

**CITY OF PLEASANT HILL**

*Business Survey 2012*



# RESULTS

**February 24, 2012**

**Economic Development**

All businesses (except traveling contractors or leased properties)

Online option and paper version

1800 sent , 333 returned = 18.5%

Prize offered

Ten questions in three categories :

1. Contact / Basic Information
2. Business Status/Future Plans
3. Feedback / Request for Services

**2012 BUSINESS SURVEY** **CONFIDENTIAL**

The City of Pleasant Hill is conducting a survey of businesses so that we may better serve you. All information provided will be kept confidential and will be seen only by designated staff. Pleasant Hill appreciates your comments and is offering a raffle prize to responding business owners. Return a completed survey via email, online, or by U.S. mail on or before January 6, 2012 to be entered into a raffle for a \$200 gift card from a Pleasant Hill retail merchant of your choice. Winner of the raffle drawing will be notified January 30, 2012.

To take the survey online, visit <https://www.surveymonkey.com/s/BizSurvey2012>

**Business Status Questions**

1. Number of people currently employed, including yourself? (If a franchise, only at this specific location.)  
 1  2-5  6 to 10  11-20  21-50  51-100  Over 100

2. Length of time operating in Pleasant Hill?  
 Less than 5 Years  11 to 20 Years  31 to 40 Years  
 5 to 10 Years  21 to 30 Years  Over 40 Years

3. Total space currently occupied by the business?  
 Home  Less than 5,000 sq.ft.  10,000 to 20,000 sq.ft.  
 Less than 2,500 sq.ft.  5,000 to 10,000 sq.ft.  Over 20,000 sq.ft.

4. Is the business considering taking any of these actions, in the next two years? Indicate all that apply.  
 Expanding Business Space in Pleasant Hill  Expanding Number of Employees  
 Renewing Lease  Relocating out of Pleasant Hill  
 Ending Lease  Relocating within Pleasant Hill  
 Closing Business  Investment in Equipment/Property  
 Investment in Training  
 Other (Please specify) \_\_\_\_\_

5. Please tell us how the current economy is impacting your business.  
\_\_\_\_\_

**City Services Questions**

6. Useful information for businesses can be found on the City's Economic Development website at [www.Pleasant-Hill.net/EconDev](http://www.Pleasant-Hill.net/EconDev). When did you last use the website?  
 In the Last 3 months  In the Last 12 months  Once Previously  Never

**Refinancing Information**

How would you rate the experience?  
Poor Did Not Use

<input type="checkbox"/>	<input type="checkbox"/>

Would you provide contact information for potential customers?  
 Yes  No

**Basic Information** Please provide contact information for yourself and your business. Your email address will be kept internal to the City and used only for occasional messages related to enhancing your business. Your business's name, website, and customer service phone number will be included in a future online Pleasant Hill directory for potential customers.

