

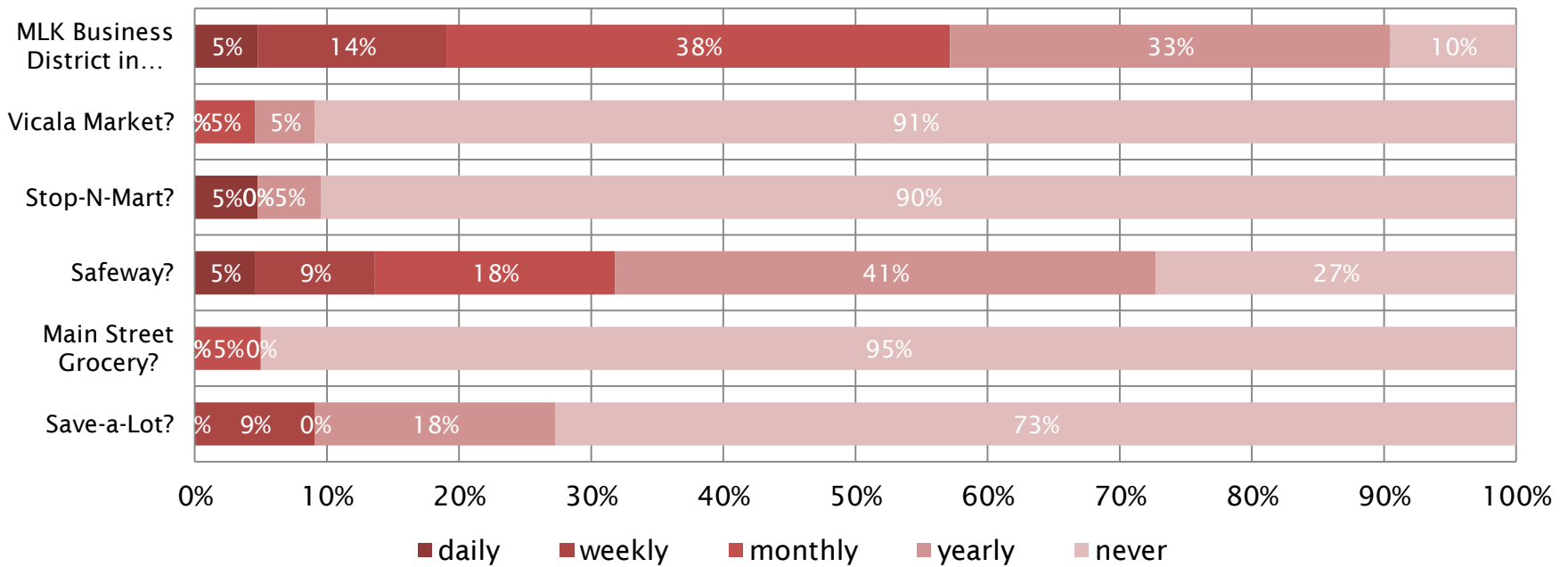
MLK SUBAREA PLAN

Appendix H: Open House Survey Results

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?

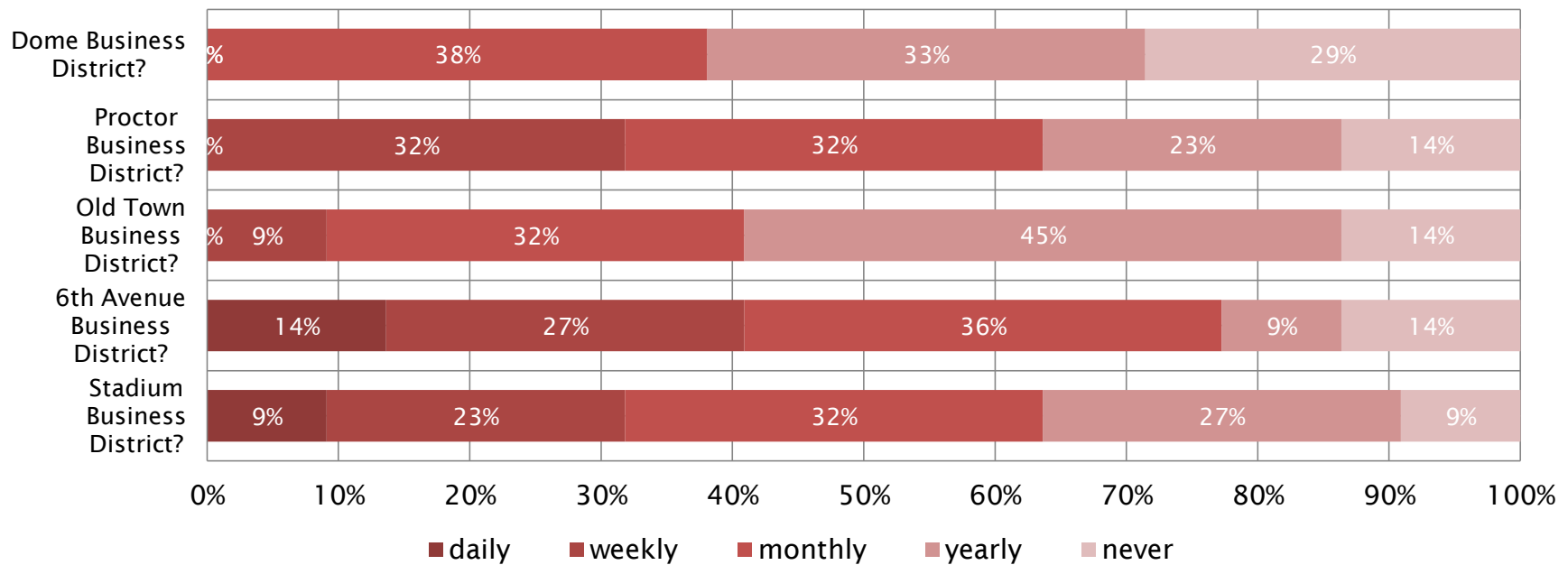


MLK Subarea Plan - Customer Survey

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

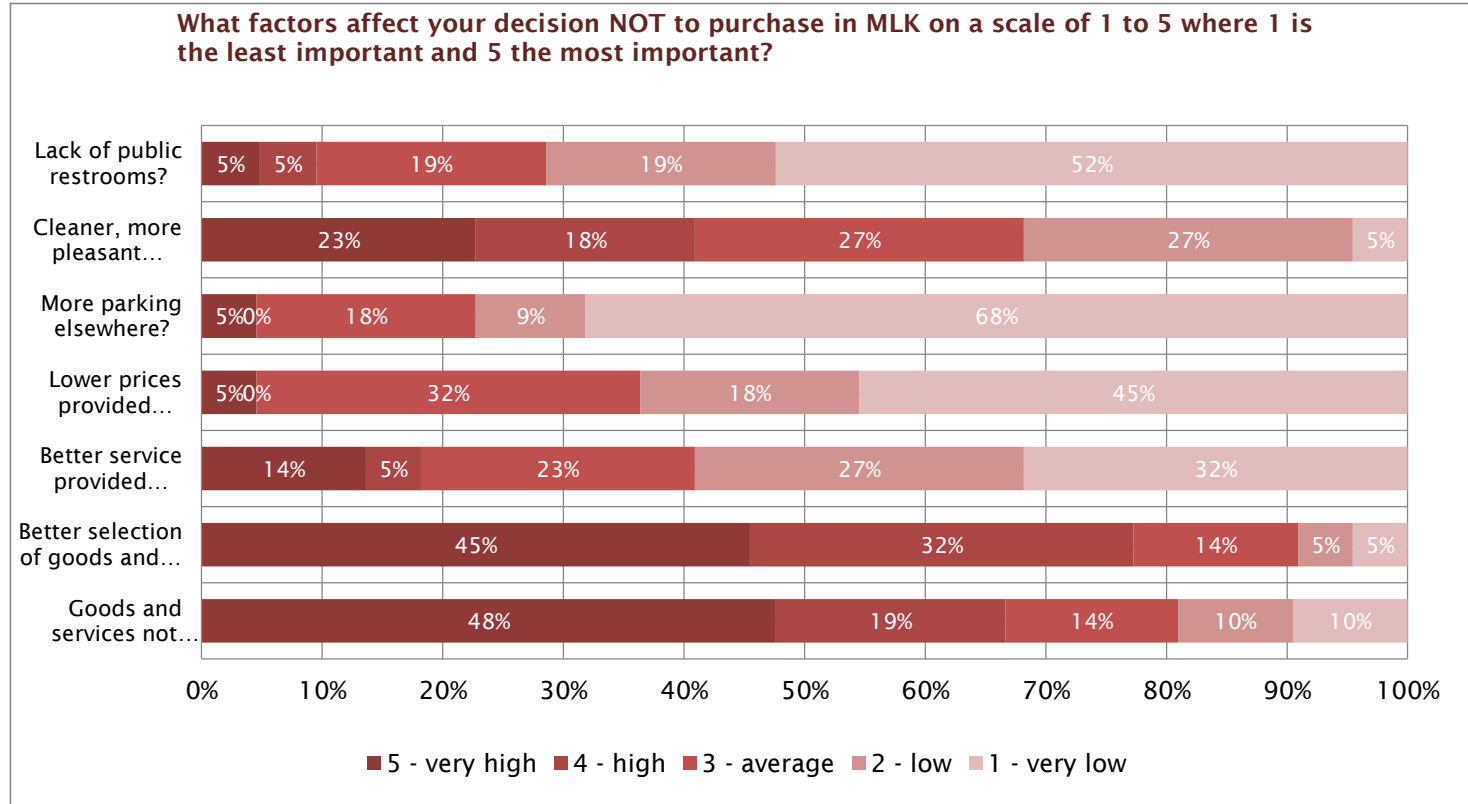
Answer Options	never	yearly	monthly	weekly	daily	Response Count
Stadium Business District?	9%	27%	32%	23%	9%	100%
6th Avenue Business District?	14%	9%	36%	27%	14%	100%
Old Town Business District?	14%	45%	32%	9%	0%	100%
Proctor Business District?	14%	23%	32%	32%	0%	100%
Dome Business District?	29%	33%	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?



