

TRANSIT AND PARKING COMMISSION COVER SHEET

AGENDA ITEM: F.1.

MEETING DATE: June 12, 2007

ITEM Gene Kroupa & Associates April 2007 DaneTrak survey

STAFF DISCUSSION OF ITEM: The Transit and Parking Commission previously authorized a survey of Dane County residents by Gene Kroupa & Associates. Proposed questions were submitted to the TPC and business groups for their review and many of their ideas were incorporated into the final questions. The data was obtained through telephone surveys of 400 (200 men and 200 women) Dane County residents at least 18 years old and was conducted April 9 – 20, 2007.

The purpose of the survey was to:

- Determine why people come downtown and what contributes to a quality experience
- Determine why people are coming downtown more or less than before and relate it to occupancy
- Determine where people park when they come downtown
- Determine the public's perception as to the amount, location and cost of downtown parking
- Find out what the City of Madison could do to improve the parking experience downtown

The results of the survey can be used to direct our operational and marketing strategies and to set a baseline to measure future improvement efforts.

The survey started with a very broad question: Rate 12 items in terms of providing a quality experience when visiting downtown. This included parking availability, retail store selection, cleanliness, street lighting, traffic issues, entertainment choices, signage, police, public transportation and street construction. To our surprise, "street lighting at night" was the #1 issue for Dane County residents providing a quality downtown experience. Since street lighting is a security issue, it's imperative that the Parking Utility provides good security and lighting in its facilities. Restaurants and dining came in second most important, with parking availability third.

The survey confirmed the continuing trend towards the downtown as an entertainment center. Seventy-five percent of the respondents said they came downtown for entertainment, dining and recreation. Sixty percent of the people came downtown for shopping, while 37% to 47% said they came downtown for work-related items. Since this survey reflects our potential customers rather than our current customers (mostly employees), this would indicate that marketing efforts should be targeted towards that group of people.

Downtown visitors that are coming downtown more are generally doing so because of entertainment/recreation opportunities (52%); while those coming downtown less are doing so because they can find things to do close to home and because of the traffic congestion problems. This indicates that marketing efforts would be more successful if it were directed at those interested in the entertainment/recreation areas and that a reduction in traffic congestion would improve the downtown experience for everyone. The survey confirms that the number of people coming downtown less often was a little higher than those coming downtown more often, which corresponds to trends we have seen in ramp occupancy.

While most of the downtown visitors (87%) park in City of Madison parking ramps, a large number (67%) use the on-street parking spaces. A larger than expected number (56%) use free parking at a business, and 21% use private pay parking facilities. This demonstrates that there is competition for the parkers patronage and we need to stay competitive to keep/grow our customer base.

Parking consultants tell us that there are three factors influencing parker's decisions: parking quantity, parking cost and parking convenience. Furthermore, they tell us that customers can pick any two of these qualities, but aren't likely to get all three because they work against each other in certain ways. If a parking facility is very convenient because it's in the heart of downtown or next to a major attraction, it's likely to be more expensive than one located on the periphery of downtown. If there is an overabundance of parking, it is likely to be less expensive and less convenient than parking that is in close proximity to attractions. We asked the survey respondents to rate amount, price and convenience of downtown parking with the following results:

Adequate amount of parking downtown: 64% yes
Reasonable cost of downtown parking: 77% yes
Convenient parking to their destination: 87% yes

While these results are higher than anticipated, it's disappointing that 36% of the respondents believe that there is an inadequate supply of parking when we know from our occupancy surveys that there is ample parking most of the day. Kroupa asked what we could do to improve the parking situation, and 50% of the respondents said to build more parking ramps. It's obvious that this is an area of perception that we need to improve.

In 1993, Gene Kroupa & Associates conducted a telephone survey of 402 Dane Residents for the City of Madison (executive summary attached). The questions weren't the same but some of the results are relevant and/or comparable. The 1993 survey determined:

- Parking availability, security and signage were rated very low by respondents.
- 50% of the respondents said the image of the area had declined somewhat or greatly.
- The biggest attraction was shopping, followed by entertainment and events.
- Parking and traffic congestion were seen as obstacles.
- Recommended the City implement a parking information campaign and that merchants develop a cooperative marketing communications program that builds traffic from a broader based clientele.

FISCAL IMPLICATIONS:

The survey cost \$6140.

MATERIALS PRESENTED WITH ITEM:

- ✓ 2007 survey questions
- ✓ 2007 survey highlights prepared by Traci Janikowski of Gene Kroupa & Associates
- ✓ 2007 supporting charts and graphs
- ✓ 1993 Executive Summary and recommendations based on Gene Kroupa & Associates survey

STAFF RECOMMENDATION/RATIONALE:

The survey will be used to create action plans to address the issues identified, and to improve our operation and the service we provide to our customers. With the survey results in mind, staff recommends the following actions:

- Test new lighting techniques and incorporate new energy saving lights into our facilities on a phased-in basis.
- Create a marketing plan that focuses on educating potential downtown visitors about the excellent parking availability in downtown Madison.
- Target marketing towards individuals with entertainment/recreational needs and towards unique downtown experiences.
- Traffic congestion is a problem in the minds of people deciding where to spend their time and money. Better signage inside and outside of the facilities would help to diminish this congestion.
- A similar survey should be conducted in approximately one year to detect any change in perceptions or issues.

Staff recommends acceptance of the report.

