BID STAKEHOLDER SURVEY 2014

Reasons you frequent Downtown Mobile

- **Dining**: 88.1%
- **Arts/Culture**: 79%
- **Special Events**: 72.9%
- **Nightlife/Bars**: 56.2%
- **Shopping**: 40.5%
- **Business**: 28.9%
- **Work**: 46.9%
- **Health/Beauty**: 9%
- **Other**: 4.8%

“Mardi Gras” 23.1%, “Bike riding” 21.8%, “Farmers Market in the Square” 18%, Worship 15.7%, Live 13.8%, “Crescent Theater” 10.3%, “Sightseeing” 11.6%

How comfortable are you in the BID?

**At night**
- Completely comfortable: 15%
- Fairly comfortable: 28%
- A little cautious: 37%

**During the day**
- Completely comfortable: 67%
- Fairly comfortable: 25%
- A little cautious: 7%

“Would never walk alone on the streets running parallel to Dauphin past dusk”
“Very nervous...after dark”
“Increased lighting would be helpful”

What best describes you?

- I visit the BID for arts and cultural events: 62.3%
- I work in the BID: 32.7%
- BID Business Owner (and I own my property): 9.9%
- Other: 7.3%
- None of the above: 6.7%
- BID Resident (own house or condo): 6.1%
- BID Commercial or Mixed Use Property Owner: 5.7%
- BID Business Owner (and I lease my space): 5.7%
- BID Resident (rent house, condo or apartment): 5.4%

Affiliation with Downtown Mobile Alliance

- BID Property Owner: 16.1%
- Alliance Business Member: 15.8%
- Main Street Mobile Donor: 7%
- Employee of a BID Property Owner: 10.3%
- Employee of an Alliance Member: 11.6%
- None of the above: 43.8%
- Other: 12.5%
Biggest Complaints About Downtown

- **79.1%** Dilapidated buildings
- **67.7%** Broken, deteriorating or hazardous sidewalks
- **57.9%** Business garbage containers on the sidewalk
- **48.2%** Street lighting not working
- **40.3%** Conditions of private parking lots
- **29.6%** Unmarked on-street parking spaces

Importance of Potential District Improvement Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Matters a Lot</th>
<th>Worth Doing</th>
<th>Who Cares?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street lights (beyond Dauphin Street)</td>
<td>63%</td>
<td>29%</td>
<td>3%</td>
</tr>
<tr>
<td>Parking lot improvements &amp; standards</td>
<td>57%</td>
<td>38%</td>
<td>2%</td>
</tr>
<tr>
<td>Design guidelines for downtown construction</td>
<td>56%</td>
<td>35%</td>
<td>4%</td>
</tr>
<tr>
<td>Bienville Square improvements and coordinated activities</td>
<td>51%</td>
<td>45%</td>
<td>4%</td>
</tr>
<tr>
<td>Historic signage, way finding and street signs</td>
<td>51%</td>
<td>44%</td>
<td>2%</td>
</tr>
<tr>
<td>Custom paving/pedestrian crosswalk improvements</td>
<td>46%</td>
<td>46%</td>
<td>7%</td>
</tr>
<tr>
<td>Flower baskets</td>
<td>46%</td>
<td>48%</td>
<td>4%</td>
</tr>
<tr>
<td>Trees, tree pit planting</td>
<td>44%</td>
<td>50%</td>
<td>4%</td>
</tr>
<tr>
<td>Awning &amp; balcony enhancements</td>
<td>29%</td>
<td>59%</td>
<td>6%</td>
</tr>
<tr>
<td>Banners promoting Downtown</td>
<td>29%</td>
<td>47%</td>
<td>17%</td>
</tr>
</tbody>
</table>

“I think all of these are vital.”
“TRUE bike paths...and walkability improvements”

Willing to Help Recruit Virginia’s Health Food

- **YES**
  - **57%**
  - **5.7%**
  - **37.2%**

“...will walk naked down Government Street if that would help get them down here.”

“Get rid of the bums/shelters from the main area.”
“Force building owners to move forward.”
“More public arts commission.”

- **NO**
  - **5.7%**
  - **37.2%**

- **NO RESPONSE**
  - **16.2%**
  - **12%**
  - **11.7%**
  - **7.4%**

- **Inadequate "moda!" service**
- **Cars parked on sidewalks**
- **Broken parking meters**
- **Lack of handicap ramps**
- **Noise from bars and live music venues**
CREWE PROGRAMS

OVERALL IMPACT OF THE CREWES OF REGENTS & STEWARDS PROGRAM

40% Downtown is a clean & friendly place
45% Downtown is good, not great
4% Downtown still appears dirty & unsafe

“This is a great group of people and a special service.”
“One of the best programs ever paid for by BID members.”

“It’s getting there!”
“Could be more French Quarter-like.”

Perception of Cleanliness

65.2% Downtown is fairly clean
23.5% Downtown Mobile is slightly unclean
6.6% Mobile has the cleanest downtown I have visited
2.8% Litter abounds!
<1% No opinion
<1% No responses

“Have seen much improvement in recent years. Still have areas that can be way better.”
“Trash cans on Dauphin Street take up the walking space and smell terrible!”
“BID does a great job cleaning.”

CREWE OF REGENTS HOSPITALITY SERVICES

Current Hours
Monday – Wednesday 7 am – 7 pm
Thursday – Saturday 7 am – midnight
Sunday 7 am – 3 pm

Possible Extended Hours
Monday – Wednesday until 10 pm 14.9%
Thursday – Saturday 7 am – midnight 40.8%
Sunday until 7:30 pm 15.6%

Hours shouldn’t be extended 39.1%
“I am not familiar with this program.”
BARTON ACADEMY

What impact would creating a public school for advanced world studies have on Mobile’s economic future?

54.1% Will prepare Mobile students for success in the global economy
14.8% No opinion

50.8% Selling point for potential international companies
5.6% Colossal waste of money

38.2% Will help us recruit more high-tech jobs
5.2% Other

15.1% Not likely to make much difference

“Positive energy.” “This should be a city and county effort.” “I think there are better options.”

Central Parking

Satisfaction of current system of managing on-street parking

27% Pretty convenient
47% Bit of a hassle
20% Stressful

“Stops me from coming downtown.” “Should definitely get meters that take credit cards.”

Overall Experience with Downtown Parking Options

<table>
<thead>
<tr>
<th>Parking Option</th>
<th>Convenient/Affordable</th>
<th>Fairly User Friendly</th>
<th>Problematic</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-street parking in the area between Cathedral Square &amp; Royal Street</td>
<td>18%</td>
<td>45%</td>
<td>26%</td>
</tr>
<tr>
<td>On-street parking in the area around Wintzell’s and Moe’s</td>
<td>18%</td>
<td>42%</td>
<td>30%</td>
</tr>
<tr>
<td>Commercial parking lot</td>
<td>6%</td>
<td>40%</td>
<td>18%</td>
</tr>
<tr>
<td>Parking garage</td>
<td>12%</td>
<td>39%</td>
<td>11%</td>
</tr>
</tbody>
</table>

“Parking is a nightmare downtown.” “Compared to other downtown areas - Mobile’s parking is excellent.”
## URBAN EMPORIUM

**DOWNTOWN MOBILE’S RETAIL INCUBATOR SHOPPERS**

“Love the mixture of vendors.” “I always stop in.” “This store is a treasure for my eyes!!”

## Important Downtown Mobile Alliance Program Areas

<table>
<thead>
<tr>
<th>Program Area</th>
<th>Great Program</th>
<th>Pretty Good Program</th>
<th>Waste of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flower Plantings</td>
<td>71%</td>
<td>27%</td>
<td>1%</td>
</tr>
<tr>
<td>Public Policy Initiatives</td>
<td>53%</td>
<td>33%</td>
<td>4%</td>
</tr>
<tr>
<td>Advocacy</td>
<td>80%</td>
<td>19%</td>
<td>0%</td>
</tr>
<tr>
<td>Marketing &amp; Communications</td>
<td>59%</td>
<td>38%</td>
<td>1%</td>
</tr>
<tr>
<td>Holiday Lighting, Decorations &amp; Banners</td>
<td>57%</td>
<td>40%</td>
<td>2%</td>
</tr>
<tr>
<td>Crewe of Regents Hospitality Team</td>
<td>53%</td>
<td>39%</td>
<td>2%</td>
</tr>
<tr>
<td>Economic Development</td>
<td>63%</td>
<td>29%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Never Heard Of It**
- Flower Plantings: 30.2%
- Public Policy Initiatives: 11.7%
- Advocacy: 5.5%
- Marketing & Communications: 2.8%
- Holiday Lighting, Decorations & Banners: 2.8%
- Crewe of Regents Hospitality Team: 2.8%
- Economic Development: 2.8%
- Events: 2.8%

**No Response**
- Flower Plantings: 2.8%
- Public Policy Initiatives: 2.8%
- Advocacy: 2.8%
- Marketing & Communications: 2.8%
- Holiday Lighting, Decorations & Banners: 2.8%
- Crewe of Regents Hospitality Team: 2.8%
- Economic Development: 2.8%
- Events: 2.8%

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"Love the Mardi Gras mask scavenger hunt." "Morotist Aid/BID hotline is awesome!!" "Everything you're doing is important."