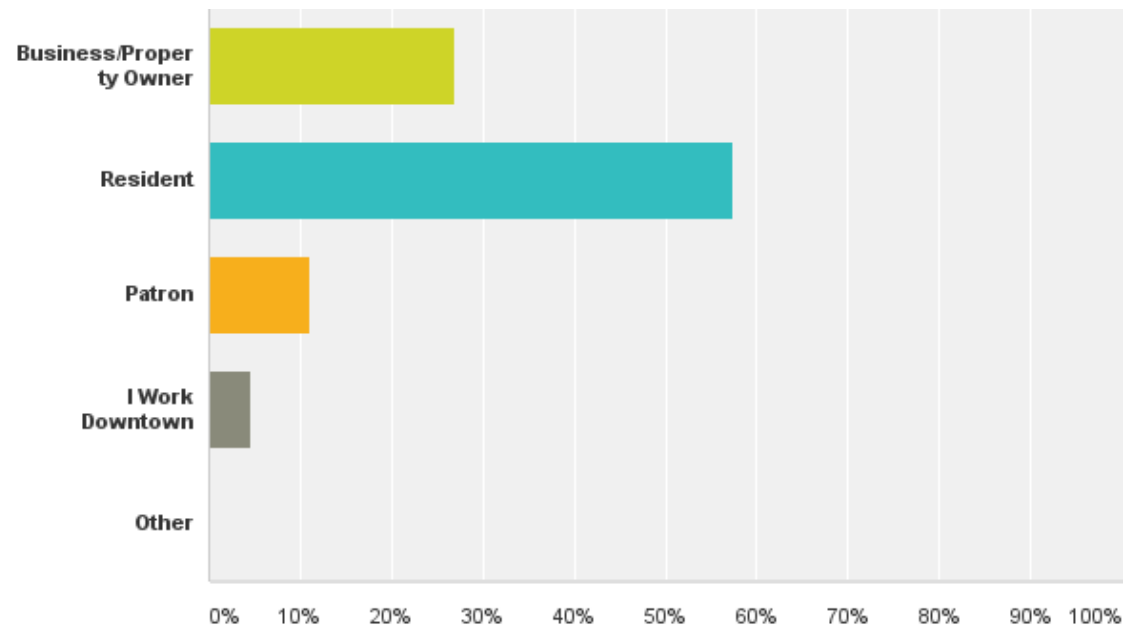


# December 2016 Free Parking Program

Monday, April 10, 2017

# Q1: Which one of the following best describes you?

Answered: 108    Skipped: 0



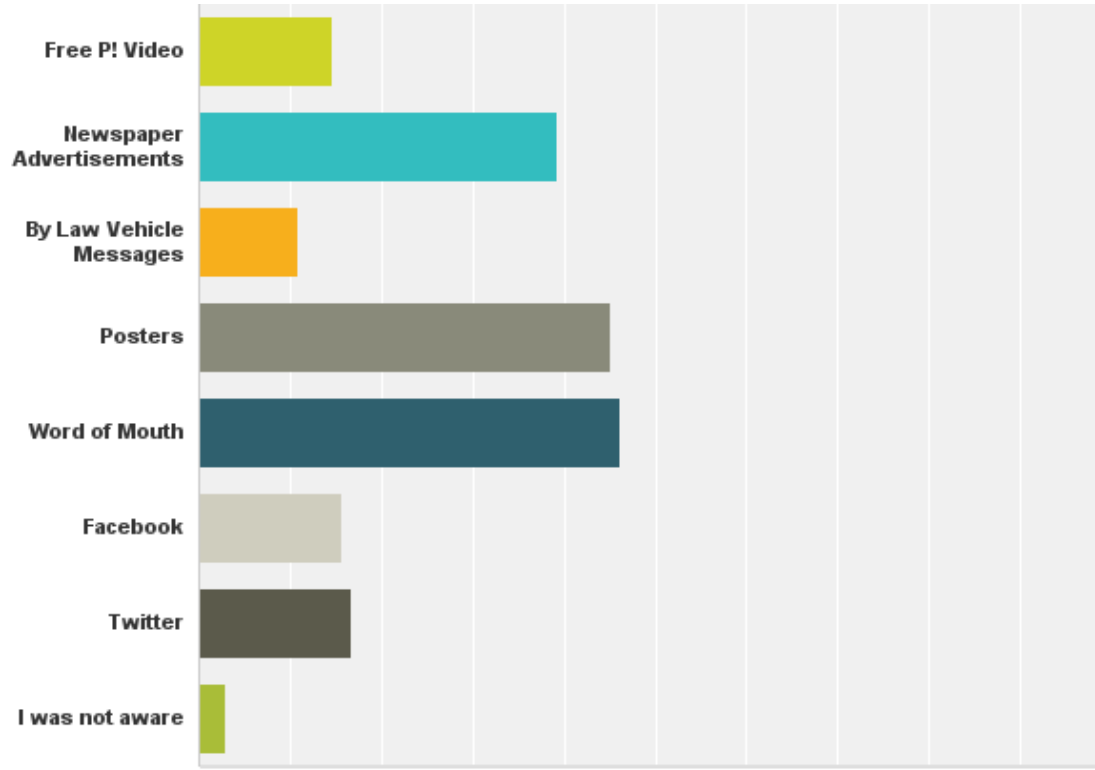
# Q1: Which one of the following best describes you?

Answered: 108    Skipped: 0

Answer Choices	Responses	
Business/Property Owner	26.85%	29
Resident	57.41%	62
Patron	11.11%	12
I Work Downtown	4.63%	5
Other	0.00%	0
Total	108	

## Q2: How did you hear about the Free P! campaign? (select all answers that apply)

Answered: 102 Skipped: 6



