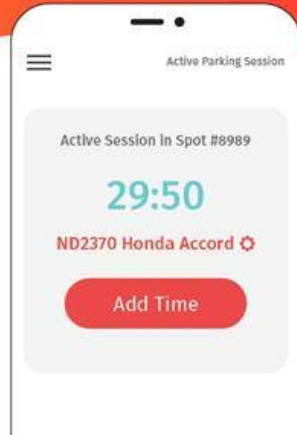




Downtown Parking Experience
What We Heard Report
June 2024

Parking with HotSpot



Public Participation Summary

From April 15 to May 8, 2024, a public participation program occurred related to the downtown parking experience. We wanted to learn from the community on what their experience is like, and how we can make improvements.

Engagement Techniques:

- Broad public survey on Engage Red Deer
- Red Deer Hot Spot app user survey
- Downtown business open house
- Golden Circle workshop

Who we heard from:

- 2705 Red Deer Hot Spot users
- 1422 community survey respondents
- 30 downtown businesses attended the open house
- 40 seniors engaged at the Golden Circle

Top themes:

- The majority of Hot Spot app users say it **is easy** to use
- The majority of community survey respondents said the new parking system was **not easy** to use
- Downtown businesses and seniors both suggest **more pay stations** to improve the parking experience

WHAT WE HEARD:

1. **When asked to provide the primary reason the respondent parks downtown, respondents said (across all audiences):**
 - 54% said appointments
 - 24% said shopping or dining
 - 20% said work
 2. **When asked to rank the ease of the new parking system, respondents said (across all audiences):**
 - 37% said somewhat or very easy
 - 14% said it was neither easier or more difficult
 - 49% said somewhat or very difficult
- 2.1 **When hotspot app users were asked to rank the ease of the new system:**
 - 51% said it was somewhat or very easy
 - 17% were neutral
 - 31% said it was somewhat or very difficult

2.2 When non Hotspot app users were asked to rank the ease of the new system:

- 21% said it was somewhat or very easy
- 11% were neutral
- 61% said it was somewhat or very difficult

3. When asked what would make parking downtown easier (select all that apply), respondents said (across all audiences):

- 31% said more pay stations
- 25% said longer time zones
- 19% said nothing, parking is easy enough
- 42% said 'other'

4. When asked to explain other, these are the themes:

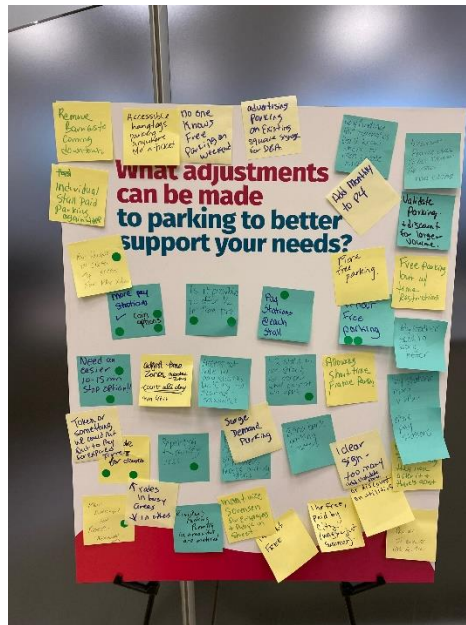
- **Difficulty with the app:** Many users report finding the app challenging to use. Issues include confusion with zone numbers, loading money onto the app, a minimum balance, and problems with QR codes.
- **Preference for traditional meters:** Some respondents expressed a preference for the old coin-operated meter system, citing simplicity and ease of use.
- **Desire for free parking:** Some people expressed a preference for free parking downtown, believing that paid parking discourages people from visiting the area.
- **Parking duration:** Some respondents suggest shorter or more flexible parking time options, such as free parking for short durations.

ADDRESSING MISINFORMATION:

In some of the feedback provided, we were asked questions that we wish to address. We also heard feedback that indicated misinformation about the program, and we wish to clarify the following points:

- Coins are accepted at pay stations.
- Parking cards can be used at the new pay stations until funds are depleted, but they may not be refilled. Alternatively, customers can request a refund of the remaining funds via City Hall cashiers.
- Parking is free in accessible stalls with an accessible placard visible.
- Parking meters needed to be replaced because the equipment was antiquated, unreliable and difficult to repair due to an inability to source outdated parts. A new solution was needed.

