

Attachment-1 2022 Seasonal Patio Program Engagement Survey Report

Introduction

To ensure that a permanent Seasonal Patio Program truly reflects the expectations of all user groups, staff ran a community engagement survey from December 12, 2022, to January 13, 2023, through the "Have Your Say" platform. The survey had a strong showing of participants with 907 total survey submissions. The voices and perspectives of Guelph's residents, patio operators, business owners, and visitors have shaped the program as recommended.

This report synthesizes and summarizes the perspectives of user groups as patio visitors, non-patio visitors, patio operators, and non-patio operators. By analyzing the survey responses, feedback, and suggestions, we aim to provide a comprehensive overview of the program's impact on various stakeholders and shed light on the collective vision for its continuation.

The statistics and insights presented in the following pages are a testament to the enthusiasm and support for the Seasonal Patio Program as well as areas in which the program can be improved for all. The valuable feedback details the program's positive impact on revenue generation, employment opportunities, and the overall ambiance provided by flexible street activation while also taking into account suggestions for modifications and improvements.

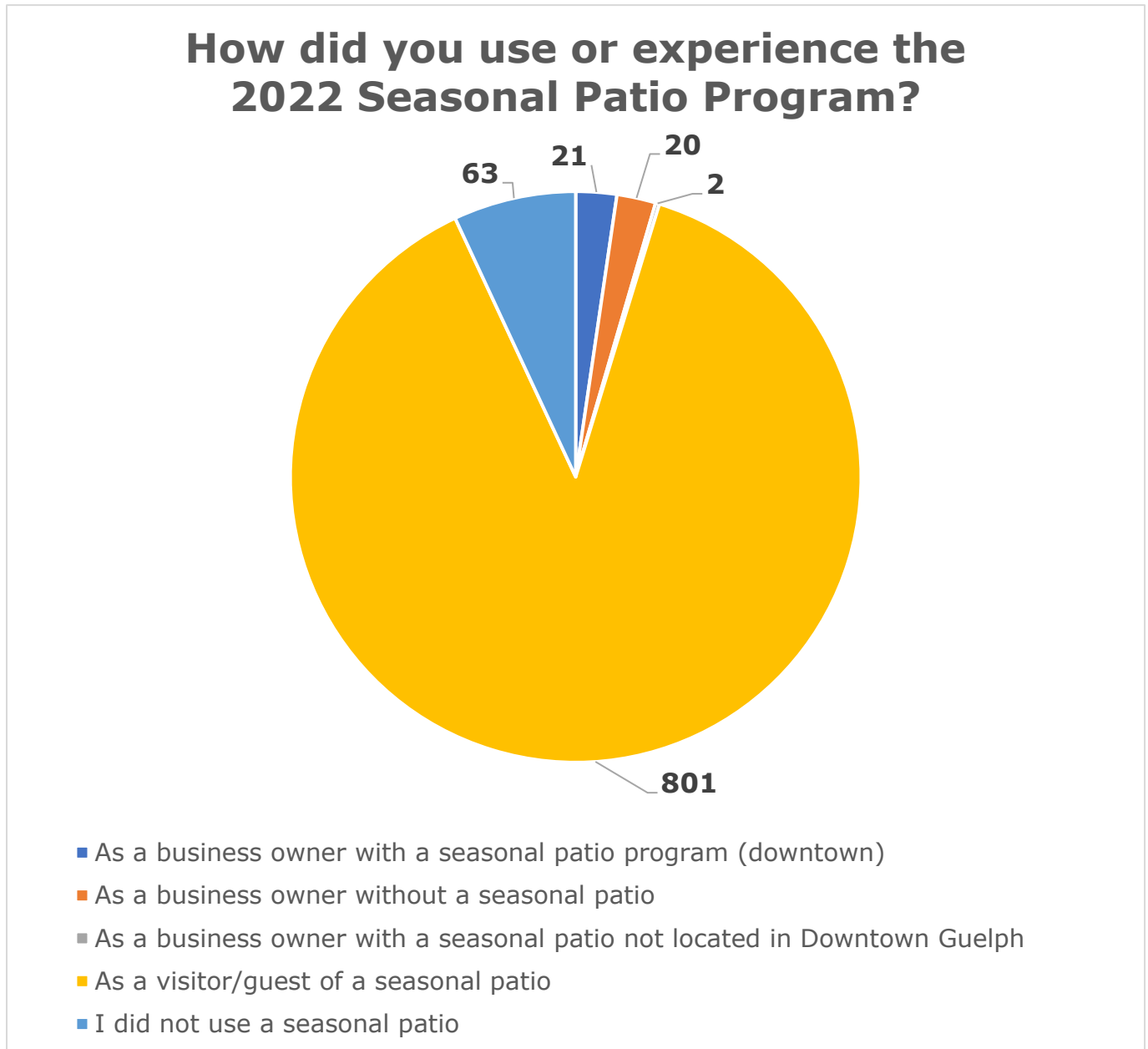
This report aims to foster transparency, collaboration, and a shared sense of purpose in shaping Guelph's Seasonal Patio Program.

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Have Your Say Community Engagement Survey

The community engagement survey results presented below ran through the [Have Your Say](#) platform between December 12, 2022 and January 13, 2023.



A business owner with a Seasonal Patio

- Number of respondents: 21
- Percentage: 2.3 percent of the total 907 responses

Business Owners without a Seasonal Patio

- Number of respondents: 20
- Percentage: 2.2 percent of the total 907 responses

Business Owners with a Seasonal Patio not located in Downtown Guelph

- Number of respondents: 2
- Percentage: 0.2 percent of the total 907 responses

Visitors/Guests of a Seasonal Patio

- Number of respondents: 801
- Percentage: 88.3 percent of the total 907 responses

