



# **Downtown Hudson 2005 Parking Survey: Comprehensive Report**

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## **I. Executive Summary**

The 2005 Survey Research Center analysis of parking issues in downtown Hudson is based on 4 surveys: a tally of parking spaces occupied in downtown Hudson during three days in the summer of 2005; intercept interviews with visitors to downtown Hudson during the same three days; a survey of downtown businesses and their employees in October and November, 2005; and a phone survey of a random selection of residents in the Hudson area in November and December, 2005.

This report summarizes the individual surveys and integrates these results into an overall picture of parking in downtown Hudson.

### **Key Findings of the Overall Survey**

**1. There is little evidence to suggest that parking in downtown Hudson has gotten more difficult since 2001 when a comparable study was done:**

- The occupancy tally showed no clear trends in the percentage of total parking spaces occupied between 2001 and 2005.
- Neither the time required to find a parking space nor its distance from the visitor's final destination appears to have increased since 2001.
- 67 percent of downtown business owners/managers said that their customers report having difficulty finding a parking place, but in 2000, 81 percent of this population said their customers reported parking difficulties.
- In December 2000, 43 percent of Hudson area residents said that it was not easy to find a parking place close to their destination downtown compared to only 35 percent in 2005. Only 61 percent of these residents reported having had difficulty finding a parking space close to their destination compared to 80 percent in 2000.

**2. Downtown Hudson continues to have much to offer:**

- Its visitors have a very attractive demographic profile (relatively affluent people in the 36 – 64 age groups) from throughout the Twin Cities metro area, who continue to come to downtown to shop and eat at downtown restaurants.
- 96 percent of visitors reported being satisfied with how close their parking spot was to their final destination.
- 70 percent of downtown owners/managers rated the general business climate in downtown Hudson as good (47 percent) or excellent (23 percent).
- Most area residents feel that it is easy to negotiate downtown (either in a car or on foot) and to find a parking spot.

**3. Parking conditions in the downtown region merit on-going consideration:**

- There is some evidence that the intensity of customer complaints to downtown merchants about parking has increased (66 percent reported fielding complaints 2-4 times per week compared to only 45 percent in 2000).

- Downtown merchants and their employees are substantially more concerned about the parking situation than are area residents. Substantially more merchants (70 percent) support building a downtown parking ramp than residents (35 percent supportive). Even fewer residents find a parking fee an acceptable way to cover the cost of a ramp.
- 20 percent of Hudson area residents reported that they never park in downtown Hudson compared to slightly more than 10 percent in 2000. We have no information about why a higher proportion of those contacted are not parking downtown.
- A significantly higher percentage of area residents polled in 2005 (47 percent) associated downtown parking problems with events than was true in 2000 (22 percent) and more than one-third said they sometimes avoid downtown because of concerns about parking.

## **Occupancy Tally Highlights**

- In the downtown area (bounded by First Street on the west, Fourth Street on the east, Elm Street on the north, and Buckeye Street on the south, excluding Elm Street between Third and Fourth Streets and Fourth Street from Vine to Elm) there are 354 spaces in public lots and 592 street spaces for a total of 946 legal parking spots.
- Occupancy counts were taken at 10:00 a.m., 12:30 p.m., 3:30 p.m., 5:30 p.m., and 7:30 p.m. on August 17, 19, and 20, 2005 to determine the percentage of the 946 parking spaces that were in use.
- The National Main Street Center considers 85 percent occupancy as functionally full. By this definition, parking in the downtown area as a whole was never full during our study.
- Overall occupancy rates ranged from a low of 29 percent on Saturday at 10:00 a.m. to a high of 66 percent on Wednesday at 12:30 p.m. Occupancy rates in excess of 60 percent were also recorded on Wednesday at 3:30 p.m. and Saturday at 7:30 p.m.
- Individual public lots and street-parking areas were frequently fully occupied. The block between Commercial and Walnut Streets on 1<sup>st</sup> Street was more than 85 percent occupied during 9 of the 12 tallies (75 percent). The Public Safety Building parking lot, 1<sup>st</sup> Street from Wisconsin to Commercial and Walnut to Locust, the Phipps parking lot, 3<sup>rd</sup> Street south of Walnut Street, and Walnut between 1<sup>st</sup> and 3<sup>rd</sup> Streets were fully occupied during at least 5 of our 15 tallies.
- Parking demands on Wednesday and Friday changed through the course of the day. During the morning and earlier afternoon periods, parking was tightest in the lots from the Old Post Office to the Public Safety Building lot and along Locust Street. In the evening, parking pressures shifted to the Phipps and Public Safety Building lots and nearby streets (2<sup>nd</sup>, Walnut, and 1<sup>st</sup>).
- Saturday parking pressures showed the most variability, swinging from little-to-no parking pressures from 10:00 a.m. through the 3:30 p.m. tally, to fairly intense pressures during the 7:30 p.m. tally. Saturday evening (7:30 p.m.) was the only tally during which three of the larger lots (Beach, Phipps, and Public Safety Building) were all full. A power outage affecting the entire downtown area that lasted from about 4:00 p.m. until slightly after 5:00 p.m. almost certainly reduced occupancy rates observed at 5:30 p.m.
- Comparing the parking space occupancy tallies in 2005 to comparable ones done in July of 2001 indicate that Wednesdays in 2005 were a bit busier, Fridays were significantly

less busy, and Saturdays were unchanged. The tally results suggest that parking pressures have not increased between July 2001 and August 2005.

### **Visitor Intercept Survey Highlights**

- 291 visitors were interviewed during 3 days in August (17<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>). More than 70 percent were older than 35 and more than 40 percent reported household incomes in excess of \$75,000.
- As was true in 2001, more than half of those interviewed in 2005 said their primary reason for being downtown was to go to a restaurant or to go shopping.
- More than half of those interviewed reported parking within half a block of their destination and 80 percent within one block; the comparable figure in 2001 was 77 percent.
- Virtually everyone interviewed (96 percent) were satisfied with how close they were able to park to their destination. 70 percent said their parking spot would be acceptably close even in bad weather.
- Two thirds of those interviewed said they spent a minute or less looking for a parking spot; more than 80 percent spent 2 minutes or less. In 2001, 85 percent of those interviewed spent 2 minutes or less.
- The distance parked from the visitor's destination and the time required to find a parking spot have not gotten worse since 2001 when a similar study was conducted.
- Roughly 75 percent of all visitors park on the street. Of those parking in public lots, compared to the 2001 survey, usage seems to be a bit more dispersed (the Wells Fargo and Fire Station lots accounted for a smaller percentage of those parking in public lots in this study, while use of the City Hall and Beach lots increased).
- While most visitors (59 percent) felt that meters in Hudson were a bargain, a number of those interviewed made suggestions about the meters (get rid of them, relax enforcement a bit, increase the maximum time on them, etc.).
- In the open-ended comments, almost identical numbers of people noted parking problems (56) as said there were no parking problems downtown (54).
- The bottom line is that the intercept survey results support the occupancy tally conclusion that parking has not become more difficult in downtown Hudson over the past 4 years. If anything, the data suggest parking may be less difficult in 2005 than it was in 2001.

### **Employee and Manager/Owner Downtown Parking Survey Highlights**

- Three-quarters of all employees and owners/managers said that parking is a problem for downtown Hudson customers during the summer. Between one-half and two-thirds of employees and owners/managers say that parking is a problem for downtown customers at other times of the year. Generally, higher percentages of owners/managers say that parking is a problem in all seasons than do employees.
- Weekends are not seen as times when parking is difficult for downtown Hudson customers (generally more than two-thirds of owners/managers or employees felt this

way). A majority of employees and owners/managers said that customers have parking problems Monday – Friday from 11 a.m. to 4 p.m.

- 30 percent of owners/managers and 23 percent of employees said that customer complaints about finding parking are a daily occurrence for them.
- More than 90 percent of both employees and owners/managers drive to work alone.
- 57 percent of employees and 42 percent of owners/managers said they received no parking citations from the city during the past year (one individual reported receiving 150 citations!).
- Employees are substantially more likely to park on the street in non-metered areas than are owners/managers (22 percent versus 12 percent). Owners/managers are more likely to report parking in the business' private lot than are employees (41 percent vs. 36 percent).
- Only about one-quarter of employees and half of owners/managers report being aware of the \$5/month parking permit program. Only 2 (of 52) owners/managers and 18 (of 186 employees) who answered this question said they currently have a \$5/month parking permit. Very few others (in either group) have ever used this program. Majorities of both groups were aware of the free parking spaces added by the city last year on First St.
- Substantially more owners/managers favor raising the parking meter fee (38 percent favor or strongly favor this change) than is true for employees (23 percent favor or strongly favor). Interestingly, 37 percent of employees and 29 percent of owners/managers have no opinion about this issue.
- When asked to rate the severity of parking issues in downtown Hudson on a scale of 1 (no problem) to 5 (constant problem), employees indicated a higher level of concern. 43 percent of employees said parking was a frequent or constant problem (a rating of 4 or 5) compared to only 21 percent of owners/managers saying that they were losing sleep or thinking of closing the business because of parking (a rating of 4 or 5).
- Only about one-third of all employees and owners/managers rated Hudson's downtown parking issues as worse or much worse than similar downtown communities; about 40 percent said they were about the same.
- 70 percent of owners/managers were supportive of building a parking ramp in downtown Hudson.
- Most employees (62 percent) have worked in downtown Hudson for 5 years or less. Most business owners/managers (59 percent) said that their business had been in operation in downtown Hudson for more than 10 years).
- 70 percent of owners/managers say that the general business climate is good or excellent and only 2 percent said it was poor (none said it was terrible).

## **Hudson Resident Phone Survey Highlights**

- 380 residents in the Hudson telephone exchange participated in a telephone survey during December 2005 regarding their opinions and experiences about parking in downtown Hudson.
- 44 percent of the respondents resided in the City of Hudson; 23 percent in the Village of North Hudson, and 33 percent in the rural areas within the telephone exchange.

- The sample closely matches data from the 2000 census with respect to age distribution, education levels, and family income but has a disproportionate percentage of women (64 percent of the sample versus 50 percent in Census), married people (75 percent versus 64 percent), and homeowners (84 percent versus 73 percent).
- 81 percent reported that they park in downtown Hudson.
- 86 percent came to downtown Hudson at least once per month; 30 percent 2-5 times per week; and 25 percent once per week. 29 percent said that they go to more than one destination while in downtown on at least three-quarters of their trips. Another 16 percent stop at more than one place between half and three-fourths of their trips.
- 32 percent came regularly on a particular day or time of day. The data showed that there was no single day of the week or time of day that stood out. There is, however, a broad pattern of more trips between 8 a.m. and 5 p.m. Monday through Friday. There were also more trips on Friday and Saturday evenings between 5 p.m. and 9 p.m.
- 54 percent said that a parking space within a block of their destination was “close.” Another 33 percent said “close” could be up to 2 blocks.
- 59 percent said it was easy or very easy to find a parking space that was close. 35 percent found it difficult or very difficult to find a parking space that was close.
- 61 percent have experienced difficulty finding a parking space close to their destination. Of those who said they have had trouble finding a close parking space, 39 percent said it happens less than a quarter of the time; 24 percent said it happens between a quarter and half the time; 35 percent said it happens more than half the time. 47 percent said it happens because of some special event downtown.
- 83 percent said that it is easy for pedestrians to get around downtown. 58 percent think that it is easy to find a suitable parking space downtown, while 28 percent think that it is difficult. 37 percent said that they sometimes avoid coming downtown because of parking concerns, while 52 percent indicated that concerns about parking don’t keep them from coming downtown. 65 percent think that it is easy to get around downtown in a car.
- 35 percent “usually” park in one of the public lots. Of that group, 69 percent said they chose a lot because of its convenience, and 50 percent said they used lots because a suitable street space was not available.
- 87 percent said that they would prefer to park immediately in front of their downtown destination.
- Public sentiment about a downtown parking ramp is relatively evenly split between supporters and opponents. Lower percentages feel that a parking fee would be worth the convenience of a downtown parking ramp.



## **II. Survey Overview**

In the summer of 2005, the city of Hudson, Wisconsin sought the assistance of the Survey Research Center (SRC) at the University of Wisconsin at River Falls and the St. Croix County office of the University of Wisconsin Extension Service (UWEX) to analyze parking issues in its downtown area. The SRC and UWEX designed a four-part study of this issue. The four parts of the study are:

1. A parking space occupancy tally (August, 2005)
2. Intercept interviews with visitors to downtown Hudson (August, 2005)
3. A survey of downtown business owners/managers and their employees (October-November, 2005)
4. A phone survey of Hudson area citizens (November-December, 2005)

This study is a revised version of a study done by the SRC and UWEX in 2001. So, when appropriate, results from 2001 will be compared to these 2005 results.

## **III. Parking Space Occupancy Tally Survey**

On Wednesday August 17, Friday August 19, and Saturday August 20, 2005 the SRC and UWEX implemented the first two parts of the parking survey. These dates were chosen to represent “typical” summer weekdays and weekends; there were no special concerts or other downtown events happening on these dates that would skew the results.

The study area for the occupancy counts was defined as the area bounded by First Street on the west, Fourth Street on the east, Elm Street on the north, and Buckeye Street on the south, excluding Elm Street between Third and Fourth Streets and Fourth Street from Vine to Elm. Public parking lots in the study area included:

- City Hall
- Public Safety Building (Fire Station)
- Phipps Center/Riverside Restaurant
- Beach/Lakefront Park
- Wells Fargo Bank
- Old Post Office
- Williams Lot (adjacent to Futon & Home Shoppe)
- Marina area (Lakefront Park at the south end of First Street)

Prior to the occupancy tallies, the SRC counted the number of available spaces in each of the parking lots and in each of the street blocks within the study area. Where there were no stripes to designate exact spaces, the potential number was estimated using the normal length of striped spaces. We counted a total of 354 spaces in the parking lots and 592 street spaces for a total of 946.

Teams from the SRC drove around the study area and counted the number of vehicles parked (legally and illegally) on the streets and in the parking lots. Occupancy counts were taken at 10:00 a.m., 12:30 p.m., 3:30 p.m., 5:30 p.m., and 7:30 p.m. on each of the study days.

