

Town of Purcellville Annual Business Survey 2010

Executive Summary

Methodology and Purpose

The Town of Purcellville conducted its inaugural *Annual Business Survey* in December 2010. Through the use of a systematic sampling method, the Town mailed the survey to 156 randomly selected Town of Purcellville businesses out of 502 business addresses. To ensure that all Town business license categories would be represented in the survey, the business license list was printed by category before addresses were selected. The categories include Business Personal, Local Contractor, Manufacturer, Money Lending, Professional, Real Estate, Repair Service, Restaurant, Retail, and Wholesale. The proportion of each business category represented in the total list was calculated to determine how many business from each category should be in the survey sample. For six of the 10 categories, every third business was chosen. Two categories only had two businesses each and all were sent surveys. Also, two other categories only had twelve and ten businesses, respectively, and every fourth business was selected from each of these categories.

Businesses were asked to either complete and return a hard copy of the survey to the Town using the self-addressed, stamped envelope or to complete the online version using SurveyMonkey™ over a four-week period. Of the 156 surveys mailed, the Town received 38 responses (36 via mail, 2 online) for a response rate of 24.4 percent. In general, a response rate of 25 percent is high for a mail questionnaire using a single mailing.

The survey is a means to provide valuable feedback and input about satisfaction with Town services and issues such as parking for the business community. It is an

opportunity to receive direct feedback from Town of Purcellville businesses about how the Town is doing and how it can improve. Objectives of the survey are to expand direct business feedback on Town services and “business-friendly” indicators as objectively as possible; evaluate satisfaction with services from the vantage point of those being served; determine reasons for dissatisfaction in order to guide Town action to improve services; obtain information about business satisfaction with the courtesy and helpfulness of Town employees and the appropriateness and timeliness of their responses to requests; find out the views on public and private parking opportunities for business customers and employees; how the Town rates as a place to run a business; and determine which services the businesses are most pleased with and why. The Town will conduct a similar survey every year and use the information to develop objectives as well as on-going continuous improvement plans.

Prior to the distribution of the survey, it was reviewed by the Town Council committee, Ways and Means, at its regular meetings in September 2010 and November 2010. Survey instruments used by jurisdictions for feedback from businesses are not as readily available as general citizen surveys. The survey that was ultimately approved mirrors the Town’s recent *Annual Citizen Survey* rather than one solely from benchmarking peers.

This analysis uses a 90 percent confidence interval since it is considered to be quite adequate for most surveys conducted by local and state governments and permits smaller and less expensive samples. In this case, the sample size of 38 out of a total town business population of 502 with a 90 percent confidence interval includes a 12.9 percent error level using the 50 percent threshold. In other words, there would be a 90 out of 100 chance that, if 50 percent gave the same answer to a question, the percentage of the total population giving that answer would fall between 37.1 percent and 62.9 percent.

The *Appendix* includes the complete survey results and verbatim responses for open ended questions that were compiled by staff using SurveyMonkey™.

Key Findings

Based on an analysis of the survey data, the following are key findings:

Respondents were asked to indicate how they rate Town services including Police, Administration (Town Manager's Office), Public Works, Public Utilities, Refuse and Waste Collection, Finance, and Planning. The options presented for each service included 'Outstanding,' 'Very Good,' 'Good,' 'Poor,' 'Unacceptable,' and 'No Contact.' For purposes of analysis and to summarize the data, the categories 'Outstanding,' 'Very Good,' and 'Good' are combined into a key category, 'Satisfied,' and 'Poor' and 'Unacceptable' are combined into another key category, 'Dissatisfied.'

Police: The Police Department description on the survey includes neighborhood programs, patrol, business checks, and community outreach. 86.4 percent of respondents are 'satisfied' with the Police department. Of this percentage, 40.5 percent rated the department as 'very good,' 32.4 percent rated it as 'outstanding,' and 13.5 percent said the department is 'good.' Of all department services in the survey, the Police Department received the highest ratings in both the 'outstanding' and 'very good' categories. 5.4 percent ('unacceptable') are 'dissatisfied' with the department and 8.1 percent reported that they have had 'no contact' with the Purcellville Police.

Administration (Town Manager's Office): Inquiries and complaints, public information, special events, and facilities are the items used to describe functions of Administration on the survey. 86.4 percent of respondents are satisfied with services provided by the Administration department with 35.1 percent rating the department as 'very good,' 27 percent rating it as 'outstanding,' and 24.3 percent rating it as 'good.' One

respondent, or 2.7 percent, is 'dissatisfied' and 10.8 percent have had no contact with the Administration department's services.

Public Works: Streets, signals, signs, landscaping, and snow removal are services associated with Public Works on the survey. 91.8 percent of respondents indicated they are 'satisfied' with the department which is the highest rated department in terms of total 'satisfaction.' 37.8 percent rated the department as 'good,' 29.7 percent gave it a rating of 'very good,' and 24.3 percent of respondents felt that the department is 'outstanding.' 2.7 percent of respondents, or one respondent, indicated 'dissatisfaction' with the department's services, and 5.4 percent have had 'no contact' with Public Works.

Public Utilities: The Public Utilities function is described in the survey as water treatment and distribution and sanitary sewer. 86.9 percent respondents are 'satisfied' with this service with 39.5 percent indicating that it is 'good' which is the highest percentage rating given at this rating level. 23.7 percent of respondents rated Public Utilities as 'outstanding' and another 23.7 percent gave it a response of 'very good.' 2.6 percent of respondents, or one respondent, is 'dissatisfied' with Public Utilities' services and 10.5 percent, or four persons, report 'no contact' with Public Utilities.

Refuse and Waste Collection: In this service area, the survey attributes regular waste, yard waste, and recycling to Refuse and Waste Collection. Overall, 67.5 percent of respondents are 'satisfied' with this service. The largest percentage, 24.3 percent, is in both the 'very good' and 'good' ratings while 18.9 percent of respondents rate the service as 'outstanding.' In regards to 'dissatisfaction,' 5.4 percent of the responses, or two responses, fall into the 'poor' category. Ten respondents, or 27 percent, reported 'no contact' which is the highest response rate in this category. The Town's private contractor, American Disposal, does not collect commercial and business refuse

and recycling except for certain small businesses located in residential areas that have been historically collected on an ad hoc basis.

Finance: The Town's Finance function is described as budget development, customer support on fiscal items, and tax and utility billing on the survey. 61.1 percent of respondents are 'satisfied' with 25 percent giving a rating of 'good,' 19.4 percent responding with 'very good,' and 16.7 percent giving the highest mark of 'outstanding.' 13.9 percent of respondents are 'dissatisfied' with the Finance function, and this percentage includes 11.1 percent rating the service as 'poor' and 2.8 percent, or one respondent, rating the service as 'unacceptable.' Nine respondents, or 25 percent, indicated that they have had 'no contact' with Finance.

