

City of Plano

Business Survey

Findings Report

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2020

Submitted to the City of Plano, TX

by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

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ETC
INSTITUTE

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2020 City of Plano Business Survey

Executive Summary

Purpose and Methodology

During the fall of 2020, ETC Institute administered a survey to businesses in the City of Plano. The purpose of the survey was to gather feedback from Plano business owners and senior managers to identify ways to improve the quality of City services. The City Council regularly makes decisions that affect a wide range of City services, including public safety, parks and recreation, sustainability and environmental services, public works, code enforcement, libraries and others. The survey was administered to ensure Plano's priorities are aligned with the needs of their businesses. The survey was administered by mail and online to a random sample of 432 businesses in the City of Plano. The overall results of the survey have a precision of at least +/-4.7% at the 95% level of confidence.

Major Findings

Satisfaction with City Services

- **Expectations Regarding City Services.** Nearly half (49%) of the businesses surveyed felt the quality of City services was significantly higher (12%) or higher (37%) than their expectations; 47% of the businesses surveyed felt the quality of City services was meeting their expectations, and 5% felt the quality of City services was below their expectations.
- **Satisfaction with Specific City Services, Departments or Programs.** The City services, departments, or programs that businesses were most satisfied with, based upon the combined percent of businesses that were "very satisfied" or "satisfied," were:
 - Emergency Medical Services (100%)
 - 9-1-1 Services (99%)
 - Police Department (95%)
 - Fire Inspection (93%)
 - Environmental Health Inspection (91%)

- **Satisfaction with City Customer Service.** Seventy-eight percent (78%) of the businesses surveyed rated the City’s customer service as “very good” (48%) or “good” (30%); only 1% of businesses rated the City’s customer service as “poor” or “very poor”.

Importance of City Services

- The three City services, departments, or programs that businesses felt were most important to their organization were:
 - Police Department (49%)
 - Trash Services (33%)
 - Fire inspection (30%)

Overall Perceptions of the City

- **Satisfaction with Various Items That Influence Perceptions of the City.** Businesses were asked to indicate how satisfied they were with various items that may influence their perceptions of the City. The items that businesses were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were:
 - Overall quality of life (92%)
 - Overall feeling of safety (90%)
 - Overall image of the City (90%)
 - Overall quality of City services (89%)
- **Ratings of the Physical Appearance of the City.** Seventy-two percent (72%) of the businesses surveyed rated the physical appearance of the area where their business is located as “very good” (36%) or “good” (36%); 21% rated it as “average”, 6% rated it as “poor/very poor”, and 1% did not know.
- **Reasons for Moving to Plano.** When asked to indicate which issues they felt were most important in their decision to locate their business in Plano, the items that businesses identified as most important, based upon the combined percentage of “extremely important,” “very important” and “important” responses, were:
 - Low crime rate (98%)
 - Telecommunications/utilities/other infrastructure (96%)
 - Overall image of the City (95%)
 - Attitude of local government toward business (95%)
 - Access to the major highway system (95%)

- **Reasons Business Will Stay in Plano for the Next 10 Years.** The top three items that businesses indicated would most impact their decision to stay in Plano for the next 10 years were:
 - Low crime rate (46%)
 - Level of taxation (34%)
 - Overall image of the City (30%)
- **Satisfaction with the City’s Performance in Other Areas.** Businesses were asked to indicate how satisfied they were with the City’s performance in other business-related areas, such as retaining existing businesses, attracting new businesses, etc. The services that businesses were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were:
 - Working to attract new businesses to Plano (74%)
 - Supporting business growth & development (73%)
 - Working to retain existing businesses in Plano (70%)
 - Working on road conditions (60%)
- **Satisfaction with City Codes and Regulations.** The City codes and regulations that businesses were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were:
 - Health inspection regulations (71%)
 - Environmental health regulations (70%)
 - Trash disposal regulations (67%)
 - Recycling disposal regulations (67%)

Perceptions of the City as a “Business Friendly” Community

- **Ratings of the City’s Business Atmosphere Compared to Two Years Ago.** Twenty-three percent (23%) of the businesses surveyed felt the City’s business atmosphere was “better” compared to two years ago; 46% of the businesses surveyed felt the City’s business atmosphere was the same compared to two years ago, but felt it was “good;” 4% felt it was the same compared to two years ago, but that it was “poor;” 13% felt it was “worse” compared to two years ago, and 14% did not know.
- **Likelihood of Recommending the City as a Business Location.** Most (96%) of the businesses surveyed were “very likely” (52%), “likely” (31%), or “somewhat likely” (13%) to recommend Plano as a business location to friends, family and co-workers; only 4% were “not likely” or “not likely at all” to recommend Plano as a business location, and 1% did not know.

- **Ratings of the Labor Pool in Plano.** When asked to rate the labor pool in Plano, the items that showed the highest positive ratings, based upon a combined percentage of “very good” and “good” responses, were:
 - Quality of labor (69%)
 - Competitive wages (67%)
 - Productivity of the workforce (66%)

Communication

- **Use of the City’s Website.** Nearly half (49%) of the businesses surveyed had NOT used the City’s website; 44% of businesses had used the City’s website, and 7% did not know.
- **Ratings of the City’s Website.** Of those businesses that had used the City’s website, most (81%) rated the usefulness of the site as “very good” or “good,” 81% rated the informative content as “very good” or “good”, and 80% rated the ease of navigation as “very good” or “good.”.
- **Best Ways to Communicate With Businesses.** The top two ways that businesses felt it would best for the City to communicate with them were: emails (71%) and direct mail (48%). Some of the other ways identified by businesses were: website (32%), personal calls (21%), and Facebook (10%).
- **Overall Ratings of City Communication.** More than half (52%) of the businesses surveyed rated the City’s communication with business owners and managers as “very good” (19%) or “good” (33%); 27% rated the City’s communication with business owners and managers as “average,” 9% rated it as “poor” (7%) or “very poor” (2%), and 12% did not know.

Property Taxes

- **How Property Taxes Compare to Surrounding Communities.** Thirty-two percent (32%) of businesses felt the City’s property taxes were “about the same” compared to surrounding communities; 38% felt property taxes were higher compared to surrounding communities; 6% felt they were lower, and 23% did not know.
- **Ratings of the Amount of Property Taxes.** Businesses were asked to indicate their agreement with various statements regarding the amount of property taxes they were paying in relation to the quality of City services they were receiving. The results are provided below:

- 31% of the businesses surveyed felt property taxes were just right for the amount and quality of City services they were receiving.
- 22% of businesses felt property taxes were too high for the quality of services they were receiving.
- 19% of businesses felt property taxes were too high, but felt the City was providing more services at a higher quality than expected.
- 1% of businesses felt property taxes were too low for the amount and quality of City services received.

Trend Summary

- **Short-Term Trends.** Overall satisfaction with the quality of City Services decreased 3% from 2018 to 2020. The most significant increases and decreases among all items that were assessed in 2018 and 2020 on the survey are listed below:
 - **Most Significant INCREASES.** The areas where ratings increased by 5% or more from 2018 to 2020 were:
 - Working on easing traffic congestion (+10%)
 - Police traffic enforcement (+6%)
 - Environmental Health Inspection (+6%)
 - Emergency Medical Services (+5%)
 - **Most Significant DECREASES.** The areas where ratings decreased by 5% or more from 2018 to 2020 were:
 - Business signage regulations (-5%)
 - Quality of public education (-5%)
 - Stability of the city's labor force (-5%)
 - Restaurant inspection regulations (-5%)
 - Creating attractions/events to bring residents from surrounding towns to Plano (-6%)
 - Working to retain existing businesses in Plano (-6%)
 - Environmental health regulations (-7%)
 - Availability of labor (-7%)
 - Supporting business growth and development (-8%)
 - Property Standards/Neighborhood Services (-8%)
 - Working to attract new businesses to Plano (-8%)
 - Quality of new development in the city (-8%)
 - Trash disposal regulations (-9%)
- **Long-Term Trends.** Overall satisfaction with the quality of City Services decreased 4% from 2012 to 2020. The most significant increases and decreases among all items that were assessed in 2012 and 2020 on the survey are listed below:

- **Most Significant INCREASES.** The areas where ratings increased by 5% or more from 2012 to 2020 were:
 - Emergency Medical Services (+5%)
 - Recycling Services (+5%)
- **Most Significant DECREASES.** The areas where ratings decreased by 5% or more from 2012 to 2020 were:
 - Overall quality of life (-5%)
 - Overall image of the city (-5%)
 - Creating attractions/events to bring residents from surrounding towns to Plano (-6%)
 - Availability of higher education (-7%)
 - Quality of new development in the city (-8%)
 - Attitude of employees in the labor pool (-8%)
 - Planning and Zoning (-8%)
 - Productivity of the workforce (-8%)
 - Working to retain existing businesses in Plano (-9%)
 - Working on easing traffic congestion (-9%)
 - Business signage regulations (-10%)
 - Zoning codes (-10%)
 - Street Maintenance (-10%)
 - Stability of the city's labor force (-11%)
 - Trash disposal regulations (-11%)
 - Working on road conditions (-12%)
 - Business parking regulations (-13%)
 - Landscaping codes (-14%)
 - Availability of labor (-14%)
 - Requirement for proper business appearance (-18%)

Other Findings

- Forty-nine percent (49%) of businesses were NOT aware that the City has an Economic Development Incentive fund that considers funding for economic development and redevelopment projects; 30% of businesses were aware of the Economic Development Incentive Fund, and 22% did not know.
- Sixty-six percent (66%) of the businesses surveyed indicated they would know where to call or go if their business had a complaint or comment to make about City services and 34% did not.
- Sixty-five percent (65%) of businesses surveyed indicated it was either “extremely important” (28%) or “important” (37%) to increase the capacity along US 75; 17% indicated it was only “somewhat important;” 12% indicated it was “not important” (10%) or “not at all important” (2%), and 7% did not know.

- Forty-one percent (41%) of businesses surveyed indicated they applied for COVID-19 grants. Of those businesses, 90% received grants. Of the 10% of businesses that did not receive COVID-19 grants, the reasons why included “didn’t lose enough revenue due to COVID-19” (20%), “duplication of benefits – already received assistance through other program(s)” (20%), and “our type of business isn’t eligible to receive grants” (60%).
- Nearly half (48%) of businesses surveyed indicated it has been “very easy” (14%) or “easy” (34%) to obtain Personal Protective Equipment (PPE) and cleaning supplies; 30% were “neutral,” 21% indicated obtaining PPE and cleaning supplies has been “difficult” (17%) or “very difficult” (4%), and 2% were not sure.
- Seventeen percent (17%) of businesses surveyed indicated the additional costs of implementing safe practices during COVID-19 are having a “major impact” on their business; 40% indicated the additional costs are having a “moderate impact,” 28% indicated a “minor impact,” 12% indicated an “insignificant impact,” and 4% were not sure.
- Nearly three-fourths (74%) of businesses surveyed indicated their company’s approach to work in the post COVID-19 era will be “office first,” primarily working from the office, remotely if necessary.

Opportunities for Investment

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 that 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 the 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:

- Trash Services (IS Rating=0.0486)
- Property Standards/Neighborhood Services (IS Rating=0.0399)
- Street Maintenance (IS Rating=0.0352)

The table below shows the Importance-Satisfaction rating for all 15 major categories of City services that were rated.

2020 Importance-Satisfaction Rating City of Plano Business Survey Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Trash Services	33%	2	85%	11	0.0486	1
Property Standards/Neighborhood Services	13%	9	69%	15	0.0399	2
Street Maintenance	13%	8	73%	13	0.0352	3
Police Department	49%	1	95%	3	0.0234	4
Building Inspections-Permitting	16%	7	86%	9	0.0218	5
Fire Inspection	30%	3	93%	4	0.0205	6
Water and Sewer Billing	21%	6	90%	6	0.0200	7
Planning and Zoning	6%	12	72%	14	0.0156	8
Recycling Services	8%	10	88%	8	0.0101	9
Environmental Health Inspection	7%	11	91%	5	0.0060	10
City Hall (General)	4%	14	86%	10	0.0050	11
Police Traffic Enforcement	4%	13	89%	7	0.0046	12
9-1-1 Services	29%	4	99%	2	0.0029	13
Street Drainage	1%	15	84%	12	0.0011	14
Emergency Medical Services	24%	5	100%	1	0.0000	15

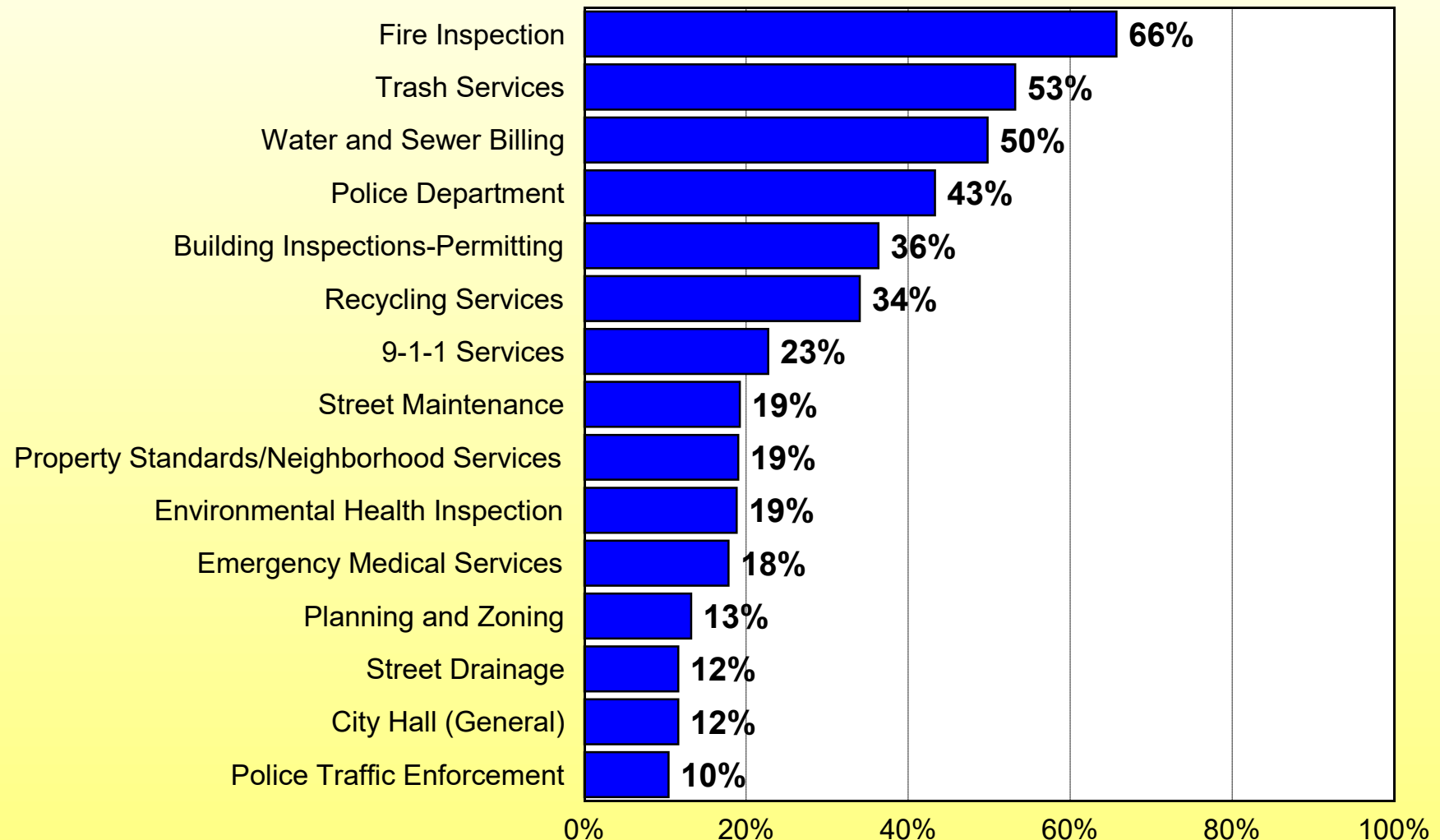
Section 1

Charts and Graphs

2020 City of Plano Business Survey

Whether or Not Business Has Used Various City Services, Departments and Programs Over the Past Two Years

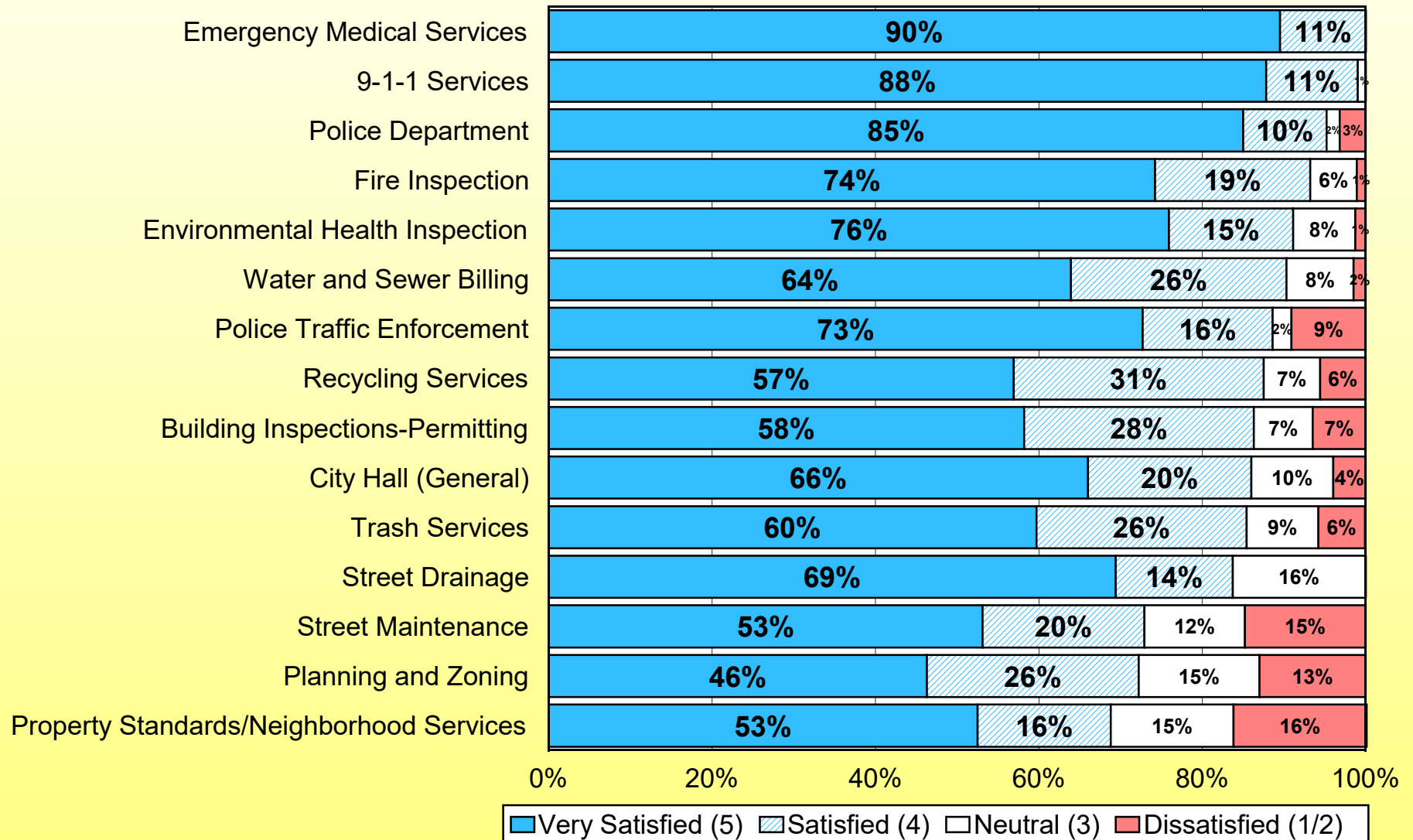
by percentage of businesses that have used the service/department/program



Source: ETC Institute (2020 City of Plano Business Survey)

Satisfaction with Various City Services, Departments and Programs

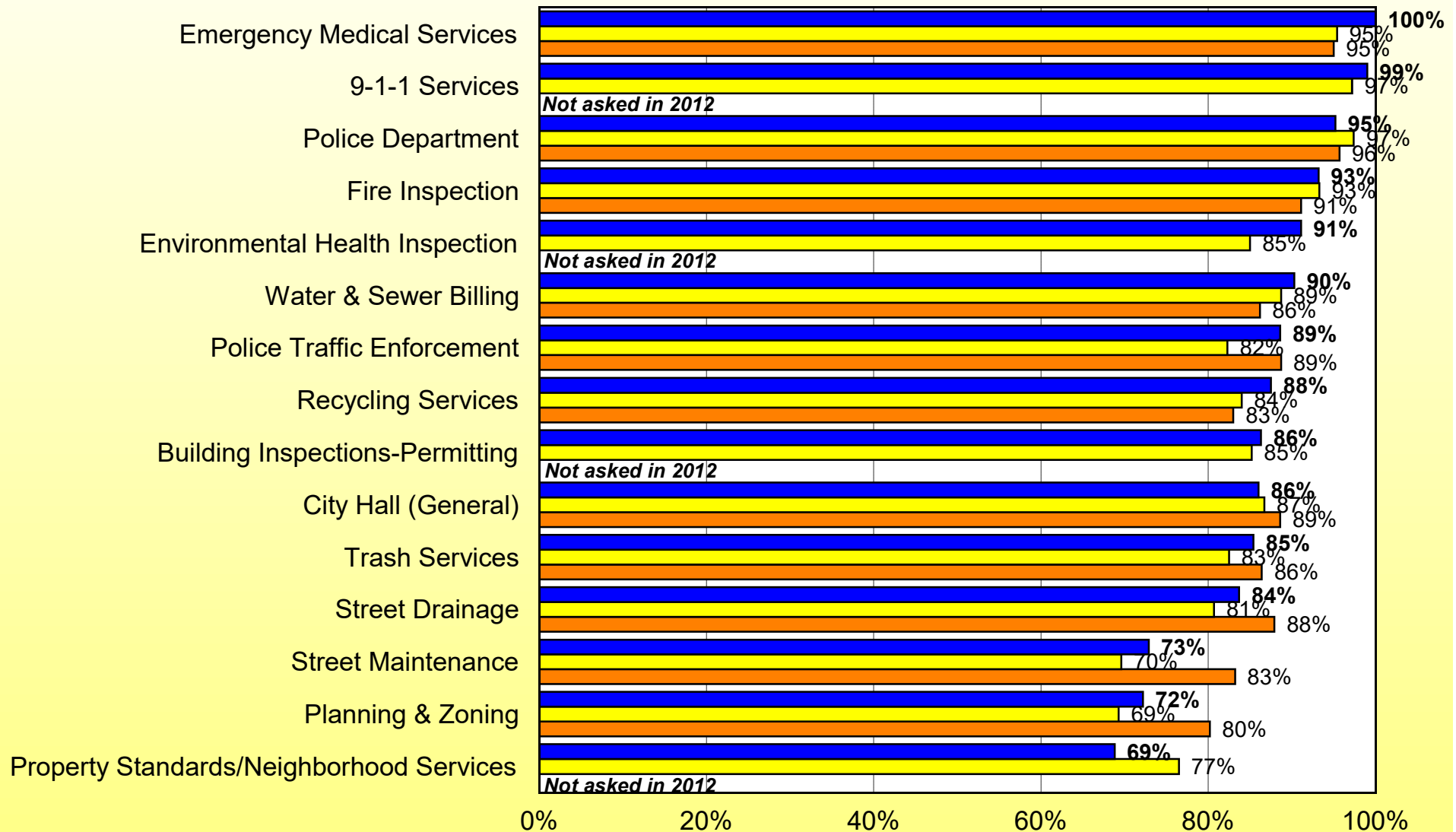
by percentage of businesses that rated the item on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

Satisfaction with Various City Services, Departments and Programs

by percentage of businesses that were "Very Satisfied" or "Satisfied" (excluding "don't know")

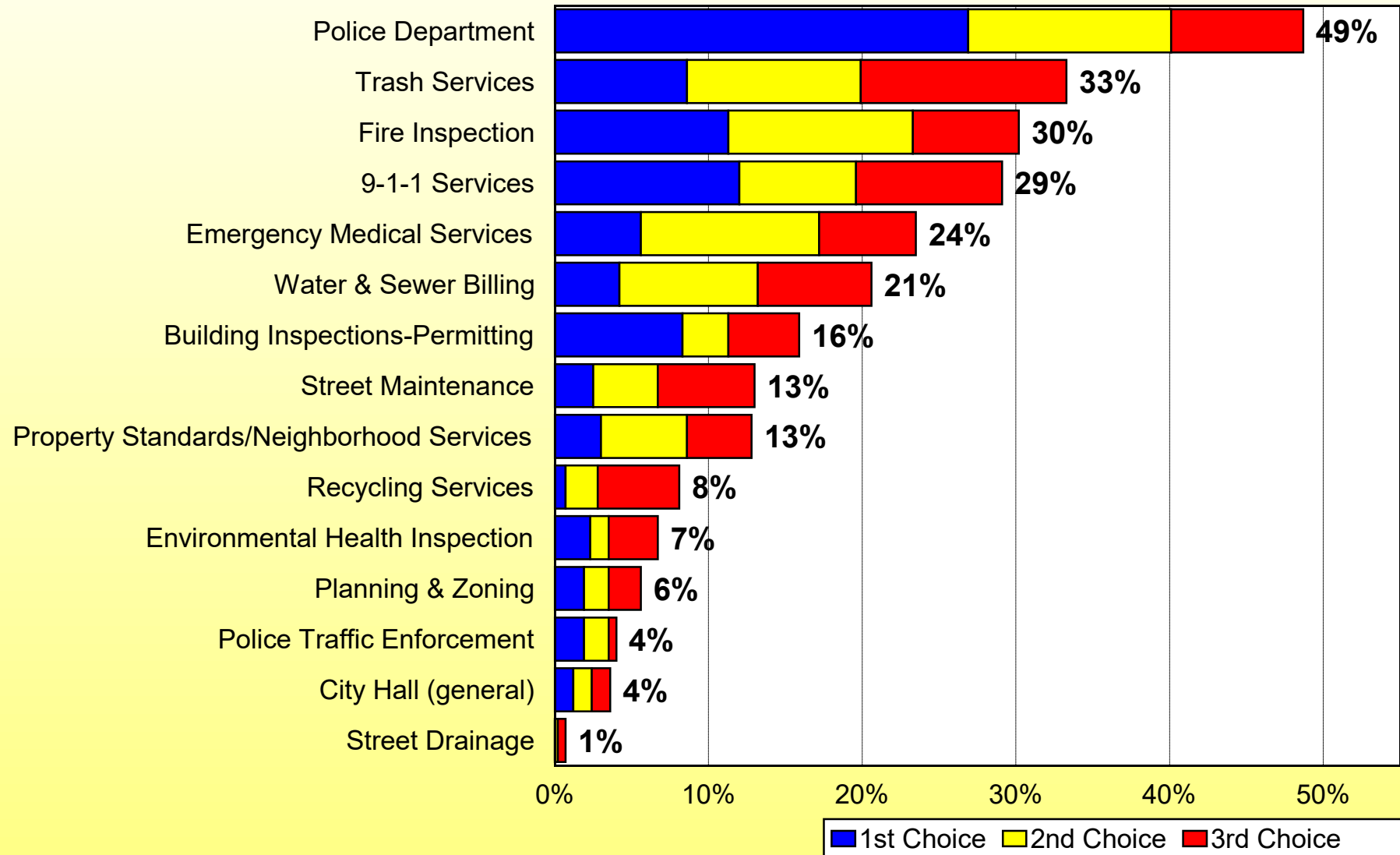


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

City Services, Departments and Programs Most Important to Plano Businesses

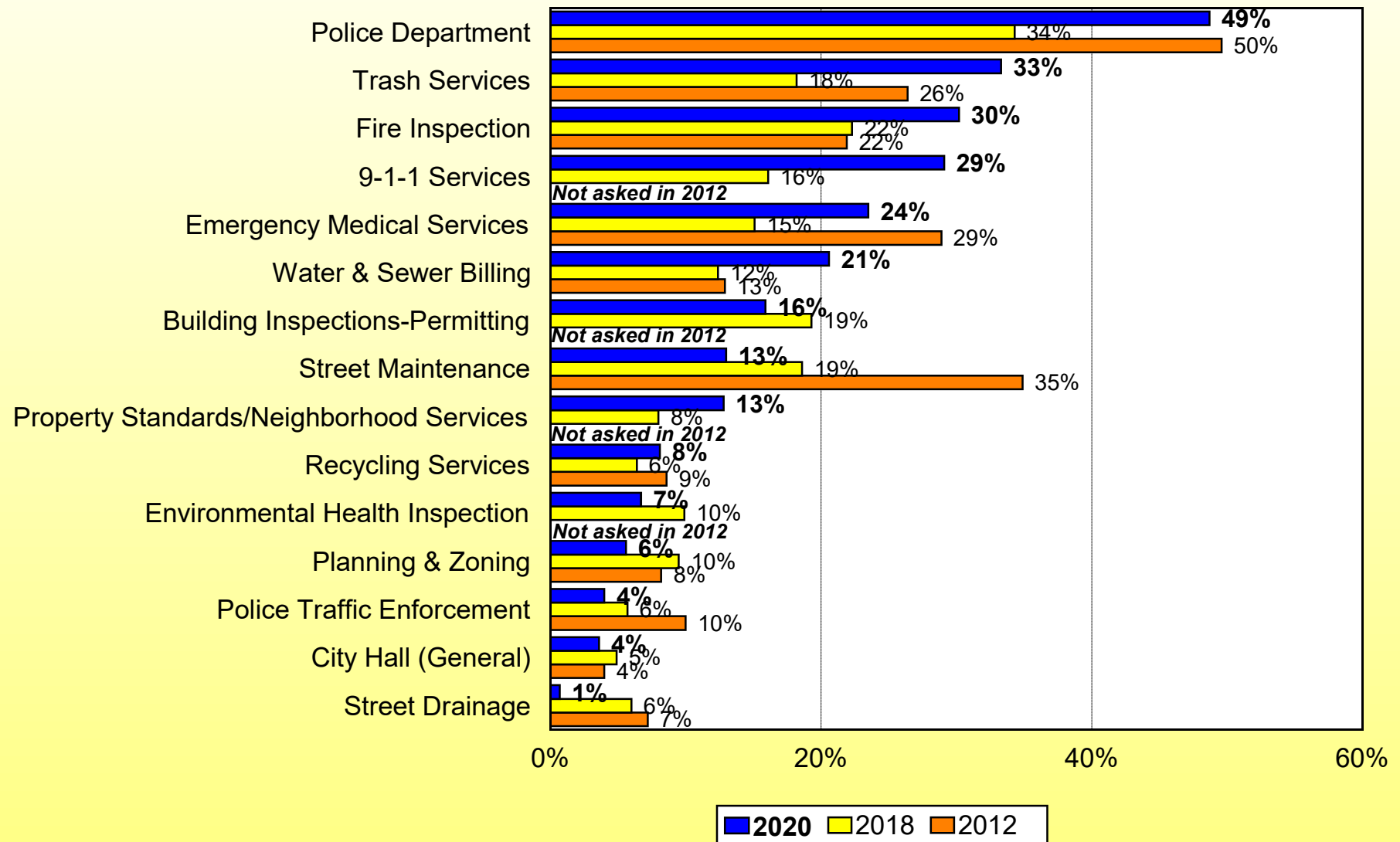
by percentage of businesses that selected the item as one of their top three choices



Source: ETC Institute (2020 City of Plano Business Survey)

City Services, Departments and Programs Most Important to Plano Businesses

by percentage of businesses that selected the item as one of their top three choices

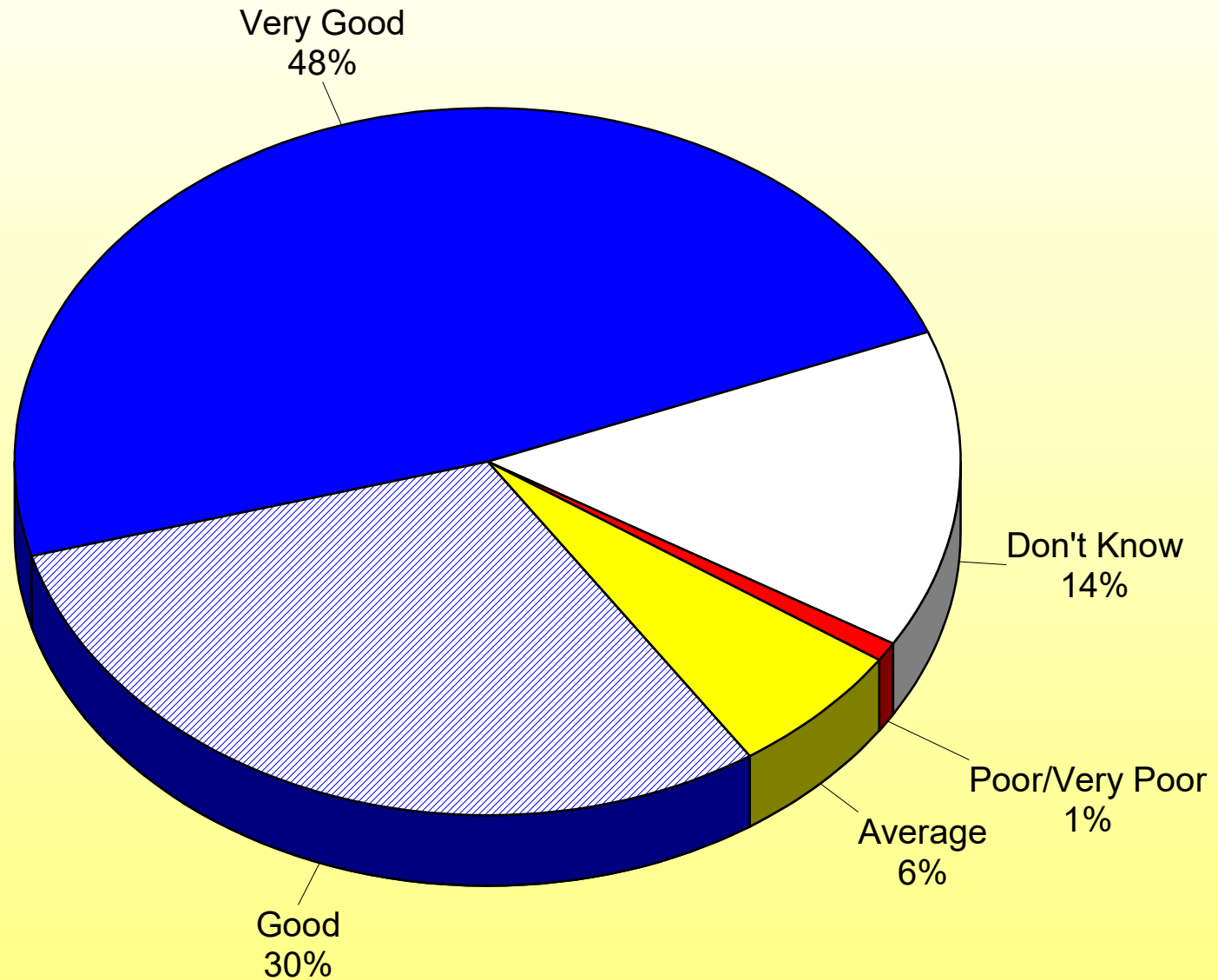


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Overall Ratings of Plano Customer Service

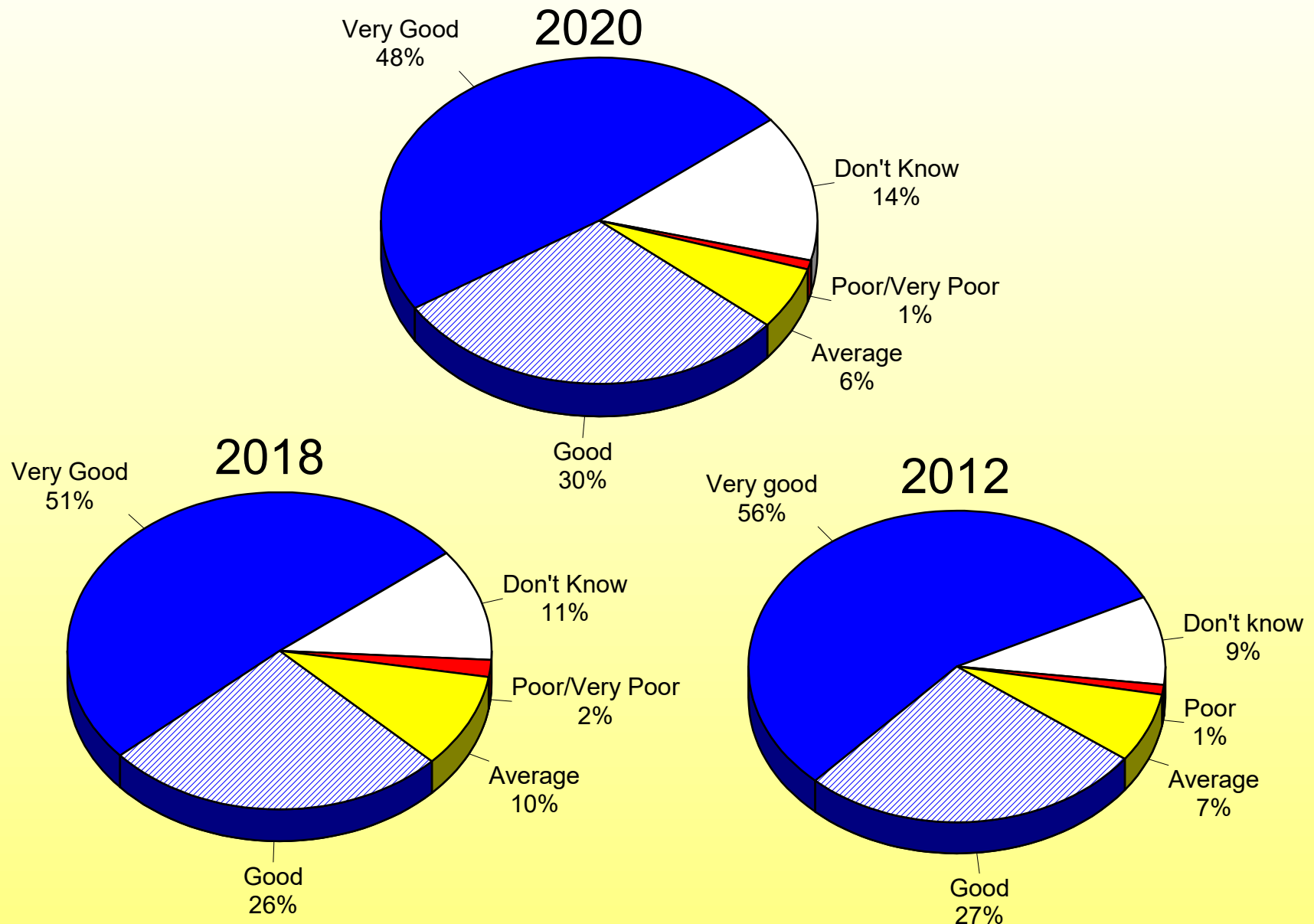
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Overall Ratings of Plano Customer Service

by percentage of businesses surveyed

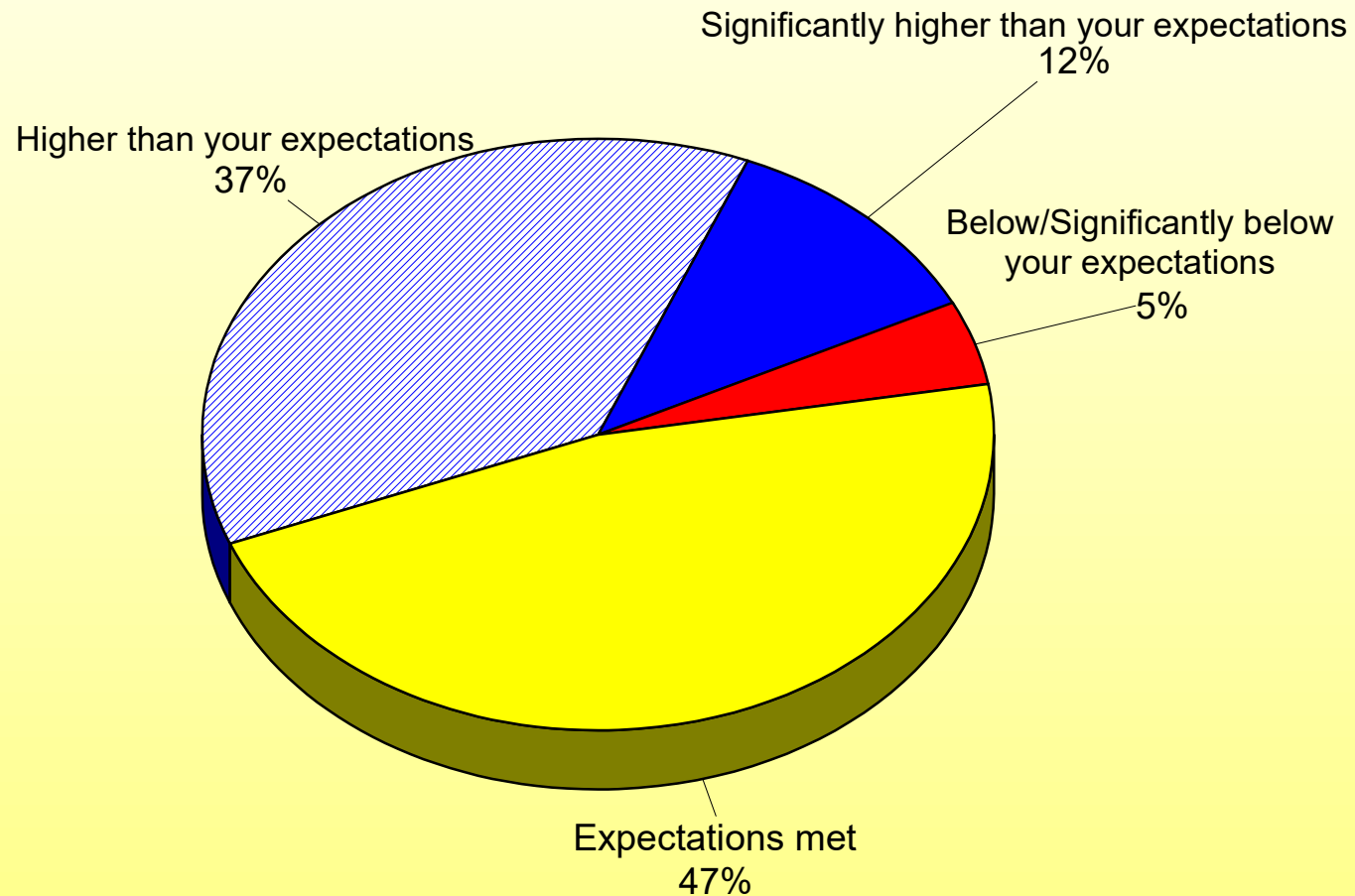


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

In general, would you say the quality of services provided is...

