

## PBID Member Survey Analysis

- A 18% response rate was achieved after collecting 159 surveys (160 were collected in 2009). 777 surveys were mailed to downtown property owners and Groundwerx distributed an additional 100 surveys to ground floor businesses within the PBID. The survey was conducted from February 12 through March 26, 2010.
- Downtown cleanliness continues to get high marks. The 2010 rating of 88.6% is a slight increase from the 87.9% rating in 2009.
- 87.4% of members feel the overall appearance of downtown San Jose has improved since Groundwerx started cleaning downtown.
- Despite tough economic times, downtown property owners are still optimistic about downtown. 91% reported that the overall condition of downtown has improved from 2009.
- Two of the three PBID focus areas improved according to the 2010 survey: 91.6% of respondents approved of the Groundwerx clean team and 84.5% approved of the streetscape beautification elements. Ambassadors remained steady at an approval rating of 71%.
- Members continued their support of an environmentally friendly cleaning approach used by Groundwerx clean teams, and delivered a emphatic “no” (59.2%), when asked if leaf blowers should be used.
- PBID services commenced in January 2008.

<b>Survey Results</b>	<b>2007</b>	<b>2009</b>	<b>2010</b>
Total number of respondents*	42	160	159
Commercial prop owners	15	37	49
Business owners	7	36	31
Residents	27	97	99
Skipped question	1	6	2
*Totals include multiple ownerships			
Improved overall cleanliness (in the past year)	46.3%	87.9%	88.6%
Safety (perception)	43.3%	51.6%	59.4%
Safety (reality)	34.1%	48.1%	48.4%
Overall image	61%	68.6%	71.7%
Improved overall condition (in the past year)	78.6%	93.7%	91%
Approve of clean teams	n/a	83.4%	91.6%
Approve of ambassadors	n/a	71.7%	71%
Approve of beautification projects	n/a	80%	84.5%

<b>Would you like to see a different amount of cleaning emphasis on the following areas:</b>			
More emphasis on pressure washing	n/a	41.1%	38%
Same amount of emphasis	n/a	45.2%	47.3%
More emphasis on picking up trash	n/a	40.3%	44.2%
Same amount of emphasis	n/a	52.8%	48.3%
More emphasis on scrubbing stains	n/a	45.1%	39.3%
Same amount of emphasis	n/a	44.4%	48.7%
More emphasis on removing graffiti	n/a	54.7%	49.7%
Same amount of emphasis	n/a	36.5%	43.6%
<b>Should Groundwerx use leaf blowers?</b>			
Yes	n/a	20.3%	23.6%
No	n/a	60.1%	59.2%
No Opinion	n/a	19.6%	17.2%
<b>Would you like to see a different amount of ambassador emphasis on the following:</b>			
More emphasis on providing directions	n/a	21.7%	17.8%
Same amount of emphasis	n/a	46.2%	49.3%
More emphasis on reporting messes/graffiti	n/a	51.7%	33.3%
Same amount of emphasis	n/a	32.4%	45.6%
More emphasis on reporting misdemeanor crime	n/a	50.3%	37.2%
Same amount of emphasis	n/a	31.7%	38.5%
More emphasis on working with homeless	n/a	41.7%	43.9%
Same amount of emphasis	n/a	31.9%	31.1%
<b>Identify what emphasis should be placed on the following beautification elements:</b>			
More emphasis on sidewalk planters	n/a	53.4%	47.3%
Same amount of emphasis	n/a	32.4%	38%
More emphasis on hanging flower baskets	n/a	46.9%	39.2%
Same amount of emphasis	n/a	31.3%	35.8%
More emphasis on LED tree lighting	n/a	48.0%	48.6%
Same amount of emphasis	n/a	38.5%	37.2%
More emphasis on activating transit mall fountains	n/a	53.1%	49.3%
Same amount of emphasis	n/a	22.8%	19.6%
<b>Should the PBID assist property owners with street tree maintenance?</b>			
Yes	n/a	n/a	55.5%
No	n/a	n/a	21.3%
No Opinion	n/a	n/a	23.2%

