2018 City of Plano Business Survey

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Findings Report

Submitted to the City of Plano by:
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2018 City of Plano Business Survey
Executive Summary

Purpose and Methodology

During the winter of 2018, 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. This is the 3rd time ETC Institute has administered the business survey for the City, with previous surveys being administered in 2012 and 2016.

The survey was administered by mail and online to a random sample of 403 businesses in the City of Plano. The overall results of the survey have a precision of at least +/-5.0% at the 95% level of confidence.

Major Findings

Satisfaction with City Services

- **Expectations Regarding City Services.** Thirty-eight percent (38%) of the businesses surveyed felt the quality of City services was significantly higher (12%) or higher (26%) than their expectations; 59% of the businesses surveyed felt the quality of City services was meeting their expectations, and 4% 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:

    - Police Department (97%)
    - 9-1-1 Services (97%)
    - Emergency Medical Services (95%)
    - Fire Inspection (94%)
    - Water & Sewer Billing (89%)

- **Satisfaction with City Customer Service.** Seventy-seven percent (77%) of the businesses surveyed rated the City's customer service as "very good" (51%) or "good" (26%); only 2% 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 (34%)
    - Fire inspection (22%)
    - Building Inspections-Permitting (19%)

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 (94%)
    - Overall image of the City (93%)
    - Overall quality of City services (92%)
    - Overall feeling of safety (91%)

- **Ratings of the Physical Appearance of the City.** Seventy-four percent (74%) of the businesses surveyed rated the physical appearance of the area where their business is located as "very good" (37%) or "good" (37%); 22% rated it as "average", 4% rated it as "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 (95%)
    - Telecommunications/utilities/other infrastructure (94%)
    - Attitude of local government toward business (94%)
    - Access to the major highway system (93%)
    - Overall image of the City (92%)

- **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 (33%)
    - Access to major highway system (32%)
    - Overall image of the City (25%)

- **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 (82%)
    - Supporting business growth & development (80%)
    - Working to retain existing businesses in Plano (76%)
    - Creating attractions and events to bring residents from surrounding towns to Plano (64%)

- **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:

    - Environmental health regulations (77%)
    - Trash disposal regulations (76%)
    - Health inspection regulations (72%)
    - Restaurant inspection regulations (72%)

Perceptions of the City as a "Business Friendly" Community

- **Ratings of the City's Business Atmosphere Compared to Two Years Ago.** Thirty-nine percent (39%) of the businesses surveyed felt the City's business atmosphere was "better" compared to two years ago; 42% of the businesses surveyed felt the City's business atmosphere was the same compared to two years ago, but felt it was "good;" 2% felt it was the same compared to two years ago, but that it was "poor;" 4% felt it was "worse" compared to two years ago, and 14% did not know.

- **Likelihood of Recommending the City as a Business Location.** Most (94%) of the businesses surveyed were "very likely" (54%) or "likely" (31%) or "somewhat likely" (9%) 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 2% 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 (70%)
    - Attitude of employees (68%)
    - Productivity of the workforce (68%)

Communication

- **Use of the City's Website.** More than half (52%) of the businesses surveyed had NOT used the City's website; 43% of businesses had used the City's website, and 5% did not know.

- **Ratings of the City's Website.** Of those businesses that had used the City's website, most (82%) rated the usefulness of the site as "very good" (40%) or "good" (42%); 81% rated the informative content as "very good" (36%) or "good" (45%), and 79% rated the ease of navigation as "very good" (34%) or "good" (45%).

- **Use of the City's Website to Get Information about City Services.** Nearly three-fourths (74%) of the businesses surveyed indicated they had used the City's website to get information on City services; 22% had not, and 4% did not know.

- **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 (58%) and direct mail (47%). Some of the other ways identified by businesses were: personal calls (24%), website (14%), and Facebook (8%).

- **Overall Ratings of City Communication.** Nearly half (49%) of the businesses surveyed rated the City's communication with business owners and managers as "very good" (13%) or "good" (36%); 26% rated the City's communication with business owners and managers as "average," 10% rated it as "poor" (6%) or "very poor" (4%), and 16% did not know.

Property Taxes

- **How Property Taxes Compare to Surrounding Communities.** Thirty-three percent (33%) of businesses felt the City's property taxes were "about the same" compared to surrounding communities; 33% felt property taxes were higher compared to surrounding communities; 7% felt they were lower, and 28% 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:

    - 34% of the businesses surveyed felt property taxes were just right for the amount and quality of City services they were receiving.
    - 19% of businesses felt property taxes were too high for the quality of services they were receiving.
    - 17% 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.

Other Findings

- Sixty percent (60%) of businesses were NOT aware that the City has an Economic Development Incentive fund that considers funding for economic development and redevelopment projects; 24% of businesses were aware of the Economic Development Incentive Fund, and 15% did not know.

- Sixty-four percent (64%) 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 36% did not.

- Sixty-nine percent (69%) of businesses surveyed indicated it was either "extremely important" (47%) or "important" (22%) to increase the capacity along US 75; 17% indicated it was only "somewhat important;" 9% indicated it was "not important" (6%) or "not at all important" (3%), and 5% did not know.

Recommendations

Based upon the overall results of the survey, ETC Institute recommends that the City invest in the following areas:

- **Public Safety.** Among the 15 major categories of City services, departments or programs that were assessed on the survey, businesses rated the Police Department, Fire Inspection, and Building Inspections-Permitting Services as the top three City services most important to their organization. Businesses also reported that the low crime rate in Plano was the most important reason they decided to move to the City, and was also the most important factor in their decision to stay in the City for the next 10 years. Given the high priority that businesses place on public safety, the City should continue to invest in initiatives that will enhance public safety.

- **Infrastructure Development.** When asked about the importance of increasing capacity along US 75, 86% of businesses indicated it was of some importance. Street Maintenance and Planning and Zoning were the two departments that received the lowest satisfaction ratings among all 15 major categories of City services, departments or programs. Ninety-three percent (93%) of businesses indicated that one of the most important issues in the decision to locate to Plano was access to a major highway system. Because of the importance of the major highway systems and the low satisfaction rating of the local infrastructure, the City should continue to focus on enhancing local street maintenance and planning/zoning as they are important aspects of the overall infrastructure of the area.

- **Image of the City.** The overall image of the City was the third most important reason that businesses indicated they would stay in the City for the next 10 years. Even though satisfaction ratings for the image of the City were very high, the City should continue enhancing the overall image of the City given how important it is to businesses.

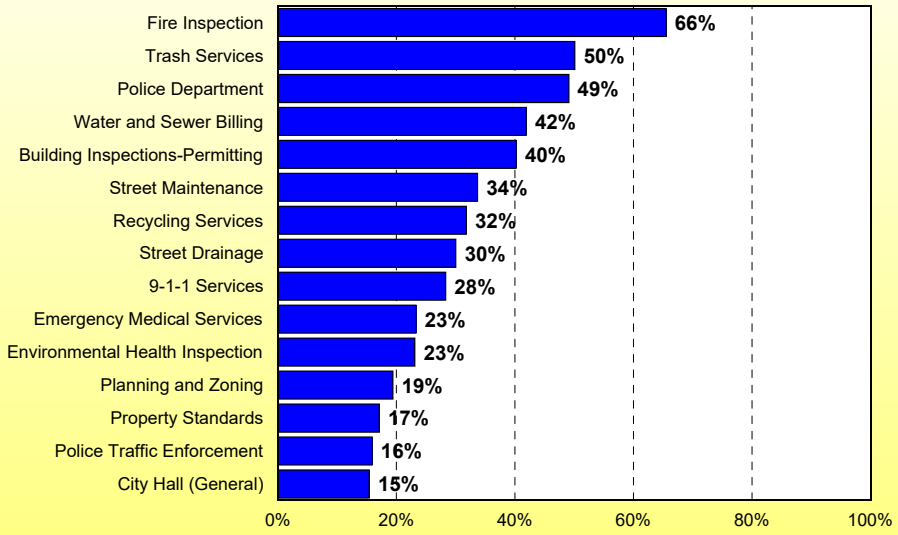
- **City Website.** The top way businesses felt it would best for the City to communicate with their organization was by email, which suggests that businesses are open to electronic forms of conducting business. Given that more than half (52%) of businesses had NOT used the City's website, this gives the City the opportunity to increase website use by emailing businesses information that includes links to the City's website.

Section 1
Charts and Graphs

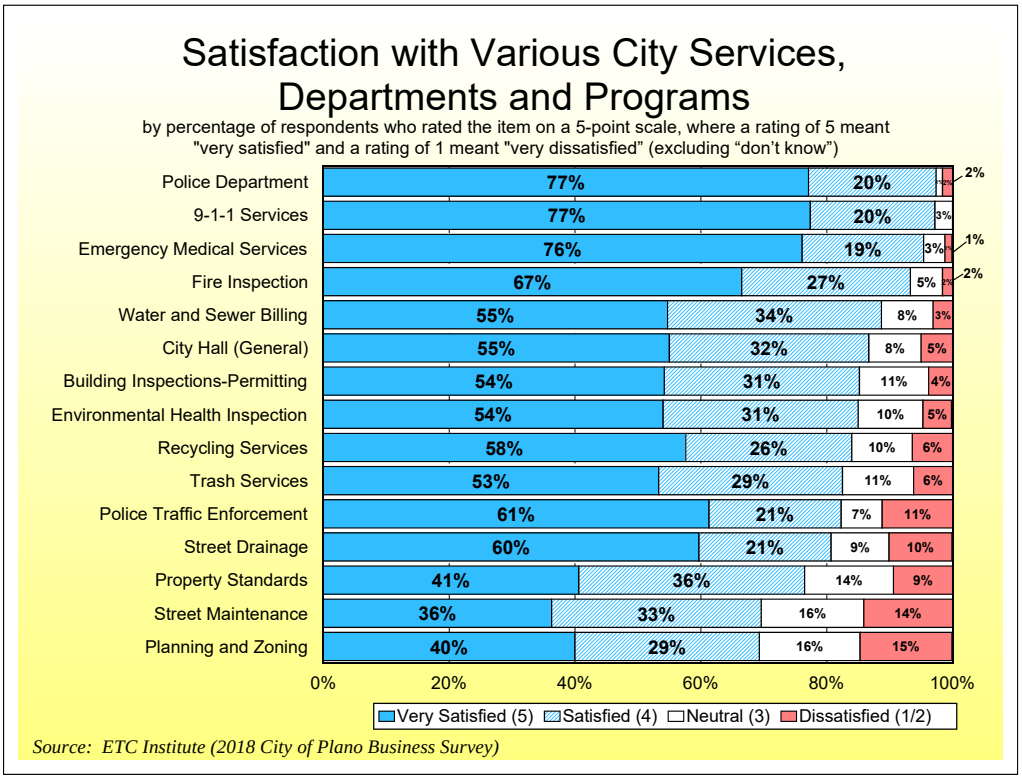
2018 City of Plano Business Survey

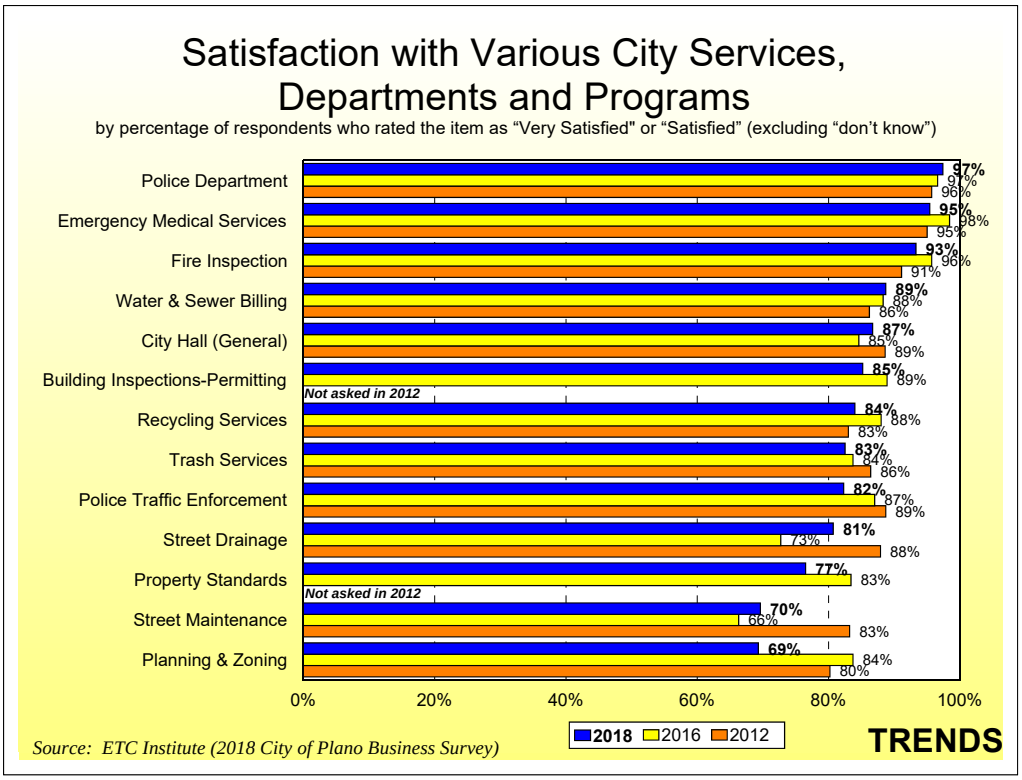
Whether or Not Business Has Used Various City Services, Departments and Programs Over the Past Two Years

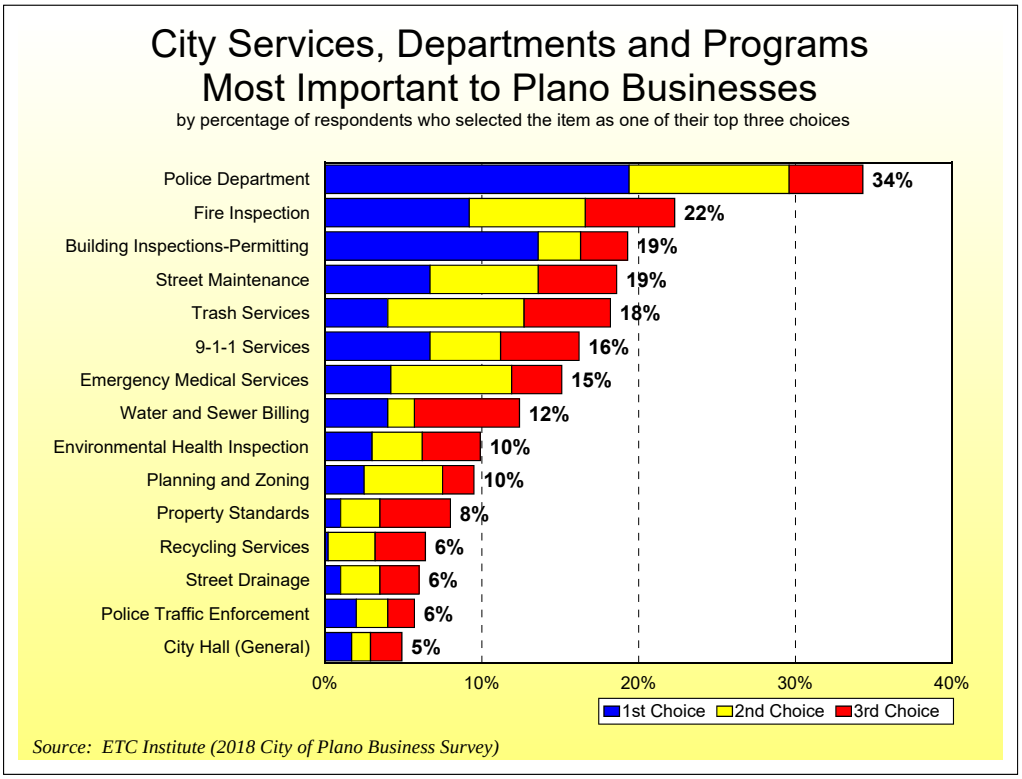
by percentage of respondents

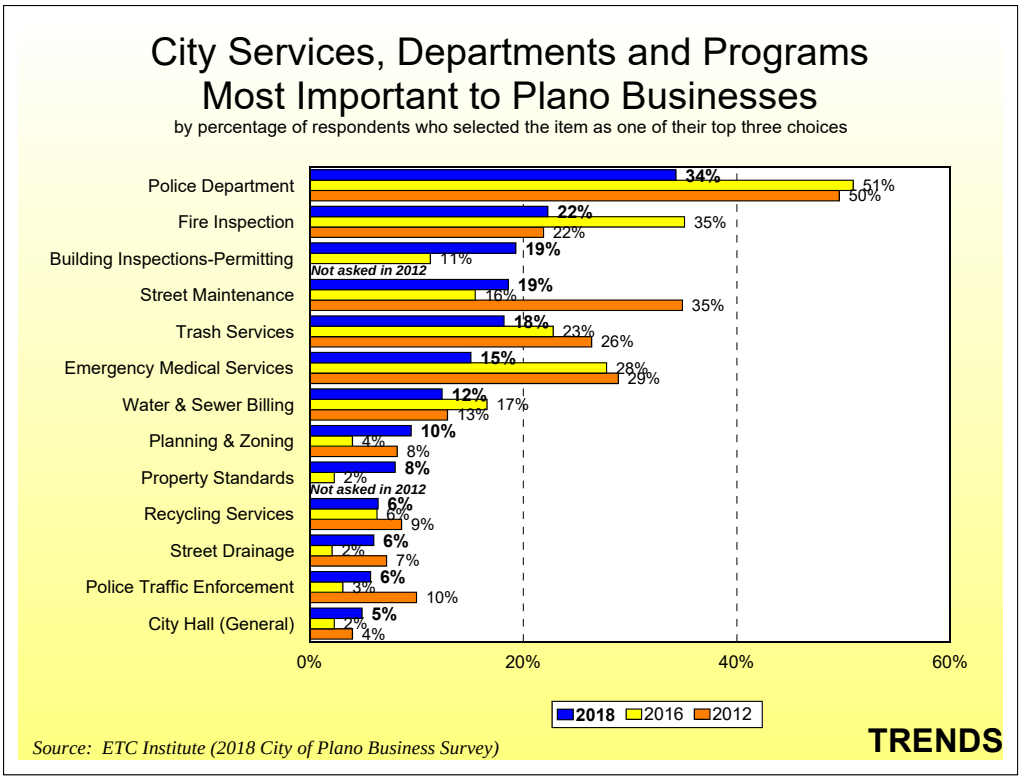


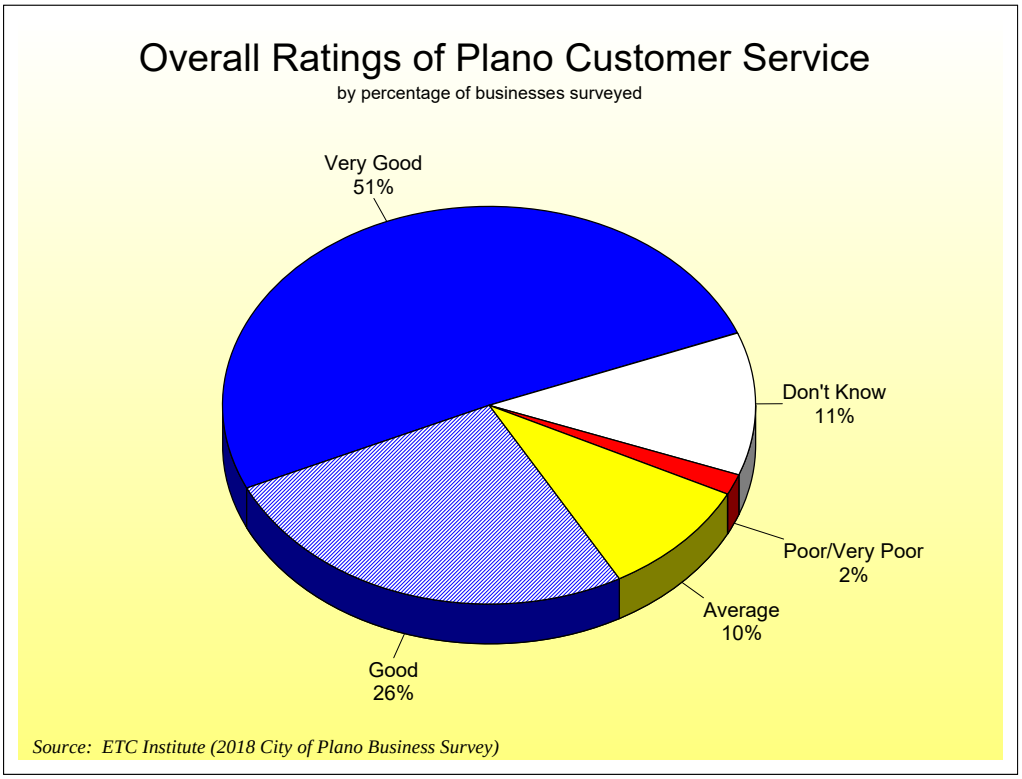
Source: ETC Institute (2018 City of Plano Business Survey)

