

## PLANO CITY COUNCIL

**WILL CONVENE INTO EXECUTIVE SESSION AT 5:00 P.M. ON MARCH 06, 2013, FOLLOWED BY THE PRELIMINARY OPEN MEETING IN THE PLANO MUNICIPAL BUILDING, 1520 K AVENUE, IN COMPLIANCE WITH VERNON'S TEXAS CODES ANNOTATED, GOVERNMENT CODE CHAPTER 551 (OPEN MEETINGS ACT), AS FOLLOWS:**

**Mission Statement: The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and contribute to the quality of life in our community.**

### EXECUTIVE SESSION

- |     |   |           |        |
|-----|---|-----------|--------|
| I.  | Legal Advice<br>Respond to questions and receive legal advice on agenda items | Wetherbee | 5 min. |
| II. | Personnel<br>City Attorney Duties and Responsibilities                        | Wetherbee | 5 min. |

### PRELIMINARY OPEN MEETING

- |      |   |                                |         |
|------|---|--------------------------------|---------|
| I.   | Consideration and action resulting from Executive Session discussion    | Council                        | 5 min.  |
| II.  | 2013 Business Survey  | Chris Tatham<br>Rhodes-Whitley | 10 min. |
| III. | Discussion and Direction re Drainage Rates                              | Rhodes-Whitley                 | 5 min.  |
| IV.  | Discussion and Direction re Traffic Signal Timing Strategies            | Neal                           | 15 min. |
| V.   | Discussion and Direction re Board/Commission Annual Appointment Process | Zucco                          | 10 min. |
| VI.  | Discussion and Direction re City of Plano Logo                          | Vail-Grube                     | 10 min. |
| VII. | Council items for discussion/action on future agendas                   | Council                        | 5 min.  |

VIII. Consent and Regular Agendas

Council

5 min.

**In accordance with the provisions of the Open Meetings Act, during Preliminary Open Meetings, agenda items will be discussed and votes may be taken where appropriate.**

***Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Avenue L, with specially marked parking spaces nearby. Access and special parking are also available on the north side of building. The Council Chamber is accessible by elevator to the lower level. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.***

# *2012 City of Plano Business Survey*

## **Final Report**

*Submitted to*

*The City of Plano, Texas*



725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

January 2013

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# *2012 City of Plano Business Survey*

## Executive Summary

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### **Purpose and Methodology**

During December of 2012, ETC Institute administered a survey to businesses in the City of Plano. The purpose of the survey was to gather feedback from Plano business owners and senior managers to identify ways improve the quality of City services. The survey was administered by mail and phone to a random sample of 401 businesses in the City of Plano. The overall results of the survey have a precision of at least +/-5.0% at the 95% level of confidence.

### **Major Findings**

#### **SATISFACTION WITH CITY SERVICES**

- Overall Satisfaction with City Services. Forty-eight percent (48%) of the businesses surveyed felt the quality of City services was higher than their expectations; 47% of the businesses surveyed felt the quality of City services was meeting their expectations, only 3% felt the quality of City services was below their expectations and 2% did not know.
- Satisfaction with Specific City Services, Departments or Programs. Seventy-eight percent (78%) or more of the businesses surveyed were satisfied with all 14 of the City services, departments or programs assessed on the survey. The City services, departments, or programs that businesses were most satisfied with, based upon the combined percent of businesses who were “very satisfied” or “satisfied,” were:
  - Police Department (95%)
  - Emergency Medical Services (95%)
  - Fire Inspections (91%)
  - Police Traffic Enforcement (89%)
  - City-Hall General (89%)

- Satisfaction with City Customer Service. Eighty-three percent (83%) of the businesses surveyed rated the City’s customer service as “very good” or “good;” only 1% of businesses rated the City’s customer service as “poor.”
- Satisfaction with City Codes and Regulations. The City codes and regulations that businesses were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were:
  - Requiring proper business appearance maintenance (84%)
  - Trash disposal regulations (79%)
  - Landscaping codes (78%)
  - Business parking regulations (77%)

## **IMPORTANCE OF CITY SERVICES**

- The three City services, departments, or programs that businesses felt were most important to their organization were:
  - Police Department (50%)
  - Streets Maintenance (35%)
  - Emergency Medical Service (29%)

## **OVERALL PERCEPTIONS OF THE CITY**

- Satisfaction with Various Items That Influence Perceptions of the City. Businesses were asked to indicate how satisfied they were with various items that may influence their perceptions of the City. The items that businesses were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were:
  - Overall quality of life (96%)
  - Overall image of the city (95%)
  - Overall feeling of safety (94%)
  - Overall quality of services (93%)
- Ratings of the Physical Appearance of the City. Eighty-two percent (82%) of the businesses surveyed rated the physical appearance of the area where their business is located as “excellent” or “good;” 14% rated it as “average,” 3% rated it as “poor” and 1% did not know.
- Reasons for Moving to Plano. When asked to indicated which issues they felt were most important in their decision to locate their business in Plano, the items that businesses identified as most important, based upon the combined percentage of “extremely important,” “very important” and “important” responses, were:
  - Low crime rate (84%)

- Overall image of the City (82%)
  - Telecommunications/utilities/other infrastructure (82%)
  - Access to the major highway system (81%)
  - Attitude of local government toward businesses (78%)
- Reasons Business Will Stay in Plano for the Next 10 Years. The top three items that businesses indicated would most impact their decision to stay in Plano for the next 10 years were:
    - Access to the major highway system (34%)
    - Low crime rate (31%)
    - Overall image of the City (20%)

## PERCEPTIONS OF THE CITY AS A “BUSINESS FRIENDLY” COMMUNITY

- Ratings of the City’s Business Atmosphere Compared to Two Years Ago. Thirty-eight percent (38%) of the businesses surveyed felt the City’s business atmosphere was “better” compared to two years ago; 42% of the businesses surveyed felt the City’s business atmosphere was the same compared to two years ago but felt it was “good,” 2% felt it was the same compared to two years ago but that it was “bad,” 4% felt it was “worse” compared to two years ago and 14% did not know.
- Likelihood of Recommending the City as a Business Location. Most (94%) of the businesses surveyed were “very likely,” “likely” or “somewhat likely” to recommend Plano as a business location to friends, family and co-workers; only 4% were “not likely” or “not likely at all” to recommend Plano as a business location and 2% did not know.
- Ratings of the Labor Pool in Plano. When asked to rate the labor pool in Plano, the items that showed the highest positive ratings, based upon a combined percentage of “very good” and “good” responses, were:
  - Productivity of the workforce (75%)
  - Attitude of employees (74%)
  - Quality of labor (72%)
- Satisfaction with the City’s Performance in Other Areas. Businesses were asked to indicate how satisfied they were with the City’s performance in other business related areas, such as retaining existing businesses, attracting new businesses and etc. The services that businesses were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were:
  - Working to retain existing businesses in Plano (78%)
  - Supporting business growth and development (75%)
  - Working to attract new businesses in Plano (75%)

## COMMUNICATION

- Use of the City's Website. More than half (55%) of the businesses surveyed had NOT used the City's website; 40% of businesses had used the City's website and 5% did not know.
- Ratings of the City's Website. Of those businesses who had used the City's website, most (85%) rated the informative content on the site as "very good" or "good;" 83% rated the usefulness of the content as "very good" or "good" and 81% rated the ease of navigating the site as "very good" or "good."
- Use of the City's Website to Get Information about City Services. More than three-fourths (77%) of the businesses surveyed indicated they had used the City's website to get information on City services; 19% had not and 4% did not know.
- Best Ways to Communicate With Businesses. The top two ways that businesses felt it would best for the City to communicate with them were: emails (50%) and direct mail (46%). Some of the other ways identified by businesses were: the website (17%), personal calls (15%) and newsletters (14%).
- Overall Ratings of City Communication. More than half (59%) of the businesses surveyed rated the City's communication with businesses owners and managers as "very good" or "good;" 20% rated the City's communication with business owners and managers as "average," 11% rated it as "poor" or "very poor" and 10% did not know.

## PROPERTY TAXES

- How Property Taxes Compare to Surrounding Communities. Forty-one percent (41%) of businesses felt the City's property taxes were "about the same" compared to surrounding communities; 24% felt property taxes were higher compared to surrounding communities, 6% felt they were lower and 29% did not know.
- Ratings of the Amount of Property Taxes. Businesses were asked to indicate their agreement with various statements regarding the amount of property taxes they were paying in relation to the quality of City services they were receiving. The results are provided below:
  - 33% of the businesses surveyed felt property taxes were just right for the amount and quality of City services they were receiving.
  - 17% of businesses felt property taxes were too high but felt the City was providing more services at a higher quality than expected.
  - 14% of businesses felt property taxes were too high for the quality of services they were receiving.

## OTHER FINDINGS

- Sixty-five percent (65%) of businesses were NOT aware that the City has an Economic Development Incentive fund that considers funding for economic development and redevelopment projects; 28% of businesses were aware of the Economic Development Incentive Fund and 7% did not know.
- Sixty-four percent (64%) of the businesses surveyed indicated they would know where to call or go if their business had a complaint or comment to make about City services and 36% did not.

## Recommendations

Based upon the overall results of the survey, ETC Institute recommends that the City invest in the following areas:

- **Public Safety.** Among the 14 major categories of City services, departments or programs that were assessed on the survey, businesses rated the Police Department and Emergency Medical Services as two of the top three City services most important to their organization. Businesses also reported that the low crime rate in Plano was the most important reason they decided to move to the City and was the second most important factors in their decision to stay in the City for the next 10 years. Given the high priority that businesses place on public safety, the City should continue to invest in initiatives that will enhance public safety.
- **Street/Highway Maintenance.** Among the 14 major categories of City services, departments or programs that were assessed on the survey, businesses rated street maintenance as the second most important City service. Businesses also felt the major highway system was the most important factor in their decision to stay in the City for the next 10 years. Given the high priority that businesses place on streets and highways, the City should continue to emphasize street and highway maintenance.
- **Image of the City.** The overall image of the City was the second most important factor in businesses' decision to move to the City and was the third most important reason that businesses indicated they would stay in the City for the next 10 years. Even though satisfaction ratings for the image of the City were very high, the City should continue enhancing the overall image of the City given how important it is to businesses.
- **City Website.** The top way businesses felt it would best for the City to communicate with their organization was by email which suggests that businesses are open to electronic forms of conducting business. Given that more than half (55%) of businesses had NOT used the City's website, this gives the City the opportunity to increase website use by emailing businesses information that includes links to the City's website.

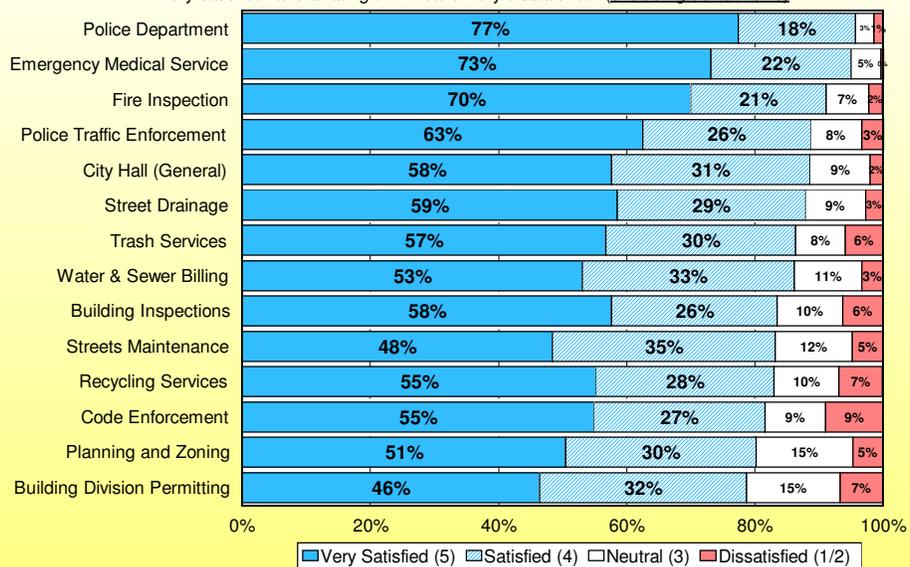
*Section 1:*  
*Charts and Graphs*

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# 2012 City of Plano Business Survey

## Satisfaction with Various City Services, Departments and Programs

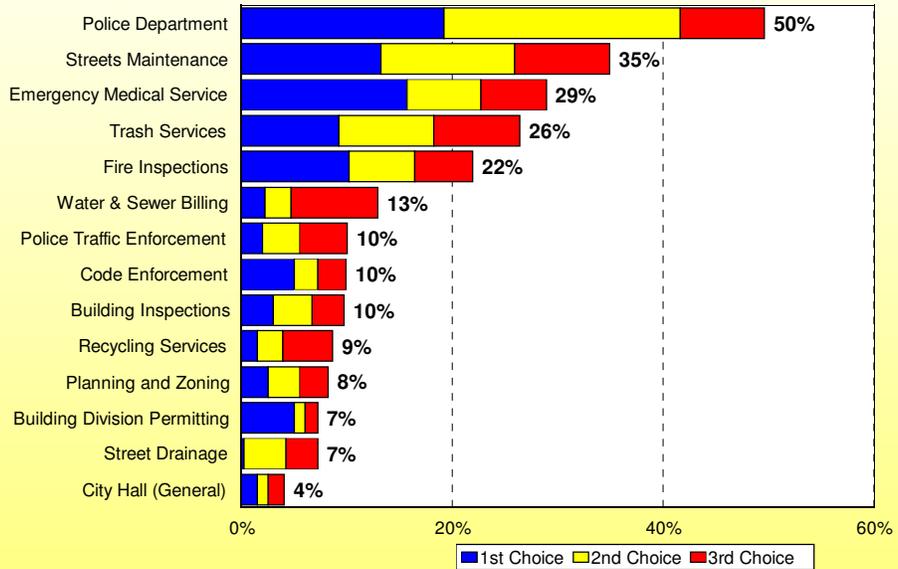
by percentage of respondents who rated the item on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2012 City of Plano Business Survey)

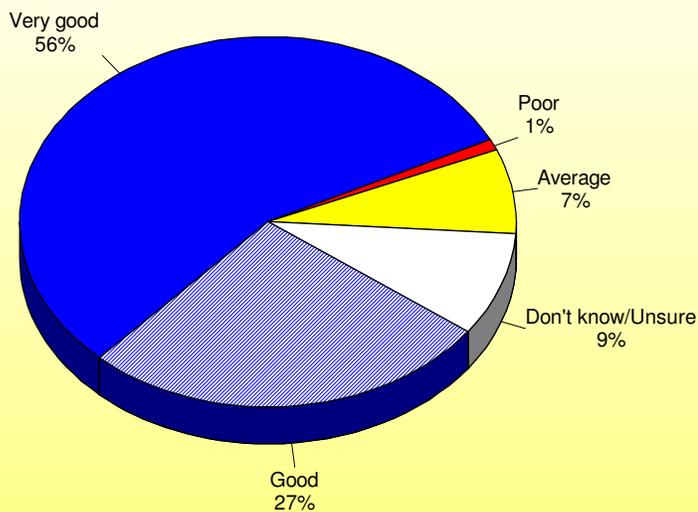
### City Services, Departments and Programs Most Important to Plano Businesses

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



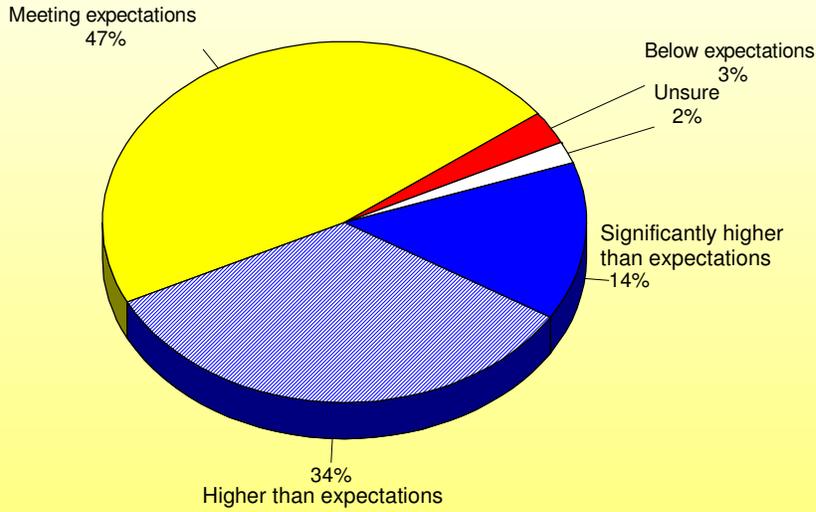
### Overall Ratings of Plano Customer Service

by percentage of businesses surveyed



### How satisfied are you with the overall quality of services provided by the City of Plano? Would you say the quality of services provided is...

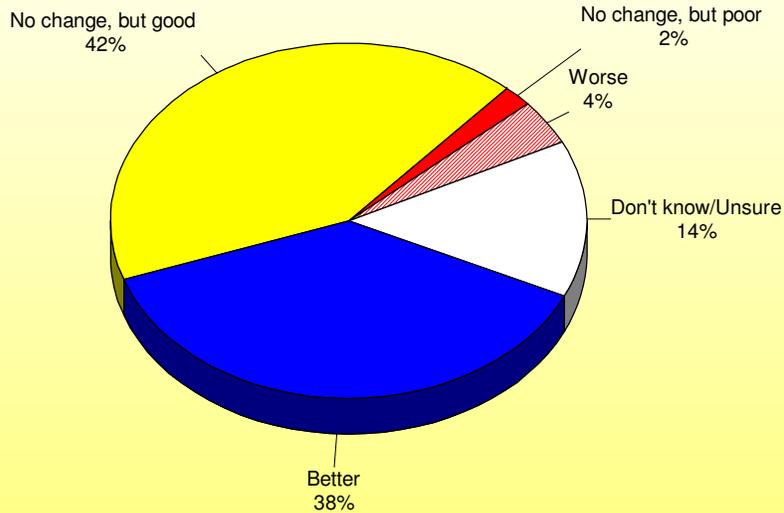
by percentage of businesses surveyed



Source: ETC Institute (2012 City of Plano Business Survey)

### Perceptions of the Overall Business Atmosphere Compared to Two Years Ago

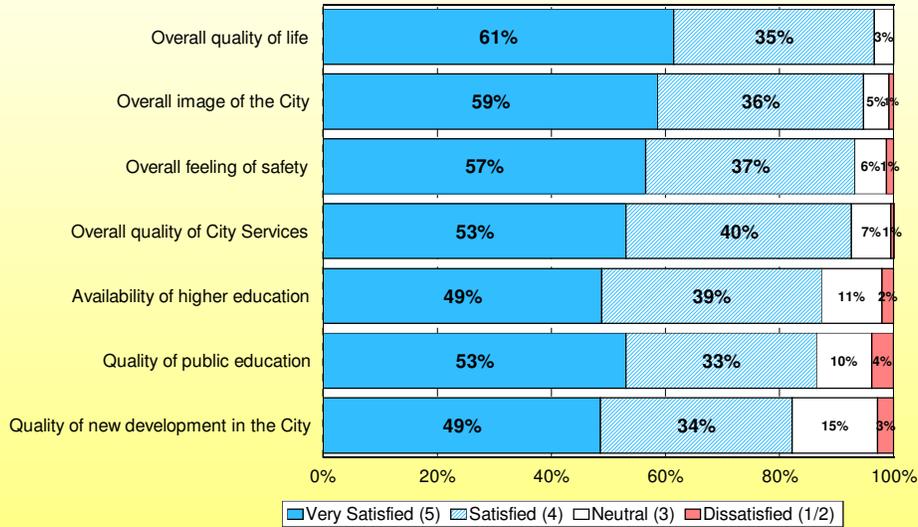
by percentage of businesses surveyed



Source: ETC Institute (2012 City of Plano Business Survey)

### Satisfaction With Items That Influence Perceptions of Plano

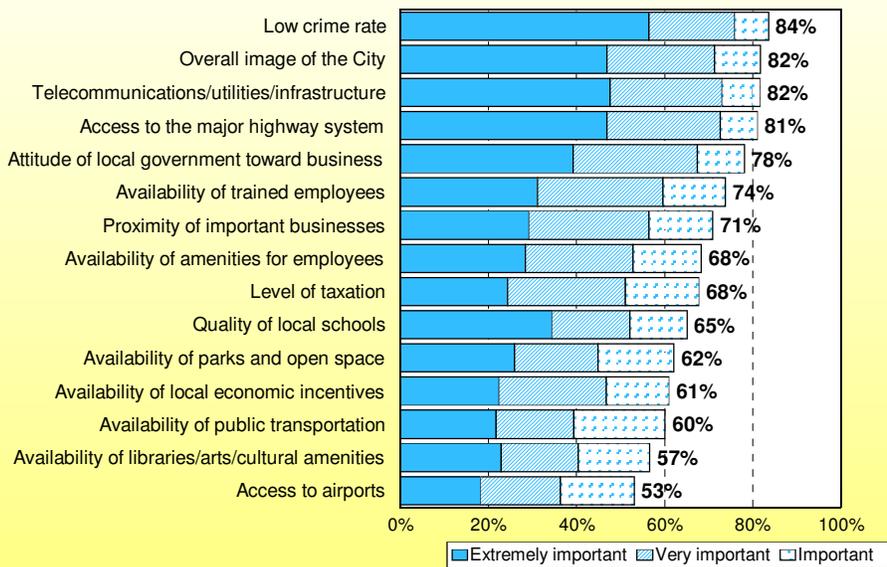
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2012 City of Plano Business Survey)

