2018 Burien Business Survey

City of Burien Economic Development

Burien

Introduction

The 2018 Burien Business Survey consisted of a questionnaire, three business focus groups and five one-on-one interviews.

The survey is designed to provide an economic snapshot of Burien's business community and collect feedback and opinions on local issues.

The objective of the survey is to generate baseline data and information so that we can work together to improve the local business climate and help businesses grow and prosper in our community.

Methodology

The questionnaire was modeled after a similar survey in Issaquah, and was limited to one double-sided page in order to ensure a good response rate.

All 1730 businesses with City of Burien business licenses were mailed questionnaires in three languages: English, Spanish and Vietnamese. Online access was also provided in all three languages.

251 businesses responded to the questionnaire, a 14.5% response rate. This response rate is on par with similar business retention surveys in other jurisdictions.

Methodology

169 of the respondents were “brick and mortar” businesses and 82 were home-based businesses

The percentage of respondents who were home-based businesses, 32%, is slightly higher than the 26% share they represent of the total businesses licensed in Burien.

244 of the responses were in English, five were in Spanish, and two were in Vietnamese.

Methodology

In conjunction with the questionnaire, the City contracted with third-party facilitators to conduct three business focus groups: one in English, one in Spanish, and one in Vietnamese.

The goal of the business focus groups was to provide a forum for businesses owners to discuss opportunities and challenges of doing business in Burien, so that we may help add context to the written survey, and further explore ways we can improve the local business climate.

The facilitator reports for each of the business focus groups are included as an appendix to this report.

Questionnaire Schedule

- **9/14/18:** Draft survey included in Council packet via the City Manager's Report for Council review & comment
- **10/17/18:** Survey mailed to all licensed businesses located in Burien
- **10/24/18:** Follow-up postcard reminder mailed with online access
- **10/30/18:** Promotion of survey on City social media channels and press releases to local media
- **11/9/18:** Survey responses due

Questionnaire Sections



i. Basic Information
ii. Issues & Trends
iii. Burien City Services
iv. Single-Use Plastics

Basic Information





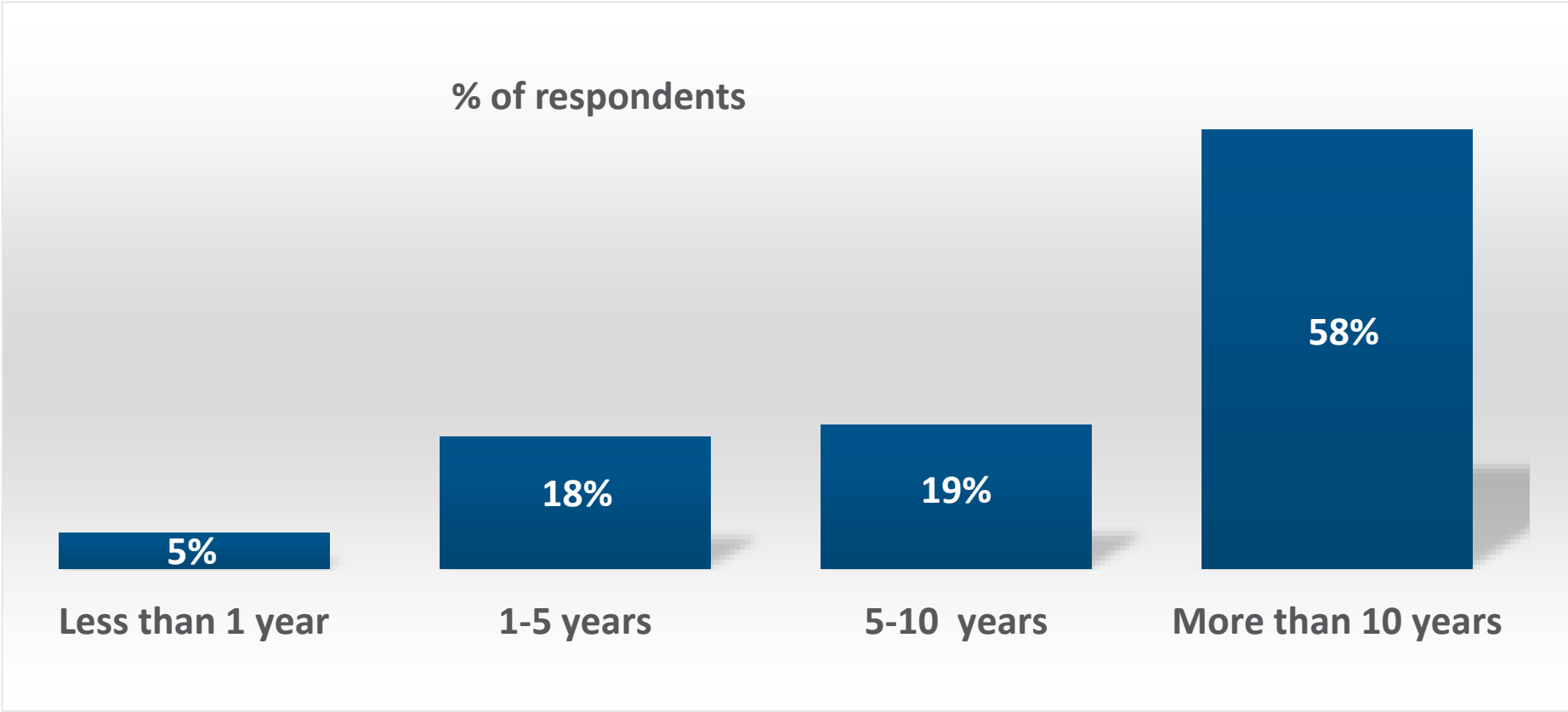
Question 1: How many employees do you have?

