2022-23 Burien Business Survey

Burien

Introduction

Surveying local businesses is an economic development best practice.

Results can provide an economic snapshot of Burien's business community and collect feedback and opinions on local issues that impact their ability to thrive.

Survey results may:

- Identify opportunities to pursue and challenges to address based on business feedback
- Inform future budget and policy decisions
- Generate data and information so that we can work together to improve the local business climate and help businesses grow and prosper in our community

Survey Process

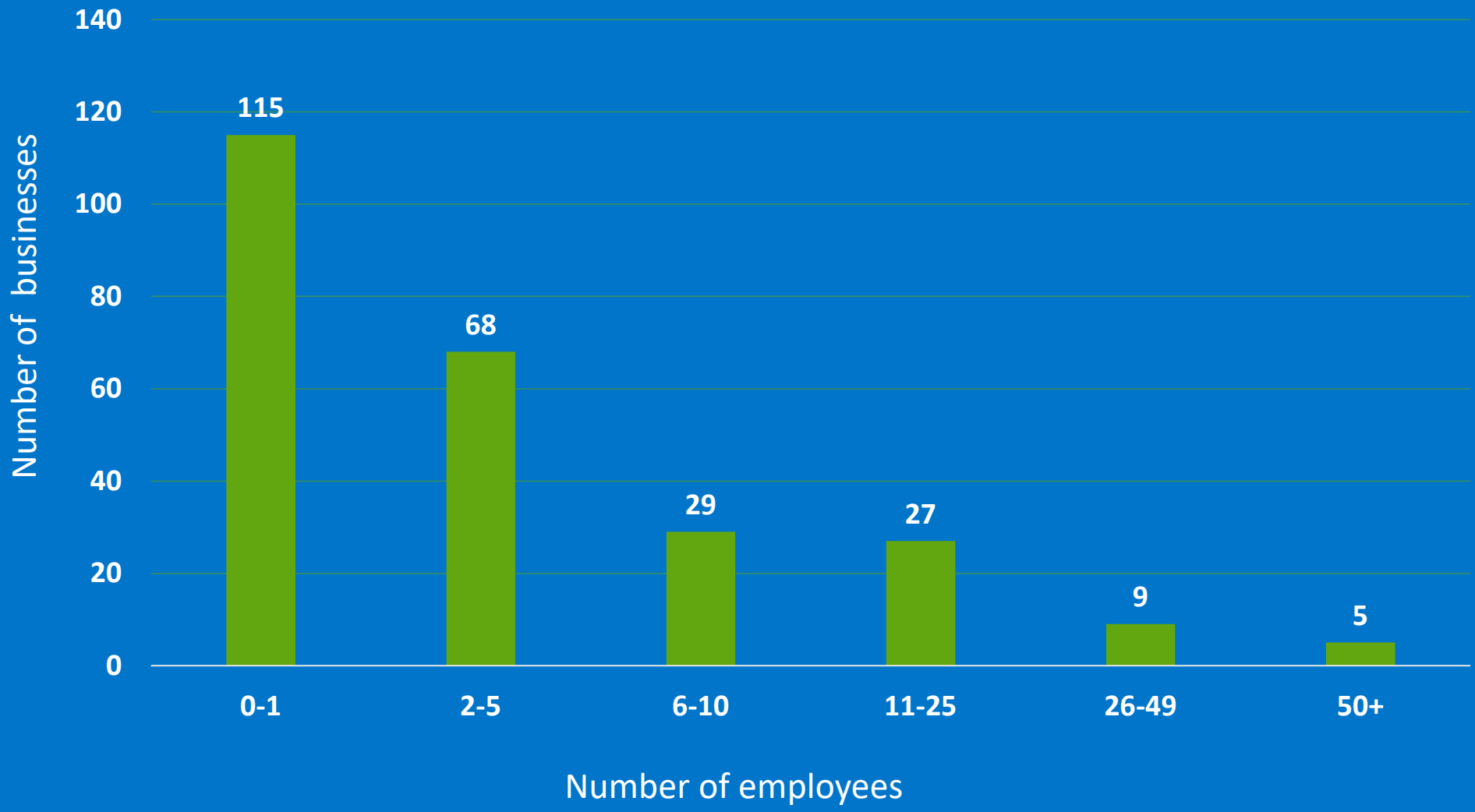
The 2022-23 Burien Business Survey consisted of a mailed questionnaire, and mailed postcard with access to the questionnaire online. It was posted on the Burien City website, promoted through economic development social media channels and local media

Survey questions were developed in partnership with the Business and Economic Development Partnership (BEDP)

Surveys were available in English, Spanish, Vietnamese, Korean, Mandarin, and included intentional in-person outreach to Spanish speaking businesses

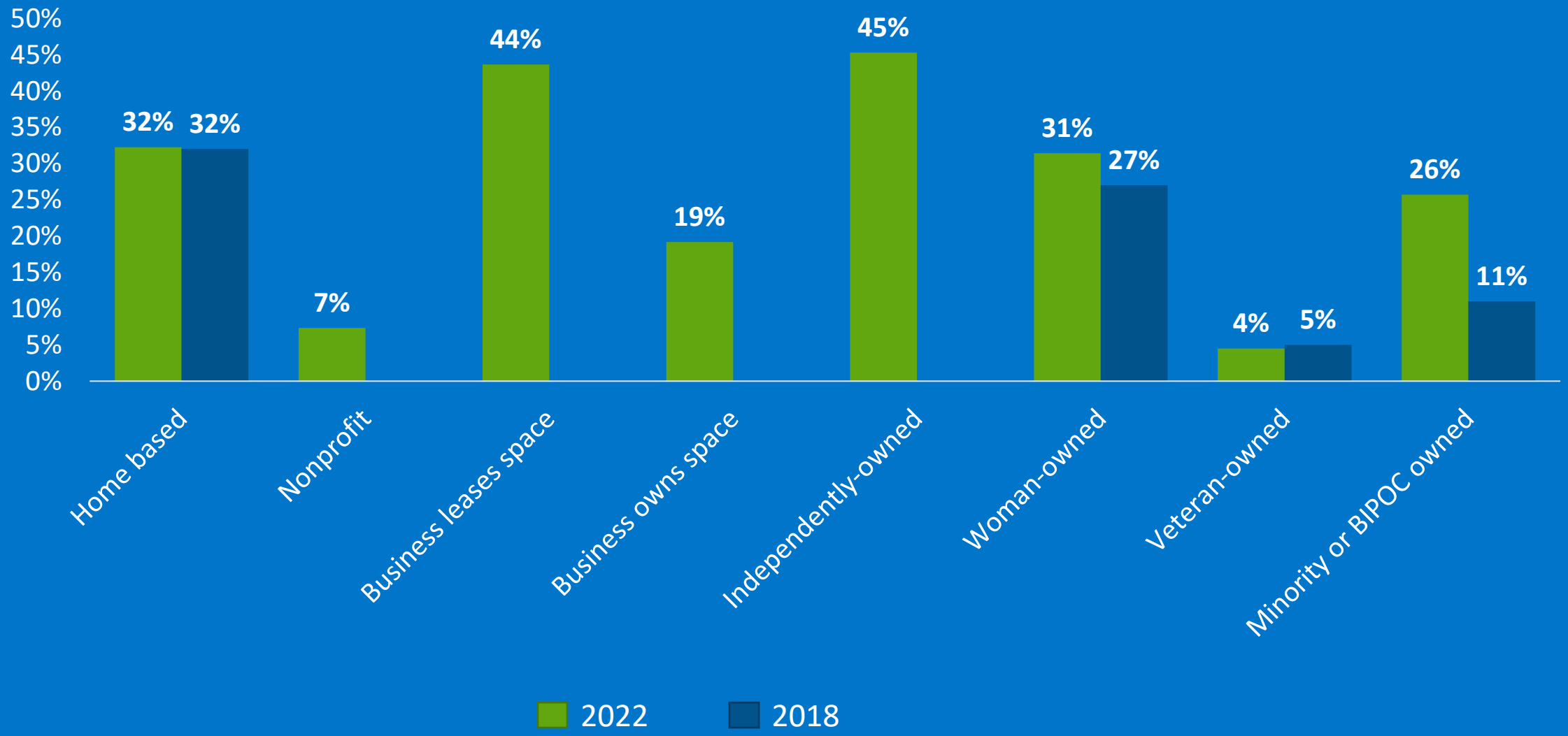
255 surveys were completed; similar to the last survey in 2018

