

# 2022-23 Burien Business Survey



# Introduction

Surveying local businesses is an economic development best practice.

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

Survey results may:

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

## Survey Process

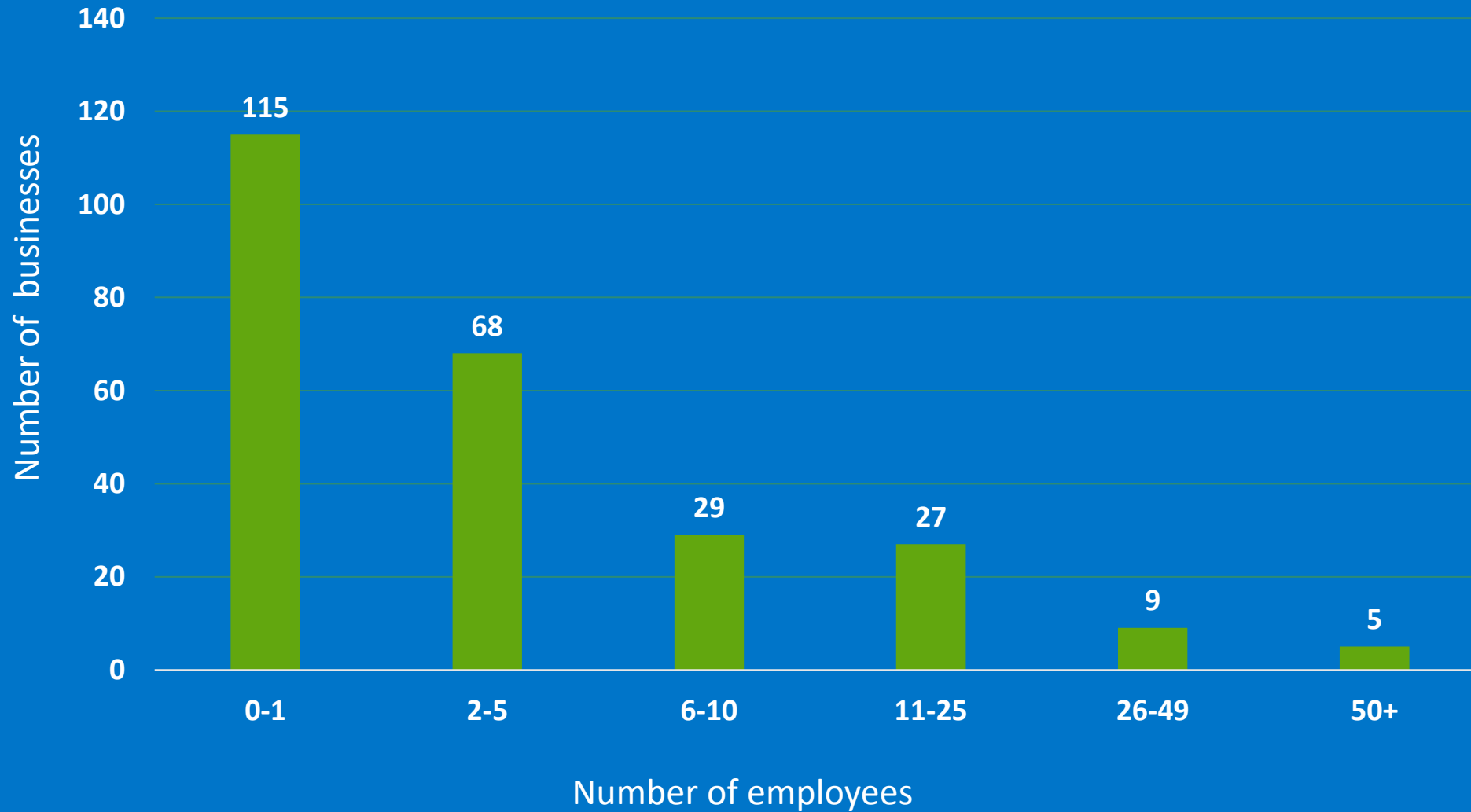
The 2022-23 Burien Business Survey consisted of a mailed questionnaire, and mailed postcard with access to the questionnaire online. It was posted on the Burien City website, promoted through economic development social media channels and local media

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

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

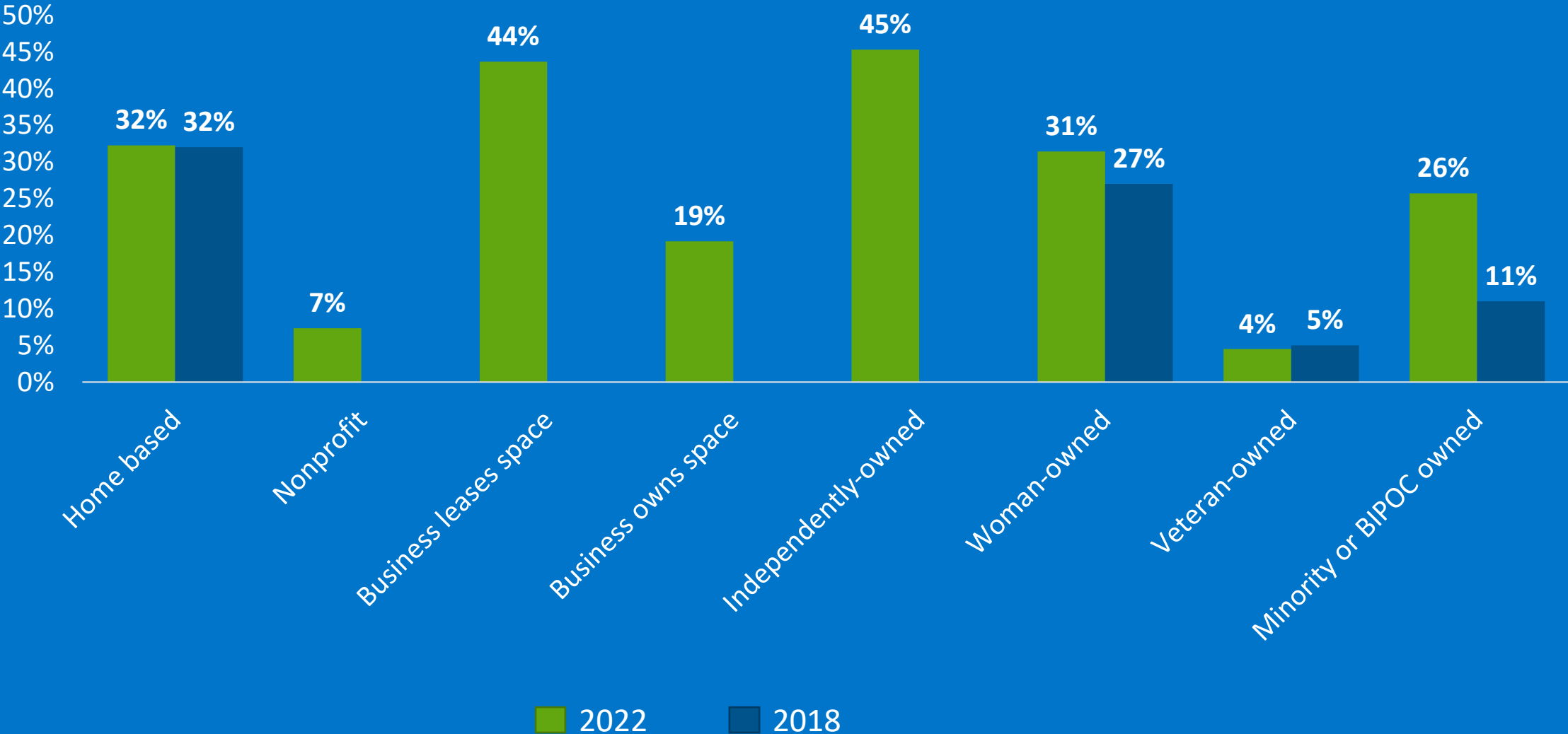
255 surveys were completed; similar to the last survey in 2018

