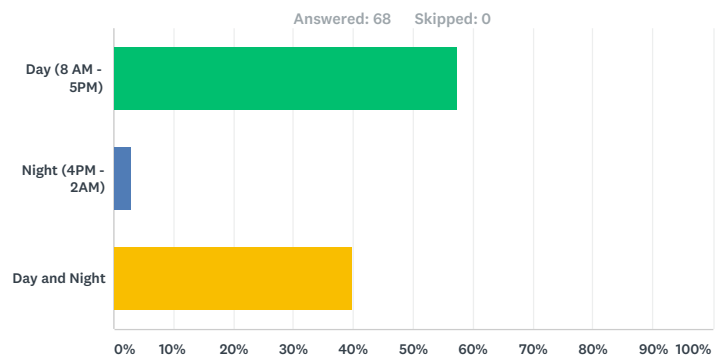


**Q1 Contact Information: Please leave your name and email so your board representatives can follow up on any questions or concerns you may express in the survey**

Answered: 63   Skipped: 5	
Answer Choices	Responses
Name	98.41% 62
Name of Business	100.00% 63
email address	98.41% 62

Q2 What time of day is your business open

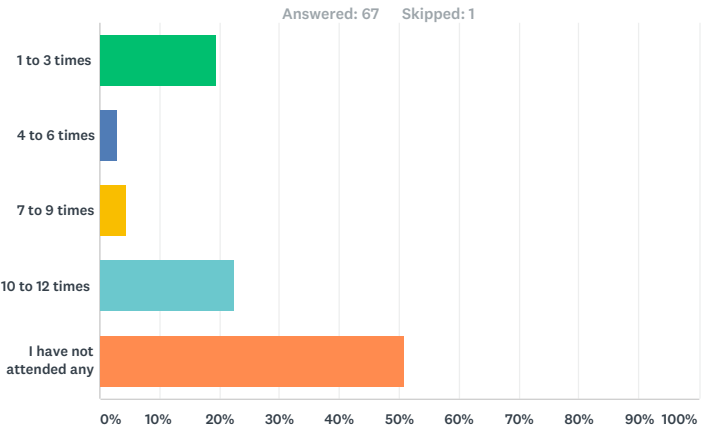


Answer Choices	Responses	
Day (8 AM - 5PM)	57.35%	39
Night (4PM - 2AM)	2.94%	2
Day and Night	39.71%	27
TOTAL		68

**Q3 What days of the week is your business open**

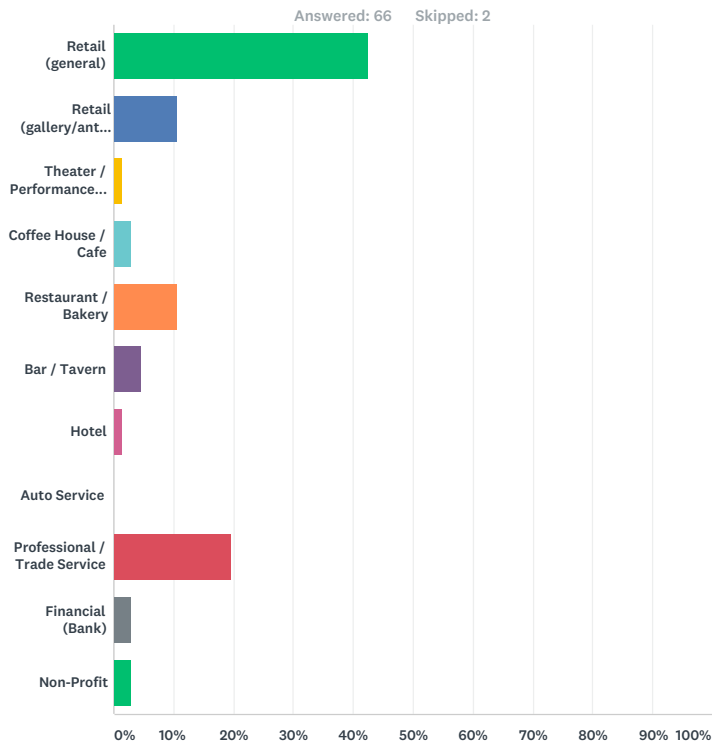
Answered: 68   Skipped: 0

Q4 How many times have you attended and/or participated in a PBIA board meeting?