A. Photos from Business Open House



HotSpot User Experience Survey - City of Red Deer

Thursday, June 06, 2024

2708

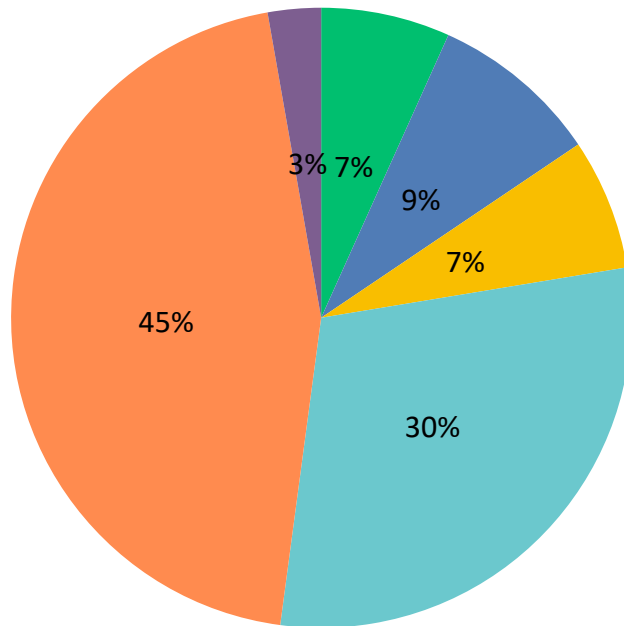
Total Responses

Date Created: Wednesday, April 17, 2024

Complete Responses: 2708

Q1: How often do you park downtown?

Answered: 2706 ,: 2



■ Daily ■ Several times a week ■ Once a week ■ A few times a month ■ Rarely ■ Never

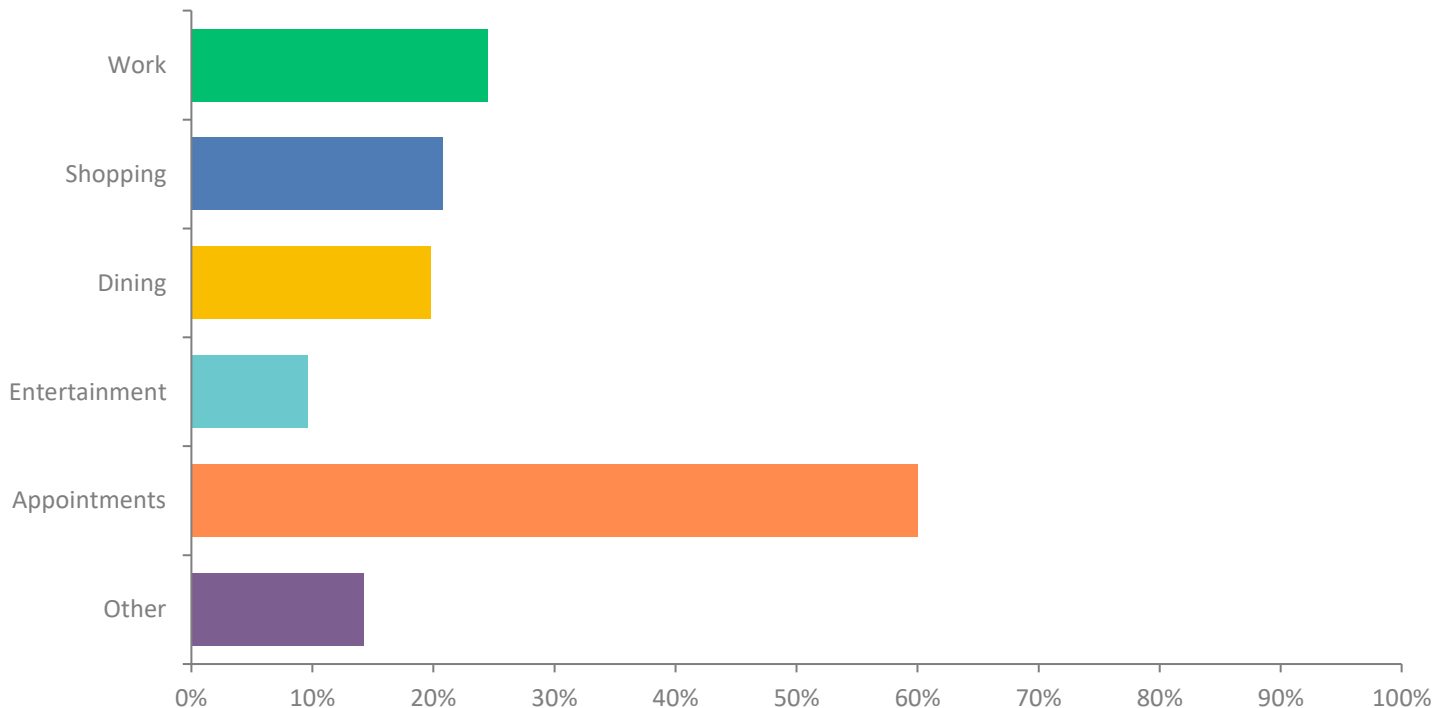
Q1: How often do you park downtown?