Table 1 summarizes the total occupancy for the street and lot parking during each of the fifteen

<b>Table 1 Total Occupancy by Time and Date</b>					
<b>Date</b>	<b>Time</b>	<b>Parking Spaces Occupied</b>			<b>Percent</b>
		<b>Lots</b>	<b>Streets</b>	<b>Total</b>	
Weds Aug 17	10:00 AM	194	322	516	55
	12:30 PM	238	389	627	66
	3:30 PM	225	361	586	62
	5:30 PM	189	325	514	54
	7:30 PM	198	360	558	59
Friday Aug 19	10:00 AM	158	274	432	46
	12:30 PM	202	304	506	54
	3:30 PM	175	294	469	50
	5:30 PM	153	226	379	40
	7:30 PM	184	326	510	54
Saturday Aug 20	10:00 AM	91	181	272	29
	12:30 PM	137	269	406	43
	3:30 PM	134	199	333	35
	5:30 PM	137	239	376	40
	7:30 PM	243	343	586	62

tallies. The proportion of occupied spaces ranges from a low of 29 percent on Saturday morning at 10 a.m. to highs near or over 60 percent at 12:30 p.m., 3:30 p.m., and 5:30 p.m. on Wednesday; and 7:30 p.m. on Saturday.

The total occupancy data reported in Table 1, however, do not reveal the

geographic patterns of parking space usage. Figures 1, 2, and 3 are maps of the percentage of occupied spaces tallied for individual streets and parking lots for each of the 15 tallies. Color coding indicates the proportion of occupied spaces, with the highest category for occupancy being over 85 percent, which according to the National Main Street Center is the level at which parking is functionally “full.”

### **Wednesday Parking**

On Wednesday August 17, 2005, (Figure 1) the SRC noted the following:

10:00 a.m.:

- The lots at the Public Safety Building, City Hall, and the Old Post Office were full.
- Street parking was full on Locust Street between 2nd and 4th, on Vine between 1st and 2nd, and on Elm between 1<sup>st</sup> and 2<sup>nd</sup>.

12:30 p.m.:

- The new spaces along the west side of 1st Street were fully occupied, Walnut between 1st and 2nd was full, and Locust between 2nd and 4th remained full.
- The lots at City Hall and the Public Safety Building were full.

3:30 p.m.:

- There were more available spaces in the City Hall lot and the Public Safety Building lot.
- The new spaces on 1<sup>st</sup> were nearly full.

5:30 p.m.:

- Parking was very tight in the vicinity of 2<sup>nd</sup> and Walnut and on the streets near the Phipps parking lot, but the eastern two blocks of Locust were lightly occupied.
- The Phipps lot was full, however, spaces were available in the lots at the Beach, City Hall, and the Public Safety Building.

7:30 p.m.:

- Heavy usage around 2<sup>nd</sup> and Walnut, with one interesting exception. There were spaces available in the usually busy block of Walnut between 1<sup>st</sup> and 2<sup>nd</sup>. One possible explanation for this exception could be that several parking spaces had been occupied by numerous motorcycles, whose owners' likely travel in a group. If all the cycle riders left just before the tally was taken, it is possible that the spaces hadn't yet been re-occupied when the tally was taken. 1<sup>st</sup> Street was full from Wisconsin to Vine.
- The Williams, Phipps, and Public Safety lots were all full.

### **Friday Parking**

On Friday, August 19, 2005, (Figure 2) the SRC noted the following:

10:00 a.m.:

- The City Hall and Old Post Office lots were full and the Public Safety lot was very busy.
- Street spaces on Walnut between 2nd and 4th were fully occupied, and the eastern two blocks of Locust were nearly full.

12:30 p.m.:

- The new spaces on 1st were nearly all taken. Walnut between 1st and 3rd was full, as were the City Hall and Public Safety Lots.

3:30 p.m.:

- The Phipps lot was full, but spaces were available everywhere else downtown.

5:30 p.m.:

- The Phipps was the only lot that was full. Again the new spaces on 1st Street were nearly fully occupied. Street spaces in most blocks were readily available except for 2<sup>nd</sup> Street between Walnut and Locust and the Alley parking behind City Hall.

7:30 p.m.:

- Few spaces were available near Walnut and 2<sup>nd</sup>.
- The Public Safety and Phipps lots were full and most of the adjacent street spaces were taken.
- Spaces were still available, however, on 1st between Walnut and Locust, and both the Beach and Wells Fargo lots had many open spaces.

### **Saturday Parking**

On Saturday, August 20<sup>th</sup>, 2005, (Figure 3) the SRC noted the following:

10:00 a.m.:

- With the exception of Walnut between 1<sup>st</sup> and 2<sup>nd</sup>, parking was readily available.

12:30 p.m.:

- Although no lot or block was full, street parking surrounding 2<sup>nd</sup> and Walnut was more than 75 percent occupied. These blocks included the new spaces on 1st Street, Walnut between 1<sup>st</sup> and 2<sup>nd</sup>, Locust between 2<sup>nd</sup> and 3<sup>rd</sup>, and 2<sup>nd</sup> between Commercial and Locust.

3:30 p.m.:

- No lot or block was fully occupied.

5:30 p.m.:

- A power outage occurred late Saturday afternoon and probably affected occupancy patterns during this tally as some customers left downtown or did not come downtown because of the outage.
- None of the lots were full.
- Street parking on 1<sup>st</sup> was full in the three blocks between Wisconsin and Locust and nearly full between Buckeye and Wisconsin.
- The spaces in the Marina area were nearly full as well.

7:30 p.m.:

- Parking occupancy increased substantially.
- Parking lots at the Beach, Phipps, and the Public Safety Building were full, and the Williams lot was nearly full.
- No street spaces were available on 1<sup>st</sup> between Wisconsin and Vine. Second Street was full between Commercial and Vine, as was Walnut between 1<sup>st</sup> and 3<sup>rd</sup>.
- The Wells Fargo lot and the City Hall lot were less than half occupied.

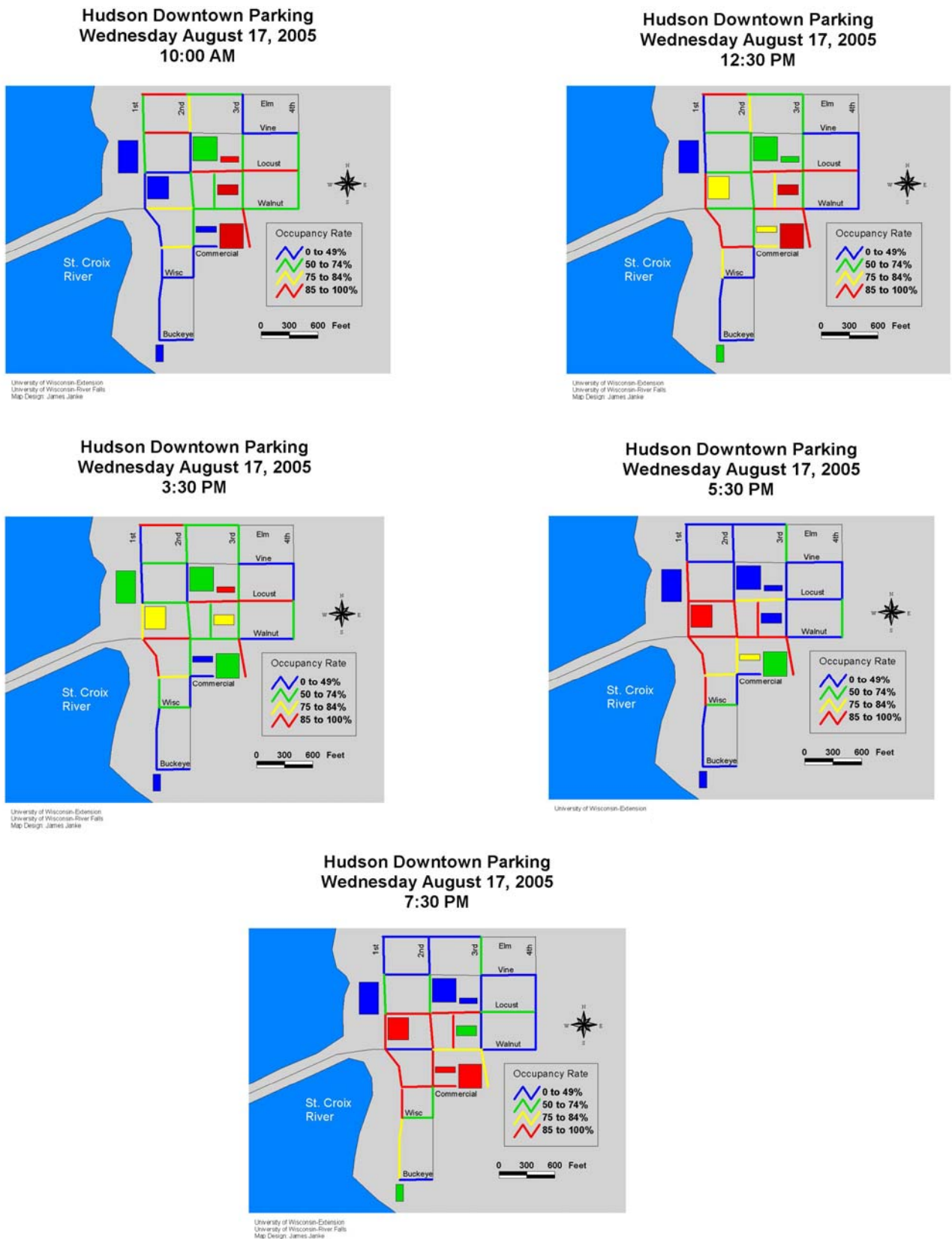
## **Comparison to July 2001 Occupancy Tally**

The SRC and St. Croix County UW-Extension conducted a similar parking study for the City of Hudson that included occupancy tallies during each of the four seasons between October 2000 and July 2001. This section compares the occupancy data from the August 2005 tallies to the summer tallies taken in July 2001. The 2001 study did not include tallies on Wednesday evening, nor were there tallies taken during the daytime hours on Saturday, only at 7:30 p.m. Thus the two studies have only ten comparable tallies taken on the same day of the week and time of the day.

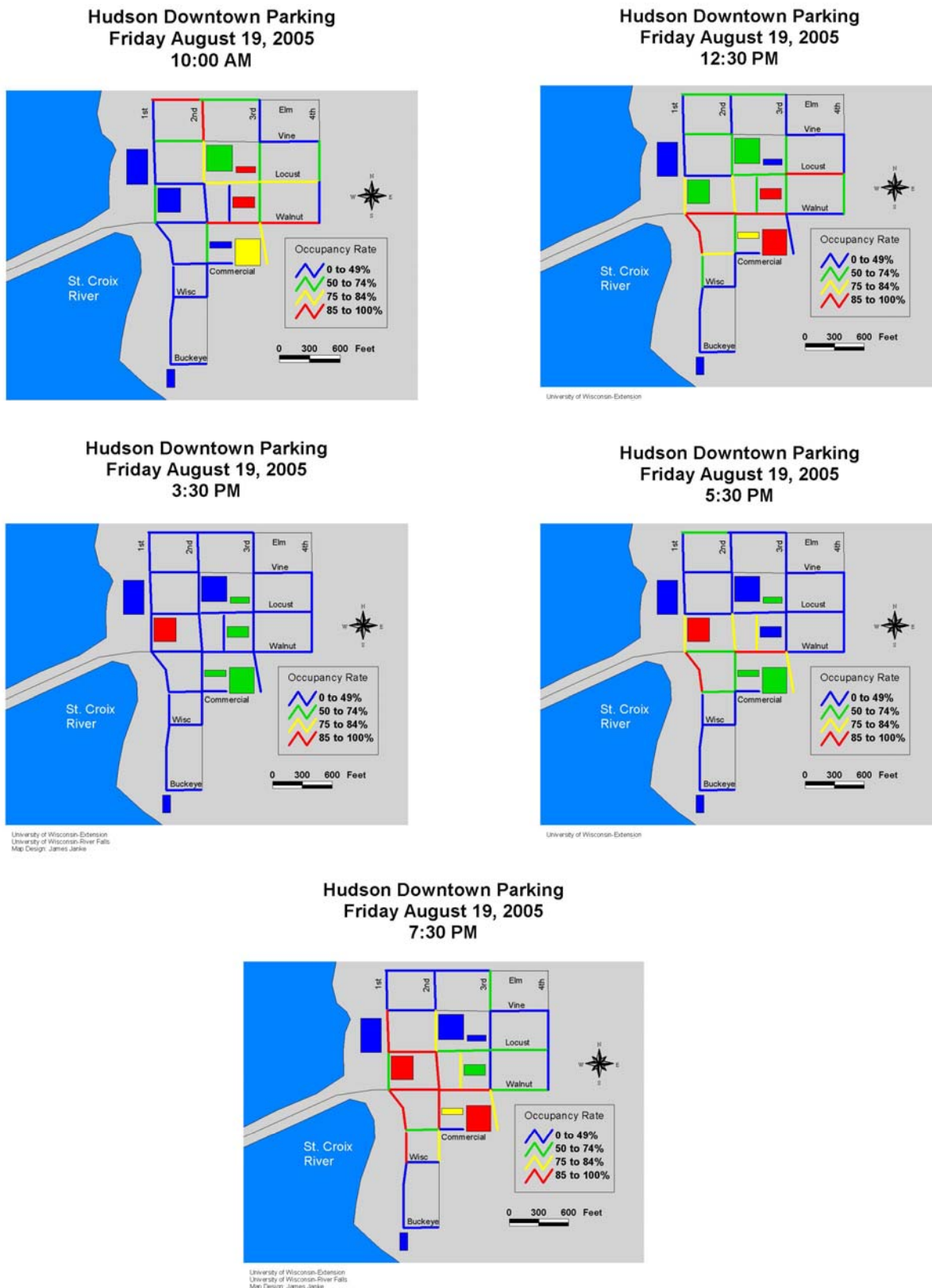
The study area in 2001 was slightly smaller than in 2005. Elm Street from 1<sup>st</sup> to 3<sup>rd</sup> and 4<sup>th</sup> Street from Walnut to Vine were not included in the 2001 survey but were in 2005. If we adjust the total number of parking places in 2001 to include these areas, there were 343 in lots and 566 on the street for a total of 909. Between 2001 and 2005, the city of Hudson added a net of approximately 37 public parking spaces in the downtown area. Most of these additional spaces are on the west side of 1<sup>st</sup> Street between Wisconsin and Locust; the remainder are in the Beach parking lot.

In order to make the tallies between the 2001 and 2005 studies comparable, the tallies for 2005 have been adjusted to include only the blocks covered in the 2001 study. The new spaces added to the west side of 1<sup>st</sup> Street and in the Beach parking lot are included in the totals. The results are presented in Table 2.

