

2015 City of Brentwood Business Survey

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Final Report

Submitted to the City of Brentwood, Tennessee

by:

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Contents

Executive Summary i

Section 1: Charts and Graphs 1

Section 2: Tabular Data 10

Section 3: Survey Instrument..... 31

2015 City of Brentwood Business Survey

Executive Summary

Purpose and Methodology

During January of 2015, ETC Institute administered a survey to all businesses in the City of Brentwood. The purpose of the survey was to gather feedback from Brentwood business owners and senior managers to identify ways to improve the quality of City services. The survey was administered to all businesses in the City of Brentwood and a total of 165 businesses responded. The overall results of the survey have a precision of at least +/-7.6% at the 95% level of confidence.

Major Findings

Overall Satisfaction With Public Services and Community Characteristics. Nearly all (98%) of the businesses surveyed were satisfied with public safety services in the City of Brentwood. Ninety-eight percent (98%) were satisfied with environmental quality; 94% were satisfied with drainage and storm water runoff, and 91% were satisfied with location of parks within the city. Respondents to the survey were least satisfied with traffic flow on major streets (31%).

Greatest Strengths and Weaknesses of Brentwood as a Place to Conduct Business. Businesses were asked to indicate the greatest strengths and weaknesses of the City of Brentwood as a place to conduct business. Some of the areas that were seen as strengths include: safety of Brentwood (99%), economic base of Brentwood (99%), location in Middle Tennessee (99%), quality of schools (98%), and community character of Brentwood (96%). The areas that respondents indicated were weaknesses include: housing options for employees (66%), traffic flow in commercial areas (77%), and availability of transit options (84%).

Characteristics of Brentwood as a Place to Conduct Business That Are the Most Important to Overall Success of the General Business Community. Based on the sum of their top three choices, the characteristics of Brentwood as a place to conduct business that are most important to the overall success of the general business community include: economic base of Brentwood, traffic flow in commercial areas, safety of Brentwood, and space available for retail and office uses.

Characteristics of Brentwood as a Place to Conduct Business That Are the Most Important to the Success of One's Own Business. Based on the sum of their top three choices, the characteristics of Brentwood as a place to conduct business that are most important to the success one's own business include: customer/client base located nearby, economic base of Brentwood, traffic flow in commercial areas, and location in Middle Tennessee.

Overall Rating of Brentwood as a Place to Conduct Business. Sixty-four percent (64%) of business surveyed indicated that the City of Brentwood is a "very good" place to conduct business; 34% indicated that the City is a "good" place to conduct business, and only 2% believe it is a poor place to conduct business.

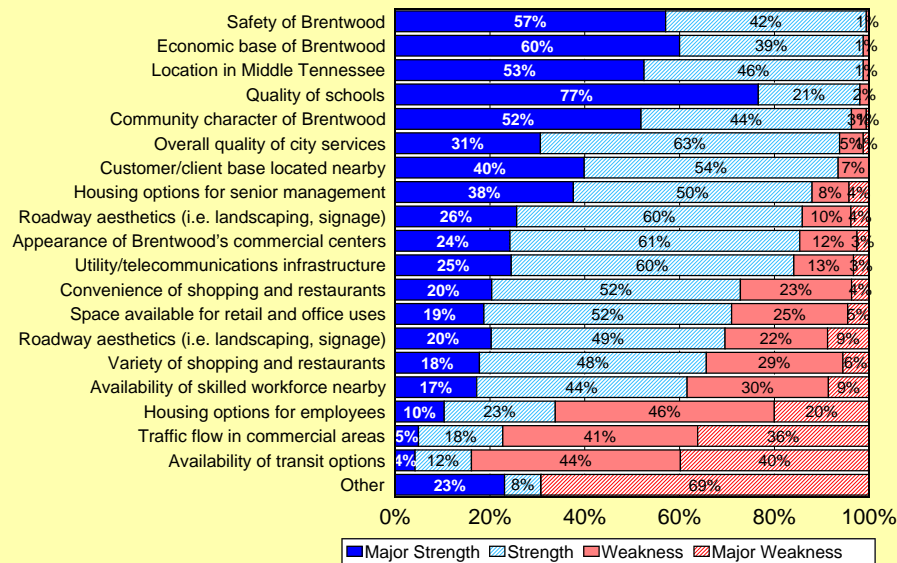
Level of Importance for Considering Choosing Current Location or Moving to a New One. When businesses were asked the level of importance of certain factors in considering the choice of their current location or moving to a new one, 97% indicated that the appearance of the building and grounds at their location was important. Other factors that businesses felt were important include: appearance/condition of surrounding commercial areas (96%), availability of parking (95%), avoiding traffic congestion (94%), and building conditions (90%). The factor that businesses indicated was least important was the proximity to similar kinds of businesses (41%).

Most Important Factors for Considering Staying in Current Location or Moving to a New Location. Based on the sum of their top three choices, the most important factors for businesses considering staying in their current location or moving to a new one include: avoiding traffic congestion, availability of parking, building conditions, and appearance of the building and grounds at their location.

Section 1: Charts and Graphs

Q1. Greatest Strengths and Weaknesses of Brentwood as a Place to Conduct Business

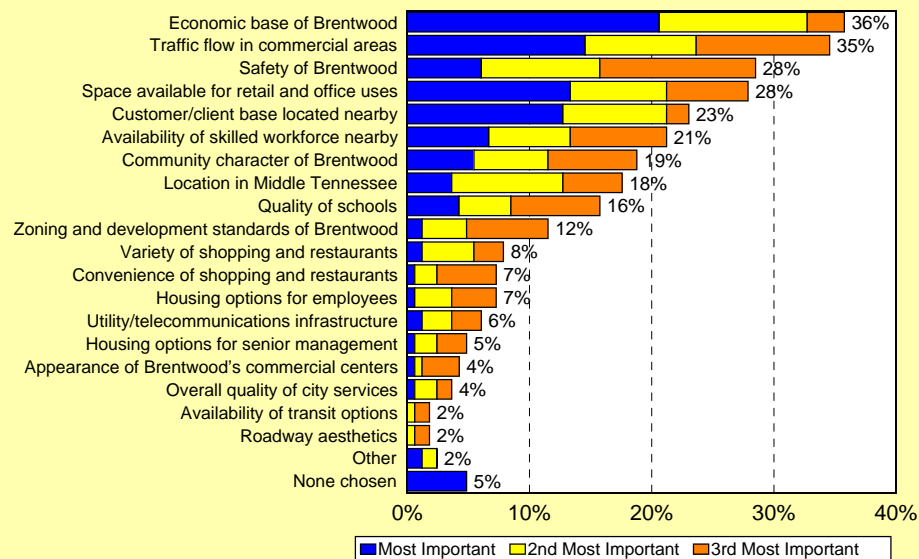
by percentage of respondents (excluding no opinion)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q2. Characteristics of Brentwood as a Place to Conduct Business That Are Most Important to Overall Success of the General Business Community

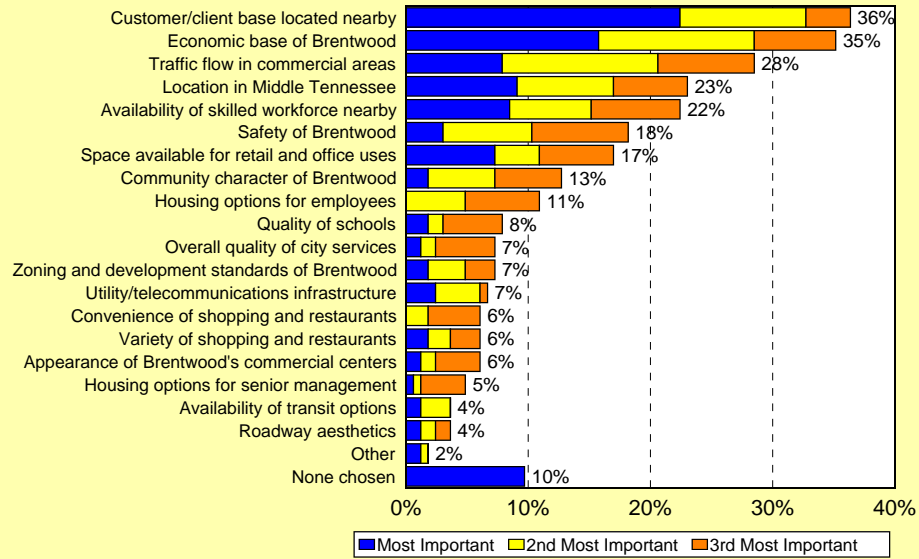
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q3. Characteristics of Brentwood as a Place to Conduct Business That Are Most Important to Success of Your Business

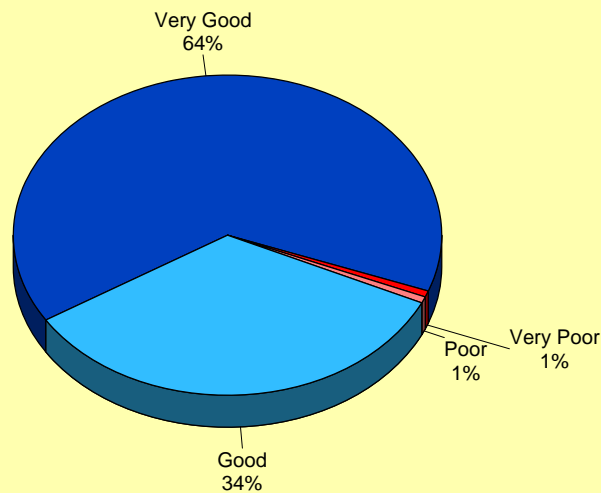
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q4. Overall Rating of Brentwood as a Place to Conduct Business

