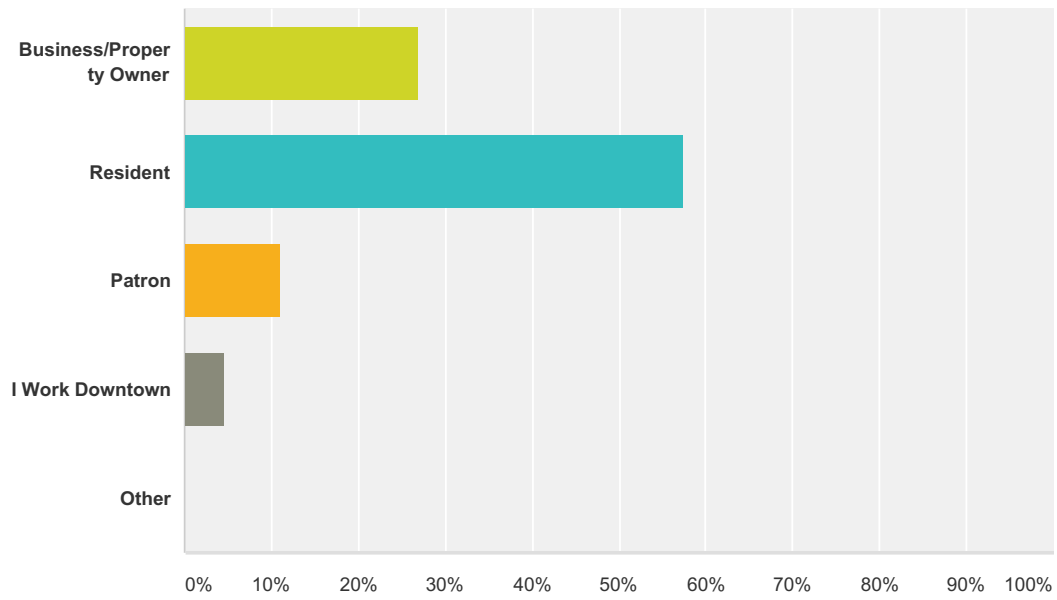


Q1 Which one of the following best describes you?