## Question 2: How many employees do you have?

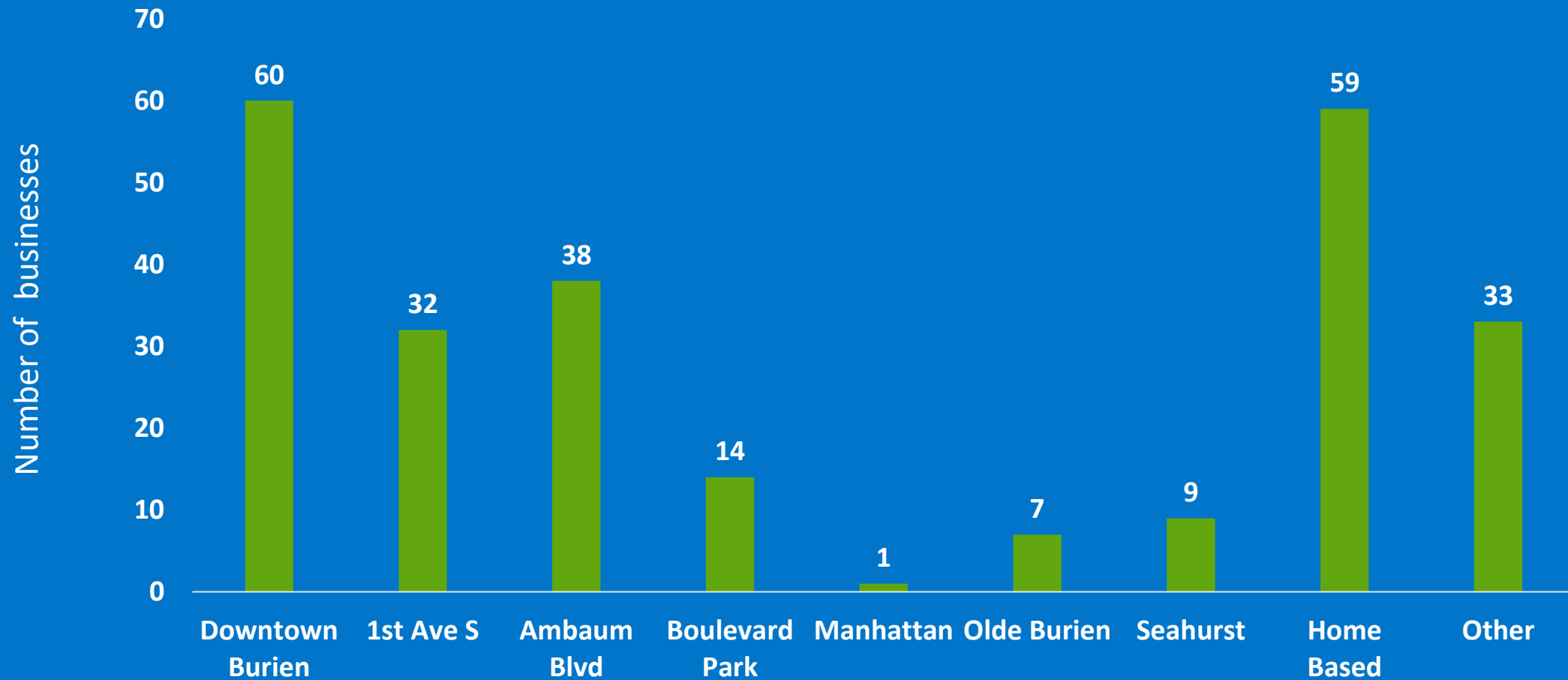


\* 'Question 1' was business contact information

# Question 3: Check all that apply to your business

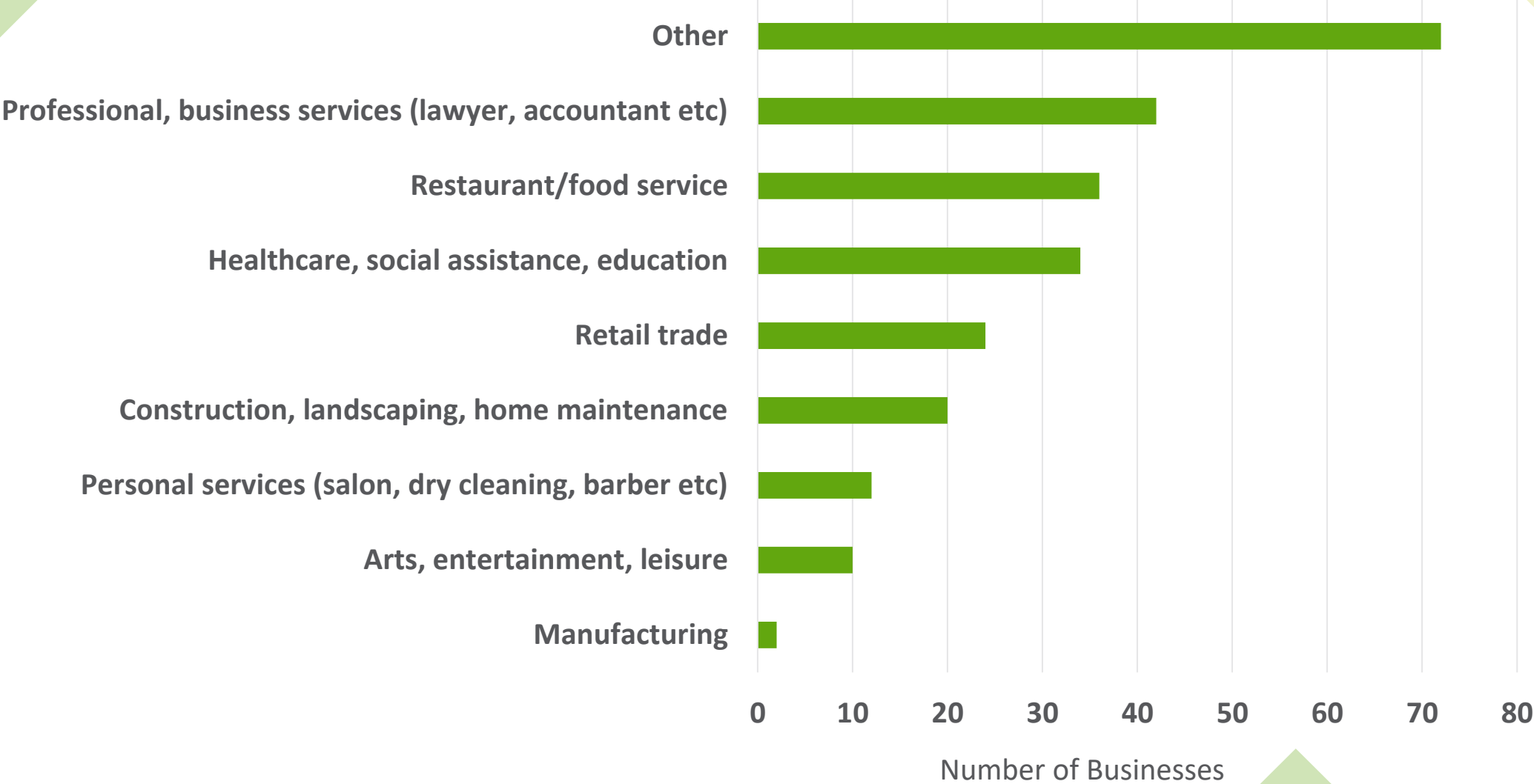


## Question 4: In what area of Burien is your business located?



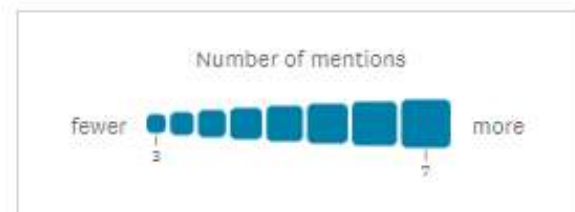
