

**Survey of Downtown Sausalito/Caledonia District Property Owners  
Pursuant to the Investigation and Formation of a  
Property Business Improvement District (PBID)**

***Please respond by Friday, September 1, 2023***

*You may also complete this survey online at [www.newcityamerica.com](http://www.newcityamerica.com)  
(click on "New Districts/Surveys" and select the Downtown Sausalito/Caledonia District Survey  
Monkey link)*

***PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION***

***GENERAL QUESTIONS***

1. How long have you owned your property in Downtown Sausalito/Caledonia District?
  - a. Less than 2 years
  - b. 3 - 9 years
  - c. 10 - 24 years
  - d. 25 - 49 years
  - e. 50 or more years
  
2. Do you believe that the image of Downtown Sausalito/Caledonia District as portrayed in the media over the past few years has had any impact on your property values?
  - a. Yes, positive
  - b. Yes, negative
  - c. Not at all
  - d. No opinion

***PUBLIC SAFETY***

3. In terms of security and public safety, do you feel that Downtown Sausalito/Caledonia District is.....?
  - a. Safe & orderly
  - b. Relatively safe, may suffer from unsafe image
  - c. Unsafe
  
4. Would you support *property owner funded* special benefit outreach services to respond to homelessness, panhandling, and loitering issues within Downtown Sausalito/Caledonia District?
  - a. Yes
  - b. No
  - c. No Opinion
  
5. Would you support *property owner funded* installation of cameras to monitor criminal activity, including streetlight cameras and/or vehicle monitoring cameras for Downtown?
  - a. Yes
  - b. No
  - c. No opinion

***BEAUTIFICATION AND CLEANLINESS***

6. Would you support *property owner funded* enhanced sidewalk and gutter sweeping services and enhanced cleaning removal during peak times or afternoons as well as pressure washing of Downtown Sausalito/Caledonia District sidewalks?
  - a. Yes
  - b. No
  - c. No Opinion

7. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers, and shrubs throughout Downtown Sausalito/Caledonia District to beautify the community?
- a. Yes                                  b. No                                  c. No Opinion

***ECONOMIC DEVELOPMENT AND MARKETING***

8. Would you support *property owner funded* marketing, promotions, social media and branding programs or campaigns to bring new business and attract new tenants to Downtown Sausalito/Caledonia District?
- a. Yes                                  b. No                                  c. No Opinion
9. Would you support *property owner funded* special events such as holiday décor, street festivals, etc. to improve the identity and bring positive attention to Downtown Sausalito/Caledonia District?
- a. Yes                                  b. No                                  c. No Opinion
10. Would you support *property owner funded* parking mitigation strategies and programs to improve the parking experience of customers, such as community valet services for evening hours?
- a. Yes                                  b. No                                  c. No Opinion
11. Would you be interested in serving on the Downtown Sausalito/Caledonia District PBID Steering Committee to assist with the potential development of a PBID plan over the next few months?
- a. Yes                                  b. No                                  c. No Opinion

Property Owner Name: \_\_\_\_\_

Authorized Rep.'s Name: \_\_\_\_\_

Property Site Address(es): \_\_\_\_\_

*(Please fill out address and property type for multiple properties on additional sheets)*

Property Type: (Please Check) Retail \_\_\_\_\_ Office \_\_\_\_\_ Residential \_\_\_\_\_ Mixed Use \_\_\_\_\_

Building Square Footage: \_\_\_\_\_ Parcel Lot Size: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Please return the completed survey in the enclosed envelope by Friday, September 1, 2023,** in the self-addressed envelope, or you may fax it to (619) 239-7105 or scan and e-mail it to [monica@newcityamerica.com](mailto:monica@newcityamerica.com) fill it out online at <https://newcityamerica.com/new-districts/>

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY.  
WE WILL CIRCULATE THE RESULTS BY THE BEGINNING OF DECEMBER.**