

## **Business Loop Community Improvement District Services Provided 2016**

- Pedestrian/bike/accessibility advocacy in regards to the MODOT I-70 Bridge Project.
- Helped draft and present a Vision Zero policy for the City of Columbia with the goal of reducing pedestrian injuries and fatalities due to car crashes to zero by 2030.
- Worked with member property owners and the City of Columbia planning department to improve and modify the proposed Unified Development Code.
- Conducted a community survey, a walking audit, and a bike survey of the Business Loop in anticipation of a corridor-wide planning process.
- Creation of a Real Change not Spare Change marketing campaign to educate the public on the root causes of panhandling, offer options for donations, and provide a help line for those in need.
- Promoted local businesses as part of the nationwide Small Business Saturday/Shop Small campaign.
- Partnered with and installed banners along a portion of the corridor for the Museum of Art and Archaeology.
- Worked in conjunction with the City of Columbia on a range of other issues related to the Business Loop.
- General promotion and marketing of member businesses, events, and other activities within the CID.
- Member and community outreach and education on key issues.