### Importance of Various Issues in the Decision to Locate in Plano

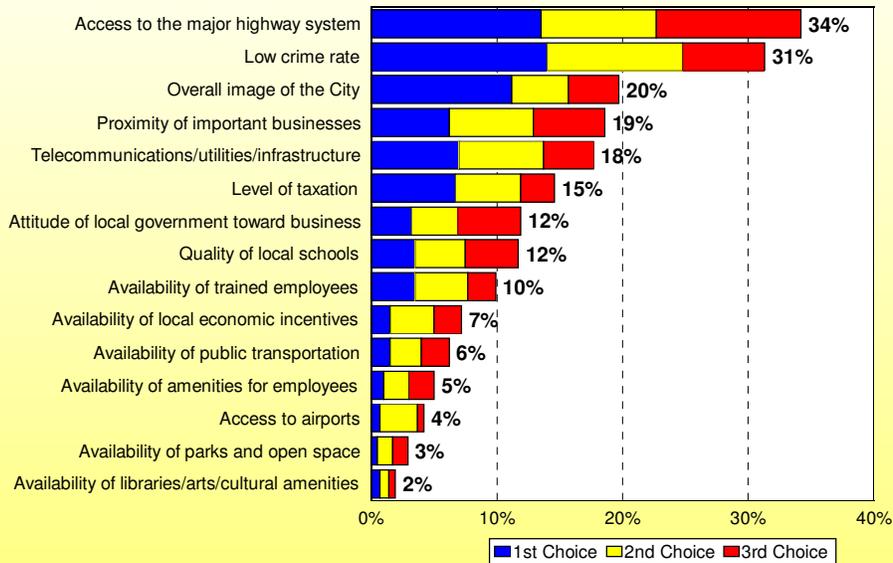
by percentage of businesses who rated the item as "extremely important" "very important" or "important"



Source: ETC Institute (2012 City of Plano Business Survey)

### Issues Most Important in the Decision to Stay in Plano for the Next 10 Years

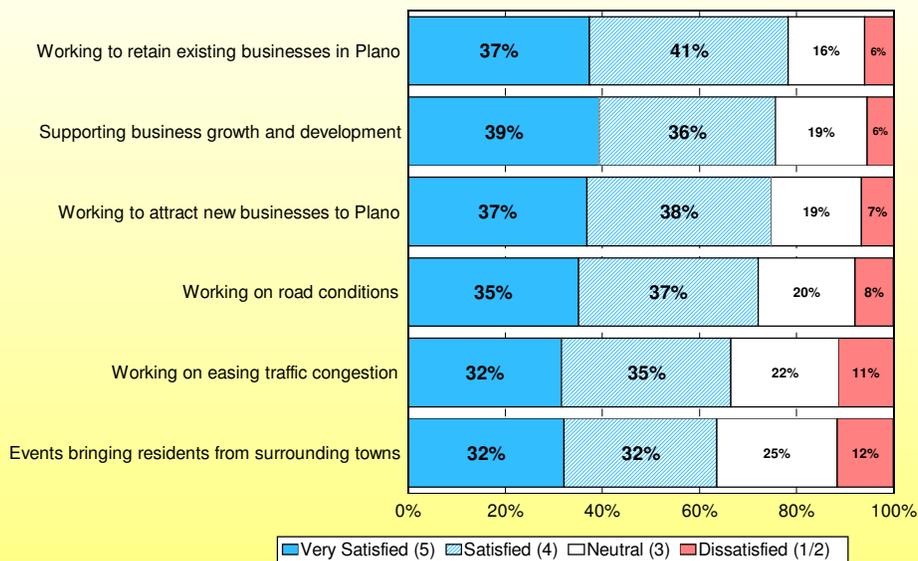
by percentage of businesses who selected the item as one of their top three choices



Source: ETC Institute (2012 City of Plano Business Survey)

### How satisfied is your business with:

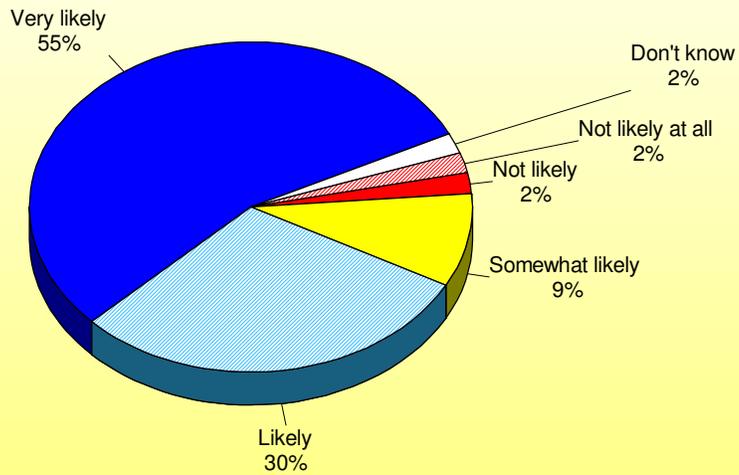
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where 5 means "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2012 City of Plano Business Survey)

### How likely would you be to recommend Plano as a business location to friends, family and co-workers?

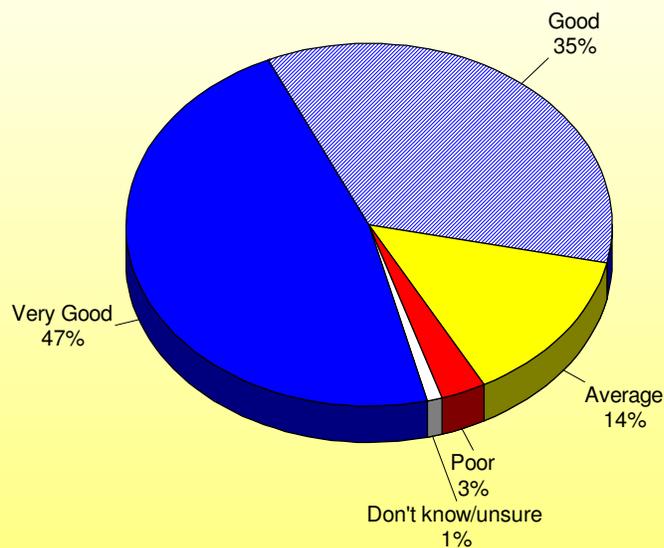
by percentage of businesses surveyed



Source: ETC Institute (2012 City of Plano Business Survey)

### How would you rate the physical appearance of the area where your business is located?

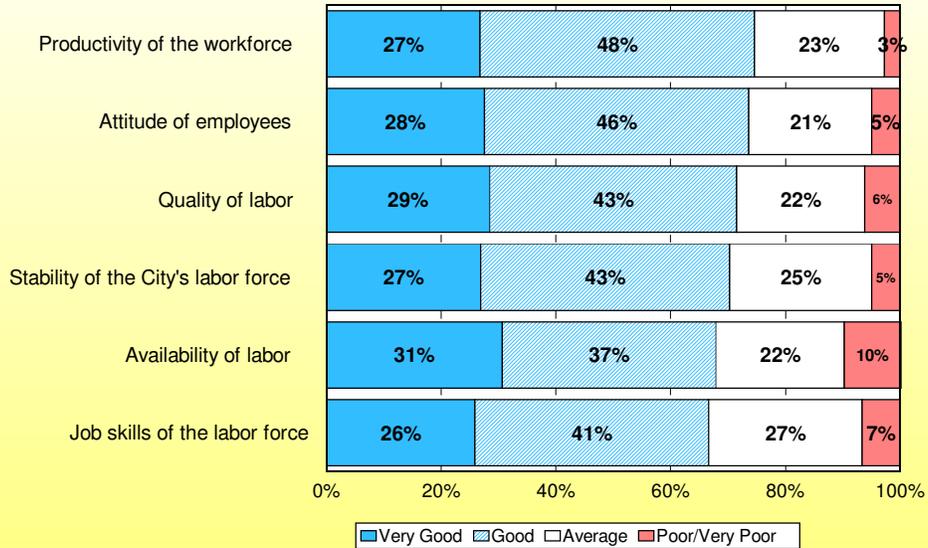
by percentage of businesses surveyed



Source: ETC Institute (2012 City of Plano Business Survey)

### Ratings of the Labor Pool in Plano

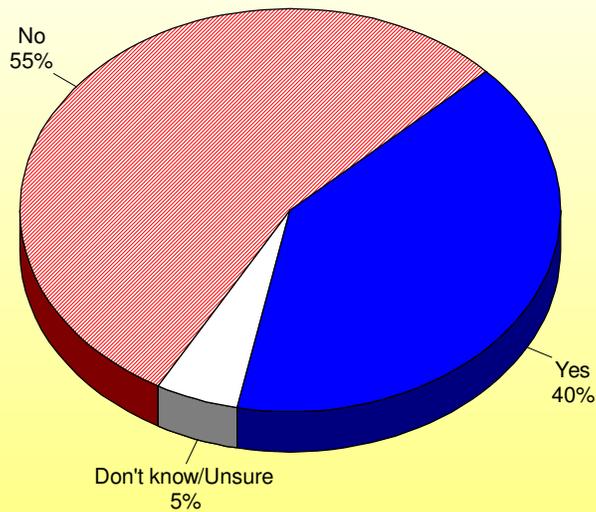
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very good" and a rating of 1 meant "very poor" (excluding don't knows)



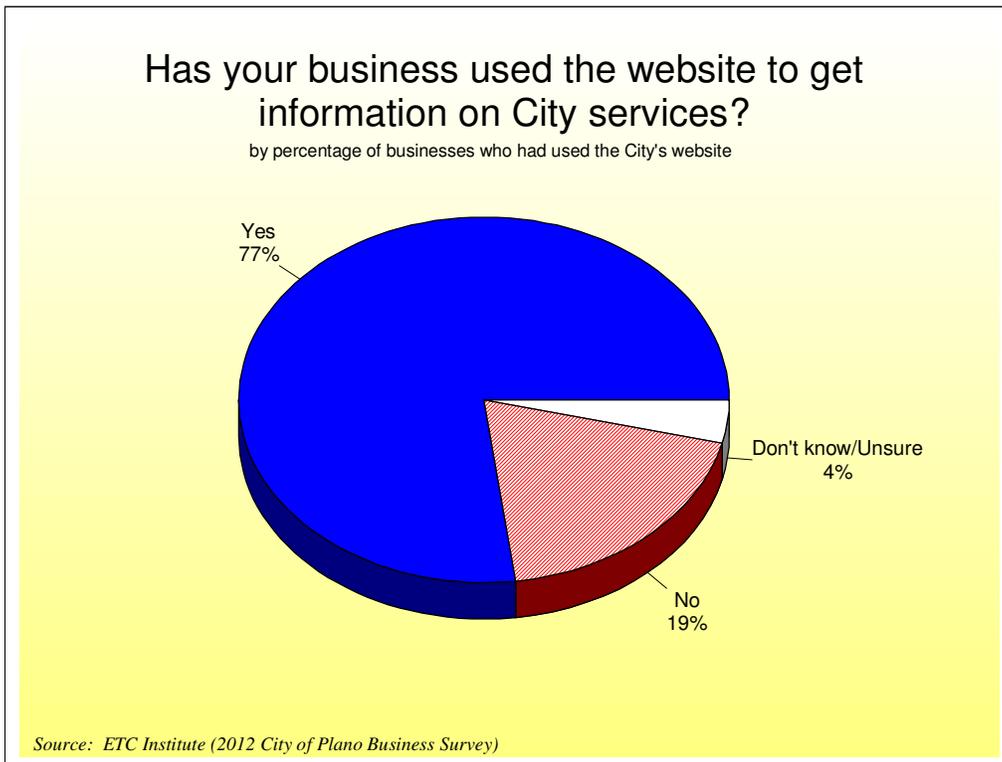
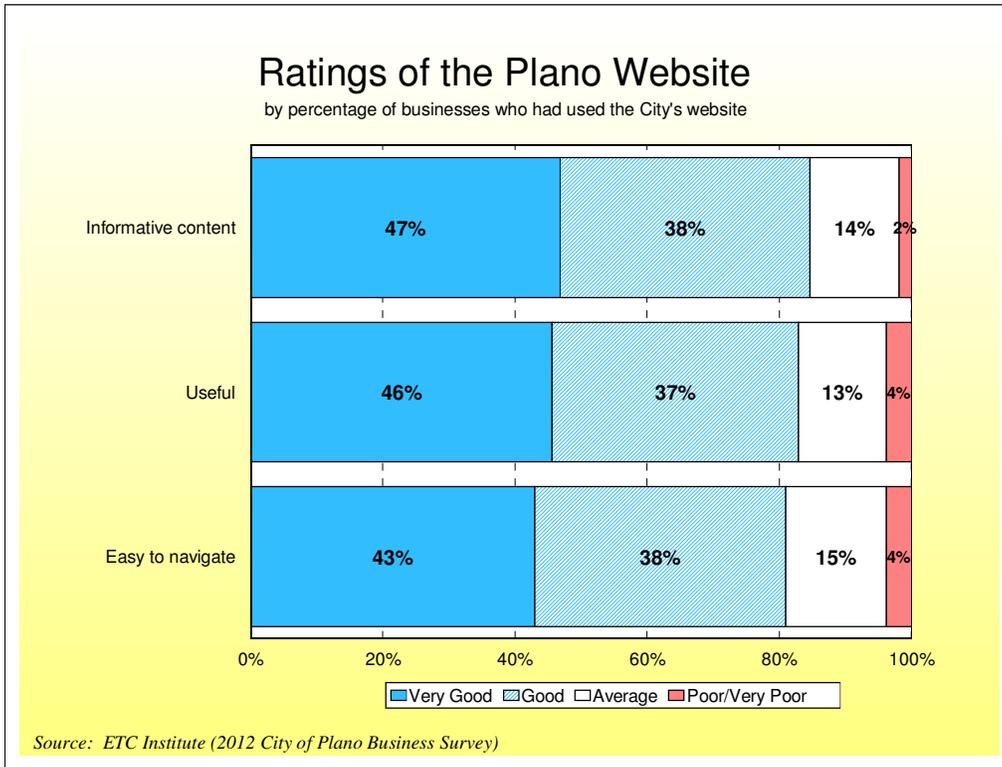
Source: ETC Institute (2012 City of Plano Business Survey)

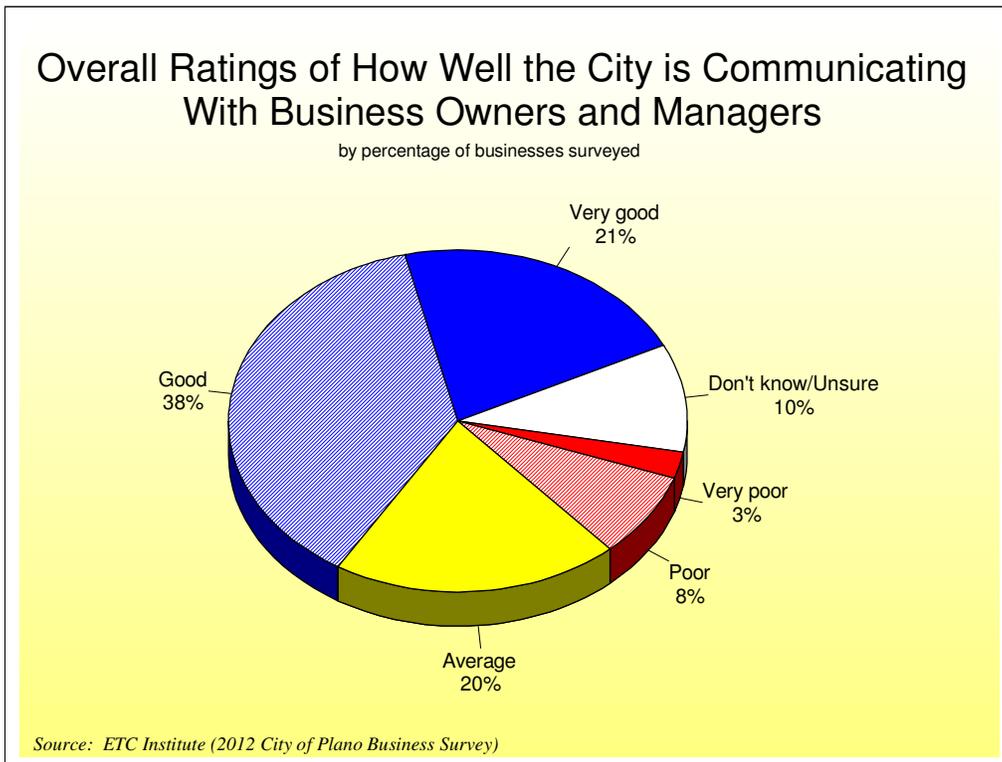
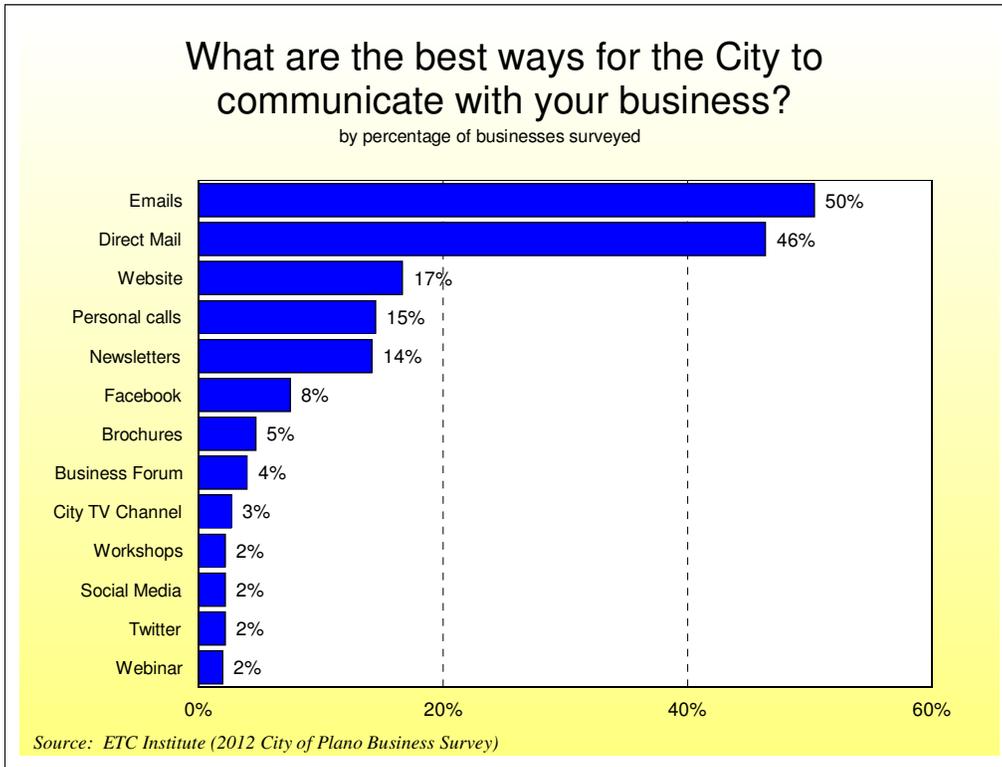
### Has your business used the City of Plano website?

by percentage of businesses surveyed



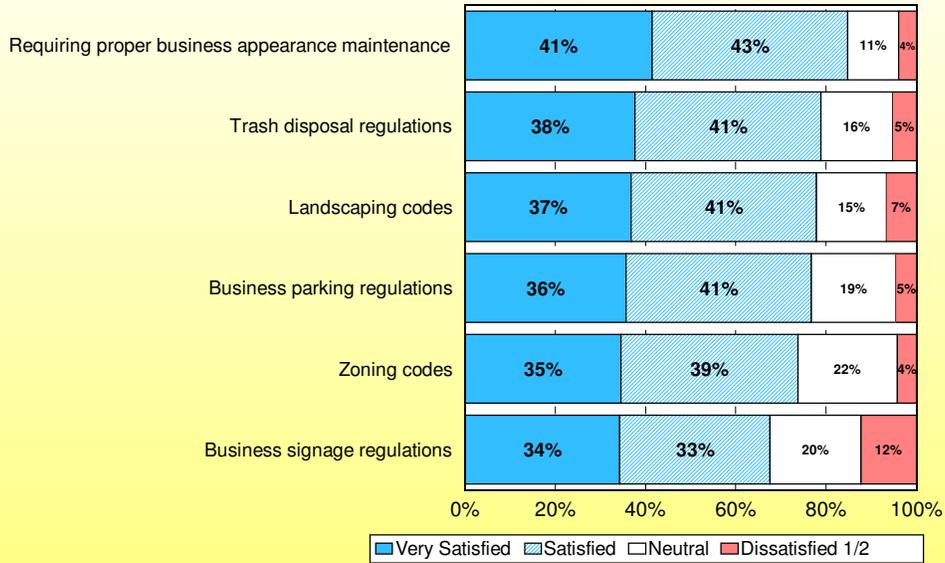
Source: ETC Institute (2012 City of Plano Business Survey)