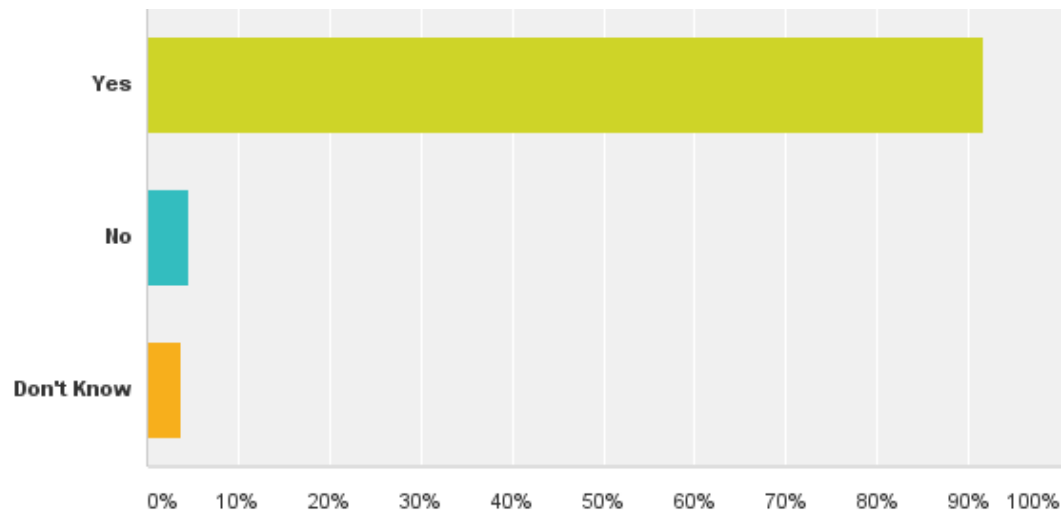
## Q2: How did you hear about the Free P! campaign? (select all answers that apply)

Answered: 102 Skipped: 6

Answer Choices	Responses	
Free P! Video	<b>14.71%</b>	15
Newspaper Advertisements	<b>39.22%</b>	40
By Law Vehicle Messages	<b>10.78%</b>	11
Posters	<b>45.10%</b>	46
Word of Mouth	<b>46.08%</b>	47
Facebook	<b>15.69%</b>	16
Twitter	<b>16.67%</b>	17
I was not aware	<b>2.94%</b>	3
<b>Total Respondents: 102</b>		

