

## SCREENING QUESTIONS

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### INTROTEL

**[SHOW IF PHONE]** Hello. This is \_\_\_\_\_ with **ComEngage**, calling on behalf of the Town of Castle Rock. We are conducting a survey among businesses in our Town and are asking that your business participate in this important survey.

Let me assure you that this is not a sales call.

Your responses will help the Town better meet the needs and expectations of businesses in the Town, decide how to best use its resources, and set goals. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

**[IF NECESSARY:** Your phone number has been randomly chosen for this study.]

**[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]**

### INTROWEB

**[SHOW IF WEB]** Thank you for agreeing to complete this important survey for the Town of Castle Rock. Your input will be used to improve services to the community.

As a business owner/operator in Castle Rock, you have been selected to participate in this survey. Your participation is vital to the success of this research, so please take a few minutes of your time to complete this survey. Your responses will help the Town better meet the needs and expectations of businesses in the Town, decide how to best use its resources, and set goals.

### SCR1

To confirm, do you currently own or operate a business that is licensed within the Town of Castle Rock?

01 YES

02 NO **[SKIP TO THANK1]**

999 DON'T KNOW/PREFER NOT TO ANSWER **[SKIP TO THANK3]**

### SCR2

**Including yourself**, how many people currently work at your business?

If you have more than one location, only count those working in Castle Rock.

**[IF NECESSARY:** "Please include yourself when answering this question."]

**SCR2 MUST BE GE 01**

\_\_\_\_ Number of people [INCLUDING YOURSELF]

998 DON'T KNOW

999 PREFER NOT TO ANSWER

### SCR2A

**[ASK IF SCR2 >1]** How many of those people are **employees** that physically work in Castle Rock?

\_\_\_\_ Number of **EMPLOYEES**

998 DON'T KNOW

999 PREFER NOT TO ANSWER

## BSTAR QUESTIONS

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### BSTAR2

From what you have experienced, seen, or heard, compared with other cities and towns, how would you rate Castle Rock as a place to operate a business? Use a scale from 0 to 10 where “0” means “Significantly worse than other cities and towns” and “10” means “Significantly better than other cities and towns.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Significantly Worse than Other Cities and Towns (0)	1	2	3	4	5	6	7	8	9	Significantly Better than Other Cities and Towns (10)
Castle Rock as a place to operate a business	0	0	0	0	0	0	0	0	0	0	0

998 DON'T KNOW

999 PREFER NOT TO ANSWER

### BSTAR3

Using a scale from 0 to 10 where “0” means “Does not meet expectations at all” and “10” means “Greatly exceeds expectations,” how would you rate the overall quality of services provided to businesses by the Town of Castle Rock?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Does Not Meet Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds Expectations (10)
Overall quality of services provided	0	0	0	0	0	0	0	0	0	0	0

998 DON'T KNOW

999 PREFER NOT TO ANSWER

### BSTAR4

Using a scale from “0” to “10” where “0” means “Strongly headed in the wrong direction” and 10 means “Strongly headed in the right direction,” overall, would you say that Castle Rock is headed in the right or wrong direction?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Strongly Headed in the <u>Wrong</u> Direction (0)	1	2	3	4	5	6	7	8	9	Strongly Headed in the <u>Right</u> Direction (10)
Direction Town is headed	0	0	0	0	0	0	0	0	0	0	0

998 DON'T KNOW

999 PREFER NOT TO ANSWER

**BSTAR5**

Thinking about services and facilities in Castle Rock, do you feel you are getting your money's worth for your tax dollar or not? Please use a scale from 0 to 10 where "0" means "Definitely not getting your money's worth" and "10" means "Definitely getting your money's worth."

**(AS NEEDED) Please use your best estimate. There are no right or wrong answers.**

	Definitely <u>Not</u> Getting My Money's Worth (0)	1	2	3	4	5	6	7	8	9	Definitely Getting My Money's Worth (10)
Value for tax dollar	0	0	0	0	0	0	0	0	0	0	0

998 DON'T KNOW  
999 PREFER NOT TO ANSWER

## BUSINESS ENVIRONMENT

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**BE1** Which of the following reasons factored most into your decision to open a business in Castle Rock?  
(Select up to three)

- 01 I live here / have a home-based business
- 02 Demand for a product / unique to the area
- 03 I like the area
- 04 Great / convenient location
- 05 I purchased an existing business / building
- 06 The growth potential
- 07 It is close to home
- 08 Availability of quality workforce
- 09 Cost of doing business is low
- 10 Something else (specify)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