Question 2: How many employees do you have?

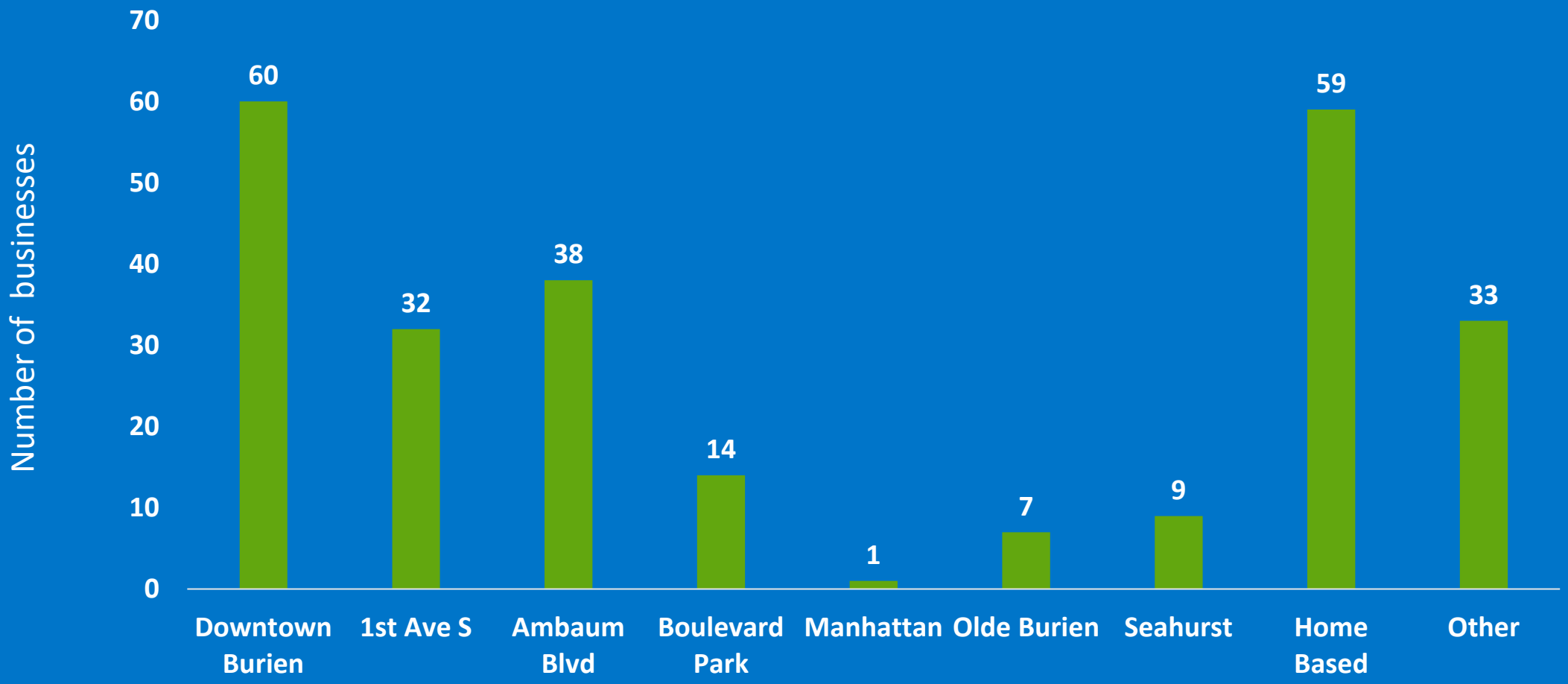


* ’Question 1’ was business contact information

Question 3: Check all that apply to your business

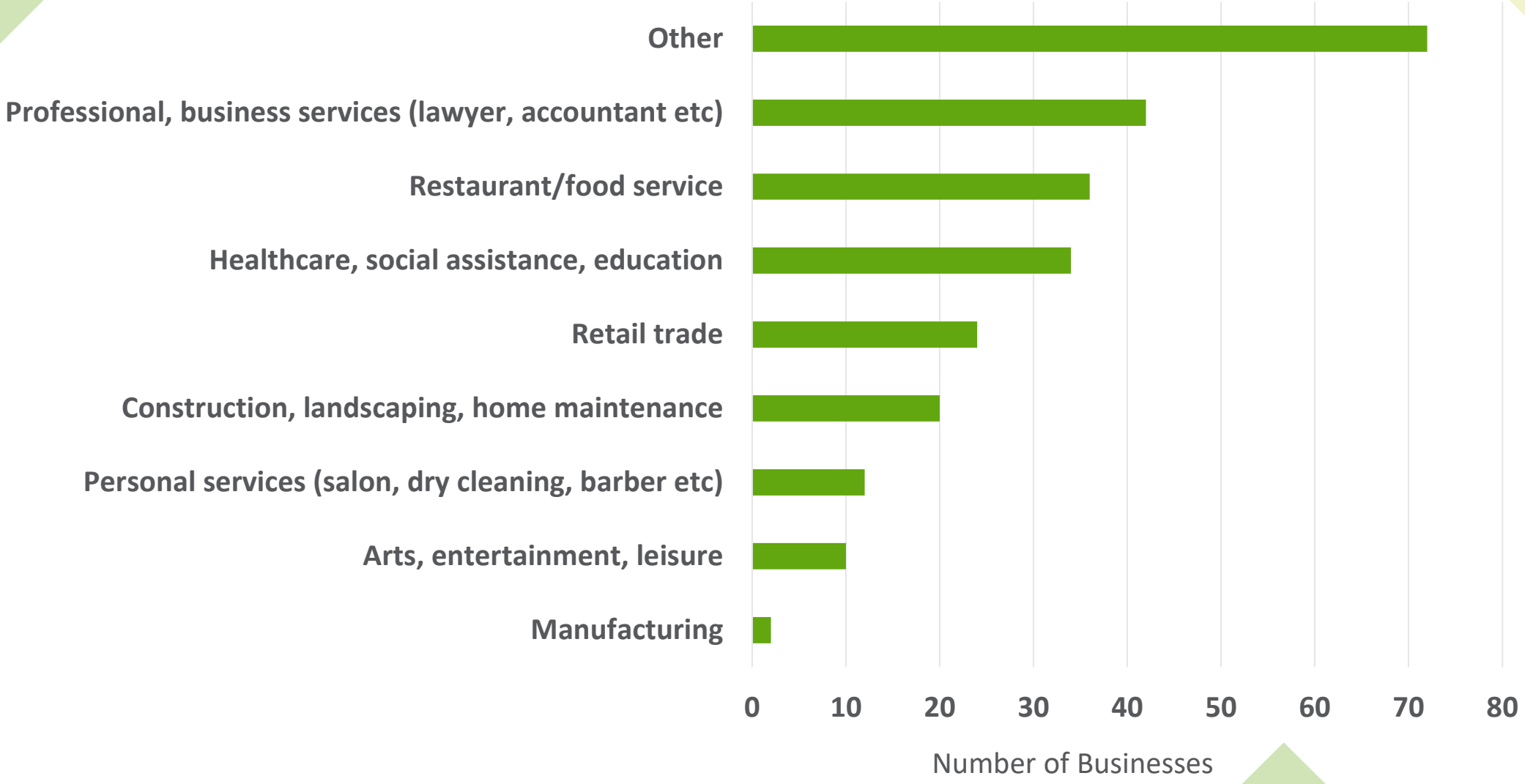


Question 4: In what area of Burien is your business located?