Brick & Mortar Average: 8.4 employees

Home Based Average: 1.4 employees

All Business Average: 6.2 employees

Question 2: How many years have you been located in Burien?



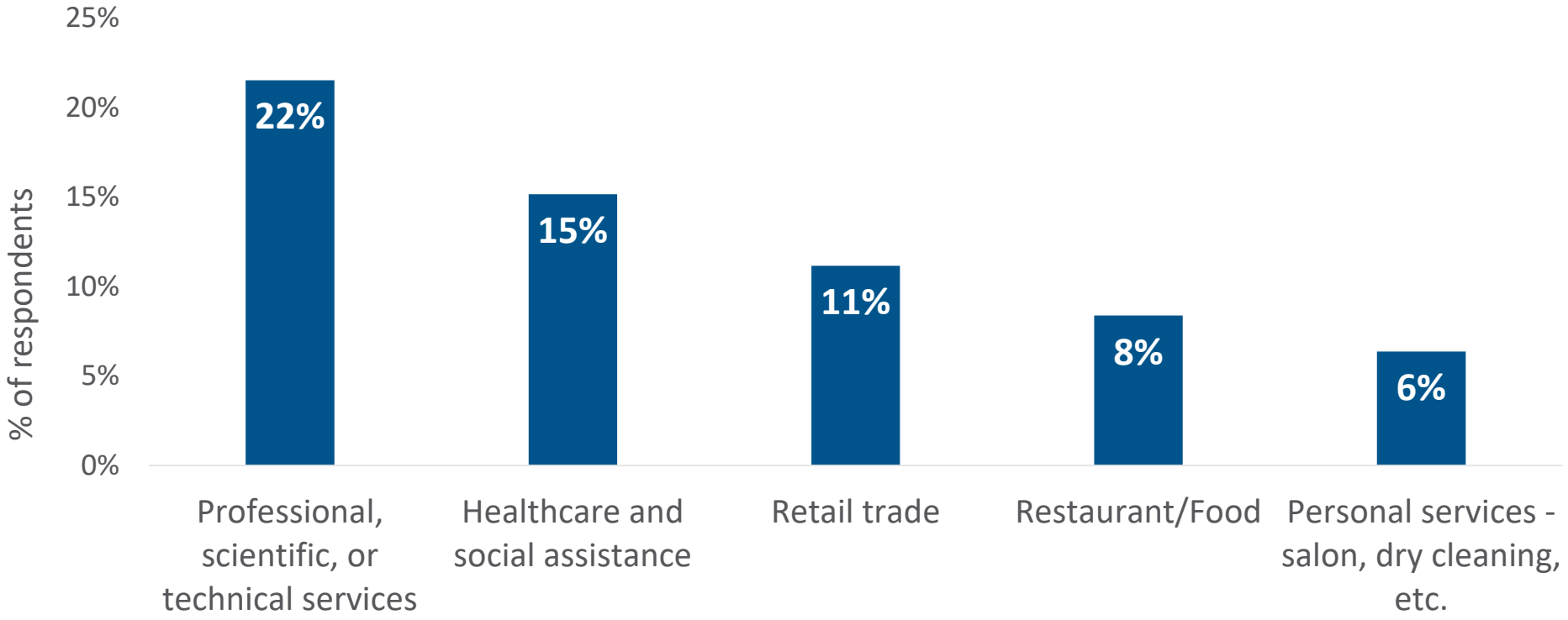
Question 3: Please check all that apply to your business:

	% of respondents
☐ Family Owned	38%
☐ Home Based	32%
☐ Female Owned	27%
☐ Minority Owned	11%
☐ Startup	10%
☐ Veteran Owned	5%
☐ Franchise	3%

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

	# of respondents
☐ Downtown Burien	67
☐ Ambaum Blvd	39
☐ 1st Ave S.	25
☐ Five Corners	19
☐ Boulevard Park	14
☐ Manhattan	4
☐ Other:_____	80

