


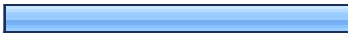





Are you a resident of Meridian?

| | | Response Percent | Response Count |
|---|---|------------------|----------------|
| Yes |  | 61.8% | 47 |
| No |  | 21.1% | 16 |
| No, but I am a business or property owner in Meridian |  | 19.7% | 15 |
| answered question | | | 76 |
| skipped question | | | 1 |

If yes, do you work or reside in Meridian's Urban Renewal District which is generally downtown Meridian? [The District boundaries are generally Cherry Lane to the north; I-84 to the south; East 4th Street to the East and West 4th Street to the West]

| | | Response Percent | Response Count |
|-------------------|---|------------------|----------------|
| Yes |  | 51.4% | 36 |
| No |  | 48.6% | 34 |
| answered question | | | 70 |
| skipped question | | | 7 |

If you are a resident of Meridian, which zip code do you reside in?

| | | Response Percent | Response Count |
|--------------------------|---|------------------|----------------|
| 83642 |  | 34.0% | 17 |
| 83646 |  | 66.0% | 33 |
| | Other (please specify) | | 4 |
| answered question | | | 50 |
| skipped question | | | 27 |

If you are a resident of Meridian but do not work or reside in Meridian's Urban Renewal District, what are your nearest major cross-streets to your residence?

| | Response Count |
|-------------------|----------------|
| | 34 |
| answered question | 34 |
| skipped question | 43 |



Page 2, Q1. If you are a resident of Meridian but do not work or reside in Meridian's Urban Renewal District, what are your nearest major cross-streets to your residence?

| | | |
|----|---|-----------------------|
| 1 | Franklin & Linder | Jul 23, 2012 7:44 AM |
| 2 | Eagle and victory | Jul 19, 2012 9:07 AM |
| 3 | McMillian and Locust Grove | Jul 17, 2012 1:47 PM |
| 4 | Ten Mile and Cherry Lane | Jul 13, 2012 11:16 AM |
| 5 | linder and cherry | Jul 12, 2012 12:37 PM |
| 6 | Meridian Rd & Ustick Rd | Jul 12, 2012 12:33 PM |
| 7 | Cherry Lane / Ustick, Ten Mile / Black Cat | Jul 11, 2012 9:32 PM |
| 8 | Ustick/ Meridian | Jul 11, 2012 3:10 PM |
| 9 | Woodbridge/Locust Grove | Jul 11, 2012 9:29 AM |
| 10 | Ustick/Meridian Roads--residence I work in the Urban Renewal District | Jul 11, 2012 8:36 AM |
| 11 | Ten Mile & Ustick | Jul 11, 2012 8:03 AM |
| 12 | Black Cat and Ustick | Jul 11, 2012 6:05 AM |
| 13 | Linder and Ustick | Jul 10, 2012 9:49 PM |
| 14 | Ten Mile / Cherry Lane or Ustick | Jul 10, 2012 9:01 PM |
| 15 | 8th and the herry lane | Jul 10, 2012 6:27 PM |
| 16 | Eagle & Ustick | Jul 10, 2012 5:29 PM |
| 17 | overland and stoddard | Jul 10, 2012 4:48 PM |
| 18 | n/a | Jul 10, 2012 3:39 PM |
| 19 | Meridian and ustick | Jul 10, 2012 3:02 PM |
| 20 | Fairview/Eagle | Jul 10, 2012 2:36 PM |
| 21 | Cherry Ln/Meridian Rd | Jul 10, 2012 2:14 PM |
| 22 | Ten Mile and Pine | Jul 10, 2012 2:00 PM |
| 23 | Linder/Ustick | Jul 10, 2012 1:56 PM |
| 24 | meridian road/overland | Jul 10, 2012 1:50 PM |
| 25 | Franklin, Locust Grove, Eagle Rd. | Jul 10, 2012 1:35 PM |
| 26 | Linder and Ustick | Jul 10, 2012 1:26 PM |
| 27 | McMillan & Meridian | Jul 10, 2012 1:21 PM |





Page 2, Q1. If you are a resident of Meridian but do not work or reside in Meridian's Urban Renewal District, what are your nearest major cross-streets to your residence?

