

# Draft District Plan Survey — Downtown Rochester BID

## About The Survey

The Partnership for Downtown Rochester (PDR) conducted a community survey soliciting feedback on the draft district plan for a potential Downtown Rochester BID from 11/28/2023 to 12/31/2023. Respondents were asked to rate various elements of the plan in order of importance, and share additional feedback on the contents of the plan. The draft district plan outlined potential services a Downtown Rochester BID could offer, and how it would be managed. The survey was offered in both English and Spanish and was available digitally and in-person. In addition to digital outreach, the Partnership conducted 2 pop-up events, and 5 downtown residential tabling events. A summary of data collected follows below.

### RESPONDENTS AT A GLANCE

**364**

Total Responses

**14604**

**14607**

Top 5  
Zip Codes

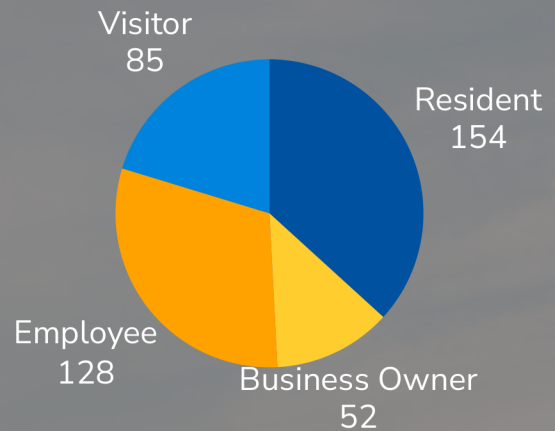
**14618**

**14534**

**14620**

### What is your relationship to downtown Rochester?

(Select all that apply.)



### What aspects of the Vision Statement resonate with you the most?

(Select all that apply.)

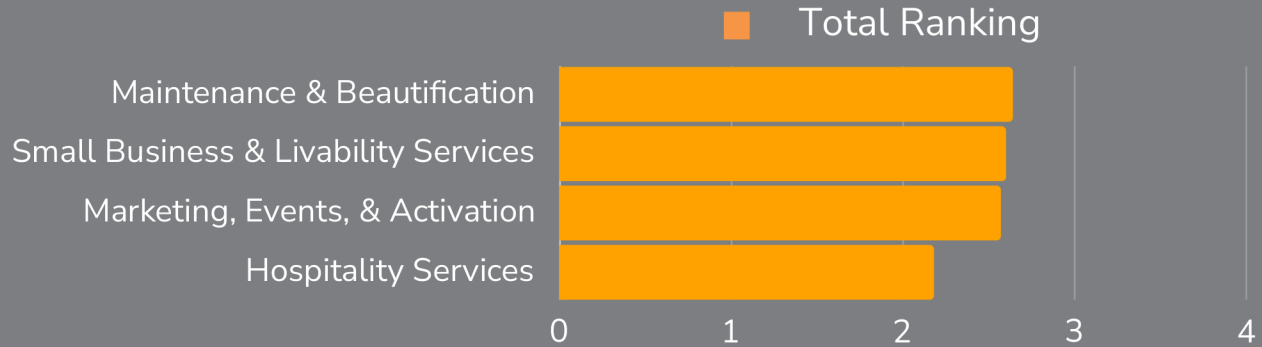


### In your opinion, please rank the Guiding Principles in order of importance.

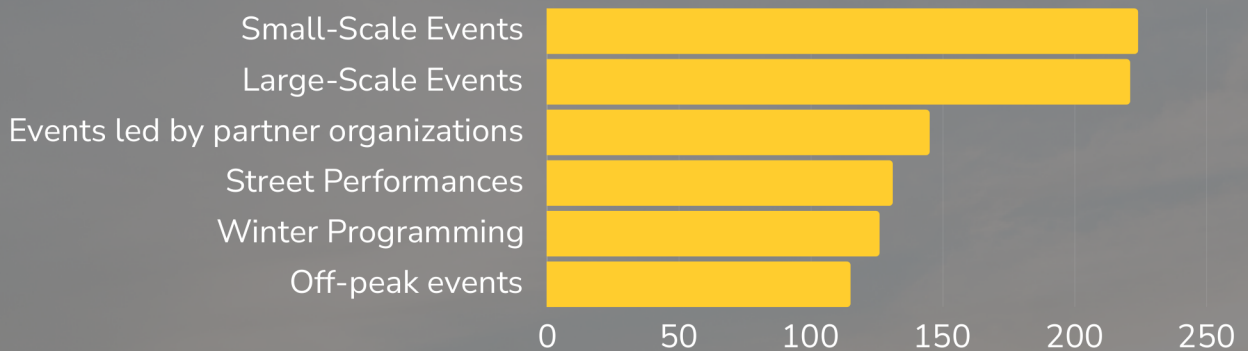


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In your opinion, please rank the service areas from the draft district plan in order of importance.



In your opinion, which types of events and activations should be prioritized? (Select all that apply.)

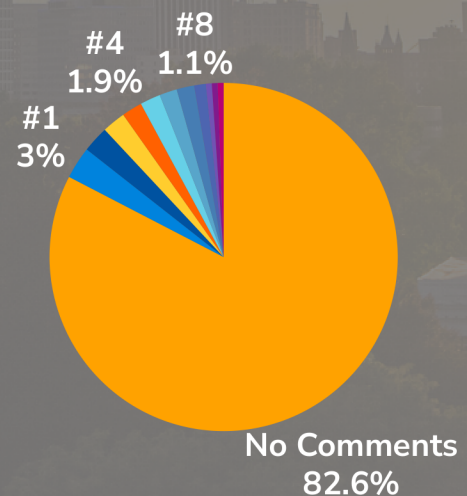


In your opinion, which types of events and activations should be prioritized? 60 total responses to “Other (Please Specify)”

\*For anonymity, responses have been coded through a qualitative analysis.

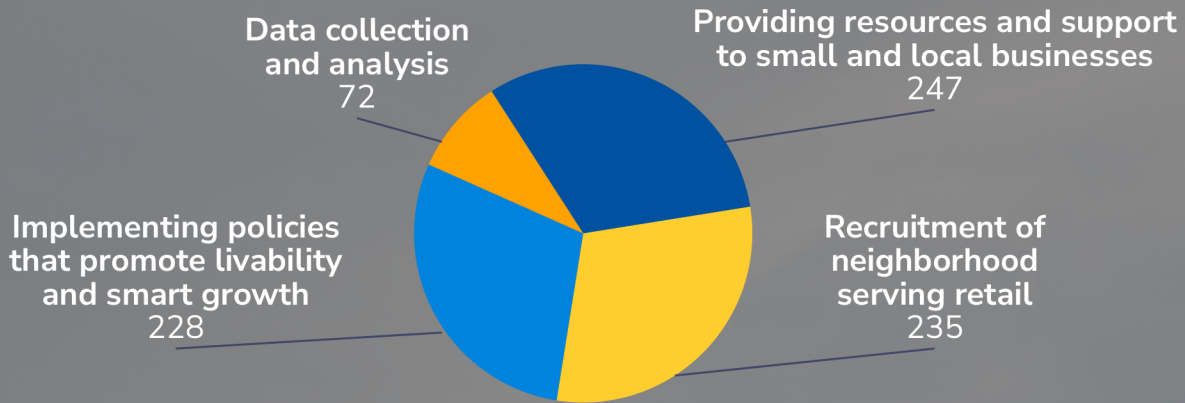
Note: total below does not add to 60, as some responses covered multiple topics.

1. Support Small and Local Businesses and Grow Amenities: 11 mentions
2. Smart Growth Initiatives: 9 mentions
3. Social Services / People Care: 8 mentions
4. Community Led / Oriented: 7 mentions
5. Arts & Cultural Events: 7 mentions
6. Opposition to a BID: 6 mentions
7. Misc. Suggestions: 6 mentions
8. Public Safety: 4 mentions
9. Diverse: 2 mentions
10. Historical: 2 mentions
11. Parking: 2 mentions

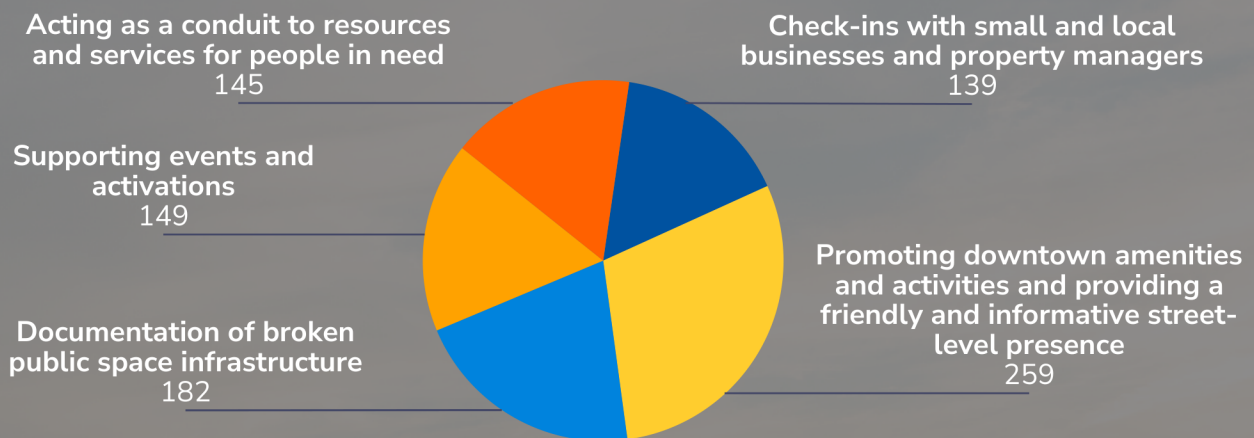


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With regards to small business support and livability, which proposed efforts do you think are most important?  
(Select all that apply.)



In the context of hospitality services, which offerings do you value the most?  
(Select all that apply)

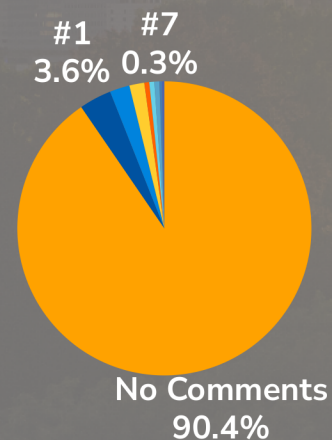


In the context of hospitality services, which offerings do you value the most?  
33 total responses to “Other (Please Specify)”

\*For anonymity, responses have been coded through a qualitative analysis.

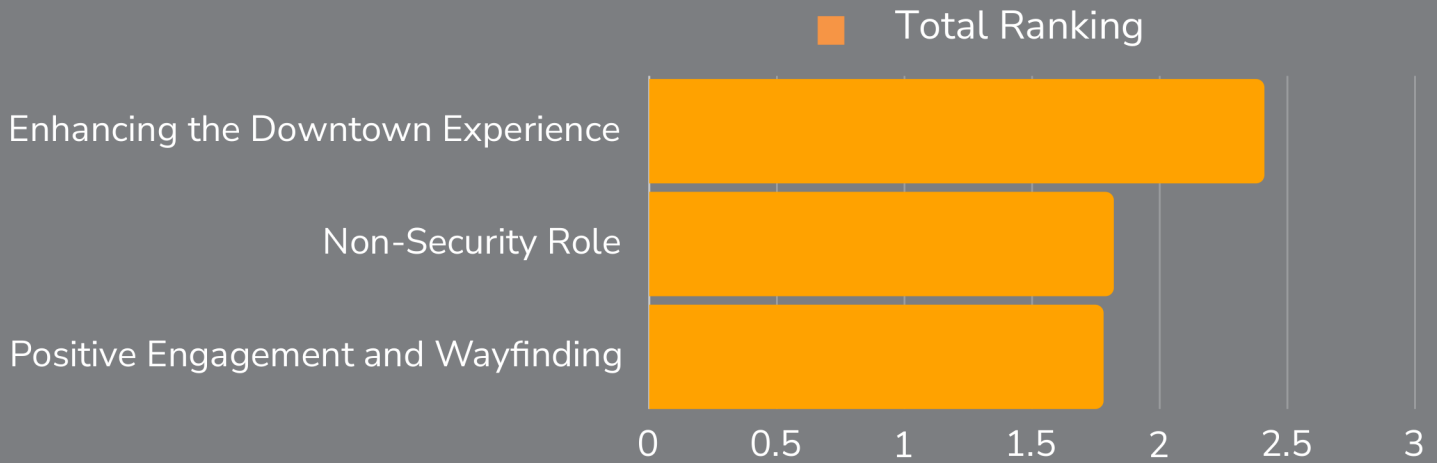
Note: total below does not add to 33, as some responses covered multiple topics.

1. Safety / Security: 13 mentions
2. Local Businesses / Amenities: 8 mentions
3. Opposition to a BID: 6 mentions
4. City Services: 2 mentions
5. Smart Growth: 2 mentions
6. Social Services / People Care: 2 mentions
7. Coord. Marketing: 1 mention
8. Misc. Suggestions: 1 mention



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In your opinion, please rank the focus areas outlined in the draft Ambassador Code of Conduct (Page 21 in the draft District Plan) in order of importance.

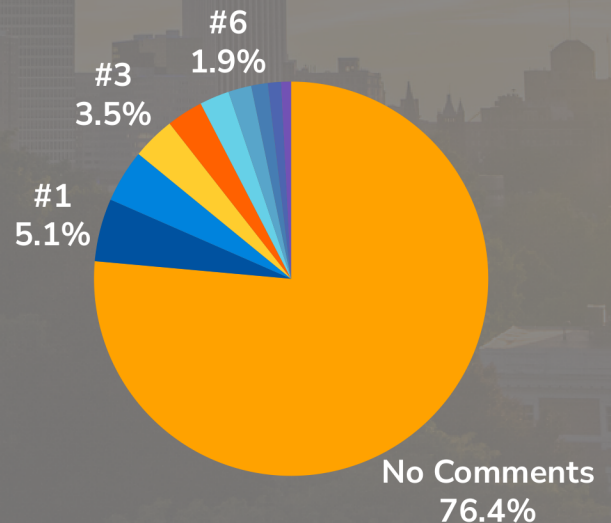


## Other comments on the draft Ambassador Code of Conduct 82 total responses

\*For anonymity, responses have been coded through a qualitative analysis.

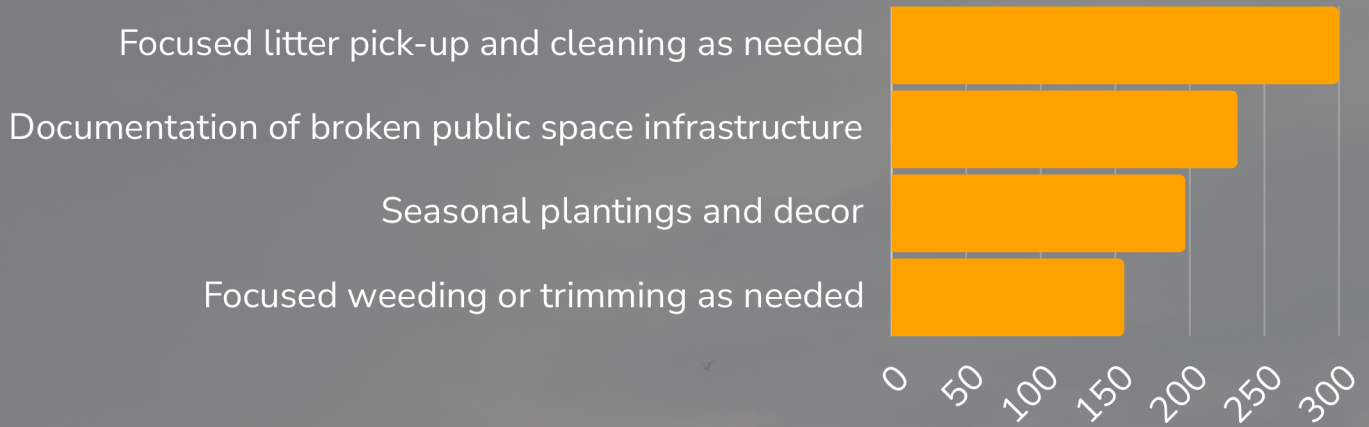
Note: total below does not add to 82, as some responses covered multiple topics.

1. No Opinion on Code of Conduct: 19 mentions
2. Safety / Security: 16 mentions
3. Representative Hiring / Diversity, Equity, and Inclusion / Training & Management: 13 mentions
4. No Ambassadors / Don't See Benefits: 11 mentions
5. Misc. Suggestions: 9 mentions
6. Social Services / People Care: 7 mentions
7. Support the Code of Conduct: 5 mentions
8. Opposition to a BID: 4 mentions
9. Non-Security Role: 3 mentions



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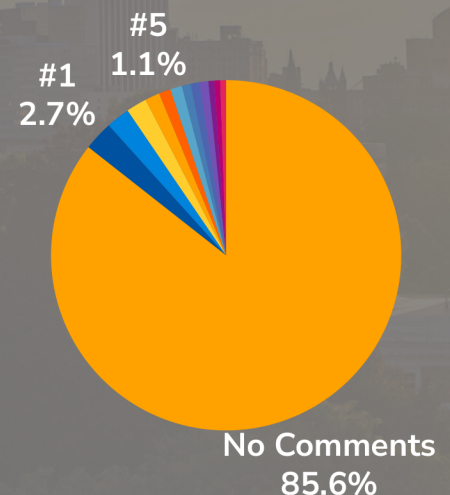
When thinking about maintenance and beautification in public space, what initiatives do you believe are crucial?  
(Only as supplemental to what is provided by the Downtown Enhancement District)  
(Select all that apply)



## Other comments on the draft Ambassador Code of Conduct 82 total responses

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Note: total below does not add to 82, as some responses covered multiple topics.

1. Parks and Public Space Features: 10 mentions
2. Active / Multimodal Transportation: 8 mentions
3. City Services / Jobs: 7 mentions
4. Vacancy / Blight: 5 mentions
5. Misc. Suggestions: 4 mentions
6. Safety / Security: 4 mentions
7. Doc. / Repair of Broken Infrastructure: 3 mentions
8. Snow removal: 3 mentions
9. Opposition to a BID: 3 mentions
10. Public Art: 2 mentions
11. Affordable Housing: 2 mentions
12. Historic Preservation / Appreciation: 2 mentions



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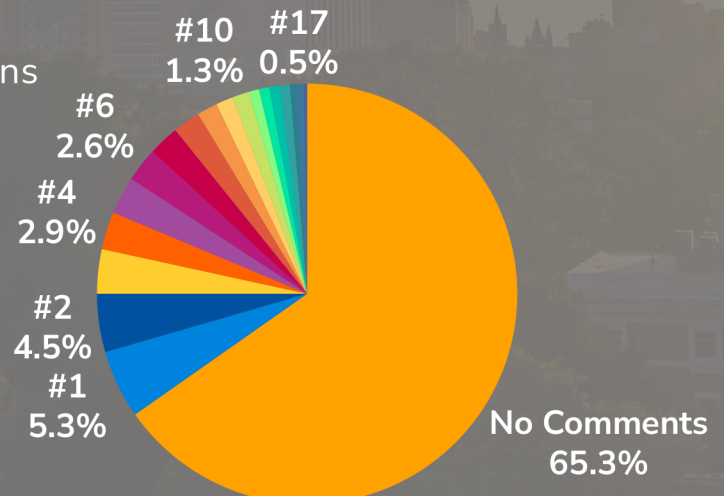
## What additional services or programs would you like this Draft District Plan to consider? (Short Answer)

Responses: 116 Skipped: 248

\*For anonymity, responses have been coded through a qualitative analysis.

Note: total below does not add to 116, as some responses covered multiple topics.

1. Safety / Security: 20 mentions
2. No Additional Recommendations: 17 mentions
3. Recruitment, Retention, & Support of Businesses: 13 mentions
4. Events / Activations: 11 mentions
5. Active / Multimodal Transportation: 11 mentions
6. Maintenance / Beautification: 10 mentions
7. Miscellaneous Suggestions: 9 mentions
8. Opposition to BID: 8 mentions
9. Marketing / Wayfinding / Collaboration: 6 mentions
10. Social Service Support / People Care: 5 mentions
11. Housing Mix: 5 mentions
12. Parking: 5 mentions
13. Ambassadors: 3 mentions
14. Public Art: 3 mentions
15. Highlight History: 3 mentions
16. Diversity, Equity, and Inclusion: 2 mentions
17. Vacancy / Blight: 2 mentions
18. Governance: 1 mention



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## Other Comments? (Short Answer)

Responses: 113 Skipped: 251

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Note: total below does not add to 113, as some responses covered multiple topics.

1. Supportive of a BID: 20 mentions
2. Recruitment, Retention, and Support of Businesses: 16 mentions
3. Safety / Security: 16 mentions
4. Opposition to a BID: 15 mentions
5. N/A / No Comment: 9 mentions
6. Housing Affordability: 8 mentions
7. Community Engagement: 8 mentions
8. Active / Multimodal Transportation: 7 mentions
9. Events / Activations: 6 mentions
10. Ambassadors: 5 mentions
11. Maintenance / Beautification: 5 mentions
12. Workforce Development / Employment Opportunities: 5 mentions
13. Support for Social Services / People Care: 5 mentions
14. Diversity, Equity, and Inclusion: 5 mentions
15. Miscellaneous Suggestions: 5 mentions
16. Parking: 4 mentions
17. Governance / Management: 4 mentions
18. Expand the Boundary: 4 mentions
19. Cost Burden Concerns: 4 mentions
20. Downtown Enhancement District / City Services: 3 mentions

