• The purpose of the online survey was to gather feedback from business owners, employees, and residents on parking within Downtown Ketchum.

• The online survey was open from February 2nd to February 28th, 2022.

• There were 386 total responses.
Survey Part 1:
Business Owners & Employees
Do you own a business or work for a business located within Downtown Ketchum?

- Yes, I own a business.
- Yes, I am an employee.
- No, I don’t work or own a business within Downtown Ketchum.

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I own a business located within Downtown Ketchum.</td>
<td>55</td>
</tr>
<tr>
<td>Yes, I am an employee of a business located within Downtown Ketchum.</td>
<td>74</td>
</tr>
<tr>
<td>No, I do not work or own a business within Downtown Ketchum (I am a resident or visitor).</td>
<td>257</td>
</tr>
</tbody>
</table>
Business Owners & Employees

The following questions were posed to business owners and employees that work within Downtown Ketchum. To better understand the results, responses were broken out into two groups, business owners and employees.
Which of the following best describes your business/where you work?

- Retail
- Food and Beverage
- Bank
- Office
- Recreation
- Hotel
- Entertainment and event venues
- Education
- Healthcare
- Other (please specify)

**Business Owners**

- Food and beverage: 30.00%
- Office: 10.00%
- Recreation: 20.00%
- Hotel: 30.00%
- Other (please specify): 0.00%

**Employees**

- Food and beverage: 10.00%
- Office: 40.00%
- Recreation: 30.00%
- Hotel: 0.00%
- Other (please specify): 30.00%
On a typical day, do you think there is enough nearby parking available for your customers?

- **Business Owners**
  - Yes: 50.00%
  - No: 20.00%
  - Not sure: 10.00%

- **Employees**
  - Yes: 10.00%
  - No: 40.00%
  - Not sure: 10.00%
How much time does your typical customer spend at your business?

- Business Owners
- Employees

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4+ hours
Business Owners

The following questions were asked specifically to owners of downtown businesses.
How many private off-street parking spaces does your business provide for employees?

- 0
- 1-5
- 6-10
- 11-20
- 21-30
- 30+

What is the maximum number of employees you have at work at any given time?

- 0
- 1-5
- 6-10
- 11-20
- 21-30
- 31-40
- 40+
How many private on-site parking spaces does your business provide for *customers*?
If you do not have private on-site parking, where do you tell your employees and visitors to park?

- Public parking lot: 0.00%
- Time-limited parking on-street: 10.00%
- On-street with no time-limit: 20.00%
What time does your business typically open?

- At or before 8:00 a.m. (30.00%)
- At or before 9:00 a.m. (20.00%)
- At or before 10:00 a.m. (40.00%)
- Later than 10:00 a.m. (10.00%)

What time does your business typically close?

- At or before 5:00 p.m. (0.00%)
- At or before 6:00 p.m. (30.00%)
- At or before 7:00 p.m. (20.00%)
- Later than 7:00 p.m. (10.00%)
The following questions were asked specifically to employees of downtown businesses.
How do you commute to work?

- Drive alone
- Carpool
- Taxi or TNC
- Public transit
- Bike
- Walk
- I work from home/Telecommute

Employees

- Drive alone: 80.00%
- Carpool: 0.00%
- Taxi or TNC: 0.00%
- Public transit: 0.00%
- Bike: 0.00%
- Walk: 0.00%
- I work from home: 0.00%
Where do you typically park while you’re at work?

- Private parking area
- Public parking lot
- Time-limited parking on-street
- On-street with no time-limit

Do you pay for parking while you are at work?

- Yes, I have a monthly permit
- Yes, I pay an hourly/all-day rate
- No, I park in free public parking lots
How far away do you typically park from work?

- 1 block (30.00%)
- 2 blocks (20.00%)
- 3 blocks (10.00%)
- 4+ blocks (0.00%)

On the same block as my work.
How long does it typically take you to find an available parking space before work?

<table>
<thead>
<tr>
<th></th>
<th>Right away</th>
<th>5 minutes or less</th>
<th>10 minutes or less</th>
<th>10+ minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>0.00%</td>
<td>10.00%</td>
<td>20.00%</td>
<td>30.00%</td>
</tr>
</tbody>
</table>

- Right away: 0.00%
- 5 minutes or less: 10.00%
- 10 minutes or less: 20.00%
- 10+ minutes: 30.00%
What is a reasonable distance to walk from a parking space to work during the **snow season**?

- 1 block
- 2 blocks
- 3 blocks
- 4+ blocks

What is a reasonable distance to walk from a parking space to work during **non-snow seasons**?

- 1 block
- 2 blocks
- 3 blocks
- 4+ blocks
What is the most you would be willing to pay for an employee parking permit, if it meant you could easily find a space to park?

- Up to $25 per month
- Up to $50 per month
- Up to $75 per month
- Up to $100 per month
- I would not purchase an employee parking permit
What time do you typically
arrive at work?

What time do you typically
depart work?
Survey Part 2: Ketchum Residents & Non-Residents
Do you live in the City of Ketchum?