Participants who did not use a Seasonal Patio

- Number of respondents: 63
- Percentage: 6.9 percent of the total 907 responses

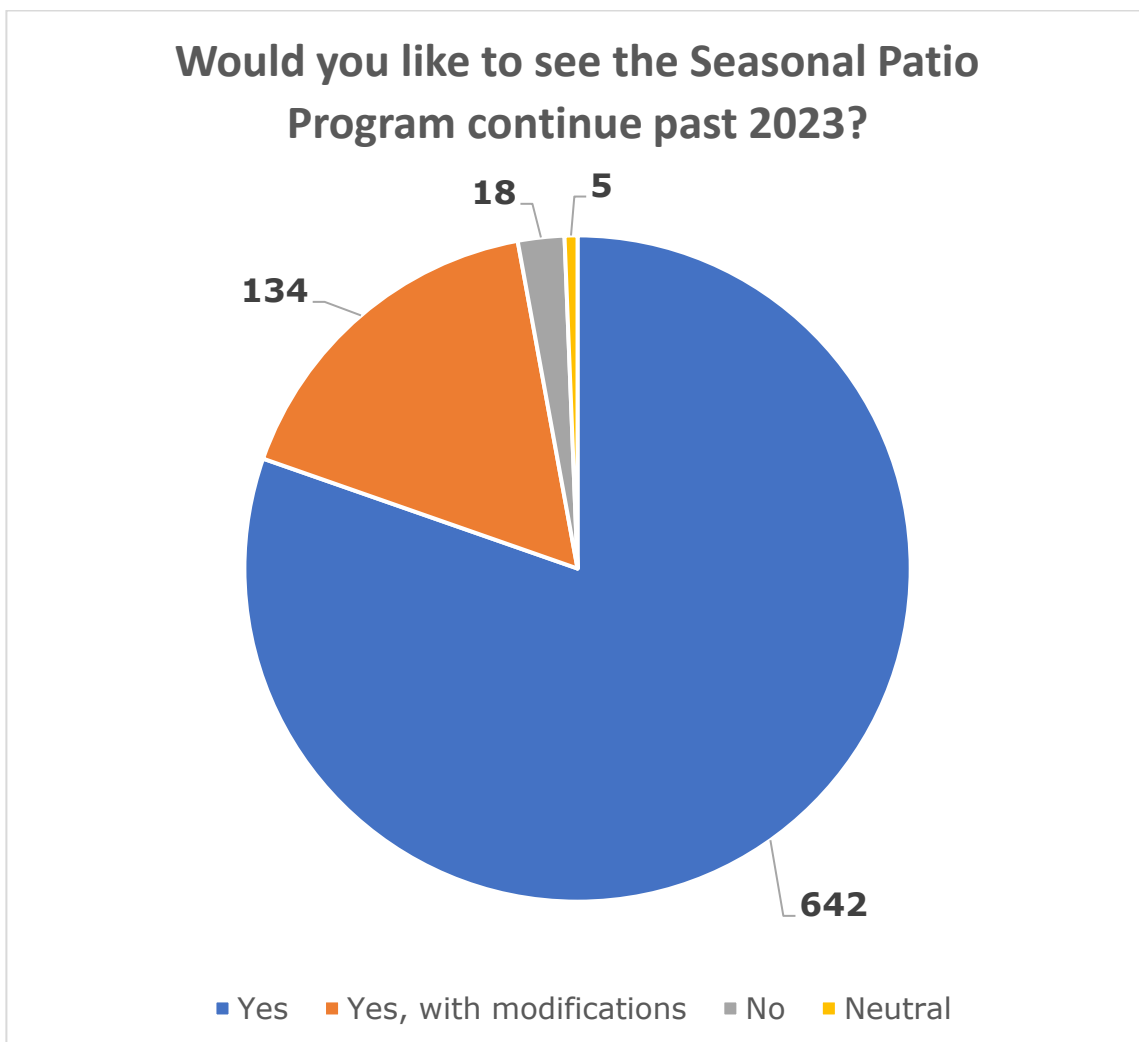
Total Respondents: 907*

* Discrepancy in reported numbers attributed to duplicate submissions.

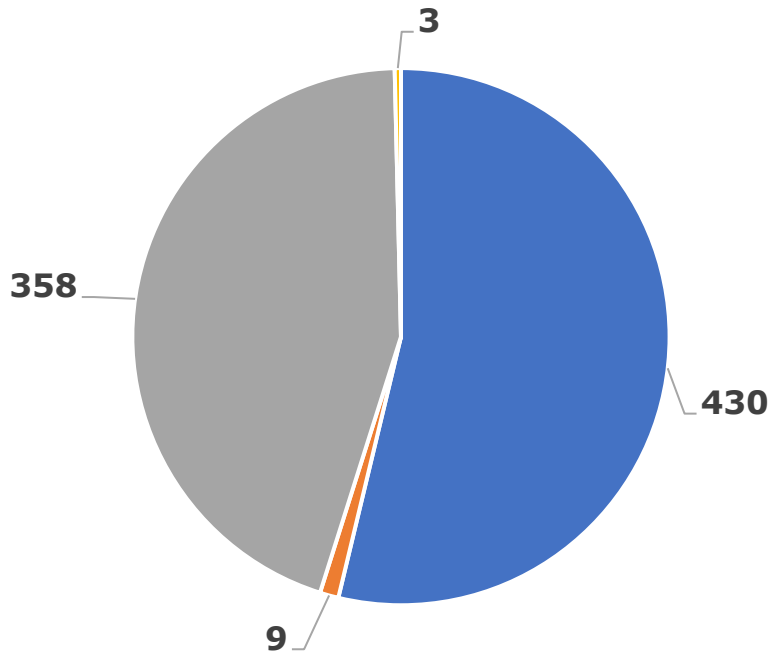
Patio visitors

The feedback from visitors/guests of the Seasonal Patio Program in Guelph was overwhelmingly positive, with 801 respondents (88 percent of the total) sharing their experiences within strong desire for the program to continue. Participants expressed their love for the outdoor patio spaces, noting that it provided a cozy and inviting atmosphere, allowing them to enjoy the beautiful Guelph weather while dining or socializing. In addition, many respondents appreciated the European ambiance and the vibrant look it brought to the city.

While most visitors praised the program, a few constructive suggestions and concerns were raised. These included aspects such as the design and appearance of the patios, the expectation for more inviting and well-maintained spaces, and suggestions to close off streets to vehicular traffic for a more pedestrian-friendly experience. The responses provide valuable insights for how city staff can work with the Downtown Guelph Business Association and business owners to improve the look and feel of activated patios and refine the program in the future.

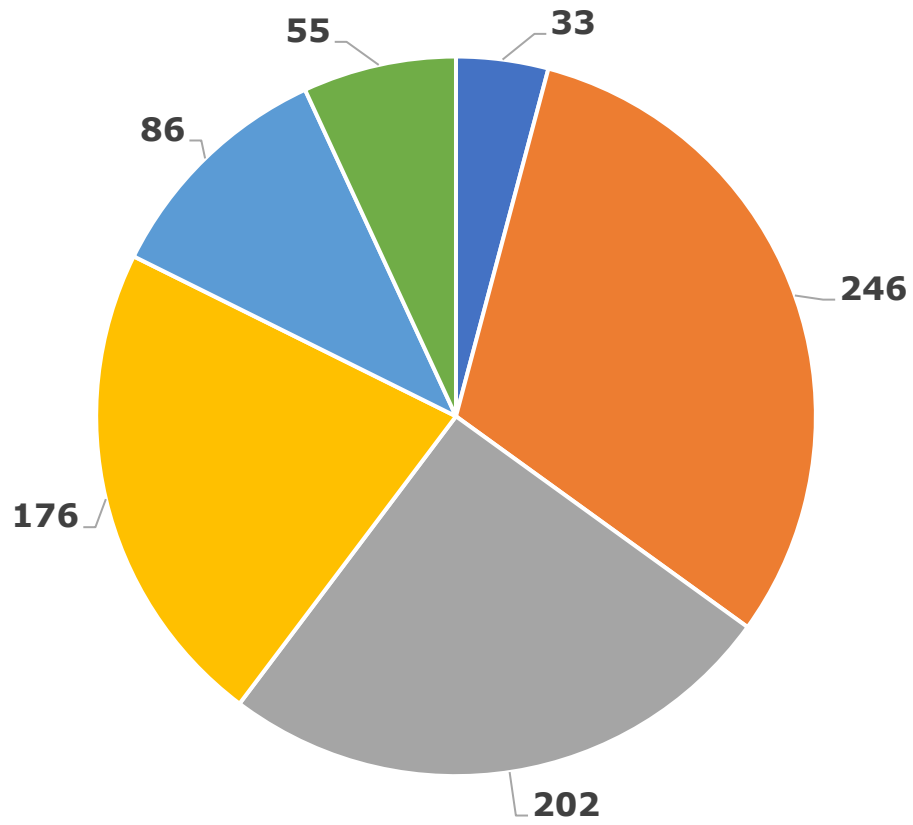


Did you visit an on-street patio Downtown or a Seasonal Patio in 2022?



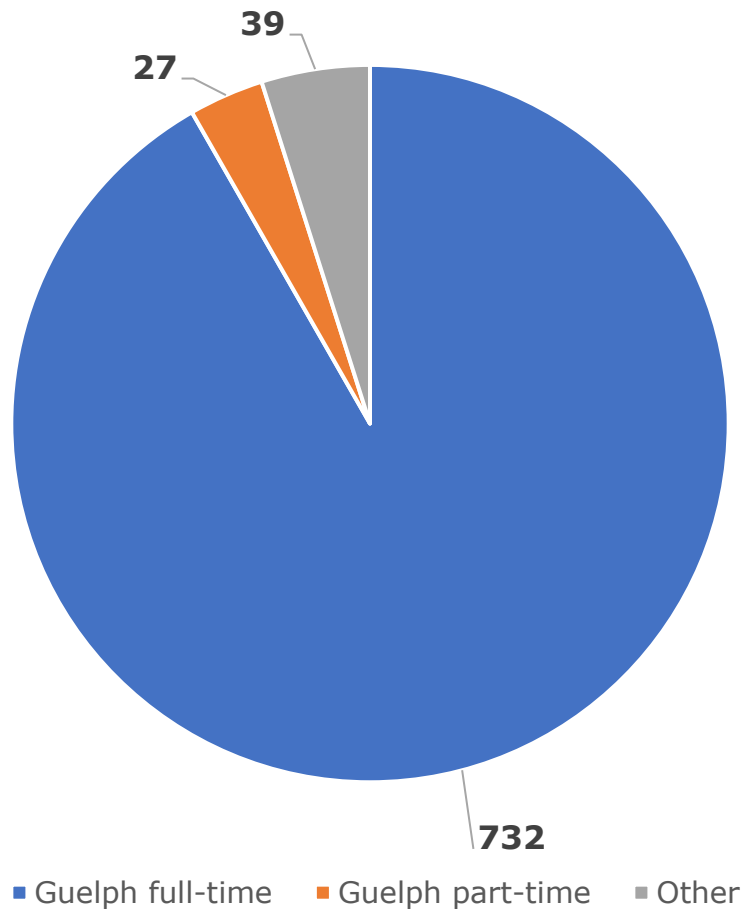
- Yes, I visited a downtown patio
- Yes, I visited a patio outside of the downtown
- Yes, I visited patios in the downtown and outside of downtown
- I am not sure

What is your age range?