PREPARED BY:

William Knobeloch, Parking Operations Manager

DATE:

June 5, 2007

DaneTrak Co-Sponsored Survey

Gene Kroupa & Associates

April 2007 – Final

<p>Hello, my name is _____ I'm not selling anything, I'm calling from an opinion research firm. I'd like to speak with:</p> <ul style="list-style-type: none"> • Someone between the ages of: (INSERT AGE CATEGORY FROM SAMPLE, 18-24, 25-34, ETC.) • [KEEP GENDER EVEN MALE/FEMALE THROUGHOUT. MUST END WITH 200/200.] <p>Today we're asking a few questions of interest to Dane County residents and organizations.</p> <p>A. ARE YOU A RESIDENT OF DANE COUNTY?</p> <p>B. DO YOU OR ANYONE IN YOUR HOUSEHOLD WORK FOR AN ADVERTISING, PUBLIC RELATIONS OR MARKETING RESEARCH FIRM?</p>	<p>AUDITOR'S USE ONLY</p> <p>Quest. No. _____</p> <p>Date _____</p> <p>Int. ID _____</p> <p>Tel. No. _____</p> <p>Sex: M F</p> <p>Age: _____</p> <p>ZIP CODE _____</p> <p>YES—CONTINUE NO—THANK AND DISCONTINUE</p> <p>YES—THANK AND DISCONTINUE NO—CONTINUE</p>
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NOW, I HAVE SOME QUESTIONS ABOUT VISITING DOWNTOWN MADISON, WHICH INCLUDES THE CAPITOL SQUARE, STATE STREET AND UW CAMPUS AREAS.

16. 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, lots and meters
- _____ 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. Street construction

17. 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.....

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

- 1.....Increased..... ASK Q.18a
- 2.....Decreased..... ASK Q.18b
- 3.....Stay the same..... SKIP TO Q.19
- 8.....Don't Know/Refused..... SKIP TO Q.19
- 9.....Not applicable (Don't drive downtown) ... SKIP TO Q.24

18a. 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

18b. 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/meters 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	14	14	14 – Street construction
15	15	15	15	15 – Weather
16	16	16	16	16 – Street construction
17	--	--	--	17 -- Other _____
--	18	--	--	18 -- Other _____
--	--	19	--	19 -- Other _____
--	--	--	20	20 -- Other _____
99	99	99	99	99 -- Don't Know/Refused/Not Applicable

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

	YES	NO	DK/REF/NA
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 business	1	2	9
i. Dane County parking ramp	1	2	9
j. Monona Terrace parking ramp	1	2	9
k. Other	1	2	9

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

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

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

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

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

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

23. What is one thing the City of Madison could do to improve the parking situation Downtown? [PROBE: ANYTHING ELSE? DO NOT READ THE ANSWERS.]

1st	2nd	3rd	4th	
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

FINALLY, I HAVE A FEW QUESTIONS FOR CLASSIFICATION PURPOSES.

32. If you don't mind telling me, what is your exact age? ____ YEARS or 99 = REFUSED

33. How many years of schooling, not including kindergarten, have you had?
____ Years or 99 = REFUSED
34. What is your employment status? Are you: **[READ & CIRCLE ONLY ONE.]**
- 1 Employed full-time
 - 2 Employed part-time
 - 3 Self-employed
 - 4 Homemaker
 - 5 Student
 - 6 Retired
 - 7 Unemployed/disabled
 - 8 Other _____
 - 9 Refused
35. Are you single or married?
- 1 Single **[INCLUDES WIDOWED, DIVORCED]**
 - 2 Married **[INCLUDES SEPARATED]**
 - 3 Not married, but living with a partner
 - 9 Refused
36. How many children do you have under age 19 living in your household?
____ Children or 9 = REFUSED, 0=NO CHILDREN
37. Do you now live in: **[READ.]**
- 1 Your own home, condominium, townhouse or duplex
 - 2 Rented home, condominium, townhouse or duplex
 - 3 Rented apartment
 - 4 Mobile home
 - 5 Family member or relative's home
 - 6 Other _____
 - 9 Refused
38. Record zip code from list. **[CHECK LIST.]**
____ Zip Code
39. Would you please tell me in which category your annual household income falls? Is it: **[READ.]**
- 1 Under \$10,000
 - 2 \$10,000 but less than \$20,000
 - 3 \$20,000 but less than \$30,000
 - 4 \$30,000 but less than \$40,000
 - 5 \$40,000 but less than \$50,000
 - 6 \$50,000 but less than \$75,000
 - 7 \$75,000 but less than \$100,000
 - 8 \$100,000 or more
 - 9 Don't know/refused
40. RECORD GENDER OF PERSON INTERVIEWED:
- 1 Male
 - 2 Female

THANK YOU FOR HELPING WITH THIS SURVEY!

RECEIVED APR 30 2007

**Gene Kroupa
& Associates**

Box 5258 • 222 N. Midvale Blvd • Madison, WI 53705 • 608/231-2250

April 30, 2007

Mr. Bill Knobloch
City of Madison Parking Division
215 Martin Luther King, Jr. Blvd., Suite 100
Madison, WI 53704

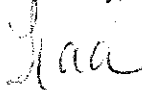
Dear Bill:

Enclosed please find two copies of the data tables for the questions that you submitted for the April *DaneTrak*. Highlights of the survey show:

