



2021 City of Tempe Business Survey Findings Report

Presented to the City of Tempe,
Arizona

October 2021



Contents

Executive Summary.....	i
Section 1: Charts and Graphs.....	1
Section 2: Importance-Satisfaction Analysis.....	40
Section 3: Trend Charts.....	46
Section 4: Tabular Data.....	68
Section 5: Survey Instrument.....	124



Executive Summary

2021 City of Tempe Business Survey

Executive Summary



Purpose and Methodology

ETC Institute administered a survey to businesses in the City of Tempe during the summer and fall of 2021. The purpose of the survey was to help the City of Tempe determine the community's priorities and where funds are best allocated when they work on updating Tempe's Strategic Plan. The survey results will influence many of the decisions City leaders make about Tempe's projects, programs, and services that could impact businesses in the City.

The seven-page survey, cover letter and postage paid return envelope were mailed to businesses in the City of Tempe. The cover letter explained the purpose of the survey and encouraged businesses to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the businesses that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for businesses to complete the survey.

The goal was to obtain completed surveys from at least 400 businesses. A total of 403 businesses completed the survey. The overall results of 403 businesses have a precision of at least +/-4.8% at the 95% level of confidence.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- trend charts showing how the results compare to the 2017 and 2019 survey results,
- tables that show the results of each question on the survey, and
- a copy of the survey instrument.

Don't Know Responses. Since the number of "don't know" responses often reflects the utilization and awareness of services, the percentage of "don't know" responses has been included with the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

2021 City of Tempe Business Survey

Executive Summary



Major Findings

Overall Satisfaction with the City of Tempe

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses who had an opinion, were: fire services (89%), emergency medical services (87%), and water and sewer services (81%). Overall satisfaction has remained very high among businesses in the City of Tempe. The lowest rated City service, traffic on City streets, still had (50%) of the respondents indicate they were either “very satisfied” or “satisfied”. Overall, City leaders are still doing an excellent job ensuring businesses are satisfied with the services they provide.

Respondents were also asked to indicate which three City services they believe are most important to their business. Based on the sum of respondents’ top three choices, police services (67%), fire services (40%), and street maintenance, including sidewalks, medians, and curbs (31%) are the most important. Sixty-one percent (61%) of respondents, who had an opinion, rated the physical appearance of the area where their business is located as “excellent” (20%) or “good” (41%); (11%) of respondents gave “below average” (10%) or “poor” (1%) responses.

Seventy-eight percent (78%) of respondents, who had an opinion, indicated they would be “very likely” (39%) or “likely” (39%) to recommend Tempe as a business location to friends, family, co-workers, colleagues, and other businesses. Twenty-three percent (23%) of respondents indicated that the business atmosphere in Tempe is better than it was two years ago and (56%) of respondents indicated that there has been no change over the past two years, but it is still good. Thirteen percent (13%) of respondents indicated that the overall business atmosphere in Tempe is worse than it was two years ago.

When asked to indicate which three items they think should be the City’s top priorities over the next year, police services (38%), economic/business development (37%), and the maintenance of streets (36%) topped the list. Parks (3%) and transit service frequency (2%) are the two items that are the lowest priorities according to businesses.

Overall Perceptions of the City of Tempe

Seventy-six percent (76%) of respondents, who had an opinion, indicated they are either “very satisfied” or “satisfied” with the overall image of the City. Seventy-six percent (76%) are satisfied with the overall quality of life in the City, (70%) are satisfied with the overall quality of services provided by the City, and (60%) are satisfied with the quality of new development in Tempe.

2021 City of Tempe Business Survey

Executive Summary



Feelings of Safety

Respondents were asked to indicate how safe they think their employees and customers feel when visiting their business location during the day and at night. Eighty-four percent (84%) of respondents, who had an opinion, indicated they think their employees and customers feel “very safe” (48%) or “safe” (36%) during the day. The numbers of respondents that gave “very safe” and “safe” responses dropped significantly when asked to indicate how safe their customers and employees feel at night. Only (42%) of respondents indicated they think their customers and employees feel “very safe” (15%) or “safe” (27%) visiting their location at night. No businesses believe their employees and customers feel “very unsafe” during the day compared to (6%) at night.

Reasons to Locate Businesses in Tempe

Respondents were given a list of 20 items and were asked to indicate how important each item was in their decision to locate their business in Tempe. Based upon the combined percentage of “extremely important” and “very important” responses among businesses who had an opinion, the most important factors include: availability of telecommunications, utilities, and other infrastructure (81%), low crime rate (79%), access to highways (74%), the attitude of local government toward business (74%), and the overall image of the City (64%). The proximity to Arizona State University (33%) and the availability of libraries, arts, sports, and cultural amenities (32%) received the lowest number of “extremely important” and “very important” responses.

Respondents were asked a follow-up question asking them to indicate which of the 20 reasons they rated will have the most impact on their decision to stay in the City of Tempe over the next 10 years. Based on the sum of respondents’ top three choices, the three reasons that will have the most impact on them staying in Tempe over the next 10 years are: the low crime rate (44%), the overall image of the City (30%), and the level of taxation (28%). Eighteen percent (18%) of businesses surveyed indicated they are considering expanding their business in Tempe during the next 12 months and (10%) indicated they are considering renovating their business in Tempe.

Tempe’s Workforce

Respondents were asked to rate the workforce in the City of Tempe in four areas: the availability of workers, the quality of workers, the stability of the workforce, and the education/technical skills of workers. More than one-third of all respondents, who had an opinion, rated the workforce in these four areas as “excellent” or “good,” between 40% and 41% of all respondents rated all four items as “average,” and between 19% and 26% of all respondents rated the four items as either “below average” or “poor.”

2021 City of Tempe Business Survey

Executive Summary



City Codes and Regulations

The highest levels of satisfaction with City codes and regulations, based upon the combined percentages of “very satisfied” and “satisfied” responses among businesses who had an opinion, were: the requirement for proper business appearance/maintenance (61%), trash disposal regulations (60%), and business signage regulations (54%). Respondents were least satisfied with construction codes (48%).

Financial Stability and Vitality

The Tempe City Council voted to create an initiative to ensure pay equity based on gender, including devising a process to designate qualified businesses as partners committed to equal pay. Twenty-seven percent (27%) of businesses surveyed, who had an opinion, indicated they are aware of the City’s “Equal Pay for Equal Work” initiative. Sixty-two percent (62%) of businesses surveyed who had an opinion, indicated they were aware of the City of Tempe’s Anti-Discrimination Ordinance.

Eighty-eight percent (88%) of respondents, who had an opinion, indicated they think the City of Tempe is “Business Friendly”, and (51%) think the tax structure for businesses in the City is fair compared to other Arizona cities. Twenty-eight percent (28%) of respondents indicated that the level of taxation in the City of Tempe will be one of the top three items that will have an impact on their decision to stay in the City for the next 10 years, and (27%) indicated that the attitude of local government toward business will have an impact on their decision.

Businesses Interacting with the City of Tempe

Forty-seven percent (47%) of respondents, who had an opinion, indicated the City of Tempe is doing a “very good” (14%) or “good” (33%) job of communicating with business owners and managers. The City’s website (54%), TV news (36%), and the water bill newsletter (Tempe Today) (36%) are the three most used information sources for getting information about the City of Tempe.

The departments that businesses have had the most contact with during the past year include: police, trash and recycling services, and fire. Respondents were asked to rate the City’s performance with each department they have had contact with during the past year. Based on the sum of “excellent” and “good” responses among businesses who had an opinion, the departments that businesses are most satisfied with include: emergency medical services (93%), fire (91%), and economic development (86%).

Respondents were also asked to indicate how satisfied their business is with six different aspects of the City of Tempe. The highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses from businesses who had an opinion, were with the

2021 City of Tempe Business Survey

Executive Summary



following interactions: how ethical City employees are in the way they conduct City business (68%), the usefulness of the City’s website (67%), and the overall quality of customer service provided by City employees (66%). Respondents were least satisfied with how well the City treats residents regardless of age, disability, gender, or other characteristics (61%).

Fifty percent (50%) of respondents, who had an opinion, indicated they have everything they need to implement effective recycling/waste diversion and water conservation programs at their business. Twenty-three percent (23%) of businesses indicated they have some of the information/resources they need but could use more, (20%) indicated they don’t have any information/resources and need more, and only (7%) indicated they are not interested in implementing effective recycling/waste diversion and water conservation programs at their business.

Business Profile

- Seventy-six percent (76%) of businesses do not belong to the Tempe Chamber of Commerce; (10%) indicated they do belong, and (15%) gave a “don’t know” response.
- Seventy-eight percent (78%) of businesses are not members of Local First Arizona; (8%) are members, and (14%) gave a “don’t know” response.
- Thirty-five percent (35%) of businesses promote carpooling, transit, and walking to work; (15%) indicated they do not promote carpooling, transit, and walking to work but are interested in promoting these alternatives, and (50%) are not promoting these alternatives and are not interested in promoting them.
- Forty-two percent (42%) of respondents, who had an opinion, indicated their business owns the facility where they are located.
- Most businesses have 10 or fewer employees.
- Most businesses (74%), who had an opinion, have been in Tempe over 10 years.
- Most customers are either from the City of Tempe or from the Phoenix Metro but outside of the City (68%).
- Fifteen percent (15%) of the businesses surveyed, who had an opinion, indicated they are in retail trade.
- Only (8%) of respondents, who had an opinion, indicated their business is a Veteran-Owned Business.
- Most businesses (69%) indicated they were not a Minority Business Enterprise, Women Business Enterprise, Disabled Owned Business, or Small Business Enterprise.

2021 City of Tempe Business Survey Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance businesses placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- o Street maintenance, including sidewalks, medians, and curbs (IS Rating=0.1382)
- o Police services (IS Rating=0.1327)

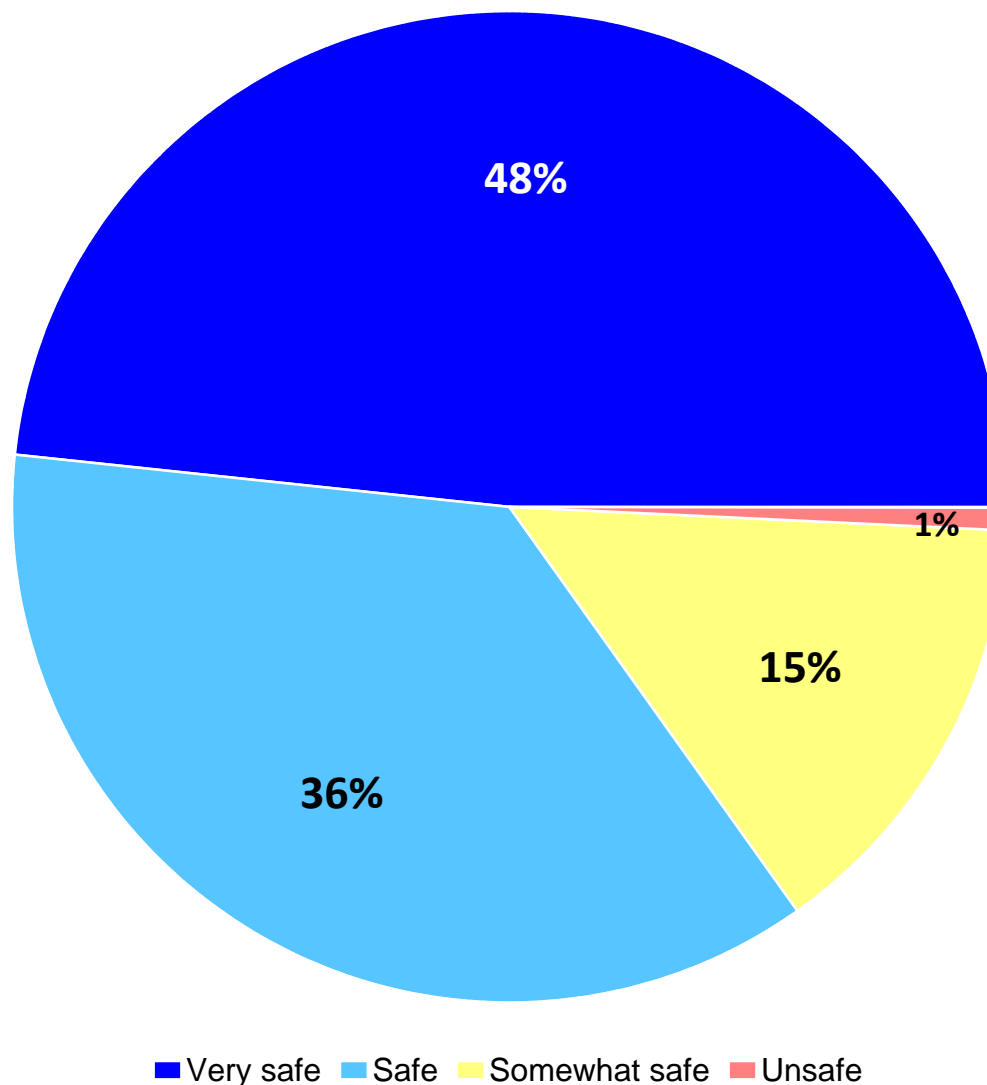
2021 Importance-Satisfaction Rating Tempe, Arizona Business Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Street maintenance, including sidewalks, medians, & curbs	31%	3	55%	14	0.1382	1
Police services	67%	1	80%	4	0.1327	2
Medium Priority (IS <.10)						
Traffic on City streets	19%	6	50%	17	0.0970	3
Street lighting	16%	7	65%	10	0.0561	4
Water & sewer services	24%	5	81%	3	0.0455	5
Fire services	40%	2	89%	1	0.0428	6
Enforcement of codes & ordinances	9%	8	57%	12	0.0397	7
Planning	9%	10	56%	13	0.0385	8
Emergency medical services	29%	4	87%	2	0.0372	9
Stormwater drainage/flood management	9%	9	67%	8	0.0287	10
Public landscaping	6%	11	67%	9	0.0207	11
Public transportation services	6%	12	67%	7	0.0182	12
Construction codes	4%	13	55%	15	0.0177	13
Business Resource & Innovation Center (BRiC)	2%	15	52%	16	0.0115	14
Parks	3%	14	74%	5	0.0080	15
Street sweeping	2%	16	60%	11	0.0068	16
Recreation services	1%	17	70%	6	0.0042	17



Charts and Graphs

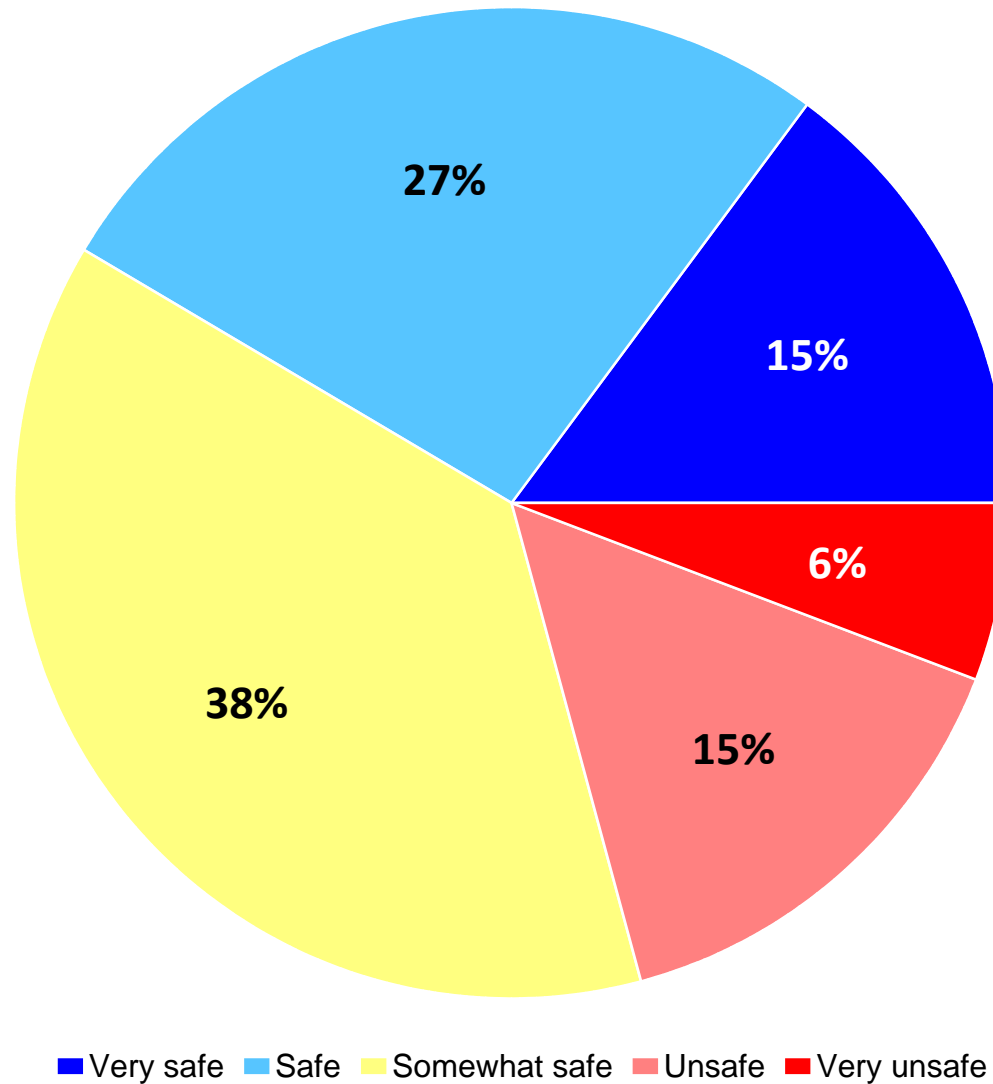
Q1. How safe do you think your employees and customers feel when they visit your location during the day?

by percentage of respondents (excluding "Don't Know" responses)



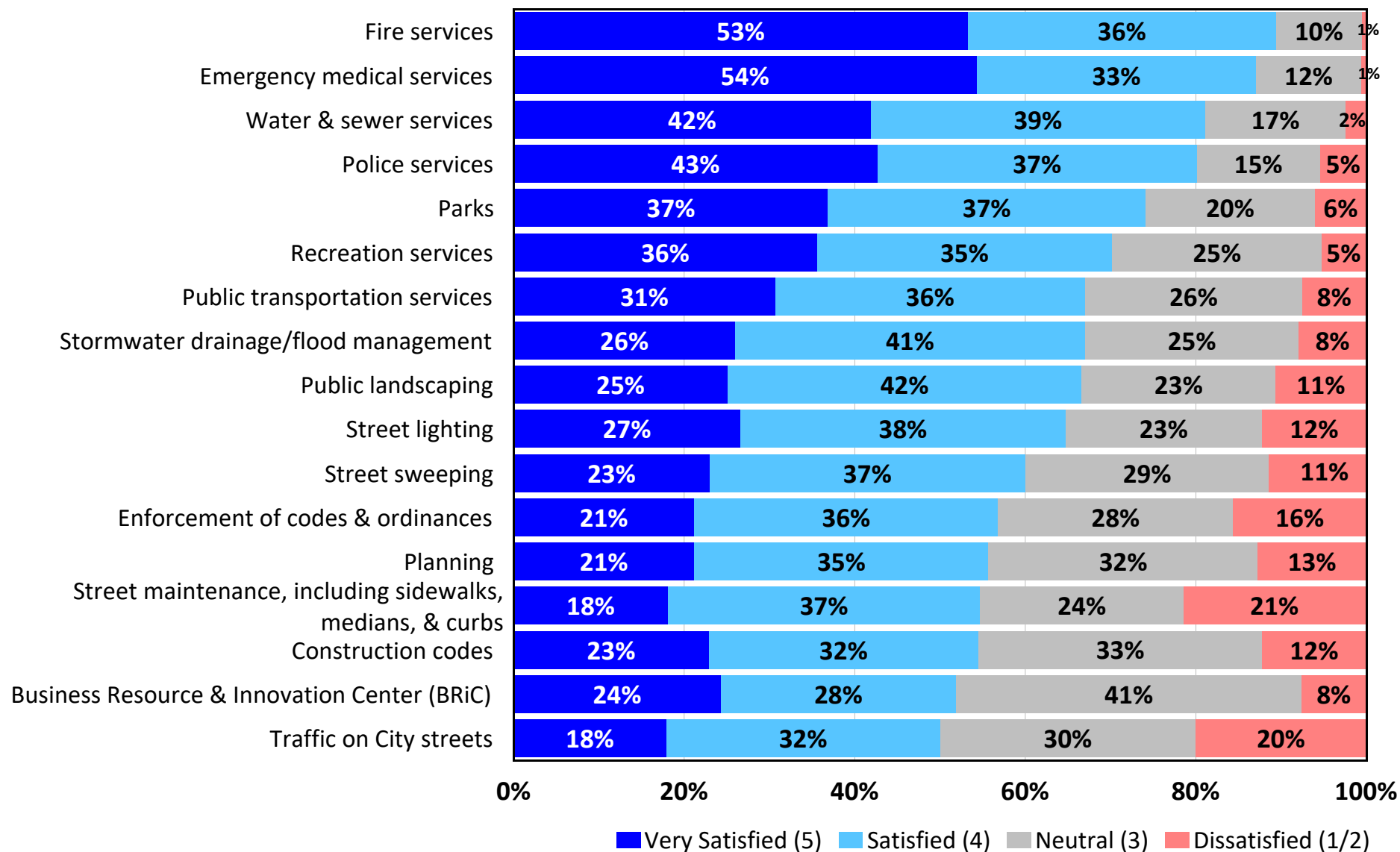
Q2. How safe do you think your employees and customers feel when they visit your location at night?

by percentage of respondents (excluding "Don't Know" responses)



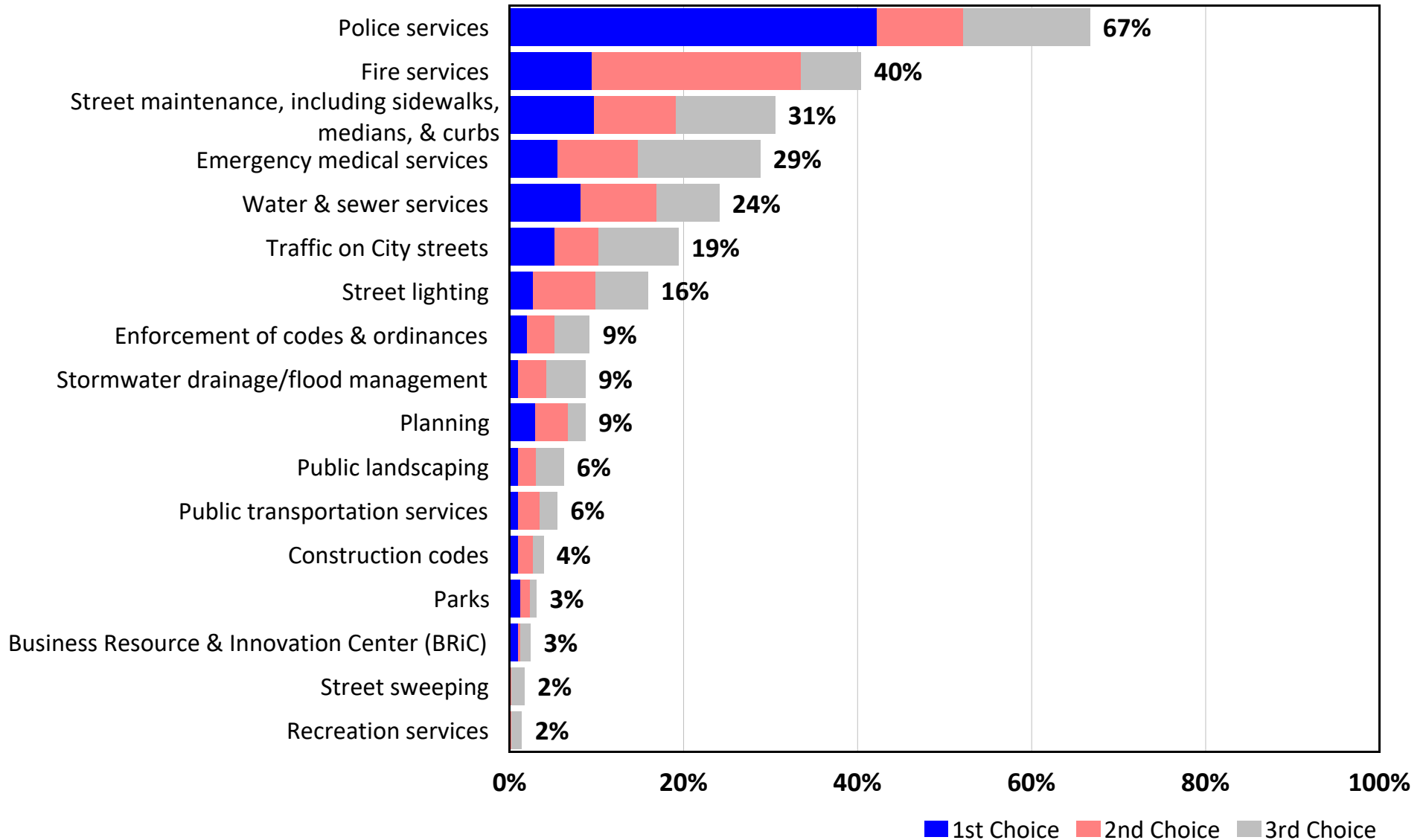
Q3. Overall Satisfaction with Items with Regard to How they Affect Your Business' Ability to Operate

by percentage of respondents (excluding "Don't Know" responses)



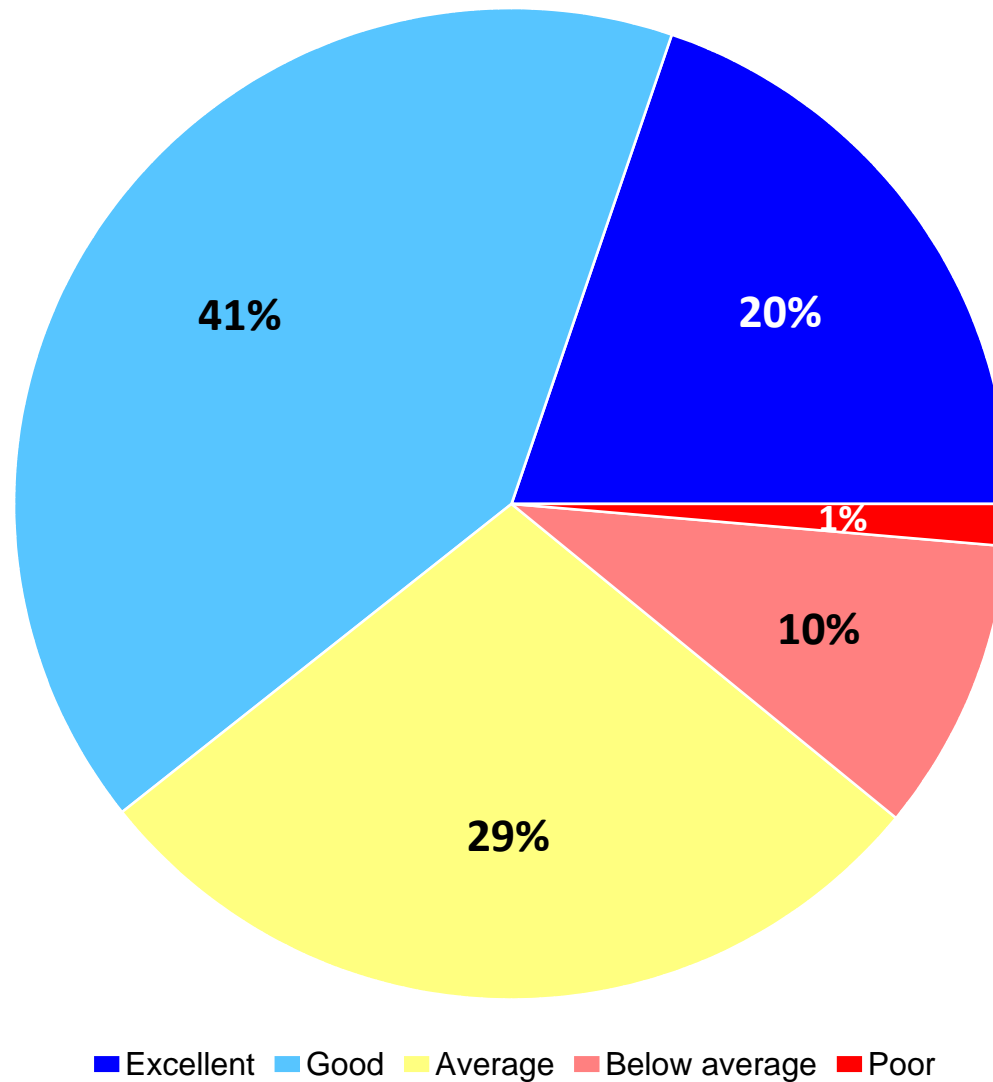
Q4. Which THREE City Services are Most Important to Your Business

by percentage of respondents who selected the item as one of their top three choices



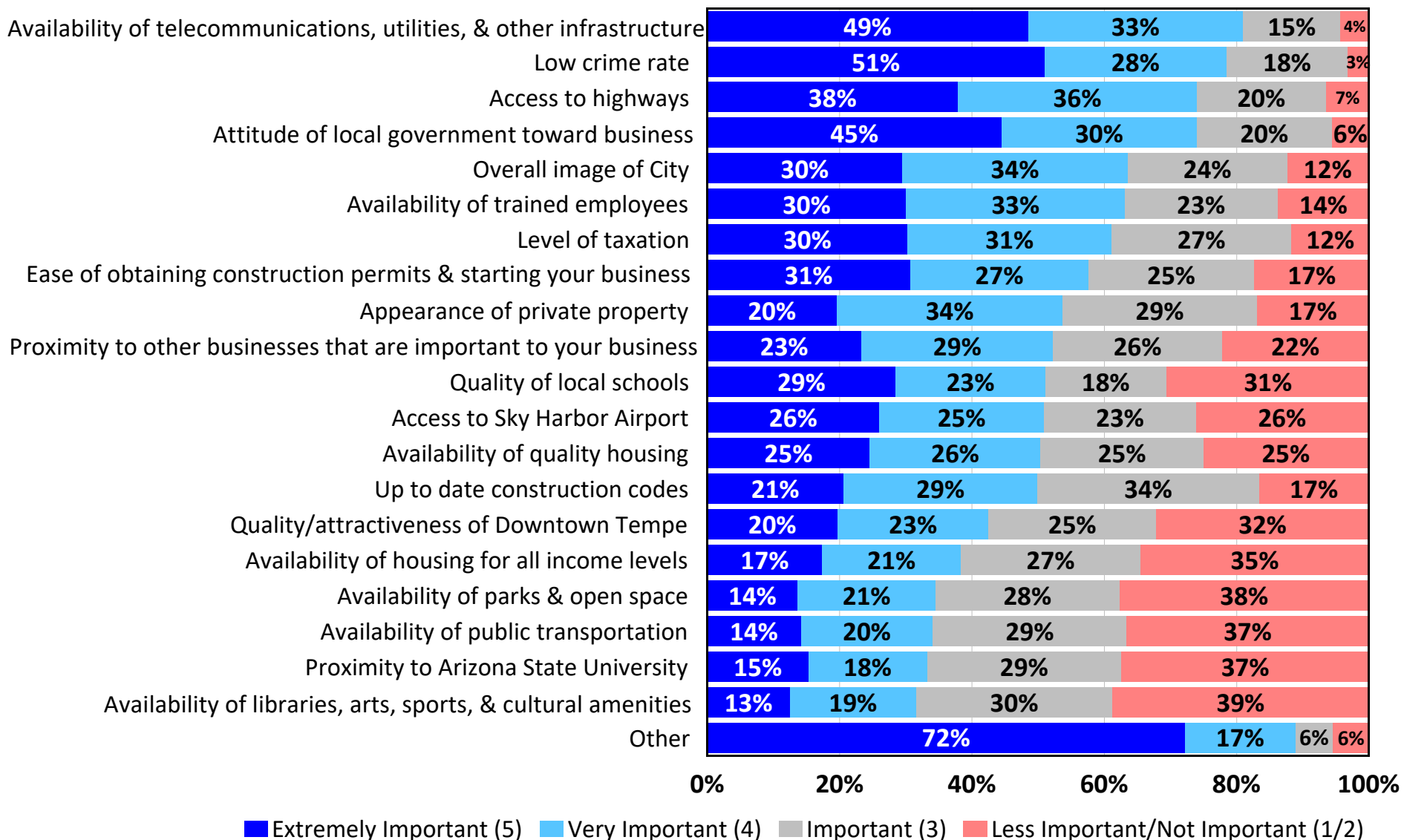
Q5. How would you rate the physical appearance of the area where your business is located?

by percentage of respondents (excluding "Don't Know" responses)



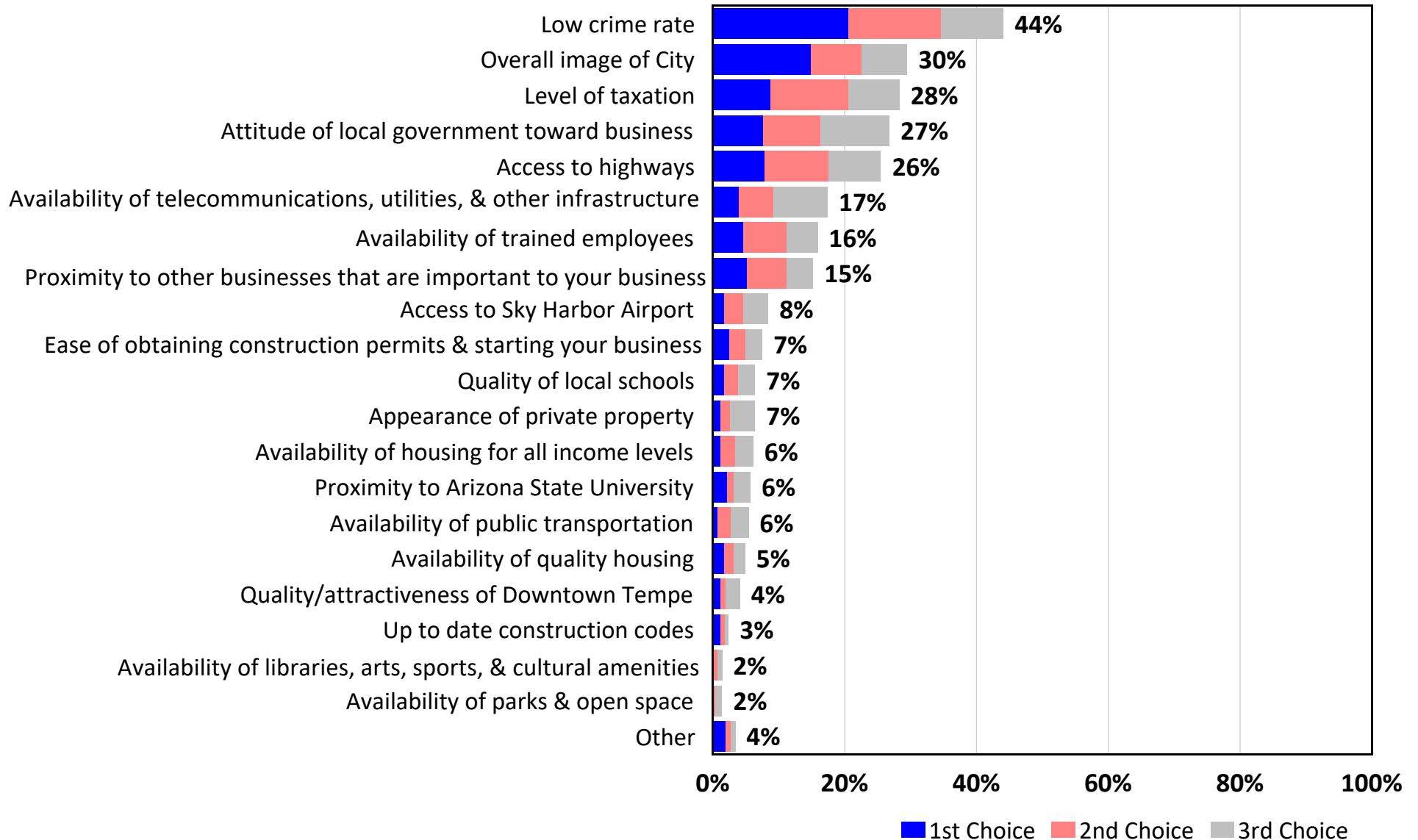
Q6. How Important the Following Items Were When Deciding to Locate Your Business in Tempe

by percentage of respondents (excluding "Don't Know" responses)



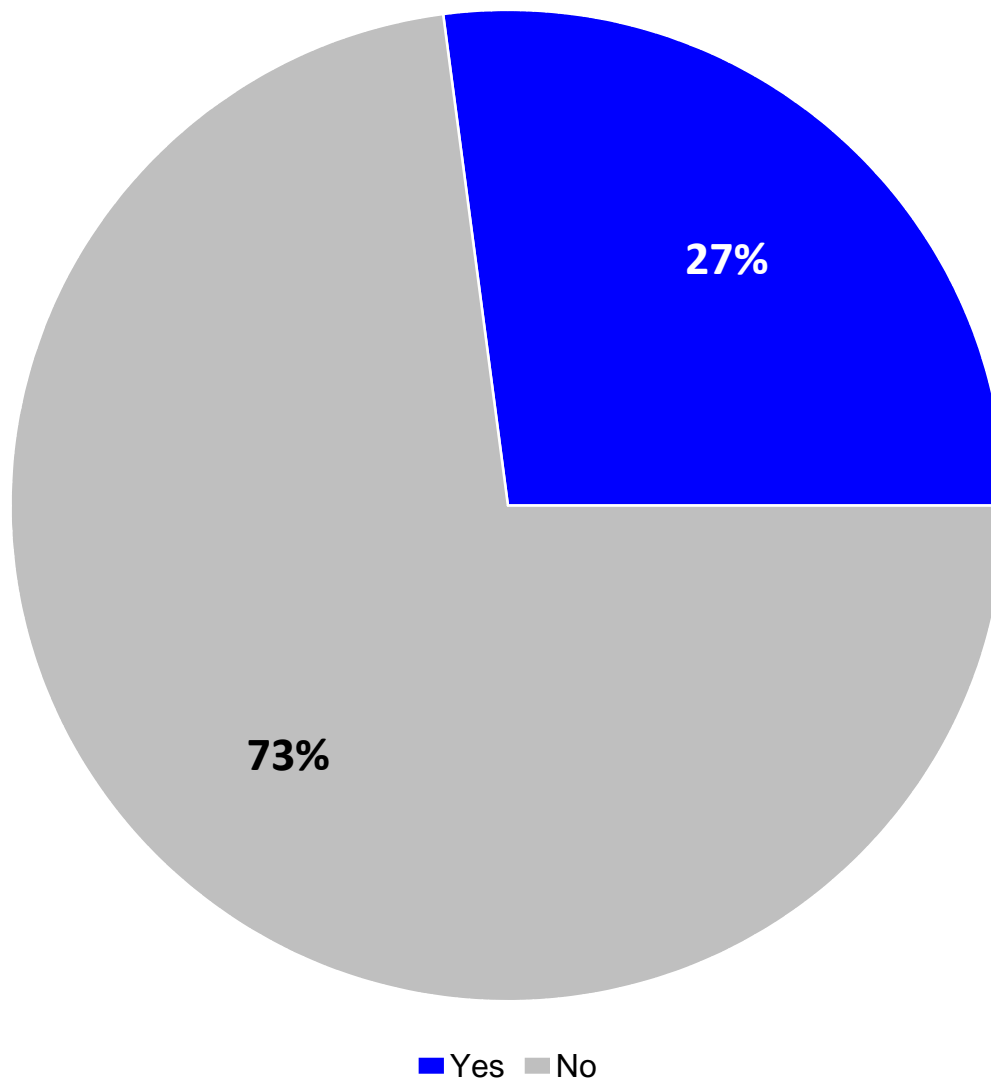
Q7. Which THREE Reasons Have the Most Impact on Your Decision to Stay in Tempe for the Next 10 Years?

by percentage of respondents who selected the item as one of their top three choices