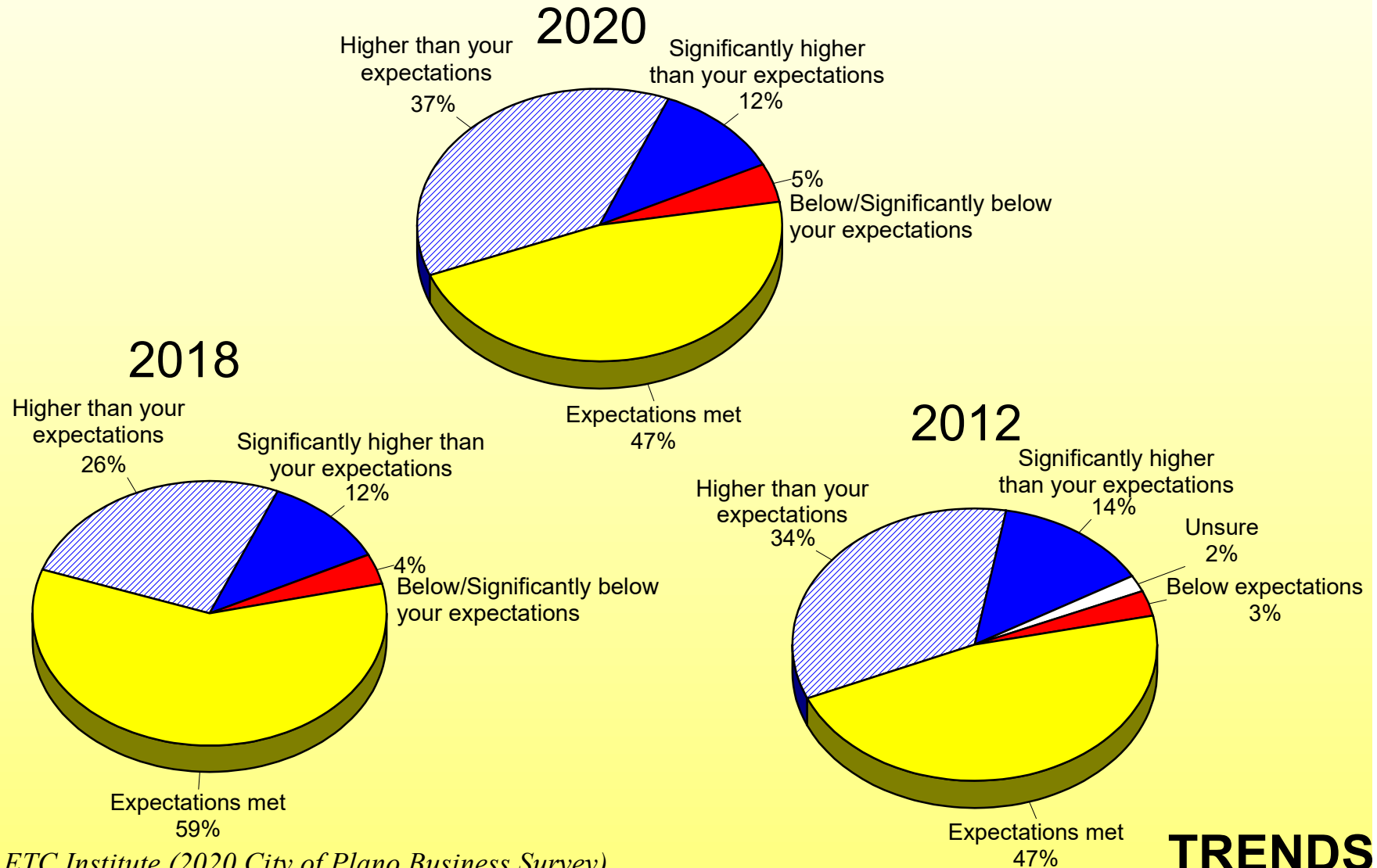
by percentage of businesses surveyed (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

How satisfied are you with the overall quality of services provided by the City of Plano? Would you say the quality of services provided is...

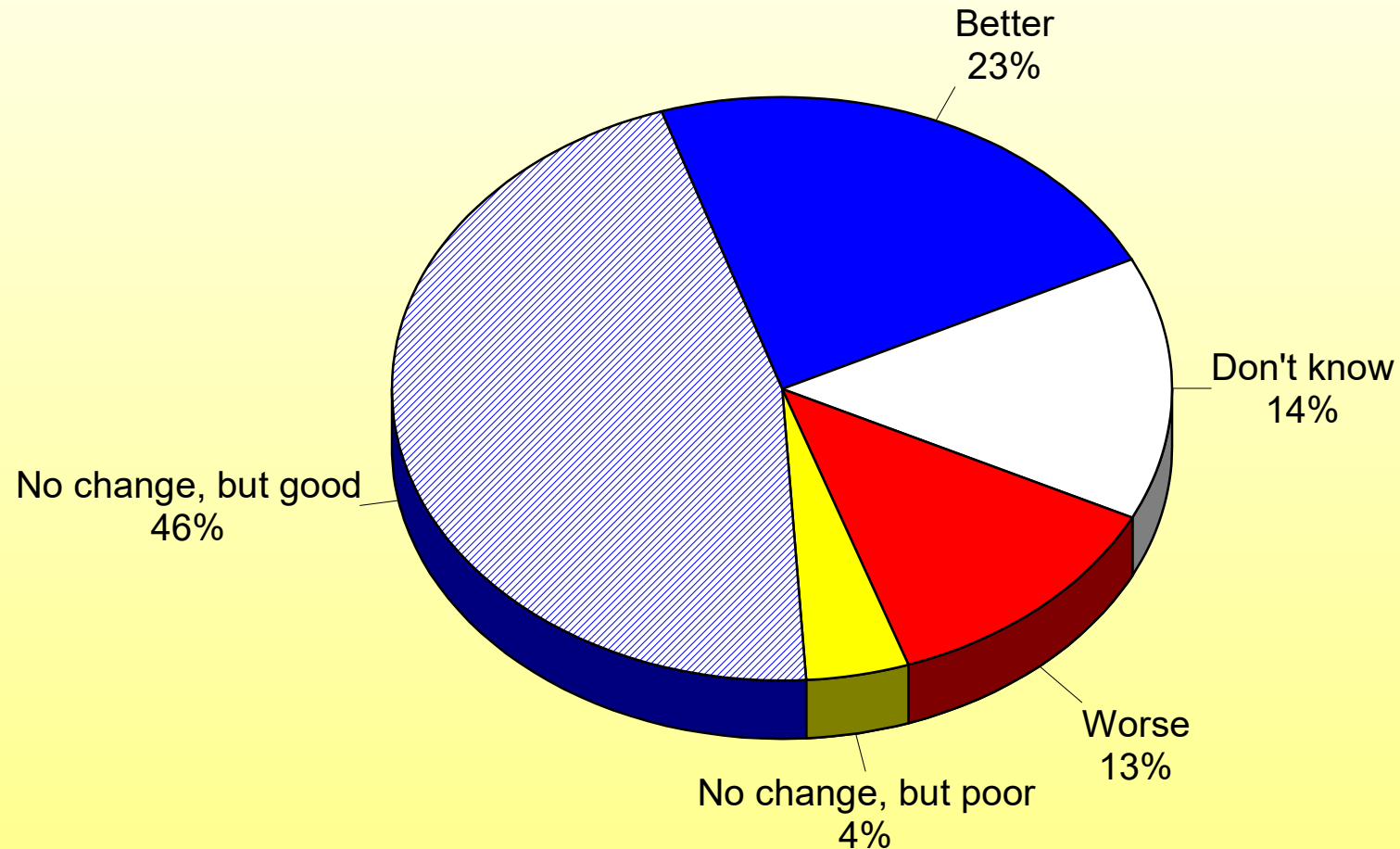
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Perceptions of the Overall Business Atmosphere Compared to Two Years Ago

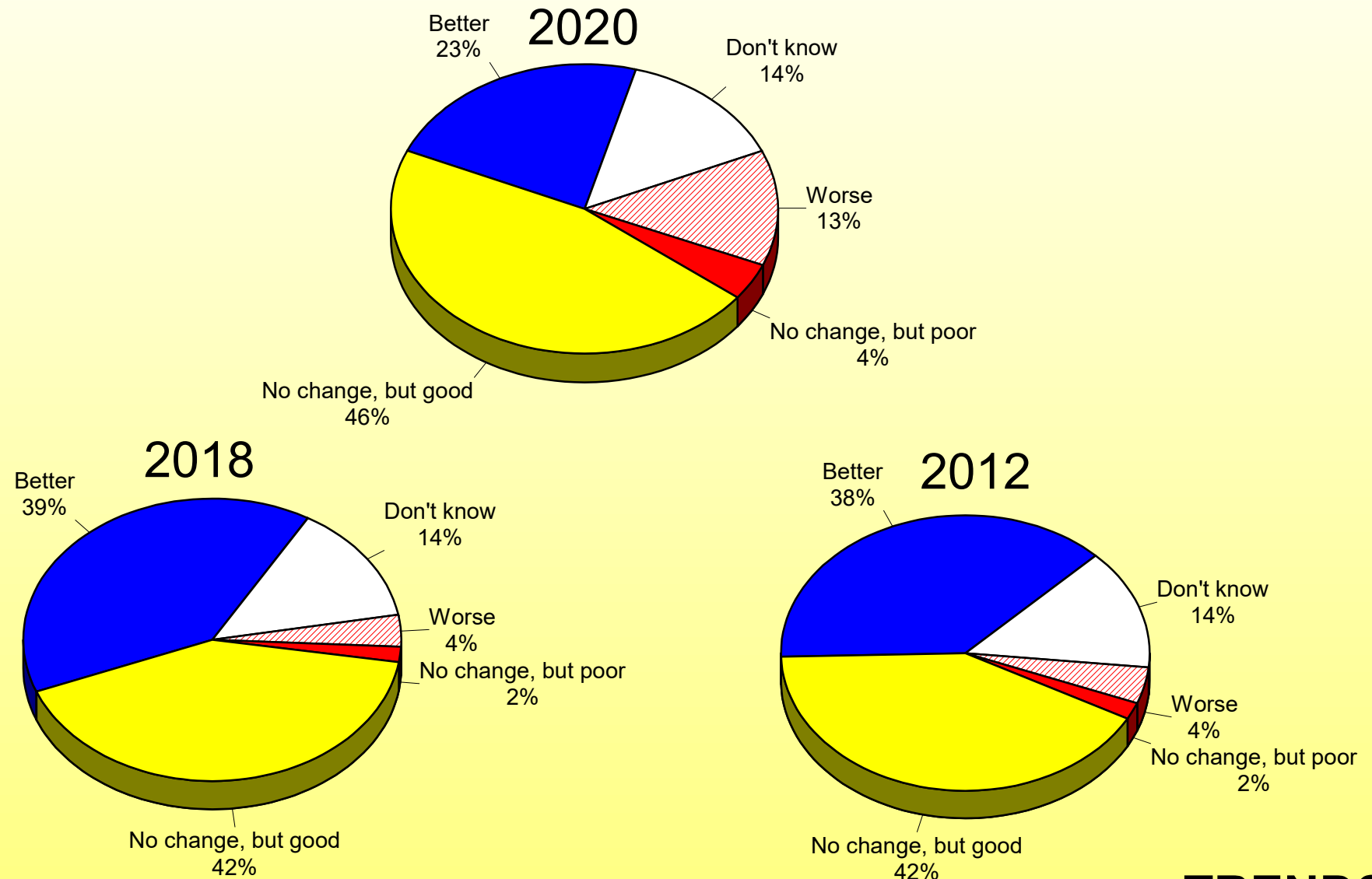
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Perceptions of the Overall Business Atmosphere Compared to Two Years Ago

by percentage of businesses surveyed

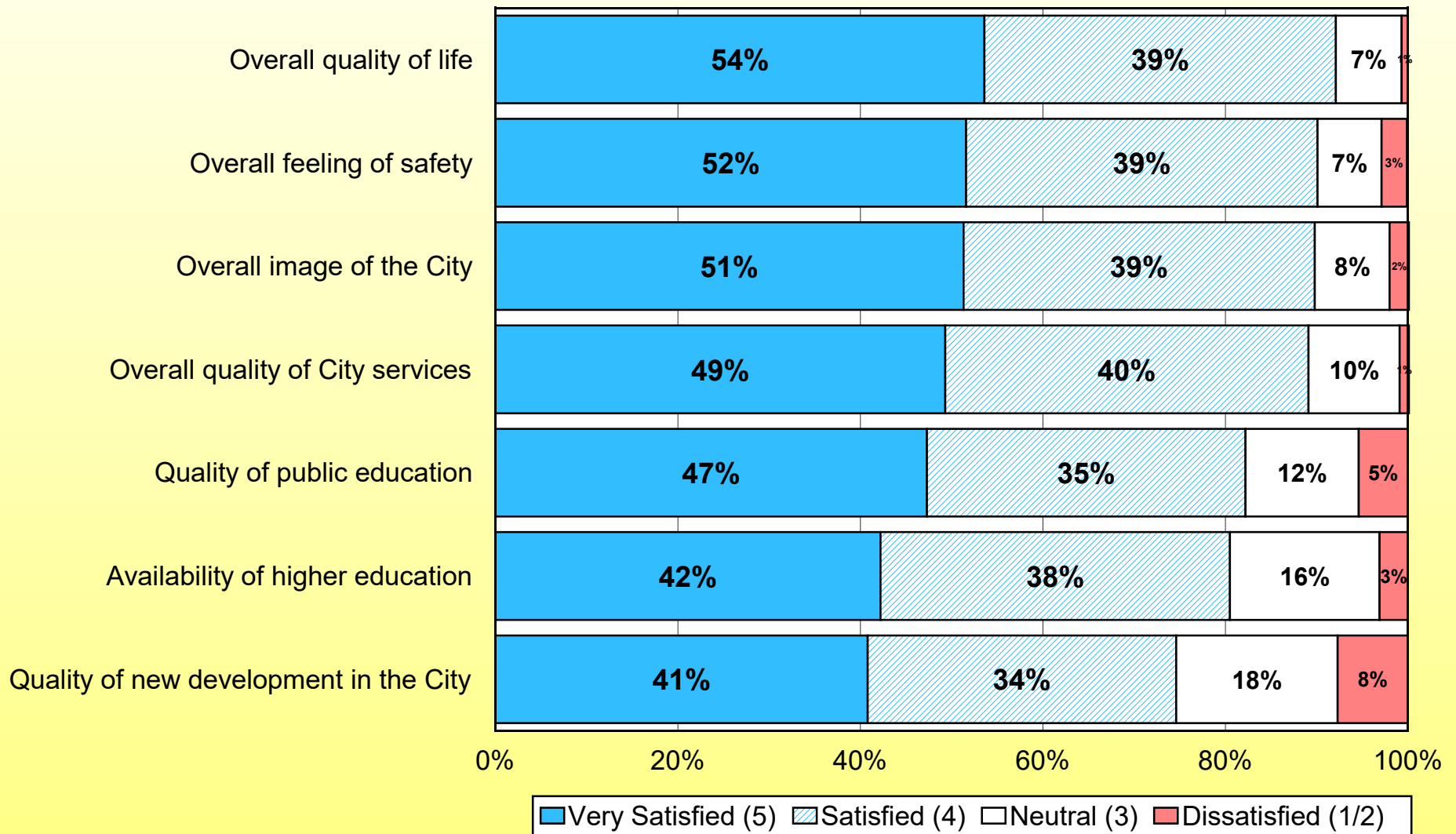


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Satisfaction With Items That Influence Perceptions of Plano

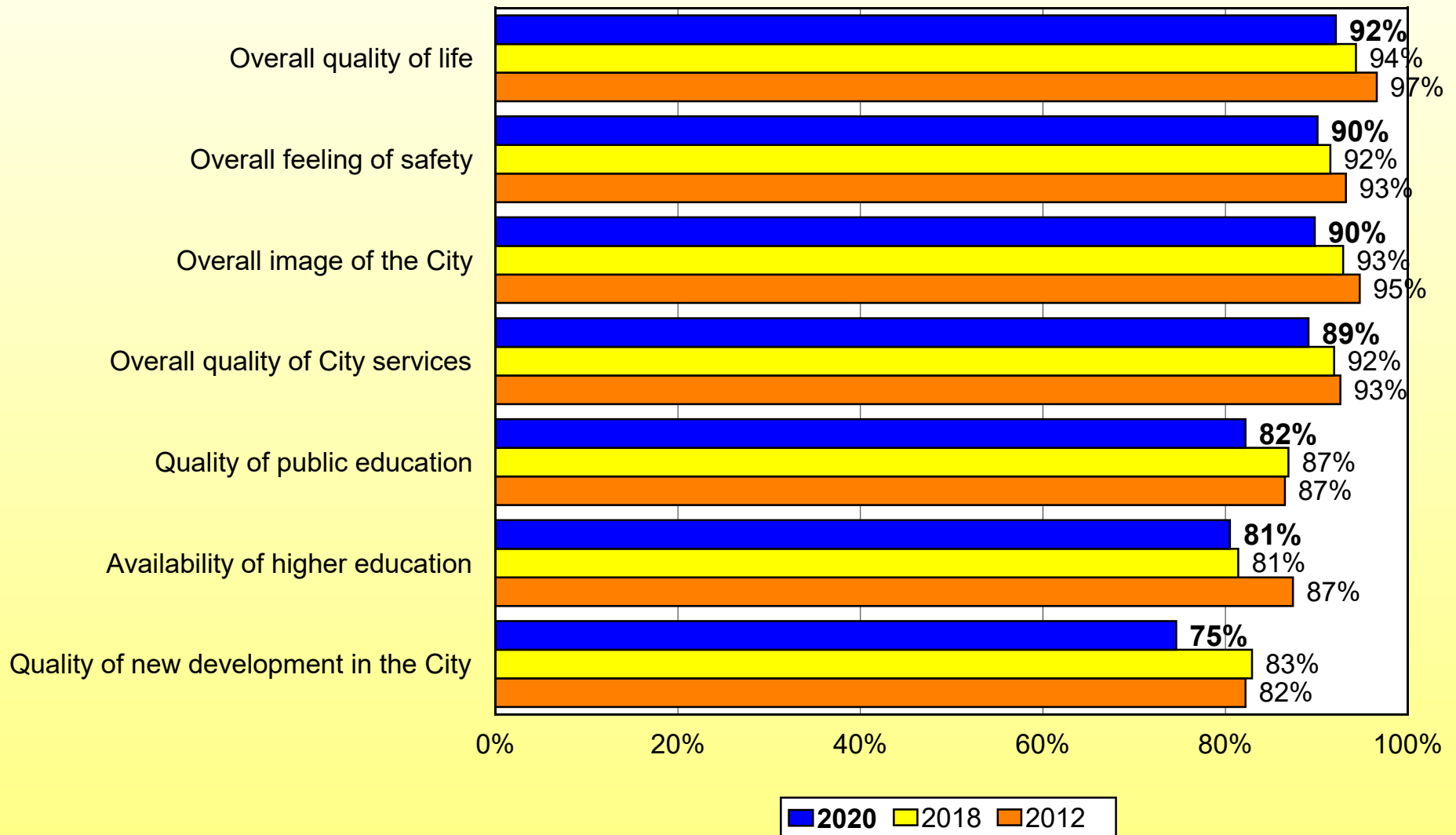
by percentage of businesses that rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

Satisfaction With Items That Influence Perceptions of Plano

by percentage of businesses that were "Very Satisfied" or "Satisfied" (excluding "don't know")

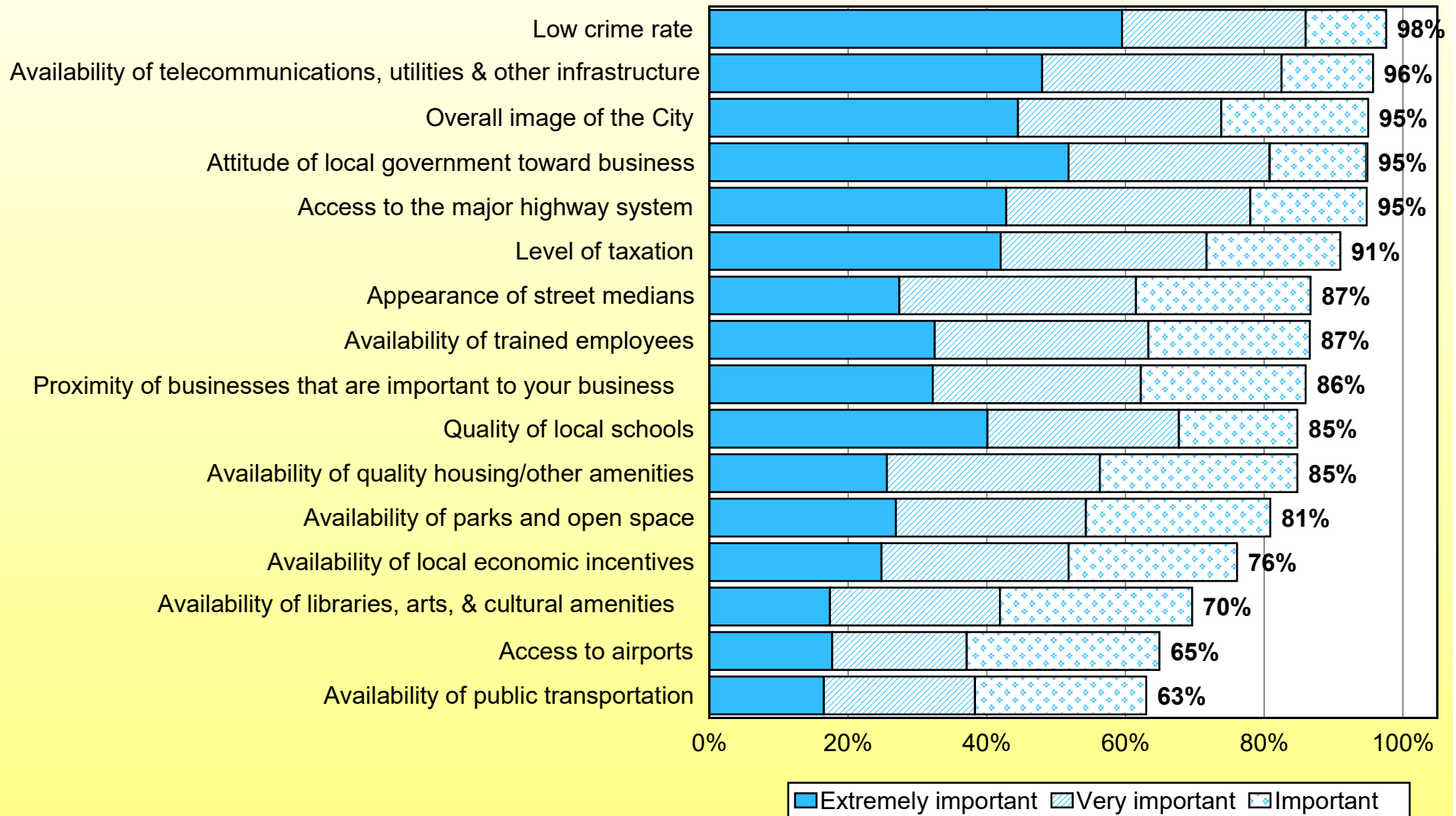


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Importance of Various Issues in the Decision to Locate in Plano

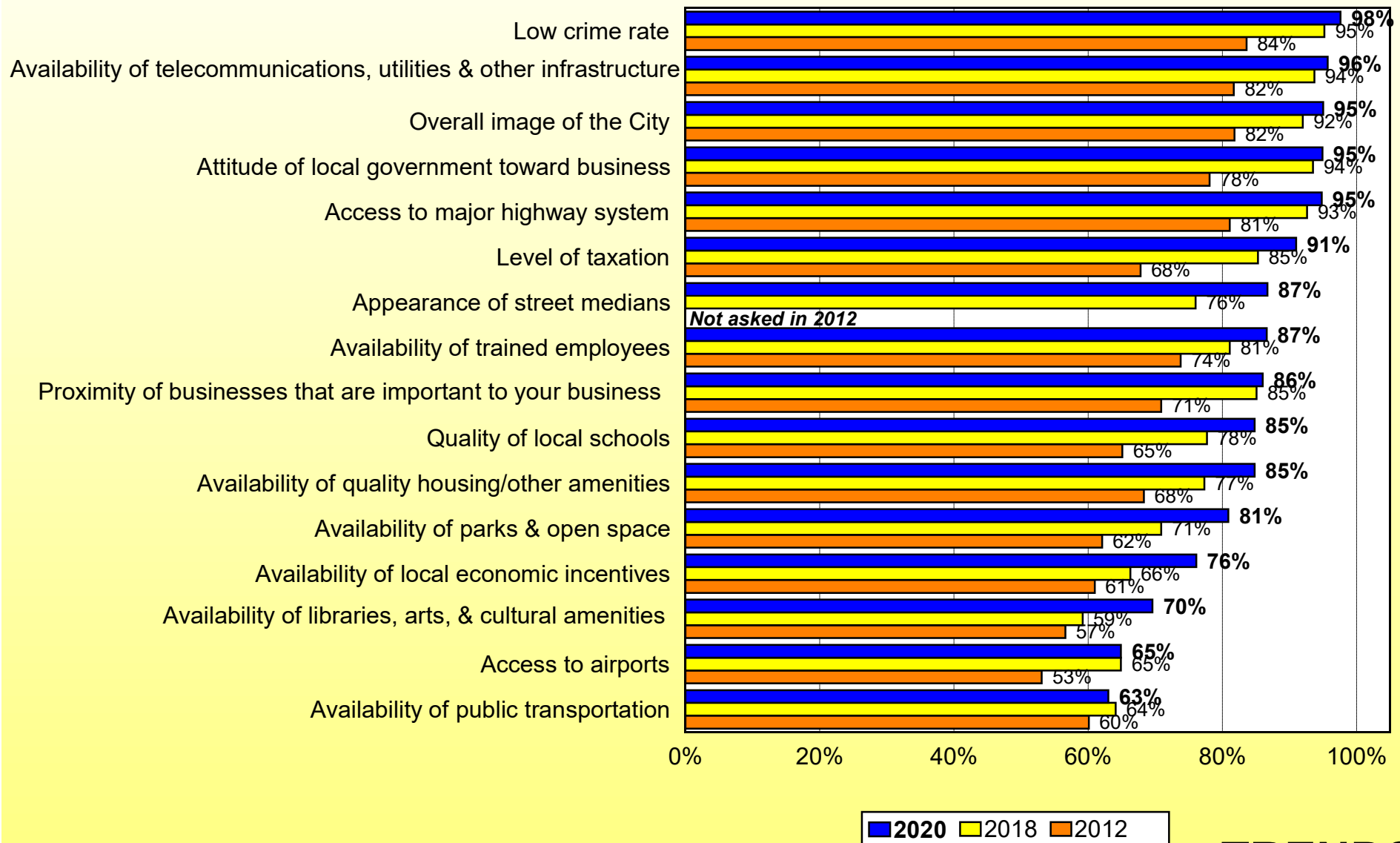
by percentage of businesses that rated the item as “extremely important”, “very important” or “important”



Source: ETC Institute (2020 City of Plano Business Survey)

Importance of Various Issues in the Decision to Locate in Plano

by percentage of businesses that rated the item as “extremely important” “very important” or “important”

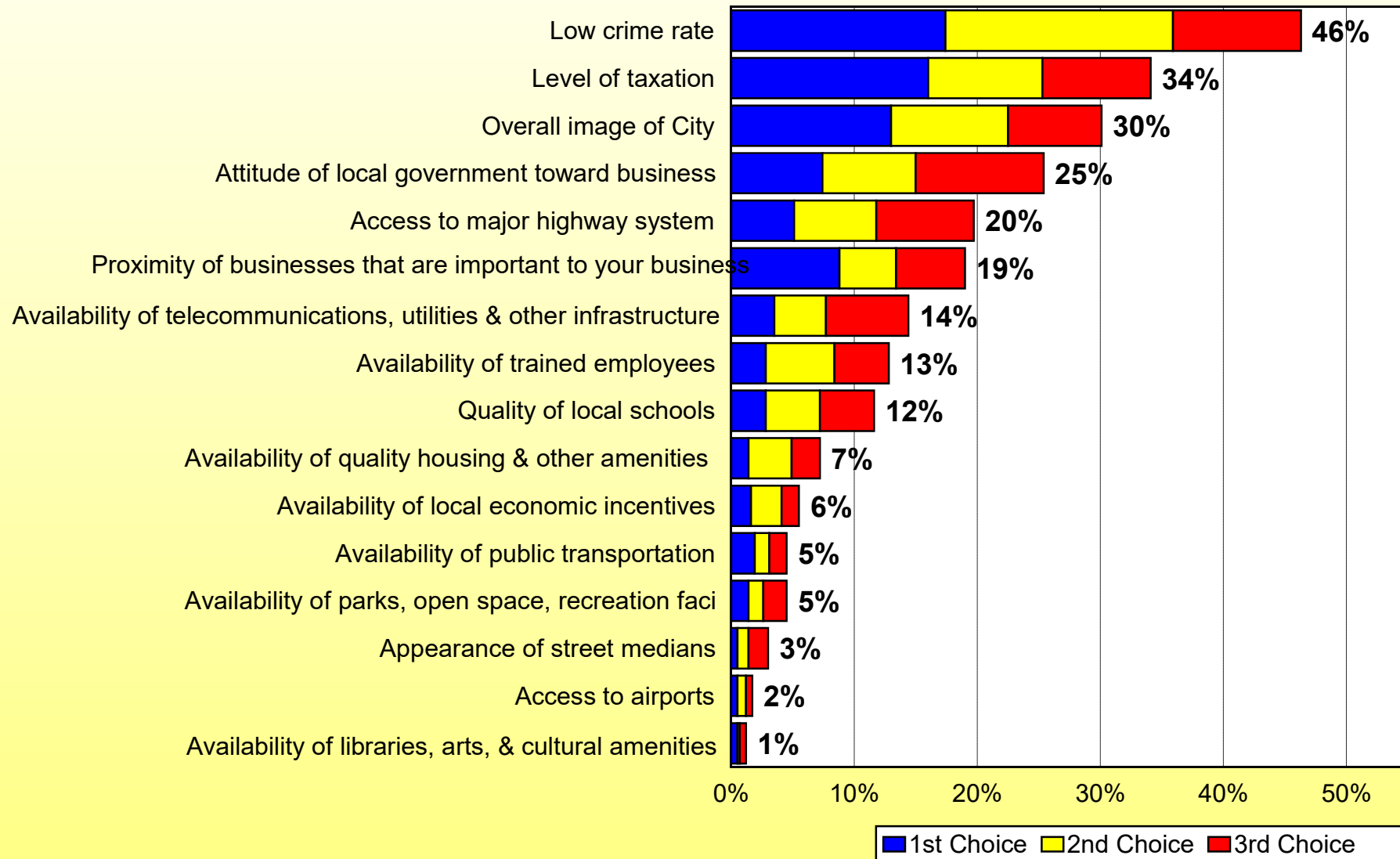


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Issues Most Important in the Decision to Stay in Plano for the Next 10 Years

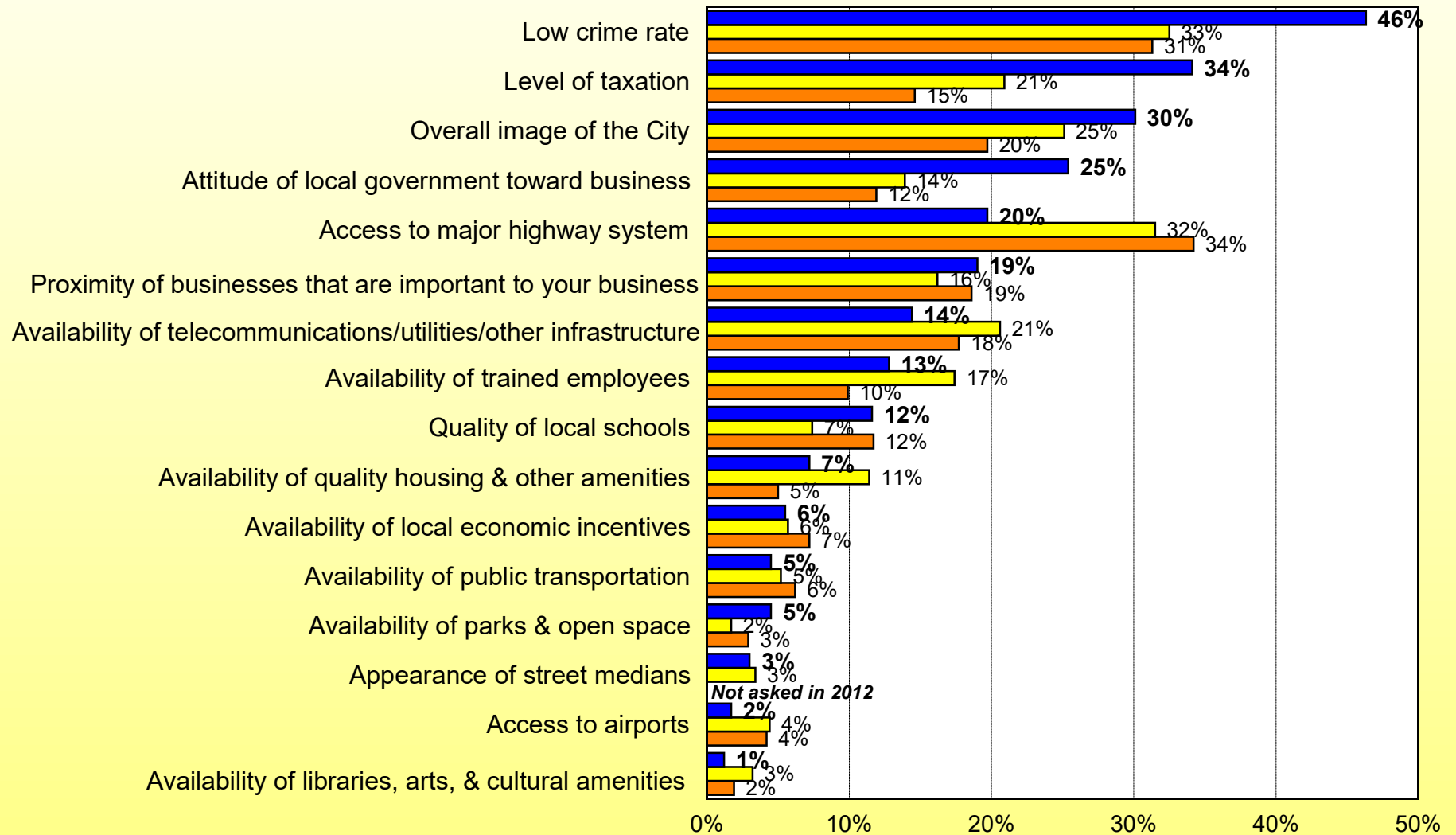
by percentage of businesses that selected the item as one of their top three choices



Source: ETC Institute (2020 City of Plano Business Survey)

Issues Most Important in the Decision to Stay in Plano for the Next 10 Years

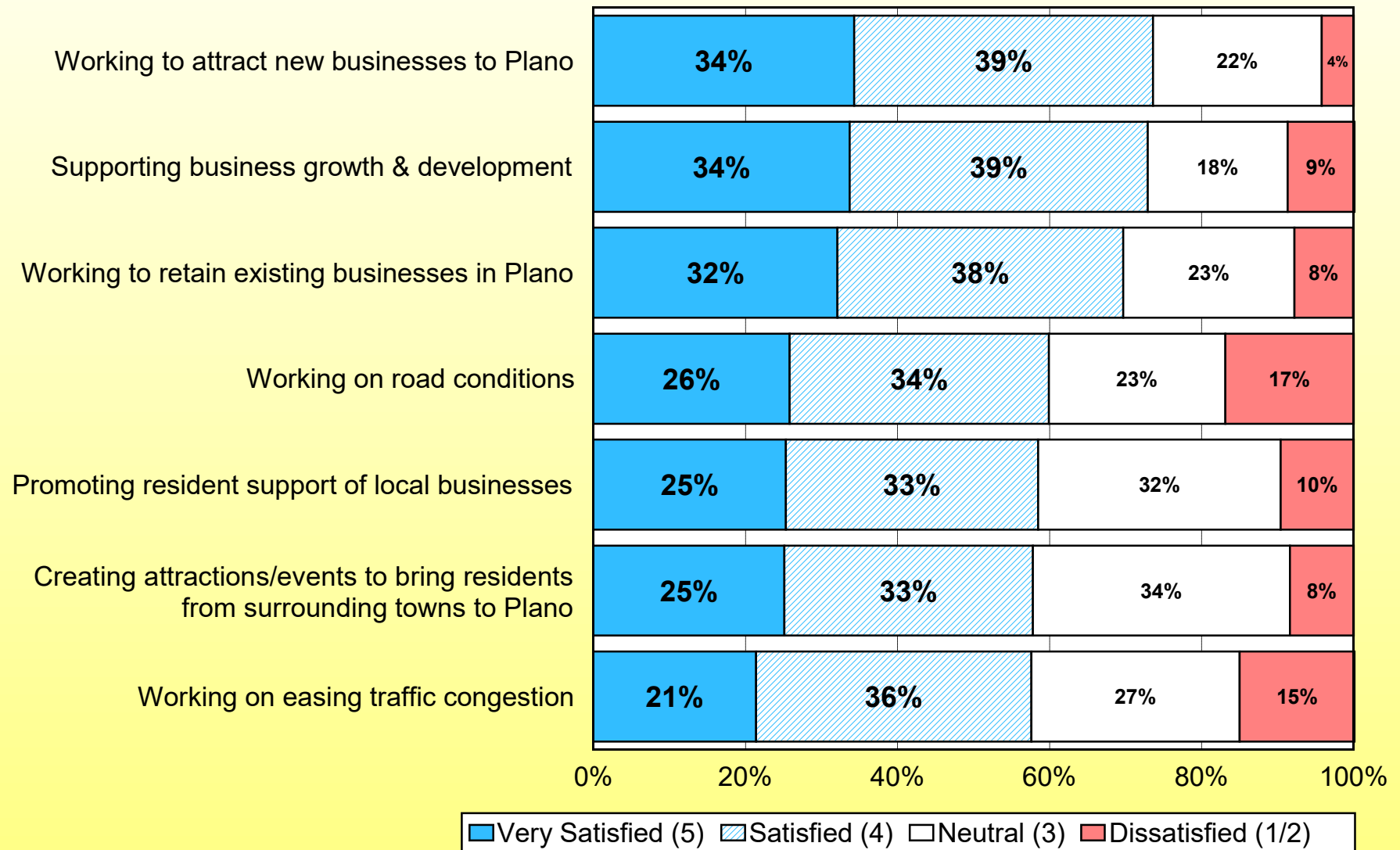
by percentage of businesses that selected the item as one of their top three choices



Source: ETC Institute (2020 City of Plano Business Survey)

How satisfied is your business with:

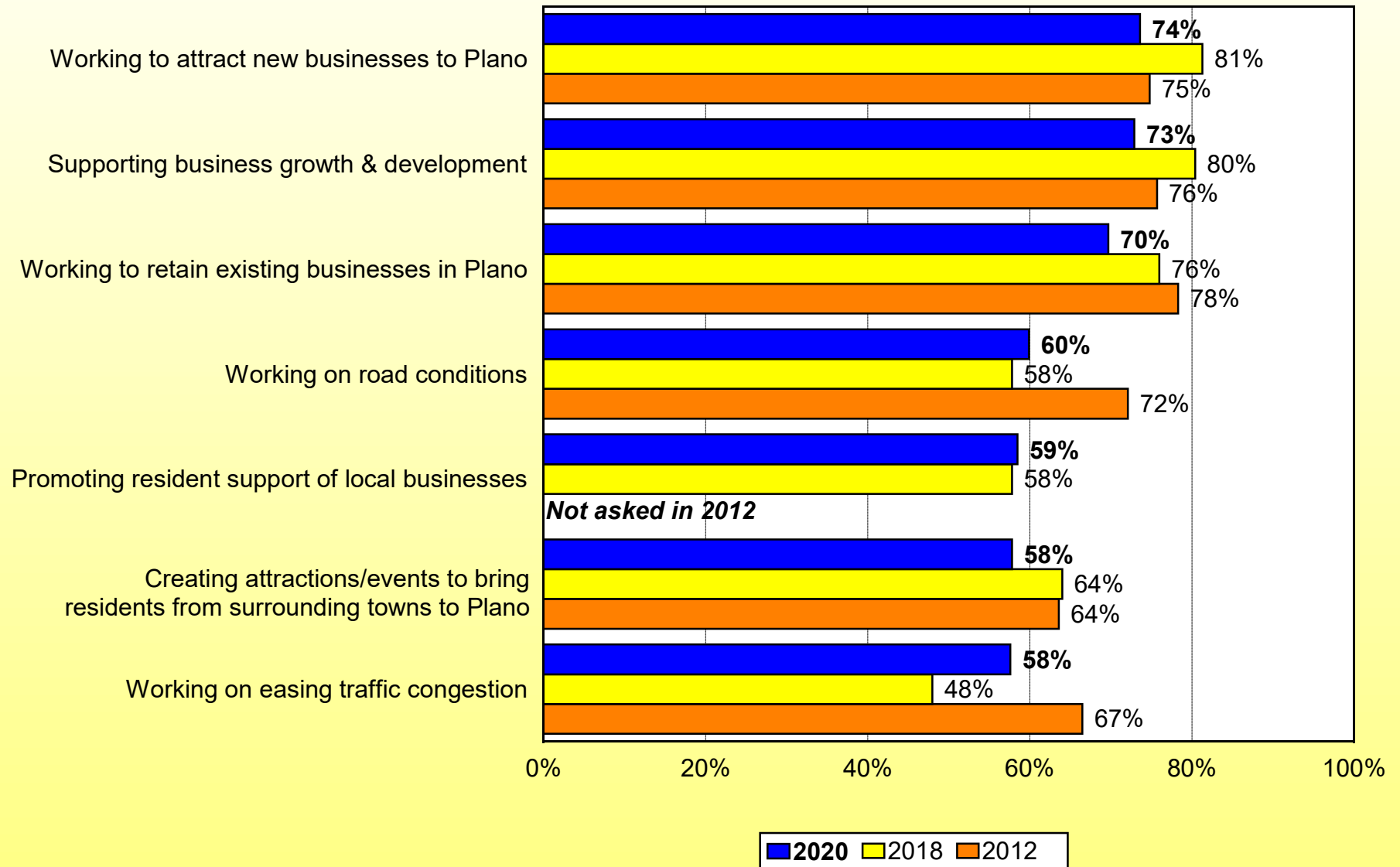
by percentage of businesses that rated the item as a 1 to 5 on a 5-point scale, where 5 means "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

How satisfied is your business with:

by percentage of businesses that were "Very Satisfied" or "Satisfied" (excluding "don't know")

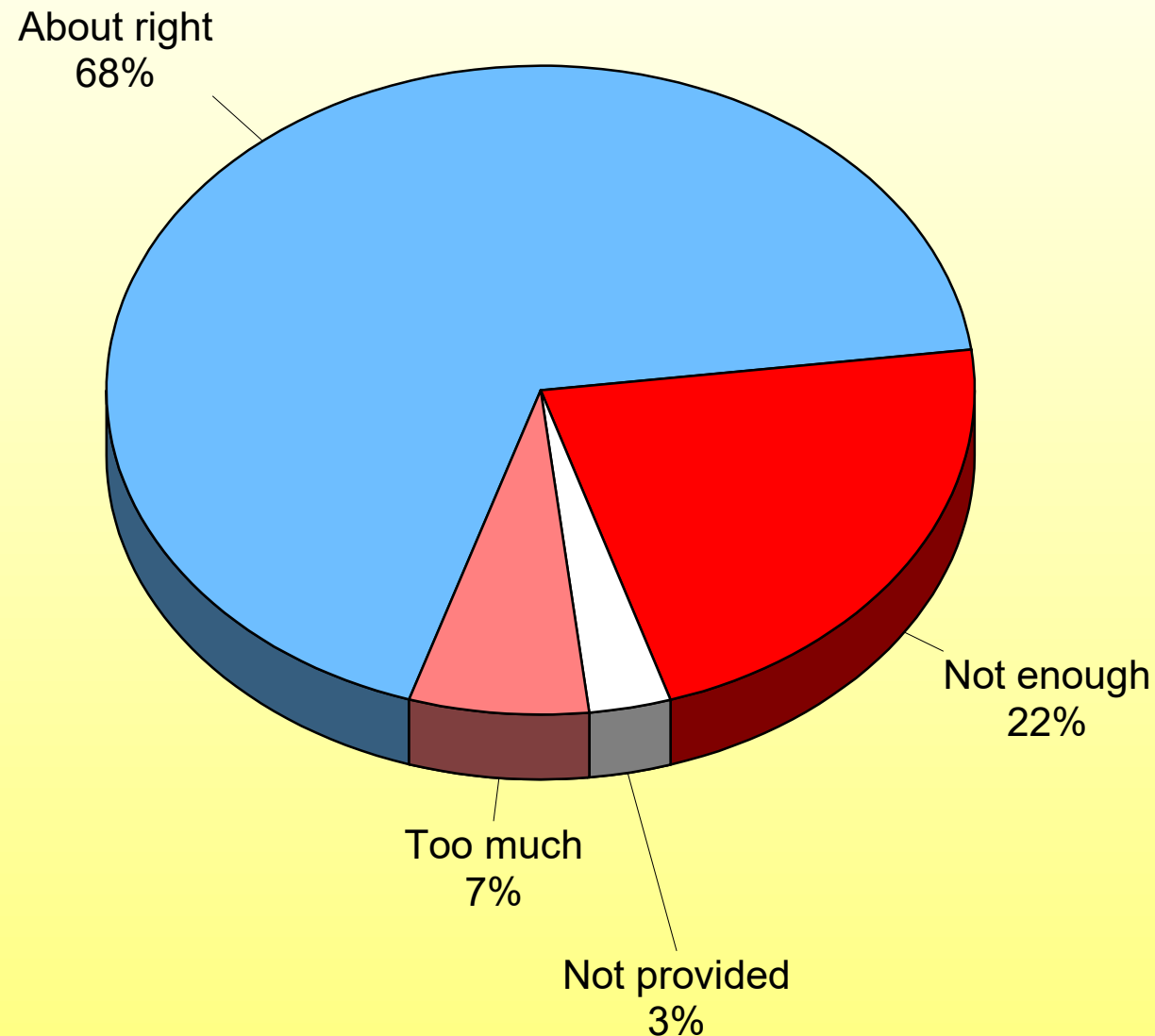


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Is the City doing enough street repair?