| | | |
|----|---|-----------------------|
| 28 | Ten mile and black cat | Jul 10, 2012 1:17 PM |
| 29 | Meridian Rd, between McMillan & Chinden | Jul 10, 2012 1:03 PM |
| 30 | Eagle and McMillan | Jul 10, 2012 12:51 PM |
| 31 | Ustick - Meridian Road | Jul 10, 2012 12:49 PM |
| 32 | Fairview/Locust Grove | Jul 10, 2012 12:46 PM |
| 33 | Ten-Mile & Cherry Lane | Jul 10, 2012 12:43 PM |
| 34 | Eagle & Victory | Jul 9, 2012 1:15 PM |









Do you patronize any businesses or services in downtown Meridian?

| | | Response Percent | Response Count |
|-------------------|--|------------------|----------------|
| Yes |  | 98.7% | 76 |
| No |  | 2.6% | 2 |
| answered question | | | 77 |
| skipped question | | | 0 |

If you do patronize businesses in downtown Meridian, how frequently?

| | | Response Percent | Response Count |
|--------------------------|---|------------------|----------------|
| Daily |  | 23.7% | 18 |
| Weekly |  | 43.4% | 33 |
| Monthly |  | 27.6% | 21 |
| Less than once per month |  | 6.6% | 5 |
| answered question | | | 76 |
| skipped question | | | 1 |

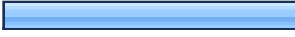


If you do patronize businesses or services in downtown Meridian, please check any or all from the following list.

| | | Response Percent | Response Count |
|---|---|------------------|----------------|
| Meridian City Hall Offices |  | 48.7% | 37 |
| United States Post Office |  | 75.0% | 57 |
| COMPASS/Valley Regional Transit Offices |  | 6.6% | 5 |
| Restaurants |  | 90.8% | 69 |
| Banks |  | 46.1% | 35 |
| Retail Stores |  | 51.3% | 39 |
| Meridian Speedway |  | 21.1% | 16 |
| Professional Services [i.e. health, legal, financial, etc.] |  | 31.6% | 24 |
| | Other (please specify) | | 8 |
| answered question | | | 76 |
| skipped question | | | 1 |

Page 2, Q1. If you do patronize businesses or services in downtown Meridian, please check any or all from the following list.

| | | |
|---|------------------------------|-----------------------|
| 1 | auto repair | Jul 31, 2012 11:52 AM |
| 2 | Meridian Automotive | Jul 25, 2012 8:02 PM |
| 3 | Methodist Church | Jul 23, 2012 9:11 AM |
| 4 | Attorneys | Jul 12, 2012 11:43 PM |
| 5 | Barbershop | Jul 12, 2012 2:16 PM |
| 6 | Auto Service | Jul 11, 2012 7:03 AM |
| 7 | Auto care | Jul 10, 2012 3:02 PM |
| 8 | Auto service, gasoline, etc. | Jul 10, 2012 12:25 PM |

If you do not patronize businesses and services in downtown Meridian, what is your main reason[s]?

| | | Response Percent | Response Count |
|--|---|------------------|----------------|
| Travel distance from your residence or business |  | 18.8% | 3 |
| Parking in the downtown area is challenging |  | 43.8% | 7 |
| Unfamiliarity with the retail businesses or services available |  | 37.5% | 6 |
| Public transportation to downtown is not available |  | 18.8% | 3 |
| | Other (please specify) | | 3 |
| answered question | | | 16 |
| skipped question | | | 61 |




Page 2, Q1. If you do not patronize businesses and services in downtown Meridian, what is your main reason[s]?

| | | |
|---|---|-----------------------|
| 1 | Services not offered | Jul 18, 2012 10:55 AM |
| 2 | n/a | Jul 11, 2012 8:36 AM |
| 3 | Disconnected from pedestrian and bike infrastructure. | Jul 10, 2012 3:39 PM |

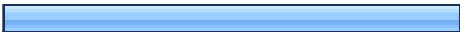







MDC Downtown Core Survey



MDC is working to establish a name for the downtown core area based on the rich history of downtown Meridian. Please select your top choice from the options below.

