



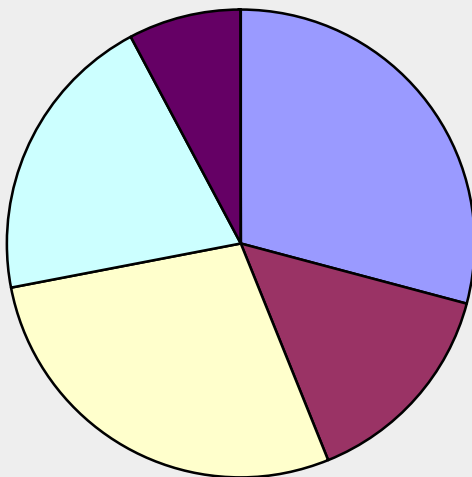
March 2010  
Effects of the Economy  
Survey Results

## ACRA - 03/10 Economic Survey

What is your assessment of the current business climate in your region for your cultural resources business? Taking into account normal seasonal fluctuations, would you say that...

Answer Options	Response Percent	Response Count
Business has decreased significantly over the past 6 months (go to question 2)	29.2%	26
Business has decreased slightly over the past 6 months (go to question 2)	14.6%	13
Business has remained the same over the past 6 months (skip to question 4)	28.1%	25
Business has increased slightly over the past 6 months (skip to question 3)	20.2%	18
Business has increased significantly over the past 6 months (skip to question 3)	7.9%	7
Don't know. (skip to question 4)	0.0%	0
<b>answered question</b>		<b>89</b>
<b>skipped question</b>		<b>0</b>

What is your assessment of the current business climate in your region for your cultural resources business? Taking into account normal seasonal fluctuations, would you say that...



- Business has decreased significantly over the past 6 months (go to question 2)
- Business has decreased slightly over the past 6 months (go to question 2)
- Business has remained the same over the past 6 months (skip to question 4)
- Business has increased slightly over the past 6 months (skip to question 3)
- Business has increased significantly over the past 6 months (skip to question 3)
- Don't know. (skip to question 4)

## ACRA - 03/10 Economic Survey

By what percent has business decreased in your region over the past 6 months? (Skip to question 4)

Answer Options	Response Count
	42
<i>answered question</i>	<b>42</b>
<i>skipped question</i>	<b>47</b>

Number	Response Text
1	50%
2	35%
3	20
4	50
5	40%
6	30
7	60-70 percent
8	30-40%
9	50
10	0%
11	60%
12	30%
13	50
14	25
15	33
16	30%
17	20%
18	80 percent
19	25
20	50%
21	30%
22	Increase
23	15%
24	10
25	Over the past 12 to 18 months almost 80%
26	20%
27	30
28	75
29	50
30	30%
31	33%
32	25-35%
33	60
34	50%
35	20
36	Unemployed since May 2009
37	?

**38** 20%  
**39** 30  
**40** 15%  
**41** 60%  
**42** 10

## ACRA - 03/10 Economic Survey

By what percent has your business increased in your region over the past 6 months?

Answer Options	Response Count
	27
<i>answered question</i>	<b>27</b>
<i>skipped question</i>	<b>62</b>

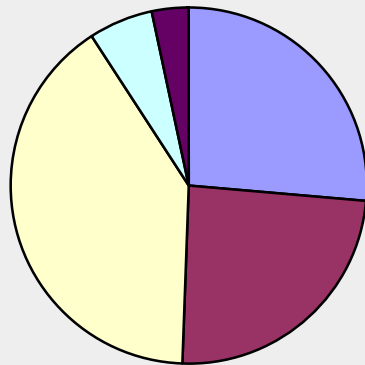
Number	Response Text
1	10
2	10%
3	50%
4	10
5	10
6	0%
7	20
8	25%
9	30-40%
10	none
11	About 50%
12	30
13	0
14	15%
15	15%
16	15
17	15%
18	10
19	10%
20	20%
21	100%
22	15%
23	25%
24	0-15%
25	10%
26	25%
27	25

## ACRA - 03/10 Economic Survey

**Has the American Recovery and Reinvestment Act (or have other economic factors) helped your business since last September? Which of the following statements best describes your read of the situation? (Choose one)**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes, we have benefited directly from federal agency contracting for projects under ARRA (or from other economic factors)	26.4%	23
Yes we have benefited indirectly from federal involvement in projects under ARRA (or from other economic factors)	24.1%	21
No, we have not benefited from ARRA or other economic factors	40.2%	35
No, the legislation has hurt rather than helped our business	5.7%	5
We do not know if ARRA has had an effect on our business.	3.4%	3
<b><i>answered question</i></b>		<b>87</b>
<b><i>skipped question</i></b>		<b>2</b>

