

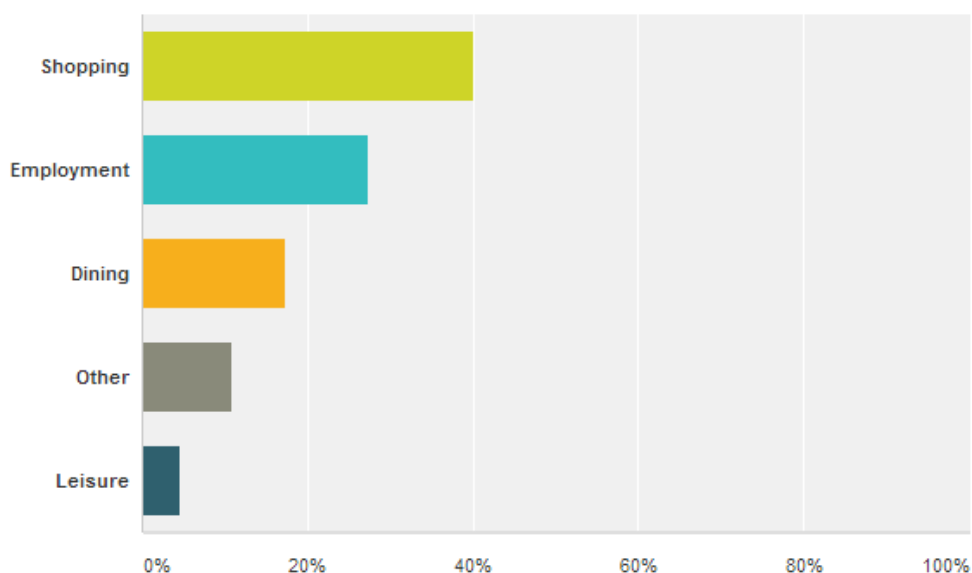
Summary of Online Survey Results

As of February 27, 2014 we have collected 111 responses to our online survey. These results were collected beginning January 20th. The survey asked twenty-one questions with the intent of better understanding of who is using the parking in the downtown area, and how they are using it.

For the purposes of this process, it makes sense to focus the analysis of the responses on how respondents answered Question 3, “Which of the following answers best describes your most frequent use of the downtown parking in Peterborough?” and their answers to the subsequent questions about where they park. This summary focuses on the top three groups of responders, Shoppers, Workers and Diners, which make up 84.5% of the responders.

Which of the following answers best describes your most frequent use of downtown parking in Peterborough?

Answered: 110 Skipped: 1



Answer Choices	Responses	
Shopping	40%	44
Employment	27.27%	30
Dining	17.27%	19
Other	10.91%	12
Leisure	4.55%	5
Total		110

Shoppers – 44 Respondents

Of those respondents who completed the survey, 44 of them described their use of downtown parking as shopping. 25 of those shoppers indicated that they typically parked for an hour or less, 12 parked for one to two hours, and the remaining seven respondents typically parked between two and four hours. When asked on a typical day, how many times do they drive into or out of downtown Peterborough, 27 respondents reported one to two trips, 11 reported two to three trips, and two reported four or five trips in and out of the downtown on a typical day.

Overwhelmingly these respondents drove into town; 39 reported driving their own car alone; only 3 reported getting into town either via walking or on a bike. When asked why they drove, 18 reported that they needed their car during the day for business, 15 preferred the convenience of their own vehicle, and 14 answered that they live too far away to bike and there are no other alternatives to driving. When asked to rank why they chose this particular mode of transportation, overwhelmingly the respondents chose “Convenience” as their primary reason.

When asked to rank the factors that influence where they typically choose to park, “Proximity/Convenience” was overwhelmingly the most important factor, followed by availability and weather. When asked about their overall satisfaction with parking in downtown Peterborough, 14 of these responded that they were highly satisfied, 18 as satisfied, 7 as neutral, 2 dissatisfied, and 1 as highly dissatisfied. Respondents were then asked to identify where they park most frequently, choosing as many parking areas as necessary:

Answer Choices	Responses	
2 - Toadstool	65.12%	28
9 - Grove St	60.47%	26
4 - Roy's	60.47%	26
10 - Main St	58.14%	25
7 - Depot Square	58.14%	25
1 - Depot Park	30.23%	13
16 - Library	25.58%	11
8 - Municipal Lot	16.28%	7
5 - 35/45 Main St.	11.63%	5
3 - Sunapee Bank	11.63%	5
13 - School St.	11.63%	5
12 - Phoenix Lane	6.98%	3
6 - 9 Main St.	4.65%	2
11 - Guernsey	4.65%	2
14 - Fire Department	2.33%	1
15 - 20 Grove St	2.33%	1
Total Respondents: 43		

Workers – 30 Respondents

The second largest group of respondents identified “employment” as their primary reason for parking in the downtown. When asked to describe their business, 11 respondents reported that they worked in an office, 8 worked for government, 4 chose “other”, 2 retail, 2 non-profit, 1 restaurant/food service, and 1 service. When asked what street or general area their place of employment is located, 16 responded on Grove Street between Main Street and School Street, 7 identified Main Street and 7 identified Depot Square.