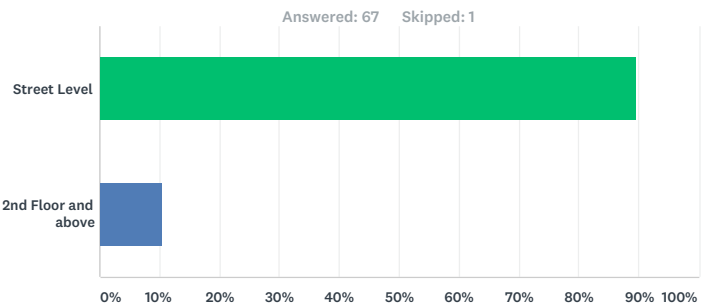
Answer Choices	Responses	
1 to 3 times	19.40%	13
4 to 6 times	2.99%	2
7 to 9 times	4.48%	3
10 to 12 times	22.39%	15
I have not attended any	50.75%	34
TOTAL		67

## Q5 Please describe the type of business you operate (check all that apply)



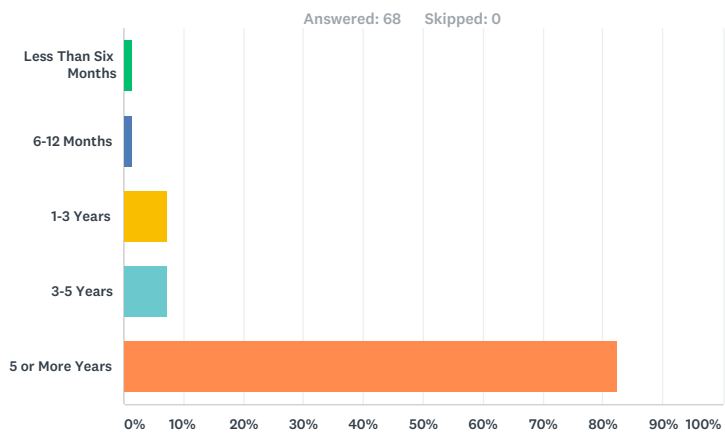
Answer Choices	Responses	
Retail (general)	42.42%	28
Retail (gallery/antiques)	10.61%	7
Theater / Performance space	1.52%	1
Coffee House / Cafe	3.03%	2
Restaurant / Bakery	10.61%	7
Bar / Tavern	4.55%	3
Hotel	1.52%	1
Auto Service	0.00%	0
Professional / Trade Service	19.70%	13
Financial (Bank)	3.03%	2
Non-Profit	3.03%	2
<b>TOTAL</b>		<b>66</b>

Q6 Where in the building is your business located



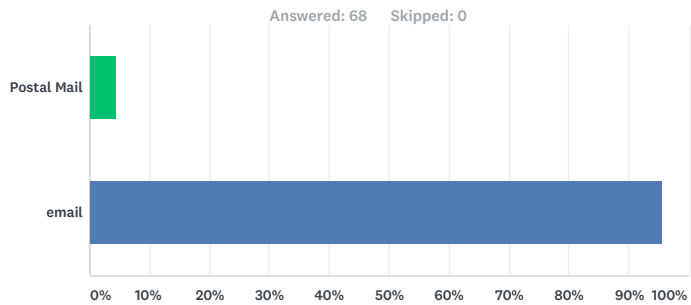
Answer Choices	Responses	
Street Level	89.55%	60
2nd Floor and above	10.45%	7
TOTAL		67

Q7 How long has your business been open?



Answer Choices	Responses	
Less Than Six Months	1.47%	1
6-12 Months	1.47%	1
1-3 Years	7.35%	5
3-5 Years	7.35%	5
5 or More Years	82.35%	56
TOTAL		68

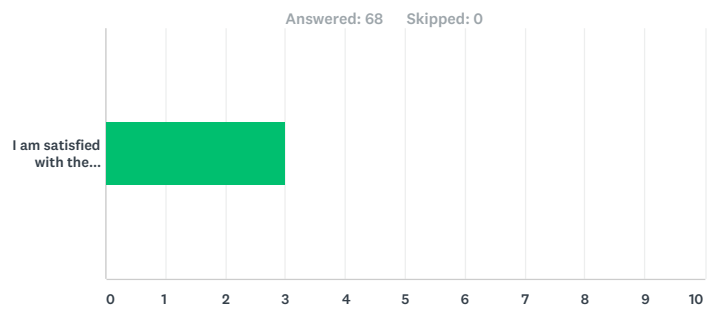
Q8 How would you prefer to receive communications from the PBIA



