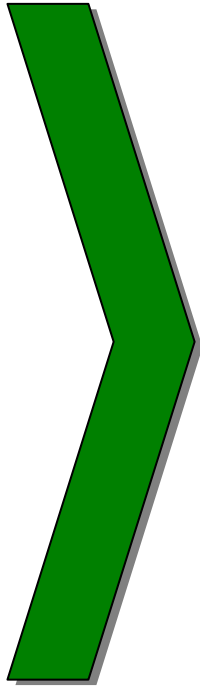


ECONOMIC INDICATORS OF NW DISTRICT VITALITY (DRAFT - APRIL 15, 2010)

Economic Indicator	What to Measure?	Work Products
BUSINESS PROFILE	<ul style="list-style-type: none"> • Business inventory (by type & location) • Retail condition mapping (strong, good, weak) • Resident / destination visitor mix • Typical transaction volume (time of day & week) 	 <div data-bbox="1507 365 1843 852" style="border: 2px solid green; border-radius: 15px; background-color: #003366; color: white; padding: 10px; text-align: center;"> <p>Northwest District Vitality Report Card</p> </div> <div data-bbox="1507 885 1843 1339" style="border: 2px solid green; border-radius: 15px; background-color: #008000; color: white; padding: 10px; text-align: center;"> <p>Lessons Learned for Parking Plan</p> </div>
ECONOMIC PERFORMANCE	<ul style="list-style-type: none"> • Retail & office occupancy/vacancy • Rental rates • Absorption (net space demand) • Retail sales by business type • Employment & payrolls 	
RESIDENT PROFILE	<ul style="list-style-type: none"> • Demographics (age, household size, education, occupation) • Resident incomes & purchasing power • Housing values & rental rates 	
COMMUNITY LIVABILITY	<ul style="list-style-type: none"> • Retail & service business gaps • Resident perceptions (livability, city services, affordability, transportation/parking) • Emerging issues & trends 	
DISTRICT VITALITY	<ul style="list-style-type: none"> • Forecast households & employment • Trip & mode splits (to 2030) • Parking inventory & utilization • Retail & service business opportunity • 20-minute neighborhood 	