2018 Business Survey
City of Plano, Texas

Presented by

Plano
City of Excellence

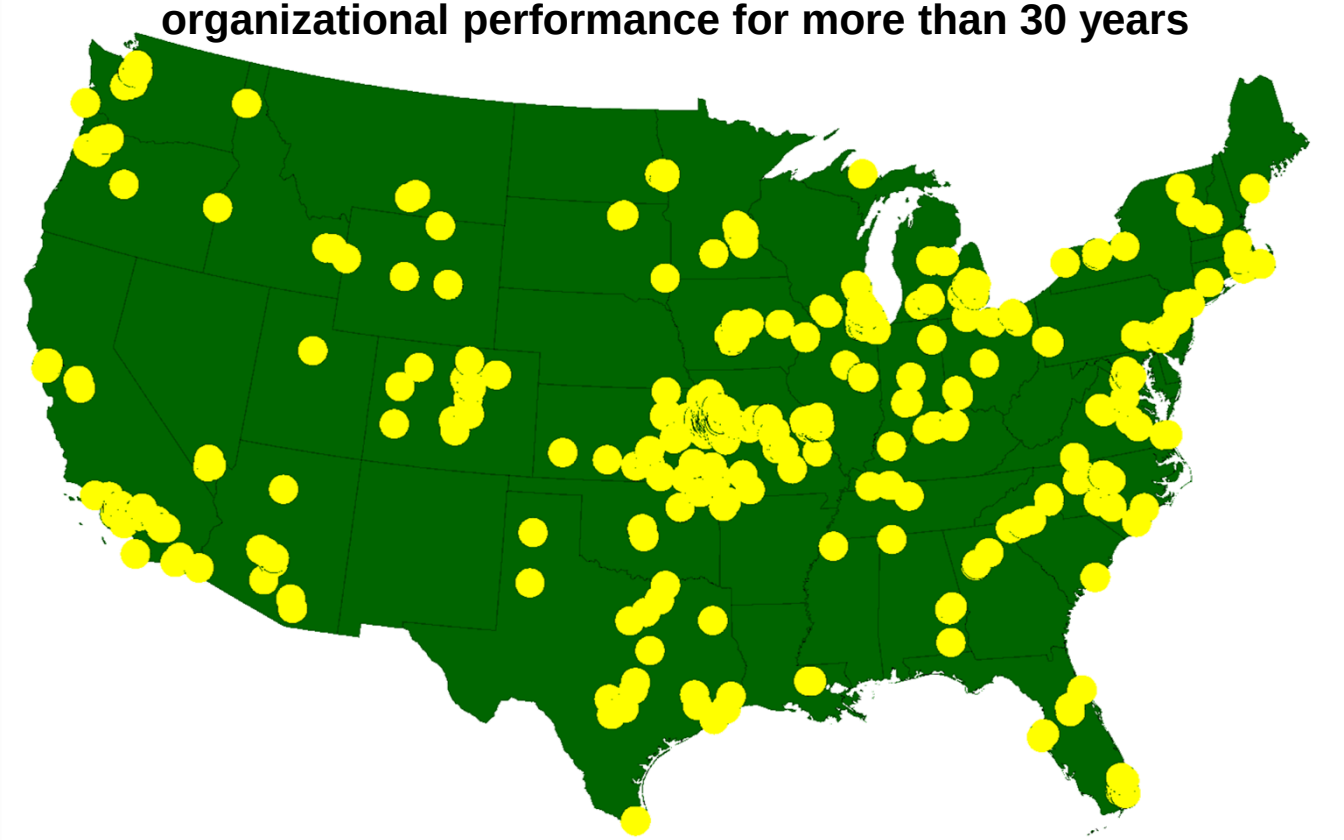
ETC INSTITUTE

March 2018

ETC Institute

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Agenda

- Purpose
- Methodology
- Survey Topics
  - Characteristic of Businesses
  - Perceptions of the City
  - Satisfaction with City Services
  - Reasons Businesses Located in Plano
  - Communication
  - Other Findings
- Summary
- Questions

Purpose

- To objectively assess the quality of City services that are provided to businesses in Plano
- To identify ways improve the quality of City services that are provided to businesses in the community
- To assess the City's performance over time

Methodology

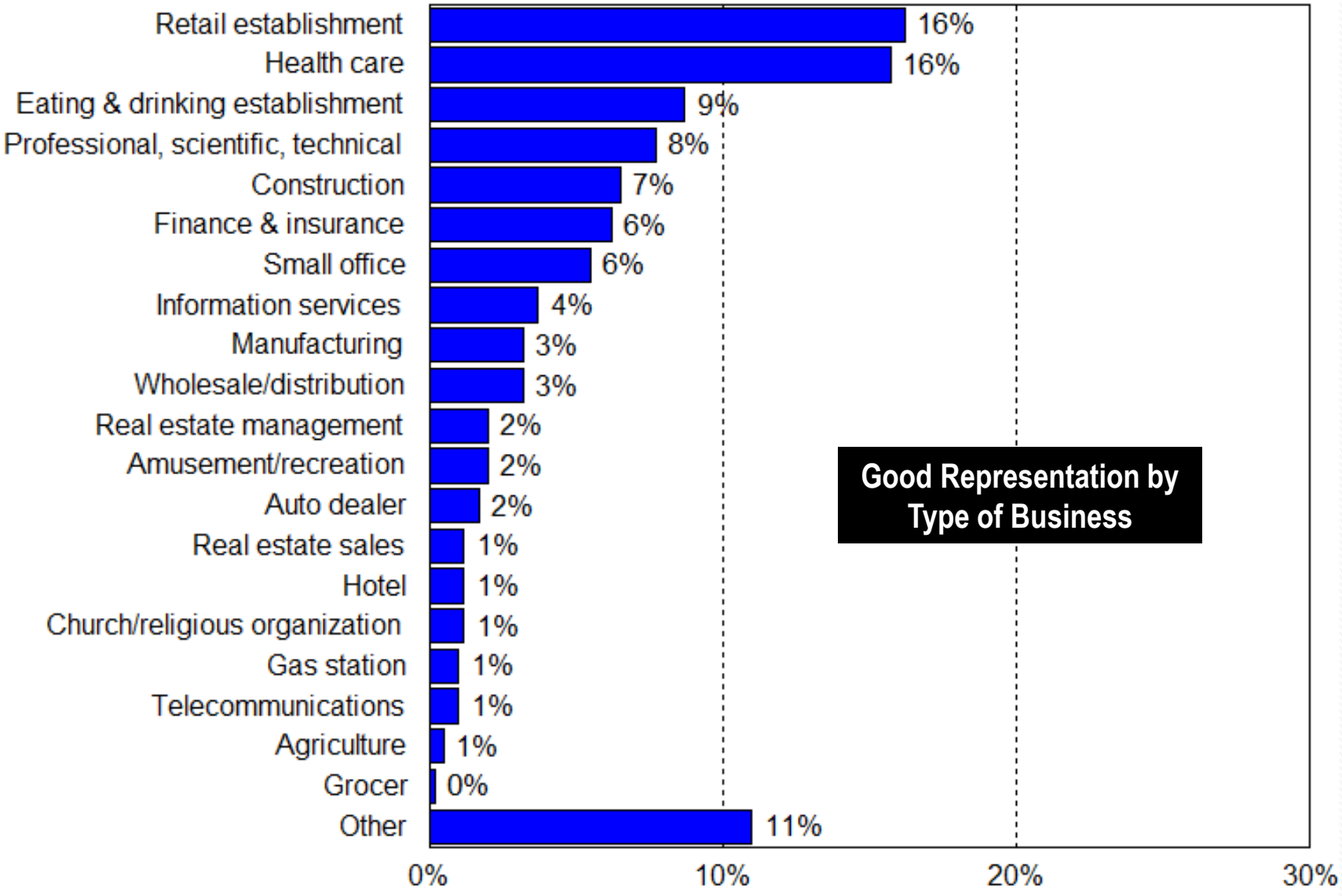
- **Survey Description**
  - six-page survey; included many of the same questions from previous surveys
  - 3rd business survey conducted for the City
- **Method of Administration**
  - by mail, phone and online to a random sample of business owners/managers in the City
  - took about 15-20 minutes to complete
- **Sample size:**
  - 403 completed surveys
- **Confidence level:** 95%
- **Margin of error:** +/- 5.0% overall

Topic #1

Characteristics of the Business Community

What type of business is your establishment?

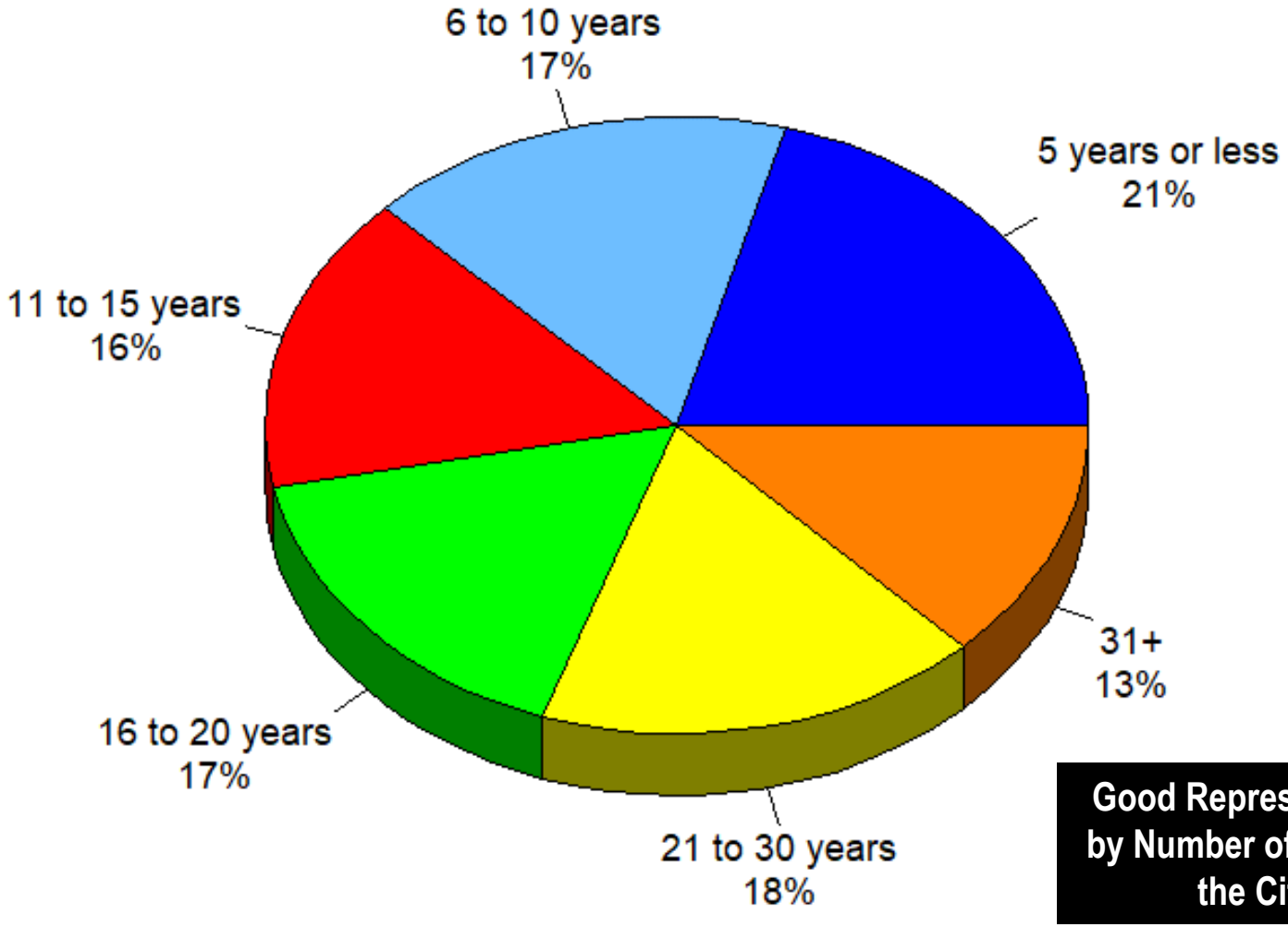
by percentage of businesses surveyed



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")