Answer Choices	Responses
Postal Mail	4.41%3
email	95.59%65
TOTAL	68

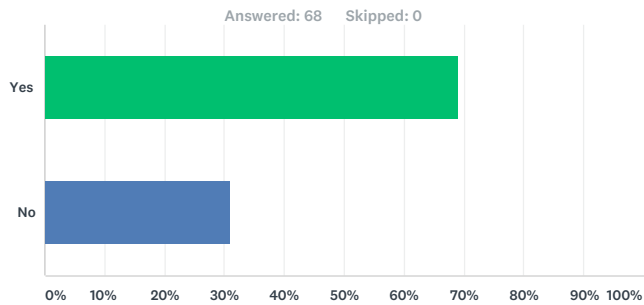


Q9 Cleanliness:



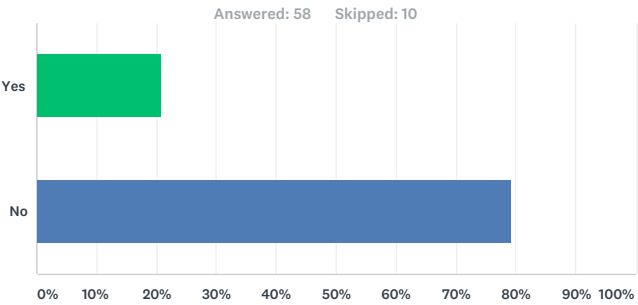
	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree	Total	Weighted Average
I am satisfied with the cleanliness of Downtown Olympia	7.35% 5	41.18% 28	7.35% 5	32.35% 22	11.76% 8	68	3.00

**Q10 Did you receive brooms/dustpans from the partnership with PBIA / the City's Storm Water Dept / The Ambassador Program?**



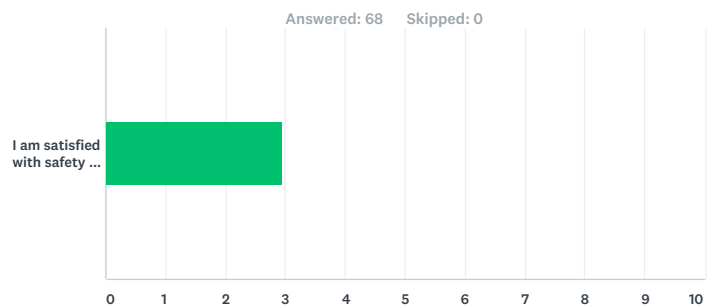
Answer Choices	Responses	
Yes	69.12%	47
No	30.88%	21
TOTAL		68

Q11 Did the new brooms /dustpans impact how often you sweep?



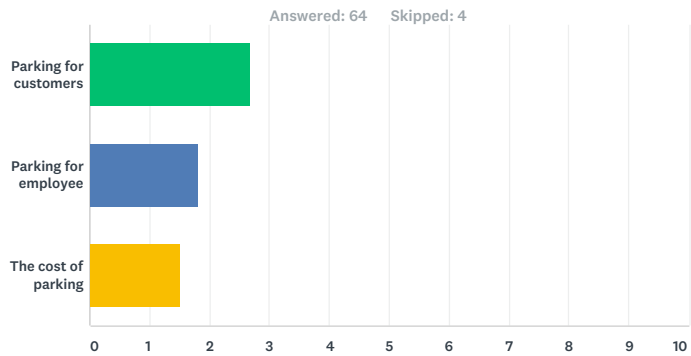
Answer Choices	Responses	
Yes	20.69%	12
No	79.31%	46
TOTAL		58

Q12 Safety



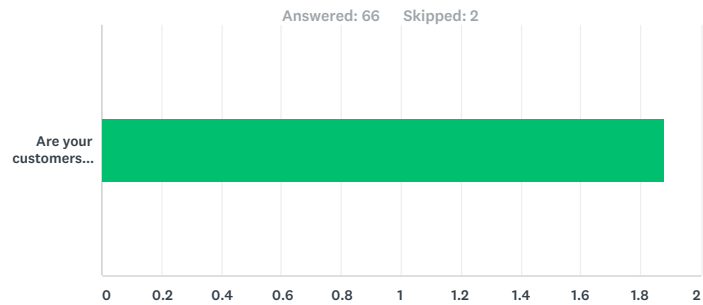
	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree	Total	Weighted Average
I am satisfied with safety in Downtown Olympia	5.88% 4	39.71% 27	8.82% 6	33.82% 23	11.76% 8	68	2.94

