








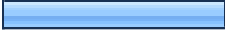




Appendix F. Business Survey Results






1. Where is your business located in East Milton Square?

		Response Percent	Response Count
Along Adams Street west of I-93		6.7%	1
Along Adams Street east of I-93		20.0%	3
Along Granite Avenue south of Adams Street		13.3%	2
Along Granite Avenue north of Adams Street		46.7%	7
Along Bryant Avenue south of Adams Street		0.0%	0
Along Edge Hill Road		0.0%	0
Along Boulevard Street		0.0%	0
Along Franklin Street		6.7%	1
Along Mechanic Street		0.0%	0
Along Basset Street		6.7%	1
answered question			15
skipped question			2





2. What is the nature of your business?

		Response Percent	Response Count
Sit-down restaurant		6.7%	1
Take-out restaurant		0.0%	0
Financial services		6.7%	1
Banking		0.0%	0
Legal		0.0%	0
Health and fitness		6.7%	1
Beauty and personal grooming		0.0%	0
Specialty retail (apparel, gifts, home furnishings, jewelry, books)		33.3%	5
Grocery		13.3%	2
Service		33.3%	5
answered question			15
skipped question			2

3. How many employees do you have?

		Response Percent	Response Count
1-5		37.5%	6
5-10		18.8%	3
10-15		18.8%	3
15-20		6.3%	1
20 or more		18.8%	3
		answered question	16
		skipped question	1

4. Please describe the mix of employees that work at your business.

		Response Percent	Response Count
All of my employees work full-time		21.4%	3
Most of my employees (up to 75%) work full-time		28.6%	4
My employees are about half full-time and half part-time		42.9%	6
Most of my employees (up to 75%) work part-time		7.1%	1
All of my employees work part-time		0.0%	0
		answered question	14
		skipped question	3







5. What is the busiest time of day for your business?

		Response Percent	Response Count
Early in the morning, before 9AM		14.3%	2
During the morning, 9AM to noon		21.4%	3
During the afternoon, noon to 5PM		42.9%	6
After 5PM		21.4%	3
answered question			14
skipped question			3



6. What is the busiest day of the week for your business?

		Response Percent	Response Count
Weekdays, Monday to Friday		53.3%	8
Saturday		40.0%	6
Sunday		6.7%	1
answered question			15
skipped question			2



7. What is the busiest time of year for your business?

		Response Percent	Response Count
Spring		33.3%	5
Summer		6.7%	1
Fall		6.7%	1
Winter (excluding the holidays from Thanksgiving to New Year)		6.7%	1
The holidays (from Thanksgiving to New Year)		13.3%	2
My business does not have a seasonal peak		33.3%	5
		answered question	15
		skipped question	2

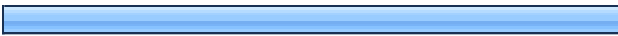

8. How do you get to your business?

		Response Percent	Response Count
Personal car		80.0%	12
Carpool		0.0%	0
MBTA bus		0.0%	0
Bicycle		0.0%	0
Walk		20.0%	3
		answered question	15
		skipped question	2

9. How do the majority of your employees get to your business?

		Response Percent	Response Count
Personal car		93.3%	14
Carpool		6.7%	1
MBTA bus		0.0%	0
Bicycle		0.0%	0
Walk		0.0%	0
I'm not sure		0.0%	0
answered question			15
skipped question			2




10. How do the majority of your customers get to your business?

		Response Percent	Response Count
Personal car		93.3%	14
Carpool		0.0%	0
MBTA bus		0.0%	0
Bicycle		0.0%	0
Walk		0.0%	0
I'm not sure.		6.7%	1
answered question			15
skipped question			2




11. Please rate your agreement with the following statement for the three categories below. "It would be easy for me, my employees, or my patrons, to get to my business by a transportation mode that does not require parking such as bicycle or transit."

	Strongly agree	Agree	Somewhat agree	Disagree	Strongly disagree	Rating Average	Response Count
For me	13.3% (2)	0.0% (0)	6.7% (1)	20.0% (3)	60.0% (9)	4.13	15
For my employees	0.0% (0)	0.0% (0)	13.3% (2)	33.3% (5)	53.3% (8)	4.40	15
For my patrons	0.0% (0)	0.0% (0)	13.3% (2)	20.0% (3)	66.7% (10)	4.53	15
answered question							15
skipped question							2






12. When you drive to your business, where do you usually park?

		Response Percent	Response Count
In a lot dedicated to my business or the building in which my business resides.		78.6%	11
In the parking lot of another business with which you have a shared parking arrangement.		7.1%	1
A municipal lot.		0.0%	0
In East Milton Square service zone parking.		14.3%	2
In a regular curbside parking place.		0.0%	0
answered question			14
skipped question			3




13. For those employees who drive to your business, where do they usually park?

		Response Percent	Response Count
In a lot dedicated to my business or the building in which my business resides.		66.7%	10
In the parking lot of another business with which you have a shared parking arrangement.		0.0%	0
In East Milton Square service zone parking.		26.7%	4
A municipal lot.		6.7%	1
In a regular curbside parking place.		0.0%	0
I'm not sure.		0.0%	0
		answered question	15
		skipped question	2




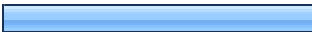
14. For those customers who drive to your business, where do they park?