Question 5: What is the primary activity of your business?

(Slide 1 of 2)

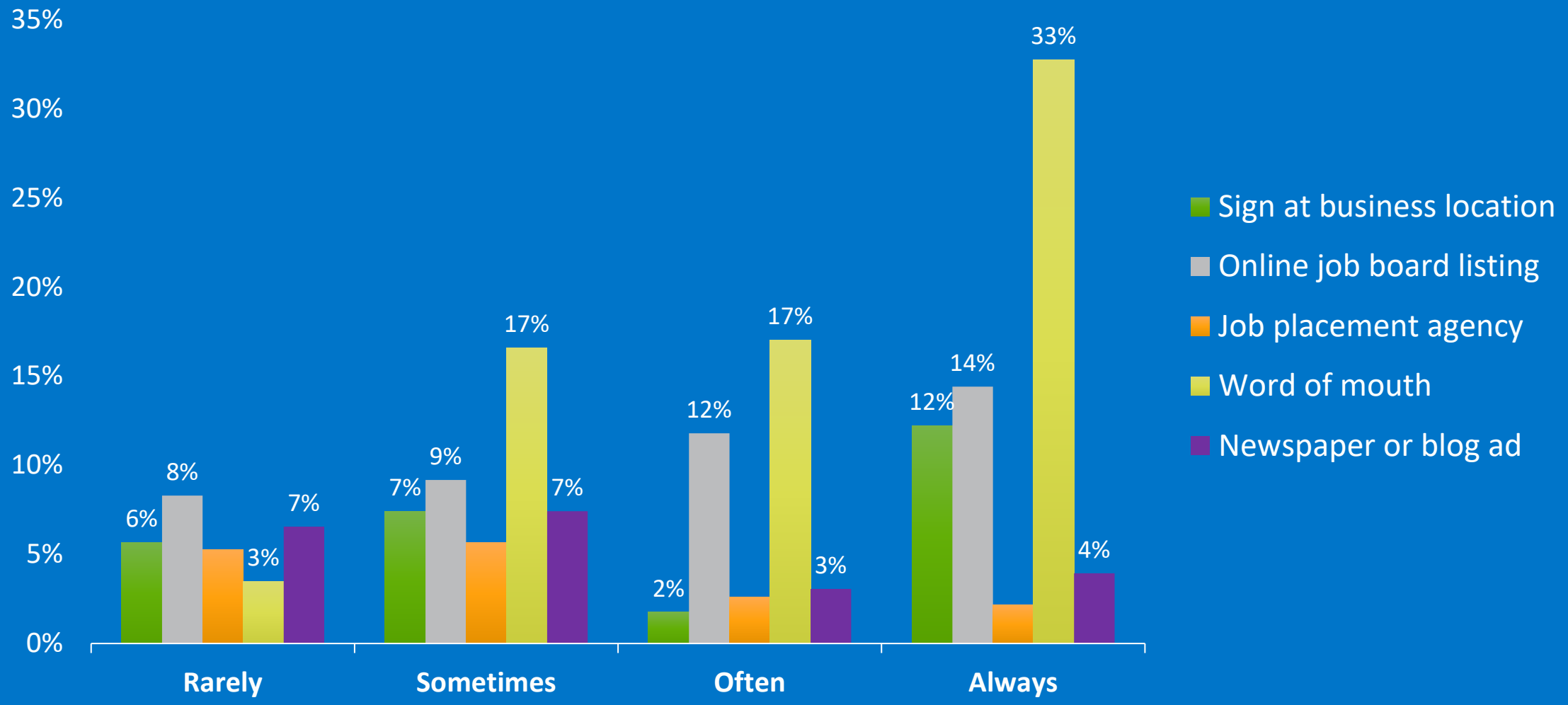


Word Cloud for Comments on Question 5 – "other (please specify)"

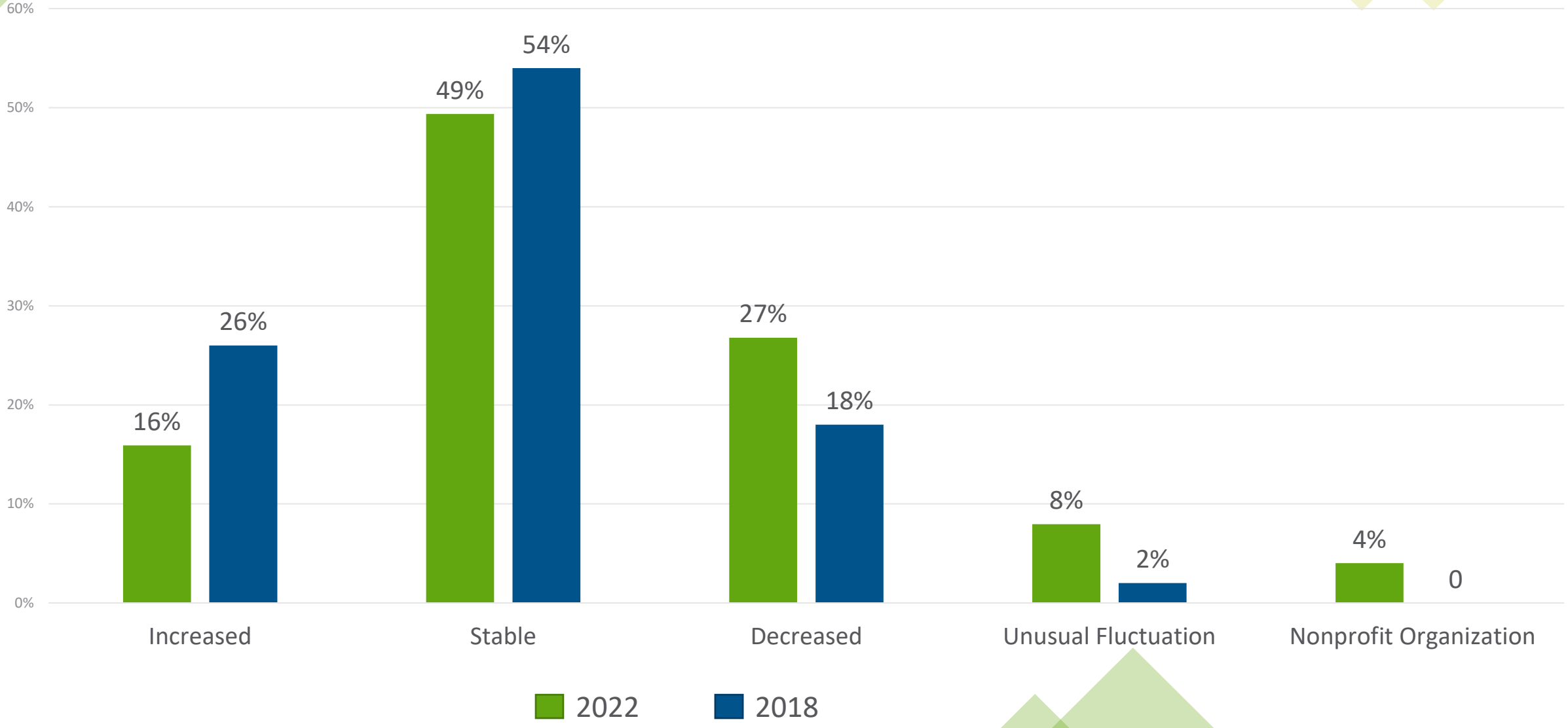
(Slide 2 of 2)



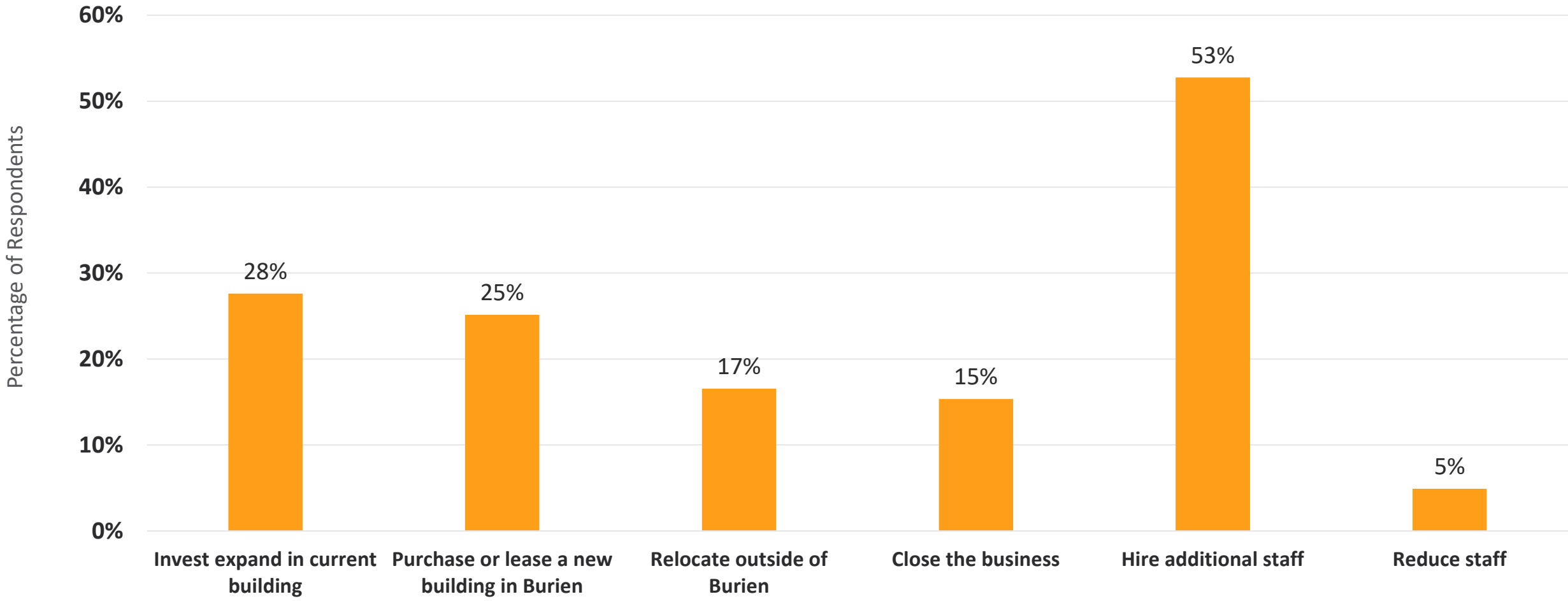
Question 6: What methods do you use to recruit and attract new employees?



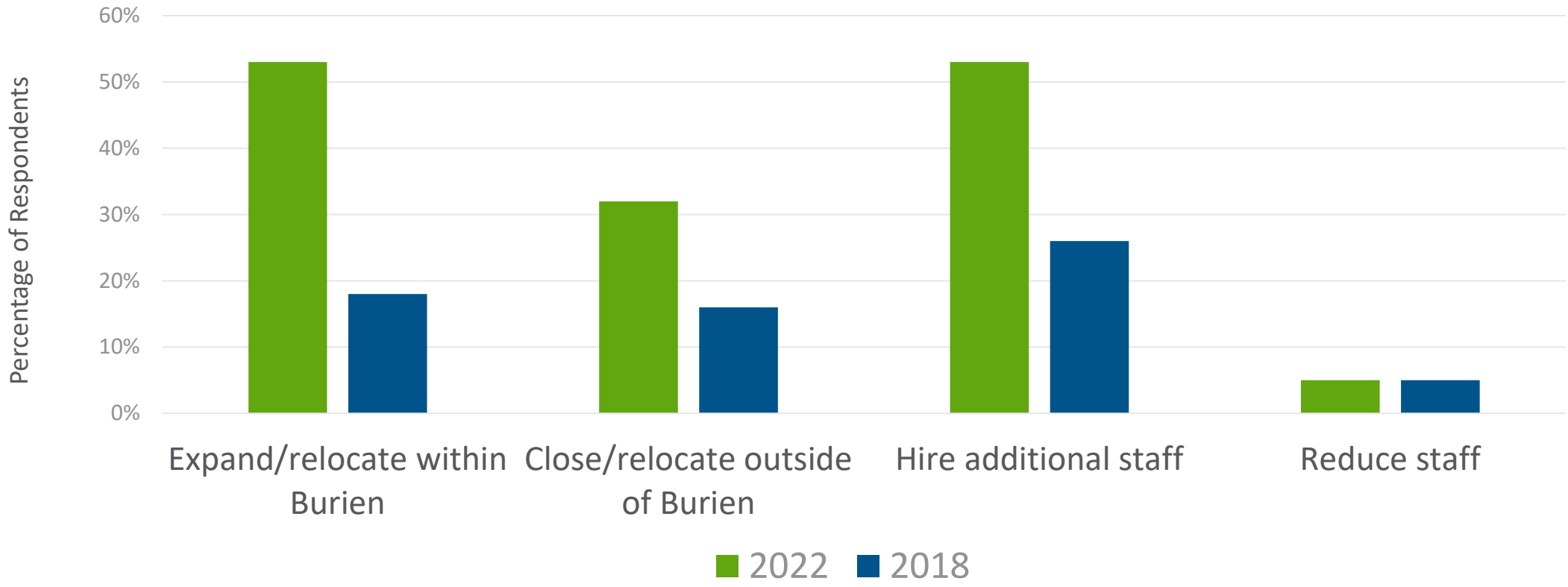
Question 7: Over the past year, how would you best characterize your profit trend at this location?