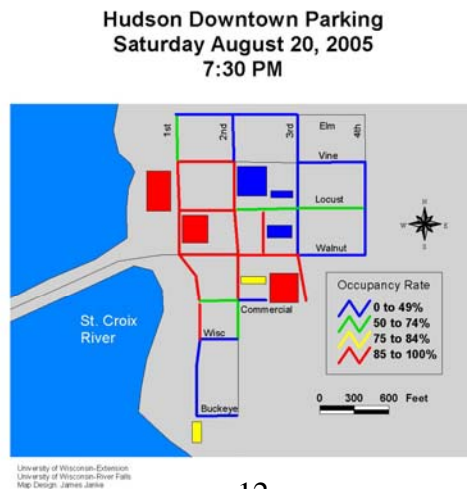
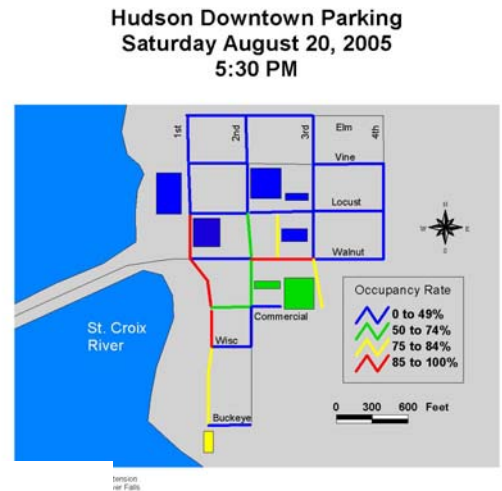
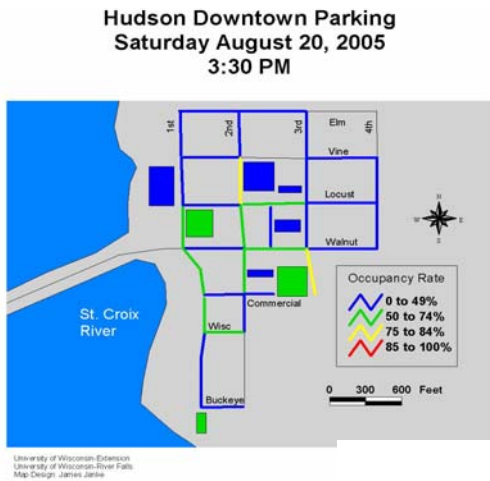
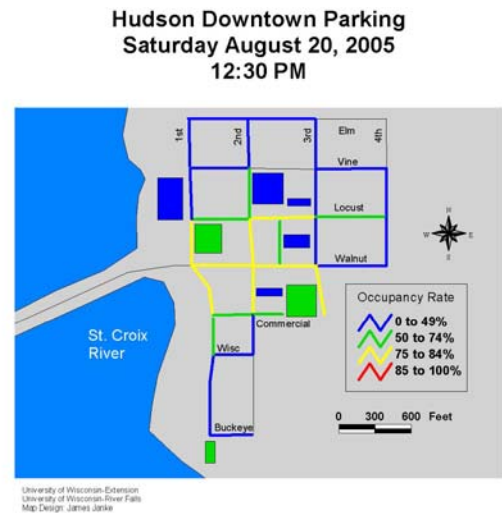
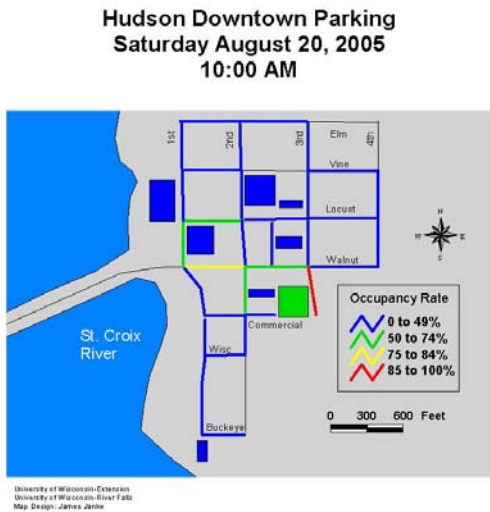
▪ **Figure 1: Parking Space Occupancy Tally - Wednesday August 17, 2005**



**Figure 2: Parking Space Occupancy Tally - Friday, August 19, 2005**



**Figure 3: Parking Space Occupancy Tally - Saturday, August 20, 2005**



On the two Wednesdays, the occupancy totals are very similar at 10:00 a.m., 12:30 p.m. and 3:30 p.m. At 5:30 p.m., however, there were 112 more cars parked downtown in the 2005 tally, a 30 percent increase from 2001.

<b>Table 2: Total Occupancy by Time &amp; Date July 2001 and August 2005</b>					
Day of week	Time	2001	2005*	Change	Percent Change
Total Available Spaces		838	875	37	4%
Wednesday	10:00 AM	477	464	-13	-3%
	12:30 PM	569	585	16	3%
	3:30 PM	513	542	29	6%
	5:30 PM	377	489	112	30%
Friday	10:00 AM	511	394	-117	-23%
	12:30 PM	601	475	-126	-21%
	3:30 PM	509	447	-60	-12%
	5:30 PM	443	356	-87	-20%
Saturday	7:30 PM	705	498	-207	-29%
	7:30 PM	566	568	2	0%

\* Adjusted for same blocks as 2001. Includes new spaces on 1st St. See text.

The Friday counts show fewer occupied parking spaces in 2005 at all times than in 2001. Decreases range from 60 to 207 spaces. Percentage changes range from -12 to -29, with the largest decrease at 7:30 p.m. and the smallest decrease at 3:30 p.m. The reason for the decreased occupancy on Friday night is because in 2001 there was a popular theater production being offered at the Phipps. The reasons for the declines noted at other times on Friday are unclear to the researchers.

The only comparable time for the Saturday counts, 7:30 p.m., shows nearly identical occupancy counts in 2001 and 2005.

In comparing the occupancy maps from July 2001 to this study, the geographic pattern of occupancy is very similar. In both 2001 and 2005, the highest rates of usage are in a core area centered at the intersection of Walnut and 2<sup>nd</sup> Streets. During busy times, occupancy rates increase in areas farther from the core. However, even during times of high occupancy in the core, parking spaces are usually available elsewhere downtown, particularly in the lot north of the Wells Fargo bank. Indeed, in 2001, the maximum percentage of total spaces that were occupied was 84 percent (705/838) and this fell to only 67 percent (585/875) in 2005.

In short, by most measures, parking availability has improved over this four-year period.



## IV. Downtown Visitor Intercept Survey

Between the times during which the parking space occupancy tallies were taken, the SRC interviewed people on the streets of downtown Hudson. A total of 291 intercept surveys were completed during the three days of this study. Appendix 1 is a replica of the survey instrument used in the intercept surveys with the percentages of respondents selecting a given answer. The substantial number of comments respondents made about parking in downtown Hudson are also summarized in Appendix 1. A similar survey was conducted in July of 2001 and, as appropriate, the results of the two surveys will be compared in this section of the report.

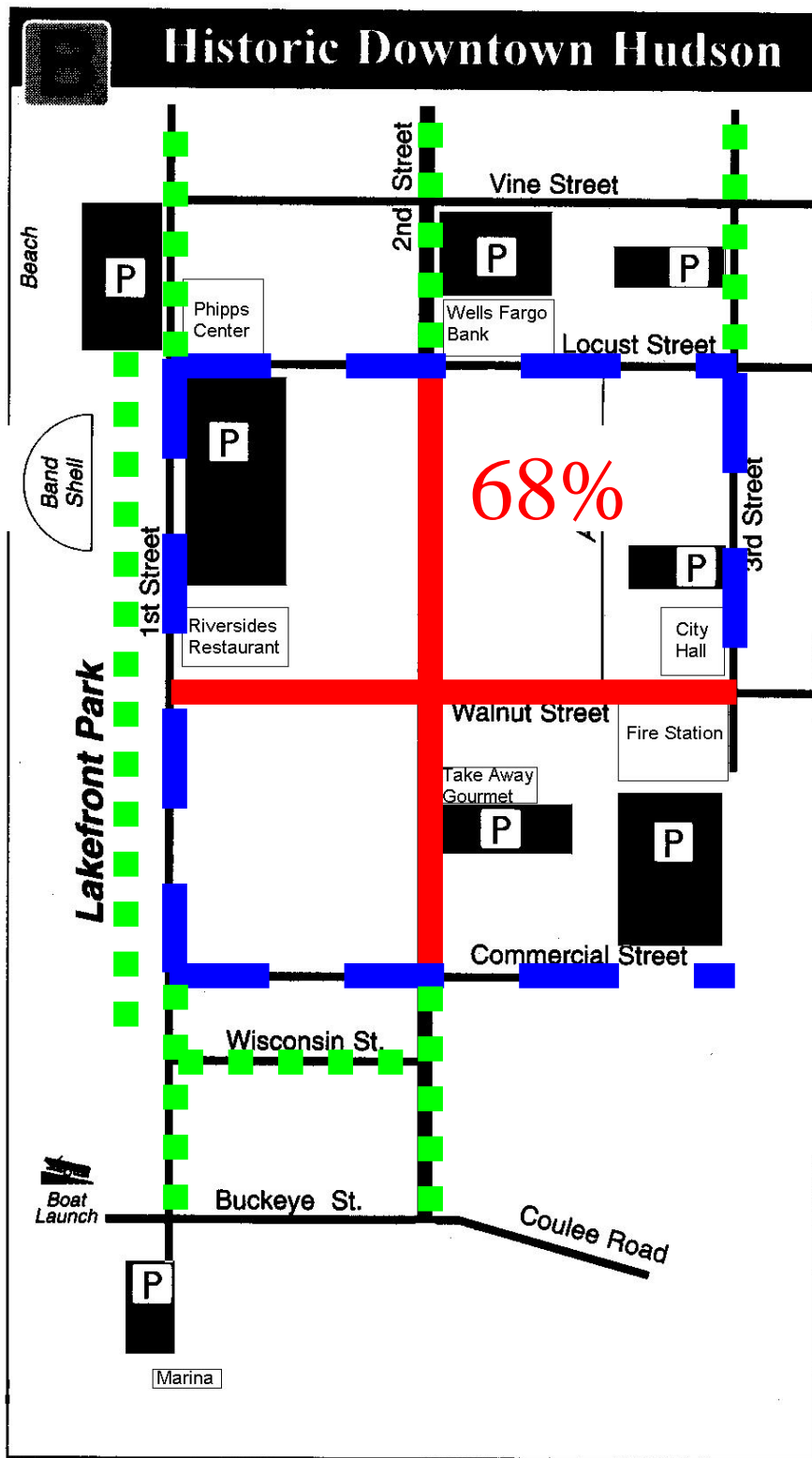
The map on page 15 indicates the spatial distribution of interviews. About two-thirds of all interviews took place within one block of the intersection of Second and Walnut Streets, 30 percent happened within the roughly 4-square block area defined by Locust, 1<sup>st</sup>, Commercial, and 3<sup>rd</sup> Streets, and 3 percent of all interviews took place beyond this 4-block area. This spatial distribution of interviews reflects the volume and pattern of foot traffic in the downtown area.

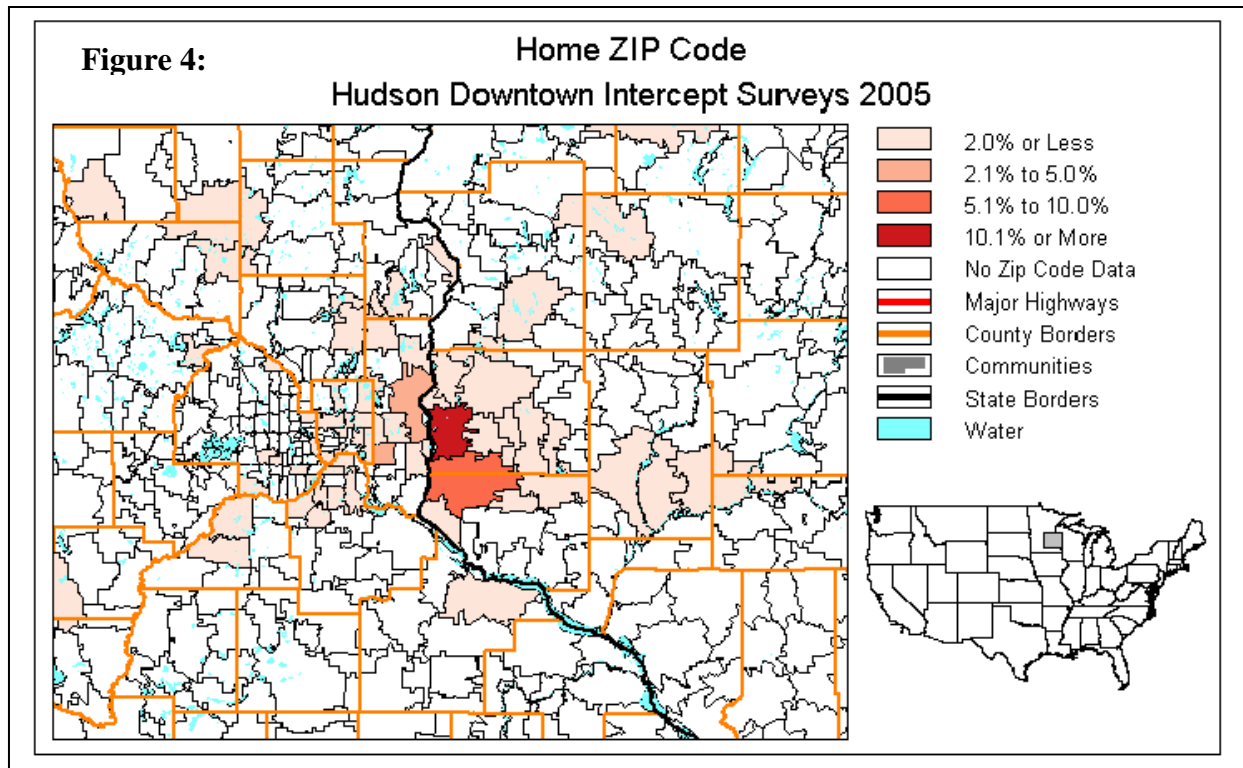
### Demographic Profile of Respondents

Table 3 summarizes the demographic profile of people interviewed. Relative to the U.S. Census, those interviewed included slightly elevated percentages of women, people in the 36 – 65 age groups, and people from households with incomes greater than \$75,000. This demographic profile probably conforms to expectations given the relatively high concentration of somewhat upscale restaurants and shops in downtown Hudson.

Compared to the parking survey conducted in 2001, the 2005 survey included a higher proportion of women. The 2005 survey had a somewhat lower percentage of young adults (26 – 45) and a higher percentage of older adults (46 – 65) but otherwise the age distribution in the two studies is quite similar.

<b>Table 3: Demographic Profile of Downtown Visitors Interviewed</b>								
<b>Gender</b>	Male	Female						
2005 Survey	44%	56%						
Census	49%	51%						
2001 Survey	47%	53%						
<b>Age</b>	Under 18	18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	66 - 75	75+
2005 Survey	2%	14%	13%	24%	25%	14%	7%	1%
Census	7%	9%	24%	20%	16%	9%	7%	8%
2001 Survey	1%	13%	17%	31%	20%	11%	6%	2%
<b>Income</b>	Under \$25,000	\$25-\$34,999	\$35-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Don't Know	
Survey	8%	7%	17%	18%	17%	25%	9%	
Census	17%	10%	21%	22%	13%	17%		





It is noteworthy that 60 percent of the interviewees were NOT from the Hudson zip code, which reinforces the notion that downtown Hudson is a regional “destination”. As Figure 4 illustrates, most visitors to downtown are from the regional "neighborhood," i.e., within 30 miles or so.

