

May 2015

PBID Member Survey Analysis

- The PBID member survey was conducted from March 27 through April 20, 2015. Each property owner within the district boundaries receives a survey and a 13.6% response rate was achieved after collecting 153 surveys, although it was lowest number of commercial property owners responding in six years.
- Cleaning remains critical to the downtown as 88.1% of property owners indicated that cleanliness was the top downtown priority. The Groundwerx cleaning program maintained a strong approval rating of 93.4%. The clean team has been given an approval rating of over 90% the last three years. Nearly 60% (57.8%) of property owners indicated the current level of pressure washing needs to be maintained, with another 30% actually wanting to increase this service, despite drought conditions.
- Downtown security is the second highest priority as reported by 77.4% of property owners. The downtown homeless situation also continues to be a concern for PBID members with a priority rating of 74.8%.
- Downtown safety rebounded from last year’s low rating (31.6%) and is more in line with previous years as 45.2% of respondents indicated that safety has improved since the implementation of PBID services. Dissatisfaction with the downtown’s overall condition also decreased, only 9.9% of respondents reported being dissatisfied with downtown’s condition.
- Over three quarters (77.1%) of property owners approved of Groundwerx ambassador programs, the highest mark ever. Beautification/street life projects also resonated with members with a 92.1% approval rating. More than half of the responding members (54.5%) indicated they would like more decorative LED lighting.
- The Tree Maintenance received a rating of 71.6% and the Enhanced Security Program received a 75.7% rating to round out the PBID’s core services.
- The business development program was implemented in 2013 and established benchmarks in key categories. In 2015, respondents rated each of seven business development activities of about equal importance, between 65.5% for retention, growth, retail and small business recruitment and 60.5% for process advocate with City.

Survey Results	2007	2009	2010	2011	2013	2014	2015
Total number of respondents*	42	160	159	189	130	175	153
Commercial prop owners	15	37	49	40	33	35	23
Business owner	7	36	31	32	14	46	16
Residents	27	97	99	137	94	103	119
Skipped question	1	6	2	5	2	2	6
*Totals include multiple ownerships							
Improved overall cleanliness (since the implementation of Groundwerx services)	46.3%	87.9%	88.6%	82.3%	84.5%	78.3%	76.2%
Safety	34.1%	48.1%	48.4%	49.4%	43.4%	31.6%	45.2%
Overall image	61%	68.6%	71.7%	71.5%	70.1%	59.9%	69.6%
Satisfied with the overall condition of downtown	78.6%	93.7%	91%	93.7%	92.3%	87.9%	89.4%
Dissatisfied with the overall condition of downtown	21.9%	5.1%	2.6%	5.9%	7.8%	12%	9.9%

The following were selected as "most important" downtown priorities:	2007	2009	2010	2011	2013	2014	2015
Security	n/a	n/a	n/a	85.8%	92.7%	87.9%	77.4%
Homeless services	n/a	n/a	n/a	55%	69.9%	74.1%	74.8%
Maintenance of downtown parks	n/a	n/a	n/a	44.8%	53.3%	56.7%	61.5%
Cleanliness	n/a	n/a	n/a	83.3%	85.2%	88.3%	88.1%
Beautification/Street Life projects	n/a	n/a	n/a	50.3%	49.2%	55.9%	54.6%
The PBID's business development program was implemented in 2013 and members rated the following in importance:							
Decrease downtown storefront vacancies	n/a	n/a	n/a	n/a	n/a	50.5%	64.5%
Retain, grow, recruit retail and other small businesses	n/a	n/a	n/a	n/a	n/a	47.6%	65.5%
Improve perception of doing business in the city of San Jose	n/a	n/a	n/a	n/a	n/a	40.2%	64.1%
Streamline time for businesses to open	n/a	n/a	n/a	n/a	n/a	30%	64%
Help in the permitting process	n/a	n/a	n/a	n/a	n/a	27.1%	60.7%
Provide location assistance	n/a	n/a	n/a	n/a	n/a	19.6%	66.7%
Process advocate with City	n/a	n/a	n/a	n/a	n/a	19.6%	60.5%