

City of Ketchum  
Downtown Parking Survey  
February 2022



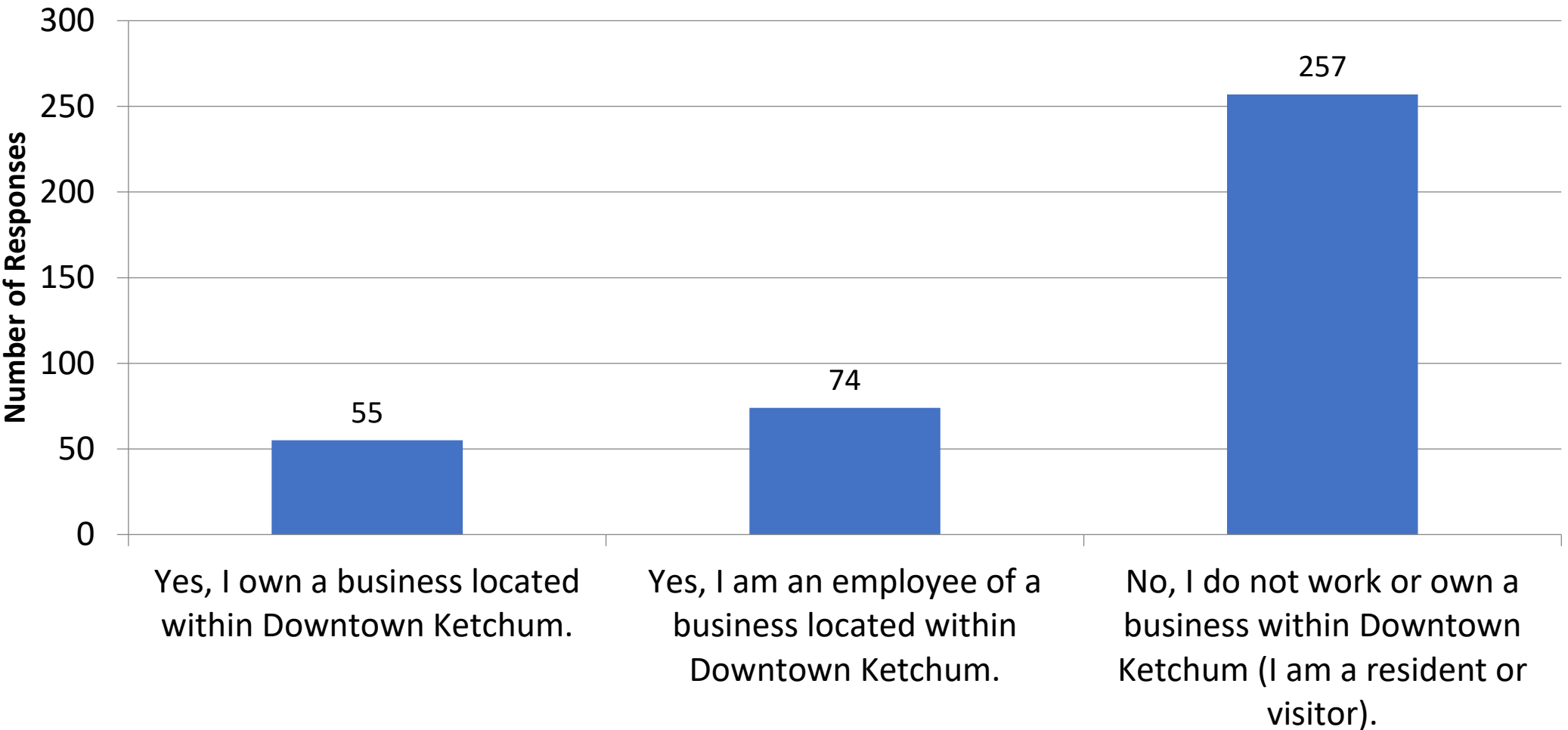
# Survey Background

- 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.



# Business Owners & Employees

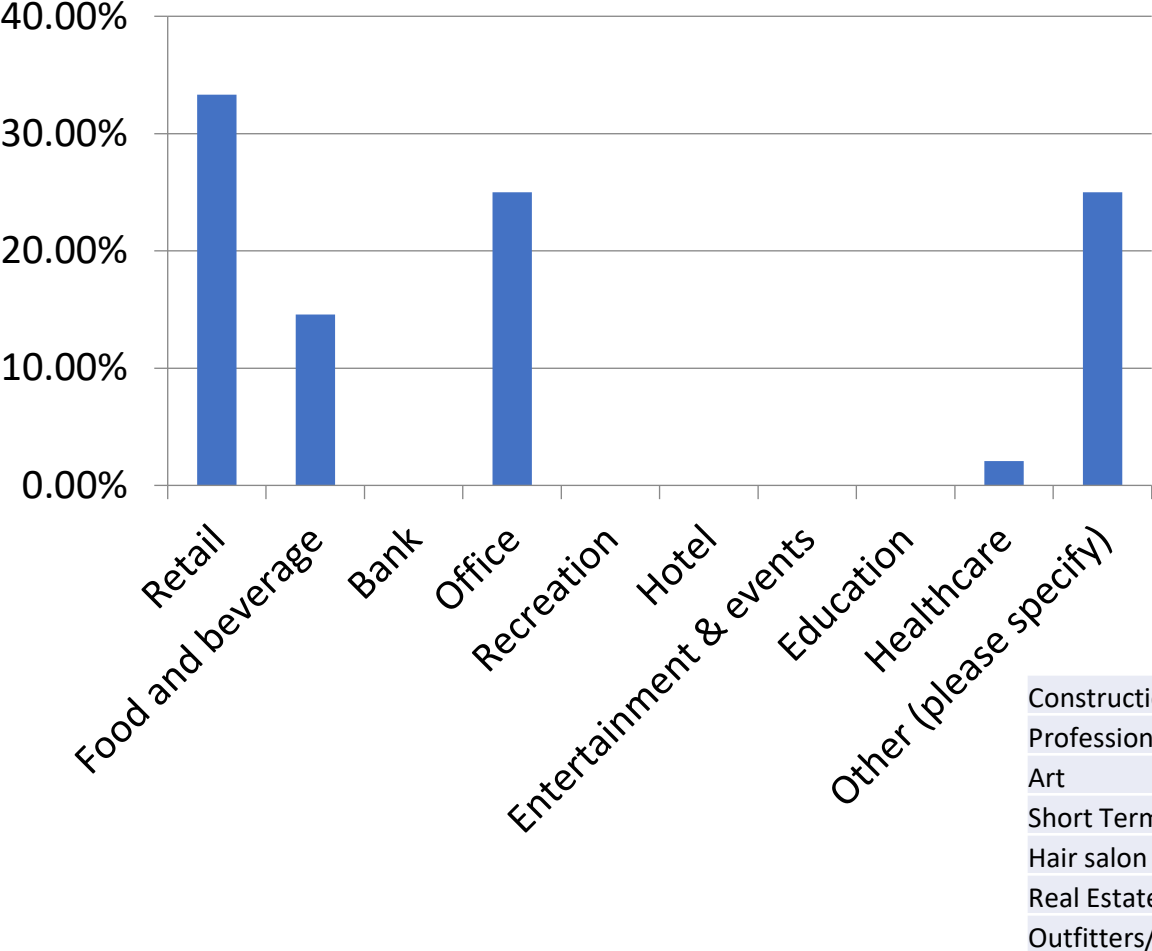
The following questions were posed to business owners and employees that work within Downtown Ketchum.

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?

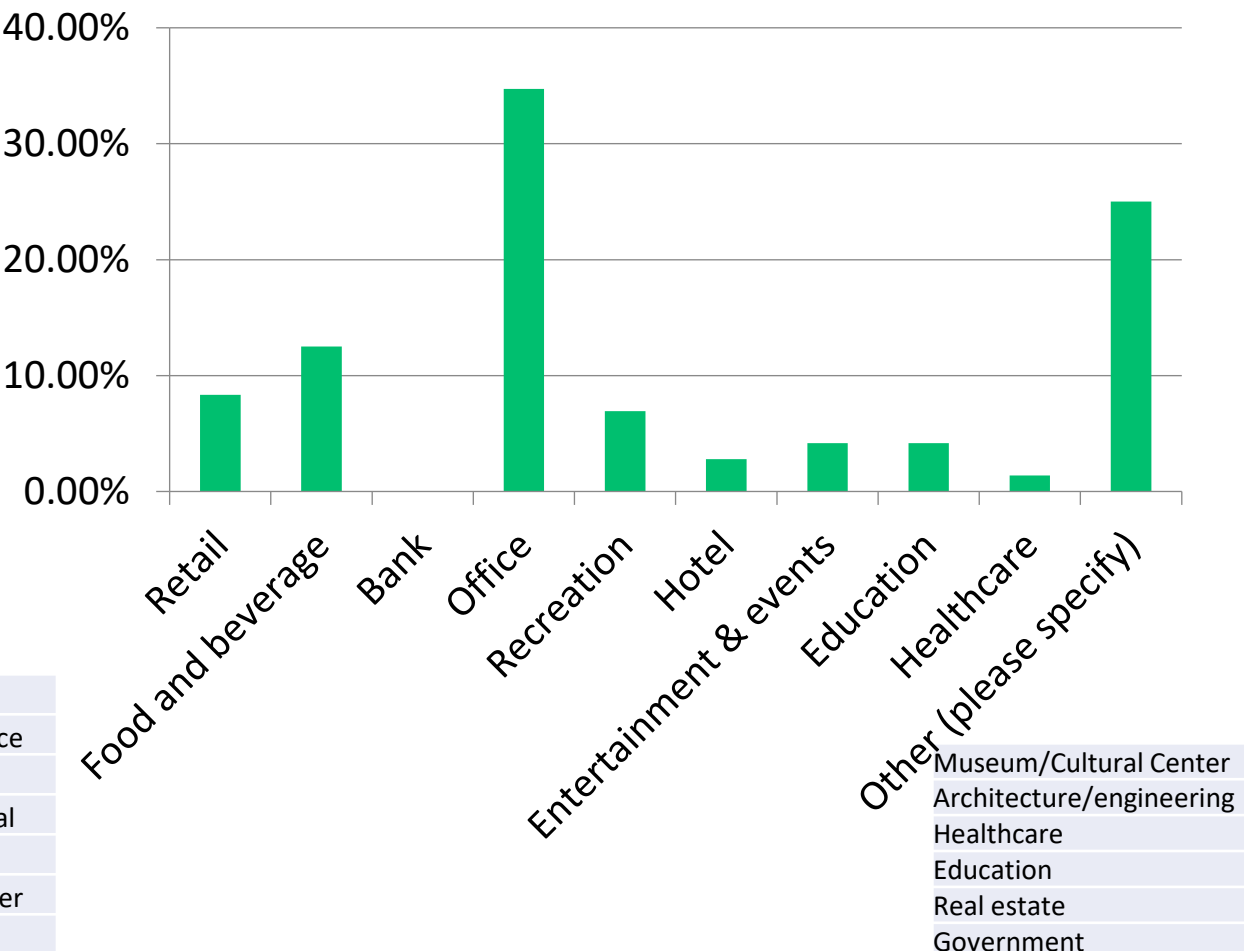
- Retail
- Food and Beverage
- Bank
- Office
- Recreation
- Hotel
- Entertainment and event venues
- Education
- Healthcare
- Other (please specify)

## Business Owners



- Construction
- Professional office
- Art
- Short Term rental
- Hair salon
- Real Estate Owner
- Outfitters/Retail

## Employees

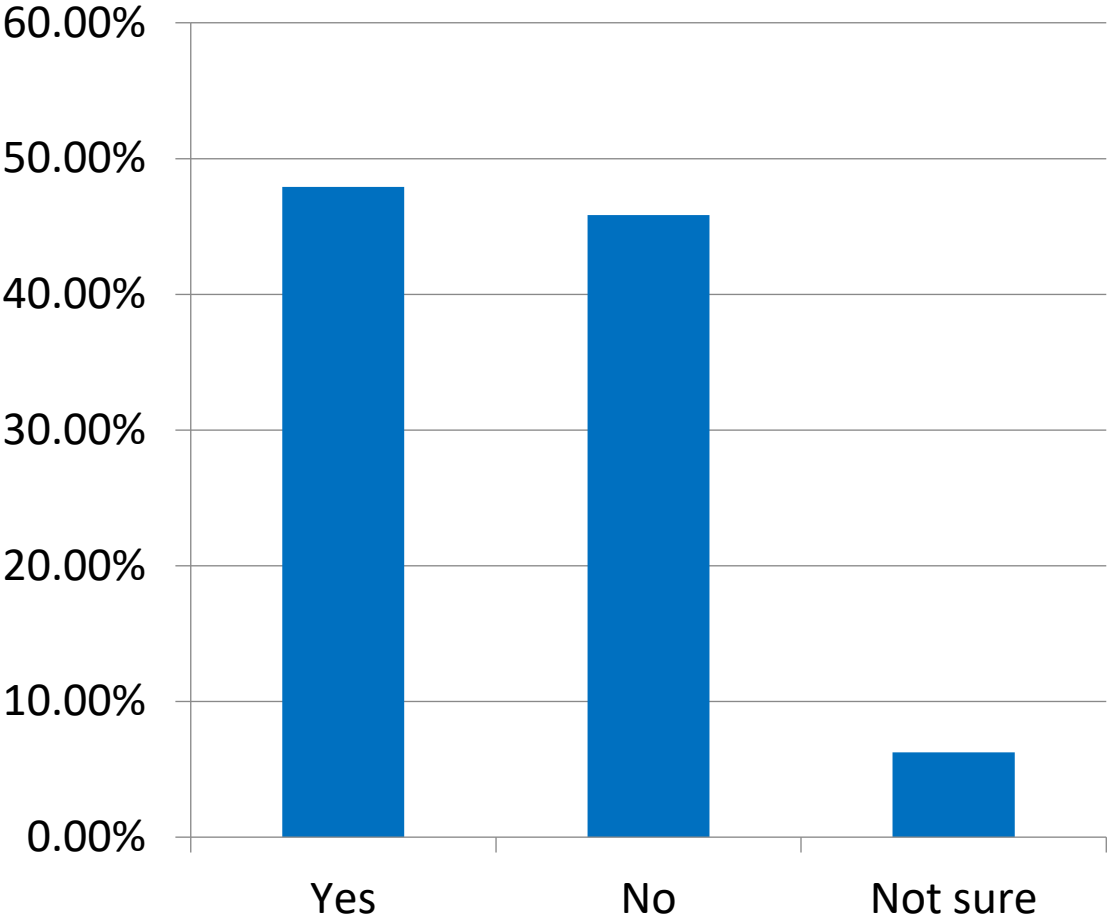


- Museum/Cultural Center
- Architecture/engineering
- Healthcare
- Education
- Real estate
- Government

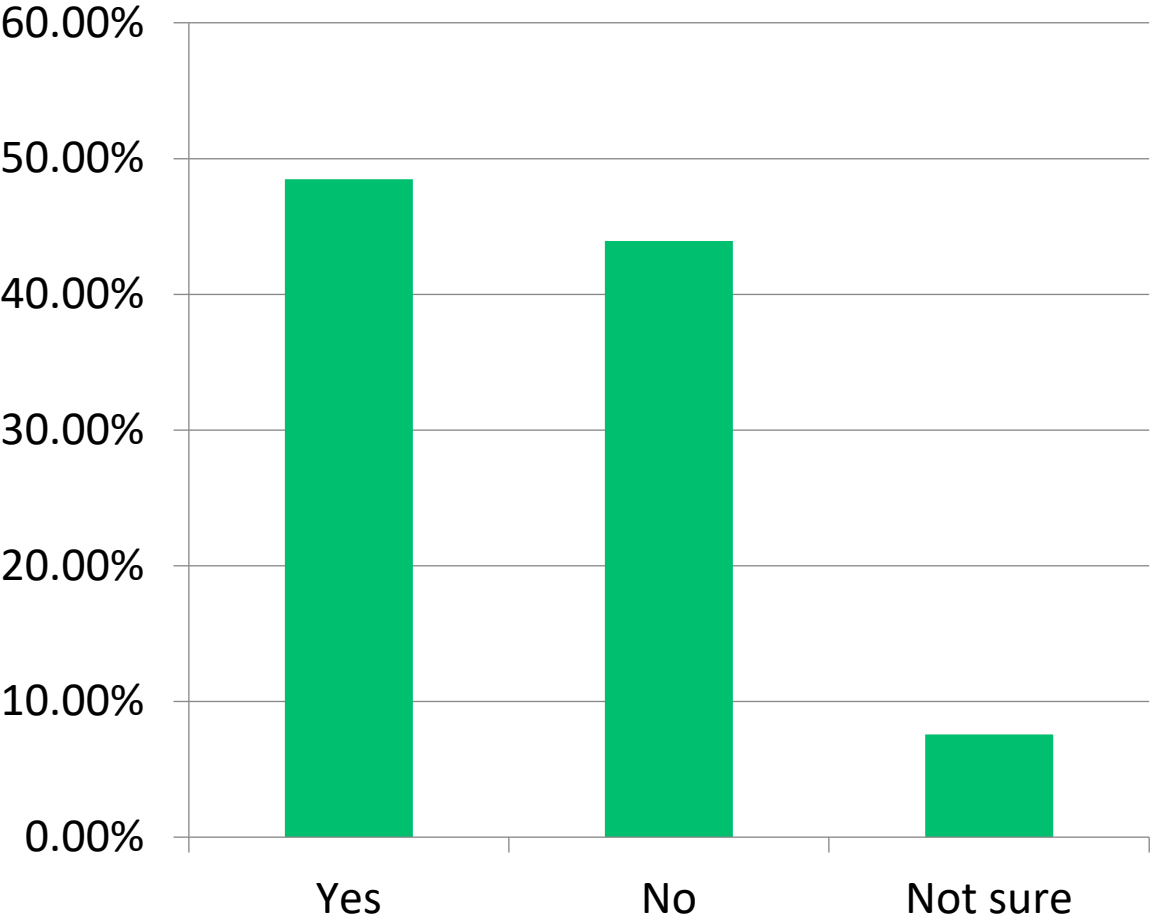
# On a typical day, do you think there is enough nearby parking available for your customers?