### Satisfaction With City Codes and Regulations

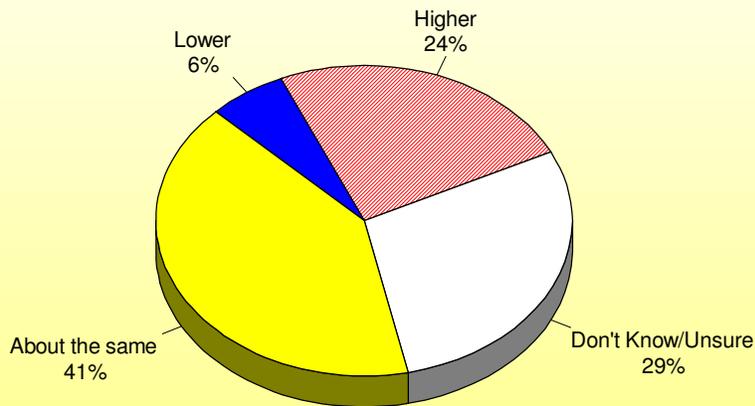
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



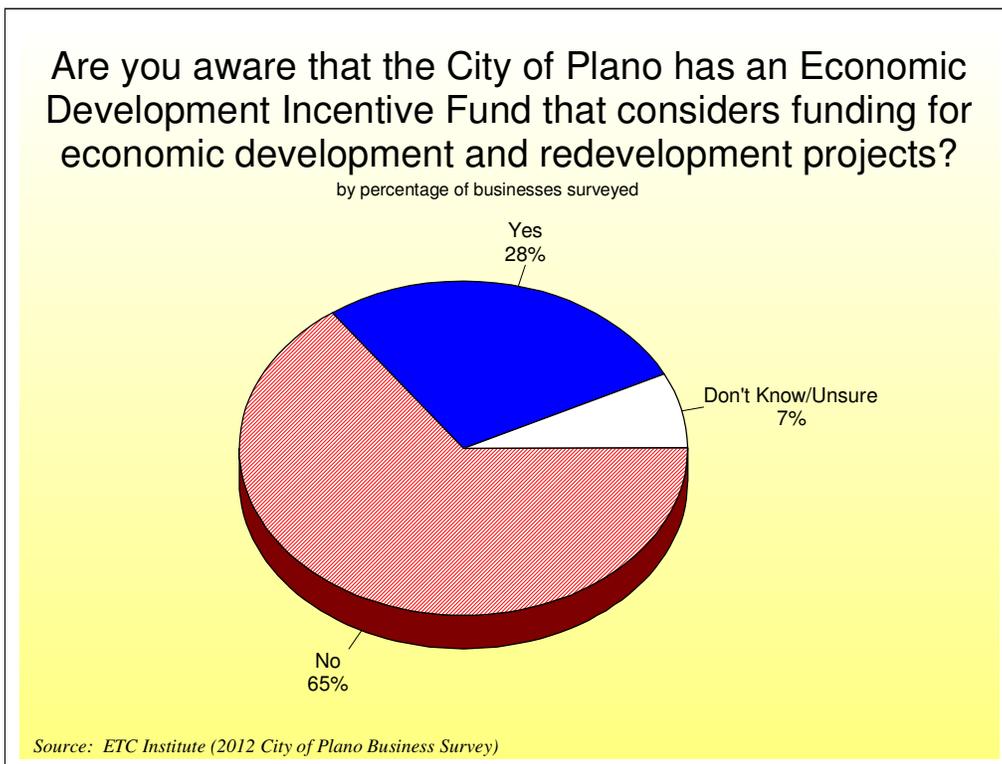
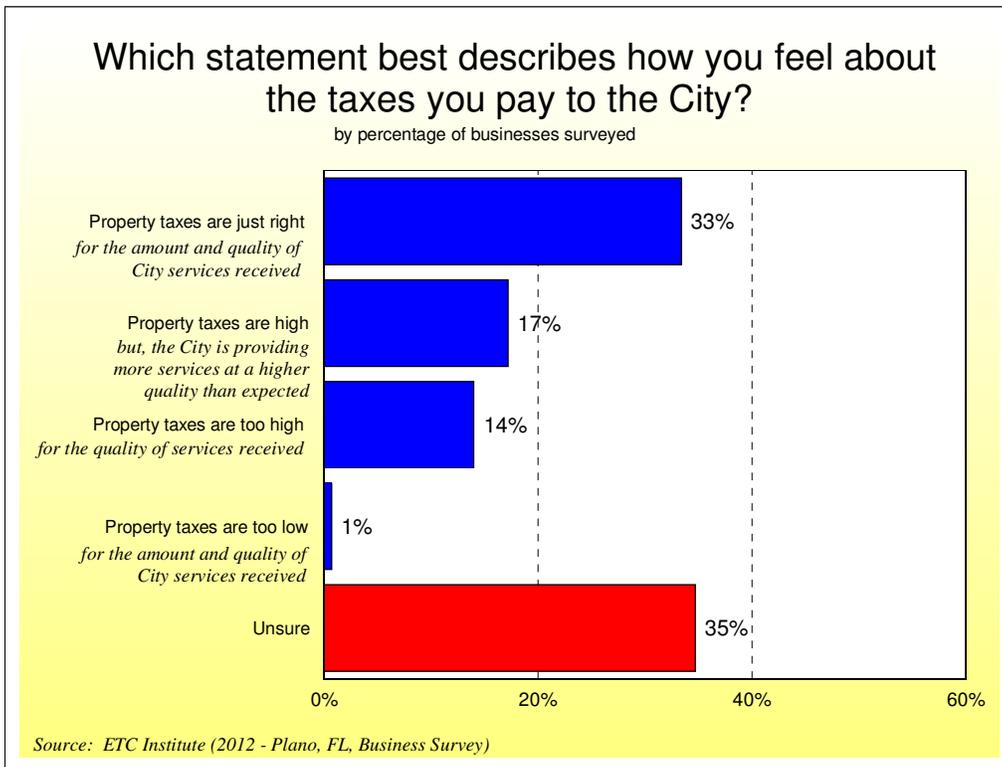
Source: ETC Institute (2012 City of Plano Business Survey)

### How does the City of Plano property taxes compare to surrounding communities?

by percentage of businesses surveyed

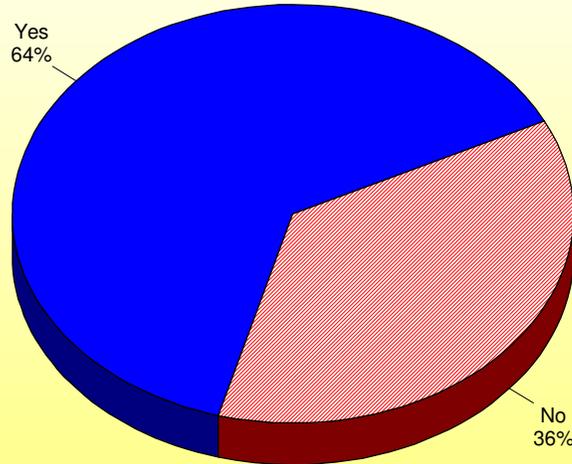


Source: ETC Institute (2012 City of Plano Business Survey)



### If you had a complaint or comment to make about City services, would you know who to call or where to go?

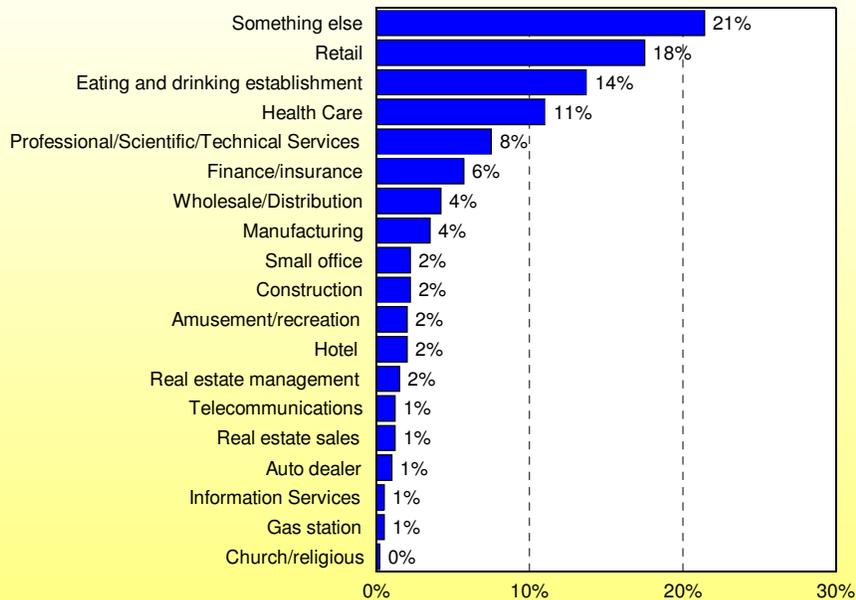
by percentage of businesses surveyed



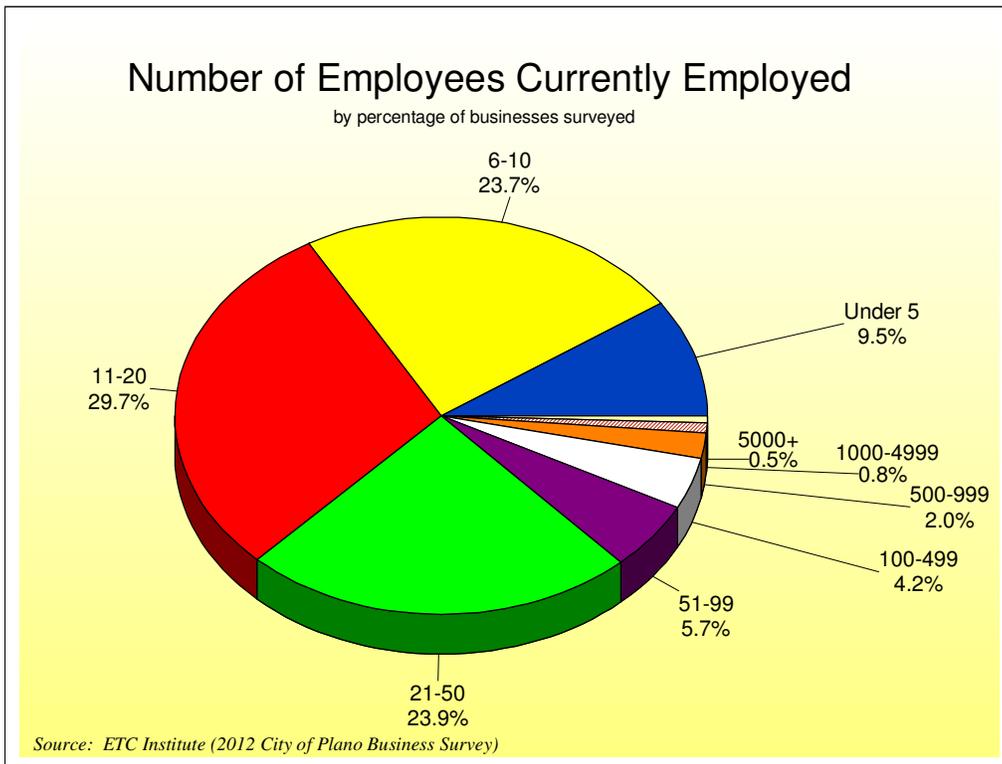
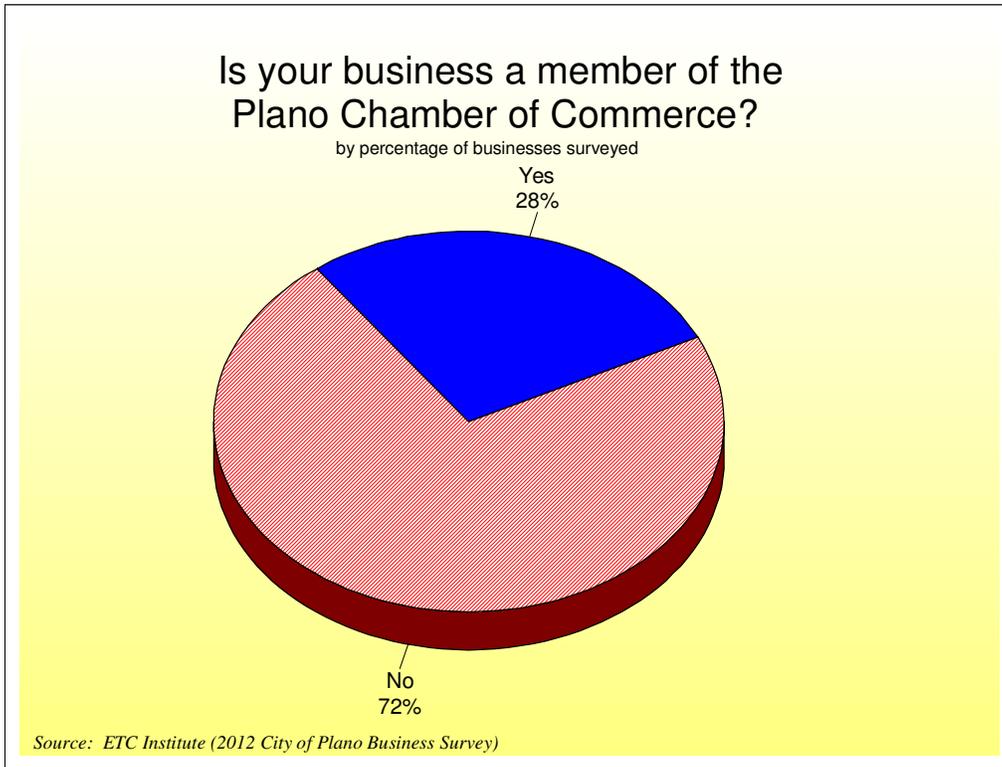
Source: ETC Institute (2012 City of Plano Business Survey)

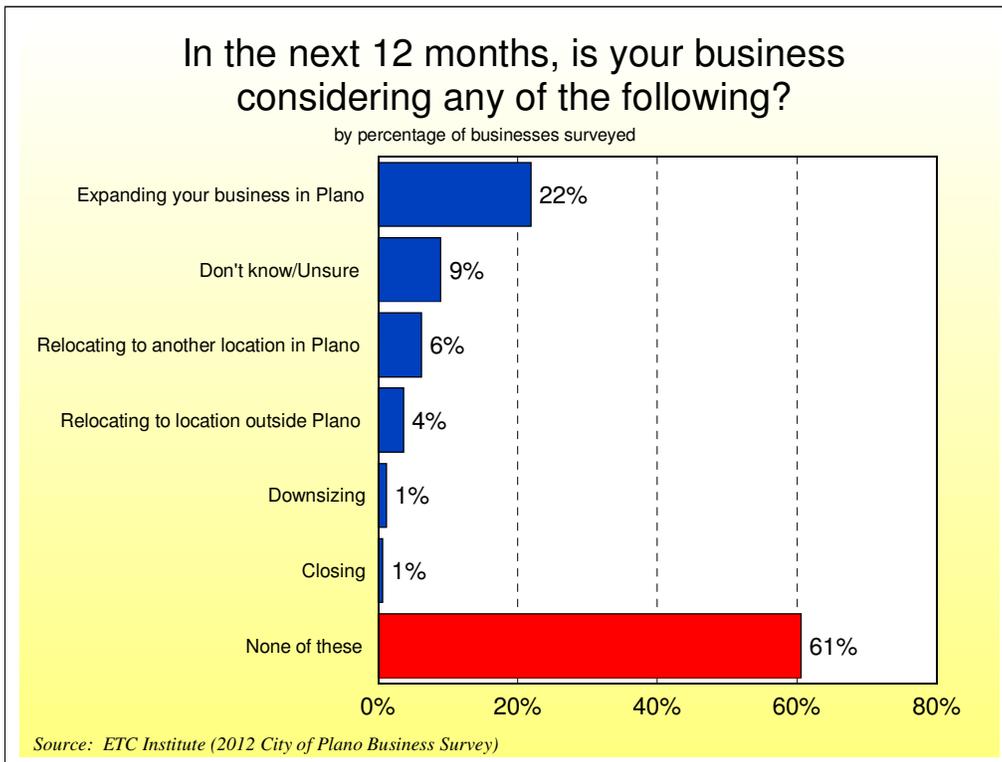
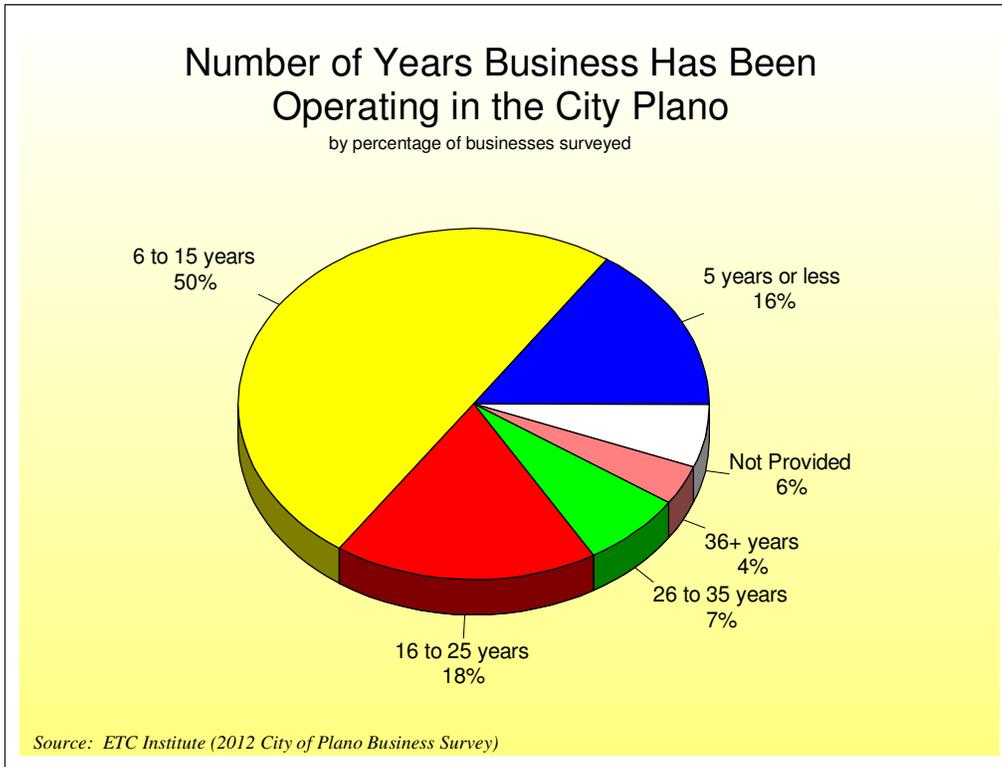
### What type of business is your establishment?

by percentage of businesses surveyed



Source: ETC Institute (2012 City of Plano Business Survey)





*Section 2:*  
*Tabular Data*

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**Q1. Please rate each City Service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Building Division Permitting	22.2%	15.5%	7.0%	1.7%	1.5%	52.1%
Q1b. Building Inspections	36.7%	16.5%	6.5%	2.5%	1.5%	36.4%
Q1c. Fire Inspections	57.1%	17.2%	5.5%	1.0%	0.7%	18.5%
Q1d. Planning and Zoning	26.7%	15.7%	8.0%	1.5%	1.0%	47.1%
Q1e. Code Enforcement	39.4%	19.2%	6.7%	3.7%	2.7%	28.2%
Q1f. Emergency Medical Service	50.9%	15.2%	3.2%	0.0%	0.2%	30.4%
Q1g. Police Department	67.6%	16.0%	2.5%	1.2%	0.0%	12.7%
Q1h. Police Traffic Enforcement	50.6%	21.2%	6.5%	2.7%	0.0%	19.0%
Q1i. City Hall (General)	36.7%	19.7%	6.0%	1.2%	0.0%	36.4%
Q1j. Streets Maintenance	45.1%	32.4%	11.2%	3.5%	1.0%	6.7%
Q1k. Street Drainage	54.1%	27.2%	8.7%	2.2%	0.2%	7.5%
Q1l. Trash Services	47.6%	24.9%	6.5%	4.2%	0.7%	16.0%
Q1m. Recycling Services	38.2%	19.2%	7.0%	2.5%	2.2%	30.9%
Q1n. Water & Sewer Billing	36.4%	22.7%	7.2%	1.5%	0.7%	31.4%

**WITHOUT DON'T KNOW****Q1. Please rate each City Service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Building Division Permitting	46.4%	32.3%	14.6%	3.6%	3.1%
Q1b. Building Inspections	57.6%	25.9%	10.2%	3.9%	2.4%
Q1c. Fire Inspections	70.0%	21.1%	6.7%	1.2%	0.9%
Q1d. Planning and Zoning	50.5%	29.7%	15.1%	2.8%	1.9%
Q1e. Code Enforcement	54.9%	26.7%	9.4%	5.2%	3.8%
Q1f. Emergency Medical Service	73.1%	21.9%	4.7%	0.0%	0.4%
Q1g. Police Department	77.4%	18.3%	2.9%	1.4%	0.0%
Q1h. Police Traffic Enforcement	62.5%	26.2%	8.0%	3.4%	0.0%
Q1i. City Hall (General)	57.6%	31.0%	9.4%	2.0%	0.0%
Q1j. Streets Maintenance	48.4%	34.8%	12.0%	3.7%	1.1%
Q1k. Street Drainage	58.5%	29.4%	9.4%	2.4%	0.3%
Q1l. Trash Services	56.7%	29.7%	7.7%	5.0%	0.9%
Q1m. Recycling Services	55.2%	27.8%	10.1%	3.6%	3.2%
Q1n. Water & Sewer Billing	53.1%	33.1%	10.5%	2.2%	1.1%