### Q3: Was the Free P! messaging clear and understandable?

Answered: 108 Skipped: 0



### Q3: Was the Free P! messaging clear and understandable?

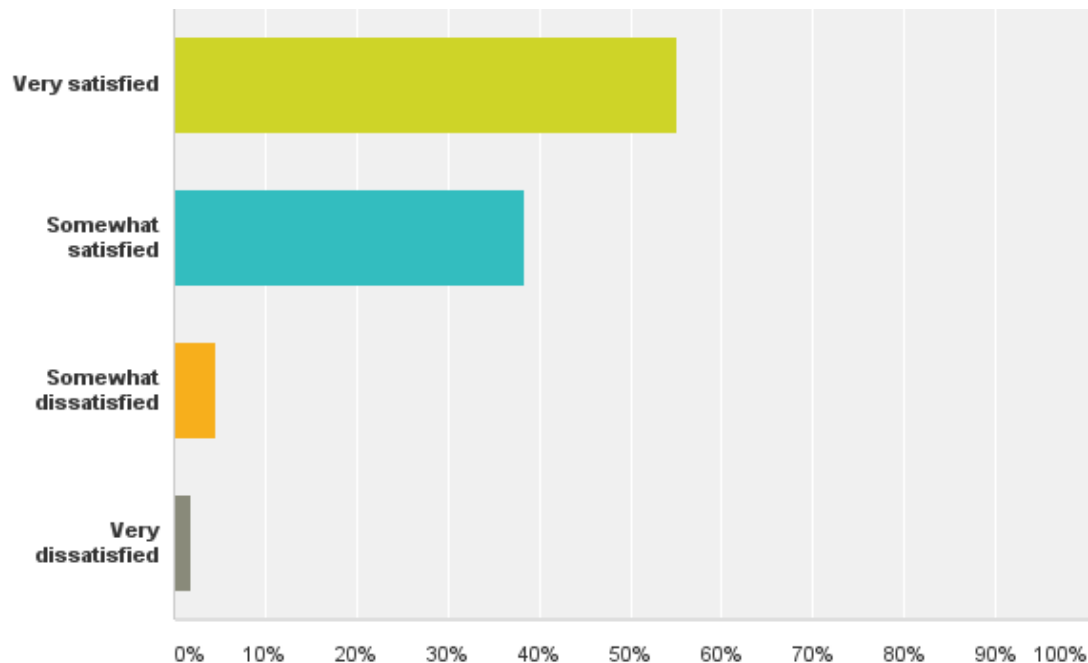
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Answered: 108   Skipped: 0

