BEC Letterhead

CITY OF BOULDER
BOULDER ECONOMIC COUNCIL
2005 Boulder Employer Survey

October 12, 2005

Dear Boulder Business Leader,

The City of Boulder is committed to a healthy and sustainable business climate. To help accomplish this, we are looking for input from you and other business leaders. Your feedback will help guide us as we work to improve city programs and develop new initiatives to support businesses in Boulder. The City of Boulder is working together with the Boulder Economic Council to gather this critical information.

Please take a few minutes to complete the enclosed survey. **YOUR OPINION IS IMPORTANT AND WILL MAKE A DIFFERENCE!** The information you provide will be kept completely **CONFIDENTIAL** and will not be reported to the City of Boulder or the public individually. Instead your survey will be grouped with others and presented in aggregate form. Results will be tabulated by RRC Associates, an independent Boulder research firm.

Please return the survey within 10 days in the enclosed postage-paid envelope. If you have any questions regarding the purpose and use of this survey, please contact Sean Maher, BEC Director, at (303) 786-7567. If you have any questions regarding survey administration, please contact Wendy Sullivan at RRC Associates at (303) 449-6558 x113.

To say thanks for your time and effort, we are providing some special gifts. **All completed surveys will be entered in a drawing to win one of the following 31 prizes:**

- $10 gift certificates to downtown Boulder merchants (10 to be given away)
- Heavy duty Boulder water bottles (10 to be given away)
- Single day lift tickets good at either Copper Mountain or Winter Park (10 to be given away)
- $20 parking cash key good at all City of Boulder parking meters (1 to be given away)

Again, thank you very much for taking time to share your thoughts. Your input is important and will help us make Boulder a better place for your business.

Best regards,

Frank Bruno
City Manager, City of Boulder

Sean Maher
Director, Boulder Economic Council

BOULDER ECONOMIC COUNCIL & CITY OF BOULDER
2005 EMPLOYER SURVEY

Thank you for your participation in the following survey. **Please return the survey within 10 days of receiving it using the enclosed postage-paid envelope.** Please be assured that your responses are completely CONFIDENTIAL and will be reported in group form only. Results will be tabulated by RRC Associates, an independent research firm in Boulder. As a small token of appreciation, all completed surveys will be entered in a **drawing for several prizes.** If you have any questions about survey administration, please contact Wendy Sullivan at RRC Associates at (303) 449-6558 x113. Thank you.

1. **Name of business:**

   _____

   Street address: _____

   City, zip: _____

   Contact person (for prize drawing): _____

   & Phone # or email: _____

2. **Industry sector:**

01) [ ] Aerospace
02) [ ] Computer hardware/storage
03) [ ] Software
04) [ ] Biotech/pharmaceuticals
05) [ ] Medical products
06) [ ] Outdoor products & apparel
07) [ ] Natural products
08) [ ] Media/publishing/marketing
09) [ ] Photonics
10) [ ] Instruments
11) [ ] Telecommunications
12) [ ] Plastics
13) [ ] Other: _____

3. **How long has this business been operating in the city of Boulder (under current and previous ownership)?**

   [ ] Less than 2 years
   [ ] 2 up to 5 years
   [ ] 5 up to 10 years
   [ ] 10 up to 20 years
   [ ] 20 years or more

EMPLOYMENT:

4. **How many employees did you/will you have at your city of Boulder location(s) at your peak employment in 2005 (including yourself)?** (include contract labor; if sole proprietor, insert "1")

	Peak # of employees
Full-time	
Part-time	
TOTAL EMPLOYEES	

5. **Approximately what percentage of your employees at your city of Boulder location(s) live in the city of Boulder?**

   _____% living in Boulder

6. **Approximately what percentage of your employees at your city of Boulder locations hold a 4-year college degree or higher?**

   _____% with a 4-year degree or higher

7. **In the next 12 months, do you plan to:**

   [ ] Increase your number of employees: How many? _____
   [ ] Reduce your number of employees How many? _____
   [ ] Stay about the same
   [ ] Don't know/Unsure

8. **When you hire employees, where do you typically recruit/advertise for employment?**

   [ ] Within Boulder
   [ ] Outside of Boulder
   [ ] Both

9. **It you recruit outside of Boulder, to what extent does your "Boulder" location affect your ability to recruit employees that live outside the Boulder area?**

   [ ] Makes it more difficult
   [ ] Has no effect / does not improve or hinder recruitment
   [ ] Makes it easier

LOCATION:

10. **Overall, how do you rate Boulder as a place to do business? Use a scale of "1- poor" to "5- excellent."**

Poor		Neutral		Excellent
1	2	3	4	5

11. **How optimistic are you about the future of Boulder's overall economic well-being?**

Very Pessimistic		Neutral		Very Optimistic
1	2	3	4	5

Any comments on your response?