**Has the American Recovery and Reinvestment Act (or have other economic factors) helped your business since last September? Which of the following statements best describes your read of the situation? (Choose one)**



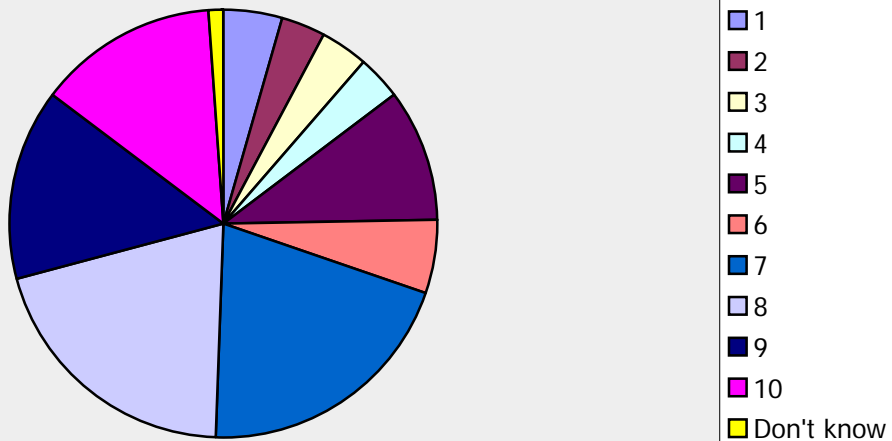
- Yes, we have benefited directly from federal agency contracting for projects under ARRA (or from other economic factors)
- Yes we have benefited indirectly from federal involvement in projects under ARRA (or from other economic factors)
- No, we have not benefited from ARRA or other economic factors
- No, the legislation has hurt rather than helped our business
- We do not know if ARRA has had an effect on our business.

## ACRA - 03/10 Economic Survey

On a scale of 1 to 10, how concerned are you about the effect of the current economic situation on your business, where 1 is not at all concerned and 10 is extremely concerned?

Answer Options	Response Percent	Response Count
1	4.5%	4
2	3.4%	3
3	3.4%	3
4	3.4%	3
5	10.1%	9
6	5.6%	5
7	20.2%	18
8	20.2%	18
9	14.6%	13
10	13.5%	12
Don't know	1.1%	1
<i>answered question</i>		<b>89</b>
<i>skipped question</i>		<b>0</b>

On a scale of 1 to 10, how concerned are you about the effect of the current economic situation on your business, where 1 is not at all concerned and 10 is extremely concerned?

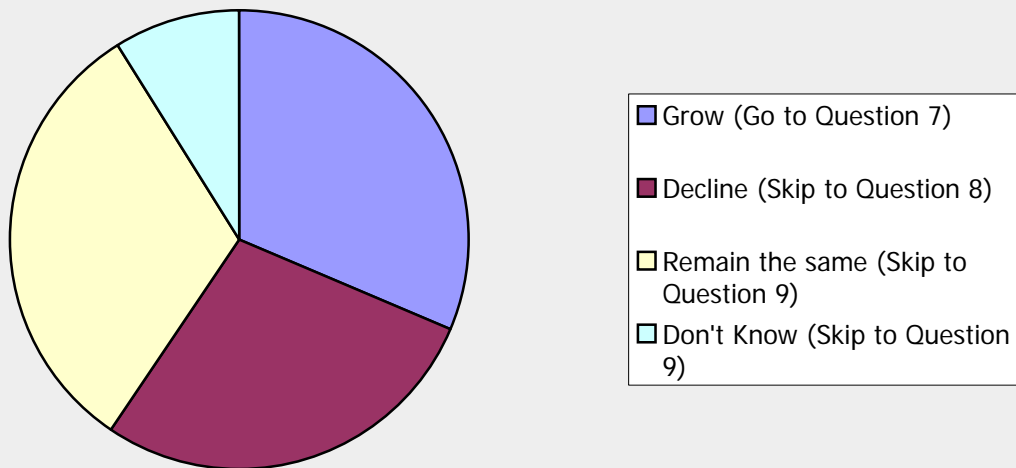


## ACRA - 03/10 Economic Survey

**Do you think your business sales will decline, grow, or remain the same in 2010?**

Answer Options	Response Percent	Response Count
Grow (Go to Question 7)	31.5%	28
Decline (Skip to Question 8)	28.1%	25
Remain the same (Skip to Question 9)	31.5%	28
Don't Know (Skip to Question 9)	9.0%	8
<b><i>answered question</i></b>		<b>89</b>
<b><i>skipped question</i></b>		<b>0</b>