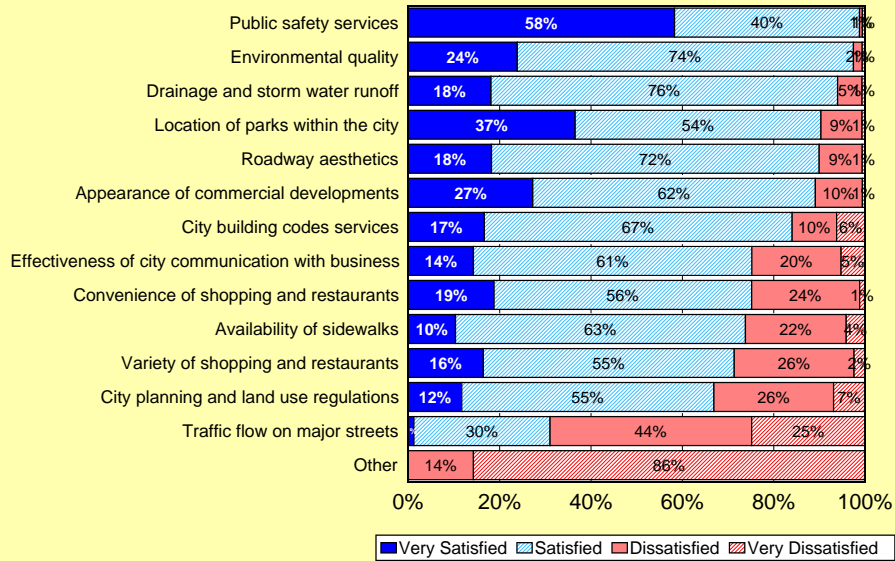
by percentage of respondents (excluding no opinion)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q5. Overall Satisfaction With Public Services and Community Characteristics Within the City of Brentwood

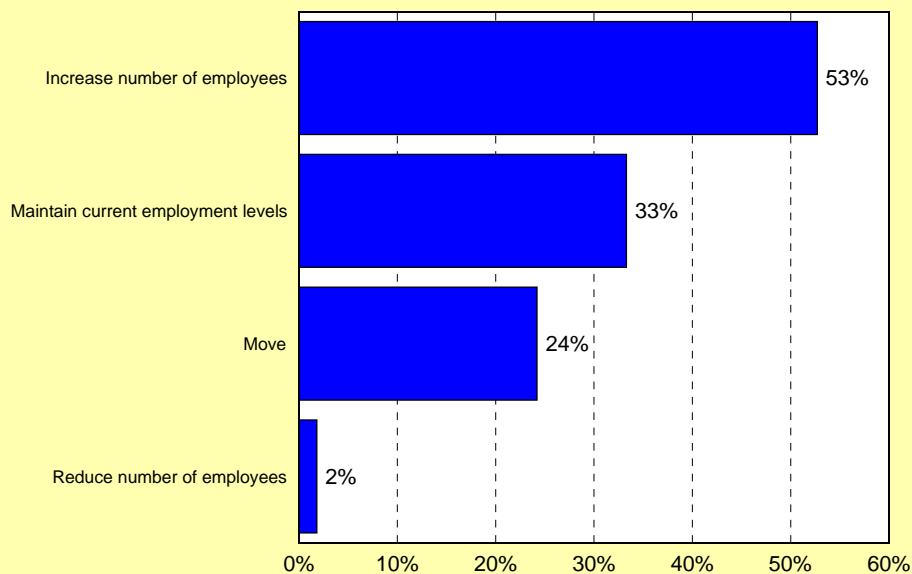
by percentage of respondents (excluding no opinion)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q6. In the Next Five Years, Does Your Business Have Plans to:

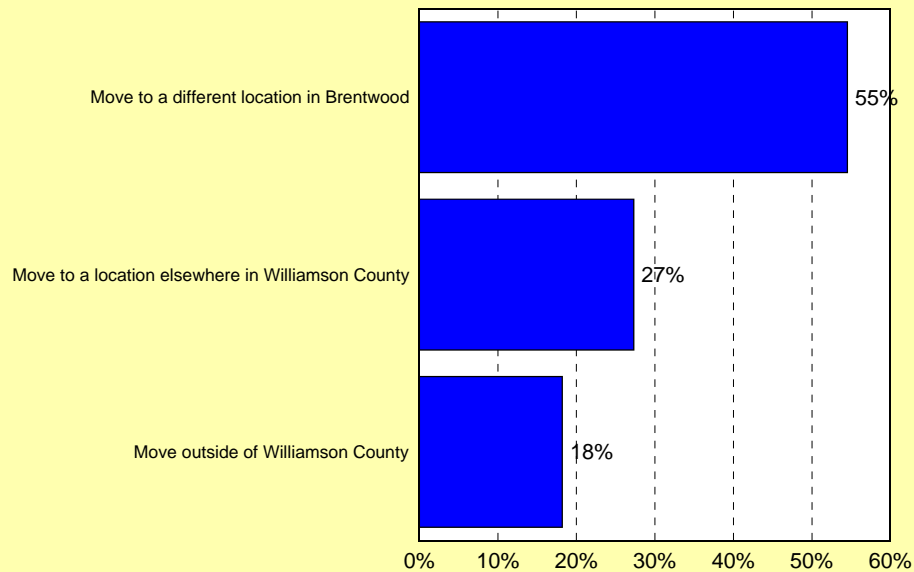
by percentage of respondents (multiple selections could be made)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q7. If Business Plans to Move, Your Business Would Most Likely:

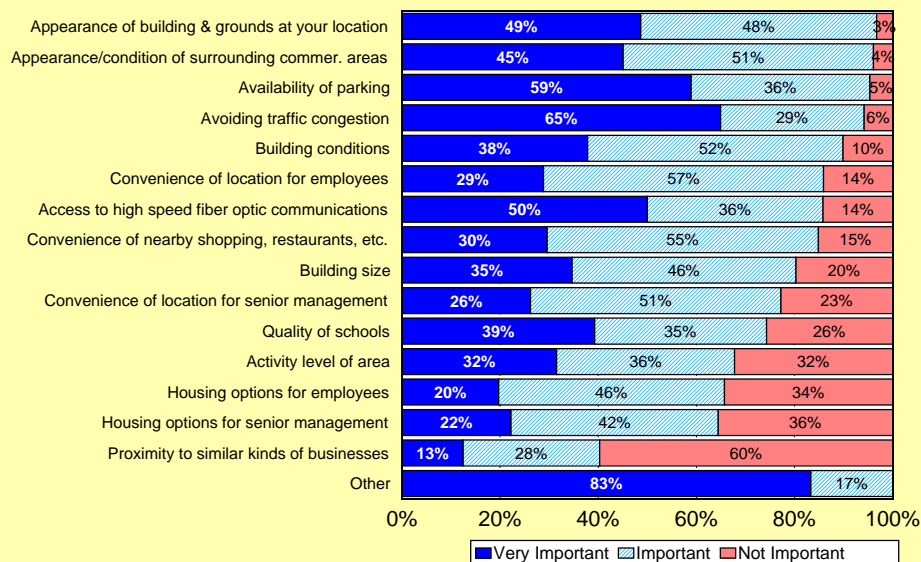
by percentage of respondents who said their businesses would move in the next 5 years
(excluding don't know)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q8. Level of Importance for Considering Choosing Current Location or Moving to a New One

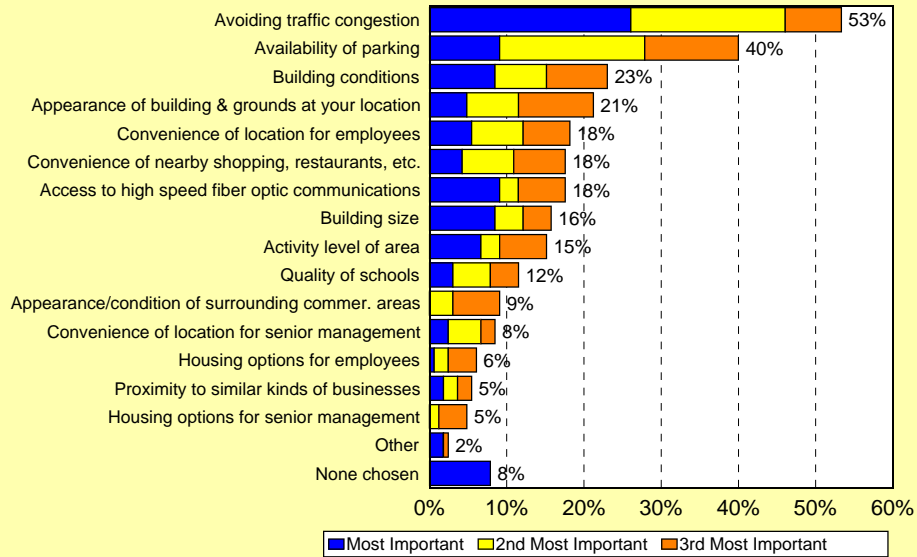
by percentage of respondents (excluding no opinion)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q9. Most Important Factors for Considering Staying in Current Location or Moving to a New Location

