

APPENDIX C: Verbatim and Categorized Public Input

The chart below includes a categorization of public input received during the first two stages of the DRA Strategic Planning process. In some cases, where individuals repeated previous comments, the repetition is captured within parentheses appearing in the Recorded Comment column. The categories and subcategories were created by DRA staff to help group, analyze, and synthesize input. Feedback from the third stage was captured via a quantitative methodology rather than qualitative, providing a numerical value representing individuals' affirmation with the proposed language. Further, this catalog of input does not capture individuals agreeing with concepts and ideas suggested via the online portal, Neighborland.

Primary Category	Sub-Category	Recorded Comment
Advocacy	Affordable housing	Advocate after holding focus group meetings on challenges and opportunities
Advocacy	Affordable housing	Advocate to the city for affordable housing
Advocacy	Affordable housing	Affordable housing
Advocacy	Affordable housing	DRA should be advocating for affordable housing
Advocacy	Affordable housing	Work to find a place for the residents of the Sir Walter to relocate
Advocacy	Architecture and design	Buildings as canvases
Advocacy	Architecture and Urban Design	I want city advertisements to be a focus of the Downtown Raleigh Alliance.
Advocacy	Architecture and Urban Design	I want people sized buildings (not super tall wind tunnel creating towers) to be a focus of the Downtown Raleigh Alliance.
Advocacy	Business growth	DRA should advocate for new businesses and growth
Advocacy	Communication	Be an ambassador for Downtown
Advocacy	Development south of DT	DRA have a seat at the table for and push these conversations – advocate for smart expansion, consider business needs (e.g. McD's employees) (4)
Advocacy	Development south of DT	DRA should think about opportunities to expand reach of downtown to the south, beyond MLK, as development pushes that way
Advocacy	Downtown Plan Implementation	Downtown plan has specific plans for green space; for these to come about will take some lobbying; tie together the green corridors, this is DRA's responsibility
Advocacy	Downtown Plan Implementation	It is always important to have an advocacy role from an outside organization to implement the plans; DRA can remind city council about these things
Advocacy	Kudos	Doing alright
Advocacy	Parking Management	DRA is a mitigator; parking is the city's issue
Advocacy	Parking Management	Need better parking in Warehouse and Glenwood districts (x3)
Advocacy	Parking Management	Our role in this would be in advocating to the city rather than directly solving it
Advocacy	Parking Management	Parking – advocacy and communication (can make or break downtown experience) (3)
Advocacy	Parking Management	Parking is a city issue
Advocacy	Parking Management	Parking is a City of Raleigh issue, not a DRA issue (x4)
Advocacy	Parking Management	Parking is a huge hassle for retail
Advocacy	Parking Management	Parking issues are never going to be solved. DRA could work with the City and with private parking deck owners in an advocacy role.
Advocacy	Parking Management	Pay via app – DRA can help get this program in place
Advocacy	Parking Management	Solve the parking problem
Advocacy	Parking Management	The city cannot solve the parking issue on their own; they need the community to help
Advocacy	Place	Boosting downtown for everything
Advocacy	Place	Cheerleader for downtown to provide vision for the city in a way the city can't do; be an advocate
Advocacy	Place	Have DRA or city educate building owners about the importance and benefit of street level retail
Advocacy	Place	How can we make downtown as unique as possible
Advocacy	Place	Supporting downtown opportunities
Advocacy	Public Transportation	Ensure sufficient public transportation
Advocacy	Residents	Advocate for and listen to residents (x3)
Advocacy	Residents	We want crafting a sensible motor vehicle noise policy to be a focus of the Downtown Raleigh Alliance.
Advocacy	Safer bicycle facilities	Bicycle advocacy: push for more bike facilities in downtown area and safer bike facilities for people who need more protected lanes.
Advocacy	Stakeholders	Advocacy for downtown
Advocacy	Stakeholders	Advocacy is more valuable
Advocacy	Stakeholders	Advocate (x2)
Advocacy	Stakeholders	Advocate for residents and businesses
Advocacy	Stakeholders	Advocate for what residents and stakeholders need
Advocacy	Stakeholders	Be a unified voice for downtown
Advocacy	Stakeholders	DRA is being asked to advocate more because downtown constituents have changed over the years
Advocacy	Stakeholders	Helps the city to hear the voice coming organically
Advocacy	Stakeholders	If DRA is not advocating, what are we here for
Advocacy	Stakeholders	Kris is the mayor for downtown; example – sidewalks are uneven, who is looking into it
Advocacy	Stakeholders	Outlet for businesses and community

Advocacy	Stakeholders	Proactive vs. reactionary
Advocacy	Stakeholders	Suggest / advocate to City Council
Advocacy	Stakeholders	The way we define stakeholders is not inclusive; it does not include renters and business owners
Advocacy	Stakeholders	Thinking about advocacy on different levels with city and state
Advocacy	Stakeholders	Wants to see DRA more involved in hot topics at city council; looking for a downtown champion, no other advocacy group stepping into this realm to assist with policy; be more present in these conversations
Advocacy	Transportation	Would welcome DRA's advocacy for all things transportation
Ambassadors - Areas for improvement	Better integration of services	Currently RPD officers partner with DRA ambassadors Tuesday/Thursdays to patrol/share (will go on for 6-8 months, then take a break). Goal is to get ambassadors comfortable to call RPD when they need them. Would recommend that they be more true ambassadors by engaging the citizens/public better. Community policing emphasis.
Ambassadors - Areas for improvement	Better integration of services	Have a conversation with city about patrolling decks; looking at new technology
Ambassadors - Areas for improvement	Better integration of services	Have the DRA ambassadors coordinate with the COR Clean Team for quick removal of graffiti in public right of way
Ambassadors - Areas for improvement	Better integration of services	Need an overlap of clean team with DRA ambassadors
Ambassadors - Areas for improvement	Better integration of services	No parking signs – Ambassadors could assist RPD with removal
Ambassadors - Areas for improvement	Better integration of services	There is a disconnect with the clean and safe programs
Ambassadors - Areas for improvement	Communications	Extending the hospitality beyond the Ambassador Programs to hotels
Ambassadors - Areas for improvement	Communications	Have a video of the Ambassadors services on the website
Ambassadors - Areas for improvement	Communications	More proactive marketing about the Ambassador Program is needed
Ambassadors - Areas for improvement	Communications	Put Ambassador program information on the downtown app
Ambassadors - Areas for improvement	Communications	They prevent crime by wearing a uniform but will call police over the Ambassadors
Ambassadors - Areas for improvement	Communications	Would like to see the statistics on the Ambassador Program
Ambassadors - Areas for improvement	Program brand / positioning	Better communication to know who ambassadors are and what they do
Ambassadors - Areas for improvement	Program brand / positioning	Change the color of the uniforms to better identify what the ambassadors are doing; red for hospitality; blue for decks
Ambassadors - Areas for improvement	Program brand / positioning	Changing the name of the program is an option; likes the idea of having separate people doing the different roles
Ambassadors - Areas for improvement	Program brand / positioning	Communication – don't know about them (2)
Ambassadors - Areas for improvement	Program brand / positioning	Distinction between ask me and I need help
Ambassadors - Areas for improvement	Program brand / positioning	Do more to broadcast what the ambassadors do on signs in parking decks, future kiosks, or at R-Line stops.
Ambassadors - Areas for improvement	Program brand / positioning	DRA could collect these stories to communicate purpose in compelling way
Ambassadors - Areas for improvement	Program brand / positioning	For visitors/employees, how is it branded? Is it clear that they are with DRA and that they are the city's ambassadors and do the ambassadors ask "Can I help you?" Would recommend marketing/flyers that explain what they do
Ambassadors - Areas for improvement	Program brand / positioning	How do you balance the safety and hospitality of the job; these things seem to be contrary to each other; are we doing a disservice to the program by calling them ambassadors; what is the public perception; can there be different ambassadors...some doing safety and some doing the hospitality
Ambassadors - Areas for improvement	Program brand / positioning	Letting people know about the program
Ambassadors - Areas for improvement	Program brand / positioning	Need a friendly face
Ambassadors - Areas for improvement	Program brand / positioning	Raised visibility
Ambassadors - Areas for improvement	Program brand / positioning	Represents what Raleigh is and all the good things we have to offer; wants the Ambassadors to represent that
Ambassadors - Areas for improvement	Program brand / positioning	Seize the opportunity to amplify the brand; its everyone's role and brand, southern hospitality
Ambassadors - Areas for improvement	Program brand / positioning	Should be more identifiable
Ambassadors - Areas for improvement	Program brand / positioning	Take the Ambassadors out of the decks; there are cameras in the decks; there are also budget constraints; there is redundancy; the city is moving forward with more security in the decks so the Ambassadors may be able to move out
Ambassadors - Areas for improvement	Program brand / positioning	They should have a clearer way to demonstrate who they are and what they do, text on the jacket that says "Talk to me" or something, to make it clear they are there to help people unfamiliar with downtown (x3)
Ambassadors - Areas for improvement	Program brand / positioning	Wants Ambassadors to be friendly with visitors; dual purpose
Ambassadors - Areas for improvement	Training and engagement	Ambassadors are partly responsible for keeping paths safe
Ambassadors - Areas for improvement	Training and engagement	At outdoor events and conventions, Ambassadors should be there to provide directions and information on where to shop. They need to know when events are happening and provide assistance and concierge service.
Ambassadors - Areas for improvement	Training and engagement	Customer service is important
Ambassadors - Areas for improvement	Training and engagement	Do the Ambassadors have a mantra?
Ambassadors - Areas for improvement	Training and engagement	Expertise: Become experts on where everything is in downtown so they can quickly provide directions
Ambassadors - Areas for improvement	Training and engagement	Have the Ambassadors ready to give information; make sure they have maps, etc.
Ambassadors - Areas for improvement	Training and engagement	In addition, we feel there needs to be better oversight of their training and their efficiency in both parking garages and with helping the general public. From our perspective, the better solution is more police, not more security ambassadors.