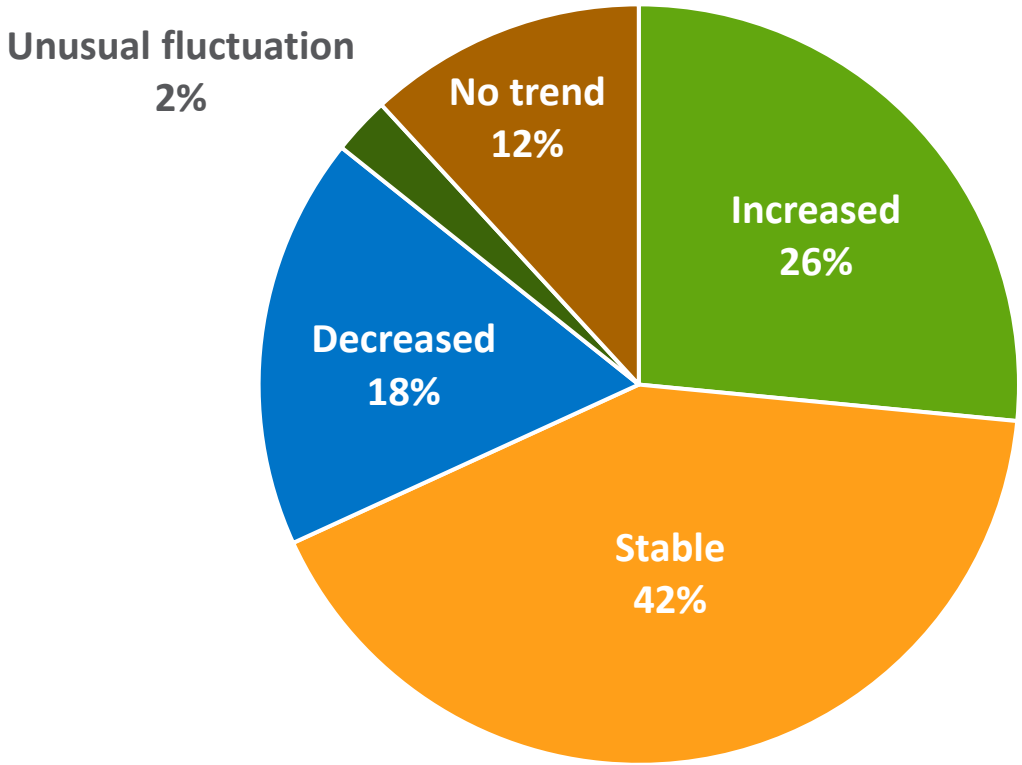
Question 5: What is the primary activity of your business?



Issues & Trends



Question 6: Over the past 3 years, how would you best characterize your profit trend at this location?

