

# 2023 City of Tempe Business Survey

Please take a few minutes to complete this survey. 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 [tempe.gov/surveys](http://tempe.gov/surveys).



1. 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
01. Police services	5	4	3	2	1	9	0
02. Fire services	5	4	3	2	1	9	0
03. Emergency medical services	5	4	3	2	1	9	0
04. Water and sewer services	5	4	3	2	1	9	0
05. Parks	5	4	3	2	1	9	0
06. Recreation services	5	4	3	2	1	9	0
07. Street maintenance, including sidewalks, medians, and curbs	5	4	3	2	1	9	0
08. Street lighting	5	4	3	2	1	9	0
09. 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. Public landscaping	5	4	3	2	1	9	0
16. Traffic on City streets	5	4	3	2	1	9	0
17. Economic/business development	5	4	3	2	1	9	0
18. Quality and safety of construction/permitting/inspections	5	4	3	2	1	9	0
19. Maintenance of City buildings	5	4	3	2	1	9	0
20. Overall image of the City	5	4	3	2	1	9	0
21. Social/human services	5	4	3	2	1	9	0
22. Trash and recycling	5	4	3	2	1	9	0
23. Housing	5	4	3	2	1	9	0
24. Parks	5	4	3	2	1	9	0
25. Transit service frequency	5	4	3	2	1	9	0
26. Education, Career and Family Services	5	4	3	2	1	9	0
27. Overall quality of life in the City	5	4	3	2	1	9	0
28. How well the City is handling growth	5	4	3	2	1	9	0
29. Overall quality of services provided by the City	5	4	3	2	1	9	0
30. Quality of public education in Tempe	5	4	3	2	1	9	0
31. Overall feeling of safety in the City	5	4	3	2	1	9	0
32. Overall value your business receives for your City tax dollars and fees	5	4	3	2	1	9	0
33. Quality of your internet service provider	5	4	3	2	1	9	0

2. Which THREE of the City services listed in Question 1 are MOST IMPORTANT to your business? [Write-in your answers below using the numbers from the list in Question 1.]

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

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

\_\_\_\_(5) Excellent \_\_\_\_ (4) Good \_\_\_\_ (3) Average \_\_\_\_ (2) Below average \_\_\_\_ (1) Poor \_\_\_\_ (9) Don't know

4. 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
01. Overall image of the City	5	4	3	2	1	0
02. Quality of local schools	5	4	3	2	1	0
03. Low crime rate	5	4	3	2	1	0
04. Availability of trained employees	5	4	3	2	1	0
05. Level of taxation	5	4	3	2	1	0
06. Access to highways	5	4	3	2	1	0
07. Access to Sky Harbor Airport	5	4	3	2	1	0
08. Availability of quality housing	5	4	3	2	1	0
09. 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. Workforce development	5	4	3	2	1	0
22. Insurance Services Office (ISO) rating	5	4	3	2	1	0
23. Access to enhanced services provided by Downtown Tempe Authority	5	4	3	2	1	0
24. Other: _____	5	4	3	2	1	0

5. Which THREE of the reasons listed in Question 4 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 4.]

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

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

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

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

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

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

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

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

\_\_\_\_(5) Very safe \_\_\_\_ (4) Safe \_\_\_\_ (3) Somewhat safe \_\_\_\_ (2) Unsafe \_\_\_\_ (1) Very unsafe \_\_\_\_ (9) Don't know

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

\_\_\_\_(5) Very safe \_\_\_\_ (4) Safe \_\_\_\_ (3) Somewhat safe \_\_\_\_ (2) Unsafe \_\_\_\_ (1) Very unsafe \_\_\_\_ (9) Don't know

**12. 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

**13. 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
10. Uniform Fire Code	5	4	3	2	1	9	0

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

- (1) Expanding your business in Tempe
- (2) Renovating your business in Tempe
- (3) Relocating to another location in Tempe
- (4) Relocating to another location outside of Tempe
- (5) Downsizing
- (6) Closing
- (7) None of these
- (9) Don't know

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

- (5) Very good
- (4) Good
- (3) Average
- (2) Below average
- (1) Poor
- (9) Don't know

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

- (01) Tempe 11 (Cable TV)
- (02) Recreation Opportunities Brochure
- (03) City Websites
- (04) Water bill newsletter (Tempe Today)
- (05) Newspapers
- (06) TV News
- (07) City meetings
- (08) City Social Media (Twitter, Facebook, Instagram, Nextdoor)
- (09) City videos (on YouTube, City Website, Social Media)
- (10) City e-mail subscriptions
- (11) Tempe 311 (by Phone, Website, Mobile App)
- (12) Radio news
- (13) Partner organization communications (Tempe Chamber of Commerce, DTA, Tempe Tourism)