# Question 5: What is the primary activity of your business?

(Slide 1 of 2)



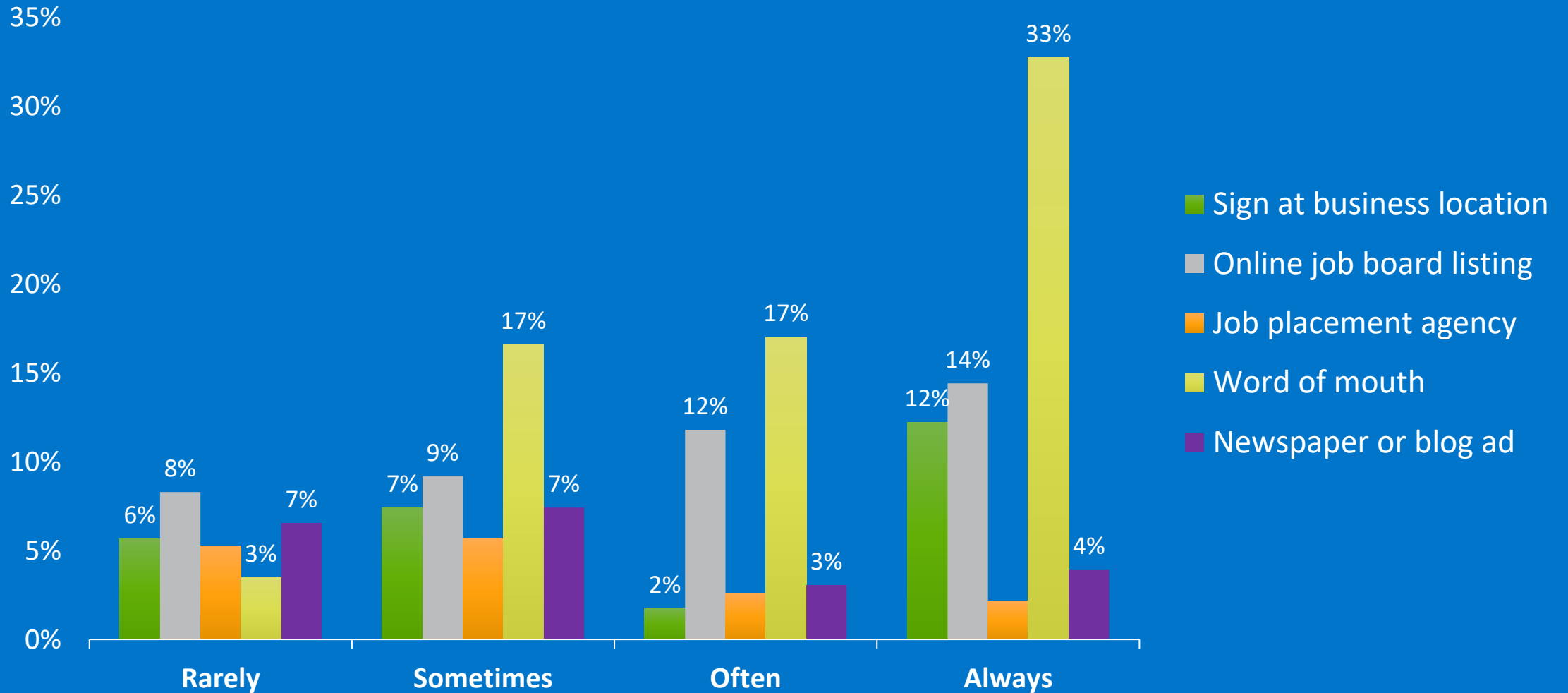
Word Cloud for Comments on Question 5 – “other (please specify)”  
(Slide 2 of 2)

Manufacturing  
Real Estate Educational  
Food **Services** Arts  
education retail sale  
childcare