Answered: 2706 ,: 2

ANSWER CHOICES	RESPONSES	
Daily	6.73%	182
Several times a week	8.83%	239
Once a week	6.84%	185
A few times a month	29.71%	804
Rarely	45.12%	1221
Never	2.77%	75
TOTAL		2706

Q2: For what purposes do you usually park downtown? Select all that apply

Answered: 2684 ,: 24



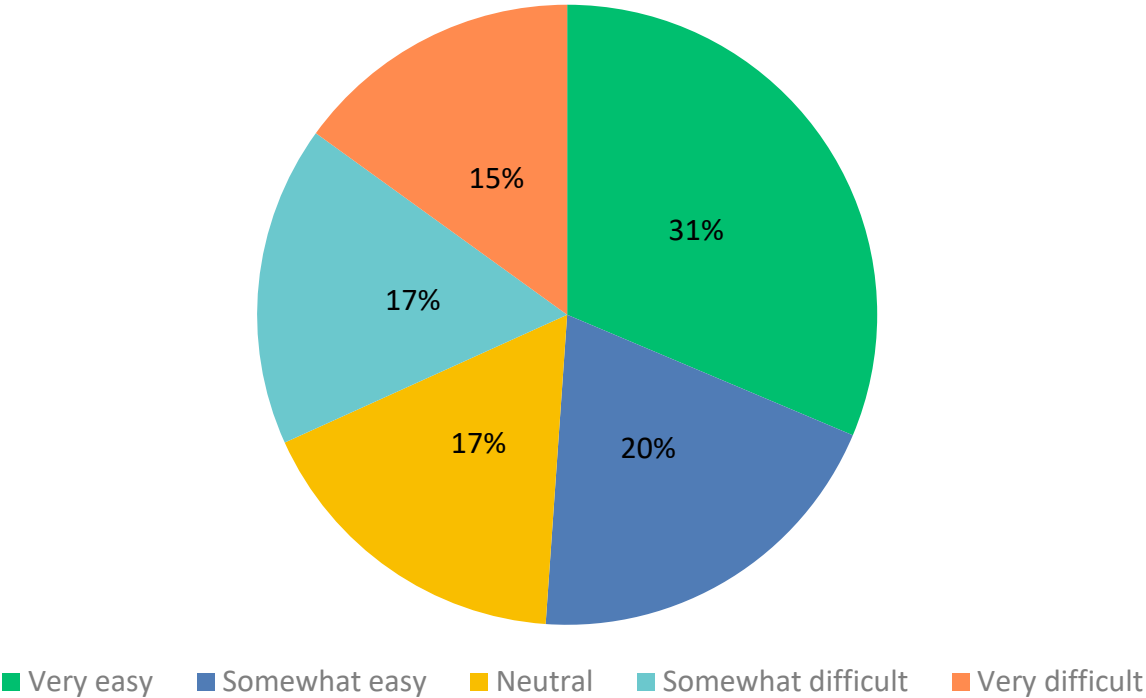
Q2: For what purposes do you usually park downtown? Select all that apply

Answered: 2684 ,: 24

ANSWER CHOICES	RESPONSES	
Work	24.52%	658
Shopping	20.79%	558
Dining	19.75%	530
Entertainment	9.61%	258
Appointments	59.99%	1610
Other	14.23%	382
TOTAL		3996

Q3: How easy do you find the HotSpot app to use for parking downtown?

