2016 City of Dayton Downtown Parking Survey

July, 2016
Total Responses = 1,683
Q1: Please check the category below that best describes your primary interest in downtown Dayton:

Answered: 1,680    Skipped: 3

Total Responses

- I am a visitor/customer: 39.17%
- I live Downtown: 7.74%
- I live AND work downtown: 5.18%
- I own a business/property: 5.71%
- I work downtown: 37.20%
- Other (Explain): 5.00%

“Other” Responses

- Property
- Neighborhood
- Dayton
- Mcpherson Town
- Work Downtown
- Park
- Live
- School
- Downtown
- Business
- Visitor
- Events
- Entertainment
- Volunteer
Q2: Why do you visit downtown Dayton?

Answered: 651    Skipped: 1,032

- Shopping: 28.26%
- Bars/Breweries/Entertainment: 63.13%
- Personal Services: 35.02%
- Visual/Performing Arts: 66.82%
- Attorney/CPA/Insurance/Finance: 14.13%
- Dining/Restaurants: 71.99%
- Community Events: 64.52%
- City/Government: 30.26%
- Volunteer: 16.90%
- Medical: 3.84%
- School/Class: 6.76%
- Other (Explain): 14.75%

“Other” Responses

Downtown Security Dragons Games Sales Church River Scape Meetings Attend Business Ymca Library Events Dayton Parks Clients Friends Banking
Q21: In general, do you consider the parking supply in downtown Dayton to be adequate?

Answered: 1,626    Skipped: 57

Total Responses

- Most of the time;... 56.64%
- Rarely; I usually driv... 17.96%
- Yes, I never have a hard... 16.67%
- No; every time I come downt... 8.73%

Primary Take-Away:
Q22: What factor is most important to you when deciding where to park?

Answered: 1,621    Skipped: 62

Total Responses

Cost: 21.34%
Proximity to destination: 46.64%
Possibility of a ticket: 8.39%
Physical condition of...: 1.42%
Security: 11.10%
Ease of access: 5.86%
Other (please specify): 5.24%

Primary Take-Away:
Proximity to Their Destinations is the Prime Factor in Deciding Where to Park; but Fear of Getting Ticketed and the Ability to use Credit Cards to Pay are Also Top Factors.

"Other" Responses

Credit Card, Proximity to Their Destinations, Downtown, Amount Parking, Proximity Late at Night, Ticket, Weather, Event, Card Reader, Meters

Consider all of these Factors!
Q23: The rates charged for parking in downtown Dayton are:

Answered: 1,619    Skipped: 64

Total Responses

- In line with other cities... 26.99%
- Lower than other cities... 26.13%
- Higher than other cities... 8.96%
- I do not know 37.92%

**Primary Take-Away:**
As Verified by the Comparable Cities Analysis, Parking Rates and Fees Charged in Downtown Dayton Are Lower Than Many Other Midwest Cities of Similar Size to Dayton.
Q24: Are you willing or interested in using parking apps or other technology to locate, pay for, reserve, etc. parking? 
Answered: 1,616    Skipped: 67

Primary Take-Away: 
The Downtown Dayton Market is Receptive to New Parking Apps and Technologies.
Q32: On what days of the week do you typically park downtown?
Answered: 1,590    Skipped: 93

Primary Take-Away:
Downtown is Evolving Into a 24/7 Destination Place;
Dining, Entertainment and Residential Offerings Replacing Traditional Retail Activity.
Q30: What is your current age?

Answered: 1,593    Skipped: 90

Total Responses

- 18 to 24 years of age: 2.13%
- 25 to 34 years of age: 18.02%
- 35 to 44 years of age: 15.94%
- 45 to 54 years of age: 23.73%
- 55 to 64 years of age: 25.11%
- More than 65 years of age: 15.07%

Primary Take-Away:
Downtown Appeals to a Mixed Age Demographic.

*Results From 18 to 24 Year Olds May be Skewed Low Due to Summer Break at Sinclair Community College and Area Universities.
Q25: How would you rate the quality and clarity of the downtown parking signage?
Answered: 1,616    Skipped: 67

Total Responses

- Excellent: 2.54%
- Good: 32.92%
- Fair: 40.47%
- Poor: 13.74%
- Very Poor: 6.37%
- Don't Know: 3.96%

**Primary Take-Away:**
Mixed Results Compared to Open Comment Responses.
Room for Improvement!
Q26: I would describe enforcement of on-street parking regulations as:
Answered: 1,600   Skipped: 83

Primary Take-Away:

Mixed Results Compared to Open Comment Responses.

Employees Who Have Off-Street Parking Not Impacted by On-Street Enforcement.
Q27: Overall how would you rate the parking in Dayton?
Answered: 1,612    Skipped: 71

Total Responses

- Excellent - no significant...: 4.84%
- Good: 29.47%
- Average: 46.53%
- Bad: 13.90%
- Terrible - I avoid coming...: 5.27%

Primary Take-Away:
There is Always Room for Improvement, But This Statistic is Very Good for Any Downtown!
Q29: How often are you in the downtown area?

Answered: 1,600  Skipped: 83

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>560</td>
<td>35.50%</td>
</tr>
<tr>
<td>Weekdays</td>
<td>265</td>
<td>17.00%</td>
</tr>
<tr>
<td>3 to 4 days per week</td>
<td>148</td>
<td>9.25%</td>
</tr>
<tr>
<td>1 to 2 days per week</td>
<td>165</td>
<td>10.38%</td>
</tr>
<tr>
<td>Several days per month</td>
<td>283</td>
<td>17.31%</td>
</tr>
<tr>
<td>Once a month or less</td>
<td>115</td>
<td>7.12%</td>
</tr>
<tr>
<td>Occasional visit</td>
<td>58</td>
<td>3.44%</td>
</tr>
</tbody>
</table>

**Primary Take-Away:**

Repeat Customers Are an Important Element of Downtown’s Success.

Continuous Branding, Messaging and Communications are Important!
Customer/Visitor Responses
Q5: Which parking aspect most influences your decision to visit downtown Dayton?

Answered: 647    Skipped: 1,036

Customer/Visitor Responses

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability</td>
<td>24.88%</td>
</tr>
<tr>
<td>Cost</td>
<td>5.26%</td>
</tr>
<tr>
<td>Both, Equally</td>
<td>47.76%</td>
</tr>
<tr>
<td>Neither</td>
<td>18.39%</td>
</tr>
<tr>
<td>Other (Explain)</td>
<td>3.71%</td>
</tr>
</tbody>
</table>

Primary Take-Away:

In Addition to Cost and Availability, Customers Want to be Able to Pay With Credit Cards; Safety and Security are Also Concerns.

“Other” Responses

- Meters
- Safety
- Salon
- Parking
- Credit Card
Q8: On average, how much time do you spend on a typical trip downtown?
Answered: 645    Skipped: 1,038

Customer/Visitor Responses

Primary Take-Away:
Customers and Visitors Want More Time Than Two Hours For Their Typical Visits Downtown!
Q11: Where do you prefer to park?

Answered: 643    Skipped: 1,040

Customer/Visitor Responses

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the street at a parking...</td>
<td>28.93%</td>
</tr>
<tr>
<td>On the street, free (even in a private...)</td>
<td>30.95%</td>
</tr>
<tr>
<td>Off the street in a public...</td>
<td>16.80%</td>
</tr>
<tr>
<td>Off the street in a private...</td>
<td>6.84%</td>
</tr>
<tr>
<td>Parking garage</td>
<td>9.33%</td>
</tr>
<tr>
<td>Other (Explain)</td>
<td>7.15%</td>
</tr>
</tbody>
</table>

Primary Take-Away:

Customers and Visitors Prefer to Park On-Street, as Close to Their Destinations as Possible.

“Other” Responses

- Meter Closest Destination
- Depends on Parking
- For Street
Q14: In general, how far are you willing to walk from your parking space to your destination?
Answered: 643    Skipped: 1,040

**Primary Take-Away:**
Customers Prefer to Park On-Street and They Are Willing to Walk Reasonable Distances to Their Destinations.
Q16: On average, how much time do you spend looking for a parking space once you arrive in downtown Dayton?

