

The City of Littleton 2018 Business Survey

Please complete this questionnaire if you are the person most knowledgeable about this business, typically the owner or manager. Please select the response (by circling the number or checking the box) that most closely represents your opinion. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Littleton:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Littleton as a place to work	1	2	3	4	5
Littleton as a place to retire.....	1	2	3	4	5
Littleton as a place to do business.....	1	2	3	4	5
The overall economic climate of Littleton	1	2	3	4	5
The overall quality of life in Littleton.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Littleton as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall appearance of Littleton	1	2	3	4	5
Cleanliness of Littleton	1	2	3	4	5
Overall quality of commercial development in Littleton.....	1	2	3	4	5
Overall quality of residential development in Littleton.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Overall quality of business and service establishments in Littleton.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Ease of car travel in Littleton	1	2	3	4	5
Ease of bus travel in Littleton	1	2	3	4	5
Ease of light rail travel to and from Littleton.....	1	2	3	4	5
Ease of bicycle travel in Littleton	1	2	3	4	5
Ease of walking in Littleton.....	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking in Downtown Littleton	1	2	3	4	5
Amount of public parking other than downtown.....	1	2	3	4	5
Overall image or reputation of Littleton.....	1	2	3	4	5

3. Which statements most accurately reflect the reasons you operate a business in Littleton? (Please check all that apply.)

- | | | |
|---|---|---|
| <input type="radio"/> Close to home | <input type="radio"/> Good business opportunities | <input type="radio"/> Potential for growth |
| <input type="radio"/> Community composition/make-up | <input type="radio"/> Small town atmosphere | <input type="radio"/> Within a major metro area |
| <input type="radio"/> Close to recreational amenities | <input type="radio"/> City assistance for small/medium businesses | <input type="radio"/> Access to light rail |
| <input type="radio"/> Quality of life | <input type="radio"/> Proximity to Santa Fe/C-470 | <input type="radio"/> Other _____ |

4. Please indicate whether you feel that there are too many, the right amount or not enough of each of the following in Littleton:

	<i>Too many</i>	<i>Right amount</i>	<i>Not enough</i>	<i>Don't know</i>
Bars and taverns	1	2	3	4
Restaurants.....	1	2	3	4
Entertainment venues	1	2	3	4
Public art.....	1	2	3	4
Festivals, concerts, etc.....	1	2	3	4
Farmers' markets.....	1	2	3	4
Retail shopping opportunities	1	2	3	4
Hotels.....	1	2	3	4

The City of Littleton 2018 Business Survey

5. To what degree, if at all, are the following problems for businesses in Littleton?

	<i>Not a problem</i>	<i>Minor problem</i>	<i>Moderate problem</i>	<i>Major problem</i>	<i>Don't know</i>
Vandalism	1	2	3	4	5
Graffiti.....	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Rundown buildings	1	2	3	4	5
High cost of real estate	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Too much local government regulation	1	2	3	4	5
Too little local government regulation	1	2	3	4	5
Lack of customers	1	2	3	4	5
Lack of qualified labor	1	2	3	4	5
Inadequate transportation infrastructure (roads, parking, bus routes) within the area	1	2	3	4	5
Too much competition from national franchises	1	2	3	4	5
Lack of customer parking.....	1	2	3	4	5
Lack of employee parking.....	1	2	3	4	5
Lack of housing that meets employees' needs.....	1	2	3	4	5
Access to capital or ability to get a loan	1	2	3	4	5

6. What are the three biggest challenges you face running a business in the City of Littleton? (Please check up to three responses.)