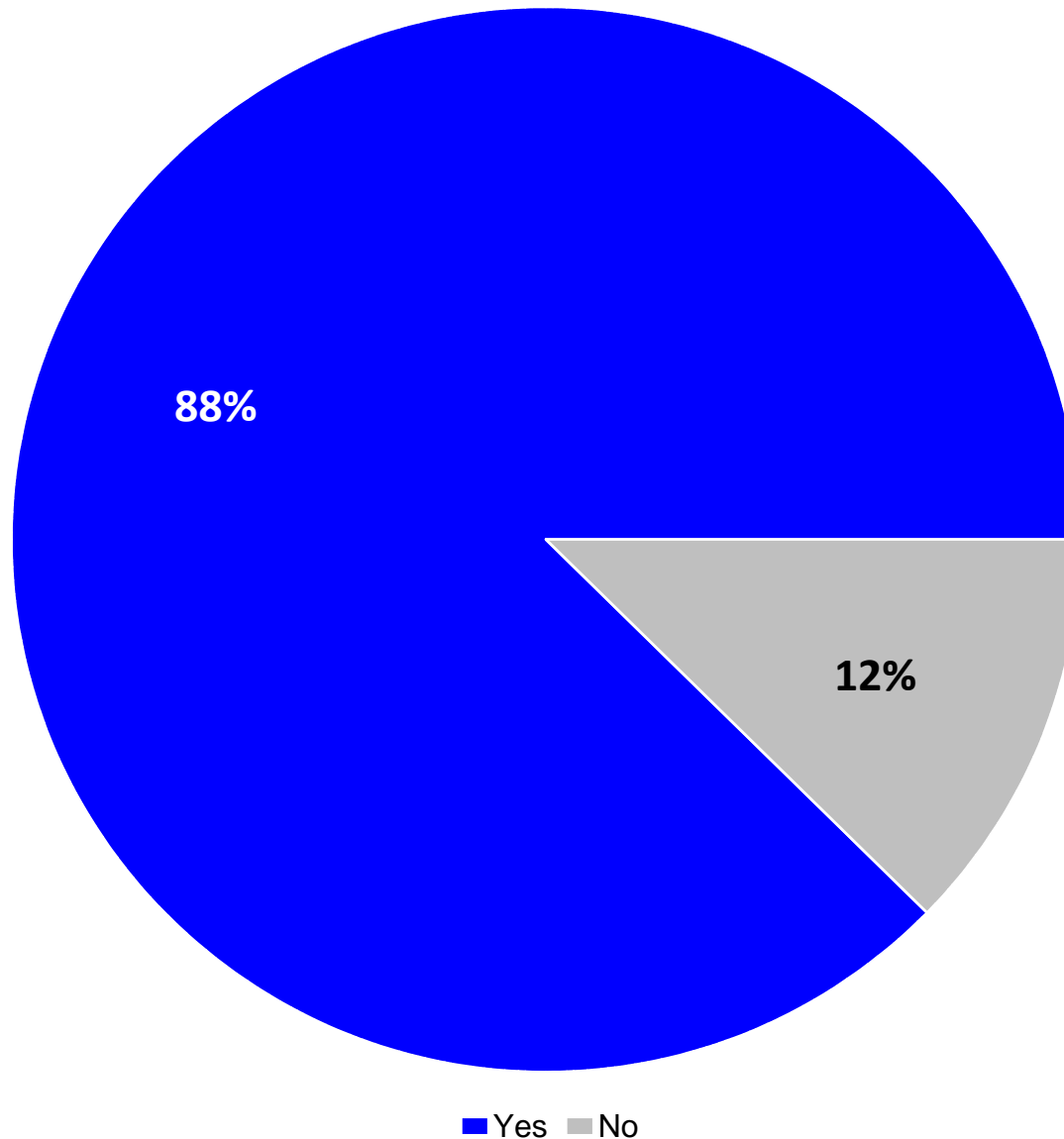
Q8. Are you aware of the City's "Equal Pay for Equal Work" Initiative?

by percentage of respondents (excluding "Don't Know" responses)



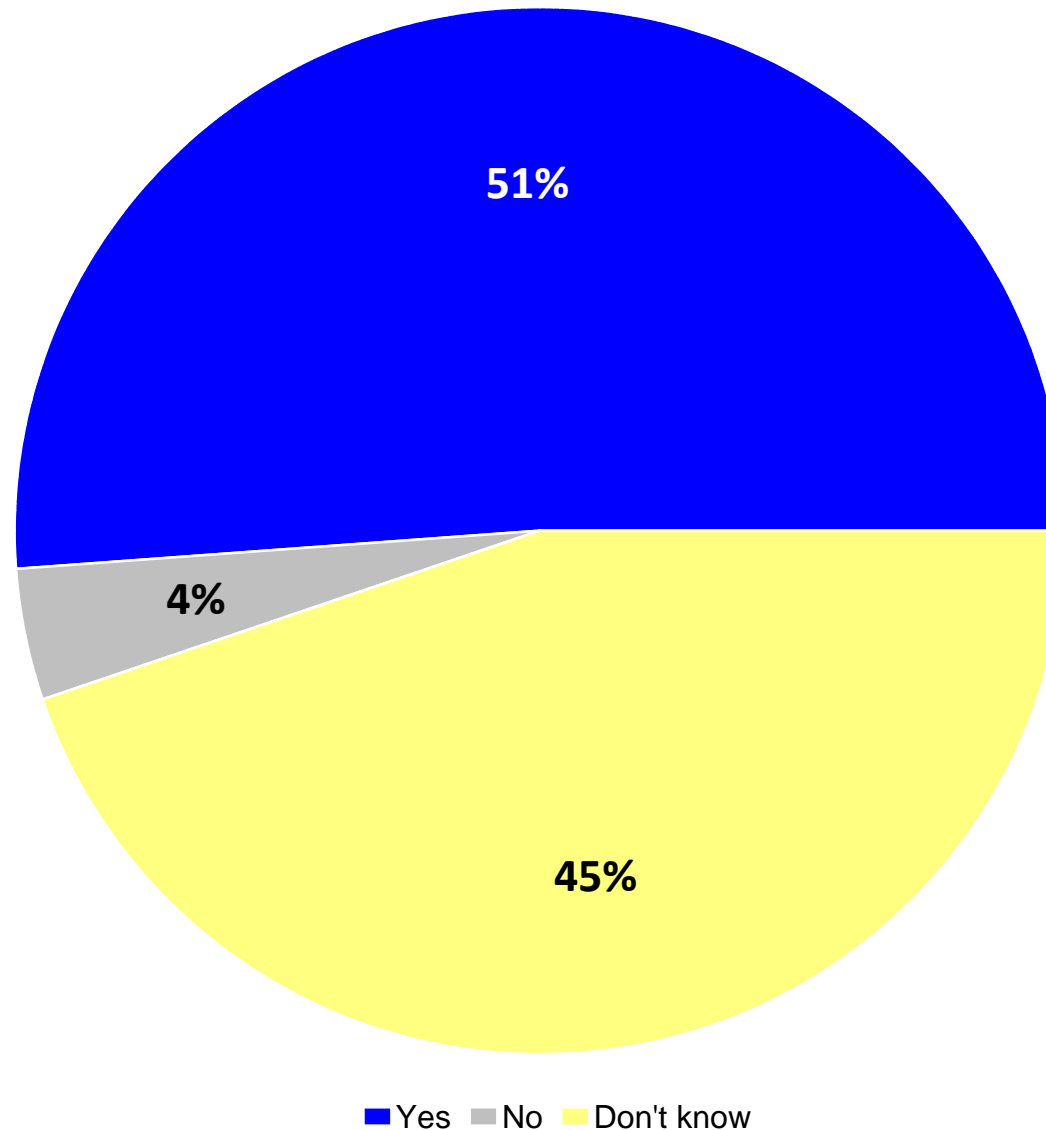
Q9. Do you think that the City of Tempe is "Business Friendly"?

by percentage of respondents (excluding "Don't Know" responses)



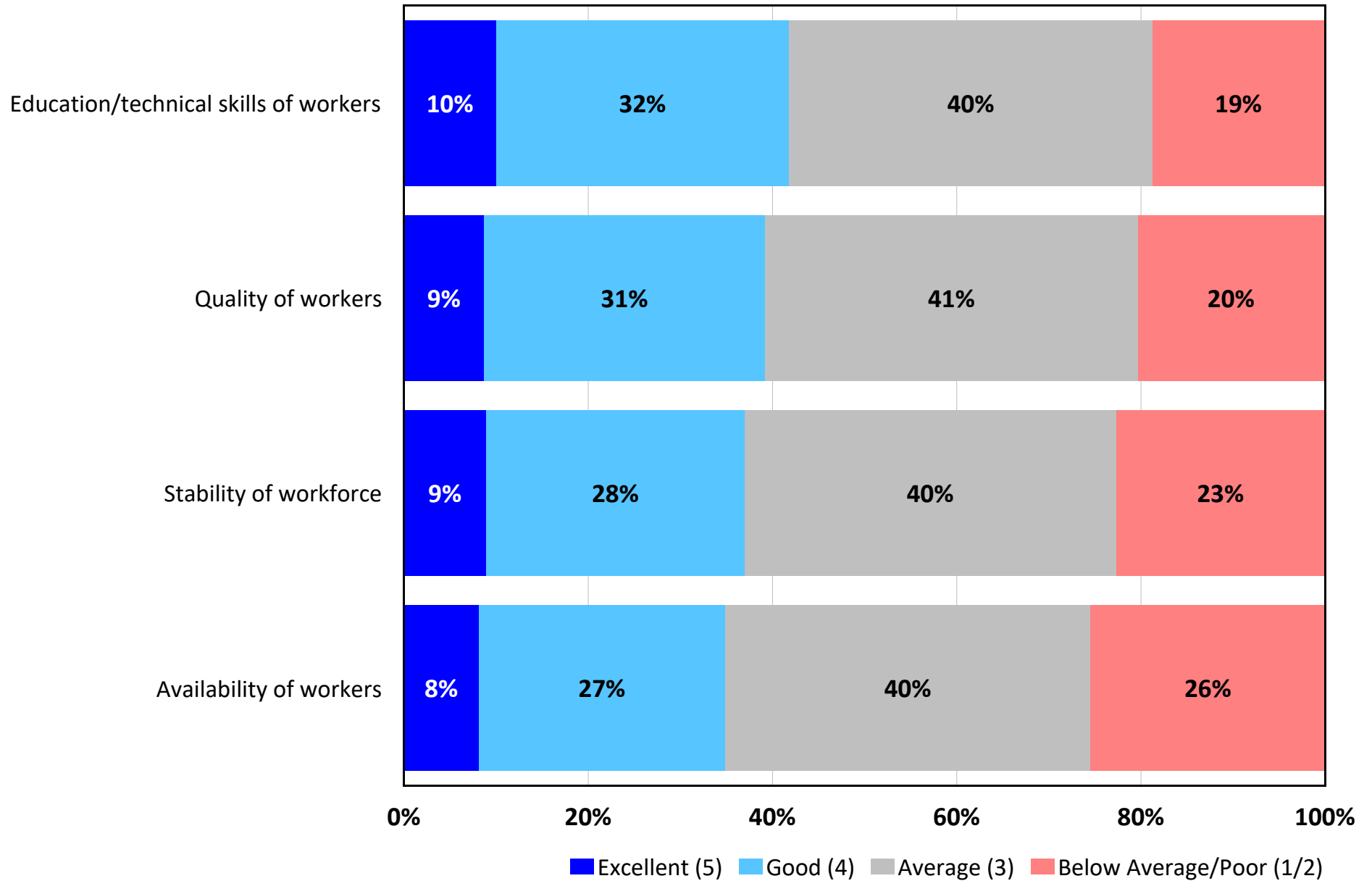
Q10. Do you think the tax structure for businesses in the City of Tempe is fair compared to other Arizona cities?

by percentage of respondents



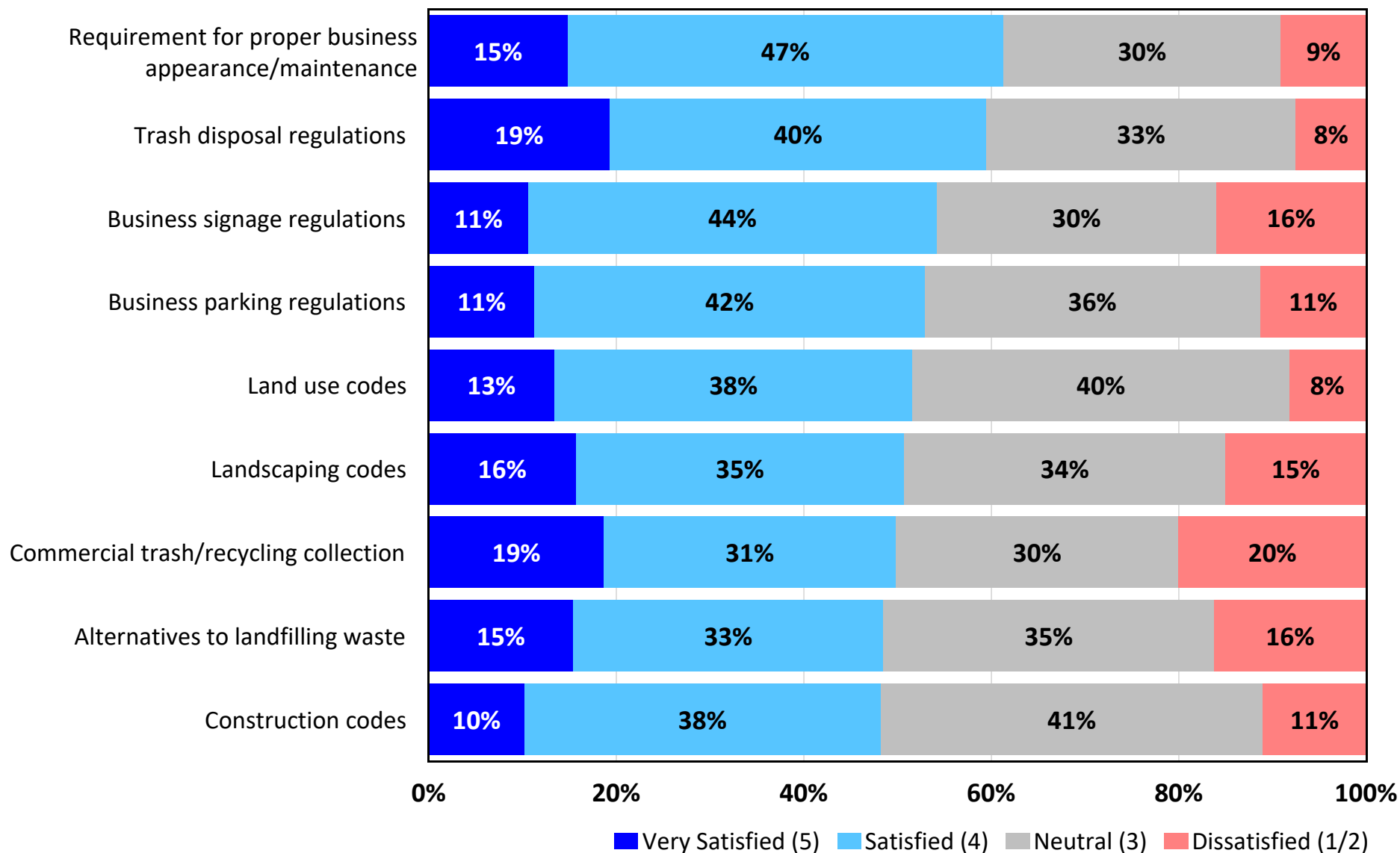
Q11. Overall Ratings of the Workforce in the City of Tempe

by percentage of respondents (excluding "Don't Know" responses)



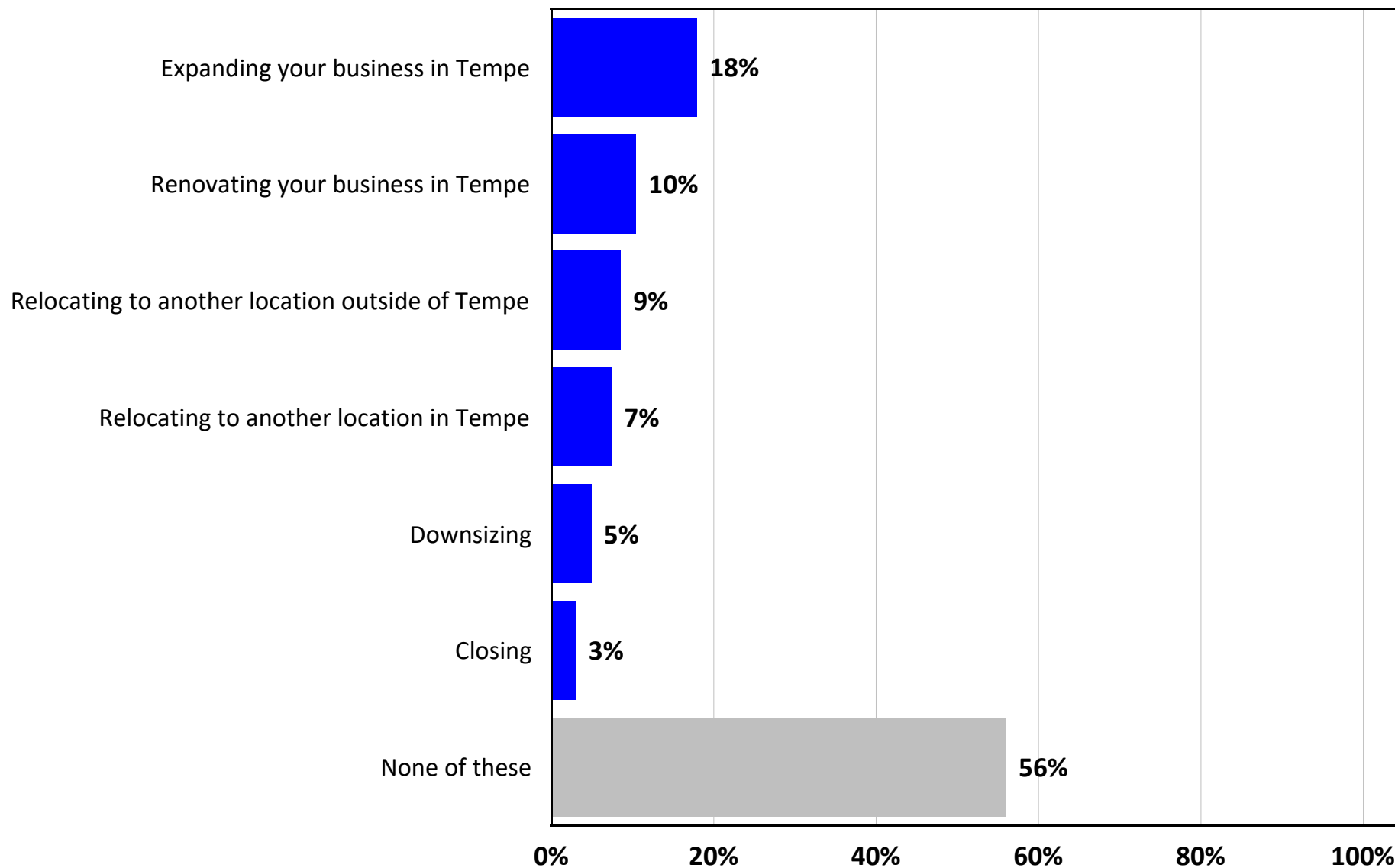
Q12. Overall Satisfaction with the Following City Codes and Regulations

by percentage of respondents (excluding "Don't Know" responses)



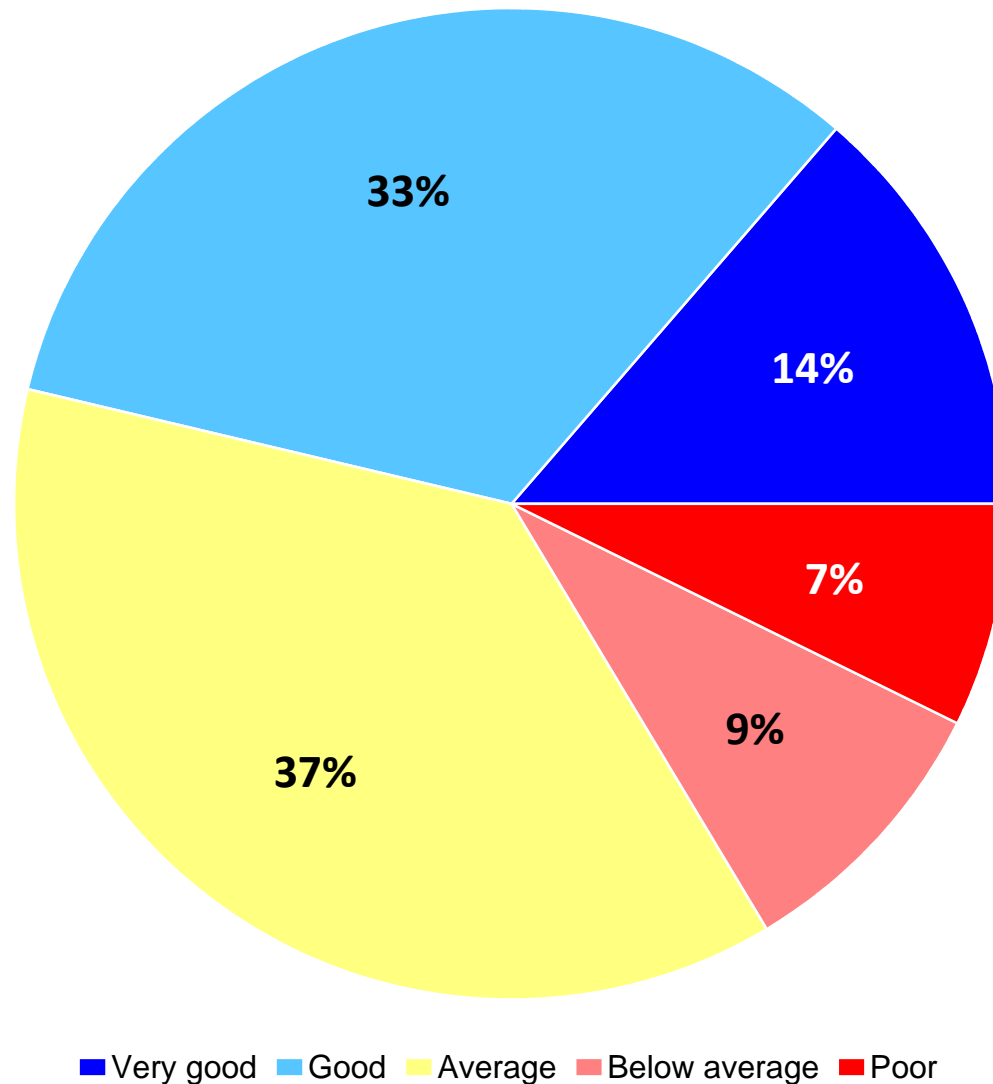
Q13. In the next 12 months, is your business considering any of the following?

by percentage of respondents (excluding "Don't Know" responses)



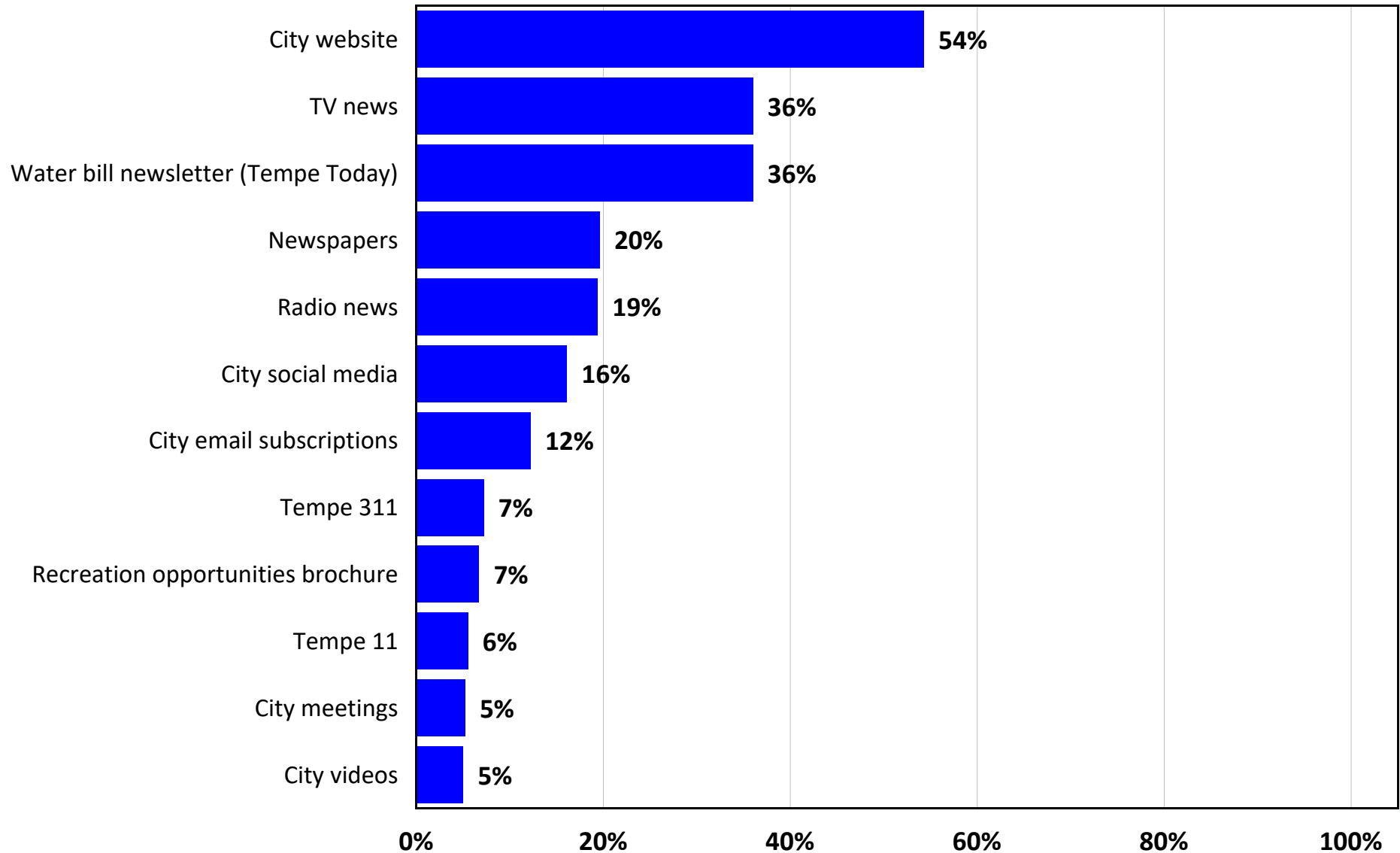
Q14. Overall, how would you rate the job the City of Tempe does in communicating with business owners and managers?

by percentage of respondents (excluding "Don't Know" responses)



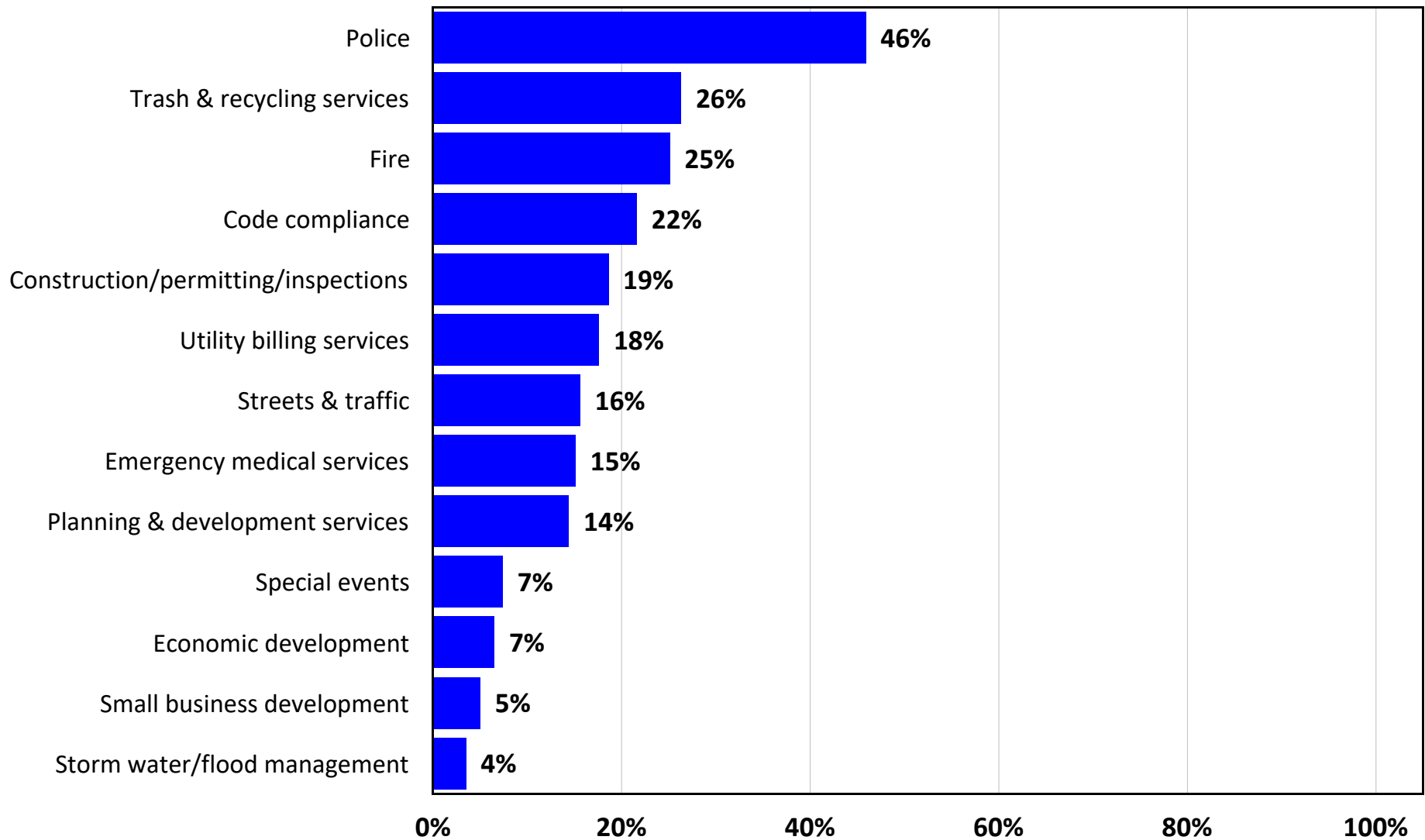
Q15. Which of the following do you use to get information about the City of Tempe?

by percentage of respondents



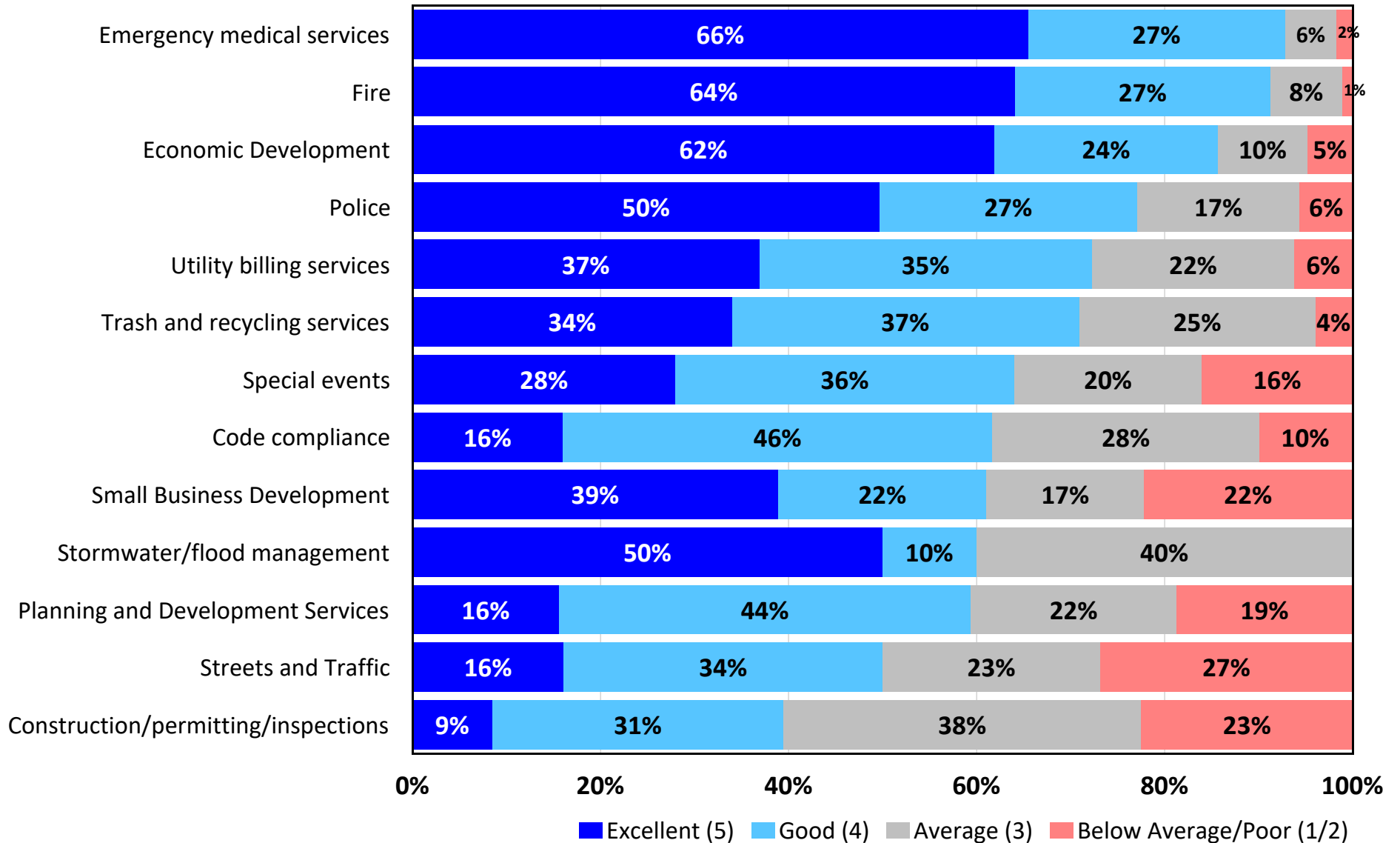
Q16-1. City Departments Businesses have Interacted with During the Past Year

by percentage of respondents



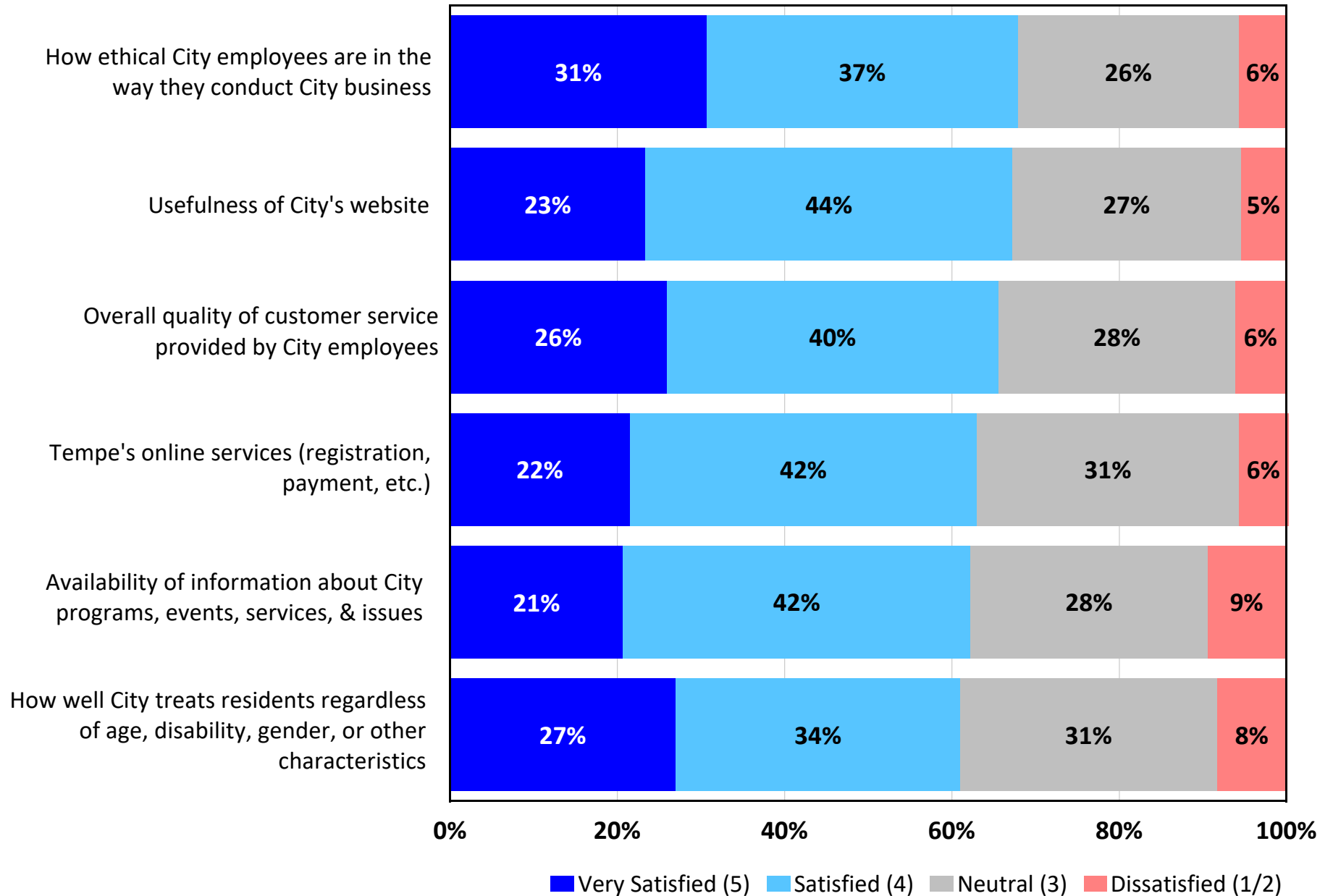
Q16-2. Overall Rating of the City's Performance in Each of the Following Areas

by percentage of respondents (excluding "Don't Know" responses)



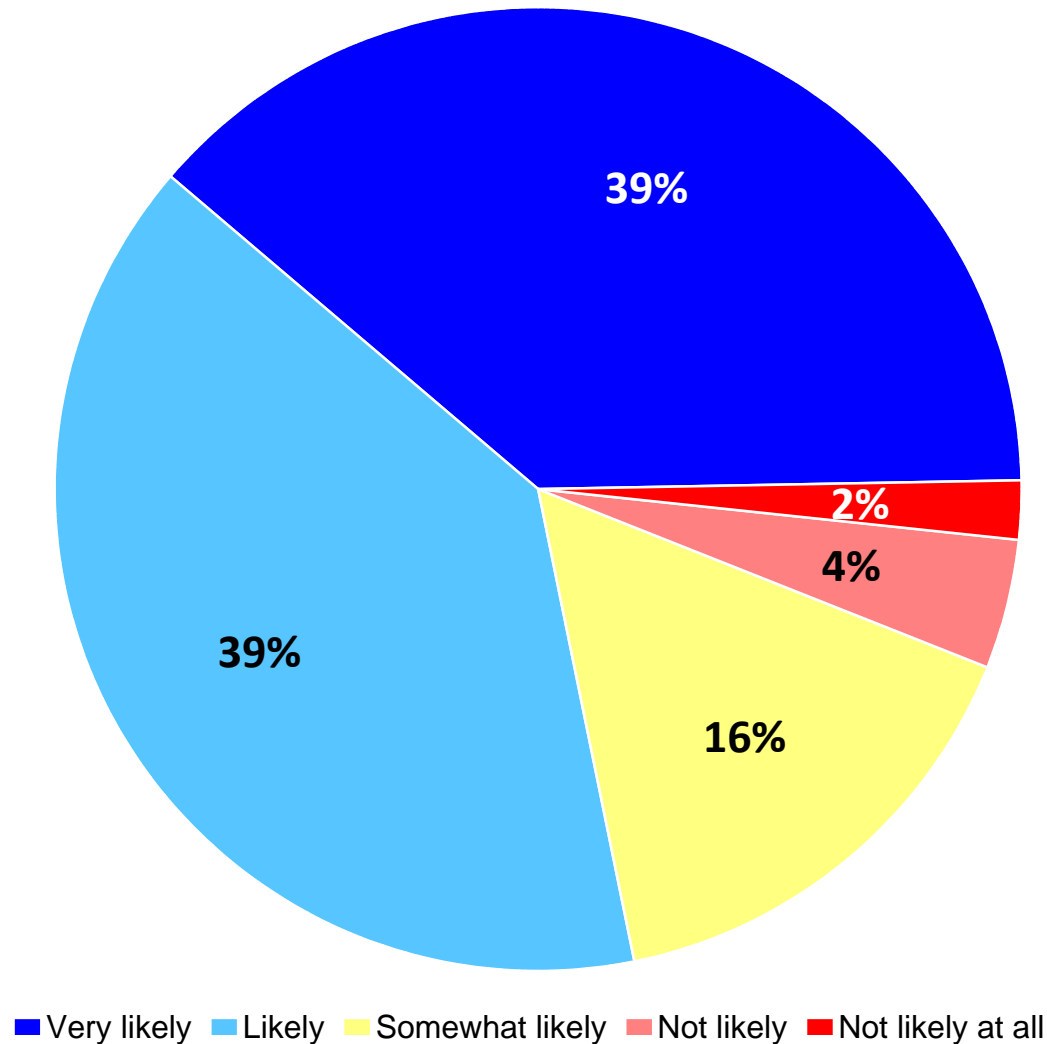
Q17. Overall Satisfaction with the Following

by percentage of respondents (excluding "Don't Know" responses)