- On a scale where 1=Not at All Important and 10=Extremely Important, the highest mean rating for key factors in providing a quality experience when visiting Downtown Madison was given to street lighting at night (8.2), followed by restaurants and dining (7.9), available parking (7.8), cleanliness of the streets (7.6), entertainment choices (7.5), smooth flow of traffic (7.2), presence of police (7.1), signage to destination spots (6.7), wide range of retail stores (6.6), public transportation (6.5), street construction (6.2), and bars and night clubs (5.8).
- The majority of respondents have driven to Downtown Madison in the last year for entertainment (77%), dining (76%), recreation (74%), and shopping (60%). Fewer than one-half have driven Downtown for business (47%), meetings (39%), work (36%), school (13%), or because they live there (11%). One-third (33%) mentioned other reasons for driving to Downtown Madison, including visiting someone there.
- One-half (50%) said the number of times they have driven to Downtown Madison over the past few years has stayed the same, while 24% said it has increased, and 26% said it has decreased. The top reason for driving more to Downtown Madison is entertainment/recreation opportunities (52%), while the main reasons for driving less to Downtown Madison include no reason/do things closer to home (19%) and traffic congestion/problems (15%).
- The top parking places used when driving to Downtown Madison include City parking ramps (87%), Dane County parking ramp (78%), and metered parking on the street (77%). Two-thirds (67%) use free on-street parking spaces, and 56% use free parking at a business. One-half or fewer respondents use city parking lots (49%), Monona Terrace parking ramp (45%), UW parking facility or lot (44%), free parking at a residence (23%), or private pay parking facility (21%).
- Of those with an opinion, 64% feel the amount of public parking in Downtown Madison is adequate, while 36% said it is not. More than three-fourths (77%) feel the cost to park Downtown in Madison City ramps and lots is reasonable. Most (84%) feel the location of parking in Downtown Madison is usually convenient to their destination.
- Nearly two-thirds (65%) were able to provide a suggestion for things the City of Madison could do to improve the parking situation Downtown. Of these individuals, 50% said build more parking ramps.

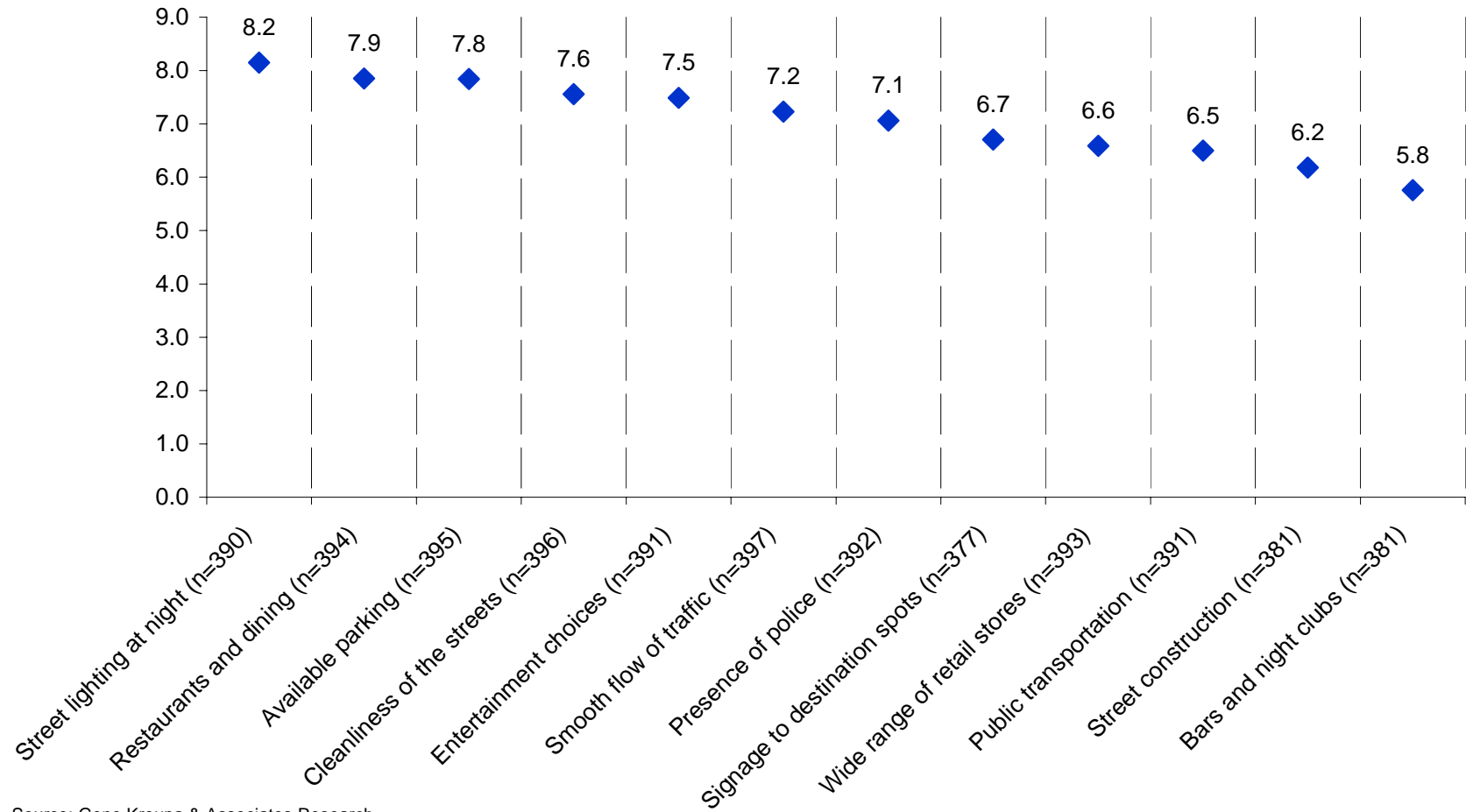
Please call if you have any questions about interpreting the results from the survey.