**BE4** Did your 2020 revenue decrease, stay the same, or increase compared to 2019?

- 01 Decrease
- 03 Stayed the same
- 04 Increase
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

**BE4A** **[SHOW BE4A IF BE4=1 OR 3]** By what percent did your 2020 revenue [INCREASE / DECREASE] compared to 2019?

**[show from 5% up to 85% in increments of 5% as a drop down]**

**BE5** Do you anticipate your 2021 revenue to decrease, stay the same, or increase when compared to 2020?

- 01 Decrease
- 03 Stayed the same
- 04 Increase
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

**BE5A** [SHOW BE5A IF BE5=1 OR 3] By what percent do you anticipate your 2021 revenue [INCREASING / DECREASING] compared to 2020?  
[show from 5% up to 85% in increments of 5% as a drop down]

**BE6** In 2021 do you anticipate the number of your employees in Castle Rock to decrease, stay the same, or increase?

- 01 Decrease
- 03 Stayed the same
- 04 Increase
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

**BE8** Do you have all the resources you need to effectively run your business in Castle Rock?

- 01 Yes
- 02 No
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

**BE8A** [SHOW BE8A IF BE8=2] What resources are missing?  
[OPEN ENDED QUESTION]

**BE5** Using a scale from 0 to 10 where 0 means "Very poor" and 10 means "Excellent," how would you rate the Town of Castle Rock on each of the following...

**RANDOMIZE ORDER SHOWN**

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
<b>BE5_A</b> Affordability of commercial real estate	o	o	o	o	o	o	o	o	o	o	o
<b>BE5_B</b> Availability of a variety of commercial real estate spaces	o	o	o	o	o	o	o	o	o	o	o

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

## EMPLOYEE ENVIRONMENT

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**[SKIP THE EE6 QUESTIONS IF NUMBER OF EMPLOYEES FROM SCR2A = 0]**

**EE6**

Next, using a scale from 0 to 10 where “0” means “Strongly disagree” and “10” means “Strongly agree,” how would you rate each of the following aspects of Castle Rock?

**RANDOMIZE ORDER SHOWN**

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly agree (10)
<b>EE6_A</b> I am able to find qualified employees living in Castle Rock	o	o	o	o	o	o	o	o	o	o	o
<b>EE6_B</b> Castle Rock is a good place for my employees to live	o	o	o	o	o	o	o	o	o	o	o
<b>EE6_C</b> There is a range of housing options available for my employees	o	o	o	o	o	o	o	o	o	o	o
<b>EE5_D</b> There are affordable housing options available for my employees	o	o	o	o	o	o	o	o	o	o	o
<b>EE6_E</b> There are transportation options available for my employees to get to/from work	o	o	o	o	o	o	o	o	o	o	o
<b>EE6_F</b> My employees want to live in Castle Rock	o	o	o	o	o	o	o	o	o	o	o
<b>EE6_G</b> Castle Rock is a safe place to do business	o	o	o	o	o	o	o	o	o	o	o
<b>EE6_H</b> Castle Rock is a safe place for my employees to live	o	o	o	o	o	o	o	o	o	o	o

998 DON'T KNOW  
999 PREFER NOT TO ANSWER

**EE7**

**[SHOW EE6F <= 5]** You indicated that your employees most likely do not want to live in Castle Rock. Why not?

**[OPEN ENDED QUESTION]**

## PLANNING FOR GROWTH

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### BGROW1

Castle Rock's population is expected to more than double by the time the Town is fully built out. Good planning must be in place to ensure that the Town grows appropriately. Please tell me how much you agree or disagree with each statement regarding growth in Castle Rock. Use a scale from 0 to 10 where "0" means "Strongly disagree" and "10" means "Strongly agree."

#### RANDOMIZE ORDER SHOWN

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly Agree (10)
<b>BGROW 1_C</b> It is important that future buildings continue to match the look and feel of the natural environment	o	o	o	o	o	o	o	o	o	o	o
<b>BGROW 1_D</b> Castle Rock needs to focus on development techniques that can be maintained for generations	o	o	o	o	o	o	o	o	o	o	o
<b>BGROW 1_E</b> Maintaining and improving Downtown is important to Castle Rock's distinct Town identity, sense of community and economic vitality	o	o	o	o	o	o	o	o	o	o	o
<b>BGROW 1_F</b> Castle Rock should promote the building of more multi-family housing in order to attract more workers and businesses	o	o	o	o	o	o	o	o	o	o	o

998 DON'T KNOW  
999 PREFER NOT TO ANSWER

## BUSINESS CHARACTERISTICS

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### BDEMOINT

The following, final questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers with other respondents to the survey

### BDEMO1

How many years has your business been located in Castle Rock?