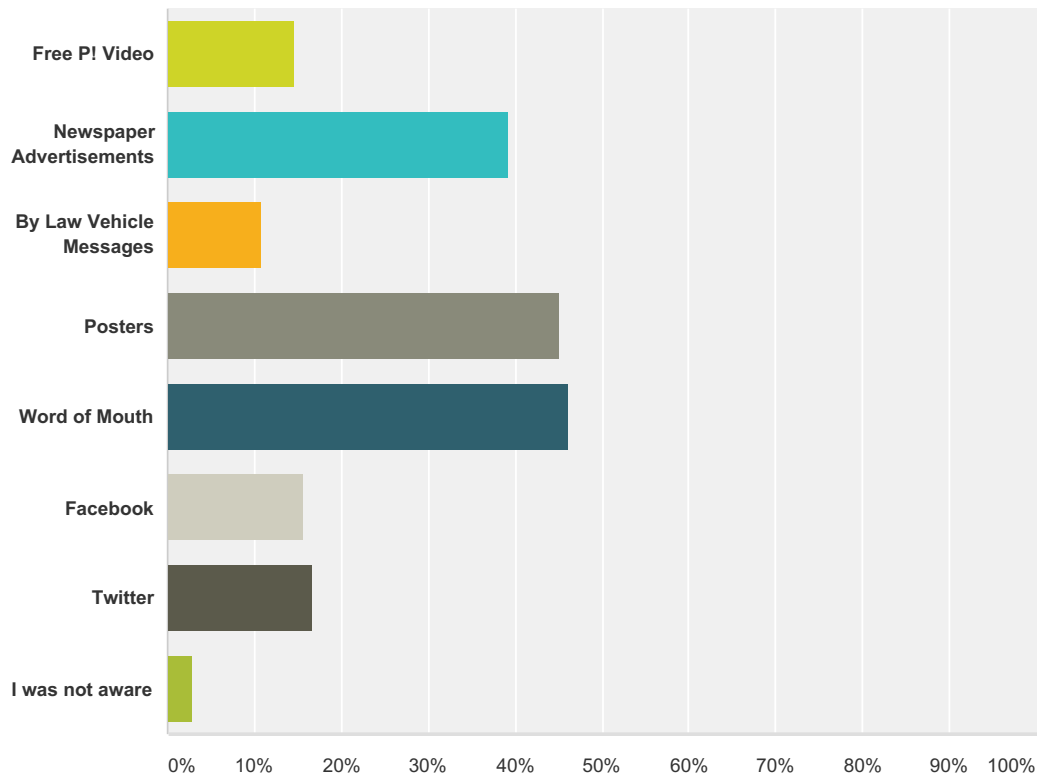
Answered: 108 Skipped: 0



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)

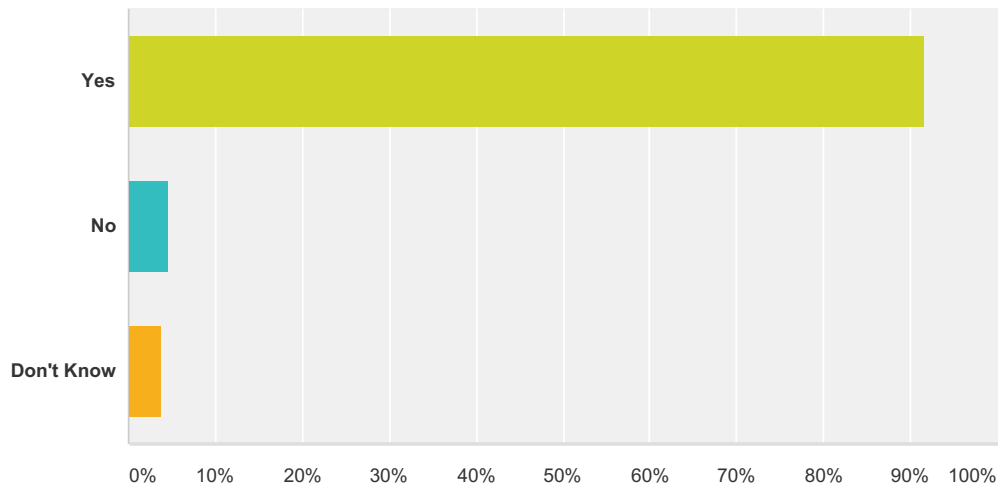
Answered: 102 Skipped: 6



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?