Answer Choices	Responses	
Yes	91.67%	99
No	4.63%	5
Don't Know	3.70%	4
Total		108

## Q4: How satisfied are you with the communication plan for the Free P! parking campaign?

Answered: 107 Skipped: 1





## Q4: How satisfied are you with the communication plan for the Free P! parking campaign?

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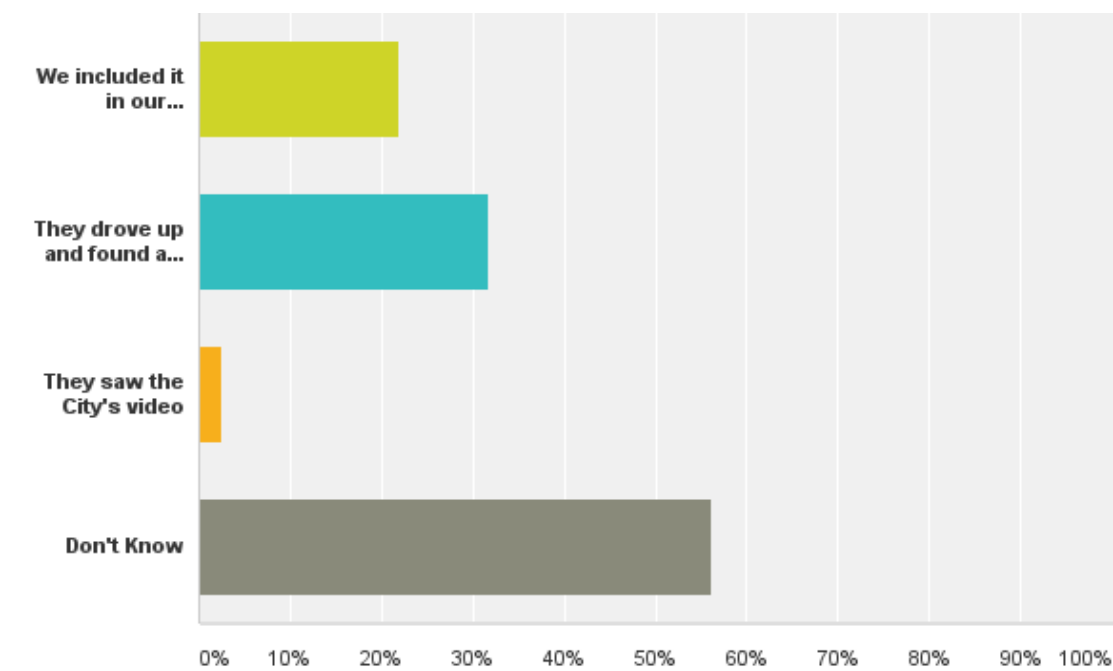
Answered: 107   Skipped: 1

Answer Choices	Responses	
Very satisfied	<b>55.14%</b>	59
Somewhat satisfied	<b>38.32%</b>	41
Somewhat dissatisfied	<b>4.67%</b>	5
Very dissatisfied	<b>1.87%</b>	2
<b>Total</b>		<b>107</b>

**Q5: Downtown businesses: based on your customer feedback, how did your customers become aware of the Free P! program (not a Downtown Business - skip to Question 11)**

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Answered: 41    Skipped: 67



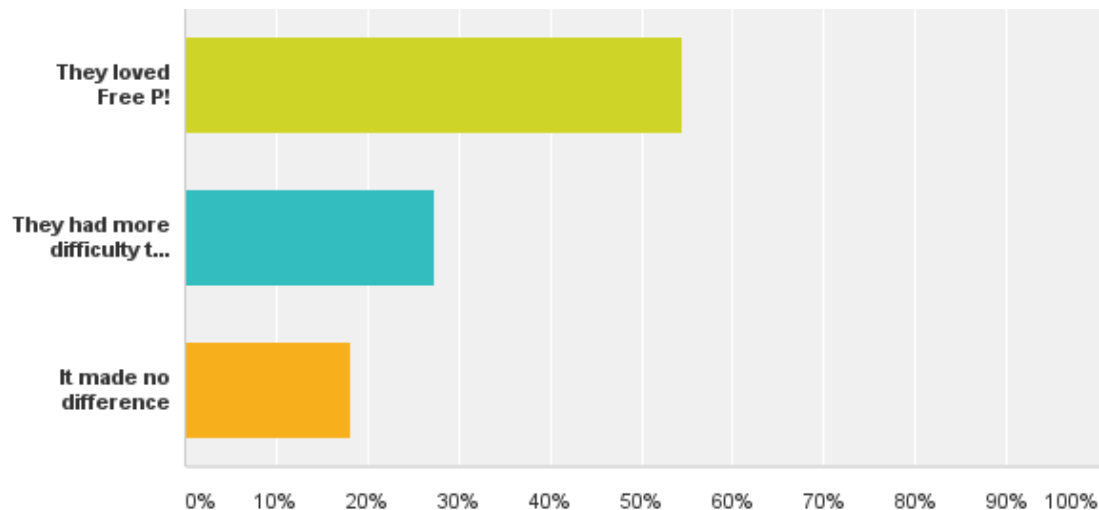
**Q5: Downtown businesses: based on your customer feedback, how did your customers become aware of the Free P! program (not a Downtown Business - skip to Question 11)**