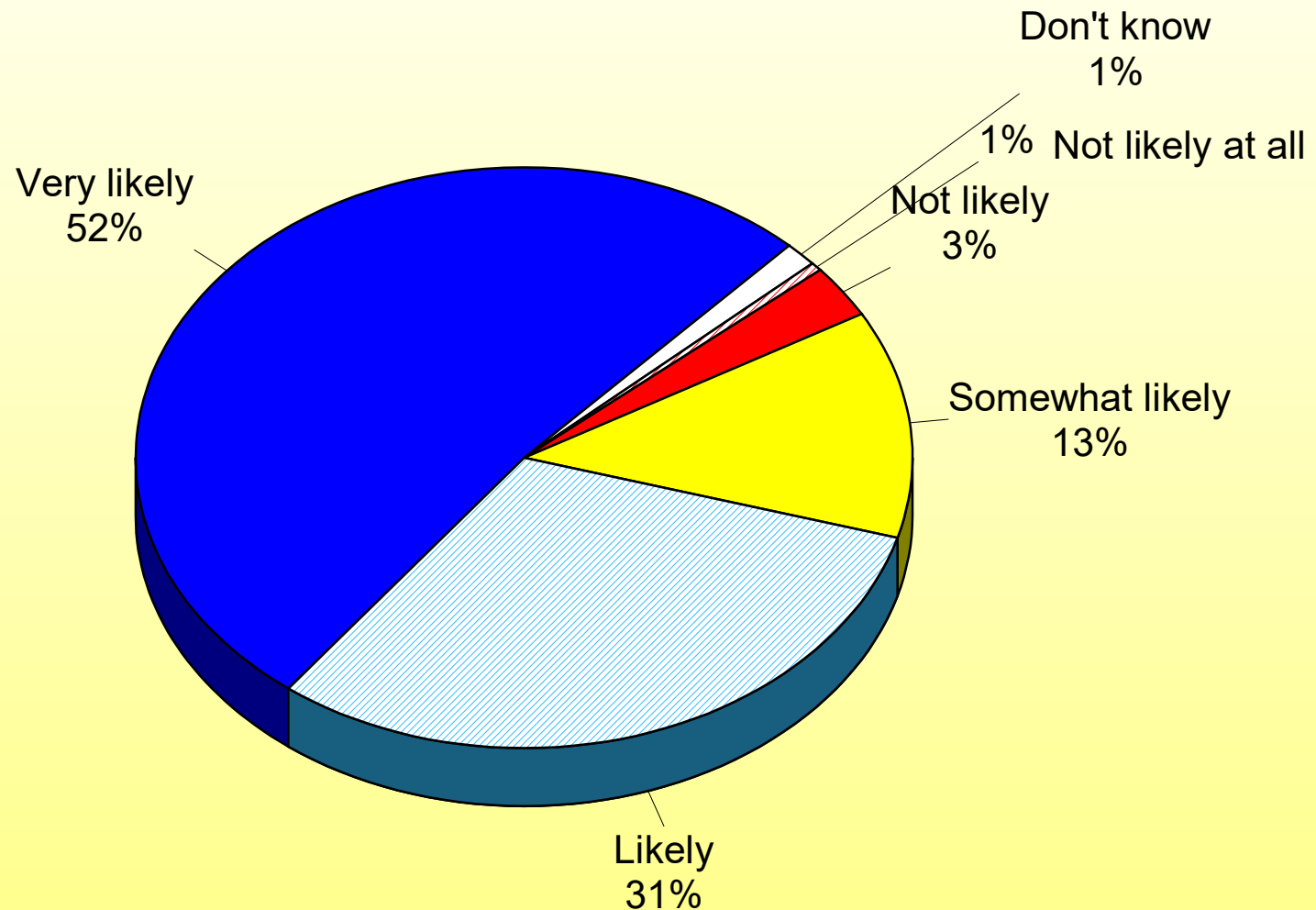
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

How likely would you be to recommend Plano as a business location to friends, family and co-workers?

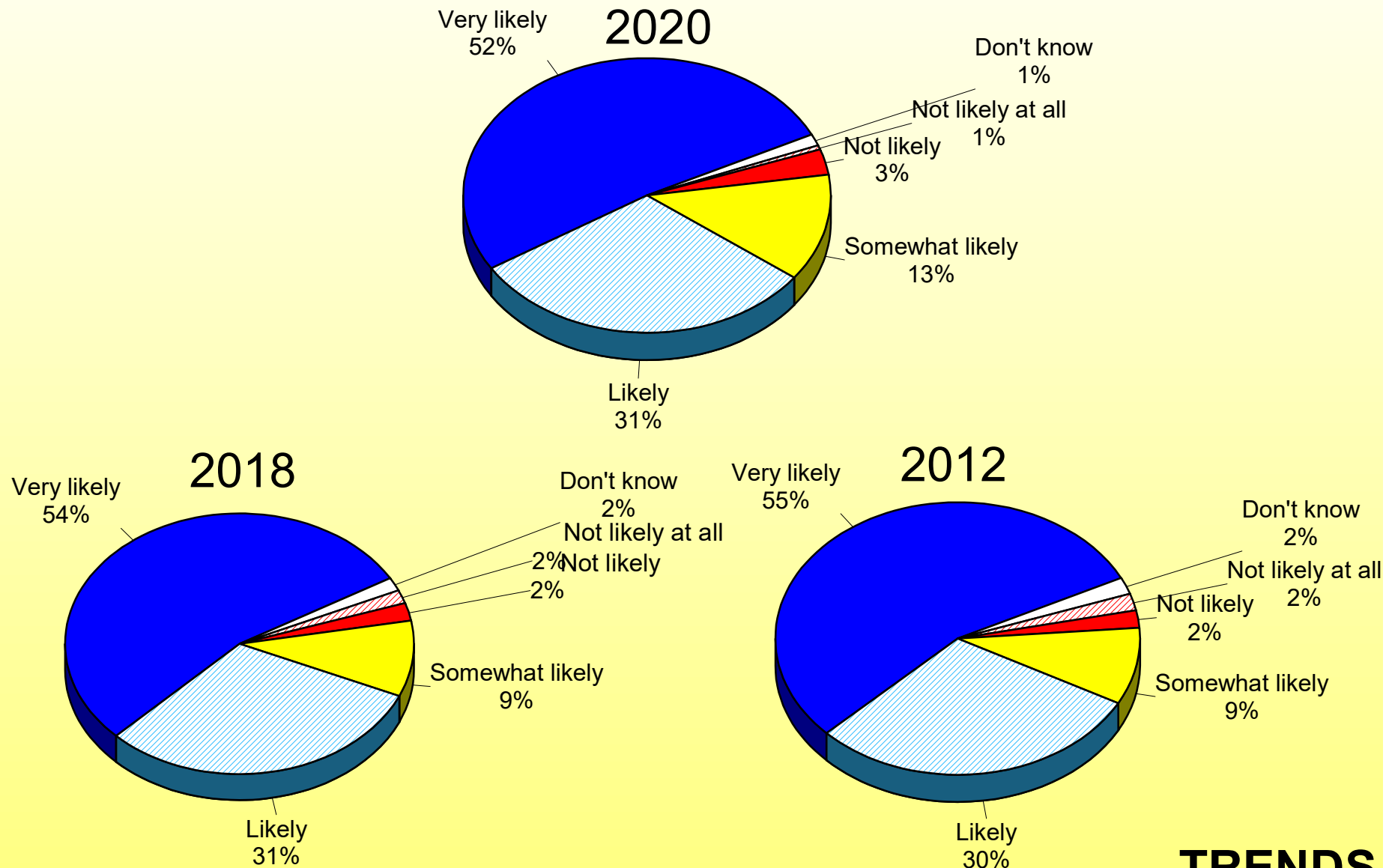
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

How likely would you be to recommend Plano as a business location to friends, family and co-workers?

by percentage of businesses surveyed

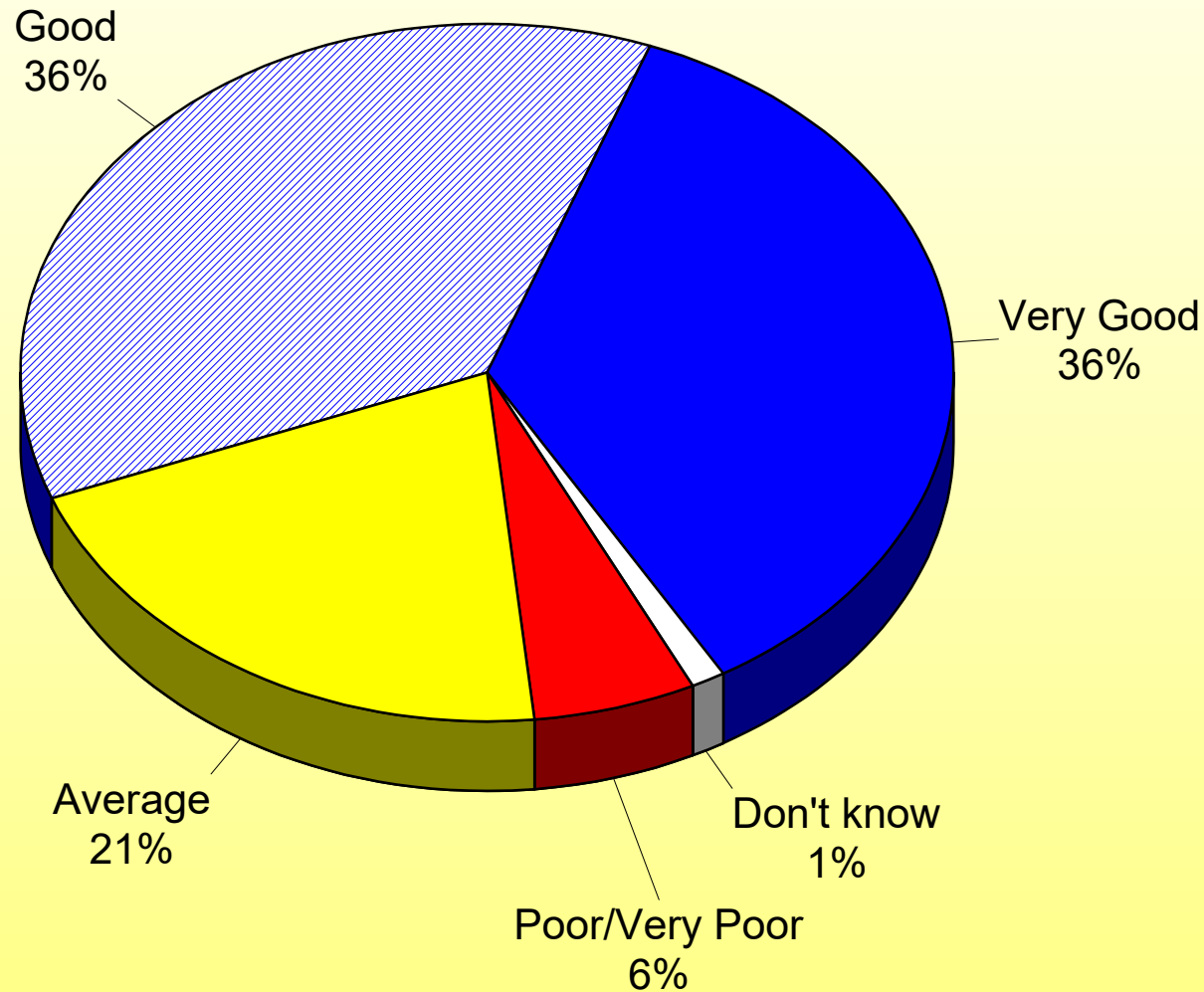


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

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

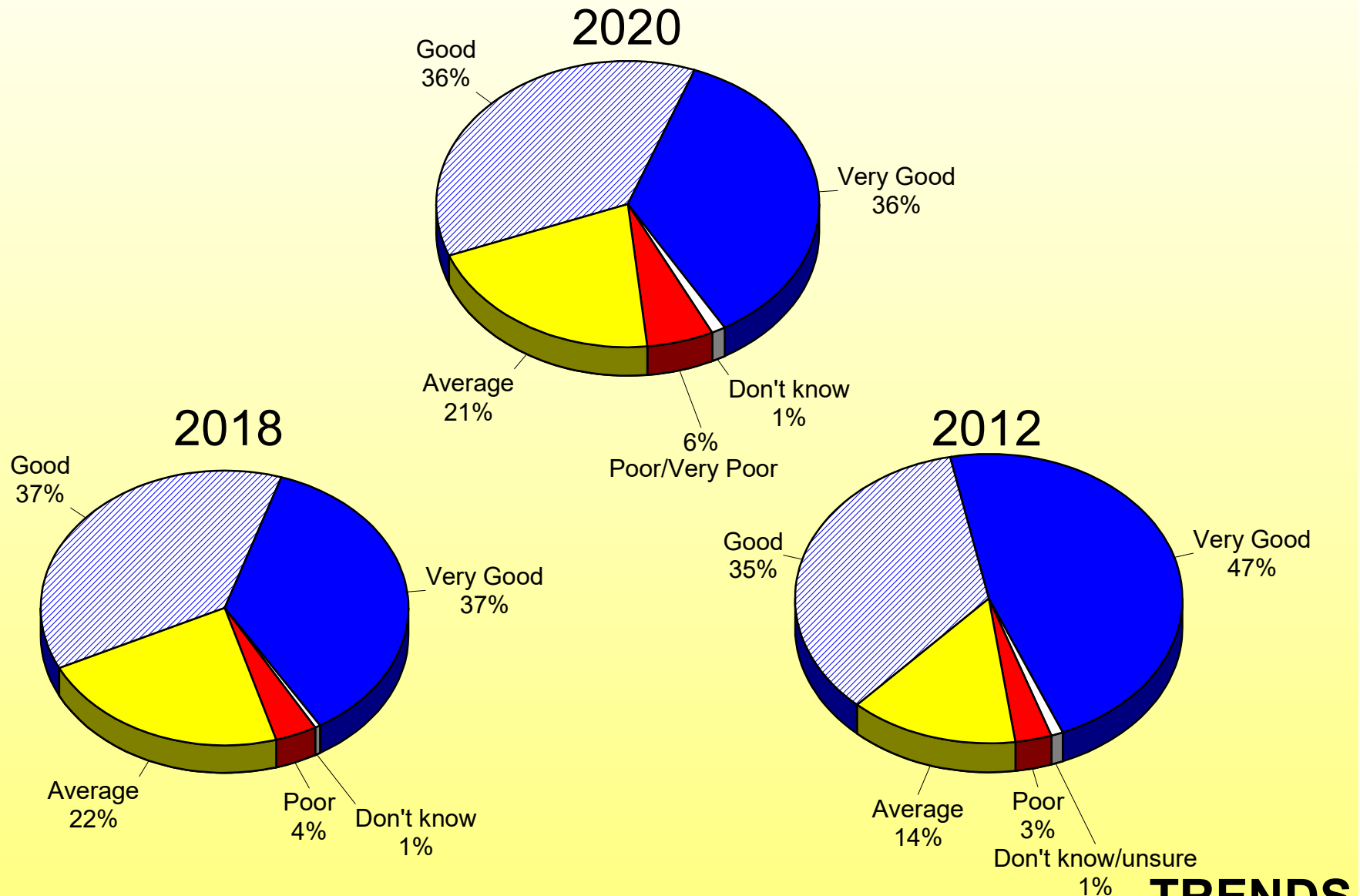
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

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

by percentage of businesses surveyed

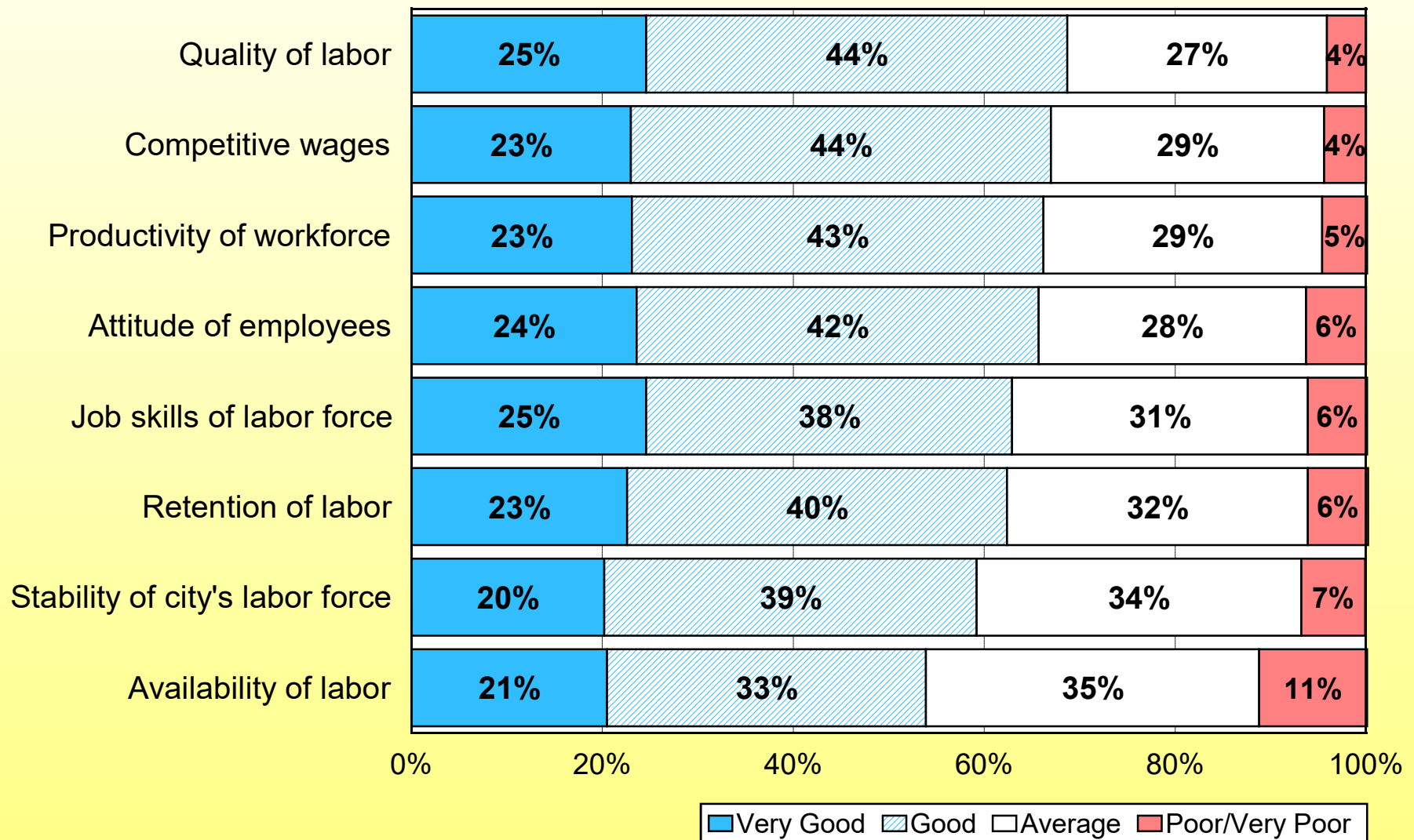


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Ratings of the Labor Pool in Plano

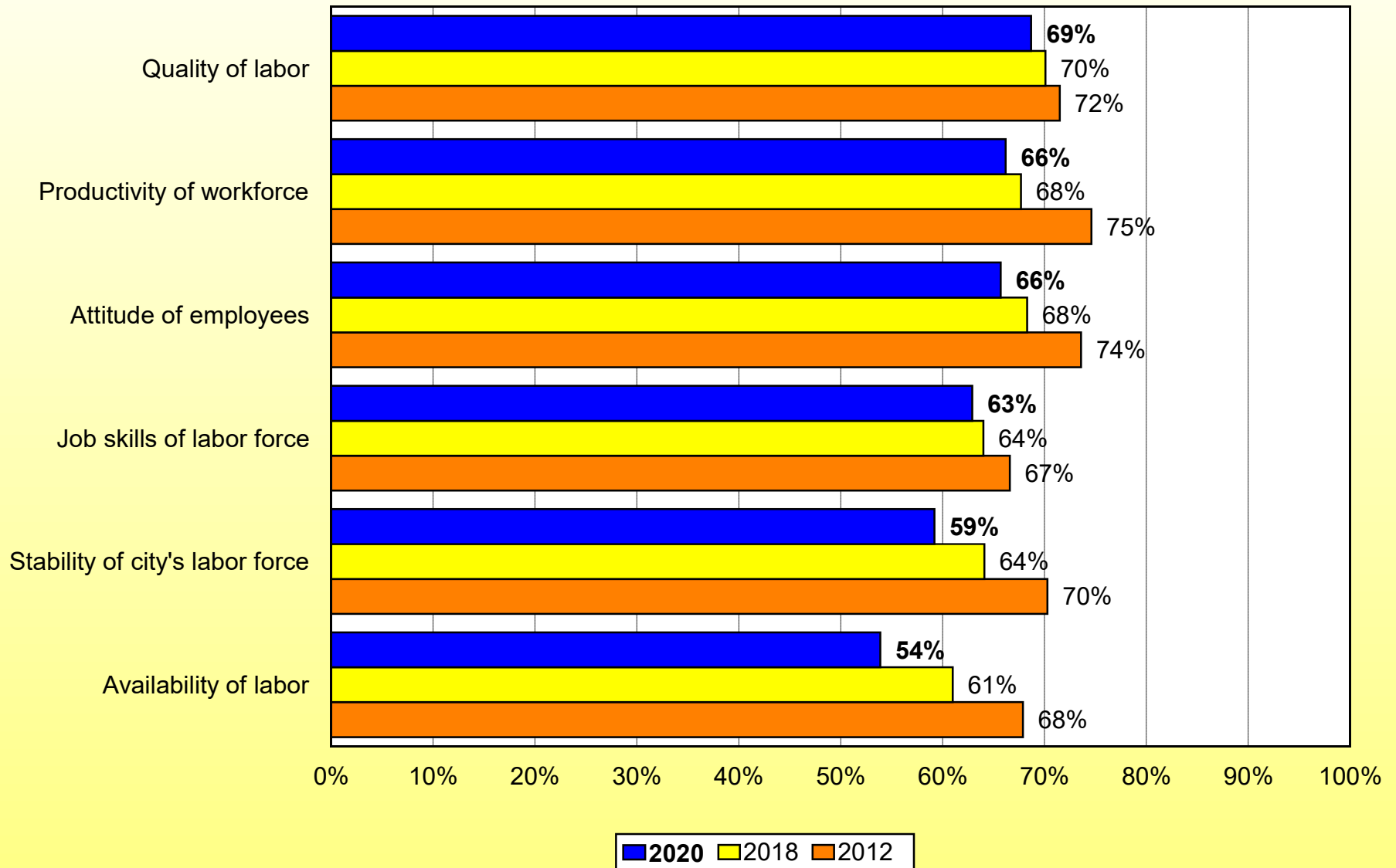
by percentage of businesses that rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very good" and a rating of 1 meant "very poor" (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

Ratings of the Labor Pool in Plano

by percentage of businesses that rated the item as "Very Good" or "Good" (excluding "don't know")

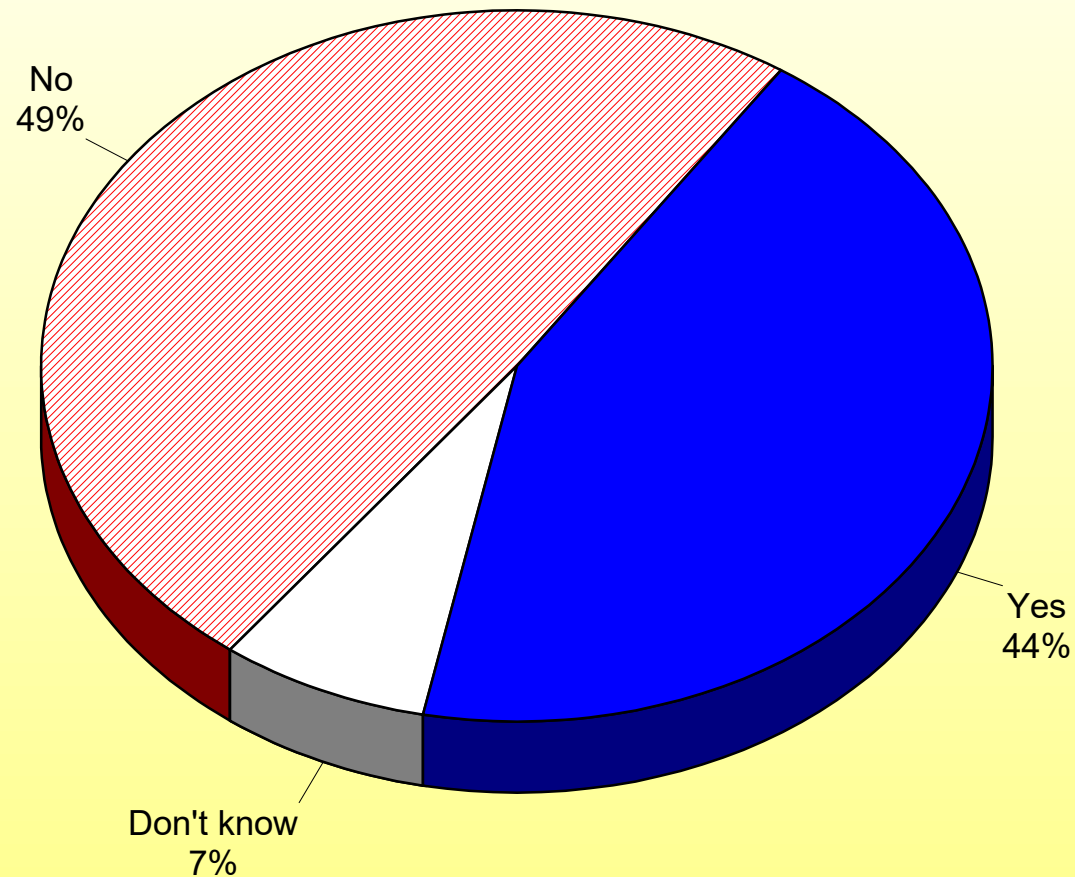


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Has your business used the City of Plano website?

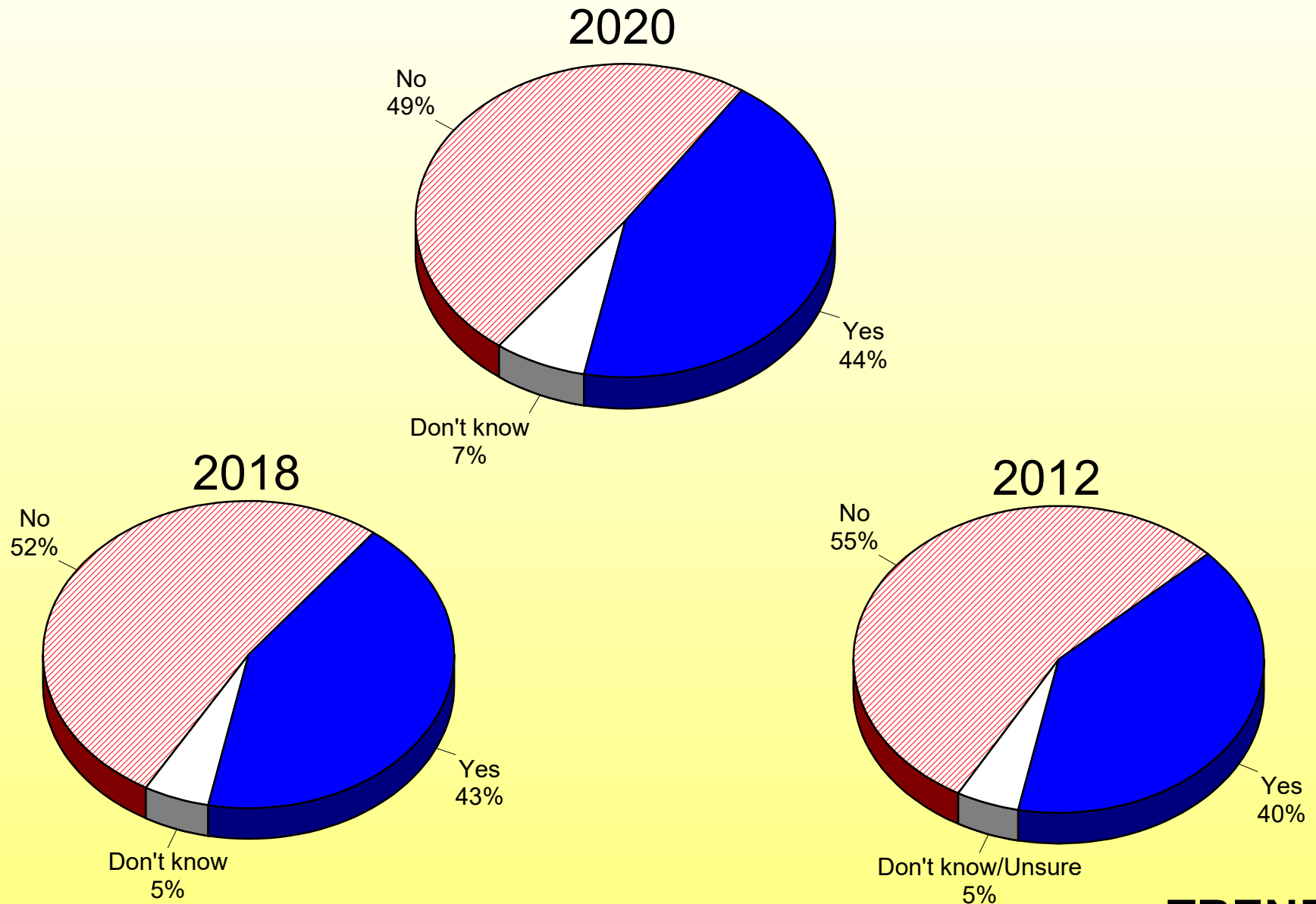
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Has your business used the City of Plano website?

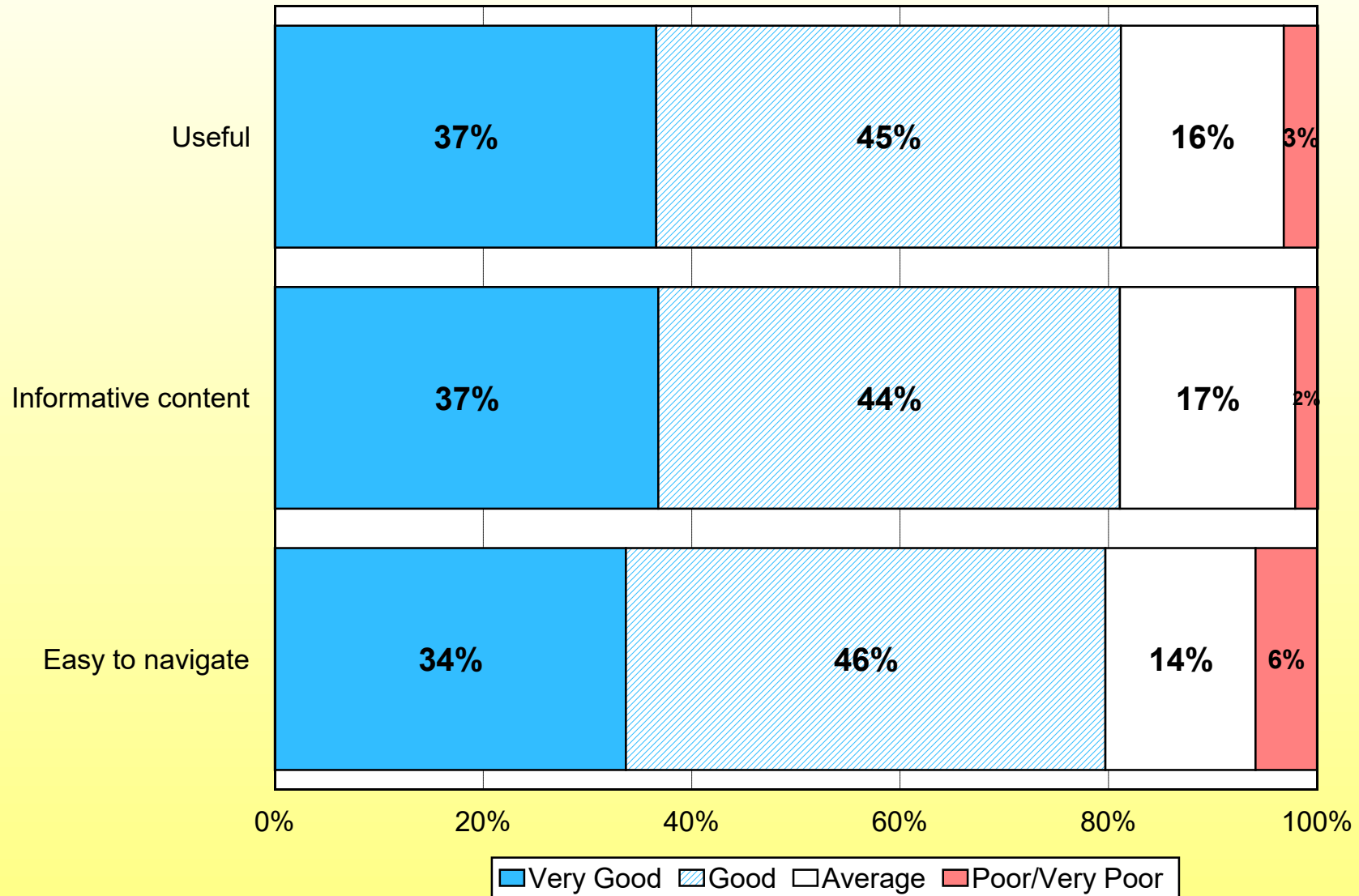
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Ratings of the Plano Website

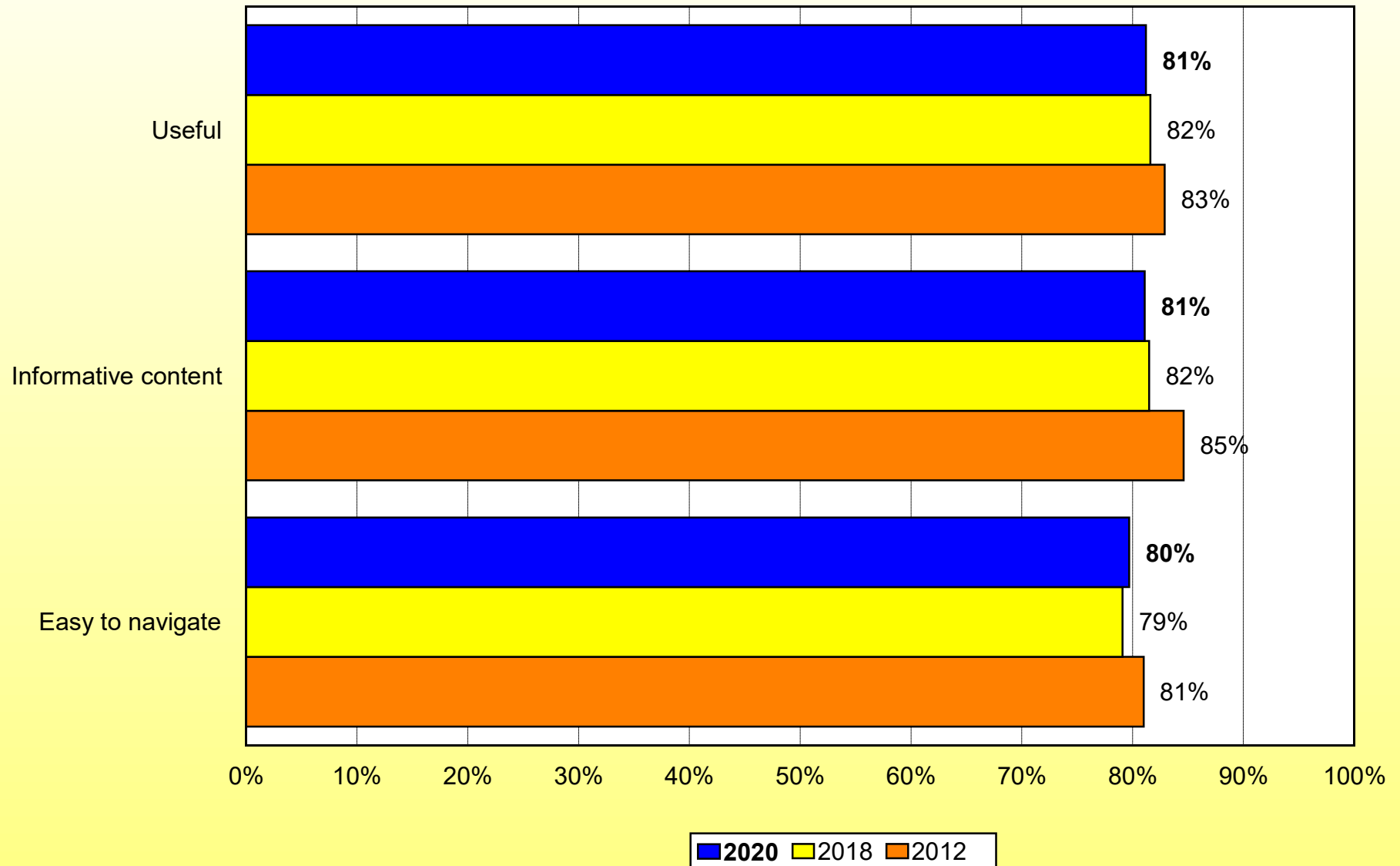
by percentage of businesses that had used the City's website (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

Ratings of the Plano Website

by percentage of businesses that rated the item as “Very Good” or “Good” (excluding “don’t know”)

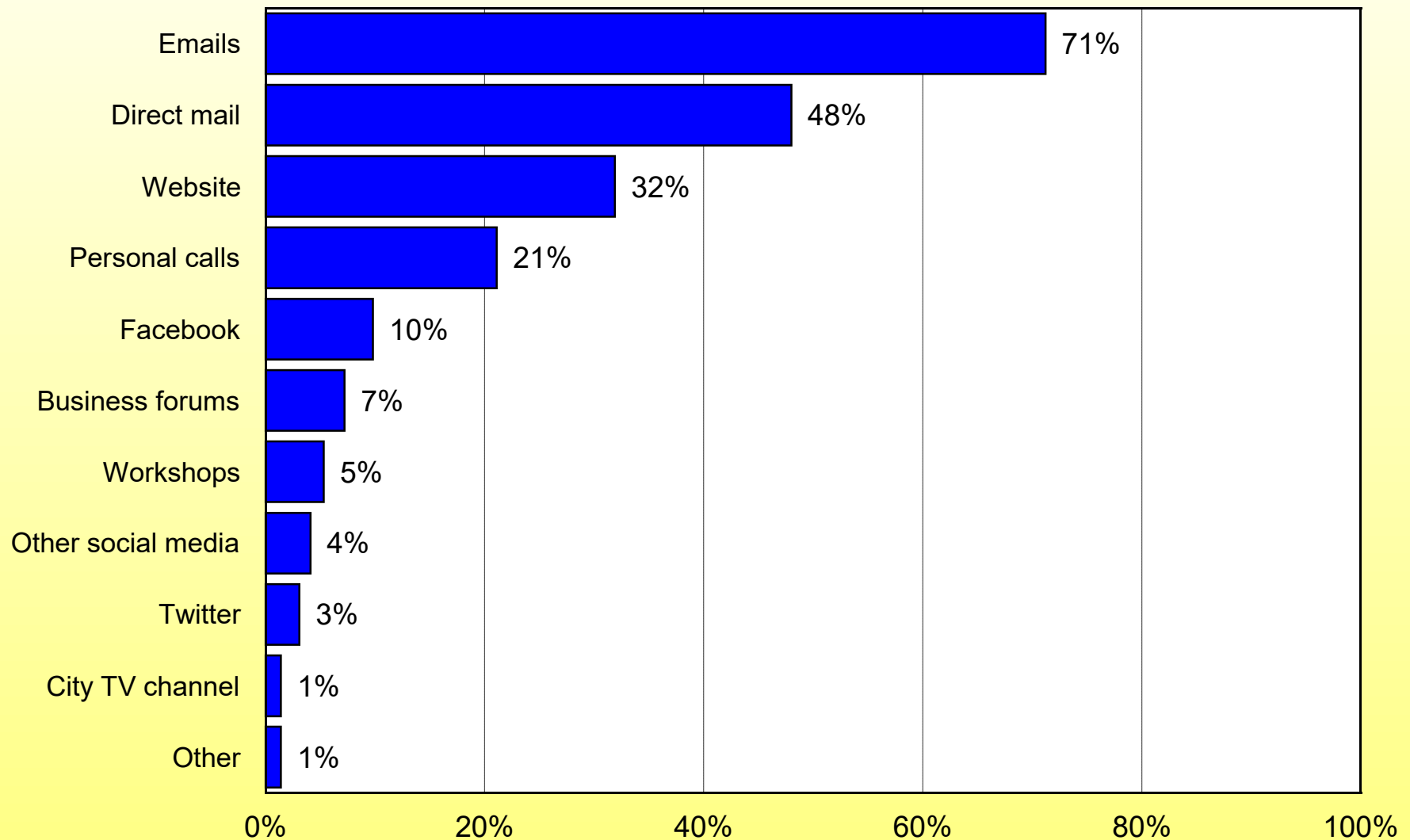


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

What are the best ways for the City to communicate with your business?