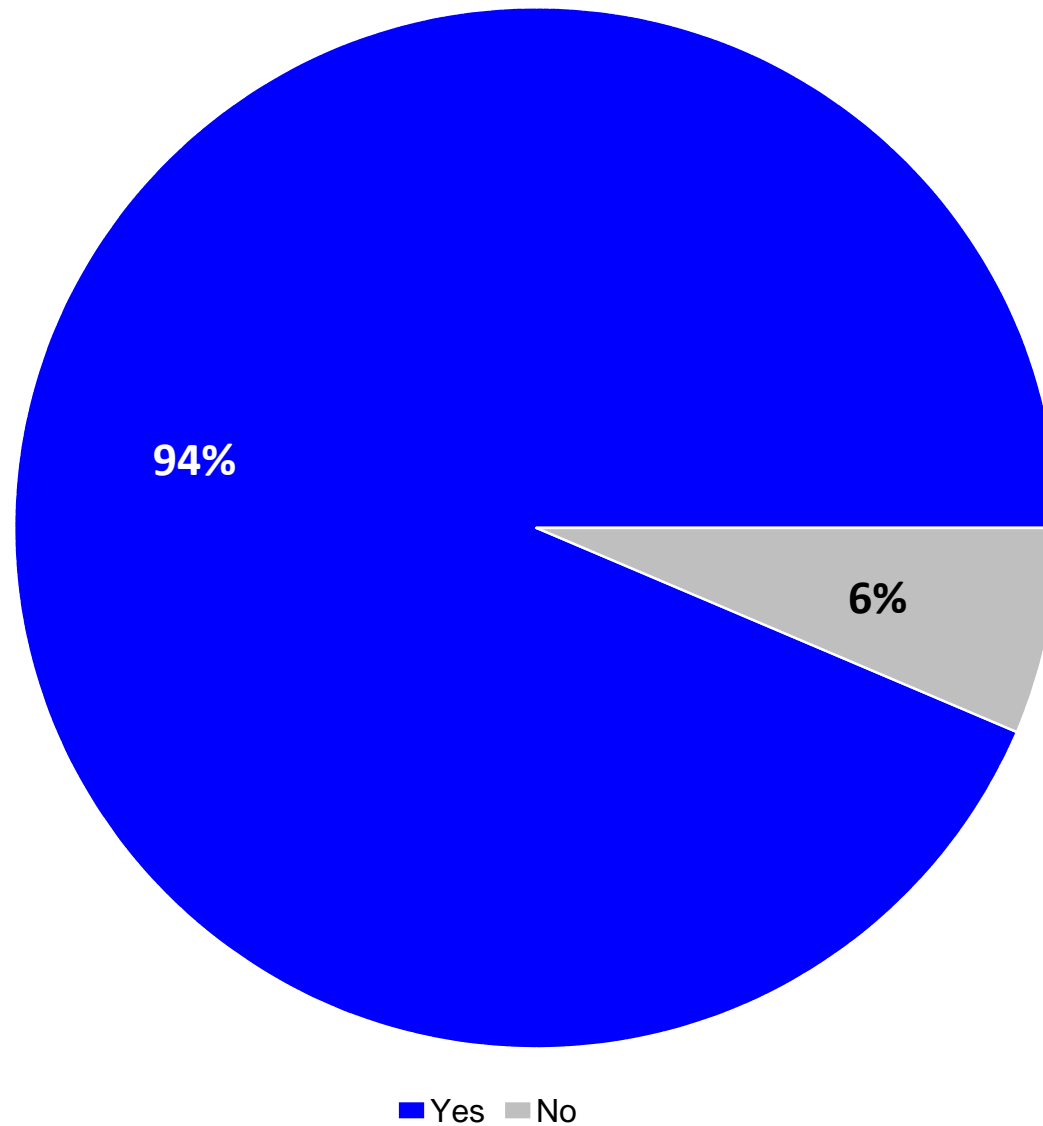
Q18. Thinking generally about the City of Tempe, how likely would you be to recommend Tempe as a business location to friends, family, co-workers, colleagues, and other businesses?

by percentage of respondents (excluding "Don't Know" responses)



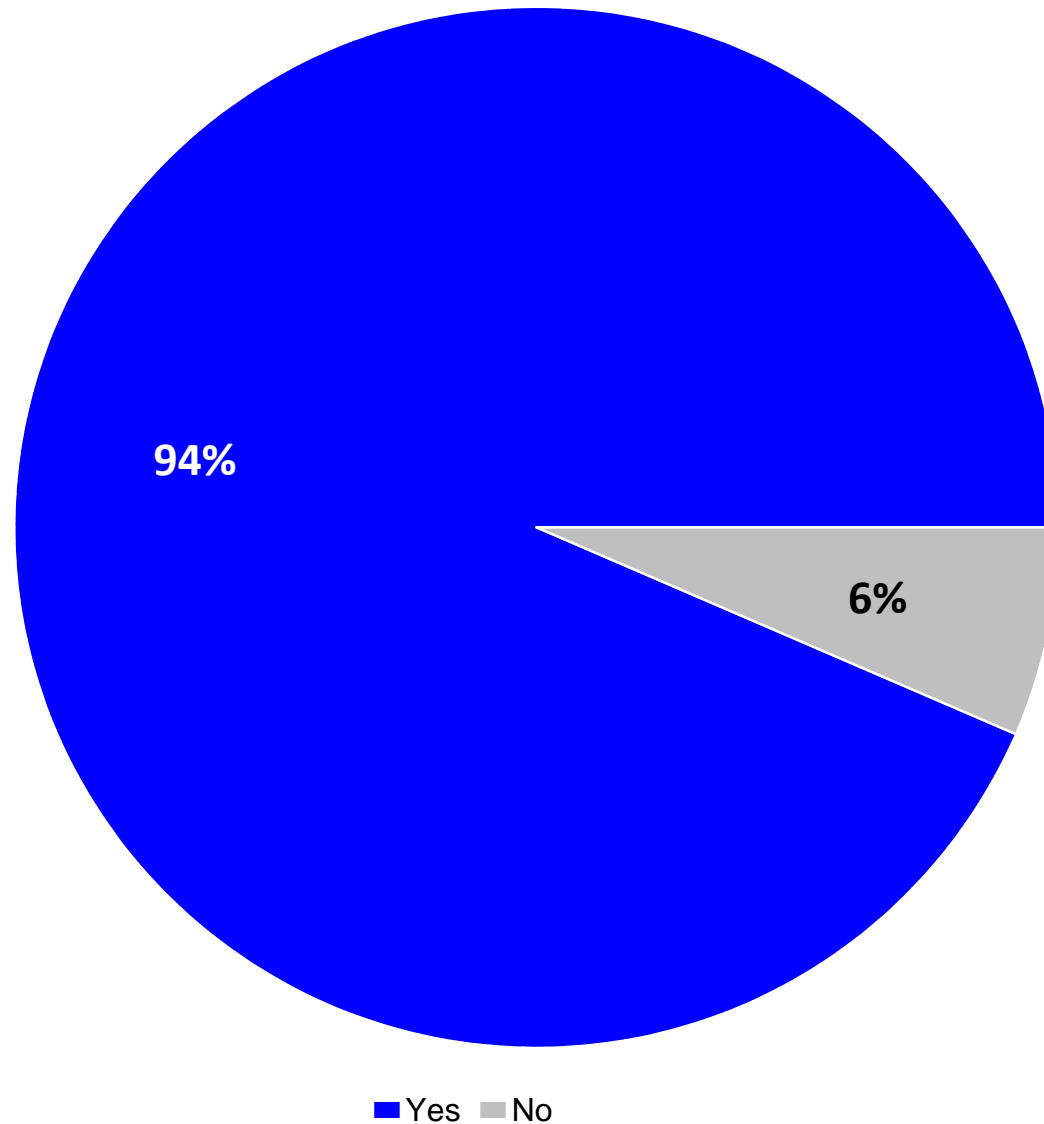
Q19. Do you see Tempe as a welcoming destination for visitors/tourists?

by percentage of respondents (excluding "Don't Know" responses)



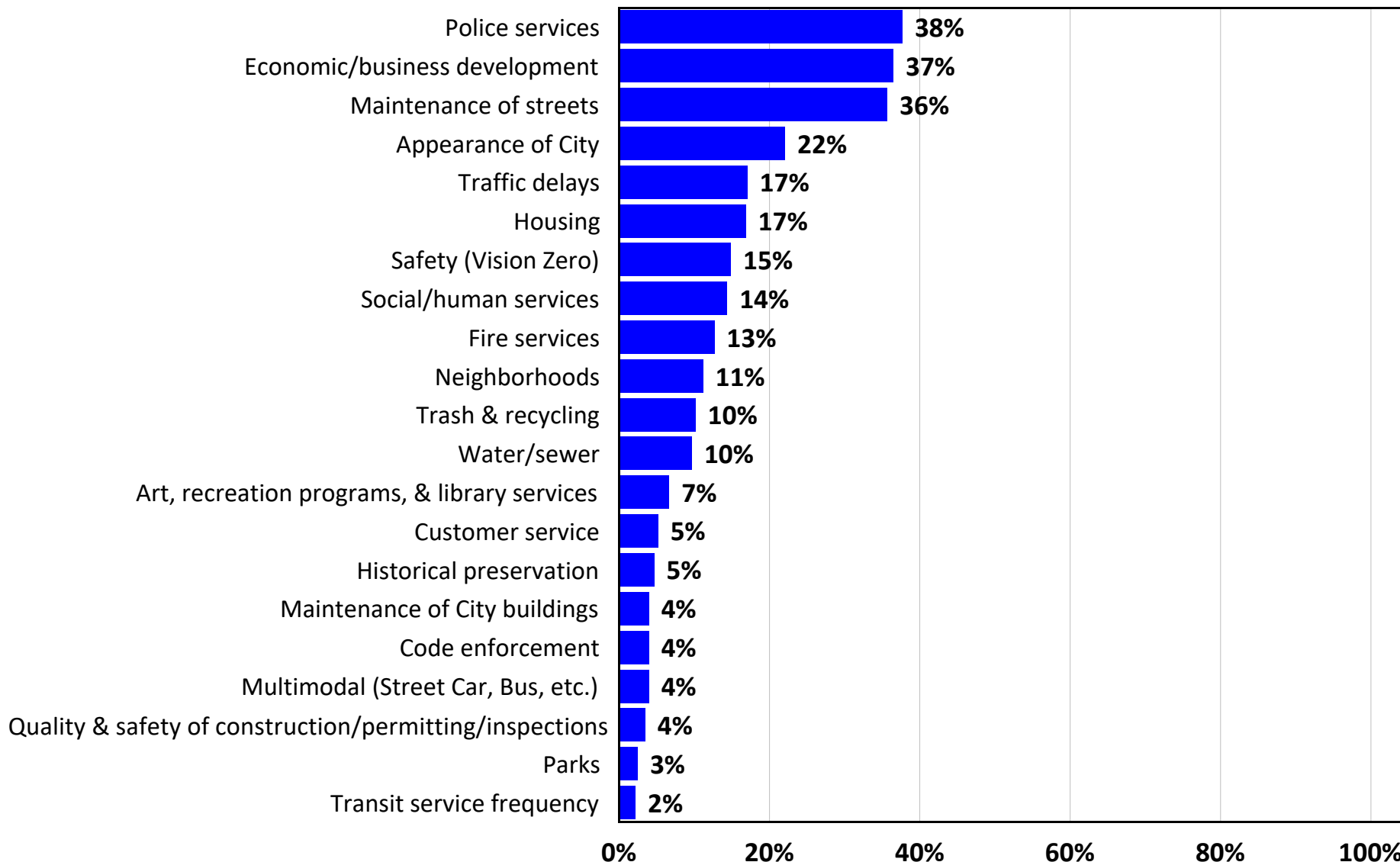
Q20. Do you value economic and community wide benefits tourism brings to Tempe?

by percentage of respondents (excluding "Don't Know" responses)



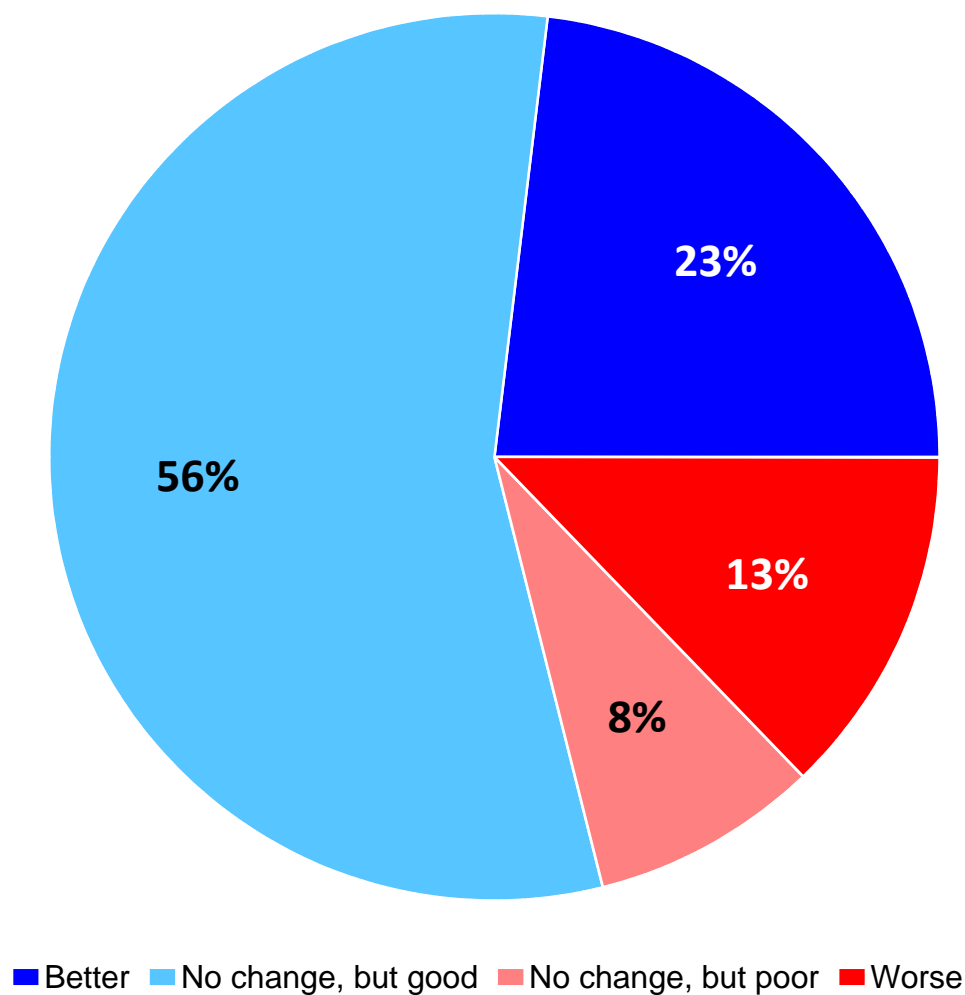
Q21. Which THREE of the following do you think should be the City's Top Priorities over the next year?

by percentage of respondents who selected the item as one of their three choices



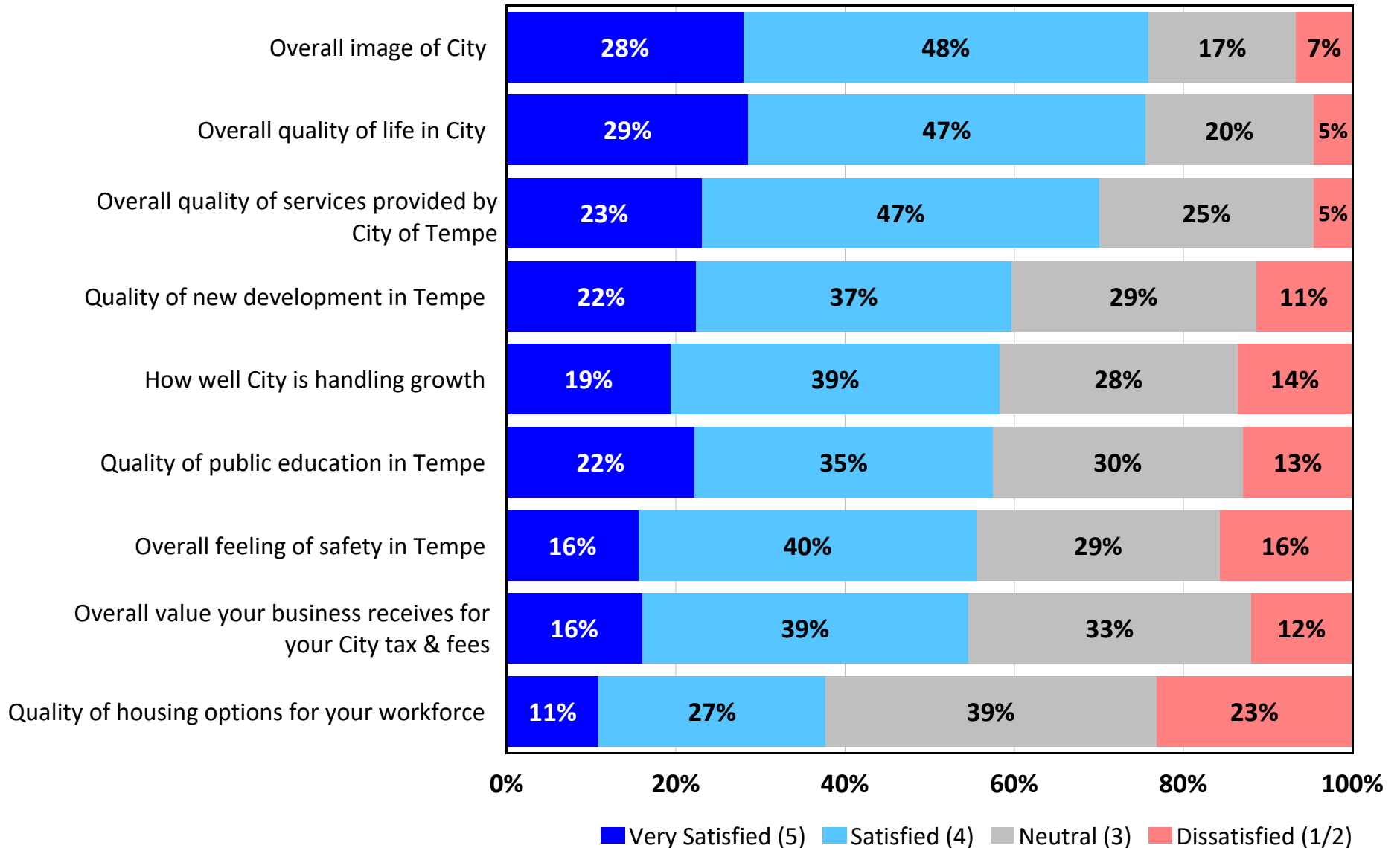
Q22. Which of the following best describes the overall business atmosphere in Tempe today, compared to two years ago?

by percentage of respondents (excluding "Don't Know/Unsure" responses)



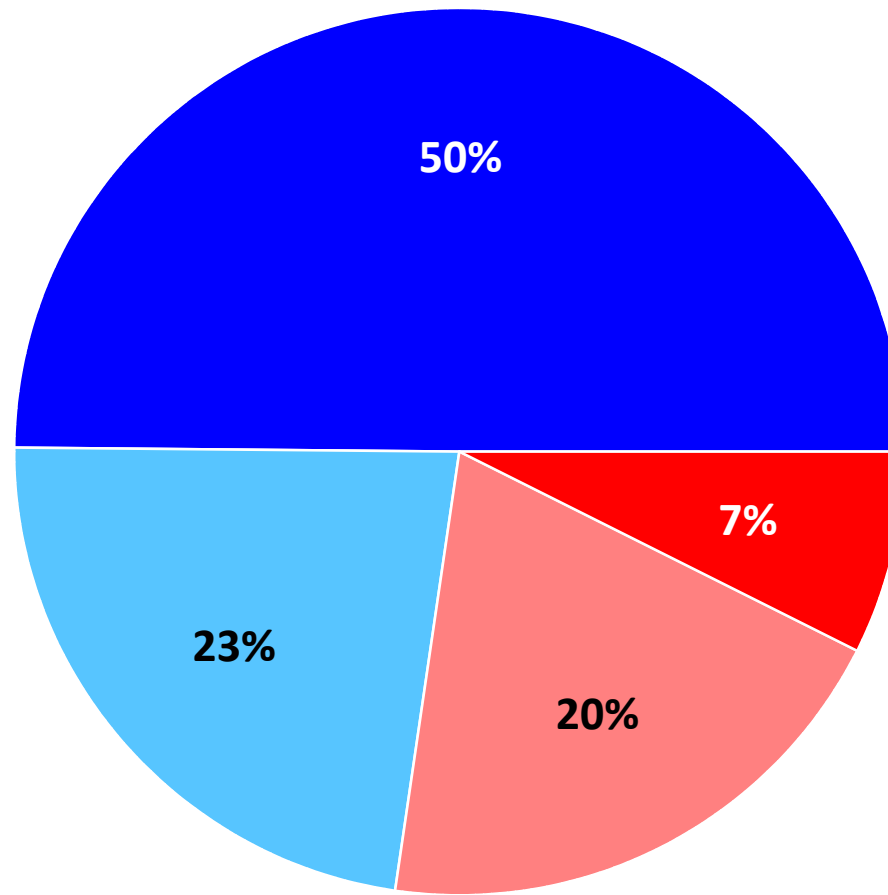
Q23. Overall Satisfaction with Items that May Influence Your Perception of the City of Tempe

by percentage of respondents (excluding "Don't Know" responses)



Q24. 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?

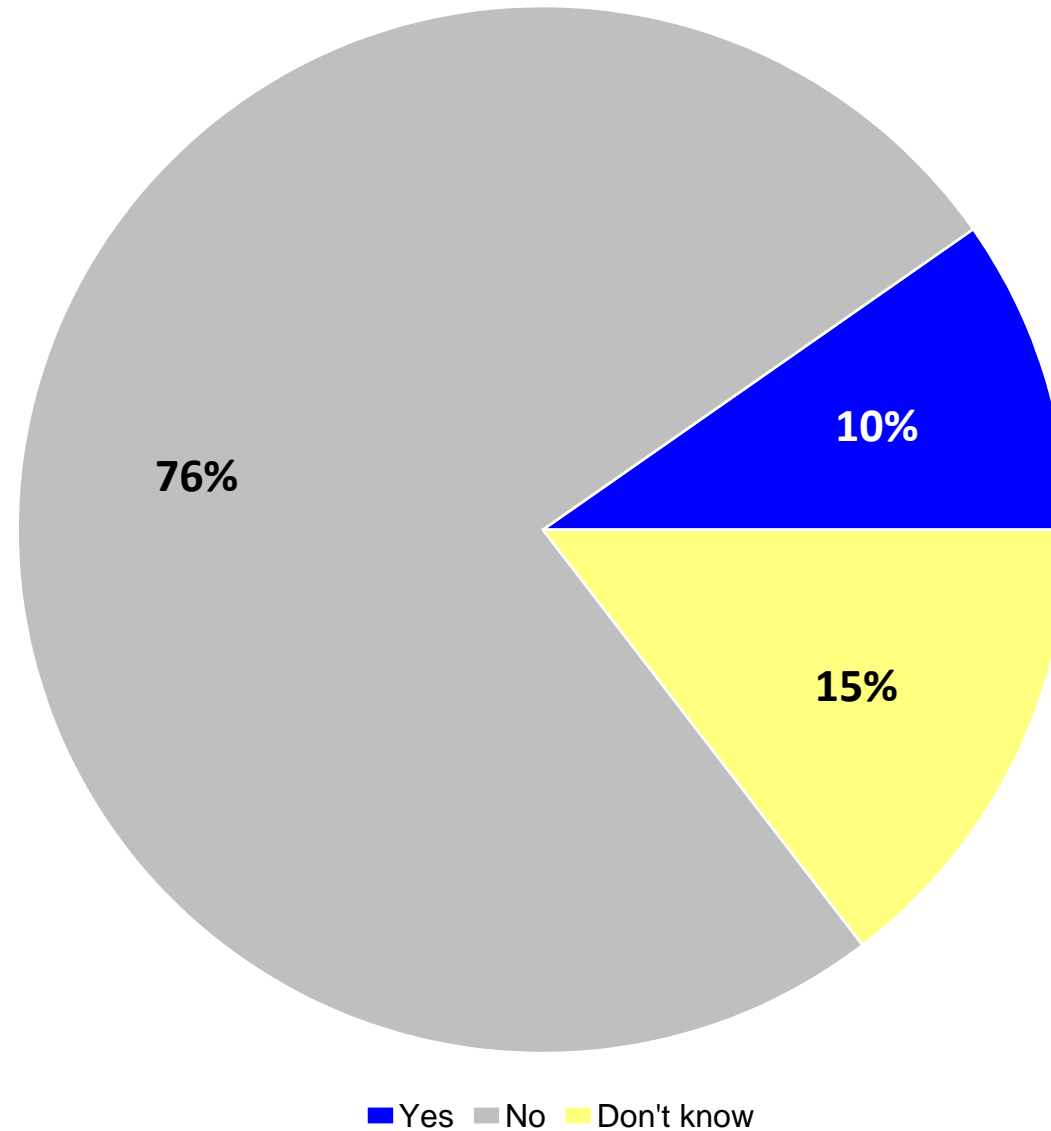
by percentage of respondents (excluding "Don't Know/Unsure" responses)



- We have everything we need
- We have some but could use more
- We don't have anything & need more information & resources
- We are not interested

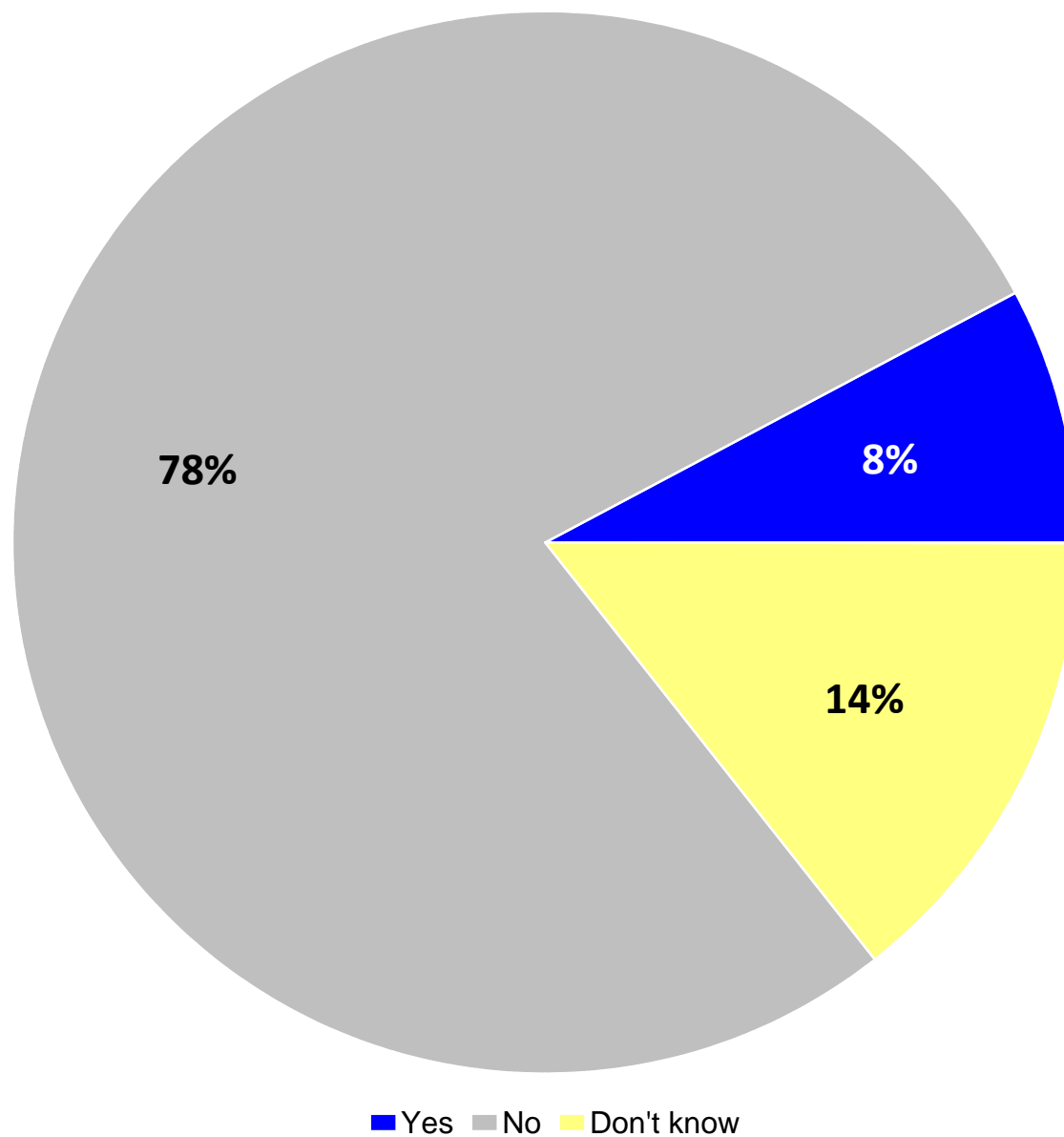
Q26. Is your business a member of the Tempe Chamber of Commerce?

by percentage of respondents



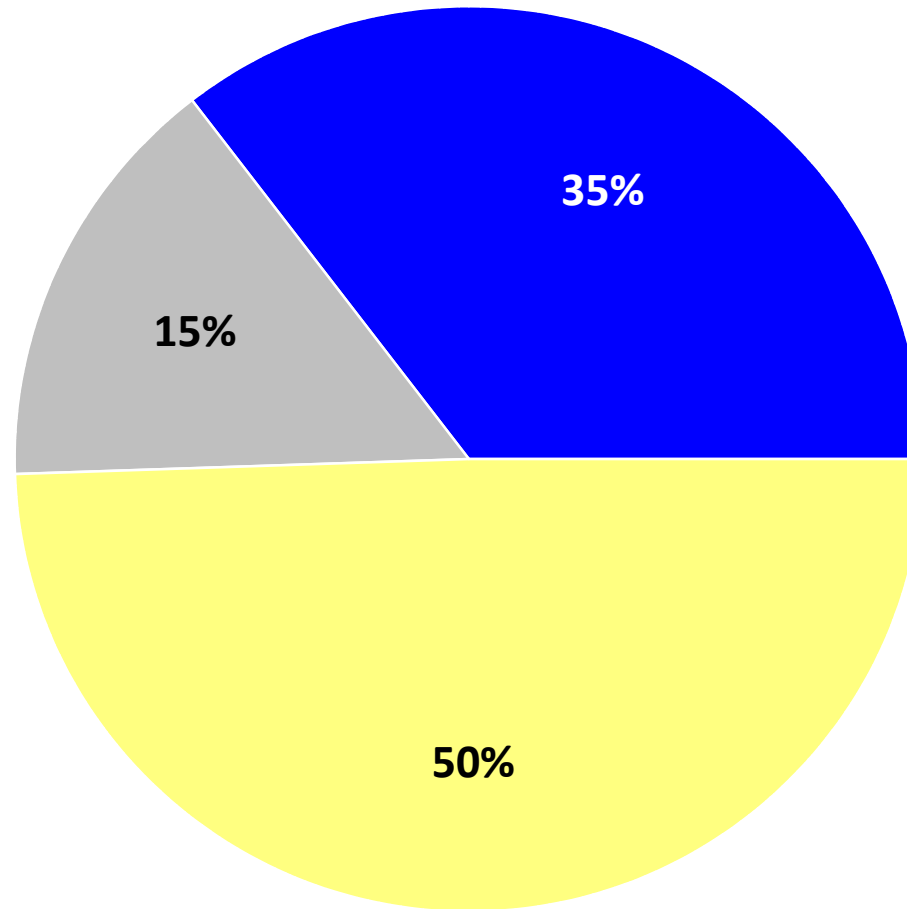
Q27. Is your business a member of Local First Arizona?

by percentage of respondents



Q29. Does your business promote carpooling, transit, and walking to work with your employees?

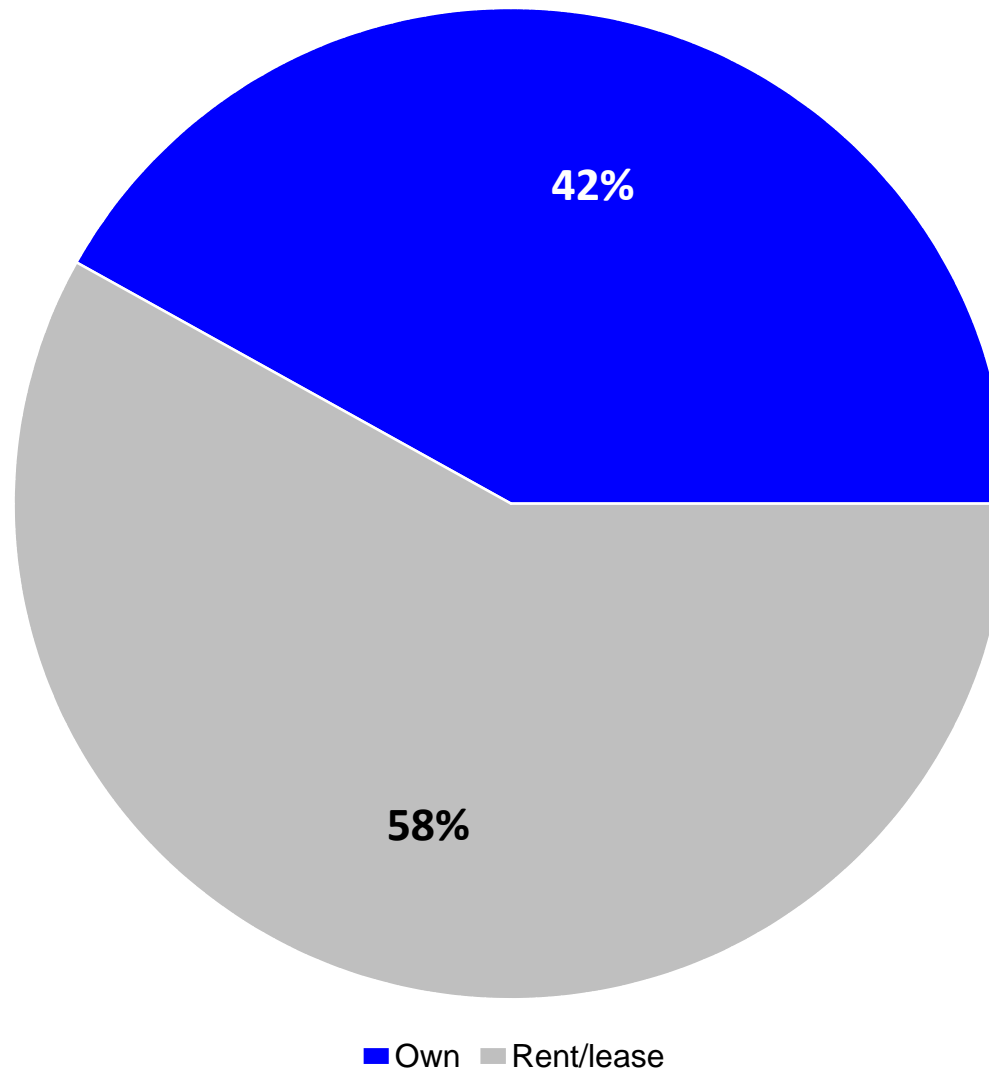
by percentage of respondents (excluding "Not Provided" responses)



- Yes
- No, but we are interested in promoting alternative transportation options
- No, we are not interested in promoting alternative transportation options

Q30. Does your business own or rent/lease the facility where your business is located?