Answered: 2679 ,: 29



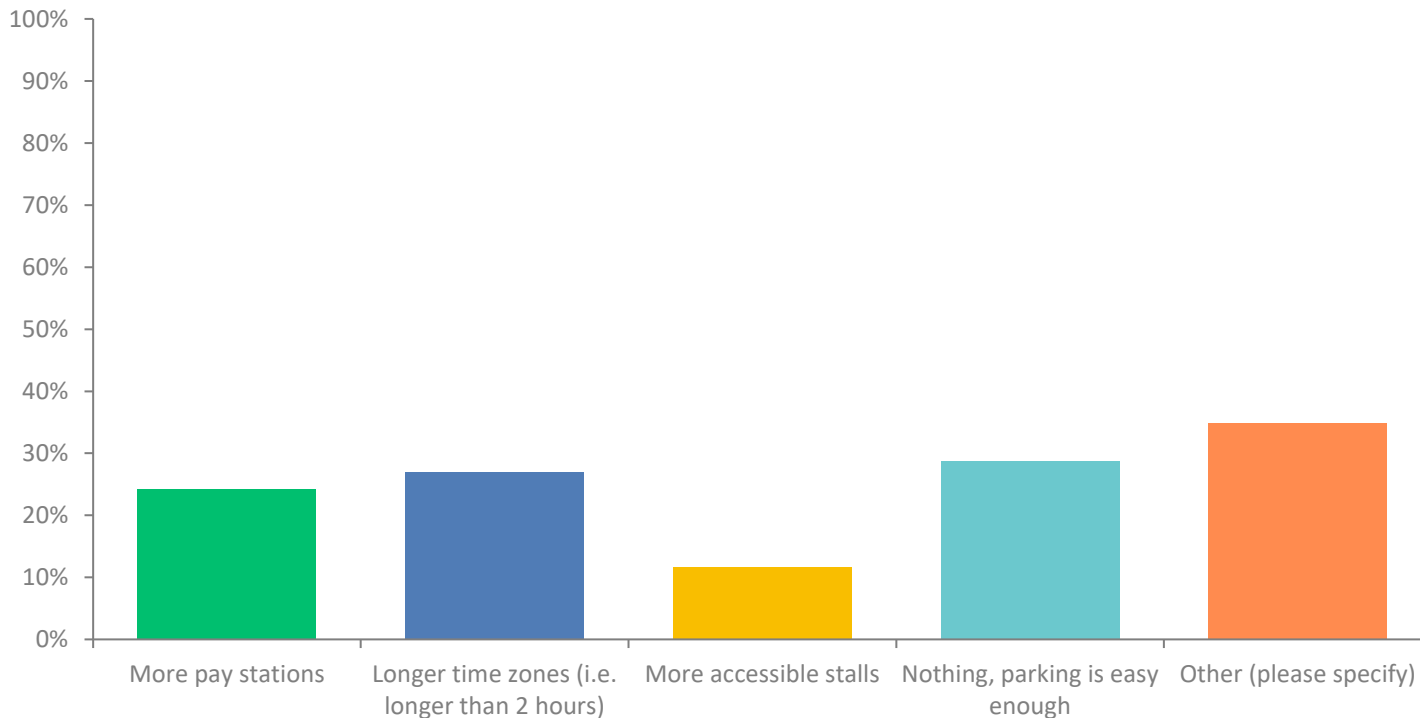
Q3: How easy do you find the HotSpot app to use for parking downtown?

Answered: 2679 ,: 29

ANSWER CHOICES	RESPONSES	
Very easy	31.35%	840
Somewhat easy	19.75%	529
Neutral	17.13%	459
Somewhat difficult	16.72%	448
Very difficult	15.04%	403
TOTAL		2679

Q4: What would make parking downtown easier for you? Select all that apply

Answered: 2644 ,: 64



Q4: What would make parking downtown easier for you? Select all that apply

Answered: 2644 ,: 64

ANSWER CHOICES	RESPONSES	
More pay stations	24.21%	640
Longer time zones (i.e. longer than 2 hours)	27.04%	715
More accessible stalls	11.61%	307
Nothing, parking is easy enough	28.74%	760
Other (please specify)	34.87%	922
TOTAL		3344