11. Name of Business \_\_\_\_\_

12. Street Address \_\_\_\_\_, Pleasant Hill, CA 94523

13. Business website address \_\_\_\_\_

14. Phone Number for Customer Service (925) \_\_\_\_\_

15. Name of Local Business Owner \_\_\_\_\_

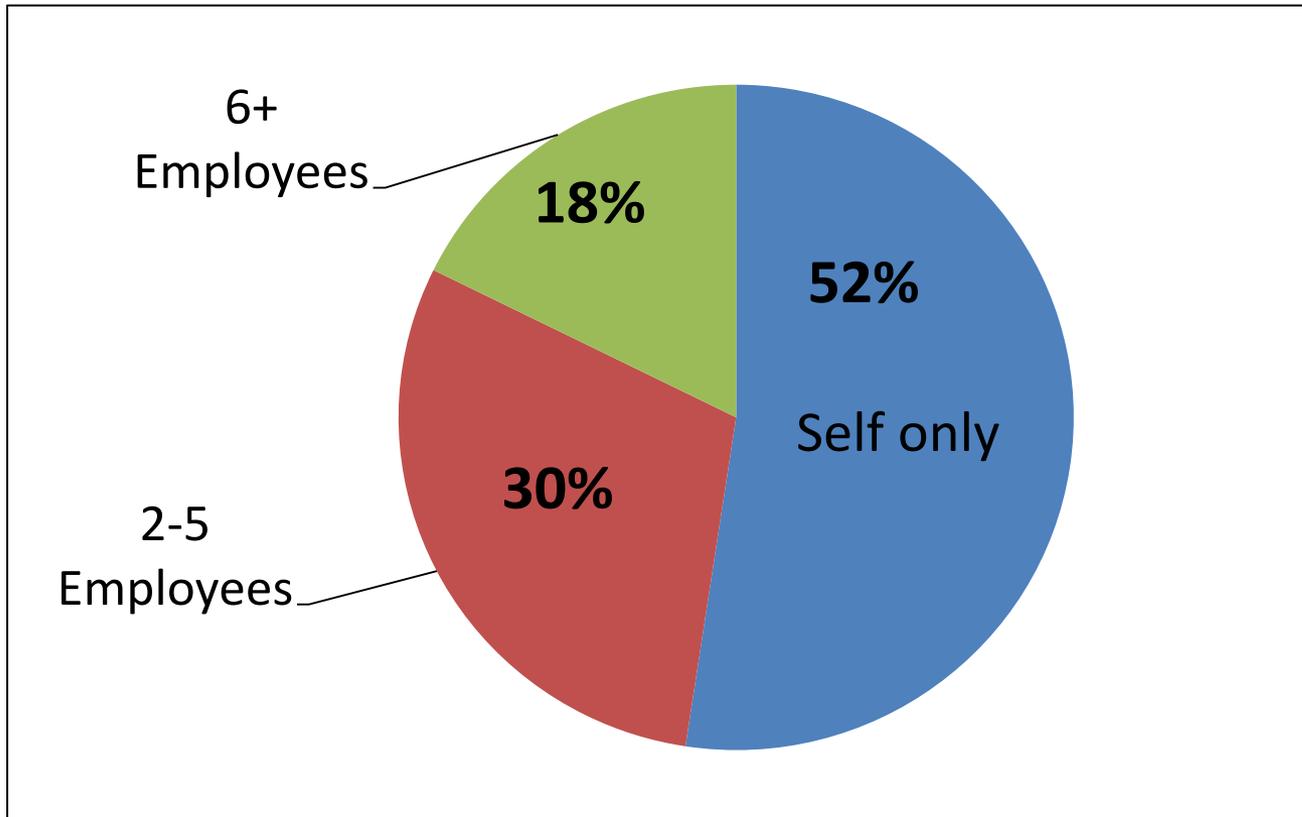
16. Email Address and Phone Number of Owner \_\_\_\_\_

**CITY OF PLEASANT HILL BUSINESS SURVEY 2012** **CONFIDENTIAL**

Return to: Kelly Calhoun, Pleasant Hill City Hall  
100 Gregory Lane, Pleasant Hill, CA 94523

Questions about the survey? Contact Kelly Calhoun at 925.871.5212, [kcalhoun@pleasant-hill.ca.us](mailto:kcalhoun@pleasant-hill.ca.us) or (After Hours) at 925.871.5229 or [mvalle@pleasant-hill.ca.us](mailto:mvalle@pleasant-hill.ca.us)