- Yes
- No, I live elsewhere in Blaine County.
- No, I live outside of Blaine County, within Idaho.
- No, I live outside of Idaho. (please enter the state in which you reside)

Number of responses:

- Yes: 226
- No, I live elsewhere in Blaine County: 126
- No, I live outside of Blaine County, within Idaho: 4
- No, I live outside of Idaho: 16
Approximately how frequently do you visit Downtown Ketchum?

**Residents**

- I live in Downtown Ketchum: 10.00%
- Everyday: 60.00%
- Multiple times per week: 20.00%
- Multiple times per month: 40.00%
- Less than once per month: 0.00%

**Visitors**

- Everyday: 50.00%
- Multiple times per week: 30.00%
- Multiple times per month: 10.00%
- Less than once per month: 0.00%
What was the primary purpose of your most recent visit to Downtown Ketchum?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Residents</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping/Retail</td>
<td>80.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Dining/Restaurant</td>
<td>0.00%</td>
<td>10.00%</td>
</tr>
<tr>
<td>Tourism/Sightseeing</td>
<td>20.00%</td>
<td>80.00%</td>
</tr>
<tr>
<td>Business/Work</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Visiting friends or family</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Recreation</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
What was the primary purpose of your most recent visit to Downtown Ketchum?

- Drove alone
- Carpoled
- Utilized a taxi or TNC (Uber, Lyft, etc.)
- Rode public transit
- Biked
- Walked

![Bar chart showing the percentage of residents and visitors who chose each mode of transportation.](image-url)
How long did it take to find parking?

**Residents**
- Right away: 50.00%
- 5 minutes or less: 30.00%
- 10 minutes or less: 20.00%
- More than 10 minutes: 0.00%

**Visitors**
- Right away: 90.00%
- 5 minutes or less: 10.00%
Where did you park?

- Private parking area
- Public parking lot
- Time-limited, on-street parking
- On-street parking without a time-limit

**Residents**

- Private parking area: 0.00%
- Public parking lot: 10.00%
- Time-limited, on-street parking: 60.00%
- On-street parking without a time-limit: 20.00%

**Visitors**

- Private parking area: 0.00%
- Public parking lot: 10.00%
- Time-limited, on-street parking: 70.00%
- On-street parking without a time-limit: 20.00%
How far from your destination did you park?

- On the same block.
- 1 block
- 2 blocks
- 3 blocks
- 4+ blocks

Residents

Visitors
How long do you typically stay when you visit Downtown Ketchum?

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4+ hours

Residents

- Less than 1 hour: 0.00%
- 1-2 hours: 40.00%
- 2-3 hours: 20.00%
- 3-4 hours: 10.00%
- 4+ hours: 10.00%

Visitors

- Less than 1 hour: 0.00%
- 1-2 hours: 30.00%
- 2-3 hours: 20.00%
- 3-4 hours: 10.00%
- 4+ hours: 20.00%
What parking and transportation priorities are most important to you? Please rank the following priorities from most important (1) to least important (5) for Downtown Ketchum.

- Enhance Wayfinding & Signage
- Increase off-street parking opportunities
- Upgrade paid parking equipment & technology
- Invest in additional mobility options
- Adjust on-street time limits

Residents

Visitors
If you had a magic wand and could change, fix, or improve anything about parking in Downtown Ketchum what would you do?

**Free response:**

**Residents**
- Build a parking garage
- Promote alternative transportation modes
- Require new developments to build parking
- Nothing
- Do not charge for parking
- Employee parking solutions
- More parking opportunities in the outer core
- Parking opportunities during snow season

**Visitors**
- Build a parking garage
- Promote alternative transportation modes
- Require new developments to build parking
- Employee parking solutions
- More parking opportunities in the outer core
- Extend time limits
- Implement Paid Parking
- Increase overnight parking opportunities
- Increase enforcement
- Improve parking experience at Atkinson’s Market
Winter Parking Pilot Program

The following questions about the Winter Parking Pilot Program were posed specifically to residents who live in Downtown Ketchum.
Were you aware of the Winter Parking Pilot Program?

- Yes, and I participate in the program.
- Yes, but I do not participate.
- No, but I am now!

Downtown Residents

0.00% 10.00% 20.00% 30.00% 40.00% 50.00%

Yes, and I participate in the program. Yes, but I do not participate. No, but I am now!
When you park in the Winter Parking Pilot Program locations, how easy is it to find a parking space?

- Very easy: 35%
- Easy: 20%
- Neither easy nor difficult: 10%
- Difficult: 40%
- Very difficult: 0%

If you participate in the program:
How clear are the policies regarding the Winter Parking Pilot Program?

If you participate in the program:

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult

Downtown Residents

- Very clear: 0.00%
- Clear: 10.00%
- Neither clear nor unclear: 20.00%
- Unclear: 30.00%
- Very unclear: 40.00%
Overall, how satisfied are you with the Winter Parking Pilot Program?

If you participate in the program: