



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 blue ink signature of Corey Woods, consisting of a stylized 'C' followed by a horizontal line.

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						
				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.