

2016 San Anselmo Business Outlook Survey

Introduction

Greetings from the San Anselmo Economic Development Committee,

Thank you for taking the time to complete this survey. The results will help inform the Town's Economic Development Committee (EDC) as to the opinions, thoughts and ideas of the San Anselmo business community. The charge of the EDC is to work with the Town's business community to identify actions that can be taken to ensure that the business community is vibrant, successful and meets the needs of Town residents.

The information that you provide about your business is confidential and will not be shared publicly. We will share the aggregated answers in a report later this year. The report will not include individual names or business names.

-The San Anselmo Economic Development Committee

2016 San Anselmo Business Outlook Survey

General Information

1. Please select which category best describes you:

- San Anselmo Business Owner
- Employee of a San Anselmo Business
- Other (please define)

2. Please select which category best describes your business:

- Retail/Product Sales
- Restaurant/Food Sales
- Service-Health & Wellness (i.e., exercise)
- Service-Professional (i.e., banking, insurance)
- Service-Personal Care (i.e., salon)
- Other (please define)

3. How long has your business operated in San Anselmo?

- 0-1 year
- 2-3 years
- 4-5 years
- 5-10 years
- 10+ years

4. How many employees work at your business?

5. Where is your business located located in San Anselmo?

- Downtown/San Anselmo Avenue
- Sir Francis Drake Blvd. - South of the Hub
- Sir Francis Drake Blvd. - North of the Hub
- Greenfield Avenue
- Red Hill Shopping Center
- Red Hill Avenue
- Other (please specify)

6. Do you own or rent the building/space in which your business is located?

- Own
- Rent


7. How do most of your customer do business with you? Rank 1 - 4 with 1 being the most common.

<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	In person
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	By phone
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	By Mail
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	By internet

8. Which category best describes the majority of your customers? Rank 1 - 4 with 1 being the most common.

<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	Families with young children
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	Families with teenage or young adults
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	Individuals
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	Seniors

9. Where are the majority of your customer coming from? Rank 1 - 4 with 1 being the most common.

	<input type="text" value="San Anselmo"/>
	<input type="text" value="Ross Valley (Ross and Fairfax)"/>
	<input type="text" value="Marin"/>
	<input type="text" value="Bay Area"/>

10. Ideally, where would you like to draw more customers from? (area)

11. What is the average number of people who visit your business on a daily basis?

12. When are you typically open to the public? (check all that apply)

- Mornings
- Afternoons
- Evenings

13. What factors would make your consider expanding your hours of operation?

Benefits and Barriers

14. In your opinion, what are the three biggest advantages for doing business in San Anselmo?

1.

2.

3.

15. In your opinion, what are the three biggest challenges for doing business in San Anselmo?

1.

2.

3.

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Support & Collaboration

The Town Council has approved a two-year Economic Development Action Plan prepared by the Economic Development Committee (EDC). The complete Economic Development Action Plan may be found [HERE](#). The EDC is currently working on several initiatives aimed at supporting the local business community.

16. Please rank these efforts in order of importance to you and your business. Rank 1 through 5 with 1 being the highest.

<input type="checkbox"/>	<input type="checkbox"/>	Beautification efforts
<input type="checkbox"/>	<input type="checkbox"/>	Wayfinding and signage improvements
<input type="checkbox"/>	<input type="checkbox"/>	Improve parking in commercial areas
<input type="checkbox"/>	<input type="checkbox"/>	Streamlining of permitting and other processes
<input type="checkbox"/>	<input type="checkbox"/>	Conduct biannual merchant and consumer surveys to track trends and exchange information

17. As a business owner or employee in San Anselmo, are you satisfied with the level of involvement of local government in the business community?

- Yes
- No
- Other (please specify)

18. Are you a member of the San Anselmo Chamber of Commerce?

- Yes
- No

Comments:

19. What types of training opportunities would benefit you and/or your business?

20. In what ways would you like to see the Town and the EDC support your business or the business community as a whole?

21. The EDC intends on conducting a survey of local consumers. What questions would you like to see included in the consumer survey?

22. What makes San Anselmo unique?

23. Do you have any ideas for branding/marketing the town?

24. What community assets would improve San Anselmo business? (i.e., other businesses you'd like to see, physical improvements, special events)

25. How do the existing community events affect your business? (i.e., foot traffic, sales volume)

26. Do you have additional questions, comments or suggestions for the Economic Development Committee?

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Follow Up

27. Would you like to receive the results of this survey once it's completed?

Yes

No

28. Would you like to receive the results of the consumer survey once it's completed?

Yes

No

29. Would you like to receive periodic updates from the EDC? (1 or 2x per month)

Yes

No

30. Please provide us with the email address where you would like this information sent:

The Economic Development Committee meetings are open to the public and the meetings are held every second Tuesday of the month at 8:45am at the Town Hall. More information about the committee can be found on the Town's website at <http://www.townofsananselmo.org/index.aspx?nid=647>

For more information, please contact Assistant Town Manager David Donery at ddonery@townofsananselmo.org or Planning Direct Elise Semonian at esemonian@townofsananselmo.org.