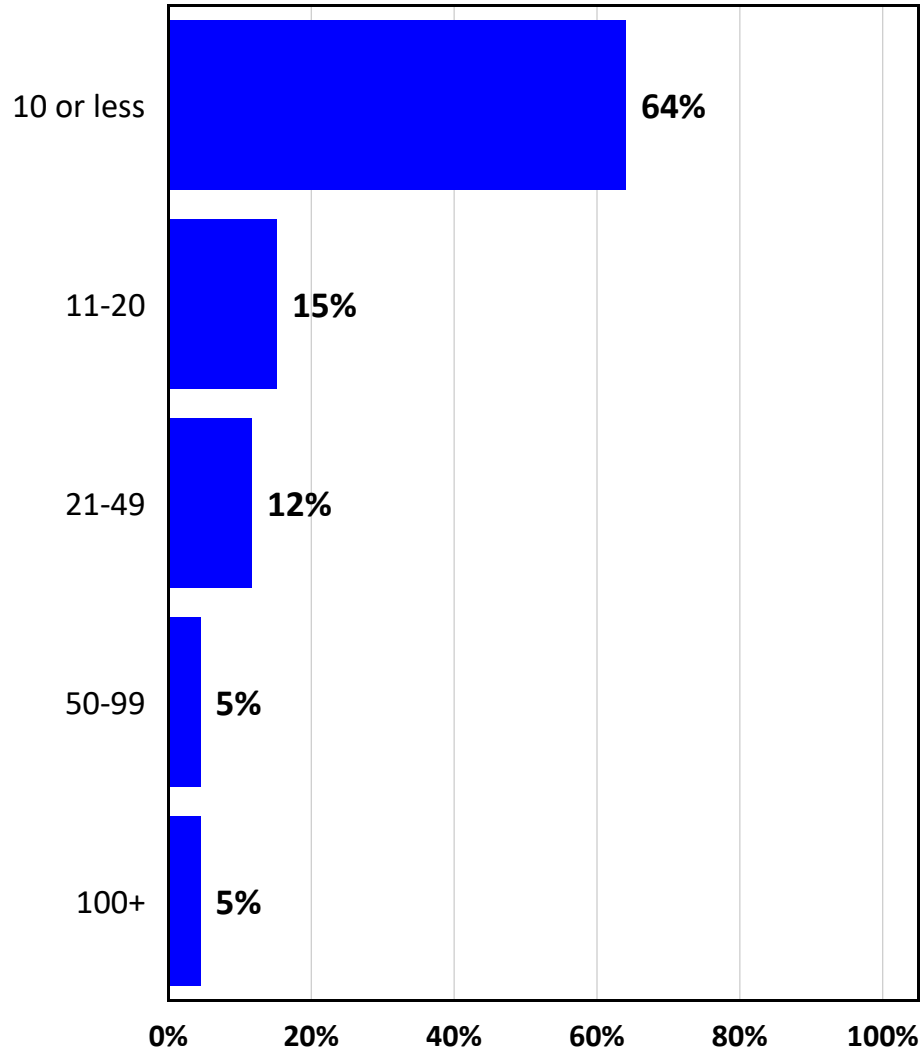
by percentage of respondents (excluding "Don't Know" responses)



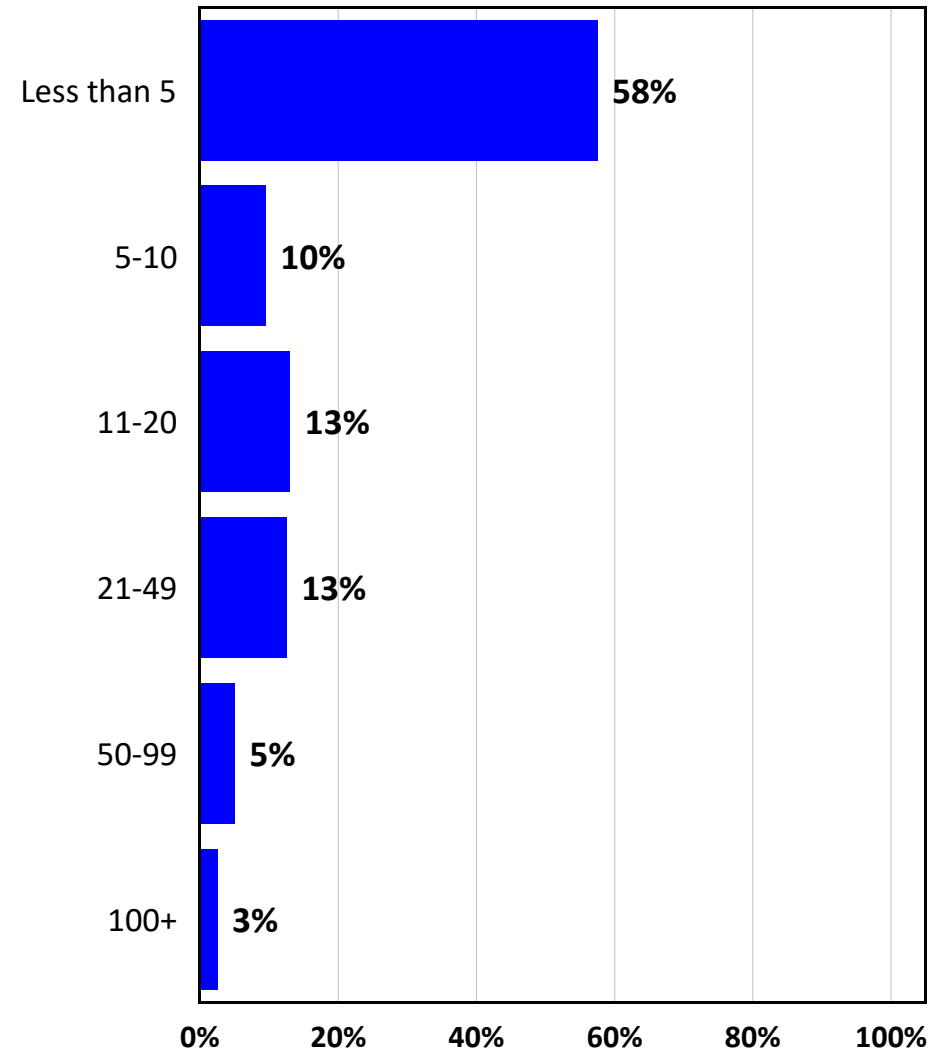
Q31. How many people does your business currently employ?

by percentage of respondents (excluding "Not Provided" responses)

Full Time Employees

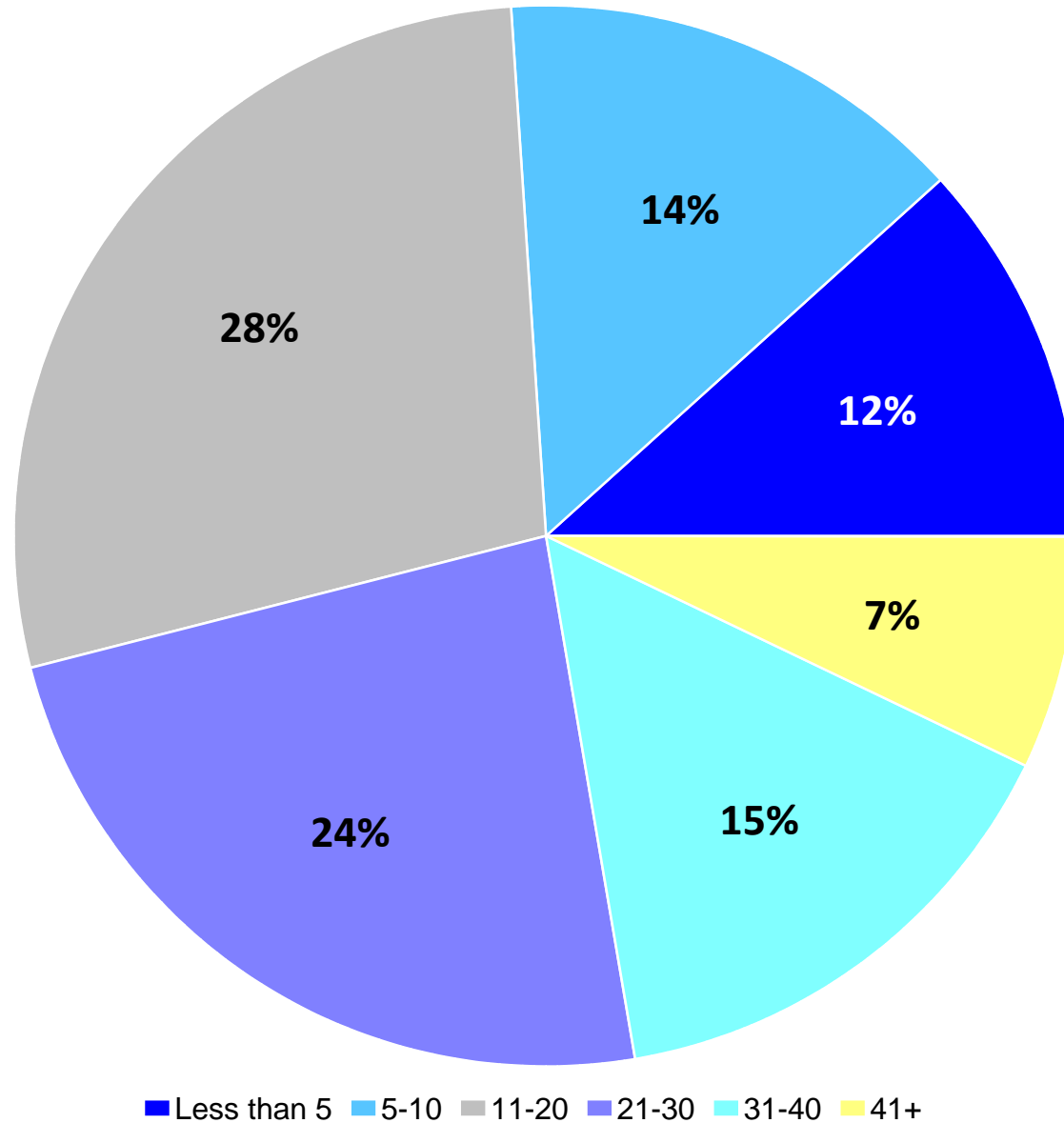


Part Time Employees



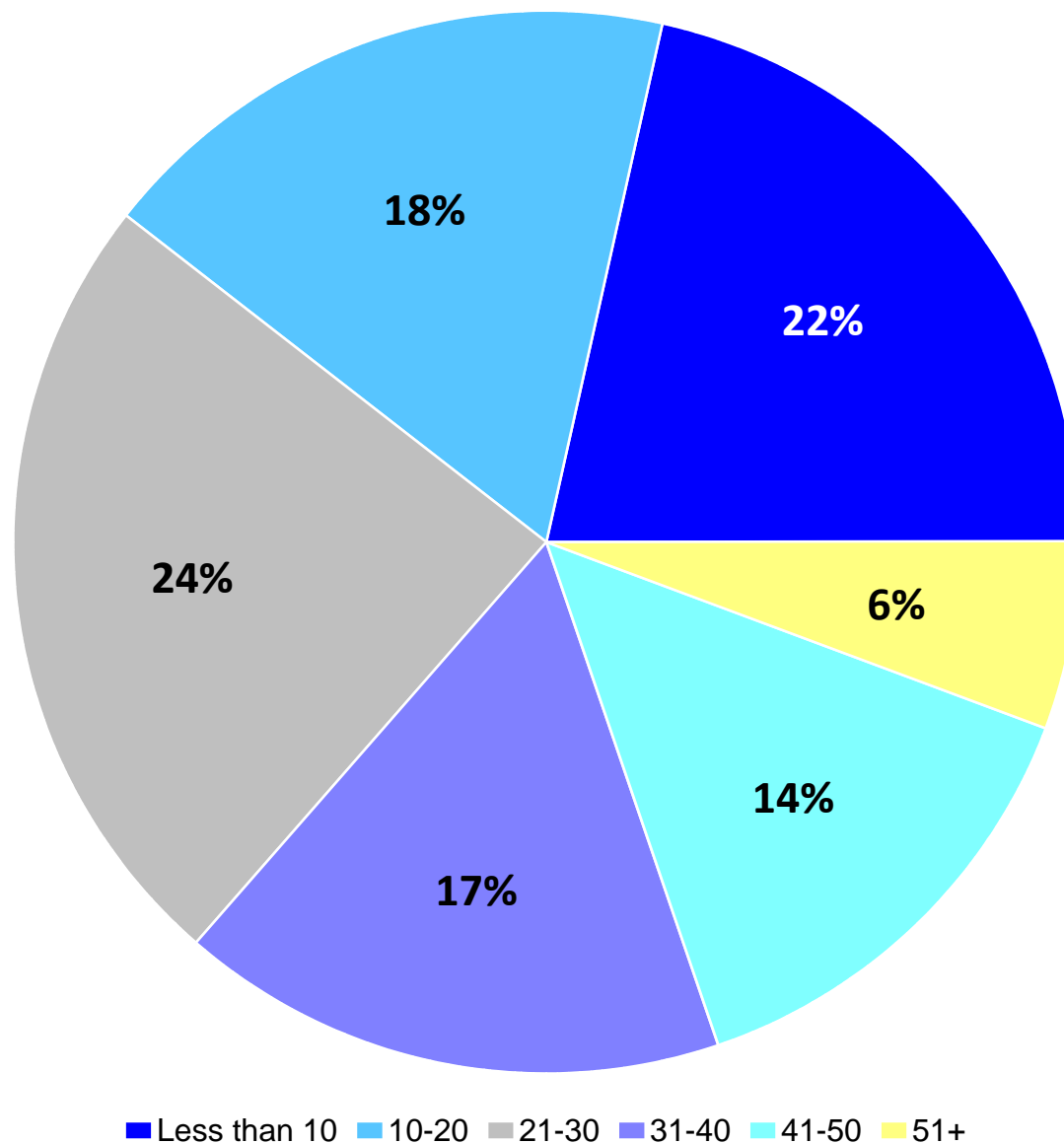
Q32. How many years has your business been in Tempe?

by percentage of respondents (excluding "Not Provided" responses)



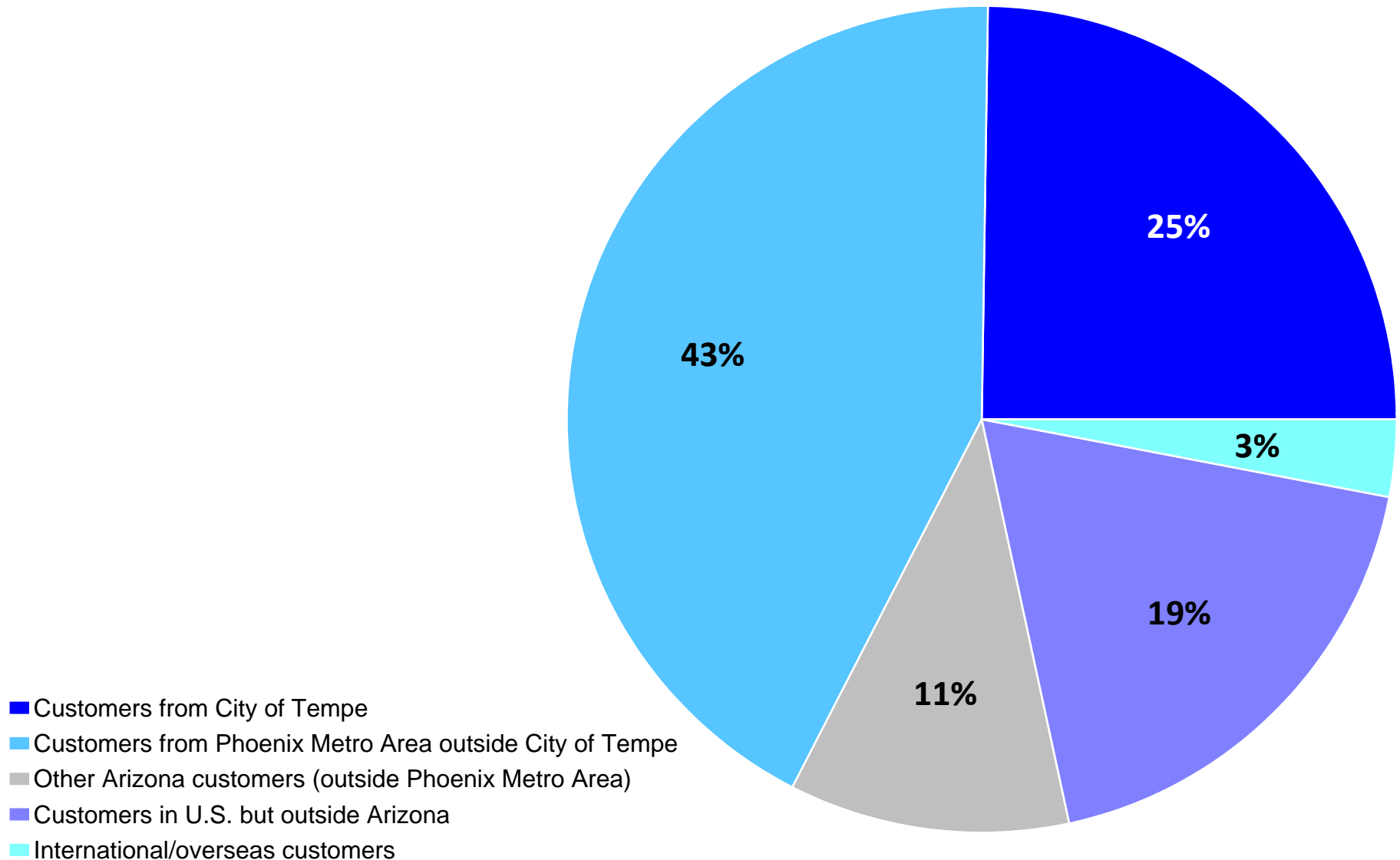
Q33. Approximately how many years ago did you personally come to Tempe?

by percentage of respondents (excluding "Not Provided" responses)



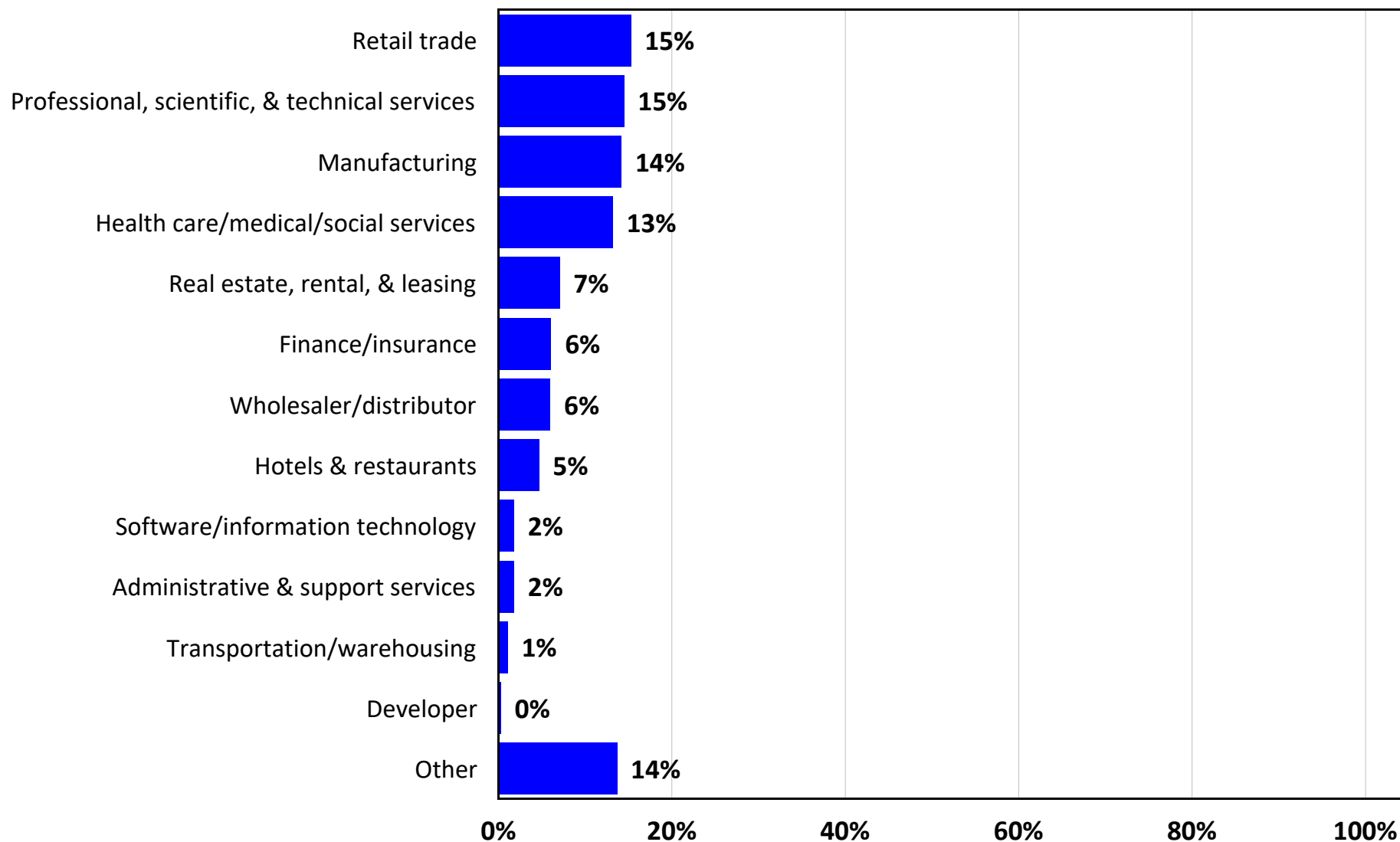
Q34. Approximately what percentage of your customer base is represented by the following groups?

by percentage of respondents (excluding "Not Provided" responses)



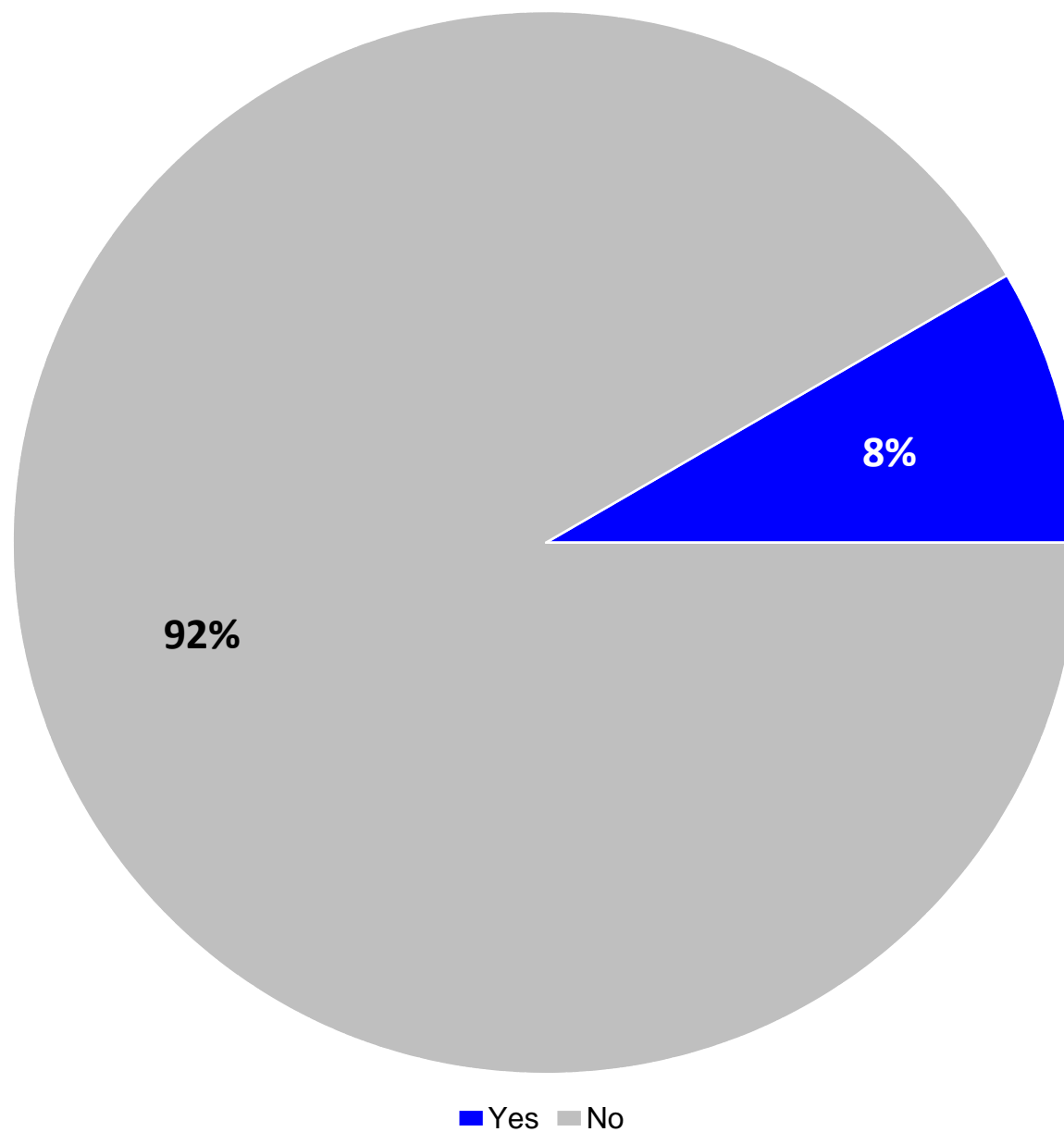
Q35. Which ONE of the following best describes your business?

by percentage of respondents (excluding "Not Provided" responses)



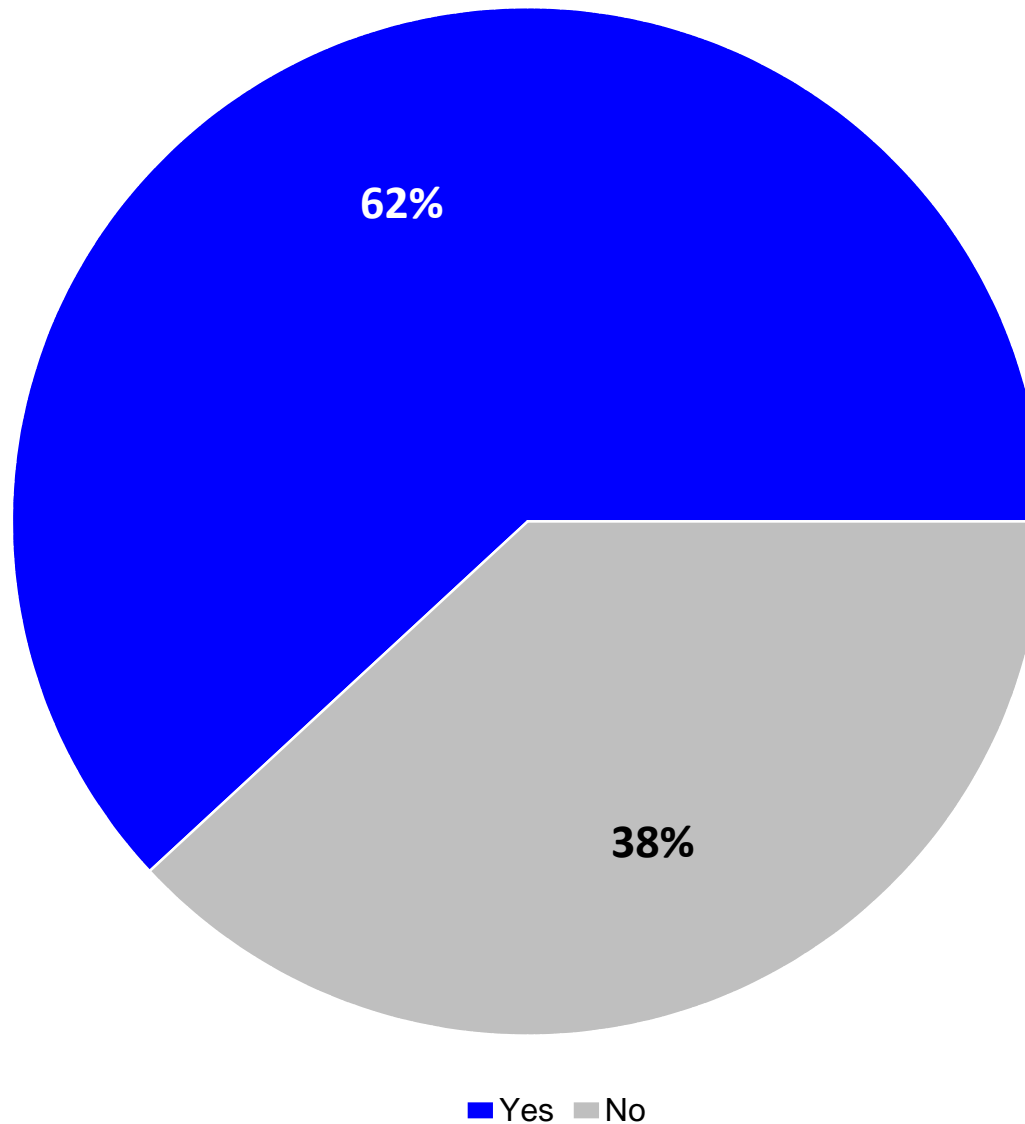
Q36. Are you a Veteran Owned Business?

by percentage of respondents (excluding "Don't Know" responses)



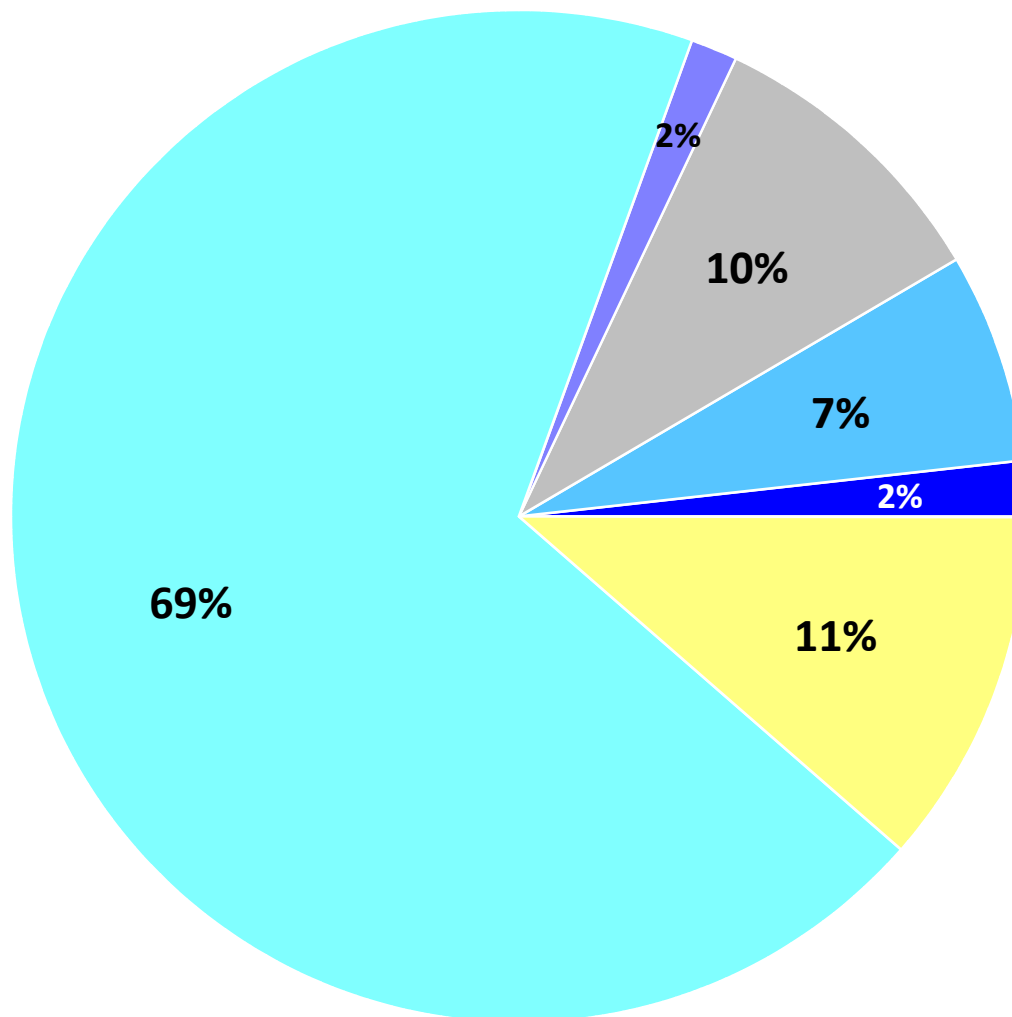
Q37. Are you aware of the City of Tempe Anti-Discrimination Ordinance?

by percentage of respondents (excluding "Don't Know" responses)



Q38. Is Your Business Currently Classified by the Government as Any of the Following?

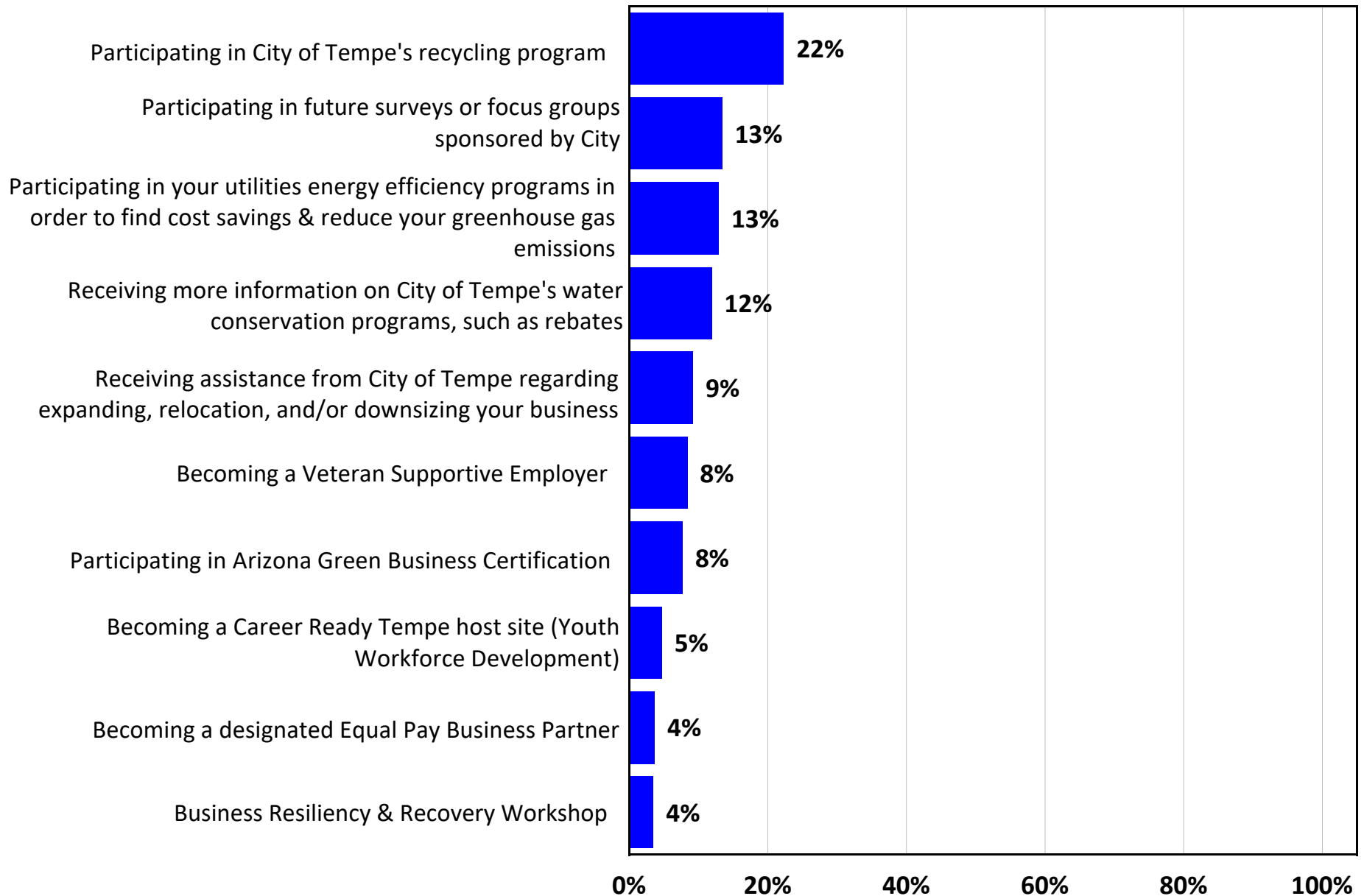
by percentage of respondents



■ Yes, MBE ■ Yes, WBE ■ Yes, SBE
■ Combination ■ None of these ■ Don't know/unsure

Q39. Would you be interested in any of the following?

by percentage of respondents





2

Importance- Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City services that were most important to their business. Two-thirds (66.7%) of the businesses surveyed selected "*police services*" as one of the most important services provided by the City.

With regard to satisfaction, (80.1%) of the businesses surveyed rated "*police services*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 66.7% was multiplied by 19.9% (1-0.801). This calculation yielded an I-S rating of 0.1327, which ranked second out of seventeen categories of City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of Tempe is provided on the following page.

2021 Importance-Satisfaction Rating

Tempe, Arizona

Business Survey

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Street maintenance, including sidewalks, medians, & curbs	31%	3	55%	14	0.1382	1
Police services	67%	1	80%	4	0.1327	2
Medium Priority (IS <.10)						
Traffic on City streets	19%	6	50%	17	0.0970	3
Street lighting	16%	7	65%	10	0.0561	4
Water & sewer services	24%	5	81%	3	0.0455	5
Fire services	40%	2	89%	1	0.0428	6
Enforcement of codes & ordinances	9%	8	57%	12	0.0397	7
Planning	9%	10	56%	13	0.0385	8
Emergency medical services	29%	4	87%	2	0.0372	9
Stormwater drainage/flood management	9%	9	67%	8	0.0287	10
Public landscaping	6%	11	67%	9	0.0207	11
Public transportation services	6%	12	67%	7	0.0182	12
Construction codes	4%	13	55%	15	0.0177	13
Business Resource & Innovation Center (BRiC)	2%	15	52%	16	0.0115	14
Parks	3%	14	74%	5	0.0080	15
Street sweeping	2%	16	60%	11	0.0068	16
Recreation services	1%	17	70%	6	0.0042	17

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items are most important to their business.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

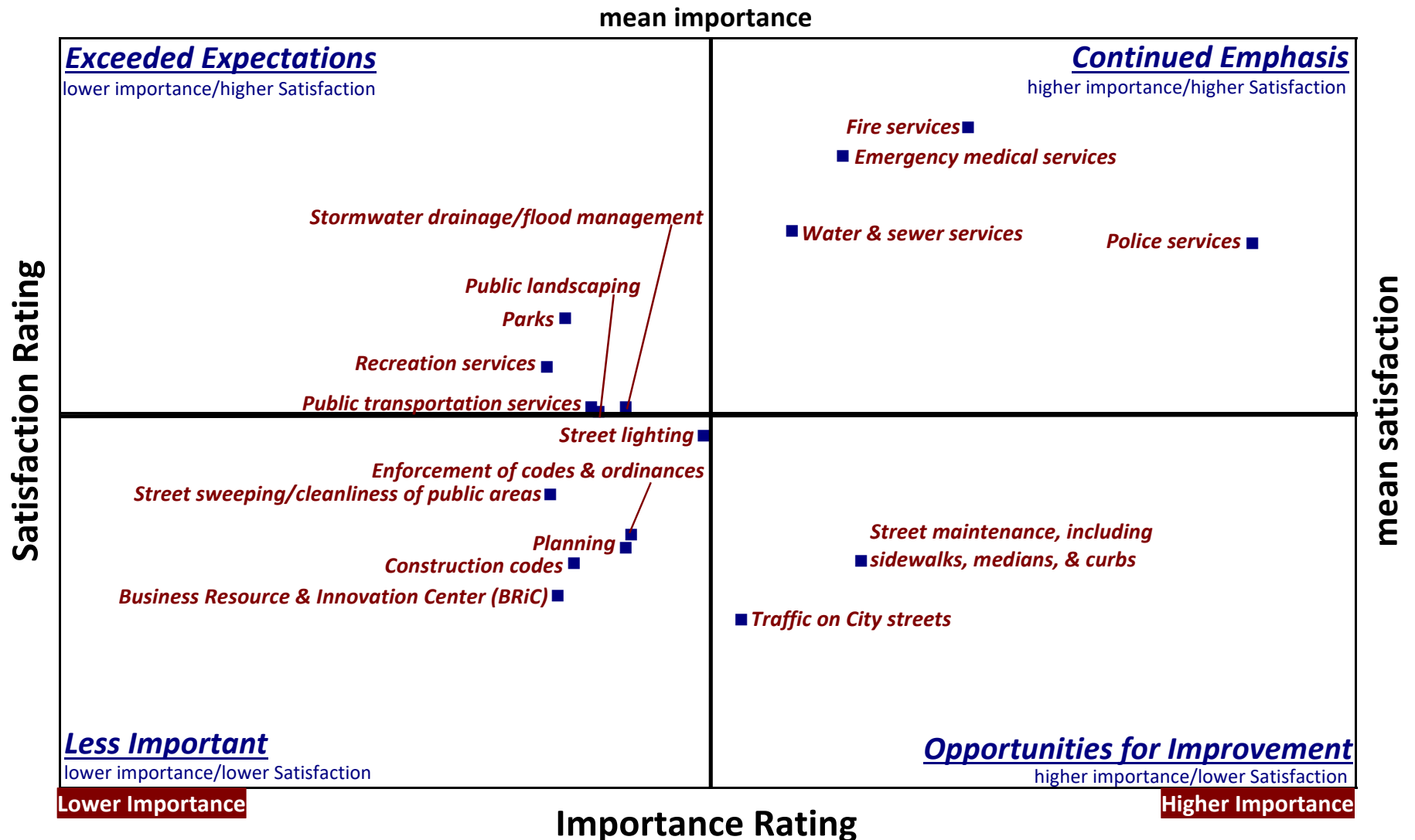
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that businesses have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as businesses expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to its performance in other areas; however, this area is generally considered to be less important to businesses. This area does not significantly affect overall satisfaction with City services because the items are less important to businesses. The agency should maintain current levels of emphasis on items in this area.

A matrix chart showing the results for the City of Tempe is provided on the following page.

