

# 2018 BID Property Owner Survey

## Summarized Key-Points



Downtown  
Denver  
Business  
Improvement  
District

### Who is surveyed?

BID Property Owners and Managers – this year, 113 of 407 unique properties responded. The average level of response since 2009 is 95 survey respondents.

### When?

The survey opened in mid-August 2018 and closed September 7<sup>th</sup>. It was open for approximately 3 weeks.

### Why?

The goal of the survey is to measure BID constituent satisfaction with the basic services provided by the BID as well as to gauge familiarity with BID initiatives and programming/placemaking efforts.

### BID Clean Program:

The BID crews clean sidewalks and public spaces on the 16<sup>th</sup> Street Mall and throughout the 120 blocks of the business improvement district. Respondents were asked to rate the cleanliness:

- On the Mall: 31% very clean and 58% acceptably clean;
- Off the Mall: 12% very clean and 55% acceptably clean.

### BID response:

Cleanliness is a priority of the BID, and we will continue to work closely with BID crews to improve efficiencies to keep Downtown clean.

### BID Safety and Security Program:

Respondents were asked to share how safe they feel Downtown during daytime and after dark:

- **57% (very) and 39% (moderately) safe during daytime** – in 2014, when this same question was posed 46% indicated 'very' and 47% moderately safe.
- **After dark, 16% (indicated very safe), and 57% (moderately), and 27% (not safe)** – in 2014, 7% indicated very safe, and 54% moderately safe, with 39% not feeling safe.

### BID response:

The perception of safety is making its way toward a safer v. not safe perspective.

In addition, survey respondents ranked the following key initiatives priorities in the following order:

1. Homeless outreach (39%, priority)
2. BID Private Security (27%, second priority – 26% ranked this as first)
3. Coordination with private property owners and businesses (26%, 26% also ranked this initiative as 2<sup>nd</sup> priority).
4. Improved lighting (30% as 4<sup>th</sup> priority); and
5. Restricted access to alleys was listed as 5<sup>th</sup> priority at 46%.

### Skyline Park:

The BID collaborates with Denver Parks and Recreation and the Downtown Denver Partnership to provide several programmed activities and events in Skyline Park (located on Arapahoe Street between 15<sup>th</sup> and 18<sup>th</sup> Streets). Two questions were posed:

1. Do the programmed activities in Skyline Park have an impact on safety and cleanliness of the Park?
  - 82% indicated the ice rink (open November-February) has a positive impact on the safety and cleanliness of Skyline Park.
  - 71% responded that the Skyline Park games have a positive impact;
  - 67% responded that the Skyline Beer Garden (open June-October); and
  - 66% responded that the dog park has a positive impact on the safety and cleanliness of Skyline Park.
2. What other amenities would they like to see in Skyline Park? The top 3 amenities identified were:
  - Live music (68%)
  - food and beverage (37%)
  - and additional shade (32%).



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### **BID Tree Program:**

The BID added tree health services as part of standard BID services to all trees in the right-of-way at commercial properties. The services include pruning, environmentally safe pesticide and fertilizer treatments, and an optional off-season watering service.

- 41% of the respondents indicated they were aware of the program
- 50% were not aware.

### **BID response:**

The BID will continue to provide tree health services and increase the level of outreach and communication, so that property owners know their investments are contributing to the growth of the urban tree canopy.

### **Overall Priorities:**

Respondents were asked to rank their top 3 priorities for the next three years. The highest priorities of the respondents were:

1. Improving safety and perception of safety (73%);
2. Improving cleanliness, activation, and lighting of alleys (50%); and
3. Improving cleanliness of downtown sidewalks (45%).

**BID response:** Provision of clean and safe services, continues to be the core focus of the BID and will comprise a combined 53% of the 2019 BID budget. The BID has partnered with the City to add additional lighting to 8 alleys identified as most dark this year. In addition, efforts will continue to ensure that BID property owners are aware of the clean and safe work occurring throughout the BID on a 24/7 basis.

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