Portland Plan Business Survey Results
August 2010

In Spring 2010, the City of Portland asked the business community to weigh in on issues of importance to them in an on-line Portland Plan Business Survey. The survey was available online at www.pdxplan.com and was promoted through e-mails and announcements at various Portland Plan and business association meetings. A total of 228 surveys were completed between March 30, 2010 and June 2, 2010. For most of the 24 question survey, participants were offered a set of responses to choose from, along with an opportunity for open-ended comment. Some questions offered only open-ended responses. For multiple choices responses, the total response percentages total over 100%, as participants were not limited in selected multiple responses. The percentage totals indicate the level of frequency a choice was selected.

The results are presented in this document in two forms:

- **Summary Survey Responses**: This includes summary data on the multiple choice selections and summary of major themes for questions without multiple choice selections. Open-ended responses associated with each question are not included in the summary.

- **Complete Survey Responses**: This includes summary data on the multiple choice selections as well as survey participants’ responses to the open ended questions.

The following table shows the types of businesses represented by survey participants

<table>
<thead>
<tr>
<th>Survey Respondent Type of Business</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Office</td>
<td>21%</td>
</tr>
<tr>
<td>Industrial</td>
<td>4%</td>
</tr>
<tr>
<td>Health/Education</td>
<td>10%</td>
</tr>
<tr>
<td>Retail/Service</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>36%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Summary Survey Responses

1. What near-term steps could the City of Portland and its partners take to improve the industry or sector in which your business operates?

Address taxes and fees 42%
Improve infrastructure 24%
Provide financial tools 23%
Revise regulations 21%
Neutral/no comment 13%

2. What is the biggest barrier to your business’s success over the next 25 years?

Taxes and fees 44%
Zoning restrictions and land use conflicts 19%
Infrastructure needs 17%
Workforce issues (training, availability, etc.) 15%
Neutral/no comment 14%
Land supply needs 8%

3. What roles should the City play in economic development?

Revise taxes and regulations 53%
Recruit major employers 34%
Provide access to capital 34%
Provide financial tools 26%
Provide access to national and international markets 20%
Neutral/no comment 7%

4. What is the most important education- and skill-related action that would help create and/or attract a workforce with the skills and talent (at all levels from entry to management) to thrive in your business sector?

Enhance K-12 education system 45%
Improve post-secondary education and training options 37%
Provide workforce training and readiness programs 20%
Neutral/no comment 15%

5. What skills are you looking for?

See Complete Survey response for details.

6. How might your business or industry (individually or by sector or district) improve the educational offerings of Portland’s schools?

Offer apprenticeships or internships 43%
Establish or participate in mentoring program 34%
Partner with and support K-16 schools in other ways 30%
Neutral/no comment 21%
7. How can Portland better integrate sustainability and business growth?

- Provide incentives for businesses engaging in sustainable practices (i.e. development, energy savings, carbon emissions, employee VMT reduction, etc.) 55%
- Work with private sector in sustainable policy development and planning to find mutually beneficial policy situations 44%
- Recruit businesses in “sustainability” industry 24%
- Neutral/no comment 7%

8. How might the city help your business use energy and natural resources more efficiently and sustainably?

- Develop a utility pricing structure to encourage conservation 44%
- Provide subsidies or reduce cost of needed changes 42%
- Provide more information and technical assistance on ways to conserve 28%
- Neutral/no comment 12%

9. Do public safety concerns affect your business, and if so how?

- Yes, my employees and/or clients and customers are impacted by safety issues, real or perceived, near my business 37%
- Yes, my business has been a victim of a property crime 28%
- I do not have public safety concerns relating to my business 28%
- Neutral/no comment 8%

10. If your business is impacted by homelessness or the City’s camping policies, what might be done to improve the situation?

