

DBID Business Parking Survey Report

Background

As part of our role as the board for the Downtown Burlingame Improvement District, we prepared a brief survey of the businesses we represent. The goal stated to the businesses was that we needed their help. We wanted to know more about the businesses we represent to the City of Burlingame so that the necessary parking needs are addressed. Not just for the visitors but for their employees.

The survey was sent to all of the 500+ businesses over the course of two email campaigns. We received 98 responses, which is pretty good considering that was nearly a 20% reply rate.

Summary

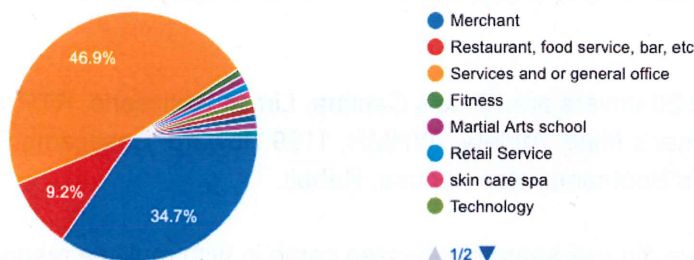
Most businesses just do not know about this project and the impact the Village at Burlingame project will have both during construction nor how it will be afterwards. Even of the businesses that do know of the project there is a clear group of businesses that do not understand how the project will work. On a positive note, the reaching these businesses will be easy and all respondents are eager to work with the city on solutions.\

Responses

What kind of business do you run

What kind of business do you run?

98 responses

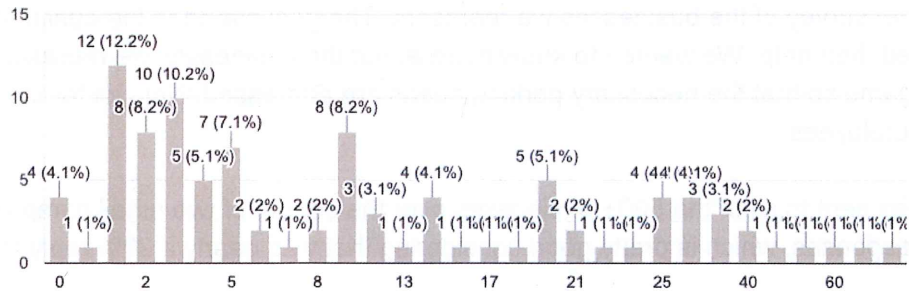


As expected the top three were: Merchant, Services, and Restaurant. The largest group are service business, though the highest usage of employee parking was somewhat split.

Parking demographics

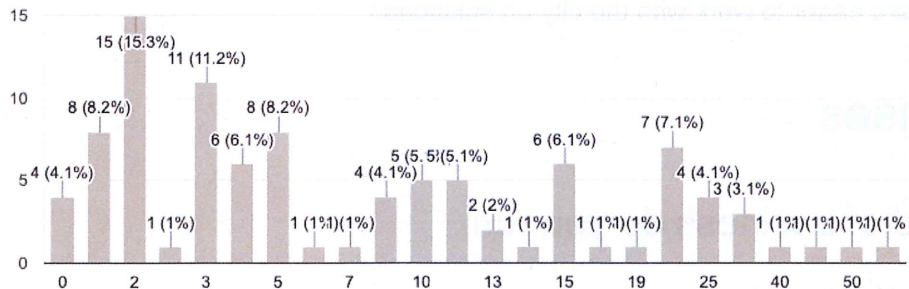
How many employees do you have?

98 responses



How many typically drive and park for work?

98 responses



The overwhelming number of businesses have 20 or fewer employees, and have 20 or fewer employees who drive.

The business with over 20 drivers are: Sixto's Cantina, Limon Rotisserie, RTP, and Primrose Plaza, Sephora, A Runner's Mind, Athleta, AYHMH, 1199 Howard, Basecamp Fitness, Kern Jewelers, Intero, Barry's Bootcamp, Barrelhouse, Rabbit.

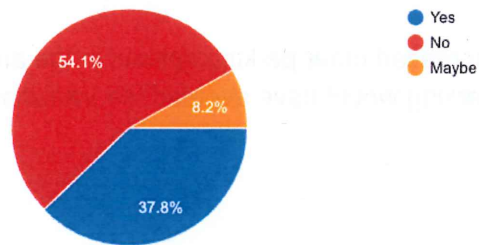
I should point out that we did see some businesses come in with multiple responses, which did differ. So these counts should be taken as just a data point for scale and interest.

Village at Burlingame awareness

Village at Burlingame

Did you already know about this project?

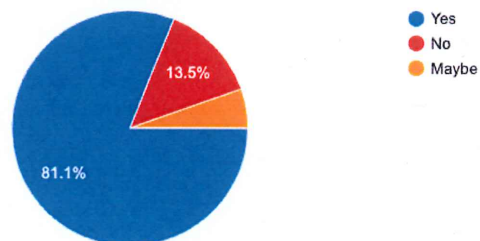
98 responses



Village at Burlingame impact

Do you know if your business will be impacted?

37 responses



If the responded knew of the project already there were asked the follow up question about whether or not they knew of the project's impact. We also asked as follow up if they new of the transition plans and only 27% (of those who knew of the project at all) knew of the transition plan.

What is clear is that the majority of our business are not aware of this project at all.

Some of the written responses

- This is directly behind our building so our retail business will be adversely effected.
- Our employees have concerns about where we are going to park since the lots closest to our office are being closed down during these projects.
- Yes, we are very concerned about both our customers and our employees and trying to find parking each day? There is an empty building on California with parking, can we make use of that parking?
- Build parking before additional buildings to consume parking
- There is already a severe lack of parking and this will have a huge impact on the clients parking options.
- Would like to see the city had increased other parking spaces in the area prior to this project increaseing additional parking would have avoided the transition parking issues