Ambassadors - Areas for improvement	Training and engagement	Make sure businesses know about the program; Ambassadors should stop into businesses to ask if they have any challenges; starts with awareness; share information; here's what DRA is; here are programs that are coming up
Ambassadors - Areas for improvement	Training and engagement	Mini advocacy groups in each districts; have stakeholders in these groups; branding, advocacy in the different districts; these groups would not be in opposition to DRA
Ambassadors - Areas for improvement	Training and engagement	More actively involved with visitors and residents
Ambassadors - Areas for improvement	Training and engagement	Need to interact with people e.g. waving, always making eye contact, friendly, open and helpful. The ambassadors need to be the one to "initiate" the interaction
Ambassadors - Areas for improvement	Training and engagement	Next step is to be more hospitable; could be higher pay which could lead to better service; there would also be higher expectation
Ambassadors - Areas for improvement	Training and engagement	Proactive interaction: Interact more and do so proactively with people who appear to be lost, need help finding something.
Ambassadors - Areas for improvement	Training and engagement	Provide information about where to go and what to do
Ambassadors - Areas for improvement	Training and engagement	Recommend that they become more of an ambassador: history, directions, citizen policing
Ambassadors - Areas for improvement	Training and engagement	Relationships are key with businesses; the constant connection and a familiarity helps the Ambassadors to know the area they patrol
Ambassadors - Areas for improvement	Training and engagement	Safety and approachability (x4)
Ambassadors - Areas for improvement	Training and engagement	Serving a good person for those who lose their car, lock their keys in it, etc.
Ambassadors - Areas for improvement	Training and engagement	Talk with downtown police
Ambassadors - Areas for improvement	Training and engagement	The ambassadors should provide the face of downtown and be good witnesses.
Ambassadors - Areas for improvement	Training and engagement	Visibility, customer service, engagements
Ambassadors - Areas for improvement	Training and engagement	When you pass the ambassadors, they don't acknowledge you
Ambassadors - Deployment	Engage volunteers	Would like volunteers to supplement the Ambassadors; residents could volunteer
Ambassadors - Deployment	expand service area	Physical – stretch boundaries (1)
Ambassadors - Deployment	Respond to community dynamics	Moving them out of the decks during certain times of the day; may not need them at 12:00 Noon, but more in the evening when it's dark
Ambassadors - Deployment	See clusters	Seeing an abundance of Ambassadors in the Hargett Street area because of the crime near the stores
Ambassadors - Deployment	Transit center	Have DRA ambassadors near transit centers and presence during events
Ambassadors - Feedback	Appreciation	Escorts
Ambassadors - Feedback	Appreciation	helped with car jump, ambassador approached and offered help – saved her day (1)
Ambassadors - Feedback	Appreciation	Like safety feature of the ambassadors, parking deck patrols, assisting people in need, wayfinding, knowing that the ambassador is the person to call if minor issue. Nice to see and very visible.
Ambassadors - Feedback	Appreciation	Patrolling parking decks
Ambassadors - Feedback	Appreciation	Program works for me; take it to the next level, perhaps becoming more of a concierge service
Ambassadors - Feedback	Appreciation	Safety is a huge concern for those who do not come to downtown often; important to have Ambassadors as a safety component in addition to the police
Architecture	Design more beautifully	Beautification through architecture of the buildings; advocate for design thinking for future development
Architecture	Facades	Awareness campaign about façade grants and programs that help property owners take care of the front of their buildings
Awareness / Wayfinding	Community engagement	Connect the public to resources within the city
Awareness / Wayfinding	Community Engagement	Connecting average citizens to government organizations
Awareness / Wayfinding	Community Engagement	Help stakeholders help us, tell stakeholders exactly how to get involved and how to help DRA
Awareness / Wayfinding	Community Engagement	Make sessions for stakeholder engagement easier to find
Awareness / Wayfinding	On-Street Parking signage	educating on curb/driveway distance (e.g. GS offered to paint curbs but city said no better signage for both decks and street parking which is confusing (bigger for decks esp w/ Cap Blvd project and simplified for street parking)
Awareness / Wayfinding	Parking Signage	
Awareness / Wayfinding	Stakeholder complexity	Challenge for the resident is who the DRA serves; challenge with renters especially
Awareness / Wayfinding	Visitor focused	Awareness of amenities for people just outside of downtown
Awareness / Wayfinding	Visitor focused	Big disconnect between people who live outside downtown that don't know about it; push some events into rest of city
Awareness / Wayfinding	Visitor focused	If visitors are coming what is DRA doing to cater to them?
Awareness / Wayfinding	Wayfinding	Wayfinding
Awareness / Wayfinding	Wayfinding	We want wayfinding to be a focus of the Downtown Raleigh Alliance.
Broad Communications & PR	Benefits of Living Downtown	Ability to live downtown without a car
Broad Communications & PR	Parking Accessibility	Make info more prominent on DRA website
Broad Communications & PR	Parking Accessibility	Parking isn't a problem
Broad Communications & PR	Transportation	DRA can amplify what the city is doing for transportation; can add flavor to it ; complement it
Broad Communications & PR	Transportation	Give the R-Line more exposure
Broad Communications & PR	Transportation	Transit advocacy: be leaders in getting employers to encourage employees to use transit and stop driving to work in downtown.
Communications	Clarify what DRA does & doesn't produce	Need to communicate on events that DRA produces
Communications	Communicate with residents	DLA talked about convening the apartment managers; there is an interest to talk with them about issues

Communications	Communicate with residents	Residents feel disconnected
Communications	Content	Add safety items/tips e.g. case updates from RPD
Communications	Content	Would not cut anything from the newsletters, if anything add more
Communications	Diversify and expand	Expand communication channels to reach new stakeholders
Communications	Editorial positions	More policy advocacy in communications: include more policy positions in DRA communications such as transit ridership or bike usage.
Communications	Events and Activities	Consolidating information on current events, happenings, business openings. Need a singular information source
Communications	Facilitate communications between stakeholders	DRA can be a convener of retailers so people will know where to go; we need to make it easy for people to know where to go
Communications	Facilitate communications between stakeholders	How do we create value for our members and for visitors?
Communications	Facilitate communications between stakeholders	Many residents don't go to mixers and would like to meet in other settings. Retirees would love to have a bigger presence in downtown Raleigh through the DRA.
Communications	Facilitate communications between stakeholders	Support a platform for residents and business people to talk with each other; need a platform for continual communication with more residents and business owners
Communications	Facilitate communications between stakeholders	With diversity and inclusivity, it's about awareness; a lot of opportunities to bridge communities
Communications	Facilitate communications between stakeholders	Word of mouth has grown but better communication between residents and businesses will be very helpful
Communications	Interest Segmentation	Consider breaking down information into categories
Communications	Interest Segmentation	Divide communications up into sections with people individually opting in and out of different sections
Communications	Interest Segmentation	Figure out how to give people the information they want and most interested in
Communications	Interest Segmentation	Segment list by interests – email
Communications	Need a new website	SEO results – need a new webpage (3)
Communications	Partner with influencers	An opportunity to leverage relationship with CVB to market downtown; better partnership to prepare businesses so they know what conventions are coming
Communications	Partner with influencers	Need to cross promote with other downtown Raleigh social media e.g. downtown related bloggers, etc.
Communications	Prioritize retail information	Consider story focus, showcasing retailers that are knocking it out of the park
Communications	Prioritize retail information	May need to reprioritize the information
Communications	Prioritize retail information	More maps to aid when walking
Communications	Prioritize retail information	Put more emphasis on laying out the top featured events, store openings, etc.
Communications	Prioritize retail information	Put retail first in the newsletter
Communications	Promote Downtown Plan	Play the convener role in communications; help identify initiatives that are in downtown and build on them
Communications	Promote Strengths	DRA does not need to be the creator; but we can be the connector; trumpeting the good things that are happening
Communications	Promote Strengths	Tie the historical homes into messaging
Communications	SEO	People don't always think about going to DRA social media to learn, will just Google
Communications	Specialize / Eliminate redundancy	Avoid being all things to all people
Communications	Streamline hierarchy	Lots of info is good but needs to be better organized (4)
Communications	Suggestion	Be the one source so third parties can have a way to connect to it; create the infrastructure; be the service provider; have HQ starts up build the apps
Communications	Suggestion	Cash mobs
Communications	suggestion	Communication with residents is non-existent; good opportunity to have some resident specific information
Communications	suggestion	Consolidate downtown news to one place at DRA
Communications	Suggestion	Construction updates
Communications	suggestion	Determine how to move from a broadcasting mentality to strategic engagement and focus that adds value
Communications	suggestion	Do a more curated style of story telling
Communications	Suggestion	Find ways to increase reach
Communications	suggestion	Less concerned with DRA communicating everything as long as someone else is communicating it; no need to duplicate the information
Communications	Suggestion	Live stream event
Communications	Suggestion	Make sure we can direct people to the right source that can help; make sure people know that's what we are doing
Communications	Suggestion	One place for events/activities
Communications	Suggestion	There needs to one single point of contact for downtown
Communications	Suggestion	Would like a replacement for Raleigh Agenda
Communications	Kudos	If someone other than DRA does it, the marketing and communications effort will be disjointed
Communications	Specialize / Eliminate redundancy	Don't replicate what partners are doing, figure out partnerships to get and share info (1)
Communications - Brand	DRA brand needs help	The DRA should have stronger branding
Communications - Brand	DRA Identity	As a new business owner, DRA felt like a supportive organization and a source for data when needed
Communications - Brand	DRA Identity	The DRA should be differentiate themselves from the Chamber