- | | | |
|--|---|--|
| <input type="radio"/> Inadequate sales | <input type="radio"/> Competition with Denver/Front Range | <input type="radio"/> Lack of parking |
| <input type="radio"/> Marketing costs | <input type="radio"/> Competition with the Internet | <input type="radio"/> Lack of affordable housing for employees |
| <input type="radio"/> High cost of doing business | <input type="radio"/> Competition with Highlands Ranch | <input type="radio"/> Other _____ |
| <input type="radio"/> Business location | <input type="radio"/> Competition with Centennial | |
| <input type="radio"/> Cost of employee health benefits | <input type="radio"/> Employee recruitment/retention | |

7. Please rate the following categories of Littleton government performance as it relates to businesses:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The overall direction the city is taking.....	1	2	3	4	5
Attracting companies to locate in Littleton	1	2	3	4	5
Attracting visitors to Littleton.....	1	2	3	4	5
Retaining existing jobs	1	2	3	4	5
The job city government does at welcoming business involvement.....	1	2	3	4	5
The overall leadership provided by the city's elected officials.....	1	2	3	4	5
The overall effectiveness of appointed boards and commissions.....	1	2	3	4	5
The overall effectiveness of the city manager and appointed staff	1	2	3	4	5
The relationship between the business community and local government in Littleton	1	2	3	4	5

8. With regard to your business, have you had any in-person, phone or email contact with an employee of the City of Littleton within the last 12 months (including police, inspectors, planners or any others)?

- ☐ Yes → Go to Question 9
- ☐ No → Go to Question 12

The City of Littleton 2018 Business Survey

9. With which of the following departments was your most recent contact in the last 12 months? (Please check only one.)

- ☐ Police

☐ Fire

☐ Community Development (building inspection, code enforcement, planning, historic preservation, neighborhood resources, development and redevelopment)

☐ Public Works (engineering, utilities, storm and sanitary sewer, streets, traffic, grounds, landscape design)

☐ Museum/Library

☐ Finance (sales tax, accounts payable and receivable, storm and sanitary sewer billing, senior refunds)

☐ Municipal Court

☐ City Clerk (elections, passports, voter registration, records)

☐ Human Resources (employment)

☐ Economic Development (free assistance to Littleton businesses)

☐ Communications and marketing

10. What was your impression of the employee(s) of the City of Littleton in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Ease or ability to reach a city employee	1	2	3	4	5
Knowledge of issue or concern	1	2	3	4	5
Responsiveness to your request	1	2	3	4	5
Treated you with respect and courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

11. Did you feel your question or issue was resolved?

- ☐ Yes
 ☐ No
 ☐ Not applicable

12. To what extent would you support or oppose the city pursuing the following activities:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Strengthening Littleton's community image and identity	1	2	3	4	5
Promoting efforts to attract and recruit new types of retail business to Littleton	1	2	3	4	5
Marketing Downtown Littleton to residents and visitors.....	1	2	3	4	5
Allowing market forces to determine the location, type and intensity of redevelopment instead of regulation	1	2	3	4	5
Encouraging additional residential growth or redevelopment	1	2	3	4	5
Encouraging additional commercial growth or redevelopment	1	2	3	4	5
Promoting efforts to revitalize the city's housing areas.....	1	2	3	4	5
Promoting efforts to revitalize the city's commercial areas.....	1	2	3	4	5
Promoting efforts to increase the availability of affordable housing	1	2	3	4	5
Providing incentives to promote business relocation	1	2	3	4	5
Increasing residential development density near public transit	1	2	3	4	5
Providing incentives to promote the redevelopment of old, underperforming commercial shopping centers	1	2	3	4	5
Increasing development fees to help rebuild the city's infrastructure	1	2	3	4	5

13. The city currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent (\$0.0075) on every \$1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase?

- ☐ Strongly support
 ☐ Somewhat support
 ☐ Somewhat oppose
 ☐ Strongly oppose
 ☐ Don't know

14. A three-quarters of a cent sales and use tax increase will generate approximately \$8.7 million a year, which will help to cover a portion of the costs to make the needed improvements. However, a higher sales and use tax increase would allow more improvements to be made sooner, while a lower sales and use tax increase would

The City of Littleton 2018 Business Survey

allow fewer improvements over a longer period of time. Thinking about a potential sales and use tax increase, which of the following statements best describe your opinion? Please select only one.

- ☐ I'd rather pay a 1 cent (\$0.01) sales and use tax increase to complete more of the needed improvements sooner
- ☐ A three-quarters of a cent (\$0.0075) sales and use tax increase sounds like the right amount to me
- ☐ I'd rather pay one-half of a cent (\$0.005) sales and use tax increase and complete fewer of the needed improvements over a longer period of time
- ☐ I do not want a sales and use tax increase

15. To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton?

- ☐ Strongly support
- ☐ Somewhat support
- ☐ Somewhat oppose
- ☐ Strongly oppose
- ☐ Don't know

16. If the city were to implement each of the following, how beneficial, if at all, would they be to your business plans?