Q13 Please rank your concerns regarding parking in order of importance



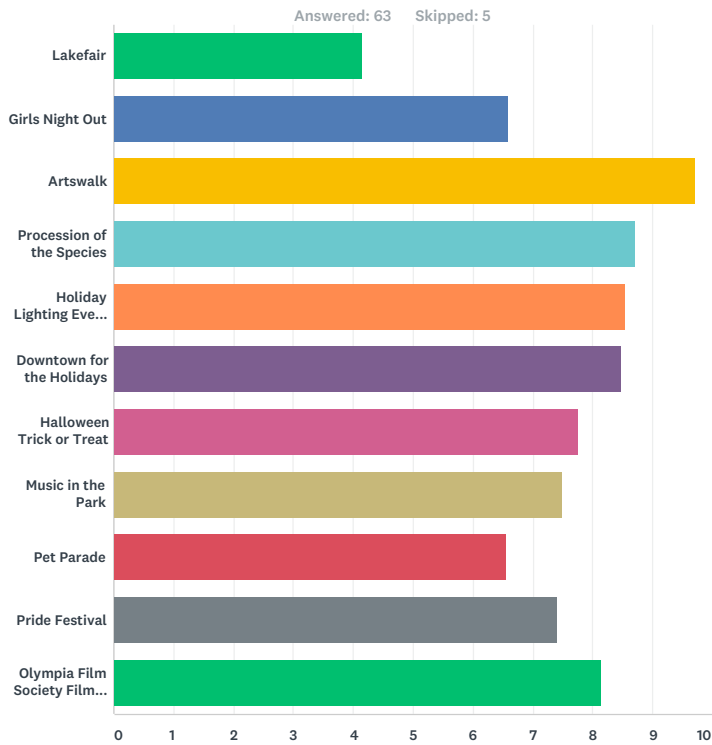
	1	2	3	Total	Score
Parking for customers	76.19% 48	15.87% 10	7.94% 5	63	2.68
Parking for employee	12.70% 8	55.56% 35	31.75% 20	63	1.81
The cost of parking	9.84% 6	31.15% 19	59.02% 36	61	1.51

**Q14 Please describe your customers' experience regarding general parking availability.**



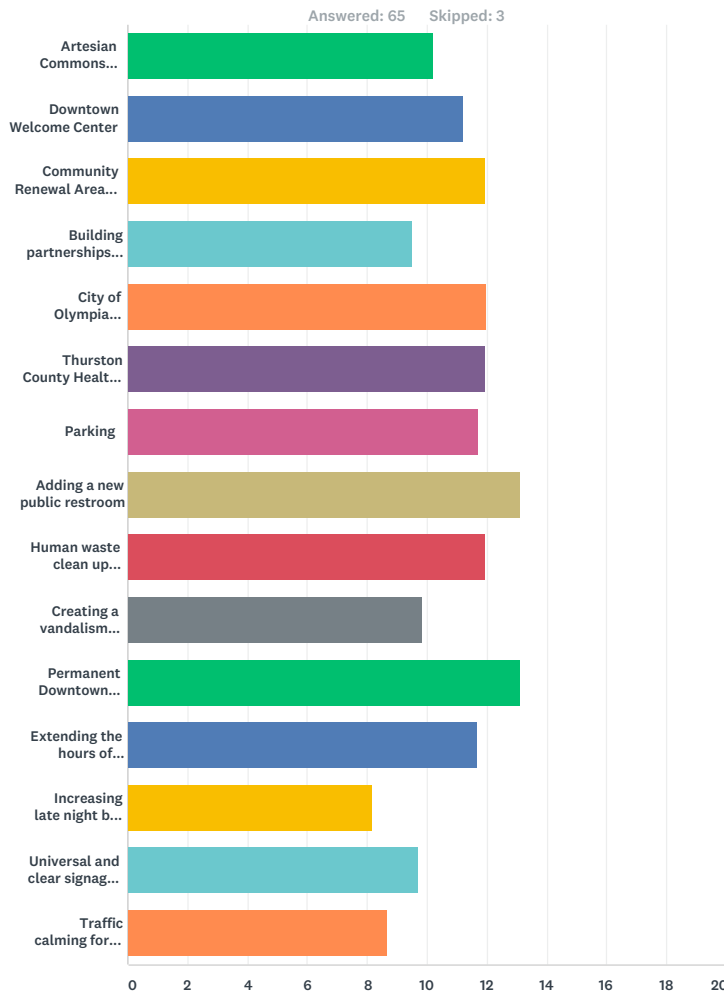
	Within 1 block of your desination	Within 2 blocks of your desination	Within 3 blocks of your desination	Within 4 blocks of your desination	Within 5 blocks of your desination	Total	Weighted Average
Are your customers generally able to find parking availability	40.91% 27	34.85% 23	19.70% 13	4.55% 3	0.00% 0	66	1.88