Sincerely,



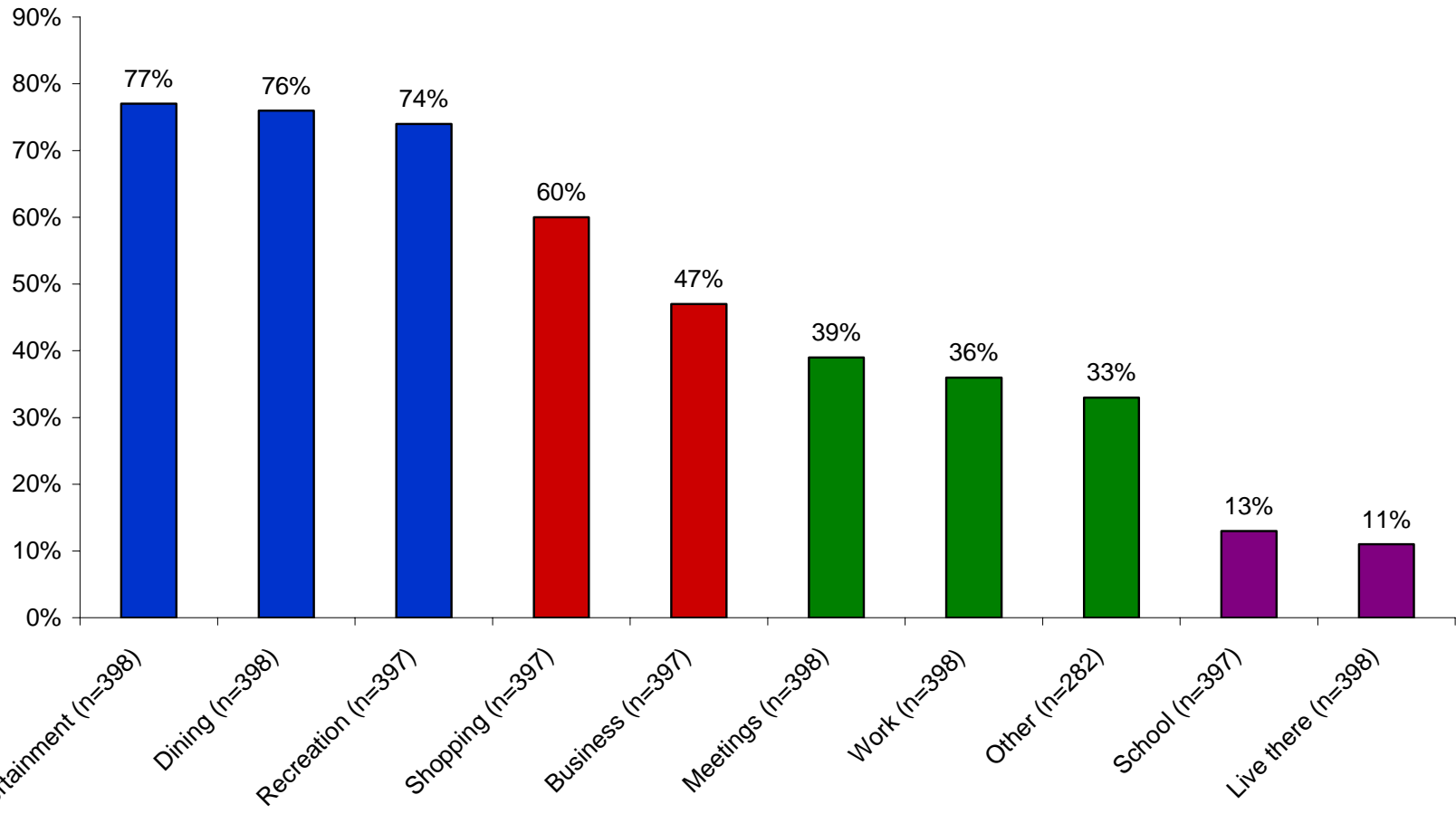
Traci Janikowski
Senior Analyst

Chart 1: Importance of Key Factors in Providing a Quality Experience When Visiting Downtown Madison



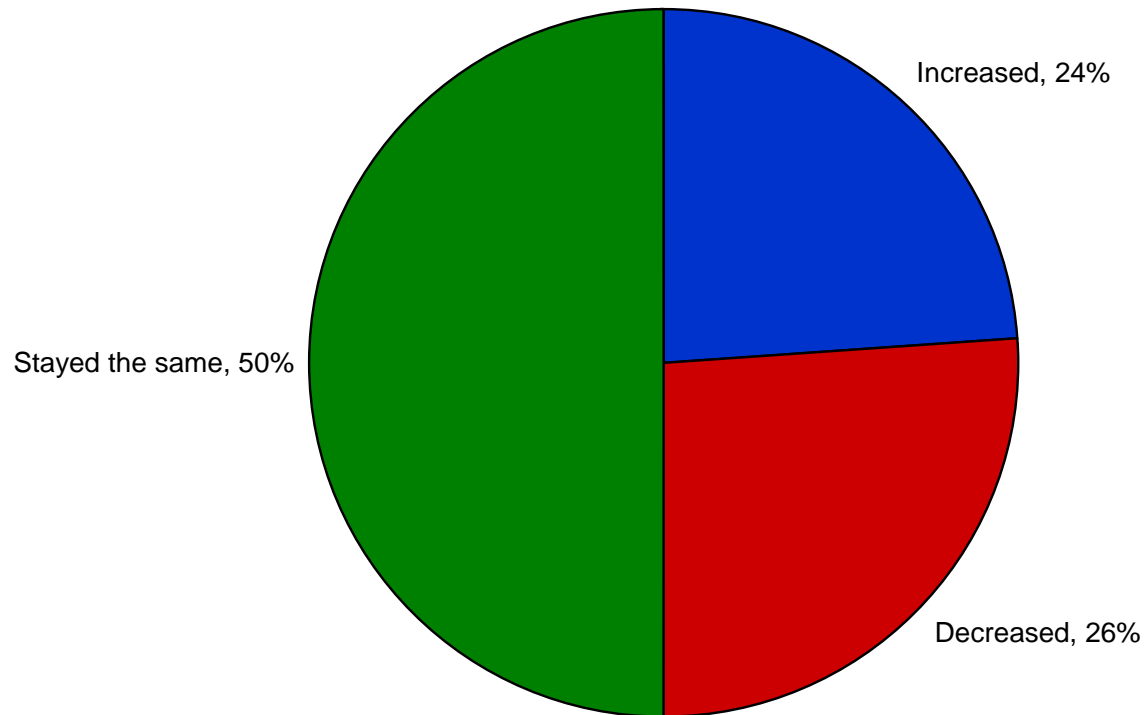
Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