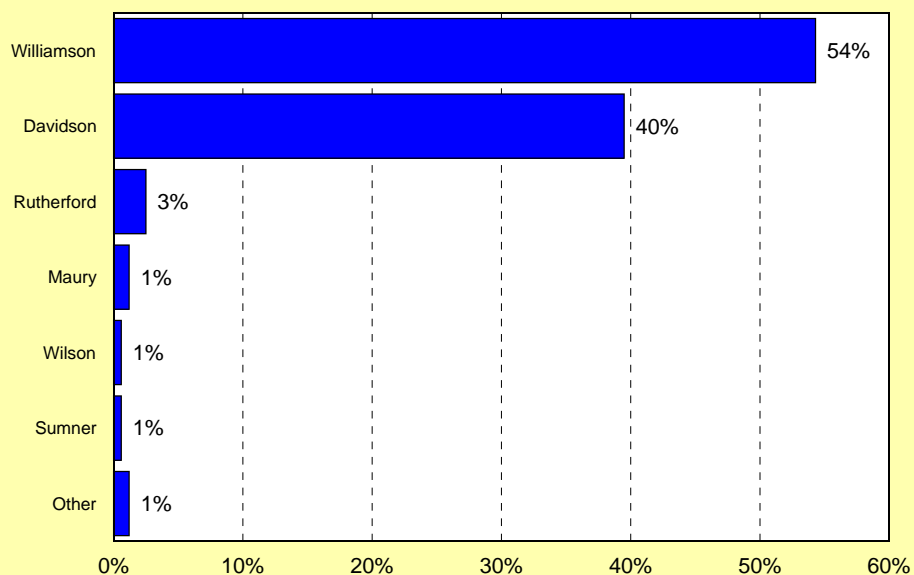
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q10. County in Which the Majority of Employees Live

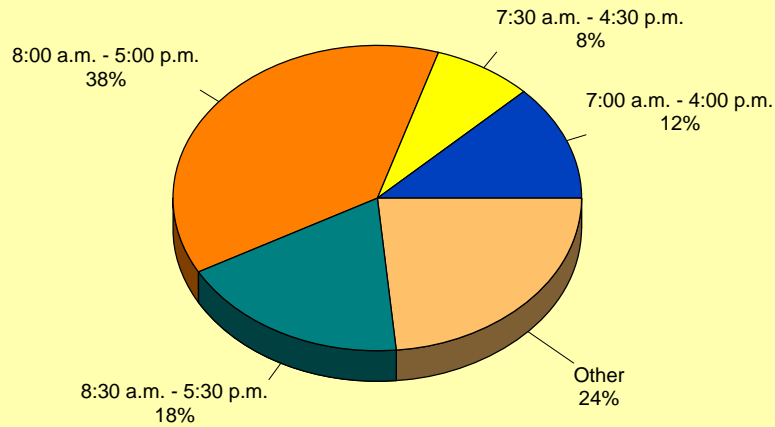
by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q11. Time Periods that Represent Majority of Employee Work Schedules

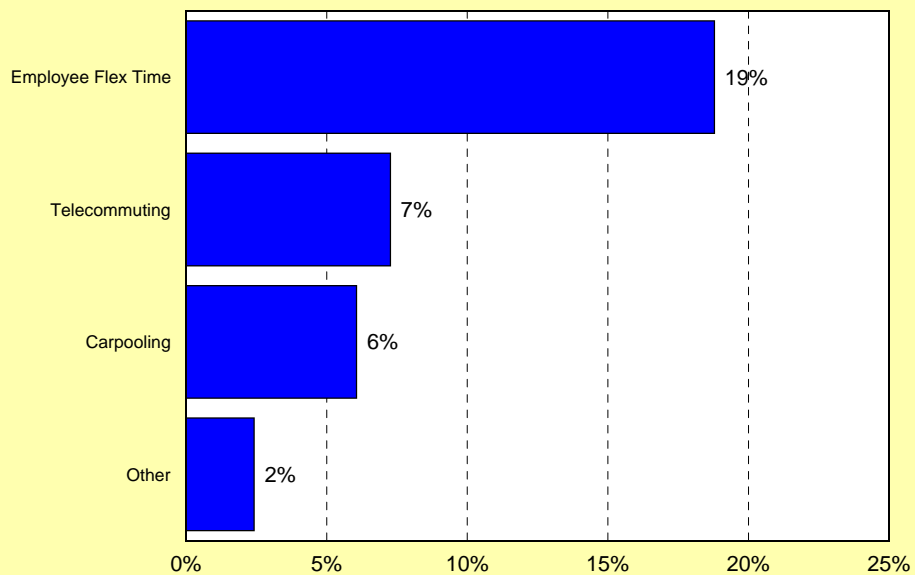
by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q12. Mitigation Programs Your Business Promotes or Provides

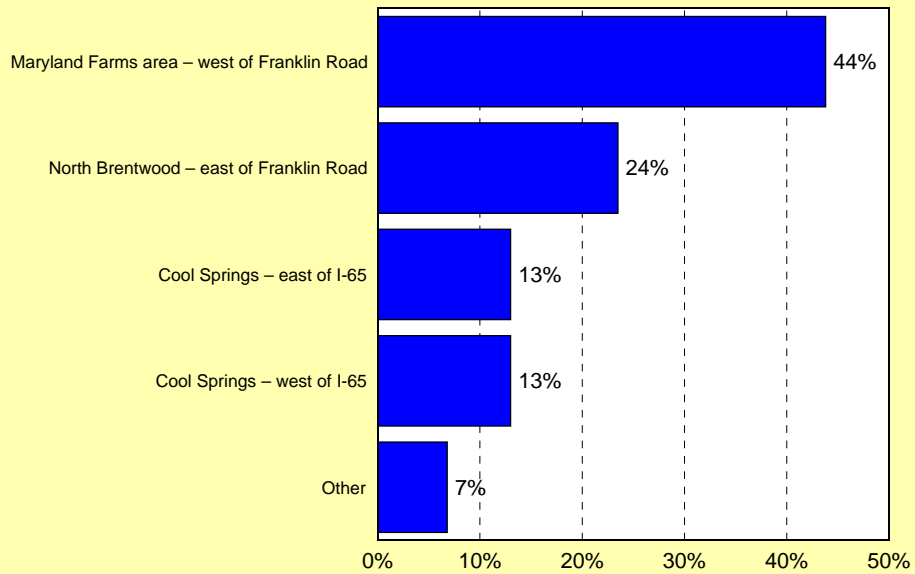
by percentage of respondents (excluding none)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q13. Area of Brentwood Your Business is Located

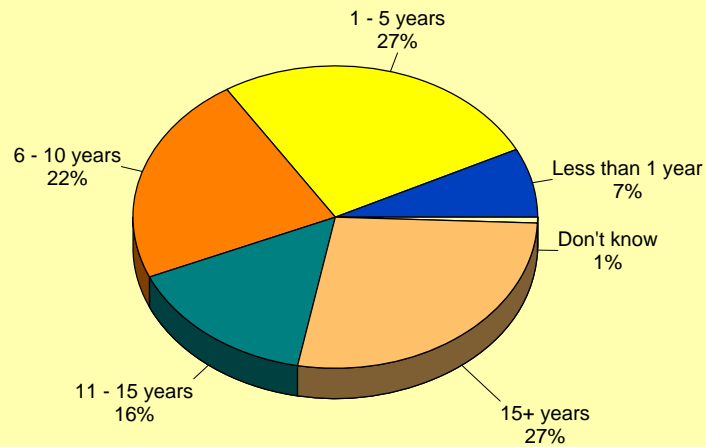
by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q14. How Long Your Business Has Been in Operation in Brentwood at This Location

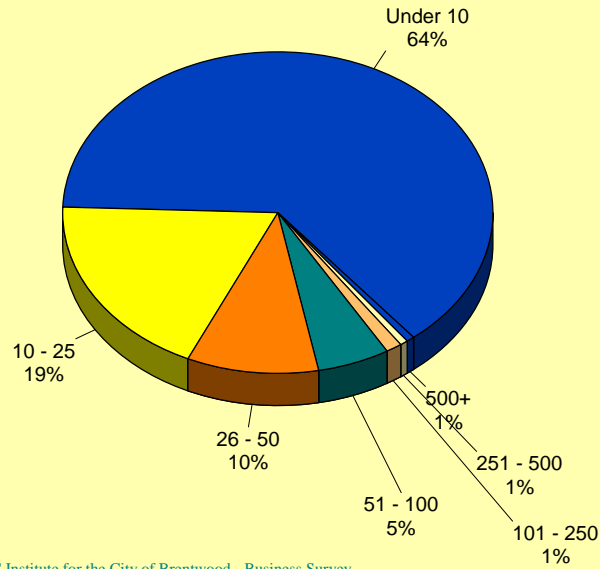
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q15. How Many People Does Your Business Employ in Brentwood at This Location

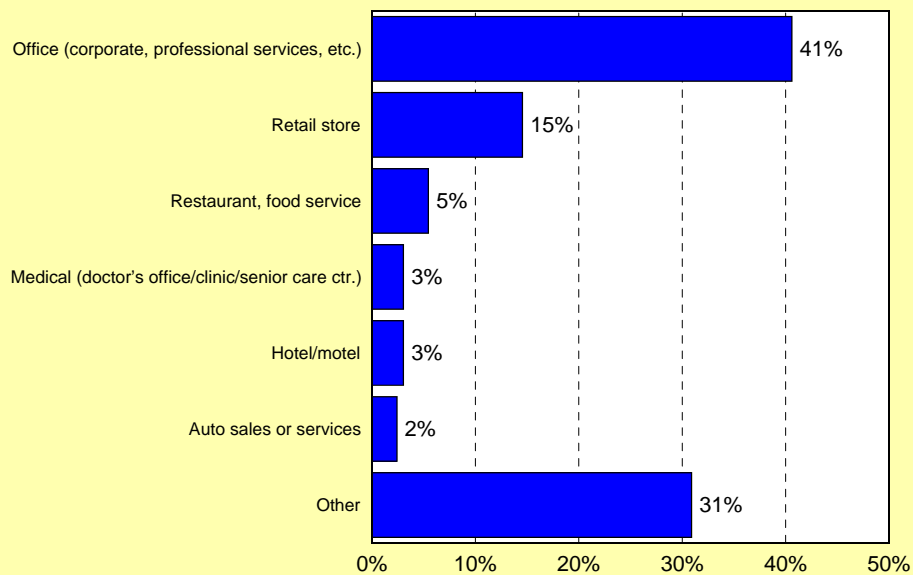
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Q16. Primary Type of Business Function or Operation

by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Brentwood - Business Survey

Section 2: Tabular Data

Q1. Please indicate what you believe are the greatest strengths and weaknesses of Brentwood as a place to conduct business.