**Q2. Which THREE of the services, City departments above are most important to your business?**

<u>Q2. 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Building Division Permitting	20	5.0 %
B=Building Inspections	12	3.0 %
C=Fire Inspections	41	10.2 %
D=Planning & Zoning	10	2.5 %
E=Code Enforcement	20	5.0 %
F=Emergency Medical Services	63	15.7 %
G=Police Department	77	19.2 %
H=Police Traffic Enforcement	8	2.0 %
I=City Hall (General)	6	1.5 %
J=Street Maintenance	53	13.2 %
K=Street Drainage	1	0.2 %
L=Trash Services	37	9.2 %
M=Recycling Services	6	1.5 %
N=Water & Sewer Billing	9	2.2 %
Z=None	38	9.5 %
Total	401	100.0 %

**Q2. Which THREE of the services, City departments above are most important to your business?**

<u>Q2. 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Building Division Permitting	4	1.0 %
B=Building Inspections	15	3.7 %
C=Fire Inspections	25	6.2 %
D=Planning & Zoning	12	3.0 %
E=Code Enforcement	9	2.2 %
F=Emergency Medical Services	28	7.0 %
G=Police Department	90	22.4 %
H=Police Traffic Enforcement	14	3.5 %
I=City Hall (General)	4	1.0 %
J=Street Maintenance	51	12.7 %
K=Street Drainage	16	4.0 %
L=Trash Services	36	9.0 %
M=Recycling Services	9	2.2 %
N=Water & Sewer Billing	10	2.5 %
Z=none	78	19.5 %
Total	401	100.0 %

**Q2. Which THREE of the services, City departments above are most important to your business?**

<u>Q2. 3<sup>rd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Building Division Permitting	5	1.2 %
B=Building Inspections	12	3.0 %
C=Fire Inspections	22	5.5 %
D=Planning & Zoning	11	2.7 %
E=Code Enforcement	11	2.7 %
F=Emergency Medical Services	25	6.2 %
G=Police Department	32	8.0 %
H=Police Traffic Enforcement	18	4.5 %
I=City Hall (General)	6	1.5 %
J=Street Maintenance	36	9.0 %
K=Street Drainage	12	3.0 %
L=Trash Services	33	8.2 %
M=Recycling Services	19	4.7 %
N=Water & Sewer Billing	33	8.2 %
Z=none	126	31.4 %
Total	401	100.0 %

**Q2. Which THREE of the services, City departments above are most important to your business?  
(Sum of Top 3 Choices)**

<u>Q2. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
G = Police Department	199	49.6 %
J = Street Maintenance	140	34.9 %
F = Emergency Medical Services	116	28.9 %
L = Trash Services	106	26.4 %
C = Fire Inspections	88	21.9 %
N = Water & Sewer Billing	52	13.0 %
H = Police Traffic Enforcement	40	10.0 %
E = Code Enforcement	40	10.0 %
B = Building Inspections	39	9.7 %
Z = None	38	9.5 %
M = Recycling Services	34	8.5 %
D = Planning & Zoning	33	8.2 %
A = Building Division Permitting	29	7.2 %
K = Street Drainage	29	7.2 %
I = City Hall (General)	16	4.0 %
Total	999	

**Q3. Overall, how would you rate the City of Plano's customer service?**

Q3. Rate City of Plano Customer Service	Number	Percent
Very Good	223	55.6 %
Good	107	26.7 %
Don't Know/Unsure	38	9.5 %
Average	29	7.2 %
Poor	4	1.0 %
Total	401	100.0 %

**Q4. In general, how satisfied are you with the overall quality of services provided by the City of Plano?**

Q4. How satisfied are you with quality of services?	Number	Percent
1=Significantly below your expectations	2	0.5 %
2=Below your expectations	9	2.2 %
3=Expectations met	190	47.4 %
4=Higher than your expectations	135	33.7 %
5=Significantly higher than your expectations	55	13.7 %
9=Don't Know/Unsure	10	2.5 %
Total	401	100.0 %

**Q5. Which of the following best describes the overall business atmosphere in Plano today, compared to two years ago...**

Q5. Describe overall business atmosphere	Number	Percent
1=Worse	17	4.2 %
2=No Change-poor	8	2.0 %
3=No Change-good	167	41.6 %
4=Better	151	37.7 %
9=Don't Know/Unsure	58	14.5 %
Total	401	100.0 %

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

Q6. Issues	Number
75 AREA IGNORED & CLOSING BUSINESSES ALONG THERE	1
A LOT OF THINGS ON THE EAST SIDE CLOSE TO DOWNTOWN	1
ABILITY TO KEEP TOP LEVEL SERVICE W/MATURING REVENUE	1
ACCIDENTS AT THE INTERSECTION WE ARE LOCATED AT	1
ADVERTISING	2
ALL THE BETTER BUSINESS ARE GOING TO FRISCO & ALLEN	1
ALL THE INSTRUCTION GOING ON	1
AS REALTOR LIKE BETTER RATINGS ON SCHOOLS	1
ATTRACTIONS	1
AVAILABILITY OF WATER	1
AVAILABILITY TO PUT SIGNS OUT	1
AVERAGE AGE	1
AVERAGE INCOME	1
BETTER COMMUNICATION ABOUT HOW TO HANDLE MENTAL HEALTH ISSUES	1
BILLING FOR WATER/SEWER	1
BILLS& CONSISTANT INCREASE IN COST	1
BUDGET & TAX REVENUE	1
BUILDING PERMITS	1
BUILDING PERMITTING ONLY HAVE 2 WKS & BANNERS CAN'T PUT UP	1
BUSINESS GROWTH	1
BUSINESS RENTAL RATES ARE GOING UP	1
BUSINESS TAXES	1
CITY GETS INVOLVED IN TOO MANY AREAS SHOULD BE LEFT TO BUS	1
CITY INSPECTORS HAVE MORE KNOWLEDGE OF NEW LAWS	1
CITY SERVICES IN GENERAL	1
CITY WILL NOT ALLOW TO PUT UP SIGNS FOR SALES FOR BUSINESS	1
CITY WORKED ON STREET NEARBY NOW HAVE PROBLEM WITH WATER/SEWER	1
CLEANLINESS OF THE CITY	1
CODE ENFORCEMENT	2
CODE ENFORCEMENT OF EXISTING HOMES/BUSINESS	1

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

Q6. Issues	Number
CODE ENFORCEMENT ON SIGNAGE	1
CODE ENFORCEMENT SIGNAGE IN PARTICULAR	1
CODE ENFORCEMENT WHINE OVER GRASS CUTTING	1
COLLIN CREEK MALL LESS BUSY NOT AS MUCH DRAW	1
CONCERNED ABOUT FINDING RIGHT WORKFORCE IN THE FUTURE	1
CONCERNED ABOUT LARGE TRUCK PARKED ON STREET NEAR OUR BUS	1
CONSTRUCTION & ITS AFFECT ON FLOW OF TRAFFIC DOWNTOWN DALLAS	1
CONSTRUCTION ON PARK BLVD	1
CONSTRUCTION THAT IS GOING TO TAKE PLACE ON CUSTER & SP CRK	1
COST OF GOVT	1
COUNTY PROPERTY TAXES	1
CRIME	1
CRIME IN THIS AREA	1
CRIME INCREASES DURING SPORTING EVENTS	1
DAY LABOR STORE FRONT NEXT DOOR HAS PEOPLE MILLING AROUND	1
DEMOGRAPHIC CHANGES	1
DETERIORATION OF SOME SHOPPING CENTERS	1
DEVELOPMENT SERVICE	1
DOLLAS MORE GROWTH THAN PLANO	1
DON'T SEE WHY WE PAY TAXES BUT HAVE TO HIRE PRIVATE TRASH	1
EASE OF DOING BUSINESS WITH CITY	1
EAST OF PLANO NOT TAKEN CARE OF LIKE WEST PLANO	1
ECONOMICS	1
ECONOMY	1
ECONOMY, LOST OF JOBS AFFECTS OUR BUSINESS	1
EDUCATION AND AWARENESS	1
ELECTRICAL, MANY OUTAGES IN THE AREA	1
EMERGENCY MEDICAL	1
ENERGY PRICES & PEOPLE'S MINDSET	1
ENGINEERING SVCS, WE ARE AN IMAGING CTR & PEOPLE CODE HERE	1

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

Q6. Issues	Number
ENTERTAINMENT IS GOOD HERE WHICH IMPACT BUSINESS	1
FEDERAL TAXES	1
FIRE INSPECTIONS	1
GOVERNMENT IS TOO INVOLVED WITH FREE ENTERPRISES	1
GOVERNMENTAL LEADERS	1
GOVERNMENTAL RESTRICTIONS, CITY STATE & FED	1
HELP FROM CITY W/ECONOMIC INCENTIVE MONEY & SUPPORT	1
HIGH TAXES, MORE TAXES	1
HOMELESS PROBLEM	1
IMPORTANT TO KEEP TRAFFIC MOVING SO PEOPLE CAN GET TO WORK	1
IN AN AREA WHERE THE POWER GOES OUT ALL THE TIME	1
INTERNET SERVICE IN AREA IS SLOW, CAN'T GET ADEQUARE SERVICE	1
INTERSECTION CUSTER & 15TH LOOKING JUNKY, RUNDOWN, DIRTY	1
JOB, HOMELESSNESS, LACK OF AFFORDABLE HEALTH CARE	1
KEEP EDUCATION STRONG	1
LACK OF BUSINESS ON COLLIN CREEK MALL	1
LACK OF CONSISTANCY RULES & CODES	1
LACK OF MENTAL HEALTH & SUBSTANCE ABUSE SERVICES	1
LACK OF PROPERTY AVAILABLE W/2500 SQ FT OR LESS	1
LAY OFFS	1
LEASING PRICES	1
LIKE MORE CHOICES FOR TASH SERVICES ONLY 1 COMPANY TO CHOOSE	1
LOCATED NEAR THE POLICE STATION, LEADS TO OUR VAGRANCY PROBL	1
LOOSE POWER DURING STORMS	1
LOWER INCOME	1
MAINTENANCE OF THE STREETS	1
MAKE CITY FORCE LANDLORD MAKE SURE PARKING LOT LIGHTS WORK	1
MENTAL HEALTH	1
MONITORING THE FRAUDULENT PRESCRIPTIONS	1
MORE ADVERTISING ABOUT RECYCLING FOR BUSINESS	1
MORE TRASH CANS WITHIN ACCESS (CARBOARD/TRASH)	1
RECYCLE BINS	1

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

Q6. Issues	Number
MORE TRIMMING AROUND BUSINESS/RESIDENTIAL AREAS	1
MOVEMENTS OF THE DEMOGRAPHICS	1
NEED BUSINESS BROUGHT BACK TO DOWNTOWN	1
NEED MORE ACCESS WITH THE DEMOGRAPHICS OF THE AREA/BUSINESS	1
NEED MORE INVESTMENTS IN BIKE TRAILS FOR COMMUTE	1
NEW AREAS & COMPETITION OPENING UP	1
NO CONCERNS RELATED TO PLANO	1
NO ISSUES	1
NO RECYCLING	1
NO RECYCLING AVAILABLE	1
NONE WITH THE CITY	1
NOT ALLOWED TO LOCK DOORS, CUSTOMERS ARE SPECIAL NEEDS PEOPL	1
NOT ENOUGH PARKING	1
OFFER MORE INCENTIVES FOR BUSINESS/SUPPORT THEIR ENDEAVORS	1
OLD PLANO AREA, CRIME, SCARIER AREA TO BRING CLIENTS	1
ORGANIZED CRIME & THEFT IN AREA, MORE ENFORCEMENT FOR THIS	1
OTHER BUSINESS CLOSING DOWN	1
OUR BUSINESS IS MEDICAL SERVICE, WE NEED RAPID RESPONSE EMS	1
OUR LOCATION	1
OVER REACH BY CITY THROUGH REGULATIONS	1
OVER SATURATED OF RESTAURANTS IN THE SAME AREA	1
OVERALL DEVELOPMENT	1
OVERALL IMAGE OF THE CITY	1
OVERALL SAFETY	1
OVERALL TAXES	1
PARKING ENFORCEMENT REGULATIONS	1
PEOPLE TRAFFIC-A LOT MORE CIMINALS AND TROUBLE	1
PEOPLE/BUSINESS LEAVING & GOING TO OTHER CITIES-LARGE BUS	1
PERMIT DEPT REALLY HARD TO DEAL WITH	1
PERMITS NOT ALLOWED TO OUTSIDE ADVERTISE LIMITS BUSINESS	1

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

<u>Q6. Issues</u>	<u>Number</u>
PLANO'S CITY GOVT IS GOOD TAX IMPLICATIONS	1
PLANS REVIEWS TAKE TOO LONG	1
POLICE	1
POLICE CALL ARE FREQUENT TO STRIP MALL	1
POLICE FORCE	1
POLICE NO LENIACY FOR BUSINESS OWNERS	1
POLICE SECURITY	1
POLICE/SECURITY	1
POOR QUALITY ROADS OR DELAY IN FIXING THEM	1
POOR QUALITY WATER	1
POT HOLES	1
PRESCHOOL NEGATIVELY IMPACT W/YOUNG FAIMILIED MOVING N/W	1
PRICES	1
PROPERTY TAX	3
PROPERTY TAXES	3
PROPERTY ZONING CONCERNS	1
PUBLIC TRANSPORTATION	1
PUBLIC WORKS	1
QUALIFIED PERSONNEL	1
QUALITY OF SCHOOLS, MAINTAINING VITALITY OF PLANO	1
RECYCLING FOR BUSINESS	1
RECYCLING SERVICES	1
REGULATOR ISSUES	1
RESTRICTIVE REMODELING LAWS	1
RETAIL EAST & WEST SIDE DEFFERENCE IN SAFETY & IMAGE	1
REZONING OF SCHOOLS & NEIGHBORHOOD	1
ROAD CONDITION	1
ROAD CONDITION ON COIT	1
ROAD CONSTRUCTION	1
ROAD CONSTRUCTION THAT LINGERS ON	1

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

Q6. Issues	Number
ROAD CONSTRUCTION, RESPONSE TIME	1
ROAD MAINTENANCE	1
ROAD WORK	1
ROADS	1
ROADS & OVERALL SAFETY	1
ROADS BUMPY	1
ROADS-TRAFFIC	1
ROADWAYS IN THIS AREA	1
SAFETY	1
SAFETY AND SECURITY LATE NIGHT ESPECIALLY	1
SAFETY CONCERNS OVER LIGHTING	1
SAFETY US THE MAIN ISSUE	1
SANITATION	1
SCHOOLS	1
SECURITY ENFORCEMENT	1
SECURITY, SAFETY FOR CUSTOMER & EMPLOYEES	1
SERVICING A MORE DIVERSIFIED POPULATION	1
SHOP LIFTERS	1
SIGN ODINANCES ARE TOO STRICT	1
SIGN REGULATIONS	1
SIGN SPINNING PROBLEM WITH PLACEMENT	1
SIGNAGE	1
SIGNAGE-HAVE TO HAVE PERMITS	1
SIGNAGE/BANNER CODES	1
SMALL BUSINESS CONCERNS	1
STREET CONSTRUCTION	1
STREET MAINT/CONSTRUCTION	1
STREET MAINTENANCE	4
STREET MAINTENANCE-LITTER	1
STREET REPAIRS, DRAINAGE	1
STREETS	2

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

Q6. Top issue	Number
STREETS & TASH	1
STRONG LIBRARIES ENECESSARY TO ATTRACT POTENTIAL EMPLOYEE	1
TALK OF TURNING HWY 75 INTO A TOLL ROAD	1
TASH DISPOSAL IS DIFFICULT, HAVE TO DRIVE TO DUMPSTER	1
TAXES	8
TECHNOLOGY COMPANIES NOT COMING INTO CITY	1
THE CITY ASKING FOR TOO MANY PERMITS	1
THE DECLINE IN THE ECONOMY	1
THE ECONOMY	1
THE ECONOMY AND I WANT BUSINESS NEXT DOOR TO ME	1
THE ENVIRONMENT & COMMUNITY SAFETY	1
THEFT & DART RAIL DROP OFF NEAR HERE	1
THEY FEEL THEIR SIDE OF TOWN IS GETTING A LITTLE RUNDOWN	1
THIEF RECYCLING CONTAINER IS NOT BIG ENOUGH	1
THIS WILL KEEP FROM LEAVING PLANO IF THEY LIVE FAR AWAY	1
TOO MANY SKILLED NURSING FACILITIES ARE BEING OPENED	1
TOO MANY STATIONS	1
TORNADOS & LOSS OF POWER	1
TRAFFIC	13
TRAFFIC ACCESS...SIGNAGE	1
TRAFFIC AT 4:00 PM	1
TRAFFIC BY VOLLEYBALL COMPLEX IS TERRIBLE	1
TRAFFIC CONGESTION	3
TRAFFIC DIVISION	1
TRAFFIC ENFORCEMENT	1
TRAFFIC FLOW DUE TO CONSTRUCTION	1
TRAFFIC IS GETTING MORE CONGESTED	1
TRAFFIC MANAGEMENT	2
TRAFFIC ON 4TH	1
TRAFFIC UP KEEP	1

**Q6. What are two or three issues in Plano which impact your business that you are most concerned about today?**

<u>Q6. Issues</u>	<u>Number</u>
TRAFFIC, TURN CORNER INTO HIGHWAY FROM HOTEL	1
TRASH	3
TRASH AREA IS A MESS, CODE ISSUE	1
TRASH BLOWING AROUND THE DUMPSTER	1
TRASH GET EMPTIED, NEVER CLOSE THE DOOR ON ENCLOSURE	1
TRASH SERVICE PRICES I PAY 1/3 MORE THAN IN OTHER CITIES	1
TRASH SERVICES	1
UPKEEP OF CITY OWNED PROPERTY OR RIGHT OF WAYS	1
UPKEEP OF PARKING LOT BY PROPERTY OWNER (3304 ALMA LOCATION)	1
UTILITY BILL	1
WANTED PARTIAL LIQUOR LICENSE FOR WINE & BEER	1
WATER	1
WATER RESTRICTIONS	1
WATER SERVICE	1
WATER/BILLING	1
WE GET A LOT OF SPEICAL PEOPLE IN HERE	1
WE HAD TO GET A FULL LICENSE OR NOTHING TO SERVE WINE & BEER	1
WE NEED GOOD TRAFFIC CONDITIONS	1
WEST GOOD, EAST OF 75 PROBLEMS	1
WORRIED ABOUT THE ATTITUDE OF CITIZENS TOWARD HANDICAPPED	1
WOULD LIKE TO MOVE THE DUMPSTER TO BACK OF STORE	1
ZONING IS VERY IMPORTANT IN OUR AREA	1
ZONING ISSUES WITH OTHER BUSINESSES	1
Total	269

**Q7. Several items that may influence your business's perceptions of the City of Plano are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Overall image of the City	58.4%	35.9%	4.5%	0.5%	0.2%	0.5%
Q7b. Overall quality of life	58.6%	33.7%	3.2%	0.0%	0.0%	4.5%
Q7c. Quality of new development in the City	43.6%	30.2%	13.5%	2.0%	0.5%	10.2%
Q7d. Quality of public education	41.1%	25.9%	7.5%	2.7%	0.2%	22.4%
Q7e. Availability of higher education	39.4%	31.2%	8.5%	1.2%	0.5%	19.2%
Q7f. Overall feeling of safety	56.1%	36.4%	5.5%	1.2%	0.0%	0.7%
Q7g. Overall quality of City services	51.9%	38.7%	6.7%	0.2%	0.2%	2.2%

**WITHOUT DON'T KNOW**

**Q7. Several items that may influence your business's perceptions of the City of Plano are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Overall image of the City	58.6%	36.1%	4.5%	0.5%	0.3%
Q7b. Overall quality of life	61.4%	35.2%	3.4%	0.0%	0.0%
Q7c. Quality of new development in the City	48.6%	33.6%	15.0%	2.2%	0.6%
Q7d. Quality of public education	53.1%	33.4%	9.6%	3.5%	0.3%
Q7e. Availability of higher education	48.8%	38.6%	10.5%	1.5%	0.6%
Q7f. Overall feeling of safety	56.5%	36.7%	5.5%	1.3%	0.0%
Q7g. Overall quality of City services	53.1%	39.5%	6.9%	0.3%	0.3%

**Q8. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Plano?**

(N=401)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
Q8a. Overall image of the City	46.9%	24.4%	10.5%	2.0%	4.0%	12.2%
Q8b. Low crime rate	56.4%	19.5%	7.7%	1.5%	2.2%	12.7%
Q8c. Quality of local Schools	34.4%	17.7%	13.0%	8.5%	13.2%	13.2%
Q8d. Availability of trained employees	31.2%	28.4%	14.2%	6.0%	6.5%	13.7%
Q8e. Level of taxation	24.4%	26.7%	16.7%	5.7%	7.2%	19.2%
Q8f. Access to airports	18.2%	18.2%	16.7%	12.5%	21.2%	13.2%
Q8g. Availability of quality housing /other amenities for employees	28.4%	24.4%	15.5%	6.7%	11.2%	13.7%
Q8h. Proximity of businesses that are important to business	29.2%	27.2%	14.5%	6.0%	9.5%	13.7%
Q8i. Availability of local economic incentives	22.4%	24.4%	14.2%	8.2%	13.0%	17.7%
Q8j. Availability of public transportation	21.7%	17.7%	20.7%	8.0%	18.5%	13.5%
Q8k. Availability of libraries, arts, and cultural amenities	22.9%	17.5%	16.2%	10.7%	19.2%	13.5%
Q8l. Attitude of local government toward business	39.2%	28.2%	10.7%	2.2%	5.2%	14.5%