_____

_____

_____

_____

12. **If you could change one thing about Boulder as a place in which to operate a business, what would that be?**

_____

_____

_____

_____

13. **How many business locations do you have in the city of Boulder?**
_____#

14. **Does your business have other locations outside of the city of Boulder?**
[ ] Yes [ ] No *(GO TO Q. 16)*

15. **(IF YES) How would you classify your Boulder location?**
[ ] Primary hub / business headquarters
[ ] Regional center
[ ] Branch / satellite office
[ ] Other: _____

16. **Size of commercial space occupied:**

What is the approximate total square footage of interior building space your business occupies in the city of Boulder only? (Include all business locations in the city of Boulder)

_____ sq. ft.

17. **Do you currently own or lease your business property in the city of Boulder?**
[ ] Own
[ ] Lease
[ ] Both (own some and lease some)

18. **(IF YOU LEASE ALL OR PART OF YOUR SPACE) What is your yearly rent per square foot for your building/interior space?**
Gross Rent $_____ per square foot / year
Triple Net Rent $_____ per square foot / year

19. **Which of the following best describes the amount of space your business presently occupies? (Please respond for both interior space and exterior space)**

Interior Space	Exterior Space	
[ ]	[ ]	Exceeds current and anticipated future space requirements (too large) / looking to downsize or sublease
[ ]	[ ]	Meets current space requirements and allows for future expansion
[ ]	[ ]	Meets current space requirements, but does not allow for future expansion
[ ]	[ ]	Too small -- does not meet current or future space requirements
[ ]	[ ]	N/A – do not have or need this kind of space

20. **Would you rather own or lease your business property in the city of Boulder?**
[ ] Would rather own [ ] Would rather lease

21. **If an affordable opportunity arose to purchase suitable space in Boulder, how likely would you be to pursue that opportunity?**

Definitely Not	Unlikely	Maybe	Probably	Very Likely
1	2	3	4	5

22. **Do you anticipate *expanding* your business's interior or exterior space within the next TWO YEARS?**
[ ] Yes [ ] No *(GO TO Q. 26)*

23. ***(IF YES)* Which best describes the likelihood of expansion?**
[ ] Certain
[ ] Extremely likely
[ ] Somewhat likely
[ ] Slight

24. **How much interior building space would you need for your expansion needs?**
_____ interior space needed (sq. ft.)

25. **Do you anticipate you will be able to meet your expansion needs in the city of Boulder?**
[ ] Yes [ ] No [ ] Maybe / Not sure

Do you have any comments or suggestions about the availability of suitable space to meet your needs in the city of Boulder?

_____

_____

26. **Do you anticipate *reducing and/or consolidating* your business' interior or exterior space within the next TWO YEARS?**
[ ] Yes – reduction/consolidation will occur and the business will remain in the city of Boulder
[ ] Yes – reduction/consolidation will occur, resulting in the business leaving the city of Boulder (e.g., consolidating in a location outside of Boulder)
[ ] No

27. **Overall, how likely are you to leave the city of Boulder in the next TWO YEARS, for any reason (space expansion or contraction, or any other reason)?**
[ ] 100% - Definitely will leave the city of Boulder
[ ] 75% - Probably will leave Boulder
[ ] 50% - Maybe will leave Boulder
[ ] 25% - Unlikely to leave Boulder
[ ] 0% - Will not leave Boulder

(IF 50% OR MORE LIKELY TO LEAVE) Do you have any comments on the reasons why you might leave, including space issues or other considerations?

_____

_____

_____

28. **If you expect to relocate in the next TWO YEARS (either within Boulder or outside of Boulder), where are you looking to move?**
[ ] Do not expect to relocate
[ ] Expect to move to another location in the city of Boulder
[ ] Longmont
[ ] Broomfield
[ ] Louisville/Lafayette
[ ] Other Denver Metro
[ ] Other (please specify): _____

29. **Please indicate how important the following factors are to you when considering a location for your business. (Use a scale of "1- not at all important" to "5- extremely important")**