City of Tempe Business Survey Importance-Satisfaction Assessment Matrix

-OVERALL-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)





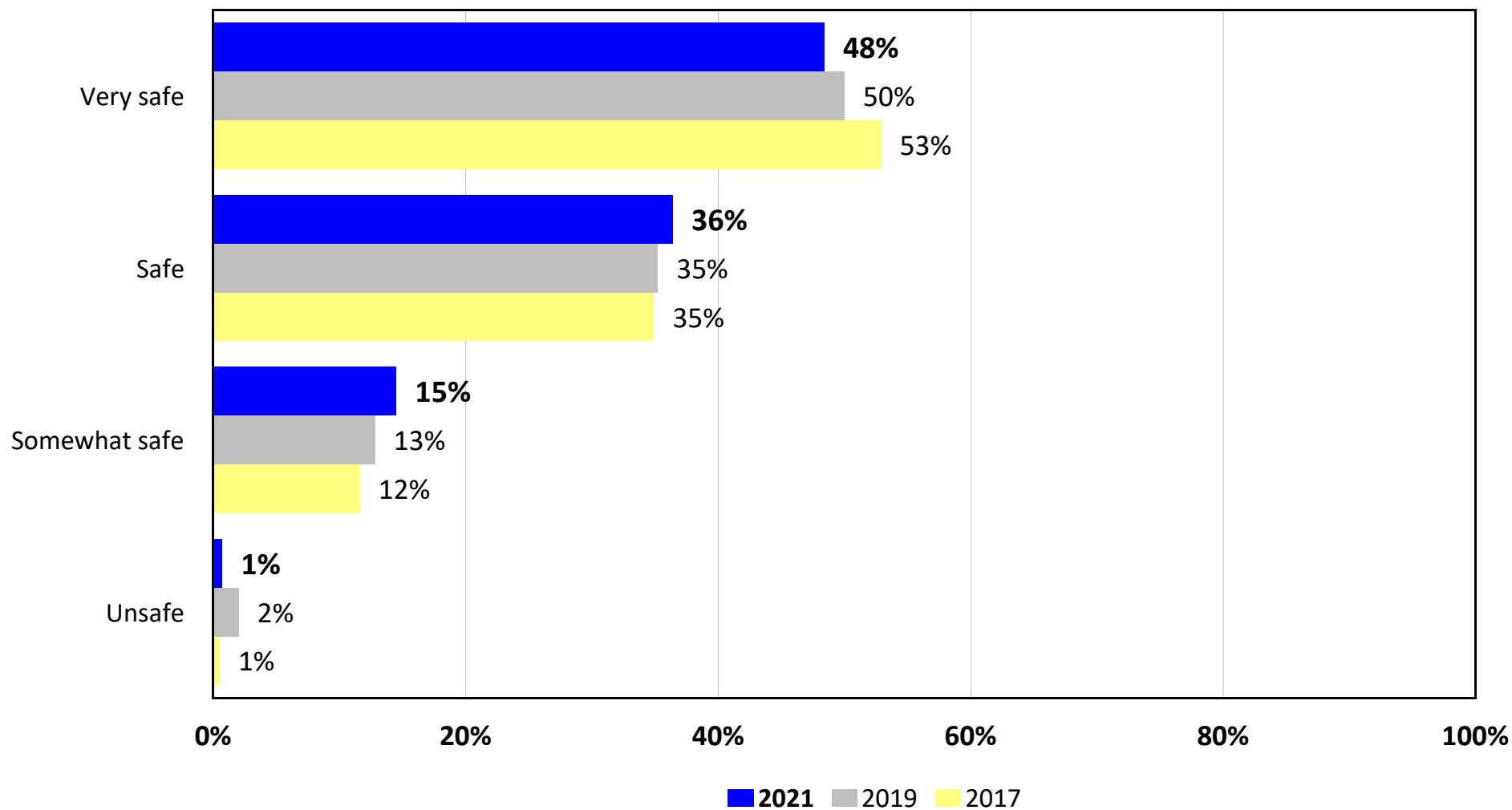
3

Trend Charts

Q1. How safe do you think your employees and customers feel when they visit your location during the day?

2021 - 2017

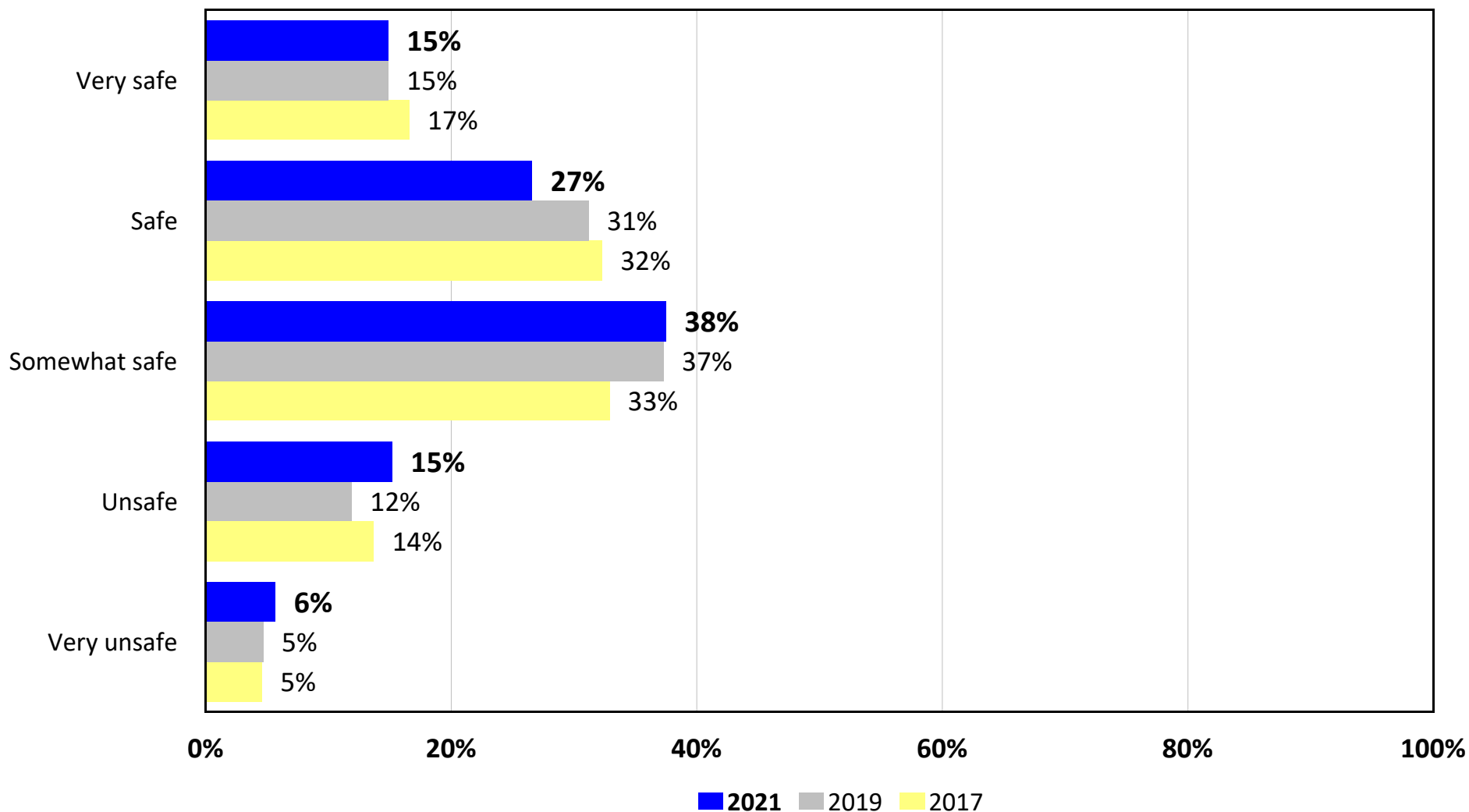
by percentage of respondents (excluding "Don't Know" responses)



Q2. How safe do you think your employees and customers feel when they visit your location at night?

2021 - 2017

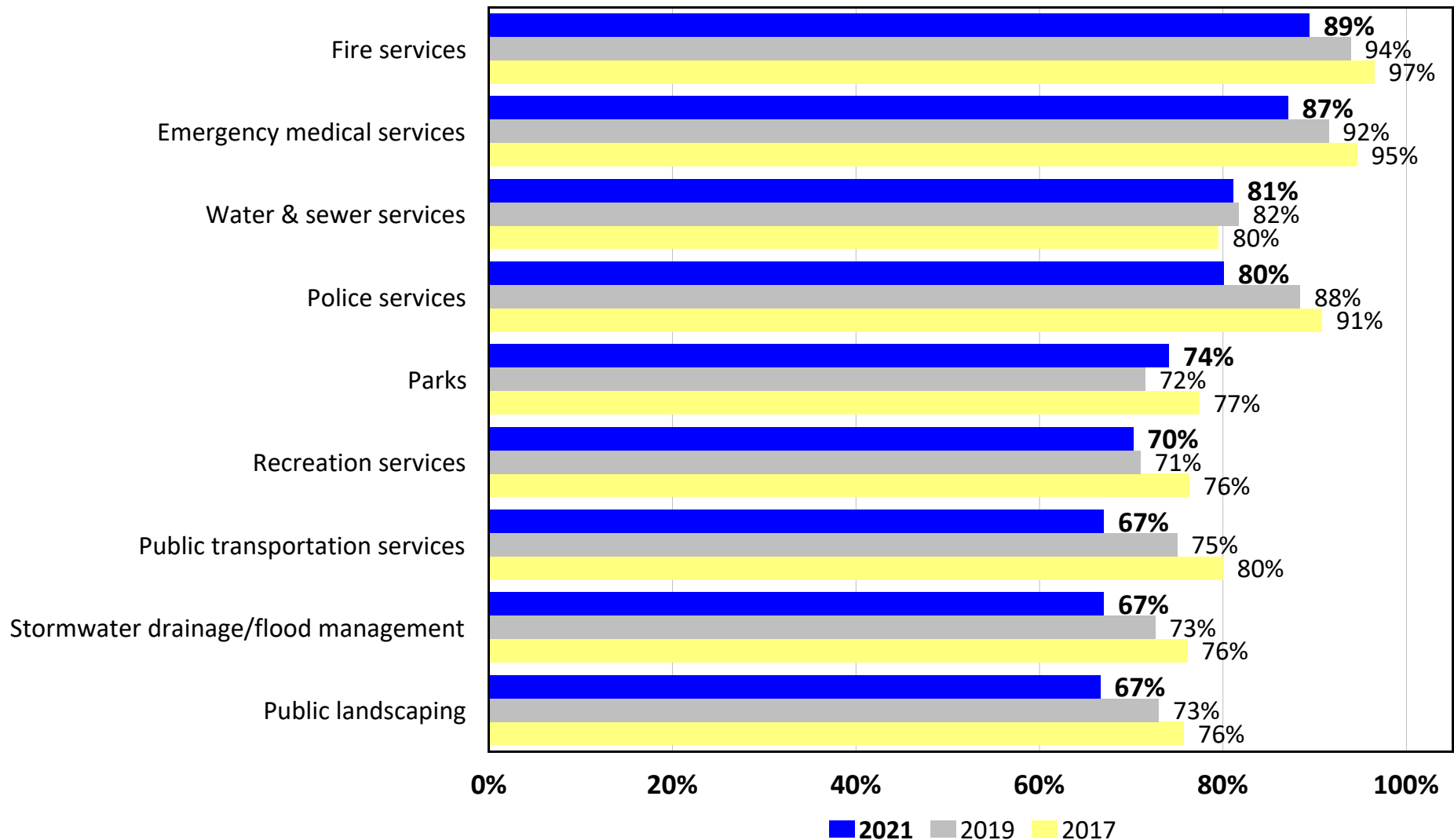
by percentage of respondents (excluding "Don't Know" responses)



Q3. Overall Satisfaction with Items with Regard to How they Affect Your Business' Ability to Operate

2021 - 2017

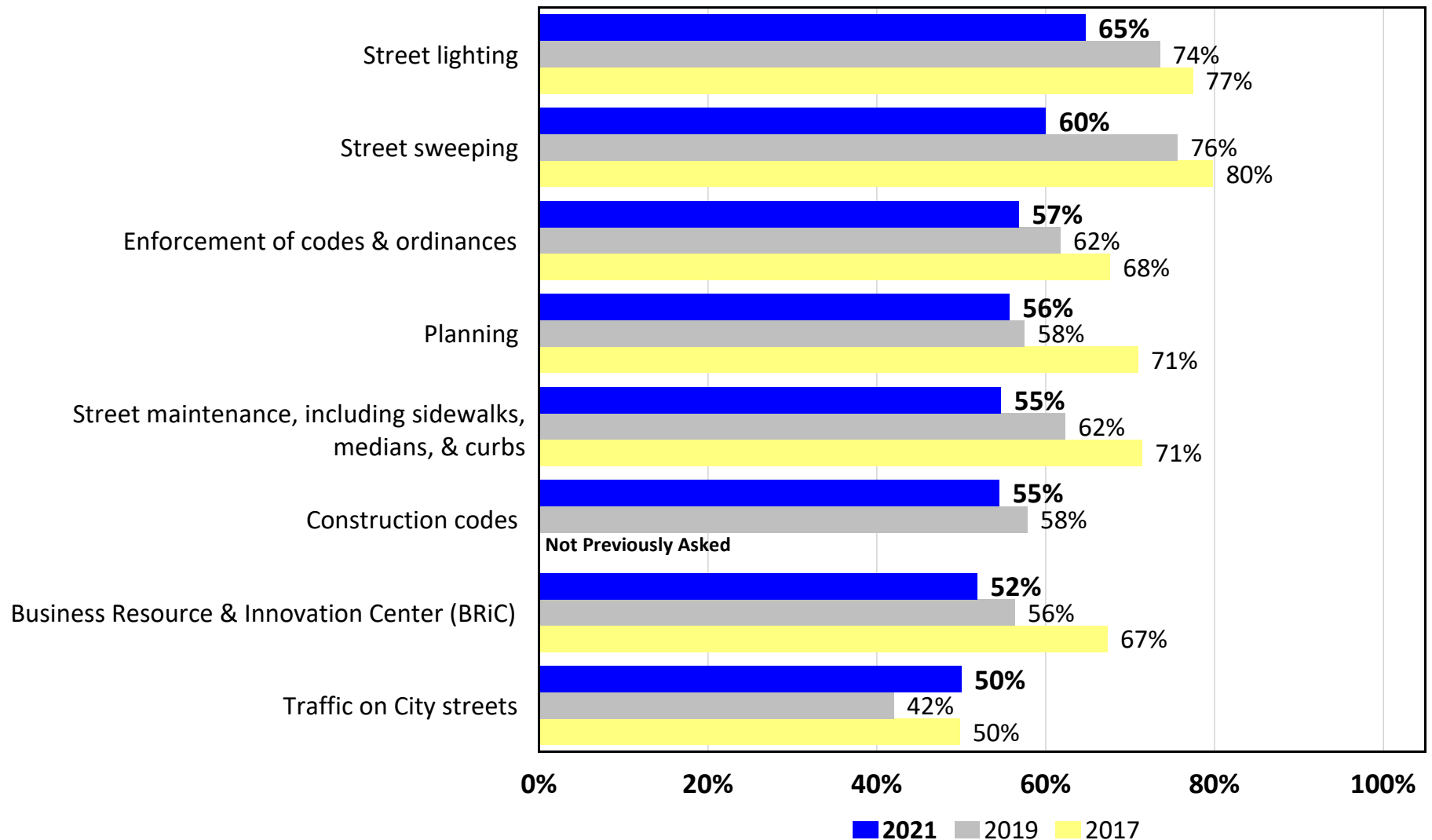
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)



Q3. Overall Satisfaction with Items with Regard to How they Affect Your Business' Ability to Operate (Continued)

2021 - 2017

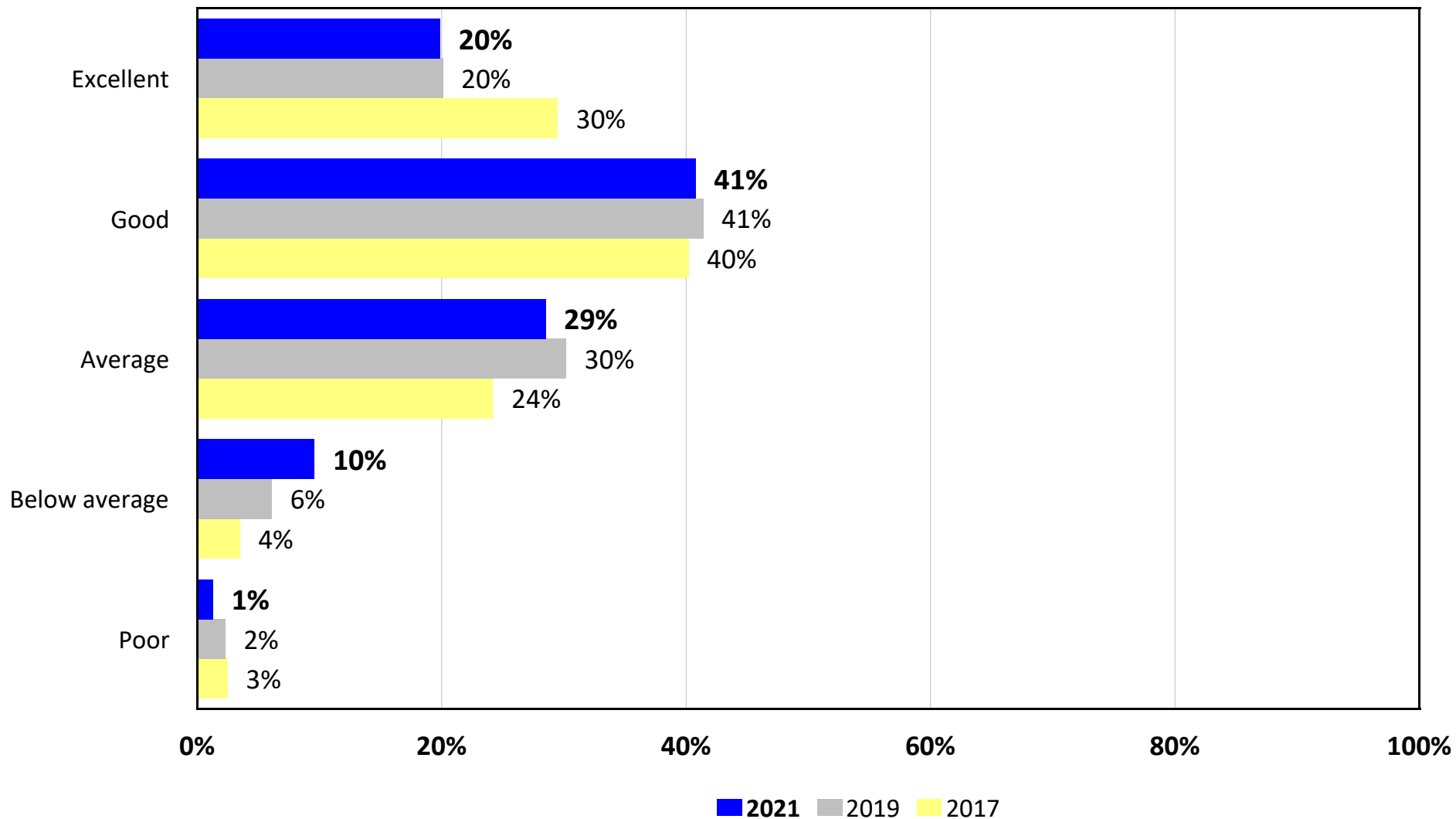
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)



Q5. How would you rate the physical appearance of the area where your business is located?

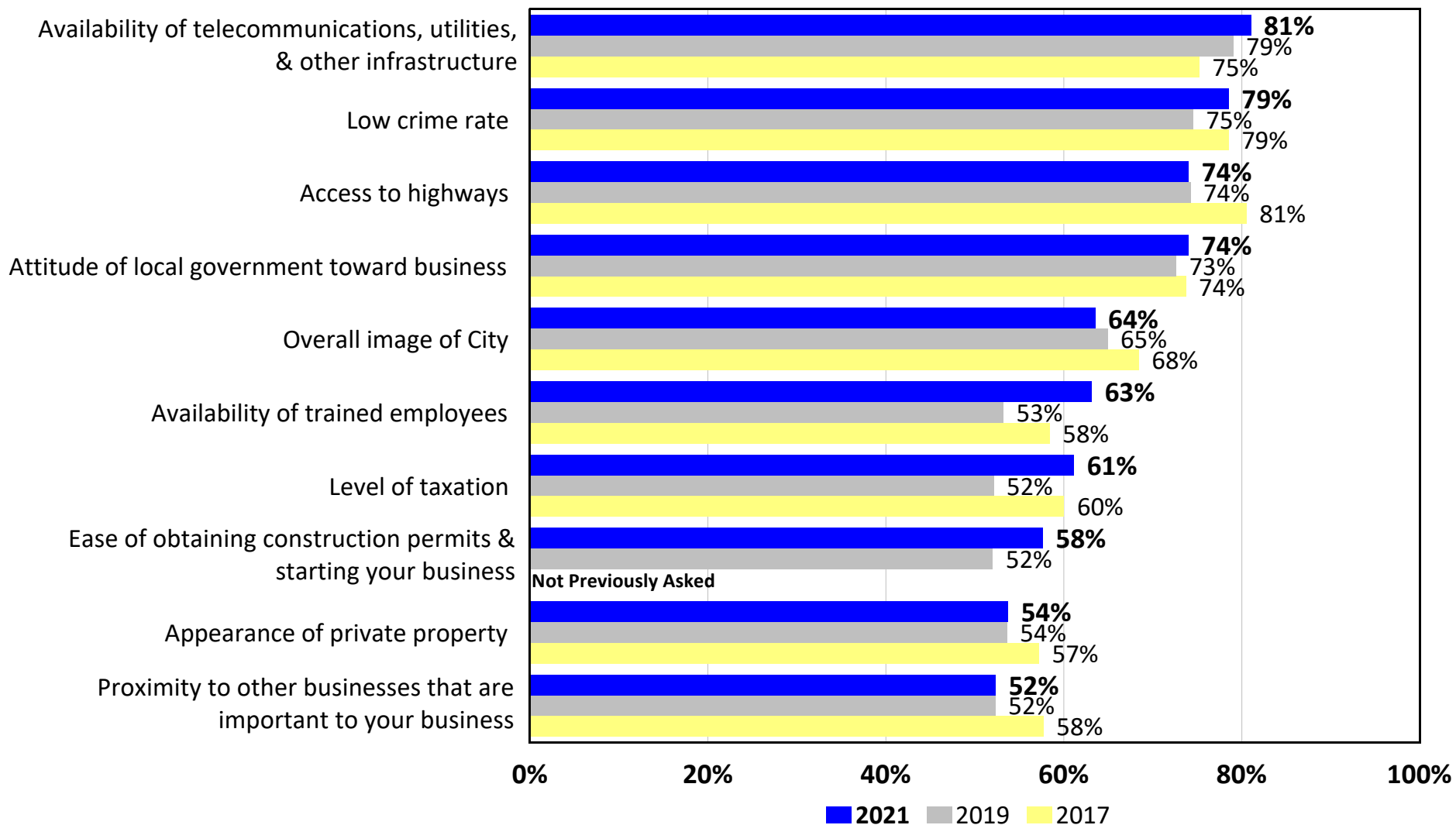
2021 - 2017

by percentage of respondents (excluding "Don't Know" responses)



Q6. How Important the Following Items Were When Deciding to Locate Your Business in Tempe 2021 - 2017

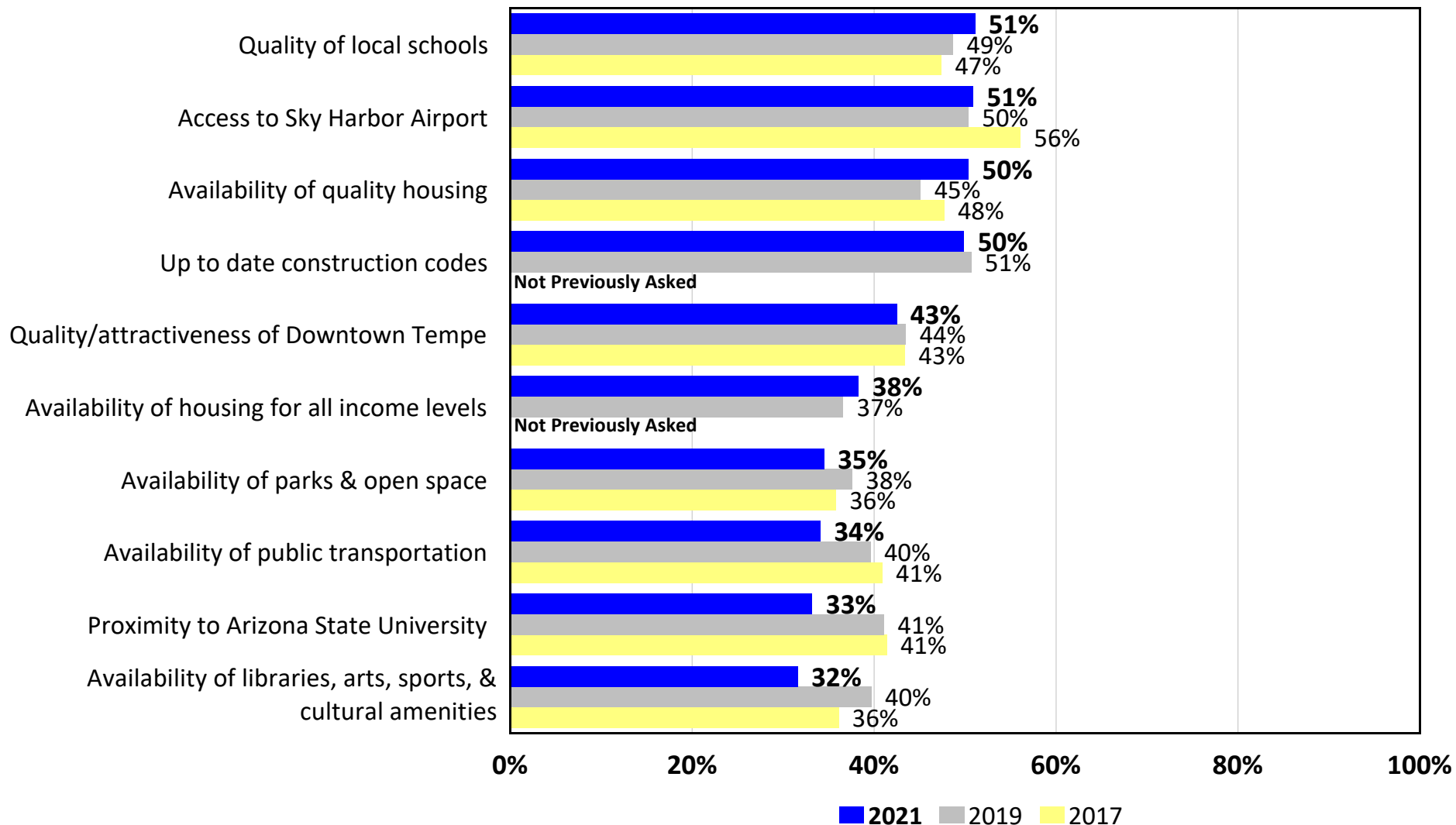
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “Don’t Know” responses)



Q6. How Important the Following Items Were When Deciding to Locate Your Business in Tempe (Continued)

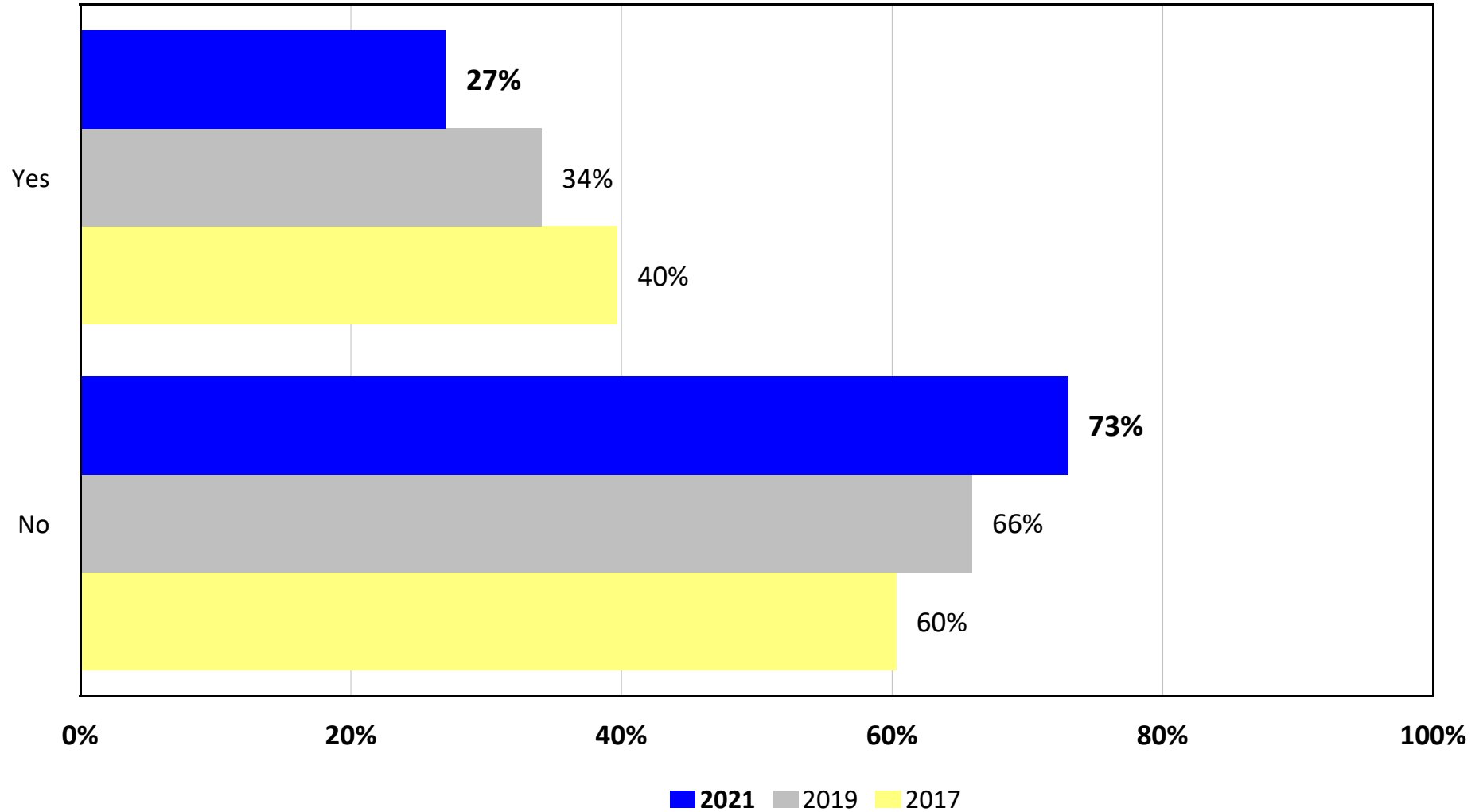
2021 - 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “Don’t Know” responses)



Q8. Are you aware of the City's “Equal Pay for Equal Work” Initiative? 2021 - 2017

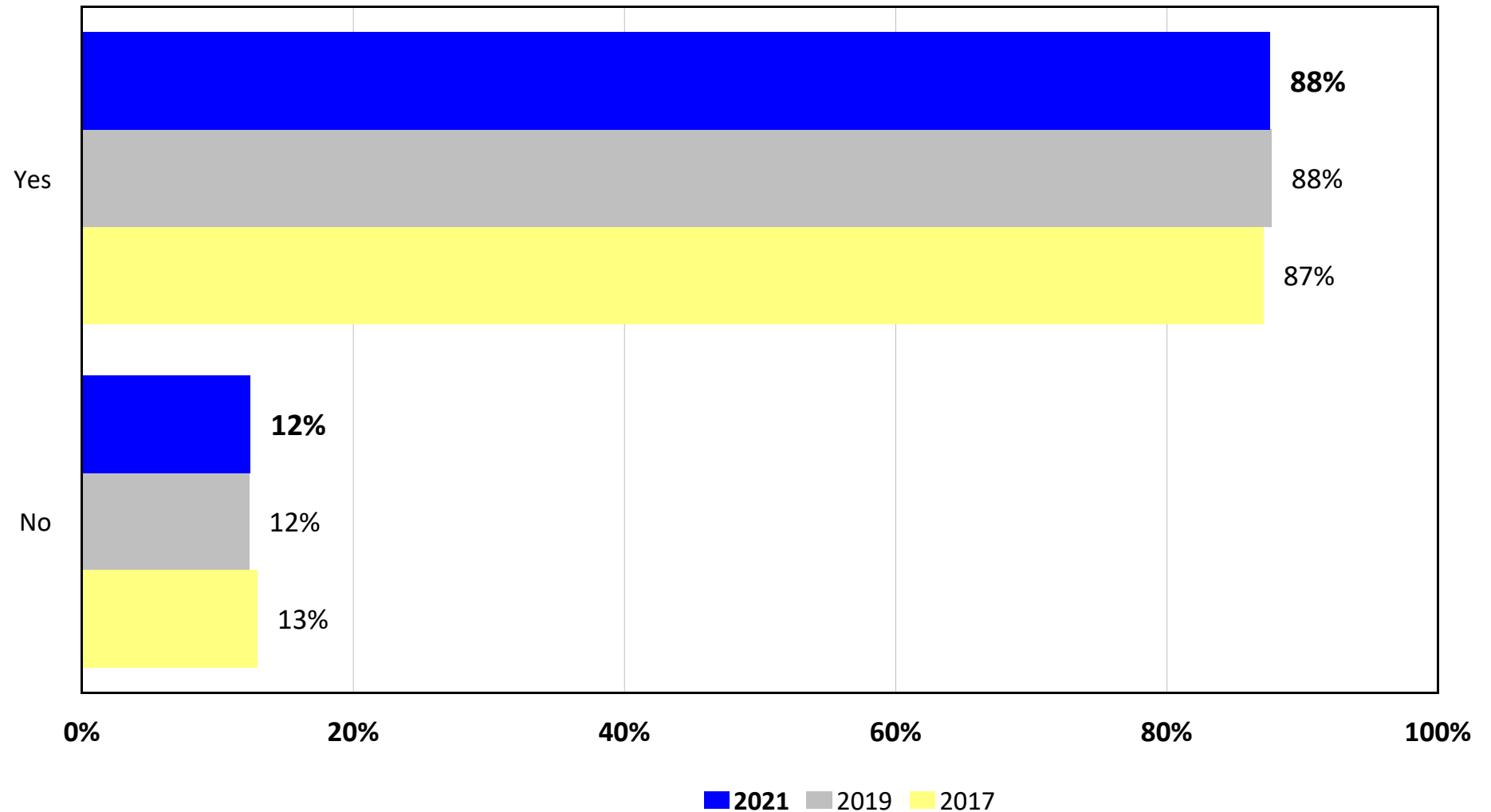
by percentage of respondents (excluding “Don’t Know” responses)



Q9. Do you think that the City of Tempe is "Business Friendly"?

2021 - 2017

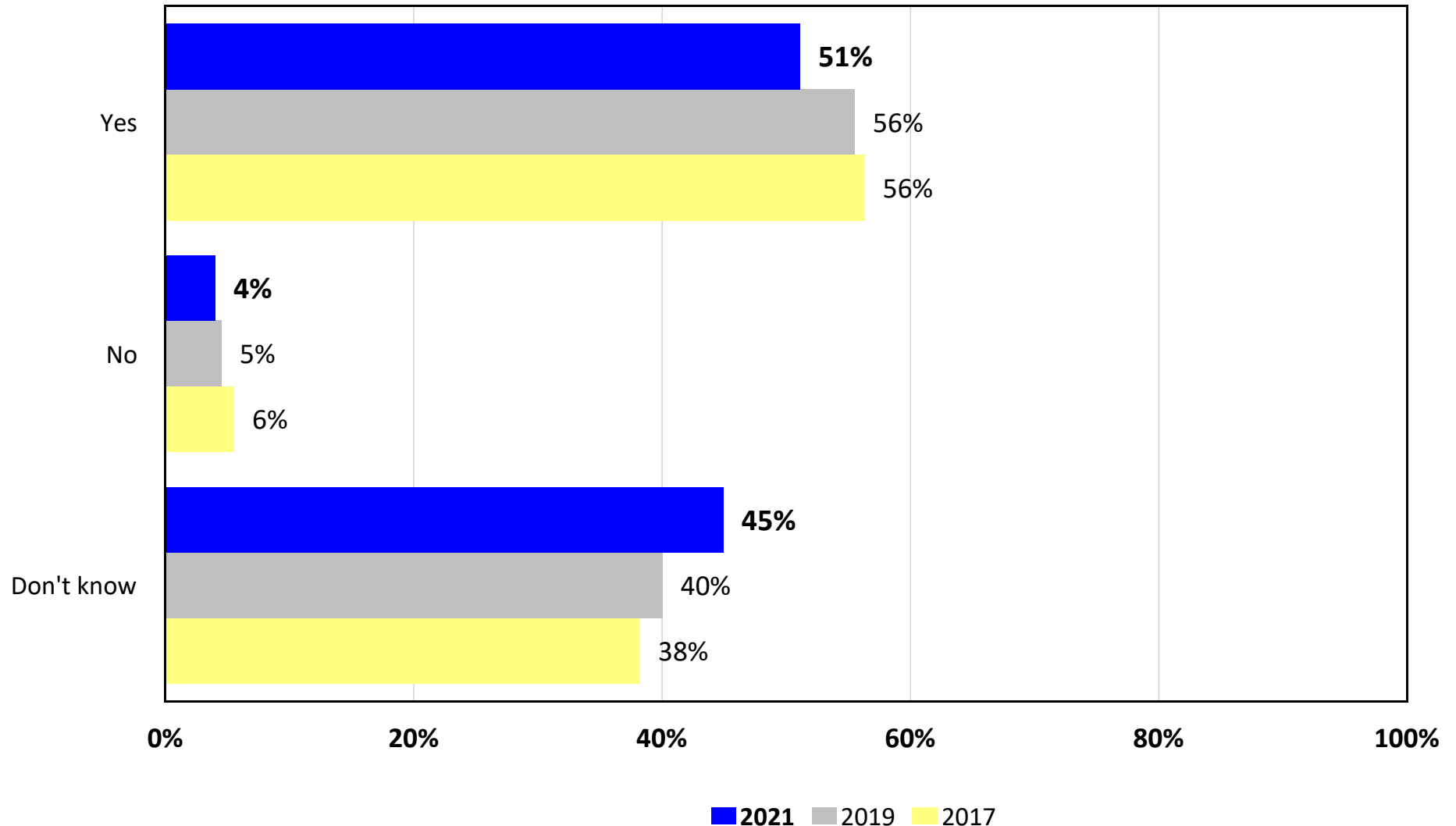
by percentage of respondents (excluding "Don't Know" responses)



Q10. Do you think the tax structure for businesses in the City of Tempe is fair compared to other Arizona cities?