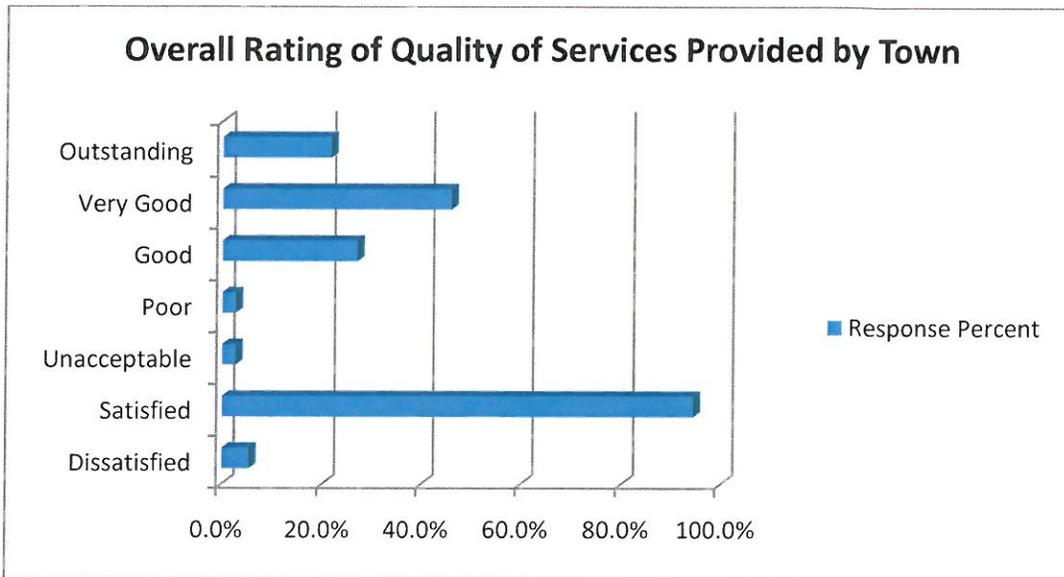
Planning: Comprehensive planning, zoning enforcement, site plan, architectural review and zoning permit approval are the categories used to explain the Town's Planning services. 58.3 percent of respondents are 'satisfied' with Planning services. Of this total, 27.8 percent rated it as 'good,' 22.2 percent as 'very good,' and 8.3 percent as 'outstanding.' 25 percent of respondents are 'dissatisfied' with 13.9 percent giving the 'unacceptable' response and 6.3 percent responding with 'poor.' Six respondents, or 16.7 percent, indicated that they have had 'no contact' with the Planning function.

Summary of Town Services Ratings: The table on the following page summarizes the ratings of Town services.

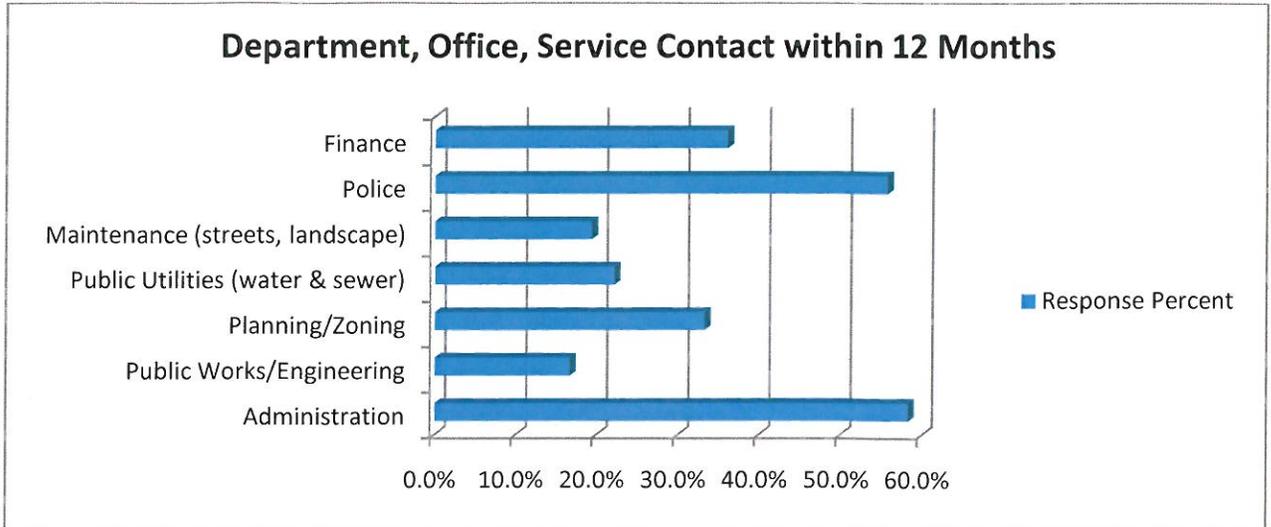
Quality of Town Services by Percentage except where indicated*												
Service	Satisfied		Dissatisfied		Outstanding						No Contact	No. of Responses
Police	86.4	5.4	32.4	40.5	13.5	0.0	5.4	8.1	37			
Administration	86.4	2.7	27.0	35.1	24.3	2.7	0.0	10.8	37			
Public Works	91.8	2.7	24.3	29.7	37.8	0.0	2.7	5.4	37			
Public Utilities	86.9	2.6	23.7	23.7	39.5	0.0	2.6	10.5	38			
Refuse and Waste Collection	67.5	5.4	18.9	24.3	24.3	5.4	0.0	27.0	37			
Finance	61.1	13.9	16.7	19.4	25.0	11.1	2.8	25.0	36			
Planning	58.3	25.0	8.3	22.2	27.8	11.1	13.9	16.7	36			
Average	76.9	8.2	21.6	27.8	27.5	4.3	3.9	14.8	36.9			

*The highest response rate or number is in bold italics for each response category.

Quality of Services: The survey asked, “Overall, how do you rate the quality of services the Town of Purcellville provides?” 94.5 percent of respondents are ‘satisfied’ with the quality of services the Town provides. Of this total percentage, 45.9 percent rated services as ‘very good,’ 27 percent as ‘good,’ and 21.6 percent as ‘outstanding.’ Two respondents, or 5.4 percent, indicated ‘dissatisfaction’ with the Town’s overall quality of services.



Contact with Town departments: Respondents were asked which department, office or service they had direct contact with within the last 12 months. The responses are shown in the bar chart on the following page.