Engage Red Deer

Report Type: Form Results Summary

Date Range: 15-04-2024 - 08-05-2024

Exported: 07-06-2024 13:27:45

Closed

Downtown Parking Survey
Downtown Parking

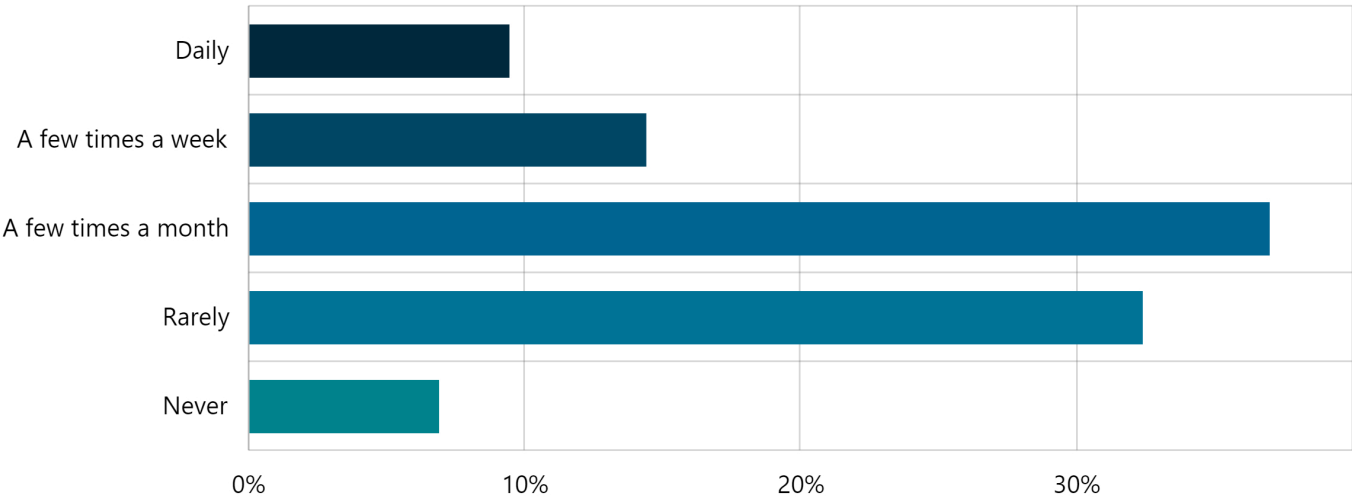
1,300
Contributors

1,422
Contributions

Contribution Summary

1. How often do you typically park in downtown Red Deer?

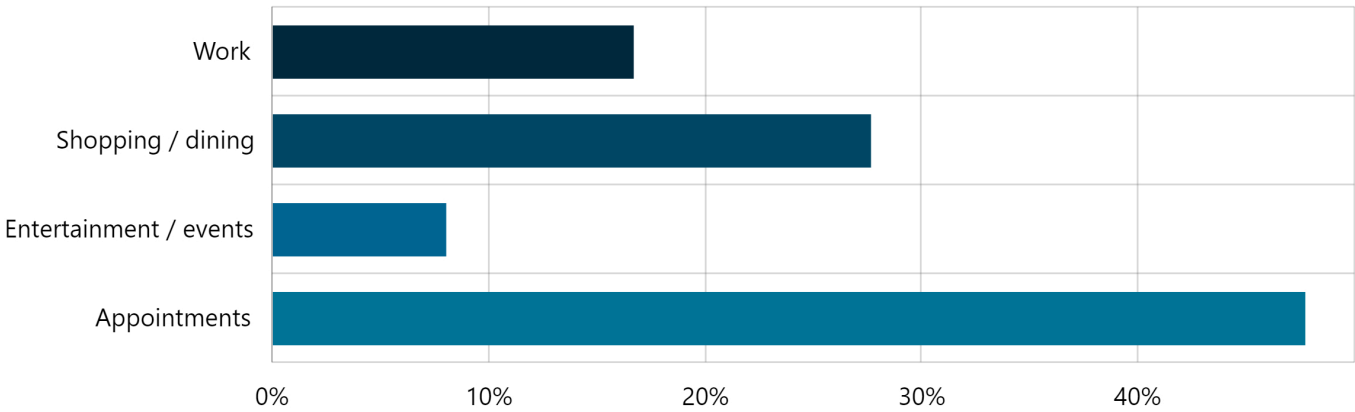
Multi Choice | Skipped: 10 | Answered: 1,412 (99.3%)



Answer choices	Percent	Count
Daily	9.42%	133
A few times a week	14.38%	203
A few times a month	36.97%	522
Rarely	32.37%	457
Never	6.87%	97
Total	100.00%	1,412

2. What is your primary reason for parking downtown?

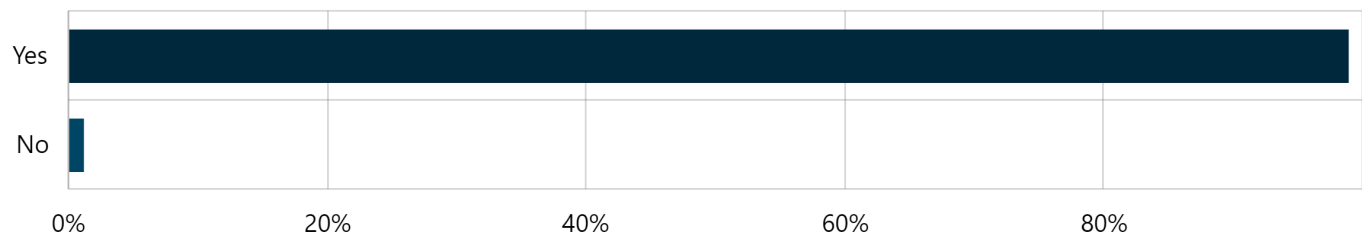
Multi Choice | Skipped: 36 | Answered: 1,386 (97.5%)



Answer choices	Percent	Count
Work	16.67%	231
Shopping / dining	27.63%	383
Entertainment / events	8.01%	111
Appointments	47.69%	661
Total	100.00%	1,386

3. Are you aware of the new parking system recently implemented downtown?

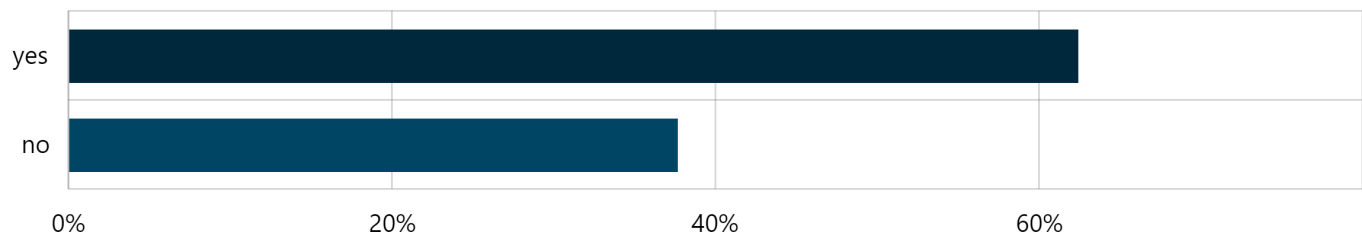
Multi Choice | Skipped: 6 | Answered: 1,416 (99.6%)



