

City of Monroe Business Survey

Tuesday, January 17, 2023

128

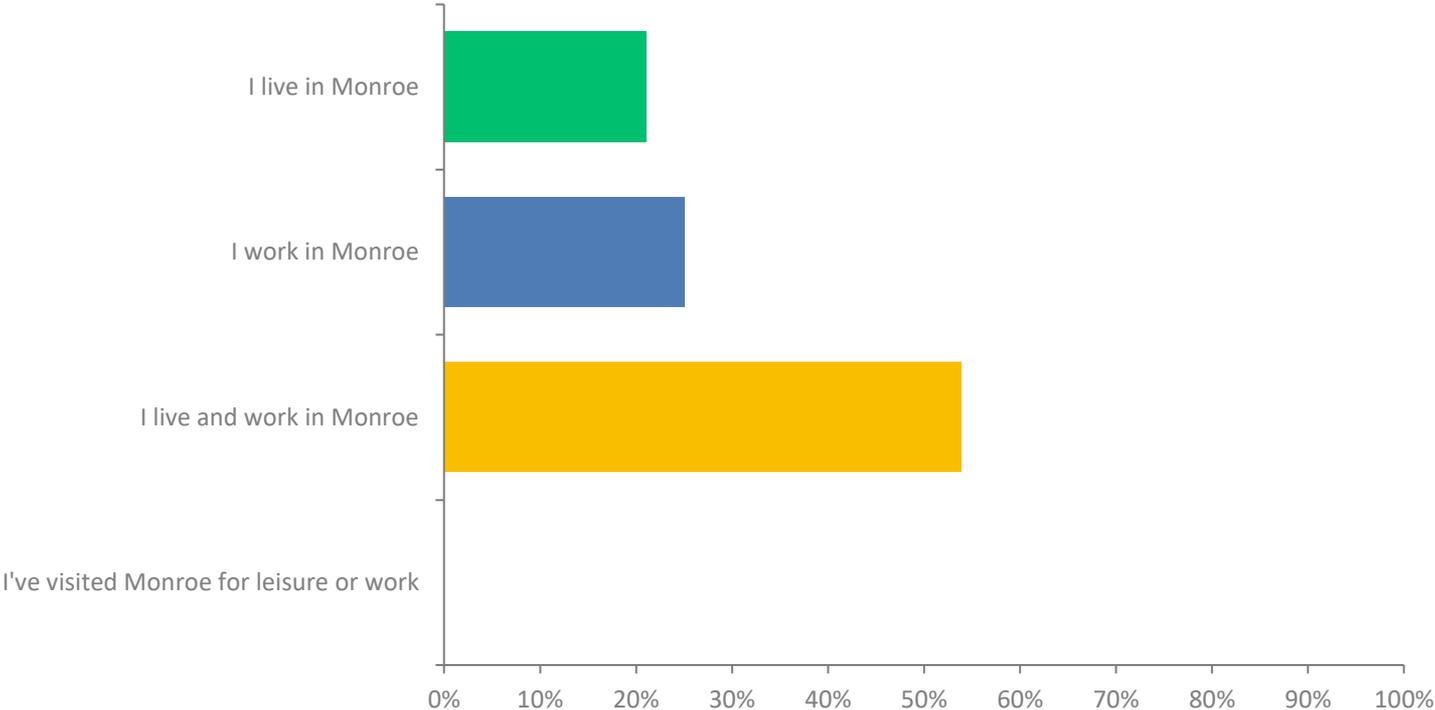
Total Responses

Date Created: Friday, December 09, 2022

Complete Responses: 1033

Q1: Which group best describes you? (select one that most applies to you)

Answered: 128 Skipped: 0



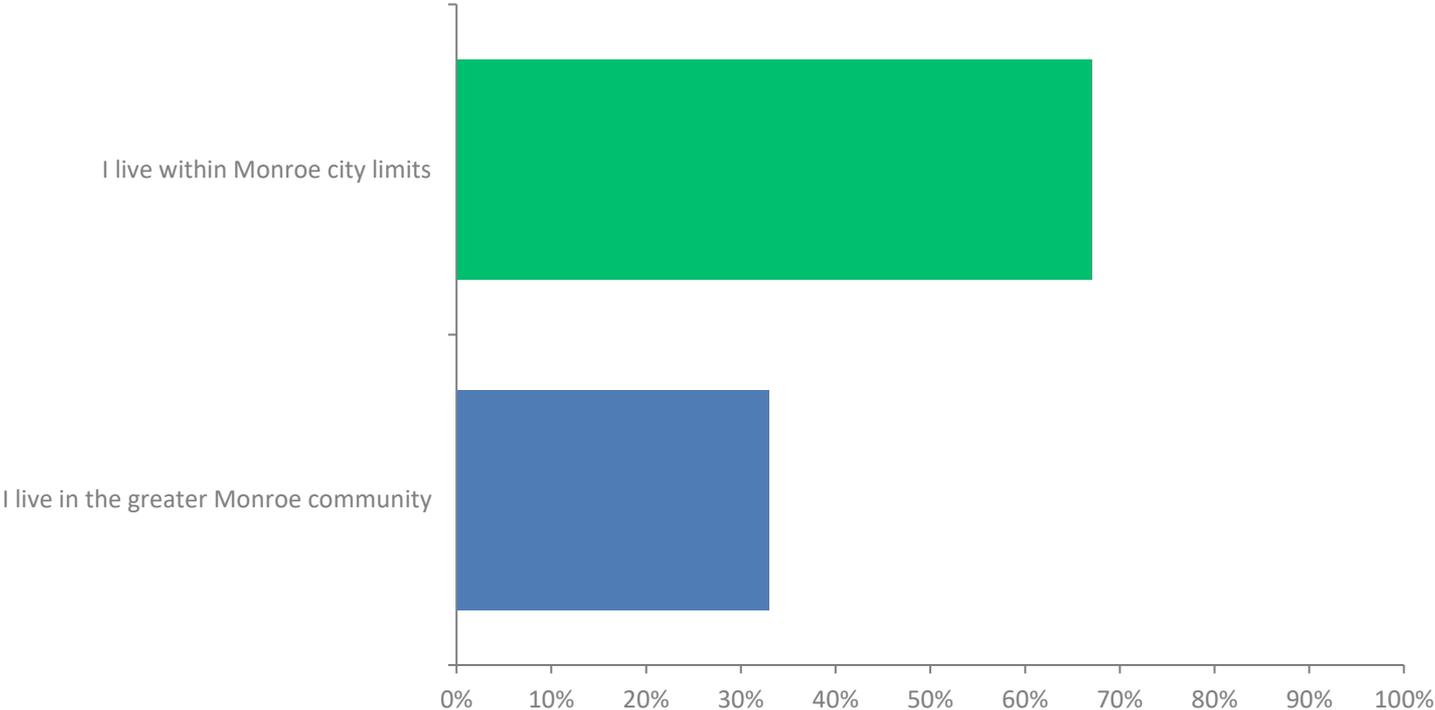
Q1: Which group best describes you? (select one that most applies to you)