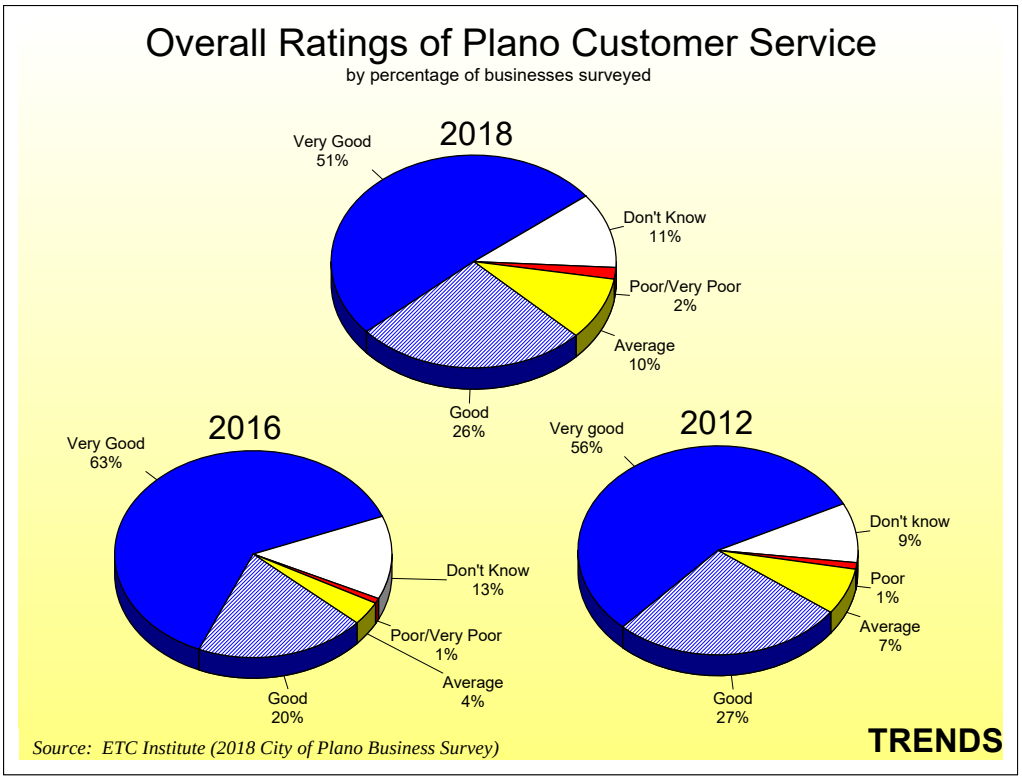

Satisfaction with Various City Services, Departments and Programs
by percentage of respondents who rated the item on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding "don't know")
Police Department 77% 20% 2%
9-1-1 Services 77% 20% 3%
Emergency Medical Services 76% 19% 3% 1%
Fire Inspection 67% 27% 5% 2%
Water and Sewer Billing 55% 34% 8% 3%
City Hall (General) 55% 32% 8% 5%
Building Inspections-Permitting 54% 31% 11% 4%
Environmental Health Inspection 54% 31% 10% 5%
Recycling Services 58% 26% 10% 6%
Trash Services 53% 29% 11% 6%
Police Traffic Enforcement 61% 21% 7% 11%
Street Drainage 60% 21% 9% 10%
Property Standards 41% 36% 14% 9%
Street Maintenance 36% 33% 16% 14%
Planning and Zoning 40% 29% 16% 15%
0% 20% 40% 60% 80% 100%
Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)
Source: ETC Institute (2018 City of Plano Business Survey)


Satisfaction with Various City Services, Departments and Programs
by percentage of respondents who rated the item as "Very Satisfied" or "Satisfied" (excluding "don't know")
Police Department 97% 97% 96%
Emergency Medical Services 95% 98% 95%
Fire Inspection 93% 96% 91%
Water & Sewer Billing 89% 88% 86%
City Hall (General) 87% 85% 89%
Building Inspections-Permitting 85% 89%
Not asked in 2012
Recycling Services 84% 88% 83%
Trash Services 83% 84% 86%
Police Traffic Enforcement 82% 87% 89%
Street Drainage 81% 73% 88%
Property Standards 77% 83%
Not asked in 2012
Street Maintenance 70% 66% 83%
Planning & Zoning 69% 84% 80%
0% 20% 40% 60% 80% 100%
2018 2016 2012
TRENDS
Source: ETC Institute (2018 City of Plano Business Survey)


City Services, Departments and Programs
Most Important to Plano Businesses
by percentage of respondents who selected the item as one of their top three choices
Police Department 34%
Fire Inspection 22%
Building Inspections-Permitting 19%
Street Maintenance 19%
Trash Services 18%
9-1-1 Services 16%
Emergency Medical Services 15%
Water and Sewer Billing 12%
Environmental Health Inspection 10%
Planning and Zoning 10%
Property Standards 8%
Recycling Services 6%
Street Drainage 6%
Police Traffic Enforcement 6%
City Hall (General) 5%
0%
10%
20%
30%
40%
1st Choice
2nd Choice
3rd Choice
Source: ETC Institute (2018 City of Plano Business Survey)

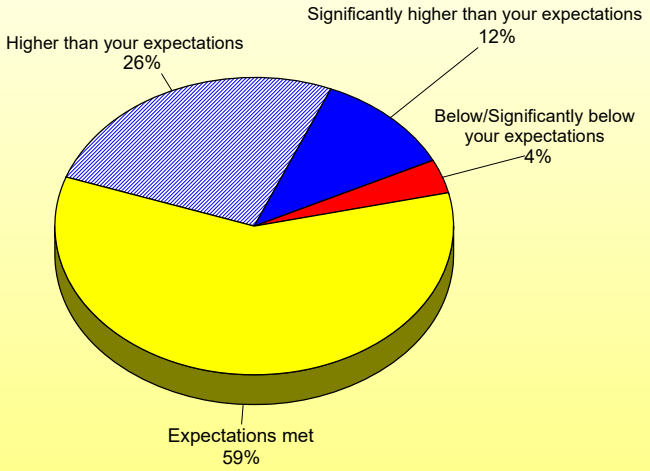

City Services, Departments and Programs
Most Important to Plano Businesses
by percentage of respondents who selected the item as one of their top three choices
Police Department 34% 51% 50%
Fire Inspection 22% 35% 22%
Building Inspections-Permitting 19% 11%
Not asked in 2012
Street Maintenance 19% 16% 35%
Trash Services 18% 23% 26%
Emergency Medical Services 15% 28% 29%
Water & Sewer Billing 12% 17% 13%
Planning & Zoning 10% 4% 8%
Property Standards 8% 2%
Not asked in 2012
Recycling Services 6% 6% 9%
Street Drainage 6% 2% 7%
Police Traffic Enforcement 6% 3% 10%
City Hall (General) 5% 2% 4%
0%
20%
40%
60%
2018
2016
2012
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS


Overall Ratings of Plano Customer Service
by percentage of businesses surveyed
Very Good
51%
Don't Know
11%
Poor/Very Poor
2%
Average
10%
Good
26%
Source: ETC Institute (2018 City of Plano Business Survey)


Overall Ratings of Plano Customer Service
by percentage of businesses surveyed
2018
Very Good
51%
Don't Know
11%
Poor/Very Poor
2%
Average
10%
Good
26%
2016
Very Good
63%
Don't Know
13%
Poor/Very Poor
1%
Average
4%
Good
20%
2012
Very good
56%
Don't know
9%
Poor
1%
Average
7%
Good
27%
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS

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

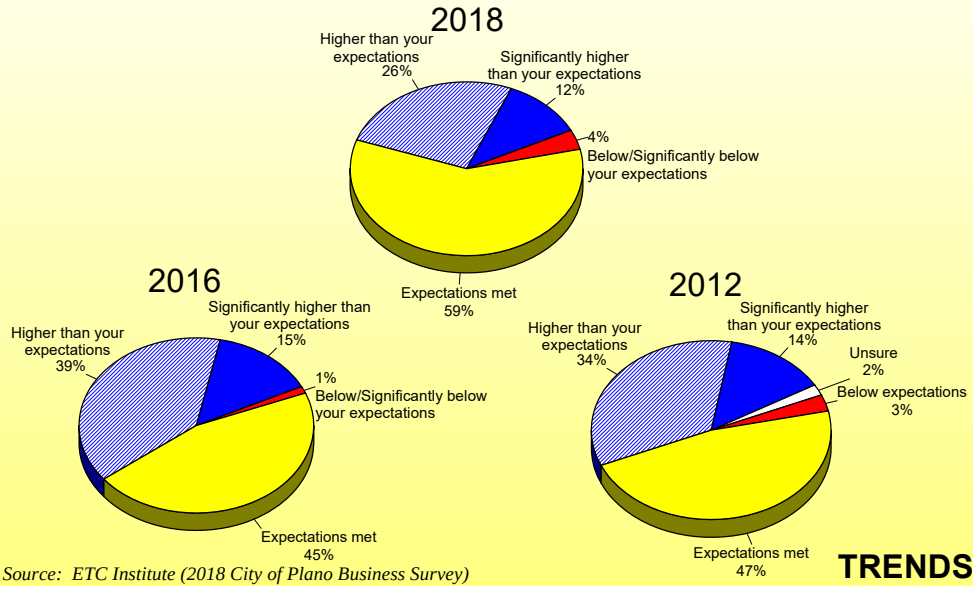
by percentage of businesses surveyed (excluding "don't know")



Source: ETC Institute (2018 City of Plano Business Survey)

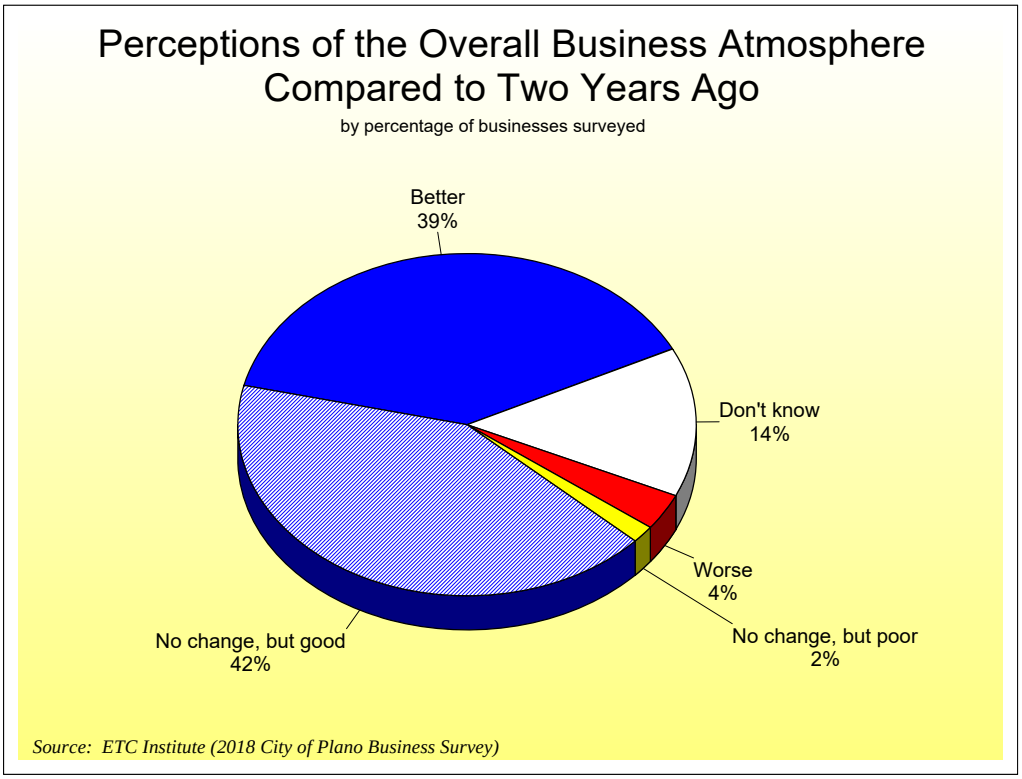
How satisfied are you with the overall quality of services provided by the City of Plano? Would you say the quality of services provided is...

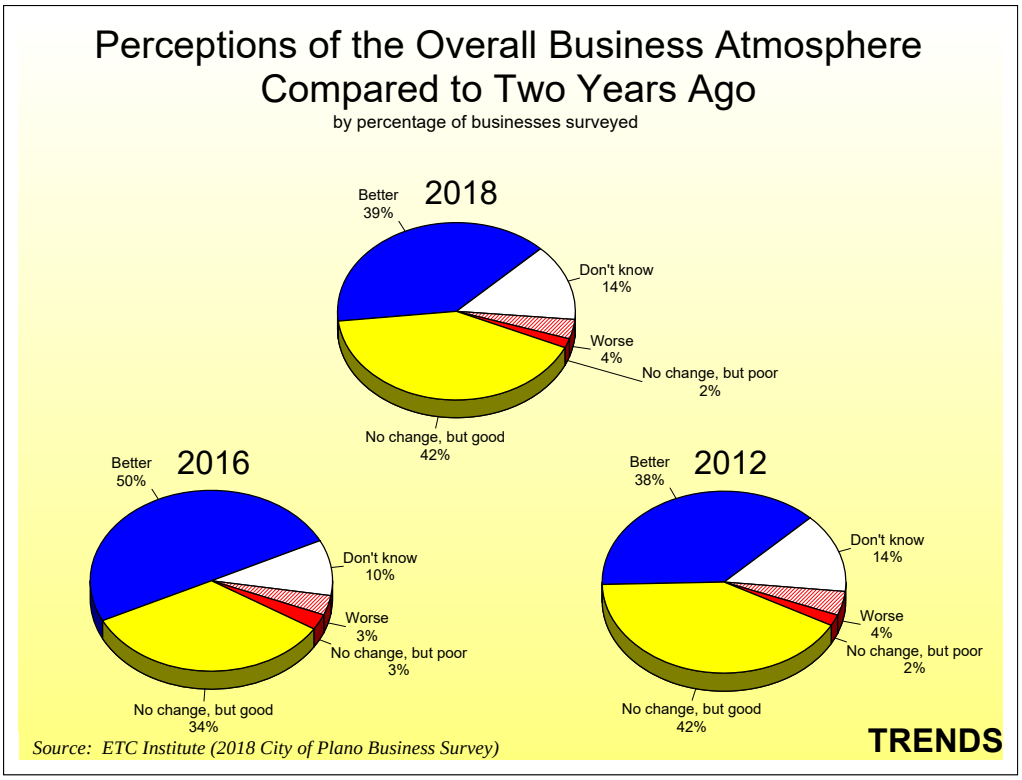
by percentage of businesses surveyed

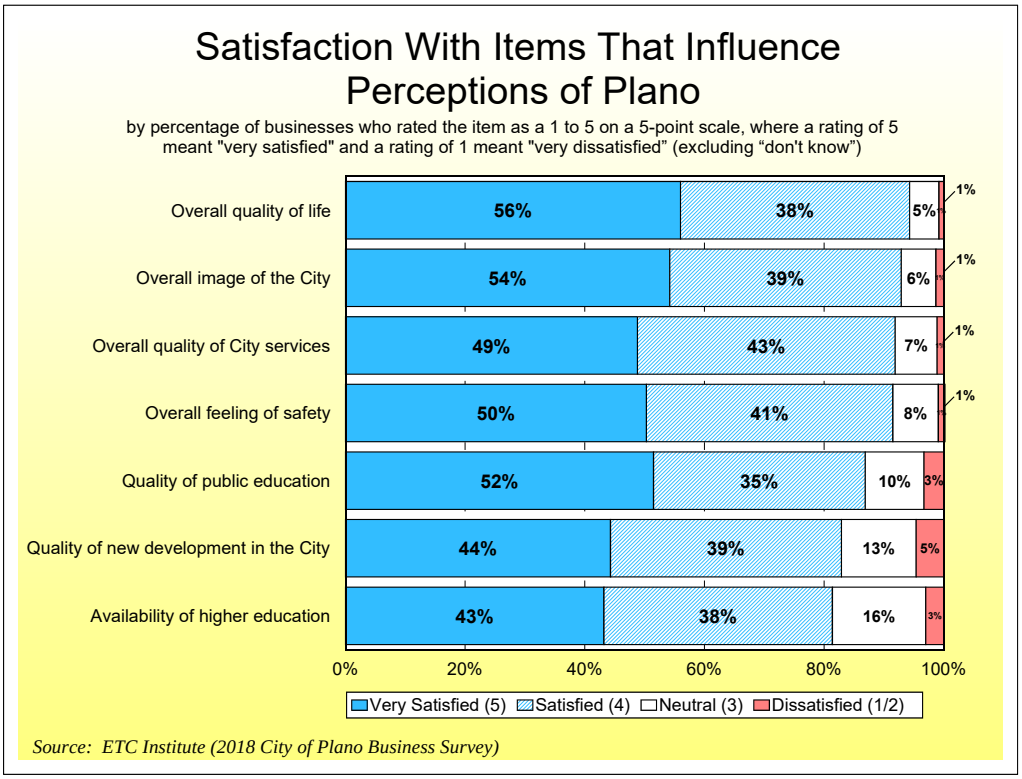


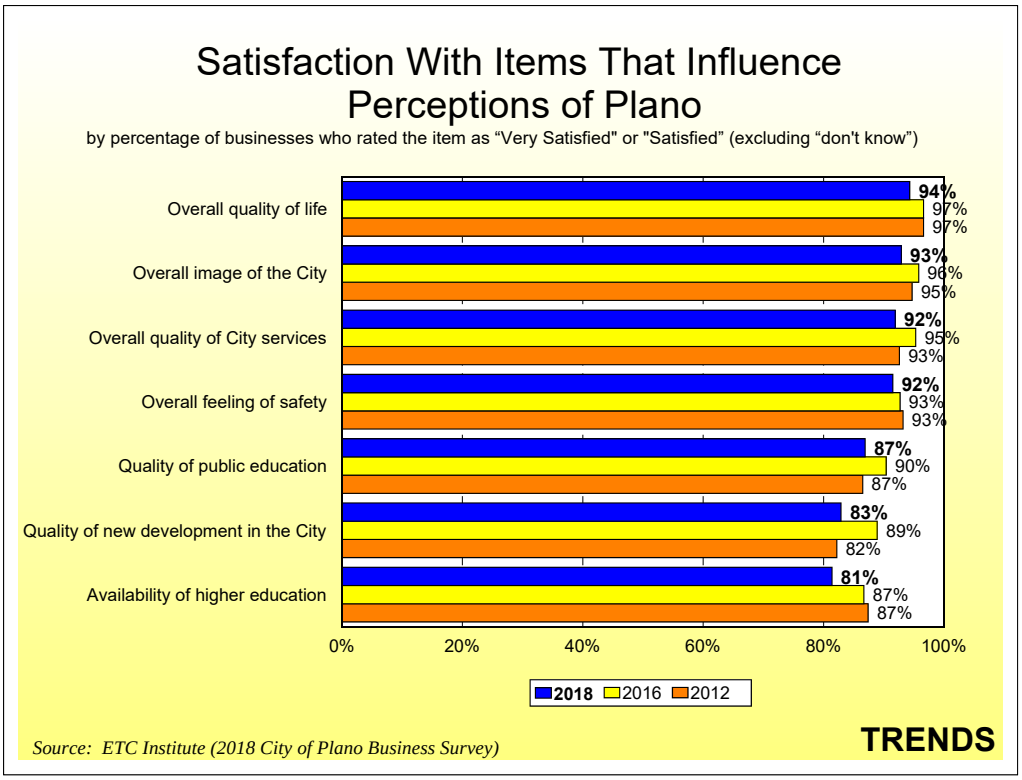
Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS


Perceptions of the Overall Business Atmosphere
Compared to Two Years Ago
by percentage of businesses surveyed
Better
39%
Don't know
14%
Worse
4%
No change, but poor
2%
No change, but good
42%
Source: ETC Institute (2018 City of Plano Business Survey)

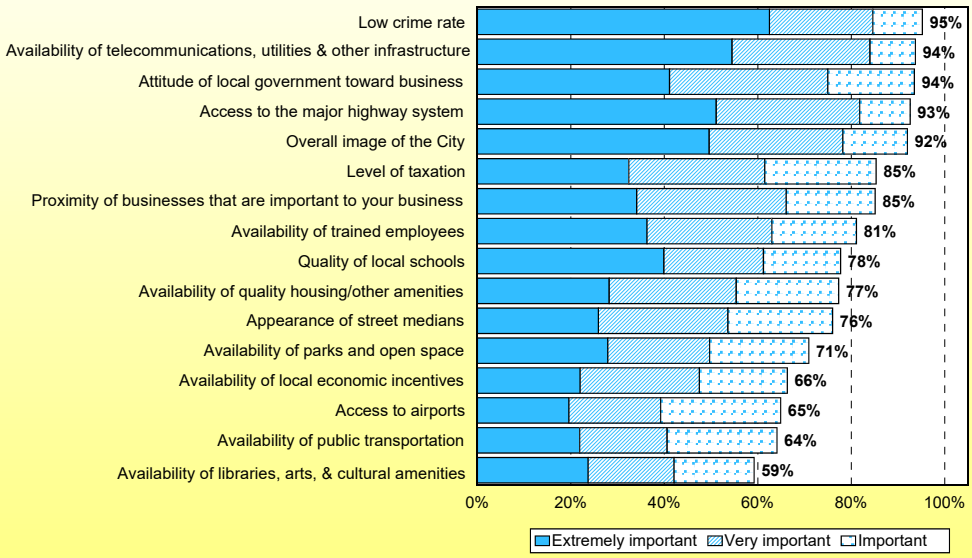

Perceptions of the Overall Business Atmosphere
Compared to Two Years Ago
by percentage of businesses surveyed
2018
Better
39%
Don't know
14%
Worse
4%
No change, but poor
2%
No change, but good
42%
2016
Better
50%
Don't know
10%
Worse
3%
No change, but poor
3%
No change, but good
34%
2012
Better
38%
Don't know
14%
Worse
4%
No change, but poor
2%
No change, but good
42%
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS


Satisfaction With Items That Influence Perceptions of Plano
by percentage of businesses who 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")
Overall quality of life
56%
38%
5%
1%
Overall image of the City
54%
39%
6%
1%
Overall quality of City services
49%
43%
7%
1%
Overall feeling of safety
50%
41%
8%
1%
Quality of public education
52%
35%
10%
3%
Quality of new development in the City
44%
39%
13%
5%
Availability of higher education
43%
38%
16%
3%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2018 City of Plano Business Survey)


Satisfaction With Items That Influence Perceptions of Plano
by percentage of businesses who rated the item as "Very Satisfied" or "Satisfied" (excluding "don't know")
Overall quality of life
94%
97%
97%
Overall image of the City
93%
96%
95%
Overall quality of City services
92%
95%
93%
Overall feeling of safety
92%
93%
93%
Quality of public education
87%
90%
87%
Quality of new development in the City
83%
89%
82%
Availability of higher education
81%
87%
87%
0%
20%
40%
60%
80%
100%
2018
2016
2012
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS

Importance of Various Issues in the Decision to Locate in Plano

by percentage of businesses who rated the item as "extremely important", "very important" or "important"



Source: ETC Institute (2018 City of Plano Business Survey)

Importance of Various Issues in the Decision to Locate in Plano

by percentage of businesses who rated the item as "extremely important" "very important" or "important"

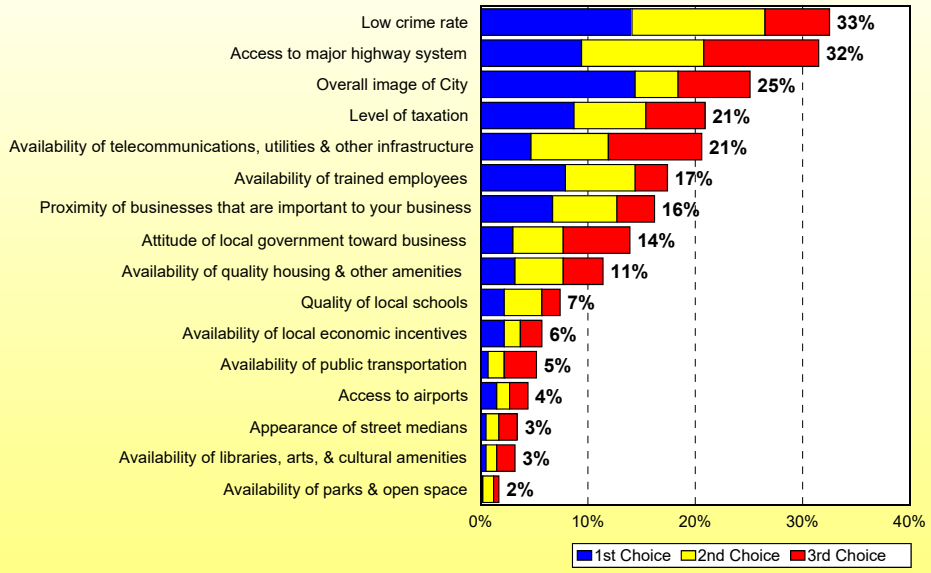


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

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

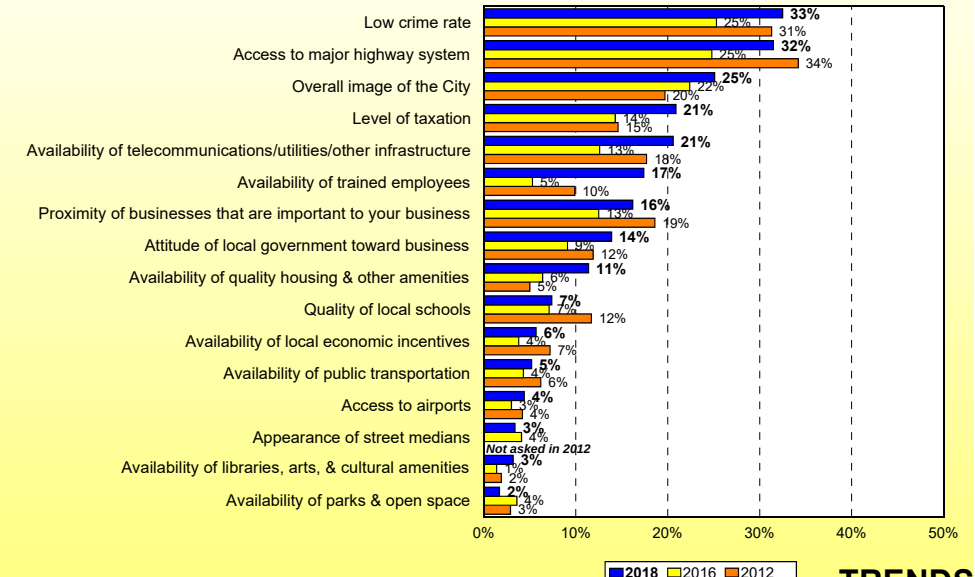
by percentage of businesses who selected the item as one of their top three choices



Source: ETC Institute (2018 City of Plano Business Survey)

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

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

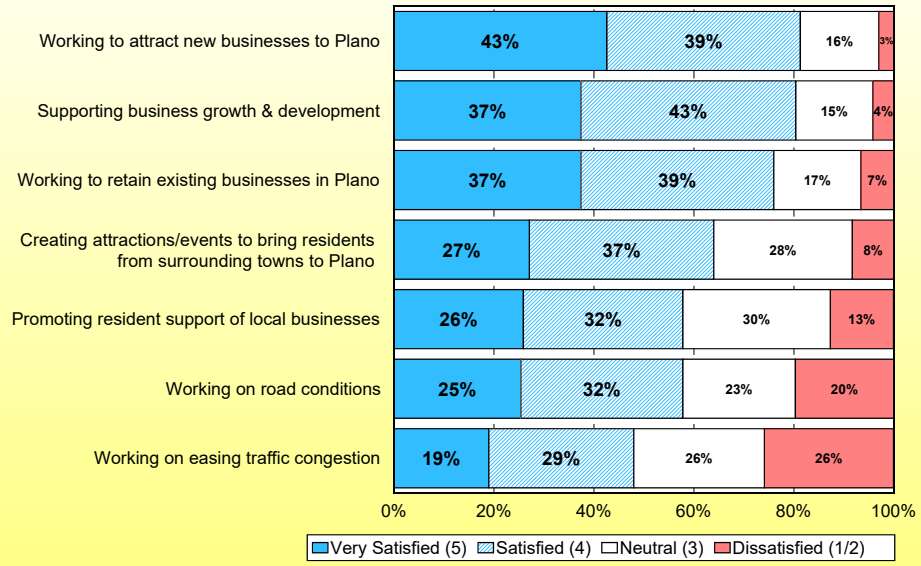


TRENDS

Source: ETC Institute (2018 City of Plano Business Survey)

How satisfied is your business with:

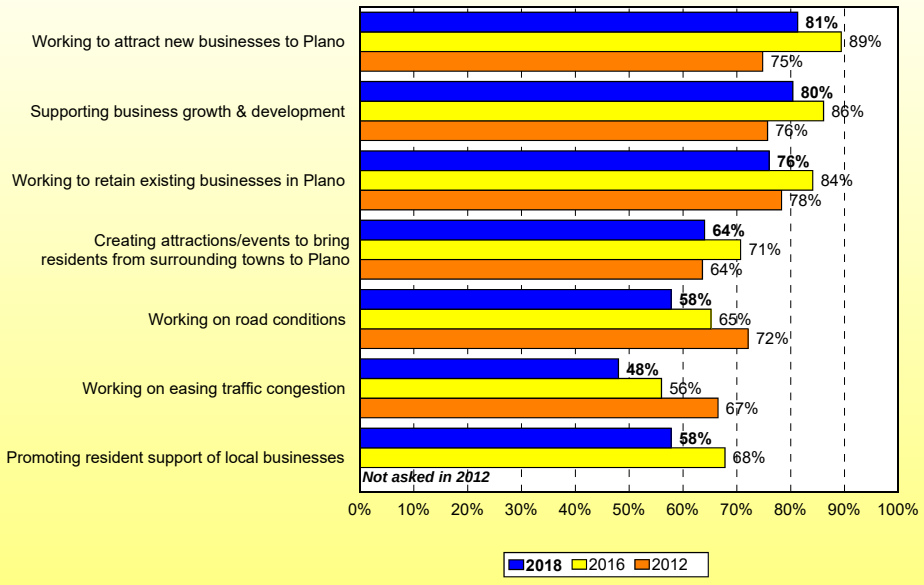
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where 5 means "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2018 City of Plano Business Survey)

How satisfied is your business with:

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

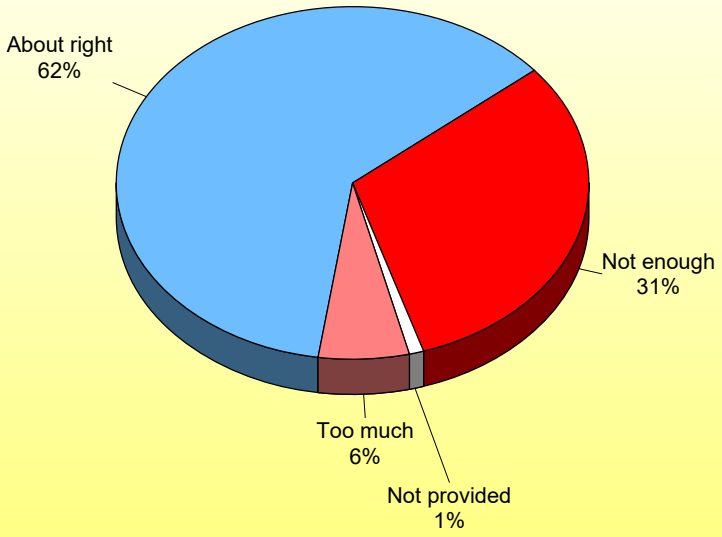


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

Is the City doing enough street repair?

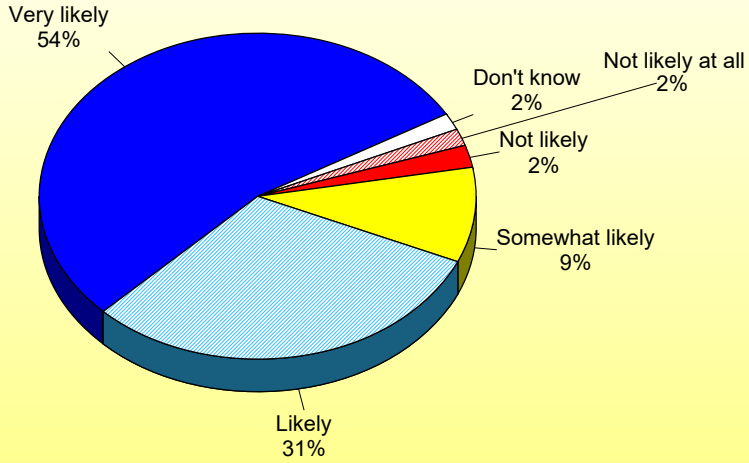
by percentage of businesses surveyed



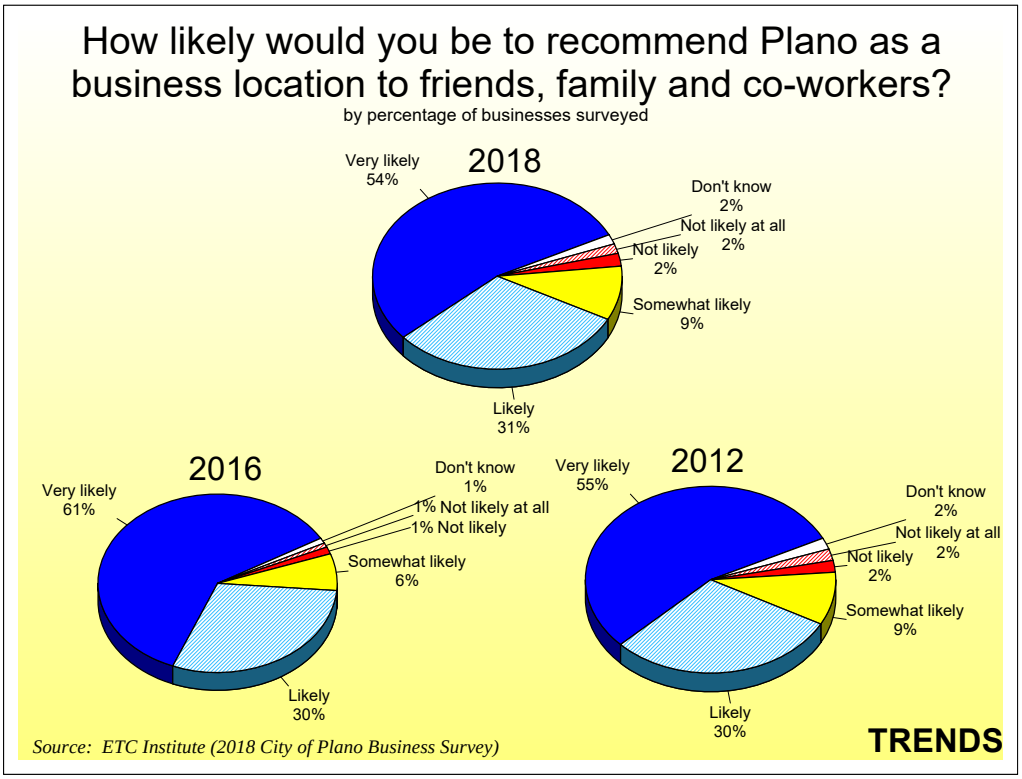
Source: ETC Institute (2018 City of Plano Business Survey)

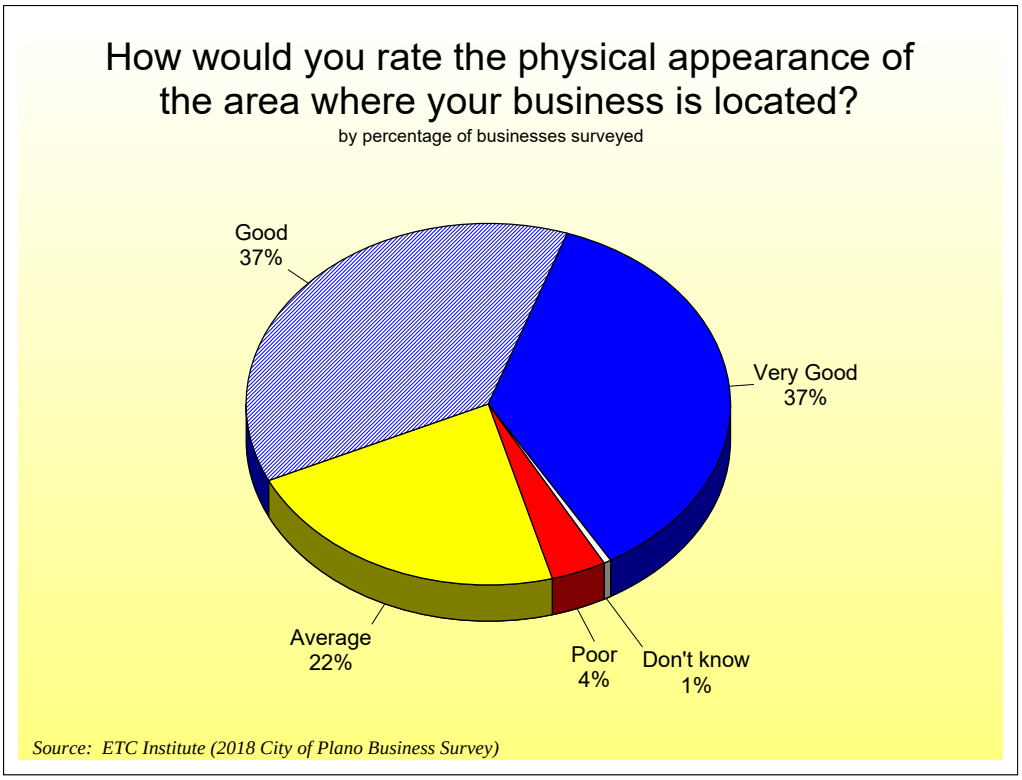
How likely would you be to recommend Plano as a business location to friends, family and co-workers?

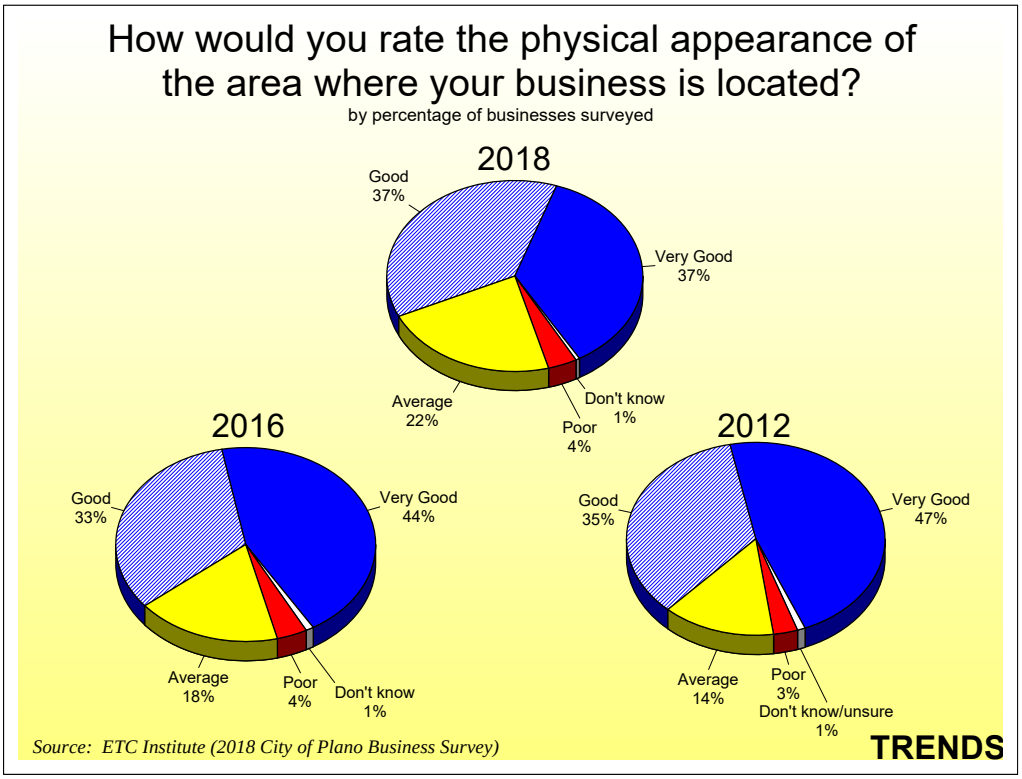
by percentage of businesses surveyed

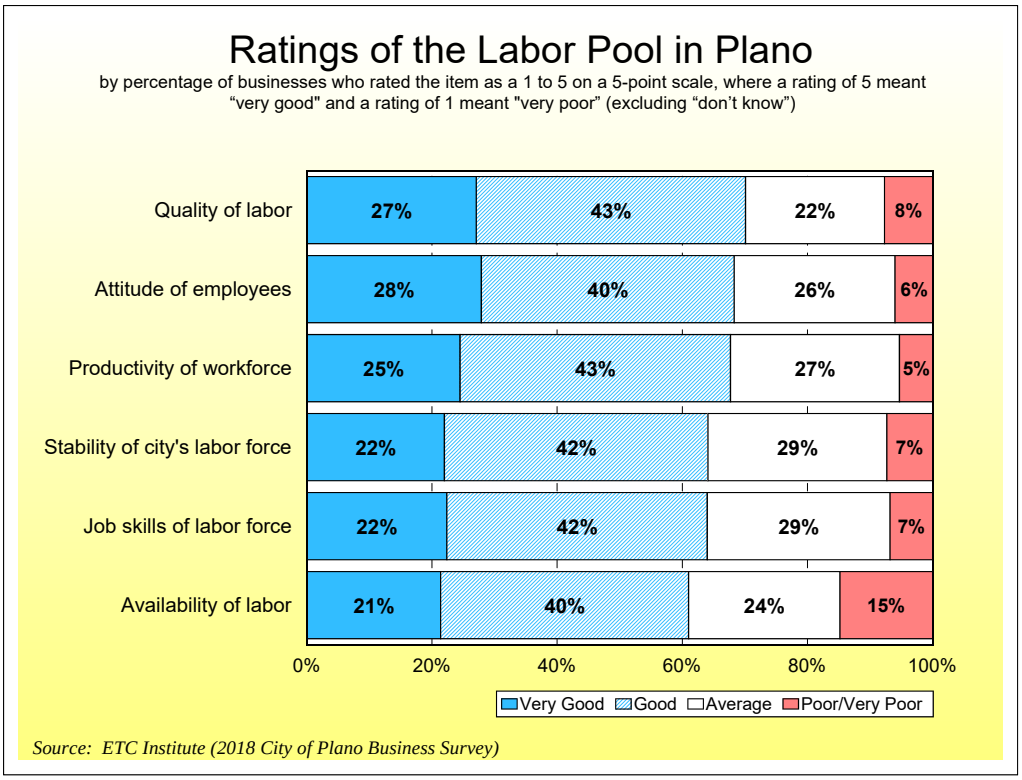


Source: ETC Institute (2018 City of Plano Business Survey)


