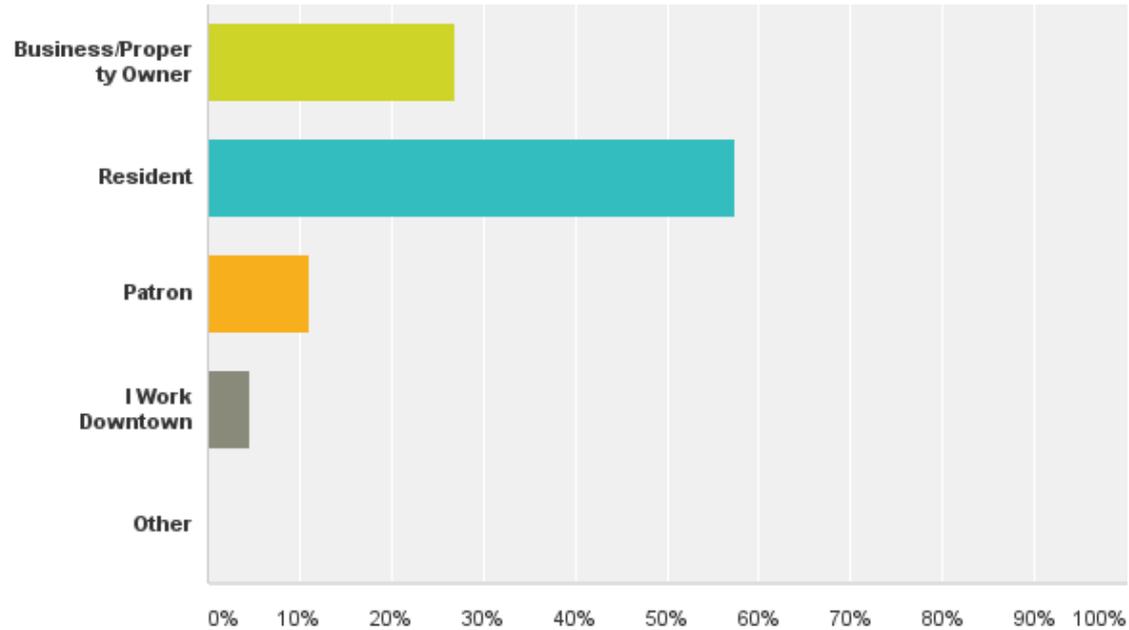


December 2016 Free Parking Program

Monday, April 10, 2017

Q1: Which one of the following best describes you?