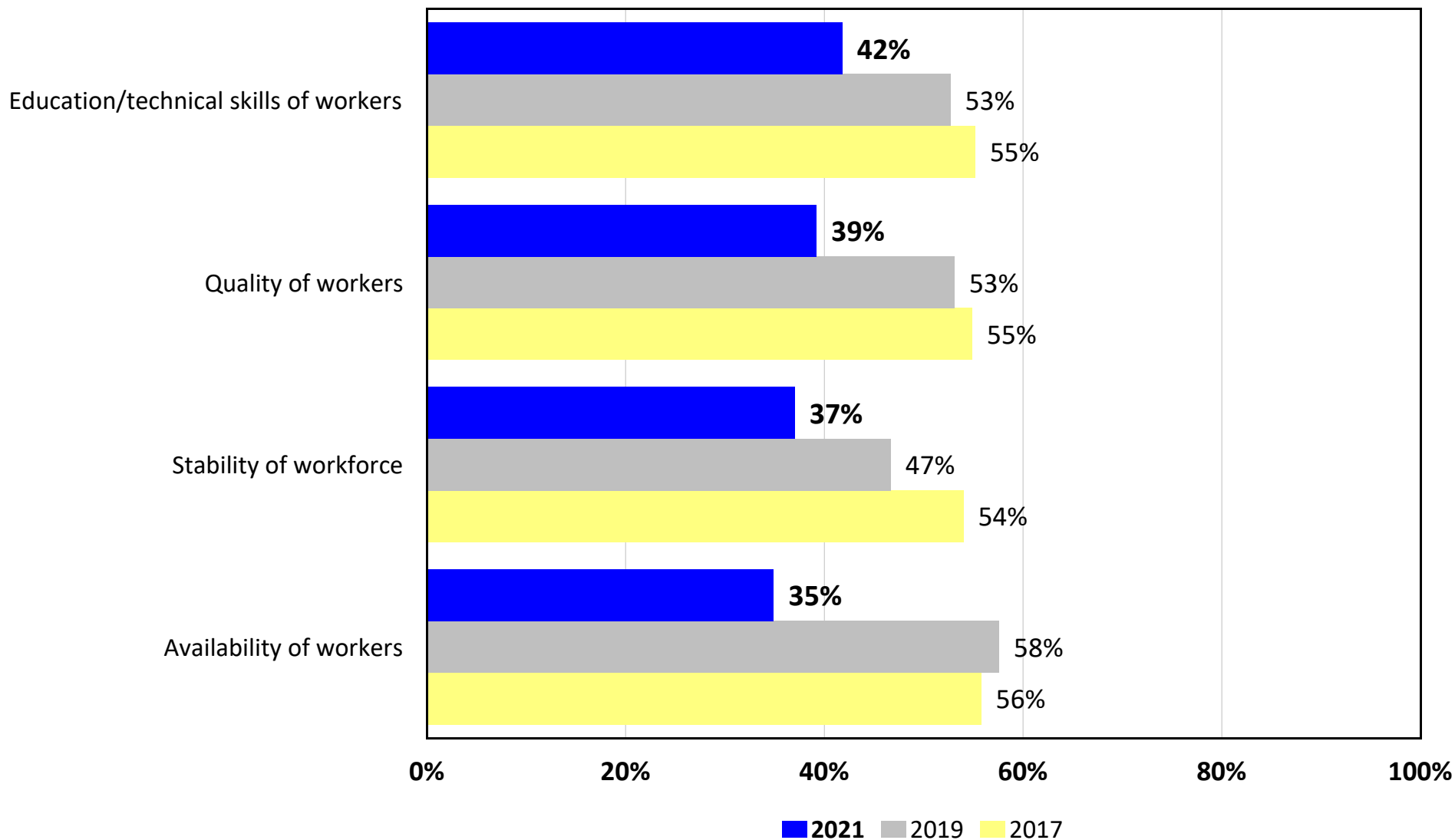
2021 - 2017

by percentage of respondents



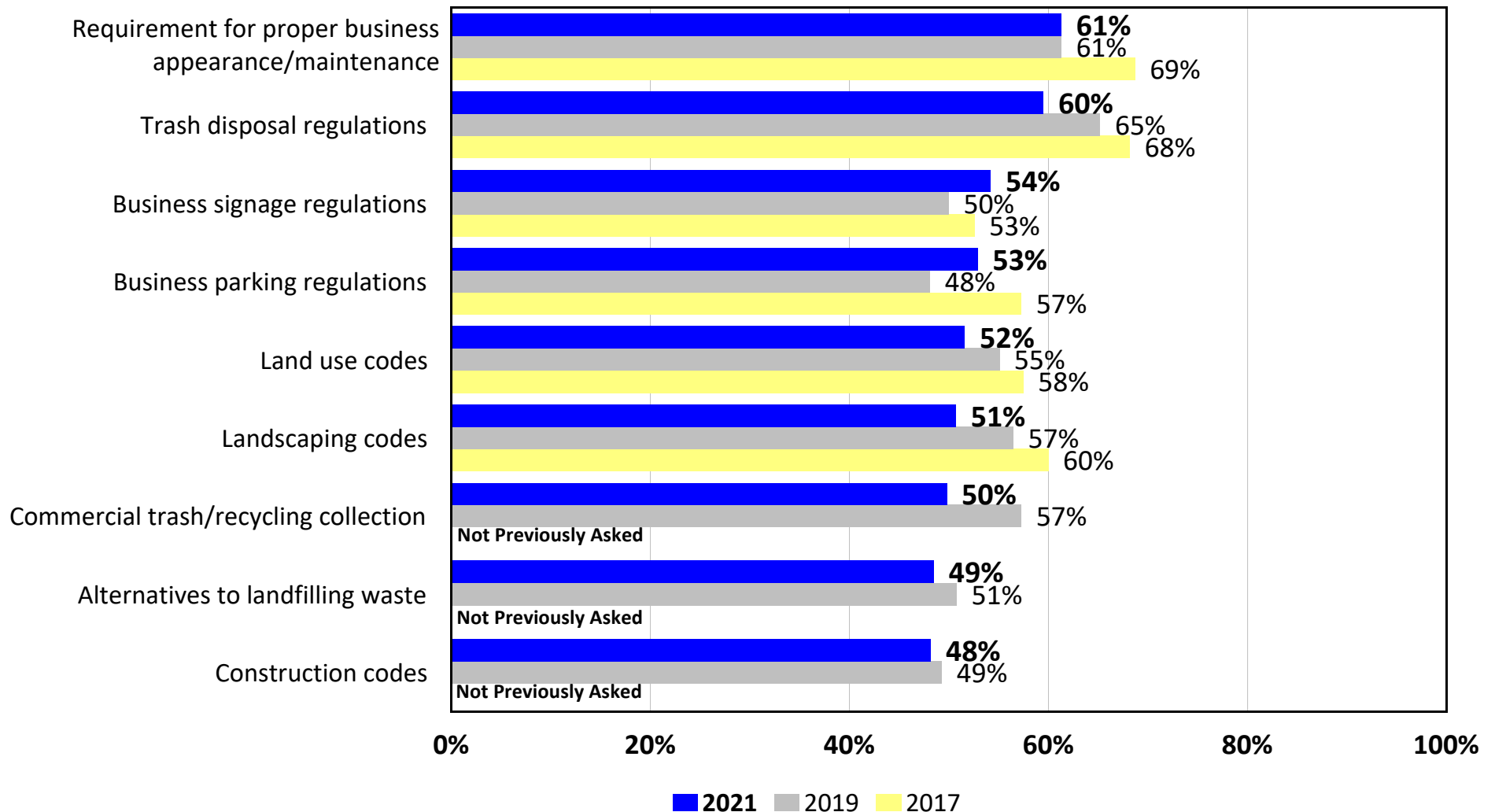
Q11. Overall Ratings of the Workforce in the City of Tempe 2021 - 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “Don’t Know” responses)



Q12. Overall Satisfaction with the Following City Codes and Regulations 2021 - 2017

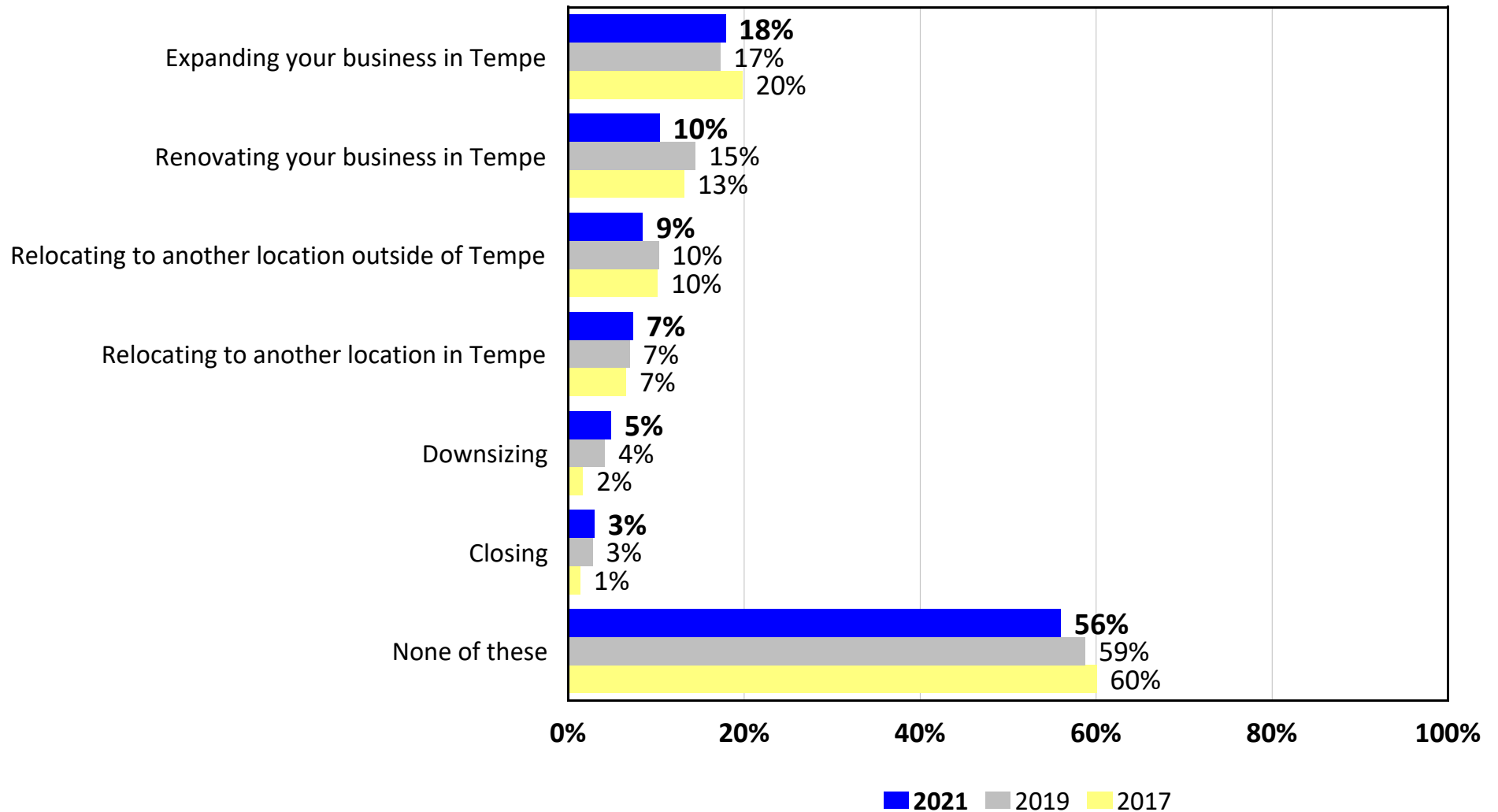
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “Don’t Know” responses)



Q13. In the next 12 months, is your business considering any of the following?

2021 - 2017

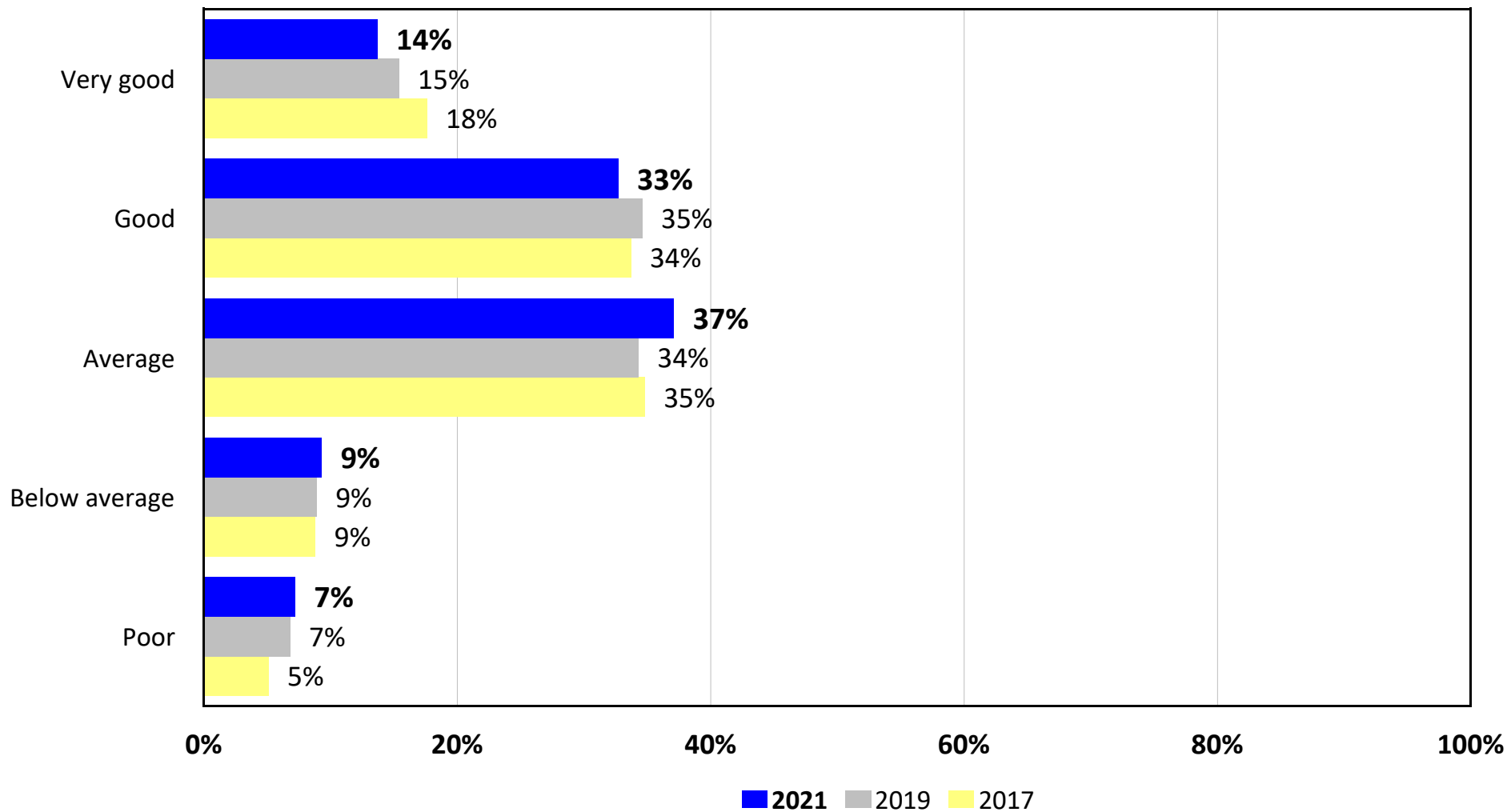
by percentage of respondents (excluding “Don’t Know” responses)



Q14. Overall, how would you rate the job the City of Tempe does in communicating with business owners and managers?

2021 - 2017

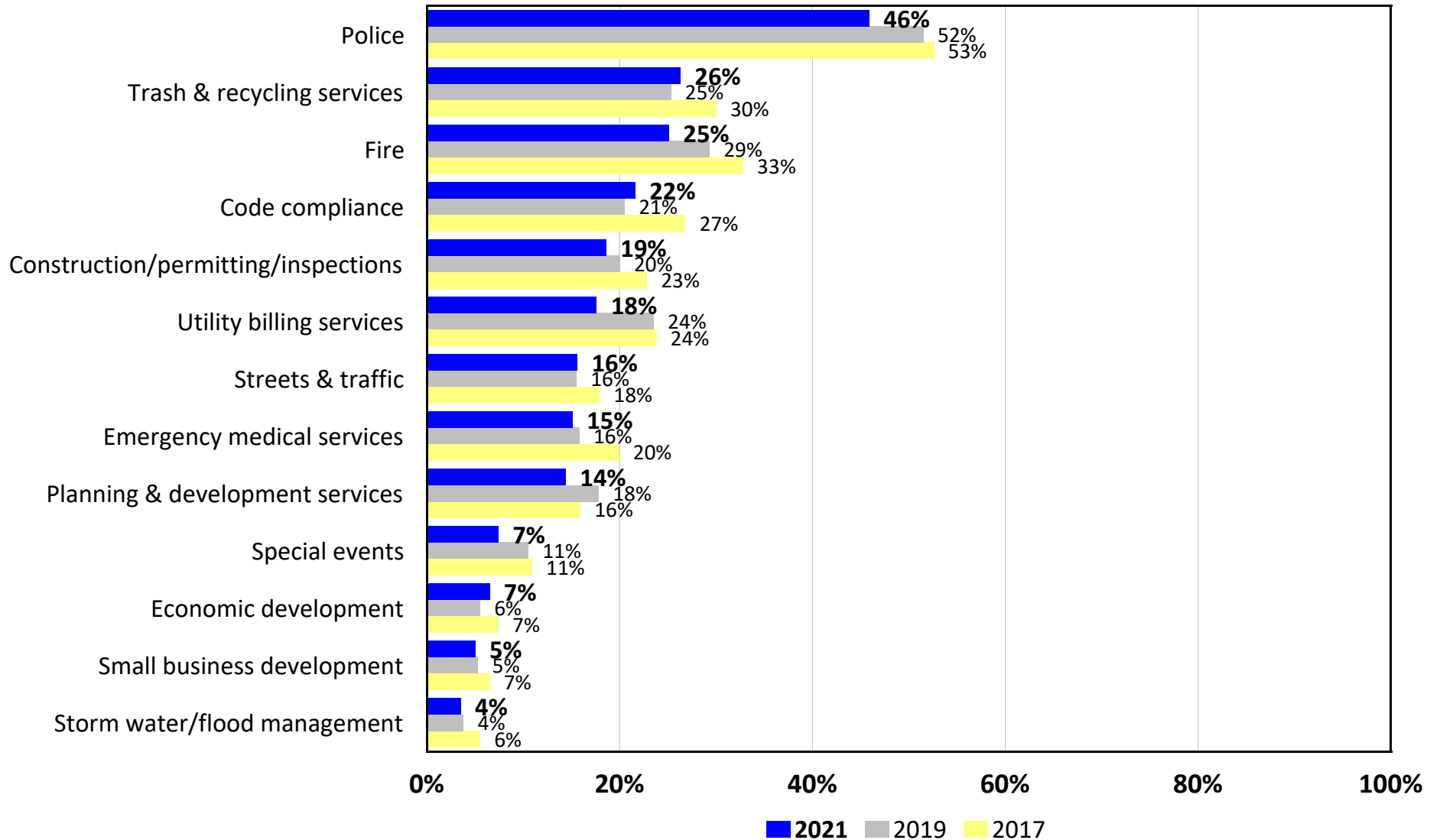
by percentage of respondents (excluding "Don't Know" responses)



Q16-1. City Departments Businesses Have Interacted with During the Past Year

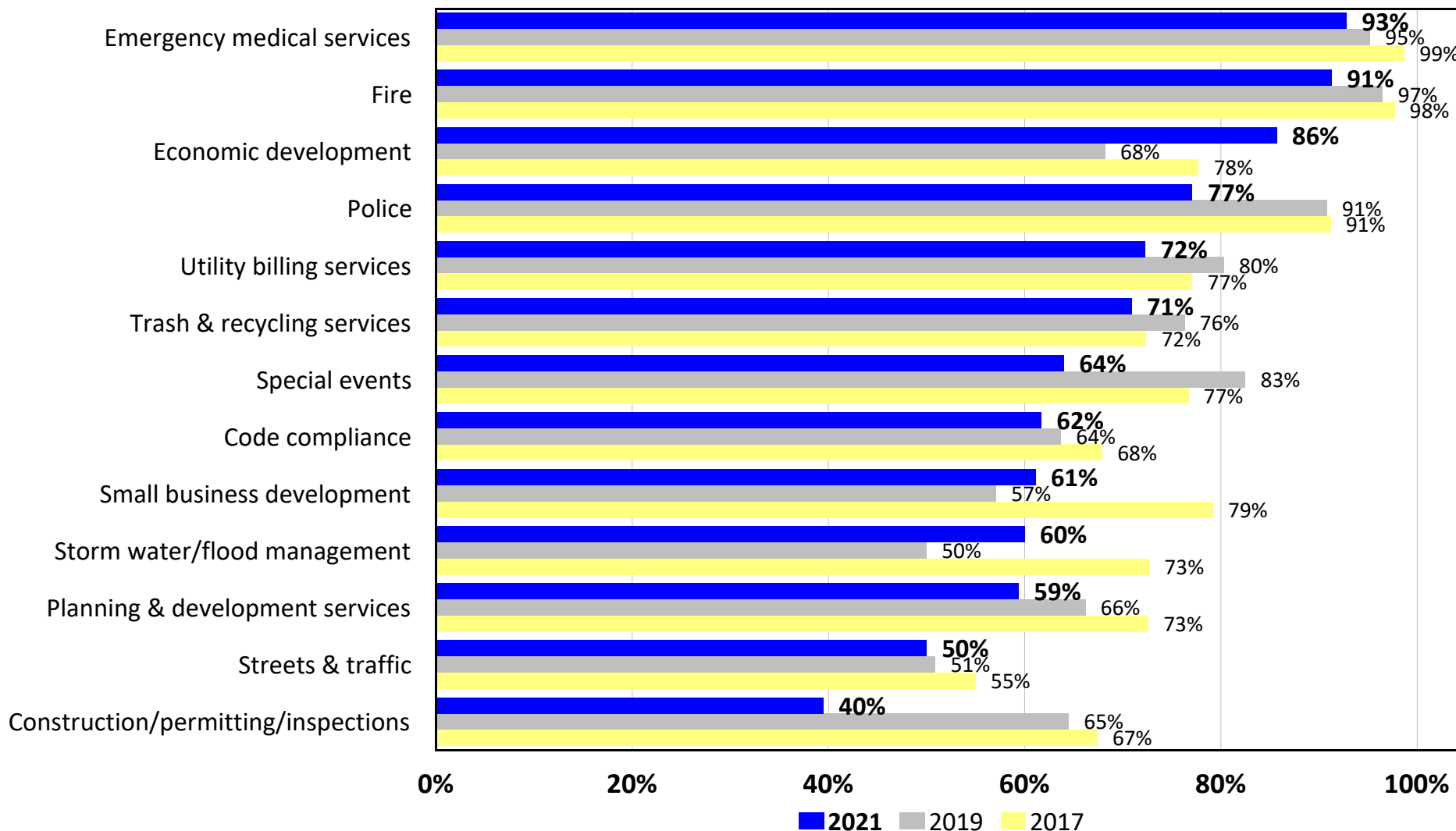
2021 - 2017

by percentage of respondents



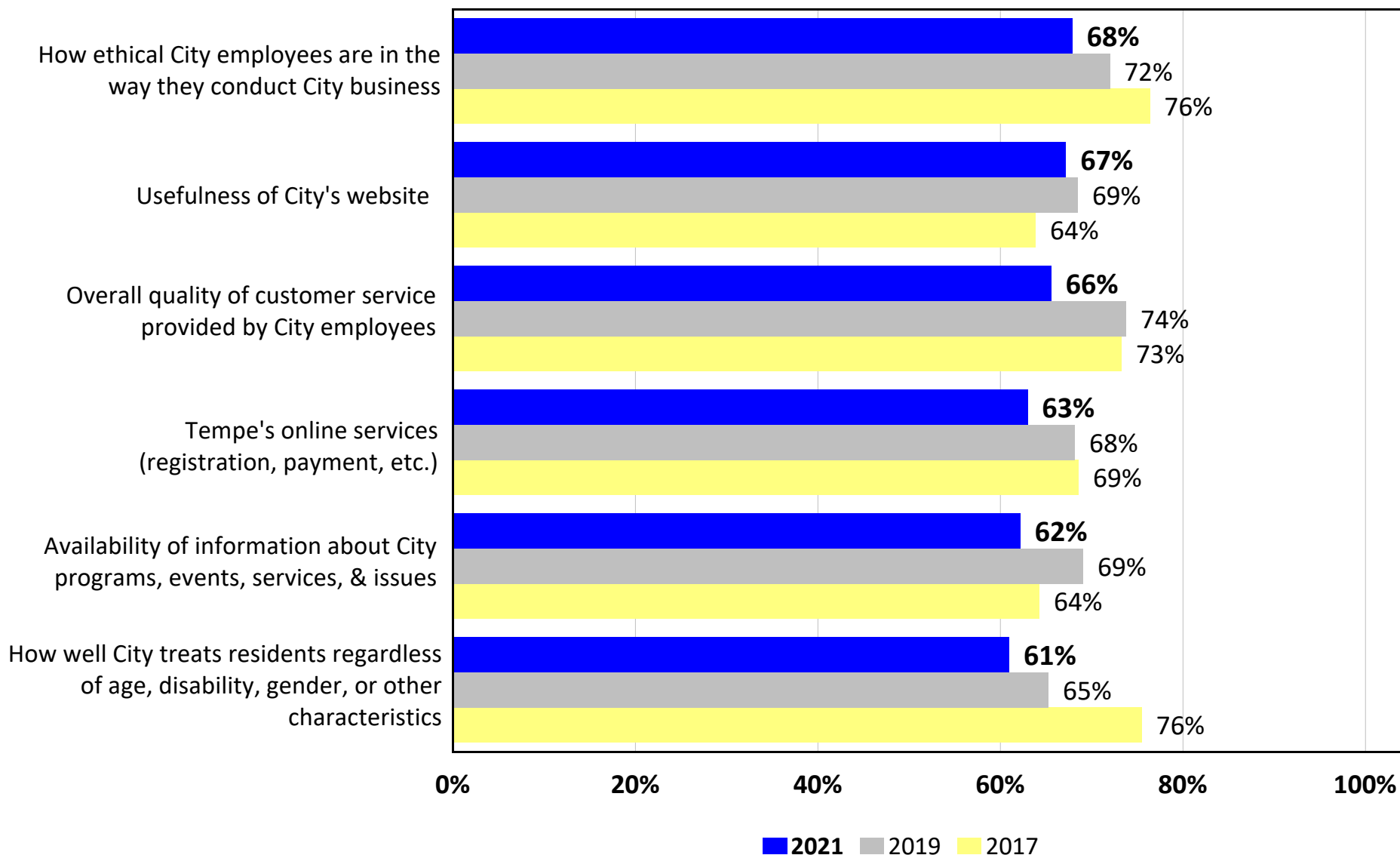
Q16-2. Overall Rating of the City's Performance in Each of the Following Areas 2021 - 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)



Q17. Overall Satisfaction with the Following 2021 - 2017

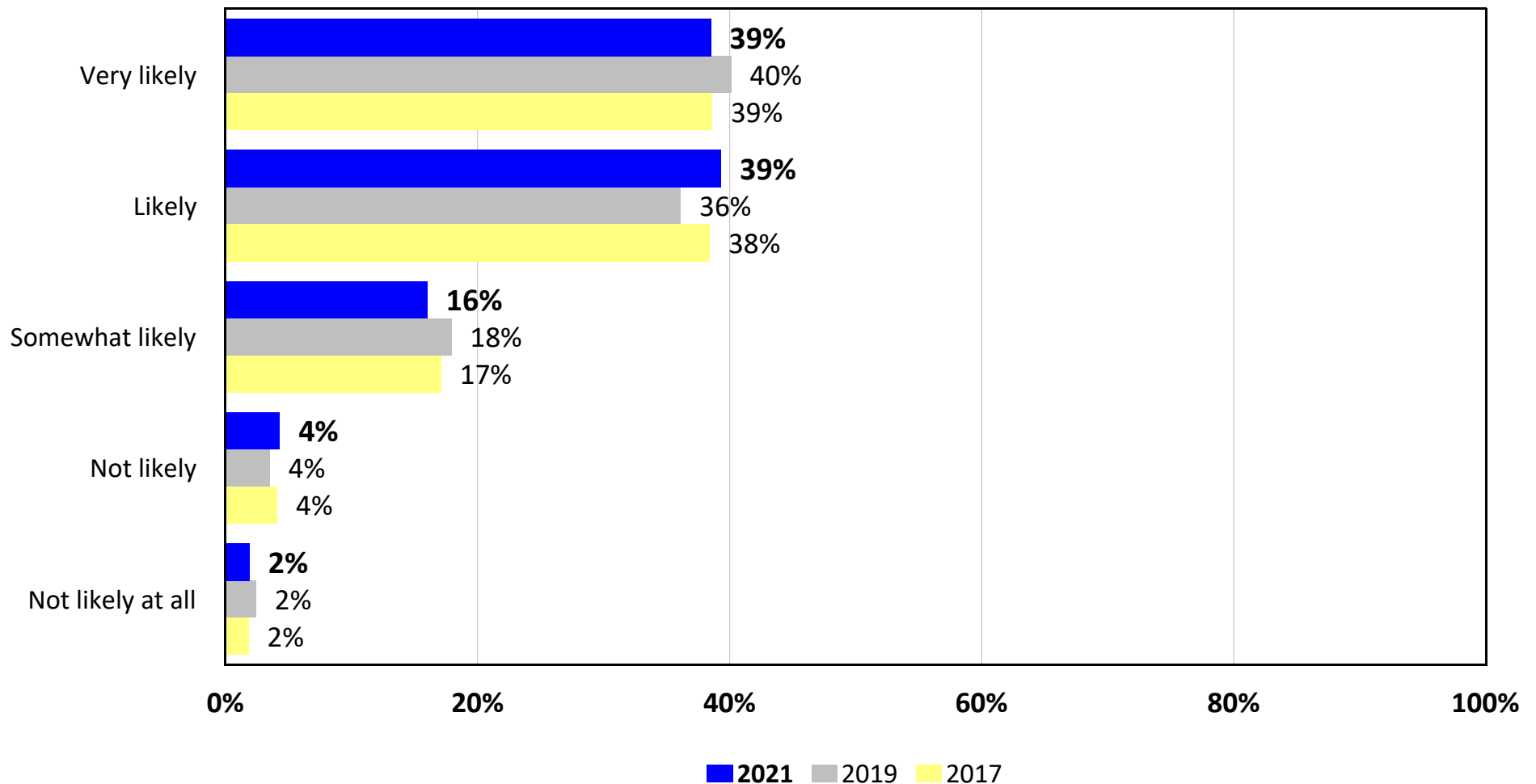
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)



Q18. 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?

2021 - 2017

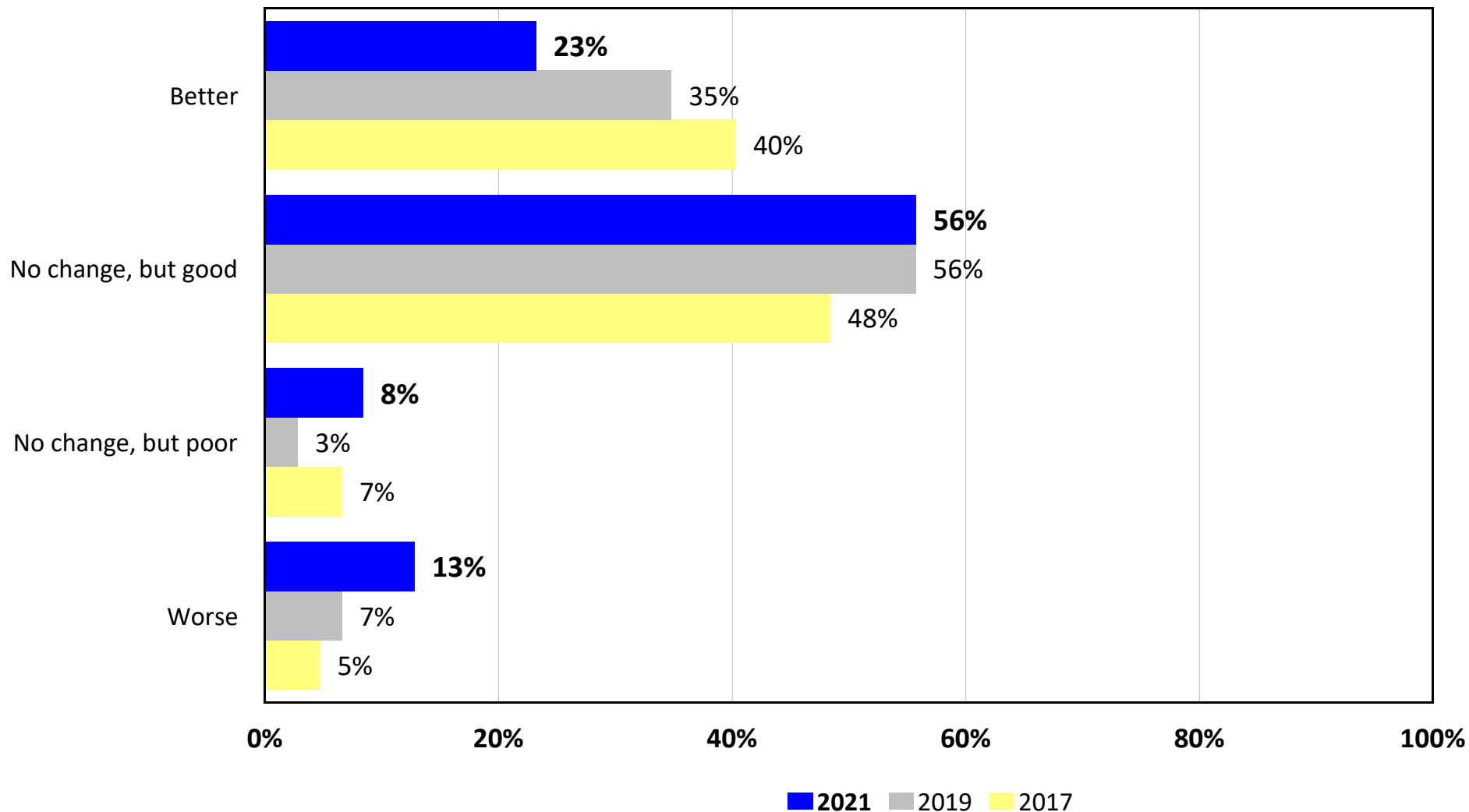
by percentage of respondents (excluding "Don't Know" responses)



Q22. Which of the following best describes the overall business atmosphere in Tempe today, compared to two years ago?

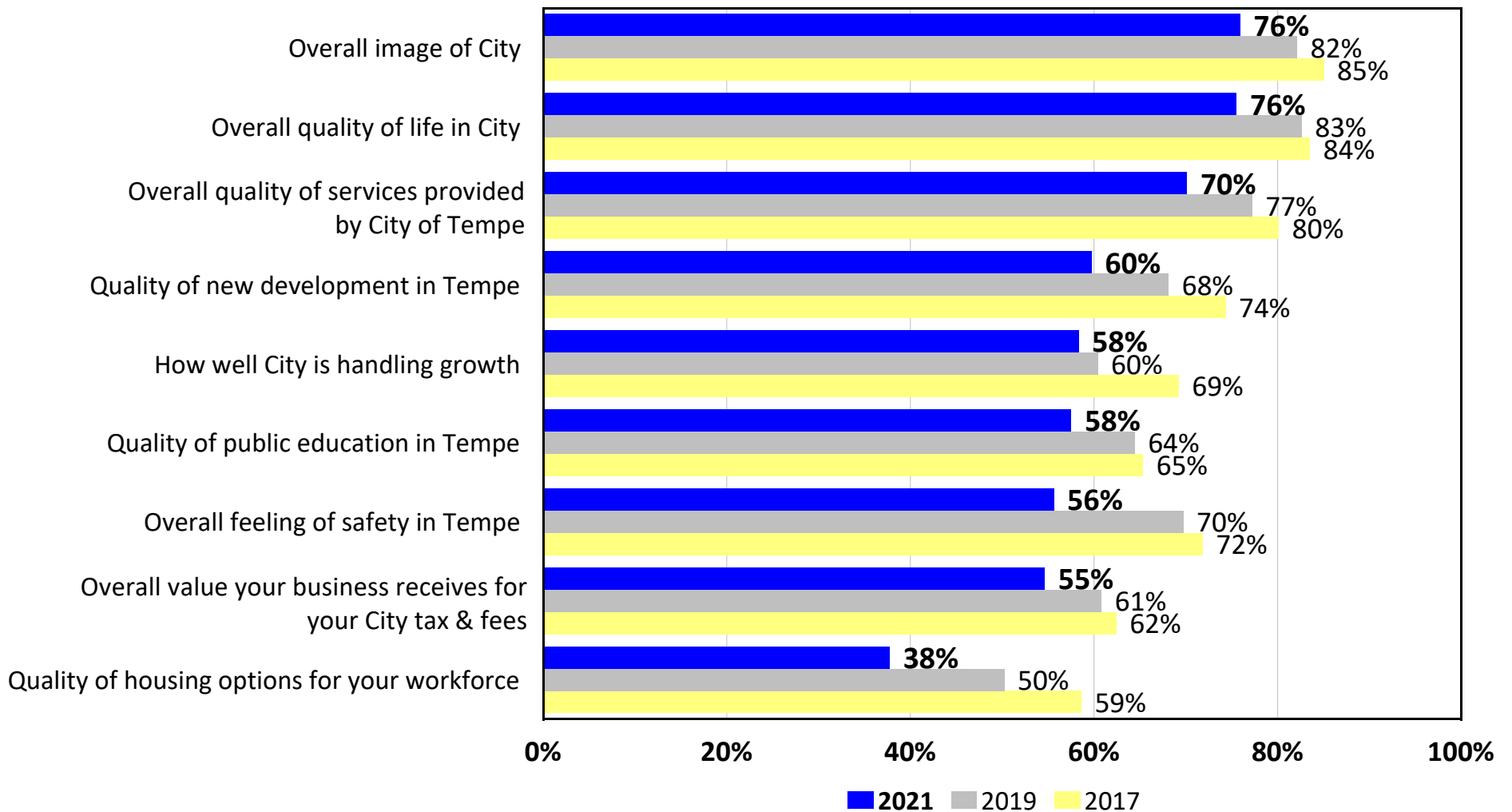
2021 - 2017

by percentage of respondents (excluding "Don't Know/Unsure" responses)



Q23. Overall Satisfaction with Items that May Influence Your Perception of the City of Tempe 2021 - 2017

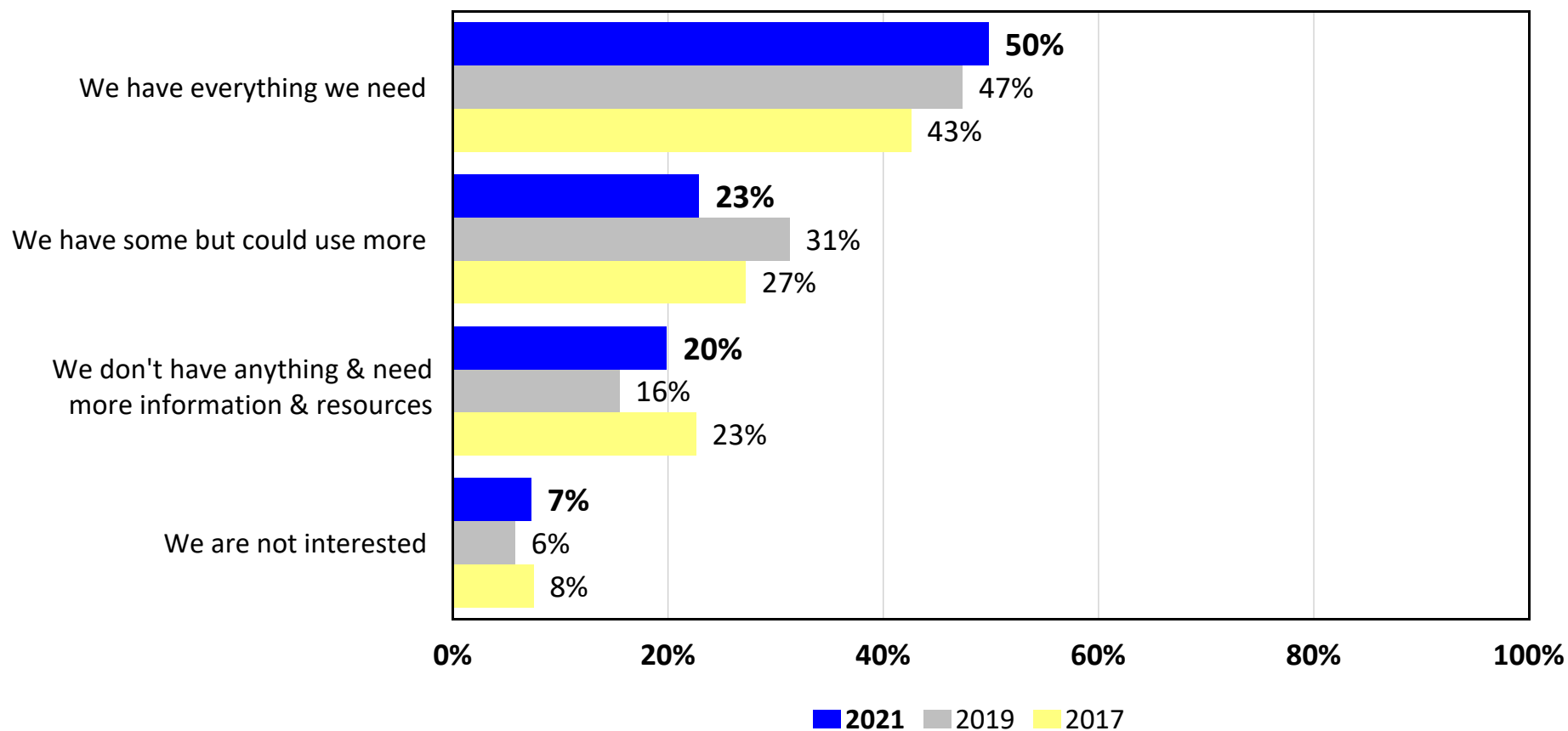
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “Don’t Know” responses)



Q24. 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?