		Response Percent	Response Count
In a lot dedicated to my business or the building in which my business resides.		46.7%	7
In the parking lot of another business with which you have a shared parking arrangement.		6.7%	1
In East Milton Square service zone parking.		0.0%	0
A municipal lot.		13.3%	2
In a regular curbside parking place.		20.0%	3
I'm not sure.		13.3%	2
answered question			15
skipped question			2




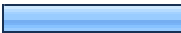

15. When you drive to your business, how long does it usually take you to find a parking space?

		Response Percent	Response Count
I can usually park right away.		64.3%	9
1-2 minutes		14.3%	2
2-5 minutes		21.4%	3
5-7 minutes		0.0%	0
7 minutes or more.		0.0%	0
answered question			14
skipped question			3

16. How often do your employees complain about the difficulty of finding a parking space when they come to work?

		Response Percent	Response Count
Daily		6.7%	1
A few days a week		0.0%	0
Once a week		6.7%	1
Occasionally		40.0%	6
Never		46.7%	7
answered question			15
skipped question			2

17. How often do your customers complain about the difficulty of finding a parking space when they come to your business?

		Response Percent	Response Count
Daily		26.7%	4
A few days a week		6.7%	1
Once a week		6.7%	1
Occasionally		26.7%	4
Never		33.3%	5
answered question			15
skipped question			2



18. Generally speaking, most people are willing to walk ¼ mile, or approximately 7 minutes for a healthy adult, between their parked car and their destination. Picking the Manning Community Park as the center of East Milton Square, a quarter mile in all directions would be: o Just to the north of Wood Street o Just to the south of Pierce Street o Just to the west of Saint Agatha’s Church o Just to the east of Granite Place While the project team is not suggesting that you park in the residential areas to the north, south, and east of the square, we do want to understand how far people are generally willing to walk in the East Milton Square Area. Please note that the Saint Agatha’s lot does offer shared parking for many businesses in the square. Given the locations listed above, please rate your agreement with the following statement: "walking from those locations to my business would not present a significant inconvenience for me, my employees or my patrons."

	Strongly agree	Agree	Somewhat agree	Disagree	Strongly disagree	Rating Average	Response Count
For me	14.3% (2)	14.3% (2)	35.7% (5)	21.4% (3)	14.3% (2)	3.07	14
For my employees	7.1% (1)	0.0% (0)	57.1% (8)	28.6% (4)	7.1% (1)	3.29	14
For my patrons	14.3% (2)	0.0% (0)	14.3% (2)	14.3% (2)	57.1% (8)	4.00	14
answered question							14
skipped question							3

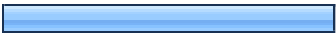

19. A number of parking lots in East Milton Square offer shared parking. Shared parking is an arrangement whereby one business allows users of another business to park in a lot owned by the first operation. For example, the Fruit Center offers shared parking for much of East Milton Square. Other shared parking lots include: -Saint Agatha's parking lot -The Citizens Bank parking lot -The parking lot behind Starbucks -The parking lot behind 4 Franklin Street -The Dolan Funeral Home parking lot -The parking lot next to the Decorating Den Please rate your agreement with the following statement for you, for your employees, and for your patrons: "Awareness of shared parking options is high."

	Strongly agree	Agree	Somewhat agree	Disagree	Strongly disagree	Rating Average	Response Count
For me	0.0% (0)	15.4% (2)	38.5% (5)	23.1% (3)	23.1% (3)	3.54	13
For my employees	0.0% (0)	15.4% (2)	38.5% (5)	23.1% (3)	23.1% (3)	3.54	13
For my patrons	0.0% (0)	25.0% (3)	25.0% (3)	8.3% (1)	41.7% (5)	3.67	12
answered question							13
skipped question							4

20. Are you personally willing to use shared parking?




		Response Percent	Response Count
Yes		63.6%	7
No		36.4%	4
answered question			11
skipped question			6



21. You have indicated that you are personally unwilling to use the shared parking opportunities in East Milton Square. Why? Please check all that apply.