**17. Which THREE of the sources listed in Question 16 do you MOST PREFER to use to get information about the City? [Write-in your answers below using the numbers from the list in Question 15.]**

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

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

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

**19. 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	
01. Code compliance	Yes	No	5	4	3	2	1	9	0	
02. Construction/permitting/inspections	Yes	No	5	4	3	2	1	9	0	
03. Planning and Development Services	Yes	No	5	4	3	2	1	9	0	
04. Special events	Yes	No	5	4	3	2	1	9	0	
05. Police	Yes	No	5	4	3	2	1	9	0	
06. Fire	Yes	No	5	4	3	2	1	9	0	
07. Emergency medical services	Yes	No	5	4	3	2	1	9	0	
08. Streets and Traffic	Yes	No	5	4	3	2	1	9	0	
09. 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	
14. Education, Career and Family Services	Yes	No	5	4	3	2	1	9	0	
15. Tax and License	Yes	No	5	4	3	2	1	9	0	
16. City Manager's Office	Yes	No	5	4	3	2	1	9	0	
17. Mayor and City Council	Yes	No	5	4	3	2	1	9	0	

**20. 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

**21. 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

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

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

23. **City Priorities.** Below are 22 priorities that the City could address. Which **THREE** of the following do you think should be the City's **TOP PRIORITIES** over the next year? [Write your answers for your top 3 choices using the numbers from the list below. For example, if "Trash and Recycling" is your 1<sup>st</sup> choice, enter "12" in the space next to "1<sup>st</sup>" below.]

- |  |   |
|--|---|
| 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. Education, Career and Family Services |

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

**Demographics**

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

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

26. **Is your business located in the Downtown Tempe Authority district?**    \_\_\_\_ (1) Yes    \_\_\_\_ (2) No

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

28. **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

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

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

30. **How many people does your business currently employ?**

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

31. **Approximately what percentage of your employees work remotely?**

\_\_\_\_ (1) 25% or less    \_\_\_\_ (2) 25%-49%    \_\_\_\_ (3) 50%-74%    \_\_\_\_ (4) 75-100%

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

33. **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

34. **Approximately what percentage of your customers do you serve on-site?**

\_\_\_\_ (1) 25% or less    \_\_\_\_ (2) 25%-49%    \_\_\_\_ (3) 50%-74%    \_\_\_\_ (4) 75-100%

36. **Does your business have other sites/locations outside of Tempe?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

37. **Is your business north and/or south of the US-60?** \_\_\_\_ (1) North \_\_\_\_ (2) South \_\_\_\_ (3) Both

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

**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."]**

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

**39. Are you aware of the City's "Equal Pay for Equal Work" initiative?**  (1) Yes  (2) No

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

**41. 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)?**

- |                                       |  |  |
|---------------------------------------|--|--|
| <input type="checkbox"/> (1) Yes, MBE | <input type="checkbox"/> (4) Yes, Disabled Owned | <input type="checkbox"/> (9) Don't know/Unsure |
| <input type="checkbox"/> (2) Yes, WBE | <input type="checkbox"/> (5) Combination         |  |
| <input type="checkbox"/> (3) Yes, SBE | <input type="checkbox"/> (6) None of these       |  |

**42. 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.**

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

- (01) Becoming a Veteran Supportive Employer
- (02) Becoming a designated Equal Pay Business Partner
- (03) Receiving assistance from the City of Tempe regarding expanding, relocation, and/or downsizing your business
- (04) Participating in future surveys or focus groups sponsored by the City
- (05) Participating in utilities energy efficiency programs in order to find cost savings and reduce your greenhouse gas emissions
- (06) Participating in the City's recycling program
- (07) Receiving more information on the City's water conservation programs, such as rebates
- (08) Becoming a Career Ready Tempe host site (Youth Workforce Development) [www.tempe.gov/youthworkforce](http://www.tempe.gov/youthworkforce)
- (09) Participating in the Arizona Green Business Certification <https://az.greenbiztracker.org/site/about>
- (10) Business Resiliency and Recovery Workshop
- (11) Being informed about the Tempe Business Roadshow (topical updates for businesses)
- (12) Becoming a partner employer for the City's program (providing employment opportunities for individuals experiencing homelessness)
- (13) Receiving more information about Refresh Tempe (reinvestment projects throughout the City)
- (14) Shareable sustainability and environmental conservation toolkit (tips for lower water usage, desert landscaping, heat reduction measures, etc.)
- (15) Becoming a partner employer for the City's Tempe Works program (providing employment opportunities for individuals experiencing homelessness)

**To receive future communication from the City and so we may follow up on your suggestions, 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.