



PBIA Advisory Board

Discussion of Quarterly Survey

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Title

Discussion of Quarterly Survey

Recommended Action

Whether to launch the second quarterly survey of the year.

Report

Issue:

Whether to launch a survey for ratepayers.

Staff Contact:

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Presenter(s):

Max DeJarnatt

Background and Analysis:

The PBIA's recommended work plan includes this item:

“Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts.

PBIA Role: Develop short 3-question surveys that will be sent quarterly to members online; establish a “suggestion box” - both physical and online - to constantly gather member feedback.

Deliverable: Survey results and other comments received will be provided to City Council through quarterly reports given to the General Government Committee”

Staff recommends questions be germane to the role of the PBIA. These surveys are an opportunity to gather input to help steer PBIA funds and efforts. We should exercise caution with any questions about broader City efforts or complex challenges wherein there is a risk of setting false expectations with the downtown business community about the role of PBIA. Be cautious about asking leading questions, and questions about any specific place of business or operation in the downtown are not advised.

The Board drafted some possible survey questions during their January Roundtable. The purpose of tonight's discussion is to further hone these questions and decide which three to include in an online survey for ratepayers.

- Possible survey questions drafted during the December Roundtable
- How has the mitigation site effected your business?
- What do you know about the City's homeless response plan?
- Artesian Commons, six months later: What are your thoughts?
- What do you want to see PBIA do?
- How would you gauge the value of the PBIA?
- How do you handle employee parking?
- Where do you sweep your leaves?

Other notes:

- Add footer: Call Ambassadors, sent us an email, come to a PBIA meeting
- Turn IP address collector off
- Include optional demographic questions

Neighborhood/Community Interests (if known):

N/A

Options:

1. Move to direct staff to launch a short survey for ratepayers within this month.
2. Move to not launch a survey at this time.

Financial Impact:

None identified.

Attachments:

N/A