

Attachment 4



Results From St. Paul's Parking Survey

Scott M. Broetzmann, President & CEO

October 22, 2018



Survey Objective & Methodology



Survey Objective & Methodology

Survey Objective

- Canvass St. Paul's parishioners regarding the City of Alexandria's new parking restrictions on S. Pitt Street, which require people to use metered parking to pay for up to two hours to park (instead of free parking for two hours), including Sundays

Survey Methodology

- Participants included 1,228 individuals from St. Paul's parishioner database (including members and friends [e.g., those attending one of St. Paul's schools, employees, choir members, etc.])
- One-page web-based questionnaire
 - Branded as a St. Paul's survey
 - Featured an initial invitation and two reminders to participate to non-respondents
 - Examined overall sentiments about the new parking restrictions, personal impact of restrictions, and recommendations for going-forward policy
- Achieved a 45% response rate (n = 533) yielding a $\pm 1.9\%$ to 3.2% margin of error (at 95% confidence)



Overview Of Key Findings



Overview Of Key Findings

An overwhelming majority of St. Paul's parishioners (85%) are unfavorable toward the new parking restrictions

The new parking restrictions have had a meaningful, negative impact on St. Paul's parishioners causing them inconvenience (52%), increasing the cost of attending services and other St. Paul's events (36%), and discouraging them from attending services and events (21%)

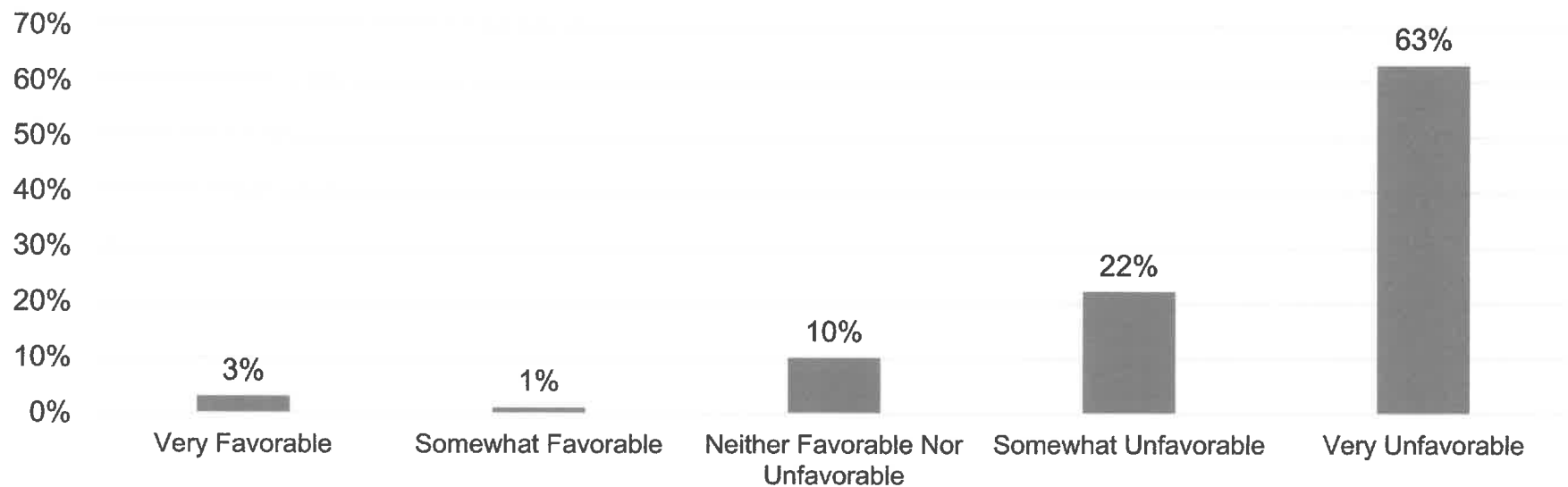
Nearly all St. Paul's parishioners (94%) recommend that the City of Alexandria rescind the new parking restrictions and revert to the prior policy of limited free parking on Sunday mornings



Detailed Results



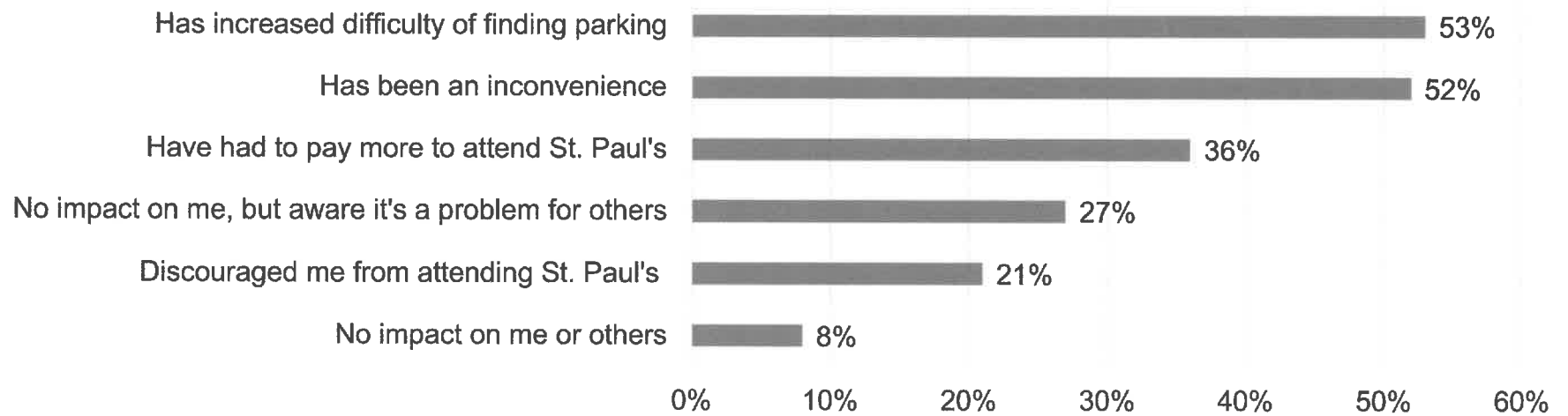
Favorability Rating Of New Parking Restrictions



All things considered, how favorable or unfavorable are you about the metered parking surrounding St. Paul's?