**Q8. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Plano?**

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
Q8m. Availability of telecommunications, utilities/ infrastructure	47.6%	25.4%	8.7%	2.0%	2.7%	13.5%
Q8n. Availability of parks and open space	25.9%	19.0%	17.2%	9.7%	15.0%	13.2%
Q8o. Access to the major highway system	46.9%	25.7%	8.5%	2.2%	3.5%	13.2%

**9. Which THREE of the reasons will have the most impact on your business's decision to stay in the City of Plano for the next 10 years?**

Q9. 1 <sup>st</sup> Choice	Number	Percent
A=Overall image of the City	45	11.2 %
B=Low crime rate	56	14.0 %
C=Quality of local schools	14	3.5 %
D=Availability of trained employees	14	3.5 %
E=Level of taxation	27	6.7 %
F=Access to airports	3	0.7 %
G=Availability of quality housing and other amenities	4	1.0 %
H=Proximity of businesses that are important to your business	25	6.2 %
I=Availability of local economic incentives	6	1.5 %
J=Availability of public transportation	6	1.5 %
K=Availability of libraries, arts, and cultural amenities	3	0.7 %
L=Attitude of local government toward	13	3.2 %
M=Availability of telecommunications, utilities	28	7.0 %
N=Availability of parks and open space	2	0.5 %
O=Access to the major highway system	54	13.5 %
Z=None chosen	101	25.2 %
Total	401	100.0 %

**9. Which THREE of the reasons will have the most impact on your business's decision to stay in the City of Plano for the next 10 years?**

Q9. 2 <sup>nd</sup> Choice	Number	Percent
A=Overall image of the City	18	4.5 %
B=Low crime rate	44	11.0 %
C=Quality of local Schools	16	4.0 %
D=Availability of trained employees	17	4.2 %
E=Level of taxation	21	5.2 %
F=Access to airports	12	3.0 %
G=Availability of quality housing and other amenities	8	2.0 %
H=Proximity of businesses that are important to your business	27	6.7 %
I=Availability of local economic incentives	14	3.5 %
J=Availability of public transportation	10	2.5 %
K=Availability of libraries, arts, and cultural amenities	3	0.7 %
L=Attitude of local government toward	15	3.7 %
M=Availability of telecommunications, utilities	27	6.7 %
N=Availability of parks and open space	5	1.2 %
O=Access to the major highway system	37	9.2 %
Z=None chosen	127	31.7 %
Total	401	100.0 %

**9. Which THREE of the reasons will have the most impact on your business's decision to stay in the City of Plano for the next 10 years?**

Q9. 3 <sup>rd</sup> Choice	Number	Percent
A=Overall image of the City	16	4.0 %
B=Low crime rate	26	6.5 %
C=Quality of local schools	17	4.2 %
D=Availability of trained employees	9	2.2 %
E=Level of taxation	11	2.7 %
F=Access to airports	2	0.5 %
G=Availability of quality housing and other amenities	8	2.0 %
H=Proximity of businesses that are important to your business	23	5.7 %
I=Availability of local economic incentives	9	2.2 %
J=Availability of public transportation	9	2.2 %
K=Availability of libraries, arts, and cultural amenities	2	0.5 %
L=Attitude of local government toward	20	5.0 %
M=Availability of telecommunications, utilities	16	4.0 %
N=Availability of parks and open space	5	1.2 %
O=Access to the major highway system	46	11.5 %
Z=None chosen	182	45.4 %
Total	401	100.0 %

**Q9. Which THREE of the reasons will have the most impact on your business's decision to stay in the City of Plano for the next 10 years? (Sum of Top 3 Choices)**

Q9. Sum of Top Three Choices	Number	Percent
O = Access to the major highway system	137	34.2 %
B = Low crime rate	126	31.4 %
Z = None chosen	101	25.2 %
A = Overall image of the City	79	19.7 %
H = Proximity of businesses that are important to your business	75	18.7 %
M = Availability of telecommunications, utilities	71	17.7 %
E = Level of taxation	59	14.7 %
L = Attitude of local government toward	48	12.0 %
C = Quality of local schools	47	11.7 %
D = Availability of trained employees	40	10.0 %
I = Availability of local economic incentives	29	7.2 %
J = Availability of public transportation	25	6.2 %
G = Availability of quality housing and other amenities	20	5.0 %
F = Access to airports	17	4.2 %
N = Availability of parks and open space	12	3.0 %
K = Availability of libraries, arts, and cultural amenities	8	2.0 %
Total	894	

**Q10. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the City of Plano in the following areas:**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Working to retain existing businesses in Plano	29.2%	31.9%	12.2%	3.0%	1.7%	21.9%
Q10b. Working to attract new businesses to Plano	27.7%	28.4%	14.0%	4.0%	1.0%	24.9%
Q10c. Supporting business growth and development	31.9%	29.4%	15.2%	2.5%	2.0%	19.0%
Q10d. Working on easing traffic congestion	28.4%	31.4%	20.0%	8.2%	2.0%	10.0%
Q10e. Working on road conditions	32.9%	34.7%	18.7%	6.2%	1.2%	6.2%
Q10f. Creating attractions/ events to bring residents from surrounding towns to Plano	26.4%	25.9%	20.4%	7.5%	2.0%	17.7%

**WITHOUT DON'T KNOW**

**Q10. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please indicate how satisfied your business is with the City of Plano in the following areas: (Without "Don't Know")**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Working to retain existing businesses in Plano	37.4%	40.9%	15.7%	3.8%	2.2%
Q10b. Working to attract new businesses to Plano	36.9%	37.9%	18.6%	5.3%	1.3%
Q10c. Supporting business growth and development	39.4%	36.3%	18.8%	3.1%	2.5%
Q10d. Working on easing traffic congestion	31.6%	34.9%	22.2%	9.1%	2.2%
Q10e. Working on road conditions	35.1%	37.0%	19.9%	6.6%	1.3%
Q10f. Creating attractions/events to bring residents from surrounding towns to Plano	32.1%	31.5%	24.8%	9.1%	2.4%

**Q11. Thinking generally about the City of Plano, how likely would you be to recommend Plano as a business location to friends, family and co-workers?**

Q11. How likely would you recommend City of Plano?	Number	Percent
1=Not likely at all	6	1.5 %
2=Not likely	7	1.7 %
3=Somewhat likely	35	8.7 %
4=Likely	121	30.2 %
5=Very likely	222	55.4 %
9=Don't Know	10	2.5 %
Total	401	100.0 %

**Q12. How would you rate the physical appearance of the area where your business is located?**

Q12. How would you rate the physical appearance of the area?	Number	Percent
1=Very Poor	3	0.7 %
2=Poor	9	2.2 %
3=Average	58	14.5 %
4=Good	139	34.7 %
5=Very Good	188	46.9 %
9=Don't Know/Unsure	4	1.0 %
Total	401	100.0 %

**Q13. Please rate the labor pool in the Plano area with regard to the following:**

(N=401)

	Very Good	Good	Average	Poor	Very Poor	Don't Know
Q13a. Quality of labor	24.0%	36.3%	18.8%	4.5%	0.8%	15.8%
Q13b. Availability of labor	25.9%	31.4%	19.0%	7.0%	1.2%	15.5%
Q13c. Stability of the city's labor force	21.4%	34.7%	19.7%	2.7%	1.2%	20.2%
Q13d. Job skills of the labor force	21.4%	33.7%	22.2%	4.5%	1.0%	17.2%
Q13e. Attitude of employees	23.4%	39.2%	18.2%	3.5%	0.7%	15.0%
Q13f. Productivity of the workforce	22.7%	40.4%	19.2%	1.7%	0.5%	15.5%

**WITHOUT DON'T KNOW****Q13. Please rate the labor pool in the Plano area with regard to the following: (Without "Don't Know")**

(N=401)

	Very Good	Good	Average	Poor	Very Poor
Q13a. Quality of labor	28.5%	43.0%	22.3%	5.3%	0.9%
Q13b. Availability of labor	30.7%	37.2%	22.4%	8.3%	1.5%
Q13c. Stability of the city's labor force	26.9%	43.4%	24.7%	3.4%	1.6%
Q13d. Job skills of the labor force	25.9%	40.7%	26.8%	5.4%	1.2%
Q13e. Attitude of employees	27.6%	46.0%	21.4%	4.1%	0.9%
Q13f. Productivity of the workforce	26.8%	47.8%	22.7%	2.1%	0.6%

**Q14. Please tell me if your business has used the City of Plano website?**

Q14. Please tell me if your business has used the City of Plano website?

	Number	Percent
Yes	161	40.1 %
No	220	54.9 %
Don't Know/Unsure	20	5.0 %
Total	401	100.0 %

**Q15. Please rate the website on the following characteristics using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor."**

(N=161)

	Very Good	Good	Average	Poor	Very Poor	Don't Know
Q15a Easy to navigate	42.2%	37.3%	14.9%	1.9%	1.9%	1.9%
Q15b Informative content	45.3%	36.6%	13.0%	1.2%	0.6%	3.1%
Q15c Useful	44.7%	36.6%	13.0%	2.5%	1.2%	1.9%

**WITHOUT DON'T KNOW**

**Q15. Please rate the website on the following characteristics using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor." (Without "Don't Know")**

(N=161)

	Very Good	Good	Average	Poor	Very Poor
Q15a Easy to navigate	43.0%	38.0%	15.2%	1.9%	1.9%
Q15b Informative content	46.8%	37.8%	13.5%	1.3%	0.6%
Q15c Useful	45.6%	37.3%	13.3%	2.5%	1.3%

**Q16. Has your business used the City website to get information on City services?**

Q16. Has your business used the City website to get information on City services?	Number	Percent
1=Yes	124	77.0 %
2=No	31	19.3 %
3=Don't Know/Unsure	6	3.7 %
Total	161	100.0 %

**Q16a. Which portions of the City's website has your business used?**

Q16a. Which portion used

- 
- RECYCLING, CITY DIRECTORY
  - GOVT, AGENDA ITEMS, DEPTS-ORDINANCES, ECONOMIC DEVELOP
  - LIBRARY HOLDINGS, LIBRARY EVENTS, BIKING TRAILS
  - CONTACT CITY DEPT'S & INFO
  - WATER DEPT
  - EVENTS, NEWS, DEPTS (LIBRARY, PARKS & REC)
  - REVIEW ORDINANCES
  - PLANNING DEPT-GRANTS
  - CITY COUNCIL & OTHERS
  - SANITATION, CULTURAL EVENTS
  - EVENTS UPCOMING
  - SERVICES CONTACT INFO
  - CONTACT INFO OF DEPARTMENT HEADS
  - ALARM PERMITS, RECYCLING
  - RECYCLE
  - STREETS
  - UTILITIES
  - CITY CODES
  - LOOKED FOR INFO ON COMMERCIAL BUS RECYCLING, NONE OFFER
  - BIDS, PROPOSALS
  - FIRE STATION/POLICE STATION/CITY OFFICIALS
  - CITY SERVICES
  - PERMITS
  - PERMITS
  - WATER DEPT, UTILITY PAYMENT
  - PLANNING & ZONING
  - PUBLIC WORKS FOR TRASH SERVICE
  - WATER RESTRICTIONS PAGE EVERY DAY
  - ON LINE BILL PAYMENT

**Q16a. Which portions of the City's website has your business used?**

Q16a. Which portion used

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BUILDING PERMITS  
EVENTS & SCHOOL SCHEDULES & BUS ROUTES  
UTILITIES  
PARKS & REC, SPECIAL EVENT/LOCATIONS FOR COVENTION CTR  
PERMITS  
TRAFFIC ENFORCEMENT  
LOOKING FOR CLOSEST FIRE STATION  
TAXES & LICENSE FOR HEALTH PROVIDER IN THIS OFFICE  
RECYCLING INFO FOR HOLIDAY TRASH PICK UP  
PAYMENT UTILITIES  
TO FIND OUT ABOUT HEALTH INSPECTIONS DOES/DONT'S FOOD  
LIBRARY SERVICES, RECYCLE INFO, SERVICE OTHER CITY PROVIDE  
PERMITS  
CODE-TWC-FIRE & POLICE NON EMERGENCY  
TRASH & RECYCLING  
HEALTH DEPT  
EVENT PLANNING & PUBLIC WASTE  
PAY TAXES  
PLANNING, PERMITS & ENGINEERING  
PERMITS  
CODE ENFORCMENT FOR VIOLATION ON REALTY PROPERTIES  
HEALTH PERMITTING  
LOCAL LAW ENFORCMEENT NOT FOR 911  
PERMITS  
ZONING & CODE ENFORCEMENT  
LIBRARIES  
TRASH COLLECTION AND WATER  
ANIMAL SHELTER INFO  
SIREN TEST, UTILITIES, HOLIDAY EVENTS

**Q16a. Which portions of the City's website has your business used?**

Q16a. Which portion used

---

PERMITS, LICENSES  
BLDG PERMITTING & BLDG INSPECTIONS  
BUILDING PERMITTING, BUSINESS LICENSES  
TRASH, ZONING, WATER  
DEVELOPMENT, CONTACTING DEPARTMENTS  
PLANO ISD  
CHAMBER OF COMMERCE  
TRASH, POLICE  
SIGNAGE, PERMITTING  
FOOD HANDLERS PERMIT CLASS  
HOURS OF THE DEPT OF RECORDS AND SCHOOL SCHEDULES  
OTHER BUSINESSES  
INSPECTORS, BUILDING PERMITS, WATER & TRASH  
WATER SHUT OFF FOR STREET WORK, BACK ON IT BLEW FAUCETS  
USE IT ALOT (WATER/FIRE INSPECTION)  
LICENSING & PERMITS  
LIBRARY BOOKS, CITY INFO  
POLICE  
POLICE, WATER, SEWER, SMART ENERGY LOAN PROGRAMS  
UTILITIES  
SANITATION AND POLICE  
RECYCLE AND TRASH  
EVENTS COMING UP & PERMIT INFORMATON  
UTILITITES AND CODE ENFORCEMENT  
PERMITTING, ANIMAL CONTROL, PARKS & RECREATION  
PERMITS  
STREETS & ANIMAL SERVICES  
PERMITTING AND INSPECTIONS  
BUILDING INSPECTIONS

**Q16a. Which portions of the City's website has your business used?**

Q16a. Which portion used

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WATER RESTRICTIONS  
PERMITTING, PLANNING & ZONING  
CITY INFORMATION  
PARKS & REC  
WATER RESTRICTIONS  
STREETS & POLICE  
PERMITS, WATER & TRASH  
PUBLIC WORKS  
LIBRARY  
ORDINANCES OR CITY SERVICES, ENVIRONMENTAL, BLDG PERMIT  
JUSTICE OF THE PEACE  
BUILDING INSPECTIONS & WATER  
RESEARCH  
ACTIVITIES  
PERMITTING, CODES  
PERMITS  
ACTIVITIES IN DT PLANO  
WATER REGULATIONS, FOOD SAFETY  
CITY PERMITS, NUMBER FOR CONTACT PEOPLE, CITY SERVICES  
LIBRARIANS, UTILITY PAYMENTS  
UTILITIES  
TRASH, STREET REPAIR  
TAXES  
HEALTH INSPECTIONS, FOOD HANDLING  
EMREGENCY SERVICES  
FEES, BIDS, STREAMING VIDEO, MEETING AGENDAS/EVENTS  
PERMITS  
CITY SERVICES  
UTILITIES  
WATER  
PERMITS, LOOK UP ELECTED OFFICIALS  
RECYCLING  
UTILITIES  
POLICE DEPT

**Q17. Please tell me the best ways for the City of Plano to communicate with your business or get important information to your business**

<u>Q17. Ways to communicate with business</u>	<u>Number</u>	<u>Percent</u>
Emails	202	50.4 %
Direct Mail	186	46.4 %
Website	67	16.7 %
Personal calls	58	14.5 %
Newsletters	57	14.2 %
Facebook	30	7.5 %
Brochures	19	4.7 %
Business Forum	16	4.0 %
Unsure	15	3.7 %
City TV Chan	11	2.7 %
Workshops	9	2.2 %
Social media	9	2.2 %
Twitter	9	2.2 %
Other	8	2.0 %
Webinar	8	2.0 %
Total	704	

**Q17. Other**

Q17. Other

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TV NEWS

TEXT MESSAGES

FAX

SOCIAL EVENTS

SOCIAL EVENTS

TEXT TO MANAGEMENT

STOPPING IN

**Q18. Overall, how would you rate the job the City of Plano does in communicating with business owners and managers?**

Q18. Communication with business owners	Number	Percent
1=Very Poor	10	2.5 %
2=Poor	33	8.2 %
3=Average	81	20.2 %
4=Good	151	37.7 %
5=Very Good	86	21.4 %
9=Unsure	40	10.0 %
Total	401	100.0 %

**Q19. Please indicate how satisfied or dissatisfied your business is with the following City codes and regulations using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Zoning codes	21.9%	24.9%	14.0%	1.7%	1.0%	36.4%
Q19b. Landscaping codes	25.7%	28.7%	10.7%	3.2%	1.5%	30.2%
Q19c. Requirement for proper business appearance maintenance	30.4%	31.9%	8.2%	2.0%	1.0%	26.4%
Q19d. Business signage regulations	25.9%	25.2%	15.2%	5.5%	3.7%	24.4%
Q19e. Business parking regulations	26.7%	30.7%	14.0%	2.2%	1.2%	25.2%
Q19f. Trash disposal regulations	28.5%	31.0%	12.0%	2.3%	1.8%	24.5%

**EXCLUDING DON'T KNOW**

**Q19. Please indicate how satisfied or dissatisfied your business is with the following City codes and regulations using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (Without Don't Know)**

(N=401)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Zoning codes	34.5%	39.2%	22.0%	2.7%	1.6%
Q19b. Landscaping codes	36.8%	41.1%	15.4%	4.6%	2.1%
Q19c. Requirement for proper business appearance maintenance	41.4%	43.4%	11.2%	2.7%	1.4%
Q19d. Business signage regulations	34.3%	33.3%	20.1%	7.3%	5.0%
Q19e. Business parking regulations	35.7%	41.0%	18.7%	3.0%	1.7%
Q19f. Trash disposal regulations	37.7%	41.1%	15.9%	3.0%	2.3%

**Q19g. Can you briefly explain the reason your business is dissatisfied?**

Q19g. Why

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TOO RESTRICTIVE

LAWN IS CUT EVERY 2 WEEKS BUT STILL RECIEVE LETTERS FROM CITY

SIGNAGE REGULATIONS (VERY POOR)

NEED SIGNAGE REGULATIONS TO CHANGE

POOR ENFORCEMENT OVER REGULATION

OWNER DOESN'T TAKE CARE OF THEIR PROPERTY/HOMELESS

NOT ENFORCING LANDSCAPING CODES

WE HAVE NO CONTROL OVER THE PROVIDER OR WHAT THEY CHARGE

TREES ARE GETTING OVERGROWN THROUGH CITY, BLOCK VISIBILITY

PLANS HAD LOTS OF REGULATIONS, NEED PERMITS FOR EVERYTHING

DUE TO ZONING CODE, I AM TO MOW OVER AN ACRE IN FRONT OF BUS

BUSINESS PROPERTY LEFT UNATTENDED

LANDSCAPNG CODES NOT ALWAYS ENFORCED

ALL I NEED TO SAY IS "AUSTIN AVENUE GRILL"

ALL TALK ....NO ACTION

15TH & CUSTER BUSINESS LETTING APPEARANCE OF BUILDINGS DETERIORATING

SOME AREAS HAVE REALLY MISMATCHED SIGNAGE AND TACKY

PLANO WOULD NOT ALLOW BANNERS TO USED FOR DENNYS PROMOTION

NO BANNERS, DRIVE TO SUMPSTER

OUR SIGN IS VERY SMALL, NEED TO BE ABLE TO GET BIGGER SIGN

MORE SO WITH SOME OF THE ZONING THEY HAVE DONE HER IN AREA

BUSINESS NEXT DOOR HAS SAME BANNER UP FOR 6 MOS-AGAINST CODE

CITY ISSUED A CODE VIOLATION FOR GYM EQPT ROOM-PEELING PAINT

NOT ALLOWED TO ADVERTISE WITH SIGNS TO INCREASE BUSINESS

I HAVE TREES THEY WON'T LET ME CUT DOWN, BLOCKING MY SIGN

LANDLORD DOESN'T KEEP UP WITH THINGS NOT CODE ENFORCEMENT ISSUE

CODE ENFORCEMENT TAKE LOOK AT LOCATION OF BLDG TRASH AREA

TRASH SERVICE COMPANY HAS A MONOPOLY

TOO MANY BUSINESSES ALLOWED TO HAVE MONSTER SIZE PARKING LOTS

**Q19g. Can you briefly explain the reason your business is dissatisfied?**

Q19g Why

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TICKETS FOR LAND NOT OURS TO MOW, WATER BILL NOT OURS  
SOME BUSINESS ARE NOT SIGNED AT ALL IN AREA, WE ARE PRESSURE  
WOULD LIKE CITY SERVICE FOR TRASH  
TOO STRICT ON SIGNAGE REGULATIONS  
STIPULATION ON PUTTING SIGNS OUTSIDE OR BLDG-HAVE TO PAY  
NEED TO REGULATE NON-AUTHORIZED USERS OF DUMPSTERS  
HAVE TROUBLE WITH PEOPLE PARKING IN HANDICAP PARKING SPOT  
PLANT NATIVE GRASSES & LANDSCAPING SO LESS WATER NEEDED  
HIGH RESTRICTIONS  
PLANO DURING WATER RESTRICTIONS LOOKED REALLY BROWN  
MONOPOLY ON TRASH, CAN'T HAVE BANNERS  
SIGNAGE REGULATIONS ARE NOT GOOD  
TREE OBSTRUCT OUR VIEW TO OUR RESTAURANT, NEED BIGGER SIGN  
WHY SHOULD WE HAVE TO PAY FOR PRIVATE TRASH PICK UP  
NOT ALLOWED TO PUT ANYTHING OUT  
THEY GO TOO FAR IN WHAT THEY CAN DO  
TROUBLE W/REPUBLIC (TRASH PICK UP), NO COMPETITION  
SO MANY PERMITS FOR SIGNAGE, OTHER CITIES DON'T REQUIRE MUCH  
NEED MORE FLEXIBILITY  
NEED TO LOCK TRASH DISPOSAL  
VERY INCONSISTENT W/PARKING & TRASH REG/PARKING IN HANDICAP  
TAKE FOREVER TO GET APPROVED & GET RIGHT ON SIGN  
TOO STRICT ON ZONING  
CONTRACTORS COMPLAIN, CODE ENFORCEMENT ARE NON COOPERATIVE  
LACK OF CONSISTANCY W/RULES & CODES  
SIGNAGE LIKE TO BE ABLE TO PUT OUT MORE FOR ADVERTISING  
SIGNAGE WHERE OUR SCHOOL LOCATED SIGN HAS TO BE SMALL  
SIGN REGULATIONS ONLY ALLOWS SIGNS PUT UP 2 TIMES A YEAR  
CAN'T USE SIGNS/BANNER HURTS OUR BUSINESSES  
THERE COULD BE MORE UPKEEP ON THE BUILDINGS  
WOULD LIKE TO USE EXTRA BANNERS/SIGNS BUT NOT ALLOWED  
DO NOT EXACTLY KNOW WHAT THEY ARE LOOKING FOR  
LARGE TRUCKS PARKED ON STREET MAY CAUSE SOMEONE TO GET HURT

**Q20. Based on all you know or have heard, are City of Plano property taxes higher, lower, or about the same as surrounding communities?**

Q20. Are City of Plano property taxes higher, lower, or about the same as surrounding communities?

