



Downtown Business Survey

Economic Vitality Advisory Committee Meeting

September 30, 2021

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Community Development Director



Summary

- Survey originally reviewed by EVAC in April
- Distributed in May
- EVAC assisted with business outreach from May to August
- Follow up presentations to EVAC in May, June and July
- Survey finalized in August
- Results ready for distribution



Business Participation List

#	COMPANY		
1	Bagel Street Cafe Millbrae	13	Naty's Cuts
2	Bay Area Union Health Center	14	chicken pho you
3	Perisson Real Estate, Inc.	15	Dee Dee Boutique
4	Thai Stick Restaurant	16	Tony Liquor LLC
5	Little Caesars	17	Jeet Sing
6	Verizon	18	Bacchus Wine & Spirits
7	Baskin Robbins	19	HS Cafe
8	fiddlers green	20	Gino's Shoe Repair
9	fiddlers green	21	Millbrae Lock
10	Yi Fang Fruit Tea	22	Sushi kei
11	Sushi Kei	23	Millbare Kebab
12	Corner Stone Jeweler	24	Bacchus Wine and spirits
		25	Deans Produce

**22 total when
duplicates are
removed**



Q1: Which industry best describes your business?

ANSWER CHOICES	RESPONSES	
Restaurant or Food Service	48.00%	12
Retail/General Merchandise Sales	28.00%	7
Personal Services (hair salons, nail salons, fitness)	4.00%	1
Professional Services	4.00%	1
Financial Services/Banking	0.00%	0
Art or Cultural Establishment	0.00%	0
Health Care Establishment	4.00%	1
Office	0.00%	0
Other (please specify)	12.00%	3
TOTAL	25	



Q2: From your perspective as a business owner, what do you think the City could change to improve your customers' experience?

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NO OPINION	SOMEWHAT NOT IMPORTANT	NOT IMPORTANT AT ALL	TOTAL
Safety and cleanliness improvements to City streets and parking lots	68.00% 17	12.00% 3	20.00% 5	0.00% 0	0.00% 0	25
Downtown identification/branding such as signage and street banners	40.00% 10	40.00% 10	16.00% 4	0.00% 0	4.00% 1	25
Downtown beautification including landscaping, streetscape, and storefront improvements	60.00% 15	32.00% 8	8.00% 2	0.00% 0	0.00% 0	25
Parking meters or different time restriction regulations	28.00% 7	12.00% 3	12.00% 3	16.00% 4	32.00% 8	25
More parking	72.00% 18	16.00% 4	4.00% 1	4.00% 1	4.00% 1	25
Coordinated promotions and events	32.00% 8	44.00% 11	12.00% 3	4.00% 1	8.00% 2	25
Organized group acting on behalf of business owners	48.00% 12	36.00% 9	12.00% 3	4.00% 1	0.00% 0	25



Q3: What kind of customers does your business currently attract in Downtown?

	ALMOST ALL MY CUSTOMERS	QUITE A FEW CUSTOMERS	SOME CUSTOMERS	A FEW CUSTOMERS	NO CUSTOMERS	TOTAL	WEIGHTED AVERAGE
Local residents	48.00% 12	40.00% 10	8.00% 2	4.00% 1	0.00% 0	25	1.68
Regional Bay Area residents	33.33% 8	37.50% 9	12.50% 3	16.67% 4	0.00% 0	24	2.13
Workers and Professionals	32.00% 8	40.00% 10	16.00% 4	8.00% 2	4.00% 1	25	2.12
Families and residents looking for social connections/activities	20.00% 5	40.00% 10	8.00% 2	4.00% 1	28.00% 7	25	2.80
SFO or multi-modal station travelers	0.00% 0	24.00% 6	48.00% 12	12.00% 3	16.00% 4	25	3.20



Q4: What kinds of events, if held in Downtown, would you support and participate in?