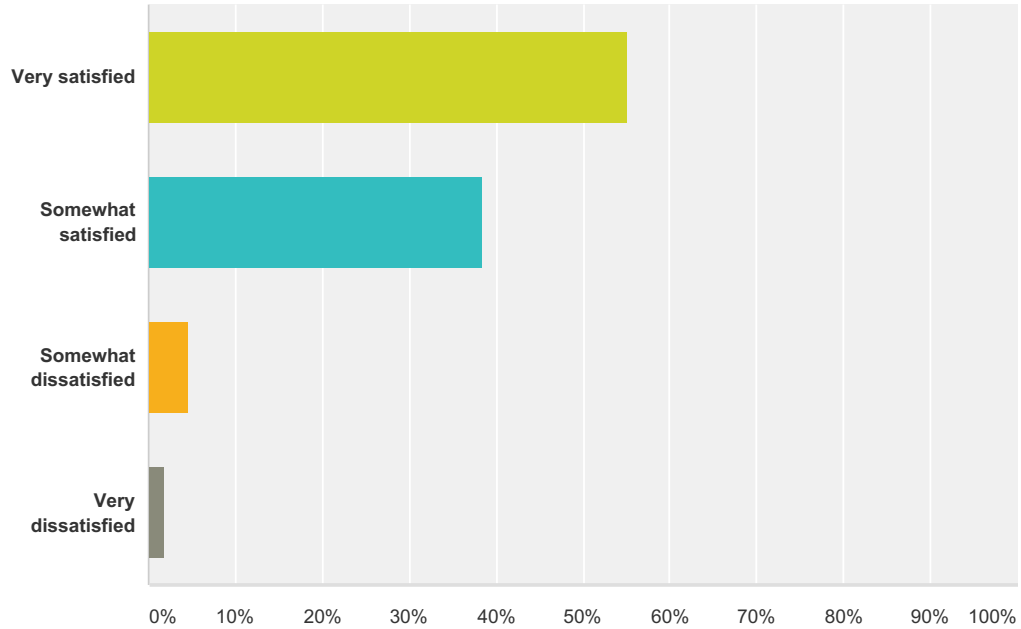
Answered: 108 Skipped: 0



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?

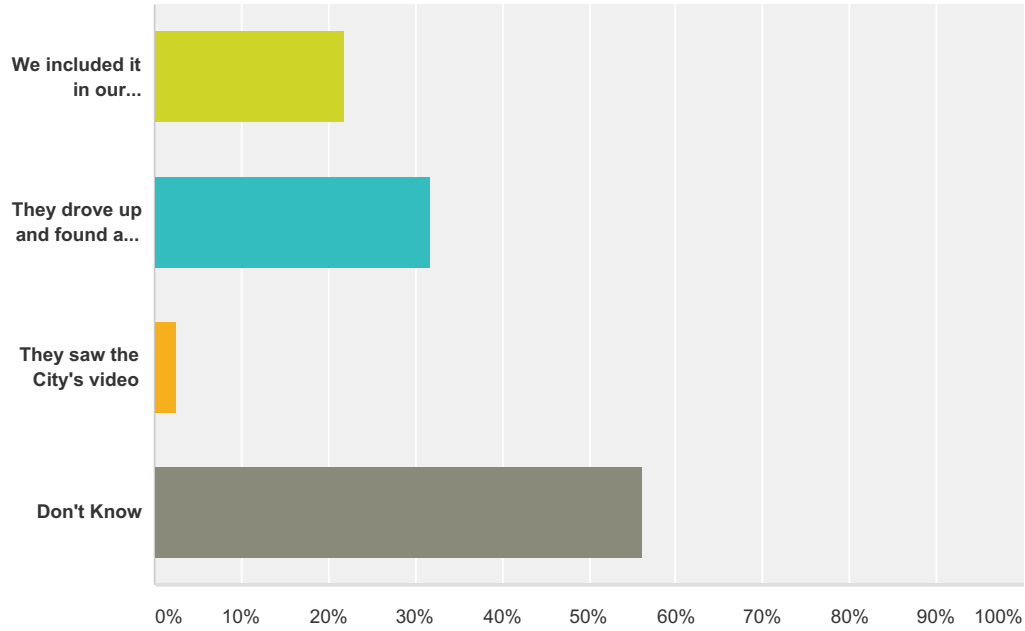
Answered: 107 Skipped: 1



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)

