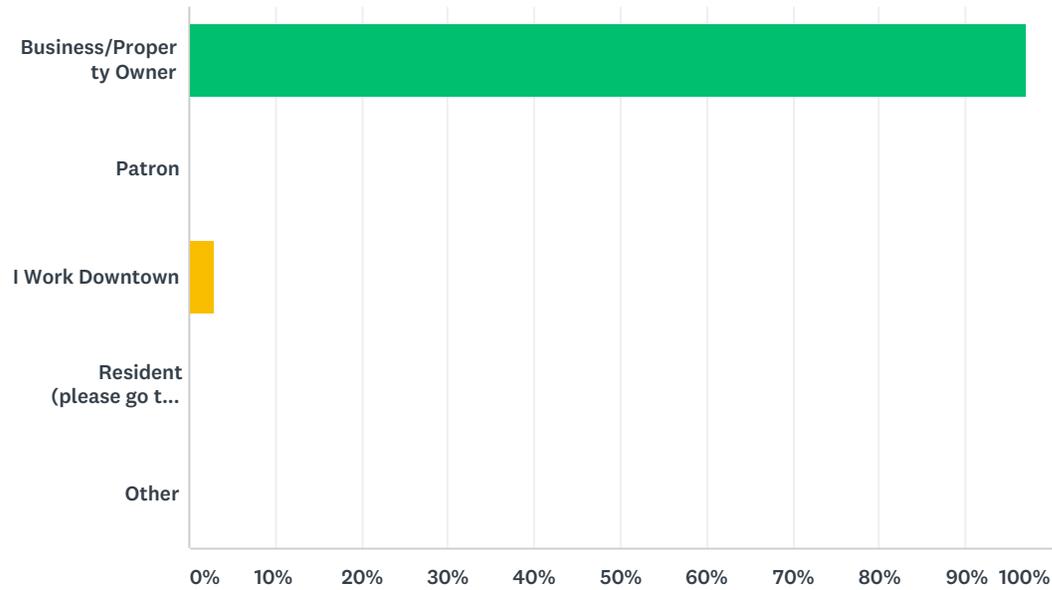


# Q1 Which one of the following best describes you?

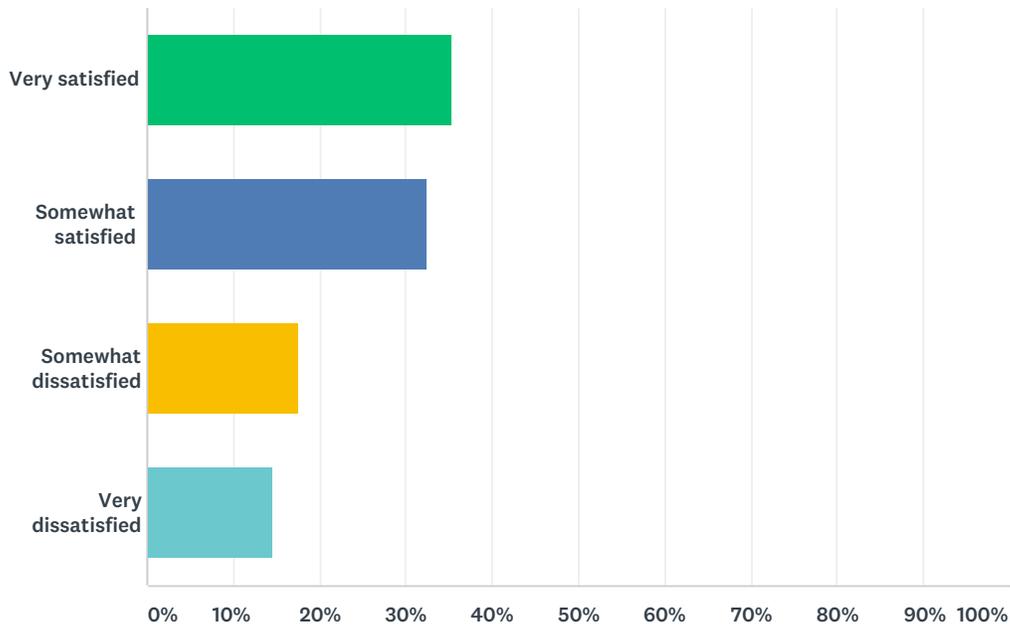
Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES	
Business/Property Owner	97.06%	33
Patron	0.00%	0
I Work Downtown	2.94%	1
Resident (please go to question #8)	0.00%	0
Other	0.00%	0
<b>TOTAL</b>		<b>34</b>