# 1) How Many Does Your Business Employ?

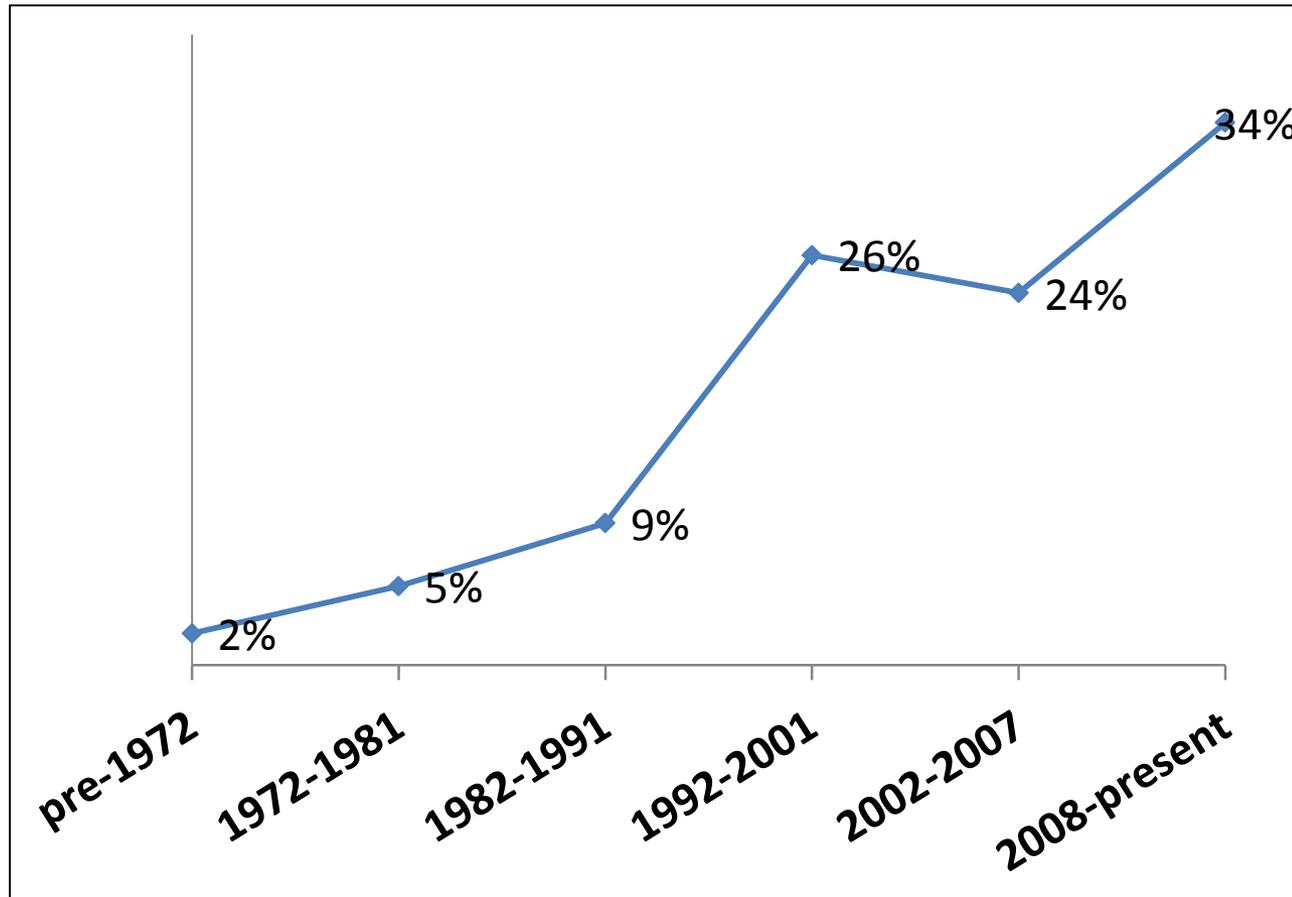


**52%** are **self-employed** with no employees

**30%** have **2 to 5 employees**

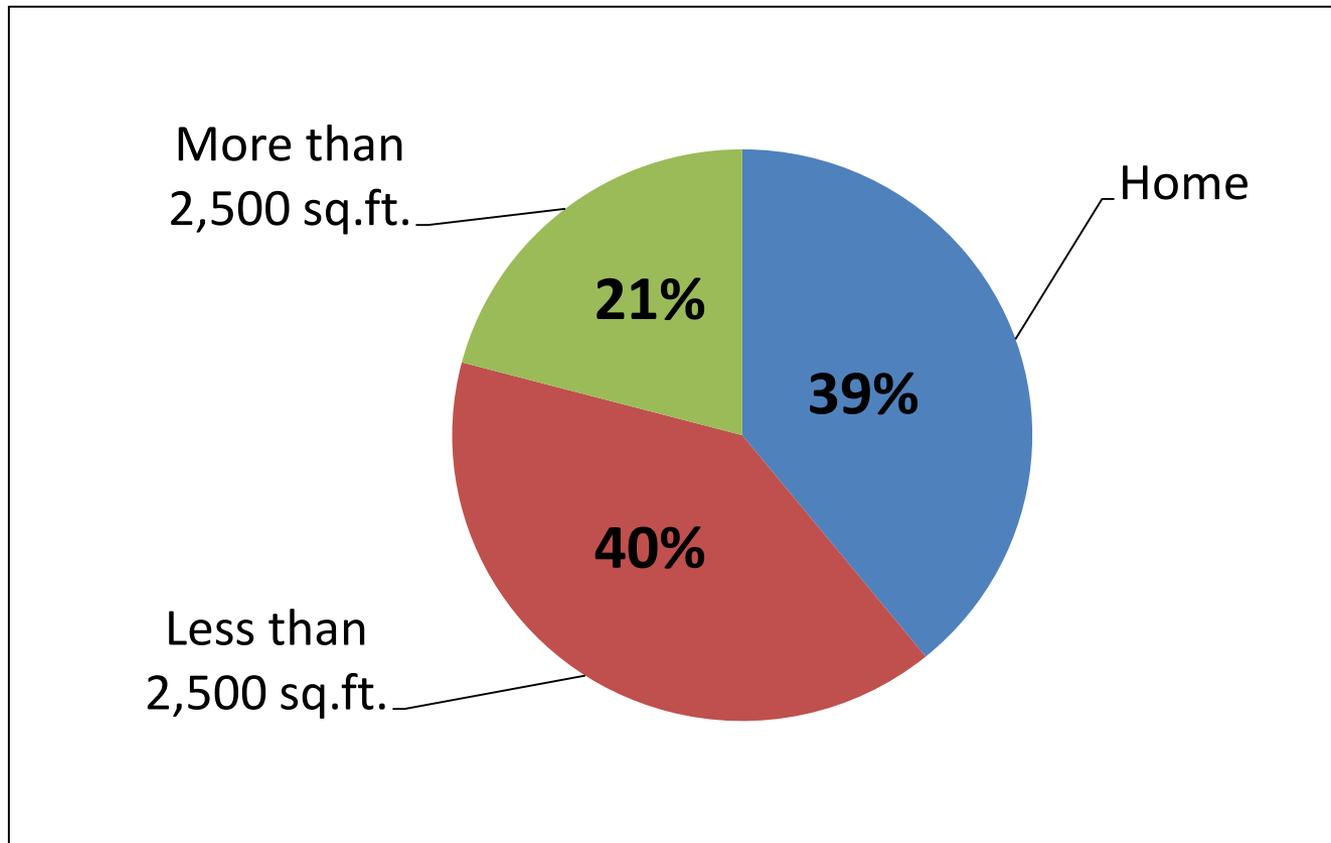
