

Reopen Pullman Community Poll

A Conversation with Councilmember Dan Records and Economic
Development Manager Jennifer Hackman

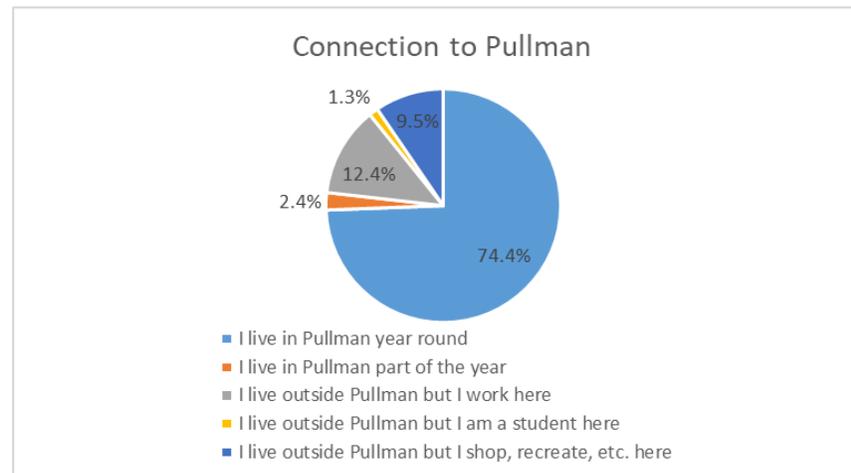
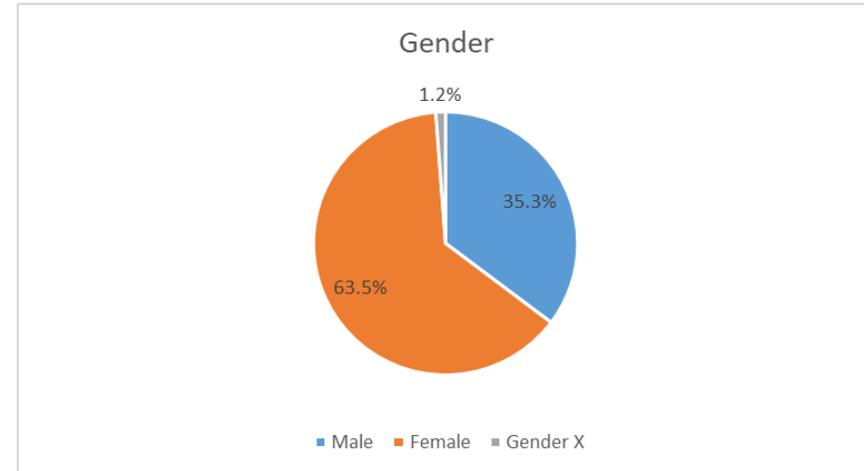
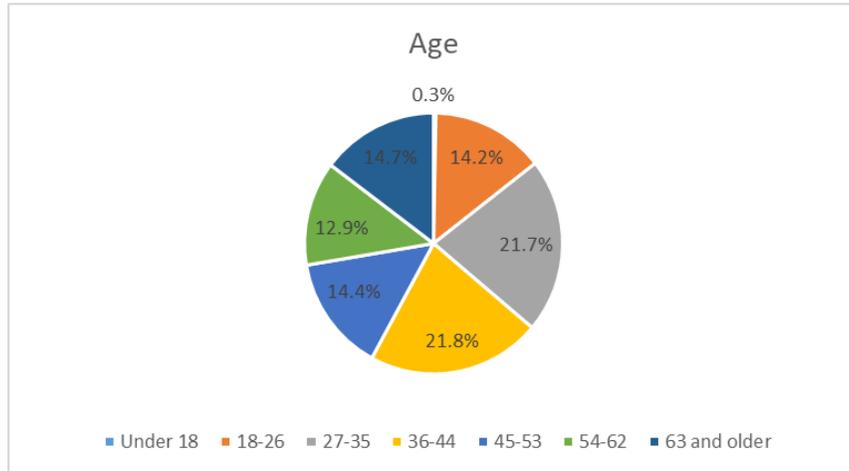
Purpose and Scope of the Poll

- We wanted to create this poll to provide feedback to businesses, non-profits, government entities, and other community partner organizations on what the community would like to see in terms of how and when to reopen various activities.
- Understanding that the Governor's four phase plan for reopening includes a lot of specific guidelines we wanted to gather data on how specific activities and specific health and safety precautions may impact consumer confidence.
- We hope that businesses and organizations will use this information as they develop plans for reopening and communications strategies for how to talk about these issues with their customers and constituents.
- We were impressed to see the level of community participation in this poll. We received nearly 2400 completed responses.

