

**SURVEY/DATA NEEDS AND
RECOMMENDATIONS REGARDING
OLMOS PARK VISION & MASTER PLAN
REPORT FOR OLMOS PARK
CITY COUNCIL**

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BACKGROUND

- Reviewed data provided:
 - 2008 Commercial Revitalization Study
 - Agendas and Meeting Reports from EDC
 - Master Plan and Vision Report and supporting Documents
 - Online Survey
 - Constituent e-mails regarding Vision Plan
- Meetings/conferences with each of the key Master Plan consultants:
 - Scott Day
 - Michael Imber/Bryan Morales
 - Dave Sargent/Tony Perez
 - Rick Chellam
- Interview a couple of EDC members



PRIMARY OLMOS PARK STAKEHOLDER GROUPS

- **Residents** – segmented by sub-geographic location within Olmos Park
 - **Single Family** (North Corridor, Town Center, South, 100 block - closest to McCullough residents, those further away from McCullough, etc.)
 - **Multi-Family – Apartment Dwellers** (Olmos and 100 Block on McCullough)
- **Commercial business managers/owners**
 - **McCullough/Olmos**
 - **Contiguous to Olmos Park**
- **Land Owners**
- **Others** – City Officials – fire, police, visitors/shoppers from outside OP, potential private investor groups, etc...



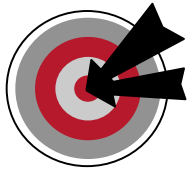
EVALUATION / ASSESSMENT DATA GATHERING – TYPES, RELIABILITY, VALIDITY

- **Qualitative vs. Quantitative Data**
- **Charettes (A Qualitative Methodology):**
 - **Great for brainstorming - not quantitative**
 - **Invitations and postcards, web/newsletter announcements (and hope they will come)**
 - **Vs. quota recruiting to ensure representatives of sub-groups “show”**



IN-GOING ASSUMPTIONS & GOALS/CONCEPTUAL ASPECTS OF VISION/MASTER PLAN NOT STATISTICALLY VALIDATED

- **That aesthetic public improvements need to be made (utilities, business signage, landscaping, lighting, etc.)**
- **To optimize the commercial performance of the McCullough Corridor:**
 - **“Calm down” speeds on McCullough**
 - **Make Olmos Park a “TO” place vs. a “THROUGH” place**
 - **Reposition McCullough as a main street – village type motif**
- **That the traffic circle “does not work” – that it is a safety hazard – consider a greenbelt/town center**
- **Revise Development standards/Codes so that there is a consistent architectural style to define the businesses in the Olmos Park business district to be consistent with the residential area**
- **That there is not enough parking available in Olmos Park for businesses – address through shared parking**
- **That Olmos Park needs more business (shops and restaurants) that are “close to the street” – attract more private investment**



INCLUSIVENESS & QUANTITATIVE BUY-IN IS CRITICAL

Have not achieved broad support and buy-in from OP stakeholders

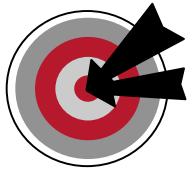
- **Online resident survey not necessarily representative**
- **Businesses/merchants not quantitatively surveyed**
- **Land owners not included as a specific stakeholder group**

- **Online survey among residents showed support for some improvements for McCullough corridor:**
 - **To look more aesthetically pleasing**
 - **To improve the appearance of stores and general area**
 - **To enhance landscaping, trees, flowers, shade**
 - **To be more pedestrian friendly**



CONSIDER PASSING “RESOLUTION” OF SUPPORT FOR THE FOLLOWING:

- **Landscaping Improvements**
 - **More trees, flowers, shade**
- **Signage Improvements**
- **Work with CPS to study options regarding utility beautification**
- **Continue implementing lighting plan/improvements**



PHASE 1

IMMEDIATE MARKETING RESEARCH SURVEY NEED - RECOMMENDATION

- Quantitative survey to validate the ingoing assumptions/conceptual aspects of the Vision Plan
 - Ascertain if there is support/buy-in from all stakeholder groups/ segments?
 - Quantify wants/needs/desires
 - Residents – segmented – Single Family/Multi-Family
 - Commercial businesses
 - Land owners
- Need wish list of info / input from Council, EDC, other stakeholders