## Q2 How satisfied are you with the communication plan for the Free P! parking campaign?

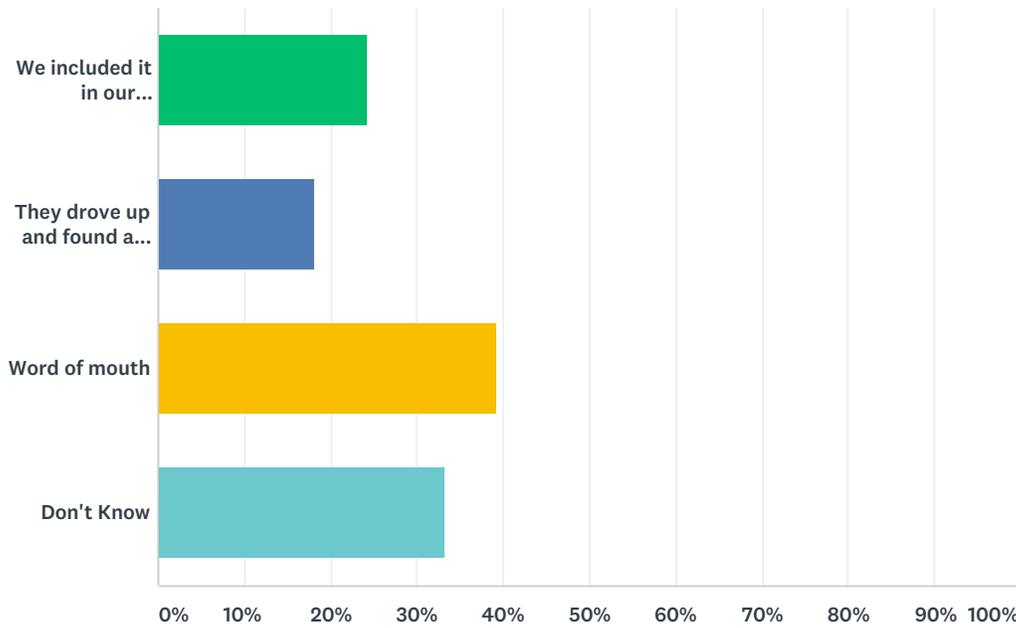
Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	35.29%	12
Somewhat satisfied	32.35%	11
Somewhat dissatisfied	17.65%	6
Very dissatisfied	14.71%	5
TOTAL		34

