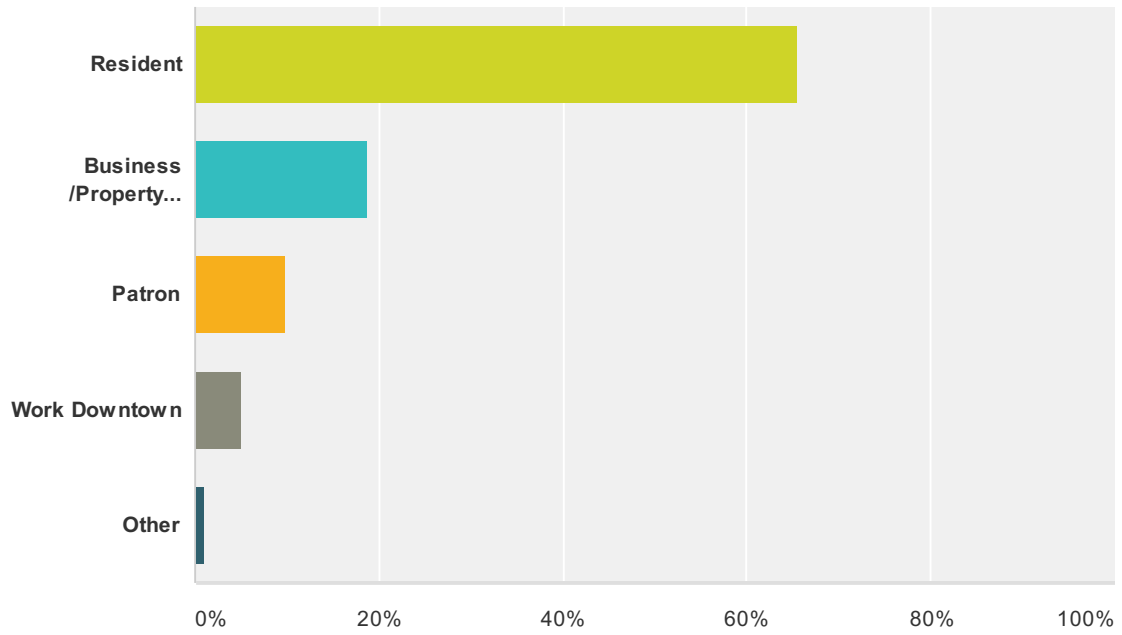


### Q1 Which one of the following best describes you ?

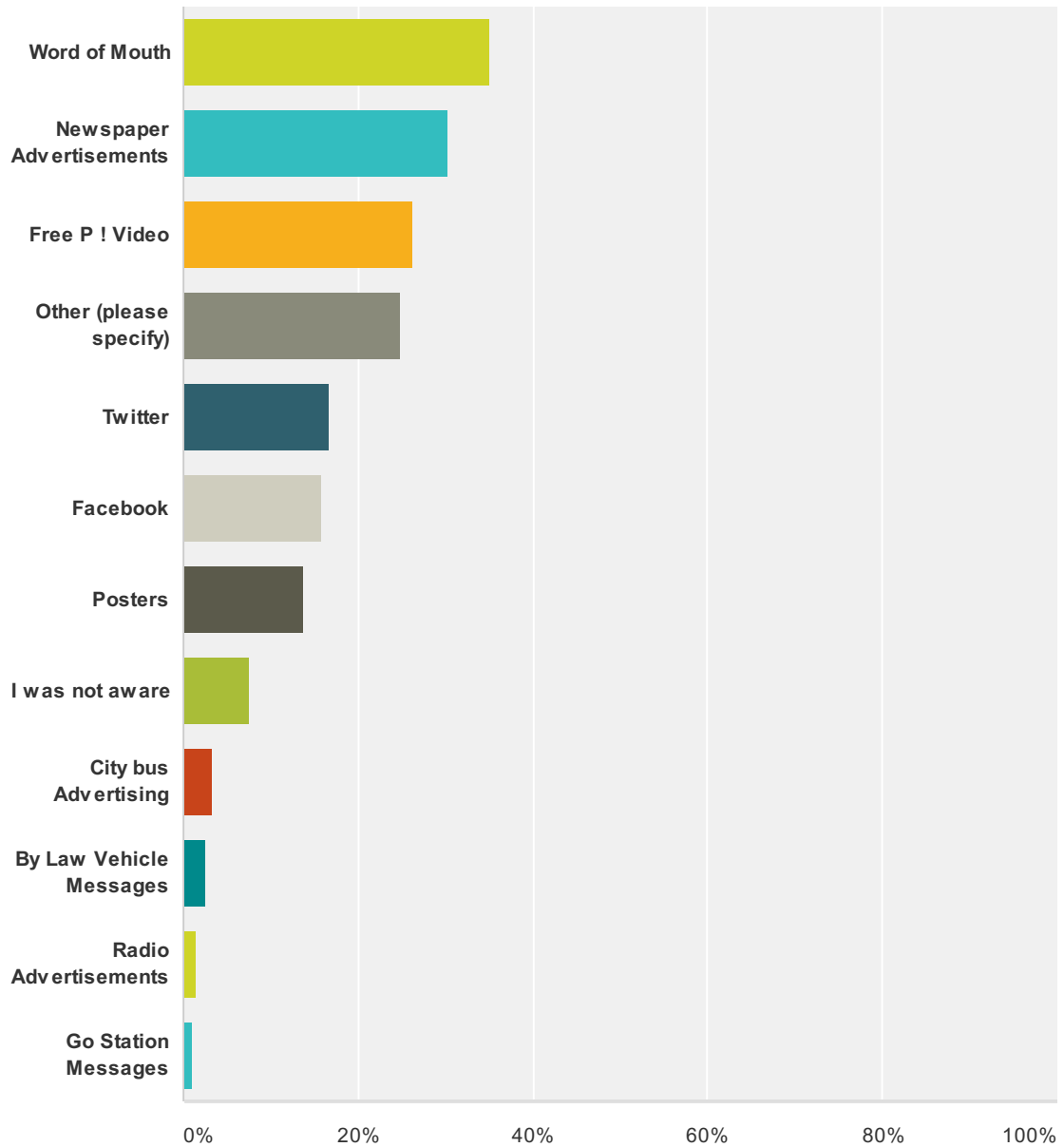
Answered: 278 Skipped: 2



| Answer Choices                     | Responses |            |
|------------------------------------|-----------|------------|
| Resident                           | 65.47%    | 182        |
| Business /Property Owner/ Operator | 18.71%    | 52         |
| Patron                             | 9.71%     | 27         |
| Work Downtown                      | 5.04%     | 14         |
| Other                              | 1.08%     | 3          |