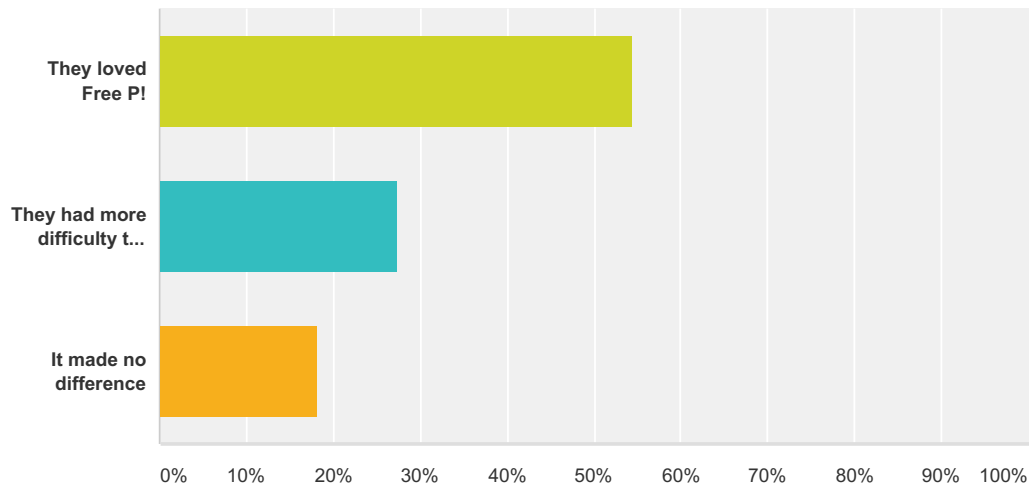
Answered: 41 Skipped: 67



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?

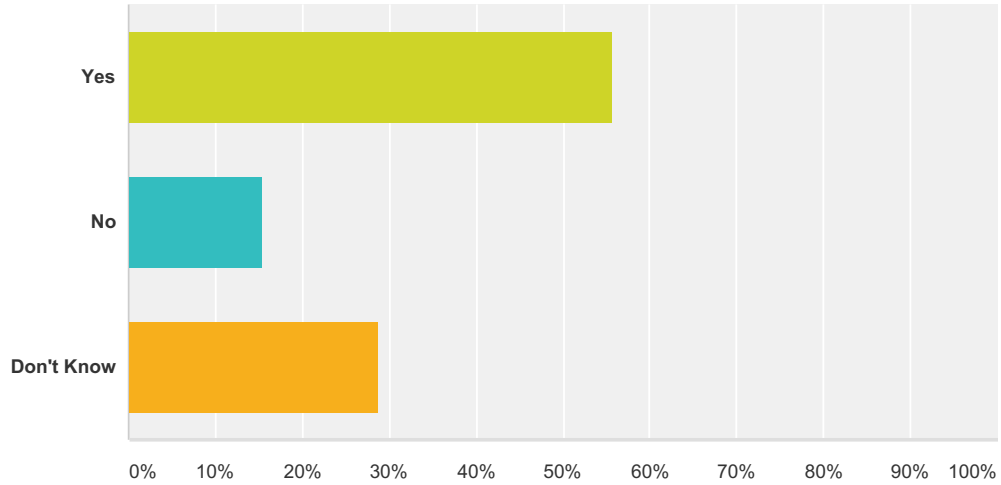
Answered: 33 Skipped: 75



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?