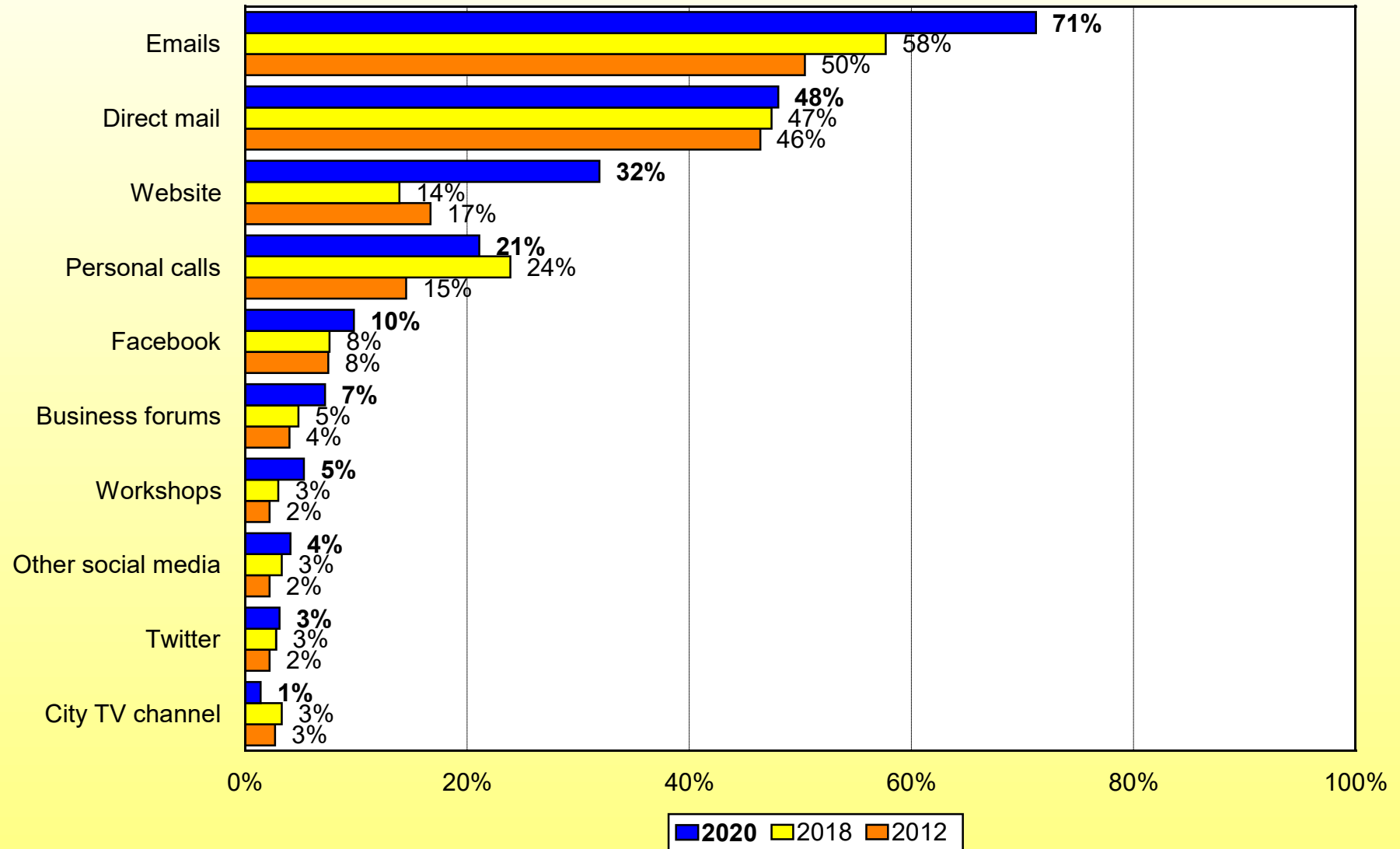
by percentage of businesses surveyed (excluding “don't know” - multiple selections could be made)



Source: ETC Institute (2020 City of Plano Business Survey)

What are the best ways for the City to communicate with your business?

by percentage of businesses surveyed (excluding "don't know")

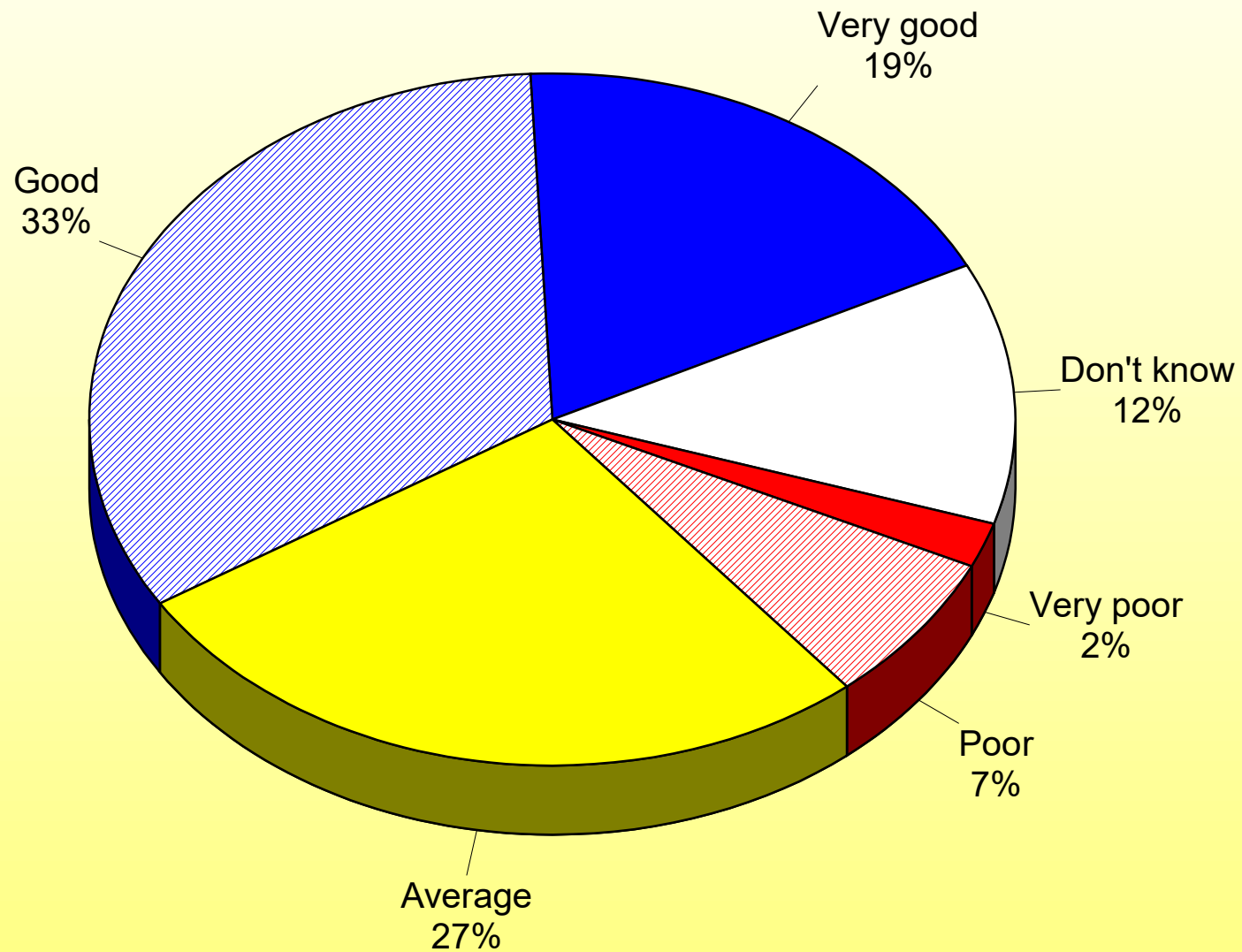


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Overall Ratings of How Well the City is Communicating With Business Owners and Managers

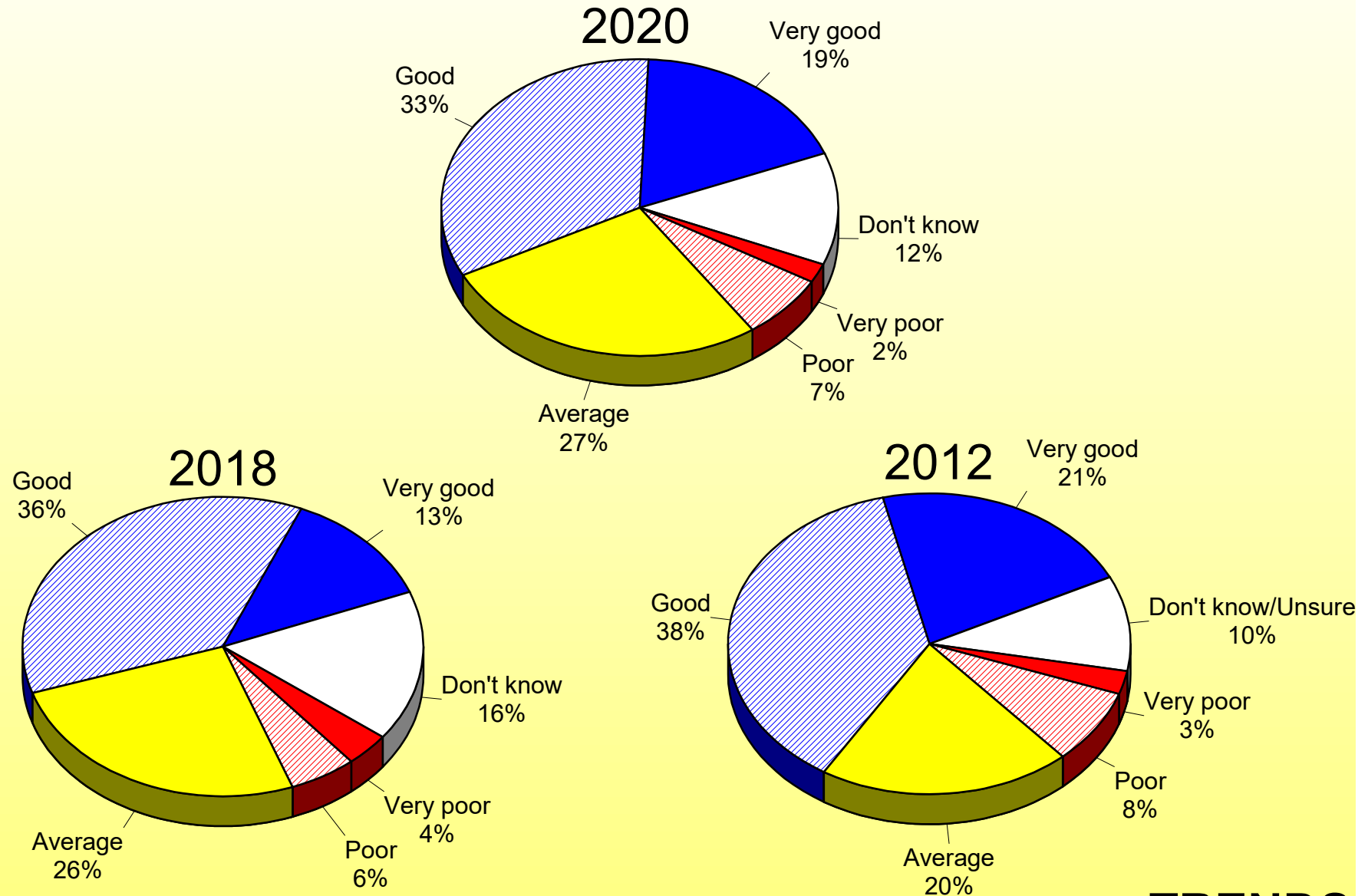
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Overall Ratings of How Well the City is Communicating With Business Owners and Managers

by percentage of businesses surveyed

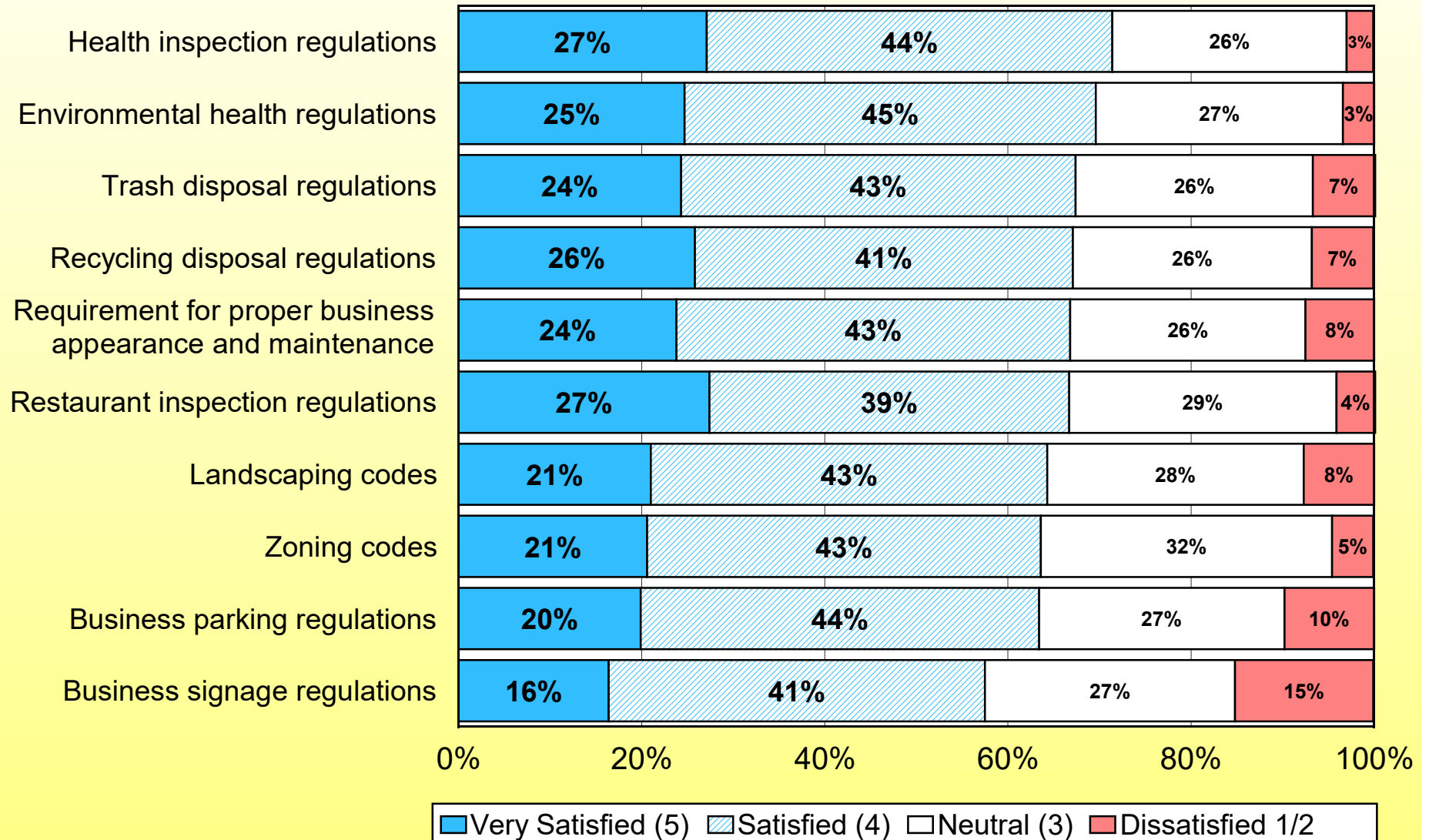


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Satisfaction With City Codes and Regulations

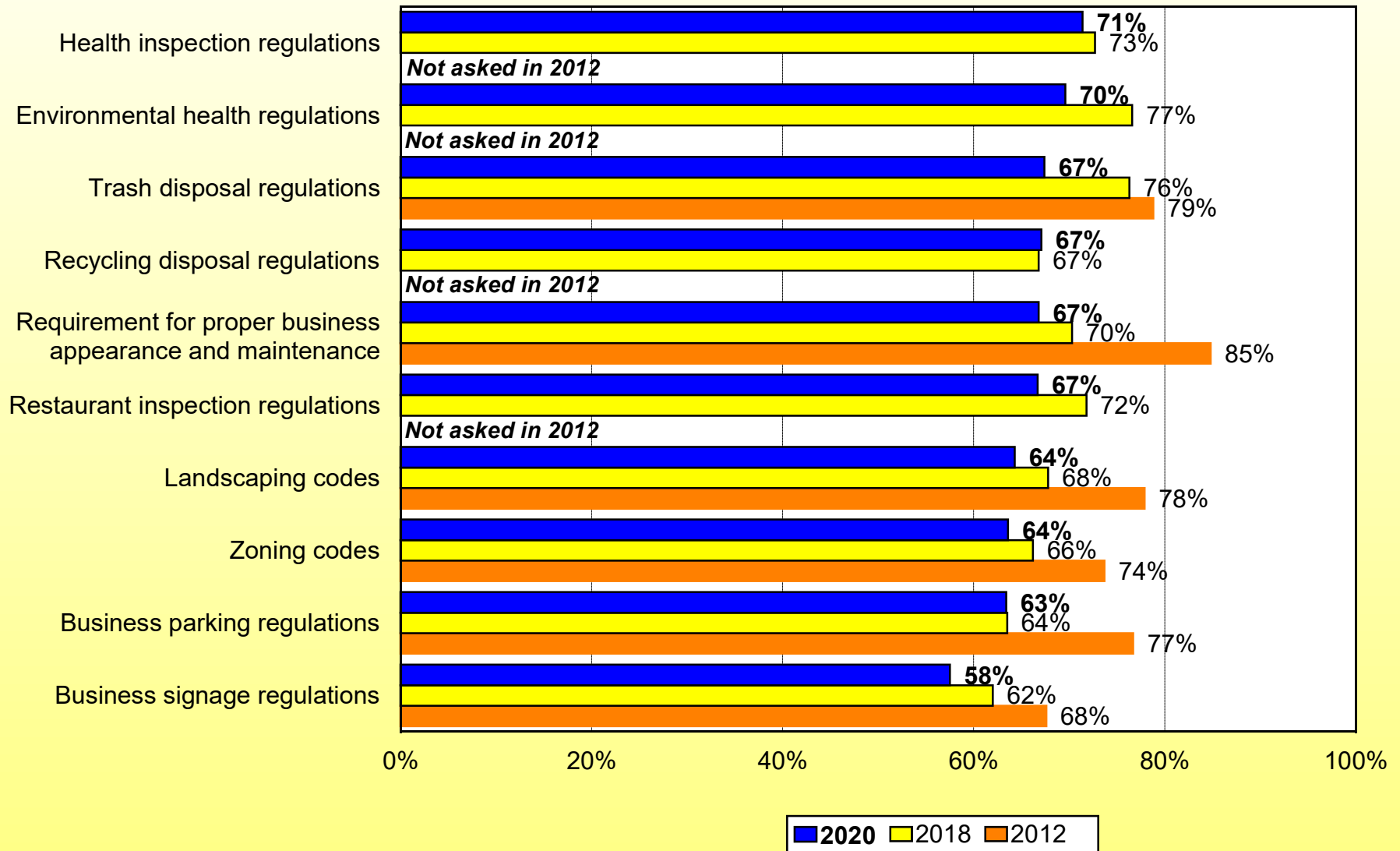
by percentage of businesses that rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

Satisfaction With City Codes and Regulations

by percentage of businesses that were "Very Satisfied" or "Satisfied" (excluding "don't know")

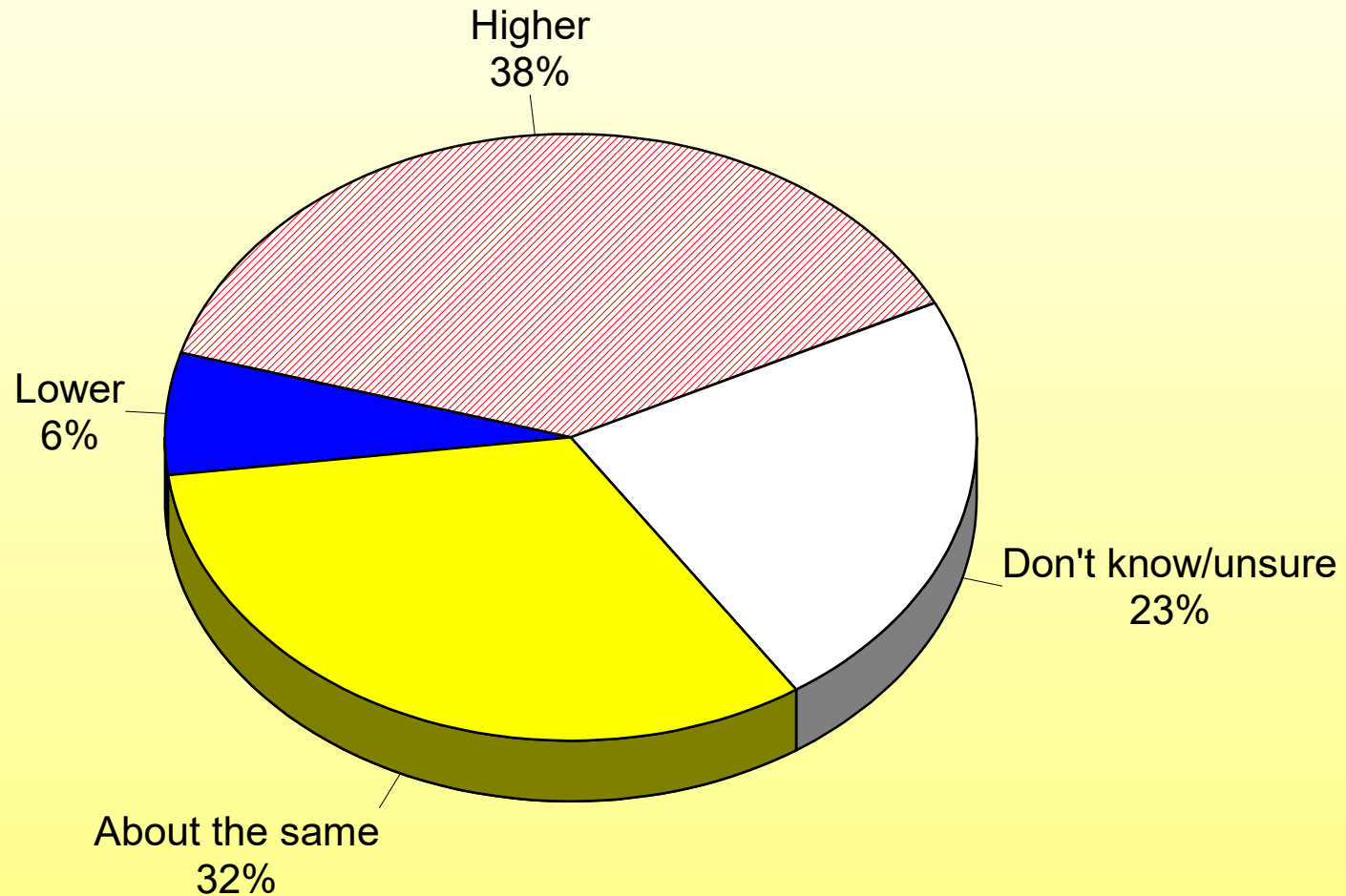


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

How does the City of Plano property taxes compare to surrounding communities?

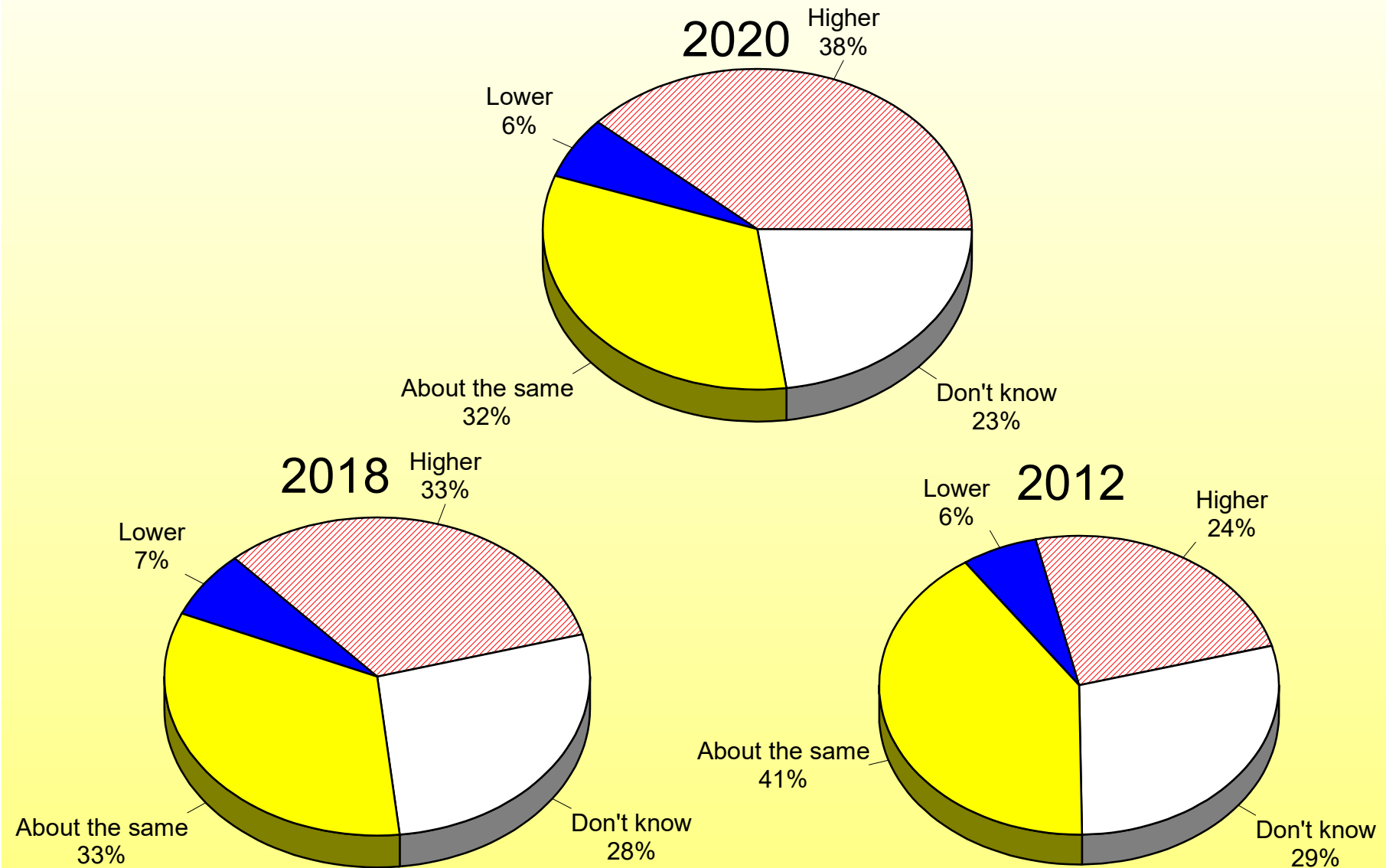
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

How does the City of Plano property taxes compare to surrounding communities?

by percentage of businesses surveyed

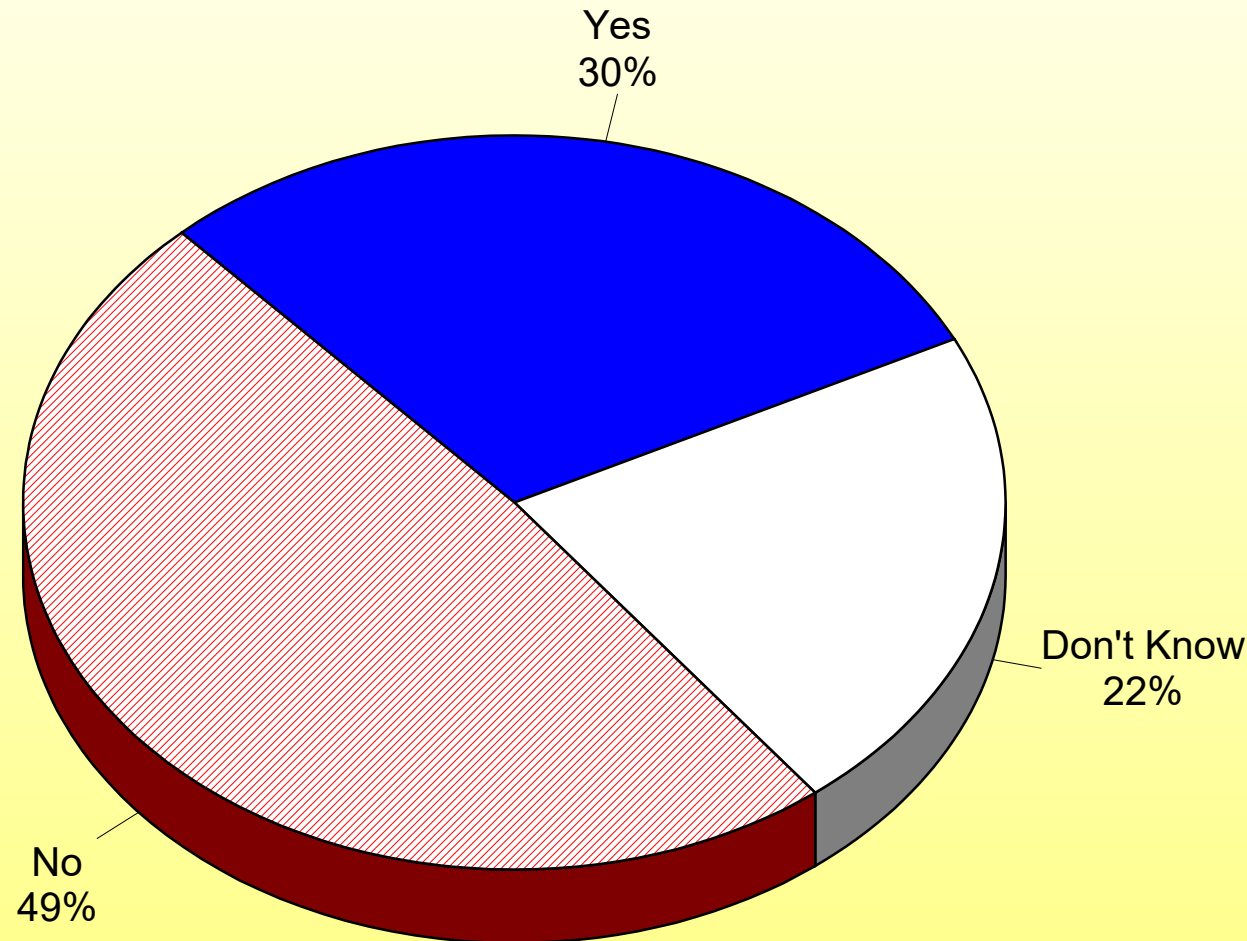


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects?

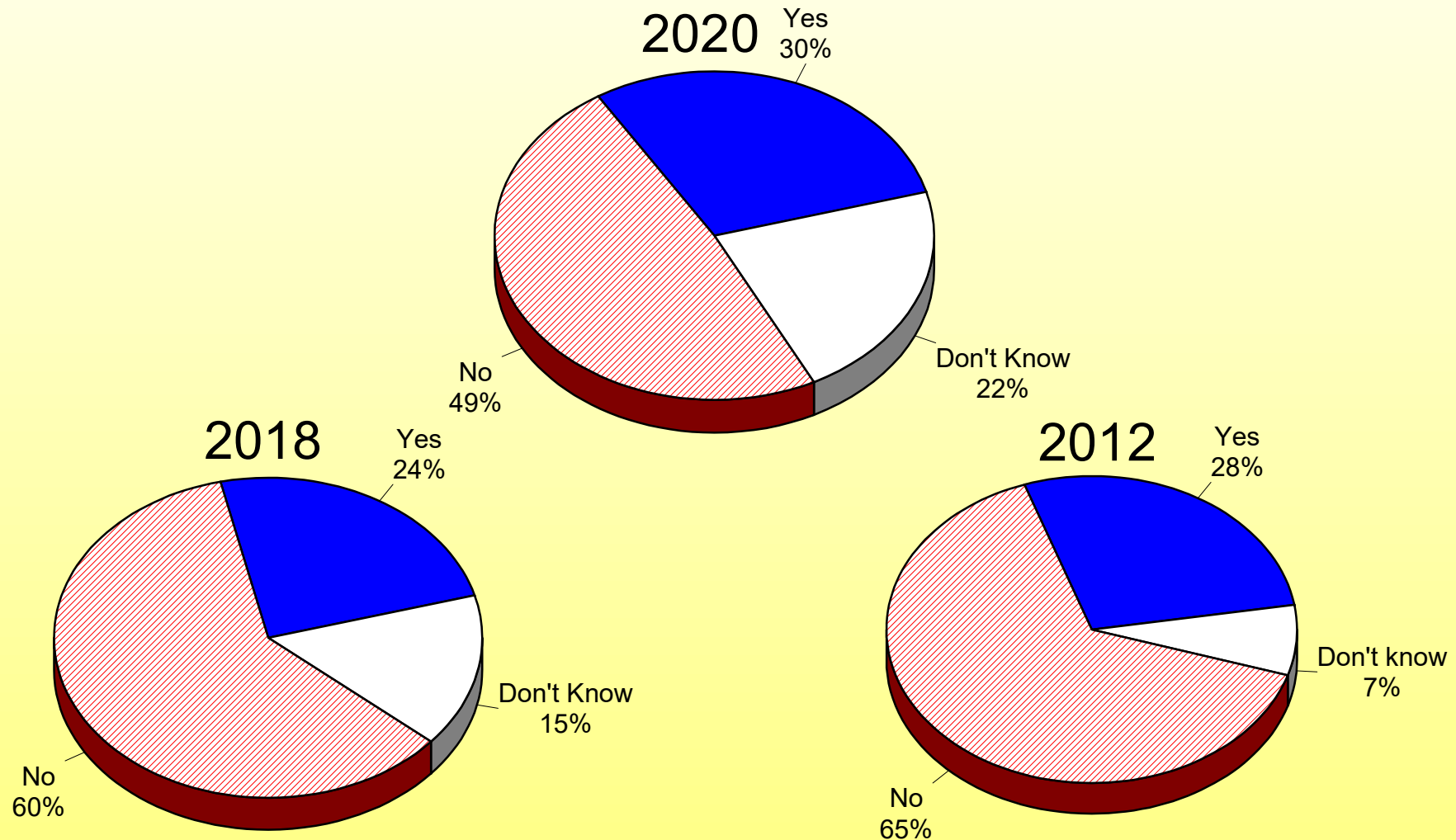
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects?

by percentage of businesses surveyed

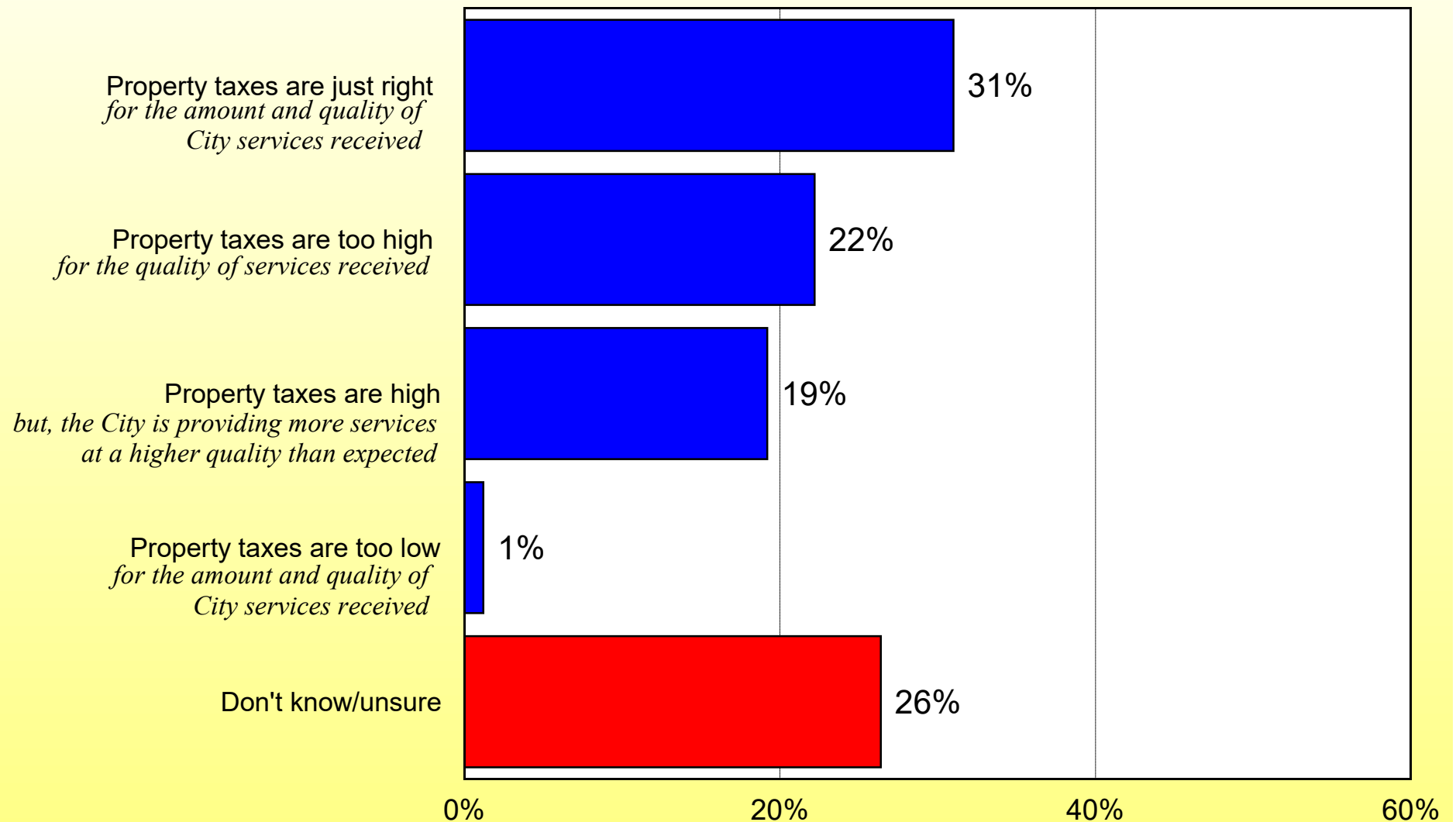


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

Which statement best describes how you feel about the taxes you pay to the City?

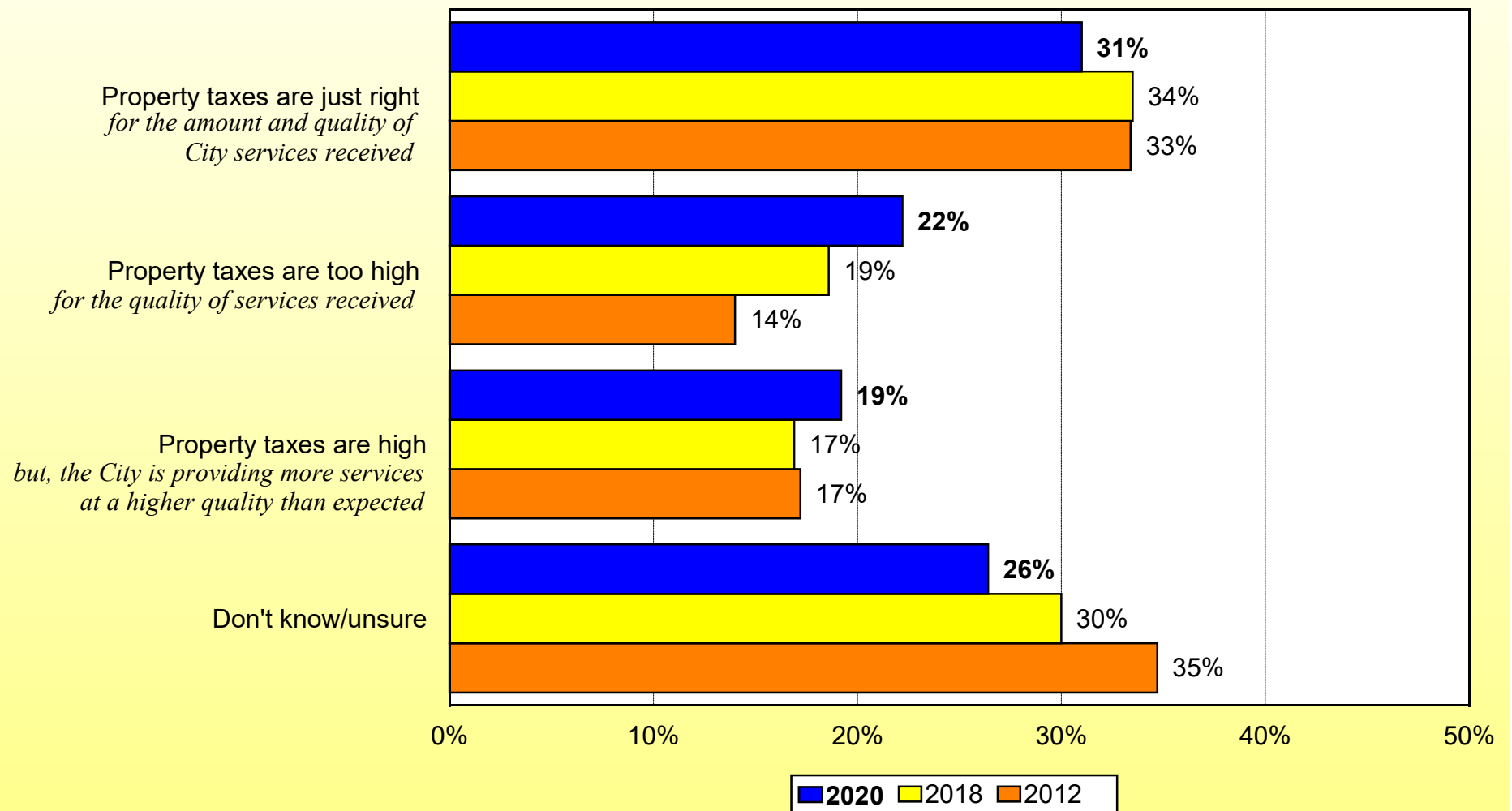
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Which statement best describes how you feel about the taxes you pay to the City?

by percentage of businesses surveyed

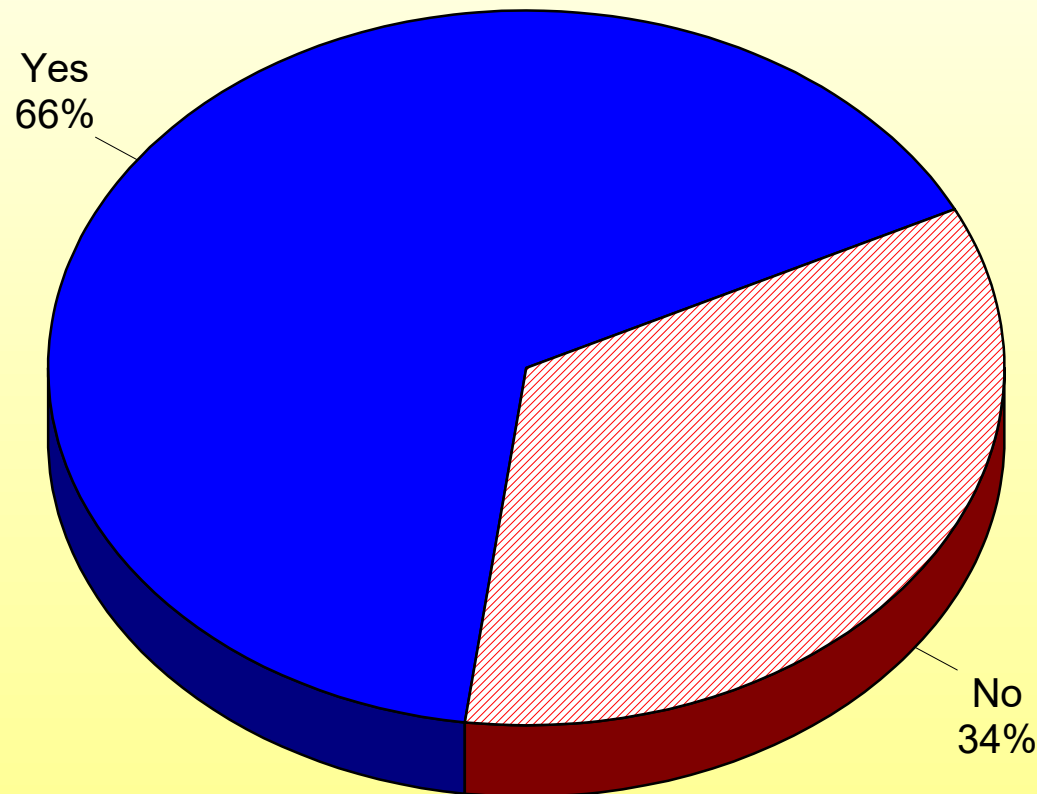


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

If you had a complaint or comment to make about City services, would you know who to call or where to go?