## Q15 Please select the top 4 events you'd like the PBI A to focus time and money on promoting



	1	2	3	4	5	6	7	8	9	10	11	Total	Score
Lakefair	19.05% 4	4.76% 1	0.00% 0	4.76% 1	0.00% 0	4.76% 1	0.00% 0	4.76% 1	0.00% 0	9.52% 2	52.38% 11	21	4.14
Girls Night Out	20.69% 6	3.45% 1	6.90% 2	27.59% 8	3.45% 1	0.00% 0	3.45% 1	3.45% 1	0.00% 0	27.59% 8	3.45% 1	29	6.59
Artswalk	56.82% 25	18.18% 8	4.55% 2	9.09% 4	2.27% 1	2.27% 1	0.00% 0	0.00% 0	6.82% 3	0.00% 0	0.00% 0	44	9.70
Procession of the Species	16.67% 5	23.33% 7	26.67% 8	10.00% 3	10.00% 3	3.33% 1	6.67% 2	0.00% 0	3.33% 1	0.00% 0	0.00% 0	30	8.70
Holiday Lighting Event (Twinklefest)	10.53% 4	28.95% 11	18.42% 7	18.42% 7	10.53% 4	2.63% 1	5.26% 2	2.63% 1	2.63% 1	0.00% 0	0.00% 0	38	8.53
Downtown for the Holidays	16.28% 7	27.91% 12	23.26% 10	11.63% 5	0.00% 0	6.98% 3	0.00% 0	9.30% 4	0.00% 0	2.33% 1	2.33% 1	43	8.47
Halloween Trick or Treat	8.00% 2	16.00% 4	16.00% 4	28.00% 7	8.00% 2	4.00% 1	12.00% 3	0.00% 0	4.00% 1	4.00% 1	0.00% 0	25	7.76
Music in the Park	8.00% 2	12.00% 3	24.00% 6	20.00% 5	4.00% 1	0.00% 0	8.00% 2	24.00% 6	0.00% 0	0.00% 0	0.00% 0	25	7.48
Pet Parade	0.00% 0	10.00% 2	30.00% 6	20.00% 4	0.00% 0	5.00% 1	5.00% 1	0.00% 0	15.00% 3	10.00% 2	5.00% 1	20	6.55
Pride Festival	11.11% 3	11.11% 3	25.93% 7	14.81% 4	3.70% 1	11.11% 3	3.70% 1	0.00% 0	11.11% 3	3.70% 1	3.70% 1	27	7.41
Olympia Film Society Film Festival	6.67% 2	26.67% 8	16.67% 5	23.33% 7	10.00% 3	3.33% 1	6.67% 2	0.00% 0	3.33% 1	0.00% 0	3.33% 1	30	8.13

