



2017 MEMBERSHIP & PUBLIC SURVEYS:
SURVEY RESULTS. KEY THEMES & CONSIDERATIONS FOR MOVING FORWARD

PREPARED FOR:

REGINA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

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BACKGROUND

BACK IN 2015...

In 2015, the Regina Downtown Business Improvement District (RDBID), supported by Ascent Management Group (Ascent), completed the *Imagine Downtown* initiative - a very visible and inclusive public dialogue that explored the experiences and perspectives of stakeholders, in order to better understand their current views of the downtown, and their hopes for the downtown moving forward.

Learnings obtained through these consultations were used to inform the development of RDBID's 3-year strategic plan, which helps guide RDBID's programs, activities and capital investments, and supports a vision that reflects the public's perceptions, opinions, ideas and priorities pertaining to Regina's Downtown.

As part of these consultations, RDBID's Info-On-The-Go Team dedicated countless hours over the summer months engaging in conversations with a wide range of individuals regarding Regina's downtown, with RDBID's on-street and online surveys collectively gathering input and ideas from 1,662 individuals.

TODAY...

Leveraging the surveys developed and deployed during the *Imagine Downtown* initiative, Ascent worked with the RDBID to design new, refreshed surveys to gather input and feedback from:

- RDBID members (via an online membership survey, configured within *SurveyMonkey* survey tool); and
- The community-at-large (via an on-street, tablet-based public survey, configured within the *QuickTap* survey tool).

These surveys were developed in a manner that allows RDBID to objectively measure progress across several key areas, by allowing for comparison between newly-obtained survey results and previously-obtained survey results gathered through the *Imagine Downtown* initiative (where adequate volumes of baseline data exist for comparative purposes).

At the conclusion of all response-gathering efforts (conducted over the summer months by RDBID staff), Ascent analyzed the response data collected through the membership survey and the public survey and prepared *this report*, which aims to:

- objectively present the perceptions, attitudes and opinions expressed by those RDBID members and members of the general public that completed the surveys; and
- objectively measure and identify any significant changes in perception or attitudes toward Regina's Downtown and the RDBID's efforts since the *Imagine Downtown* consultations two years ago.

THE PUBLIC SURVEY

THE COLLECTION PROCESS...

From June 7th to August 31st, 2017, RDBID staff solicited survey responses at a number of public-facing events and public venues, including:

- the annual RDBID member breakfast;
- various lunch hours;
- the Regina Farmers' Market;
- Canada Day festivities;
- Cinema Under the Stars;
- Market Under the Stars;
- Regina Folk Festival; and
- Doors Open Regina 2017.

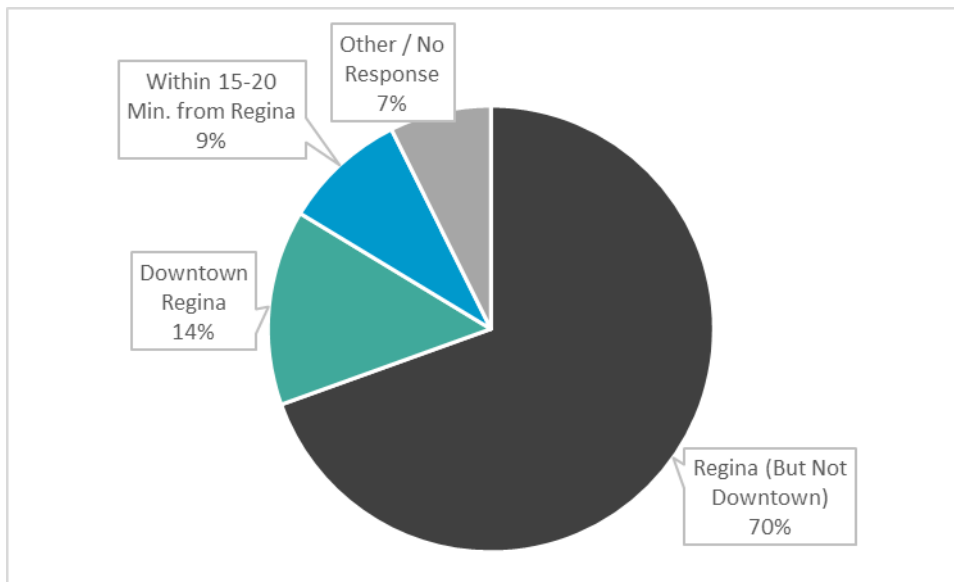
Giveaway items, such as pens, cookies, water bottles and lunch bags, as well as a chance to win a \$250 gift card to any downtown restaurant, were used to incent survey respondents.

RDBID staff collected 1,123 responses to the public survey (surpassing the initial goal of 1,000 responses), citing the appeal of the giveaway items and the response rates at larger events (versus random lunch hours) as key success factors.

WHO RESPONDED?

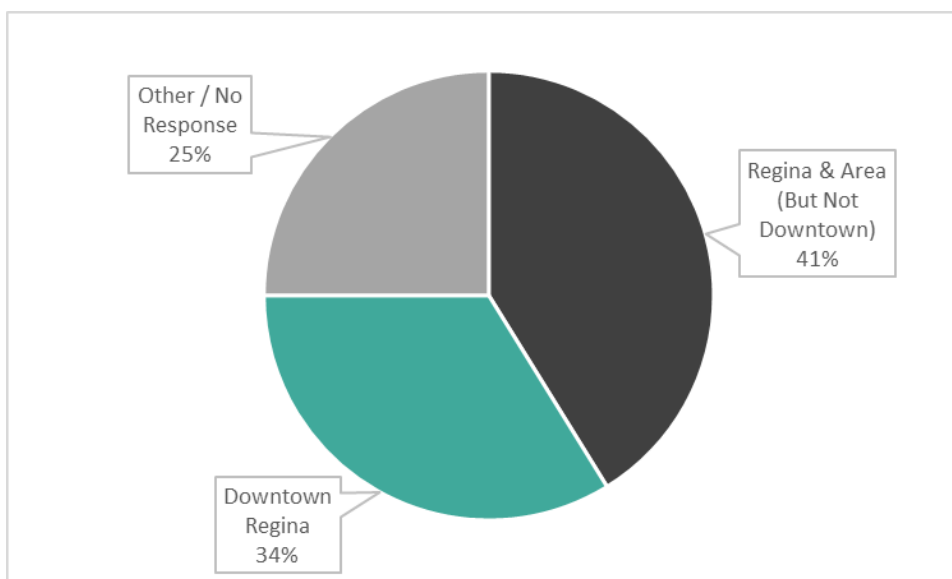
- The Info-On-The-Go Team dedicated countless hours over the summer months collecting input and feedback from **1,123 individuals**. As illustrated in the figure below, **a great majority of respondents (70%) live in Regina**, outside of the downtown area:

Q: Where do you live?



- As illustrated in the figure below, **35% of respondents work in Downtown Regina**, while an additional 41% of respondents work in Regina, but outside of the downtown area:

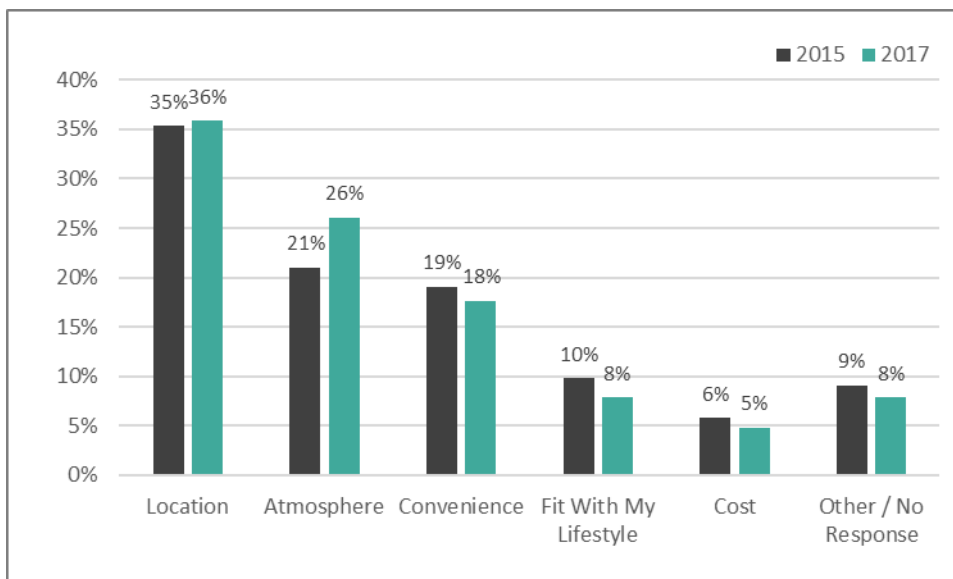
Q: Where do you work?



WORKING DOWNTOWN

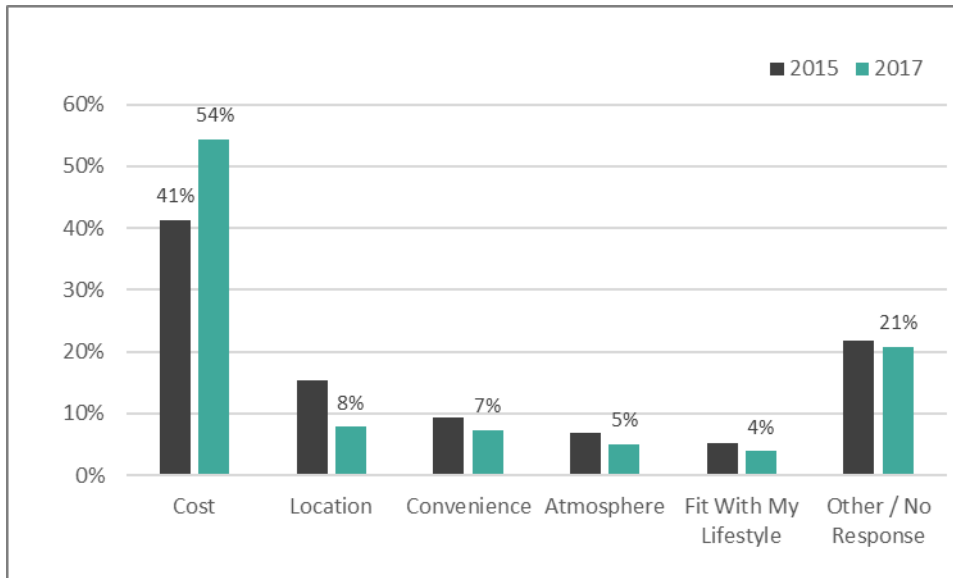
- 357 respondents, or approx. 34% of all survey respondents, reported that they work in Downtown Regina, with 333 survey respondents reporting that work brings them downtown on an 'almost daily' basis.
- Of the 357 respondents that work downtown, 36% reported location as the biggest advantage or benefit of working downtown (while 26% reported 'atmosphere' and 18% reported 'convenience').
- When compared to 2015 survey results, 2017 results suggest a small-yet-noteworthy increase in atmosphere ratings, which is in-line with responses to other survey questions that suggest an improvement in terms of atmosphere, general vibrancy, events and leisure / entertainment activities.

Q: What is the biggest advantage or benefit of working downtown?