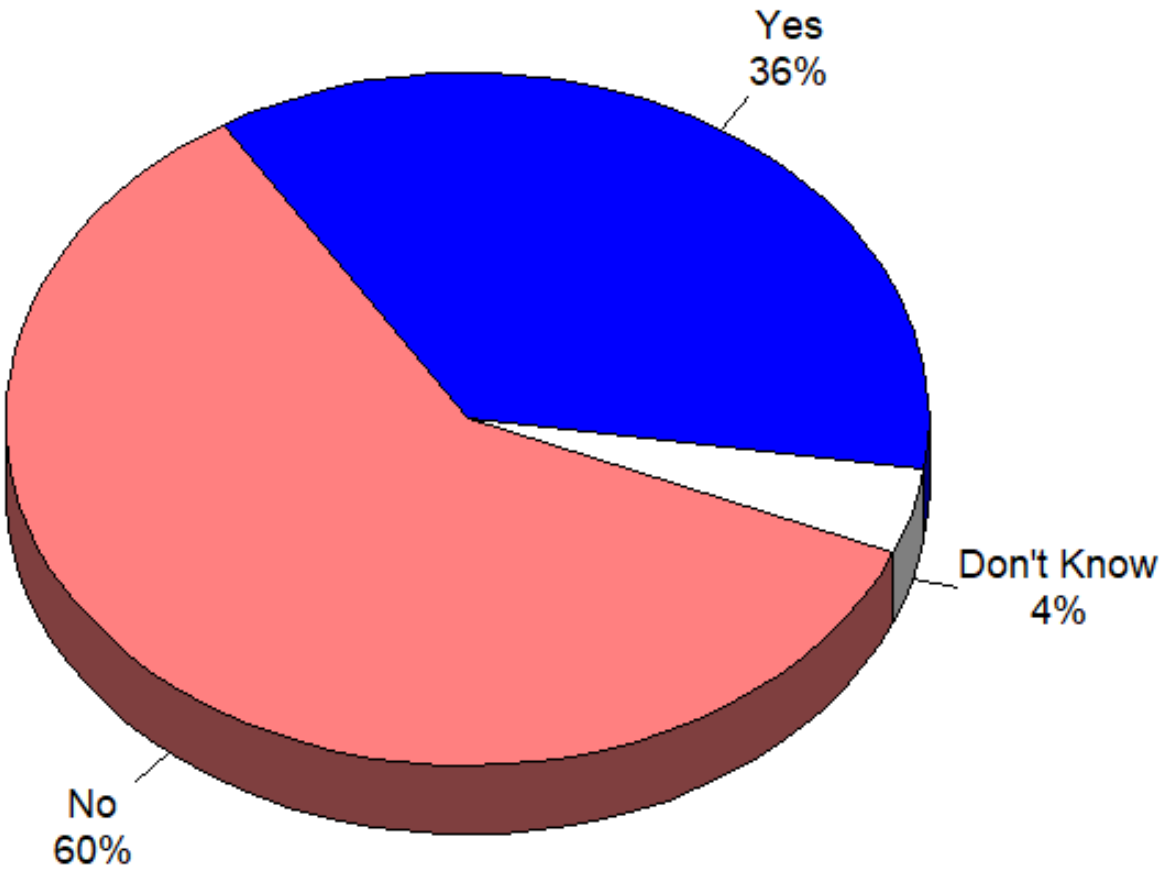


Good Representation by Number of Years in the City

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



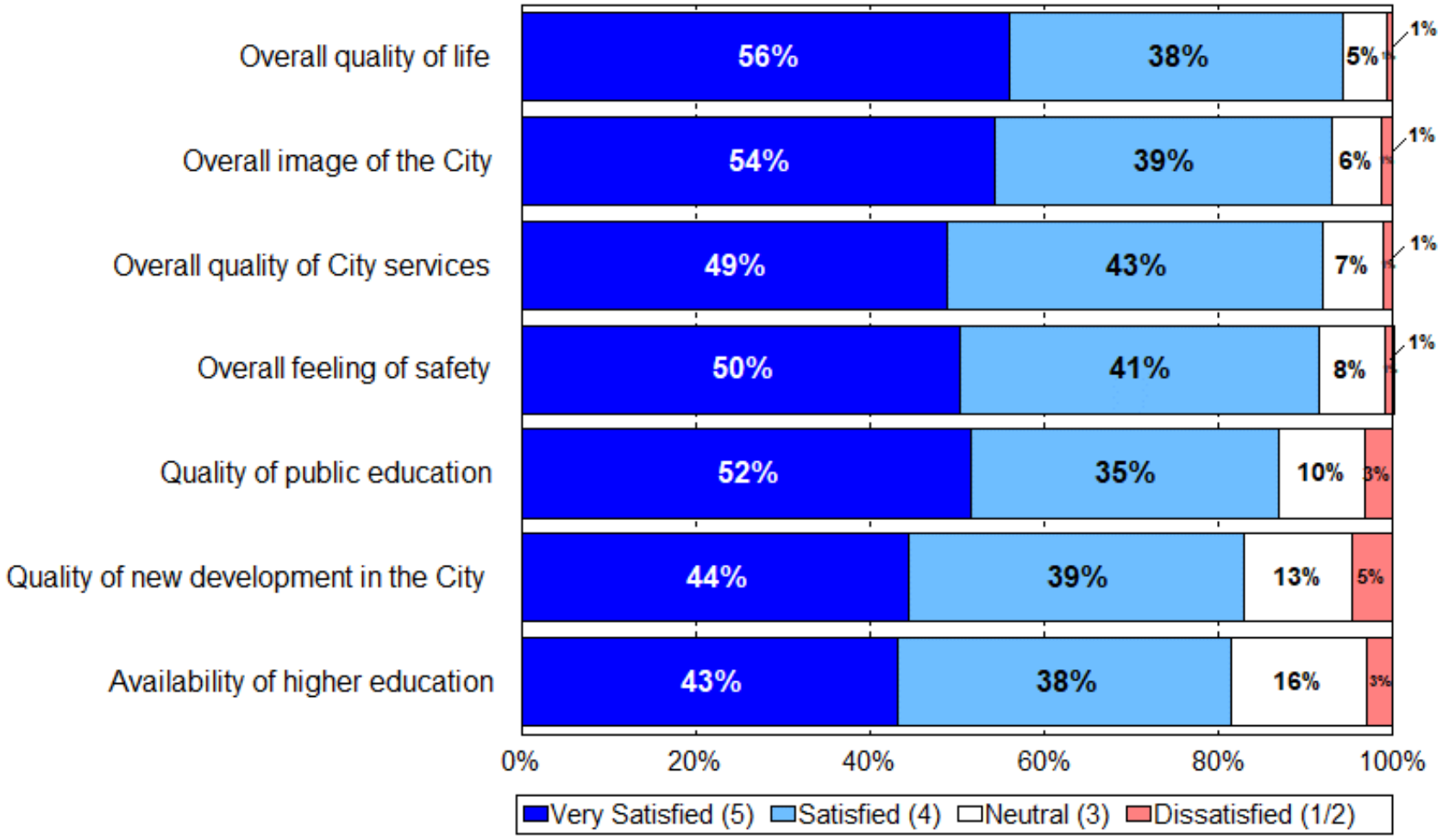
Source: ETC Institute (2018 City of Plano Business Survey)

Topic #2

Perceptions of the City

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")

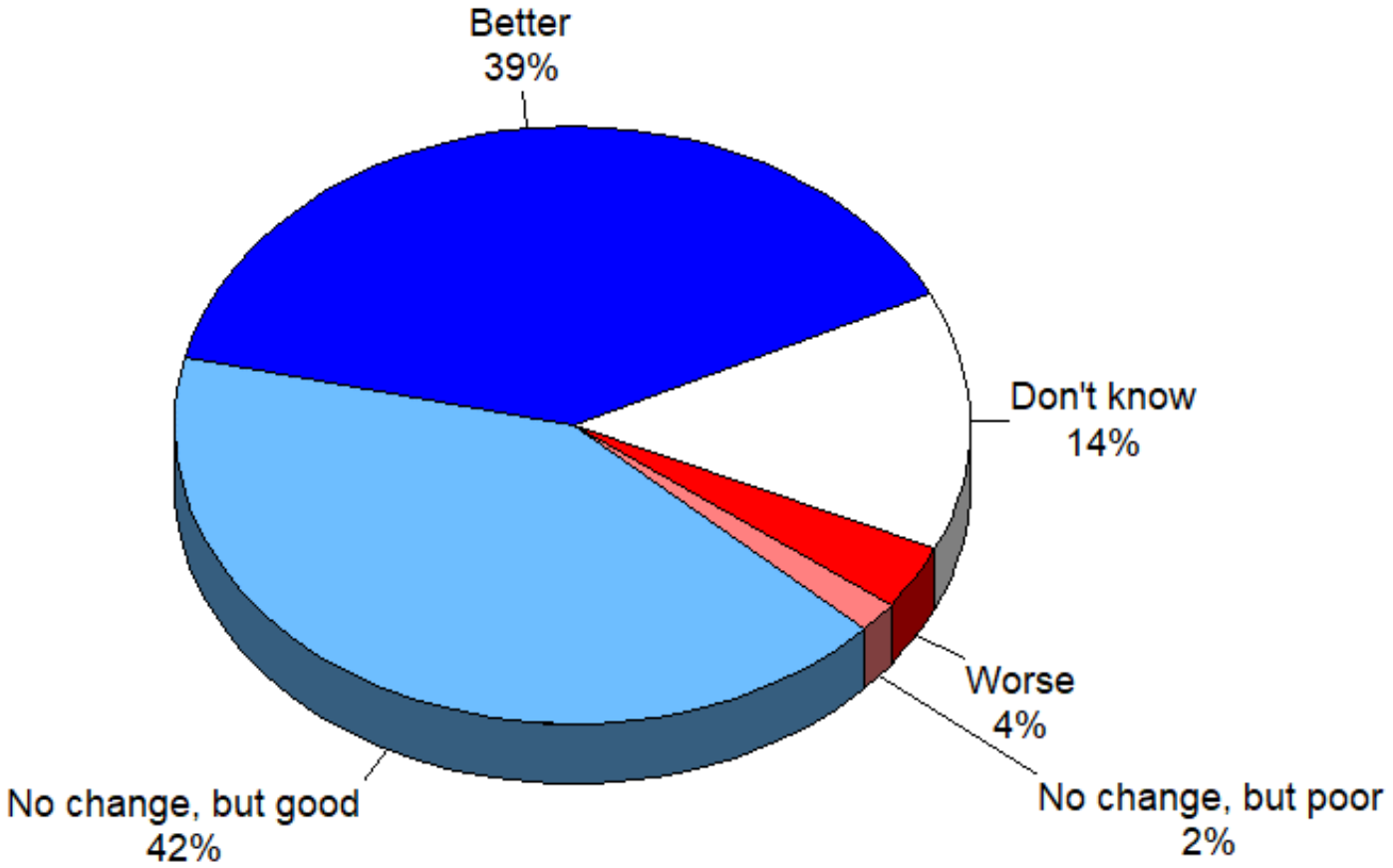


Source: ETC Institute (2018 City of Plano Business Survey)

Businesses Gave High Ratings in All Areas, But Especially for the Quality of Life, Image of the City, Quality of City Services, and Feeling of Safety in the City