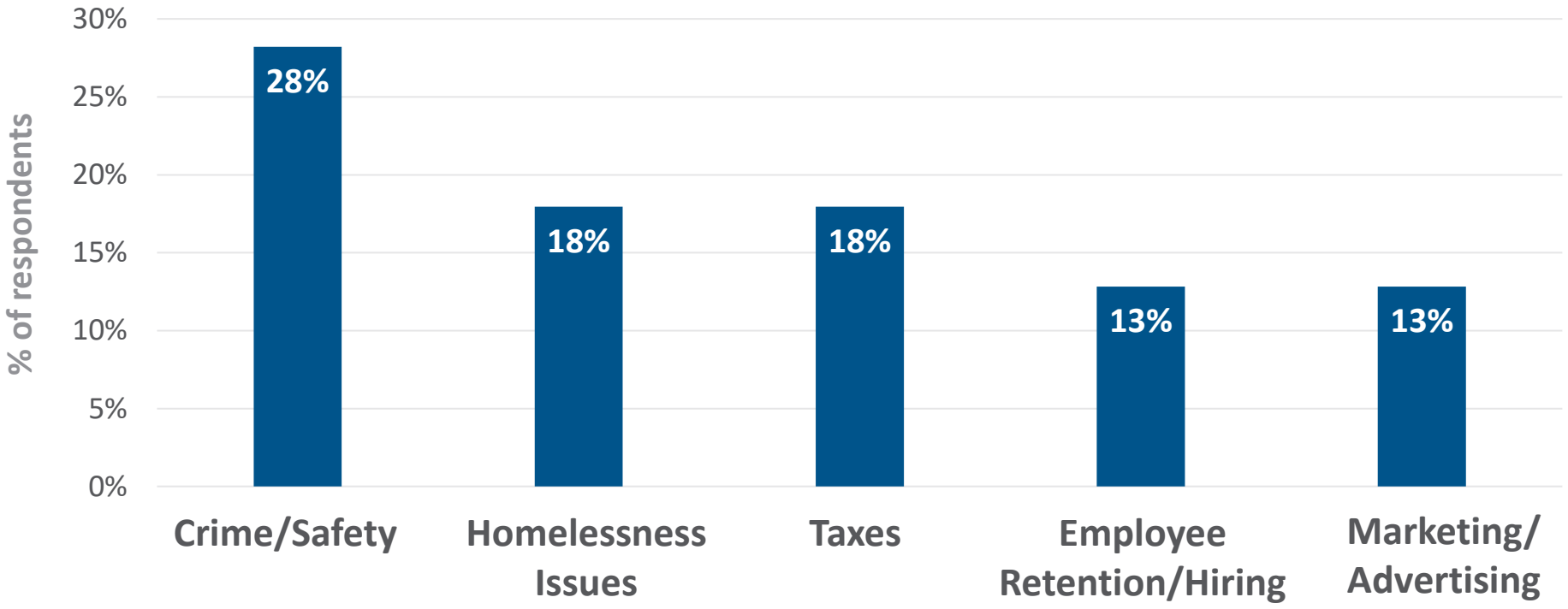


Question 7: Do you plan to do any of the following in the next 5 years? (check all that apply)

	% of respondents
☐ Hire additional staff	26%
☐ Expand/relocate within Burien	18%
☐ Close/relocate outside of Burien	16%
☐ Reduce staff	5%

Why are 16% of respondents (39 businesses) planning to close or relocate?

Most frequent 'challenges' identified by businesses closing or relocating



Question 8: What are the top three challenges faced by your business?

1. Crime
2. Homelessness
3. Workforce
4. Taxes
5. Parking



Question 8 (cont): What are the top three challenges faced by your Business? Word Cloud

Brick & Mortar Challenges



Home Occupation Challenges





Question 9: What are the top three advantages Burien has to offer as a place to do business?

1. Location/Close to...
2. Sense of Community
3. Low cost of doing business
4. Small Business Friendly
5. City Easy to Work With

Question 9 (cont): What are the top three advantages Burien has to offer as a place to do business? Word Cloud