Question 8: Do you plan to do any of the following in the next 5 years? (Slide 1 of 3)



Question 8: 2018/2022 survey results comparison (Slide 2 of 3)



Question 8: Do you plan to do any of the following in the next 5 years? *(Slide 3 of 3)*

For businesses that plan to close in the next 5 years what is the reason? (25 businesses)

- Retiring (7)
- Cost of rent too expensive (2)
- Crime and Safety (1)
- Selling business (1)
- High important tariffs (1)
- Covid policies too strict (1)

**No detail provided (12)*

For businesses relocating what is the reason? (24 businesses)

- Crime (3)
- Too many regulations (2)
- Do not feel welcomed (2)
- Cost of living too high (1)

**No detail provided (16)*

Question 9: What are the top challenges faced by your business?

1. Crime
2. Homelessness
3. Marketing & attracting customers
4. Staffing
5. Rising costs and economic uncertainty



Question 10: What are the top advantages Burien has to offer as a place to do business? (Slide 1 of 2)

1. Central location & accessibility
2. Strong sense of community
3. Affordability
4. Diversity
5. Growing community

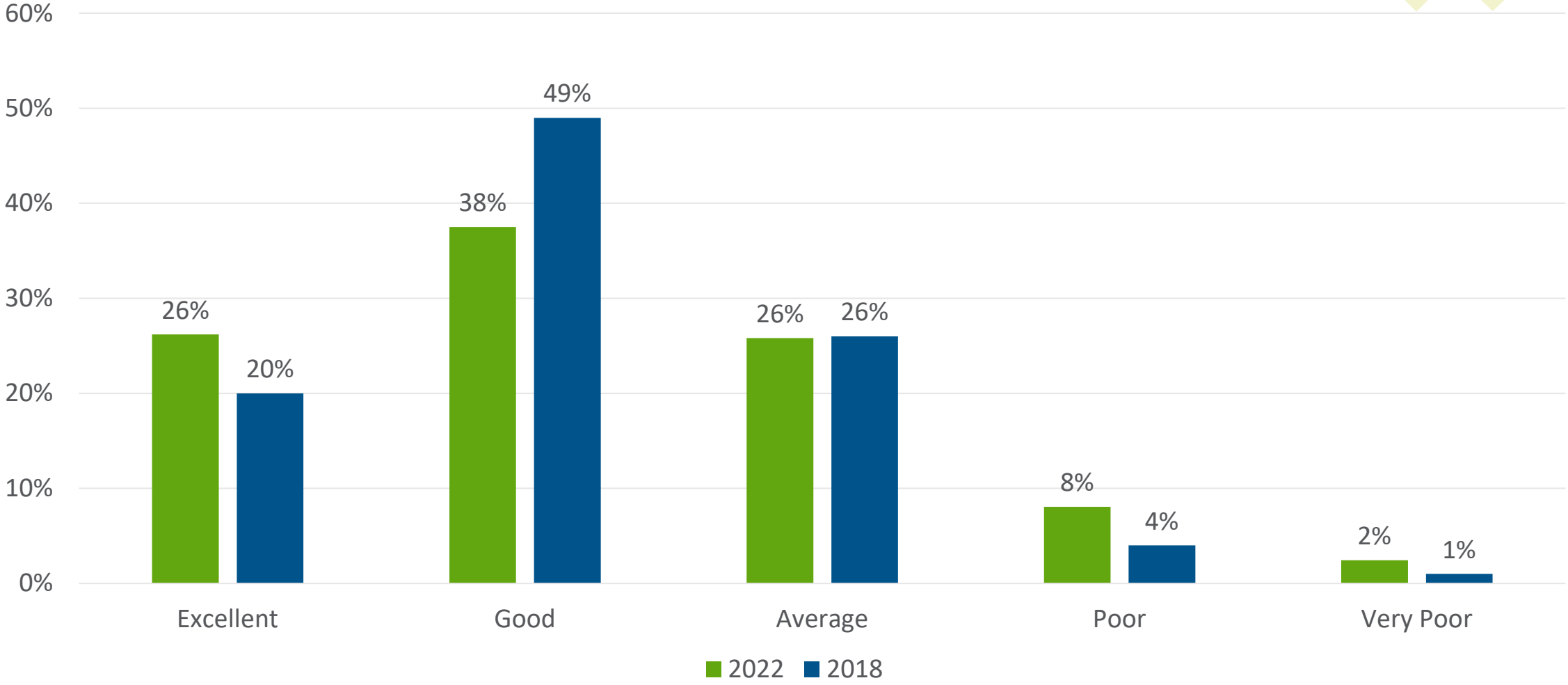


Question 10: What are the top advantages Burien has to offer as a place to do business? ? (Slide 2 of 2)

Word cloud of English language responses:


businesses
location
community
good
great
closed
easy
small
town
lower
get
live
walkable
proximity
opportunities
access
burien
seattle
airport
business
downtown
parking
restaurants
development
support
customers
city
freeways
rent
home
nothing
ability
convenience
diverse
people
many
feel
discover
inexpensive
government
quality
schools
neighborhood
locations
strong
low
nice
options
online
networking
friendly
center
free
lot
safe
zoning
taxes
local
loyal
ease
long
easier
car
demographics
biz
none
fairly
culture
far
time
knit
staff
hub
based
environment
encourage
chamber
available
areas
crime
atmosphere
traffic
shopping
events
lots
nearby
supportive
base
client
place
arts
central
near
owners
diversity
cheap
smaller
educated
density
foot/street
beautiful
barkyard
frequent
hall
hope
settle
craving
physically
business/real
estate
community-oriented
companies
suppliers
space
services
chambers
dangerous
transportation
charming
engaged
accessibility
agencies
washington
personable
playments
developing
commute
coming
longstanding
longer
populated
grants
hispanic
relationships
due
materials
home/biz
outstanding
sense
around
population
growth
vibe
tacoma
wonderful
connection
growing
freeway
compared
absence
increasing
brewhouse
yrs
joy
decent
pierce
b&o
demographics
fewer
safety
covid
caring
charm
tech financial
problem
property
entities
market
dedicated
training
operate
negative
greater
need
impact
younger
affordable
vehicular
core
succeed
clients
involved
festivals
visit
activity
neighbors
houses
fiberoptic
work
discovery
connectivity
thriving
support
exclude
lease
welcoming
b-town
relative
years
things
fereways
served
use
weighs
hopefully
tell
economic
strategic
cost
comparatively
laid
regional
less
police
sketch
airport
demographic
affordability
price
continuing
hourly
centrally
life
hopefully
makes
highways
laws
family
normandy
never
tax
elliott
responsive
owned
fun
option
just
clean
possible
weight
bad
much
sound
outstanding
another
look
partner
established
network
registering
association
mainstreet
shipping
inclined
courthouses
problems
transit
highway
needs
generally
known
healthy
afraid
restaurant
deteriorated
initiatives
kitsap
know
fast
might
call
participate
preence
locally
border
traffic-downtown
history
heights
transport
cheaper
operate
neighborhoods
state
negative
greater
flow
every
protection
hire
homelessness
allow
supply
people
diverse
convenience
located
sirport
department
stable
park
foot
think
okay
now
tight
press
clientele
auto
audience
paying
starting
serving
business/real
physically
near
demographics
increasing
brewhouse
yrs
joy
decent
pierce
b&o
compared
absence