When respondents were asked to select and rate departments with which they had direct contact, 58.3 percent (21 responses) selected Administration, 55.6 percent (20 responses) selected Police, 36.1 percent (13 responses) selected Finance, 33.3 percent (12 responses) selected Planning and Zoning, 22.2 percent (8 responses) selected Public Utilities, 19.4 percent (7 responses) selected Maintenance, and 16.7 percent (6 responses) selected Public Works/Engineering. In regards to the rating section of this question, 88.6 percent of respondents are satisfied with the department’s responsiveness to concerns and problems. 42.9 percent of the responses fall into the ‘very good’ category, 37.1 percent in the ‘outstanding’ category, and 8.6 percent in the ‘good’ category. 11.4 percent of respondents, or four persons, are ‘dissatisfied’ with the departmental responsiveness to concerns. Two of the four responses fall into the ‘poor’ category and the remaining two in ‘unacceptable.’

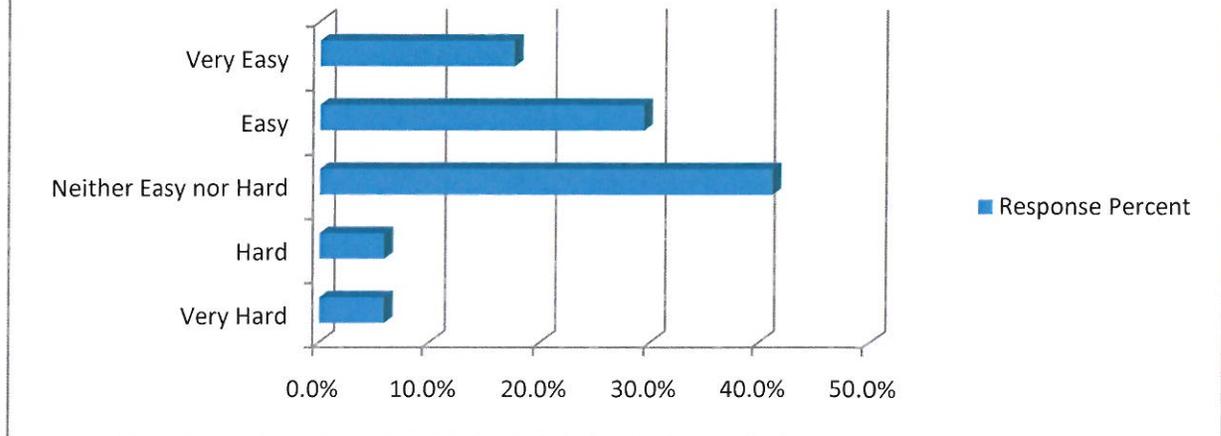
A related measure of contact the survey employs is to find out how respondents rate the courtesy of a particular department’s personnel and how they were treated by the employee(s). 88.9 percent are ‘satisfied’ and 11.1 percent are ‘dissatisfied’ in this area. The next question in regards to contact with departments asks respondents to rate their level of satisfaction with the outcome of their dealings with that department. 91.7 percent

of respondents are 'satisfied' with the outcome of their dealings with 41.7 percent rating it as 'very good,' 38.9 percent as 'outstanding,' and 11.1 percent as 'good.' 8.4 percent indicated 'dissatisfaction' with the outcomes with 5.6 percent selecting the 'poor' response and 2.8 percent choosing 'unacceptable.'

Value of Services: The Town is interested in understanding if businesses feel they are getting their money's worth from Town Government. In response to the questions, "Overall, how would you rate the value of services that you receive," 91.2 percent are 'satisfied' that they are getting their money's worth. 44.1 percent say the value of services is 'good' and another 35.3 percent responded with 'very good.' 11.8 percent rate the value of services as 'outstanding.' 8.8 percent of respondents, or three respondents, are 'dissatisfied' with this figure including 5.9 percent in the 'poor' ranking and 2.9 percent in the 'unacceptable' category.

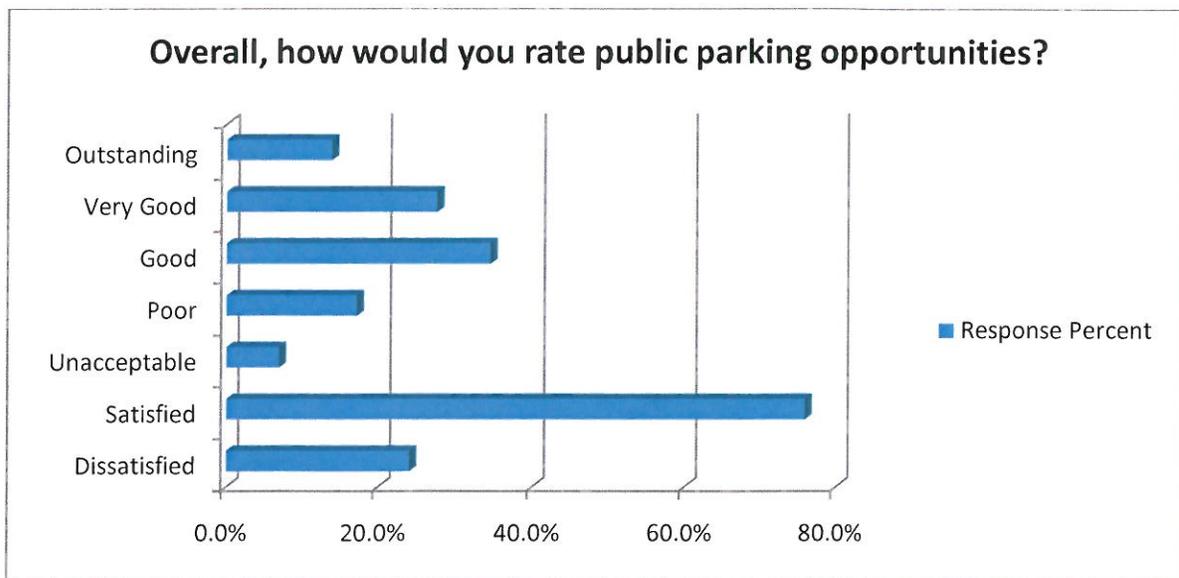
Ease of Doing Business: Service provision is further explored in the survey by asking how easy it is to do business with the Town of Purcellville. 29.4 percent of respondents said it is 'easy' to access services and 17.6 percent said it is 'very easy.' The highest rating on this question, 41.2 percent, said it is 'neither easy nor hard.' 5.9 percent of respondents, or two respondents, indicated that it is 'hard' to access Town services and another 5.9 percent of respondents said it is 'very hard.' The responses are depicted in the bar graph on the next page.