Answered: 128 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| I live in Monroe | 21.09% | 27 |
| I work in Monroe | 25.00% | 32 |
| I live and work in Monroe | 53.91% | 69 |
| I've visited Monroe for leisure or work | 0% | 0 |
| TOTAL | | 128 |

Q2: Which group of residents best describes you? (select one)

Answered: 97 Skipped: 31



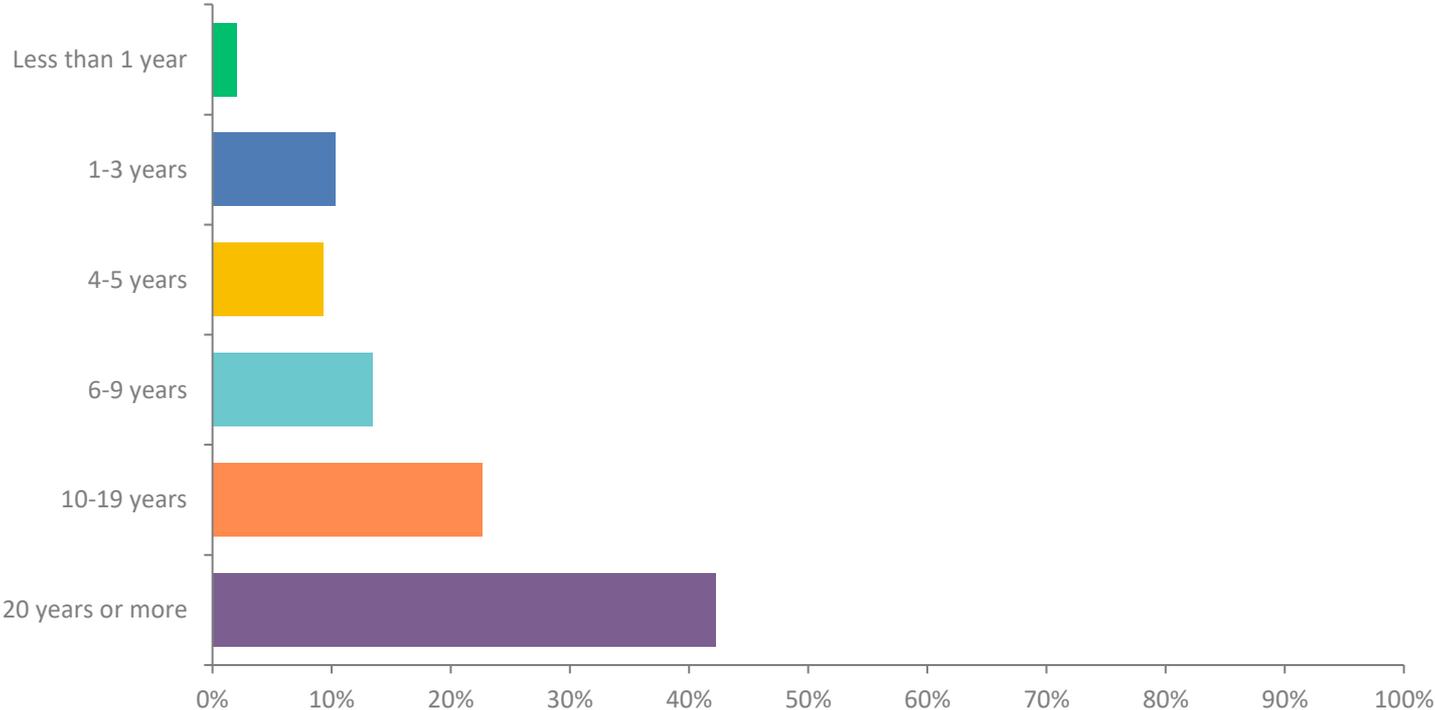
Q2: Which group of residents best describes you? (select one)

Answered: 97 Skipped: 31

| ANSWER CHOICES | RESPONSES | |
|--|-----------|----|
| I live within Monroe city limits | 67.01% | 65 |
| I live in the greater Monroe community | 32.99% | 32 |
| TOTAL | | 97 |

Q3: How long have you lived in Monroe?

