

Closing off St. Catherine St. in the Village

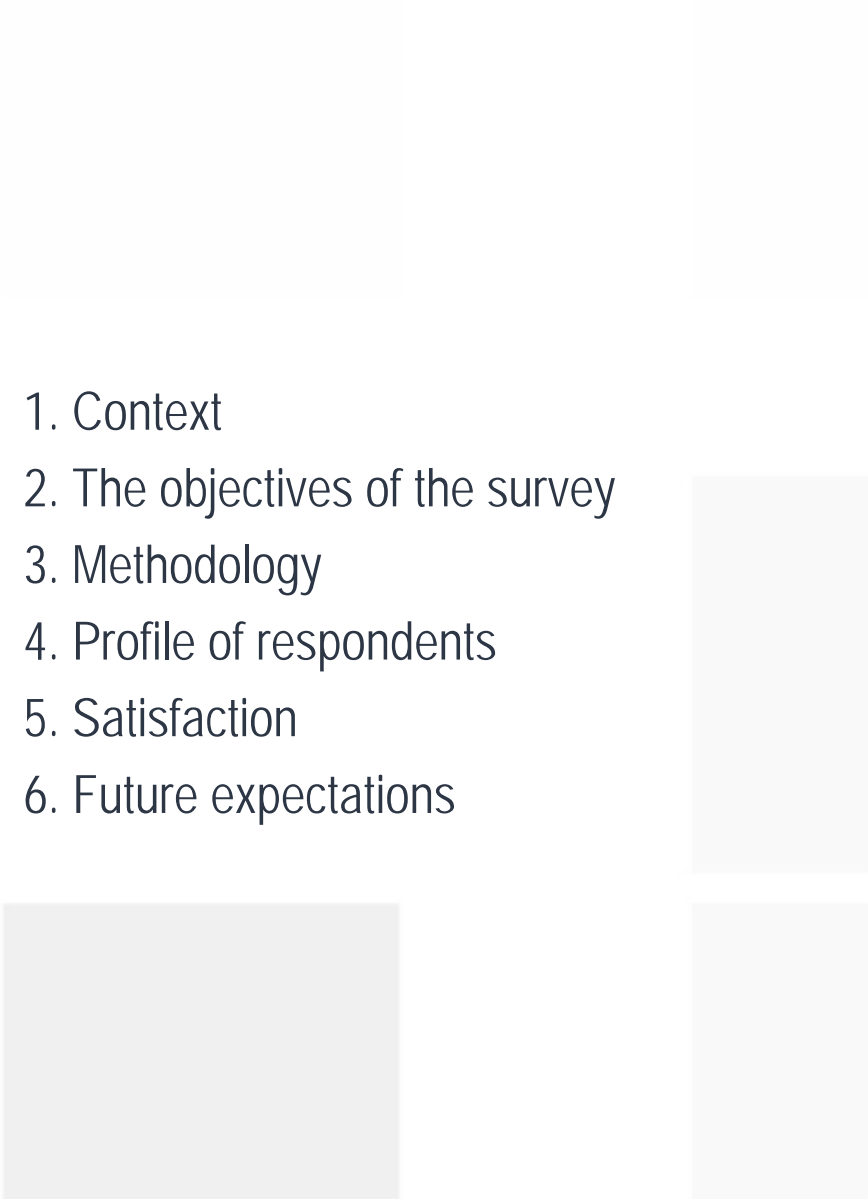
Survey of users and businesses conducted during summer 2008

A summary of the results





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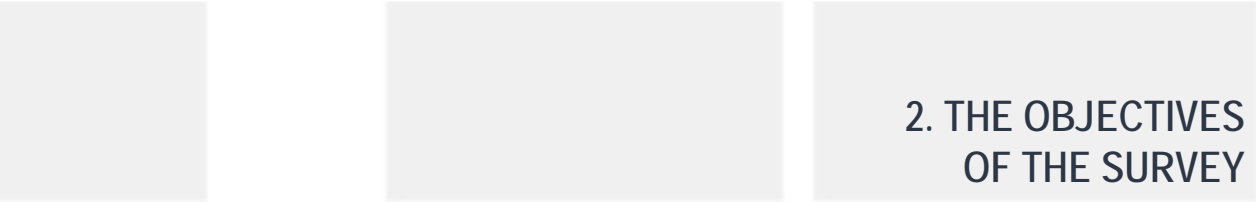
1. Context
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1. CONTEXT

1. CONTEXT

- From June 19 to September 1, 2008, St. Catherine St. between Berri and Papineau Streets was converted into a pedestrian zone.
- 49 terraces were installed along the car-free zone during this period.



2. THE OBJECTIVES
OF THE SURVEY

2. THE OBJECTIVES OF THE SURVEY

- To evaluate the satisfaction of visitors and businesses
- To compare the satisfaction of residents of the Village with non-residents
- To compare the satisfaction of businesses without terraces to businesses with terraces
- To evaluate future expectations of visitors and businesses



3. METHODOLOGY

3. METHODOLOGY

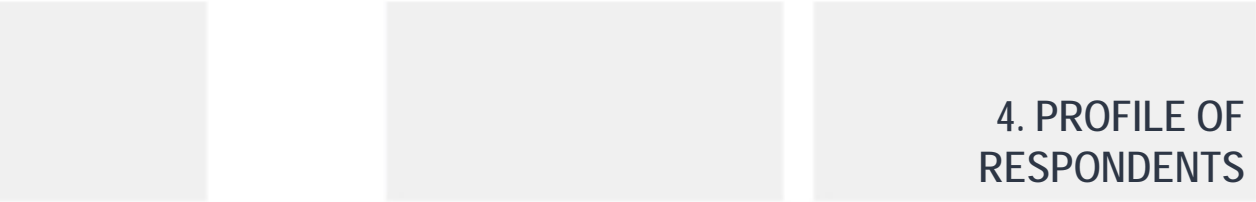
Survey of clients on the street

- Street survey from August 5 to 29, 2008
- A 21-item questionnaire conducted in French or in English according to respondents' preference
- 201 respondents were chosen at random
- 6.9% margin of error (sample)
- 95% confidence level

3. METHODOLOGY

Survey of businesses

- Street survey from August 6 to 14, 2008
- A 24-item questionnaire conducted in French or in English according to respondents' preference
- 48 respondents from a sample of 50



4. PROFILE OF
RESPONDENTS

4. PROFILE OF RESPONDENTS

USERS

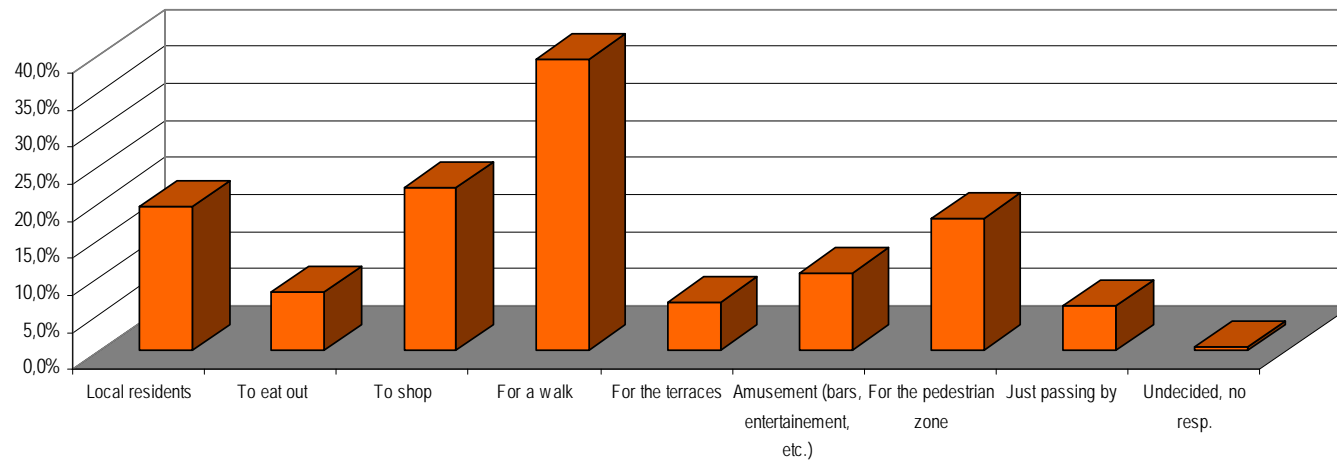
- 89 residents living in the H2L and H2K postal code areas (bordered by Rachel St. to the north, St. Denis St. to the west, the St. Lawrence river to the south and train tracks to the east)
- 102 visitors

BUSINESSES

- 23 businesses with terraces, 25 without terraces
- 12 businesses in operation for less than 5 years, 16 businesses between 5 and 15 years, and 15 businesses for more than 15 years (5 businesses did not reply)

4. PROFILE OF RESPONDENTS

USERS: Reasons for being on St. Catherine St.