### Q3 Based on your customer feedback, how did your customers/clients become aware of the Free P! program?

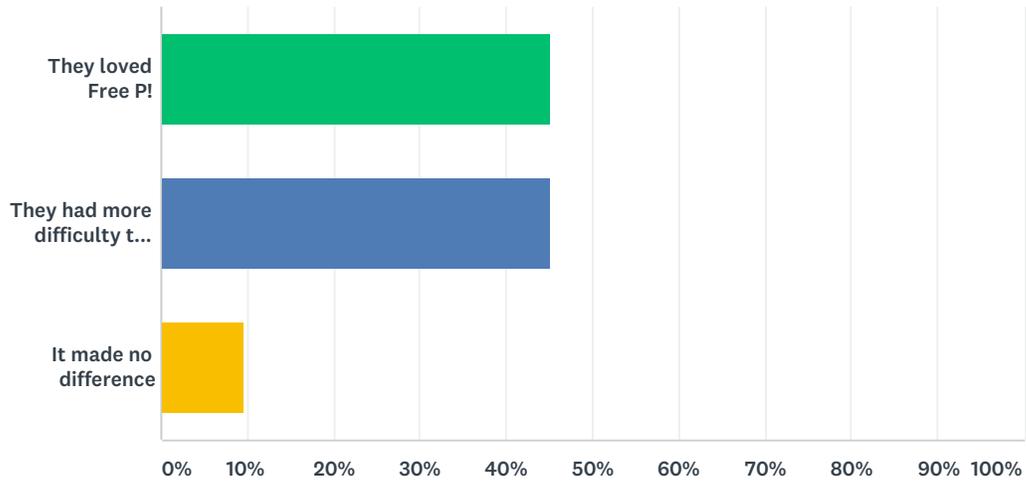
Answered: 33 Skipped: 1



ANSWER CHOICES	RESPONSES	
We included it in our advertising	24.24%	8
They drove up and found a spot	18.18%	6
Word of mouth	39.39%	13
Don't Know	33.33%	11
Total Respondents: 33		

### Q4 What kind of overall feedback did you get from your customers?

Answered: 31 Skipped: 3



ANSWER CHOICES	RESPONSES	
They loved Free P!	45.16%	14
They had more difficulty than usual finding a spot	45.16%	14
It made no difference	9.68%	3
TOTAL		31

#### Q4: Comments

It is always harder to find a spot!!! I hear some customers say that they circled and circled to find a spot 2 blocks away!

We have a sticker on the front door and servers remind our diners when we bring the cheque

Lets not lose this free parking in December. I get new customers into my salon because they walk by and find me because they can park all day and we have december specials

Good program!

If they found a spot they appreciated it. We have no way of knowing how many people drive away after not finding a spot. Time is so valuable in December - people won't waste their time looking for a spot, they will just go elsewhere.

They were UNABLE TO find parking

They were extremely frustrated by the lack of parking

Mixed reaction, but most customers could not find a parking spot.

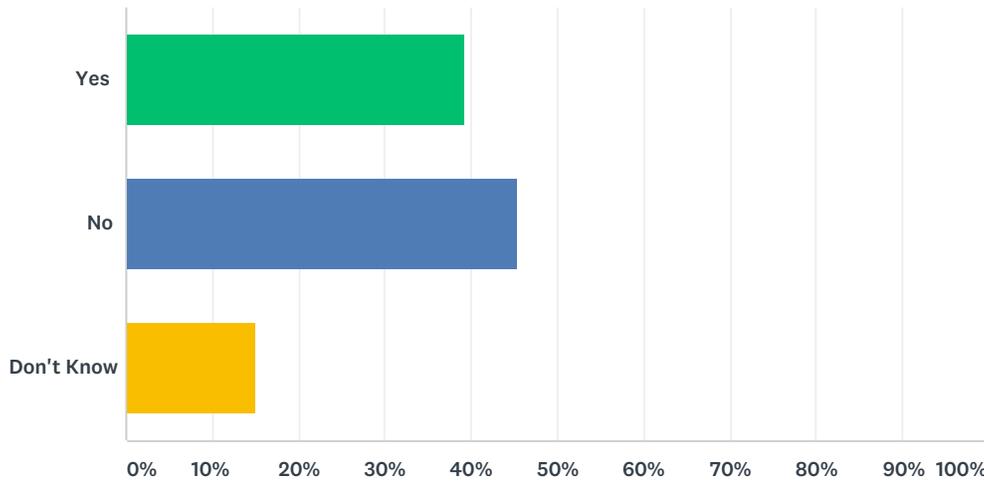
We have 6 private parking spots

difficult to say since i have parking

Too much abuse

### Q5 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: 33 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	39.39%	13
No	45.45%	15
Don't Know	15.15%	5
TOTAL		33

Q5: COMMENTS

sure



My sales went up 11% from last year. Now free parking isnt the only reason but it helped + we put your logo in our print ads



I think that people that get a free spot see it as a bonus but are coming for the purpose of visiting their destination.