| <b>Total</b>                       |           | <b>278</b> |

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

Answered: 277 Skipped: 3



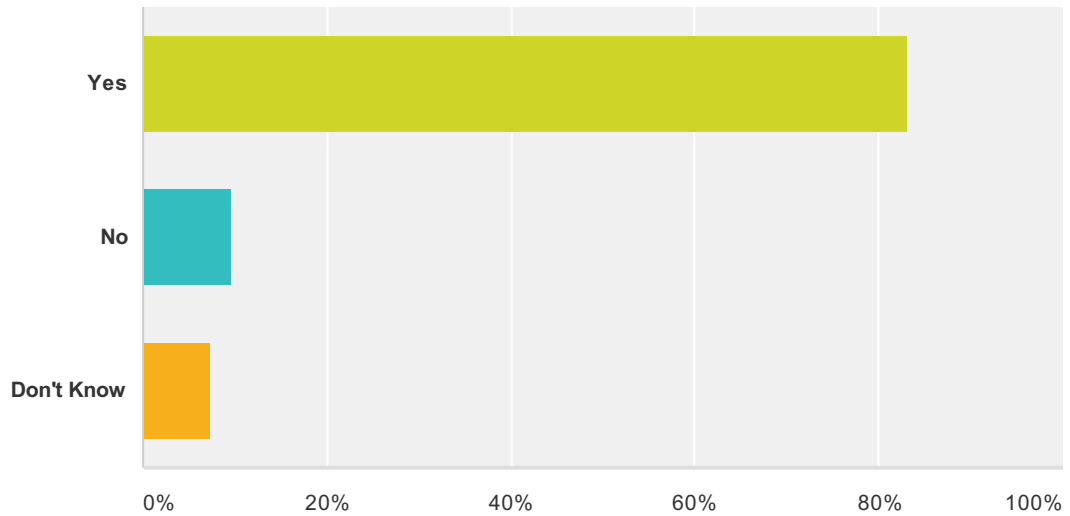
| Answer Choices           | Responses |
|--------------------------|-----------|
| Word of Mouth            | 35.02% 97 |
| Newspaper Advertisements | 30.32% 84 |
| Free P! Video            | 26.35% 73 |
| Other (please specify)   | 24.91% 69 |
| Twitter                  | 16.61% 46 |
| Facebook                 | 15.88% 44 |
| Posters                  | 13.72% 38 |