	<i>Very beneficial</i>	<i>Somewhat beneficial</i>	<i>Not at all beneficial</i>	<i>Don't know</i>
Streamlined permitting	1	2	3	4
Financial assistance (i.e., loans, grants, rebates).....	1	2	3	4
Increased flexibility in city regulations	1	2	3	4
City-financed marketing and promotion	1	2	3	4
Physical improvements to city-owned property (i.e. streets, sidewalks, public facilities).....	1	2	3	4

17. Are you interested in the city offering free seminars for businesses?

- ☐ Yes
- ☐ No
- ☐ Don't know

17a. If yes, what types of seminar topics would you be interested in?

18. How frequently, if at all, do you do each of the following?

	<i>Always</i>	<i>Frequently</i>	<i>Sometimes</i>	<i>Never</i>
Purchase goods or services from businesses in Littleton	1	2	3	4
Encourage your employees to purchase goods or services from businesses in Littleton	1	2	3	4

The last questions are about you and your business. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. What is your position in this organization?

- ☐ Owner
- ☐ Manager or Administrator
- ☐ Administrative Assistant
- ☐ Other

D2. How many years has your business been located in Littleton?

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ More than 10 years

D3. Thinking about the coming 12 months, how likely, if at all, are you to keep your business in this area?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not at all likely

D4. Does this business have one site or multiple sites?

- ☐ One site ➔ Skip to D7
- ☐ Multiple sites ➔ Go to D5 and D6

D5. Is this location a branch or headquarters?

- ☐ Branch
- ☐ Headquarters

D6. Including this location, how many sites are located in Littleton?

D7. Is this business home based?

- ☐ Yes
- ☐ No

The City of Littleton 2018 Business Survey

D8. Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)

- | | | |
|---------------------------------------|--|--|
| <input type="radio"/> Agriculture | <input type="radio"/> Finance, insurance, real estate, legal | <input type="radio"/> Services (cleaning, repair) |
| <input type="radio"/> Construction | <input type="radio"/> Printing, copying, typesetting, publishing | <input type="radio"/> Information Technologies |
| <input type="radio"/> Manufacturing | <input type="radio"/> Medical, dental | <input type="radio"/> Consulting |
| <input type="radio"/> Restaurant, bar | <input type="radio"/> Transportation | <input type="radio"/> Beauty |
| <input type="radio"/> Wholesale sales | <input type="radio"/> Gas and electric services | <input type="radio"/> Education |
| <input type="radio"/> Retail | <input type="radio"/> Automotive service | <input type="radio"/> Health, fitness and wellness |
| <input type="radio"/> Banking | <input type="radio"/> Non-profit charitable organization | <input type="radio"/> Other _____ |

D9. What was the approximate annual gross revenue (for the most recent accounting year) generated by this Littleton site?

- ☐ Less than \$100,000
- ☐ \$100,000 to \$499,999
- ☐ \$500,000 to \$999,999
- ☐ \$1,000,000 to \$4,999,999
- ☐ \$5,000,000 or more

D10. Including yourself, how many employees work at your Littleton worksite?

- _____ Number of full-time (30 or more hours per week) employees
- _____ Number of part-time (less than 30 hours per week) employees
- _____ Total number of employees at this worksite

D11. Please write in the approximate number of staff in each of the following positions.

- _____ Management
- _____ Administration
- _____ Technical
- _____ Labor
- _____ Other

D12. Over the next 3 to 5 years, do you anticipate...

- ☐ Adding to your number of employees
- ☐ Maintaining the same number of employees
- ☐ Cutting back on your number of employees

D13. Approximately what percent of your work force at this location resides in Littleton? _____%

D14. In which city or county is your residence located?

- ☐ Littleton
- ☐ Jefferson County
- ☐ Centennial
- ☐ Highlands Ranch
- ☐ Englewood
- ☐ Denver
- ☐ Other _____

Thank you for completing the survey!