## SECTION 5 - SURVEY DATA

In addition to the field data collection encompassing the turnover and occupancy analysis; Rich and Associates conducted, with the assistance and cooperation of the Village Public Information Department, an on-line survey. This survey was designed to collect relevant information from business owners, customers and employees of downtown businesses, visitors, residents and commuters.

### Commuters

One of the most visible group's downtown is the commuters. As such, it is important to understand their use of parking downtown and how the use of parking spaces can be best served by all groups. **Figure H** below shows that nearly three quarters of the responding commuters indicated that they board the train by 7:45 am and that nearly 95 percent have boarded by 8:00 am.

Data provided as part of the RFP by the Village indicated that in 2006[1], the average number of passengers boarding from the Main Street station was over 2,300. The Village is presently providing 911 spaces for commuters which are 86 spaces more than the 825 spaces required per agreements between the Village and Metra. The agreements require that the minimum of 250 daily fee spaces in the parking garage are available from 6:00 am until 3:00 pm. It is Rich and Associates understanding that the other spaces do not have such a restriction by agreement. In the permitted lots along the tracks, non-permit holders are currently restricted by the Village from parking in these spaces until 12:00 noon after which time, the spaces are open to anyone free of charge.

However, commuters responding to the on-line survey seemed to indicate that the vast majority have boarded their train by 8:15 am most days. This would suggest that any vacant spaces could be made available prior to 12:00 noon.

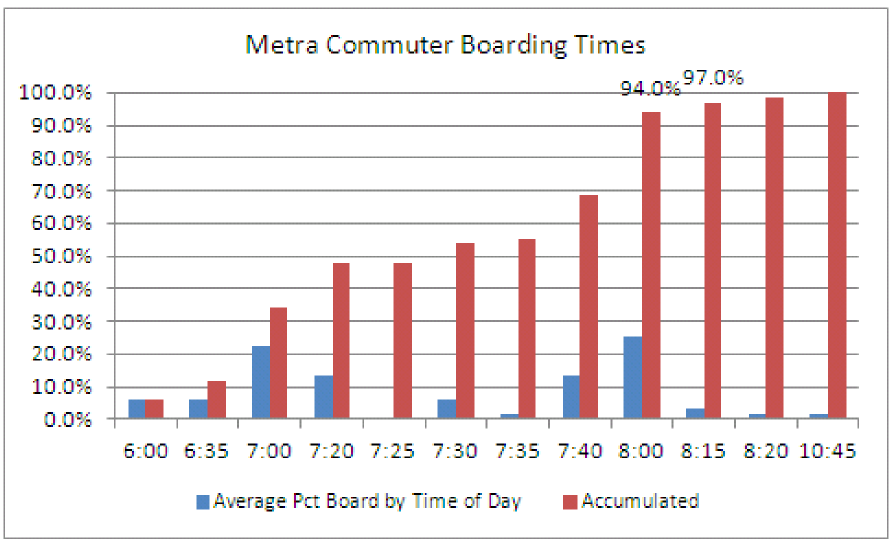



**Figure H - Commuter boarding's by time of day**

[1] Metra has confirmed that these are the most recent figures for passenger boarding's by station. Updated counts are planned for 2012.

**Commuter Parking Allocation**

As noted previously, commuter parking represents a significant portion (25 percent) of the non-residential parking supply downtown as well as being some of the most visible concentrations of parking. Because of agreements in place there are a minimum number of commuter spaces that must be provided proximate to the train station. Adjusting parking rates in commuter lots so that more convenient locations are charged more than less convenient parking may provide a mechanism to reduce commuter parking demand downtown by encouraging commuters who may have an alternative station closer to their homes to relocate to a different station.

**Frequent Visitors**

The on-line survey asked respondents to categorize themselves as a downtown employee, commuter, frequent or infrequent visitor. Responses from the frequent visitors seemed to indicate an issue with parking as they tended to disagree with the statements that both on-street and any parking space is easy to locate in downtown Downers Grove.