FREE P is a horrible idea for December. Do it in February when businesses are hurting. We have limited parking so why encourage FREE? It does not bring people to downtown Burlington



Customers purposely avoided us during December due to the lack of parking.

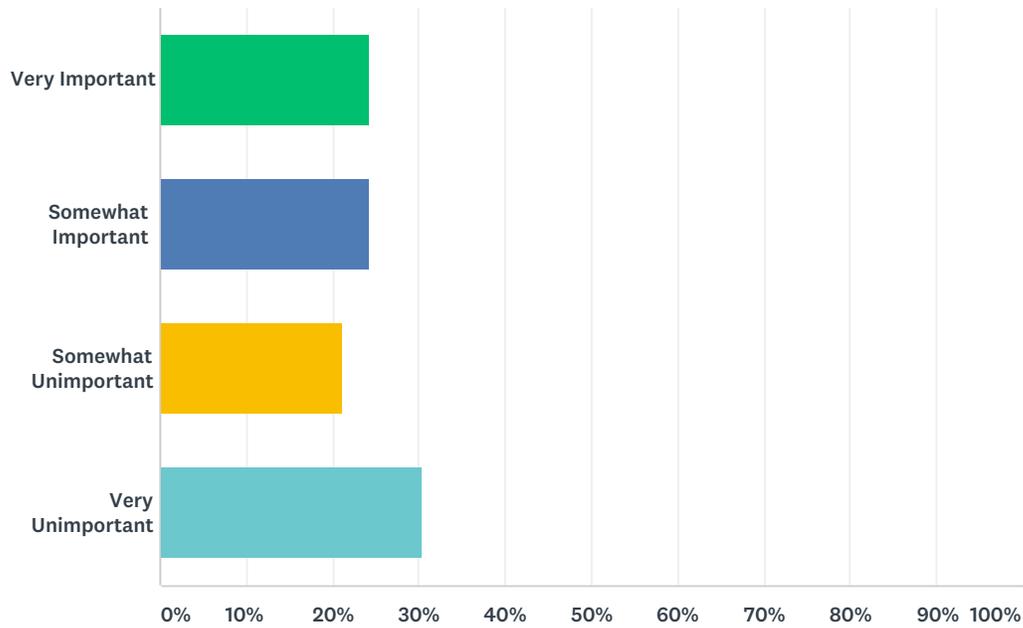


Closing the Brant St. parking during this time was a very poor decision.

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## Q6 How important was the Free P! campaign to your business' overall performance in December?

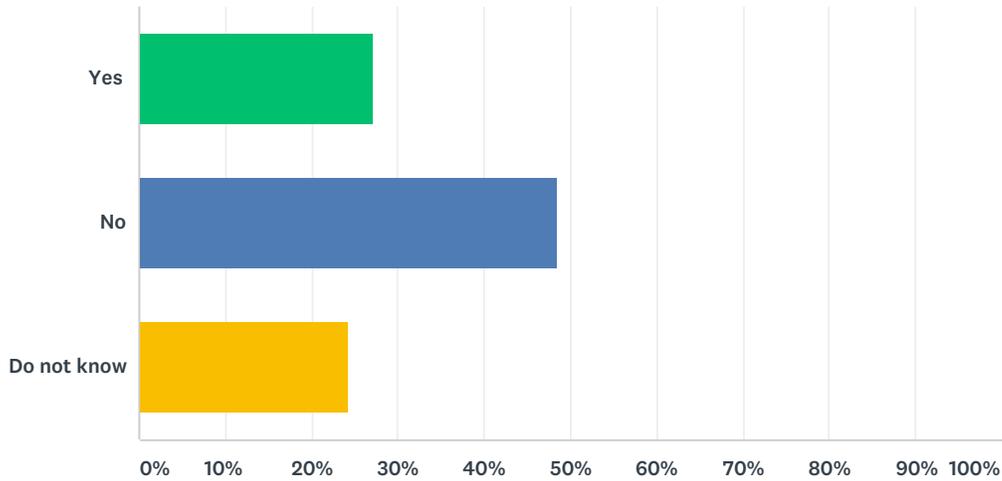
Answered: 33 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Important	24.24%	8
Somewhat Important	24.24%	8
Somewhat Unimportant	21.21%	7
Very Unimportant	30.30%	10
TOTAL		33