Communications - Brand	DRA Identity	People who care about downtown and came together to improve downtown; working in tandem with other organizations
Communications - Brand	DRA Identity needs work	Council members ask what is DRA's purpose and how the money is being spent
Communications - Brand	DRA Identity needs work	Did not know before this meeting
Communications - Brand	DRA Identity needs work	DRA has a two prong identity crisis; how we are known inside the organization and then outside; we need clarity as there are lots of issues of who is doing what
Communications - Brand	DRA Identity needs work	Figure out who is not receiving the information; there is ambiguity of who is doing what
Communications - Brand	DRA Identity needs work	Had a vague idea, powerpoint at the start of the meeting was VERY helpful. (2)
Communications - Brand	DRA Identity needs work	Have been in downtown for three years but have no idea
Communications - Brand	DRA Identity needs work	Here to learn because have I no idea
Communications - Brand	DRA Identity needs work	I don't know if the DRA is involved with other Citizen Advisory Committees.
Communications - Brand	DRA Identity needs work	I need to know what the DRA does before going to the website
Communications - Brand	DRA Identity needs work	Primary purpose was clean and safe; downtown had an image problem
Communications - Brand	DRA Identity needs work	Purpose should be reassessed
Communications - Brand	DRA Identity needs work	The DRA should have a smaller focus.
Communications - Brand	DRA Identity needs work	We need a concise mission statement
Communications - Brand	Economic Development	Communicate ED role; unaware of extent of DRA's involvement (2)
Communications - Brand	Economic Development	Why is this role needed specifically for retail? "Is downtown that bad for retail? Does North Hills have someone like this?" (2)
Communications - Newsletter	concern	A lot of information in newsletter; not sure it is the most effective communication
Communications - Newsletter	concern	Email is same list of events that comes from the city
Communications - Newsletter	Kudos	Likes the e-newsletter, suggests we help it become more accessible for people to subscribe to
Communications - Newsletter	Kudos	Newsletter is informative
Communications - Newsletter	suggestion	Add newsletter sign-up into app
Communications - Newsletter	suggestion	Build newsletter list; didn't know about (2) and/or how to sign up for – make as easy as possible
Communications - Newsletter	Suggestion	Communicate DRA programs – DRA events, retail and news
Communications - Newsletter	suggestion	Have targeted lists (e.g. econ dev, events)
Communications - Smartphone App	Kudos	Like app for road closures
Communications - Social Media	concern	Does not see the social media presence very much
Communications - Social Media	concern	No plan for social media; there is no visual plan or focus on content
Communications - Social Media	Insight	DRA does a pretty good job but keep in mind difference in communication for various channels – preference for Twitter and Instagram
Communications - Social Media	Kudos	I used Facebook to know what's happening
Communications - Social Media	Kudos	Social media is doing a good job to give key information
Communications - Social Media	Kudos	Social media is on point
Communications - Social Media	Suggestion	DRA could be a conglomerate of Facebook and other social media sites
Communications - Website	concern	Event calendars are a waste of time
Communications - Website	Concern	Event calendars are easily overwhelmed
Communications - Website	concern	Help people feel more intimately informed about downtown events and news when visiting our site
Communications - Website	Concern	I wish the site was more user-friendly
Communications - Website	concern	Make the website more modern and simpler, put more events info on the website
Communications - Website	concern	Navigation on website is cumbersome; need to click on too many items
Communications - Website	Concern	Navigation on website overwhelming; could there be a better way to sort the events by the type, i.e. foodie events, arts, etc.
Communications - Website	General feedback	App vs mobile website; 3 use website, 1 use app; use website for RLIne tracker
Communications - Website	suggestion	Opportunity to have one-stop web address; a resource that is always up-to-date with information being submitted from different sources; someone should own it but not the GRCVB; DRA does not need to produce all the content rather be a consortium
Convener	Alternative Transportation	Hold quarterly commuter meetings
Convener	Broad range of stakeholders	Do more meetings like this one (x4)
Convener	Broad range of stakeholders	Include a wide range of stakeholders
Convener	Broad range of stakeholders	Work to bring together conflicting parties and work as mediator
Convener	Communication	Providing a communication stream
Convener	Community building	Bring businesses and people together to build a better community
Convener	Community building	Bring different stakeholders together
Convener	Community building	DRA should have more communication with City Council
Convener	Community building	Find the common causes among downtown stakeholders
Convener	Community building	I want our community's interests to be a focus of the Downtown Raleigh Alliance.
Convener	Community building	We could be much more effective with engagement; convener of the voice; walking through the various issues
Convener	Conflict Resolution	Conflict resolution
Convener	Conflict Resolution	Stronger role for DRA to be the convener, facilitator and perhaps as the mediator
Convener	Newcomer networking	New comers club to meet new people
Convener	Residents	Pull the residents together to get ideas

Convener	Residents	Reach out to more residents, sense of ownership in a project will inspire more participation
Convener	Stakeholders	Convener is a key word; when things happen, how can DRA bring folks together
Convener	Stakeholders	DRA leading the discussion on varied topics; being an objective facilitator
Convener	Stakeholders	Encourage DRA to convene small businesses
Convener	Stakeholders	Hold quarterly meetings with stakeholders to discuss topics downtown is facing
Convener	Stakeholders	On the right track with meetings like this one, not great historically
Convener	Stakeholders	We want facilitating cooperation, collaboration, and collective impacts among all downtown stakeholders to be a focus of the Downtown Raleigh Alliance.
Convener	Stakeholders	We want fostering collaboration to make Raleigh a vibrant downtown with art, restaurants, and unique shops to be a focus of the Downtown Raleigh Alliance.
Convener	Stakeholders	Work with neighborhood groups and volunteers
Density	hotels	Hotels needed
Density	Land use	We can be smart about the growth or be reactive
Density	South of Downtown	More development in the south side of city
District Identity	Décor	Put up decorations to add a little something extra to the look of downtown (x2)
District Identity	Enhance	Care for district identity, help push the identity of each district forward (x3)
District Identity	Enhance	Real opportunity to help develop neighborhood identity; help strengthen the boundaries for a neighborhood
District Identity	Glenwood South	Identification for Glenwood South
Diversity, Equity, and Inclusion	Economic Development	Focus on equitable development; make sure we approach it from a holistic approach
Diversity, Equity, and Inclusion	Partnerships	Diversity and inclusion; how to engage strategic partnerships
Diversity, Equity, and Inclusion	Representation in leadership	Want to bring more people of color and women into leadership positions
Economic Development	Approval process	Raleigh doesn't make it easy for development; the due diligence for development is daunting
Economic Development	Build partnerships	City has economic group as does the Chamber; DRA's standpoint is relationship building
Economic Development	Build partnerships	If the goal is more interesting retail, bring in some other organizations to help with recruiting
Economic Development	Events and business	Events don't always serve businesses
Economic Development	Events and businesses	Highlight small businesses through events
Economic Development	Incentives to support local	City money has to lead the way out in front of the local money
Economic Development	Incentives to support local	Even more important as a community to support and elevate the local business owner; this is critical
Economic Development	Incentives to support local	Help the business owner figure out where they can get the available money, grants
Economic Development	Incentives to support local	Look for ways to increase the amount of funding for local retail assistance
Economic Development	Information and statistics	Coordinate the facts with other organizations
Economic Development	Information and statistics	Data from DRA helpful when opening a business
Economic Development	Information and statistics	Do the research and best practices and to bring to Raleigh
Economic Development	Information and statistics	How do we collaborate from a technological standpoint; why do we continue to create the wheel; how do we bring the data together and then share that data
Economic Development	Information and statistics	Hub of information; collects everything downtown related
Economic Development	Information and statistics	Important for DRA to meet with companies moving to downtown to give them an overview of downtown
Economic Development	Information and statistics	Improve quality of life (2) through policy advocacy and constant measuring of QOL and surveying
Economic Development	Information and statistics	Need an objective way to push out the stats; don't take a position just put out the information
Economic Development	Information and statistics	Pay attention to the changing demographics in Raleigh; finding balance with employee, retail, etc.; make sure there is a variety of places people can shop
Economic Development	Information and statistics	Research was so solid on downtown; data was essential for making the decision to move downtown
Economic Development	Information and statistics	Uses DRA data all the time with investors and tenants; fall short on hotels
Economic Development	Information and Statistics	Want to see economic development metrics
Economic Development	Land use	Possibly look beyond strictly retail, retail is tough now consider alternative storefront uses
Economic Development	Leasing / activating vacant spaces	Activating vacant property
Economic Development	Leasing / activating vacant spaces	Elevate empty spaces to increase feeling of security
Economic Development	Leasing / activating Vacant Spaces	Sell the cultural venues like the museums; utilize empty storefront spaces in unique ways
Economic Development	Leasing / activating vacant spaces	Small office spaces that are not in incubators; finding out about these is hard
Economic Development	Leasing / activating vacant spaces	We want activating under utilized public spaces to be a focus of the Downtown Raleigh Alliance
Economic Development	Local businesses	Connect the ecosystem of downtown; be proactive
Economic Development	Local businesses	More intense focus on benefits to businesses
Economic Development	Local businesses	Promoting local business
Economic Development	Local businesses	Retain local businesses
Economic Development	Marketing	Celebrate/communicate ED/retail victories (4)
Economic Development	Marketing	Create a joint marketing budget for retailers