	STRONGLY SUPPORTIVE	SOMEWHAT SUPPORTIVE	NO OPINION	SOMEWHAT NOT SUPPORTIVE	STRONGLY NOT IN SUPPORT	TOTAL
Music and Concerts	56.00% 14	20.00% 5	4.00% 1	4.00% 1	16.00% 4	25
Farmers Market	52.00% 13	20.00% 5	12.00% 3	4.00% 1	12.00% 3	25
Festivals	64.00% 16	8.00% 2	12.00% 3	4.00% 1	12.00% 3	25
Food and Wine/Beer events	56.00% 14	20.00% 5	8.00% 2	0.00% 0	16.00% 4	25
Live Performances	48.00% 12	28.00% 7	8.00% 2	0.00% 0	16.00% 4	25



Q5: If a merchants' association was formed, what would you want it to do for you (slide 1 of 2)?

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NO OPINION	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL	TOTAL	WEIGHTED AVERAGE
Joint local and regional marketing of Downtown and its businesses	36.00% 9	48.00% 12	12.00% 3	4.00% 1	0.00% 0	25	1.84
Coordinated promotions for Downtown businesses	44.00% 11	44.00% 11	8.00% 2	4.00% 1	0.00% 0	25	1.72
Business networking events and other support programs for local business	48.00% 12	36.00% 9	12.00% 3	4.00% 1	0.00% 0	25	1.72
Parking management including meters or changes to time restrictions	28.00% 7	20.00% 5	16.00% 4	8.00% 2	28.00% 7	25	2.88