Q7 Our membership provided good feedback on how to address real and perceived abuses by long-term parkers during the period of December Free P! Our tactics included: educating our businesses to remain in their "regular" lots during the period of free parking, and, a graduated system of parking enforcement for abusers ( awareness of infraction, second notice, ticket).Do you feel that these tactics were successful?

Answered: 33 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	27.27%	9
No	48.48%	16
Do not know	24.24%	8
TOTAL		33

## Q7: COMMENTS

My business is in a professional building and we have our own parking but I understand that for turnover the spaces need to be policed.



Could be stronger, maybe need to start towing cars to show that you're serious



THIS survey is not asking the appropriate questions.



I noticed that the lot at 425 Pearl was constantly half empty, which was very frustrating. People that usually parked there were obviously parking in spots that our clients would normally have available. Unfortunately it doesn't work both ways so clients were not able to find spots.



We watched parking patterns from November through January and it was very apparent that locals abused December parking as lots filled early in December but not in either of the other months



Great effort on trying to curb this but I think abusers were day permits rather than monthly holders.



I'm not aware of any of these tactics occurring



Still ongoing abuse of program.

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## Q8 During the month of December 2017 the long-term parking garage on Locust Street did not reach capacity. Do you have comments/recommendations for how this parking asset can be better marketed to vehicles requiring long-term parking?

Answered: 26 Skipped: 8

#	RESPONSES	DATE
1	It is too expensive to park there!	4/9/2018 11:00 AM
2	build another garage on pearl street. I wont walk three blocks	4/9/2018 10:50 AM
3	Can every business add an employee license plate to your systems? Most of my employees (5) part in the garage and walk north but if everyone did this the garage would be full by 9:30!	4/9/2018 10:44 AM
4	Put a parking mascot out in front and direct cars in, let them know that they can park all day and have the city make a path through the snow when it gets plowed to make it easier to get around	4/9/2018 10:29 AM
5	can you guys wrap the building with a banner like the one by the Esso station announcing that there are 500 free spaces all december?	4/9/2018 10:25 AM
6	Put big signs on Lakeshore Road. The garage doesnt look like a garage and even when I tell customers that it is a block away they don't know it exists. Blg signs	4/9/2018 10:22 AM
7	Too few long term parkers use the garage, they just don't want to walk and park. Could it be less expensive for the other eleven months and then the people who park there would be more likely to stay there in December. just a thought	4/9/2018 10:15 AM
8	Make it less costly for people to buy a pass! Charge them less like in the parking lot by the art gallery	4/9/2018 9:40 AM
9	Increased signage to that lot - the current digital sign by the Queen's Head is hidden by the trees	4/8/2018 2:31 PM
10	Make this area free and keep prime parking paid.	3/28/2018 8:06 PM
11	I'm not sure how to encourage that parking garage. For some reason people don't want to park there. They just want to park in the open lots or spots. I'm not sure if their perception is that is not safe or easy to park.	3/28/2018 3:42 PM
12	It was FREEZING COLD. No one will walk that far. It is ridiculous to suggest this. That parking garage will never be what you want it to be. Let the city buy it for its employees. It has never been full. It never will be full.	3/28/2018 10:18 AM
13	No. Like I said, neither did the lot at 425 Pearl, which is a private lot and is 100% rented. I'm guessing people found loopholes, like switching vehicles with their spouse, or simply ignored warnings. I found the free parking worked against us as business owners.	3/26/2018 9:44 PM
14	If the parking garage on Locust was the only parking that was free and not anywhere else it would be full.	3/26/2018 11:43 AM
15	Unfortunately, the Locust street parkade isn't functional for clients focused on businesses east of Brant Street. I agree it is a huge asset to people just wanting to wander around downtown/Spencer Smith park, but for someone just popping by to grab a gift card on Pearl Street, it isn't helpful.	3/26/2018 10:41 AM
16	n/a	3/26/2018 10:25 AM
17	That lot is too far from our shop for us to have a valid comment	3/26/2018 10:11 AM
18	That lot seems too far away and not top of mind. Might be better if it was 1 block closer.	3/26/2018 10:08 AM
19	Charge on the street and promote free parking in designated lots with control over the abusers	3/26/2018 9:27 AM