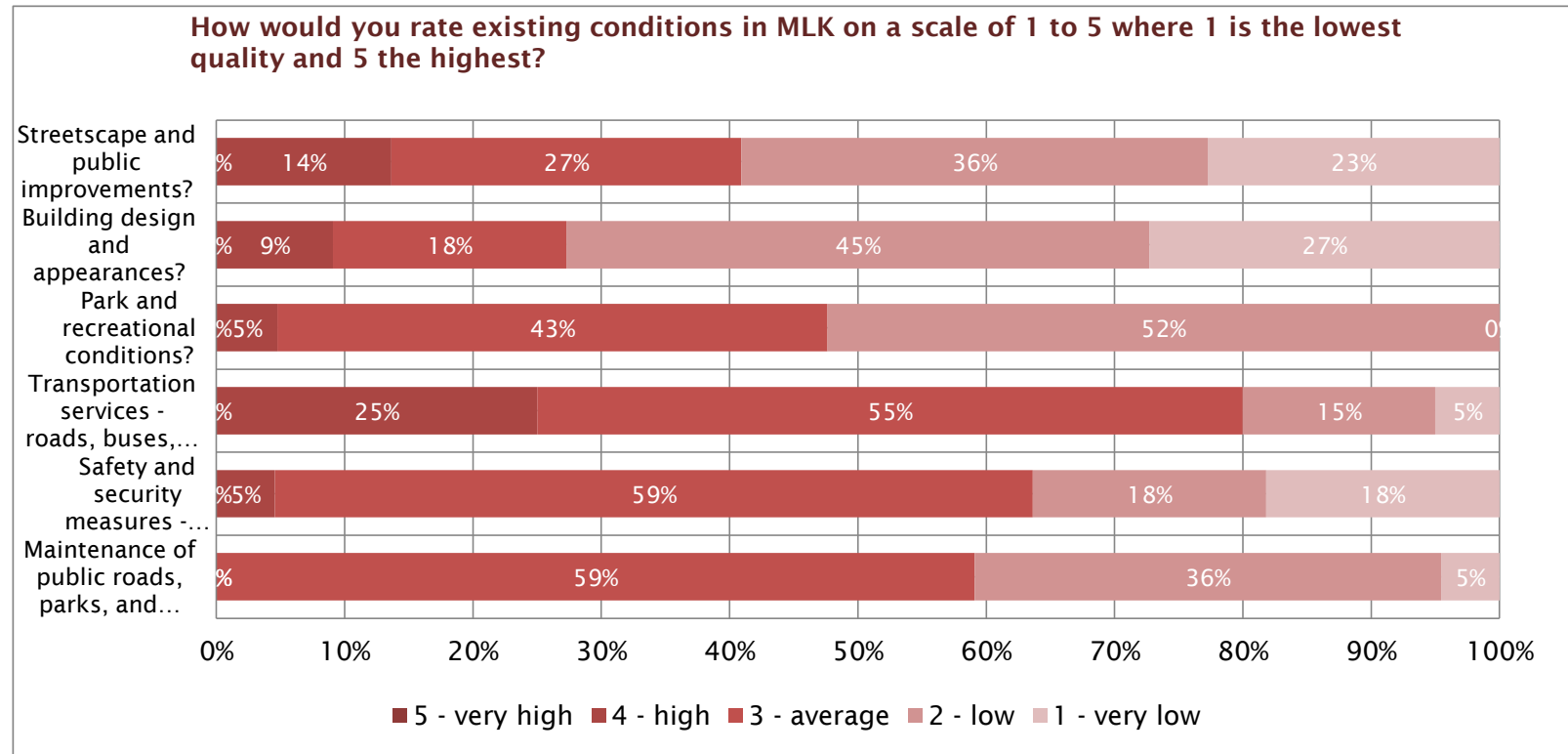
MLK Subarea Plan - Customer Survey

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

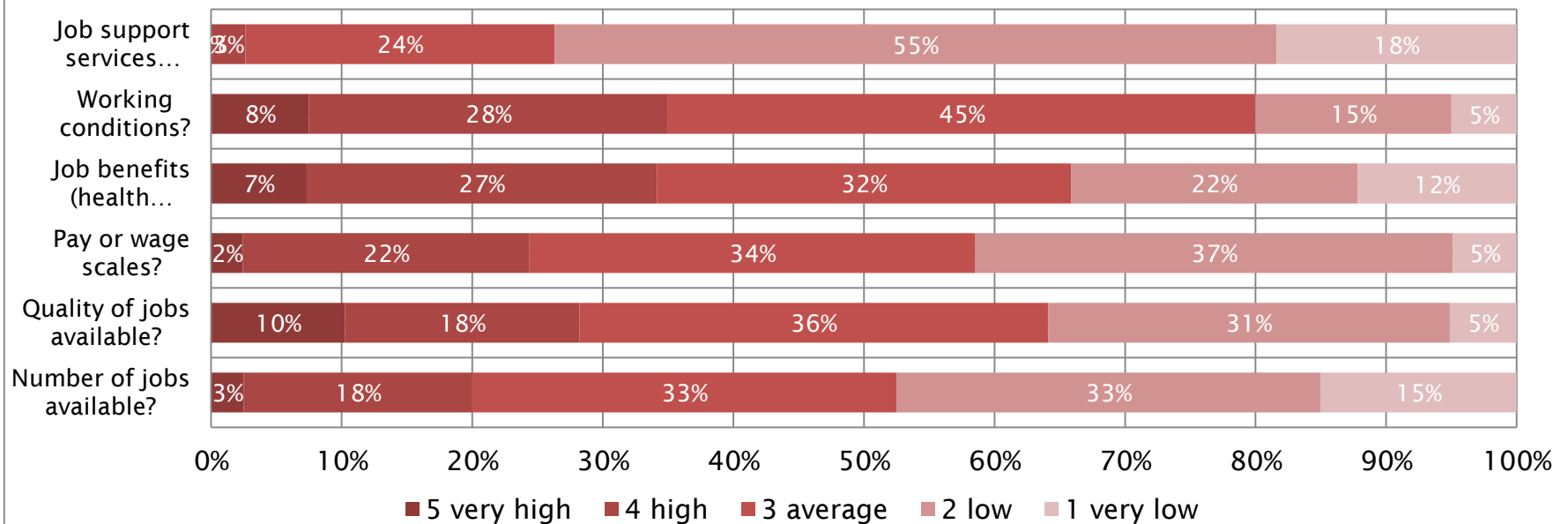


MLK Subarea Plan Employee Survey

How would you rate the following existing conditions in MLK on a scale of 1 to 5 where 1 is very low and 5 is very high?

Answer Options	1 very low	2 low	3 average	4 high	5 very high	Response Count
Number of jobs available?	15%	33%	33%	18%	3%	100%
Quality of jobs available?	5%	31%	36%	18%	10%	100%
Pay or wage scales?	5%	37%	34%	22%	2%	100%
Job benefits (health insurance, etc)?	12%	22%	32%	27%	7%	100%
Working conditions?	5%	15%	45%	28%	8%	100%
Job support services (child/daycare)?	18%	55%	24%	3%	0%	100%
<i>answered question</i>						41
<i>skipped question</i>						4

How would you rate the following existing conditions in MLK on a scale of 1 to 5 where 1 is very low and 5 is very high?

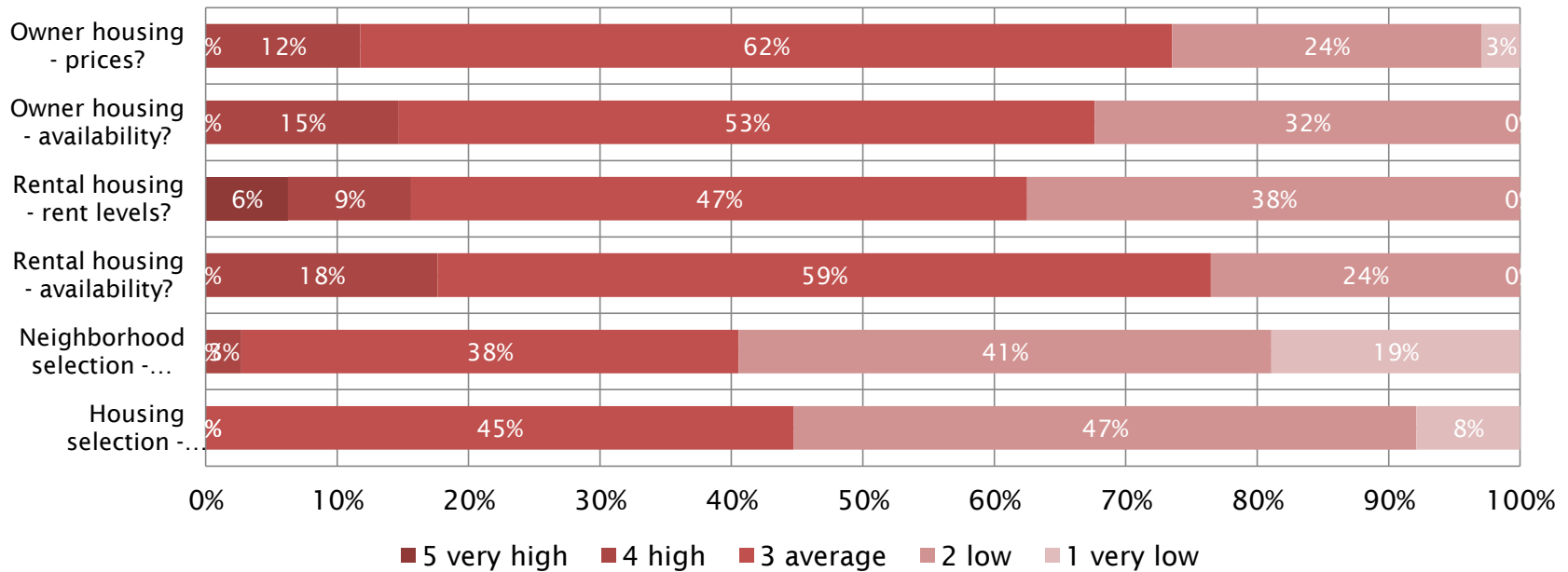


MLK Subarea Plan Employee Survey

How would you rate the existing housing market on a scale of 1 to 5?

Answer Options	1 very low	2 low	3 average	4 high	5 very high	Response Count
Housing selection - type and design?	8%	47%	45%	0%	0%	100%
Neighborhood selection - quality and location?	19%	41%	38%	3%	0%	100%
Rental housing - availability?	0%	24%	59%	18%	0%	100%
Rental housing - rent levels?	0%	38%	47%	9%	6%	100%
Owner housing - availability?	0%	32%	53%	15%	0%	100%
Owner housing - prices?	3%	24%	62%	12%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						7

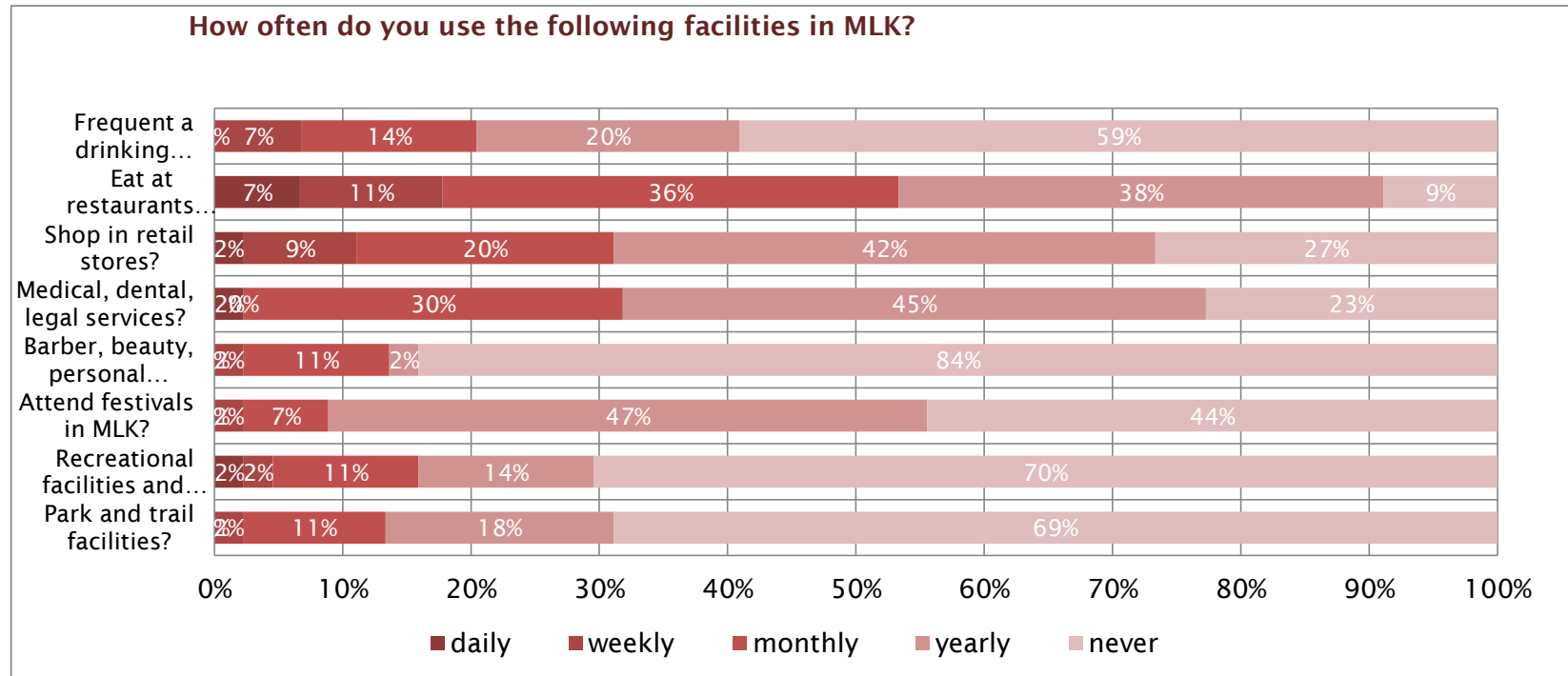
How would you rate the existing housing market on a scale of 1 to 5?



MLK Subarea Plan Employee Survey

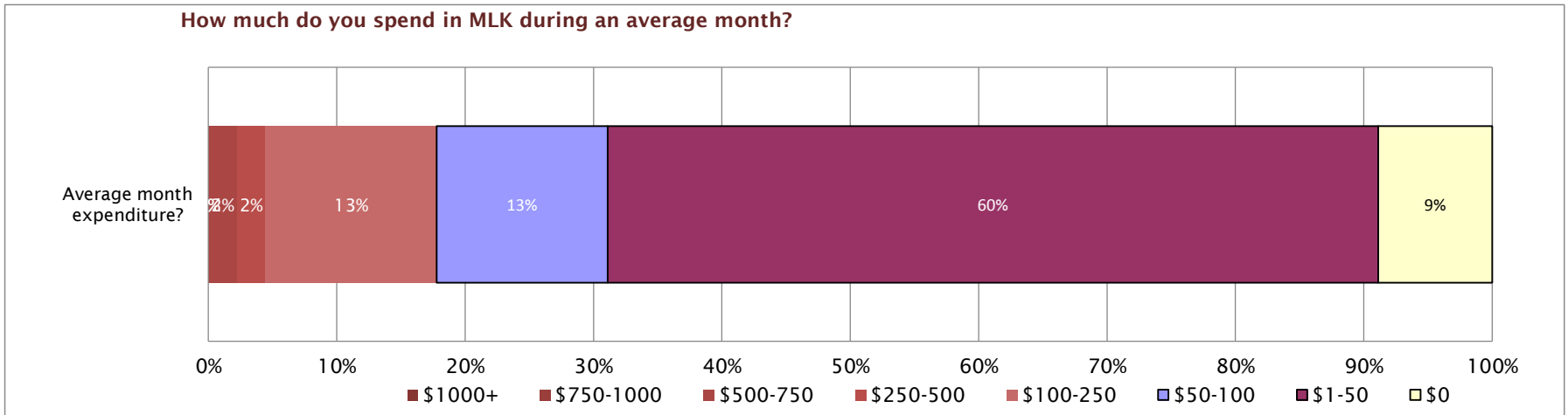
How often do you use the following facilities in MLK?