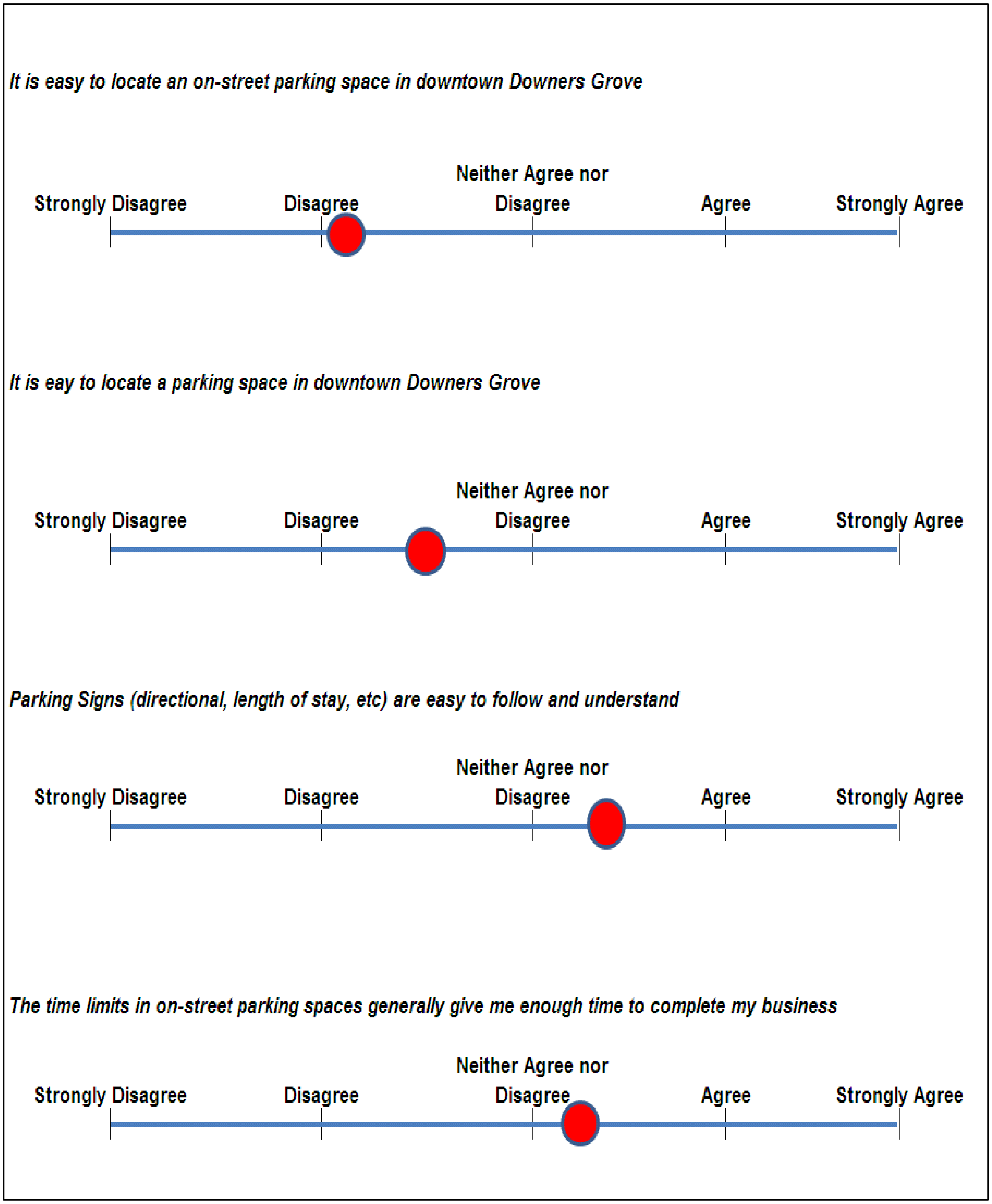
The respondents didn't seem to have a significant issue with signs around town which is a little surprising since in Rich and Associates opinion there are some concerns with the clarity of some signage.

In terms of the existing time limits for parking (particularly on-street which is limited to two-hours), respondents seemed to agree that the two–hours was adequate to complete their business.

These results are summarized in **Table 5A** on the following page.

The appropriateness of the parking time limits seemed to be further supported by the pedestrian survey (**Table 5D** on **page 5-7)** where it was found that the average stay downtown of those respondents was just over two-hour (2 hours, 4 minutes)

## Table 5A - Summary Frequent Visitor Opinion Responses



Frequent visitors method of arriving when coming downtown was also asked. Ninety-two percent indicated that they drove and parked when coming to downtown Downers Grove. The next highest percentage was the 3.5 percent who either lived downtown and walked or walked from the nearby residential areas.