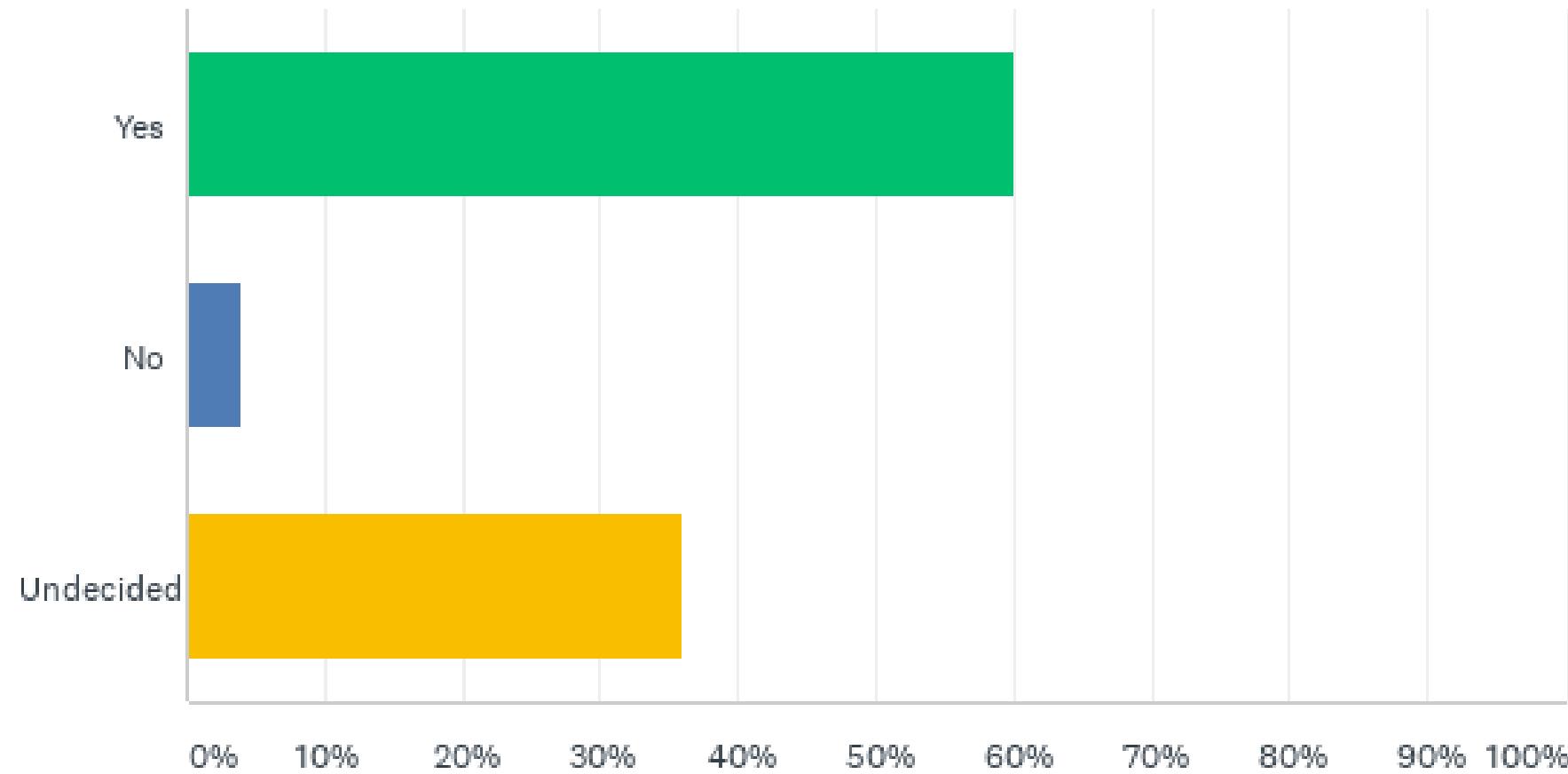


Q5: If a merchants' association was formed, what would you want it to do for you (slide 2 of 2)?

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NO OPINION	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL	TOTAL	WEIGHTED AVERAGE
More coordinated special public events	28.00% 7	56.00% 14	4.00% 1	0.00% 0	12.00% 3	25	2.12
Improving cleanliness of Downtown sidewalks, streets, and parking lots	56.00% 14	8.00% 2	24.00% 6	8.00% 2	4.00% 1	25	1.96
Outreach efforts with SFO	44.00% 11	32.00% 8	20.00% 5	4.00% 1	0.00% 0	25	1.84
Façade and streetscape improvements	56.00% 14	20.00% 5	20.00% 5	4.00% 1	0.00% 0	25	1.72
Beautification of public spaces such as additional landscaping, public art, or murals	52.00% 13	24.00% 6	16.00% 4	0.00% 0	8.00% 2	25	1.88



Q6: Would you participate in a Downtown merchants'/business association if one was formed?



