

Greetings from the San Anselmo Economic Development Committee,

Thank you for taking some time to share your opinion with us. The Town of San Anselmo's Economic Development Committee (EDC) is seeking community input regarding what residents feel makes our town a great place to live, shop and enjoy. Your input will help us make recommendations to the Town Council about policies related to local economic development, our micro economy and supporting and strengthening the businesses communities within our town.

About the EDC: 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 the Town residents. The 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](mailto:ddonery@townofsananselmo.org) or Planning Director Elise Semonian at [esemonian@townofsananselmo.org](mailto:esemonian@townofsananselmo.org).

In addition to providing us with your opinion, we hope that you will encourage your family and friends to participate in this process. We have created an easy link, [www.SurveySanAnselmo.com](http://www.SurveySanAnselmo.com), that will direct users to this survey.

BUSINESS OWNERS: Earlier in 2016, the EDC created a survey specifically designed for San Anselmo business owners called the San Anselmo Business Outlook Survey. The results from this survey can be found on the Economic Development Committee's page on the Town's website at <http://www.townofsananselmo.org/index.aspx?nid=647>.

Once again, thank you for taking the time to complete this survey.

Sincerely,

The San Anselmo Economic Development Committee

1. How important is a vibrant local shopping district for you?

- It is not important to me
- It is somewhat important to me
- It is very important to me

2. Do you make an effort to shop in San Anselmo?

- Never or rarely
- Sometimes
- Often
- I shop local whenever I possibly can

3. What brings you to San Anselmo most often?

	Never or rarely	Sometimes	Often	Daily
Going out for dinner/lunch/coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for other goods (gifts/household/etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beauty/body Care (Hair/Nail/Salon/Spa/Massage)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional Services (Legal/Finance/Tax)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness Studio/Yoga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoy the walk through town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking/Biking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performing arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious or Spiritual Service/Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School/Preschool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business with the town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

4. What services or products are not available in San Anselmo that you would like to see in town?

5. How often do you visit businesses located in the following areas of town?

	Never or rarely	Sometimes	Often	Daily
Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Hill Shopping Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenfield Avenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shops along SFD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What are the key buying factors that drive your purchases?

	Primary factor	Secondary factor	Small factor	Not a factor
Influenced by others (parents, friends, celebrities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influenced by in-store salesperson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preference for local goods/brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand-driven in food, beverage and personal care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preference for well-known brands and willingness to pay for premium brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most purchases now are child-centric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of product or service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which of the following events do you enjoy the most?

	I've never heard of it	I've never attended	I prefer not to attend this event	I attend and I like this event	I attend and I love this event
Art and Wine Festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film Night In the Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music in the Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Anselm's School Festival of Fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic on the Plaza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creekside Q	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library Events (Story time, Lectures etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Studios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beatles Tribute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Country Fair Day / Pancake Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goblins Parade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday Open House	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breakfast with Santa (Fire Station)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments?

8. What attributes do you think best describe San Anselmo?

	not at all	not so much	yes some	very much so
easy access and inviting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
beautiful and charming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a great place to meet friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a great place to shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tranquil and relaxed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a place of history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a place of healing for spirit, mind and body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a great place to raise a family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a great place to retire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a place to enjoy nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
affluent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pretentious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hip/modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
loud or busy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
warm and welcoming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
worldly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a strong community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a thriving and vibrant town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
great schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. What else do you like about San Anselmo?

10. Are any of the following reasons why you do not stop or shop in San Anselmo?

- Hard to find parking
- High prices
- Poor service
- Not the right product/service in general
- Not the right product/service for my age group
- Not the right product/service for my gender
- Not the right product/service for my hobbies
- Not the right product/service for my style
- I don't know what the local shops and services offer
- The town closes before I come home
- No night life
- I don't feel part of the community

Other (please specify)

11. If you knew about offers, sales and specials in our local stores and businesses would that make you more likely to shop more locally?

- Unlikely
- Somewhat likely
- Likely
- Very likely

12. How do you find out what happens in our town; events, specials, sales, news, etc.

	never	sometimes	often	daily
Tamalpais Theatre Marquee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage at the Hub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Banners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local press (IJ, Patch, Pacific Sun, Marin TV etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation Activity Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chamber of Commerce newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chamber of Commerce website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School emails/newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local business email or Facebook updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of Mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yelp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nextdoor.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

13. Did you know that you can subscribe to the Town Manager's weekly newsletter, the Town's event calendar and other Town-related information sources?

To subscribe, simply visit [www.townofsananselmo.org](http://www.townofsananselmo.org), click on the Town Newsletter link and use the Notify Me features.

- Yes - I am a subscriber and enjoy the newsletter
- Yes - but I do not read it much
- No - but I will sign-up now
- No - I choose not to receive this information

Please add any feedback about the newsletter

14. What is your gender?

- Female
- Male

15. Which generation are you?

- Baby Boomers (born 1946-1964)
- Generation X (born 1965-1976)
- Generation Y/Millennials (born 1977-1994)
- Generation Z (born 1995 to present)
- over 70

16. What is your approximate average household income?

- under \$50,000
- \$50,000-\$100,000
- \$100,000-\$250,000
- \$250,000-\$500,000
- over \$500,000

17. Do you have any children under 18 living with you?

- Yes
- No

18. Please provide us with any questions or comments you may have in relation to economic development in San Anselmo.

19. Where do you live?

- San Anselmo
- Fairfax
- Ross
- San Rafael
- Another Marin Community
- Outside Marin County