(N=165)

	Major Strength	Strength	Weakness	Major Weakness	No Opinion
A. Space available for retail and office uses	17.58%	49.09%	23.03%	4.24%	6.06%
B. Customer/client base located nearby	36.97%	49.70%	6.06%	0.00%	7.27%
C. Economic base of Brentwood	58.18%	37.58%	1.21%	0.00%	3.03%
D. Community character of Brentwood	50.30%	43.03%	3.03%	0.61%	3.03%
E. Availability of skilled workforce nearby	15.76%	40.61%	27.27%	7.88%	8.48%
F. Utility/telecommunications infrastructure	22.42%	54.55%	11.52%	3.03%	8.48%
G. Location in Middle Tennessee	50.91%	44.85%	1.21%	0.00%	3.03%
H. Traffic flow in commercial areas	4.85%	17.58%	40.61%	35.76%	1.21%
I. Availability of transit options	3.64%	10.30%	38.18%	34.55%	13.33%
J. Overall quality of city services	29.70%	61.21%	4.85%	1.21%	3.03%
K. Safety of Brentwood	56.36%	41.82%	0.61%	0.00%	1.21%
L. Housing options for employees	9.09%	20.61%	40.61%	17.58%	12.12%
M. Housing options for senior management	32.12%	43.03%	6.67%	3.64%	14.55%
N. Roadway aesthetics (i.e. landscaping, signage)	18.18%	44.24%	19.39%	7.88%	10.30%
O. Roadway aesthetics (i.e. landscaping, signage)	24.24%	56.97%	9.70%	3.64%	5.45%
P. Appearance of Brentwood's commercial centers	23.03%	58.18%	11.52%	2.42%	4.85%
Q. Variety of shopping and restaurants	17.58%	47.27%	28.48%	5.45%	1.21%
R. Convenience of shopping and restaurants	20.00%	51.52%	23.03%	3.64%	1.82%
S. Quality of schools	71.52%	20.00%	1.82%	0.00%	6.67%
T. Other	1.82%	0.61%	0.00%	5.45%	92.12%

WITHOUT NO OPINION**Q1. Please indicate what you believe are the greatest strengths and weaknesses of Brentwood as a place to conduct business.(Without "No Opinion")**

(N=165)

	Major Strength	Strength	Weakness	Major Weakness
A. Space available for retail and office uses	18.71%	52.26%	24.52%	4.52%
B. Customer/client base located nearby	39.87%	53.59%	6.54%	0.00%
C. Economic base of Brentwood	60.00%	38.75%	1.25%	0.00%
D. Community character of Brentwood	51.88%	44.38%	3.13%	0.63%
E. Availability of skilled workforce nearby	17.22%	44.37%	29.80%	8.61%
F. Utility/telecommunications infrastructure	24.50%	59.60%	12.58%	3.31%
G. Location in Middle Tennessee	52.50%	46.25%	1.25%	0.00%
H. Traffic flow in commercial areas	4.91%	17.79%	41.10%	36.20%
I. Availability of transit options	4.20%	11.89%	44.06%	39.86%
J. Overall quality of city services	30.63%	63.13%	5.00%	1.25%
K. Safety of Brentwood	57.06%	42.33%	0.61%	0.00%
L. Housing options for employees	10.34%	23.45%	46.21%	20.00%
M. Housing options for senior management	37.59%	50.35%	7.80%	4.26%
N. Roadway aesthetics (i.e. landscaping, signage)	20.27%	49.32%	21.62%	8.78%
O. Roadway aesthetics (i.e. landscaping, signage)	25.64%	60.26%	10.26%	3.85%
P. Appearance of Brentwood's commercial centers	24.20%	61.15%	12.10%	2.55%
Q. Variety of shopping and restaurants	17.79%	47.85%	28.83%	5.52%
R. Convenience of shopping and restaurants	20.37%	52.47%	23.46%	3.70%
S. Quality of schools	76.62%	21.43%	1.95%	0.00%
T. Other	23.08%	7.69%	0.00%	69.23%

Q1. OtherQ1T Other

ACCESS TO INTERSTATE
 DEVELOPMENT OF FRANKLIN ROAD
 HOTELS
 KEEP HIGH DENSITY MINIMAL
 MASS TRANSPORTATION
 POLITICAL ATTITUDE
 SUPPORT INTERNET BASED BUS
 TRAFFIC
 TRAFFIC
 TRAFFIC
 TRAFFIC
 TRAFFIC
 TRAFFIC AND LIGHTS

Q2. Which THREE of the characteristics listed in Question #1 are most important to the overall success of the general business community in Brentwood?

Q2. Most Important	Number	Percent
Space available for retail and office uses	22	13.33 %
Customer/client base located nearby	21	12.73 %
Economic base of Brentwood	34	20.61 %
Community character of Brentwood	9	5.45 %
Availability of skilled workforce nearby	11	6.67 %
Utility/telecommunications infrastructure	2	1.21 %
Location in Middle Tennessee	6	3.64 %
Traffic flow in commercial areas	24	14.55 %
Overall quality of city services	1	0.61 %
Safety of Brentwood	10	6.06 %
Housing options for employees	1	0.61 %
Housing options for senior management	1	0.61 %
Zoning and development standards of Brentwood	2	1.21 %
Appearance of Brentwood's commercial centers	1	0.61 %
Variety of shopping and restaurants	2	1.21 %
Convenience of shopping and restaurants	1	0.61 %
Quality of schools	7	4.24 %
Other	2	1.21 %
None chosen	8	4.85 %
Total	165	100.00 %

Q2. Which THREE of the characteristics listed in Question #1 are most important to the overall success of the general business community in Brentwood?

Q2. 2nd Most Important	Number	Percent
Space available for retail and office uses	13	7.88 %
Customer/client base located nearby	14	8.48 %
Economic base of Brentwood	20	12.12 %
Community character of Brentwood	10	6.06 %
Availability of skilled workforce nearby	11	6.67 %
Utility/telecommunications infrastructure	4	2.42 %
Location in Middle Tennessee	15	9.09 %
Traffic flow in commercial areas	15	9.09 %
Availability of transit options	1	0.61 %
Overall quality of city services	3	1.82 %
Safety of Brentwood	16	9.70 %
Housing options for employees	5	3.03 %
Housing options for senior management	3	1.82 %
Zoning and development standards of Brentwood	6	3.64 %
Roadway aesthetics (i.e. landscaping, signage)	1	0.61 %
Appearance of Brentwood's commercial centers	1	0.61 %
Variety of shopping and restaurants	7	4.24 %
Convenience of shopping and restaurants	3	1.82 %
Quality of schools	7	4.24 %
Other	2	1.21 %
None chosen	8	4.85 %
Total	165	100.00 %

Q2. Which THREE of the characteristics listed in Question #1 are most important to the overall success of the general business community in Brentwood?

Q2. 3rd Most Important	Number	Percent
Space available for retail and office uses	11	6.67 %
Customer/client base located nearby	3	1.82 %
Economic base of Brentwood	5	3.03 %
Community character of Brentwood	12	7.27 %
Availability of skilled workforce nearby	13	7.88 %
Utility/telecommunications infrastructure	4	2.42 %
Location in Middle Tennessee	8	4.85 %
Traffic flow in commercial areas	18	10.91 %
Availability of transit options	2	1.21 %
Overall quality of city services	2	1.21 %
Safety of Brentwood	21	12.73 %
Housing options for employees	6	3.64 %
Housing options for senior management	4	2.42 %
Zoning and development standards of Brentwood	11	6.67 %
Roadway aesthetics (i.e. landscaping, signage)	2	1.21 %
Appearance of Brentwood's commercial centers	5	3.03 %
Variety of shopping and restaurants	4	2.42 %
Convenience of shopping and restaurants	8	4.85 %
Quality of schools	12	7.27 %
None chosen	14	8.48 %
Total	165	100.00 %

Q2. The sum of the THREE characteristics which are most important to the overall success of the general business community in Brentwood

Q2. Sum of Top 3 Choices	Number	Percent
Economic base of Brentwood	59	35.76 %
Traffic flow in commercial areas	57	34.55 %
Safety of Brentwood	47	28.48 %
Space available for retail and office uses	46	27.88 %
Customer/client base located nearby	38	23.03 %
Availability of skilled workforce nearby	35	21.21 %
Community character of Brentwood	31	18.79 %
Location in Middle Tennessee	29	17.58 %
Quality of schools	26	15.76 %
Zoning and development standards of Brentwood	19	11.52 %
Variety of shopping and restaurants	13	7.88 %
Convenience of shopping and restaurants	12	7.27 %
Housing options for employees	12	7.27 %
Utility/telecommunications infrastructure	10	6.06 %
Housing options for senior management	8	4.85 %
Appearance of Brentwood's commercial centers	7	4.24 %
Overall quality of city services	6	3.64 %
Other	4	2.42 %
Availability of transit options	3	1.82 %
Roadway aesthetics (i.e. landscaping, signage)	3	1.82 %
Total	465	

Q3. Which THREE of the characteristics listed in Question #1 are most important to the success of your business? (Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Q#1 above in the spaces below)

