



## PBIA Advisory Board

### Discussion of Quarterly Survey

**Agenda Date:** 4/28/2021  
**Agenda Item Number:** 6.B  
**File Number:** 21-0417

---

**Type:** discussion **Version:** 1 **Status:** Filed

---

#### **Title**

Discussion of Quarterly Survey

#### **Recommended Action**

Whether to launch a survey this Spring.

#### **Report**

##### **Issue:**

Whether to launch a survey for ratepayers.

#### **Staff Contact:**

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

#### **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.

**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:**

November 2020 Survey