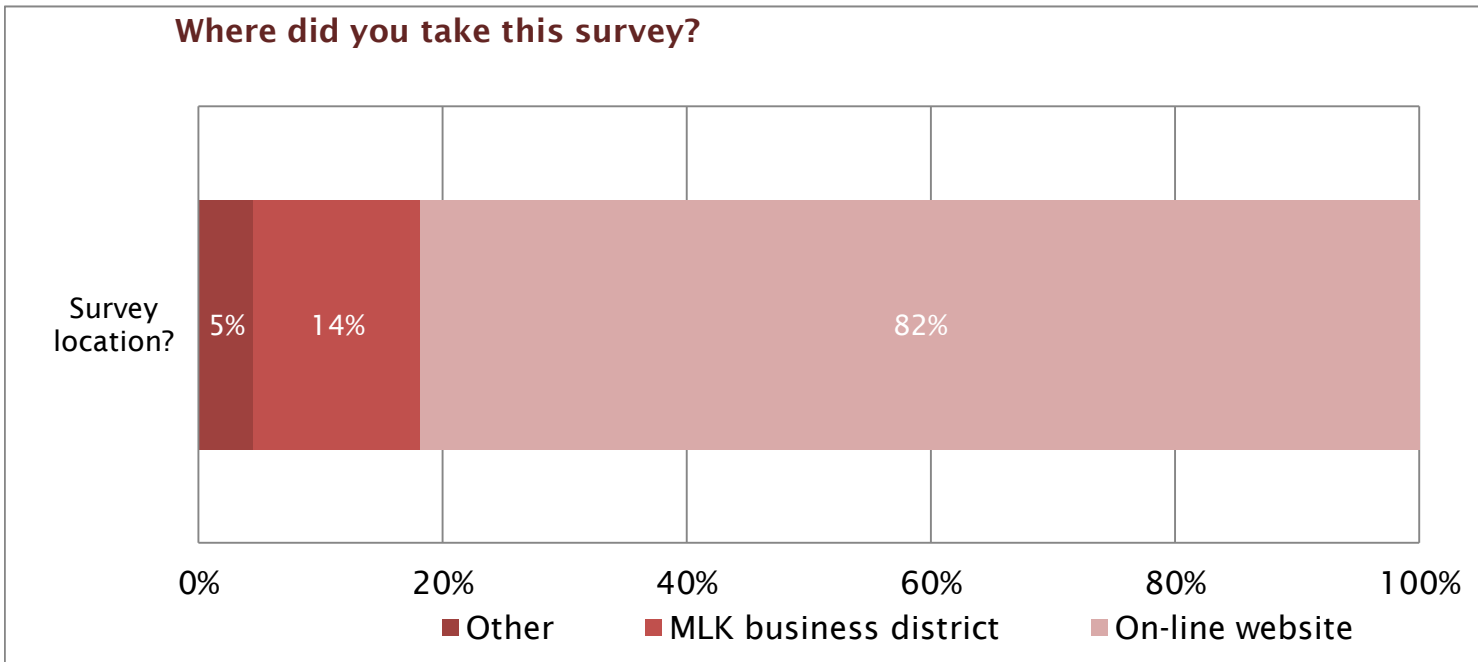


MLK SUBAREA PLAN

Appendix E: Customer Survey Results

MLK Subarea Plan - Customer Survey

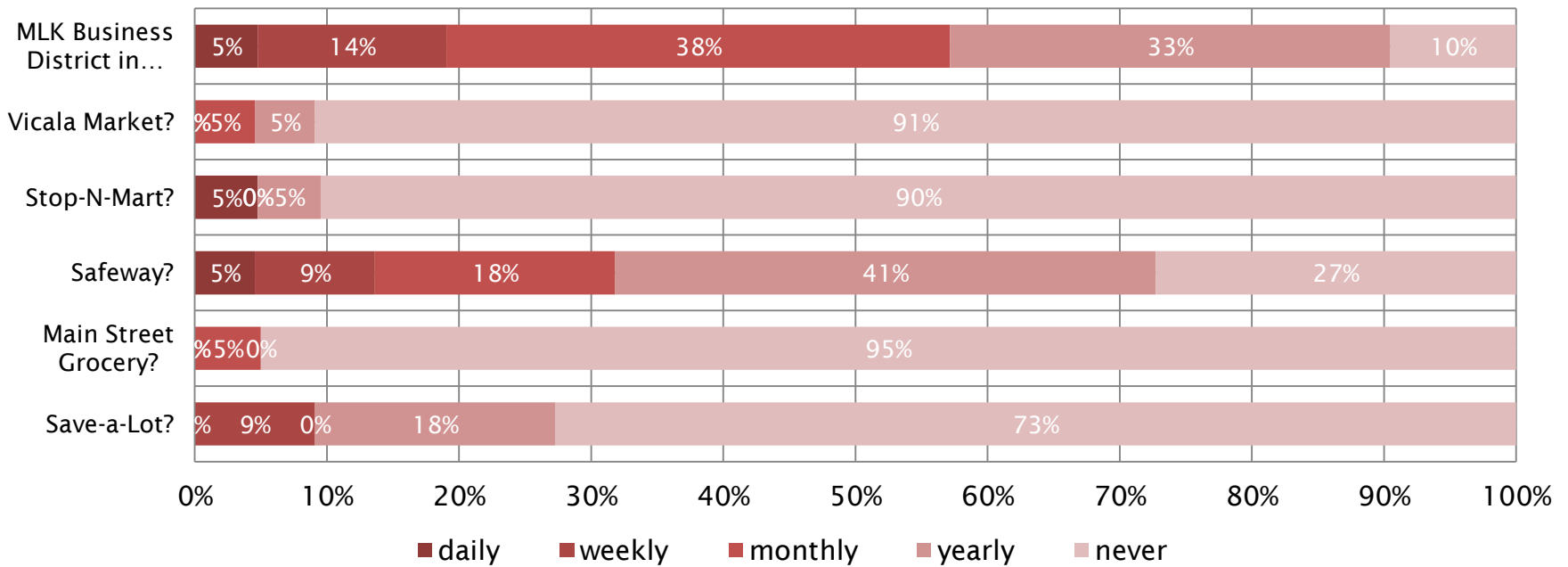
| Where did you take this survey? | | | | |
|---------------------------------|-----------------|-----------------------|-------|----------------|
| Answer Options | On-line website | MLK business district | Other | Response Count |
| Survey location? | 82% | 14% | 5% | 100% |
| <i>answered question</i> | | | | 22 |
| <i>skipped question</i> | | | | 0 |