Overall, how easy is it to do business with the Town?

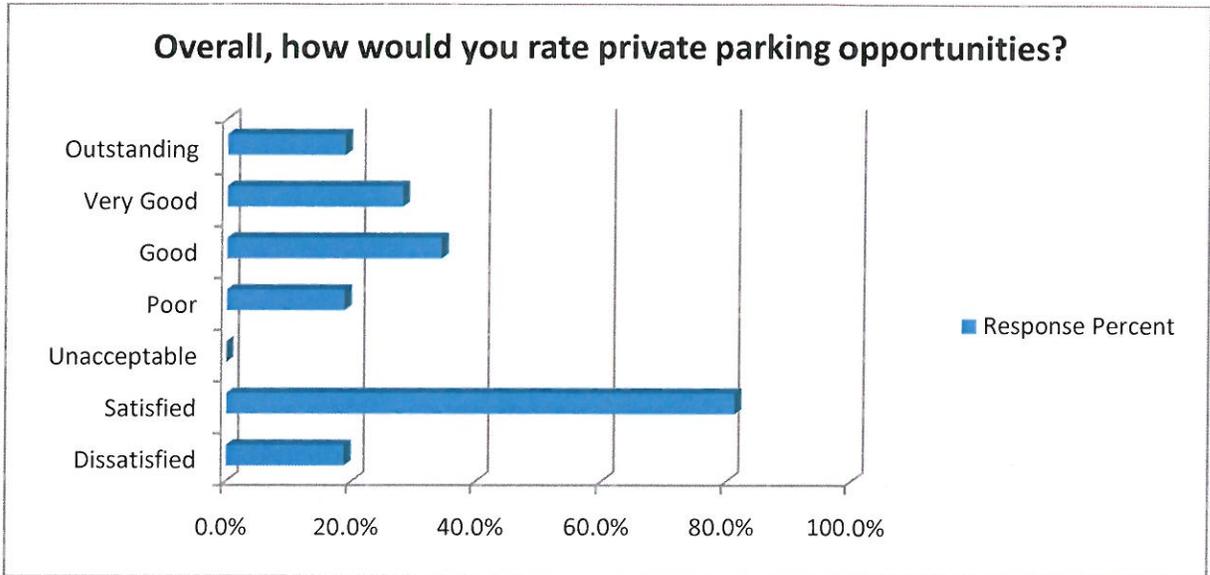


Public and Private Parking Opportunities for Customers and Employees: 75.9 percent of respondents are ‘satisfied’ with **public** parking opportunities with the largest percentage, 34.5 percent, in the ‘good’ category. 27.6 percent of respondents indicated that public parking is ‘very good,’ and 13.8 percent said ‘outstanding.’ 24.1 percent are ‘dissatisfied’ with 17.2 percent of that total percentage in the ‘poor’ category and 6.9 percent in the ‘unacceptable’ category.”

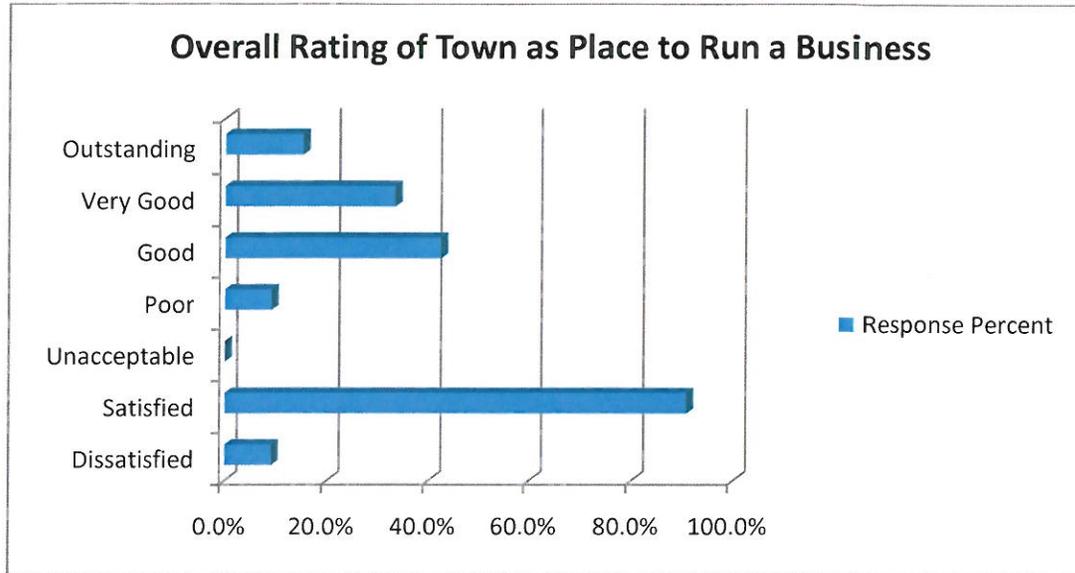
Overall, how would you rate public parking opportunities?



81.3 percent of respondents are 'satisfied' with *private* parking opportunities with the largest percentage, 34.4 percent, in the 'good' category. 28.1 percent of respondents indicated that public parking is 'very good,' and 18.8 percent said 'outstanding.' 18.8 percent are 'dissatisfied' with all of this percentage in the 'poor' category.



The Town as a Place to Run a Business: The survey asks, “Overall, how would you rate the Town of Purcellville as a place to run a business?” 90.9 percent of respondents are 'satisfied' overall with the Town as a place to run a business with 42.4 percent classifying it as 'good,' 33.3 percent as 'very good,' and 15.2 percent as 'outstanding.' The remaining three responses, or 9.1 percent, rated overall the Town as a place to run a business as 'poor.' The responses are shown in the bar chart on the following page.



A similar question was asked, “Would you recommend the Town of Purcellville to another business looking to expand or operate a business within our community?” Of the 25 respondents who answered the question, 20 respondents, or 80 percent, answered that they ‘would recommend the Town to another business’ and the remaining 5 respondents, or 20 percent, said they ‘would not recommend the Town to another business.’ The complete responses to this question are included in the *Appendix*.

Profile of Respondents: 100 percent of respondents are business owners who have operated in Town limits, on average, for 11.3 years (median = 8, mode = 8). The average number of employees in the respondent’s business is 5.8 with a median of 2 and a mode of 1. The business locations of the 33 out of 38 respondents who answered the question are spread throughout town as follows: Home-Based (24.2 percent), Downtown Renaissance (21.2 percent), Hirst Road/Industrial Park (15.2 percent), Shopping Centers/Malls (15.2 percent), West End (12.1 percent), and East End (12.1 percent).