Brick & Mortar Advantages



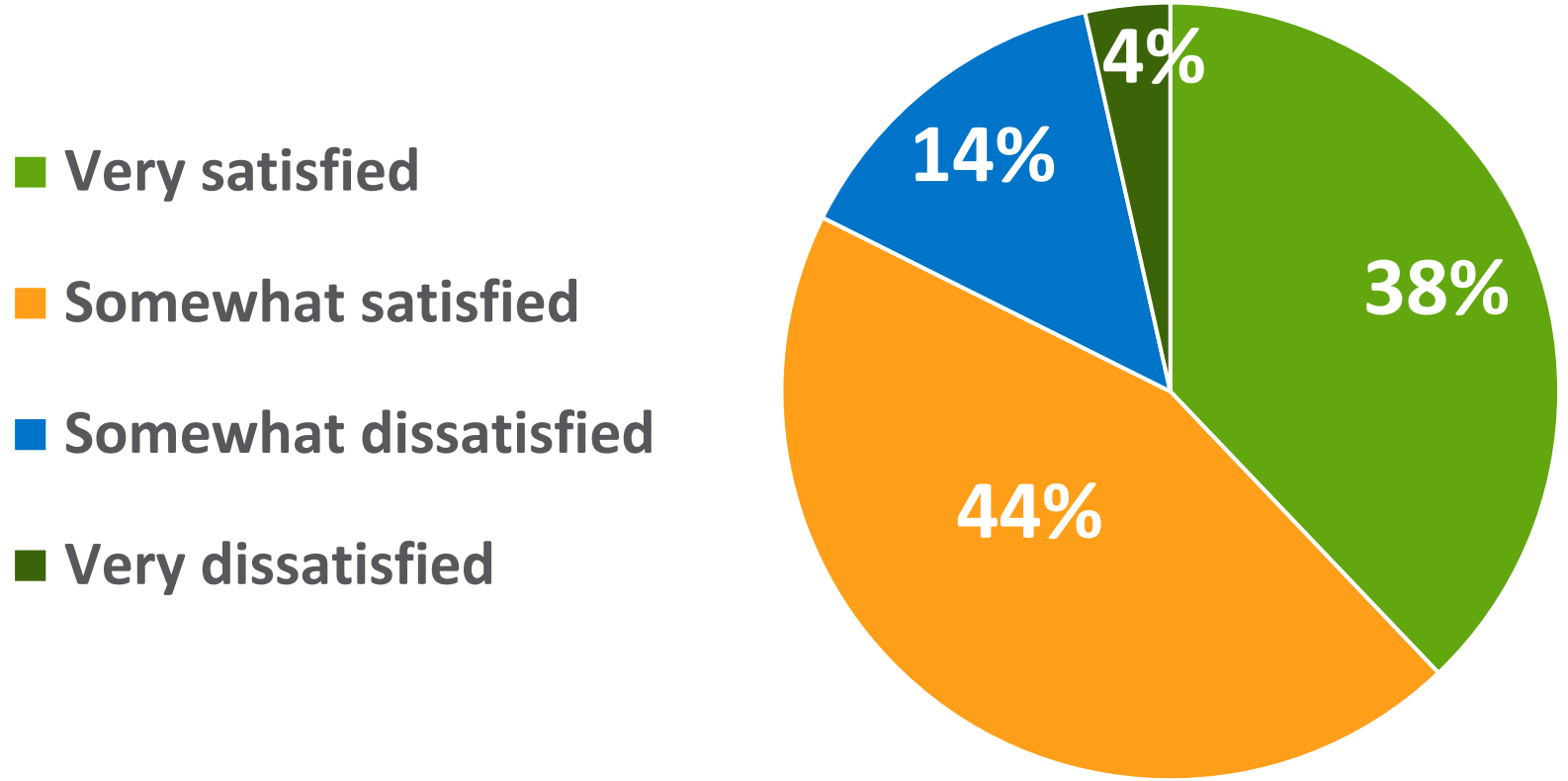
Home Occupation Advantages



Burien City Services



Question 10: How satisfied are you with City services overall?



Why are 82% of businesses satisfied with city services?
Respondent Comments

“Polite & helpful! :)”

“They respond pretty quickly when called.”

“Police, fire, emergency road crews are excellent.”

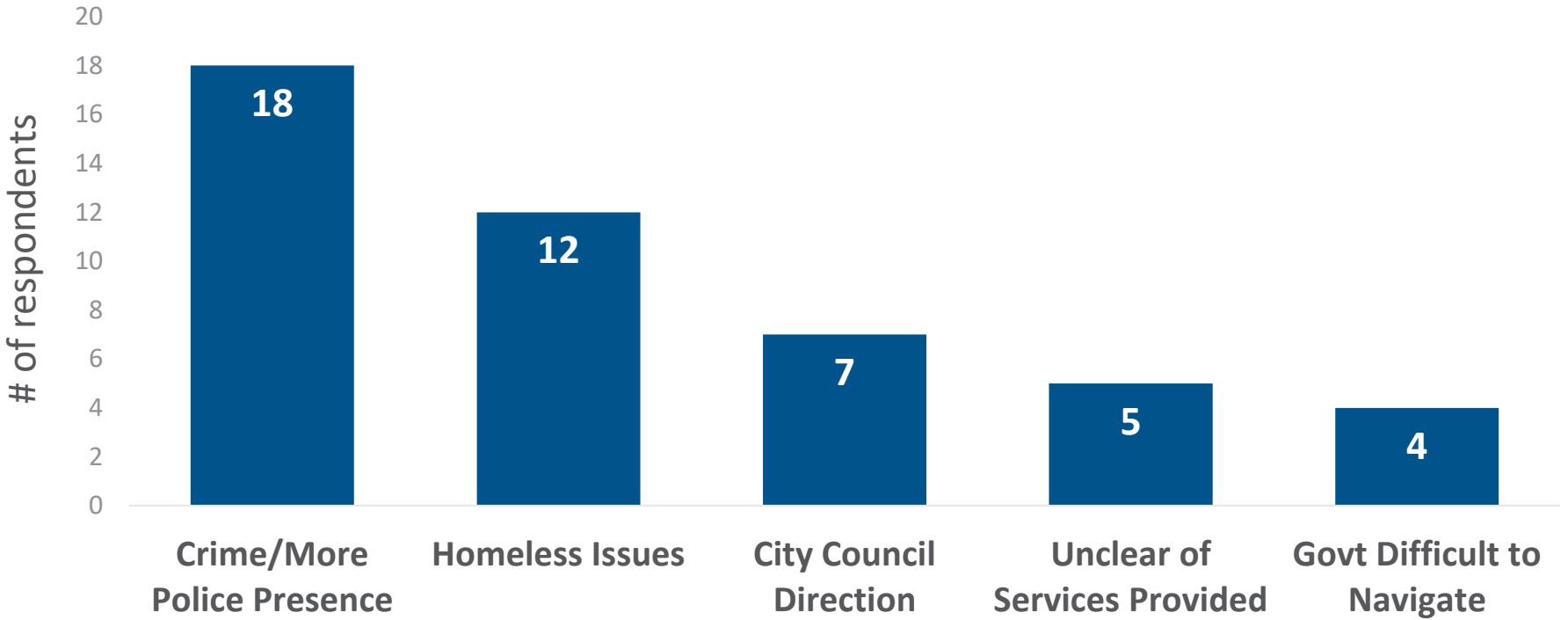
“We recently completed a major remodel. The building department was very helpful and efficient.”

“Overall things seem to run relatively smoothly and costs are basically reasonable.”

“Very satisfied with permitting and inspectors.”

“Very satisfied with Burien Police (just had texting community workshop with them.”)

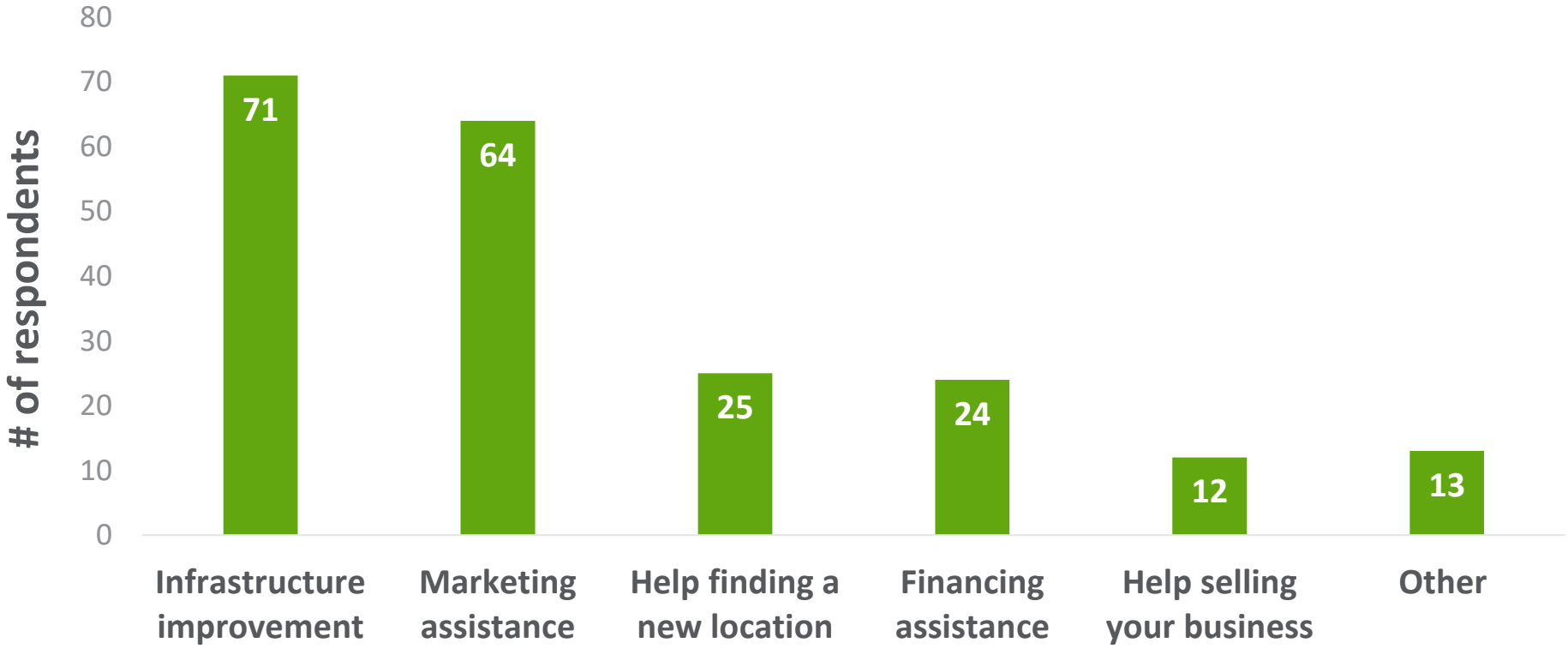
Why are 18% of businesses dissatisfied with city services?
Major Themes



