

## RECOMMENDATION FOR RATEPAYER SURVEY

<b>Purpose:</b>	Gather feedback to help develop the 2018 PBIA Advisory Board Work Plan
<b>Participants:</b>	PBIA Ratepayers only
<b>Timing (<i>Estimate</i>):</b>	August 30-September 18 (about 2.5 weeks)  Goal to share survey results at the Annual Ratepayer Meeting, tentatively scheduled for September 27
<b>Length:</b>	15-20 multiple choice and open-ended questions (similar format to 2016 survey)
<b>Vehicle:</b>	Survey Monkey
<b>Noticing:</b>	<ul style="list-style-type: none"><li>• Email ratepayers</li><li>• Ask Ambassadors to distribute postcards to PBIA businesses</li><li>• After initial launch, send out a couple reminders</li></ul>
<b>Staff Contact:</b>	Mark Rentfrow, Downtown Liaison

### Questions for PBIA Board:

1. What type of information do you want from the ratepayers?
  - What specific issues do you want to receive input about?
  - Are there any questions from the 2016 survey that should/should not be asked again?
  - Do you want the Leadership Team to review the questions before they go out or do you authorize staff to move forward with the input received tonight?
2. Are there any key messages you'd like to include in the introduction to the survey?
3. Are there any changes to the details listed above?