On the behalf of the entire San Anselmo Economic Development Committee, thank you for sharing your thoughts with us!

GOAL 1: Attract, retain and nurture local businesses.

Objective 1a: Utilize data as a tool for analysis	Timeline	Responsibilities	Status
<i>Action Step 1a.i:</i> Town to hire consultant to perform a Business Retention (Leakage) Study.	Summer 2015	Town staff	Consultant hired, report in progress
<i>Action Step 1a.ii:</i> Develop and conduct surveys of businesses and consumers to determine current sentiments on relevant topics.	Fall/Winter 2015-16	Brian, Marc	
<i>Action Step 1a.iii:</i> Develop a spreadsheet of Town/Chamber/Commercial Real Estate or other data to use as baseline information that could be updated in regular intervals to show commercial trends.	Winter 2016	Committee	
Objective 1b: Develop a plan that addresses beautification, messaging and signage in commercial areas			
<i>Action Step 1b.i:</i> Identify areas to be considered for signage and messaging plan. Create scope of work for identifying wayfinding signage.	Fall/Winter 2015-16	Rich, Kim, Deborah and Marc	In progress
<i>Action Step 1b.ii:</i> Determine expected cost for plan consultation and bring item to Town Council for consideration including funding request.	Winter 2016		
<i>Action Step 1b.iii:</i> Conduct an RFP process. Hire Consultant. Create Plan.	Summer 2016		
<i>Action Step 1b.iv:</i> Identify opportunities for beautification town-wide.	Fall 2015	Nancy with committee support	
Objective 1c: Address parking issues in commercial areas			
<i>Action Step 1c.i:</i> Work with the Town and CMPA to educate merchants and their employees about issues related to employee parking in the downtown area.	Fall 2015	Town staff, CMPA staff	In progress
<i>Action Step 1c.ii:</i> Create packet including an introductory letter from the CMPA, an enhanced, user friendly Merchant Parking Permit application, a letter introducing the EDC, and a map showing the various parking areas in and around the downtown area. Packet to be hand delivered by CMPA to downtown businesses.	Fall 2015	Town staff, CMPA staff	Completed

Objective 1c (cont): Address parking issues in commercial areas	Timeline	Responsibilities	Status
<i>Action Step 1c.iii:</i> Explore opportunities for partnerships with landowners to utilize existing parking lots for visitors and/or employees in the downtown parking.	Spring 2016	Planning Department staff	
<i>Action Step 1c.iv:</i> Explore opportunities to enhance bike parking in commercial areas.	Fall/Winter 2015-16		
Objective 1d: Explore developing a retail area on lower San Anselmo			
<i>Action Step 1d.i:</i> Develop a subcommittee of the EDC to explore ideas on how to capitalize on historic features in town such as Star Wars Walk or Train Car shops.	Spring 2016	Magan, Connie	
Objective 1e: Support and enhance the Chamber of Commerce's efforts to market San Anselmo as a destination			
<i>Action Step 1e.i:</i> Provide support through the EDC towards existing Chamber efforts or partner on new efforts.	Ongoing	Kim, Connie	In progress

GOAL 2: Facilitate the development and targeting of new businesses and the revitalization of existing businesses through education and communication about best practices in navigating the entire process, including permitting.

Objective 2a: Produce a customer-friendly guide outlining information and processes related to opening or improving a business in San Anselmo	Timeline	Responsibilities	Status
<i>Action Step 2a.i:</i> Town to create a draft of guide. Bring to EDC for review and comment.	Fall 2015	Elise, DeeDee and Connie, Rich to assist with graphics	In progress
<i>Action Step 2a.ii:</i> Finalize guide and print.	Fall/Winter 2015-16	Elise	
<i>Action Step 2a.iii:</i> Create an online version that is dynamic and easy to navigate.	Fall/Winter 2015-16	Elise	

Objective 2b: Develop strategies aimed at educating existing or potential business owners as to the best practices in opening or remodeling a business, or attempting to change the use of an existing business.	Timeline	Responsibilities	Status
<i>Action Step 2b.i:</i> Continue practice of partnering with the Chamber of Commerce to produce an annual mixer where Town officials provide guidance on best practices for navigating the permit process.	Ongoing	DeeDee, Connie and Doug	In progress
<i>Action Step 2b.ii:</i> Create a system for friendly, quick, “one stop shop” for Q&A regarding questions related to opening or remodeling a business, or attesting to change the use of an existing business.	Winter 2016	Planning Department Staff	