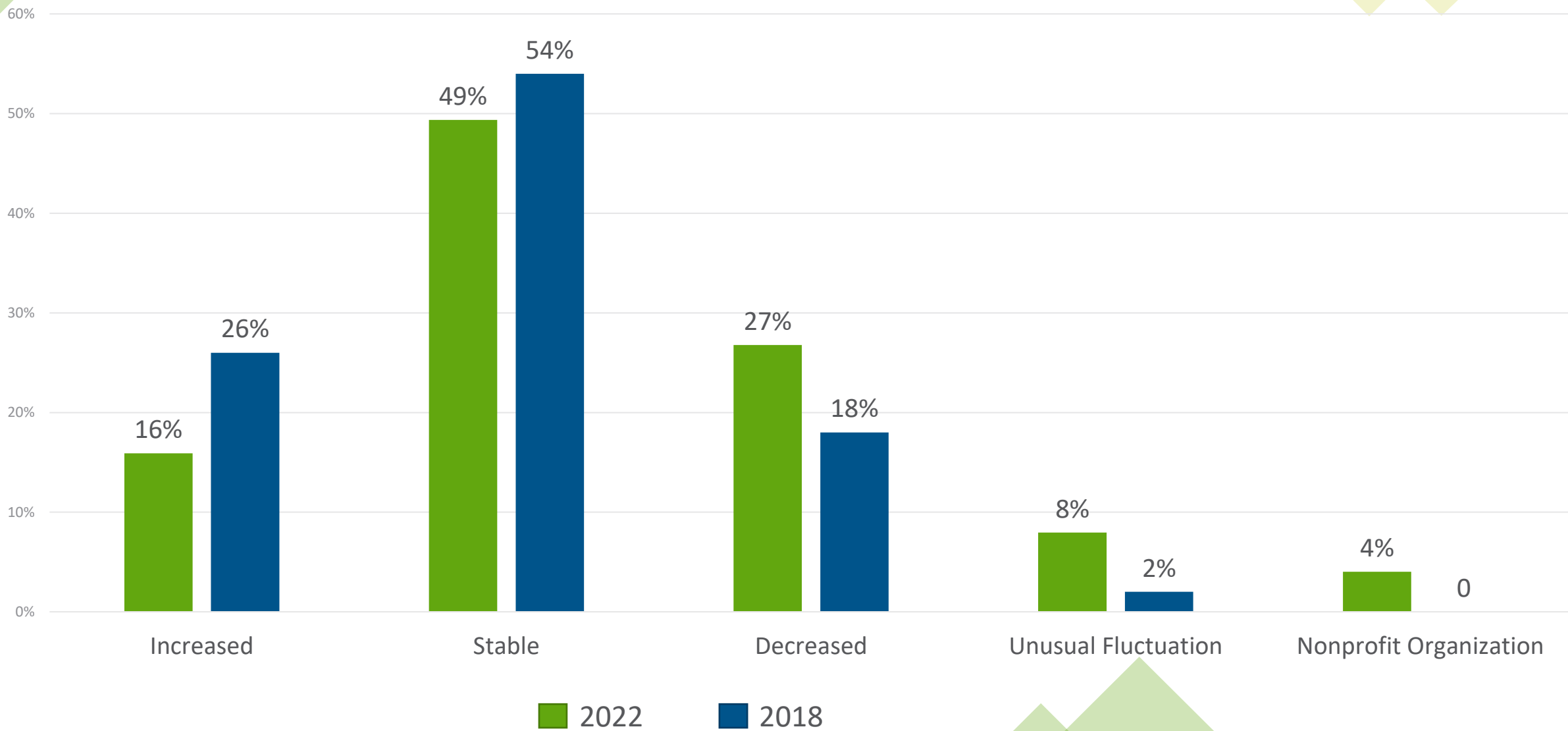




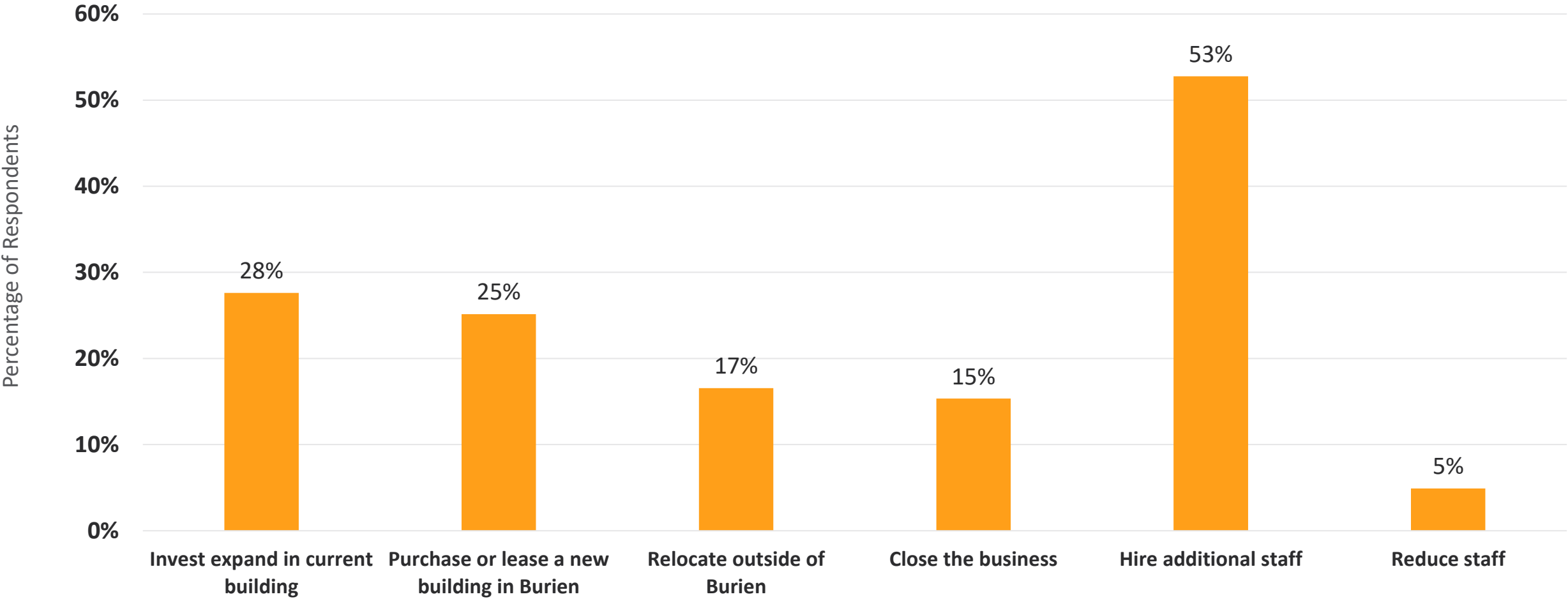
## Question 6: What methods do you use to recruit and attract new employees?



