

2019 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.tempe.gov/BusinessSurvey.



Safe and Secure

- 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
- 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
- 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	N/A
1. Police services	5	4	3	2	1	9	0
2. Fire services	5	4	3	2	1	9	0
3. Emergency medical services	5	4	3	2	1	9	0
4. Water and sewer services	5	4	3	2	1	9	0
5. Parks	5	4	3	2	1	9	0
6. Recreation services	5	4	3	2	1	9	0
7. Street maintenance, including sidewalks, medians, and curbs	5	4	3	2	1	9	0
8. Street lighting	5	4	3	2	1	9	0
9. Street sweeping/cleanliness of public areas	5	4	3	2	1	9	0
10. Stormwater drainage/flood management	5	4	3	2	1	9	0
11. Public transportation services	5	4	3	2	1	9	0
12. Planning	5	4	3	2	1	9	0
13. Enforcement of codes and ordinances	5	4	3	2	1	9	0
14. Construction codes	5	4	3	2	1	9	0
15. Business Resource and Innovation Center (BRiC)	5	4	3	2	1	9	0
16. Public landscaping	5	4	3	2	1	9	0
17. Traffic on City streets	5	4	3	2	1	9	0

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

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	N/A
1.	Overall image of the City	5	4	3	2	1	0
2.	Quality of local schools	5	4	3	2	1	0
3.	Low crime rate	5	4	3	2	1	0
4.	Availability of trained employees	5	4	3	2	1	0
5.	Level of taxation	5	4	3	2	1	0
6.	Access to highways	5	4	3	2	1	0
7.	Access to Sky Harbor Airport	5	4	3	2	1	0
8.	Availability of quality housing	5	4	3	2	1	0
9.	Availability of housing for all income levels	5	4	3	2	1	0
10.	Proximity to other businesses that are important to your business	5	4	3	2	1	0
11.	Availability of public transportation	5	4	3	2	1	0
12.	Availability of libraries, arts, sports, and cultural amenities (quality of life)	5	4	3	2	1	0
13.	Attitude of local government toward business	5	4	3	2	1	0
14.	Availability of telecommunications, utilities, and other infrastructure	5	4	3	2	1	0
15.	Proximity to Arizona State University	5	4	3	2	1	0
16.	Quality/attractiveness of Downtown Tempe	5	4	3	2	1	0
17.	Availability of parks and open space	5	4	3	2	1	0
18.	Appearance of private property	5	4	3	2	1	0
19.	Up to date construction codes	5	4	3	2	1	0
20.	Ease of obtaining construction permits and starting your business	5	4	3	2	1	0
21.	Other: _____	5	4	3	2	1	0

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	N/A
1. The availability of workers	5	4	3	2	1	9	0
2. The quality of workers	5	4	3	2	1	9	0
3. The stability of the workforce	5	4	3	2	1	9	0
4. The education/technical skills of workers	5	4	3	2	1	9	0

12. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "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	N/A
1. Land use codes	5	4	3	2	1	9	0
2. Landscaping codes	5	4	3	2	1	9	0
3. Requirement for proper business appearance/maintenance	5	4	3	2	1	9	0
4. Business signage regulations	5	4	3	2	1	9	0
5. Business parking regulations	5	4	3	2	1	9	0
6. Trash disposal regulations	5	4	3	2	1	9	0
7. Alternatives to landfilling waste	5	4	3	2	1	9	0
8. Construction codes	5	4	3	2	1	9	0
9. Commercial trash/Recycling collection	5	4	3	2	1	9	0

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 of 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?

15. Which of the following do you use to get information about the City of Tempe? [Check all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (1) Tempe 11 (Cable TV) | <input type="checkbox"/> (7) TV News |
| <input type="checkbox"/> (2) Recreation Opportunities Brochure | <input type="checkbox"/> (8) City meetings (In person) |
| <input type="checkbox"/> (3) City Websites | <input type="checkbox"/> (9) E-mail subscriptions |
| <input type="checkbox"/> (4) Water bill newsletter (Tempe Today) | <input type="checkbox"/> (10) Tempe 311 (by Phone, Website, Mobile App) |
| <input type="checkbox"/> (5) City Social Media (Twitter, Facebook, Instagram, Nextdoor) | <input type="checkbox"/> (11) Radio news |
| <input type="checkbox"/> (6) City videos (on YouTube, City Website, Social Media) | <input type="checkbox"/> (12) Newspapers |

15a. Which single communication tool do you use most often to get City information?