## Q16 Please select the top 5 areas you would like to see PBI A advocate for Downtown Business

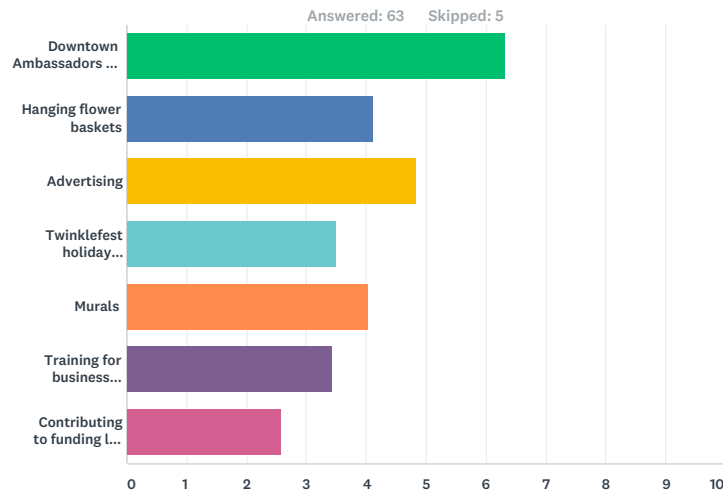


	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total	Score
Artesian Commons Leadership Committee	14.29% 2	14.29% 2	7.14% 1	14.29% 2	0.00% 0	7.14% 1	14.29% 2	7.14% 1	0.00% 0	0.00% 0	14.29% 2	0.00% 0	0.00% 0	7.14% 1	0.00% 0	14	10.21
Downtown Welcome Center	5.56% 1	16.67% 3	27.78% 5	5.56% 1	22.22% 4	0.00% 0	5.56% 1	0.00% 0	5.56% 1	0.00% 0	0.00% 0	11.11% 2	0.00% 0	0.00% 0	0.00% 0	18	11.22
Community Renewal Area Plan (focuses on addressing blighted properties in downtown)	9.68% 3	12.90% 4	16.13% 5	22.58% 7	25.81% 8	6.45% 2	0.00% 0	3.23% 1	0.00% 0	0.00% 0	0.00% 0	3.23% 1	0.00% 0	0.00% 0	0.00% 0	31	11.94
Building partnerships with the Visitor Convention Bureau, Olympia Downtown Association and Thurston County Chamber	11.11% 2	0.00% 0	22.22% 4	11.11% 2	16.67% 3	0.00% 0	11.11% 2	0.00% 0	5.56% 1	0.00% 0	0.00% 0	0.00% 0	5.56% 1	5.56% 1	11.11% 2	18	9.50
City of Olympia Downtown Strategy (prioritizing the next 5 years of City actions in Downtown)	18.92% 7	18.92% 7	13.51% 5	18.92% 7	13.51% 5	2.70% 1	2.70% 1	0.00% 0	0.00% 0	2.70% 1	0.00% 0	2.70% 1	5.41% 2	0.00% 0	0.00% 0	37	11.95
Thurston County Health Department Drug and Alcohol Action Team	13.04% 3	8.70% 2	30.43% 7	17.39% 4	17.39% 4	0.00% 0	4.35% 1	0.00% 0	0.00% 0	4.35% 1	0.00% 0	0.00% 0	4.35% 1	0.00% 0	0.00% 0	23	11.91
Parking	27.27% 9	18.18% 6	9.09% 3	18.18% 6	9.09% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.03% 1	6.06% 2	3.03% 1	3.03% 1	0.00% 0	3.03% 1	33	11.73