2021 - 2017

by percentage of respondents (excluding "Don't Know/Unsure" responses)





4

Tabular Data

Q1. How safe do you think your employees and customers feel when they visit your location during the DAY?

Q1. How safe do your employees & customers feel when they visit your location during the day	Number	Percent
Very safe	194	48.1 %
Safe	146	36.2 %
Somewhat safe	58	14.4 %
Unsafe	3	0.7 %
Don't know	2	0.5 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q1. How safe do you think your employees and customers feel when they visit your location during the DAY? (without "don't know")

Q1. How safe do your employees & customers feel when they visit your location during the day	Number	Percent
Very safe	194	48.4 %
Safe	146	36.4 %
Somewhat safe	58	14.5 %
Unsafe	3	0.7 %
Total	401	100.0 %

Q2. How safe do you think your employees and customers feel when they visit your location at NIGHT?

Q2. How safe do your employees & customers feel when they visit your location at night	Number	Percent
Very safe	55	13.6 %
Safe	98	24.3 %
Somewhat safe	138	34.2 %
Unsafe	56	13.9 %
Very unsafe	21	5.2 %
Don't know	35	8.7 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q2. How safe do you think your employees and customers feel when they visit your location at NIGHT?
(without "don't know")**

Q2. How safe do your employees & customers feel when they visit your location at night	Number	Percent
Very safe	55	14.9 %
Safe	98	26.6 %
Somewhat safe	138	37.5 %
Unsafe	56	15.2 %
Very unsafe	21	5.7 %
Total	368	100.0 %

Q3. 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.

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	N/A
Q3-1. Police services	39.5%	34.5%	13.4%	4.0%	1.0%	5.5%	2.2%
Q3-2. Fire services	44.7%	30.3%	8.4%	0.5%	0.0%	11.4%	4.7%
Q3-3. Emergency medical services	40.7%	24.6%	9.2%	0.5%	0.0%	17.1%	7.9%
Q3-4. Water & sewer services	39.0%	36.5%	15.4%	2.0%	0.2%	5.2%	1.7%
Q3-5. Parks	27.5%	27.8%	14.9%	3.7%	0.7%	12.2%	13.2%
Q3-6. Recreation services	25.6%	24.8%	17.6%	3.5%	0.2%	14.6%	13.6%
Q3-7. Street maintenance, including sidewalks, medians, & curbs	17.6%	35.7%	23.3%	15.6%	5.2%	1.7%	0.7%
Q3-8. Street lighting	26.1%	37.2%	22.6%	8.2%	3.7%	1.7%	0.5%
Q3-9. Street sweeping	21.1%	34.0%	26.3%	8.7%	1.7%	4.2%	4.0%
Q3-10. Stormwater drainage/flood management	23.6%	37.2%	22.8%	4.7%	2.5%	6.7%	2.5%
Q3-11. Public transportation services	23.3%	27.5%	19.4%	4.5%	1.2%	15.9%	8.2%
Q3-12. Planning	16.6%	27.0%	24.8%	7.2%	2.7%	14.6%	6.9%
Q3-13. Enforcement of codes & ordinances	17.9%	30.0%	23.3%	8.9%	4.2%	10.4%	5.2%
Q3-14. Construction codes	16.4%	22.6%	23.8%	7.2%	1.5%	17.6%	10.9%
Q3-15. Business Resource & Innovation Center (BRiC)	12.7%	14.4%	21.1%	3.2%	0.7%	33.3%	14.6%
Q3-16. Public landscaping	23.6%	39.0%	21.3%	8.2%	1.7%	3.7%	2.5%
Q3-17. Traffic on City streets	17.4%	31.0%	29.0%	13.2%	6.2%	2.5%	0.7%

WITHOUT "DON'T KNOW" OR "N/A"

Q3. 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. (without "don't know" or "N/A")

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Police services	42.7%	37.4%	14.5%	4.3%	1.1%
Q3-2. Fire services	53.3%	36.1%	10.1%	0.6%	0.0%
Q3-3. Emergency medical services	54.3%	32.8%	12.3%	0.7%	0.0%
Q3-4. Water & sewer services	41.9%	39.2%	16.5%	2.1%	0.3%
Q3-5. Parks	36.9%	37.2%	19.9%	5.0%	1.0%
Q3-6. Recreation services	35.6%	34.6%	24.6%	4.8%	0.3%
Q3-7. Street maintenance, including sidewalks, medians, & curbs	18.1%	36.6%	23.9%	16.0%	5.3%
Q3-8. Street lighting	26.6%	38.1%	23.1%	8.4%	3.8%
Q3-9. Street sweeping	23.0%	37.0%	28.6%	9.5%	1.9%
Q3-10. Stormwater drainage/flood management	26.0%	41.0%	25.1%	5.2%	2.7%
Q3-11. Public transportation services	30.7%	36.3%	25.5%	5.9%	1.6%
Q3-12. Planning	21.2%	34.5%	31.6%	9.2%	3.5%
Q3-13. Enforcement of codes & ordinances	21.2%	35.6%	27.6%	10.6%	5.0%
Q3-14. Construction codes	22.9%	31.6%	33.3%	10.1%	2.1%
Q3-15. Business Resource & Innovation Center (BRiC)	24.3%	27.6%	40.5%	6.2%	1.4%
Q3-16. Public landscaping	25.1%	41.5%	22.8%	8.7%	1.9%
Q3-17. Traffic on City streets	17.9%	32.1%	30.0%	13.6%	6.4%

Q4. Which THREE of the City services listed in Question 3 are MOST IMPORTANT to your business?

<u>Q4. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	170	42.2 %
Fire services	38	9.4 %
Emergency medical services	22	5.5 %
Water & sewer services	33	8.2 %
Parks	5	1.2 %
Street maintenance, including sidewalks, medians, & curbs	39	9.7 %
Street lighting	11	2.7 %
Stormwater drainage/flood management	4	1.0 %
Public transportation services	4	1.0 %
Planning	12	3.0 %
Enforcement of codes & ordinances	8	2.0 %
Construction codes	4	1.0 %
Business Resource & Innovation Center (BRiC)	4	1.0 %
Public landscaping	4	1.0 %
Traffic on City streets	21	5.2 %
<u>None chosen</u>	<u>24</u>	<u>6.0 %</u>
Total	403	100.0 %

Q4. Which THREE of the City services listed in Question 3 are MOST IMPORTANT to your business?

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	40	9.9 %
Fire services	97	24.1 %
Emergency medical services	37	9.2 %
Water & sewer services	35	8.7 %
Parks	5	1.2 %
Recreation services	1	0.2 %
Street maintenance, including sidewalks, medians, & curbs	38	9.4 %
Street lighting	29	7.2 %
Street sweeping	1	0.2 %
Stormwater drainage/flood management	13	3.2 %
Public transportation services	10	2.5 %
Planning	15	3.7 %
Enforcement of codes & ordinances	13	3.2 %
Construction codes	7	1.7 %
Business Resource & Innovation Center (BRiC)	1	0.2 %
Public landscaping	8	2.0 %
Traffic on City streets	20	5.0 %
<u>None chosen</u>	<u>33</u>	<u>8.2 %</u>
Total	403	100.0 %

Q4. Which THREE of the City services listed in Question 3 are MOST IMPORTANT to your business?

<u>Q4. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	59	14.6 %
Fire services	28	6.9 %
Emergency medical services	57	14.1 %
Water & sewer services	29	7.2 %
Parks	3	0.7 %
Recreation services	5	1.2 %
Street maintenance, including sidewalks, medians, & curbs	46	11.4 %
Street lighting	24	6.0 %
Street sweeping	6	1.5 %
Stormwater drainage/flood management	18	4.5 %
Public transportation services	8	2.0 %
Planning	8	2.0 %
Enforcement of codes & ordinances	16	4.0 %
Construction codes	5	1.2 %
Business Resource & Innovation Center (BRiC)	5	1.2 %
Public landscaping	13	3.2 %
Traffic on City streets	37	9.2 %
<u>None chosen</u>	<u>36</u>	<u>8.9 %</u>
Total	403	100.0 %

Q4. Which THREE of the City services listed in Question 3 are MOST IMPORTANT to your business? (top 3)

<u>Q4. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	269	66.7 %
Fire services	163	40.4 %
Emergency medical services	116	28.8 %
Water & sewer services	97	24.1 %
Parks	13	3.2 %
Recreation services	6	1.5 %
Street maintenance, including sidewalks, medians, & curbs	123	30.5 %
Street lighting	64	15.9 %
Street sweeping	7	1.7 %
Stormwater drainage/flood management	35	8.7 %
Public transportation services	22	5.5 %
Planning	35	8.7 %
Enforcement of codes & ordinances	37	9.2 %
Construction codes	16	4.0 %
Business Resource & Innovation Center (BRiC)	10	2.5 %
Public landscaping	25	6.2 %
Traffic on City streets	78	19.4 %
<u>None chosen</u>	<u>24</u>	<u>6.0 %</u>
Total	1140	

Q5. How would you rate the physical appearance of the area where your business is located?

Q5. How would you rate physical appearance of the area where your business is located	Number	Percent
Excellent	79	19.6 %
Good	162	40.2 %
Average	113	28.0 %
Below average	38	9.4 %
Poor	5	1.2 %
Don't know	6	1.5 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q5. How would you rate the physical appearance of the area where your business is located? (without "don't know")**

Q5. How would you rate physical appearance of the area where your business is located	Number	Percent
Excellent	79	19.9 %
Good	162	40.8 %
Average	113	28.5 %
Below average	38	9.6 %
Poor	5	1.3 %
Total	397	100.0 %

Q6. 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.

(N=403)

	Extremely important	Very important	Important	Less important	Not important	N/A
Q6-1. Overall image of City	27.5%	31.8%	22.6%	6.2%	5.2%	6.7%
Q6-2. Quality of local schools	22.8%	18.1%	14.6%	9.2%	15.4%	19.9%
Q6-3. Low crime rate	48.4%	26.1%	17.4%	1.5%	1.5%	5.2%
Q6-4. Availability of trained employees	26.6%	29.0%	20.3%	7.4%	4.7%	11.9%
Q6-5. Level of taxation	26.8%	27.3%	24.1%	6.2%	4.2%	11.4%
Q6-6. Access to highways	35.7%	34.0%	18.4%	4.2%	2.0%	5.7%
Q6-7. Access to Sky Harbor Airport	23.8%	22.8%	21.1%	14.4%	9.4%	8.4%
Q6-8. Availability of quality housing	21.3%	22.3%	21.3%	11.2%	10.4%	13.4%
Q6-9. Availability of housing for all income levels	14.9%	17.9%	23.3%	13.6%	15.9%	14.4%
Q6-10. Proximity to other businesses that are important to your business	21.1%	26.3%	23.1%	11.2%	8.9%	9.4%
Q6-11. Availability of public transportation	12.4%	17.4%	25.6%	18.1%	13.9%	12.7%
Q6-12. Availability of libraries, arts, sports, & cultural amenities (quality of life)	10.7%	16.4%	25.3%	14.6%	18.6%	14.4%

Q6. 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
Q6-13. Attitude of local government toward business	41.2%	27.3%	18.9%	3.0%	2.2%	7.4%
Q6-14. Availability of telecommunications, utilities, & other infrastructure	45.2%	30.3%	13.6%	2.2%	1.7%	6.9%
Q6-15. Proximity to Arizona State University	13.2%	15.4%	25.3%	16.4%	15.9%	13.9%
Q6-16. Quality/ attractiveness of Downtown Tempe	17.4%	20.1%	22.3%	11.9%	16.4%	11.9%
Q6-17. Availability of parks & open space	11.7%	17.6%	23.6%	16.1%	15.9%	15.1%
Q6-18. Appearance of private property	17.9%	31.0%	26.8%	10.9%	4.5%	8.9%
Q6-19. Up to date construction codes	18.1%	25.8%	29.5%	10.2%	4.5%	11.9%
Q6-20. Ease of obtaining construction permits & starting your business	24.6%	21.6%	20.1%	6.7%	7.2%	19.9%
Q6-21. Other	72.2%	16.7%	5.6%	0.0%	5.6%	0.0%

WITHOUT "N/A"

Q6. 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. (without "N/A")

(N=403)

	Extremely important	Very important	Important	Less important	Not important
Q6-1. Overall image of City	29.5%	34.0%	24.2%	6.6%	5.6%
Q6-2. Quality of local schools	28.5%	22.6%	18.3%	11.5%	19.2%
Q6-3. Low crime rate	51.0%	27.5%	18.3%	1.6%	1.6%
Q6-4. Availability of trained employees	30.1%	33.0%	23.1%	8.5%	5.4%
Q6-5. Level of taxation	30.3%	30.8%	27.2%	7.0%	4.8%
Q6-6. Access to highways	37.9%	36.1%	19.5%	4.5%	2.1%
Q6-7. Access to Sky Harbor Airport	26.0%	24.9%	23.0%	15.7%	10.3%
Q6-8. Availability of quality housing	24.6%	25.8%	24.6%	12.9%	12.0%
Q6-9. Availability of housing for all income levels	17.4%	20.9%	27.2%	15.9%	18.6%
Q6-10. Proximity to other businesses that are important to your business	23.3%	29.0%	25.5%	12.3%	9.9%
Q6-11. Availability of public transportation	14.2%	19.9%	29.3%	20.7%	15.9%

WITHOUT "N/A"

Q6. 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. (without "N/A")

	Extremely important	Very important	Important	Less important	Not important
Q6-12. Availability of libraries, arts, sports, & cultural amenities (quality of life)	12.5%	19.1%	29.6%	17.1%	21.7%
Q6-13. Attitude of local government toward business	44.5%	29.5%	20.4%	3.2%	2.4%
Q6-14. Availability of telecommunications, utilities, & other infrastructure	48.5%	32.5%	14.7%	2.4%	1.9%
Q6-15. Proximity to Arizona State University	15.3%	17.9%	29.4%	19.0%	18.4%
Q6-16. Quality/attractiveness of Downtown Tempe	19.7%	22.8%	25.4%	13.5%	18.6%
Q6-17. Availability of parks & open space	13.7%	20.8%	27.8%	19.0%	18.7%
Q6-18. Appearance of private property	19.6%	34.1%	29.4%	12.0%	4.9%
Q6-19. Up to date construction codes	20.6%	29.3%	33.5%	11.5%	5.1%
Q6-20. Ease of obtaining construction permits & starting your business	30.7%	26.9%	25.1%	8.4%	9.0%
Q6-21. Other	72.2%	16.7%	5.6%	0.0%	5.6%

Q6-21. Other

- Affordable housing.
- an easy commute/central location
- Available property
- cleanliness of Tempe Town Lake
- Code enforcement.
- enforcement of traffic laws
- Enforcing loitering and begging ordinances.
- Less potholes in the streets.
- live here
- panhandling
- parking and traffic fines
- police presence, reduction of homeless, panhandling
- Proximity to church.
- streets in business park
- The best thing the city can do for business, is get out of the way. Not once has ever a city employee come to visit to remotely understand what we do.
- Vagrants and theft.
- We are a part of a national church and they identified a need and do a start-up some 35+ years ago in South Tempe.
- We met in a newly built high school called Corona del Sol and then purchased land and built a Sanctuary and have grown.
- work from home option

Q7. 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?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	60	14.9 %
Quality of local schools	7	1.7 %
Low crime rate	83	20.6 %
Availability of trained employees	19	4.7 %
Level of taxation	35	8.7 %
Access to highways	32	7.9 %
Access to Sky Harbor Airport	7	1.7 %
Availability of quality housing	7	1.7 %
Availability of housing for all income levels	5	1.2 %
Proximity to other businesses that are important to your business	21	5.2 %
Availability of public transportation	3	0.7 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	1	0.2 %
Attitude of local government toward business	31	7.7 %
Availability of telecommunications, utilities, & other infrastructure	16	4.0 %
Proximity to Arizona State University	9	2.2 %
Quality/attractiveness of Downtown Tempe	5	1.2 %
Availability of parks & open space	1	0.2 %
Appearance of private property	5	1.2 %
Up to date construction codes	5	1.2 %
Ease of obtaining construction permits & starting your business	10	2.5 %
Other	8	2.0 %
None chosen	33	8.2 %
Total	403	100.0 %

Q7. 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?

Q7. 2nd choice	Number	Percent
Overall image of City	31	7.7 %
Quality of local schools	9	2.2 %
Low crime rate	57	14.1 %
Availability of trained employees	26	6.5 %
Level of taxation	48	11.9 %
Access to highways	39	9.7 %
Access to Sky Harbor Airport	12	3.0 %
Availability of quality housing	6	1.5 %
Availability of housing for all income levels	9	2.2 %
Proximity to other businesses that are important to your business	24	6.0 %
Availability of public transportation	8	2.0 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	2	0.5 %
Attitude of local government toward business	35	8.7 %
Availability of telecommunications, utilities, & other infrastructure	21	5.2 %
Proximity to Arizona State University	4	1.0 %
Quality/attractiveness of Downtown Tempe	3	0.7 %
Availability of parks & open space	1	0.2 %
Appearance of private property	6	1.5 %
Up to date construction codes	3	0.7 %
Ease of obtaining construction permits & starting your business	10	2.5 %
Other	3	0.7 %
<u>None chosen</u>	<u>46</u>	<u>11.4 %</u>
Total	403	100.0 %

Q7. 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?

Q7. 3rd choice	Number	Percent
Overall image of City	28	6.9 %
Quality of local schools	10	2.5 %
Low crime rate	38	9.4 %
Availability of trained employees	19	4.7 %
Level of taxation	31	7.7 %
Access to highways	32	7.9 %
Access to Sky Harbor Airport	15	3.7 %
Availability of quality housing	7	1.7 %
Availability of housing for all income levels	11	2.7 %
Proximity to other businesses that are important to your business	16	4.0 %
Availability of public transportation	11	2.7 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	3	0.7 %
Attitude of local government toward business	42	10.4 %
Availability of telecommunications, utilities, & other infrastructure	33	8.2 %
Proximity to Arizona State University	10	2.5 %
Quality/attractiveness of Downtown Tempe	9	2.2 %
Availability of parks & open space	4	1.0 %
Appearance of private property	15	3.7 %
Up to date construction codes	2	0.5 %
Ease of obtaining construction permits & starting your business	10	2.5 %
Other	3	0.7 %
<u>None chosen</u>	<u>54</u>	<u>13.4 %</u>
Total	403	100.0 %

Q7. 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? (top 3)

Q7. Top choice	Number	Percent
Overall image of City	119	29.5 %
Quality of local schools	26	6.5 %
Low crime rate	178	44.2 %
Availability of trained employees	64	15.9 %
Level of taxation	114	28.3 %
Access to highways	103	25.6 %
Access to Sky Harbor Airport	34	8.4 %
Availability of quality housing	20	5.0 %
Availability of housing for all income levels	25	6.2 %
Proximity to other businesses that are important to your business	61	15.1 %
Availability of public transportation	22	5.5 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	6	1.5 %
Attitude of local government toward business	108	26.8 %
Availability of telecommunications, utilities, & other infrastructure	70	17.4 %
Proximity to Arizona State University	23	5.7 %
Quality/attractiveness of Downtown Tempe	17	4.2 %
Availability of parks & open space	6	1.5 %
Appearance of private property	26	6.5 %
Up to date construction codes	10	2.5 %
Ease of obtaining construction permits & starting your business	30	7.4 %
Other	14	3.5 %
<u>None chosen</u>	<u>33</u>	<u>8.2 %</u>
Total	1109	

Q8. Are you aware of the City's "Equal Pay for Equal Work" initiative?

Q8. Are you aware of City's Equal Pay for Equal Work initiative	Number	Percent
Yes	108	26.8 %
No	292	72.5 %
Not provided	3	0.7 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q8. Are you aware of the City's "Equal Pay for Equal Work" initiative? (without "not provided")**

Q8. Are you aware of City's Equal Pay for Equal Work initiative	Number	Percent
Yes	108	27.0 %
No	292	73.0 %
Total	400	100.0 %

Q9. Do you think that the City of Tempe is "Business Friendly"?

Q9. Do you think that City of Tempe is Business		
Friendly	Number	Percent
Yes	262	65.0 %
No	37	9.2 %
Don't know	104	25.8 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q9. Do you think that the City of Tempe is "Business Friendly"? (without "don't know")**

Q9. Do you think that City of Tempe is Business		
Friendly	Number	Percent
Yes	262	87.6 %
No	37	12.4 %
Total	299	100.0 %

Q9a. Why don't you think that the City of Tempe is "Business Friendly"?

- Big biz maybesmall biz getting swallowed by big biz
- City makes it impossible for small businesses to open. Too much red tape and no direction or help from the city inspector to ease the process.
- construction permitting is a nightmare
- Council keeps pushing union agendas
- difficult to permit compared to other cities. city does not try new consultants at all
- Don't like sign code, some businesses have electronic signs, some not.
- Due to current reign of power
- Homeless are allowed ,not good for business
- Inability to get crime under control and lack of effort on the part of the police does not bode well for business development
- It is residential friendly and often chooses the priorities of residents over businesses
- Mandates.
- Needs to be cleaned up, more police.
- no help to my business during covid
- Permit process is difficult and we got the feeling we were bothering them..
- Private contractors take precedence, Tempe will restrict traffic for any reason w/ no plan or consideration of businesses affected.
- sales tax too high
- students & homeless population
- tax too high
- The city seems to be quite selective as to what types of business they want to attract.
- too many vagrants, vandalism & security is expensive
- too strict on signage and building codes
- we had a tree fall in a storm and had a nasty notice within a week.
- We had a very difficult time moving our existing business from Gilbert to Tempe.
- you make it difficult

Q10. Do you think the tax structure for businesses in the City of Tempe is fair compared to other Arizona cities?

Q10. Is tax structure for businesses in City of Tempe fair compared to other Arizona cities

	Number	Percent
Yes	206	51.1 %
No	16	4.0 %
Don't know	181	44.9 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q10. Do you think the tax structure for businesses in the City of Tempe is fair compared to other Arizona cities? (without "don't know")

Q10. Is tax structure for businesses in City of Tempe fair compared to other Arizona cities

	Number	Percent
Yes	206	92.8 %
No	16	7.2 %
Total	222	100.0 %

Q10a. Why don't you think the tax structure for businesses in the City of Tempe is fair compared to other Arizona cities?

- 4 taxes 14.07 % tax/night/room
- rent tax high
- sales tax on rental services
- Seems higher
- Tax structure is not based on business owner's net income after all operating costs are deducted. Property tax and Transaction Privilege Tax (TPT) is regressive (businesses with low income have a much higher effective tax rate than high income owners.) No guidance (or requirement specification) appears to be provided on TPT deductions. Property owned by theocratic organizations do not pay property taxes while at the same time, generally, do not provide affordable housing during a time when landlords are forced to subsidize renters if they do not pay rent, including their utility bills when it is included in rent, during a multi-year long eviction moratorium, while paying property taxes, is profoundly unjust, and lowers the supply (and incentives) to provide quality affordable housing,
- too high
- transport taxes

Q11. Please rate the workforce in the City of Tempe in the following areas.

(N=403)

	Excellent	Good	Average	Below average	Poor	Don't know	N/A
Q11-1. Availability of workers	6.5%	21.3%	31.5%	14.1%	6.2%	15.6%	4.7%
Q11-2. Quality of workers	6.9%	24.3%	32.3%	11.2%	5.0%	15.6%	4.7%
Q11-3. Stability of workforce	6.9%	21.8%	31.3%	13.2%	4.5%	17.1%	5.2%
Q11-4. Education/technical skills of workers	7.7%	24.6%	30.5%	10.7%	3.7%	16.9%	6.0%

WITHOUT "DON'T KNOW" OR "N/A"**Q11. Please rate the workforce in the City of Tempe in the following areas. (without "don't know" or "N/A")**

(N=403)

	Excellent	Good	Average	Below average	Poor
Q11-1. Availability of workers	8.1%	26.8%	39.6%	17.8%	7.8%
Q11-2. Quality of workers	8.7%	30.5%	40.5%	14.0%	6.2%
Q11-3. Stability of workforce	8.9%	28.1%	40.3%	16.9%	5.8%
Q11-4. Education/technical skills of workers	10.0%	31.8%	39.5%	13.8%	4.8%

Q12. 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.

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	N/A
Q12-1. Land use codes	8.2%	23.3%	24.6%	4.2%	0.7%	28.8%	10.2%
Q12-2. Landscaping codes	10.9%	24.3%	23.8%	8.7%	1.7%	22.8%	7.7%
Q12-3. Requirement for proper business appearance/maintenance	11.7%	36.7%	23.3%	5.2%	2.0%	15.6%	5.5%
Q12-4. Business signage regulations	8.2%	33.7%	23.1%	8.2%	4.2%	17.4%	5.2%
Q12-5. Business parking regulations	8.7%	32.0%	27.5%	7.4%	1.2%	17.6%	5.5%
Q12-6. Trash disposal regulations	15.4%	32.0%	26.3%	4.7%	1.2%	15.9%	4.5%
Q12-7. Alternatives to landfilling waste	10.4%	22.3%	23.8%	8.4%	2.5%	24.8%	7.7%
Q12-8. Construction codes	6.5%	24.1%	25.8%	6.2%	0.7%	26.6%	10.2%
Q12-9. Commercial trash/recycling collection	14.6%	24.3%	23.6%	10.7%	5.0%	16.6%	5.2%

WITHOUT "DON'T KNOW" OR "N/A"

Q12. 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. (without "don't know" or "N/A")

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Land use codes	13.4%	38.2%	40.2%	6.9%	1.2%
Q12-2. Landscaping codes	15.7%	35.0%	34.3%	12.5%	2.5%
Q12-3. Requirement for proper business appearance/maintenance	14.8%	46.5%	29.6%	6.6%	2.5%
Q12-4. Business signage regulations	10.6%	43.6%	29.8%	10.6%	5.4%
Q12-5. Business parking regulations	11.3%	41.6%	35.8%	9.7%	1.6%
Q12-6. Trash disposal regulations	19.3%	40.2%	33.0%	5.9%	1.6%
Q12-7. Alternatives to landfilling waste	15.4%	33.1%	35.3%	12.5%	3.7%
Q12-8. Construction codes	10.2%	38.0%	40.8%	9.8%	1.2%
Q12-9. Commercial trash/recycling collection	18.7%	31.1%	30.2%	13.7%	6.3%

Q13. In the next 12 months, is your business considering any of the following?

Q13. What following is your business considering doing in next 12 months	Number	Percent
Expanding your business in Tempe	67	16.6 %
Renovating your business in Tempe	40	9.9 %
Relocating to another location in Tempe	28	6.9 %
Relocating to another location outside of Tempe	33	8.2 %
Downsizing	19	4.7 %
Closing	12	3.0 %
None of these	210	52.1 %
Don't know	39	9.7 %
Total	448	

WITHOUT "DON'T KNOW"**Q13. In the next 12 months, is your business considering any of the following? (without "don't know")**

Q13. What following is your business considering doing in next 12 months	Number	Percent
Expanding your business in Tempe	65	17.9 %
Renovating your business in Tempe	38	10.4 %
Relocating to another location in Tempe	27	7.4 %
Relocating to another location outside of Tempe	31	8.5 %
Downsizing	18	4.9 %
Closing	11	3.0 %
None of these	204	56.0 %
Total	394	

Q14. Overall, how would you rate the job the City of Tempe does in communicating with business owners and managers?

Q14. How would you rate the job City of Tempe does in communicating with business owners & managers

	Number	Percent
Very good	44	10.9 %
Good	105	26.1 %
Average	119	29.5 %
Below average	30	7.4 %
Poor	23	5.7 %
Don't know	82	20.3 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q14. Overall, how would you rate the job the City of Tempe does in communicating with business owners and managers? (without "don't know")

Q14. How would you rate the job City of Tempe does in communicating with business owners & managers

	Number	Percent
Very good	44	13.7 %
Good	105	32.7 %
Average	119	37.1 %
Below average	30	9.3 %
Poor	23	7.2 %
Total	321	100.0 %

Q14a. Why do you feel that the City of Tempe does a below average or poor job communicating with business owners and managers?

- As a business of 25 years, we hardly hear anything from the City.
- have not heard from city on any issue
- have not received communication
- How do we get information, tools, resources? Email?
- I am not aware of anything
- I don't think I have been communicated with.
- I have never heard from them
- I have zero communication with the city
- I never get calls back & get different info whenever we have questions
- It takes them a long time to get back to you or we never get a heads up.
- I've never heard from the city of Tempe. A counsel member works for my company and she forwarded me the survey.
- I've owned a business in Tempe for 9 years and have never been made aware of any city of Tempe communications.
- long time- no hear
- never been reached out to.
- Never get anything from the City.
- Never hear anything from the city.
- never heard from your office in 23 yrs.
- no communication
- No notice on most road closures.
- The only time we hear from the city is when we have been tagged and need to clean it up.
- This is first communication we have received
- This is only communication I have had.
- This is the first communication I have had from Tempe in 13 years
- This is the first thing the city has ever sent out in over 10 years at this location.
- unaware of any communications from the city
- Very little from the city
- We get no information
- we had a sign and were told for 7 days it would cost 350.00 to display- that is not correct

Q15. Which of the following do you use to get information about the City of Tempe?

Q15. Which following do you use to get information about City of Tempe	Number	Percent
Tempe 11 (Cable TV)	22	5.5 %
Recreation opportunities brochure	27	6.7 %
City website	219	54.3 %
Water bill newsletter (Tempe Today)	145	36.0 %
City social media (Twitter, Facebook, Instagram, Nextdoor)	65	16.1 %
City videos (on YouTube, City website, social media)	20	5.0 %
TV news	145	36.0 %
City meetings	21	5.2 %
City email subscriptions	49	12.2 %
Tempe 311 (by phone, website, mobile app)	29	7.2 %
Radio news	78	19.4 %
Newspapers	79	19.6 %
Total	899	

Q16. Please indicate whether your business has interacted with staff from the City of Tempe during the past year related to the following services.

(N=403)

	Yes	No
Q16-1. Code compliance	21.6%	78.4%
Q16-2. Construction/permitting/ inspections	18.6%	81.4%
Q16-3. Planning & development services	14.4%	85.6%
Q16-4. Special events	7.4%	92.6%
Q16-5. Police	45.9%	54.1%
Q16-6. Fire	25.1%	74.9%
Q16-7. Emergency medical services	15.1%	84.9%
Q16-8. Streets & traffic	15.6%	84.4%
Q16-9. Stormwater/flood management	3.5%	96.5%
Q16-10. Utility billing services	17.6%	82.4%
Q16-11. Small business development	5.0%	95.0%
Q16-12. Economic development	6.5%	93.5%
Q16-13. Trash & recycling services	26.3%	73.7%

Q16. If "Yes," please rate the City's performance in that area.

(N=290)

	Excellent	Good	Average	Below average	Poor	Don't know	N/A
Q16-1. Code compliance	14.9%	42.5%	26.4%	4.6%	4.6%	2.3%	4.6%
Q16-2. Construction/ permitting/inspections	8.0%	29.3%	36.0%	13.3%	8.0%	1.3%	4.0%
Q16-3. Planning & development services	5.7%	16.1%	8.0%	1.1%	5.7%	2.3%	60.9%
Q16-4. Special events	23.3%	30.0%	16.7%	10.0%	3.3%	3.3%	13.3%
Q16-5. Police	48.1%	26.5%	16.8%	2.2%	3.2%	0.0%	3.2%
Q16-6. Fire	58.4%	24.8%	6.9%	0.0%	1.0%	1.0%	7.9%
Q16-7. Emergency medical services	59.0%	24.6%	4.9%	0.0%	1.6%	1.6%	8.2%
Q16-8. Streets & traffic	14.3%	30.2%	20.6%	15.9%	7.9%	1.6%	9.5%
Q16-9. Stormwater/ flood management	35.7%	7.1%	28.6%	0.0%	0.0%	14.3%	14.3%
Q16-10. Utility billing services	33.8%	32.4%	19.7%	5.6%	0.0%	4.2%	4.2%
Q16-11. Small business development	35.0%	20.0%	15.0%	10.0%	10.0%	5.0%	5.0%
Q16-12. Economic development	50.0%	19.2%	7.7%	0.0%	3.8%	7.7%	11.5%
Q16-13. Trash & recycling services	33.0%	35.8%	24.5%	1.9%	1.9%	0.9%	1.9%

WITHOUT "DON'T KNOW" OR "N/A"**Q16. If "Yes," please rate the City's performance in that area. (without "don't know" or "N/A")**

(N=290)

	Excellent	Good	Average	Below average	Poor
Q16-1. Code compliance	16.0%	45.7%	28.4%	4.9%	4.9%
Q16-2. Construction/permitting/ inspections	8.5%	31.0%	38.0%	14.1%	8.5%
Q16-3. Planning & development services	15.6%	43.8%	21.9%	3.1%	15.6%
Q16-4. Special events	28.0%	36.0%	20.0%	12.0%	4.0%
Q16-5. Police	49.7%	27.4%	17.3%	2.2%	3.4%
Q16-6. Fire	64.1%	27.2%	7.6%	0.0%	1.1%
Q16-7. Emergency medical services	65.5%	27.3%	5.5%	0.0%	1.8%
Q16-8. Streets & traffic	16.1%	33.9%	23.2%	17.9%	8.9%
Q16-9. Stormwater/flood management	50.0%	10.0%	40.0%	0.0%	0.0%
Q16-10. Utility billing services	36.9%	35.4%	21.5%	6.2%	0.0%
Q16-11. Small business development	38.9%	22.2%	16.7%	11.1%	11.1%
Q16-12. Economic development	61.9%	23.8%	9.5%	0.0%	4.8%
Q16-13. Trash & recycling services	34.0%	36.9%	25.2%	1.9%	1.9%

Q17. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following.

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	N/A
Q17-1. How ethical City employees are in the way they conduct City business	19.9%	24.1%	17.1%	2.5%	1.2%	29.0%	6.2%
Q17-2. Availability of information about City programs, events, services, & issues	15.4%	30.8%	21.1%	5.2%	1.7%	21.3%	4.5%
Q17-3. Usefulness of City's website	17.4%	32.5%	20.3%	3.0%	1.0%	21.6%	4.2%
Q17-4. Tempe's online services (registration, payment, etc.)	14.6%	28.3%	21.3%	3.0%	1.0%	24.3%	7.4%
Q17-5. How well City treats residents regardless of age, disability, gender, or other characteristics	16.1%	20.3%	18.4%	4.2%	0.7%	34.7%	5.5%
Q17-6. Overall quality of customer service provided by City employees	19.1%	29.3%	20.8%	3.0%	1.5%	21.8%	4.5%

WITHOUT "DON'T KNOW" OR "N/A"

Q17. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following. (without "don't know" or "N/A")

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. How ethical City employees are in the way they conduct City business	30.7%	37.2%	26.4%	3.8%	1.9%
Q17-2. Availability of information about City programs, events, services, & issues	20.7%	41.5%	28.4%	7.0%	2.3%
Q17-3. Usefulness of City's website	23.4%	43.8%	27.4%	4.0%	1.3%
Q17-4. Tempe's online services (registration, payment, etc.)	21.5%	41.5%	31.3%	4.4%	1.5%
Q17-5. How well City treats residents regardless of age, disability, gender, or other characteristics	27.0%	34.0%	30.7%	7.1%	1.2%
Q17-6. Overall quality of customer service provided by City employees	25.9%	39.7%	28.3%	4.0%	2.0%

Q18. 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?

Q18. How likely would you be to recommend Tempe as a business location to friends, family, co-workers, colleagues, & other businesses

	Number	Percent
Very likely	144	35.7 %
Likely	147	36.5 %
Somewhat likely	60	14.9 %
Not likely	16	4.0 %
Not likely at all	7	1.7 %
Don't know	29	7.2 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q18. 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? (without "don't know")

Q18. How likely would you be to recommend Tempe as a business location to friends, family, co-workers, colleagues, & other businesses

	Number	Percent
Very likely	144	38.5 %
Likely	147	39.3 %
Somewhat likely	60	16.0 %
Not likely	16	4.3 %
Not likely at all	7	1.9 %
Total	374	100.0 %

Q19. Do you see Tempe as a welcoming destination for visitors/tourists?

Q19. Do you see Tempe as a welcoming destination for visitors/tourists	Number	Percent
Yes	330	81.9 %
No	22	5.5 %
Don't know	51	12.7 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q19. Do you see Tempe as a welcoming destination for visitors/tourists? (without "don't know")**

Q19. Do you see Tempe as a welcoming destination for visitors/tourists	Number	Percent
Yes	330	93.8 %
No	22	6.3 %
Total	352	100.0 %

Q19a. Why don't you see Tempe as a welcoming destination for visitors/tourists?

- certain areas(tents)
- college town
- dirty- no curb appeal
- Drug addicts vagrants
- have not seen any kind of solicitation for Tempe Tourism
- Homeless and drug use.
- It has been taken over by bars in downtown with unruly students and homeless people camping out with seemingly nowhere to go for refuge. I used to love Tempe but over the years it has become an unfriendly family place, especially downtown. The cute little coffee shops and quaint shops have all been run out by the college drinking crowd with the blessing of the city.
- panhandling hurts tourism
- Parts of Tempe are good. Too much vagrancy around the lake, City did a good job landscaping, just to be ruined by the hobos.
- some areas need to be cleaned up
- too many homeless begging on streets throughout entire city
- too many homeless people
- too many students
- Too many vagrants.
- Unless you're headed to ASU I do not see any focus on a welcoming program to Tempe i.e.. things to do in Tempe, welcome to Tempe here's what we offer
- Vagrants take away visitors. They also target high traffic areas & are visible

Q20. Do you value the economic and community wide benefits tourism brings to Tempe?

Q20. Do you value economic & community wide benefits tourism brings to Tempe	Number	Percent
Yes	308	76.4 %
No	21	5.2 %
Don't know	74	18.4 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q20. Do you value the economic and community wide benefits tourism brings to Tempe? (without "don't know")**

Q20. Do you value economic & community wide benefits tourism brings to Tempe	Number	Percent
Yes	308	93.6 %
No	21	6.4 %
Total	329	100.0 %

Q20a. Why don't you value the economic and community wide benefits tourism brings to Tempe?

- causes more traffic
- Creates traffic on already congested roadways.
- Does not affect our business
- Does not impact our business.
- My business is dependent upon ASU.
- no impact on business
- not my target market
- out business is not open to tourism
- traffic due to growth
- what is there tourism to do in Tempe? it's a place live/work, not a destination. there's nothing wrong with that.

Q21. CITY PRIORITIES. Which THREE of the following do you think should be the City's TOP PRIORITIES over the next year?

Q21. Which following should be City's top priorities over next year	Number	Percent
Police services	152	37.7 %
Economic/business development	147	36.5 %
Maintenance of streets	144	35.7 %
Appearance of City	89	22.1 %
Traffic delays	69	17.1 %
Housing	68	16.9 %
Safety (Vision Zero)	60	14.9 %
Social/human services	58	14.4 %
Fire services	51	12.7 %
Neighborhoods	45	11.2 %
Trash & recycling	41	10.2 %
Water/sewer	39	9.7 %
Art, recreation programs, & library services	27	6.7 %
Customer service	21	5.2 %
Historical preservation	19	4.7 %
Maintenance of City buildings	16	4.0 %
Code enforcement	16	4.0 %
Multimodal (Street Car, Bus, etc.)	16	4.0 %
Quality & safety of construction/permitting/inspections	14	3.5 %
Parks	10	2.5 %
Transit service frequency	9	2.2 %
Total	1111	

Q22. Which of the following best describes the overall business atmosphere in Tempe today, compared to two years ago?

Q22. Which following best describes overall business atmosphere in Tempe today compared to two years ago

	Number	Percent
Better	69	17.1 %
No change, but good	166	41.2 %
No change, but poor	25	6.2 %
Worse	38	9.4 %
Don't know/unsure	105	26.1 %
Total	403	100.0 %

WITHOUT "DON'T KNOW/UNSURE"

Q22. Which of the following best describes the overall business atmosphere in Tempe today, compared to two years ago? (without "don't know/unsure")

Q22. Which following best describes overall business atmosphere in Tempe today compared to two years ago

	Number	Percent
Better	69	23.2 %
No change, but good	166	55.7 %
No change, but poor	25	8.4 %
Worse	38	12.8 %
Total	298	100.0 %

Q23. 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."