Answered: 638    Skipped: 1,045

Customer/Visitor Responses

- I am usually able to find... 13.79%
- A few minutes 51.88%
- 5 to 10 minutes 27.59%
- More than 10 minutes 6.74%

Primary Take-Away:
This Indicates That, Overall, On-Street Parking Availability and Turnover is Good!
Q18: If parking is not available in front of my destination, I will:
Answered: 644    Skipped: 1,039

Customer/Visitor Responses

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circle the block await...</td>
<td>12.58%</td>
</tr>
<tr>
<td>Park a block or two away...</td>
<td>78.26%</td>
</tr>
<tr>
<td>Leave downtown and go...</td>
<td>9.16%</td>
</tr>
</tbody>
</table>

**Primary Take-Away:**
There is Not a Lack of Parking Supply Downtown.
Customers Are Willing to Walk Reasonable Distances to Their Destinations.
Walkability and Pedestrian Access is Important!
Business/Employee Responses
Q6: How far is your parking location from your place of business?
Answered: 714    Skipped: 969

Business/Employee Responses

<table>
<thead>
<tr>
<th>Distance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately adjacent</td>
<td>58.68%</td>
</tr>
<tr>
<td>About 1 block away</td>
<td>31.65%</td>
</tr>
<tr>
<td>2-3 blocks away</td>
<td>7.28%</td>
</tr>
<tr>
<td>4 blocks or more</td>
<td>2.38%</td>
</tr>
</tbody>
</table>

Good News!
This Indicates There is Ample and Convenient Off-Street Parking Supply Serving Major Employment Centers.
Q9: How much, if any, does your employer / business contribute to your annual parking cost?

Answered: 708  Skipped: 975

**Primary Take-Away:**

47.5% of Downtown Employers Pay All or Share the Cost of Parking For Their Employees.

This Could indicate that 50% of Downtown Employers Pay the Total Cost of Employee Parking.

This Can be Good AND Bad!
Q3: When you come downtown to go to work, where do you park?
Answered: 726  Skipped: 957

Business/Employee Responses

- On the street at a parking... 6.47%
- On the street (free) 4.82%
- Off the street in a public... 5.23%
- Off the street in a private... 29.75%
- Parking garage 48.21%
- Other (Explain) 5.51%

83%

Good News!:
Long-Term Parkers are Respecting On-Street Parking Spaces That are Intended for Customers and Visitors.
Q12: How often do you stay or return downtown for entertainment purposes?

Answered: 707  Skipped: 976

Business/Employee Responses

- Once a month: 30.98%
- 2-4 times a month: 29.70%
- 5 or more times a month: 23.06%
- Never: 16.27%

Primary Take-Away:
Employees and Business Owners Are Also Some of the Most Loyal Downtown Customers!
Q15: Do you have customers or clients who often visit your business?
Answered: 706   Skipped: 977

**Primary Take-Away:**
Most Downtown Businesses and Major Employers Need Well Managed On-Street Parking for Their Customers and Visitors.
Q17: Where do those clients or customers typically park?

Answered: 596    Skipped: 1,087

**Primary Take-Away:**
Results Re-Emphasize That Customers and Visitors Prefer On-Street Parking; Developing a More Robust Merchant Validation Program Should be Considered.

**Business/Employee Responses**

<table>
<thead>
<tr>
<th>Parking Type</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Street</td>
<td>35.40%</td>
</tr>
<tr>
<td>Off-Street Public Surface</td>
<td>4.36%</td>
</tr>
<tr>
<td>Off-Street Private Surface</td>
<td>18.62%</td>
</tr>
<tr>
<td>Parking Garage</td>
<td>28.19%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>6.88%</td>
</tr>
<tr>
<td>Other (Explain)</td>
<td>6.54%</td>
</tr>
</tbody>
</table>

**“Other” Responses**

Parking Meters Place Parking Garage Gated Street On-street
Q19: Based on what you hear from these clients or customers, how would you rate their parking experience?