Answered: 97 Skipped: 31



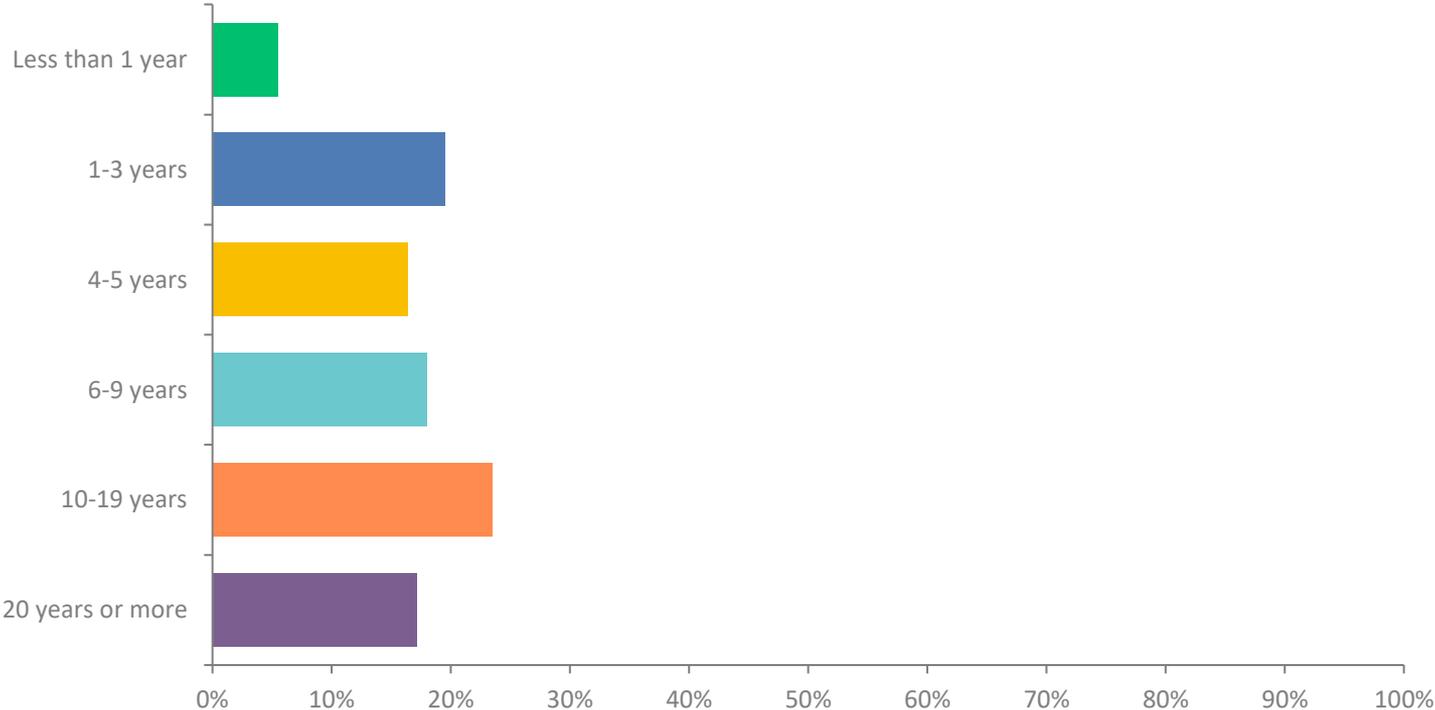
Q3: How long have you lived in Monroe?

Answered: 97 Skipped: 31

| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|----|
| Less than 1 year | 2.06% | 2 |
| 1-3 years | 10.31% | 10 |
| 4-5 years | 9.28% | 9 |
| 6-9 years | 13.40% | 13 |
| 10-19 years | 22.68% | 22 |
| 20 years or more | 42.27% | 41 |
| TOTAL | | 97 |

Q7: How long have you worked in Monroe?

Answered: 128 Skipped: 0



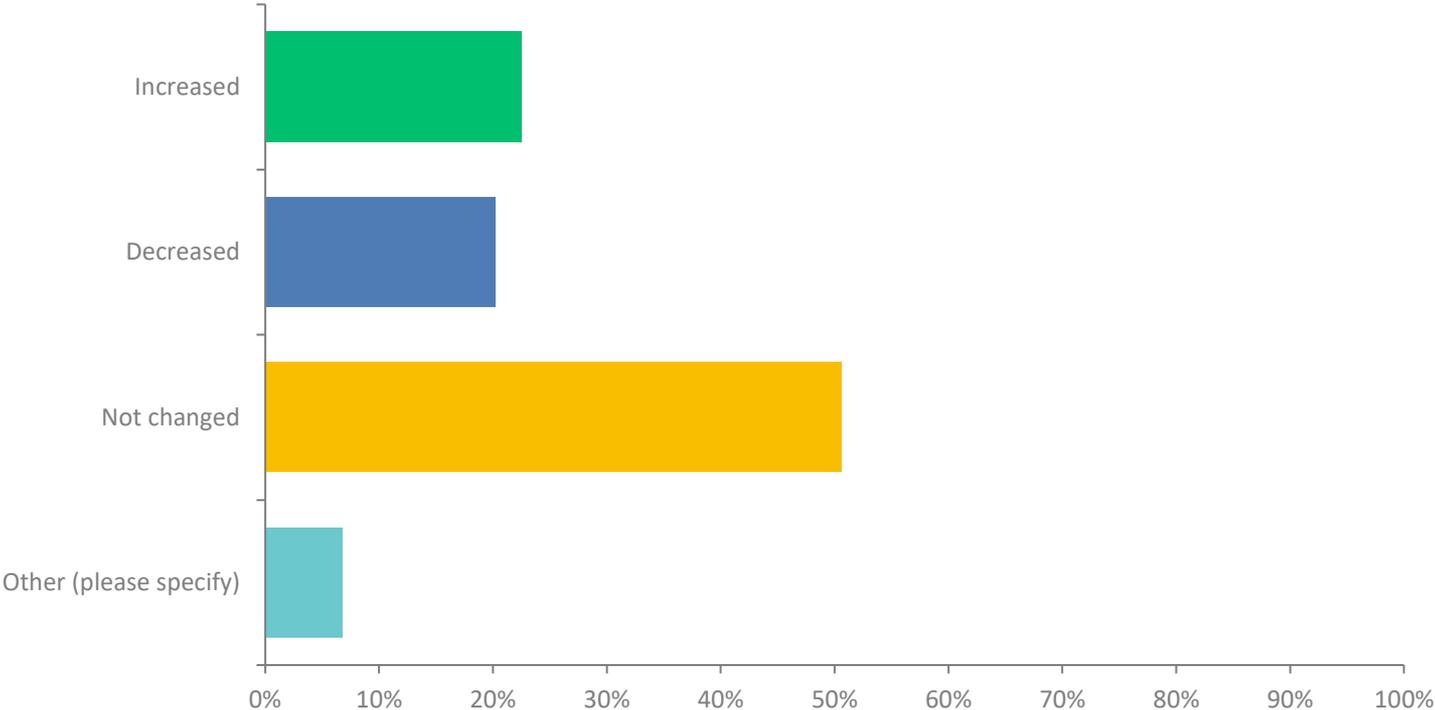
Q7: How long have you worked in Monroe?