	Number	Percent
1=Higher	97	24.2 %
2=Lower	25	6.2 %
3=About the same	163	40.6 %
9=Don't Know/Unsure	116	28.9 %
Total	401	100.0 %

**Q21. For your business, which statement best describes how you feel about the taxes you pay to the City of Plano, either directly or included in your rent?**

Q21 How you feel about property taxes	Number	Percent
1=Property taxes are too low	3	0.7 %
2=Property taxes are just right	134	33.4 %
3=Property taxes are high	69	17.2 %
4=Property taxes are too high	56	14.0 %
9=Don't Know/Unsure	139	34.7 %
Total	401	100.0 %

**Q22. Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects?**

Q22 Aware of economic development fund	Number	Percent
1=Yes	111	27.7 %
2=No	261	65.1 %
3=Don't Know/Unsure	29	7.2 %
Total	401	100.0 %

**Q23. If you had a complaint or comment to make about City services to your business, would you know who to call or where to go?**

Q23. Would you know who to call or where to go?	Number	Percent
1=Yes	255	63.6 %
2=No	146	36.4 %
Total	401	100.0 %

**What type of business is your establishment?**

<u>Q24. What type of business is your establishment?</u>	<u>Number</u>	<u>Percent</u>
Something else	86	21.4 %
Retail	70	17.5 %
Eating and drinking establishment	55	13.7 %
Health Care	44	11.0 %
Professional/Scientific/Technical Services	30	7.5 %
Finance/insurance	23	5.7 %
Wholesale/Distribution	17	4.2 %
Manufacturing	14	3.5 %
Not Provided	10	2.5 %
Small office	9	2.2 %
Construction	9	2.2 %
Amusement/recreation	8	2.0 %
Hotel	8	2.0 %
Real estate management	6	1.5 %
Telecommunications	5	1.2 %
Real estate sales	5	1.2 %
Auto dealer	4	1.0 %
Information Services	2	0.5 %
Gas station	2	0.5 %
Church/religious	1	0.2 %
Total	408	

**Q25. Is your business a member of the Plano Chamber of Commerce?**

<u>Q25 Business member of Chamber</u>	<u>Number</u>	<u>Percent</u>
Yes	112	27.9 %
No	289	72.1 %
Total	401	100.0 %

**Q26. How many full and part-time employees does your business currently employ?**

Q26. How many full and part-time employees does your business currently employ?	Number	Percent
Under 5	38	9.5 %
6-10	95	23.7 %
11-20	119	29.7 %
21-50	96	23.9 %
51-99	23	5.7 %
100-499	17	4.2 %
500-999	8	2.0 %
1000-4999	3	0.8 %
5000 or more	2	0.5 %
Total	401	100.0 %

**Q27. How many years has your business been in Plano?**

Q27 How many years business in Plano	Number	Percent
5 years or less	62	15.5 %
6 to 15 years	200	49.9 %
16 to 25 years	72	18.0 %
26 to 35 years	29	7.2 %
36+ years	15	3.7 %
Not provided	23	5.7 %
Total	401	100.0 %

**Q28. In the next 12 months, is your business considering any of the following?**

Q28 Is your business considering	Number	Percent
0 = None of these	243	60.6 %
1 = Expanding	88	21.9 %
2 = Relocating	25	6.2 %
3 = Relocate/outside Plano	15	3.7 %
4 = Downsizing	5	1.2 %
5 = Closing	3	0.7 %
9 = Don't Know/Unsure	36	9.0 %
Total	415	

*Section 3:*  
*Survey Instrument*

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Dear Plano Business Leader,

We appreciate your continued support and involvement in making Plano a wonderful community. This letter is a request for your assistance in continuing that legacy. Your input on the enclosed survey is extremely important. The City Council regularly makes decisions that affect a wide range of City services including public safety, parks and recreation, sustainability and environmental services, public works, code enforcement, libraries and others. To make sure that Plano's priorities are aligned with the needs of our businesses we need to know what you think.

We realize the survey takes a little time to complete but every question is important. The time you invest in the survey will influence many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week if possible, and return it in the enclosed postage-paid envelope. Your responses will remain confidential.

**If you prefer, you may complete the survey on-line at [www.planosurvey.org](http://www.planosurvey.org).**

If you have questions about this survey, please contact Karen Rhodes-Whitley, Director of Budget and Research at 972-941-7194. Thank you for taking the time to build a better Plano.

Sincerely,

Phil Dyer  
Mayor

# 2012 City of Plano Business Survey

The City of Plano would like your input as a business leader about the importance and perceived quality of City services. Would you please take a few minutes to answer questions about how well the City is meeting your company's needs? Please return your completed survey in the postage-paid envelope provided or fax your responses to ETC Institute, 913-829-1591.

## **COMMUNITY SERVICE SATISFACTION**

1. Please rate your overall satisfaction with several City services with regard to how the services affect the ability of your business to operate. Please rate each service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Circle your response.)

	<b>City Services</b>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Building Division Permitting	5	4	3	2	1	9
B.	Building Inspections	5	4	3	2	1	9
C.	Fire Inspection	5	4	3	2	1	9
D.	Planning and Zoning	5	4	3	2	1	9
E.	Code Enforcement	5	4	3	2	1	9
F.	Emergency Medical Services	5	4	3	2	1	9
G.	Police Department	5	4	3	2	1	9
H.	Police Traffic Enforcement	5	4	3	2	1	9
I.	City Hall (General)	5	4	3	2	1	9
J.	Streets Maintenance	5	4	3	2	1	9
K.	Street Drainage	5	4	3	2	1	9
L.	Trash Services	5	4	3	2	1	9
M.	Recycling Services	5	4	3	2	1	9
N.	Water & Sewer Billing	5	4	3	2	1	9

2. Which **THREE** of the services, City departments or programs listed above are most important to your business? [Write in the letters below using the letters from the list in Question 1 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

3. Overall, how would you rate the City of Plano's customer service? Would you say it is...

\_\_\_\_(5) Very good  
 \_\_\_\_ (4) Good  
 \_\_\_\_ (3) Average

\_\_\_\_(2) Poor  
 \_\_\_\_ (1) Very Poor  
 \_\_\_\_ (9) Don't know/Unsure

4. In general, how satisfied are you with the overall quality of services provided by the City of Plano? Would you say the quality of services provided is...
- \_\_\_(5) Significantly higher than your expectations
  - \_\_\_(4) Higher than your expectations
  - \_\_\_(3) Expectations met
  - \_\_\_(2) Below your expectations
  - \_\_\_(1) Significantly below your expectations
  - \_\_\_(9) Don't know/Unsure

**PERCEPTIONS OF PLANO**

5. Which of the following best describes the overall business atmosphere in Plano today, compared to two years ago...
- \_\_\_(4) Better
  - \_\_\_(3) No change, but good
  - \_\_\_(2) No change, but poor
  - \_\_\_(1) Worse
  - \_\_\_(9) Don't know/Unsure
6. What are two or three issues in Plano which impact your business that you are most concerned about today?

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7. Several items that may influence your business's perceptions of the City of Plano are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied Is Your Business With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall image of the City	5	4	3	2	1	9
B. Overall quality of life	5	4	3	2	1	9
C. Quality of new development in the City	5	4	3	2	1	9
D. Quality of public education	5	4	3	2	1	9
E. Availability of higher education	5	4	3	2	1	9
F. Overall feeling of safety	5	4	3	2	1	9
G. Overall quality of City services	5	4	3	2	1	9

8. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Plano?

Reason	Extremely Important	Very Important	Important	Less Important	Not Important
A. Overall image of the City	5	4	3	2	1
B. Low crime rate	5	4	3	2	1
C. Quality of local schools	5	4	3	2	1
D. Availability of trained employees	5	4	3	2	1
E. Level of taxation	5	4	3	2	1
F. Access to airports	5	4	3	2	1
G. Availability of quality housing and other amenities for employees	5	4	3	2	1
H. Proximity of businesses that are important to your business	5	4	3	2	1
I. Availability of local economic incentives	5	4	3	2	1
J. Availability of public transportation	5	4	3	2	1
K. Availability of libraries, arts, and cultural amenities	5	4	3	2	1
L. Attitude of local government toward business	5	4	3	2	1
M. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1
N. Availability of parks and open space	5	4	3	2	1
O. Access to the major highway system	5	4	3	2	1

9. Which **THREE** of the reasons listed above will have the most impact on your business's decision to stay in the City of Plano for the next 10 years? [Please write in the letters below using the letters from the list in Question 8 above.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

10. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please indicate how satisfied your business is with the City of Plano in the following areas:

How Satisfied Is Your Business With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Working to retain existing businesses in Plano	5	4	3	2	1	9
B.	Working to attract new businesses to Plano	5	4	3	2	1	9
C.	Supporting business growth and development	5	4	3	2	1	9
D.	Working on easing traffic congestion	5	4	3	2	1	9
E.	Working on road conditions	5	4	3	2	1	9
F.	Creating attractions/events to bring residents from surrounding towns to Plano	5	4	3	2	1	9

**11. Thinking generally about the City of Plano, how likely would you be to recommend Plano as a business location to friends, family and co-workers?**

- \_\_\_(5) Very likely
- \_\_\_(4) Likely
- \_\_\_(3) Somewhat likely
- \_\_\_(2) Not likely
- \_\_\_(1) Not likely at all
- \_\_\_(9) Don't know

**12. How would you rate the physical appearance of the area where your business is located?**

- \_\_\_(5) Very good
- \_\_\_(4) Good
- \_\_\_(3) Average
- \_\_\_(2) Poor
- \_\_\_(1) Very Poor
- \_\_\_(9) Don't know/Unsure

**13. Please rate the labor pool in the Plano area with regard to the following:**

Area Rated		Very Good	Good	Average	Poor	Very Poor	Don't Know
A.	Quality of labor	5	4	3	2	1	9
B.	Availability of labor	5	4	3	2	1	9
C.	Stability of the city's labor force	5	4	3	2	1	9
D.	Job skills of the labor force	5	4	3	2	1	9
E.	Attitude of employees	5	4	3	2	1	9
F.	Productivity of the workforce	5	4	3	2	1	9

**COMMUNICATIONS**

**14. Please tell me if your business has used the City of Plano website?**

- \_\_\_(1) Yes (Continue to Q15)
- \_\_\_(2) No (Go to Q17)
- \_\_\_(3) DK/Unsure (Go to Q17)

**15. Please rate the website on the following characteristics using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor."**

Area Rated		Very Good	Good	Average	Poor	Very Poor	Don't Know
A.	Easy to navigate	5	4	3	2	1	9
B.	Informative content	5	4	3	2	1	9
C.	Useful	5	4	3	2	1	9

**16. Has your business used the City website to get information on City services?**

- \_\_\_(1) Yes (Continue to Q16a)
- \_\_\_(2) No (Go to Q17)
- \_\_\_(3) Don't Know/Unsure (Go to Q17)

**16a. Which portions of the City's website has your business used?**

---

**17. Please tell me the best ways for the City of Plano to communicate with your business or get important information to your business.**

- |   |  |
|---|--|
| <input type="checkbox"/> (01) Direct Mail     | <input type="checkbox"/> (08) Personal calls     |
| <input type="checkbox"/> (02) Website         | <input type="checkbox"/> (09) Newsletters        |
| <input type="checkbox"/> (03) Emails          | <input type="checkbox"/> (10) Facebook           |
| <input type="checkbox"/> (04) City TV Channel | <input type="checkbox"/> (11) Twitter            |
| <input type="checkbox"/> (05) Business Forums | <input type="checkbox"/> (12) Other social media |
| <input type="checkbox"/> (06) Workshops       | <input type="checkbox"/> (13) Other: _____       |
| <input type="checkbox"/> (07) Brochures       | <input type="checkbox"/> (99) Don't Know/Unsure  |

**18. Overall, how would you rate the job the City of Plano does in communicating with business owners and managers? Would you say...**

- |  |  |
|--|--|
| <input type="checkbox"/> (5) Very good | <input type="checkbox"/> (2) Poor              |
| <input type="checkbox"/> (4) Good      | <input type="checkbox"/> (1) Very Poor         |
| <input type="checkbox"/> (3) Average   | <input type="checkbox"/> (9) Don't know/Unsure |

**CITY CODES**

**19. Please indicate how satisfied or dissatisfied your business is with the following City codes and regulations using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

How Satisfied Is Your Business With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Zoning codes	5	4	3	2	1	9
B. Landscaping codes	5	4	3	2	1	9
C. Requirement for proper business appearance maintenance	5	4	3	2	1	9
D. Business signage regulations	5	4	3	2	1	9
E. Business parking regulations	5	4	3	2	1	9
F. Trash disposal regulations	5	4	3	2	1	9

**19g. If your business is dissatisfied with any of the items listed in 19 a-f, can you briefly explain the reason your business is dissatisfied in the space below.**

\_\_\_\_\_

**TAXES**

**20. Based on all you know or have heard, are City of Plano property taxes higher, lower, or about the same as surrounding communities?**

- (1) Higher
- (2) Lower
- (3) About the same
- (9) Don't know/Unsure

21. **For your business, which statement best describes how you feel about the taxes you pay to the City of Plano, either directly or included in your rent?**  
 \_\_\_ (1) Property taxes are too low for the amount and quality of City services that I am receiving  
 \_\_\_ (2) Property taxes are just right for the amount and quality of City services that I am receiving  
 \_\_\_ (3) Property taxes are high, but the City is providing more services at a higher quality than I expect  
 \_\_\_ (4) Property taxes are too high for the quality of City services that I am receiving  
 \_\_\_ (9) Don't know/Unsure
22. **Are you aware that the City of Plano has an Economic Development Incentive Fund that considers funding for economic development and redevelopment projects?**  
 \_\_\_(1) Yes      \_\_\_(2) No      \_\_\_(3) Don't Know/Unsure

**COMPLAINTS/COMMENTS**

23. **If you had a complaint or comment to make about City services to your business, would you know who to call or where to go?**  
 \_\_\_(1) Yes      \_\_\_(2) No      \_\_\_(3) Don't Know/Unsure

**DEMOGRAPHICS**

24. **What type of business is your establishment?**  
 \_\_\_(01) Eating and drinking establishment  
 \_\_\_(02) Retail establishment  
 \_\_\_(03) Small office  
 \_\_\_(04) Real estate management  
 \_\_\_(05) Real estate sales  
 \_\_\_(06) Construction  
 \_\_\_(07) Health Care  
 \_\_\_(08) Hotel  
 \_\_\_(09) Auto dealer  
 \_\_\_(10) Gas station  
 \_\_\_(11) Amusement/recreation  
 \_\_\_(12) Grocer  
 \_\_\_(13) Church/religious organization  
 \_\_\_(14) Agriculture  
 \_\_\_(15) Manufacturing  
 \_\_\_(16) Wholesale/distribution  
 \_\_\_(17) Information Services  
 \_\_\_(18) Professional, Scientific, Technical Services  
 \_\_\_(19) Telecommunications  
 \_\_\_(20) Finance and Insurance  
 \_\_\_(21) Something else (Specify: \_\_\_\_\_)

25. **Is your business a member of the Plano Chamber of Commerce?**  
 \_\_\_(1) Yes      \_\_\_(2) No      \_\_\_(3) Don't Know/Unsure

**26. How many full and part-time employees does your business currently employ?**

- (1) less than 5
- (2) 6-10
- (3) 11-20
- (4) 21-50
- (5) 51-99
- (6) 100-499
- (7) 500-999
- (8) 1000-4999
- (9) 5000 or more

**27. How many years has your business been in Plano? \_\_\_\_\_years**

**28. In the next 12 months, is your business considering any of the following?  
(check all that apply)**

- (1) Expanding your business in Plano
- (2) Relocating to another location in Plano
- (3) Relocating to another location outside Plano – answer #28A
- (4) Downsizing
- (5) Closing
- (9) Don't know/Unsure
- (0) None of these

**[If planning to relocate]**

**28a. Why is your business relocating to another city outside Plano?**

\_\_\_\_\_

**Thank you very much for your time and participation.**



**Date:** March 6, 2013  
**To:** Honorable Mayor & City Council  
**From:** Karen Rhodes-Whitley, Director of Budget & Research  
**Subject:** **Drainage Rate Modification Discussion**

At the Wednesday, March 6, 2013 City Council Worksession, staff will be presenting information regarding a modification to the City’s Drainage Rates. The drainage fees were established in 1993 as a way to provide funding for compliance with the U.S. Environmental Protection Agency’s enforcement of the National Pollutant Discharge System, a program for storm water runoff monitoring and management. The fee is included on the customers water bill. Listed below are the rates from the last modification in 2002:

<u>Customer Class</u>	<u>Size of Impervious Area*</u>	<u>Monthly Fee</u>
R-1	Less than 4,750 sq. feet	\$2.25
R-2	4,750 to 6,450 sq. feet	\$3.30
R-3	Greater than 6,450 sq. feet	\$4.25
Commercial	All square footage	\$.056 per 100 sq. feet

Staff was planning on requesting a rate modification during the upcoming FY 2013-14 budget process. However, the City is required to meet certain bond covenants in accordance with our current outstanding revenue bonds that support the Municipal Drainage Revenue Bonds. The bond covenant states that we must collect revenues sufficient to cover both the O&M and the current year debt service payment. Upon review of our current revenue projections as well as O&M and current debt service requirements, and due to the fact we have not had a rate modification in eleven years, our current revenue projections would not be sufficient to meet our debt covenant requirements without a rate increase.

After careful review of all the costs that contribute to the Drainage Utility, staff has developed the following rate schedule in order to satisfy the Municipal Drainage Fund for the next 3 years. These rates incorporate existing debt, proposed capital improvements, O&M costs, administrative costs, and reserves needed in order to issue additional debt in future years. The rates are as follows:

<u>Customer Class</u>	<u>Size of Impervious Area*</u>	<u>Monthly Fee</u>	<u>Avg. Monthly Inc.</u>
R-1	Less than 4,750 sq. feet	\$3.04	\$0.79
R-2	4,750 to 6,450 sq. feet	\$4.46	\$1.16
R-3	Greater than 6,450 sq. feet	\$5.74	\$1.49
Commercial	All square footage	\$.080 per 100 sq. feet	\$37.88

\*Includes footprint of first floor, patio, garage, and pro rata portion adjustment of three thousand (3,000) square feet for streets, alleys, and sidewalks for residential and 10% of total square footage for commercial.

Staff from the various areas will be available at the meeting to answer any questions you may have regarding the rate modification which is proposed to be implemented April, 1, 2013. The City Council is scheduled to adopt the ordinance implementing the proposed rate modification on Monday, March 25, 2013.