Economic Development	Marketing	Create some videos that promote Raleigh that can be used in other markets; could use a version of that video to market to residents
Economic Development	Marketing	Differentiate Raleigh from other cities; stewardship of public space is a reflection of city's values and success
Economic Development	Marketing	Do business spotlights
Economic Development	Marketing	Do more promotion after opening
Economic Development	Marketing	DRA does great job providing the data needed to sell downtown; collection of data, synthesis of data, telling the story is very helpful; don't get away from that; keep the website vibrant; keep the SOD vibrant
Economic Development	Marketing	DRA should be the primary source the lists (rankings) that promote the city which currently are coming from the GRCVB; perhaps partnering with them; communications will be a huge benefit
Economic Development	Marketing	DRA should be the salesman for the city; we have a creative spin
Economic Development	Marketing	DRA through the city create a campaign to move your company here
Economic Development	Marketing	Help promote businesses to workers
Economic Development	Marketing	Helped put together retail maps
Economic Development	Marketing	Make the case that downtown is a great place to live and work; DRA can make the pitch for why people and companies should be here; DRA is perfectly positioned to be the leader in this area; in DRA's pitch set expectations
Economic Development	Marketing	Marketing and communications to bring partners together
Economic Development	Marketing	Showcase successes
Economic Development	Marketing	Use the same tactics as the GRCVB uses for recruiting visitors, use it to recruit businesses; for economic development
Economic Development	Marketing	What can DRA do better to promote retailers; perhaps a marketing platform
Economic Development	Marketing	Why isn't city leveraging the fact that Raleigh is on top 20 list for Amazon; not on the city's priority list
Economic Development	Marketing of Downtown	Wants DRA to be bold and share the vision for why they should come downtown, share the culture and history; that doesn't happen without expectations; have to do this in the lenses of recruiting
Economic Development	More residents	Attract more retirees downtown
Economic Development	More residents	Attract more retirees to Downtown Raleigh
Economic Development	Ombudsman	DRA should be the ombudsman for the city
Economic Development	Ombudsman	Use DRA to help the small business owner navigate through the process, i.e., writing a business plan, getting a sign approved, etc.
Economic Development	Partnerships	Continue collaboration and open communication
Economic Development	Partnerships	Create a campaign to help people use their lunch hour to do some life activities such as going to the dry cleaners, bookstore; other retail; change the mindset of what you can do during that hour
Economic Development	Partnerships	Don't use DRA time to recruit office tenants, other resources are doing this
Economic Development	Partnerships	Go through previous studies for ideas; partner with Shaw University and bring the book store to Fayetteville Street
Economic Development	Partnerships	Invite people to be a part of the community
Economic Development	Partnerships	The city's role is on a bigger scale, so how does their partnership with DRA work?
Economic Development	Retail	Chains aren't a bad thing for downtown
Economic Development	Retail	Curious to know what store will do well in downtown
Economic Development	Retail	Current retailers don't sell _____
Economic Development	Retail	Glenwood South needs more retail
Economic Development	Retail	Increase retail options so everyday items can be purchased without leaving downtown
Economic Development	Retail	Keep an eye of the mix/percentages
Economic Development	Retail	More retail development; finding a way to transform downtown into a destination; main source of income is from tourists and not residents; economically available space for retail is limited or non-existent
Economic Development	Retail	Not enough everyday purchasing opportunities
Economic Development	Retail	Retail recruitment
Economic Development	Retail	Soft goods retail is something we need to focus on; we are more mature and need not focus on the bars; got to have the strategy for recruiting retail
Economic Development	Retail	We have work to do to get the retail piece accomplished; there is plenty of room for DRA and the city to work together; great starts like the grants from the city but have to dig deeper; too much to ask the city to nurture small businesses; find right model that is a collaborative approach
Economic Development	Retail - kudos to DRA	Doing well (3)
Economic Development	Retail - kudos to DRA	Grocery stores!!!
Economic Development	Retail Clustering	Clustering opportunities; inclusion and accessibility
Economic Development	Retail Mix	What does the community need now; we need a mix of services
Economic Development	Retail promotions	More help with promoting retailers similar to restaurant week
Economic Development	Small business development	Clearing house for local people to see how to open a business in downtown
Economic Development	Small business development	Ease new businesses into downtown
Economic Development	Small business development	Getting AND keeping local businesses
Economic Development	Small business development	Give new retailers a mentor
Economic Development	Small business development	New business welcome wagon

Economic Development	Small business development	Promote shopping local more and get people to frequent retailers
Economic Development	Small business development	Small business grants
Economic Development	Small business development	Small business is a priority for city council; want to have a diverse offering; have success stories with the small business grants
Economic Development	Small business development	We haven't made sure that our retailers are successful; do the next step
Economic Development	Small business development	We want bringing local business and services to the downtown areas to be a focus of the Downtown Raleigh Alliance.
Economic Development	Small business development	We want incentives for local retailers, and recruiting more small businesses Downtown to be a focus of the Downtown Raleigh Alliance.
Economic Development	Small business development	Work as a small business lobbying arm
Economic Development	Leasing / activating Vacant Spaces	Connect people, ideas, money, and land to do something in an underutilized area such as surface lots
Economic Development	Retail Clustering	Shopping/retail in close proximity
Economic Development	Small business development	Very helpful that DRA hosted social media training for small businesses
Engagement	Involve affected stakeholders	ALL stakeholders will be included in decisions about Special Events.
Engagement	Involve affected stakeholders	Encouragement for local businesses to participate
Engagement	Involve affected stakeholders	Glenwood Faire is a great example of an event partnership—DRA provided tents, marketing assistance
Engagement	Involve affected stakeholders	How does the DRA help a new business understand the impact of events; getting their staff prepared, etc.
Engagement	Involve affected stakeholders	Listen to the people
Engagement	Involve affected stakeholders	Make the event producers aware of these businesses
Engagement	Involve affected stakeholders	Should obtain resident input on which events happen
Engagement	Involve affected stakeholders	Some events were removed, but what stakeholders were involved in that conversation? (Nobody asked us)
Engagement	Involve affected stakeholders	Special events office is looking at community engagement and how to get local businesses involved in events; also looking at having events on different streets; DRA can work with business owners to get them more engaged
Engagement	Involve affected stakeholders	There is opportunity for businesses to help each other; DRA can be a connector
Engagement	Involve affected stakeholders	We can set goals for a certain number of local businesses to participate
Engagement	Involve affected stakeholders	Word of mouth is important; do the retails and restaurants cross promote
Events	Benefits	Like having things to do
Events	Benefits	Positively impact downtown experience (3)
Events	Communications	Ok as long as know about ahead of time, including road closures
Events	Communications	Open dialogue to help other events to be better for businesses and residents
Events	Competition for DRA	Dix Park being used for movies
Events	DRA Role	DRA serve as manager/coordinator/intermediary with event producers to ask questions city doesn't ask
Events	DRA Role	Keep Tree Lighting, First Friday, and Farmers Market; DRA should not determine overnight that they are not going to do events; it could be a progressive process
Events	DRA Role	Like the idea of DRA discontinuing producing events
Events	DRA Role	There are enough events going on that the market will take care of itself
Events	DRA Role	There may a certain type of event not being done and DRA can fill the gap until another organization can do it
Events	DRA Role	Tree lighting is important; family friendly
Events	DRA Role	When DRA staff is working on an event, other things are not getting done
Events	DRA should deemphasize	Events could be done by private sector
Events	Optimize for benefits	Can help make events better; empower producers to do better event; be a resource
Events	Optimize for benefits	Consider wants for both resident and the community want
Events	Optimize for benefits	Find the niche for downtown
Events	Optimize for benefits	How do we strike a balance between the events; have some metrics to evaluate the events
Events	Optimize for benefits	If DRA is getting pushback on the events, create some art and culture festivals
Events	Optimize for benefits	There are lots of places in the city that do not have events so move events to other parts of the city; not everyone can come downtown
Events	Purpose	Align events with top priorities; is there an opportunity to bring in the community to focus on clean and safe; example was mulching
Events	Purpose	The reason to do an event is to highlight something
Events	Resident benefits	Events give living in downtown an advantage
Events	Specialize	Focus on a couple of events
Events	Storefront Promotions	First Friday and Restaurant Week are great; need more promotions like these
Events	Storefront Promotions	First Friday works well; people like that it is not structured
Events	Storefront Promotions	Shop Downtown could be great; promote better us of transportation
Events	Unintended consequences	When things go wrong with an event, it falls back on the city
Events	What is appropriate today?	10 years ago, downtown needed events but is fine without them now
Events	What is appropriate today?	Farmers market is essential; any good city has a farmers market; would like to see City Market wake up
Events	Optimize for benefits	Desire for more business focused events, networking, business spotlights
Events	Optimize for benefits	Focus on one or two events and make money

Events	Optimize for benefits	Put on something that every business and cultural venue is excited to participate in and bring them together
Events	Optimize for benefits	Spotlighting the different districts; have an event in each one; the DRA can help coordinate getting the creek daylighting; each district could determine what they want to accomplish and the DRA could provide support
Events	Smaller scale	Micro events to bring people downtown
Events - Indoor	Critique	The Annual Meeting is not as welcoming as it used to be for people other than business people; look at the elements and ask why are we doing it; are we celebrating DRA?
Events - Indoor	DRA Kudos	DRA Annual Meeting is a great networking event and State of Downtown are valuable; both well attended; people bring clients to these meetings
Events - Indoor	DRA Kudos	The message from the State of Downtown is important; social aspect at the Annual Meeting is important; awards are important but questionable if DRA should continue with giving awards; could the Annual Meeting and State of Downtown be combined
Events calendar	engage teens	Activities for teenagers: Teens don't have as much to do in downtown as some other age groups.
Events calendar	Fill gaps	Provide events that are not currently being produced: identify any market gaps in the events portfolio downtown and see if there are any events that could be provided.
Events calendar	Promote	Put out accurate info
Events-produced vibrancy	Appreciated	Events are part of living in an active downtown
Governance	Process and Communication	We don't have the tools to talk about the issues of today in a format which requires people to make a decision; DRA could have a role with the city leading the way; humans are connected in ways that we all know work and there is a whole set of interactions that are invested in
Greening	More plants in Downtown	More trees, more plants (but that has improved in the last year)
Greening	More plants in Downtown	Plants: More plants throughout downtown.
Greening	More plants in Downtown	Street trees
Housing	Affordability	Advocate for affordable housing for service industry employees
Housing	Affordability	Affordable housing; housing for creative class; transitional type housing; this is something every growing city has to grapple with; don't want to leave anyone behind; this may not be DRA's job, rather find out where in the conversation DRA should fit
Housing	Policy	Need affordable housing; get involved in policy to get it started
Infrastructure	Blue lights	Blue Light box: similar to college campuses where someone could find a call box and call them quickly if needed.
Infrastructure	Blue lights	Possibly do a blue light safety program
Infrastructure	Gateways	DRA work as an advocate to improve the areas that come into downtown e.g. Capital Boulevard entrance
Infrastructure	Gateways	Gateway art and signage: Add more art and signage to the gateways and entrances to downtown and downtown districts to better identify when entering those places.
Infrastructure	Maintain accessibility	Ensure restaurants and bars have their tables and chairs in the correct designated area to make room for pedestrians
Infrastructure	More trash cans	DRA could help identify areas where trash receptacles could be located; balancing act for business owners; could help with relationship with city and the business owners
Infrastructure	More trash cans	Hard to find a trash can; trash receptacles could be handled better by store owners
Infrastructure	More trash cans	Not sure if DRA can have a role in this helping the city identify locations to install new trash and recycling receptacles
Infrastructure	More trash cans	Trash!
Infrastructure	Pedestrian Lighting	Lighting needs improvement outside of Fayetteville Street for safety and beautification. Perhaps tie lighting to branding for each district. Need cohesion of lighting within each of the districts. Currently the lighting at the State Capitol square is different than lighting in Fayetteville Street district.
Infrastructure	Public Restrooms	Bathrooms? Like in Europe (1)
Infrastructure	Sidewalks	DRA advocate/work with City departments on ADA compliance/beautification on sidewalks.
Infrastructure	Sidewalks	In the gap areas/areas of transition—making sidewalks look better. Facilitate with arts organizations for temporary improvements. Help connect opportunities. Advocate/mediate for retail spots (beautification) upfit
Infrastructure	Sidewalks	Walkability is important, converting one streets to two way is safer for pedestrians and reducing three lanes to two lanes with trees looks much better and is safer
Infrastructure	Streetscape amenities	Increase number of benches/places to sit outside (3)
Infrastructure	Tactical Urbanism	Glenwood South Crosswalk art really nice but a nightmare to implement; not sure if DRA should completely own these types of projects
Infrastructure	Tactical Urbanism	More art projects like Florafitti
Infrastructure	Tactical Urbanism	Paint crosswalks (2)
Infrastructure	Tactical Urbanism	Parklets: currently they are simply taking up public parking spaces. They need to be better planned and well designed.
Infrastructure	Tactical Urbanism	Promote/lead/assist in parklet creation (2)
Infrastructure	Tactical Urbanism	some parklets can be outdoor extensions of restaurants. Patrons are not allowed to order food or drinks but can carry them out there. This is quite difficult to oversee and is a bad recipe for orderly regulation. We urge you to monitor that process well.
Infrastructure	Trash cans need facelift	Trash cans are an eyesore; make storefront businesses look dirty; people go dumpster diving during the day which makes people feel unsafe
Infrastructure	Wayfinding	Better signage: may help decrease the need for Ambassadors.

Infrastructure	Wayfinding	Better wayfinding
Infrastructure	Wayfinding	General info, wayfinding
Infrastructure	Wayfinding	Maybe add kiosks with information
Infrastructure	Wayfinding	Signage – larger, clearer
Leadership	Clear, focused mission	DRA develop a deeper mission than just make downtown a great place to live, work, play – have leadership in important economic development and urban planning conversations (1)
Leadership	Convener vs. advocacy	Cannot convene and advocate at the same time; can do either on different issues
Leadership	Define mission	Define ourselves and our goals before convening anybody
Leadership	Define mission	Need to make sure we have an advocate for downtown; continue to push and be consistent; proactive towards making Raleigh an international city
Leadership	Diversity and Inclusion	Bring together the people who can affect change, then things like diversity and inclusion will take place
Leadership	Diversity and Inclusion	City is working on diversity and inclusion but it is not only one person working on it; it is a cross of many organizations; the private sector needs to have a bigger voice
Leadership	Diversity and Inclusion	Collect data beyond demographics – what is the barrier to participation?
Leadership	Diversity and Inclusion	Connecting people is a natural step DRA can take to advance diversity when they are brought together for an issue; DRA can facilitate
Leadership	Diversity and Inclusion	Diversity and inclusion will be addressed if we have the tools for citizens to truly get engaged
Leadership	Diversity and Inclusion	Facilitating conversations about diversity and inclusion
Leadership	Diversity and Inclusion	Pushing out info about the current demographic composition to inform discussions about diversity and inclusion
Leadership	Diversity and Inclusion	Uniquely positioned to amplify the diversity and inclusion; massively important
Leadership	Special events	Event stakeholder convening: see above.
Leadership	Special events	Events – develop best practices to share; DRA as a resource (2)
Leadership	Strategic Partnerships	Be proactive and help solve issues
Leadership	Strategic Partnerships	Continue advocacy with the other key groups such as the CVB to create a unique sense of place
Leadership	Strategic Partnerships	DRA can take on an advocacy role; there are other players in this realm
Leadership	Strategic Partnerships	There is a distinction between a lobbyist, an advocate and third party organization; maybe DRA can partner; there is a way to mix the advocacy piece with a best practice; retail can do that; is there way to form a partnership that is universally accepted so that everyone can be heard and best practices can get on the table
Leadership	Teaching and motivating	If we want citizens to help with fundamental decisions and then advocate for them, the citizens need tools to do so
Leadership	Teaching and motivating	Not in favor of getting people to say what they want; strategically we do not have the tools for citizens to use
Leadership	Trust	The process can be handicapped if data is shared in a way that supports one thing over another; fine line
Location for events	Connectivity	Connect a whole neighborhood
Location for events	Spread through Downtown	DRA should produce smaller events in various districts
Location for events	Spread through Downtown	Events bring activation, perhaps look at venues being used and spread the events out to more areas of downtown. Events shows the success of a downtown environment.
Maintenance	Advocacy and Bigger Thinking	Advocate for new thinking about how the right of ways are taken care of; who owns the plazas and open spaces
Maintenance	Emptying trash	The City could do better with servicing trash in downtown; need to be mindful dollars
Maintenance	More cleaning needed	Clean should be the responsibility of all
Maintenance	More cleaning needed	Notices lots of trash in front of business
Maintenance	More cleaning needed	Pay attention to the clean component; it is in everyone's self interest to keep the sidewalks clean
Maintenance	More cleaning needed	Regular upkeep to add to aesthetic
Maintenance	More cleaning needed	Work harder on cleaning up, more frequent trash collection
Maintenance	Panhandling feels less	Something is working with the panhandling; downtown feels safe for the visitors; clean
Maintenance	Partnerships	Share information about resources that can be used to get things done, tool to use See Click Fix
Maintenance	Pet waste	Focus on pet ways and dog ways; starting to see pet waste becoming a problem
Maintenance	Power washing	Concern about streets being power washed; DRA should advocate for taking back the cleaning service
Maintenance	Storefront cleanliness	Work with different establishments to keep their store fronts clean and orderly
Marketing	Develop brand / tagline	Brand downtown; it does not need to be the City of Oaks; define it more and DRA could market it
Marketing	Develop brand / tagline	Do a better job of telling the story of how cool downtown is; DRA is positioned to do that
Marketing	district identity	DRA has gone away from the district marketing; nothing to tie the districts together; do we attempt to brand the corridors
Marketing	Downtown as inclusive	Important to have a diversity of people and that Raleigh is seen as inclusive; have some things we can point to in order to market it; have it packaged, brand it and market it