The complete survey results as compiled in SurveyMonkey™ are attached to this *Executive Summary* in the *Appendix* including responses to the questions:

- Why did you choose to locate your business in Purcellville?
- Would you recommend the Town of Purcellville to another business looking to expand or operate a business within our community?
- What do you feel are the most important challenges over the next several years that face your business in Purcellville?
- What can the Town of Purcellville do to ensure your business succeeds?
- What Town service(s) are you most pleased with? Why?
- What is the most important thing the Town can do to improve your level of satisfaction with Town services?

1. Your name and address (optional):

The business names and addresses of survey respondents have been removed to ensure anonymity and privacy.

Response
Count

25

answered question

25

skipped question

13

2. Street Name (required):

The business names and addresses of survey respondents have been removed to ensure anonymity and privacy.

Response
Count

38

answered question

38

skipped question

0

3. Business Location:			Response Percent	Response Count
Downtown Renaissance			21.2%	7
West End			12.1%	4
East End			12.1%	4
Hirst Rd/Industrial Park			15.2%	5
Shopping Centers/Malls			15.2%	5
Home Based			24.2%	8
			answered question	33
			skipped question	5

4. Status:			Response Percent	Response Count
Owner			100.0%	20
Manager			0.0%	0
			answered question	20
			skipped question	18

5. Years Operating Business in Town limits:			Response Count	
Details provided on Pg. 15			31	
			answered question	31
			skipped question	7

6. Number of Employees:

Details provided on Pg. 16		Response Count
		30
	answered question	30
	skipped question	8

7. Police (patrol, business checks, neighborhood programs, community outreach)

		Response Percent	Response Count
Outstanding		32.4%	12
Very Good		40.5%	15
Good		13.5%	5
Poor		0.0%	0
Unacceptable		5.4%	2
No Contact		8.1%	3
	answered question		37
	skipped question		1

8. Administration (Town Manager's Office) (inquiries/complaints, public information, special events, facilities)

		Response Percent	Response Count
Outstanding		27.0%	10
Very Good		35.1%	13
Good		24.3%	9
Poor		2.7%	1
Unacceptable		0.0%	0
No Contact		10.8%	4
answered question			37
skipped question			1

9. Public Works (streets, signals, signs, landscaping, snow removal)

		Response Percent	Response Count
Outstanding		24.3%	9
Very Good		29.7%	11
Good		37.8%	14
Poor		0.0%	0
Unacceptable		2.7%	1
No Contact		5.4%	2
answered question			37
skipped question			1

10. Public Utilities (water treatment & distribution, sanitary sewer)

		Response Percent	Response Count
Outstanding		23.7%	9
Very Good		23.7%	9
Good		39.5%	15
Poor		0.0%	0
Unacceptable		2.6%	1
No Contact		10.5%	4
answered question			38
skipped question			0

11. Refuse and Waste Collection (regular waste, yard waste, recycling)

		Response Percent	Response Count
Outstanding		18.9%	7
Very Good		24.3%	9
Good		24.3%	9
Poor		5.4%	2
Unacceptable		0.0%	0
No Contact		27.0%	10
answered question			37
skipped question			1

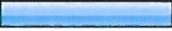
12. Finance (budget development, customer support on fiscal items, tax/utility billing)

		Response Percent	Response Count
Outstanding		16.7%	6
Very Good		19.4%	7
Good		25.0%	9
Poor		11.1%	4
Unacceptable		2.8%	1
No Contact		25.0%	9
answered question			36
skipped question			2

13. Planning (comprehensive planning, zoning enforcement, site plan, architectural review and zoning permit approval)

		Response Percent	Response Count
Outstanding		8.3%	3
Very Good		22.2%	8
Good		27.8%	10
Poor		11.1%	4
Unacceptable		13.9%	5
No Contact		16.7%	6
answered question			36
skipped question			2

14. Overall, how do you rate the quality of services the Town of Purcellville provides?

		Response Percent	Response Count
Outstanding		21.6%	8
Very Good		45.9%	17
Good		27.0%	10
Poor		2.7%	1
Unacceptable		2.7%	1
answered question			37
skipped question			1

15. Which department, office or service have you had direct contact within the last 12 months? (select as many as apply)

		Response Percent	Response Count
Administration (Town Manager's Office)		58.3%	21
Public Works/Engineering		16.7%	6
Planning/Zoning		33.3%	12
Public Utilities (water & sewer)		22.2%	8
Maintenance (streets, landscape)		19.4%	7
Police		55.6%	20
Finance		36.1%	13
answered question			36
skipped question			2

16. Please pick and rate one department with which you have the most direct contact.

Town Departments

	Administration (Town Manager's Office)	Finance	Maintenance (streets, landscape)	Planning/ Zoning
Selected department	31.4% (11)	20.0% (7)	2.9% (1)	14.3% (5)

17. Rate the department on its responsiveness to your concerns/problems.

		Response Percent	Response Count
Outstanding		37.1%	13
Very Good		42.9%	15
Good		8.6%	3
Poor		5.7%	2
Unacceptable		5.7%	2
		answered question	35
		skipped question	3

18. Rate the courtesy with which that department 's personnel treated you.

		Response Percent	Response Count
Outstanding		41.7%	15
Very Good		38.9%	14
Good		8.3%	3
Poor		5.6%	2
Unacceptable		5.6%	2
answered question			36
skipped question			2

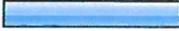
19. Rate your level of satisfaction with the outcome of your dealings with that department.

		Response Percent	Response Count
Outstanding		38.9%	14
Very Good		41.7%	15
Good		11.1%	4
Poor		5.6%	2
Unacceptable		2.8%	1
answered question			36
skipped question			2

20. Overall, how would you rate the value of services that you receive? (Do you get your money 's worth from Town Government?)