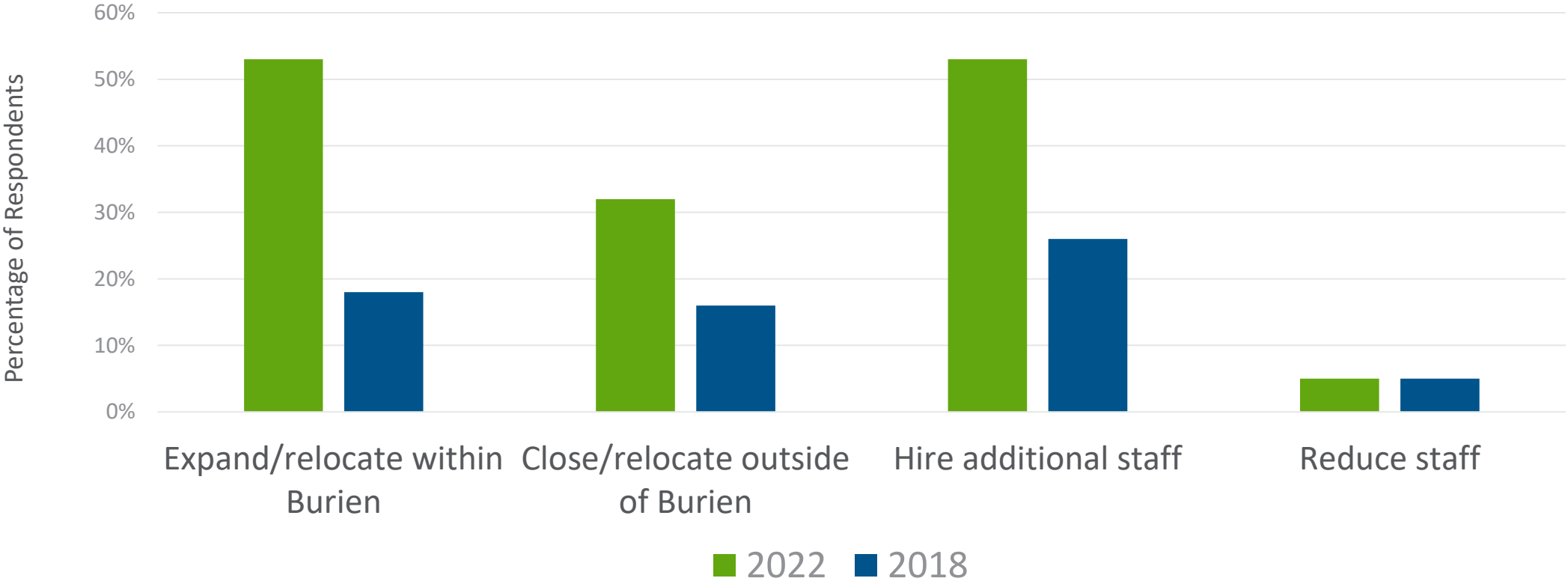
Question 7: Over the past year, how would you best characterize your profit trend at this location?



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



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



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

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

- Retiring (7)
  - Cost of rent too expensive (2)
  - Crime and Safety (1)
  - Selling business (1)
  - High important tariffs (1)
  - Covid policies too strict (1)
- \*No detail provided (12)*

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

- Crime (3)
  - Too many regulations (2)
  - Do not feel welcomed (2)
  - Cost of living too high (1)
- \*No detail provided (16)*

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

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



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

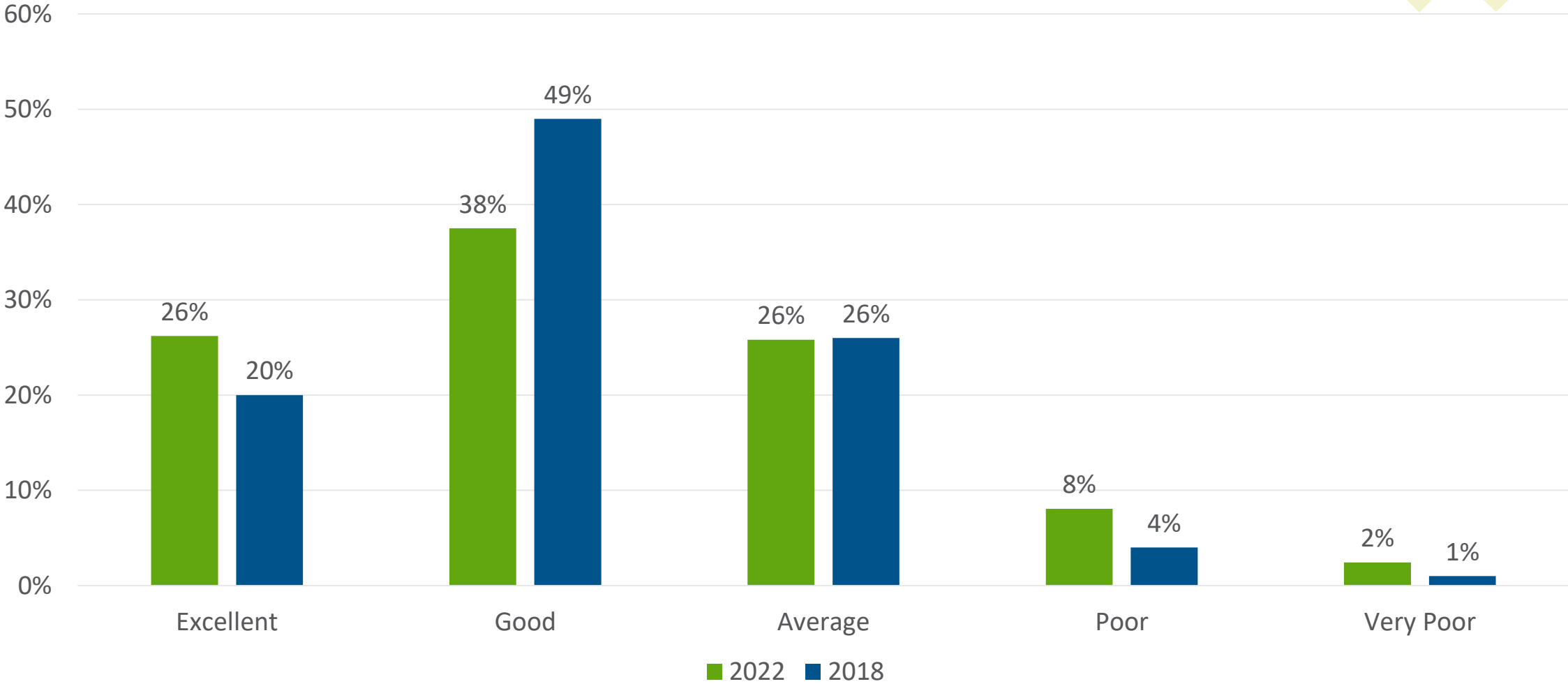
1. Central location & accessibility
2. Strong sense of community
3. Affordability
4. Diversity
5. Growing community