Q3. Most Important	Number	Percent
Space available for retail and office uses	12	7.27 %
Customer/client base located nearby	37	22.42 %
Economic base of Brentwood	26	15.76 %
Community character of Brentwood	3	1.82 %
Availability of skilled workforce nearby	14	8.48 %
Utility/telecommunications infrastructure	4	2.42 %
Location in Middle Tennessee	15	9.09 %
Traffic flow in commercial areas	13	7.88 %
Availability of transit options	2	1.21 %
Overall quality of city services	2	1.21 %
Safety of Brentwood	5	3.03 %
Housing options for senior management	1	0.61 %
Zoning and development standards of Brentwood	3	1.82 %
Roadway aesthetics (i.e. landscaping, signage)	2	1.21 %
Appearance of Brentwood's commercial centers	2	1.21 %
Variety of shopping and restaurants	3	1.82 %
Quality of schools	3	1.82 %
Other	2	1.21 %
None chosen	16	9.70 %
Total	165	100.00 %

Q3. Which THREE of the characteristics listed in Question #1 are most important to the success of your business? (Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Q#1 above in the spaces below)

Q3. 2nd Most Important	Number	Percent
Space available for retail and office uses	6	3.64 %
Customer/client base located nearby	17	10.30 %
Economic base of Brentwood	21	12.73 %
Community character of Brentwood	9	5.45 %
Availability of skilled workforce nearby	11	6.67 %
Utility/telecommunications infrastructure	6	3.64 %
Location in Middle Tennessee	13	7.88 %
Traffic flow in commercial areas	21	12.73 %
Availability of transit options	4	2.42 %
Overall quality of city services	2	1.21 %
Safety of Brentwood	12	7.27 %
Housing options for employees	8	4.85 %
Housing options for senior management	1	0.61 %
Zoning and development standards of Brentwood	5	3.03 %
Roadway aesthetics (i.e. landscaping, signage)	2	1.21 %
Appearance of Brentwood's commercial centers	2	1.21 %
Variety of shopping and restaurants	3	1.82 %
Convenience of shopping and restaurants	3	1.82 %
Quality of schools	2	1.21 %
Other	1	0.61 %
None chosen	16	9.70 %
Total	165	100.00 %

Q3. Which THREE of the characteristics listed in Question #1 are most important to the success of your business? (Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Q#1 above in the spaces below)

Q3. 3rd Most Important	Number	Percent
Space available for retail and office uses	10	6.06 %
Customer/client base located nearby	6	3.64 %
Economic base of Brentwood	11	6.67 %
Community character of Brentwood	9	5.45 %
Availability of skilled workforce nearby	12	7.27 %
Utility/telecommunications infrastructure	1	0.61 %
Location in Middle Tennessee	10	6.06 %
Traffic flow in commercial areas	13	7.88 %
Overall quality of city services	8	4.85 %
Safety of Brentwood	13	7.88 %
Housing options for employees	10	6.06 %
Housing options for senior management	6	3.64 %
Zoning and development standards of Brentwood	4	2.42 %
Roadway aesthetics (i.e. landscaping, signage)	2	1.21 %
Appearance of Brentwood's commercial centers	6	3.64 %
Variety of shopping and restaurants	4	2.42 %
Convenience of shopping and restaurants	7	4.24 %
Quality of schools	8	4.85 %
None chosen	25	15.15 %
Total	165	100.00 %

Q3. The sum of the THREE characteristics which are most important to the success of your business? (Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Q#1 above in the spaces below)

Q3. Sum of Top 3 Choices	Number	Percent
Customer/client base located nearby	60	36.36 %
Economic base of Brentwood	58	35.15 %
Traffic flow in commercial areas	47	28.48 %
Location in Middle Tennessee	38	23.03 %
Availability of skilled workforce nearby	37	22.42 %
Safety of Brentwood	30	18.18 %
Space available for retail and office uses	28	16.97 %
Community character of Brentwood	21	12.73 %
Housing options for employees	18	10.91 %
Quality of schools	13	7.88 %
Overall quality of city services	12	7.27 %
Zoning and development standards of Brentwood	12	7.27 %
Utility/telecommunications infrastructure	11	6.67 %
Convenience of shopping and restaurants	10	6.06 %
Variety of shopping and restaurants	10	6.06 %
Appearance of Brentwood's commercial centers	10	6.06 %
Housing options for senior management	8	4.85 %
Roadway aesthetics (i.e. landscaping, signage)	6	3.64 %
Availability of transit options	6	3.64 %
Other	3	1.82 %
Total	438	

Q4. Overall, how would you rate Brentwood as a place to operate your type of business?

Q4. How would you rate Brentwood as a place to operate?	Number	Percent
Very Good	103	62.42 %
Good	55	33.33 %
Poor	1	0.61 %
Very Poor	1	0.61 %
No Opinion	5	3.03 %
Total	165	100.00 %

WITHOUT NO OPINION**Q4. Overall, how would you rate Brentwood as a place to operate your type of business? (without no opinion)**

Q4. How would you rate Brentwood as a place to operate?	Number	Percent
Very Good	103	64.38 %
Good	55	34.38 %
Poor	1	0.63 %
Very Poor	1	0.63 %
Total	160	100.00 %

Q5. Please rate your overall satisfaction with the following public services and community characteristics within the city of Brentwood.

(N=165)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
A. Traffic flow on major streets	1.21%	29.09%	43.03%	24.24%	2.42%
B. Availability of sidewalks	9.09%	55.76%	19.39%	3.64%	12.12%
C. Roadway aesthetics (i.e. landscaping, signage)	17.58%	69.09%	9.09%	0.61%	3.64%
D. Drainage and storm water runoff	16.36%	68.48%	4.85%	0.61%	9.70%
E. Environmental quality (i.e. air and water)	22.42%	69.09%	1.82%	0.61%	6.06%
F. City building codes services	14.55%	58.79%	8.48%	5.45%	12.73%
G. Location of parks within the city	32.12%	47.27%	7.88%	0.61%	12.12%
H. Public safety services (i.e. police and fire)	57.58%	40.00%	0.61%	0.61%	1.21%
I. Appearance of commercial developments	27.27%	61.82%	10.30%	0.61%	0.00%
J. City planning and land use regulations	10.30%	48.48%	23.03%	6.06%	12.12%
K. Variety of shopping and restaurants	16.36%	54.55%	26.06%	2.42%	0.61%
L. Convenience of shopping and restaurants	18.79%	56.36%	23.64%	1.21%	0.00%
M. Effectiveness of city communication with businesses	11.52%	49.09%	15.76%	4.24%	19.39%
N. Other	0.00%	0.00%	0.61%	3.64%	95.76%

WITHOUT NO OPINION**Q5. Please rate your overall satisfaction with the following public services and community characteristics within the city of Brentwood.(Without "No Opinion")**

(N=165)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
A. Traffic flow on major streets	1.24%	29.81%	44.10%	24.84%
B. Availability of sidewalks	10.34%	63.45%	22.07%	4.14%
C. Roadway aesthetics (i.e. landscaping, signage)	18.24%	71.70%	9.43%	0.63%
D. Drainage and storm water runoff	18.12%	75.84%	5.37%	0.67%
E. Environmental quality (i.e. air and water)	23.87%	73.55%	1.94%	0.65%
F. City building codes services	16.67%	67.36%	9.72%	6.25%
G. Location of parks within the city	36.55%	53.79%	8.97%	0.69%
H. Public safety services (i.e. police and fire)	58.28%	40.49%	0.61%	0.61%
I. Appearance of commercial developments	27.27%	61.82%	10.30%	0.61%
J. City planning and land use regulations	11.72%	55.17%	26.21%	6.90%
K. Variety of shopping and restaurants	16.46%	54.88%	26.22%	2.44%
L. Convenience of shopping and restaurants	18.79%	56.36%	23.64%	1.21%
M. Effectiveness of city communication with businesses	14.29%	60.90%	19.55%	5.26%
N. Other	0.00%	0.00%	14.29%	85.71%

Q5. Other

Q5n-Other

BIKE LANES
HIGH DENSITY DEVELOPMENT
NEED INCENTIVE SMALL BUSINESS
RENOVATE MARYLAND FARM BLDGS
TOO MUCH LANDSCAPING
TRAFFIC
TRAFFIC

Q6. In the next five years, does your business have plans to:

Q6. Does your business have plans to	Number	Percent
Move	40	24.24 %
Increase number of employees	87	52.73 %
Reduce number of employees	3	1.82 %
Maintain current employment levels	55	33.33 %
Don't know	15	9.09 %
Total	200	

WITHOUT DON'T KNOW**Q6. In the next five years, does your business have plans to: (without don't know)**

Q6. Does your business have plans to	Number	Percent
Move	40	24.2 %
Increase number of employees	87	52.7 %
Reduce number of employees	3	1.8 %
Maintain current employment levels	55	33.3 %
Total	185	

Q7. If one of your answers to #6 above was “move”, would your business most likely

Q7. Would your business most likely	Number	Percent
Move to a different location in Brentwood	18	45.00 %
Move to a location elsewhere in Williamson County	9	22.50 %
Move outside of Williamson County	6	15.00 %
Don't know	7	17.50 %
Total	40	100.00 %

WITHOUT DON'T KNOW**Q7. If one of your answers to #6 above was “move”, would your business most likely (without don't know)**

Q7. Would your business most likely	Number	Percent
Move to a different location in Brentwood	18	54.5 %
Move to a location elsewhere in Williamson County	9	27.3 %
Move outside of Williamson County	6	18.2 %
Total	33	100.0 %

Q8. In choosing your current location, or considering a new one, please indicate the level of importance of the following considerations for your business:

(N=165)