Answer choices	Percent	Count
Yes	98.87%	1,400
No	1.13%	16
Total	100.00%	1,416

4. Have you paid for parking with the new parking system?

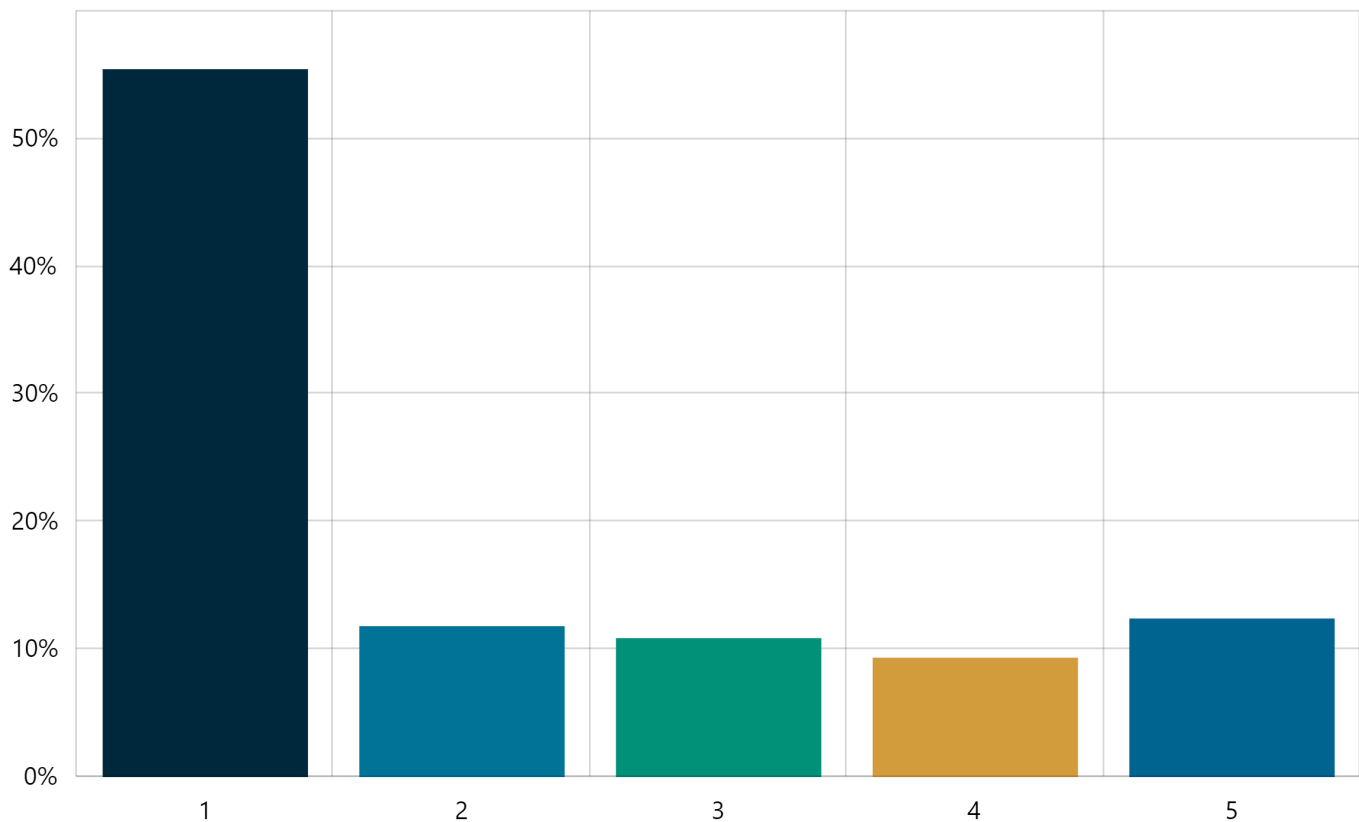
Multi Choice | Skipped: 8 | Answered: 1,414 (99.4%)



Answer choices	Percent	Count
yes	62.38%	882
no	37.62%	532
Total	100.00%	1,414

5. On a scale of 1 to 5, how easy is it to understand the new parking system, HotSpot?

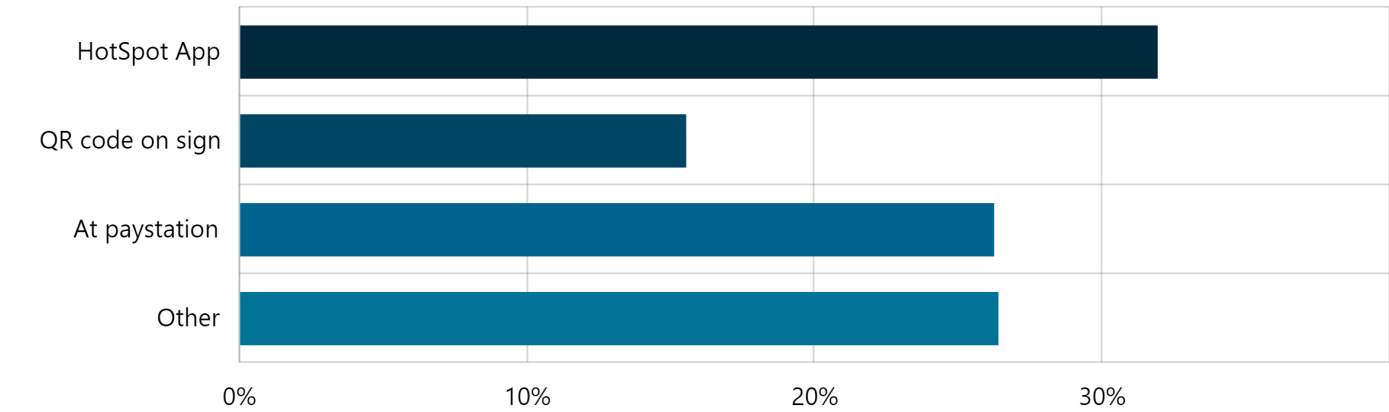
Rating | Skipped: 247 | Answered: 1,175 (82.6%)



1	2	3	4	5	Count	Weighted average
55.49% 652	11.83% 139	10.89% 128	9.36% 110	12.43% 146	1,175	2.11

6. How do you pay for parking?

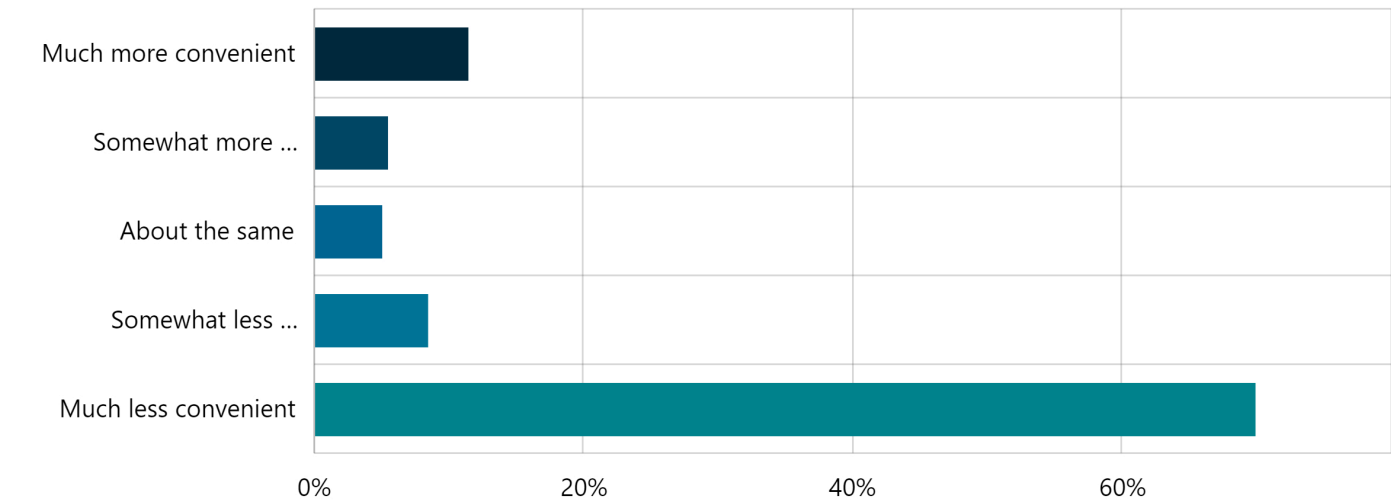
Multi Choice | Skipped: 87 | Answered: 1,335 (93.9%)



Answer choices	Percent	Count
HotSpot App	31.91%	426
QR code on sign	15.51%	207
At paystation	26.22%	350
Other	26.37%	352
Total	100.00%	1,335