16. 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							
	Yes	No	Excellent	Good	Average	Below Average	Poor	Don't Know	N/A	
1. Code compliance	Yes	No	5	4	3	2	1	9	0	
2. Construction/permitting/inspections	Yes	No	5	4	3	2	1	9	0	
3. Planning and Development Services	Yes	No	5	4	3	2	1	9	0	
4. Special events	Yes	No	5	4	3	2	1	9	0	
5. Police	Yes	No	5	4	3	2	1	9	0	
6. Fire	Yes	No	5	4	3	2	1	9	0	
7. Emergency medical services	Yes	No	5	4	3	2	1	9	0	
8. Streets and Traffic	Yes	No	5	4	3	2	1	9	0	
9. Storm water/flood management	Yes	No	5	4	3	2	1	9	0	
10. Utility billing services	Yes	No	5	4	3	2	1	9	0	
11. Small Business Development	Yes	No	5	4	3	2	1	9	0	
12. Economic Development	Yes	No	5	4	3	2	1	9	0	
13. Trash and recycling services	Yes	No	5	4	3	2	1	9	0	

17. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "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	N/A
1. How ethical City employees are in the way they conduct City business	5	4	3	2	1	9	0
2. Availability of information about City programs, events, services, and issues	5	4	3	2	1	9	0
3. Usefulness of the City's website	5	4	3	2	1	9	0
4. Tempe's online services (registration, payment, etc.)	5	4	3	2	1	9	0
5. How well the City treats residents regardless of age, disability, gender, or other characteristics	5	4	3	2	1	9	0
6. Overall quality of customer service provided by City employees	5	4	3	2	1	9	0



Quality of Life

18. 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

19. CITY PRIORITIES. Which THREE of the following do you think should be the City's TOP PRIORITIES over the next year? [Check only three.]

- | | |
|--|--|
| <input type="checkbox"/> (1) Economic/business development | <input type="checkbox"/> (14) Neighborhoods |
| <input type="checkbox"/> (2) Water/sewer | <input type="checkbox"/> (15) Parks |
| <input type="checkbox"/> (3) Quality and safety of construction/permitting/inspections | <input type="checkbox"/> (16) Police services |
| <input type="checkbox"/> (4) Maintenance of city buildings | <input type="checkbox"/> (17) Code enforcement |
| <input type="checkbox"/> (5) Art, recreation programs, and library services | <input type="checkbox"/> (18) Traffic delays |
| <input type="checkbox"/> (6) Fire services | <input type="checkbox"/> (19) Multimodal (Street Car, Bus, etc.) |
| <input type="checkbox"/> (7) Customer service | <input type="checkbox"/> (20) Safety (Vision Zero) |
| <input type="checkbox"/> (8) Appearance of the City | <input type="checkbox"/> (21) Transit service frequency |
| <input type="checkbox"/> (9) Maintenance of streets | |
| <input type="checkbox"/> (10) Social/Human services | |
| <input type="checkbox"/> (11) Historical preservation | |
| <input type="checkbox"/> (12) Trash and recycling | |
| <input type="checkbox"/> (13) Housing | |

20. 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

21. 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	N/A
1. Overall quality of life in the City	5	4	3	2	1	9	0
2. Overall image of the City	5	4	3	2	1	9	0
3. How well the City is handling growth	5	4	3	2	1	9	0
4. Overall quality of services provided by the City of Tempe	5	4	3	2	1	9	0
5. Quality of new development in Tempe	5	4	3	2	1	9	0
6. Quality of public education in Tempe	5	4	3	2	1	9	0
7. Overall feeling of safety in Tempe	5	4	3	2	1	9	0
8. Overall value your business receives for your City tax dollars and fees	5	4	3	2	1	9	0
9. Quality of housing options for your workforce	5	4	3	2	1	9	0

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

Demographics

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

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

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

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

Street 1: _____ and Street 2: _____

26. 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

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

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

28. How many people does your business currently employ?

Total # Full Time: _____ Total # Part Time: _____

29. How many years has your business been in Tempe? _____ years

30. Approximately how many years ago did you personally come to Tempe? _____ years

31. 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

32. 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."]

___(1) Manufacturing	___(8) Transportation/warehousing
___(2) Finance/insurance	___(9) Professional, scientific, and technical services
___(3) Administrative and support services	___(10) Real estate, rental, and leasing
___(4) Wholesaler/distributor	___(11) Developer
___(5) Retail trade	___(12) Software/information technology
___(6) Hotels and restaurants	___(13) Other: _____
___(7) Health care/medical/social services	

33. Are you a Veteran Owned Business? ___(1) Yes ___(2) No

34. Are you aware of the City of Tempe Anti-Discrimination ordinance? ___(1) Yes ___(2) No

35. 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 ___(4) Yes, Disabled Owned ___(9) Don't Know/Unsure
___(2) Yes, WBE ___(5) Combination
___(3) Yes, SBE ___(6) None of these

Optional Items

36. 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
- (8) Becoming a Career Ready Tempe host site (Youth Workforce Development) www.tempe.gov/government/human-services/education-families-youth-development/youth-workforce/arizona-work-youth-workforce
- (9) Participating in the Arizona Green Business Certification <https://az.greenbiztracker.org/site/about>

37. 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: _____ Phone: _____
Business Name: _____ 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.