**Do you think your business sales will decline, grow, or remain the same in 2010?**



## ACRA - 03/10 Economic Survey

By what percentage do you think your business will grow? Must be numeric, <=100 (Skip to Question 9)

Answer Options	Response Count
	31
<i>answered question</i>	<b>31</b>
<i>skipped question</i>	<b>58</b>

Number	Response Text
1	10
2	15
3	10%
4	30%
5	50
6	30
7	0
8	50
9	0
10	25%
11	0%
12	20
13	25%
14	30
15	25
16	This question is innacurate. This is 2010. Come on guys, who is responsible for reviewing these surveys
17	50
18	0
19	25
20	10
21	20%
22	100
23	5%
24	15
25	10
26	25
27	30%
28	10%
29	10%
30	20 percent
31	25

## ACRA - 03/10 Economic Survey

By what percentage do you think your business will decline?

Must be numeric, <= 100

Answer Options	Response Count
	32
<i>answered question</i>	<b>32</b>
<i>skipped question</i>	<b>57</b>

Number	Response Text
1	20%
2	33
3	20
4	50
5	0
6	0
7	20
8	0
9	20
10	25
11	0%
12	50
13	50%
14	20
15	20
16	0
17	30%
18	10
19	10
20	20
21	35%
22	150
23	0
24	25
25	15
26	40%
27	20
28	50
29	50
30	40
31	10
32	10

## ACRA - 03/10 Economic Survey

What do you believe that ACRA should be doing now to help cultural resources businesses in the United States? Please share your ideas with us.

Answer Options	Response Count
	41
<i>answered question</i>	<b>41</b>
<i>skipped question</i>	<b>48</b>

Number	Response Text
1	Attempt to educate the public that the Section 106 process is a useful and necessary component of getting these projects completed.
2	Emphasize the economic benefits of federal spending on infrastructure. The economy is slow now, and as the Feds start scaling back their budgets next year, we are on the brink of a prolonged, recession.
3	I know of nothing ACRA can do
4	Effective education of Washington politicians
5	Making congress and SHPO/THPOs aware of CRM and ACRA
6	Keep up what you're doing, keeping an eye on government
7	Continue with excellent info gathering and data sharing; encourage partnerships between member firms; keep on top of legislation that affects the industry
8	Monitor federal legislation
9	Nothing.
10	Inform business and merchants' associations, and local governments, about requirements of NEPA/CEQA
11	Upholding a standard of quality in Cultural Resource Management so professional standards are raised
12	This downturn might be a good opportunity to weed out some firms doing shoddy business. ACRA should help members position themselves as the ones who should be hired.
13	I don't think ACRA is capable of helping and I doubt if the nation's CRM businesses, on balance, are worth helping.
14	I think that ACRA's efforts to influence legislation and the implementation of laws is great, as well as the opportunities for networking, partnering and subconsulting that the organization provides.
15	Attract potential clients through web site.
16	Make sure that lawmakers realize that CRM means jobs too, and that cutting it to speed construction just puts others out of work.
17	Monitor legislation. Encourage collaboration between ACRA members. We compete often, but we need to be portrayed as a team. Shovel ready.
18	Prior to 2009 much of our business was through private sector clients in FL. In 2009, the decline in the private sector was replaced by municipal and county project spending. In 2010, due to property tax declines these gov. entities are no longer spending like they were last year. The main thing I want ACRA to do is act as a watchdog and lobbying front for possible federal and state easing of cultural resource regulations as an attempt to spur or streamline development. This is a real threat, particularly at the state level.
19	Insure that Federal Agencies are correctly applying Section 106 review to their projects. The members probably have a list of agencies in their respective states that are deficient. Have an anonymous survey to gather names and start to contact these agencies to make them aware of their responsibilities.
20	Help us understand in very specific terms how recent health insurance reforms legislation benefits small business. This would be a great benefit as it would prevent each and every small firm from having to spend the time to figure this out themselves.
21	Impress upon them the importance of stability - in pricing, staffing and perspective.
22	could add a comprehensive data base of CRM projects available by region