Answer Options	never	yearly	monthly	weekly	daily	Response Count
Park and trail facilities?	69%	18%	11%	2%	0%	100%
Recreational facilities and services?	70%	14%	11%	2%	2%	100%
Attend festivals in MLK?	44%	47%	7%	2%	0%	100%
Barber, beauty, personal services?	84%	2%	11%	2%	0%	100%
Medical, dental, legal services?	23%	45%	30%	0%	2%	100%
Shop in retail stores?	27%	42%	20%	9%	2%	100%
Eat at restaurants and coffee shops?	9%	38%	36%	11%	7%	100%
Frequent a drinking establishment?	59%	20%	14%	7%	0%	100%
<i>answered question</i>						45
<i>skipped question</i>						0



MLK Subarea Plan Employee Survey

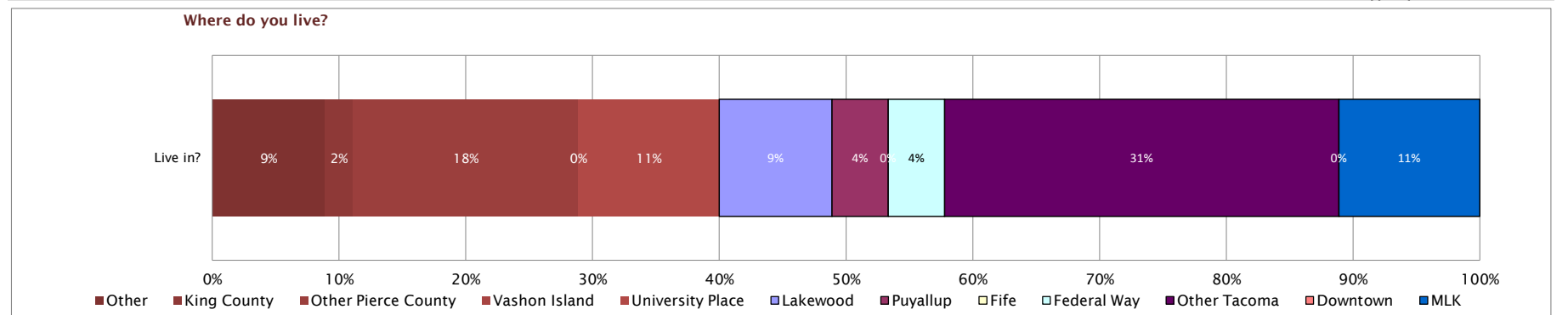
How much do you spend in MLK during an average month?									
Answer Options	\$0	\$1-50	\$50-100	\$100-250	\$250-500	\$500-750	\$750-1000	\$1000+	Response Count
Average month expenditure?	9%	60%	13%	13%	2%	2%	0%	0%	100%
<i>answered question</i>									45
<i>skipped question</i>									0



MLK Subarea Plan Employee Survey

Where do you live?

Answer Options	MLK	Downtown	Other Tacoma	Federal Way	Fife	Puyallup	Lakewood	University Place	Vashon Island	Other Pierce County	King County	Other	Response Count
Live in?	11%	0%	31%	4%	0%	4%	9%	11%	0%	18%	2%	9%	100%
<i>answered question</i>													45
<i>skipped question</i>													0

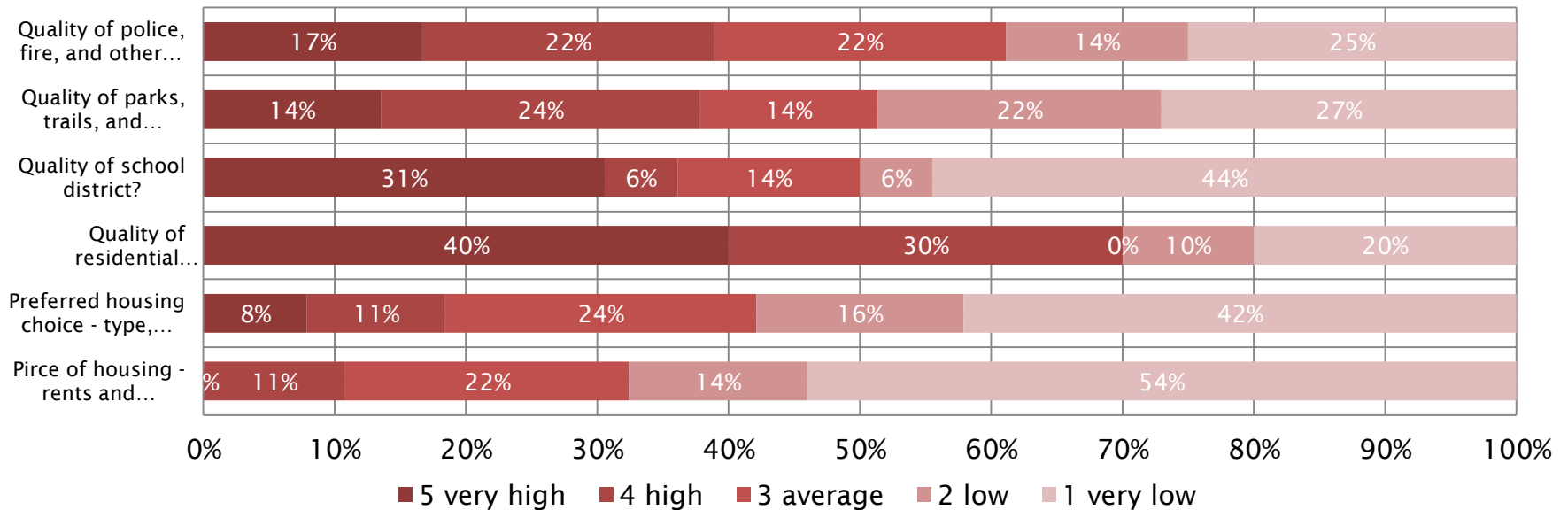


MLK Subarea Plan Employee Survey

How important were the following factors in your decision to NOT LIVE IN MLK?

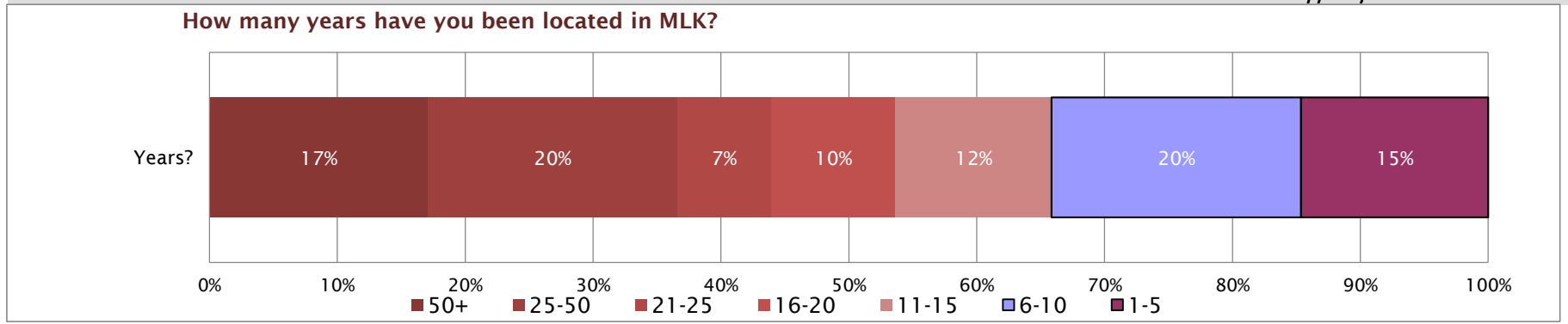
Answer Options	1 very low	2 low	3 average	4 high	5 very high	Response Count
Pirce of housing - rents and purchase price?	54%	14%	22%	11%	0%	100%
Preferred housing choice - type, design, etc?	42%	16%	24%	11%	8%	100%
Quality of residential neighborhood?	20%	10%	0%	30%	40%	100%
Quality of school district?	44%	6%	14%	6%	31%	100%
Quality of parks, trails, and recreational facilities?	27%	22%	14%	24%	14%	100%
Quality of police, fire, and other services?	25%	14%	22%	22%	17%	100%
<i>answered question</i>						40
<i>skipped question</i>						5

How important were the following factors in your decision to NOT LIVE IN MLK?



MLK Subarea Plan - Business Owner Survey

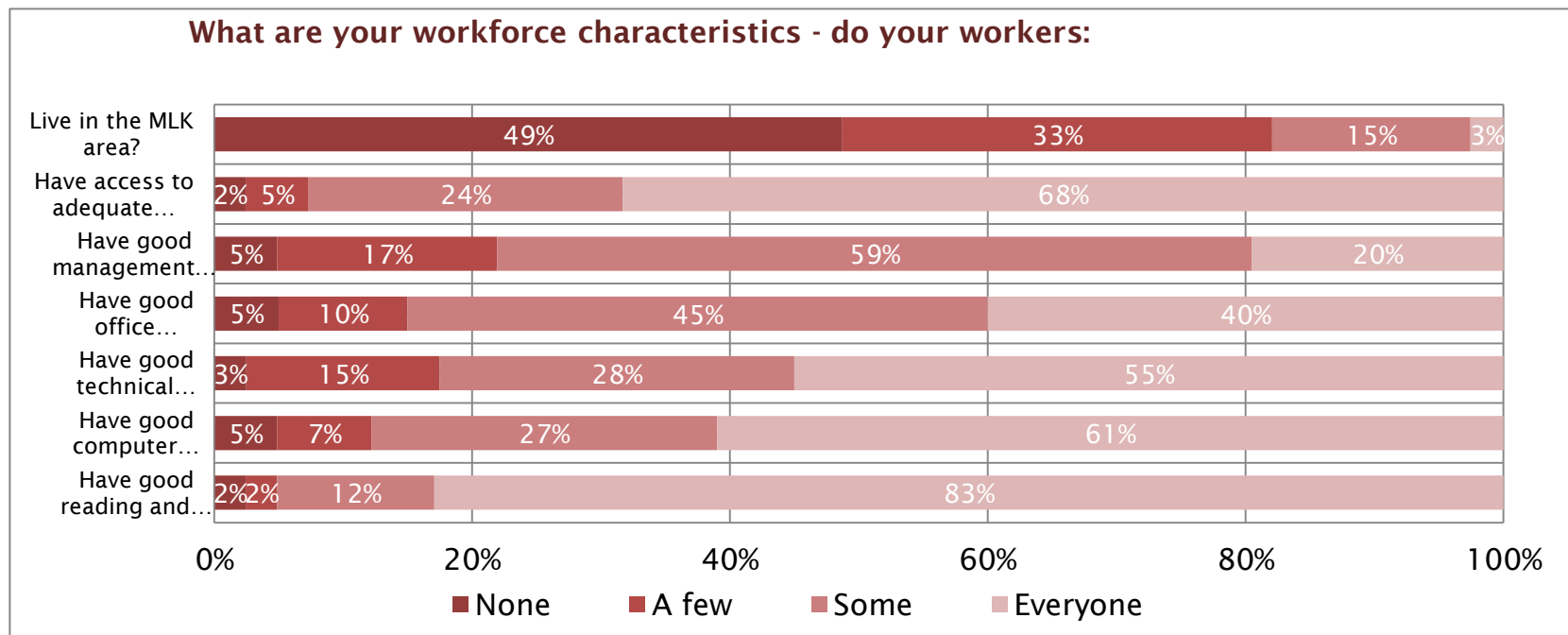
How many years have you been located in MLK?								
Answer Options	1-5	6-10	11-15	16-20	21-25	25-50	50+	Response Count
Years?	15%	20%	12%	10%	7%	20%	17%	100%
<i>answered question</i>								41
<i>skipped question</i>								1



MLK Subarea Plan - Business Owner Survey

What are your workforce characteristics - do your workers:

Answer Options	Everyone	Some	A few	None	Response Count
Have good reading and writing skills?	83%	12%	2%	2%	100%
Have good computer capability?	61%	27%	7%	5%	100%
Have good technical training and skills?	55%	28%	15%	3%	100%
Have good office administration skills?	40%	45%	10%	5%	100%
Have good management skills?	20%	59%	17%	5%	100%
Have access to adequate transportation?	68%	24%	5%	2%	100%
Live in the MLK area?	3%	15%	33%	49%	100%
<i>answered question</i>					41
<i>skipped question</i>					1

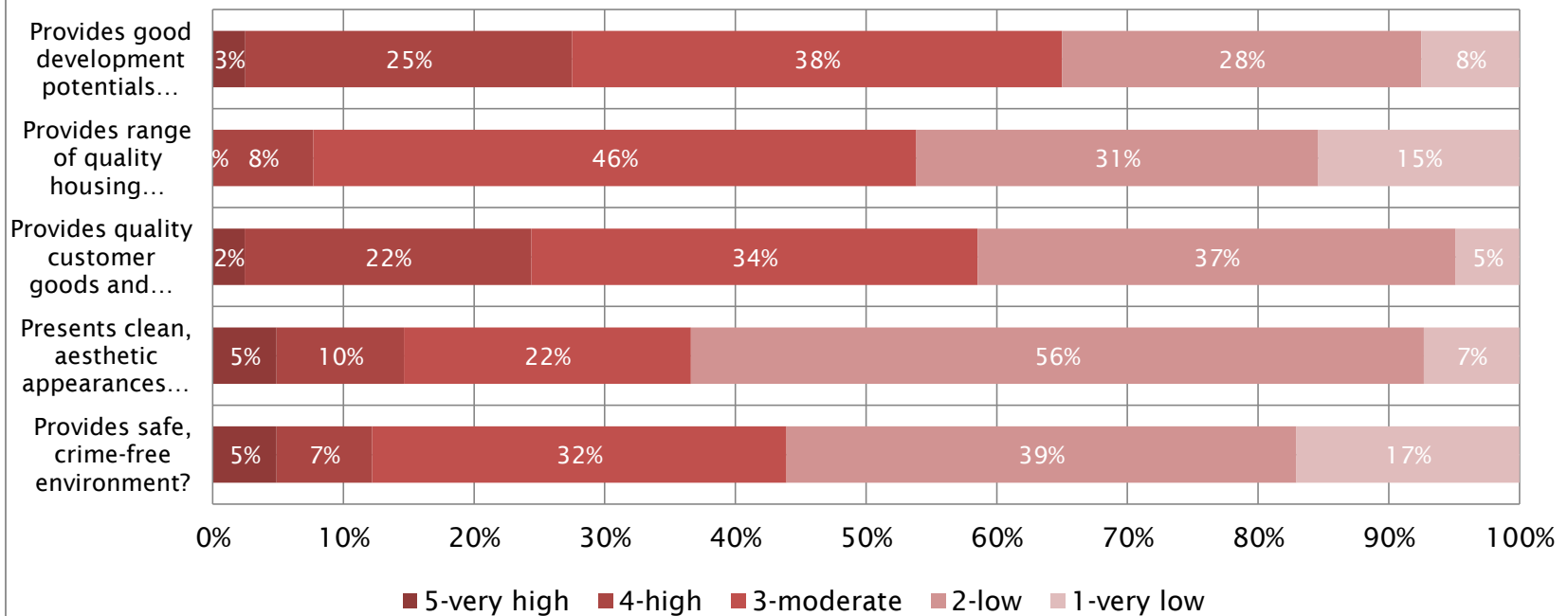


MLK Subarea Plan - Business Owner Survey

Existing conditions - how would you rate the following MLK image or brand to outsiders on a scale of 1 to 5 where 1 is the lowest quality and 5 the highest?