	Very Important	Important	Not Important	No Opinion
A. Building size	30.91%	40.61%	17.58%	10.91%
B. Availability of parking	53.94%	33.33%	4.24%	8.48%
C. Avoiding traffic congestion	60.61%	27.27%	5.45%	6.67%
D. Convenience of nearby shopping, restaurants, etc.	27.27%	50.91%	13.94%	7.88%
E. Convenience of location for employees	26.06%	51.52%	12.73%	9.70%
F. Convenience of location for senior management	23.03%	44.85%	20.00%	12.12%
G. Building conditions (ceiling height, layout, age, etc.)	33.94%	46.67%	9.09%	10.30%
H. Appearance of building and grounds at your location	44.85%	44.24%	3.03%	7.88%
I. Appearance/condition of surrounding commercial areas	41.82%	47.27%	3.64%	7.27%
J. Activity level of area (# of vehicles or people passing by)	28.48%	32.73%	29.09%	9.70%
K. Proximity to similar kinds of businesses	10.91%	24.24%	52.12%	12.73%
L. Access to high speed fiber optic communications network	44.85%	32.12%	12.73%	10.30%
M. Quality of schools	33.33%	29.70%	21.82%	15.15%
N. Housing options for employees	16.36%	38.18%	28.48%	16.97%
O. Housing options for senior management	18.18%	34.55%	29.09%	18.18%
P. Other	3.03%	0.61%	0.00%	96.36%

WITHOUT NO OPINION**Q8. In choosing your current location, or considering a new one, please indicate the level of importance of the following considerations for your business: (Without "No Opinion")**

(N=165)

	Very Important	Important	Not Important
A. Building size	34.69%	45.58%	19.73%
B. Availability of parking	58.94%	36.42%	4.64%
C. Avoiding traffic congestion	64.94%	29.22%	5.84%
D. Convenience of nearby shopping, restaurants, etc.	29.61%	55.26%	15.13%
E. Convenience of location for employees	28.86%	57.05%	14.09%
F. Convenience of location for senior management	26.21%	51.03%	22.76%
G. Building conditions (ceiling height, layout, age, etc.)	37.84%	52.03%	10.14%
H. Appearance of building and grounds at your location	48.68%	48.03%	3.29%
I. Appearance/condition of surrounding commercial areas	45.10%	50.98%	3.92%
J. Activity level of area (# of vehicles or people passing by)	31.54%	36.24%	32.21%
K. Proximity to similar kinds of businesses	12.50%	27.78%	59.72%
L. Access to high speed fiber optic communications network	50.00%	35.81%	14.19%
M. Quality of schools	39.29%	35.00%	25.71%
N. Housing options for employees	19.71%	45.99%	34.31%
O. Housing options for senior management	22.22%	42.22%	35.56%
P. Other	83.33%	16.67%	0.00%

Q8. Other

Q8P Other

NO APARTMENTS

PRICE

TAXES

TRAFFIC

WALKABILITY

Q9. Of the location factors listed in Question #8 above, which three do you consider the most important?

Q9. Most Important	Number	Percent
Building size	14	8.48 %
Availability of parking	15	9.09 %
Avoiding traffic congestion	43	26.06 %
Convenience of nearby shopping, restaurants, etc.	7	4.24 %
Convenience of location for employees	9	5.45 %
Convenience of location for senior management	4	2.42 %
Building conditions (ceiling height, layout, age, etc.)	14	8.48 %
Appearance of building and grounds at your location	8	4.85 %
Activity level of area (# of vehicles or people passing by)	11	6.67 %
Proximity to similar kinds of businesses	3	1.82 %
Access to high speed fiber optic communications network	15	9.09 %
Quality of schools	5	3.03 %
Housing options for employees	1	0.61 %
Other	3	1.82 %
None chosen	13	7.88 %
Total	165	100.00 %

Q9. Of the location factors listed in Question #8 above, which three do you consider the most important?

Q9. 2nd Most Important	Number	Percent
Building size	6	3.64 %
Availability of parking	31	18.79 %
Avoiding traffic congestion	33	20.00 %
Convenience of nearby shopping, restaurants, etc.	11	6.67 %
Convenience of location for employees	11	6.67 %
Convenience of location for senior management	7	4.24 %
Building conditions (ceiling height, layout, age, etc.)	11	6.67 %
Appearance of building and grounds at your location	11	6.67 %
Appearance/condition of surrounding commercial areas	5	3.03 %
Activity level of area (# of vehicles or people passing by)	4	2.42 %
Proximity to similar kinds of businesses	3	1.82 %
Access to high speed fiber optic communications network	4	2.42 %
Quality of schools	8	4.85 %
Housing options for employees	3	1.82 %
Housing options for senior management	2	1.21 %
None chosen	15	9.09 %
Total	165	100.00 %

Q9. Of the location factors listed in Question #8 above, which three do you consider the most important?

Q9. 3rd Most Important	Number	Percent
Building size	6	3.64 %
Availability of parking	20	12.12 %
Avoiding traffic congestion	12	7.27 %
Convenience of nearby shopping, restaurants, etc.	11	6.67 %
Convenience of location for employees	10	6.06 %
Convenience of location for senior management	3	1.82 %
Building conditions (ceiling height, layout, age, etc.)	13	7.88 %
Appearance of building and grounds at your location	16	9.70 %
Appearance/condition of surrounding commercial areas	10	6.06 %
Activity level of area (# of vehicles or people passing by)	10	6.06 %
Proximity to similar kinds of businesses	3	1.82 %
Access to high speed fiber optic communications network	10	6.06 %
Quality of schools	6	3.64 %
Housing options for employees	6	3.64 %
Housing options for senior management	6	3.64 %
Other	1	0.61 %
None chosen	22	13.33 %
Total	165	100.00 %

Q9. Of the location factors listed in Question #8 above, The sum of the three you consider the most important

Q9. Sum of Top 3 Choices	Number	Percent
Avoiding traffic congestion	88	53.33 %
Availability of parking	66	40.00 %
Building conditions (ceiling height, layout, age, etc.)	38	23.03 %
Appearance of building and grounds at your location	35	21.21 %
Convenience of location for employees	30	18.18 %
Convenience of nearby shopping, restaurants, etc.	29	17.58 %
Access to high speed fiber optic communications network	29	17.58 %
Building size	26	15.76 %
Activity level of area (# of vehicles or people passing by)	25	15.15 %
Quality of schools	19	11.52 %
Appearance/condition of surrounding commercial areas	15	9.09 %
Convenience of location for senior management	14	8.48 %
Housing options for employees	10	6.06 %
Proximity to similar kinds of businesses	9	5.45 %
Housing options for senior management	8	4.85 %
Other	4	2.42 %
Total	445	

Q10. In which county do the majority of your employees live?

Q10. In which county do the majority of your employees live?	Number	Percent
Williamson	88	53.33 %
Davidson	64	38.79 %
Rutherford	4	2.42 %
Maury	2	1.21 %
Wilson	1	0.61 %
Sumner	1	0.61 %
Other	2	1.21 %
Not provided	3	1.82 %
Total	165	100.00 %

WITHOUT NOT PROVIDED**Q10. In which county do the majority of your employees live? (without not provided)**

Q10. In which county do the majority of your employees live?	Number	Percent
Williamson	88	54.3 %
Davidson	64	39.5 %
Rutherford	4	2.5 %
Maury	2	1.2 %
Wilson	1	0.6 %
Sumner	1	0.6 %
Other	2	1.2 %
Total	162	100.0 %

Q11. Which ONE of the following time periods most closely represents the work schedule for the majority of your employees?

Q11. Periods most closely represents the work schedule	Number	Percent
7:00 a.m. – 4:00 p.m.	20	12.12 %
7:30 a.m. – 4:30 p.m.	13	7.88 %
8:00 a.m. – 5:00 p.m.	61	36.97 %
8:30 a.m. – 5:30 p.m.	30	18.18 %
Other	38	23.03 %
Not provided	3	1.82 %
Total	165	100.00 %

WITHOUT NOT PROVIDED**Q11. Which ONE of the following time periods most closely represents the work schedule for the majority of your employees? (without not provided)**

Q11. Periods most closely represents the work schedule	Number	Percent
7:00 a.m. – 4:00 p.m.	20	12.3 %
7:30 a.m. – 4:30 p.m.	13	8.0 %
8:00 a.m. – 5:00 p.m.	61	37.7 %
8:30 a.m. – 5:30 p.m.	30	18.5 %
Other	38	23.5 %
Total	162	100.0 %

Q11. OtherQ11 Other

10-9	10 TO 9	10AM TO 9PM
6 TO3	11 TO 7	9:30 TO 5PM
6 TO6	11 TO 8	9AM TO 6 PM
10 TO6	7AM-6PM	9AM TO 6 PM
7 TO 7	10 TO 10	10 AM - 9 PM
9 TO 4	3 TO 8 PM	6:30 TO 5:30
9 TO 5	7 TO 5:30	6AM TO 12 AM
9 TO 5	8 TO 5:30	9:30 TO 5:30
9 TO 5	8:30 TO 6	6AM TO 6:30 PM
9 TO 9	10 AM TO 5	7AM TO 7:30 PM
10 TO 4	7AM TO 7PM	7AM TP 5:30 PM
10 TO 7	TWO SHIFTS	
10 TO 8	10AM TO 7PM	

Q12. Which of the following traffic mitigation programs, if any, does your business promote or provide?

Q12. If any traffic mitigation programs does your business

<u>promote or provide</u>	<u>Number</u>	<u>Percent</u>
Carpooling	10	6.1 %
Telecommuting	12	7.3 %
Employee Flex Time	31	18.8 %
Other	4	2.4 %
None	120	72.7 %
Total	177	

Q12. OtherQ12 Other

NA
LEAVE EARLY
MANY SHIFTS
TRANSIT SUBSIDY

Q13. In what area of Brentwood is your business located?