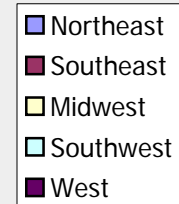
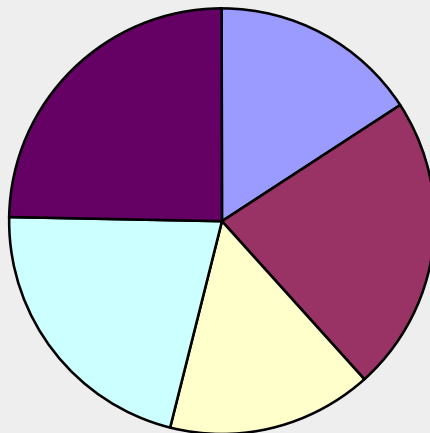
- 23** encouraging states to contract with instate firms
- 24** adopt Quality control recommendations. An ACRA member turned in a report that did not plot 6 of 7 sites on a topo map, and did not record three historic-period structures, refused to record some archaeological features in the project area within archaeological sites. This firm's low bid discourages others.
- 25** Lobby for ARRA work to include CRM as a requirement for receiving the funds.
- 26** Make sure federal and state agencies will only review work completed by CRM professionals - not just biologists completing environmental documents and checking the CRM boxes.
- 27** Make it clear that CR assessments are not an undue impediment to development projects.
- 28** Lobby Congress to pass federal transportation reauthorization bill (a successor to SAFETEA-LU).
- 29** keep an eye on the laws
- 30** Compile data on SHPO survey and reporting requirements on a State by State basis.
- 31** Sharing data on economic trends.
- 32** These kinds of studies are helpful to gauge how the market is doing region to region, and allow a company to compare how they are doing with respect to what share of the work they have.
- 33** Public relations campaign to help the public/policymakers understand that Section 106 review is not holding up recovery projects, and can itself be a jobs engine.
- 34** 1) Examine the Federal & State agencies tendencies toward issuing 3 -5 yr IDIQs that are shutting out competition 2) Work with SHPO offices to help streamline the review process--cut out all the excess reporting (ie. detailed cultural backgrounds in reports on small Phase I cultural resource surveys that have no significant findings)
- 35** Brainstorming re: marketing, assisting agencies, streamlining processes.
- 36** Support the development and implementaion of a professional certification program - take a look at the certification program for Project Managers for instance. We need strengthen our image as professionals not just specialists with graduate degrees
- 37** Working/lobbying to make sure that ALL new federal programs include Section 106. We don't need for there to be any short-cuts. Including Section 106 keeps jobs.
- 38** Promote proactive management of cultural resources (rather than reactive). This can be within the regulatory framework or in a non-regulatory context.
- 39** We need to make sure legislative mandates are not eroded, and continue to lobby for protection of resources (and funding to do so)--same focus ACRA has had for a while
- 40** Lobby Congress to stabilize cultural resources.   Return to Federal contracting to small business friendly support.
- 41** Training or supporting those who train government agencies and tribes about regulatory review processes.

## ACRA - 03/10 Economic Survey

In which broad economic region is your office located? (Choose the region that best describes your general office location - this may or may not be your firm's main branch office)

Answer Options	Response Percent	Response Count
Northeast	15.7%	14
Southeast	22.5%	20
Midwest	15.7%	14
Southwest	21.3%	19
West	24.7%	22
<i>answered question</i>		<b>89</b>
<i>skipped question</i>		<b>0</b>