4. PROFILE OF RESPONDENTS

USERS: Visiting frequency since the closing of St. Catherine St. into a pedestrian zone

	Resident	Visitor	Total
More than usual	51%	47%	49%
Less than usual	3%	2%	2%
As often as usual	46%	31%	38%
First time visiting	0%	15%	8%
Undecided, no response	0%	4%	2%

N= 201

1 out of 2 respondents confirms visiting St. Catherine St. more often since the start of the pedestrian zone

9 out of 10 respondents confirm visiting St. Catherine St. as often or more than usual



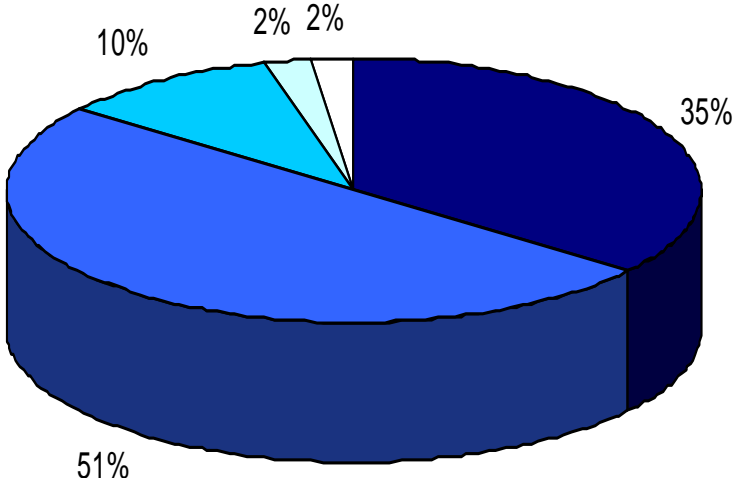
5. SATISFACTION

5. SATISFACTION OF THE PEDESTRIAN ZONE

Overall satisfaction with the pedestrian zone

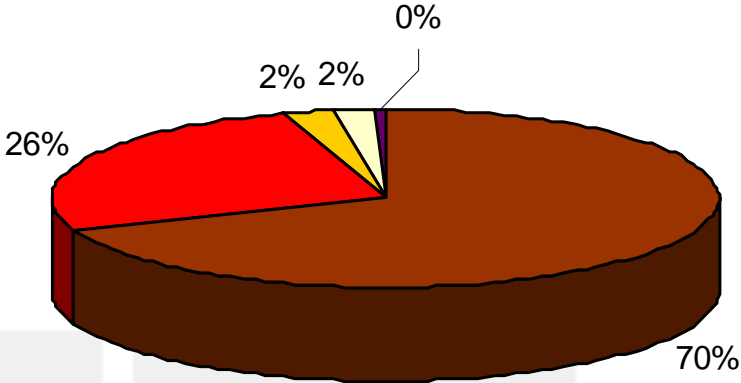
Businesses

86% generally satisfied:
•100% of those with terraces
•72% of those without terraces



Users

95% generally satisfied:
•94% of residents
•95% of visitors

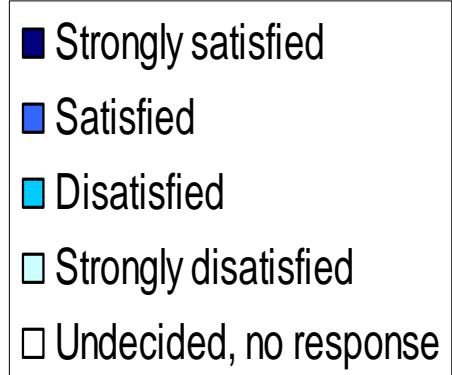
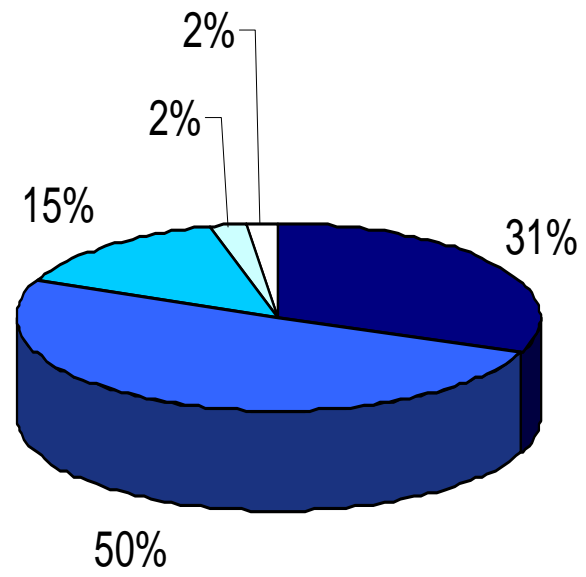


5. SATISFACTION OF THE PEDESTRIAN ZONE

Satisfaction with the street ambiance

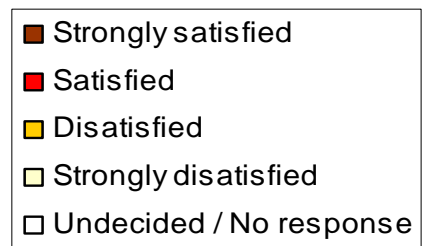
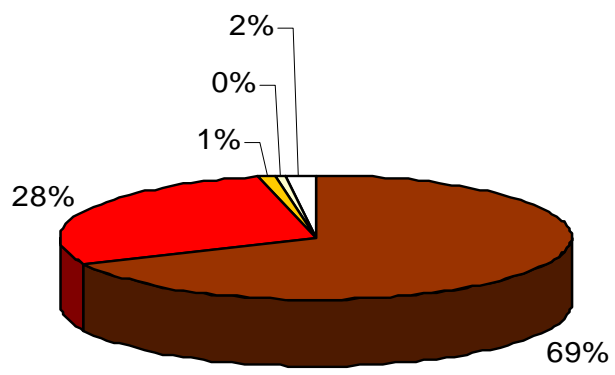
Businesses

81% satisfied with the ambiance:
•82% of those with terraces
•80% of those without terraces



