

## Ocean Avenue CBD Survey

Updated November 12, 2009

### General Information

1. What is your connection to the Ocean Avenue area?

<u>55%</u> Resident	<u>27%</u> Business Owner	<u>18%</u> Shopper	<u>5%</u> Employee
<u>7%</u> Student	Commercial Property Owner	<u>10%</u> Diner	Local Visitor

2. Are you familiar with the CBD concept? (There are CBD's in Noe Valley, the Castro/Upper Market area, and Union Square, for example.)

46% Yes      55% No

3. What is your overall impression of the CBD concept?

77% Postive      5% Negative      18% Don't Know

4. Do you think that a CBD for the area will increase the overall appeal of Ocean Avenue area for you, and also improve retail sales, employment climate, and environment for business activities?

74% Yes      5% No      15% Don't Know      5% No Answer

5. Do you participate in any of the OARC (Ocean Avenue Revitalization Collaborative) or similar Ocean Avenue efforts?

30% Yes      58% No      12% No Answer

### Area Perception

6. Ratings of importance for the following items:

Item	High	Medium	Low	No Answer
Sidewalk steam cleaning	51%	35%	10%	5%
Sidewalk and gutter sweeping	58%	30%	10%	2%
Promotional activities	38%	38%	15%	8%
Holiday events and other activities	35%	48%	11%	7%
Area signage and identity	27%	49%	11%	13%
Safety issues (personal, business, property)	79%	15%	4%	2%
Graffiti removal	71%	23%	2%	4%
Trees and tree maintenance	57%	27%	12%	4%
Greening (more plants and flowers)	55%	27%	11%	7%
Other: Parking				
Other: Diverse choices of businesses				
Other: Traffic Signage, right of way, other traffic issues				

Ranking of the following from 1 to 9, with 1 being most important and 9 least important:

Item	1	2	3	4	5	6	7	8	9	No Answer
Sidewalk steam cleaning	5%	7%	4%	8%	4%	4%	1%	5%	4%	60%
Sidewalk and gutter sweeping	4%	5%	8%	10%	5%	4%	7%	1%	1%	56%
Promotional activities	2%	1%	2%	4%	2%	11%	7%	5%	6%	60%
Holiday events and other activities	2%	0%	2%	2%	6%	4%	10%	8%	6%	60%
Area signage and identity	1%	1%	2%	4%	7%	4%	8%	4%	8%	61%
Safety issues (personal, business, property)	15%	6%	6%	1%	6%	2%	4%	1%	0%	58%
Graffiti removal	8%	12%	2%	7%	8%	2%	1%	5%	0%	54%
Trees and tree maintenance	4%	5%	11%	2%	7%	4%	2%	8%	1%	56%
Greening (more plants and flowers)	5%	5%	5%	5%	4%	7%	0%	4%	10%	56%
Other: Parking		1%								
Other: Diverse choices of businesses										
Other: Traffic Signage, right of way, other traffic issues			2%							

7. Would you be willing to pay for the improvements, activities, and/or services mentioned in number 6?

61% Yes                      29% No                      13% No Answer

8. Are you in favor of a CBD, based on a fair distribution of the assessments to properties in the area?

23% Definitely in favor  
29% Likely in favor  
29% Undecided  
3% Likely not in favor  
6% Definitely not in favor  
No  
13% Answer

9. Would you sign a petition to support a CBD?

61% Yes                      19% No                      23% No Answer

10. Would you volunteer to serve on a committee or board for the purpose of assisting in the formation and/or management of a CBD within the area?

35% Yes                      45% No                      23% No Answer