

San Anselmo Economic Development Committee

Consumer Survey – List of potential questions

BUSINESS MIX/CONSUMER SENTIMENT

Q1: Please rate the current business types in San Anselmo:

Rate: *Not enough* *Just the right amount* *Too many*

Restaurants
Coffee shops/Bakeries
Fitness Studios
Hair Salons/Nail Salons
Gift Shops
General merchandise/convenience stores
Book stores
Gas stations/Auto service
Clothing stores (new merchandise)
Clothing Stores (used/consignment)
Drug stores
Bars/pubs
Home furnishings stores (including rugs and antiques)
Grocery stores
Art/Art supplies
Banks

Q2: What type of businesses would you like to see come to San Anselmo? Why? (open-ended)

Q3: What types of businesses would you not want to see come to San Anselmo? Why? (open-ended)

Q4: What types of products that are not currently available for purchase would you like to be able to purchase in San Anselmo? (open-ended)

Q5: What types of services that are not currently available for purchase would you like to be able to purchase in San Anselmo? (open-ended)

Q6: Do you make an effort to shop locally vs. ordering items online?

YES NO Comment

Q7: Please select from the following list of factors that may keep you from patronizing San Anselmo businesses:

High Prices	Customer Service Issues	Parking Difficulties
Not the right product	Not the right service	Lack of knowledge of what's available
Store hours	Other: Please explain	

FOOD/BEVERAGE SERVICE-ORIENTED QUESTIONS:

Q8: *Type of restaurants you would like to see added to what is currently offered (ranked)*

1. Microbrewery/Pub
2. Sports Bar/Restaurant
3. American/Diner
4. Delicatessen
5. Breakfast
6. Fast Casual
7. Juice Bars/Smoothies
8. Vegan
9. Other:

Q9: *What do you think is an appropriate price point for a meal for 4 (two adults and two children excluding drinks)*

Under \$30 \$30-\$45 \$45-60 \$60-75 \$75-\$90 \$90 and above

Q10: *What do you think is an appropriate price point for a meal for 2 adults (excluding drinks)*

Under \$30 \$30-\$45 \$45-60 \$60-75 \$75-\$90 \$90 and above

Q11: *What type of nightlife would you patronize? (open-ended)*

INFRASTRUCTURE/REGULATIONS

Q12: *Do you feel that there is sufficient automobile parking for business customers in San Anselmo?*

Yes No Comments

Q13: *What suggestions do you have for how to make parking better in the downtown? (open-ended)*

Q14: *The Town meters public parking lots, but not street parking. To better manage demand and short-term parking needs for downtown patrons, would you be in favor of on-street parking meters or pay stations downtown?*

Yes No Comments

Q15: *Do you feel that there is sufficient bicycle parking for business customers in San Anselmo?*

Yes No Comments

Q16: *Do you feel that the directional/wayfinding signage is adequate in San Anselmo?*

Yes No Comments

Q17: *With the proper traffic planning, would you support changing parts of San Anselmo Avenue to one-way vehicular traffic?*

Yes No Comments

Q18: *With the proper traffic planning, would you support closing parts of San Anselmo Avenue to vehicular traffic?*

Yes No Comments

Q19: *Should the Town Council explore legal options to encourage property owners to rent vacant commercial properties after a certain amount of time?*

Yes No Comment

ACTIVITIES AND EVENTS:

Q20: *In general, do you support the current special events that are held in San Anselmo?*

Yes No Comment

Q21: *Please tell us about your participation in Town-run events:*

Select One: Haven't heard of it/I've never attended/I prefer not to attend/I attend and I like this event/I attend and I love this event

Annual Spring Eggs Hunts	Music in the Park	Country Fair Day & Parade
Creekside Q Town Barbeque	Picnics on the Plaza	Breakfast with Santa
Beatles Tribute	Library Events (lectures, story time, etc)	
Goblins Spooktacular	Additional Comments:	

Q22: *Please tell us about your participation in local events run by outside organizations:*

Select One: Haven't heard of it/I've never attended/I prefer not to attend/I attend and I like this event/I attend and I love this event

Art & Wine Festival (Chamber of Commerce)

Holiday Lighting Ceremony (Chamber of Commerce and SA Recreation Department)

Holiday Merchants Open House (Merchants)

Open Studios (local artists)

Film Night in the Park (Film Night)

Comments:

Q23: *How do you hear about events in town?*

Select all that apply:

Town Newsletter

Banners at Town Hall

Facebook

Banners at the Hub

Recreation Activity Guide

Banners across Sir Francis Drake Blvd.

Posters/Fliers	Marin IJ	NextDoor.com
Twitter	San Anselmo PATCH	Agendas
School Newsletter	Word of mouth	Other, please define

Q24: *Would you support a monthly merchant event that would close off a portion of San Anselmo Avenue to vehicular traffic?*

Yes No Comment

Q25: *What other types of events would you like to see that would draw people to the Town’s commercial areas? (open-ended)*

TOWN CHARACTERISTICS:

These questions are intended to draw out the images, symbols and words that represent the best of what San Anselmo is today and what we would like it to become. This will provide input into branding and positioning the town so that future investments in things such as signage, landscaping, and other public-facing materials are done with consistency and reinforce the direction the residents would like the town to move in.