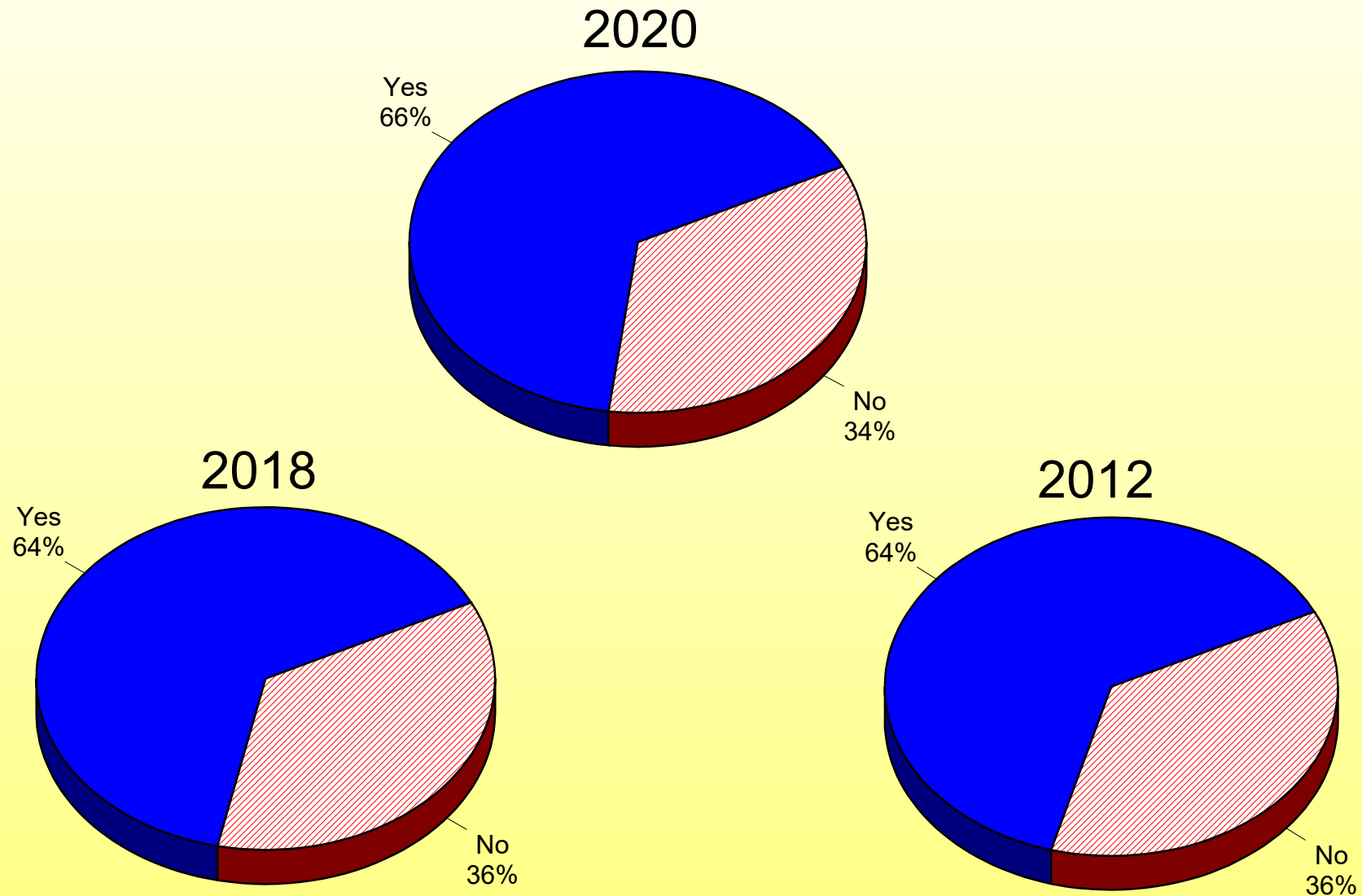
by percentage of businesses surveyed (excluding "don't know")



Source: ETC Institute (2020 City of Plano Business Survey)

If you had a complaint or comment to make about City services, would you know who to call or where to go?

by percentage of businesses surveyed (excluding "don't know")

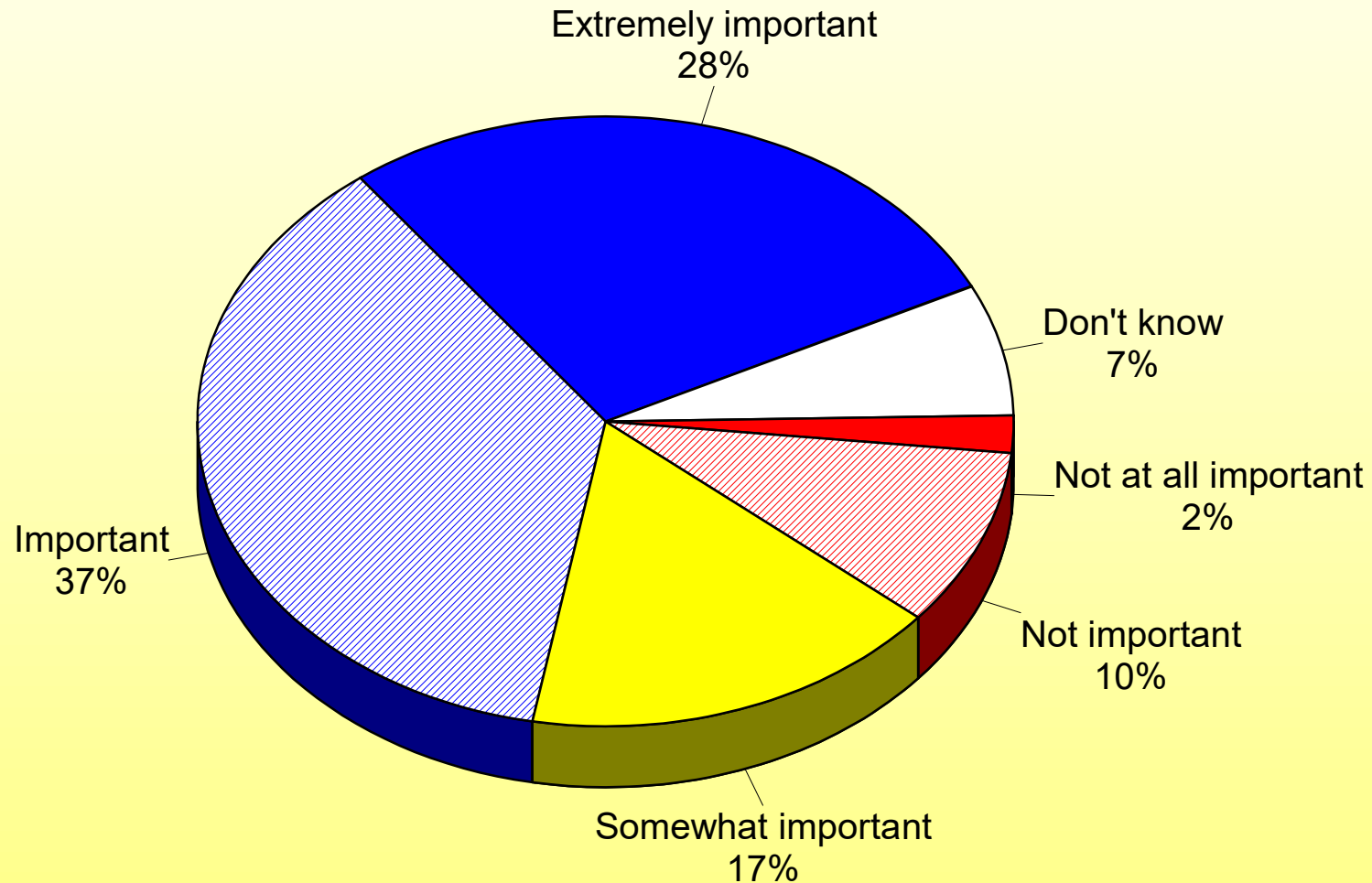


Source: ETC Institute (2020 City of Plano Business Survey)

TRENDS

How would you rate the importance of increasing the capacity along US 75?

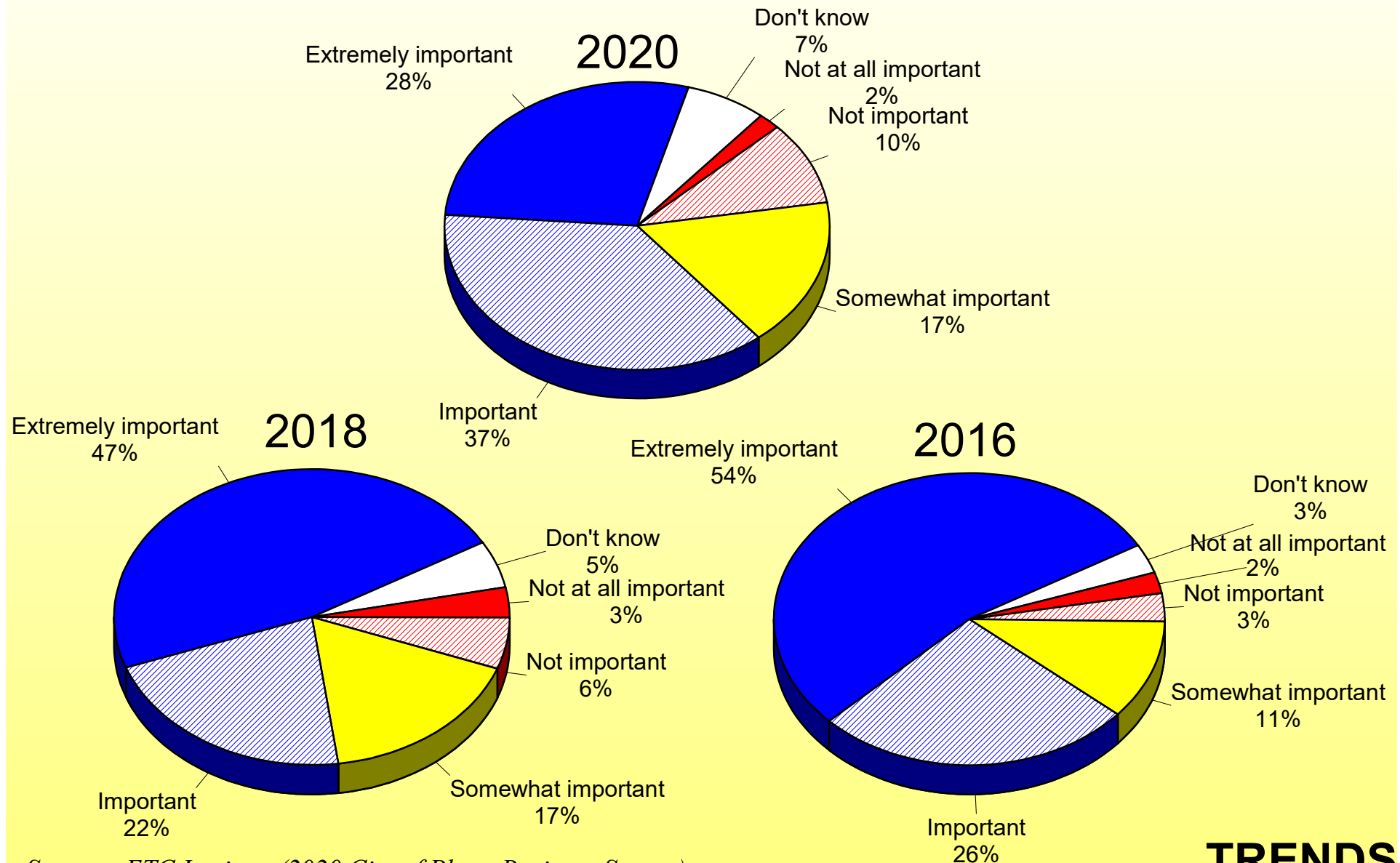
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

How would you rate the importance of increasing the capacity along US 75?

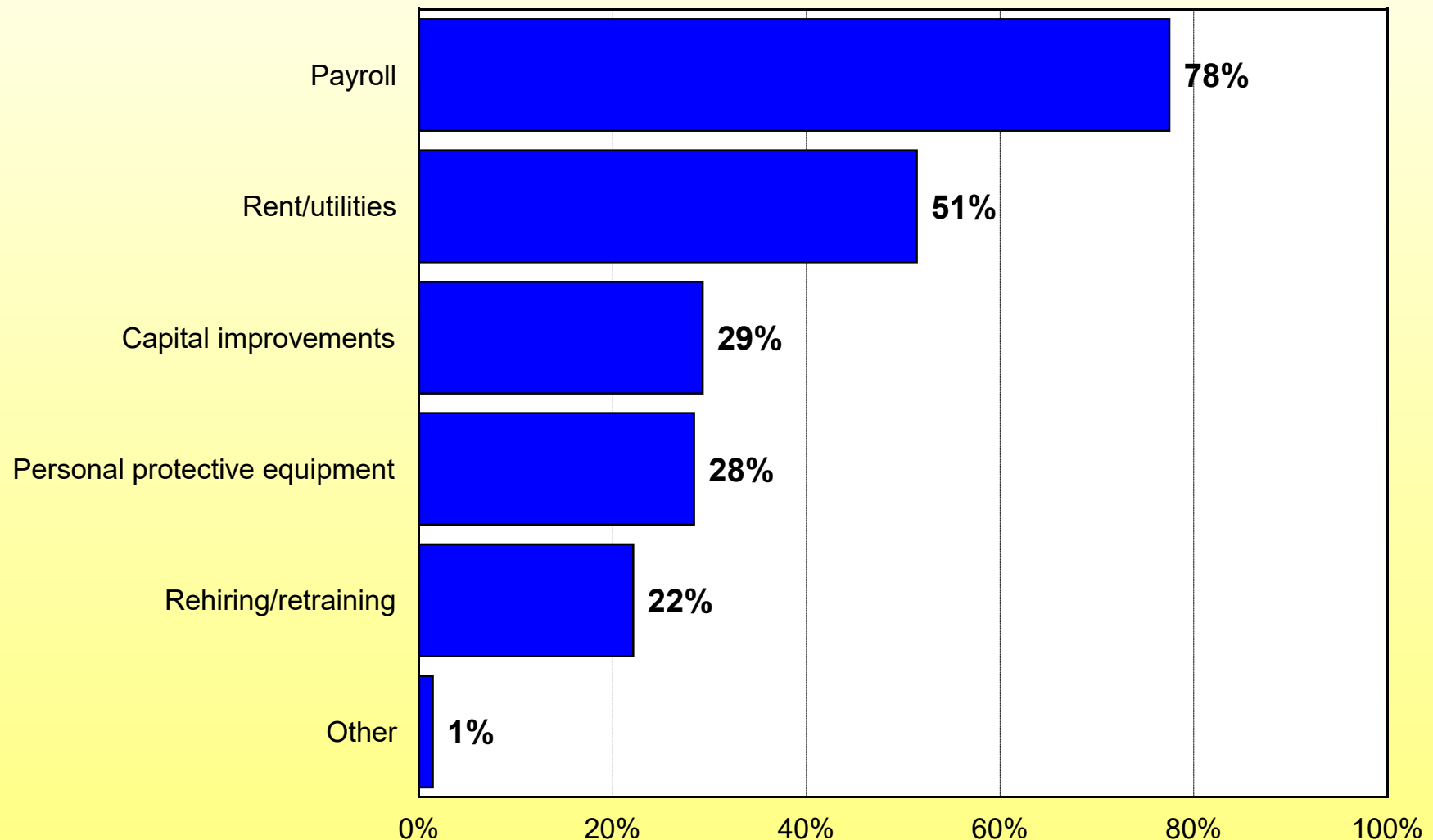
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

For which of the following purposes would your business apply (or have already applied) for financial assistance?

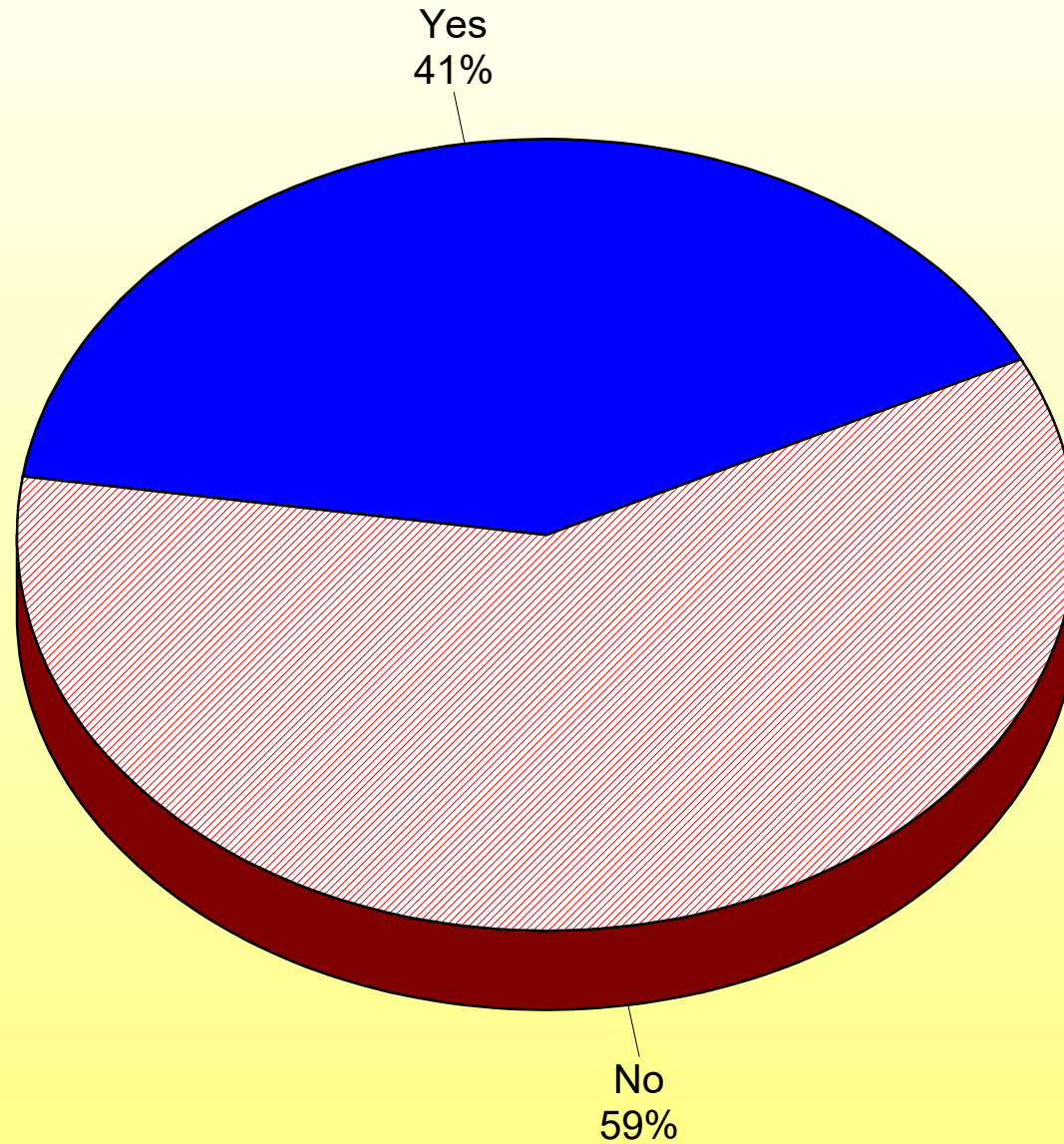
by percentage of businesses surveyed (excluding “none of the above” - multiple selections could be made)



Source: ETC Institute (2020 City of Plano Business Survey)

Did your company apply for COVID-19 grants?

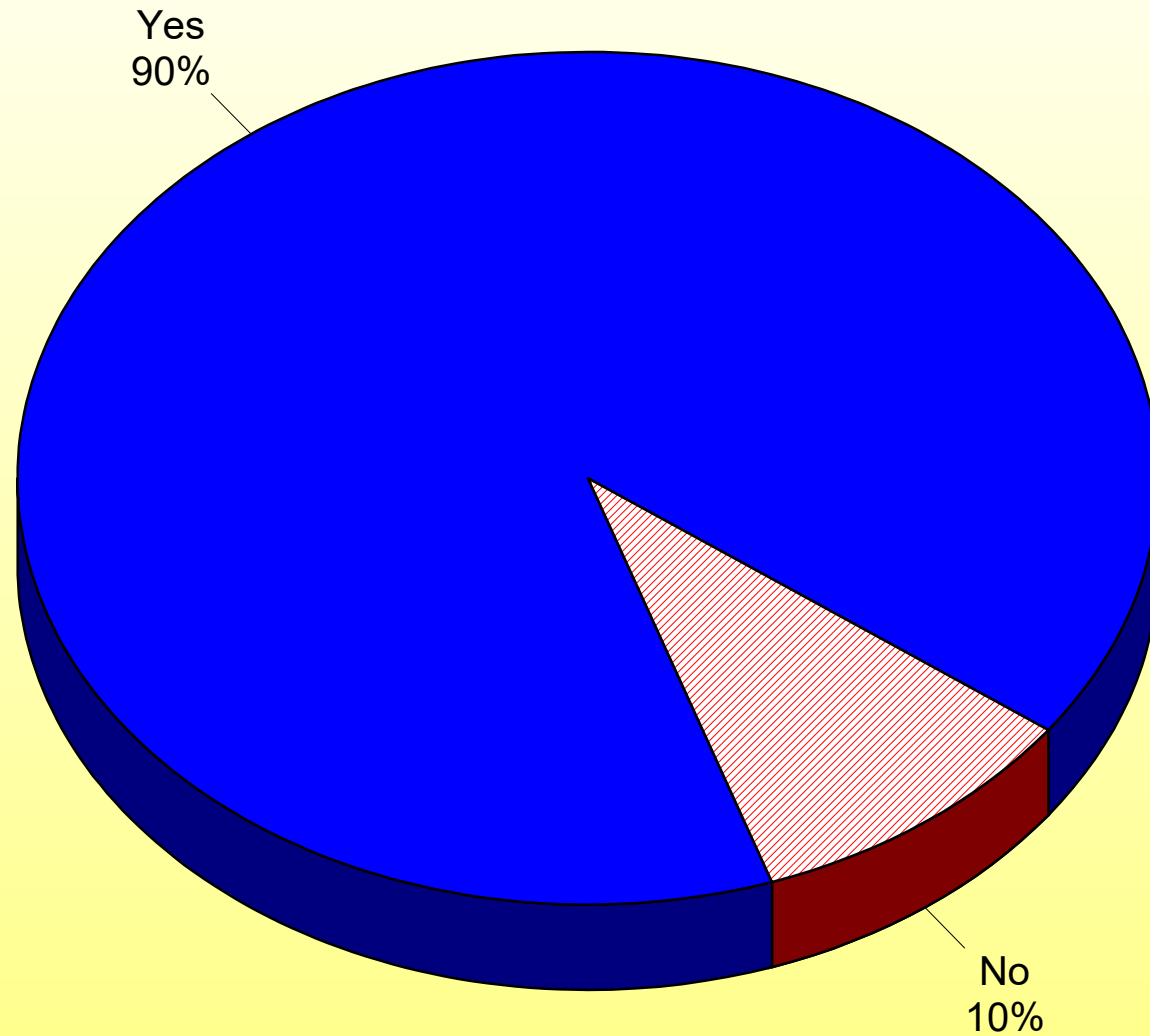
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Did your company receive COVID-19 grants?

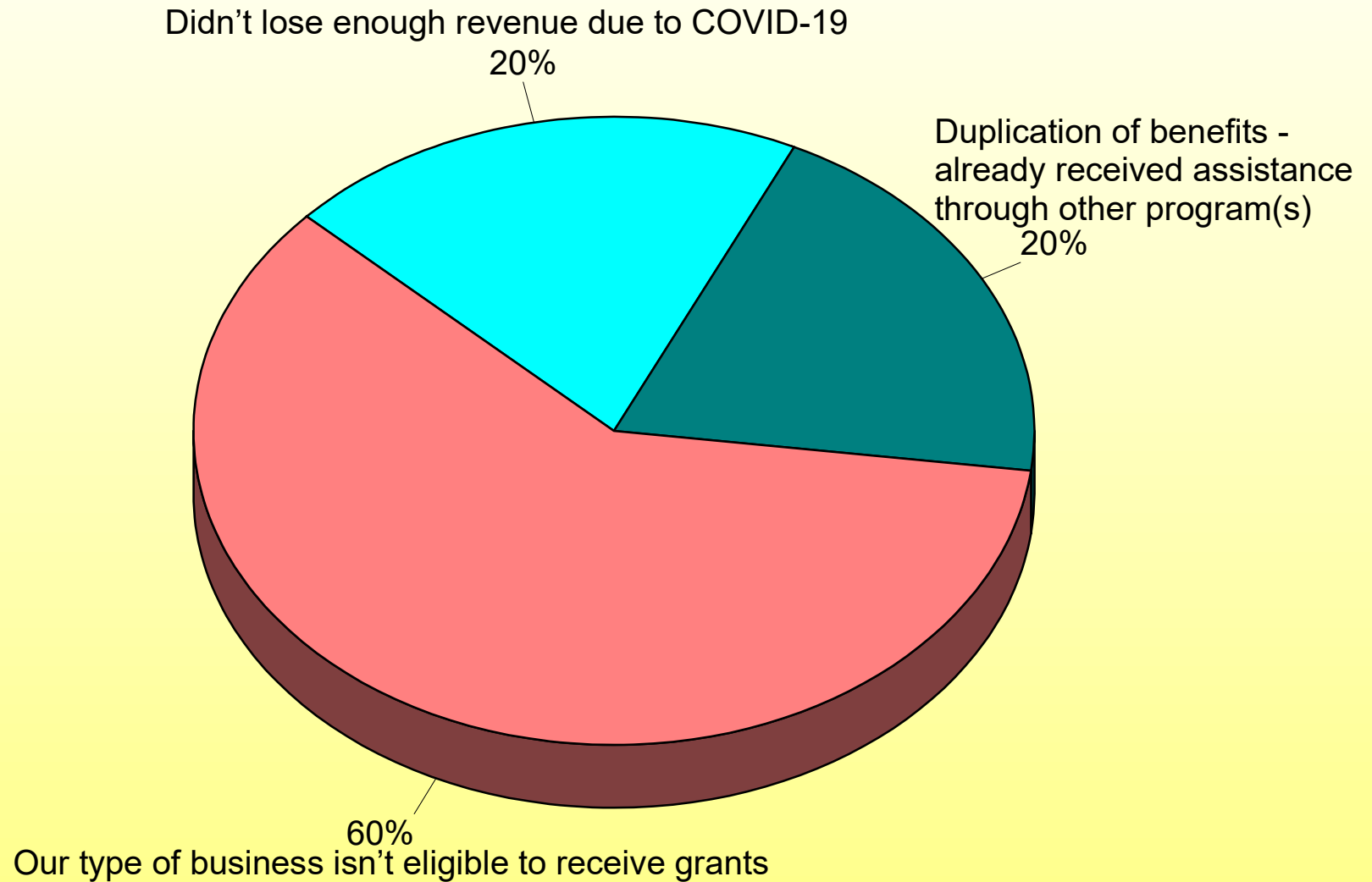
by percentage of businesses that applied for COVID-19 grants (excluding "not provided")



Source: ETC Institute (2020 City of Plano Business Survey)

Why did your company not receive COVID-19 grants?

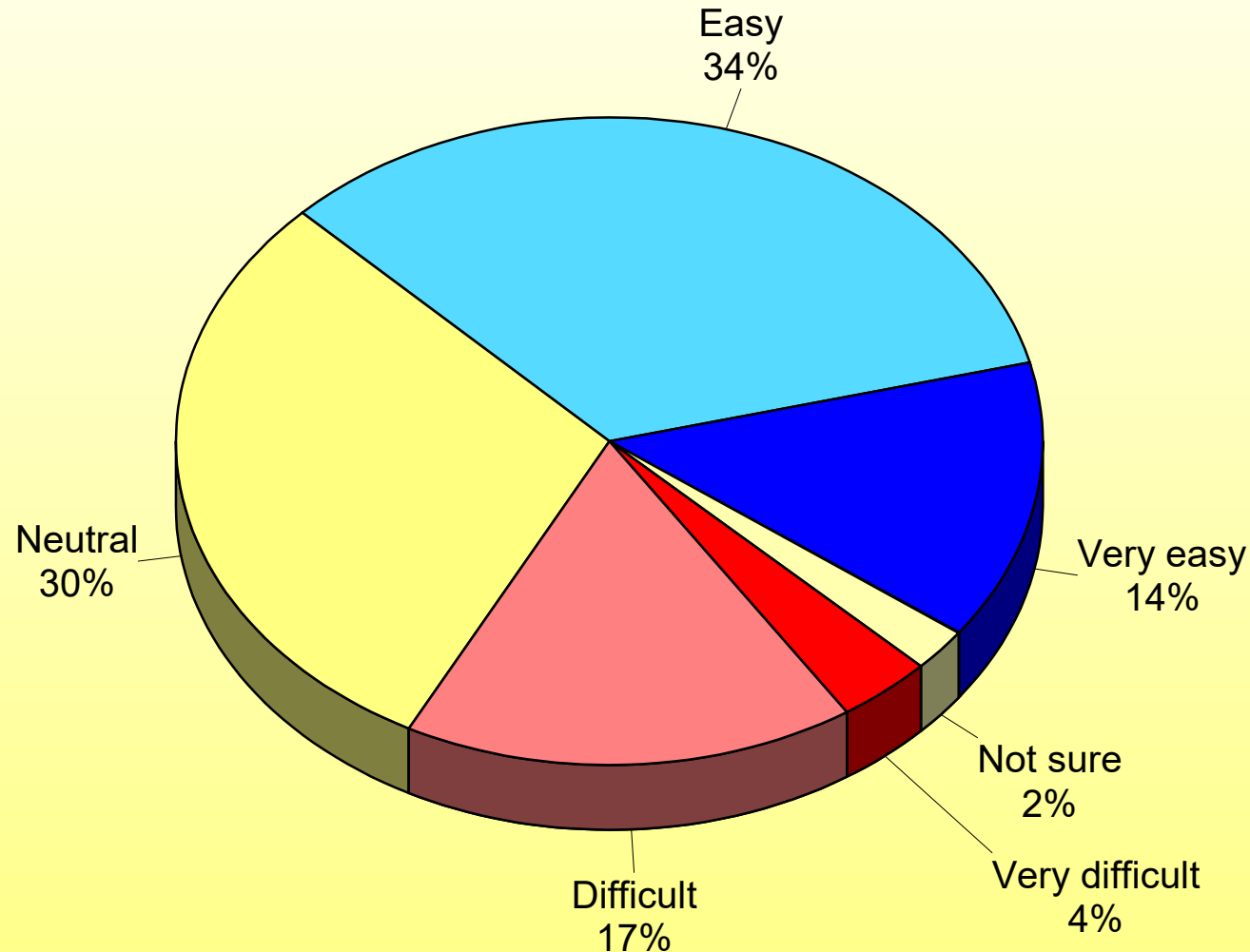
by percentage of businesses that applied for, but did not receive, COVID-19 grants (excluding “not provided”)



Source: ETC Institute (2020 City of Plano Business Survey)

How easy has it been for your business to obtain PPE (Personal Protective Equipment) and cleaning supplies?

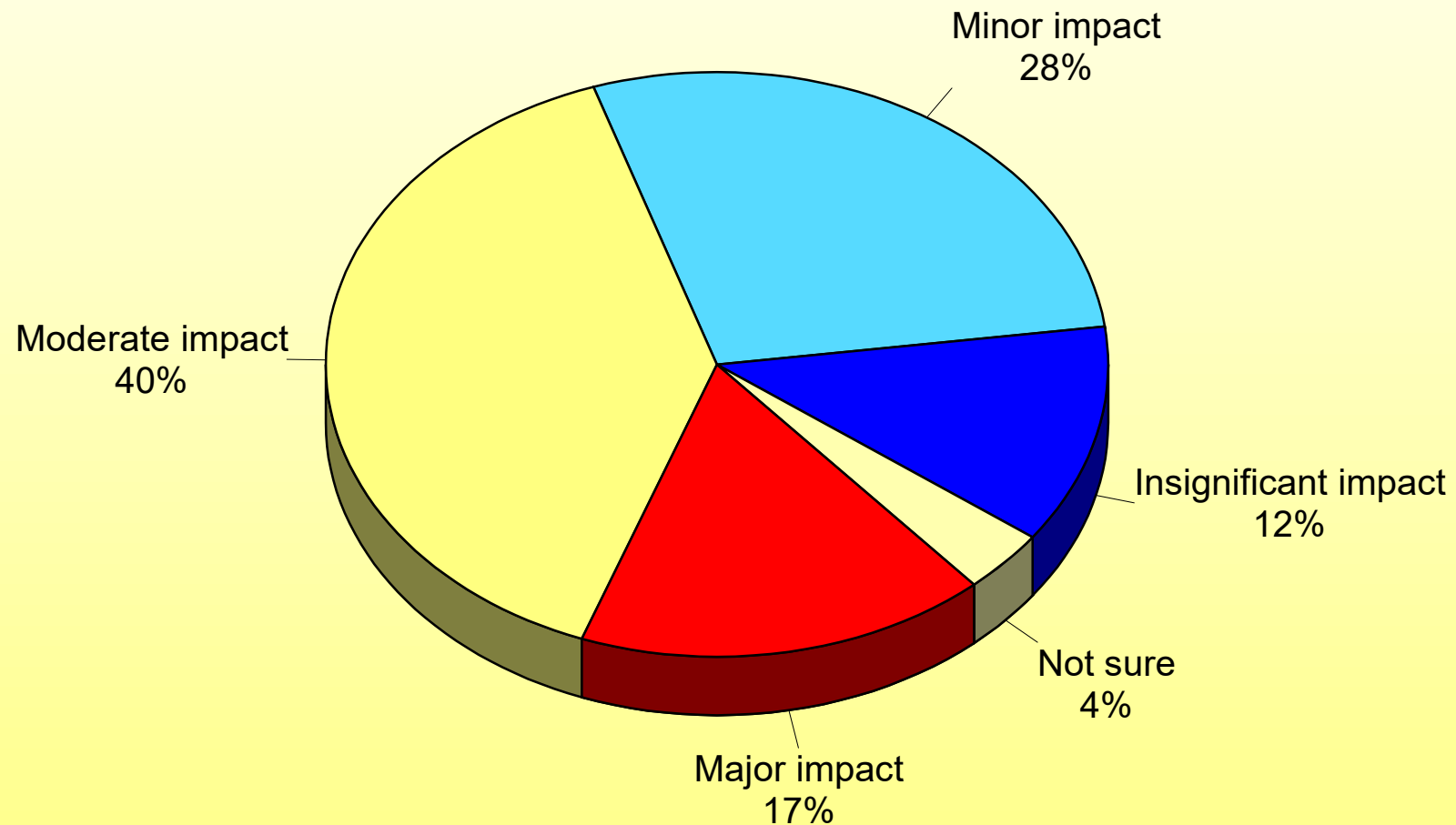
by percentage of businesses surveyed (excluding "not provided")



Source: ETC Institute (2020 City of Plano Business Survey)

How much of an impact are the additional costs of implementing safe practices having on your business?

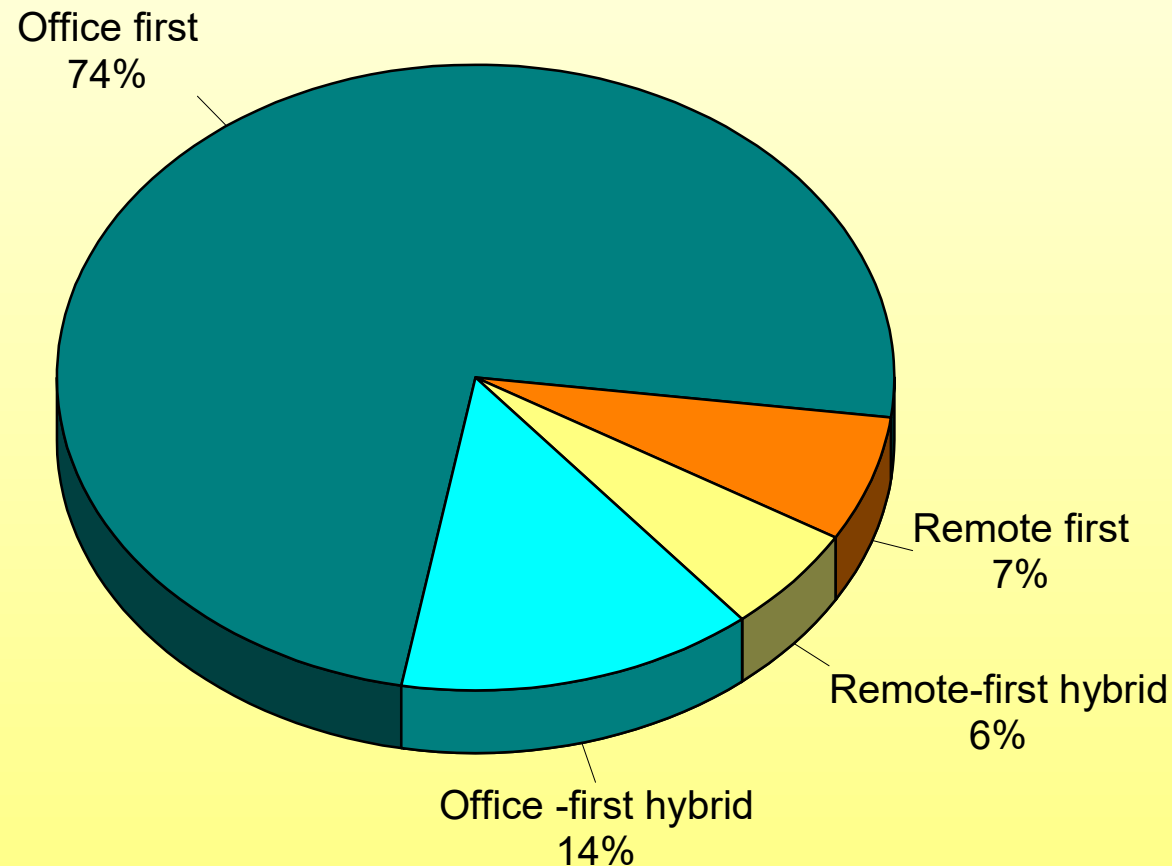
by percentage of businesses surveyed (excluding "not provided")



Source: ETC Institute (2020 City of Plano Business Survey)

Which option most closely matches what you anticipate your company's approach to work will be in the post COVID-19 era?

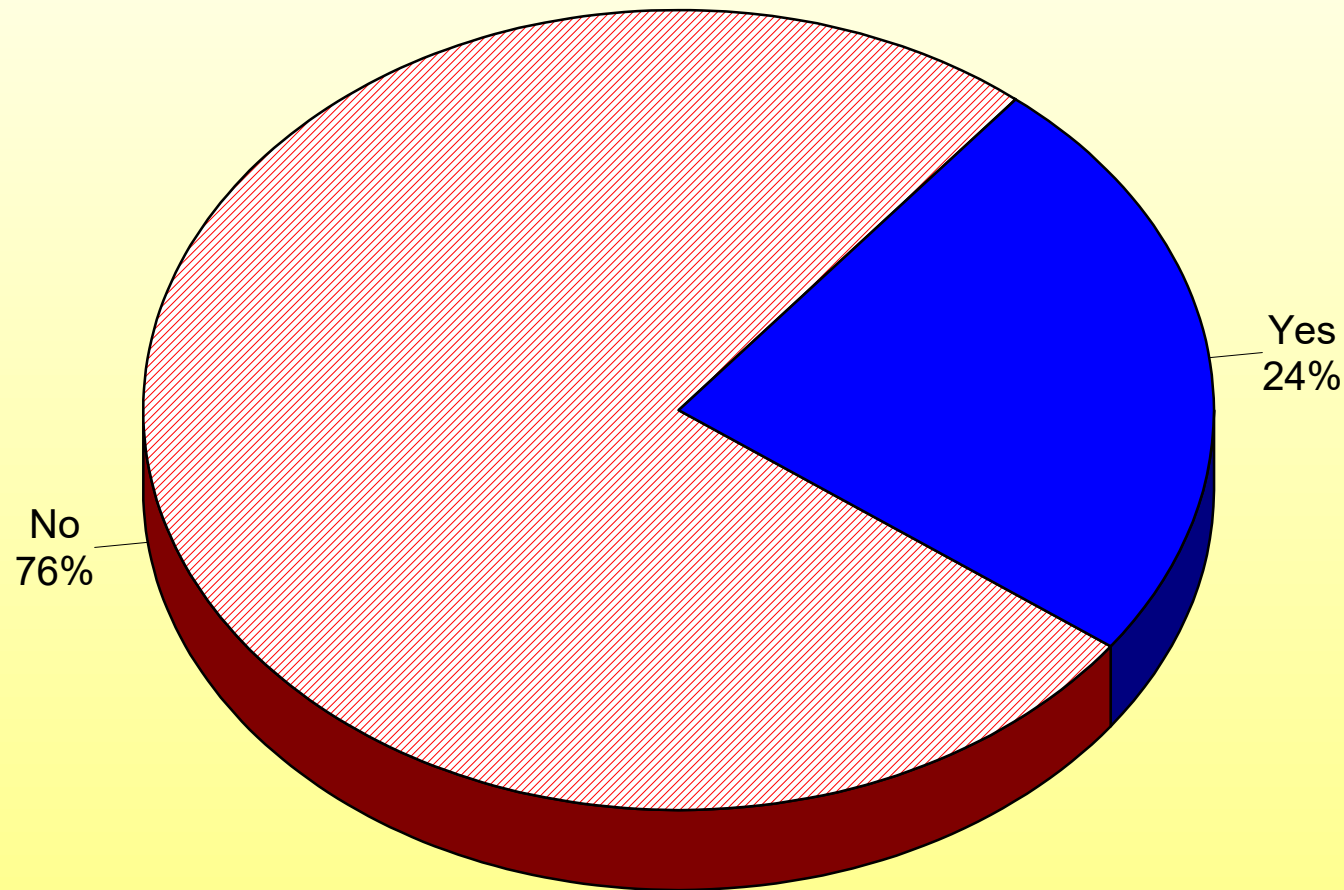
by percentage of businesses surveyed (excluding "not provided")



Source: ETC Institute (2020 City of Plano Business Survey)

Have you furloughed any employees since March 19, 2020?

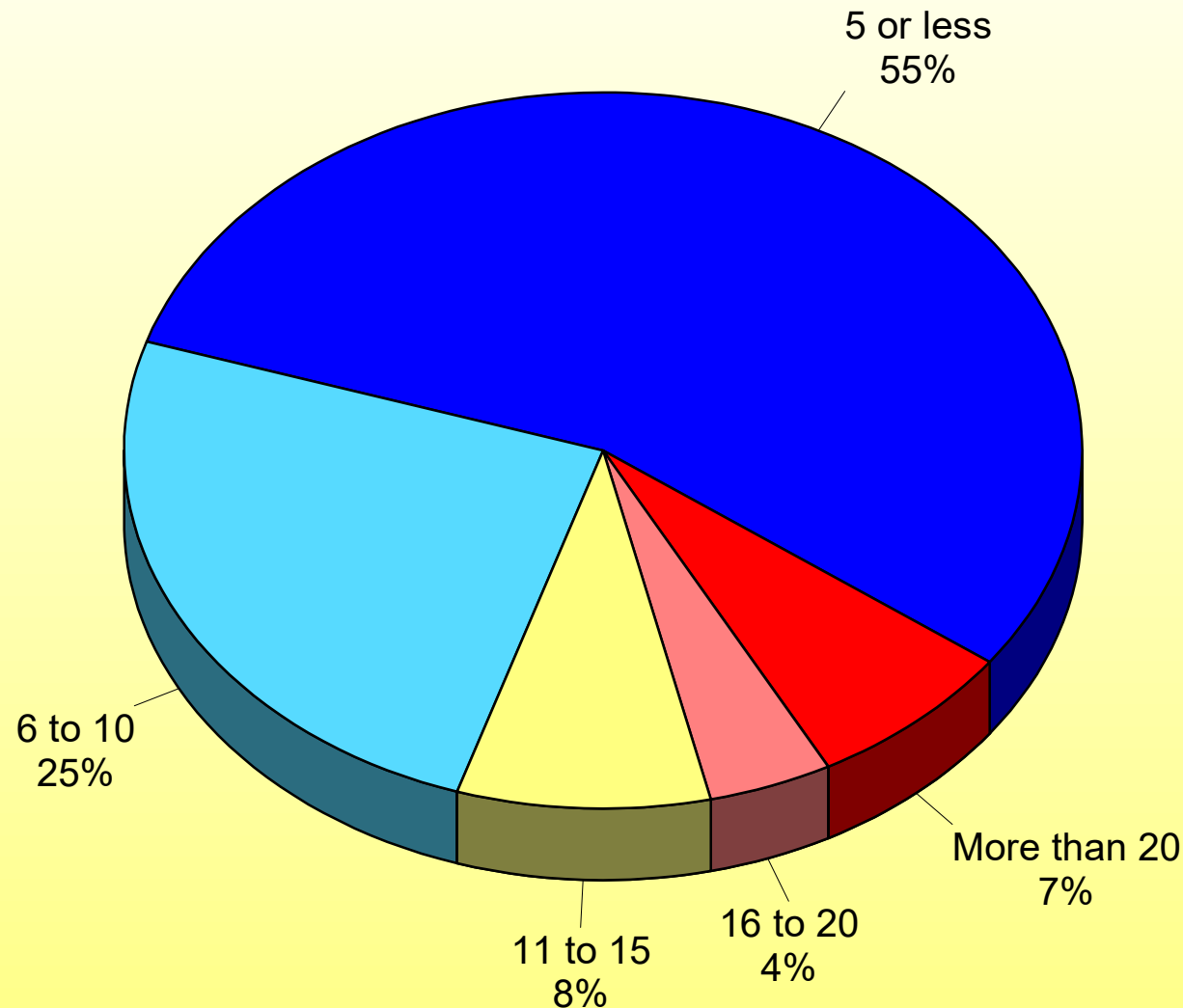
by percentage of businesses surveyed (excluding "not provided")



Source: ETC Institute (2020 City of Plano Business Survey)

How many employees have you furloughed since March 19, 2020?