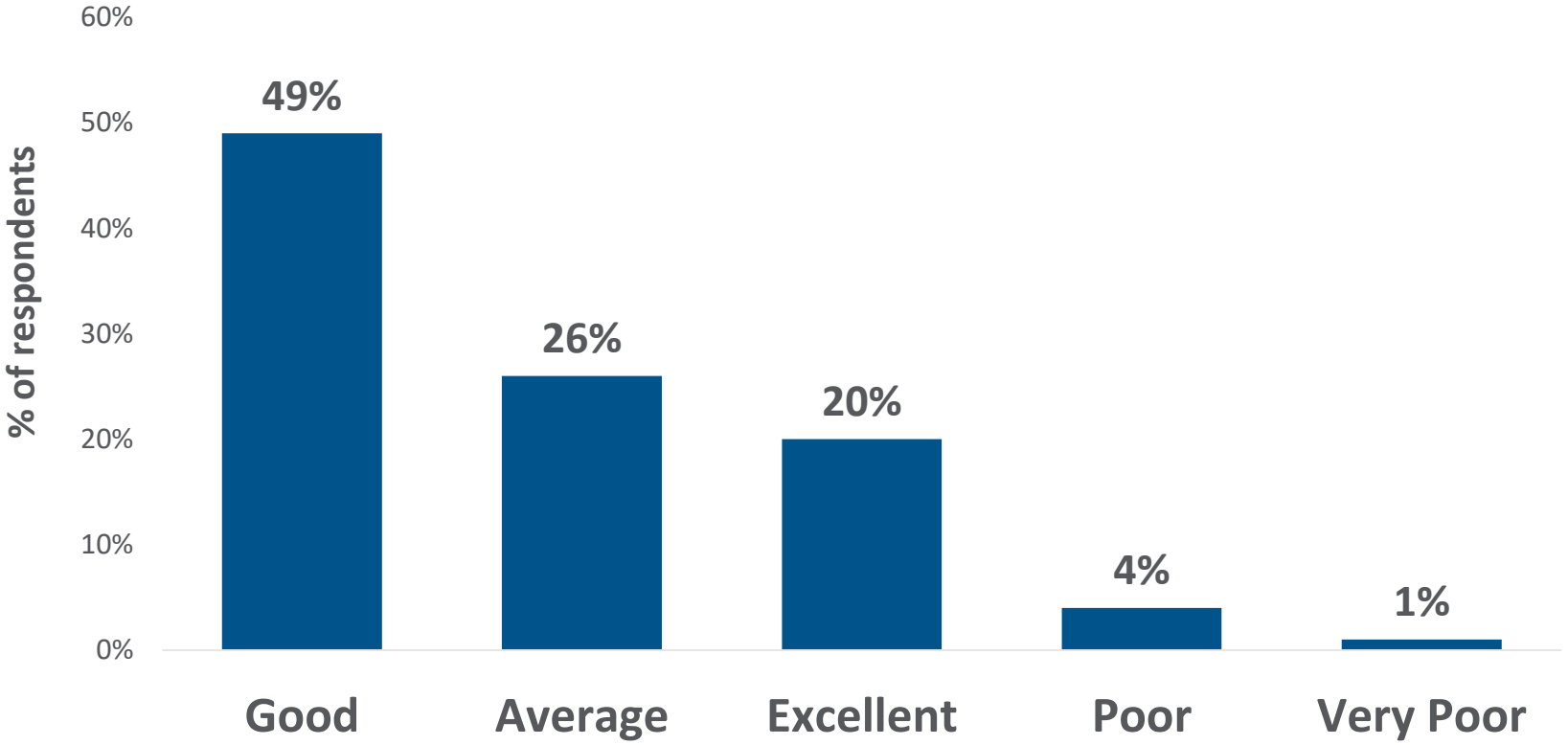
Question 11: How do you typically get information about City of Burien activities, events, and services? (check all that apply)

	% of respondents
☐ Word-of-mouth	42%
☐ B-Town Blog	38%
☐ Burien Magazine or Rec Guide	37%
☐ Discover Burien	35%
☐ City website (burienwa.gov)	28%
☐ Email/Social Media	27%
☐ Talking with City staff	11%
☐ City Council/public meetings	7%

Question 12: What types of assistance are likely to be most useful to you in the coming 5 years?



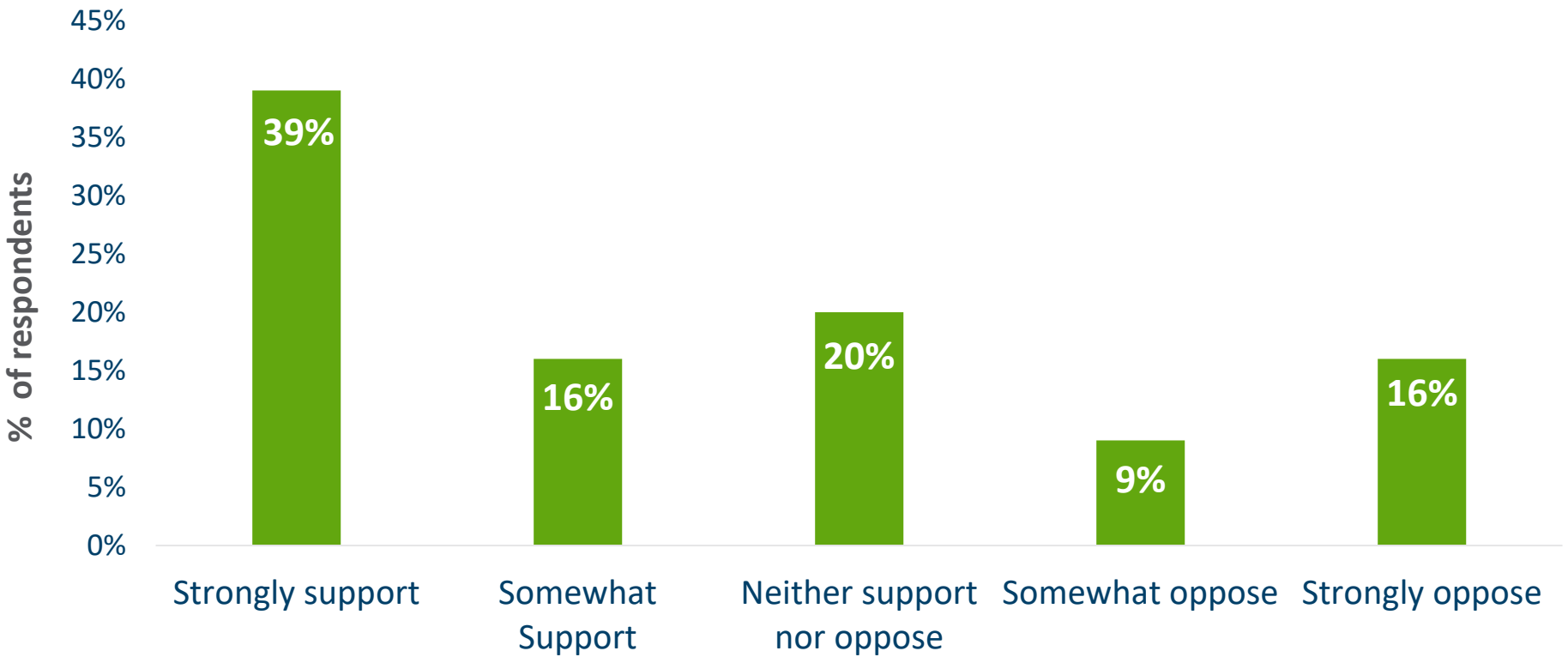
Question 13: What is your overall opinion of Burien as a place to do business?