Perceptions of the Overall Business Atmosphere Compared to Two Years Ago

by percentage of businesses surveyed

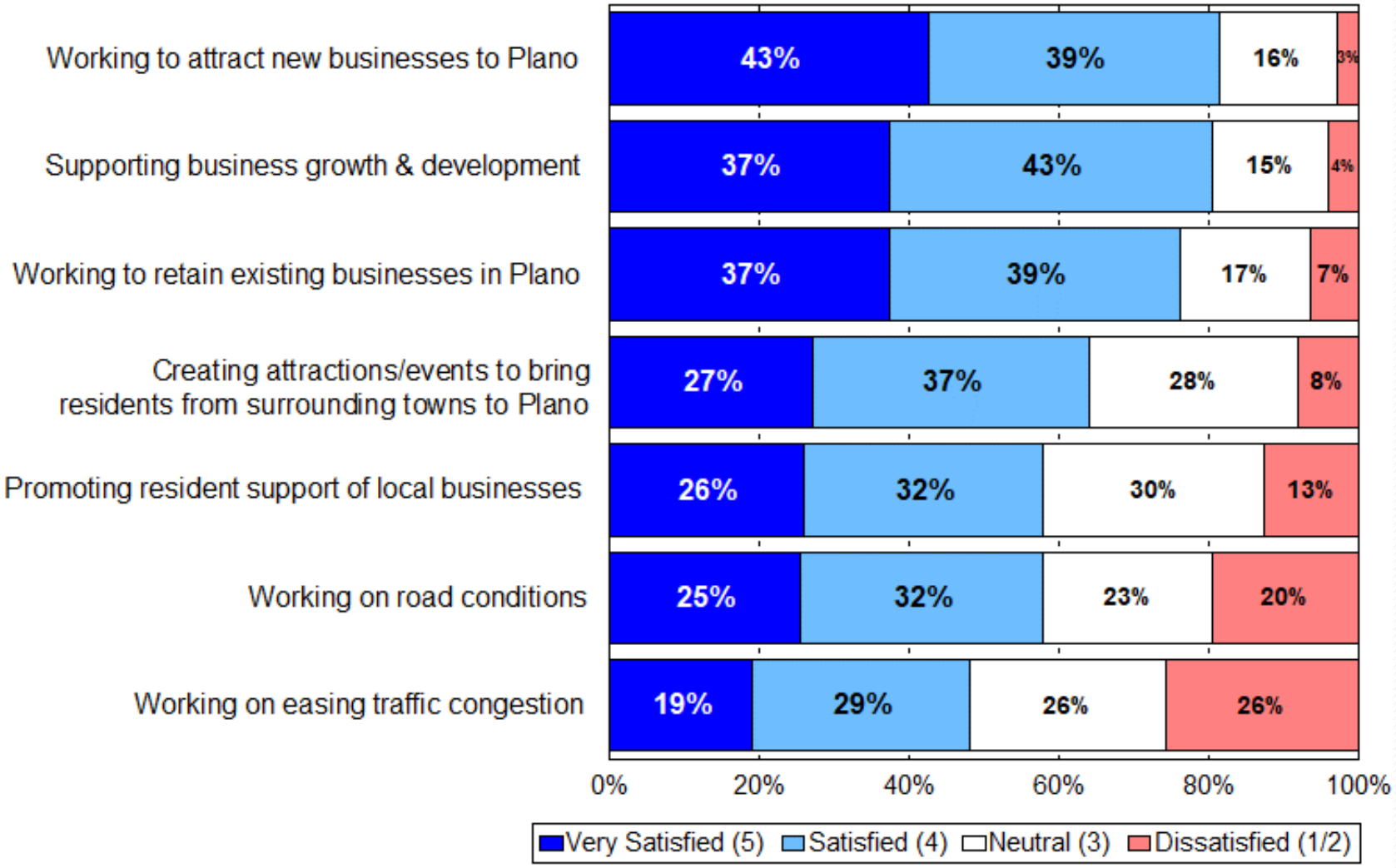


Source: ETC Institute (2018 City of Plano Business Survey)

81% of Businesses Feel the Business Atmosphere in Plano Remains Good or Has Gotten Better in the Past Two Years; Only 6% Feel the Business Atmosphere Is Poor or Has Gotten Worse

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")

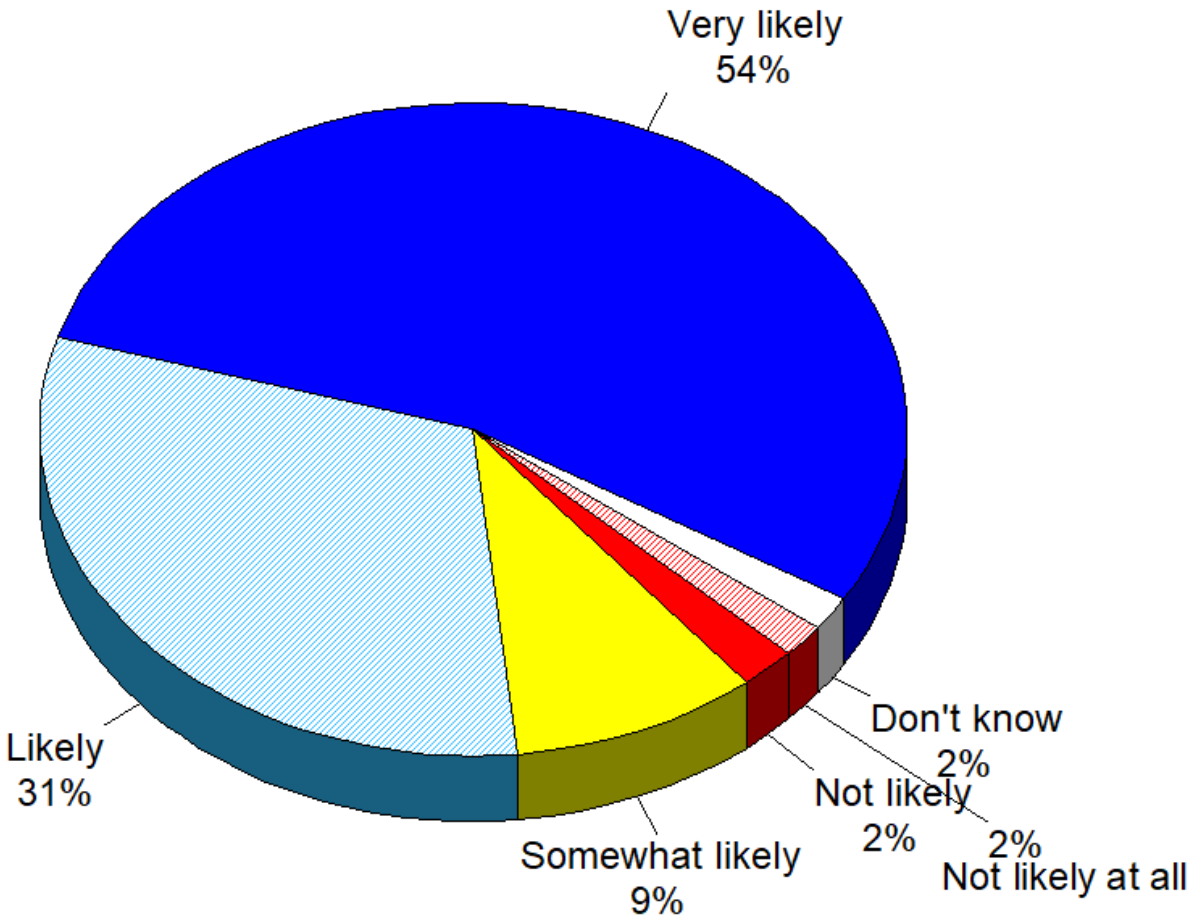


Source: ETC Institute (2018 City of Plano Business Survey)

Businesses Gave High Ratings for How Well the City Works to Attract New Businesses, Supports Business Growth, and Works to Retain Existing Businesses, But There Are Some Concerns with Traffic Congestion and Road Conditions

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

by percentage of businesses surveyed

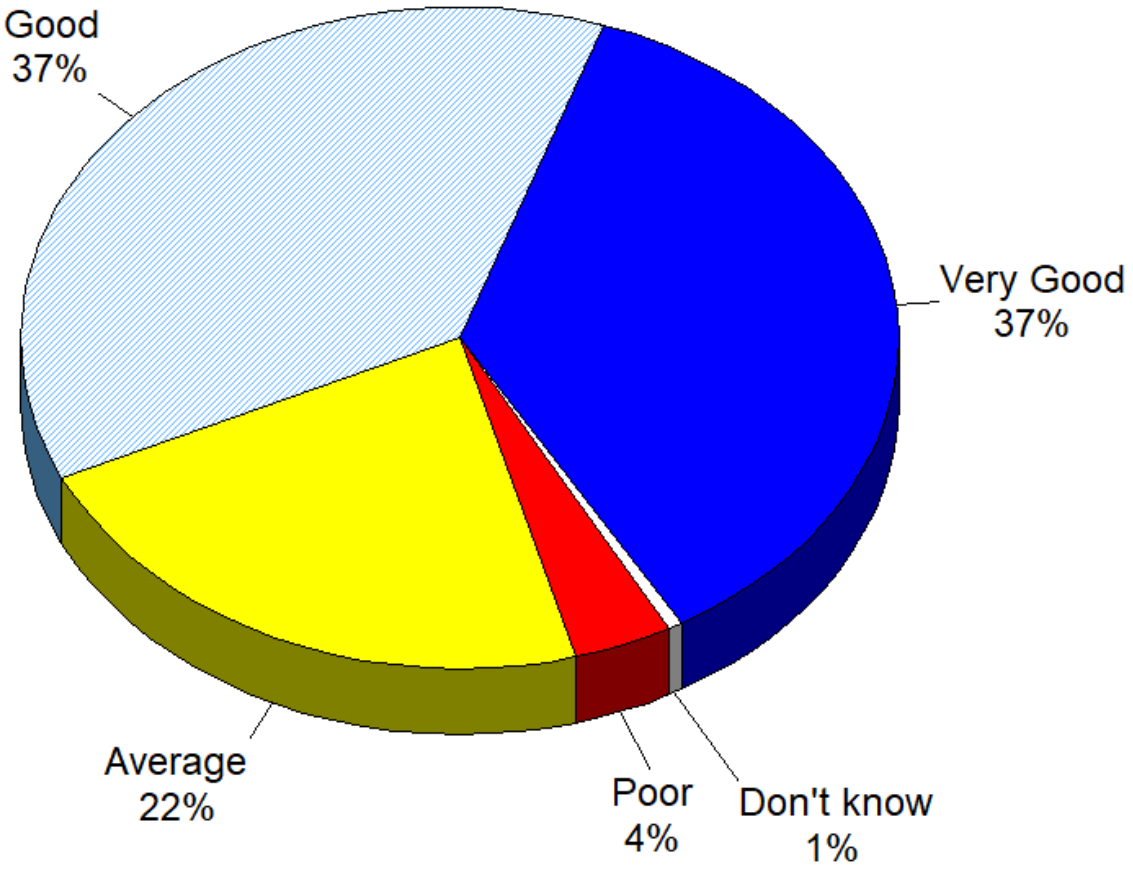


Source: ETC Institute (2018 City of Plano Business Survey)

85% of Businesses Would Be Very Likely or Likely to Recommend Plano as a Business Location; Only 4% Would Not Be Likely to Recommend Plano