**18%** have **6 or more employees**

## 2) Length of Time Operating in Pleasant Hill?



**Majority** of respondents were businesses established between **1992 and present**.

### 3) Where / How Large is the Site of Operations ?

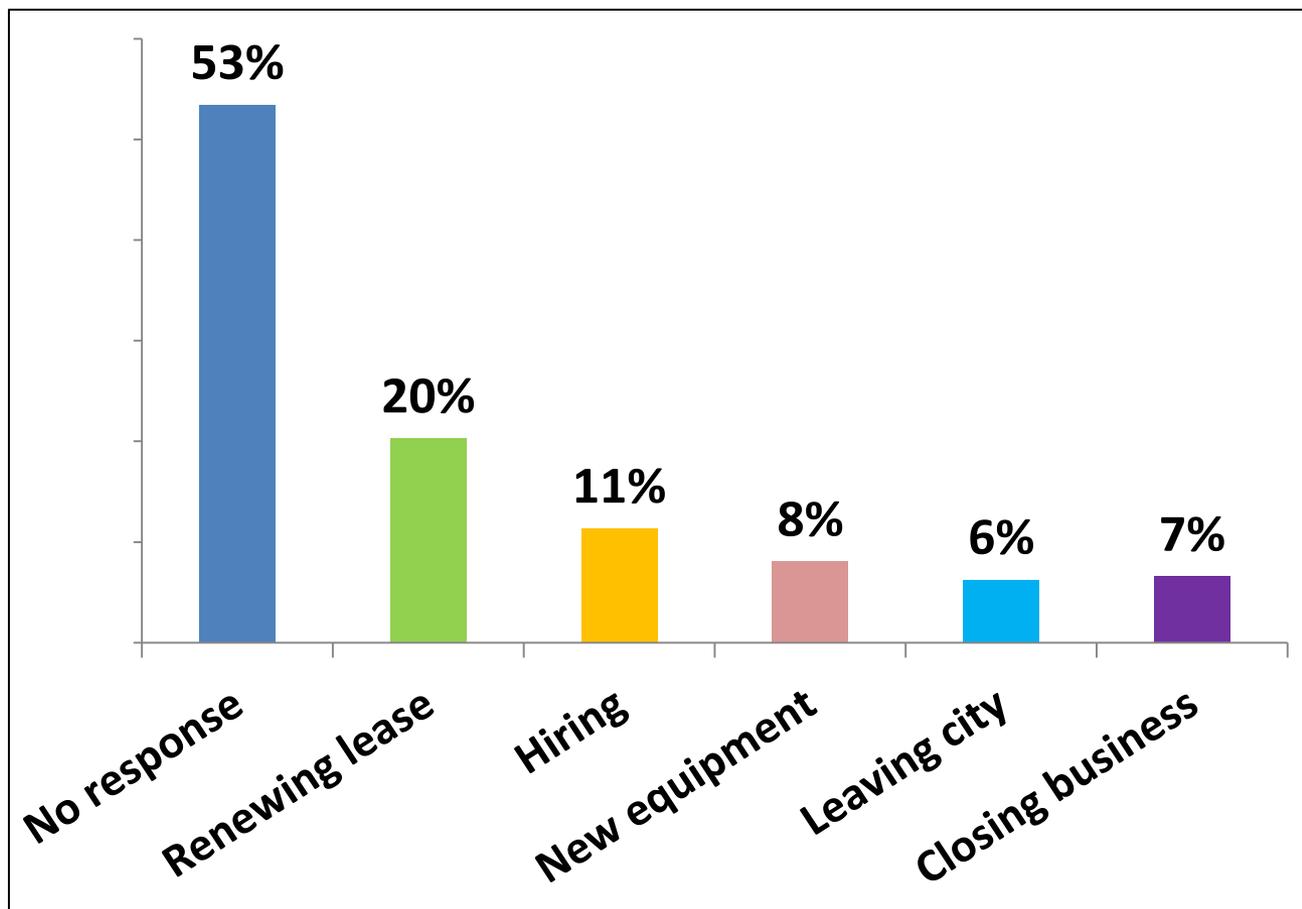


