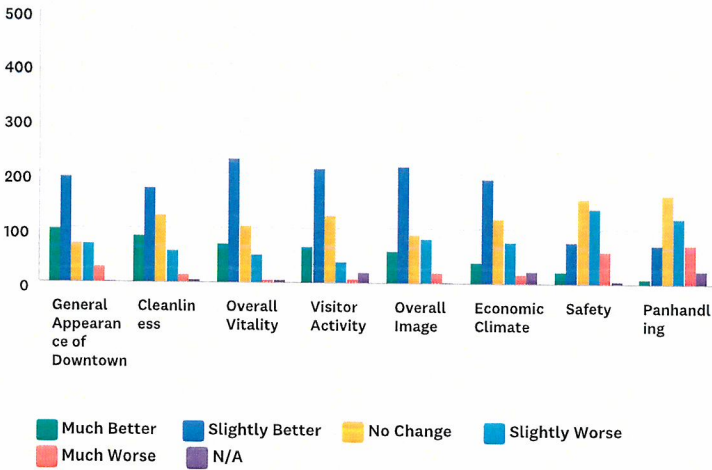


Q1 Do you think the following characteristics of Downtown Columbia have become better or worse in the last 5 years?

Answered: 472 Skipped: 2

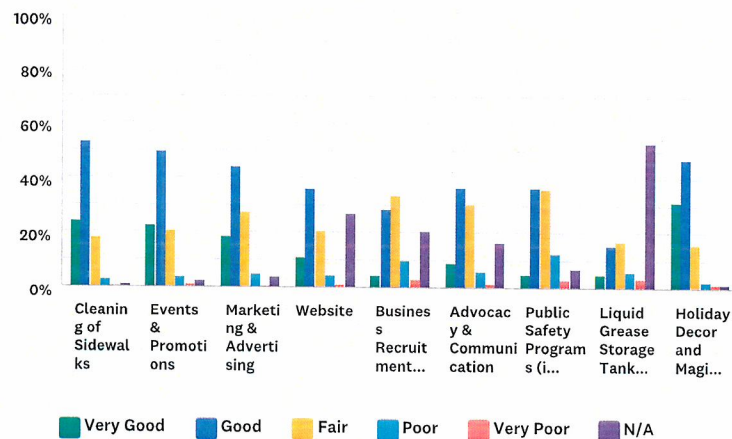


Shortened version--27 pages. Names have been removed from the end of this document.

	MUCH BETTER	SLIGHTLY BETTER	NO CHANGE	SLIGHTLY WORSE	MUCH WORSE	N/A	TOTAL	WEIGHTED AVERAGE
General Appearance of Downtown	21.23% 100	41.19% 194	15.50% 73	15.29% 72	6.16% 29	0.64% 3	471	2.44
Cleanliness	18.76% 88	37.53% 176	26.87% 126	12.58% 59	3.20% 15	1.07% 5	469	2.43
Overall Vitality	15.57% 73	48.61% 228	22.17% 104	11.09% 52	1.28% 6	1.28% 6	469	2.33
Visitor Activity	14.29% 67	44.99% 211	26.44% 124	8.53% 40	1.71% 8	4.05% 19	469	2.36
Overall Image	12.79% 60	45.63% 214	19.19% 90	17.70% 83	4.26% 20	0.43% 2	469	2.55
Economic Climate	8.30% 39	40.85% 192	25.74% 121	16.60% 78	3.62% 17	4.89% 23	470	2.65
Safety	4.97% 23	16.85% 78	33.91% 157	30.02% 139	13.17% 61	1.08% 5	463	3.30
Panhandling	2.35% 11	15.35% 72	35.18% 165	26.23% 123	15.57% 73	5.33% 25	469	3.39

Q2 How would you rate the following services provided by the Downtown Community Improvement District?

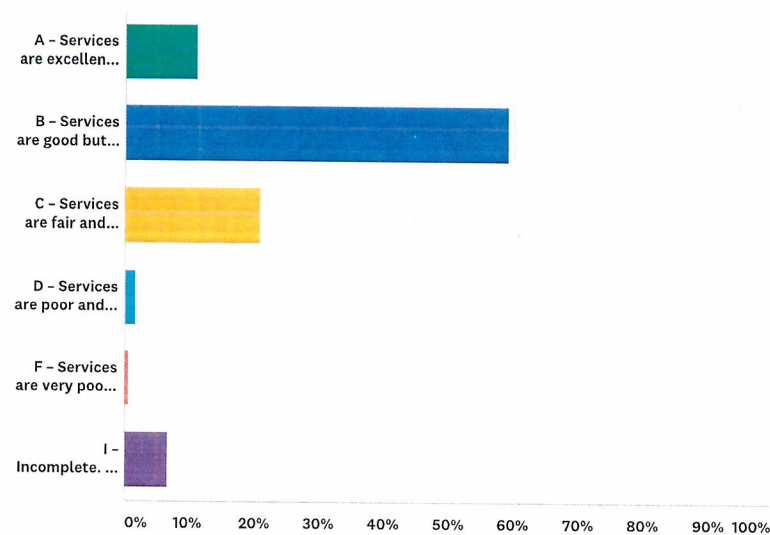
Answered: 472 Skipped: 2



	VERY GOOD	GOOD	FAIR	POOR	VERY POOR	N/A	TOTAL	WEIGHTED AVERAGE
Cleaning of Sidewalks	24.04% 113	53.19% 250	17.87% 84	3.19% 15	0.64% 3	1.06% 5	470	2.02
Events & Promotions	22.29% 105	49.68% 234	20.59% 97	4.03% 19	1.06% 5	2.34% 11	471	2.10
Marketing & Advertising	18.59% 87	44.23% 207	27.56% 129	5.13% 24	0.64% 3	3.85% 18	468	2.22
Website	10.92% 51	35.97% 168	20.34% 95	4.50% 21	1.07% 5	27.19% 127	467	2.30
Business Recruitment & Retention	4.26% 20	28.72% 135	33.40% 157	9.79% 46	3.19% 15	20.64% 97	470	2.73
Advocacy & Communication	8.94% 42	36.60% 172	30.64% 144	5.96% 28	1.28% 6	16.60% 78	470	2.45
Public Safety Programs (ie, taxi stands, downtown police team, etc.)	5.08% 24	36.44% 172	36.02% 170	12.71% 60	2.97% 14	6.78% 32	472	2.70
Liquid Grease Storage Tank Grant Program	4.94% 23	15.67% 73	16.95% 79	5.79% 27	3.65% 17	53.00% 247	466	2.74
Holiday Decor and Magic Tree	31.36% 148	46.82% 221	16.10% 76	2.33% 11	1.69% 8	1.69% 8	472	1.94

Q3 Overall, how would you grade the efforts of the Downtown CID?

Answered: 470 Skipped: 4



ANSWER CHOICES	RESPONSES	
A – Services are excellent and I'm very satisfied.	11.06%	52
B – Services are good but there is room for improvement.	59.15%	278
C – Services are fair and there is much room for improvement.	20.85%	98
D – Services are poor and I am dissatisfied.	1.70%	8
F – Services are very poor and I am very dissatisfied	0.64%	3
I – Incomplete. I don't know if services are good or poor.	6.60%	31
TOTAL		470

Q4 Please tell us why.

Answered: 210 Skipped: 264

#	RESPONSES	DATE
1	The board lacks the necessary vision to attract young professionals and keep MU's talent located in Columbia. Downtown is a PLAYGROUND for rich students, violent males and aggressive panhandling. I'm born and raised in Columbia. It breaks my heart to see what it's become. I see college towns like KC, STL, Denver, Lawrence, Ann Arbor and Madison, WI who enforce their ordinances and keep students in check. CPD needs to stop catering to the Harpos, Field House and My House crowd. The folks with money, who SUSTAIN this economy by paying taxes and shopping local (a.k.a. home owners who actually live in their residents and small business owners) no longer want to partake in events downtown nor visit after dark on game days or frankly any other night when students are in session. The vibe is appalling. Students should learn how to live WITH their community rather than trashing it every Friday & Saturday night by throwing up on the sidewalk outside El Rancho and leaving the streets littered with trash. Stop catering to students and perhaps you'll see downtown businesses maintaining a local following. Set harsh penalties for littering, smoking 20 ft. In front of establishments, public drunkenness and loitering and you'll see your townies return. The District, City Council and CPD are letting locals down. Fix downtown by cleaning up and enforcing our EXISTING ordinances so these kids are FORCED to respect our downtown.	5/7/2019 10:25 PM
2	Think the potential of downtown is much greater than the actuality.	5/7/2019 1:07 PM
3	The District continues to be a fairly vibrant place, thanks largely to MU. Restaurant Week, and other promotions are nice. I have never had a safety issue downtown, but I'm never there after 10 or 11pm. Doing well, but certainly room for improvement. Without the students so close, what would it be like? How do you make it more appealing to the non-University population? That is the challenge.	5/7/2019 12:35 PM
4	There's always room for improving Downtown- I'd like to see more conservation efforts around our downtown trees and water ways and I'd like to see more park spaces with grass, lighting and trees.	5/7/2019 11:37 AM
5	Outside of students, there appears to be a lack of community in the downtown CID. I also worry about the sustainability of businesses and see the number of vacancies increasing.	5/7/2019 11:25 AM
6	CID should be aware that the City's Far Housing Task Force is recommending to the City Council that we adopt a goal of ending chronic homelessness by 2024. I know that not all panhandlers are homeless, but if the CID and city staff could cooperate on meeting this goal, I think that it would be a win-win situation.	5/7/2019 10:37 AM
7	could be cleaner	5/7/2019 10:34 AM
8	I don't really track the activities of the CID, I just see downtown.	5/7/2019 10:31 AM
9	We still need to focus on recruiting more people to the District... and make it more 'family friendly'. The free concerts have been an excellent idea - increase the number of 'free events' downtown, and your public will increase - people always like things for FREE!	5/7/2019 9:46 AM
10	More Verity of businesses that are Gaming and Music related, as well as unique shops for adults 30 Yrs +. this will keep business flowing while students are out of school and out of town. Also Gaming conventions and Comic-cons will bring people, money and more investors to our town. as well as lodging will sky rocket.	5/7/2019 9:45 AM
11	There needs to be more options for person's of color. Black or minority owned businesses and entertainment options for families and youth in our community.	5/7/2019 9:40 AM
12	Good progress during daytime hours, after hours needs more police supervision. Scooter parking needs to be addressed/enforced. Scooters not allowed on sidewalks needs to be enforced.	5/7/2019 9:33 AM
13	I'm sorry but the gateway project is dumb.	5/7/2019 9:26 AM
14	What is CID?	5/7/2019 8:19 AM
15	Most if the surface stuff is good, but the high rent prices are pushing out local owners and the addition of all the student housing high rises has changed the whole look of downtown and brought in too many folks who don't really care about the culture of the area.	5/7/2019 7:53 AM
16	I don't always hear about events until after, and sometimes feel like it's an exclusive club.	5/6/2019 10:06 PM
17	Alleys are usually messy and often stink. Cigarette disposals need to be emptied more often or more put in busy areas.	5/6/2019 6:35 PM
18	Parking is still next to impossible downtown and keeps many away.	5/6/2019 5:15 PM
19	The panhandlers are on every corner. People don't want to go downtown because of the panhandling, parking, and safety concerns. The bird scooters just clutter up everything and the city just keeps giving them a pass.	5/6/2019 5:06 PM
20	I hate how downtown has developed over the last 8 years I've been here. The overly large, barely up to code, apartments are an eyesore compared to the older brick buildings they replaced.	5/6/2019 4:41 PM
21	It seems fairly obvious that I am not the market for downtown anymore. I assume that the new audience is much more satisfied	5/6/2019 4:28 PM
22	Wouldn't mind if there were even more bars and restaurants.	5/6/2019 4:02 PM