How often does your household shop at the following retail areas in MLK/Upper Tacoma Business District?

| Answer Options | never | yearly | monthly | weekly | daily | Response Count |
|-----------------------------------|-------|--------|---------|--------|-------|----------------|
| Save-a-Lot? | 73% | 18% | 0% | 9% | 0% | 100% |
| Main Street Grocery? | 95% | 0% | 5% | 0% | 0% | 100% |
| Safeway? | 27% | 41% | 18% | 9% | 5% | 100% |
| Stop-N-Mart? | 90% | 5% | 0% | 0% | 5% | 100% |
| Vicala Market? | 91% | 5% | 5% | 0% | 0% | 100% |
| MLK Business District in general? | 10% | 33% | 38% | 14% | 5% | 100% |
| <i>answered question</i> | | | | | | 22 |
| <i>skipped question</i> | | | | | | 0 |

How often does your household shop at the following retail areas in MLK/Upper Tacoma Business District?

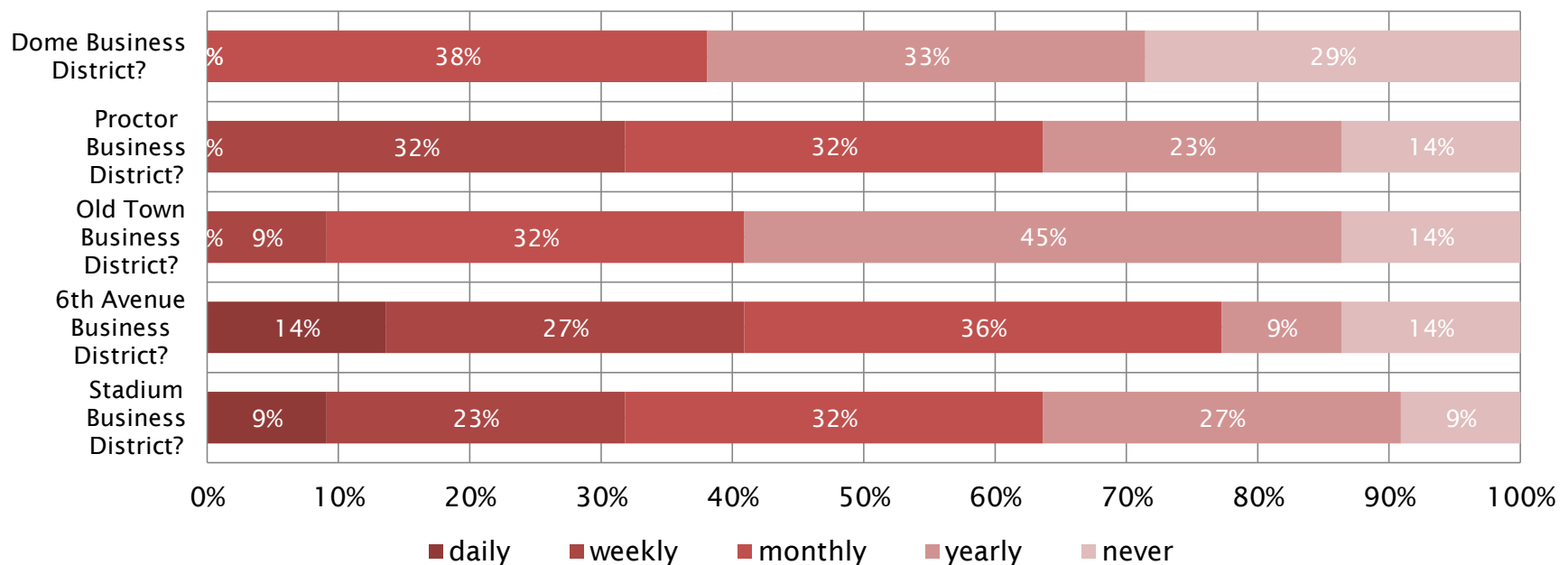


MLK Subarea Plan - Customer Survey

How often does your household shop at the following retail areas in other Tacoma Business Districts?

| Answer Options | never | yearly | monthly | weekly | daily | Response Count |
|-------------------------------|-------|--------|---------|--------|-------|----------------|
| Stadium Business District? | 9% | 27% | 32% | 23% | 9% | 100% |
| 6th Avenue Business District? | 14% | 9% | 36% | 27% | 14% | 100% |
| Old Town Business District? | 14% | 45% | 32% | 9% | 0% | 100% |
| Proctor Business District? | 14% | 23% | 32% | 32% | 0% | 100% |
| Dome Business District? | 29% | 33% | 38% | 0% | 0% | 100% |
| <i>answered question</i> | | | | | | 22 |
| <i>skipped question</i> | | | | | | 0 |

How often does your household shop at the following retail areas in other Tacoma Business Districts?