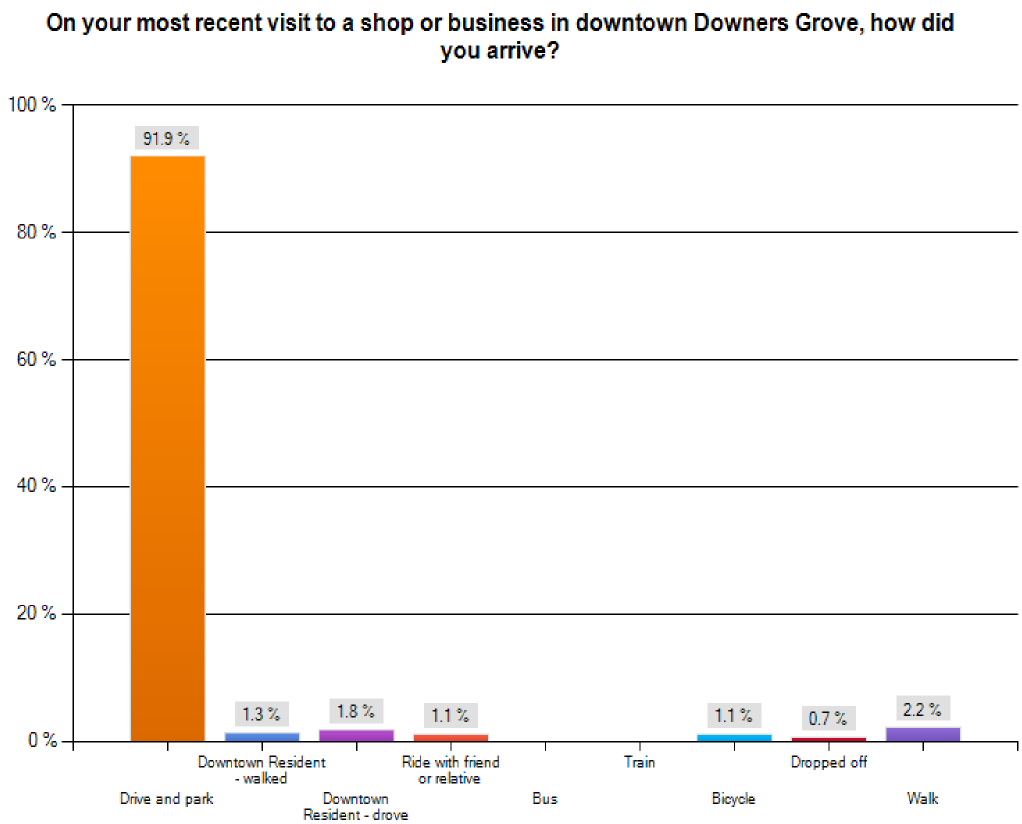



**Figure I - Modal split for downtown visitors**

Frequent visitors were also asked their primary reason for being downtown. While work was the most frequent reason, the other top reasons were Services, Shopping and Dining. These results are demonstrated by **Table 5B** below.

**Table 5B - Frequent Visitor Reasons for being Downtown**

| | Primary Reason | Second most frequent reason | Third most frequent reason | Fourth most frequent reason | Response Count | |
|---|---|---|---|---|---|---|
| | | | | | | Rank |
| **Work** | 28 | 3 | 3 | 3 | 37 | |
| **Score** | **112** | **9** | **6** | **3** | **3.51** | **1** |
| **Services** | 145 | 47 | 30 | 18 | 240 | |
| **Score** | **580** | **141** | **60** | **18** | **3.33** | **2** |
| **Shopping** | 80 | 112 | 65 | 34 | 291 | |
| **Score** | **320** | **336** | **130** | **34** | **2.82** | **3** |
| **Dining** | 91 | 119 | 81 | 37 | 328 | |
| **Score** | **364** | **357** | **162** | **37** | **2.80** | **4** |
| **Other** | 63 | 23 | 11 | 41 | 138 | |
| **Score** | **252** | **69** | **22** | **41** | **2.78** | **5** |
| **Medical** | 9 | 15 | 21 | 12 | 57 | |
| **Score** | **36** | **45** | **42** | **12** | **2.37** | **6** |
| **Entertainment** | 24 | 53 | 61 | 69 | 207 | |
| **Score** | **96** | **159** | **122** | **69** | **2.15** | **7** |
| **Special Events** | 10 | 29 | 70 | 76 | 185 | |
| **Score** | **40** | **87** | **140** | **76** | **1.85** | **8** |

**Infrequent Visitors**

Respondents to the on-line survey were also asked to provide their reasons for avoiding downtown Downers Grove if they classified themselves as an infrequent visitor. The number one reason cited why they avoid downtown was parking is difficult.

**Table 5C - Infrequent Visitor Reasons for avoiding downtown Downers Grove**

| | Primary Reason | Second most frequent reason | Third most frequent reason | Fourth most frequent reason | Response Count | Rank |
|---|---|---|---|---|---|---|
| Parking Difficult | 9 | 6 | 3 | 3 | 21 | |
| Score | 36 | 18 | 6 | 3 | 3.00 | 1 |
| Not businesses I need | 8 | 2 | 4 | 3 | 17 | |
| Score | 32 | 6 | 8 | 3 | 2.88 | 2 |
| Same businesses in neighboring community | 4 | 5 | 1 | 3 | 13 | |
| Score | 16 | 15 | 2 | 3 | 2.77 | 3 |
| Too Far to Travel | 2 | 3 | 1 | 2 | 8 | |
| Score | 8 | 9 | 2 | 2 | 2.63 | 4 |
| Traffic Congestion | 1 | 4 | 8 | 3 | 16 | |
| Score | 4 | 12 | 16 | 3 | 2.19 | 5 |
| Expensive Parking | 1 | 0 | 2 | 2 | 5 | |
| Score | 4 | 0 | 4 | 2 | 2.00 | 6 |
| Enforcement | 1 | 1 | 2 | 4 | 8 | |
| Score | 4 | 3 | 4 | 4 | 1.88 | 7 |