Answered: 589  Skipped: 1,094

Business/Employee Responses

- **Excellent - no significant...** 12.39%
- **Good** 19.35%
- **Average** 26.99%
- **Bad** 13.24%
- **Terrible - they avoid...** 18.68%
- **Don't know** 9.34%

**Primary Take-Away:**
Improving the On-Street Parking Experience is Important for Downtown Businesses.

There is Room for Improvement!
Q20: Do you pay for your customer’s parking?

Answered: 583    Skipped: 1,100

**Primary Take-Away:**

Opportunity to Create a Merchant Validation Program for On-Street Parking With Current Available Technology.
Resident Responses
Q7: At your place of residence, where do you park?

Answered: 218    Skipped: 1,465

Resident Responses

- On the street at a parking... 2.29%
- On the street (free) 29.36%
- Off the street in a public... 0.92%
- Off the street in a surface... 15.14%
- Garage attached to ... 41.74%
- Other (please specify) 10.55%

**Primary Take-Away:**

Creating and On-Street Residential Parking Permit System May Make Sense for Some of the Close-In Neighborhoods, Like the Oregon District.

**“Other” Responses**

Detached Garage, House Residence, Not Attached Parking, Street
Q10: How often do visitors affect the convenience of parking at your residence?
Answered: 215    Skipped: 1,468

Resident Responses

- Often: 20.00%
- Sometimes: 31.63%
- Rarely: 23.72%
- Never: 24.65%

Primary Take-Away:
Employee and Commercial Parking Appears NOT to be Spilling Over Into the Close-In Neighborhoods!
Q13: Based on what you hear from visitors to your home, how would you rate their parking experience?

Answered: 210    Skipped: 1,473

Resident Responses

Excellent - no significant... 12.38%
Good 23.81%
Average 40.00%
Bad 9.52%
Terrible - they avoid... 12.38%
Don't know 1.90%

36% 22%

Primary Take-Away:

While the Majority of Residential Respondents Indicate There is No Problem With Their Guest Parking, the 22% Negative Response Rate is Cause for Concern.
Q4: Which of the following best describes your residence?

Answered: 221    Skipped: 1,462

Resident Responses

- Apartment building: 19.46%
- Condo building: 26.24%
- Single family home in the...: 10.86%
- Single family home in a...: 34.84%
- Other (Explain): 8.60%

“Other” Responses

- Oregon District
- Single Family
- Townhouse
- Patterson Place
Final Open-Ended Responses
Please share your suggestions for improving downtown parking options.
Answered 797

Responses Grouped Into 17 Categories Ranked As Follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Free Parking/No Meters:</td>
<td>18.3%</td>
</tr>
<tr>
<td>2. Parking Enforcement Personnel:</td>
<td>15.5%</td>
</tr>
<tr>
<td>3. Need More Parking:</td>
<td>11.5%</td>
</tr>
<tr>
<td>4. Ability to Pay With Credit Cards:</td>
<td>9.8%</td>
</tr>
<tr>
<td>5. Don’t Like Time Limits:</td>
<td>9.2%</td>
</tr>
<tr>
<td>6. Too Expensive/Lower Costs:</td>
<td>8.9%</td>
</tr>
<tr>
<td>7. Improve Signage:</td>
<td>8.7%</td>
</tr>
<tr>
<td>8. Uncategorized:</td>
<td>7.9%</td>
</tr>
<tr>
<td>9. Safety/Security Concerns:</td>
<td>6.2%</td>
</tr>
<tr>
<td>10. Don’t Like Back-in Parking:</td>
<td>5.8%</td>
</tr>
<tr>
<td>11. Physical Condition of Garages/Lots:</td>
<td>5.8%</td>
</tr>
<tr>
<td>12. Want Parking Apps:</td>
<td>4.0%</td>
</tr>
<tr>
<td>13. No Parking Problems:</td>
<td>2.9%</td>
</tr>
<tr>
<td>14. Need More ADA Spaces:</td>
<td>1.4%</td>
</tr>
<tr>
<td>15. Better Transit Options:</td>
<td>1.3%</td>
</tr>
<tr>
<td>16. One Way Streets:</td>
<td>0.6%</td>
</tr>
<tr>
<td>17. Valet Complaints:</td>
<td>0.4%</td>
</tr>
</tbody>
</table>
Please share your suggestions for improving downtown parking options.

Answered 797