23	I go downtown, but am usually frustrated with parking. With all the new high-rises downtown, what was the parking plan for them?	5/6/2019 3:44 PM
24	I guess I don't know the difference between what the city does and the CID does.	5/6/2019 3:30 PM
25	Not a downtown business...would be unfair to give a grade to the CID without better understanding the constituent services provided.	5/6/2019 3:23 PM
26	It's a clique. The true entry to Columbia is the Stadium exit on 70 and 63, Rangeline or brown station road on 63 and Lake of the Wood exit on 79. Those are horrendous, the town looks like a ghetto coming in on 50% or the sides. Are walls or pine trees too hard? But nope, let's hang balls over the streets downtown and celebrate businesses that are already established and not help the failing ones in the area.	5/6/2019 3:13 PM
27	Make parking easier and maybe add shuttles for downtown. Also make pick up and deliveries easier for services with designated delivery services parking.	5/6/2019 3:04 PM
28	Downtown Columbia has become too much of a bar and pizza culture. Weekend nights downtown are typically a disaster on the sidewalks.	5/6/2019 2:43 PM
29	A lot of time money and energy are wasted on feel good mini events that will be happen with a few dozen tourists. We need more small business focus that gets all the businesses involved and makes them feel the business impact of the districts efforts.	5/6/2019 2:03 PM
30	About the same--although they are trying harder. Still. Eh.	5/6/2019 1:59 PM
31	Love to see more flags and banners.	5/6/2019 11:07 AM
32	I think downtown could be a much more vibrant place for the community with even more events, restaurants, and foot traffic. This area should be the economic hub for our community.	5/6/2019 11:00 AM
33	I think downtown could use local artists to paint some giant murals for people to take photos in front of like in Nashville.	5/2/2019 8:51 PM
34	More Parking, Trucks blocking roads for deliveries, open spaces to eat and drink outside	5/1/2019 2:39 PM
35	Enjoy the new energy with all the students. Several empty storefronts.	5/1/2019 1:40 PM
36	The CID is doing very good work overall - it's possible my issues are beyond their control. I'd like to see a greater push/easier access to recycling (I see nearby restaurants (Teller's for example) dumping glass bottles and cardboard in garbage bins all the time). And whatever can be done to keep downtown independent and chain-free would be good - incentives for the giant new buildings to recruit local businesses to their retail space?	5/1/2019 8:57 AM
37	I look forward to more comprehensive, sanitary recycling/trash receptacles and upkeep for residences and streets/businesses...and timely response to complaints thereof. Composting program would be awesome.	5/1/2019 7:25 AM
38	It's become so residential. It feels like there is less to do.	4/30/2019 8:27 PM
39	I dislike stepping around and seeing scooters on the sidewalks. Having apartment building full of students has made downtown feel like campus rather than a place student came to to use services.	4/30/2019 7:54 PM
40	Beside each trash can should be a recycling container.	4/30/2019 5:46 PM
41	I love going downtown--it has a wonderful ambience!	4/30/2019 5:04 PM
42	The sidewalks are cleaner, but now crowded with scooters and tables. The streets are in disrepair, and there are fewer parking spaces than ever. Communication as to action plans could be better. Shootings late at night downtown are a huge issue, and must be addressed.	4/30/2019 3:50 PM
43	So sad with all the student housing. The hometown feel is gone due to the large towering apartments. I am a Columbia native and got lost and disoriented when meeting friends at bambino's. Too much crime also. Parking is a mess after all these years. Also the Xmas decs are sad. Use to lite all day he street trees with white lights. It was so pretty. I want to shop local but rarely come downtown any more. I shop by mail.	4/30/2019 3:39 PM
44	There is always room for improvement	4/30/2019 3:10 PM
45	There is always room for improvement...	4/30/2019 3:01 PM
46	I feel improvements are rather biased.	4/30/2019 2:15 PM
47	Parking can be a challenge during busy periods.	4/30/2019 2:04 PM
48	The downtown is a mess. This is due in part to the rapid growth of student housing. When CID undertook a "beautification" project they installed a few, easily missed and quite ugly, metal balls over the road. Go for more GREEN! Plant more trees, find green spaces for more plantings, Get the scooters off the sidewalks... both people riding them, and where they are parked. Create parking areas for the scooters. If they are parked in other locations fine the company! Scooters should be treated the same as bikes.	4/30/2019 1:49 PM
49	most downtown events and programs don't apply to my business	4/30/2019 1:21 PM
50	With the influx of the student high-rises, the sidewalks and alleys are often littered with broken glass, vomit etc. Trash is a big issue. So are the lack of places for people to have their pets relieve themselves; their waste is killing adopt-a-spot and pocket park greenery.	4/30/2019 1:07 PM
51	There could be additional opportunities for special events/activities downtown during the off-seasons.	4/30/2019 12:57 PM
52	I would like to see less parking and more connections to public transportation downtown.	4/30/2019 12:44 PM

53	Streets should be closed to traffic for events like holiday shop hop or events where significant foot traffic is expected. A pedestrian only area would also be awesome.	4/30/2019 12:33 PM
54	I think there is always room for improvement and things continually change so it's good to never be satisfied. I feel safe downtown but am not down there often alone. As a woman I would not go downtown alone late at night so I answered no below. I feel safe in the daytime.	4/30/2019 12:33 PM
55	Rent prices are driving some businesses out of downtown. More room for outdoor seating on Broadway and the side streets would really help the downtown feel more inviting (think of Paris streets). Expanding the sidewalks and removing street parking would help a lot. Also need more public parking that is off-street.	4/30/2019 12:20 PM
56	Allowing student housing to dominate what was once a charming downtown for all ages is truly unfortunate. If I wanted to hang out on campus, I know where to find drunk students. Downtown should be for our entire community to enjoy, not for a bunch of rich white students to dominate. We need affordable housing downtown, family street festivals, more racial diversity. Instead, downtown often feels like a big fraternity party. And because of poor city planning, the students have no place to park and they use up spaces for Columbia citizens to park while taking advantage of shopping, dining and entertainment. Why not work with the University and make them provide parking and housing for students and not allow the University to pass their housing responsibilities off to private investors? What a shame.	4/30/2019 12:14 PM
57	I am frequently downtown and feel safe; however there is a perception that it is not a safe area - I'm not sure what can be done to overcome this perception.	4/30/2019 12:02 PM
58	First, please realize that not being privy to "insider" information, my replies are based solely on experience and observation. In this day of technology overload, I'm of the opinion you need to improve on face-to-face communication between CID people, retailers and your target. And as you plan your events, plug the heck out of it--making sure your coverage is evenly divided between linear/broadcast and online.	4/30/2019 11:54 AM
59	Working with city to beautify and provide increased safety	4/30/2019 11:43 AM
60	Small business can't survive, it's not safe at night, daytime panhandling is worse all the time, and it's like greek town moved into downtown with the addition of the apartment buildings. Our awesome little warm, local, safe college town downtown is no more. We have some great aspects of downtown still, but it's changed for the worse. I've been here for 25 years.	4/30/2019 11:43 AM
61	Many businesses open and then close (i.e West Main Pizza). Columbia also lacks outdoor restaurants and spaces that would bring more people downtown. The new apartment complexes for students are eyesores and have taken away many great businesses and has completely altered the Columbia skyline	4/30/2019 11:40 AM
62	Safety would be my biggest concern. With recent events I'm becoming leery to be downtown in the evening.	4/30/2019 11:39 AM
63	Too many cars use the District as a cut-through. Make the District even more walkable and help making it easier to get there by biking or public transit.	4/30/2019 11:31 AM
64	Since the CID has been developed, downtown has really blossomed. I know developers don't want to hear it, but parking truly is a problem. From a consumer perspective, we've created our own little world downtown that's tailored heavily towards people who live down here (primarily college students). Others in our community who don't live here and/or have convenient access to parking feel alienated and many have given up coming downtown. For a community that wants to be inclusive of all demographics and lifestyles, we need to figure this out.	4/30/2019 11:31 AM
65	The overall safety and reputation needs to be vastly improved, as downtown now has the reputation as being unsafe, and the St. Louis media prominently broadcasts every time something crime-related occurs in downtown Columbia. It does nothing to help with the recruitment of students to our three colleges. And, per my many co-workers, more and more local citizens feel unsafe and do not want to go downtown to shop, eat, etc. Between the lack of available parking and the increase in crime rate, that makes for an undesirable destination.	4/30/2019 11:31 AM
66	NA	4/30/2019 11:25 AM
67	I would like to see a street closure (maybe 9th south of Broadway) to increase pedestrian traffic and create a more inclusive atmosphere without cars.	4/30/2019 11:24 AM
68	Too much to list	4/29/2019 12:15 PM
69	I wonder how much effort CID does. We have several open areas in the building Renaissance Record use to be in. Craft beer cellar left. You really should consider having a map of downtown area. The map would be displayed under glass/acrylic. Like Springfield MO has. People have smart phones but you see new visitors walking around with their smart phone trying to find places. Even Shakespeares is hard to find in the new building if you are not from como	4/28/2019 11:51 AM
70	Parking can still be an issue and I'm in favor of an additional parking garage.	4/25/2019 6:35 AM
71	Tough to get an "A" without doing something big. And I have an idea for you. You're going to make some of the parking nazi's displeased with this one, but overall this would be an epic draw to downtown Columbia. I propose making Broadway a pedestrian-only street (from Walnut to Elm) using Lincoln Road in Miami as a case study/example. It's one of the best bar/restaurant/retail districts in Miami and a major draw for locals and tourists. So essentially you'd allow East-West cross traffic. But you couldn't drive north/south any more. Then... restaurants, bars, retailers, etc.. could expand to the center allowing pedestrians to walk in the streets, shop, eat/drink outside. Just would want to do some concrete work and some aesthetic brainstorming. It seriously would be incredible. And all the extra tax money brought in could pay for more parking construction. :)	4/24/2019 3:56 PM
72	Special events (sidewalk sales for example) often have too much clutter (merchandise or displays) that leave little room for the increased foot traffic.	4/24/2019 11:51 AM

73	I'm not really a fan of CIDs	4/23/2019 1:52 PM
74	I would love to see more green downtown - trees, plants, garden boxes, etc.- as well as more of a sense & celebration of Columbia's unique culture	4/23/2019 10:40 AM
75	Parking downtown is a nightmare. Short shopping trips are impossible. Citations are issued the minute a meter expires. Until the parking problem is fixed, downtown is meaningful only to students and visitors, not residents.	4/22/2019 3:42 PM
76	Need to create and promote more events Downtown to generate more traffic for businesses.	4/22/2019 8:23 AM
77	I think there are more events that can happen that would help Columbia keep pace with other similarly sized cities.	4/19/2019 3:35 PM
78	Area seems to lose some of that local feel with more chains coming in.	4/19/2019 3:23 PM
79	With all the new buildings, parking can be impossible. The Bay 1, Bay 2 meters are a great way to get a ticket.	4/19/2019 1:51 PM
80	Themes for downtown like Restaurant week really help draw a crowd. I feel downtown could really benefit from themes that would draw in an older, higher spending crowd. It is a sad reality that our downtown has not planned for a good outdoor space for groups to make it feel more vibrant. Effort to bring in ideas and perspectives from leaders outside of downtown could help with coming up with new ideas.	4/18/2019 1:19 PM
81	I'm a downtown business owner and have had little to no communication with Downtown CID. I've had my sign stolen and 9 tickets in the last 8 months. Parking is rough. I do love the downtown area and what it offers our city, but it has been tough as a business owner.	4/18/2019 12:21 PM
82	Miss the Thursday night twilight festivals. It gave us more reason to go downtown.	4/18/2019 9:56 AM
83	We hear more and more people around Columbia say the phrase, "I never go downtown." The image of downtown needs to be reinvented as a safe and vibrant place for people of all ages! At the present moment, we feel like the marketing of downtown is geared towards college students and transient festival goers and lacks an effort towards those who maintain permanent residence in the city of Columbia. (i.e. baby boomers or families with kids). Perhaps a quantifying comparison of how district funds are used to promote weekend festivals versus used to promote permanent downtown business to permanent Columbia residents is needed? We also see that some areas of downtown are getting more district-driven promotion than others, and some areas are almost completely left out. The north village arts district is getting a lot of attention, which is wonderful!!!! but the flat branch park/Broadway Diner/Shilo's/Billards side doesn't get much. Also the Cherry street Wine Cellar & Bistro/Candy Factory/Addisons/Glenns/Bangkok/U knead/Craft Beer Cellar area could use some revitalized attention. We just lost Craft Beer Cellar and Britches. Brick and mortar needs support. The businesses who employ our residents, generate income, property, and sales taxes should be a top priority! We are losing customers to Amazon and we are losing parking spaces to Uber & student housing residents. We understand that times change, but there can be a counter-balance effort to generate locally residing life-long customers, for the brick and mortar. Our downtown shopping, restaurants, services, etc. are WORTH the effort. Many of us have been in business for a very long time, but we need the customers to come to downtown in order to stay in business. (or at least in order to continue to operate our businesses downtown.) It really IS that simple. Lastly, we can see that the district is doing some really good things! We would hate to unload the "much room for improvement." paragraph without recognizing the fact that good things are being done! We are also very pleased with the local police presence downtown.	4/17/2019 10:16 PM
84	There are a few parts of downtown that have SO much potential to grow. (Ex. Walnut Street by Room 38 to La Siesta. Downtown is the heart of Columbia and it is really cool to me when I can be downtown at any time and I feel like I am around a vibrant, energetic scene. With the development of newer businesses (BossTaco, DrinkKraft, Pressed, etc.) It is starting to feel like there are more options for places to meet up, rather than just a handful. We need to help get the word out to support these local businesses/ unique businesses to help Columbia remain a diverse and upcoming city. I love it here, and have noticed The District has really stepped it up in the past year- keep it up!!	4/17/2019 7:38 PM
85	There are still far too many empty store windows and high shop and restaurant turnover. It's actually seemed to get worse over the past 5 years as the high rises have come in, as well. Finding a way to push building owners to fill their store fronts, with a maximum vacancy period or something like that, would work wonders on the image of the district.	4/17/2019 4:58 PM
86	More events and more retail	4/17/2019 4:08 PM
87	I would love to see some public bathrooms built downtown. Several parking meters are broken also.	4/17/2019 4:04 PM
88	It needs to be safer.	4/17/2019 12:12 PM
89	I think marketing for community events could be more widespread and I think the panhandling situation needs work. Other than that, I really enjoy being and working downtown.	4/17/2019 11:48 AM
90	More "free" type events in the District. Make it clearer to know if you need to pay for parking at the meters - I never know if I need to pay and if so, how long can I stay?	4/17/2019 11:13 AM