Users

97% satisfied with the ambiance:
•96% of residents
•97% of visitors

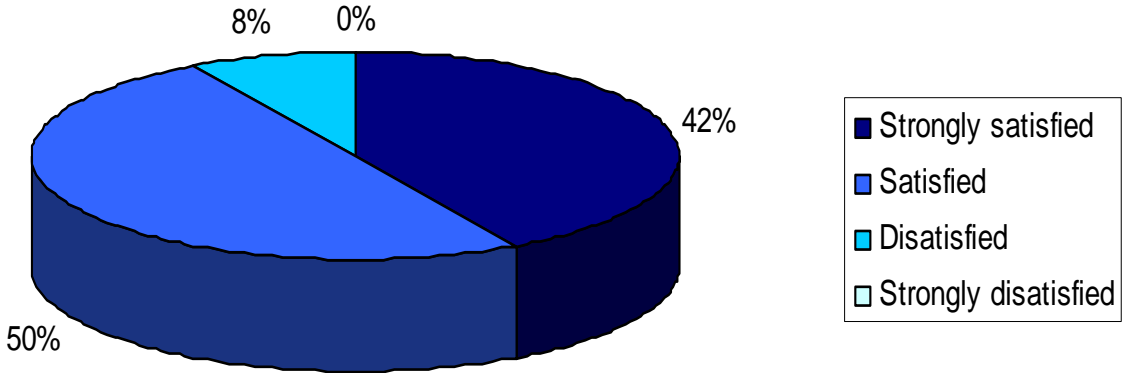


5. SATISFACTION OF THE PEDESTRAIN ZONE

Cleanliness

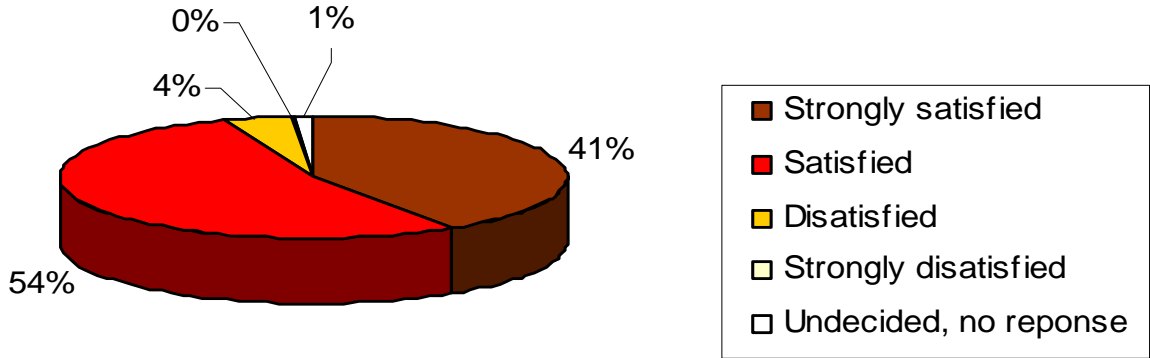
Businesses

92% satisfied with street cleanliness:
•91% of those with terraces
•92% of those without terraces



Users

95% satisfied with street cleanliness:
•93% of residents
•95% of visitors

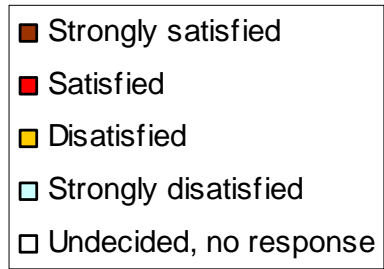
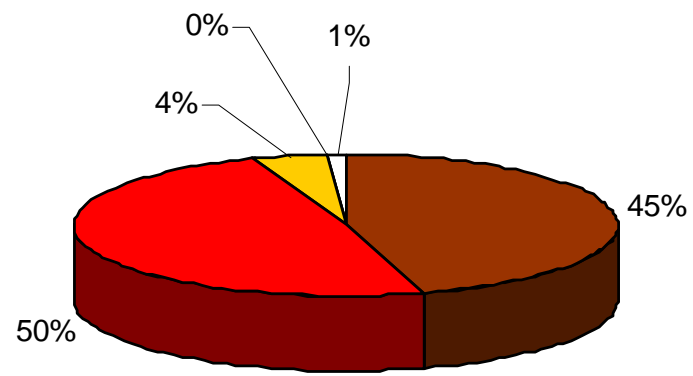


5. SATISFACTION OF THE PEDESTRAIN ZONE

Noise level

Users

95% satisfied with the noise level:
•91% of residents
•97% of visitors



5. SATISFACTION OF THE PEDESTRIAN ZONE

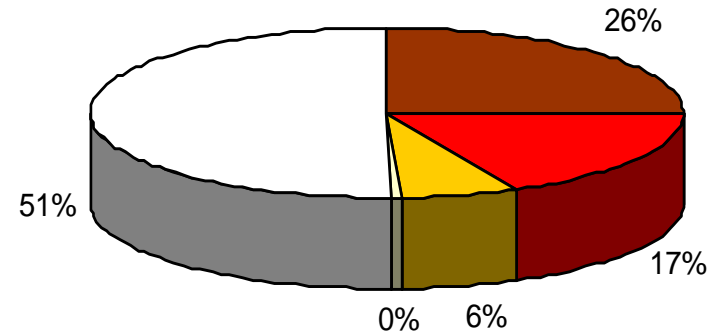
Traffic and access

Users

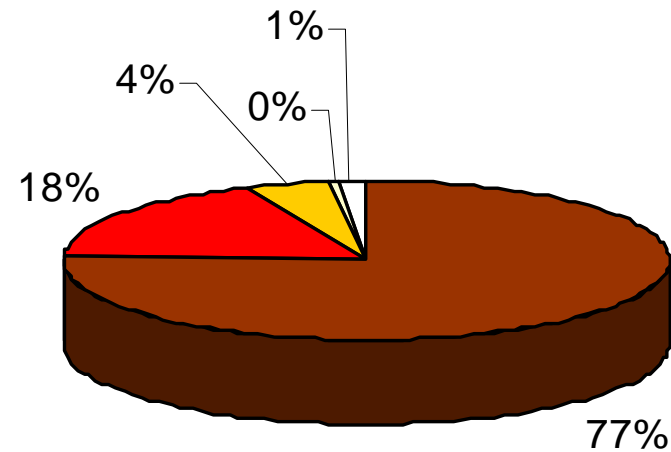
78% of residents are satisfied with the neighbouring traffic and 96% are satisfied with the easy access to the pedestrian zone.

The majority of visitors (80%) did not respond to the question concerning traffic, however 91% are satisfied with the easy access to the pedestrian zone.

- Strongly satisfied
- Satisfied
- Disatisfied
- Strongly disatisfied
- Undecided, no resp.



