

Attachment 5



Section 1: Welcome Page

Welcome to the City of Beverly Hills' survey of local businesses. Your individual responses will be kept strictly CONFIDENTIAL and will go directly to True North Research -- the independent research firm hired to design and conduct the survey.

Survey Instructions:

During the survey, please do not use your browser's 'Forward' and 'Back' buttons. To move through the survey, use the 'Back' and 'Next' buttons at the bottom of each page.

When you have finished the survey click the 'Done' button to submit your survey.

To see the survey most clearly, MAXIMIZE this browser screen.

To start the survey, please enter in the box below the password that was provided in the letter you received and then push the 'begin' button.

Section 2: Perceptions of Beverly Hills as Place to do Business

The first set of questions in the survey focus on what it is like to conduct business in the City of Beverly Hills.

Q1	First, how long has your business operated in the City of Beverly Hills?	
	1	Less than 5 years
	2	5 years to less than 10 years
	3	10 years to less than 15 years
	4	15 or more years
	99	Not Sure/ Prefer not to answer
Q2	How would you rate the business climate in the City of Beverly Hills compared to other cities in the area?	
	1	Excellent
	2	Good
	3	Fair
	4	Poor
	5	Very poor
	98	Not Sure
	99	Prefer not to answer
Q3	Is there a particular aspect or feature of Beverly Hills that is beneficial to your business?	
	1	Yes <i>Ask Q4</i>
	2	No <i>Skip to Q5</i>
	3	Not sure <i>Skip to Q5</i>
	99	Prefer not to answer <i>Skip to Q5</i>

Q4		Please briefly describe the aspect or feature of Beverly Hills that most benefits your business. <i>Please type your response in the text box below.</i>	
		<i>Verbatim</i>	
	98	Not Sure/No opinion	
	99	Prefer not to answer	
Q5		Are there any particular challenges associated with doing business in Beverly Hills?	
	1	Yes	<i>Ask Q6</i>
	2	No	<i>Skip to Q7</i>
	3	Not sure	<i>Skip to Q7</i>
	99	Prefer not to answer	<i>Skip to Q7</i>
Q6		Please briefly describe the particular challenges associated with doing business in Beverly Hills. <i>Please type your response in the text box below.</i>	
		<i>Verbatim</i>	
	98	Not Sure/No opinion	
	99	Prefer not to answer	
Q7		Does your business have additional offices, stores or locations outside of Beverly Hills?	
	1	Yes	<i>Ask Q8</i>
	2	No	<i>Skip to Q10</i>
	99	Prefer not to answer	<i>Skip to Q10</i>
Q8		How successful/profitable is your Beverly Hills business location when compared to your other business sites?	
	1	Much more successful/profitable	<i>Ask Q9</i>
	2	Somewhat more successful/profitable	<i>Ask Q9</i>
	3	About the same	<i>Skip to Q10</i>
	4	Somewhat less successful/profitable	<i>Skip to Q10</i>
	5	Much less successful/profitable	<i>Skip to Q10</i>
	98	Not Sure	<i>Skip to Q10</i>
	99	Prefer not to answer	<i>Skip to Q10</i>

Q9	To what do you attribute the greater success/profitability of your Beverly Hills business location? <i>Please type your response in the text box below or check the appropriate box.</i>		
	98	Not Sure/No opinion	
	99	Prefer not to answer	
Q10	If the city government could do one thing to improve the business climate in Beverly Hills, what would you like to see? <i>Please type your response in the text box below or check the appropriate box.</i>		
	2	No changes needed/Everything is fine	
	98	Not Sure/No opinion	
	99	Prefer not to answer	

Section 3: City Services

Next are a few questions about services provided by the City of Beverly Hills to local businesses.

Q11	Generally speaking, are you satisfied or dissatisfied with the job the City of Beverly Hills is doing to provide city services?		
	1	Very satisfied	
	2	Somewhat satisfied	
	3	Somewhat dissatisfied	
	4	Very dissatisfied	
	98	Don't Know	
	99	Refused	

Q12 For the following list of services provided by the City of Beverly Hills, please indicate how **important** the service is to your business.