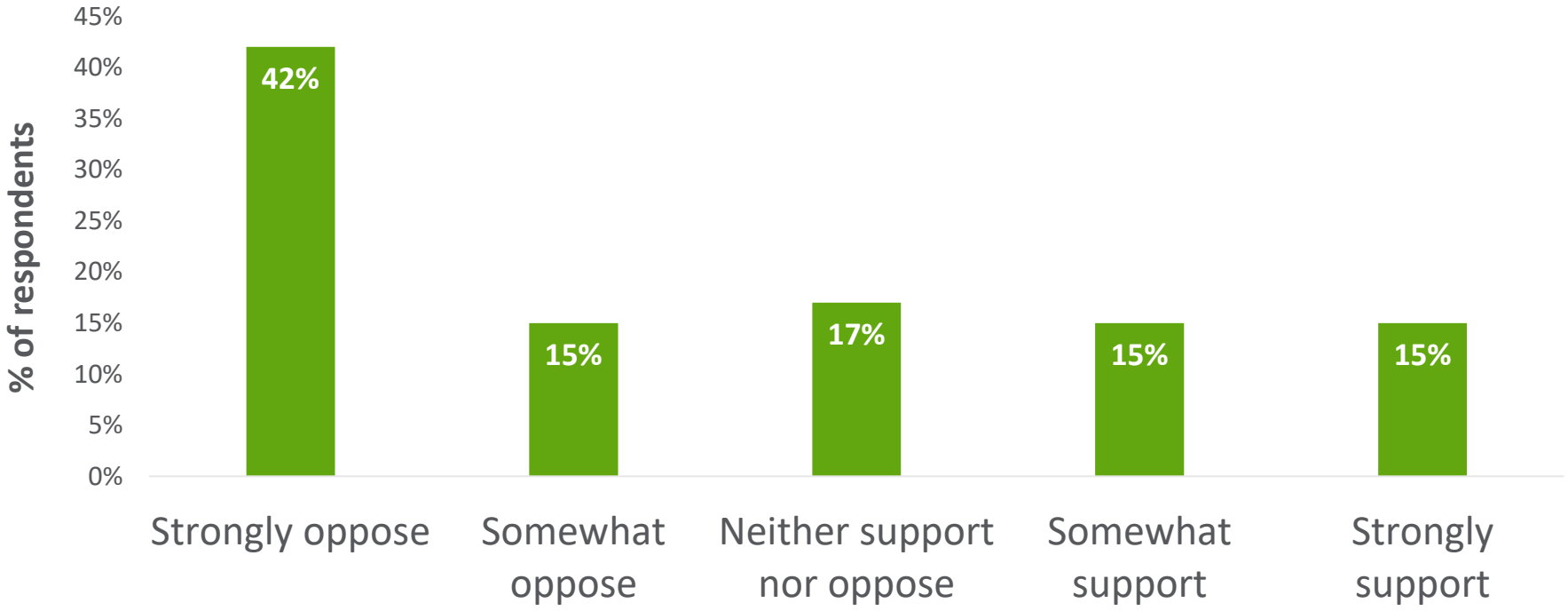
Single-Use Plastics



Question 14: Do you support a City law requiring businesses to replace disposable single-use plastics with compostable alternatives?



For respondents that believe their businesses would be impacted by a ban on single-use plastics (53 businesses), do they support the law?



Higher costs and difficulty procuring compostable alternatives most often cited objections.

Questions?

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Burien