Answered: 41    Skipped: 67

Answer Choices	Responses	
We included it in our advertising	21.95%	9
They drove up and found a spot	31.71%	13
They saw the City's video	2.44%	1
Don't Know	56.10%	23
Total Respondents: 41		

## Q6: What kind of overall feedback did you get from your customers?

Answered: 33 Skipped: 75



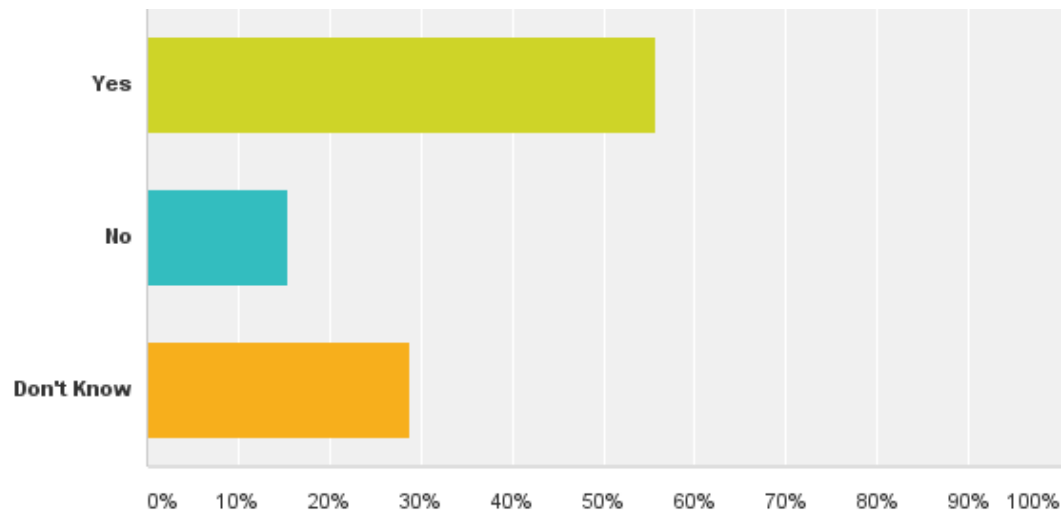
## Q6: What kind of overall feedback did you get from your customers?

Answered: 33 Skipped: 75

Answer Choices	Responses	
They loved Free P!	54.55%	18
They had more difficulty than usual finding a spot	27.27%	9
It made no difference	18.18%	6
Total		33

**Q7: One of the Free P! December's goals was to assist in driving more people/business to the Downtown. Do you feel the program achieved that goal?**

Answered: 52   Skipped: 56



**Q7: One of the Free P! December's goals was to assist in driving more people/business to the Downtown. Do you feel the program achieved that goal?**