- Yes
- No
- Not sure

**Business Owners**



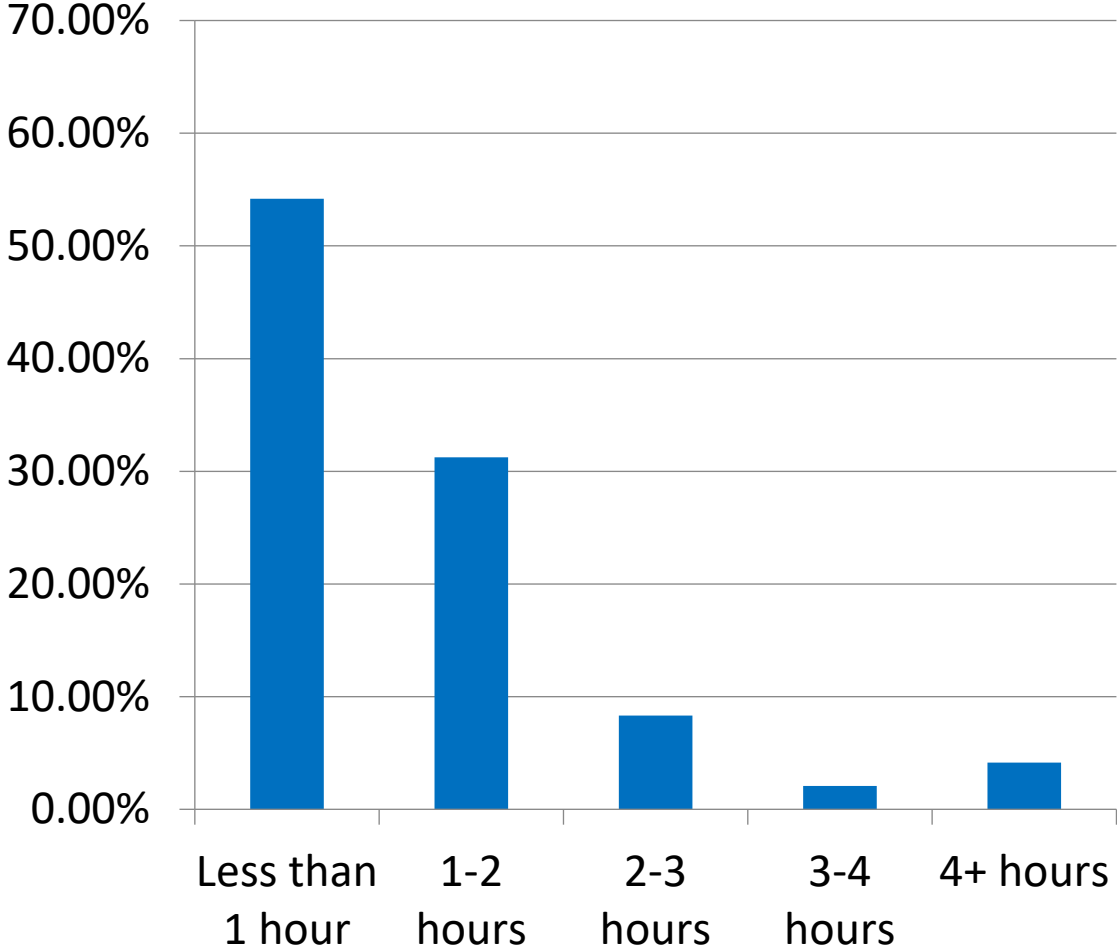
**Employees**



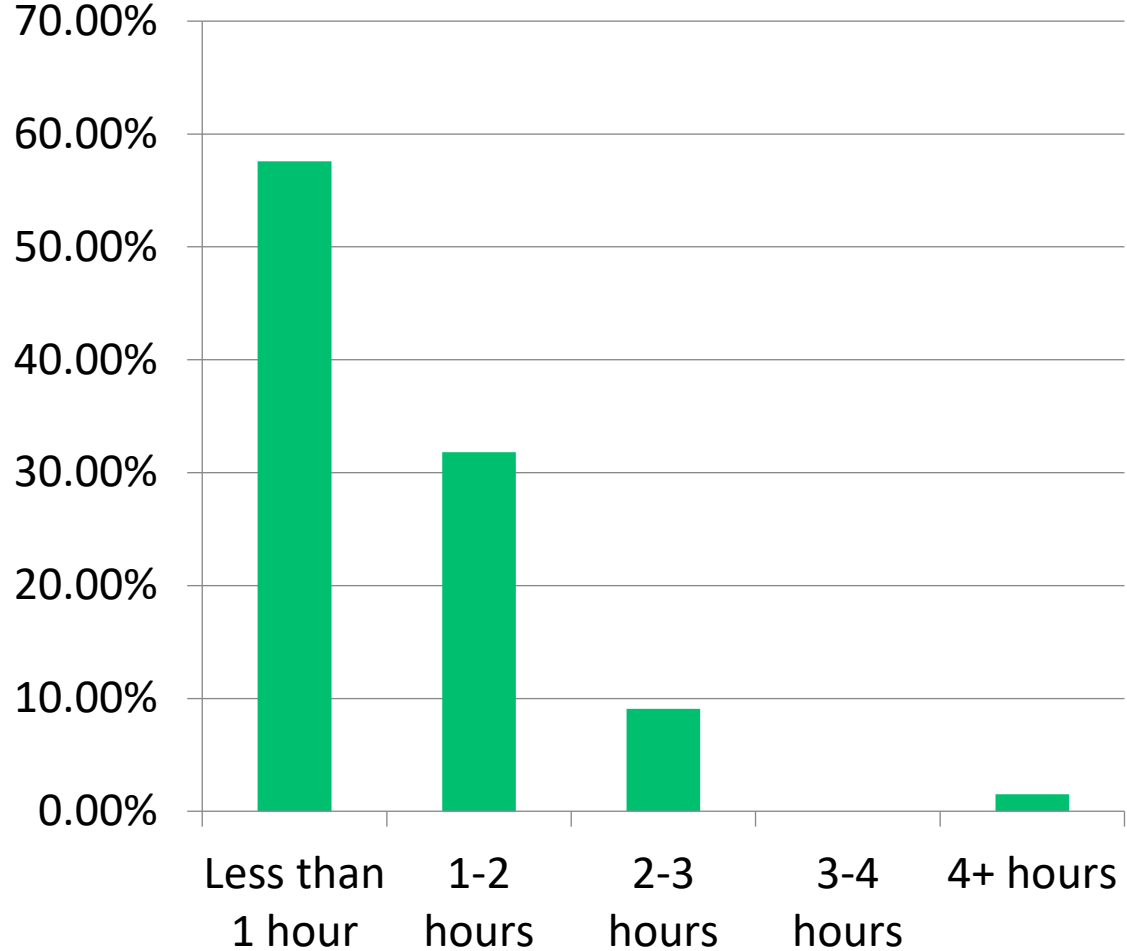
# How much time does your typical customer spend at your business?

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

**Business Owners**



**Employees**





# Business Owners

The following questions were asked specifically to owners of downtown businesses.

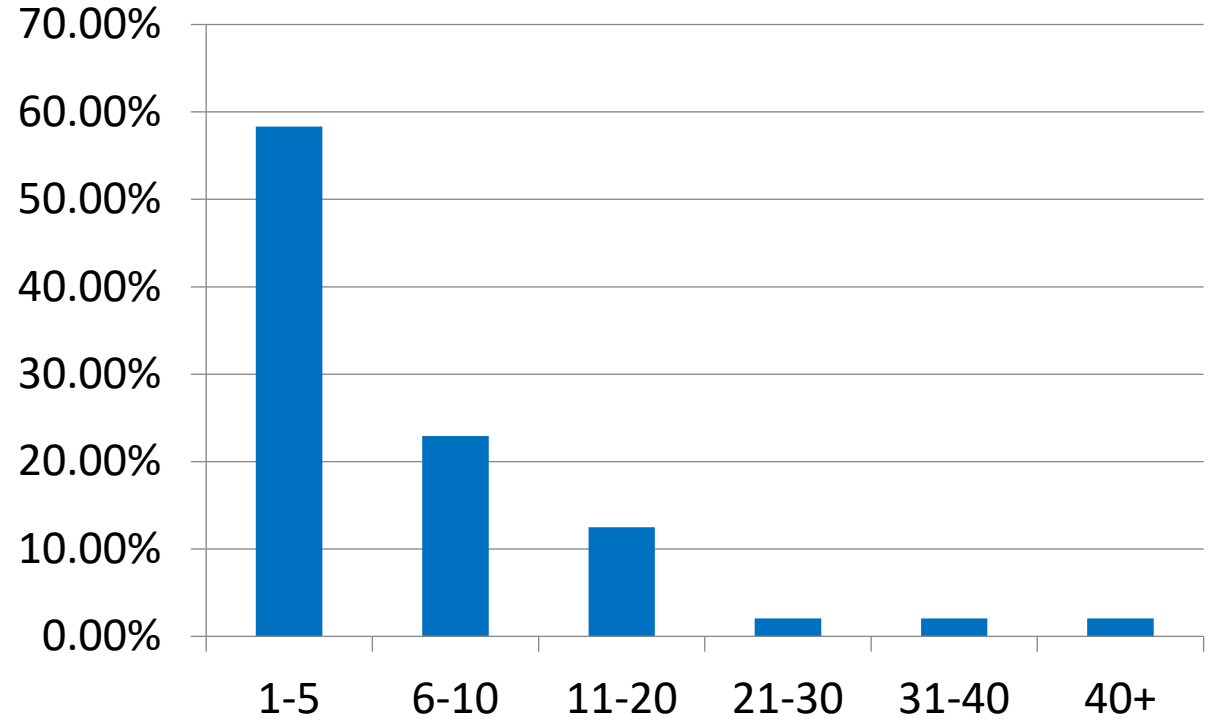
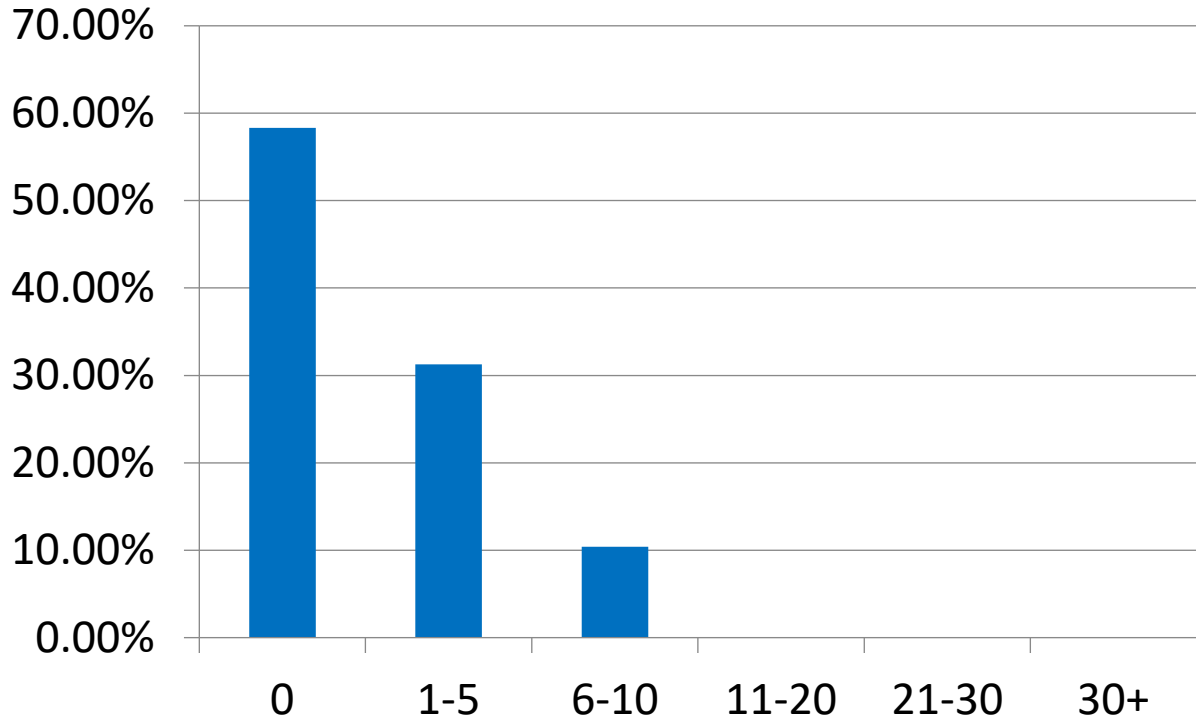
# Business Owners

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?

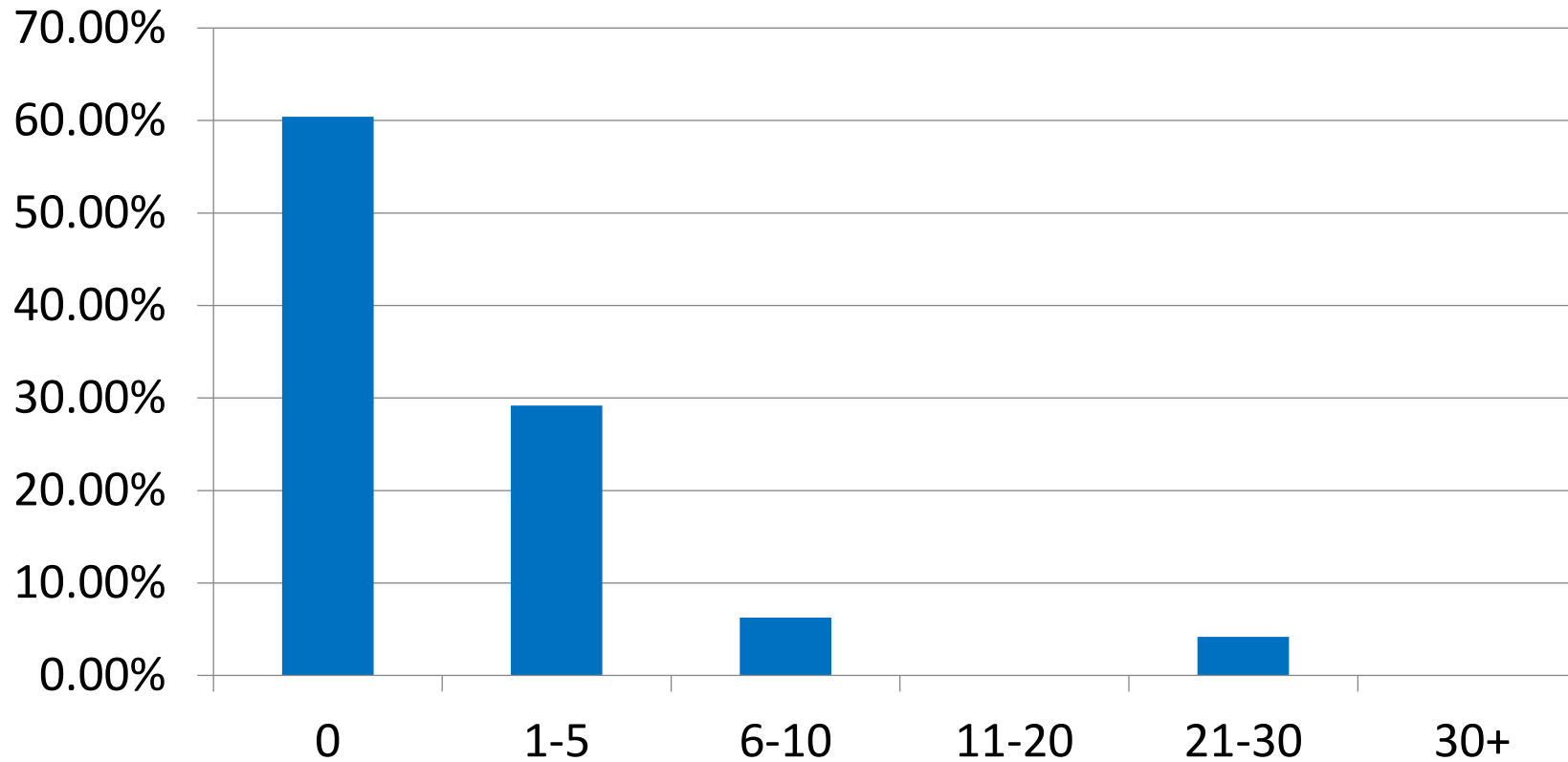
- 0
- 1-5
- 6-10
- 11-20
- 21-30
- 31-40
- 40+



## Business Owners

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

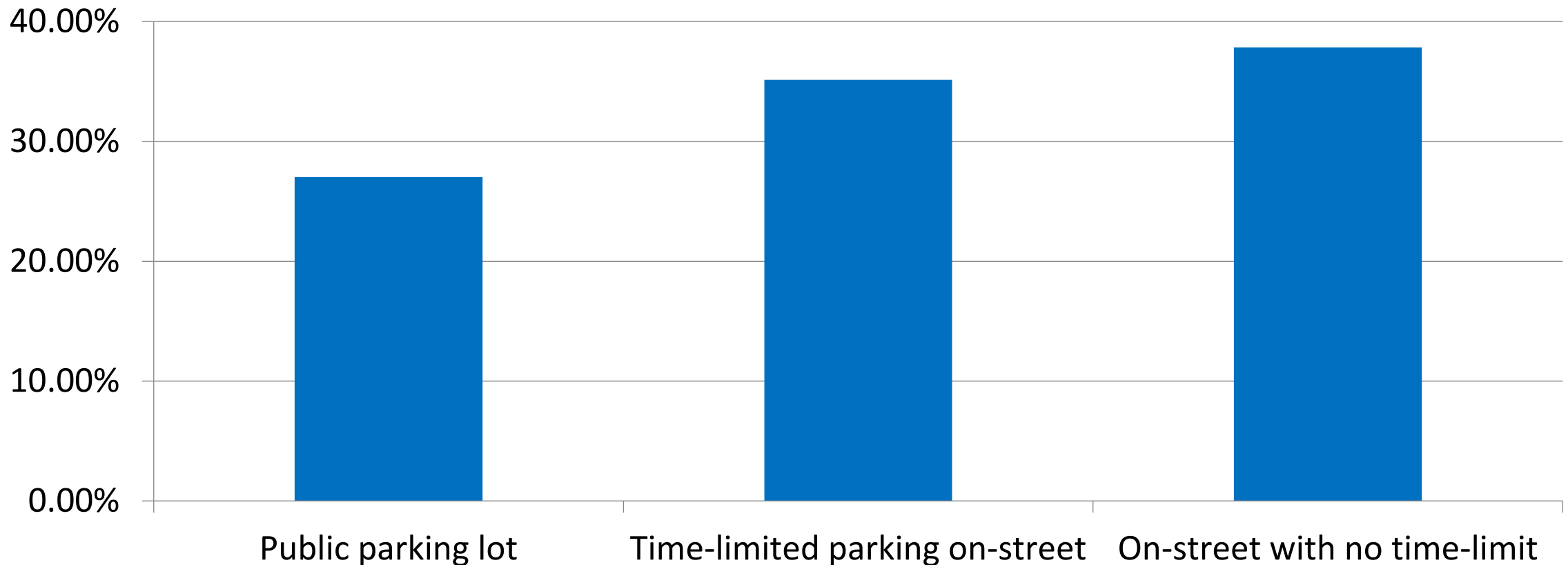
How many private on-site parking spaces does your business provide for customers?



## Business Owners

If you do not have private on-site parking, where do you tell your employees and visitors to park?