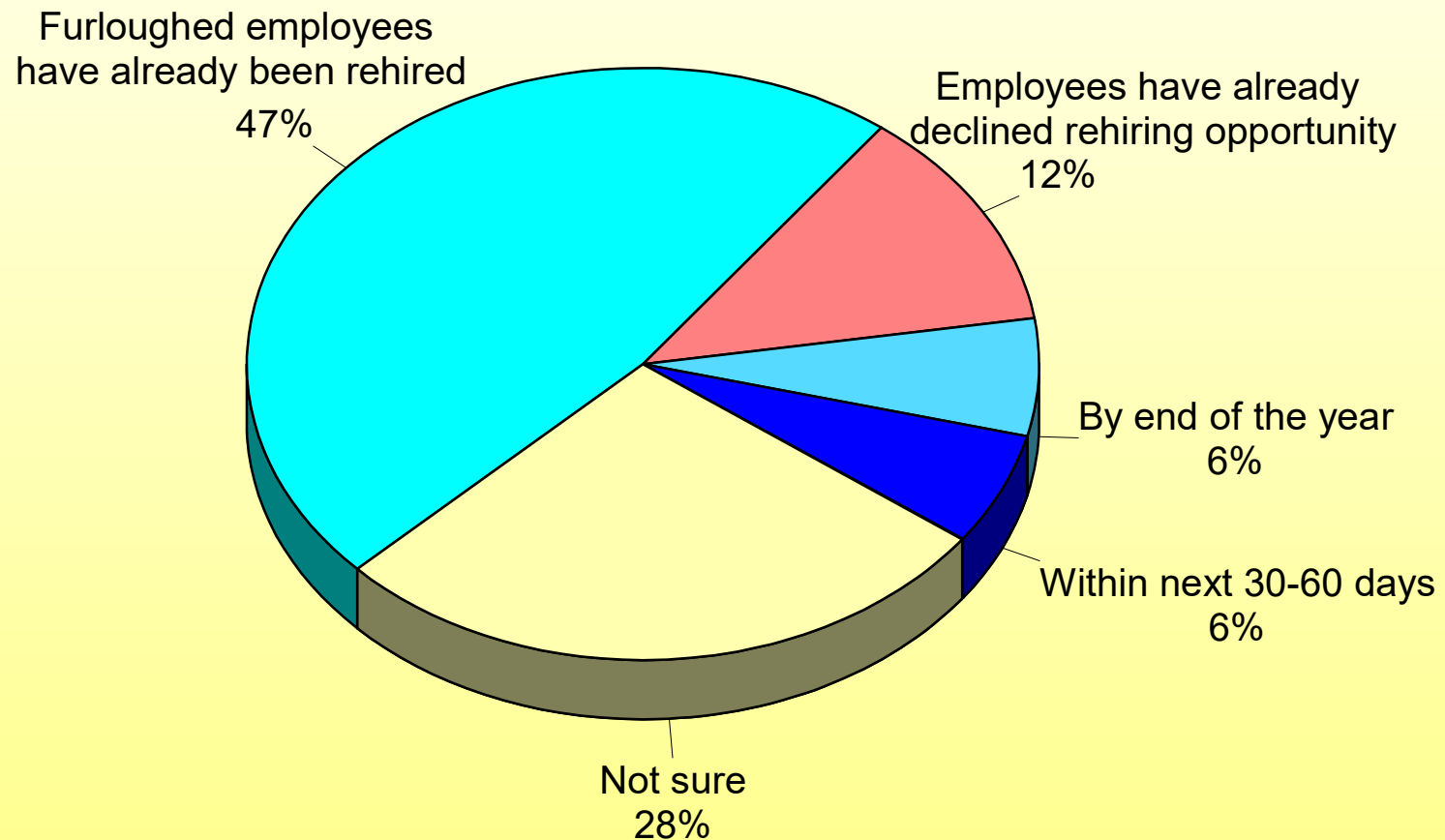
by percentage of businesses that have furloughed employees (excluding "not provided")



Source: ETC Institute (2020 City of Plano Business Survey)

How soon do you plan to rehire furloughed employees?

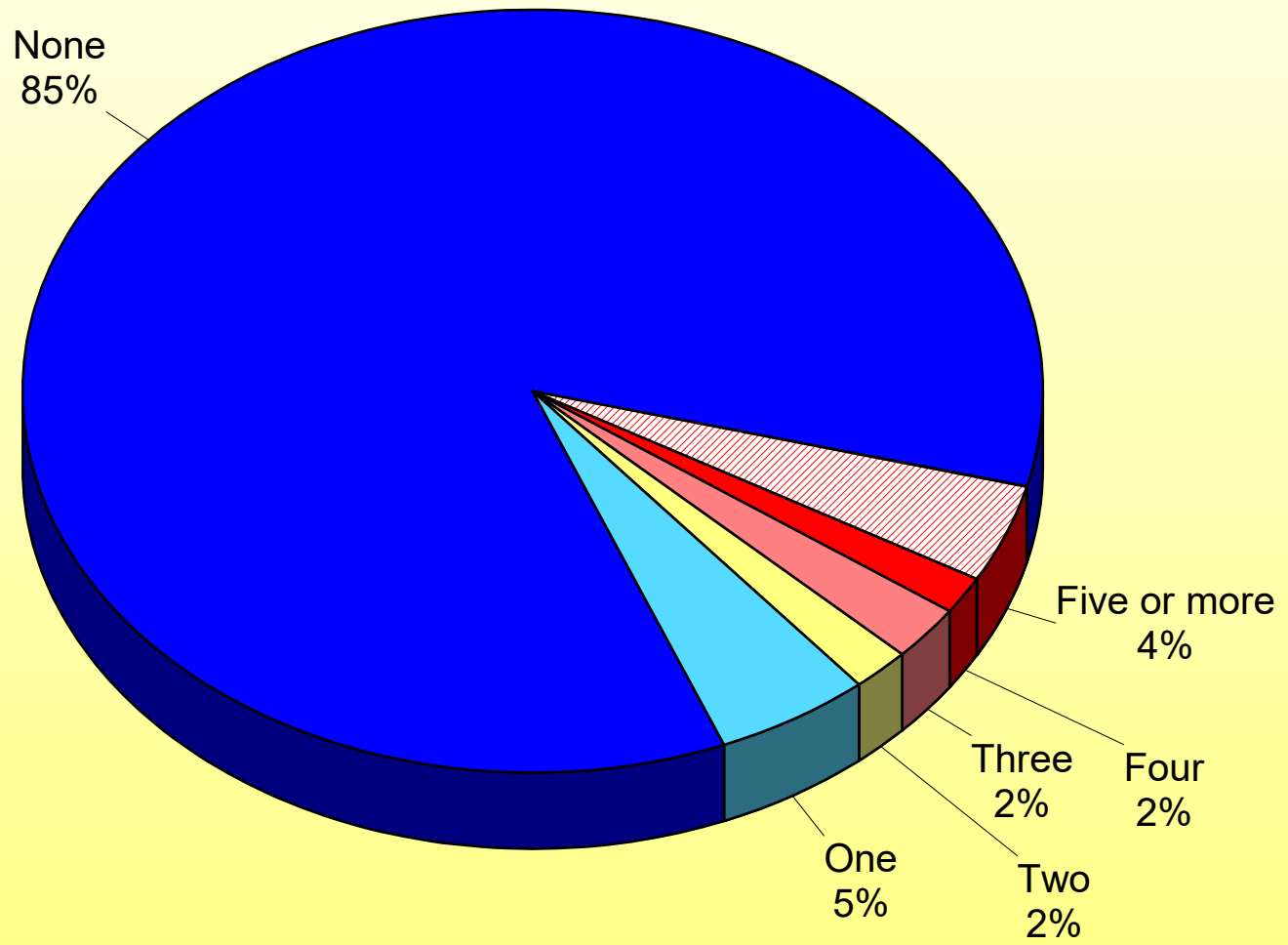
by percentage of businesses that have furloughed employees (excluding "not provided")



Source: ETC Institute (2020 City of Plano Business Survey)

How many employees have you permanently laid off since March 19, 2020?

by percentage of businesses surveyed (excluding "not provided")

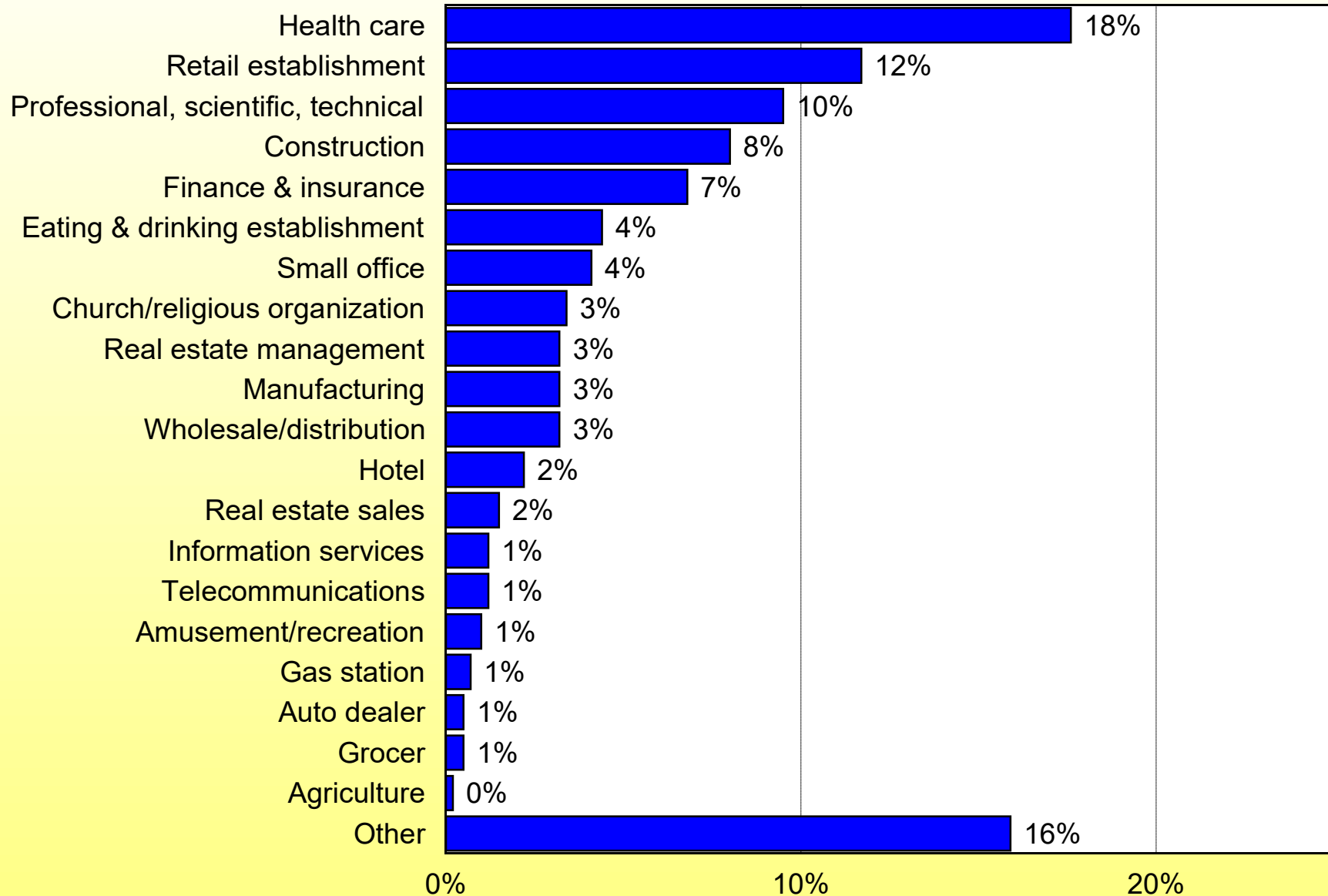


Source: ETC Institute (2020 City of Plano Business Survey)

DEMOGRAPHICS

What type of business is your establishment?

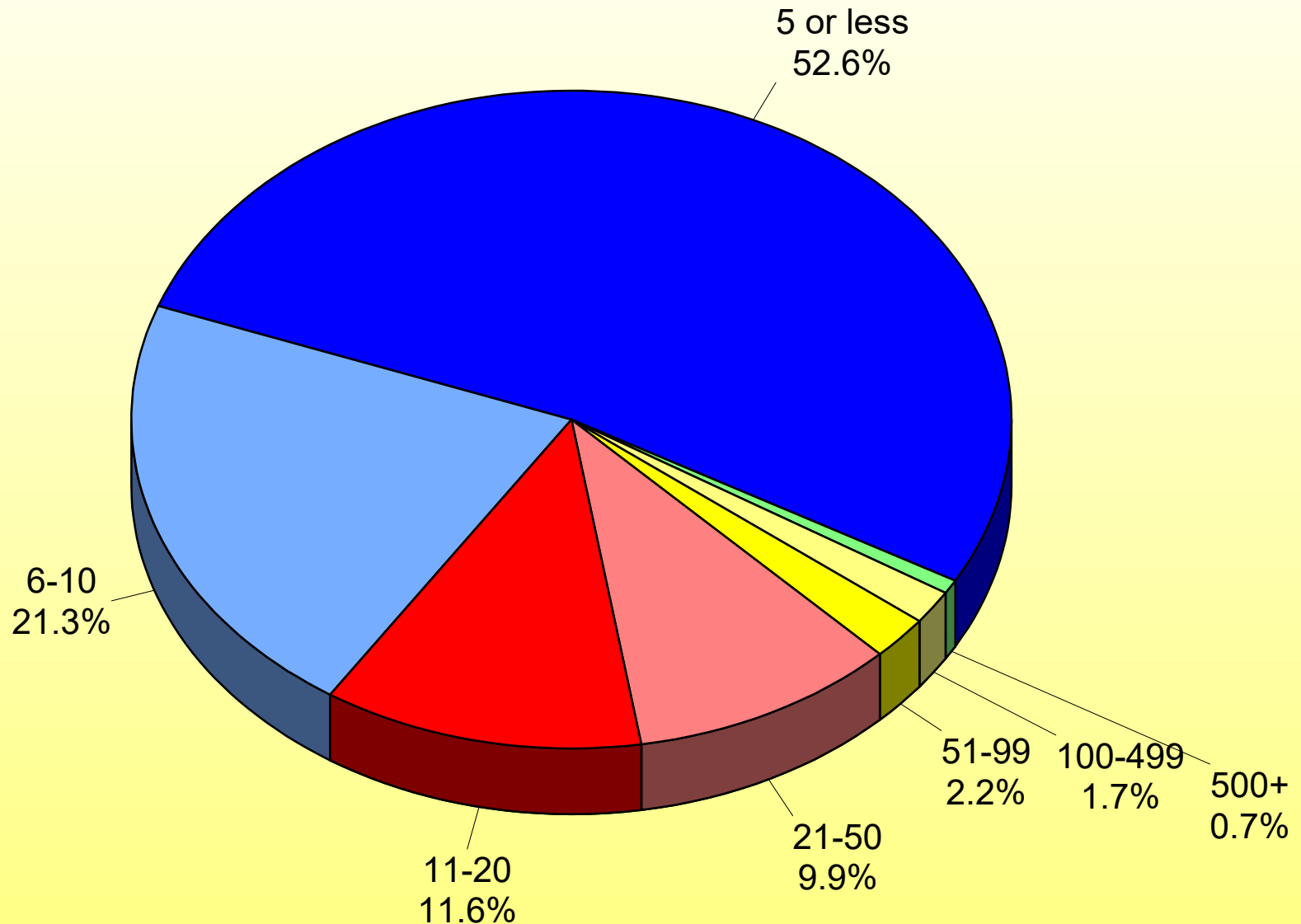
by percentage of businesses surveyed



Source: ETC Institute (2020 City of Plano Business Survey)

Number of Full-Time Employees Currently Employed

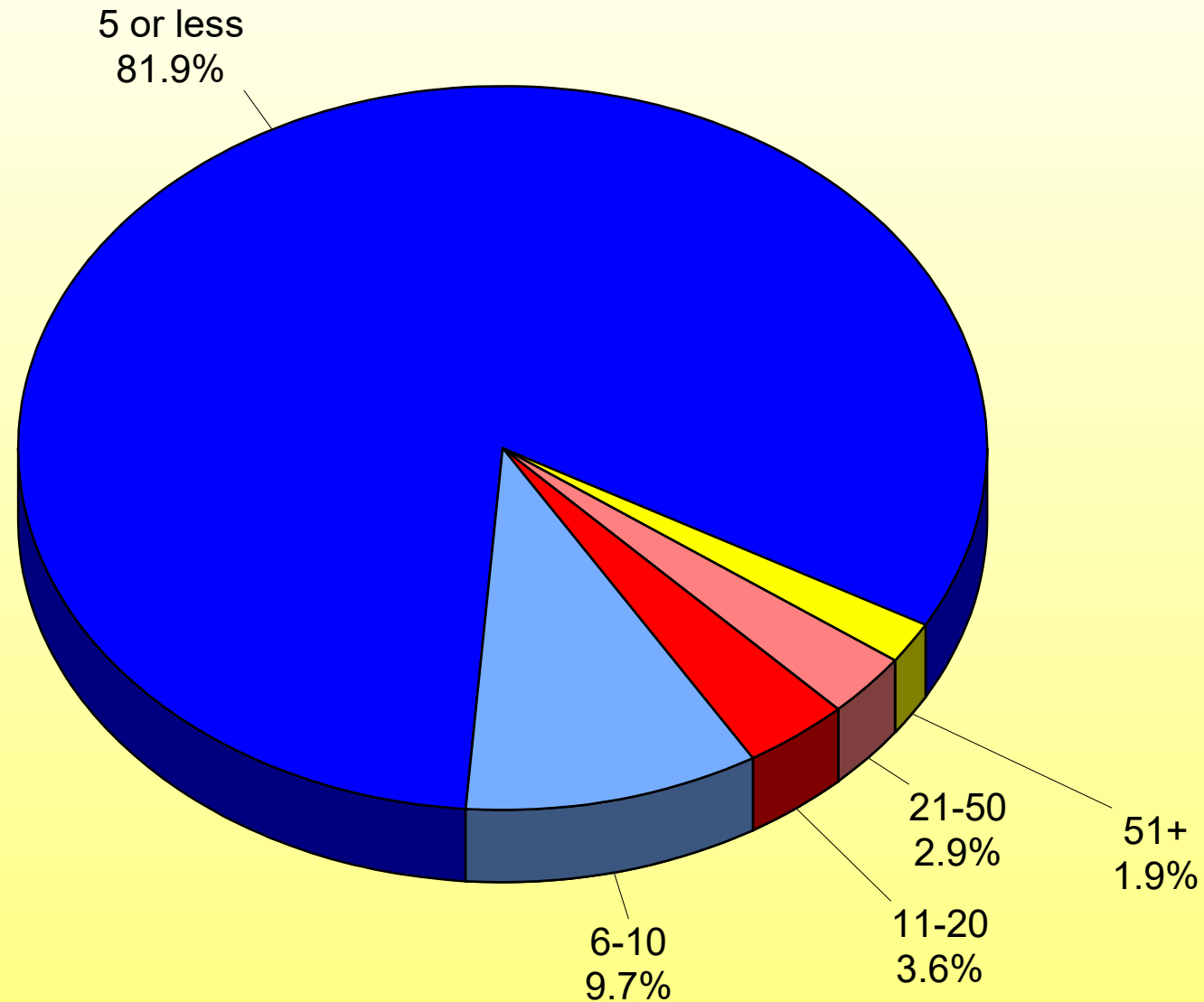
by percentage of businesses surveyed (excluding “not provided”)



Source: ETC Institute (2020 City of Plano Business Survey)

Number of Part-Time Employees Currently Employed

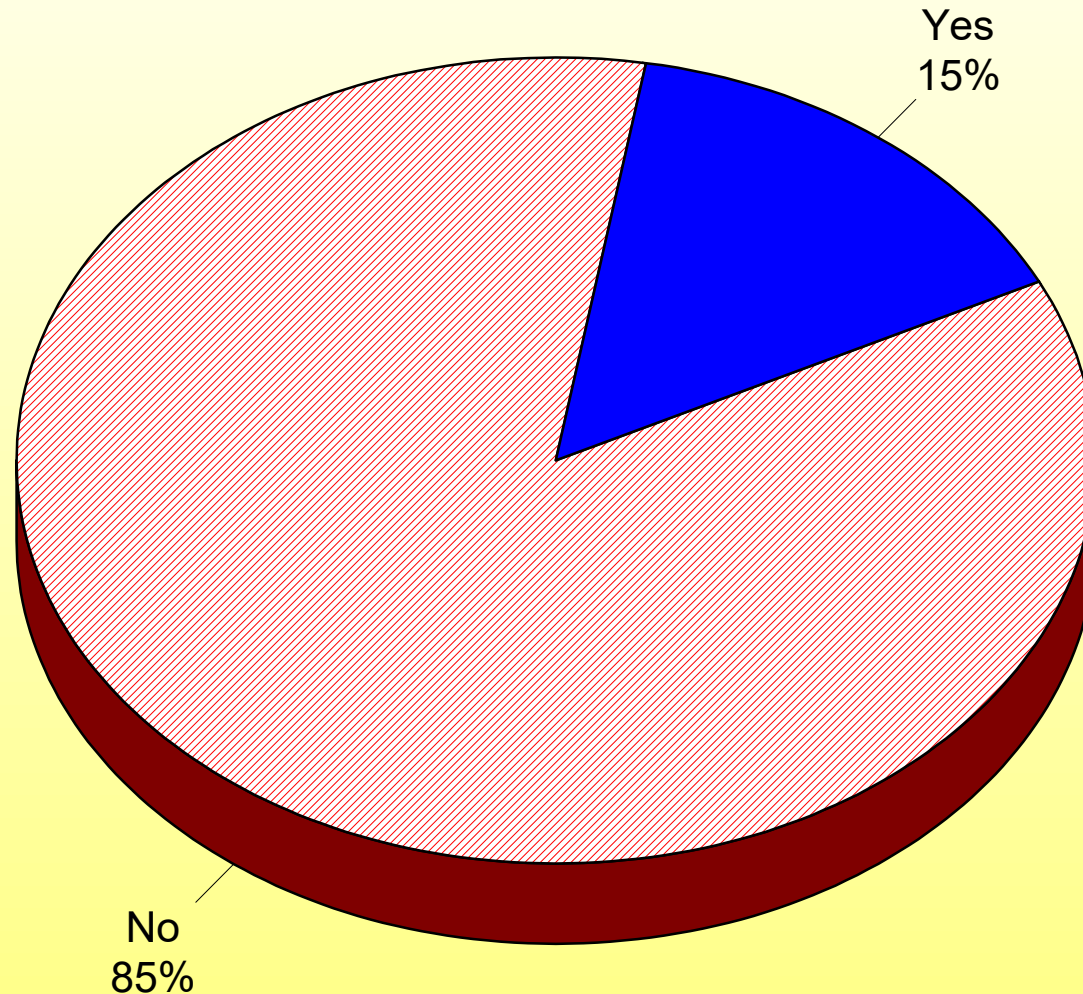
by percentage of businesses surveyed (excluding “not provided”)



Source: ETC Institute (2020 City of Plano Business Survey)

In the past 12 months, has your business expanded through job creation?

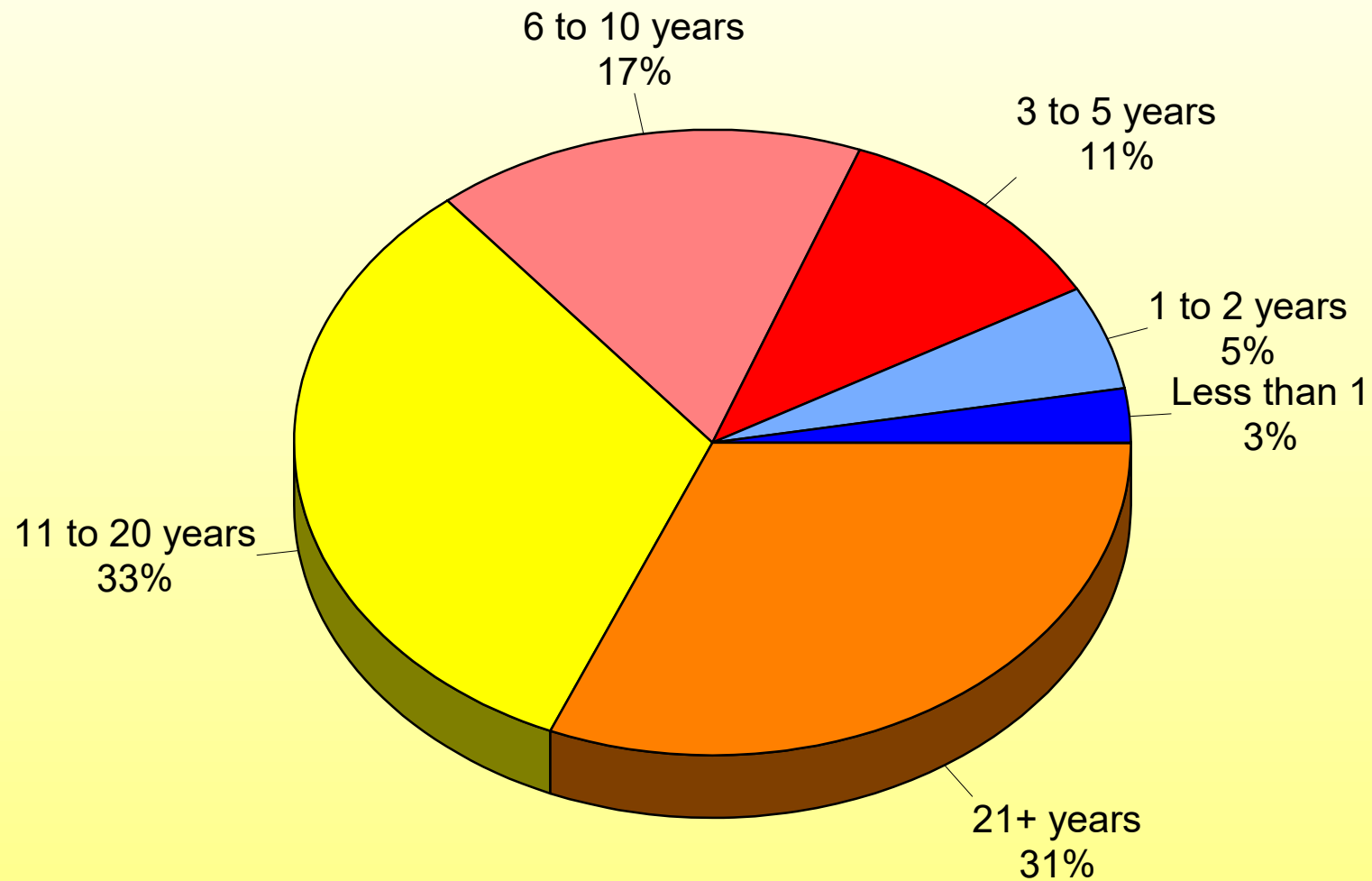
by percentage of businesses surveyed (excluding “don’t know”)



Source: ETC Institute (2020 City of Plano Business Survey)

Number of Years Business Has Been Operating in the City of Plano

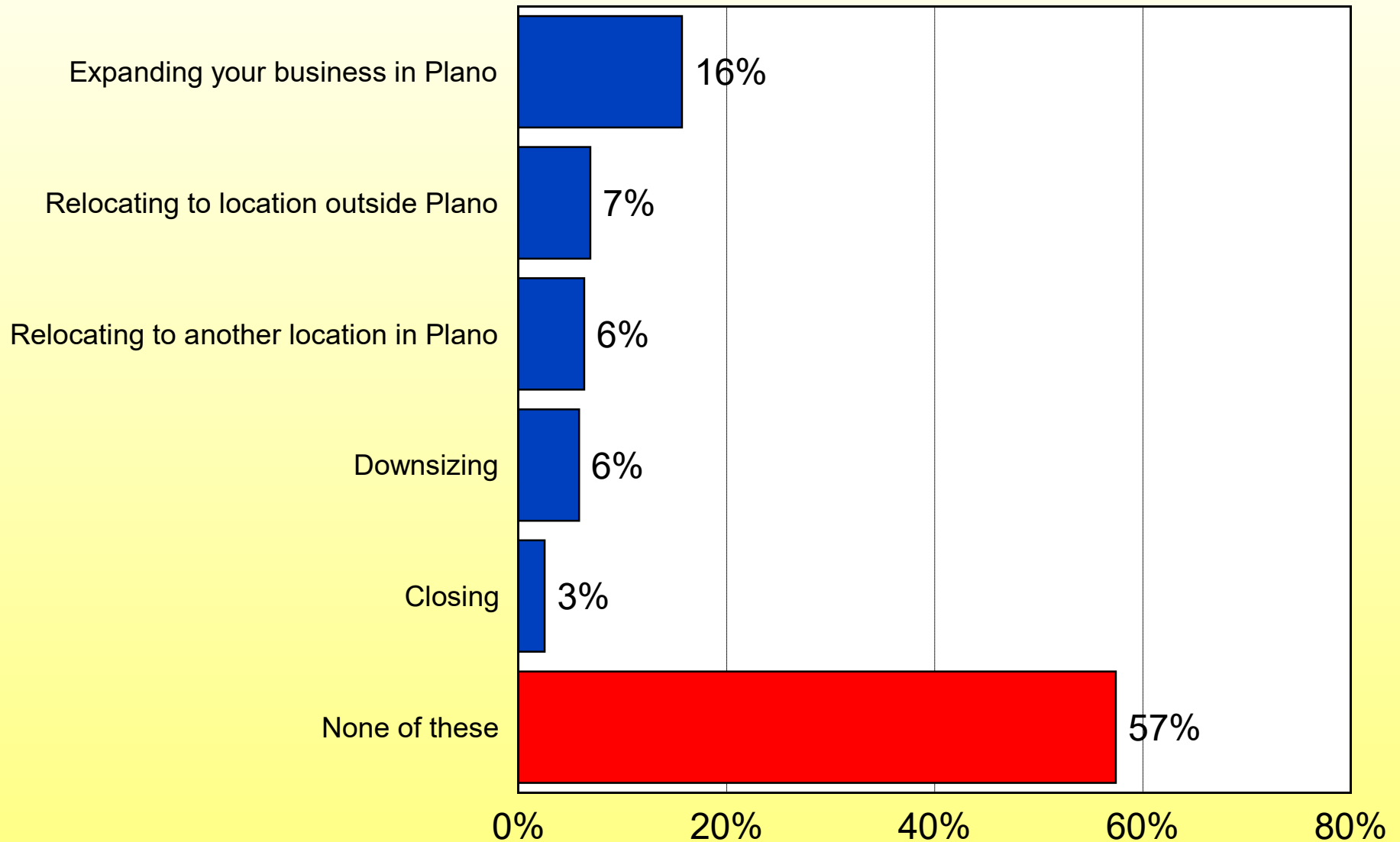
by percentage of businesses surveyed (excluding “not provided”)



Source: ETC Institute (2020 City of Plano Business Survey)

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

by percentage of businesses surveyed (excluding “don’t know”)



Source: ETC Institute (2020 City of Plano Business Survey)

Section 2

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

City of Plano, Texas

Overview

Today, city officials 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 (IS) 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 rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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. This sum is then multiplied by 1 minus the percentage of respondents that 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 knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Businesses were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. One-third (33.3%) selected *Trash Services* as one of the most important services for the City to provide.

With regard to satisfaction, 85.4% of the businesses surveyed rated the City's *Trash Services* as a "4" or a "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 1 minus the sum of the satisfaction percentages. In this example, 33.3% was multiplied by 14.6% (1-0.854). This calculation yielded an I-S rating of 0.0486, which was ranked first out of 15 major service categories.

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 to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one 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 for the City to emphasize over the next two years.

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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Plano are provided on the following pages.

2020 Importance-Satisfaction Rating

City of Plano Business Survey

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Trash Services	33%	2	85%	11	0.0486	1
Property Standards/Neighborhood Services	13%	9	69%	15	0.0399	2
Street Maintenance	13%	8	73%	13	0.0352	3
Police Department	49%	1	95%	3	0.0234	4
Building Inspections-Permitting	16%	7	86%	9	0.0218	5
Fire Inspection	30%	3	93%	4	0.0205	6
Water and Sewer Billing	21%	6	90%	6	0.0200	7
Planning and Zoning	6%	12	72%	14	0.0156	8
Recycling Services	8%	10	88%	8	0.0101	9
Environmental Health Inspection	7%	11	91%	5	0.0060	10
City Hall (General)	4%	14	86%	10	0.0050	11
Police Traffic Enforcement	4%	13	89%	7	0.0046	12
9-1-1 Services	29%	4	99%	2	0.0029	13
Street Drainage	1%	15	84%	12	0.0011	14
Emergency Medical Services	24%	5	100%	1	0.0000	15

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 they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

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.

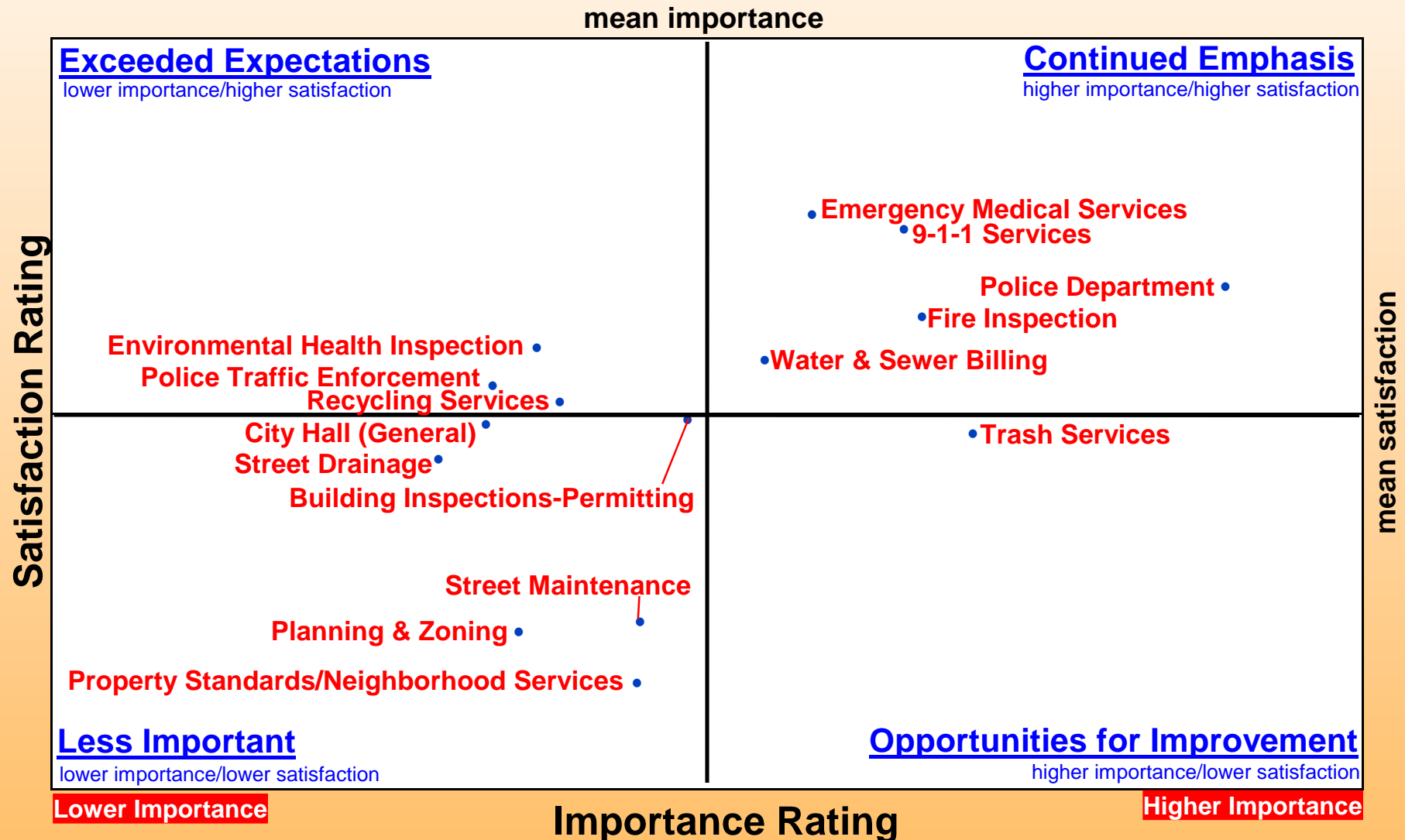
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 the City's 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.

Matrices showing the results for Plano are provided on the following pages.

2020 City of Plano Business Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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



Source: ETC Institute (2020)

Section 3

Tabular Analysis

Q1. Community Service Satisfaction. Listed below are a number of specific services, City departments, or programs. Please indicate if your business has used the service, department, or program over the past two years.

(N=432)

	Yes	No
Q1-1. Building Inspections-Permitting	36.3%	63.7%
Q1-2. Fire Inspection	65.7%	34.3%
Q1-3. Planning & Zoning	13.2%	86.8%
Q1-4. Property Standards/Neighborhood Services	19.0%	81.0%
Q1-5. Emergency Medical Services	17.8%	82.2%
Q1-6. Police Department	43.3%	56.7%
Q1-7. Police Traffic Enforcement	10.4%	89.6%
Q1-8. City Hall (general)	11.6%	88.4%
Q1-9. Street Maintenance	19.2%	80.8%
Q1-10. Street Drainage	11.6%	88.4%
Q1-11. Trash Services	53.2%	46.8%
Q1-12. Recycling Services	34.0%	66.0%
Q1-13. Water & Sewer Billing	49.8%	50.2%
Q1-14. Environmental Health Inspection	18.8%	81.3%
Q1-15. 9-1-1 Services	22.7%	77.3%

Q1. Community Service Satisfaction. If your business has used the service, please rate that service using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=396)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Building Inspections-Permitting	57.4%	27.7%	7.1%	3.9%	2.6%	1.3%
Q1-2. Fire Inspection	73.1%	18.7%	5.7%	0.7%	0.4%	1.4%
Q1-3. Planning & Zoning	44.6%	25.0%	14.3%	7.1%	5.4%	3.6%
Q1-4. Property Standards/ Neighborhood Services	51.9%	16.0%	14.8%	11.1%	4.9%	1.2%
Q1-5. Emergency Medical Services	89.5%	10.5%	0.0%	0.0%	0.0%	0.0%
Q1-6. Police Department	85.0%	10.2%	1.6%	1.6%	1.6%	0.0%
Q1-7. Police Traffic Enforcement	72.7%	15.9%	2.3%	0.0%	9.1%	0.0%
Q1-8. City Hall (general)	66.0%	20.0%	10.0%	4.0%	0.0%	0.0%
Q1-9. Street Maintenance	52.4%	19.5%	12.2%	7.3%	7.3%	1.2%
Q1-10. Street Drainage	68.0%	14.0%	16.0%	0.0%	0.0%	2.0%
Q1-11. Trash Services	59.5%	25.6%	8.8%	2.2%	3.5%	0.4%
Q1-12. Recycling Services	56.6%	30.3%	6.9%	2.8%	2.8%	0.7%
Q1-13. Water & Sewer Billing	63.0%	26.1%	8.1%	0.5%	0.9%	1.4%
Q1-14. Environmental Health Inspection	75.0%	15.0%	7.5%	0.0%	1.3%	1.3%
Q1-15. 9-1-1 Services	87.8%	11.2%	1.0%	0.0%	0.0%	0.0%

WITHOUT "DON'T KNOW"

Q1. Community Service Satisfaction. If your business has used the service, please rate that service using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=396)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Building Inspections-Permitting	58.2%	28.1%	7.2%	3.9%	2.6%
Q1-2. Fire Inspection	74.2%	19.0%	5.7%	0.7%	0.4%
Q1-3. Planning & Zoning	46.3%	25.9%	14.8%	7.4%	5.6%
Q1-4. Property Standards/Neighborhood Services	52.5%	16.3%	15.0%	11.3%	5.0%
Q1-5. Emergency Medical Services	89.5%	10.5%	0.0%	0.0%	0.0%
Q1-6. Police Department	85.0%	10.2%	1.6%	1.6%	1.6%
Q1-7. Police Traffic Enforcement	72.7%	15.9%	2.3%	0.0%	9.1%
Q1-8. City Hall (general)	66.0%	20.0%	10.0%	4.0%	0.0%
Q1-9. Street Maintenance	53.1%	19.8%	12.3%	7.4%	7.4%
Q1-10. Street Drainage	69.4%	14.3%	16.3%	0.0%	0.0%
Q1-11. Trash Services	59.7%	25.7%	8.8%	2.2%	3.5%
Q1-12. Recycling Services	56.9%	30.6%	6.9%	2.8%	2.8%
Q1-13. Water & Sewer Billing	63.9%	26.4%	8.2%	0.5%	1.0%
Q1-14. Environmental Health Inspection	75.9%	15.2%	7.6%	0.0%	1.3%
Q1-15. 9-1-1 Services	87.8%	11.2%	1.0%	0.0%	0.0%

Q1a. Why were you dissatisfied with the service/department/program?

- 10th Street, between N Ave and Jupiter, never gets fixes, patched only. This is a very dangerous road.
- ARROGANT AND DISHONEST FOCUS WAS NOT ASSISTING BUSINESS. LAST YEAR AND HALF BEEN TRYING TO RESOLVE.
- Attitude of non-cooperation and superiority. Not looking to help; looking to obstruct.
- Back flow testing. We have received a notice 3 times, 3 times we have told them we don't own the building.
- BUMPY ON PARKER RD HEADING EAST.
- Commercial properties, grass too tall.
- Construction vehicles in our parking lot.
- Cumbersome application process, not helpful with advice, poor follow up, turnover in staff. Seems to overlook small businesses and organizations in favor of larger development.
- Department is aware. Issue with provider, hopefully it is resolved now.
- Don't do a good enough job getting all of it.
- During the Covid epidemic, we totally understand and appreciate City Hall's number 1 priority is its citizen's safety. We also acknowledge that the Governor sets the tone for the state. However, we feel that the City of Plano has not been creative in its rules to safely facilitate commerce. Since March, there have been no promotion or activities to encourage patronage. We are not aware of any meeting or engagements that the city has had with the downtown merchants to hear options and potential solutions from stakeholders in the downtown area to keep customers engaged and businesses viable. For example, from a town as small as Farmersville, TX to a city as large as Boston, MA ways have been found to continue having festivals and public events. We personally visited Boston, multiple, small historic towns in Maine and New Hampshire and Naples, FL. They were filled with shoppers and diners enjoying expanded outside dining by making some streets to become pedestrian-only and allowing restaurants to use street parking spots for additional tables. The restaurant activity boosted the volume of shoppers for the retail stores.
- Enforcement is not equal.
- fire inspector was just looking for things to try to site my office for. Had been having inspectors here for 11 years with no violations until a new inspector came with an agenda to be an hard-a
- ISSUE WITH DEPT, SINGLED OUT-MOWING.
- it's the vendor - Republic. They're overcharging us.
- LACK OF LEADERSHIP TO ADDRESS ANY CONCERNS, IT STARTS AT MAYOR LEVEL.
- LOOKS LIKE STUFF IN MIDDLE OF COVID.
- Lousy and arrogant.
- Our experience with the permitting department and planning and zoning was extremely stressful . Initially in our experience, we were treated as an undesirable business even though we have operated and paid many thousands of dollars for almost 48 years to the city of plano and its operation. We have always been very supportive of the administration and the city and it was as though our concerns were not important. Unfortunately many of the people in the city operation have obviously never had to manage a small business and they do not have the insight necessary to understand both viewpoints. We are as interested as anyone in maintaining our community standards so that Plano is an attractive and desirable city in which to live and own a business, but when changes are viewed necessary, it would be helpful if the small business owner's voice could be respected and heard more respectfully. The good news is that after many months of communication our situation appears to be resolved so we are appreciative of the outcome. We want to be positive about our city and our opportunity and we appreciate that you are asking for our input. I am being honest and hopefully this will be appreciated as I understand the need as a business owner the importance of hearing the negative as well as the positive.
- Permit process is tedious and not stream lined.
- Planning-no response, no explanation. Water extremely dissatisfied, very expensive and should not charge small businesses for waste water and sewage.