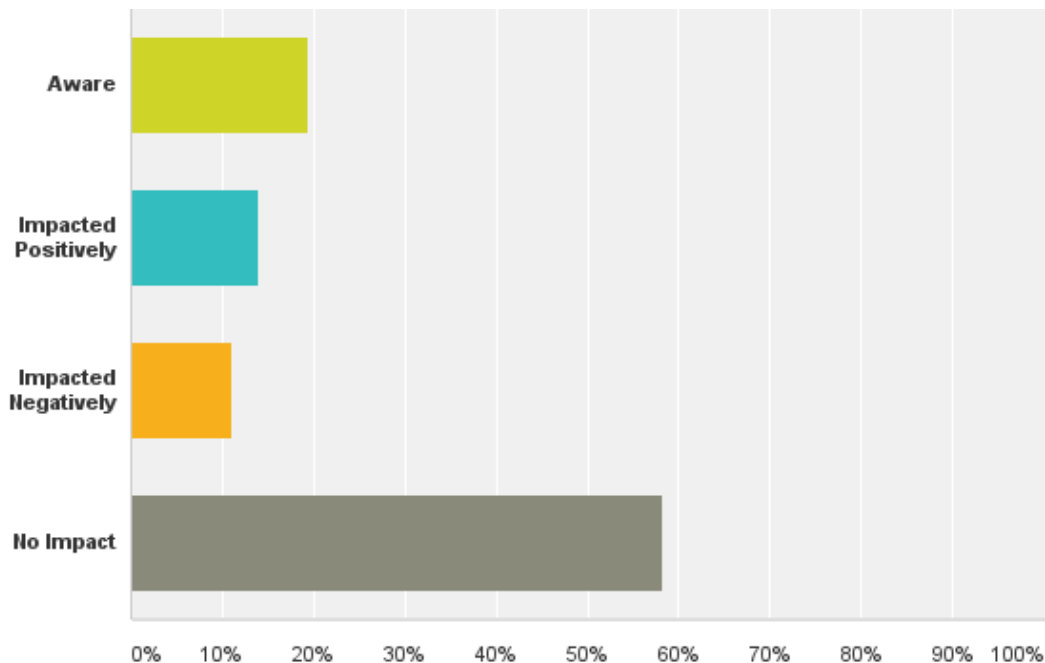
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Answered: 52   Skipped: 56

Answer Choices	Responses	
Yes	55.77%	29
No	15.38%	8
Don't Know	28.85%	15
Total		52

**Q8: For the first two weeks of December 2016 the Brant Street (#5) and Elizabeth Street (#4) lots were closed by a uniformed officer from 7:00 - 9:00 a.m. (This was intended to send a clear message that filling up these lots before 9 a.m. was not acceptable). Regarding this change, was your business:**

Answered: 36 Skipped: 72





**Q8: For the first two weeks of December 2015 the Brant Street (#5) and Elizabeth Street (#4) lots were closed by a uniformed officer from 7:00 - 9:00 a.m. (This was intended to send a clear message that filling up these lots before 9 a.m. was not acceptable). Regarding this change, was your business:**

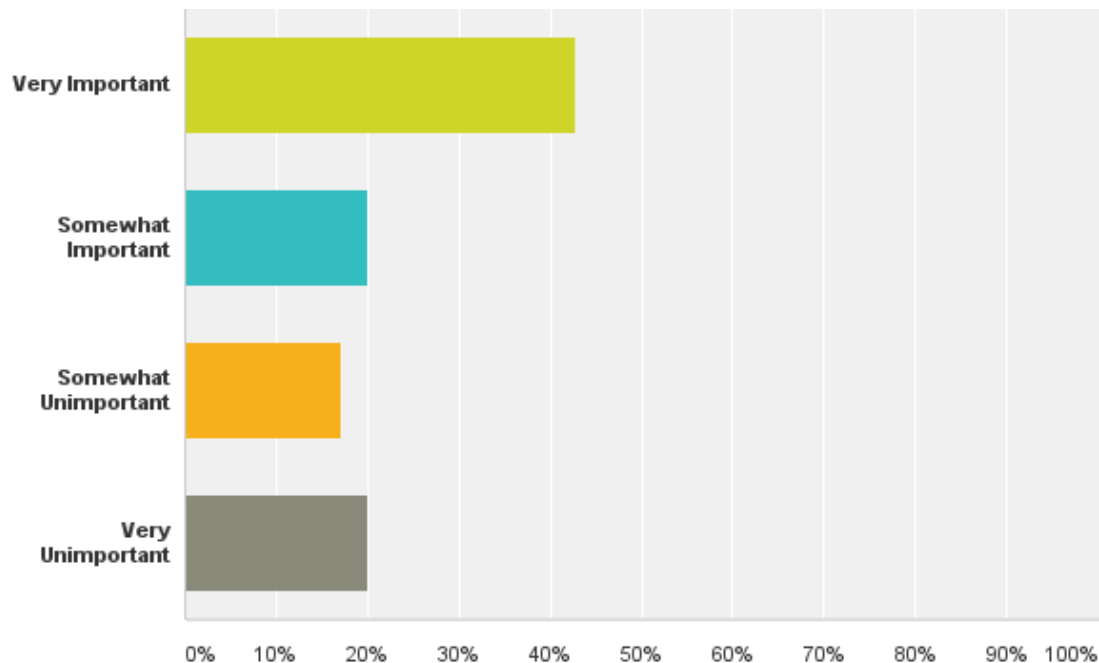
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Answered: 36    Skipped: 72