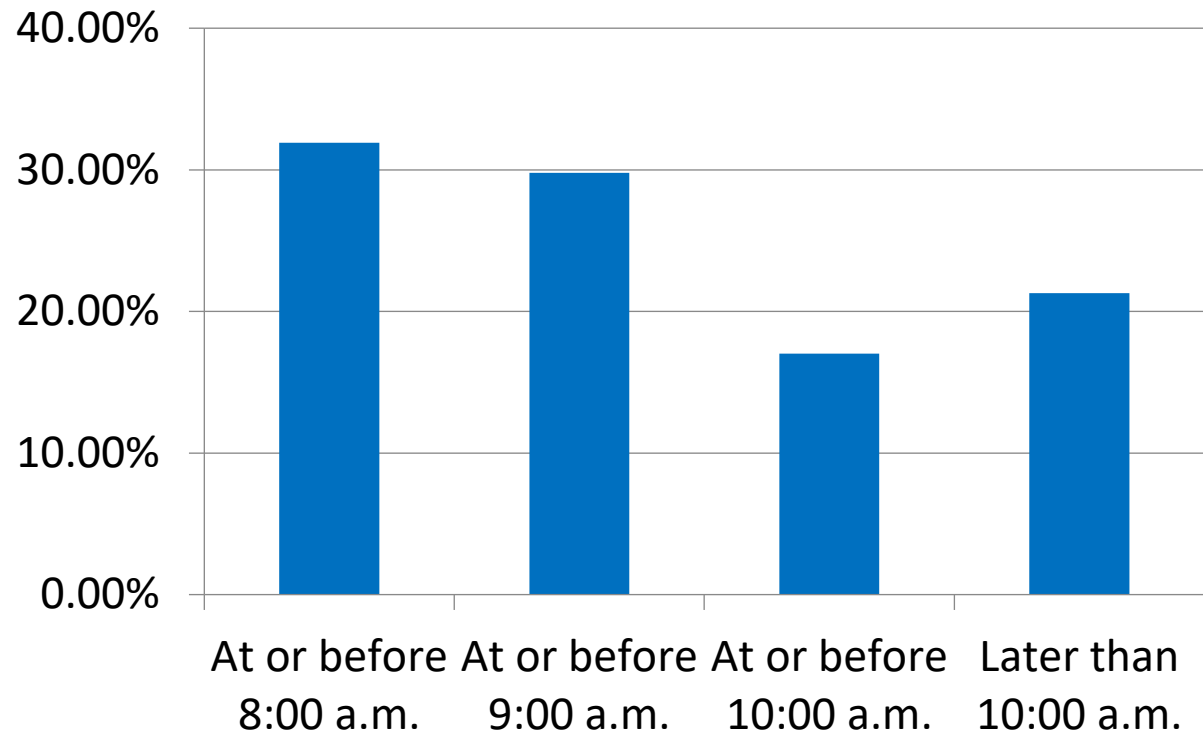
- Public parking lot
- Time-limited parking on-street
- On-street with no time-limit



## Business Owners

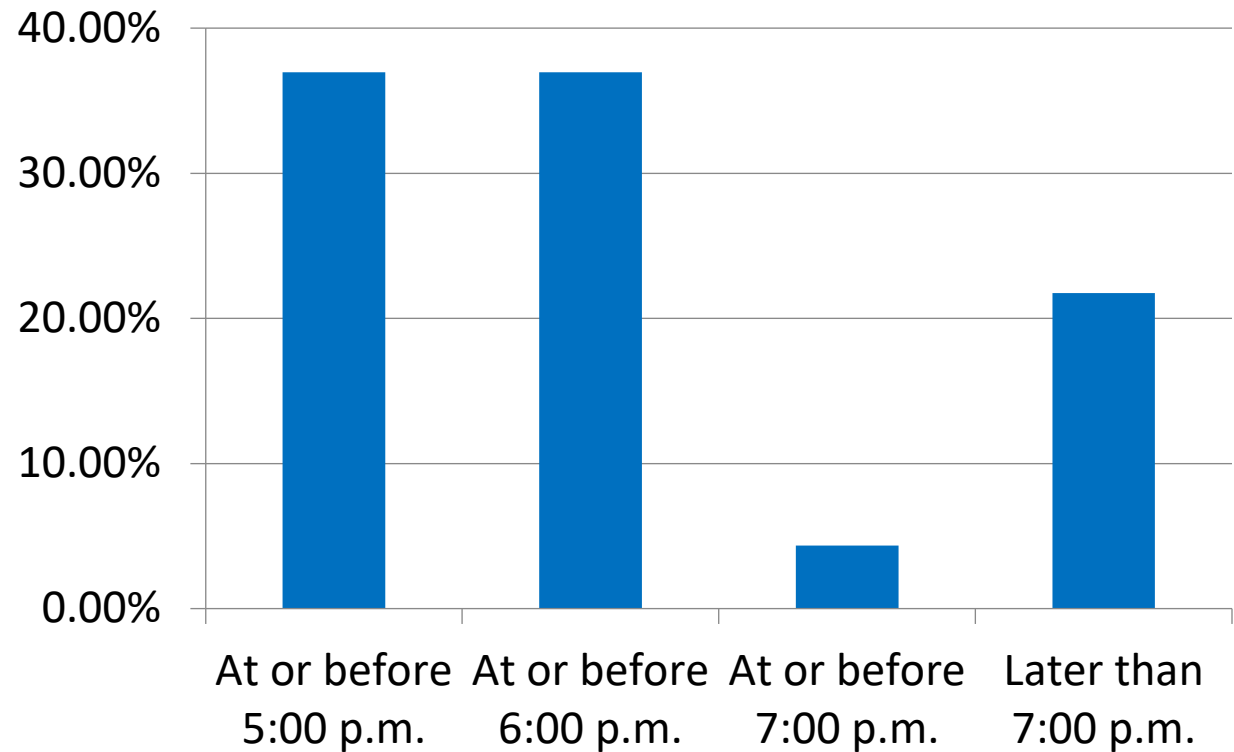
# What time does your business typically open?

- At or before 8:00 a.m.
- At or before 9:00 a.m.
- At or before 10:00 a.m.
- Later than 10:00 a.m.



# What time does your business typically close?

- At or before 5:00 p.m.
- At or before 6:00 p.m.
- At or before 7:00 p.m.
- Later than 7:00 p.m.



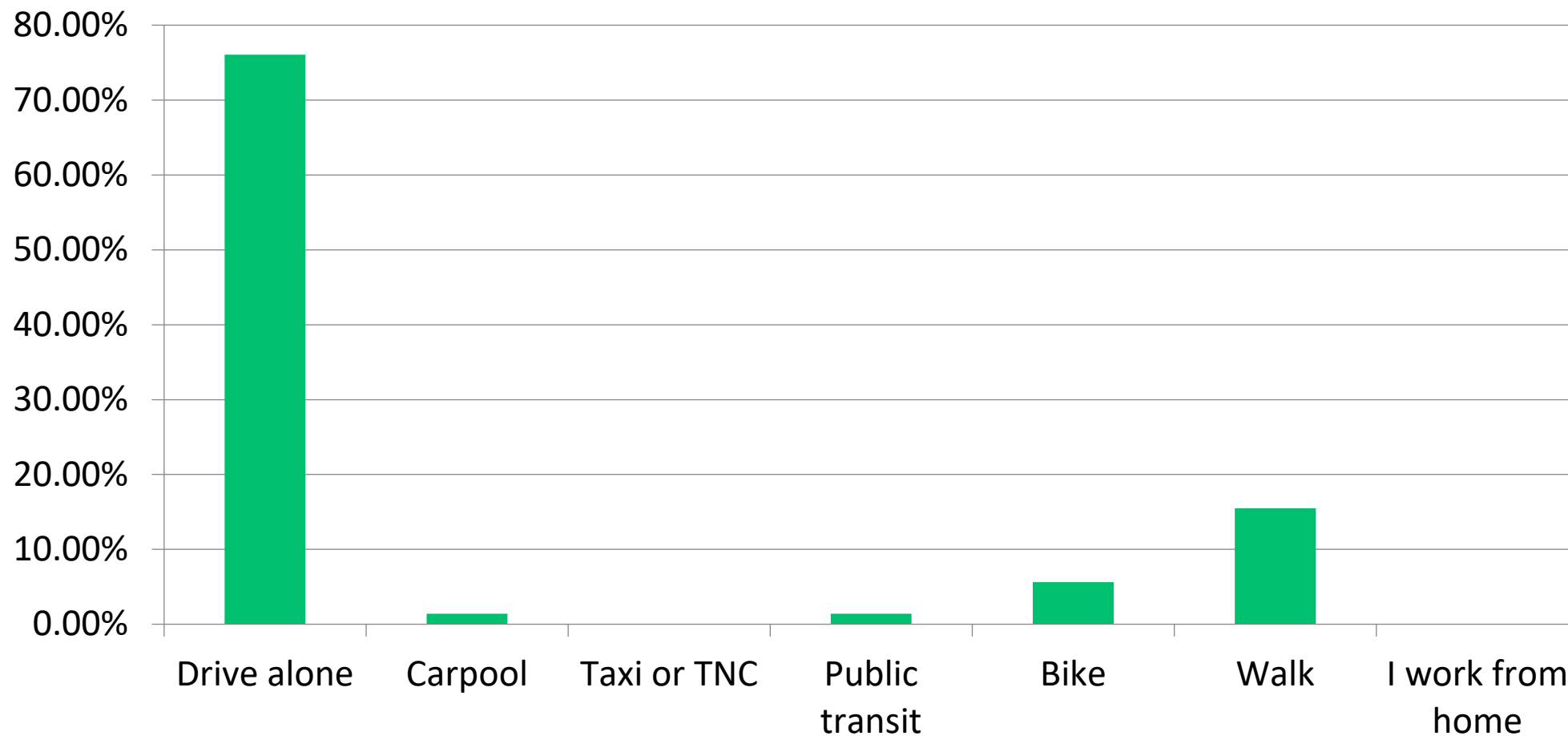
# Employees

The following questions were asked specifically to employees of downtown businesses.

## Employees

# How do you commute to work?

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



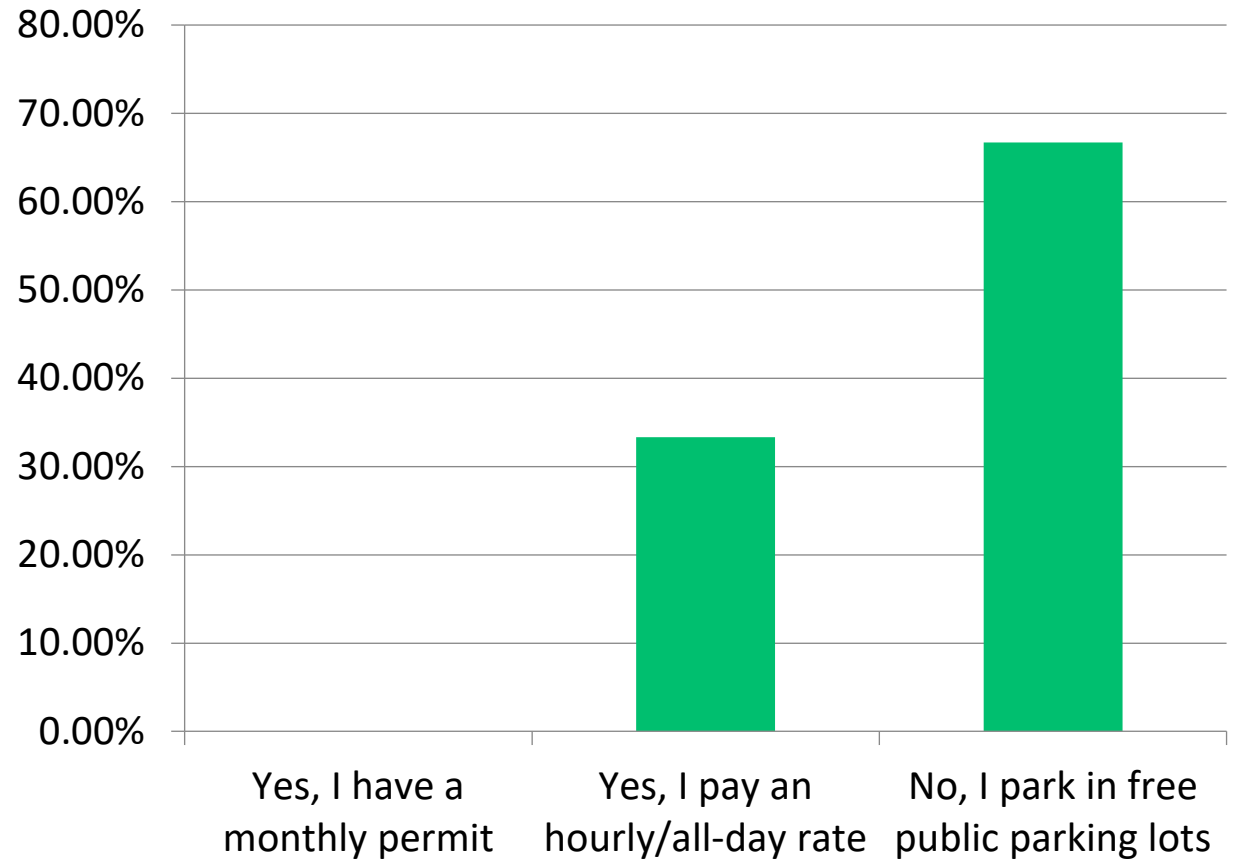
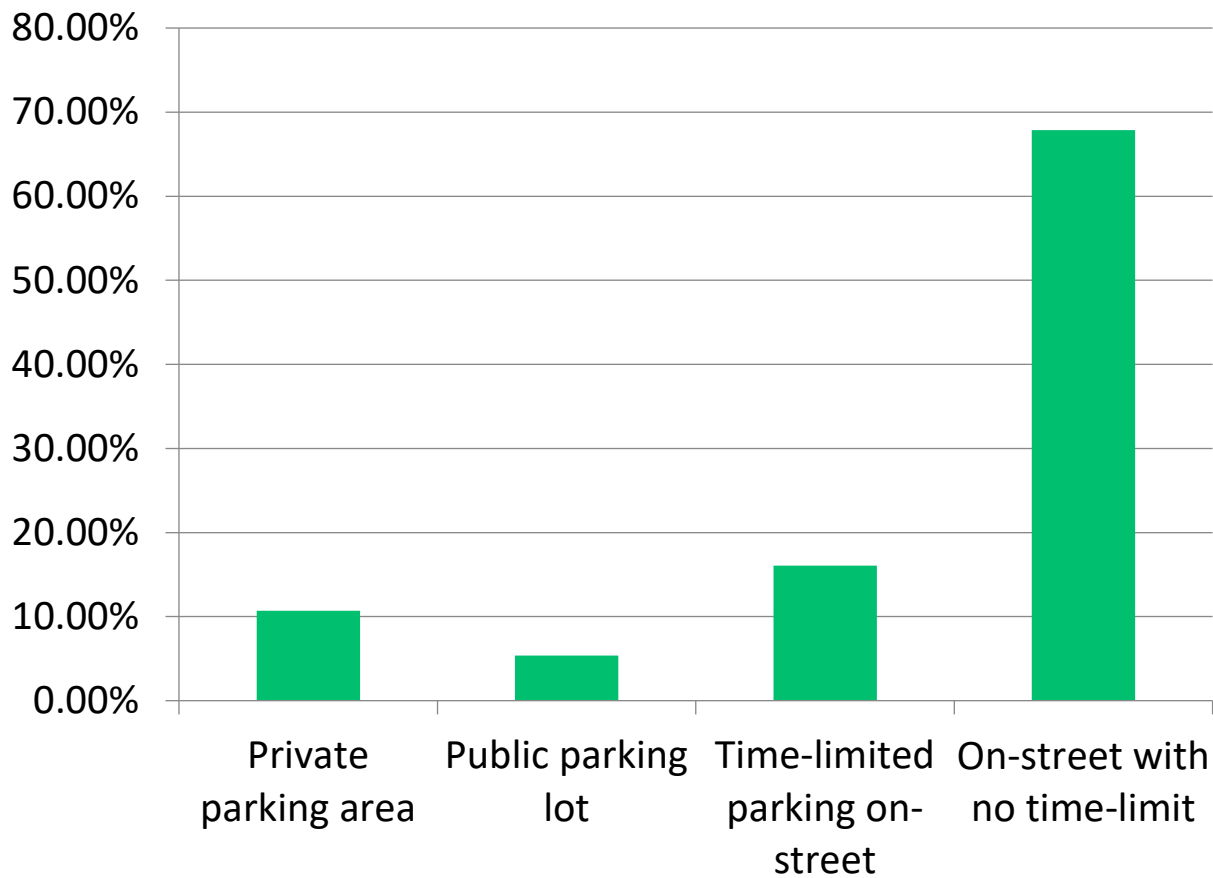
# Where do you typically park while you're at work?