PHASE 2

OBTAIN OTHER NEEDED DATA NOT YET GATHERED – THIS DATA IS NEEDED TO OPERATIONALIZE VISION

- **Traffic Study** (recommended in Vision Plan itself and by consultants)
 - **Should reflect facts and show impact of various options VISION Plan could take**
 - Close/modify traffic circle/ use traffic lights for circulation
 - Narrow McCullough to two lanes with wide sidewalks and angled back-in and parallel parking
 - Redirect Olmos Drive – and put in a Town Green near Circle/Yarn Barn building
- **Engineering Survey of McCullough** (needed regardless)
 - Does not appear to be one on file with City – would allow understanding exact conditions, footage available, opportunities to mesh with Vision
- **Economic Analysis** (recommended by consultants as well)
 - Demand potential of McCullough/Olmos (And areas contiguous to OP)
 - Demographics (purchase patterns, disposable income), psychographics, point of origin



PHASE 3

ON-GOING FEEDBACK/SURVEY MECHANISMS

- Break the plan into easily understandable parts
 - Phased implementation approach
- Schedule on-going mechanisms/surveys as the process progresses to:
 - Educate stakeholder groups
 - Insure stakeholders are able to provide feedback on refinements of the “conceptual” recommendations
 - Maintain stakeholder interest and buy-in
 - Keep the dialogue open and thorough

DEB BOLNER PROST: RESUME

DEB BOLNER PROST is a San Antonio native growing up in the area. She has a Degree in Advertising (Texas Tech) and a Master of Business Administration (MBA) (University of Texas at San Antonio) with Marketing Research emphasis. After an internship with J. Walter Thompson Advertising in New York, Debbie spent 7 1/2 years with Ed Yardang & Associates Advertising Agency, where she held managerial positions (VP Marketing Services) responsible for the Marketing Research and Media Departments, and was the Account Supervisor on several of the agency's key accounts (Adolph Coors, Coca Cola USA, CPC International, The San Antonio Convention & Visitors Bureau). She started Promark Professional Marketing Service in 1982, built the company into a successful marketing information and research firm, then sold it in 1992. In 1985, Prost launched TARGET SA, an innovative semi-annual syndicated research report which monitors San Antonians' consumer behavior, attitudes, purchase intentions, lifestyles and media consumption habits. Today Prost focuses on strategic management, marketing, and media activities via Prost Marketing, Inc. Deb recently started It's 2 Cool, Ltd. which developed and is marketing a natural herbal cooling towelette product called COOL OFF®.

Debbie's professional area of expertise includes strategic marketing consultation, consulting on Quality Management issues and processes, statistics and marketing research, and customized media and communications analysis and applications. She has a broad base of category experience with emphasis on health care, tourism, financial services and products, package goods (food and beverage), and restaurants.

Debbie is also very active in her profession and community, having held key officerships with the American Marketing Association (President, Board of Directors), Greater San Antonio Chamber of Commerce (Board of Directors, Marketing Steering Committee, Economic Analysis Panel), American Advertising Federation (Board Member and Officer), Marketing Research Association, the Texas Travel Research Association (Officer and Board of Directors), Texas Economic and Demographic Association (Board), Discover Texas Association/Texas Travel Industry Association (Board of Directors), Fiesta Commission Marketing Committee, San Antonio Area Council of Girl Scouts (Board Nominating Committee), Library Foundation Board (President), Incarnate Word College Business Advisory Board, North San Antonio Chamber of Commerce, and United Way (Marketing Committee). She also served on Time Warner/Paragon Cable's Advisory Board and Frost Bank's Small Business Advisory Board.

Debbie was one of AdWeek Magazine's Women of the Year (1984), received the American Marketing Association's Outstanding Marketing Person of the Year Award for 1985, was named Joske's Achiever (1985), and Mass Communication Outstanding Alumni of Texas Tech University (1985) and UTSA Graduate School (1987). During 1986, she served on the Editorial Advisory Board of the San Antonio Light. Debbie was named a finalist for Small Business Leader of the Year by the Greater San Antonio Chamber of Commerce in 1987. She was named one of the "40 UNDER 40" by San Antonio Magazine in 1988. In 1991, she was named Outstanding Marketing Person of the Decade by the American Marketing Association. She was named San Antonio Public Library "Champion" in 2002.

Debbie has been a frequent speaker for a variety of trade and industry organizations on Strategic and Marketing Planning, Marketing Research and Statistical Process Control Techniques, Tourism Topics, and Quality Enhancement topics, including Leadership, Collaboration, Communication, and Purpose Mastery.