**39%** of respondents operate from their **home** (vs. 35 % overall)

**40%** operate from a site **less than 2,500 sq.ft.**

**21%** operate from a site **greater than 2,500 sq.ft.**

## 4) What are Your Plans for the Next Two Years?

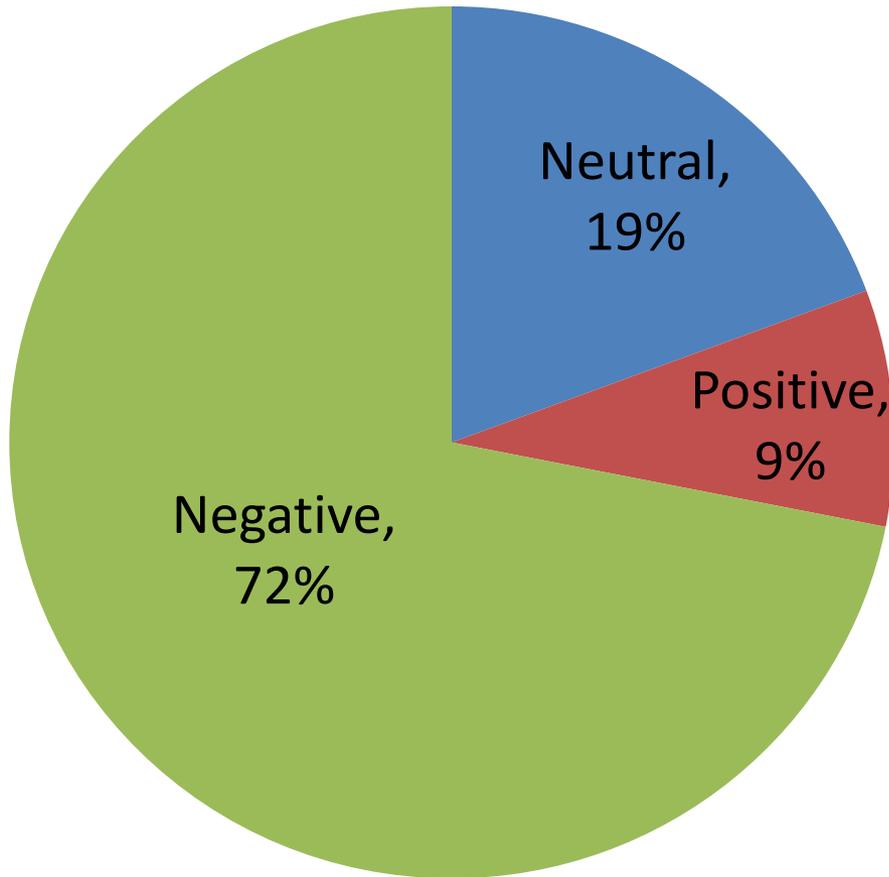


**20%** of all survey respondents indicated **renewal of their lease**.

**11%** indicated they intend to **hire more employees**.

**8%** plan on **buying new equipment**.