Q1a. Why were you dissatisfied with the service/department/program? (cont.)

- Plano makes changes to how trash is suppose to be packaged to be picked up and it is like a friggin guessing game to see if we have guessed correctly. I live in an area that if the trash container is left on that side of the driveway the postal service will not deliver our mail and if I leave the trash container on the other side of the driveway then the trash truck will NOT pick up the trash. I have to roll my container into the middle of the street to get service. Also NOT allowing bagged recycle materials now lets the recycle materials blow down the street on windy days. YOU GUYS ARE geniuses! This should not be an issue with trash services but it seems like everyone that works in this department are prima donnas are OVER PAID and darn sure underworked.
- POLICE OFFICERS TOUCH THEIR GUNS TOO OFTEN.
- POOR STREET REPAIR SERVICES. TERRIBLE PATCH JOBS. POOR STREETS-POTHOLES.
- RECYCLING SERVICES ARE NON EXISTENT
- Repeated problems. Can't trust that if we call that an issue will either get taken care of or have to call back and no one knows what's going on. Repeated incorrect billing, being charged for things we do not use.
- Republic has terrible customer service. Took 6 months to get a new container with a lid. We had issues with people using our dumpster.
- Requested the look at a neighbor business and ask them to clean up trash area and furniture outside which makes appearance of the area poor looking - do not know what happened. Believe nothing was done as everything remained the same until we contacted the landlord and requested they speak with the tenants to remove furniture outside. Follow up would be nice from COP after complaint lodged to determine if resolved.
- Story would take too long, bottom line I got shake down for a fine(so-called fine).
- Street repairs not planned.
- Takes a long time, months to improve.
- Takes years to get road repairs.
- The amount of issues we had trying to get a permit for a roof over our sales area made us just not dot it.
- The city conducts the inspections and then bills me
- The service is not in time and the price keep rising.
- THE WORST ROAD IN PLANO IS COMMERCE BETWEEN PLANO PKWY AND WHERE MY BUSINESS IS.
- Trash charges are too high.
- Trash pick up is not consistent.
- Trash provisions for the mixture of Trash and Recycling confused us. We are advised we cannot recycle the plastic bin liners we use in our inside recycle bin. These must go in the trash? Why is that? We feel our water bill is always on the high side from a rate perspective. WE hope the city's recent agreement with the water district will lead to a reduction.
- Trying to get a sign and the City is restricting us.
- WATCHED REPAIR OF 18TH ST AT ONE POINT THERE WAS 16 PEOPLE PRESENT, 3 WERE ACTUALLY WORKING.
- We don't have a recycling dumpster at our building.

Q2. Which THREE of the services, City departments, or programs listed in Question 1 are MOST IMPORTANT to your business?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Building Inspections-Permitting	36	8.3 %
Fire Inspection	49	11.3 %
Planning & Zoning	8	1.9 %
Property Standards/Neighborhood Services	13	3.0 %
Emergency Medical Services	24	5.6 %
Police Department	116	26.9 %
Police Traffic Enforcement	8	1.9 %
City Hall (general)	5	1.2 %
Street Maintenance	11	2.5 %
Trash Services	37	8.6 %
Recycling Services	3	0.7 %
Water & Sewer Billing	18	4.2 %
Environmental Health Inspection	10	2.3 %
9-1-1 Services	52	12.0 %
None chosen	42	9.7 %
Total	432	100.0 %

Q2. Which THREE of the services, City departments, or programs listed in Question 1 are MOST IMPORTANT to your business?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Building Inspections-Permitting	13	3.0 %
Fire Inspection	52	12.0 %
Planning & Zoning	7	1.6 %
Property Standards/Neighborhood Services	24	5.6 %
Emergency Medical Services	50	11.6 %
Police Department	57	13.2 %
Police Traffic Enforcement	7	1.6 %
City Hall (general)	5	1.2 %
Street Maintenance	18	4.2 %
Street Drainage	1	0.2 %
Trash Services	49	11.3 %
Recycling Services	9	2.1 %
Water & Sewer Billing	39	9.0 %
Environmental Health Inspection	5	1.2 %
9-1-1 Services	33	7.6 %
None chosen	63	14.6 %
Total	432	100.0 %

Q2. Which THREE of the services, City departments, or programs listed in Question 1 are MOST IMPORTANT to your business?

Q2. 3rd choice	Number	Percent
Building Inspections-Permitting	20	4.6 %
Fire Inspection	30	6.9 %
Planning & Zoning	9	2.1 %
Property Standards/Neighborhood Services	18	4.2 %
Emergency Medical Services	27	6.3 %
Police Department	37	8.6 %
Police Traffic Enforcement	2	0.5 %
City Hall (general)	5	1.2 %
Street Maintenance	27	6.3 %
Street Drainage	2	0.5 %
Trash Services	58	13.4 %
Recycling Services	23	5.3 %
Water & Sewer Billing	32	7.4 %
Environmental Health Inspection	14	3.2 %
9-1-1 Services	41	9.5 %
None chosen	87	20.1 %
Total	432	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the services, City departments, or programs listed in Question 1 are MOST IMPORTANT to your business? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Building Inspections-Permitting	69	16.0 %
Fire Inspection	131	30.3 %
Planning & Zoning	24	5.6 %
Property Standards/Neighborhood Services	55	12.7 %
Emergency Medical Services	101	23.4 %
Police Department	210	48.6 %
Police Traffic Enforcement	17	3.9 %
City Hall (general)	15	3.5 %
Street Maintenance	56	13.0 %
Street Drainage	3	0.7 %
Trash Services	144	33.3 %
Recycling Services	35	8.1 %
Water & Sewer Billing	89	20.6 %
Environmental Health Inspection	29	6.7 %
9-1-1 Services	126	29.2 %
None chosen	42	9.7 %
Total	1146	

Q3. Overall, how would you rate the City of Plano's customer service?

<u>Q3. How would you rate City's customer service overall</u>	<u>Number</u>	<u>Percent</u>
Very good	209	48.4 %
Good	130	30.1 %
Average	27	6.3 %
Poor	4	0.9 %
Don't know	62	14.4 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q3. Overall, how would you rate the City of Plano's customer service? (without "don't know")**

<u>Q3. How would you rate City's customer service overall</u>	<u>Number</u>	<u>Percent</u>
Very good	209	56.5 %
Good	130	35.1 %
Average	27	7.3 %
Poor	4	1.1 %
Total	370	100.0 %

Q4. In general, would you say the quality of services provided by the City of Plano are...

<u>Q4. Quality of services provided by City in general</u>	<u>Number</u>	<u>Percent</u>
Significantly higher than your expectations	48	11.1 %
Higher than your expectations	151	35.0 %
Expectations met	191	44.2 %
Below your expectations	19	4.4 %
Don't know	23	5.3 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q4. In general, would you say the quality of services provided by the City of Plano are... (without "don't know")**

<u>Q4. Quality of services provided by City in general</u>	<u>Number</u>	<u>Percent</u>
Significantly higher than your expectations	48	11.7 %
Higher than your expectations	151	36.9 %
Expectations met	191	46.7 %
Below your expectations	19	4.6 %
Total	409	100.0 %

Q5. Perceptions of Plano. Which of the following best describes the overall business atmosphere in Plano today, compared to two years ago?

Q5. What best describes overall business atmosphere in Plano today compared to two years ago	Number	Percent
Better	98	22.7 %
No change, but good	199	46.1 %
No change, but poor	18	4.2 %
Worse	55	12.7 %
Don't know	62	14.4 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"

Q5. Perceptions of Plano. Which of the following best describes the overall business atmosphere in Plano today, compared to two years ago? (without "don't know")

Q5. What best describes overall business atmosphere in Plano today compared to two years ago	Number	Percent
Better	98	26.5 %
No change, but good	199	53.8 %
No change, but poor	18	4.9 %
Worse	55	14.9 %
Total	370	100.0 %

Q6. What two or three issues in Plano which impact your business are you most concerned about today?

- #3 bus atmosphere is superior for HUGE companies but not for small businesses.
- (1) Shoplifting. (2) Lack of street drainage maintenance. Excess water on the roads during rain events makes driving dangerous for us all.
- 1. The high cost of property taxes. 2. Illegal immigration
- 1200 COMMERCE- THE ROAD/PAVEMENT QUALITY. OTHER THAN THAT I LOVE BEING IN PLANO.
- 911 Services and EMS
- A safe and clean community to do my work. Proper disposal/recycle areas for all used batteries.
- ABILITY TO GET COVID VACCINE DISTRIBUTION HUB.
- About 1 year ago we were broken into 3-4 times in a 12-month period (we are in 75074, E of 75, so not a "great" neighborhood). Each time police were nearby but never caught the people who broke in. Safety is somewhat of an issue. We've also had a couple of homeless people wander into our suite, once the police had to be called because the person was threatening staff when asked to leave. Another concern that I have is the (recently) constant construction going on Jupiter road. Its not a major issue but ideally we'd not have construction going on the street in front of our parking lot/turn in.
- ADVERTISING
- All business should be open at full capacity.
- All of the rezoning to allow low-income housing into our suburban area of the metroplex. We are not Dallas and do not want to be Dallas.
- AS A PRIVATE 501 C3, WE DO NOT BENEFIT FROM TRASH OR RECYCLING SERVICES OFFERED BY THE CITY TO HOUSEHOLDS.
- AVAILABILITY OF COVID VACCINE FOR EMPLOYEES.
- Ave K and Parker needs a clean up. Covid and the homeless/panhandlers.
- BRINGING MORE MANUFACTURING JOBS
- China virus period!
- City council disputes. Decisions of Mayor/Council.
- City Council members are too conservative, no vision for the future planning. Did not handle the pandemic well due to not demand citizens to wear mask.
- City government using taxpayer dollars to fight taxpayers - ignoring petitions against high density housing and social issues
- City inspections for construction are too slow. Maybe need more inspectors.
- City planning
- City trash and recycling service.
- Clearly the Covid - 19 pandemic . That and the consequent reduction in business activities
- COLLIN CREEK MALL-WATCH AND SEE THIS NEXT YEAR.
- Competition from Frisco for real estate and aging infrastructure
- construction inspection and permitting, and end user's understanding of what those services provide. There is a missing link between what property owners expect from the City vs. what they need to procure in the way of professional services.
- Continue to relax Covid restrictions so we can continue to serve the community.
- Coronavirus and it's impact on retail and hospitality businesses. Thank God this is Texas and NOT NY or CA where the dumb ass and hypocritical Governors and Mayors "rule"!
- Cost of living
- Cost of living
- Cost of living
- COVID
- COVID
- COVID
- COVID
- COVID

Q6. What two or three issues in Plano which impact your business are you most concerned about today? (cont.)

- COVID
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- Covid and the effect on health care
- Covid and the threat of more business closures and the cost of rent.
- COVID- HOMELESS POPULATION ON THE RISE, INCENTIVES FOR SMALL BUSINESSES.
- Covid Lockdowns or restrictions. Schools re-opening. Large attendance events reopening
- COVID protocols
- COVID RELATED SLOWS DOWN PERMITTING.
- COVID RESRICTIONS, PET VACCINES ENFORCED, AGGRESSIVE BREEDS WITHIN CITY LIMITS.
- Covid restrictions, employment rate
- Covid restrictions, over regulated agents. The lack of future major growth on the east side.
- COVID TOO MUCH DENSE HOUSING WITHOUT YARDS AND PROPERTY MAINTENANCE, LONG TERM CONCERN.
- COVID. Collin Creek Mall rebuilding
- Covid leadership
- Covid, City needs to care about small businesses.
- Covid, loss of revenue, rise in crime in my area
- Covid, people working from home.
- COVID, PPP, HEALTH REGULATIONS.
- Covid-19 shutdowns of businesses. Access to finances. Weather events (snow, ice, hail, tornado).
- Covid-19, back and forth changes on the local level have made it extremely difficult to plan.
- Covid-19, Covid-19, and Covid-19!
- COVID-19, the rest is just details.
- COVID-KEEPING BUSINESSES HERE SO WE HAVE PATIENTS TO CARE FOR.
- Decrease in retail business and divided view on reality of pandemic
- DEMOCRATS BEING ELECTED, THEIR AGENDA WOULD NOT BE GOOD FOR BUSINESS.
- Downtown parking, homeless invasion

Q6. What two or three issues in Plano which impact your business are you most concerned about today? (cont.)

- Economic development and housing
- EMPLOYEE ACCESS TO AFFORDABLE HOUSING.
- Empty lot empty lots and buildings around my business or not maintained and makes it hard to keep my place looking good. In the meanwhile my taxes have gone way up because they say eventually things are going to look good around me. Seems like we are seeing more and more homeless people running around my part of town
- FIRE INSPECTIONS SHOULD BE INCLUDED IN TAXES. WHAT DO THEY USE THE 100 CHARGE FOR?
- Fire, police planning and zoning.
- Forced masks hurt people.
- Friendly business environment.
- FUTURE TRAFFIC AS THIS AREA GROWS.
- Getting overloaded with apartments.
- GLOOMY TIME, COVID. TOO MANY APARTMENTS AND HOTELS.
- Good streets for access. Traffic control. Signage regulations.
- HIGH DENSITY OF RESIDENTS TOO MANY APARTMENTS, INSTEAD OF SINGLE FAMILY.
- HIGH TAXES
- higher appraisal on taxes, older infrastructure and increase in crime
- Homeless and the pan handlers.
- HOMELESS PEOPLE
- HOMELESS PEOPLE
- Homeless wandering around is very upsetting.
- Homeless, on the rise taking over.
- Homelessness
- Homelessness behind my business
- Homelessness in our area is worse than other places in Plano we are a facility filled with children and have had many encounters that we have had to call 911. COVID, Constant construction on our main road.
- Homelessness, on the rise and crime.
- I am afraid they would raise the taxes.
- I AM CONCERNED ABOUT INCREASED REGULATIONS; HIGHER FEES FOR PERMITTING/PLANNING ON CONSTRUCTION PROJECTS.
- I NOTICE A LOT MORE HOMELES AND THATS SAD I TRY TO HELP THEM AND ELECTRICITY PRICE IS HIGHER THEN OTHER CITY
- IMPROVE BLUE HOUSE AND DAY LABOR. COVID.
- Infrastructure changes causing disruptions (i.e. power and internet outages)
- Infringement on my ability to freely operate my business with minimal over site of City involvement.
- Keep growth rate of Plano about right.
- Keep the Plano schools as top quality - do not sacrifice them at any cost. Keep small classes, high quality teachers, facilities, classes/diverse offerings, and technology. It is crucial that our education system can continue to feed our businesses with top talent and that is important at every level. PISD does an excellent job - continue to give them the resources so that they may continue to always do an excellent job.
- Lack of business with the City
- Lack of labor pool(skilled).
- LACK OF QUALIFIED OFFICE WORKERS, NO AFFORDABLE HOUSING. EVEN RENTAL RATES ARE TOO HIGH.
- Lack of quality streets.
- Lack of updated comprehensive plan that will address the future issues of Plano and enable it to flourish from a residential and economic standpoint.
- LOSING MORE AND MORE RETAIL IN OLDER PARTS OF PLANO, BUT SO MANY APARTMENT BUILDINGS GOING UP, NEED RETAIL!

Q6. What two or three issues in Plano which impact your business are you most concerned about today? (cont.)

- Loss of business due to COVID.
- Low crime; quality of local schools
- Mail Service and Telecommunication Services
- MENTAL HEALTH SERVICES, SCHOOL SYSTEM
- Neighborhood development, Taxes, & Zoning
- Neighborhood enforcement of petty things.
- Neighbors being given a voice. Covid
- New Construction. City Developments. Crime,
- No comments at this time
- No major issues, just maintain good fire department and police department support.
- NO MORE SECTION 8 HOUSING AND APARTMENTS-NO INCREASE IN CRIME-KEEP GREEN SPACE.
- Not enough infrastructure (roads, police, city staff, fire) for the overbuilding of multifamily rental units. Changes in existing zoning that adds more multifamily rentals vs multifamily ownership.
- Not having the funds to take care of the staff which supports all important entities.
- Nothing gets resolved passing the buck. Taking of Civil rights.
- ONLY HAVE ONE COMMERCIAL TRASH COMPANY. PAN HANDLING ON STREETS AND WALKING INTO BUSINESSES.
- Our ability to bring product into the business to sale. The City of Plano allowed a business to be put in across the street and left us no room to get supply trucks in our yard. Smaller quantities have to be bought, and higher prices have to be paid. Takes away a lot from our bottom line, to still stay competitive.
- Our business has customers that either live or work close to our place of business. We see some corporate growth leaving to neighboring cities, and this is of some concern, albeit minor.
- OVER ABUNDANCE OF HIGH DENSITY APT BUILDINGS.
- Pandemic
- Pandemic recovery and street restoration. Main thoroughfares have been under constant major repair for a decade now.
- pandemic, a lot of people not working and not spending money.
- PARKING, CONSTRUCTION, LAND USE.
- Permit department, never heard back.
- Planning and Zoning
- Planning and Zoning approvals.
- Plano and Collin County keep raising the taxes and I know for a fact they are looking for places to spend (piss away) money. For 15 years in my neighborhood the street sign was on the light standard. 2 years ago Plano took the signs off the light standard and went across the street and planted a post in my neighbors yard and moved the street signs to that street post. The signs were fine and lit by the street light. Now it is across the street and unlit. Plano keeps gluing reflectors down to separate the lanes on the streets that only last about 1 year before they start popping off. Why not use PAINT and restripe the streets every year. It would take less labor and work better with and not congest traffic for days on end. I would love to run Plano for 5 years and I guarantee I would have a better run city and lower taxes to boot. As COVID hit our city there were no downsizing of the city employees but closing down businesses and my taxes are the same if not higher and NO way to meet in person to discuss. It is a rigged system with not representation. TAXES are TOO HIGH and Plano has too many people employed.
- Plano clearly favors the West side, and tends to ignore the industrial East side. Building inspection is commonly slow, rude, and inefficient. The last time I used a building inspector, I got the distinct opinion that he really didn't care if our business opened or not. I am concerned that the leadership of Plano is becoming more liberal and lacks the economic principals that businesses provide for the city.
- Plano has a HUBZone which is certified by SBA and gives preferential treatment for government contracts... and the City of Plano seems to care less. This is a huge opportunity for small business and I've reached out to deaf ears.

Q6. What two or three issues in Plano which impact your business are you most concerned about today? (cont.)

- Police and Covid.
- Pothole repair, railroad tracks are very rough and need repair at Legacy and US 75
- Primarily the drug house that pretends to be a motel/apartment that backs up to our building. Otherwise, not much positive change can happen to other areas till Covid parameters are no longer needed.
- Process of getting permits.
- PROPERTY TAX, COVID
- Property Taxes
- Property Taxes
- Property taxes, infrastructure and safety.
- property taxes, traffic control at Preston and George Bush congestion
- Property taxes-City Council-Mayor and the overall direction the city is going.
- Property values, Covid
- Public transportation for line-level staff. Competitive marketing as a destination for tourism.
- Reduce paper work. More incentives to bring more businesses into our city. Build more infrastructures like convention centers, better roads.
- Regulations, roads and taxes.
- Reliable power and safety.
- Rental of office space going up.
- REPUBLIC SERVICES
- Revitalization of aging areas.
- road conditions and construction
- Road Conditions and Traffic Control
- Road construction blocking down lanes at intersections makes our patients delayed for their appts.
- ROAD CONSTRUCTION BLOCK LANES INTO MY BUSINESS.
- Road maintenance, pot holes and sunken sections on roads. Adequate staffing who are competent in their field.
- Road work on Parker Road, attracting new people and city liquor permit cost.
- ROADS AND POTHOLES-PATCHES ARE NOT HOLDING UP.
- SAFETY OF RESIDENTS WITH COVID RESTRICTIONS.
- Safety, traffic, cleanliness
- Scared the city is going to close businesses
- Schools and traffic.
- shut downs from COVID-19
- Shut downs, rats, sewer gas!
- Shutdowns, crimes and road conditions.
- Small businesses being able to survive and provide general services to residents. Big business being attracted to Plano bringing in new residents. Schools remaining good and superior to other surrounding suburbs. Also a feeling of safety for residents living here. Definitely felt like there have been more police reports, accidents, and incidents over the last couple of years than in prior years.
- Smoking in private business where no customers are allowed should be OK. Blanket no smoking policy is not a good idea.
- STREET CONDITIONS AROUND TO AND FROM MY BUSINESS-PATIENTS COMPLAIN ABOUT POOR ROADS!
- STREET MAINTENANCE
- STREET MAINTENANCE
- Street maintenance and public safety.
- STREET MAINTENANCE, TOLLWAYS, TIMING ON COMPLETION OF ROAD PROJECTS.
- Street Surface Quality. Roads in the area continue to be rough and in poor condition.
- STREETS, THERE IS NOTHING WRONG WITH THEM, YET TONS OF WORK FOR NOTHING. WASTE OF MY TAX MONEY.
- STREETS-MASSIVE CONSTRUCTION

Q6. What two or three issues in Plano which impact your business are you most concerned about today? (cont.)

- Taxes and covid
- Taxes and sustainability.
- TAXES ESCALATING
- The amount of vagrants around the transit terminal. Trashy appearance of K Street.
- The apartment build next to our business which was not planned when we purchased the property, and the clients from the apartment trespass our property and took something not public, such as fruits, irrigation tools, etc. And the car from the apartment residents parked on road impact the traffic.
- The City of Plano has not called together a team of businesses and merchants to get their ideas and input on how to keep downtown Plano alive and viable during the pandemic. The city is also not allowing the merchants and restaurants to do what they do best.....sell their product. The city should turn over promotion and planning of special "downtown" events such as Dickens Christmas to the merchants that are in the downtown area. The creativity and charm of the event has diminished since the city took this event over.
- The fear our customers have of Covid.
- the need for food (this NTFB replying). speed of emergency response. trash / recycling contract with Republic (your designated exclusive provider).
- The number of apartments that are being built. The lack of property code enforcement I.e. yard maintenance, pool upkeep these thing effect property values
- The onslaught of more and more multifamily developments; the City's Master Plan.
- The unlicensed plumbing that goes on here.
- There is more competition than 2 years ago.
- TOO MANY APARTMENTS-GETTING OVER POPULATED.
- Too much high density housing.
- Traffic
- Traffic , Telecommunication availability
- TRAFFIC AND ROAD CONDITIONS
- TRAFFIC CONGESTION- RAILROAD CROSSINGS NEED MAINTENANCE FOR CAR TRAFFIC.
- Traffic flow, jobs for clients
- Traffic to certain parts of the city. Lack of spending inside Local businesses. Business closures.
- Traffic, cyber crime
- Traffic, overdevelopment (apartments), crime
- Traffic, road condition
- Traffic, road construction, more competing businesses
- TRAFFIC, SCHOOLS, SAFETY
- TRAFFIC/STREET REPAIR
- Transportation. Affordable Housing. Strategic Business Development.
- Trash left around our building, the homeless that walk around and come in our office.
- Trash service
- Water, sewer and drainage systems, and streets and alleyways for a safe and clean are overall quality of life in Plano.
- We are only a very small piece of a very large world wide company. No owners here so hard to answer this.
- We have problems in our area with homeless people or vagrants loitering around our business. We frequently have to ask them to leave and quite often call the police to take care of it when they seem more dangerous. We find them camped out on our sidewalks or sleeping. Very embarrassing. It is my biggest complaint.
- We would like to see a more even spread of wealth between East Plano/downtown Plano and West Plano/DRT corridor.
- Zoning, crime.

Q7. Several items that may influence your business' perception of the City of Plano 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=432)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall image of City	50.9%	38.2%	8.1%	1.9%	0.2%	0.7%
Q7-2. Overall quality of life	51.9%	37.3%	6.9%	0.7%	0.0%	3.2%
Q7-3. Quality of new development in City	38.0%	31.5%	16.4%	6.3%	0.9%	6.9%
Q7-4. Quality of public education	38.0%	28.0%	10.0%	3.0%	1.4%	19.7%
Q7-5. Availability of higher education	35.2%	31.9%	13.7%	2.1%	0.5%	16.7%
Q7-6. Overall feeling of safety	50.9%	38.0%	6.9%	2.3%	0.5%	1.4%
Q7-7. Overall quality of City services	47.9%	38.7%	9.7%	0.9%	0.0%	2.8%

WITHOUT "DON'T KNOW"

Q7. Several items that may influence your business' perception of the City of Plano 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")

(N=432)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall image of City	51.3%	38.5%	8.2%	1.9%	0.2%
Q7-2. Overall quality of life	53.6%	38.5%	7.2%	0.7%	0.0%
Q7-3. Quality of new development in City	40.8%	33.8%	17.7%	6.7%	1.0%
Q7-4. Quality of public education	47.3%	34.9%	12.4%	3.7%	1.7%
Q7-5. Availability of higher education	42.2%	38.3%	16.4%	2.5%	0.6%
Q7-6. Overall feeling of safety	51.6%	38.5%	7.0%	2.3%	0.5%
Q7-7. Overall quality of City services	49.3%	39.8%	10.0%	1.0%	0.0%

Q8. Using a scale of 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following items were in your decision to locate your business in Plano.

(N=432)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q8-1. Overall image of City	43.3%	28.5%	20.6%	1.2%	3.7%	2.8%
Q8-2. Low crime rate	58.1%	25.9%	11.3%	0.7%	1.6%	2.3%
Q8-3. Quality of local schools	38.0%	26.2%	16.2%	3.9%	10.4%	5.3%
Q8-4. Availability of trained employees	31.0%	29.4%	22.2%	6.7%	6.0%	4.6%
Q8-5. Level of taxation	40.3%	28.5%	18.5%	3.5%	5.1%	4.2%
Q8-6. Access to airports	16.9%	18.5%	26.6%	16.0%	17.6%	4.4%
Q8-7. Availability of quality housing & other amenities for employees	24.3%	29.2%	27.1%	5.6%	8.8%	5.1%
Q8-8. Proximity of businesses that are important to your business	31.0%	28.9%	22.9%	6.0%	7.4%	3.7%
Q8-9. Availability of local economic incentives	23.4%	25.5%	22.9%	7.6%	15.0%	5.6%
Q8-10. Availability of public transportation	15.7%	20.8%	23.6%	15.3%	20.1%	4.4%
Q8-11. Availability of libraries, arts, & cultural amenities	16.4%	23.1%	26.2%	13.2%	15.5%	5.6%
Q8-12. Attitude of local government toward business	50.0%	28.0%	13.7%	1.2%	3.7%	3.5%
Q8-13. Availability of telecommunications, utilities & other infrastructure	46.3%	33.3%	12.7%	1.2%	3.0%	3.5%
Q8-14. Availability of parks, open space, recreation facilities & activities	25.7%	26.2%	25.5%	8.3%	10.0%	4.4%
Q8-15. Access to major highway system	41.9%	34.5%	16.4%	1.9%	3.2%	2.1%
Q8-16. Appearance of street medians	26.4%	32.9%	24.3%	6.7%	6.0%	3.7%

WITHOUT "NOT PROVIDED"

Q8. Using a scale of 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following items were in your decision to locate your business in Plano. (without "not provided")

(N=432)

	Extremely important	Very important	Important	Less important	Not important
Q8-1. Overall image of City	44.5%	29.3%	21.2%	1.2%	3.8%
Q8-2. Low crime rate	59.5%	26.5%	11.6%	0.7%	1.7%
Q8-3. Quality of local schools	40.1%	27.6%	17.1%	4.2%	11.0%
Q8-4. Availability of trained employees	32.5%	30.8%	23.3%	7.0%	6.3%
Q8-5. Level of taxation	42.0%	29.7%	19.3%	3.6%	5.3%
Q8-6. Access to airports	17.7%	19.4%	27.8%	16.7%	18.4%
Q8-7. Availability of quality housing & other amenities for employees	25.6%	30.7%	28.5%	5.9%	9.3%
Q8-8. Proximity of businesses that are important to your business	32.2%	30.0%	23.8%	6.3%	7.7%
Q8-9. Availability of local economic incentives	24.8%	27.0%	24.3%	8.1%	15.9%
Q8-10. Availability of public transportation	16.5%	21.8%	24.7%	16.0%	21.1%
Q8-11. Availability of libraries, arts, & cultural amenities	17.4%	24.5%	27.7%	14.0%	16.4%
Q8-12. Attitude of local government toward business	51.8%	29.0%	14.1%	1.2%	3.8%
Q8-13. Availability of telecommunications, utilities & other infrastructure	48.0%	34.5%	13.2%	1.2%	3.1%
Q8-14. Availability of parks, open space, recreation facilities & activities	26.9%	27.4%	26.6%	8.7%	10.4%
Q8-15. Access to major highway system	42.8%	35.2%	16.8%	1.9%	3.3%
Q8-16. Appearance of street medians	27.4%	34.1%	25.2%	7.0%	6.3%

Q9. Which THREE of the reasons listed in Question 8 will have the MOST IMPACT on your business' decision to stay in the City of Plano for the next 10 years?

Q9. Top choice	Number	Percent
Overall image of City	56	13.0 %
Low crime rate	75	17.4 %
Quality of local schools	12	2.8 %
Availability of trained employees	12	2.8 %
Level of taxation	69	16.0 %
Access to airports	2	0.5 %
Availability of quality housing & other amenities for employees	6	1.4 %
Proximity of businesses that are important to your business	38	8.8 %
Availability of local economic incentives	7	1.6 %
Availability of public transportation	8	1.9 %
Availability of libraries, arts, & cultural amenities	2	0.5 %
Attitude of local government toward business	32	7.4 %
Availability of telecommunications, utilities & other infrastructure	15	3.5 %
Availability of parks, open space, recreation facilities & activities	6	1.4 %
Access to major highway system	22	5.1 %
Appearance of street medians	2	0.5 %
None chosen	68	15.7 %
Total	432	100.0 %

Q9. Which THREE of the reasons listed in Question 8 will have the MOST IMPACT on your business' decision to stay in the City of Plano for the next 10 years?

Q9. 2nd choice	Number	Percent
Overall image of City	41	9.5 %
Low crime rate	80	18.5 %
Quality of local schools	19	4.4 %
Availability of trained employees	24	5.6 %
Level of taxation	40	9.3 %
Access to airports	3	0.7 %
Availability of quality housing & other amenities for employees	15	3.5 %
Proximity of businesses that are important to your business	20	4.6 %
Availability of local economic incentives	11	2.5 %
Availability of public transportation	5	1.2 %
Availability of libraries, arts, & cultural amenities	1	0.2 %
Attitude of local government toward business	33	7.6 %
Availability of telecommunications, utilities & other infrastructure	18	4.2 %
Availability of parks, open space, recreation facilities & activities	5	1.2 %
Access to major highway system	29	6.7 %
Appearance of street medians	4	0.9 %
None chosen	84	19.4 %
Total	432	100.0 %

Q9. Which THREE of the reasons listed in Question 8 will have the MOST IMPACT on your business' decision to stay in the City of Plano for the next 10 years?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	33	7.6 %
Low crime rate	45	10.4 %
Quality of local schools	19	4.4 %
Availability of trained employees	19	4.4 %
Level of taxation	38	8.8 %
Access to airports	2	0.5 %
Availability of quality housing & other amenities for employees	10	2.3 %
Proximity of businesses that are important to your business	24	5.6 %
Availability of local economic incentives	6	1.4 %
Availability of public transportation	6	1.4 %
Availability of libraries, arts, & cultural amenities	2	0.5 %
Attitude of local government toward business	45	10.4 %
Availability of telecommunications, utilities & other infrastructure	29	6.7 %
Availability of parks, open space, recreation facilities & activities	8	1.9 %
Access to major highway system	34	7.9 %
Appearance of street medians	7	1.6 %
None chosen	105	24.3 %
Total	432	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the reasons listed in Question 8 will have the MOST IMPACT on your business' decision to stay in the City of Plano for the next 10 years? (top 3)

<u>Q9. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	130	30.1 %
Low crime rate	200	46.3 %
Quality of local schools	50	11.6 %
Availability of trained employees	55	12.7 %
Level of taxation	147	34.0 %
Access to airports	7	1.6 %
Availability of quality housing & other amenities for employees	31	7.2 %
Proximity of businesses that are important to your business	82	19.0 %
Availability of local economic incentives	24	5.6 %
Availability of public transportation	19	4.4 %
Availability of libraries, arts, & cultural amenities	5	1.2 %
Attitude of local government toward business	110	25.5 %
Availability of telecommunications, utilities & other infrastructure	62	14.4 %
Availability of parks, open space, recreation facilities & activities	19	4.4 %
Access to major highway system	85	19.7 %
Appearance of street medians	13	3.0 %
None chosen	68	15.7 %
Total	1107	

Q10. Using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied," please indicate how satisfied your business is with the City of Plano in the following areas.

(N=432)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Working to retain existing businesses in Plano	27.1%	31.7%	19.0%	4.4%	2.1%	15.7%
Q10-2. Working to attract new businesses to Plano	28.7%	32.9%	18.5%	2.1%	1.4%	16.4%
Q10-3. Supporting business growth & development	28.5%	33.1%	15.5%	6.3%	1.2%	15.5%
Q10-4. Working on easing traffic congestion	19.7%	33.3%	25.2%	10.9%	3.0%	7.9%
Q10-5. Working on road conditions	24.8%	32.6%	22.2%	12.0%	4.2%	4.2%
Q10-6. Creating attractions/events to bring residents from surrounding towns to Plano	20.8%	27.1%	28.0%	5.6%	1.4%	17.1%
Q10-7. Promoting resident support of local businesses	21.3%	28.0%	26.9%	4.6%	3.5%	15.7%

WITHOUT "DON'T KNOW"**Q10. Using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied," please indicate how satisfied your business is with the City of Plano in the following areas. (without "don't know")**

(N=432)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Working to retain existing businesses in Plano	32.1%	37.6%	22.5%	5.2%	2.5%
Q10-2. Working to attract new businesses to Plano	34.3%	39.3%	22.2%	2.5%	1.7%
Q10-3. Supporting business growth & development	33.7%	39.2%	18.4%	7.4%	1.4%
Q10-4. Working on easing traffic congestion	21.4%	36.2%	27.4%	11.8%	3.3%
Q10-5. Working on road conditions	25.8%	34.1%	23.2%	12.6%	4.3%
Q10-6. Creating attractions/events to bring residents from surrounding towns to Plano	25.1%	32.7%	33.8%	6.7%	1.7%
Q10-7. Promoting resident support of local businesses	25.3%	33.2%	31.9%	5.5%	4.1%

Q11. Is the City doing enough street repair?

Q11. Is City doing enough street repair	Number	Percent
Not enough	96	22.2 %
About right	295	68.3 %
Too much	28	6.5 %
Not provided	13	3.0 %
Total	432	100.0 %

WITHOUT “NOT PROVIDED”**Q11. Is the City doing enough street repair? (without "not provided")**

Q11. Is City doing enough street repair	Number	Percent
Not enough	96	22.9 %
About right	295	70.4 %
Too much	28	6.7 %
Total	419	100.0 %

Q12. Thinking generally about the City of Plano, how likely would you be to recommend Plano as a business location to friends, family and co-workers?

Q12. How likely would you be to recommend Plano as a business location to friends, family, & co-workers	Number	Percent
Very likely	223	51.6 %
Likely	134	31.0 %
Somewhat likely	54	12.5 %
Not likely	13	3.0 %
Not likely at all	2	0.5 %
Don't know	6	1.4 %
Total	432	100.0 %

WITHOUT “DON'T KNOW”**Q12. Thinking generally about the City of Plano, how likely would you be to recommend Plano as a business location to friends, family and co-workers? (without "don't know")**

Q12. How likely would you be to recommend Plano as a business location to friends, family, & co-workers	Number	Percent
Very likely	223	52.3 %
Likely	134	31.5 %
Somewhat likely	54	12.7 %
Not likely	13	3.1 %
Not likely at all	2	0.5 %
Total	426	100.0 %

Q13. How would you rate the physical appearance of the area where your business is located?

Q13. How would you rate physical appearance of the area where your business is located	Number	Percent
Very good	156	36.1 %
Good	157	36.3 %
Average	90	20.8 %
Poor	18	4.2 %
Very poor	6	1.4 %
Don't know	5	1.2 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q13. How would you rate the physical appearance of the area where your business is located? (without "don't know")**

Q13. How would you rate physical appearance of the area where your business is located	Number	Percent
Very good	156	36.5 %
Good	157	36.8 %
Average	90	21.1 %
Poor	18	4.2 %
Very poor	6	1.4 %
Total	427	100.0 %

Q14. Please rate the labor pool in the Plano area with regard to the following.

(N=432)

	Very good	Good	Average	Poor	Very poor	Don't know
Q14-1. Quality of labor	19.7%	35.2%	21.8%	2.3%	0.9%	20.1%
Q14-2. Availability of labor	16.4%	26.9%	28.0%	6.3%	2.8%	19.7%
Q14-3. Stability of City's labor force	15.3%	29.4%	25.7%	3.7%	1.4%	24.5%
Q14-4. Job skills of labor force	19.4%	30.3%	24.5%	3.5%	1.4%	20.8%
Q14-5. Attitude of employees	19.0%	33.8%	22.5%	3.5%	1.6%	19.7%
Q14-6. Productivity of workforce	18.5%	34.5%	23.4%	2.8%	0.9%	19.9%
Q14-7. Competitive wages	18.3%	35.0%	22.7%	2.8%	0.7%	20.6%
Q14-8. Retention of labor	17.6%	31.0%	24.5%	2.8%	2.1%	22.0%

WITHOUT "DON'T KNOW"**Q14. Please rate the labor pool in the Plano area with regard to the following. (without "don't know")**

(N=432)

	Very good	Good	Average	Poor	Very poor
Q14-1. Quality of labor	24.6%	44.1%	27.2%	2.9%	1.2%
Q14-2. Availability of labor	20.5%	33.4%	34.9%	7.8%	3.5%
Q14-3. Stability of City's labor force	20.2%	39.0%	34.0%	4.9%	1.8%
Q14-4. Job skills of labor force	24.6%	38.3%	31.0%	4.4%	1.8%
Q14-5. Attitude of employees	23.6%	42.1%	28.0%	4.3%	2.0%
Q14-6. Productivity of workforce	23.1%	43.1%	29.2%	3.5%	1.2%
Q14-7. Competitive wages	23.0%	44.0%	28.6%	3.5%	0.9%
Q14-8. Retention of labor	22.6%	39.8%	31.5%	3.6%	2.7%

Q15. Communications. Has your business used the City of Plano website?

<u>Q15. Has your business used City of Plano website</u>	<u>Number</u>	<u>Percent</u>
Yes	189	43.8 %
No	212	49.1 %
Don't know	31	7.2 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q15. Communications. Has your business used the City of Plano website? (without "don't know")**

<u>Q15. Has your business used City of Plano website</u>	<u>Number</u>	<u>Percent</u>
Yes	189	47.1 %
No	212	52.9 %
Total	401	100.0 %

Q15a. Please rate the City of Plano website on the following characteristics using a scale of 1 to 5, where 5 is "Very Good" and 1 is "Very Poor."

(N=189)

	<u>Very good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very poor</u>	<u>Don't know</u>
Q15a-1. Easy to navigate	33.3%	45.5%	14.3%	4.2%	1.6%	1.1%
Q15a-2. Informative content	36.0%	43.4%	16.4%	1.1%	1.1%	2.1%
Q15a-3. Useful	36.0%	43.9%	15.3%	2.1%	1.1%	1.6%

WITHOUT "DON'T KNOW"**Q15a. Please rate the City of Plano website on the following characteristics using a scale of 1 to 5, where 5 is "Very Good" and 1 is "Very Poor." (without "don't know")**

(N=189)

	<u>Very good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very poor</u>
Q15a-1. Easy to navigate	33.7%	46.0%	14.4%	4.3%	1.6%
Q15a-2. Informative content	36.8%	44.3%	16.8%	1.1%	1.1%
Q15a-3. Useful	36.6%	44.6%	15.6%	2.2%	1.1%

Q16. What are the best ways for the City of Plano to communicate with your business, or get important information to your business?

Q16. Best ways for City to communicate with your business, or get important information to your business	Number	Percent
Direct mail	200	46.3 %
Website	133	30.8 %
Emails	297	68.8 %
City TV channel	6	1.4 %
Business forums	30	6.9 %
Workshops	22	5.1 %
Personal calls	88	20.4 %
Facebook	41	9.5 %
Twitter	13	3.0 %
Other social media	17	3.9 %
Other	6	1.4 %
Don't know	15	3.5 %
Total	868	

WITHOUT "DON'T KNOW"**Q16. What are the best ways for the City of Plano to communicate with your business, or get important information to your business? (without "don't know")**

Q16. Best ways for City to communicate with your business, or get important information to your business	Number	Percent
Direct mail	200	48.0 %
Website	133	31.9 %
Emails	297	71.2 %
City TV channel	6	1.4 %
Business forums	30	7.2 %
Workshops	22	5.3 %
Personal calls	88	21.1 %
Facebook	41	9.8 %
Twitter	13	3.1 %
Other social media	17	4.1 %
Other	6	1.4 %
Total	853	

Q16-11. Other

Q16-11. Other	Number	Percent
Phone calls	2	33.3 %
Alert texts	1	16.7 %
Text	1	16.7 %
ALERTS FROM CITY	1	16.7 %
WhatsApp	1	16.7 %
Total	6	100.0 %

Q17. Overall, how would you rate how well the City of Plano does communicating with business owners and managers?

Q17. How well does City communicate with business owners & managers	Number	Percent
Very good	80	18.5 %
Good	143	33.1 %
Average	117	27.1 %
Poor	31	7.2 %
Very poor	9	2.1 %
Don't know	52	12.0 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q17. Overall, how would you rate how well the City of Plano does communicating with business owners and managers? (without "don't know")**

Q17. How well does City communicate with business owners & managers	Number	Percent
Very good	80	21.1 %
Good	143	37.6 %
Average	117	30.8 %
Poor	31	8.2 %
Very poor	9	2.4 %
Total	380	100.0 %

Q18. City Codes. Please indicate how satisfied your business is with the following City codes and regulations, using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=432)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Zoning codes	13.7%	28.5%	21.1%	2.5%	0.5%	33.8%
Q18-2. Landscaping codes	14.6%	30.1%	19.4%	4.6%	0.7%	30.6%
Q18-3. Requirement for proper business appearance maintenance	16.9%	30.6%	18.3%	4.2%	1.2%	28.9%
Q18-4. Business signage regulations	11.6%	28.9%	19.2%	7.9%	2.8%	29.6%
Q18-5. Business parking regulations	14.1%	30.8%	19.0%	4.9%	2.1%	29.2%
Q18-6. Trash disposal regulations	17.6%	31.3%	18.8%	4.2%	0.7%	27.5%
Q18-7. Environmental health regulations	16.9%	30.8%	18.5%	1.6%	0.7%	31.5%
Q18-8. Health inspection regulations	17.1%	28.0%	16.2%	1.4%	0.5%	36.8%
Q18-9. Restaurant inspection regulations	13.9%	19.9%	14.8%	1.9%	0.2%	49.3%
Q18-10. Recycling disposal regulations	16.9%	27.1%	17.1%	2.5%	1.9%	34.5%

WITHOUT "DON'T KNOW"

Q18. City Codes. Please indicate how satisfied your business is with the following City codes and regulations, using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=432)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Zoning codes	20.6%	43.0%	31.8%	3.8%	0.7%
Q18-2. Landscaping codes	21.0%	43.3%	28.0%	6.7%	1.0%
Q18-3. Requirement for proper business appearance maintenance	23.8%	43.0%	25.7%	5.9%	1.6%
Q18-4. Business signage regulations	16.4%	41.1%	27.3%	11.2%	3.9%
Q18-5. Business parking regulations	19.9%	43.5%	26.8%	6.9%	2.9%
Q18-6. Trash disposal regulations	24.3%	43.1%	25.9%	5.8%	1.0%
Q18-7. Environmental health regulations	24.7%	44.9%	27.0%	2.4%	1.0%
Q18-8. Health inspection regulations	27.1%	44.3%	25.6%	2.2%	0.7%
Q18-9. Restaurant inspection regulations	27.4%	39.3%	29.2%	3.7%	0.5%
Q18-10. Recycling disposal regulations	25.8%	41.3%	26.1%	3.9%	2.8%

Q18a. Why were you dissatisfied with the city code/regulation?

- #4 is tuff getting.
- #5 is ridiculous, it hurts the existing businesses for increase revenues. So all fail.
- 75 Central Expressway should allow for larger signs. It is a major freeway! Small businesses pay high property tax and deserve city help to utilize signs!
- Allowing HOAs and businesses to remove mature trees. Carrollton codes state if you remove one you have to plant one. TREE CITY USA!
- Another business's parking is partially blocking access to our main entrance.
- ASHES SMOKE SHOP HAS BEEN EMPTY FOR YEARS. NO UPKEEP, TOO MUCH HOUSING IN DOWNTOWN. NOT ENOUGH PARKING.
- Because a permit is required.
- Because Plano does not think about how their decisions impact the business owner.
- Businesses need more incentive to recycle. The landlord here doesn't have a recycling bin for us, and there is a lot of trash that could have been recycled.
- can't advertise business
- Can't put up banners without permit.
- CITY ALLOWS STREET MEDIAN GRASS TO GROW LONG BUT HARASSED BUSINESS OWNERS REGARDING GRASS LESS THAN 10 INCHES. NO TRAFFIC ENFORCEMENT.
- Cleanliness inspections in our local restaurants!
- Codes are often seem arbitrary and not pro-business.
- CONSTRUCTION WASTE- DO NOT LIKE REPUBLIC SERVICES
- Contractors Stone Supply, 6620 K Avenue, should be required to relocate or install a concrete driveway. The existing dirt driveway is unacceptable for Plano.
- Did not do enough
- ENVIRONMENTAL REGULATIONS ARE NOT HELPFUL WITH RAT PROBLEM COMING FROM NEARBY MALL. STOP CRIME AND LET US DO BUSINESS.
- I toured a few commercial kitchens and no way are these meeting health standards.
- If you have a "one off" situation the bureaucracy struggles.
- I'm thinking that we need to move from being auto - parking lot oriented towards some way to share rides, public transportation, or joint taxi services in the long run. We can't continue to have so much space taken up in parking lots.
- MANY VACANT OR SHABBY STRIP CENTERS THAT SHOULD BE TORN DOWN AND REDEVELOPED.
- Most codes I have seen are just someone trying to justify their jobs. Trying to get a CO in Plano is next to impossible.
- My clients are frequently in my office greater than three hours and are required to move their vehicle in the middle of their appointment
- Near my business there are many strip centers and buildings that are ugly and not well kept.
- Need more inspections on restaurants. Inspect A/C ducts, floors and restrooms.
- NEED TO SPRUCE UP BUSINESS LOCATIONS.
- New businesses must do what old businesses do not. Parking and access should be priority, not green space around non-retail areas.
- NO COMPETITION FOR TRASH REMOVAL SERVICE.
- Not allowed to have another sign.
- NOT TAKING CARE OF OUTSIDE APPEARANCES.
- O2 Planta A Tree required in summer. It died. Too many rats and too much sewer gas!
- Our business parking lot is considered personal property, yet the city sends a notice for having a disabled car in the parking lot.
- Plano's code regulations can be overly cumbersome. Inspectors I've dealt with have all been fair, but other businessowners have complained to me about how rigid some regulations can be.
- Regulation is not clear.
- Republic Services SUCKS!

Q18a. Why were you dissatisfied with the city code/regulation? (cont.)

- Restaurants are filthy. Code enforcement for businesses that don't cut their grass.
- RESTAURANTS INSPECTIONS COULD BE MORE THOROUGH AND MORE FREQUENT.
- SIGN REGULATIONS ARE TOO STRICT.
- Signage is a little too strict.
- Struggling to get a sign permit.
- That is why there is a trash pile floating in the Pacific Ocean.
- The area where my office is has some unsightly areas that are not kept free of trash. Some of those are City-maintained areas. Too many businesses do not have sidewalks out front and one must walk on uneven landscaping, grass, or on pavement. Some businesses have too little parking and/or parking spaces that are much too small. There are no parks or walking areas anywhere around my office building.
- The businesses along our street clog the main road(J Place) with cars and make deliveries to our place of businesses difficult.
- The requirements in these areas seem to be somewhat different for developers and existing property owners.
- They are not enforced often enough and my neighbor property I must call to get it cleaned up
- they are not enforced the same for all people...
- They are not fair-zoning.
- They are very difficult to locate. We have to hunt for codes and regulations.
- They go after minor issues with great verve, yet do nothing about major issues!
- This requires a long response and cannot be done here.
- Too many opinions and strict codes that already cost new businesses more start up money, when in the large picture do not equal revenue.
- TOO MUCH REGULATIONS ON SIGNS. PARKING- SHARED AND ZONED.
- Too restrictive at times. City needs to evolve with the new technologies.
- Too restrictive on business signage. If running for office signs can be plastered all over the city for weeks on every corner ,put a for sale sign on a vehicle in your lot on the street and one is in violation. Why the exception for those seeking a political office?
- Too strict landscape and signage.
- Too strict.
- TRASH PICK UP, HIT OR MISS.
- unhappy with Republic, your designated trash & recycling vendor
- Uniformity should be maintained regarding standards. Based on what I see around town that is not the case.
- We are constantly struggling with our dumpster being neglected and overfilled. Main Event's trash is horrible and it is in our parking lot. Junk is left everywhere and take a long time to be removed.
- We are very disappointed with the signage rules. People have trouble finding our office. The lack of sidewalks is awful.
- We could not expand our building due to parking spaces, which should have been grandfathered in.
- We have no front parking, have to share the with the strip mall. All front parking is for the handicapped.
- We now look like Garland instead of Plano with LED lights around every retail window
- we wanted a different sign for business and were not allowed, since we are not grandfathered in.
- Zoning and Landscaping codes keep getting changed to higher density multifamily rentals which have increased traffic, decreased the appearance of the city, and decreased landscaping, green space, and trees.

Q19. Taxes. Based on all you know or have heard, are City of Plano property taxes higher, lower, or about the same as surrounding communities?

Q19. Are City property taxes higher, lower, or about the same as surrounding communities	Number	Percent
Higher	166	38.4 %
Lower	27	6.3 %
About the same	140	32.4 %
Don't know/unsure	99	22.9 %
Total	432	100.0 %

WITHOUT "DON'T KNOW/UNSURE"**Q19. Taxes. Based on all you know or have heard, are City of Plano property taxes higher, lower, or about the same as surrounding communities? (without "don't know/unsure")**

Q19. Are City property taxes higher, lower, or about the same as surrounding communities	Number	Percent
Higher	166	49.8 %
Lower	27	8.1 %
About the same	140	42.0 %
Total	333	100.0 %

Q20. Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects?

Q20. Are you aware that City has an Economic Development Incentive Fund	Number	Percent
Yes	128	29.6 %
No	210	48.6 %
Don't know	94	21.8 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q20. Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects? (without "don't know")**

Q20. Are you aware that City has an Economic Development Incentive Fund	Number	Percent
Yes	128	37.9 %
No	210	62.1 %
Total	338	100.0 %

Q21. For your business, which statement best describes how you feel about the taxes you pay to the City of Plano, either directly or included in your rent? Would you say that...

<u>Q21. How do you feel about taxes you pay to City</u>	<u>Number</u>	<u>Percent</u>
Property taxes are too low for the amount & quality of City services that I am receiving	5	1.2 %
Property taxes are just right for the amount & quality of City services that I am receiving	134	31.0 %
Property taxes are high, but City is providing more services at a higher quality than I expect	83	19.2 %
Property taxes are too high for the quality of City services that I am receiving	96	22.2 %
Don't know/unsure	114	26.4 %
Total	432	100.0 %

WITHOUT "DON'T KNOW/UNSURE"

Q21. For your business, which statement best describes how you feel about the taxes you pay to the City of Plano, either directly or included in your rent? Would you say that... (without "don't know/unsure")

<u>Q21. How do you feel about taxes you pay to City</u>	<u>Number</u>	<u>Percent</u>
Property taxes are too low for the amount & quality of City services that I am receiving	5	1.6 %
Property taxes are just right for the amount & quality of City services that I am receiving	134	42.1 %
Property taxes are high, but City is providing more services at a higher quality than I expect	83	26.1 %
Property taxes are too high for the quality of City services that I am receiving	96	30.2 %
Total	318	100.0 %

Q22. Complaints/Comments. If you had a complaint or comment to make about City services to your business, would you know who to call or where to go?

Q22. Would you know who to call or where to go if you had a complaint or comment to make about City services to your business

	Number	Percent
Yes	239	55.3 %
No	124	28.7 %
Don't know	69	16.0 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q22. Complaints/Comments. If you had a complaint or comment to make about City services to your business, would you know who to call or where to go? (without "don't know")**

Q22. Would you know who to call or where to go if you had a complaint or comment to make about City services to your business

	Number	Percent
Yes	239	65.8 %
No	124	34.2 %
Total	363	100.0 %

Q23. Transportation. How would you rate the importance of increasing the capacity along US 75?

Q23. How would you rate the importance of increasing capacity along US 75

	Number	Percent
Extremely important	121	28.0 %
Important	160	37.0 %
Somewhat important	72	16.7 %
Not important	41	9.5 %
Not at all important	8	1.9 %
Don't know	30	6.9 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q23. Transportation. How would you rate the importance of increasing the capacity along US 75? (without "don't know")**

Q23. How would you rate the importance of increasing capacity along US 75

	Number	Percent
Extremely important	121	30.1 %
Important	160	39.8 %
Somewhat important	72	17.9 %
Not important	41	10.2 %
Not at all important	8	2.0 %
Total	402	100.0 %

Q24. For which of the following purposes, would your business apply (or have already applied) for financial assistance?

Q24. For which following purposes would your business apply (or have already applied) for financial assistance

	Number	Percent
Payroll	172	39.8 %
Rehiring/retraining	49	11.3 %
Rent/utilities	114	26.4 %
Capital improvements	65	15.0 %
Personal protective equipment	63	14.6 %
Other	3	0.7 %
None of the above	210	48.6 %
Total	676	

WITHOUT "NONE OF THE ABOVE"**Q24. For which of the following purposes, would your business apply (or have already applied) for financial assistance? (without "none of the above")**

Q24. For which following purposes would your business apply (or have already applied) for financial assistance

	Number	Percent
Payroll	172	77.5 %
Rehiring/retraining	49	22.1 %
Rent/utilities	114	51.4 %
Capital improvements	65	29.3 %
Personal protective equipment	63	28.4 %
Other	3	1.4 %
Total	466	

Q24-6. Other

Q24-6. Other	Number	Percent
Debt service	1	33.3 %
Property taxes	1	33.3 %
EIDL Grant	1	33.3 %
Total	3	100.0 %

Q25. Did your company apply for COVID-19 grants?

Q25. Did your company apply for COVID-19 grants	Number	Percent
Yes	175	40.5 %
No	257	59.5 %
Total	432	100.0 %

Q25a. Did your company receive COVID-19 grants?

Q25a. Did your company receive COVID-19 grants	Number	Percent
Yes	154	88.0 %
No	17	9.7 %
Not provided	4	2.3 %
Total	175	100.0 %

WITHOUT “NOT PROVIDED”**Q25a. Did your company receive COVID-19 grants? (without "not provided")**

Q25a. Did your company receive COVID-19 grants	Number	Percent
Yes	154	90.1 %
No	17	9.9 %
Total	171	100.0 %

Q25b. Why did your company not receive COVID-19 grants?

Q25b. Why did your company not receive COVID-19 grants	Number	Percent
Duplication of benefits—we already received assistance through other program(s)	2	11.8 %
Didn't lose enough revenue due to COVID-19	2	11.8 %
Our type of business isn't eligible to receive grants	6	35.3 %
Not provided	7	41.2 %
Total	17	100.0 %

WITHOUT “NOT PROVIDED”**Q25b. Why did your company not receive COVID-19 grants? (without "not provided")**

Q25b. Why did your company not receive COVID-19 grants	Number	Percent
Duplication of benefits—we already received assistance through other program(s)	2	20.0 %
Didn't lose enough revenue due to COVID-19	2	20.0 %
Our type of business isn't eligible to receive grants	6	60.0 %
Total	10	100.0 %

Q25b-3. Why isn't your business eligible to receive grants?

Q25b-3. Why isn't your business eligible to receive grants

	Number	Percent
Non-profit	1	25.0 %
I am the landlord	1	25.0 %
SMALL BUSINESS, NO EMPLOYEES, JUST OWNER AND PARTNER	1	25.0 %
BANKRUPTCY MAY 2020	1	25.0 %
Total	4	100.0 %

Q26. How easy has it been for your business to obtain PPE (Personal Protective Equipment) and cleaning supplies?

Q26. How easy has it been for your business to obtain PPE & cleaning supplies

	Number	Percent
Very easy	57	13.2 %
Easy	139	32.2 %
Neutral	123	28.5 %
Difficult	69	16.0 %
Very difficult	15	3.5 %
Not sure	9	2.1 %
Not provided	20	4.6 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q26. How easy has it been for your business to obtain PPE (Personal Protective Equipment) and cleaning supplies? (without "not provided")**

Q26. How easy has it been for your business to obtain PPE & cleaning supplies

	Number	Percent
Very easy	57	13.8 %
Easy	139	33.7 %
Neutral	123	29.9 %
Difficult	69	16.7 %
Very difficult	15	3.6 %
Not sure	9	2.2 %
Total	412	100.0 %

Q27. How much of an impact are the additional costs of implementing safe practices having on your business?

Q27. How much of an impact are the additional costs of implementing safe practices having on your business	Number	Percent
Insignificant impact	50	11.6 %
Minor impact	116	26.9 %
Moderate impact	164	38.0 %
Major impact	70	16.2 %
Not sure	15	3.5 %
Not provided	17	3.9 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q27. How much of an impact are the additional costs of implementing safe practices having on your business? (without "not provided")**

Q27. How much of an impact are the additional costs of implementing safe practices having on your business	Number	Percent
Insignificant impact	50	12.0 %
Minor impact	116	28.0 %
Moderate impact	164	39.5 %
Major impact	70	16.9 %
Not sure	15	3.6 %
Total	415	100.0 %

Q28. Please select the option below that most closely matches what you anticipate your company's approach to work will be in the Post COVID-19 era.

Q28. What option that most closely matches what you anticipate your company's approach to work will be in post COVID-19 era

	Number	Percent
Office first—primarily working from the office, remotely if necessary	276	63.9 %
Office-first hybrid—primarily working from the office, but allowing/encouraging employees to regularly work remotely	51	11.8 %
Remote-first hybrid—primarily working remotely, but allowing/encouraging employees to regularly work in the office	21	4.9 %
Remote first—working remotely if possible, from the office if necessary	24	5.6 %
Not provided	60	13.9 %
Total	432	100.0 %

WITHOUT “NOT PROVIDED”

Q28. Please select the option below that most closely matches what you anticipate your company's approach to work will be in the Post COVID-19 era. (without "not provided")

Q28. What option that most closely matches what you anticipate your company's approach to work will be in post COVID-19 era

	Number	Percent
Office first—primarily working from the office, remotely if necessary	276	74.2 %
Office-first hybrid—primarily working from the office, but allowing/encouraging employees to regularly work remotely	51	13.7 %
Remote-first hybrid—primarily working remotely, but allowing/encouraging employees to regularly work in the office	21	5.6 %
Remote first—working remotely if possible, from the office if necessary	24	6.5 %
Total	372	100.0 %

Q29. Have you furloughed any employees since March 19, 2020?

Q29. Have you furloughed any employees since March 19, 2020	Number	Percent
Yes	99	22.9 %
No	310	71.8 %
Not provided	23	5.3 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Have you furloughed any employees since March 19, 2020? (without "not provided")**

Q29. Have you furloughed any employees since March 19, 2020	Number	Percent
Yes	99	24.2 %
No	310	75.8 %
Total	409	100.0 %

Q29a. How many employees have you furloughed since March 19, 2020?

Q29a. How many employees have you furloughed since March 19, 2020	Number	Percent
5 or less	53	53.5 %
6-10	24	24.2 %
11-15	8	8.1 %
16-20	4	4.0 %
20+	7	7.1 %
Not provided	3	3.0 %
Total	99	100.0 %

WITHOUT "NOT PROVIDED"**Q29a. How many employees have you furloughed since March 19, 2020? (without "not provided")**

Q29a. How many employees have you furloughed since March 19, 2020	Number	Percent
5 or less	53	55.2 %
6-10	24	25.0 %
11-15	8	8.3 %
16-20	4	4.2 %
20+	7	7.3 %
Total	96	100.0 %

Q29b. How soon do you plan to rehire furloughed employees?

Q29b. How soon do you plan to rehire furloughed employees	Number	Percent
Within next 30-60 days	6	6.1 %
By the end of year	6	6.1 %
Employees have already declined rehiring opportunity	12	12.1 %
Furloughed employees have already been rehired	46	46.5 %
Not sure	27	27.3 %
Not provided	2	2.0 %
Total	99	100.0 %

WITHOUT "NOT PROVIDED"**Q29b. How soon do you plan to rehire furloughed employees? (without "not provided")**

Q29b. How soon do you plan to rehire furloughed employees	Number	Percent
Within next 30-60 days	6	6.2 %
By the end of year	6	6.2 %
Employees have already declined rehiring opportunity	12	12.4 %
Furloughed employees have already been rehired	46	47.4 %
Not sure	27	27.8 %
Total	97	100.0 %

Q30. How many employees have you permanently laid off since March 19, 2020?

Q30. How many employees have you permanently laid off since March 19, 2020	Number	Percent
0	320	74.1 %
1	19	4.4 %
2	7	1.6 %
3	9	2.1 %
4	6	1.4 %
5+	16	3.7 %
Not provided	55	12.7 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q30. How many employees have you permanently laid off since March 19, 2020? (without "not provided")**

Q30. How many employees have you permanently laid off since March 19, 2020	Number	Percent
0	320	84.9 %
1	19	5.0 %
2	7	1.9 %
3	9	2.4 %
4	6	1.6 %
5+	16	4.2 %
Total	377	100.0 %

Q31. What type of business is your establishment?

Q31. What type of business is your establishment	Number	Percent
Eating & drinking establishment	18	4.2 %
Retail establishment	48	11.1 %
Small office	17	3.9 %
Real estate management	13	3.0 %
Real estate sales	6	1.4 %
Construction	33	7.6 %
Health care	72	16.7 %
Hotel	9	2.1 %
Auto dealer	2	0.5 %
Gas station	3	0.7 %
Amusement/recreation	4	0.9 %
Grocer	2	0.5 %
Church/religious organization	14	3.2 %
Agriculture	1	0.2 %
Manufacturing	13	3.0 %
Wholesale/distribution	13	3.0 %
Information services	5	1.2 %
Professional, scientific, technical	39	9.0 %
Telecommunications	5	1.2 %
Finance & insurance	28	6.5 %
Other	65	15.0 %
Not provided	22	5.1 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q31. What type of business is your establishment? (without "not provided")**

Q31. What type of business is your establishment	Number	Percent
Eating & drinking establishment	18	4.4 %
Retail establishment	48	11.7 %
Small office	17	4.1 %
Real estate management	13	3.2 %
Real estate sales	6	1.5 %
Construction	33	8.0 %
Health care	72	17.6 %
Hotel	9	2.2 %
Auto dealer	2	0.5 %
Gas station	3	0.7 %
Amusement/recreation	4	1.0 %
Grocer	2	0.5 %
Church/religious organization	14	3.4 %
Agriculture	1	0.2 %
Manufacturing	13	3.2 %
Wholesale/distribution	13	3.2 %
Information services	5	1.2 %
Professional, scientific, technical	39	9.5 %
Telecommunications	5	1.2 %
Finance & insurance	28	6.8 %
Other	65	15.9 %
Total	410	100.0 %

Q31-22. Other

<u>Q31-22. Other</u>	<u>Number</u>	<u>Percent</u>
Auto repair	3	4.8 %
Child care	3	4.8 %
Day Spa	2	3.2 %
STORAGE WAREHOUSE	2	3.2 %
Mobile auto repair	1	1.6 %
Sporting event tickets	1	1.6 %
Fitness/healthclub	1	1.6 %
TRANSPORTATION SERVICE	1	1.6 %
Auto repair facility	1	1.6 %
Childcare learning center	1	1.6 %
Food bank	1	1.6 %
Trucking	1	1.6 %
Waxing studio	1	1.6 %
Audio visual production warehouse and office space	1	1.6 %
TRAVEL AGENCY	1	1.6 %
School-non profit	1	1.6 %
House cleaner	1	1.6 %
Preschool/daycare	1	1.6 %
Pet spa	1	1.6 %
Preschool	1	1.6 %
Mobile notary services	1	1.6 %
Repair musical instruments for Plano ISD	1	1.6 %
Tool, equipment & special Event rental	1	1.6 %
Salon suite property	1	1.6 %
Pet services	1	1.6 %
Day care	1	1.6 %
UHAUL STORAGE	1	1.6 %
Dry cleaner	1	1.6 %
ALTERATIONS	1	1.6 %
SELF STORAGE	1	1.6 %
STORAGE	1	1.6 %
Fitness, yoga studio	1	1.6 %
Auto repair and maintenance	1	1.6 %
CAR MECHANIC	1	1.6 %
Automotive service	1	1.6 %
PET SERVICES	1	1.6 %
COLOR CONSULTANT	1	1.6 %
RESEARCH	1	1.6 %
Non-profit promoting bilateral relations between Japan and US	1	1.6 %
RESTORATION SERVICE	1	1.6 %
Home inspection and dron services	1	1.6 %
Moving services	1	1.6 %
Event venue	1	1.6 %
Automotive repair & service	1	1.6 %
Academy of ballet providing dance education	1	1.6 %
Funeral establishment	1	1.6 %
After school tutoring	1	1.6 %
Education	1	1.6 %
SPRAYING BED LINERS, INSTALLING ACCESSORIES	1	1.6 %
Media, video production, duplication	1	1.6 %
LAWNCARE AND LANDSCAPING SERVICES	1	1.6 %

Q31-22. Other

Q31-22. Other	Number	Percent
ELECTRONICS R & D	1	1.6 %
Special event	1	1.6 %
Printing	1	1.6 %
Heating and air conditioning	1	1.6 %
LIGHT AUTO REPAIR SHOP	1	1.6 %
Boutique Fitness, Jazzercise	1	1.6 %
Total	63	100.0 %

Q32. How many full-time employees does your business currently employ?

Q32. How many full-time employees does your business currently employ	Number	Percent
5 or less	217	50.2 %
6-10	88	20.4 %
11-20	48	11.1 %
21-50	41	9.5 %
51-99	9	2.1 %
100-499	7	1.6 %
500-999	1	0.2 %
1000-4999	2	0.5 %
Not provided	19	4.4 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q32. How many full-time employees does your business currently employ? (without "not provided")**

Q32. How many full-time employees does your business currently employ	Number	Percent
5 or less	217	52.5 %
6-10	88	21.3 %
11-20	48	11.6 %
21-50	41	9.9 %
51-99	9	2.2 %
100-499	7	1.7 %
500-999	1	0.2 %
1000-4999	2	0.5 %
Total	413	100.0 %

Q33. How many part-time employees does your business currently employ?

Q33. How many part-time employees does your business currently employ	Number	Percent
5 or less	252	58.3 %
6-10	30	6.9 %
11-20	11	2.5 %
21-50	9	2.1 %
51-99	1	0.2 %
100-499	3	0.7 %
500-999	1	0.2 %
1000-4999	1	0.2 %
Not provided	124	28.7 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q33. How many part-time employees does your business currently employ? (without "not provided")**

Q33. How many part-time employees does your business currently employ	Number	Percent
5 or less	252	81.8 %
6-10	30	9.7 %
11-20	11	3.6 %
21-50	9	2.9 %
51-99	1	0.3 %
100-499	3	1.0 %
500-999	1	0.3 %
1000-4999	1	0.3 %
Total	308	100.0 %

Q34. In the past 12 months, has your business expanded through job creation?

Q34. Has your business expanded through job creation in past 12 months	Number	Percent
Yes	60	13.9 %
No	334	77.3 %
Don't know	38	8.8 %
Total	432	100.0 %

WITHOUT "DON'T KNOW"**Q34. In the past 12 months, has your business expanded through job creation? (without "don't know")**

Q34. Has your business expanded through job creation in past 12 months	Number	Percent
Yes	60	15.2 %
No	334	84.8 %
Total	394	100.0 %

Q35. How many years has your business been in Plano?

<u>Q35. How many years has your business been in Plano</u>	<u>Number</u>	<u>Percent</u>
Less than 1	11	2.5 %
1-2	22	5.1 %
3-5	46	10.6 %
6-10	67	15.5 %
11-20	134	31.0 %
21+	127	29.4 %
Not provided	25	5.8 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q35. How many years has your business been in Plano? (without "not provided")**

<u>Q35. How many years has your business been in Plano</u>	<u>Number</u>	<u>Percent</u>
Less than 1	11	2.7 %
1-2	22	5.4 %
3-5	46	11.3 %
6-10	67	16.5 %
11-20	134	32.9 %
21+	127	31.2 %
Total	407	100.0 %

Q36. In the next 12 months, is your business considering any of the following?

Q36. What is your business considering any following in next 12 months	Number	Percent
Expanding your business in Plano	68	15.7 %
Relocating to another location in Plano	27	6.3 %
Relocating to another location outside Plano	30	6.9 %
Downsizing	25	5.8 %
Closing	11	2.5 %
Don't Know	56	13.0 %
None of these	248	57.4 %
Total	465	

WITHOUT "DON'T KNOW/NONE OF THESE"**Q36. In the next 12 months, is your business considering any of the following? (without "don't know/none of these")**

Q36. What is your business considering any following in next 12 months	Number	Percent
Expanding your business in Plano	68	53.1 %
Relocating to another location in Plano	27	21.1 %
Relocating to another location outside Plano	30	23.4 %
Downsizing	25	19.5 %
Closing	11	8.6 %
Total	161	

Q36a. Why is your business considering relocating to another city outside Plano?

- As a children's art education academy and family service we rely on youth enrollment in dance classes. The change in recent years in the cultural and ethnic demographics has caused a decrease in our student enrollment. We have evaluated that there is not an interest in the arts education in the major family population is not the same as recent years. We are considering re-locating to where our business would be more supported in an academy of ballet and where the youth is interested in the arts
- CHEAPER PROP TAXES AND LEASES.
- cheaper real estate investments
- Closer to customers.
- Contractors Stone Supply, 6620 K Avenue, should not be allowed to have a dirt driveway within city limits. The driveway is unacceptable and unhealthy.
- Cost of rent
- Currently renting, and looking at purchasing.
- Economic incentives
- Finances
- GLOBAL PRESENCE
- Healthier business atmosphere for small business. Lack of quality, low cost office space.
- Looking at all options, we are growing.
- Looking to purchase land to build or purchase existing building.
- LOWER TAXES AND MORE BANG FOR OUR BUCK. PROPERTY TAXES SKYROCKETED IN COLLIN COUNTY FOR NO INCREASE IN SERVICES.
- More central to the metro area.
- Nicer area.
- Not many raw land sizes remaining that would allow us to build desired building. We are looking at both Plano and Frisco.
- Opportunity
- Other cities are offering me realistic incentives for moving my business, lower rents on space, lower taxes, and a more pro-business attitude towards small and medium sized businesses
- PERSONAL
- Plano has lost its compassion for the businesses that built this community. It is all about increasing the tax revenues at the expense of the existing businesses. They will use any tool or code to put you out of business if they want your property. Special deals for special people.
- Potential Economic Incentives & additional space for expansion.
- PRICE PER SQUARE FOOT IS GOING UP AT A TIME WHEN OFFICES ARE EMPTY.
- Purchased another company
- RETAIL RENTAL SPACE COST
- Sewer gas and rats!
- The business will be working on smaller jobs, that don't need to have a full office space.
- There is a dental office opening in the same shopping center.
- We need bigger space but prices are high in Plano

Section 4

Survey Instrument



City of Plano
1520 K Avenue
Plano, TX 75074

P.O. Box 860358
Plano, TX 75086-0358
Tel: 972.941.7000
plano.gov

Dear Plano Business Leader,

We appreciate your continued support and involvement in making Plano a City of Excellence. This letter is a request for your assistance in continuing this legacy.

Your input on the enclosed survey is extremely important. The City Council regularly makes decisions that affect a wide range of City services including public safety, parks and recreation, sustainability and environmental services, public works, code enforcement, libraries and others. The survey this year includes questions about the impact of COVID-19 on your business. Our goal is to make sure that Plano's priorities are aligned with the needs of our businesses. We need your input to do this.

We realize the survey takes some time to complete but every question is important. It should take you no longer than 15 minutes to work through the full survey. The time you invest in the survey will influence many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community.

Please return your completed survey sometime during the next 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.plano2020businesssurvey.org.

If you have questions about this survey, please contact Karen Rhodes-Whitley, Director of Budget and Research at 972-941-7194. Thank you for your commitment to Plano and for taking the time to help us build a better Plano.

Sincerely,



Harry LaRosiliere
MAYOR



2020 City of Plano Business Survey

The City of Plano would like input from business owners and senior managers to help improve the quality of City services. Would you please take a few minutes to answer questions about how well the City is meeting your company's needs? Please return your completed survey in the postage-paid envelope provided, or fax your responses to ETC Institute, (913) 829-1591, or complete the survey online at Plano2020BusinessSurvey.org.

1. **Community Service Satisfaction.** Listed below are a number of specific services, City departments, or programs. Please indicate if your business has used the service, department, or program over the past two years. If your business has used the service, please rate that service using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Department, Service, or Program	Has your business used this service, dept. or program over the past 2 years?		If "Yes," how satisfied are you with this department, service, or program?					
	Yes	No	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Building Inspections-Permitting	Yes	No	5	4	3	2	1	9
02. Fire Inspection	Yes	No	5	4	3	2	1	9
03. Planning and Zoning	Yes	No	5	4	3	2	1	9
04. Property Standards/Neighborhood Services	Yes	No	5	4	3	2	1	9
05. Emergency Medical Services	Yes	No	5	4	3	2	1	9
06. Police Department	Yes	No	5	4	3	2	1	9
07. Police Traffic Enforcement	Yes	No	5	4	3	2	1	9
08. City Hall (General)	Yes	No	5	4	3	2	1	9
09. Street Maintenance	Yes	No	5	4	3	2	1	9
10. Street Drainage	Yes	No	5	4	3	2	1	9
11. Trash Services	Yes	No	5	4	3	2	1	9
12. Recycling Services	Yes	No	5	4	3	2	1	9
13. Water and Sewer Billing	Yes	No	5	4	3	2	1	9
14. Environmental Health Inspection	Yes	No	5	4	3	2	1	9
15. 9-1-1 Services	Yes	No	5	4	3	2	1	9

- 1a. **If you indicated that you are dissatisfied with any of the areas listed in Question 1, please provide a brief explanation for your dissatisfaction.**

2. **Which THREE of the services, City departments, or programs 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. **Overall, how would you rate the City of Plano's customer service?**

____(1) Very Good ____ (3) Average ____ (5) Very Poor
 ____ (2) Good ____ (4) Poor ____ (9) Don't Know

4. **In general, would you say the quality of services provided by the City of Plano are...**

____ (1) Significantly higher than your expectations ____ (4) Below your expectations
 ____ (2) Higher than your expectations ____ (5) Significantly below your expectations
 ____ (3) Expectations met ____ (9) Don't Know

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

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

6. **What two or three issues in Plano which impact your business are you most concerned about today?**

7. **Several items that may influence your business' perception of the City of Plano 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 is your business with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall image of the City	5	4	3	2	1	9
2. Overall quality of life	5	4	3	2	1	9
3. Quality of new development in the City	5	4	3	2	1	9
4. Quality of public education	5	4	3	2	1	9
5. Availability of higher education	5	4	3	2	1	9
6. Overall feeling of safety	5	4	3	2	1	9
7. Overall quality of City services	5	4	3	2	1	9

8. **Using a scale of 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following items were in your decision to locate your business in Plano.**

	Extremely Important	Very Important	Important	Less Important	Not Important
01. Overall image of the City	5	4	3	2	1
02. Low crime rate	5	4	3	2	1
03. Quality of local schools	5	4	3	2	1
04. Availability of trained employees	5	4	3	2	1
05. Level of taxation	5	4	3	2	1
06. Access to airports	5	4	3	2	1
07. Availability of quality housing and other amenities for employees	5	4	3	2	1
08. Proximity of businesses that are important to your business	5	4	3	2	1
09. Availability of local economic incentives	5	4	3	2	1
10. Availability of public transportation	5	4	3	2	1
11. Availability of libraries, arts, and cultural amenities	5	4	3	2	1
12. Attitude of local government toward business	5	4	3	2	1
13. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1
14. Availability of parks, open space, recreation facilities and activities	5	4	3	2	1
15. Access to the major highway system	5	4	3	2	1
16. Appearance of street medians	5	4	3	2	1

9. **Which THREE of the reasons listed in Question 8 will have the MOST IMPACT on your business' decision to stay in the City of Plano for the next 10 years? [Write in your answers below using the numbers from the list in Question 8.]**

1st: ____ 2nd: ____ 3rd: ____

10. Using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied," please indicate how satisfied your business is with the City of Plano in the following areas.

How satisfied is your business with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Working to retain existing businesses in Plano	5	4	3	2	1	9
2. Working to attract new businesses to Plano	5	4	3	2	1	9
3. Supporting business growth and development	5	4	3	2	1	9
4. Working on easing traffic congestion	5	4	3	2	1	9
5. Working on road conditions	5	4	3	2	1	9
6. Creating attractions/events to bring residents from surrounding towns to Plano	5	4	3	2	1	9
7. Promoting resident support of local businesses	5	4	3	2	1	9

11. Is the City doing enough street repair? ____ (1) Not Enough ____ (2) About Right ____ (3) Too Much

12. Thinking generally about the City of Plano, how likely would you be to recommend Plano as a business location to friends, family and co-workers?

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

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

____ (1) Very Good ____ (3) Average ____ (5) Very Poor
 ____ (2) Good ____ (4) Poor ____ (9) Don't Know

14. Please rate the labor pool in the Plano area with regard to the following.

Area Rated	Very Good	Good	Average	Poor	Very Poor	Don't Know
1. Quality of labor	5	4	3	2	1	9
2. Availability of labor	5	4	3	2	1	9
3. Stability of the city's labor force	5	4	3	2	1	9
4. Job skills of the labor force	5	4	3	2	1	9
5. Attitude of employees	5	4	3	2	1	9
6. Productivity of the workforce	5	4	3	2	1	9
7. Competitive wages	5	4	3	2	1	9
8. Retention of labor	5	4	3	2	1	9

15. **Communications.** Has your business used the City of Plano website?

____ (1) Yes [Answer Q15a.] ____ (2) No [Skip to Q16.] ____ (9) Don't Know [Skip to Q16.]

- 15a. Please rate the City of Plano website on the following characteristics using a scale of 1 to 5, where 5 is "Very Good" and 1 is "Very Poor."

	Very Good	Good	Average	Poor	Very Poor	Don't Know
1. Easy to navigate	5	4	3	2	1	9
2. Informative content	5	4	3	2	1	9
3. Useful	5	4	3	2	1	9

16. What are the best ways for the City of Plano to communicate with your business, or get important information to your business? [Check all that apply.]

____ (01) Direct Mail ____ (05) Business Forums ____ (09) Twitter
 ____ (02) Website ____ (06) Workshops ____ (10) Other social media
 ____ (03) Emails ____ (07) Personal calls ____ (11) Other: _____
 ____ (04) City TV Channel ____ (08) Facebook ____ (99) Don't Know

17. Overall, how would you rate how well the City of Plano does communicating with business owners and managers?

☐ (1) Very Good ☐ (3) Average ☐ (5) Very Poor
☐ (2) Good ☐ (4) Poor ☐ (9) Don't Know

18. **City Codes.** Please indicate how satisfied your business is with the following City codes and regulations, using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied is your business with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Zoning codes	5	4	3	2	1	9
02. Landscaping codes	5	4	3	2	1	9
03. Requirement for proper business appearance maintenance	5	4	3	2	1	9
04. Business signage regulations	5	4	3	2	1	9
05. Business parking regulations	5	4	3	2	1	9
06. Trash disposal regulations	5	4	3	2	1	9
07. Environmental health regulations	5	4	3	2	1	9
08. Health inspection regulations	5	4	3	2	1	9
09. Restaurant inspection regulations	5	4	3	2	1	9
10. Recycling disposal regulations	5	4	3	2	1	9

18a. *If your business is dissatisfied with any of the items listed in Question 18, briefly explain the reason your business is dissatisfied.*

19. **Taxes.** Based on all you know or have heard, are City of Plano property taxes higher, lower, or about the same as surrounding communities?

☐ (1) Higher ☐ (2) Lower ☐ (3) About the same ☐ (9) Don't Know/Unsure

20. Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects?

☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

21. For your business, which statement best describes how you feel about the taxes you pay to the City of Plano, either directly or included in your rent? Would you say that...

☐ (1) Property taxes are too low for the amount and quality of City services that I am receiving
☐ (2) Property taxes are just right for the amount and quality of City services that I am receiving
☐ (3) Property taxes are high, but the City is providing more services at a higher quality than I expect
☐ (4) Property taxes are too high for the quality of City services that I am receiving
☐ (9) Don't Know/Unsure

22. **Complaints/Comments.** If you had a complaint or comment to make about City services to your business, would you know who to call or where to go?

☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

23. **Transportation.** How would you rate the importance of increasing the capacity along US 75?

☐ (1) Extremely Important ☐ (3) Somewhat Important ☐ (5) Not at All Important
☐ (2) Important ☐ (4) Not Important ☐ (9) Don't Know

COVID-19

24. For which of the following purposes would your business apply (or have already applied) for financial assistance? [Check all that apply.]

- ☐ (1) Payroll ☐ (4) Capital improvements ☐ (6) Other: _____
☐ (2) Rehiring/retraining ☐ (5) Personal protective equipment ☐ (7) None of the above
☐ (3) Rent/utilities

25. Did your company apply for COVID-19 grants?

- ☐ (1) Yes [Answer Q25a.] ☐ (2) No [Skip to Q26.]

25a. Did your company receive COVID-19 grants?

- ☐ (1) Yes [Skip to Q26.] ☐ (2) No [Answer Q25b.]

25b. Why did your company not receive COVID-19 grants?

- ☐ (1) Duplication of benefits – we already received assistance through other program(s)
☐ (2) Didn't lose enough revenue due to COVID-19
☐ (3) Our type of business isn't eligible to receive grants. Please explain: _____

26. How easy has it been for your business to obtain PPE (Personal Protective Equipment) and cleaning supplies?

- ☐ (1) Very Easy ☐ (3) Neutral ☐ (5) Very Difficult
☐ (2) Easy ☐ (4) Difficult ☐ (6) Not Sure

27. How much of an impact are the additional costs of implementing safe practices having on your business?

- ☐ (1) Insignificant Impact ☐ (3) Moderate Impact ☐ (5) Not Sure
☐ (2) Minor Impact ☐ (4) Major Impact

28. Please select the option below that most closely matches what you anticipate your company's approach to work will be in the Post COVID-19 era.

- ☐ (1) Office first – primarily working from the office, remotely if necessary
☐ (2) Office-first hybrid – primarily working from the office, but allowing/encouraging employees to regularly work remotely
☐ (3) Remote-first hybrid – primarily working remotely, but allowing/encouraging employees to regularly work in the office
☐ (4) Remote first – working remotely if possible, from the office if necessary

29. Have you furloughed any employees since March 19, 2020?

- ☐ (1) Yes [Answer Q29a-b] ☐ (2) No [Skip to Q30]

29a. How many employees have you furloughed since March 19, 2020? _____

29b. How soon do you plan to rehire furloughed employees?

- ☐ (1) Within the next 30-60 days
☐ (2) By the end of the year
☐ (3) Employees have already declined rehiring opportunity
☐ (4) Furloughed employees have already been rehired
☐ (5) Not sure

30. How many employees have you permanently laid off since March 19, 2020? _____

Demographics

31. What type of business is your establishment?

- | | | |
|---|---|---|
| <input type="checkbox"/> (01) Eating and drinking establishment | <input type="checkbox"/> (08) Hotel | <input type="checkbox"/> (16) Wholesale/distribution |
| <input type="checkbox"/> (02) Retail establishment | <input type="checkbox"/> (09) Auto dealer | <input type="checkbox"/> (17) Information Services |
| <input type="checkbox"/> (03) Small office | <input type="checkbox"/> (10) Gas station | <input type="checkbox"/> (18) Professional, Scientific, Technical |
| <input type="checkbox"/> (04) Real estate management | <input type="checkbox"/> (11) Amusement/recreation | <input type="checkbox"/> (19) Telecommunications |
| <input type="checkbox"/> (05) Real estate sales | <input type="checkbox"/> (12) Grocer | <input type="checkbox"/> (20) Finance and Insurance |
| <input type="checkbox"/> (06) Construction | <input type="checkbox"/> (13) Church/religious organization | <input type="checkbox"/> (21) Coworking |
| <input type="checkbox"/> (07) Health Care | <input type="checkbox"/> (14) Agriculture | <input type="checkbox"/> (22) Other: _____ |
| | <input type="checkbox"/> (15) Manufacturing | |

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

- | | | | |
|--|------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> (1) 5 or less | <input type="checkbox"/> (4) 21-50 | <input type="checkbox"/> (6) 100-499 | <input type="checkbox"/> (8) 1000-4999 |
| <input type="checkbox"/> (2) 6-10 | <input type="checkbox"/> (5) 51-99 | <input type="checkbox"/> (7) 500-999 | <input type="checkbox"/> (9) 5000 or more |
| <input type="checkbox"/> (3) 11-20 | | | |

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

- | | | | |
|--|------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> (1) 5 or less | <input type="checkbox"/> (4) 21-50 | <input type="checkbox"/> (6) 100-499 | <input type="checkbox"/> (8) 1000-4999 |
| <input type="checkbox"/> (2) 6-10 | <input type="checkbox"/> (5) 51-99 | <input type="checkbox"/> (7) 500-999 | <input type="checkbox"/> (9) 5000 or more |
| <input type="checkbox"/> (3) 11-20 | | | |

34. In the past 12 months, has your business expanded through job creation?

- ☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

35. How many years has your business been in Plano? _____ years

36. 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 Plano | <input type="checkbox"/> (5) Closing |
| <input type="checkbox"/> (2) Relocating to another location in Plano | <input type="checkbox"/> (9) Don't Know |
| <input type="checkbox"/> (3) Relocating to another location outside Plano [Answer Q36a.] | <input type="checkbox"/> (0) None of these |
| <input type="checkbox"/> (4) Downsizing | |

36a. Why is your business considering relocating to another city outside Plano?

This concludes the survey-Thank you for your time!

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

Your responses will remain completely confidential. The Information printed to the right will ONLY be used to help identify which areas of the city are having problems. If your address is not correct, please provide the correct information.
Thank you.