Marketing	Economic Development	We don't talk enough about the innovation that is taking place in the Warehouse district
Marketing	Influence culture	Hone in on influencing the culture
Marketing	Retail / Restaurant Promotions	Consider not having holiday centric promotional efforts for retailers; stir the community to get out to these retailers
Marketing	Retail pride	Local pride in what we do have
Marketing	Use storytelling approach	DRA could align with the city to use their outlet of telling the stories; curate stories
Marketing	Brand not needed	Branding is not even an issue anymore—Raleigh is already on the map
Marketing	Business Development opportunities	Are business owners getting the education they need to help with their own branding and communications?
Marketing	Define downtown	We've grown so fast that we have become confused on what downtown is vs. what Raleigh is
Marketing	Develop brand / tagline	Branding: City and downtown lack an easily identifiable brand. DRA could be a leader in helping the city and downtown find their brands. This brand could tie into the beautification efforts, too.
Marketing	Develop brand / tagline	Identify Raleigh's "identity/branding" in cooperation/partnership with other organizations e.g. GRCVB, Chamber, City, etc.
Marketing	Develop brand / tagline	Raleigh needs a tagline. Other cities are well known by their tagline and market based on it e.g. Keep Austin Weird. Raleigh has creative energy. Tag lines are ideal for talent recruitment and marketing for businesses
Marketing	Differentiate Community	Need to show how Raleigh is different from other cities such as Charlotte, Austin, Atlanta.
Marketing	Economic Development	DRA should focus on communicating what new businesses are opening
Marketing	Economic Development	Likes ribbon cuttings; good for her business; valuable to their new downtown business; great press opportunity
Marketing	Maps and collateral	Broaden distribution
Marketing	Maps and collateral	Specific maps – paper and on app
Marketing	On busses	Do cross branding with transit; rebrand a bus route and call it the "downtown bus"
Marketing	Promote App	Make the DRA app vital to the city
Marketing	Promote App	Push app
Marketing	Promote Strengths	Promote talent level in downtown e.g. burgeoning tech hub
Marketing	Quality of Life	Need to focus on making Raleigh an easy place to live and work
Marketing	Retail / Restaurant Promotions	Figure out how to allocate dollars for retail marketing campaign, digital kiosks
Marketing	Retail / Restaurant Promotions	Need daytime traffic in Glenwood South to bring in more retail to that area
Marketing	Retail / Restaurant Promotions	Restaurant Week is fantastic—makes room to try new restaurants (2)
Marketing	Retail pride	Create an environment so that the whole city is excited to shop in downtown; small retailers need DRA's help to tell their story that there is a good mix of shops
Membership	ROI	Drive value for members
Ombudsman	Stakeholders	Do more to cut through the red tape with the city on behalf of stakeholders
Optimization	Advocate for affected stakeholders	Advocate for local businesses impacted by large-scale events (2)
Optimization	Advocate for affected stakeholders	Be involved in all events in downtown, at least communicate and attempt to convene local stakeholders for input
Optimization	Advocate for affected stakeholders	Convene stakeholders and include businesses more in events: help connect event producers with businesses to help both sides benefit more from each other.
Optimization	Advocate for affected stakeholders	Details are very important; e.g. what is specifically placed in front of local businesses
Optimization	Advocate for affected stakeholders	Mediate with event producers
Optimization	Advocate for affected stakeholders	Sometimes ice trucks, fencing parked right in front of Art of Style – option to put in front of Wells Fargo frontage
Optimization	Determine evaluation criteria	Cities are ecosystems; we don't have an evaluation system for the events and how each of them affects the ecosystems; DRA can play a constructive role in evaluating who is coming to the events; and how they affect the ecosystems
Optimization	Determine evaluation criteria	Wants a higher consciousness of what we do for events
Optimization	Improve wayfinding to local businesses	DRA could create signage that shows where the retail is located just off the event footprint; help orient people who are not typically downtown
Optimization	Improve wayfinding to local businesses	Wants to put a sign up during the event that directs them to the retail store; maybe the kiosks could be used in this manner
Optimization	Improve wayfinding to local businesses	Wayfinding during events: help provide wayfinding during events to nearby stores, restaurants, and other amenities.
Optimization	Involve affected stakeholders	Event producers bring their own retail with them; a temporary pop up
Optimization	Promote	Perhaps some of the membership dues go to advertisement; create a commercial such as for First Friday
Optimization	Reduce Road Closures	Hargett Street sometimes chopped off during Fayetteville Street events
Optimization	Reduce Road Closures	Less events will provide a reduction in road closures and noise to help reduce resident/business complaints
Parks and Open Space	Nash Square	Nash Square
Parks and Open Space	Preserve	Keep passive space, quiet, benches (4)
Parks and Open Space	Quiet places	Raleigh is very pleasant and friendly; pleasant is a very good word to describe downtown; important to have a nice place to sit; not every space needs to be activated; have a balance
Partnerships for Art	Advocacy and Bigger Thinking	DRA is a portion of the city; think about initiatives; how do we suggest to our leaders; we are becoming an international city; we should start thinking that way

Partnerships for Art	Clarity	There is lack of clarity of roles; this is fundamental
Partnerships for Art	DRA to serve as the connector	Activate local artists; make it easier for them to get involved; there should be a way for things like this in the city
Partnerships for Art	DRA to serve as the connector	Connect artists
Partnerships for Art	DRA to serve as the connector	Connect businesses through a unified project
Partnerships for Art	DRA to serve as the connector	DRA can be a partner to bring in private partnerships; help encourage bringing in private investors
Partnerships for Art	DRA to serve as the connector	DRA could be a leader demonstrating how beautification could occur and visualize it; beautification is part of the brand; could get a ground swell with all stakeholders to support it
Partnerships for Art	DRA to serve as the connector	DRA could facilitate the implementation of art in downtown
Partnerships for Art	DRA to serve as the connector	DRA could help guide the different neighborhoods through the process; something that could be done in phases
Partnerships for Art	DRA to serve as the connector	DRA could help Raleigh Arts promote their program; communicate to artists about the grants available from the city
Partnerships for Art	DRA to serve as the connector	DRA should act as the strategist; how do we simplify the steps to be creative; what can we learn from best practices
Partnerships for Art	DRA to serve as the connector	Likes the idea of DRA facilitating public art; ensure the art is equally distributed downtown; have DRA take a look at the bigger picture
Partnerships for Art	DRA to serve as the connector	Sees DRA as a connector of the groups that can do beautification projects
Partnerships for Art	DRA to serve as the connector	There are other areas where DRA can be influential; good for DRA to be involved
Partnerships for Art	GRCVB & DRA	GRCVB is doing their strategic plan and there could be a way for DRA to work from the themes in that plan; could we tie the plans together
Partnerships for Art	GRCVB & DRA	Opportunity to work with the GRCVB; they are looking at ways to turn a visitor into an overnight stay
Partnerships for Art	Leverage City resources	If there is enough support/partnerships the city may respond
Partnerships for Art	Leverage City resources	Office of Raleigh Arts has a process and a grant for citizen initiated art; DRA needs to direct more artists to the city for assistance
Partnerships for Art	Leverage City resources	There are ways to partner with the city as it relates to art installations
Partnerships for Art	Museums	Partnerships with institutions: Partner with and take advantage of Raleigh's various museums to help add murals and other interesting visuals to downtown.
Partnerships for Art	Schools	Partner with schools, arts groups (2) for art
Partnerships for Art	Schools	We should have a leadership program that works in collaboration with universities; develop a program that links arts with leadership
Partnerships for Art	Targeted Corridors	Connecting downtown to other neighborhoods; DRA could help city council to get behind these projects because they are constantly battling comments about money is only going to downtown
Partnerships for Art	Volunteers	Engagement opportunity for schools but also greater community – volunteers
Public Art	Endowments needed	It important to maintain art installations; should include money set aside for maintenance; example cited was the street crossings in Glenwood South district; get an endowment or a clear appropriation for which also includes funds to remove the art
Public Art	More temporary / rotating pieces	Possibly model a policy of having public art in place for only a year
Public Art	Murals	Advocating for murals; connecting resources, artists
Public Art	Murals	Promote and assist in more murals downtown (3)
Public Art	Peer city inspiration	Art Prize is a good example of how to involve businesses in an event
Public Art	Peer city inspiration	Best practices: See how other cities add creative visual projects to their cities and find new ideas for downtown.
Public Art	Peer city inspiration	DRA can research best practices from other downtowns
Public Art	Peer city inspiration	Example of public art and game for community is "Mice on Main street"; a game for people to look for them; a permanent installation and is a theme for the city
Public Art	Sculptures	Need more sculptures downtown (2)
Public Art	Sculptures	Raleigh could have more sculptures; could help with green space and how to utilize it
Public Realm Improvements	Activation	Put paintings along the streets; think of how we can do events differently; bring in a sidewalk market
Public Realm Improvements	Architecture & Urban Design	Code adjustments to allow more interesting urban development
Public Realm Improvements	Beautification	Beautification
Public Realm Improvements	Cleaning and greening	10 neighbors want greening and cleaning downtown to continue to be a focus of the Downtown Raleigh Alliance
Public Realm Improvements	dog parks	Dog parks to help residents
Public Realm Improvements	Land Use & street hierarchy	Connectivity
Public Realm Improvements	Maintenance	Focus on small things
Public Realm Improvements	open space	Connecting downtown with greenways and parks (2)
Public Realm Improvements	Open spaces	Free community gathering space with nice esthetics
Public Realm Improvements	Pedestrian Safety	Pedestrian safety; no enforcement for safety and parking citations; silent problem
Public Realm Improvements	Pilot Projects	How do we allow companies test out smart technologies
Public Realm Improvements	Pilot projects	Pilot projects are huge in other cities; could use this type of tool in Raleigh
Public Realm Improvements	Public Art	More public art
Public Realm Improvements	Streetscape design	better streetscape to create a sense of place
Public Realm Improvements	Trails	Southeast Raleigh heritage trail