■ 18 to 24 ■ 25 to 34 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65 or older

Where do you live?



Feedback summary: patio visitors

The below comments reflect answers to the question “What did you like and dislike about the 2022 Seasonal Patio Program?”

Vibrant Atmosphere and Community Feel:

- Number of comments: 110 (16 percent of total comments)
- Summary: Visitors appreciated the vibrant atmosphere created by the patios, including decorations, lights, and the sense of community it fostered. They enjoyed the lively and welcoming environment it brought to downtown Guelph.

Outdoor Dining Experience:

- Number of comments: 95 (13 percent of total comments)
- Summary: Visitors expressed their enjoyment of the outdoor dining experience provided by the patios. They valued the opportunity to sit outside, enjoy the weather, and dine at local restaurants. It enhanced their overall dining experience.

Support for Local Businesses:

- Number of comments: 37 (5 percent of total comments)
- Summary: Visitors recognized the positive impact of the program on local businesses. They appreciated the additional seating options and expressed their willingness to support downtown establishments. The program contributed to the growth and success of these businesses.

Safe and Inviting Environment:

- Number of comments: 110 (16 percent of total comments)
- Summary: Visitors felt safe and comfortable dining on the patios. They appreciated the program's efforts in creating a welcoming and inviting atmosphere. The program enhanced their overall experience by providing a pleasant and secure environment.

Increased Seating and Availability:

- Number of comments: 132 (19 percent of total comments)
- Summary: Visitors appreciated the program's contribution to increasing seating options in downtown Guelph. They enjoyed the availability of outdoor spaces, which made it easier to find a spot and dine at their preferred locations.

Positive Impact on Downtown:

- Number of comments: 209 (30 percent of total comments)
- Summary: Visitors acknowledged the program's positive impact on the downtown area and expressed their appreciation for the program. They mentioned how it transformed the streets, created a vibrant and lively atmosphere, and made downtown Guelph a more appealing destination. Visitors also identified that the program enhanced their experience of visiting the Downtown.

Convenience and Choice:

- Number of comments: 69 (10 percent of total comments)
- Summary: Visitors mentioned the convenience and variety provided by the program. They enjoyed the option to choose between indoor and outdoor dining and appreciated the availability of different restaurant choices in the downtown area.

Traffic, Street Closures and Pedestrianization:

- Number of comments: 92 (13 percent of total comments)
- Summary: Visitors mentioned the benefits of reduced car traffic and increased pedestrian-friendly spaces. They appreciated the program's impact in creating a safer, more pedestrian-oriented downtown environment. Many visitors also expressed a desire for complete street closures, especially during peak patio times and on weekends, to create a pedestrian-friendly downtown environment.

Aesthetic Improvements and Barrier Design:

- Number of comments: 42 (6 percent of total comments)
- Summary: Visitors mentioned the need for visually appealing barriers and fencing options instead of the large white barriers that were considered unattractive. Suggestions included using wood fencing, planters, or other creative solutions to enhance the overall aesthetic of the patios and downtown area.

Parking and Access:

- Number of comments: 128 (18 percent of total comments)
- Summary: Some visitors expressed concerns about the impact on parking availability and suggested providing more designated parking areas or offering free parking options during the patio season. Accessibility needs were also mentioned, emphasizing the importance of considering the needs of individuals with disabilities and ensuring easy access for delivery vehicles.

Traffic Control and Safety:

- Number of comments: 172 (24 percent of total comments)
- Summary: Visitors mentioned the need for better traffic control measures to ensure the safety of pedestrians, cyclists, and patio patrons. Some suggested reducing the number of cars in the downtown area, limiting vehicle access, or implementing traffic calming measures.

Duration and Expansion:

- Number of comments: 22 (3 percent of total comments)
- Summary: Some visitors expressed a desire for the patio season to be extended or for patios to be open year-round, taking advantage of Guelph's summer weather. There were suggestions to expand the program to include more streets, create larger patio spaces, or allow businesses outside of the downtown core to participate.

Suggested modifications summary: patio visitors

The below comments reflect answers to the question “What modification do you think should be made?”

Street Closures and Pedestrianization:

- Number of comments: 79 (63 percent of total comments)
- Summary: This theme was the most frequently mentioned, with over half of the respondents expressing a desire for street closures to vehicular traffic and creating pedestrian-only areas in downtown Guelph. They expressed a desire for a more pedestrian-friendly environment, similar to the setup in previous years.

Aesthetic Improvements and Barrier Design:

- Number of comments: 42 (34 percent of total comments)
- Summary: Many respondents commented on the need for aesthetic improvements, with most suggestions for improvement around the large white barriers used for the patios. They suggested using different materials such as wood fencing or more visually appealing barriers that would enhance the overall look of the patios and the downtown area.

Parking and Access:

- Number of comments: 31 (25 percent of total comments)
- Summary: Several respondents expressed concerns about parking availability and access to downtown during the patio season. They mentioned the need for more parking options, including free or affordable parking, and highlighted the challenges faced by visitors in finding convenient parking spots.

Traffic Control and Safety:

- Number of comments: 30 (24 percent of total comments)
- Summary: A significant number of respondents raised concerns about traffic control and safety issues, particularly the proximity of vehicles to the patios and the potential risks it poses. They suggested measures such as reducing vehicle traffic, implementing traffic calming measures, and enhancing safety precautions to ensure a safer and more enjoyable experience for patrons.

Duration and Expansion:

- Number of comments: 22 (18 percent of total comments)
- Summary: Some respondents felt that the patio season should be extended or expanded to provide more opportunities for outdoor dining and socializing. They suggested longer durations, additional street closures, and the inclusion of events or activities to attract more visitors and promote tourism in the downtown core.

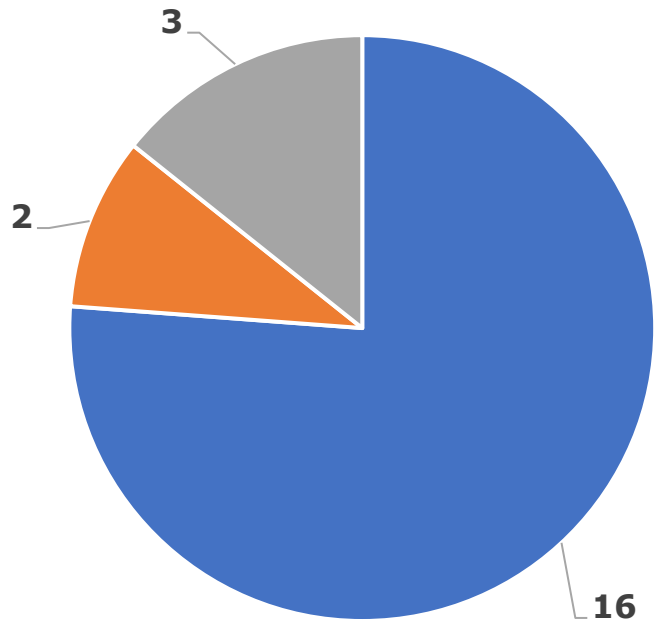
Seasonal patio operators

We received valuable feedback from business owners who had a Seasonal Patio as part of the 2022 Seasonal Patio Program in Guelph. A total of 21 downtown businesses shared their experiences and perspectives on how the program impacted their establishments.