## Free Parking Downtown 2013/2014

|                               |       |    |
|-------------------------------|-------|----|
| I was not aware               | 7.58% | 21 |
| City bus Advertising          | 3.25% | 9  |
| By Law Vehicle Messages       | 2.53% | 7  |
| Radio Advertisements          | 1.44% | 4  |
| Go Station Messages           | 1.08% | 3  |
| <b>Total Respondents: 277</b> |       |    |

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

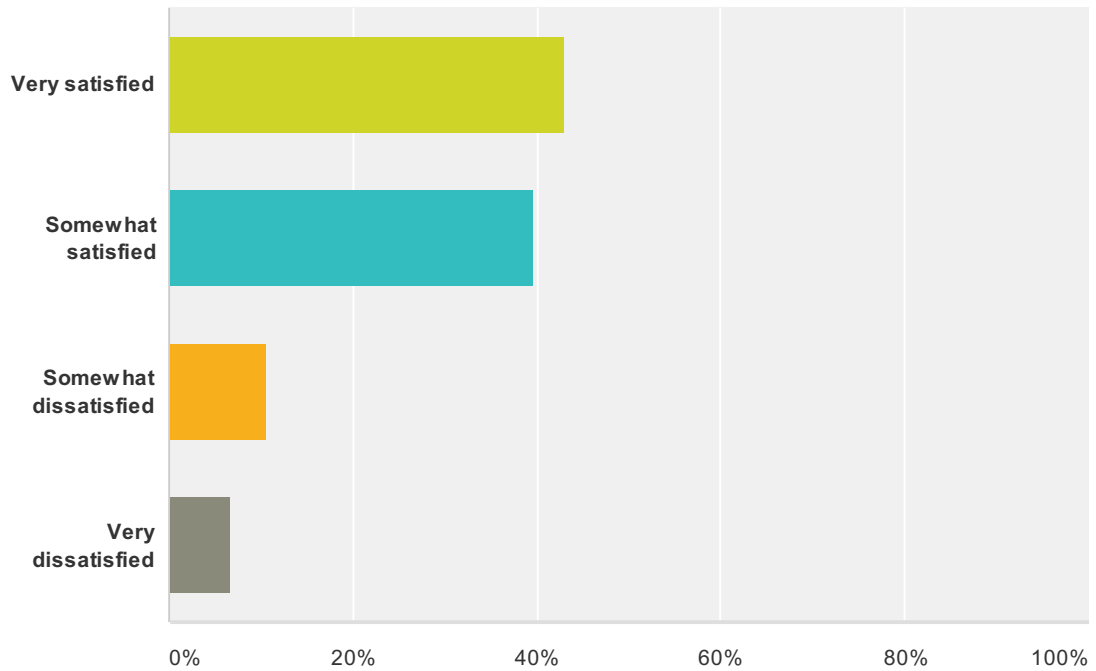
Answered: 272 Skipped: 8



| Answer Choices | Responses  |
|----------------|------------|
| Yes            | 83.09% 226 |
| No             | 9.56% 26   |
| Don't Know     | 7.35% 20   |
| <b>Total</b>   | <b>272</b> |