**Pedestrian Surveys**

In addition to the on-line surveys, coinciding with the dates of the turnover/occupancy analysis, surveyors randomly stopped and questioned pedestrian's downtown as to their purpose downtown, method of arrival, if driving where parked and anticipated length of stay. This information together with the on-line surveys provided important data to understanding the operation of the downtown parking.

## Table 5D - Pedestrian Survey Results

**Village of Downer's Grove**
**Pedestrian Survey Results**

| | Thurs June 16, 2011 | | Saturday June 18, 2011 | | Combined | |
|---|---|---|---|---|---|---|
| **For what purpose are you downtown today?** | | | | | | |
| Work | 106 | 18.8% | 38 | 6.7% | 144 | 12.7% |
| Shopping | 173 | 30.6% | 249 | 43.8% | 422 | 37.2% |
| Dining | 105 | 18.6% | 159 | 28.0% | 264 | 23.3% |
| Personal Business | 113 | 20.0% | 64 | 11.3% | 177 | 15.6% |
| Downtown Resident | 68 | 12.0% | 58 | 10.2% | 126 | 11.1% |
| TOTAL | 565 | 100.0% | 568 | 100.0% | 1,133 | 100.0% |
| **When you came downtown today, how did you arrive?** | | | | | | |
| Drove and Parked | 289 | 53.2% | 347 | 63.0% | 636 | 58.1% |
| Rode with someone | 32 | 5.9% | 33 | 6.0% | 65 | 5.9% |
| Rode Bicycle | 20 | 3.7% | 12 | 2.2% | 32 | 2.9% |
| Came on the train | 57 | 10.5% | 16 | 2.9% | 73 | 6.7% |
| Walked | 128 | 23.6% | 133 | 24.1% | 261 | 23.9% |
| Bus / Cab | 17 | 3.1% | 10 | 1.8% | 27 | 2.5% |
| TOTAL | 543 | 100.0% | 551 | 100.0% | 1,094 | 100.0% |
| **If you drove, where did you park?** | | | | | | |
| Village Parking Garage | 104 | 26.1% | 121 | 29.0% | 225 | 27.6% |
| Permit Lot (before 12:00 pm) | 14 | 3.5% | 6 | 1.4% | 20 | 2.5% |
| Permit Lot (after 12:00 pm) | 11 | 2.8% | 5 | 1.2% | 16 | 2.0% |
| Privately Owned Lot | 24 | 6.0% | 26 | 6.2% | 50 | 6.1% |
| On-Street | 187 | 47.0% | 194 | 46.5% | 381 | 46.7% |
| Free Parking Lot | 54 | 13.6% | 63 | 15.1% | 117 | 14.4% |
| Other | 4 | 1.0% | 2 | 0.5% | 6 | 0.7% |
| TOTAL | 398 | 100.0% | 417 | 100.0% | 815 | 100.0% |
| **How long do you think you will be downtown today?** | | | | | | |
| Less than 30 minutes | 126 | 25.7% | 59 | 11.6% | 185 | 18.5% |
| 30 Minutes to one hour | 76 | 15.5% | 96 | 18.9% | 172 | 17.2% |
| One to Two Hours | 121 | 24.6% | 206 | 40.6% | 327 | 32.7% |
| Two to Three Hours | 63 | 12.8% | 89 | 17.5% | 152 | 15.2% |
| Three to Four Hours | 31 | 6.3% | 23 | 4.5% | 54 | 5.4% |
| Over Four Hours | 74 | 15.1% | 35 | 6.9% | 109 | 10.9% |
| TOTAL | 491 | 100.0% | 508 | 100.0% | 999 | 100.0% |
| Average Stay — Hours | 2 | | 2 | | 2 | |
| Average Stay — Minutes | 5 | | 4 | | 4 | |
| **How many businesses will you be visiting today?** | | | | | | |
| One | 240 | 50.3% | 153 | 31.2% | 393 | 40.6% |
| Two | 150 | 31.4% | 232 | 47.3% | 382 | 39.5% |
| Three | 58 | 12.2% | 77 | 15.7% | 135 | 13.9% |
| Four or More | 29 | 6.1% | 29 | 5.9% | 58 | 6.0% |
| TOTAL | 477 | 100.0% | 491 | 100.0% | 968 | 100.0% |
| Average Number of Businesses Visited / Trip | 1.98 | | 2.35 | | 2.17 | |