91	I'm not entirely clear on the responsibilities for CID vs other organizations but I do have good knowledge of downtown from owning a downtown business and also living downtown. As far as safety, evenings from Thursday through the weekend, downtown specifically Broadway to Mizzou can be unnerving. Several corners consistently have the same group of drunk panhandlers whom my wife and I have had a few incidents where we felt unsafe. Also large groups of drunk loud roaming college-aged men with inappropriate comments and open containers. The sidewalks are congested with both of these situations that we step aside and wait or cross the street to avoid a possible situation--add in the scooters on the sidewalks and it has become a deterrent on those nights regarding that side of Broadway. Walnut St. from 10th to College on Thursday when the college bars let out has the same issues and no police monitoring. Overall we do feel safe, but that is by knowing when and where to avoid. Downtown Columbia has a lot of heart, culture, and excitement. We have numerous committees promoting different facets of downtown, and each business promotes downtown by promoting themselves, but I don't believe there is any unified direction that has been effective enough to bring in anyone other than those that normally come downtown already. The appearance downtown has been consistent and overall looks healthy. More green spaces would be nice. The Ameren lot in the Arts District needs to be dealt with now. That part of town is growing while retaining the history of the area and should be respected. Hundreds of people visit that corner nearly every day in the Spring and Summer for events with Rose Music Hall, DogMaster, a Talking Horse theatre, and several new businesses. Even more people once the new event center opens this Summer on Walnut. These people are not the everyday downtown crowd, they are coming for events and we need to show them a clean, beautiful, safe environment so they give good reviews and come back. For whatever reason the city has to delay the development, there still is no reason for the Ameren lot to look the way it currently looks with gang signs painted on the fencing and buildings, weeds, trash, buildings and fencing falling apart. The DNR has released the lot and the city can now purchase it to make it a park, or a parking lot, or both. There really aren't any other options for it. Dumpsters and grease storage can be a lot better. Where they are located and their appearance is an issue with respect to how they affect the businesses they're nearby --with smell and cleanliness. Proximity is not as relevant, people will need to walk or drive regardless. Convenience for a few should not be as important as appearance for everyone. When I ask others, parking seems to keep lots of people away from downtown. I don't this parking is the actual problem, it's how they perceive it as a hassle. Large signs maybe, that say "Free Parking after 6 PM" on the garages and lots, and keep the small print with enforcement hours separate? Promoting and educating the times and locations and ease would be a good start. Not sure why the city charges for parking on Saturdays, really wish they would stop. Hopefully, this is info relative to what you're looking for. We love downtown Columbia and want to see it grow in an exciting, safe and clean way that we can be proud of. Thanks	4/17/2019 10:34 AM
92	Plant more trees. Encourage more retail.	4/16/2019 6:02 PM
93	The only aspect that is spot on are the guys/gals who go out and clean up the streets and sidewalks.....excellent job!!	4/16/2019 4:54 PM
94	It's not the CID that's the problem but a downtown culture that is less diverse and tends to cater to one demographic, due to the plethora of student housing in the area. Issues with parking, with cleanliness, with noise, and with the general pleasantness of the area have made downtown less appealing at certain times of the day and night.	4/16/2019 4:20 PM
95	Ongoing work necessary to fill empty storefronts, to balance everyone's needs (business, recreation, shopping, residential) and to make downtown a desirable, convenient location.	4/16/2019 3:33 PM
96	n/a	4/16/2019 2:40 PM
97	More green spaces! I live downtown and walk to work (also downtown), so I am all over downtown on foot. There are so few green spaces downtown which forces residents to let their animals go to the bathroom on or around the sidewalk. It's so gross! I often pass 2-3 piles of waste in my short 4 block walk. I know the city has been trying to work on this issue with signage and so forth, but it seems that it hasn't improved. I wish the city would offer more green spaces for residents to utilize and be stricter about ticketing offenders.	4/16/2019 2:19 PM
98	Needs lighting, more family oriented activities	4/16/2019 12:46 PM
99	Too many shootings.	4/16/2019 12:38 PM
100	I am concerned about the student housing downtown. I'm glad the development has stopped for the time being. Columbia is creating the vertical slums of its future. Developers should have been made to pay for street damage, include landscaping, set backs, and off street parking. I work at the University and getting down Locust St is almost impossible. There are always delivery trucks, Ubers or just people stopped in traffic with blinkers on, causing traffic back ups. Very bad planning on the part of the last administration and city management.	4/16/2019 12:19 PM
101	I feel that the apartments/condos have really hindered the aesthetics of the downtown area. A few complexes were fine, but the continued development of those structures and lack of parking due to these deters me from going downtown more frequently. The meters are also significantly more expensive than even larger cities, such as St. Louis.	4/16/2019 12:14 PM
102	The cleanliness of The District has gotten much better, but panhandling has gotten much worse & there is a noticeable lack of police presence.	4/16/2019 11:27 AM
103	Some of the alleyways are gross and the smell just moves through the downtown area. I love going downtown...but the odor is rough sometimes and it generally is blowing from the nasty trash-filled/grease filled alleyways. Ninth street has a bad one between the back of Tellers and the parking garage. And the alley next to Gravity behind Blue Note doesn't necessarily smell but it generally has trash blowing or laying around most weeks.	4/16/2019 11:26 AM
104	Downtown should be the heart of this city, and while I love what little art and decoration are downtown, there needs to be more culture.	4/16/2019 11:22 AM
105	It has violently lost it's charm. So sterile and pedestrian (not in a good way).	4/16/2019 11:19 AM

106	The District offers so many advertising opportunities for small businesses. The marketing opportunities are fantastic. There is still an issue with the regular transient people, pan handlers keep the customers that may already be turned off by parking from making the effort to come to the stores and restaurants downtown	4/16/2019 10:52 AM
107	I think those in charge are doing everything they can to get people more involved downtown through events and whatnot, but there is still a much needed push for more of the to get involved i.e. college students. Most of the time they just happen to stumble upon events downtown not even knowing they're happening. We have to find a way to better service and reach them.	4/16/2019 10:46 AM
108	There needs to be more support of bringing in locally owned business and less chains, keep Columbia quaint. With the increase of student housing in downtown, it deters family activity in the evenings due to public drunkenness.	4/16/2019 10:17 AM
109	"A" for effort, for sure.	4/16/2019 10:00 AM
110	The sidewalks need to be hosed down. The panhandlers are annoying and potentially dangerous. I walk down town everyday and have been asked some strange questions.	4/16/2019 9:47 AM
111	It doesn't feel like a cohesive unit. Maybe put signage at the boundaries? And please, please start marketing it as The DOWNTOWN District! It adds a geographical reference for visitors. For all they know, The District could be the campus stores.	4/16/2019 9:46 AM
112	Always room for improvement.	4/16/2019 9:44 AM
113	We need some decent holiday lighting. Fulton does a better job than we do. We need to STOP taking on-street curbside parking for every stupid idea someone has. Those are precious assets. The City squanders them with every frivolous little excuse. Protect and expand curb side parking!!!	4/16/2019 9:44 AM
114	I think if you could eliminate the parking meters downtown, you would have more people come to the downtown area to shop. It's difficult to find a space to park and have the correct amount to pay for your visit.	4/16/2019 9:41 AM
115	No complaints.	4/16/2019 9:38 AM
116	Everything feels like it caters to the university. I understand why, but it's unfortunate.	4/15/2019 11:14 AM
117	The trash is constantly overflowing in some areas, even during the week.	4/15/2019 10:15 AM
118	Need more events that promote the businesses, not just young kids walking around	4/15/2019 8:23 AM
119	There isn't a change between when we had to pay additional funds to now. Except businesses are leaving, panhandling is worse and so is parking. It seems that they only people profiting run the the CID. I wish we could see a breakdown of where our \$ is going.	4/15/2019 8:03 AM
120	Need to get the word out more about events for those of us that are not there on a regular basis	4/14/2019 5:48 PM
121	The influx of high-rise housing and student residents has overwhelmed the downtown infrastructure and changed the overall atmosphere for the worst. It might as well be Greek Town anymore. I'd honestly prefer to see homeless people panhandling than drunken rich kids passed out on the sidewalk. I am also angry to see panhandling targeted without any consideration whatsoever to the plight of homeless people. Perhaps we should be focused on providing affordable housing to the unhoused before we devote so much of our resources to making rich college kids feel welcome.	4/14/2019 8:00 AM
122	There still seems to be a lot of panhandlers during the warmer months. It would be good if someone could work with them to help them find the non-profit groups that could help them find what they need: jobs, food, a place to live, skill development, mental health services, etc.	4/13/2019 5:49 AM
123	Panhandling has become worse and the homeless are in many more places than before. There used to be a program to hand out cards for resources and facilities they could do to. Hopefully, that will be re-implemented.	4/12/2019 3:18 PM
124	The demographic of persons frequenting downtown is trending in a negative fashion. Shootings and violence are absurd and deterring of some people who call Columbia "home". The college population, or that age demographic, is also becoming extremely emboldened to defy any normally accepted decency. Ex: walking middle of streets with no regard to anyone, obnoxious behavior on sidewalks, etc.	4/12/2019 2:44 PM
125	My family and I greatly enjoy downtown Columbia, and believe the CID does a great job.	4/12/2019 2:18 PM
126	Very informative and keeping the public's attention	4/12/2019 11:13 AM
127	There is always room for improvement. Columbia is a very diverse community. Always changing, and change brings with it a need to be flexible and change with the times.	4/12/2019 8:32 AM
128	I'm very impressed by the cleanliness of downtown. Those employed to keep the streets/sidewalks clean are always so friendly too.	4/12/2019 8:17 AM
129	Overall, I love our District. But, it is important to keep moving forward. The sidewalks, in places, are rather congested with dogs tied to benches, panhandlers, and our beloved scooters. The scooters in the sidewalks are unpleasant in many ways. Marketing is outstanding. I would like to see more sponsored family-oriented weekend activities in the district. I think that it would be great to have a weekly 30-min chat with our district police officers.	4/11/2019 5:47 PM
130	The downtown is vibrant and everyone seems to be doing well in both living and working. I like the benefits of the higher density of people living downtown. It does not roll up at night after 5pm like a lot of downtowns.	4/11/2019 5:21 PM
131	Parking is really bad. Safety isn't great. I'm worried to back out of my parking space. Crossing the road is another danger. I do like some of the new stores but I don't know much about all of them and my favorite pizza place isn't there anymore!	4/11/2019 9:07 AM

132	I don't give A's. T	4/10/2019 6:25 PM
133	There needs to be more emphasis on accessibility to downtown for all Columbians. Difficulty of parking, high Broadway traffic volume, number of panhandlers, and young college students keep permanent resident visitor numbers down. Year after year construction is also a factor. There is not enough public acknowledgement and explanation of efforts to better downtown. Higher taxes in The District do not encourage retail downtown, but offer little in return to the retail sector downtown. Littering, loitering, parking violations (including crowded delivery truck parking in busy streets, personal vehicles blocking traffic for quick stops or drop offs, blocking alleys), vandalizing of property, and harassment have all been allowed to run rampant. Police presence is extremely limited, cleaning crews are inconsistent, and meter maids are the only consistent enforcement force downtown, and all they do is give tickets for expired meters and keep people from coming, or staying downtown. More effort needs to be made to make downtown welcoming, warm, fun, safe, and nearly care free.	4/10/2019 4:50 PM
134	Homeless and pan handlers on corners. Granted these people have rights too but when you walk downtown and encounter them day after day it's a huge negative for Columbia's vibe.	4/10/2019 4:37 PM
135	Too much chewing gum on sidewalks. Power wash it off! Heavy trucks from high rise apartment construction have ruined streets and intersections. Must be repaired and resurfaced. District much cleaner now with hired street sidewalk employees	4/10/2019 4:20 PM
136	I think we can only go up from where we are now! Business retention, green space, clean sidewalks and safety are all great things to improve no matter what. I feel safe downtown if it is early evening, but not late at night.	4/10/2019 4:00 PM
137	You guys are so responsive to our community! I love it.	4/10/2019 3:41 PM
138	Internet is not the best. Concerned about safety sometimes with so many drunk students at night acting up.	4/10/2019 3:39 PM
139	Services can always be improved	4/10/2019 3:22 PM
140	I have watched the environment improve. I would like to see the 1st night activities return. New Years Eve was a great activity.	4/10/2019 3:15 PM
141	As a resident of Columbia, there are several programs listed above that I don't know about. I feel like communication or notification could be better so I might know what all that the District has to offer.	4/10/2019 2:46 PM
142	The increased number of students living downtown and their pattern of use of food and drink locations makes it difficult to get to and from the iconic cultural landmarks which are mostly frequented by a different/older clientele. Downtown Columbia can not be everything to everybody. I vote for the iconic, niche, and culturally rich locations. That's far more enduring than street level franchises.	4/9/2019 1:46 AM
143	The perceived lack of safety, 24/7 panhandling, and the increase in weekend shootings downtown leads to a very negative image of Columbia to those who live outside the city limits. This poor image impacts not only the city of Columbia, but affects the recruitment of students wanting to attend college here, which is obviously one of the main drivers of the economy for all of Boone County. The St. Louis Post-Dispatch loves nothing more than to shine a negative light on Columbia at every opportunity it gets, and never misses the opportunity to report on shootings, etc.	4/8/2019 8:50 AM
144	Not sure what CID can do but yelling, drunken, cursing young people make going downtown an unattractive choice for our family. My kids attend Locust elementary and the amount of empty bottles, broken glass, used condoms, etc on the streets near the school (intersection of Hitt and Locust) have at least doubled since the building of the nearby apartments. A group of parents meets after Monday morning dropoff to clear the liquor bottles and condoms off the playground before first recess.	4/7/2019 11:54 PM
145	There's always room for improvement. I enjoy downtown in spite having to park far away from desired locations. It's so nice to have a busy downtown with a variety of offerings.	4/7/2019 12:58 PM
146	Business equity from the District	4/7/2019 11:29 AM
147	It seems like businesses are closing. Would love to see the district attract some new businesses and activities.	4/6/2019 9:08 AM
148	Restraints and stores are constantly turning over. The parking is a hot mess!	4/6/2019 7:10 AM
149	Too many loud, drunk students on the weekends. We stay away from downtown as much as possible. I refuse to use the parking garage after dark. Parking is difficult.	4/5/2019 5:38 PM
150	I think the CID does its best but really are having a hard time keeping up with the mess and chaos of the student population. It's hard to get excited to go downtown at night and be thrust into a throng of drunk students — if you can even find a parking spot.	4/5/2019 12:27 PM
151	There have been some great things happening downtown. I know about them because I follow it and support it, but when I talk to people about events/efforts/etc. they never know. PROMOTE MORE! Take on volunteers to act as a focus group for events such as restaurant week, any advertising you plan to do, etc. to bounce ideas off of.	4/5/2019 12:25 PM
152	CID does a great job! We are very grateful to have these resources.	4/5/2019 11:37 AM
153	It would be cool to see more small businesses downtown and less student housing. Perhaps some smaller market stores / grocery stores so people without a car can easily access food / essentials? I think the overall image is skewing toward high-rise student apartments and it's alienating a lot of people. But the CID is rad and does a lot of good work!	4/5/2019 10:46 AM
154	parking is an issue/expense	4/5/2019 7:55 AM

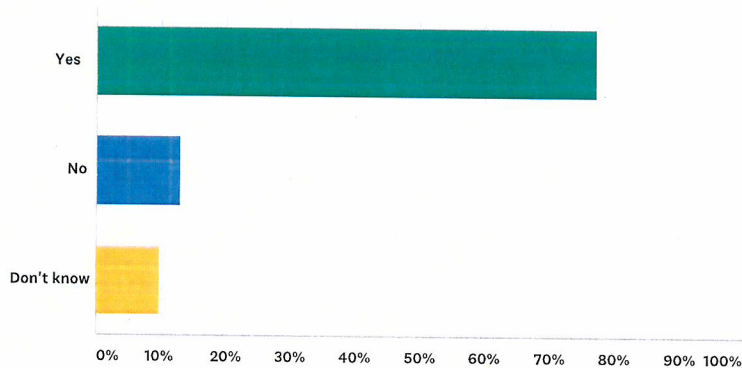
155	The problems downtown aren't caused by the CID, they're caused by issues the CID can't control, primarily the grotesque overabundance of student housing that turns the whole thing into a big stupid frat house.	4/5/2019 7:08 AM
156	Grease in some alleys remain a problem. Dog feces is often on sidewalks. Parking is a problem.	4/5/2019 6:58 AM
157	It seems like a lot of businesses have closed recently - unsure if this is typical or just something I noticed because they were places I shopped more than others.	4/5/2019 6:30 AM
158	A lot of businesses have closed lately and I'm concerned about that. Also with the increase in "student" housing downtown it's much messier and feels less safe in the late evening and in general it's not as nice downtown as it would be with less student housing.	4/4/2019 10:53 PM
159	Too many apartments no hometown feel	4/4/2019 10:01 PM
160	parking is a huge issue	4/4/2019 9:55 PM
161	Downtown is such a vibrant community that is supportive of its customers and business owners.	4/4/2019 9:42 PM
162	Parking is terrible!	4/4/2019 9:26 PM
163	Parking is a nightmare, garages filled with student parking and is very frustrating	4/4/2019 8:50 PM
164	Our downtown has some gems, but it's fairly small and boring. It doesn't look very appealing and needs more diversity.	4/4/2019 8:47 PM
165	My complaints are really with the huge apartment buildings all over downtown targeted to only one demographic (young/students/Caucasian). That was mostly caused by decisions b4 5 yrs ago. Many of the businesses I love downtown struggle, and I think it is b/c we aren't doing well attracting more people besides the students.	4/4/2019 8:10 PM
166	Gateways project was a WONDERFUL addition to downtown. Kudos to your investment in big, public art! I think we as a community need to be honest that cars and driving are a permanent part of our culture. I would expect my downtown stakeholders to continue to demand that new construction include more parking as part as a larger percentage of any project. We need to be honest with ourselves that MU students and their housing needs are a part of the downtown and temporary residents bring cars with them. And no parking or residential should be permitted on any ground/1st floor of a new building. Ground floors should be reserved for commercial and public spaces. And please encourage the police department to get out of their big SUVs and do some laps on foot around the bars as closing time nears Thurs.-Saturday. This simple presence, I think, would help curb a lot of the juvenile, intoxicated, and violent behavior of primarily college aged people.	4/4/2019 7:06 PM
167	Downtown could be an excellent place for community engagement, but it doesn't seem like there are as many events/activities downtown as there used to be.	4/4/2019 6:44 PM
168	Need to clean up the activities at 10th and Broadway at night. Being hassled and do not feel comfortable.	4/4/2019 6:31 PM
169	Panhandling is an issue that needs to be addressed. Also have had homeless spend the evenings in our foyer. Otherwise, really good shape.	4/4/2019 5:16 PM
170	Would like to see more diversity in shopping opportunities although several new businesses make downtown more interesting, e.g. Skylark, coffee shops, Speckled Frog, Olive Oil Co.	4/4/2019 4:37 PM
171	Please control the placement of the scooters better. While I support non automotive means of transportation, scooter block sidewalks	4/4/2019 4:36 PM
172	Drunken college students have taken over downtown and driven out the cool down to earth people. Locals have also commented to me on this. > the giant apts are the problem. Also, we need more public art.	4/4/2019 4:32 PM
173	I really dislike all the tall apartment buildings downtown. What will they look like in 20 years? Will they age well?	4/4/2019 4:14 PM
174	More outdoor places to eat More whole food restaurants Many unoccupied spaces	4/4/2019 3:37 PM
175	I feel like the looming luxury student housing took away some of the charm of downtown. I wish there were more downtown businesses with good patios/outdoor spaces. It seems like certain segments of the community don't feel welcome downtown.	4/4/2019 3:23 PM
176	we don't think much about it. we went downtown as college kids but now that we're grown we don't go down there as much. most of the time we just hang out at home, watch tv and work during the day. We do go out and do things, but mostly in KC and St Louis. After seeing this I clicked to see some of the things you've been up to and honestly had no idea half that stuff was going on in the district. we probably should come down more but parking is a hassle and I wouldn't want to be down there after 10:00.	4/4/2019 3:05 PM
177	I use a small office downtown to store production gear for a film company. With the growth of student housing and high rise apartments, I'm seeing the availability of low-cost space for a business person like myself shrink. I love downtown for it's eclectic environment and thrumming energy. I'd like to see the area remain economically viable and open to businesses of all sizes, especially organizations and nonprofits.	4/4/2019 2:59 PM
178	Getting by just fine but not creating innovative change and betterment	4/4/2019 2:55 PM
179	There needs to be more general all around stores to shop in. The mini Wal-Mart was nice but no longer there.	4/4/2019 2:52 PM
180	There needs to be more effort put into getting scooters OFF the sidewalks. That's a more common safety threat than 1:30am gunfire. I have honestly dodged being hit 3 times. One girl was operating her phone while zipping towards me!	4/4/2019 2:44 PM

181	Fewer family-oriented activities than when I first came 20 years ago. No more Twilight Fests (First Fridays are good), drunken hoards of students keep families and adult locals away from downtown at night. I try to get out of downtown by 8pm to avoid crowds of inebriated students. After 10 is an absolute zoo.	4/4/2019 2:38 PM
182	Could be cleaner	4/4/2019 2:33 PM
183	Too many bars and not family friendly in the evening	4/4/2019 2:32 PM
184	Downtown is awesome and the CID has done a great job. The crime/safety myth about Downtown hurts but those of us who spend most of our time here know it's not true.	4/4/2019 2:30 PM
185	Vibrant. Empty storefronts. Delivery trucks a nuisance.	4/4/2019 2:29 PM
186	Please do something about the panhandling! It makes Columbia look TERRIBLE! Also, there is A LOT of trash along the MKT trail that needs to be removed. Again, this is a place we encourage visitors to visit and it looks terrible.	4/4/2019 2:24 PM
187	Presentation and first impressions are everything. It's like curb appeal. Someone should be power washing the sidewalks at least one every two weeks. One of the worst is Tellers; their sidewalk entrance is basically black, the outside seating sidewalks are grungy. The (formerly) nice tile seating and planter boxes in front of Landmark are no becming an eyesore due to missing tiles (chipped off by?). Some storefronts need refreshing (paint, stain) The country western bar façade stain is now looking terrible. The regular homeless around Broadway and 9th and 10th discourage the public from walking by. Can't we enforce vagrancy and loitering laws anymore. Seen same people for several years now.	4/4/2019 2:19 PM
188	1. Safety - for all individuals, especially children or people NOT traveling in groups. 2. Increased police presence and increased interaction between the police and citizens would improve not only citizens' safety, but also the 'perception' of safety.	4/4/2019 2:12 PM
189	I enjoy coming downtown for events, eating, & socializing. I've never been afraid...but also watch my surroundings. The sidewalks are always clean. I'm happy for the opportunity to pay the meter with my cellphone app, that helps. I enjoy Columbia...I have lived here many years.	4/4/2019 2:01 PM
190	Business downtown are making money off of the abuse of alcohol. Drink specials are ridiculously cheap.	4/4/2019 2:01 PM
191	Always room for improvement ;)	4/4/2019 2:00 PM
192	The CID has taken a very narrow focus to promotion and marketing. Brick and mortar retail is struggling in the current economic climate and the CID has done little to expand the marketing opportunities for businesses beyond the core Broadway/9th corridor. Much more effort needs to be placed on recruiting and retain loyal District shoppers not just occasional/seasonal shopping. More needs to be done to distinguish small/unique business from big box, chain and not locally owned.	4/4/2019 1:58 PM
193	some areas need better lighting. lack of police presence b/w 8-midnight. could definitely have more events/activities downtown.	4/4/2019 1:57 PM
194	I work with businesses and those downtown really don't see a lot of added value provided by the CID. I think the effort to keep things clean and tidy is good, I would like to see improvements to infrastructure to make the whole thing more attractive.	4/4/2019 1:53 PM
195	The number of businesses that cater to city residents as opposed to students is on the decline. This saddens me. I was flyering the other night and the number of businesses that had moved or have posted a pending more was startling to me. How can we turn this around?	4/4/2019 1:49 PM
196	Would like to see less vacancies - there's room for even more unique shops and restaurants!	4/4/2019 1:48 PM
197	The city part is nice and clean. It is not clean by the apartment buildings; we regularly have to walk around trash, dog poop, and vomit. And there's less parking. Yes, we know there are garages, but you don't want to deal with one to just pop in a store and grab a donut or a single item. And the 10th and Cherry garage never has spots so you can see a movie at Rag Tag.	4/4/2019 1:48 PM
198	There are too many student apartments, making the atmosphere sterile rather than vibrant. Also, it feels unsafe to walk anywhere after dark.	4/4/2019 1:40 PM
199	I feel events you promote are biased.	4/4/2019 1:40 PM
200	Student housing has ruined downtown	4/4/2019 1:34 PM
201	attentive to our needs and concerned about our overall wellbeing and success.	4/4/2019 1:31 PM
202	I worked downtown 20 years ago, moved from Columbia, and came back. Overall, the CID has been consistent and helpful, but I'm not sure many gains have been made in that time.	4/4/2019 1:30 PM
203	NA	4/4/2019 1:28 PM
204	No.	4/4/2019 1:28 PM
205	Way too many homeless people! I don't feel comfortable walking to my car before or after work. I always am approached	4/4/2019 1:28 PM
206	I like that Columbia is growing and becoming more of a real city	4/4/2019 1:05 PM
207	it feels like there are businesses leaving, more crime and panhandling, and just not a good fun vibe anymore. the website is terrible, but social media is pretty good. Seems like events are hit and miss, but the big festivals get lots of attention, but frankly are the worst time to really shop. Not a sense of community down town.	4/4/2019 1:00 PM
208	So many vacancies.	4/4/2019 12:59 PM

209	All the new apartment dwellers and bars offering drink specials really bring down the abilities for families and adults to enjoy downtown	4/4/2019 12:52 PM
210	There needs to be more communication personally with businesses. And I am very concerned with the number of businesses closing or move out of downtown. And the number of vacancies.	4/4/2019 12:15 PM

Q5 Do you feel safe downtown?

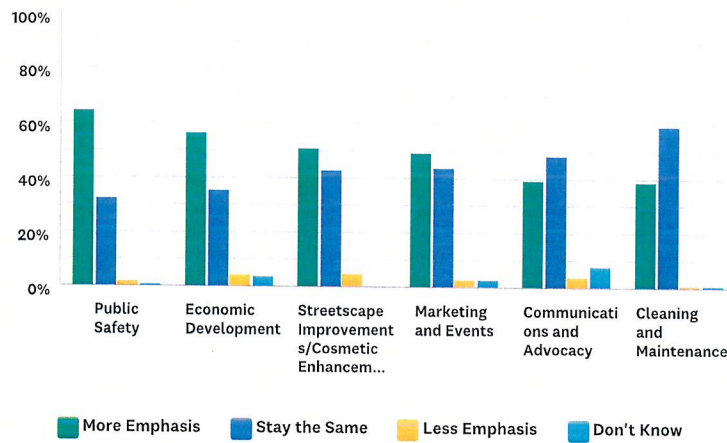
Answered: 470 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	77.23%	363
No	12.98%	61
Don't know	9.79%	46
TOTAL		470

Q6 Of the following services currently provided by the Downtown CID, do you feel more or less emphasis should be allocated over the next several years?

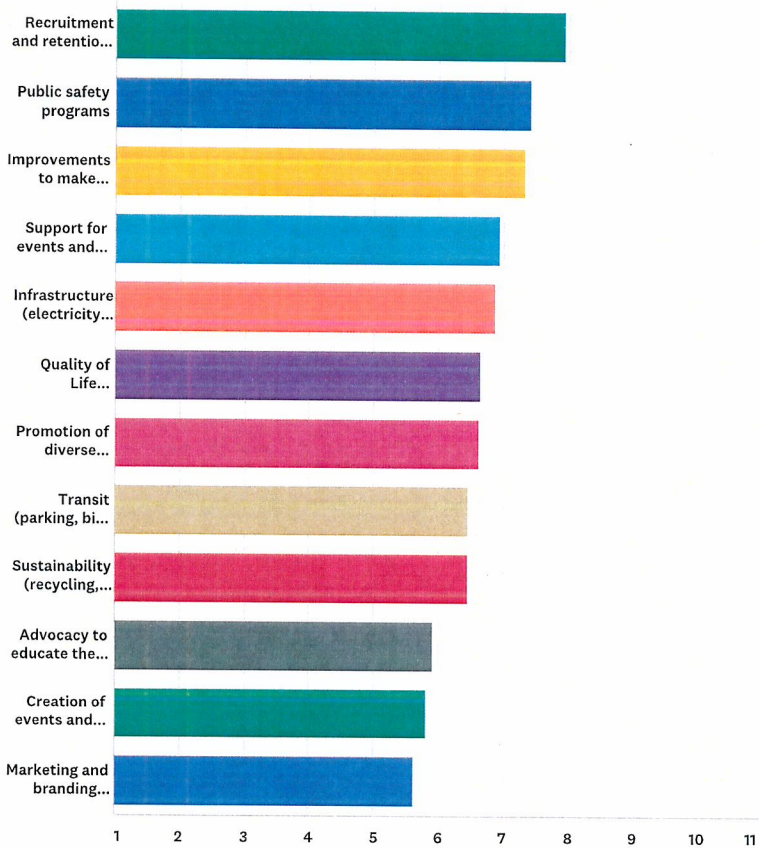
Answered: 403 Skipped: 71



	MORE EMPHASIS	STAY THE SAME	LESS EMPHASIS	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Public Safety	64.74% 257	32.49% 129	1.76% 7	1.01% 4	397	1.39
Economic Development	56.64% 226	35.34% 141	4.26% 17	3.76% 15	399	1.55
Streetscape Improvements/Cosmetic Enhancements	50.87% 205	43.18% 174	5.21% 21	0.74% 3	403	1.56
Marketing and Events	49.50% 199	44.03% 177	3.23% 13	3.23% 13	402	1.60
Communications and Advocacy	39.30% 158	48.51% 195	4.23% 17	7.96% 32	402	1.81
Cleaning and Maintenance	38.79% 154	59.70% 237	0.76% 3	0.76% 3	397	1.63

Q7 There are several opportunities where we could focus our energy, resources, and funding over the next several years. Please rate the following project and program opportunities on a scale of 1 to 11 (1 = most important, 11 = least important).

Answered: 395 Skipped: 79

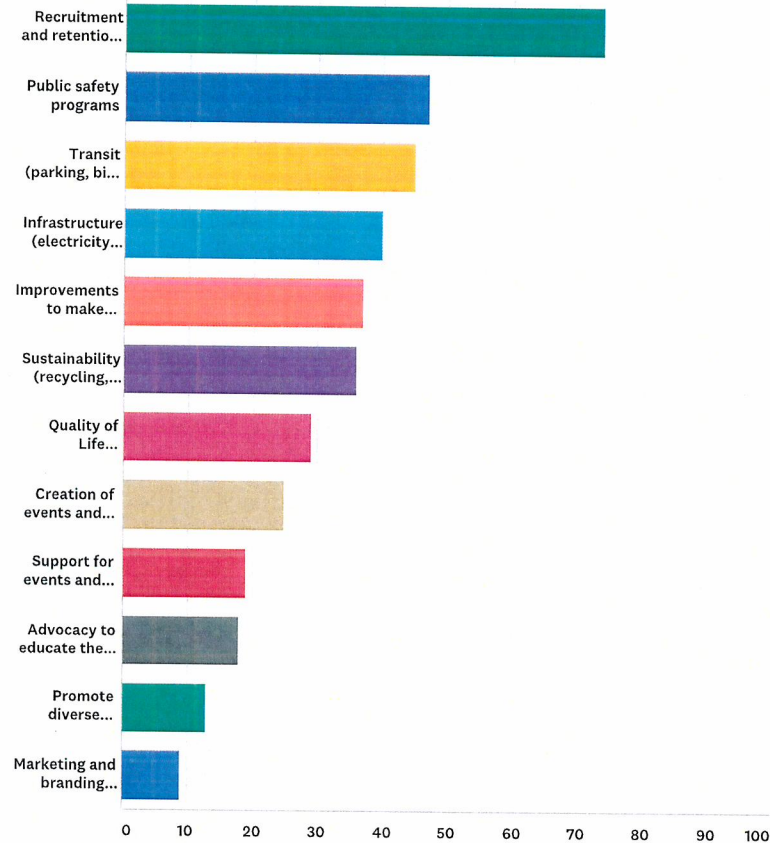


	1	2	3	4	5	6	7	8	9	10	11	12	N/A	1
Recruitment and retention to attract new businesses	15.97% 57	10.64% 38	8.68% 31	15.41% 55	9.52% 34	8.68% 31	5.32% 19	6.72% 24	6.72% 24	5.04% 18	3.08% 11	3.36% 12	0.84% 3	
Public safety programs	16.44% 60	8.49% 31	7.67% 28	9.04% 33	7.12% 26	7.67% 28	15.07% 55	6.58% 24	6.30% 23	4.38% 16	4.93% 18	5.48% 20	0.82% 3	
Improvements to make downtown more attractive (i.e. wayfinding signs, streetscape, banners, etc.)	15.43% 56	6.61% 24	10.74% 39	6.34% 23	9.37% 34	11.29% 41	7.99% 29	7.99% 29	4.96% 18	7.16% 26	7.99% 29	3.03% 11	1.10% 4	
Support for events and festivals (True/False, Unbound Book Festival, Roots n Blues)	5.29% 19	6.41% 23	8.08% 29	11.70% 42	11.98% 43	17.27% 62	6.96% 25	10.03% 36	8.08% 29	5.57% 20	4.46% 16	3.62% 13	0.56% 2	

Infrastructure (electricity, sewer, water, curbs/gutters, etc.)	12.57% 47	14.17% 53	8.56% 32	6.42% 24	6.15% 23	6.42% 24	5.61% 21	6.15% 23	4.55% 17	5.35% 20	16.58% 62	6.68% 25	0.80% 3
Quality of Life enhancements (ie, parklets, popup parks, buskers, public art, etc.)	4.96% 18	8.54% 31	8.26% 30	7.16% 26	10.74% 39	10.47% 38	9.64% 35	12.95% 47	11.29% 41	6.61% 24	6.06% 22	3.03% 11	0.28% 1
Promotion of diverse development projects throughout The District	6.35% 23	7.46% 27	11.33% 41	9.39% 34	6.63% 24	7.46% 27	9.12% 33	10.77% 39	7.46% 27	6.91% 25	7.18% 26	6.63% 24	3.31% 12
Transit (parking, bike shares, scooters, bus systems, walkability, trails, etc.)	5.42% 20	10.03% 37	11.38% 42	6.23% 23	4.34% 16	8.13% 30	8.94% 33	8.94% 33	16.80% 62	7.05% 26	5.96% 22	5.96% 22	0.81% 3
Sustainability (recycling, green space, energy use, local foods, etc.)	8.29% 31	6.68% 25	10.16% 38	9.63% 36	8.56% 32	5.35% 20	7.49% 28	6.15% 23	7.49% 28	16.31% 61	7.49% 28	5.88% 22	0.53% 2
Advocacy to educate the city and region on the importance of downtown	5.03% 18	9.78% 35	5.59% 20	6.98% 25	7.26% 26	5.31% 19	10.06% 36	8.66% 31	7.54% 27	10.34% 37	11.45% 41	10.06% 36	1.96% 7
Creation of events and festivals (Shop Hops, Living Windows, Restaurant Week, etc.)	6.23% 24	9.09% 35	7.53% 29	7.27% 28	6.75% 26	5.71% 22	8.31% 32	4.42% 17	7.27% 28	9.61% 37	8.83% 34	17.92% 69	1.04% 4
Marketing and branding programs for The District	2.82% 10	4.23% 15	5.92% 21	6.48% 23	14.37% 51	8.17% 29	4.79% 17	10.70% 38	8.73% 31	10.99% 39	10.42% 37	10.42% 37	1.97% 7

Q8 Given that we must use our limited resources and funding most effectively, which one of the previous projects or programs are most important to you as we move forward?

Answered: 392 Skipped: 82



ANSWER CHOICES	RESPONSES	
Recruitment and retention to attract new businesses	18.88%	74
Public safety programs	11.99%	47
Transit (parking, bike shares, bus systems, walkability, trails, etc.)	11.48%	45
Infrastructure (electricity, sewer, water, curbs/gutters, etc.)	10.20%	40
Improvements to make downtown more attractive (i.e. Gateways, streetscape, banners, wayfinding signs, etc.)	9.44%	37
Sustainability (recycling, green space, energy use, local foods, etc.)	9.18%	36
Quality of Life enhancements (ie, parklets, pop up parks, buskers, public art, etc.)	7.40%	29
Creation of events and festivals (Shop Hops, Living Windows, Restaurant Week, etc.)	6.38%	25
Support for events and festivals (True/False, Roots n Blues, etc.)	4.85%	19
Advocacy to educate the city and region on the importance of downtown	4.59%	18
Promote diverse development projects throughout The District	3.32%	13
Marketing and branding programs for The District	2.30%	9
TOTAL		392

Q9 If there was one action, program or project you'd suggest to improve Downtown Columbia, what would it be?

Answered: 228 Skipped: 246

#	RESPONSES	DATE
1	Efforts to keep young professionals in Columbia. Look at what Tulsa, OK is doing to keep young professionals and businesses thriving in their downtown. Keep MU's talent here. Provide incentives. We are better than a GOOD place to live. We are a GREAT place to live and we should market it as such!	5/7/2019 10:32 PM
2	Beauty of sidewalks and businesses and safety especially at night and elimination of panhandlers .	5/7/2019 1:11 PM
3	attracting new businesses that are unique to downtown and can appeal to everyone (students and residents).	5/7/2019 11:29 AM
4	Rooftop solar arrays on all downtown properties.	5/7/2019 10:40 AM
5	more garbage and recycle cans	5/7/2019 10:37 AM
6	Solar energy systems on all of the sunny roof areas.	5/7/2019 10:34 AM
7	Add more ethnic diversity to business downtown, and a verity of unique upscale and downscale shops.	5/7/2019 9:54 AM
8	Anything to draw more of a diverse crowd into the area, a wider variety of businesses and restaurants, including types of entertainment. It's alarming and disconcerting how few people I see that look like me when I'm traversing through the area. These groups are spending money, but not in the district.	5/7/2019 9:52 AM
9	Increased FREE events (concerts, movies, 'FOOD samples from local restaurants', festivals), etc.	5/7/2019 9:49 AM
10	Get rid of the gateway idea and instead, plan a park that generates revenue rather than costs money. I suggest a food truck park with playground for adults and kids alike with picnic tables and entertainment spaces. The license to sell food in the park would help pay for it and the taxes generated would continue the program.	5/7/2019 9:37 AM
11	Public safety after hours.	5/7/2019 9:36 AM
12	Get rid of the Bird scooters! They are a nuisance.	5/7/2019 9:30 AM
13	Develop a new monthly activity/festival to bring people downtown.	5/7/2019 8:28 AM
14	Stop building crappy student apartments	5/7/2019 8:08 AM
15	More retail business'	5/6/2019 11:15 PM
16	Columbia needs a more present and specific identity, a creative concept that will repeat throughout the city in various visual deliveries. The city needs to prioritize healthy, entertaining and inviting spaces for visitors and residents to congregate and invest more of their leisure time and by default stimulate the economy. A balance between space utilized to nurture a diverse pool of businesses and pleasant clean creative spaces to congregate.	5/6/2019 8:58 PM
17	No more student housing!	5/6/2019 6:40 PM
18	Protected bike lanes	5/6/2019 6:05 PM
19	Stop delivery trucks blocking road	5/6/2019 4:55 PM
20	Make downtown real estate developers (residential) educate their tenants about being good neighbors and citizens of a small city. They are ruining downtown with trash, vomit on sidewalks, and parking.	5/6/2019 4:52 PM
21	Housing for adults.	5/6/2019 4:33 PM
22	Increase gender neutral bathrooms	5/6/2019 4:30 PM
23	better parking. There should have also been a comment box after #5. I checked that I feel safe downtown, but it's because in the interest of safety I'm usually there at happy hour time and not later in the evening.	5/6/2019 3:48 PM
24	Can't decide: Rein in the bros, or make it affordable for small local businesses to get a foothold.	5/6/2019 3:43 PM
25	Continue to promote downtown-specific look/feel with consistent infrastructure, streetscape, boundary definition, etc.	5/6/2019 3:34 PM
26	Find a way to bring other events into the downtown, that are forced into the outskirts of town, like that Beer fest out by Aria apartments, or meatpalooza	5/6/2019 3:23 PM
27	Transit	5/6/2019 3:06 PM
28	Too much of your advertising assumes people already care about things going on downtown. It makes the assumption you already know I love the district so come to whatever random event. The district needs more people to care about the district they need more people to come down on a Tuesday to shop or to have a lunch, visit businesses or live. It's nice To promote events but small businesses need people to shop there loyally not just seasonally	5/6/2019 2:14 PM
29	Must be safe	5/6/2019 11:40 AM
30	Illuminated sculptures	5/6/2019 11:12 AM

31	Park/ green space. Less ugly huge apartment condos.	5/3/2019 10:19 AM
32	Quit building so many new buildings and tearing down old ones. Renovate not remove	5/2/2019 10:50 PM
33	Using local artists to paint murals on the sides of downtown buildings with hashtags so people can take pictures in front of them like in Nashville. It would be a great way to add art to the district, utilize local talent, and market Columbia all at the same time!	5/2/2019 8:58 PM
34	Stop building student housing.	5/2/2019 1:22 PM
35	Make parking easier! All apt.s should provide separate parking at their expense. Parking is too expensive and too confusing (garages and double meters). Parking garages should have a good amount of public parking. We paid for the one by the post office. Hardly any public access. Stop taking property taxes for business parking.	5/2/2019 12:44 PM
36	Get black used gun off sidewalks!	5/1/2019 2:46 PM
37	Have a few pedestrian only streets	5/1/2019 2:45 PM
38	A registered busker program, with honoraria.	5/1/2019 1:44 PM
39	Improve the pedestrian areas. The infrastructure and public spaces need to be attractive and accessible. People need to feel good about just being downtown. The "gateways" over the streets in N Village and Sharp End are too little and so random as to not be noticeable, impactful or meaningful. If the Downtown CID is going to do something, it needs to be all in and budget sufficient resources to make a difference - not make a half-hearted effort.	5/1/2019 12:13 PM
40	Hire a city planner	5/1/2019 9:01 AM
41	More foot patrol police officers, or uniformed bouncers	5/1/2019 7:12 AM
42	Make parking for downtown workers affordable and accessible	4/30/2019 10:26 PM
43	Summer events	4/30/2019 8:33 PM
44	Signage with character. Painted light boxes are attractive and ende graffiti on them.	4/30/2019 8:00 PM
45	A greener downtown—more encouragement for recycling, limited tolerance for single use/disposable items, any new structures need a green space requirement	4/30/2019 6:00 PM
46	Plant more trees.	4/30/2019 5:07 PM
47	Sustainability	4/30/2019 4:49 PM
48	Work with the City to provide more urban landscaping.	4/30/2019 3:55 PM
49	Traffic continues an issue.	4/30/2019 3:49 PM
50	Parking	4/30/2019 3:18 PM
51	More walkable, less traffic, and more infrastructure for scooters and bikes.	4/30/2019 2:22 PM
52	Infrastructure. Everything is cosmetic; isn't that so obvious?!	4/30/2019 2:19 PM
53	Campus partnership	4/30/2019 2:02 PM
54	Get students under control! Now that students live downtown and have pets they are allowing them to crap and pee everywhere! They don't value this community and expect us to clean up after them!	4/30/2019 1:53 PM
55	Our infrastructure could use improvement. Streets and sidewalks should be maintained and not littered with scooters and "art," one has to walk around.	4/30/2019 1:32 PM
56	Make it easier and affordable for residents, employees and visitors to come to and park downtown (or get there without a car).	4/30/2019 1:14 PM
57	Benches to be able to sit outside on nice days. Keeping alleys clean, esp the one between 8th and 9th	4/30/2019 1:09 PM
58	Stop building apartment buildings. Our downtown has lost its beauty with the addition of high rise apartments and garages.	4/30/2019 12:57 PM
59	Focusing on the accessibility aspect of downtown. Keep pushing for improvements for those who walk, bike & use transit rather than those who "need" more parking.	4/30/2019 12:53 PM
60	Encourage recycling	4/30/2019 12:46 PM
61	Change parking hours to be more visitor friendly....eliminate parking charge after 5:00 or 5:30	4/30/2019 12:45 PM
62	Greenspace, parks, more pedestrian only areas	4/30/2019 12:40 PM
63	Sustainability and promoting less car traffic.	4/30/2019 12:37 PM
64	Improving pedestrian friendliness, and outdoor seating.	4/30/2019 12:23 PM
65	Do not allow any more student housing and support affordable housing for all in the district. Force students to park in structures on campus.	4/30/2019 12:20 PM
66	no more growth without better water, sewers, etc.	4/30/2019 12:19 PM
67	more public art (murals, freestanding, art on buildings) and a GIANT FERRIS WHEEL to attract visitors/tourists downtown.	4/30/2019 12:02 PM
68	Push strength and performance of downtown, combining a summary explanation of how its importance, history and future is so vital to growth of Columbia and its primary/secondary markets. Use the space you have to include what's being done to keep the area clean and safe as it moves confidently toward the future.	4/30/2019 12:01 PM

69	Make downtown more accessible for those without/not using cars	4/30/2019 11:53 AM
70	Work to make planter's similar or coherent.	4/30/2019 11:47 AM
71	Restaurant Week is not done right in Columbia. Take a look at Kansas City or Baton Rouge for exemplars. Menus should be of new or exciting items to try. Not the same old same old.	4/30/2019 11:43 AM
72	Cameras	4/30/2019 11:43 AM
73	Since everyone is worried about parking. It would be neat and possibly less expensive to use the largest garage behind city hall to offer "free parking" to visitors and then have a trolley that drives in a loop around downtown with a little pull lever where people can get off/on. It would make it more of an experience for visitors and make the parking situation less of an issue for outsiders. If done right, it could be charming and a real asset to downtown.	4/30/2019 11:37 AM
74	Safety and parking	4/30/2019 11:34 AM
75	Somehow to keep the panhandlers off every corner. It is a nuisance when walking downtown. Maybe have a stronger police showing during the day like you do at night	4/30/2019 11:31 AM
76	Better restaurants, French, Italian, German	4/30/2019 11:28 AM
77	Addition of a pedestrian walk way by closure of a street.	4/30/2019 11:27 AM
78	Roots and blues is no longer a downtown event	4/29/2019 12:19 PM
79	Try to keep some business in the store front or rentable space. You don't want that ghost town effect	4/28/2019 12:01 PM
80	More parking and public art. Thanks for keeping the District clean! Provide a fun educational opportunity for Columbia residents to learn about the historical significance of various buildings and street corners downtown. Example: William Jewell's house/office/hospital was at the NW corner of 6th & Broadway.	4/25/2019 6:58 AM
81	Already mentioned the pedestrian street. But also must get rid of panhandling somehow. It is a bother to me every day. It's the one eye-sore we have. No one should ask me for money every single day and it's happening.	4/24/2019 4:00 PM
82	Try to get the north side of Broadway as vibrant and active as the south side. It seems like most activity (except the arts area) is on the south side, and people feel safer there as well.	4/24/2019 11:56 AM
83	Promoting Columbia's "green living" & sustainability culture through trees, plants, recycling, solar lighting, use of renewable resources, etc.	4/23/2019 10:44 AM
84	Improve the parking situation. Get rid of the meters altogether. Eliminate the special "short time" meters too.	4/22/2019 3:46 PM
85	Create or partner with the city for a Green Roof Initiative requiring new developments or additions on buildings 25,000 square feet or more to install a living (or "green") rooftop garden that may also include solar panels.	4/22/2019 3:01 PM
86	Creating more events Downtown	4/22/2019 8:27 AM
87	Control the underage drinking	4/19/2019 3:43 PM
88	Make it more family friendly. With students so close, I only get to enjoy downtown when they're gone for the summer. If there were more family friendly places, like restaurants and shops, I would feel more welcome. I sound VERY old saying that. Sigh.	4/19/2019 3:29 PM
89	Moratorium on apartment buildings and demolition of vintage buildings!	4/19/2019 1:58 PM
90	Parking education to make it easier to park downtown in the evenings and weekends.	4/18/2019 7:42 PM
91	Recruit a wider variety of businesses	4/18/2019 4:48 PM
92	Look to places like Lincoln, NE that have developed a strong downtown, Haymarket, and connected the rest of the city through trails and easily navigated street. Downtown is a destination for those not on campus. Make it easy, make it attractive, and bring in businesses that complement, not just more clubs, bars and fast food.	4/18/2019 1:24 PM
93	Give small business owners some help with being able to stay downtown, ie parking, tax incentives ect?	4/18/2019 12:25 PM
94	Special event reasons to come shop, drink and eat downtown	4/18/2019 10:03 AM
95	Market & Advertise to Columbia MO residents who are not currently frequenting downtown. Bring new customers to downtown. Do a survey to the whole community with questions like "do you ever eat, shop frequent downtown?" "why or why not?" See what they say!	4/17/2019 10:33 PM
96	More support for the local businesses that may not have the best marketing they deserve... more events to get people out and about/ nightlife events to help support	4/17/2019 7:42 PM
97	Push for lowered rents on businesses. Too many empty fronts and for lease signs makes downtown look unhealthy despite the clean sidewalks and signage.	4/17/2019 5:05 PM
98	More events	4/17/2019 4:25 PM
99	Have another restaurant week in the summer!	4/17/2019 4:09 PM
100	put more pressure on bad/cheap landlords to update their properties...think forward...spend some money to make money...build specific areas for the scooters not scattered	4/17/2019 3:38 PM
101	having a designated area such as flat branch park or similar to promote more events or concerts without interfering with traffic flow etc.	4/17/2019 1:19 PM
102	More green space	4/17/2019 12:03 PM

103	More aggressively address panhandling	4/17/2019 11:53 AM
104	Improve attractiveness by confronting the evening college-aged drunkenness and panhandler problem, add more green spaces, conceal dumpsters and grease including alleyways, better signage for parking that promotes free parking, monthly pole banners by district that create a festive environment and art or signage that spans the street to denote the district you're in.	4/17/2019 10:46 AM
105	Improve safety and help rid the negative image associated with downtown since there has been a big increase in violent crime widely reported on in the last several years.	4/17/2019 8:33 AM
106	Less apartments and more parking!	4/16/2019 8:52 PM
107	9	4/16/2019 6:04 PM
108	Public safety	4/16/2019 4:57 PM
109	Working hard to sustain and bolster the downtown anchor businesses, those that have been in The District through thick and thin. Put this above recruiting new businesses, even, and when recruiting new businesses go for those locally owned and operated "shop local" style businesses and less on national and regional chains. Also, somehow find a way to make space downtown for a diverse demographic (age, ethnicity, social class, and economic class) of shoppers, diners, etc. Everyone is moving to south county (with a second business that might end up being their only storefront). We want downtown back.	4/16/2019 4:26 PM
110	A safer environment after dark, especially in and around parking garages	4/16/2019 3:38 PM
111	safety	4/16/2019 2:29 PM
112	Make it family friendly	4/16/2019 12:56 PM
113	Don't repeat the mistakes of the last several years, please see my comment previously. I would purchase a high end condo and live there if they were available. But I won't live among student drunkenness, broken glass and vomit on the streets. Which I see frequently now. I am downtown every day. I love downtown, but feel an opportunity has been squandered with poor development guidance from the previous city administration.	4/16/2019 12:25 PM
114	Educating the public on the importance and benefits of shopping and eating local, rather than at chains. Improving parking and cost of parking might help people choose downtown over larger chain areas (which tend to have free and readily available parking). Providing events for families, rather than just adults/young adults.	4/16/2019 12:19 PM
115	Creating family events for the region	4/16/2019 12:16 PM
116	Safety: sidewalks maintained; more lights, police presence	4/16/2019 11:40 AM
117	The public perception is that downtown is dirty, unsafe & that there is no place to park. I hear it on a daily basis from visitors & residents alike. Taking care of to find a solution to the actual problems (not the symptoms) is going to be best for the long term vitality of The District.	4/16/2019 11:32 AM
118	Public safety after dark	4/16/2019 11:29 AM
119	historic restorations... what's left anyhow...	4/16/2019 11:23 AM
120	Completely unrelated to what I chose previously because I already see much of these actions taking place, but we have got to do something about the panhandlers and the people that stand on the corners of streets up and down Broadway and 9th Street. These people are causing many students, especially young women to feel unsafe downtown. My employees have had to deal with them multiple times and they are often uncomfortable. I just think this is something the District should look into for overall safety concerns going forward. It just keeps getting worse.	4/16/2019 10:51 AM
121	Create more spaces for congregation in downtown. Green things up and celebrate the arts not just in the district but throughout the downtown area. Create vibrancy on buildings. Make it feel like a beautiful place to be. Tie visual improvements to sustainability improvements as well. Look at what Boulder Co. does for Trash /Recycle/Compost.	4/16/2019 10:26 AM
122	Sewer work! This helps not only businesses, but would be an attraction to gather more non-students to live downtown	4/16/2019 10:13 AM
123	Work with Columbia about the meter monitors. I have twice observed parking attendants loitering near a car just waiting for the meter to expire and generate a ticket. Or maybe SHMO could say, c'mon down and we'll forgive your ticket. At any rate, finding a parking ticket on your car leaves a VERY negative feeling toward the city, enough to spoil what probably was a delightful day. I think it's negative enough to make some folks not want to return.	4/16/2019 9:56 AM
124	Get help for the vagrants, so they are not down town	4/16/2019 9:53 AM
125	Good holiday lighting, more curbside parking!	4/16/2019 9:48 AM
126	Your #7 above would not record my answers correctly.	4/16/2019 9:45 AM
127	Safety at night for those who walk	4/16/2019 9:43 AM
128	More kid friendly mini-festivals or events.	4/15/2019 10:19 AM
129	Marketing and branding programs for the District	4/15/2019 10:06 AM
130	No more student housing	4/15/2019 8:29 AM
131	Decrease the amount one person is paid to be able to employ more staff.	4/15/2019 8:08 AM
132	More parades/festivals!!	4/15/2019 7:53 AM
133	Let people know about special events and create more to bring them downtown. Educate them also on parking places (including free garage parking on Sat)	4/14/2019 5:51 PM

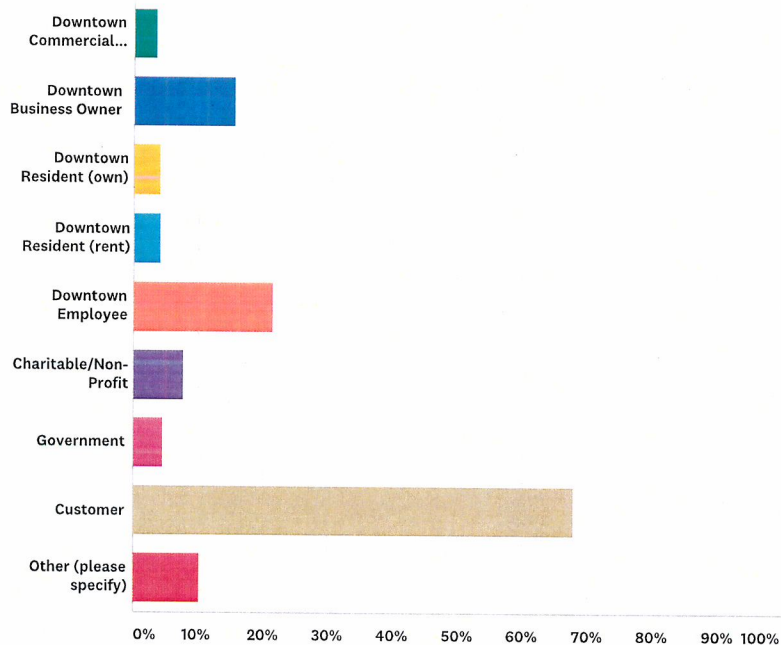
134	Housing the homeless.	4/14/2019 8:03 AM
135	For Downtown to be vibrant, there have to be businesses that attract visitors. There seem to be many vacant businesses. This should be the focus.	4/13/2019 5:52 AM
136	I believe festivals and events are very beneficial to both downtown and the City of Columbia.	4/12/2019 3:14 PM
137	Already mentioned....safety and order	4/12/2019 2:53 PM
138	Make 9th street a pedestrian-only shopping area.	4/12/2019 2:36 PM
139	Downtown food market or something similar to Walmart/target	4/12/2019 2:02 PM
140	Get Boone Hospital to let people park in their enormous parking lot during Roots & Blues Fest.	4/12/2019 11:24 AM
141	Attracting new growth in area	4/12/2019 11:18 AM
142	Crack down on crime so people feel safe coming downtown. I feel safe, but I would never be downtown late at night by myself, if at all. If we want visitors to truly enjoy all that downtown has to offer, we need to ensure their safety.	4/12/2019 9:24 AM
143	More effort to increase recycling and sustainability.	4/12/2019 9:23 AM
144	lighting that have speakers attached that plays music. Different themes each month and calming/soothing music late at night when people should be heading home when business close.	4/12/2019 7:59 AM
145	eliminate the continuous gas leaks.	4/11/2019 5:53 PM
146	Keep downtown clean and safe for everyone. Number 1 priority.	4/11/2019 5:26 PM
147	A shuttle system that would move people from MU campus north to Columbia College and back continuously.. Then from the library to Boone Hospital on an east/ west course all day long with 3 or 4 drop offs along the way	4/10/2019 7:34 PM
148	Sustainable education	4/10/2019 6:30 PM
149	How can we get alley A extended down towards Coley's. Anything that strengthens the reach of the district.	4/10/2019 6:15 PM
150	Make downtown more pedestrian friendly overall, at all times. Litter enforcement, ban heavy trucks/vehicles from downtown Broadway, police or civic enforcement presence, awnings, resting places, water fountains, limit through traffic, increase signage for pedestrians downtown to help guide, reprogram traffic lights to favor pedestrians, and make parking easy and welcoming to our guests.	4/10/2019 4:57 PM
151	No more angle parking on Broadway. Blocks the visibility of Store and restaurants.	4/10/2019 4:47 PM
152	Clean up gum on sidewalks. Resurface roads and intersections. Provide more police protection at night. Police only give Courtesy warning tickets to expired Parker's cars	4/10/2019 4:26 PM
153	Sustainable and green efforts -- beautifying downtown through green space and offering recycling everywhere, encouraging downtown businesses to embrace sustainability	4/10/2019 4:04 PM
154	An emphasis on "beauty around every corner". We have such a great city and people to help keep it clean. However, some things get forgotten like the Alley by Gunter Hans ;). I'm not just saying this because I have a business there but really there is so much that could be done there on a super small budget. Adding beauty to the hidden spaces makes downtown approachable and our city super unique in the fact that you will actually get people wanting to explore.	4/10/2019 3:45 PM
155	Safer pick up areas for rideshare apps. And keeping the scooters out of the area and off the sidewalks.	4/10/2019 3:45 PM
156	Promote events farther in advance. Sometimes we don't know things are happening until a day or two before the event, in the newsletter. Granted, some of those things are out of your control and the businesses haven't told you, but if you can, please promote events earlier.	4/10/2019 3:20 PM
157	better advertising for the events and family friendly things going on downtown	4/10/2019 2:52 PM
158	Line ALL streets in the district with trees, flower pots from lanterns --- make a master plan to pave over 9th street --- if Charlottesville, VA could do it and incredibly boost business and tourism in their district, Columbia can do it too!	4/10/2019 2:39 PM
159	Website	4/10/2019 1:26 PM
160	Stop turning downtown into campus. Stop building student housing downtown.	4/10/2019 11:06 AM
161	I work and walk a lot downtown and often hear people talking about their reluctance to spend more time here because of panhandlers.	4/10/2019 9:08 AM
162	Finish the upper and lower parts of Alley A and figure out a schedule where vendors are allowed to set up unique things for sale	4/9/2019 1:54 AM
163	Public safety with more police presence after 10:00 p.m. on weekends when school is in session. And, work with bar owners to lessen underage drinking that leads to an increase in violence on city streets.	4/8/2019 8:56 AM
164	Enhance appearance east of Providence and Broadway intersection.	4/7/2019 7:36 PM
165	Eliminate pocket parks.	4/7/2019 1:31 PM
166	Education to help citizens understand the importance of a thriving downtown business district economically as well as the sense of community it contributes.	4/7/2019 1:07 PM
167	Infrastructure	4/6/2019 9:12 AM
168	Quit letting students take all the free parking in the garages on the weekends.	4/5/2019 6:24 PM

