

## Preliminary Results of Survey of Business Licensees and Property Owners

Survey conducted by mail in November 2007. Surveys were mailed to approximately 300 holders of business licenses and about 50 property owners. These groups represent all licensees and property owners in the area of downtown affected by Park Smart.

### QUESTION 1

Please rate how easy or difficult it is for your customers/clients to park in Downtown Kirkland. (Where "1" means "very difficult" and "5" means "very easy." If you do not park in Downtown Kirkland during that time of day, please respond with N/A.)

a) Overall ease of finding available parking that suits your needs

<b>Q1a</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very Difficult	19	27%	28%	28%
2 Difficult	18	26%	27%	55%
3 Neutral	17	24%	25%	81%
4 Easy	8	11%	12%	93%
5 Very Easy	<u>5</u>	<u>7%</u>	<u>7%</u>	100%
Total	67	96%	100%	
N/A	3	4%		
Total	70	100%	<b>Mean Score 2.43</b>	

b) During the day (9 AM – 6 PM)

<b>Q1b</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very Difficult	22	31%	32%	32%
2 Difficult	12	17%	18%	50%
3 Neutral	17	24%	25%	75%
4 Easy	11	16%	16%	91%
5 Very Easy	6	<u>9%</u>	<u>9%</u>	100%
Total	68	97%	100%	
N/A	2	3%		
Total	70	100%	<b>Mean Score 2.51</b>	

c) During the evening (6 PM – 10 PM)

<b>Q1c</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very Difficult	16	23%	29%	29%
2 Difficult	15	21%	27%	56%
3 Neutral	10	14%	18%	75%
4 Easy	8	11%	15%	89%
5 Very Easy	6	<u>9%</u>	<u>11%</u>	100%
Total	55	79%	100%	
N/A	15	21%		
Total	70	100%	<b>Mean Score 2.51</b>	

d) Saturday and Sunday

<b>Q1d</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very Difficult	11	16%	19%	19%
2 Difficult	11	16%	19%	39%
3 Neutral	19	27%	33%	72%
4 Easy	4	6%	7%	79%
5 Very Easy	12	<u>17%</u>	<u>21%</u>	100%
Total	57	81%	100%	
N/A	13	19%		
Total	70	100%	<b>Mean Score 2.91</b>	

QUESTION 2

What can the City of Kirkland do to make it easier to find available parking in Downtown?

1. Build another lot
2. monthly payment for business owners
3. build a parking garage!!
4. Paid parking by Bank or America
5. parking structure needed
6. time limit enforcement
7. more meters
8. garage parking
9. paid parking for everyone, equal opp.
10. new buildings take away spots.
11. more parking areas
12. build/acquire large facility to park
13. more parking lots
14. build parking
15. add more parking
16. build multi-level garage
17. charge less \$ to park
18. parking garage
19. large underground parking structure

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20. more lots
21. better signage
22. 3 hr. parking paint on ground to ID spot
23. crack down on owners/employees
24. get rid of paid parking
25. new buildings supply garage
26. enforce employee parking
27. 3 story garage
28. less restrictions
29. more long term parking
30. stop building new buildings
31. meters and more short term spots
32. add more to library
33. more signs more space
34. build a parking garage!!
35. business validation of spots
36. clear signage
37. build garage
38. require buildings to add parking
39. too many 2 hours, build free lot.
40. provide a garage on Lake and Central
41. parking kiosks to accept coins too
42. park and shuttle lots
43. garage parking with tram service

### QUESTION 3

How would you rate the overall friendliness of parking in Downtown Kirkland?

<b>Q3</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Friendly	27	39%	40%	40%
2 Not Friendly	15	21%	22%	63%
3 Neutral	14	20%	21%	84%
4 Friendly	9	13%	13%	97%
5 Very Friendly	2	<u>3%</u>	<u>3%</u>	100%
Total	67	96%	100%	
N/A	3	4%		
Total	70	100%	<b>Mean Score</b>	<b>2.16</b>

### QUESTION 4

What can the City of Kirkland do to make parking friendlier in Downtown?