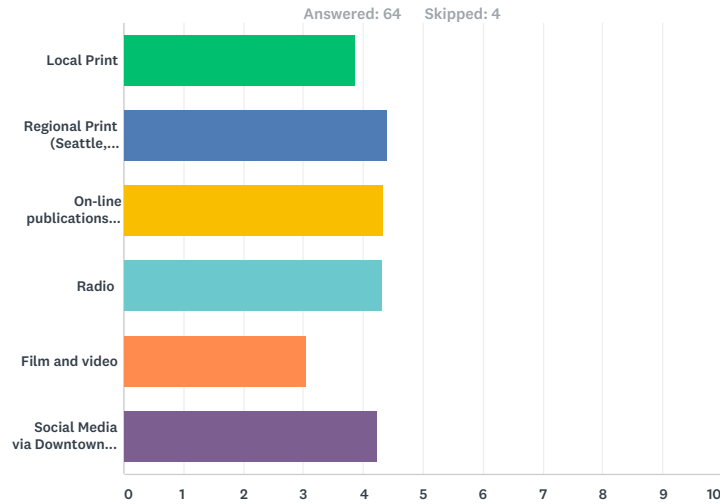
Adding a new public restroom	31.58% 12	26.32% 10	13.16% 5	10.53% 4	7.89% 3	2.63% 1	0.00% 0	2.63% 1	2.63% 1	2.63% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	38	13.08
Human waste clean up (Ambassadors / Clean Team)	6.25% 2	18.75% 6	31.25% 10	18.75% 6	9.38% 3	0.00% 0	0.00% 0	6.25% 2	3.13% 1	3.13% 1	0.00% 0	3.13% 1	0.00% 0	0.00% 0	0.00% 0	32	11.94
Creating a vandalism repair assistance fund	0.00% 0	22.73% 5	13.64% 3	9.09% 2	18.18% 4	4.55% 1	0.00% 0	0.00% 0	0.00% 0	4.55% 1	13.64% 3	4.55% 1	0.00% 0	9.09% 2	0.00% 0	22	9.82
Permanent Downtown dedicated evening/weekend walking patrol	43.18% 19	18.18% 8	13.64% 6	15.91% 7	0.00% 0	0.00% 0	2.27% 1	0.00% 0	2.27% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.55% 2	44	13.11
Extending the hours of existing Downtown restrooms	4.17% 1	25.00% 6	20.83% 5	16.67% 4	20.83% 5	0.00% 0	0.00% 0	4.17% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.17% 1	4.17% 1	0.00% 0	24	11.67
Increasing late night bus routes	7.69% 1	0.00% 0	0.00% 0	7.69% 1	23.08% 3	15.38% 2	7.69% 1	0.00% 0	0.00% 0	7.69% 1	7.69% 1	7.69% 1	0.00% 0	0.00% 0	15.38% 2	13	8.15
Universal and clear signage for Downtown City parking lots	6.25% 1	12.50% 2	12.50% 2	25.00% 4	0.00% 0	0.00% 0	0.00% 0	12.50% 2	12.50% 2	0.00% 0	0.00% 0	0.00% 0	12.50% 2	6.25% 1	0.00% 0	16	9.69
Traffic calming for Downtown Streets	0.00% 0	6.67% 1	0.00% 0	6.67% 1	40.00% 6	13.33% 2	0.00% 0	0.00% 0	6.67% 1	6.67% 1	0.00% 0	0.00% 0	0.00% 0	13.33% 2	6.67% 1	15	8.67

## Q17 Please rank where should the PBI A be spending Ratepayer funds



	1	2	3	4	5	6	7	Total	Score
Downtown Ambassadors / Clean Team / Welcome Center	66.13% 41	16.13% 10	11.29% 7	1.61% 1	1.61% 1	0.00% 0	3.23% 2	62	6.31
Hanging flower baskets	5.08% 3	27.12% 16	13.56% 8	20.34% 12	10.17% 6	10.17% 6	13.56% 8	59	4.12
Advertising	22.81% 13	15.79% 9	28.07% 16	8.77% 5	8.77% 5	12.28% 7	3.51% 2	57	4.84
Twinklefest holiday decorating event	0.00% 0	1.92% 1	21.15% 11	30.77% 16	23.08% 12	17.31% 9	5.77% 3	52	3.50
Murals	0.00% 0	24.56% 14	15.79% 9	22.81% 13	15.79% 9	17.54% 10	3.51% 2	57	4.04
Training for business owners: De-escalation, competing with e-commerce, shoplifting	3.70% 2	20.37% 11	5.56% 3	12.96% 7	16.67% 9	24.07% 13	16.67% 9	54	3.43
Contributing to funding late night bus routes	7.55% 4	1.89% 1	11.32% 6	3.77% 2	16.98% 9	11.32% 6	47.17% 25	53	2.57

# **Q18 Please select your top 3 preferences for how PBIA should be advertising Downtown Olympia**



	1	2	3	4	5	6	Total	Score
Local Print	20.93% 9	13.95% 6	30.23% 13	11.63% 5	13.95% 6	9.30% 4	43	3.88
Regional Print (Seattle, Tacoma, Peninsula)	26.53% 13	24.49% 12	26.53% 13	10.20% 5	8.16% 4	4.08% 2	49	4.39
On-line publications (Thurston Talk, etc)	25.00% 13	26.92% 14	26.92% 14	7.69% 4	3.85% 2	9.62% 5	52	4.33
Radio	25.53% 12	29.79% 14	14.89% 7	14.89% 7	10.64% 5	4.26% 2	47	4.32
Film and video	8.82% 3	17.65% 6	17.65% 6	5.88% 2	26.47% 9	23.53% 8	34	3.06
Social Media via Downtown Ambassadors	31.82% 14	20.45% 9	15.91% 7	15.91% 7	2.27% 1	13.64% 6	44	4.23

**Q19** Are there any additional questions concerns or comments  
that you'd like to raise with the PBIA Board?

Answered: 27   Skipped: 41