SURVEY RESULTS
and
NEXT STEPS
(October 2017)

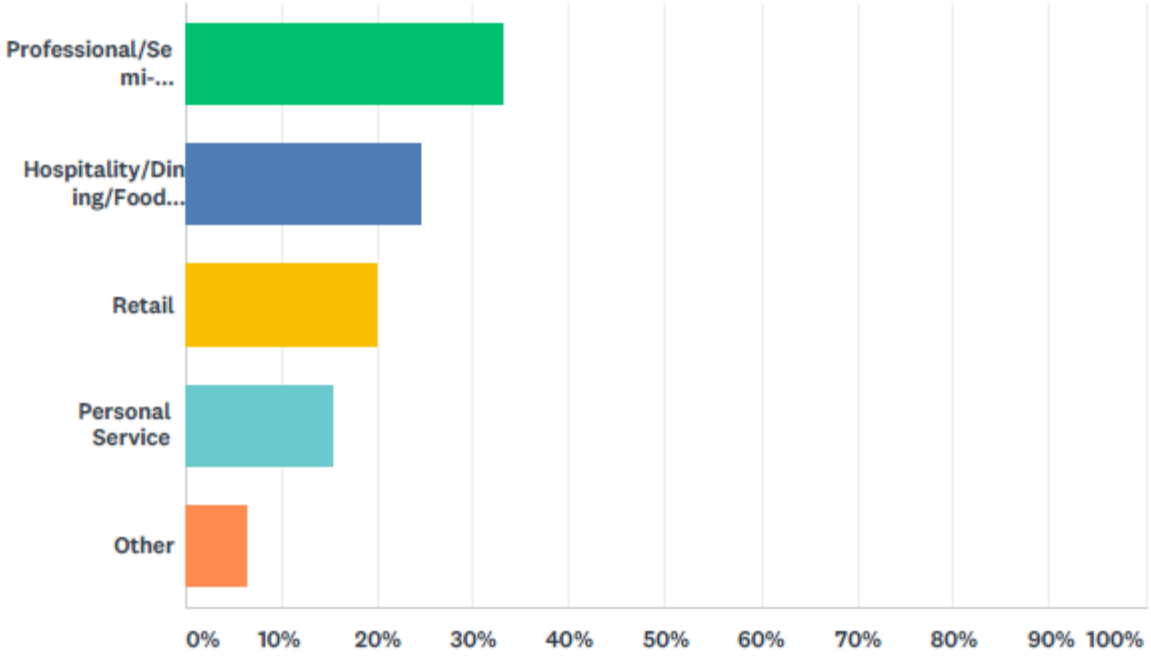
SURVEY RESULTS

- The BDBA received 154 responses (35.4%)
- Most well-responded survey in 6 years
- The BDBA received 97 comments
- 4 Question survey:

  Q1: Your name and business (100% response rate)

Q2 My business type is best described as:

