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FOR IMMEDIATE RELEASE

Minneapolis DID Perception Survey Now Available, Offers Opportunity To Provide Feedback On Greening, Cleaning, Safety In Downtown

MINNEAPOLIS (November 5, 2015) — The Minneapolis Downtown Improvement District (MDID) announced today that its 2015 Perception Survey is open in hopes of collecting feedback from those who live, work, play and explore downtown.

The survey breaks the downtown area into five districts and focuses on how safety, cleanliness and the public realm are perceived by respondents. Feedback is used to help steer MDID's vision and focus for new programs and initiatives in the upcoming year. Those who participate in the survey will be entered to win one of five \$50 gift cards for downtown businesses. The Perception Survey will be open through December 16. It is available to take by visiting www.MinneapolisDID.com/perceptionsurvey.

"Perception and reality when it comes to the safety, cleanliness and our public realm is very important to us as we strive to create an extraordinary downtown," said Steve Cramer, President & CEO of the Minneapolis Downtown Council and Downtown Improvement District. "We want to know how you feel about your experience in our community so we can work hard to enhance how you interact with our businesses, entertainment districts, parks and residential areas."

The survey takes approximately 15 minutes to complete and takes into account the respondents' most frequented areas of downtown, amount of time spent in downtown and whether the individual lives, works or visits the downtown area. The five areas within the Downtown Improvement District borders include the Warehouse District, Central-North Downtown, Central Downtown, Central-South Downtown and East Downtown.

Recent Perception Survey results have yielded specific additions to programs offered by MDID and its SafeZone Collaborative partners. The Minneapolis Police Department's Police Reserves program, Youth Coordinating Board Outreach expansion, tactical urbanism pilot projects and Streetscape initiatives, additional summer greening planters on 1st Avenue, the annual National Night Out Kick-Off Information Booth, Juxtaposition Arts youth engagement, community planting at Peavey Plaza, enhanced Greening & Public Realm Awards and other initiatives are all specifically related to Perception Survey responses.

For more information on this year's MDID Perception Survey, visit www.MinneapolisDID.com or follow along for updates on [Facebook](#), [Twitter](#) and [Instagram](#) using the handle @MinneapolisDID and hashtag #DowntownMpls.

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About the Minneapolis Downtown Council:

Founded in 1955, and one of the oldest central business districts in the nation, the Minneapolis Downtown Council (MDC) is a membership-based entity that works to create, preserve, and enhance a vital and engaging experience for the people who visit, work, shop and live in Downtown Minneapolis. The MDC's collaborative developments of Intersections: The Downtown 2025 Plan was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit www.downtownmpls.com.

About the Downtown Improvement District:

Founded in early 2009, after more than five years of formative planning and advocacy by the downtown business community, the Minneapolis DID delivers higher levels of service to make downtown cleaner, greener, safer and more vibrant throughout a 120-block area, as is the case with most Business Improvement Districts. For more information, visit www.minneapolisdid.com.

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