### Intercept Survey Results

Generally speaking, weather conditions during the intercept survey were good and should not have influenced the results. On Saturday, August 20, a power outage occurred in the downtown area from about 4:00 p.m. until after 5:00 p.m., which is likely to have affected the occupancy tally for that period but should not have had a material impact on the intercept surveys.

An additional factor that needed to be addressed in the 2005 study was how the closure of the Stillwater Bridge affected parking in downtown Hudson. While there was a general perception that traffic in downtown Hudson increased because of this closure, it does not appear to have affected people’s decision to visit downtown Hudson in a substantial way. Only 3 percent of those interviewed said that the bridge closure had been a major influence on their decision to visit downtown Hudson and an additional 6 percent said it had a minor influence.

Reason for Downtown Visit. In both the 2005 and the 2001 surveys, respondents were asked to specify the main reason for their visit to downtown Hudson. Their responses are highlighted in Table 4. While there are slight differences between 2005 and 2001 in the reasons given for

<b>Table 4: Main Reason for Visiting Downtown</b>		
Reason	2005	2001
Number Observations	290	160
Restaurant	32%	40%
Shopping	19%	16%
Other	18%	18%
Job	12%	15%
Bar	7%	5%
Park	5%	
Entertainment	4%	4%
Med/Dental	1%	1%
Finance	0%	1%
Legal	0%	0%

visiting downtown, these differences are not statistically significant. So, the reasons for going downtown in 2005 appear to be no different than they were in 2001. In both years, more than 50 percent of those interviewed indicated they were downtown either to shop or to eat at a restaurant. The other interesting conclusion to be drawn from Table 4 is that, while about one-third of visitors are in downtown to eat, there are many and varied other reasons for being there. The comments section of Appendix 1 provides additional details about visitors destinations (hairdresser, candy store, walk, meet friends, etc.) in 2005.

Demographically, in 2005 women were significantly less likely to report visiting downtown to go to a drinking establishment but more likely to report visiting to go shopping.

Parking Experience. Visitors to downtown Hudson were asked about how far they parked from their destination, if they would consider their parking spot acceptably close if the weather had been bad, how long they had to drive around prior to finding their parking spot, if they parked in a lot, which one they chose, and the reason they parked where they did. With one exception, the parking experience of visitors in downtown Hudson has not changed materially during the past half decade.

In terms of how close people were able to park to their destination, the pattern of responses in 2005 is not statistically different from the 2001 pattern (Table 5). In both 2001 and 2005:

<b>Table 5: Parking Distance from Destination</b>		
How close	2005	2001
Number Observations	289	161
<0.5 blocks	57%	44%
0.5-1.0 blocks	23%	33%
1.1-2.0 blocks	14%	13%
2.1-3.0 blocks	4%	7%
3.1-4.0 blocks	1%	0%
4+ blocks	1%	2%

- Most people were able to park in relatively close proximity to their destination. Indeed, as Table 5 indicates, the proportion able to park within half a block of their destination in 2005 (57 percent) is substantially higher than it was in 2001 (44 percent). About 80 percent parked within a block of their destination in both years.
- Fewer than 10 percent of downtown visitors reported parking 2 or more blocks from their destination.
- 3 of every 4 visitors interviewed in both years parked on the street and the remaining 25 percent parked in a lot.

- In both 2005 and 2001, more than 70 percent said their parking place would be acceptably close even if the weather had been bad, 18-19 percent said it wouldn't, and 2-3 percent didn't know.

Respondents in 2005 were overwhelmingly satisfied with how close they were able to park to their destination; 96 percent said that where they parked was acceptably close (this question was not asked in 2001). Interestingly, those under 35 years of age tended to park somewhat closer to their destination than those older than 35. Younger visitors, perhaps because they were closer to their destination, were significantly more likely to say that even in bad weather their parking spot would be acceptably close. Likewise, respondents with higher levels of income (\$75,000 and up) were slightly more likely to park closer to their destination and be satisfied with their parking spot than were those from lower income households.

Table 6 summarizes the experience of visitors to downtown with respect to how long they drove around before finding their parking space. Differences in Table 6 are not statistically significant. The average time spent driving around looking for a spot, as reported by the respondents, was about 1 minute and 24 seconds in 2005 compared to 1 minute 19 seconds in 2001. Interestingly, in 2001 there were higher percentages of visitors at both ends of the distribution in terms of time

<b>Table 6: Reported Time to Park</b>		
How long	2005	2001
Number Observations	271	60
<=1 minute	66%	76%
1.1 – 2 minutes	15%	9%
2.1 – 5 minutes	16%	11%
5.1 - 10 minutes	2%	4%
10+ minutes	0%	1%

spent looking for a parking spot. More than three-quarters of downtown visitors in 2001 spent a minute or less finding a parking spot compared to two-thirds of the visitors in 2005. But, 5 percent reported spending 5 minutes or more searching for a spot in 2001 compared to only 2 percent in 2005.

Combining the results from Tables 5 and 6, it appears as though visitors are somewhat more demanding in terms of their parking place. They are parking closer to their ultimate destination and are spending a bit more time cruising the area to find their spot. On the other hand, the results that the average time spent looking for a space has not changed significantly since 2001, that no one in the 2005 sample reported spending more than 10 minutes, and that only 2 percent

<b>Table 7: Public Parking Lot Usage</b>		
	2005	2001
Number Observations	60	30
Wells Fargo	18%	33%
City Hall	18%	3%
Old Post Office	0%	3%
Public Safety Bldg.	13%	20%
Phipps	12%	13%
Williams	17%	17%
Beach	17%	10%
Marina	5%	0%

spent more than 5 minutes looking for a space does not support a conclusion that parking has become materially more difficult since 2001.

Parking Lot Selection. We noted earlier that 75 percent of those interviewed parked on the street. The remaining 25 percent parked in lots, some of which are private and others public. Table 7 summarizes usage of public lots by those we interviewed in 2005 and 2001. Table 7 suggests that parking lot usage is, perhaps,

becoming a bit more dispersed. In 2001, 70 percent of those parking in a public lot reported

being in the Wells Fargo, Public Safety Building, or Williams lot. While these lots remain popular, they accounted for fewer than 50 percent of the observations in 2005. In the 2005 survey, we interviewed substantially more visitors who reported parking in the City Hall and Beach lots.

Table 8 indicates that in both years, the primary factor considered in choosing a parking spot is convenience. In the 2001 survey, respondents were given the option of “it was handy” as their

<b>Table 8: Reason for Parking Selection</b>		
	<b>2005</b>	<b>2001</b>
Number Observations	279	40
First Available	60%	
Nearest	26%	60%
Employment	5%	10%
None Open in Preferred Spot	1%	5%
Free	2%	20%
Long-term meter		3%
Other	6%	3%

motivation for choosing their parking spot and 60 percent of the respondents chose this option. In the 2005 survey, we asked about factors that might define “handy”, namely being the first available spot and near to the visitor’s destination. These two factors were, by a substantial margin, the primary reasons given for choosing a spot. Since many of the interviews took place after meter enforcement hours, the “free” option was not relevant to a substantial number of respondents in 2005.

Additional 2005 Information. A few additional questions were added to the 2005 intercept questionnaire dealing with parking meters and regular visitors to downtown Hudson. With respect to parking meters, visitors who parked in a metered space were asked to rate the cost as “a bargain” (59 percent), “about average” (35 percent), or “too high” (6 percent). Clearly, only a relatively small minority feel that parking in downtown Hudson is expensive. A number of comments were also made about the meters, though no particular conclusion can be drawn from them. Regardless of the topic, people weighed in on both sides. Four people suggested getting rid of the meters, but four others said the price was a bargain and that the meters are fair. Four others noted a variety of meter problems (concern about the accuracy of the clocks, some meters don’t seem to work well, some are confusing).

Likewise, in the general comments section at the end of the questionnaire, the issue of meters was picked up. Again, there were those (7) in favor of getting rid of the meters, and those (2) who insisted that they stay. Six people felt parking enforcement was too robust and nine offered a variety of suggestions for changes to the meters (longer maximum times, increasing the rate, changing their location relative to the parking spaces, etc.).

Finally, we asked those we interviewed if they parked in downtown Hudson once a week or more. Fifty-five percent said they did. We asked those who reported regular visits to downtown Hudson if they have a place they normally park and 53 percent said they did. Of the 83 respondents who regularly visit downtown Hudson and have a regular parking spot, nearly two-thirds choose a spot on the street. None of the public lots accounted for more than 8 percent (Lakefront lot) of the remaining regular visitors. Interestingly, 18 of the 53 respondents who commented on this question said they regularly park on 2<sup>nd</sup> Street or on Locust St.

Open-Ended Comments. The final parking question gave the respondents the opportunity to make any sort of comment that they would like about parking in downtown Hudson. A surprising number of people (170 of 291 interviewed) took advantage of this opportunity! In

Appendix 1 we divided the comments into 4 broad categories (Problems, No Problems, Suggestions, and Commendations) and several subcategories.

With respect to problems:

- 22 people noted a general lack of parking in the downtown area.
- 22 noted more specific parking problems (at lunch time, at night, on weekends, during events, etc.).
- 6 said that driving downtown was challenging (some attributed this to the Stillwater Bridge closure).
- 2 noted pedestrian safety concerns.
- 4 had other, difficult-to-classify concerns.

As a counterbalance to the 44 people who noted parking problems, 54 people indicated that they had no problems with parking in downtown Hudson. Some of these people qualified this assessment by saying that it is “normally” not a problem, that it’s fine during the day, or it’s not as bad as some people say.

A number of those interviewed made comments that amount to suggestions:

- 12 suggested building a parking ramp; 2 said a parking ramp is not needed.
- As noted, 8 suggested getting rid of the parking meters; 2 said to keep them; 6 said to loosen up on parking enforcement; 9 offered suggestions for changes to the meters; 1 said don’t change the meters.
- 15 said that the city needs to create more parking but offered no suggestions as to where it might be added.
- 3 people criticized shop owners and their employees for parking in front of their businesses, thereby depriving customers of those spots.
- 12 others suggested a variety of options to improve the parking situation downtown (a public transit system on weekends, a police-only lot, spaces large enough to accommodate SUVs) and on other issues (against streetlights on 1<sup>st</sup> Street, opposed to the current policy of requiring new businesses to provide parking, etc.).

Finally, 10 people commended Hudson for its beauty, cheap meters, cross-walks, and the Wells Fargo parking lot. Another 8 voiced appreciation for the additional parking spaces added on 1<sup>st</sup> Street, and 3 people noted the free parking that is available in Hudson.

## V: Employee and Owner/Manager Survey

In October 2005, surveys were sent to 155 businesses in downtown Hudson. Included in the packet for each business was one survey that we asked the owner/manager of the business to complete and ten copies of a survey that we asked be completed by employees at that business. The survey instruments and raw response rates are included in Appendix 2 of this report. In large part, the surveys to the owners/managers and employees were identical. In the parking survey done in 2000-2001, only owners/managers were surveyed and the instrument used was largely the same as the one used in the 2005 survey.

We received 73 completed surveys from owners/managers. The largest single category of businesses who responded to the survey was “other service” (21 percent) and included florists, hair salons, non-profit foundations, etc. Other major categories of businesses noted were “other retail” (16 percent) which included dry cleaning, furniture and decorating accessories, etc; “other” (12 percent) including performing arts center, management office, custom home building, etc; personal goods (10 percent) including books, gifts, clothing; real estate (9 percent); and eating establishment (9 percent).

Nearly 60 percent of all businesses who responded to the survey report having been in business for more than 10 years, 22 percent between 5 and 10 years, and 20 percent less than 5 years.

We also received 273 responses from downtown employees. The most common occupations listed by employees was “other” (18 percent), which includes appraisers, delivery services, bank tellers, clerical, and engineers. Other common occupations included retail clerk (15 percent), secretary/receptionist (15 percent), waiter/waitress/bartender (12 percent), and management (12 percent).

More than 60 percent of employees who responded said they had worked downtown for fewer than 5 years, 21 percent between 5 and 10 years, and only 15 percent more than 10 years.

To a remarkable degree, the responses of the two groups to our parking questions were quite similar.

When is Parking a Problem for Customers? Both owners/managers and employees were asked the season and time of day during which they think their customers have the most difficulty finding a convenient parking place.

<b>Table 9: Seasonal Parking Difficulties</b>		
Percent Reporting Parking as Problem for Customers in:	Employees	Owners- Managers
Number Observations	264	66
Summer	74%	75%
Autumn	58%	68%
Winter	49%	60%
Spring	58%	58%

As Table 9 indicates, there is broad agreement between employees and their bosses in terms of the percentage who say that parking is a problem for their customers. Owners/managers tend to believe that parking is a

somewhat larger problem than do their employees, but not by much. Summer is, clearly, the



season when parking is seen as the biggest challenge by these downtown workers and employers. Interestingly, when this question was asked in 2000, owners/managers identified winter as the season with the biggest parking problems.

<b>Table 10: Time of Day Parking Difficulties</b>		
Percent who feel parking is problem during specific times	Employees	Owners-Managers
Number Observations	211	55
Mon - Fri, 5 - 11 a.m.	34%	40%
Mon - Fri, 11 a.m. - 1 p.m.	58%	75%
Mon - Fri, 1 - 4 p.m.	66%	64%
Mon - Fri, 4 - 6 p.m.	49%	53%
Mon - Thurs, 6 p.m. – midnight	17%	16%
Fri, 6 p.m. – midnight	41%	42%
Sat - Sun, 5 - 11 a.m.	13%	13%
Sat - Sun, 11 a.m. - 1 p.m.	28%	24%
Sat - Sun, 1 p.m. - 4 p.m.	35%	33%
Sat - Sun, 4 p.m. – midnight	29%	29%

Employees and owners/managers also view parking challenges by time of day in very similar ways. The only significant difference between these groups of respondents is with respect to the percentage who believe parking between 11 a.m. and 1 p.m. poses problems for customers. In 2000, owners/managers also identified Monday – Friday during the day as their peak parking problem. As indicated in Table 10, significantly more owners/managers (75 percent) feel that parking is a problem

for their customers compared to only 58 percent of their employees.

The maps on page 10 of this report, which show the percentage of parking spaces occupied in the various parts of downtown Hudson on Wednesday, July 17, lend some support to merchants' concerns with the lunchtime period in terms of parking availability. During the lunch time tally, (done at 12:30 p.m.) most of the areas in the core part of downtown (within one block of Walnut and 2<sup>nd</sup> St.) were either fully occupied (85 percent or more full), or nearly so (75 – 84 percent full).