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

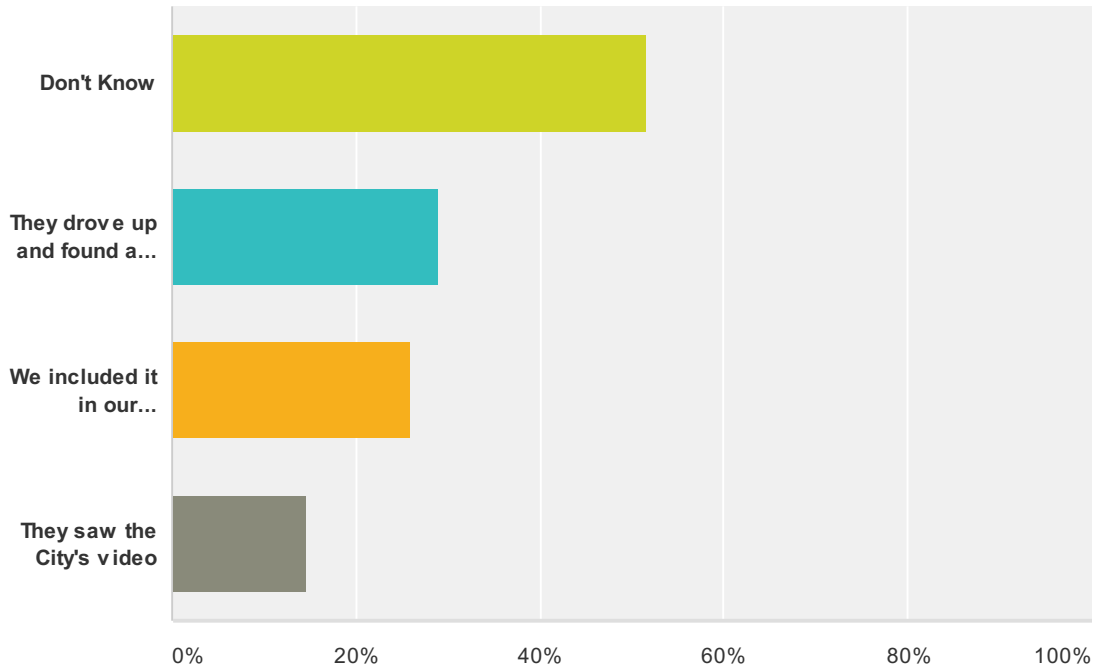
Answered: 270 Skipped: 10



| Answer Choices        | Responses  |
|-----------------------|------------|
| Very satisfied        | 42.96% 116 |
| Somewhat satisfied    | 39.63% 107 |
| Somewhat dissatisfied | 10.74% 29  |
| Very dissatisfied     | 6.67% 18   |
| <b>Total</b>          | <b>270</b> |

**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 9)**

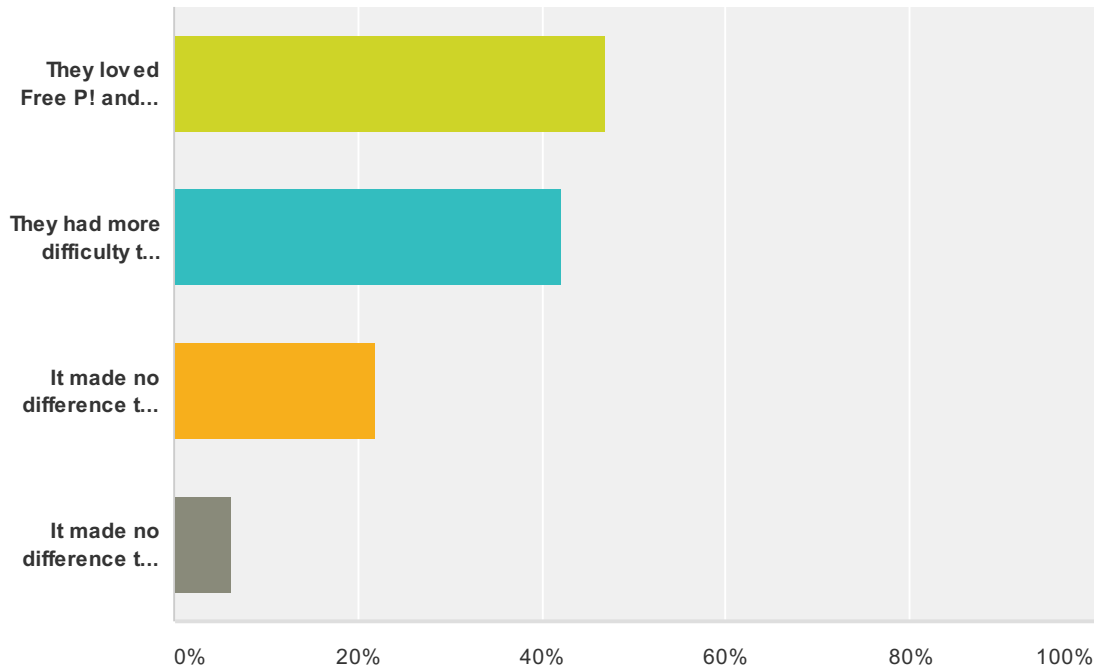
Answered: 62 Skipped: 218



| Answer Choices                                   | Responses |
|--|-----------|
| Don't Know                                       | 51.61% 32 |
| They drove up and found a spot                   | 29.03% 18 |
| We included it in our promotion to our customers | 25.81% 16 |
| They saw the City's video                        | 14.52% 9  |
| <b>Total Respondents: 62</b>                     |           |