How likely would you be to recommend Plano as a business location to friends, family and co-workers?
by percentage of businesses surveyed
2018
Very likely 54%
Don't know 2%
Not likely at all 2%
Not likely 2%
Somewhat likely 9%
Likely 31%
2016
Very likely 61%
Don't know 1%
1% Not likely at all
1% Not likely
Somewhat likely 6%
Likely 30%
2012
Very likely 55%
Don't know 2%
Not likely at all 2%
Not likely 2%
Somewhat likely 9%
Likely 30%
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS

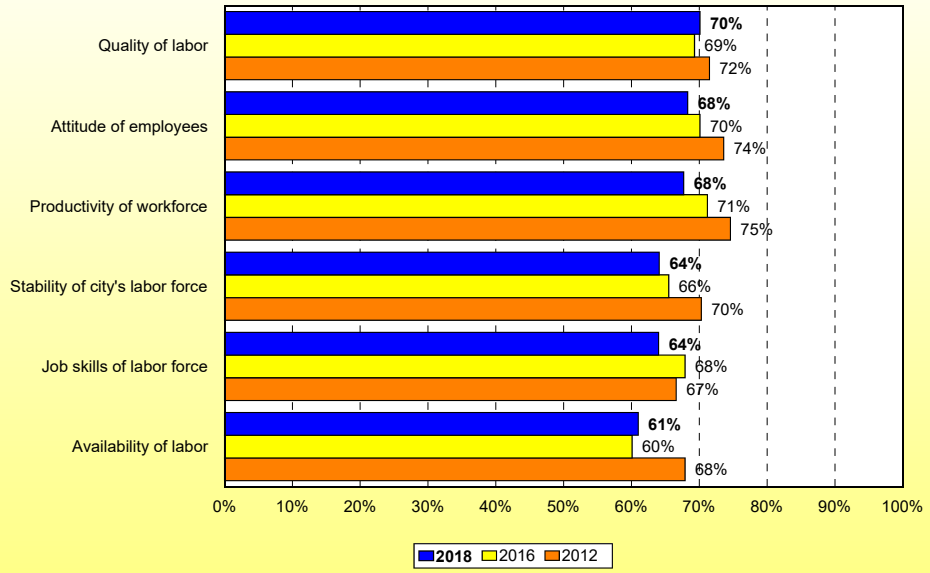

How would you rate the physical appearance of the area where your business is located?
by percentage of businesses surveyed
Good 37%
Very Good 37%
Average 22%
Poor 4%
Don't know 1%
Source: ETC Institute (2018 City of Plano Business Survey)


How would you rate the physical appearance of the area where your business is located?
by percentage of businesses surveyed
2018
Good 37%
Very Good 37%
Average 22%
Poor 4%
Don't know 1%
2016
Good 33%
Very Good 44%
Average 18%
Poor 4%
Don't know 1%
2012
Good 35%
Very Good 47%
Average 14%
Poor 3%
Don't know/unsure 1%
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS


Ratings of the Labor Pool in Plano
by percentage of businesses who 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")
Quality of labor 27% 43% 22% 8%
Attitude of employees 28% 40% 26% 6%
Productivity of workforce 25% 43% 27% 5%
Stability of city's labor force 22% 42% 29% 7%
Job skills of labor force 22% 42% 29% 7%
Availability of labor 21% 40% 24% 15%
0% 20% 40% 60% 80% 100%
Very Good Good Average Poor/Very Poor
Source: ETC Institute (2018 City of Plano Business Survey)

Ratings of the Labor Pool in Plano

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

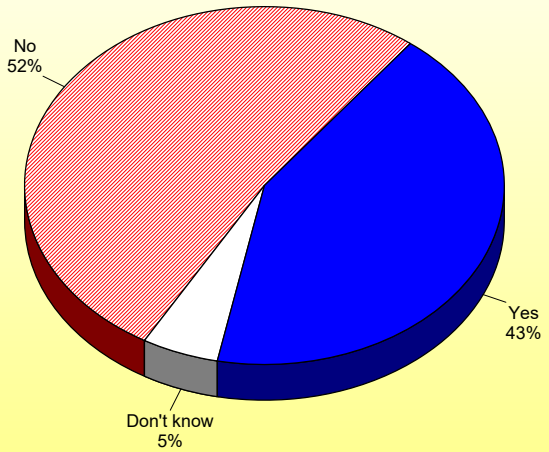


Source: ETC Institute (2018 City of Plano Business Survey)

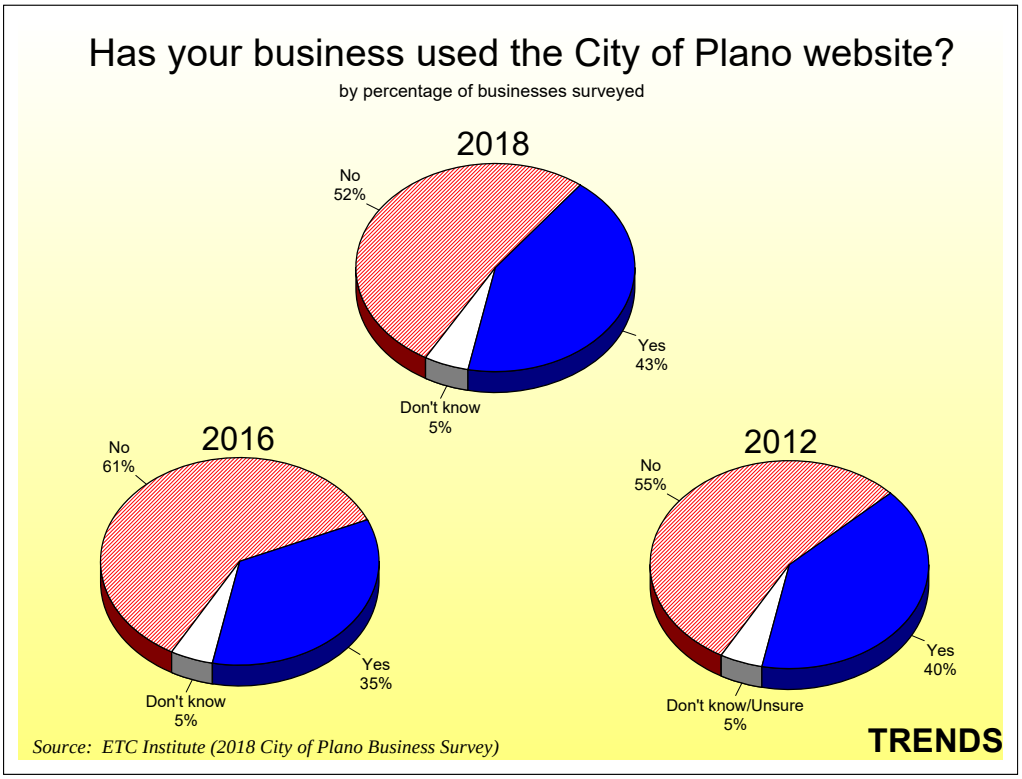
TRENDS

Has your business used the City of Plano website?

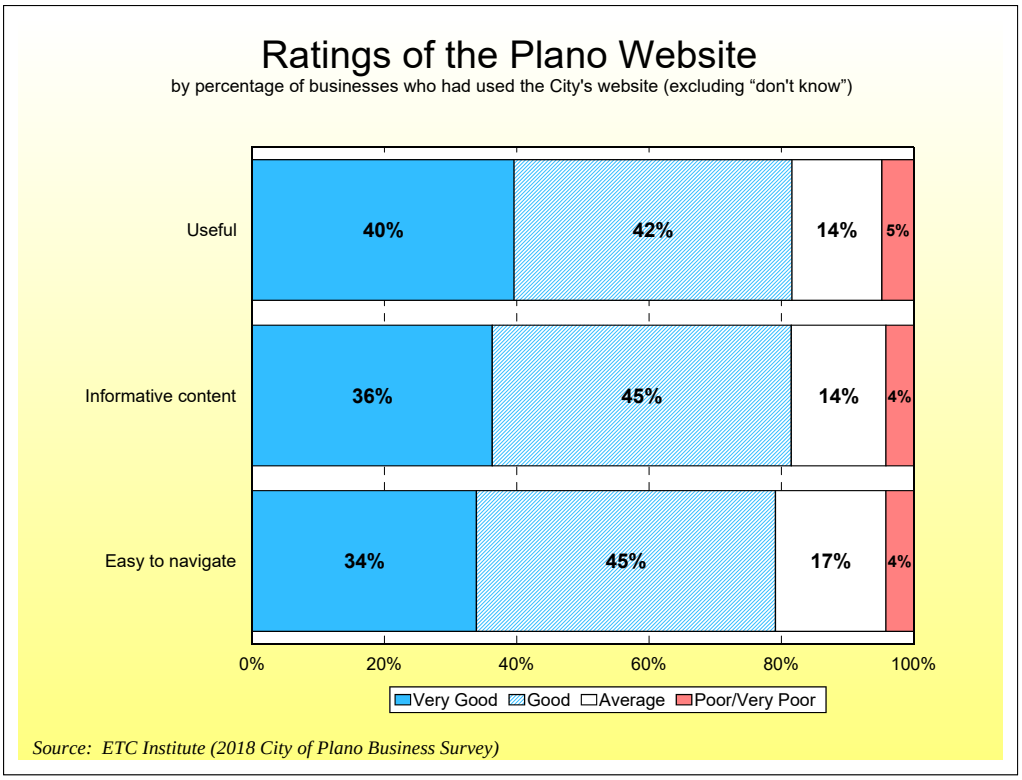
by percentage of businesses surveyed



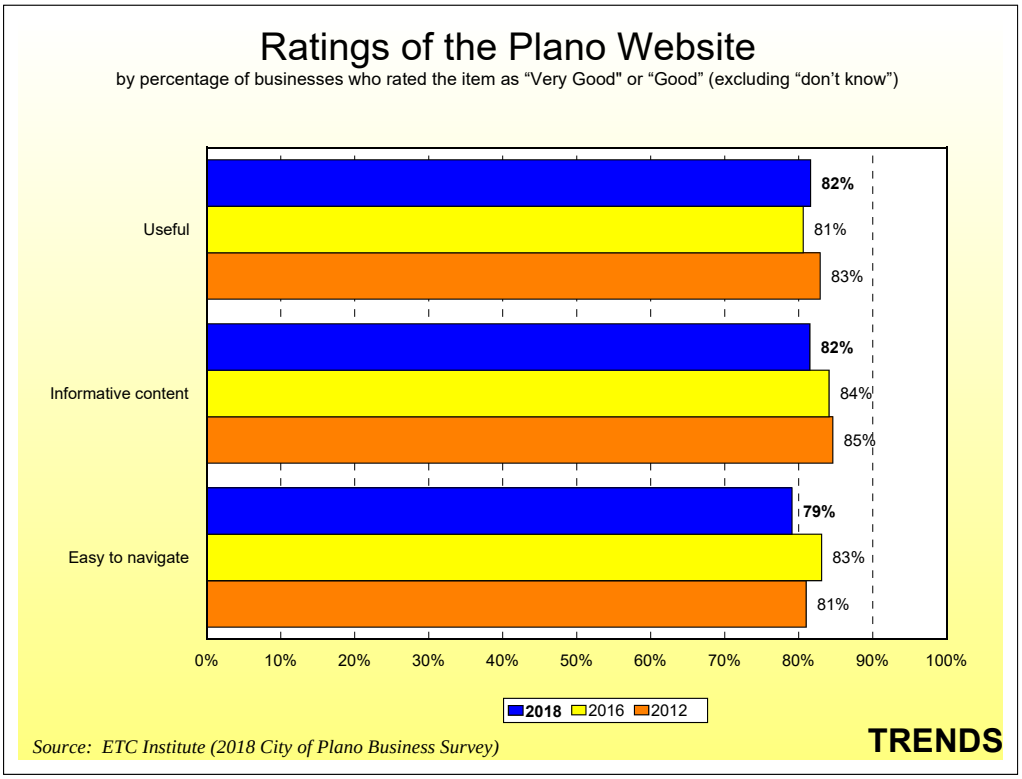
Source: ETC Institute (2018 City of Plano Business Survey)

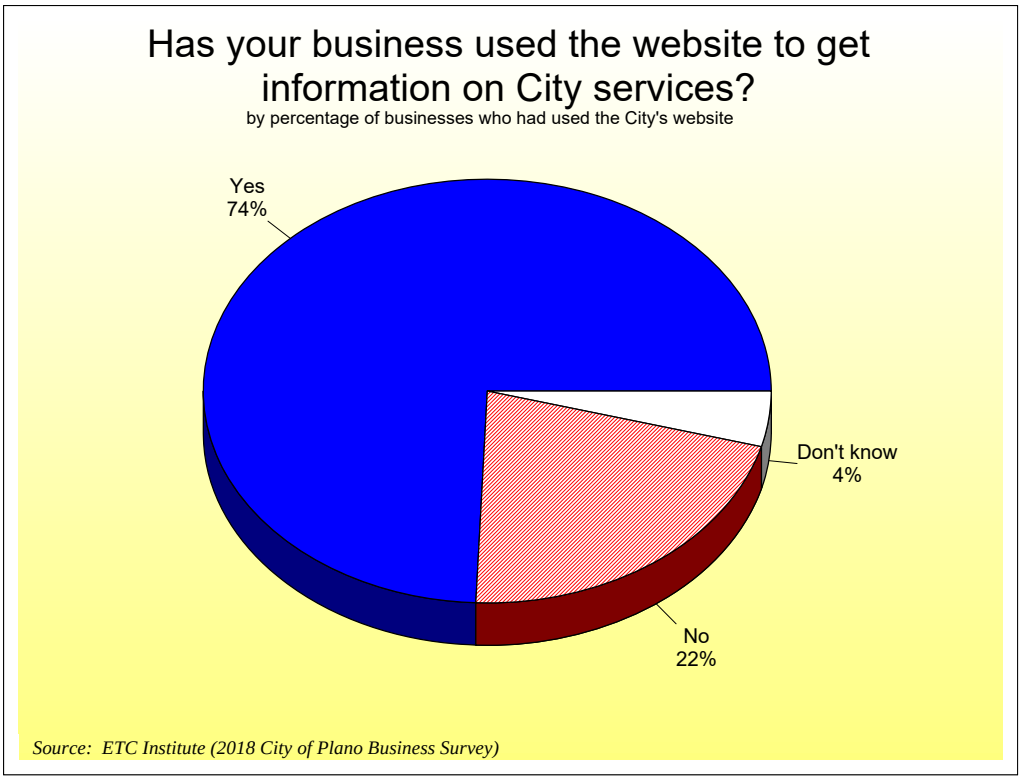


Source: ETC Institute (2018 City of Plano Business Survey)



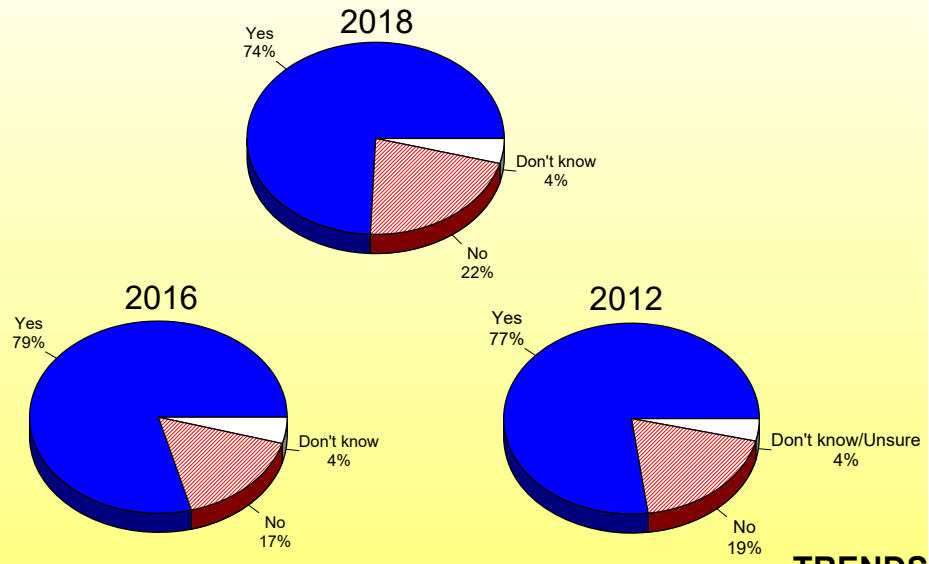
Source: ETC Institute (2018 City of Plano Business Survey)


Ratings of the Plano Website
by percentage of businesses who rated the item as "Very Good" or "Good" (excluding "don't know")
Useful
82%
81%
83%
Informative content
82%
84%
85%
Easy to navigate
79%
83%
81%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
2018
2016
2012
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS


Has your business used the website to get information on City services?
by percentage of businesses who had used the City's website
Yes
74%
Don't know
4%
No
22%
Source: ETC Institute (2018 City of Plano Business Survey)

Has your business used the website to get information on City services?

by percentage of businesses who had used the City's website

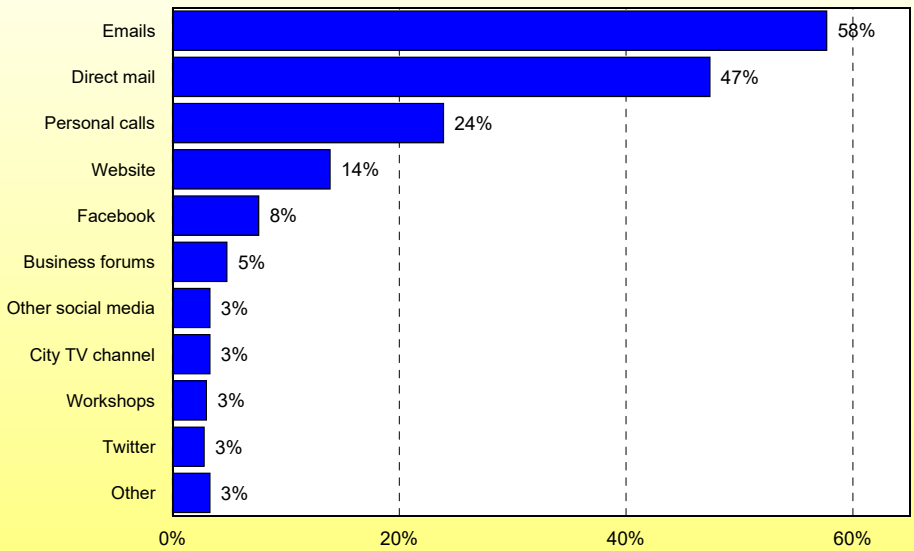


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

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

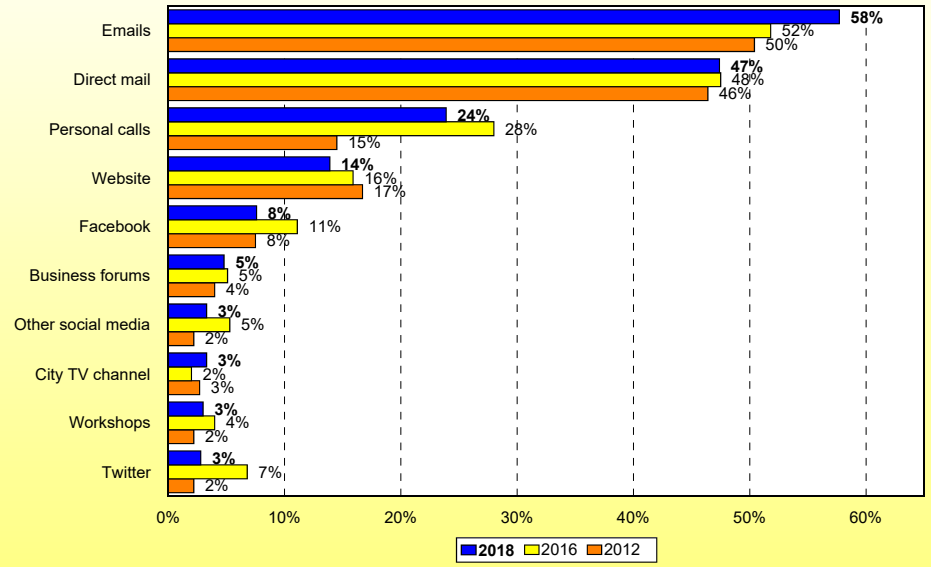
by percentage of businesses surveyed (excluding "don't know")



Source: ETC Institute (2018 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")