Answered: 108 Skipped: 0



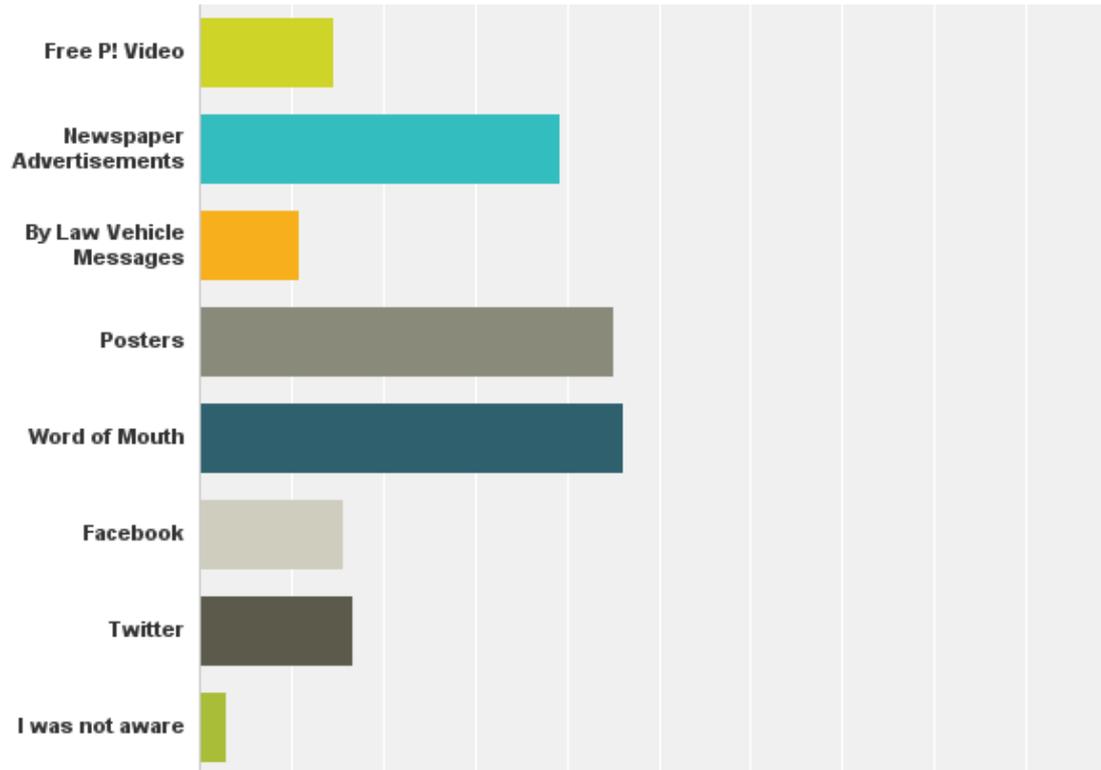
Q1: Which one of the following best describes you?

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



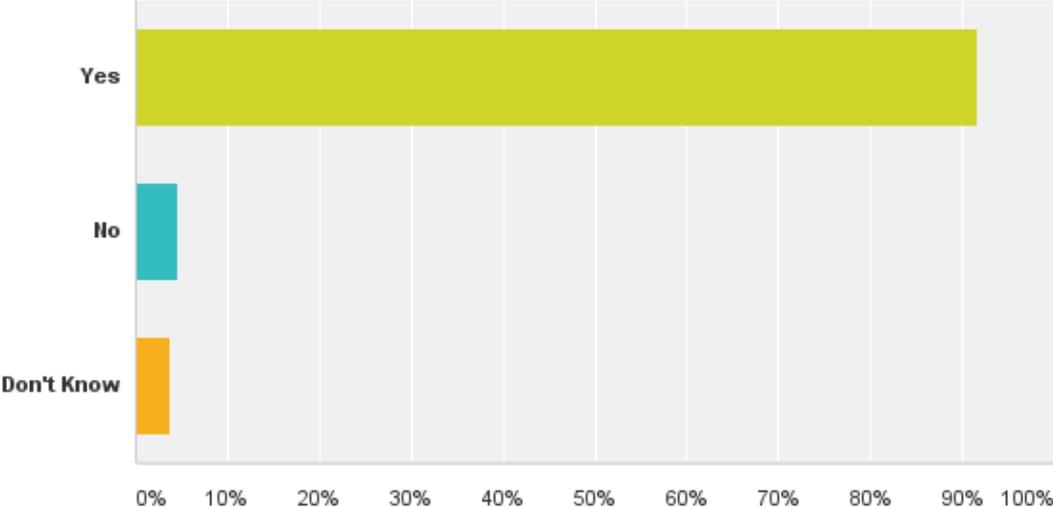
Q2: How did you hear about the Free P! campaign? (select all answers that apply)