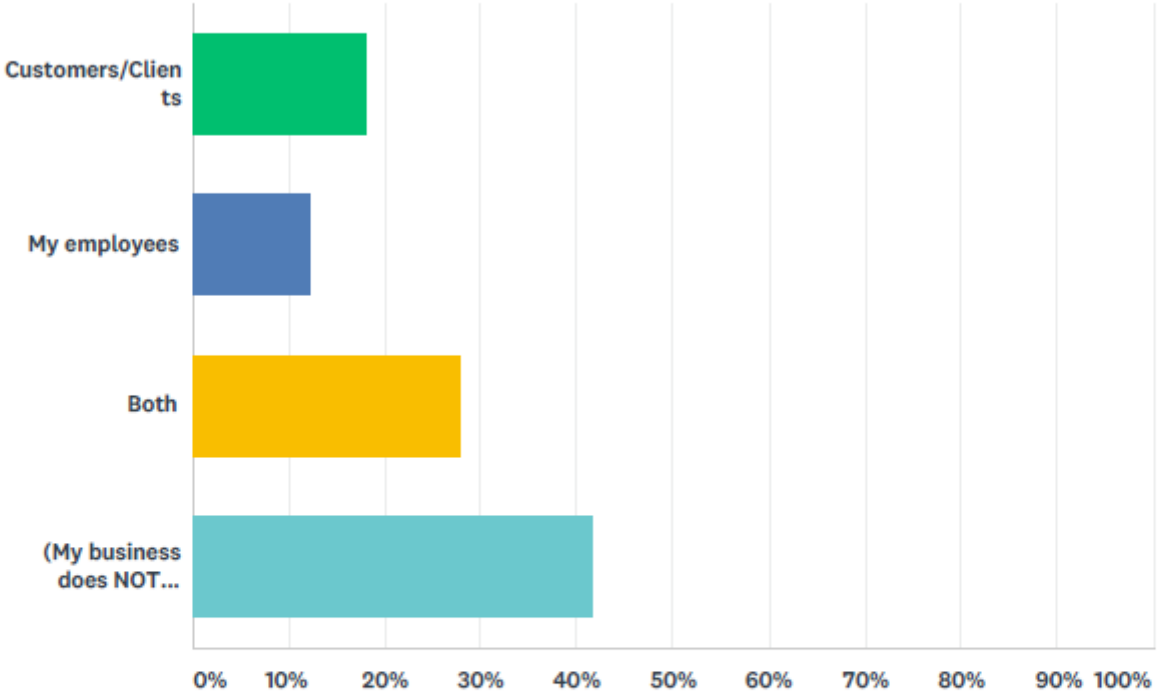
Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES	
Professional/Semi- Professional	33.12%	51
Hospitality/Dining/Food Service	24.68%	38
Retail	20.13%	31
Personal Service	15.58%	24
Other	6.49%	10
TOTAL		154

Q3 My business provides on-site parking for the following:

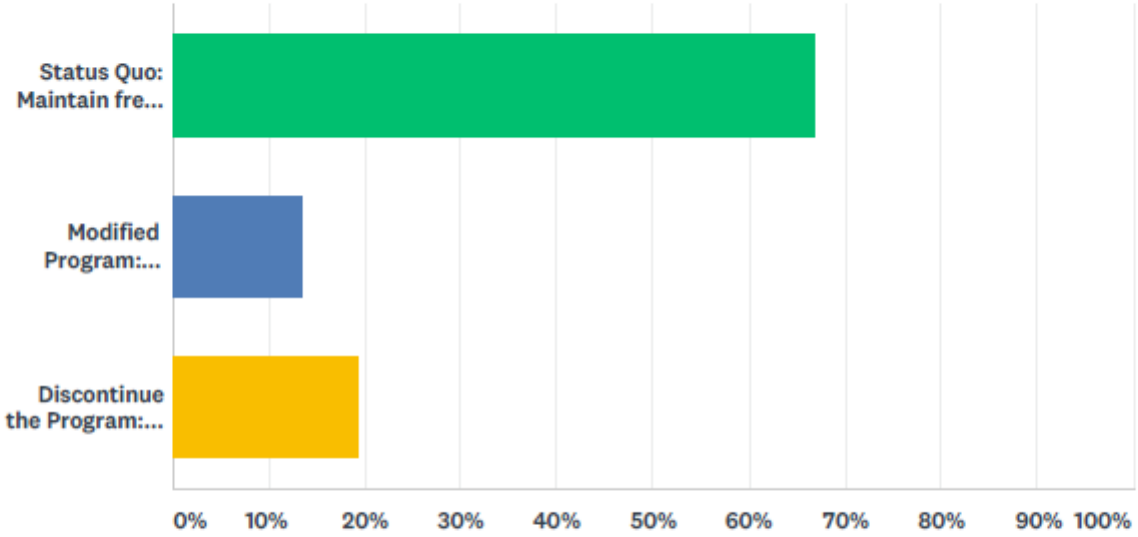
Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES	
Customers/Clients	18.18%	28
My employees	12.34%	19
Both	27.92%	43
(My business does NOT provide on-site parking)	41.56%	64
TOTAL		154

Q4 My business supports the following approach to the Free P! December 2017 campaign (choose one only):

Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES	
Status Quo: Maintain free parking in municipally-owned spaces. December 1-31. At all on-street parking spaces AND off-street parking in surface lots and 414 Locust Street garage.	66.88%	103
Modified Program: Maintain free parking in municipally-owned spaces. December 1-31. At all off-street parking in surface lots and 414 Locust Street garage. Paid parking on-street.	13.64%	21
Discontinue the Program: Stand down on the Free P! December 2017 campaign.	19.48%	30
TOTAL		154

Comments: main themes

- The program has issues but the public has come to **depend on it** after four years

- The modified option is **too confusing** for the public: keep it simple!

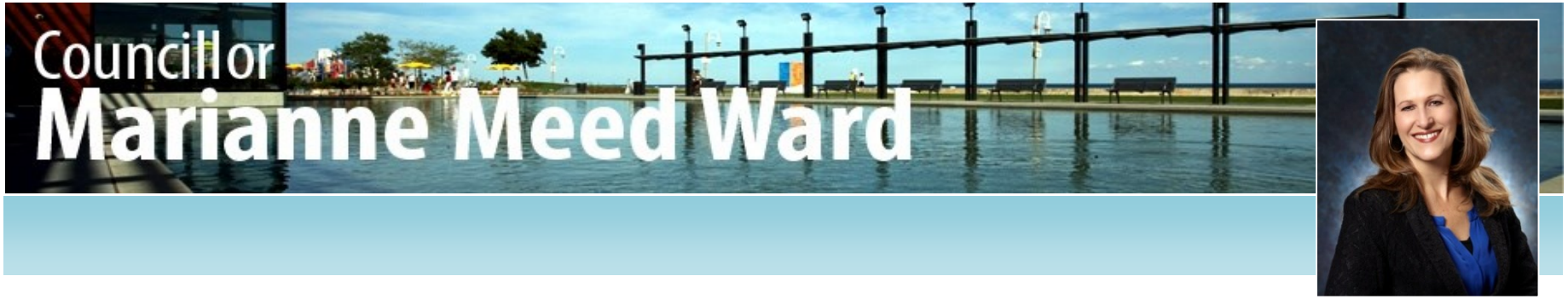
- If we **lose it** we'll never get it back

- **More needs to be done to curb abuses** (real/perceived) by permit holders, residents and employees

Free P!

Survey

General Public



Burlington Downtown Business Association

Stakeholder Parking Engagement

Oct. 5, 2017

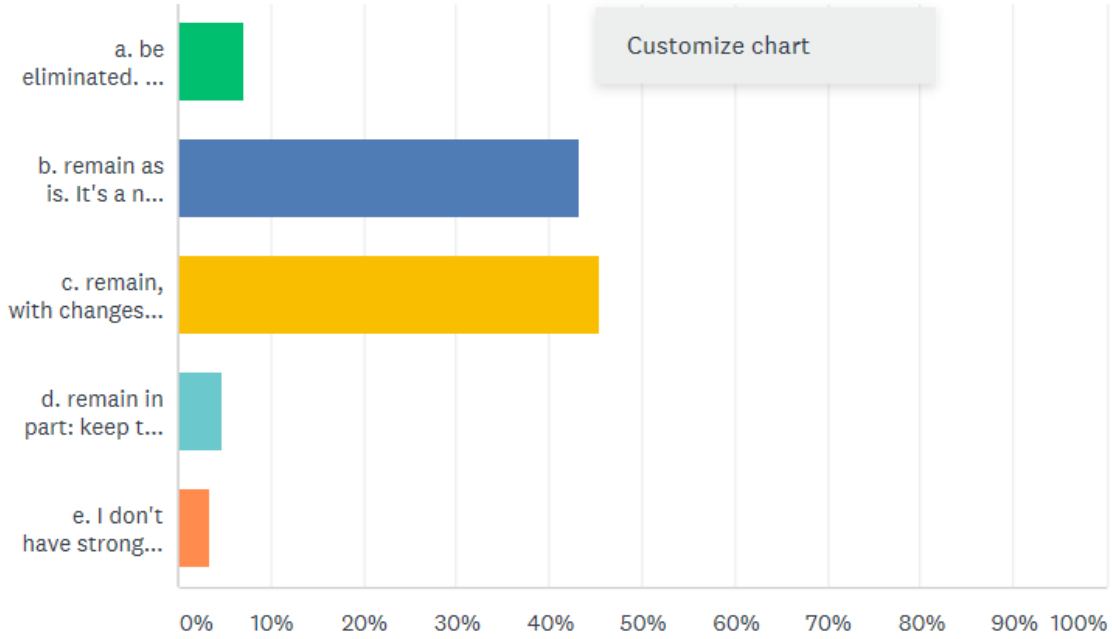
Marianne Meed Ward
City/Regional Councillor
www.ward2news.ca