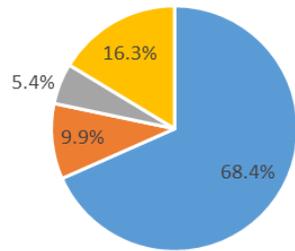
Thank you!

- Thank you to all who took the poll and to all of our community partners who helped get the word out, including:
 - City of Pullman Staff
 - Pullman Chamber of Commerce
 - Washington State University
 - Avista
 - Local Business and Community Organization Leaders.

Respondent Demographics

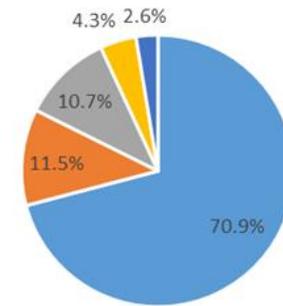


High Risk



- I am not in a high risk category
- Yes, I am 65 years or older
- Yes, I am immune compromised
- Yes, I have an underlying health condition

Children Under 12 in Home



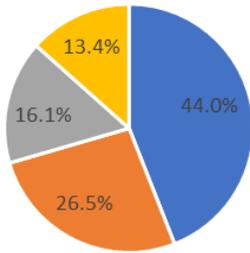
- None
- 1
- 2
- 3
- 4 or more

Factors Considered When Entering a Business



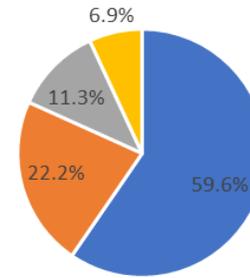
Timeframe to Resume Specific Business Types

Dine-in Restaurants



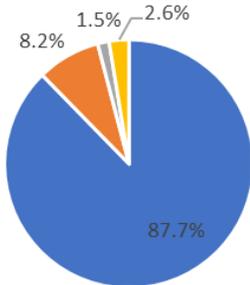
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Boutiques / Shops / Retail



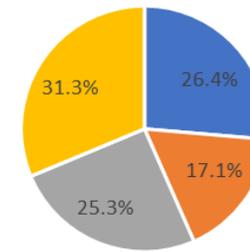
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Grocery / Specialty Foods



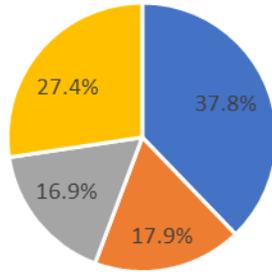
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Community Theatre



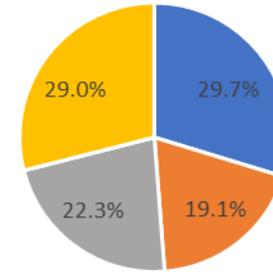
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Fitness Centers / Gyms / Yoga / Dance Studios



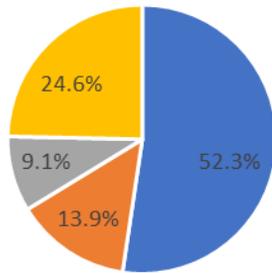
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Movie Theaters



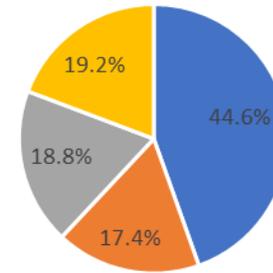
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Churches / Places of Worship



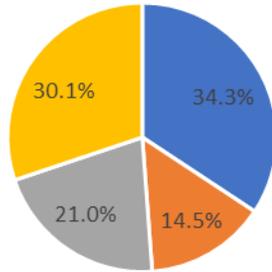
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Hotels



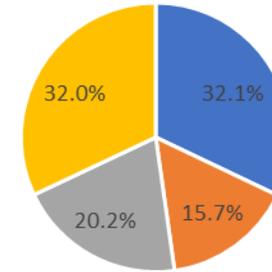
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Sports Venues



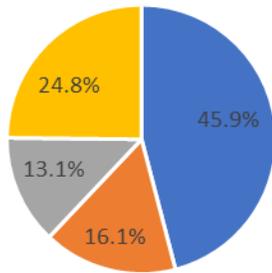
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Bars / Nightclubs



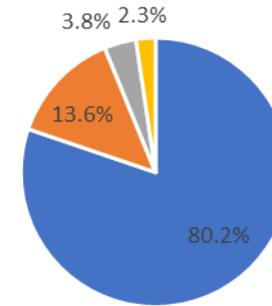
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Pullman Transit / Dial a Ride



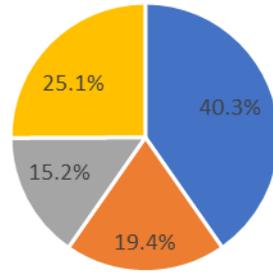
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