## 5) How Has the Current Economy Impacted You?



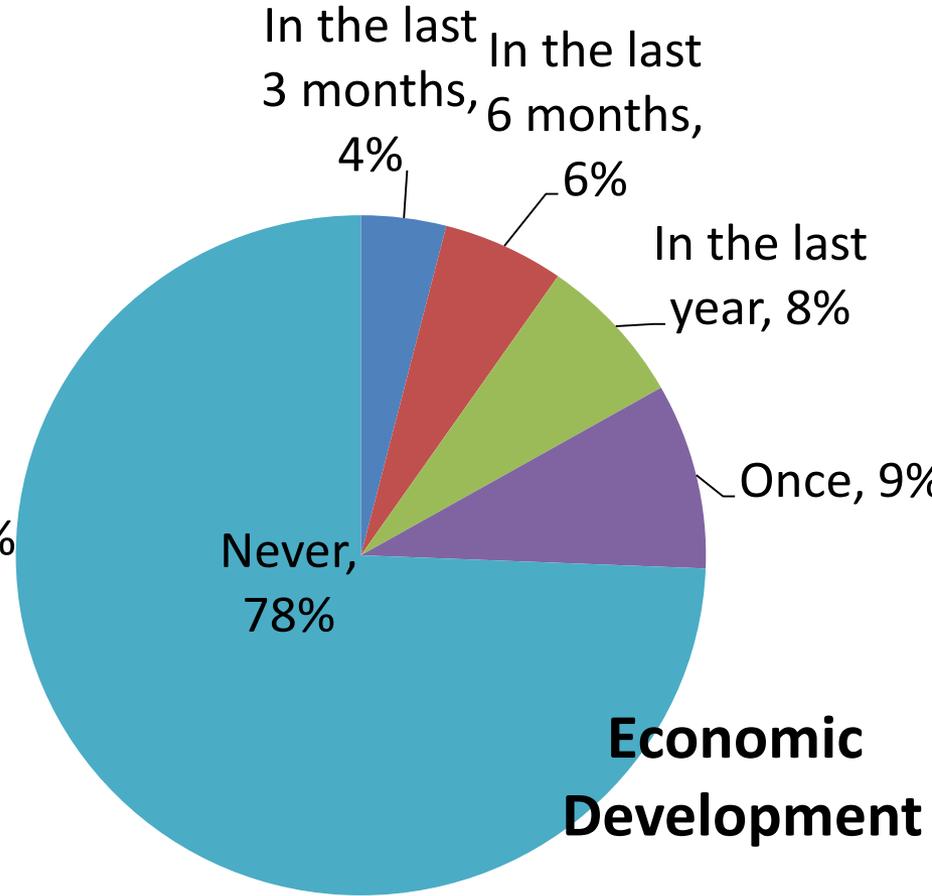
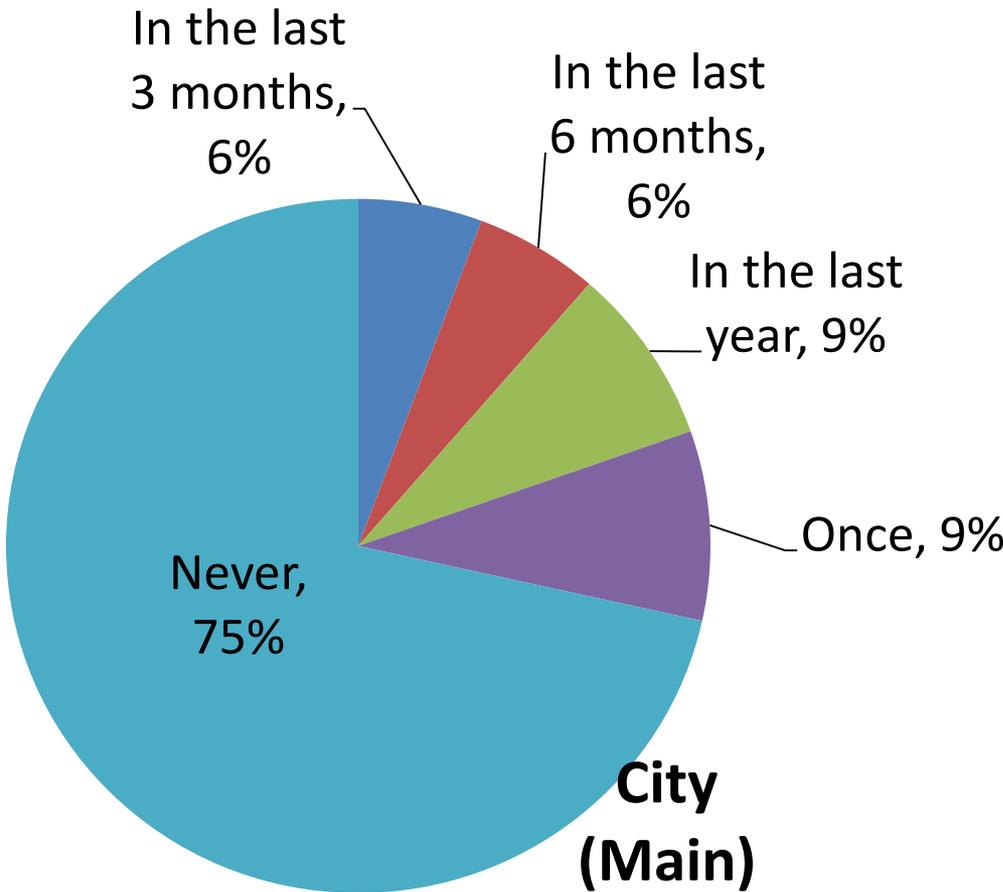
All Participants	Number ( %)
No response	59 ( 18%)
Neutral	53 ( 16%)
Positive	24 ( 7%)
Negative	197 ( 59%)