Frequency of Customer Comments about Lack of Parking. Both sets of respondents were asked about the frequency with which customers complain to them about parking issues.

Approximately two-thirds of both employees (64 percent) and owners/managers (67 percent)

<b>Table 11: Customer Complaints about Parking</b>		
Frequency with which customers complain about parking availability	Employees	Owners-Managers
Number of Observations	177	44
Daily	23%	30%
2-4 Times/Week	39%	36%
1 Time/Week	14%	14%
1 – 2 Times/Month	16%	9%
1 – 2 Times/Quarter	5%	9%
1 – 2 Times/Year	4%	2%

said that their customers do report having difficulty finding a parking spot in downtown Hudson. When this question was asked in 2000, 81 percent of owners/managers said they had received complaints from customers about parking availability.

About two-thirds of both groups report that customers complain about parking availability at least twice a week. During the 2000 survey, only 45 percent of owners/managers report receiving

complaints at least twice per week. As was true with the seasonality of parking concerns, owners/managers tend to report slightly higher rates of customer complaints than do their

employees. None of the slight differences between employees and their employers reported in Table 11 are statistically significant.

Recall that in the downtown visitor intercept survey, we reported that 96 percent of all visitors said that their parking place was acceptably close to their destination and that only 2 percent reported spending 5 minutes or more to find a parking place. These results do not necessarily contradict those reported in Table 11 but should provide some perspective. The daily or nearly daily complaints noted in Table 11 could come from the 4 percent who said their parking place was too far away and/or the 2 percent who spent 5 minutes or more searching for an acceptable parking place. However, based on our interviews, the parking experience of the vast majority of downtown Hudson visitors is not a cause for complaint.

**Parking Meter Rates.** Employees and their bosses were told that the parking meter rate in downtown Hudson had not been raised in 25 years and were asked their opinions about increasing the rate from \$0.05 - \$0.10 per hour to \$0.25 per hour. As Table 12 indicates, support for this suggestion is stronger among owners/managers than it is among their employees. The difference in the pattern of responses is statistically significant. Interestingly, the largest

<b>Table 12: Parking Meter Opinions</b>		
Support for raising meter rate	Employees	Owners/Managers
Number Observations	270	65
Strongly Favor	6%	20%
Favor	17%	18%
Neutral	37%	29%
Opposed	23%	20%
Strongly Opposed	17%	12%

proportion of respondents in both groups is in the neutral category. As we will see shortly, more than half of both groups report parking in places (un-metered areas or private lots) for which they don't have to pay. Since increases in the meter rate would not affect these people directly, the relatively large percentage of both groups in the neutral category probably makes sense.

**Importance of Downtown Hudson Parking Conditions.** Employees and owners/managers were asked two questions about parking in downtown Hudson to try and give this issue some perspective. The first question asked them to rate, on a scale of 1 – 5, the seriousness of parking issues in downtown Hudson. The descriptors for this scale were slightly different for employees and their bosses. The options for employees were 1 (no problem), 2 (infrequent problem), 3

<b>Table 13: Opinions about Severity of Parking Issues</b>		
Severity of parking problem in downtown Hudson	Employees	Owners-Managers
Number Observations	65	269
No problem	7%	15%
Infrequent/Starting to Worry	11%	23%
Occasional/Significant Concern	39%	40%
Frequent/Losing Sleep	32%	15%
Constant/Close Business	11%	6%

(occasional problem), 4 (frequent problem), and 5 (constant problem). The option for owners/managers were 1 (no problem), 2 (some concern), 3 (major concern), 4 (losing sleep), and 5 (may close business). As Table 13 indicates, employees see parking issues as more significant than do their employers. These differences are statistically significant.

<b>Table 14: Relative Seriousness of Hudson Parking Issues</b>		
Parking in Hudson compared to similar communities	Employees	Owners-Managers
Number Observations	65	268
Much Worse	4%	3%
Worse	29%	31%
About Same	40%	45%
Better	15%	7%
Much Better	7%	4%
Don't Know	5%	9%

We also asked both groups to rate the severity of parking issues in Hudson relative to similar downtown communities. These results are summarized in Table 14. Employees and their owners/managers generally agree in their comparison of parking in downtown Hudson to parking in similar downtowns. About one-third think it is worse or much worse than elsewhere and roughly 40 percent feel parking is about the same as elsewhere. The differences reported in Table 14 are not statistically significant.

Opinions about a Downtown Parking Ramp. During the intercept surveys, the issue of building a parking ramp to serve downtown Hudson was raised by a number of respondents. To determine the sentiment of downtown business owners regarding the desirability of a downtown parking ramp, the SRC asked them to indicate their level of support for the construction of such a ramp. Only 30 percent of downtown business owners/managers were neutral or opposed to construction of a downtown parking ramp and 70 percent said that they either strongly agree (45 percent) or agree (25 percent) with the proposition to build such a ramp. It should be noted that neither the cost nor the means of financing this ramp were discussed in the question. It will also be shown in the next section of this report that the broader public are not in support of constructing such a ramp.

Parking Habits of Downtown Employees and Owners/Managers. Downtown employees and

<b>Table 15: Getting to Work</b>		
How do you get to work	Employees	Owners-Managers
Number Observations	273	67
Drive Alone	93%	96%
Carpool	3%	0%
Walk	2%	3%
Bicycle	0%	1%
Other	2%	0%

owners/managers were asked to respond to a number of questions about their parking habits. Table 15 summarizes how employees and owners/managers get to the downtown businesses. Clearly, virtually all workers and their bosses drive to work alone. None of the other means of getting to work are used by more than 3 percent of either group.

<b>Table 16: Usual Parking Place</b>		
Usual parking place in downtown Hudson	Employees	Owners-Managers
Number Observations	269	68
Street, near business	17%	16%
Street, non-metered area	22%	12%
Private lot	36%	41%
Street, metered area	16%	15%
Public lot	35%	35%
Other	5%	9%

Table 16 summarizes where those working downtown typically park. Note that some respondents listed more than one usual parking spot so the percentages don't add to 100. Once employees and owners/managers arrive at work, the most likely place they will park their car is in a private or public lot. These two options were listed by more than 70 percent of both groups as a usual parking place.

Parking on the street in free areas, near the business, or in metered areas each accounted for somewhat less than 20 percent of the usual parking spot selections. In 2000, 37 percent of all owners/managers said that they had parking available for employees in private lots, which is quite similar to the 41 percent reporting such parking availability in 2005.

**Parking Permit Program Results.** The City of Hudson has a parking permit program that, for \$5 per month, permits parking in public lots. The SRC asked a series of questions about this program, the results of which are summarized in Table 17. Only about one in four employees and half of owners/managers are even aware of this program. Relatively few employees (10 percent) and almost no owners/managers (4 percent) take advantage of this program. For employees, the relatively good news is that there appears to be a fairly loyal customer base.

<b>Table 17: Parking Permit Program</b>		
Questions about \$5/Month Parking permit	Employees	Owners-Managers
Percent Aware of Permit	27%	49%
Percent Currently Using Permit	10%	4%
Percent Ever Used Permit	15%	18%

Relatively few employees who have ever purchased a permit have stopped doing so. In contrast, more than 4 times as many owners/managers (18 percent) have purchased the permit at some point than are currently using one (4 percent).

**Parking Citations.** Finally, we asked both sets of respondents to estimate the number of parking citations received from the City of Hudson during the past year. Table 18 summarizes these

<b>Table 18: Parking Citations</b>		
Number of citations received last year	Employees	Owners-Managers
Number Observations	261	62
0	57%	42%
< 5	31%	37%
6 - 10	6%	10%
11 - 15	2%	6%
16 - 20	1%	2%
25+	3%	3%

results. The table indicates that, for the most part, those working in downtown Hudson make a serious effort to avoid parking tickets. Only 12 percent of all employees reported receiving more than 5 parking tickets over the past year. Owners/managers were somewhat less careful about feeding the meter with 21 percent receiving 5 or more citations. One owner/manager reported receiving 150 citations and another had 50 tickets.

## **VI: Hudson Area Resident Phone Survey**

The last element of this four-part survey to be completed was a phone survey of 380 residents in the Hudson area, which should provide estimates that are accurate to within plus or minus 5 percent with 95 percent accuracy. These residents were called during November and early December 2005. Table 19 provides a demographic summary of the people contacted in this survey. Where applicable, data from the 2000 Census of Population and Housing for the city of Hudson, village of North Hudson, and town of Hudson (added together) are included in the table for comparative purposes.

The proportions in the sample match the overall population of this area quite well with respect to the age distribution, educational level, and income level of families in the sample. Table 19 indicates, however, that we have a disproportionate number of women, married people, and homeowners in the sample compared to the population as a whole. When a sample has a disproportionate number of a given demographic category, the potential for sample bias is increased. Sample bias can result from a non-random sample or if the respondents do not truly represent the underlying population (e.g. by including a disproportionate number of men). We are confident that this sample was drawn randomly but are concerned about the proportion of females, married people, and homeowners in the sample. The higher than expected number of females, married people, and homeowners is a problem if these groups have consistently different opinions about the questions posed to them than do males, single people and renters.

To test for sample bias we compared, statistically, the responses of men to women, married to single respondents, and homeowners to renters. Seventy-eight variables were tested and significant differences were found in:

- 7 variables based on gender.
- 8 variables based on marital status.
- 18 variables based on residential tenure (owners versus renters).

We found that men are significantly more likely to park downtown regularly on Tuesdays and Thursdays after 7:00 p.m. than are women.

Likewise, renters are more likely to park downtown after 7:00 p.m. Monday through Friday than are homeowners. Consistent with this pattern, renters also report higher rates of regular parking downtown than do homeowners. Interestingly, renters rate parking issues downtown as significantly less severe than homeowners; renters are less likely to say that they have had difficulty finding a parking place downtown, that it is hard to find a parking spot that meets their needs, and that they avoid downtown because they think parking will be difficult.

The differences between married and unmarried respondents are more focused on their opinions about parking downtown and, in general, unmarried respondents are more neutral about these issues. For example, when asked if it is easy to find parking in downtown Hudson that meets their needs, unmarried respondents (24.7 percent) were more than twice as likely as married respondents (10.0 percent) to respond with “neutral”. Unmarried respondents were significantly

**Table 19: Demographic Profile of Telephone Survey Respondents**

Location of Respondents	Count	Hudson	North Hudson	Rural				
Survey	377	44%	23%	33%				
Gender	Count	Male	Female					
Survey	380	37%	63%					
2000 Census*	18,451	50%	50%					
Marital Status	Count	Married	Unmarried					
Survey	378	75%	25%					
2000 Census*	14,084	64%	36%					
Age	Count	< 25	26 - 35	36 - 45	46 - 55	56 - 65	65+	
Survey	372	9%	15%	23%	19%	17%	19%	
2000 Census*	11,823	9%	25%	29%	23%	12%	12%	
Housing Tenure	Count	Own	Rent					
Survey	371	84%	16%					
2000 Census*	6,927	73%	27%					
Length or Residence	Count	< 1year	1 - 5 years	5.1 - 10 years	10.1 - 15 years	15.1 - 20 years	20.1 - 30 years	30+ years
Survey	377	3%	21%	17%	11%	11%	12%	25%
Employment	Count	Employed	Unemp-loyed	Retired	Home-maker			
Survey	376	61%	4%	26%	9%			
Education	Count	< High School	High School	Some College or Tech	Tech Degree	College Degree	Grad/ Professional Degree	
Survey	375	3%	25%	21%	15%	26%	10%	
2000 Census*	11,766	4%	25%	24%	9%	28%	10%	
Income	Count	< \$25,000	\$25 - \$34,999	\$35 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000+	Don't Know
Survey	259	3%	8%	10%	20%	17%	20%	22%
2000 Census*	5,044	7%	6%	11%	26%	28%	22%	
2000 Census* = Hudson + North Hudson + Town of Hudson								

more likely to be “neutral” about avoiding downtown because they felt parking would be difficult, more likely to say that pedestrians can get around downtown Hudson easily, less likely to report having had difficulties parking “close” to their destination ever or because of an event downtown, and less likely to report parking in public lots to avoid parking meters.

The results for variables for which there is a significant difference based on gender, residential tenure, or marital status have been adjusted to better reflect the opinions of the underlying population.

Hudson Residents’ Downtown Parking Experiences. The first part of this phone survey gathered information about the downtown parking experiences of Hudson area residents. Somewhat surprisingly, 20 percent of those contacted said that they never park in downtown Hudson. In the

<b>Table 20: Downtown Parking Frequency</b>	
Number Observations	309
5+/week	10%
2-4/week	22%
1/week	24%
1-2/month	29%
<1/month	12%
Other	2%

survey done in 2000, slightly more than 10 percent of respondents said they don’t park downtown. Of the remaining 309 respondents in the 2005 survey, Table 20 summarizes the statistically-adjusted frequency with which they reported parking in the downtown area. Over half of those contacted (56 percent) report parking downtown at least once per week. As noted above, renters park downtown with much greater frequency than do homeowners – 20 percent of renters reported parking downtown 5 times or more per week compared to only 6 percent of homeowners.

Compared to the 2000 survey, in 2005 there are substantially more residents reporting that they park downtown 1 – 2 days per month (29 versus 8 percent) and substantially fewer saying they park fewer than 1 time per month (14 versus 30 percent). In other respects the results are quite similar.

Ninety-seven respondents indicated that there are particular days and times during which they regularly park in downtown Hudson. Table 21 summarizes the statistically-adjusted results for respondents who said they regularly park downtown. Monday through Thursday, respondents report a very consistent pattern with the highest percentage reporting regular parking in the downtown area during typical business hours – from 8:00 a.m. until 5:00 p.m. The peak in

<b>Table 21: Regular Parking Patterns in Downtown Hudson</b>							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Ave Observations	93	91	91	91	91	92	93
Pre 8 a.m.	17%	14%	13%	16%	14%	16%	15%
8 - 10 a.m.	20%	30%	33%	33%	31%	28%	18%
10 a.m. – noon	18%	28%	32%	34%	32%	26%	18%
noon - 2 p.m.	17%	26%	30%	31%	30%	25%	22%
2 - 5 p.m.	18%	25%	32%	30%	31%	29%	22%
5 - 7 p.m.	22%	22%	28%	27%	26%	33%	30%
7 - 9 p.m.	20%	18%	25%	22%	23%	31%	28%
Post 9 p.m.	17%	13%	14%	14%	14%	23%	20%

parking challenges that owners/managers of downtown businesses identified during the lunch hour is not in evidence in the data in Table 21 – the percentages for 10 a.m. – noon and noon to 2 p.m. are not consistently higher than the time slots on either side of these times.