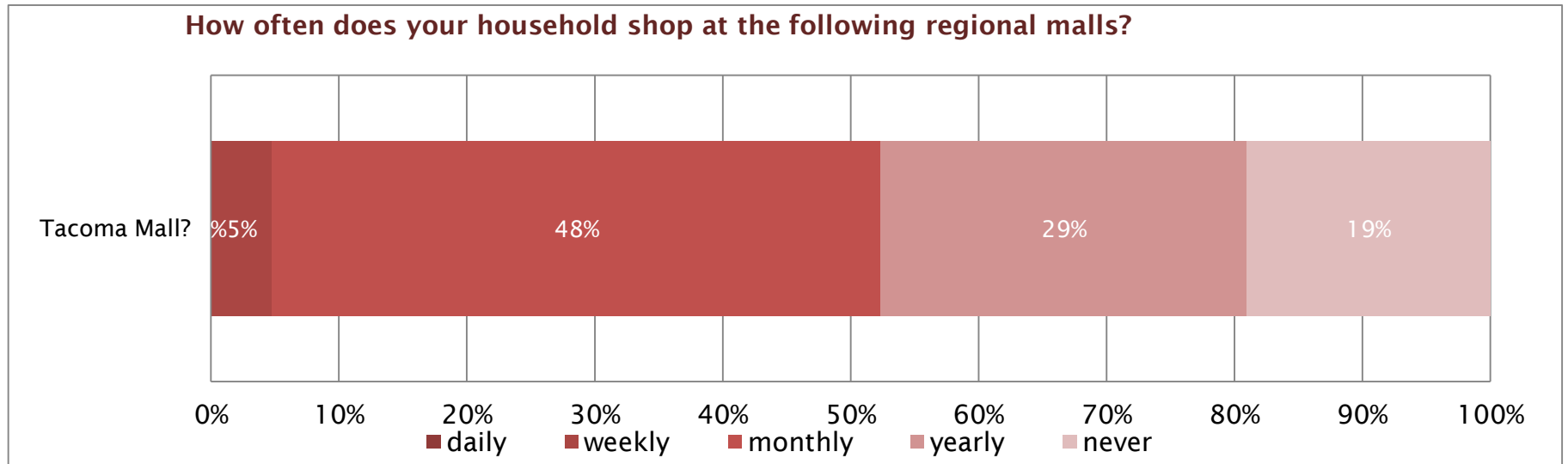


MLK Subarea Plan - Customer Survey

How often does your household shop at the following regional malls?

| Answer Options | never | yearly | monthly | weekly | daily | Response Count |
|--------------------------|-------|--------|---------|--------|-------|----------------|
| Tacoma Mall? | 19% | 29% | 48% | 5% | 0% | 100% |
| <i>answered question</i> | | | | | | 21 |
| <i>skipped question</i> | | | | | | 1 |

How often does your household shop at the following regional malls?

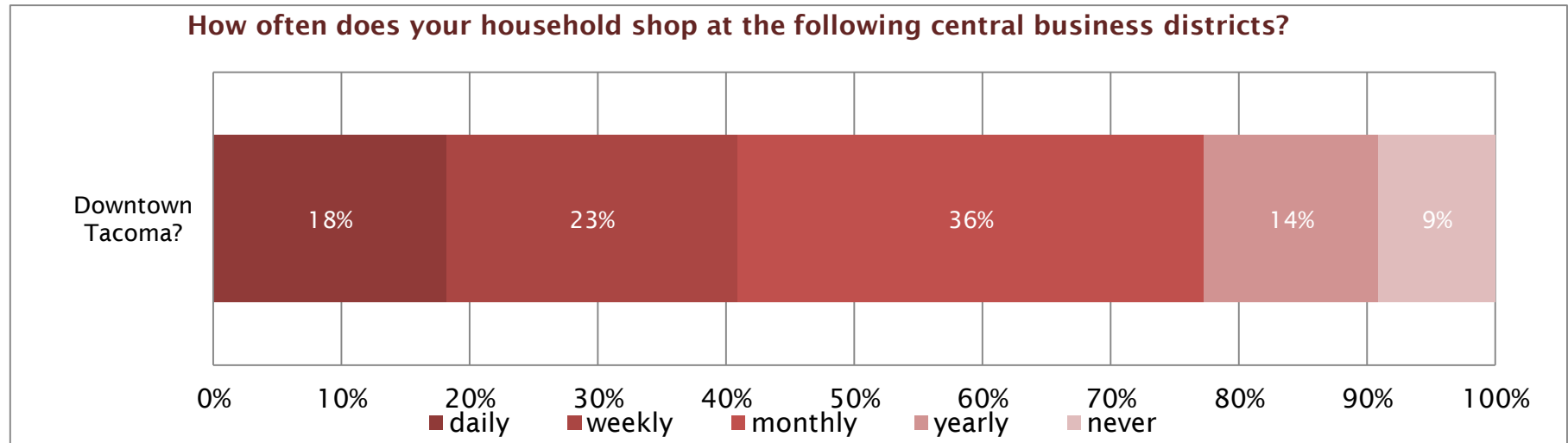


MLK Subarea Plan - Customer Survey

How often does your household shop at the following central business districts?