## Employees

- 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

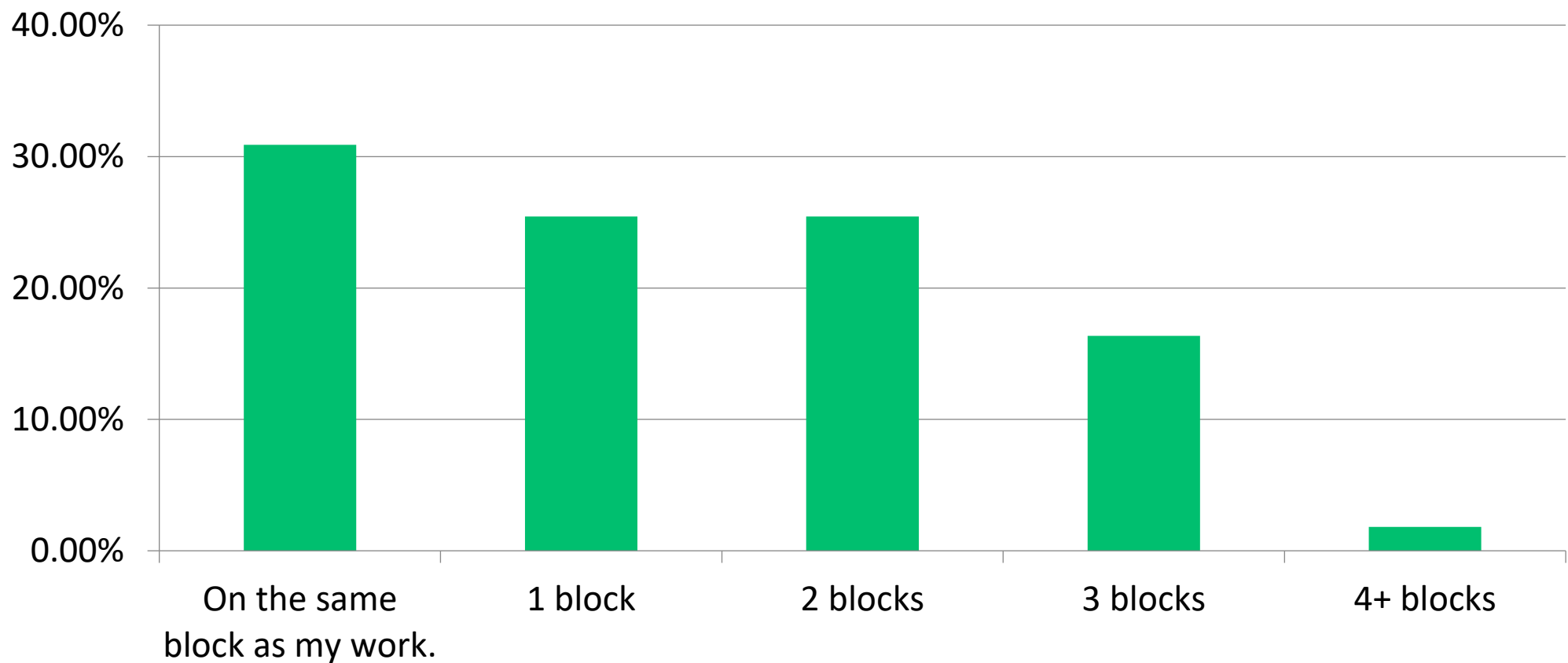




## Employees

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

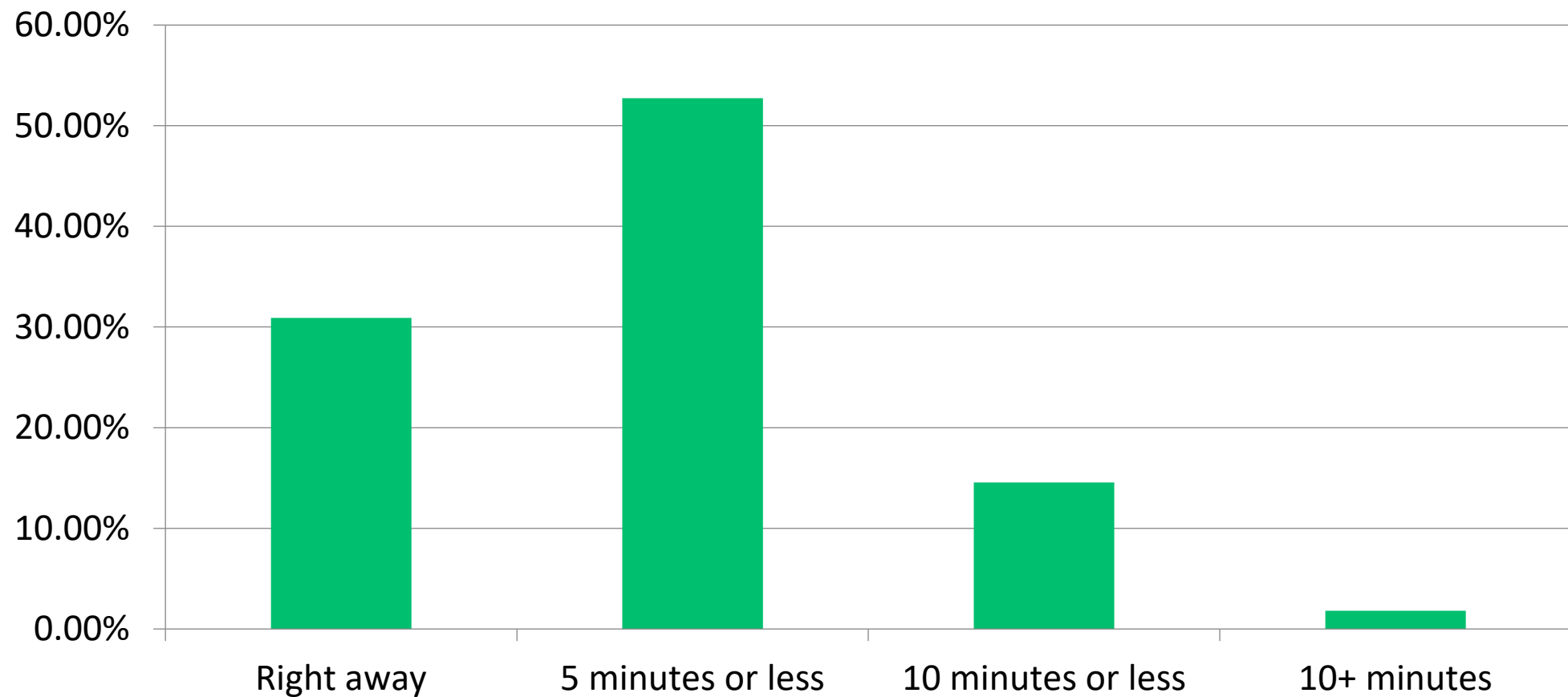
# How far away do you typically park from work?



## Employees

# How long does it typically take you to find an available parking space before work?

- Right away
- 5 minutes or less
- 10 minutes or less
- 10+ minutes



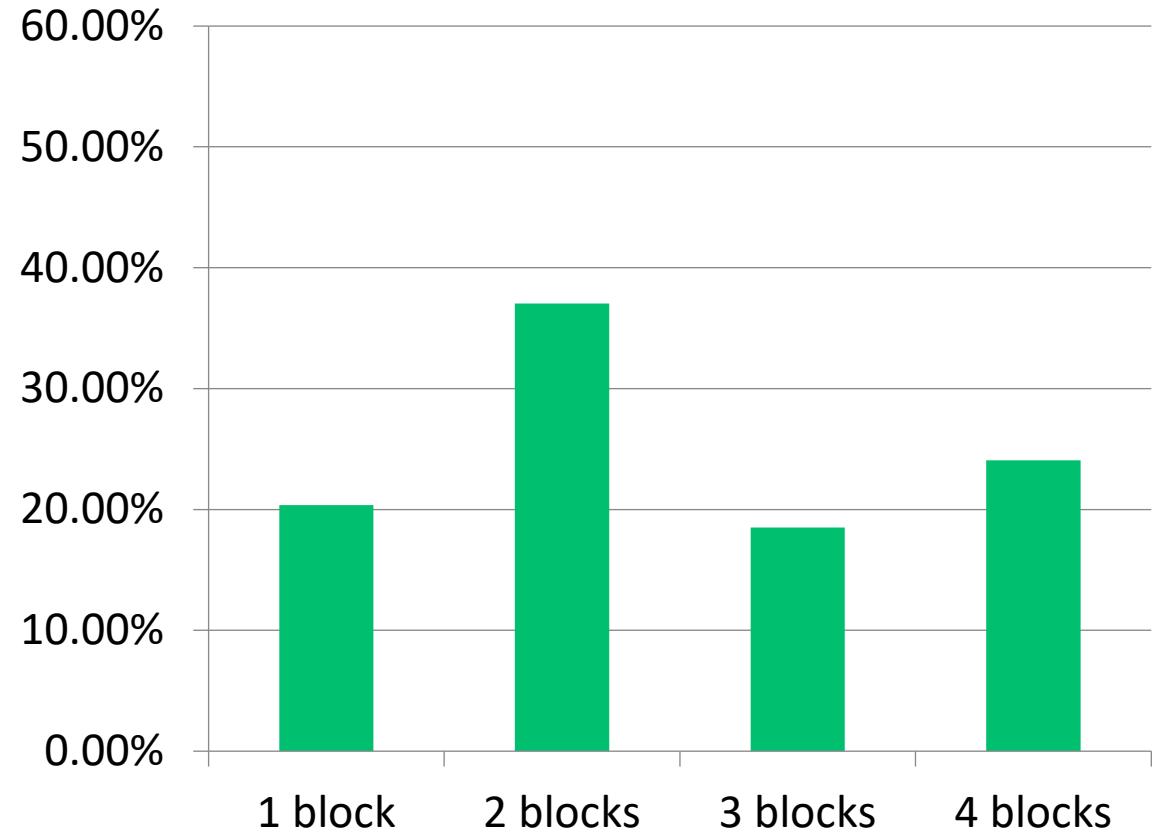
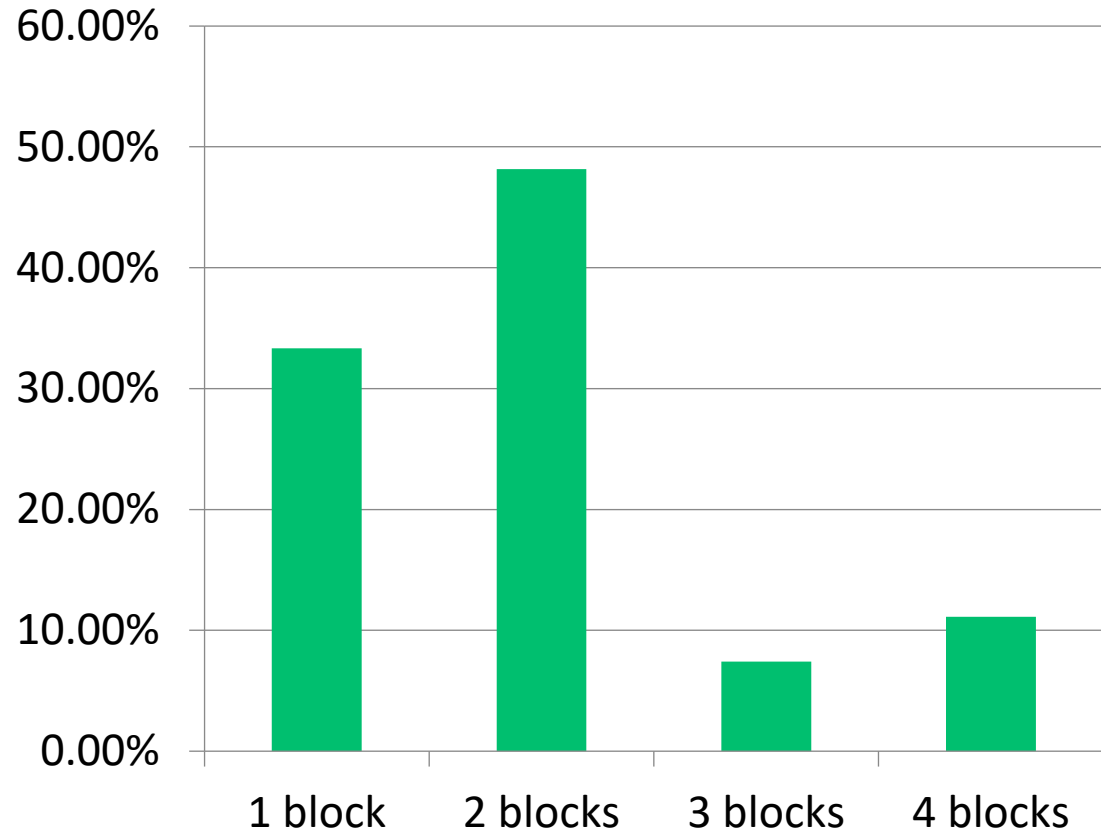
# Employees

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?

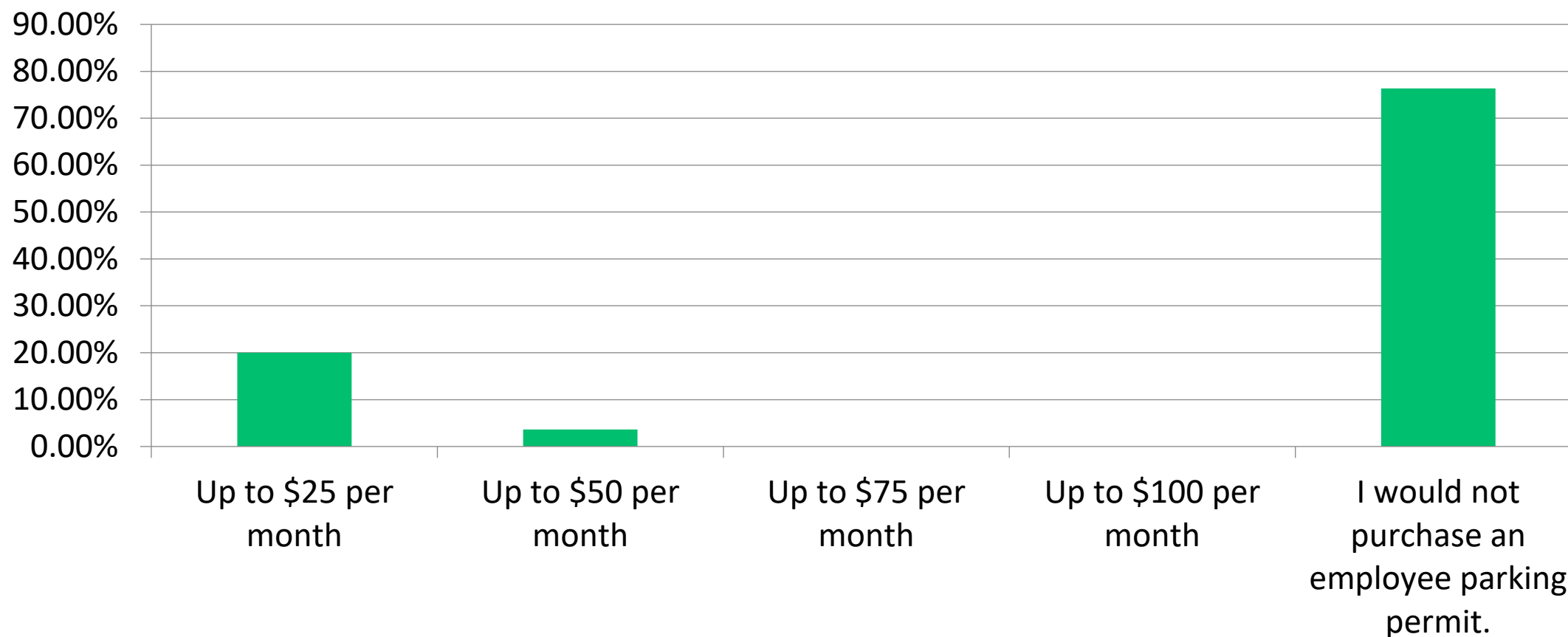
- 1 block
- 2 blocks
- 3 blocks
- 4+ blocks



## Employees

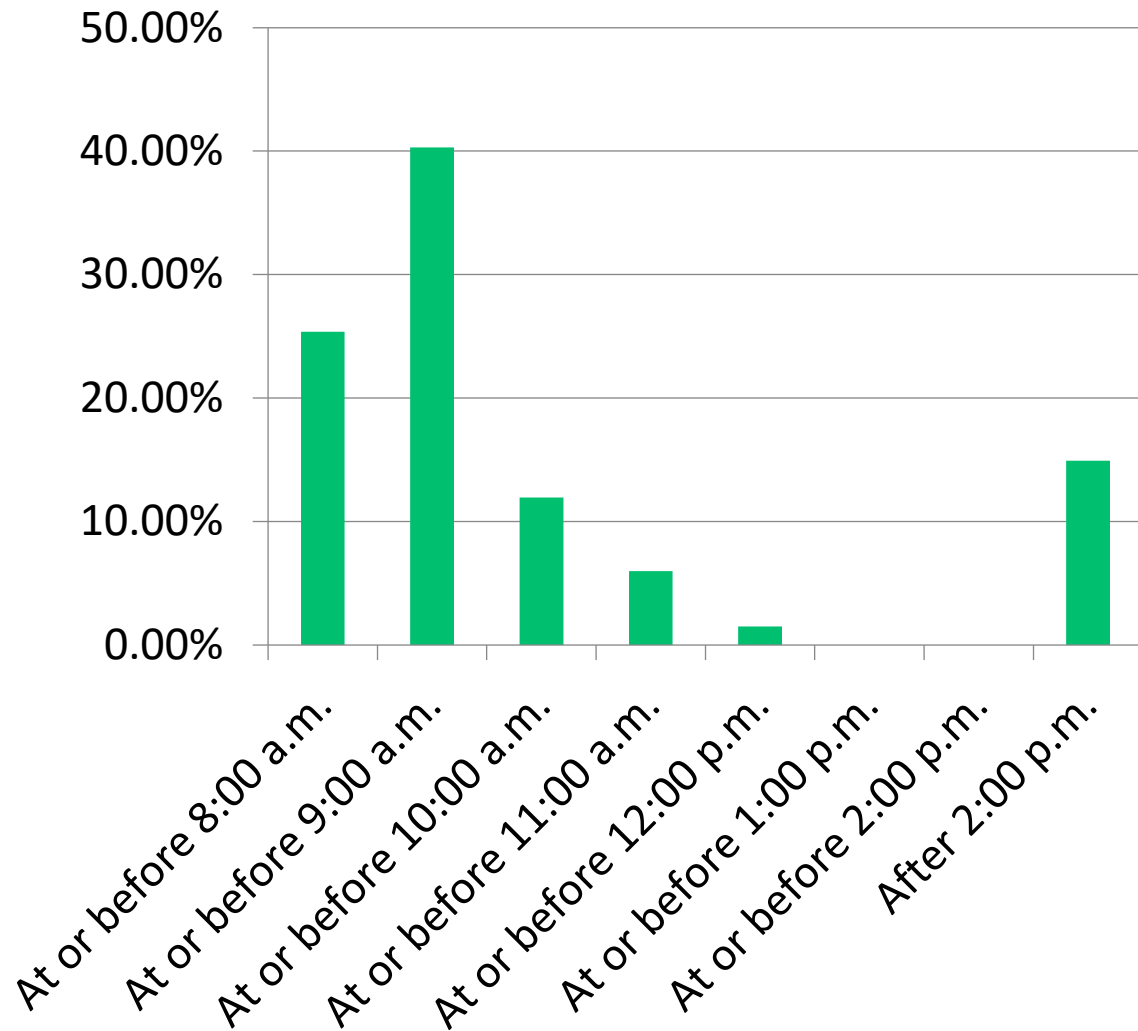
What is the most you would be willing to pay for an employee parking permit, if it meant you could easily find a space to park?

