

Appendices

Response Rates

Cover Letters

Questionnaire

Map

Response Rates			
	<u>Mailed Out</u> #	<u>Returned</u> #	<u>Response</u> <u>Rate</u> %
Total	448	141	32
Area 1	86	24	28
Area 2	47	18	38
Area 3	176	53	30
Area 4	139	46	33



OFFICE OF THE MAYOR

LARRY W. CAMPBELL
MAYOR

CITY OF VANCOUVER
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VANCOUVER, B.C.
V5Y 1V4
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March 18, 2005

To False Creek Flats Area Business Owner or Manager:

We need your input and business insight to help us make the most of False Creek Flats as a vibrant economic section of the city.

In July 2004, Council began this effort when it approved a planning program for False Creek Flats (see attached map), including an area transportation study. The Planning Department is working to find the best solutions to:

- Land use and transportation that enables economic development;
- Integrate the western and southern flats into the urban fabric of the city; and
- Strengthen the role of the flats in servicing the Port and downtown.

The City of Vancouver has hired Mustel Research Group Ltd to conduct a survey of businesses in the False Creek Flats area. The survey questionnaire is designed to help City staff better understand:

- What types of business activities are operating in the area;
- Characteristics of these firms;
- Economic impact in terms of value of goods and services;
- Space needs;
- Location factors important to the businesses and plans for location change; and
- Transportation and parking needs.

I ask that you please take the time to fill out the attached questionnaire, noting that all responses are confidential. For more information about the False Creek Flats Planning Process, please contact Karis Hiebert, Project Planner at (604) 871-6066 or Desiree Drewitt at (604)873-7702.

As an incentive to encourage your participation, for each completed questionnaire returned to Mustel Research Group we will make a donation to a registered charity. We hope to reach a goal of 250 completed questionnaires for a donation of \$500. Please help us by providing your input! Thank you!

Yours truly,

Larry W. Campbell
MAYOR



MUSTEL GROUP
MARKET RESEARCH

False Creek Flats Business Survey

Commissioned by the City of Vancouver

Dear Survey Participant

Please be assured that Mustel Group maintains strict confidentiality of the information collected in this survey. We do not reveal the identity of respondents, nor give names and phone numbers to anyone, not even our clients.

We have been in business here in Vancouver since 1980 and we are a member of the Better Business Bureau. Below please find a summary of our privacy policy.

Our Privacy Policy:

1. Mustel Group is committed to protecting your privacy and the confidentiality of your personal information.
2. Mustel Group is committed to keeping the personal information you share with us confidential.
3. The information you provide will only be used for the purposes of this research. Under no circumstances do we sell contact lists or personal information to others.
4. The information you provide will be retained only for the time it is required for the purposes of this research.
5. Mustel Group will protect the information you provide with appropriate safeguards and security measures.
6. We are fully compliant with the new federal privacy legislation (New act is called PIPEDA: Personal Information Protection and Electronic Documents Act)
7. The information you provide will be combined with the responses given by all other survey respondents and reported only in aggregate form. Your answers will remain completely confidential and anonymous.

For more information visit our website at www.mustelgroup.com or if you have any questions about the survey, please contact me at 604-733-4213 or by email at jkoehl@mustelgroup.com