## Traffic Signal Timing Strategies 3/2013

Option	Method	Pros	Cons
1.	Run signals independently at all times	<i>Shortest</i> side-street delay	Repeated stops on arterial streets; gridlock where signals are closely spaced (e.g. Legacy Park, Shops at Willow Bend, etc.); loss of coordination across municipal boundaries
2.	Run signals independently during off-peak periods and in coordination during peak periods	Short side-street delay	Side-street delays during peak periods; repeated stops on arterial streets; probable gridlock during off-peak periods and week-ends; loss of coordination across municipal boundaries
3.	Run minor intersections free at all times, coordinate signals between selected major intersections	Shorter side-street delay	Nearly as many repeated stops as option 1; gridlock where signals are closely spaced
4.	Operate signals using shorter cycle lengths, <b>without</b> traffic count input, and computer analysis	Shorter side-street delay	Longer lines of waiting traffic at major intersections; increased arterial travel time; loss of coordination across municipal boundaries;
5.	Operate signals using shorter cycle lengths, <b>with</b> traffic count input, and computer analysis	Shorter side-street delay; increased probability of arterial traffic not stopping	Waiting lines of traffic; <b>Requires turning movement count data at all intersections as input into computer model;</b> higher travel time on arterial streets; loss of coordination across municipal boundaries
6.	Run off-peak timing plans during peak periods	Reduced side-street delay during peak periods	Side-street delay during off peak periods; cycle failures at major intersections; possible gridlock where intersections are closely spaced
7.	Operate signals in coordination, with arbitrarily shorter cycle lengths for off-peak period only,	Reduced side-street delay during off-peak period only	Side-street delay during peak periods; increased arterial travel time during off peak periods, increased maintenance requirements
8.	Operate signals in full coordination, with arbitrarily shorter cycle lengths for the peak periods only	Somewhat reduced side-street delay during peak periods only	Probable cycle failures at major intersections; increased travel times; waiting traffic lines; No coordination across municipal boundaries; side-street delay during off-peak periods
9.	Deploy a traffic adaptive system	Reduced arterial travel time and side-street delay <b>along a corridor;</b>	Technology is not refined (system-wide application is limited); Expensive (approximately \$32.00 per Plano resident); takes years to deploy; requires an extensive vehicle detection system; <i>substantially increased</i> maintenance requirements; Best applied to uniform road grids; technology is not available for <b>low cost system-wide</b> deployment (only corridor applications exist at this time)
10.	Balance side-street delay with progression on arterial streets ( <b>The current practice</b> )	Minimizes arterial stops and travel time; Limited coordination across municipal boundaries; minimizes gridlock in congested areas	<i>Perception</i> of excessive delay on side-streets, excessive stops on arterials, increased maintenance requirements
11.	Operate side-streets in flash during off-peak periods	Reduced side-street delay;	Does not meet driver expectation; spurious complaints about flashing signals; increased delay and accidents where arterial street traffic is heavy or sight-distance is limited; increased risk exposure to Plano;



# CITY of PLANO

## TRAFFIC SIGNAL RETIMING PROJECT

### ZONE 3 – Off Peak Period



10/30/12

Plano Transportation Engineering Division

L: Signals/Zone 3 off peak report 2012 rev a.doc

## **EXECUTIVE SUMMARY**

The City of Plano long ago recognized the need for efficiently operated traffic signals. Efficiently operated traffic signals provide the benefits of reduced delay, stops, and fuel consumption, and as the City's population and traffic volumes have grown, the need to minimize these factors has increased in importance.

The City of Plano has used coordinated signal operation since the early 1990s, and the timing of traffic signals is optimized periodically in order to keep pace with the City's changing traffic patterns. The City has been regularly optimizing and updating traffic signal timing for some years. However, this is the first time the timing has been updated for Zone 3 for the off-peak period.

Due to the changes in traffic volumes on the City's streets, it is necessary to optimize the timing of traffic signals at regular intervals. In response to this need, City staff have optimized the off-peak timing in Zone 3, and the results of that effort are presented here.

The off-peak period is here defined as the period during and immediately before and after the mid-day meal time, and for the purposes of this study is considered to be from 11:30 AM to 1:30 PM.

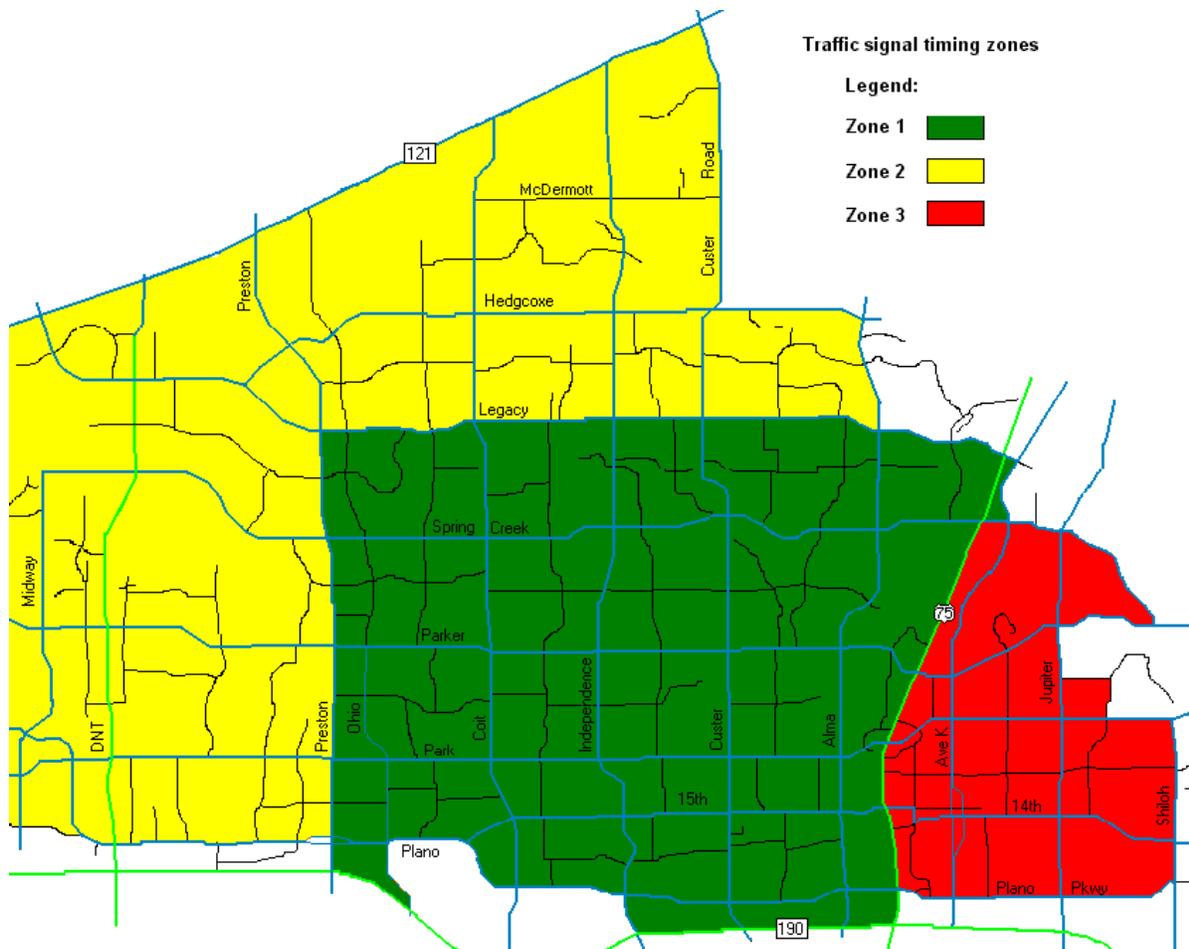
## **DISCUSSION**

Zone 3 roughly comprises the portion of the City east of US 75. This area contains thirty-five of the City's 221 traffic signals. With funding assistance provided by the North Central Texas Council of Governments (NCTCOG), the City retained the services of a consulting firm to collect the traffic volume data from the intersections in the zone.

In addition, staff performed travel time measurements on major streets in this Zone 3 using a portable computer equipped with a global positioning sensor (GPS). These measurements establish the baseline conditions against which the effects of the new traffic signal timing could be compared. Staff then optimized and implemented the new signal timing. After implementation of the optimized timing, the travel times were measured again.

As with previous signal timing efforts, the goals of this effort were:

- Provide improved progression between traffic signals
- Demonstrate the effects of the new timing by directly measuring the travel times before and after optimizing the signal timing
- Reduce delay, stops, and fuel consumption at signalized intersections
- Quantify the effects of the revised traffic signal operation in terms of delay, travel time, and operating cost
- Present the results to City council and the public



Zone 3, the area included in this study, consists of the area east of US 75, as shown in the map above.

Transportation personnel, with the assistance of the consultant, gathered data at the signalized intersections in Zone 3. This data included turning movement counts, intersection geometry, arterial data and signal timing. While the former traffic signal timing plans were still operating, staff measured the actual travel times and signal-related delay along the major arterials in this zone.

Using sophisticated traffic analysis software called Synchro™, staff analyzed traffic patterns and optimized the traffic signal timing. Dozens of combinations of cycle lengths, phase sequences, green time and other options were considered before the plan was finalized. After deployment, the resulting traffic signal timing was quality-checked by City staff for several weeks. City staff identified intersections where traffic delays could be further reduced, and made additional improvements to the timing of these signals. After the new signal timing was implemented, the results were observed to verify the improvements. Where needed, signal timing was further revised to optimize traffic flow.

After fully implementing the new signal operation, staff again measured the travel times along the same arterials and compared the new travel times with the times using the old signal timing.

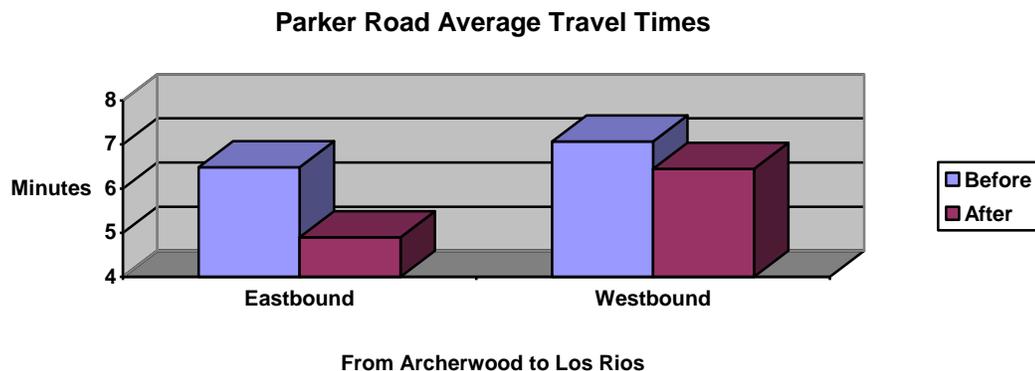
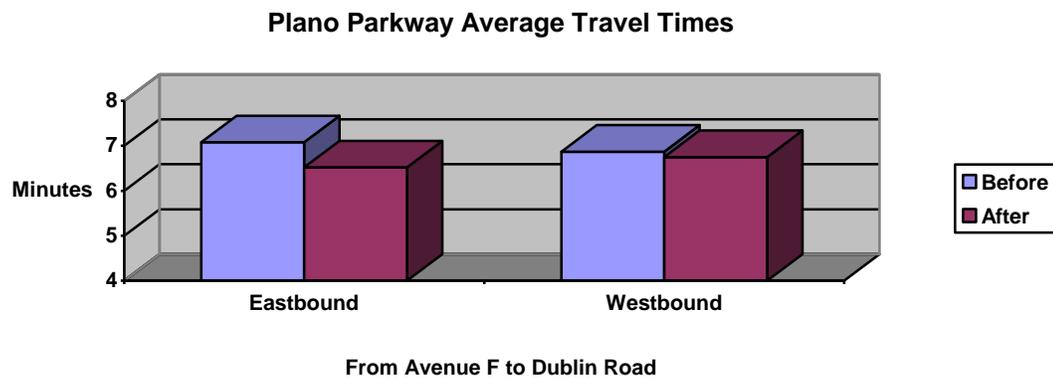
The Synchro™ traffic software used to optimize the traffic signal timing also provides the means to estimate the number of gallons of fuel consumed, the number of stops, and the total delay experienced by vehicles. The economic impact of these factors is presented below.

## RESULTS

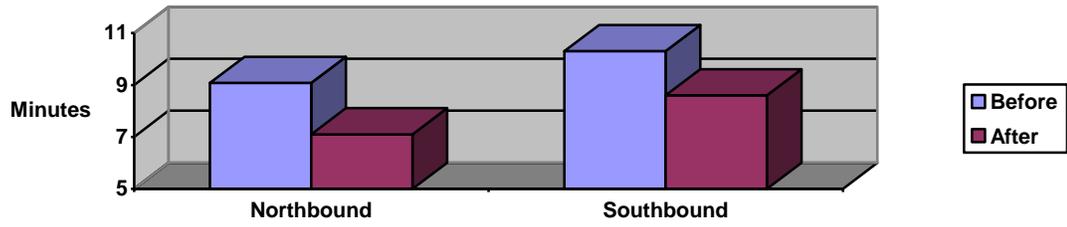
As noted above, staff measured and recorded the actual travel time on six major arterials in Zone 3 during the off-peak period, while the old traffic signal timing was still in effect. These times are shown in the following charts as the “before” measurements.

After staff implemented the new traffic signal timing, travel times were again measured. The travel time measurements using the new signal timing are shown as the “after” measurements.

The following charts summarize the travel times before/after optimizing traffic signal timing.

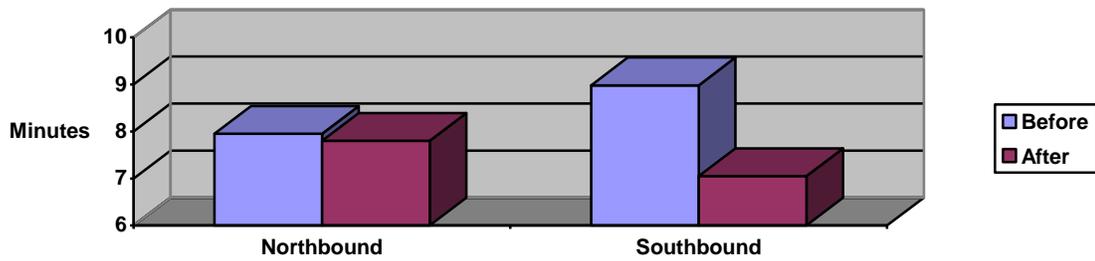


### Jupiter Road Average Travel Times



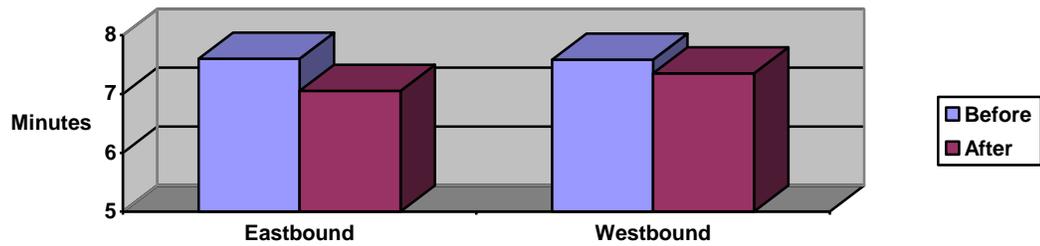
From Plano Parkway to Timberbrook Drive

### Avenue K Average Travel Times

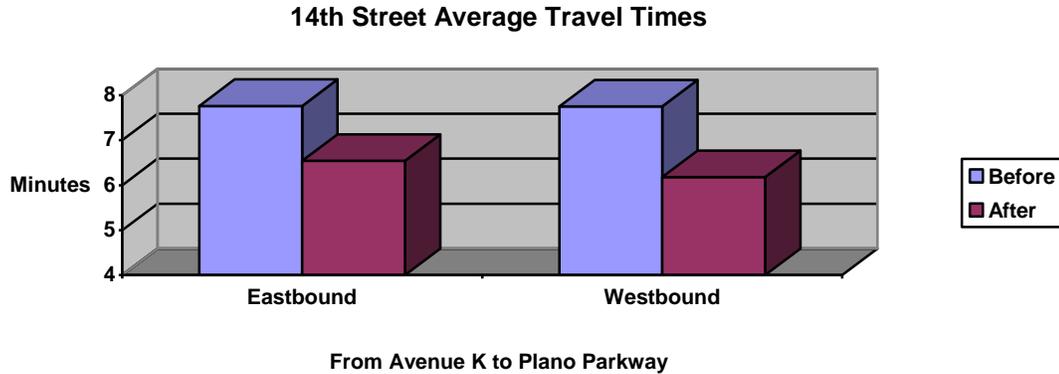


From Plano Parkway to Legacy Drive

### Park Boulevard Average Travel Times



From Republic Drive to Los Rios



### System-wide measurements

Fuel consumption, stops, and delay all contribute to the operating costs incurred by drivers as they pass through a network of roadways. Standing vehicles consume extra fuel while idling, and excessive vehicle stops add additional maintenance costs due to wear and tear on vehicular brake systems. And, because drivers value their personal time, the value of a driver's time while waiting in traffic (excess delay) also contributes to operating costs.

With the assistance of Synchro™ software, staff estimated the delay, stops and fuel consumption for both the “before” and “after” conditions. The methods used to calculate these costs are recognized by the Institute of Transportation Engineers (ITE) and Texas Transportation Institute (TTI) and provide the means to compare the benefits of traffic signal management options. The following monetary values reflect late 2007 economic conditions in Plano.

The costs assumed are:

- \$3.20 per gallon of fuel
- 1.8 cents per stop
- \$16.50 per hour of vehicle delay

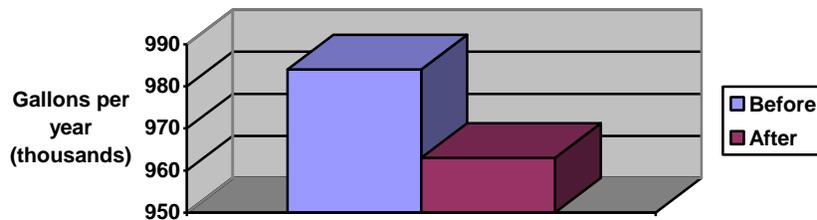
On weekdays, the Zone 3-off peak signal timing pattern operates 9 1/2 hours per day, from 6:00 AM to 6:30 AM, from 9:00 AM to 4:00 PM and from 7:00 PM to 9:00 PM. On weekends, this timing plan runs from 9:00 AM to 9:00 PM. However, because the data used to perform this study were collected only from 11:30 AM to 1:30 PM on weekdays, a period of only two hours, the operating costs in this report will be computed for this time period only. Accordingly, staff based the operating costs on 2.0 hours per day, five days per week, and fifty-two weeks per year.

The revised traffic signal timing has the following effects:

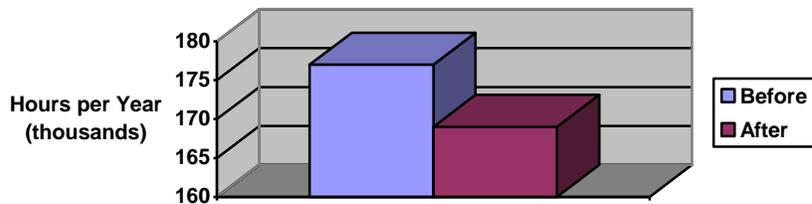
- Reduces fuel consumption by 21,000 gallons per year.
- Reduces stops by 1.4 million per year.
- Reduces delay by 7,500 hours per year
- Reduces operating costs by \$215,943 per year.
- Reduces Carbon Monoxide (CO) emissions by 1.58 tons per year
- Reduces Nitrous Oxide (NOx) emissions by 0.31 tons per year
- Reduces Volatile Organic Compounds (VOC) emissions by 0.37 tons per year

The following charts show the Measures of Effectiveness of the revised signal timing for the system as a whole.

**Total System-Wide Fuel Consumption**

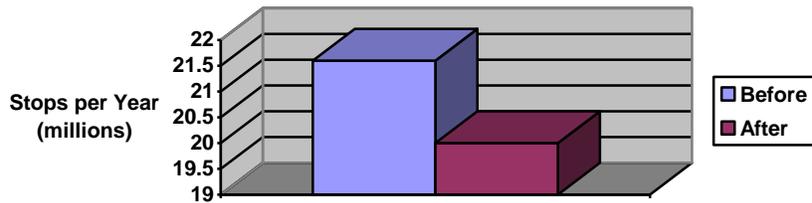


**Total System-Wide Delay**

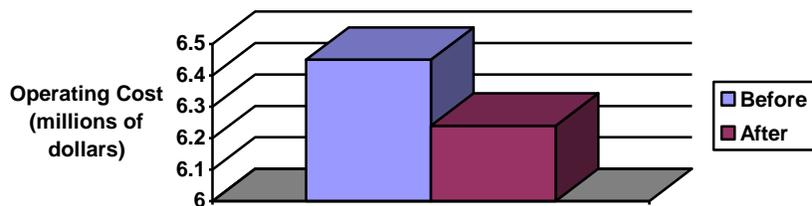


Total delay is the total of the amount of delay experienced by all vehicles for all directions at all traffic signals.