As expected, the parking pattern for Friday – Sunday is quite different. For each of these days, the peak in parking demand falls in the 5 – 7 p.m. time slot and corresponds to typical times for socializing and eating out in downtown Hudson. The 5 – 7 p.m. time slot was also the most frequently cited time for regular parking in downtown Hudson by residents in the 2000 survey.

Table 22: “Close” Parking Spaces						
What is Close	Observations	< 1/2 Block	1/2 - 1 Block	1 – 2 Blocks	2- 3 Blocks	3+ Blocks
2005 survey	359	18%	36%	33%	10%	4%
2000 survey		20%	53%	22%	2%	
How Hard to Find Close Spot	Observations	Very Easy	Easy	Difficult	Very Difficult	No Opinion
2005 survey	362	5%	54%	28%	7%	6%
2000 survey		16%	39%	43%		
Ever Had Difficulty Finding Close Spot	Observations	Yes	No	Not Sure		
2005 survey	363	61%	36%	3%		
2000 survey		80%	19%	1%		
% Time Difficult to Find Close Spot	Observations	76 - 100%	51 - 75%	25 - 50%	1 - 25%	Never
2005 survey	231	19%	16%	24%	39%	3%
Difficulty Caused by Event	Observations	Yes	No	Not Sure		
2005 survey	238	47%	41%	12%		
2000 survey		22%	58%	20%		

Hudson area residents were asked to define what they mean by a parking space “close” to their destination and, as Table 22 indicates, only 15 percent are satisfied with a parking place that is more than 2 blocks from their destination. Compared to the 2000 survey, however, a substantially higher percentage of respondents in 2005 reported that a parking spot within 2 blocks of their destination was “close”.

The responses to the questions about how hard it is to find a parking spot close to one’s destination and if the respondent has ever had difficulty finding a close parking spot, are consistent with our parking tally results. In Section III, our tallies of parking availability indicated that overall occupancy rates were lower in 2005 than in 2000. The results in Table 22 suggest that, relative to 2000, Hudson area residents feel that downtown parking has become somewhat easier. In December of 2000, 43 percent of Hudson area respondents reported that it was “not easy” to find a parking space close to where they planned to visit in the downtown area.



In contrast, only 35 percent of the 2005 residents said it was difficult or very difficult to find such a parking spot. The wording of the question varies slightly between the two years, the available responses are different, and the difference between these figures are within the margin of error (and hence aren't statistically significant). These results do not, at a minimum, support the hypothesis that residents feel that parking has become more difficult during the past half decade. Further the percent who reported having had difficulty finding a parking space close to their destination declined from 80 percent in 2000 to 61 percent in 2005.

Table 22 indicates that Hudson area residents have difficulty finding a parking spot close to their downtown destination about one-third of the times they visit – 35 percent say that this is true more than half of the time they visit downtown.

Interestingly, significantly more residents associated their difficulty in finding a close parking spot with downtown events and festivals in 2005 (47 percent) than in 2000 (22 percent).

When asked if they prefer the convenience of parking right in front of their downtown destination, 87 percent indicated that they did. This result is generally consistent with responses to a loosely related set of questions that explored why they sometimes choose to park in a public parking lot. Respondents could offer multiple reasons but the two most popular reasons for parking in a public lot were convenience (69 percent) and because no spots were available on the street (50 percent). Other motives for parking in a public lot included to avoid meters on the street (28 percent), for free long-term parking (25 percent) or to use long-term parking meters (4 percent).

<b>Table 23: Percent Multiple Downtown Destinations</b>	
Number Observations	358
None	10 %
1 - 25%	29%
26 - 50%	26%
51 - 75%	16%
76 - 100%	20%

Finally, the SRC asked respondents how frequently trips to downtown Hudson involved going to multiple destinations. Table 23 indicates that it is relatively rare for residents to make trips downtown that don't entail multiple destinations. For more than one-third of the sample, fewer than half of their trips downtown involve a single destination and only 10 percent said that they never have multiple downtown destinations.

#### Hudson Residents' Opinions about Parking Issues in Downtown Hudson.

Table 24 summarizes the respondents' opinions about general traffic and parking conditions in downtown. Specifically, they were asked to indicate their level of agreement with four statements:

- It is easy for pedestrians to get around downtown Hudson.
- It is easy to find parking that suits my needs in the downtown area.
- Sometimes I avoid downtown because I think parking will be difficult.
- It is easy for cars to get around downtown.

Area residents generally believe that negotiating downtown Hudson is easy for pedestrians and automobiles. They generally agree that suitable parking is available in the downtown area and

that they generally don't avoid that part of town because they are concerned about parking availability.

<b>Table 24: Hudson Residents Opinions About Downtown Conditions</b>						
Downtown is:	Number Observations	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Easy for Pedestrians	360	0%	7%	10%	79%	4%
Easy to Find Parking	358	3%	25%	13%	56%	2%
Sometimes Avoid Downtown	358	3%	48%	11%	34%	3%
Easy for Cars	359	3%	14%	19%	64%	1%

Finally, we asked area residents to weigh in on the issue of a parking ramp for downtown Hudson. Table 25 indicates that area residents are fairly evenly split in their support for constructing a parking ramp in the downtown area. There are virtually equal percentages of people who indicate that they would not support such construction (38 percent) as would support it (35 percent). Residents are clearer in their opinions about their willingness to pay for the convenience of a parking ramp. Forty-six percent of respondents disagree or strongly disagree with the statement that a parking fee for ramp usage would be worth the convenience offered by a ramp. Only 31 percent agree or strongly agree with this proposition.

<b>Table 25: Resident Opinions about Building a Downtown Parking Ramp</b>						
	Number Observations	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Support Construction	363	7%	31%	27%	32%	3%
Parking Fee Acceptable	362	7%	39%	23%	30%	1%

## VII: Conclusions

People are drawn to downtown Hudson by the restaurants, shops, and physical beauty of the setting. Because of its attractions, parking and congestion are clearly issues of concern to the city.

The primary conclusion from all four of these surveys (the occupancy tallies, visitor intercept surveys, downtown merchants/employees, and area resident survey) is that parking in downtown Hudson does not appear to have gotten more difficult during the past half decade. There are certainly times when parking is a challenge in particular sections of downtown Hudson. However, the data does not support a conclusion that, in the absence of a downtown event, parking is unavailable in the study area. For example, during the parking occupancy study the Wells Fargo lot was never considered full and the Beach lot was full only once. On only a handful of blocks were spaces fully occupied more than a third of the times during which we did tallies.

Visitors to downtown Hudson seem to be a bit more particular about how close they want to park to their destination in 2005 compared to 2001. In both years, virtually everyone was able to park within two blocks of their destination and the amount of time spent driving around looking for a space appears not to have changed much between 2001 and 2005. Most of those interviewed said that their parking space was acceptably close to their destination and that they would feel that way even in inclement weather. The city has added more than 40 new parking spots (along 1<sup>st</sup> Street) and 20 or so parking spaces around the edge of the Lakefront lot next to the band shell. The public, based on their comments, are appreciative of these additions. Together, these increase the supply of parking spaces in downtown Hudson by more than 5 percent, which may be enough to account for the non-dramatic changes in parking experiences since 2000-01.

Downtown business owners/managers and their employees tend to view parking pressures more seriously than do the other groups interviewed. Because they face the challenge of finding parking everyday and need to be concerned if even a small percentage of area residents avoid downtown because of perceived parking problems, this concern is entirely reasonable. But, even with this group, compared to the study done by the SRC in 2000-01, a smaller percentage of owner/manager respondents reported receiving complaints about parking availability (67 percent in 2005 versus 81 percent in 2000). The intensity of complaints may have risen over this past half-decade (66 percent reported complaints at least 2-4 times a week compared to only 45 percent in 2000). This may account for the substantially stronger level of support for a parking structure among this group (70 percent support) than in the general population (35 percent).

Eighty percent of residents in the Hudson area included in the final portion of this survey report parking in downtown Hudson, down from nearly 90 percent in 2000. During the work week, parking downtown peaks during the 8:00 a.m. to 5:00 p.m. period. The peak shifts to the 5:00 – 7:00 p.m. time slot on the week-ends. Area residents, based on their responses to our two surveys, do not feel that parking conditions downtown have deteriorated materially. Area residents generally feel that downtown is easy to negotiate, whether on foot or in a car. They feel that they can generally find a parking spot that meets their needs and do not avoid downtown because of perceived parking challenges. Finally, local residents are split on the desirability of a parking ramp but are somewhat negative about the prospects of paying to use such a structure.

## Appendix A – Downtown Visitor Survey, Responses and Comments

Date: August (17, 19, 20), 2005

Time: 10:00 a.m. – 8:30 p.m. Location: Downtown Hudson

Weather Conditions: **97% dry 3% wet 54% sunny 46% cloudy 30% hot 70% warm 0% cool**

1. Did you drive to and park in downtown Hudson today? **100% yes 0% no (if no, thank them and end the interview)**

2. Which of the following best describes the influence of the closure of the Stillwater Bridge on your decision to come to downtown Hudson today

**3% Major influence**

(I wouldn't have come otherwise)

**6% Minor influence**

(I might have come anyway)

**90% No influence**

(I would have come anyway)

3. What is the main reason you came downtown today (*check one*)?

**7% Drinking establishment**

**32% Eating establishment**

**4% Entertainment**

**0% Financial services**

**1% Medical/Dental services**

**19% Shopping (see Comments Section below)**

**12% Go to my job**

**0% Legal services**

**5% Public park**

**18% Other (see Comments Section below)**

4. How close to your downtown destination did you park today (*check one*)?

**57% ½ block or less**

**4% 2.1 – 3.0 blocks**

**23% 0.51 – 1.0 block**

**1% 3.1 – 4.0 blocks**

**14% 1.1 – 2.0 blocks**

**1% 4+ blocks**

5. Is this parking place acceptably close to your destination **96% yes 4% no**

6. If the weather was bad (cold, rain, snow), would you consider this parking place acceptably close to your destination? **3% don't know 78% yes 18% no**

7. How many minutes did you have to drive around before finding a parking spot? **1.4 minutes on ave.**

8. Are you parked in a parking lot or on the street? **26% lot 74% street**

9. If you are parked in one of the downtown parking lots, which one? (*read options/show maps*)

**18% Wells Fargo (north side)**

**0% Old Post Office (north side)**

**12% Phipps Center (south side)**

**17% Lakefront Park bandshell (north side)**

**18% City Hall (north side)**

**13% Fire Station (south side)**

**17% Btwn Take Away Gourmet/Futon Store**

**5% Lakefront Park (near marina)**

10. Why did you park where you did (*check all that apply*)?

**60% first available space**

**5% employment**

**0% don't like to park on street**

**2% free long-term (no meter)**

**6% Other (see Comments Section below)**

**26% nearest to destination**

**1% no spaces in preferred area**

**0% don't like to park in lot**

**0% long-term metered parking**

11. If you parked in a metered space, was the cost:

**59%-less than expected (a bargain) 35%-about average 6%-more than expected (too high)**

Other meter comments: (see Comments Section below)

12. Do you regularly (once a week or more) come to downtown Hudson? **55% yes 45% no**

13. If yes, do you have a place where you normally park **53% yes 47% no**

14. If yes, where do you normally park

**7% Wells Fargo (north side)**

**5% City Hall (north side)**

**1% Old Post Office (north side)**

**5% Fire Station (south side)**

**3% Phipps Center (south side)**

**7% Between Take Away Gourmet/Futon Store**

**8% Lakefront Park bandshell (north side)**

**0% Lakefront Park (near marina)**

**64% On street (see Comments Section below)**

15. Do you have any other comments you'd like to make regarding parking in downtown Hudson?

(see Comments Section below)

**Finally, to see if this sample is representative of the population in the region and to assist in data analysis, I am going to ask you a few general questions about yourself.**

Demographics

16. What is your zip code? (see map below)

17. Gender **44% Male 56% Female**

18. Into which of the following age ranges do you fall?

**2% Under 18**

**14% 18 – 25**

**13% 26 – 35**

**24% 36 – 45**

**25% 46 – 55**

**14% 56 – 65**

**7% 66 – 75**

**1% 75+**

19. Into which of the following income ranges does your household fall?

**8% Under \$25,000**

**7% \$25,000 - \$34,999**

**17% \$35,000 - \$49,999**

**18% \$50,000 - \$74,999**

**17% \$75,000 - \$99,999**

**25% \$100,000+**

**9% don't know**

## Comments from Intercept Survey

Question 3 – The types of shopping noted as the main reason for coming downtown (11 comments):

- 3x chocolate/candy
- 2x apparel
- Food
- Window shop
- Antiques
- Gifts
- Drug store
- Run errands

Question 3 – Other reasons given as the main reason for coming downtown (52 comments):

- 6x hair appointment
- 5x site-see/touring
- 5x visit friends/family
- 4x walking
- 3x class reunion
- 2x business
- 2x camping nearby
- 2x live downtown
- 2x meeting
- 2x Pepper Fest
- 2x boating
- Apply for job
- Buy cigarettes
- City hall
- Drop off something for someone
- Drycleaning
- Errands
- Phipps Ctr.-Kelly's Art
- Photographers
- Picnic
- River
- School
- Spend day eating, shopping, & at park
- Therapy appointment
- To pay a parking ticket
- Visiting UWRF
- Watch packer game on TV
- Wedding

Question 10 – Other reasons for parking where you did (15 comments):

- Always park there
- Close to the river
- Closest handicap space
- Familiar with lot
- Feel safe
- Free
- Knew space open there
- Meeting spot
- On corner
- Only spot available for 2 blocks
- Private lot
- Shade
- Street full
- To site see
- Wait for someone to leave

Question 11: Comments about parking meters (19 comments):

- 4x Eliminate meters
- 4x Meter problems (are clocks accurate?, old meters, some don't work well, double meters confusing)
- 3x Meter time issues (shouldn't have to pay on Saturday, 2 dimes=1 hour/25 cents=2 hours, need longer meter times)
- 2x Price is bargain
- 2x Meters are fair
- Compared to River Falls-seems expensive
- After 5pm-no pay
- Meter already had time on it
- Meter man is ruthless

Question 14: Other places people reported they normally park (53 comments)

10x 2nd St.  
8x Locust St  
5x front of park  
4x private lot  
4x 1st St.  
2x closest to destination  
2x wherever available  
2 blocks north of Dick's bar  
1 block either side of Walnut & 2<sup>nd</sup>  
3rd St.  
Alley  
Alley west of city hall  
Barkers  
Behind Sandeen Agency  
By Dick's  
By river lot-no cost  
Drycleaners parking  
Econo Foods  
First available  
Front of workplace  
In front of wherever going  
Loading zone  
Maple  
Street  
Usually walk because parking is so bad



## Question 15: Other Parking Comments

Of the 291 people interviewed, 170 provided comments about general parking conditions in downtown Hudson, some of which covered multiple topics. Their comments have been categorized into “Problems”, “No Problems”, “Suggestions”, and “Commendations”. Within the Problems, Suggestions, and Commendations categories, several sub-topics are identified.