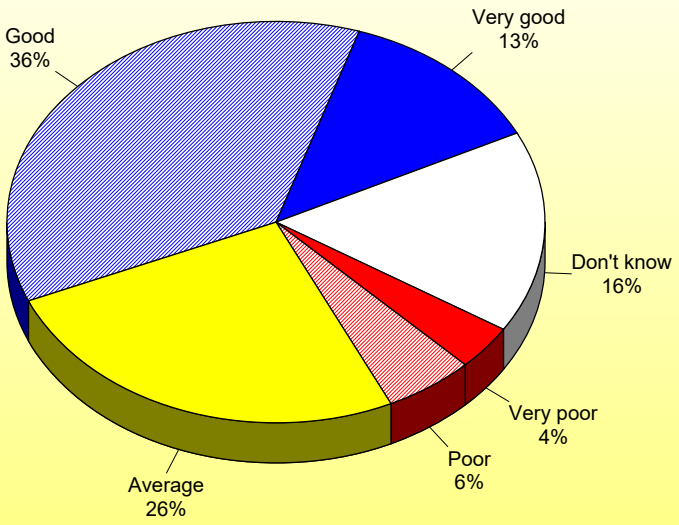


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

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

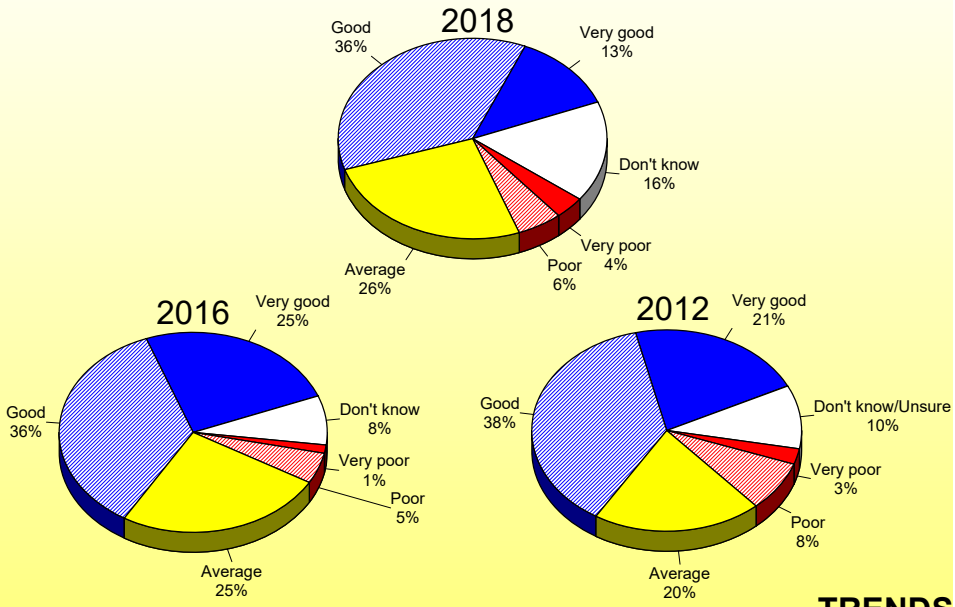
by percentage of businesses surveyed



Source: ETC Institute (2018 City of Plano Business Survey)

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

by percentage of businesses surveyed

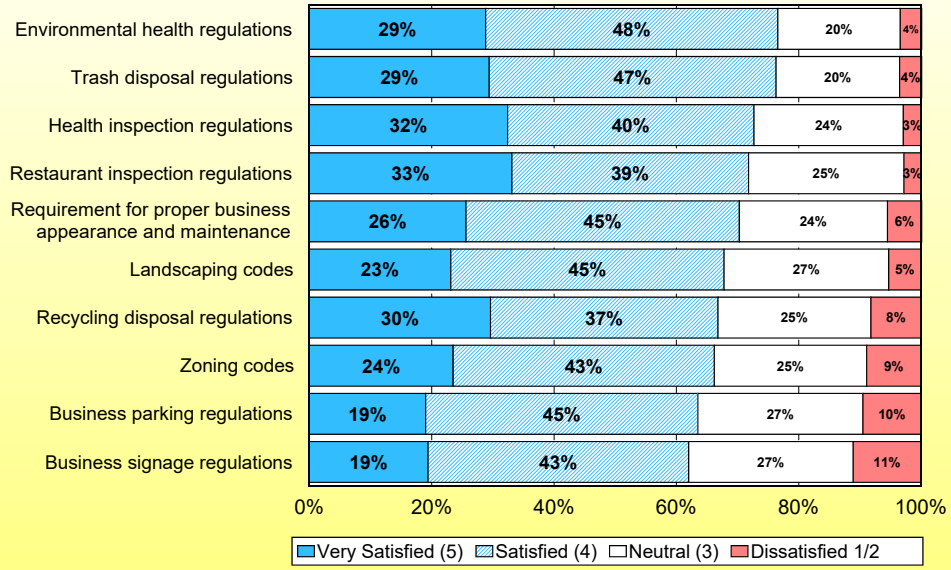


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

Satisfaction With City Codes and Regulations

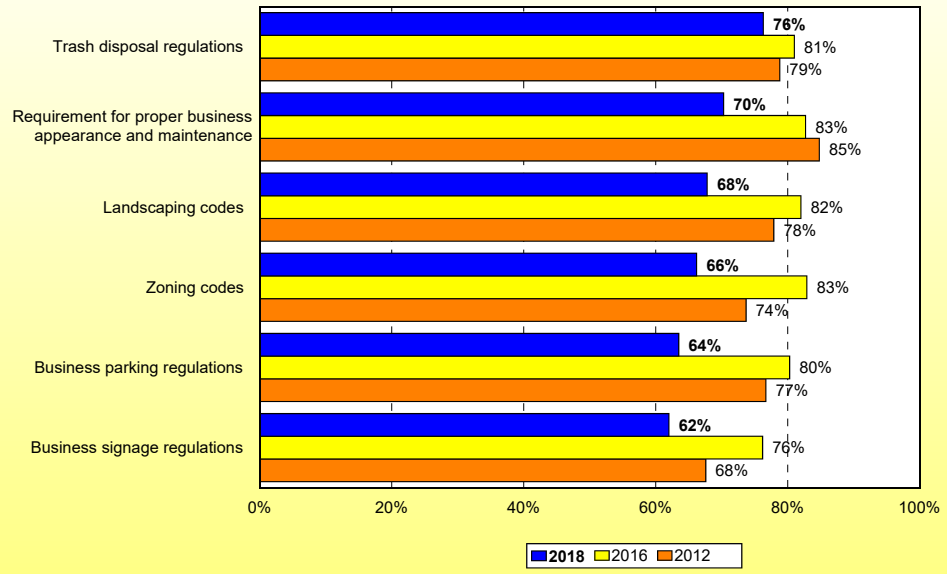
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (Excluding "Don't Know")



Source: ETC Institute (2018 City of Plano Business Survey)

Satisfaction With City Codes and Regulations

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

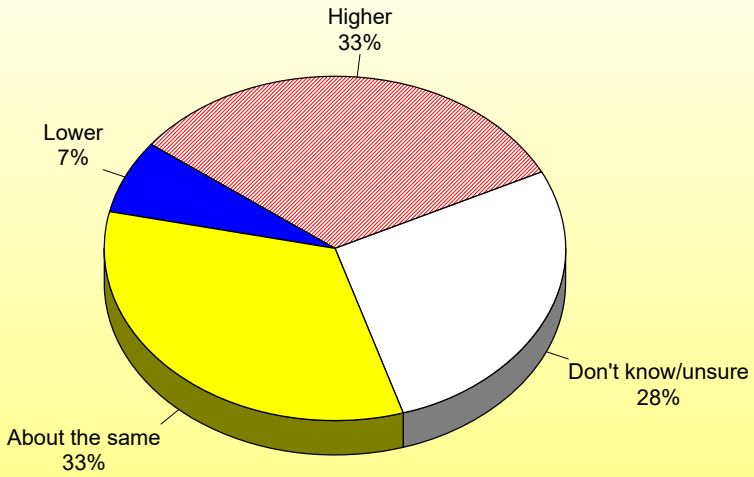


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

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

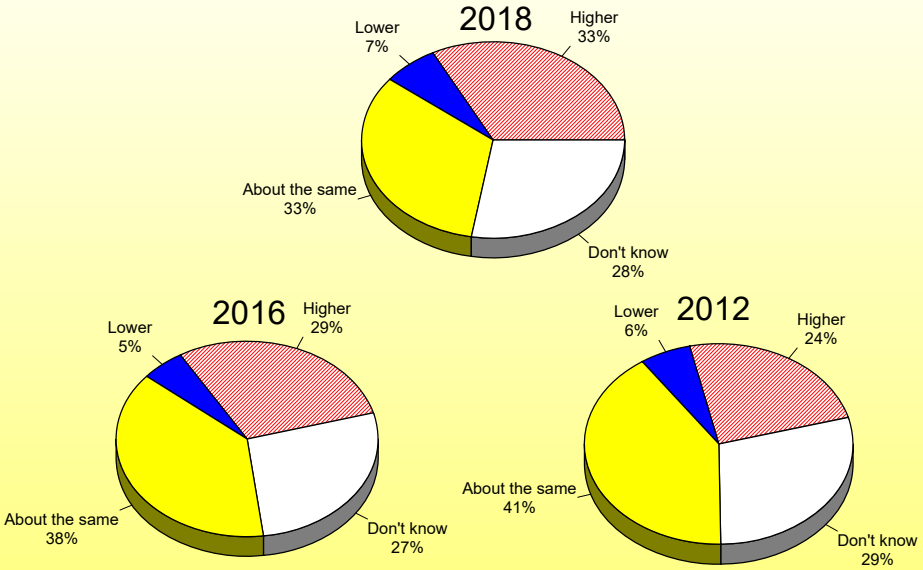
by percentage of businesses surveyed



Source: ETC Institute (2018 City of Plano Business Survey)

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

by percentage of businesses surveyed

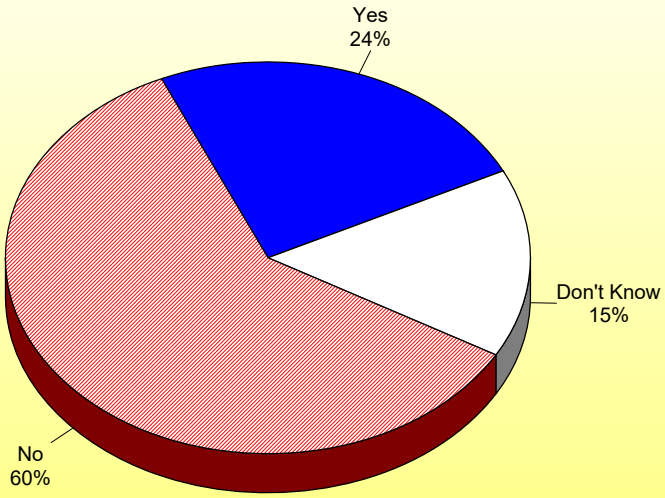


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

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

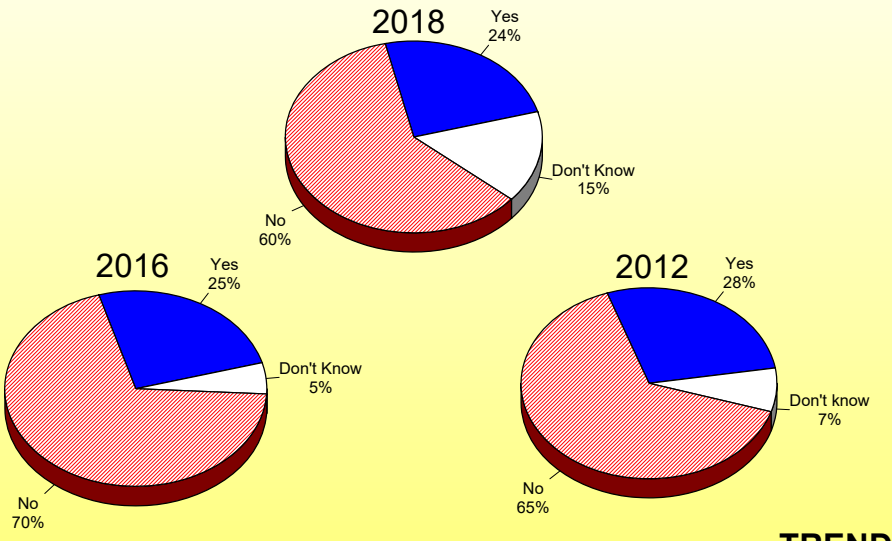
by percentage of businesses surveyed



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by percentage of businesses surveyed

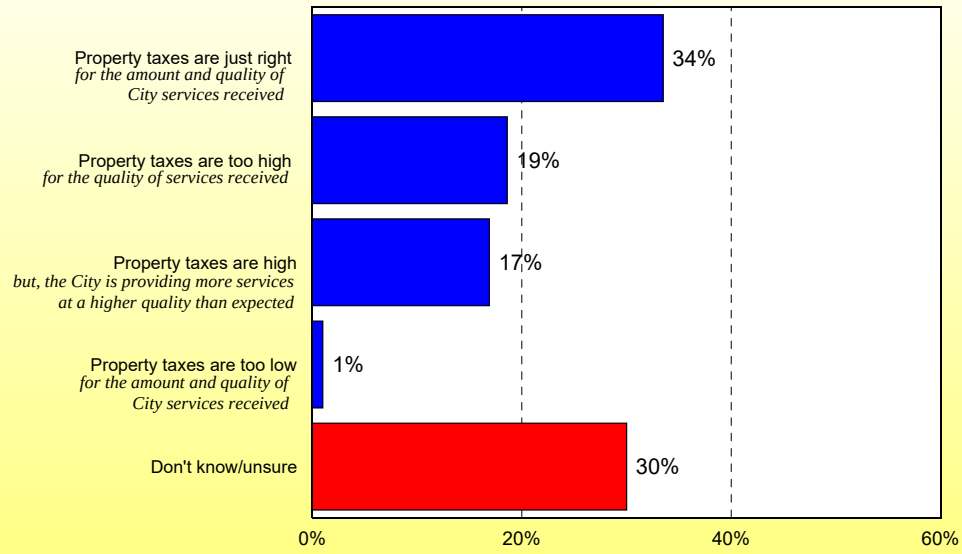


Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

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

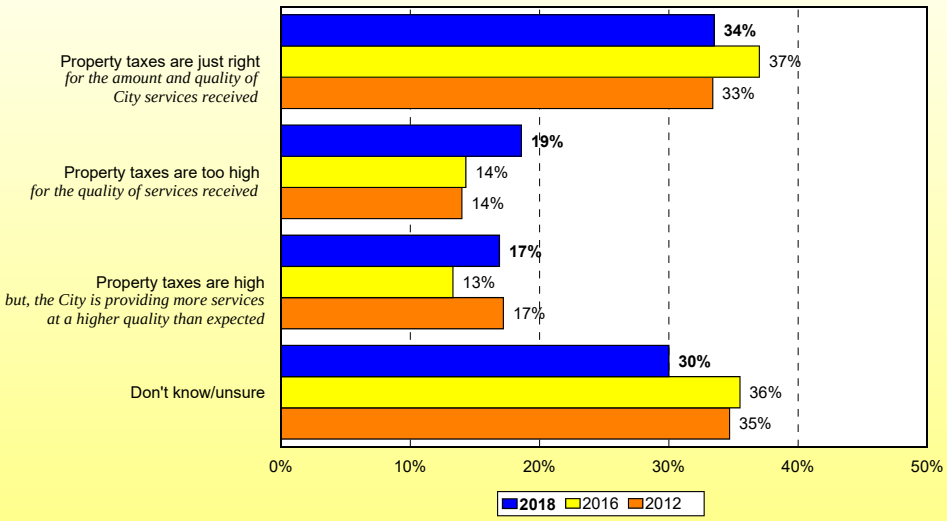
by percentage of businesses surveyed



Source: ETC Institute (2018 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

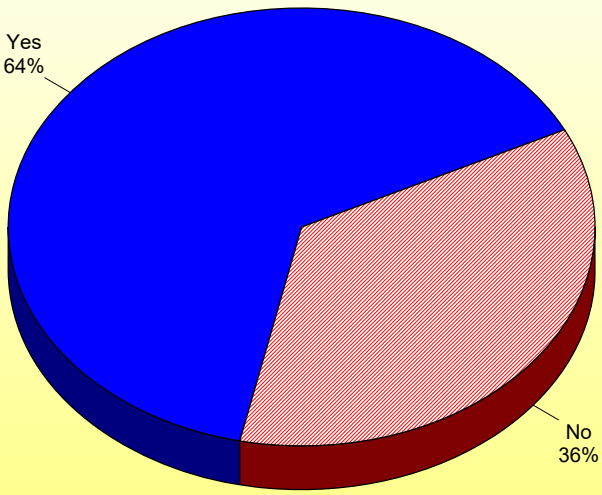


Source: ETC Institute (2018 City of Plano Business Survey)

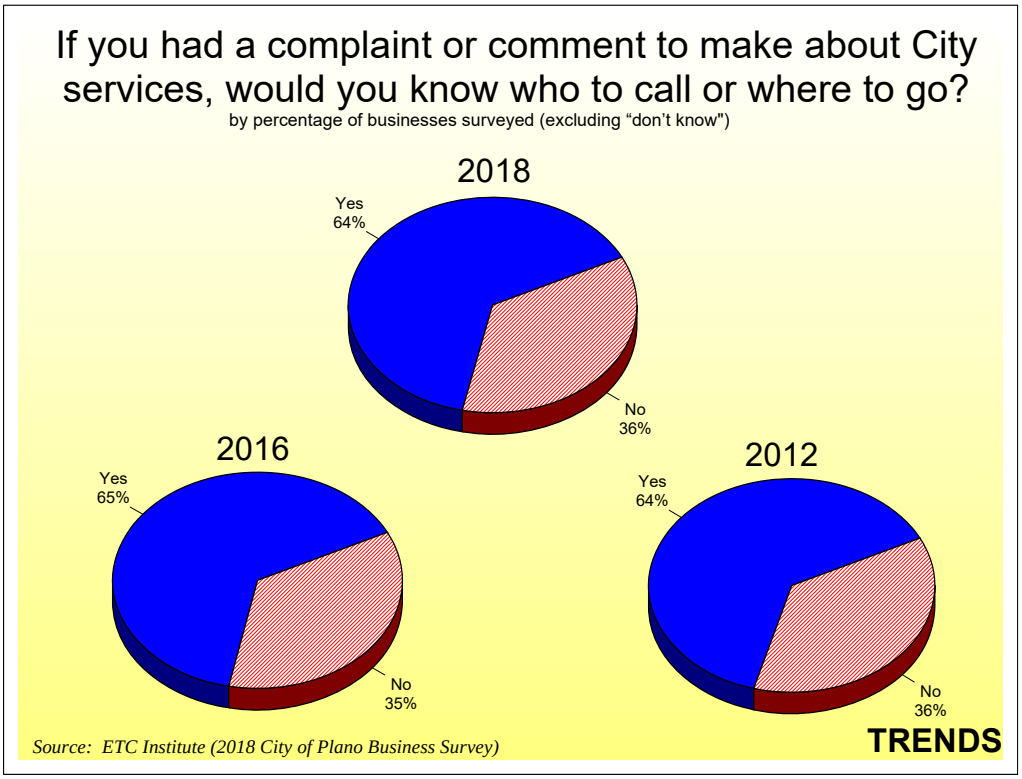
TRENDS

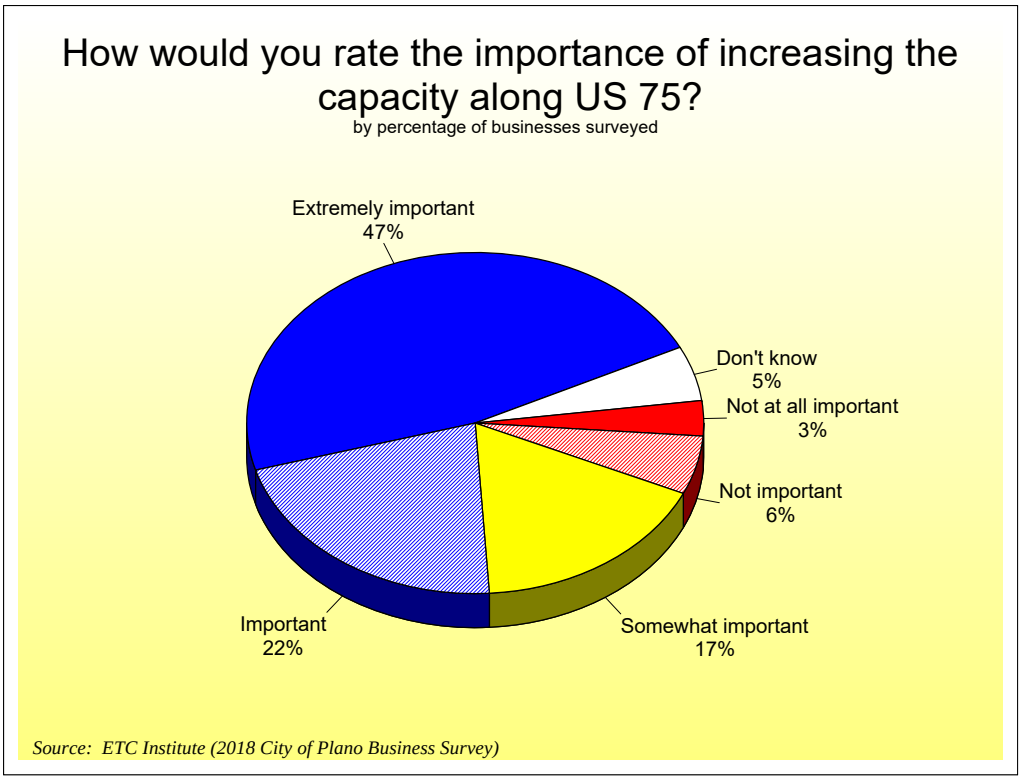
If you had a complaint or comment to make about City services, would you know who to call or where to go?