The survey asked specific questions related to their use and experience of the seasonal patio program, the impact on revenue generation, employment opportunities, desire for program continuation, and preferred communication methods. The feedback provided by these business owners and private property operators offers insight into the program's effectiveness in driving revenue, creating employment opportunities, and enhancing the business environment in Guelph through customer service and programming opportunities.

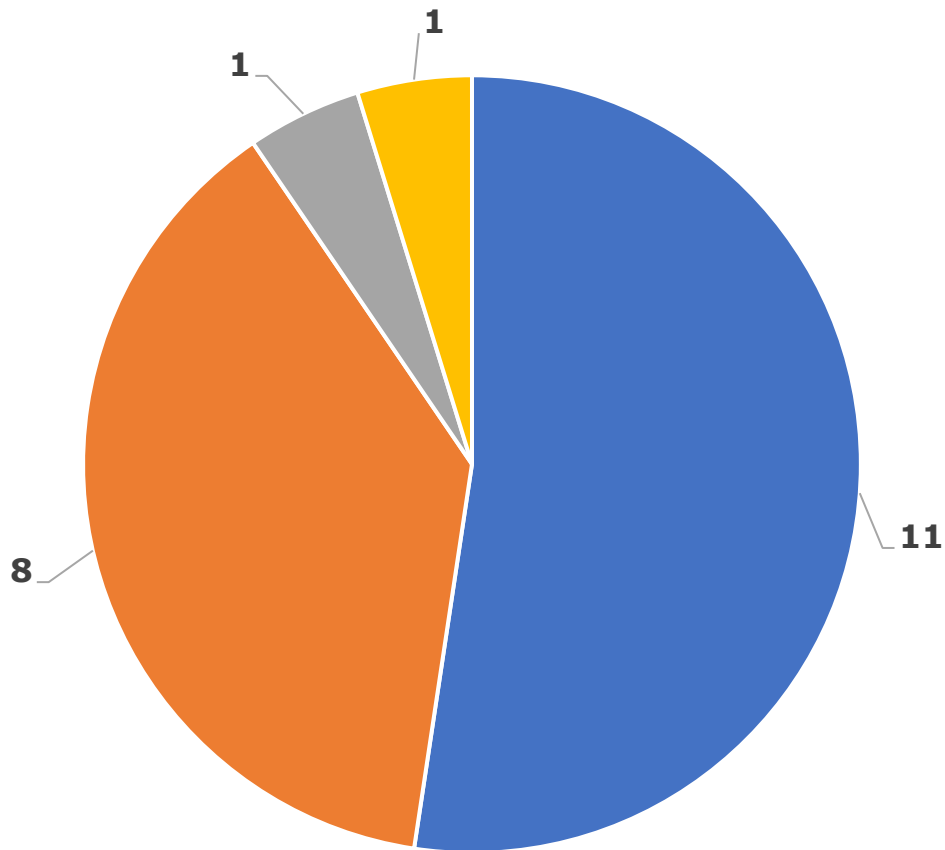
Their perspectives and suggestions for improvement provided valuable input for the permanent program. By evaluating the comments provided, we gained a deeper understanding of the benefits, challenges, and opportunities associated with the Seasonal Patio Program for businesses located downtown and those operating on private property. The patio program has been a great success and patio operators expressed positive outcomes from its implementation. Operators echoed similar comments as shared by visitors around the overall vibrancy, added activity and experiences as well as community building. Recommendations for improvement largely involved patio size limitations, fee considerations and improved parking solutions.

How did the 2022 Seasonal Patio Program impact your business's ability to generate revenue?



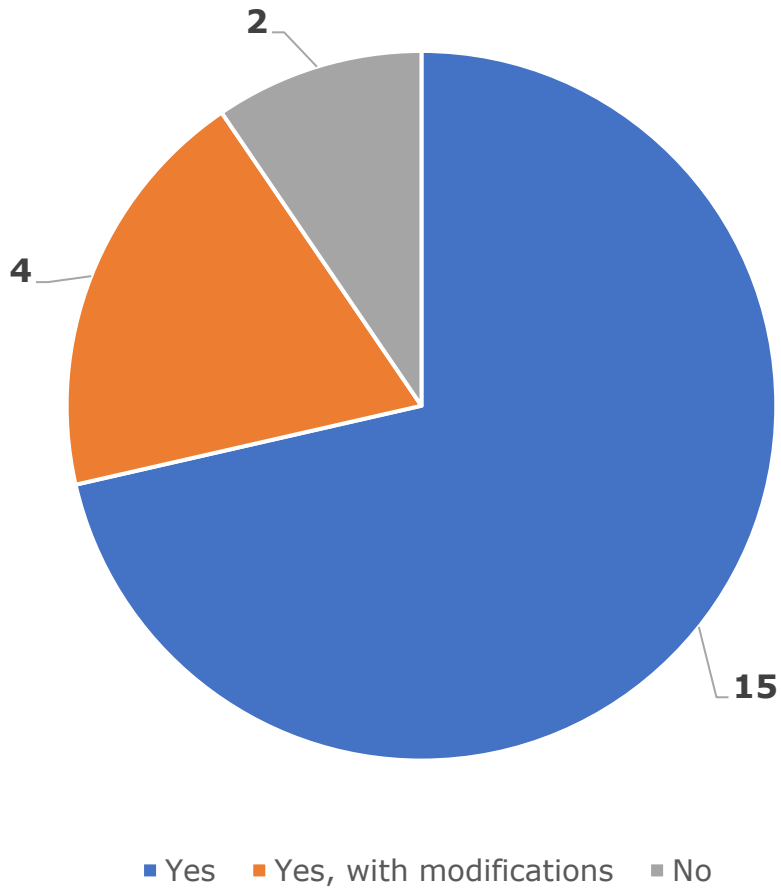
- It positively impacted our revenue
- It negatively impacted our revenue
- It did not make any difference

Did the 2022 Seasonal Patio Program impact your business's employment opportunities?

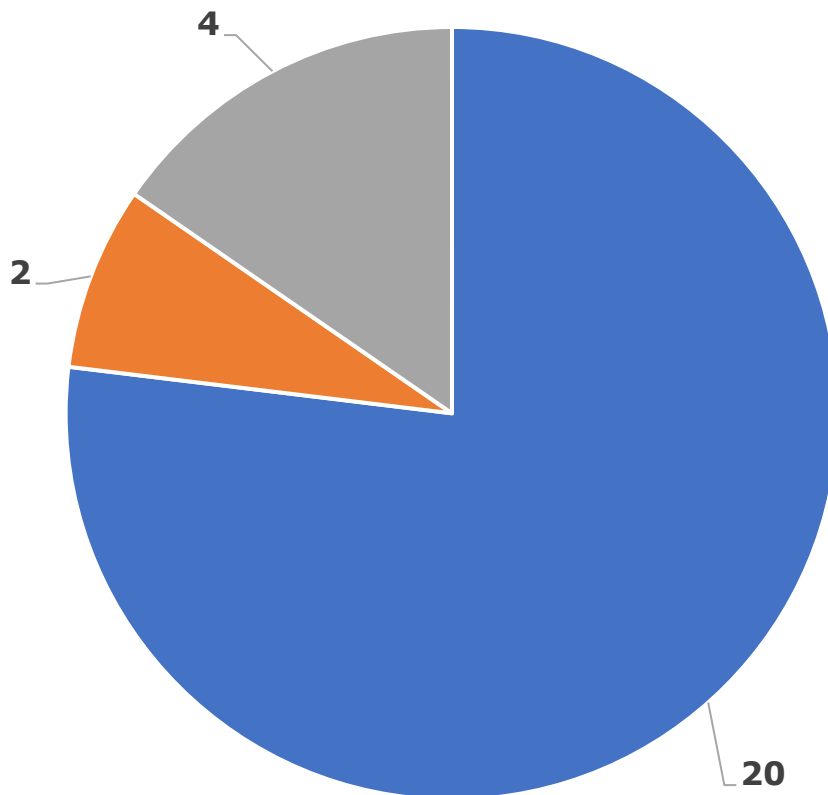


- Yes, we hired more employees working than we normally do
- We maintained the same amount of employees working as we normally do
- No, we had less employees working than we normally do
- No, we did not offer any employment opportunities

Would you like to see the Seasonal Patio Program continue past 2023?