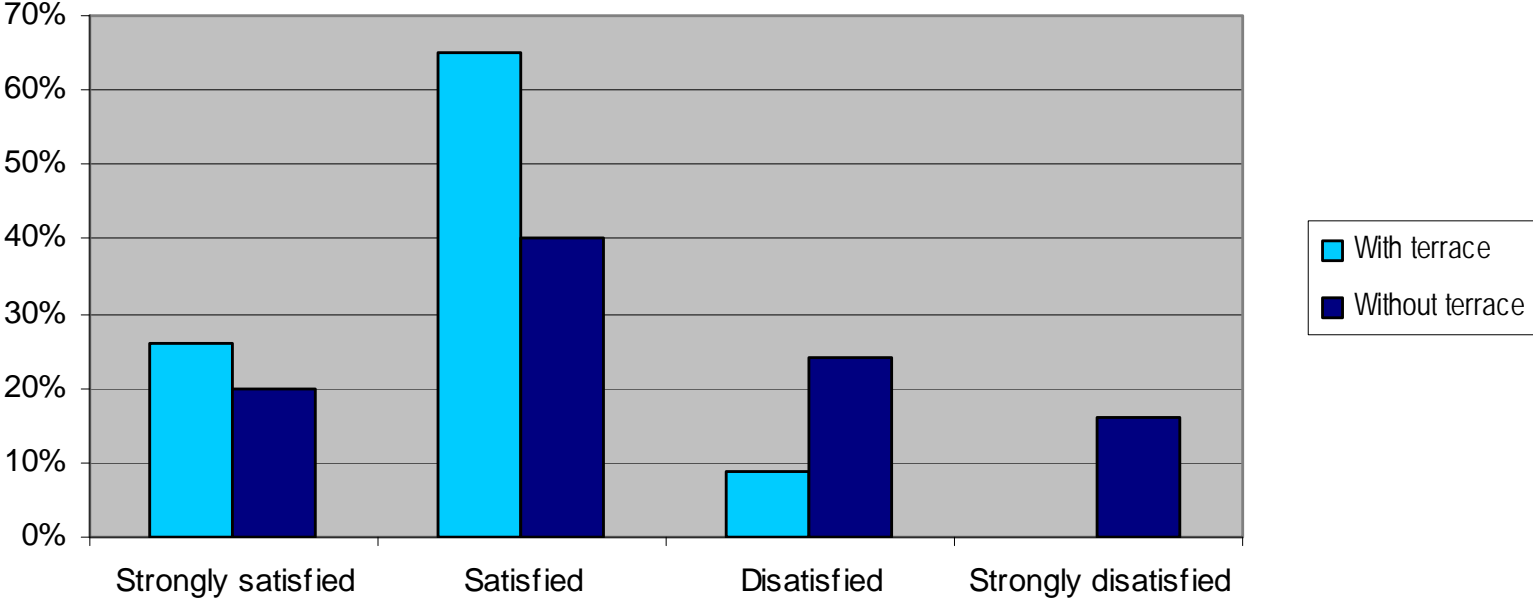
Neighbouring traffic



Ease access to the pedestrian zone

5. SATISFACTION OF THE PEDESTRIAN ZONE

Easy access to the pedestrian zone



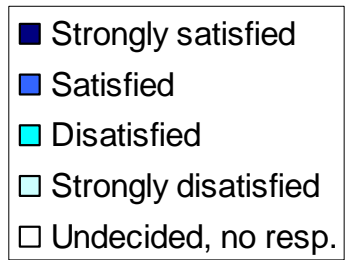
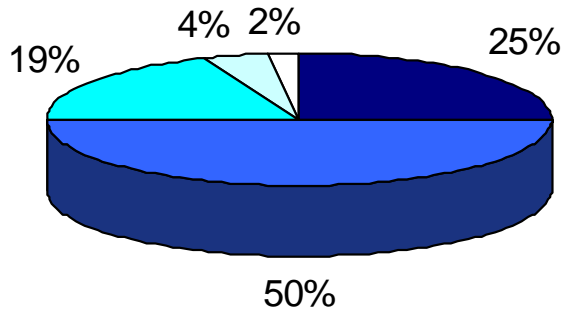
An important gap exists between the rate of satisfaction of businesses with terraces (91%) and those without terraces (60%).

5. SATISFACTION OF THE PEDESTRIAN ZONE

Daytime safety and security

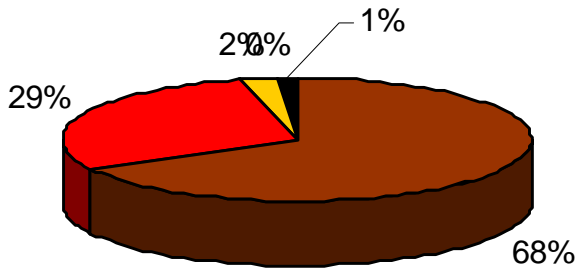
Businesses

75% satisfied with daytime safety and security:
•74% of those with terraces
•76% of those without terraces



Users

97% satisfied with daytime safety and security:
•94% of residents
•98% of visitors

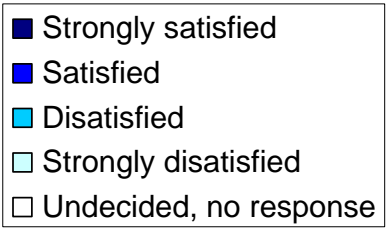
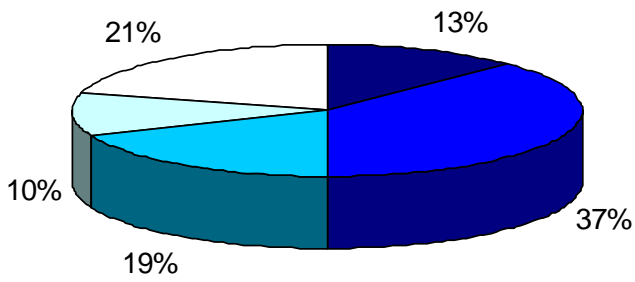


5. SATISFACTION OF THE PEDESTRIAN ZONE

Night-time safety and security

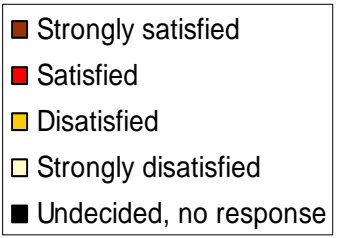
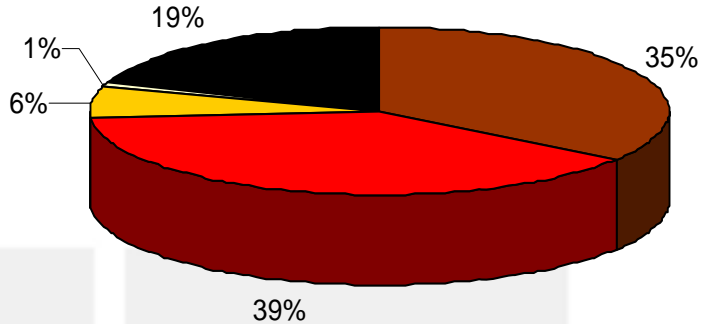
Businesses

50% satisfied with night-time safety and security:
•60% of those with terraces
•40% of those without terraces



Users

74% satisfied with night-time safety and security:
•86% of residents
•64% of visitors



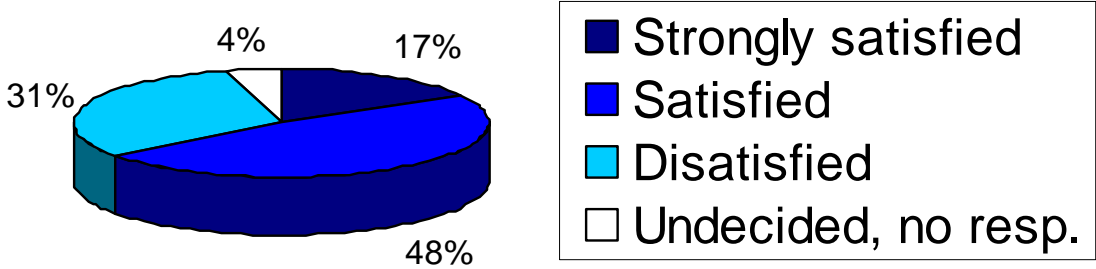
5. SATISFACTION OF THE PEDESTRIAN ZONE

The installation of terraces on the street

Businesses

65% satisfied with the terraces:

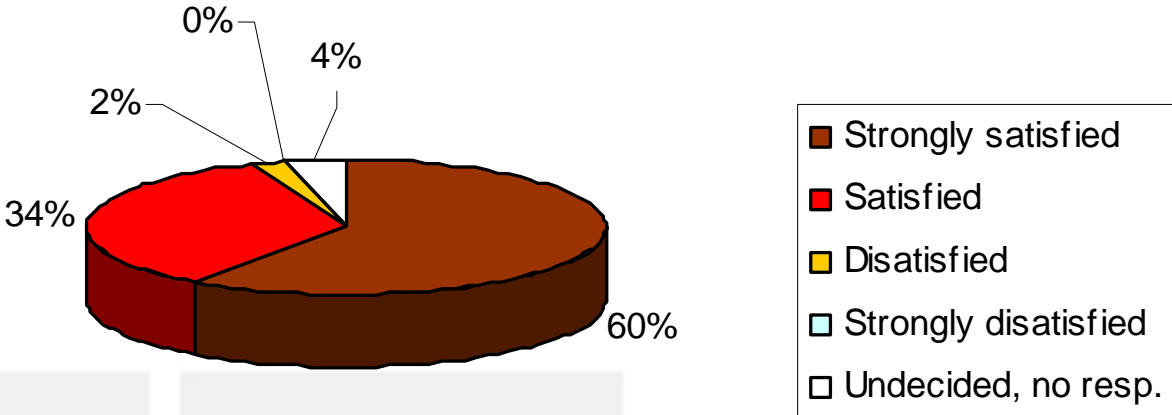
- 74% of those with terraces
- 56% of those without terraces



