business a member of Local First Arizona?                       (1) Yes                       (2) No                       (9) Don't Know

24. What is the nearest major intersection where your business is located in Tempe?

Street 1: \_\_\_\_\_ and Street 2: \_\_\_\_\_

25. Does your business promote carpooling, transit, and walking to work with your employees?

- (1) Yes  
 (2) No, but we are interested in promoting alternative transportation options  
 (3) No, we are not interested in promoting alternative transportation options

26. Does your business own or rent/lease the facility where your business is located?

- (1) Own                       (2) Rent/Lease                       (9) Don't Know

27. How many people does your business currently employ?

Total # Full Time: \_\_\_\_\_ Total # Part Time: \_\_\_\_\_

28. How many years has your business been in Tempe? \_\_\_\_\_ years

29. Approximately how many years ago did you personally come to Tempe? \_\_\_\_\_ years

**30. Approximately what percentage of your customer base is represented by the following groups?**

*[Total should add to 100%.]*

- \_\_\_\_\_ % Customers from The City of Tempe
- \_\_\_\_\_ % Customers from the Phoenix metro area outside The City of Tempe
- \_\_\_\_\_ % Other Arizona customers (Outside the Phoenix metro area)
- \_\_\_\_\_ % Customers in the U.S. but outside Arizona
- \_\_\_\_\_ % International/overseas customers

**100% TOTAL**

**31. Which ONE of the following BEST describes your business?** *[Check the most appropriate category; if you don't see a description that matches, write a description in "Other".]*

- |  |  |
|--|--|
| ____(01) Manufacturing                       | ____(08) Transportation/warehousing                      |
| ____(02) Finance/insurance                   | ____(09) Professional, scientific and technical services |
| ____(03) Administrative and support services | ____(10) Real estate and rental and leasing              |
| ____(04) Wholesaler/distributor              | ____(11) Developer                                       |
| ____(05) Retail trade                        | ____(12) Software/information technology                 |
| ____(06) Hotels and restaurants              | ____(13) Other: _____                                    |
| ____(07) Health care/medical/social services |  |

**32. Are you a Veteran Owned Business?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

**33. Are you aware of The City of Tempe Anti-Discrimination ordinance?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

**34. Is your business currently classified by the government as an MBE (Minority Business Enterprise), WBE (Women Business Enterprise), Disabled Owned Business, or SBE (Small Business Enterprise)?**

- |                  |                             |                       |                           |
|------------------|-----------------------------|-----------------------|---------------------------|
| ____(1) Yes, MBE | ____(3) Yes, SBE            | ____(5) Combination   | ____(9) Don't Know/Unsure |
| ____(2) Yes, WBE | ____(4) Yes, Disabled Owned | ____(6) None of these |                           |

**OPTIONAL ITEMS**

**35. Would you be interested in any of the following?** *[Check all that apply.]*

- \_\_\_\_(1) Becoming a Veteran Supportive Employer
- \_\_\_\_(2) Becoming a designated Equal Pay Business Partner
- \_\_\_\_(3) Receiving assistance from The City of Tempe regarding expanding, relocation, and/or downsizing your business
- \_\_\_\_(4) Participating in future surveys or focus groups sponsored by The City
- \_\_\_\_(5) Participating in your utilities energy efficiency programs in order to find cost savings and reduce your greenhouse gas emissions
- \_\_\_\_(6) Participating in The City of Tempe's recycling program
- \_\_\_\_(7) Receiving more information on The City of Tempe's water conservation programs, such as rebates

**36. If you have any suggestions for improving the way The City of Tempe serves businesses in the community, please write them in the space provided below.**

\_\_\_\_\_

**To receive future communication from The City, please provide your contact information below.**

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**This concludes the survey – Thank you for your time!**

Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with specific needs. Thank you.