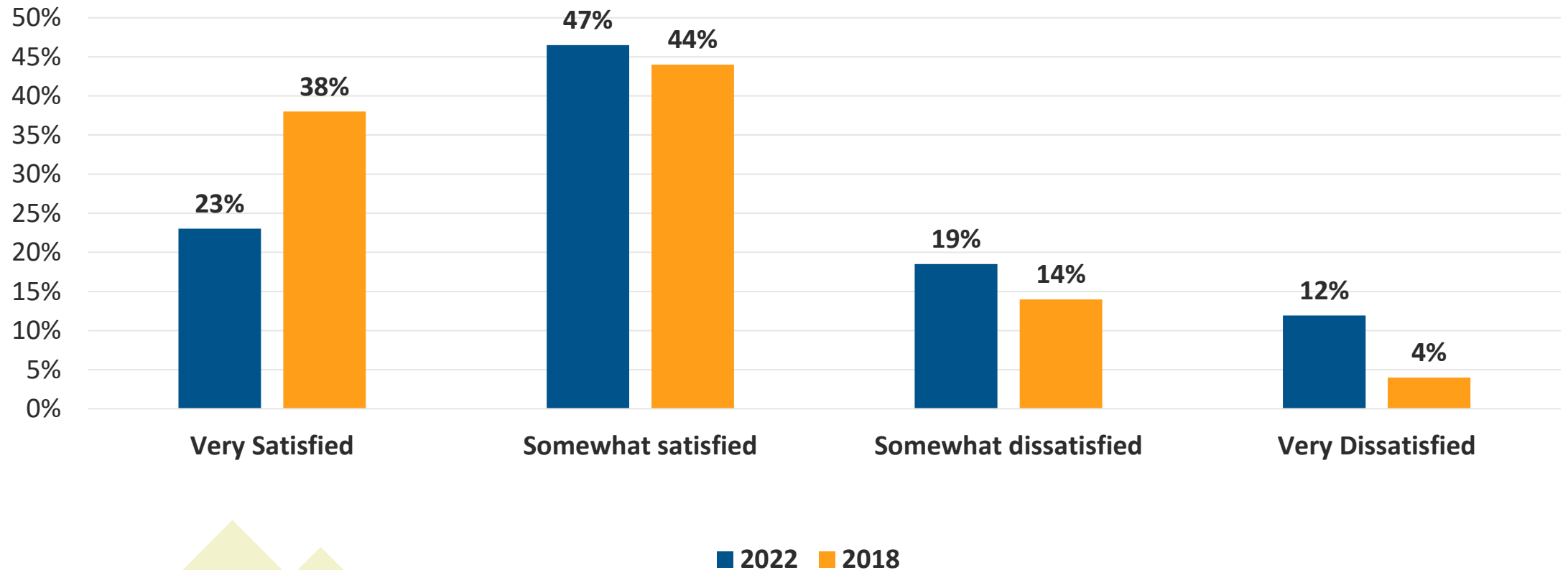
**Question 11: What is your overall opinion of Burien as a place to do business?**  
*(Slide 1 of 2)*



Word Cloud for Additional Comments on Question 11  
*(Slide 2 of 2)*



**Question 12: How satisfied are you with City government services?**  
**(Services include: parks, permitting, public works, public safety, economic development, human services?)**  
*(Slide 1 of 2)*



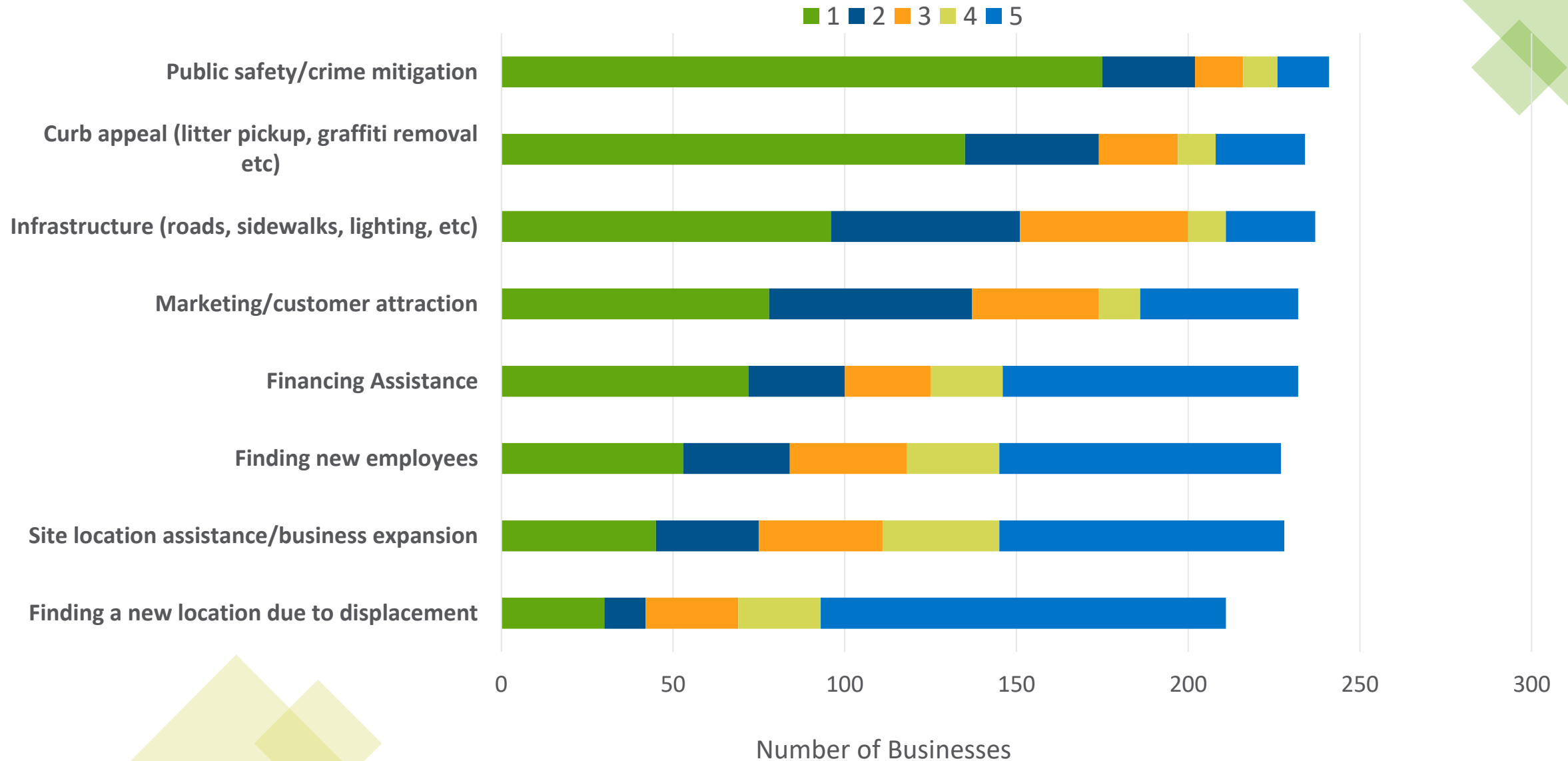
## Question 12: How satisfied are you with City government services?