Answer Choices	Responses	
Aware	19.44%	7
Impacted Positively	13.89%	5
Impacted Negatively	11.11%	4
No Impact	58.33%	21
Total Respondents: 36		

## Q9: How important was the Free P! campaign to your business' overall performance in December?

Answered: 35 Skipped: 73



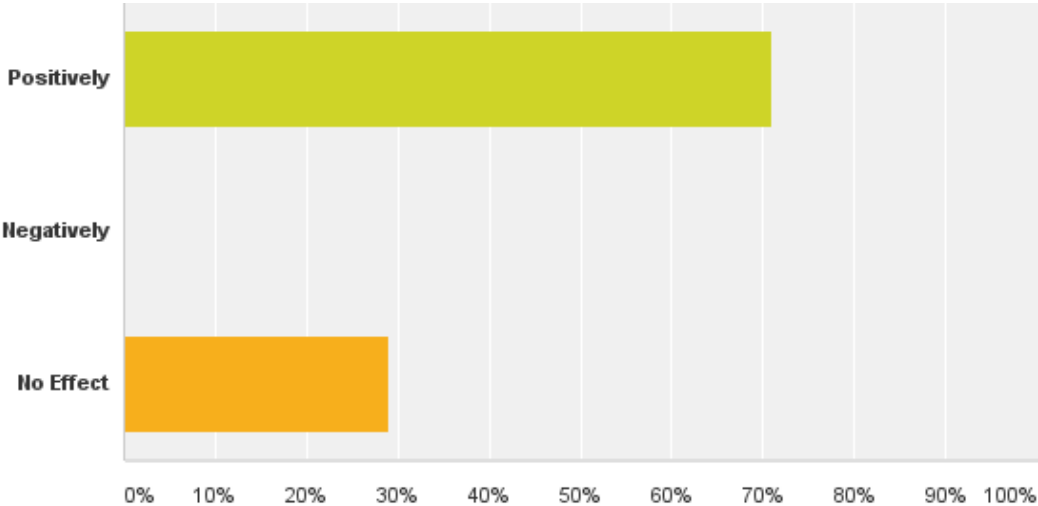
## Q9: How important was the Free P! campaign to your business' overall performance in December?

Answered: 35   Skipped: 73

Answer Choices	Responses	
Very Important	42.86%	15
Somewhat Important	20.00%	7
Somewhat Unimportant	17.14%	6
Very Unimportant	20.00%	7
<b>Total</b>		<b>35</b>

**Q10: With Free Saturday parking now in place we can effectively market that there is "free parking downtown all weekend." How has this program affected your business?**

Answered: 38    Skipped: 70



**Q10: With Free Saturday parking now in place we can effectively market that there is "free parking downtown all weekend." How has this program affected your business?**