- 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

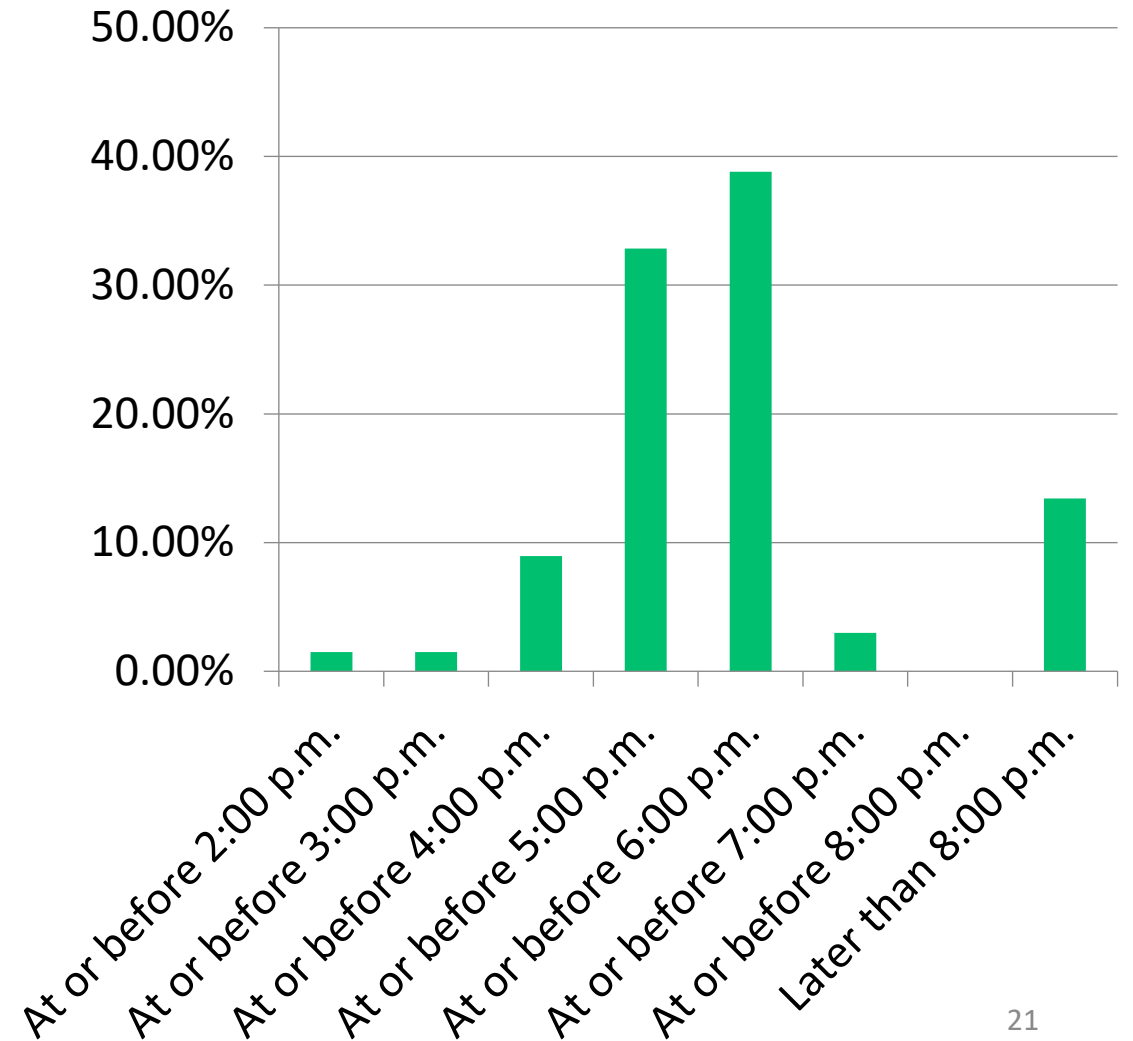


## Employees

What time do you typically arrive at work?



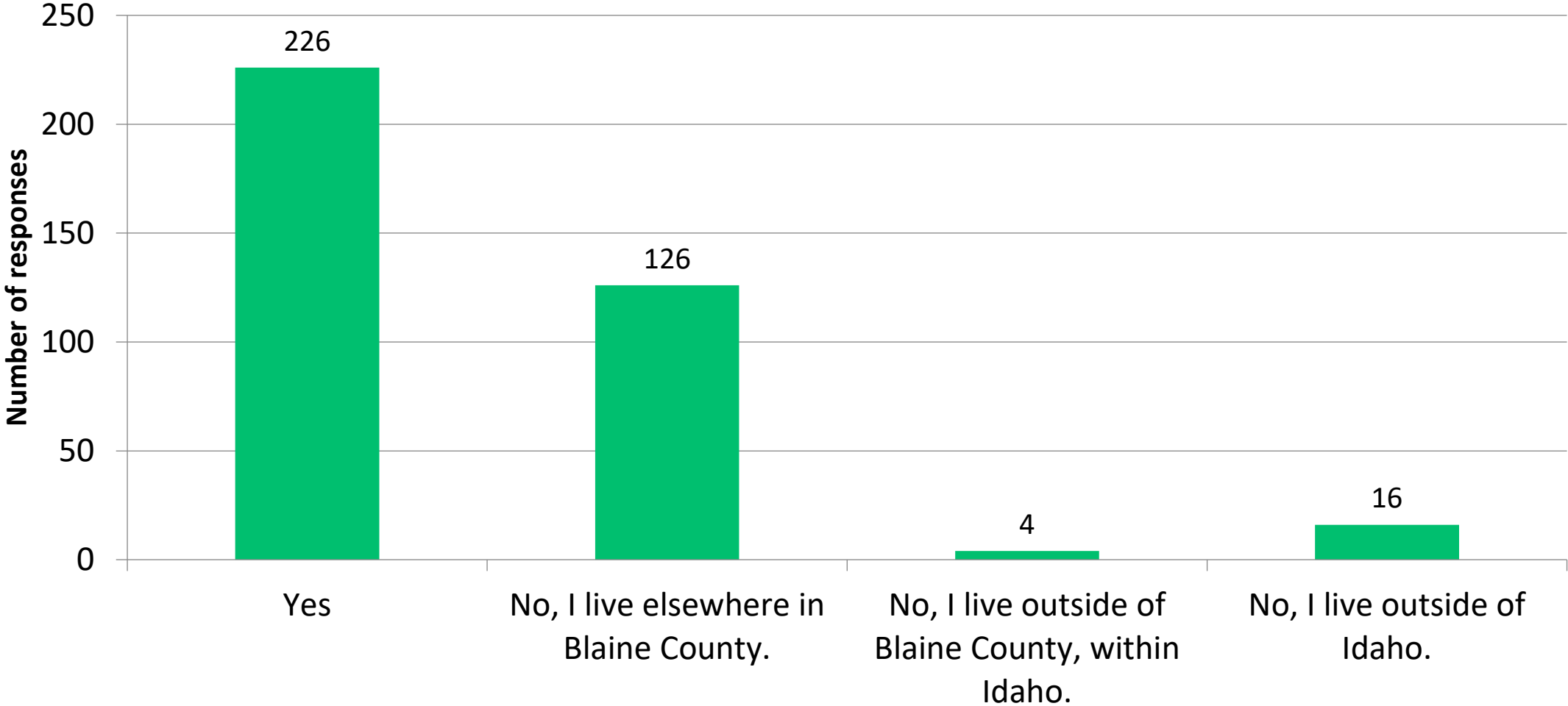
What time do you typically depart work?



# **Survey Part 2: Ketchum Residents & Non-Residents**

# Do you live in the City of Ketchum?

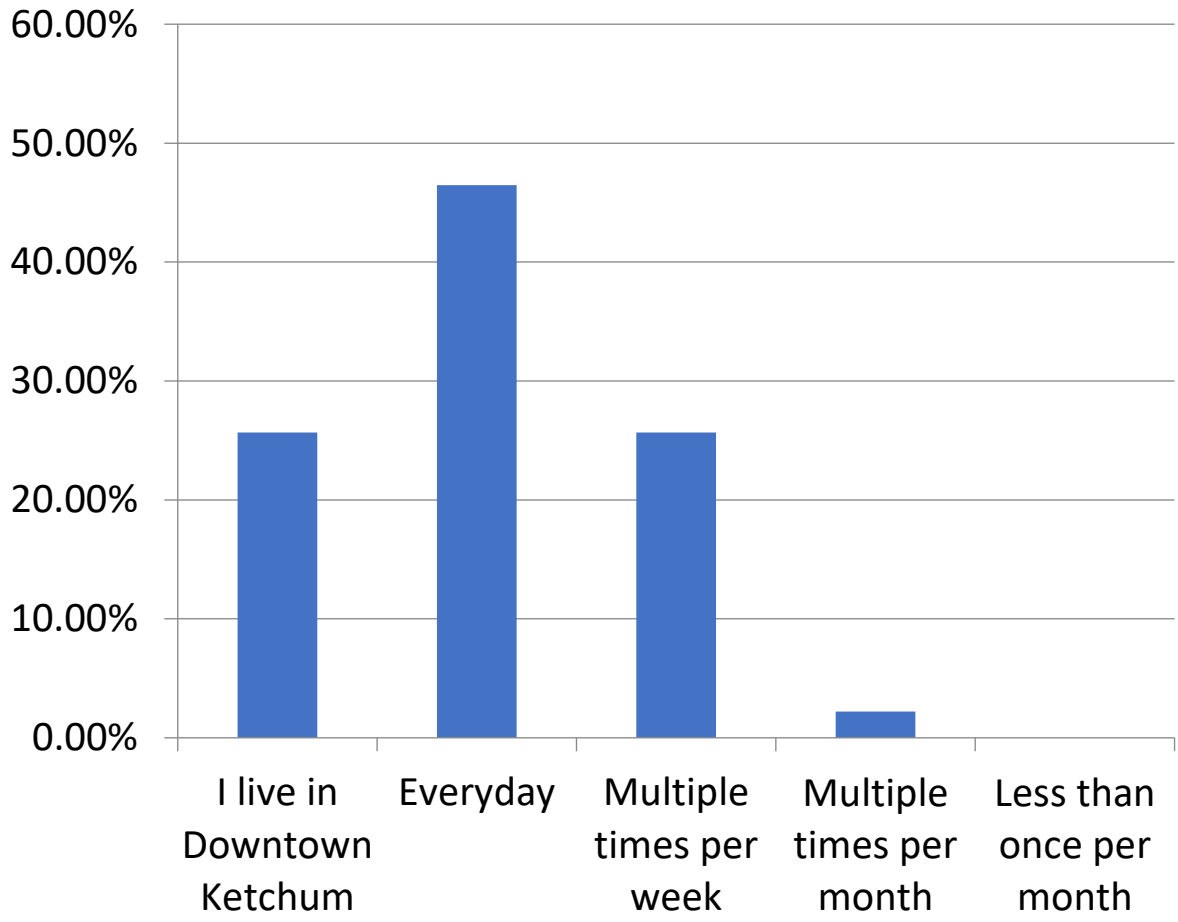
- Yes
- No, I live elsewhere in Blaine County.
- No, I live outside of Blaine County, within Idaho.
- No, I live outside of Idaho. (please enter the state in which you reside)



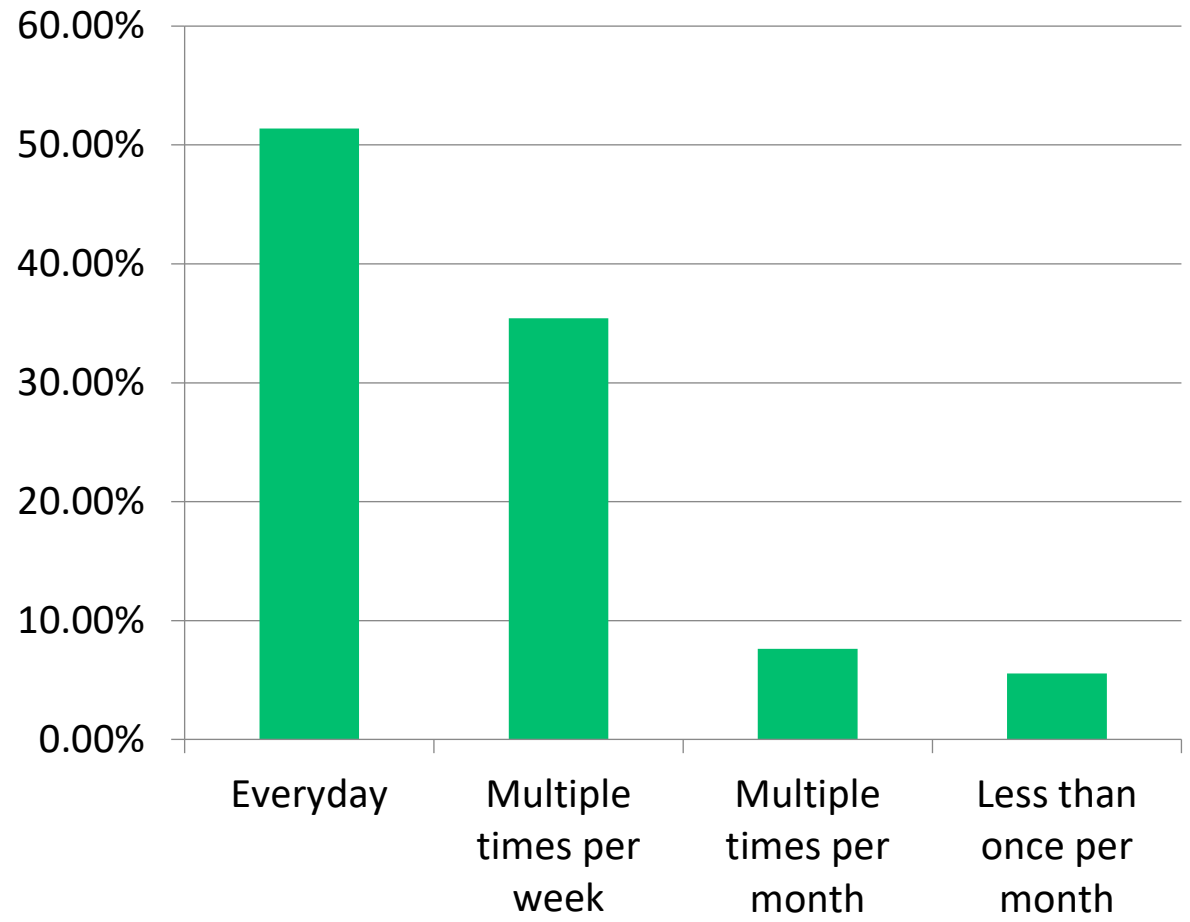
# Approximately how frequently do you visit Downtown Ketchum?

- I live in Downtown Ketchum
- Everyday
- Multiple times per week
- Multiple times per month
- Less than once per month

## Residents



## Visitors

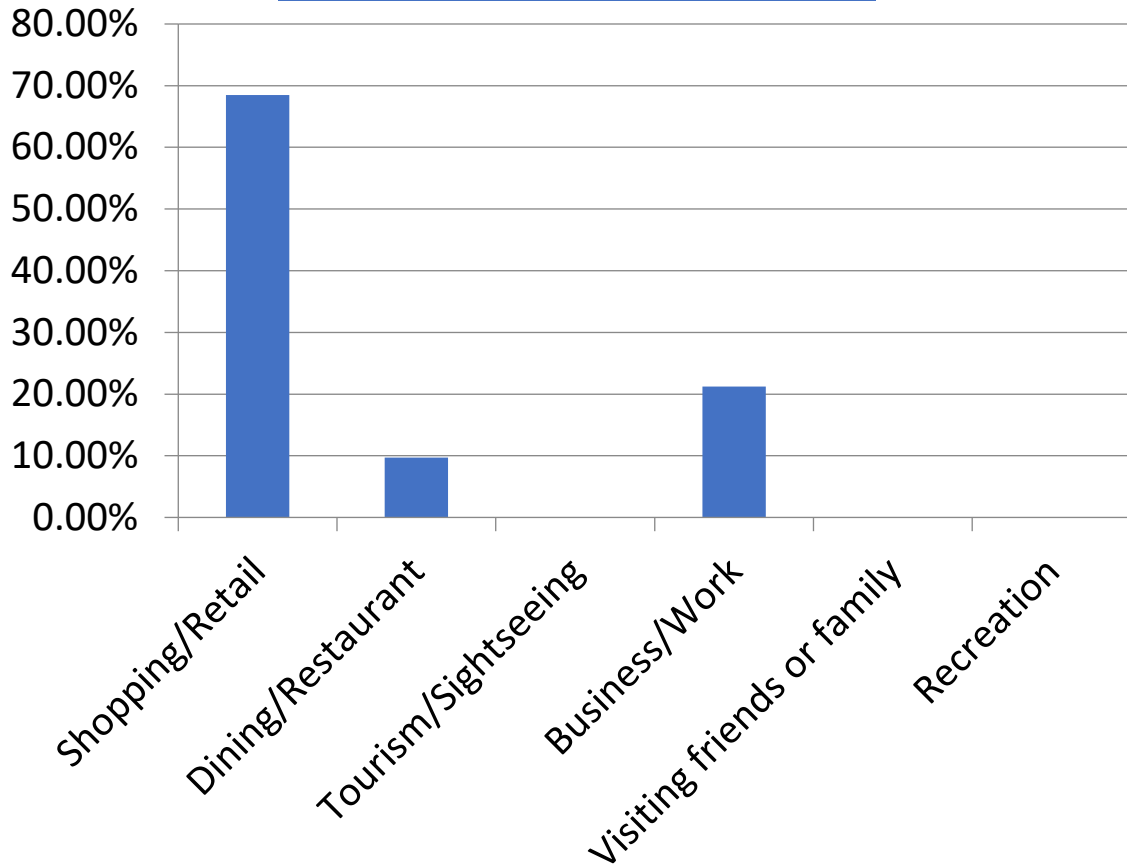




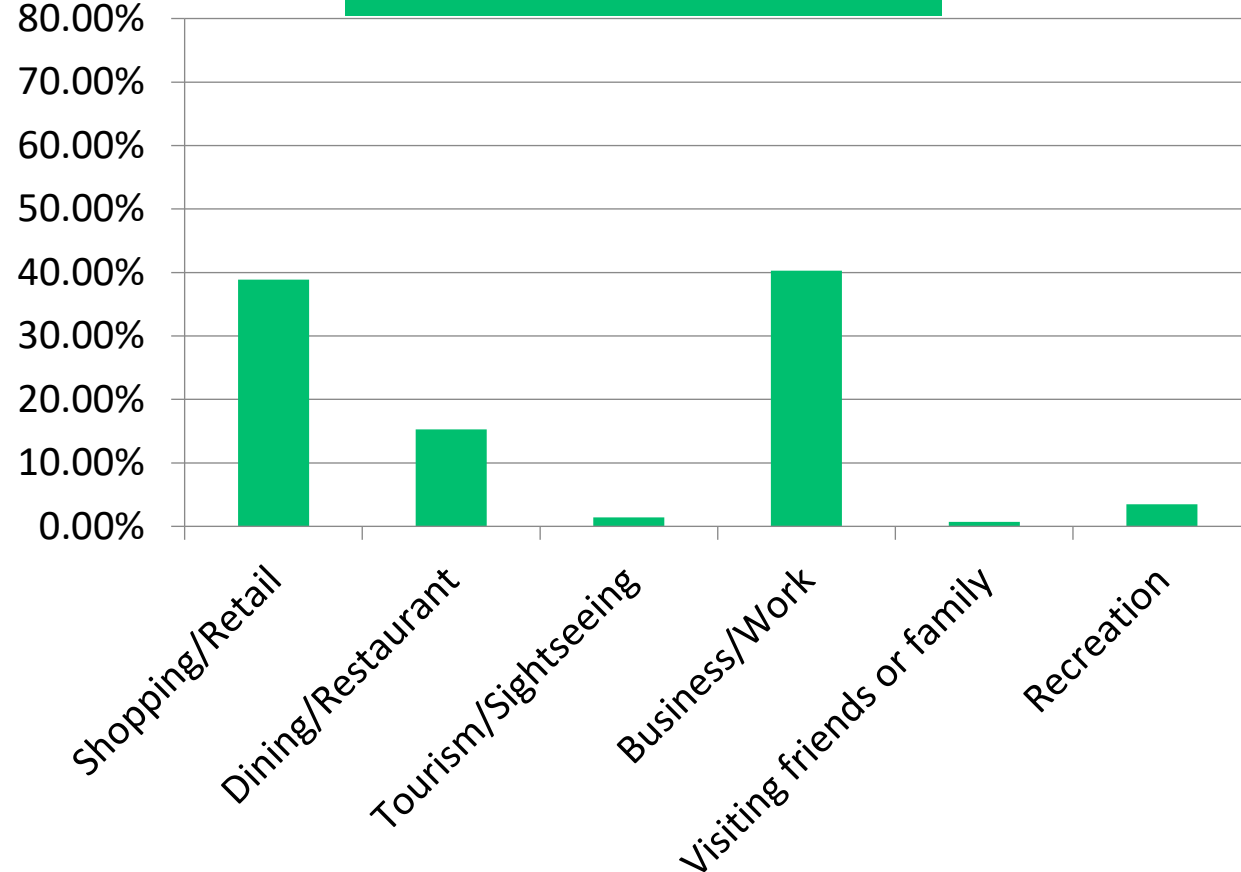
# What was the primary purpose of your most recent visit to Downtown Ketchum?