1. Add another central pay station
2. more parking for employees
3. warnings before tickets. Rude attendants
4. more 2 hour free parking
5. free parking. Free!
6. no limit during day. Time crunch, cannot enjoy area
7. more parking areas
8. free parking. Free!
9. do not ticket for parking

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10. 3 hour spots
11. don't ticket if someone has a problem.
12. do not discriminate who can use parking
13. treat employees as paying customers
14. happier enforcement officers
15. customers do not like tickets while shopping
16. be like Edmunds, 3 hr free parking
17. friendliness is ok
18. get rid of parking nazis, warnings
19. get rid of paid parking
20. there is not a lot that can be done
21. more easy on tickets, warnings!
22. build parking
23. build large garage
24. take away pay lots, build underground
25. more leway on parking tickets.
26. less tickets to our customers
27. quit doing surveys that result in no action.
28. have more of it
29. get rid of enforcement, use attendants.
30. train police to be more friendly
31. quit ticketing
32. build a garage, don't let Kirkland become Seattle
33. garage on Lake and Central
34. nicer meter personnel
35. less tickets, clearly worded signs
36. don't be so quick in writing tickets

### QUESTION 5

How important are the following attributes for a parking system in Downtown Kirkland? (Rate on a 5 point scale where "1" means "not at all important" and "5" means "extremely important".)

#### a) Cost of parking

<b>Q5a</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	4	6%	6%	6%
2 Unimportant	4	6%	6%	11%
3 Neutral	20	29%	29%	40%
4 Important	14	20%	20%	60%
5 Extremely Important	28	<u>40%</u>	<u>40%</u>	100%
Total	70	100%	100%	
N/A	0	0%		
Total	70	100%	<b>Mean Score</b>	<b>3.83</b>

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## b) Proximity of parking for Downtown Kirkland destinations

<b>Q5b</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	1	1%	1%	1%
2 Unimportant	4	6%	6%	7%
3 Neutral	9	13%	13%	20%
4 Important	15	21%	22%	42%
5 Extremely Important	40	<u>57%</u>	<u>58%</u>	100%
Total	69	99%	100%	
N/A	1	1%		
Total	70	100%	<b>Mean Score</b>	<b>4.29</b>

## c) Easy access to parked vehicles

<b>Q5c</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	3	4%	5%	5%
2 Unimportant	3	4%	5%	9%
3 Neutral	15	21%	23%	32%
4 Important	19	27%	29%	61%
5 Extremely Important	26	<u>37%</u>	<u>39%</u>	100%
Total	66	94%	100%	
N/A	4	6%		
Total	70	100%	<b>Mean Score</b>	<b>3.94</b>

## d) The ability to come and go from parking locations

<b>Q5d</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	3	4%	5%	5%
2 Unimportant	6	9%	10%	15%
3 Neutral	11	16%	18%	33%
4 Important	16	23%	27%	60%
5 Extremely Important	24	<u>34%</u>	<u>40%</u>	100%
Total	60	86%	100%	
N/A	10	14%		
Total	70	100%	<b>Mean Score</b>	<b>3.87</b>

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## e) Covered parking

<b>Q5e</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	29	41%	43%	43%
2 Unimportant	14	20%	21%	63%
3 Neutral	12	17%	18%	81%
4 Important	6	9%	9%	90%
5 Extremely Important	7	<u>10%</u>	<u>10%</u>	100%
Total	68	97%	100%	
N/A	2	3%		
Total	70	100%	<b>Mean Score</b>	<b>2.24</b>

## f) Underground parking garage

<b>Q5f</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	19	27%	30%	30%
2 Unimportant	7	10%	11%	41%
3 Neutral	16	23%	25%	66%
4 Important	12	17%	19%	84%
5 Extremely Important	10	<u>14%</u>	<u>16%</u>	100%
Total	64	91%	100%	
N/A	6	9%		
Total	70	100%	<b>Mean Score</b>	<b>2.80</b>

## g) Ease of locating an available spot

<b>Q5g</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	3	4%	5%	5%
2 Unimportant	5	7%	8%	12%
3 Neutral	9	13%	14%	26%
4 Important	9	13%	14%	40%
5 Extremely Important	39	<u>56%</u>	<u>60%</u>	100%
Total	65	93%	100%	
N/A	5	7%		
Total	70	100%	<b>Mean Score</b>	<b>4.17</b>

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## h) Signage or directions to parking, in Downtown