		Response Percent	Response Count
Outstanding		11.8%	4
Very Good		35.3%	12
Good		44.1%	15
Poor		5.9%	2
Unacceptable		2.9%	1
answered question			34
skipped question			4

21. Overall, how would you rate the public parking opportunities for your customers and employees?

		Response Percent	Response Count
Outstanding		13.8%	4
Very Good		27.6%	8
Good		34.5%	10
Poor		17.2%	5
Unacceptable		6.9%	2
answered question			29
skipped question			9

22. Overall, how would you rate the private parking opportunities for your customers and employees?

		Response Percent	Response Count
Outstanding		18.8%	6
Very Good		28.1%	9
Good		34.4%	11
Poor		18.8%	6
Unacceptable		0.0%	0
		answered question	32
		skipped question	6

23. Overall, how easy it is to do business with the Town of Purcellville?

		Response Percent	Response Count
Very Easy		17.6%	6
Easy		29.4%	10
Neither Easy nor Hard		41.2%	14
Hard		5.9%	2
Very Hard		5.9%	2
		answered question	34
		skipped question	4

24. Overall, how would you rate the Town of Purcellville as a place to run a business?		
	Response Percent	Response Count
Outstanding 	15.2%	5
Very Good 	33.3%	11
Good 	42.4%	14
Poor 	9.1%	3
Unacceptable	0.0%	0
	answered question	33
	skipped question	5

25. Why did you choose to locate your business in Purcellville?	
Details provided on Pg. 17	Response Count
	32
	answered question 32
	skipped question 6

26. Would you recommend the Town of Purcellville to another business looking to expand or operate a business within our community?	
Details provided on Pg. 18	Response Count
	32
	answered question 32
	skipped question 6

27. What do you feel are the most important challenges over the next several years that face your business in Purcellville?

Details provided on
Pg. 19

Response
Count

31

answered question

31

skipped question

7

28. What can the Town of Purcellville do to ensure your business succeeds?

Details provided on
Pg. 20

Response
Count

27

answered question

27

skipped question

11

29. What Town service(s) are you most pleased with? Why?

Details provided on
Pg. 21

Response
Count

26

answered question

26

skipped question

12

30. What is the most important thing the Town can do to improve your level of satisfaction with Town services?

Details provided on
Pg. 22

Response
Count

26

answered question

26

skipped question

12

2. Your name and address (optional):

Response Text

Redacted to preserve respondent's privacy

3. Street Name (required):

Response Text

Redacted to preserve respondent's privacy

6. Years Operating Business in Town limits:

		Response Text
1	8	Mar 2, 2011 4:44 PM
2	2	Mar 2, 2011 5:11 PM
3	6 months	Mar 2, 2011 7:11 PM
4	3	Mar 2, 2011 7:38 PM
5	104	Mar 2, 2011 7:46 PM
6	12	Mar 2, 2011 7:57 PM
7	20	Mar 2, 2011 8:07 PM
8	2005	Mar 2, 2011 8:13 PM
9	7	Mar 2, 2011 8:25 PM
10	8	Mar 2, 2011 9:01 PM
11	20	Mar 2, 2011 9:05 PM
12	5	Mar 2, 2011 9:22 PM
13	5	Mar 3, 2011 10:20 PM
14	20+	Mar 3, 2011 10:30 PM
15	12	Mar 3, 2011 10:34 PM
16	1	Mar 3, 2011 10:43 PM
17	10	Mar 3, 2011 10:48 PM
18	11	Mar 3, 2011 10:52 PM
19	1	Mar 3, 2011 10:57 PM
20	1	Mar 4, 2011 6:46 PM
21	13	Mar 4, 2011 7:00 PM
22	16	Mar 4, 2011 7:34 PM
23	11	Mar 4, 2011 7:38 PM
24	8	Mar 4, 2011 7:44 PM
25	5 months	Mar 4, 2011 7:51 PM
26	3.5	Mar 4, 2011 7:56 PM
27	6	Mar 4, 2011 9:40 PM
28	16	Mar 4, 2011 9:46 PM
29	15	Mar 4, 2011 9:53 PM
30	2.5	Mar 4, 2011 10:16 PM
31	5	Mar 4, 2011 10:26 PM

7. Number of Employees

		Response Text
1	2	Mar 2, 2011 4:44 PM
2	3	Mar 2, 2011 5:11 PM
3	0	Mar 2, 2011 7:11 PM
4	1	Mar 2, 2011 7:38 PM
5	3 full time	Mar 2, 2011 7:46 PM
6	2	Mar 2, 2011 7:57 PM
7	4	Mar 2, 2011 8:07 PM
8	0	Mar 2, 2011 8:25 PM
9	2	Mar 2, 2011 9:01 PM
10	14	Mar 2, 2011 9:05 PM
11	5	Mar 2, 2011 9:22 PM
12	2	Mar 3, 2011 10:20 PM
13	50	Mar 3, 2011 10:30 PM
14	10	Mar 3, 2011 10:34 PM
15	1	Mar 3, 2011 10:43 PM
16	12	Mar 3, 2011 10:48 PM
17	3	Mar 3, 2011 10:52 PM
18	1 (me)	Mar 3, 2011 10:57 PM
19	1 (me)	Mar 4, 2011 6:46 PM
20	1	Mar 4, 2011 7:00 PM
21	4	Mar 4, 2011 7:34 PM
22	35	Mar 4, 2011 7:38 PM
23	1	Mar 4, 2011 7:44 PM
24	self	Mar 4, 2011 7:51 PM
25	0	Mar 4, 2011 7:56 PM
26	1 (me)	Mar 4, 2011 9:37 PM
27	3	Mar 4, 2011 9:40 PM
28	0	Mar 4, 2011 9:46 PM
29	9	Mar 4, 2011 10:16 PM
30	3	Mar 4, 2011 10:26 PM

Respondents Responses to Questions

1. Why did you choose to locate your business in Purcellville?

Response Text		
1	Run out of my house - lived here all my life - unfortunate, right?	Mar 2, 2011 4:46 PM
2	Convenient Location	Mar 2, 2011 5:16 PM
	Close to support services -- copying, editing, Town Hall Ability to walk all over Town and ride bike	
3	Live here	Mar 2, 2011 7:12 PM
4	Real Estate opportunity	Mar 2, 2011 7:28 PM
5	Home based	Mar 2, 2011 7:34 PM
6	It's a great place to start a mobile business. Good people and great advertisement.	Mar 2, 2011 7:44 PM
7	Note: Question above about Purcellville as a place to run a business resident comments "strictly a planning department issue and nothing else"	Mar 2, 2011 7:56 PM
	Existing Service.	
8	Location at home and offers business interests	Mar 2, 2011 8:06 PM
9	In 1990 not many hair salons.	Mar 2, 2011 8:10 PM
10	Home Business	Mar 2, 2011 8:22 PM
11	My residence is here	Mar 2, 2011 8:41 PM
12	Underserved area for medical care	Mar 2, 2011 9:00 PM
13	Close to home.	Mar 2, 2011 9:08 PM
14	Available store front, price was right, close to home	Mar 2, 2011 9:26 PM
15	Available industrial space	Mar 3, 2011 10:29 PM
16	Location suited needs	Mar 3, 2011 10:33 PM
17	I live here	Mar 3, 2011 10:47 PM
18	Need for services.	Mar 3, 2011 10:55 PM
19	I live here.	Mar 3, 2011 11:00 PM
20	I live here!	Mar 4, 2011 6:58 PM
21	Location	Mar 4, 2011 7:23 PM
22	New industrial park	Mar 4, 2011 7:43 PM
23	Home based business. Moved to Purcellville due to cost of real estate.	Mar 4, 2011 7:50 PM
24	Moved to Purcellville	Mar 4, 2011 7:55 PM
25	Close to personal residence	Mar 4, 2011 7:59 PM
26	Vacant lot	Mar 4, 2011 9:39 PM
27	Market center of N. Loudoun	Mar 4, 2011 9:44 PM
28	Live here	Mar 4, 2011 9:48 PM
29	Own building	Mar 4, 2011 9:52 PM
30	Lived here	Mar 4, 2011 10:03 PM
31	We live here.	Mar 4, 2011 10:31 PM
32	I thought it was a nice town for business	Mar 4, 2011 10:38 PM

