

## Appendix 10.3 – Business Survey

# Martin Way Corridor Survey Results

*Submitted April 2021*



## Introduction and Acknowledgements

In June of 2020 the Thurston Regional Planning Council contracted with the Thurston Economic Development Council to conduct a survey of business perceptions of the Martin Way corridor. Survey elements included questions related to safety, methods of access, conditions of amenities and more. Survey responses will be used in long range planning efforts for Martin Way by Thurston County, The City of Olympia and The City of Lacey.

A 12 question survey was conducted within the Survey Monkey online platform and administered to businesses along 5 designated zones. The survey was administered primarily over the phone and was supported by email and in-person contact when necessary to capture responses.

This survey was conducted primarily in early 2021. As such, significant attention had to be given to the COVID-19 pandemic and survey methods were adjusted to accommodate the needs of businesses. Surveys were primarily conducted by phone to protect the safety of both the research staff and the respondents. Due to decreases in employee capacity, many businesses did not have the free time to participate in the survey and some opted to leave during the middle of the survey to attend to customer needs.

Special attention was given to accommodate businesses by scheduling surveys in multiple parts or allowing businesses to email their responses. In addition, respondents were offered the opportunity to be notified of COVID-19 support services available to businesses in Thurston County.

This survey could not have been successfully completed without the participation of the Thurston Regional Planning Council and their steering committee:

### **City of Olympia**

- Joyce Philips
- Sophie Stimson

### **City of Lacey**

- Rick Walk
- Ryan Andrews
- Martin Hoppe

### **Thurston County**

- Jennifer Davis
- Leah Davis
- Matt Unzelman
- Becky Conn
- Theresa Parsons

### **Intercity Transit**

- Eric Phillips
- Mike Burnham
- Rob LaFontaine

### **Thurston Regional Planning Council**

- Allison Osterberg
- Katrina Van Every
- Aidan Dixon
- Karen Parkhurst

Their guidance and suggestions were critical to preparing a survey instrument that met the needs of the project. Allison Osterberg of Thurston Regional Planning Council acted as the contract manager for this project and was critical to the success of the project. The research team consisted of Emily Gooding (Intern, Saint Martin's University), Julia Wojnar (Thurston EDC), Ryan Norskog (Thurston EDC) and was supervised by Gene Angel (Thurston EDC). Questions and comments on this document can be made to Gene Angel, Director of Research and Evaluation at the Thurston Economic Development Council.<sup>1</sup>

## Businesses Contacted

The Thurston Economic Development Council employed three survey methods to gather feedback for this project: in-person, email and telephone. The primary mechanism used to gather responses was by phone. In total, 80 businesses completed surveys meeting the project goal.

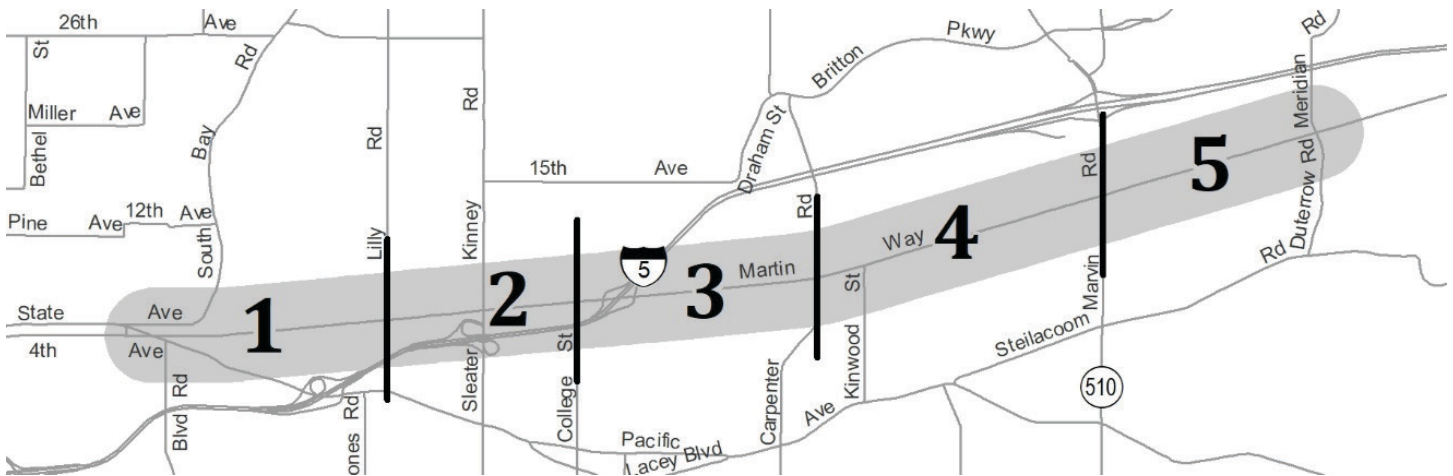
The Thurston Economic Development Council reached out to 450 businesses and received responses back from 80 representing an overall response rate of 17.78%. Businesses were surveyed between January 1st 2021 and March 3rd 2021.

## Areas Represented

The survey area for this project is focused along the Martin Way corridor which winds its way through Olympia, WA and Lacey, WA in Thurston County. Businesses eligible to participate in this survey must be located on or near the Martin Way corridor in one of the five designated zones:

Zone 1 is defined as the area of Martin Way between Pacific Avenue and Lilly Road. Zone 2 is defined as the area between Lilly Road and College Street. Zone 3 is defined as the area between College Street and Carpenter Road. Zone 4 is defined as the area between Carpenter Road and Marvin Road. Zone 5 is defined as the area between Marvin Road and Meridian Road.

**Image 1: Map of Survey Area by Zone**



## Business Characteristics

Business characteristics of industry, size and age were generally well represented throughout zones 1-5. The typical business represented in this survey was a small business with less than 10 full-time employees, operates in the retail trade industry and has been operating for less than 40 years.

## Industry Representation

In total, 80 businesses were surveyed for this project with Retail Trade (NAICS 44-45) being the far and away most common respondent at 30. The next most represented industry sector was Accommodation and Food Services (NAICS 72) with 9 respondents.

When comparing distributions between responses and the business census<sup>2</sup> we find that Retail Trade represents approximately 38% of all respondents while only representing 17% of the general business activity along the corridor. This overrepresentation in Retail Trade might be explained by virtue of retail businesses being more capable of responding to survey requests rather when compared to the Health Care sector which was underrepresented at just 7.5% of total respondents compared against 15% of the total business population along the corridor.

<sup>1</sup> Email Gene Angel at [gangel@thurstonedc.com](mailto:gangel@thurstonedc.com)

<sup>2</sup> The business census for this report was created using the ZoomProspector tool, a GIS based business analytics database that pulls business records geographically by NAICS. A full copy of this census has been given to the Thurston Regional Planning Council with this report.

**Table 1: Industry Distribution of Respondents, by Zone**

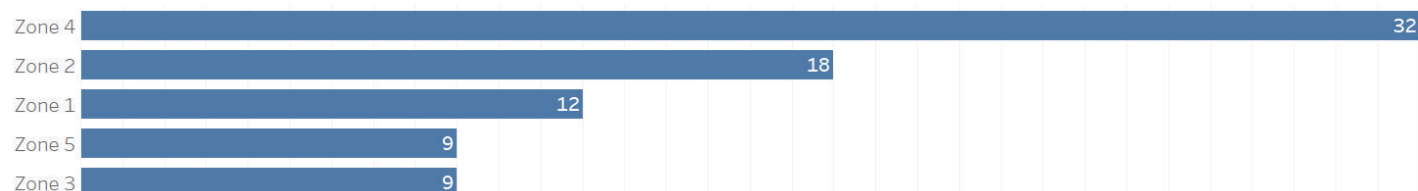
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	% Total
Agriculture, Forestry, Fishing and Hunting	0	0	0	0	0	0	0.0%
Mining, Quarrying, and Oil and Gas Extraction	0	0	0	0	0	0	0.0%
Utilities	0	0	0	0	0	0	0.0%
Construction	1	0	0	2	0	3	3.8%
Manufacturing	1	0	0	1	0	2	2.5%
Wholesale Trade	1	0	1	3	0	5	6.3%
Retail Trade	4	4	2	16	4	30	37.5%
Transportation and Warehousing	0	1	0	0	0	1	1.3%
Information	0	0	0	0	0	0	0.0%
Finance and Insurance	0	4	2	1	0	7	8.8%
Real Estate and Rental and Leasing	0	0	0	0	1	1	1.3%
Professional, Scientific, and Technical Services	1	0	1	3	1	6	7.5%
Management of Companies and Enterprises	0	0	0	0	0	0	0.0%
Administrative and Support and Waste Managemen..	0	0	0	0	0	0	2.5%
Educational Services	0	1	0	1	0	2	2.5%
Health Care and Social Assistance	1	4	0	0	1	6	7.5%
Arts, Entertainment, and Recreation	0	0	0	0	0	0	0.0%
Accommodation and Food Services	0	4	2	2	1	9	11.3%
Other Services (except Public Administration)	3	0	1	3	1	8	10.0%
Public Administration	0	0	0	0	0	0	0.0%
All Industries	12	18	9	32	9	80	100.0%

**Table 2: Industry Distribution Business Census, by Zone**

Description	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	% Total
Agriculture, Forestry, Fis..	0	0	1	0	0	1	0.10%
Mining, Quarrying, and Oi..	0	1	0	0	0	1	0.10%
Utilities	1	0	0	0	0	1	0.10%
Construction	6	13	4	10	10	43	4.21%
Manufacturing	3	7	0	10	0	20	1.96%
Wholesale Trade	4	9	1	9	2	25	2.45%
Retail Trade	21	57	9	69	22	178	17.42%
Transportation and Ware..	2	2	0	1	2	7	0.68%
Information	1	6	3	8	2	20	1.96%
Finance and Insurance	6	31	3	9	16	65	6.36%
Real Estate and Rental an..	10	17	2	10	18	57	5.58%
Professional, Scientific, a..	9	39	1	12	14	75	0.00%
Management of Companie..	0	0	0	0	0	0	3.03%
Administrative and Suppo..	4	11	1	10	5	31	3.03%
Educational Services	3	9	2	11	4	29	2.84%
Health Care and Social As..	25	85	1	22	20	153	14.97%
Arts, Entertainment, and ..	1	5	0	4	2	12	1.17%
Accommodation and Food..	8	40	9	43	24	124	12.13%
Other Services (except Pu..	34	33	3	61	17	148	14.48%
Public Administration	9	8	10	5	0	32	3.13%
All Industries	147	373	50	294	158	1,022	100.00%

## Distribution of Responses within Zones

Every zone in the survey received at least 9 responses with Zone 4 having the highest concentration at 32.

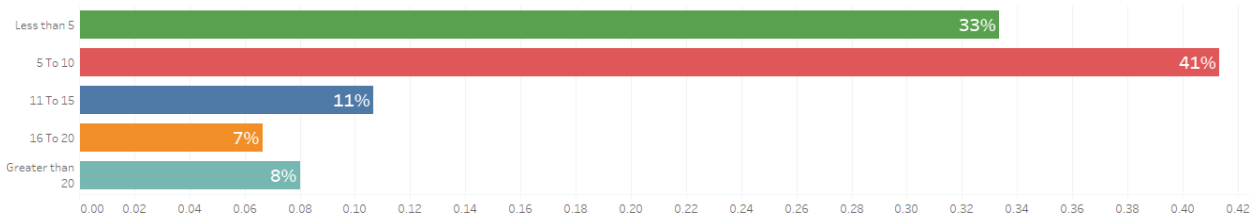
**Graph 1: Distribution of Business Responses (by Zone)**

## Business Size

The employee counts of businesses represented in this survey were generally small, with 74.3% of all respondents indicating they employed 10 or fewer full-time employees. In general, the size of the businesses surveyed were consistent with the general representation of business size within the region.

For example, nearly 75% of respondents indicated their business had 10 or fewer FTEs. The general business census of the area showed an exactly equal proportion of businesses with fewer than 10 FTEs at 75% of the total.