- Of the respondents that work downtown, 54% reported location as the biggest disadvantage or challenge of working downtown, up from 41% in 2015:

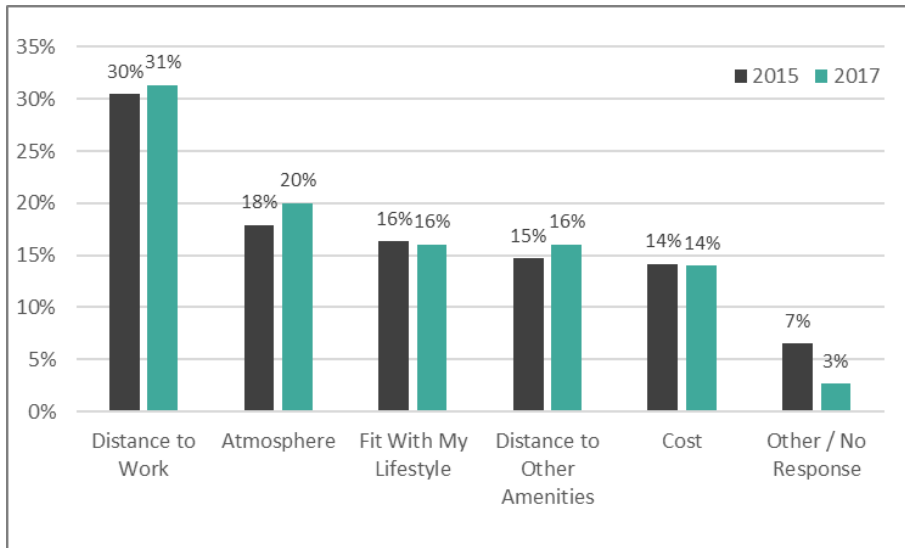
Q: What is the biggest disadvantage or challenge of working downtown?



LIVING DOWNTOWN

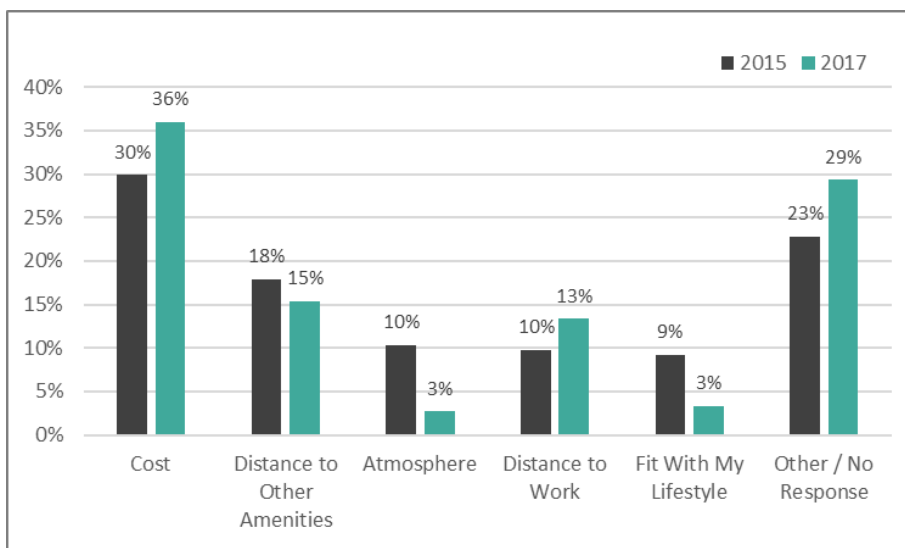
- Of the 150 survey respondents that live downtown, 31% noted the [distance to work as the biggest advantage or benefit to living downtown](#). 2017 results were [very much in-line with 2015 responses](#), as illustrated in the figure below:

Q: What is the biggest advantage or benefit of living downtown?



- Of the survey respondents that live downtown, 36% noted [cost as the biggest disadvantage or challenge to living downtown](#) (up from 30% in 2015).
- The proportions of respondents identifying [atmosphere or fit with lifestyle](#) as the biggest disadvantage or challenge to living downtown [have decreased significantly](#), which is in-line with responses to other survey questions that suggest [an improvement in atmosphere and general vibrancy](#).

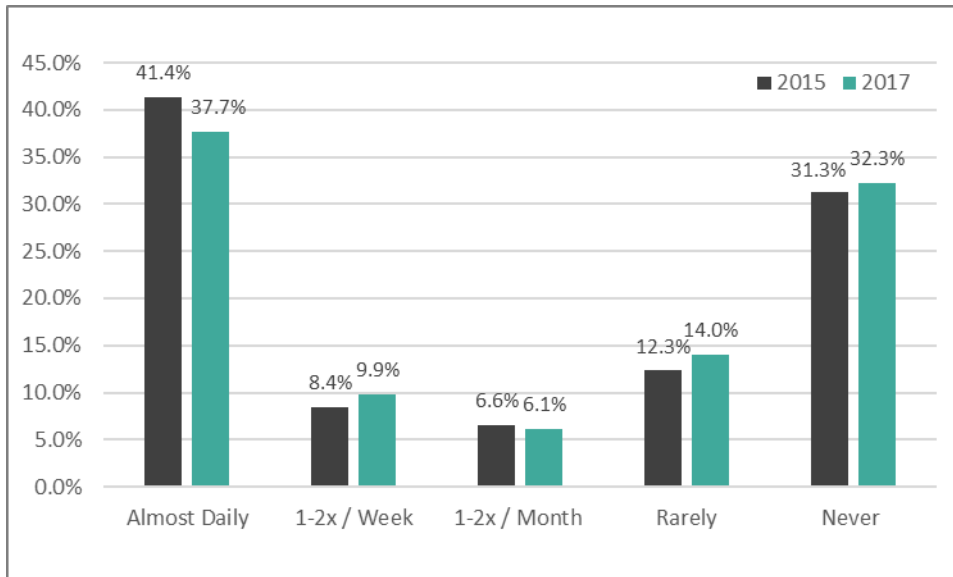
Q: What is the biggest disadvantage or challenge of living downtown?



WHAT GETS PEOPLE DOWNTOWN?

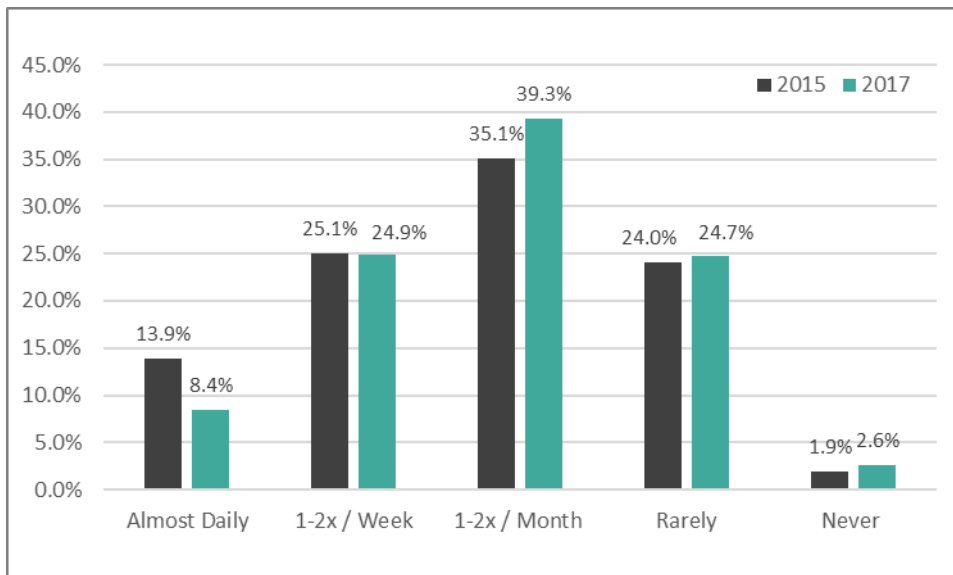
- In terms of the proportions of respondents that come to the Regina Downtown for **work**, 2017 responses are largely similar to 2015 responses, with slightly fewer respondents coming downtown for work on an 'almost daily basis', as illustrated in the figure below:

Q: How often do you come to the Regina Downtown for...Work?



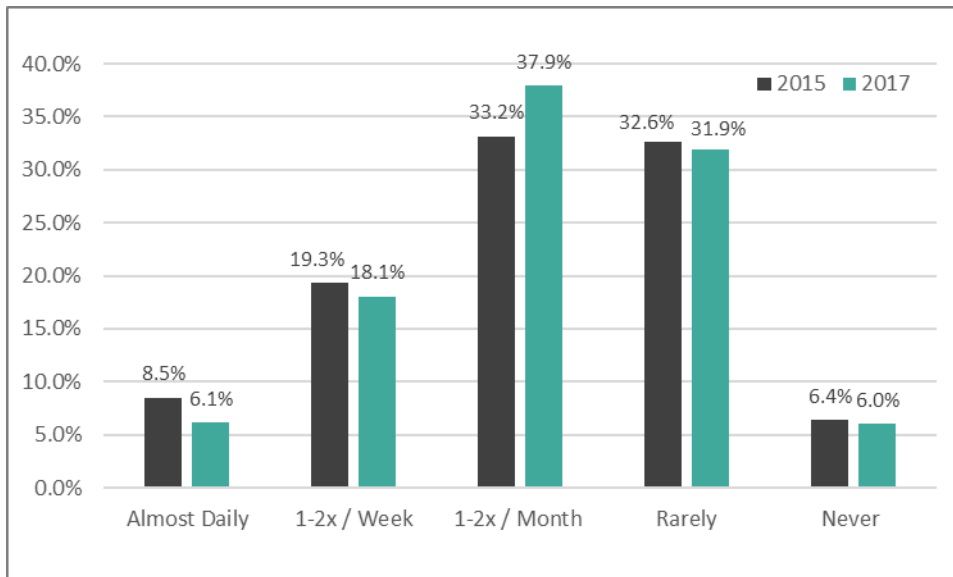
- With regards to how often respondents come to the Regina Downtown to **shop**, 2017 responses suggest somewhat of a decline in the proportion respondents coming downtown to shop on an 'almost daily basis', with a small uptick in the '1-2x per month' category, potentially due to larger economic challenges and/or shifting consumer shopping habits and behaviours:

Q: How often do you come to the Regina Downtown for...Shopping?



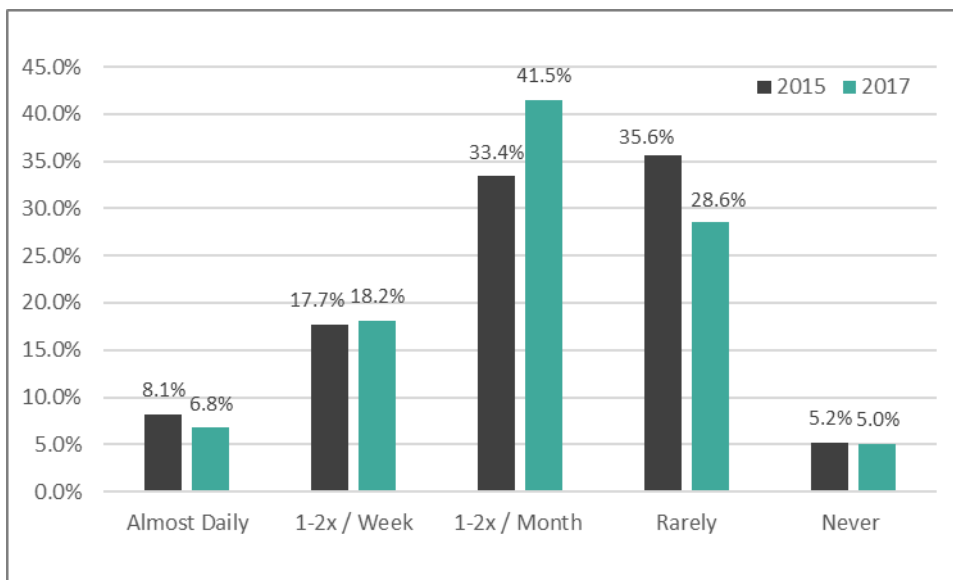
- In terms of the proportions of respondents that come downtown to **dine**, 2017 responses suggest somewhat of a decline in the 'almost daily' and '1-2x per week' categories, with a small uptick in the '1-2x per month' category, which is very similar to trends noted with regards to shopping (see previous question).