**[ALLOW FRACTIONAL ANSWERS]**

**[IF LESS THAN 6 MONTHS, ENTER "0"]**

**[IF 6 MONTHS TO 1 YEAR, ENTER "1"]**

\_\_\_\_\_ ENTER NUMBER OF YEARS

998 DON'T KNOW

999 PREFER NOT TO ANSWER

### BDEMO2

Are you also a current resident of Castle Rock?

00 NO

01 YES

998 DON'T KNOW

999 PREFER NOT TO ANSWER

### BDEMO3

Which of the following classification best fits your business?

01 Agriculture

02 Amusement/entertainment

03 Automotive

04 Construction/developers

05 Education

06 Financial

07 Health care

08 Hotel/lodging/hospitality

09 Insurance/real estate

10 Manufacturing/processing

11 Professional services (attorney, CPA, etc.)

12 Public utilities

13 Publisher/printers

14 Restaurant, café, caterer

15 Retail

16 Wholesale/distributor

17 Customer service

18 Nonprofit organization

19 Salon/spa

20 Something else (Please tell us) \_\_\_\_\_

998 DON'T KNOW

999 PREFER NOT TO ANSWER



**BDEMO4**

Where is your business located? **[PHONE SHOW: "Is it. . ."]**

- 01 A home-based business
- 02 A free-standing retail location
- 03 A center location retail location **[AS NEEDED (WEB DISPLAY): Such as a mall or shopping complex]**
- 04 A free-standing office location
- 05 An office complex
- 06 Something else (Please tell us) \_\_\_\_\_
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

**BDEMO5**

What was your approximate 2020 revenue? **[PHONE SHOW: "Was it. . ."]**

- 01 Less than \$100,000
- 02 \$100,000 to less than \$250,000
- 03 \$250,000 to less than \$500,000
- 04 \$500,000 to less than \$750,000
- 05 \$750,000 to less than \$1,000,000 **[PHONE SHOW: \$750,000 to less than \$1 Million]**
- 06 \$1,000,000 to less than \$5,000,000 **[PHONE SHOW: \$1 Million to less than \$5 Million]**
- 07 \$5,000,000 to less than \$10,000,000 **[PHONE SHOW: \$5 Million to less than \$10 Million]**
- 08 \$10,000,000 or more **[PHONE SHOW: \$10 Million or more]**
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

## FUTURE RESEARCH

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### ASK FUTURE1 IF BDEMO2 = 1 (Also a resident)

**FUTURE1** Keep the feedback coming! Join an online community to provide additional input to help the Town improve.

As a member of the community, you will help the Town plan for the future by better understanding residents' needs. By participating in online research activities (typically one to two times a month) on various topics, you can express your ideas and know they are being heard by the Town's leaders. Each activity takes approximately 5-10 minutes to complete.

As a community member, you will receive five points for each completed (with quality responses) activity. Each point is worth \$1.00. As you complete an activity, you accumulate points. In addition, each month, all active community members will be entered into a drawing; five community members will be eligible to receive an additional 50 points. Once you have accumulated at least 10 points, you can request a VISA gift card.

The community is expected to run through April and will be moderated by our partner ComEngage.

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

### ASK FUTURE3 IF (FUTURE1=1)

**FUTURE3** Please provide an email address so you can participate in future research. We will only use this email address for this specific research for the Town of Castle Rock.

- \_\_\_\_\_ ENTER EMAIL ADDRESS
- \_\_\_\_\_ CONFIRM EMAIL ADDRESS **[MUST MATCH]**
- 997 **DO NOT READ:** I DO NOT HAVE AN EMAIL ADDRESS
- 998 **DO NOT READ:** DON'T KNOW
- 999 **DO NOT READ:** PREFER NOT TO ANSWER

## ***THANKS / DISPOSITIONS***

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- THANK1** Thank you for your time, but we are only interviewing people who own or operate a business located in the Town of Castle Rock.
- THANK2** Thank you for your time, but we are only interviewing residents 18 years of age or older.
- THANK3** Thank you for your time, but we cannot continue without that information
- THANK4** **[TO BE USED ON OUTBOUND CALLS]** Thank you very much for your time. We greatly appreciate your help. Have a good day/night.