**Graph 2: Overall FTEs, All Respondents**



**Table 3: Overall FTEs, All Respondents**

	Less than 5	5 To 10	11 To 15	16 To 20	Greater than 20	Totals
Zone 1	27%	55%	9%	9%	0%	11
Zone 2	31%	13%	13%	13%	31%	16
Zone 3	13%	88%	0%	0%	0%	8
Zone 4	42%	35%	16%	3%	3%	31
Zone 5	33%	56%	0%	11%	0%	9
All Zones	33%	41%	11%	7%	8%	75

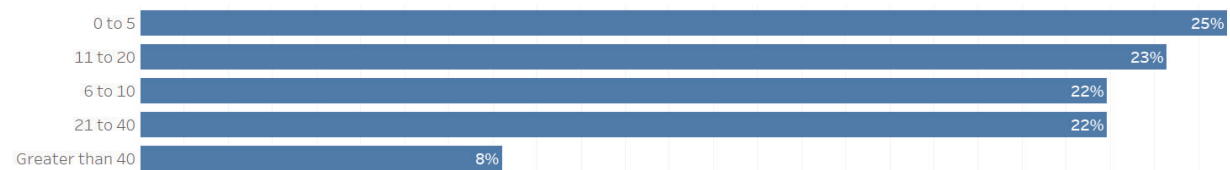
**Table 4: Overall FTEs, Business Census**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	% Total
1 to 4	84	187	13	164	97	545	51.5%
5 to 9	41	96	11	64	37	249	23.5%
10 to 19	13	41	11	46	10	121	11.4%
20 to 49	8	41	11	20	11	91	8.6%
50 to 99	5	14	3	6	1	29	2.7%
100 to 249	2	9	1	3	5	20	1.9%
250 to 499	1	1	0	1	0	3	0.3%
500 to 999	0	0	1	0	0	1	0.1%
Total	154	389	51	304	161	1,059	100.0%

## Business Age

Business age was relatively evenly distributed amongst the selections. The most common selection with 24.7% of the total was 0-5 years in business. The next most represented category was 11-20 years in business at 23.3% of the total.

**Graph 3: Years in Business, All Respondents**



**Table 5: Years in Business, All Respondents**

Years in Business	Percentages	Total Responses
0 to 5	24.7%	18
6 to 10	21.9%	16
11 to 20	23.3%	17
21 to 40	21.9%	16
Greater than 40	8.2%	6
Totals	100.0%	73

# Survey Results

## Q1: Please choose whether or not the following items are currently working well for your business.

Question 1 is a multifaceted question that asked respondents to rank how certain elements along Martin Way are currently meeting the needs of their business. Respondents were asked to choose between one of three options:

- Working well for my business (highest)
- Neutral
- Needs Improvement (lowest)

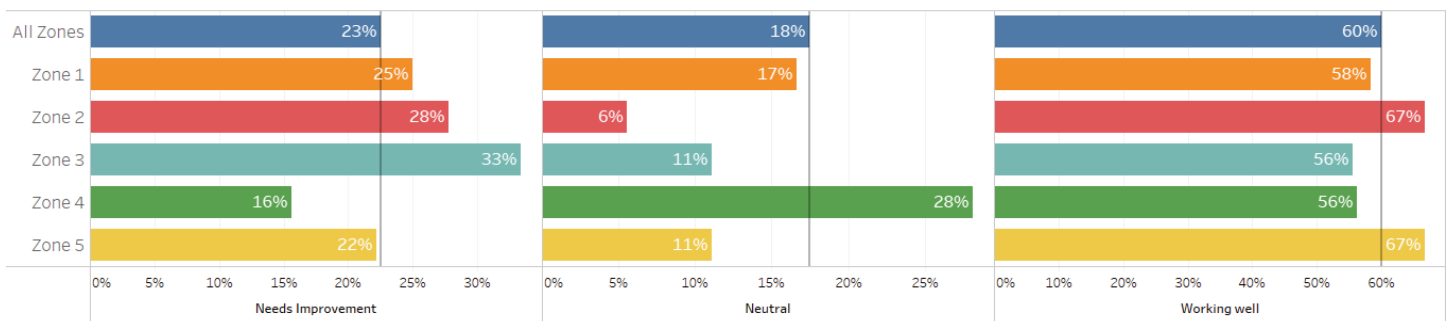
Businesses were asked to choose the above options across 14 different elements relating to the Martin Way corridor. The full list of elements is as follows:

- Access by car to business from Martin Way
- Access by car from business to Martin Way (eg left turns)
- Access by bicycle
- Pedestrian access (sidewalks, walkways)
- Access by bus
- Amount of parking
- Location or layout of parking
- Lighting
- Landscaping
- Traffic conditions on Martin Way
- Amenities such as parks or paths
- Access for persons with disability
- Nearby housing
- Overhead cost

### Q1.1 Access by car to business from Martin Way

“Working well” was the most commonly selected option across all zones. Respondents in Zone 2 were most likely to select working well for their business when compared to other zones at 66.7%. Of businesses that selected “Needs Improvement”, Zone 3 had the highest concentration at 33.3%.

**Graph 4: Access by Car to Business from Martin Way**



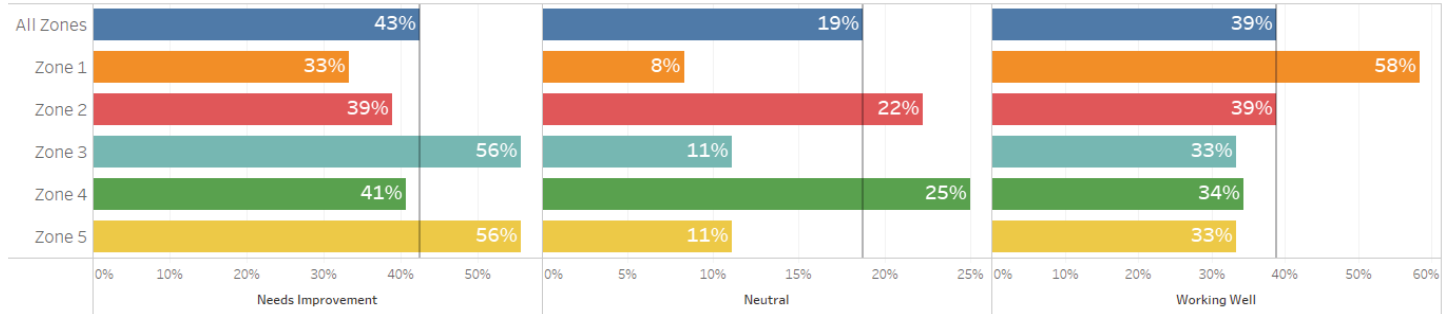
**Table 6: Access by Car to Business from Martin Way**

	Needs Improvement	Neutral	Working well	Total Responses
Zone 1	25.0%	16.7%	58.3%	12
Zone 2	27.8%	5.6%	66.7%	18
Zone 3	33.3%	11.1%	55.6%	9
Zone 4	15.6%	28.1%	56.3%	32
Zone 5	22.2%	11.1%	66.7%	9
All Zones	22.5%	17.5%	60.0%	80

## Q1.2 Access by car to Martin Way from Business (eg left turn safety)

Respondents identified left turn safety as a need for improvement across all zones and was the most common response across a majority of zones. The highest rating for left turn safety came from Zone 1 where 58.3% indicated it was “working well”. Zones 3 and 5 represented the areas where responses most indicated the need for improvement with 55.6% of respondents selecting “needs improvement”.

**Graph 5: Access by car from business to Martin Way**



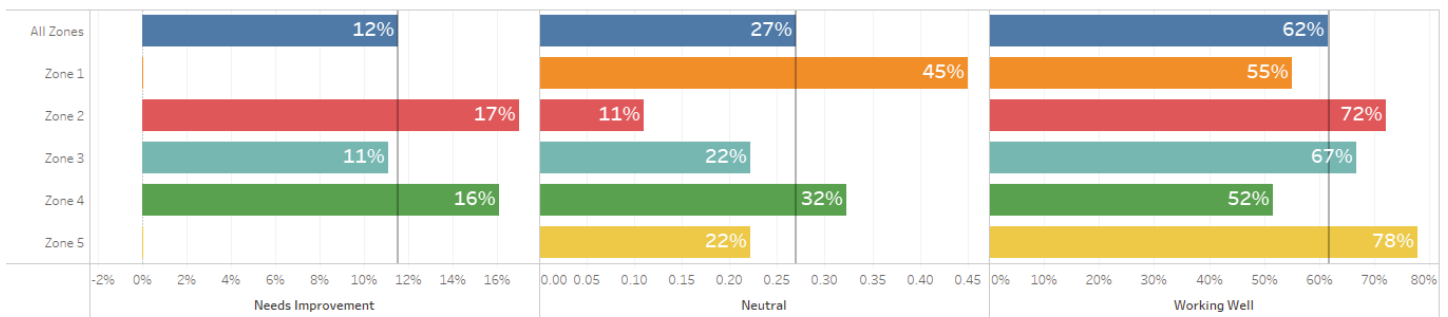
**Table 7: Access by car from business to Martin Way**

	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	33%	8%	58%	12
Zone 2	39%	22%	39%	18
Zone 3	56%	11%	33%	9
Zone 4	41%	25%	34%	32
Zone 5	56%	11%	33%	9
All Zones	43%	19%	39%	80

## Q1.3 Access by bicycle

“Working well” was the most represented selection across all zones and highest in Zone 5 at 77.8%. Zone 5 had the highest concentration of businesses that selected “needs improvement” at 22.2%

**Graph 6: Access by Bicycle**



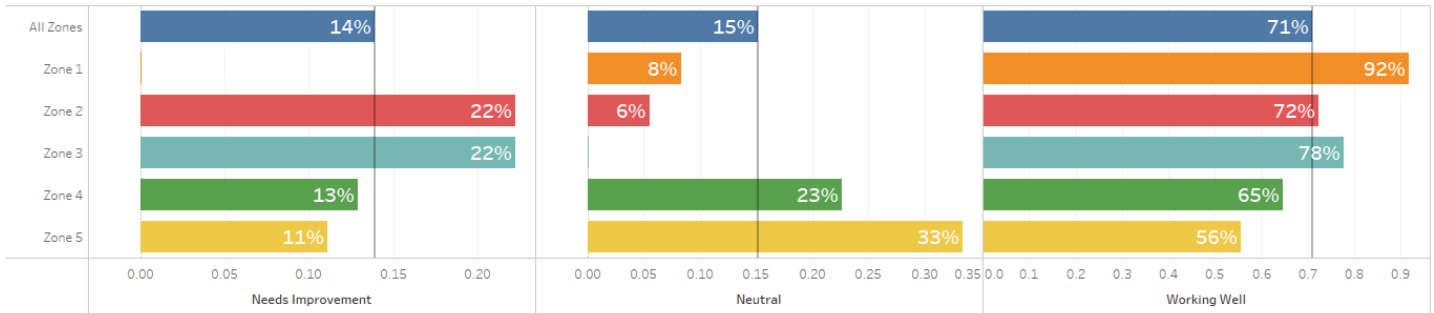
**Table 8: Access by Bicycle**

Zones	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	0%	45%	55%	11
Zone 2	17%	11%	72%	18
Zone 3	11%	22%	67%	9
Zone 4	16%	32%	52%	31
Zone 5	0%	22%	78%	9
All Zones	12%	27%	62%	78

## Q1.4 Access by Pedestrian

Businesses in all zones indicated that pedestrian access was working well for their business. The highest satisfaction rating was in Zone 1 with 91.7% selecting “working well”. The most dissatisfied zones were Zones 2 and 3 with both having 22.2% selecting “needs improvement”.

**Graph 7: Access by Pedestrians**



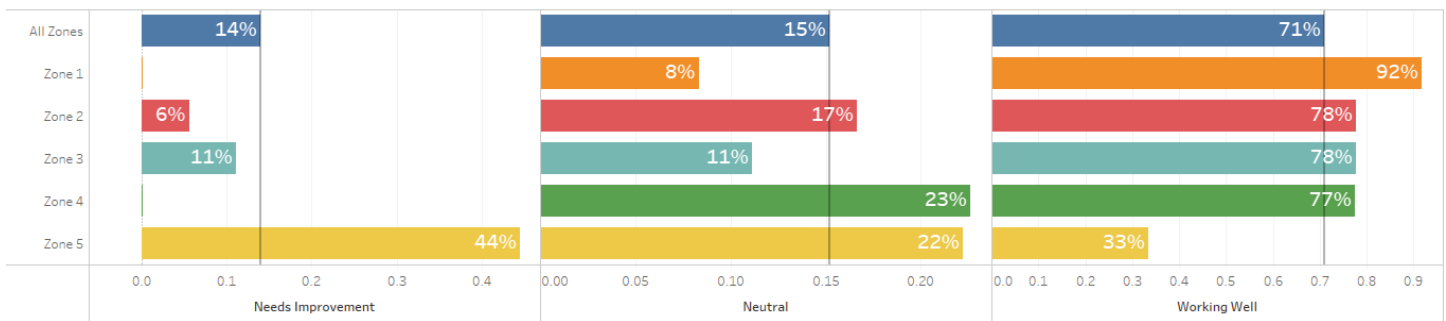
**Table 9: Access by Pedestrians**

	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	0%	8%	92%	12
Zone 2	22%	6%	72%	18
Zone 3	22%	0%	78%	9
Zone 4	13%	23%	65%	31
Zone 5	11%	33%	56%	9
All Zones	14%	15%	71%	79

## Q1.5 Access by Bus

The majority of zones responded that access by bus was working well for their business. The zone with the highest satisfaction was Zone 1 with 91.7% selecting “working well”. The zone with the highest dissatisfaction was Zone 5 with 44.4% selecting “needs improvement”.