- Shopping/Retail
- Dining/Restaurant
- Tourism/Sightseeing
- Business/Work
- Visiting friends or family
- Recreation

## Residents



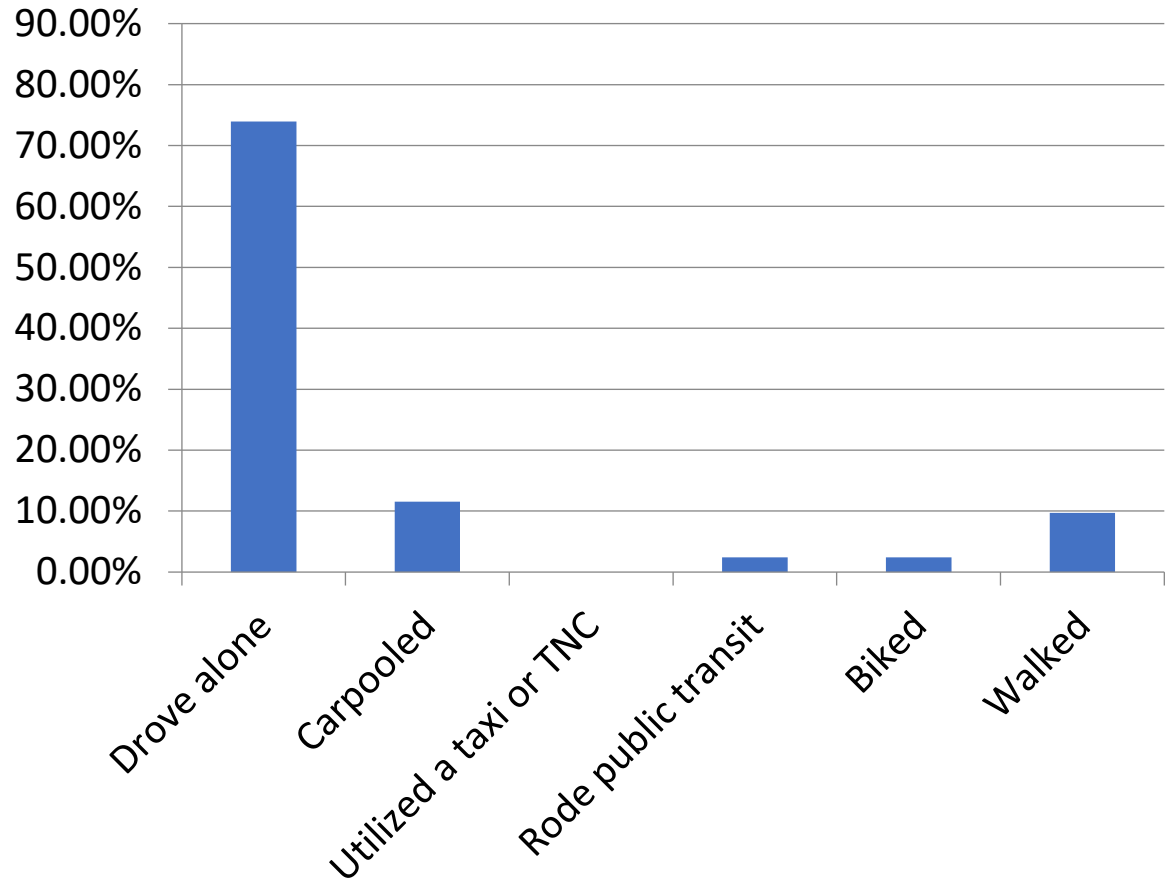
## Visitors



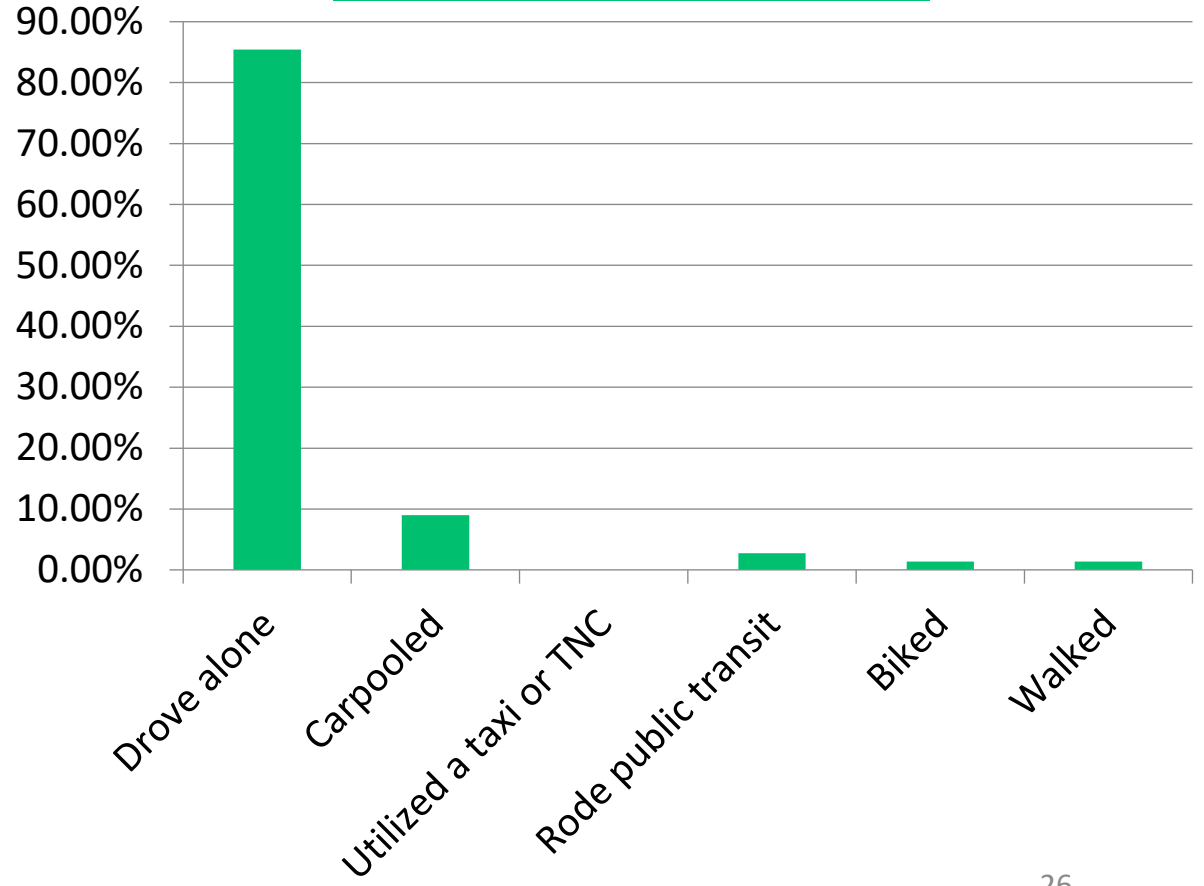
# What was the primary purpose of your most recent visit to Downtown Ketchum?

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

## Residents



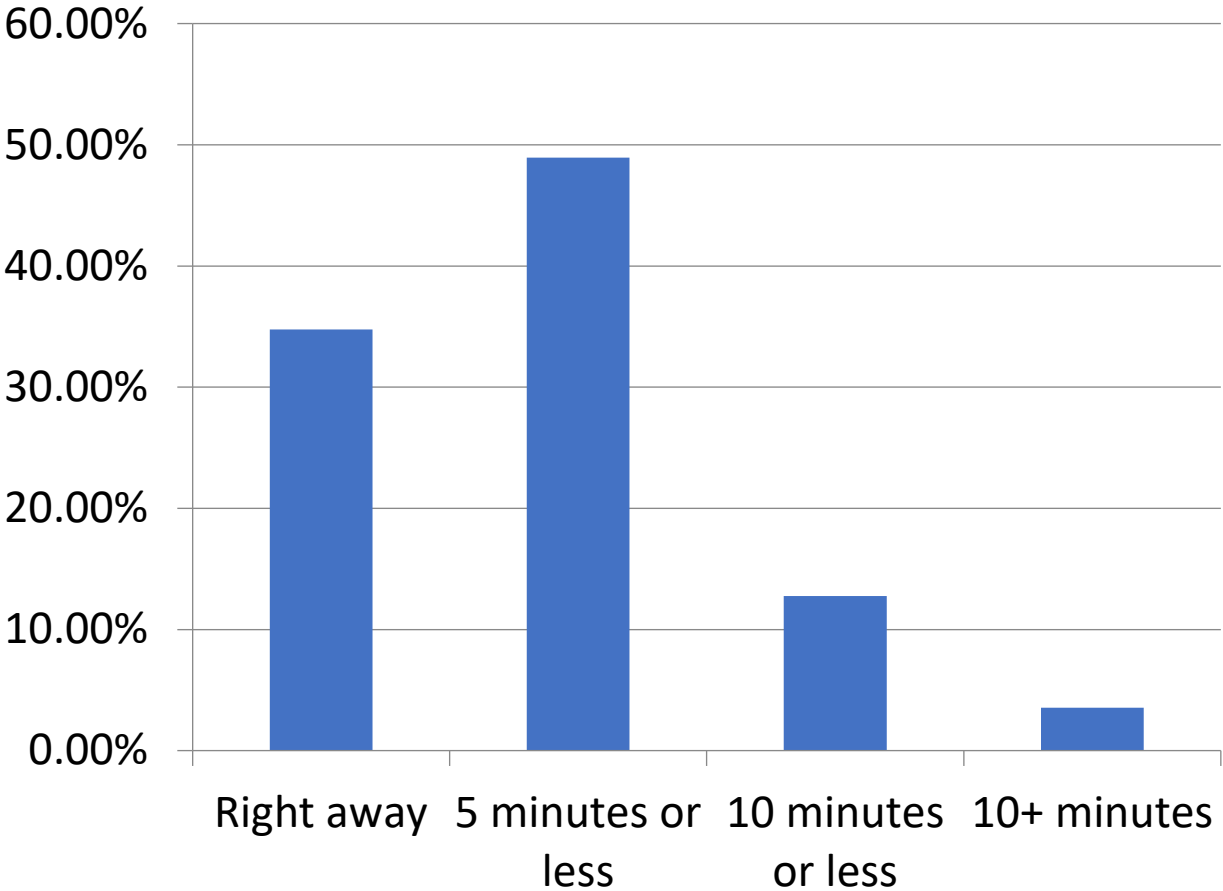
## Visitors



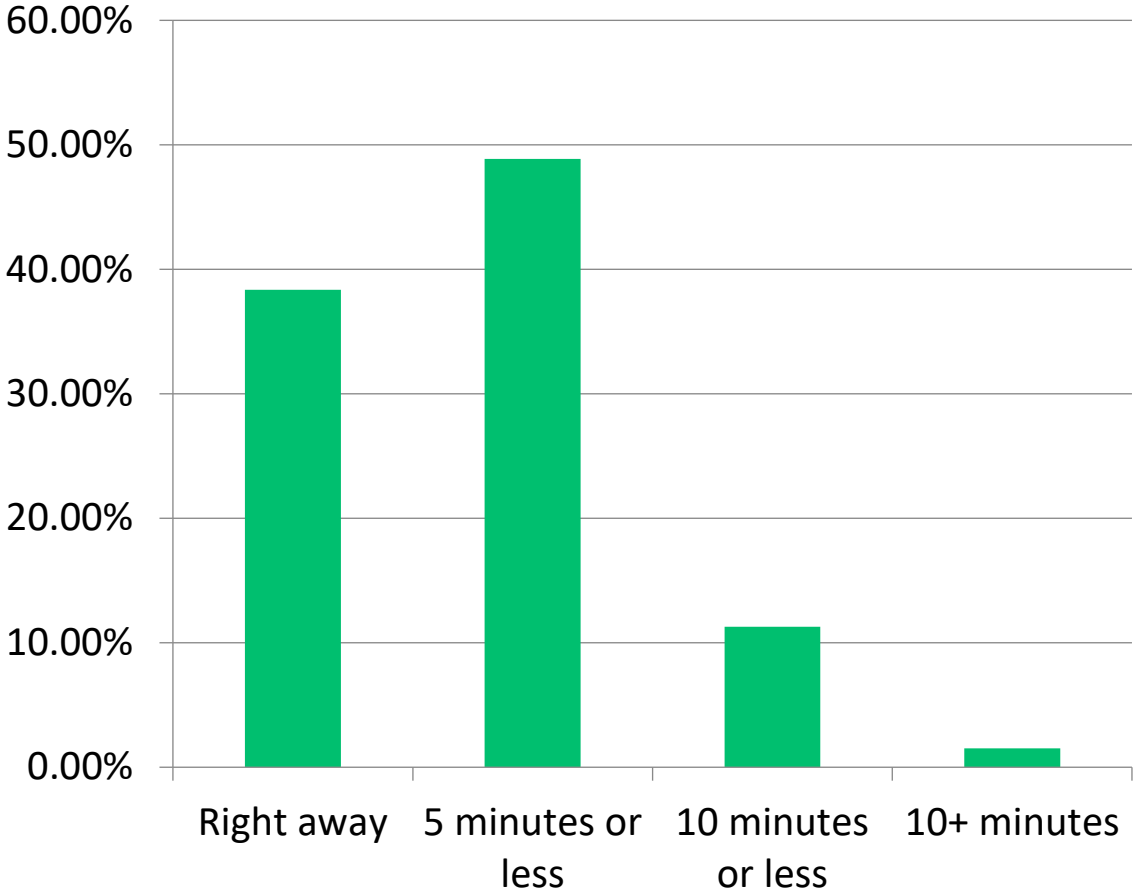
# How long did it take to find parking?