Q26: *How well do each of the following terms describe San Anselmo TODAY?*

Rate:	<i>Not at all</i>	<i>Not very well</i>	<i>Well</i>	<i>Very well</i>	<i>Perfectly</i>
Charming	Historic	Local		Tidy	Rustic
Trendy	Laid back	Active		Outdoorsy	Inviting
Peaceful	Family-oriented	Convenient		Natural	Central
Sophisticated					

Q27: *How well would you like each of the following terms describe San Anselmo IN THE FUTURE?*

Rate:	<i>Not at all</i>	<i>Not very well</i>	<i>Well</i>	<i>Very well</i>	<i>Perfectly</i>
Charming	Historic	Local		Tidy	Rustic
Trendy	Laid back	Active		Outdoorsy	Inviting
Peaceful	Family-oriented	Convenient		Natural	Central
Sophisticated					

“Speaking of San Anselmo” Section:

Q28: *How would you describe San Anselmo to someone who has never been here? (select up to 3)*

Small town	Suburb	My hometown	Community
Neighborhood	Town	Other (please specify)	

Q29: How important are the following attributes in the items you buy and/or the businesses you support?

Rate: *Not at all important* *Nice to have* *Important* *Very important*

Artisanal	Locally-made	Made in Marin	Locally-owned
Organic	Hand-made	Californian	

Q30: How important are the following location attributes in the businesses and restaurants you patronize (more than once a month)?

Rate: *Not at all important* *Nice to have* *Important* *Very important*

Within walking distance	Within San Anselmo	Within a 5 minute drive
Within a 10 minute drive	Easy parking	Within Marin

“Visual language of San Anselmo” Section:

Q31; Please rank the following VISUAL SYMBOLS in terms of which best represent San Anselmo to you?

The Seminary	Town Hall and its Bell Tower
Historic Buildings on San Anselmo Avenue	Deer statue by Town Hall
Statues in Imagination Park	Mount Tamalpais
Red Hill	“Sugarfoot” (Deer statue at Town Hall)
Bald Hill (Mt. Baldy)	Memorial Park
Town Library	Other

Q32: Are there other places or visual symbols that represent San Anselmo to you? (open-ended)

Q33: Please rank the following HISTORIC STYLES in terms of which best represent San Anselmo to you? (NOTE TO committee members - if we used a Pro Account, this could be done with photos instead of words. If we have a Pro account to use for this, it'd be able to be used to test color palettes, mood boards, etc. in a similar way)

Victorian	Arts & Crafts	1950s / Mid Century
Modern / Contemporary	Mission / Spanish Revival	Eclectic

Q34: How much do the following factors shape how you think of the San Anselmo?

Select One: *Not at all* *A little* *A lot* *Primary thing that defines it*

Its history as a historic train hub	Its location in the center of Marin
The location in a tree-covered valley	The surrounding hills
Its historic main street	Its schools
Its history as the home of Star Wars and Indiana Jones	Its role in the early days of Marin

Q35: Do you have any other feedback on how the town of San Anselmo is differentiated from - for better or for worse - other towns in Marin? (open-ended)

DEMOGRAPHIC/SOCIOECONOMIC QUESTIONS

Q36: *Which category best describes you?*

1. Households with children under 12
2. Households with children 12 to 18
3. Households with grown children
4. Household with no children

Q37: *Where do you live?*

1. Seminary/Barber area
2. Sequoia/Memorial/Sorich Park area
3. Saunders/Lansdale area
4. Butterfield/Broadmoor/Morningside area
5. Sleepy Hollow
6. Greater Ross Valley
7. Greater Marin
8. Elsewhere

Q38: *If you have children attending schools in Ross Valley, where do they attend? (check all that apply)*

1. Local preschool
2. Wade Thomas
3. Brookside
4. Hidden Valley
5. St. Anselm
6. San Domenico
7. White Hill Middle School
8. Drake High School
9. Other - Please list

Q39: *What is your household's annual income?*

Under \$50K

Between \$50K and \$100K

Between \$100K and \$150K

Between \$150K and \$200K

Over \$200K

Q40: *What percentage of your retail spending is spent in the following categories?*

1. Retail establishments in San Anselmo
2. Retail establishments with Marin County (non big-box)

3. Big Box establishments within Marin County (Costco, Target, etc)
4. Internet

Q41: Which generation are you a part of?

G.I. Generation (born 1901-1926)

Silent Generation (born 1927-1945)

Baby Boomers (born 1946-1964)

Generation X (born 1965-1980)

Generation Y – Millennials (born 1981 to 2000)

Generation Z - Boomlets (born 2001 to present)

Q42: What percentage of time are you in San Anselmo during the work week?

20%

40%

60%

80%

100%

CONCLUSION

Q43: Would you like to receive the results of this survey?

Yes No Email

Q44 Would you be willing to participant in a focus group?

Yes No Email