Answered: 102 Skipped: 6

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

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

Answered: 108 Skipped: 0



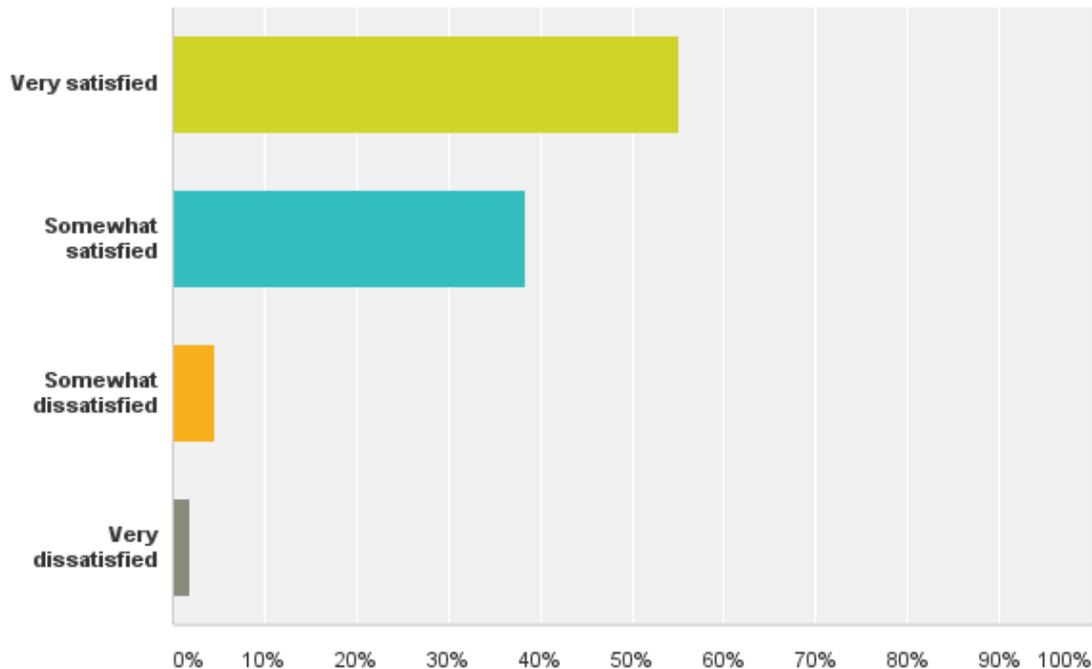
Q3: Was the Free P! messaging clear and understandable?

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



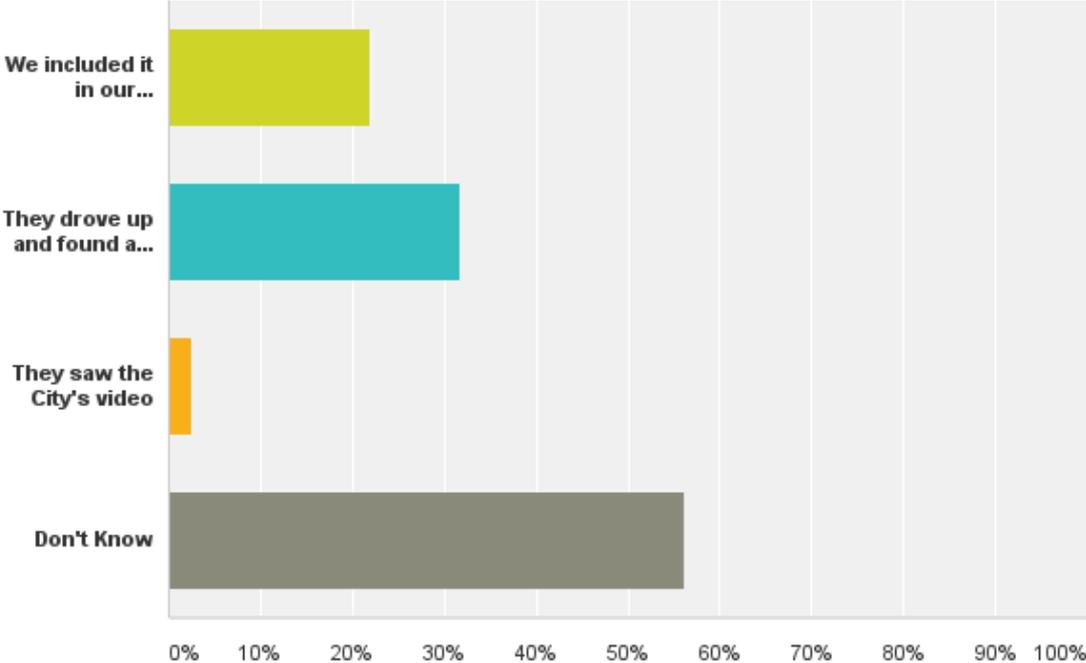
Q4: How satisfied are you with the communication plan for the Free P! parking campaign?