Answered: 128 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|-----|
| Less than 1 year | 5.47% | 7 |
| 1-3 years | 19.53% | 25 |
| 4-5 years | 16.41% | 21 |
| 6-9 years | 17.97% | 23 |
| 10-19 years | 23.44% | 30 |
| 20 years or more | 17.19% | 22 |
| TOTAL | | 128 |

Q11: Regarding your workforce, in the last year, it has:

Answered: 89 Skipped: 39



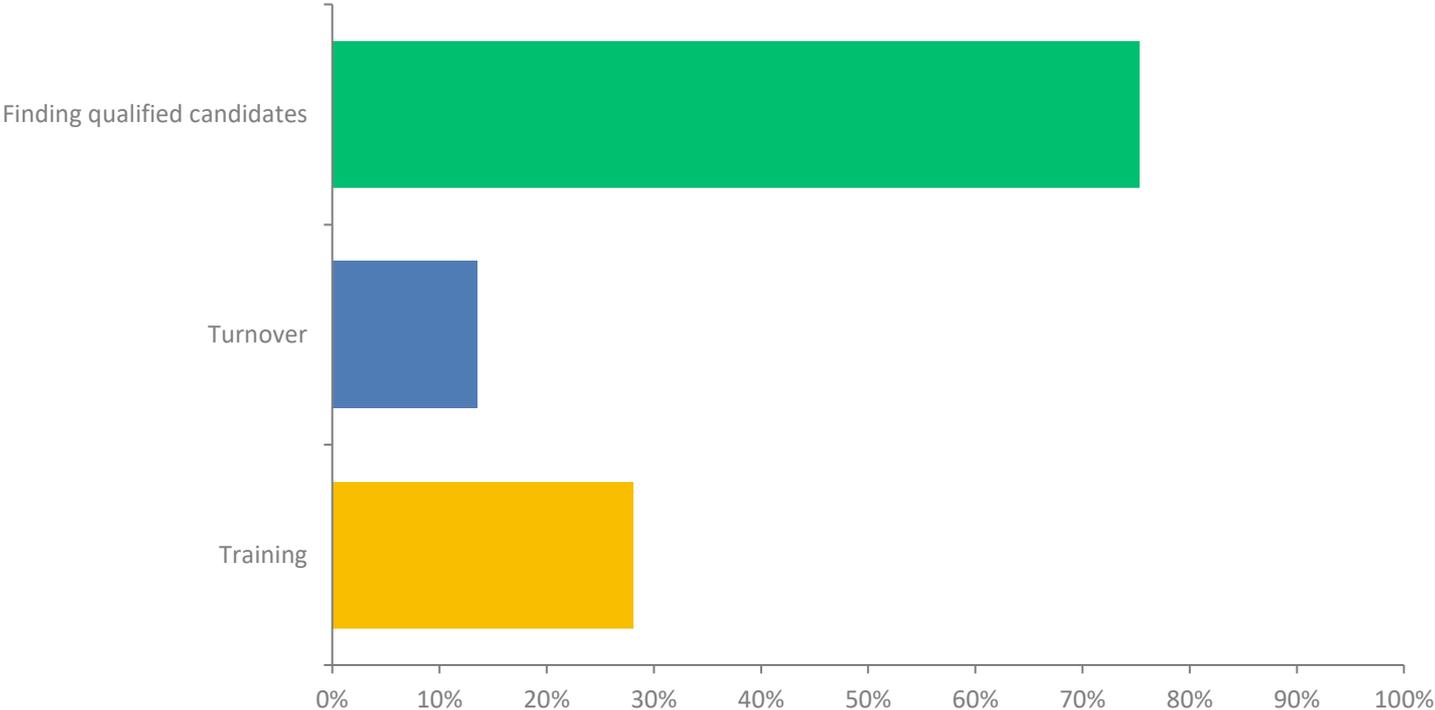
Q11: Regarding your workforce, in the last year, it has:

Answered: 89 Skipped: 39

| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|----|
| Increased | 22.47% | 20 |
| Decreased | 20.22% | 18 |
| Not changed | 50.56% | 45 |
| Other (please specify) | 6.74% | 6 |
| TOTAL | | 89 |

Q12: Regarding your workforce, your biggest challenge is: (select all that apply)