<b>Q5h</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Not at all Important	3	4%	4%	4%
2 Unimportant	11	16%	16%	20%
3 Neutral	10	14%	14%	35%
4 Important	13	19%	19%	54%
5 Extremely Important	32	<u>46%</u>	<u>46%</u>	100%
Total	69	99%	100%	
N/A	1	1%		
Total	70	100%	<b>Mean Score</b>	<b>3.87</b>

## QUESTION 6

Please indicate your preference in paying to park vs. regulations in parking. I would prefer

<b>Q6</b>	Frequency	Percent	Valid Percent
To have everyone pay-to-park to increase parking availability with no time limits	5	7%	10%
To have free parking and strict regulation of time limits to increase parking availability	15	21%	29%
Free on-street parking (2-hr. limit) and pay off-street parking, where customers could buy up to 4 hours at a time	28	40%	55%
Pay-to-park on-street parking (2-hr limit) and pay off-street parking, where customers could buy up to 4 hours at a time	3	4%	6%
	Total	51	<u>73%</u> 100%
Other/Unsure/NA	19	27%	
Total	70	100%	

## Other responses

1. Does not mind walking
2. more parking structures w/ free spots
3. pay night, free during day, let drunks pay
4. employees take up spots
5. pay and free w/ 4 hour limits
6. 4 hour limits improve shopping time.
7. more time to park for free
8. no paid parking
9. monthly permit fee
10. free long term.
11. free w/ option to buy.
12. 2 hr everywhere.
13. build garage
14. free unlimited spots
15. pay on street, free elsewhere

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## QUESTION 7

Between the following choices for a pay-to-park system which do you prefer? (Select one choice)

<b>Q7</b>	Frequency	Percent	Valid Percent
Pay and display system: Park, then pay at the central automated kiosk and return to your car to put the receipt on your dashboard	29	41%	60%
Pay by space system: Park, then note the stall number where you are parked so that when paying at the central automated kiosk you will have the correct stall	19	27%	40%
total	48	69%	100%
Other/Unsure/NA	22	31%	
total	70	100%	

## Other responses

1. prefer not to return to car
2. do not remove free parking
3. credit card kiosk works well
4. free
5. do not want to pay to park
6. no pay to park
7. clients complain about parking
8. pay when leaving lot.
9. parking meter per stall
10. bring back meters
11. no free parking.
12. cheap monthly permit
13. pay at kiosk with credit card

## QUESTION 8

What time periods should apply, if pay-to-park were to be adopted in Downtown Kirkland

<b>Q8</b>	Frequency	Percent	Valid Percent
Pay-to-park should be evenings only (5 PM – 10 PM)	11	16%	24%
Pay-to-park should be from 11 AM - 9 PM	9	13%	20%
Pay-to-park should be from 9 AM – 6 PM	26	37%	57%
Total	46	66%	100%
Other/Unsure/NA	24	34%	
Total	70	100%	

## Other responses

1. if pay-to-park, free on sundays
2. 11AM - 7:30PM
3. free

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4. 7PM - 12PM
5. 9am - 9pm
6. 7PM - 12PM

QUESTION 9

How should new public parking in Downtown Kirkland be financed?

<b>Q9</b>	Frequency	Percent	Valid Percent
The City of Kirkland should finance new public parking supply from general revenue	25	36%	58%
The City of Kirkland should finance new public parking supply from a mix of general revenue, parking revenue, tax increment of sales tax revenue, and a local improvement district	18	26%	42%
total	43	61%	100%
Other/Unsure	27	39%	
total	70	100%	

Other responses

1. building for parking
2. gen. rev. NO TAX!
3. gen. rev./ parking rev.
4. parking rev.
5. add more spots, don't waste money
6. plenty of parking available

QUESTION 10

How much do you agree with each statement on a 5 point scale where "1" means "strongly disagree" and "5" means "strongly agree."

a) Build a public parking garage in Downtown

<b>Q10a</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Strongly Disagree	7	10%	11%	11%
2 Disagree	6	9%	10%	21%
3 Neutral	4	6%	7%	28%
4 Agree	9	13%	15%	43%
5 Strongly Agree	35	<u>50%</u>	<u>57%</u>	100%
total	61	87%	100%	
N/A	9	13%		
Total	70	100%	<b>Mean Score</b>	<b>3.97</b>

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## b) Partner with a developer to build a parking garage in Downtown