- Right away
- 5 minutes or less
- 10 minutes or less
- More than 10 minutes

## Residents



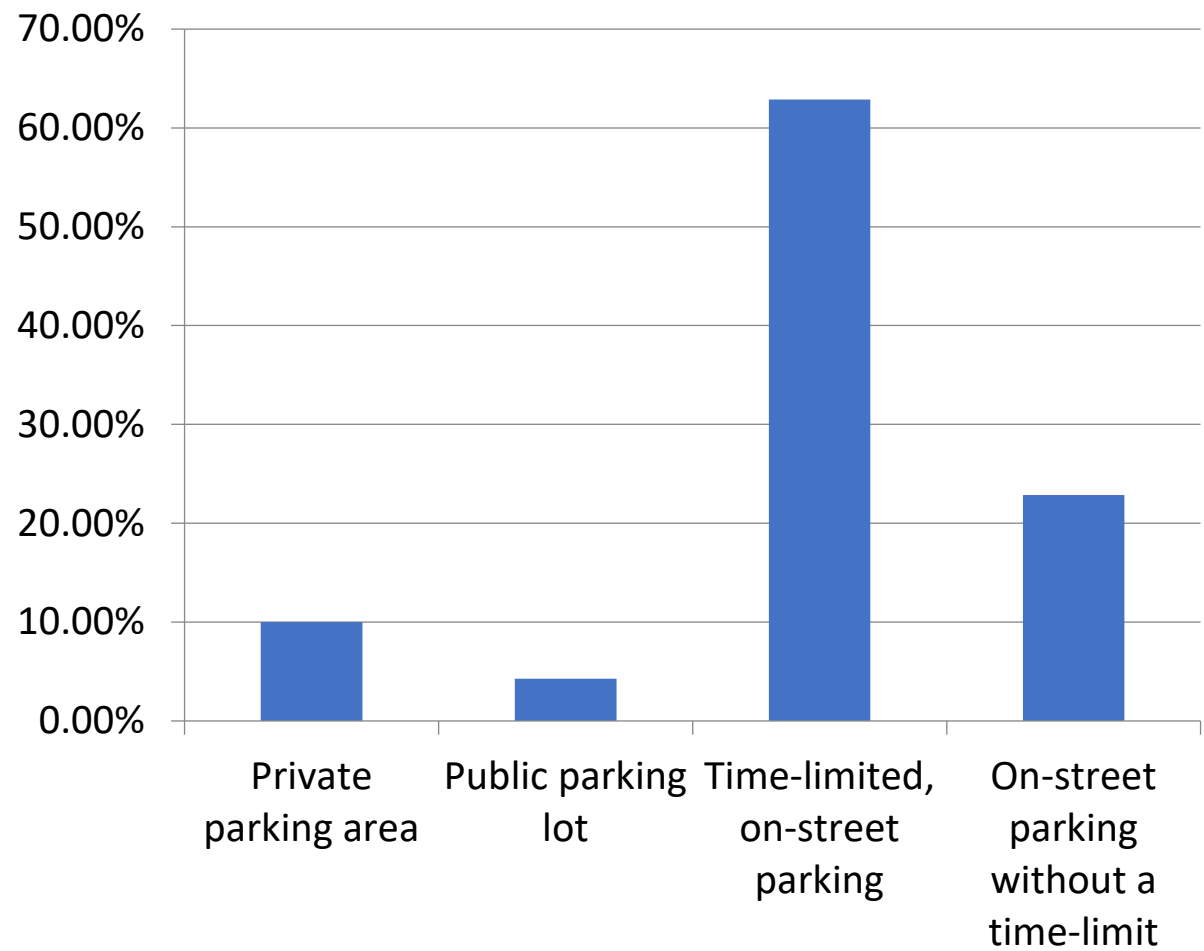
## Visitors



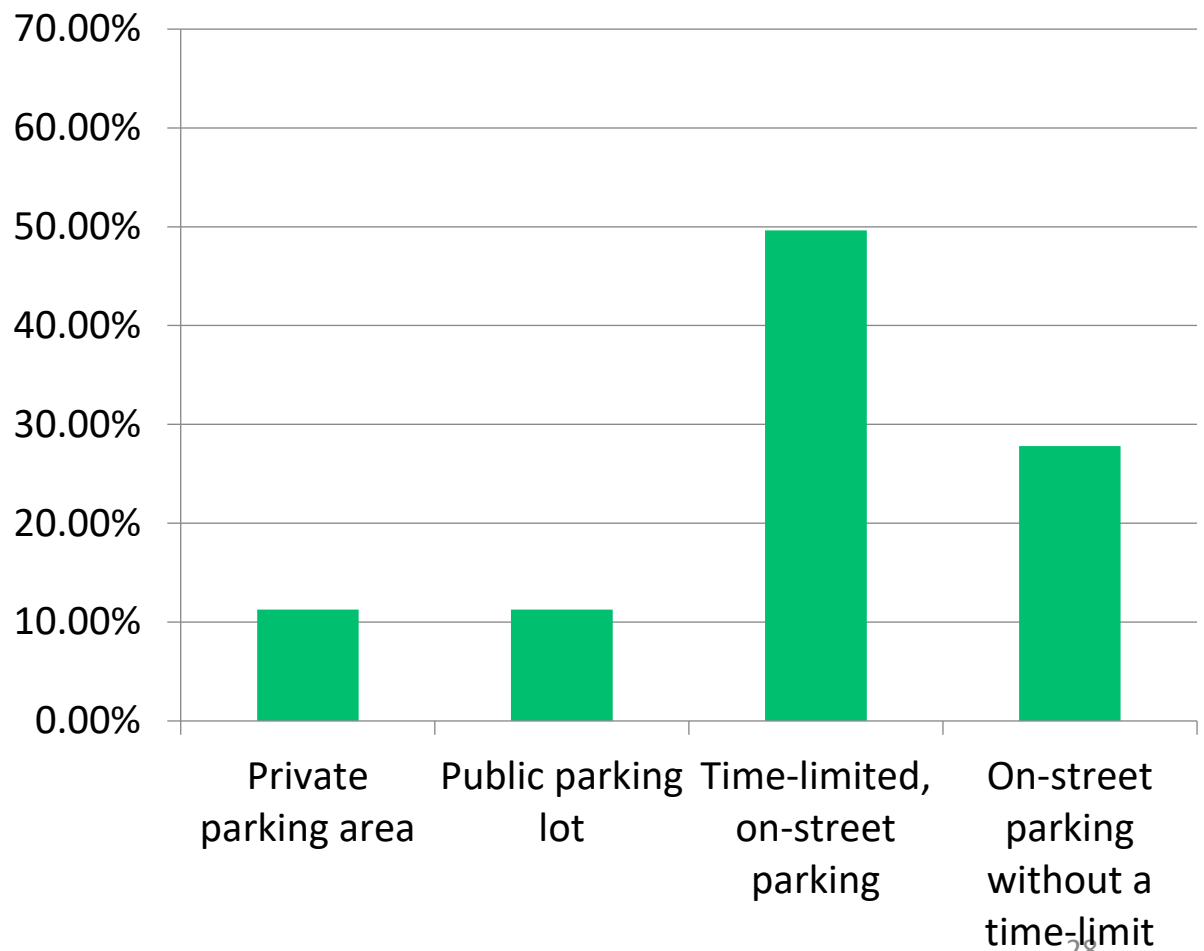
# Where did you park?

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

## Residents



## Visitors

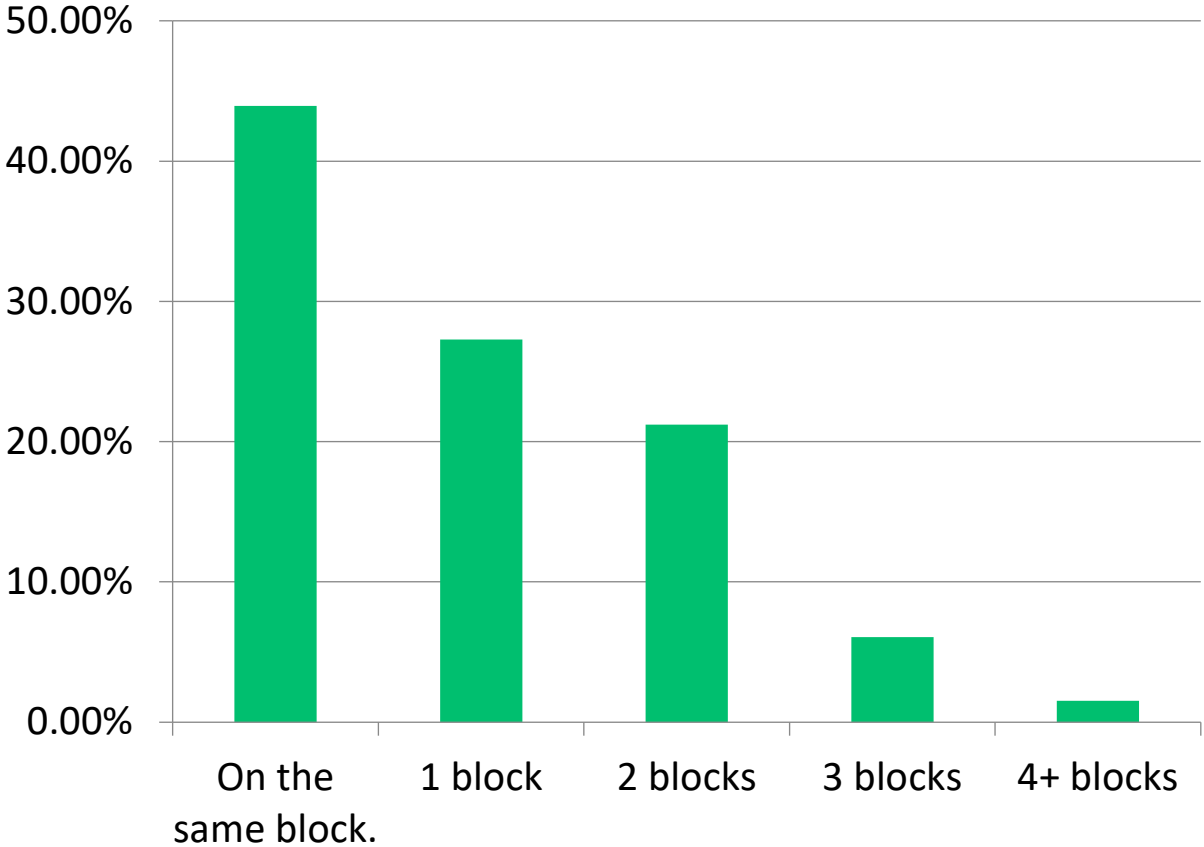
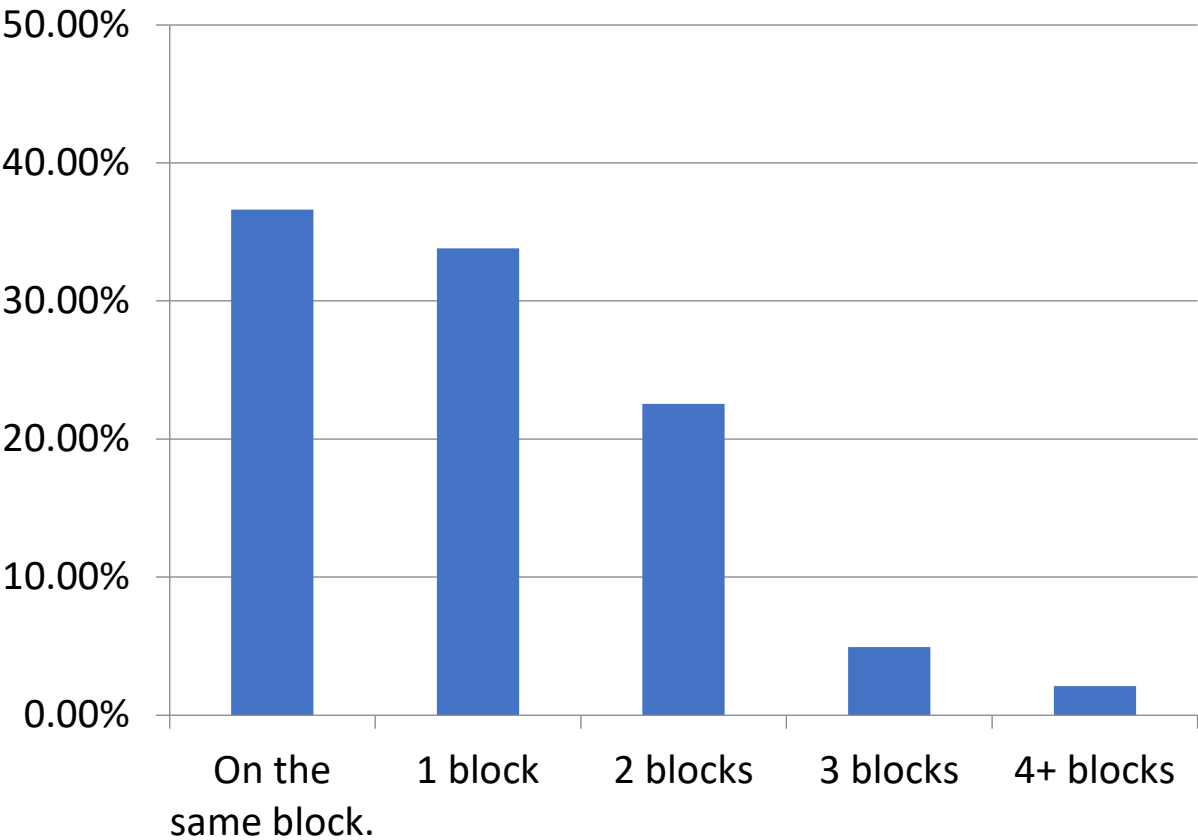


# How far from your destination did you park?

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

## Residents

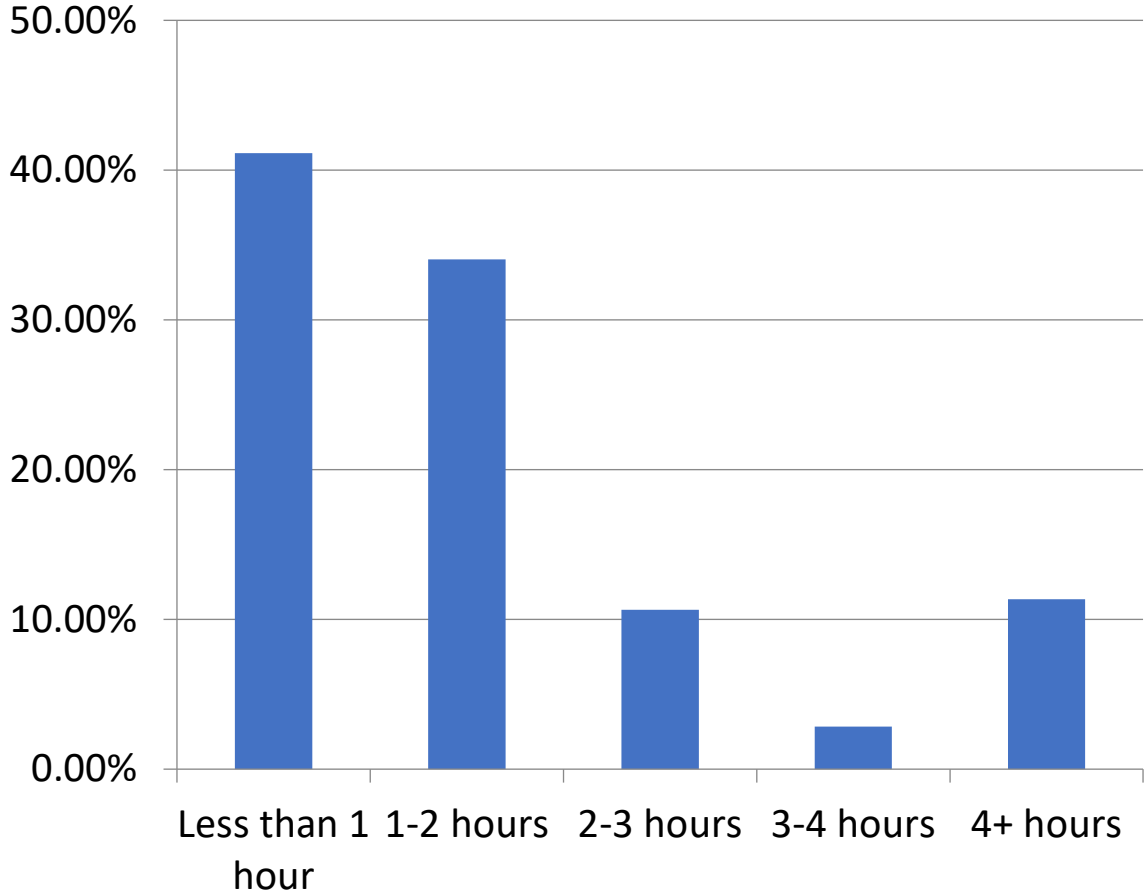
## Visitors



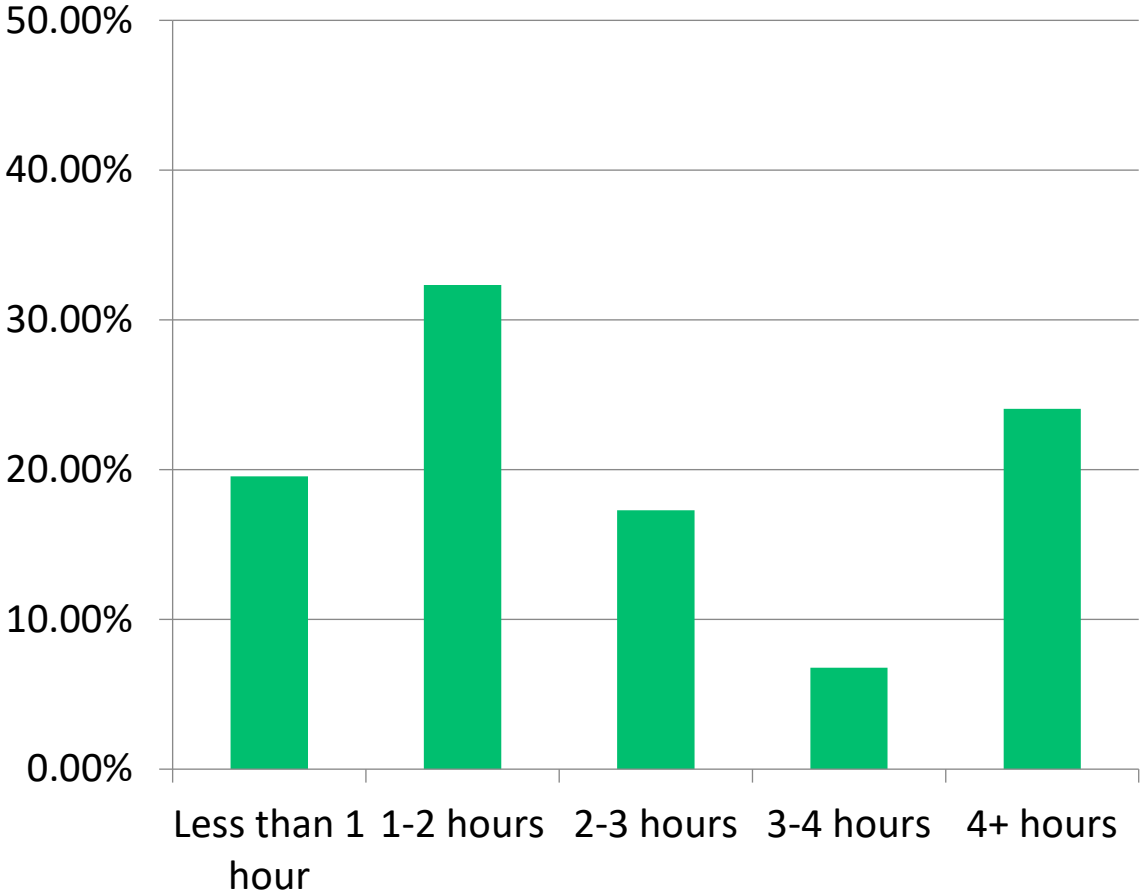
# How long do you typically stay when you visit Downtown Ketchum?