Chart 2: Driving to Downtown Madison in the Last Year For Specified Reasons



Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

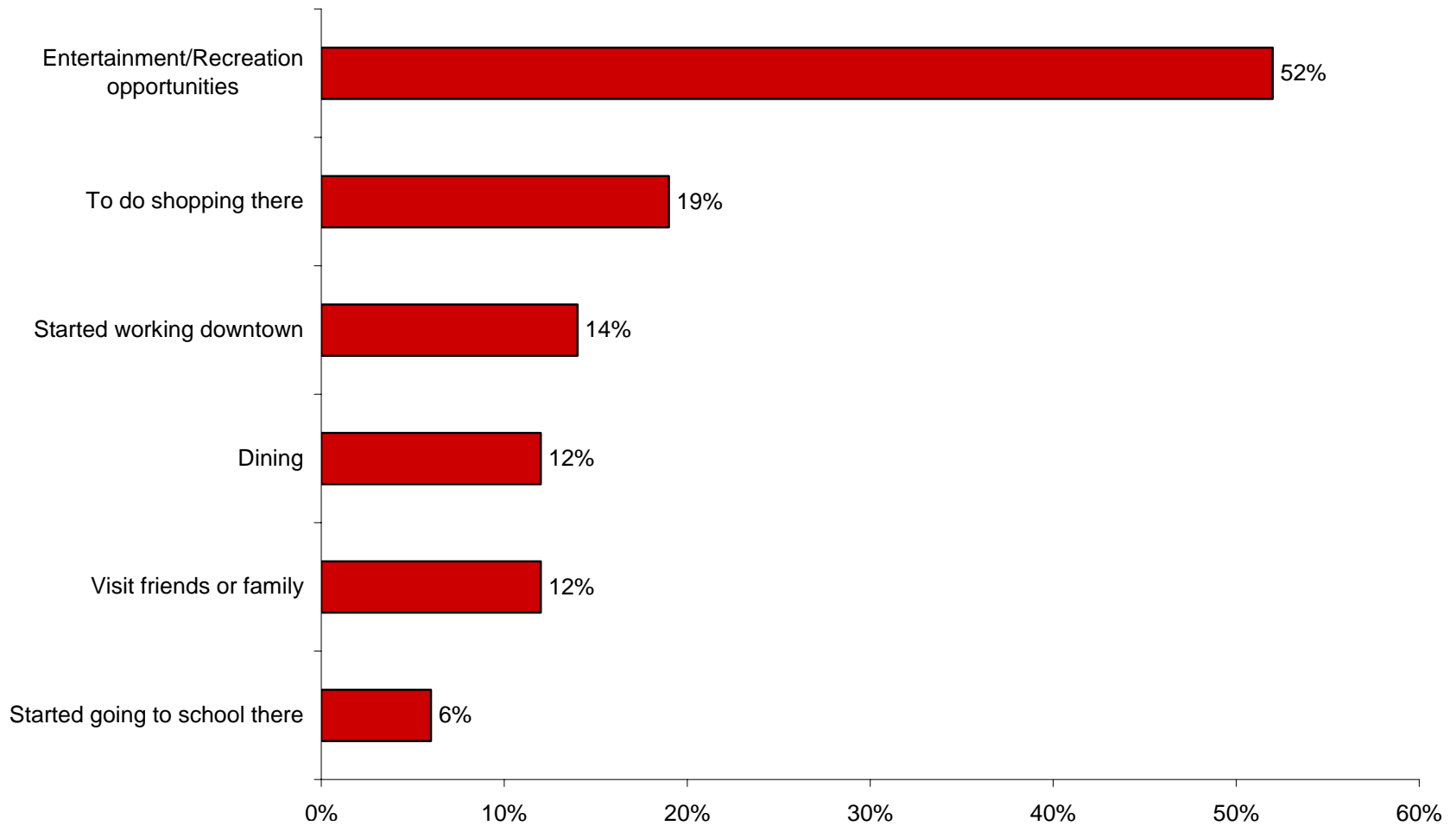
Chart 3: Change in Number of Times Driven to Downtown Madison Over the Past Few Years



Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

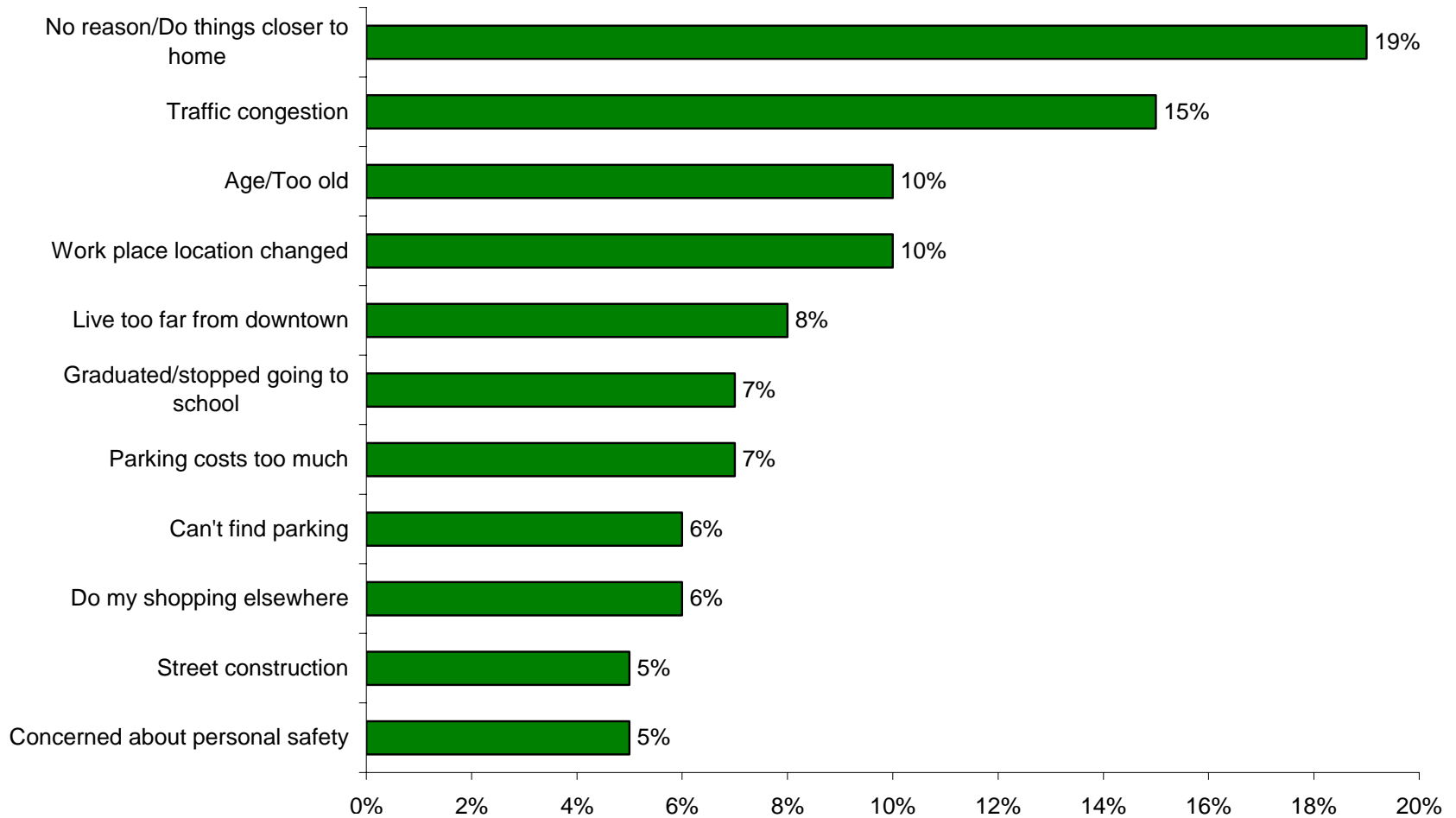
(n=395)

Chart 4: Main Reasons Driving More to Downtown Madison



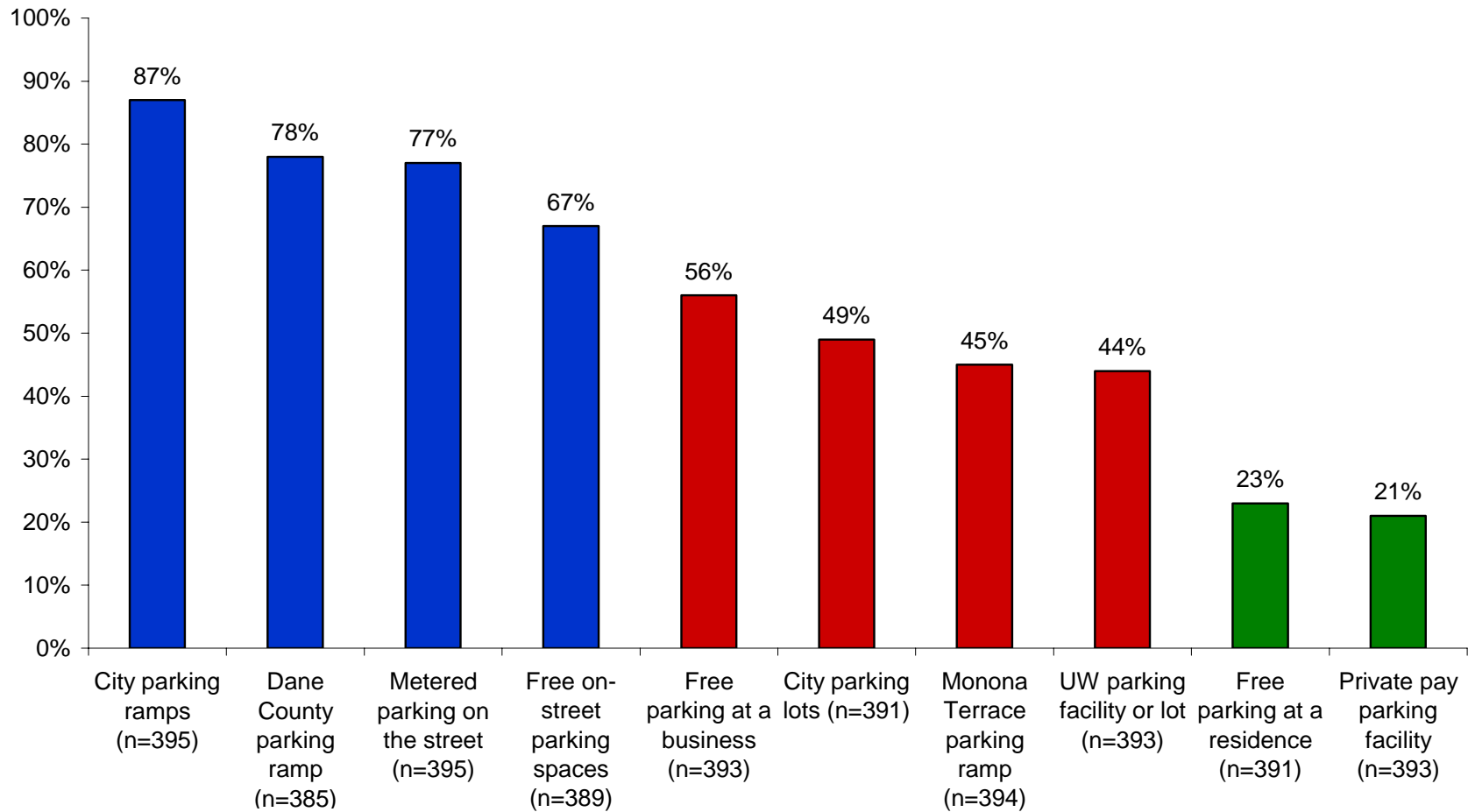
Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