2. Would you recommend the Town of Purcellville to another business looking to expand or operate a business within our community?

Response Text

1	No	Mar 2, 2011 4:46 PM
2	Yes	Mar 2, 2011 5:16 PM
3	I would like home daycare occupancy to increase w/out an expensive hearing. Currently it's set @ 6 maybe an increase of 9 or 10	Mar 2, 2011 7:12 PM
4	Yes, if building existed. No, if they had to build.	Mar 2, 2011 7:28 PM
5	yes	Mar 2, 2011 7:34 PM
6	Of course.	Mar 2, 2011 7:44 PM
7	No. Planning department needs to be fixed. With changes in staff, I hope to see an improvement.	Mar 2, 2011 7:56 PM
8	Just a neutral recommendation	Mar 2, 2011 8:06 PM
9	Would depend on the business.	Mar 2, 2011 8:10 PM
10	Well I'm having a lot of business myself.	Mar 2, 2011 8:22 PM
11	No	Mar 2, 2011 8:41 PM
12	Yes	Mar 2, 2011 9:00 PM
13	No - to hard to get through the process	Mar 2, 2011 9:08 PM
14	Yes	Mar 2, 2011 9:26 PM
15	Yes - only because of the opportunity	Mar 3, 2011 10:23 PM
16	Yes	Mar 3, 2011 10:29 PM
17	Yes	Mar 3, 2011 10:33 PM
18	No more Rx stores	Mar 3, 2011 10:40 PM
19	Yes	Mar 3, 2011 10:47 PM
20	Yes	Mar 3, 2011 10:55 PM
21	Definitely!	Mar 3, 2011 11:00 PM
22	Yes	Mar 4, 2011 6:58 PM
23	Yes	Mar 4, 2011 7:23 PM
24	Yes	Mar 4, 2011 7:43 PM
25	Yes	Mar 4, 2011 7:55 PM
26	Yes with reservations	Mar 4, 2011 7:59 PM
27	Yes	Mar 4, 2011 9:39 PM
28	Getting too expensive	Mar 4, 2011 9:44 PM
29	Yes	Mar 4, 2011 9:48 PM
30	Sure	Mar 4, 2011 9:52 PM
31	Yes - depending on their needs	Mar 4, 2011 10:31 PM
32	No	Mar 4, 2011 10:38 PM

3. What do you feel are the most important challenges over the next several years that face your business in Purcellville?

Response Text		
1	Unhappy residents - make unhappy business	Mar 2, 2011 4:46 PM
2	May need larger space at affordable rates	Mar 2, 2011 5:16 PM
3	Competition from national firms	Mar 2, 2011 7:28 PM
4	work	Mar 2, 2011 7:34 PM
5	Lack of business. Not enough customers.	Mar 2, 2011 7:44 PM
6	The landscape of the downtown.	Mar 2, 2011 7:56 PM
7	Growth	Mar 2, 2011 8:06 PM
8	Economy	Mar 2, 2011 8:10 PM
9	Not a lot of business	Mar 2, 2011 8:22 PM
10	Declining real estate market, traffic,	Mar 2, 2011 8:41 PM
11	Continued ease of access to get to our location. Traffic is becoming a big deal in Purcellville.	Mar 2, 2011 9:00 PM
12	No opinion	Mar 2, 2011 9:08 PM
13	What kinds of businesses come to Town - what type of customer do they attract.	Mar 2, 2011 9:26 PM
14	Laws, rules & regs more business friendly	Mar 3, 2011 10:23 PM
15	Traffic, more industrial	Mar 3, 2011 10:29 PM
16	Economy picking	Mar 3, 2011 10:33 PM
17	Not ready for more food stores + Pharmacy. Demographics not there yet	Mar 3, 2011 10:40 PM
18	Decline in amount of work (not due to Purcellville)	Mar 3, 2011 10:47 PM
19	business volume to exceed overhead costs	Mar 3, 2011 10:55 PM
20	Improve economy	Mar 3, 2011 11:00 PM
21	Keeping existing businesses. Wider variety of Businesses (not so many Antique Stores).	Mar 4, 2011 6:58 PM
22	Bring customers to the Downtown area. Parking.	Mar 4, 2011 7:23 PM
23	General economy	Mar 4, 2011 7:43 PM
24	Rent going up	Mar 4, 2011 7:55 PM
25	Available space for expansion	Mar 4, 2011 7:59 PM
26	Uncontrollable rising expenses	Mar 4, 2011 9:44 PM
27	revamping 21st street to be more attractive and user-friendly	Mar 4, 2011 9:48 PM
28	economy	Mar 4, 2011 9:52 PM
29	N/A	Mar 4, 2011 10:03 PM
30	Increasing business base which increases my business	Mar 4, 2011 10:31 PM
31	Surviving the bad judgement of the Town to place new commercial at edge of Town and take away business inside Town.	Mar 4, 2011 10:38 PM

