

Downtown Campbell Assessment District Priorities Survey

Downtown stakeholders and the City of Campbell are investigating the feasibility of creating a Downtown Property Based Improvement District (PBID) or Business Improvement District (BD). These districts allow for a self-imposed and self-governed assessment that raises funds for enhanced safety, maintenance, and a variety of other services and improvements. The following ten bundles of services are undertaken districts throughout the U.S. For Downtown Campbell, please rank the following services from 1 to 10 in order of importance *and your willingness to pay for them through a PBID or BID*. (1 = most important, 10 = least important).

If you're not willing to pay for a service, please leave the item BLANK – i.e. no priority number.

_____ Public Safety Navigators/Ambassadors on-street staff Homeless outreach Non-emergency response Coordination with local law enforcement	_____ Placemaking Enhancements Public art/murals Parklets Holiday lighting/decorations
_____ Cleaning & Maintenance Sweep/power wash sidewalks Litter and biohazard pick-up Graffiti removal	_____ Programming & Events Program & activation of public spaces Theme/historical events Special events & festivals Hospitality services during large events
_____ Beautification & Landscaping Landscaping/weed removal Flower planters & baskets Tree canopy care	_____ Small Business Support Business retention & recruitment Storefront renovation Retail promotions
_____ Marketing & Communications District-wide advertising Market research Branding/image of Downtown	_____ Capital Improvements Enhanced lighting Wayfinding & signage Streetscapes, benches, kiosks, etc.
_____ Advocacy "Collective voice" for downtown Downtown-specific advocacy Develop policy priorities and positions	_____ Parking & Mobility Coordinated parking management Improve parking signage, technology Promote transit & mobility alternatives

Please check all that apply:

- I own a downtown commercial property
- I own/manage a downtown business
- I am a downtown resident (own property)
- I am a downtown resident (rent property)
- I work downtown
- Other: _____

My primary interest is in the following area(s):

- Campbell Avenue
- Winchester Boulevard
- Orchard City Drive
- Civic Center Drive
- Railway Avenue
- Other: _____

Please add any notes, comments, or questions below or to the back side of this survey form!

Fill out your contact information below to receive updates on the district feasibility work:

Name: _____

Email: _____