

Free P! 2019

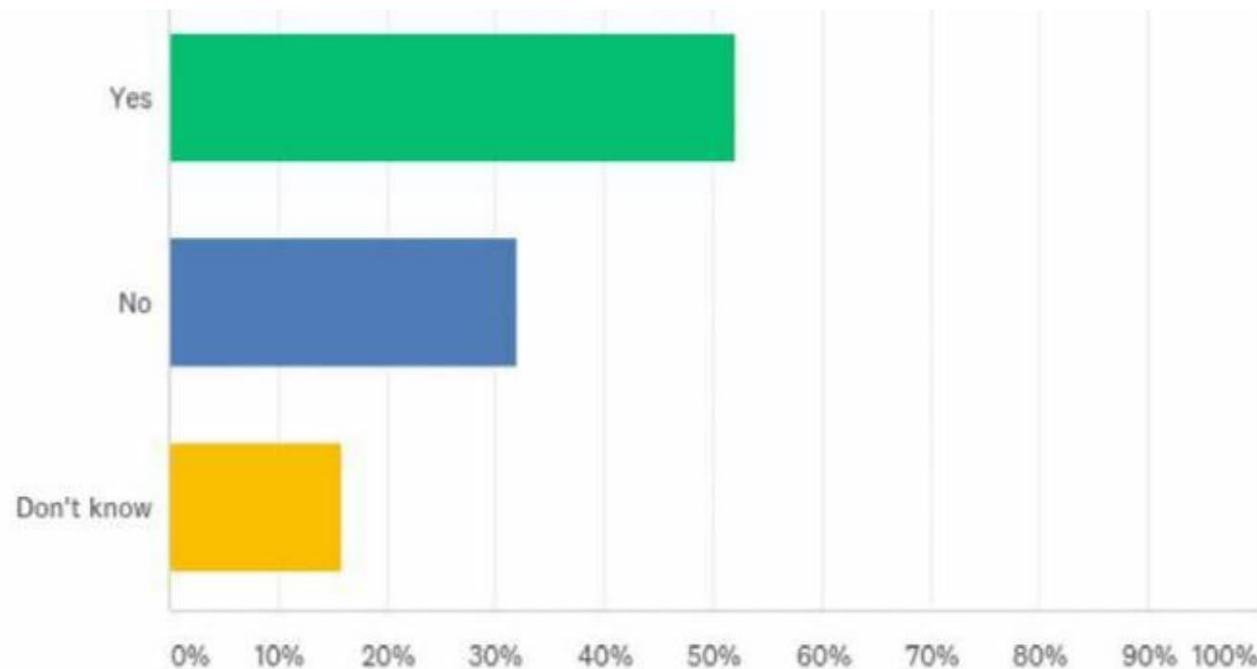
UPDATE

May 2019

FREE P!

DECEMBER FREE P! 2018

Overall, do you feel that the Free P! parking campaign helped your business in December?



FREE P!

COMMENTS & RECOMENDATIONS

Marketing:

- more signage (especially on-street) 3 hours
- stronger awareness campaign all year and in-store
- stronger education to have employees/employers stop abusing

Enforcement:

- belief that office workers, construction vehicles and City Hall employees specifically park early and abuse system
- increase fines for exceeding 3-hour on street; support for active enforcement

Overall: *“we’re better off with it than without it”, “it would be hard to get the public’s confidence back if we took it away for a year or so”, (the program) needs a refresh, it’s not broken but needs repairs”*

FREE P!

COMMENTS & RECOMENDATIONS

What modifications would you like to see moving forward if FREE P! December were to continue?



BURLINGTON DOWNTOWN

CALL TO ACTION:

Membership Survey



BURLINGTON DOWNTOWN

Yes. I want the on-street parking to remain free.
Make no changes the last year's program.

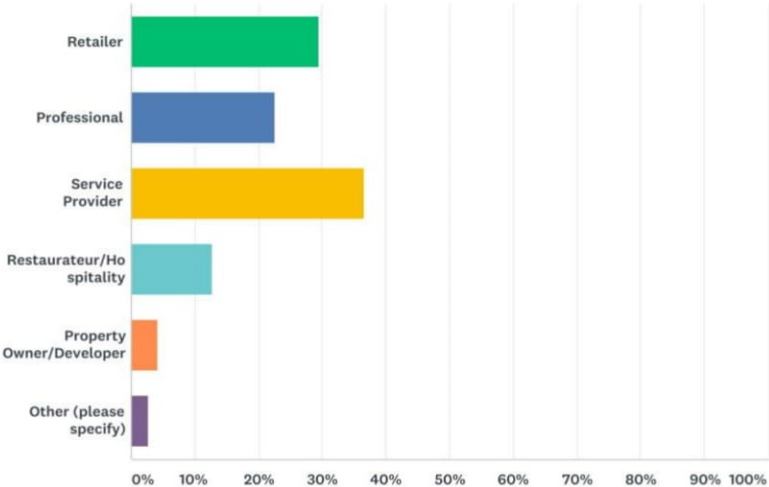
No. I want the on-street parking to be paid spaces
from 9 a.m.-6 p.m. for the month of December.



BURLINGTON DOWNTOWN

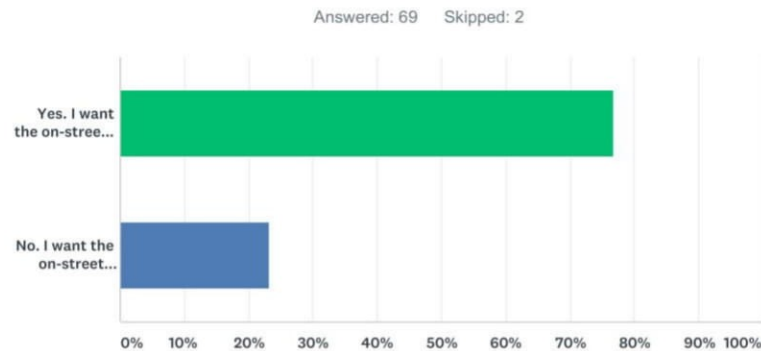
Q1 Which of the following categories best describes your business?

Answered: 71 Skipped: 0



ANSWER CHOICES	RESPONSES	
Retailer	29.58%	21
Professional	22.54%	16
Service Provider	36.62%	26
Restaurateur/Hospitality	12.68%	9
Property Owner/Developer	4.23%	3
Other (please specify)	2.82%	2
Total Respondents: 71		

Q2 Historically, the December Free P! parking campaign has been:1) Free parking downtown from December 1-312) In all city-owned spaces Downtown (on-street parking & in municipal surface lots)3) Including the 414 Locust Street parking garageThe proposed change for 2019 has to do with the on-street parking stalls.



ANSWER CHOICES	RESPONSES	
Yes. I want the on-street parking to remain free. Make no changes the last year's program.	76.81%	53
No. I want the on-street parking to be paid spaces from 9 a.m.-6 p.m. for the month of December	23.19%	16
TOTAL		69