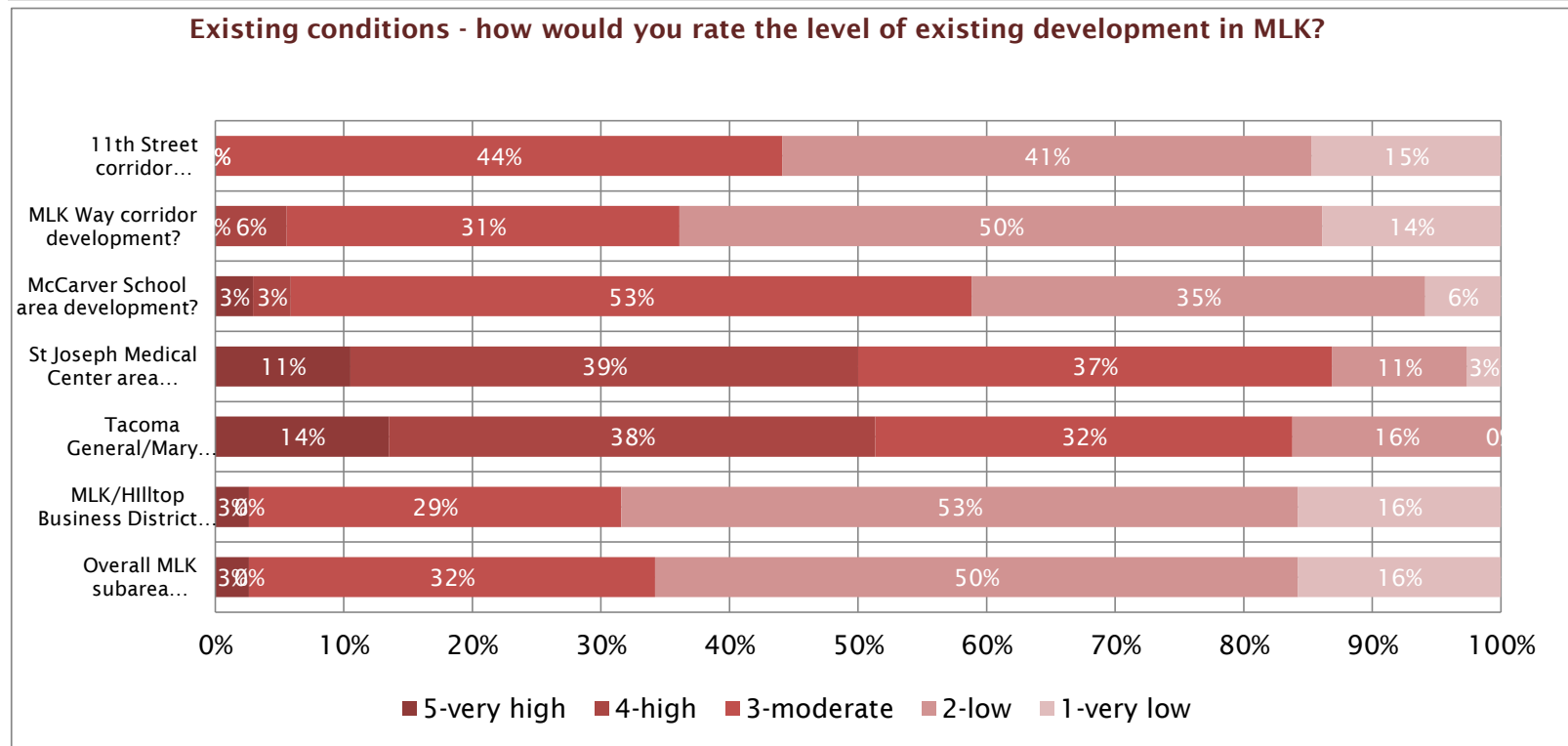
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Provides safe, crime-free environment?	17%	39%	32%	7%	5%	100%
Presents clean, aesthetic appearances and	7%	56%	22%	10%	5%	100%
Provides quality customer goods and services?	5%	37%	34%	22%	2%	100%
Provides range of quality housing choices?	15%	31%	46%	8%	0%	100%
Provides good development potentials and regulations?	8%	28%	38%	25%	3%	100%
<i>answered question</i>						41
<i>skipped question</i>						1

Existing conditions - how would you rate the following MLK image or brand to outsiders on a scale of 1 to 5 where 1 is the lowest quality and 5 the highest?



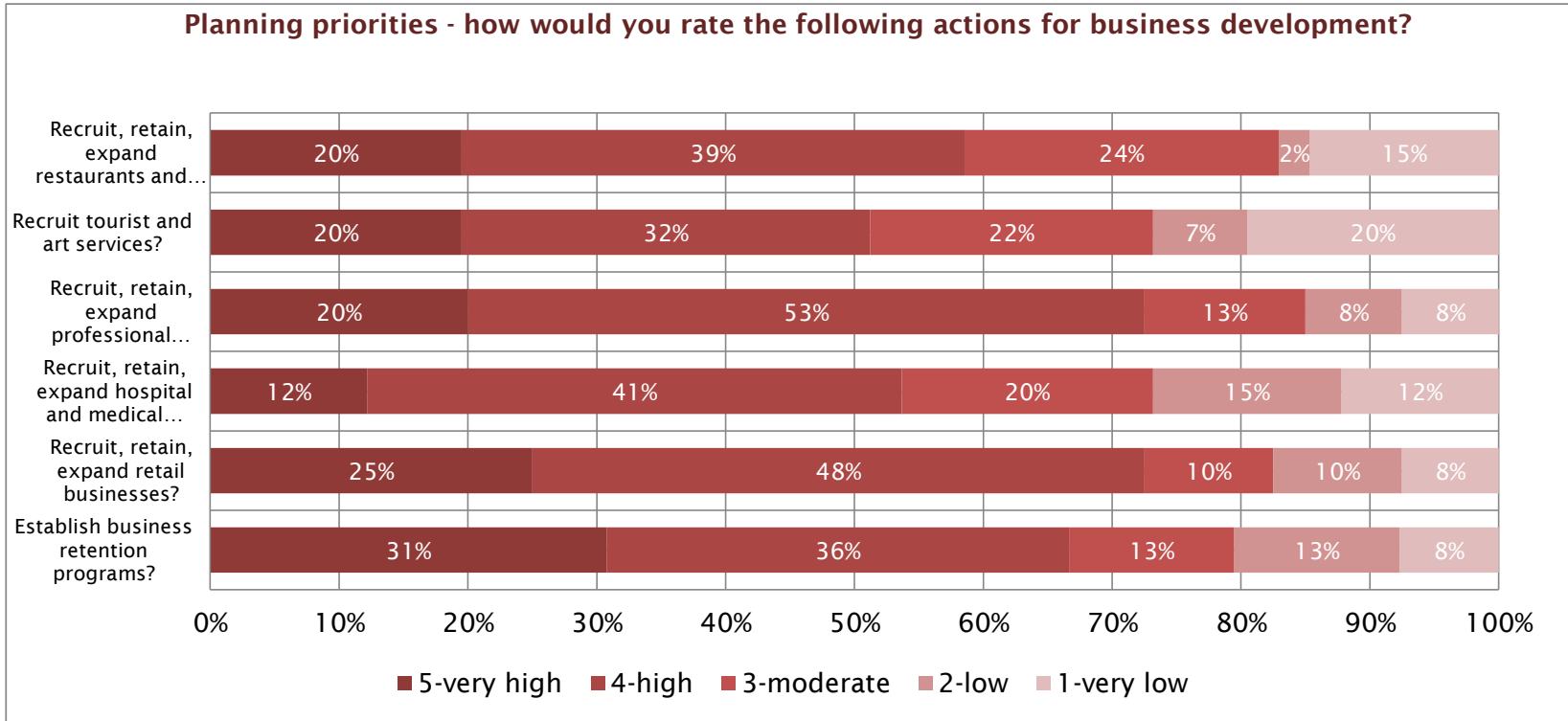
MLK Subarea Plan - Business Owner Survey

Existing conditions - how would you rate the level of existing development in MLK?						
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Overall MLK subarea development?	16%	50%	32%	0%	3%	100%
MLK/Hilltop Business District development?	16%	53%	29%	0%	3%	100%
Tacoma General/Mary Bridge Children's Hospitals area?	0%	16%	32%	38%	14%	100%
St Joseph Medical Center area development?	3%	11%	37%	39%	11%	100%
McCarver School area development?	6%	35%	53%	3%	3%	100%
MLK Way corridor development?	14%	50%	31%	6%	0%	100%
11th Street corridor development?	15%	41%	44%	0%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						4



MLK Subarea Plan - Business Owner Survey

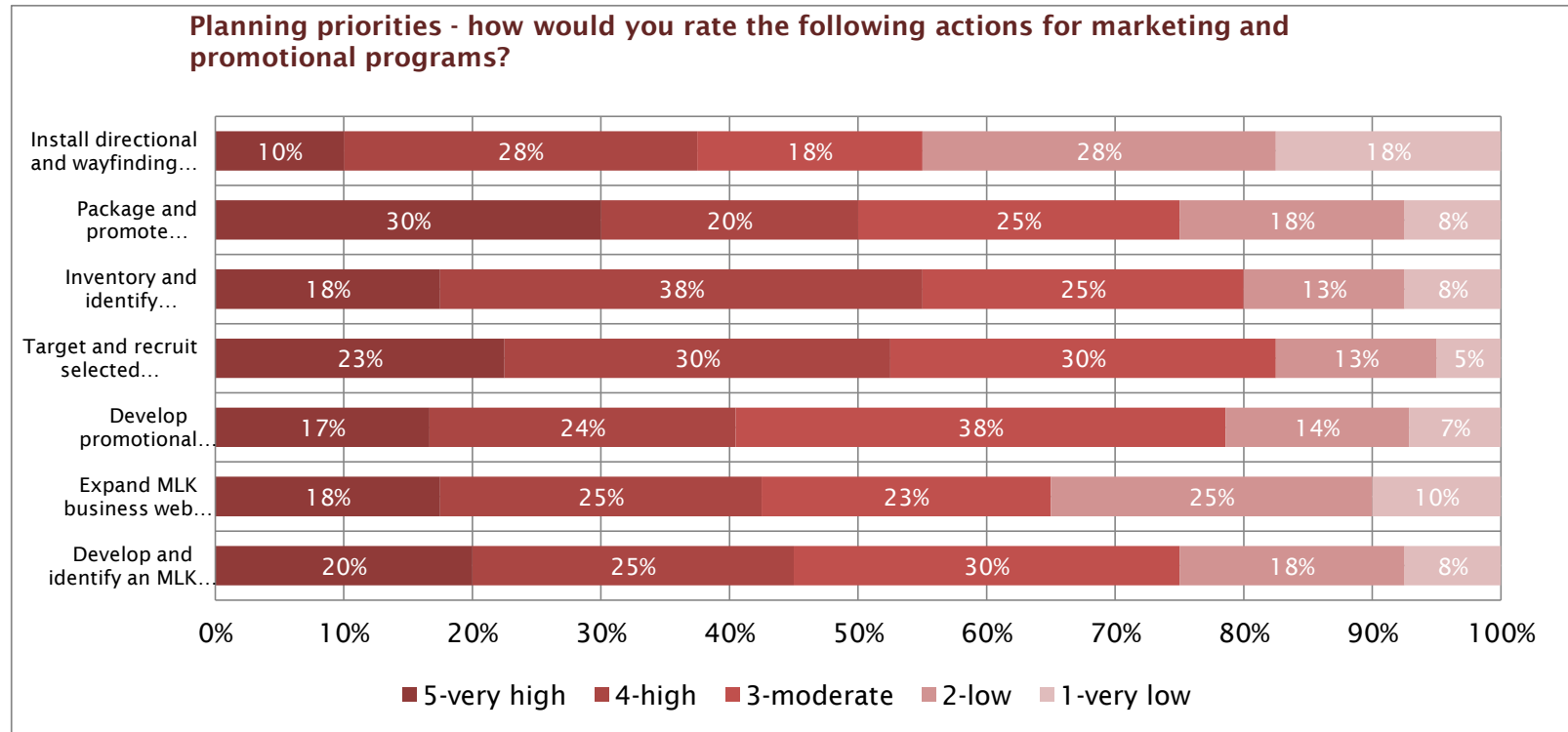
Planning priorities - how would you rate the following actions for business development?						
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Establish business retention programs?	8%	13%	13%	36%	31%	100%
Recruit, retain, expand retail businesses?	8%	10%	10%	48%	25%	100%
Recruit, retain, expand hospital and medical services?	12%	15%	20%	41%	12%	100%
Recruit, retain, expand professional services?	8%	8%	13%	53%	20%	100%
Recruit tourist and art services?	20%	7%	22%	32%	20%	100%
Recruit, retain, expand restaurants and entertainment?	15%	2%	24%	39%	20%	100%
<i>answered question</i>						41
<i>skipped question</i>						1



MLK Subarea Plan - Business Owner Survey

Planning priorities - how would you rate the following actions for marketing and promotional programs?