How would you prefer to receive communications about the Seasonal Patio Program?



- Dedicated patio email
- In-person pre-season meetings
- In-person check-ins

Feedback summary: patio operators

The below comments reflect answers to the questions “What did you like about the 2022 Seasonal Patio Program?” and “What other feedback would you like us to know about the Seasonal Patio Program?”

Increased Foot Traffic and Vibrant Atmosphere

- Number of comments: 8 (77 percent of total comments)
- Summary: Respondents highlighted the positive impact of the patio program in bringing more foot traffic to downtown and creating a vibrant atmosphere. They appreciated the increased activity. The European ambiance was also appreciated.

Expanded Dining Space and Outdoor Seating

- Number of comments: 5 (42 percent of total comments)
- Summary: Respondents expressed their satisfaction with the expanded dining space and the availability of outdoor seating options. They appreciated the program for bringing in more business, creating employment opportunities, and adding life to the downtown area.

Positive Business Impact and Economic Opportunities

- Number of comments: 5 (42 percent of total comments)
- Summary: Respondents acknowledged the positive cooperation with the city and the program coordinator. They highlighted the program's impact on businesses, its contribution to downtown activation, and its ability to attract visitors from outside the city, leading to economic opportunities.

Community Engagement and Social Connection

- Number of comments: 2 (17 percent of total comments)
- Summary: Respondents mentioned the community engagement and social connections facilitated by the patio program. They appreciated the program's ability to bring people downtown, including those who hadn't visited in a long time.

Positive Impact on Downtown and Increased Foot Traffic

- Number of comments: 4 (mentioned by 33 percent of total comments)
- Summary: Feedback highlighted the significant boost the patio program has brought to downtown, attracting more visitors and benefiting all businesses.

Financial Considerations and Fees

- Number of comments: 3 (mentioned by 25 percent of total comments)
- Summary: Some respondents suggested charging rent for the public space used by the patios and considering fees for barriers to ensure fairness.

Patio Utilization and Regulation

- Number of comments: 2 (mentioned by 17 percent of total comments)
- Summary: There were concerns expressed about underutilized patios and the need to ensure businesses adhere to regulations regarding setup and seating.

Impact on Parking and Access

- Number of comments: 2 (mentioned by 17 percent of total comments)
- Summary: Feedback highlighted parking complaints and the potential impact on access and parking availability for both patrons and other businesses

Suggested modification summary: patio operators

The below comments reflect answers to the question “What modifications would you like to see made to the Seasonal Patio Program?”

Underutilized Patios and Size Limitations

- Number of comments: 3 (75 percent of total comments)
- Summary: Respondents expressed concerns about certain patios being underutilized and suggested implementing size limitations to ensure a balance between patio spaces and available parking.

Safety and Security Concerns

- Number of comments: 2 (50 percent of total comments)
- Summary: Safety concerns were raised regarding the close proximity of patios to traffic and the need for increased security measures to prevent activities taking place near patio areas.

Improved Parking Options

- Number of comments 2: (50 percent of total comments)
- Summary: Respondents emphasized the need for better parking options, suggesting that designated parking spots for businesses would be preferable to full-size patios.

Customer comment summary: patio operators

The below comments reflect answers to the question “Did you receive feedback from your customers about the 2022 Seasonal Patio Program that you think we should know? If so please tell us here.”

Discovering Downtown:

- Number of comments: 3 (20 percent of total comments)
- Summary: Some customers mentioned that they had never realized how nice downtown Guelph was until they experienced the Seasonal Patio Program. They expressed appreciation for the opportunity to explore and enjoy the downtown area.

Parking Concerns:

- Number of comments: 5 (33 percent of total comments)
- Summary: Customers raised concerns about the lack of available parking spots during the patio program. They emphasized the need to address parking issues to accommodate both patio visitors and downtown patrons.

Positive Reception and Overall Satisfaction:

- Number of comments: 14 (93 percent of total comments)
- Summary: Customers provided positive feedback and expressed overall satisfaction with the Seasonal Patio Program. They enjoyed the additional outdoor space, the unique atmosphere it created in downtown Guelph, and the variety of patios available. The program received praise for its positive impact on foot traffic, vibrancy, and economic opportunities in the area. Customers appreciated the opportunity to discover new shops and businesses, making downtown Guelph a destination for socializing, dining, shopping, and entertainment.

Desire for Road Closures:

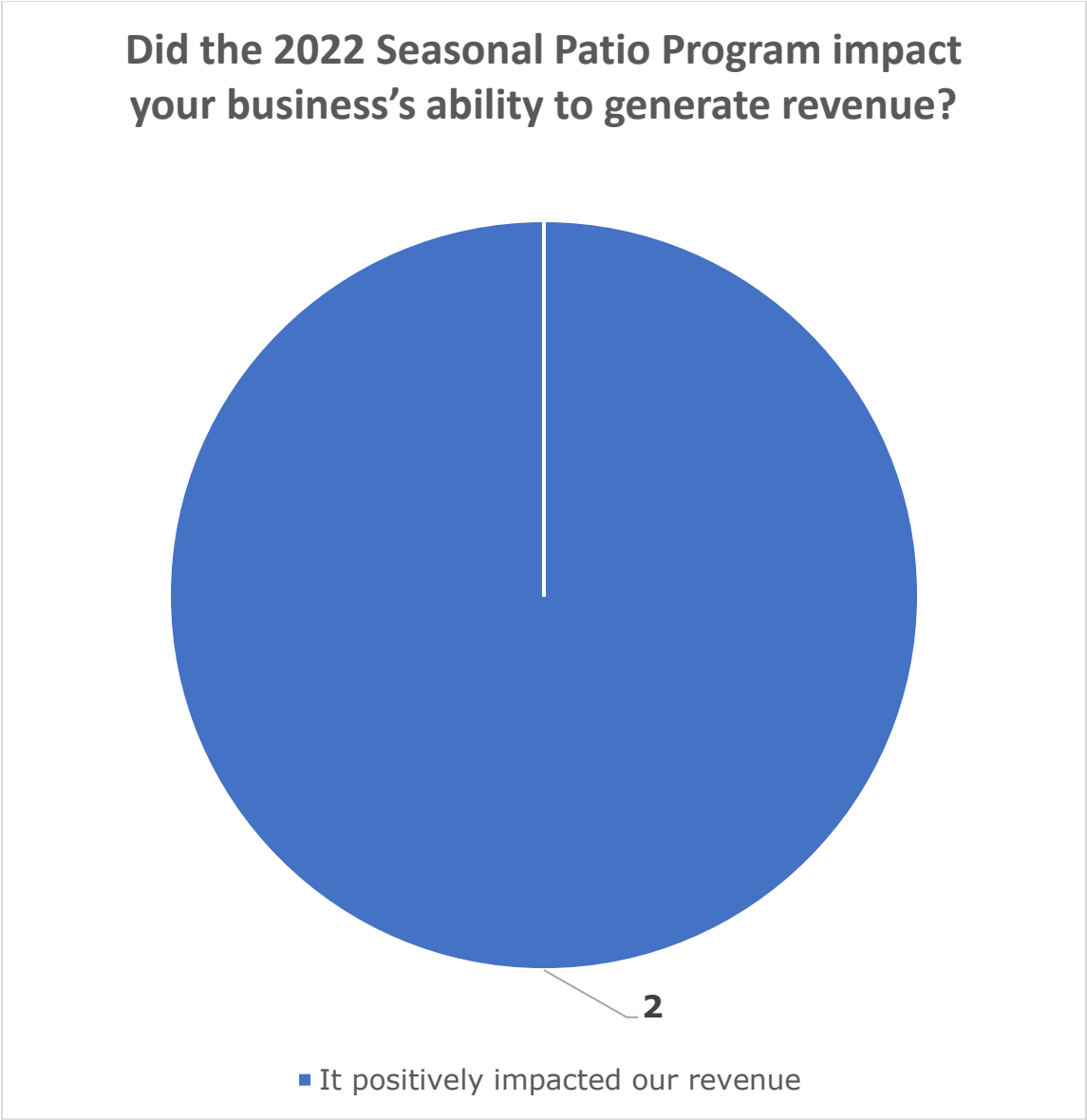
- Number of comments: 2 (13 percent of total comments)
- Summary: A few customers mentioned that they missed the road closures experienced in previous years. They expressed nostalgia for that experience and felt that it added to the overall ambiance of the downtown area.