Q1

Customize Export

The Free P program weekdays in December should: (check one)

Answered: 598 Skipped: 3



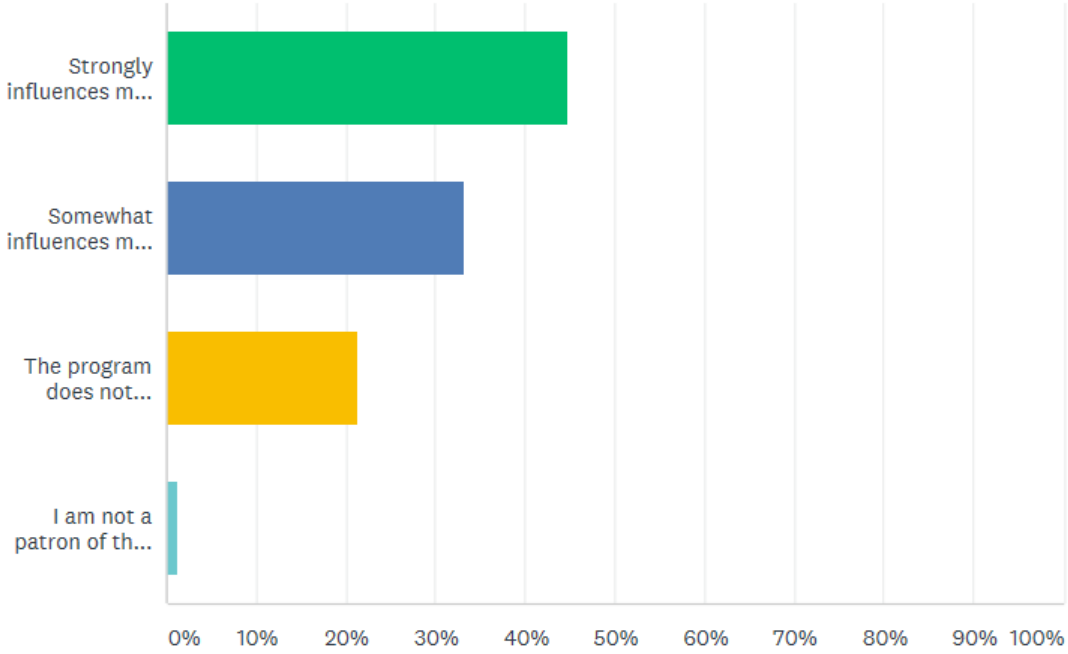
ANSWER CHOICES	RESPONSES	
a. be eliminated. It is being abused and makes it harder to find parking.	7.19%	43
b. remain as is. It's a nice incentive to shop downtown in the winter.	43.31%	259
c. remain, with changes to eliminate abuse by permit holders.	45.48%	272
d. remain in part: keep the parking garage free, to increase use, but paid everywhere else.	4.85%	29
e. I don't have strong feelings either way.	3.34%	20
Total Respondents: 598		

Q2

Customize Export

How does the December Free P! program influence your decision to shop/dine Downtown in December?