Answered: 89 Skipped: 39



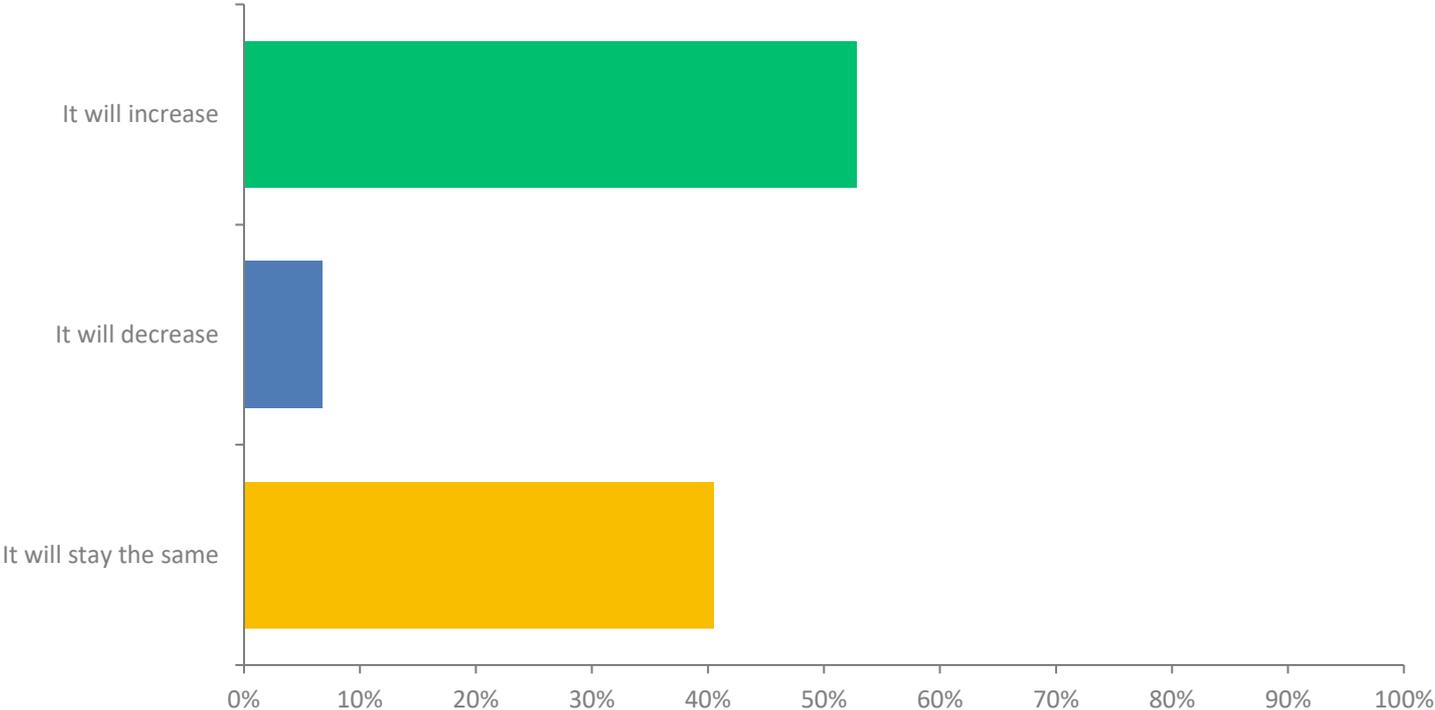
Q12: Regarding your workforce, your biggest challenge is: (select all that apply)

Answered: 89 Skipped: 39

| ANSWER CHOICES | RESPONSES | |
|------------------------------|-----------|-----|
| Finding qualified candidates | 75.28% | 67 |
| Turnover | 13.48% | 12 |
| Training | 28.09% | 25 |
| TOTAL | | 104 |

Q13: What do you anticipate will be your workforce needs in 2 years?

Answered: 89 Skipped: 39



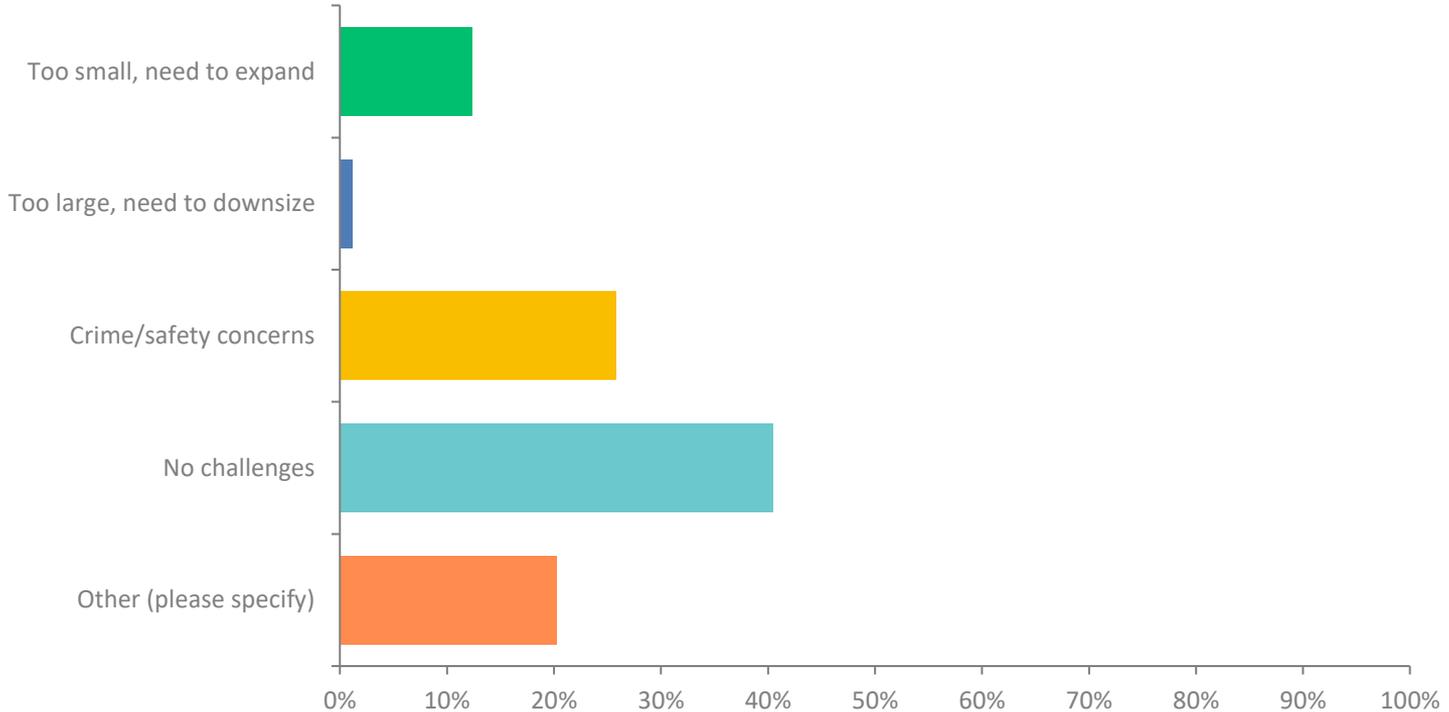
Q13: What do you anticipate will be your workforce needs in 2 years?

Answered: 89 Skipped: 39

| ANSWER CHOICES | RESPONSES | |
|-----------------------|-----------|----|
| It will increase | 52.81% | 47 |
| It will decrease | 6.74% | 6 |
| It will stay the same | 40.45% | 36 |
| TOTAL | | 89 |

Q14: What challenges, if any, do you face in your current location?