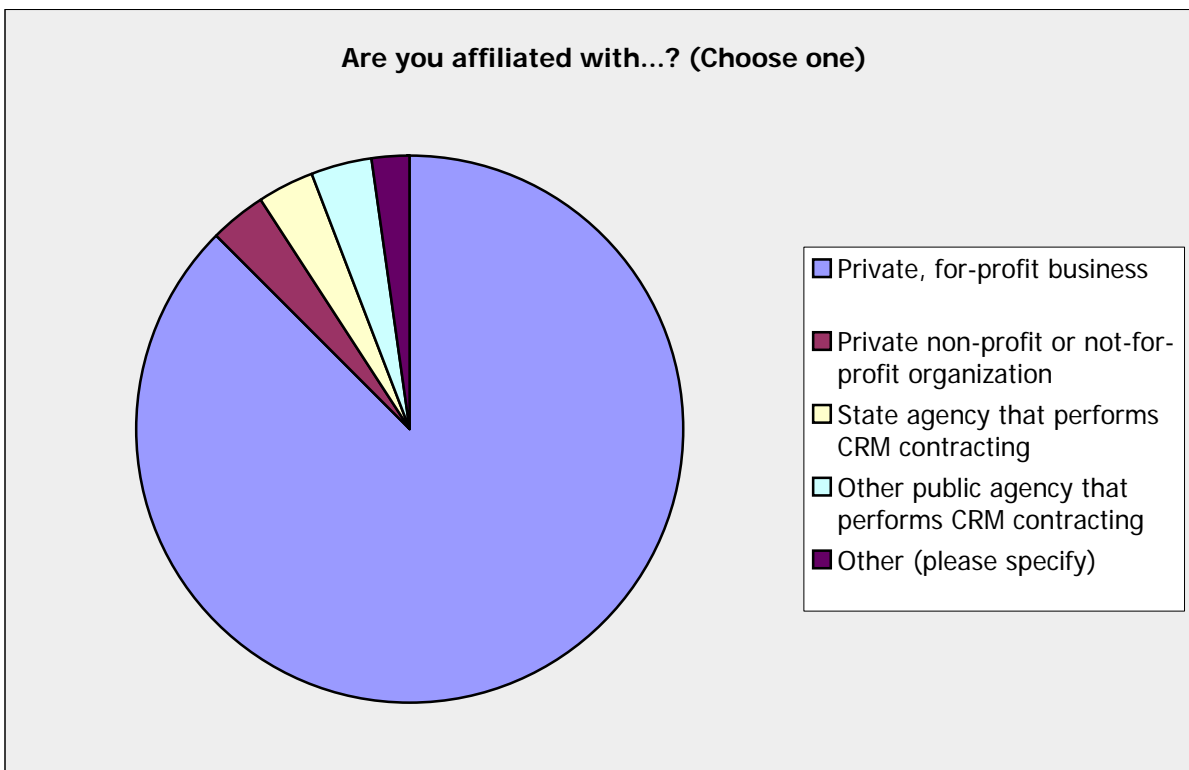
In which broad economic region is your office located? (Choose the region that best describes your general office location - this may or may not be your firm's main branch office)



## ACRA - 03/10 Economic Survey

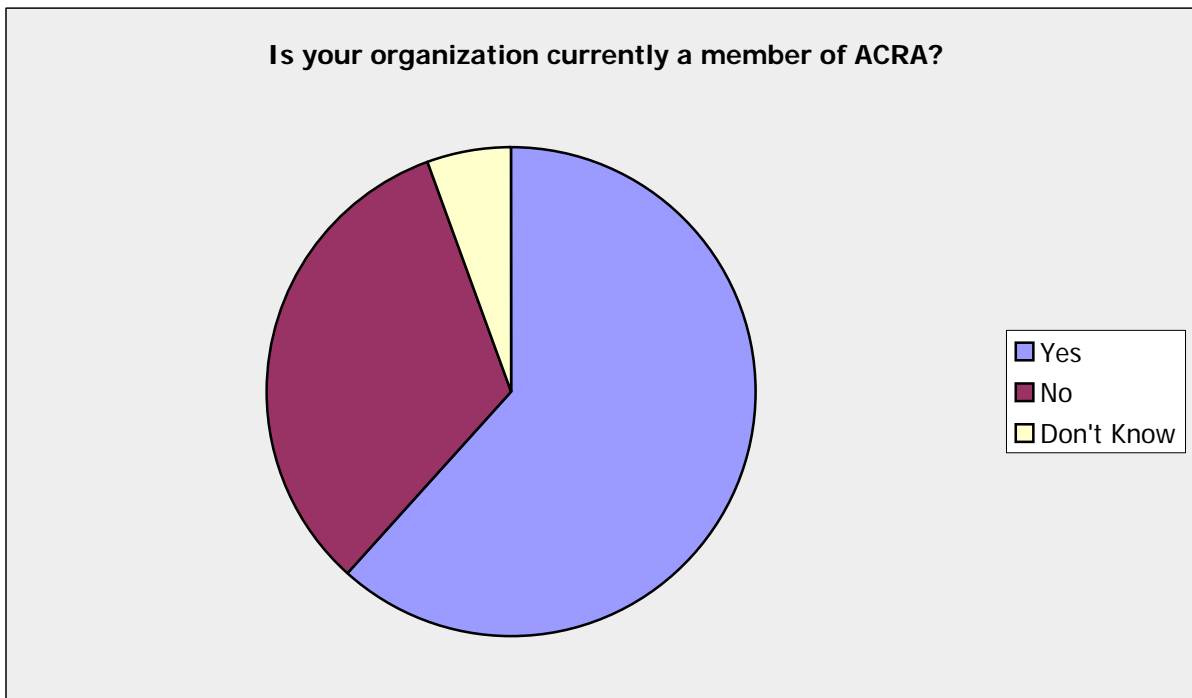
Are you affiliated with...? (Choose one)		
Answer Options	Response Percent	Response Count
Private, for-profit business	87.5%	77
Private non-profit or not-for-profit organization	3.4%	3
State agency that performs CRM contracting	3.4%	3
Other public agency that performs CRM contracting	3.4%	3
Other (please specify)	2.3%	2
<b>answered question</b>		<b>88</b>
<b>skipped question</b>		<b>1</b>