**Graph 8: Access by Bus**



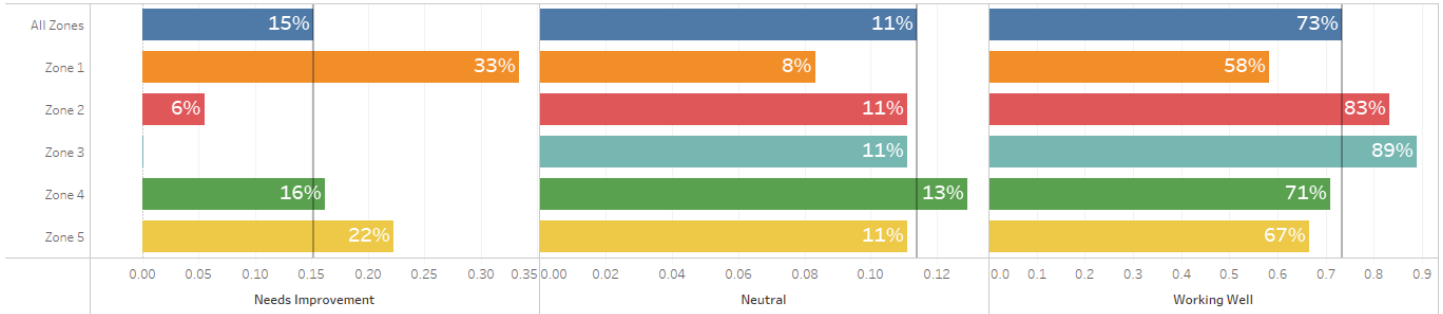
**Table 10: Access by Bus**

	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	0%	8%	92%	12
Zone 2	6%	17%	78%	18
Zone 3	11%	11%	78%	9
Zone 4	0%	23%	77%	31
Zone 5	44%	22%	33%	9
All Zones	14%	15%	71%	79

## Q1.6 Amount of Parking

Respondents indicated that the amount of parking available to them was working well in all of the zones surveyed. The highest concentration of positive responses was in Zone 3 with 88.9% selecting “working well” and the highest concentration of negative responses was in Zone 1 with 33.3% selecting “needs improvement”.

**Graph 9: Amount of Parking**



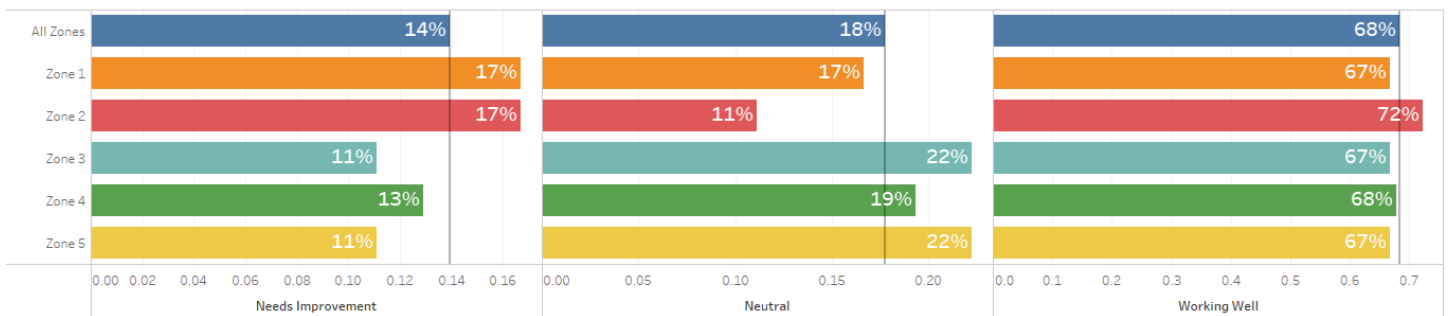
**Table 11: Amount of Parking**

	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	33%	8%	58%	12
Zone 2	6%	11%	83%	18
Zone 3	0%	11%	89%	9
Zone 4	16%	13%	71%	31
Zone 5	22%	11%	67%	9
All Zones	15%	11%	73%	79

## Q1.7 Location and Layout of Parking

The majority of respondents in each zone indicated that parking location and layout were working well for their business. The highest concentration of positive responses was located within Zone 2 at 72.2%. The highest concentration of negative responses were tied between Zones 1 and 2 with 16.7% in each selecting “needs improvement”.

**Graph 10: Location and Layout of Parking**



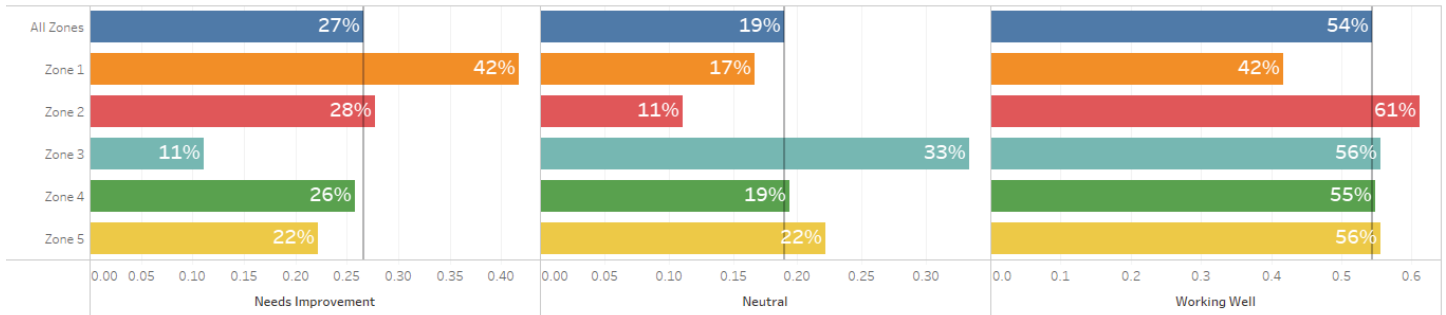
**Table 12: Location and Layout of Parking**

Zones	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	17%	17%	67%	12
Zone 2	17%	11%	72%	18
Zone 3	11%	22%	67%	9
Zone 4	13%	19%	68%	31
Zone 5	11%	22%	67%	9
All Zones	14%	18%	68%	79

## Q1.8 Quality of Lighting

The majority of respondents indicated that the quality of lighting was working well for their business with 4 out of 5 zones indicating that as their primary selection. The highest concentration of positive responses was within Zone 2 with 61.1% selecting “working well” and the highest concentration of negative responses was located with Zone 1 with 41.7% selecting “needs improvement”.

**Graph 11: Quality of Lighting**



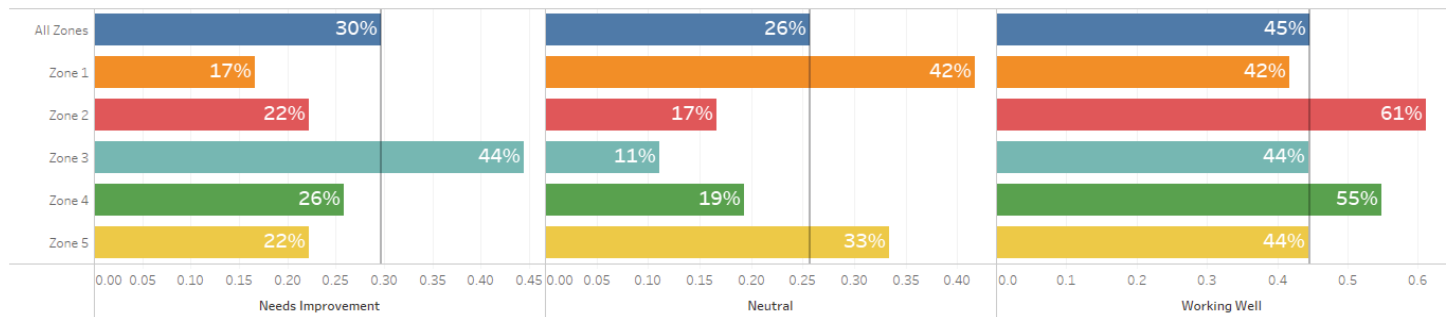
**Table 13: Quality of Lighting**

Zones	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	42%	17%	42%	12
Zone 2	28%	11%	61%	18
Zone 3	11%	33%	56%	9
Zone 4	26%	19%	55%	31
Zone 5	22%	22%	56%	9
All Zones	27%	19%	54%	79

## Q1.9 Quality of Landscaping

The majority of respondents indicated that the quality of landscaping was working well for their business. The highest concentration of positive responses were in Zone 2 where 61.1% of respondents selected that landscaping was “working well”. The highest concentration of negative responses were located in Zone 3 where 44.4% indicated that landscaping “needs improvement”.

**Graph 12: Quality of Landscaping**



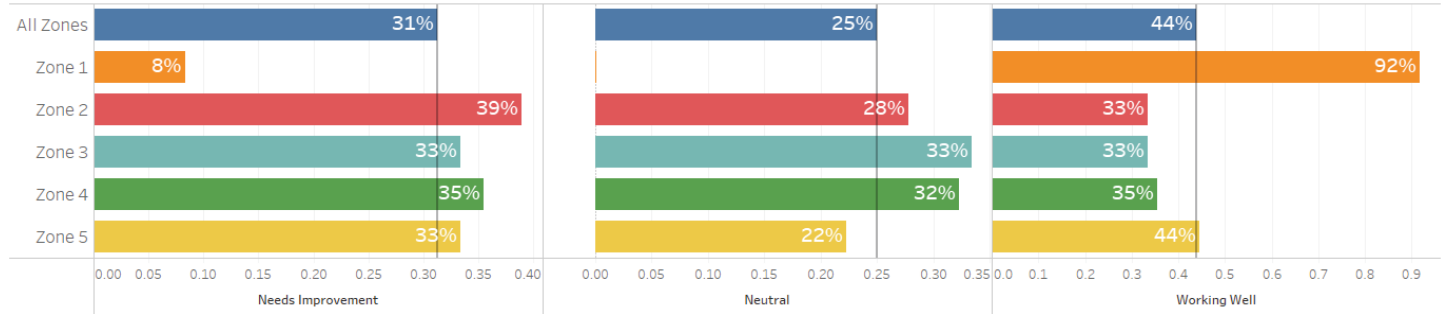
**Table 14: Quality of Landscaping**

Zones	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	17%	42%	42%	12
Zone 2	22%	17%	61%	13
Zone 3	44%	11%	44%	9
Zone 4	26%	19%	55%	31
Zone 5	22%	33%	44%	9
All Zones	30%	26%	45%	74

## Q1.10 Traffic Conditions

Respondents were split on their perception of traffic conditions, but most zones indicated that traffic conditions were an issue. The highest concentration of positive responses were located within Zone 1 with 91.7% indicating traffic conditions were “working well”. The highest concentration of negative responses were from Zone 2 where 38.9% indicated that traffic conditions “need improvement”.

**Graph 13: Traffic Conditions**



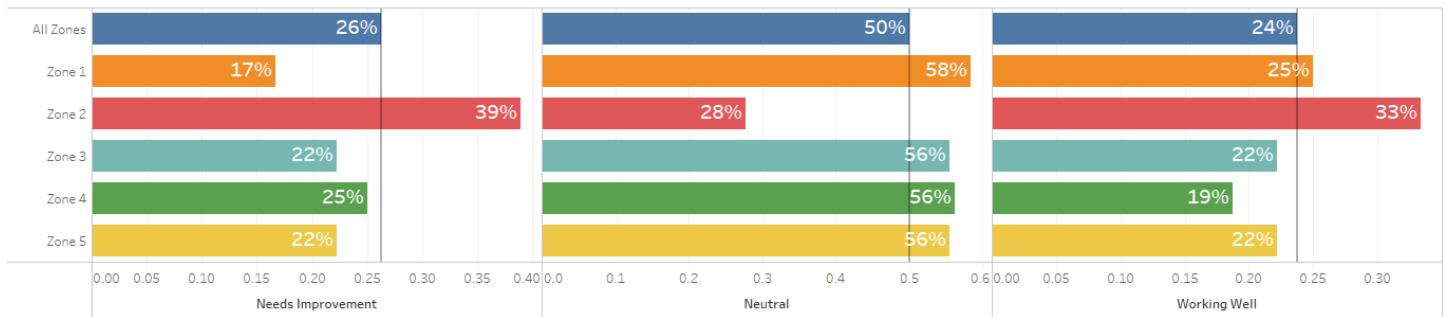
**Table 15: Traffic Conditions**

Zones	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	8%	0%	92%	12
Zone 2	39%	28%	33%	18
Zone 3	33%	33%	33%	9
Zone 4	35%	32%	35%	32
Zone 5	33%	22%	44%	9
All Zones	31%	25%	44%	80

## Q1.11 Parks and Paths

Respondents were primarily neutral when considering the condition of parks and paths provided along Martin Way. Zone 2 contained both the highest concentration of positive and negative perceptions with 33.3% indicating they were “working well” and 38.9% indicated “needs improvement”.