Answered: 595 Skipped: 6



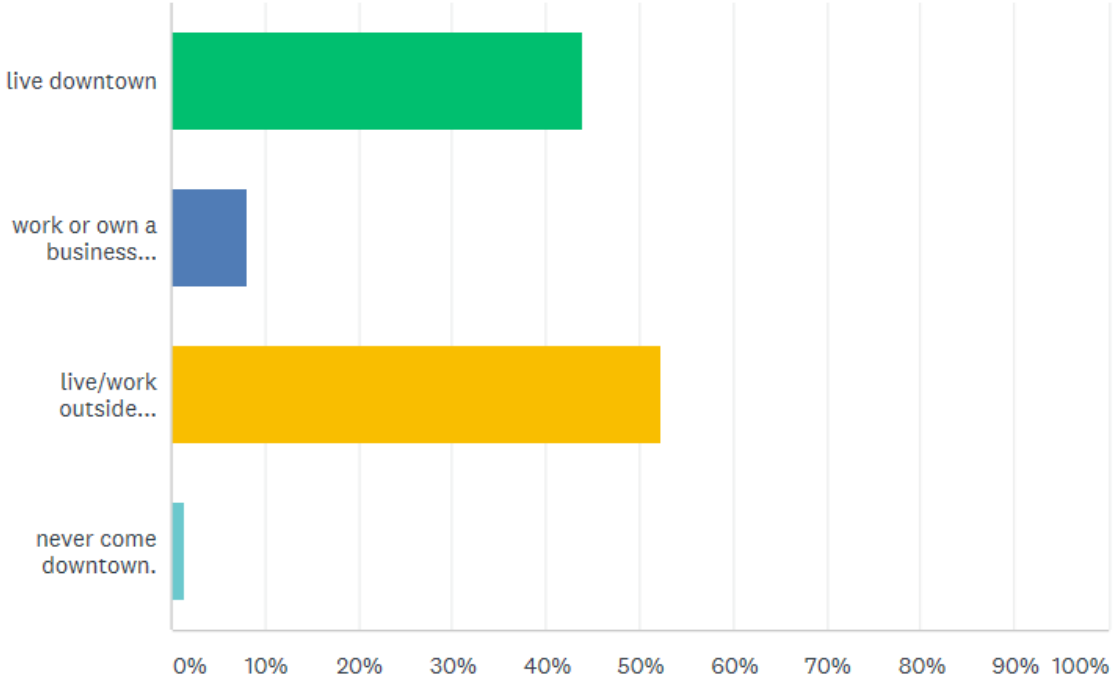
ANSWER CHOICES	RESPONSES	
Strongly influences my decision	44.87%	267
Somewhat influences my decision	33.28%	198
The program does not influence my decision	21.34%	127
I am not a patron of the downtown business community	1.18%	7
Total Respondents: 595		

Q3

Customize Export

Tell us a bit about yourself: (check all that apply)

Answered: 591 Skipped: 10



ANSWER CHOICES	RESPONSES	
live downtown	43.99%	260
work or own a business downtown	8.12%	48
live/work outside downtown but visit regularly	52.28%	309
never come downtown.	1.52%	9
Total Respondents: 591		

Strategies Moving Forward…..

BURLINGTON DOWNTOWN

① Communicate directly with **major employers** downtown to encourage permit holders to stay in prescribed lots

② **Market** program to general public/provide business members with employer/employee handbook on parking/Free P! posters

③ Negotiate with private property owners for **parking relief**:

- Waterfront Hotel (15 x $100)
- Art Gallery of Burlington (20 x $70)

* one-time monthly pass for businesses (additional employees)

① Communicate directly with **residential community** downtown to encourage residents and visitors to remain in prescribed lots

② **Market** program to general public/ Ward 2

Transportation Services-
City of Burlington

① Wrap all parking machines with Free P! branding and **3hour on-street** limit notice

② **Collect data** on parking utilization for December (parking utilization pucks)

③ **Delay opening:** Brant & Elizabeth lots – December 1-8 (weekdays) from 7:00-9:00 a.m.

④ **Advanced enforcement:** Permit Holders (a) Education (b) Warning (c) Revoke permits 2018

Downtown Business Community

① **Co-market** December Free P! to customers, clients, restaurant patrons

② **Self-police** parking habits of employees, seasonal staff