20	Force businesses to submit a list of employee license plate numbers. Businesses should instruct their employees that the Locust Street lot is where they can park for free. If they are found to be parking elsewhere they get a ticket. This past year had the greatest adverse effect on business. The parking was a constant grudge by those in the shop and many stated they would rather just go to the mall where they know they can get parking than drive around for half an hour to hope to find a spot downtown. A very well intended program that has worn out it's welcome and is not needed again this year. If fact, the backlash of it's annual arrival would further have negative effects on local businesses. Please stop.	3/26/2018 9:12 AM
21	People want parking that is right beside the business they are going into. People don't want to walk 2-3 blocks.	3/26/2018 9:08 AM
22	People are unaware of this parking structure, or it is too far from where they want to be and park. Makes zero difference in the locust lot but huge differences in all other lots.	3/15/2018 4:11 PM
23	Maybe post it on your signs in other lots. 3hr limit, anything over 3hr please use locust Street lot.	3/15/2018 12:41 PM
24	Include in booking permits, reservation confirmations, enewsletters by local businesses. New lot directional signage will help in 2019.	3/15/2018 12:40 PM
25	More outdoor signage.	3/15/2018 11:53 AM
26	Cancel the Free P program and I believe the parking garage will be better used in December.	3/15/2018 11:40 AM

## Q9 Do you have ideas or recommendations for future tactics to curb abuses?

Answered: 25 Skipped: 9

#	RESPONSES	DATE
1	Make it free in the lots but charge a dollar on the street. People don't respect things when they are for free and tell them the dollar is going to a charity	4/9/2018 11:02 AM
2	Make sure that city hall cars don't eat up all of the spots before 9 am	4/9/2018 10:51 AM
3	Two levels of ticketing next year only. if you give too many chances to abusers they will not get the message.	4/9/2018 10:45 AM
4	Doesn't the city have an app? You could build a timer into the app to remind when the limit for 3 hours on the street approaches. Or have uniformed officers put a courtesy note on every car "need longer that 3 hours? There is a surface lot a block away!"	4/9/2018 10:41 AM
5	Put the information on billboards throughout the core with colors showing where the three hour parking is on a map and where the all day parking is. I am a supporter of 3 hours=3 hours so stronger enforcement please	4/9/2018 10:30 AM
6	Maybe a tag on windshields for cars on the street -Pearl street at village square with a reminded that it is only 3 hours not all day?	4/9/2018 10:23 AM
7	I did not see abuses in my neighbourhood (Pine Street- we tole every client that onstreet is still a 3 hour limit and there were no problems)	4/9/2018 10:16 AM
8	No	4/9/2018 9:40 AM
9	limit the free parking	4/8/2018 2:31 PM
10	If there were abuses, which I understand could be monitored by the pucks, then the programme is not doing what it is targeted to do.	3/28/2018 8:07 PM
11	No I do not. I do not like how the parking is managed in this town. Including the parking meters. We spend money recklessly. FREE P hurts business. FREE P is not needed in December.	3/28/2018 10:19 AM
12	Let's just not bother with free parking.... or come up with a way where business owners can validate parking. If someone comes and spends money in their store and provides a parking receipt, they can give them a credit and then get it back from the city at the end of the month. It will cost the city waaaaaay less and reward consumers for spending money.	3/26/2018 9:46 PM
13	Yes...cancel the Free P program. It does not help our business.	3/26/2018 11:44 AM
14	No. It's clear that people have no respect for systems designed to be helpful.	3/26/2018 10:42 AM
15	n/a	3/26/2018 10:25 AM
16	Don't run the program	3/26/2018 10:12 AM
17	Cancel the street parking program downtown.	3/26/2018 10:09 AM
18	Cancel the program	3/26/2018 9:27 AM
19	Please see last response. Please stop the program entirely.	3/26/2018 9:12 AM
20	Do free P in January!	3/26/2018 9:08 AM
21	NO, please get rid of FREE P. It affects a lot of businesses in a negative way.	3/15/2018 4:11 PM
22	Businesses need to see this as a collective issue not just meeting their own needs. Education for staff including part time and seasonal maybe via webinar with prize for completing it might be a carrot.	3/15/2018 12:43 PM
23	I actually think they could be a little more leanient on curb parking, especiaally Elgin Street for deliveries. Maybe bust only non deliveries and none commercial in day time. Then evening open to anyone.	3/15/2018 12:43 PM