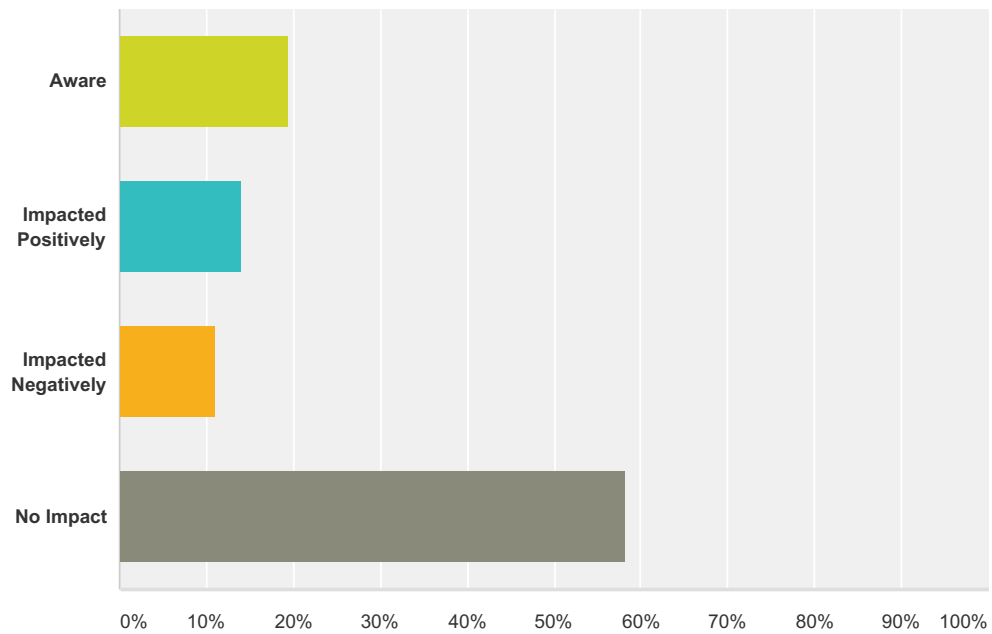
Answered: 52 Skipped: 56



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 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:

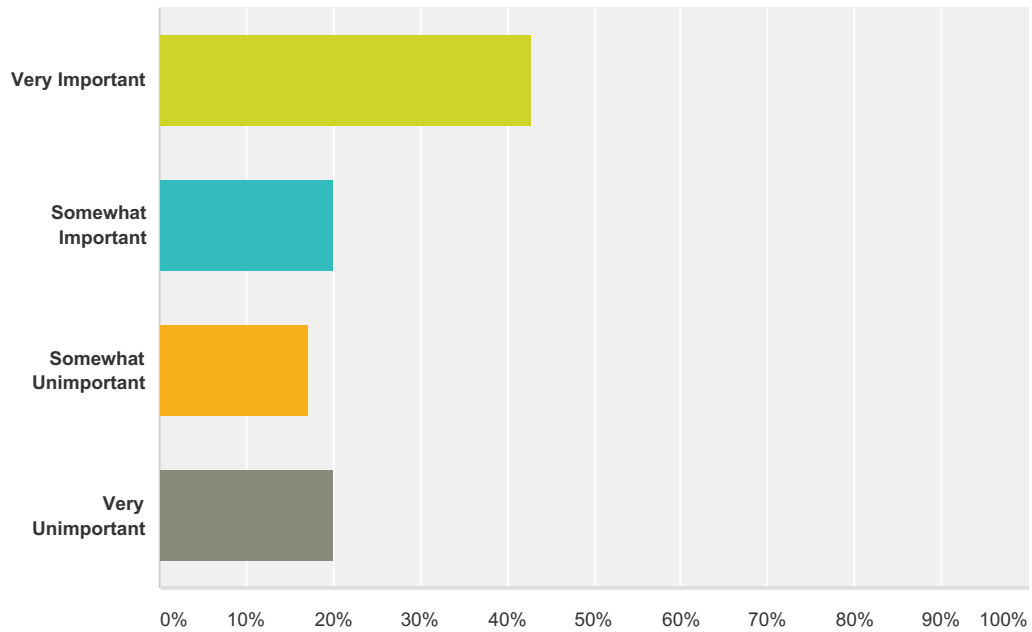
Answered: 36 Skipped: 72



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?

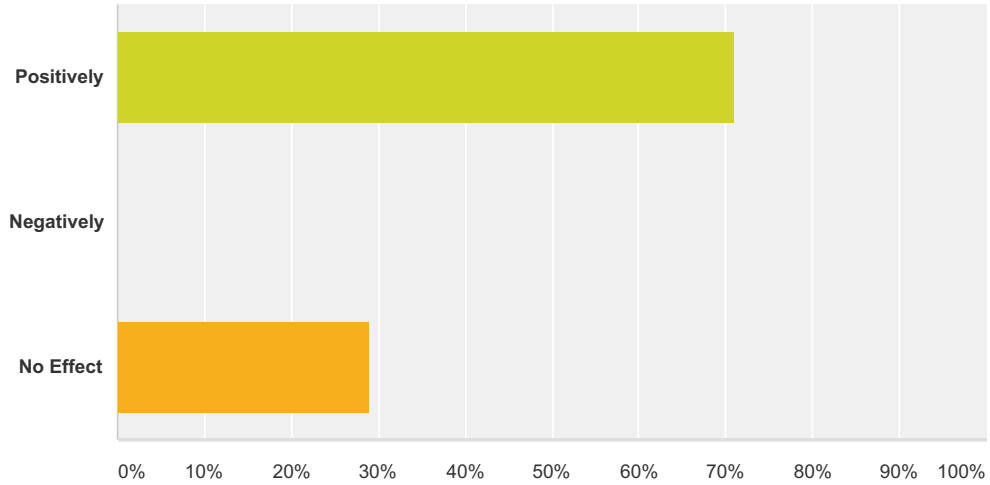
Answered: 35 Skipped: 73



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?

