

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.



City of Troy 2021 Business Engagement and Priority Study - DRAFT 4

Troy is working to strengthen its understanding and support of businesses in our community. Your assessment of our community from a business perspective is vital. All answers will remain completely confidential.

		About You	ır Busine	ess					
1.	Which industry category best describes your business? (Mark all that apply.)								Т
	Professional, Scientific, and Construction		Finance and Insurance Arts, Entertainment, an						
	Retail Trade Accommodation Services	n and Food	Who	olesale Trade	e	Int	formation		
	Health Care and Social Real Estate Re	ental and	=	nufacturing		Ot	her		
	Assistance Leasing			nsportation a rehousing	na				
2.	What type of space or spaces do you use for your place of business in Troy? (Mark all that apply.)								
	Commercial Retail space Ho	me office	Man Space	nufacturing	Sto	rage space	e Lai	nd	
2		v2 (Mark all t	•						
ა.	Do you rent or own your place of business in Troy Own Rent Bo	•	пат арріў.	.)					
		ui							
4. How long has your business been in Troy? One year or loss									
	One year or less1-5 years6-1	10 years	year						
5.	How many employees work for your business in	Troy?							
	1-9 10-49 50	-99	100	-249	250	-499	500	0 or more	
6.	In which ZIP Code is your business located? (Mark all that apply.)								
	48083 48084 48	085	480	98					
		Abou	t Troy						
7. First, rate Troy's economic health in the last 2 years. Use a scale from 1 to 10, where 1 means "I						Poor" and 1	10 means "E	xcellent." If	
	you are not sure, please mark "Don't Know."					_		Excellent= Don't	
	Business growth	Poor= 1 2	3	4 5] [\bigcap	8 9	10 Know]
	Job growth			HH			7 6		1
	Level of unemployment		i H		i H				ĺ
	Strength of local economy			ПГ					ĺ
0									
8.	Next, rate the <i>economic outlook</i> of Troy for the next 2 years on the following: Excellent Don't								
	Business growth	Poor= 1 2	3	4 5] [7	8 9	10 Know	1
	Job growth						7 6]]
	Employment levels		i H				- 		i
	Strength of local economy			HH			7 6		1
_									
9.	Rate the business infrastructure in Troy on the follo	wing:						Excellent=	
		Poor= 1 2	3	4 5	, ₆	7	8 9	10 Don't Ki	now
	Availability of services to support business growth]
	Cell phone reception								1
	Speed of your internet connection]
	Variety of options available for access to the internet								

10.	Rate the <i>business space</i> 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										
	Availability of working space for businesses										
	Quality of working space for businesses										
	Affordability of warehouse/storage space										
	Availability of warehouse/storage space										
	Quality of warehouse/storage space										
11.	Rate the <i>cooperative and collaborative environment</i> in Troy on the following:										
	·	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10 Don't Know
	Welcoming attitude toward businesses										
	City's responsiveness to business needs		$\overline{\Box}$	\Box			\Box			\Box	
	Opportunities to participate in the City's planning and development process										
	Helpfulness of Troy's economic development website for information businesses may need										
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										
	Fire response time										
	Police response time										
13.	Rate Troy's <i>local government</i> on the following:										
	, ,	Poor= 1	2	3	4	5	6	7	8	9	Excellent= Don't 10 Know
	Being well-managed (efficient, organized)										
	Communicating effectively to the community										
	Having leaders who are trustworthy										
	Spending dollars wisely										
14	Now, think about the <i>transportation infrastructure</i>	in Trov a	nd rate	e it on t	he follo	wing.					
	The vi, a minical sacration of an insperious control in in incommunity and a control in incommunity and	Poor= 1	2	3	1	5	6	7	8	9	Excellent= 10 Don't Know
	Road pavement condition			Ň			\prod	\bigcap	\prod	Ń	
	Traffic congestion on the roads	П	Ħ	П			П	П	Ħ	П	
	Public transportation options	Ħ	Ħ	Ħ	Ħ	Ħ	Ħ	П	П	Ħ	
	Accommodation for bicycle and foot traffic		Ħ		П					П	
15	Next, rate the <i>utility services</i> (electricity, natural ga	s water	andse	or) o	n the fe	llowing	 				
13.	next, rate the utility services (electricity, flatural ga										Excellent=
	Reliability of utility services	Poor= 1	2	3	4	5	6	7	8	9	10 Don't Know
										H	
	Adequacy of utility services to support your business	H	H	H	H		H	H	H	H	HH
	Affordability of City water and sewer rates		H							\dashv	
	Ease of paying City water and sewer bills										

16.	Rate the <i>regulatory environment</i> in Troy on the following:
	Clarity of City regulations affecting your business Ease of complying with City regulations affecting your business Fairness of City regulations
	Value of City services for the fees and taxes you pay
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 Disagree= 10 Don't Kno
	Troy regulations are fair
	Troy regulations encourage growth
	Level of code enforcement is reasonable
	Signage regulations are reasonable
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
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
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
24.	How likely are you to recommend Troy to a friend or colleague considering Troy as a place for their business? O= Not at All Likely 1 2 3 4 5 6 7 8 9 10= Very Likely D= Not at All Likely 1 2 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
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 lo	ocal news? (<u>Mark all that apply</u>	.)					
	TV stations	Newspapers	Family/friends/ colleagues	Social media				
	Radio stations	Internet		None of these				
28.	How do you prefer to receive information from the City (events, programs, updates, etc.)? (Mark all that apply.)							
	Newspaper	Print newsletter	MITroy App	Text message				
	Email	Online newsletter	Troy YouTube channel	Troy Today				
	City website	Facebook/social media	Phone voice message	WTRY Government Access				
	Electronic newsletter	modia	U.S. mail	7.00000				
29.	Which social media do you use?	(Mark all that apply.)						
	Facebook	Instagram	NextDoor					
	Twitter	Snapchat	Other (note below)					
	YouTube	LinkedIn	None					
30.	Which TV stations do you use for	local news? (Mark all that appl	l <u>y.</u>)					
	WDIV Channel 4	Fox Channel 2	Other (note below)					
	WXYZ Channel 7	PBS	None					
31	Which newspapers (print or online	e) or blogs do you use for local	news?					
•	The Free Press	Oakland County Times	MLive	Other (note below)				
	The Detroit News	Troy Times	Troy Today	None				
	The Oakland Press	Troy-Somerset Gazette	Crain's Detroit Business					
00	_							
32.	Other: Which additional sources d	o you use:						
	The following questions are	a for analysis only and will	Inot be used in any way to i	dontify your business				
33.	Which of the below best describe			dentity your business				
00.	Owner/partner/principal	Executive/manager	Other staff					
3/1	Where does your company do bu							
J 4 .	Mainly in Troy only	Across the state	Worldwide					
	In the areas near Troy	Across the U.S.	Wondwide					
35.	Over the next year, what are you			□ -				
	Growing	Staying the same	Contracting	Don't know				
36.	Over the next year, what are you		<u>business space needs</u> ?					
	Growing	Staying the same	Contracting	Don't know				
	Conta	act Information (will not b	e linked to your responses)					
37.	Did you know Troy has an Econor	<u> </u>	• • •					
	Yes	No						
38.	Would you like to be contacted by	the City of Troy?						
	Yes	No						
20	<u> </u>		atact information /name	·maill:				
J7.	If you marked either of the above a	15 res, piease provide your cor	itact information (name, phone, e	man).				