Chart 5: Main Reason Driving Less to Downtown Madison



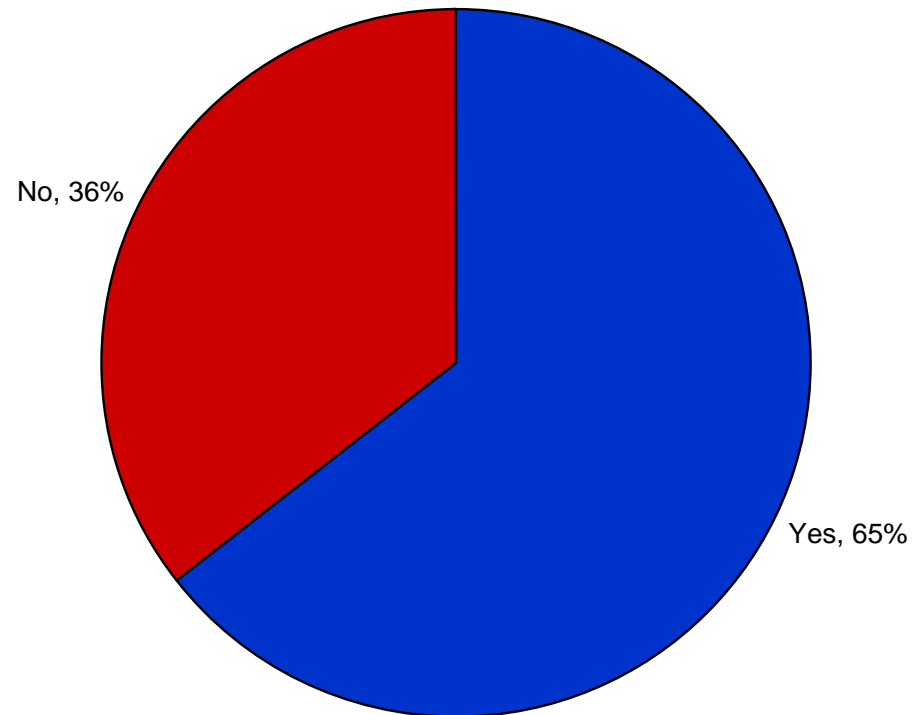
Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

Chart 6: Ever Park in Specified Places When Driving to Downtown Madison



Source: Gene Kroupa & Associates Research
 April 2007 DaneTrak

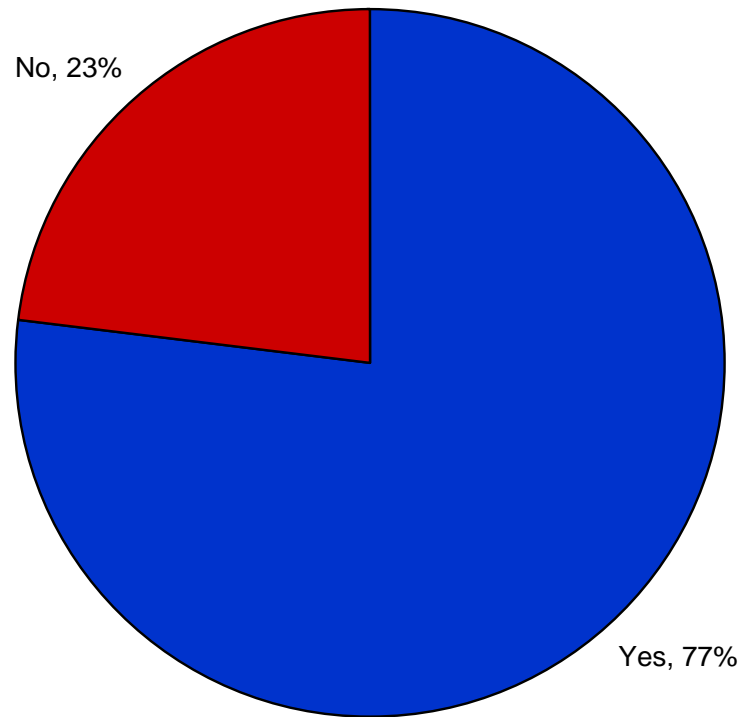
Chart 7: Is the Amount of Public Parking in Downtown Madison Adequate to Meet Your Needs?



Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

(n=391)

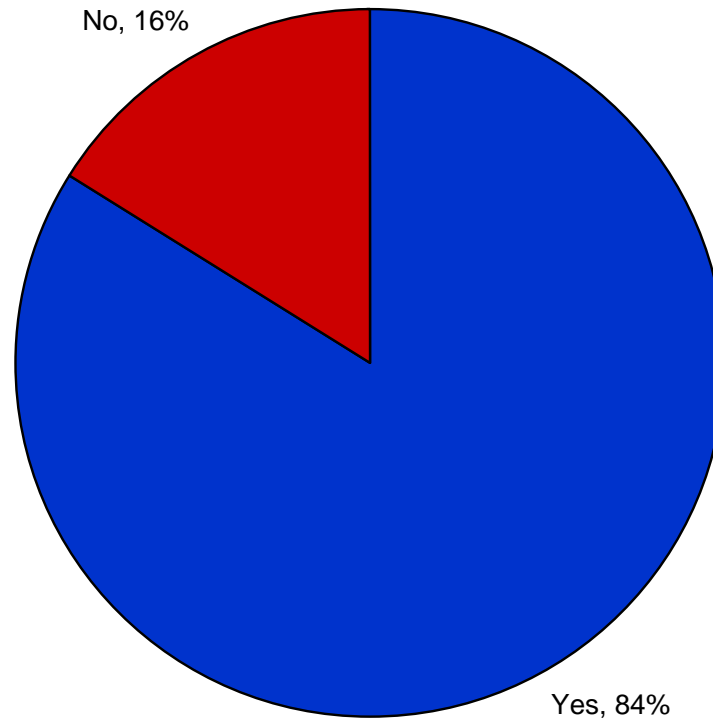
**Chart 8: Is the Cost to Park Downtown in Madison City
Ramps and Lots Reasonable to You?**



Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

(n=385)

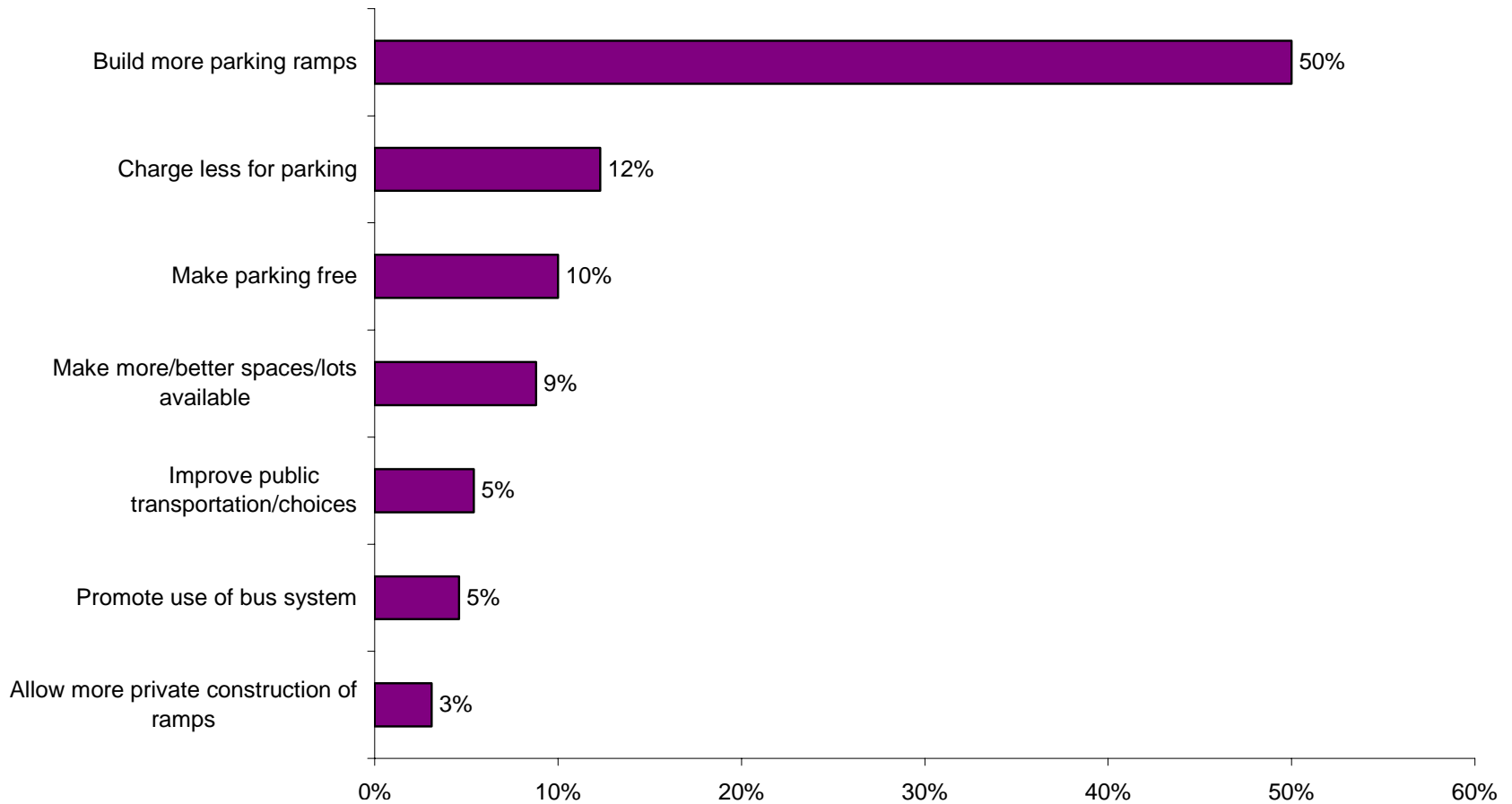
Chart 9: Is the Location of Parking in Downtown Madison Usually Convenient to Your Destination?



Source: Gene Kroupa & Associates Research
April 2007 DaneTrak

(n=388)

Chart 10: Things City of Madison Could Do to Improve the Parking Situation Downtown



Source: Gene Kroupa & Associates Research
April 2007 DaneTrak