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	N/A
Q23-1. Overall quality of life in City	26.1%	42.7%	18.1%	3.2%	1.0%	6.7%	2.2%
Q23-2. Overall image of City	26.8%	45.9%	16.6%	3.7%	2.7%	3.0%	1.2%
Q23-3. How well City is handling growth	17.4%	34.7%	25.1%	9.2%	3.0%	9.4%	1.2%
Q23-4. Overall quality of services provided by City of Tempe	21.1%	42.9%	23.1%	3.7%	0.5%	7.4%	1.2%
Q23-5. Quality of new development in Tempe	19.1%	31.8%	24.6%	7.4%	2.2%	12.4%	2.5%
Q23-6. Quality of public education in Tempe	15.1%	24.1%	20.1%	6.2%	2.7%	25.8%	6.0%
Q23-7. Overall feeling of safety in Tempe	15.1%	38.7%	27.8%	11.2%	4.0%	2.7%	0.5%
Q23-8. Overall value your business receives for your City tax dollars & fees	13.9%	33.5%	29.0%	7.7%	2.7%	9.9%	3.2%
Q23-9. Quality of housing options for your workforce	8.2%	20.1%	29.3%	12.4%	5.0%	17.1%	7.9%

WITHOUT "DON'T KNOW" OR "N/A"

Q23. 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." (without "don't know" or "N/A")

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Overall quality of life in City	28.6%	46.9%	19.9%	3.5%	1.1%
Q23-2. Overall image of City	28.0%	47.9%	17.4%	3.9%	2.8%
Q23-3. How well City is handling growth	19.4%	38.9%	28.1%	10.3%	3.3%
Q23-4. Overall quality of services provided by City of Tempe	23.1%	47.0%	25.3%	4.1%	0.5%
Q23-5. Quality of new development in Tempe	22.4%	37.3%	28.9%	8.7%	2.6%
Q23-6. Quality of public education in Tempe	22.2%	35.3%	29.5%	9.1%	4.0%
Q23-7. Overall feeling of safety in Tempe	15.6%	40.0%	28.7%	11.5%	4.1%
Q23-8. Overall value your business receives for your City tax dollars & fees	16.0%	38.6%	33.4%	8.9%	3.1%
Q23-9. Quality of housing options for your workforce	10.9%	26.8%	39.1%	16.6%	6.6%

Q24. 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?

Q24. Which following best describes the amount of information & resources that you have available	Number	Percent
We have everything we need	163	40.4 %
We have some but could use more	75	18.6 %
We don't have anything & need more information & resources	65	16.1 %
We are not interested	24	6.0 %
Don't know	76	18.9 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q24. 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? (without "don't know")

Q24. Which following best describes the amount of information & resources that you have available	Number	Percent
We have everything we need	163	49.8 %
We have some but could use more	75	22.9 %
We don't have anything & need more information & resources	65	19.9 %
We are not interested	24	7.3 %
Total	327	100.0 %

Q26. Is your business a member of the Tempe Chamber of Commerce?

Q26. Is your business a member of Tempe Chamber of Commerce	Number	Percent
Yes	39	9.7 %
No	305	75.7 %
Don't know	59	14.6 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q26. Is your business a member of the Tempe Chamber of Commerce? (without "don't know")**

Q26. Is your business a member of Tempe Chamber of Commerce	Number	Percent
Yes	39	11.3 %
No	305	88.7 %
Total	344	100.0 %

Q27. Is your business a member of Local First Arizona?

Q27. Is your business a member of Local First

<u>Arizona</u>	<u>Number</u>	<u>Percent</u>
Yes	31	7.7 %
No	314	77.9 %
Don't know	58	14.4 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q27. Is your business a member of Local First Arizona? (without "don't know")**

Q27. Is your business a member of Local First

<u>Arizona</u>	<u>Number</u>	<u>Percent</u>
Yes	31	9.0 %
No	314	91.0 %
Total	345	100.0 %

Q29. Does your business promote carpooling, transit, and walking to work with your employees?

<u>Q29. Does your business promote carpooling, transit, & walking to work with your employees</u>	<u>Number</u>	<u>Percent</u>
Yes	129	32.0 %
No, but we are interested in promoting alternative transportation options	55	13.6 %
No, we are not interested in promoting alternative transportation options	180	44.7 %
<u>Not provided</u>	<u>39</u>	<u>9.7 %</u>
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Does your business promote carpooling, transit, and walking to work with your employees?
(without "not provided")**

<u>Q29. Does your business promote carpooling, transit, & walking to work with your employees</u>	<u>Number</u>	<u>Percent</u>
Yes	129	35.4 %
No, but we are interested in promoting alternative transportation options	55	15.1 %
No, we are not interested in promoting alternative transportation options	180	49.5 %
Total	364	100.0 %

Q30. Does your business own or rent/lease the facility where your business is located?

Q30. Does your business own or rent/lease the facility where your business is located	Number	Percent
Own	162	40.2 %
Rent/lease	224	55.6 %
Don't know	17	4.2 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q30. Does your business own or rent/lease the facility where your business is located? (without "don't know")**

Q30. Does your business own or rent/lease the facility where your business is located	Number	Percent
Own	162	42.0 %
Rent/lease	224	58.0 %
Total	386	100.0 %

Q31. How many full time employees does your business currently employ?

<u>Q31. Total full time employees</u>	<u>Number</u>	<u>Percent</u>
0-4	133	33.0 %
5-10	108	26.8 %
11-20	57	14.1 %
21-49	44	10.9 %
50-99	17	4.2 %
100+	17	4.2 %
Not provided	27	6.7 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q31. How many full time employees does your business currently employ? (without "not provided")**

<u>Q31. Total full time employees</u>	<u>Number</u>	<u>Percent</u>
0-4	133	35.4 %
5-10	108	28.7 %
11-20	57	15.2 %
21-49	44	11.7 %
50-99	17	4.5 %
100+	17	4.5 %
Total	376	100.0 %

Q31. How many part time employees does your business currently employ?

<u>Q31. Total part time employees</u>	<u>Number</u>	<u>Percent</u>
0-4	115	28.5 %
5-10	19	4.7 %
11-20	26	6.5 %
21-49	25	6.2 %
50-99	10	2.5 %
100+	5	1.2 %
Not provided	203	50.4 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q31. How many part time employees does your business currently employ? (without "not provided")**

<u>Q31. Total part time employees</u>	<u>Number</u>	<u>Percent</u>
0-4	115	57.5 %
5-10	19	9.5 %
11-20	26	13.0 %
21-49	25	12.5 %
50-99	10	5.0 %
100+	5	2.5 %
Total	200	100.0 %

Q32. How many years has your business been in Tempe?

Q32. How many years has your business been in Tempe		
	Number	Percent
Less than 5	45	11.2 %
5-10	55	13.6 %
11-20	107	26.6 %
21-30	91	22.6 %
31-40	59	14.6 %
41+	27	6.7 %
Not provided	19	4.7 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q32. How many years has your business been in Tempe? (without "not provided")**

Q32. How many years has your business been in Tempe		
	Number	Percent
Less than 5	45	11.7 %
5-10	55	14.3 %
11-20	107	27.9 %
21-30	91	23.7 %
31-40	59	15.4 %
41+	27	7.0 %
Total	384	100.0 %

Q33. Approximately how many years ago did you personally come to Tempe?

Q33. How many years ago did you personally come to Tempe	Number	Percent
Less than 10	77	19.1 %
10-20	64	15.9 %
21-30	86	21.3 %
31-40	59	14.6 %
41-50	51	12.7 %
51+	20	5.0 %
Not provided	46	11.4 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Approximately how many years ago did you personally come to Tempe? (without "not provided")**

Q33. How many years ago did you personally come to Tempe	Number	Percent
Less than 10	77	21.6 %
10-20	64	17.9 %
21-30	86	24.1 %
31-40	59	16.5 %
41-50	51	14.3 %
51+	20	5.6 %
Total	357	100.0 %

Q34. Approximately what percentage of your customer base is represented by the following groups?

	<u>Mean</u>
Customers from City of Tempe	24.79
Customers from Phoenix Metro Area outside City of Tempe	42.77
Other Arizona customers (outside Phoenix Metro Area)	10.72
Customers in U.S. but outside Arizona	18.81
International/overseas customers	2.91

Q35. Which ONE of the following BEST describes your business?

<u>Q35. Which following best describes your business</u>	<u>Number</u>	<u>Percent</u>
Manufacturing	54	13.4 %
Finance/insurance	23	5.7 %
Administrative & support services	7	1.7 %
Wholesaler/distributor	23	5.7 %
Retail trade	58	14.4 %
Hotels & restaurants	18	4.5 %
Health care/medical/social services	50	12.4 %
Transportation/warehousing	4	1.0 %
Professional, scientific, & technical services	55	13.6 %
Real estate, rental, & leasing	27	6.7 %
Developer	1	0.2 %
Software/information technology	7	1.7 %
Other	52	12.9 %
Not provided	24	6.0 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Which ONE of the following BEST describes your business? (without "not provided")**

<u>Q35. Which following best describes your business</u>	<u>Number</u>	<u>Percent</u>
Manufacturing	54	14.2 %
Finance/insurance	23	6.1 %
Administrative & support services	7	1.8 %
Wholesaler/distributor	23	6.1 %
Retail trade	58	15.3 %
Hotels & restaurants	18	4.7 %
Health care/medical/social services	50	13.2 %
Transportation/warehousing	4	1.1 %
Professional, scientific, & technical services	55	14.5 %
Real estate, rental, & leasing	27	7.1 %
Developer	1	0.3 %
Software/information technology	7	1.8 %
Other	52	13.7 %
Total	379	100.0 %

Q35-13. Other

<u>Q35-13. Other</u>	<u>Number</u>	<u>Percent</u>
Non-profit	14	26.9 %
Construction	13	25.0 %
Education/daycare	5	9.6 %
Talent agency	1	1.9 %
Museum/culture	1	1.9 %
Screen print and embroidery	1	1.9 %
Environmental consulting	1	1.9 %
Marketing	1	1.9 %
House cleaning	1	1.9 %
Machine service/repair	1	1.9 %
Theater and arts	1	1.9 %
Service industry	1	1.9 %
Employment staff agency	1	1.9 %
Selling	1	1.9 %
General contractors, remodeling, distribution	1	1.9 %
Maintenance	1	1.9 %
Business broker	1	1.9 %
HVAC	1	1.9 %
Book publishing	1	1.9 %
Commercial cleaning	1	1.9 %
Alternative Fuel-Compressed Natural Gas Station Services	1	1.9 %
Dairy industry	1	1.9 %
Graphic design	1	1.9 %
Total	52	100.0 %

Q36. Are you a Veteran Owned Business?

<u>Q36. Are you a Veteran Owned Business</u>	<u>Number</u>	<u>Percent</u>
Yes	33	8.2 %
No	367	91.1 %
Not provided	3	0.7 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q36. Are you a Veteran Owned Business? (without "not provided")**

<u>Q36. Are you a Veteran Owned Business</u>	<u>Number</u>	<u>Percent</u>
Yes	33	8.3 %
No	367	91.8 %
Total	400	100.0 %

Q37. Are you aware of the City of Tempe Anti-Discrimination ordinance?

Q37. Are you aware of City of Tempe Anti-Discrimination Ordinance	Number	Percent
Yes	247	61.3 %
No	152	37.7 %
Not provided	4	1.0 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q37. Are you aware of the City of Tempe Anti-Discrimination ordinance? (without "not provided")**

Q37. Are you aware of City of Tempe Anti-Discrimination Ordinance	Number	Percent
Yes	247	61.9 %
No	152	38.1 %
Total	399	100.0 %

Q38. 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)?

Q38. Is your business currently classified by government as an MBE, WBE, Disabled Owned Business, or SBE

	Number	Percent
Yes, MBE	7	1.7 %
Yes, WBE	27	6.7 %
Yes, SBE	39	9.7 %
Combination	6	1.5 %
None of these	278	69.0 %
Don't know/unsure	46	11.4 %
Total	403	100.0 %

WITHOUT "DON'T KNOW/UNSURE"

Q38. 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)? (without "don't know/unsure")

Q38. Is your business currently classified by government as an MBE, WBE, Disabled Owned Business, or SBE

	Number	Percent
Yes, MBE	7	2.0 %
Yes, WBE	27	7.6 %
Yes, SBE	39	10.9 %
Combination	6	1.7 %
None of these	278	77.9 %
Total	357	100.0 %

Q39. Would you be interested in any of the following?

<u>Q39. What following would you be interested in</u>	<u>Number</u>	<u>Percent</u>
Becoming a Veteran Supportive Employer	34	8.4 %
Becoming a designated Equal Pay Business Partner	15	3.7 %
Receiving assistance from City of Tempe regarding expanding, relocation, and/or downsizing your business	37	9.2 %
Participating in future surveys or focus groups sponsored by City	54	13.4 %
Participating in your utilities energy efficiency programs in order to find cost savings & reduce your greenhouse gas emissions	52	12.9 %
Participating in City of Tempe's recycling program	90	22.3 %
Receiving more information on City of Tempe's water conservation programs, such as rebates	48	11.9 %
Becoming a Career Ready Tempe host site (Youth Workforce Development) www.tempe.gov/youth-workforce	19	4.7 %
Participating in Arizona Green Business Certification https://az.greenbiztracker.org/site/about	31	7.7 %
<u>Business Resiliency & Recovery Workshop</u>	14	3.5 %
Total	394	



5

Survey Instrument



City of Tempe
P.O. Box 5002
31 East Fifth Street
Tempe, AZ 85280
480-350-8225

Dear Fellow Business Leader,

Re: 2021 City of Tempe Survey

On behalf of the Tempe City Council, thank you for your ongoing involvement in our community. This letter is a request for your assistance in building an even better Tempe. Your input on the enclosed survey is extremely important. These results will help us determine our community's priorities and where funds are best allocated when we work on updating Tempe's Strategic Plan. To make sure that the City's priorities are aligned with the needs of our businesses and that we are doing the job that you expect, we need to know what you think.

Corey Woods
Mayor

Randy Keating
Vice-Mayor

Jennifer Adams
Councilmember

Robin Arredondo-Savage
Councilmember

Doreen Garlid
Councilmember

Lauren Kuby
Councilmember

Joel Navarro
Councilmember

We realize the survey takes time to complete, but every question is important and we value your input. The time you invest in the survey will influence many of the decisions City leaders make about Tempe's projects, programs and services that could impact your business. Your responses will also allow City leadership and staff to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the week if possible, and return it in the enclosed postage-paid envelope. Your responses will remain confidential.

If you prefer, you may complete the survey on-line at www.tempe.gov/businesssurvey.

Please call the Strategic Management Analyst, Wydale Holmes, at (480) 350-5312 with any questions. City staff will be pleased to answer them. Thank you again for taking the time to help make Tempe an even more amazing city.

Sincerely,

A handwritten signature in blue ink, appearing to read "Corey Woods".

Corey Woods
Mayor

2021 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.



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	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	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"/> (4) Good | <input type="checkbox"/> (3) Average | <input type="checkbox"/> (1) Poor |
| | <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 |
| <input type="checkbox"/> (3) City Websites | <input type="checkbox"/> (9) City 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. Stormwater/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. Do you see Tempe as a welcoming destination for visitors/tourists?

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

19a. If "No", why not?

20. Do you value the economic and community wide benefits tourism brings to Tempe?

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

20a. If "No", why not?

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

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

22. 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 | |

23. 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

24. 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 | |

25. What THREE things about Tempe are you most proud of?

Demographics

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

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

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

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

Street 1: _____ and Street 2: _____

29. 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

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

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

31. How many people does your business currently employ?

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

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

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

34. 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

35. 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	

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

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

38. 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

39. 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/youthworkforce
- (9) Participating in the Arizona Green Business Certification <https://az.greenbiztracker.org/site/about>
- (10) Business Resiliency and Recovery Workshop

40. 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.

41. Would you be interested in participating in an additional online survey about how your business has been impacted by COVID-19?

- (1) Yes [Answer Q41a.] (2) No

41a. If "Yes": Please provide your contact information below. We will email you a link to the online survey. Your information will remain confidential and will not be shared.

Your Name: _____ Phone: _____

Your Email Address: _____

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.



2021 City of Tempe Business Survey Open-Ended Comments

Presented to the City of Tempe,
Arizona

October 2021



Contents

Question 3a: <i>“Why were you dissatisfied with any item in Question 3?”</i>	1
Question 15a: <i>“Which single communication tool do you use most often to get City information?”</i>	6
Question 25 [1 st Choice]: <i>“What THREE things about Tempe are you most proud of?”</i>	14
Question 25 [2 nd Choice]: <i>“What THREE things about Tempe are you most proud of?”</i>	21
Question 25 [3 rd Choice]: <i>“What THREE things about Tempe are you most proud of?”</i>	26
Question 28 [1 st Street]: <i>“What is the nearest major intersection where your business is located in Tempe?”</i>	31
Question 28 [2 nd Street]: <i>“What is the nearest major intersection where your business is located in Tempe?”</i>	39
Question 40: <i>“If you have any suggestions for improving the way the City of Tempe serves businesses in the community, please enter them in the space provided below.”</i>	47

- 48th st near University has 2 massive pot holes
- 7-17 spend more on street and less on public trans
- Abundance of traffic heading to and from the 10 entrances. Flooding in roads when raining - dangerous irrigation flaw.
- All efforts are focuses near campus in north Temp
- Ash street could use work and no street is available on corner of Guadalupe & Ash
- better and more public transportation
- Business are not keeping up their properties and it doesn't seem that the city is doing anything about it. Traffic on Southern is a constant problem
- center turn lanes always has a ton of debris
- city has taken away so many services w/trash
- city streets are always under construction
- congestion around ASU
- Consistent construction on McClintock Ave.
- Consistent issue with no visible resolution.
- construction 24/7 365 days a year. never end
- COT planning process gives too much power to the neighbors. Staff puts too much burden on landowner.
- Crime and homeless going unchecked. Public sidewalks and streets are dark and crumbling
- curb is too narrow, sewage backs constantly
- Employee mail order business, work from home
- Enforcement of city codes on businesses is lacking.
- Haven't used any Emergency medical services in Tempe
- Homeless are trashing our city.
- I believe that the landscaping in the public pathways needs to be improved across the City. There are areas where the landscaping in medians and along sidewalks look very nice, but that is not very common in most of the City. I think better choices in terms of desert plants should be considered. It would help beautify the City and make it more attractive to visitors, residents and businesses. The landscaping along Mill Avenue in Downtown is very disjointed and not pleasant to look at in some areas and needs to be modified.
- I feel its very dark in our area at night
- I have had multiple thefts and break ins. No police follow up. Alameda near Priest
- I see landscaping all around my area and other Tempe areas being left unmaintained. Development planning doesn't seem to work with the community that are our customers but rather the big developers that come in and push small business out.
- I witnessed my vehicle being burglarized in the parking lot a number of years ago. I called the PD. When meeting with the officer I saw the perpetrator watching from fifty yards away, when I pointed out the subject, the subject took off running. The officer did not even bother to pursue. When I called the PD to report homeless people taking over the property, I was informed that it was my problem.
- If the budget allows, it'd be good to have more greenery on city streets ... like shat Scottsdale has done on McClintock and Scottsdale roads. Also, Elliott Road needs to be resurfaced from

101 to I-10 to make a smoother and quieter ride just like was done on Rural road from Guadalupe to Warner.

- In N. Tempe, the amount of homeless 'living' at bus stops and parks with their trash, etc. is overwhelming some days. The bus stops along Scottsdale Road are probably 50% occupied by homeless. It doesn't seem safe for the homeless or the transit users. Also, the lack of attention to city owned property and ROW's in N. Tempe is sad. There is constantly weeds, trash, etc. in and around the parks and street in our area.
- It does not seem like the City Council considers traffic as an issue when approving new projects. The traffic situation just continues to worsen.
- It takes too much time for permits to process.
- I've never had to use emergency services in the City of Tempe, so I can't say from experience, although I'm sure they are wonderful.
- Kyrene and Cornell Pepperwood area/curbs broken , need to be repaved
- Landscaping is bad and I was made to plant a \$300 tree.
- landscaping-dead plants Police did not come when I called
- Large number of potholes and rough roads, trash near roadway.
- Location and frequency of light-rail and buses is inadequate. Construction restrictions on city-street traffic - it seems like construction is never-ending and is always going on at some part of the city or other.
- long time to rectify a problem.
- Lots of construction on McClintock holds/slow things down.
- Lots of public right a way space needs care.
- Maintenance not done quickly. Parking lots flood,
- making any changes to current building(adding a gate) can be very difficult to do. Lots of planning and permissions that don't seem necessary
- Mill ave is a nightmare
- Need more lighting, Perry Ln needs sidewalks, there is a lot of water in the streets after heavy rains.
- need pedestrian controlled flashing crosswalk light.
- Need pullouts for right turns. Bicycles lack of enforcement and education on traffic laws
- Need traffic lights on Broadway to slow down traffic.
- Neighborhoods torn up with sewer replacement still not repaved after one year.
- No one wants to help in planning.
- North of 202 on Scotdales Rd is a mess. drugs, homeless.
- not enough infrastructure in the system
- Old trees in our parking lot, branches could fall onto vehicles when it storms outside.
- Older neighborhood and business areas have poor street lighting. traffic congestion.
- Parks and recreation services are difficult to locate and amenities are not easily found. Improvements are needed to the city's wayfinding system, especially to areas of parks and recreation. Overall, Tempe is not easily navigated or supported by wayfinding
- parks need to be more modern and renewed
- Police issue citations and stop people frequently for open containers, noise, etc. and do nothing about panhandlers

- Potholes consistently show up in the same places and have to be repaired over and over again. This is understandable if it is not possible to implement a permanent fix, but I don't know if that is the case.
- public landscaping maintained
- public transit is causing problems, accidents
- Public transportation, light rail and now trolley are clogging the streets.
- Publix has 1200 square feet and only one bathroom.
- Recreation services are not accessible to all people living in Tempe, many of the streets need repairs to pot-holes and resurfacing, in some places there is a lot of trash on the sidewalks and impediment of right-of-way due to homeless camping, public transportation does not cover whole city consistently and parking in North Tempe is an issue.
- Road construction closes lane to my business.
- Some I think are overdone
- standing water during rain storms
- street cleaner does not come around any more
- street light on dark turn into the complex has not worked in 2 yrs.
- Street lighting in Victory Acres, especially on the residential streets, have many outages. The requests to have lighting replaced/repared are taken in a timely fashion, however the work is never completed. Maybe a break in communication?
- Street lights on 48th st have been out for years where I turn into my complex.
- Street Lights: Areas of Tempe without street lights continue to have no street lights. Planning: Lacks innovative opportunities to get create alternative outcomes. Streets: Not responsive to substantial changes to traffic demand (202 & McClintock).
- street sweeping needs to be reinstated
- streetlights out, yards unkempt
- Streets are torn up, constant maintenance Medtronic way and Park have potholes
- Streets could use more lanes. Southern Ave is a very busy thoroughfare, yet only has 2 through lanes. The streets need to be re-asphalted more regularly. Roosevelt between Southern and Broadway has many potholes that have become larger and more hazardous in the past couple of years.
- Streets flooding during rains for several days.
- Streets flooding.
- Streets in Optimist park area are cracking in the asphalt.
- Tempe PD needs major help
- Tempe's current plan seems to be built as much as you can as fast as you can and all the people already there with more traffic, pollution and loss of resources
- The change in TPD leadership was long overdue
- The parks need to be patrolled more often as the gangs hang out in some of them. Bicycles seem to be a big problem on city streets. The buses going down side streets lead to more vandalism if people are careless and leave a door open.
- the police do not prosecute shoplifting, I own retail
- The rise in the "unhoused" has lead to safety issues.
- The sign people are strict.

- The streets in our neighborhood could really use some work. There is not a lot of lighting on the street also.
- The traffic signals are not good for business traffic getting in and out of the complex and accessing to 10.
- The weeds are out of control.
- There are several areas around Tempe that have overgrown weeds and trash.
- There are too many vagrants in Tempe, this kills businesses. The Tempe police are way too aggressive for minor things.
- There have been pot holes around our office that take a long time to be repaired. Each time it rains, the pot holes reappear.
- Too many hobos
- too many hours and street light (traffic) are not synchronized
- Too much new housing is being built downtown, which is creating more traffic on already congested streets.
- Too much traffic, right lanes flood when it rains.
- traffic around ASU is a nightmare during school sessions
- Traffic around ASU is getting extreme.
- traffic congestion is horrible
- Traffic is a joke.
- Traffic on Rural is very heavy.
- traffic terrible on 52nd and Broadway , roads are bad
- traffic/driving is horrible
- Transients sleep in and around our building often. Our landscape company will usually be enough of a deterrent, however we have had issues with stealing anything not built into the outside of the building, trash and debris being left, etc. The building next door runs a marijuana testing facility and does little to care for their exterior, exacerbating the situation.
- Trash on streets.
- Vagrancy and begging seems high.
- view obstructed when entering Mill Ave from Hu-Esta
- We are getting hit with code stuff from original building plans.
- We don't appreciate the lack of coordination when restricting traffic to our business!
- We experienced a huge increase in overnight criminal activity in our area and the police do little to nothing. Considerably worse than 5 years ago. Homelessness has always been an issue but I have never seen this level of theft and disrespect for property.
- we had a lot of problems with the Tempe Grant program and had to have the Chamber intervene on our behalf
- We have had one murder in our building, one hit and run by our building and one homeless person die behind our build in the last year. Also we have had cars broken into during the day, during business hours

Q15a. Which single communication tool do you use most often to get City information?

The “word cloud” below represents the comments from the above question. Individual comments are on the following page.



- City website
- City website
- City website
- City website
- City website
- City website
- City website
- City website
- City website
- City website
- City website
- City website
- computer
- Downtown Tempe email newsletter.
- email
- email
- email
- email
- email
- email
- email
- email
- email
- email
- email
- email
- e-mail subscriptions
- e-mail subscriptions
- Facebook
- Facebook
- Facebook
- Friend sending me news links.
- google
- internet
- internet
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- internet
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- internet
- Local news.
- Local news.
- Local news.
- Mail
- Mail
- Mail
- news
- news
- news
- news
- Newsletter
- Newsletter from the water bill.
- Newsletter from the water bill.
- Newspaper
- Newspaper
- Newspaper
- Newspaper
- Newspaper
- Newspaper
- Newspaper
- Newspaper
- Newspaper
- Newspaper
- Nextdoor
- NPR and PBS(TV)
- Phone
- Phone
- Phone
- Phone
- Phone
- Phone
- Phone
- Phone

- Phone
- Public media
- Public media
- Radio
- Radio
- Radio
- Radio
- Radio
- Radio
- Radio
- Recreation Opportunities Brochure
- social media
- social media
- social media
- social media
- social media
- social media
- Speak direct
- Tempe 11/News
- Tempe 11/News
- Tempe 311
- Tempe 311
- Tempe 311
- Tempe 311
- Tempe 311
- Tempe 311
- Tempe 311
- Tempe Today
- Tempe Today
- Tempe Today
- Tempe Today
- text or personal communication
- Things sometimes come through the chamber.
- TV
- TV
- TV
- TV
- TV
- TV
- TV
- TV
- TV
- TV
- TV
- TV and radio
- TV News

- water bill
- water bill
- water bill
- water bill newsletter
- water bill newsletter
- water bill newsletter
- water bill newsletter
- water bill newsletter
- water bill newsletter
- water bill newsletter
- water bill newsletter
- water bill newsletter
- Weekly news
- YouTube
- YouTube

- Diversity
- Diversity
- Diversity
- Diversity
- Diversity of residents and business
- Downtown
- Downtown attractions
- Downtown looks good
- Downtown Mill
- Economic Development
- Education
- Education
- Good location
- good planning
- good schools
- Good schools ASU K-12
- Great image
- growing business
- Growth
- Growth
- Growth
- Growth
- Historic Preservation
- Historic Preservation
- History
- History
- homeless everywhere
- Housing
- Image
- Image
- Image
- Image
- Image
- Image
- Image
- Image
- Image
- Image
- Image
- Interaction/relationship with ASU - college town atmosphere
- Its a working class community with regular (not wealthy) people who basically behave well toward others, in general.
- It's one of the more liberal cities in Arizona
- It's Safe
- Kiwanis Park is lovely.

- Landscaping
- Landscaping
- Lang Printing has been in Tempe for the past 16 years
- Leadership
- Lighted street signs, when they work.
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Location
- Lots of trees and vegetation
- low crime
- Maintaining health for citizens.
- maintenance of landscape on city properties and streets
- Mill Ave
- mix of people living here
- More business downtown.
- My business
- name recognition
- neighborhoods
- New buildings
- Our Mayor.
- Our neighborhoods
- Overall appeal
- Parks
- Parks
- Parks
- Parks
- Parks
- Path around the lake.
- people
- people
- perfect size ratio of city to services
- Police
- police
- Police
- Police
- Police

- police & fire professionals
- Progressive
- proximity to other metro areas
- Public education
- Public Image / Focus on Inclusion
- Public transit
- Public transit
- Public transit
- Public transit
- Quality of downtown
- Quality of life
- Quality of life
- Quality of life
- Quality of life
- Quality of life
- Quality of life
- Quality of life
- Quality of life
- Quality of public education
- Recreation venues
- Reputation
- Safe to work and live in
- Safety
- Safety
- Safety
- Safety
- Schools
- Schools are good
- Small business support
- South Tempe is lovely
- Tempe Police
- Tempe Police
- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
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- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
- The arts and activities offered
- The diversity of amazing restaurants
- The laid back atmosphere.
- the support the Human Services Division provides to the most vulnerable members of Tempe
- the vibrant Chamber of Commerce
- Transportation
- Trees
- Trees
- Trees
- vibrant
- Visitors
- Welcoming and diverse community
- well maintained
- Willing to improve
- Youthful image

- Dining
- Diversity
- diversity cultures
- downtown
- Downtown booming
- Downtown lake area
- ease of commute
- Ease of freeway access
- Ease of opening a business
- Education
- Effective public safety, fire, police and EMT.
- Environment
- Equality for everyone
- Fire Department
- Fire Department
- Fire Department
- Fire Department
- Fire Department
- Fire Department
- Friendly & welcoming
- Fun murals on buildings
- Good business
- good people/leadership
- Good variety of amenities
- Great feel
- Growth
- growth planning appears well intended
- Higher education
- Historical Museum
- history
- history of the city
- Home to ASU
- Image
- image
- Image of the City
- Inclusivity
- infrastructure
- Its clean and neat, and it looks like people care about where they live.
- Kiwanis Park cleanliness
- Liberal Politics
- Light rail
- location
- Look
- Lot's of good retail.

- Lots to do in Tempe
- medical
- Mill Ave
- Mill Ave
- Mill Ave
- Mill Ave-downtown
- My house
- Nation recognition
- near airport
- near freeway system
- neighborhoods
- new businesses
- Numerous independently owned businesses that make up the character of neighborhoods and city.
- open minded
- ordered environment
- Organized
- Overall fun city
- Overall image of the city.
- Papgo Park
- Parks
- Parks & Rec
- parks and open space
- Parks and recreation available
- people
- Plenty of things to do
- Police force
- Police force is excellent
- Police service
- Pro Business Attitude
- Progressive
- Proximity to ASU and Sky Harbor
- Proximity to many amenities and services
- Proximity to transportation; freeways/airport; social events; restaurants, etc.
- Public transit
- Public Transportation
- Quality of city
- Quality of City Services
- Quality of customer service
- quality of life
- Recreation
- recreation/entertainment
- residential communities in south part

- Restaurant Culture
- Roads
- Safe
- Safety
- Safety
- safety
- Safety
- Schools
- Small business
- Small Businesses
- Street upkeep
- taxes
- Tech companies coming to Tempe.
- Tempe Center for the Arts
- Tempe Market
- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
- The availability of services available for the citizens of Tempe and surrounding communities
- The diversity
- The presence of a very large university
- tourism
- transit
- Transit options
- transportation services
- University
- University involvement
- Vast amount of businesses and services
- Walking areas/hiking
- Water & Sewer
- weather
- Welcoming city for tourists
- well maintained
- young

- 95% of the people are nice
- access to highway, airport
- Access to highways and proximity to Sky Harbor
- Access to off street cycling
- Arts
- ASU
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- ASU
- ASU
- ASU
- Beautiful Campus/Dormitory Area
- Being apart of community
- building/new development
- business growth since 2014
- Business Opportunities
- Business practices
- Central location
- Changes to downtown Tempe
- City customer service.
- City Hall
- City Landscaping
- City managers
- City streets are cleaned and maintained.
- clean and nice
- Clean city
- Clean city
- Cleanliness
- Cleanliness
- cleanliness
- Commercial growth
- Commitment to resources for families, individuals, etc. (human services)
- Community feeling
- consistent
- Cultural opportunities
- culture/education
- Development

- diversity
- Diversity
- Eclectic Neighborhoods
- EMT
- Entertainment
- Events
- Fairly diverse population for Arizona
- fire services
- First Responders
- Focus on the arts
- Forward looking City
- friendly
- Friendly atmosphere
- Friendly staff
- Friendly to visitors
- Gammage, Tempe Cultural Arts Center, ASU all provide cultural/sports events
- General safety
- Good image
- Good quality of life
- Great people
- Growth
- growth
- Historical preservation
- Home values
- How it looks welcoming when driving around the city.
- Image of Tempe as a welcoming place
- infrastructure
- It seems to run like a well-oiled machine.
- It's where I live and Work
- Just friendly folks
- landscape
- liberal vibe
- library system
- Light Rail / Bus / Biking/ Walking Paths (please add more pedestrian crossing traffic lights, similar to canal path)
- Location
- Location
- Location (easy to access)
- many small business
- maturation of city
- Mill Ave
- Modern
- modern conveniences

- My community
- near downtown and airport
- neighborhood
- neighborhoods
- not too big of city
- Older neighborhood
- outdoor activities
- overall look of the city
- Overall quality of life in the city.
- P&R programs
- parks
- Parks
- parks
- parks and events
- People
- People friendly image.
- Police
- police & fire depts
- Police & Fire personnel
- Police Department
- police do good job
- Politically moderate
- proud to live & work here
- Public Transportation/bike paths
- quality of citizens
- Quality of life
- Quality of Life
- quality of life
- Quality of life in the city
- recreational opportunities
- Recycling
- Relatively diverse commercial/industrial/residential mix in enclosed area
- restaurant/entertainment options
- Restaurants
- Revitalization of downtown.
- Safe
- safety
- Safety is very important.
- Schools
- Sense of place
- Small city appeal
- sports
- Street lights

- Tempe Marketplace
- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
- Tempe Town Lake
- The new federal CAT program- catch & release
- The variety of business opportunities being brought in
- The walkability in downtown. Would like to see more shops and restaurants in the empty spaces.
- traffic
- Water
- Weather is nice.
- Youthful atmosphere

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- 202
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- Park Lane
- Price Rd
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- W 10th PL
- W Huntington Dr
- W Warner Rd
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- Warner

**Q28. What is the nearest major intersection where your business is located in Tempe?
(Street 2)**

The “word cloud” below represents the comments from the above question. Individual comments are on the following page.



- 10
- 60
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- 202
- 12th St
- 14th St
- 23rd
- 48th Street
- 48th Street
- 48th Street
- 48th Street
- 48th Street
- 48th Street
- 48th Street
- 4th St
- 52nd Street
- 52nd Street
- 52nd Street
- 52nd Street
- 52nd Street
- 5th St
- Alameda
- Apache
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- Hohokam Frontage Rd
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- W 11th St
- W Baseline Rd
- W Broadway Rd
- Warner
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- Warner
- Warner

- Better lighting in parking lots.
- Businesses should not have to pay extra to recycle.
- curb the increase in homeless activity. It has become a safety issue
- Do not defund the police. Stop the politics.
- Do not even think of trying to mandate masks or vaccines ever. We are not your patients
- Do something about the homeless people.
- don't allow extreme burdens on small pieces of land. Planning dept is free to pile requirements to develop.
- don't allow major investors buy housing. Land development is fine but large investment groups buying houses is ruining the house market
- Expand professional areas away from the campus/Mill Ave./Waterfront. The rest of Tempe is shopping centers.
- Find a way to house the homeless so that we do not become like Portland or San Francisco
- free recycling for businesses
- give more assistance to the homeless. Having them with signs at most major intersections pandering for money is not good for the community
- Have local officials come and visit to see what we do.
- have the city take back control of handling their business- don't let the state do it all for them
- Help the homeless get off the streets, it will make the city look better.
- Hire "testers" of people pretending to be a customer connect with a city department and see the opportunities and challenges.
- Improve police response . We were robbed and the police response was pathetic. They never came by to even look at what happened. It was huge to us. No confidence in police now.
- Improve streets, street sweeping please,
- Improved economic development through the creation of better wayfinding systems
- Improvement is needed on homeless sleeping on streets and panhandling at every corner. Affordable housing for my employees is non-existent.
- Incentives to lease the abandoned buildings. Education and enforcement of bike/scooters on heavy traffic street
- Increased focus on the importance of public education
- Increased policing to reduce over night criminal activity
- Intersection to access the freeway is difficult to use. Signal time fluctuates between 3-10 seconds. Always a back up from 3-6 pm.
- Keep doing good things.
- Look at traffic problems.
- Lots of homeless squatting at our building, need better patrolling around our office at night.
- Making sure the lights in all plazas turn on when it gets dark, and providing recycling bins for businesses
- More affordable housing.
- More assistance for small business/providing materials
- more code enforcement for handicapped parking all over the city
- More LGBTQ business and entertainment spaces.
- more policing. police assigned in our neighborhood do not know us very well

- need cardboard recycling
- Need recycling for businesses.
- Our location is very unsafe at night with the homeless hanging out.
- patrol streets and businesses at night to reduce drug trafficking and crime from homeless people
- Per the previous comments, the clean-up and on-going maintenance of city owned properties and ROW's in N. Tempe needs more man-power and attention. The parks are invaluable resources for the City and the lack of attention is embarrassing.
- Planning and inspection process needs to be more efficient and business friendly.
- Please allow for higher density, more flexible, and less restrictive zoning so that more affordable housing units can be provided. Please provide higher preference of bike/walking paths over vehicles such as by adding more pedestrian crossing lights, and pedestrian bridges or tunnels (similar to north/south green belt through Scottsdale, effectively a bike/pedestrian freeway with no road crossings via tunnels/bridges). incorporate fly over drones to help with emergency services (police/fire) to get to locations more quickly. Please make more streets and roads instead of "steroids", please adapt from Netherlands -> <https://youtu.be/ORzNZUeUHAM>
- Please do something to control the homeless population
- Police arrest criminals
- recycling for businesses
- Recycling for businesses.
- Safety department and its entities should pay more attention to homeless population recent increase and loitering.
- Safety is a priority. Employees have had cars broken into multiple times.
- should we replace our lawn with artificial turf?
- slow the building of high density housing
- stay flexible about signage endorsement
- Tempe needs to do something about crime and the homeless. People do not want to visit business when homeless are panhandling and sleeping on the sidewalks
- Thanks for reaching out. I'd like to continue to learn more about how the city supports business and how I can help.
- The city of Tempe to conduct business meetings in order to bring different businesses to contribute and participate in the development of the city.
- The lack of care for the area around Southern and 48th is obvious. Businesses do not keep up there properties. Police do not patrol often over here and there are homeless people taking up residents on private property. The speeding on Southern between the freeway underpass and 48th street is amazing.
- the more large scale events the better- 20K ppl plus
- too many aggressive vagrants and vandals in Tempe. This makes businesses more expensive and drives away customers
- Too many homeless on the streets.
- Too many vagrants, this cost businesses money and makes them go elsewhere.
- We are in the process of selling our business and that is why I didn't check anything above. There are improvements to be made, but the next owner may have a different opinion than me.

- We are located near a recycling facility that causes large amounts of trash in our landscaping and parking lot whenever the wind blows. If there is any way to contain their overflow that would be great.
- We have an issue of cars being across street, not allowing delivery trucks to back in. I addressed this with the city with no response.
- We interact primarily with the business park manager rather than the city
- We need a recycling program for our business. We Have a lot of cardboard.
- WE need recycling containers for businesses. On another note, There are way too many Homeless people just hanging around.
- When the city allows contractors free reign to close roads, with no notice, no damages money and no schedule, it is rather inconsiderate. Please change this.