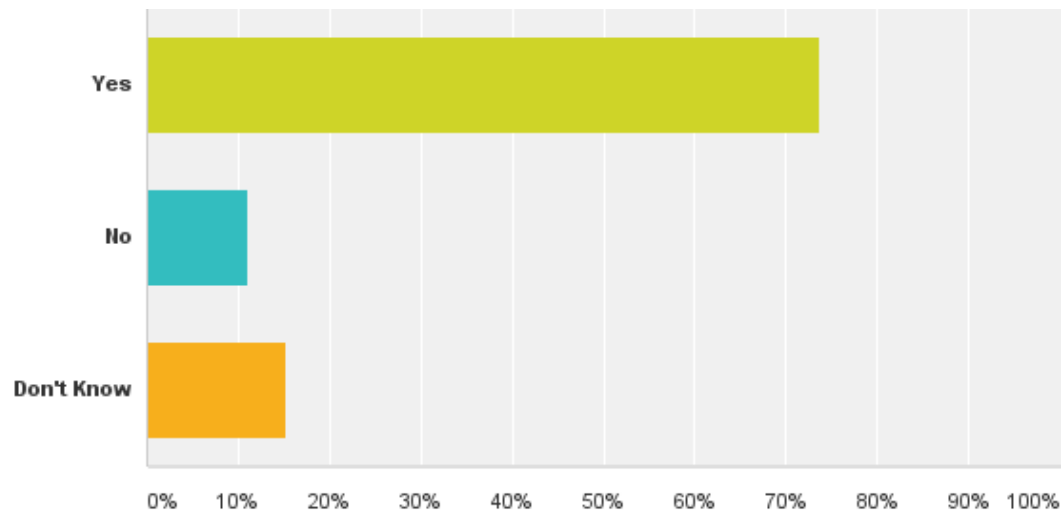
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Answered: 38   Skipped: 70

Answer Choices	Responses	
Positively	71.05%	27
Negatively	0.00%	0
No Effect	28.95%	11
<b>Total</b>		<b>38</b>

## Q11: Overall do you feel that the Free P! campaign was successful?

Answered: 99 Skipped: 9



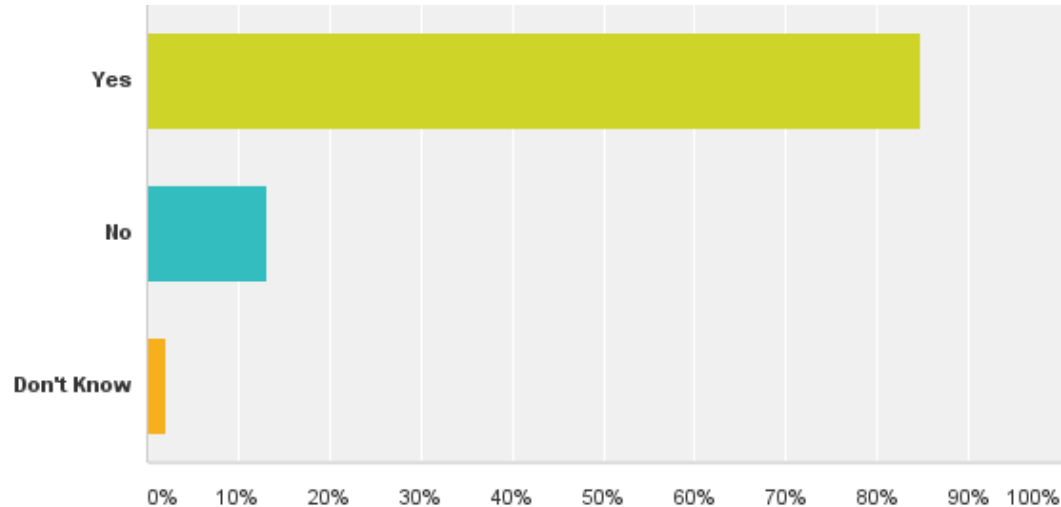
# Q11: Overall do you feel that the Free P! campaign was successful?

Answered: 99    Skipped: 9

Answer Choices	Responses	
Yes	73.74%	73
No	11.11%	11
Don't Know	15.15%	15
Total		99

## Q12: The Downtown Parking Committee has budgeted for Free P! in December 2016. Would you support this program in future years?

Answered: 99 Skipped: 9





**Q12: The Downtown Parking Committee has budgeted for Free P! in December 2016. Would you support this program in future years?**

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Answered: 99    Skipped: 9

Answer Choices	Responses	
Yes	84.85%	84
No	13.13%	13
Don't Know	2.02%	2
Total		99