Public Realm Improvements		We want creative place-making initiatives to be a focus of the Downtown Raleigh Alliance.
Public Safety	Ambassadors	Need increased visibility of ambassadors in Glenwood South (GS)
Public Safety	Real / Perceived	Safety
Public Safety	Real / Perceived	Safety
Public Safety		safety
Public Safety - Ambassadors - Con	Critique	Have not seen the ambassadors; however when seen they are texting in the decks
Public Safety - Ambassadors - Con	Not equipped	Occasionally, Ambassadors not equipped to provide service such as battery jumps
Public Safety - Ambassadors - Con	Redeployment	Reorganize them
Public Safety - Ambassadors - Con	Unaware	No one was really aware of the program, so increased visibility is needed
Public Safety - Ambassadors - Con	Uneven deployment	Currently, no because not high visibility on Glenwood South (3)
Public Safety - Ambassadors - Con	Unmet potential	Train them to do more; could help with safety issues in certain intersections if the talent was there
Public Safety - Ambassadors - Fair	Approachability	Ambassadors could be safe and hospitable
Public Safety - Ambassadors - Fair	Approachability	Ensure they are approachable so questions be asked of them
Public Safety - Ambassadors - Fair	Communications	Kiosk opportunity to share ambassador contact info/news
Public Safety - Ambassadors - Fair	Communications	Share metrics in more than just newsletter
Public Safety - Ambassadors - Fair	Expand w/ volunteers	Volunteers could be added, too
Public Safety - Ambassadors - Fair	Redeployment	Program has to work well or it will set us back; has potential to do more
Public Safety - Ambassadors - Fair	Unaware	Communicate purpose of ambassadors to residents, visitors, businesses (4)
Public Safety - Ambassadors - Fair	Unaware	Do the ambassadors give feedback on places that are unsafe, etc.
Public Safety - Ambassadors - Fair	Uneven deployment	Ambassadors could do more work in the Warehouse district
Public Safety - Ambassadors - Fair	Uneven deployment	Consider if program changed to accommodate the changes in downtown; could there be more of nighttime safety presence
Public Safety - Ambassadors - Fair	Uneven deployment	Depends on where you are in downtown
Public Safety - Ambassadors - Fair	Uneven deployment	More ambassador presence needed; need to help visitors
Public Safety - Ambassadors - Fair	Uneven deployment	Put Ambassadors on borders of MSD instead of in parking decks
Public Safety - Ambassadors - Fair	Unmet potential	Ambassadors are the link; although not as formalized or structured as needed
Public Safety - Ambassadors - Fair	Unmet potential	As we look at brands; the Ambassadors are a walking billboard; they are an amenity and a core function of DRA; be friendly
Public Safety - Ambassadors - Favorable	Assisted	Get a lot of shoplifting; across from the Transit Center; received help from ambassador supervisor recently
Public Safety - Ambassadors - Favorable	Kudos	Comforting to know they are there, for customers
Public Safety - Ambassadors - Favorable	Kudos	I feel safe when I see the Ambassadors
Public Safety - Ambassadors - Favorable	Kudos	Program has lots of value; shares info cards with people
Public Safety - Ambassadors - Favorable	Kudos	Still sees Ambassadors; good program
Public Safety - Ambassadors - Favorable	Kudos	Yes, like them
Public Safety - Ambassadors - Favorable	Unclear current benefits	Ambassador program was necessary years ago; safety starts with more people, with the increased number of businesses, restaurants and bars, and people, downtown begins to police itself
Public Space Activations	Ideas	"Put your blanket here" in Nash Square – picnic; passive park but encourage people to take advantage of amenity, encourage people to slow down (1)
Public Space Activations	Ideas	Downtown needs more family-oriented events
Public Space Activations	Ideas	Lunchtime concerts for employees – more during weekday (2)
Public Space Activations	Ideas	More family friendly events (2)
Public Space Activations	Ideas	See if we can inspire downtown field-day type events, using Nash, Moore, and Halifax to do urban park activation
Public Space Activations	Market and program	Promote a healthy lifestyle – promote public places to recharge, exercise, etc. (2)
Public Space Activations	Market and program	Use the pedestrian plazas for events/activations – market them (2)
Retail development	Connect people to retail	Current retailers need to meet needs of downtown – DRA can communicate to business owners/advocate for residents and visitors to downtown
Retail Development	Connect people to retail	Find out what types of retail people want; need to have something people can afford
Retail development	Connect people to retail	Make it more public what retail has and put into a digestible format
Retail development	Connect people to retail	Recruit for residents' preferences: identify what residents want and recruit those retailers.
Retail development	Gain buy in from property owners for retail	Paint the picture to the property owner about the benefit of having a retailer
Retail development	Glenwood Ave. struggles	It is a struggle to have retail presence on Glenwood South
Retail development	Incentives to support local	Downtown is getting expensive for local retail. DRA could work on partnership opportunities/programs to provide assistance
Retail development	Incentives to support local	DRA should only offer retail grants to locally-owned businesses
Retail development	Incentives to support local	Making the retail programs that exist more robust
Retail development	Incentives to support local	More assistance from DRA in terms of grants
Retail development	Incentives to support local	Put more resources for the local retailers to help them succeed
Retail development	Incentives to support local	There is trouble with tenant Improvements
Retail development	Market downtown opportunities for retail	After DRA does the research they could present recommendations on how to utilize a larger space for smaller businesses
Retail development	Market downtown opportunities for retail	DRA should be the advocate for anyone coming to downtown whether local, national, or office; DRA should be rolling out the red carpet

Retail development	Market downtown opportunities for retail	How do we put the information more actively out there?
Retail development	Market downtown opportunities for retail	Right now, you have to have a reason for people to come downtown
Retail development	Market downtown opportunities for retail	Telling the story of what we see as successful; advocating for what we want
Retail development	Market to nationals	There should be a marketing component that lets the national retailers know they should be downtown
Retail development	Nationals take care of themselves	Do we need more advocacy for national retailers? Won't they find us anyway?
Retail Development	Nationals take care of themselves	The national chains are hearing about the great things happening here and are coming on their own
Retail development	Regulatory reform / ombudsman for retail	Communication opportunity – help entrepreneurs get started with retail concepts, communicate DRA as a resource (1)
Retail development	Regulatory reform / ombudsman for retail	Small business assistance: help small businesses navigate the processes for starting a business.
Retail development	Regulatory reform / ombudsman for retail	There are city codes that work against creating more small spaces for retailers
Retail development	Tiered rental structure according to use	DRA can work with property owners and have a rental rate for bars, and then a different rate for retail; every business is not equal; need to find the balance
Retail development	Incentives to support local	Be careful not to manipulate the market; would hate for us to limit across the spectrum of soft goods retailers; we could have a bias and there could be a support system for local
Retail development	Market downtown opportunities for retail	DRA could still have primary role in the retail world to do marketing for downtown
Retail development	Market downtown opportunities for retail	We need to be prepared with city, GRCVB, county data and DRA is the resource with all the information
Retail health	Concern about infrastructure	Yes but be ready for stores when they come, infrastructure strain
Retail health	Concern about rental price escalation	Concern that national will drive up rent for locals (4)
Retail improvements	Activate empty spaces	As a business goes out of business, how can DRA assist in filling it quicker even if only transitional
Retail improvements	Activate empty spaces	City Market – opportunity where DRA can play a role
Retail improvements	Activate empty spaces	Program the reuse of some of the buildings
Retail improvements	Expand hours and access	E.g. CVS limited hours, Chick-fil-A closed on weekend
Retail improvements	Expand hours and access	We need to foster anchor tenants that we currently have e.g. Chick fil A extending their hours, work with CVS to expand services, hours, and upgrading their façade
Retail improvements	Façade improvements	Blighted retail spots e.g. on Wilmington Street, DRA could advocate/mediate by putting pressure on owners to beautify
Retail improvements	Infrastructure	Need help with infrastructure, create a catalyst for a good mix
Retail improvements	Need more clustering	Development gaps need to have incentives to get people to go there in far out places e.g. events to get people on the street to visit these areas until future development fills in.
Retail improvements	Need more clustering	Need the right critical mass and geographical closeness
Retail improvements	Need more clustering	Raleigh has some odd geography making it difficult to see what's down the block; people typically go six blocks to shop; identify and amplify the retail within those blocks; strategy for retail is too broad; make it more targeted
Retail improvements	Need more clustering	Videri survives because of The Pit and other businesses that help draw people to their retail establishment, mixed-use.
Retail improvements	Need more clustering	We could be more intentional where we want things to go; have a coordinated strategy; coordinate more with City; market the type of investment and for what is missing
Retail Mix	Curate healthy co-tenancy	DRA have a role in making sure retailers are right fit, complement, healthy competition; DRA can think about from block/micro level (1)
Retail Mix	Focus on locals	A good thing for DRA is to stay hyper focused on local; consider recruiting regional business and not necessarily national
Retail Mix	Focus on locals	Determine how we can work together with other organizations recruiting the local retailers
Retail Mix	Focus on locals	Likes local retailers
Retail Mix	Focus on locals	Likes the idea of focusing on local; we have a lot to offer and wants DRA on this
Retail Mix	Focus on locals	Local focus: emphasize and focus on support and recruitment of local retailers.
Retail Mix	Focus on locals	Why try to compete with places like North Hills and Crabtree Valley Mall, these are places for national retailers
Retail Mix	Mix of Local and National	Do not focus exclusively on local retail (x4)
Retail Mix	Mix of Local and National	DRA should help these chains because they are owned by local people and they are hiring local employees
Retail Mix	Mix of Local and National	DRA should work to maintain a balance between local and national retailers
Retail Mix	Mix of Local and National	From a consumer point of view, it is good to have a mix of retail, although we should not have a Disney mentality where the storefront looks independent but in essence it is not
Retail Mix	Mix of Local and National	Good with a mix of local and national coming in; welcomes more
Retail Mix	Mix of Local and National	Larger stores will pull more shoppers downtown overall (x4)
Retail Mix	Mix of Local and National	Local vs national balance most important
Retail Mix	Mix of Local and National	Most people are excited about Wahlburgers
Retail Mix	Mix of Local and National	National retail more able to provide needed day to day shopping
Retail Mix	Mix of Local and National	Need to have a blend of retailers; the benefit each other; have to focus on the local and when the local does well you can pick off which national retailer you want; does not want to see downtown become all local or all national retailer