Q: How often do you come to the Regina Downtown for...Dining?



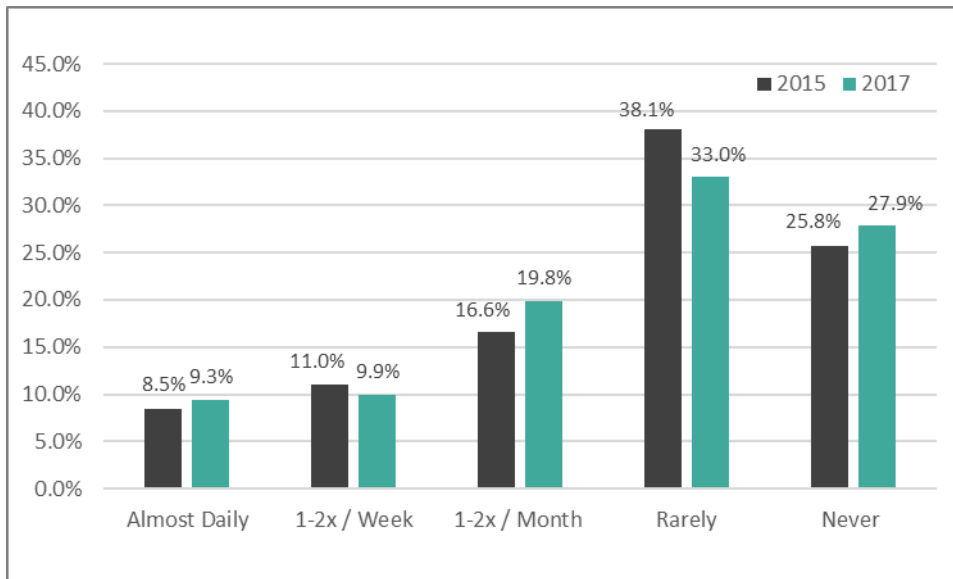
- In 2017, fewer respondents reported 'rarely' coming downtown for entertainment purposes, with slightly more respondents falling in the '1-2x per month' category, suggesting a favourable trend in this category.

Q: How often do you come to the Regina Downtown for...Entertainment?



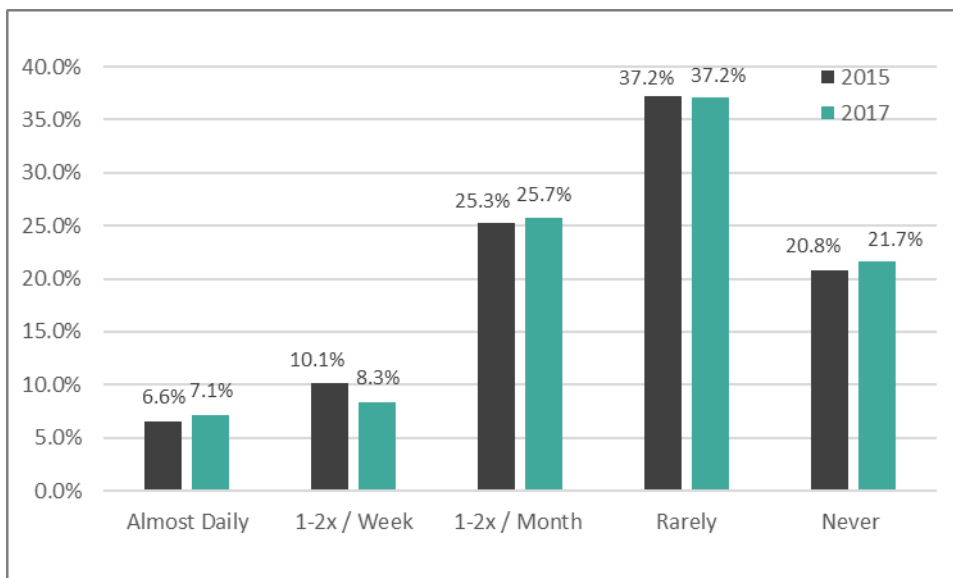
- With regards to how often respondents come to the Regina Downtown for **health, wellness and lifestyle** purposes, **2017 responses are very similar to 2015 responses**, with **perhaps some slightly favourable shifts**, evident through a notable decrease in the 'rarely' category and a slight increase in the 1-2x per month category.

Q: How often do you come to the Regina Downtown for...Health, Wellness & Lifestyle?



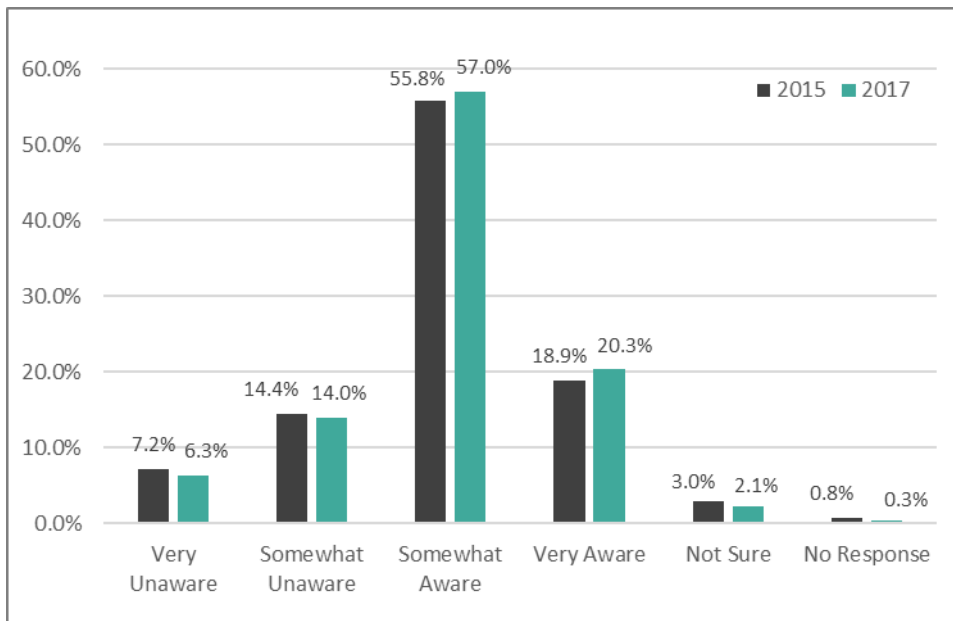
- With regards to how often respondents come to the Regina Downtown for **professional services** purposes, **2017 responses are very similar to 2015 responses**, with some very minor shifts within individual categories:

Q: How often do you come to the Regina Downtown for...Professional Services?



- With regards to public awareness of what's going on downtown, 2017 data suggests some small positive trends, with a slightly smaller proportion of individuals reporting that they are 'very unaware' or 'somewhat unaware' of what's going on downtown, and a slightly larger proportion of individuals reporting that they are 'somewhat aware' or 'very aware', as illustrated in the figure below:

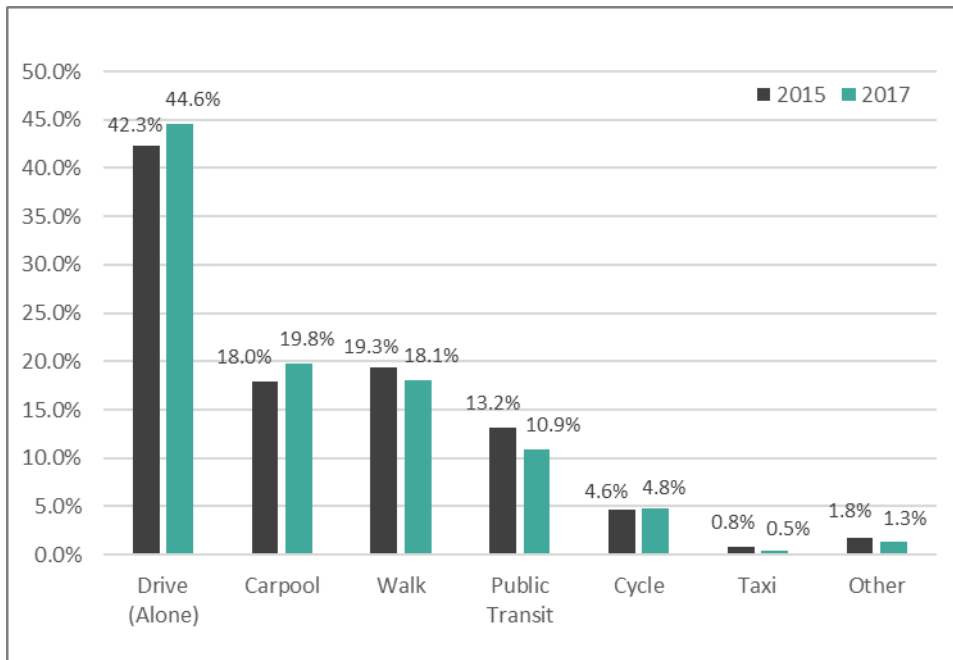
Q: Do you feel like you know what's going on downtown?



HOW DO PEOPLE GET DOWNTOWN?

- As depicted in the graph below, driving remains – by far – the most popular method of getting downtown, with small increases in the proportion of respondents that either drive alone or carpool to get downtown.

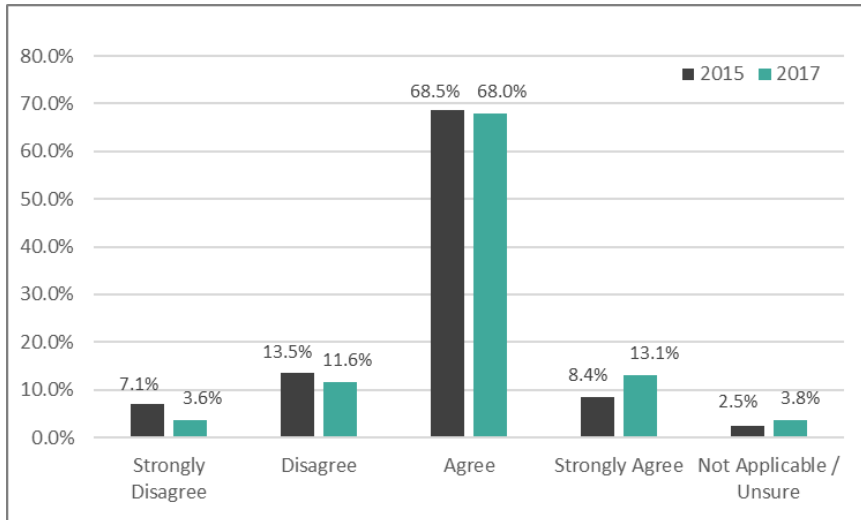
Q: How do you usually get to downtown Regina?



DOWNTOWN TRAFFIC

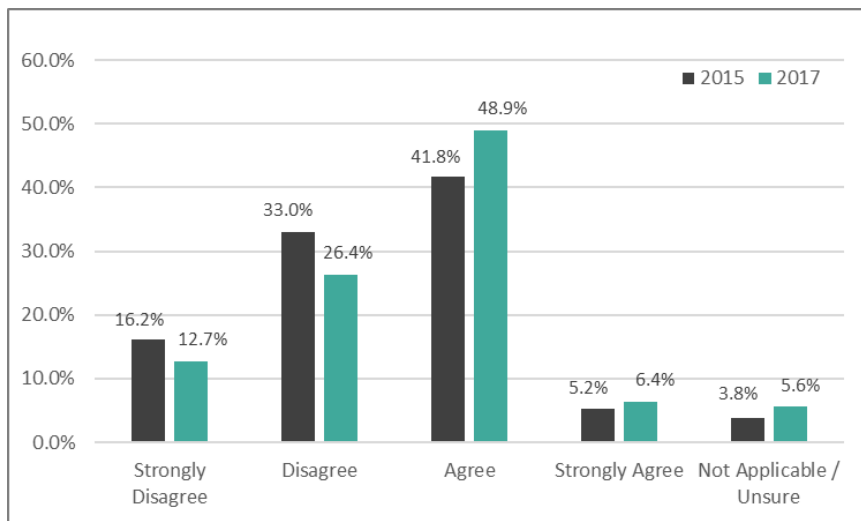
- When asked to rate the extent to which they agreed with the statement “Downtown traffic in Regina is fairly typical for a City of Regina's size”, respondents’ [opinions remained largely static](#) between 2015 and 2017, with slightly fewer individuals 'strongly disagreeing' or 'disagreeing' with the statement, and slightly more individuals 'strongly agreeing' with the statement, potentially suggesting [a slightly favorable trend](#).