| | | Response Percent | Response Count |
|---|---|--------------------------|----------------|
| <p>Old Town - Old Town is a zone created by the city to identify a centralized activity center and to encourage its renewal, revitalization and growth as the public, quasi-public, cultural, financial and recreational center of the city.</p> |  | 54.9% | 39 |
| <p>Market District - Downtown Meridian was known as a market hub with the old McFadden co-op along with the vast number of orchards and dairies in the region.</p> |  | 26.8% | 19 |
| <p>Village District - Downtown Meridian was known as village Meridian from 1893 to 1903.</p> |  | 18.3% | 13 |
| | | answered question | 71 |
| | | skipped question | 6 |



What capital or infrastructure improvements do you feel are most important in the development of downtown Meridian?

| | | Response Percent | Response Count |
|--|---|------------------|----------------|
| Streetscape Improvements including the addition of tree grates, trees and sidewalk replacement |  | 68.5% | 50 |
| Building Facade Improvements |  | 64.4% | 47 |
| Water and Sewer Improvements |  | 11.0% | 8 |
| Historic Lighting |  | 38.4% | 28 |
| Bicycle Lanes |  | 31.5% | 23 |
| Pedestrian Improvements |  | 47.9% | 35 |
| Public Art Displays |  | 28.8% | 21 |
| Public Parking |  | 54.8% | 40 |
| | Other (please specify) | | 7 |
| answered question | | | 73 |
| skipped question | | | 4 |






Page 2, Q1. What capital or infrastructure improvements do you feel are most important in the development of downtown Meridian?

| | | |
|---|--|-----------------------|
| 1 | The allies in old town need to be refurbished as there will be more traffic than there is now cutting thru because of the one way plan for traffic flow. They are very narrow. Nampa Meridian water district needs to remove all the dead water control (cement boxes). They take too much room incasing danger. Signs and/or speed bumps need to be added. Traffic goes through too fast. Idaho powerold decaying power poles need to be replaced with under ground wires. This all needs to be done while the big road work change is taking place. It would cost less now than having to tear the new out later. We live on one of the allies. Give it some thought please. | Jul 12, 2012 11:43 PM |
| 2 | Out door dining | Jul 11, 2012 9:32 PM |
| 3 | nobody visits downtown for lights. build art = build patrons | Jul 10, 2012 7:55 PM |
| 4 | bring in some qualify stores to shop, I don't need a tattoo | Jul 10, 2012 6:04 PM |
| 5 | Enforcement of Parking | Jul 10, 2012 3:42 PM |
| 6 | Save historic buildings | Jul 10, 2012 2:00 PM |
| 7 | Bridge over the freeway to be better | Jul 10, 2012 12:51 PM |

Do you attend activities or events that take place in downtown Meridian?

| | | Response Percent | Response Count |
|-------------------|--|------------------|----------------|
| Yes |  | 88.3% | 68 |
| No |  | 11.7% | 9 |
| answered question | | | 77 |
| skipped question | | | 0 |

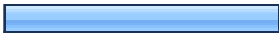

Which of the following activities or events have you attended?

| | | Response Percent | Response Count |
|---------------------------------|--|--------------------------|----------------|
| Dairy Days |  | 77.9% | 53 |
| Concerts at the City Hall Plaza |  | 42.6% | 29 |
| Christmas Tree Lighting |  | 50.0% | 34 |
| Meridian Urban Market |  | 61.8% | 42 |
| 4th of July Fireworks |  | 41.2% | 28 |
| | Other (please specify) | | 7 |
| | | answered question | 68 |
| | | skipped question | 9 |

Page 2, Q1. Which of the following activities or events have you attended?

| | | |
|---|-------------------------------------|-----------------------|
| 1 | car show | Jul 31, 2012 11:52 AM |
| 2 | Winterland Parade; Main St. Cruise | Jul 23, 2012 9:11 AM |
| 3 | Winter Parade | Jul 23, 2012 7:44 AM |
| 4 | Church and restaurants | Jul 12, 2012 11:43 PM |
| 5 | Scarecrow Festival (previous years) | Jul 11, 2012 8:36 AM |
| 6 | only lived here for a few months | Jul 10, 2012 4:48 PM |
| 7 | Special Olympics Torch @ City Hall | Jul 10, 2012 1:21 PM |

Downtown Meridian does not currently have a Downtown Business Association or Property Owner's Association. If you are a property or business owner in downtown Meridian, would you be interested in establishing a business or property owner's association?