<b>Problem</b>	<b>General lack of parking (22 comments)</b>
	3x Not enough parking
	Always crowded
	Busy-crowded
	Can be difficult
	Can be really crowded and finding a spot isn't always easy
	Crowded
	Different than 50yrs ago-much busier
	Getting to be more of a problem- but that's good for business
	Getting worse-more difficult, but not as bad as Stillwater
	Good luck parking
	Hudson's a bit constricted
	It sucks
	It's getting busier; growth is good however you don't want the downtown area to get too crowded and to lose the nice small town feel
	It's not Stillwater so it's good. Could have more parking near downtown shops
	No parking
	Parking is a pain. If you work here it takes forever to find a space
	Parking is crowded, streets are congested. Free parking lots less congested
	Parking is terrible and something needs to be done-especially if traffic keeps increasing from the Stillwater bridge closing
	Super busy
	Varies

<b>Problem</b>	Specific lack of parking (22 comments)
	<hr/>
	Around lunch time it's hard to find spots-not a lot of spots close to where I need to go
	Bad Friday & Saturday nights
	Busier at night
	Could use more parking downtown-by Phipps & Riverside. It's all MN people
	Could use more public parking lots for busy times -weekends and events
	Difficult during events
	Friday and Saturday nights difficult to park near main restaurants
	It can be frustrating.e.g. Coming for lunch with limited time
	It stinks-on weekends & Friday nights can't find spots. We need more parking even with new spots on 1st St.
	During events it's packed
	Sometimes have to drive around a lot before I find a close space
	Not enough parking on weekends, evenings, or late afternoons
	Parked in a two hour spot and had to leave his luncheon to move the car and return for remainder of lunch date
	Parking difficult weekends & nights
	Saturday nights are crowded especially-but all nights are difficult to find parking
	The people at the nuclear place take up that whole lot down on first, it is almost impossible to find a parking spot
	Sometimes a zoo about 4:30 with commuter traffic
	Sometimes busy-but can usually find a spot
	Sometimes busy-have to drive around to find spot
	Sometimes hard to find spot
	Tough to get on 2nd St between Walnut & Locust
	Weekends are problematic

<b>Problem</b>	Driving issues (6 comments)
	<hr/>
	Difficult to drive in downtown
	People are courteous to pedestrians. But there is a general problem with traffic
	Traffic is terrible since bridge closed in Stillwater.AC438
	Traffic on Main Street was the problem-not parking
	Traffic terrible-parking dangerous
	Open the Stillwater bridge back up to reduce traffic through Hudson

<b>Problem</b>	Safety issues (2 comments)
	<hr/>
	Crossing streets dangerous for pedestrians
	Pedestrians in danger

**Problem**Other (4 comments)

---

Open bridge

Walking is hard in summer

Winter parking-emergency snow parking is ridiculous

With the Stillwater Bridge closure we won't be back for a while.

We would like to come more often but it's too far away

## **No Parking Problems** (54 comments)

---

7x No parking problems  
5x Fine  
4x good  
4x parking is good  
3x Easy  
3x Usually fine  
Adequate  
Compared to many places it's pretty convenient  
Don't generally have problems-I'm here b/w 9 and noon and there aren't problems  
Don't think it's as bad as they say it is  
Great area-people like coming here so it's always going to be crowded-but there is always parking 2 blocks away, people are just lazy. I like to walk  
Great -no problems  
I'm a tourist from Florida, parking good-less than used to for 2hr parking  
It's adequate-usually no problem  
It's been very good everytime I've been here-no problems  
Like parking(from Washington)  
More than adequate  
No complaints  
Normally no problems  
Not so bad  
Ok-Sometimes better than Stillwater  
Park wherever available space-usually good, no problems  
Parking great  
Parking is fine  
Parking nice-great  
Parking was perfect  
Parking's not as bad as people say it is if you drive around the block just once you'll find a spot because people are coming in and out all the time. I don't even know where you would put more parking in downtown  
Perfect  
Really easy & cheap  
Seems fine  
So far so good  
They say it's bad but it's not my experience  
Very good  
Finding parking-usually fine during week

---

**Suggestion**    Need a downtown ramp (12 comments)

---

Add a ramp  
Need downtown ramp  
I think there should be a parking ramp in downtown-it would be a lot more convenient and I wouldn't mind paying for it  
Would like a parking ramp -centrally located (by fire hall)  
Need a parking ramp  
Only way to get more parking is to build a parking ramp  
Parking ramp in center of town  
Parking ramp in center of town  
Would like North City Hall ramp  
Need to be proactive in anticipating growth downtown. Money to preserve historic character means we'll need a ramp to keep viable downtown businesses  
Parking conditions are bad-I would welcome a 2 or 3 tier parking structure that would be a pay as you go system. Hudson is growing too fast not to have a central lot  
Probably need a ramp by city hall

---

**Suggestion**    Don't need a downtown ramp (2 comments)

---

Don't put up a ramp-If a ramp goes up it should be uptown a little ways otherwise you'll ruin the beautiful riverfront  
No parking ramp needed-parking adequate. Not bad during events-don't mind walking

---

**Suggestion**    Get rid of meters (8 comments)

---

It's stupid to have to pay to park  
Don't like having to carry change for meters  
Meters should come out-it would improve shopping. Raise fee for out of state people to come to the boat launch-most cars at the launch are from MN and they leave tons of garbage  
More free parking needed  
No meters on 1<sup>st</sup>  
Ridiculous that residents of downtown Hudson have to pay. How can they put metered parking on State Highway?  
Take out meters  
Get rid of meters-nuisance and discourages people from coming downtown

---

**Suggestion**    Don't get rid of meters (2 comments)

---

Need to keep meters. Experiment by getting rid of them was a failure-owners and workers took all spaces. Meters generate funds and cause spaces to turn over  
There should be meters, otherwise someone could come and park at 8:00 am and stay all day-getting rid of meters would discourage shopping

---

**Suggestion**     Parking enforcement (6 comments)

---

Guy who writes tickets likes his job too much! He's too strict  
Don't like the meter man-he gives too many tickets even if the person is walking to their car  
Meter guy is too zealous  
Meter cop is relentless  
Don't like the little meter man-he gives no leeway  
Should not be able to get multiple tickets for same spot/day. 1st week job training got \$73 parking tickets-hurts driving record. Hudson is not as busy with traffic/tourists as Stillwater-and Stillwater has no parking issues/meters-Tickets/meters just way for Hudson to make money

---

**Suggestion**     Change meters (9 comments)

---

Can't reset time for free 15 minutes if new customer received ticket for 5 minute parking  
Got a bad feeling with the ticket received on last visit. She tried to explain herself but was not able to get out of ticket-very frustrated with the meter location  
Need more time on meters  
Meters don't go more than 2 hrs  
Need longer maximum time on meters  
Need longer meter time (get too many tickets)  
Raise meter price  
Raise the meter rate & ticket rate  
Shouldn't have to pay to park on weekends

---

**Suggestion**     Don't change meters (1 comment)

---

Would hate to see meter rate increase

---

**Suggestion**     Need more parking (15 comments)

---

11x Need more parking  
Need more parking downtown-more public lots-especially on weekends  
Need more parking, especially for events  
Need more parking-can never find a spot  
Need parking-used to work in downtown as a waitress and heard tons of complaints from patrons  
Should be more parking in downtown

---

**Suggestion**     Shopowners (3 comments)

---

The current meter rates don't deter business owners/employees from parking in front of businesses!  
People who work downtown park right in front of all the buildings and take up the best places to park- for those who would like to shop it's discouraging  
Shop owners shouldn't park in front of their own shops -they are the ones who complain about parking and then they take up spots in front of their shops all day

**Suggestion**Other (12 comments)

---

Could have more timing counts

Current requirements not fair-to open a business have to have added parking. There are enough spaces on street. Walking is good-opening a business shouldn't hinge on parking availability but economic-availability

Would like a public transit system for downtown-perhaps even just on weekends

More off Street Parking-not a lot for water

Need police only parking lot

Need to make plans for future expansion and spaces that are larger to accommodate SUVs and pick-ups

No one knows there's parking available east of 2nd St. -not well marked

Push people working here into parking lots. Free parking 1st hour then ticket

Street lights would congest 1st Street

Not a lot of public restrooms besides bars. Don't like going in the bars just to use the restroom

Mayor should be ousted-zoning violations

---

**Commendation**    General (10 comments)

---

Appreciate cross walks  
Beautiful city  
Better than Stillwater  
Meters are cheap  
Love Hudson  
Wonderful  
Nice  
Nice spot  
Thanks to Wells Fargo lot  
Wells Fargo lot is great

---

**Commendation**    Like new spaces on 1st Street (8 comments)

---

Extra parking in front of park is a good addition-can be hard to find space  
Like that more parking was put in on 1st St.  
Better since spaces added on 1<sup>st</sup>  
Improved with new spaces on 1<sup>st</sup>  
Like addition along park  
Like parking added on 1st Street  
They need to do more. Nice job with lakefront  
The added spots made a big difference

---

**Commendation**    Like free parking (3 comments)

---

Free  
Enjoy free parking  
15 min free is good



## Appendix B – Business Owner/Manager and Employee Survey and Results: Business Owner/Manager Survey and Results (N = 73)

1. Do you feel that parking is a problem for your downtown Hudson customers:
  - a. In the summer? 75% yes 17% no 3% not sure
  - b. In the autumn? 68% yes 28% no 5% not sure
  - c. In the winter? 60% yes 33% no 7% not sure
  - d. In the spring? 58% yes 32% no 9% not sure
2. If you feel parking is a problem for your customers in downtown Hudson, during which of the following times do you feel this to be the case (*check all that apply*)?
 

<u>40%</u> Mon – Fri, 5 a.m. – 11 a.m.	<u>75%</u> Mon – Fri, 11 a.m. – 1 p.m.
<u>64%</u> Mon – Fri, 1 p.m. – 4 p.m.	<u>53%</u> Mon – Fri, 4 p.m. – 6 p.m.
<u>16%</u> Mon – Thurs, 6 p.m. – midnight	<u>42%</u> Fri, 6 p.m. - midnight
<u>13%</u> Sat – Sun, 5 a.m. – 11 a.m.	<u>24%</u> Sat – Sun, 11 a.m. – 1 p.m.
<u>33%</u> Sat – Sun, 1 p.m. – 4 p.m.	<u>29%</u> Sat - Sun, 4 p.m. – midnight
3. Do your customers tell you that they had difficulty finding a parking space in downtown Hudson? 67% yes 25% no (*go to question 5*) 8% not sure (*go to question 5*)
4. If your customers tell you they have difficulty finding a parking space in downtown Hudson, about how frequently does this occur?
 

<u>30%</u> daily	<u>36%</u> 2 – 4 times per week
<u>14%</u> 1 time per week	<u>9%</u> 1 – 2 times per month
<u>9%</u> 1 – 2 times per quarter (3 months)	<u>2%</u> 1 – 2 times per year
5. What is your usual means of getting to work?
 

<u>96%</u> drive alone	<u>0%</u> carpool	<u>3%</u> walk	<u>1%</u> bicycle	<u>0%</u> other
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6. In the past year, I have received 6.1 (=average) parking citations from the City of Hudson.
7. Where do you usually park when you are at your downtown Hudson business?
 

<u>16%</u> on the street near my business	<u>12%</u> on the street in a non-metered area
<u>41%</u> in my business' private lot	<u>15%</u> on the street in a metered area
<u>35%</u> in a public parking lot	<u>9%</u> other
8. Do you know about the \$5/month parking permit? 49% yes 49% no 3% not sure  
(*if no go to question 11*)
9. Do you currently have a \$5/month parking permit? 4% yes 96% no 0% not sure
10. Have you ever used a \$5/month parking permit? 18% yes 82% no 0% not sure
11. Are you aware of the free parking spaces added by the city last year on First Street? 76% yes 23% no 2% not sure

12. Do you have employees at your downtown Hudson business? 86% yes 14% no  
(if no go to question 15)
13. Where do your employees usually park when they come to work for you? (check all that apply)
- |   |  |
|---|--|
| <u>25%</u> on the street near my business | <u>32%</u> on the street in a non-metered area |
| <u>40%</u> in my business' private lot    | <u>23%</u> on the street in a metered area     |
| <u>55%</u> in a public parking lot        | <u>8%</u> other (explain _____)                |
| <u>9%</u> not sure                        |  |
14. Do you provide employees with any of the following parking benefits? (check all that apply)
- |  |  |
|--|--|
| <u>54%</u> free parking in business' private lot | <u>0%</u> parking/transportation allowance/subsidy |
| <u>6%</u> provide \$5/month parking permit       | <u>9%</u> other                                    |
15. The parking meter rate has not been increased for 25 years. If the parking rate at a meter increased to \$0.25/hour from current rates of either \$0.05/hour or \$0.10/hour, would you be:
- 20% strongly in favor 18% in favor 29% neutral 20% opposed 12% strongly opposed
16. Are you in favor of building a downtown parking ramp if your property tax had to increase to help pay for it?
- strongly in favor     in favor     opposed     strongly opposed     don't know
17. How would you characterize the impact of parking issues in downtown Hudson on your business on a scale from "no problem at all" to "so bad I may have to close my business,"?
- 15% no problem 23% some concern 40% major concern 15% losing sleep 6% may close business
18. In general, how would you rate the parking in downtown Hudson compared to similar downtown communities?
- 3% much worse 31% worse 45% about the same 7% better 4% much better 9% don't know
19. How would you rate the general business climate in downtown Hudson?
- 0% terrible 2% poor 29% average 47% good 23% excellent
20. How would you characterize your business?
- |  |                                    |
|--|------------------------------------|
| <u>1%</u> Drinking establishment                                       | <u>2%</u> Medical/Dental services  |
| <u>9%</u> Eating establishment   | <u>6%</u> Insure/Invest/Accounting |
| <u>0%</u> Other entertainment _____                                    | <u>7%</u> Legal services           |
| <u>1%</u> Health/Personal care store (drug store, beauty store, etc)   | <u>3%</u> Banking/Lending          |
| <u>10%</u> Personal goods store (books, jewelry, gifts, clothes, etc.) | <u>9%</u> Real estate              |
| <u>16%</u> Other retail  | <u>21%</u> Other service           |
| <u>12%</u> Other   |                                    |
21. How long has this business been in operation in downtown Hudson?
- 3% under 1 year 17% 1 – 5 years 22% 5.1 – 10 years 25% 10.1 – 20 years 34% 20+ years

## Employee Survey (N=273)

1. Do you feel that parking is a problem for your downtown Hudson customers:
  - a. In the summer? 74% yes 15% no 11% not sure
  - b. In the autumn? 58% yes 30% no 13% not sure
  - c. In the winter? 49% yes 32% no 19% not sure
  - d. In the spring? 58% yes 27% no 15% not sure
2. If you feel parking is a problem for your customers in downtown Hudson, during which of the following times do you feel this to be the case (*check all that apply*)?
 