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

by percentage of businesses surveyed

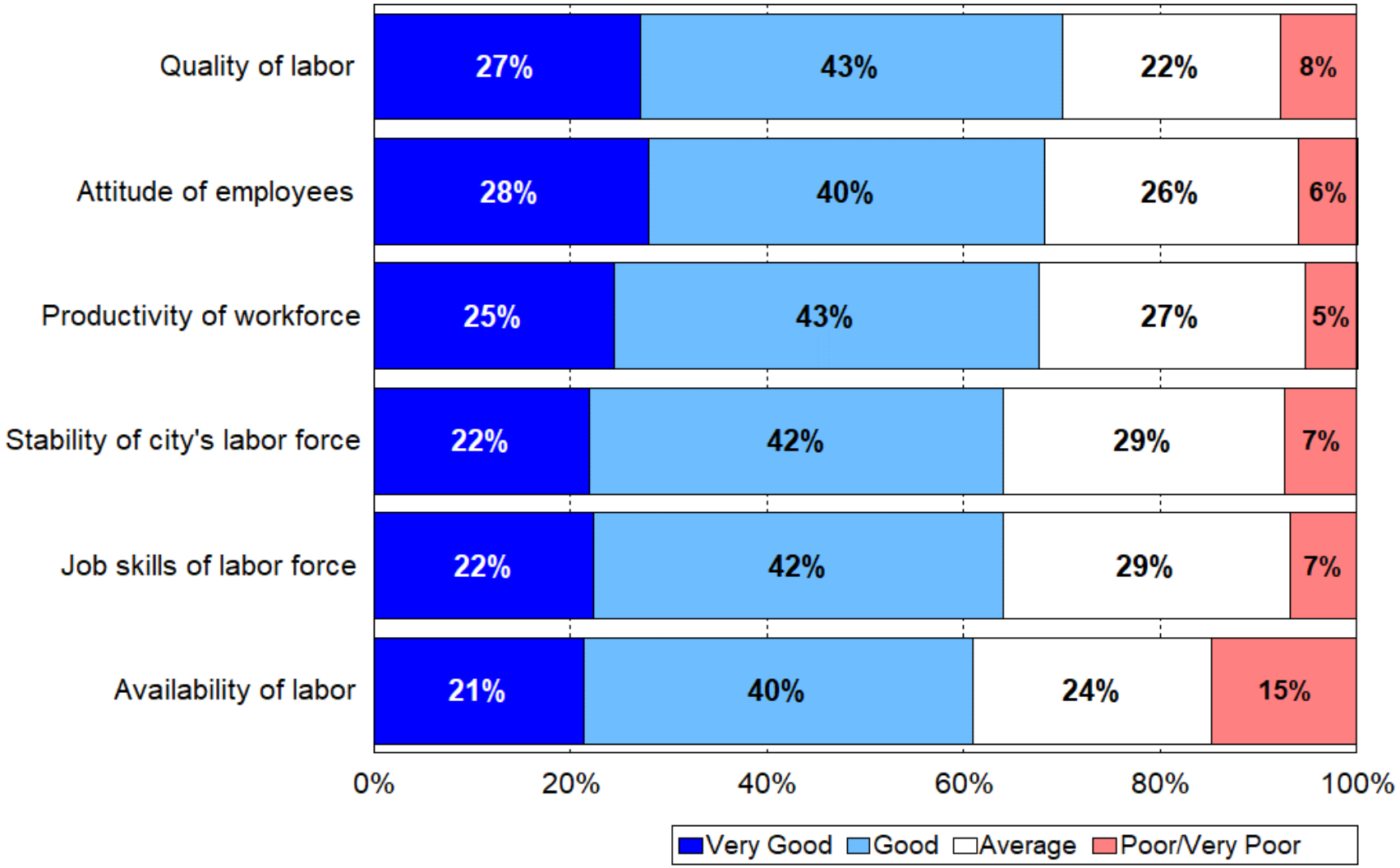


Source: ETC Institute (2018 City of Plano Business Survey)

74% of Businesses Rated the Physical Appearance of the Area Near Their Business as Very Good or Good; Only 4% Gave a Rating of Poor

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")



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

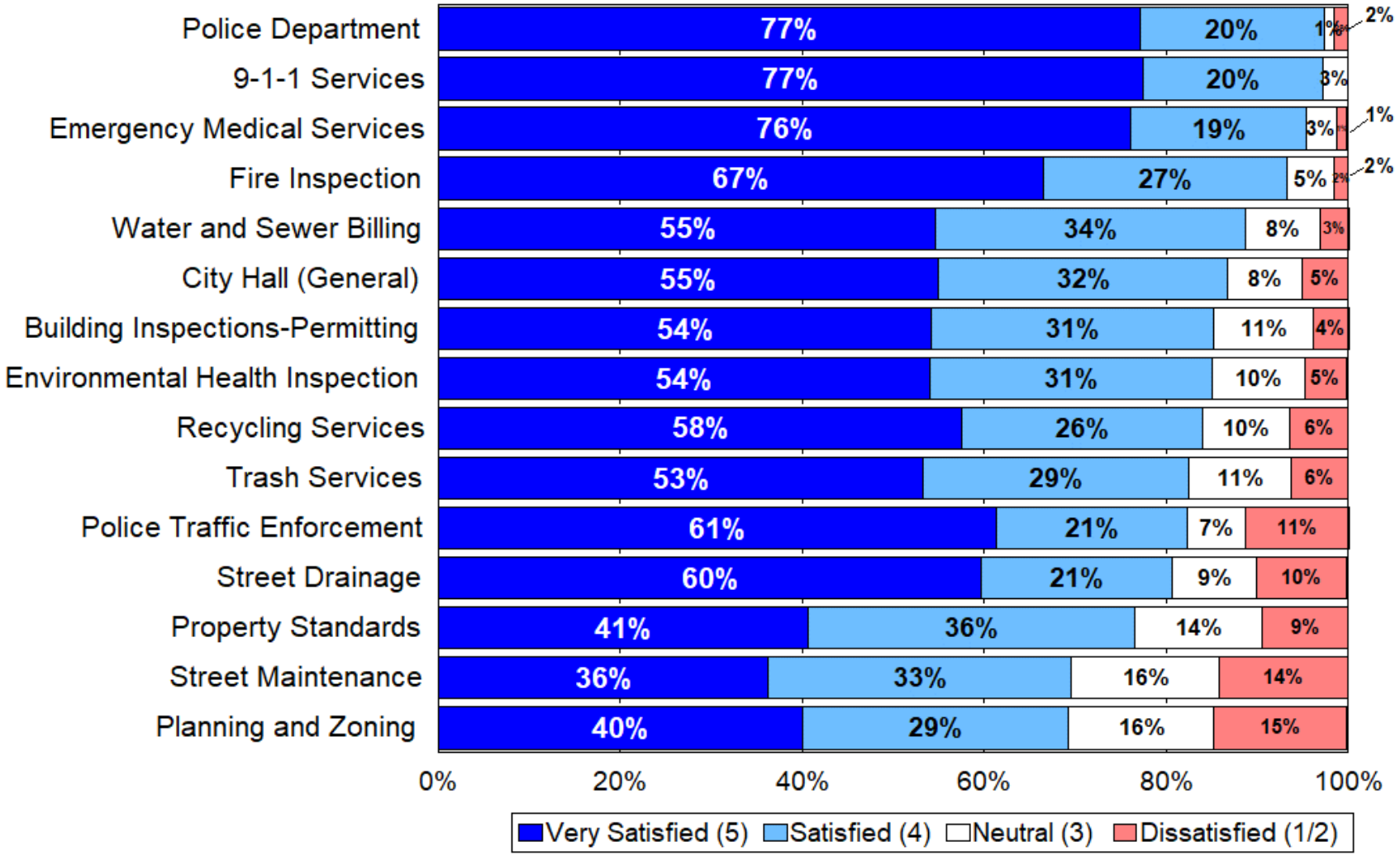
Businesses Gave Strong Ratings for the City's Labor Pool

Topic #3

Satisfaction with City Services

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")

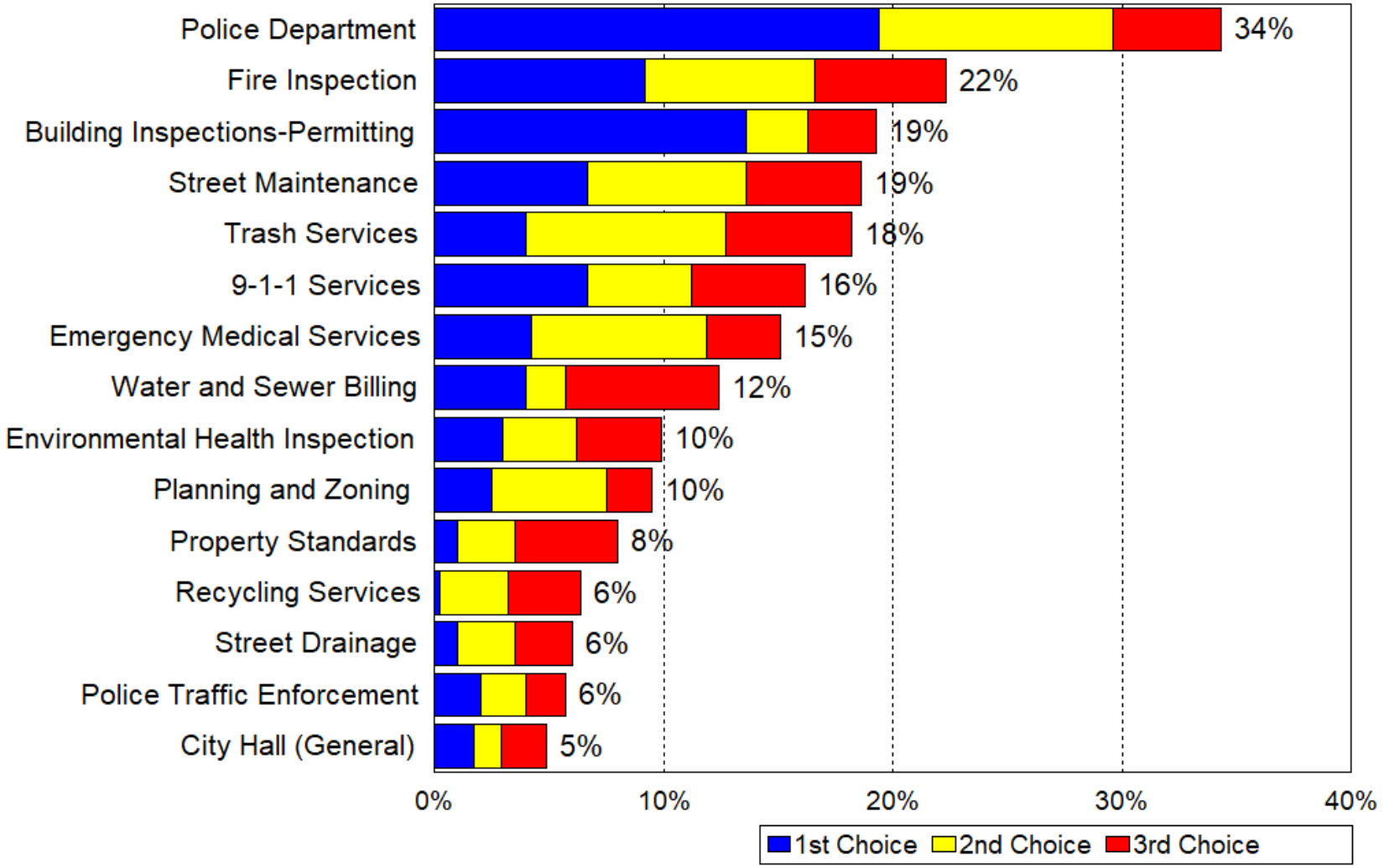


Source: ETC Institute (2018 City of Plano Business Survey)

