

**QUESTIONS FOR APRIL DANETRAK SURVEY – DRAFT 3**

**NOW, I HAVE SOME QUESTIONS ABOUT VISITING DOWNTOWN MADISON, WHICH INCLUDES THE CAPITOL SQUARE, STATE STREET AND UW CAMPUS AREAS.**

18. On a scale where 1=NOT AT ALL IMPORTANT and 10=EXTREMELY IMPORTANT, please rate these factors in terms of providing a quality experience when visiting Downtown Madison. How about... [READ AND ROTATE. USE 99=DON'T KNOW/REFUSED/NOT APPLICABLE.]

RATING

- \_\_\_\_\_ a. Wide range of retail stores for shopping
- \_\_\_\_\_ b. Cleanliness of the streets
- \_\_\_\_\_ c. Street lighting at night
- \_\_\_\_\_ d. Smooth flow of traffic
- \_\_\_\_\_ e. Available parking in city ramps and lots
- \_\_\_\_\_ f. Entertainment choices at public and private venues
- \_\_\_\_\_ g. Restaurants and other dining establishments
- \_\_\_\_\_ h. Bars and night clubs
- \_\_\_\_\_ i. Signage to destination spots
- \_\_\_\_\_ j. Presence of police for security
- \_\_\_\_\_ k. Public transportation including buses and shuttles
- \_\_\_\_\_ *l. construction*

19. In the last year, have you personally driven to Downtown Madison for these reasons? How about for... [READ AND ROTATE.]

	<u>YES</u>	<u>NO</u>	<u>DK/REF/NA</u>
a. Work .....	1	2	9
b. School.....	1	2	9
c. Meetings .....	1	2	9
d. Shopping.....	1	2	9
e. Entertainment.....	1	2	9
f. Dining.....	1	2	9
g. Business .....	1	2	9
h. Live there.....	1	2	9
i. Recreation.....	1	2	9
j. Other .....	1	2	9

20. Would you say the number of times that you have personally driven to Downtown Madison has INCREASED, DECREASED or STAYED THE SAME?

- 1 ..... Increased ..... **ASK Q.21a**
- 2 ..... Decreased..... **ASK Q.21b**
- 3 ..... Stay the same ..... **SKIP TO Q.22**
- 9 ..... Don't Know/Refused/Not Applicable..... **SKIP TO Q.22**

21a. What is the main reason that you are driving more to Downtown Madison? [PROBE: ANY OTHER REASONS? DO NOT READ THE ANSWERS.]

<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	
01	01	01	01	01 -- Started working in Downtown
02	02	02	02	02 -- To do shopping there
03	03	03	03	03 -- Moved from Downtown
04	04	04	04	04 -- New parking ramps/lots/places opened up
05	05	05	05	05 -- Employer paid for parking
06	06	06	06	06 -- Found it more convenient to drive there
07	07	07	07	07 -- Got tired of taking the bus
08	08	08	08	08 -- Stopped car pooling
09	09	09	09	09 -- Felt safer in my own vehicle
10	10	10	10	10 -- Job required driving Downtown
11	11	11	11	11 -- Started going to school there
12	12	12	12	12 -- Entertainment and recreation opportunities
13	--	--	--	13 -- Other _____
--	--	14	--	14 -- Other _____
--	--	--	15	15 -- Other _____
--	--	--	16	16 -- Other _____
99	99	99	99	99 -- Don't Know/Refused/Not Applicable

21b. What is the main reason that you are driving less to Downtown Madison? [PROBE: ANY OTHER REASONS? DO NOT READ THE ANSWERS.]

<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	
01	01	01	01	01 -- Work place location has changed
02	02	02	02	02 -- Do my shopping elsewhere
03	03	03	03	03 -- Now live Downtown
04	04	04	04	04 -- Can't find parking places/ramps full
05	05	05	05	05 -- Parking costs too much
06	06	06	06	06 -- Traffic congestion/problems
07	07	07	07	07 -- Take the bus
08	08	08	08	08 -- Car pooling
09	09	09	09	09 -- Concerned about personal safety/panhandlers/muggings/crime
10	10	10	10	10 -- Retired from working
11	11	11	11	11 -- Graduated or stopped going to school there
12	12	12	12	12 -- Lack of cleanliness, upkeep of streets
13	13	13	13	13 -- Biking or walking instead of driving
14	--	--	--	14 -- Other <i>Construction</i>
--	--	15	--	15 -- Other _____
--	--	--	16	16 -- Other _____
--	--	--	17	17 -- Other _____
99	99	99	99	99 -- Don't Know/Refused/Not Applicable

22. When you personally drive to Downtown Madison, do you ever park in these places? **[READ AND ROTATE.]**

	<u>YES</u>	<u>NO</u>	<u>DK/REF/NA</u>
a. City parking ramps .....	1 .....	2.....	9
b. City parking lots .....	1 .....	2.....	9
c. Metered parking spaces on the street .....	1 .....	2.....	9
d. Private pay parking facility.....	1 .....	2.....	9
e. University of Wisconsin parking facility or lot.....	1 .....	2.....	9
f. Free on-street parking spaces.....	1 .....	2.....	9
g. Free parking spaces at a residence .....	1 .....	2.....	9
h. Free parking spaces at a businesses .....	1 .....	2.....	9
i. Other .....	1 .....	2.....	9

23. Is the **amount** of public parking in Downtown Madison adequate to meet your needs?

- 1 .... YES
- 2 .... NO
- 9 .... Don't Know/Refused/Not Applicable

24. Is the **cost** to park Downtown in Madison City ramps and lots reasonable?

- 1 .... YES
- 2 .... NO
- 9 .... Don't Know/Refused/Not Applicable

25. Is the **location** of parking in Downtown Madison usually convenient to your destination?

- 1 .... YES
- 2 .... NO
- 9 .... Don't Know/Refused/Not Applicable

26. What is one thing the City of Madison could do to improve the parking situation Downtown?  
**[PROBE: ANY OTHER REASONS? DO NOT READ THE ANSWERS.]**

<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	
01	01	01	01	01 – Make parking free
02	02	02	02	02 – Charge less for parking
03	03	03	03	03 – Build more parking ramps
04	04	04	04	04 – Remove reserved spaces in City parking ramps
05	05	05	05	05 – Restrict the number of vehicles coming Downtown
06	06	06	06	06 – Build a trolley system
07	07	07	07	07 – Promote use of the bus system
08	08	08	08	08 – Promote car pooling
09	09	09	09	09 – Offer parking payment options like credit/debit cards
10	10	10	10	10 – Remove free parking slots for government officials
11	11	11	11	11 – Allow more private construction of ramps and lots
12	12	12	12	12 – Change traffic patterns
13	13	13	13	13 – Improve signage to parking ramps and lots
14	--	--	--	14 -- Other _____
--	15	--	--	15 -- Other _____
--	--	16	--	16 -- Other _____
--	--	--	17	17 -- Other _____
99	99	99	99	99 -- Don't Know/Refused/Not Applicable