Q13. In what area of Brentwood is your business located?	Number	Percent
Maryland Farms area – west of Franklin Road	71	43.03 %
North Brentwood – east of Franklin Road	38	23.03 %
Cool Springs – east of I-65	21	12.73 %
Cool Springs – west of I-65	21	12.73 %
Other	11	6.67 %
Not provided	3	1.82 %
Total	165	100.00 %

WITHOUT NOT PROVIDED**Q13. In what area of Brentwood is your business located? (without not provided)**

Q13. In what area of Brentwood is your business located?	Number	Percent
Maryland Farms area – west of Franklin Road	71	43.8 %
North Brentwood – east of Franklin Road	38	23.5 %
Cool Springs – east of I-65	21	13.0 %
Cool Springs – west of I-65	21	13.0 %
Other	11	6.8 %
Total	162	100.0 %

Q13. Other

Q13 Other

EAST BRENTWOOD
 EAST OF I65
 HOME ADDRESS GRANNEY WHITE AREA
 HOME BASED
 HOME BASED
 HOME OFFICE
 HOME OFFICE IN BCC
 WEST BRENTWOOD

Q14. How long has your business been in operation in Brentwood, at this location?

Q14. How long has your business been in operation at this location?	Number	Percent
Less than 1 year	12	7.27 %
1 - 5 years	44	26.67 %
6 - 10 years	37	22.42 %
11 - 15 years	26	15.76 %
15+ years	45	27.27 %
Don't know	1	0.61 %
Total	165	100.00 %

Q15. How many people does your business employ in Brentwood, at this location?

Q15. How many people does your business employ at this location?	Number	Percent
Under 10	105	63.64 %
10 - 25	31	18.79 %
26 - 50	16	9.70 %
51 - 100	9	5.45 %
101 - 250	2	1.21 %
251 - 500	1	0.61 %
500+	1	0.61 %
Total	165	100.00 %

Q16. Which best describes the primary type of business function or operation you own or represent?

Q16. Best describes the primary type of business function	Number	Percent
Office (corporate, professional services, etc.)	67	40.61 %
Retail store	24	14.55 %
Restaurant, food service	9	5.45 %
Auto sales or services	4	2.42 %
Medical (doctor's office, clinic, senior care center, etc.)	5	3.03 %
Hotel/motel	5	3.03 %
Other	51	30.91 %
Total	165	100.00 %

Q16 Other

BEAUTY SCHOOL	DENTAL LAB	REAL ESTATE
CHILD CARE	DEVELOPMENT/HOME BUILDING	REAL ESTATE
CLEANING	FINANCIAL	REAL ESTATE
CONSTRUCTION	GENERAL CONTRACTOR	REAL ESTATE
CONSTRUCTION	GENERAL CONTRACTOR	REAL ESTATE
CONSTRUCTION	HAIR CARE SERVICES	RESIDENTIAL HOUSING
CONSTRUCTION	HEALTHCARE	SALON
CONSTRUCTION	HOME INSPECTIONS	SALON
CONSTRUCTION/RESIDENTIAL	LANDSCAPING	SALON
CONSULTING	LANDSCAPING SERVICE	SELF STORAGE
CONSULTING	MESSAGE	SERVICE
CONTRACTOR	MOVING COMPANY LOCAL	SERVICE
CONTRACTOR	MUSIC	SUPPLEMENTAL EDU/CONSTULTING
CONTRACTOR	MUSIC EDUCATION	VETERINARY HOSPITAL
CONTRACTOR	PET GROOMINGS	WHOLESALE
DENTAL LAB	PILATES STUDIO	

Open-Ended Comments:

- Keep the business creation rules/regulations simple. Keep taxes low. Good job.
- It will be difficult for you to determine a cure for our problem since we are incorporated in a small area.
- Additional road/lanes for Maryland Farms at am/pm and lunch.
- Keep high density out of Brentwood, commercial and residential. Repeal C4 to its original area. No apartments. Make smart common sense decisions on commercial growth. Work on traffic. Communicate with both commercial and residential on future projects so everyone is clear on upcoming projects.
- Need more restaurants/retail. Office space is plenty. Traffic only gets worse with adding of more offices because that is when all employees are traveling vs. come and go of all day traffic at retail.
- Complete widening Franklin Road from concord to Moore's Lane.
- Something must be done to coordinate traffic with adjacent county (Davidson) to address traffic issues at the Franklin Rd Old Hickory intersection. From 4pm to 6:30 pm you will wait a minimum of 20 minutes to access the interstate during normal traffic times.
- Brentwood PD embraces a culture of harassment instead of service. They are always unpleasant and rude.
- Our employees have expressed concerns about the continuing development on Franklin Rd. The traffic in the afternoons has become increasing worse and our employees feel that more development, apartments, movie theatre, restaurants, will only add to the traffic problems.
- It would be very helpful if Murray Lane could be extended east to Wilson Pike. It's very hard to get east and west in Brentwood.
- I think traffic congestion is the number one challenge to Brentwood's continued growth and success as a business location.
- Stop hating on builders risking their companies to put new and better product buildings in your city. You need housing options or your city will fade in the coming years.
- Traffic flow is a major issue that needs to be addressed by the city. OHB and Franklin Pike need an overhaul from a civil engineering perspective.
- We love being in the Maryland Farms area, but traffic could make us move later on. Please utilize your facilities to manage Brentwood's growing numbers.
- Traffic is miserable.
- Real estate appreciation. We sold our building for three times what we paid for it over about a 13 year time frame.
- Traffic is getting to be a horrible problem!
- Thanks for having this opportunity to be heard. Traffic seems to be getting worse and I'm afraid the new Caruthers extension will have so many traffic lights that it becomes like Mallory, very congested. We need a good public transit system.
- Having the ability to put road signs and fins out in front of our business is a major traffic driver. The Mattress Firm Corporation will greatly appreciate the ability to advertise as such during major sales holidays.
- I am self-employed in real estate and work out of my home.
- Traffic is a major problem. Streets/roads are a major problem. Parking is a problem. Need one or two more on/off to I-65, north and south.
- Keep the beauty in Brentwood, or you will lose Brentwood.

Open-Ended Comments (cont.):

- Find alternative routes for outside counties to get to/from Brentwood other than Concord rd., OHB and Clover land Dr. Wilson Pike and other arteries are way overloaded. Have Wm. Co. pursue Mack Hatcher to Sam Ridley completion.
- Traffic is a problem, need better traffic flow, especially during rush hours. Timing of traffic lights needs to be improved.
- Please help traffic, horrible. Franklin Road and Old Hickory.
- Evening rush hour traffic on Old Hickory Blvd and Maryland Way terrible. Will be worse when new developments on Tenn./Murray and site are finished.
- Traffic is becoming a big problem.
- Attention to traffic and parking issues. Maintain local building standards.
- I understand the aesthetics but visibility of our sign from the major road is important.
- Traffic is a huge problem in/out of Maryland Farms. We have lost employees because of the traffic issues. Rush hours seem to be between 3:30 pm -6pm and am as well. Considering the Hill Center traffic congestion will only get worse.
- Keep zoning as is, do not rezone. Traffic at peak times is terrible. Codes are great, buildings look nice.
- The city needs more retail spaces that are 3500-4K square ft. Also, city needs to alleviate congestion on right lane at 4-6pm on Franklin Rd going north to get on I-65. With new construction it will only get worse, as has traffic all across middle TN lately.
- So proud of all the efforts made to keep Brentwood a beautiful village and a place of excellence. 1. An upscale cafe restaurant. 2. Remove overgrown shrubbery from the beautiful clock, stone. Turn around at Town Center way. The beautiful stone work will decay under soil and moisture-heavy scrub growth. I would like nothing hanging over the stone and very minimal plants. The clock and stone is the feature, the plants run it and change effect. Poor maintenance, costs money.
- There is no avenue for move down buyers to stay in the city with any type of affordable housing options.
- East of Franklin Rd. and north of Church, Brentwood is very fragmented and needs to be developed as a whole, redeveloping the whole area instead of the piecemeal additions that are happening sporadically.
- For Brentwood codes, commission to be "for" business, seems an uphill battle between residents and business. Some appreciation for what business brings to tax base and quality of life. Would be nice to feel appreciated for funds invested in community.
- Encourage property owners to maintain their parking lots. Disrepair is a safety hazard for customers.
- Very happy to have a business in Brentwood. Great place.
- Traffic in Maryland Farms is terrible and may force us to relocate once additional commercial space is developed without major infrastructure improvements.
- Improve traffic flow at major intersections, especially near I-65. Do not let any more apartment projects in.
- It is a great place to work and live!
- Traffic improvement, 2 more lanes to Franklin from Moore Lane. We need light at intersection of Seaboard and Caruthers Pkwy., always accident in that intersection. We need to have more signs for our business.
- Traffic! Is horrible and now city is getting a new retail/office complex on corner of Franklin Rd. and Maryland Way. Insane! Maybe we will move!