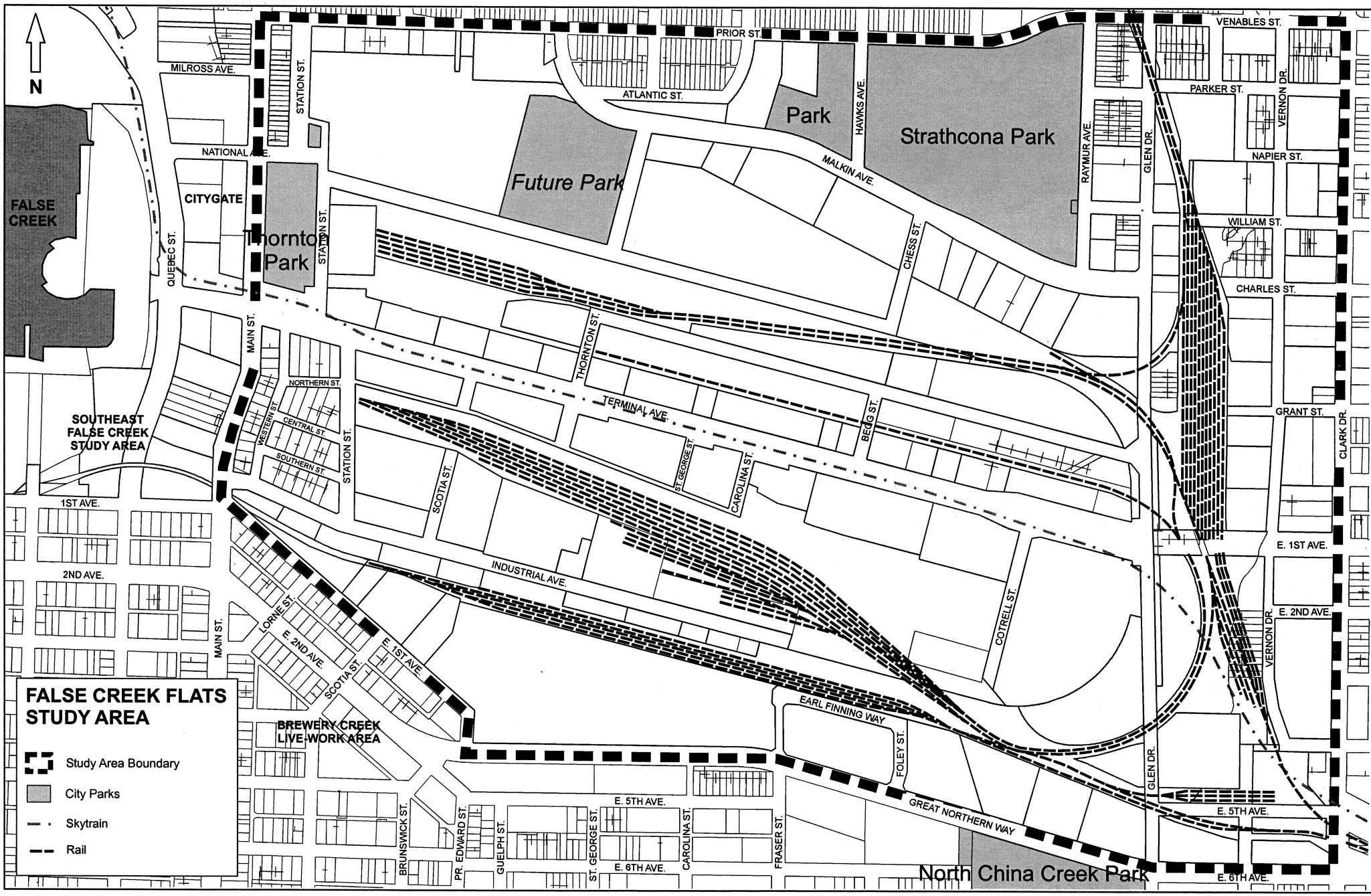
By participating you will be making an important contribution to the planning for this area of the City. Also, for each completed survey we receive, we will add to a donation to a registered charity. There is a space on the survey to name a charity or charities you'd like to see receive the donation! We look forward to your input!

Sincerely,

Jami Koehl, C.M.R.P.
Vice-President
Mustel Research Group Ltd.

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FALSE CREEK

CITYGATE

Thornton Park

Future Park

Park





Strathcona Park

SOUTHEAST FALSE CREEK STUDY AREA

BREWERY CREEK LIVE-WORK AREA

North China Creek Park

FALSE CREEK FLATS STUDY AREA

-  Study Area Boundary
-  City Parks
-  Skytrain
-  Rail





City of Vancouver False Creek Flats Survey

Please take a few minutes to provide us with the following information to be used for planning purposes.

All information is held in strictest confidence and will be summarized in total for all businesses.

17.a) Are you aware of another location in the city or region that would meet your location needs?

- Yes ↓ No → NOW GO TO Q18

If you answered YES : Where? _____

BUSINESS LOCATION PLANS

18. What are your plans for this location? *Please check one.*

- No change Close
 Downsize Move
 Expand

19. If you plan to move to another location:

19a) Where do you plan to locate? _____

19b) Why will you locate there? _____

20a) Do you require any access, parking, road, or rail transportation improvements for you to remain and grow in your present location?

- Yes ↓ No

If you answered YES: What improvements?

21. Does your company have social, community (such as making charitable contributions), and/ or environmental programs or practices (such as toxic waste disposal, recycling or energy reduction programs) that aim to make a difference in your workplace or in the community?

IF YES: Please describe: _____

22. Do you have any suggestions or concerns that you would like City Hall to know about?

Please insert this survey in the enclosed postage paid envelope and mail by April 5th if possible. Thank you for your co-operation!

*By completing and returning your survey to Mustel Group Market Research, you are helping us add to the donation we will make to a local charity on behalf of False Creek Flats Businesses!
 If you would like to suggest a charity for our donation, please write in below:*

Thank you again for helping your community and City planning efforts for this area!

BACKGROUND INFORMATION

1. Please describe your main business activity, including what goods you produce and/ or what services you provide, at this location.