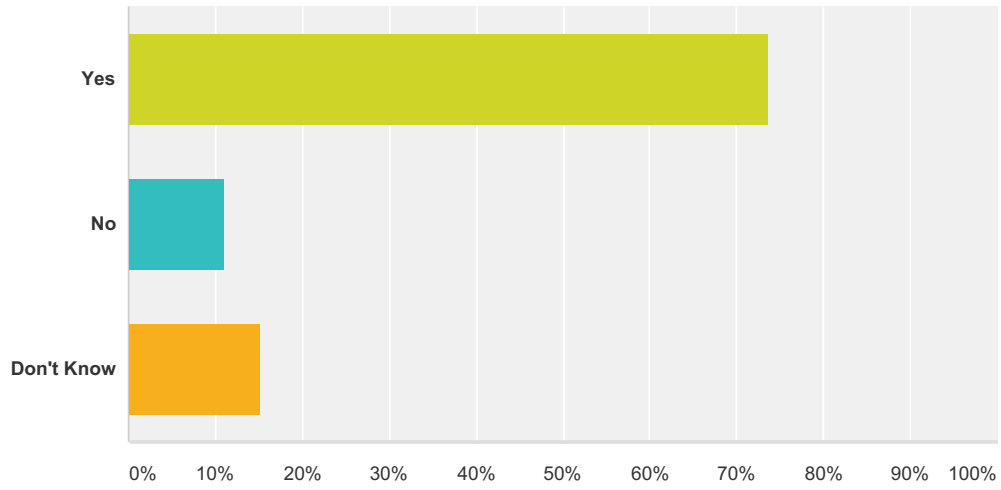
Answered: 38 Skipped: 70



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?

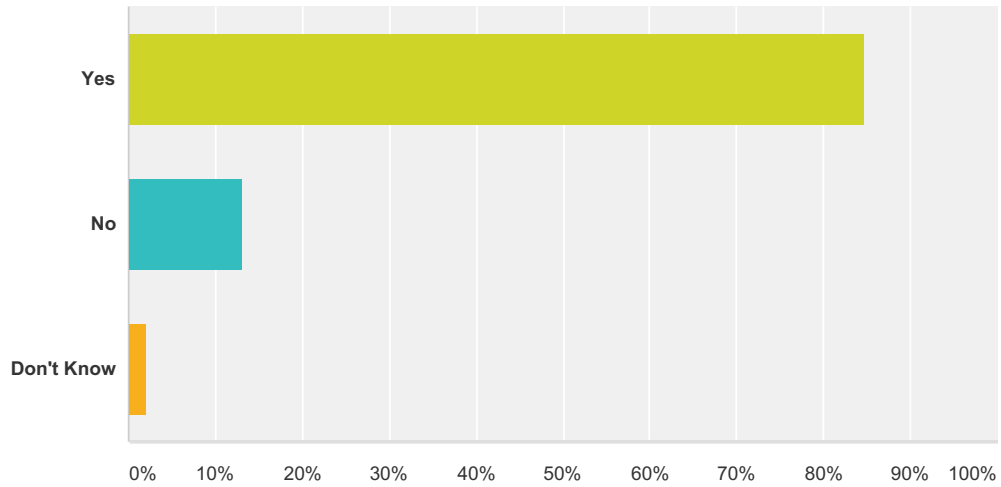
Answered: 99 Skipped: 9



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



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

Q13 What recommendations do you have to improve the Free December parking program?

Answered: 48 Skipped: 60