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

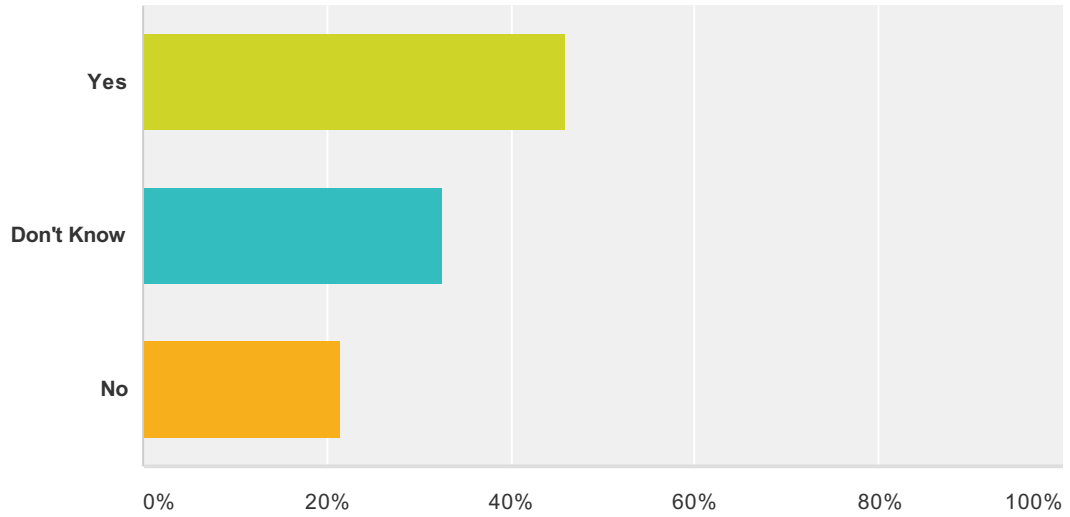
Answered: 64 Skipped: 216



| Answer Choices  | Responses |    |
|---|-----------|----|
| They loved Free P! and came Downtown because of it                                  | 46.88%    | 30 |
| They had more difficulty than usual finding a spot                                  | 42.19%    | 27 |
| It made no difference to their decision to shop Downtown but was appreciated        | 21.88%    | 14 |
| It made no difference to their decision to shop Downtown and made it more difficult | 6.25%     | 4  |
| <b>Total Respondents: 64</b>  |           |    |

