

DDA 2017 Perception of Safety Survey

The DDA conducted an online and hand-delivered survey to the Downtown businesses, visitors and residents. Receiving 213 responses to this survey provided very important data that the DDA and City can use as we plan and manage the Downtown. A few important stats are:

- 50% of the responses feel “Somewhat Safe” in Downtown
- 60% of the responses identified Alleyways as being the most dangerous in their mind followed by Parking Garages and Parking lots
- 81% Feel the Downtown Ambassadors Enhance the Feeling of Safety in Downtown
- 90% of the responses would like to see a Full Downtown Ambassador program continue