Answered: 89 Skipped: 39



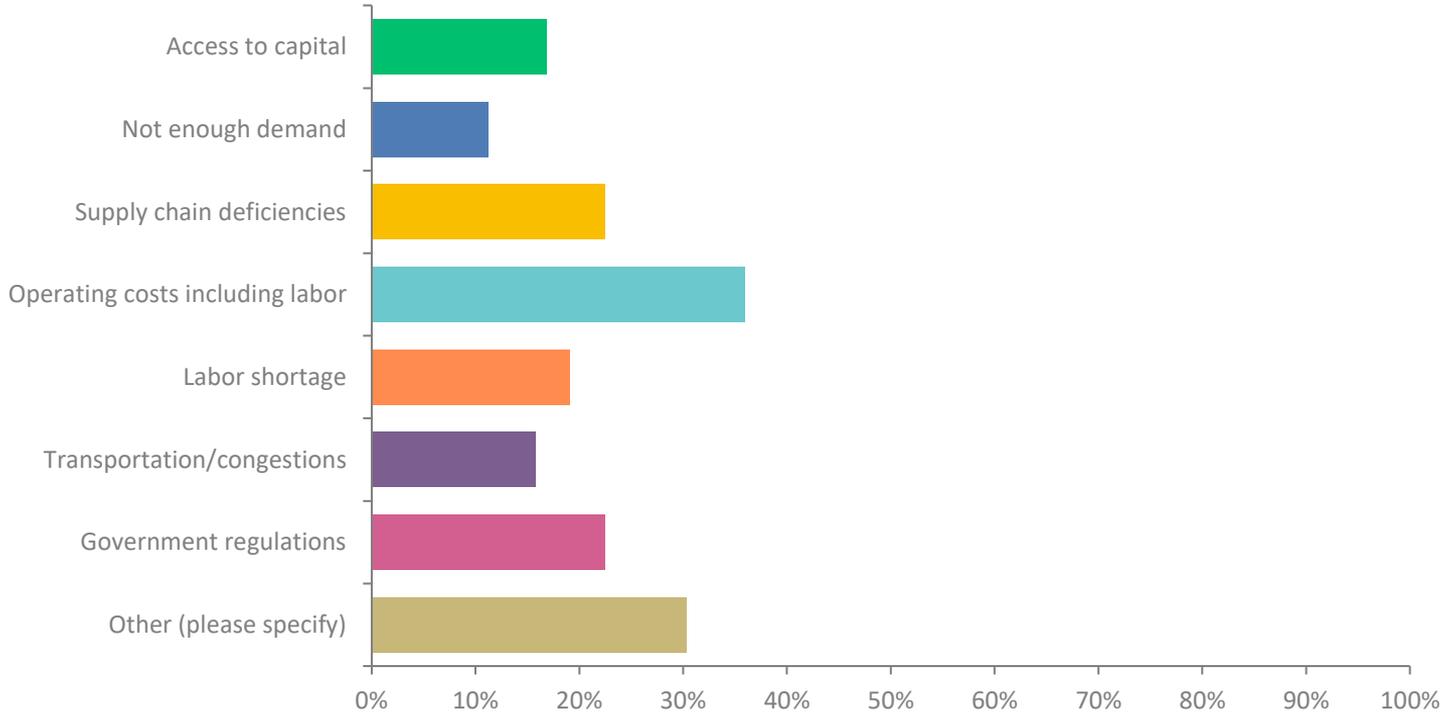
Q14: What challenges, if any, do you face in your current location?

Answered: 89 Skipped: 39

| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|-----------|
| Too small, need to expand | 12.36% | 11 |
| Too large, need to downsize | 1.12% | 1 |
| Crime/safety concerns | 25.84% | 23 |
| No challenges | 40.45% | 36 |
| Other (please specify) | 20.22% | 18 |
| TOTAL | | 89 |

Q15: What is the greatest hinderance to your growth? (select all that apply)

Answered: 89 Skipped: 39



Q15: What is the greatest hinderance to your growth? (select all that apply)

Answered: 89 Skipped: 39

| ANSWER CHOICES | RESPONSES | |
|---------------------------------|-----------|------------|
| Access to capital | 16.85% | 15 |
| Not enough demand | 11.24% | 10 |
| Supply chain deficiencies | 22.47% | 20 |
| Operating costs including labor | 35.96% | 32 |
| Labor shortage | 19.10% | 17 |
| Transportation/congestions | 15.73% | 14 |
| Government regulations | 22.47% | 20 |
| Other (please specify) | 30.34% | 27 |
| TOTAL | | 155 |

Q16: What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

Answered: 71 Skipped: 57

Category: Less Mandates/Government Regulations

- Stop mandating vaccines. We work in hospitals but none of us will risk the Covid vaccines. Mask mandates are burdensome, as well, as we labor pretty hard during our shifts and sweat through the masks in no time
- Get rid of the state COVID mandate/regulations!
- Puget Sound Clean Air... they charge me about \$2000 a year to “regulate” me and my competition, if they are outside of city limits do not have to pay this... And yet, it’s the same air. ☹️
- Help with navigating permits and the permit process for improvements would really help. Affordable permits (\$80 for a flat sign to be inspected upon install when neighbors find it cheaper to put up illegal banners everywhere that never get looked at?) and enforcement or, even better, reduction/simplification of permit laws (especially when it comes to signage) would really help. Assistance navigating county food permits would really really help (I’d love to offer popcorn which is exempt from permit but I need to spend \$900 plus and pay an annual non-permit fee if \$47 to the county to give popcorn away???)