*(Slide 2 of 2)*

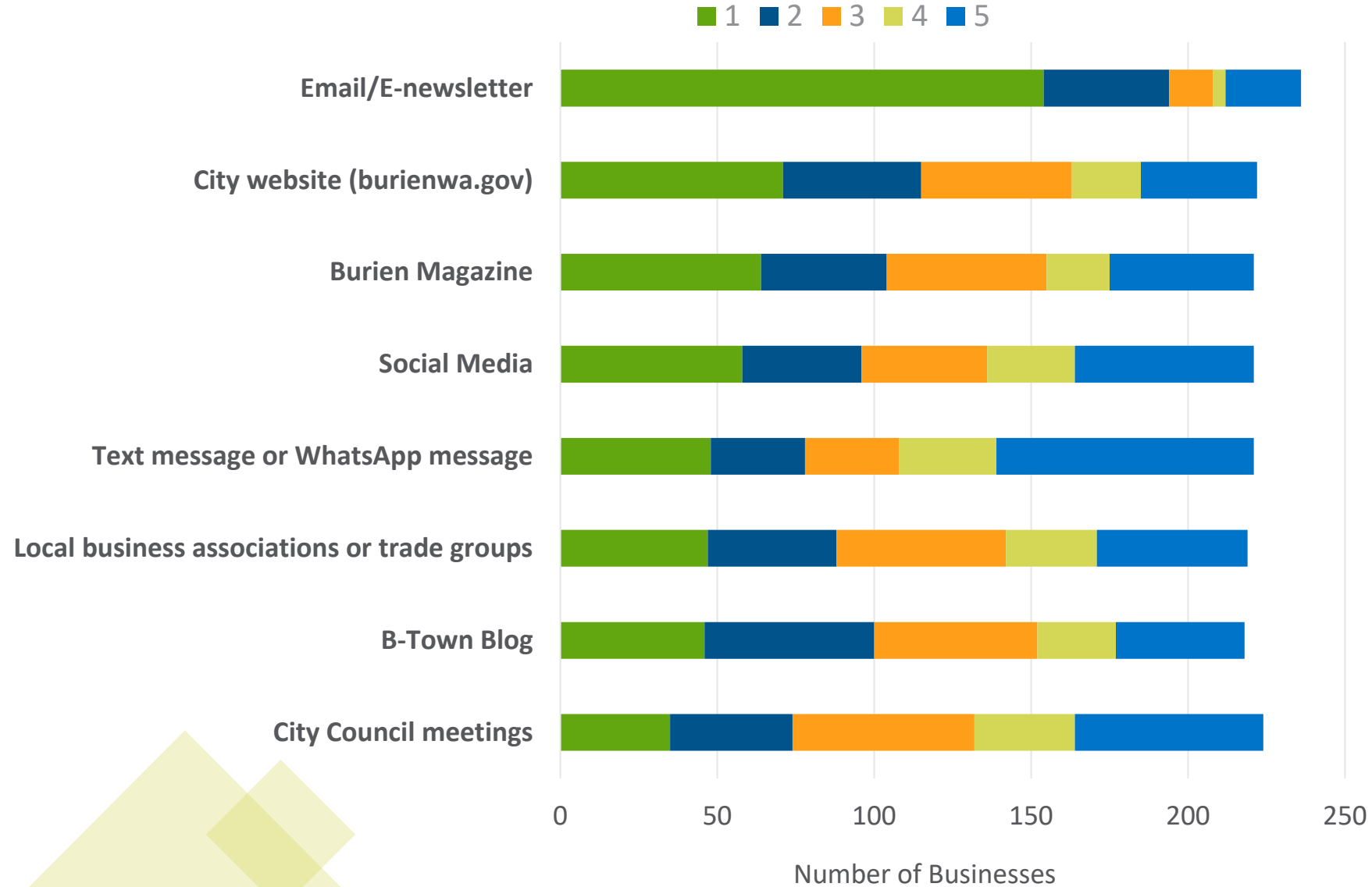
### Major Themes from Responses:

1. **Public Safety:** Many respondents expressed concerns about crime and drug use. They felt that the city needs more police patrols and better enforcement to improve public safety.
2. **Homelessness:** Respondents also felt that the issues with homelessness are a major concern and impacting the Burien's cleanliness and safety.
3. **Cleanliness:** Businesses expressed concerns regarding litter, trash and graffiti.

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



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



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

### Major themes:

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

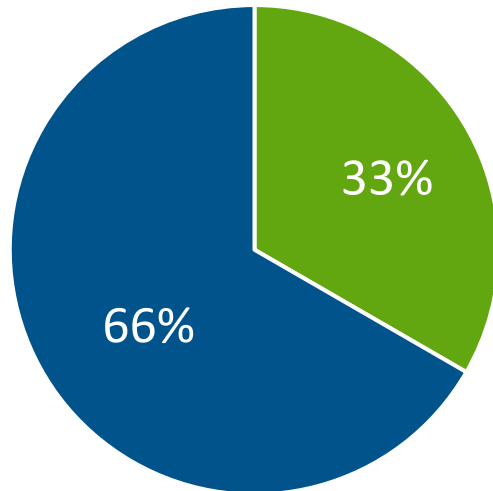
## Question 16: What ideas or suggestions do you have to enhance economic development in the City?