<b>Q10b</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Strongly Disagree	8	11%	15%	15%
2 Disagree	5	7%	9%	24%
3 Neutral	9	13%	16%	40%
4 Agree	7	10%	13%	53%
5 Strongly Agree	26	<u>37%</u>	<u>47%</u>	100%
total	55	79%	100%	
N/A	15	21%		
Total	70	100%	<b>Mean Score</b>	<b>3.69</b>

## c) Fund programs that promote walking, biking and bus transit

<b>Q10c</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Strongly Disagree	13	19%	28%	28%
2 Disagree	13	19%	28%	55%
3 Neutral	6	9%	13%	68%
4 Agree	4	6%	9%	77%
5 Strongly Agree	11	<u>16%</u>	<u>23%</u>	100%
total	47	67%	100%	
N/A	23	33%		
Total	70	100%	<b>Mean Score</b>	<b>2.72</b>

## d) Fund improvements for downtown, e.g. lighting, sidewalks, planters

<b>Q10d</b>	Frequency	Percent	Valid Percent	Cumulative Percent
1 Strongly Disagree	11	16%	22%	22%
2 Disagree	7	10%	14%	36%
3 Neutral	8	11%	16%	52%
4 Agree	12	17%	24%	76%
5 Strongly Agree	12	<u>17%</u>	<u>24%</u>	100%
total	50	71%	100%	
N/A	20	29%		
Total	70	100%	<b>Mean Score</b>	<b>3.14</b>

QUESTION 11

The ParkSmart program prohibits downtown employees from parking in public spaces in the downtown and sets aside space in the Library garage for employees to park free. In your opinion how well does ParkSmart work

<b>Q11</b>	Frequency	Percent	Valid Percent
I believe that ParkSmart does not work and stronger enforcement is needed to make it more effective	6	9%	14%
I believe that ParkSmart does not work. Get rid of it and price public parking downtown for all users	12	17%	28%
I believe that ParkSmart works fine and should be kept as is	25	36%	58%
Total	43	61%	100%
Other/Unsure/NA	27	39%	
Total	70	100%	

Other responses

1. additional parking for workers
2. not enough room for employee and employer
3. Charge employer for maintenance
4. employee parking
5. employees of downtown live in Kirkland too, let them park
6. works better if more spots available
7. new buildings should supply employee parking
8. more employee parking
9. bad deal, discourages workers from visiting area.
10. library is too far away for elders
11. parksmart does not work!
12. more than just library
13. does not work.

QUESTION 12

If you are a Downtown merchant, what is your type of business:

<b>Q12</b>	Frequency	Percent
Restaurant/Bar	10	16%
Bank/Financial	4	6%
Salon/Spa	7	11%
Gallery	5	8%
Retail	14	22%
Office	7	11%
Blank	16	25%
Total	63	100%

QUESTION 13

If you are a Downtown property owner, answer the following

<b>Q13</b>	Frequency	percent
Single Bus.	9	36%
Parking	7	28%
Multiple Bus.	8	32%
No Parking	1	4%
Total	25	100%

Question 14. If you have any additional comments for the City of Kirkland's Parking Advisory Board, please use the space provided below.

1. monthly payments to park downtown
2. get rid of day off passes. Employees are residents
3. high volume public structures worked in Santa Monica, CA
4. too much residents being built. Customers cannot access area
5. issuing permits was bad idea. Losing clients due to lack of space
6. getting tickets on days not working. Lose "day off" permits.
7. medians are bad, fixing parking creating traffic.
8. customers do not want to pay or get tickets
9. new developments should supply spots per unit.
10. prefer underground structure. Workers live in kirkand, too
11. parking is biggest complaint received.
12. hard to park as an empoyee, no spots
13. better use of lots.
14. just get this project done already.
15. have an area downtown for parking, with taxi places.



# Merchant/Property Owner Downtown Parking Survey

Please answer the following questions based on your knowledge of parking in the Downtown Kirkland area. For any question that does not apply to you, please select "not applicable" (N/A). You may either mark your response with an "x" or "√" or fill in the bubble.

**Thank you in advance for your participation!**

Q1) Please rate how easy or difficult it is for your customers/clients to park in Downtown Kirkland. (Where "1" means "very difficult" and "5" means "very easy." If you do not park in Downtown Kirkland during that time of day, please respond with N/A.)