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



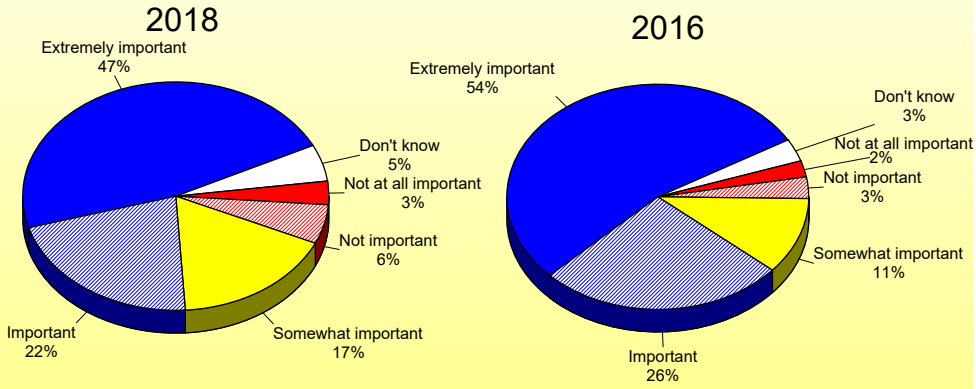
Source: ETC Institute (2018 City of Plano Business Survey)


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")
2018
Yes 64%
No 36%
2016
Yes 65%
No 35%
2012
Yes 64%
No 36%
Source: ETC Institute (2018 City of Plano Business Survey)
TRENDS


How would you rate the importance of increasing the capacity along US 75?
by percentage of businesses surveyed
Extremely important 47%
Don't know 5%
Not at all important 3%
Not important 6%
Important 22%
Somewhat important 17%
Source: ETC Institute (2018 City of Plano Business Survey)

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

by percentage of businesses surveyed



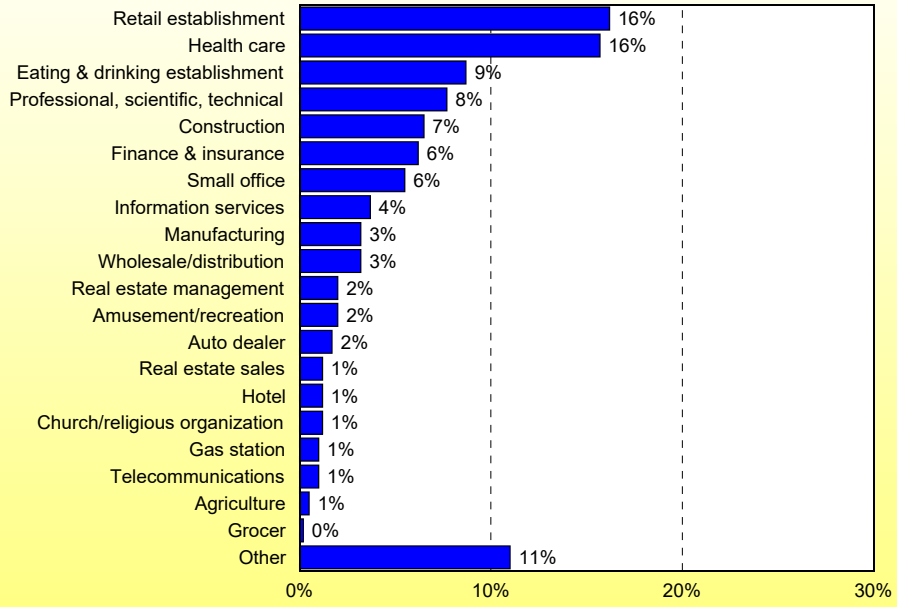
Source: ETC Institute (2018 City of Plano Business Survey)

TRENDS

DEMOGRAPHICS

What type of business is your establishment?

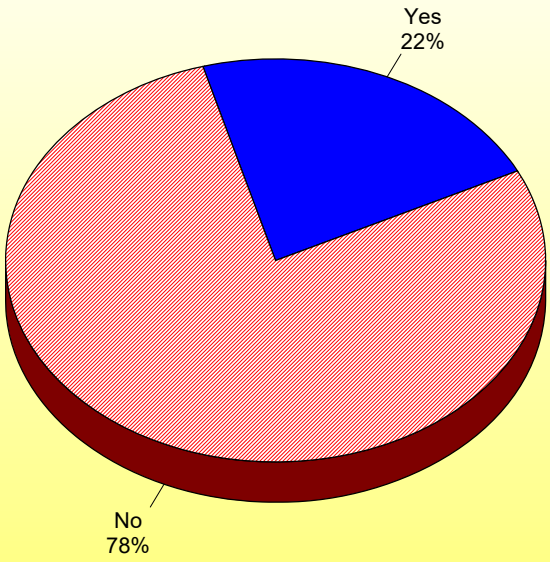
by percentage of businesses surveyed



Source: ETC Institute (2018 City of Plano Business Survey)

Is your business a member of the Plano Chamber of Commerce?

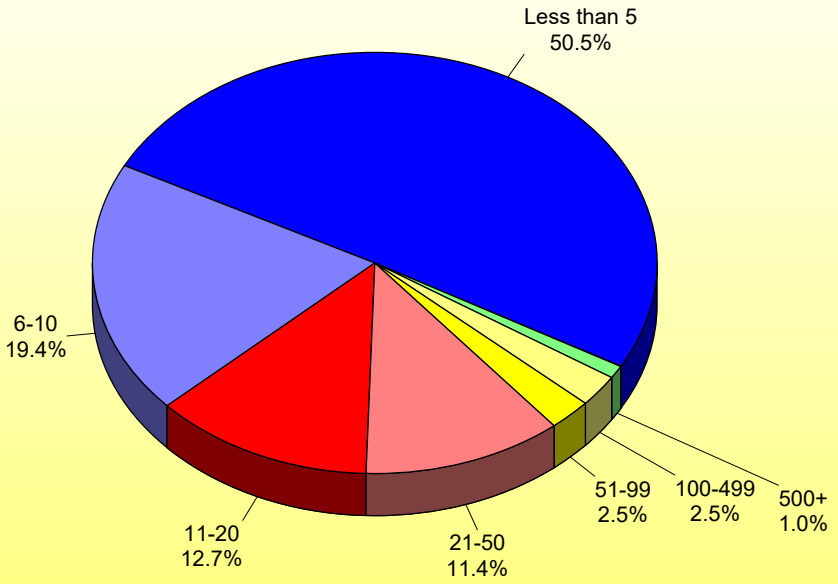
by percentage of businesses surveyed (excluding "don't know")



Source: ETC Institute (2018 City of Plano Business Survey)

Number of Full-Time Employees Currently Employed

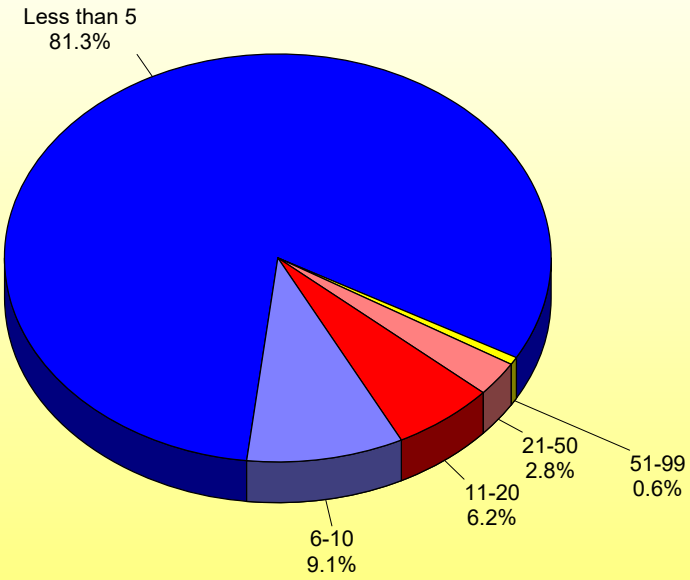
by percentage of businesses surveyed (excluding "not provided")



Source: ETC Institute (2018 City of Plano Business Survey)

Number of Part-Time Employees Currently Employed

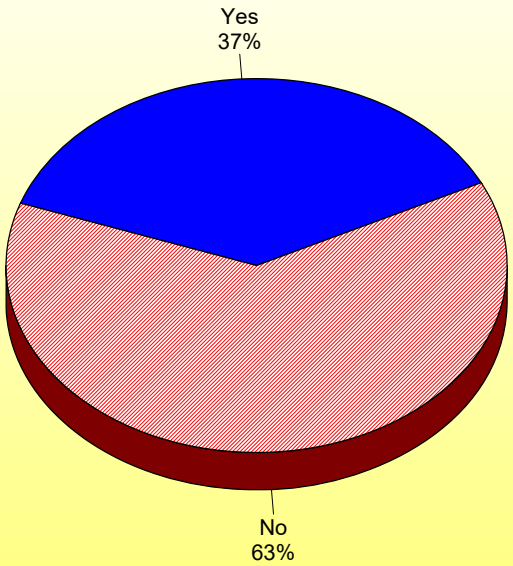
by percentage of businesses surveyed (excluding "not provided")



Source: ETC Institute (2018 City of Plano Business Survey)

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

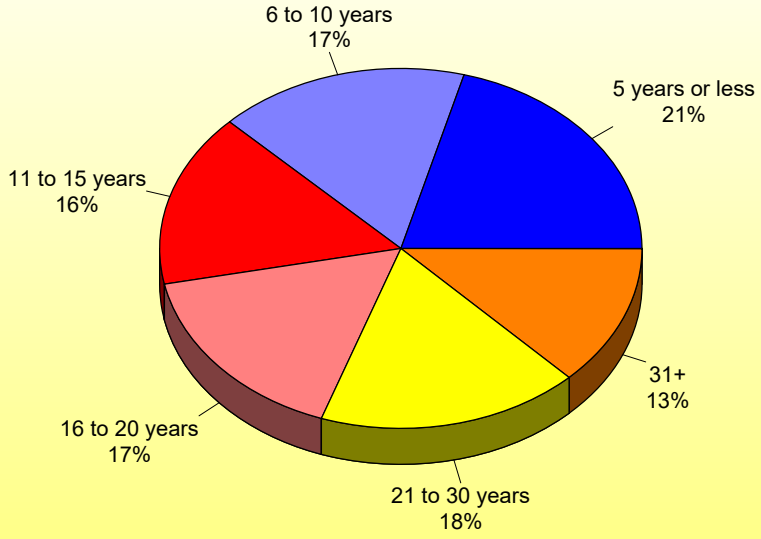
by percentage of businesses surveyed (excluding "don't know")



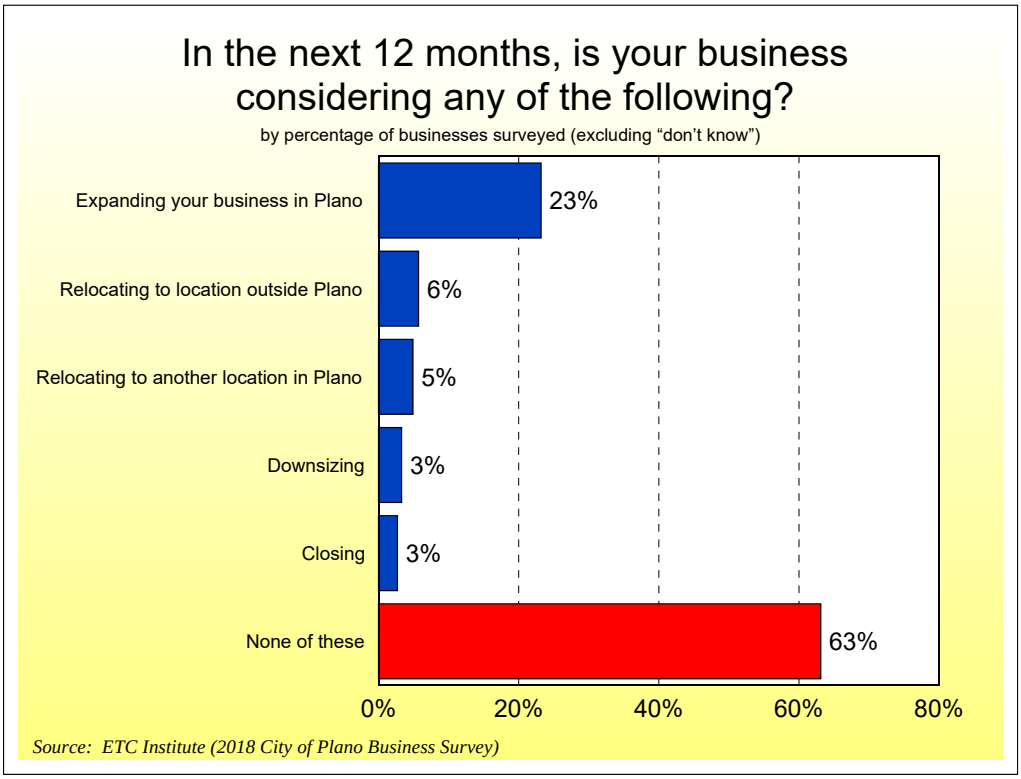
Source: ETC Institute (2018 City of Plano Business Survey)

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

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



Source: ETC Institute (2018 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")
Expanding your business in Plano
23%
Relocating to location outside Plano
6%
Relocating to another location in Plano
5%
Downsizing
3%
Closing
3%
None of these
63%
0%
20%
40%
60%
80%
Source: ETC Institute (2018 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, third and fourth 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=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Nineteen percent (18.6%) selected *street maintenance* as one of the most important services for the City to provide.

With regard to satisfaction, 69.6% of the residents surveyed rated the City's *street maintenance* 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 for *street maintenance* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 18.6% was multiplied by 30.4% (1-0.696). This calculation yielded an I-S rating of 0.0565, 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>=0.20)*
- *Increase Current Emphasis (0.10<=IS<0.20)*
- *Maintain Current Emphasis (IS<0.10)*

The results for Plano are provided on the following page.

2018 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
Medium Priority (IS <.10)						
Street Maintenance	19%	4	70%	14	0.0565	1
Trash Services	18%	5	83%	10	0.0319	2
Planning and Zoning	10%	10	69%	15	0.0292	3
Building Inspections-Permitting	19%	3	85%	7	0.0286	4
Property Standards	8%	11	77%	13	0.0188	5
Fire Inspection	22%	2	93%	4	0.0149	6
Environmental Health Inspection	10%	9	85%	8	0.0149	7
Water and Sewer Billing	12%	8	89%	5	0.0140	8
Street Drainage	6%	13	81%	12	0.0116	9
Recycling Services	6%	12	84%	9	0.0102	10
Police Traffic Enforcement	6%	14	82%	11	0.0101	11
Police Department	34%	1	97%	1	0.0089	12
Emergency Medical Services	15%	7	95%	3	0.0069	13
City Hall (General)	5%	15	87%	6	0.0065	14
9-1-1 Services	16%	6	97%	2	0.0045	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, third and fourth 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.

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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 residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

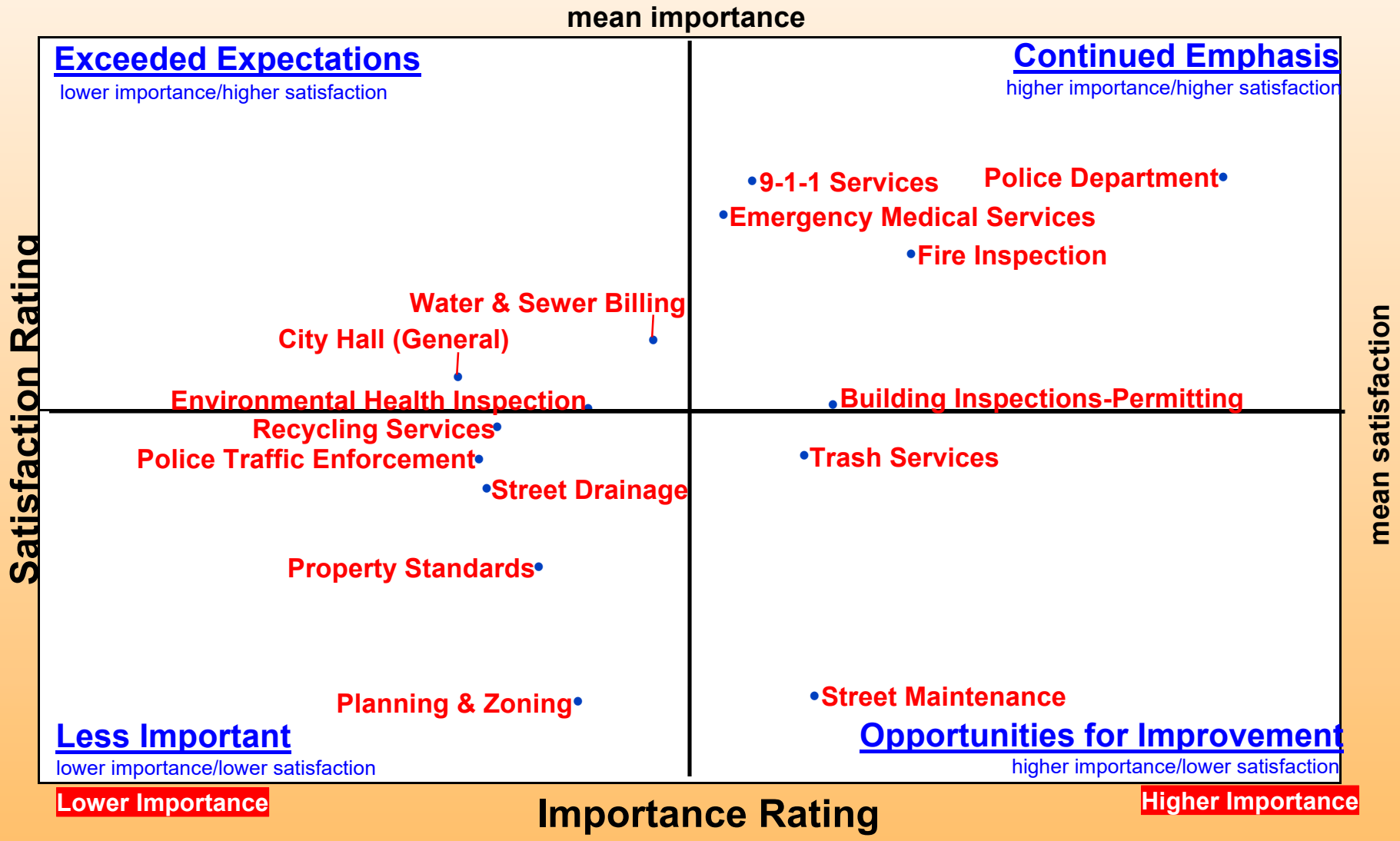
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis 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 residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

A matrix chart showing the results for Plano is provided on the following page.