Users

94% satisfied with the terraces:

- 96% of residents
- 93% of visitors

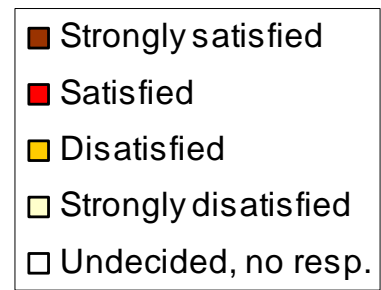
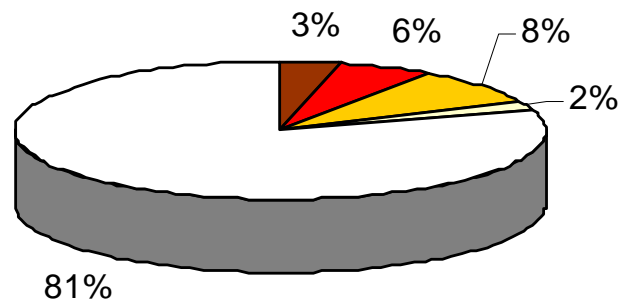


5. SATISFACTION OF THE PEDESTRIAN ZONE

The presence of bicycle racks on the street

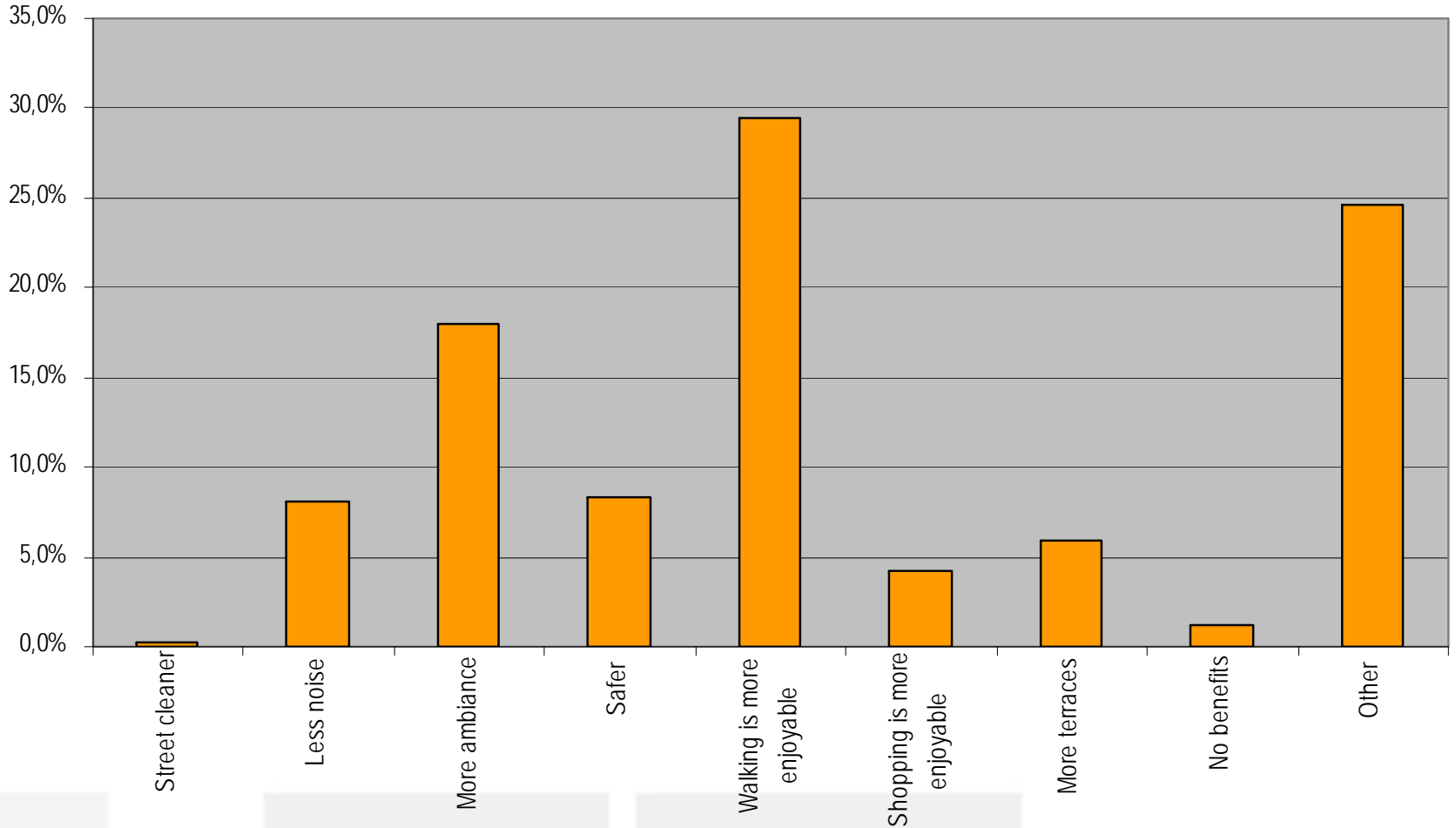
Users

High proportion of non-respondents



5. SATISFACTION OF THE PEDESTRIAN ZONE

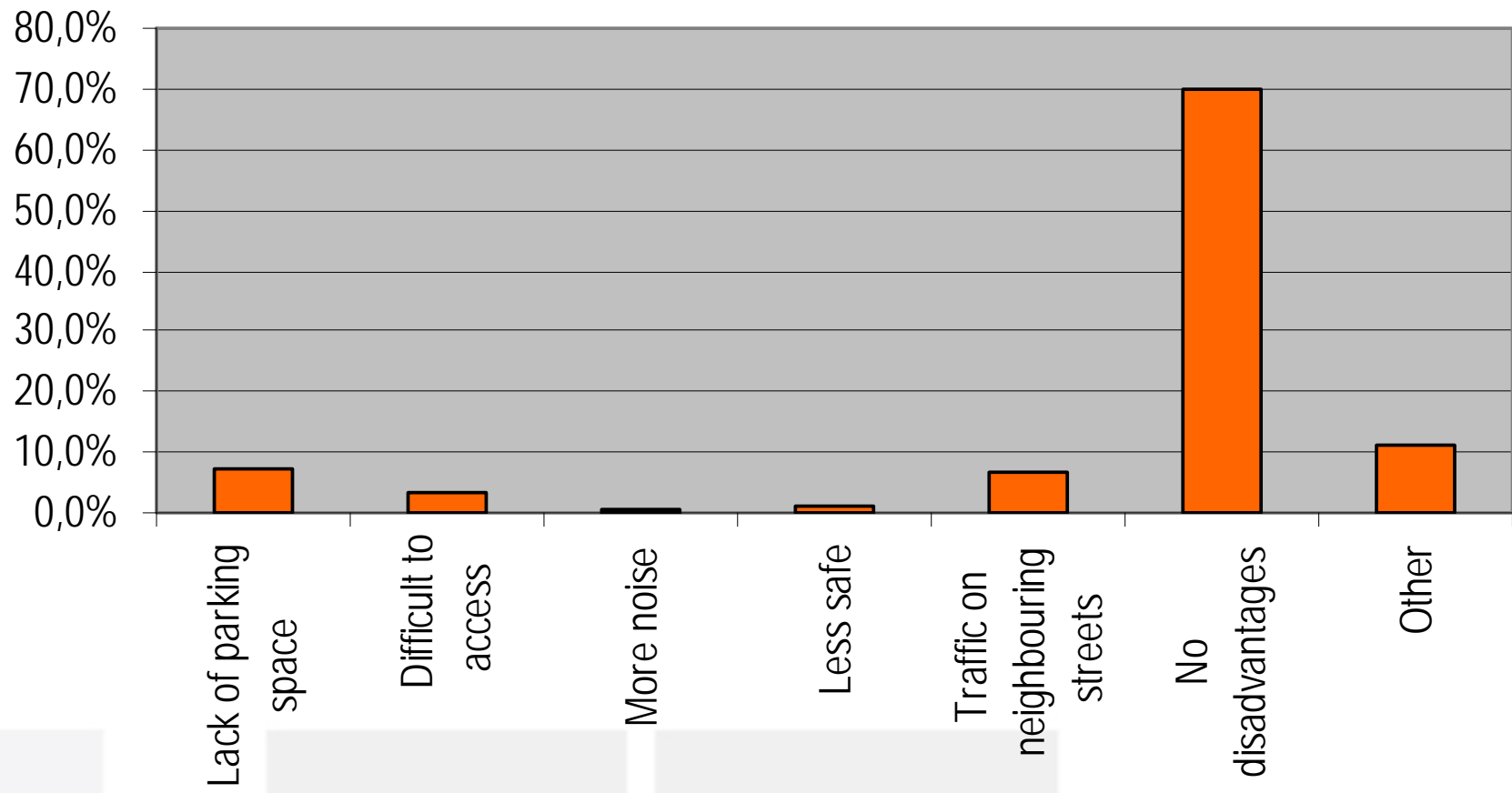
The benefits according to the users



No.: 407, multiple responses

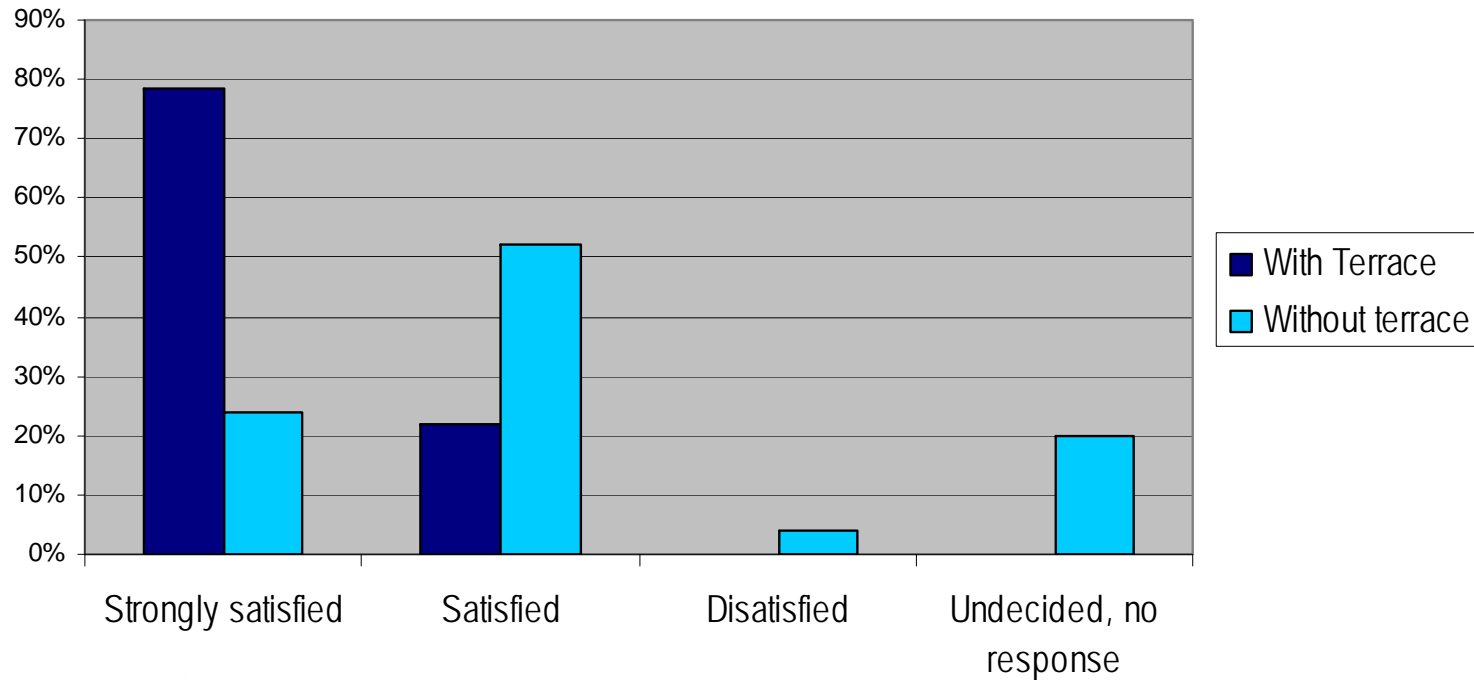
5. APPRECIATION OF THE PEDESTRIAN ZONE

The inconveniences according to the users



5. SATISFACTION OF THE PEDESTRIAN ZONE

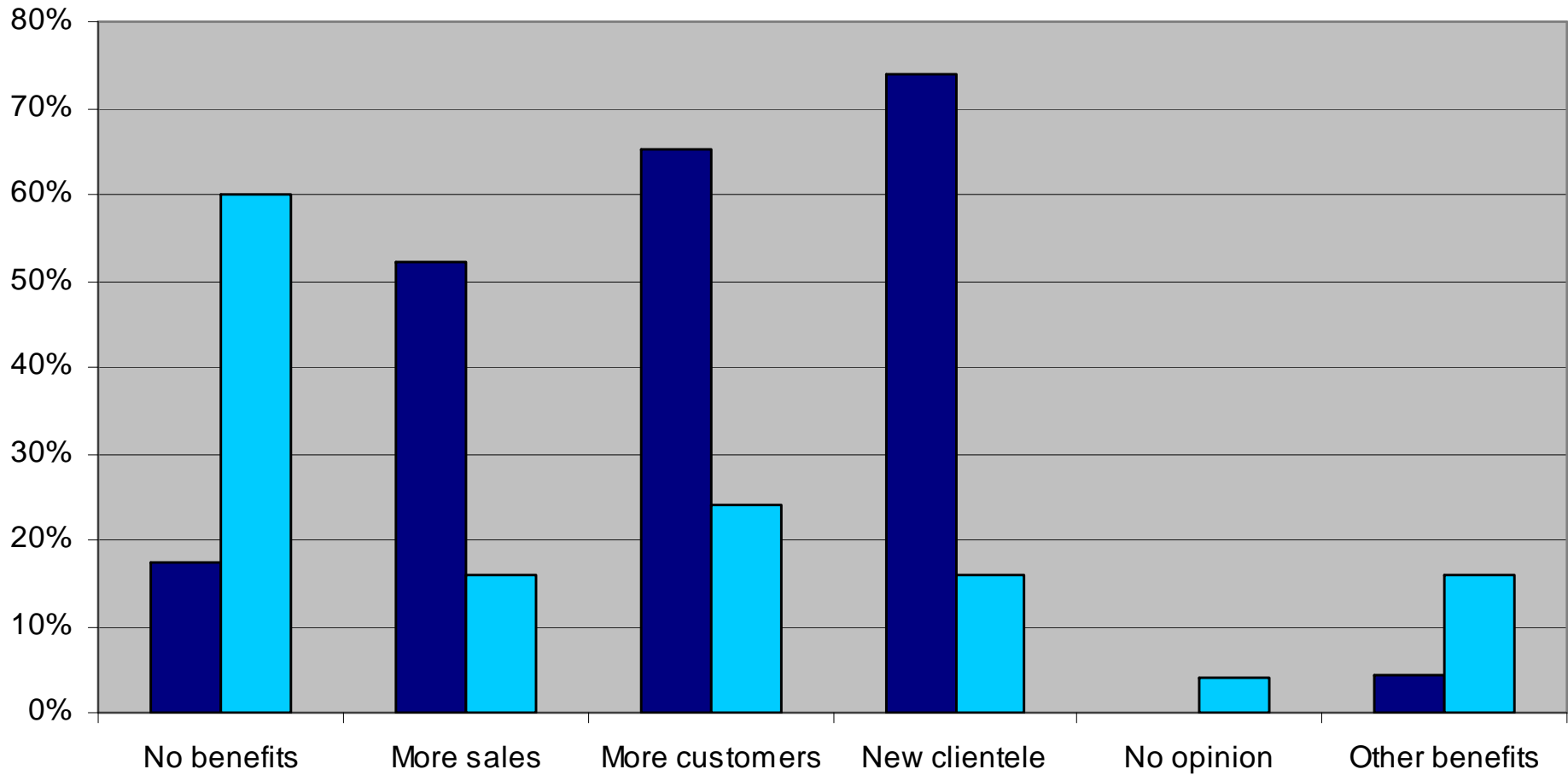
The clientele's overall satisfaction of the pedestrian zone on St. Catherine St. according to businesses



5. SATISFACTION OF THE PEDESTRIAN ZONE

The benefits for the businesses

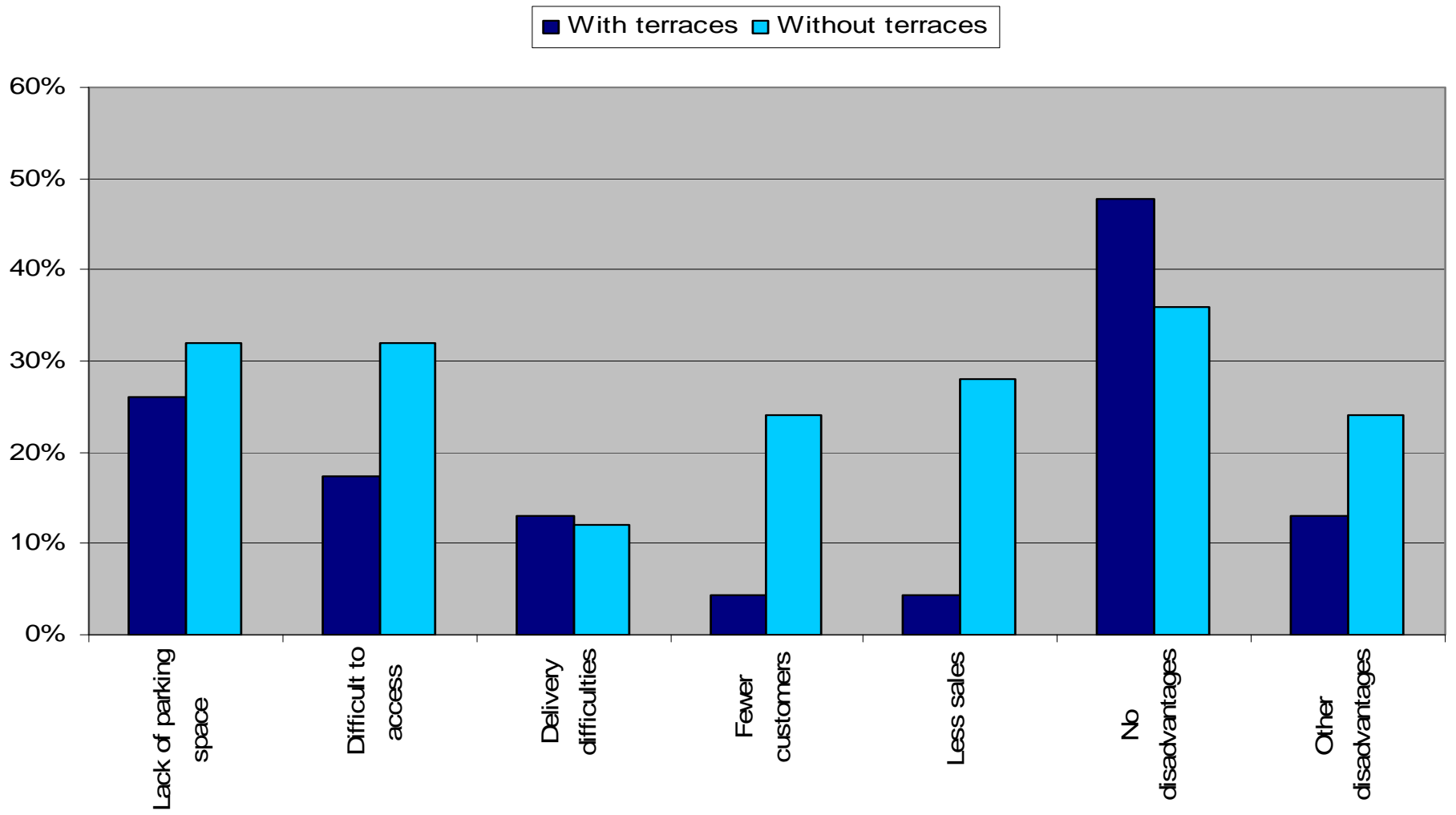
■ With terrace ■ Without terrace



No.: 83, multiple responses

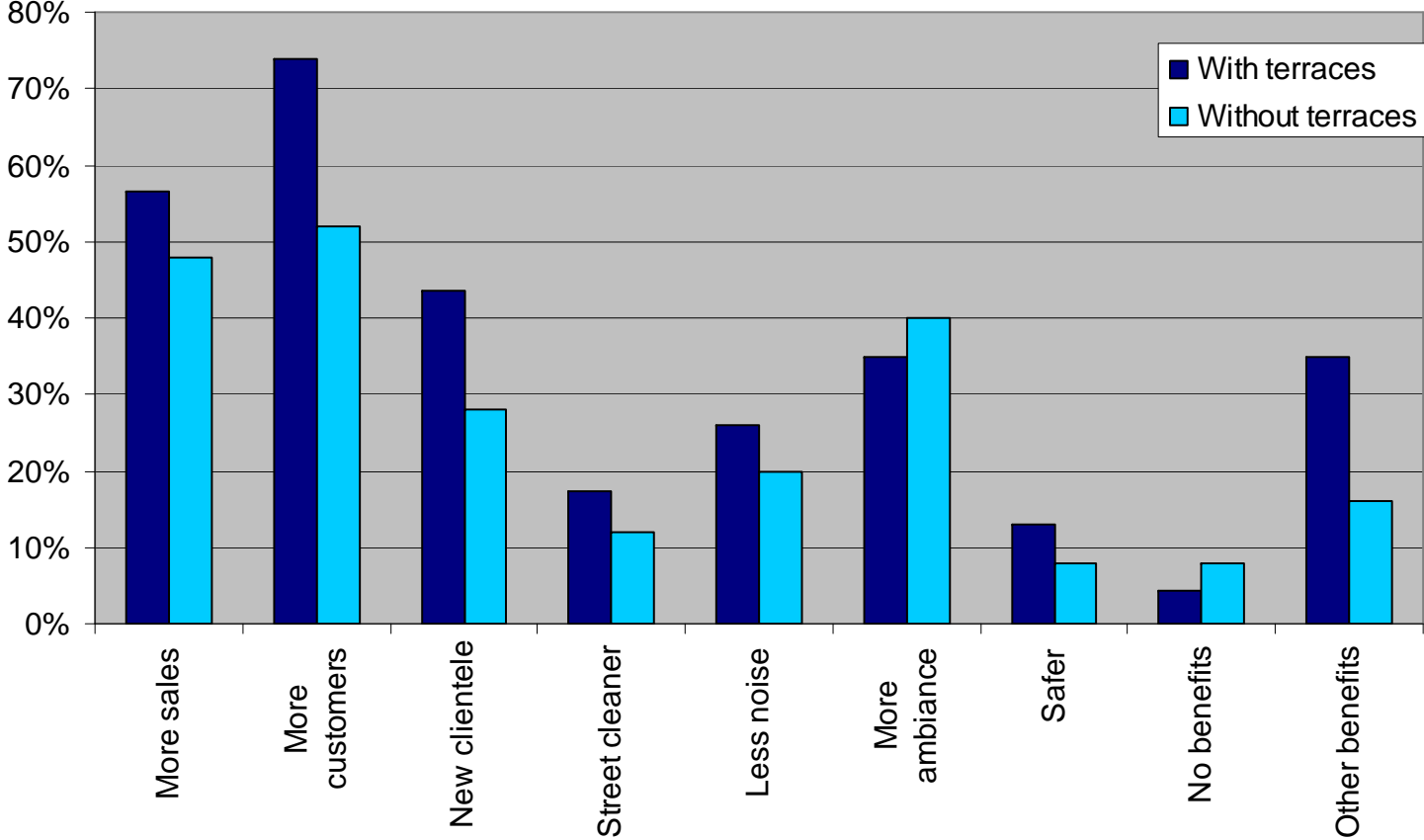
5. SATISFACTION OF THE PEDESTRIAN ZONE

Disadvantages for the merchants



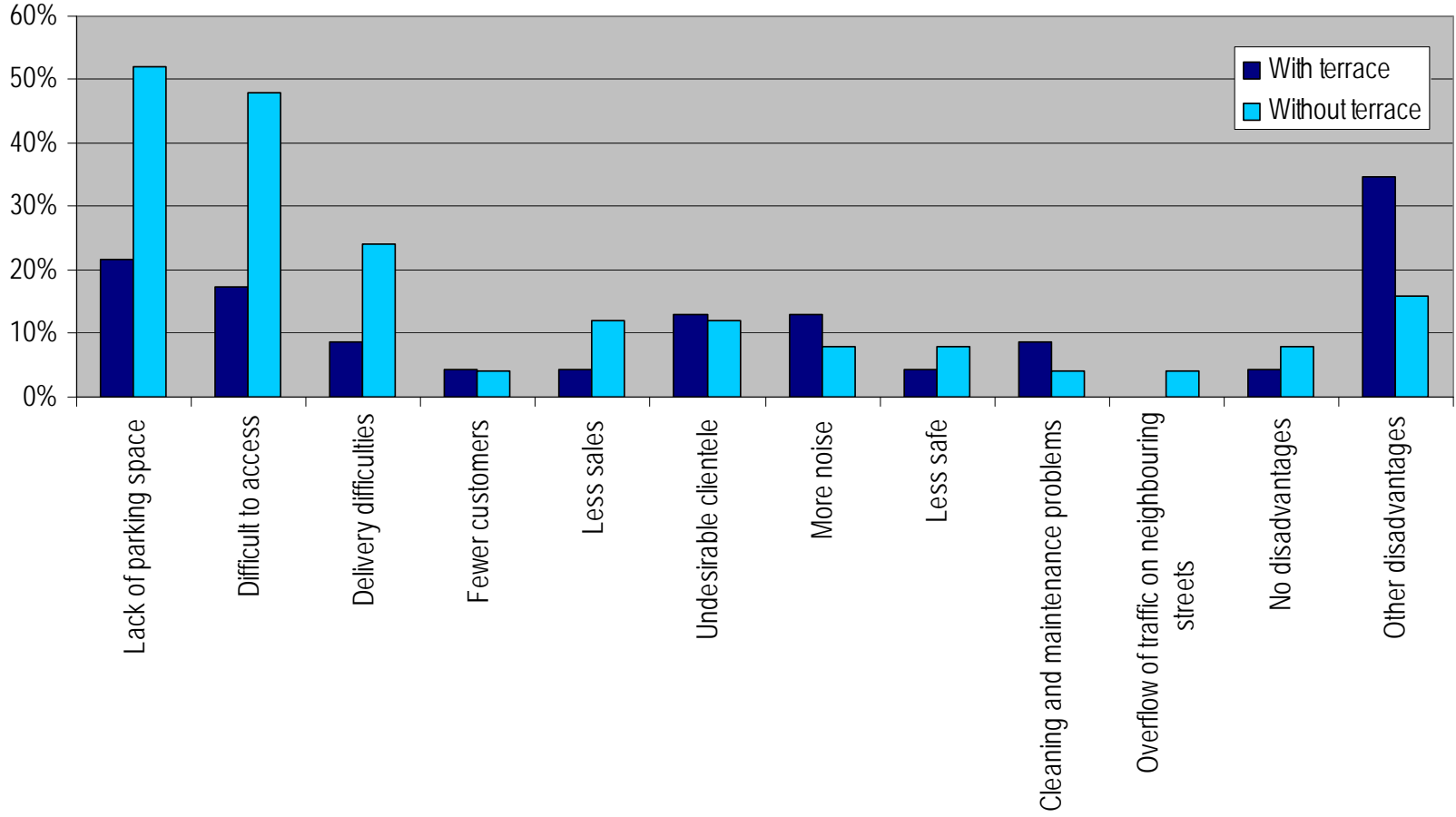
5. SATISFACTION OF THE PEDESTRIAN ZONE

The benefits for commercial activities in the Village



5. SATISFACTION OF THE PEDESTRIAN ZONE

Inconveniences for commercial activities in the Village



5. SATISFACTION OF THE PEDESTRIAN ZONE

Other inconveniences for commercial activities in the Village

- Disregard for the no-biking prohibition
- Problems with the homeless and marginalized people
- Lack of parking space
- Lack of visibility for certain types of businesses (small retail businesses)



6. FUTURE EXPECTATIONS

6. FUTURE EXPECTATIONS

In favour of a pedestrian zone on St. Catherine St. again next year

	Users			Businesses		
	Resident	Visitor	Total	With terrace	Without terrace	Total
Yes	93%	96%	95%	100%	60%	79%
No	6%	2%	3%	0%	12%	6%
Maybe	1%	2%	1%	0%	28%	15%
Undecided, no response	0%	1%	0%	0%	0%	0%

6. FUTURE EXPECTATIONS

Suggested improvements

	Users			Merchants		
	Residents	Visitors	Total	With terrace	Without terrace	Total
Close the street for more consecutive days	11	4	15	1	0	1
Close the street for less consecutive days	1	0	1	0	5	5