| | | Response Percent | Response Count |
|-------------------|---|------------------|----------------|
| Yes |  | 41.2% | 14 |
| No |  | 58.8% | 20 |
| answered question | | | 34 |
| skipped question | | | 43 |

If you are interested in establishing a Business or Property Owner's Association, how may we contact you?

| | Response Count |
|-------------------|----------------|
| | 14 |
| answered question | 14 |
| skipped question | 63 |

Page 2, Q1. If you are interested in establishing a Business or Property Owner's Association, how may we contact you?

| | | |
|----|---|-----------------------|
| 1 | email | Jul 23, 2012 9:11 AM |
| 2 | editor@valleytimesidaho.com | Jul 17, 2012 3:42 PM |
| 3 | call 921-4929 | Jul 17, 2012 1:47 PM |
| 4 | whalenjohn51@gmail.com | Jul 13, 2012 6:15 PM |
| 5 | email at joydeansmith@yahoo.com | Jul 12, 2012 4:02 PM |
| 6 | . | Jul 12, 2012 12:37 PM |
| 7 | Email or phone: kparker@botc.com or 208-888-1416 | Jul 12, 2012 11:47 AM |
| 8 | email: smith@tributemedia.com | Jul 12, 2012 9:12 AM |
| 9 | julielarson@gogivercoach.com | Jul 11, 2012 8:28 AM |
| 10 | 2082837368 | Jul 11, 2012 4:23 AM |
| 11 | by phone or face to face | Jul 10, 2012 3:42 PM |
| 12 | n/a | Jul 10, 2012 3:39 PM |
| 13 | Cnovak@dynamitemarketing.com | Jul 10, 2012 2:13 PM |
| 14 | We are looking to the core area, to open our cupcake business. We currently do not have a location but would love to be on Main st. A DBA would be a good idea. Jennifer@acupcakeparadise.com | Jul 10, 2012 1:56 PM |

Do you have any additional comments or suggestions for Meridian Development Corporation?

| | Response Count |
|--------------------------|-----------------------|
| | 29 |
| answered question | 29 |
| skipped question | 48 |

Page 2, Q1. Do you have any additional comments or suggestions for Meridian Development Corporation?

| | | |
|----|--|-----------------------|
| 1 | lets fix up the buildings so we can attract business from eagle road | Jul 31, 2012 11:52 AM |
| 2 | I think the Chamber of Commerce adequately addresses business issues. Repeated attempts at creating a separate business association for "downtown" are historically unsuccessful. | Jul 30, 2012 2:57 PM |
| 3 | Meridian is a high Potential area. Needs Marketing, Business and Shopping centers. If traffice flow can be planned for easy driving and parking spaces, Meridian can become a Business and Shopping center for Part of Boise, Kuna, Star and Emmett. | Jul 30, 2012 12:44 PM |
| 4 | It would be nice to fix up some of the buildings in downtown. | Jul 25, 2012 8:02 PM |
| 5 | I will not head up a DBA, but we need to get developers already downtown and future ones to join in the effort. | Jul 23, 2012 9:11 AM |
| 6 | I would love to see more venues outside. | Jul 19, 2012 9:07 AM |
| 7 | Part of what is so great about the Boise downtown is the walkability and patio culture... creating a flow space for pedestrians, dog walkers and bikes helps improve overall atmosphere. | Jul 19, 2012 9:00 AM |
| 8 | I joined the last business assn and it dwindled down to about 5 people. I was the secretary after Clarence quit. | Jul 12, 2012 4:02 PM |
| 9 | just get it done already | Jul 12, 2012 12:37 PM |
| 10 | I don't like any of your three choices for the downtown corridor. I think it should be called Downtown. Old Town would require a facelift and way too much money for all the business owners and the street, light, and other improvements. Market District implies lots of retail and we don't have enough to make this make sense. Village is too pretentious. We are a family community. We are not Eagle or the Boise North End. Let's not try to change that. | Jul 12, 2012 9:12 AM |
| 11 | I would love to have the old, historic feel, preserved, with as few "modern" building facades as possible. Thank you for asking for public input! | Jul 11, 2012 3:10 PM |
| 12 | My preferred name for the downtown area is: Downtown Meridian or Downtown District. I feel it is more easily understood, easily marketable, and sounds more active, diverse, and "happening" than "old town" which just sounds old as opposed to historic, "market" which makes me think of an area focused on a farmers market district, or "village" which makes people think primarily of residential uses. | Jul 11, 2012 8:36 AM |
| 13 | Establish and support a small business development center in the core of 'old town' Meridian. Here is a great model to leverage from for a Business Association: http://lgba.com/Default.aspx?pagelD=851762 | Jul 11, 2012 8:28 AM |
| 14 | As a resident of the area, I hardly ever drive through town. That means I often don't know about new businesses, closed businesses, or even just what all is down there. Because I've lived here so long, I forget how big Meridian has gotten. Some kind of business directory might be nice. | Jul 11, 2012 6:05 AM |
| 15 | None at this time; thank you for asking the residents for their opinions!!!! | Jul 10, 2012 9:49 PM |

