

UEZ PERFORMANCE INDICATORS

Keep to three or four Objectives to simplify ongoing monitoring.

OBJECTIVE 1: INCREASE BUSINESS IN THE DOWNTOWN AND UEZ

- Result 1 Improve the sense of safety for the public
- Result 2 Improve comfort for the public in community areas (i.e. streets, parks, etc.)
 - Action 1 Improve storefronts, streetscape, and wayfinding
 - Action 2 Add additional security (i.e. foot patrols, bike patrols, etc.)

OBJECTIVE 2: IMPROVE THE USE OF SOCIAL MEDIA

- Result 1 The attendance for public meetings increase
- Result 2 Improved policy decisions
- Result 3 Increase social media followers by 15% by the end of the quarter
- Result 4 Increase attendance at events
 - Action 1 Write at least 3 social media content pieces per week

OBJECTIVE 3: INCREASE THE USE OF UEZ PROGRAMS

- Result 1 Decrease vacant storefronts
- Result 2 Diversify business types
- Result 3 Increase the number of UEZ Certified Businesses
 - Action 1 Designate a point of contact for business owners to obtain information on services and UEZ Programs
 - Action 2 Revise the Zoning Ordinance to accommodate the businesses of today as opposed to the businesses and development of the 1960s or 1970s

OBJECTIVE 4: COLLECT AND PUBLISH QUARTERLY PERFORMANCE INDICATORS

- Result 1 Inventory vacant storefronts
- Result 2 Identify new businesses, UEZ Certified and Noncertified businesses
- Result 3 List business meetings, (informational, training, educational, etc.)
 - Action 1 Summarize Quarterly Performance Indicators in a two-page document
 - Action 2 Publish Quarterly Performance Indicators on the UEZ Website