		Response Percent	Response Count
They are too far from my business		50.0%	3
The way from the shared parking to my business is unclear		0.0%	0
Shared parking is not available at the time when I need to be at work.		0.0%	0
Shared parking places an undue burden on the parking of the sharer.		66.7%	4
answered question			6
skipped question			11





22. Do you believe that your employees are willing to use shared parking?			
		Response Percent	Response Count
Yes		46.2%	6
No		30.8%	4
I'm not sure		23.1%	3
answered question			13
skipped question			4

23. You have indicated that you believe your employees are unwilling to use the shared parking opportunities in East Milton Square. Why? Please check all that apply.			
		Response Percent	Response Count
They are too far from my business		50.0%	2
The way from the shared parking to my business is unclear		0.0%	0
Shared parking is not available at the time when they need to be at work		0.0%	0
Shared parking places an undue burden on the parking of the sharer		50.0%	2
answered question			4
skipped question			13





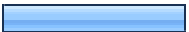



24. Do you believe that your customers are willing to use shared parking?			
		Response Percent	Response Count
Yes		30.8%	4
No		30.8%	4
I'm not sure		38.5%	5
answered question			13
skipped question			4

25. You have indicated that you believe your patrons are unwilling to use the shared parking opportunities in East Milton Square. Why? Please check all that apply.			
		Response Percent	Response Count
They are too far from my business		75.0%	3
The way from shared parking to my business is unclear		0.0%	0
Shared parking is not available at the times when my patrons want to access my business		0.0%	0
Shared parking places an undue burden on the parking of the sharer.		25.0%	1
answered question			4
skipped question			13





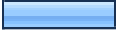
26. Of the following squares in the Greater Boston area, which one would you most like East Milton Square to be like?

		Response Percent	Response Count
Belmont Center		10.0%	1
Concord Center		0.0%	0
Davis Square (Somerville)		0.0%	0
Hingham Center		30.0%	3
Newton Centre		0.0%	0
Newton Highlands		0.0%	0
Wellesley Center		40.0%	4
Weymouth Landing		20.0%	2
	Other (please specify)		3
		answered question	10
		skipped question	7









27. Of the following squares in the Greater Boston area, please select the top three you would like East Milton Square to be like? You may select your first choice from the previous question again.

		Response Percent	Response Count
Belmont Center		9.1%	1
Concord Center		36.4%	4
Davis Square (Somerville)		18.2%	2
Hingham Center		72.7%	8
Newton Centre		27.3%	3
Newton Highlands		9.1%	1
Wellesley Center		54.5%	6
Weymouth Landing		27.3%	3
	Other (please specify)		1
	answered question		11
	skipped question		6





28. Of the following characteristics, which is the single most important in making a square a useful model for East Milton?

		Response Percent	Response Count
Clear way finding (ample, clear, signage)		8.3%	1
An intuitive circulation pattern for vehicles and pedestrians		8.3%	1
Ease of access by modes other than private car		0.0%	0
A comfortable environment for pedestrians		8.3%	1
Easy parking		58.3%	7
Diversity of shopping opportunities		16.7%	2
Diversity of dining opportunities		0.0%	0
Pleasant, inviting open space		0.0%	0
An interesting street-scape with public art and other on-street amenities such as pushcart retail, farmers' markets and summertime concerts.		0.0%	0
	Other (please specify)		1
answered question			12
skipped question			5





29. Of the following characteristics, what are the top three you would select as important in making a square a useful model for East Milton? Please select your top three. You may select your first choice from the previous question again.

		Response Percent	Response Count
Easy parking		53.8%	7
Clear way finding (ample, clear, signage)		46.2%	6
An intuitive circulation pattern for vehicles and pedestrians		46.2%	6
Ease of access by modes other than private car		7.7%	1
A comfortable environment for pedestrians		23.1%	3
Diversity of shopping opportunities		38.5%	5
Diversity of dining opportunities		15.4%	2
Pleasant, inviting open space		15.4%	2
An interesting street-scape with public art and other on-street amenities such as pushcart retail, farmers' markets and summertime concerts.		0.0%	0
	Other (please specify)		1
answered question			13
skipped question			4

30. What is the number one type of business you would like to see locate to, or see more of, in East Milton Square?

		Response Percent	Response Count
Cafe bakeries		33.3%	4
Destination chain stores		8.3%	1
Sit-down restaurants		16.7%	2
Specialty retail		41.7%	5
	Other (please specify)		1
answered question			12
skipped question			5

31. What are the top three types of business you would like to see locate to, or more of, in East Milton Square? You may select your first choice from the previous question.

		Response Percent	Response Count
Cafe bakeries		66.7%	8
Destination chain stores		16.7%	2
Sit-down restaurants		50.0%	6
Specialty retail		83.3%	10
	Other (please specify)		2
answered question			12
skipped question			5