- Enhance enforcement of panhandling and camping laws 37%
- Support more homeless-to-work opportunities 35%
- Support more short- and long-term affordable housing options 34%
- Neutral/no comment 21%

11. In your experience with the City, how can regulations or processes that affect your business be improved?

- Reduce permitting time and delays 38%
- Reduce regulatory costs 36%
- Streamline building permit process timeline 36%
- Provide up-front clarity about totality of fees associated with development 34%
- Provide more flexibility (or certainty) in development review 33%
- Increase customer service through the permit and design process 30%
- Neutral/no comment 24%
- Make specific changes to zoning or design code 21%

12. How could land use and zoning regulations and the design of city streets and public spaces better encourage your business to thrive?

- Increase public investment in streetscapes, public plazas and open spaces 31%
- Retain industrial land supply 23%
13. If neighborhoods and housing are not adequate for your workforce and business needs, how can they be improved?

- Invest more in neighborhood revitalization efforts: 39%
- Neutral/no comment: 28%
- Develop more affordable housing choices, for instance by providing incentives for the development of workforce housing: 19%
- Protect and enhance established high-end housing stock and neighborhood design: 11%

14. What is the relationship between your business location and residential neighborhoods, if they are adjacent?

- We experience no conflicts between business and residences: 41%
- Parking conflicts exist (lack of parking for customers, employees or residents): 28%
- Neutral/no comment: 14%
- Nuisance conflicts exist (for example, noise, hours of operation, pollution, etc.): 11%

15. What improvements to the regional transportation system and infrastructure would help improve your business?

- Investment in public transportation: 38%
- Improve availability of parking: 33%
- Investment in pedestrian and bicycle access and facilities: 31%
- Lower cost of parking: 25%
- Investment in freight system: 14%
- Neutral/no comment: 9%

16. What technologies, if any, need to be more accessible to better serve your business?

- Technological service is fine as is: 31%
- Higher speed internet connection at my business: 24%
- Neutral/no comment: 20%
- Make online access to City business resources easier: 18%

17. From a business perspective, what if anything would you change regarding the relationship and responsibilities between City Council and the City bureaus?

- Foster more coordination among bureaus and agencies: 46%
- Neutral/no comment: 24%
- Prefer less direct control by City Council: 17%
- Prefer more direct control by City Council: 3%
18. What organizations or civic groups are you involved with as a part of your business endeavors?

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Business associations</td>
<td>63%</td>
</tr>
<tr>
<td>Trade or industry associations</td>
<td>51%</td>
</tr>
<tr>
<td>Neighborhood or other geographic based groups</td>
<td>45%</td>
</tr>
<tr>
<td>Research, policy, civic or identity groups</td>
<td>29%</td>
</tr>
<tr>
<td>Neutral/no comment</td>
<td>8%</td>
</tr>
</tbody>
</table>

19. Are Portland’s arts and cultural offerings a factor in the success of your business and Portland’s economy overall, and if so, how might they be encouraged?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Increasing arts and culture in Portland will provide broader benefits to the city</td>
<td>38%</td>
</tr>
<tr>
<td>Arts and culture positively affect my business</td>
<td>36%</td>
</tr>
<tr>
<td>Arts and culture do not affect my business</td>
<td>20%</td>
</tr>
<tr>
<td>Neutral/no comment</td>
<td>14%</td>
</tr>
</tbody>
</table>

20. How might your business encourage the arts, culture and innovation in Portland?

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral/no comment</td>
<td>31%</td>
</tr>
<tr>
<td>Sponsor exhibits, events or mentorship programs</td>
<td>28%</td>
</tr>
<tr>
<td>Partner with local schools and training programs</td>
<td>27%</td>
</tr>
<tr>
<td>Advertise in local media that cover and promote the arts, culture and innovation</td>
<td>22%</td>
</tr>
<tr>
<td>Donate space for activities, events, exhibits or research</td>
<td>18%</td>
</tr>
</tbody>
</table>

21. Would encouragement of tourism help your business and the business climate of Portland overall?

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism has broad benefits</td>
<td>56%</td>
</tr>
<tr>
<td>Tourism has no direct affect on my business</td>
<td>29%</td>
</tr>
<tr>
<td>Tourism helps my business directly</td>
<td>25%</td>
</tr>
<tr>
<td>Neutral/no comment</td>
<td>4%</td>
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</tbody>
</table>