<u>34%</u> Mon – Fri, 5 a.m. – 11 a.m.	<u>58%</u> Mon – Fri, 11 a.m. – 1 p.m.
<u>66%</u> Mon – Fri, 1 p.m. – 4 p.m.	<u>49%</u> Mon – Fri, 4 p.m. – 6 p.m.
<u>17%</u> Mon – <u>Thurs</u> , 6 p.m. – midnight	<u>41%</u> <u>Fri</u> , 6 p.m. - midnight
<u>13%</u> Sat – Sun, 5 a.m. – 11 a.m.	<u>28%</u> Sat – Sun, 11 a.m. – 1 p.m.
<u>35%</u> Sat – Sun, 1 p.m. – 4 p.m.	<u>29%</u> Sat - Sun, 4 p.m. – midnight
3. Do customers at your place of work say that they had difficulty finding a parking space in downtown Hudson? 64% yes 23% no (*go to question 5*) 13% not sure (*go to question 5*)
4. If customers at your workplace say they have difficulty finding a parking space in downtown Hudson, about how frequently does this occur?
 

<u>23%</u> daily	<u>39%</u> 2 – 4 times per week
<u>14%</u> 1 time per week	<u>16%</u> 1 – 2 times per month
<u>5%</u> 1 – 2 times per quarter (3 months)	<u>4%</u> 1 – 2 times per year
5. What is your usual means of getting to work?
 

<u>93%</u> drive alone	<u>3%</u> carpool	<u>2%</u> walk	<u>0%</u> bicycle	<u>2%</u> Other
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6. In the past year, I have received 3 (=average) parking citations from the City of Hudson.
7. Where do you usually park when you come to work in downtown Hudson?
 

<u>17%</u> on the street near the business	<u>22%</u> on the street in a non-metered area
<u>36%</u> in the business' private lot	<u>16%</u> on the street in a metered area
<u>35%</u> in a public parking lot	<u>5%</u> other
8. Do you know about the \$5/month parking permit? 27% yes 71% no 2% not sure  
(*if no go to question 9*)
9. Do you currently use a \$5/month parking permit? 10% yes 90% no 1% not sure
10. Have you ever used a \$5/month parking permit? 15% yes 85% no 1% not sure
11. Are you aware of the free parking spaces added by the city last year on First St? 59% yes 39% no 1% not sure

12. Do you receive any of the following parking benefits? (*check all that apply*)

72% free parking in business' private lot 1% parking/transportation allowance/subsidy  
8% free \$5/month parking permit 1% subsidized parking permit (I pay \$5/mo)  
8% other

13. The parking meter rate has not been increased for 25 years. If the parking rate at a meter increased to \$0.25/hour from the current rates of either \$0.05/hour or \$0.10/hour, would you be:

6% strongly in favor 17% in favor 37% neutral 23% opposed 17% strongly opposed

14. On a scale of 1 – 10 where 1 equals “no problem whatsoever” and 10 equals “a constant problem for me”, how would you rate parking issues in downtown Hudson?

7% no problem 11% infrequent problem 39% occasional problem 32% frequent problem 11% constant problem

15. In general, how would you rate the parking in downtown Hudson as compared with similar downtown communities?

4% much worse 29% worse 40% about the same 15% better 7% much better 5% don't know

16. How would you characterize your work?

12% Waiter/Waitress/Bar Tender 15% Retail Clerk 15% Secretary/Receptionist  
4% Cook 4% Legal services 9% Finance/Insurance/Real Estate  
8% Skilled labor 1% Unskilled labor 17% Management  
18% Other

17. How long have you worked in downtown Hudson?

16% < 1 year 46% 1 – 5 years 21% 5.1 – 10 years 13% 10.1 – 20 years 3% 20+ years

## Appendix C – Hudson Area Resident Phone Survey and Responses (N = 380)

1. Do you park in the Downtown area of Hudson?

81.3% yes      18.7% no      (if no, go to Question 5)      0% not sure

2. If yes, how often do you park there? [Read the options and ask the subject to pick the one that most closely matches how often he or she parks there.]

24.9% once a week      22.3% 2-4 times per week      7.8% 5 or more times per week

29.4% 1-2 times per month      13.6% less than once a month      1.9% other

3. Are there particular day or days and times of day that you regularly park in downtown Hudson?

31.8% yes      68.2% no

4. If yes, please indicate the days and times you regularly park downtown

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Pre 8 a.m.	17%	14%	13%	16%	14%	16%	15%
8 - 10 a.m.	20%	30%	33%	33%	31%	28%	18%
10 a.m. – noon	18%	28%	32%	34%	32%	26%	18%
Noon - 2 p.m.	17%	26%	30%	31%	30%	25%	22%
2 – 5 p.m.	18%	25%	32%	30%	31%	29%	22%
5 – 7 p.m.	22%	22%	28%	27%	26%	33%	30%
7 – 9 p.m.	20%	18%	25%	22%	23%	31%	28%
Post 9 p.m.	17%	13%	14%	14%	14%	23%	20%

5. When you hear the terms “parking close to where you plan to visit”, does that mean:

18.4% within ½ block      35.7% ½ to 1      32.6% 1 – 2 blocks      7.2% 2 – 3 blocks      5.5% 3+ blocks

6. Generally speaking, how easy is it for you to find a parking spot that is “close” (as you’ve defined it) to your downtown destination?

5.0% very easy      54.4% easy      27.9% difficult      7.2% very difficult      5.5% no opinion

7. Have you ever had difficulty finding a downtown parking place “close” (as you defined it above) to where you plan to visit?

60.9% yes      36.4% no (go to Question 10)      2.8% not sure

8. If you have had difficulty finding a parking place “close” (as you defined it above) to where you plan to visit, what percentage of the time does that happen?

18.6% 76 – 100%      16% 51 – 75%      23.8% 26 – 50%      39% 1 – 25%      2.6% never

9. If you have had difficulty finding a parking place “close” (as you defined it above) to where you plan to visit, was this because of a downtown event or festival?

47.1% yes      41.2% no      11.8% not sure

10.(a-d)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. It is easy for pedestrians to get around downtown Hudson	0.3%	6.7%	9.7%	79.2%	4.2%
b. It is easy to find available parking that suits my needs in downtown Hudson.	3.1%	25.4%	13.4%	55.9%	2.2%
c. I sometimes avoid visiting downtown because I believe parking will be difficult	3.4%	48.3%	11.2%	33.8%	3.4%
d. It is easy to get around downtown Hudson by car.	2.5%	13.6%	18.7%	63.8%	1.4%

11. Do you usually park in one of the public parking lots?

35.4% yes      61% no      3.9% not sure

12. If yes, what is your reason or reasons for parking in a lot? Do you park in the lot

**[Read the list and record accordingly. More than one response is possible.]**

25.2% you do not have to pay the meters  
24.8% for free long term parking  
4.1% for metered parking  
69.4% because it is convenient  
50.4% because you can't find a suitable, on street, parking place

### **Parking Preferences**

13. (a-c)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. I prefer the convenience of parking right in front of my downtown destination.	0%	4.1%	8.8%	68.7%	18.4%
b. I would support construction of a downtown Hudson parking ramp.	6.6%	31.4%	27%	32.2%	2.8%
c. Paying a fee to park in a parking ramp would be worth the convenience.	6.6%	39.2%	23.5%	29.8%	0.8%

10.1%	None	28.8%	1-25%	26%	26-50%	15.6%	51-75%	19.6%	76-100%
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<u>3.5%</u> Under \$25,000	<u>7.7%</u> \$25,000 - \$34,999	<u>10.4%</u> \$35,000 - \$49,999
<u>20.1%</u> \$50,000 - \$74,999	<u>17.0%</u> \$75,000 - \$99,999	<u>19.7%</u> \$100,000+ <u>21.6%</u> don't know

## Comments from Telephone Survey

**Q2** If yes, how often do you park there (downtown Hudson)? “other” choice”

only when needed

once a year

3 times a year

every day

**Q15** Do you have any comments regarding parking in the downtown area of Hudson, or this survey?

We avoid going downtown at certain times of the day to avoid the bad parking

Accessible parking is important to Hudson's future & the nightlife could improve. Expanding scattered parking would be sufficient rather than one parking ramp at the one end of town

There are plenty of places and you can find one after 5pm after businesses close

Its difficult most of the time to find a good spot and the meter maid is uncooperative

Don't build a RAMP!

More pedestrian crossings needed

Don't want to lose uniqueness of small town with parking ramp. Would depend where its located

Don't want parking ramp - keep small hometown feel

Parking is tight for evening tourist activity, but I work in Minneapolis so I could not tell you what it is like during the day downtown

We need more parking! Especially by Riverside and Dick's!

No Ramp!

Event parking should not take up public lots...resident parking should take precedence

Hard to parallel park on the main drags

We're growing and need more parking. Where? I don't know. Meters are a bargain! If you go to Minneapolis, you have to pay a lot more than what you do in Hudson

It's pretty tough to find a spot

No Ramp!

Big business trucks should not be allowed downtown! They take up a lot of the road space so sometimes it is difficult to drive in Hudson via car

Need more parking

night time easy parking, difficult during the day

Small fee on parking ramp, bumner during the summer

Bonavista has problem with parking and has no convenience, second spot for drop-off, keep snow cleared at all times. Parking ramp for employees, but otherwise no

Too many people in leases for amount of parking there is. Too many people in 1 building, zoning control for businesses/building and parking

Ask more questions before building a ramp. Tell us more information, please

Overnight parking for boaters needed!!

Meters are more expensive than River Falls; 15 min free would be nice!

Meters are great! Very reasonable prices!

Very strict on meter time limit- get tickets often

Gotten better since added parking along river

Usually walk downtown- live 7-8 blocks away

Meters should be 3-4 hrs - times are too short now

Always busy at drugstore, hard on Main Street, don't like parking on street because of congestion and



not good at street parking  
 Move further from crosswalks so people can easily cross the streets  
 Pedestrians have a hard time crossing streets. Cars don't yield to pedestrians  
 It's not that bad, it's not that good  
 When there are special events I avoid going downtown with all the craziness  
 I don't like it so I don't go downtown, I tend to stay away. It is just a hassle  
 Meter maids are too aggressive, waiting for clock to tick and ticket you  
 The more restaurants, the more parking will be needed  
 Encourage more walking because of the new signs and crosswalks  
 Walks because she only lives 5 blocks away. Sorry for not being that helpful  
 Is a ramp really necessary?  
 Need more parking!  
 Get rid of your meter maid. He is cranky and mean spirited  
 Parking better since spaces were added by the river!  
 Meter maid is way too strict!  
 Terrible  
 Restaurants need more parking  
 Very little handicap parking  
 Seems reasonable in price to park  
 Crowded, they have to figure out more parking. It's like the city; you have to get there early before the out-of-towners  
 No parking ramp!  
 "You guys should get rid of the meters"  
 No Ramp!  
 Adequate now - ramp not necessary  
 Parking fine now-worried how will be in future when older and not able to walk great distances to destination  
 Fine  
 Impossible - very inconvenient to drive around looking for street parking  
 Fine  
 Weekends hard, weekdays easier  
 A lot of needless parking - customers need more parking not the employees. If they just walk a little bit it would be better. Don't let people stay in one place too long  
 Needs improvement  
 It's not an issue  
 Needs work  
 It sucks, it's pretty hard  
 Generally, parking is difficult  
 A parking solution is needed that is more practical for visitors to the area  
 I live there so I'm always parking downtown  
 Parking is very difficult at night. No ramp, spread out instead  
 Easy during the day, hard at night  
 Never go to downtown Hudson  
 Parking isn't the problem as the traffic is. Should bypass coming off 94 onto 35, bypass parking would be improved  
 Oppose ramp ~ like old fashion downtown

Gotten more difficult over the years  
Don't want a ramp  
Want covered ramp, fees to park in ramp shouldn't be much more than the meter rates  
Fine now ~ no problems  
More stop lights needed  
More spots needed on 2nd street  
Fine as long as it is not Friday or Saturday night  
Difficult  
Very hard- especially at night to find a spot  
Hope they clear parking issues soon  
Don't think its that bad  
It sucks  
Parking has been bad for years, and it is difficult to find handicap parking  
Need new ticket officer for parking tickets (he is getting to old)  
Fine and easy, No ramp!!! Always space, Hudson is not very big so there is no problem at all  
Like upgrades on 1st street  
Its ok, sometimes overwhelming. We don't need a ramp  
Ok for pedestrians when people stop at the crosswalk. After 3:30 parking is difficult  
What parking? There is never any parking, so I don't go  
Motorcycle in summer, so don't have a problem. If I have to park farther away it is good for my health  
I don't go downtown because there is no parking; I go to Woodbury instead because they have good parking. They can take their meters and whatever else because it sucks  
Crowded more often than not!  
Very hard to find a spot  
In general, people that are employed by stores downtown should not park in front of the store. It's really hard for customers when they do  
I think it's unrealistic for people to think that they have to park directly in front of a place. It's not like Hudson is Paris and you have to walk miles to your destination  
It would be nice if the ramp wasn't taller than the surrounding buildings. It should fit into its surrounding area (downtown looks antique)  
I'm amazed at how small townish we are and how people refuse to use the crosswalk. Stop jaywalking.  
Put a crosswalk by where you cross to go to Barker's  
St. Croix and Main intersection needs a stoplight. From 4-6pm it is a nightmare. This would help greatly  
Need more free long term parking  
Commute to Stillwater usually to eat, shop, etc. - better downtown area there  
Try to avoid the downtown area because of traffic congestion  
More free lots  
Would rather walk than pay fees  
Has gotten better since police put up signs for pedestrians. Downtown isn't patrolled enough  
Need parking for business workers  
Doesn't park-goes through drive-thru at bank  
Need a long term solution  
More meters and longer time  
No ramp  
Do we really need a ramp? Advertise the public lots  
Need more parking

Pain in the neck; parking ramp only if by shopping  
Not enough-hill or 5th or beach; not convenient parking  
Ramp not needed-town not that big  
Not enough parking  
Just fine with me  
I get there early enough to go to work so the parking isn't bad. The meters get to be expensive  
I don't drive often so I may not be a very good person to answer this survey  
I do not want a parking ramp downtown  
Can't beat the price  
Like pedestrian yield signs  
Parking is difficult ~ avoid going downtown to restaurants ~ especially hard with young kids