



# Know What to Measure - Key Metrics for Downtown Districts

## Clean & Safety

### Clean

- ▶ Total service requests
- ▶ Total incident responses
- ▶ Pounds of trash removed
- ▶ Hazardous waste removed
- ▶ Stickers/graffiti removed
- ▶ Garbage bags provided
- ▶ Dog bags provided
- ▶ Excrement piles disposed
- ▶ Sidewalks power washed (sq ft)
- ▶ 311 calls fielded

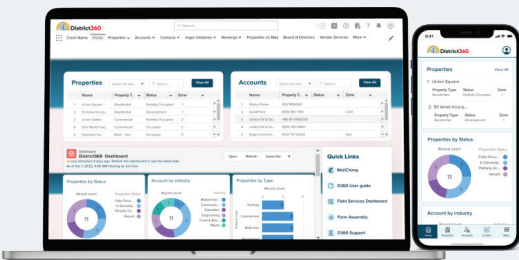
### Safety

- ▶ Number of unhoused individuals helped
- ▶ Crime statistics (various)
- ▶ Quality of life incidents addressed
- ▶ Officer addressed incidents
- ▶ Video footage requests
- ▶ Public safety requests
- ▶ Security incidents addressed
- ▶ Cameras installed during fiscal year

### Data Sources for Clean & Safety



Local Police Department



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## Economic Development

- ▶ Assessment revenue (by property + total)
- ▶ Major / square footage of leases signed
- ▶ Units under construction
- ▶ Hotel average daily rate (ADR)
- ▶ Hotel occupancy
- ▶ Garage occupancy
- ▶ Percentage of retail open vs closed
- ▶ Commercial and retail vacancies
- ▶ Pedestrian counts
- ▶ Market asking rent - office
- ▶ Market asking rent - multifamily
- ▶ CRE retail broker meetings
- ▶ Sales tax receipts
- ▶ Worker occupancy footage
- ▶ Air traffic / passenger counts
- ▶ Transit ridership

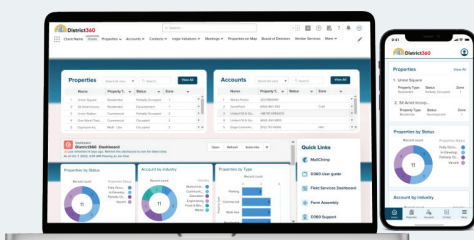
### Data Sources for Economic Development



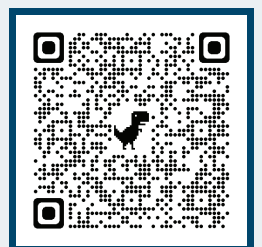
## Stakeholder Engagement

- ▶ Business contacts
- ▶ Hosted events
- ▶ Event attendance
- ▶ Program participation
- ▶ Stakeholder survey responses
- ▶ Email open rates
- ▶ Website pageviews
- ▶ Social media engagements
- ▶ Media mentions
- ▶ Attendance by park / other location

### Data sources for stakeholder engagement

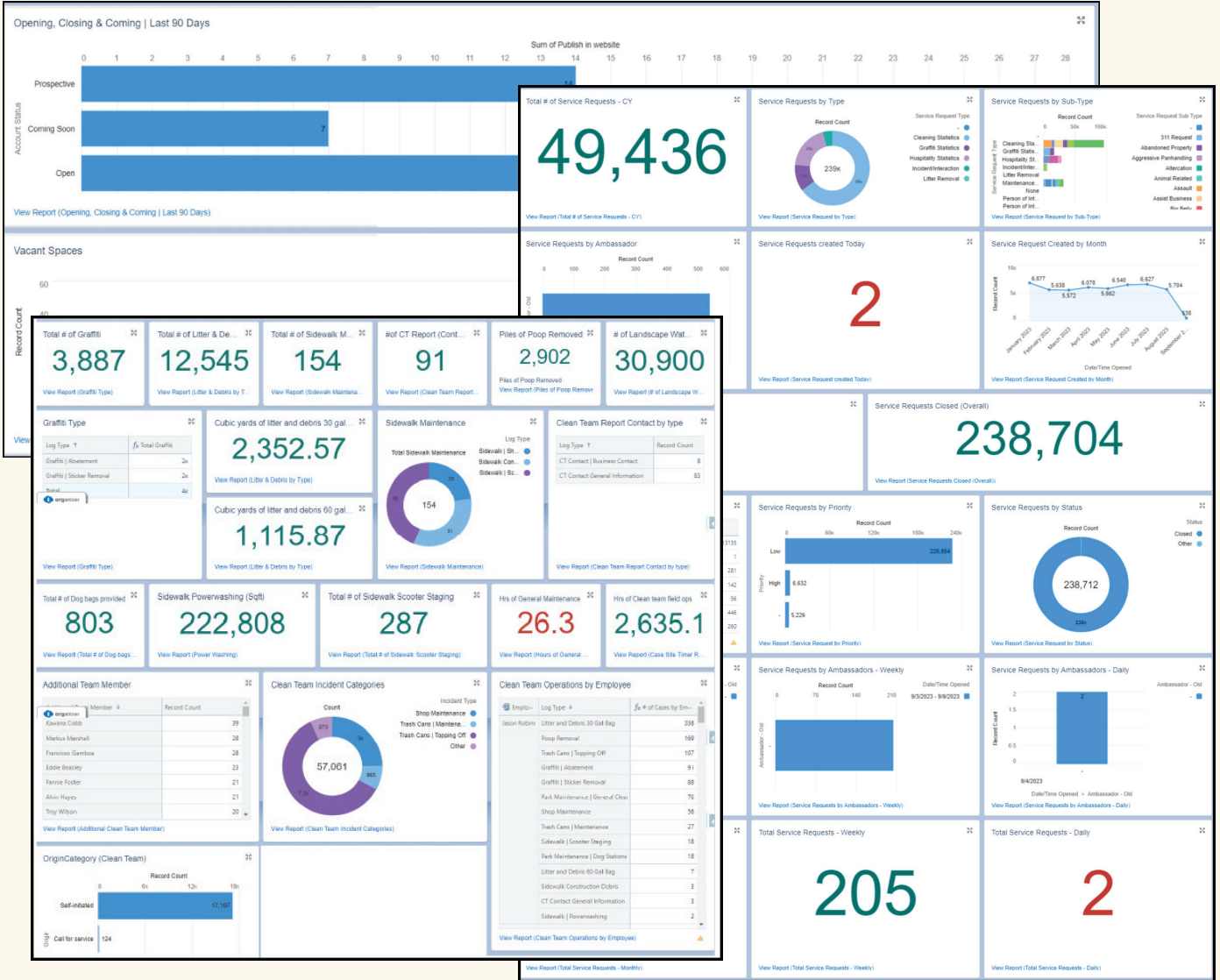


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## District360 Dashboard Samples



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