### Total System-Wide Stops



### Total Annual Operating Cost



In summary, the total benefits to the public are as follows:

- The amount of benefit returned to the public for this project is estimated to be \$215,943.
- Labor costs incurred to implement the new timing were approximately \$15,113.
- For every dollar spent on labor, \$14.29 was returned to the public in benefits.
- Although calculated for a one-year period, the benefits of the zone 3 off peak period timing optimization can be expected for two to three years beyond the project's completion.

This is part of an on-going effort. Now that work is completed on the Zone 3 off peak period, staff will turn their attention to the Zone 1 morning peak period and perform a similar effort.

### Comments

It should be noted that the benefit estimate stated above is extremely conservative and that the actual benefits of this project are probably much greater than stated here. As described in a previous section, the timing plans developed with this project operate for 9½ hours per weekday, and twelve hours per day on weekends, which is a total of 71.5 hours per week. The benefits described above apply to only ten of those hours, leaving the benefits of 61.5 hours per week unaccounted for in the measures of effectiveness mentioned above.

Because traffic count data was only acquired from the period from 11:30 AM to 1:30 PM on weekdays, it is not possible to quantify the estimated measures of effectiveness outside this time period. These measures, such as fuel consumption and total delay, require accurate traffic counts. Since traffic counts were not available outside the mid-day period, the measures of effectiveness shown in the last section pertain to the mid-day period only.

Even outside the mid-day period, the public still benefits from the travel time reductions shown in the charts of this document. For example, the approximate ninety-second reduction in eastbound travel time on Parker Road occurs at ten o'clock in the morning, seven-thirty in the evening, or on weekends just as it would during the middle of an average weekday. It is possible that the benefits accrued for every hour of operation outside the mid-day period are less than those accrued during the mid-day period. If these benefits were half of what exists during the mid-day period, the total benefit for this project over 24 hours is \$887,398.

# MEMO

**DATE:** February 28, 2013

**TO:** Honorable Mayor and City Council  
City Manager Glasscock

**THRU:** Diane Zucco, City Secretary

**FROM:** Alice Snyder, Assistant City Secretary

**RE:** **Board and Commission Appointment Process**

I am requesting Council consideration of the annual appointment process and calendar for 2013. The full flyer and application are available at: <http://www.plano.gov/index.aspx?nid=154>

**MARCH-MAY** Council may wish to schedule Board and Commission Review Committee sessions. (The last sessions were held in April and May, 2012)

**MAY** City Secretary Staff determines board members' availability, desire for reappointment and attendance, and provides information to Council on Friday, May 31.

## **Reappointments – June 24, 2013 Council Meeting**

Following this meeting, notices posted on the internet will indicate board openings and contact information for appropriate Staff to field questions from potential applicants when considering submission of an application.

**June 25** – Post vacancies on the City's Web Site.

## **JULY** **Notification Process**

- **Early July** - A general e-blast will be sent to 31,000+ individuals including some of those who pay utility bills online.
- **On the City's website** under the "News" section of the site, it will contain a picture/verbiage directing citizens to the online information.
- **July 11** - Publish board vacancies in the Plano Star Courier.
- **A separate insert inside the utility bills** sent out in July/early August at a cost of approximately \$1,300.

These efforts reflect our continued dedication to paperless and electronic access to information.

AUGUST

**Meet the applicants** –

- One reception to be held on Thursday, August 22 from 6:00 – 7:30 p.m. in the Municipal Center. (PISD classes resume on August 26) Job fair format with tables for those boards with openings.

**Deadline for applications – Friday, August 23**

**Information to Council – Tuesday, August 27 -** Staff will update Council via email when newly reviewed applications are entered.

**Appointments – September 23, 2013 Council Meeting**

OCTOBER/NOVEMBER – New members sworn in on October 14 and take their seats on November 1  
Certificates to outgoing members presented on October 28.

Thank you for your consideration and direction.

Attachments: Draft Schedule  
Board/Commission Overview

# Board/Commission Appointment Process

## May 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Plano Fire-Rescue Awards Ceremony	2	3	4 Plano Fire-Rescue Appreciation Picnic
5	6	7	8	9	10	11 Election Day
12	13 City Council Meeting	14 Plano Police Department Memorial Service	15	16	17	18
19	20 City Council Meeting Canvass	21	22	23	24	25
26	27 Memorial Day Holiday	28 City Council Meeting	29	30	31 Council provided Reappointment Information	

# Board/Commission Appointment Process

## June 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10 City Council Meeting	11	12	13	14	15
16	17	18	19	20 TMCA Conference	21 TMCA Conference	22 TMCA Conference
23 TMCA Conference	24 City Council Meeting Council determines Reappointments	25 Vacancies posted on City's Website	26	27	28	29
30						

# Board/Commission Appointment Process

## July 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 This month: E-blast Website Notice Utility Bill Insert	2	3	4 Independence Day Holiday	5	6
7	8	9	10	11 Vacancies published in Newspaper	12	13
14	15	16	17	18	19	20
21	22 City Council Meeting	23	24 City Council Meeting	25	26	27
28	29	30	31			

# Board/Commission Appointment Process

## August 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 City Council Retreat	6	7 City Council Grant Worksession	8	9	10
11	12 City Council Meeting	13	14	15	16	17 City Council Budget Worksession
18	19 City Council Retreat	20	21	22 Possible Reception 6:00—7:30 pm	23 Application Deadline	24
25	26 City Council Meeting First Day of School	27 Applications Provided to Council	28	29	30	31

# Board/Commission Appointment Process

## September 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Labor Day Holiday	3	4 Public Hearing on Tax Rate	5	6	7
8	9 City Council Meeting	10	11	12	13	14
15	16	17	18	19 Meet and Greet Haggard Library 6:00—7:30 pm	20 Plano Balloofest	21 Plano Balloofest
22 Plano Balloofest ICMA Conference	23 City Council Meeting Appointments ICMA Conference	24 ICMA Conference	25 ICMA Conference	26	27	28
29	30	<p><b>New Members sworn-in on October 14th, receive orientation and take their seats on November 1.</b></p> <p><b>Outgoing Members recognized October 28th.</b></p>				



## Mayor's Message

### Phil Dyer

The City of Plano Boards and Commissions Program is critical to our governance process. Each group is made up of citizen volunteers who share their time and expertise with the community. We encourage you to take an active role in building an effective and responsive municipal government.

Please take a few minutes to read this overview and learn about the opportunities to serve. The rewards of serving your City are immeasurable. If you feel you can contribute, please fill out an application and submit it to the City Secretary's Office. To find other ways to volunteer to serve Plano, please visit [MyVolunteerPage.com](http://MyVolunteerPage.com).

## General Information

The Plano City Council is seeking committed individuals, dedicated to the present and future well-being of Plano, to serve on the City's standing Boards, Commissions and Committees.

All appointees to City Boards, Commissions and Committees must:

- Be residents of the City for at least 12-consecutive months prior to appointment to a board or commission;
- Have a current and valid voter registration;
- Adhere to a Code of Conduct;
- Applicants for final decision-making boards cannot have financial interest in a contract with the City;
- Have no indebtedness to the City (i.e., unpaid taxes, library fines, etc.); and
- **Attend at least 75% of regular meetings.**

In general, it is City Council's policy to appoint persons to a maximum of two terms, however all appointments are made at the discretion of the Council. Please contact the City Secretary's Office or any Council Member for additional information regarding term limitations.

Information and application for Boards & Commissions are available at [www.plano.gov/City\\_Hall/CityGovernment/Boards\\_Commissions](http://www.plano.gov/City_Hall/CityGovernment/Boards_Commissions).

## Board Descriptions

The following dates and times are regularly scheduled meetings and **do not include additional called meetings**. For additional meeting and eligibility information, call the City Secretary's Office at (972) 941-7120. Basic responsibilities of each Board, Commission and Committee include, but are not limited to:

### Animal Shelter Advisory Committee

7 members 2-year terms  
Meetings: 4 times per year (Jan., April, July & Oct.)  
Plano Animal Shelter, 4028 W. Plano Parkway

Promotes awareness of services, procedures and compliance with state regulations. Recommends programs, services and improvements. Members consist of 1 licensed veterinarian, 1 municipal official, 1 person officiating daily at an animal shelter/serving as the City of Plano Animal Services Manager, 1 rep from an animal welfare organization, and the remainder Plano residents.

### The Arts Center of North Texas

7 members 3-year terms  
Meetings: 4 p.m., 3rd Thursday  
Allen City Hall, 305 Century Parkway, Allen

Membership includes 2 persons each from the cities of Plano, Allen and Frisco and 1 at-large rep for the purpose of financing, constructing, owning, managing and operating approved projects for the establishment and operation of a performing arts center.

### Board of Adjustment

5 members, 4 alternates 2-year terms  
Meetings: 3 p.m., 2nd & 4th Tuesdays  
Plano Municipal Center, 1520 K Ave.

Reviews building and site plans whereby variances may be granted to regulations for height, yard, area exterior structure, coverage and parking regulations. May also review plans to grant variances to the regulations concerning sign appeals.

### Building Standards Commission

5 members, 4 alternates 2-year terms  
Meetings: 4 p.m., 3rd Tuesday  
Plano Municipal Center, 1520 K Ave.

Reviews and recommends proposed amendments to the building and fire codes. Hears appeals from decisions of the Building Official or Fire Chief. Hears building code requests to use alternate materials or methods of construction. Hears cases concerning abatement of dangerous buildings.

### Civil Service Commission

3 members 3-year terms  
Meetings: At least every January & as needed  
Plano Municipal Center, 1520 K Ave.

Appointed by the City Manager and confirmed by City Council. Hears appeals related to promotional and disciplinary actions; approves local civil service rules and regulations; approves eligibility and testing parameters for firefighters and police officers covered under Chapter 143 of the Texas Local Government Code. Must be a resident of Plano for 3 years, must be over 25 years of age and must not have held a public office within the preceding 3 years.

### Collin Central Appraisal District

2-year terms  
Meetings: 7 a.m., 4th Thursday  
250 W. Eldorado Pkwy., McKinney  
Determines Appraisal District's goals. Operates as the decision-making body on appraisal district operations.

### Community Relations Commission

8 members 2-year terms  
Meetings: 5:30 p.m., As called (typically meets weekly during April & May)  
Plano Municipal Center, 1520 K Ave.  
Serves as a hearing board to address significant issues as directed by Council. Oversees the Community

Development Block Grant and the Community Service Grants. Reviews and makes recommendations regarding significant community problems impacting the quality of life.

### Cultural Affairs Commission

7 members 2-year terms  
Meetings: 6 p.m., 1st Thursday  
Plano Municipal Center, 1520 K Ave.

Receives annual applications for grants for arts and event activities within Plano. These include Major Arts Grants, Small Arts Grants, Special Event Sponsorship Grants and Urban-Town Center Grants. Recommends to City Council the disposition of funds.

### DART Board

2-year terms  
Meetings: 6:30 p.m., 2nd & 4th Tuesdays  
1401 Pacific Ave., Dallas

City Council appoints 1 member, and jointly appoints 1 shared member with other Metroplex cities to the DART Board, which is the governing board over the regional transportation system.

### Denton Central Appraisal District

2-year terms  
Meetings: 4 p.m., 4th Thursday  
3911 Morse Street, Denton

Determines Appraisal District's goals. Operates as the decision-making body on appraisal district operations.

### Heritage Commission

7 members 2-year terms  
Meetings: 6 p.m., 4th Tuesday  
Plano Municipal Center, 1520 K Ave.

Recommends buildings for heritage designation. Conducts design review for proposed work to buildings and for new construction. Makes recommendations to City Council regarding grants and tax exemptions. Preferably, appointees should have demonstrated interest, competence and knowledge in historic preservation or other disciplines related to historic preservation.

### Library Advisory Board

9 members 2-year terms  
Meetings: 7 p.m., 1st Tuesday (Feb., May, Aug., Nov.)  
W.O. Haggard, Jr. Library, 2501 Coit Rd.

Advises Council on matters relating to the operations of the Library Department. Reviews various library policies and recommends programs, services and improvements.

### Multicultural Outreach Roundtable (MCOR)

Membership varies in size  
Meetings: 7 p.m., 2nd Tuesday  
Plano Municipal Center, 1520 K Ave.

Partners with the City Council and the diverse citizens of Plano encouraging understanding and participation in the government process and fulfilling the needs and desires of its diverse citizens. **No application is required.**

### North Texas Municipal Water District

2 members 2-year terms  
Meetings: 4 p.m., 4th Thursday  
NTMWD, 505 E. Brown, Wylie

Governing board overseeing regional water, wastewater and solid waste systems.

### Parks and Recreation Planning Board

7 members 2-year terms  
Meetings: 6:30 p.m., 1st Tuesday (Jan., April, May, Aug., Oct.)

Various Parks and Recreation facilities  
Makes recommendations regarding park land acquisitions and park master plan, Parks and Recreation Capital Improvement Program, bond referenda, park facility-user fees; and analyzes long range Parks and Recreation facility needs. Reviews and approves master plans for development or improvement of parks and recreation facilities.

### Photographic Traffic Signal Advisory Committee

8 members 2-year terms  
Meetings: As needed  
Plano Municipal Center, 1520 K Ave.

Each City Council member appoints 1 member. Serves as an advisory committee to the City Council on the installation and operation of Plano's photographic (Red Light Camera) traffic signal enforcement system at newly selected intersection approaches pursuant to Chapter 707 of the Texas Transportation Code.

### Planning and Zoning Commission

8 members 2-year terms  
Meetings: 7 p.m., 1st & 3rd Mondays & worksessions  
Plano Municipal Center, 1520 K Ave.

Makes recommendations to Council on updates to the City's Comprehensive Plan, and on zoning and rezoning petitions, including amendments to zoning regulations. Hears and takes action on site plans and plats for new development and redevelopment projects.

### Plano Housing Authority (PHA)

5 members 2-year terms  
Meetings: 6:30 p.m., 4th Tuesday  
PHA Office, 1740 G Ave.

Governance and administrative control of low-income housing project and programs.

### Retirement Security Plan Committee (RSP)

5 members 2-year terms  
Meetings: 4 times per year (Jan., Apr., July & Oct.)

Plano Municipal Center, 1520 K Ave.

City Manager appoints 3 City employees and 2 non-employees who administer/hold fiduciary responsibility for the RSP Trust.

### Self Sufficiency Committee

8 members 2-year terms  
+1 appointed from Plano Housing Authority  
Meetings: 6:30 p.m., 1st Monday  
PHA Office, 1740 G Ave.

Works with the Plano Housing Authority to provide oversight for a self sufficiency program for residents of housing administered by the Housing Authority.

### Senior Citizens Advisory Board

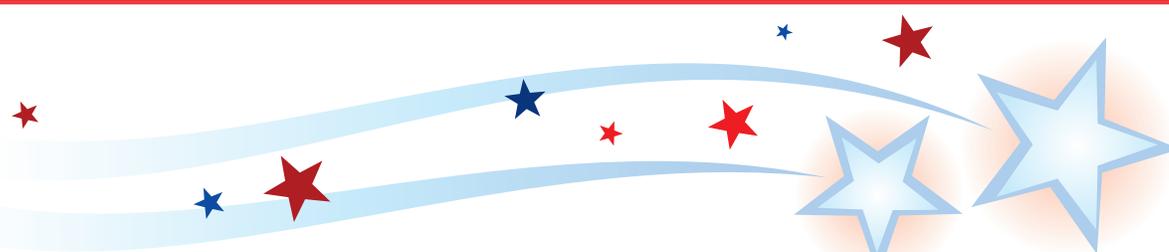
9 members 2-year terms  
Meetings: 5 p.m., 1st Thursday (Jan., April, July, Oct.)  
Various locations

Recommends and advises City Council on issues that are important to seniors living in Plano.

### Tax Increment Financing Reinvestment Zone No. 2 Board (East TIF)

5 to 15 members 2-year terms  
Meetings: As called by members  
Plano Municipal Center, 1520 K Ave.

Makes recommendations to the City Council concerning the administration of the TIF in the zone.



**Calling all Citizens of Plano**  
**Be a shining star for your community!**  
**Apply to the City of Plano Boards & Commissions\*\***

**As Easy as 1-2-3!**

1. Log on to:  
[www.plano.gov/City\\_Hall/CityGovernment/Boards\\_Commissions](http://www.plano.gov/City_Hall/CityGovernment/Boards_Commissions)
2. Check available positions
3. Complete the online application and submit, or mail to:  
 City Secretary's Office  
 City of Plano  
 P.O. Box 860358  
 Plano, TX 75086-0358

If you would like an application mailed to you or have any questions, please contact the City Secretary's Office at (972) 941-7120 or [citysecretary@plano.gov](mailto:citysecretary@plano.gov).

Please join us at one of the following receptions:



**Thursday, August 16, 2012**  
**6:30-8 p.m.**  
**Plano Municipal Center--Training Room A**  
**1520 K Avenue**

or



**Thursday, August 23, 2012**  
**6:30-8 p.m.**  
**Plano Municipal Center--Training Room A**  
**1520 K Avenue**

**Boards, Commissions & Committees**

**Check our website for available positions**

- |                                     |  |  |
|-------------------------------------|--|--|
| ✦ Animal Shelter Advisory           | ✦ Cultural Affairs                     | ✦ Photographic Traffic Signal Advisory |
| ✦ The Arts Center of North Texas    | ✦ DART Board                           | ✦ Planning & Zoning                    |
| ✦ Board of Adjustment               | ✦ Denton Central Appraisal District    | ✦ Plano Housing Authority              |
| ✦ Building Standards                | ✦ Heritage Commission                  | ✦ Retirement Security Plan             |
| ✦ Civil Service                     | ✦ Library Advisory                     | ✦ Self Sufficiency                     |
| ✦ Collin Central Appraisal District | ✦ North Texas Municipal Water District | ✦ Senior Citizens Advisory             |
| ✦ Community Relations               | ✦ Parks & Recreation                   | ✦ TIF #2                               |

\*\*Must be a Plano resident for the past 12 months and a registered voter with no indebtedness to the City (i.e. library fines, utilities, alarm permits, property taxes, etc.).



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## Discussion/Action Items for Future Council Agendas

### March 25

- Briefing re 2013 Mosquito Management Program
- Presentation of the 2011-12 Status Report and Three-Year Financial Forecast
- DART Report

**Zoning Case 2012-53** - Request to rescind Specific Use Permit #253 for Private Club on 1.6± acres located on the north side of 15th Street and 690± feet west of U.S. Highway 75. Zoned Corridor Commercial with Specific Use Permit #253 for Private Club.

**Zoning Case 2012-54** - Request to rescind Specific Use Permit #553 for Private Club on 0.1± acre located 105± feet east of Preston Road and 330± feet south of McDermott Road. Zoned Planned Development-20-Mixed Use with Specific Use Permit #553 for Private Club.

**Zoning Case 2012-55** - Request to rescind Specific Use Permit #314 for Private Club on 2.0± acres located at the southeast corner of Preston Road and Preston Park Boulevard. Zoned Planned Development-186-Retail/General Office with Specific Use Permit #313 for Restaurant, Specific Use Permit #339 for Arcade, and Specific Use Permit #314 for Private Club.

**Zoning Case 2012-56** - Request to rescind Specific Use Permit #420 for Private Club on 2.7± acres located on the east side of the Dallas North Tollway, 200± feet south of Park Boulevard. Zoned Regional Commercial/Dallas North Tollway Overlay District with Specific Use Permit #420 for Private Club.

**Zoning Case 2012-58** - Request to rescind Specific Use Permit #558 for Private Club on 0.1± acre located 130± feet south of Park Boulevard and 50± feet west of Preston Park Boulevard. Zoned Planned Development-189-Retail/General Office/Preston Road Overlay District with Specific Use Permit #558 for Private Club.

**Zoning Case 2012-59** - Request to rescind Specific Use Permit #77 for Private Club on 0.1± acre located 400± feet north of Plano Parkway and 950± feet east of Alma Drive. Zoned Corridor Commercial with Specific Use Permit #77 for Private Club.

### April 8

- North Texas Municipal Water District Report

***April 13 – Plano Police Department Award Ceremony –  
Fairview Corral Barn – 6 pm***

***April 18 – Telephone Town Hall Meeting – Municipal Center – 7-8 pm***

## **April 22**

- Comprehensive Monthly Financial Report

***May 1 – Plano Fire-Rescue Awards Ceremony –  
Council Chambers – 5:30 pm***

***May 4 – Plano Fire-Rescue Appreciation Picnic –  
Heritage Farmstead – 12 noon – 4 pm***

***May 11 – Election Day***

## **May 13**

***May 14 – Plano Police Department Memorial Service –  
Haggard Park – 11 am***

## **May 20**

- Canvass

***May 27 – Memorial Day***

## **May 28 (Tuesday)**

- Comprehensive Monthly Financial Report

## **June 10**

- DART Report

***June 20-23 – TCMA Conference, San Marcos***

**June 24**

**July 4<sup>th</sup> – Independence Day**

**July 22**

- Comprehensive Monthly Financial Report

**July 24 (Wednesday)**

- Budget Presentation

***August 5 – City Council Retreat – 6 pm***

**August 7 (Wednesday)**

- Grant Worksession

**August 12**

- Public Hearing on Operating Budget/Community Investment Program
- Approval of Appraisal Roll
- Consider Proposed Tax Rate