	Not at all Important				Extremely Important
1. Availability of qualified workforce	1	2	3	4	5
2. Education level of local workforce	1	2	3	4	5
3. Prevailing wage rates	1	2	3	4	5
4. Quality of training and education opportunities within the local area	1	2	3	4	5
5. Purchase price of space	1	2	3	4	5
6. Lease rates of space	1	2	3	4	5
7. Quality of available space	1	2	3	4	5
8. Quality of life in the community	1	2	3	4	5
9. Community amenities (restaurants, shopping, recreation, etc.)	1	2	3	4	5
10. Proximity of the mountains	1	2	3	4	5
11. Alternative transportation convenience/ access (bus, light rail, etc.)	1	2	3	4	5
12. Ability of workforce to find suitable housing within reasonable distance of employment	1	2	3	4	5
13. Ability to recruit/retain employees (e.g., as affected by regional quality of life factors, prestige of address, etc.)	1	2	3	4	5
14. Ease of doing business	1	2	3	4	5
15. A business-friendly attitude on the part of city government	1	2	3	4	5
16. Concentration of businesses in industries similar to yours	1	2	3	4	5
17. Quality/availability of business support services (law, accounting, advertising, etc.)	1	2	3	4	5
18. Other (please specify): _____	1	2	3	4	5

30. _____ **Which ONE of the above factors is MOST IMPORTANT when considering a location for your business? (*Enter number from list above, or write here if not listed:* _____)**

31. _____ **Which ONE of the above factors is SECOND MOST IMPORTANT when considering a location for your business? (*Enter number from list above, or write here if not listed:* _____)**

32. **How well does the city of Boulder perform as a community on each of the same factors? (Use a scale of "1- poor" to "5- excellent")**

	Poor				Excellent
1. Availability of qualified workforce	1	2	3	4	5
2. Education level of local workforce	1	2	3	4	5
3. Prevailing wage rates	1	2	3	4	5
4. Quality of training and education opportunities within the local area	1	2	3	4	5
5. Purchase price of space	1	2	3	4	5
6. Lease rates of space	1	2	3	4	5
7. Quality of available space	1	2	3	4	5
8. Quality of life in the community	1	2	3	4	5
9. Community amenities (restaurants, shopping, recreation, etc.)	1	2	3	4	5
10. Proximity of the mountains	1	2	3	4	5
11. Alternative transportation convenience/ access (bus, light rail, etc.)	1	2	3	4	5
12. Ability of workforce to find suitable housing within reasonable distance of employment	1	2	3	4	5
13. Ability to recruit/retain employees (e.g., as affected by regional quality of life factors, prestige of address, etc.)	1	2	3	4	5
14. Ease of doing business	1	2	3	4	5
15. A business-friendly attitude on the part of city government	1	2	3	4	5
16. Concentration of businesses in industries similar to yours	1	2	3	4	5
17. Quality/availability of business support services (law, accounting, advertising, etc.)	1	2	3	4	5
18. Other (please specify): _____	1	2	3	4	5

33. **Please indicate how important the following business incentives would be in choosing a location for your business. (Use a scale of "1- not at all important" to "5- extremely important")**

	Not at all Important				Extremely Important
Sales or tax use rebates on equipment purchased for the business	1	2	3	4	5
Personal property tax rebates on the City's portion of tax collected	1	2	3	4	5
Reductions on building permit fees and/or construction taxes for the expansion or relocation of a business	1	2	3	4	5
Improvements in City process that would expedite approval of construction projects	1	2	3	4	5
Discounted training and professional development opportunities for your staff	1	2	3	4	5
A dedicated liaison to help you navigate the City of Boulder review and approval process	1	2	3	4	5
Other incentive (please specify) _____	1	2	3	4	5

WORKING WITH THE CITY OF BOULDER GOVERNMENT:

34. **Has your company worked with any of the following City of Boulder government departments within the PAST THREE YEARS? If so, please rate your level of satisfaction with your overall experience, the staff and the process on a scale of "1- not at all satisfied" to "5- extremely satisfied."**

Planning and Building Services:

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

Finance (sales and use tax):

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

Transportation:

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

Utilities:

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

Fire Department:

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

Police Department:

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

Downtown & University Hill Management Division/Parking Services:

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

Other (please specify):

_____

[ ] Have worked with in past 3 yrs [ ] Have not in past 3 yrs

	Not at all satisfied				Extremely satisfied
Overall experience	1	2	3	4	5
Staff	1	2	3	4	5
Process	1	2	3	4	5

35. **The City of Boulder government has experienced significant revenue declines in recent years due to reduced sales tax revenue. Would you support or oppose a "head tax" of roughly $5-$10 per employee per month, split by employers and employees located in the city of Boulder, the proceeds of which would be used to make up the revenue shortfall?**

Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	No Opinion/ Don't Know
1	2	3	4	5	x

Any comments on your response?

_____

_____

_____

36. **Do you have any suggestions on what the City of Boulder government might do differently to better support your business? (Attach additional pages if necessary.)**

_____

_____

_____

_____

_____

THANK YOU!

Please return your survey in the enclosed postage-paid envelope, or fax it to RRC Associates at 303-449-6587.

If you have questions about this survey, please call Wendy Sullivan at RRC Associates at (303) 449-6558 x 113.