Open-Ended Comments (cont.):

- Middle TN is making Atlanta-type mistakes on roads. Concord Rd. should have been 5 lanes to I-24 or Nolensville Rd. Big mistake.
- Great city. We are blessed to be in Brentwood.
- I found very few attractive A buildings in Maryland Farms when seeking a new lease. Many buildings have slipped to a B or C status. For example, I ruled out the Quorum building due to appearance on your approach to the building.
- I see a lot of building, residential and commercial with no upgrade plans for the infrastructure. Traffic out of Maryland Farms is terrible. The traffic lights are a major contributor to this and continued addition of people , cars and residences are compounding the situation.
- Traffic congestion is becoming a major problem in Maryland Farms.
- Traffic flow, widen the roads all the way, Concord, Franklin, etc.
- The zoning and codes requirements are important and appreciated. I am concerned about the traffic due to the development on Caruthers pkwy. I do not believe Caruthers is going to be able to hold the increase. People want their cars with them, so I don't think mass transit is the answer.
- I wouldn't have an office in Maryland Farms. Traffic in the afternoon is the worst.
- Expansion of dwellings in our area seems to be causing traffic flow issues and there are still more to come, 400 units behind Kroger area.
- Traffic in Maryland Farms is awful. Need more restaurants on west side to help prevent some of traffic heading toward 65. More walking/biking and public transportation options would help. Need more bike lanes.
- Original C4 area should be zoned as is and allowed to develop. We are seeing quality development; it is the best place for small business to town their property. It should be encouraged.
- Focus on quality business being drawn to Brentwood and this will create the need for quality services, traffic control and other positive things.
- My retail business has done very well in Brentwood; residents/business commuters have expressed desire for more retail options. I do not feel the city of Brentwood is as business-friendly as it could/should be.
- Keep up the good work, maintain an inclusive mindset and Williamson Cty./Brentwood will always stay ahead of the pack!
- Papa Murphy franchise in strip center in Maryland Farms off Old Hickory.

Section 3: Survey Instrument

BRENTWOOD 2020 UPDATE BUSINESS SURVEY

The results of this survey will be a key source of public input from the business community to the update of Brentwood's comprehensive plan (Brentwood 2020). The comprehensive plan helps set future directions regarding growth and development of Brentwood, including the location of various kinds of land uses (commercial, office, residential) as well as roads, parks, trails, and even community character. Please return your survey in the enclosed, postage-paid envelope, by **December 12, 2014.**

Business Community Strengths and Weaknesses

1. Please indicate what you believe are the greatest strengths and weaknesses of Brentwood as a place to conduct business.

Business Strengths and Weaknesses	<i>Major Strength</i>	<i>Strength</i>	<i>Weakness</i>	<i>Major Weakness</i>	<i>No Opinion</i>
A. Space available for retail and office uses	4	3	2	1	9
B. Customer/client base located nearby	4	3	2	1	9
C. Economic base of Brentwood	4	3	2	1	9
D. Community character of Brentwood	4	3	2	1	9
E. Availability of skilled workforce nearby	4	3	2	1	9
F. Utility/telecommunications infrastructure	4	3	2	1	9
G. Location in Middle Tennessee	4	3	2	1	9
H. Traffic flow in commercial areas	4	3	2	1	9
I. Availability of transit options	4	3	2	1	9
J. Overall quality of city services	4	3	2	1	9
K. Safety of Brentwood	4	3	2	1	9
L. Housing options for employees	4	3	2	1	9
M. Housing options for senior management	4	3	2	1	9
N. Zoning and development standards of Brentwood	4	3	2	1	9
O. Roadway aesthetics (i.e. landscaping, signage)	4	3	2	1	9
P. Appearance of Brentwood's commercial centers	4	3	2	1	9
Q. Variety of shopping and restaurants	4	3	2	1	9
R. Convenience of shopping and restaurants	4	3	2	1	9
S. Quality of schools	4	3	2	1	9
T. Other _____	4	3	2	1	9

2. Which **THREE** of the characteristics listed in Question #1 are most important to the overall success of the **general business community in Brentwood**? (Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Q#1 above in the spaces below or circle 'NONE'.)

1st. _____ 2nd. _____ 3rd. _____ NONE

3. Which **THREE** of the characteristics listed in Question #1 are most important to the success of **your business**? (Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Q#1 above in the spaces below or circle 'NONE'.)

1st. _____ 2nd. _____ 3rd. _____ NONE

4. Overall, how would you rate Brentwood as a place to operate your type of business? [Please check ONE]

____ (4) Very Good
____ (3) Good

____ (2) Poor
____ (1) Very Poor

____ (9) No Opinion

Satisfaction with Services in Brentwood

5. Please rate your overall satisfaction with the following public services and community characteristics within the city of Brentwood.

How satisfied are you with:	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>No Opinion</i>
A. Traffic flow on major streets	4	3	2	1	9
B. Availability of sidewalks	4	3	2	1	9
C. Roadway aesthetics (i.e. landscaping, signage)	4	3	2	1	9
D. Drainage and storm water runoff	4	3	2	1	9
E. Environmental quality (i.e. air and water)	4	3	2	1	9
F. City building codes services	4	3	2	1	9
G. Location of parks within the city	4	3	2	1	9
H. Public safety services (i.e. police and fire)	4	3	2	1	9
I. Appearance of commercial developments	4	3	2	1	9
J. City planning and land use regulations	4	3	2	1	9
K. Variety of shopping and restaurants	4	3	2	1	9
L. Convenience of shopping and restaurants	4	3	2	1	9
M. Effectiveness of city communication with businesses	4	3	2	1	9
N. Other _____	4	3	2	1	9

Future Business Plans

6. In the next five years, does your business have plans to: [Check all that may apply]

- ____ (1) Move
____ (2) Increase number of employees
____ (3) Reduce number of employees
____ (4) Maintain current employment levels
____ (9) Don't Know

7. If one of your answers to #6 above was "Move", would your business most likely [Please check ONE]:

- ____ (1) Move to a different location in Brentwood
____ (2) Move to a location elsewhere in Williamson County
____ (3) Move outside of Williamson County
____ (9) Don't Know

Business Location Factors

8. In choosing your current location, or considering a new one, please indicate the level of importance of the following considerations for your business:

Level of Importance for Business Location Decision	<i>Very Important</i>	<i>Important</i>	<i>Not Important</i>	<i>No Opinion</i>
A. Building size	3	2	1	9
B. Availability of parking	3	2	1	9
C. Avoiding traffic congestion	3	2	1	9
D. Convenience of nearby shopping, restaurants, etc.	3	2	1	9
E. Convenience of location for employees	3	2	1	9
F. Convenience of location for senior management	3	2	1	9
G. Building conditions (ceiling height, layout, age, etc.)	3	2	1	9
H. Appearance of building and grounds at your location	3	2	1	9
I. Appearance/condition of surrounding commercial areas	3	2	1	9
J. Activity level of area (# of vehicles or people passing by)	3	2	1	9
K. Proximity to similar kinds of businesses	3	2	1	9
L. Access to high speed fiber optic communications network	3	2	1	9
M. Quality of schools	3	2	1	9
N. Housing options for employees	3	2	1	9
O. Housing options for senior management	3	2	1	9
P. Other _____	3	2	1	9

9. Of the location factors listed in Question #8 above, which three do you consider the most important? (Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Question #8 above in the spaces below or circle 'NONE'.)

1st _____ 2nd _____ 3rd _____ NONE

Employee Commuting Information:

10. In which county do the majority of your employees live? [Please check ONE]

_____ (1) Williamson _____ (3) Rutherford _____ (5) Wilson _____ (7) Other
_____ (2) Davidson _____ (4) Maury _____ (6) Sumner

11. Which ONE of the following time periods most closely represents the work schedule for the majority of your employees? [Please check ONE]

_____ (1) 7:00 a.m. – 4:00 p.m. _____ (3) 8:00 a.m. – 5:00 p.m. _____ (5) Other _____
_____ (2) 7:30 a.m. – 4:30 p.m. _____ (4) 8:30 a.m. – 5:30 p.m.

12. Which of the following traffic mitigation programs, if any, does your business promote or provide? [Check all that apply or circle 'NONE'.)

_____ (1) Carpooling _____ (3) Telecommuting _____ (5) Remote parking w/ shuttles
_____ (2) Vanpools _____ (4) Employee Flex Time _____ (6) Other _____ NONE

Demographics

13. In what area of Brentwood is your business located? [Please check ONE]

- ☐ (1) Maryland Farms area – west of Franklin Road
☐ (2) North Brentwood – east of Franklin Road
☐ (3) Cool Springs – east of I-65
☐ (4) Cool Springs – west of I-65
☐ (5) Other _____

14. How long has your business been in operation in Brentwood, at this location?

- | | | |
|---|--|---|
| <input type="checkbox"/> (1) Less than 1 year | <input type="checkbox"/> (3) 6 – 10 years | <input type="checkbox"/> (5) 15+ years |
| <input type="checkbox"/> (2) 1 – 5 years | <input type="checkbox"/> (4) 11 – 15 years | <input type="checkbox"/> (6) Don't Know |

15. How many people does your business employ in Brentwood, at this location?

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> (1) Under 10 | <input type="checkbox"/> (4) 51-100 | <input type="checkbox"/> (7) 500+ |
| <input type="checkbox"/> (2) 10 – 25 | <input type="checkbox"/> (5) 101 – 250 | <input type="checkbox"/> (8) Don't Know |
| <input type="checkbox"/> (3) 26-50 | <input type="checkbox"/> (6) 251 – 500 | |

16. Which best describes the primary type of business function or operation you own or represent?

- ☐ (1) Office (corporate, professional services, etc.)
☐ (2) Retail store
☐ (3) Restaurant, food service
☐ (4) Grocery
☐ (5) Auto sales or service
☐ (6) Banking
☐ (7) Medical (doctor's office, clinic, senior care center, etc.)
☐ (8) Hotel/motel
☐ (9) Other _____

17. Please share any additional comments or suggestions from a business perspective to help update the City of Brentwood's vision and long range planning. Attach an additional sheet if necessary.

Please return your completed survey in the enclosed postage paid envelope addressed to:

**ETC Institute
725 W. Frontier Circle
Olathe, KS 66061**

***** Only one survey accepted per business *****