Answered: 107 Skipped: 1

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

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



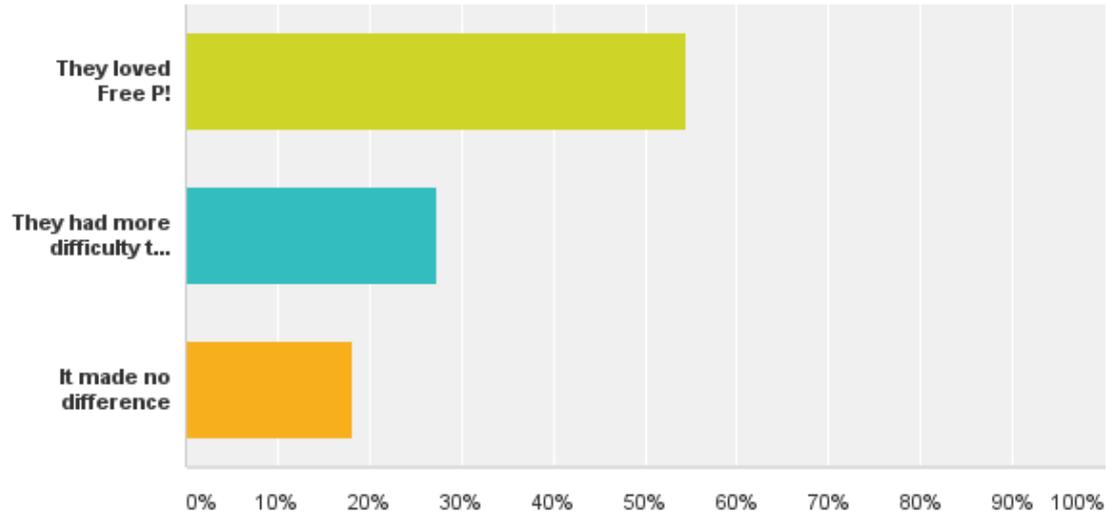
Q5: Downtown businesses: based on your customer feedback, how did your customers become aware of the Free P! program (not a Downtown Business - skip to Question 11)

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



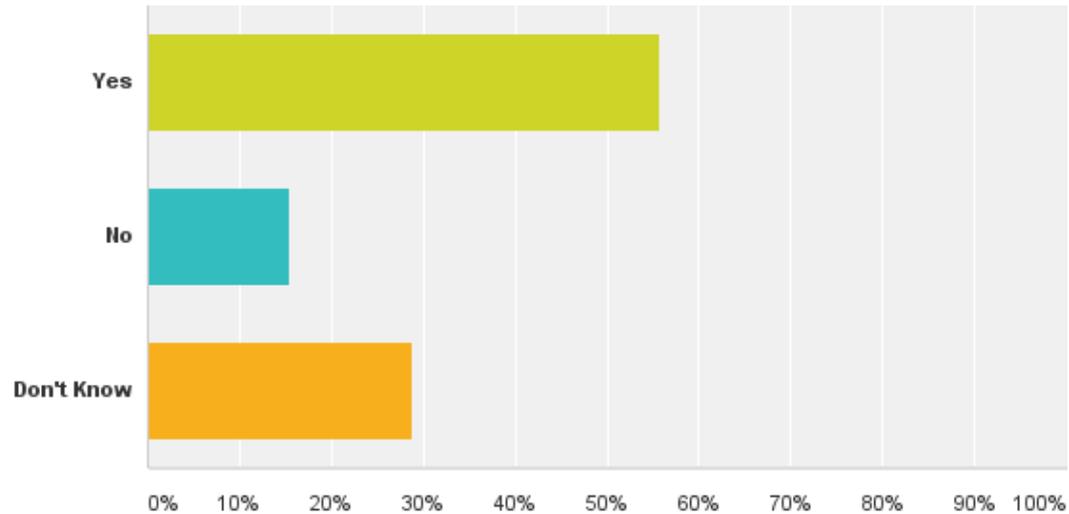
Q6: What kind of overall feedback did you get from your customers?