**Graph 14: Parks and Paths**



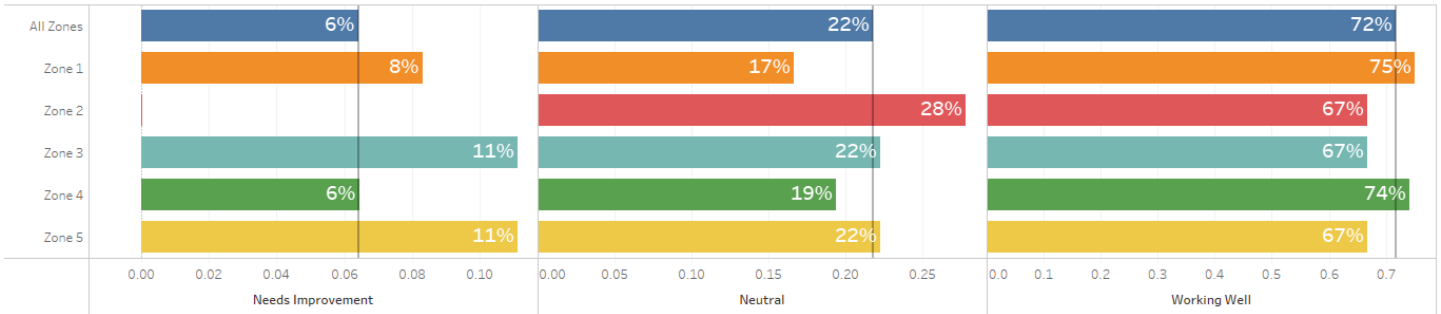
**Table 16: Parks and Paths**

Zones	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	17%	58%	25%	12
Zone 2	39%	28%	33%	18
Zone 3	22%	56%	22%	9
Zone 4	25%	56%	19%	32
Zone 5	22%	56%	22%	9
All Zones	26%	50%	24%	80

## Q1.12 Access for Persons with Disability

Respondents indicated that access for persons with disability was working well for their business across all surveyed zones. The highest concentration of positive feedback was located in Zone 1 with 75% of respondents selecting “working well”. The highest concentrations of negative responses were located within Zones 3 and 4 with 11.1% selecting “needs improvement”.

**Graph 15: Access for Persons with Disability**



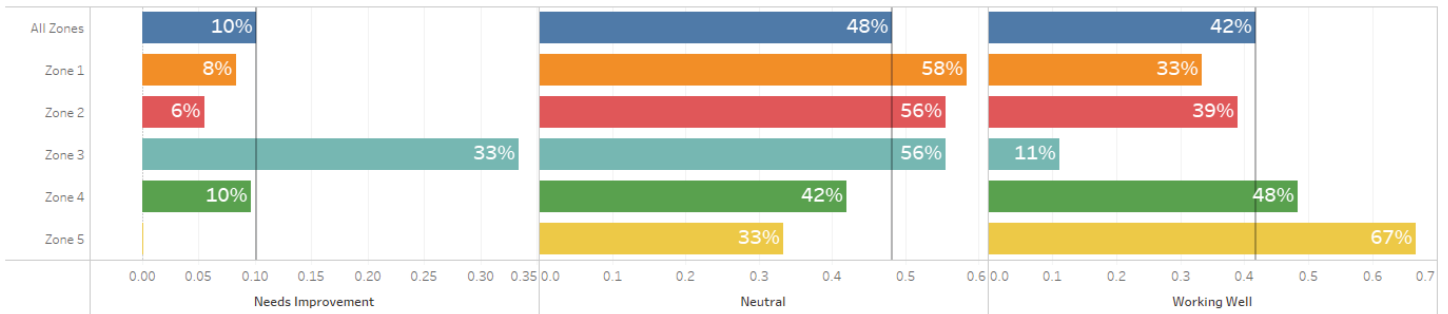
**Table 17: Access for Persons with Disability**

	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	8%	17%	75%	12
Zone 2	0%	28%	67%	17
Zone 3	11%	22%	67%	9
Zone 4	6%	19%	74%	31
Zone 5	11%	22%	67%	9
All Zones	6%	22%	72%	78

## Q1.13 Housing Nearby

Respondents were primarily neutral when assessing the nearby housing stock.

**Graph 16: Housing Nearby**



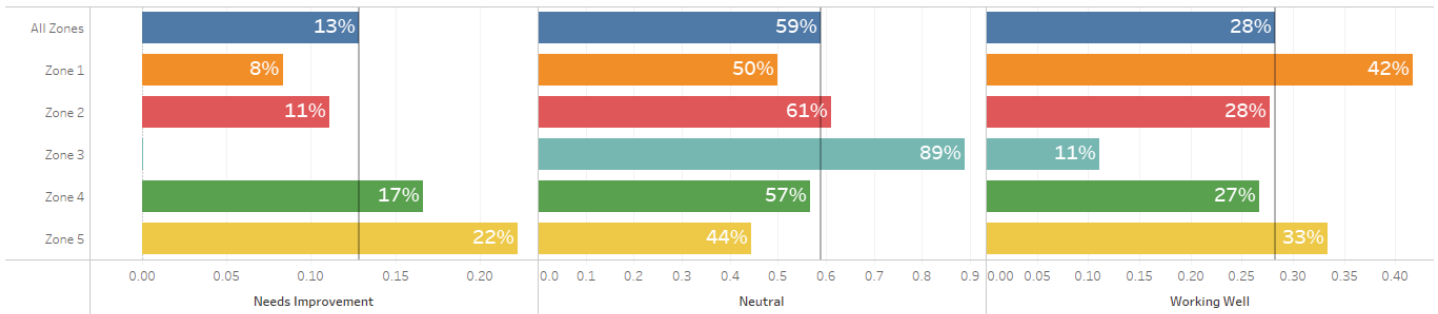
**Table 18: Housing Nearby**

	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	8%	58%	33%	12
Zone 2	6%	56%	39%	18
Zone 3	33%	56%	11%	9
Zone 4	10%	42%	48%	31
Zone 5	0%	33%	67%	9
All Zones	10%	48%	42%	79

## Q1.14 Overhead Costs

Respondents were primarily neutral about the condition of overhead costs. The zone with the highest concentration of positive responses was Zone 1 with 41.7% indicating overhead costs were “working well”. The highest concentration of negative responses was Zone 5 where 22.2% indicated that overhead costs “need improvement”.

**Graph 17: Overhead Costs**



**Table 19: Overhead Costs**

Zones	Needs Improvement	Neutral	Working Well	Total Responses
Zone 1	8%	50%	42%	12
Zone 2	11%	61%	28%	18
Zone 3	0%	89%	11%	9
Zone 4	17%	57%	27%	30
Zone 5	22%	44%	33%	9
All Zones	13%	59%	28%	78

## Q1.15 Open Response: Items Needing Improvement

Respondents were asked to provide clarity on why they selected “needs improvement” in the questions above. General themes for each zone are detailed below. A full list of responses can be found in Appendix 1.

### Zone 1 Themes

A main concern for businesses in this zone was the safety of driving on Martin Way with many businesses commenting that they did not feel safe turning right or left onto Martin Way due to traffic conditions. Traffic accidents are mentioned as common and contribute to a general feeling of poor access to and from their businesses.

Respondents indicated concern over the amount of lighting and expressed a desire to see additional lighting on the street itself.

Homelessness was a consistent theme across all zones and many businesses expressed concerns of safety and blight around their businesses.

Access to parking was commonly mentioned with several businesses commenting that their access to parking was limited for the customers and their employees.

### Zone 2 Themes

The most commonly represented concern by respondents was concern about the safety of left turns and the poor condition of traffic, generally. Many businesses expressed that their businesses are unsafe to enter for customers arriving by foot or bicycle and that car accidents are common.

Some businesses represented concerns about the availability of lighting and parks and pathways near their business.

## Zone 3 Themes

The most common concern respondents had was related to traffic safety and access to and from their business. Several businesses indicated that traffic conditions along Martin Way simply do not allow for left turns to be conducted safely.

Homelessness, the quality of bike lanes and pedestrian paths were mentioned, but did not represent a significant portion of open responses in this zone.

## Zone 4 Themes

Poor lighting and landscaping were consistently represented by respondents within this zone and some businesses were able to connect lack of proper lighting to safety concerns.

Road safety was the most commonly represented concern with traffic conditions and difficult left-turns mentioned most frequently. Many businesses feel that entering and exiting their development itself poses a significant danger to themselves and their customers.

Some businesses mentioned their desire for additional parks and pathways and dislike the general blight of the area.

## Zone 5 Themes

Access by bus was represented as concern with some businesses mentioning that their business is poorly served by the bus.

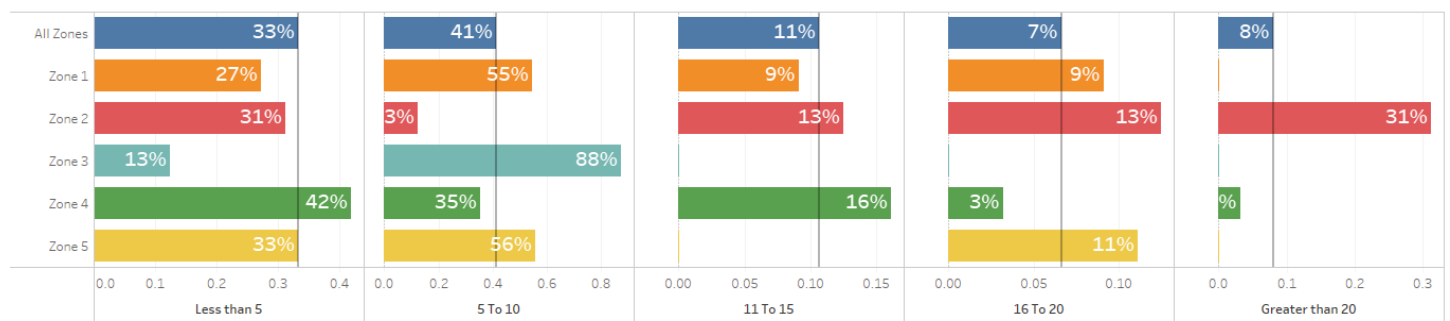
Lighting and landscaping concerns were represented, but not uniformly across all respondents.

Traffic conditions and left-turn safety were the most commonly represented concerns. Traffic is seen as “bad” and a significant cause of concern for employee and customer safety.

## Q2: Size of Business

The vast majority of businesses surveyed were small businesses with FTE counts of less than 10. Zone 3 represented the highest concentration of small business responses with 100% of all respondents indicating they had 10 or fewer employees.

**Graph 18: Number of FTEs, All Respondents by Zone**



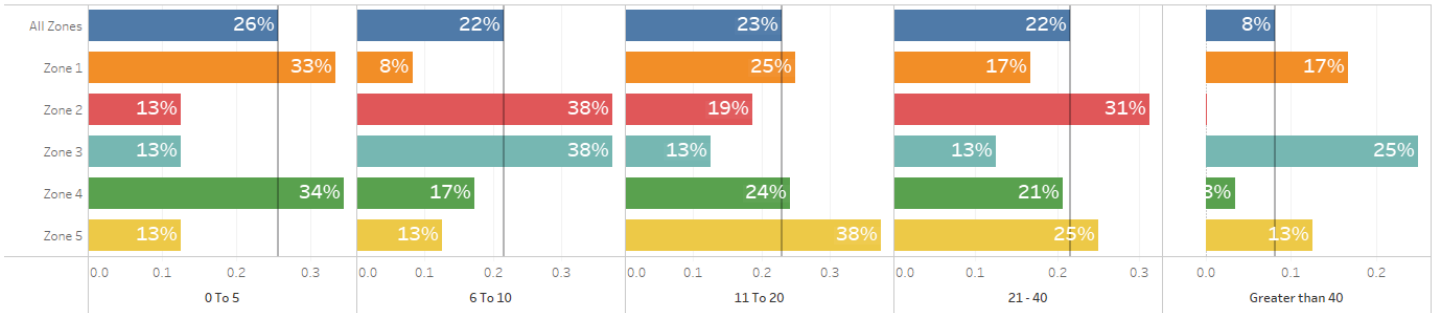
**Table 20: Number of FTEs**

	Less than 5	5 To 10	11 To 15	16 To 20	Greater than 20	Totals
Zone 1	27%	55%	9%	9%	0%	11
Zone 2	31%	13%	13%	13%	31%	16
Zone 3	13%	88%	0%	0%	0%	8
Zone 4	42%	35%	16%	3%	3%	31
Zone 5	33%	56%	0%	11%	0%	9
All Zones	33%	41%	11%	7%	8%	75

## Q3 Years located on Martin Way

Respondent business age was varied across zones with no clear category dominating overall.