Barrier Design:

- Number of comments: 2 (13 percent of total comments)
- Summary: Customers expressed confusion and dissatisfaction with the white barriers used in the Seasonal Patio Program, citing options used in other cities.

Private property seasonal patio operators

We received feedback from private property operators who participated in the 2022 Seasonal Patio Program in Guelph. Of the 17 private property seasonal patio operators, 2 participated in the survey. Their perspectives provided valuable insights into the program's impact on private properties.

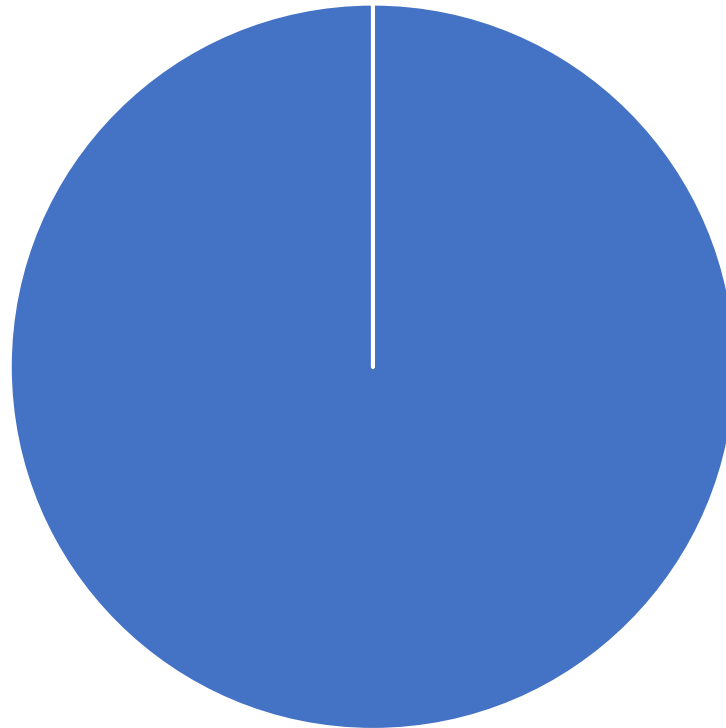


Did the 2022 Seasonal Patio Program impact your business's employment opportunities?



- We hired more employees working than we normally do
- We maintained the same amount of employees as we normally do

Would you like to see the Seasonal Patio Program continue past 2023?



2

■ Yes

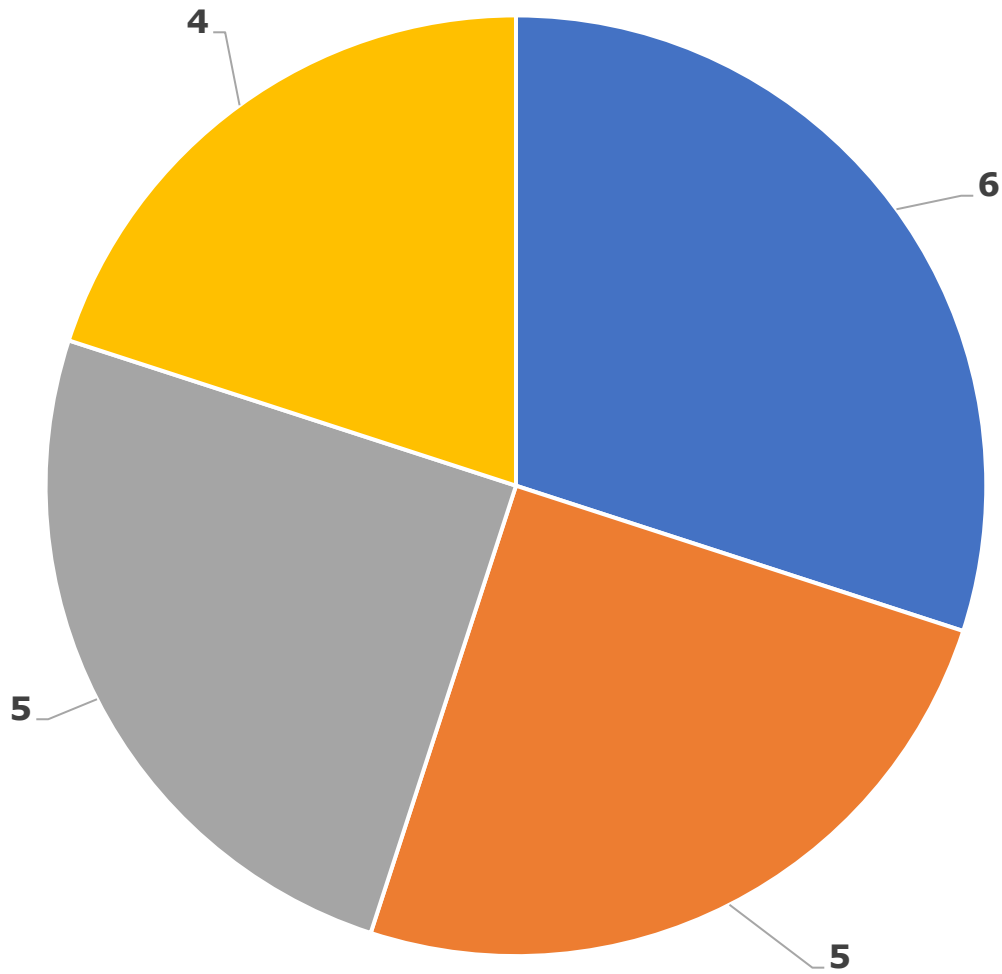
Non-patio operating businesses

Alongside the feedback from businesses with a patio, visitors, and private property (non-downtown) operators, we also received valuable insights from businesses without a patio. A total of 20 respondents fell into this category, representing 2 percent of the survey participants.

Although these businesses do not currently have a patio as part of the Seasonal Patio Program, their input provides important perspectives on the overall impact of the program and the opportunities it presents for businesses in Guelph. By understanding their experiences and challenges, we can identify strategies to mitigate impacts from the program and ensure that the Seasonal Patio Program remains inclusive and responsive to the broader business community.

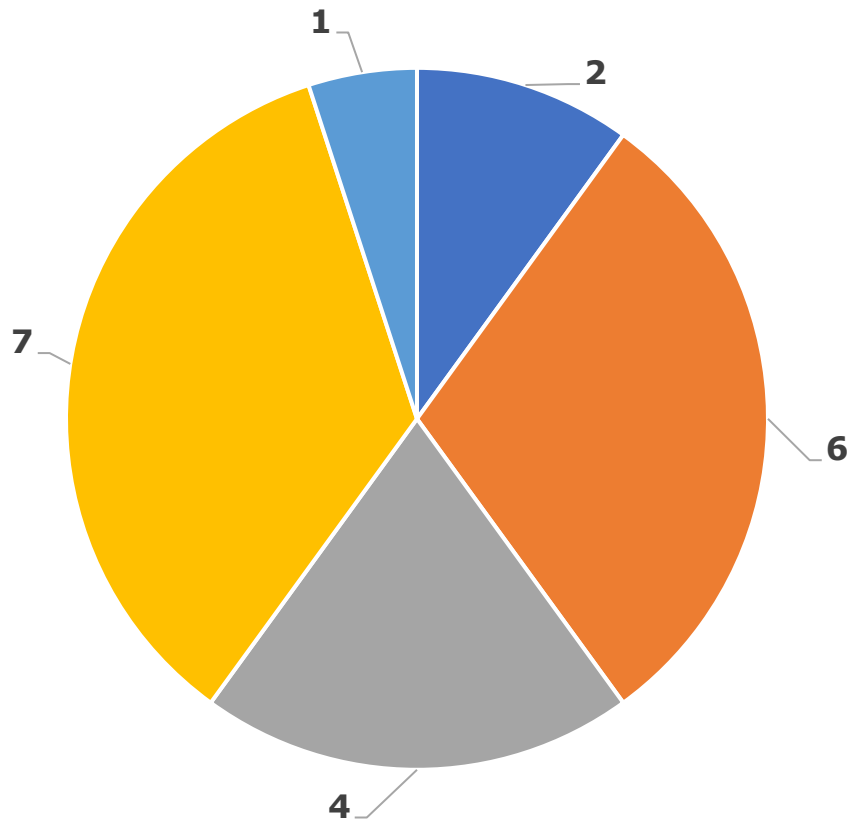
Several businesses without patios have suggested modifications to the program which include requiring restaurants to have a level of landscaping on their patios to create a cohesive and attractive downtown core, expectations for activation, and patio size limitations to address parking access concerns.