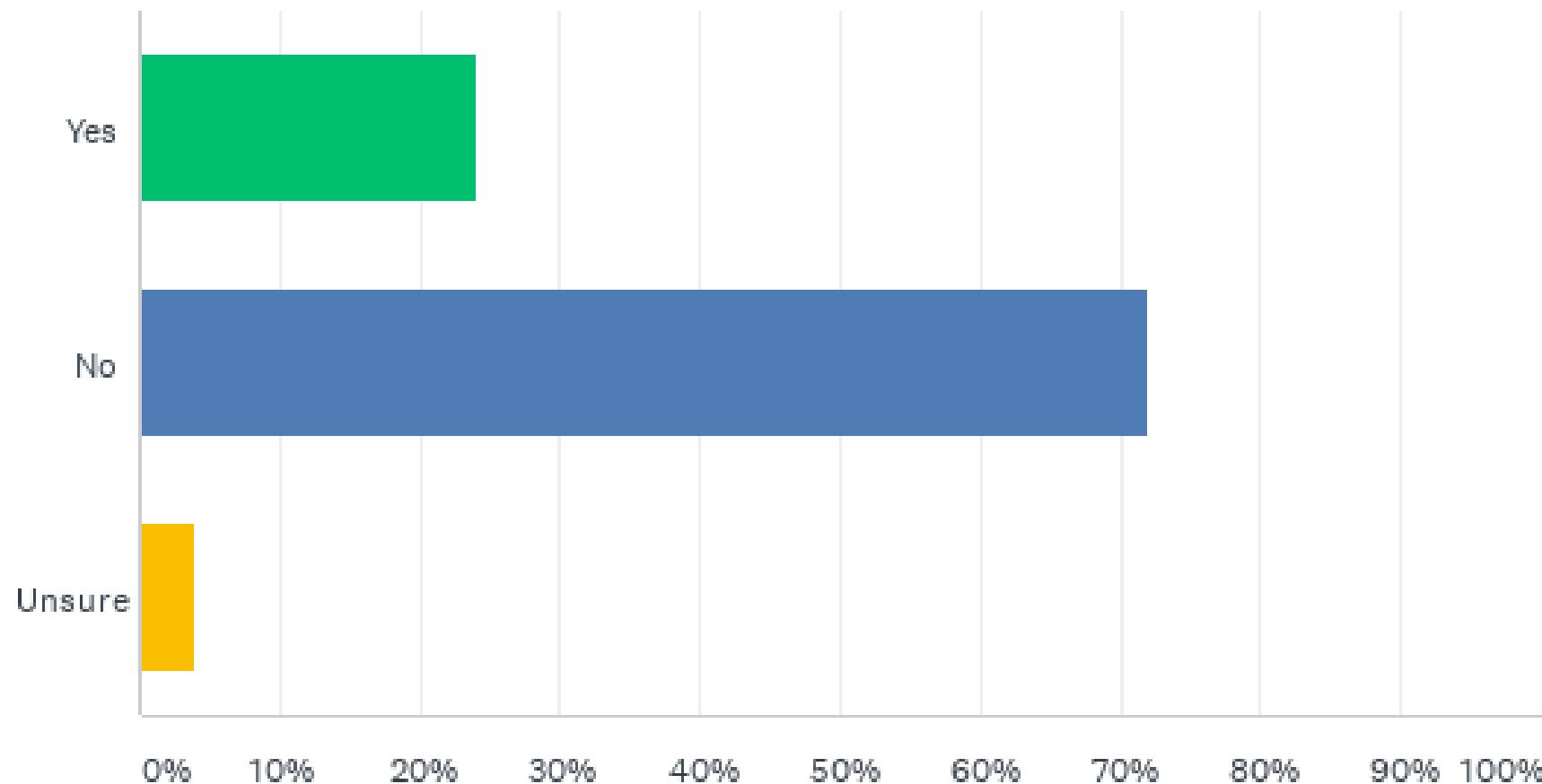


Q7: Is parking in the downtown a problem for your business?