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



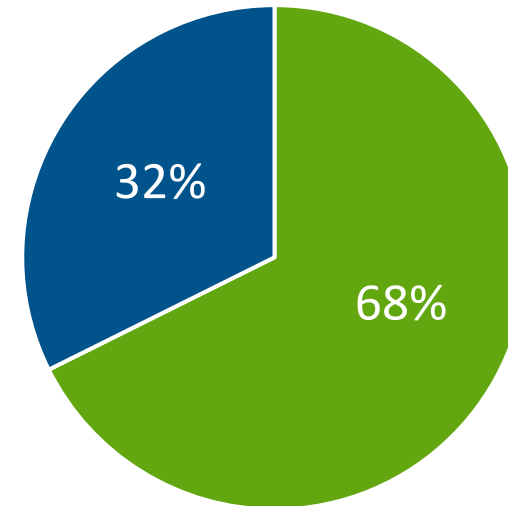
# Question 17: Has the COVID pandemic impacted your ability to attract and retain employees?

English language survey – 198 responses



■ Yes ■ No

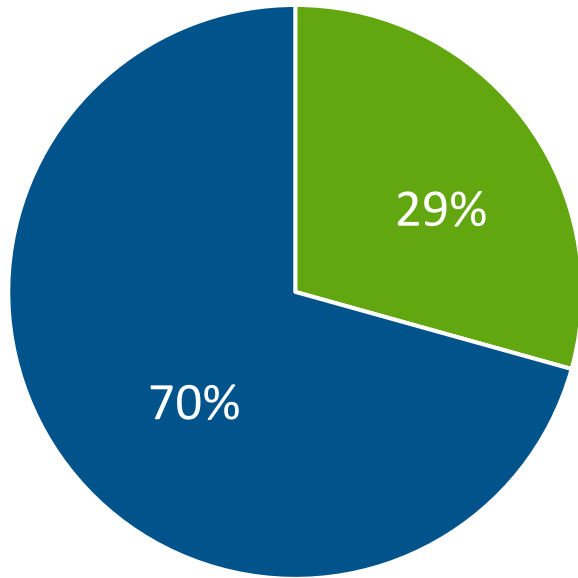
Spanish language survey – 34 responses



■ Sí ■ No

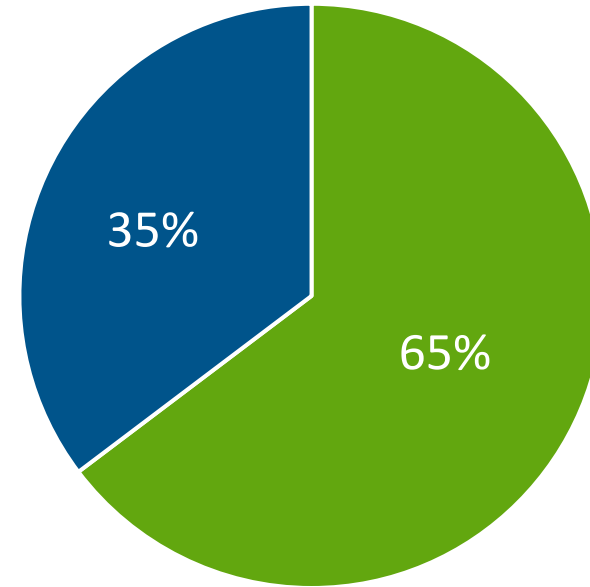
# Question 18: Have you reduced your hours of operation due to COVID?

English language survey - 208 responses



■ Yes ■ No

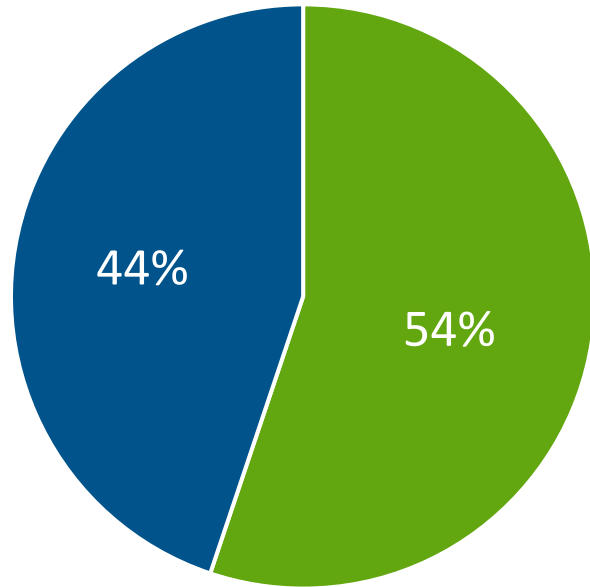
Spanish language survey – 34 responses



■ Sí ■ No

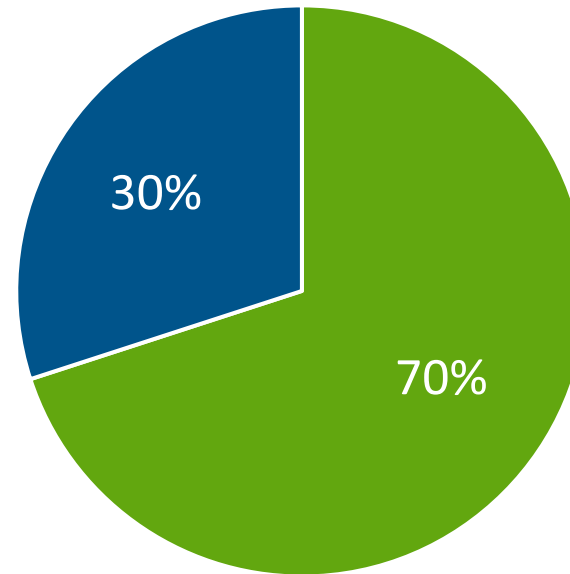
# Question 19: Have you seen an increase in crime at your business during the pandemic?

English Language survey – 194 responses



■ Yes ■ No

Spanish language survey – 30 responses



■ Sí ■ No

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

Major Themes:

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

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

**Challenges:**

- Concerns around crime and safety, and homelessness again expressed

**Positives:**

- Appreciation/thankfulness: Multiple respondents expressed gratitude towards the city and its staff for their work and for making Burien a nice place to live and work. Examples include "Keep it up! You're doing great", "thank you for everything you do!" and "Thanks for making Burien a nice place to operate."
- City growth and improvement: Many respondents expressed positivity towards Burien's growth and potential for the future. Examples include "Burien can't help but grow and become more dense and thriving", "Let's keep getting better Burien!", and "Burien is an excellent upcoming City in the region".

## Next Steps

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

# Questions?

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