**Graph 19: Age of Business**



**Table 21: Age of Business**

	0 To 5	11 To 20	21 - 40	6 To 10	Greater than 40	Totals
Zone 1	33%	25%	17%	8%	17%	12
Zone 2	13%	19%	31%	38%	0%	17
Zone 3	13%	13%	13%	38%	25%	8
Zone 4	34%	24%	21%	17%	3%	29
Zone 5	13%	38%	25%	13%	13%	8
All Zones	26%	23%	22%	22%	8%	74

## Q4 Open Response: Why did you originally locate your business on Martin Way?

Respondents were asked in an open response to explain why their business was originally located along Martin Way. A collection of general themes by zone are presented below. The full list of responses is included in Appendix 1.

### Zone 1 Themes

The most commonly represented response was that no strong reason was responsible for locating their business in this area or that their location choice was unknown.

The next most common reason was the land or building available was suited to the needs of the business. Traffic flow and access to I-5 was mentioned by a minority of respondents

### Zone 2 Themes

The most common response within Zone two was related to location. Many businesses indicated they chose to locate their business in this area of Martin Way due to proximity to I-5, drive by traffic, to have access to state workers and be near the hospital.

### Zone 3 Themes

The majority of respondents Zone 3 opted not to answer this question, but those who did mentioned visibility from the road and building availability as a primary reason.

### Zone 4 Themes

The most commonly represented reason for locating their business in this area was related to visibility and the highly trafficked street.

Some respondents mentioned they wanted to be part of the immediate community in that area of Lacey and chose their locations based on affordability and the quality of the buildings available to them.

Access to I-5 and housing were also represented as important.

### Zone 5 Themes

Cost and proximity to Martin Way were the primary reasons mentioned by respondents within Zone 5.

## Q5 Open Response: Why have you continued to locate your business along Martin Way?

Respondents were asked in an open response to explain why they continue to locate their business along Martin Way. General themes represented for each zone are detailed below. The entire collection of responses for this question are included in Appendix 1.

### Zone 1 Themes

The most common response in Zone 1 was related to location. Respondents indicated they preferred being close to the high number of cars driving by, proximity to I-5 and a lack of affordable alternatives.

### Zone 2 Themes

Respondents in Zone 2 indicated that location was the primary reason they choose to locate along Martin Way. High visibility and access to drive-by traffic were significant contributors.

### Zone 3 Themes

A small number of businesses in Zone 3 responded to this question, but those who did emphasized Martin Way’s great visibility and the locations of their buildings as being their primary motivation to stay.

### Zone 4 Themes

Respondents commonly indicated they remain at their current location due to its excellent visibility and the high drive-by traffic. Proximity to I-5 and nearby housing were mentioned.

A small number of respondents indicated that they would move, but fear losing their customer base.

### Zone 5 Themes

Visibility from the road, easy access and cost were consistent themes across Zone 5.

## Q6: From the perspective of retaining a quality workforce how important are the following?

Respondents were asked to rank the importance of the following elements to their business from the perspective of retaining a quality workforce:

- Convenient bus service
- Easy Car Access
- Convenient Bicycle Access
- High Quality Pedestrian Walkways

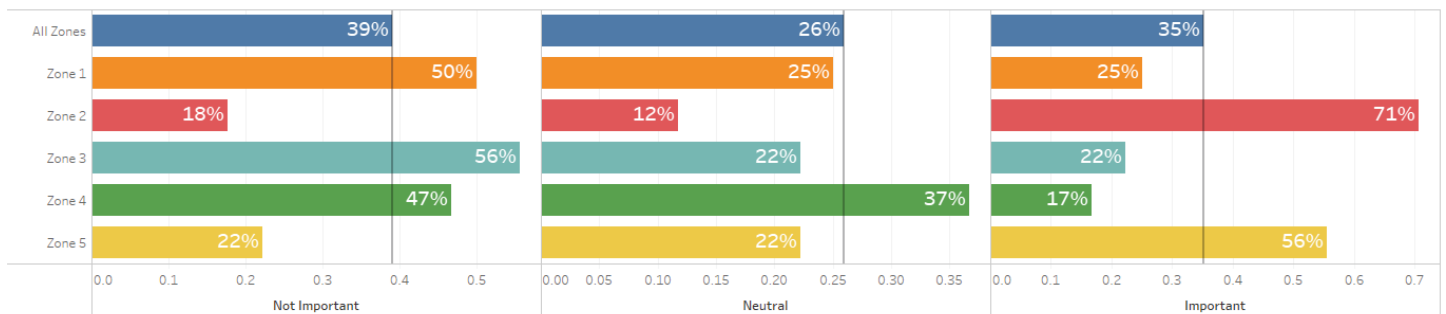
Respondents were asked to choose between the following responses:

- Important
- Neutral
- Not Important

### Q6.1 Convenient Bus Service (Workforce)

Respondents were split on their belief that convenient bus service was important. The highest concentration of support came from respondents in Zone 2 with 70.6% selecting “important”. The lowest concentration of support came by way of Zone 3 where 55.6% of respondents selected “not important”.

**Graph 20: Convenient Bus Service (Workforce)**



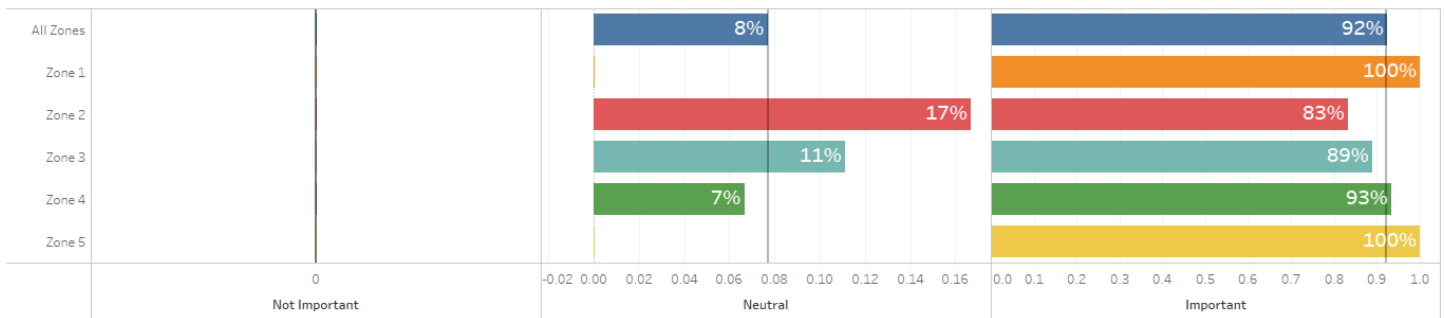
**Table 22: Convenient Bus Service (Workforce)**

	Important	Neutral	Not Important	Total Responses
Zone 1	25%	25%	50%	12
Zone 2	71%	12%	18%	17
Zone 3	22%	22%	56%	9
Zone 4	17%	37%	47%	30
Zone 5	56%	22%	22%	9
All Zones	35%	26%	39%	77

### Q6.2 Easy Car Access (Workforce)

The importance of easy car access was communicated uniformly across all zones. The highest concentration of support came from Zones 1 and 5 with 100% of respondents selecting “important”. The lowest concentration of support came from Zone 2 with 83.3% selecting important.

**Graph 21: Importance of Easy Car Access (Workforce)**



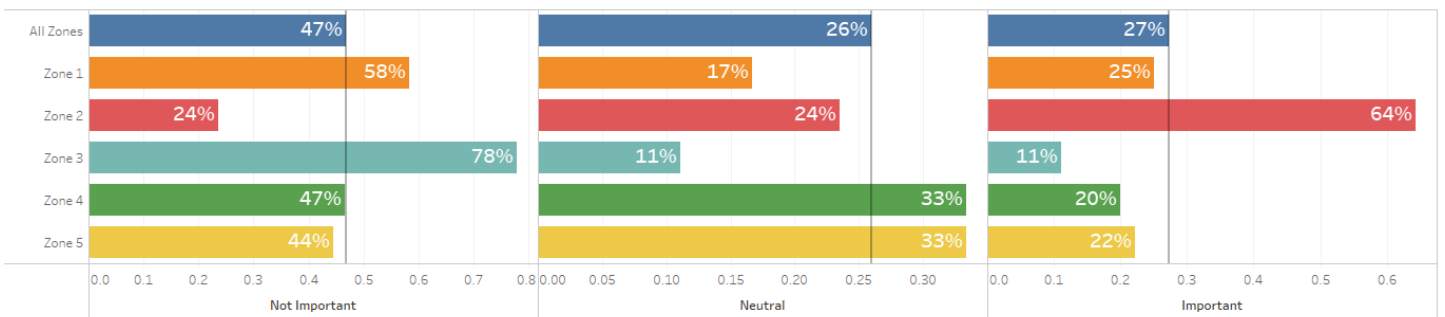
**Table 23: Importance of Easy Car Access (Workforce)**

	Not Important	Neutral	Important	Total Responses
Zone 1	0%	0%	100%	12
Zone 2	0%	17%	83%	18
Zone 3	0%	11%	89%	9
Zone 4	0%	7%	93%	30
Zone 5	0%	0%	100%	9
All Zones	0%	8%	92%	78

### Q6.3 Importance of Bicycle Access (Workforce)

The majority of respondents indicated that bicycle access was not of major importance for their business with Zone 2 being the only exception at 64.3% indicating it as “important”. The lowest concentration of support came from Zone 3 where 77.8% of respondents selected “not important”.

**Graph 22: Importance of Bicycle Access (Workforce)**



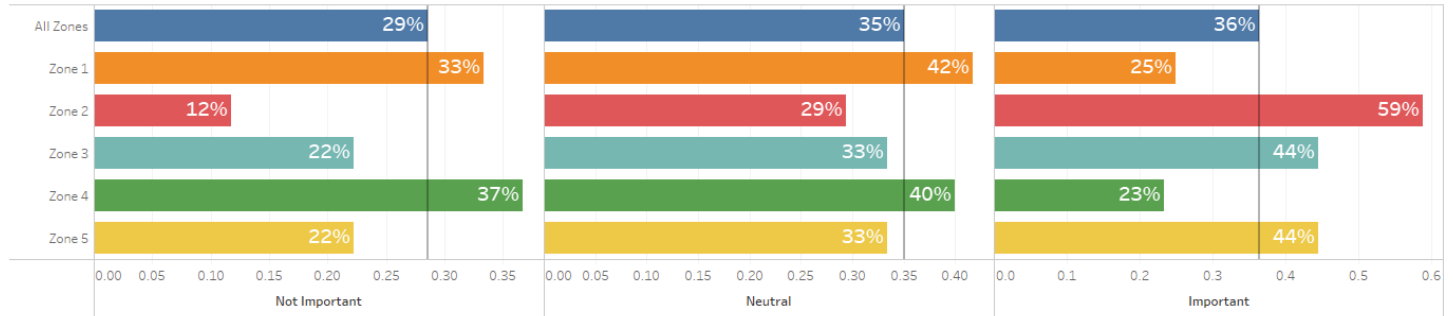
**Table 24: Importance of Bicycle Access (Workforce)**

	Not Important	Neutral	Important	Total Responses
Zone 1	58%	17%	25%	12
Zone 2	24%	24%	64%	17
Zone 3	78%	11%	11%	9
Zone 4	47%	33%	20%	30
Zone 5	44%	33%	22%	9
All Zones	47%	26%	27%	77

## Q6.4 Importance of Good Pedestrian Walkways (Workforce)

Respondents were split on the importance of quality walkways, but the majority indicated they were important to their business. The highest concentration of support was indicated in Zone 2 where 58.8% selected “important”. The lowest concentration of support came from Zone 4 where 36.7% selected “not important”.

**Graph 23: Importance of Good Walkways (Workforce)**



**Table 25: Importance of Good Walkways (Workforce)**

	Not Important	Neutral	Important	Total Responses
Zone 1	33%	42%	25%	12
Zone 2	12%	29%	59%	17
Zone 3	22%	33%	44%	9
Zone 4	37%	40%	23%	30
Zone 5	22%	33%	44%	9
All Zones	29%	35%	36%	77

## Q7 From the perspective of your regular customers, how important are the following?

Respondents were asked to rank the importance of the following elements to their business from the perspective of retaining a quality workforce:

- Convenient bus service
- Easy Car Access
- Convenient Bicycle Access
- High Quality Pedestrian Walkways

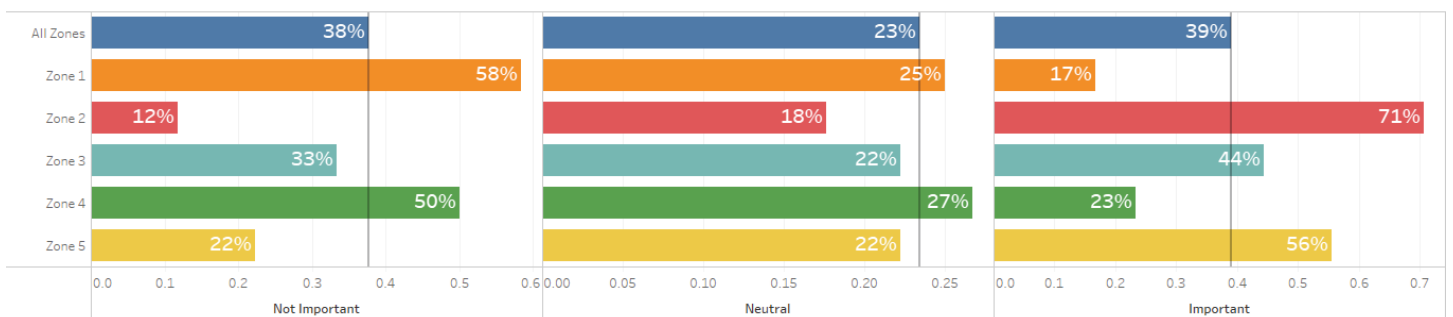
Respondents chose between the following options:

- Not Important
- Neutral
- Important

### Q7.1 Convenient Bus Access (Customers)

Respondents were split on the importance of bus access for their customers, but the majority indicated it was an important element for their business. The highest concentration of support came from respondents within Zone 2 with 70.6% selecting “important”. The highest concentration of lack of support for bus service came from Zone 1 with 58.3% selecting “not important”.