Randomize		Extremely Important	Very Important	Somewhat Important	Not too Important	No Opinion	Prefer not to answer
A	Providing police services	1	2	3	4	98	99
B	Providing fire protection services	1	2	3	4	98	99
C	Reducing traffic congestion	1	2	3	4	98	99
D	Providing building permit services	1	2	3	4	98	99
E	Providing building inspection services	1	2	3	4	98	99

F	Promoting economic development	1	2	3	4	98	99
G	Revitalizing outdated areas in the City	1	2	3	4	98	99
H	Preparing businesses for emergencies and disasters	1	2	3	4	98	99
I	Promoting tourism and marketing efforts	1	2	3	4	98	99
J	Keeping sidewalks clean and well-maintained	1	2	3	4	98	99
K	Providing free parking	1	2	3	4	98	99
L	Providing a business friendly environment	1	2	3	4	98	99
M	Providing an adequate amount of parking	1	2	3	4	98	99
Q13	For the same list of services, please indicate how satisfied you are with the City's efforts to provide the service.						
<i>Randomize</i>		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Prefer not to answer
A	Provide police services	1	2	3	4	98	99
B	Provide fire protection services	1	2	3	4	98	99
C	Reduce traffic congestion	1	2	3	4	98	99
D	Provide building permit services	1	2	3	4	98	99
E	Provide building inspection services	1	2	3	4	98	99
F	Promote economic development	1	2	3	4	98	99
G	Revitalize outdated areas in the City	1	2	3	4	98	99
H	Prepare businesses for emergencies and disasters	1	2	3	4	98	99
I	Promote tourism and marketing efforts	1	2	3	4	98	99
J	Keep sidewalks clean and well-maintained	1	2	3	4	98	99
K	Provide free parking	1	2	3	4	98	99
L	Provide a business friendly environment	1	2	3	4	98	99
M	Provide an adequate amount of parking	1	2	3	4	98	99

Section 4: Communication

Q14	Are you satisfied or dissatisfied with the City's efforts to communicate with Beverly Hills' businesses through the City's website, advertisements/announcements in local papers, the Internet, social media, direct mail, and other means?	
	1	Very satisfied
	2	Somewhat satisfied
	3	Somewhat dissatisfied
	4	Very dissatisfied
	98	Don't Know
	99	Refused

Section 5: Parking

Q15	Based on feedback you may have received from your customers , how easy or difficult is it for them to find parking near your business?	
	1	Very easy <i>Skip to Q17</i>
	2	Somewhat easy <i>Skip to Q17</i>
	3	Somewhat difficult <i>Ask Q16</i>
	4	Very difficult <i>Ask Q16</i>
	98	No Opinion/Not Sure <i>Skip to Q17</i>
	99	Prefer not to answer <i>Skip to Q17</i>
Q16	What aspects of parking do your customers identify as being a problem?	
	1	Lack of available parking
	2	Cost of parking
	3	Location of parking
	4	Condition of parking lot
	5	Other <i>Please specify</i>
	98	No Opinion/Not Sure
	99	Prefer not to answer
Q17	Based on feedback you may have received from your employees , how easy or difficult is it for them to find adequate parking?	
	1	Very easy <i>Skip to Q19</i>
	2	Somewhat easy <i>Skip to Q19</i>
	3	Somewhat difficult <i>Ask Q18</i>
	4	Very difficult <i>Ask Q18</i>
	98	No Opinion/Not Sure <i>Skip to Q19</i>
	99	Prefer not to answer <i>Skip to Q19</i>

Q18			What aspects of parking do your employees identify as being a problem?		
	1	Lack of available parking			
	2	Cost of parking			
	3	Location of parking			
	4	Condition of parking lot			
	5	Other <i>Please specify</i>			
	98	No Opinion/Not Sure			
	99	Prefer not to answer			
Q19			Please check the option that best describe how your business manages employee parking.		
	1	We have no policies regarding employee parking			
	2	We set informal policies regarding parking			
	3	We have formal policies regarding parking			
	98	No Opinion/Not Sure			
	99	Prefer not to answer			
Q20			Does your business subsidize employee parking costs?		
	1	Yes, business provides a full subsidy			
	2	Yes, business provides a partial subsidy			
	3	No parking subsidy is provided			
	98	No Opinion/Not Sure			
	99	Prefer not to answer			

Section 6: Miscellaneous Issues

Next are questions about a variety of planning and policy issues in Beverly Hills.

Q21		We are interested in how prepared your business is to be self-sufficient in the event of a natural disaster or other city-wide emergency. Does your business have: _____?			
	<i>Read in Order</i>	Yes	No	Don't know	Prefer not to answer
A	A 48 hour supply of emergency food, water and supplies to sustain your employees	1	2	98	99
B	A life safety & evacuation plan	1	2	98	99
C	A general awareness among staff regarding what to do before, during and after an emergency	1	2	98	99