What type of business are you representing?



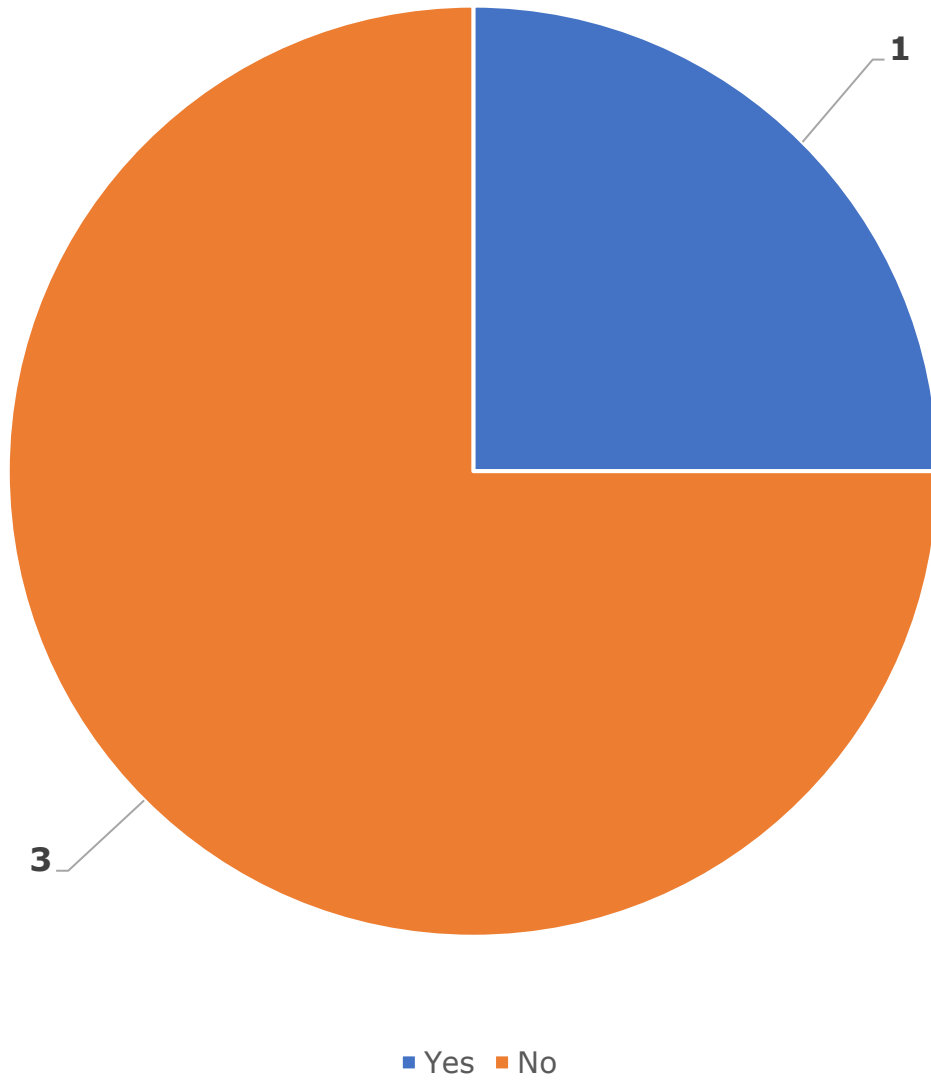
■ Restaurant, bar or café ■ Retail ■ Service ■ Other

Did the 2022 Seasonal Patio Program impact your business's employment opportunities?

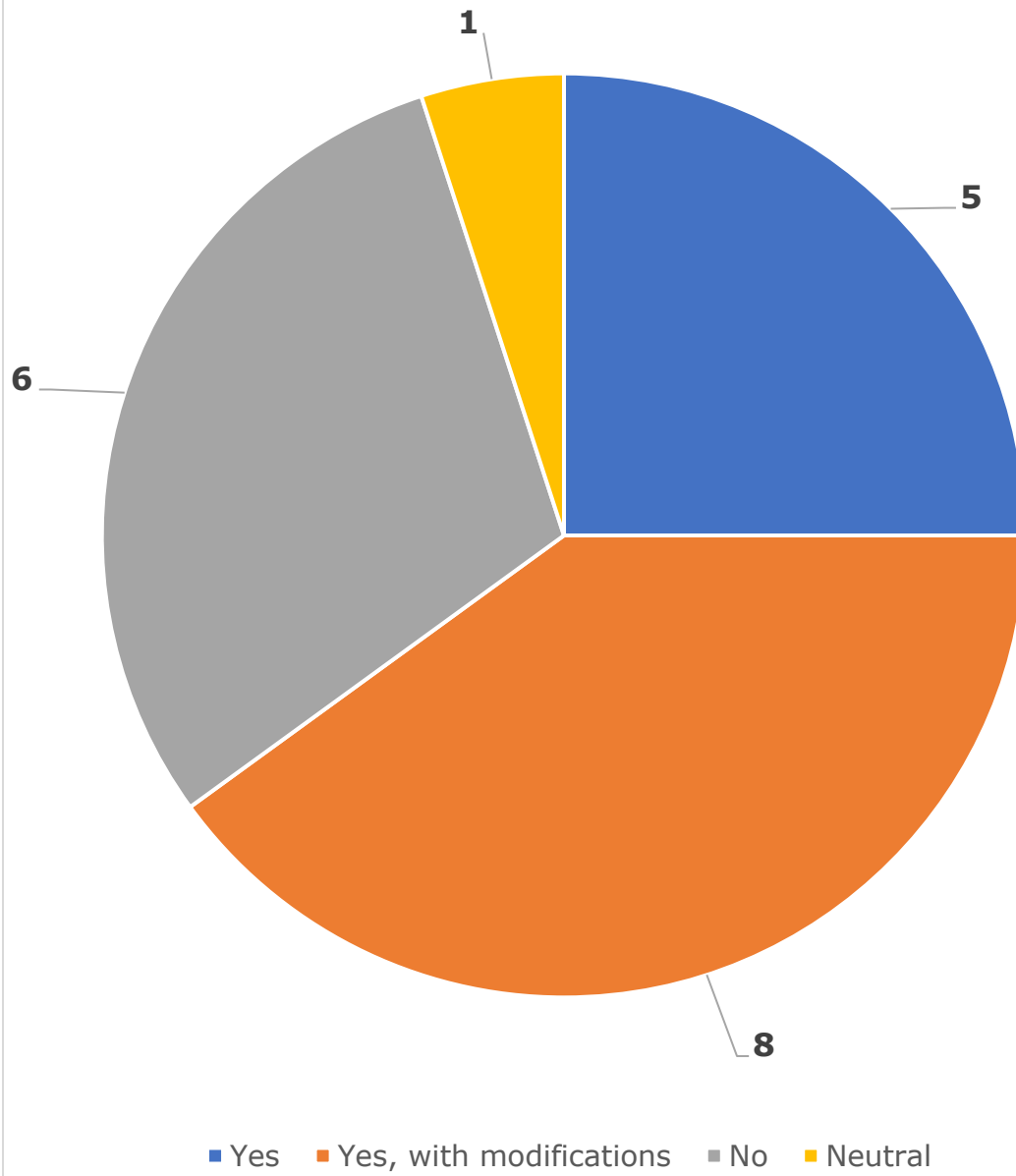


- Yes, we hired more employees working than we normally do
- We maintained the same amount of employees working as we normally do
- No, we had less employees working than we normally do
- No, we did not offer any employment opportunities
- Other

Was this due to a labour shortage?



Would you like to see the Seasonal Patio Program continue past 2023?