Q16: Cont. What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

Answered: 71 Skipped: 57

Category: Provide More Tax Incentive/Decrease Taxes

- Decrease taxes, maybe offer incentives for hiring, since wages have increased to the point small businesses struggle to make ends meet.
- Insensitive for owners
- WA State needs to decrease taxes on small business. WA State Medicaid needs to increase reimbursement rates to physicians so that we can help more people.
- Stay out of the way. Take less money wherever possible from small business.
- Less taxes, good zoning
- End incentives to not work.
- Reduce business taxes
- More Grants
- Funding for building needs - utilities, capital for expansion, etc.
- Easier access to business loans
- Less taxes
- Money
- Grants, stair step min wage so we can afford student workers (60% min wage for high school, 80% of Min wage for college) if they are worth it businesses will increase to keep. Create tax breaks for growth.

Q16: Cont. What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

Answered: 71 Skipped: 57

Category: Improve the Visual Appeal of Monroe

- Beautify the area around the tracks, down the alleys, grants, more efficient and less cost prohibitive requirements around build outs and permits.
- Help with capital improvements. Grandstands renovations, track upgrades (SAFER barriers, additional auxiliary seating) to bring the upper levels of NASCAR.
- downtown monroe BUILDINGS need a facelift and color palette for consistency
- Make signage an easier process. Help with traffic at 147 and 179
- Make downtown more accessible. The buildings downtown are old and require lots of capitol to bring up to code.
- Decide on a color scheme (3 colors: shades of brown in same color family, black, brick and dark metal) Make the overall curb appeal (buildings/signs) coherent and aesthetically appealing Clean up the riff raf and transients camping on side walks and littering everywhere. Build buildings that have ease of parking and their architecture is similar or to a predefined set of architectural schemes Let a night life happen in the evenings (classy establishments, ones that are open pass 8:30/9p). Where couples can go on dates and friends can hang out. Axe throwing, bowling, darts, wine and art, escape rooms) Diverse eateries (Japanese, Korean, Fusion, better Pho, etc). Mod pizza, Panera. As well as neat establishments: pickled specialties, bakeries, cheese specialties, etc. A “day life” of businesses for family and day fun: pottery, bowling, escape rooms, indoor mini golf, coffee shops. Bring in Art, Woodworking, yarn/wool, craftsman hobbies. Monroe is about the calm and chill. We feed and house those before they travel to the city, the mountains, or other fishing and outdoor activities. So design a neat town that invites those to eat with many choices, relax and get to do neat activities together, or enjoy a variety of spirits, distillers, with a vibe to relax the fast pace of life in a safe, clean, beautiful town, Monroe.

Q16: Cont. What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

Answered: 71 Skipped: 57

Category: Improve Transportation Parking

- Complete 522, complete the Hwy 2 Sultan bypass
- Aesthetic improvement in all areas, traffic solutions including decongesting Main Street corridor.
- Fix traffic congestion on HWY 2 and 522
- Better parking. Clean up downtown. Make Main Street more desirable to walk around. (like Snohomish/duvall). We need more “ shopping” stores and restaurants
- Help with traffic flow Hwy2 and 522
- Increase parking
- Widen 522 and SR 2
- Better parking and security for nights and weekends

Q16: Cont. What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

Answered: 71 Skipped: 57

Category: Public Safety

- We would like to see a bigger presence in regards to the crime, vagrancy, and rampant drug use in downtown area. Vagrants sleeping on sidewalks and in front of businesses, drug paraphenalia being found by customers in the parking lot, homeless panhandling/sleeping/being nuisances causes people to not want to come to the area. It has a negative connotation to Monroe.
- Better parking downtown to make gathering spaces more accessible, reduce crime/drug/homeless problem so customers feel safe to meet in evenings downtown
- The traffic congestion, the amount of homeless people, open drug use, thefts, crime etc are causing people to move further out and away from the city limits of Monroe..
- Clean out the homeless and incarcerate criminals. There is too much coddling of indigents and criminals.
- Clean up the area
- Better the downtown area by helping homeless individuals that like to congregate in the downtown area.
- crime & safety of employee and affordable rent for a work force
- Clean up the down town area from crime
- Homelessness and crime down town

Q16: Cont. What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

Answered: 71 Skipped: 57

Category: Public Safety cont.

- More police patrols in downtown.
- Keeping town clean and free of vagrant issues such as camping in front of businesses and open drug use
- None. Just keep crime and graffiti down.
- Keeping the downtown vital and crime free helps as I sell in one of the shops down there - also getting more foot traffic to historic downtown
- SUPPORT MAIN STREET BUSINESSES MAKING DOWNTOWN MORE SPECIAL AND UNIQUE. HIRE MORE POLICE AND GET RID OF THE HOMELESS!!!!
- Address crime and homelessness in the community. For example, I need to move to a less expensive building than the Lake Tye building, but the trade off will be increase crime and chance of robbery, vandalism ect. I am a single female, and I feel safest in the Lake Tye building, but I can't afford to continue to keep my business there without raising my prices. My rent was raised 11k over 5 years at this last negotiation. I provide healthcare to people. keeping my cost lower helps the entire community which is underserved from a healthcare perspective.
- Safety for self and clients. Parking issues: no place for company employees to park let alone clients
- Do something about all the homeless junkies
- keep enforcing the law, arrest criminals, keep homeless/drug addicts out of Monroe! That only leads to more crime. Crime kills communities.
- Invest in Main Street improvements. Parking, signage for parking. Washington State needs to allow law enforcement to do their job. not just a slap on the wrist. Better cleanup of garbage. Professional company maintain baskets and planters on Main Street. Work on getting businesses through the permit process quicker so they can open.