Question 11: What is your overall opinion of Burien as a place to do business?
(Slide 1 of 2)



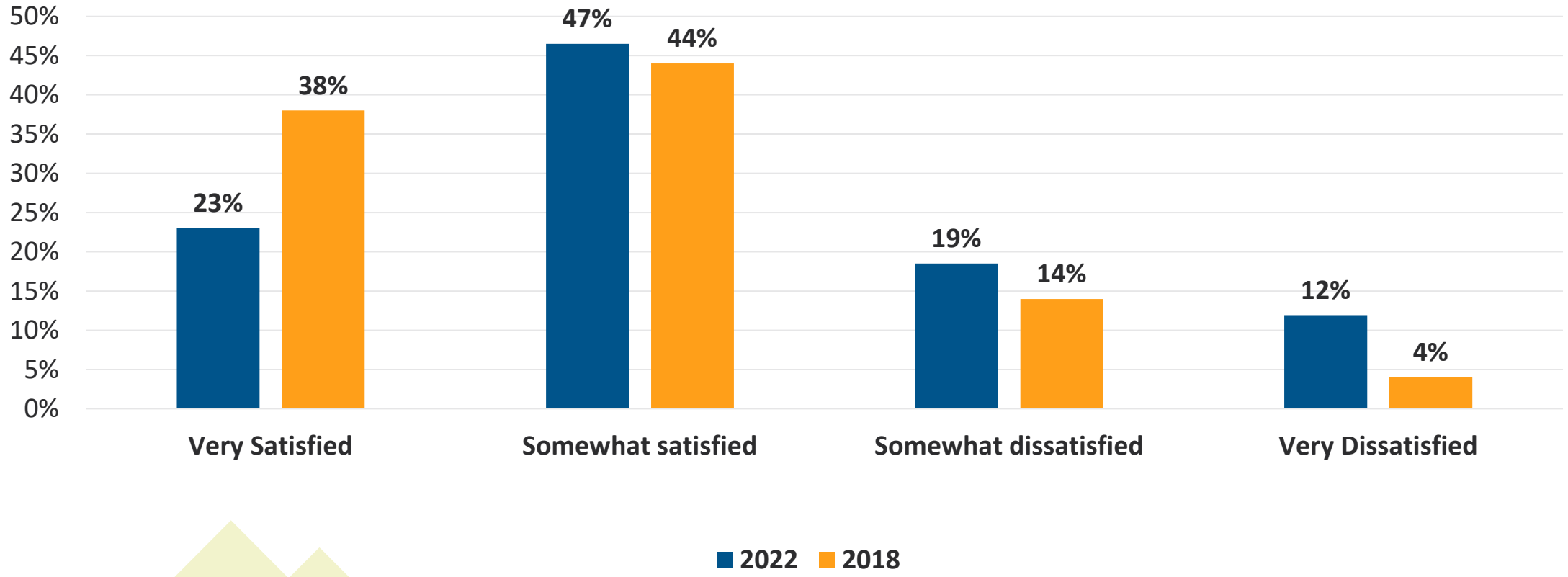
Word Cloud for Additional Comments on Question 11

(Slide 2 of 2)



Question 12: How satisfied are you with City government services? (Services include: parks, permitting, public works, public safety, economic development, human services?)

(Slide 1 of 2)



Question 12: How satisfied are you with City government services?
(Slide 2 of 2)

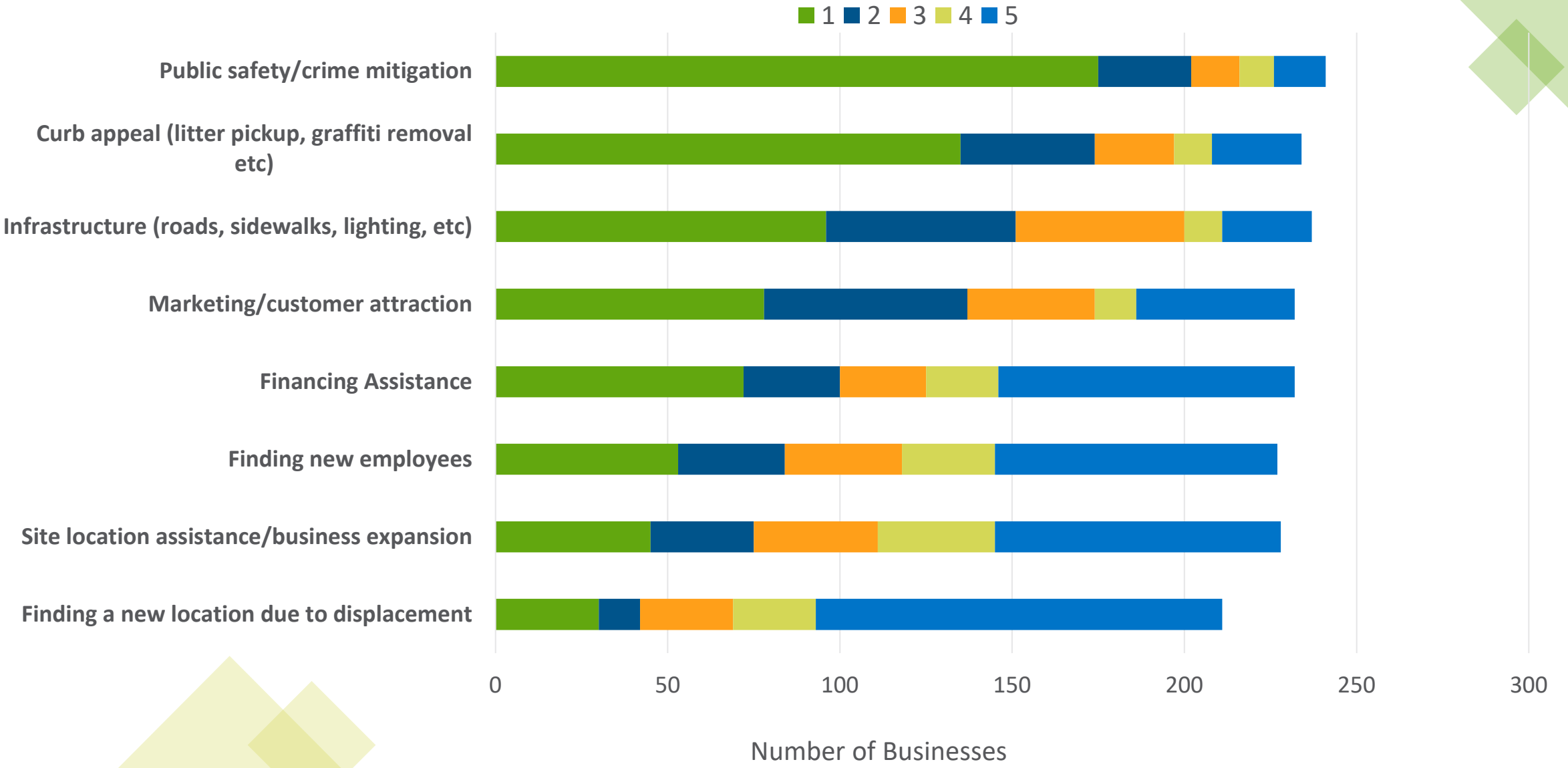
Major Themes from Responses:

1. Public Safety: Many respondents expressed concerns about crime and drug use. They felt that the city needs more police patrols and better enforcement to improve public safety.

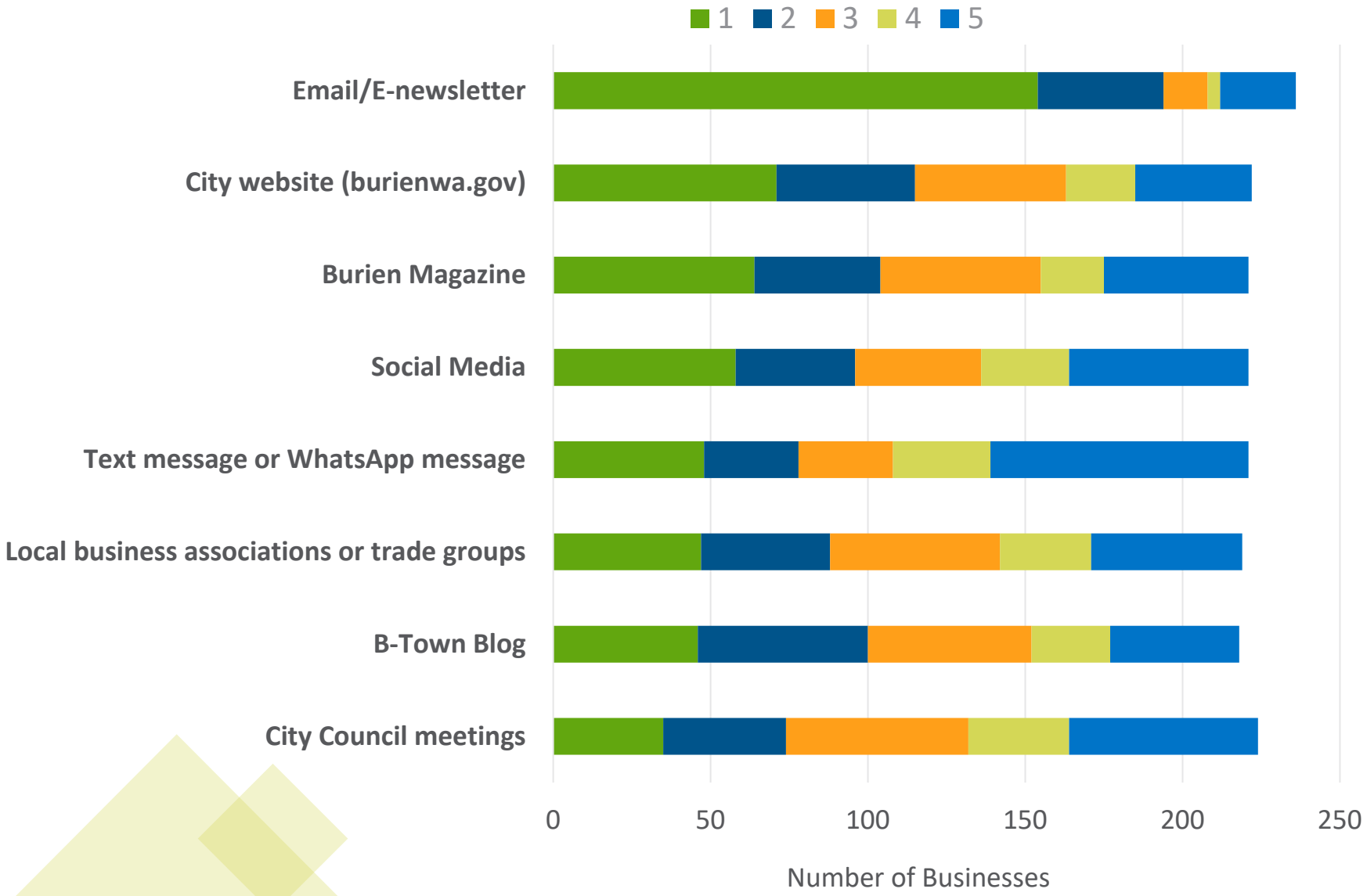
2. Homelessness: Respondents also felt that the issues with homelessness are a major concern and impacting the Burien's cleanliness and safety.

3. Cleanliness: Businesses expressed concerns regarding litter, trash and graffiti.

Question 13: Using a scale of 1=very important and 5=not important, please rate what types of assistance would be most useful to you in the coming 2 years.



Question 14: Using a scale of 1=most preferred and 5=least preferred, please rank your preferred methods of receiving information about City of Burien programs and services.



Question 15: What is one thing the Burien City government can do to improve the job it is doing?

Major themes:

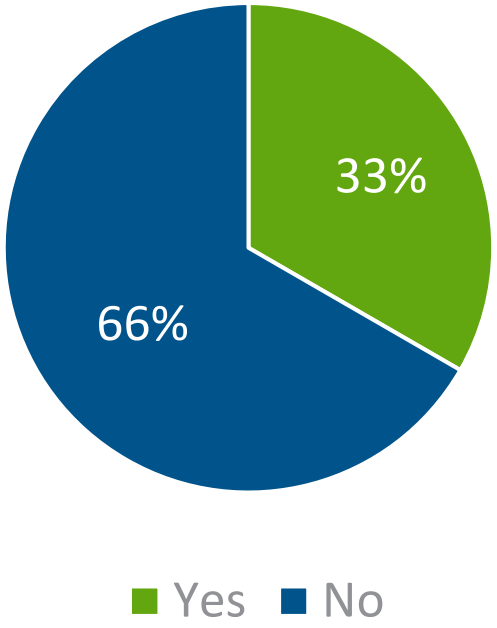
1. Improve public safety
2. Address homelessness
3. Better communication, transparency, and public involvement in decision-making

Question 16: What ideas or suggestions do you have to enhance economic development in the City?

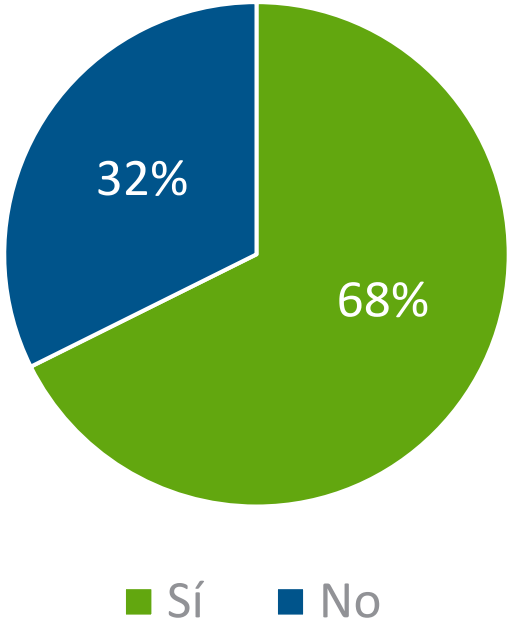
1. Enhance public safety (37 responses)
2. Reduce homelessness (22 responses)
3. Attract more commercial development (16 responses)
4. Invest in community events (15 responses)
5. Small business support/training (12 responses)
6. Visitor attraction and marketing (11 response)
7. Encourage development of more housing (8 responses)
8. Improve SW 153rd St (7 responses)

Question 17: Has the COVID pandemic impacted your ability to attract and retain employees?

