

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE

MEMORANDUM

TO: REDEVELOPMENT AGENCY BOARD	FROM: HARRY S. MAVROGENES EXECUTIVE DIRECTOR
SUBJECT: SEE BELOW	DATE: JULY 9, 2009

**INFORMATION**

SUBJECT: DOWNTOWN SURVEY RESULTS

The Redevelopment Agency recently conducted online surveys of Downtown businesses, residents, students and office workers. The surveys included 58 businesses and 815 individuals in the above mentioned categories. A summary of findings of the *Business Owner* and *Shopper* surveys is posted on the Agency's web site at [www.sjredevelopment.org](http://www.sjredevelopment.org).

Downtown businesses were surveyed with a goal to understand the advantages and disadvantages of a Downtown location, critical success factors and key trends influencing business operations. Downtown shoppers (residents, students, office workers, etc.) were surveyed to determine shopping habits and preferences and existing perceptions about Downtown. These key findings will provide critical insights for the Downtown Retail Program's business recruitment and retention efforts.

Please contact Leslie Parks at (408) 795-1843 for more information.

  
HARRY S. MAVROGENES  
Executive Director