4. What can the Town of Purcellville do to ensure your business succeeds?

Response Text		
1	stop wasting money, treat your employees with respect and hire police to control wreckless driving.	Mar 2, 2011 4:46 PM
2	Keep the town in good running order Keep up police presence	Mar 2, 2011 5:16 PM
3	Promote local businesses, including Town projects.	Mar 2, 2011 7:28 PM
4	nothing	Mar 2, 2011 7:34 PM
5	Get more employee, more signs.	Mar 2, 2011 7:44 PM
6	Working to help the old town areas.	Mar 2, 2011 7:56 PM
7	Nothing - Most is up to us	Mar 2, 2011 8:06 PM
8	Keep taxes down	Mar 2, 2011 8:10 PM
9	maybe a website of the Town of Purcellville for home daycare	Mar 2, 2011 8:22 PM
10	Nothing ask Obama	Mar 2, 2011 8:41 PM
11	Work on improving traffic flow through Town.	Mar 2, 2011 9:00 PM
12	No opinion	Mar 2, 2011 9:08 PM
13	No box stores.	Mar 2, 2011 9:26 PM
14	Laws, rules & regs more business friendly	Mar 3, 2011 10:23 PM
15	nothing/economy - driven	Mar 3, 2011 10:33 PM
16	Help businesses open quickly so they can make money & pay taxes.	Mar 3, 2011 10:40 PM
17	Have not needed to interact with Town Govt & Admin	Mar 3, 2011 10:51 PM
18	Be more friendly to those wishing to build business here - planning/zoning	Mar 3, 2011 10:55 PM
19	Keep up the good work!	Mar 3, 2011 11:00 PM
20	Advertising campaign	Mar 4, 2011 6:58 PM
21	Advertising businesses and Purcellville together. Help fill empty stores.	Mar 4, 2011 7:23 PM
22	Better snow removal. Town blocked driveway.	Mar 4, 2011 9:39 PM
23	Less paperwork, Lower fees.	Mar 4, 2011 9:44 PM
24	To get business in let business advertise with sandwich boards. Also parking.	Mar 4, 2011 9:52 PM
25	I thought once established, the Town did a good job getting citizens out and about i.e Holiday party, 4th of July, Parades, garage sales.	Mar 4, 2011 10:03 PM
26	Bring in large corporate type business	Mar 4, 2011 10:31 PM
27	Business recognition, joint promotion of all businesses.	Mar 4, 2011 10:38 PM

5. What Town service(s) are you most pleased with? Why?

Response Text		
1	Snow plowing - pretty quick	Mar 2, 2011 4:46 PM
2	See answer to last question	Mar 2, 2011 5:16 PM
3	Everything else is great. Everybody is friendly & glad to help. Thanks	Mar 2, 2011 7:12 PM
4	I am sitting in my office on a Saturday and a parade comes by! How cool is that!	Mar 2, 2011 7:28 PM
5	all	Mar 2, 2011 7:34 PM
6	All of them there the best	Mar 2, 2011 7:44 PM
7	All but the Planning office	Mar 2, 2011 7:56 PM
8	Responsiveness of Town Council	Mar 2, 2011 8:06 PM
9	Police, great response and follow up	Mar 2, 2011 8:41 PM
10	Public Safety	Mar 2, 2011 9:00 PM
11	No opinion	Mar 2, 2011 9:08 PM
12	Administration - the ladies are well informed.	Mar 2, 2011 9:26 PM
13	Police - response	Mar 3, 2011 10:29 PM
14	Satisfied with all	Mar 3, 2011 10:33 PM
15	D. C. Smith & fellow Police Dept. Great service and follow-up with problems.	Mar 3, 2011 10:40 PM
16	I think the mayor is doing an excellent job, a true leader!	Mar 3, 2011 11:00 PM
17	Public utilities. Very responsive.	Mar 4, 2011 6:58 PM
18	Police. They really know how to treat people fairly, respectfully, and courteously.	Mar 4, 2011 7:23 PM
19	Snow removal Trash removal Police Department	Mar 4, 2011 7:50 PM
20	Administration - The only service I have dealt with.	Mar 4, 2011 7:55 PM
21	N/A	Mar 4, 2011 7:59 PM
22	Overall the Town does a good job with the fundamentals but can get distracted on minutia	Mar 4, 2011 9:44 PM
23	N/A	Mar 4, 2011 9:52 PM
24	Admin you appear to care	Mar 4, 2011 10:03 PM
25	Snow removal - we were the only place in Loudoun you could drive after the big storm	Mar 4, 2011 10:31 PM
26	Nothing/no services provided and utilities too high	Mar 4, 2011 10:38 PM

6. What is the most important thing the Town can do to improve your level of satisfaction with its services?

Response Text		
1	Hire Police (traffic) Listen to Residents Keep our costs down - you misspend we pay for mistakes and bad decisions. We are so upset, this survey seems like a joke - and nobody cares! Hate return reason	Mar 2, 2011 4:46 PM
2	Nothing to recommend	Mar 2, 2011 5:16 PM
3	Keep taxes and utilities fees down.	Mar 2, 2011 7:28 PM
4	nothing	Mar 2, 2011 7:34 PM
5	Not a thing. Just keep staying busy.	Mar 2, 2011 7:44 PM
6	I have issues with some of the previous planning staff. Everyone else in the department has been courteous and helpful.	Mar 2, 2011 7:56 PM
7	Improve attitude in regard to customer service.	Mar 2, 2011 8:06 PM
8	Services have been fine for my type of business.	Mar 2, 2011 8:10 PM
9	Nothing.	Mar 2, 2011 8:41 PM
10	Keep us informed of relevant issues and respond to the business needs of the community.	Mar 2, 2011 9:00 PM
11	No opinion	Mar 2, 2011 9:08 PM
12	Call me back when I call in a timely fashion.	Mar 2, 2011 9:26 PM
13	Allow signage	Mar 3, 2011 10:29 PM
14	N/A	Mar 3, 2011 10:33 PM
15	Cut out red tape!	Mar 3, 2011 10:40 PM
16	Make water meter readings available to owner in real time, at all times & have a system installed to alert owner when water exceeds a threshold.	Mar 3, 2011 10:47 PM
17	Town Hall staff - only real contact I have.	Mar 3, 2011 10:55 PM
18	Maintaining it's very positive attitude and positive performance.	Mar 3, 2011 11:00 PM
19	Being consistent with asking the business owners for their input.	Mar 4, 2011 6:58 PM
20	Meet and greet. Show your faces in the businesses that help make Purcellville special.	Mar 4, 2011 7:23 PM
21	Customer service training for the Finance Dept. I had to call to request taxes paid for completing paperwork. Rude and disrespectful personnel told me it was my responsibility to keep my records and know the amount paid.	Mar 4, 2011 7:50 PM
22	Don't know the answer to how but improving the traffic patterns.	Mar 4, 2011 7:55 PM
23	Understand how rules affect the cost of doing business.	Mar 4, 2011 7:59 PM
24	I miss all of you! I think everyone working in the Town Office & most employees were wonderful.	Mar 4, 2011 10:03 PM
25	Don't over-enforce signs for businesses in Town, but get rid of signs in right of way for businesses not in Town.	Mar 4, 2011 10:31 PM
26	Treat everyone as an equal with respect for concerns and problems. Stop showing favoritism to only those that agree with everything.	Mar 4, 2011 10:38 PM