



2022 PLEASANTON BUSINESS SURVEY
320-990
DRAFT 3

(ASK FOR RESPONDENT BY NAME.) Mr./Ms. _____, my name is _____ and I am calling on behalf of the City of Pleasanton. We are conducting a survey of businesses in the City and would like to include your organization. I would like to interview the owner or a manager who is authorized to make decisions on behalf of the organization. Would that be you? (IF NO, ASK FOR SUCH A PERSON, SCHEDULE CALLBACK AS NEEDED; IF NO OWNER OR DECISION-MAKER IN PLEASANTON, THANK AND TERMINATE).

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely ----- 1
Yes, cell but cannot talk safely ----- TERMINATE
No, not on cell ----- 2
(DON'T READ) DK/NA/REFUSED----- TERMINATE

MY FIRST QUESTIONS ARE BROADLY ABOUT PLEASANTON AS A PLACE TO DO BUSINESS.

1. (T- JDF) First ... In general, would you say that Pleasanton is an excellent, good, fair, or poor place to do business?

- Excellent----- 1
Good ----- 2
Fair ----- 3
Poor ----- 4
(DON'T READ) Don't know/NA ----- 5

(ASK IF Q1 = CODES 1-4)

2. (T- JDF) And why would you say that it is _____ place to do business? (PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER REASONS: Why else? RECORD VERBATIM; RECORD UP TO 3 REASONS)

a. An excellent

b. A good

c. A fair

d. A poor

(RESUME ASKING ALL RESPONDENTS)

3. Now thinking more specifically about Pleasanton’s location. Would you say the city’s location is excellent, good, fair, or poor in terms of _____? How about _____?
(RANDOMIZE)

(DON’T
 READ)
 DK/NA/

		<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NO OPIN</u>
[]a.	(T- JDF) Attracting qualified employees-----	1	2	3	4	5
[]b.	(T- JDF) Retaining quality employees-----	1	2	3	4	5
[]c.	(T- JDF) Attracting customers -----	1	2	3	4	5
[]d.	(T- JDF) Accessing customers -----	1	2	3	4	5
[]e.	(T- JDF) Accessing vendors-----	1	2	3	4	5
[]f.	(T- JDF) Finding appropriate business space-----	1	2	3	4	5

4. And thinking about the infrastructure in Pleasanton. Would you say that the quality of the _____ in Pleasanton is excellent, good, fair, or poor? How about the _____?
(RANDOMIZE)

(DON’T
 READ)
 DK/NA/

		<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NO OPIN</u>
[]a.	(T- JDF) Roads-----	1	2	3	4	5
[]b.	(T- JDF) Telecommunication services-----	1	2	3	4	5
[]c.	(T- JDF) Public transportation services-----	1	2	3	4	5
[]d.	(T- JDF) Electric utility services -----	1	2	3	4	5
[]e.	(T- JDF) Water services -----	1	2	3	4	5
[]f.	(T- JDF) Sewer services -----	1	2	3	4	5

5. Now thinking about the amenities or quality of life elements Pleasanton has to offer, would you say that the _____ in Pleasanton (is) (are) excellent, good, fair, or poor? How about the _____?
(RANDOMIZE)

(DON’T
 READ)
 DK/NA/

		<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NO OPIN</u>
[]a.	(T- JDF) Public schools-----	1	2	3	4	5
[]b.	(T- JDF) Recreational activities -----	1	2	3	4	5
[]c.	(T- JDF) Variety of restaurants -----	1	2	3	4	5
[]d.	(T- JDF) Entertainment options-----	1	2	3	4	5
[]e.	Shopping and retail options -----	1	2	3	4	5
[]f.	Amount of affordable housing for employees-----	1	2	3	4	5
[]g.	Downtown -----	1	2	3	4	5

6. How interested are you in having more opportunities for your business to work with local students? Are you: **(READ LIST)** ...?

- Very interested----- 1
- Somewhat interested----- 2
- Not too interested ----- 3
- Not at all interested ----- 4
- (DON'T READ) DK/NA**----- 5

7. Now I would like to ask you about some of the services the City of Pleasanton provides. I am going to read you a list of five of these services. As I read each one, please tell me whether you think it is a very, somewhat, not very, or not at all important service for the City to provide. **(RANDOMIZE)**

- | | <u>VERY</u> | <u>SOME-
WHAT</u> | <u>NOT
VERY</u> | <u>NOT AT (DK/NA/
ALL NO OPIN)</u> |
|---|-------------|-----------------------|---------------------|--|
| []a. (T- JDF) Public safety----- | 1 | 2 | 3 | 4 ----- 5 |
| []b. (T- JDF) Public communication ----- | 1 | 2 | 3 | 4 ----- 5 |
| []c. (T- JDF) Enforcement of property appearance
standards ----- | 1 | 2 | 3 | 4 ----- 5 |
| []d. (T- JDF) Permit processing----- | 1 | 2 | 3 | 4 ----- 5 |
| []e. (T- JDF) Business recruitment----- | 1 | 2 | 3 | 4 ----- 5 |