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

Answered: 98 Skipped: 182

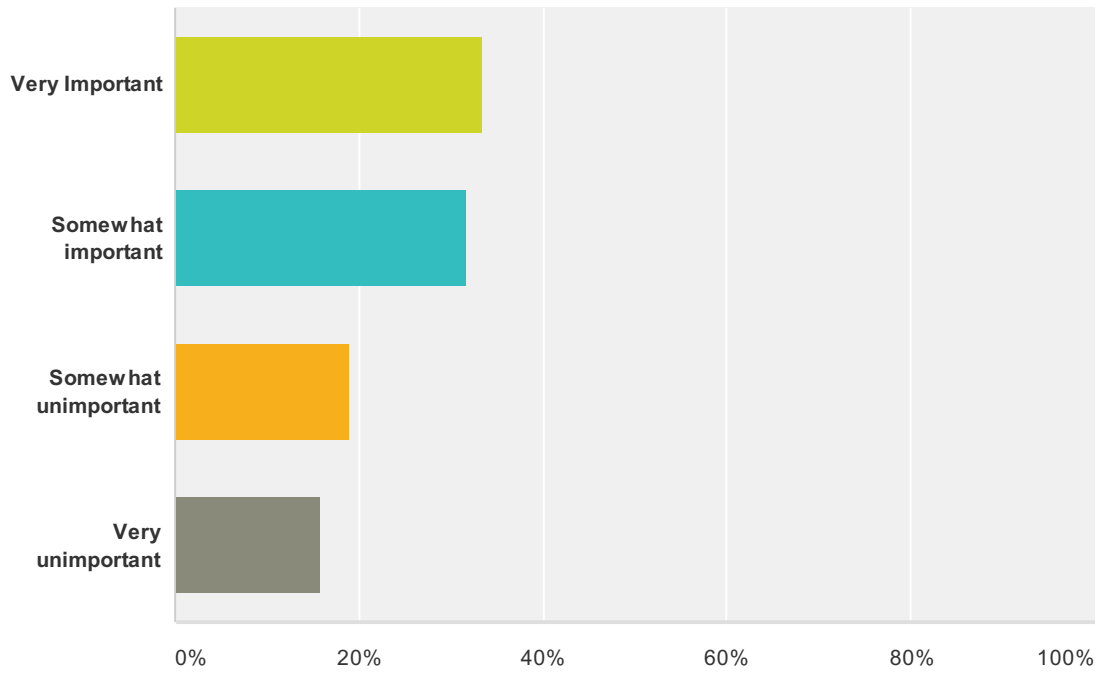


| Answer Choices | Responses |           |
|----------------|-----------|-----------|
| Yes            | 45.92%    | 45        |
| Don't Know     | 32.65%    | 32        |
| No             | 21.43%    | 21        |
| <b>Total</b>   |           | <b>98</b> |



### Q8 How important was the Free P! campaign to your business' overall performance in December ?

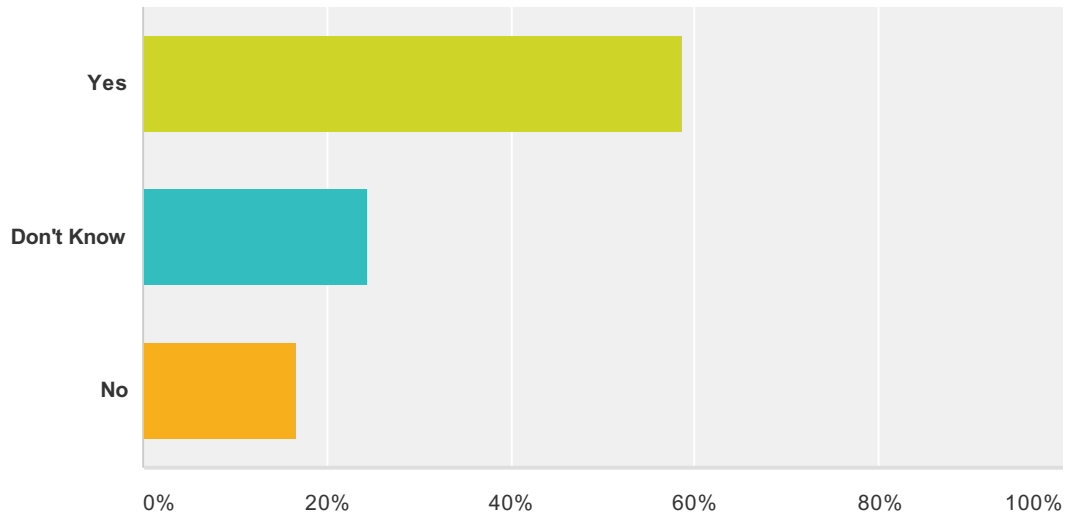
Answered: 63 Skipped: 217



| Answer Choices       | Responses |           |
|----------------------|-----------|-----------|
| Very Important       | 33.33%    | 21        |
| Somewhat important   | 31.75%    | 20        |
| Somewhat unimportant | 19.05%    | 12        |
| Very unimportant     | 15.87%    | 10        |
| <b>Total</b>         |           | <b>63</b> |