169	Better lighting after dark	4/5/2019 5:41 PM
170	We need a better internet infrastructure. Many businesses cannot locate downtown due to unacceptable bandwidth.	4/5/2019 4:00 PM
171	More restaurants.	4/5/2019 12:49 PM
172	Marketing and branding (and including the public on decision making, either with surveys, focus groups, etc.). I love supporting local and love Columbia and want to see the downtown area thrive. I also travel a lot and have been to several downtown areas of various towns/cities/countries and would love to help share those ideas via something like a focus group, but have never been given the opportunity to do so. I always take the surveys though! :)	4/5/2019 12:33 PM
173	Student housing has not been good for downtown businesses, other than for a handful of bars. The students do not invest in the community nor do they take care of it.	4/5/2019 11:43 AM
174	Infrastructure improvements	4/5/2019 7:32 AM
175	Improve horticulture and landscaping, starting with Gateway Plaza and the park expansion, and continuing with much better landscaping in downtown planters. The planters should have year-round interest, with small shrubs and spring blooming bulbs.	4/5/2019 7:13 AM
176	How about a program where adults can safely and enjoyably use downtown at night again. I want the drunk, ill-behaved children to behave.	4/5/2019 7:12 AM
177	Make sure all sidewalks are accessible to wheelchairs and safely walkable. Work with city on access to parking for employees of downtown employers.	4/5/2019 7:04 AM
178	Close 9th street to traffic	4/5/2019 6:31 AM
179	Make it easier to be a small business and allow clients to not complain about paying for parking	4/5/2019 4:41 AM
180	Take back the evenings from the drunk students. It's gotten ridiculous.	4/4/2019 11:41 PM
181	Free events	4/4/2019 10:04 PM
182	no more high rise student housing complexes	4/4/2019 10:00 PM
183	access to parking	4/4/2019 9:32 PM
184	Promote bicycling by creating safe bike lanes and more racks downtown	4/4/2019 8:50 PM
185	Empty and vacated property be dealt with. Ex) the parking lot at Providence and Broadway has SOOOO much potential.	4/4/2019 7:12 PM
186	More police on foot and in the evening.	4/4/2019 6:53 PM
187	Twilight festival-esque weekly gathering to get people downtown and out and about. Food trucks, shopping, live entertainment, rain or shine!	4/4/2019 6:48 PM
188	More parks and kid friendly spaces.	4/4/2019 5:43 PM
189	Improved parking!!!	4/4/2019 4:43 PM
190	Straighten out the parking and give residents more priority than student housing.	4/4/2019 4:41 PM
191	Focus on cohesive attractive street lighting. It is currently a hodgepodge	4/4/2019 4:41 PM
192	Public art murals	4/4/2019 4:39 PM
193	Stop the building of student housing.	4/4/2019 3:43 PM
194	make sure people know about what's going on in the district.	4/4/2019 3:13 PM
195	I'd recommend supporting and protecting micro spaces for artists and small businesses. The REDi business incubator offices on Walnut St are great. Giving landlords incentives to continue to maintain those spaces would be helpful for individuals like myself, who operate in a small and economical physical footprint and spend a lot of my professional time downtown.	4/4/2019 3:04 PM
196	Better shopping stores that are more economical	4/4/2019 2:58 PM
197	Focus development on locally-owned businesses. The questions about development are vague. I am not interested in chain stores/restaurants or college housing, but new cafes, shops, food-truck plazas, etc, that promote small, locally-owned businesses is I'd like, please.	4/4/2019 2:44 PM
198	Panhandling, panhandling, panhandling.	4/4/2019 2:42 PM
199	more access by bus and bike	4/4/2019 2:37 PM
200	Make Broadway beautiful. Taking down the canopies was step one but we sorely need step two.	4/4/2019 2:34 PM
201	A licensed busker program through OCA.	4/4/2019 2:34 PM
202	Bring back Twilight festival or a similar event.	4/4/2019 2:34 PM
203	Safety should always come first. The amount of homeless people downtown is staggering.	4/4/2019 2:22 PM
204	CURB APPEAL (this includes moving the chronic moochers out of the area)	4/4/2019 2:22 PM
205	More evening programs to show Columbians how safe downtown is.	4/4/2019 2:17 PM
206	Parking for citizens so they won't feel it's a hassle to park downtown. I love being downtown but know a lot of people who will never come downtown because of parking.	4/4/2019 2:15 PM
207	Increased police presence and increased interaction among the police and citizens.	4/4/2019 2:15 PM
208	More police downtown at night.	4/4/2019 2:05 PM

209	A program to promote small and locally owned business in the District. Using marketing funds to directly ask local residents to shop in downtown instead of online or other parts of the city.	4/4/2019 2:04 PM
210	We have a historic and charming downtown. Sadly, the property owners interests have eclipsed the business owners interests. Let's keep the downtown in downtown as a business district and employment center by supporting locally owned businesses in our beautiful historic facade buildings. Are 'grown ups' less likely to come downtown? I worship at a downtown church, I shop at Lucky's, buy clothes at Maude's, New Beginnings, Leo's, Absolute Vintage and Design and Consign. I eat at Main Squeeze, Booches, Seoul Taco and Uprise Bakery, I drink wine and beer and cocktails at DrinkKraft, or Uprise or Mark Twain, Blue Note or the Broadway. I am entertained by our downtown theaters and music venues. Yet, businesses are departing for other parts of town where I do not venture. This concerns me. Please turn this around, in part by having an open conversations and promotions around shop in a local business in a historic structure. Make Scents is a great example, 40+ years, first as the potions palace and now as Make Scents. Start with them . . .	4/4/2019 2:00 PM
211	Trees along the sidewalks.	4/4/2019 1:58 PM
212	Since moving here, I've been enthusiastic about working with the city to create a tourism campaign. I think there's a huge opportunity with the District to bring people from all over the country here.	4/4/2019 1:56 PM
213	public safety confidence.	4/4/2019 1:50 PM
214	Attractive street lighting. No freeway lights, please	4/4/2019 1:48 PM
215	Do not limit your promotions to annual festivals or what you are familiar with, but rather base your support in the quality of the event. This is where I find your promotions very limiting.	4/4/2019 1:48 PM
216	Student housing enforcement. Bottle, trash, urine is constantly flying off the balconies and when the cops are called nothing is done. I am a manager of a business with one above my store and we have weekly problems of this nature. Why they were allowed to have balconies is mind blowingly moronic. The students walk around downtown with open containers of alcohol and nothing is done about it. Student housing residents now make up the majority of downtown residents and most just trash the city for 4 years and move away after graduation. This is fine for college neighborhoods like east campus and bear field, but not for the district. They literally shit all over downtown and leave it for someone else to clean it up because they don't pick up after their dogs.	4/4/2019 1:47 PM
217	Green space	4/4/2019 1:43 PM
218	Reduce the number of drunken bros downtown	4/4/2019 1:43 PM
219	Stop letting big apartments buy historic type sites and build on top of them. It is destroying downtown. Enough already. Downtown is losing its charm and appeal due to this constant monstrosity construction.	4/4/2019 1:43 PM
220	Maintaining good and interesting businesses. Dead zones with student housing on the ground floor are bad. Vacant properties like the old Panera location are bad. Work with property owners to maintain appropriate use and occupancy.	4/4/2019 1:40 PM
221	NA	4/4/2019 1:32 PM
222	Fix the grease containers.	4/4/2019 1:31 PM
223	Honestly I think you guys do a really good job. I hate to see businesses leaving the district, and I worry that with more retail spaces clothing that people aren't going to be looking at downtown as shopping destination eventually. But I hope with there still being lots of shops and restaurants that it keeps people coming downtown. Obviously parking sucks, but there's only so much people can do to help that. I think the events are great and we see an increase in business significantly on those days (usually.) I think the District does a great job at marketing and supporting the businesses there and I hope it only continues to grow.	4/4/2019 1:22 PM
224	A comprehensive economic development plan to determine a retail niche that can compete with online and other markets, backed by an intensive campaign to recruit and retain businesses within this niche.	4/4/2019 1:05 PM
225	Creating a community of businesses working together.	4/4/2019 1:04 PM
226	Facilities for composting	4/4/2019 1:03 PM
227	I really hate to say it, but more police presence. Way too many drunk students	4/4/2019 1:02 PM
228	No more student housing.	4/4/2019 12:31 PM

Q10 Which of the following best characterizes your interest in Downtown Columbia (Please select all that apply.)

Answered: 390 Skipped: 84



ANSWER CHOICES		RESPONSES	
Downtown Commercial Property Owner		3.59%	14
Downtown Business Owner		15.64%	61
Downtown Resident (own)		4.10%	16
Downtown Resident (rent)		4.10%	16
Downtown Employee		21.54%	84
Charitable/Non-Profit		7.69%	30
Government		4.62%	18
Customer		67.95%	265
Other (please specify)		10.26%	40
Total Respondents: 390			

#	OTHER (PLEASE SPECIFY)	DATE
1	long-time Columbia resident and fan of downtown	5/7/2019 10:34 AM
2	Native to Columbia - Fan of Music and Gaming. Nothing at the moment gives me a reason to shop downtown any more due to the demographic its catering to. Interests would be music studios, Arcades, Technology businesses, Casinos, Renaissance fairs, Rock Concert fests, City Fairs, Game Cons, Comic Cons, Comic book stores, Music Academy just to name a few.	5/7/2019 10:03 AM
3	Work on the downtown side of campus and utilize downtown frequently	5/6/2019 3:59 PM
4	Customer / work nearby	5/6/2019 3:35 PM
5	Columbia Tax Payer	5/6/2019 3:24 PM
6	Delivery driver/errand running	5/6/2019 3:07 PM
7	MU retiree	5/1/2019 2:47 PM
8	Citizen. PS: addendum to my busker comment. OCA should oversee and licenses applicants.	5/1/2019 1:46 PM
9	Own a home within walking distance to downtown	5/1/2019 3:05 AM
10	I'm a fan and frequent downtown visitor	4/30/2019 6:01 PM
11	citizen who enjoys downtown entertainment, arts and culture, and family oriented activities.	4/30/2019 12:22 PM

12	Columbia resident	4/30/2019 12:02 PM
13	Pride. I'm a native.	4/30/2019 12:02 PM
14	Hostess to family and friends visiting	4/23/2019 2:02 PM
15	Columbia resident	4/23/2019 10:45 AM
16	Columbia MO resident	4/19/2019 1:59 PM
17	Small Business owner just outside of downtown and serve on numerous business related boards and commissions	4/18/2019 1:25 PM
18	Columbia MO resident for almost 40 years.	4/17/2019 10:36 PM
19	Community member	4/16/2019 4:58 PM
20	I am a Realtor, so I want to "sell" my client how great the District is.	4/15/2019 10:07 AM
21	Columbia Resident	4/15/2019 8:30 AM
22	city dweller that likes a strong (busy) and attractive downtown	4/14/2019 5:52 PM
23	Retired City official.	4/12/2019 2:26 PM
24	Proud and Dedicated City of Columbia Resident	4/11/2019 5:54 PM
25	I prefer to live my life within the Stadium loop	4/10/2019 6:17 PM
26	Attend downtown church	4/10/2019 4:26 PM
27	I am a Columbia/Boone County Resident who sees The District as a cultural hub in the area. It should also be an aesthetic hub where people can gather in fellowship and fun. Increasing pedestrian spaces to walk and eat outside will tremendously increase downtown patronage.	4/10/2019 2:43 PM
28	frequent visitor especially to special events and concerts	4/9/2019 1:54 AM
29	Certified Tourism Ambassador for Columbia	4/7/2019 8:22 PM
30	Would like to open a business downtown in the next 5 years.	4/5/2019 12:34 PM
31	I am the general manager of a prominent downtown business. However, my views are my own and do not represent the business that I work for.	4/5/2019 11:44 AM
32	residential property owner	4/5/2019 7:13 AM
33	Near downtown resident and frequent walker to downtown.	4/5/2019 7:04 AM
34	Columbia resident	4/4/2019 10:01 PM
35	did have an office downtown; run an annual event downtown; shop downtown	4/4/2019 9:35 PM
36	Citizen of Columbia	4/4/2019 2:45 PM
37	property owner	4/4/2019 1:44 PM
38	Former downtown employee	4/4/2019 1:41 PM
39	Columbia citizen that is passionate about our downtown community	4/4/2019 1:23 PM
40	I work downtown and like to visit downtown with my family.	4/4/2019 1:04 PM