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



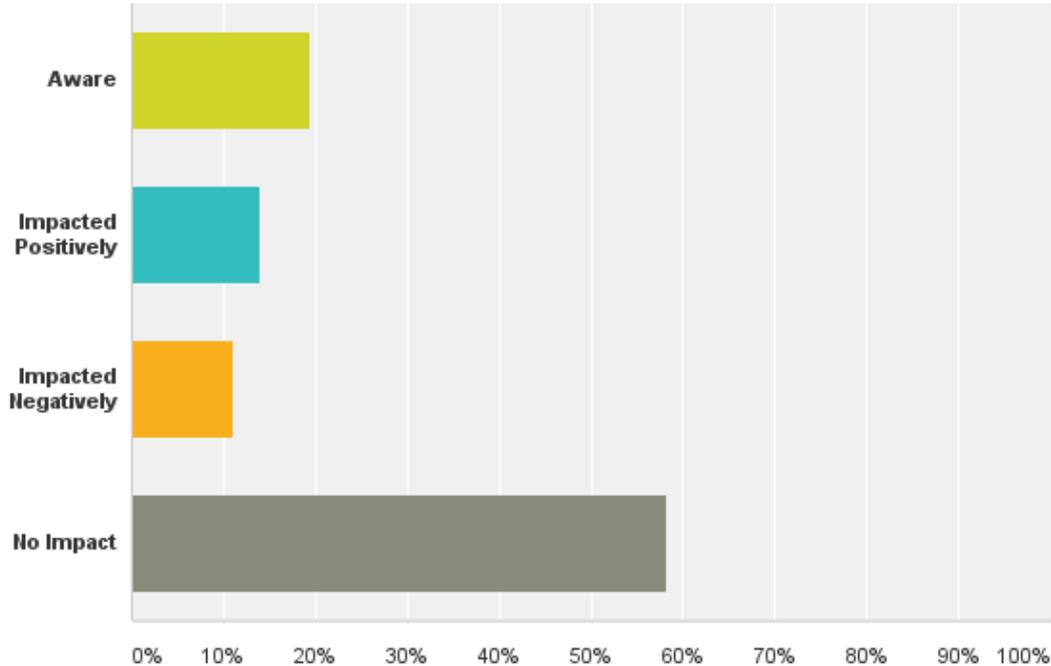
Q7: One of the Free P! December's goals was to assist in driving more people/business to the Downtown. Do you feel the program achieved that goal?