		1 – Very Difficult	2	3	4	5 - Very Easy	N/A
Q1a	Overall ease of finding available parking that suits your needs	<input type="radio"/>					
Q1b	During the day (9 AM – 6 PM)	<input type="radio"/>					
Q1c	During the evening (6 PM – 10 PM)	<input type="radio"/>					
Q1d	Saturday and Sunday	<input type="radio"/>					

Q2) What can the City of Kirkland do to make it easier to find available parking in Downtown? \_\_\_\_\_

\_\_\_\_\_

		1 – Not at all Friendly	2	3	4	5 - Very Friendly [Skip to Q5]	N/A
Q3)	How would you rate the overall friendliness of parking in Downtown Kirkland?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4) What can the City of Kirkland do to make parking friendlier in Downtown? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Q5) How important are the following attributes for a parking system in Downtown Kirkland? (Rate on a 5 point scale where "1" means "not at all important" and "5" means "extremely important".)

	<i>How important is...?</i>	1 – Not at all Important	2	3	4	5 – Extremely Important	N/A
Q5a	Cost of parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5b	Proximity of parking to Downtown Kirkland destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5c	Easy access to parked vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5d	The ability to come and go from parking locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5e	Covered parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5f	Underground parking garage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5g	Ease of locating an available spot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5h	Signage or directions to parking, in Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6) Please indicate your preference in paying to park vs. regulations in parking. I would prefer...

- To have everyone pay-to-park to increase parking availability with no time limits
- To have free parking and strict regulation of time limits to increase parking availability
- Free on-street parking (2-hr. limit) and pay off-street parking, where customers could buy up to 4 hours at a time
- Pay-to-park on-street parking (2-hr. limit) and pay off-street parking, where customers could buy up to 4 hours at a time
- Other \_\_\_\_\_
- Unsure / Prefer not to answer

Q7) Between the following choices for a pay-to-park system which do you prefer? (Select one choice)

- Pay and display system: Park, then pay at the central automated kiosk and return to your car to put the receipt on your dashboard
- Pay by space system: Park, then note the stall number where you are parked so that when paying at the central automated kiosk you will have the correct stall
- Other \_\_\_\_\_
- Unsure / Prefer not to answer

Q8) What time periods should apply, if pay-to-park were to be adopted in Downtown Kirkland

- Pay-to-park should be evenings only (5 PM – 10 PM)
- Pay-to-park should be from 11 AM - 9 PM
- Pay-to-park should be from 9 AM – 6 PM
- Other \_\_\_\_\_
- Unsure / Prefer not to answer

Q9) How should new public parking in Downtown Kirkland be financed?

- The City of Kirkland should finance new public parking supply from general revenue
- The City of Kirkland should finance new public parking supply from a mix of general revenue, parking revenue, tax increment of sales tax revenue, and a local improvement district
- Other \_\_\_\_\_
- Unsure / Prefer not to answer

Q10) How much do you agree with each statement on a 5 point scale where “1” means “strongly disagree” and “5” means “strongly agree.”

	<i>Pay-to-park revenue should be used to ...?</i>	1 – Strongly Disagree	2	3	4	5 – Strongly Agree	N/A
Q10a	Build a public parking garage in Downtown	<input type="radio"/>					
Q10b	Partner with a developer to build a parking garage in Downtown	<input type="radio"/>					
Q10c	Fund programs that promote walking, biking and bus transit	<input type="radio"/>					
Q10d	Fund improvements for downtown, e.g. lighting, sidewalks, planters	<input type="radio"/>					

Q11) The ParkSmart program prohibits downtown employees from parking in public spaces in the downtown and sets aside space in the Library garage for employees to park free. In your opinion how well does ParkSmart work?

- I believe that ParkSmart does not work and stronger enforcement is needed to make it more effective
- I believe that ParkSmart does not work. Get rid of it and price public parking downtown for all users
- I believe that ParkSmart works fine and should be kept as is
- Other \_\_\_\_\_
- Unsure / Prefer not to answer

Q12) If you are a Downtown merchant, what is your type of business:

- Restaurant/Bar
- Bank/Financial
- Salon/Spa
- Gallery
- Retail Business
- Office
- Other \_\_\_\_\_

Q13) If you are a Downtown property owner, answer the following

- Single business on property
- Multiple businesses on property
- Parking is provided on property
- Parking is not provided on property

Q23) If you have any additional comments for the City of Kirkland’s Parking Advisory Board, please use the space provided below.