D	A business continuity plan		1	2	98	99
Q22	Overall, how informed do you feel about the panhandling ordinance used to discourage aggressive panhandling?					
	1	Well informed				
	2	Somewhat informed				
	3	Slightly informed				
	4	Not informed				
	98	Not sure				
	99	Prefer not to answer				
Q23	In general, do you think the City should be more aggressive, less aggressive, or about the same as it is now in enforcing laws and policies related to panhandling in Beverly Hills?					
	1	Much more aggressive				
	2	Somewhat more aggressive				
	3	About same as now				
	4	Somewhat less aggressive				
	5	Much less aggressive				
	98	Not sure				
	99	Prefer not to answer				
Q24	Overall, do you think the City of Beverly Hills should be more aggressive, less aggressive, or about the same as it is now in setting and enforcing policies that protect the environment?					
	1	More aggressive				
	2	Less aggressive				
	3	About same				
	98	Not sure				
	99	Prefer not to answer				
Q25	In order to reduce the use of plastic bags which are harmful to the environment, would you support or oppose a policy that required supermarkets and retail stores in Beverly Hills to provide reusable bags or charge customers 10 cents per plastic bag?					
	1	Support				
	2	Oppose				
	98	Not sure				
	99	Prefer not to answer				

Q26	At one point the street “Burton Way” was renamed “South/Little Santa Monica”, although some have suggested it should be changed back. Which of the following options would you prefer:	
	1	Keep street name as South/Little Santa Monica
	2	Change street name back to Burton Way
	3	Combine street names so it will be Burton Way/S. Little Santa Monica
	98	No Opinion
	99	Prefer not to answer
Q27	The City is considering providing Internet service to the business community. Which of the following categories best describes the bandwidth/Internet connectivity at your business?	
	1	5 gigabytes per second (Gb/s)
	2	10 Gb/s
	3	30 Gb/s
	4	100 Gb/s
	5	More than 100 Gb/s
	6	No Internet connection at business
	7	Not sure
	99	Prefer not to answer

Section : Business Information

Thank you so much for your participation – this final section of questions collects background information for statistical purposes.

Q28	Which of the following categories best describes your business in Beverly Hills?	
	1	Retail oriented <i>Ask Q29</i>
	2	Restaurant/Food Service <i>Ask Q29</i>
	3	Entertainment oriented <i>Ask Q29</i>
	4	Office oriented <i>Skip to Q30</i>
	5	Technology oriented <i>Skip to Q30</i>
	6	Medical <i>Ask Q29</i>
	7	Corporate headquarters <i>Skip to Q30</i>
	8	Light industrial/manufacturing oriented <i>Skip to Q30</i>
	9	Warehouse/distribution <i>Skip to Q30</i>
	10	Other <i>Please describe</i> <i>Skip to Q30</i>
	99	Prefer not to answer <i>Skip to Q30</i>

Q29				Approximately what percentage of your customers are:.....? <i>Must sum to 100%</i>			
	1	Beverly Hills residents		%			
	2	Residents from other southern California cities		%			
	3	Tourists from United States who live outside southern California		%			
	4	International tourists		%			
	99	Prefer not to answer					
Q30				How many people are currently employed at your worksite in the City of Beverly Hills?			
		<i>Drop down menu</i>					
	98	Not Sure					
	99	Prefer not to answer					
Q31				Does your business own or lease your space in the City of Beverly Hills?			
	1	Own					
	2	Lease					
	98	Don't Know					
	99	Refused					
Q32				Does your company plan to expand in the next three years?			
	1	Yes		<i>Ask Q33</i>			
	2	No		<i>Skip to Q34</i>			
	98	Don't Know		<i>Skip to Q34</i>			
	99	Prefer not to answer		<i>Skip to Q34</i>			
Q33				Approximately how many additional jobs will be created at your business location in Beverly Hills due to your company's expansion?			
		<i>Drop down menu</i>		<i>0 to 100+</i>			
	98	Not Sure/No opinion					
	99	Prefer not to answer					
Q34				In the next 12 months, do you anticipate relocating your business?			
	1	Yes		<i>Ask Q35</i>			
	2	No		<i>Skip to end</i>			
	98	Don't Know		<i>Skip to end</i>			
	99	Prefer not to answer		<i>Skip to end</i>			

Q35	Will you be relocating your business within Beverly Hills or to another community?	
	1	Within Beverly Hills <i>Skip to end</i>
	2	To another community <i>Ask Q36</i>
	98	Don't Know <i>Skip to end</i>
	99	Prefer not to answer <i>Skip to end</i>
Q36	Is there a particular reason why your business plans to leave Beverly Hills? <i>Please type response in text box below or check the appropriate box.</i>	
	<i>Verbatim</i>	
	2	No particular reason
	98	Not Sure/No opinion
	99	Prefer not to answer
<p>Thank you for sharing your opinions with us! Please click the button below to submit your survey.</p>		