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



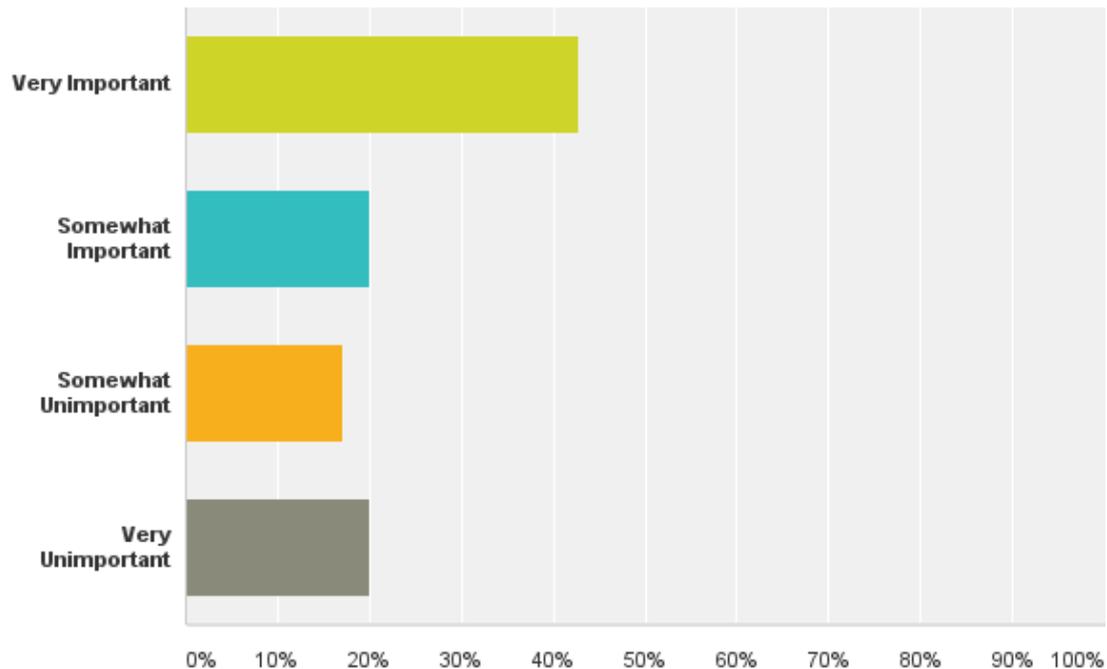
Q8: For the first two weeks of December 2015 the Brant Street (#5) and Elizabeth Street (#4) lots were closed by a uniformed officer from 7:00 - 9:00 a.m. (This was intended to send a clear message that filling up these lots before 9 a.m. was not acceptable). Regarding this change, was your business:

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



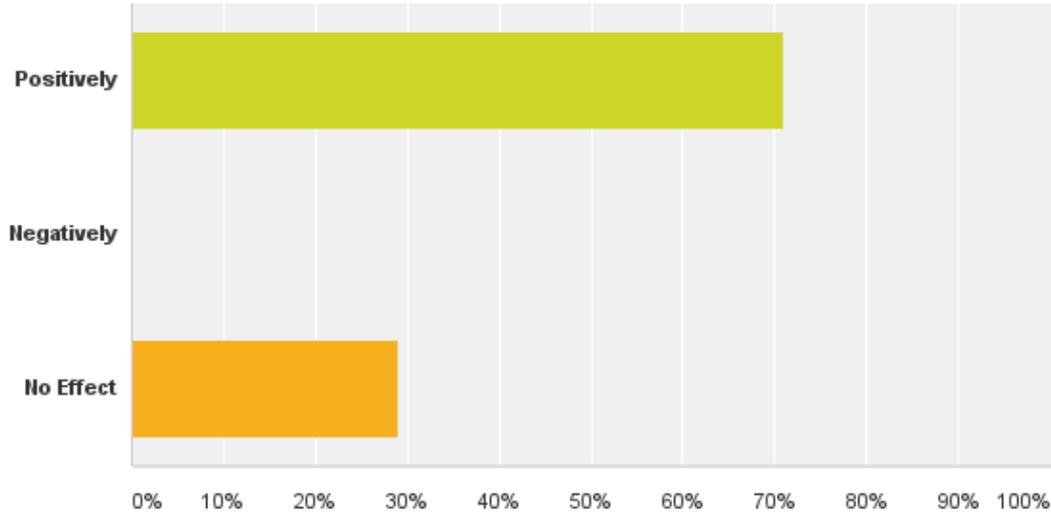
Q9: How important was the Free P! campaign to your business' overall performance in December?