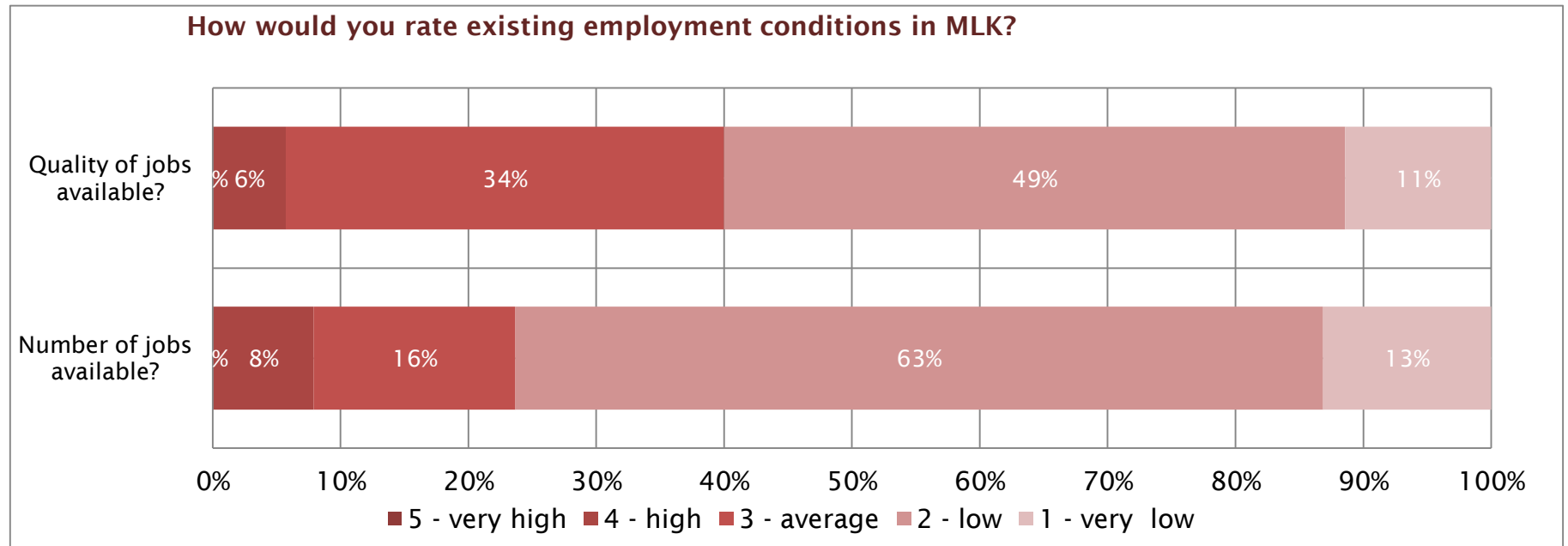
Answer Options	1-very low	2-low	3-moderate	4-high	5-very high	Response Count
Develop and identify an MLK brand and image?	8%	18%	30%	25%	20%	100%
Expand MLK business web pages?	10%	25%	23%	25%	18%	100%
Develop promotional materials and advertising?	7%	14%	38%	24%	17%	100%
Target and recruit selected businesses?	5%	13%	30%	30%	23%	100%
Inventory and identify available properties?	8%	13%	25%	38%	18%	100%
Package and promote property redevelopments?	8%	18%	25%	20%	30%	100%
Install directional and wayfinding tourist signage?	18%	28%	18%	28%	10%	100%
<i>answered question</i>						42
<i>skipped question</i>						0



MLK Subarea Plan Adult Resident

How would you rate existing employment conditions in MLK?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Number of jobs available?	13%	63%	16%	8%	0%	100%
Quality of jobs available?	11%	49%	34%	6%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						3

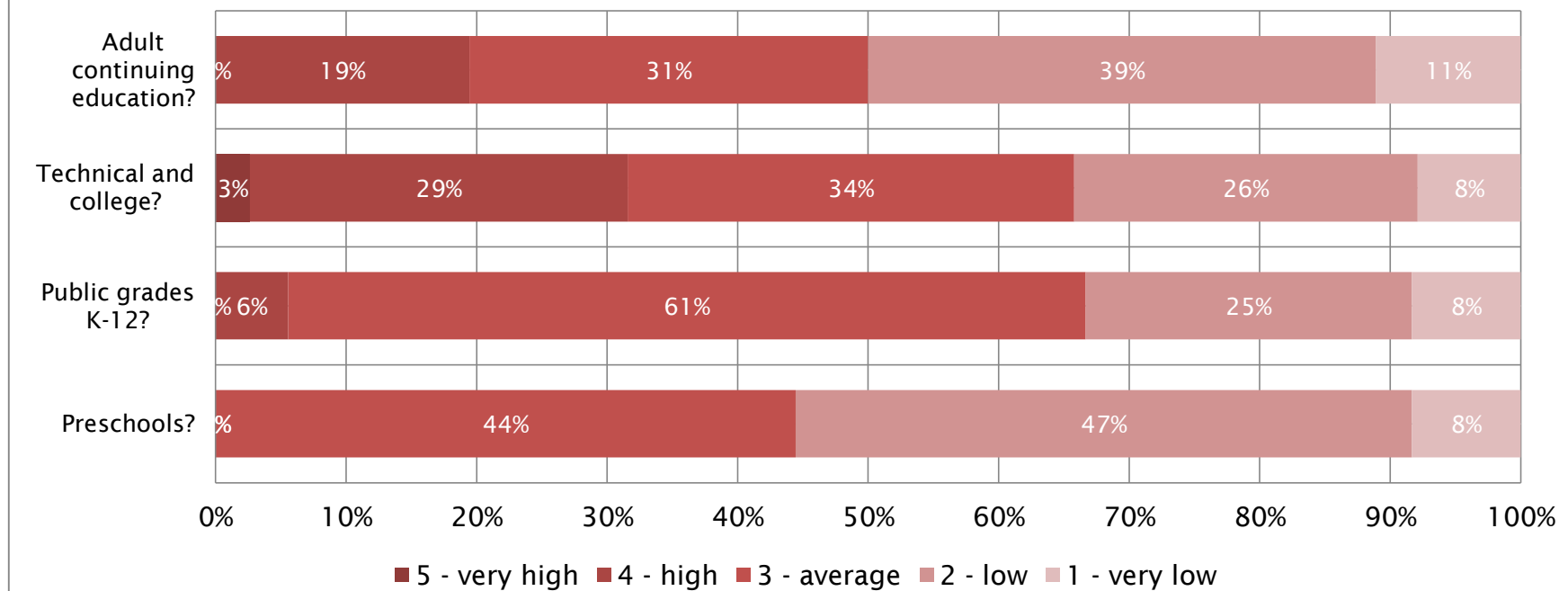


MLK Subarea Plan Adult Resident

How would you rate existing educational services and opportunities in the MLK area?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Preschools?	8%	47%	44%	0%	0%	100%
Public grades K-12?	8%	25%	61%	6%	0%	100%
Technical and college?	8%	26%	34%	29%	3%	100%
Adult continuing education?	11%	39%	31%	19%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						3

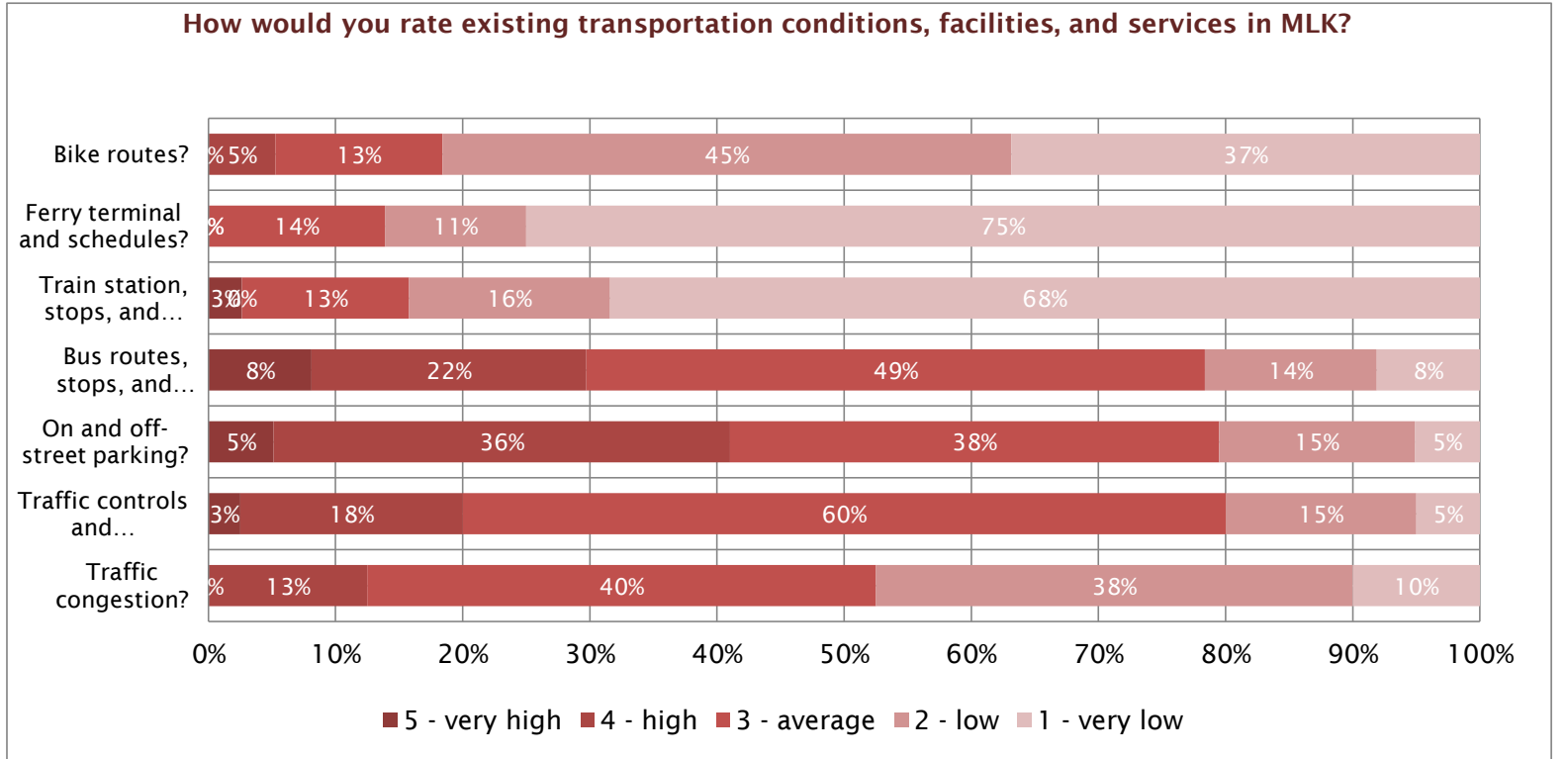
How would you rate existing educational services and opportunities in the MLK area?



MLK Subarea Plan Adult Resident

How would you rate existing transportation conditions, facilities, and services in MLK?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Traffic congestion?	10%	38%	40%	13%	0%	100%
Traffic controls and management?	5%	15%	60%	18%	3%	100%
On and off-street parking?	5%	15%	38%	36%	5%	100%
Bus routes, stops, and schedules?	8%	14%	49%	22%	8%	100%
Train station, stops, and schedules?	68%	16%	13%	0%	3%	100%
Ferry terminal and schedules?	75%	11%	14%	0%	0%	100%
Bike routes?	37%	45%	13%	5%	0%	100%
<i>answered question</i>						40
<i>skipped question</i>						1

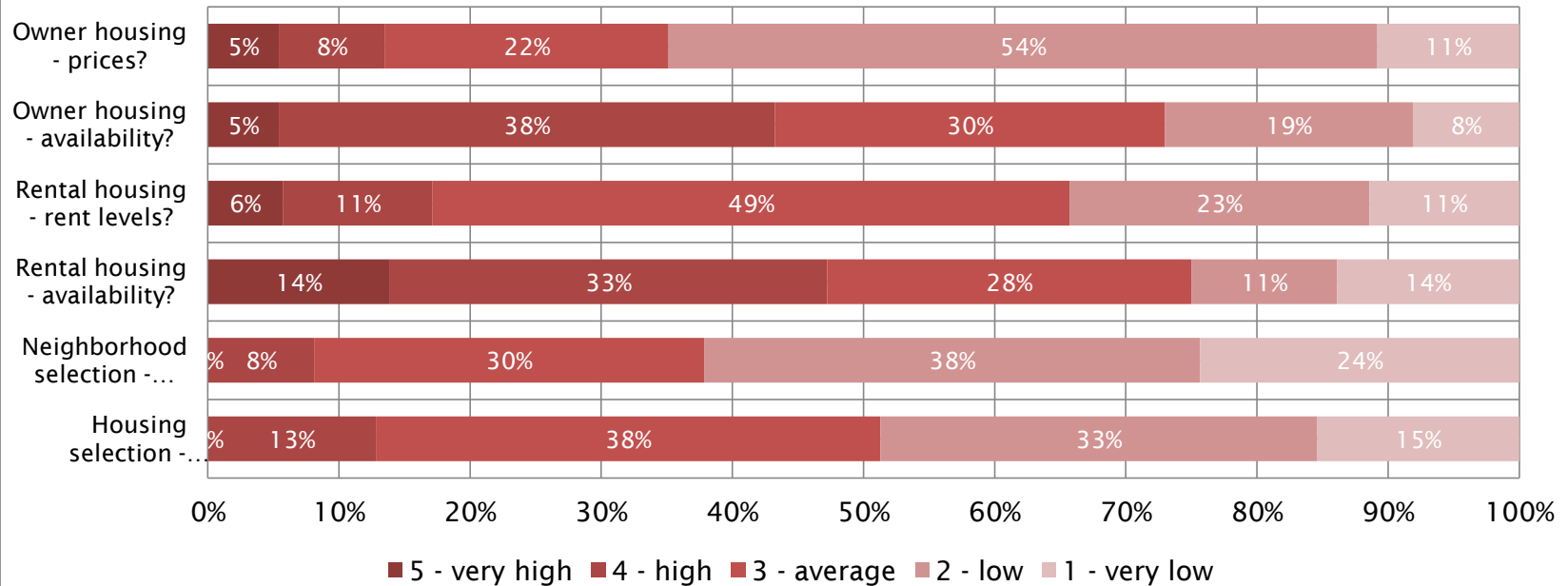


MLK Subarea Plan Adult Resident

How would you rate existing housing market options in MLK?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Housing selection - type and design?	15%	33%	38%	13%	0%	100%
Neighborhood selection - quality and location?	24%	38%	30%	8%	0%	100%
Rental housing - availability?	14%	11%	28%	33%	14%	100%
Rental housing - rent levels?	11%	23%	49%	11%	6%	100%
Owner housing - availability?	8%	19%	30%	38%	5%	100%
Owner housing - prices?	11%	54%	22%	8%	5%	100%
<i>answered question</i>						39
<i>skipped question</i>						2