8. Now I'm going to read the same the list of City of Pleasanton services. This time, please tell me whether the City is doing an excellent, good, fair, or poor job of providing it. **(RANDOMIZE)**

- | | <u>EXC</u> | <u>GOOD</u> | <u>FAIR</u> | <u>POOR</u> | <u>(DK/NA/
NO OP.)</u> |
|---|------------|-------------|-------------|-------------|----------------------------|
| []a. (T- JDF) Public safety----- | 1 | 2 | 3 | 4 | ----- 5 |
| []b. (T- JDF) Public communication ----- | 1 | 2 | 3 | 4 | ----- 5 |
| []c. (T- JDF) Enforcement of property appearance
standards ----- | 1 | 2 | 3 | 4 | ----- 5 |
| []d. (T- JDF) Permit processing----- | 1 | 2 | 3 | 4 | ----- 5 |
| []e. (T- JDF) Business recruitment----- | 1 | 2 | 3 | 4 | ----- 5 |

THESE NEXT QUESTIONS ARE ABOUT YOUR BUSINESS' EXPERIENCE WITH THE CORONAVIRUS PANDEMIC.

9. How would you rate the City of Pleasanton's communication with business owners through coronavirus pandemic? Would you say it was ...?

- Excellent----- 1
- Good ----- 2
- Fair, or ----- 3
- Poor ----- 4
- (DON'T READ) DK/NA**----- 5

10. How would you rate the services provided by the City of Pleasanton to support and aid businesses through the coronavirus pandemic? Would you say it was ...? (READ LIST)

- Excellent----- 1
- Good ----- 2
- Fair, or ----- 3
- Poor ----- 4
- (DON'T READ) DK/NA----- 5

11. Next, I'm going to read you a list of actions some business-owners have taken over the last two years in response to the coronavirus pandemic. Please tell me if you had or have taken that action for your business. (READ LIST; ACCEPT MULTIPLE RESPONSES)

- Reduced employee work hours----- 1
- Laid off employees----- 2
- Introduced greater flexibility in work hours----- 3
- Allowed or increased work from home ----- 4
- Introduced or increased remote or contactless services----- 5
- Reduced the number of services offered----- 6
- Decreased hours of operation----- 7
- Increased hours of operation----- 8
- Paused all services or operations completely ----- 9
- Other (SPECIFY) _____ 10
- (DON'T READ) DK/NA----- 11

12. Would you say your business is currently doing [] better, [] worse, or staying the same financially as it was before the coronavirus pandemic? (IF BETTER/WORSE: Is that much BETTER/WORSE or just somewhat?)

- Much better ----- 1
- Somewhat better----- 2
- Somewhat worse ----- 3
- Much worse ----- 4
- Stayed the same ----- 5
- (DON'T READ) DK/NA----- 6

13. Now I would like you to rate how much of a problem, if at all, each of the following are for your business as a result of the coronavirus pandemic: an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in your business. **(RANDOMIZE)**

	<u>EXT. SERIOUS PROBLEM</u>	<u>VERY SERIOUS PROBLEM</u>	<u>S.W. SERIOUS PROBLEM</u>	<u>NOT TOO SERIOUS PROBLEM</u>	<u>(DON'T READ) DON'T KNOW/NA</u>
[]a. Hiring employees to keep up with increased workflow -----	1-----	2-----	3-----	4-----	5-----
[]b. Difficulty purchasing and receiving new inventory for your business -----	1-----	2-----	3-----	4-----	5-----
[]c. Decline in business or sales -----	1-----	2-----	3-----	4-----	5-----
[]d. Lack of technology and web resources to complete online sales-----	1-----	2-----	3-----	4-----	5-----
[]e. Concern about the well-being of employees being exposed to COVID-19 on the job-----	1-----	2-----	3-----	4-----	5-----
[]f. Daycare or childcare challenges for employees-----	1-----	2-----	3-----	4-----	5-----
[]g. The emotional health of employees----	1-----	2-----	3-----	4-----	5-----
[]h. Offering competitive wages-----	1-----	2-----	3-----	4-----	5-----

14. Next, I'm going to read you a list of ways in which some business owners have sought aide in the last two years. For each one I read, please tell me if you have received aide or relief through that means. **(READ LIST; ACCEPT MULTIPLE RESPONSES)**

Alameda County CARES Act Grant -----	1
City business support loan program -----	2
State tax credits-----	3
CA Small Business COVID-19 Relief grant -----	4
A Paycheck Protection Program (or P-P-P) loan -----	5
Restaurant Revitalization funding -----	6
A COVID-19 Economic Injury Disaster Loan (or E-I-D-L)-----	7
Small Business Association (S-B-A) debt relief-----	8
Shuttered Venue Operators Grant-----	9
Federal tax credits-----	10
Private donations through platforms such as GoFundMe -----	11
Other (SPECIFY)-----	12
(DON'T READ) DK/NA-----	13

MY NEXT QUESTIONS WILL TURN TO INTERACTIONS YOU MAY HAVE HAD WITH THE CITY.