Not every business was negatively impacted, although most were.

# 6) How Often Do You Visit the City's websites?

Most respondents never visit at all.

A quarter of respondents have visited at least once.

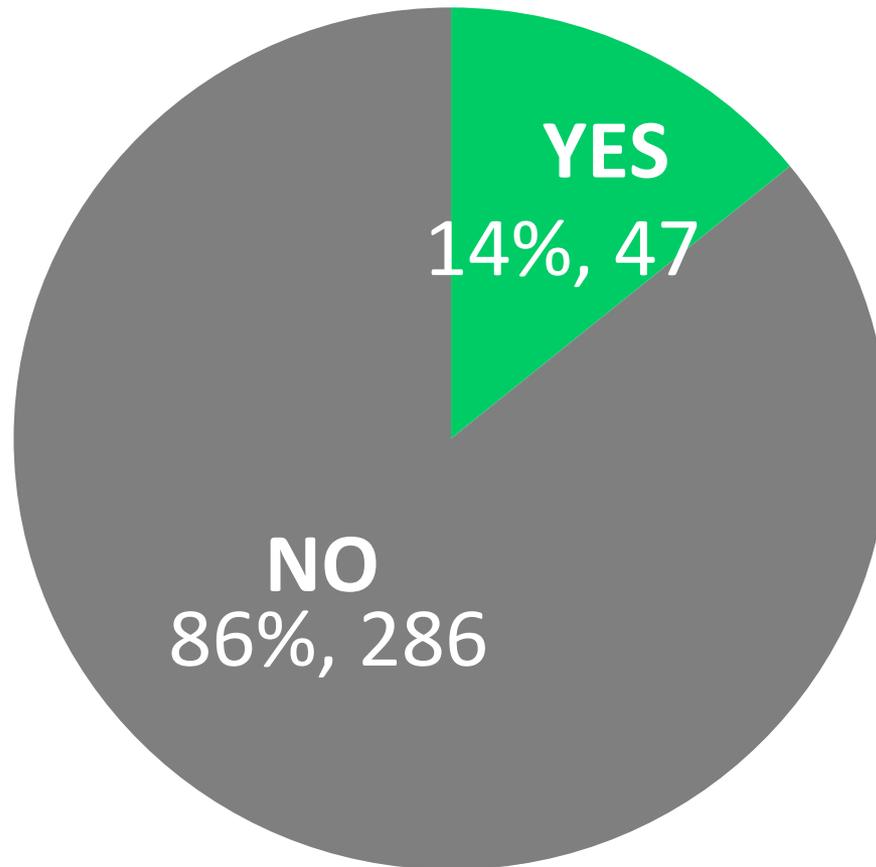


# 7) Most Wanted Resources



The top resources desired were: free listing on ShopPleasantHill.org, online marketing tools, B2B networking., and a new marketing strategy.

## 7) Would you like to be contacted to discuss resources?



Forty-seven businesses wanted contact from Economic Development staff.

# 9) How would you rate services received?

	POSITIVE RESPONSE	NEGATIVE RESPONSE	TOTAL FEEDBACK
Business License	97%	3%	238
Police	95%	5%	99
Permitting	95%	5%	79
Public Works	91%	9%	54
Code Enforcement	84%	16%	50
Planning	88%	12%	50
Economic Development	89%	11%	37

# 10) What could we provide/change?

Promotion	19
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*“ Help with online marketing to bring in more local customers.”*

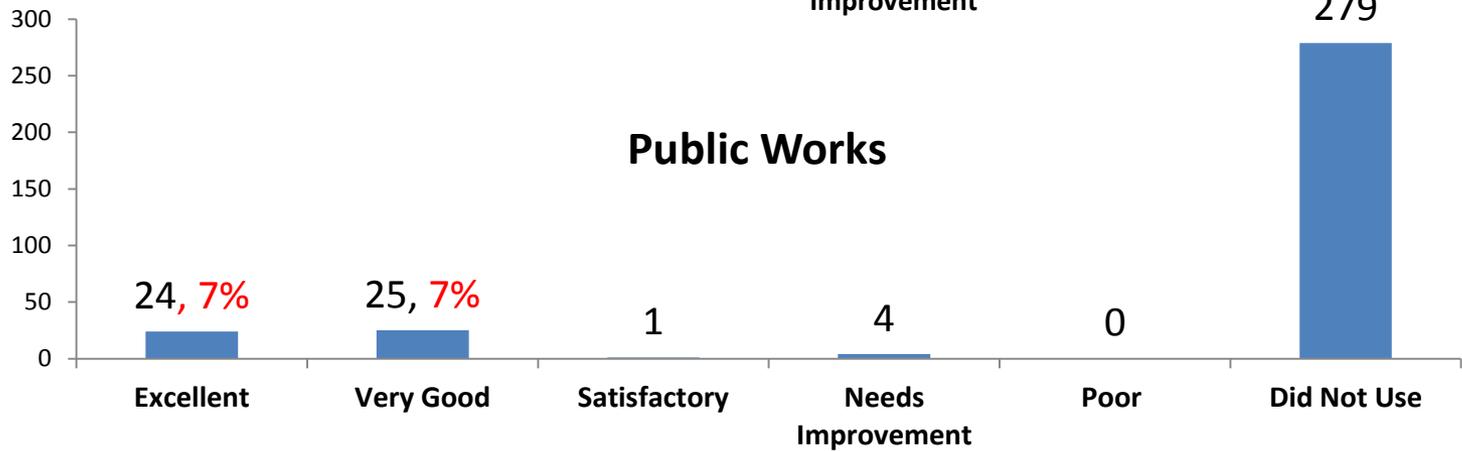
*“A ‘Live Local, Shop Local’ campaign. Market small businesses.”*

Other: Lower business tax, reinvest in city, relax sign restrictions.

# Next Steps

- Respond to requests for further information
- Provide “Business Resource Guide” to participants
- Set up online business directory linked to [ShopPleasantHill.org](http://ShopPleasantHill.org)
- Arrange for online marketing workshop





### Code Enforcement



### Planning



### Economic Development



### Police