2. In what year was your company/enterprise originally established? _____ (Year established)

3. How many years has the company been located at this address? _____ Years

4. Is the company an owner or a tenant at this location? Owner Tenant

5. Is this location a multi-tenant building? Yes No

6. What is the total floor space occupied by your business at this location?

_____ Square feet **Or** _____ Square meters

7. How is your floor space used? PLEASE INDICATE % OF TOTAL FLOOR SPACE FOR EACH PURPOSE

Manufacturing/ Industrial/ Repair	_____ %	
Warehouse/ Storage.....	_____ %	
Retail/ Showroom.....	_____ %	
Research & Development	_____ %	
Administration Office.....	_____ %	
Other office.....	_____ %	
Other	_____ %	→ IF OTHER, PLEASE SPECIFY USE

TOTAL	100 %	

CUSTOMER-SUPPLIER INFORMATION

8. Please estimate the percent of the total value of goods and services sold by your company from this location in 2004:
- Sold To Customers In:**
- Downtown Vancouver %
- Rest of City of Vancouver %
- Rest of Lower Mainland %
- Outside Lower Mainland (incl. exports) ... %
- TOTAL 100 %
9. Please estimate the percent of the total value of goods and services purchased by your company from this location in 2004:
- Purchased From Suppliers In:**
- Downtown Vancouver %
- Rest of City of Vancouver %
- Rest of Lower Mainland %
- Outside Lower Mainland (incl. imports) .. %
- TOTAL 100 %

TRANSPORTATION NEEDS

10. Please estimate the number of goods movement vehicles that accessed your company in a typical week of operation in 2004:
- TOTAL RAIL CARS:**
- Heavy Trucks (semis, 3 or more axles).....
- Light Trucks (cube or panel vans, 2 axles)
- Small Vans or Pickup Trucks
- TOTAL TRUCKS**
11. Please estimate how your employees get to work at this location:
- Walk or Bike %
- Transit or Sky Train..... %
- Carpool..... %
- Drive Alone %
- TOTAL 100 %
12. In an average week how many employees work at each shift time and how many days per week do you operate at this location?

Shift time:	# of Staff working: PLEASE RECORD #	# of Days per Average Week
Weekday daytime		
Weekday evening/nighttime		
Weekend daytime		
Weekend evening/nighttime		

13. How many employees work at this location?
- Full Time** **Part Time** (Less than 30 hrs per week)
- On an average day
- On your busiest day & peak shift

14. Please estimate the percentage of your employees who live in the City of Vancouver: _____ %

LOCATION DECISION FACTORS

- 15a. Please indicate how important each factor is to you in deciding on a location for your business. PLEASE CIRCLE ONE NUMBER FOR EACH FACTOR.
- 15b. At your present location, are you satisfied with the location factors listed below? PLEASE CIRCLE YES, NO OR N/A (NOT APPLICABLE).

LOCATION FACTORS ↓	Q15a) How important is each factor to you in deciding on a location for your business?				Q15b) At your present location are you satisfied with:		
	Essential	Important	Desirable	Not Important	Satisfied with ...?		
	PLEASE CIRCLE ONE RESPONSE FOR EACH FACTOR				PLEASE CIRCLE YES, NO or N/A FOR EACH FACTOR		
SPACE CHARACTERISTICS							
Room to expand	4	3	2	1	Yes	No	N/A
Ground floor occupancy	4	3	2	1	Yes	No	N/A
Loading bay	4	3	2	1	Yes	No	N/A
High ceilings	4	3	2	1	Yes	No	N/A
SITE CHARACTERISTICS							
Cost land/ rent	4	3	2	1	Yes	No	N/A
Outdoor storage space	4	3	2	1	Yes	No	N/A
Adequate parking	4	3	2	1	Yes	No	N/A
Access to transit/ SkyTrain	4	3	2	1	Yes	No	N/A
High visibility	4	3	2	1	Yes	No	N/A
Large truck access	4	3	2	1	Yes	No	N/A
On site rail access	4	3	2	1	Yes	No	N/A
Away from residential areas	4	3	2	1	Yes	No	N/A
LABOUR							
Close to management/ professional staff	4	3	2	1	Yes	No	N/A
Close to skilled labour	4	3	2	1	Yes	No	N/A
Close to unskilled labour	4	3	2	1	Yes	No	N/A
BUSINESS LINKS							
Face-to-face contact	4	3	2	1	Yes	No	N/A
Close to customers	4	3	2	1	Yes	No	N/A
Close to suppliers/ services	4	3	2	1	Yes	No	N/A
Close to competitors	4	3	2	1	Yes	No	N/A
TRANSPORTATION (Goods and Services)							
Close to Downtown Vancouver	4	3	2	1	Yes	No	N/A
Close to major highway	4	3	2	1	Yes	No	N/A
Close to rail transport	4	3	2	1	Yes	No	N/A
Close to port	4	3	2	1	Yes	No	N/A
Close to airport	4	3	2	1	Yes	No	N/A

- 16a) Did you move to this location from elsewhere?
- Yes ↓ No → NOW GO TO Q.17 (page 4)

- If you answered YES to Q16a:
- 16b) Where did you move from? _____
- 16c) Why did you choose your present location? _____