Q16: Cont. What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

Answered: 71 Skipped: 57

Category: Other

- More time focused on all of Monroe businesses rather than spend all or most of focus on the downtown main street corridor. The little guys (small businesses) throughout the city feel less important because we are not located on Main street.
- Help stabilize the housing market? I am not sure if the city could help with this.
- Follow desirable models like Bothell, Woodinville, Kirkland, Redmond and so on.
- Continue to support our local theater by partnering up for more events, encouraging people to also support our local theater by visiting more frequently and bringing friends/family.
- I am disappointed in the Chamber of Commerce aka Choose Monroe. I have made efforts to join for over a 18-24 months; I also arranged to have representation at my Grand Opening, sadly, with no follow through. Prior to the eldercare industry, I held 10 years in the Tourism Management field with Visit Seattle and Washington State Convention Center. If the current practices continue to lack efficient systems for follow through, my personal experience leads me to have concern if other new businesses in Monroe are receiving the support needed for their growth.
- Continued support, referrals, capital, a building to work out of
- Support Tech companies. Make it the kind of place people want to hang out during the day and go out at night. Attract tech talent.
- Snohomish County more resources for consultants

Q16: Cont. What tools and/or actions, could government (City of Monroe, Snohomish County or WA State) take to assist in your business growth or expansion, or prevent a downsize, relocation or closure? Open Response

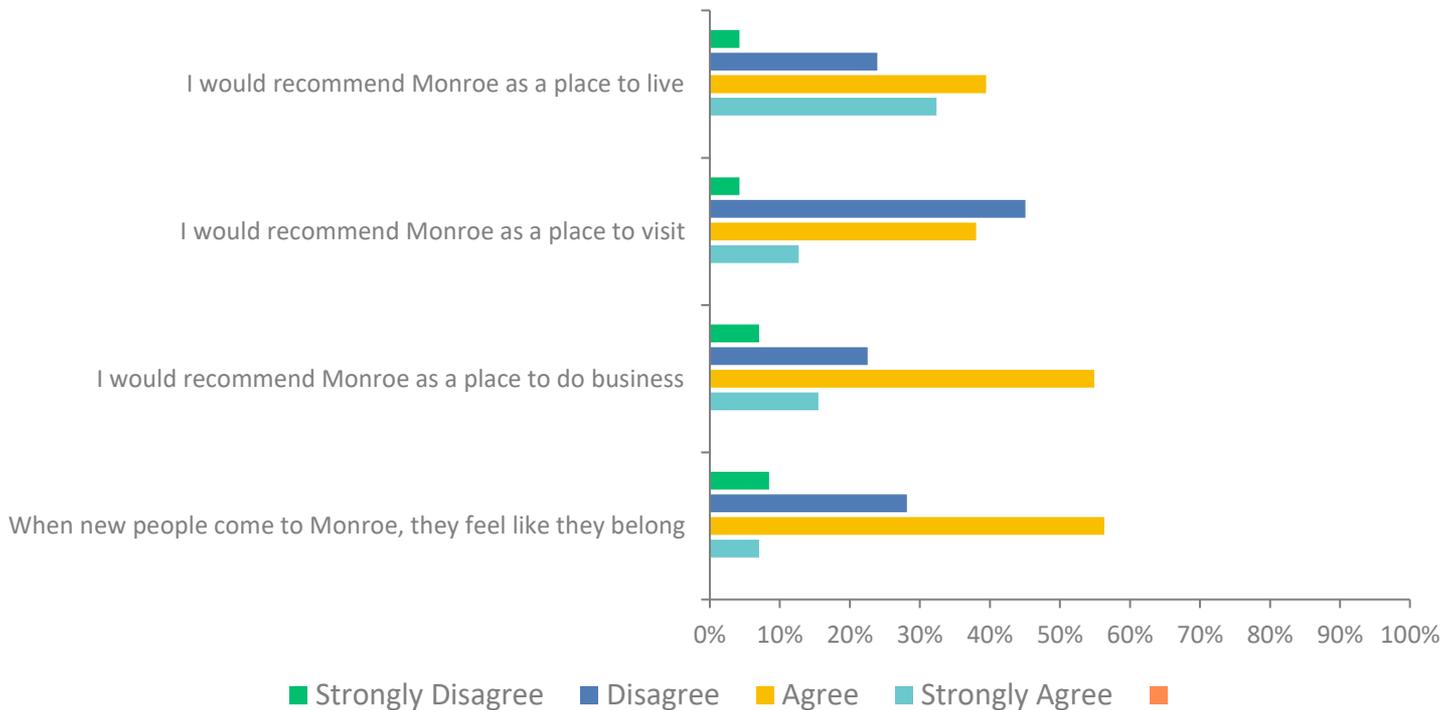
Answered: 71 Skipped: 57

Category: Other cont.

- Create a more cohesive downtown with a focus on the types of businesses that draw people to linger, shop and eat ... like Snohomish, or Arlington
- Affordable Housing
- Does the city want to develop a video game 🎮
- It would be nice to have the downtown core business mix stronger to bring in more foot traffic.
- A better plan for developing Main St. I was told last year that current zoning/restrictions prohibited us from owning a building and operating our brokerage.
- Continue to offer events like the monroe farmer market that allow connections with local buyers and sellers
- Business directory on website
- Some Small businesses like ours can help benefit the city by providing services that could cut operating costs. It would be beneficial to both the city and small businesses if some services could be contracted out, as we have provided in the past. Subcontracting out services reduces city costs, while returning money to the businesses inside the city, both increasing the local employment & taxes collected by the city.
- Organize directory of local biz
- continue to be pro business.
- I think that the city is doing a fine job to support my business in it's current remote format and size.
- Online business

Q25: From your perspective, please rate the following from strongly disagree to strongly agree:

Answered: 71 Skipped: 57



Q25: From your perspective, please rate the following from strongly disagree to strongly agree:

Answered: 71 Skipped: 57

| | STRONGLY DISAGREE | DISAGREE | AGREE | STRONGLY AGREE | | TOTAL | WEIGHTED AVERAGE |
|--|----------------------|--------------|--------------|-------------------|---------|-------|---------------------|
| I would recommend Monroe as a place to live | 4.23% 3 | 23.94% 17 | 39.44% 28 | 32.39% 23 | 0% 0 | 71 | 1 |
| I would recommend Monroe as a place to visit | 4.23% 3 | 45.07% 32 | 38.03% 27 | 12.68% 9 | 0% 0 | 71 | 1 |
| I would recommend Monroe as a place to do business | 7.04% 5 | 22.54% 16 | 54.93% 39 | 15.49% 11 | 0% 0 | 71 | 1 |
| When new people come to Monroe, they feel like they belong | 8.45% 6 | 28.17% 20 | 56.34% 40 | 7.04% 5 | 0% 0 | 71 | 1 |