Q: How much do you agree with the following statements about traffic in downtown Regina? –
Downtown traffic in Regina is fairly typical for a City of Regina's size.



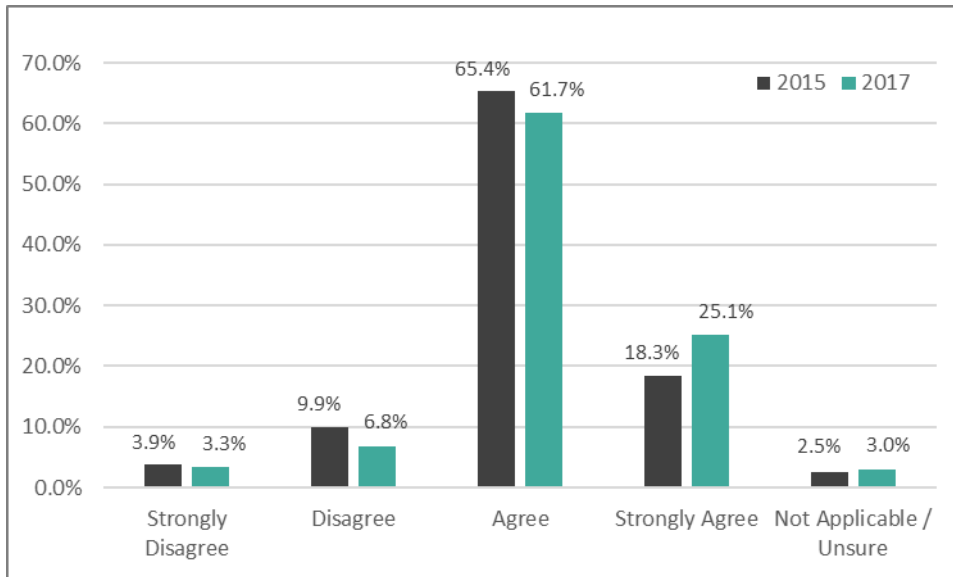
- The proportion of individuals that either 'strongly disagree' or 'disagree' that traffic moves quickly during peak times appears to have decreased slightly, while the proportion of individuals that either 'agree' or 'strongly agree' appears to have increased, suggesting [a favorable trend](#):

Q: How much do you agree with the following statements about traffic in downtown Regina? –
Downtown traffic moves fairly quickly during peak times (e.g., mornings, lunch, after work).



- Regarding the assertion that **downtown traffic moves fairly quickly during non-peak periods**, there appears to be some **slightly favourable shifts**, with a slightly lower proportion of individuals that 'strongly disagree' and 'disagree', and a larger proportion of individuals that 'strongly agree' with the statement, as illustrated below:

Q: How much do you agree with the following statements about traffic in downtown Regina? –
Downtown traffic moves fairly quickly during off-peak times (e.g., evenings and weekends).

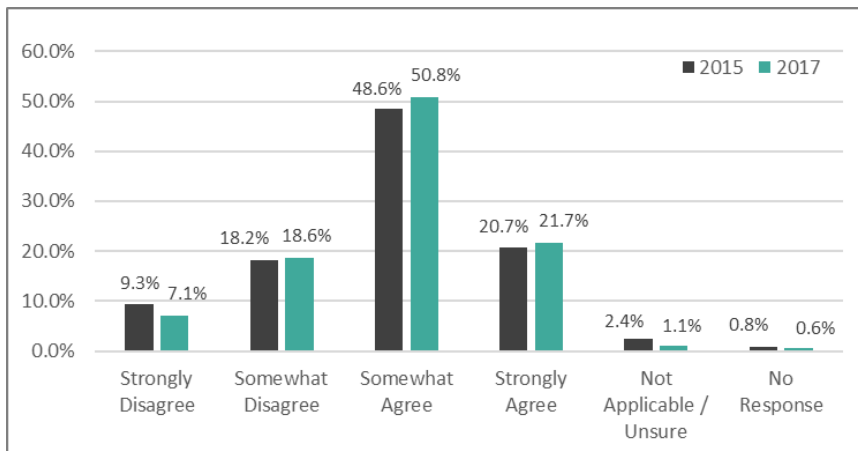


ATTITUDES & PERCEPTIONS

SENSE OF SAFETY

- 72.5% of respondents either strongly agree (21.7%) or somewhat agree (50.8%) with the statement 'I feel safe in Downtown Regina', (up 3.2% from 2015).

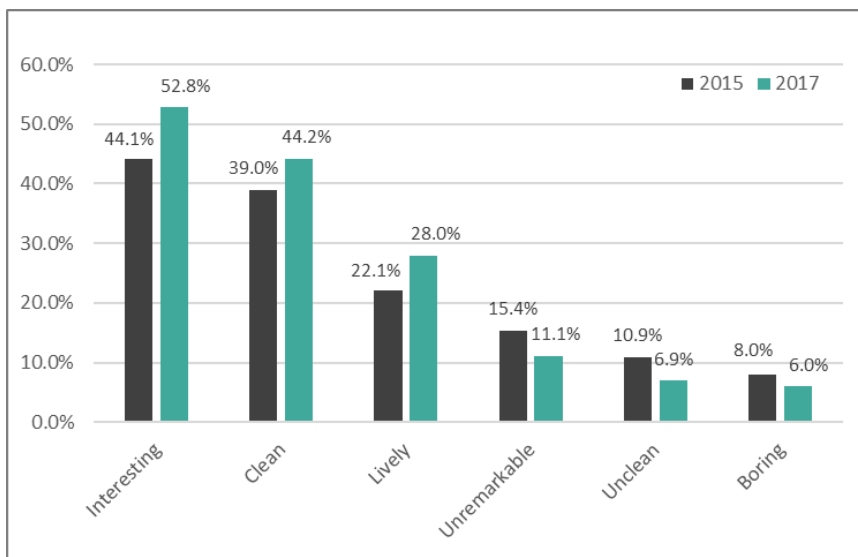
Q: How strongly do you agree or disagree with the following statement: 'I feel safe in downtown Regina.'



GENERAL PERCEPTIONS

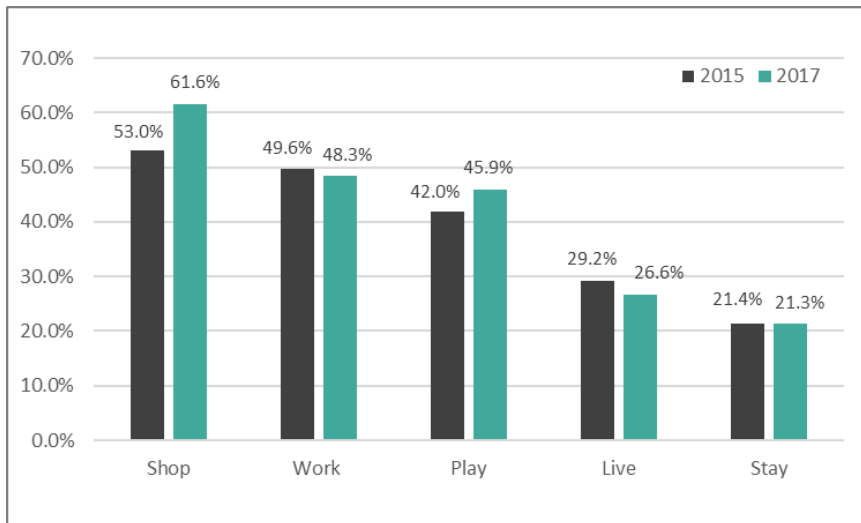
- When asked to select the terms that best describe downtown Regina, positive terms such as 'interesting', 'clean' and 'lively' were chosen more frequently among respondents compared to two years ago, while negative terms such as 'unremarkable', 'unclean' and 'boring' were chosen less frequently, as depicted in the graph below:

Q: Which of the following terms best describe downtown Regina? (Select all that apply.)



- Regarding downtown's strengths or niches, 2017 responses were very similar in frequency and proportion to responses put forth in 2015, with a slightly greater proportion of individuals now suggesting that Regina's downtown is a good place to 'shop' and 'play'.

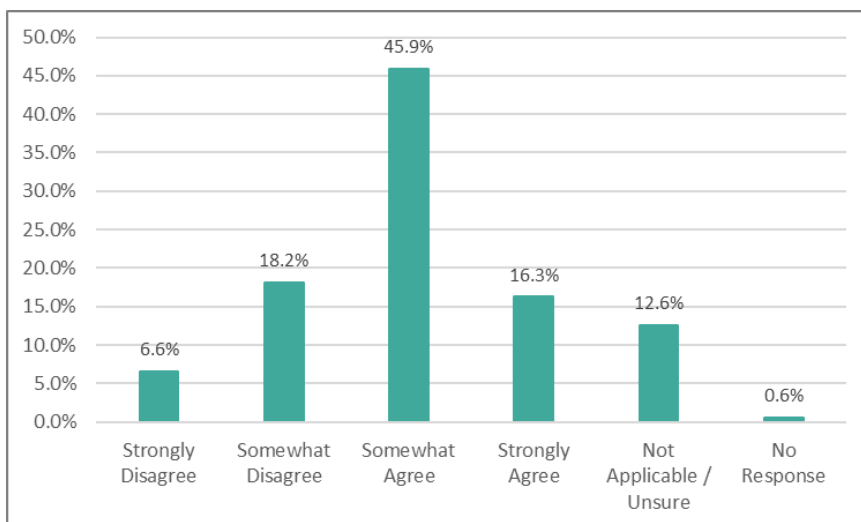
Q: Regina's Downtown is a good place to... (Select all that apply.)