Personal Impact Of New Parking Restrictions

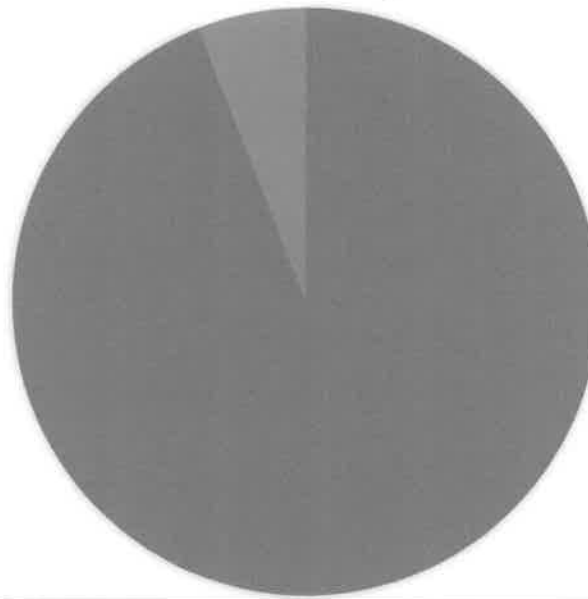


How has the metered parking surrounding St. Paul's neighborhood personally affected you?
(Please click all that apply)



Recommendation For Policy

**Continue with the
new parking
restrictions and
metered parking
surrounding the St.
Paul's
neighborhood, 6%**



**Rescind the new
parking
restrictions...and
revert to the prior
policy of free parking
for up to two hours on
Sunday mornings.,
94%**

Which ONE of the following policies to you recommend that the City of Alexandria adopt concerning parking surrounding the St. Paul's neighborhood?



Appendix 1 – Questionnaire



St. Paul's Parking Survey

Questionnaire



St. Paul's Parking Survey

YOUR OPINIONS ABOUT CITY OF ALEXANDRIA METERED PARKING SURROUNDING ST. PAUL'S NEIGHBORHOOD			
1.	Which ONE of the following statements best describes your awareness of the City of Alexandria metered parking surrounding the St. Paul's neighborhood? <input type="checkbox"/> I didn't know about the metered parking surrounding St. Paul's until I received this survey. <input type="checkbox"/> I already knew about the metered parking surrounding St. Paul's neighborhood.		
2.	All things considered, how favorable or unfavorable are you about the metered parking surrounding St. Paul's neighborhood? WEB PROGRAMMING INSTRUCTION – USE COLORED SMiley FACE ICONS TO ENSURE RECOGNITION OF SCALE (E.G., GREEN SMILEY FOR VERY FAVORABLE TO RED BROWN FOR VERY UNFAVORABLE) Very Favorable <input type="checkbox"/> Somewhat Favorable <input type="checkbox"/> Neither Favorable nor Unfavorable <input type="checkbox"/> Somewhat Unfavorable <input type="checkbox"/> Very Unfavorable <input type="checkbox"/>		
3.	How has the metered parking surrounding St. Paul's neighborhood personally affected you? (Please check ALL that apply) <input type="checkbox"/> 1 I have had to pay for pay more for parking when attending St. Paul's services/events. <input type="checkbox"/> 4 It has discouraged me from attending St. Paul's services/events. <input type="checkbox"/> 2 It has increased the difficulty of finding parking when attending St. Paul's services/events. <input type="checkbox"/> 5 It has had no impact on me personally but I'm aware that it has been a problem for others. <input type="checkbox"/> 3 It has been an inconvenience (e.g., had to walk further, made me late). <input type="checkbox"/> 6 It has had no impact on me or others.		
4.	Which ONE of the following policies do you recommend that the City of Alexandria adopt concerning parking surrounding the St. Paul's neighborhood? <input type="checkbox"/> Reinstated the new parking restrictions and metered parking surrounding the St. Paul's neighborhood and revert to the prior policy of free parking for up to two hours on Sunday mornings. <input type="checkbox"/> Continue with the new parking restrictions and metered parking surrounding the St. Paul's neighborhood.		
5.	Please share any additional feelings or suggestions you may have about the City of Alexandria metered parking surrounding the St. Paul's neighborhood. WEB PROGRAMMING NOTE – no limit on character count for this verbatim		
6.	St. Paul's has an arrangement with the City of Alexandria whereby those attending weekly services may park for free in the Courthouse Square Garage (1111 S. Pitt Street). St. Paul's pays the City of Alexandria \$5 for each parked car. Were you aware of this parking arrangement? <input type="checkbox"/> I was NOT AWARE of this parking arrangement. <input type="checkbox"/> I WAS AWARE of this parking arrangement.		
7.	Which ONE of the following statements best describes how often you attend worship services at St. Paul's? (Please check only ONE box) <input type="checkbox"/> Weekly <input type="checkbox"/> Several times each month <input type="checkbox"/> Monthly <input type="checkbox"/> Less than monthly <input type="checkbox"/> Only for major feasts (e.g., Christmas, Easter) or special services (e.g., weddings, funerals) <input type="checkbox"/> Never		