



**Edmonds
Downtown**
ALLIANCE

Recently Ed! provided a Member Survey during it's Annual Meeting. We received 17 responses; using a scale of 0 to 5, Members were asked to rank future projects/funding allocations from least to most interested – please see the diagram below. The questionnaire was an opportunity to get feedback about large-scale capital projects with an implementation cost of \$10K or greater. Additionally the BID sought ideas for future Ed! capital projects as well as interest in a quarterly (or more frequent) Member social gathering, hosted at Member business locations. The sections below provide a description of each proposed capital project along with Member's survey comments.

Digital Directory:

A kiosk with a digital, easily updatable directory of all Ed! members located outside, centrally in downtown Edmonds (est. \$15,000-\$20,000).

Comments:

- "BID members should always offer directions advice, plus we all have smart phones."
- "Provide something like outlet malls have. Map listing businesses."
- "Hard to maintain- town is small enough to find businesses. Website is a directory."
- "Kiosk could be very useful for city events and art walk information should be included. "
- "Dated and expensive. App on phones more worthwhile."
- "Terrible idea! Why would anyone use a digital kiosk when they have a mobile devise in their handbag. Totally dated concept."
- "Staffing it during peak times, great."

Crosswalk Design and Stenciling:

Create a unifying graphic for all crosswalks within Ed!'s boundaries. Help visitors visualize the breadth of town and improve crosswalk visibility and safety (est. \$15,000-\$20,000).

Comments:

- "Great idea, but money could be better spent on marketing. This might be better for a sponsor."
- "Love keeping walkers safe."
- "Already have good sidewalks and art."
- "That will not bring new customers to Edmonds."
- "This can be a great way to brand the community."
- "Lukewarm"

Marketing:

Multi-season public relation and ad campaigns in print, transit, digital or other platforms to increase Ed!'s visibility. (est. \$20,000-\$40,000+ depending on scope of work).

Comments:

- "Essential and a great way to express our identity."
- "Yes! Bring more business to town, increase visibility, ad campaign."
- "I really like the branding."
- "Wonderful!"
- "Let's get people here."
- Transit was underlined on the survey



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Alleyway Improvements:

Improve appearance and condition of alleyways to increase pedestrian and vehicular safety and overall use and functionality (est. \$10,000-\$20,000+ depending on scope of work).

Comments:

- “Seems to me that we want to keep pedestrians on our main streets so they are captive customers. Why do we want to send our customers into alleyways so they don’t walk by storefronts.”
- “I thought this was City of Edmonds?”
- “Keep the shoppers on the sidewalks.”
- “Feel the crosswalks and downtown branding offers more visibility.”
- “Isn’t this the City’s job!”
- “Will not bring new customers.”
- “Useful but not a top priority.”

The diagram below shows how the 17 respondents ranked the above future capital projects:

Questions:	Not interested-0	1	2	3	4	Very Interested-5	Average Ranking
Digital Directory	7	3	0	1	1	5	2.1
Crosswalk Design and Stenciling	4	4	3	2	3	1	1.9
Marketing	0	0	1	0	8	8	4.4
Alleyway Improvements	7	1	2	4	1	2	1.8

Ideas for Future Workplans

Comments:

- “Parking is my customer #1 complaint.”
- “Like the idea of matchmaker to liaise between building owners and possible tenants like Pioneer Square.”
- “Help business owners work with landlords to keep up scaling our streetscape. Some buildings and awnings are showing wear and tear. Advisory committee to go around and help business owners improve their appearance.”
- “Recruitment for more business, especially retailers. A face for the community.”
- “Encourage city to improve Taste of Edmonds grounds. Synthetic turf the dirt soccer field. Put in 2 full size turf soccer fields with lights by Boys & Girls Club. This would bring a lot of teams and people to Downtown Edmonds.”
- “Public Restrooms”



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Ed! is considering adding a Capital Project to future Ed! budgets to fund long range projects (i.e. public restrooms, parking, welcome arch, etc.). Members provided feedback below in terms of Capital Projects they would like Ed! to consider:

- "More parking available."
- "Filling empty spaces should be a priority."
- "Kiosk. More garbage cans. Uniform signage for city and businesses (Talk to Clayton Moss)."
- "I like public restrooms, parking and welcome arch! Great ideas. Love the idea of an arch at the ferry dock."
- "Definitely public restrooms. A parking garage would be wonderful- Bank of America Parking Lot."
- "Public Restrooms"
- "Parking"
- "Parking and Restrooms"

Quarterly or more frequent member social gatherings hosted at Member business locations:

Comments:

- "Happy Hour."
- "8 AM is impossible for me. Evening events would be great. Bar Crawl. Ed! Happy Hour."
- "Happy Hour."