NIGHTLIFE

- 62.2% of respondents either 'somewhat agree' (45.9%) or 'strongly agree' (16.3%) that 'Downtown Regina has a vibrant and exciting nightlife.', while only 24.8% of respondents 'somewhat disagree' (18.2%) or 'strongly disagree' (6.6%) with the statement, as depicted in the following graph:

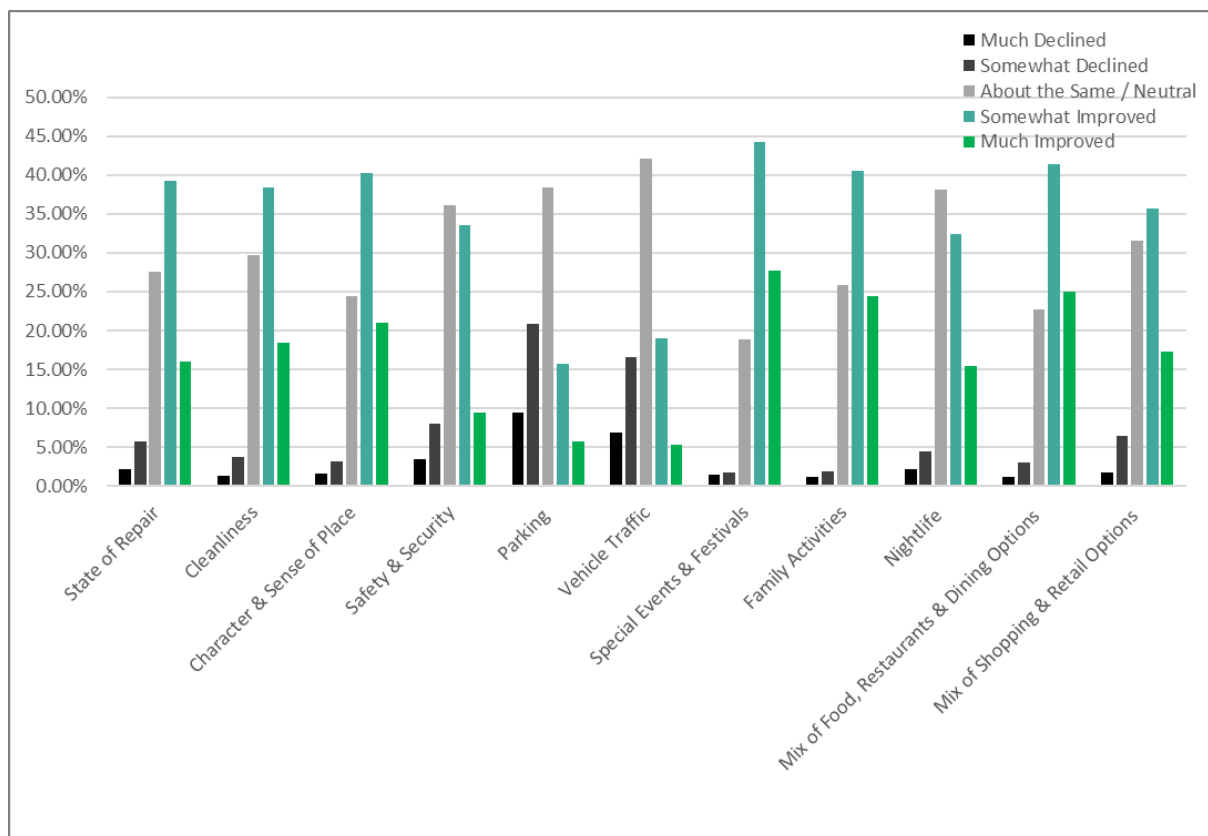
Q: How strongly do you agree or disagree with the following statement: 'Downtown Regina has a vibrant and exciting nightlife.'



COMPARED TO TWO YEARS AGO...

- In general, **atmosphere-related items** – such as **state of repair, cleanliness, character and sense of place, and safety and security** – appear to be **trending positively**, with a greater proportion of respondents rating these items as ‘somewhat improved’ or ‘much improved’ over the past two years, versus the proportion of respondents perceiving some level of decline.
- Perceived progress in the areas of **parking and vehicle traffic** appears to be more limited, with a **greater proportion of respondents perceiving some level of decline**, versus those that perceive some level of improvement.
- **Social activity-related items** – such as **special events and festivals, family activities, nightlife, dining, and shopping and retail** – appear to be **trending very positively**, with a **significantly** greater proportion of respondents rating these items as ‘somewhat improved’ or much improved’ over the past two years, versus the proportion of respondents perceiving some level of decline.

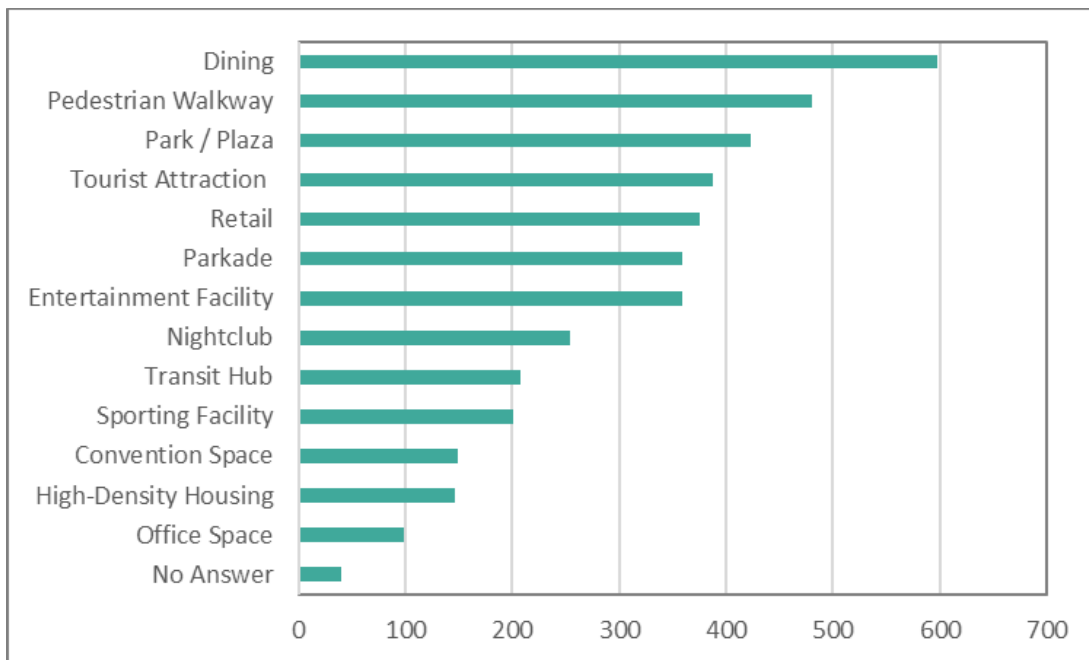
Q: Compared to two years ago, which of the following aspects of Regina's Downtown have: Improved? Declined? Stayed about the same?



RAILYARD RENEWAL PROJECT

- Overall, most respondents identified dining options, a pedestrian walkway, and a park or plaza area as the most important items that the Railyard Renewal Project should include, as depicted in the graph below:

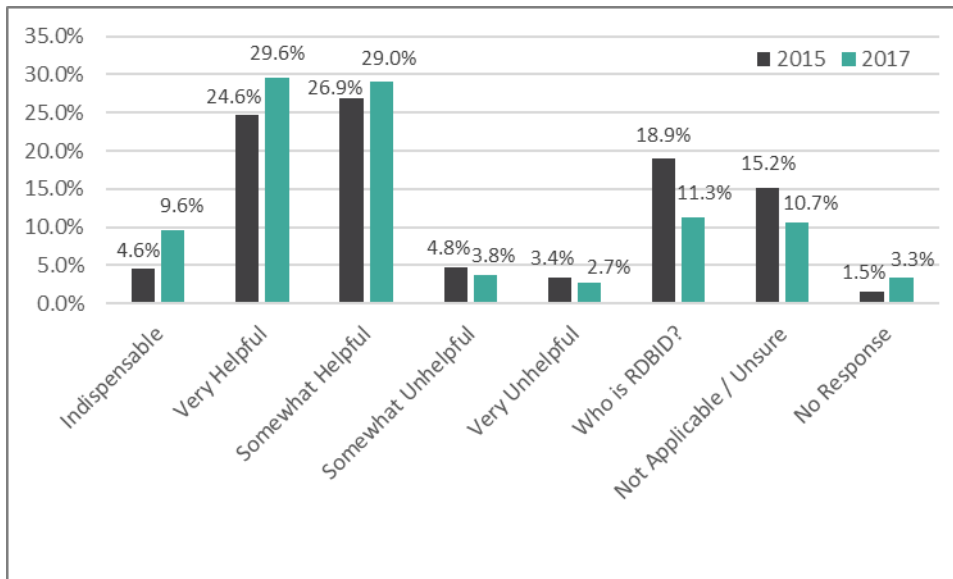
Q: What are the most important items that the Railyard Renewal Project should include? (Select up to (5) items.)



PERCEPTION OF THE RDBID

- Overall, respondents' perception of the RDBID appear to be quite positive, with a greater proportion of respondents stating that the RDBID is 'helpful', very helpful', or 'indispensable', and a smaller proportion of respondents either selecting negative responses or expressing a lack of awareness regarding RDBID's role, as illustrated in the graph below:

Q: What is your perception of the Regina Downtown Business Improvement District (RDBID)?



OTHER COMMENTS & OBSERVATIONS

- While completing the survey, some respondents put forth other thoughts, ideas and suggestions verbally, including (but not limited to) items such as:
 - a grocery store in the Railyard Renewal Project
 - more recycling and garbage cans within the downtown area,
 - more of a police presence in downtown Regina.
- Additionally, some respondents asserted that the survey was too long (requiring approximately 5 minutes to complete).

THE MEMBER SURVEY

THE COLLECTION PROCESS...

Responses to the RDBID member survey were solicited and collected from June 7th to August 31st

At the beginning of the survey window, an email was sent out a list of RDBID members with a link to the survey and further details regarding the survey. Multiple in-person interviews were also arranged, in order to actively solicit more responses.

A chance to win a \$500 staff lunch or advertising package was used to incent responses to the survey.

RDBID staff collected 79 responses to the member survey (21 responses shy of the initial goal of 100 responses, despite significant follow-up and outreach efforts), noting that a more complete membership database may help in achieving a higher response rate in the future.

WHO RESPONDED?

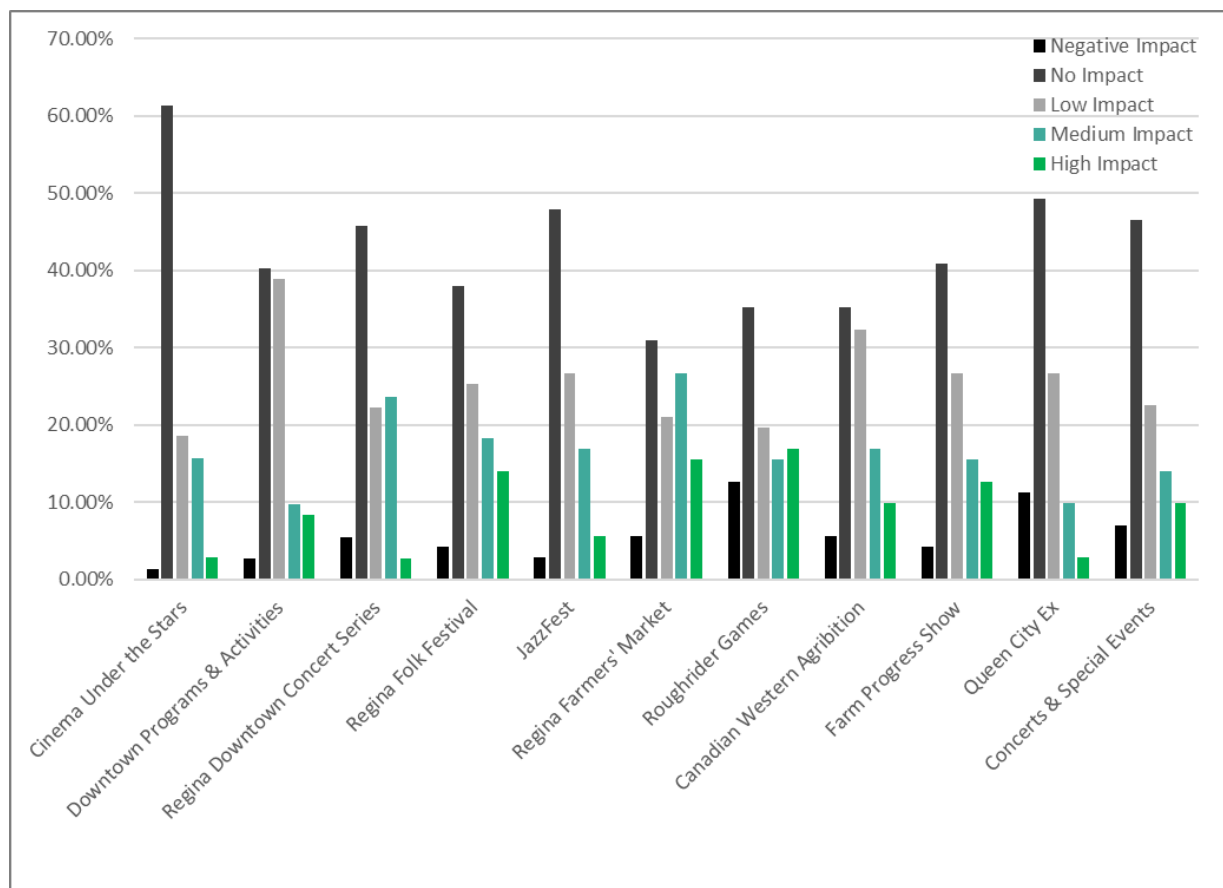
- In total, 79 responses were received from business and organizations within the following categories:

Category	Count	% of Total
Non-Profit or Community-Based Organization	20	25%
Professional Services	11	14%
Health Services	9	11%
Restaurant	8	10%
Retail - Clothing & Accessories	7	9%
Café or Coffee Shop	5	6%
Retail - Other	3	4%
Government	3	4%
Brewpub or Tavern	2	3%
Property Management	2	3%
Other	9	11%
TOTAL	79	100%

WHAT IMPACTS FOOT TRAFFIC AND SALES VOLUMES?

- A great number of respondents perceived little-to-no impact on foot traffic or sales volumes during / as a result of the listed events. For all events, 'no impact' was the most commonly-cited response (followed by 'low impact' for 9 of the 11 events), as illustrated in the table below:

Q: Rate the impact on your business's foot traffic or sales volume from the following events, either during the event or in the days that follow:



- The events most likely to be rated as either delivering a high impact or medium impact on foot traffic or sales volumes include: Regina Folk Festival, the Regina Farmer's Market, and Roughrider games.
- 61% of respondents cited the Cinema Under the Stars as having no impact to their business' foot traffic or sales volumes, which may be result of the Cinema Under the Stars events taking place during the evenings, when many businesses are closed.
- Events most likely to be cited to have a negative impact on foot traffic and sales include Roughrider Games and the Queen City Ex.

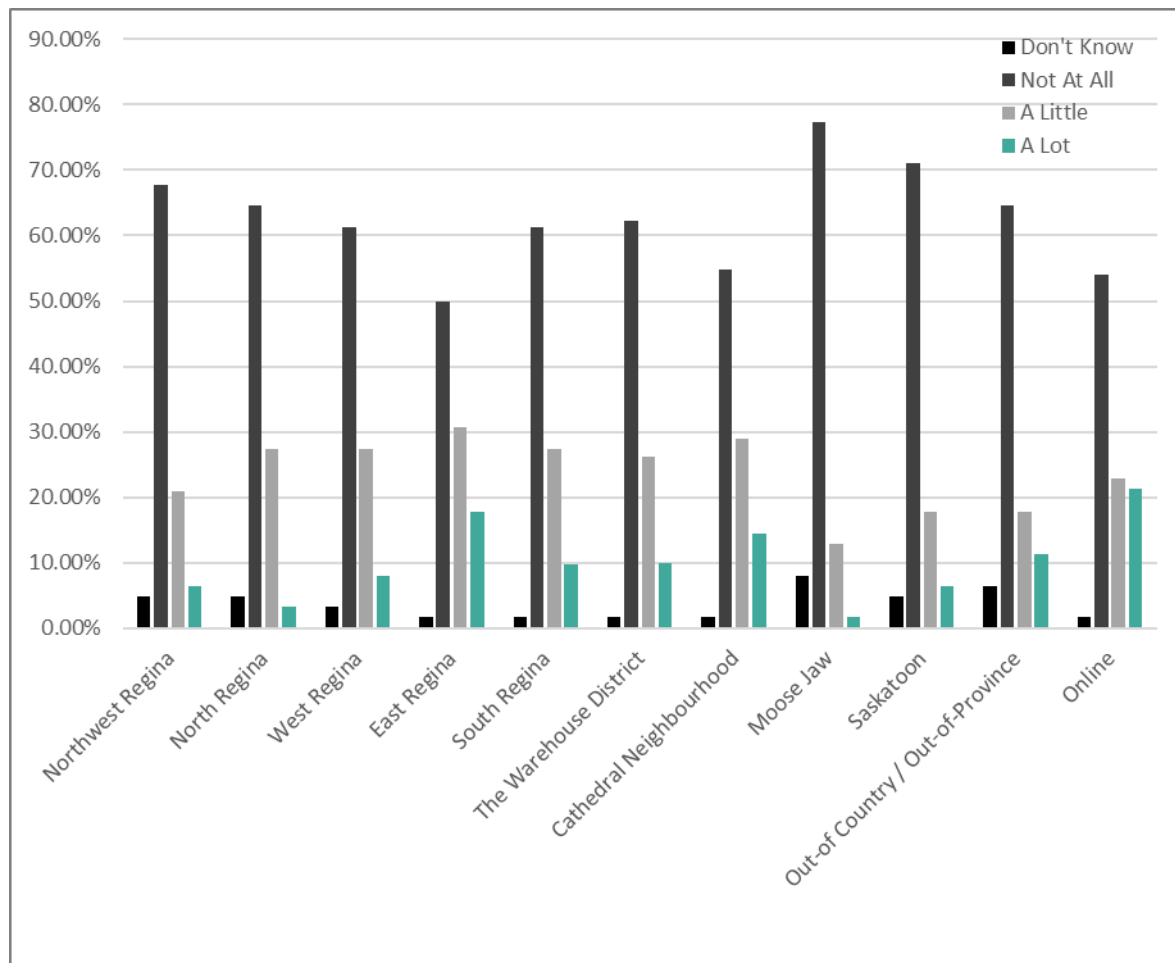
WHO'S THE COMPETITION?

- When respondents were asked 'Thinking regionally, how much do you compete with the following shopping destinations?', overwhelmingly, the most common response for each listed destination was 'Not At All', with this response being selected by more than 50% of respondents for each shopping destination.

The high number of 'Not At All' responses may be due to [the large proportion of non-profit and community-based organizations](#) that completed the survey.

- The most-commonly cited sources of 'a lot' of competition were: [Online](#), [East Regina](#) and [Cathedral](#).

Q: Thinking regionally, how much do you compete with the following shopping destinations?



WHAT'S IMPORTANT TO MEMBERS?

- When respondents were asked to rank eight aspects of downtown according to order of importance (with their businesses' needs in mind), **parking** received the most #1 rankings (22), followed by **safety** (11), which also had a high number of #2 rankings (16).
- On the lesser-rated end of the scale, **business recruitment** received the most #8 rankings (18), followed by **transit** (12) and **events** (11), which also received a high number of #7 rankings (15).

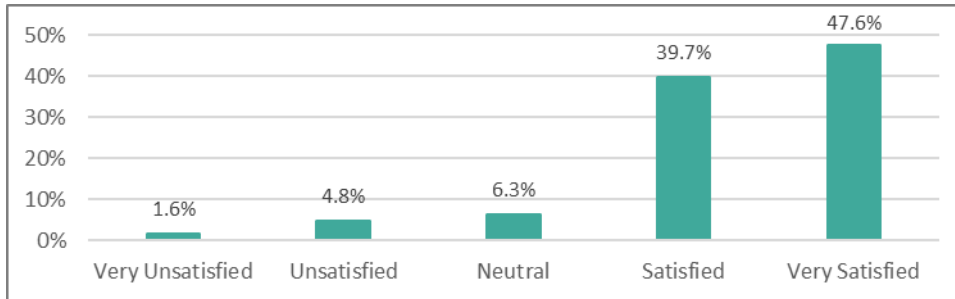
Q: With your business in mind, rank the following aspects of downtown in order of importance.

	<div> <div>← More Important</div> <div>ASSIGNED RANKING</div> <div>Less Important →</div> </div>							
	1	2	3	4	5	6	7	8
Parking	41% 22	19% 10	19% 10	6% 3	4% 2	4% 2	7% 4	2% 1
Transit	7% 4	9% 5	4% 2	13% 7	13% 7	18% 10	15% 8	22% 12
Traffic	2% 1	11% 6	21% 11	8% 4	13% 7	17% 9	15% 8	13% 7
Safety	20% 11	30% 16	19% 10	11% 6	7% 4	7% 4	0% 0	6% 3
Cleanliness	11% 6	11% 6	23% 13	25% 14	20% 11	7% 4	2% 1	2% 1
Events	9% 5	7% 4	7% 4	12% 7	9% 5	11% 6	26% 15	19% 11
Character / Sense of Place	5% 3	11% 6	7% 4	18% 10	13% 7	18% 10	21% 12	7% 4
Business Recruitment	10% 6	7% 4	5% 3	8% 5	17% 10	13% 8	10% 6	30% 18

SATISFACTION WITH PRESENT LOCATION

- Overall, respondents appear to be quite satisfied with their present location, as illustrated in the graphs below, with 87.3% of respondents stating that they are either 'satisfied' (39.7%) or 'very satisfied' (47.6%).

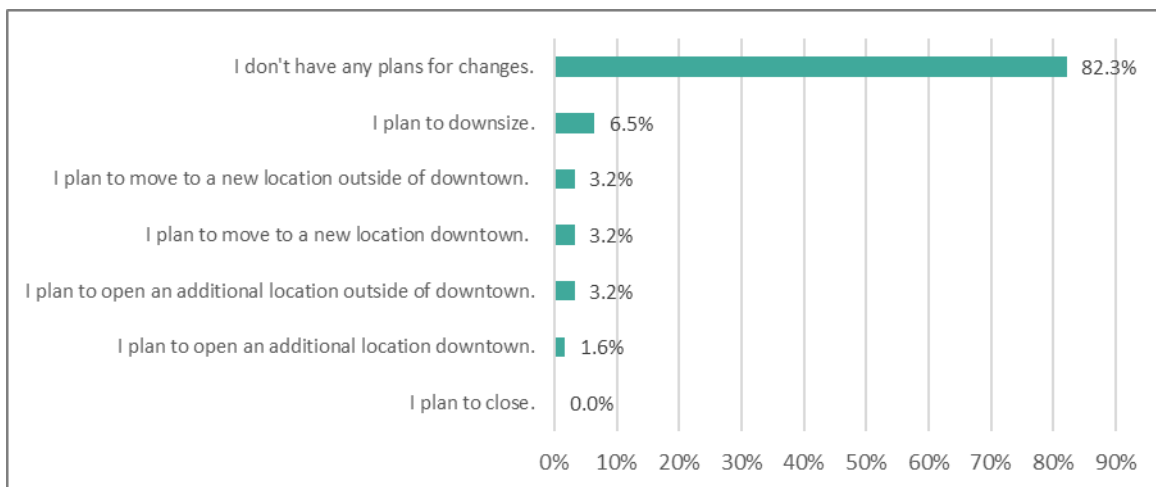
Q: How satisfied are you with the present location of your business?



PLANS TO MOVE, EXPAND OR CLOSE

- The vast majority of respondents do not have plans to move, expand, downsize, or close, as illustrated in the bar graph below:

Q: Do you have plans to expand or move in the next year?

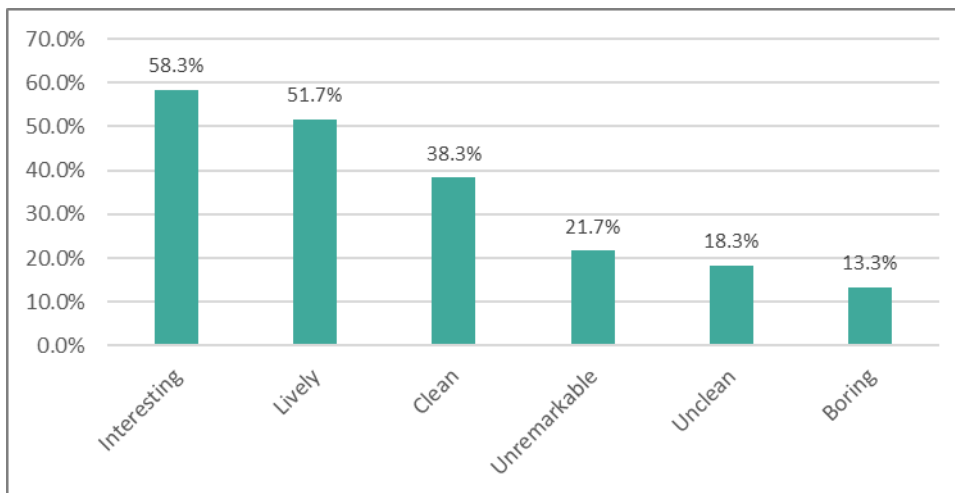


ATTITUDES & PERCEPTIONS

GENERAL PERCEPTIONS

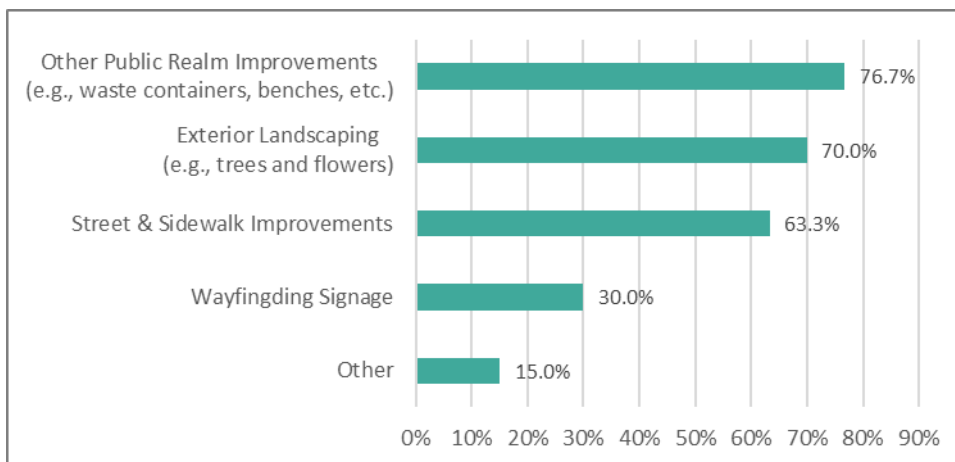
- When asked to select the terms that best describe downtown Regina, positive terms such as 'interesting', 'lively' and 'clean' were chosen more frequently, while negative terms such as 'unremarkable', 'unclean' and 'boring' were chosen less frequently. (Similar observations were also evident in the general public survey results; see pg. 16 for additional information.)

Q: Which of the following terms best describe downtown Regina? (Select all that apply.)



- When asked which three community assets they would most like to see developed, members cited public realm improvements (such as waste containers, benches, etc.), exterior landscaping (such as trees and flowers) and wayfinding signage most frequently.

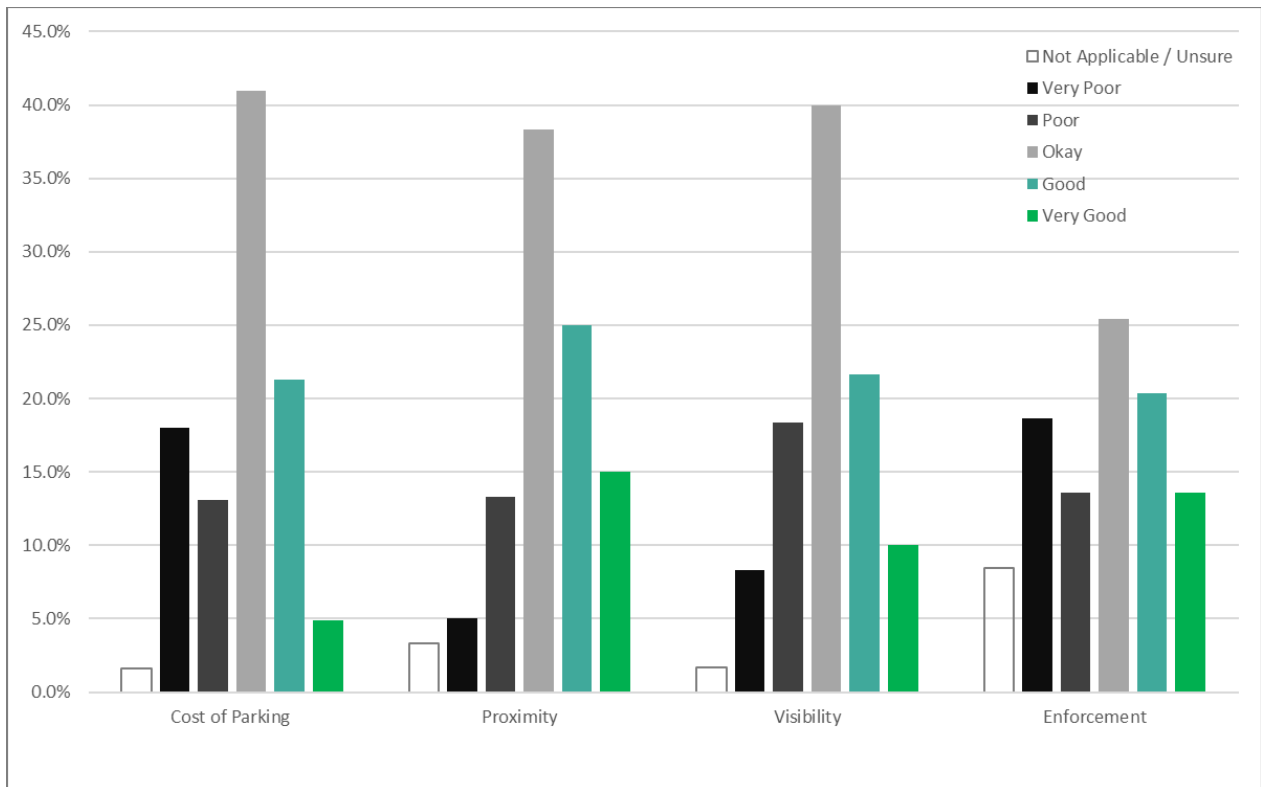
Q: With your business in mind, which three (3) community assets would you most like to see developed?



PARKING

- Opinions regarding various aspects of parking in Downtown Regina are quite varied. Overall, parking in downtown Regina appears to be 'okay', with smaller proportions of respondents presenting some degree of either favourable or unfavourable views, as illustrated in the figure below:

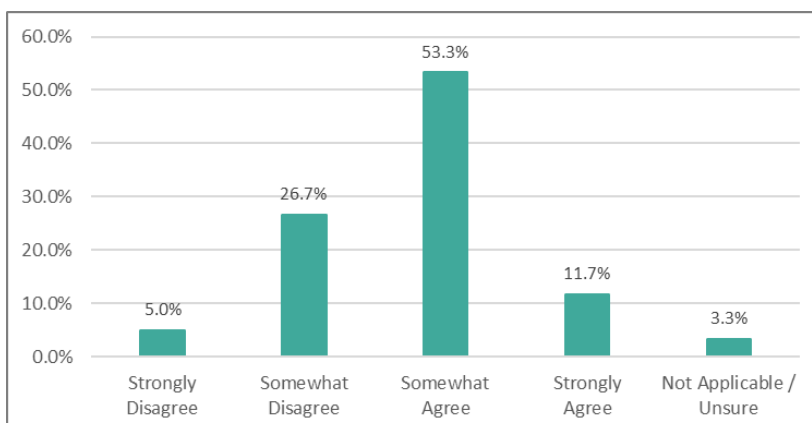
Q: How would you rate each of the following aspects of parking in downtown Regina?



NIGHTLIFE

- 65% of respondents either somewhat agree (53.3%) or strongly agree (11.7%) that Downtown Regina has a vibrant and exciting nightlife, as illustrated in the graph below:

Q: How strongly do you agree or disagree with the following statement: 'Downtown Regina has a vibrant and exciting nightlife.'

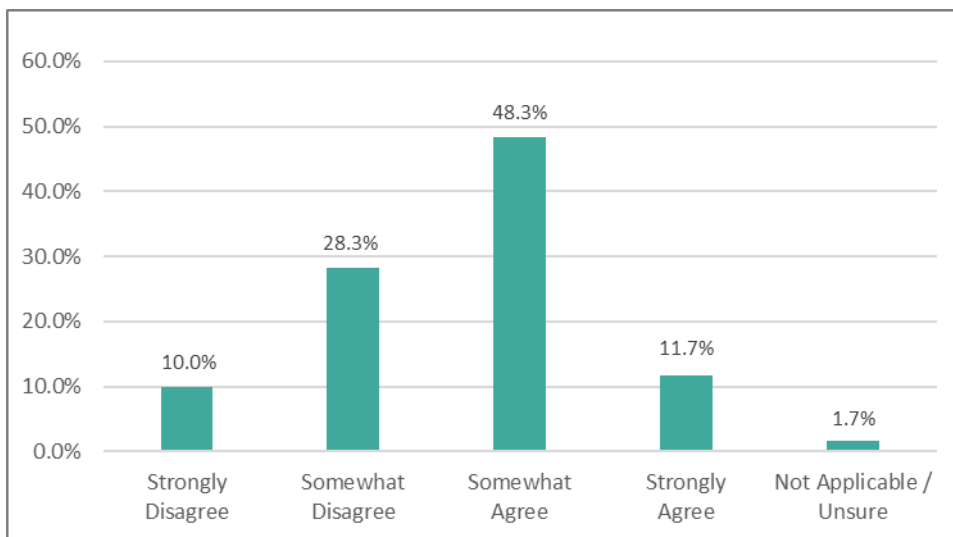


SENSE OF SAFETY

- A majority of respondents (60%) either somewhat agree (48.3%) or strongly agree (11.7%) with the statement: 'I feel safe in downtown Regina', as illustrated in the figure below.

(Members' responses to this question were slightly less favourable than the general public's responses, which seemed to indicate a higher degree of agreement with the statement. See pg. 16 for additional information.)

Q: How strongly do you agree or disagree with the following statement: 'I feel safe in downtown Regina.'