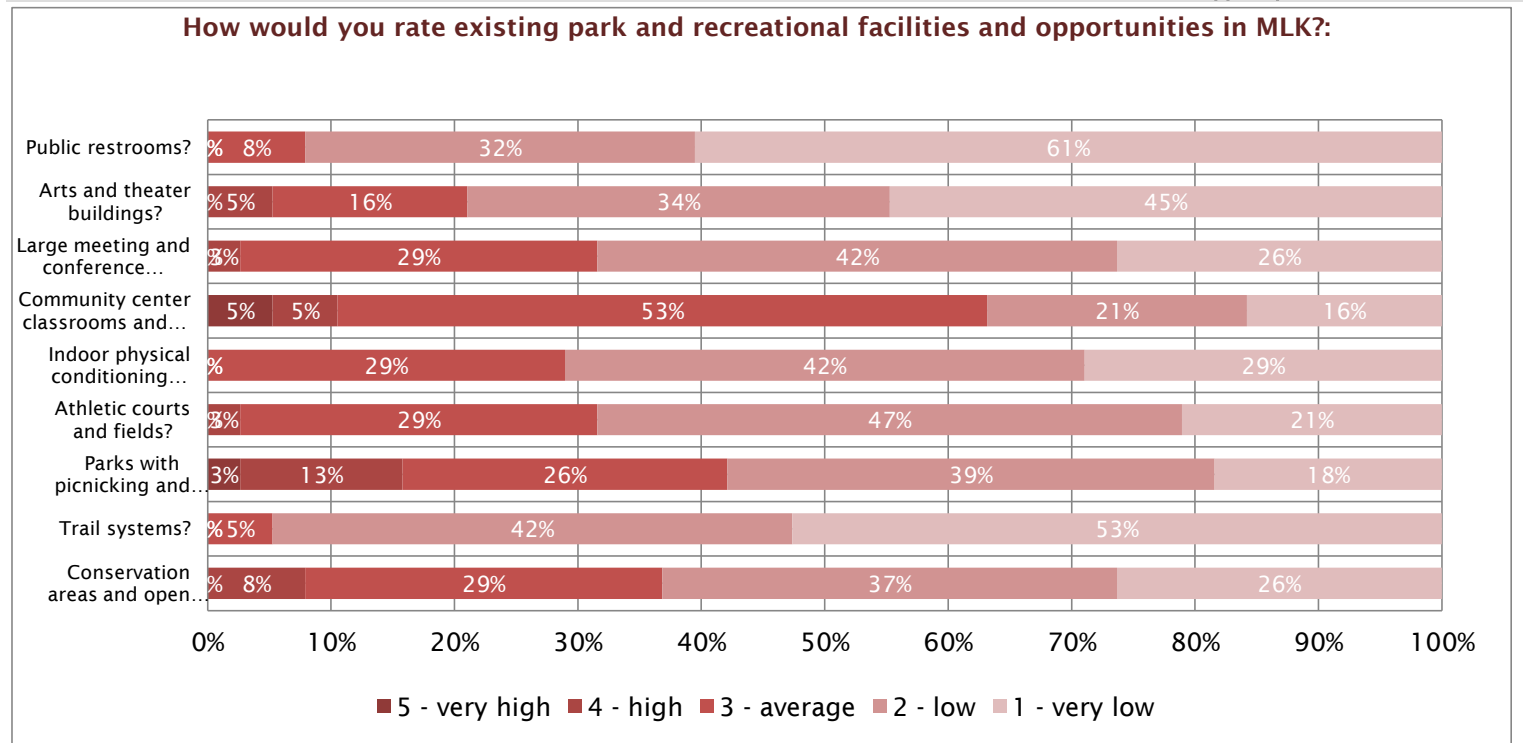
How would you rate existing housing market options in MLK?



MLK Subarea Plan Adult Resident

How would you rate existing park and recreational facilities and opportunities in MLK?:

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Conservation areas and open spaces?	26%	37%	29%	8%	0%	100%
Trail systems?	53%	42%	5%	0%	0%	100%
Parks with picnicking and playgrounds?	18%	39%	26%	13%	3%	100%
Athletic courts and fields?	21%	47%	29%	3%	0%	100%
Indoor physical conditioning and gymnasiums?	29%	42%	29%	0%	0%	100%
Community center classrooms and meeting rooms?	16%	21%	53%	5%	5%	100%
Large meeting and conference facilities?	26%	42%	29%	3%	0%	100%
Arts and theater buildings?	45%	34%	16%	5%	0%	100%
Public restrooms?	61%	32%	8%	0%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						3

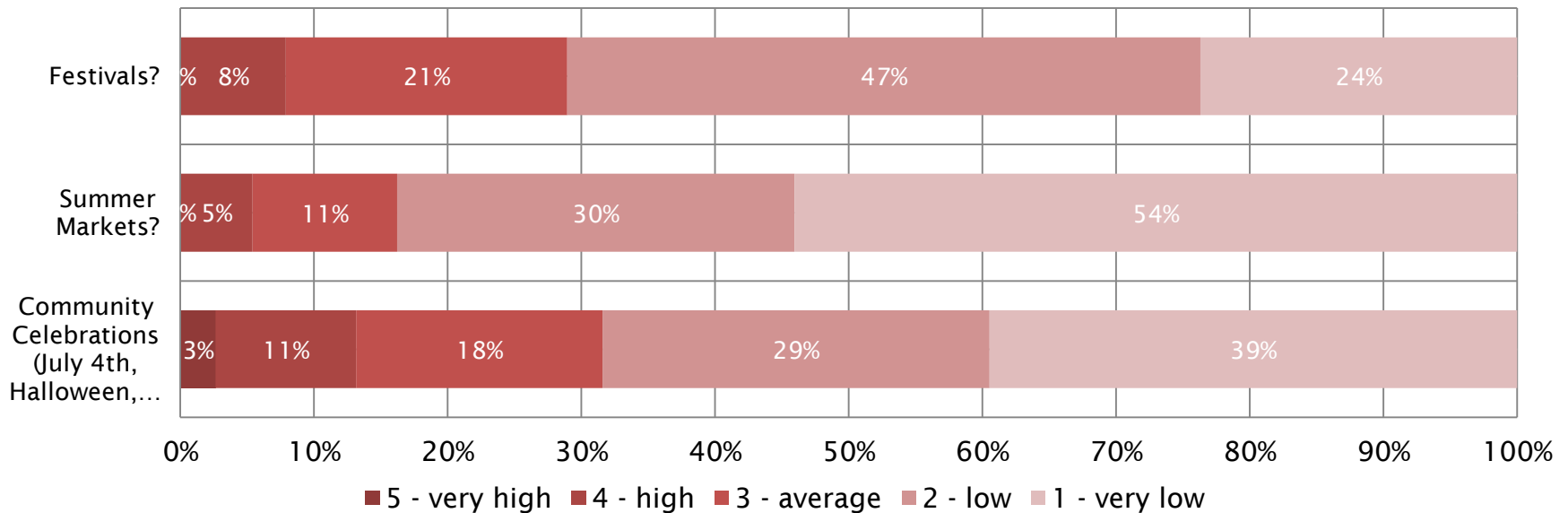


MLK Subarea Plan Adult Resident

How would you rate other existing special events in MLK?

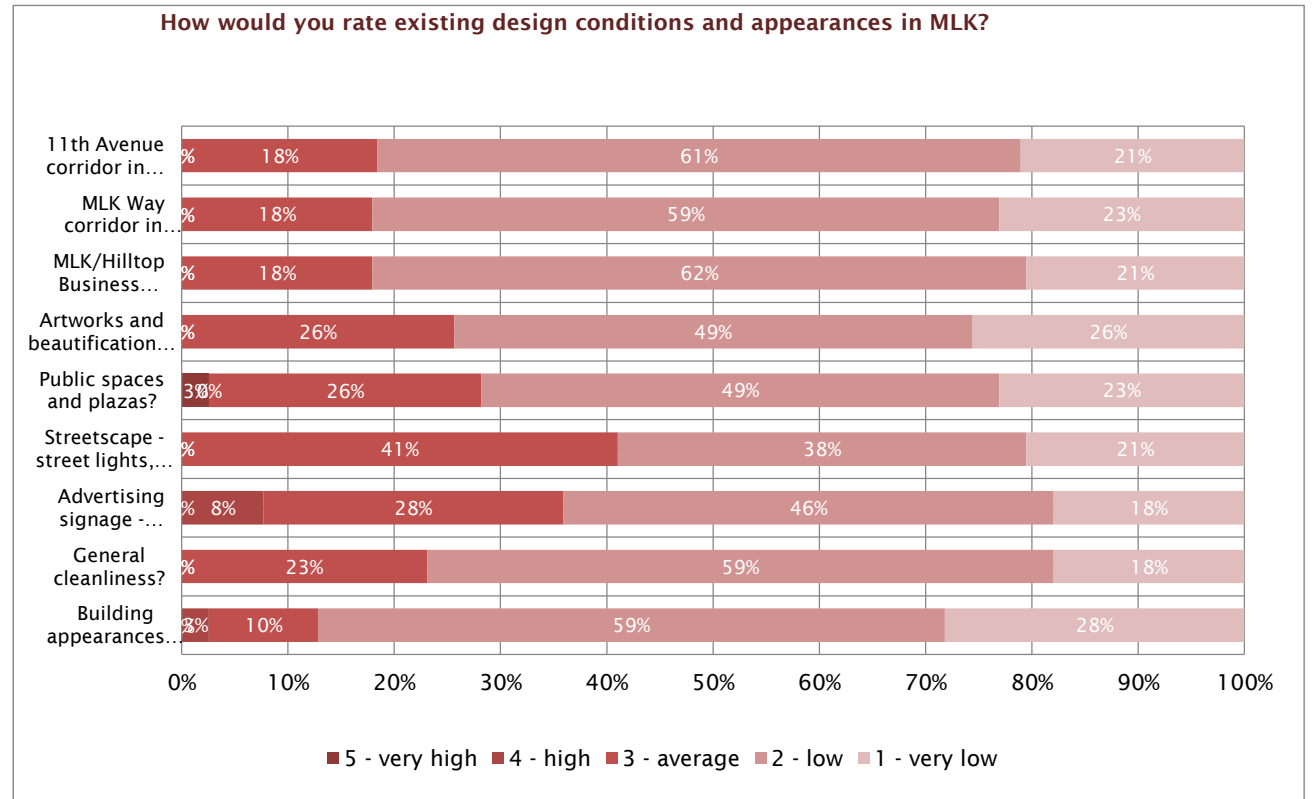
Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Community Celebrations (July 4th, Halloween, Xmas	39%	29%	18%	11%	3%	100%
Summer Markets?	54%	30%	11%	5%	0%	100%
Festivals?	24%	47%	21%	8%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						3

How would you rate other existing special events in MLK?



MLK Subarea Plan Adult Resident

How would you rate existing design conditions and appearances in MLK?						
Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Building appearances in general?	28%	59%	10%	3%	0%	100%
General cleanliness?	18%	59%	23%	0%	0%	100%
Advertising signage - location and number?	18%	46%	28%	8%	0%	100%
Streetscape - street lights, trees, landscaping?	21%	38%	41%	0%	0%	100%
Public spaces and plazas?	23%	49%	26%	0%	3%	100%
Artworks and beautification (flower baskets)?	26%	49%	26%	0%	0%	100%
MLK/Hilltop Business District in general?	21%	62%	18%	0%	0%	100%
MLK Way corridor in general?	23%	59%	18%	0%	0%	100%
11th Avenue corridor in general?	21%	61%	18%	0%	0%	100%
<i>answered question</i>						39
<i>skipped question</i>						2

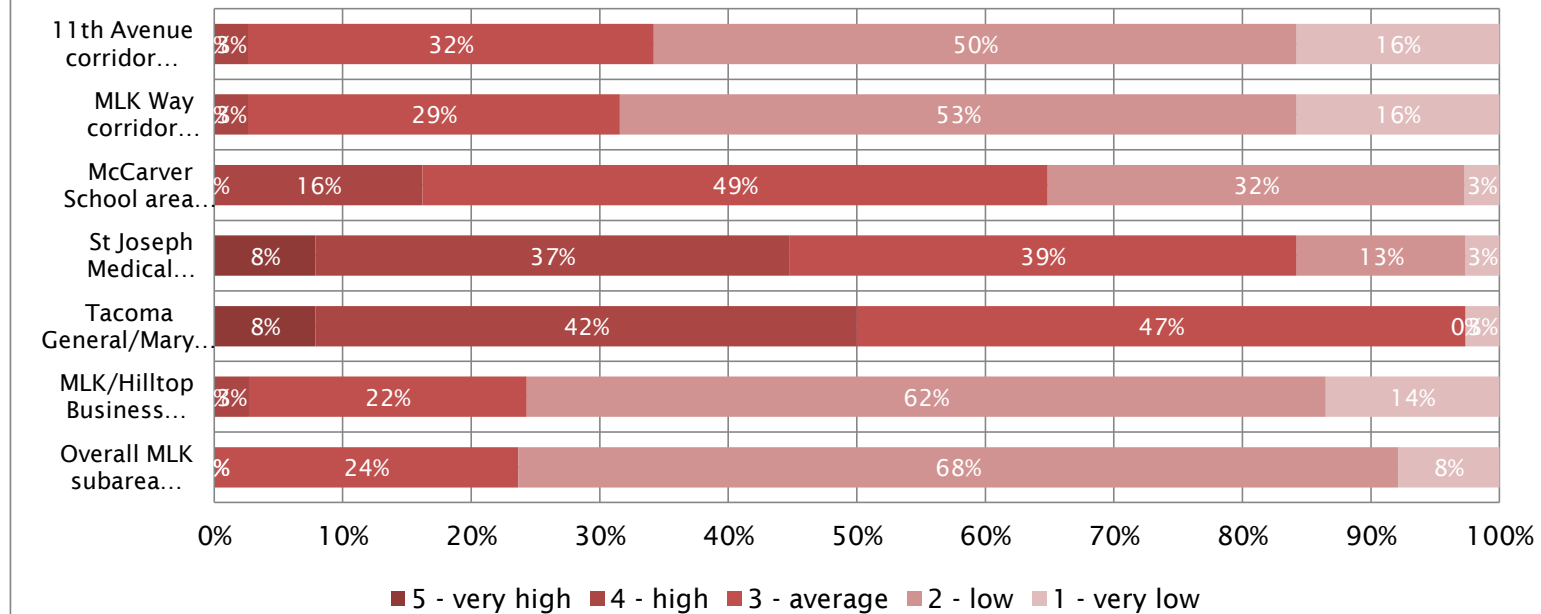


MLK Subarea Plan Adult Resident

How would you rate the level of existing development in MLK?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Overall MLK subarea development?	8%	68%	24%	0%	0%	100%
MLK/Hilltop Business District development?	14%	62%	22%	3%	0%	100%
Tacoma General/Mary Bridge Children's Hospitals area?	3%	0%	47%	42%	8%	100%
St Joseph Medical Center area development?	3%	13%	39%	37%	8%	100%
McCarver School area development?	3%	32%	49%	16%	0%	100%
MLK Way corridor development?	16%	53%	29%	3%	0%	100%
11th Avenue corridor development?	16%	50%	32%	3%	0%	100%
<i>answered question</i>						38
<i>skipped question</i>						3

How would you rate the level of existing development in MLK?

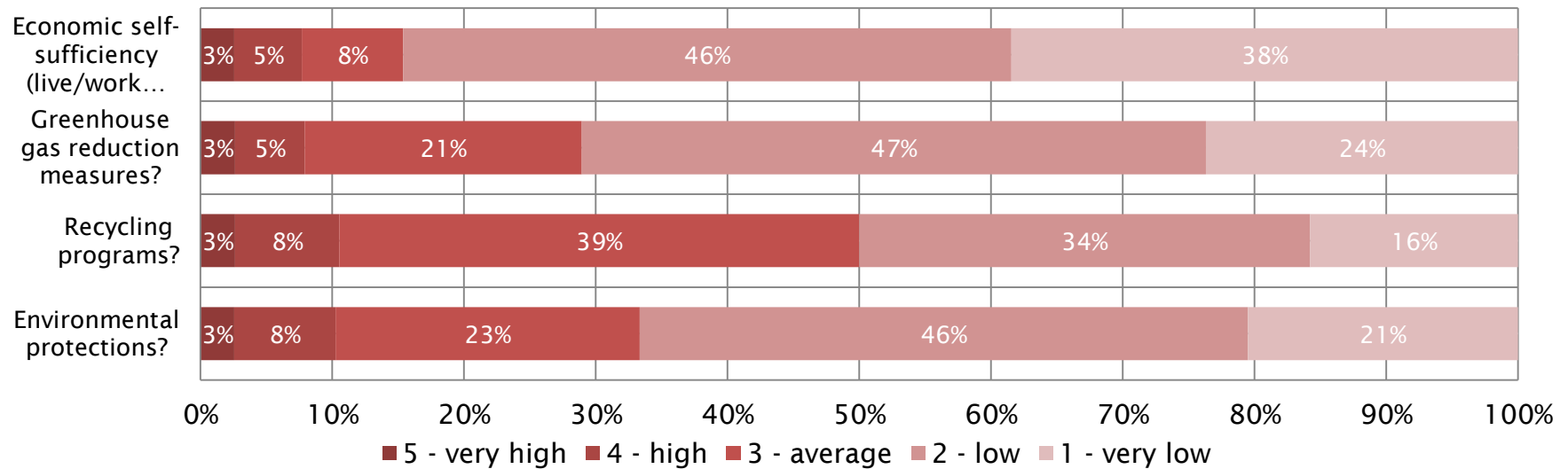


MLK Subarea Plan Adult Resident

How would you rate existing sustainability conditions in MLK?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Environmental protections?	21%	46%	23%	8%	3%	100%
Recycling programs?	16%	34%	39%	8%	3%	100%
Greenhouse gas reduction measures?	24%	47%	21%	5%	3%	100%
Economic self-sufficiency (live/work within MLK)?	38%	46%	8%	5%	3%	100%
<i>answered question</i>						39
<i>skipped question</i>						2

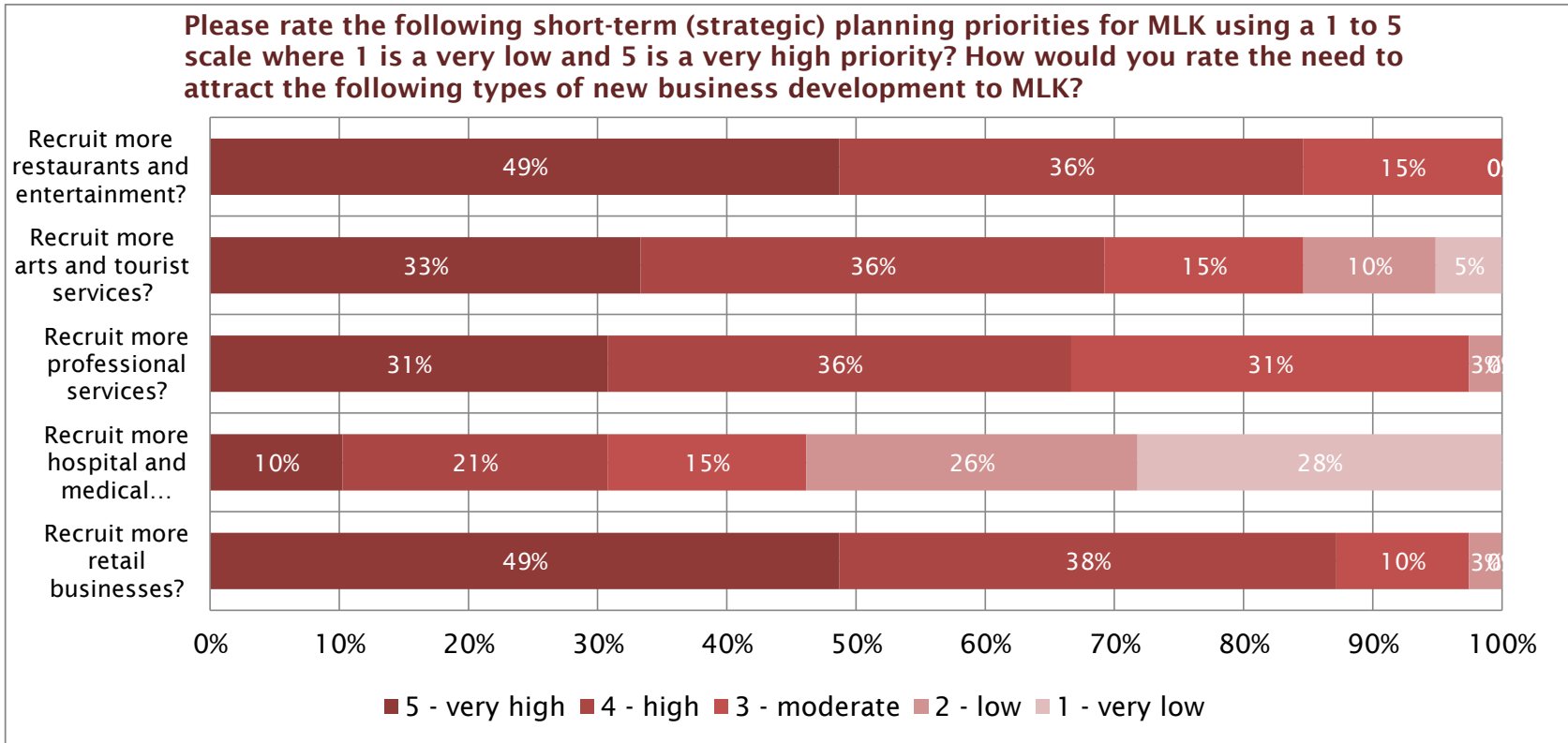
How would you rate existing sustainability conditions in MLK?



MLK Subarea Plan Adult Resident

Please rate the following short-term (strategic) planning priorities for MLK using a 1 to 5 scale where 1 is a very low and 5 is a very high priority? How would you rate the need to attract the following types of new business development to MLK?

Answer Options	1 - very low	2 - low	3 - moderate	4 - high	5 - very high	Response Count
Recruit more retail businesses?	0%	3%	10%	38%	49%	100%
Recruit more hospital and medical services?	28%	26%	15%	21%	10%	100%
Recruit more professional services?	0%	3%	31%	36%	31%	100%
Recruit more arts and tourist services?	5%	10%	15%	36%	33%	100%
Recruit more restaurants and entertainment?	0%	0%	15%	36%	49%	100%
<i>answered question</i>						39
<i>skipped question</i>						2

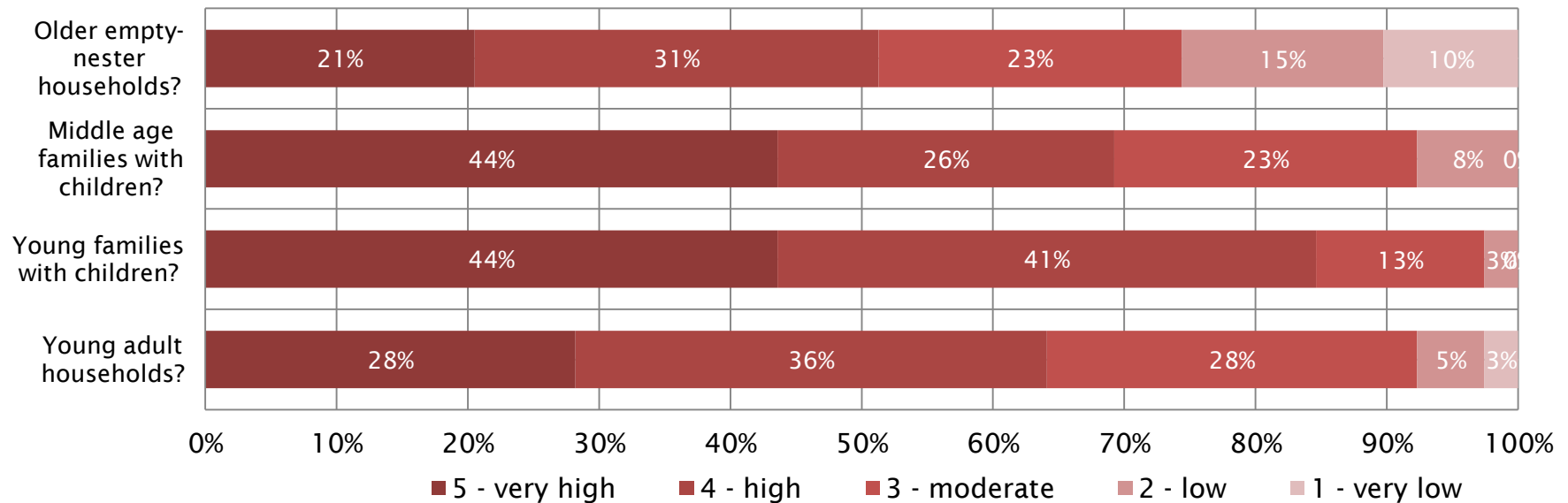


MLK Subarea Plan Adult Resident

How important is it to attract the following types of households to live in MLK?

Answer Options	1 - very low	2 - low	3 - moderate	4 - high	5 - very high	Response Count
Young adult households?	3%	5%	28%	36%	28%	100%
Young families with children?	0%	3%	13%	41%	44%	100%
Middle age families with children?	0%	8%	23%	26%	44%	100%
Older empty-nester households?	10%	15%	23%	31%	21%	100%
<i>answered question</i>						39
<i>skipped question</i>						2

How important is it to attract the following types of households to live in MLK?

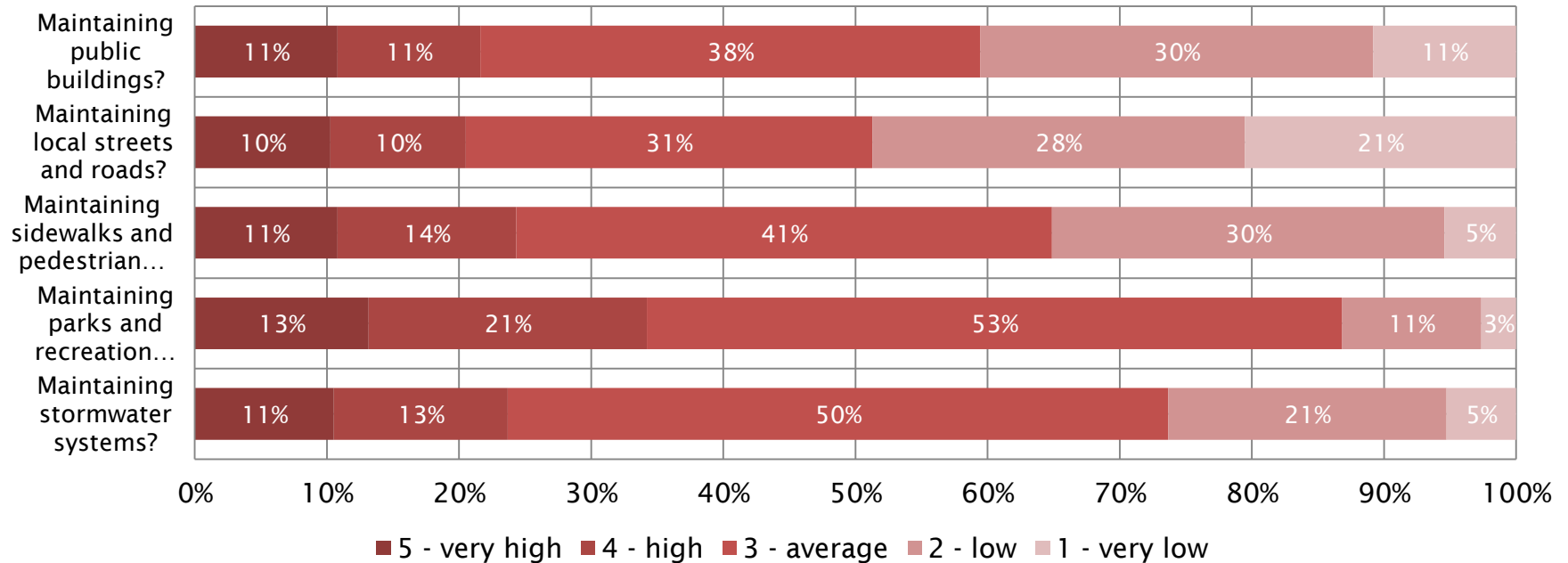


MLK Subarea Plan Adult Resident

How would you rate the following maintenance conditions overall in MLK?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
Maintaining stormwater systems?	5%	21%	50%	13%	11%	100%
Maintaining parks and recreation facilities?	3%	11%	53%	21%	13%	100%
Maintaining sidewalks and pedestrian areas?	5%	30%	41%	14%	11%	100%
Maintaining local streets and roads?	21%	28%	31%	10%	10%	100%
Maintaining public buildings?	11%	30%	38%	11%	11%	100%
<i>answered question</i>						39
<i>skipped question</i>						2

How would you rate the following maintenance conditions overall in MLK?

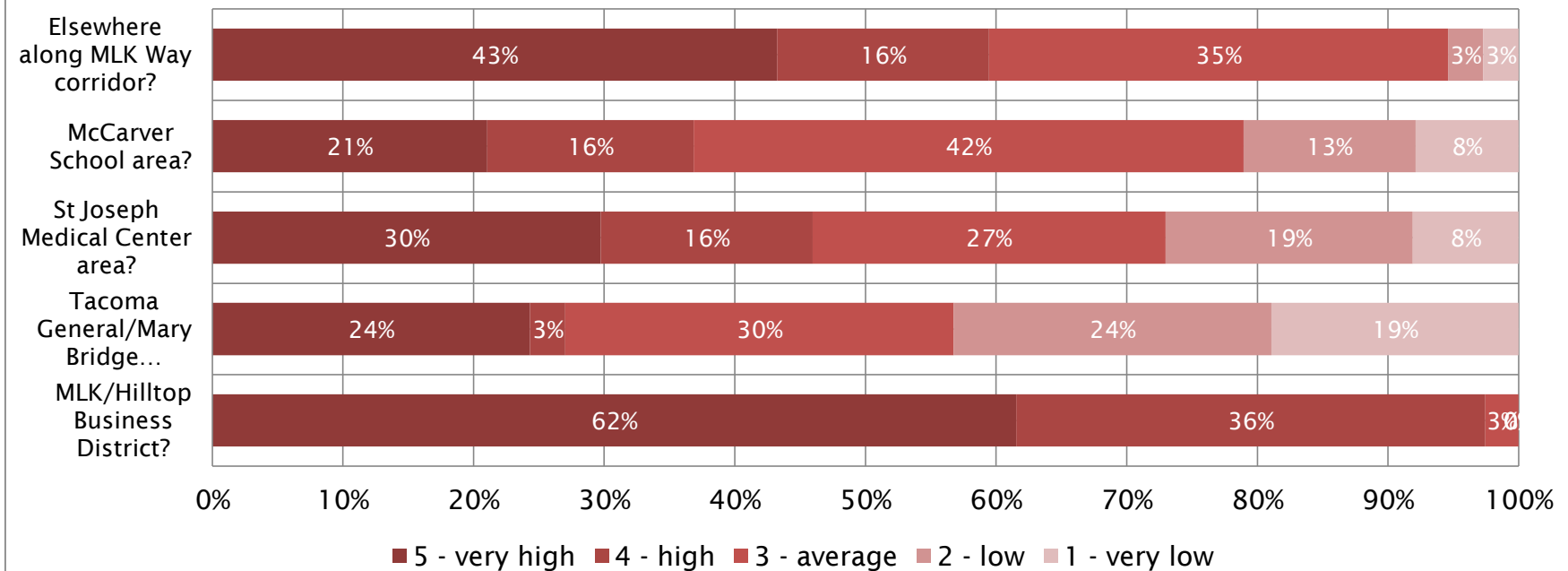


MLK Subarea Plan Adult Resident

Where would you like to see additional shopping, entertainment, and service opportunities created in MLK?

Answer Options	1 - very low	2 - low	3 - average	4 - high	5 - very high	Response Count
MLK/Hilltop Business District?	0%	0%	3%	36%	62%	100%
Tacoma General/Mary Bridge Children's Hospital area?	19%	24%	30%	3%	24%	100%
St Joseph Medical Center area?	8%	19%	27%	16%	30%	100%
McCarver School area?	8%	13%	42%	16%	21%	100%
Elsewhere along MLK Way corridor?	3%	3%	35%	16%	43%	100%
<i>answered question</i>						39
<i>skipped question</i>						2

Where would you like to see additional shopping, entertainment, and service opportunities created in MLK?

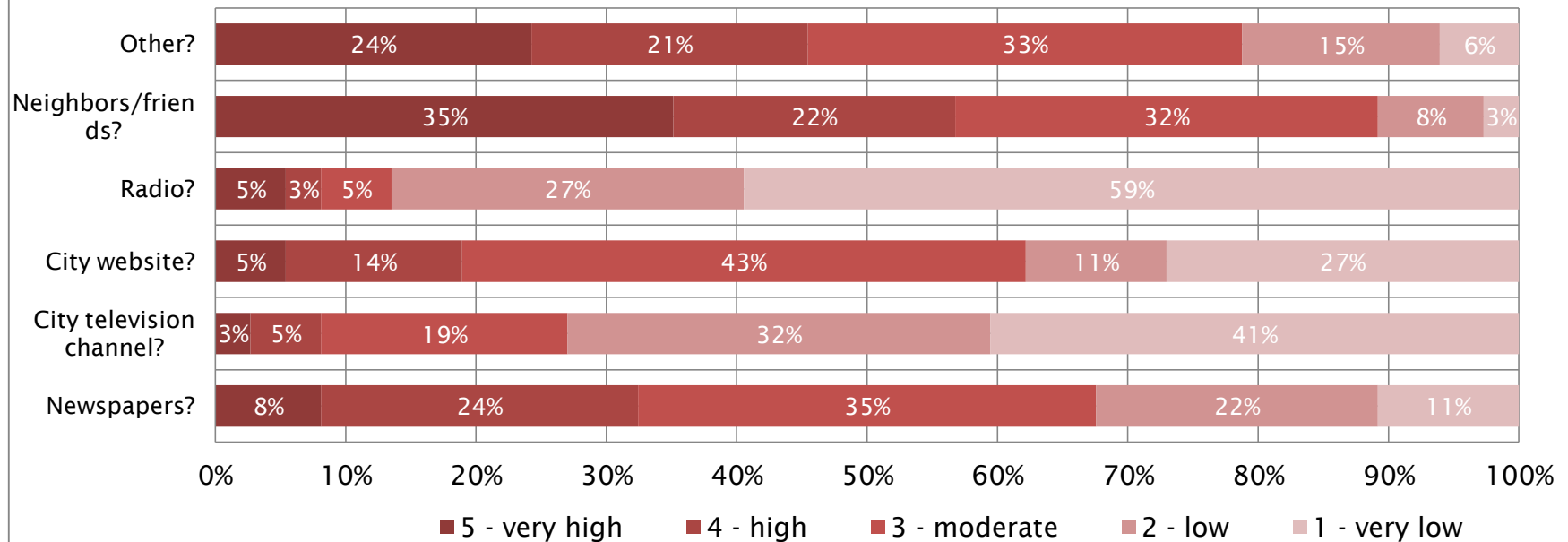


MLK Subarea Plan Adult Resident

To what extent do the following sources provide you obtain information about MLK?

Answer Options	1 - very low	2 - low	3 - moderate	4 - high	5 - very high	Response Count
Newspapers?	11%	22%	35%	24%	8%	100%
City television channel?	41%	32%	19%	5%	3%	100%
City website?	27%	11%	43%	14%	5%	100%
Radio?	59%	27%	5%	3%	5%	100%
Neighbors/friends?	3%	8%	32%	22%	35%	100%
Other?	6%	15%	33%	21%	24%	100%
<i>answered question</i>						38
<i>skipped question</i>						3

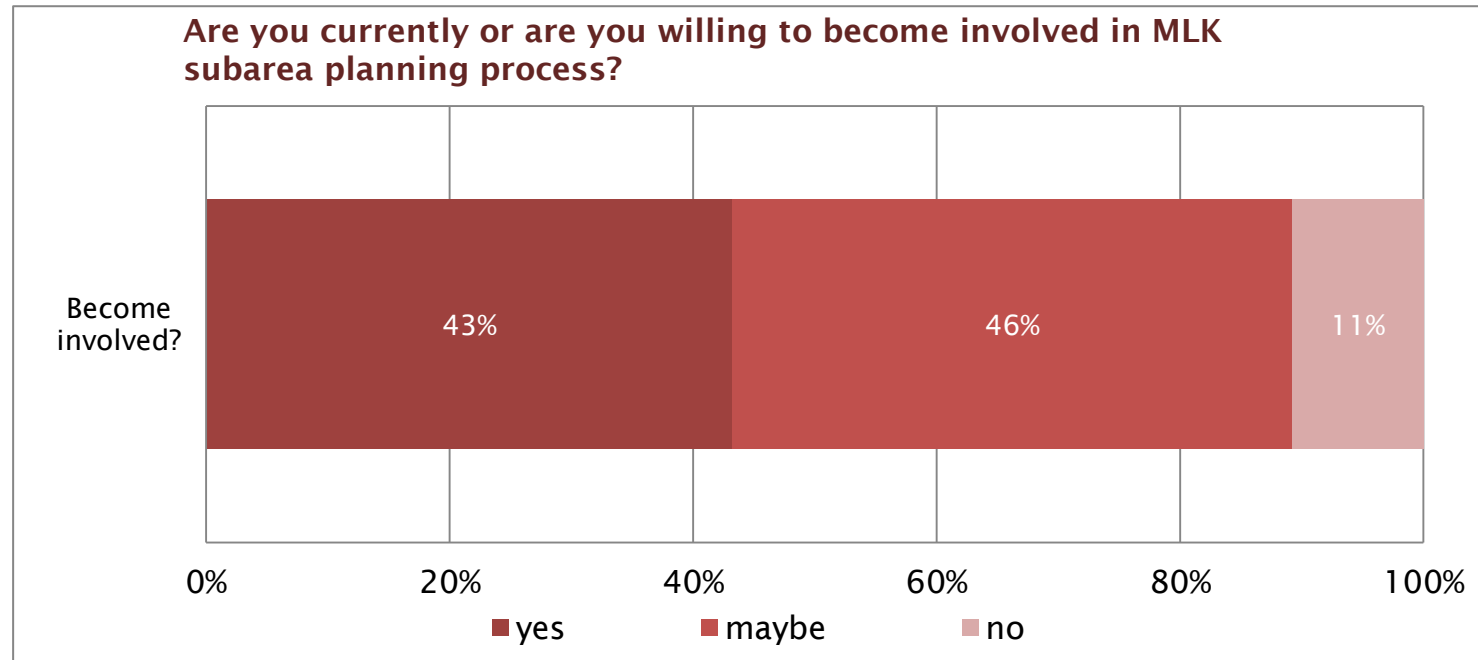
To what extent do the following sources provide you obtain information about MLK?



MLK Subarea Plan Adult Resident

Are you currently or are you willing to become involved in MLK subarea planning process?

Answer Options	no	maybe	yes	Response Count
Become involved?	11%	46%	43%	100%
<i>answered question</i>				37
<i>skipped question</i>				4



MLK Subarea Plan Adult Resident

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

Answer Options	Response Percent
Retired?	10.3%
MLK?	17.9%
Tacoma?	53.8%
Elsewhere in Pierce County?	10.3%
Elsewhere in King County?	2.6%
Elsewhere in Washington State?	5.1%
<i>answered question</i>	
39	
<i>skipped question</i>	
2	