City of Pullman Parks



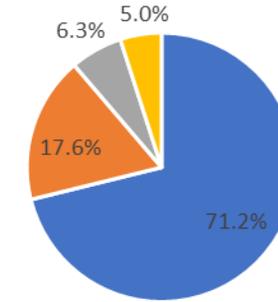
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Pullman Aquatic Center / Reaney Pool



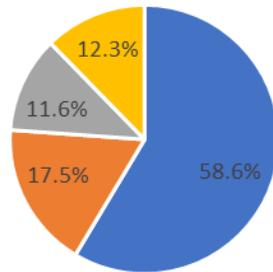
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Government Services



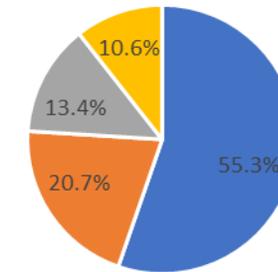
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Education Institutions



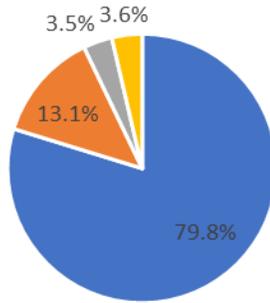
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Libraries, Museums, and Cultural Centers



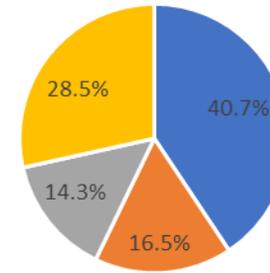
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Healthcare Services



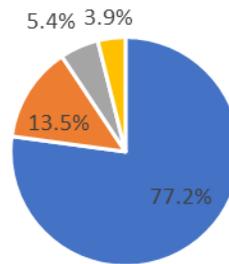
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Cab or Car Services



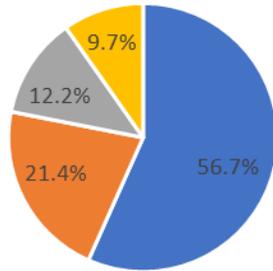
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Home Services (Landscaping, construction, cleaning, etc)



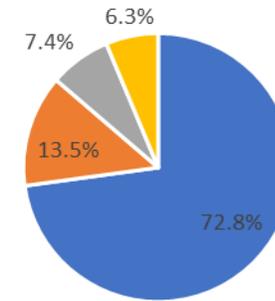
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Personal Services (Hair, Nails, Beauty, etc.)



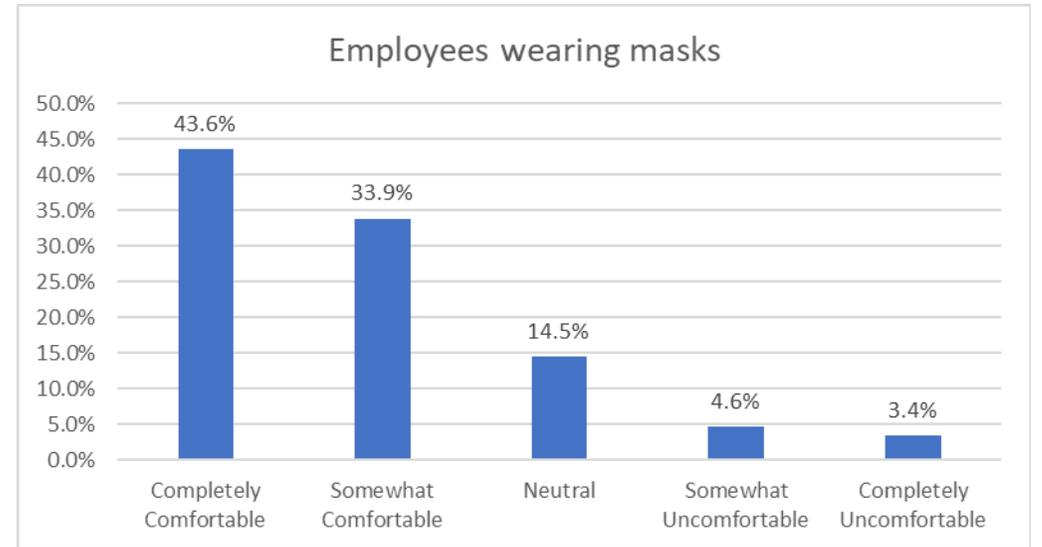
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

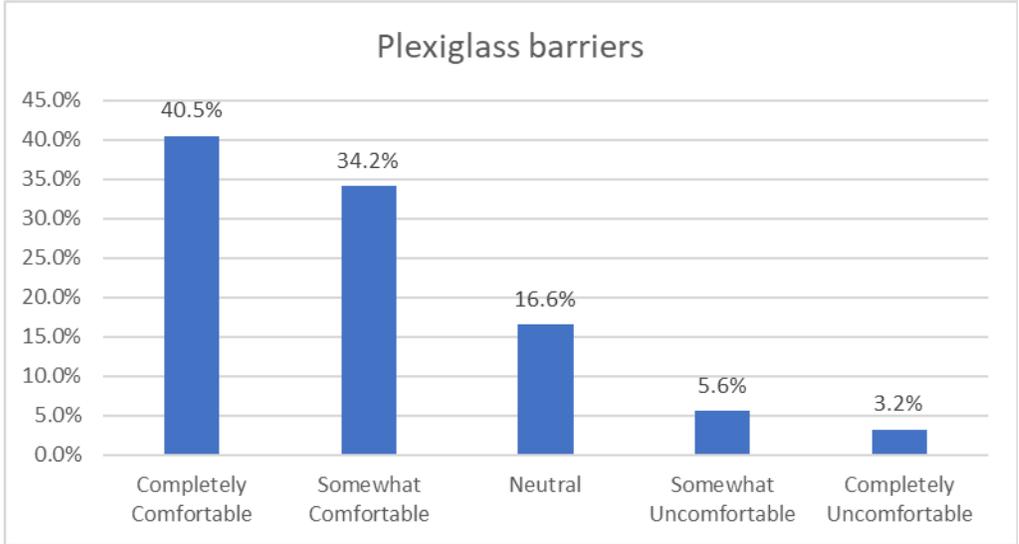
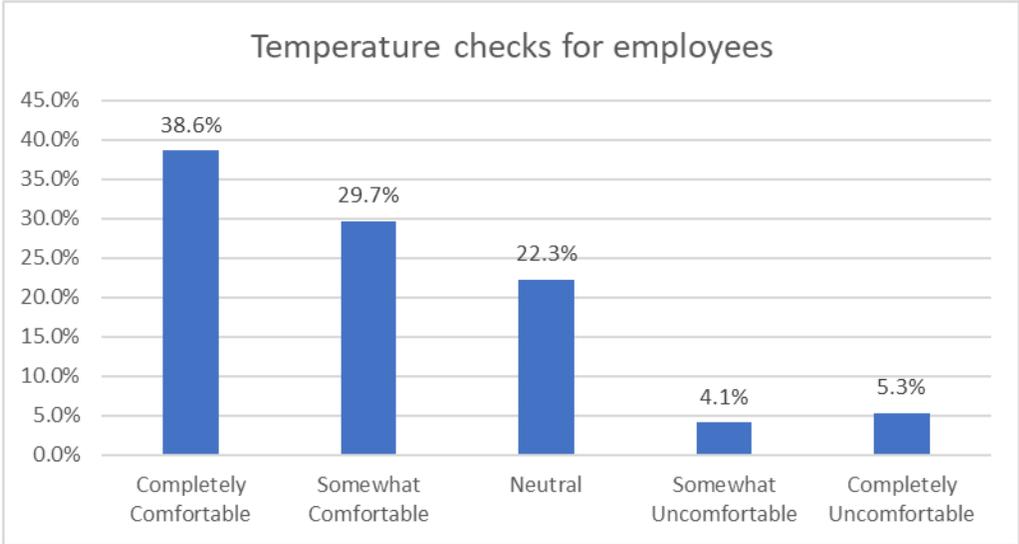
Manufacturing/Industrial Services



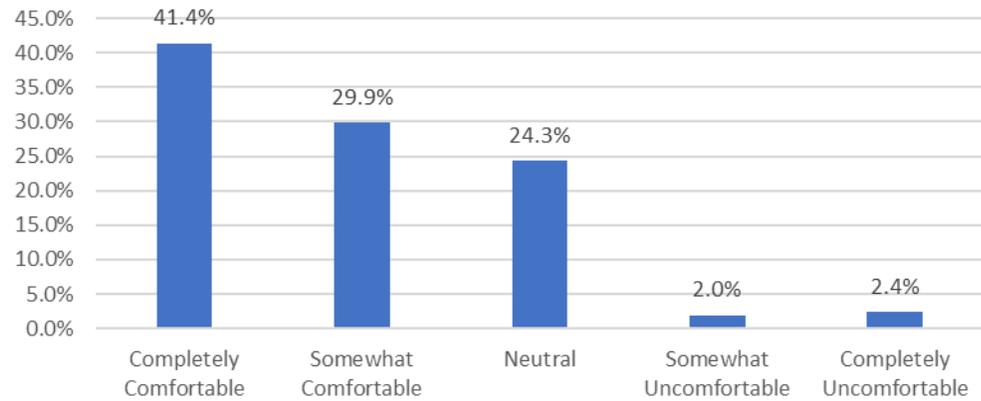
- I will start right away
- I will wait at least 1 month
- I will wait at least 3 months or more
- I won't feel comfortable

Specific Health & Safety Options

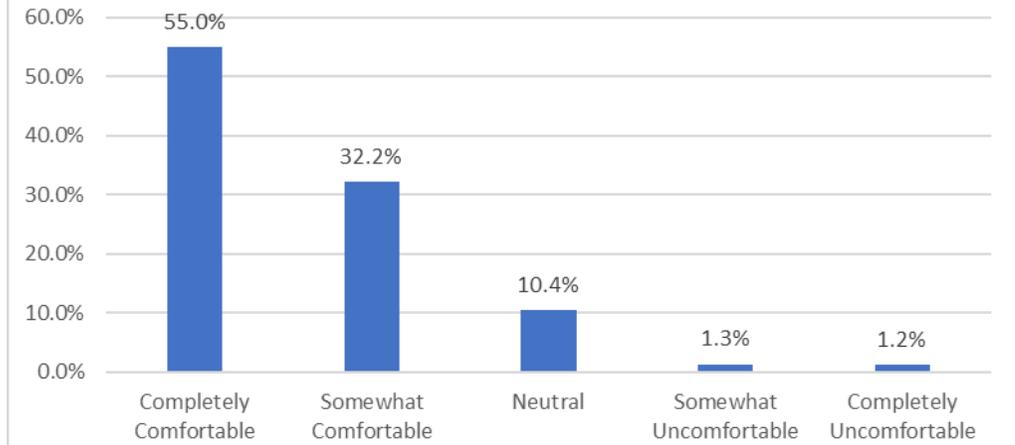


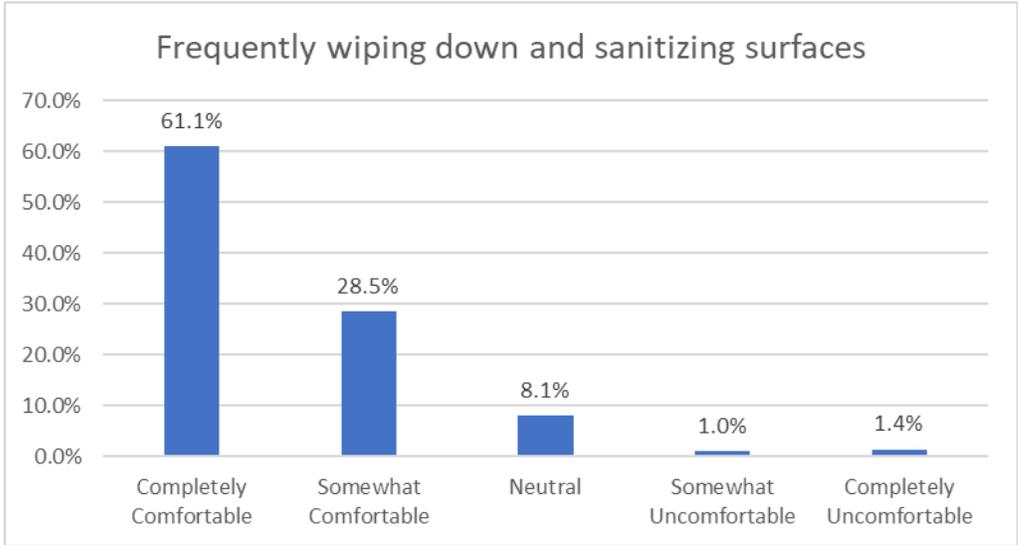


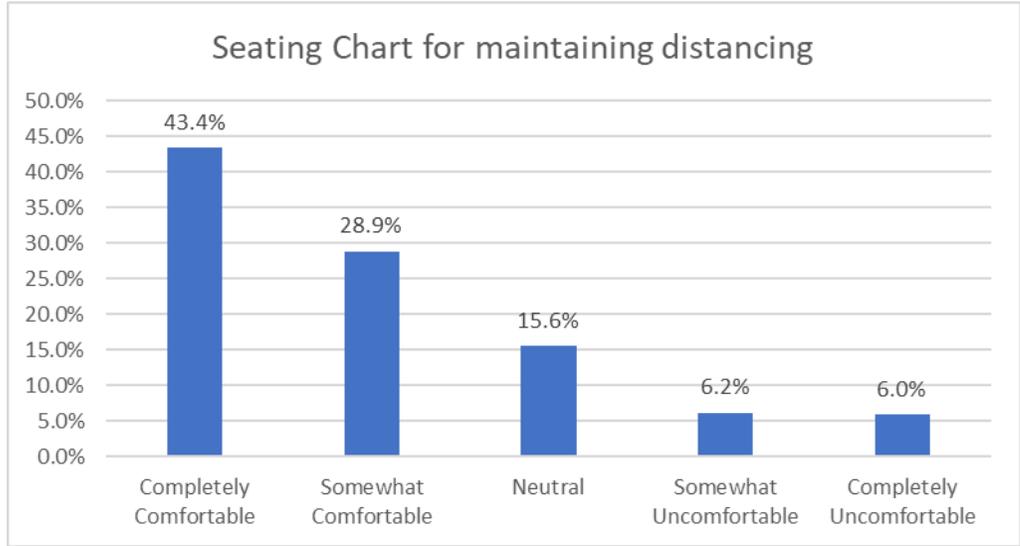
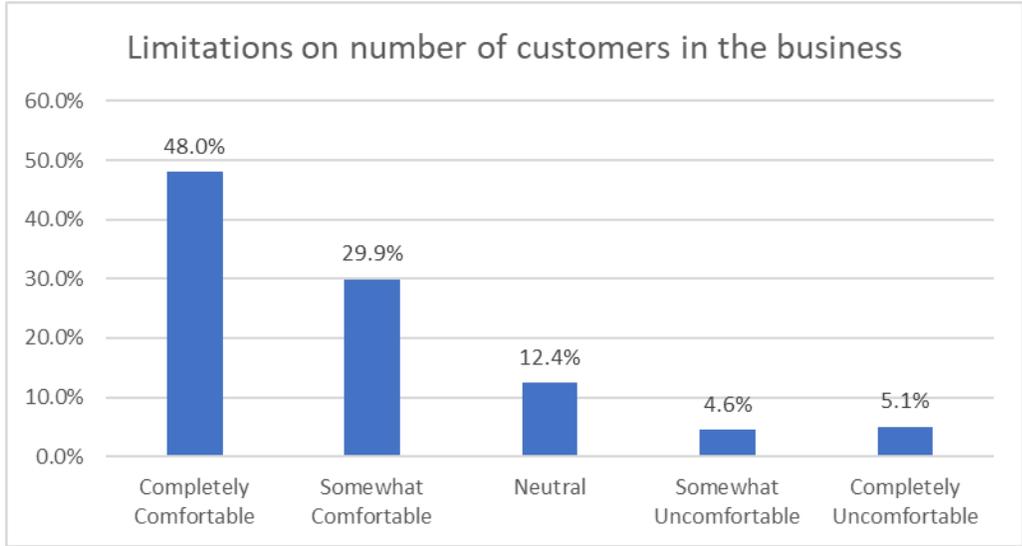
Posted practices aimed at preventing spread of disease

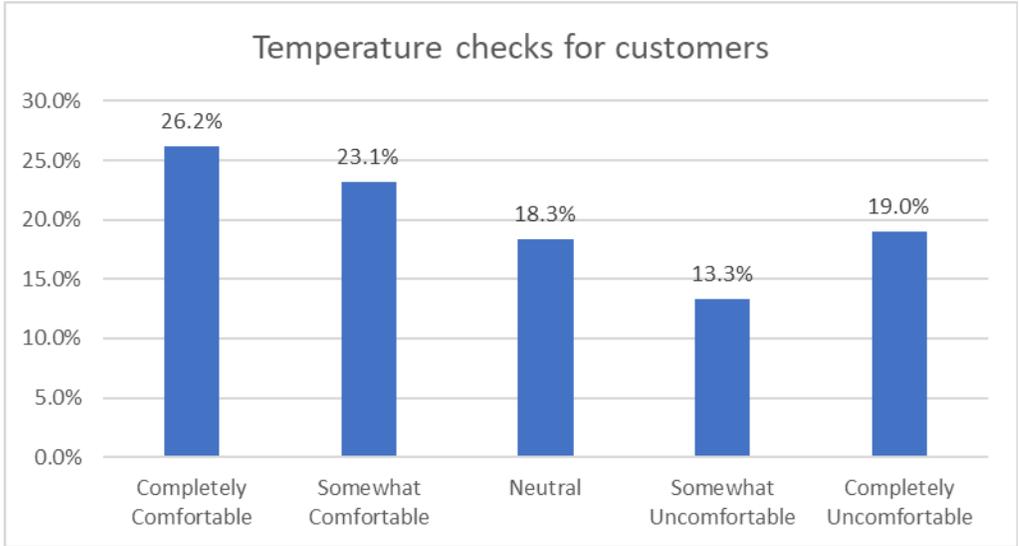
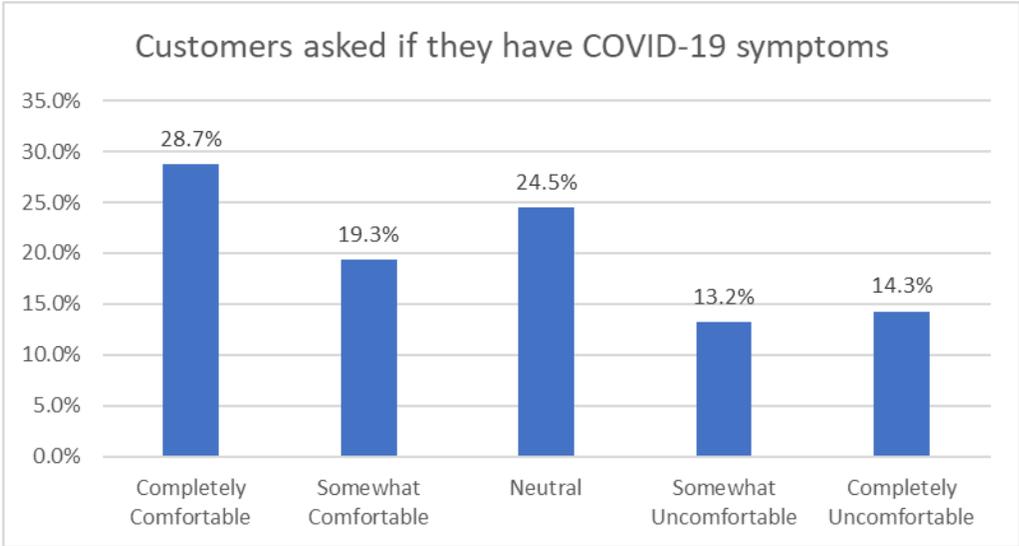


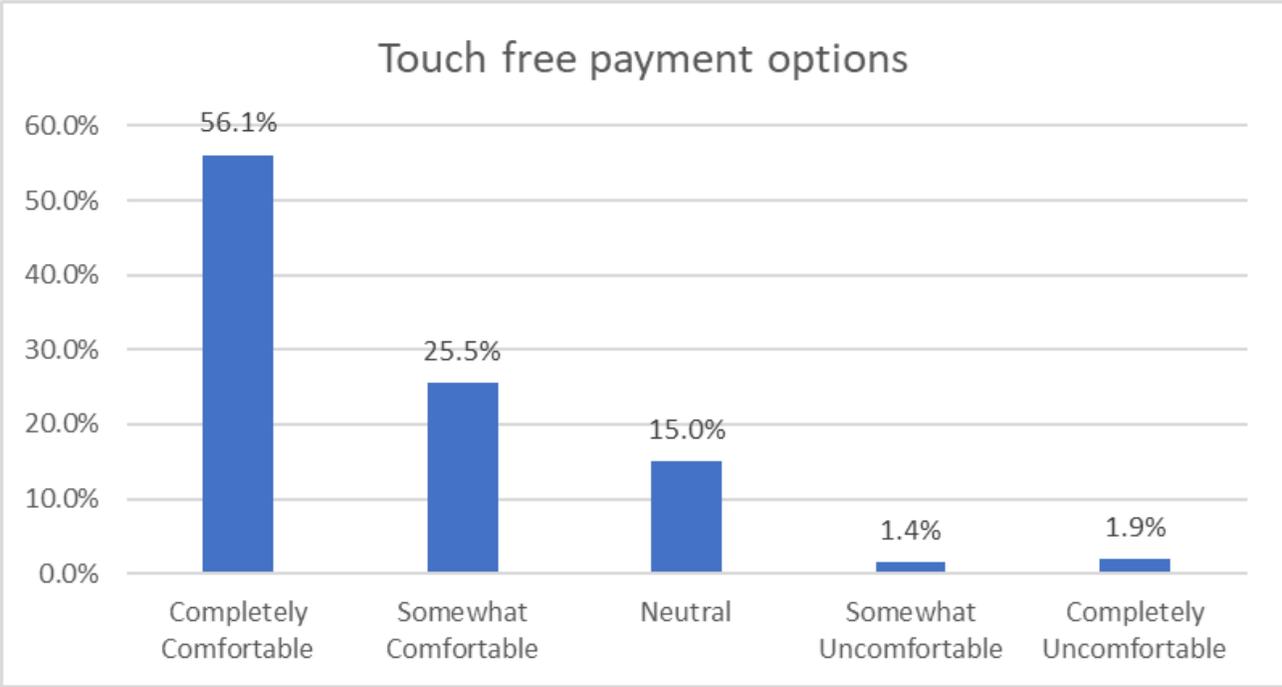
Hand sanitizer dispensers for customers







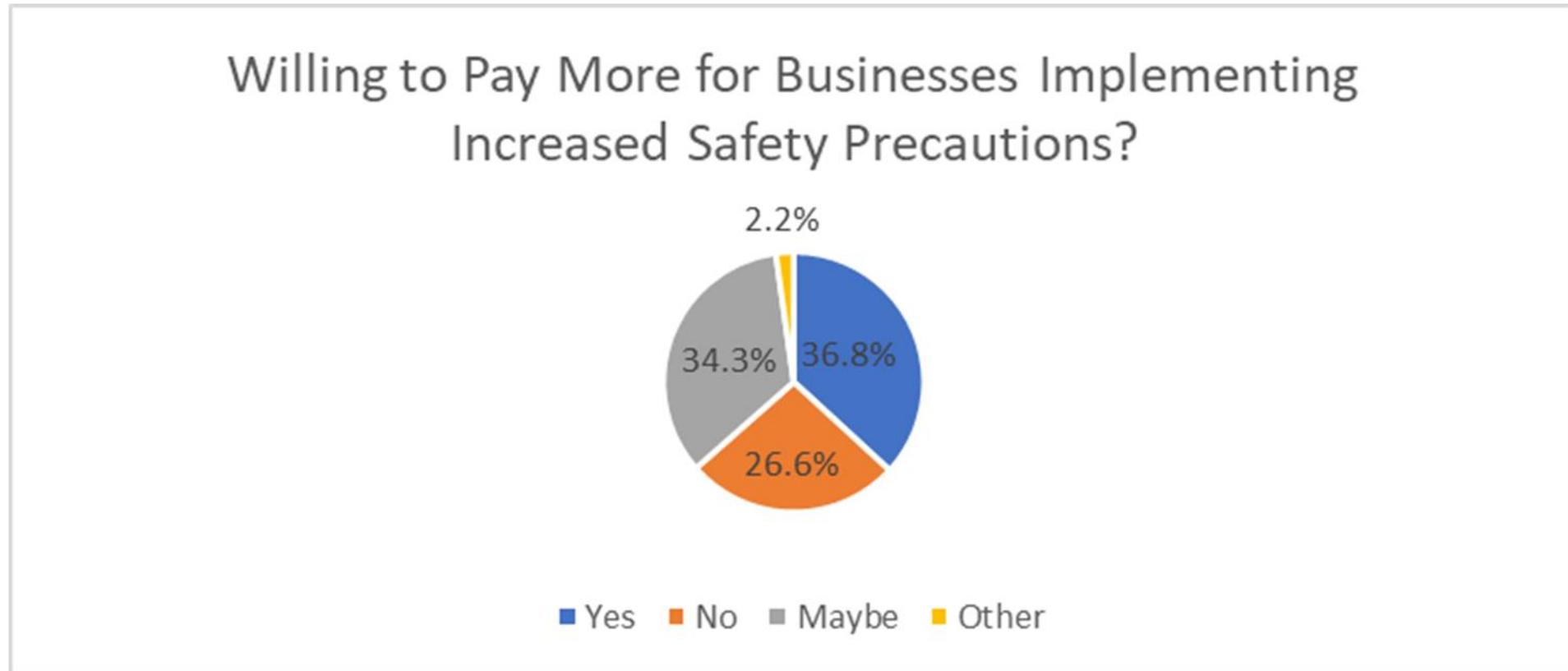




Key Takeaways

- A clear majority of consumers are ready to resume entering a variety of business types with safety precautions in place.
- Consumers want to “see” safety precautions being implemented and that businesses are consistently applying the rules to everyone.
 - Suggestions
 - Post safety practices in the establishment but also on the web.
 - Ensure that all employees understand the importance of consumer confidence in a successful reopening.
 - Be aware of and monitor how consumers are going to view your commitment to safety as they approach your business. (i.e. if a consumer drives up to your business but has a perception that there are too many customers inside, or many people are not wearing masks they may turn away and post about it on social media).

Willing to Pay More for Businesses Implementing Increased Safety Precautions?



Respondents who selected “Other” provided additional comments which included:

- Willingness to pay more if tied directly to the increased cost of safety precautions.
- Willingness to pay more to help businesses maintain viability.
- Concerns about the economic impact of the pandemic and shutdown on businesses but also on customers ability to pay.

We are in this together!

From these results (as well as social media and just talking with your neighbors) you can see that there is a range of feelings on how and when to reopen businesses. There is a clear majority that wants to move forward with cautious optimism while implementing a variety of safety protocols. Still there is a minority that is itching to move forward even without additional safety protocols as well as a minority that won't feel comfortable until national or global infection rates drop significantly or we have a suitable treatment or vaccine. Regardless of where an individual falls on this spectrum everyone is expressing a shared goal of getting on the path to recovery and ultimately putting this pandemic behind us. For those that may feel uncomfortable with the idea of wearing a mask or participating in some of the other safety precautions that the majority is asking for, consider that the best way to ensure that businesses and activities can reopen successfully and remain open is to increase consumer confidence. If the majority of consumers see that most of their neighbors are also participating in safety precautions they will be more willing to enter businesses and resume activities which will help keep businesses viable as we move toward economic recovery.