### Q9 Overall do you feel that the Free P! campaign was successful ?

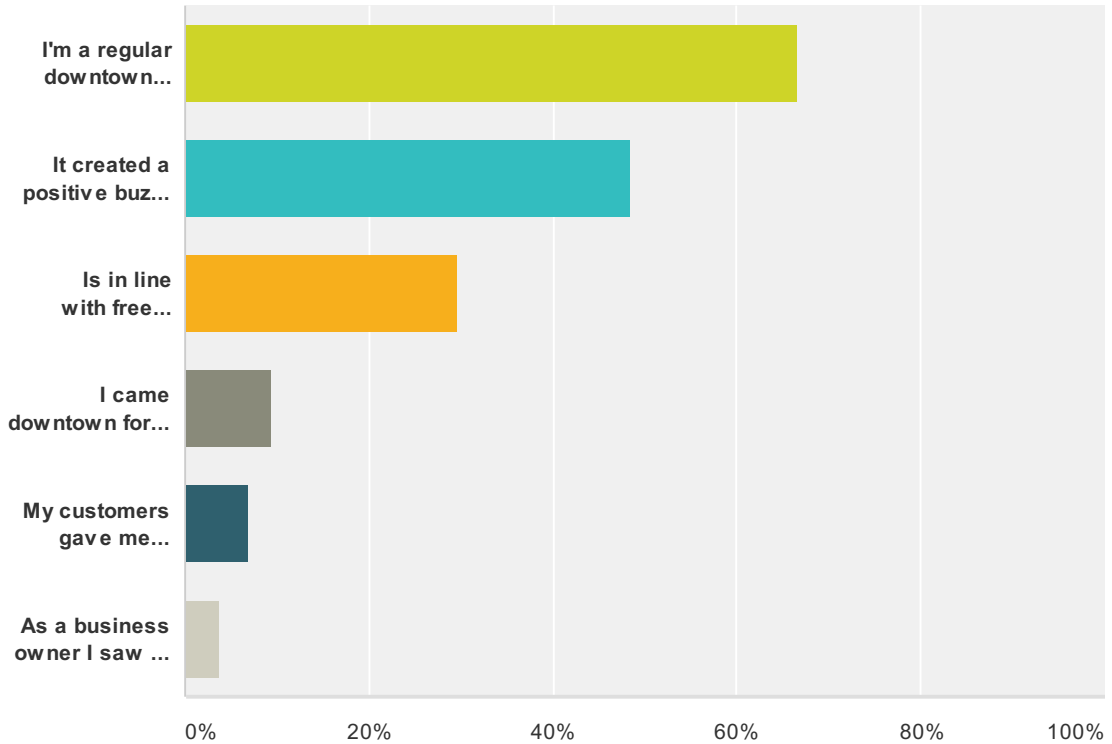
Answered: 257 Skipped: 23



| Answer Choices | Responses  |
|----------------|------------|
| Yes            | 58.75% 151 |
| Don't Know     | 24.51% 63  |
| No             | 16.73% 43  |
| <b>Total</b>   | <b>257</b> |

**Q10 If you checked yes, to Q9, that the free parking was successful, what made it successful in your view? (Check all that apply.)**

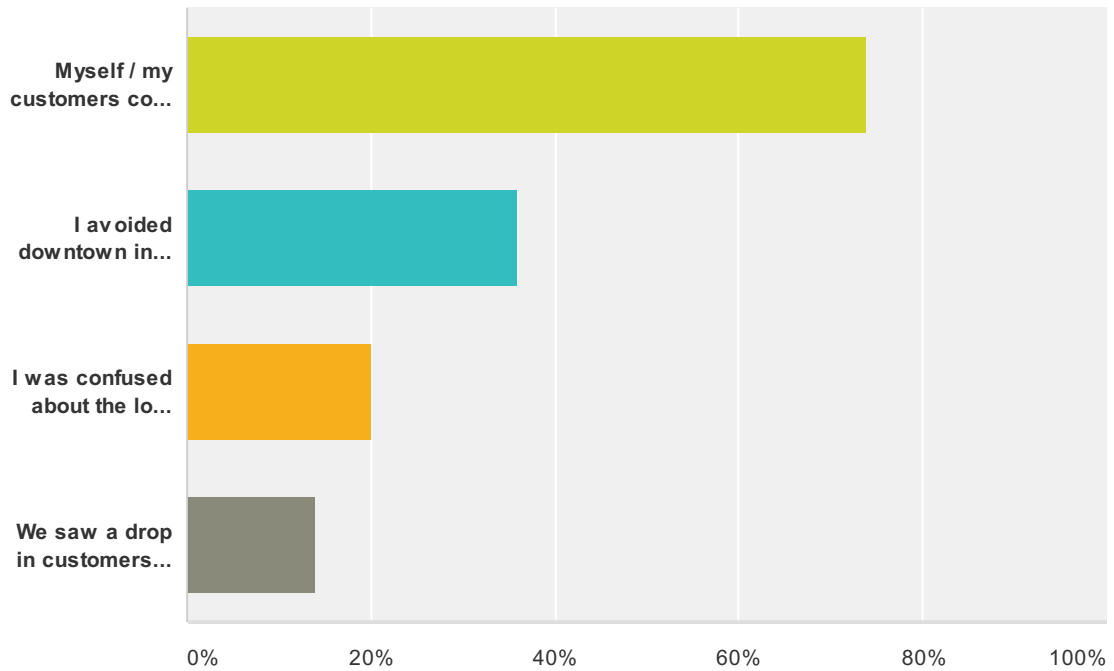
Answered: 159 Skipped: 121



| Answer Choices  | Responses  |
|---|------------|
| I'm a regular downtown visitor, but it was nice not to have to pay for a change                                   | 66.67% 106 |
| It created a positive buzz about the downtown   | 48.43% 77  |
| Is in line with free parking programs offered in other cities; so it helps us stay competitive.                   | 29.56% 47  |
| I came downtown for the first time because parking was free   | 9.43% 15   |
| My customers gave me positive feedback about the program, and said it influenced their decision to come downtown. | 6.92% 11   |
| As a business owner I saw an increase in customers  | 3.77% 6    |
| <b>Total Respondents: 159</b>   |            |

