



March 2006

Hunger Mountain Coop Survey on Potential Physical Improvements to the Building

The Coop Council is beginning to examine numerous physical challenges to the Coop building that limit the ability of the Coop to meet its mission. In addressing these challenges, the Council is working closely with Coop member/owners, shoppers, and staff to develop a set of recommendations that respond to their priorities. This survey is a critical part of our efforts to assess what you – our customers -- value most and to help us determine what, if any, changes should be made. We appreciate your time in completing the short survey below.

Questions

1) Mission: Using a scale of 1-5, how well do you think the Coop is meeting its mission of offering healthy and locally produced food, promoting ecologically sound goods and services, and providing community education? *(Please circle one number below with 1 being the lowest level of meeting the mission and 5 is the highest.)*

(low) (high)

1 2 3 4 5

2) Customer service: Shoppers have suggested a wide range of customer service issues that management should address. Using a scale of 1-5, how would rate your level of concern related to the following customer service issues? *(1 is the lowest level of concern and 5 is the highest -- please write your numbers in the right-hand column)*

Customer service issue	Rating (1-5, with 1 being lowest and 5 being highest)
a) Long waiting lines at the checkout lanes	
b) Finding items out-of-stock	
c) Small, poorly located, customer service counter	
d) Limited public rest room facilities	
e) Not enough seating in the café	
f) Confusing store layout	
g) Insufficient parking	
h) Poor customer flow in deli and café area	
i) Inadequate meeting space for workshops and community events	
j) Crowded shopping aisles	

3) Backroom: How would rate your level of awareness about some of the physical limitations the Coop faces in the non-retail (backroom and office) areas of the store? Please check one of the choices below.

Very aware Somewhat aware Not aware at all

Because we are still early in the process, we don't have any specific costs or financial information. However, we would appreciate your answers to the following questions based on your experiences.

4) Environmental goals: How would you rate the importance of incorporating "green building" design into any proposed improvements? (This includes energy use, sustainable materials, indoor environment, etc.) Please check one choice below.

Important Neutral Not important

5) Facility improvements: The Coop Council is in the process of considering a number of possible facility improvements. Using a scale of 1-5, to what degree would you support the following physical improvements to the Coop? (1 is the lowest level of support and 5 is the highest - please write numbers in the right-hand column below.)

Proposed Facility Improvements	Rating (1-5, with 1 being lowest and 5 being highest)
a) More check-out lanes	
b) Expand seating in the café	
c) Improve backroom work areas, including more storage space for refrigerated and dry goods, better equipped kitchen, and redesigned loading areas	
d) Add new community room for workshops and public meeting space	
e) Additional work areas and office space	
f) Increase retail space	
g) Add additional public restroom facilities	
h) Expand the customer service area	
i) Build a new parking structure	

6) Member or not: Are you currently a member of the Coop?

Yes No

7) Comments: Do you have anything else you would like the Council to consider when it evaluates the options? If so, please ask for or pick up the comment page of this survey.

Please return by March 24 to a survey box at The Co-op, e-mail info to sarahh@hungermountain.com, or mail to Hunger Mountain Coop, ATT: Sarah Hildebrand, 623 Stone Cutters Way, Montpelier, VT 05602.