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
Total	35

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



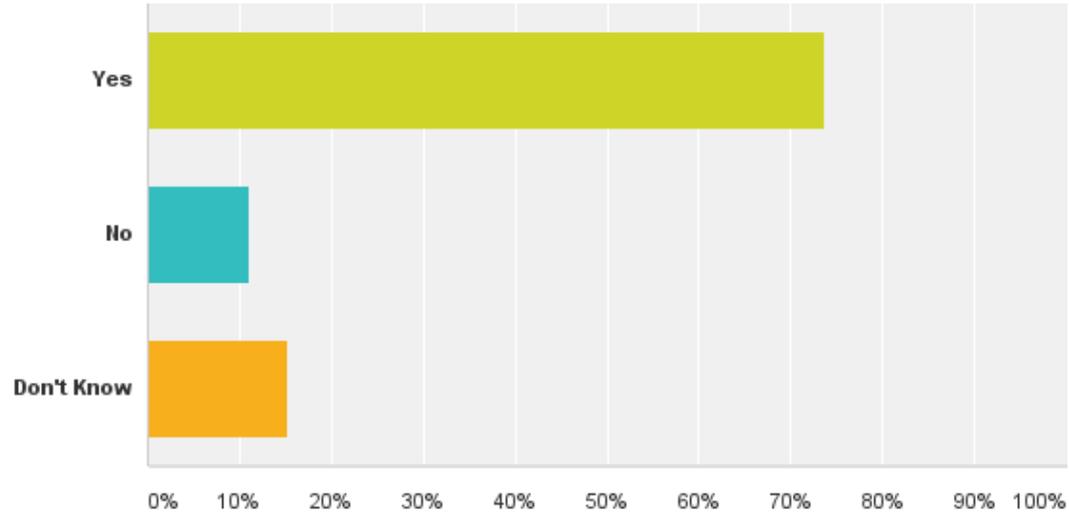
Q10: With Free Saturday parking now in place we can effectively market that there is "free parking downtown all weekend." How has this program affected your business?

Answered: 38 Skipped: 70

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

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

Answered: 99 Skipped: 9



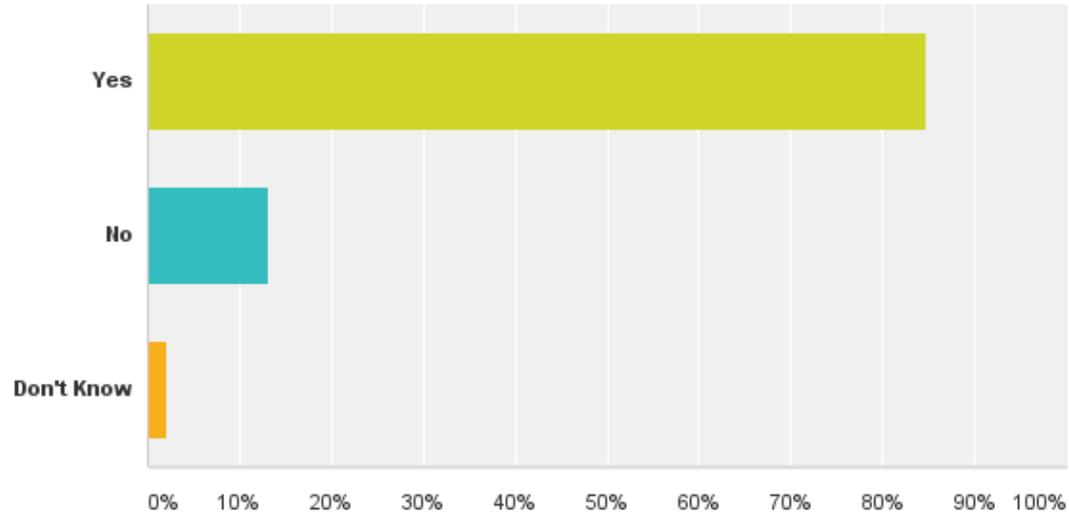
Q11: Overall do you feel that the Free P! campaign was successful?

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?

Answered: 99 Skipped: 9

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