**Q11 If you checked no, to Q9, that the free parking was not successful, please tell us why. (Check all that apply.)**

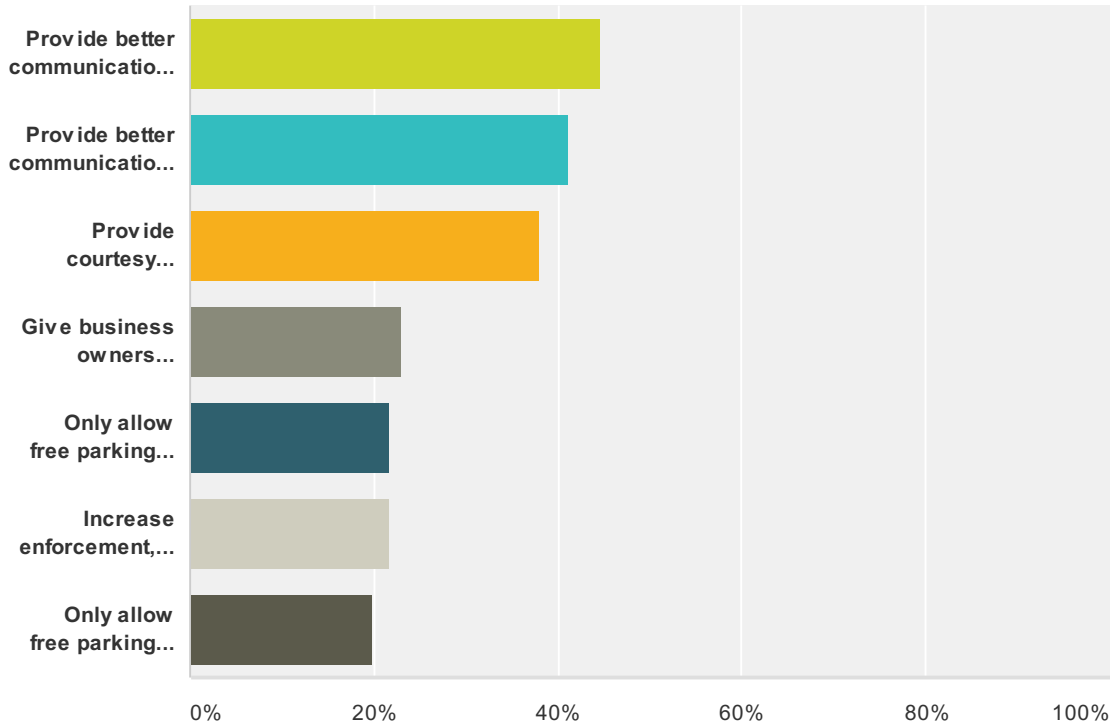
Answered: 50 Skipped: 230



| Answer Choices   | Responses |    |
|--|-----------|----|
| Myself / my customers could not find parking.                  | 74%       | 37 |
| I avoided downtown in December because I couldn't find parking | 36%       | 18 |
| I was confused about the lots where Free P! applied            | 20%       | 10 |
| We saw a drop in customers because they couldn't find parking  | 14.00%    | 7  |
| <b>Total Respondents: 50</b>                                   |           |    |

**Q12 We have received a number of recommendations on how to improve the program. Please indicate below which ones you support. ( Check all that apply)**

Answered: 231 Skipped: 49



| Answer Choices  | Responses            |
|---|----------------------|
| Provide better communication about the program and educate all users  | <b>44.59%</b><br>103 |
| Provide better communication about the time limited parking on street   | <b>41.13%</b><br>95  |
| Provide courtesy notices to violators, if restrictions are placed on free parking   | <b>38.10%</b><br>88  |
| Give business owners unlimited free parking tokens to give to their customers to use in meters/lots in December, but retain the paid parking regime | <b>22.94%</b><br>53  |
| Only allow free parking in lots   | <b>21.65%</b><br>50  |
| Increase enforcement, if restrictions are placed on the free program  | <b>21.65%</b><br>50  |
| Only allow free parking on street   | <b>19.91%</b><br>46  |
| <b>Total Respondents: 231</b>   |                      |