ANSWER CHOICES	RESPONSES	
Yes	52.00%	13
No	48.00%	12
Unsure	0.00%	0
TOTAL		25

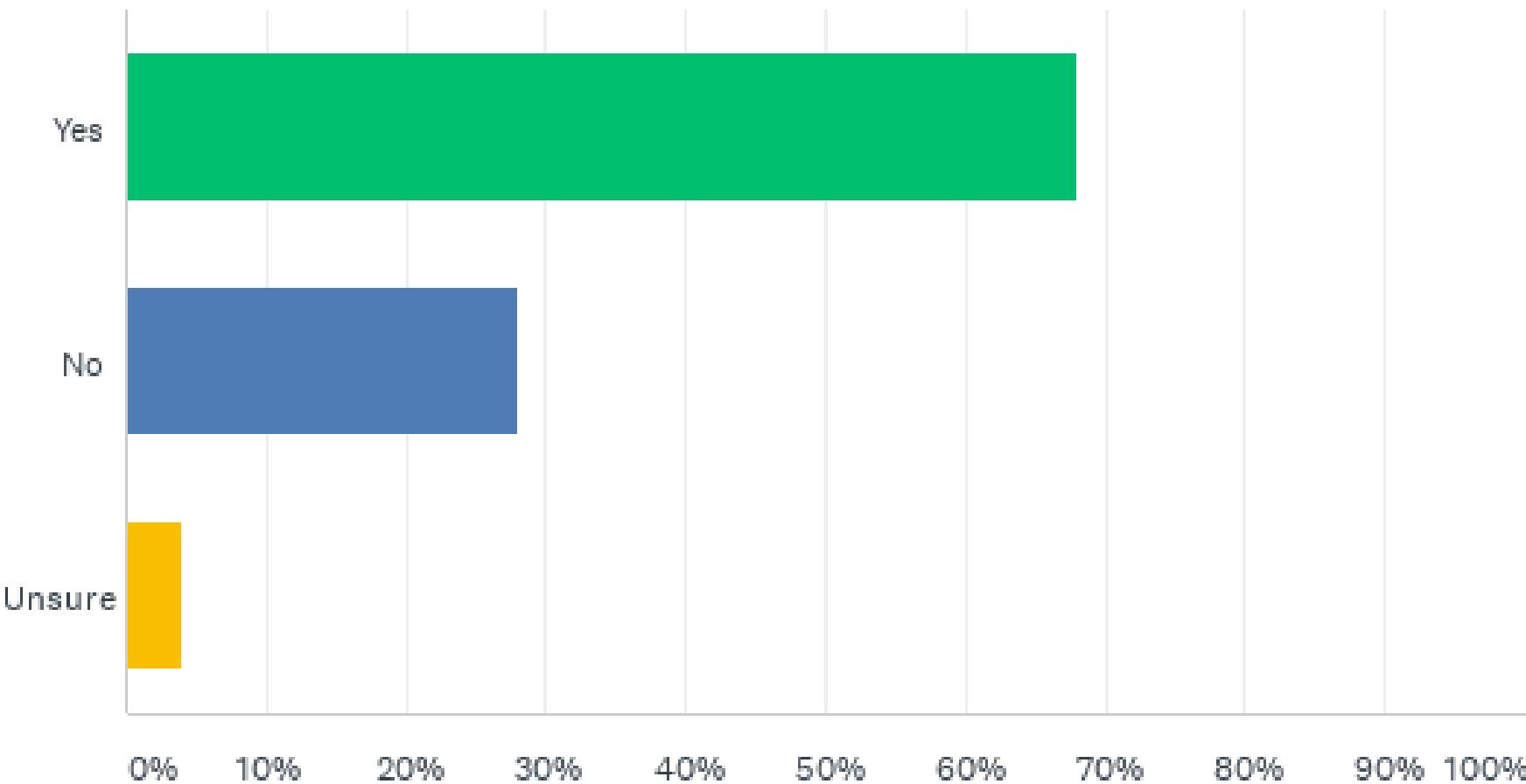


Q8: Would you support the installation of parking meters in Downtown?





Q9: Do you support the continuation of outdoor street dining?





Q10: What is your biggest challenge of being a business in Downtown Millbrae (slide 1 of 2)?

#	RESPONSES
1	Signage
2	The convenience of parking for customers.
3	Parking, cleanliness
4	Everything is more expensive. The rent, the supply, food cost. The City should help control the rent or find the way to help the business.
5	Health and safety of customers and employees
6	None
7	Many more people need to come. Need to attract more people. Like burlingame.
8	vacant buildings and dirty store front windows. It looks old and unkept.
9	attracting or enticing people to shop and dine downtown
10	Most of our guest is local residents, it is not enough people to support the business. I hope the city brings more people to millbrae.
11	We would like to keep outdoor dining until the end of this year that is a same of Redwood City. The most important matter is a parking structure. Please make it otherwise it is very big problem to have any festival, street events.



Q10: What is your biggest challenge of being a business in Downtown Millbrae (slide 2 of 2)?

#	RESPONSES
12	My challenge is my work.
13	Visibility
14	can't think of any
15	More foot traffic. Occasional issues with parking at lunch and evening.
16	I have had my business broken into and have had a lot of theft. Safety is a massive issue. Police want to make sure over \$900 was stolen. Police are only interested in stolen goods and not our safety.
17	We need to do more marketing to let people know we are located in Millbrae.
18	parking availability on Saturdays
19	Lack of consistent foot traffic. Diverse demographic
20	I have no challenges. It is my job to bring in customers.
21	Lack of adequate parking.
22	No parking ticket
23	Trader Joes ☺
24	Parking is an issue. It should be the best International food area on the peninsula, like North Berkeley's Chez Pannise as the anchor for international food.
25	The lack of communication between the city officials and business owners. Most often then not we as a business much reach out to people especially during street closures and events.



Next Steps

- Post this presentation on City Economic Development webpage
- Distribute survey results to City Council via Friday report
- Distribute survey results to businesses via email
- Share with Downtown and El Camino Real Specific Plan consulting team and other City consultants

QUESTIONS?