**Graph 24: Importance of Bus Access (Customers)**



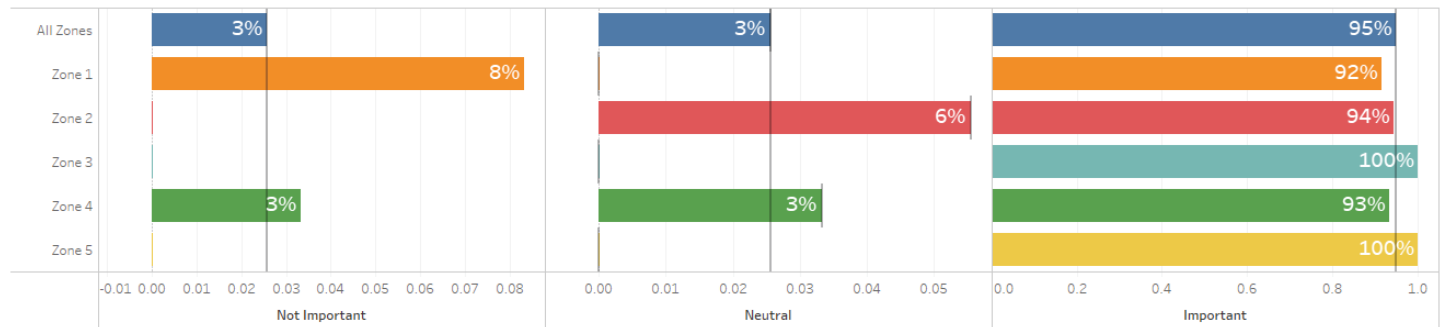
**Table 26: Importance of Bus Access (Customers)**

	Important	Neutral	Not Important	Total Responses
Zone 1	17%	25%	58%	12
Zone 2	71%	18%	12%	17
Zone 3	44%	22%	33%	9
Zone 4	23%	27%	50%	30
Zone 5	56%	22%	22%	9
All Zones	39%	23%	38%	77

## Q7.2 Convenient Car Access (Customers)

Respondents across all zones were uniform in their selection of car access being important for their customers with 100% of Zone 3 and 5 selecting “important”.

**Graph 25: importance of Car Access (Customers)**



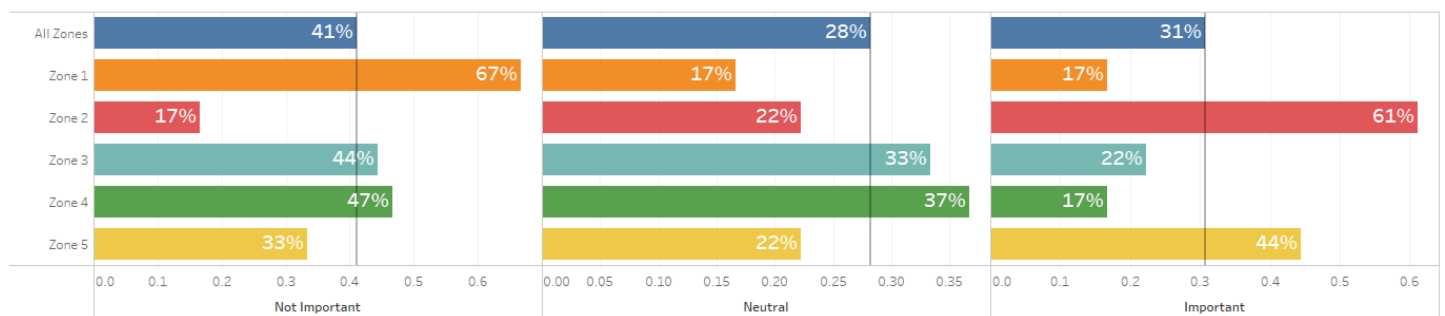
**Table 27: importance of Car Access (Customers)**

	Not Important	Neutral	Important	Total Responses
Zone 1	8%	0%	92%	12
Zone 2	0%	6%	94%	18
Zone 3	0%	0%	100%	9
Zone 4	3%	3%	93%	30
Zone 5	0%	0%	100%	9
All Zones	3%	3%	95%	78

## Q7.3 Importance of Bicycle Access (Customers)

Respondents were split on the importance of bicycle access but the majority of respondents selected that it was not important for their customers. The highest concentration of responses selecting “important” came from Zone 2 with 61.1% indicating so. Zone 1 had the highest concentration of “not important” responses at 66.7%.

**Graph 26: Importance of Bicycle Access (Customers)**



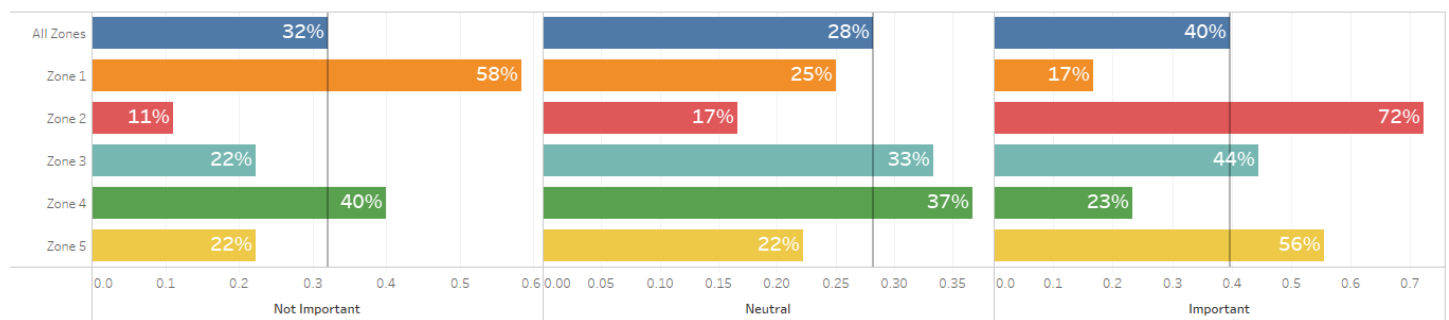
**Table 28: Importance of Bicycle Access (Customers)**

	Important	Neutral	Not Important	Total Responses
Zone 1	17%	17%	67%	12
Zone 2	61%	22%	17%	18
Zone 3	22%	33%	44%	9
Zone 4	17%	37%	47%	30
Zone 5	44%	22%	33%	9
All Zones	31%	28%	41%	78

## Q7.4 Importance of Good Walkways (Customers)

Respondents were split on the importance of pedestrian walkways across zones. Zone 2 had the highest concentration of support with 72.2% indicating they were “important”. Zone 3 had the highest concentration of respondents that selected “not important” at 58.3%.

**Graph 27: Importance of Good Walkways (Customers)**



**Table 29: Importance of Good Walkways**

	Not Important	Neutral	Important	Total Responses
Zone 1	58%	25%	17%	12
Zone 2	11%	17%	72%	18
Zone 3	22%	33%	44%	9
Zone 4	40%	37%	23%	30
Zone 5	22%	22%	56%	9
All Zones	32%	28%	40%	78

## Q8 Which of the following are most important to your business (select 3)

- Access by car
- Access for freight/deliveries
- Access by bicycle
- Access by pedestrians
- Access by bus
- Amount of parking space
- Location or layout of parking
- Lighting
- Landscaping
- Traffic conditions
- Amenities (parks & paths)
- Low overhead costs
- Housing nearby

Respondents were asked to select the three most important elements to their business (in no order) from the following elements: Respondents in Zone 1 most frequently selected “access by car” as an important element to the success of their business with 75% of respondents selecting it. The next most selected response was “traffic conditions”.

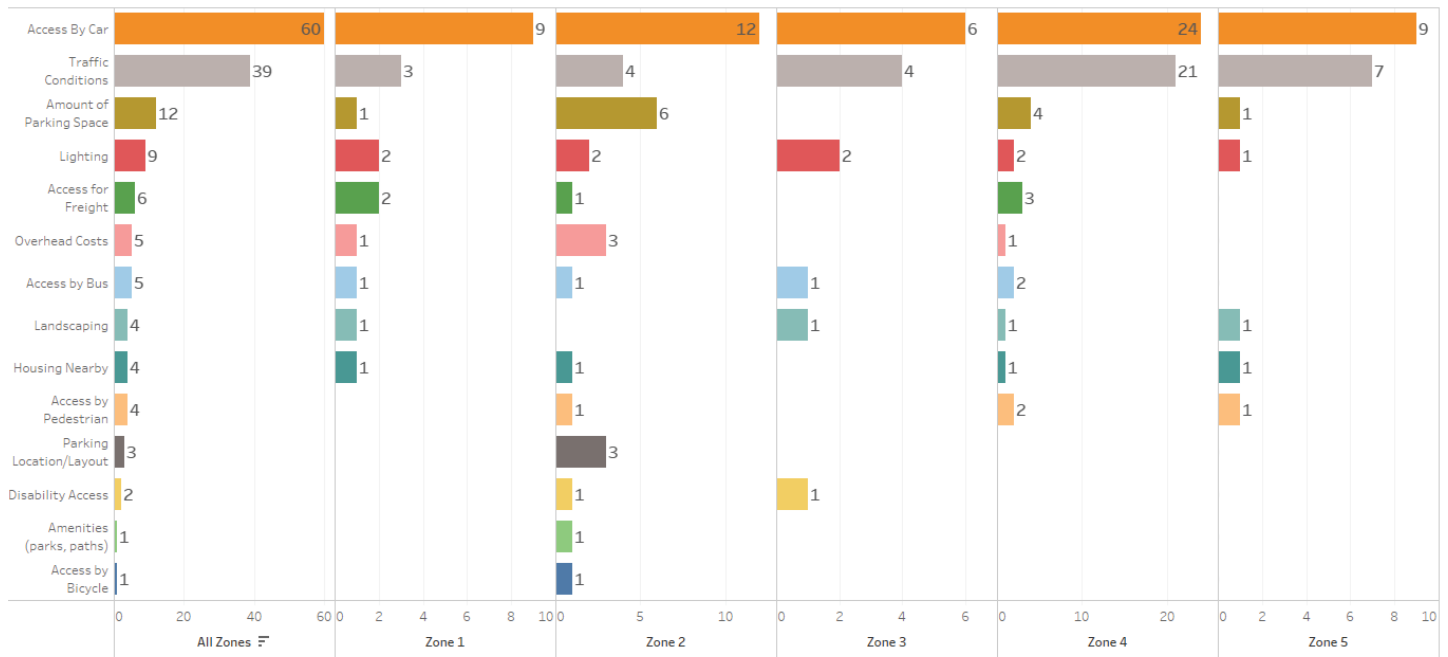
67% Respondents in Zone 2 chose “access by car” as one of the most important elements to the success of their business making it the most common choice. The next most common selection was “amount of parking space” with 33% of respondents selecting that option.

“Access by car” was again the most commonly selected item for businesses in Zone 3 at 67%. “Traffic conditions” were the next most common selection with 44% of businesses indicating it as important.

In Zone 4, “access by car” was the most commonly selected item at 75% and “traffic conditions” the second most commonly selected item at 66%.

100% of all respondents selected “access by car” as important within Zone 5. Traffic conditions was the next most commonly selected item with 78% indicating it as important for their success.

**Graph 28: Most Important Elements to Business Success, Total Responses**



**Table 30: Most Important Elements to Business Success, Total Responses**

	All Zones	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Access by Bicycle	1	0	1	0	0	0
Access by Bus	5	1	1	1	2	0
Access By Car	60	9	12	6	24	9
Access by Pedestrian	4	0	1	0	2	1
Access for Freight	6	2	1	0	3	0
Amenities (parks, paths)	1	0	1	0	0	0
Amount of Parking Space	12	1	6	0	4	1
Disability Access	2	0	1	1	0	0
Housing Nearby	4	1	1	0	1	1
Landscaping	4	1	0	1	1	1
Lighting	9	2	2	2	2	1
Overhead Costs	5	1	3	0	1	0
Parking Location/Layout	3	0	3	0	0	0
Traffic Conditions	39	3	4	4	21	7

100% of all respondents selected “access by car” as important within Zone 5. Traffic conditions was the next most commonly selected item with 78% indicating it as important for their success.

### Q9 Open Response: Explanation of Q8 Selection

Respondents were asked to explain their selections from question 8. General themes across zones included:

- Importance of access by car
- Importance of traffic conditions
- Concern for safety when driving & turning

A complete list of responses is included in Appendix 1

## Q10 Open Response: What would you like to see added to Martin Way in the future?

Respondents were asked to provide suggestion on what elements they would like to see added to Martin Way in the future. Below represents a summary of comments in each zone. A full list of responses can be found in Appendix 1.

### Zone 1 Themes

Concern about homelessness and homeless activity was the single most common suggestion from respondents in Zone 1.

Some respondents indicated their desire for general beautification and landscaping improvements.

### Zone 2 Themes

Concern about homelessness was a primary suggestion from businesses in Zone 2.

Traffic conditions were identified as an area for improvement.

Better lighting and beautification services were suggested.

### Zone 3 Themes

Concern about homelessness and homeless activity was a primary concern for businesses in Zone 3.

Other concerns mentioned were in relation to lighting, bus stop access and a dislike of roundabouts, but these concerns were not commonly represented in Zone 3.

### Zone 4 Themes

Street improvements were a common suggestion. Respondents indicated there is often debris on Martin Way or that street markings are not clearly visible.

A desire for “better” traffic lights including changing left turn lights from blinking yellow to protected green arrows.

Better lighting, landscaping and beautification was commonly referenced.

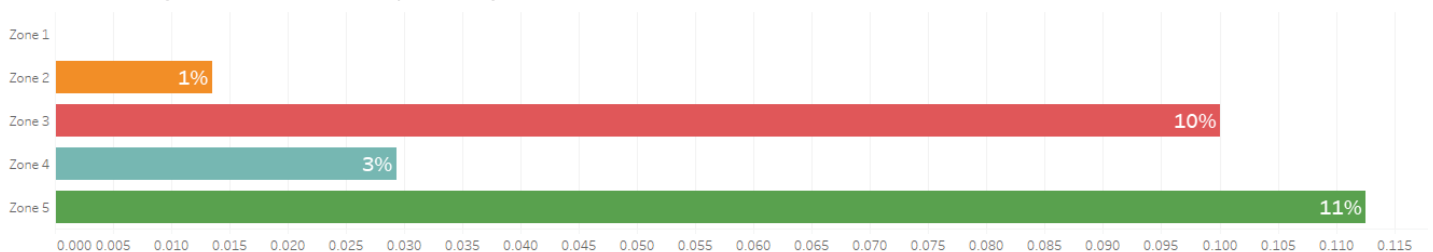
### Zone 5 Themes

Suggestions around improving traffic congestion were common in this zone.

## Q11: What Percentage of your Workforce is Currently Working from Home?

The vast majority of businesses surveyed had few or no workers currently working from home. This result is consistent with what we would expect given that the most commonly represented industry sector was Retail Trade and the next most common Accommodation and Food Service.<sup>3</sup> Zone 3 had the highest presence of remote working with an average of 11.7% currently working from home.

**Graph 29: Average Workforce Currently Working from Home**



**Table 31: Average Workforce Currently Working from Home**

Zone 1	0.00%
Zone 2	1.35%
Zone 3	10.00%
Zone 4	2.93%
Zone 5	11.25%

<sup>3</sup> See Table 1 for a breakdown of industry representation by Zone.

# Appendix 1

## Question 1.15: Open Response Items Needing Improvement

Respondents were asked to provide clarity on why they selected “needs improvement” in the questions above.

### Zone 1

Need more lighting

Parking lot can only fit about 10 cars

They have a decent amount of lighting but more lights on the street would be helpful. Homeless problem is becoming a huge issue at their location and for their business

Need more parking space

Would be nice for a safe left-hand turn that does not need to go over double yellow lines

Difficult to turn in depending on which way you're coming from martin way. Leaves using another street. No one comes in riding bikes.

Street lines make it illegal to turn left into business, also fairly difficult to leave so the only access is from one way. More parking space and the layout could be improved for easier access. Lighting and landscaping could be improved to help the aesthetic and make people feel safe especially when daylight hours are limited during the winter. Not many parks and paths. Expensive to operate in this area.

Access by car and traffic conditions: there are a lot of accidents around the area that can affect business as well as lots of traffic. Amount of parking and layout: Since we are next to other businesses they tend to take out parking spaces and can leave employees.

There are several eyesores near my business not the least of which is the Century link maintenance building on the corner of Devoe and Martin. I don't expect much from the Holly Hotel but a multi-billion-dollar company such as CL should try harder to keep up the compound with small businesses like mine. Dilapidated vehicles for homeless people and homeless encampments are also just about everywhere near us. That really wears on us.

### Zone 2

Median in the middle of the road makes it difficult to enter and exit location. Need more parking space and better layout of those parking spaces. Need more lighting and landscaping efforts, especially involving the cleaning up of garbage in the area. Not many parks or paths. Access for people with disabilities is difficult. The only housing nearby needs improvement. Overhead costs are rather expensive.

Traffic conditions get very hairy from time to time and there is definitely room for improvement in this area.

Difficult to turn left. Businesses are super far back from the road/sidewalk which would make it difficult for any customers on foot to enter/exit the location. Not enough lighting especially during early morning/night hours. Not many paths or any parks.

Landscaping could use some upkeep.

Difficult to leave the business due to occasional heavy traffic conditions.

Located in the middle of an intersection so it does not seem very safe to enter/exit on bike or foot. Traffic conditions can get really bad and there have been quite a few head-on collisions in the area. No parks or paths in the area, mainly surrounded by businesses.

Not many parks or paths in the area.

Difficult left run. Weird angle and layout. More lights, more landscaping. Bad traffic conditions between Sleater Kinney and College St.

Could use more lighting and landscaping help.

Traffic is always heavy. Left turns out of our driveway can be difficult. Left turns into our driveway can be difficult. I'm not sure what the solution is, however.

Leaving my office at Martin and Lilly. Specifically turning right onto Martin is a mess. Turning left is worse. It is dangerous anyway out. My address is 102 Lilly road. I see people pulling out in front of other people, narrowly missing pedestrians because they are so caught looking for a hole to pull out on. I am a very safe and careful driver and I have had that issue. The intersection of Lilly and Martin way is dangerous to access.

A left turn into our business office from Martin Way eastbound is difficult due to very short turn lane (traffic curb in center lane and driveway are too close to each other).

### **Zone 3**

Weird shared parking lot with bar that makes parking odd to navigate. Landscaping is horrible, there are rocks all over the parking lot. Lighting in the front of the building is fine for this business, but there are about 6 other businesses in the building and the lighting out back is not great. Moving a homeless camp behind the location is not ideal.

Difficult to turn out because of unprotected left turn, causes a few accidents.

More landscaping on Martin Way could help customers see the signs and bank location better.

Difficult/impossible to turn left into the business location. Traffic gets extremely busy.

Lots of new traffic due to an increase of housing nearby makes it difficult to navigate entering and exiting the business premises. Not really any bike lanes or sidewalks nearby. Traffic conditions have gotten a lot worse. Increase of housing nearby has been inconvenient.

Very awkward for our business entrance. Our entrance is being shared with Denny's and super 8. There is only one entrance and exit. I think we need to have better way out and in.

Can be difficult to leave due to traffic conditions going left. Light timing could be better so a bunch of cars aren't getting backed up and causing traffic.

### **Zone 4**

Need more lighting and landscaping needs to be kept up better on Martin Way. The ditches are overgrown in some areas and getting littered with garbage.

Depending on which way you are coming and going it is difficult to turn left to enter or exit the location. Same story for access by bike. Lighting on Martin Way needs a lot of improvement, it can be very dark in some spots. Too much housing nearby is contributing to the increase in traffic.

Hard to access by walking because pedestrians have to walk all the way down to the light or jaywalk for convenience, which is unsafe. Need more parking space

and a more convenient layout of the parking space. Traffic conditions are horrible sometimes. Disability parking is inconveniently located on the premises and is kind of far away. Overhead costs are expensive.

Light on Kinwood and Martin is horrible and inconveniently only blinks yellow.

Traffic can be bad depending on the time of day.

Islands in the middle of the road make it inconvenient to leave the location. Doesn't like how the landscaping was put in the middle of the road.

Difficult left hand turn out of business. Overhead costs are expensive.

Hard turning left out of location but right is fine.

"everything is too expensive right now"

Essentially no lighting or landscaping, makes it difficult for customers arriving around 5pm in the winter to find the location. No parks or paths in the area.

Difficult left turn especially during rush hour or lunch time when there is a lot of traffic. Could use more lighting when it starts to get dark early.

Very hard to enter and exit the location depending on which way you're coming from, the islands in dividing the lanes are very inconvenient for people trying to turn into the parking lot. Light is busy. There are not really any parks or paths.

Two parking lot outlets to Martin Way. One is right turn only. The other allows for left turns, but moderate traffic can make that difficult. Additionally, turning right in hopes of getting to the freeway can be more difficult with moderate traffic.

Martin Way is very busy.

Thurston county is growing so it is getting busier, everything else is great.

Not many sidewalks, parks, or paths in the area.

No bike lane or side walks around really. Landscaping could be kept up better. No parks or paths, no housing nearby. Horrible left turn leaving and traffic conditions do not help.

Bike access is difficult. Lighting is minimal Landscaping is not kept up. Little to no parks or paths in the area.

Unprotected left hand turn makes leaving dangerous and coming in difficult. Traffic can get super busy because of the timing of traffic lights.

Only 1 way into business, very dangerous to come and go, east west is really bad for entering and exiting, north to south not so much. Biking is also dangerous. Need more parking spaces and a better layout of the parking lot. Lighting is horrible in the area, have had multiple people run into the telephone pole in the parking lot due to poor lighting conditions. Landscaping could use a lot of improvement. Traffic is very hectic between 12-6 which causes a lot of accidents in the surrounding area. No parks or paths around the area. Difficult to access business for people with disabilities, need this to be focused on. Housing nearby is "kind of sketchy."

Businesses coming in across the street have been causing more traffic, kind of difficult to come in and out of business depending on which way you're coming from.

Kind of difficult to access business from Martin Way depending on where you're coming from. The left hand turn at the light is tedious to wait at, same for leaving the business. Parking problem that mainly pertains to landlord but more parking space would be nice. Traffic conditions can be pretty busy sometimes.

Left hand turn is dangerous. More lighting and landscaping work would be helpful Not many parks nearby so neutral.

Car access: said that with the three entrances they have it can be difficult to get into and out of their property. When it is very busy there can be a line in the parking lot of people trying to exit. Parking and layout: A lot of trucks with trailers will come in and take up five or so parking spots. It would be nice to have an area where those trailers can park specifically. Overhead: Don't like how they do the water PUD.

There is no landscaping nor lighting along the stretch that my business is on Martin Way.

## **Zone 5**

Traffic conditions make it difficult to leave the location safely sometimes.

Not easily accessible by bus. Not enough parking space and

the parking lot is generally very full. Traffic conditions and the flow of traffic can be horrible in this area of Martin Way.

Traffic conditions on Martin make it difficult to enter and exit the location, especially because they are located right on the corner. No bus stops nearby. Limited amount of parking space that has an inconvenient layout. Traffic conditions are bad in the area.

Need more lighting and landscaping work.

People are speeding coming of the freeway which makes it difficult to come and go from the location.

Development going on right now makes access by walking difficult. Removed the bus stop that was across the street which cut down on their business from bus users. Traffic conditions can get a little busy at times but overall isn't too bad. Almost no parks or paths nearby. Things like storm water are expensive.

The entrance to the businesses on Martin Way do not have a traffic light, but have one about 100 ft or less. This can create a lot of near accidents.

## Question 4: Why did you originally locate your business on Martin Way?

### Zone 1

He knew someone who owned the building

They wanted to share a space with a certain business

land was available

Not sure

Not sure

because of traffic flow

Not sure why original owner chose the location.

Traffic flow and access to I-5

I found the perfect building for my business after 10 months of looking.

### Zone 2

best building option at the time

Allstate's coverage, passing auto traffic

needed more space

not sure

Probably for the decent amount of drive by traffic

Found a spot that he thought would work and counted cars which led him to see that there were a lot of people driving by on this street. Quite a few military members in the area as well, and thought it was a good street to be on. He could afford it at the time.

N/A

N/A

We moved from the corner of College and Pacific (current Happy Teriyaki

location) in 1987 after acquiring and building out the property at 4426 Martin Way. The motivation was to own property. Didn't hurt to be located across the street from what was the largest movie theater in Thurston County. Mega church is fine, but I was not happy when the theater moved to lacey and I miss those Friday and Saturday movie crowds.

Location I am a dr.

Access to I-5, proximity to the Capitol to accommodate government travelers

Location

access to Chehalis trail, more spacious building

close to I-5 and hospital/healthcare businesses on Lilly Rd.

### Zone 3

boss liked the visibility from the road and car access, easy access for walk in traffic

Being able to locate in the farm bureau building, size, building location, great moving from by Fred Myer gave them a break from the traffic

Historical - people know where to find us here  
N/A

### Zone 4

always been there

affordable and high traffic

relocated from martin way to another location on martin way

visibility in traffic

larger lot

premises became available

traffic, amount of people that drive by every day

found the property and new it would work for them

Corporate decision. Likely proximity to I-5 and local neighborhoods.

Access

Close to I-5

Customers in and out, good area  
Quiet community at the time

not sure

wanted to be at this location in this community

because of a paperclip drop on a map  
Better advertisement and traffic movement and less theft

new building, just leasing and had some good pricing. Good location and like the lacey location

Building was sold that they used to be in so they moved across the street

bigger shop

Location

already an established lumber yard and owners chose to purchase it  
Visibility and available retail space.

Developing area

Took over a family business - no choice in location really

### Zone 5

got his own practice

Used to be a vet location, not really sure though

location along martin way

Cost: Former landlord doubled our rent

Location and cost

## Question 5: Why have you continued to locate your business along Martin Way?

### Zone 1

low overhead costs outweigh the issues of the area, homelessness is bad Building is functional with offsite parking Nice that he works offsite because homeless people would drive customers away

convenient to stay at the same location

great location, access to i-5  
Not sure

because of traffic flow

Their customers are familiar with their location and know where to find them. There is no where else to go.

Great retail location

Proximity to I5, appropriate building size.

### Zone 2

has good visibility and location

passing auto traffic

needed more space

not sure

Same as above and owns his own business so he does not have to worry about payments on that.

N/A

N/A

We own the building and property and have for the past 34 years. Why stop now?

I have a lease.

Unable to move the building.

Location

access to Chehalis trail, more spacious building

cost, ease of location, same as question 4

### Zone 3

visibility and great location on the corner

Building location, better traffic than other locations in lacey

N/A

### Zone 4

affordable and high traffic

great visibility for customers coming by car

visibility in traffic

good size and accessibility for customers

Good location and not a lot of places to move to in Lacey that are good for car sales

moving at the end of this year to get a bigger space but has been a great location for traffic

seems to be working

Corporate decision. Likely proximity to I-5 and local neighborhoods.

Access

Close to I-5

Difficult to move a business

not sure

good traffic flow

because business is located there and customers know where to find it

Better advertisement and traffic movement and less theft

Like the location and been there for a long time, like their landlord. Also, when customers know where you're located and you've been there for a long time it makes it difficult to relocate

amount of visible traffic

Location

### Zone 5

visibility from the road

Same as above, although good location among housing developments

location along martin way

Easy access & landmarks

Location and cost

## Question 9: Respondents were asked to explain their selections from question 8.

### Zone 1

This has kept him at his location despite the decline of the area due to the homeless population and lack of strategic planning by the cities of Lacey and Olympia

most customers and employees come by car

Most customers come by car, bartenders come by bus, and homeless problem needs to be dealt with

Most customers come by car and more parking space is needed for services

Most customers come in their personal vehicle

All employees drive

They are an auto shop so access by car and traffic conditions are very important. Also, want people to feel safe with more lighting. Landscaping is important so there isn't garbage and shopping carts everywhere.

Most important because it is the most frequently used. They need deliveries to be successful and the other options are not utilized as much as car/freight.

The ease, safety, and security for my drivers and customers.

I have customers and suppliers coming to us with regularity. It's near I5 and accommodates large trucks well.

### Zone 2

Better landscaping would help make the area feel cleaner and most customers and employees come by car, so parking space is important

Good on amount of parking space but it is important to the success

of the business, traffic conditions being better could improve access to location

More of a connection between housing and commercial businesses would be helpful (they seem distant and the business locations feel like a dead zone), most customers come by car, parking spaces are compact/very small for people driving larger vehicles

Sometimes customers are deterred from entering the Safeway because of the homeless issue in the parking lot, most customers come by car

Traffic conditions are really the only thing that hinder business and that only happens occasionally

It is important for employees and customers to feel safe at night

most customers and employees come by car

Important because he has a lot of parking area and finds himself lucky to have so much.

Safety is most important

Brings in the most customers and is the safest way to travel in the area.

We're still a family restaurant, and we're not within walking distance of many residences. People get to us via car.

It is dangerous getting into my parking lot. It is incredibly dangerous for bicycles. I worry about the safety of our patients coming and going. Many are elderly and are driving....

Olympia attracts state employees to it for business, but I believe it lacks amusement amenities to attract out-of-town visitors.

Martin way traffic can just me a nightmare at times.

We are a medical clinic and have clients with limited mobility

### Zone 3

Lighting is very important for the safety of people working in the office, especially since many are women and a homeless encampment is being moved right behind the building Almost everyone comes by car

visibility from the road is important for bringing customers in, many come by car

Everything is working well but traffic can get fairly busy and it is important that customers are able to see the business by cutting back the trees and increased landscaping

Most customers access by car and they need to be able to enter and exit safely with the increasing business of traffic

Serve seniors and people with disabilities

Guest is looking for a convenient and safe parking / due to car break in and stealing

Almost everyone comes by car and it is working

Better traffic conditions, especially in the summer time when traffic backs up and makes it unsafe for people who are trying to make a left turn

### Zone 4

ditches need to be controlled and landscaped better, more garbage cleanup Beautification Traffic can just get busy from time to time but it generally works well for the business

they want all traffic coming by car because they are a high end gift shop that wants to attract those customers/businesses

Most customers come by car and traffic conditions dictate how easy it is to come and go

most customers come by car so the parking lot and traffic conditions play a big role in the convenience of this transportation method

Visibility from the road is very important for attracting customers when people are in traffic driving by

Great location and layout for deliveries, they are also able to keep a lot of stock of their products on hand while allowing for their customers to easily navigate their parking lot

Most customers come by car, important to be able to access the location conveniently

Most customers come by car

For a car dealership, access by car is important

Traffic attracts customers, all come by car

Customers and employees come by car so it would be nice if traffic conditions could make it easy for them to enter and exit the location

Customers have a hard time getting to the location due to the odd layout of the medians/islands in the road and because the store is kind of hiding behind the gas station

We have a customer base ranging from close communities to commuters. Some use the bus, but most drive.

We have three delivery trucks, and receive freight often.

Need freight to sell.

Essentially everyone comes by car

Better traffic conditions could make it easier for customers to enter and exit by car

Most customers come by bus and car, good traffic flow helps with business

All employees and customers arrive by car

Most customers and employees access the business by car and the traffic conditions can make it easier/harder for them to enter

Access by car is important because a lot of customers use this method of transportation to come into their business, unsafe turns make this difficult along with traffic conditions on Martin Way, lighting causes problems for customers in the parking lot with parking, exiting, and getting approached by people

Most, if not all, customers come by car and the parking situation could be better

Mostly gets car traffic coming into business

access by car is most important because it is a great factor for business

N/A

Our business is local families and safety and traffic are the most important.

It is very weird to wait for two traffic signal to reach your destination

We work on vehicles - we are an automotive shop, access by car is 100% of our business.

## **Zone 5**

customers come by car and need to enter/exit safely when traffic increases

Most customers come by car so it is important that the parking lot has enough space for them and that they are able to navigate the traffic conditions easily and safely

Most customers come by car and the traffic conditions make it difficult for them

most customers come by car so entering and exiting the premises easily is important. Lighting during winter hours is also important to make customers feel safe in the parking lot and entering the store

Most people come to the location by car and traffic conditions being better would help

Most everyone from customers to employees come by car

Most customers come by car or walking

As we service youth and adult martial arts for fitness and health (amongst other skills), having great and safe access off of Martin Way is important for continued access and safety.

## Question 10: What would you like to see added to Martin Way in the future?

### Zone 1

Plan by Olympia and Lacey for making Martin Way a successful area, long-term strategy. Developing undeveloped area in a strategic, better way than just pot shops. Continuing to maintain it as a business location, not a residential location

more stop lights to help the flow of traffic

Taking care of the homelessness issue

Not sure

lighting and landscaping, aesthetically pleasing, and the ability to turn left/leave left out of the business

Less homelessness

Lighting and police coverage for the homeless that "J" walk on Martin Way. And be Strict on this. It's for their safety.

Reduction of homeless encampments and vehicles. The beautification of the surrounding with landscaping, proper fencing, basic maintenance, etc.

### Zone 2

Added clean up efforts of garbage on Martin Way

More lighting, flex the live work development, street side service industry improvement

Easier access onto freeway from Sleater Kinney

None

Better traffic updates

Solve the homelessness problem

Traffic circle if possible. Maybe it is too busy. Maybe more stoplights getting to the intersection of Lily and Martin

Security cameras

Better upkeep

more police patrols or social services to get homeless or drug dependent folks off the streets and out of parking lots, wooded areas etc.

### Zone 3

not to add a homeless encampment

no more roundabouts

A light at the intersection of carpenter road and Britton parkway

Better bus stops and cross walks

More lighting or anything to keep the area clean and safe from homeless community

Shortening the slow lane so that its not 1/4 a mile long

### Zone 4

vacant lots getting developed and improving the looks of the rough and unfinished locations around Martin Way, better restaurants, not just fast food

Stripes on the road that you can see, and reflective

street improvement, actual roadway, lots of claims from road conditions on martin way (they are an insurance company), clean up from glass and other debris in the roadway

light to turn left changing from only blinking yellow to a red/green

more traffic lights

Take out the islands blocking left hand turns

N/A

No response

Less traffic.

nothing

more sidewalks

nothing

Better lighting and traffic lights, dealing with the homelessness issue

Lighting, easier/safer exit and entry ways, a light that helps safely move traffic (ex: green left hand turn light instead of just the flashing yellow)

No roundabouts

Not sure

Nothing specific

N/A

N/A

Clean it up and make it safer.

No ideas now

Landscaping and lighting along Martin Way would be beneficial to the outside look of the area in general.

### Zone 5

lots of stoplights, don't add more

dealing with congestion

figure out how to slow the traffic down a bit, speed limit is supposed to be 50 mph but people are going way faster

Marvin/Martin intersection can get very busy but doesn't impact the business too much

better crosswalks, better lighting

Better controlled light systems and better turn access

# Appendix 2

## Martin Way Business Survey TRPC 2020

1. Please choose whether or not the following items are currently working well for your business or if they need improvement for your business to thrive.

	Working well for my business	Neutral	Needs Improvement
Access by car to business from Martin Way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by car from business to Martin Way (eg left turn safety)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by pedestrians (sidewalks, walkways)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of parking space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
location or layout of parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic Conditions on Martin Way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amenities such as parks or paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access for persons with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing nearby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overhead costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If needs improvement, ask for clarity and record answers here.

2. Approximately how many full-time employees work at your business?

3. How long have you been at your current location?

4. Why did you originally locate your business on Martin Way? (cost, access to i-5)

5. Why have you continued to locate your business along Martin Way? (cost, access to i-5)

6. From the perspective of retaining a quality workforce, how important are the following?

	Not important	Neutral	Important
Convenient bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy car access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easily accessible by bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walkable with good pedestrian pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. From the perspective of your regular customers, how important are the following?

	Not important	Neutral	Important
Convenient bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy car access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easily accessible by bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walkable with good pedestrian pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Which of the following are the most important to the success of your business? (Select 3 max)

- |   |   |
|---|---|
| <input type="checkbox"/> Access by car                    | <input type="checkbox"/> Lighting                             |
| <input type="checkbox"/> Access for freight/deliveries    | <input type="checkbox"/> Landscaping                          |
| <input type="checkbox"/> Access by bicycle                | <input type="checkbox"/> Traffic conditions along Martin Way  |
| <input type="checkbox"/> Access by pedestrians            | <input type="checkbox"/> Amenities (ex., parks, paths)        |
| <input type="checkbox"/> Access by transit (bus)          | <input type="checkbox"/> Access for persons with disabilities |
| <input type="checkbox"/> Amount of parking space          | <input type="checkbox"/> Low overhead costs                   |
| <input type="checkbox"/> Location/layout of parking space | <input type="checkbox"/> Housing nearby                       |
| <input type="checkbox"/> Other (please specify)           |   |

9. Please explain why your choice from the previous question is the most important for your business?

10. Approximately what percentage of your workforce is now working from home due to Covid-19?

11. What would you like to see added to Martin Way in the future?

12. Would you like someone to follow-up with you about COVID-19 resources for businesses?

- Yes  
 No

13. Enter the Business ID from Worksheet