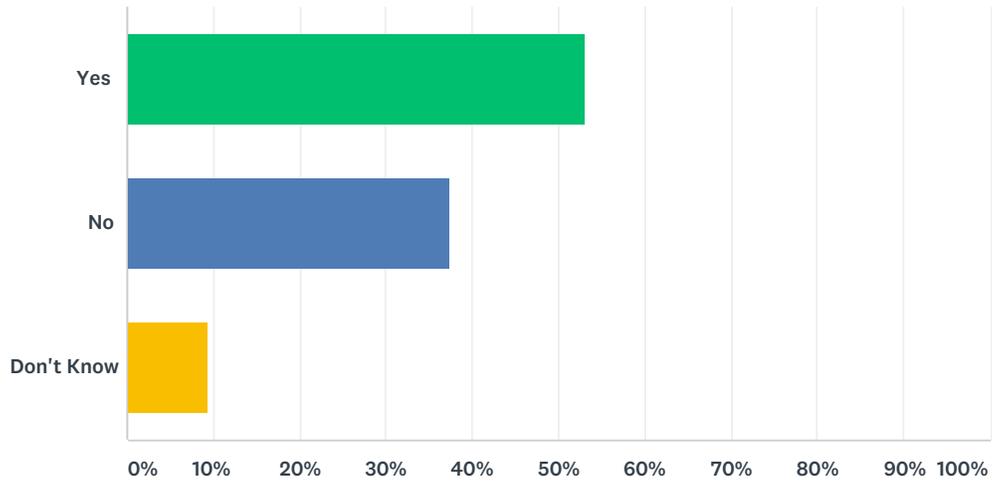
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24	First and for most DON"T close parking areas during the busiest seasons. Though the Brant St. lot reopened in Dec., they were blocked by fencing so a lot of people thought they were still closed!	3/15/2018 12:33 PM
25	Cancel program is my recommendation. I have employees that cannot find a space at times in December and I still feel there is ongoing abuse.	3/15/2018 11:41 AM

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### Q10 Overall do you feel that the Free P! campaign was successful?

Answered: 32 Skipped: 2



ANSWER CHOICES	RESPONSES
Yes	53.13% 17
No	37.50% 12
Don't Know	9.38% 3
TOTAL	32

Q 10: COMMENTS

yes and no. after ten years I think that businesses expect december to be free, it should be the new normal but still customers complain that it was harder to find a spot so I think that it was semi-successful



depends on your perspective



Would like the data from the pucks to see what the useage was



IT WAS NOT SUCCESSFUL! We lost Lot#5 for the winter (and permanently 22 spots in this VERY valuable lot) and now FREE P. Our business is down by 40% year over year. You will see some new For Lease signs soon.