Satisfaction Is High for City Services and Departments

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

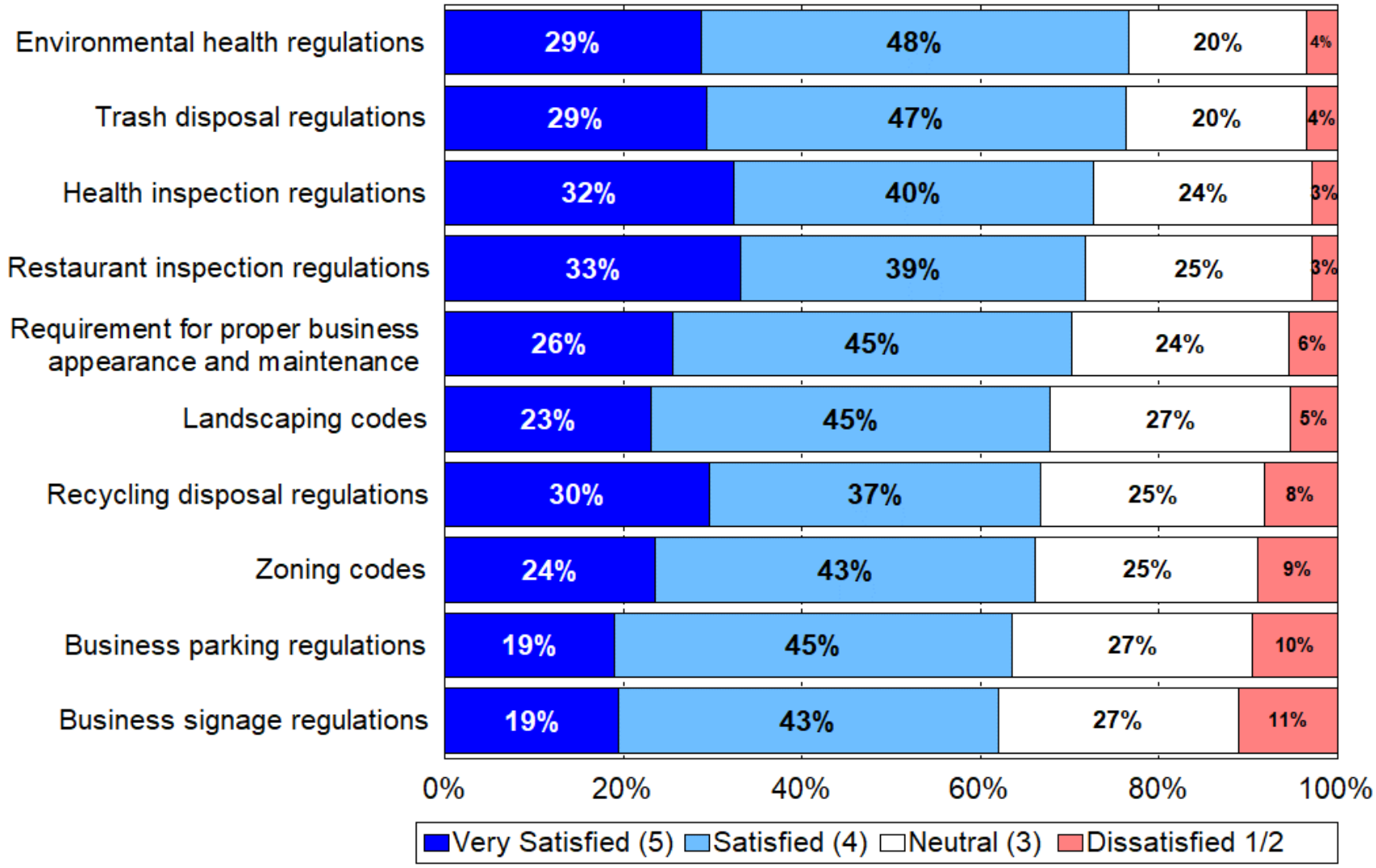


Source: ETC Institute (2018 City of Plano Business Survey)

The Most Important Services for Businesses Are: 1) Police Department, 2) Fire Inspection, 3) Building Inspections-Permitting and 4) Street Maintenance

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")

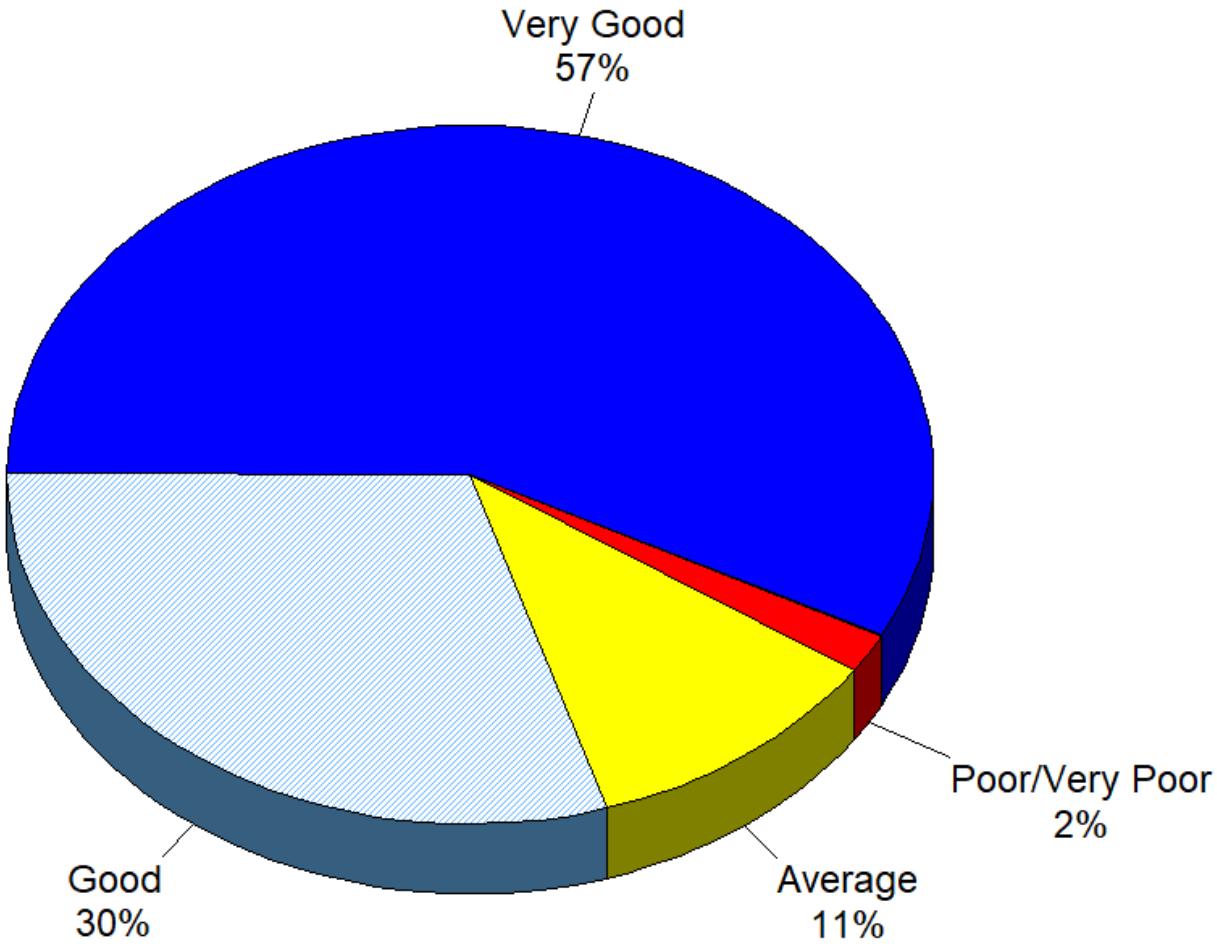


Source: ETC Institute (2018 City of Plano Business Survey)

Satisfaction Is High for City Codes and Regulations

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

by percentage of businesses surveyed



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

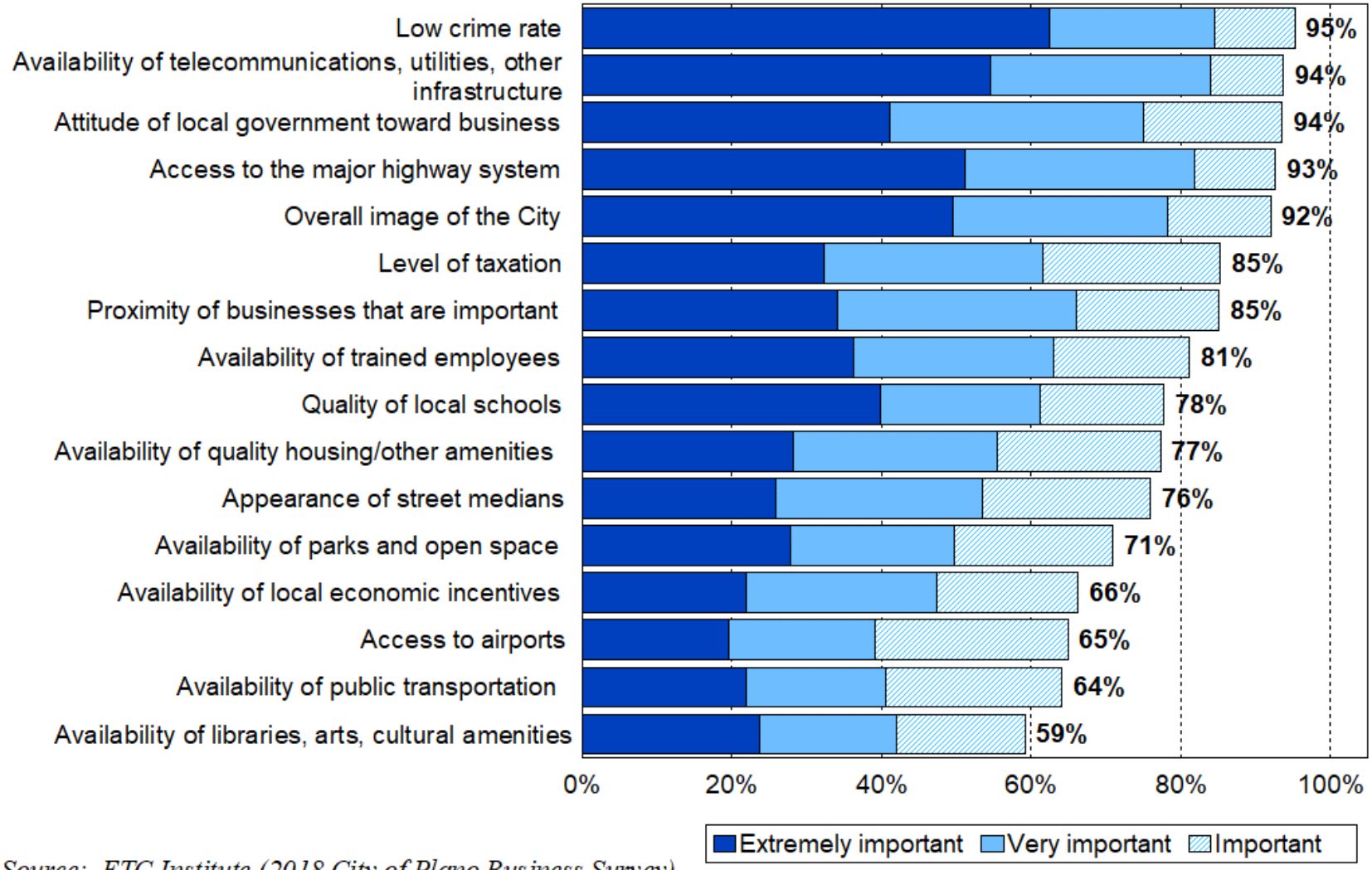
87% of Businesses Rate the City's Customer Service as Very Good or Good; Only 2% Gave a Rating of Very Poor or Poor