15. **(T- JDF)** In the past year, have you been involved in the City’s building permitting process? **(IF YES, ASK: Was that interaction in person or online?)**

- Yes, in person----- 1
- Yes, online ----- 2
- Yes, both----- 3
- No ----- 4
- (DON’T READ) DK/NA----- 5**

(ASK IF Q15 = CODE 1 OR 2 OR 3)

16. In general, would you say that the City staff involved in that process were very, somewhat, not very, or not at all _____? How about _____? **(IF INTERACTED WITH MORE THAN ONE STAFF MEMBER, SAY: What about the most recent staff member you talked to, or City staff overall?) (RANDOMIZE)**

		<u>VERY</u>	<u>SOME- WHAT</u>	<u>NOT VERY</u>	<u>NOT AT ALL</u>	<u>(DON’T READ) IT VARIES</u>	<u>(DON’T READ) DK/NA/ NO OPIN</u>
[]a.	(T- JDF) Courteous -----	1-----	2-----	3-----	4-----	5-----	6-----
[]b.	(T- JDF) Helpful -----	1-----	2-----	3-----	4-----	5-----	6-----
[]c.	(T- JDF) Fair-----	1-----	2-----	3-----	4-----	5-----	6-----
[]d.	(T- JDF) Responsive to your needs -----	1-----	2-----	3-----	4-----	5-----	6-----
[]e.	(T- JDF) Consistent in their instructions -----	1-----	2-----	3-----	4-----	5-----	6-----

(ASK IF Q15 = CODE 1 OR 2 OR 3)

17. **(T- JDF)** Overall, would you say that the permitting process was very easy, somewhat easy, somewhat difficult, or very difficult?

- Very easy ----- 1
- Somewhat easy ----- 2
- Somewhat difficult ----- 3
- Very difficult----- 4
- (DON’T READ) DK/NA----- 5**

(RESUME ASKING ALL RESPONDENTS)

18. Do you prefer utilizing the permitting process online or in person, or does it make no difference to you?

- Online ----- 1
- In person ----- 2
- It makes no difference ----- 3
- (DON’T READ) DK/NA----- 4**

19. (T- JDF) Also in the past year, have you contacted any (IF Q15 = CODE 1: other) member(s) of the City staff for information or assistance? (IF YES, ASK: Was that interaction in person or online?)

- Yes, in person----- 1
- Yes, online ----- 2
- Yes, both----- 3
- No ----- 4
- (DON'T READ) DK/NA----- 5

(ASK IF Q19 = CODE 1)

20. In general, would you say that the City staff involved in that process were very, somewhat, not very, or not at all _____? How about _____? (IF INTERACTED WITH MORE THAN ONE STAFF MEMBER, SAY: What about the most recent staff member you talked to, or City staff overall?) (RANDOMIZE)

	<u>VERY</u>	<u>SOME- WHAT</u>	<u>NOT VERY</u>	<u>NOT AT ALL</u>	<u>(IT VARIES)</u>	<u>(DK/NA/ NO OP)</u>
[]f. (T- JDF) Courteous -----	1-----	2-----	3-----	4-----	5-----	6-----
[]g. (T- JDF) Helpful -----	1-----	2-----	3-----	4-----	5-----	6-----
[]h. (T- JDF) Fair-----	1-----	2-----	3-----	4-----	5-----	6-----
[]i. (T- JDF) Responsive to your needs -----	1-----	2-----	3-----	4-----	5-----	6-----
[]j. (T- JDF) Consistent in their instructions -----	1-----	2-----	3-----	4-----	5-----	6-----

(RESUME ASKING ALL RESPONDENTS)

21. (T- JDF) And turning toward the future ... Do you feel your business will definitely, probably, probably not, or definitely not be in Pleasanton two years from now?

- Definitely----- 1
- Probably ----- 2
- Probably not----- 3
- Definitely not ----- 4
- Not sure----- 5
- Will not be in business then/retiring ----- 6
- (DON'T READ) DK/NA----- 7

(ASK IF Q21 = CODES 1-5 OR 7)

22. Also two years from now, do you feel your business will have more, less, or about the same _____? How about _____? (RANDOMIZE)

	<u>MORE</u>	<u>LESS</u>	<u>SAME</u>	<u>(DON'T READ) DK/NA)</u>
[]a. (T- JDF) Amount of revenue-----	1-----	2-----	3-----	4-----
[]b. (T- JDF) Number of square feet of space -----	1-----	2-----	3-----	4-----
[]c. (T- JDF) Number of employees -----	1-----	2-----	3-----	4-----

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS HAVE TO DO WITH INTERNET AND PHONE SERVICE.

23. Now thinking about internet and cell phone service. Would you say that _____ is very important, somewhat important, not very important, or not at all important to your business? How about _____? **(RANDOMIZE)**

	<u>VERY IMP</u>	<u>SW IMP</u>	<u>NOT VERY IMP</u>	<u>NOT AT ALL (DK/NA/ IMP NO OPIN)</u>
[] a. (T- JDF) Reliable internet service -----	1	2	3	4 ----- 5
[] b. (T- JDF) High-speed internet service -----	1	2	3	4 ----- 5
[] c. (T- JDF) Reliable cell phone service-----	1	2	3	4 ----- 5

24. Have you found that obtaining _____ is **(ROTATE)** [] a major problem, a minor problem, or [] not a problem at all) in Pleasanton? How about _____? **(RANDOMIZE)**

	<u>MAJOR PROB</u>	<u>MINOR PROB</u>	<u>NOT A PROB</u>	<u>(DON'T READ) DK/NA)</u>
[] a. (T- JDF) Reliable internet service -----	1	2	3	4
[] b. (T- JDF) High-speed internet service -----	1	2	3	4
[] c. (T- JDF) Reliable cell phone service-----	1	2	3	4

25. **(T- JDF)** Do you feel the City of Pleasanton should definitely, probably, probably not, or definitely not play a role in the development of internet and cell phone service in Pleasanton?

- Definitely ----- 1
- Probably ----- 2
- Probably not ----- 3
- Definitely not ----- 4
- (DON'T READ) DK/NA** ----- 5

26. **(T- JDF)** Now thinking about everything we have been discussing, plus anything else that may be important to you, what else would you like tell the City about doing business in Pleasanton? **(PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER REASONS: What else? RECORD VERBATIM; RECORD UP TO 3 REASONS)**

IN ORDER TO CLASSIFY YOUR RESPONSES ALONG WITH OTHERS, I NEED TO ASK JUST A FEW QUESTIONS ABOUT YOUR BUSINESS.

27. Is your business _____ (READ EACH, RECORD RESPONSE)? (RANDOMIZE)
- | | <u>YES</u> | <u>NO</u> | <u>(DON'T READ)</u>
<u>DK/NA</u> |
|--|------------|-----------|-------------------------------------|
| []a. A small business----- | 1 | 2 | 3 |
| []b. Headquartered in Pleasanton----- | 1 | 2 | 3 |
| []c. Minority-owned----- | 1 | 2 | 3 |
| []d. Woman-owned----- | 1 | 2 | 3 |
| []e. LGBTQ+ (L-G-B-T-Q plus)-owned----- | 1 | 2 | 3 |

28. (T- JDF) How many years has your business been in Pleasanton? (OPEN-ENDED; RECORD VERBATIM AND THEN CODE TO BELOW)

-
- Fewer than 5 years ----- 1
 - 5-10----- 2
 - 11-20----- 3
 - 21 years or more----- 4
 - (DON'T READ) DK/NA----- 5

29. (T- JDF) Approximately how many square feet does your business have in Pleasanton? (OPEN-ENDED; RECORD VERBATIM AND THEN CODE TO BELOW)

-
- Fewer than 2,500 square feet ----- 1
 - 2,500-3,500 square feet----- 2
 - 3,501-4,500 square feet----- 3
 - 4,501-5,500 square feet----- 4
 - More than 5,500 square feet ----- 5
 - (DON'T READ) DK/NA----- 6

30. (T- JDF) How many employees do you have in Pleasanton? (OPEN-ENDED; RECORD VERBATIM AND THEN CODE TO BELOW)

-
- 1 (self-employed) ----- 1
 - 2-5 ----- 2
 - 6-15----- 3
 - 16-25 ----- 4
 - 26-50 ----- 5
 - 51-250 ----- 6
 - 251-500 ----- 7
 - 501+ ----- 8
 - (DON'T READ) DK/NA----- 9

31. And how many employees do you have outside of Pleasanton? (OPEN-ENDED; RECORD VERBATIM AND THEN CODE TO BELOW)

0-----	1
1-5-----	2
6-15-----	3
16-25-----	4
26-50-----	5
51-250-----	6
251-500-----	7
501+-----	8
(DON'T READ) DK/NA-----	9

THANK AND TERMINATE

MODE

Phone-----	1
Online-----	2

ZIP

94588-----	1
94566-----	2

NUMBER OF EMPLOYEES

1-2-----	1
2-10-----	2
11-50-----	3
50+-----	4

BUSINESS TYPE

Pending city categories-----	
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