Retail Mix	Mix of Local and National	No problem with national brands. They will not threaten local businesses.
Retail Mix	Mix of Local and National	Reach out to national chains as anchors for the various neighborhoods
Retail Mix	Mix of Local and National	Recruiting local and national are connected; sometimes larger businesses help the smaller businesses
Retail Mix	Mix of Local and National	Retail mix: recruit a variety of retailers to downtown.
Retail Mix	Mix of Local and National	The goal is a functioning and vibrant downtown; some national retailers will bring foot traffic; if it is all national retailers it becomes boring; it is an ongoing process and DRA should be monitoring it
Retail Mix	Mix of Local and National	Try to bring in local but both are needed to create shopping destination (3)
Retail Mix	Mix of Local and National	Wants local and national mix. We should not be turning down anyone e.g. Target on Hillsborough Street modified their standard store model to fit into the location, Chicago makes a Target work well in their downtown
Retail Mix	Need anchor / draw	The quality of what businesses we have needs to be great to draw more retail
Retail Mix	Preserve / Retain unique stores	Important to keep what's unique to Raleigh
Retail Mix	Preserve / Retain unique stores	Likes home grown businesses which makes downtown unique; would like DRA to continue working on this to see more retailers; encourage more people who are starting out to try downtown
Retail Mix	Preserve / Retain unique stores	Loves the fact that Raleigh is not like Charlotte's downtown
Retail Mix	Recruit nationals	Would like national chains that aren't anywhere else nearby downtown (2)
Retail Mix	Recruit nationals that do not compete with local	National retail to fill gaps: ok to recruit national retailers to fill gaps that locals cannot based on price point or product.
Retail Mix	Recruitment targets	DRA should not be focused on recruiting national stores; but DRA should be in the mix of working with groups bringing in the national stores
Retail Mix	Recruitment targets	More clothing retailers: downtown could use more types of clothing.
Retail Mix	Recruitment targets	Need a dancing place (2)
Retail Mix	Recruitment targets	Need more family friendly places and things to do (2)
Retail Mix	Recruitment targets	Need soft goods which is tougher to generate locally
Retail Mix	Recruitment targets	Request a Shake Shack for downtown
Retail Mix	Recruitment targets	Restaurants – more fast-casual– e.g. Sweetgreen (3!)
Retail Mix	Recruitment targets	Retail – MAC, Sephora, Zara, kids clothing (1)
Retail Mix	Recruitment targets	There are good national chains that DRA should try to recruit such as Publix
Retail Mix	Recruitment targets	Would like to get some fresh new chefs; three chefs are dominating the scene; encourage new people
Retail Mix	Recruitment targets	Yes, DRA should be involved in local retail recruitment; let's define what is DRA's role
Retail Mix	Recruitment targets	Kiosk that sells bfast items, coffee (Portugal example) (2)
Retail Mix	Should not be a DRA focus	Should not be their primary focus even though retail is a problem in this area
Retail Mix	Recruitment targets	Old gas station near City Market – would love to see coffee shop/bar (1)
Retail Mix	Recruitment targets	Should not discourage national retailer but definitely put our resources behind what we want for downtown
Retail Mix	Recruitment targets	Wants to keep the Hamlin Pharmacy owned by an African American business; the history needs to be preserved in American African district
Revenue diversification	Transit	Perhaps look into having sponsored transit
Safety / Security	Concern of safety	Safety is on the mind of many people and this issue may need to be dealt with separately
Safety / Security	Concern of safety	Security nationwide is the most pressing issue
Safety / Security	Concern of safety	This is a bigger holistic issue; lives downtown and wants to be sure DRA is doing what we are supposed to do
Specific Improvements	Construction fencing	Conceal construction better (x3)
Specific Improvements	Pigeon House Creek	Daylight Pigeon Branch in areas (3)
Specific Improvements	Pigeon House Creek	Do the daylighting of the stream in Glenwood South in stages
Specific Improvements	Southeast side of DT	Put art in the southeast part of downtown
Specific Improvements	Targeted Corridors	Beautification is a way of connecting; create a unifying beautification project throughout downtown and Raleigh; DRA is a unifier
Specific Improvements	Targeted Corridors	Connection to from downtown to Dix Park could be a huge amenity to this park; do it well with all the different forms of transportation
Specific Improvements	Targeted Corridors	Flow of beauty, connect different parts of downtown to each other by creating a continuous feeling path between districts (x4)
Specific Improvements	Targeted Corridors	Focus on certain corridors with nothing going on (Salisbury outside convention center, W Morgan between McDowell and Dawson, and so on)
Specific Improvements	Targeted Corridors	In the gap areas/areas of transition– making sidewalks look better. Facilitate with arts organizations for temporary improvements. Help connect opportunities. Advocate/mediate for retail spots (beautification) upfit
Specific Improvements	Targeted Corridors	It's all about the connectivity and what we can offer the guests
Specific Improvements	Unified dumpsters?	State of cleanliness is okay and better than it was; a challenge is trash removal; currently no aggregation of trash dumpsters
Specific Improvements	Water feature	§ Add water features to downtown (3)
Strategic Vision	Alignment / Execution	An opportunity to clearly look at the highest purposes; have the courage to stop doing some things

Strategic Vision	Alignment / Execution	City leadership has not advocated for some things in the Downtown Plan; for example, daylighting the creek in the Peace Street area; City departments could not talk to each other enough to figure out how to get this done; when they get mixed messages they pull back
Strategic Vision	Alignment / Execution	DRA should be the pivot; take the ideas on board and hand them off to those groups who can do it; be a connector
Strategic Vision	Alignment / Execution	Filling a gap that government can't do
Strategic Vision	Alignment / Execution	Invigorate the leadership of the city; advocate not supplant
Strategic Vision	Alignment / Execution	Maintains focus on downtown; goal is to make downtown work; shepherd of downtown
Strategic Vision	Alignment / Execution	More stability in an organization like DRA versus a city council
Strategic Vision	Alignment / Execution	Recognize where the city is; Raleigh is a top 40 city and we should look at ourselves as such; we are not behaving as a top 40 city
Strategic Vision	Alignment / Execution	When good plans come together, the business community needs to stand behind them
Strategic Vision	Alignment / Execution	Wow people with DRA leadership
Strategic Vision	Brand / Identity	Define vision for Downtown
Strategic Vision	Brand / Identity	Does Raleigh want to have a claim to fame or be a jack of all trades?
Strategic Vision	Broad representation	Shift to a more community focus without spreading too thin
Strategic Vision	Economic Development	Capitalizing on successes
Strategic Vision	Economic Development	Control the growth of the city, only bring in businesses and projects that help downtown businesses
Strategic Vision	Economic Development	Focus on DRA's relationship with the city; the city of Greenville, for example, pushes economic development; Raleigh does not have the type of leadership in the city to push the city forward; DRA could lead the charge
Strategic Vision	Economic Development	Long range goals/vision
Strategic Vision	Economic Development	Looking for retail strategy implementation
Strategic Vision	Economic Development	There needs to be an organization that is focused on how all of the things that are in downtown make it a community; and leading the next thing
Strategic Vision	Partnerships	Be a partner with Leadership Raleigh and not necessarily the leader
Strategic Vision	Partnerships	Be aware of the climate of the city as a whole and how it impacts downtown; looking for additional opportunities
Strategic Vision	Partnerships	Carry a bigger stick and be proactive with knowing the issues and make an easy conduit for the solutions; there is a one-stop shop for all that information; connecting with all the organizations; has to be a cross communication; DRA should be talking with the GRCVB
Strategic Vision	Partnerships	Create a coordinating board that meets regularly; DRA may not need take the lead but they should be at the table
Strategic Vision	Partnerships	Help build relationships
Strategic Vision	Partnerships	Help the city think big
Strategic Vision	Partnerships	High level partnerships; really drill down on the metrics
Strategic Vision	Partnerships	How can businesses use DRA to connect them to other organizations; can use DRA to help drive their mission deeper
Strategic Vision	Partnerships	How does the city embrace an urban university?; how do we evaluate and optimize a university in downtown?; how does the university contribute as a stakeholder?; would like to see some analysis of this
Strategic Vision	Partnerships	Initiating dialogue
Strategic Vision	Partnerships	Lot of opportunity with government to leverage partnerships
Strategic Vision	Partnerships	We are going to be stronger together; important to build the relationships
Strategic Vision	Partnerships	We are tying in different groups; going forward will need more teamwork
Transportation	Accessibility	Consider how events affect accessibility
Transportation	Accessibility	Getting around downtown is so different to the rest of the city; be a leader in getting that message out
Transportation	Accessibility	Growth has occurred and we need to think about how to get people downtown
Transportation	Accessibility	Likes that Raleigh is becoming a more walkable city
Transportation	Accessibility	Public transportation, challenging to get people into downtown; can't support another large company such as Red Hat
Transportation	Accessibility	Public Transportation; getting people in and out of the city;
Transportation	Accessibility	We want using Go Raleigh to get people downtown to be a focus of the Downtown Raleigh Alliance.
Transportation	Congestion	Traffic is getting worse; commute times are longer
Transportation	Coordination with land use	Bus Rapid Transit system planning and up zoning advocacy; won't be successful without it
Transportation	Multi-modal	Focus on more than just parking; create a balance with other modes of transportation; there are other opportunities with public private partnerships
Transportation	Multi-modal	Mobility and accessibility; an opportunity to work even better
Transportation	Multi-modal	Would like DRA to be involved in transit improvements
Transportation	On-Street Parking	street parking longer than 1 hour
Transportation	Parking	Battle with parking; first time guests have trouble getting to parking; streets are closed or detours
Transportation	Parking	Be a leader on parking

Transportation	Parking	Be a liaison to help create a better parking experience for people not familiar with downtown
Transportation	Parking	Build parking into large developments; look at the structure of the streetscape where the new building is going
Transportation	Parking	Change mindset about parking, especially when an event is happening on Fayetteville Street
Transportation	Parking	Create short term solutions for transit to and from remote lots
Transportation	Parking	Creating a model to solve the parking problem is critical
Transportation	Parking	Focus on improving parking (2)
Transportation	Parking	Parking
Transportation	Parking	Parking accessibility and availability for retailers
Transportation	Parking	Parking/transit issues
Transportation	Parking	Parking; event parking extremely hard, even paid parking
Transportation	Parking	Parking; private sector is dealing with this issue and the problem is getting worse; Raleigh is harvesting success which has brought people to downtown, but with no place for them to park
Transportation	Parking	There is a role DRA can play in parking issue; DRA could do to help with co-use of spaces
Transportation	Parking	We want a creative solution to parking to be a focus of the Downtown Raleigh Alliance.
Transportation	Parking for events	Events create parking issues
Transportation	Parking for events	Make it easy to park and get in and out during events
Transportation	Parking payments	ability to pay through an app
Transportation	User experience	Provide better signage with billboards and other signs to make it easier to take public transportation
Transportation	Walkability	Improving walkability and road conditions
Transportation	Accessibility	Improve Accessibility