7. Compared to the old parking meters, paying with HotSpot is:

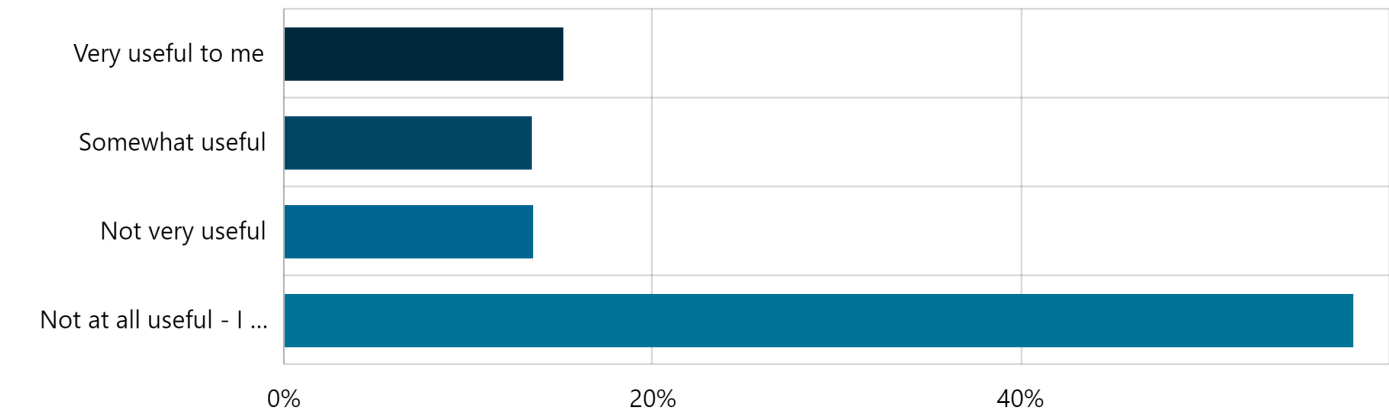
Multi Choice | Skipped: 16 | Answered: 1,406 (98.9%)



Answer choices	Percent	Count
Much more convenient	11.38%	160
Somewhat more convenient	5.41%	76
About the same	4.98%	70
Somewhat less convenient	8.39%	118
Much less convenient	69.84%	982
Total	100.00%	1,406

8. The new parking app that allows you to pay and add time via mobile is:

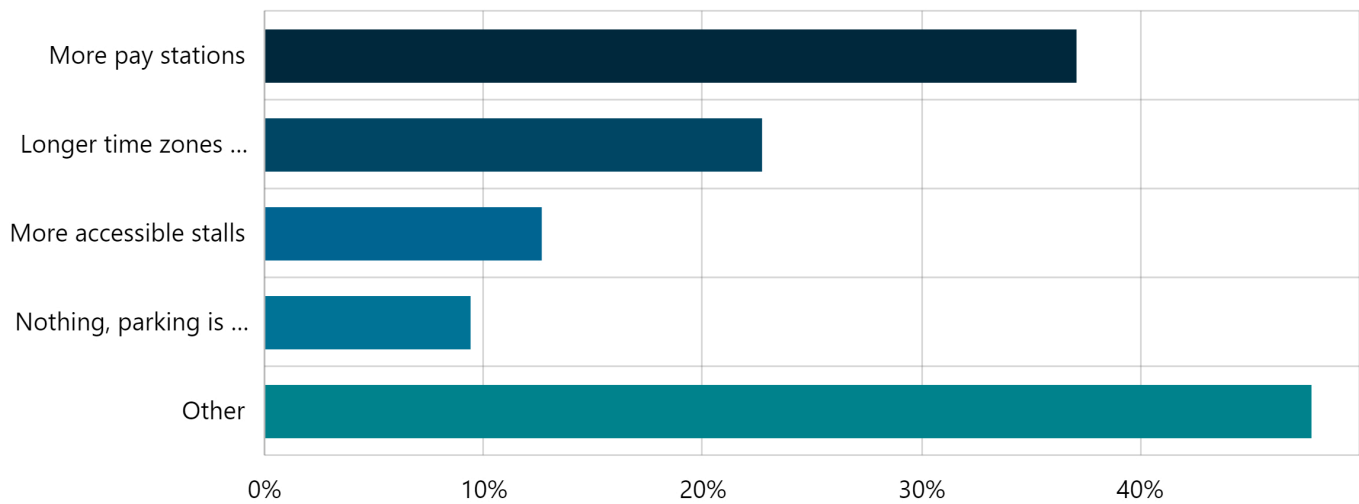
Multi Choice | Skipped: 20 | Answered: 1,402 (98.6%)



Answer choices	Percent	Count
Very useful to me	15.12%	212
Somewhat useful	13.41%	188
Not very useful	13.48%	189
Not at all useful - I don't plan to use it	57.99%	813
Total	100.00%	1,402

9. What would make parking downtown easier for you?

Multi Choice | Skipped: 99 | Answered: 1,323 (93%)



Answer choices	Percent	Count
More pay stations	37.04%	490
Longer time zones (i.e. longer than 2 hours)	22.68%	300
More accessible stalls	12.62%	167
Nothing, parking is easy enough	9.37%	124
Other	47.77%	632

10. Please share any other comments, concerns or suggestions about parking in downtown Red Deer:

Long Text | Skipped: 358 | Answered: 1,064 (74.8%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions