



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

Date: March 18, 2021

To: Mark F. Miller, City Manager

From: Robert J. Bruner, Assistant City Manager
Glenn Lapin, Economic Development Specialist

Subject: Business Engagement and Priority Study

On June 22, 2020, City Council awarded contracts to Cobalt Community Research (“Cobalt”) for a resident benchmarking survey, business survey, and library survey. The library survey was conducted in July 2020. The resident survey was conducted between January and March 2021 and the results will be presented to City Council in April.

City staff is now working with Cobalt on the business survey. A draft is attached for your information and input. Please note this is a rough draft and will be edited and proofread before distribution.

10. Rate the **business space** in Troy on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Affordability of working space for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of working space for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of working space for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability of warehouse/storage space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of warehouse/storage space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of warehouse/storage space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Rate the **cooperative and collaborative environment** in Troy on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Welcoming attitude toward businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City's responsiveness to business needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities to participate in the City's planning and development process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of Troy's economic development website for information businesses may need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Please rate Troy **emergency services** (law enforcement, fire, emergency medical) on the following attributes:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Emergency medical services response time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire response time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police response time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Rate Troy's **local government** on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Being well-managed (efficient, organized)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicating effectively to the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having leaders who are trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spending dollars wisely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Now, think about the **transportation infrastructure** in Troy and rate it on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Road pavement condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion on the roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation for bicycle and foot traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Next, rate the **utility services** (electricity, natural gas, water and sewer) on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Reliability of utility services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of utility services to support your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability of City water and sewer rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of paying City water and sewer bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Rate the **regulatory environment** in Troy on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Clarity of City regulations affecting your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of complying with City regulations affecting your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairness of City regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of City services for the fees and taxes you pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Please note any City regulatory issues negatively impacting your business:

18. On a scale where 1 means "**Strongly Disagree**" and 10 means "**Strongly Agree**," rate your level of agreement with each statement below regarding doing business in Troy :

	Strongly Disagree= 1	2	3	4	5	6	7	8	9	Strongly Agree= 10	Don't Know
Troy regulations are fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Troy regulations encourage growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of code enforcement is reasonable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage regulations are reasonable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What are 3 things Troy does well to attract and retain businesses?

20. What could Troy do better to attract and retain businesses?

21. Consider all your experiences in the last year with Troy as a place to do business and rate it using a 10 point scale, where 1 means "**Very Dissatisfied**" and 10 means "**Very Satisfied**."

Very Dissatisfied= 1	2	3	4	5	6	7	8	9	Very Satisfied= 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Consider all of the expectations you have about Troy as a place to do business. Using a 10 point scale where 1 means "**Falls Short of Your Expectations**" and 10 means "**Exceeds Your Expectations**," to what extent has Troy fallen short or exceeded your expectations?

Falls Short= 1	2	3	4	5	6	7	8	9	Exceeds= 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Imagine an ideal community in which to do business. How closely does Troy compare with that ideal? Please use a 10 point scale where 1 is "**Not Very Close to the Ideal**" and 10 is "**Very Close to the Ideal**."

Not Close= 1	2	3	4	5	6	7	8	9	Very Close= 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. How likely are you to recommend Troy to a friend or colleague considering Troy as a place for their business?

0= Not at All Likely	1	2	3	4	5	6	7	8	9	10= Very Likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. Which City programs or services are utilized most by your business?

26. What could the City of Troy do to positively impact your business?

Communication Preferences

27. Where do you go most often for local news? (Mark all that apply.)

- | | | | |
|---|-------------------------------------|--|--|
| <input type="checkbox"/> TV stations | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Family/friends/colleagues | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Radio stations | <input type="checkbox"/> Internet | | <input type="checkbox"/> None of these |

28. How do you prefer to receive information from the City (events, programs, updates, etc.)? (Mark all that apply.)

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Print newsletter | <input type="checkbox"/> MITroy App | <input type="checkbox"/> Text message |
| <input type="checkbox"/> Email | <input type="checkbox"/> Online newsletter | <input type="checkbox"/> Troy YouTube channel | <input type="checkbox"/> Troy Today |
| <input type="checkbox"/> City website | <input type="checkbox"/> Facebook/social media | <input type="checkbox"/> Phone voice message | <input type="checkbox"/> WTRY Government Access |
| <input type="checkbox"/> Electronic newsletter | | <input type="checkbox"/> U.S. mail | |

29. Which social media do you use? (Mark all that apply.)

- | | | |
|-----------------------------------|------------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram | <input type="checkbox"/> NextDoor |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Snapchat | <input type="checkbox"/> Other (note below) |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> LinkedIn | <input type="checkbox"/> None |

30. Which TV stations do you use for local news? (Mark all that apply.)

- | | | |
|---|--|---|
| <input type="checkbox"/> WDIV Channel 4 | <input type="checkbox"/> Fox Channel 2 | <input type="checkbox"/> Other (note below) |
| <input type="checkbox"/> WXYZ Channel 7 | <input type="checkbox"/> PBS | <input type="checkbox"/> None |

31. Which newspapers (print or online) or blogs do you use for local news?

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> The Free Press | <input type="checkbox"/> Oakland County Times | <input type="checkbox"/> MLive | <input type="checkbox"/> Other (note below) |
| <input type="checkbox"/> The Detroit News | <input type="checkbox"/> Troy Times | <input type="checkbox"/> Troy Today | <input type="checkbox"/> None |
| <input type="checkbox"/> The Oakland Press | <input type="checkbox"/> Troy-Somerset Gazette | <input type="checkbox"/> Crain's Detroit Business | |

32. Other: Which additional sources do you use?

The following questions are for analysis only and will not be used in any way to identify your business

33. Which of the below best describe your role in your organization?

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Owner/partner/principal | <input type="checkbox"/> Executive/manager | <input type="checkbox"/> Other staff |
|--|--|--------------------------------------|

34. Where does your company do business?

- | | | |
|---|---|------------------------------------|
| <input type="checkbox"/> Mainly in Troy only | <input type="checkbox"/> Across the state | <input type="checkbox"/> Worldwide |
| <input type="checkbox"/> In the areas near Troy | <input type="checkbox"/> Across the U.S. | |

35. Over the next year, what are you anticipating for your company's employment levels?

- | | | | |
|----------------------------------|---|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Growing | <input type="checkbox"/> Staying the same | <input type="checkbox"/> Contracting | <input type="checkbox"/> Don't know |
|----------------------------------|---|--------------------------------------|-------------------------------------|

36. Over the next year, what are you anticipating for your company's business space needs?

- | | | | |
|----------------------------------|---|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Growing | <input type="checkbox"/> Staying the same | <input type="checkbox"/> Contracting | <input type="checkbox"/> Don't know |
|----------------------------------|---|--------------------------------------|-------------------------------------|

Contact Information (will not be linked to your responses)

37. Did you know Troy has an Economic Development Specialist on staff to assist with any issues your business may be having?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

38. Would you like to be contacted by the City of Troy?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

39. If you marked either of the above as "Yes," please provide your contact information (name, phone, email):