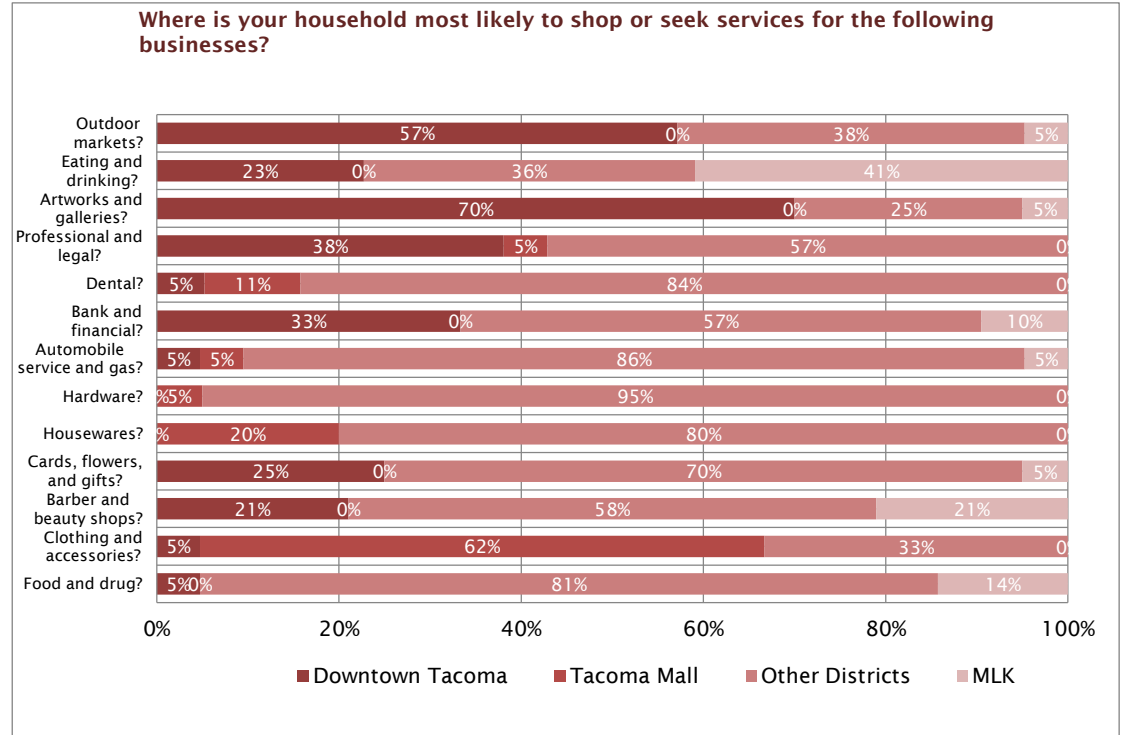
| Answer Options | never | yearly | monthly | weekly | daily | Response Count |
|--------------------------|-------|--------|---------|--------|-------|----------------|
| Downtown Tacoma? | 9% | 14% | 36% | 23% | 18% | 100% |
| <i>answered question</i> | | | | | | 22 |
| <i>skipped question</i> | | | | | | 0 |

How often does your household shop at the following central business districts?



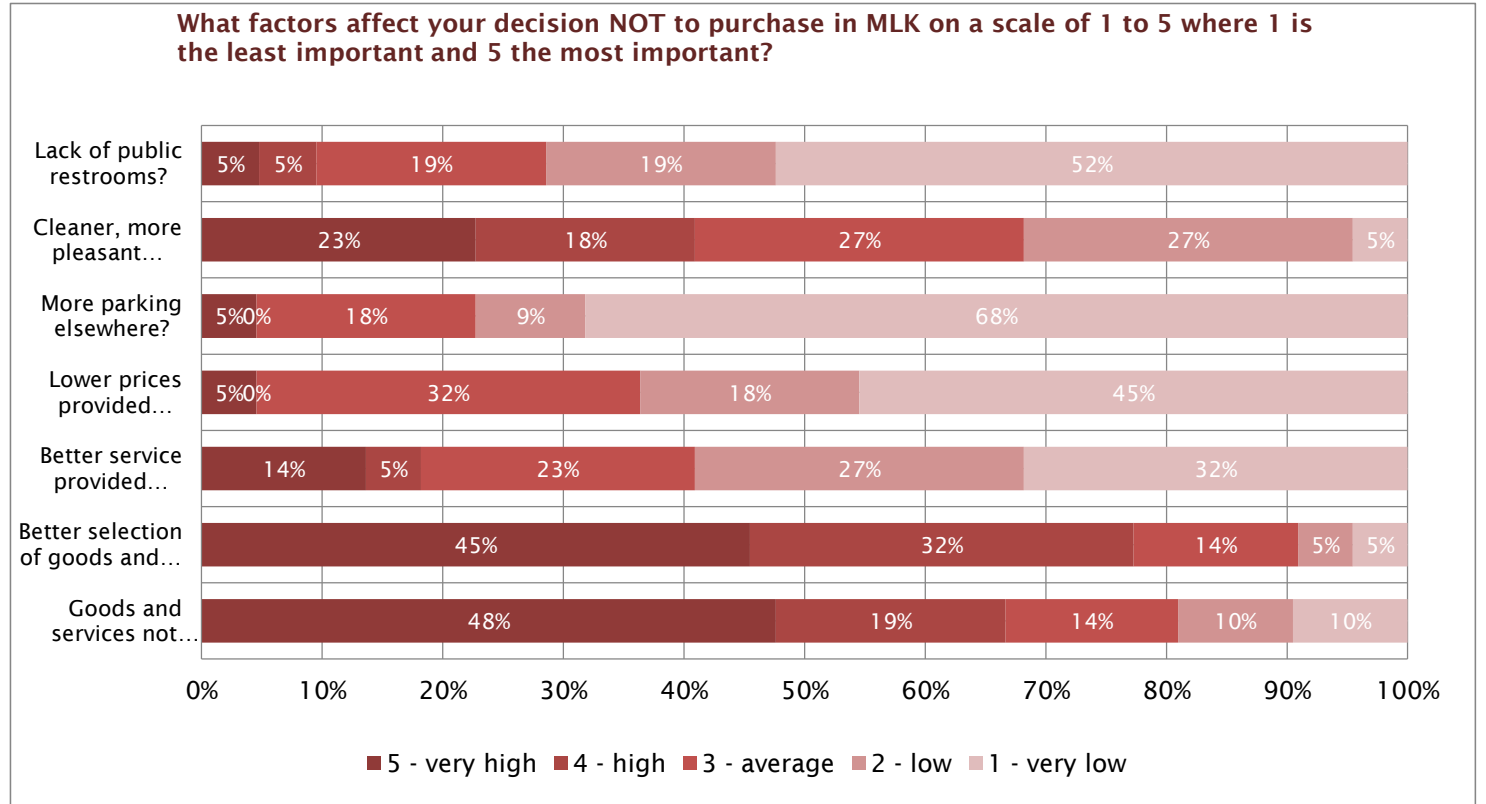
MLK Subarea Plan - Customer Survey

| Where is your household most likely to shop or seek services for the following businesses? | | | | | |
|---|------------|------------------------|--------------------|------------------------|-----------------------|
| Answer Options | MLK | Other Districts | Tacoma Mall | Downtown Tacoma | Response Count |
| Food and drug? | 14% | 81% | 0% | 5% | 100% |
| Clothing and accessories? | 0% | 33% | 62% | 5% | 100% |
| Barber and beauty shops? | 21% | 58% | 0% | 21% | 100% |
| Cards, flowers, and gifts? | 5% | 70% | 0% | 25% | 100% |
| Housewares? | 0% | 80% | 20% | 0% | 100% |
| Hardware? | 0% | 95% | 5% | 0% | 100% |
| Automobile service and gas? | 5% | 86% | 5% | 5% | 100% |
| Bank and financial? | 10% | 57% | 0% | 33% | 100% |
| Dental? | 0% | 84% | 11% | 5% | 100% |
| Professional and legal? | 0% | 57% | 5% | 38% | 100% |
| Artworks and galleries? | 5% | 25% | 0% | 70% | 100% |
| Eating and drinking? | 41% | 36% | 0% | 23% | 100% |
| Outdoor markets? | 5% | 38% | 0% | 57% | 100% |
| <i>answered question</i> | | | | | 22 |
| <i>skipped question</i> | | | | | 0 |



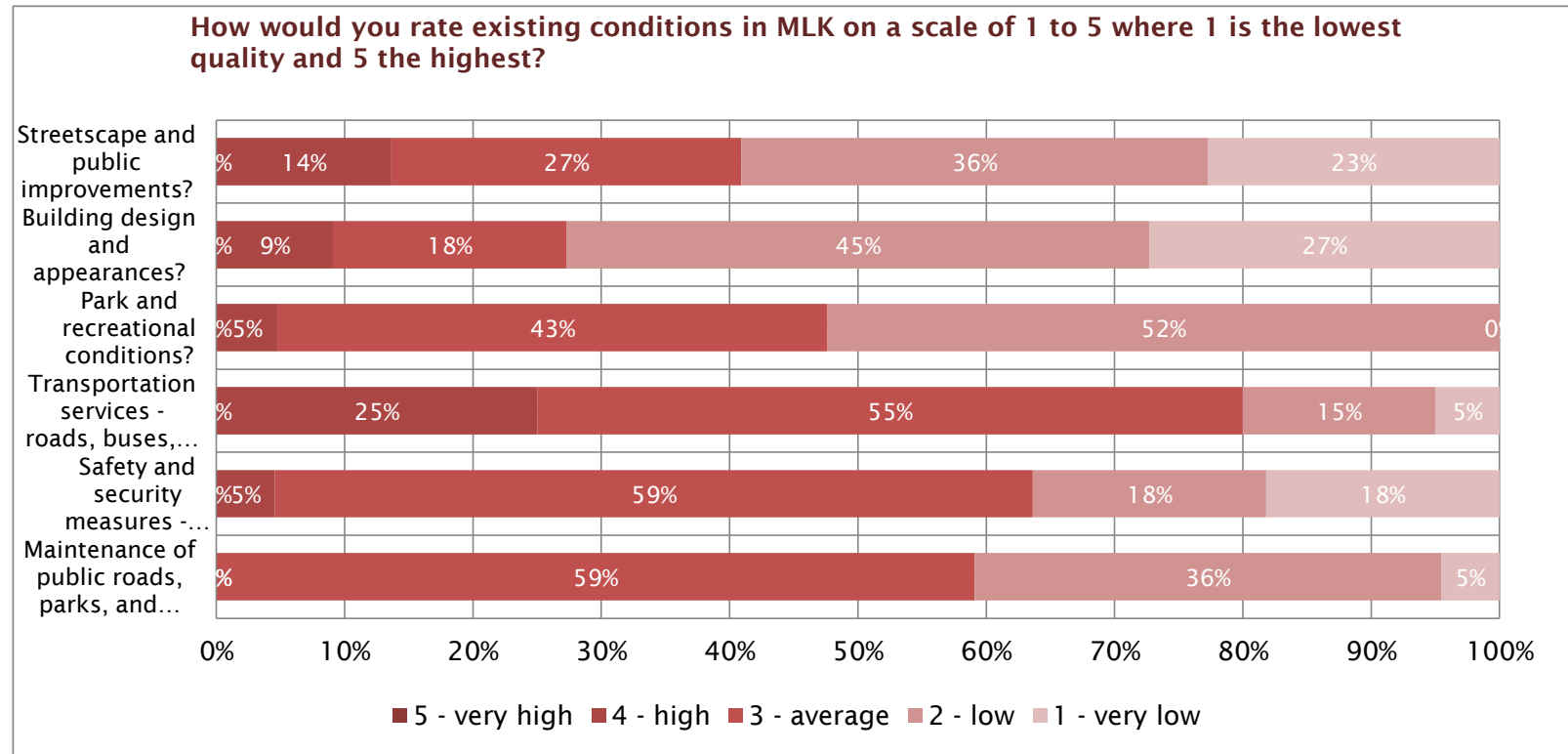
MLK Subarea Plan - Customer Survey

| What factors affect your decision NOT to purchase in MLK on a scale of 1 to 5 where 1 is the least important and 5 the most important? | | | | | | |
|--|--------------|---------|-------------|----------|---------------|----------------|
| Answer Options | 1 - very low | 2 - low | 3 - average | 4 - high | 5 - very high | Response Count |
| Goods and services not available in MLK? | 10% | 10% | 14% | 19% | 48% | 100% |
| Better selection of goods and services offered | 5% | 5% | 14% | 32% | 45% | 100% |
| Better service provided elsewhere - friendly, helpful, etc? | 32% | 27% | 23% | 5% | 14% | 100% |
| Lower prices provided elsewhere? | 45% | 18% | 32% | 0% | 5% | 100% |
| More parking elsewhere? | 68% | 9% | 18% | 0% | 5% | 100% |
| Cleaner, more pleasant looking stores elsewhere? | 5% | 27% | 27% | 18% | 23% | 100% |
| Lack of public restrooms? | 52% | 19% | 19% | 5% | 5% | 100% |
| <i>answered question</i> | | | | | | 22 |
| <i>skipped question</i> | | | | | | 0 |



MLK Subarea Plan - Customer Survey

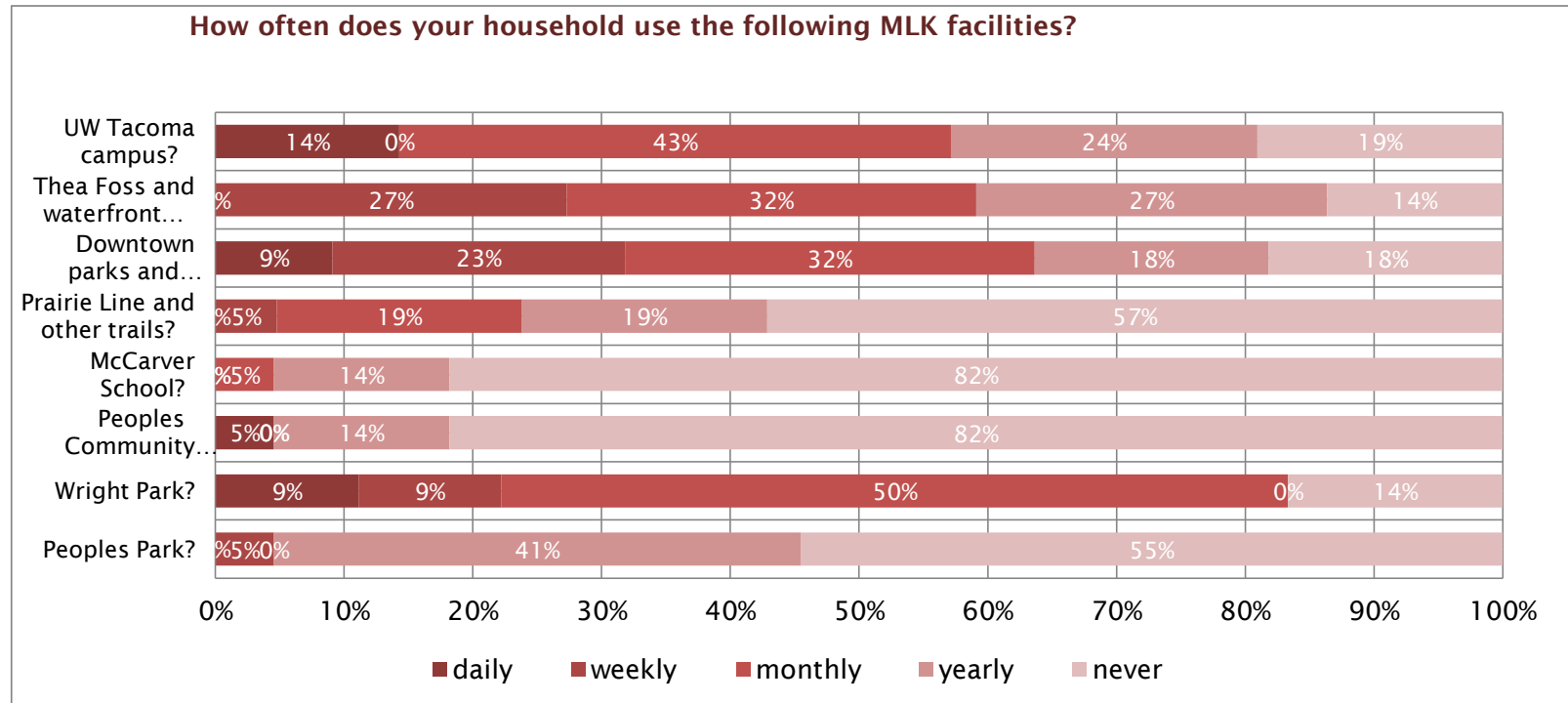
| How would you rate existing conditions in MLK on a scale of 1 to 5 where 1 is the lowest quality and 5 the highest? | | | | | | |
|---|--------------|---------|-------------|----------|---------------|----------------|
| Answer Options | 1 - very low | 2 - low | 3 - average | 4 - high | 5 - very high | Response Count |
| Maintenance of public roads, parks, and facilities? | 5% | 36% | 59% | 0% | 0% | 100% |
| Safety and security measures - police and fire? | 18% | 18% | 59% | 5% | 0% | 100% |
| Transportation services - roads, buses, trains? | 5% | 15% | 55% | 25% | 0% | 100% |
| Park and recreational conditions? | 0% | 52% | 43% | 5% | 0% | 100% |
| Building design and appearances? | 27% | 45% | 18% | 9% | 0% | 100% |
| Streetscape and public improvements? | 23% | 36% | 27% | 14% | 0% | 100% |
| <i>answered question</i> | | | | | | 22 |
| <i>skipped question</i> | | | | | | 0 |



MLK Subarea Plan - Customer Survey

How often does your household use the following MLK facilities?

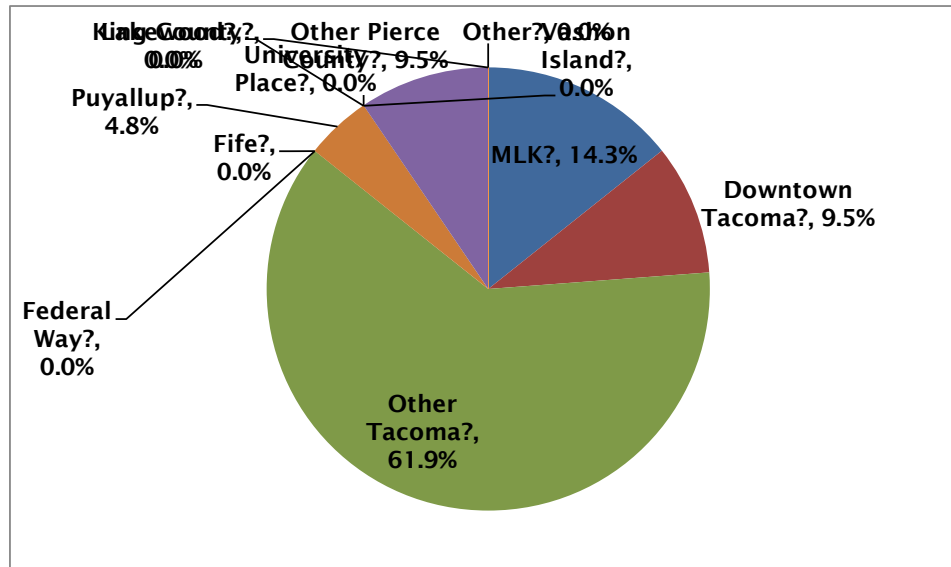
| Answer Options | never | yearly | monthly | weekly | daily | Response Count |
|-------------------------------------|-------|--------|---------|--------|-------|----------------|
| Peoples Park? | 55% | 41% | 0% | 5% | 0% | 100% |
| Wright Park? | 14% | \ | 50% | 9% | 9% | 100% |
| Peoples Community Center? | 82% | 14% | 0% | 0% | 5% | 100% |
| McCarver School? | 82% | 14% | 5% | 0% | 0% | 100% |
| Prairie Line and other trails? | 57% | 19% | 19% | 5% | 0% | 100% |
| Downtown parks and amenities? | 18% | 18% | 32% | 23% | 9% | 100% |
| Thea Foss and waterfront amenities? | 14% | 27% | 32% | 27% | 0% | 100% |
| UW Tacoma campus? | 19% | 24% | 43% | 0% | 14% | 100% |
| <i>answered question</i> | | | | | | 22 |
| <i>skipped question</i> | | | | | | 0 |



MLK Subarea Plan - Customer Survey

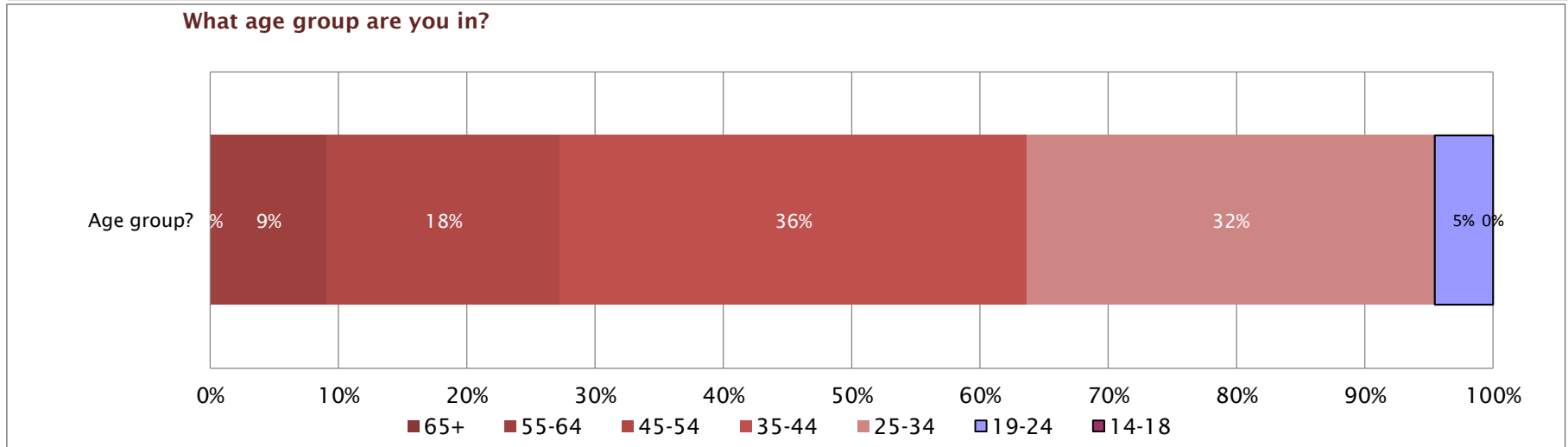
Please provide the following characteristics so that we may compare your opinions with others in the survey sample. Where do you live?

| Answer Options | Response Percent |
|------------------------------------|------------------|
| MLK? | 14.3% |
| Downtown Tacoma? | 9.5% |
| Other Tacoma? | 61.9% |
| Federal Way? | 0.0% |
| Fife? | 0.0% |
| Puyallup? | 4.8% |
| Lakewood? | 0.0% |
| University Place? | 0.0% |
| Vashon Island? | 0.0% |
| Other Pierce County? | 9.5% |
| King County? | 0.0% |
| Other? | 0.0% |
| <i>answered question</i> 21 | |
| <i>skipped question</i> 1 | |



MLK Subarea Plan - Customer Survey

| What age group are you in? | | | | | | | | Response Count |
|----------------------------|-------|-------|-------|-------|-------|-------|-----|----------------|
| Answer Options | 14-18 | 19-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | |
| Age group? | 0% | 5% | 32% | 36% | 18% | 9% | 0% | 100% |
| <i>answered question</i> | | | | | | | | 22 |
| <i>skipped question</i> | | | | | | | | 0 |



Survey - Customer

What is best feature?

| |
|---|
| Location |
| The Hilltop area cleaver |
| Tempest and South 122, lots of parking because other than these two, not much else around there worth going to. |
| Tempest, Fish House, LeLe and other local eating and drinking establishments. |
| Very good restaurants and bars, great location - not far from Stadium & Downtown districts. |
| The residents. |
| Restaurants and Bars |
| The historic buildings and Wright Park. |
| Restaurants and bars |
| The improvements made since the 80's. |
| having police their |
| Its diversity and scale |
| The community and diversity, unique and good food and drink |
| New Spaceworks stores. 2nd Cycle. Le Le's |
| Diversity, location and historic building stock |
| Pho King! |
| 1022 South, Quickie Too, The Tempest, Planned Parenthood |
| Johnson's Candy Co. :-) |

What would you improve?

| |
|---|
| More commercial |
| Cleaner, safer shopping areas with more variety. |
| Some of the buildings |
| (Question 9 doesn't make sense, it asks about MLK facilities, but most of the ones listed aren't MLK) Honestly, neighborhood is mostly a dump. Poorly designed/maintained storefronts and businesses. I go there for the Tempest and South 122 and occasionally Johnson Candy Company. City needs to maintain Brown Star and not let it rot. Would like to see some energy placed on the existing older buildings, many of which are pretty and unique, if they were properly cared for. Right now most of them are showing off bad remodels from the 1970s and 80s. Parking is always easy, but need a reason to go there. |
| Too many gang members staking out 15th street after dark - I see them every day coming home from work, just standing on the corner as lookouts for who knows what. |
| I would make that entire MLK corridor a mix of retail w/ open markets, arts, and have quality cafes and or possible evening dining. |
| Walkways, more greenery, encourage renovation of Safeway and more services & public spaces to make it friendlier to get things done. |
| Keep historic buildings. Do NOT build tall buildings on MLK, as they would be out of place and make a canyon of our street. |
| Why does your department just sit on the Browne Star Grill and neighboring buildings? Other projects with big developer subsidies (the Oregon tavern chain) from the City always are more important. Our area is your lowest priority. |
| Streetscape |
| Increase the number of things to walk to along MLK. The destinations that interest me are really spread out. |
| I would fix up a repaint the buildings, fill in the empty lots with storefronts and add bike lanes to MLK so more people are out using the street. Streetscape improvement would also be nice. Like the intersection at Proctor and 26th. |
| More bike-friendly--maybe bike-only routes? I used to live around there, and in some areas riding a bike on the street felt pretty dangerous due to all of the traffic |

More. Just keep going with it. More shops and modern while open longer combined w/parks, entertainment, and night life. Maybe movie in the park nights -not sure if you do that. Works in Puyallup. Business stay open, coffee shops, vendors, Live bands outdoors in the summer time on Saturdays, etc.

getting rid of drug dealers and obvious sales

Fill the empty storefronts. create artist live/work space at Brownstar grill site

Arts and entertainment, theater, live music, etc.

Deadbeat out of town landlords. Blighted buildings. REMOVE HORRIBLE LOOKING BILLBOARDS

Streetscape amenities, street and sidewalk improvements, trees, business support, historic facade renovation

Renovate blighted city-owned buildings!

better grocery stores, more selection...even the Safeway is small and has fewer items than the other Tacoma stores

Better transit connections.

It just looks junky and under-cared for. I would shop at Safeway all the time if it had a better selection and quality equal to the Proctor or S 38th Stores.