Topic #4

Reasons Businesses Decided to Locate in Plano

Importance of Various Factors in Deciding to Locate Your Business in Plano

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

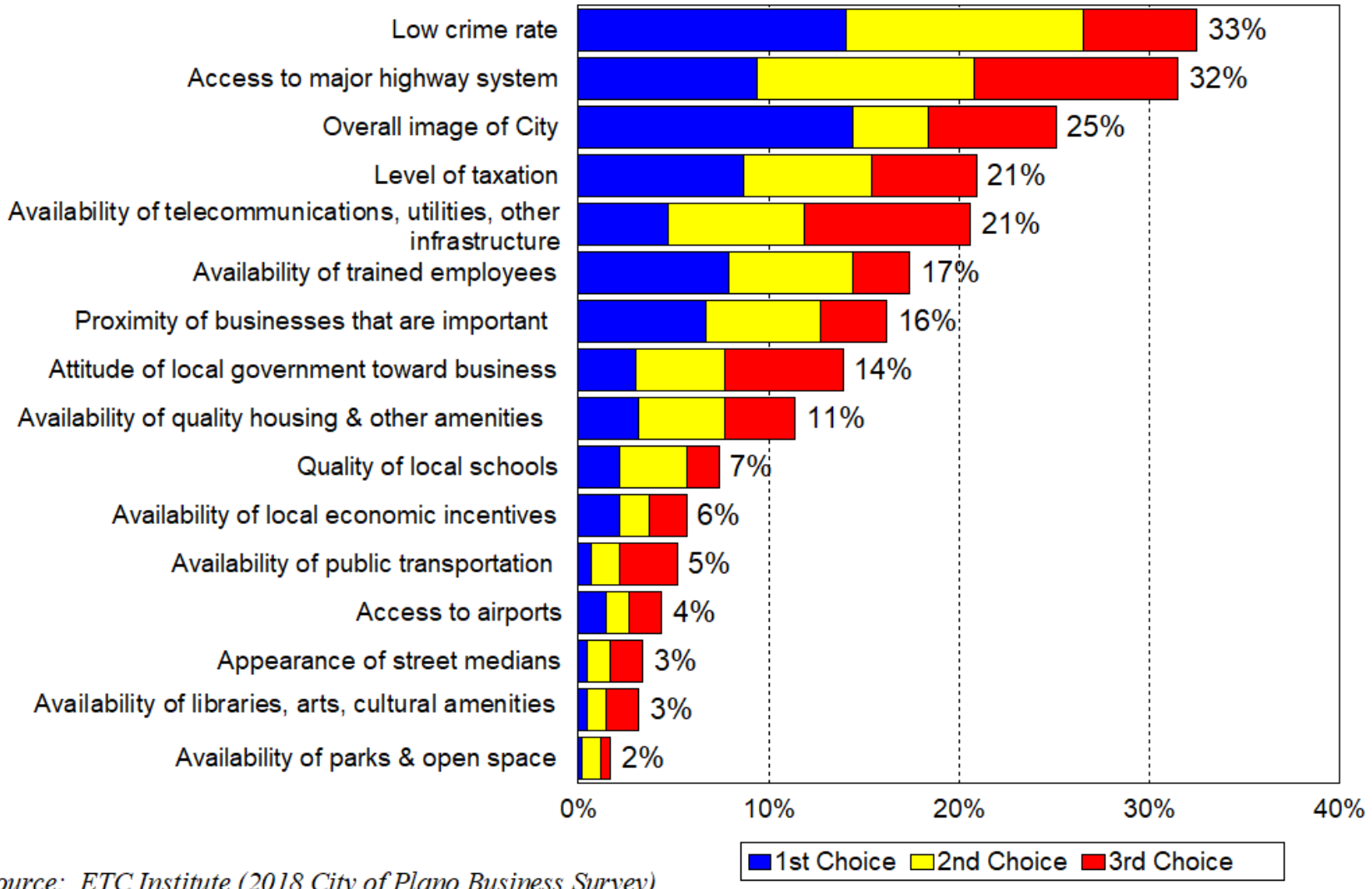


Source: ETC Institute (2018 City of Plano Business Survey)

Most Important Reasons for Businesses Deciding to Locate in Plano Are: 1) Low Crime Rate, 2) Availability of Telecommunications, Utilities, Other Infrastructure, and 3) Attitude of Local Gov. Towards Business

Issues That Will Have the Most Impact Businesses 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)

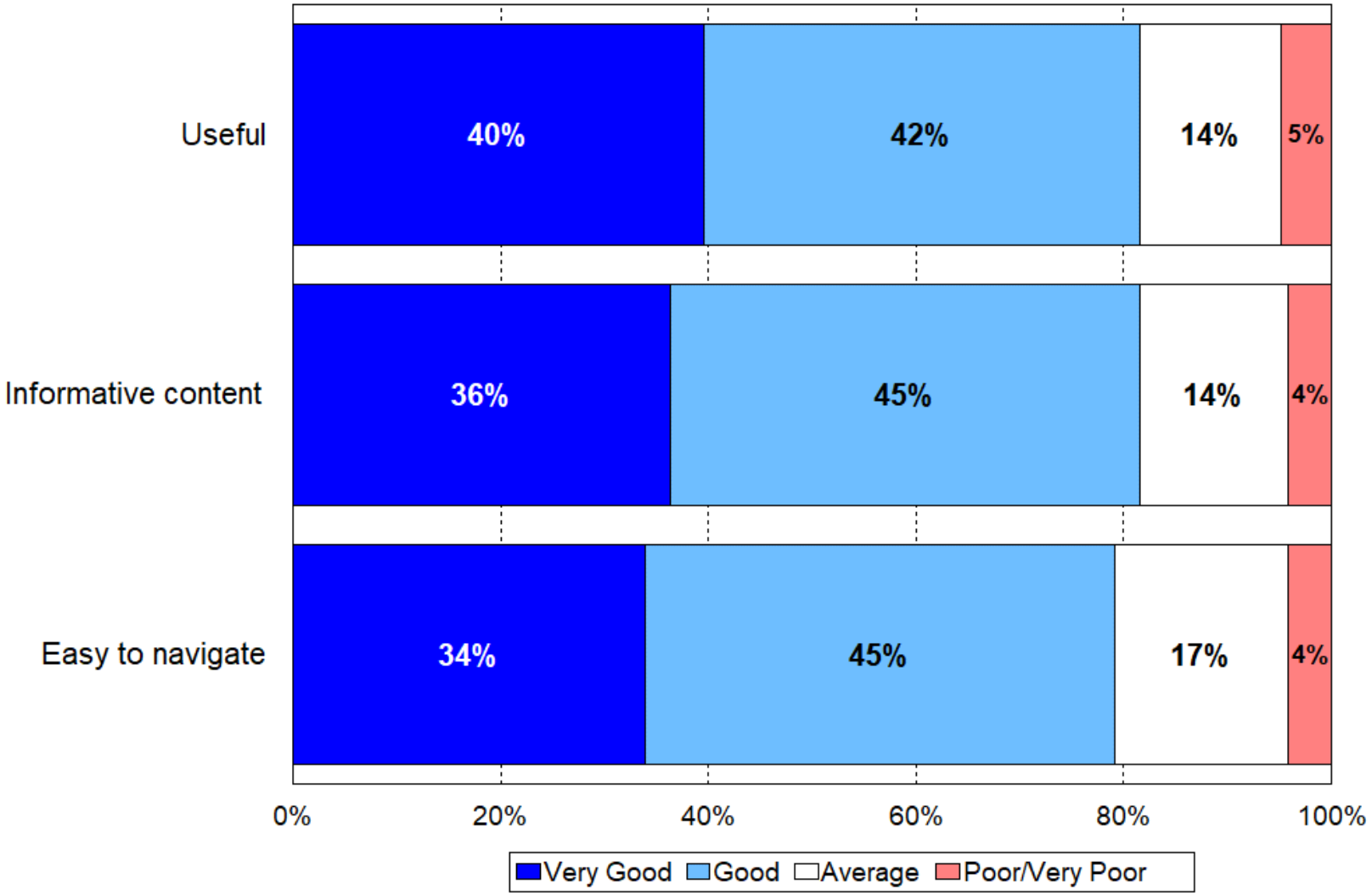
Reasons That Will Have the Biggest Impact on Businesses Staying in Plano for the Next 10 Years Are: 1) Low Crime Rate, 2) Access to Major Highways, and 3) Overall Image of the City

Topic #5

Communication

Ratings of the City of Plano Website

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

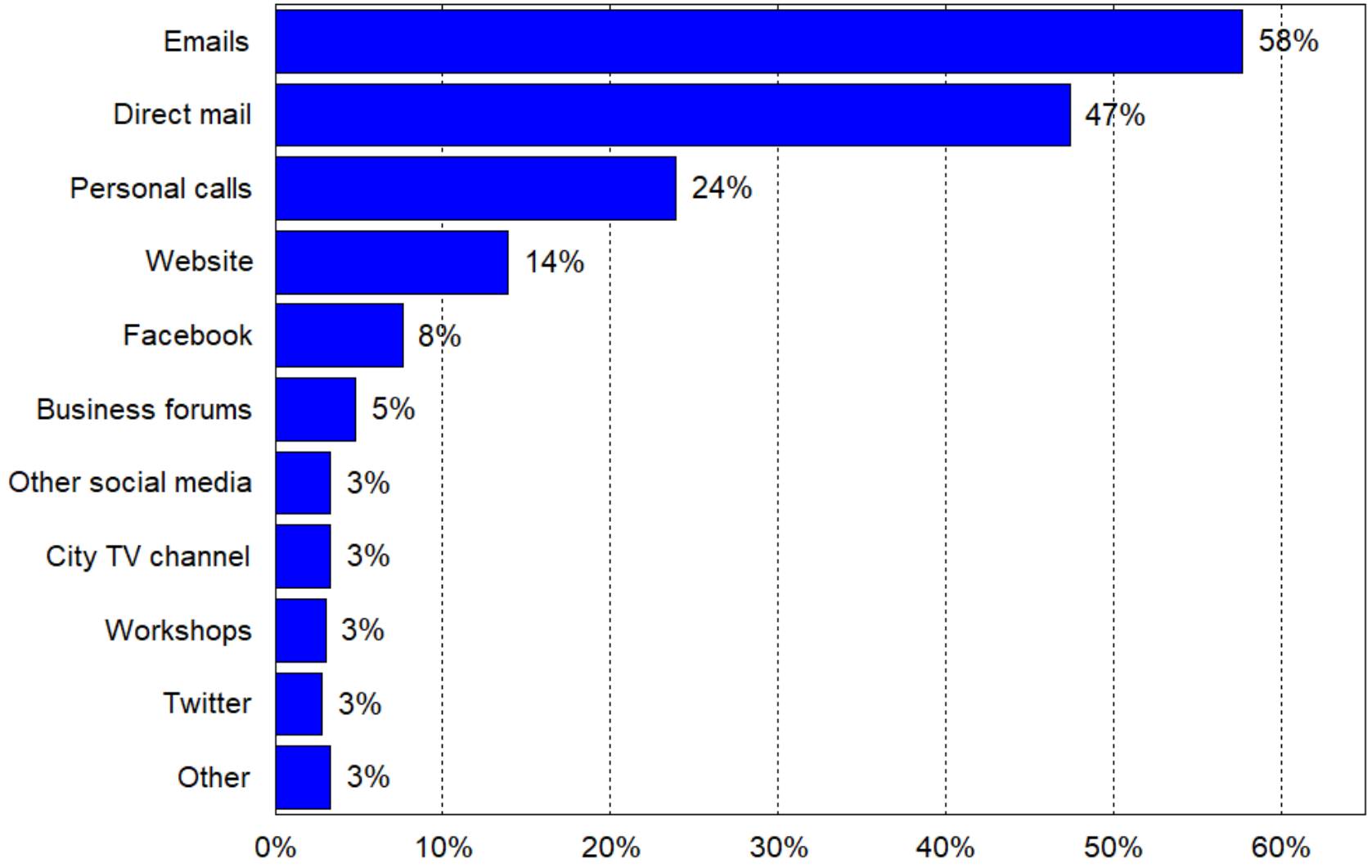


Source: ETC Institute (2018 City of Plano Business Survey)

Most Businesses That Have Used the City Website Feel it Has Informative Content, Is Useful, and Easy to Navigate; 5% or Less Rated Any of These Areas as Poor

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

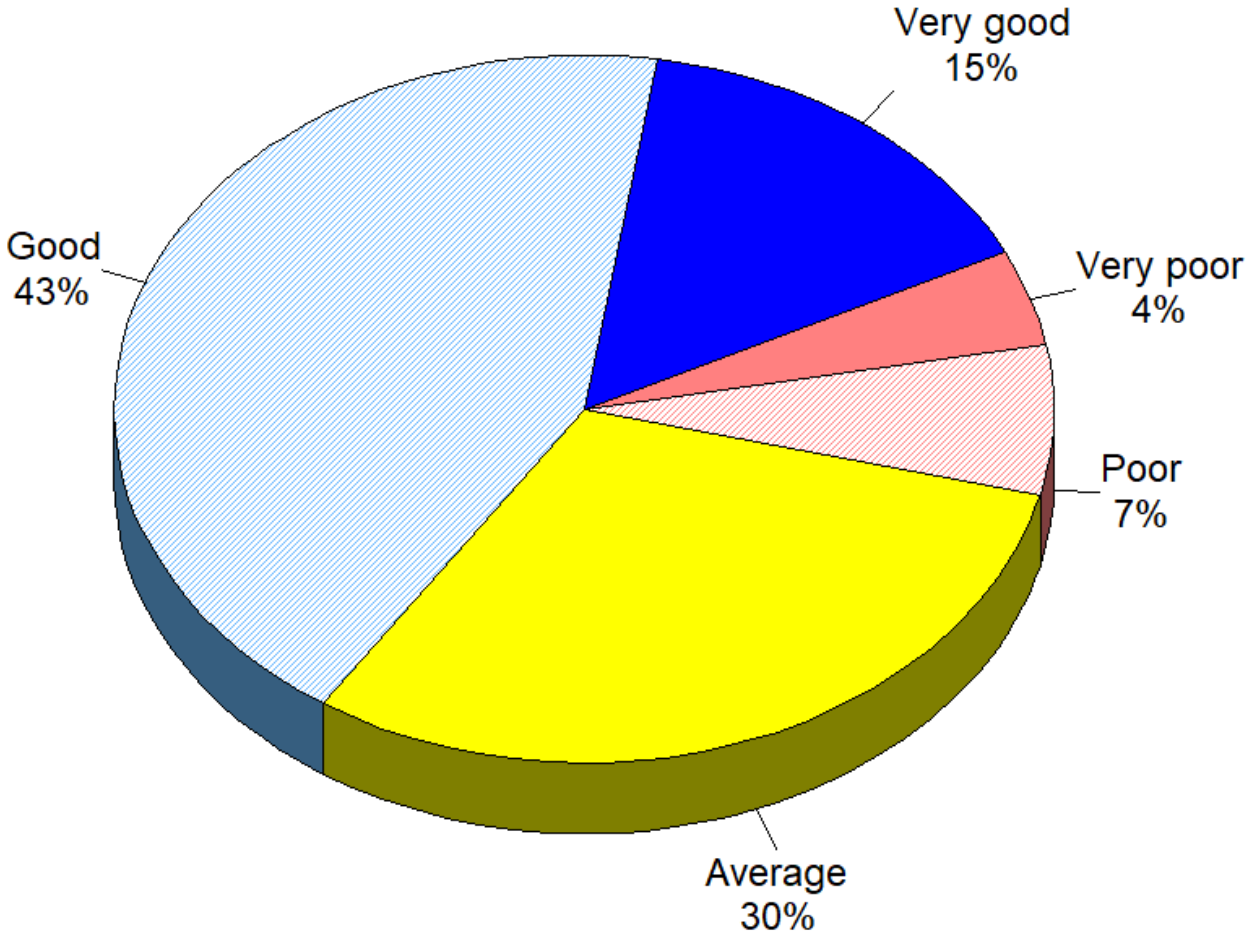
by percentage of businesses surveyed (excluding "don't know")



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

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

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



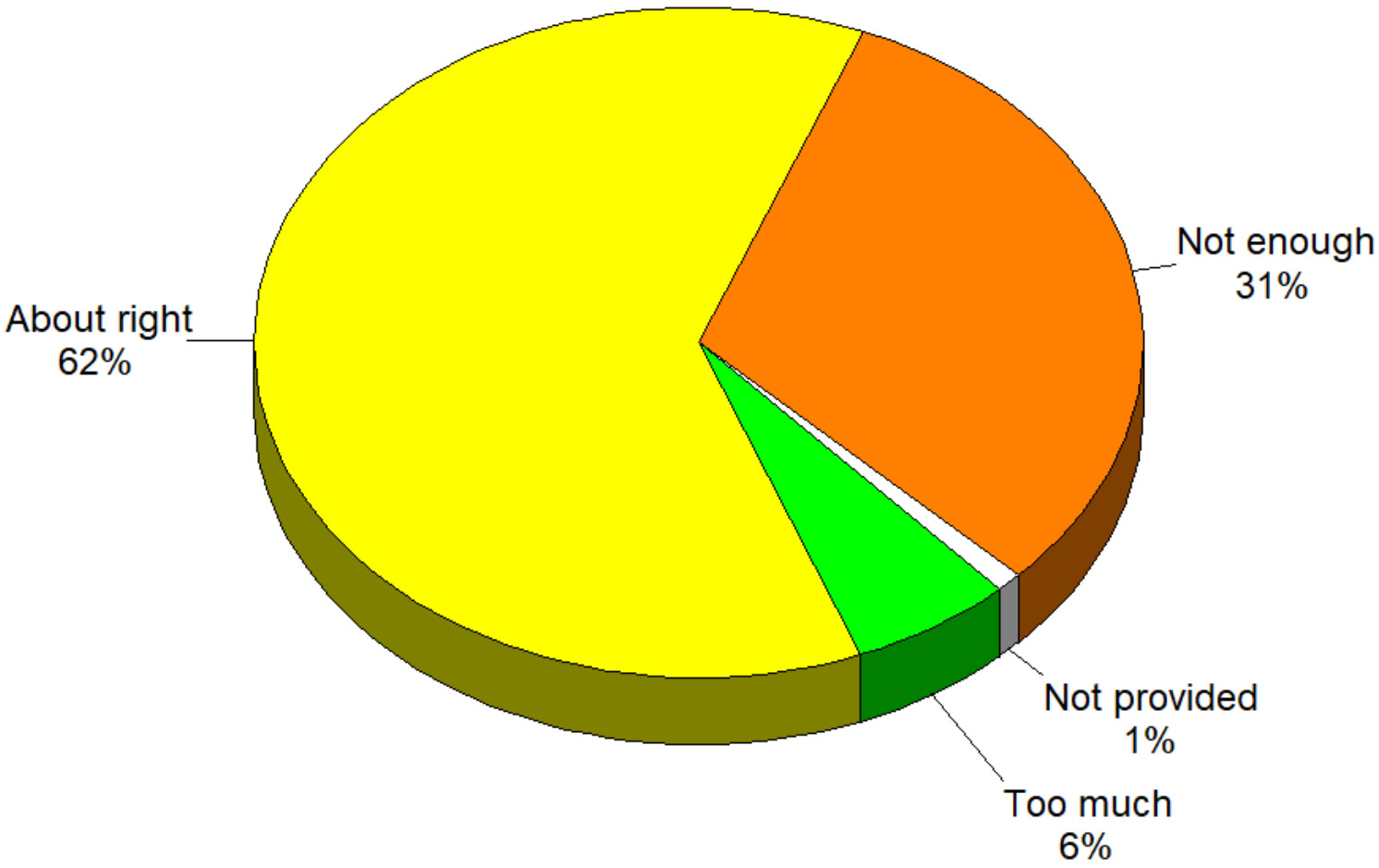
Source: ETC Institute (2018 City of Plano Business Survey)

58% of Businesses Feel the City Does a Very Good or Good Job Communicating with Business Owners/Managers; 11% Gave a Rating of Very Poor or Poor

Other Findings

Is the City doing enough street repair?

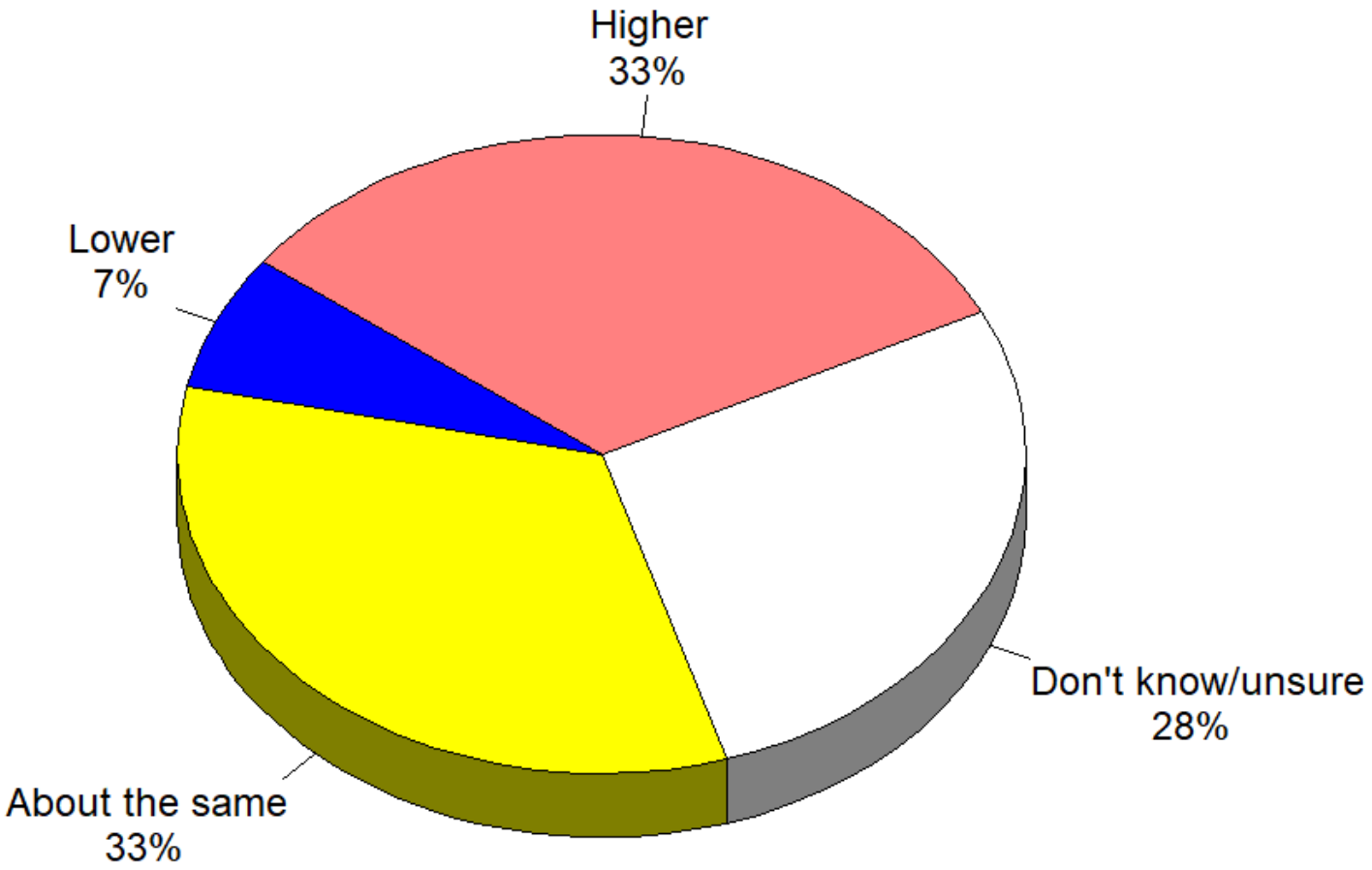
by percentage of businesses surveyed



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

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

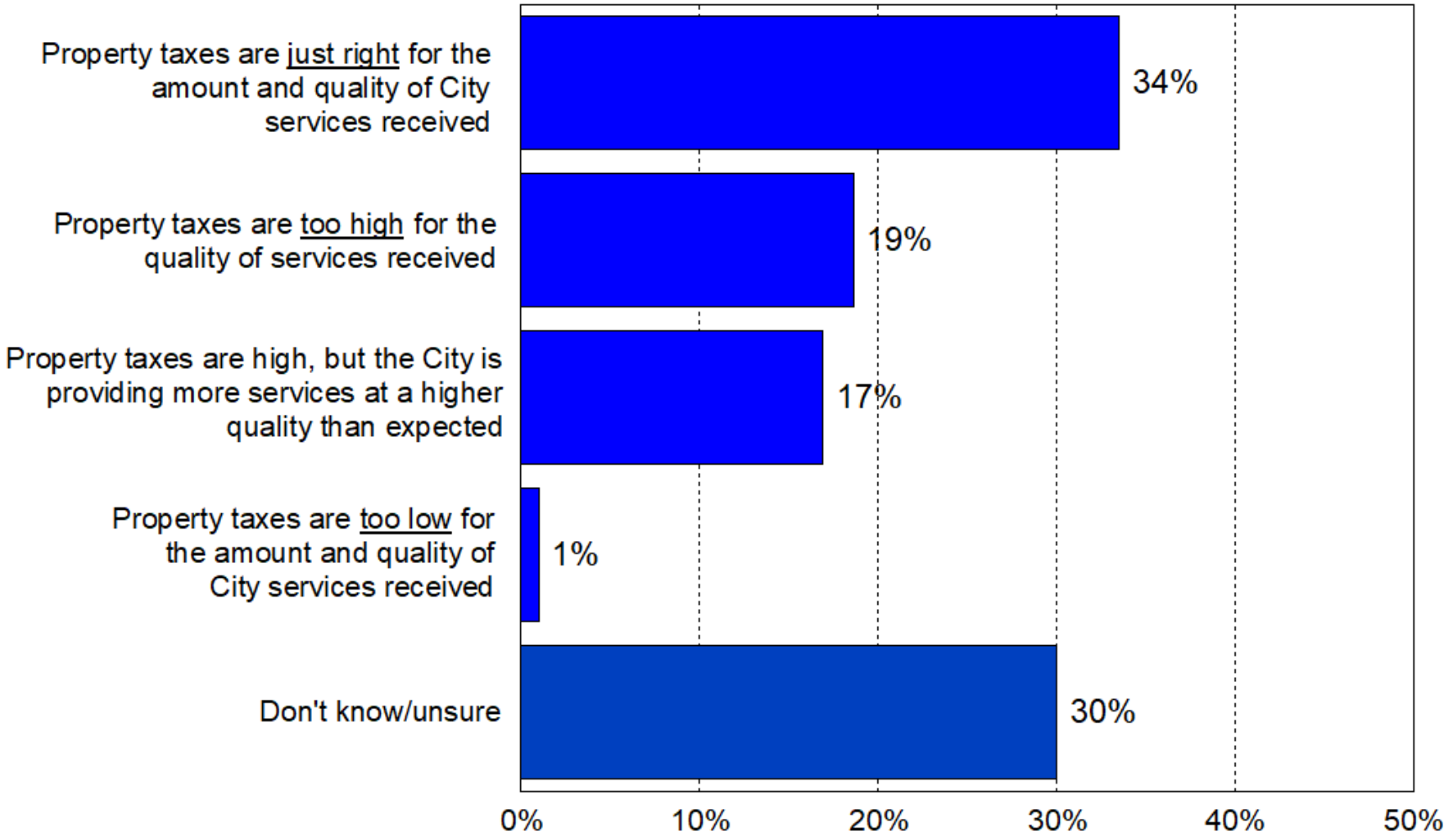
by percentage of businesses surveyed



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

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

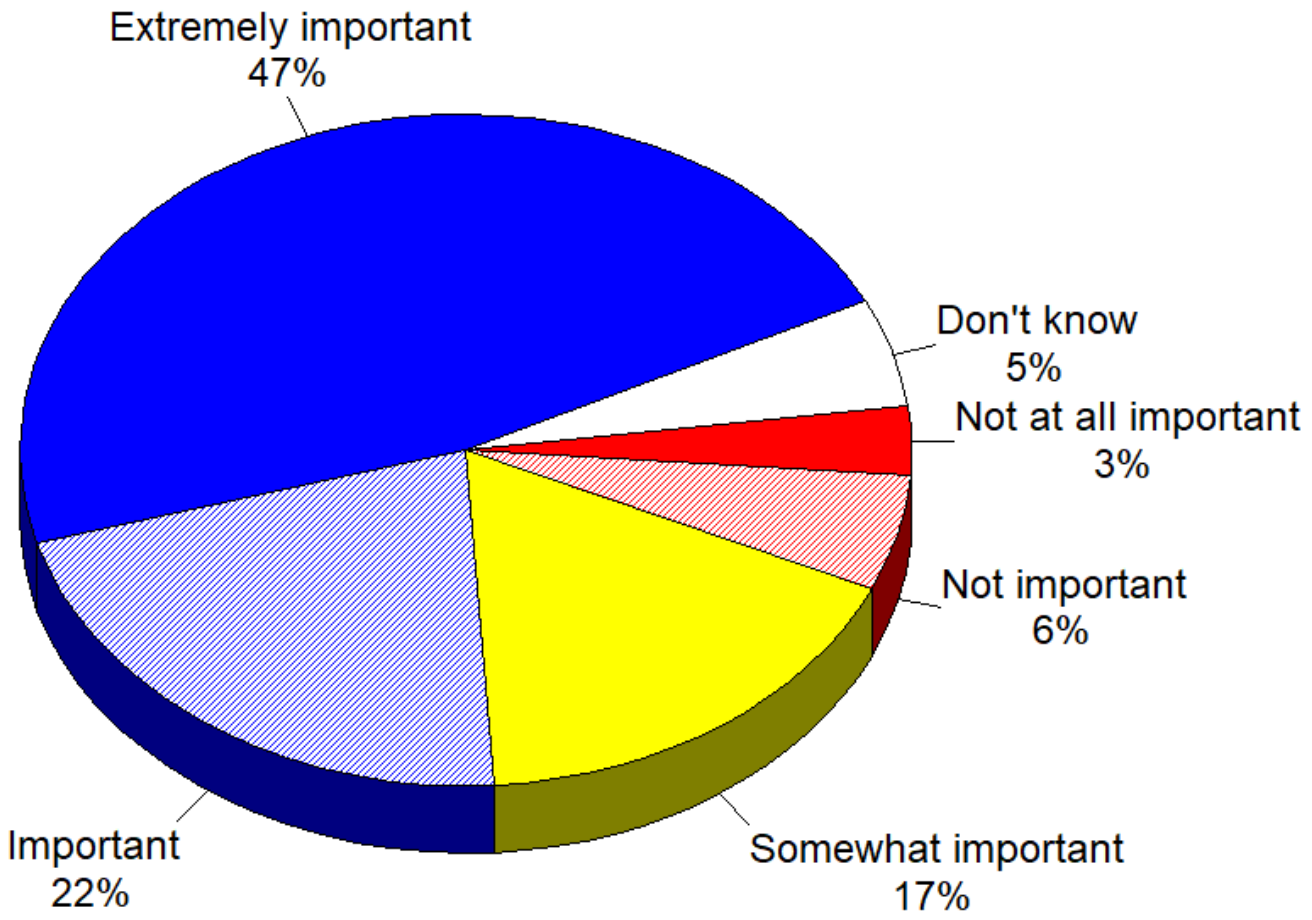
by percentage of businesses surveyed



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

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

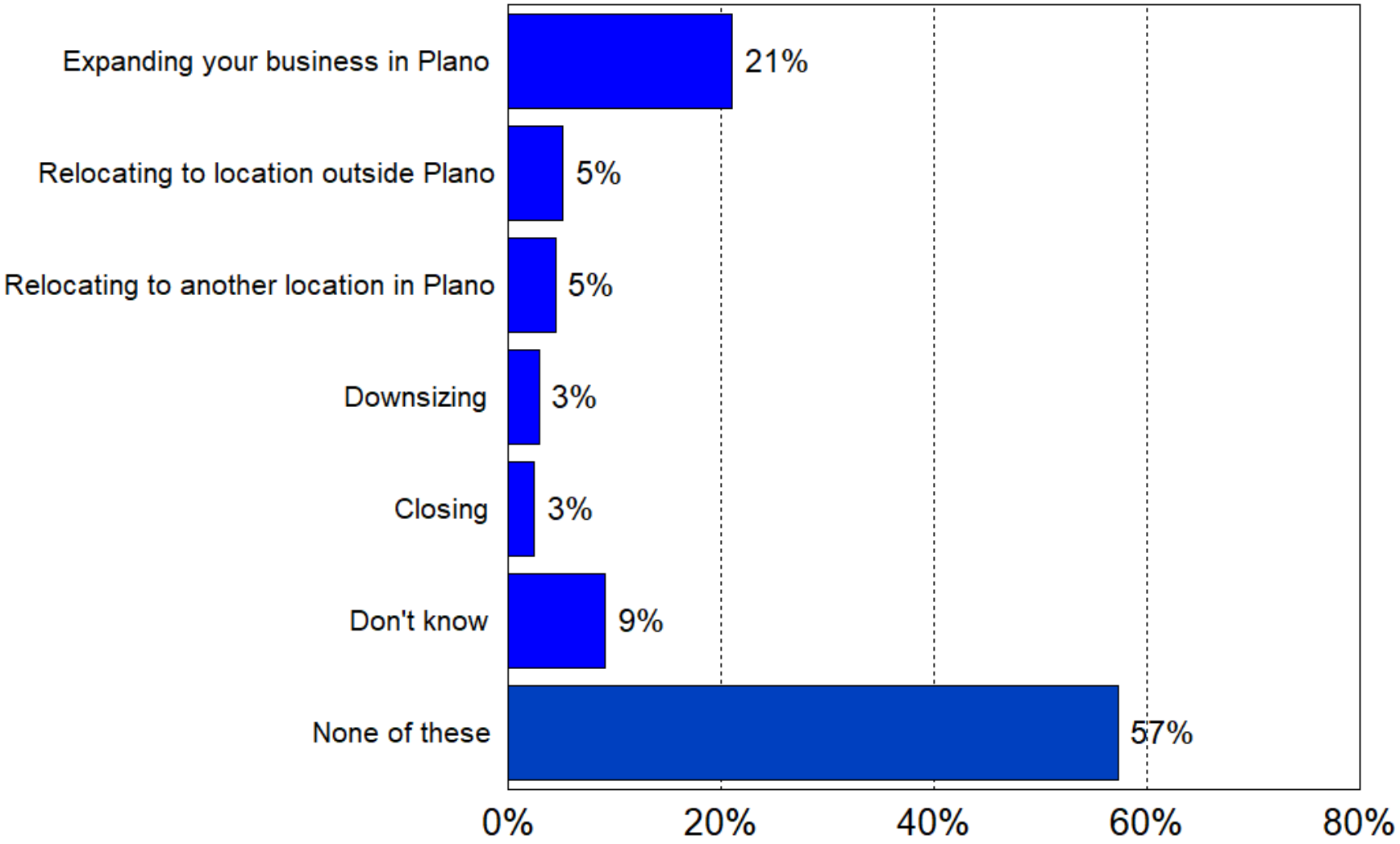
by percentage of businesses surveyed



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

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

by percentage of businesses surveyed



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

Summary

Summary

- Businesses have a very positive perception of the City
- Businesses have a very high level of satisfaction with City services
- The most important City services to businesses: 1) Police Department, 2) Fire Inspection, 3) Building Inspections-Permitting, and 4) Street Maintenance
- Top reasons businesses plan to stay in Plano: 1) Low crime rate, 2) Access to major highways, and 3) Overall image of the City

Questions?

THANK YOU!!