English language survey – 198 responses

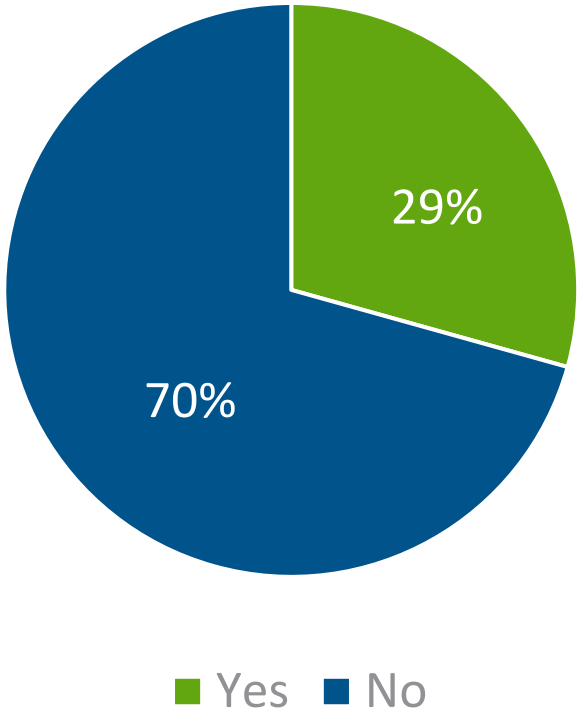


Spanish language survey – 34 responses

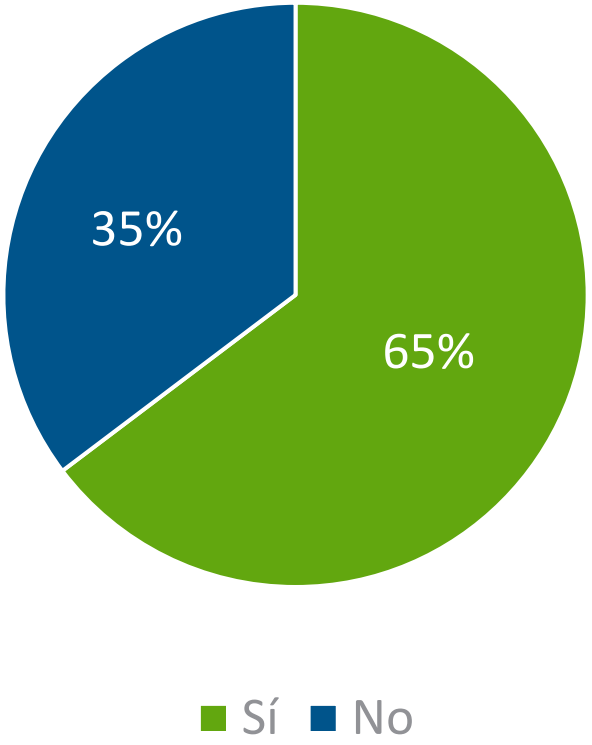


Question 18: Have you reduced your hours of operation due to COVID?

English language survey - 208 responses

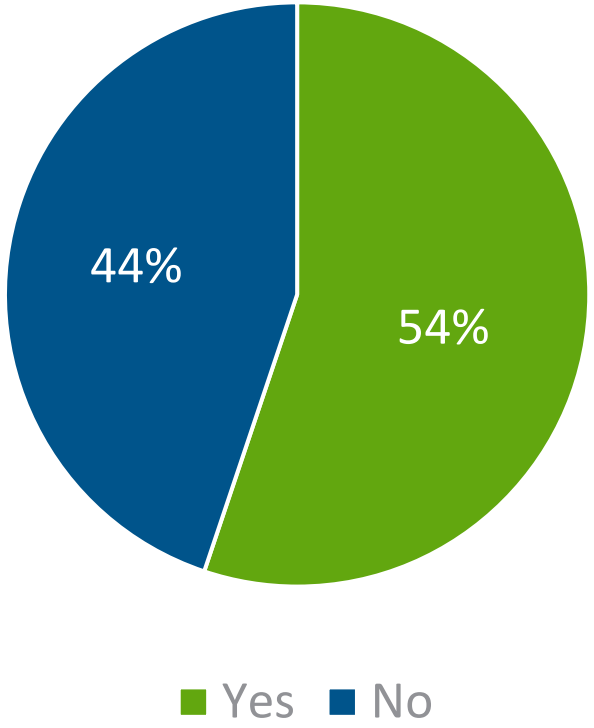


Spanish language survey – 34 responses

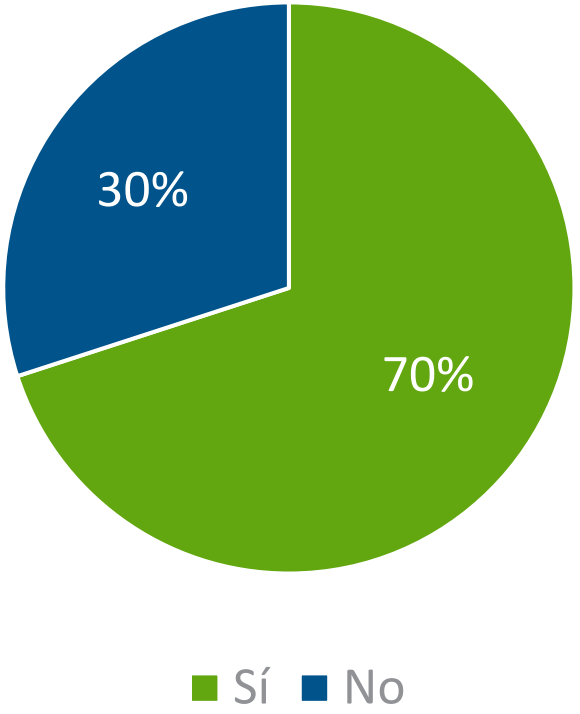


Question 19: Have you seen an increase in crime at your business during the pandemic?

English Language survey – 194 responses



Spanish language survey – 30 responses



Question 20: What measures, if any, do you think the City should take to improve public safety?

Major Themes:

1. More police presence and patrolling
2. Enforcing existing laws and regulations, anti-camping laws, and public safety codes
3. Providing more services and resources for mental health and drug addiction, such as rehab programs.

‘Is there anything else you would like the City to know?’

Challenges:

- Concerns around crime and safety, and homelessness again expressed

Positives:

- Appreciation/thankfulness: Multiple respondents expressed gratitude towards the city and its staff for their work and for making Burien a nice place to live and work. Examples include "Keep it up! You're doing great", "thank you for everything you do!“ and “Thanks for making Burien a nice place to operate.”

- City growth and improvement: Many respondents expressed positivity towards Burien's growth and potential for the future. Examples include "Burien can't help but grow and become more dense and thriving", "Let's keep getting better Burien!", and "Burien is an excellent upcoming City in the region".

Next Steps

1. Follow up with businesses that may need assistance (ongoing)
2. Make survey report available for respondents and community
3. Hold three Business roundtable events
4. Utilize data and business feedback for Economic Development Strategic Plan
5. Design programs and services that will address areas of enhancements identified in the responses

Questions?

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Burien