Open the street evenings / nights	0	0	0	1	1	2
Close the street on weekends	0	0	0	0	2	2
Add more decoration and greenery	12	11	23	6	3	9
Add more benches and garbage cans	7	13	20	4	1	5
Organize more activities	0	0	0	9	7	16
Do more publicity and promotion	0	0	0	4	2	6
No exclusive sponsorship	0	0	0	3	0	3
Improve neighbouring traffic flow	1	2	3	0	3	3
Extend the territory	4	6	10	0	1	1
No modification	20	44	64	1	0	1

6. FUTURE EXPECTATIONS

More suggestions for improvements

From the users:

- Street animation to improve ambiance: music, fountains, street artists, street entertainers
- Improve street planning
 - Sports ground (volley ball)
 - Improved lighting
 - Outdoor vendor booth
 - More bike racks
- Improve handling of the problems related to homeless and marginalized people
- Reduce the number of vendor booths
- Increase the number of parking spaces for non-residents
- Improve signage and security at street corners
- Improve cleanliness

6. FUTURE EXPECTATIONS

More suggestions for improvements

From the businesses :

- Improve security (homelessness, squeegees) and increase police surveillance (cadets are inefficient)
- Increase police tolerance for music
- Improve street lighting
- Improve the quality of street installations
- Increase parking space and reduce parking fees
- Improve delivery conditions
- Promote retail businesses