Number	Other (please specify)
1	Government agency that hires CRM firms
2	Indepent archaeologist (Currently I'm teach CC)



## ACRA - 03/10 Economic Survey

Is your organization currently a member of ACRA?		
Answer Options	Response Percent	Response Count
Yes	61.8%	55
No	32.6%	29
Don't Know	5.6%	5
<i>answered question</i>		<b>89</b>
<i>skipped question</i>		<b>0</b>

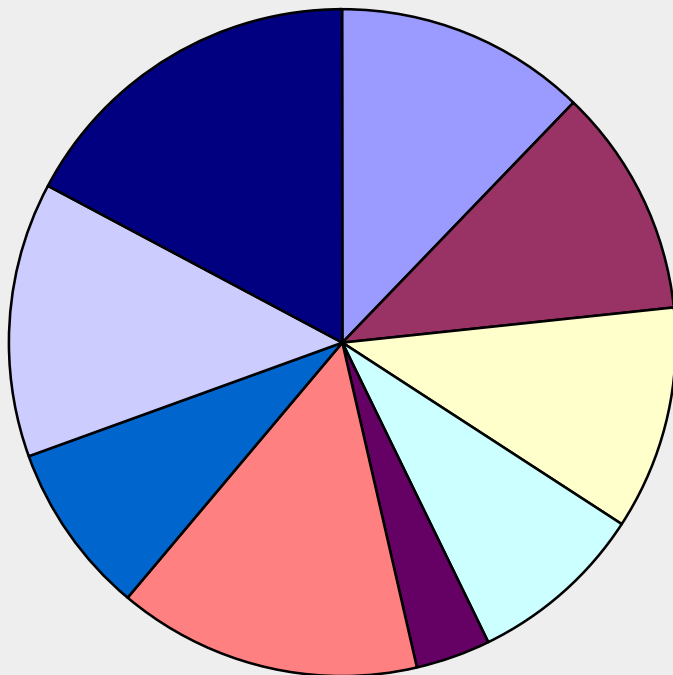


## ACRA - 03/10 Economic Survey

Which of the following categories best describes the size of your company/CRM department? This question is important because firms of different sizes sometimes have different needs and concerns. (Choose one)

Answer Options	Response Percent	Response Count
Small: Less than \$100,000 annual revenue in 2009	12.2%	10
Small: \$100,000 to \$200,000 annual revenue in 2009	11.0%	9
Small; \$200,000 to \$300,000 annual revenue in 2009	11.0%	9
Medium: \$300,000 to \$600,000 annual revenue in 2009	8.5%	7
Medium: \$600,000 to \$1 million annual revenue in 2009	3.7%	3
Medium: \$1 million to \$1.5 million annual revenue in 2009	14.6%	12
Large: \$1.5 million to \$2.5 million annual revenue in 2009	8.5%	7
Large: \$2.5 million to \$6.5 million annual revenue in 2009	13.4%	11
Large: over \$6.5 million annual revenue in 2009	17.1%	14
<i>answered question</i>		<b>82</b>
<i>skipped question</i>		<b>7</b>

Which of the following categories best describes the size of your company/CRM department? This question is important because firms of different sizes sometimes have different needs and concerns. (Choose one)



- Small: Less than \$100,000 annual revenue in 2009
- Small: \$100,000 to \$200,000 annual revenue in 2009
- Small; \$200,000 to \$300,000 annual revenue in 2009
- Medium: \$300,000 to \$600,000 annual revenue in 2009
- Medium: \$600,000 to \$1 million annual revenue in 2009
- Medium: \$1 million to \$1.5 million annual revenue in 2009
- Large: \$1.5 million to \$2.5 million annual revenue in 2009
- Large: \$2.5 million to \$6.5 million annual revenue in 2009
- Large: over \$6.5 million annual revenue in 2009