

Mark Boileau

From: Greg Pietersma - Executive Director <pietersma@cornwallchamber.com>
Sent: September-04-20 1:17 PM
To: Maureen Adams; Mark Boileau; Councillors DL; Bernadette Clement; DBIA; micheldubuc2020@gmail.com
Cc: Shannon Tierney; Shannon Lebrun
Subject: Results from survey of BIA's on 2-hour free parking
Attachments: 2-hour free parking survey- unfiltered.pdf

[External E-mail]

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Hi,

The current 2-hour free parking program is set to expire on September 14th, 2020. The City Council motion does not explicitly say they will discuss extending the initiative at the Council Meeting set to occur on the 14th of September. However, there was a discussion during the debate to review the initiative at the September 14th meeting.

In preparation for that meeting, the DBIA and the Chamber of Commerce surveyed business in the Downtown BIA and Le Village BIA to see what effect the 2-hour free parking initiative had on their recovery. We hope this helps you in accessing the future of this program.

The survey was sent to businesses in the BIA's for which email addresses existed. A total of 121 invitations were sent. The survey was open from August 28th to September 2nd. Of the 65 opened invitations, there were 27 completed surveys.

Our focus is on businesses that were open in some way for clients, including in-store, takeout, and curbside sales. This accounted for 88% of the respondents. All these respondents required the use of street and municipal lot parking for their clients.

Here is a summary of the survey results of this cohort:

- 93% percent responded that the 2-hour free parking was helpful or vital to their recovery.
- 100% said that the continuation of 2-hour free parking would help their recovery.
- 77% thought free parking should be extended by at least 12 months.
- 60% of BIA customers were aware of the free parking.
- 90% of BIA customers appreciated the availability of free parking.

The 2-hour free program was very successful in helping businesses recover from the shutdown and was welcomed support from the City.

There were suggestions on how the 2-hour free parking would be improved. There were two main themes in the responses. The first was in simplifying the access to free parking where pay-by-plate machines exist. Customers are frustrated by being required to use the machines or do not understand that they have to register their plate to qualify for free parking. The second theme centred on publicizing the availability of free parking to heighten customers' awareness.

I have included the unfiltered survey results for you to review. Responses to Question 1 contained contact information and were removed for privacy reasons.

We appreciate that the City suffered a decline in parking revenue caused first by the closing of businesses resulting in little or no use of parking and need for enforcement, and then by the creation of the 2-hour free parking initiative. We are pleased the City could reallocate the By-Law officers to assist with the enforcement of the emergency orders and trust that this will be reflected in assessing the financial impact of the 2-hour free parking on City revenues. We understand that balancing the pressure on today's finances versus ensuring the long-term viability of our businesses is challenging. We believe that any initiative that supports business is a worthwhile investment that will save jobs and help secure our entrepreneurs and ultimately translate into greater revenue for the City.

If there is anything we can do to assist you, please reach out to us.

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