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

**Residents**



**Visitors**



# 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

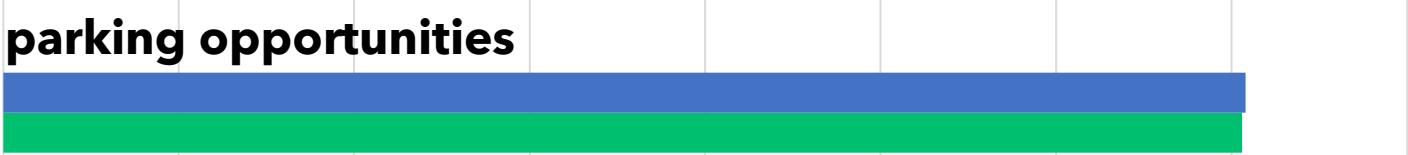
**Residents**

**Visitors**

**Enhance Wayfinding & Signage**



**Increase off-street parking opportunities**



**Upgrade paid parking equipment & technology**



**Invest in additional mobility options**



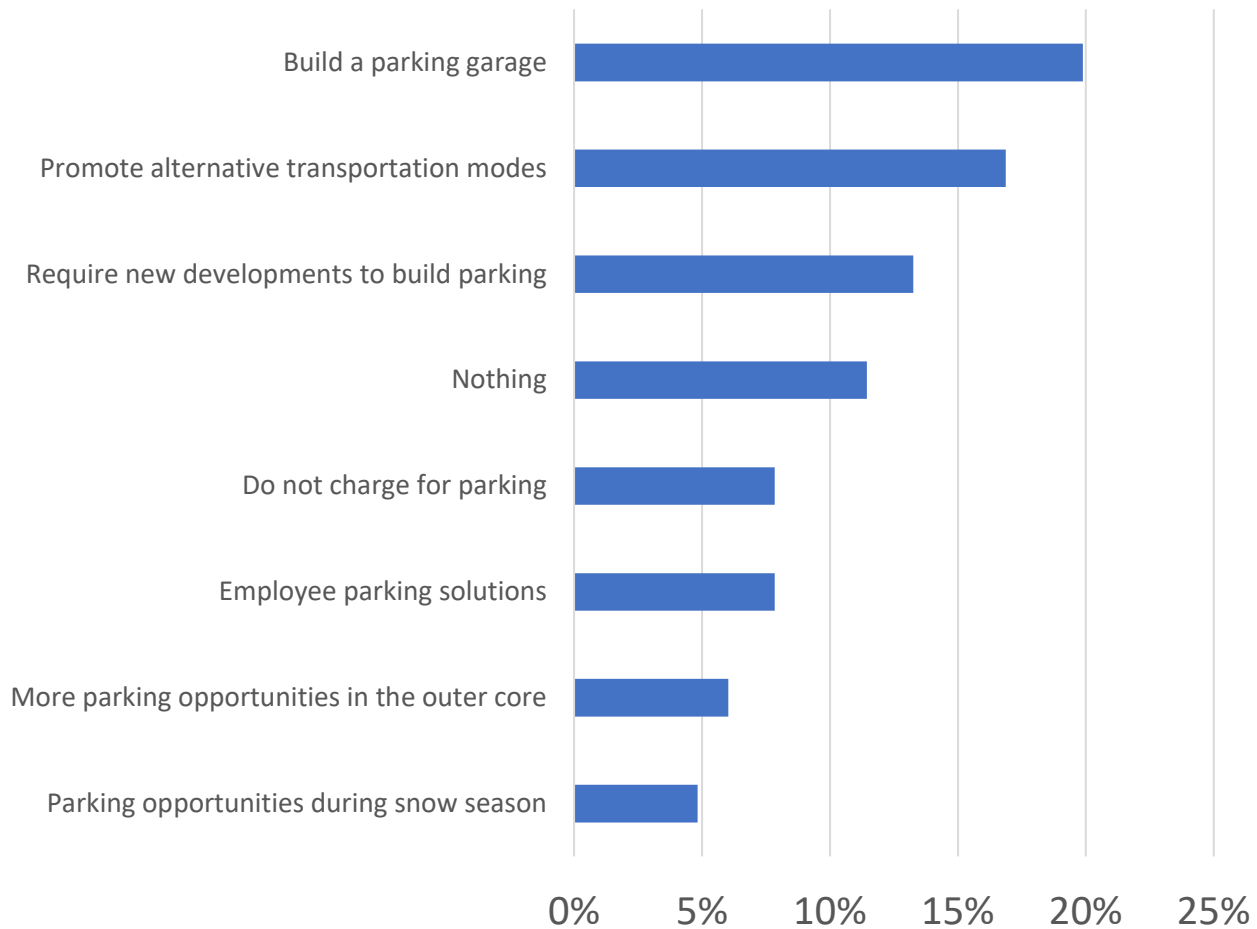
**Adjust on-street time limits**



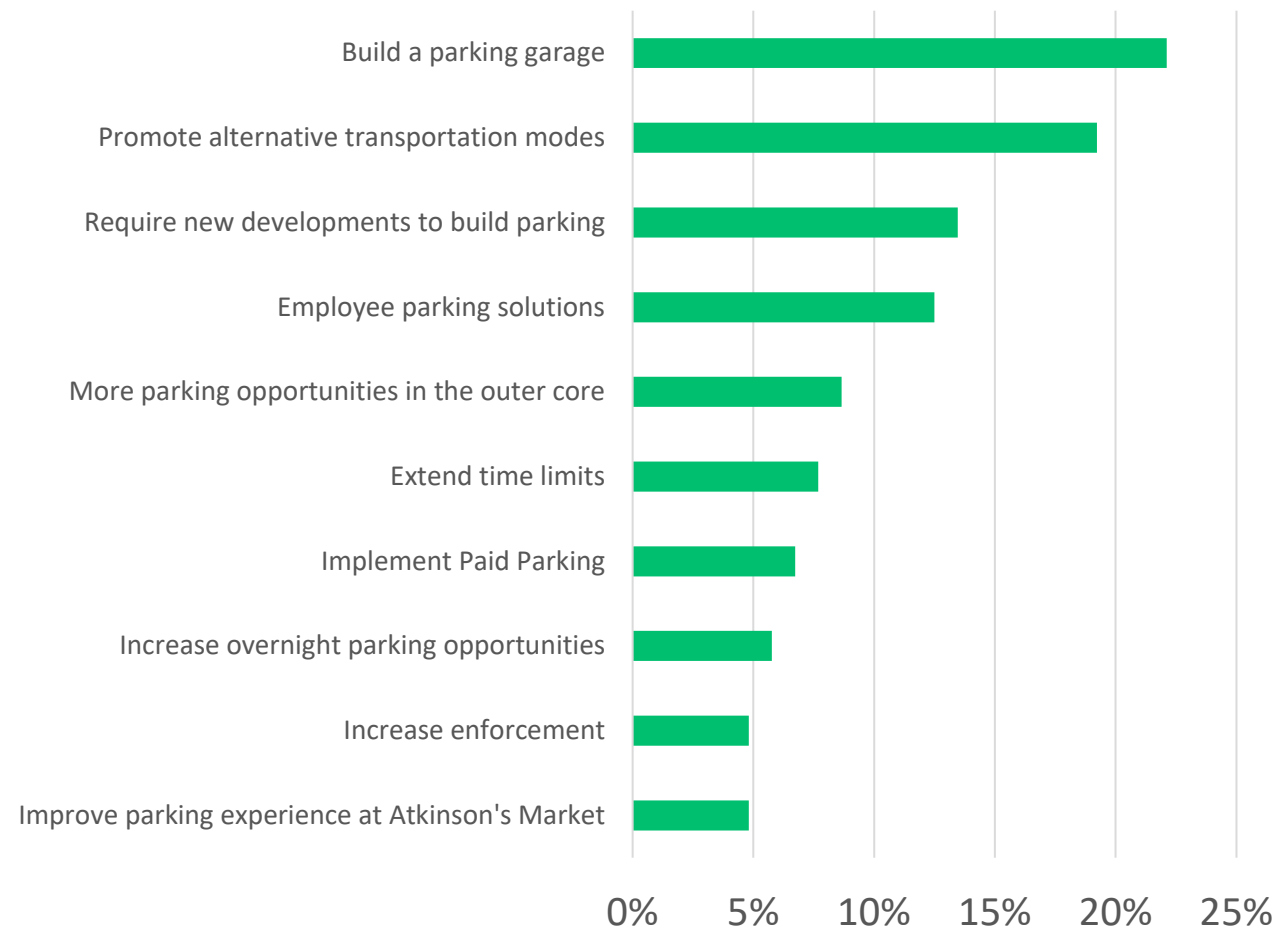
# If you had a magic wand and could change, fix, or improve anything about parking in Downtown Ketchum what would you do?

Free response:

## Residents



## Visitors





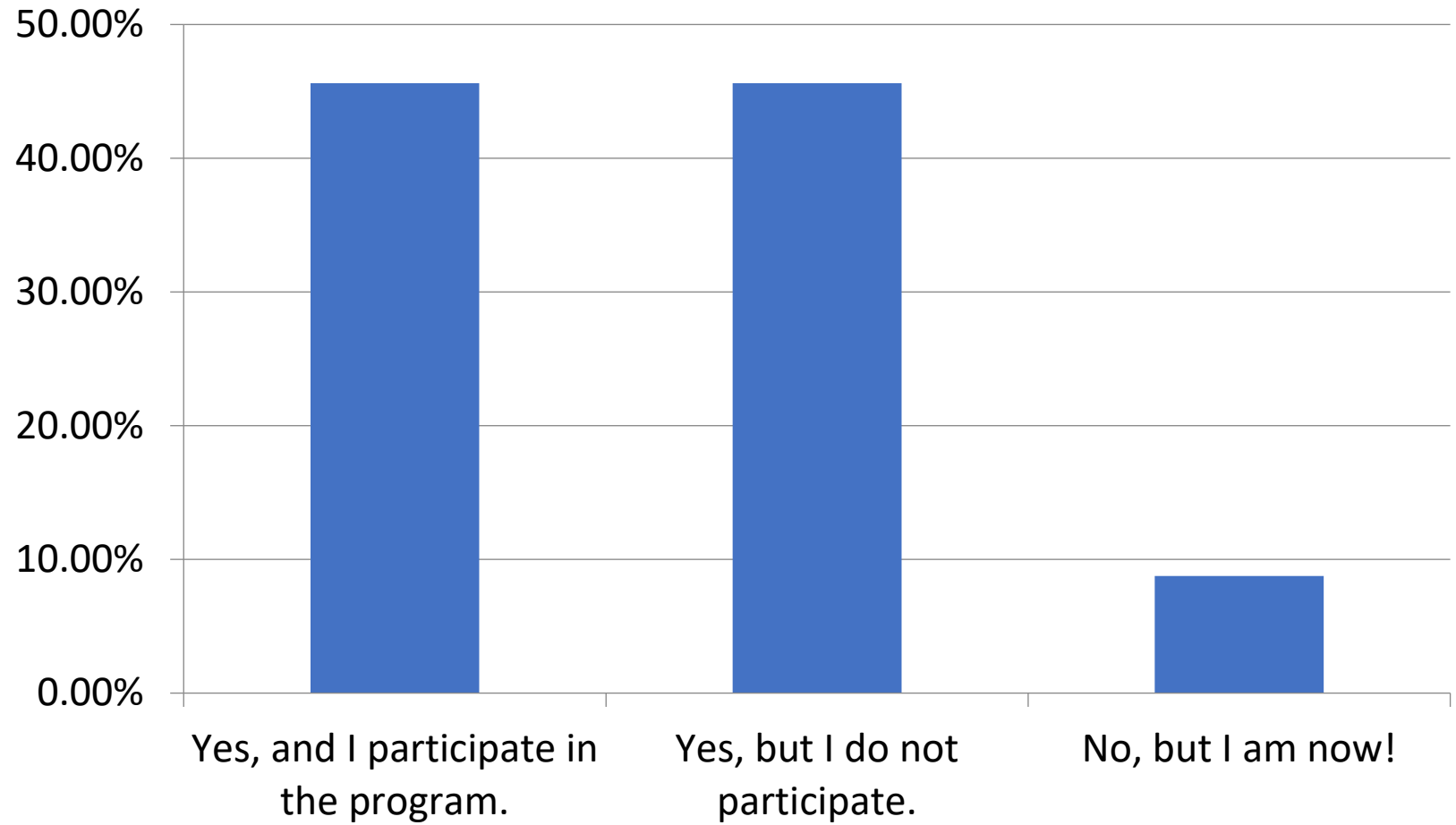
# Winter Parking Pilot Program

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

## Downtown Residents

# 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!

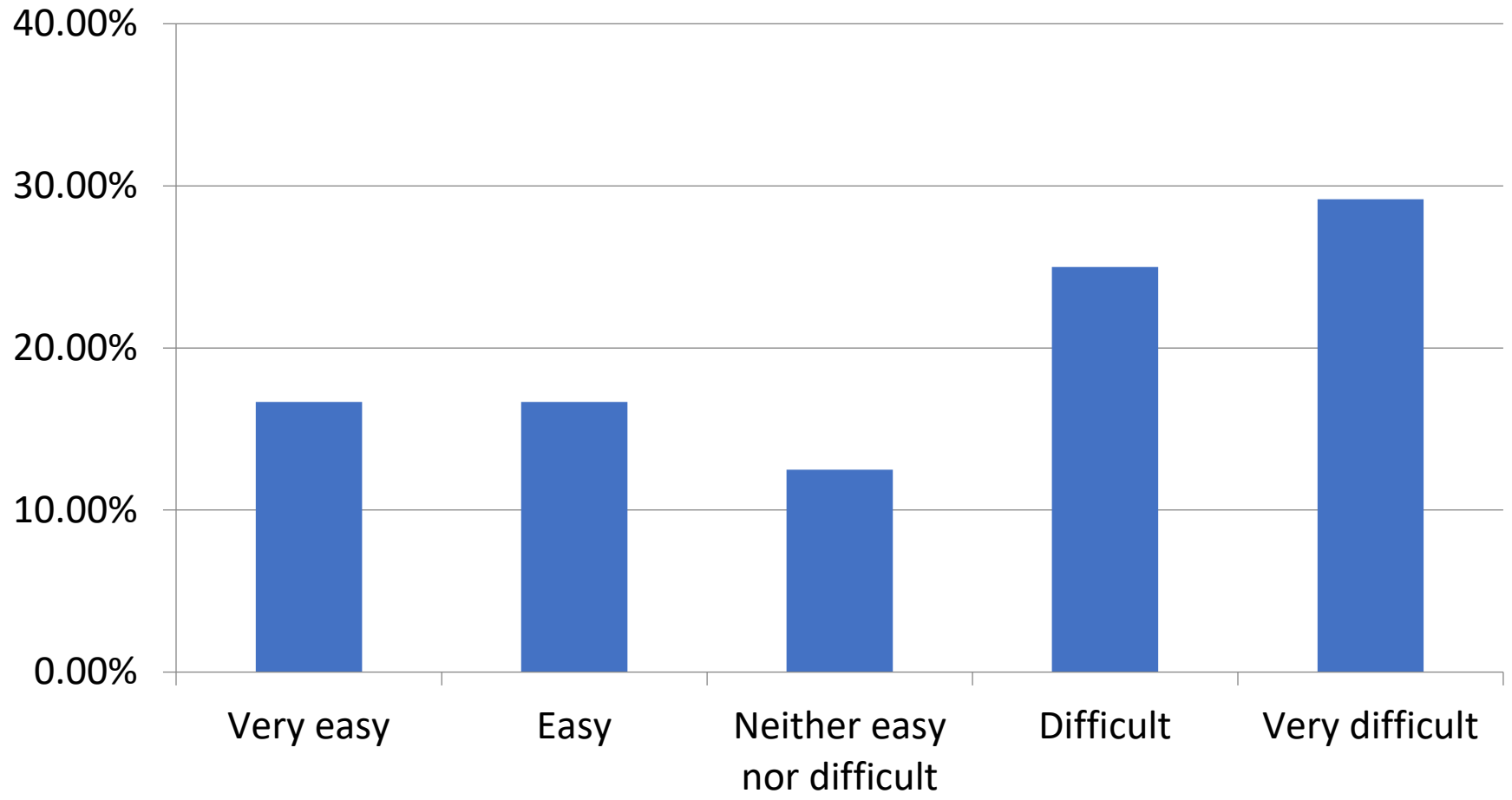


If you participate in the program:

# Downtown Residents

## When you park in the Winter Parking Pilot Program locations, how easy is it to find a parking space?

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

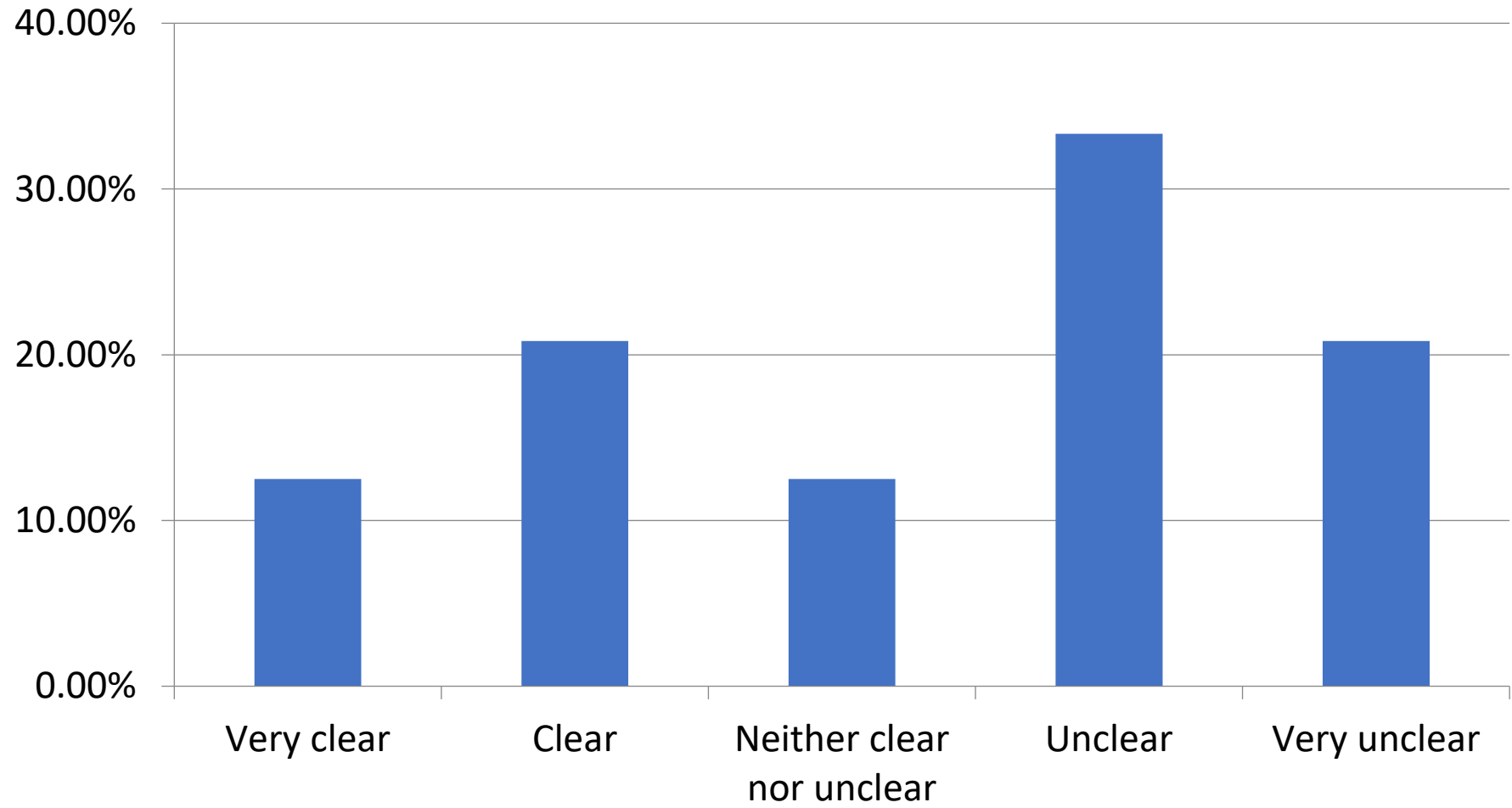


If you participate in the program:

# Downtown Residents

## How clear are the policies regarding the Winter Parking Pilot Program?

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



If you participate in the program:

# Downtown Residents

## Overall, how satisfied are you with the Winter Parking Pilot Program?

- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very unsatisfied