2018 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 (2018)

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=403)

	Yes	No
Q1-1. Building Inspections-Permitting	40.2%	59.8%
Q1-2. Fire Inspection	65.5%	34.5%
Q1-3. Planning & Zoning	19.4%	80.6%
Q1-4. Property Standards	17.1%	82.9%
Q1-5. Emergency Medical Services	23.3%	76.7%
Q1-6. Police Department	49.1%	50.9%
Q1-7. Police Traffic Enforcement	15.9%	84.1%
Q1-8. City Hall (General)	15.4%	84.6%
Q1-9. Street Maintenance	33.7%	66.3%
Q1-10. Street Drainage	30.0%	70.0%
Q1-11. Trash Services	50.1%	49.9%
Q1-12. Recycling Services	31.8%	68.2%
Q1-13. Water & Sewer Billing	41.9%	58.1%
Q1-14. Environmental Health Inspection	23.1%	76.9%
Q1-15. 9-1-1 Services	28.3%	71.7%

Q1. 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=366)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Building Inspections-Permitting	52.5%	30.0%	10.6%	3.8%	0.0%	3.1%
Q1-2. Fire Inspection	65.5%	26.4%	5.0%	1.2%	0.4%	1.6%
Q1-3. Planning & Zoning	39.0%	28.6%	15.6%	5.2%	9.1%	2.6%
Q1-4. Property Standards	39.4%	34.8%	13.6%	3.0%	6.1%	3.0%
Q1-5. Emergency Medical Services	72.8%	18.5%	3.3%	0.0%	1.1%	4.3%
Q1-6. Police Department	76.7%	20.2%	1.0%	1.6%	0.0%	0.5%
Q1-7. Police Traffic Enforcement	61.3%	21.0%	6.5%	11.3%	0.0%	0.0%
Q1-8. City Hall (General)	54.1%	31.1%	8.2%	1.6%	3.3%	1.6%
Q1-9. Street Maintenance	36.3%	33.3%	16.3%	7.4%	6.7%	0.0%
Q1-10. Street Drainage	58.7%	20.7%	9.1%	5.0%	5.0%	1.7%
Q1-11. Trash Services	53.1%	29.1%	11.2%	3.6%	2.6%	0.5%
Q1-12. Recycling Services	56.7%	26.0%	9.4%	3.1%	3.1%	1.6%
Q1-13. Water & Sewer Billing	53.0%	32.9%	7.9%	1.2%	1.8%	3.0%
Q1-14. Environmental Health Inspection	51.6%	29.7%	9.9%	1.1%	3.3%	4.4%
Q1-15. 9-1-1 Services	74.5%	19.1%	2.7%	0.0%	0.0%	3.6%

WITHOUT "DON'T KNOW"

Q1. 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=366)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Building Inspections-Permitting	54.2%	31.0%	11.0%	3.9%	0.0%
Q1-2. Fire Inspection	66.5%	26.8%	5.1%	1.2%	0.4%
Q1-3. Planning & Zoning	40.0%	29.3%	16.0%	5.3%	9.3%
Q1-4. Property Standards	40.6%	35.9%	14.1%	3.1%	6.3%
Q1-5. Emergency Medical Services	76.1%	19.3%	3.4%	0.0%	1.1%
Q1-6. Police Department	77.1%	20.3%	1.0%	1.6%	0.0%
Q1-7. Police Traffic Enforcement	61.3%	21.0%	6.5%	11.3%	0.0%
Q1-8. City Hall (General)	55.0%	31.7%	8.3%	1.7%	3.3%
Q1-9. Street Maintenance	36.3%	33.3%	16.3%	7.4%	6.7%
Q1-10. Street Drainage	59.7%	21.0%	9.2%	5.0%	5.0%
Q1-11. Trash Services	53.3%	29.2%	11.3%	3.6%	2.6%
Q1-12. Recycling Services	57.6%	26.4%	9.6%	3.2%	3.2%
Q1-13. Water & Sewer Billing	54.7%	34.0%	8.2%	1.3%	1.9%
Q1-14. Environmental Health Inspection	54.0%	31.0%	10.3%	1.1%	3.4%
Q1-15. 9-1-1 Services	77.4%	19.8%	2.8%	0.0%	0.0%

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

Q2. Top choice	Number	Percent
Building Inspections-Permitting	55	13.6 %
Fire Inspection	37	9.2 %
Planning & Zoning	10	2.5 %
Property Standards	4	1.0 %
Emergency Medical Services	17	4.2 %
Police Department	78	19.4 %
Police Traffic Enforcement	8	2.0 %
City Hall (General)	7	1.7 %
Street Maintenance	27	6.7 %
Street Drainage	4	1.0 %
Trash Services	16	4.0 %
Recycling Services	1	0.2 %
Water & Sewer Billing	16	4.0 %
Environmental Health Inspection	12	3.0 %
9-1-1 Services	27	6.7 %
None chosen	84	20.8 %
Total	403	100.0 %

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

Q2. 2nd choice	Number	Percent
Building Inspections-Permitting	11	2.7 %
Fire Inspection	30	7.4 %
Planning & Zoning	20	5.0 %
Property Standards	10	2.5 %
Emergency Medical Services	31	7.7 %
Police Department	41	10.2 %
Police Traffic Enforcement	8	2.0 %
City Hall (General)	5	1.2 %
Street Maintenance	28	6.9 %
Street Drainage	10	2.5 %
Trash Services	35	8.7 %
Recycling Services	12	3.0 %
Water & Sewer Billing	7	1.7 %
Environmental Health Inspection	13	3.2 %
9-1-1 Services	18	4.5 %
None chosen	124	30.8 %
Total	403	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	12	3.0 %
Fire Inspection	23	5.7 %
Planning & Zoning	8	2.0 %
Property Standards	18	4.5 %
Emergency Medical Services	13	3.2 %
Police Department	19	4.7 %
Police Traffic Enforcement	7	1.7 %
City Hall (General)	8	2.0 %
Street Maintenance	20	5.0 %
Street Drainage	10	2.5 %
Trash Services	22	5.5 %
Recycling Services	13	3.2 %
Water & Sewer Billing	27	6.7 %
Environmental Health Inspection	15	3.7 %
9-1-1 Services	20	5.0 %
None chosen	168	41.7 %
Total	403	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. Top choice	Number	Percent
Building Inspections-Permitting	78	19.4 %
Fire Inspection	90	22.3 %
Planning & Zoning	38	9.4 %
Property Standards	32	7.9 %
Emergency Medical Services	61	15.1 %
Police Department	138	34.2 %
Police Traffic Enforcement	23	5.7 %
City Hall (General)	20	5.0 %
Street Maintenance	75	18.6 %
Street Drainage	24	6.0 %
Trash Services	73	18.1 %
Recycling Services	26	6.5 %
Water & Sewer Billing	50	12.4 %
Environmental Health Inspection	40	9.9 %
9-1-1 Services	65	16.1 %
None chosen	84	20.8 %
Total	917	

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

Q3. How would you rate City of Plano's customer service	Number	Percent
Very good	205	50.9 %
Good	106	26.3 %
Average	39	9.7 %
Poor	1	0.2 %
Very poor	6	1.5 %
Don't know	46	11.4 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

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

Q3. How would you rate City of Plano's customer service	Number	Percent
Very good	205	57.4 %
Good	106	29.7 %
Average	39	10.9 %
Poor	1	0.3 %
Very poor	6	1.7 %
Total	357	100.0 %

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

Q4. What are the quality of services provided by City of Plano	Number	Percent
Significantly higher than your expectations	44	10.9 %
Higher than your expectations	98	24.3 %
Expectations met	222	55.1 %
Below your expectations	12	3.0 %
Significantly below your expectations	2	0.5 %
Don't Know	25	6.2 %
Total	403	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")

Q4. What are the quality of services provided by City of Plano	Number	Percent
Significantly higher than your expectations	44	11.6 %
Higher than your expectations	98	25.9 %
Expectations met	222	58.7 %
Below your expectations	12	3.2 %
Significantly below your expectations	2	0.5 %
Total	378	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 the overall business atmosphere in Plano today compared to two years ago	Number	Percent
Better	158	39.2 %
No change, but good	168	41.7 %
No change, but poor	7	1.7 %
Worse	14	3.5 %
Don't know	56	13.9 %
Total	403	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 the overall business atmosphere in Plano today compared to two years ago	Number	Percent
Better	158	45.5 %
No change, but good	168	48.4 %
No change, but poor	7	2.0 %
Worse	14	4.0 %
Total	347	100.0 %

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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall image of City	53.1%	38.0%	5.7%	1.0%	0.2%	2.0%
Q7-2. Overall quality of life	53.6%	36.7%	4.7%	0.5%	0.2%	4.2%
Q7-3. Quality of new development in City	40.4%	35.2%	11.4%	3.2%	1.0%	8.7%
Q7-4. Quality of public education	41.9%	28.8%	7.9%	1.5%	1.2%	18.6%
Q7-5. Availability of higher education	36.5%	32.3%	13.2%	1.7%	0.7%	15.6%
Q7-6. Overall feeling of safety	49.4%	40.4%	7.4%	0.7%	0.2%	1.7%
Q7-7. Overall quality of City services	46.7%	41.2%	6.7%	0.7%	0.2%	4.5%

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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall image of City	54.2%	38.7%	5.8%	1.0%	0.3%
Q7-2. Overall quality of life	56.0%	38.3%	4.9%	0.5%	0.3%
Q7-3. Quality of new development in City	44.3%	38.6%	12.5%	3.5%	1.1%
Q7-4. Quality of public education	51.5%	35.4%	9.8%	1.8%	1.5%
Q7-5. Availability of higher education	43.2%	38.2%	15.6%	2.1%	0.9%
Q7-6. Overall feeling of safety	50.3%	41.2%	7.6%	0.8%	0.3%
Q7-7. Overall quality of City services	48.8%	43.1%	7.0%	0.8%	0.3%

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=403)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q8-1. Overall image of City	46.4%	26.8%	12.9%	1.5%	6.0%	6.5%
Q8-2. Low crime rate	58.3%	20.6%	9.9%	1.0%	3.5%	6.7%
Q8-3. Quality of local schools	37.2%	19.9%	15.4%	5.5%	15.4%	6.7%
Q8-4. Availability of trained employees	33.7%	24.8%	16.9%	5.2%	12.4%	6.9%
Q8-5. Level of taxation	30.0%	27.0%	22.1%	3.2%	10.4%	7.2%
Q8-6. Access to airports	18.4%	18.4%	24.1%	9.4%	23.6%	6.2%
Q8-7. Availability of quality housing & other amenities for employees	26.6%	25.6%	20.6%	6.5%	14.9%	6.0%
Q8-8. Proximity of businesses that are important to your business	32.0%	30.0%	17.9%	5.7%	8.2%	6.2%
Q8-9. Availability of local economic incentives	20.3%	23.6%	17.4%	9.7%	21.6%	7.4%
Q8-10. Availability of public transportation	20.6%	17.6%	22.1%	11.9%	21.8%	6.0%
Q8-11. Availability of libraries, arts, & cultural amenities	22.1%	17.1%	15.9%	12.7%	25.3%	6.9%
Q8-12. Attitude of local government toward business	38.0%	31.3%	17.1%	1.0%	5.0%	7.7%
Q8-13. Availability of telecommunications, utilities & other infrastructure	51.4%	27.8%	9.2%	2.2%	3.7%	5.7%
Q8-14. Availability of parks & open space	26.1%	20.3%	19.9%	9.2%	18.1%	6.5%

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.

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q8-15. Access to major highway system	47.9%	28.8%	10.2%	3.0%	4.0%	6.2%
Q8-16. Appearance of street medians	24.1%	25.8%	20.8%	8.9%	13.4%	6.9%

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=403)

	Extremely important	Very important	Important	Less important	Not important
Q8-1. Overall image of City	49.6%	28.6%	13.8%	1.6%	6.4%
Q8-2. Low crime rate	62.5%	22.1%	10.6%	1.1%	3.7%
Q8-3. Quality of local schools	39.9%	21.3%	16.5%	5.9%	16.5%
Q8-4. Availability of trained employees	36.3%	26.7%	18.1%	5.6%	13.3%
Q8-5. Level of taxation	32.4%	29.1%	23.8%	3.5%	11.2%
Q8-6. Access to airports	19.6%	19.6%	25.7%	10.1%	25.1%
Q8-7. Availability of quality housing & other amenities for employees	28.2%	27.2%	21.9%	6.9%	15.8%
Q8-8. Proximity of businesses that are important to your business	34.1%	32.0%	19.0%	6.1%	8.7%
Q8-9. Availability of local economic incentives	22.0%	25.5%	18.8%	10.5%	23.3%
Q8-10. Availability of public transportation	21.9%	18.7%	23.5%	12.7%	23.2%
Q8-11. Availability of libraries, arts, & cultural amenities	23.7%	18.4%	17.1%	13.6%	27.2%
Q8-12. Attitude of local government toward business	41.1%	33.9%	18.5%	1.1%	5.4%
Q8-13. Availability of telecommunications, utilities & other infrastructure	54.5%	29.5%	9.7%	2.4%	3.9%

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")

	Extremely important	Very important	Important	Less important	Not important
Q8-14. Availability of parks & open space	27.9%	21.8%	21.2%	9.8%	19.4%
Q8-15. Access to major highway system	51.1%	30.7%	10.8%	3.2%	4.2%
Q8-16. Appearance of street medians	25.9%	27.7%	22.4%	9.6%	14.4%

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	58	14.4 %
Low crime rate	57	14.1 %
Quality of local schools	9	2.2 %
Availability of trained employees	32	7.9 %
Level of taxation	35	8.7 %
Access to airports	6	1.5 %
Availability of quality housing & other amenities for employees	13	3.2 %
Proximity of businesses that are important to your business	27	6.7 %
Availability of local economic incentives	9	2.2 %
Availability of public transportation	3	0.7 %
Availability of libraries, arts, & cultural amenities	2	0.5 %
Attitude of local government toward business	12	3.0 %
Availability of telecommunications, utilities & other infrastructure	19	4.7 %
Availability of parks & open space	1	0.2 %
Access to major highway system	38	9.4 %
Appearance of street medians	2	0.5 %
None chosen	80	19.9 %
Total	403	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	16	4.0 %
Low crime rate	50	12.4 %
Quality of local schools	14	3.5 %
Availability of trained employees	26	6.5 %
Level of taxation	27	6.7 %
Access to airports	5	1.2 %
Availability of quality housing & other amenities for employees	18	4.5 %
Proximity of businesses that are important to your business	24	6.0 %
Availability of local economic incentives	6	1.5 %
Availability of public transportation	6	1.5 %
Availability of libraries, arts, & cultural amenities	4	1.0 %
Attitude of local government toward business	19	4.7 %
Availability of telecommunications, utilities & other infrastructure	29	7.2 %
Availability of parks & open space	4	1.0 %
Access to major highway system	46	11.4 %
Appearance of street medians	5	1.2 %
None chosen	104	25.8 %
Total	403	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. 3rd choice	Number	Percent
Overall image of City	27	6.7 %
Low crime rate	24	6.0 %
Quality of local schools	7	1.7 %
Availability of trained employees	12	3.0 %
Level of taxation	22	5.5 %
Access to airports	7	1.7 %
Availability of quality housing & other amenities for employees	15	3.7 %
Proximity of businesses that are important to your business	14	3.5 %
Availability of local economic incentives	8	2.0 %
Availability of public transportation	12	3.0 %
Availability of libraries, arts, & cultural amenities	7	1.7 %
Attitude of local government toward business	25	6.2 %
Availability of telecommunications, utilities & other infrastructure	35	8.7 %
Availability of parks & open space	2	0.5 %
Access to major highway system	43	10.7 %
Appearance of street medians	7	1.7 %
None chosen	136	33.7 %
Total	403	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)

Q9. Sum of top 3 choices	Number	Percent
Overall image of City	101	25.1 %
Low crime rate	131	32.5 %
Quality of local schools	30	7.4 %
Availability of trained employees	70	17.4 %
Level of taxation	84	20.8 %
Access to airports	18	4.5 %
Availability of quality housing & other amenities for employees	46	11.4 %
Proximity of businesses that are important to your business	65	16.1 %
Availability of local economic incentives	23	5.7 %
Availability of public transportation	21	5.2 %
Availability of libraries, arts, & cultural amenities	13	3.2 %
Attitude of local government toward business	56	13.9 %
Availability of telecommunications, utilities & other infrastructure	83	20.6 %
Availability of parks & open space	7	1.7 %
Access to major highway system	127	31.5 %
Appearance of street medians	14	3.5 %
None chosen	80	19.9 %
Total	969	

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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Working to retain existing businesses in Plano	31.0%	32.0%	14.4%	3.0%	2.5%	17.1%
Q10-2. Working to attract new businesses to Plano	35.0%	31.8%	12.9%	2.0%	0.5%	17.9%
Q10-3. Supporting business growth & development	31.3%	36.0%	12.9%	2.2%	1.2%	16.4%
Q10-4. Working on easing traffic congestion	17.9%	27.3%	24.6%	16.9%	7.4%	6.0%
Q10-5. Working on road conditions	24.3%	31.0%	21.6%	13.9%	5.0%	4.2%
Q10-6. Creating attractions/events to bring residents from surrounding towns to Plano	23.6%	32.0%	24.1%	4.2%	3.0%	13.2%
Q10-7. Promoting resident support of local businesses	21.3%	26.3%	24.3%	7.2%	3.2%	17.6%

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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Working to retain existing businesses in Plano	37.4%	38.6%	17.4%	3.6%	3.0%
Q10-2. Working to attract new businesses to Plano	42.6%	38.7%	15.7%	2.4%	0.6%
Q10-3. Supporting business growth & development	37.4%	43.0%	15.4%	2.7%	1.5%
Q10-4. Working on easing traffic congestion	19.0%	29.0%	26.1%	17.9%	7.9%
Q10-5. Working on road conditions	25.4%	32.4%	22.5%	14.5%	5.2%
Q10-6. Creating attractions/events to bring residents from surrounding towns to Plano	27.1%	36.9%	27.7%	4.9%	3.4%
Q10-7. Promoting resident support of local businesses	25.9%	31.9%	29.5%	8.7%	3.9%

Q11. Is the City doing enough street repair?

Q11. Is City doing enough street repair	Number	Percent
Not enough	126	31.3 %
About right	249	61.8 %
Too much	24	6.0 %
Not provided	4	1.0 %
Total	403	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	126	31.6 %
About right	249	62.4 %
Too much	24	6.0 %
Total	399	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	218	54.1 %
Likely	125	31.0 %
Somewhat likely	37	9.2 %
Not likely	9	2.2 %
Not likely at all	7	1.7 %
Don't know	7	1.7 %
Total	403	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	218	55.1 %
Likely	125	31.6 %
Somewhat likely	37	9.3 %
Not likely	9	2.3 %
Not likely at all	7	1.8 %
Total	396	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	147	36.5 %
Good	149	37.0 %
Average	90	22.3 %
Poor	13	3.2 %
Very poor	2	0.5 %
Don't know	2	0.5 %
Total	403	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	147	36.7 %
Good	149	37.2 %
Average	90	22.4 %
Poor	13	3.2 %
Very poor	2	0.5 %
Total	401	100.0 %

Missing Cases = 2
Response Percent = 99.5 %

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

(N=403)

	Very good	Good	Average	Poor	Very poor	Don't know
Q14-1. Quality of labor	19.1%	30.3%	15.6%	5.0%	0.5%	29.5%
Q14-2. Availability of labor	15.1%	28.0%	17.1%	9.2%	1.2%	29.3%
Q14-3. Stability of City's labor force	14.9%	28.5%	19.4%	4.5%	0.5%	32.3%
Q14-4. Job skills of labor force	15.6%	29.0%	20.3%	4.0%	0.7%	30.3%
Q14-5. Attitude of employees	19.4%	28.0%	17.9%	3.5%	0.7%	30.5%
Q14-6. Productivity of workforce	16.9%	29.8%	18.6%	3.2%	0.5%	31.0%
Q14-7. Competitive wages	16.4%	29.3%	17.9%	2.5%	0.7%	33.3%
Q14-8. Retention of labor	15.1%	26.8%	21.6%	4.0%	0.5%	32.0%

WITHOUT "DON'T KNOW"

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

(N=403)

	Very good	Good	Average	Poor	Very poor
Q14-1. Quality of labor	27.1%	43.0%	22.2%	7.0%	0.7%
Q14-2. Availability of labor	21.4%	39.6%	24.2%	13.0%	1.8%
Q14-3. Stability of City's labor force	22.0%	42.1%	28.6%	6.6%	0.7%
Q14-4. Job skills of labor force	22.4%	41.6%	29.2%	5.7%	1.1%
Q14-5. Attitude of employees	27.9%	40.4%	25.7%	5.0%	1.1%
Q14-6. Productivity of workforce	24.5%	43.2%	27.0%	4.7%	0.7%
Q14-7. Competitive wages	24.5%	43.9%	26.8%	3.7%	1.1%
Q14-8. Retention of labor	22.3%	39.4%	31.8%	5.8%	0.7%

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

Q15. Has your business used City of Plano website	Number	Percent
Yes	172	42.7 %
No	210	52.1 %
Don't know	21	5.2 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

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

Q15. Has your business used City of Plano website	Number	Percent
Yes	172	45.0 %
No	210	55.0 %
Total	382	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=172)

	Very good	Good	Average	Poor	Very poor	Don't know
Q15a-1. Easy to navigate	33.1%	44.2%	16.3%	2.3%	1.7%	2.3%
Q15a-2. Informative content	35.5%	44.2%	14.0%	2.3%	1.7%	2.3%
Q15a-3. Useful	39.0%	41.3%	13.4%	2.9%	1.7%	1.7%

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=172)

	Very good	Good	Average	Poor	Very poor
Q15a-1. Easy to navigate	33.9%	45.2%	16.7%	2.4%	1.8%
Q15a-2. Informative content	36.3%	45.2%	14.3%	2.4%	1.8%
Q15a-3. Useful	39.6%	42.0%	13.6%	3.0%	1.8%

Q16. Has your business used the City website to get information on City services?

Q16. Has your business used City website to get information on City services	Number	Percent
Yes	128	74.4 %
No	37	21.5 %
Don't know	7	4.1 %
Total	172	100.0 %

WITHOUT "DON'T KNOW"

Q16. Has your business used the City website to get information on City services? (without "don't know")

Q16. Has your business used City website to get information on City services	Number	Percent
Yes	128	77.6 %
No	37	22.4 %
Total	165	100.0 %

Q16a. Which portions of the City's website has your business used?

Q16a. Which portions of City's website has your business used	Number	Percent
Permits	8	7.4 %
Online payment	4	3.7 %
UTILITY SERVICES	4	3.7 %
Health department	2	1.9 %
Environmental health	2	1.9 %
Water	2	1.9 %
School district	2	1.9 %
Building permits	2	1.9 %
Police Department	2	1.9 %
Public Works	2	1.9 %
Alarm permit	2	1.9 %
Inspection	2	1.9 %
Solid waste	1	0.9 %
Interactive maps	1	0.9 %
I reported a fire hydrant leak several times on the website	1	0.9 %
Various	1	0.9 %
CODE ENFORCEMENT/PERMITTING	1	0.9 %
Most of it	1	0.9 %
TO FIND TRASH COLLECTION DATES AND WATERING SCHEDULE	1	0.9 %
Fix Plano	1	0.9 %
BUILDING INSPECTION PERMIT PAY BILL PLUMBING CODE CONTARCTOR	1	0.9 %
Location & hours of operation for electronics recycling, watering schedule	1	0.9 %
Planning and zoning, property standards	1	0.9 %
Planning and Zoning information	1	0.9 %
Code Enforcement	1	0.9 %
Looking for dept	1	0.9 %
Permits, codes	1	0.9 %
Recreation/parks	1	0.9 %
Trash services	1	0.9 %
Water and Sewer	1	0.9 %
Libraries	1	0.9 %
Water conservation	1	0.9 %
Permit status	1	0.9 %
Zoning for appraisals/properties	1	0.9 %
Police, traffic, water department, planning and zoning	1	0.9 %
Water and sewer	1	0.9 %
Trash days	1	0.9 %
Fire department and parks	1	0.9 %
Government, resident, utilities	1	0.9 %
Bid sites	1	0.9 %
Animal control, utilities	1	0.9 %
Planning dept	1	0.9 %
Permits/building standards	1	0.9 %
Health permitting	1	0.9 %
General info	1	0.9 %
Building permit and inspection	1	0.9 %
Contractor backflow work	1	0.9 %
Looking for info on city events	1	0.9 %

Q16a. Which portions of the City's website has your business used?

Q16a. Which portions of City's website has your business used	Number	Percent
Police and fire non-emergency phone	1	0.9 %
Animal services, building permits	1	0.9 %
City regulations, permitting	1	0.9 %
Park and recreation	1	0.9 %
Colin County	1	0.9 %
Events	1	0.9 %
Pay utility bills, maps of area of the County	1	0.9 %
Planning zone, building zone, park and rec, health dept	1	0.9 %
Taxes and water service	1	0.9 %
Coding issues	1	0.9 %
Opportunities, community services	1	0.9 %
Utilities, sewer, water, recycling	1	0.9 %
Building inspections	1	0.9 %
PROPERTY STANDARDS	1	0.9 %
HAZARD WASTE DISPOSAL	1	0.9 %
Events, signs, permits	1	0.9 %
Environmental inspections	1	0.9 %
Events, staff, etc.	1	0.9 %
Attracting people from surrounding communities	1	0.9 %
City codes	1	0.9 %
Health inspector	1	0.9 %
Trash service, fire inspection	1	0.9 %
City events	1	0.9 %
Traffic and zoning info	1	0.9 %
Fire permit	1	0.9 %
Trash	1	0.9 %
Public Library	1	0.9 %
Police	1	0.9 %
Parks and rec	1	0.9 %
Garbage service	1	0.9 %
Manager uses	1	0.9 %
Permit, changes proposed zoning, addresses of depts	1	0.9 %
Zoning	1	0.9 %
Plan and zone	1	0.9 %
Street dept	1	0.9 %
Hotels and local business	1	0.9 %
Adopt a street	1	0.9 %
Codes	1	0.9 %
Total	108	100.0 %

Q17. What are the best ways for the City of Plano to communicate with your business, or get important information to your business?

Q17. What are the best ways for City of Plano to communicate with your business, or get important information to your business	Number	Percent
Direct mail	188	46.7 %
Website	55	13.6 %
Emails	229	56.8 %
City TV Channel	13	3.2 %
Business forums	19	4.7 %
Workshops	12	3.0 %
Personal calls	95	23.6 %
Facebook	30	7.4 %
Twitter	11	2.7 %
Other social media	13	3.2 %
Other	13	3.2 %
Don't know	6	1.5 %
Total	684	

WITHOUT "DON'T KNOW"

Q17. 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")

Q17. What are the best ways for City of Plano to communicate with your business, or get important information to your business	Number	Percent
Direct mail	188	47.4 %
Website	55	13.9 %
Emails	229	57.7 %
City TV Channel	13	3.3 %
Business forums	19	4.8 %
Workshops	12	3.0 %
Personal calls	95	23.9 %
Facebook	30	7.6 %
Twitter	11	2.8 %
Other social media	13	3.3 %
Other	13	3.3 %
Total	678	

Q17-11. Other

Q17-11. Other	Number	Percent
Text	3	23.1 %
In person	3	23.1 %
Text for important items	1	7.7 %
Breakfast w/Mayor	1	7.7 %
Plano City web blasts	1	7.7 %
Chamber of Commerce	1	7.7 %
Google Podium	1	7.7 %
LinkedIn	1	7.7 %
Contact corporate	1	7.7 %
Total	13	100.0 %

Q18. Overall, how would you rate how well the City of Plano does communicating with business owners and managers?

Q18. How well does City of Plano communicate with business owners & managers	Number	Percent
Very good	52	12.9 %
Good	146	36.2 %
Average	103	25.6 %
Poor	22	5.5 %
Very poor	15	3.7 %
Don't know	65	16.1 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q18. Overall, how would you rate how well the City of Plano does communicating with business owners and managers? (without "don't know")

Q18. How well does City of Plano communicate with business owners & managers	Number	Percent
Very good	52	15.4 %
Good	146	43.2 %
Average	103	30.5 %
Poor	22	6.5 %
Very poor	15	4.4 %
Total	338	100.0 %

Q19. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Zoning codes	12.4%	22.6%	13.2%	3.0%	1.7%	47.1%
Q19-2. Landscaping codes	11.9%	23.1%	13.9%	2.2%	0.5%	48.4%
Q19-3. Requirement for proper business appearance maintenance	13.6%	23.8%	12.9%	2.5%	0.5%	46.7%
Q19-4. Business signage regulations	10.4%	22.8%	14.4%	4.2%	1.7%	46.4%
Q19-5. Business parking regulations	9.9%	23.3%	14.1%	3.7%	1.2%	47.6%
Q19-6. Trash disposal regulations	16.6%	26.6%	11.4%	1.0%	1.0%	43.4%
Q19-7. Environmental health regulations	14.6%	24.3%	10.2%	1.0%	0.7%	49.1%
Q19-8. Health inspection regulations	14.1%	17.6%	10.7%	1.0%	0.2%	56.3%
Q19-9. Restaurant inspection regulations	11.7%	13.6%	8.9%	0.7%	0.2%	64.8%
Q19-10. Recycling disposal regulations	14.4%	18.1%	12.2%	2.2%	1.7%	51.4%

WITHOUT "DON'T KNOW"

Q19. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Zoning codes	23.5%	42.7%	24.9%	5.6%	3.3%
Q19-2. Landscaping codes	23.1%	44.7%	26.9%	4.3%	1.0%
Q19-3. Requirement for proper business appearance maintenance	25.6%	44.7%	24.2%	4.7%	0.9%
Q19-4. Business signage regulations	19.4%	42.6%	26.9%	7.9%	3.2%
Q19-5. Business parking regulations	19.0%	44.5%	27.0%	7.1%	2.4%
Q19-6. Trash disposal regulations	29.4%	46.9%	20.2%	1.8%	1.8%
Q19-7. Environmental health regulations	28.8%	47.8%	20.0%	2.0%	1.5%
Q19-8. Health inspection regulations	32.4%	40.3%	24.4%	2.3%	0.6%
Q19-9. Restaurant inspection regulations	33.1%	38.7%	25.4%	2.1%	0.7%
Q19-10. Recycling disposal regulations	29.6%	37.2%	25.0%	4.6%	3.6%

Q20. Taxes. Based on all you know or have heard, are City of Plano property taxes higher, lower, or about the same as surrounding communities?

Q20. What City of Plano property taxes are compared with surrounding communities	Number	Percent
Higher	131	32.5 %
Lower	28	6.9 %
About the same	133	33.0 %
Don't know/unsure	111	27.5 %
Total	403	100.0 %

WITHOUT "DON'T KNOW/UNSURE"

Q20. 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")

Q20. What City of Plano property taxes are compared with surrounding communities	Number	Percent
Higher	131	44.9 %
Lower	28	9.6 %
About the same	133	45.5 %
Total	292	100.0 %

Q21. Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects?

Q21. Are you aware that City of Plano has an Economic Development Incentive Fund	Number	Percent
Yes	98	24.3 %
No	243	60.3 %
Don't know	62	15.4 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q21. 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")

Q21. Are you aware that City of Plano has an Economic Development Incentive Fund	Number	Percent
Yes	98	28.7 %
No	243	71.3 %
Total	341	100.0 %

Q22. 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...

Q22. How do you feel about the taxes you pay to City of Plano	Number	Percent
Property taxes are too low for amount & quality of City services I am receiving	4	1.0 %
Property taxes are just right for amount & quality of City services I am receiving	135	33.5 %
Property taxes are high, but City is providing more services at a higher quality than I expect	68	16.9 %
Property taxes are too high for quality of City services I am receiving	75	18.6 %
Don't know/unsure	121	30.0 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q22. 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")

Q22. How do you feel about the taxes you pay to City of Plano	Number	Percent
Property taxes are too low for amount & quality of City services I am receiving	4	1.4 %
Property taxes are just right for amount & quality of City services I am receiving	135	47.9 %
Property taxes are high, but City is providing more services at a higher quality than I expect	68	24.1 %
Property taxes are too high for quality of City services I am receiving	75	26.6 %
Total	282	100.0 %

Q23. 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?

Q23. Would you know who to call or where to go if you had a complaint or comment to make about City services	Number	Percent
Yes	238	59.1 %
No	131	32.5 %
Don't know	34	8.4 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q23. 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")

Q23. Would you know who to call or where to go if you had a complaint or comment to make about City services	Number	Percent
Yes	238	64.5 %
No	131	35.5 %
Total	369	100.0 %

Q24. Transportation. How would you rate the importance of increasing the capacity along US 75?

Q24. How would you rate the importance of increasing capacity along US 75	Number	Percent
Extremely important	190	47.1 %
Important	87	21.6 %
Somewhat important	70	17.4 %
Not important	22	5.5 %
Not at all important	13	3.2 %
Don't know	21	5.2 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q24. Transportation. How would you rate the importance of increasing the capacity along US 75? (without "don't know")

Q24. How would you rate the importance of increasing capacity along US 75	Number	Percent
Extremely important	190	49.7 %
Important	87	22.8 %
Somewhat important	70	18.3 %
Not important	22	5.8 %
Not at all important	13	3.4 %
Total	382	100.0 %

Q25. What type of business is your establishment?

Q25. What type of business is your establishment	Number	Percent
Eating & drinking establishment	35	8.7 %
Retail establishment	65	16.1 %
Small office	22	5.5 %
Real estate management	8	2.0 %
Real estate sales	5	1.2 %
Construction	26	6.5 %
Health care	63	15.6 %
Hotel	5	1.2 %
Auto dealer	7	1.7 %
Gas station	4	1.0 %
Amusement/recreation	8	2.0 %
Grocer	1	0.2 %
Church/religious organization	5	1.2 %
Agriculture	2	0.5 %
Manufacturing	13	3.2 %
Wholesale/distribution	13	3.2 %
Information services	15	3.7 %
Professional, scientific, technical	31	7.7 %
Telecommunications	4	1.0 %
Finance & insurance	25	6.2 %
Other	44	10.9 %
Not provided	2	0.5 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"

Q25. What type of business is your establishment? (without "not provided")

Q25. What type of business is your establishment	Number	Percent
Eating & drinking establishment	35	8.7 %
Retail establishment	65	16.2 %
Small office	22	5.5 %
Real estate management	8	2.0 %
Real estate sales	5	1.2 %
Construction	26	6.5 %
Health care	63	15.7 %
Hotel	5	1.2 %
Auto dealer	7	1.7 %
Gas station	4	1.0 %
Amusement/recreation	8	2.0 %
Grocer	1	0.2 %
Church/religious organization	5	1.2 %
Agriculture	2	0.5 %
Manufacturing	13	3.2 %
Wholesale/distribution	13	3.2 %
Information services	15	3.7 %
Professional, scientific, technical	31	7.7 %
Telecommunications	4	1.0 %
Finance & insurance	25	6.2 %
Other	44	11.0 %
Total	401	100.0 %

Q25. Other

Q25. Other	Number	Percent
Office located in residence	1	2.3 %
Video/television production	1	2.3 %
Car wash	1	2.3 %
Convenient store	1	2.3 %
Martial arts instruction/service	1	2.3 %
Veterinary	1	2.3 %
INTERIOR DESIGNER	1	2.3 %
INSURANCE	1	2.3 %
TAILOR	1	2.3 %
Auto repair	1	2.3 %
TRADES	1	2.3 %
SELF STORAGE	1	2.3 %
TRANSPORTATION	1	2.3 %
MINI STORAGE	1	2.3 %
Fitness	1	2.3 %
Bingo	1	2.3 %
Landscaping	1	2.3 %
Essential oils sales and distribution	1	2.3 %
Irrigation repair	1	2.3 %
Veterinary hospital	1	2.3 %
Nonprofit early learning center	1	2.3 %
Graphic design studio	1	2.3 %
Nonprofit legal firm	1	2.3 %
Nonprofit day care	1	2.3 %
Education/day care	1	2.3 %
Pet taxi	1	2.3 %
Title insurance services	1	2.3 %
Home business	1	2.3 %
Gym	1	2.3 %
Catering	1	2.3 %
Education	1	2.3 %
CREDIT CARD SERVICES	1	2.3 %
DAYCARE	1	2.3 %
FITNESS CENTER	1	2.3 %
PRESCHOOL DAYCARE	1	2.3 %
Interpreter	1	2.3 %
Child care	1	2.3 %
Oil and gas exploration and production	1	2.3 %
Photographer	1	2.3 %
Videography	1	2.3 %
Staffing agency	1	2.3 %
Non profit	1	2.3 %
Utility	1	2.3 %
Inspections	1	2.3 %
Total	44	100.0 %

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

Q26. Is your business a member of Plano Chamber of Commerce	Number	Percent
Yes	72	17.9 %
No	255	63.3 %
Don't know	76	18.9 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q26. Is your business a member of the Plano Chamber of Commerce? (without "don't know")

Q26. Is your business a member of Plano Chamber of Commerce	Number	Percent
Yes	72	22.0 %
No	255	78.0 %
Total	327	100.0 %

Q27. How many full-time employees does your business currently employ?

Q27. How many full-time employees does your business currently employ	Number	Percent
Less than 5	203	50.4 %
6-10	78	19.4 %
11-20	51	12.7 %
21-50	46	11.4 %
51-99	10	2.5 %
100-499	10	2.5 %
500-999	2	0.5 %
1000-4999	2	0.5 %
Not provided	1	0.2 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"

Q27. How many full-time employees does your business currently employ? (without "not provided")

Q27. How many full-time employees does your business currently employ	Number	Percent
Less than 5	203	50.5 %
6-10	78	19.4 %
11-20	51	12.7 %
21-50	46	11.4 %
51-99	10	2.5 %
100-499	10	2.5 %
500-999	2	0.5 %
1000-4999	2	0.5 %
Total	402	100.0 %

Q28. How many part-time employees does your business currently employ?

Q28. How many part-time employees does your business currently employ	Number	Percent
Less than 5	287	71.2 %
6-10	32	7.9 %
11-20	22	5.5 %
21-50	10	2.5 %
51-99	2	0.5 %
Not provided	50	12.4 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"

Q28. How many part-time employees does your business currently employ? (without "not provided")

Q28. How many part-time employees does your business currently employ	Number	Percent
Less than 5	287	81.3 %
6-10	32	9.1 %
11-20	22	6.2 %
21-50	10	2.8 %
51-99	2	0.6 %
Total	353	100.0 %

Q29. In the past 12 months, has your business expanded through job creation?

Q29. Has your business expanded through job creation in past 12 months	Number	Percent
Yes	145	36.0 %
No	242	60.0 %
Don't know	16	4.0 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q29. In the past 12 months, has your business expanded through job creation? (without "don't know")

Q29. Has your business expanded through job creation in past 12 months	Number	Percent
Yes	145	37.5 %
No	242	62.5 %
Total	387	100.0 %

Q30. How many years has your business been in Plano?

Q30. How many years has your business been in Plano	Number	Percent
0-5	84	20.8 %
6-10	67	16.6 %
11-15	62	15.4 %
16-20	67	16.6 %
21-30	70	17.4 %
31+	51	12.7 %
Not provided	2	0.5 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"

Q30. How many years has your business been in Plano? (without "not provided")

Q30. How many years has your business been in Plano	Number	Percent
0-5	84	20.9 %
6-10	67	16.7 %
11-15	62	15.5 %
16-20	67	16.7 %
21-30	70	17.5 %
31+	51	12.7 %
Total	401	100.0 %

Q31. In the next 12 months, is your business considering any of the following?

Q31. What is your business considering doing in next 12 months	Number	Percent
Expanding your business in Plano	85	21.1 %
Relocating to another location in Plano	18	4.5 %
Relocating to another location outside Plano	21	5.2 %
Downsizing	12	3.0 %
Closing	10	2.5 %
Don't know	37	9.2 %
None of these	231	57.3 %
Total	414	

WITHOUT "DON'T KNOW"

Q31. In the next 12 months, is your business considering any of the following? (without "don't know")

Q31. What is your business considering doing in next 12 months	Number	Percent
Expanding your business in Plano	85	23.2 %
Relocating to another location in Plano	18	4.9 %
Relocating to another location outside Plano	21	5.7 %
Downsizing	12	3.3 %
Closing	10	2.7 %
None of these	231	63.1 %
Total	377	

Q31a. Why is your business considering relocating to another city outside Plano?

Q31a. Why is your business considering relocating to another City outside Plano	Number	Percent
Our retail locations have declining traffic and lots of empty storefronts	1	5.0 %
Service and taxes	1	5.0 %
Taxes, traffic congestion and general location	1	5.0 %
HIGH TAXES & WATER BILLS	1	5.0 %
Trying to find affordable professional space for continued growth	1	5.0 %
City officials aren't interested in correcting problems	1	5.0 %
Current mayor and certain city council members	1	5.0 %
Land affordability and toll road access	1	5.0 %
Lease terms/price per square foot	1	5.0 %
Level of taxation	1	5.0 %
Labor is hard to find	1	5.0 %
Zoning, landscaping and signage codes are ridiculous	1	5.0 %
Expanding for growth	1	5.0 %
Unsure	1	5.0 %
Thinking about moving to Addison	1	5.0 %
Landlord significantly increased the rent	1	5.0 %
Rent	1	5.0 %
The city seems to ignore small business	1	5.0 %
Taxes	1	5.0 %
Rent is too high and a lot of patients come from other outer cities	1	5.0 %
Total	20	100.0 %

Section 4
Survey Instrument

Plano
City of Excellence

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. To make sure that Plano's priorities are aligned with the needs of our businesses, we need to know what you think.

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.plano2018businesssurvey.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

Harry LaRosiliere *Mayor* | **Ron Kelley** *Mayor Pro Tem* | **Angela Miner** *Deputy Mayor Pro Tem* | **Anthony Ricciardelli** *Place 2* | **Rick Grady** *Place 3* | **Kayci Prince** *Place 4* | **Tom Harrison** *Place 7* | **Rick Smith** *Place 8* | **Bruce D. Glasscock** *City Manager*

2018 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 *Plano2018BusinessSurvey.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?					
				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	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
____(2) Higher than your expectations
____(3) Expectations met
____(4) Below your expectations
____(5) Significantly below your expectations
____(9) Don't Know

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5. <u>Perceptions of Plano.</u> 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 and open space	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: ____

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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. <u>Communications.</u> 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. Has your business used the City website to get information on City services?

____(1) Yes *[Answer Q16a.]* ____(2) No *[Skip to Q17.]* ____(9) Don't Know *[Skip to Q17.]*

16a. Which portions of the City's website has your business used?

_____

17. 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
____(02) Website
____(03) Emails
____(04) City TV Channel
____(05) Business Forums
____(06) Workshops
____(07) Personal calls
____(08) Facebook
____(09) Twitter
____(10) Other social media
____(11) Other: _____
____(99) Don't Know

18. 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

19. <u>City Codes.</u> 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

19a. *If your business is dissatisfied with any of the items listed in Question 19,* briefly explain the reason your business is dissatisfied.

_____

_____

20. <u>Taxes.</u> 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

21. 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

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22. 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

23. <u>Complaints/Comments.</u> 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

24. <u>Transportation.</u> 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

Demographics

25. What type of business is your establishment?

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

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

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

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

____(1) Less than 5
____(2) 6-10
____(3) 11-20
____(4) 21-50
____(5) 51-99
____(6) 100-499
____(7) 500-999
____(8) 1000-4999
____(9) 5000 or more

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

____(1) Less than 5
____(2) 6-10
____(3) 11-20
____(4) 21-50
____(5) 51-99
____(6) 100-499
____(7) 500-999
____(8) 1000-4999
____(9) 5000 or more

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

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

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

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

____(1) Expanding your business in Plano
____(2) Relocating to another location in Plano
____(3) Relocating to another location outside Plano *[Answer Q31a.]*
____(4) Downsizing
____(5) Closing
____(9) Don't Know
____(0) None of these

31a. 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.

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