Yes, however it's run it's course and is not needed anymore.



I think it is successful but surprised every year that patrons are not aware of it or any rules, I spend a lot of my evening just explaining parking to guests as they come in the door, quarter of the time resulting in them having to run back out and move car.



Public love FreeP and residents are proud that their city offers this perk during Christmas and weekends, evenings, holidays



Not this year because of construction. Past years were quite popular

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## Q11 What recommendations do you have to improve the Free December parking program in 2018/2019?

Answered: 23 Skipped: 11

#	RESPONSES	DATE
1	I went to the workshop at the art gallery in the summer and I was surprised that some businesses just don't like the free parking plan at all when I asked what they don't like they said it i bad for business because there employees had to walk further that they normally do. This is stupid. Get a bus pass!	4/9/2018 10:58 AM
2	Make it once in December and once in August. Let's give customers a treat twice a year. I would also use a token program like some cities have	4/9/2018 10:52 AM
3	I can see why retailers might not like it. I have a retailer on both sides of my business an one loves it and the other hates it but overall we are better off as community by keeping it.	4/9/2018 10:48 AM
4	Keep it! if we want to get shoppers out of the malls and into the downtown then free parking is ESSENTIAL. December last year was my strongest in 4 years because no one wants to pay. We are an outdoor mall and we should have parking supply that is free as much as possible. It is a good marketing asset one month for free do not cancel it	4/9/2018 10:33 AM
5	I'd like to see it in January instead of December when my store needs a bigger boost for sales.	4/9/2018 10:26 AM
6	Keep it going. I'd like to see it for another few years and then ask me again if it is working. this on again/off again surveying is not helpful. Just make it predictable. Just keep it going, businesses and patrons will adjust. Mine did. Everyone needs to do their part- its what sets us apart from oakville too	4/9/2018 10:18 AM
7	Keep it going! my clients	4/9/2018 10:18 AM
8	Need more concretes evidence that it worked to bring new people here. The conversation must continue how many businesses suffered because of it?	3/28/2018 8:09 PM
9	Sadly I recommend that it be discontinued due to abuse. Our customers could not find parking spaces and that impacted our sales dramatically this December. I do understand that we had some construction going on in the lots and so that didn't help but overall this program did not benefit the retail businesses. I worry that with all the coming construction coming to downtown, that we will be in the same situation next December. Thank you	3/28/2018 3:48 PM
10	CANCEL IT!!!!	3/28/2018 10:21 AM
11	Replace it with parking reimbursement for customers who spend money.	3/26/2018 9:46 PM
12	MORE PARKING!	3/26/2018 11:45 AM
13	None	3/26/2018 10:42 AM
14	I think that it was a great program that supports us all. It was all very well advertised and well received. I cannot see any need for improvements.	3/26/2018 10:28 AM
15	Make arrangements with private lots to open up to the public and compensate them in some manner	3/26/2018 10:13 AM
16	If the program is to help downtown retail it should be moved to parking lots.	3/26/2018 10:12 AM
17	If it had to continue - move the free p into the garage and other designated free p lots - continue to charge on the streets	3/26/2018 9:29 AM
18	Please see answer to question 8. Please stop the program.	3/26/2018 9:13 AM
19	Do Free P in January!	3/26/2018 9:09 AM
20	Please get rid of it, there are more abusers and complaints than there are incentives and positivity.	3/15/2018 4:12 PM

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21	I think downtown parking enforcement could be a little less aggressive. We are known for crazy ticketing down here. I think the Free P needs to be advertised to potential customers better. More education for downtown employee parking options.	3/15/2018 12:47 PM
22	Use social media more to encourage proper use. Make it easy for businesses to get message out by providing messages for ENewsletters, social media etc.	3/15/2018 12:45 PM
23	Cancel program.	3/15/2018 11:41 AM

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