



Survey Background

The Tracy Chamber of Commerce conducted the first Business Walk in Tracy on Tuesday, March 17, 2015. The original goal was to visit 100 businesses in a 2 hour period. During the pre-selection phase, the number was reduced to 70 businesses according to the availability of businesses for this activity. Businesses were selected by geographic location and industry in order to obtain diverse results. Chamber membership was not a requirement for businesses who participated in the Business Walk survey.

Survey Objectives

The Chamber's objective for the Business Walk was to visit business owners face to face and ask them three key questions: *How is your business doing? What do you like about doing business in Tracy? What do you think needs to be done to make doing business in Tracy even better?* The Chamber plans to share the feedback received with stakeholders in the community in order to begin working together to improve some of the challenges businesses are facing. The Chamber intends to continue hosting business walks in the future in order to keep an open dialogue with the business community.

Survey Participants

Businesses selected to participate in the Business Walk were contacted by phone, mail and email to inform them they would be visited by a community volunteer. Each business was given the opportunity to decline participating in the activity. Volunteers asked each business the three survey questions and took notes of their responses on a business feedback form that was collected by the Chamber. Individual survey responses will remain anonymous and only industry types of the participants will be disclosed. The following industries participated during the Business Walk:

Tracy Chamber of Commerce 2015 Business Walk Results

Accounting/Bookkeeping	Attorney	Automotive
Bakery	Beauty Supply	Coffee Shop
Contractor	Credit Union	Deli
Driving School	Engineering Firm	Equipment Rental
Floor Coverings	Flower Shop	Gym
Feed Store	Hair Salon	Hotel
Insurance	Meat Store	Medical Supply
Mortgage	Mortuary	Optometrist
Photography	Print Shop	Retail Store
Restaurant	RV Park	Sign Shop
Storage Facility	Tow & Body Shop	Vehicle Registration

Businesses who participated in the Business Walk resided in the following geographical areas of Tracy:

Downtown Tracy: 23% of participants

11th Street Corridor: 32% of participants

North Tracy Blvd. and Larch Rd. areas: 17% of participants

South Tracy Blvd. and Valpico area: 14% of participants

Grant Line Rd. and Naglee area: 14% of participants

Survey Findings

Results to the question:

How is your business doing?

33% of businesses said they are doing GREAT

56% of businesses said they are doing GOOD

11% of businesses said they are doing BAD

Overall, 89% of businesses said they are doing good to great

Results to the question:

What do you like about doing business in Tracy?

Responses obtained included:

Small, home town feeling (highest answer received)

Friendly people

Great family town; safe

Good location

Growing City

Overall, businesses felt the small, home town feeling of Tracy was attractive because it created the opportunity to foster relationships with friendly people who care about the community.

Results to the question:

What do you think needs to be done to make doing business in Tracy even better?

Responses included:

Solve downtown parking issue (highest answer received)
Improve city permit turn-around times (highest answer received)
More advertising opportunities (highest answer received)
*Chamber to be more active in Hispanic community**
*More meeting opportunities in Spanish for Hispanic businesses to participate **
Add more small business programs
Create a community calendar for events
More transportation options to and from bay area
Encourage residents to "buy local" more
Improve traffic congestion due to schools
Offer more incentives for businesses
Bring higher education
Attract more out of town visitors
Improve signage ordinances

Overall, businesses are facing several challenges relative to industry, market appeal, and visibility. Top concerns will be reviewed and the Chamber will identify the viability of creating solutions to the issues.

**10% of businesses visited were Hispanic owned and Spanish speaking*

Survey Observations

Volunteers who participated in visiting businesses during the Business Walk expressed businesses were anticipating the visit, and willing to provide feedback. Many businesses were prepared for the visit and had already spent time thinking on the answers to each question. Overall the activity proved to be very positive with businesses appreciative of the Chamber taking the time to obtain their feedback. The Chamber plans to continue coordinating more business walks throughout the year to address concerns that were discovered. Follow-up visits will be performed with businesses who indicated they would like someone to further assist them in the challenges they are facing.