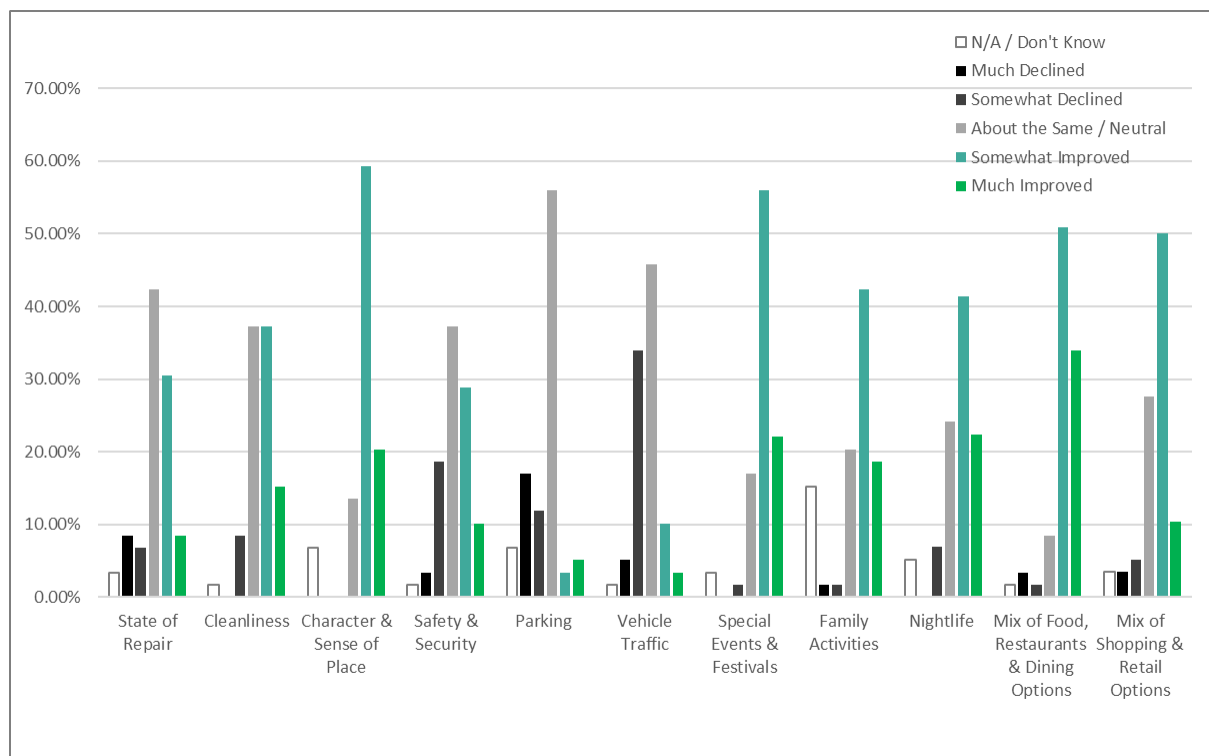


- Furthermore, 50% of respondents to the member survey claimed that they have had a negative experience in Downtown Regina within the past two years that has affected their sense of safety or security.

COMPARED TO TWO YEARS AGO ...

- In general, *atmosphere related items – such as state of repair, cleanliness, character and sense of place, and safety and security – appear to be trending positively*, with a greater proportion of respondents rating these items as ‘somewhat improved’ or ‘much improved’ over the past two years, versus the proportion of respondents perceiving some level of decline.
- *Perceived progress in the areas of parking and vehicle traffic appears to be more limited*, with a greater proportion of respondents perceiving some level of decline versus those that perceive some level of improvement.
- *Social activity-related items – such as special events and festivals, family activities, nightlife, dining, and shopping and retail – appear to be trending very positively*, with a *significantly* greater proportion of respondents rating these items as ‘somewhat improved’ or much improved’ over the past two years, versus the proportion of respondents perceiving some level of decline.
- These trends were *very much in-line with the trends observed through the general public survey* (see pg. 18).

Q: Compared to two years ago, which of the following aspects of Regina's Downtown have: Improved? Declined? Stayed about the same?



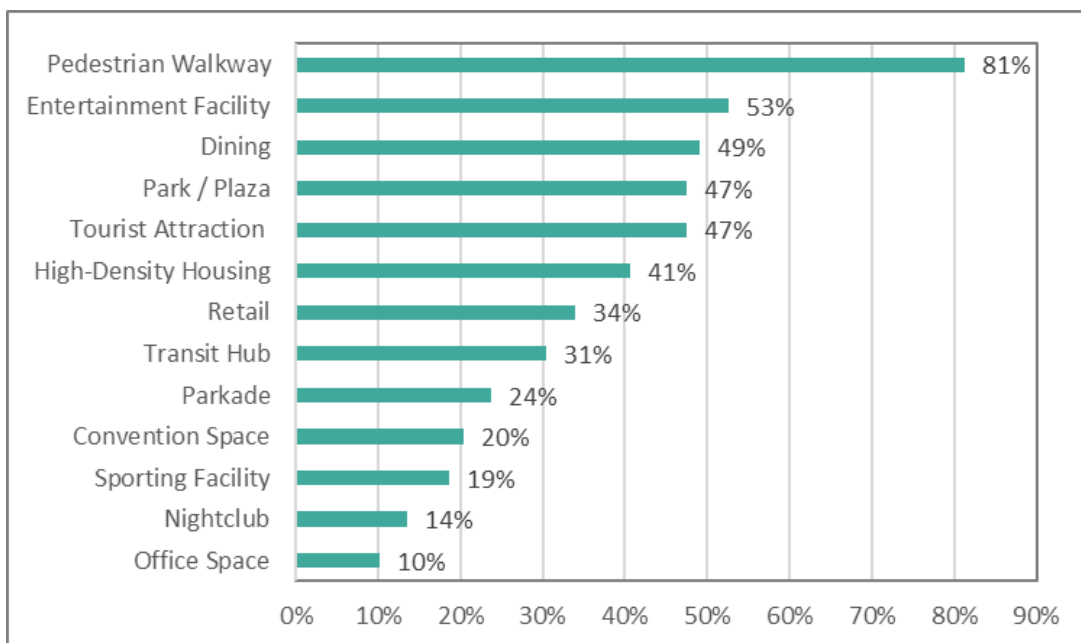
RAILYARD RENEWAL PROJECT

- A great number of respondents (81%) identified a [pedestrian walkway](#) as one of the most important items that the Railyard Renewal Project should include, as depicted in the graph below.

(Note: Pedestrian walkway was the second-most-frequently selected response in the public survey; see pg. 19 for further detail).

- Both the general public survey and the RDBID member survey included [dining](#), [pedestrian walkway](#), and [park / plaza](#) within the [top three responses](#).
- [Entertainment facility](#), which ranked 2nd in the member survey – [ranked considerably lower in the general public survey](#) (7th).

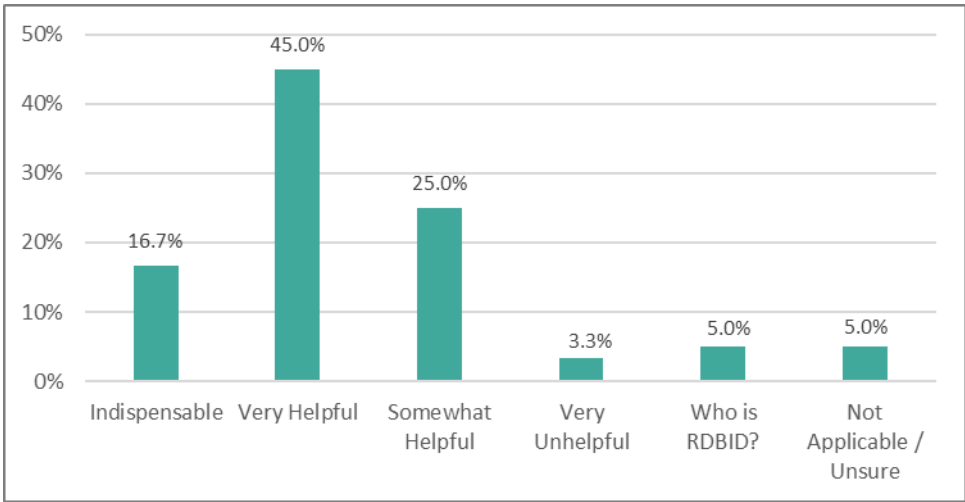
Q: What are the most important items that the Railyard Renewal Project should include? (Select up to (5) items.)



PERCEPTION OF THE RDBID

- Members' perception of the RDBID appear to be quite positive, with 86.7% of respondents stating that the RDBID is either 'somewhat helpful' (25%), very helpful' (45%), or 'indispensable' (16.7%), as illustrated in the graph below:

Q: What is your perception of the Regina Downtown Business Improvement District (RDBID)?



WHICH PROGRAMS & SERVICES ARE MOST USEFUL?

- When asked to rate the usefulness of several RDBID programs and services, ‘**useful**’ was the most commonly-cited response for each program or service, as illustrated in the table below:

Q: How useful have each of the following resources been for you?

	Very Useful	Useful	Not Useful	Didn't Know Existed
Downtown Ambassadors (i.e., ‘Info on the Go’ team)	10% 6	41% 24	17% 10	31% 18
The Clean Team	24% 14	44% 26	2% 1	31% 18
Marketing and Promotion of Events and Businesses (through RDBID website and social media)	15% 9	58% 34	10% 6	17% 10
Neighbourhood & Community Outreach (e.g., safety and security presentations)	10% 6	45% 26	9% 5	36% 21
Advocacy (i.e., liaising with government and other stakeholders, hosting ‘Downtown Dialogues’, business recruitment and retention, etc.)	21% 12	48% 28	9% 5	22% 13
Publications (e.g., the Downtown Map, Restaurant Guide, etc.)	16% 9	60% 35	9% 5	16% 9
Regina Restaurant Week	22% 13	43% 25	21% 12	14% 8
Graffiti Gone / Urban Canvas	21% 12	44% 25	5% 3	30% 17
Concert Series	18% 10	44% 25	26% 15	12% 7
Cinema Under the Stars	18% 10	49% 28	28% 16	5% 3
Shopping Events	14% 8	45% 26	28% 16	14% 8
Member Forums	9% 5	51% 29	11% 6	30% 17
Breakfast with the Board	14% 8	35% 20	19% 11	32% 18
Other RDBID-Hosted Programs & Activities (e.g., Salsa on the Plaza, Art in the Park, etc.)	16% 9	48% 27	21% 12	14% 8

- The programs and services most likely to receive either a ‘**useful**’ or ‘**very useful**’ rating include ‘**Publications**’ (76%) and ‘**Marketing & Promotion of Events & Businesses**’ (73%).
- The programs and services most likely to be perceived as ‘**not useful**’ include ‘**Shopping Events**’ (28%), ‘**Cinema Under the Stars**’ (28%), and ‘**Concert Series**’ (26%).
- The programs and services where respondents showed the greatest degree of lack of awareness (i.e., receiving 30% or greater in the ‘**Didn’t Know Existed**’ category) include: **Neighbourhood & Community Outreach**, **Breakfast with the Board**, **Downtown Ambassadors**, **The Clean Team**, **Member Forums**, and **Graffiti Gone / Urban Canvas**.

- When asked to indicate which programs and services *would be most useful*, the following items were generally viewed as being potentially ‘very useful’ or ‘somewhat useful’ by respondents (as indicated in the table below):
 - Downtown Public Improvement Projects (88%)
 - Cooperative Advertising Coordination (74%)
 - More Special Event Coordination (73%)
 - Façade Improvement Grants (65%)
 - More Business Recruitment Services (62%)
- Historic walking tours and design workshops were most likely to be viewed as being potentially ‘not very useful’ or ‘not at all useful’ by respondents.

Q: Please indicate the extent to which the following programs or business services would be useful to you:

	Very Useful	Somewhat Useful	Not Very Useful	Not At All Useful
Historic Walking Tours	11% 6	39% 22	43% 24	7% 4
Façade Improvement Grants	29% 16	36% 20	24% 13	11% 6
Heritage Rehabilitation Grants	21% 12	36% 21	31% 18	12% 7
Heritage Rehabilitation Technical Advice	11% 6	38% 21	32% 18	20% 11
Heritage Repair & Restoration	18% 10	33% 19	31% 18	18% 10
Design Guidelines	9% 5	48% 27	30% 17	13% 7
Design Workshops	9% 5	38% 21	38% 21	15% 8
Downtown Public Improvement Projects	42% 24	46% 26	7% 4	5% 3
Cooperative Advertising Coordination	32% 18	42% 24	14% 8	12% 7
Group Business Training (e.g., workshops, speakers, etc.)	14% 8	43% 24	29% 16	14% 8
More Retail Event Coordination	21% 12	35% 20	32% 18	12% 7
More Special Event Coordination	35% 20	38% 22	16% 9	11% 6
More Business Recruitment Services	24% 14	38% 22	29% 17	9% 5