Most of the respondents (22) reported that they worked a full-time schedule, 8 reporting a part-time schedule, and the majority also reported working a fairly typical Monday through Friday schedule. When asked how long their vehicles typically occupied a space in the downtown, 12 reported eight or more hours, 11 reported seven to eight hours, 3 reported five to six hours, and 3 reported other increments. When asked how many times they drove in and out of the downtown on a typical day, 17 reported once or twice, 7 reported two to three times, 4 reported three to four times, and 1 reported four to five times.

When asked about their usual mode of transportation, 27 respondents drove their own car alone, and 2 reported walking or riding a bike. Respondents were asked why they chose that particular mode and were given the opportunity to choose multiple responses; 18 responded that they live too far away to bike and there are no other alternatives to driving; 14 responded that they have obligations before and/or after work and need to get into and out of town quickly; 13 reported that they need their car during the day for business, and 12 prefer the convenience of their own vehicle. Other choices received significantly fewer responses. When asked to rank the factors that lead them to choose their preferred mode of transportation, “convenience” received the highest ranking, followed at a distance by reliability.

Respondents were also asked if their place of employment provides parking; 20 respondents reported that they did not, 7 said that they did, and 1 was unsure. When asked to rank the factors that influence their decision on where they typically choose to park, respondents far and away ranked proximity/convenience as the most important factor, distantly followed by availability and safety factors. When asked whether or not they are satisfied with parking in the downtown, 11 of these workers reported that they are dissatisfied with parking, 7 are satisfied, and 6 are neutral. Respondents were also asked where they most often parked, and were allowed to make all selections necessary:

Answer Choices	Responses	
8 - Municipal Lot	40.74%	11
1 - Depot Park	33.33%	9
10 - Main St	25.93%	7
9 - Grove St	22.22%	6
5 - 35/45 Main St.	22.22%	6
7 - Depot Square	22.22%	6
14 - Fire Department	18.52%	5
2 - Toadstool	14.81%	4
15 - 20 Grove St	14.81%	4
6 - 9 Main St.	11.11%	3
4 - Roy's	7.41%	2
3 - Sunapee Bank	7.41%	2
13 - School St.	7.41%	2
12 - Phoenix Lane	3.70%	1
16 - Library	3.70%	1
11 - Guernsey	0%	0
Total Respondents: 27		

Diners – 19 Respondents

Of the 19 respondents who identified themselves as diners, 8 reported that they typically park for between one and two hours a day, 6 reported less than one hour, four reported between two and three hours, and one reported between three and four hours. When asked how many times a day they drive into or out of the downtown, 7 reported one to two times, 7 reported two to three times, 2 reported three to four times, and 1 reported five or more times a day. When asked why they chose to drive, 6 replied that they prefer the convenience of their own vehicle, 5 have obligations that require them to get into or out of town quickly, and 4 report needing their car during the day for business. When asked to rank factors influencing their choice of transportation, convenience again was the more important factor.

When asked what factors influence their choice of place to park, diners far and away chose proximity/convenience over other factors, with availability as a distant second. When asked to assess their experience parking in downtown Peterborough, 9 diners report that they are highly satisfied, 5 report that they are satisfied, 1 reported feeling neutral, and 2 reported that they are dissatisfied. Diners were also given an opportunity to indicate where they frequently park, and were allowed to choose as many options as applicable:

Answer Choices	Responses
9 - Grove St	70.59% 12
7 - Depot Square	70.59% 12
2 - Toadstool	64.71% 11
1 - Depot Park	47.06% 8
10 - Main St	41.18% 7
4 - Roy's	35.29% 6
8 - Municipal Lot	23.53% 4
14 - Fire Department	17.65% 3
13 - School St.	11.76% 2
15 - 20 Grove St	11.76% 2
16 - Library	5.88% 1
12 - Phoenix Lane	0% 0
3 - Sunapee Bank	0% 0
5 - 35/45 Main St.	0% 0
6 - 9 Main St.	0% 0
11 - Guernsey	0% 0