Feedback summary: non-patio operating businesses

The below comments reflect answers to the questions “What did you like about the 2022 Seasonal Patio Program?” and “What other feedback would you like us to know about the Seasonal Patio Program?”

Positive Impact on Downtown Atmosphere and Foot Traffic:

- Number of comments: 11 (55 percent of total comments) mentioned that the patio program brought more people downtown and created a lively atmosphere.
- Summary: Respondents highlighted the positive impact of the patio program on the downtown atmosphere and foot traffic. They appreciated the program's ability to attract more visitors and create a lively and enjoyable environment

Litter and Aesthetics:

- Number of comments: 4 (20 percent of total comments)
- Summary: Concerns were raised about litter and the program's impact on the visual appeal of the downtown area.

Charging Businesses and Liability:

- Number of comments: 2 (10 percent of total comments)
- Summary: Some respondents recommended implementing fees for businesses using public space and addressing liability concerns.

Utilization and Parking Issues:

- Number of comments: 2 (10 percent of total comments)
- Summary: Feedback indicated concerns regarding the underutilization of patios and the impact on parking availability and logistical challenges.

Accountability and Business Participation:

- Number of comments: 3 (15 percent of total comments)
- Summary: Feedback indicated concerns regarding the underutilization of patios and the impact on parking availability and logistical challenges.

Street Closures and Duration:

- Number of comments: 3 (15 percent of total comments)
- Summary: Feedback indicated dissatisfaction with previous street closures and a suggestion for a more limited duration of the patio program.

Customer comment summary: non-patio operating businesses

The below comments reflect answers to the question “What feedback, if any, did you receive from your customers about the 2022 Seasonal Patio Program?”

Parking Issues and Limited Availability:

- Number of comments: 14 (78 percent of total comments)
- Summary: Feedback indicated frustration and complaints about the lack of parking caused by the patios occupying space. Some respondents mentioned that customers went elsewhere due to difficulties in finding parking.

Negative Impact on Downtown Appearance and Infrastructure:

- Number of comments: 6 (33 percent of total comments)
- Summary: Respondents expressed concerns about the program making downtown look cluttered, affecting sidewalks, and raising safety concerns. Issues related to driving behaviour and the aftermath of bar nights were also mentioned.

Length and Timing of the Patio Season:

- Number of comments: 2 (11 percent of total comments)
- Summary: Feedback indicated that some respondents felt the patio season was too long, starting in April and extending into early November.

Uber and Transportation Issues:

- Number of comments: 2 (11 percent of total comments)
- Summary: Some respondents mentioned the need for designated spots or better arrangements for Uber pickups and drop-offs to address transportation challenges.

Mixed Feedback and Neutral Responses:

- Number of comments: 3 (17 percent of total comments)
- Summary: Some respondents had no specific comments or expressed neutrality towards the patio program.

Suggested modifications summary: non-patio operating businesses

The below comments reflect answers to the question “What modifications do you think should be made?”

Aesthetic Enhancements and Cohesive Designs:

- Number of comments: 6 (85 percent of total comments)
- Summary: Respondents suggested incorporating landscaping elements, such as hanging planters, to enhance the aesthetic appeal and create a cohesive downtown core. The mismatch of colorful umbrellas was specifically mentioned as something to avoid.

Car-Free Downtown or Designated Picnic Areas:

- Number of comments: 6 (85 percent of total comments)
- Summary: Feedback included suggestions to make the downtown area car-free if patios are present and to designate specific areas, like Carden Street or Market Square, for picnic tables where patrons can order takeout and consume it there.

Accessibility and Walkability:

- Number of comments: 3 (38 percent of total comments)
- Summary: Some respondents emphasized the importance of improved accessibility, particularly for individuals using wheelchairs or mobility devices, to ensure better walkability and inclusivity.

Maintenance, Security, and Compliance:

- Number of comments: 3 (38 percent of total comments)
- Summary: Suggestions included increased police presence, monitoring of patio conditions, and enforcement of regulations by public health and bylaw departments. One respondent highlighted the importance of inspections by the Alcohol and Gaming Commission of Ontario (AGCO) and compliance with liquor-related rules.

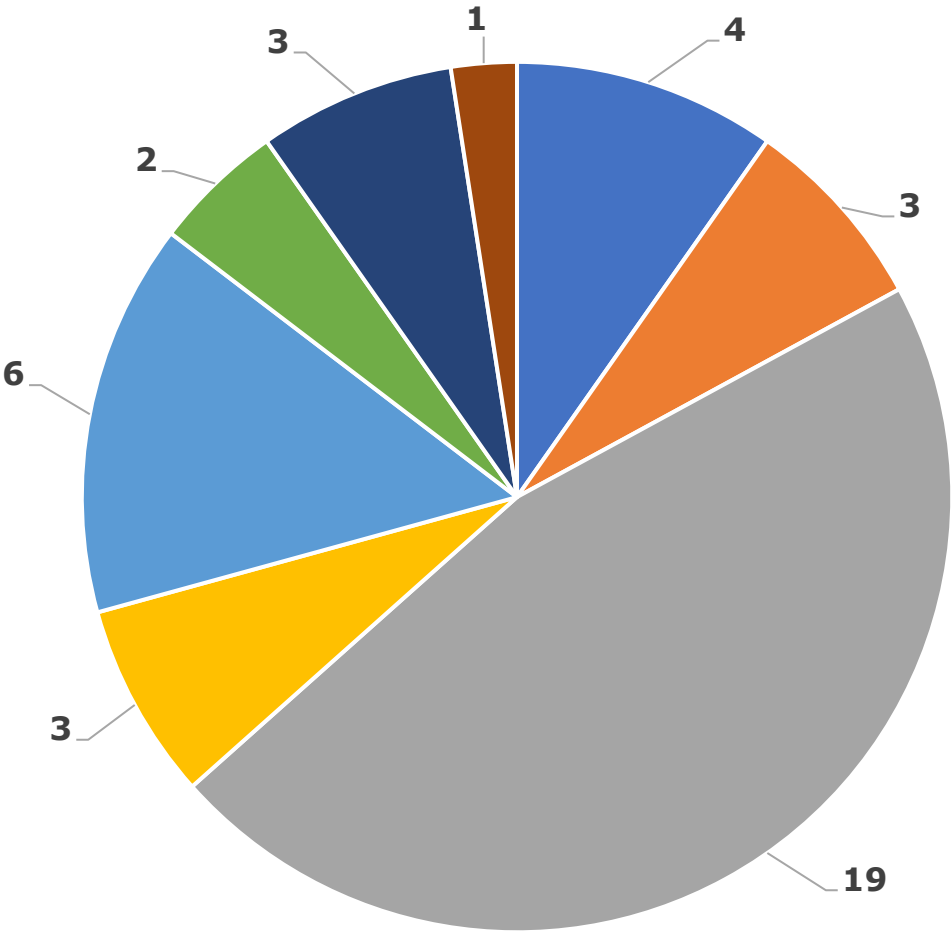
Efficient Use of Space and Accountability:

- Number of comments: 3 (38 percent of total comments)
- Summary: Respondents proposed that businesses should commit to utilizing their patios and lose the privilege if they fail to do so. There was also a suggestion to limit patio extensions in front of businesses that don't have patios to ensure fair distribution of space and parking opportunities.

Asked to all business respondents

Understanding the predominant modes of transportation used by customers to the surveyed businesses helps us put expectations around parking and pedestrian access to seasonal patios into perspective. This data enables us to identify areas of improvement, implement targeted transportation solutions, and create a more accessible experience for patio users and businesses.

How do your customers primarily access your business?



- Shared parking lot
- Private parking lot
- On-street parking
- Public transit
- By foot or mobility device
- By bicycle
- Online
- Other

People who did not visit a patio

In addition to the feedback received from visitors who enjoyed the Seasonal Patio Program, we also received responses from people who did not visit a patio during the program. A total of 63 respondents fell into this category, representing 7 percent of the survey participants.

These individuals provided valuable perspectives on their reasons for not visiting a patio, their preferences, and any potential barriers they may have encountered. While they did not personally experience the patios, their feedback helps us understand the diverse range of opinions within our community and identify areas for improvement and barriers that exist.