Page 2, Q1. Do you have any additional comments or suggestions for Meridian Development Corporation?

| | | |
|----|--|-----------------------|
| 16 | old town draw tourists for historical valu - "Old Town" is not a good fit. | Jul 10, 2012 7:55 PM |
| 17 | I think it looks bad to go down main street and one of the first things that attacks your attention are the motorcycles and tattoo parlor makes me and others want to stay clear. Not exactly what attracts people to down town. | Jul 10, 2012 6:27 PM |
| 18 | There is a great deal of potential, develop it wisely. One area truly needing a facelife is the rite aid cluster of businesses. Without trees or indeed any landscaping it just doesn't invite you in, create a space that draws people in to shop/bank/dine etc. | Jul 10, 2012 6:04 PM |
| 19 | the area seems to have several run down looking places and no theme as to how things look. Some towns have the store signs look alike or the trim colors to help coordinate different buildings. | Jul 10, 2012 4:48 PM |
| 20 | Good Survey, Thank you! | Jul 10, 2012 3:47 PM |
| 21 | seems to be a waste of my tax money, I see no good coming out of it | Jul 10, 2012 3:42 PM |
| 22 | MDC should place more focus on actually encouraging development. Assemble fragmented land, clean it, install improvements. Artsy entry proejects are not a cost savings or benefit to new business. They need help to be on equal footing with green field development. Also, the installation of historic lights for portions of 2nd phase split corridor, for what is essentially a BYPASS for Old Town, is not the best use of funding if you're trying to encourage development on main, 2nd, etc. It's going to be really, really...really, ironic if the McFadden building gets torn down and MDC tries to market the area as the Market District. | Jul 10, 2012 3:39 PM |
| 23 | Love going to the urban market, wish there was more venders and seating to watch the bands. | Jul 10, 2012 3:02 PM |
| 24 | Tattoo parlors and pawn shops do not promote a "fun inviting" atmosphere in downtown. You need to have cheeky type places that someone can spend a day going from store to store. The existing businesses need to realize that customers are what pay their bills and be open and courteous. I also believe that an addition of a "true" farmers market on Saturdays is a "need to have" item. People do not choose to come to downtown Meridian on Saturdays. | Jul 10, 2012 1:56 PM |
| 25 | I would like to be able to safely ride a bike from my home south of I-84 to the shops and activities in downtown Meridian. I would think that their are many kids/families who would like to ride bikes to roaring springs and wahooz. A person would be foolish to ride a bike over the freeway at meridian road. They would likely be squashed like a bug and flung over the rail onto the interstate. | Jul 10, 2012 1:50 PM |
| 26 | Traffic is horrible thru downtown which is why we avoid it....traffic jams plus nowhere to park and limited businesses we want to patronize. Improving the visual look for passers by would help as well as ensuring car traffic is not made any worse would be my suggestion | Jul 10, 2012 1:03 PM |
| 27 | Keep up the work to make The City of Meridian better! | Jul 10, 2012 12:51 PM |
| 28 | Keep up the good work! | Jul 10, 2012 12:25 PM |

Page 2, Q1. Do you have any additional comments or suggestions for Meridian Development Corporation?

| | | |
|----|--|---------------------|
| 29 | I prefer to call downtown Meridian, Downtown Meridian. I don't believe it needs a different name as suggested in question 9. | Jul 9, 2012 2:19 PM |
|----|--|---------------------|